



***Presentation to
Urban Design Commission
September 2, 2009***



URBAN DESIGN COMMISSION

Section 33.24(2) Urban Design Commission

Purpose and Intent. It is hereby declared a matter of public policy that the design, appearance, beauty and aesthetics of all public and private buildings, structures, landscaping and open areas are a matter of public concern and as such must be controlled so as to promote the general welfare of the community.

The purpose of this section is:

- (a) To assure the highest quality of design for all public and private projects in the City.
- (b) To protect and to improve the general appearance of all buildings, structures, landscaping and open areas in the City; to encourage the protection of economic values and proper use of properties.
- (c) To encourage and promote a high quality in the design of new buildings, developments, remodeling and additions so as to maintain and improve the established standards of property values within the City.
- (d) To foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.



MEETING OVERVIEW

- » **Site Context**
- » **Historic District Impact**
- » **Height and Density**
- » **Plaza Concepts**
- » **Design Overview**
- » **Project Benefits**
- » **Question and Answers**



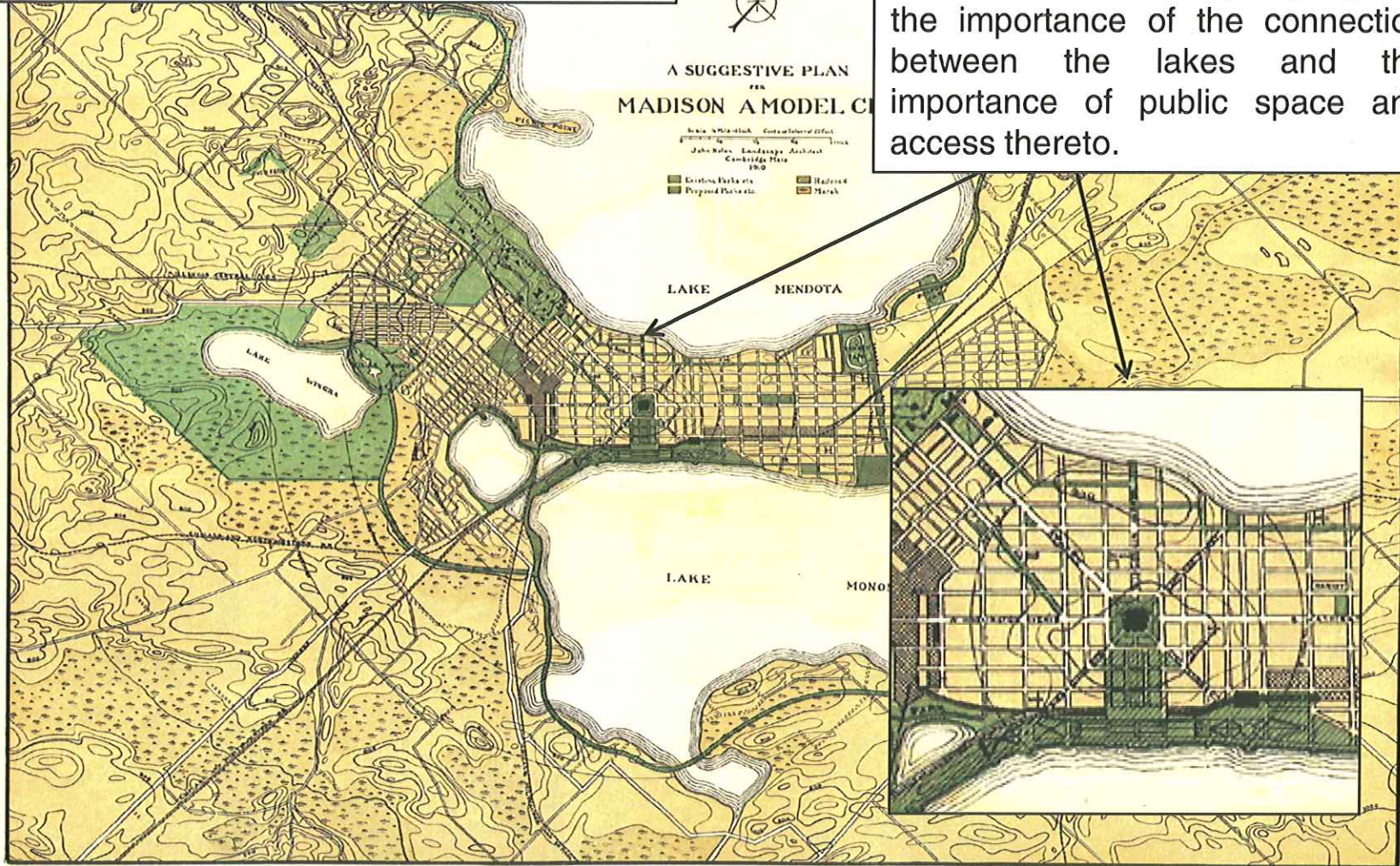
Site Context





SITE CONTEXT

Wisconsin Avenue as a Primary Boulevard

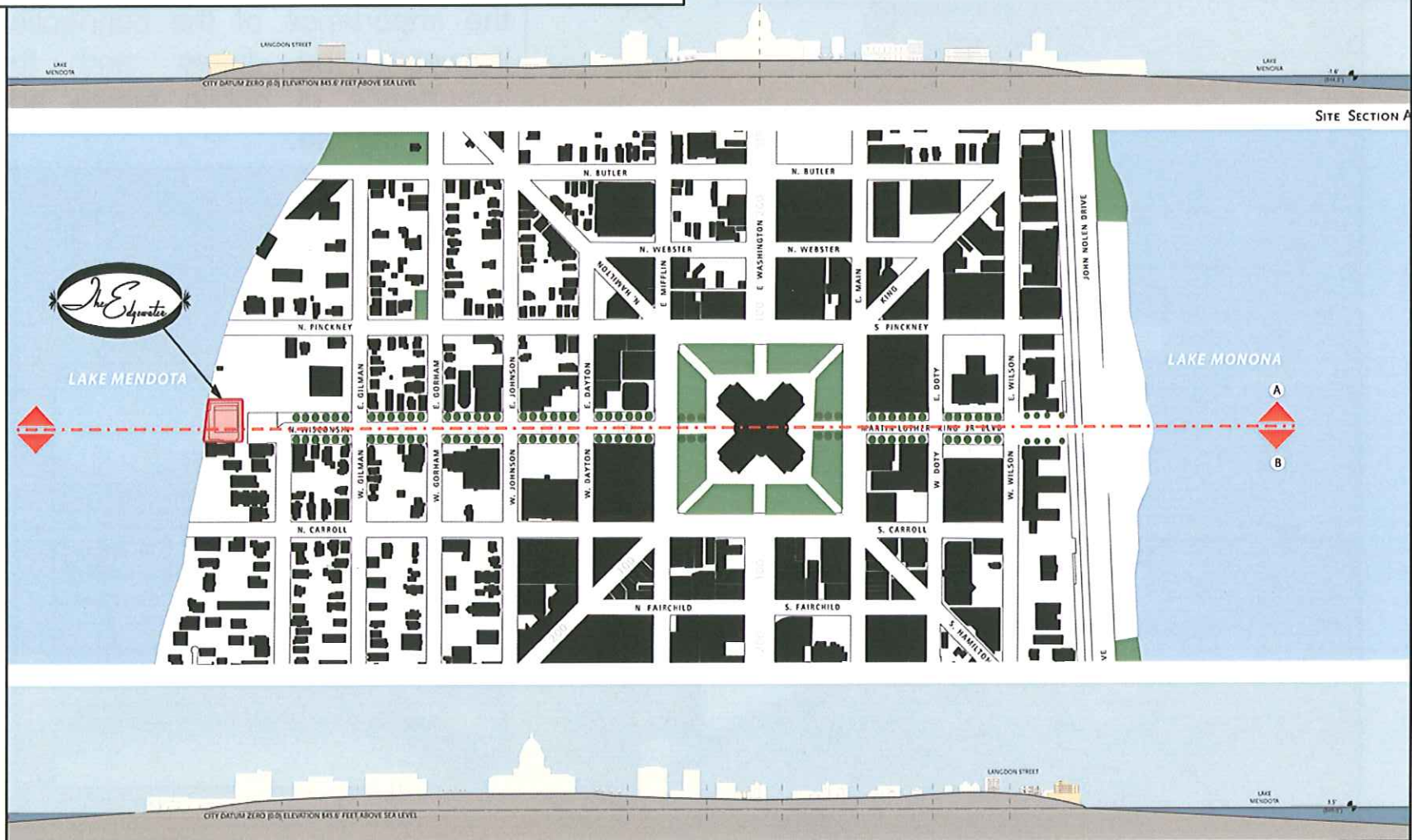


“Madison A Model City” highlighted the importance of the connection between the lakes and the importance of public space and access thereto.



SITE CONTEXT

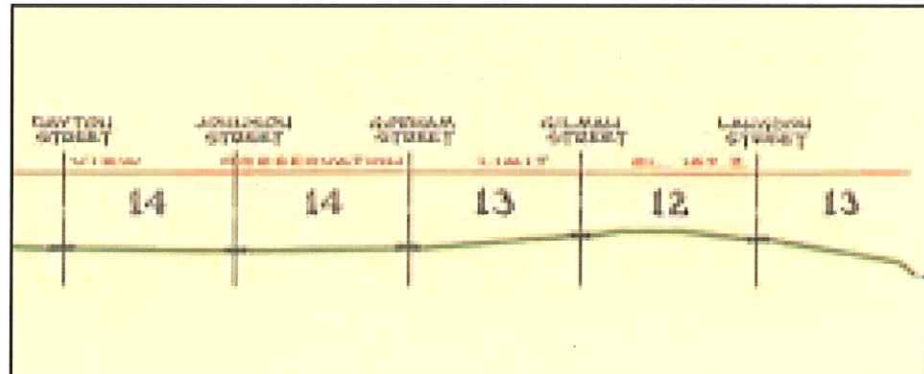
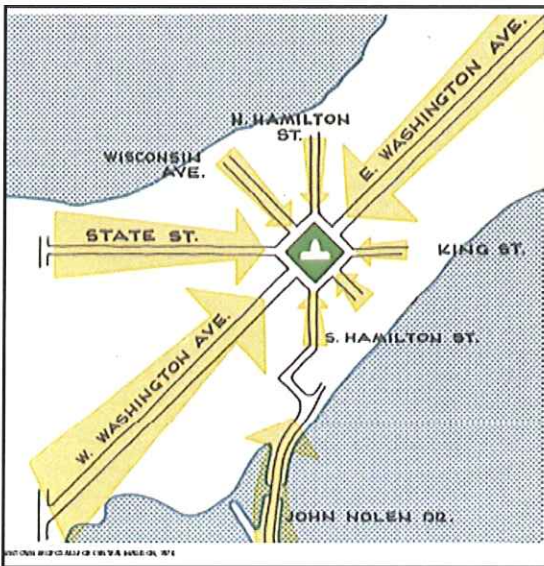
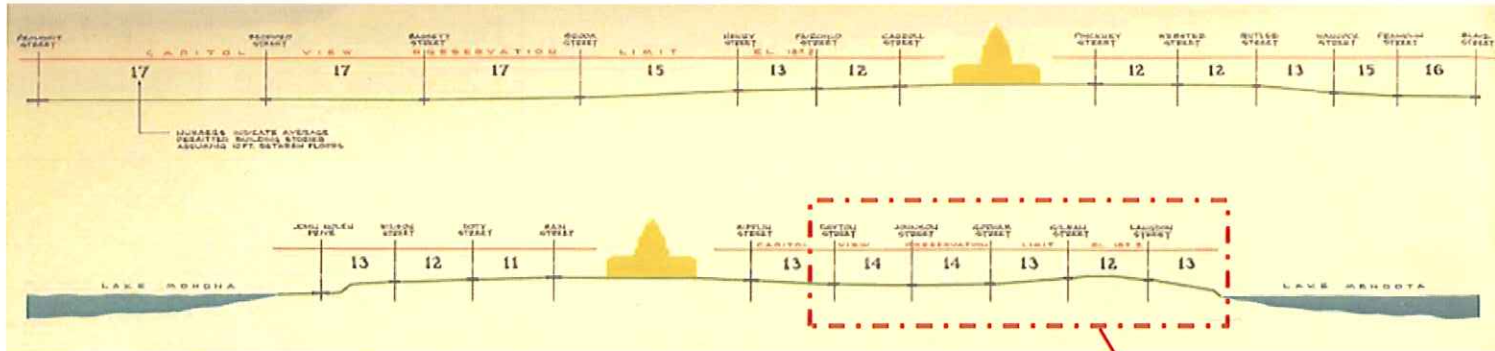
Wisconsin Avenue as a Primary Boulevard





SITE CONTEXT

Wisconsin Avenue and Relationship to the Capitol



Source: City of Madison Comprehensive Plan (1976)

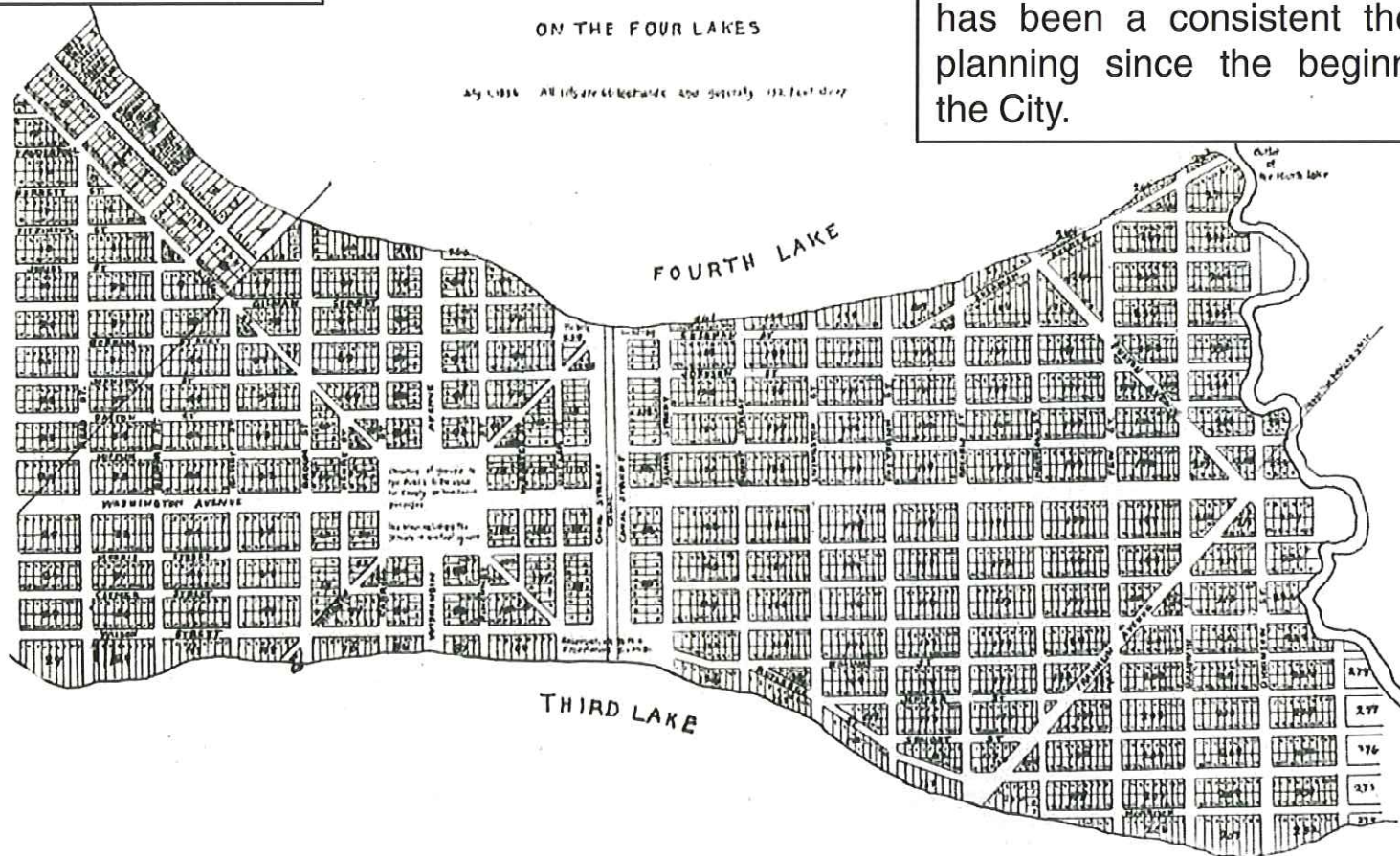


SITE CONTEXT

Public Access to Water

Plat of the Town of Madison

Public access to the waterfront has been a consistent theme in planning since the beginning of the City.



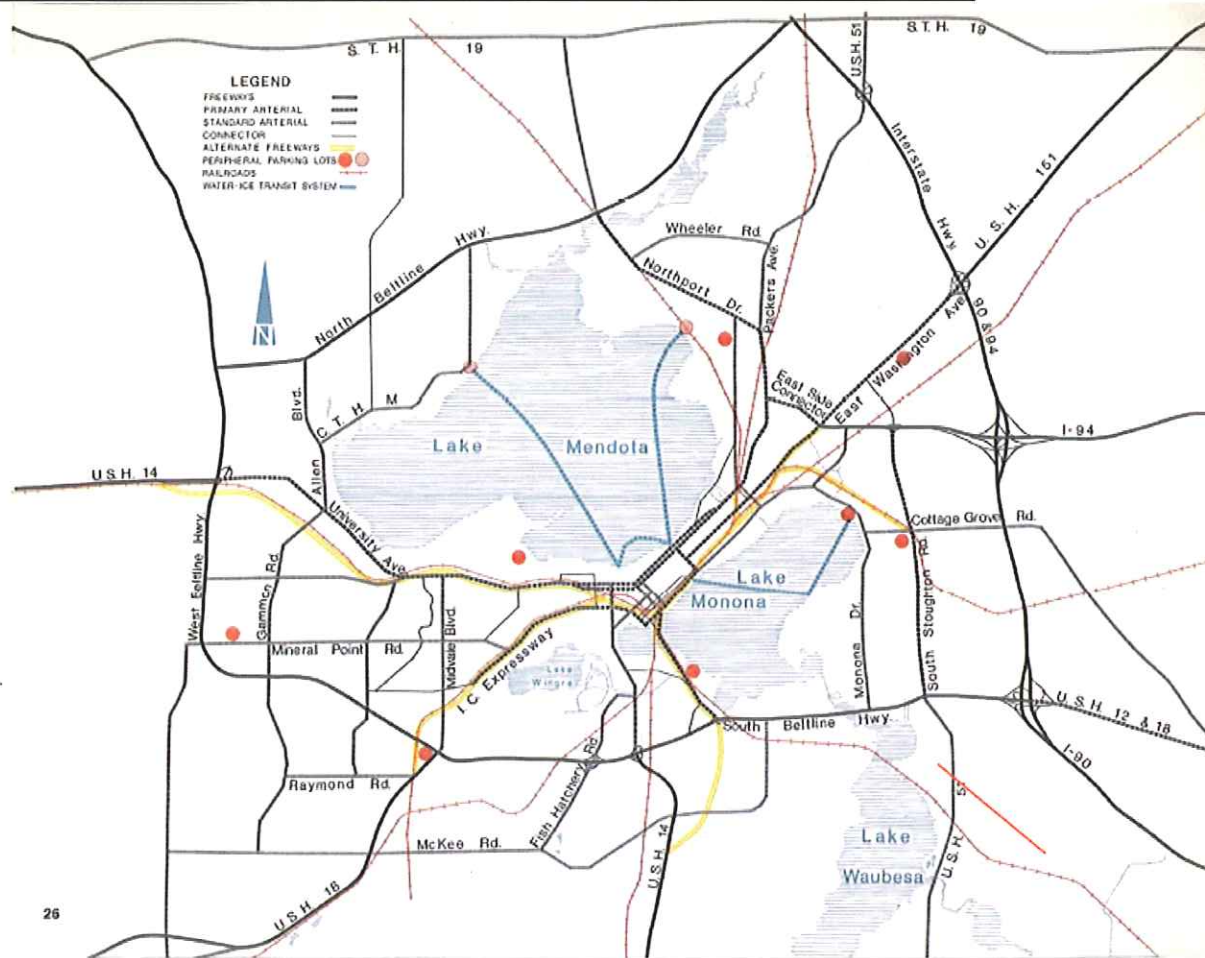
ORIGINAL PLAN OF MADISON.

Compare with present plan of Madison in this report. Note the location of the Capitol, the differentiation in street widths, the use of diagonal streets and the complete failure to reserve the lake frontages for public purposes.



SITE CONTEXT

Wisconsin Avenue as a Primary Point of Public Access to Water



Source: City of Madison Comprehensive Plan (1976)



SITE CONTEXT

Site is Characterized Differently Than Balance of Mansion Hill



CITY OF MADISON COMPREHENSIVE PLAN GOALS

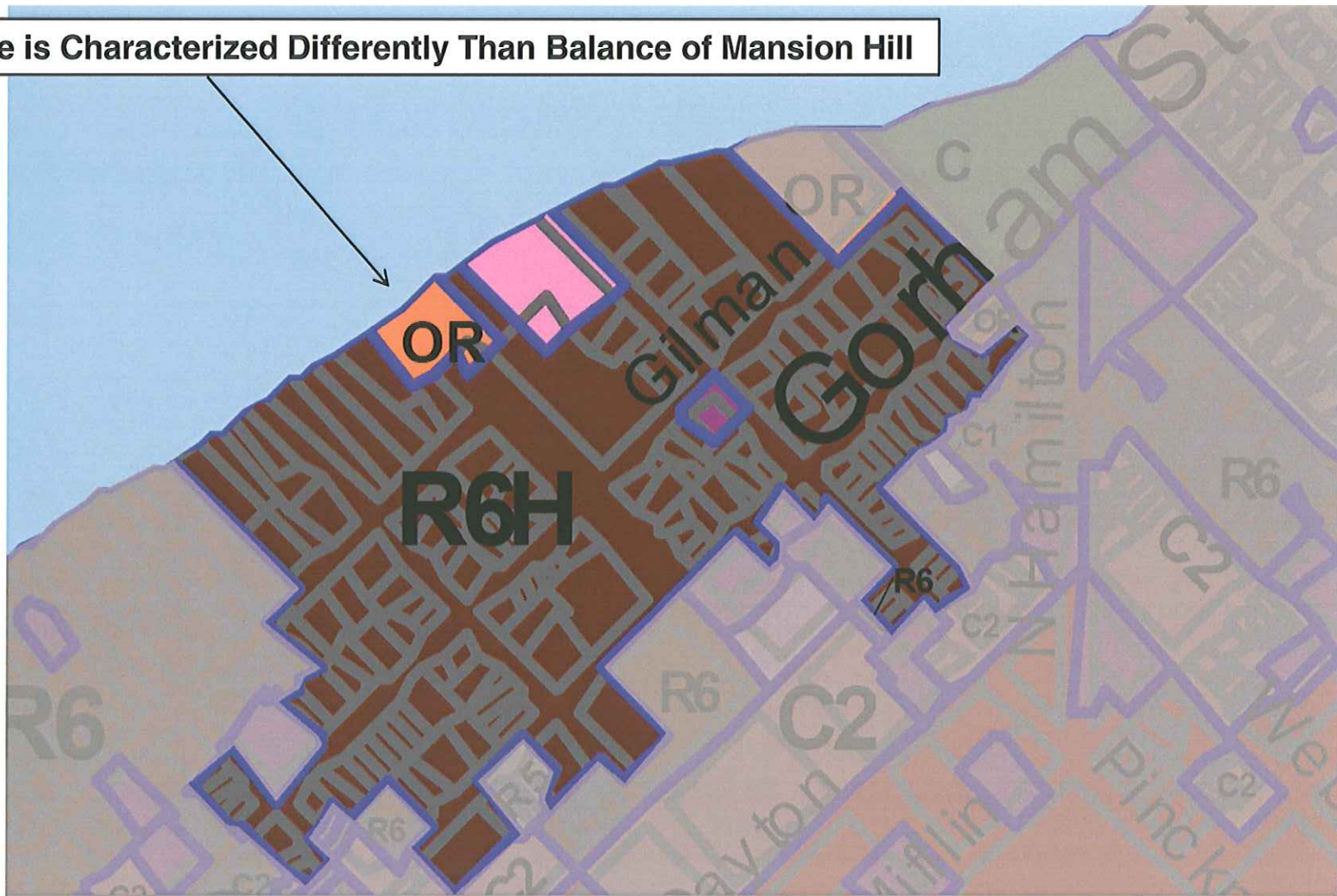
- » Downtown as a Regional Attraction
- » Access to the Lakefronts
- » Infill Development
- » Adaptive Re-use of Buildings
- » Preservation of Important Buildings
- » Framing of Street Views
- » Private Development of Open Spaces
- » Creation of Neighborhood Centers

Source: City of Madison Comprehensive Plan
(January 2006)



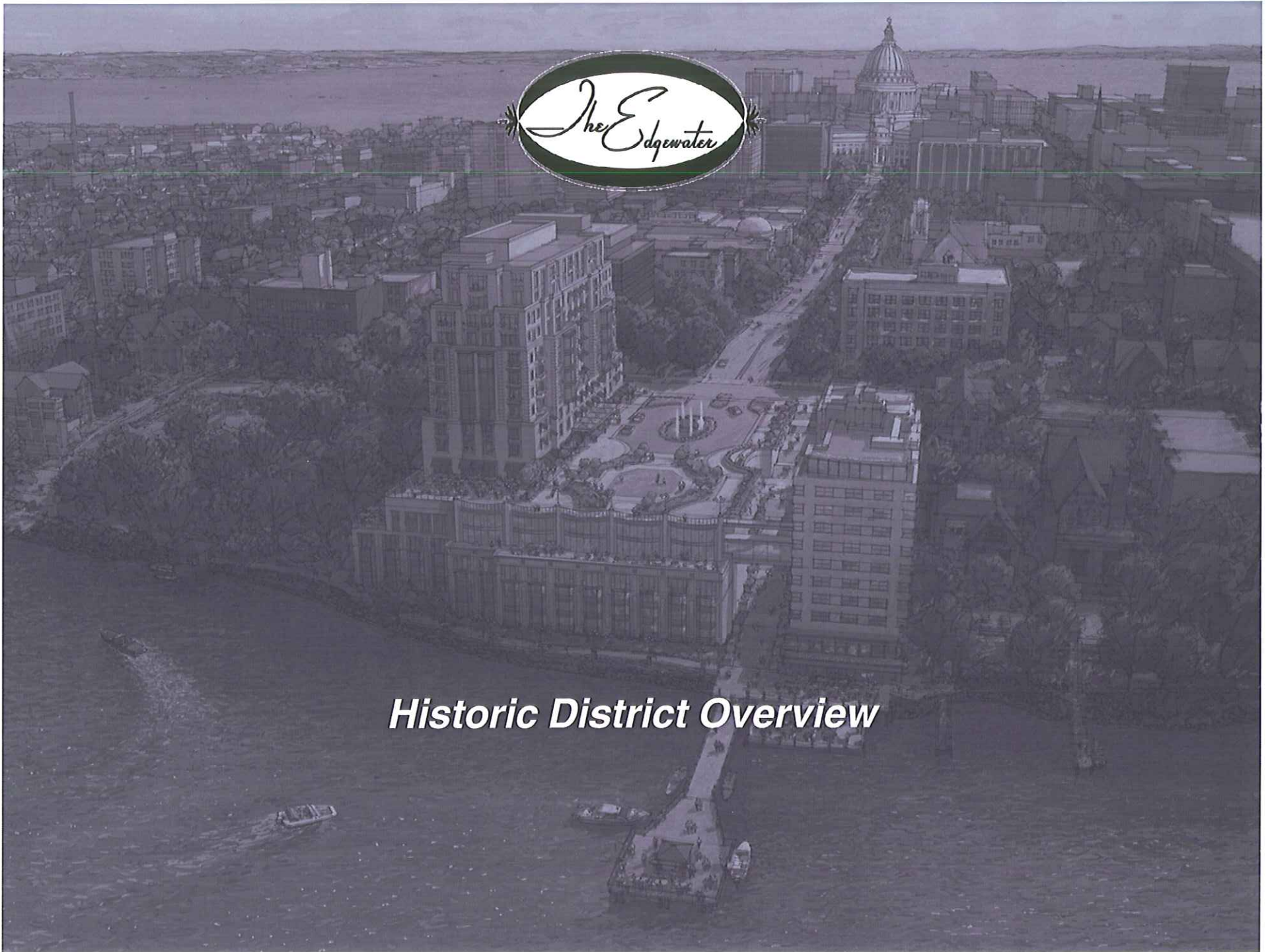
SITE CONTEXT

Site is Characterized Differently Than Balance of Mansion Hill





Historic District Overview





HISTORIC DISTRICT

Mansion Hill Historic District Plan

- ❖ **Local District Est. 1976 / National District Est. 1996**
- ❖ **Gilman Street is the axis of the district, Gilman / Pinckney is center**
- ❖ **4 national landmarks, 19 designated landmarks**
- ❖ **Edgewater Hotel (1948 structure) is a “Priority Building” in 1976 plan**
- ❖ **In 1976, District had the largest stock of multi-unit dwellings in City**
- ❖ **In 1976, District was predominantly low income, transient residents – student population.**

The Key Characteristics of the District Remain True Today.

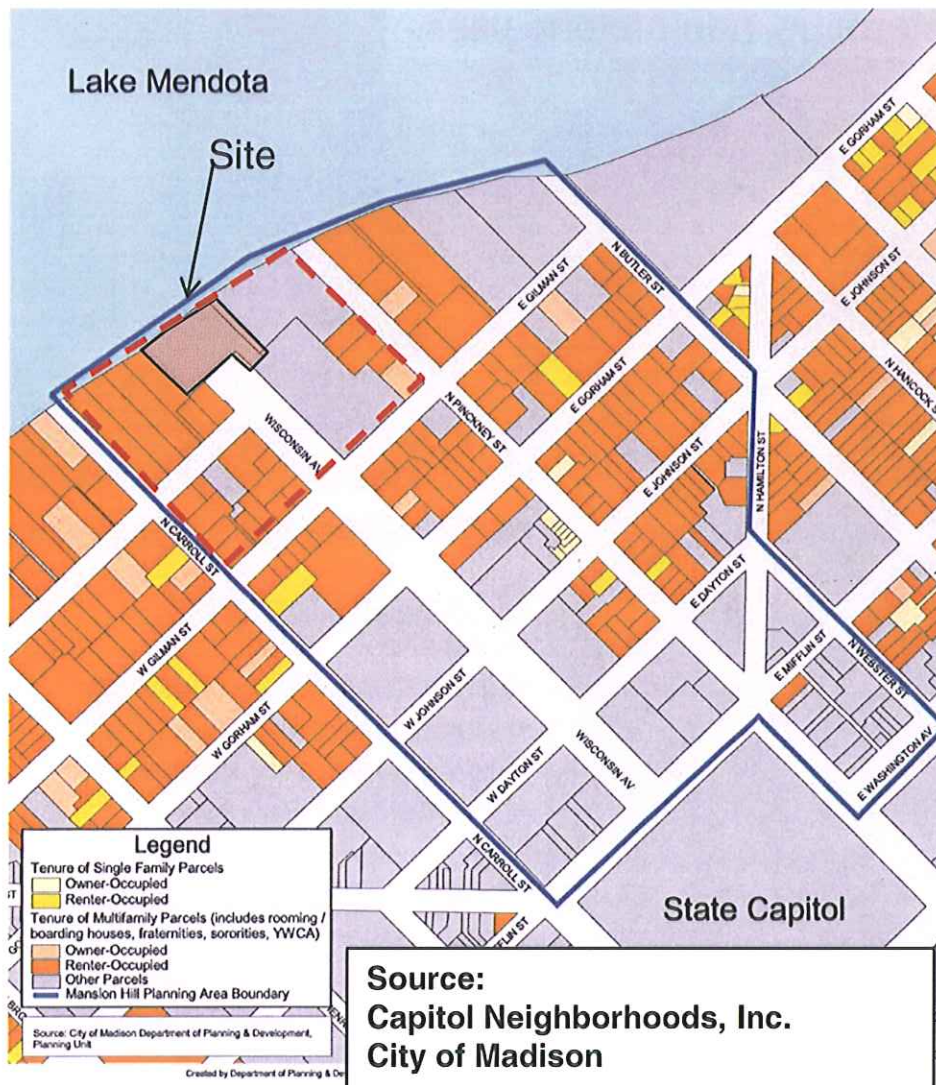


HISTORIC DISTRICT





HISTORIC DISTRICT



CHARACTER OF SURROUNDING AREA

- Mansion Hill Historic District
 - 169 Parcels, 1.6 MM SF
 - 11 Owner-Occupied Homes/Townhomes
 - 5 Condo Buildings, 26 Units
 - 129 Multi-Family Parcels, 124 Rental
 - 21 Commercial Parcels, 1.2 MM SF

- Mixed-Use Area on Adjacent Blocks
 - 4 Fraternity/Sorority Buildings
 - 15 Rental Apartments, 273 Units
 - 1 Condominium, 7 Units
 - 1 Single Family Home
 - 1 Hotel
 - 1 Office Building

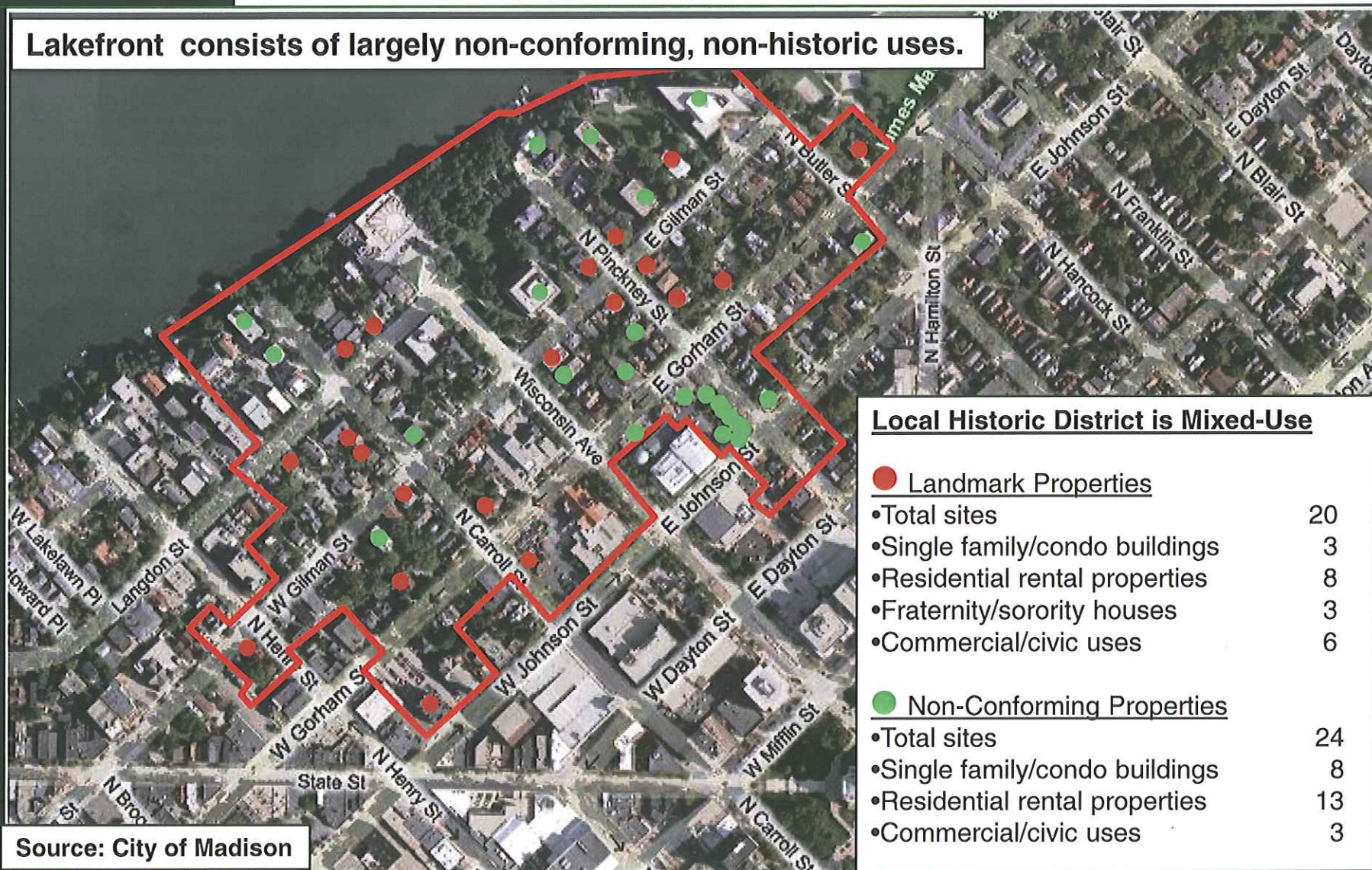
- Within CNI Neighborhood Boundry
 - 45% Residential / 55% Other
 - 94% of Housing is Rental
 - 60% of Housing in 10 Unit + Buildings
 - 56% of Tenants In Bldg > 1 Year

Source:
Capitol Neighborhoods, Inc.
City of Madison



HISTORIC DISTRICT

Lakefront consists of largely non-conforming, non-historic uses.



Local Historic District is Mixed-Use

● Landmark Properties

• Total sites	20
• Single family/condo buildings	3
• Residential rental properties	8
• Fraternity/sorority houses	3
• Commercial/civic uses	6

● Non-Conforming Properties

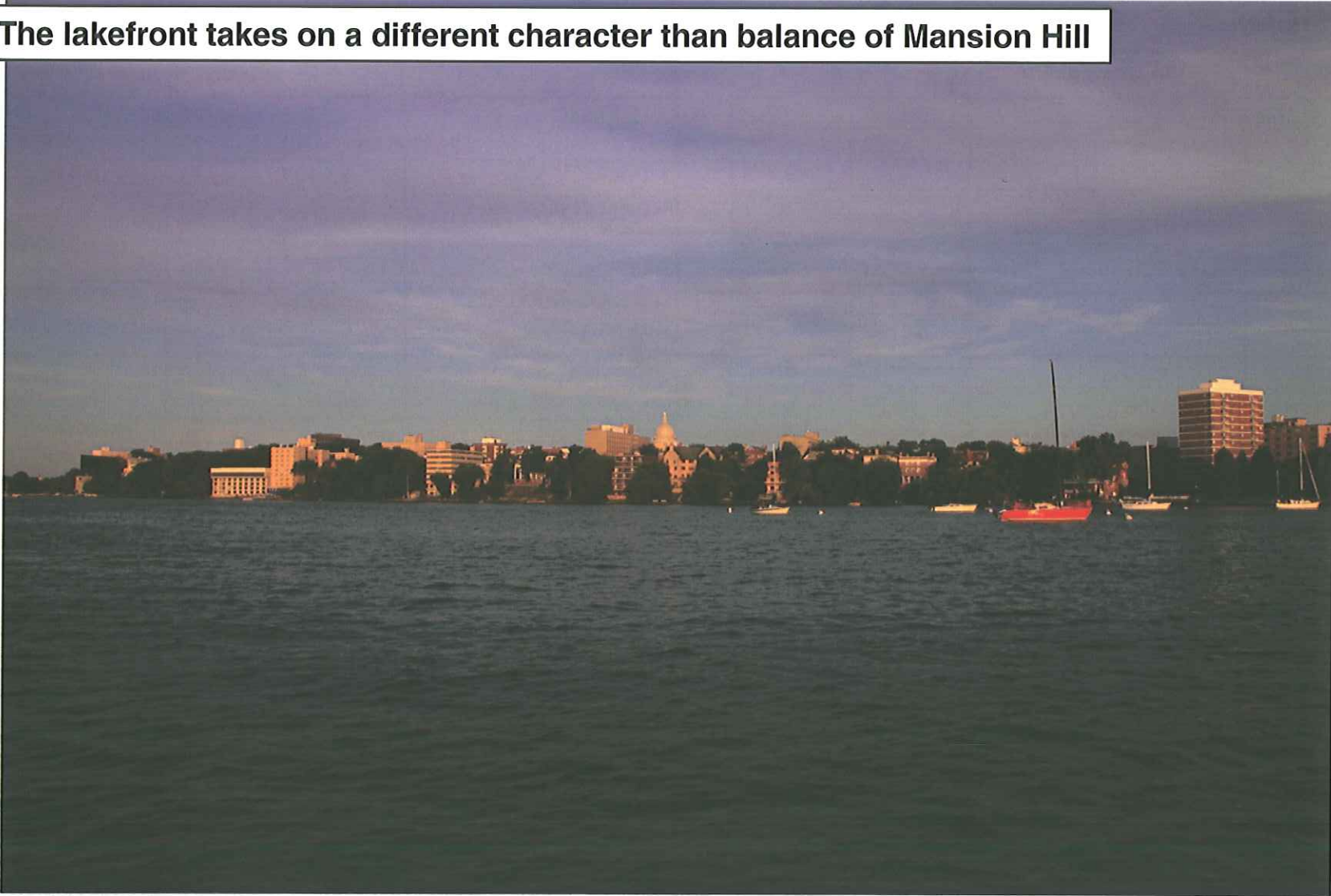
• Total sites	24
• Single family/condo buildings	8
• Residential rental properties	13
• Commercial/civic uses	3

Source: City of Madison



HISTORIC DISTRICT

The lakefront takes on a different character than balance of Mansion Hill





HISTORIC DISTRICT

Trends Show Growth in Transient, Not Permanent Residential Base

Population	1970	2000
Total	12,051	14,375
Male	4,928	7,605
Female	7,123	6,770

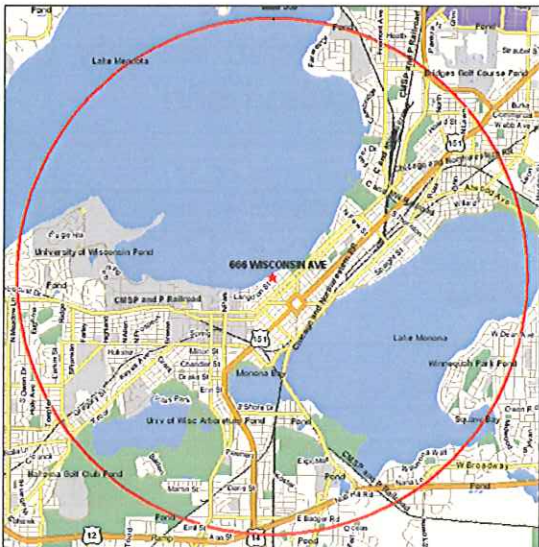
Housing	1970	2000
Total Units	5,553	6,688
Single Family	262	187
Percent of Total Units	4.72%	2.80%
Multi-Family	5,279	6,393
Percent of Total Units	95.07%	95.59%
Other	12	8
Percent of Total Units	0.22%	0.12%
Owner Occupied	221	192
Percent of Total Units	3.98%	2.87%
Renter	5,043	6,264
Percent of Total Units	90.82%	93.66%
Heads of Family	388	366
Percent of Total Units	6.99%	5.47%
Individuals (Non Family)	4,543	6,081
Percent of Total Units	81.81%	90.92%
Vacant	289	232
Percent of Total Units	5.20%	3.47%

Housing Tenure	1970	2000
Total Units	5,553	6,688
0-2 Years	3,900	4,341
Percent of Total Units	70.23%	64.91%
3-5 Years	535	1,455
Percent of Total Units	9.63%	21.76%
5+ Years	829	660
Percent of Total Units	14.93%	9.87%

Source:
Census Tracts 16.01 / 17.00 from 1970 and 2000
US Census Bureau



HISTORIC DISTRICT



Character of Mansion Hill to Downtown/City

	MANSION HILL	WITHIN 3 MILES	CITY OF MADISON
Population (1990)	3,489	31,508	193,451
Population (2000)	3,726	36,813	208,054
Population (2009)	4,038	42,350	225,925
Median Age (2009)	23	37	34
Median Household Income (2009)	\$14,706	\$88,938	\$50,527
As % of Metro Area	29.11%	176.02%	NA
Family Households (2009)	3.46%	31.32%	47.10%
Non-Family Households (2009)	96.48%	68.68%	52.90%
Owner Occupied (2009)	1.06%	30.66%	47.25%
Renter Occupied (2009)	98.94%	69.34%	52.75%
Median Value of All Owner Occupied	\$139,583	\$479,813	\$196,732
Total Occupied Housing Units (2009)	1,777	25,652	97,275
Single Unit Housing	1.46%	20.96%	47.52%
Multi-Unit Housing	98.54%	79.04%	52.48%
Housing Units Built Before 1950	31.57%	20.82%	20.85%
Housing Units Built 1950 - 1969	26.62%	24.86%	26.03%
Housing Units Built 1970 - Today	41.81%	54.32%	53.12%
Median Age of Built Housing Structures	1965	1978	1972

Source: Claritas (2009)

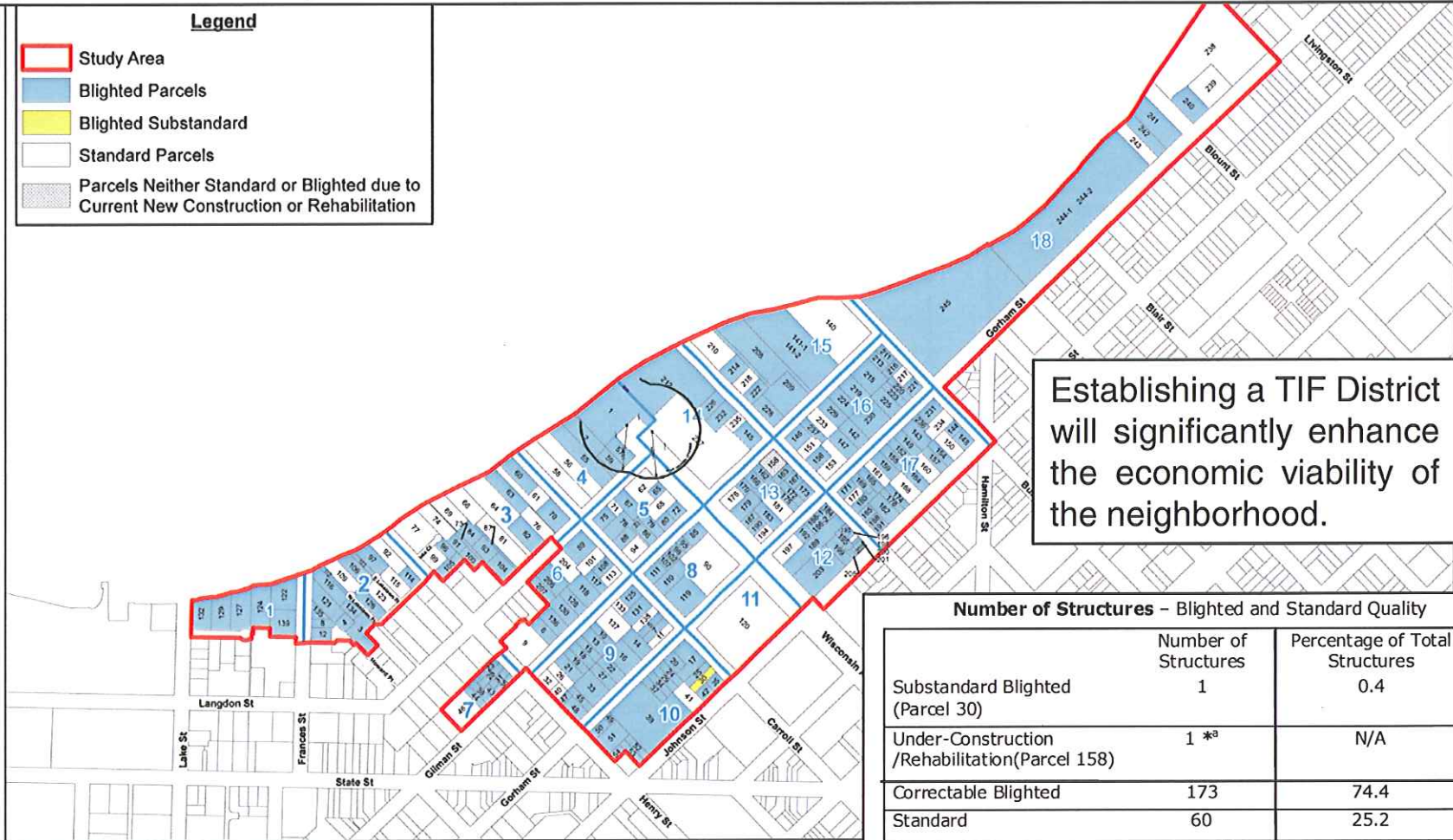


HISTORIC DISTRICT

Neighborhood is Blighted, Reinvestment is Needed to Build Economic Momentum

Legend

- Study Area
- Blighted Parcels
- Blighted Substandard
- Standard Parcels
- Parcels Neither Standard or Blighted due to Current New Construction or Rehabilitation



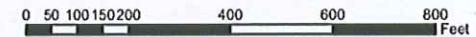
Source: City of Madison



HISTORIC DISTRICT

There are no landmark buildings in visually related area.

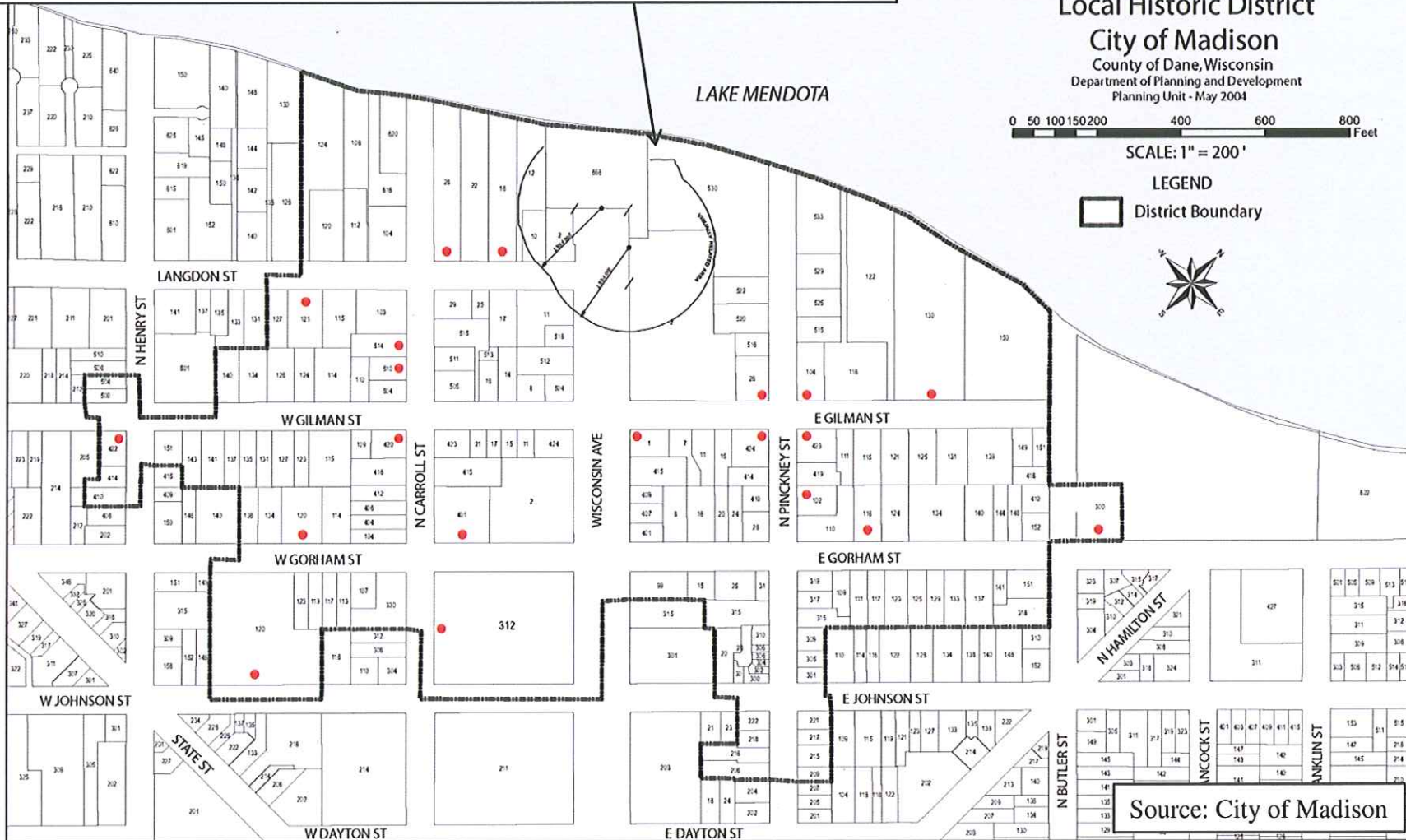
Mansion Hill
Local Historic District
City of Madison
County of Dane, Wisconsin
Department of Planning and Development
Planning Unit - May 2004



SCALE: 1" = 200'

LEGEND

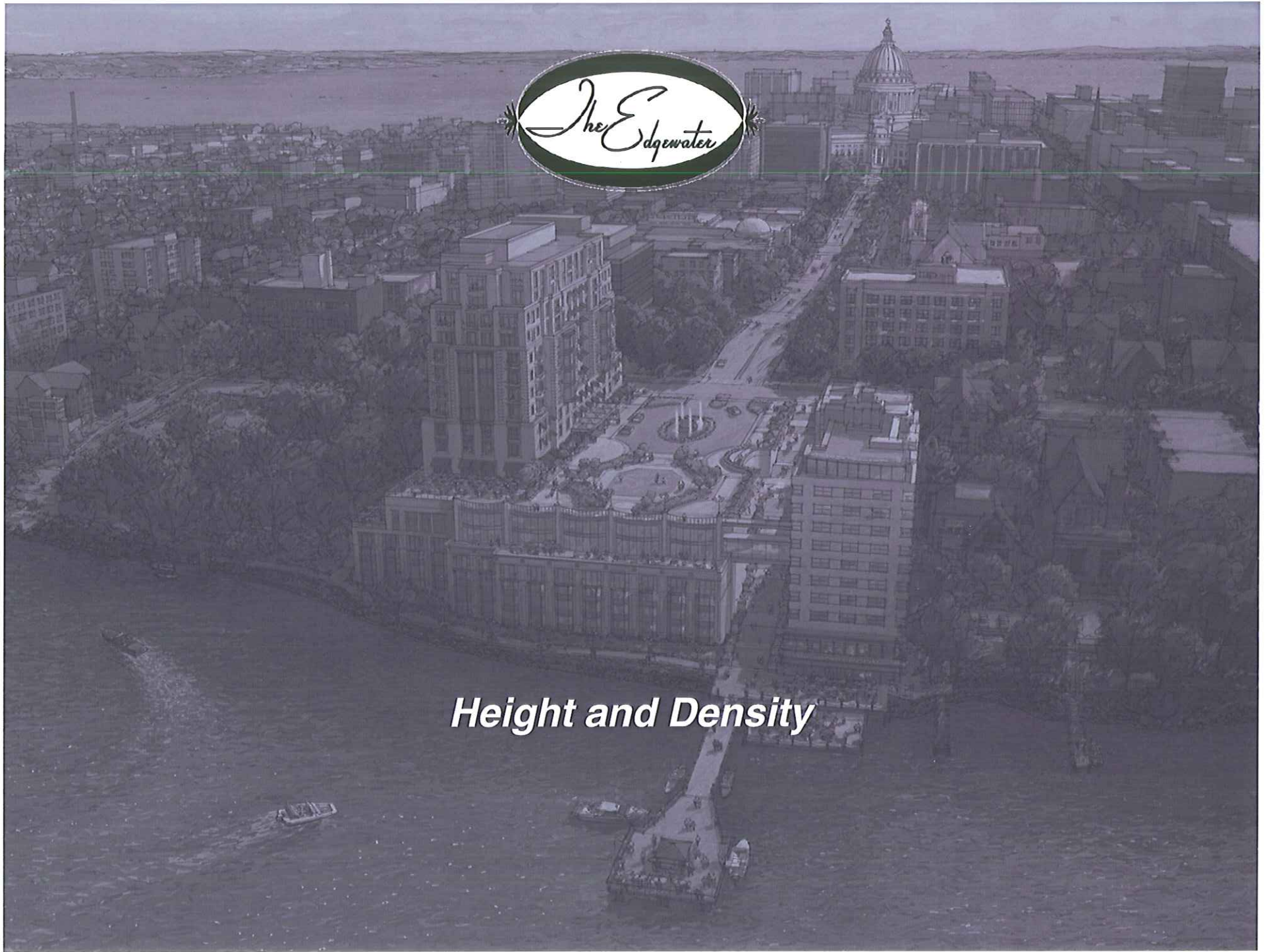
District Boundary



Source: City of Madison

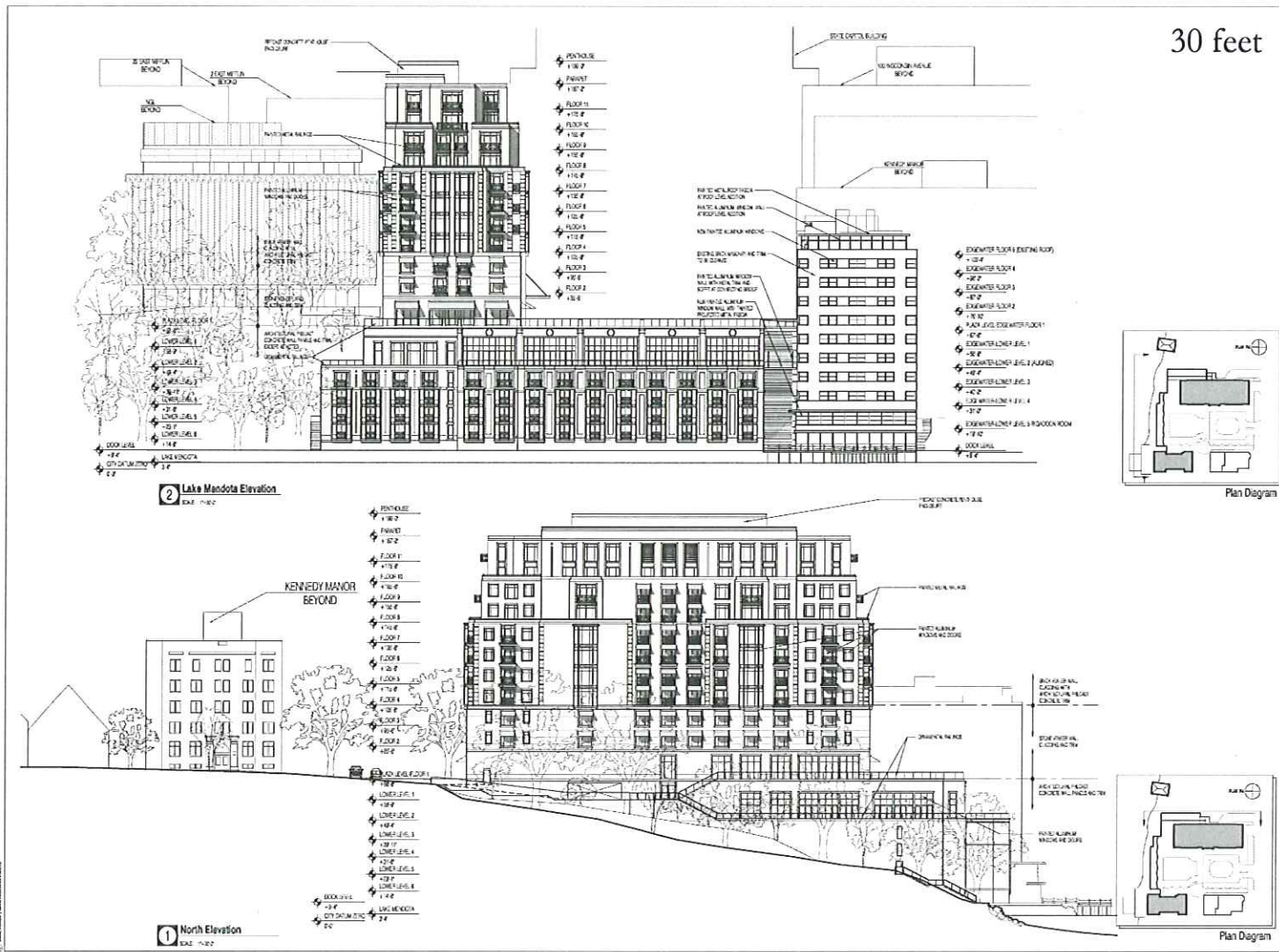


Height and Density





HEIGHT AND DENSITY



ELKUS | MANFREDI
ARCHITECTS

Project: 2014-0102
Location: MANICOMMUNITY CENTER
JULY 2014

The Edgewater

888 WASHINGTON AVENUE
MADISON, WI 53703

Owner:
Lambert & L.L.D.
22 East Wells Street, Suite 200
Madison, WI 53703

Developer:
Harrison Company
22 East Wells Street, Suite 200
Madison, WI 53703

Architect:
Elkus | Manfredi Architects
300 Duane Street
Madison, WI 53703

PROJECT NUMBER: 2014-0102

DATE: JULY 2014

REVISIONS:

SCALE: 1/8" = 1'-0"

DRAWING NAME:

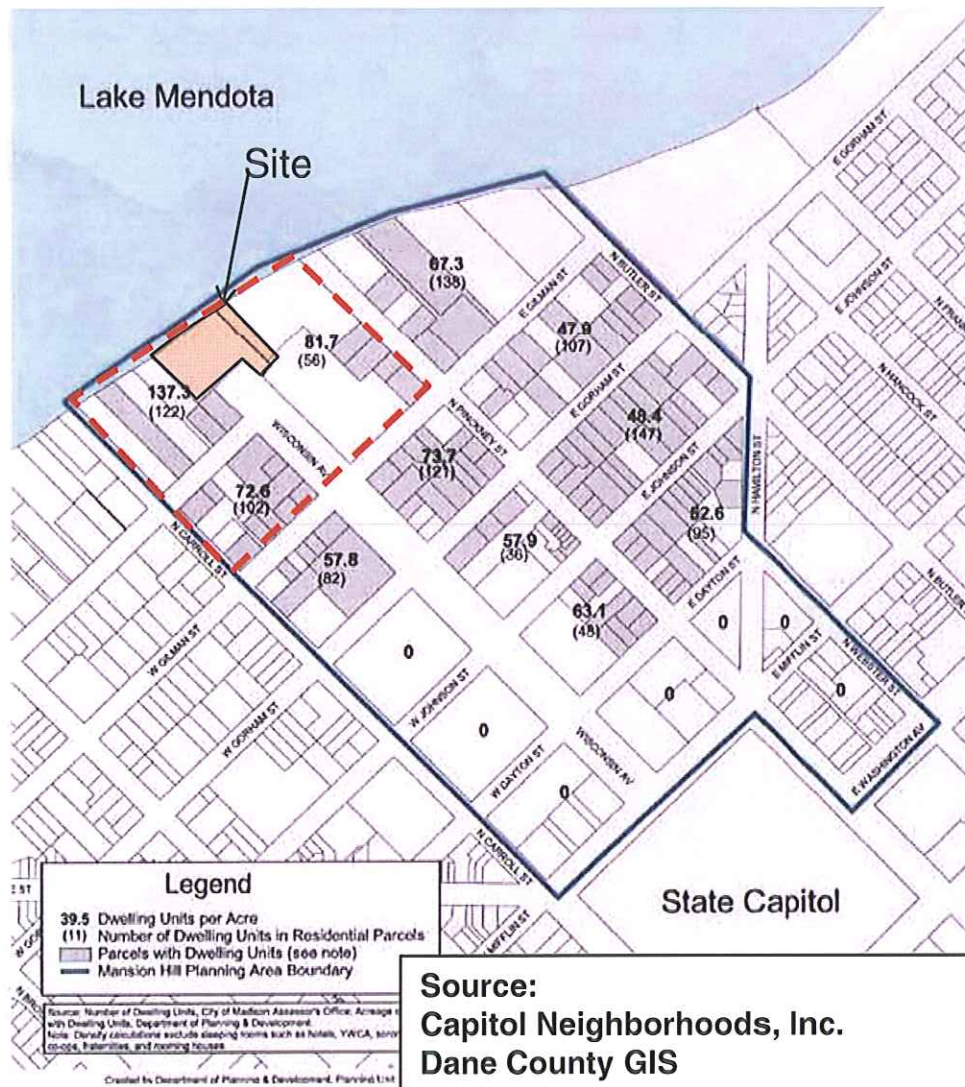
Elevations

DRAWING NUMBER:

A2.02



HEIGHT AND DENSITY



RESIDENTIAL DENSITY BY BLOCK

- Edgewater is surrounded by high density residential uses ranging from 72.6 – 137.3 Units/Acre
 - Average Density Per Parcel On Surrounding Blocks:
 - 2 Langdon - 36 Units, 185 Units/Acre
 - Morgan House - 14 Units, 90Units/Acre
 - Kennedy Manor - 58 Units, 175Units/Acre
 - The Ambassador - 45 Units, 245Units/Acre
 - Edgewater (Parcel)
 - 228 Hotel Rooms, 112 Units/Acre
 - Comp at 800 SF/Unit, 72 Units/Acre
 - Comp at 1200 SF/Unit, 53 Units/Acre
- Parcel is defined as entire site including turn around in Wisconsin Avenue right-of-way



HEIGHT AND DENSITY





HEIGHT AND DENSITY

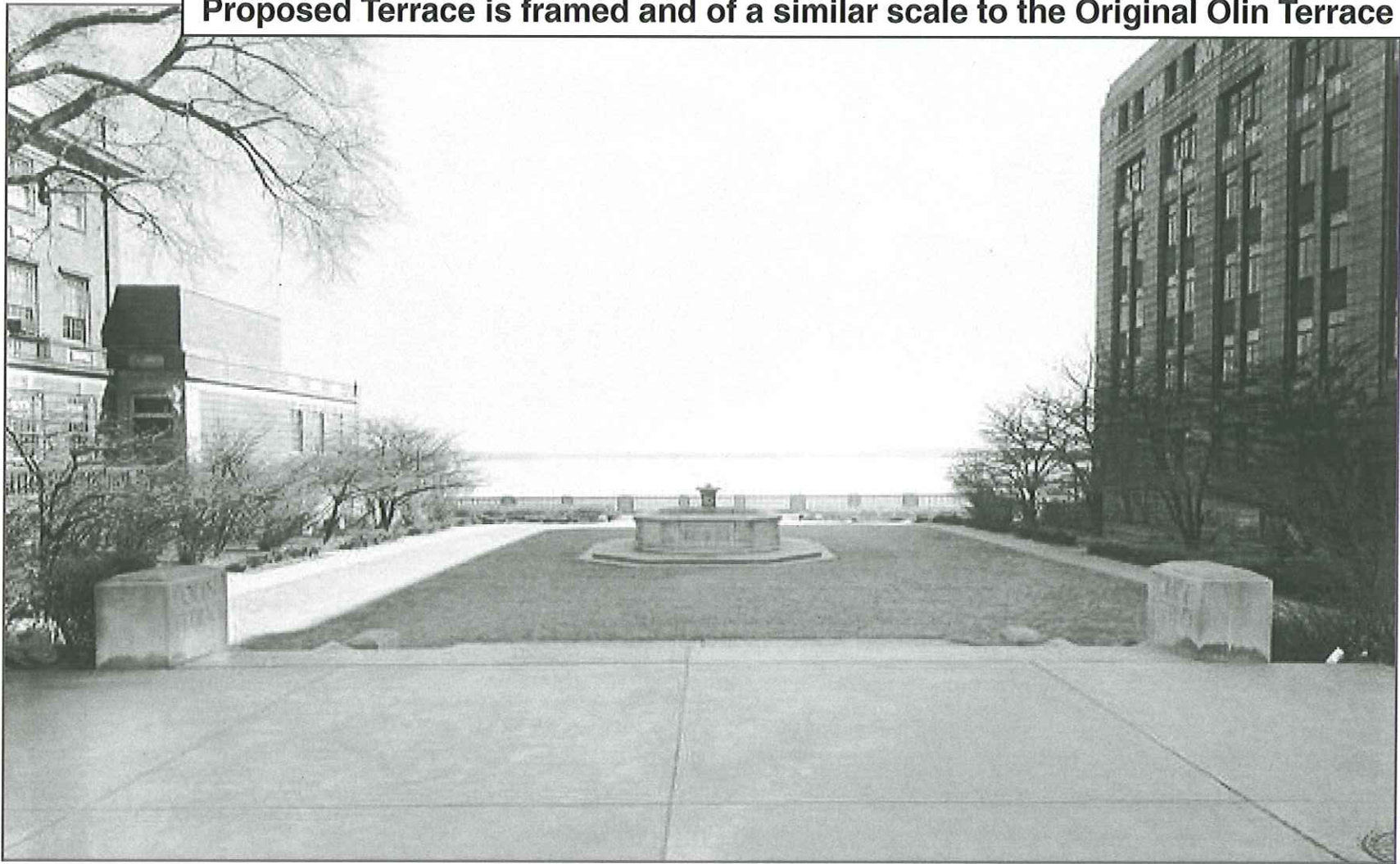


Note: the landscape plan is in flux and this image may not reflect final plan



HEIGHT AND DENSITY

Proposed Terrace is framed and of a similar scale to the Original Olin Terrace





HEIGHT AND DENSITY





HEIGHT AND DENSITY





HEIGHT AND DENSITY





HEIGHT AND DENSITY





HEIGHT AND DENSITY





HEIGHT AND DENSITY





HEIGHT AND DENSITY





HEIGHT AND DENSITY





HEIGHT AND DENSITY

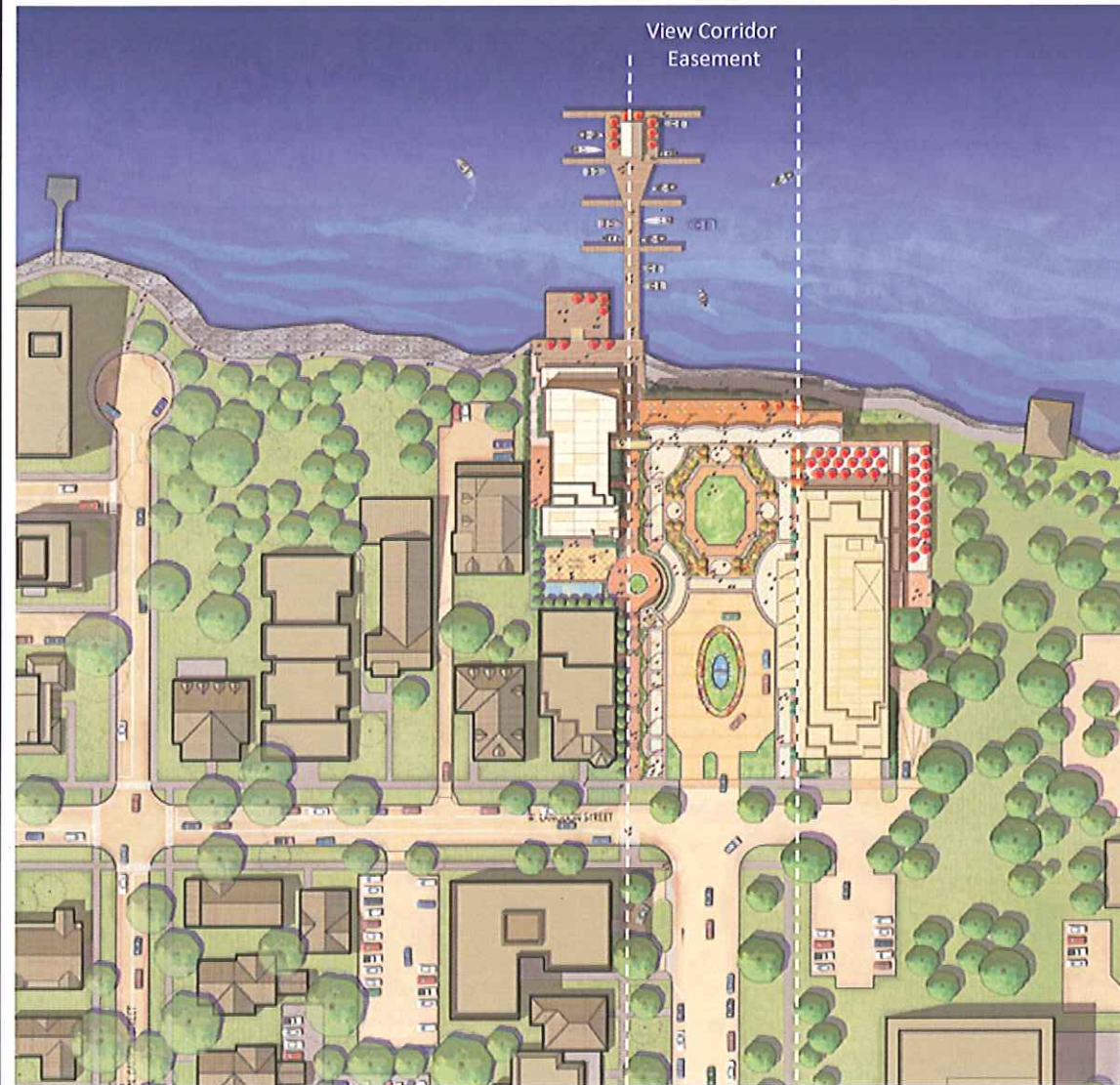




Plaza Concepts



PLAZA CONCEPTS



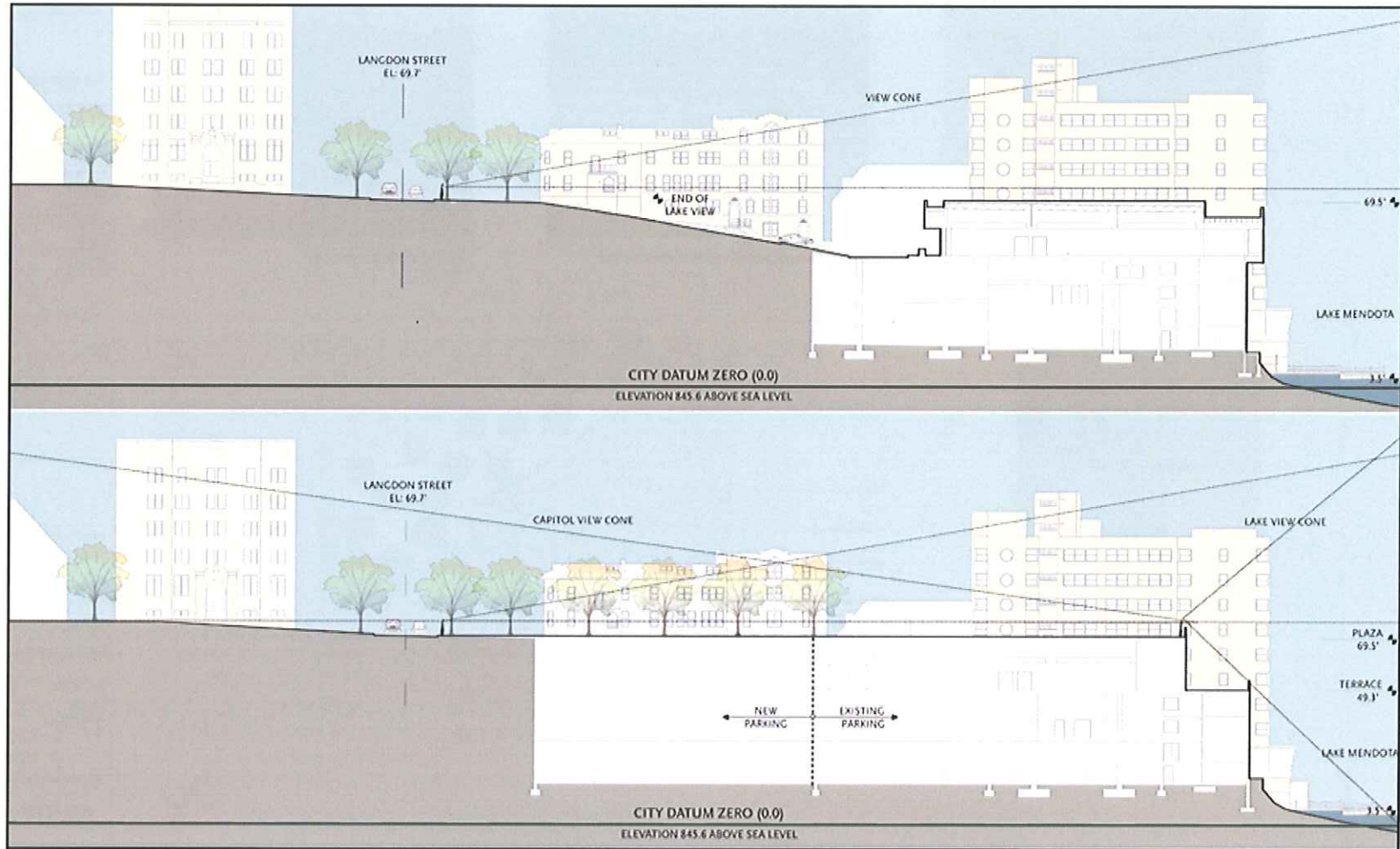
SITE PLAN CONSIDERATIONS

- » Wisconsin Avenue Right-Of-Way
- » Langdon Set Back
- » Distance to Intersection – 81 Feet
- » Mansion Hill Terrace – 35,973 SF
- » Relationship of Open Space to Vertical Structure
- » Vehicular Traffic Pattern
- » Bike Parking
- » Bus and Truck Loading / Unloading
- » Disabled Access
- » Stormwater / Environmental



PLAZA CONCEPTS

Proposed Terrace is at Same Height as Existing Structure





PLAZA CONCEPTS



9 Bench Detail
SCALE: 1/2"



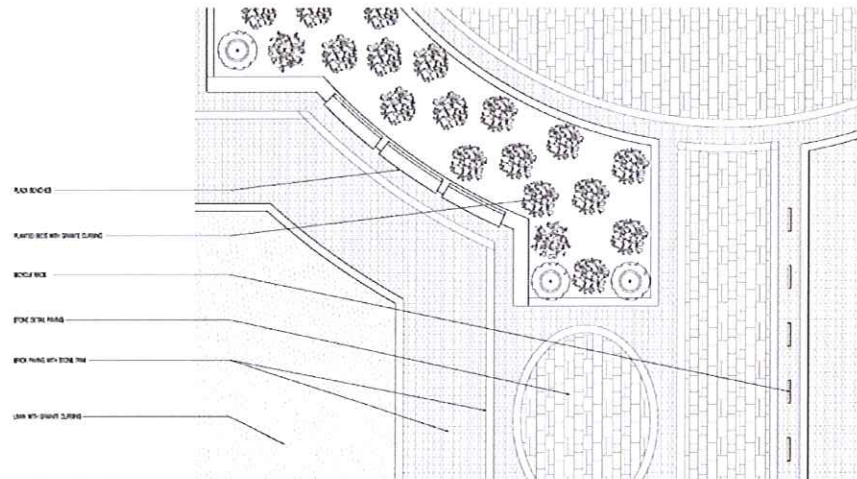
4 Lawn with Granite Curb and Brick Paving with Granite Trim Details
SCALE: 1/2"



3 Planted Area with Granite Curb Detail
SCALE: 1/2"



2 Bicycle Rack Detail
SCALE: 1/2"



1 Enlarged Plan of Plaza
SCALE: 1/4" = 1'-0"



ELKUS | MANFREDI
ARCHITECTS

10000 20th STREET
BOSTON MASSACHUSETTS 02118
(617) 426-1800

The Edgewater

88 Phoenix Avenue
Waltham, MA 02451

Client:
Landmark X, LLC
20 East Wirth Street, 9th Floor
Waltham, MA 02451

Developer:
Pinnacle Company
20 East Wirth Street, 9th Floor
Waltham, MA 02451

Civil Engineer:
BET Engineers, Inc.
2000 Gory Day
Waltham, MA 02451

PROJECT NUMBER: 1010-01

DATE: 10.10.2010

REVISION:
05/15/10

SCALE: 1/4" = 1'-0"

ISSUED FOR:
PLAZA DETAILS

ISSUED UNDER:

A3.01



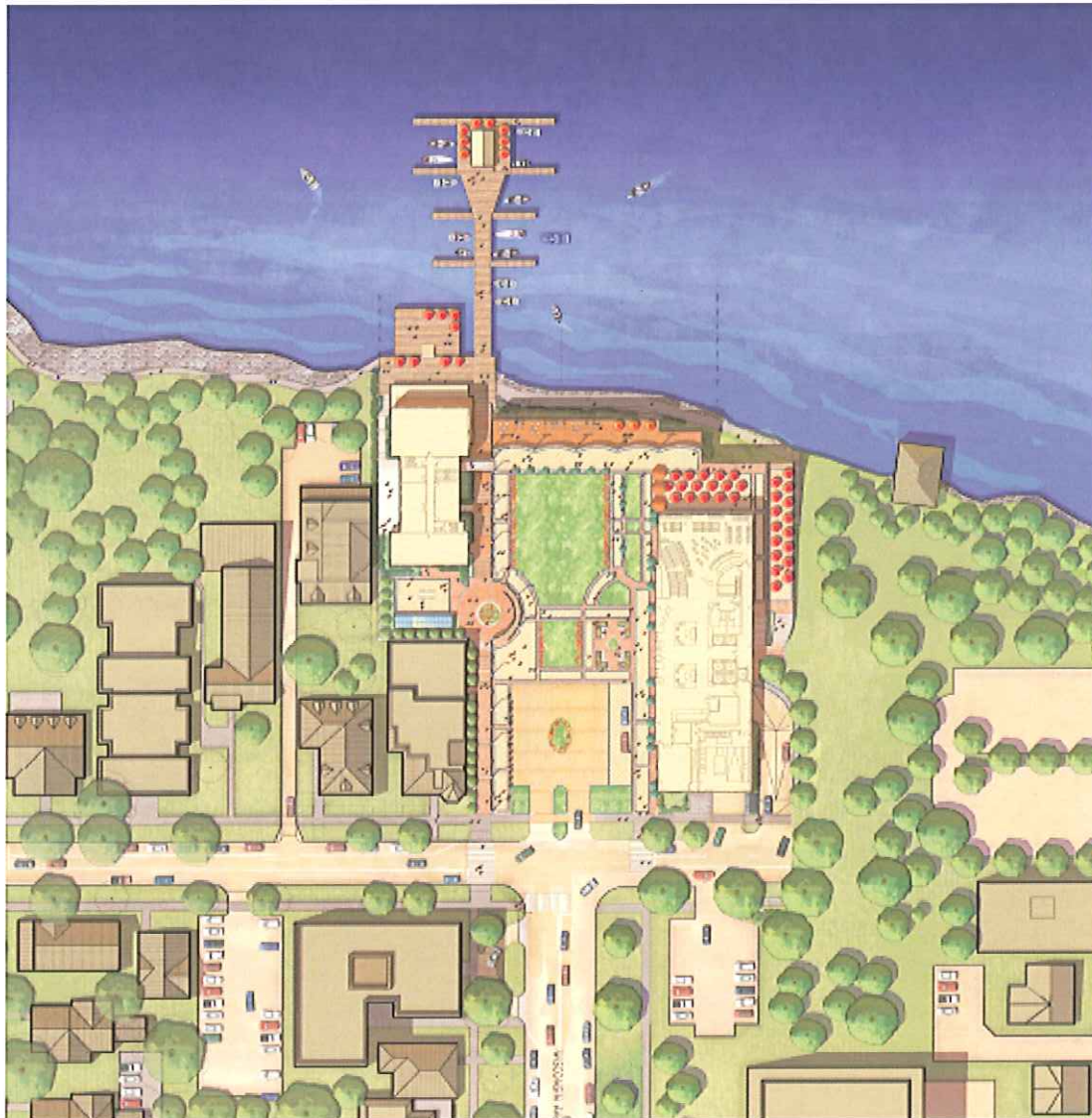
PLAZA CONCEPTS

Existing Conditions – Site





PLAZA CONCEPTS



ALTERNATE CONCEPT

- » Reduces Area for Auto Court
- » Pedestrian Area Up by 2,200 SF
- » Plaza Centered on Wisconsin Ave
- » Creates Enlarged Green Space
- » Breaks Space into Multiple Areas
- » Adds Mini Garden/Seating Area
- » Removes Light Poles at Lake

Note:

This is a preliminary site plan to explore alternatives, details will continue to develop with design.



PLAZA CONCEPTS

Developed Stair Concept



Note: This is a preliminary site plan to explore alternatives, details will continue to develop with design.



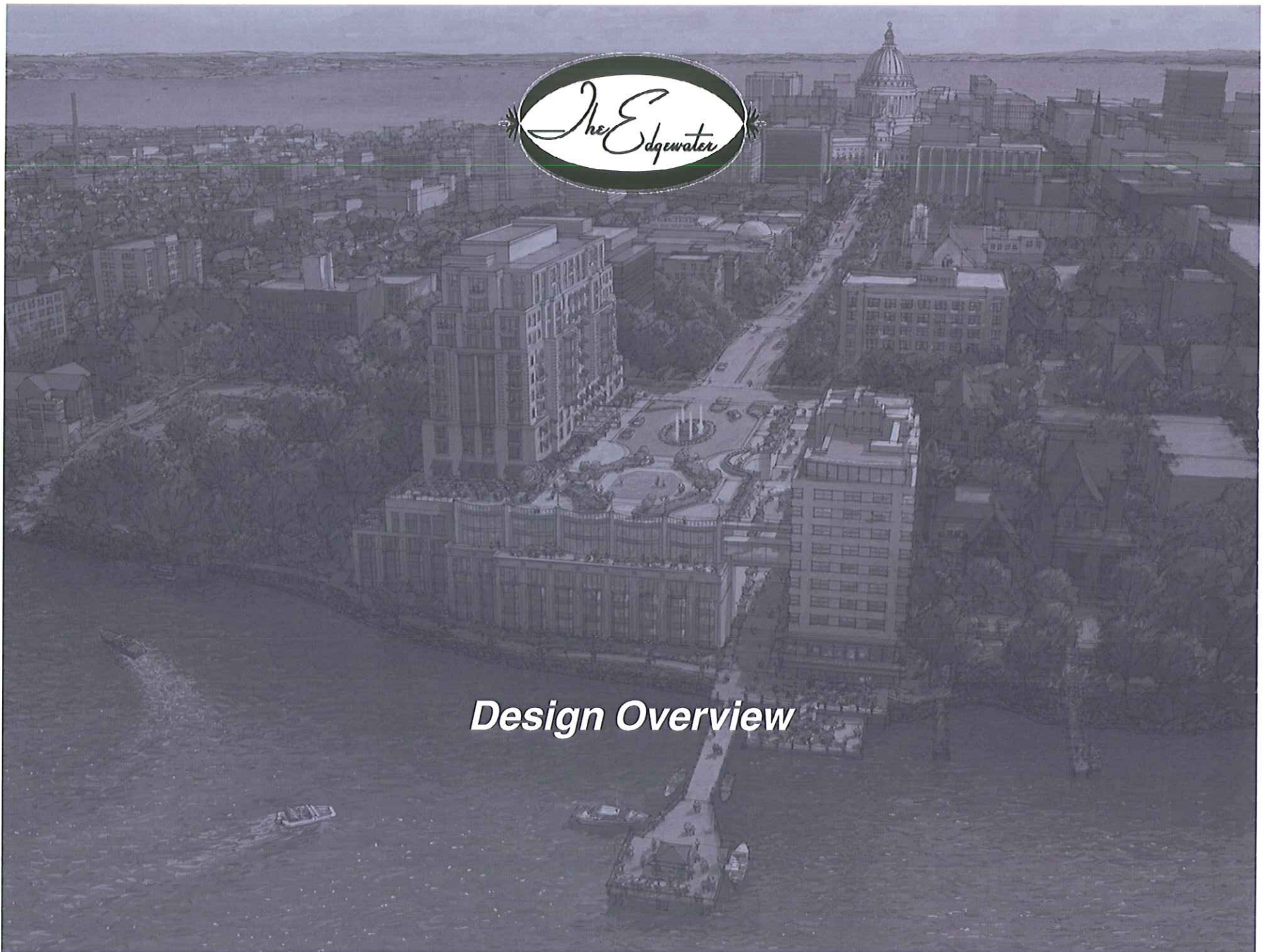
PLAZA CONCEPTS



Note: This is a preliminary perspective, landscape, railings, fences and surface details will continue to develop with design.



Design Overview





DESIGN OVERVIEW

RESTORATION OF HISTORIC STRUCTURE

“Since there was very little built in Madison during the Great Depression or World War II post-war modernist design is the next distinct architectural era to become "historic".”

– **Madison Historical Trust**



DESIGN OVERVIEW

Original Rendering – 1940's Tower





DESIGN OVERVIEW

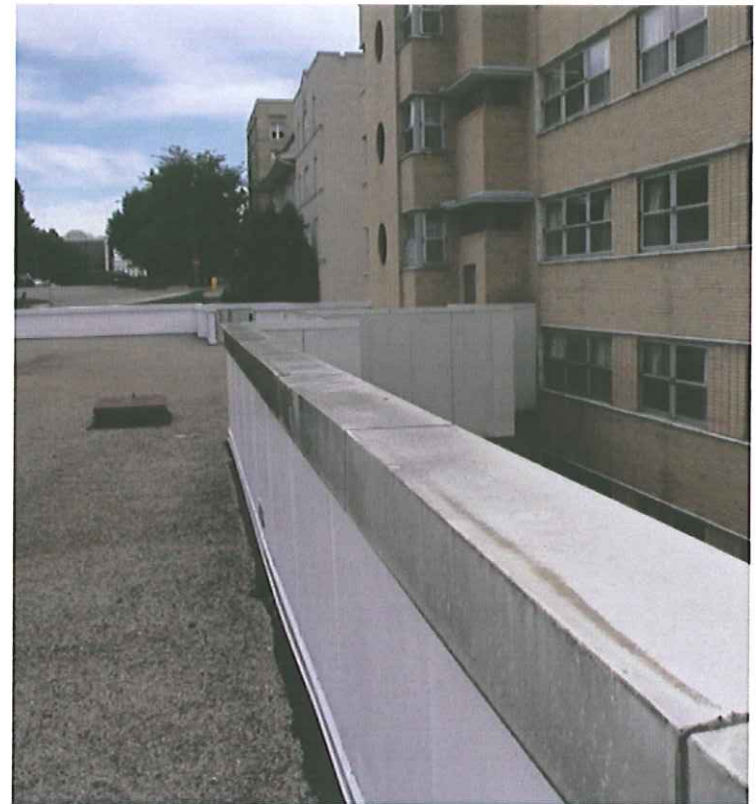
Front Corner/Side Facade





DESIGN OVERVIEW

Existing Façade/Connection Between Buildings





DESIGN OVERVIEW

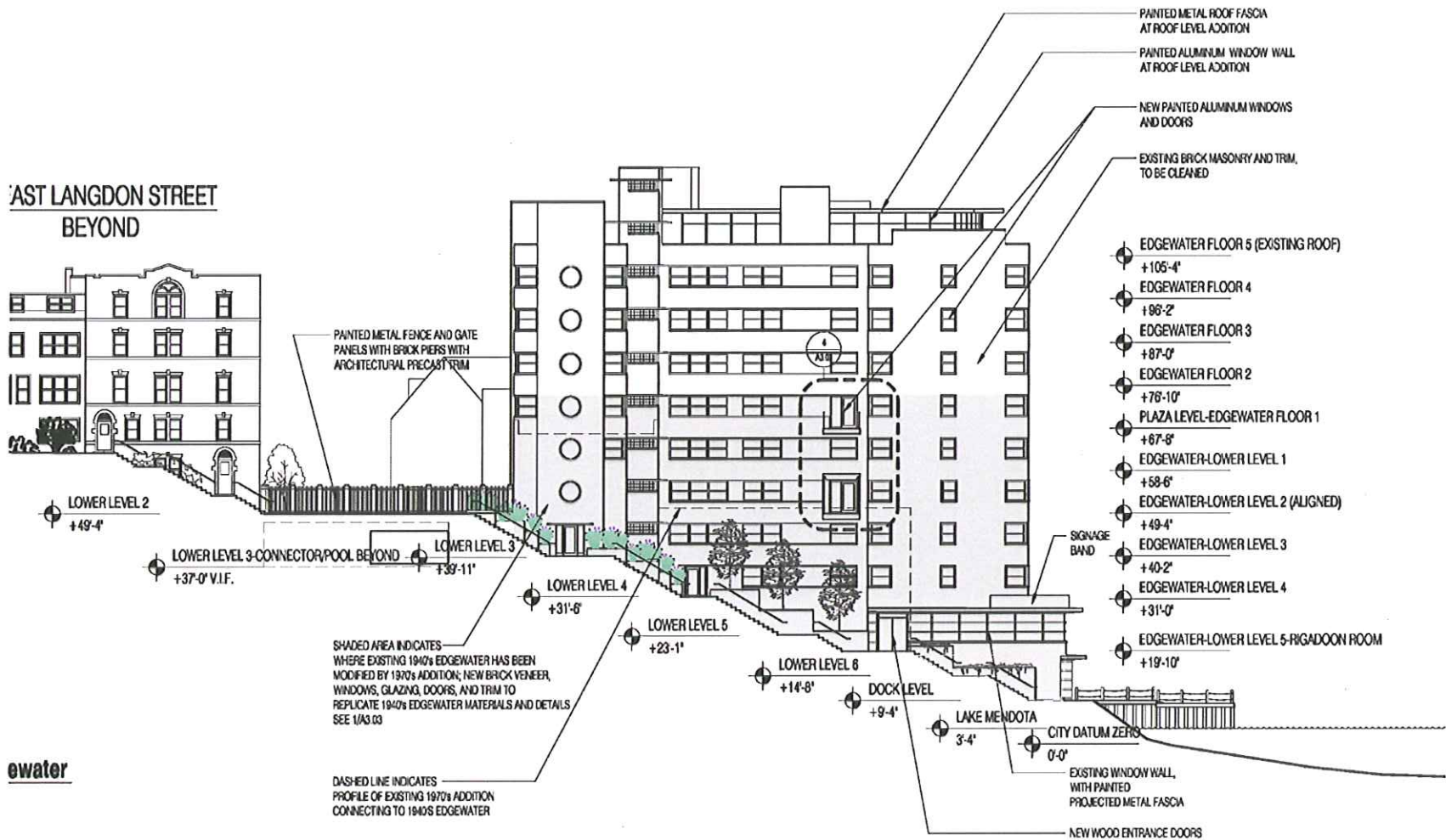
Existing Façade/Connection Between Buildings





DESIGN OVERVIEW

AST LANGDON STREET
BEYOND



ewater



DESIGN OVERVIEW

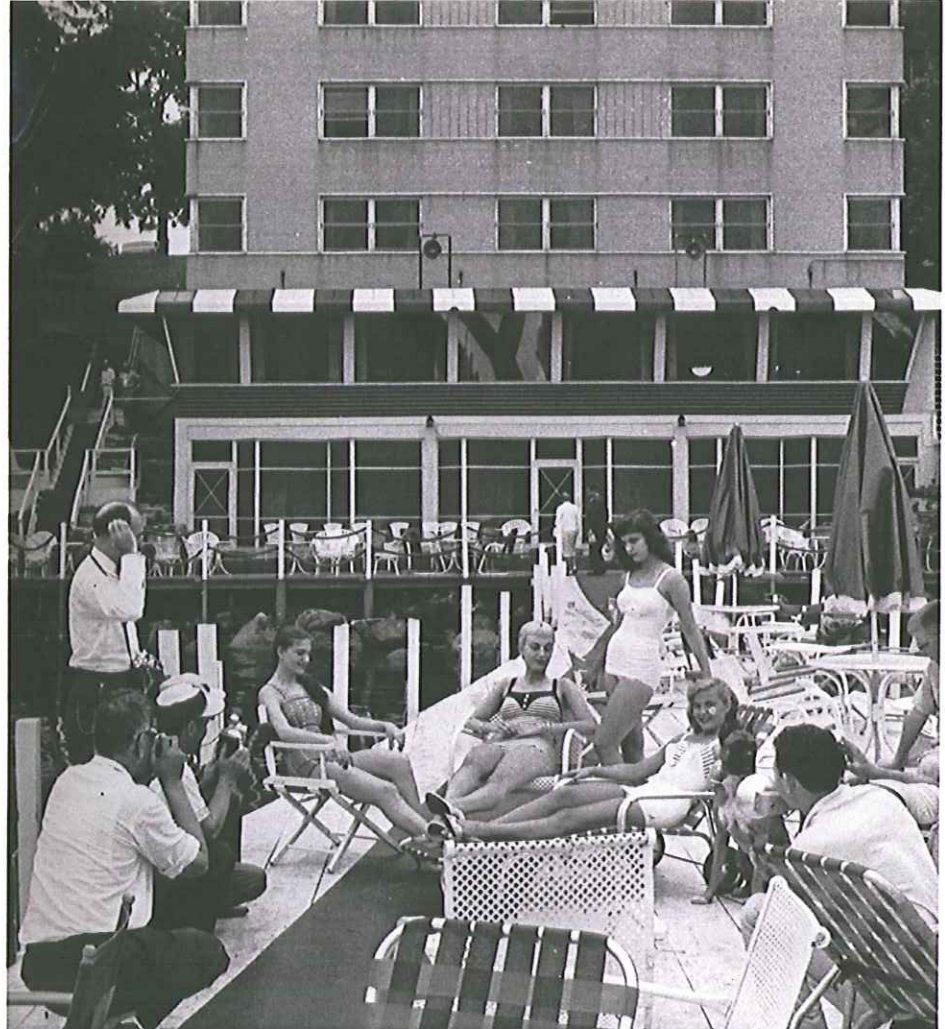
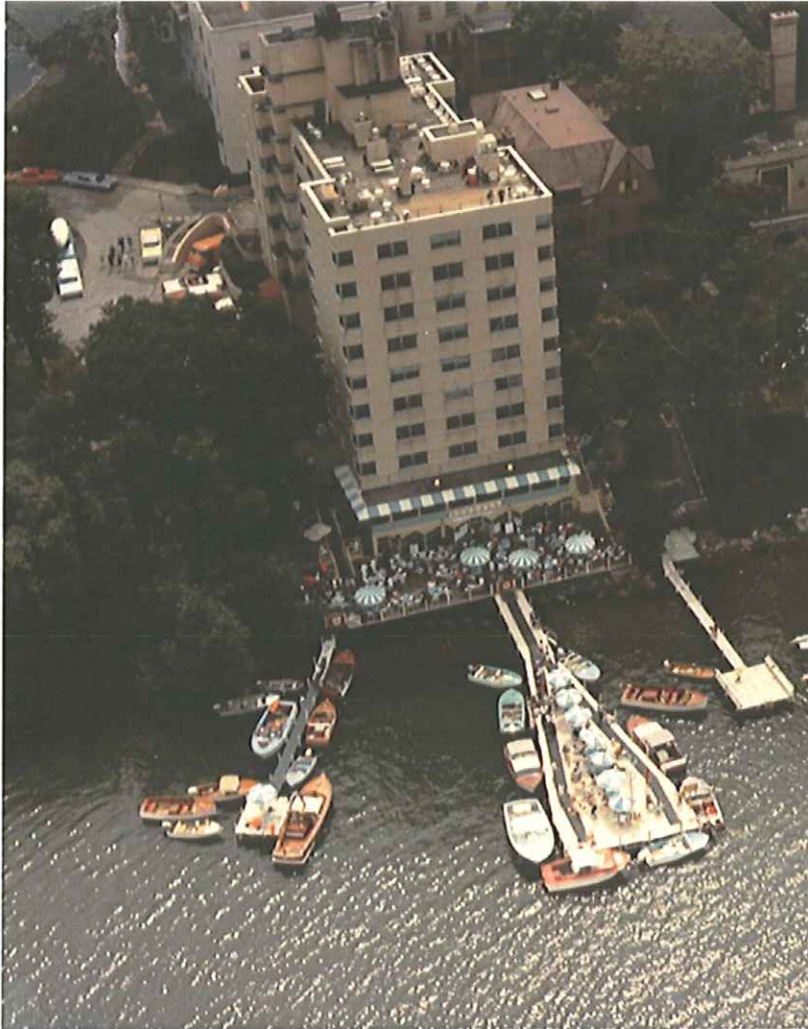
Proposed Façade / Grand Stairway to Waterfront





DESIGN OVERVIEW

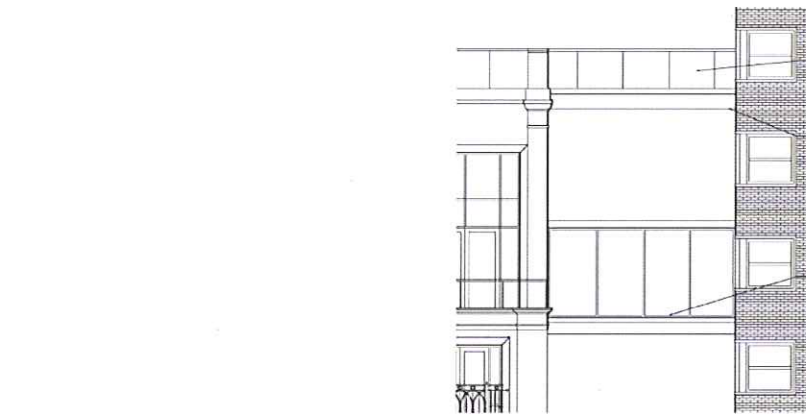
Rigadoon Room Facade



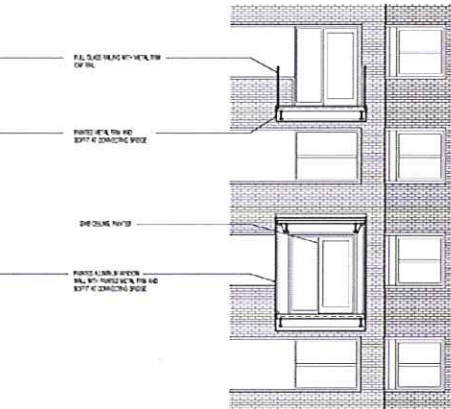


DESIGN OVERVIEW

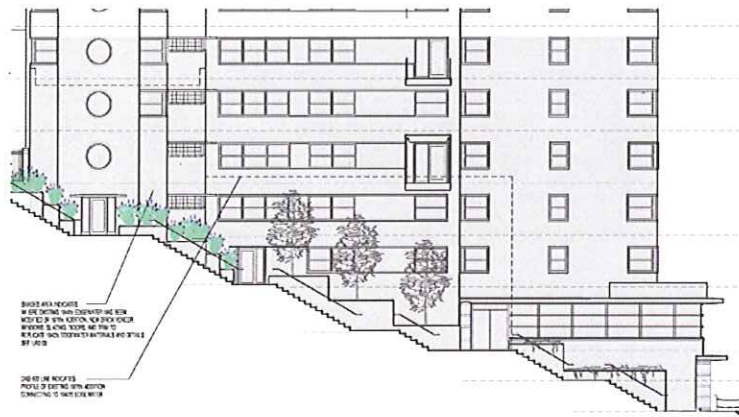
Proposed Façade Restoration



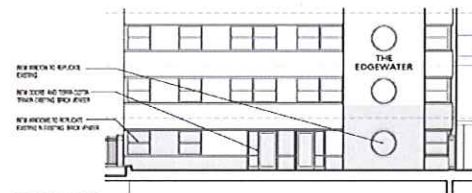
3 Partial Enlarged Elevation at Connections to 1940's Building
Elev. 16-17



4 Cross Section at Connections to 1940's Building
Elev. 16-17



1 Partial Enlarged Elevation at New Construction
Elev. 16-18



2 Partial Enlarged Elevation at New Construction
Elev. 16-19

ELKUS | MANSFRED
ARCHITECTS

300-600 8th STREET
BOX 1000 WASHINGTON, DC 20004
202-637-4100

The Edgewater

605 Broadway Avenue
Waltham, MA 02158

Owner:
Landmark II, LLC
25 East Wirth Street, 8th Fl. NYC
Waltham, MA 02158

Developer:
Pinnacle Company
25 East Wirth Street, 8th Fl. NYC
Waltham, MA 02158

Civil Engineer:
BT Squared, Inc.
2000 South Drive
Waltham, MA 02158

PROJECT NUMBER: 16-18-19

DATE: 03-18-18

REVISIONS: 03/16/18

DRAWING NAME:
1940'S BUILDING
PARTIAL ENLARGED
ELEVATIONS

DRAWING NUMBER:

A3.03



DESIGN OVERVIEW

Existing Facade





DESIGN OVERVIEW

Rooftop Terrace





DESIGN OVERVIEW

Existing Rooftop





DESIGN OVERVIEW

Roof addition has design features that complement original 1940's design





DESIGN OVERVIEW

RENOVATION OF THE 1970's STRUCTURE



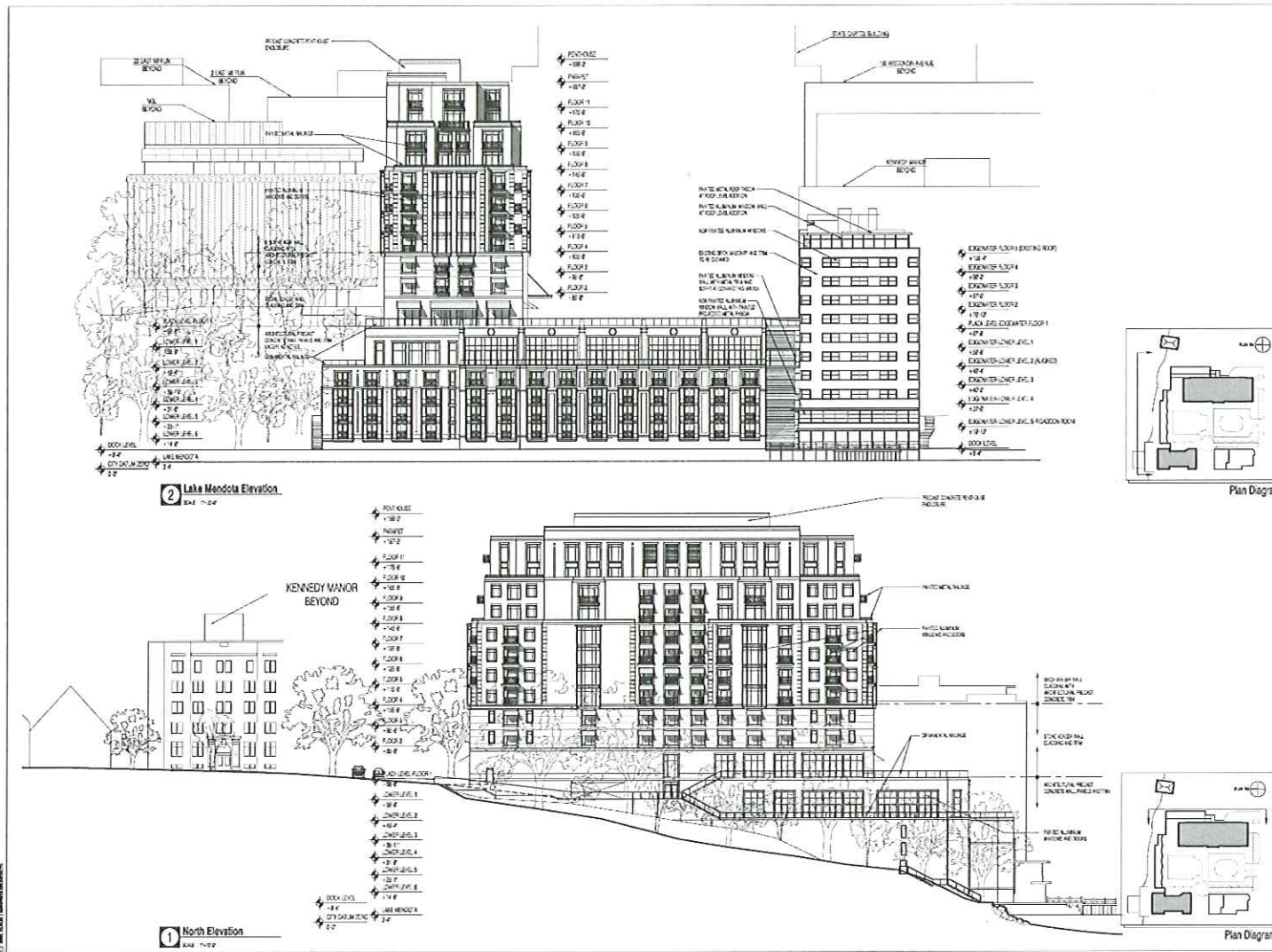


DESIGN OVERVIEW





DESIGN OVERVIEW



ELKUS | MANFREDI
ARCHITECTS

1400 N. 4th Street
Boston, Massachusetts 02111
Tel: 617-468-1588

The Edgewater

688 Wisconsin Avenue
Watson, WI 53098

Client:
Landmark II, LLC
22 East Wacker Street, Suite 800
Watson, WI 53098

Developer:
Hartman Company
22 East Wacker Street, Suite 800
Watson, WI 53098

Civil Engineer:
BT Squared, Inc.
2000 Dairy Drive
Watson, WI 53098

PROJECT NUMBER: W-1018

DATE: JAN 9, 2009

REVISION:

SCALE: 1" = 20'-0"

DRAWING NAME:

Elevations

DRAWING NUMBER:

A2.02



DESIGN OVERVIEW

LAKEFRONT TERRACE





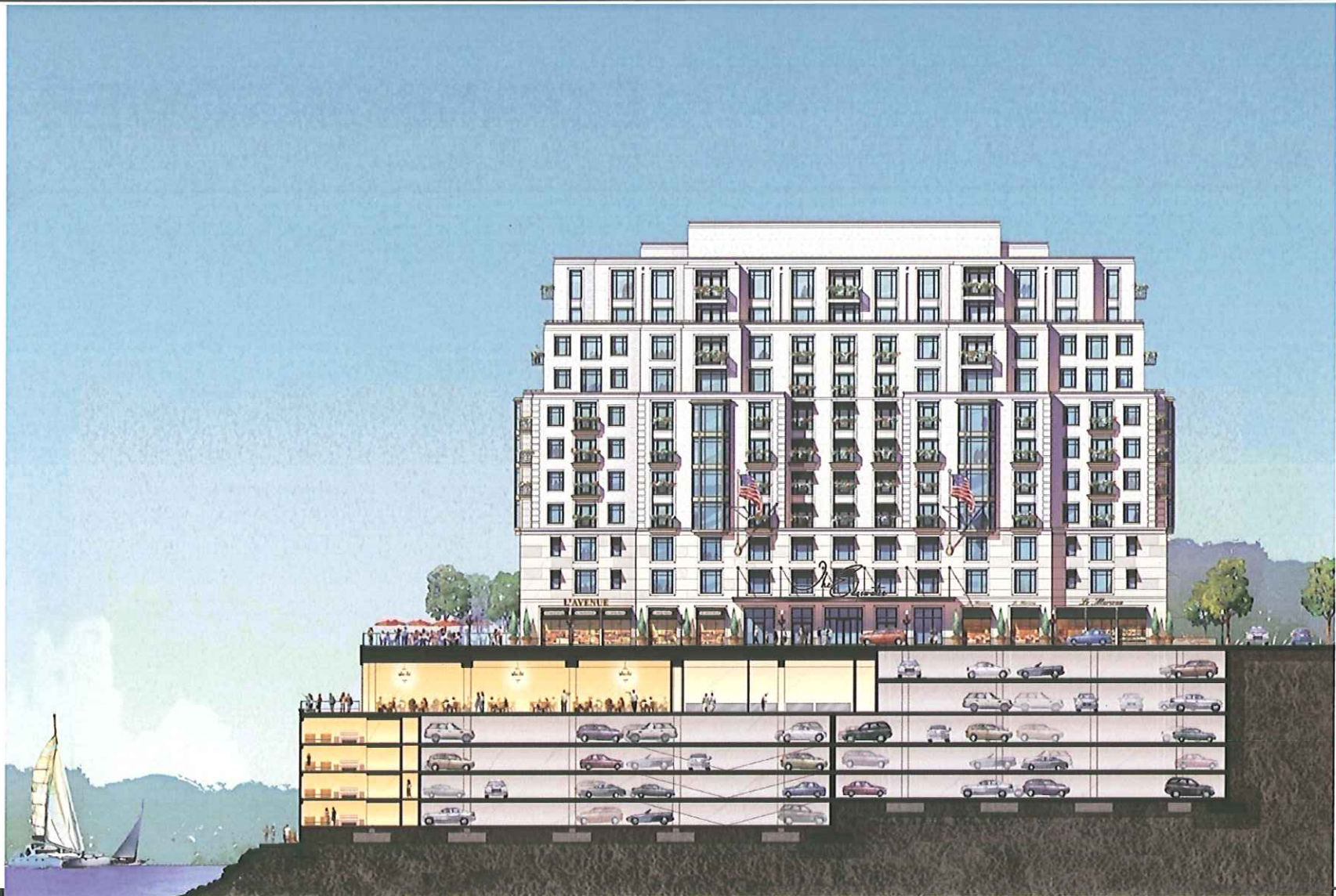
DESIGN OVERVIEW

EXPANSION TOWER



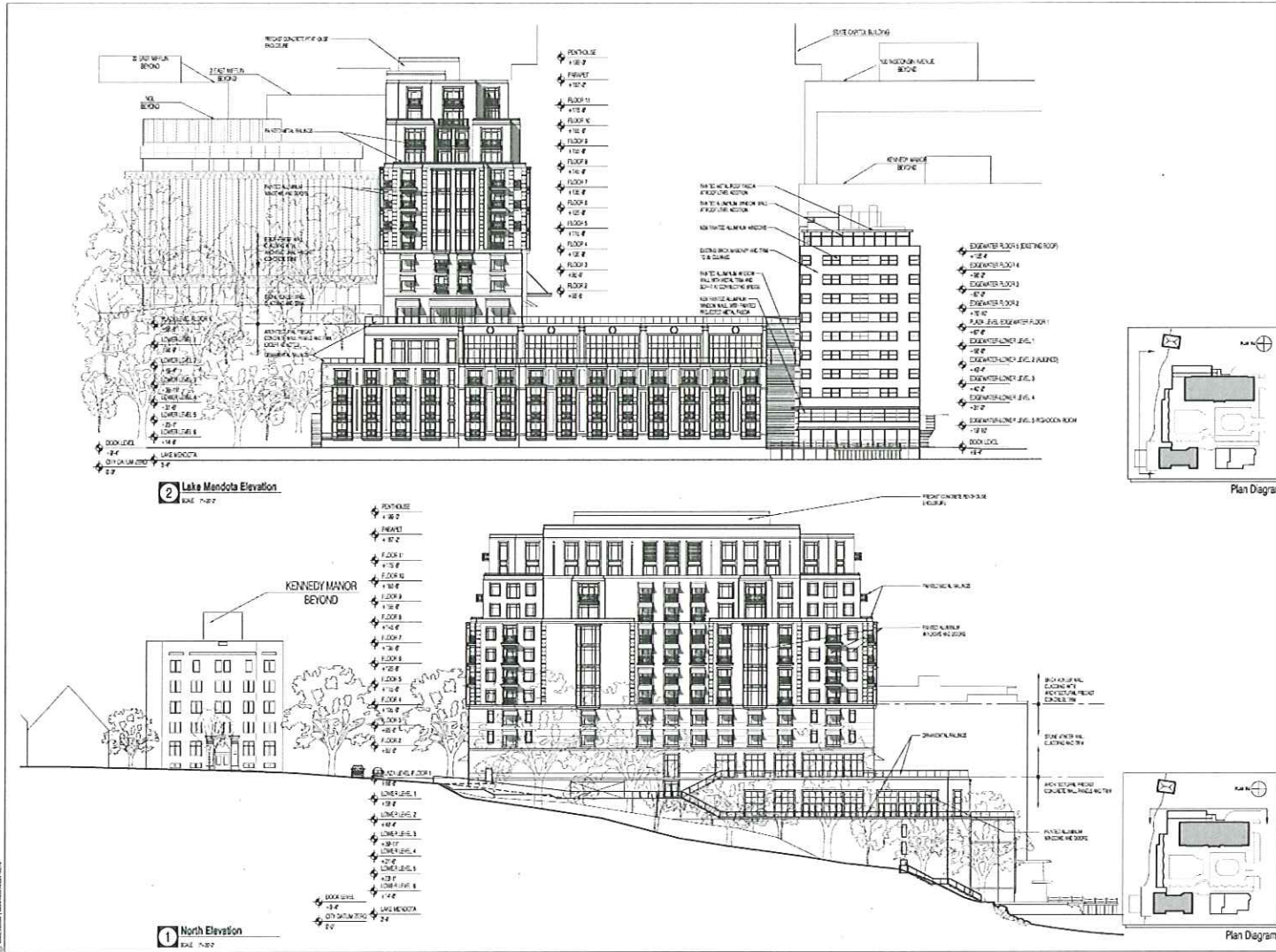


DESIGN OVERVIEW





DESIGN OVERVIEW



ELKUS | MANTREDI
ARCHITECTS

3000 S. KAUAI AVE
MILWAUKEE, WI 53212
TEL: 414.488.1800

The Edgewater

600 Wisconsin Avenue
MILWAUKEE, WI 53212

OWNER:
LANDMARK & LLC
22 East Wisconsin Street, Suite 800
MILWAUKEE, WI 53212

DEVELOPER:
HARRISON COMPANY
22 East Wisconsin Street, Suite 800
MILWAUKEE, WI 53212

CHIEF ARCHITECT:
ELKUS | MANTREDI ARCHITECTS
3000 S. KAUAI AVE
MILWAUKEE, WI 53212

PROJECT NUMBER: 01423

DATE: JULY 17, 2019

REVISION:

DATE:

SCALE: 1" = 20'-0"

DATE:

DATE:

DATE:

DATE:

DATE:

DATE:

DATE:

A2.02



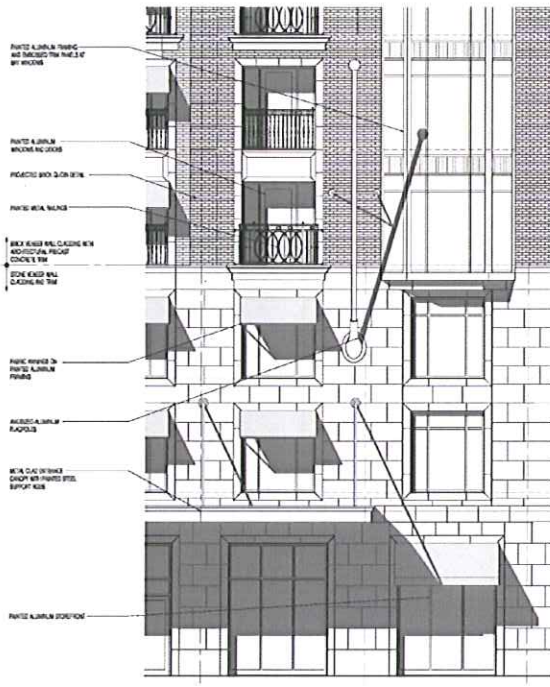
DESIGN OVERVIEW

ARCHITECTURAL STYLE





DESIGN OVERVIEW



1 Elevation Detail
SCALE: 1/4" = 1'-0"



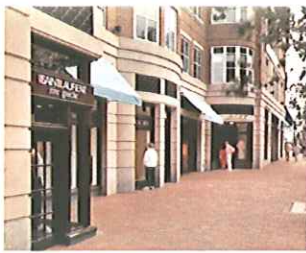
3 Bay Window Reference Image
SCALE: N/A



5 Brick and Stone Wall Cladding Reference Image
SCALE: N/A



2 Painted Metal Railing Reference Image
SCALE: N/A



4 Storefront, Awning, and Stone Detail Reference Image
SCALE: N/A

ELKUS | MANFREDI
ARCHITECTS

3000 2ND STREET
BOSTON MASSACHUSETTS 02116
TEL 617-452-1218

The Edgewater

88 Worcester Avenue
Waltham, MA 02451

Owner:
Lambert's K, LLC
22 Lee Street, Suite 5, Waltham, MA 02451

Developer:
Hines Company
22 Lee Street, Suite 5, Waltham, MA 02451

Civil Engineer:
EJ Squitieri, Inc.
200 Dury Drive
Waltham, MA 02451

PROJECT NUMBER: _____
DATE: 08/14/18
REVISION: _____

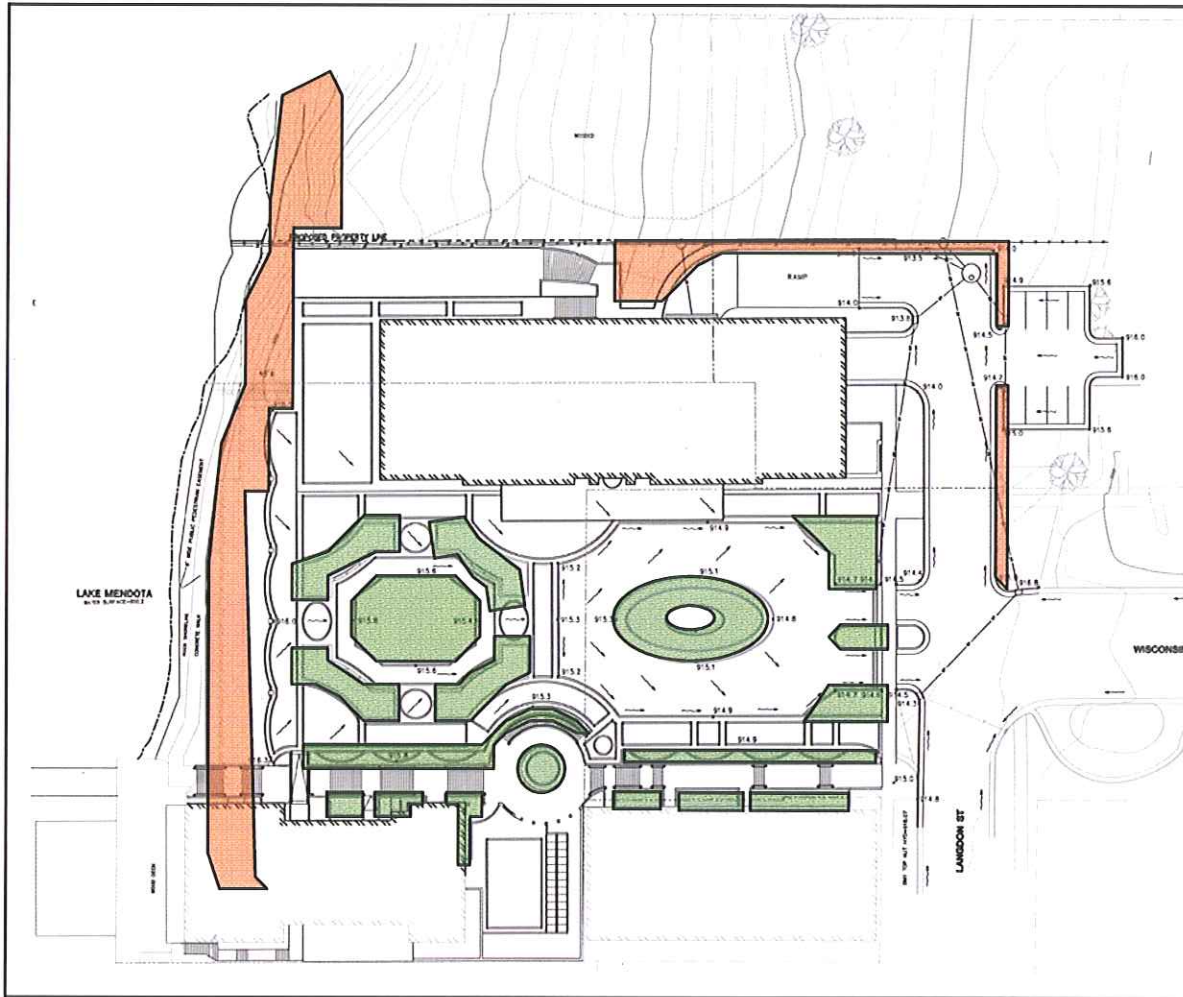
SCALE: 1/4" = 1'-0"
SHEET NAME: ELEVATION DETAILS

PROJECT NUMBER: _____
A3.02



DESIGN OVERVIEW

SUSTAINABLE DESIGN





DESIGN OVERVIEW

Other Design Features Under Review Include

- ❖ **Penthouse – Reduce Scale of Penthouse**
- ❖ **Podium Building – Examine Alternatives / Additional Setback from Water**
- ❖ **Additional Design Perspectives of Stair**
- ❖ **Additional Views From Landon and Waterfront**
- ❖ **Addition Detail on Landscape Plan / Plaza / Stair Details**
- ❖ **Tree Survey / Species Inventory**



Project Benefits





PROJECT BENEFITS

- » **Waterfront Access**
- » **Neighborhood Place / Urban Lifestyle**
- » **Jobs**
- » **Neighborhood Improvements (e.g. Security, Infrastructure, etc.)**
- » **TIF Provides Economic Driver to Address Blight**
- » **Mansion Hill Historic District as a Destination**
- » **Strengthen the Residential Base of the Neighborhood**





Questions & Answers