



EDGEWATER REDEVELOPMENT

SUBMITTAL PACKAGE

SUBMITTED BY:

LANDMARK X, LLC

A WISCONSIN LIMITED LIABILITY COMPANY

DATE: 8/10/2009



1.0	Cover Letter	1
2.0	Summary of Key Benefits	2
3.0	Project Overview	
	- Type of Submittal	10
	- Project Address	10
	- Project Location	10
	- Project Area Description	11
	- Compatibility with City Comprehensive Plan	14
	- Zoning	15
	- Mansion Hill Historic District	16
	- Control of Precedent	17
	- View Corridor/Public Easement	17
	- Existing Site and Improvements	19
	- Existing Conditions	19
	- Site Planning and Architecture	21
	- Gross Square Footage – Building	27
	- Gross Square Footage - Exterior	27
	- Description of Uses	27
	- Guest Loading and Unloading	27
	- Delivery Loading and Unloading	27
	- Bus Loading and Unloading	27
	- Parking	28
	- Traffic	28
	- Project Team	28
4.0	Draft Zoning Text	29
5.0	Architectural Package	45
6.0	Proposal for Public Improvements and TIF Application	46

Hammes Company

22 East Mifflin Street, Suite 800
Madison, Wisconsin 53703
Tel: 608 274 7447 Fax: 608 274 7442

August 10, 2009

Mr. Brad Murphy
City of Madison
Planning and Development Department
215 Martin Luther King Jr. Boulevard
PO Box 2985
Madison, WI 53701

**RE: LETTER OF INTENT - SUBMITTAL PACKAGE FOR
EDGEWATER HOTEL REDEVELOPMENT, 666 WISCONSIN AVENUE, MADISON, WI 53703**

Dear Mr. Murphy,

On behalf of Landmark X, LLC, a Wisconsin Limited Liability Company ("Landmark"), I am pleased to submit the following formal submittal package (the "Submittal Package") for the proposed redevelopment of the Edgewater Hotel, located at 666 Wisconsin Avenue in downtown Madison, Wisconsin (the "Project").

Included herein is a detailed description of the Project, architectural plans, a copy of the draft zoning text and other information that will be relevant to the review by City staff and the various committees that will take this Project under consideration as it moves through the entitlements process.

We look forward to the opportunity to discuss the Project in more detail.

Thank you.

Sincerely,
HAMMES COMPANY

Amy Supple
Development Director



INTRODUCTION

The redevelopment of the Edgewater Hotel is one of the most significant opportunities in Madison’s history to leverage public and private assets to drive economic development, strengthen tourism, create a catalyst for neighborhood revitalization, promote community development, enhance lake access and set a model for sustainable development in the community. This is truly a landmark opportunity to create “The Place That is Uniquely Madison.”

From the onset, we have studied the potential opportunity for redevelopment in the context of what it could mean for the City, for downtown residents and businesses – especially those within the Mansion Hill neighborhood, and for the residents of the City as a whole.



Figure 1.1 Rendering of Proposed Project

The fundamental objective of the redevelopment plan is to reposition the Edgewater Hotel to become Madison’s distinct hotel and to recreate the atmosphere that made the property famous. The plan is to create more than a hotel . . . imagine a dynamic urban environment that captures all things unique to Madison and caters to neighbors, local residents and out-of-town guests. The Edgewater Hotel redevelopment includes an expansion of the hotel along with a dynamic program of public and private spaces designed to become a destination centered on Madison’s waterfront. The Project is anchored by more than an acre of public open space, outdoor terraces and waterfront amenities which provide direct access to Lake Mendota.



**KEY PROJECT
BENEFITS**

The redevelopment of the Edgewater Hotel will generate significant public benefits to support the long-term goals and objectives of the City of Madison, our Downtown neighborhoods and the greater Madison community, including:

- **Economic Development.**
The Project drives significant permanent job growth, tax base, economic-fiscal benefits and quality of life enhancements.
- **Driver of Tourism.**
The Project is a complement to Monona Terrace and will become a destination within the market that drives local and regional visitation to our Downtown and the waterfront. We need to capitalize on our lakes as a means of driving tourism;
- **Neighborhood Catalyst.**
The Project is catalyst for neighborhood revitalization and for the strengthening of the long-term residential base in the Mansion Hill neighborhood;
- **Community Development.**
The Project will be an important part of the strategy to stabilize the neighborhood, increase property values and foster the Mansion Hill Historic District as a destination in downtown Madison.
- **Enhanced Lake Access.**
The Project is a portal to the lakefront that will significantly enhance access for all persons including disabled persons wanting to enjoy the Madison’s waterfront and its amenities;
- **Sustainable Development.**
The Project will be a model for sustainable development and an important catalyst to improve the lake/shoreline quality.

Each of the above referenced benefits is described in more detail in the sections that follow.



“(The Edgewater) That will be a great hotel. In fact, it’s a great development and we hope that of all the hotel proposals it gets approved first . . . It is the kind of project that can lead to other initiatives that connect our Urban built environment with the lakes and improves public access to both. It complements every other project for the last 15 years and those in the pipeline.”

-Neil Heinen, Editorial Comments – August 2, 2009



Economic Development

The Project will be an important driver of economic development in the City of Madison now and in the future. In January, 2006, the City adopted its Comprehensive Plan which outlined the City's general economic development goals over the next twenty years. Of these, the main economic development goal was stated as:



"The City's main economic development goal is improving the economic well being of the community through efforts that entail job creation, tax base enhancements and quality of life enhancements."

-City of Madison Comprehensive Plan, January, 2006

The proposed redevelopment of the Edgewater Hotel meets these economic development objectives perfectly as stated in the City of Madison's Comprehensive Plan and in other planning documents adopted since 2006. The Project includes an approximately \$109 million investment in our downtown which will generate substantial economic and fiscal benefits from construction and on-going operations, including:

Economic Impacts During Construction (Direct/Indirect/Induced)

- \$115 - \$128 million output from construction
- 900 – 1,000 jobs from construction
- Economic stimulus from job creation (e.g. retail spending, housing, etc.)

Economic Impacts from Ongoing Operations (Direct/Indirect/Induced – Projected vs. Existing Hotel)

- \$54 million in annual economic output / spending from the Edgewater Hotel including over \$25 million on-site
- Estimated payback on City share of Public Improvements in 3 – 5 years
- Estimated incremental fiscal benefit (taxes) to the City of \$33 million plus
- 525 – 550 permanent jobs
- On-going training and advancement programs for staff with community outreach with academic institutions, etc.

Driver of Tourism

The Project creates a regional destination that leverages Madison's greatest asset - its lakes - to drive visitation and spending in the downtown area. A recent study of the Monona Terrace Convention Center suggested Madison loses more than \$30 million annually in convention, hotel, visitation, and tourism revenue due to lack of quality downtown hotel rooms. This Project will significantly enhance the quality of rooms and will add approximately 120 new



rooms to the market. The redevelopment of the Edgewater Hotel will add an important element to the experience of Madison as a convention city by creating a vibrant waterfront destination to complement Monona Terrace in attracting businesses to our city.

Economics Research Associates – the nation’s leading urban economist – highlights the importance of the redeveloped Edgewater Hotel in strengthening Madison’s attractiveness as a convention destination city. Their analysis stresses the importance of developing places and amenities that are unique to a city as perhaps the most important ingredient in driving tourism and convention business. The Edgewater Hotel will become a key component in the campaign to grow our tourism and convention businesses.



“The decisive advantage for a city in developing its meetings and convention business is often based on the quality of the environment, visitor amenities and other features that distinguish the city and provide unique experiences for the visitor...Your proposed redevelopment of the Edgewater Hotel will develop visitation, and particularly, business travel and meetings business in Madison.”

Public access and public amenities along Madison’s lakefronts will support our ability to differentiate Madison from its competitors by adding to the package of amenities that can be used to sell Madison as a destination City.

Neighborhood Catalyst

The redevelopment of the Edgewater Hotel is a critical step in the effort to revitalize the Mansion Hill Neighborhood and to foster a long-term resident base throughout the historic district.

In January 2009 the City of Madison completed a blight study for the area surrounding the Edgewater Hotel. The study concluded that more than 61% of the properties within the study area – including the Edgewater Hotel – were deemed to be blighted. Figure 1.2 includes a map of the study area and identifies the parcels deemed blighted by the City of Madison.

The City of Madison is contemplating amending TID #32 to incorporate the above referenced study area as part of the State Street Tax Increment Financing (“TIF”) District. The Edgewater Hotel will become the catalyst to allow the TIF District to be amended and to foster economic revitalization within the Mansion Hill Historic District. Once established, the funds generated from the District can be used for such things as improvements to public infrastructure, enhanced streetscape/lighting, repair roadways and/or to provide a funding mechanism to reinvest in historic properties. Importantly, the tax increment



that will be generated by the redevelopment of the Edgewater Hotel is the integral component needed to establish a funding mechanism to support this type of neighborhood revitalization.

At approximately \$109 million, the Edgewater Hotel redevelopment represents one of the largest investments that has ever been made in downtown Madison. The redevelopment will result in significant growth in the tax base and will become a catalyst for neighborhood revitalization in an area that has recently been designated as blighted by the City of Madison.



"Successful neighborhoods offer diverse opportunities in terms of housing, employment, culture, recreation and other amenities to ensure a complete community. The Edgewater redevelopment is an important addition to the Mansion Hill Neighborhood, and it will be the catalyst to revitalize one of Madison's most important historic neighborhoods."

-James Imhoff, Jr. – Chairman & Chief Executive Officer of First Weber Realtors

Community Development

In addition to the benefits that may be realized from the TIF district, the Project will also act as a catalyst for community development by creating a significant public amenity on the shores of Lake Mendota that can be enjoyed by all Madison residents. The focal point of this community development effort is the Terrace at Mansion Hill (the "Terrace at Mansion Hill" or the "Terrace") – a nearly one acre Public Improvement centered on Lake Mendota on axis with the State Capitol. This unique location promises to become one of Madison's most visited locations by local residents and out-of-town guests. Other amenities include an urban garden (the "Gardens at Mansion Hill") and grand stair (the "Grand Stair") providing the public with a ceremonial entrance to our most prominent lake.

The Terrace at Mansion Hill will be flanked by a series of restaurants and cafes providing a vibrant, active environment and much needed amenities to support visitation to the property and a focal point for gathering within the neighborhood. This type of high-quality, central gathering space is an important asset to building a strong downtown community and to realizing the objectives to attract and retain a long-term residential base in the Mansion Hill Neighborhood.

Furthermore, the reinvestment in this aging asset, the improvements to the quality of hotel stock and the amenities offered at the redeveloped Edgewater Hotel will have a halo effect on surrounding properties resulting in increased property values and added incentive for the investment/reinvestment in private properties throughout the Mansion Hill Neighborhood. Quality amenities and distinctive community spaces have been vital ingredients to neighborhood revitalization efforts all over America.

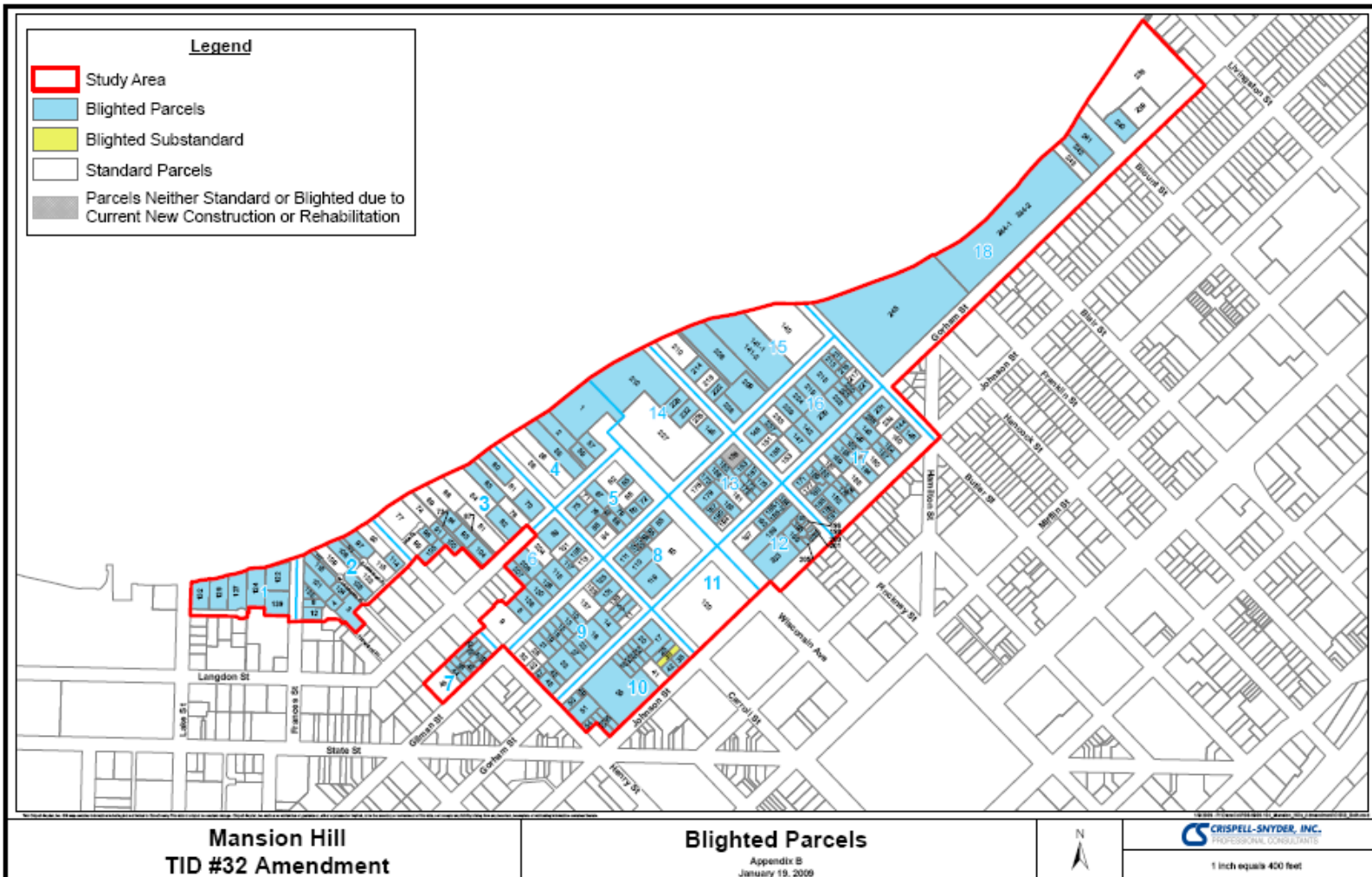


Figure 1.2 City of Madison Blight Study – Blighted Parcels Map



Finally, the Project will create a prominent public space and will encourage tourism and visitation within the Mansion Hill Historic District. The ability to leverage the presence of a distinctive hotel property along with the public amenities on the waterfront will be important assets to developing and maintaining the prominence of the historic district over time. It is our strong desire for the hotel to become a center for the neighborhood and an asset that can be leveraged to elevate the notoriety of the Mansion Hill Historic District as a destination within Madison’s central city.

Enhanced Lakefront Access

The redevelopment of the Edgewater Hotel will open access and create a great waterfront destination for residents and visitors alike. Urban open space and access to the lakefront are some of the most widely cited objectives stated by the City of Madison adopted planning documents. These important objectives are critical to the continued development of a stable resident base in our downtown.

One of the greatest advantages of the redevelopment of the Edgewater Hotel is the opportunity to significantly enhance access to the shores of Lake Mendota. The Terrace at Mansion Hill will create a panoramic vista of the entire lake whereas today’s view from Wisconsin Avenue is severely constrained. This promises to become one of the most cherished views in Madison with the backdrop of our State Capitol down Wisconsin Avenue. A true public space that can be enjoyed by everyone instead of the current view which is seen only from a distance and generally while driving by car. Additionally, the grand stair provides a means of public access directly to the water’s edge. The grand stair is being designed in a manner reminiscent of European public spaces.

One of the most significant advantages of the redevelopment of the Edgewater Hotel is the opportunity to provide true public access to our waterfront for citizens with mobility needs. Today, the public spaces surrounding the Edgewater Hotel are very constrained and offer no means of accessibility to the waterfront. The Developer has established a design strategy that can overcome the many limitations to accessing our waterfront for all members of the community.



Access to Independence, Inc. has reviewed the plans for the redevelopment of the Edgewater Hotel with staff from the Hammes Company. We would like to go on record that we support the greatly enhanced public access to the building and the waterfront represented in the plan. This project presents an excellent opportunity for increased access to the site for community members with mobility needs and provides inclusive spaces for public events and activities.” -Tracie Miller – Access to Independence



Sustainable Development

The Developer is committed to the practice of sustainable development and intends to make the Edgewater Hotel a model Project within the City of Madison.

Building from the principle that the “greenest” building of all is the one that’s already built, the proposed redevelopment of the Edgewater Hotel has been designed to maximize utilization of the existing buildings and to re-use structure so as to significantly decrease the impact of construction on the waterfront, eliminate the utilization of unnecessary materials, and to reduce transportation and emissions caused by construction on the site. The interiors of the buildings will be upgraded, hazardous materials removed, the existing windows will be replaced and mechanical/plumbing/electrical systems will be upgraded with energy efficient systems.

Our sustainability goals for the Project extend beyond the buildings to include improvements to the shoreline and sustainable strategies for the on-going operations within the facility. In addition to the benefits listed above, some of the key sustainable features that are being considered for the development, include:

- Construction, Demolition and Waste Management Practices
- Sustainable Site Practices (e.g. access to alternate transportation, bike access, etc.)
- Repair and /or Replacement of Exterior Façade
- Energy Efficient Fixtures and Appliances
- Green Roof / Urban Open Space
- Stormwater Retention Plan / Improvements
- Removal of Portions of Existing Building that Cantilever Over the Shoreline
- Setback of the Proposed Expansion
- On-going Operations / “Green” Housekeeping Program

The proposed redevelopment of the Edgewater Hotel is a unique opportunity to restore one of Madison’s greatest destinations and to leverage the hotel to create a mixed-use project that will deliver significant economic and community benefits to the City, the community and the neighborhood.

A detailed explanation of the Project follows.



Type of Submittal: The Project is submitted for the review and consideration of the City to receive the following grants and approvals:

- Planned Unit Development District (“PUD”) – GDP/SIP
- Conditional Use Permit - Capitol Height Encroachment
- Other Grants and Approvals as Required by the City of Madison

Project Address: Edgewater Hotel Redevelopment
666 Wisconsin Avenue, Madison, WI 53703

Location: The Project is located along the shores of Lake Mendota at the intersection of Wisconsin Avenue and Langdon Street. Figure 1.3 illustrates the location of the Project within the City of Madison.

Wisconsin Avenue is a major arterial roadway and one of the primary axes emanating from the Wisconsin State Capitol through the Central City. Wisconsin Avenue serves as an important civic, commercial and residential corridor connecting the Capitol Square to Lake Mendota. It also has an important relationship to Martin Luther King Jr. Boulevard and Monona Terrace.

Langdon Street is also an important corridor and one of the primary entrances to the University of Wisconsin-Madison Campus. In the area surrounding the Edgewater, Langdon Street is largely populated with fraternity houses and sorority houses although there are also some multi-family residential buildings located near the property.

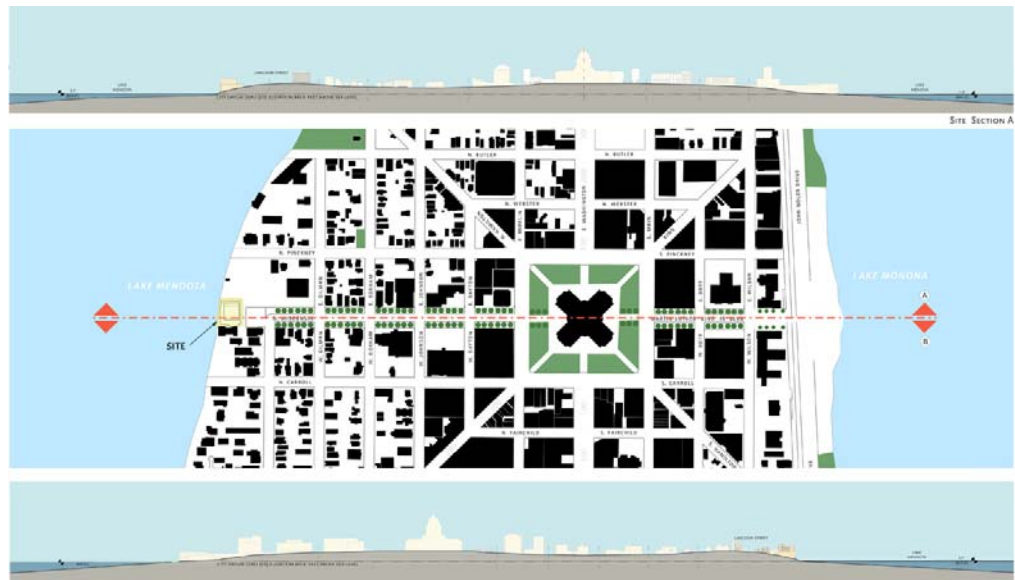


Figure 1.3 Site Location Map

The site is located within the boundaries of the Mansion Hill Historic District and



sits adjacent to the National Guardian Life property, Two Langdon Street, the Morgan House Apartments and the Delta Tau Delta fraternity. There is a more detailed description of the Historic District and the Project's relationship to surrounding properties included later in this Project Overview.

Finally, the location of the site on the Lake Mendota waterfront is one of the greatest assets of the Project and provides an important and rare opportunity to gain public access to the Madison lakefront. The proposed redevelopment will open up the lakefront to residents and visitors and provide a direct connection from the waterfront to Madison's Central City.

**Project Area
Description:**

The project area (the "Project Area") defines the boundaries of the entire development site and the District as described in the attached Zoning Text. The Project Area is comprised of privately owned land (the "Site") and leased land within the Wisconsin Avenue right-of-way (the "Additional Leased Area"). Figure 1.4 provides an illustrated site plan showing the boundaries of the Project Area. A more detailed description of the Project Area and the land that is included therein is included in Zoning Text attached with this submittal.

Under the proposed redevelopment plan, that portion of Wisconsin Avenue that serves as the turn-around for the hotel will be reconfigured and the grade of the street will be raised to allow for The Terrace at Mansion Hill - a continuous public plaza from the corner of Wisconsin Avenue and Langdon Street to the waterfront. Figure 1.5 illustrates an elevation of the existing condition today and the proposed condition under the redevelopment scenario.

The Owner will enter into a subterranean Ground Lease with the City of Madison to allow for the construction of the Terrace at Mansion Hill and parking structure in this area. The Owner will assume responsibility for the maintenance, operation and security of the space which shall be further defined by a Management Agreement with the City of Madison as is outlined in the Zoning Text attached hereto.



THE EDGEWATER HOTEL
Madison, Wisconsin

Site Plan
JUNE 25, 2009



Landmark

ELKUS | MANFREDI
ARCHITECTS

Figure 1.4 Site Plan and Illustration of Wisconsin Avenue Right-of-Way

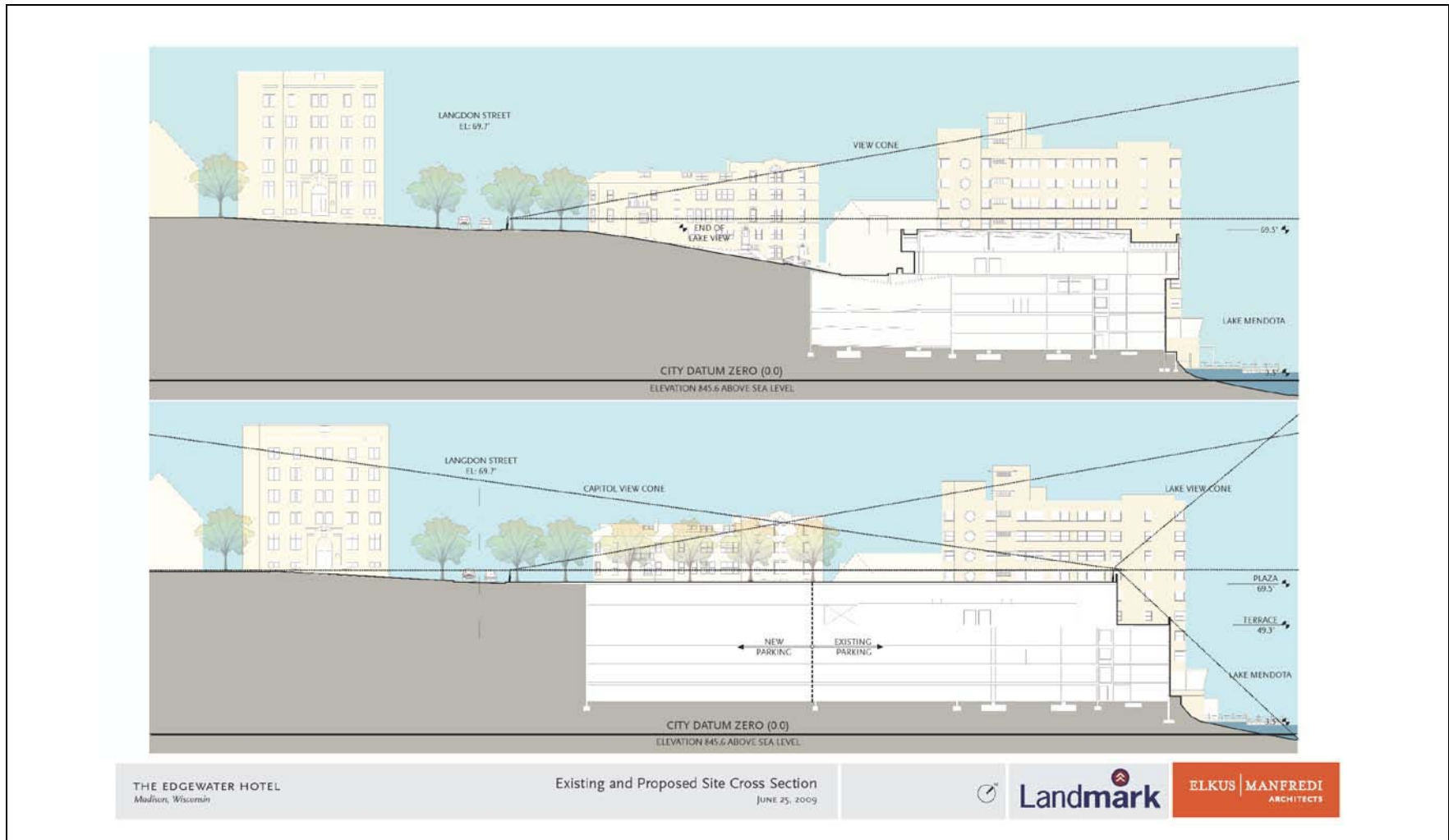


Figure 1.5 Building Elevation



**Compatibility with
City of Madison
Comprehensive Plan**

In January 2006 the City of Madison adopted the City of Madison Comprehensive Plan, the stated purpose of which is “to establish an urban development strategy and policies to guide the future growth and development of the community over the next two decades.”

The Project has been guided within the context of the City’s Comprehensive Plan and realizes many of the key objectives and recommendations for development that are outlined in the plan, including:

- Focus on Downtown as a Regional Attraction
- Access to the Lakefronts
- Promotion of Infill Development
- Adaptive Re-use of Buildings
- Preservation of Important Buildings
- Framing of Street Views
- High Quality Public Open Spaces Maintained on Private Property
- Creation of Neighborhood Centers
- Economic Objectives of Job Creation / Tax Base Enhancements
- Quality of Life Enhancements

In establishing land use recommendations, the Comprehensive Plan divided the downtown area into ten (10) sub-districts. For the purpose of these land-use recommendations, the Edgewater Hotel was placed in the Langdon Street District and not the Mansion Hill District. Figure 1.6 illustrates the boundaries of these Downtown Districts and highlights the position of the existing Edgewater Hotel project.

Importantly, this map does reflect the boundaries of the Mansion Hill Historic District which does include the Edgewater Hotel Site. However, the map does speak to the perception that the Edgewater Hotel Site sits outside the boundaries of the primary Mansion Hill neighborhood and it establishes a context for the property which is more related to a mixed-use, higher-density, university-related area within the downtown core.

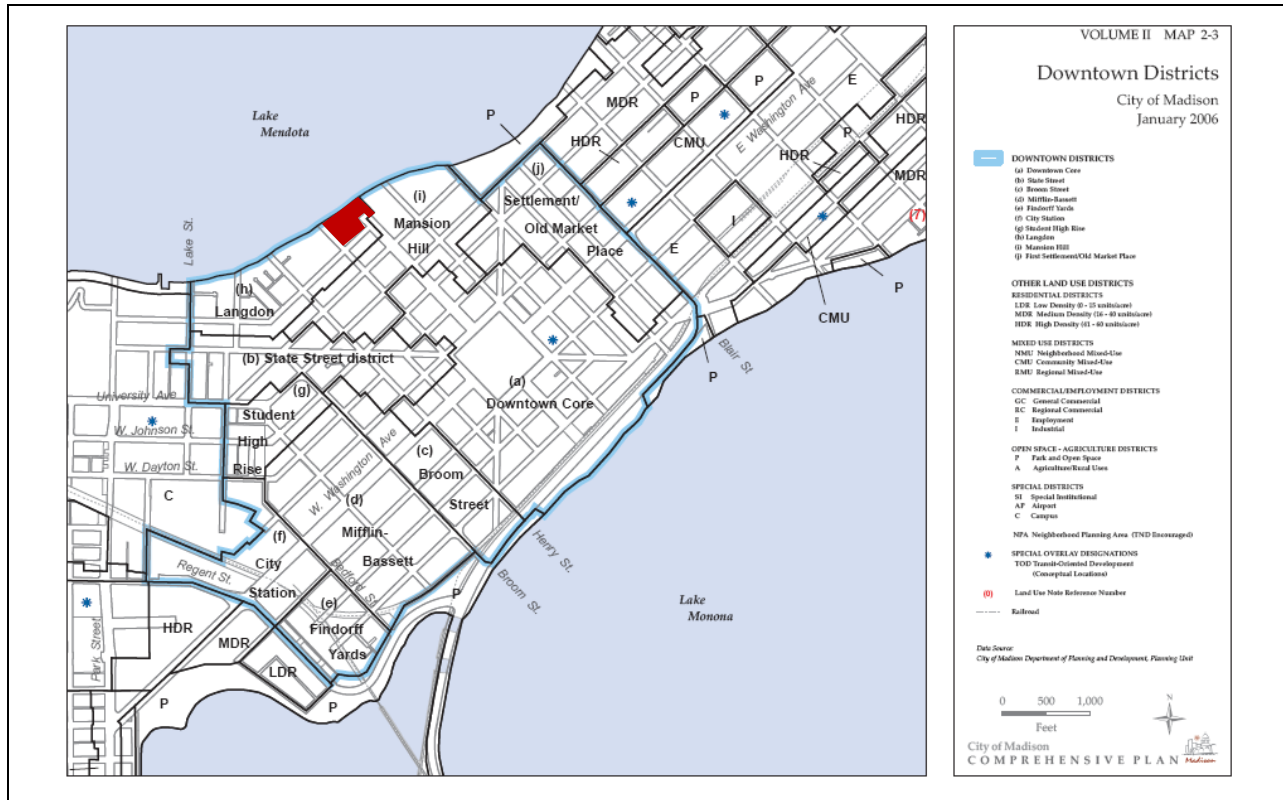


Figure 1.6 Comprehensive Plan- Downtown District Map with Edgewater Hotel Highlighted

Zoning:

The existing Edgewater Hotel is zoned HIST-MH OR. The HIST-MH suffix applies to all zoning lots located within the Mansion Hill Historic District. A description of the requirements for new development in the Historic District is provided in the next section of this Project Overview. The OR designation relates to mixed-use residential and commercial properties in locations near the City center.

The proposed expansion of the Edgewater Hotel will result in the creation of a new zoning lot, a portion of which will be within the boundaries of the existing Edgewater Hotel parcels and a portion of which is being purchased from the National Guardian Life Insurance Company. A legal description of the site and a survey of the property will be included as part of the Zoning Text attached to the PUD submission.

The current zoning of the National Guardian Life site is R6-H which pertains to single and multi-family residential zoning within a Historic District and Planned Unit Development on a portion of the site. The Project will be submitted as a PUD to address the various requirements for zoning classification, yard requirements, bulk restrictions and other key elements of the Project.



Mansion Hill Historic District: The site is located within both the local and national boundaries of the Mansion Hill Historic District. Figure 1.7 illustrates the local boundaries of this district.

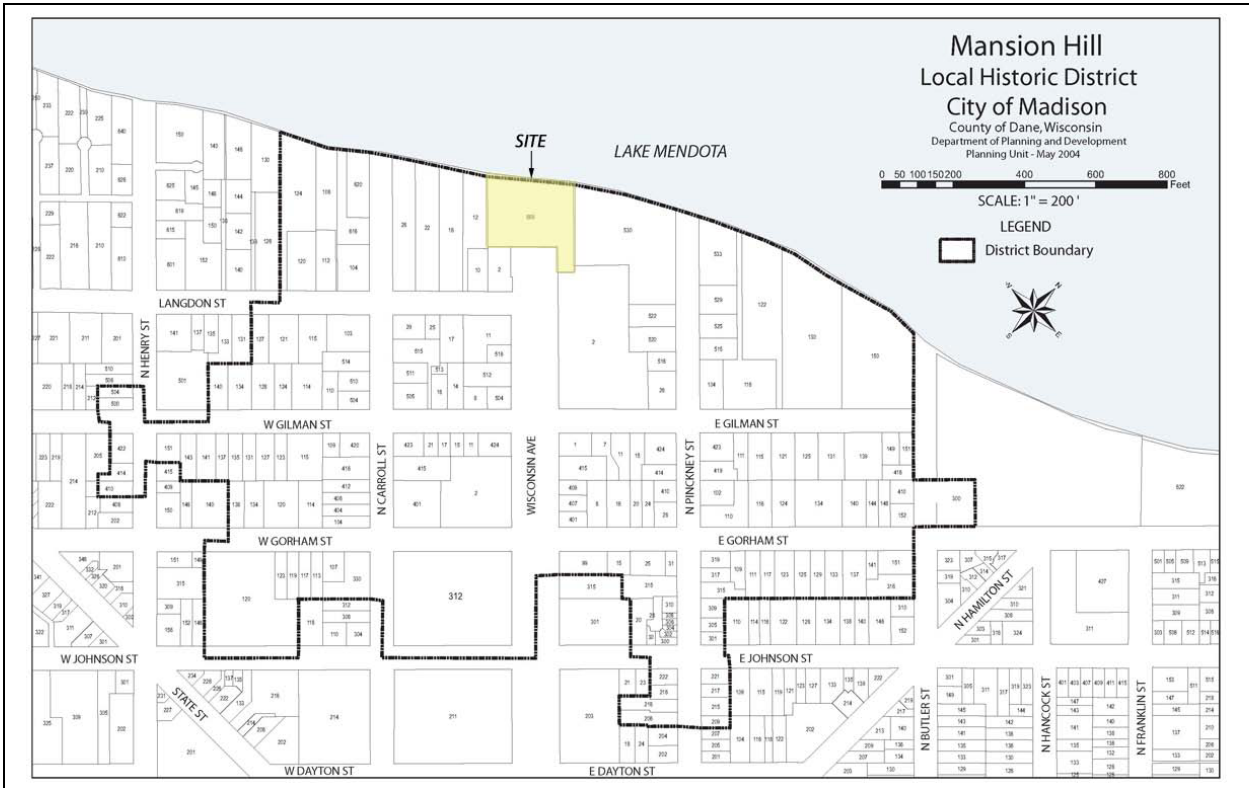


Figure 1.7 Local Boundaries of Mansion Hill Historic District

The Project has been proposed with consideration given to Section 33.19(10)(e) of the Madison General Ordinances which outlines the requirements for new development within the Mansion Hill Historic District. Generally, this Section of the Ordinance requires that the Project is compared to other buildings within a visually related area (the “Visually Related Area”) of 200 feet surrounding the property. Due to the location of the Edgewater Hotel at the street end and the surrounding pattern of development the Visually Related Zone encompasses the original Edgewater Hotel, 2 Langdon (a multi-family structure), Kennedy Manor (a multi-family structure) and the National Guardian Life Building (a commercial structure). Furthermore, the topography of the surrounding area is such that the building sits low relative to most of the surrounding structures, especially the National Guardian Building which is the most directly relatable structure to the proposed expansion.

Importantly, there is not a uniform fifty (50) foot height restriction throughout the Mansion Hill Historic District. However, this restriction does apply to



properties that are zoned R6-H within the district. The Edgewater Hotel site is currently zoned OR and not R6-H.

**Control of
Precedent:**

The focus of many of the neighborhood concerns of the Project has been the potential for the Project to establish a precedent for development in this and other historic districts throughout the downtown area. Included as part of the proposed Zoning Text are a set of Bulk Conditions that correlate the height and density of the Project to requirements for open space, accessibility to major roadways and other key criteria so as to specifically delineate the conditions under which this increased density may be considered appropriate.

**View Corridor /
Public Access
Easement**

In the early 1970's, the hotel was expanded to add additional rooms and meeting/banquet facilities at the hotel. The expansion was built at the end of Wisconsin Avenue under a Street Vacation Agreement (Ordinance 1761, File No. 4600-41). Among the key provisions of this Ordinance was the protection of the view across the property within the Wisconsin Avenue right-of-way. And, the grant of a public easement to access the rooftop and the waterfront. The language of these provisions of the Ordinance reads as follows:

- “(1) Public pedestrian access across vacated Wisconsin Avenue to the shore of Lake Mendota, and riparian rights in said lake;
- (2) Public pedestrian access to and use of the top surface of any structure placed on vacated Wisconsin Avenue;
- (3) Public vehicular access and circulation over that portion of vacated Wisconsin Avenue lying southeasterly of any structure placed thereon;
- (4) Provision of reasonable parking spaces for public use on vacated Wisconsin Avenue;
- (5) Substantial preservation and reasonably feasible improvement of the visual outlook from the vicinity of the intersection of Wisconsin Avenue and Langdon Street northwesterly over Lake Mendota and of the appearance;
- (6) To require the creation of a public pedestrian easement extending from the vacated street along or adjacent to the shore of Lake Mendota across adjoining premises to the northeast...”

The above represents only the main provisions that address the view corridor and access. There are additional provisions to the Ordinance and several amendments thereto which speak to the entire agreement for vacation.

It is important to clarify that the original concept for the Project proposed that



the room expansion be allowed to encroach approximately thirty (30) feet into the Wisconsin Avenue right-of-way. Through many discussions with Capitol Neighborhoods, Inc., other neighborhood stakeholders and the City of Madison this was identified as the most critical issue to be resolved for the Project.

In June 2009, an agreement was reached between National Guardian Life Insurance Company (“NGL”) and Landmark X, LLC, a Wisconsin Limited Liability Company, to purchase a portion of the adjacent NGL site to allow the proposed expansion to be moved out of the Wisconsin Avenue right-of-way and to provide the ideal solution to this critical Project issue. We should note that while the building is moved out of the right-of way, we are proposing to allow for an encroachment for a canopy over the front door of the expansion. Figure 1.8 illustrates a site plan, the location of the view corridor easement and the location of the proposed canopy.



Figure 1.8 Site Plan Showing View Corridor Easement



As proposed, the Project protects the public view to the water and from the water back to the State Capitol in accordance with the existing ordinance. Furthermore, the addition of The Terrace at Mansion Hill and the stairway to the lake significantly enhance the public access to the waterfront and realize the full intent of the original Ordinance.

The ordinance will require certain amendments to allow for the development to occur. These amendments have been reviewed with the City Attorney's office and will be outlined in more detail in the PUD submission.

Existing Site and Improvements:

The Edgewater Hotel is located on an approximately 45,018 square foot (1.033 acre) Site. The Site has an irregular shape and sloping topography.

The existing Edgewater Hotel comprises approximately 97,756 square feet of finished gross building area in two structures. There are a total of 107 rooms, approximately 11,000 square feet of meeting facilities, two restaurants (one on the pier) and 168 underground parking stalls. The hotel was constructed in two phases. The first phase was completed in 1948. The second phase was undertaken in 1973 to expand the number of rooms and meeting/banquet facilities of the hotel. Figure 1.9 includes a series of photos showing the existing buildings taken from multiple vantage points and documenting the current façade at each elevation.

Existing Conditions:

Landmark completed extensive due diligence work on the Property to understand the existing conditions. The property is in a state of disrepair with several critical issues, including that the façade of the 1948 building is beginning to fail, there is severe water damage in some areas of the building and the presence of lead paint and asbestos was found in some areas of the building. While these conditions are not uncommon for buildings of this age, the conditions have reached a point where significant upgrades and redevelopment of the property is necessary to address the major concerns of the property.

In addition to some of the more severe conditions to the property, it is important to note that the building systems are antiquated and are beginning to fail. Furthermore, the window systems, especially in the 1948 building, have water damage and are in need of replacement. These elements not only affect the physical condition of the property but also lead to a highly inefficient system for heating and cooling the building that will be improved under the redevelopment plan to enhance the sustainable design features of the Project and to better meet current industry standards.



Figure 1.9 Existing Building Façade / Elevations





The context of the Site on Wisconsin Avenue is also important in the relationship it has to other buildings in the immediately surrounding area. Wisconsin Avenue is a mixed-use corridor that includes civic uses, commercial uses and mid-to-large scale multi-family residential uses. There is also one single family home located on Wisconsin Avenue.

Building Orientation

The proposed expansion of the Edgewater Hotel has been oriented on the northeast edge of the property and frames the Wisconsin Avenue right-of-way. The Building has been positioned to engage Langdon Street and generally follows the horizontal pattern of buildings along this street. The corner of the building at Langdon Street has been designed to include a café which will activate this important corner and provide a space to draw pedestrian traffic from the surrounding neighborhood. Figure 1.11 illustrates the location of the building and its relationship to Langdon Street.



Figure 1.11 Site Plan Indicating the Relationship to Langdon Street

At the waterfront, the existing structure has been pulled back 30 feet to create an outdoor terrace and to break up the mass of the tower at the waterline. A new podium is proposed that extends at the level of the existing building and connects with the Expansion above Langdon Street. The expansion tower has been pulled



off the water 75 feet. This design feature, coupled with the façade being pulled back on the existing low-rise building, will create a stepped effect to the architecture that breaks up the building mass and provides terraces that are activated by people, rather than an enclosed wall of development on the lakefront. Figure 1.12 illustrates the locations of these features in the design.

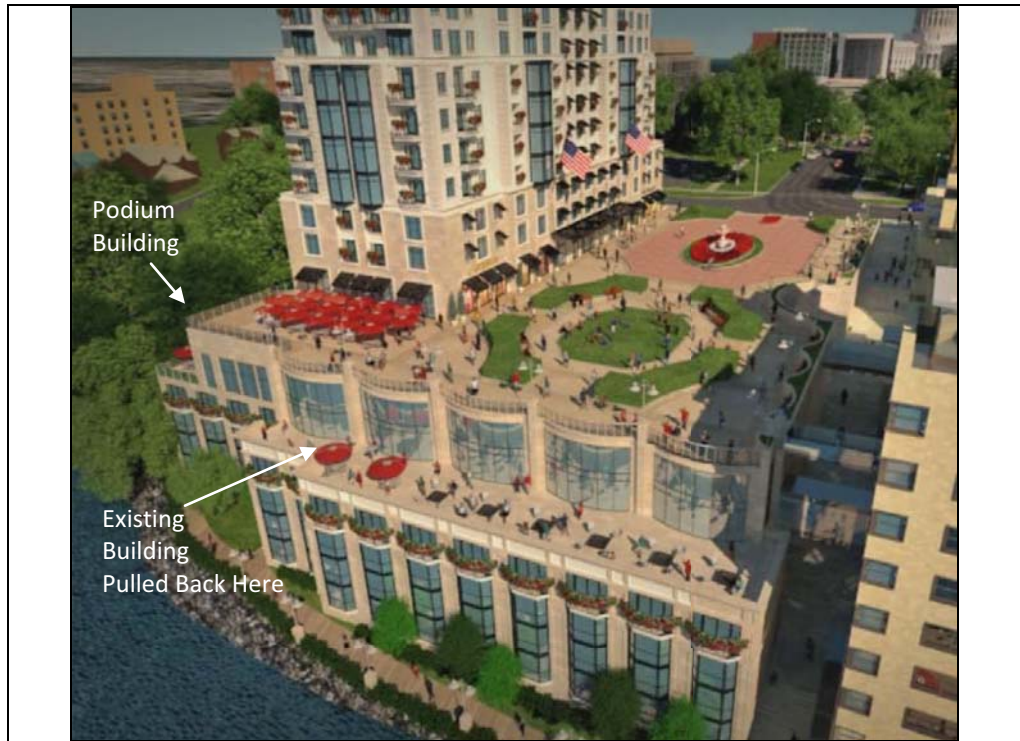


Figure 1.12 Illustrating Orientation on Water and Step Back Effect in Design

Rehabilitation of 1940's Building Facade

The original hotel tower was designed by Lawrence Monberg and developed as part of a series of buildings constructed in the Mansion Hill Neighborhood by the Quisling Family. The architecture of the original building is in the Art Moderne style and the tower has been designated as a contributing historic property to the neighborhood. Figure 1.13 illustrates an original rendering for the 1940's building.



Figure 1.13 Original Rendering

The Project has been designed to cut the grand staircase between the 1940's and 1970's building allowing the architecture of the original tower to be rehabilitated.

This stair is an integral feature of the development and has the added benefit of separating the 1940's tower and thereby allowing it, and the architecture, to stand alone as a key feature of the development.

Organization Around A Public Space

The Project has been designed to break-up the mass and facades of the building into a series of setbacks, terraces and open spaces to establish the Project as a collection of buildings that are organized around a grand public space. This approach has allowed us to make The Terrace at Mansion Hill a focal point of the development and has provided the opportunity to vary the architecture and create a more organic development pattern with varied, but related, architectural styles, materials, etc.

Relationship to Surrounding the Neighborhood

The expansion has been designed with an architectural style that is reminiscent of several structures located in the Mansion Hill neighborhood and especially along the Wisconsin Avenue corridor.

The building façade is broken up into a series of step backs which have been designed to meet the approximate height of buildings in the area immediately surrounding the



site. These step backs will break up the mass of the building and provide the pedestrian with reference points that relate to the context of the surrounding neighborhood.

The building has been designed to promote more of a residential than commercial building façade. The façade is varied with a series of alternating window, balcony and bay windows that will provide depth and richness to the façade. The detailing of the façade includes canopies, railings, balconies and flower boxes in a series of alternating patterns to provide interest and to promote a sense for a “living architecture” on the building. Figures 1.14 – 1.15 provide illustrations of the design and some of the design influences that have guided the design of the Project.

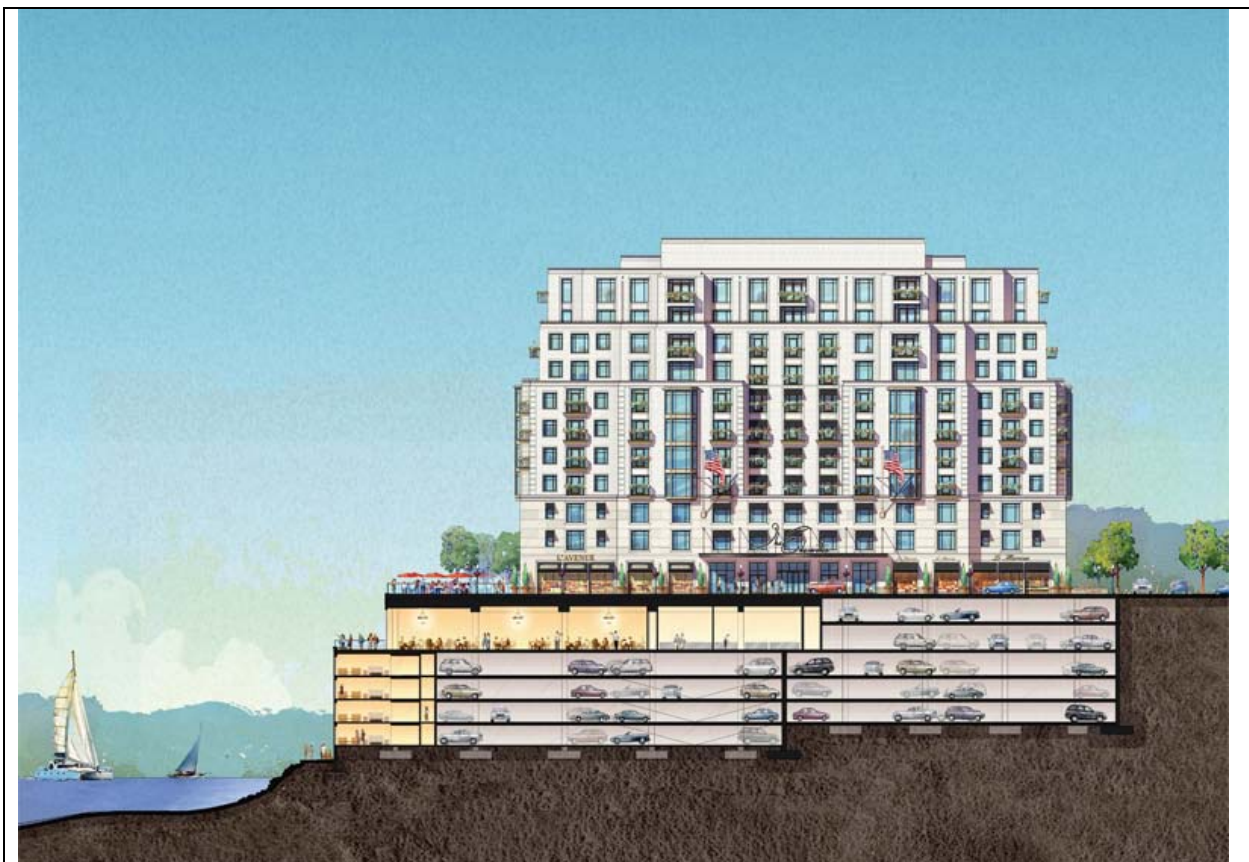


Figure 1.14 Building Elevation Demonstrating Architecture

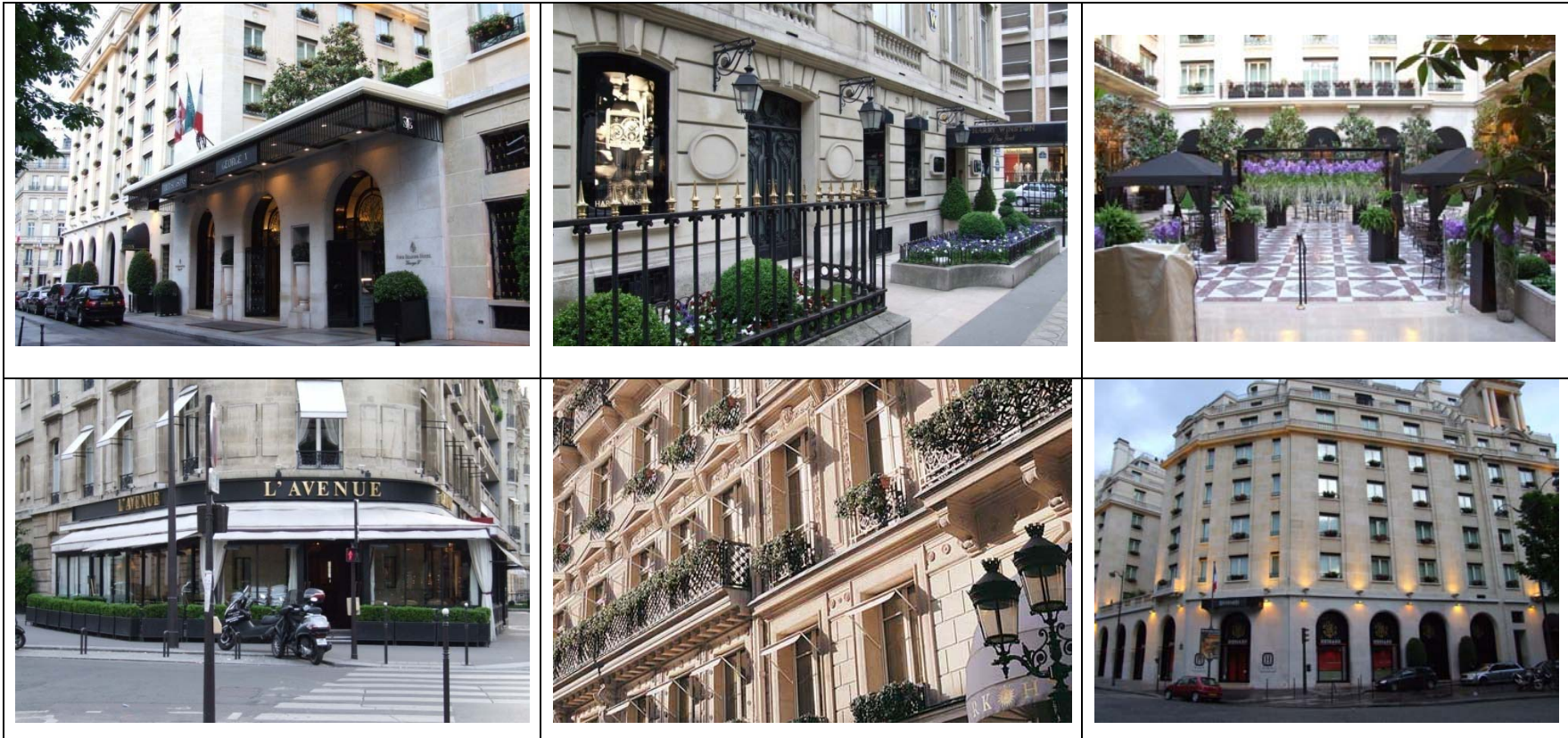


Figure 1.15 Design Influences



Gross Square Footage – Building:

The estimated gross square footage of Building Areas includes:

Guest Rooms/Living Areas:	140,868 SF	228 Rooms
Circulation:	57,188 SF	
Function Space:	13,772 SF	
Restaurant / Bar:	13,805 SF	
Spa/Health/Fitness:	10,177 SF	
Office/Administrative:	8,561 SF	
Back of House/Mechanical:	45,097 SF	
Parking:	168,397 SF	364 Stalls/420 with Valet
Total Gross Building Area:	<u>457,865 SF</u>	

Gross Square Footage – Exterior:

The estimated gross square footage of exterior spaces within the Project Area includes:

Terrace at Mansion Hill:	35,973 SF	
Gardens on Mansion Hill:	2,770 SF	
Grand Stairway to Water:	5,787 SF	
Waterfront Path/Boardwalk:	2,680 SF	
Pier/Dock:	TBD	
Dedicated Hotel Spaces:	<u>3,996 SF</u>	
	51,206 SF	Without Pier/Dock

Description of Uses: The uses are described in detail in the Zoning Text attached hereto.

Guest Loading And Unloading:

Guest loading and unloading will occur on the turn-around included as part of the Terrace at Mansion Hill. The guests will drop off at the front entrance to the hotel and cars will be directed to the underground parking ramp entrance at the north side of the building.

One advantage of this design is that local and/or repeat visitors to the hotel are likely to immediately enter the garage and not drop off on the Terrace. This will substantially reduce the amount of traffic on the Terrace and will enhance the pedestrian experience.

Delivery Loading and Unloading:

Loading and unloading of the hotel will occur off a private drive off Langdon Street at the edge of the Project. Trucks will be brought into a loading dock facility and the loading and unloading of materials will be largely screened from the public view.

Bus Loading and Unloading:

Loading and unloading of buses will occur off a private drive off Langdon Street at the edge of the Property. Long-term and overnight parking will either be accommodated in the loading dock or will be staged in remote lots away from



neighborhood residences.

Parking: The hotel currently has 168 parking stalls. In the future, the hotel is proposed to have approximately 346 parking stalls and will have a valet capacity of up to 420 stalls to accommodate peak periods.

The City of Madison required parking ratio for hotels is 1 stall per room. With 364 parking stalls (420 with valet) the proposed project is at a ratio of 1.5 to 1.8 stalls per room.

Traffic: A traffic study for the Project has been completed estimating traffic based on ITE trip generation rates. The traffic study concluded that the impact of the expanded hotel on traffic would be nominal and that both Wisconsin Avenue and Langdon Street have ample capacity to support the proposed development.

Project Team: The project team (“Project Team”) includes the following key members:

Owner: Landmark X, LLC , a Wisconsin Limited Liability Company
C/O Hammes Company
22 East Mifflin Street
Suite 800
Phone: 608-274-7447
Contact: Amy Supple

Developer: Hammes Company
22 East Mifflin Street
Suite 800
Madison, Wisconsin 53703
Phone: 608-274-7447
Contact: Amy Supple

Architect: Elkus Manfredi Architects
300 A Street
Boston, Massachusetts 02210
Phone: 617-426-1300
Contact: Mark Sardegna

Civil Engineer: BT² Inc.
2830 Dairy Drive
Madison, Wisconsin 53718
Phone: 608-224-2830
Contact: Mark Huber

**EDGEWATER HOTEL PLANNED UNIT DEVELOPMENT DISTRICT
666 WISCONSIN AVENUE
MADISON, WISCONSIN**

ZONING TEXT

The following Zoning Text (the “Zoning Text”) has been prepared on behalf of Midwest Realty and Investment Corporation (the “Owner”), for the Edgewater Hotel Planned Unit Development District (the “District”), located at 666 Wisconsin Avenue in Madison, Wisconsin as more particularly described on the attached Legal Description incorporated herein by reference as **Exhibit I**.

WHEREAS, the PUD has been established to allow for the redevelopment and expansion of the existing Edgewater Hotel, located at 666 Wisconsin Avenue in Madison, Wisconsin.

WHEREAS, the approval of this PUD is occurring simultaneously with the approval of other specific documents and / or agreements to be executed between the City of Madison (the “City”) and the Owner as more particularly described herein.

NOW, THEREFORE, in consideration of the mutual covenants and agreements contained herein, the Zoning Text for the Edgewater Hotel Planned Unit Development District shall contain the following:

Legal Description of Site:

The site (the “Site”) includes approximately 1.64 acres of land in four (4) separate parcels as are more particularly described in **Exhibit I** attached hereto. Parcel 1 includes the land area that encompasses the original 1948 hotel tower. Parcels 2 and 3 include the land area that encompasses the low-rise addition of the hotel that was constructed in the early 1970’s. Parcel 2 defines the boundaries of that portion of the site that was previously the Wisconsin Avenue right-of-way. The area included as Parcel 2 was vacated by Ordinance No 1761, File No. 4600 adopted in 1965 and amended thereafter as described later in this Zoning Text. Parcel 3 includes the balance of the land area on which the 1970’s addition is located. Parcel 4 includes land area that will be purchased from National Guardian Life and incorporated as part of the Site.

Additional Leased Area:

In addition to the Site, the District shall include an area of approximately .38 acres of land located within the Wisconsin Avenue right-of-way immediately adjacent to the Site and as is further described in **Exhibit II** attached hereto (the “Additional Leased Area”).

The surface of the Additional Leased Area shall remain part of Wisconsin Avenue and shall serve as a public plaza, pedestrian pathway and vehicular turn-around and drop off area in a manner similar to the way the street-end functions as of the date this District is approved. For the purpose of this Zoning Text the surface area shall be considered part of the Wisconsin Avenue right-of-way and shall be subject to the provisions of Section 10 of the Madison General Ordinances governing Streets, Alleys, Sidewalks and Gutters, except that the operation and maintenance of this area shall become the responsibility of the

Owner as is more particularly described in the Management Agreement with the City attached hereto as **Exhibit IV** of this Zoning Text.

The City and Owner shall enter into a subterranean ground lease (the “Ground Lease”) which shall dictate the terms and conditions under which improvements will be made, used and maintained within the Additional Leased Area. Approval of the Ground Lease shall be a condition of approval of the District and such approvals shall occur simultaneously. A copy of the Ground Lease is attached as **Exhibit III** to this Zoning Text.

Project Area:

Collectively, the Site and the Additional Leased Area shall be defined as the project area (the “Project Area”). The Project Area shall define the boundaries and total land area within the District. The Project Area includes approximately 2.02 acres of land.

Permitted Uses:

The following describes the permitted uses within the District:

1. Those uses permitted and allowed in OR-Office Residence District, and;
2. Uses related to the operation of a high-quality hotel, involving amenities and guest services comparable with industry standards for similar hotels in similar markets and which may include guest rooms, guest suites, extended stay suites, bars, restaurants, spa, fitness facilities, limited retail uses, offices, underground parking areas, public plazas and terraces, and;
3. Multi-family residential uses, and;
4. Uses accessory to the permitted uses as listed above, and;
5. Above grade vehicular drop off area;
6. Below-grade parking structure, and;
7. Bicycle parking areas;
8. Public/urban open spaces including outdoor plazas, stairways, terraces, etc, and;
9. Outdoor seating for eating and recreational uses in areas associated with the hotel, restaurant(s) and / or other uses that serve both alcoholic and non-alcoholic beverages;
10. Pier and dock structures, and;
11. Other uses as described herein.

Hours of Operation:

The hours of operation (“Hours of Operation”) of the occupied spaces will be varied. It is anticipated that activity will occur within portions of the Project on a twenty-four hour basis. The Hours of Operation of the Outdoor Areas/Public Spaces are described in detail in that Section of the Zoning Text.

Floor Area Ratio/ Building Height:

The Project floor area ratio (FAR) is calculated by taking the total gross area of the building less the below grade parking area to get the total occupied gross building area. The total occupied gross building area is then divided by the Project Area to define the FAR. We are requesting a maximum FAR of 3.75.

The maximum building height will comply with the Capitol View Preservation Limit as defined in Chapter 28.04(14)(b) of the Madison General Ordinances. As a condition of the approval of this Zoning Text, a Conditional Use Permit will be approved to allow for the construction of an elevator penthouse above

the Capitol View Preservation Limit. A copy of the Conditional Use Letter approving said use is attached hereto as **Exhibit V**.

Yard Area Requirements:

Yard areas will be provided as shown on the attached planning documents included in **Exhibit II** attached hereto.

Bulk Contingency:

The bulk standards for the Project shall be established based on provisions outlined in this Zoning Text. So as to specifically restrict the Project from setting a precedent for development in the City of Madison, the Project shall be required to meet the following conditions in order to receive approval for the Bulk Standards outlined herein:

1. The Project shall be located on a lot or collective lots of not less than 1.0 acre;
2. The Project shall have vehicular access directly onto, or across a private drive, to at least one (1) street with a right-of-way width of not less than 80 feet;
3. There shall be not less than 15,000 square feet of open space in the Project;
4. Public access to said open space shall be granted in accordance with an agreement(s) with the City of Madison;
5. As a development along the waterfront, a path of public access across the Project Area to the waterfront shall be constructed and maintained as part of the Project in accordance with an agreement(s) with the City of Madison;
6. As a waterfront development, the Project shall include the construction and maintenance of a public walkway of not less than six (6) feet in depth parallel to the waterfront. Said walkway shall connect to any adjacent waterfront walkways to the extent such walkways exist at the time of said development.

Amendment to Existing Ordinance Number 1761, File Number 4600-41:

The above referenced ordinance was adopted on January 28, 1965 and provided for the vacation of a portion of Wisconsin Avenue to allow for the expansion of the Edgewater Hotel within said vacated right-of-way. The Ordinance was further amended on November 10, 1966, September 20, 1967, September 28, 1967 and November 9, 1971. Copies of the existing Ordinance and amendments thereto is attached hereto as **Exhibit VI-A** of this Zoning Text.

The Ordinance shall be further amended under terms and conditions agreed to by the City of Madison and the Owner. A copy of the amendment to the Ordinance is attached hereto as **Exhibit VI-B** to this Zoning Text. Approval of the amendment shall be a condition of approval of the District and such approvals shall occur simultaneously.

Landscaping:

Site landscaping will be included in the areas shown on the attached site plans included in **Exhibit II** attached hereto. Site landscaped areas shall include areas on The Terrace at Mansion Hill, the Gardens on Mansion Hill and other plazas/ terraces incorporated as part of the Project, along the grand stairway leading to the waterfront and along the waterfront path. Decorative flower boxes will be included on certain balconies and railings on the building.

Accessory Off-Street Parking and Lodging:

The District shall include a minimum of 340 below-grade parking stalls. Approximately 154 of these stalls are part of the existing below grade parking structure. The remaining stalls shall be constructed in the Additional Leased Area as further described in this Zoning Text.

The Project shall include a loading dock and service area which has room to store trash and recycling bins in an interior loading dock area. The design and exterior appearance of the entrance to such parking stalls and loading berths shall be consistent with the architecture of the building and will be generally consistent with the elevations attached hereto in Exhibit II.

As a condition of the approval of this Zoning Text, the Owner shall submit for separately, and shall receive approval for simultaneously with approval of this Zoning Text, a plan for the redevelopment of the two surface parking lots on two separate parcels owned by National Guardian Life Insurance Company. As part of the conditions of the sale of parcel 4 to the Owner, the Owner has agreed that it will re-build/expand the two surface parking areas to replace the existing surface parking which is displaced by the Project. The total number of stalls to be constructed is 39 stalls. The existing surface lots hold 34 stalls. The replacement parking areas are identified in the Site Plan attached as part of Exhibit II.

Lighting:

Electrical reflectors, spotlights, floodlights and other sources of illumination may be used to illuminate buildings, landscaping, street graphics, signage, parking and loading areas and public areas within the District. Such lighting shall be equipped with lenses or other devices which concentrate the illumination upon such buildings, landscaping, street graphics, signage, parking areas, loading areas and outdoor public areas as required. All lighting shall be reflected away from any residential uses adjacent to the District.

Signage:

Signage will be allowed as per Chapter 31 of the Madison General Ordinances and/or as outlined in the future submittals for the proposed development.

Open Space (On Site):

The Site, which comprises the areas not included in the Wisconsin Avenue right-of-way, includes approximately 34,674 square feet of Open Space as part of the Project. For the purpose of this Zoning Text, Open Space shall include: 1) those areas defined as Outdoor Plazas/Public Spaces which shall be accessible to the general public under the terms and conditions of the Management Agreement and which are described in more detail below, and; 2) those areas which are dedicated solely to the use of the hotel, restaurants or other uses within the Project and which are consistent with the definition of Open Space in the Section 28 of the Madison General Ordinances but which are not part of the Outdoor Plazas/Public Spaces as defined in this Zoning Text (the "Dedicated Spaces"). By way of reference, some of the Open Space areas that are dedicated to the Hotel include the rooftop balcony on the 1940's building which is part of the meeting/function spaces on that level of the hotel and the outdoor terrace outside of the ballrooms on Level 5 of the Project.

Outdoor Plazas / Public Space (In Total Project Area):

The Project Area, which encompasses both the Site and the Additional Leased Area within the Wisconsin Avenue right-of-way, includes approximately 47,210 square feet of outdoor plazas and public space incorporated as part of the District. These areas include The Terrace at Mansion Hill leading from the corner of Wisconsin Avenue and Langdon Street to the waterfront, the Gardens on Mansion Hill, the Grand Stair leading to the waterfront from Langdon Street, the skywalk and elevators connecting the plaza to the waterfront, the waterfront path and the existing/expanded dock and pier areas at the waterfront. The Outdoor Plazas/Public Spaces are identified in **Exhibit VII** attached to this zoning text. Areas internal to the hotel (e.g. guest accommodations, ballrooms, spa/fitness areas, offices, restaurants, etc.) and Dedicated Spaces shall not be included as part of the Outdoor Plaza/Public Space as defined in this Zoning Text.

The operation and maintenance of the Outdoor Plazas/Public Space shall be the responsibility of the Owner under a management agreement (the “Management Agreement”) to be executed between the City of Madison and the Owner. The Management Agreement is attached hereto as **Exhibit IV** to this zoning text. The general provisions related to access and use of the Outdoor Plaza/Public Space are summarized below:

Hour of Operation:

The Outdoor Plaza/Public Space shall be open to the public from 6:00 am to 11:00 pm, 365 days per year (the “Hours of Operation”). The Owner shall provide continuous access to the Outdoor Plaza/Public Spaces during the hours of operation in accordance with the provisions outlined herein and incorporated as part of the Management Agreement attached hereto.

Public Access and Use:

Public access shall be maintained in the Outdoor Plazas/Public Space during the Hours of Operation subject to the Events and Temporary Seating provisions outlined herein and incorporated as part of the Management Agreement attached hereto.

The Public shall have the right to use the Outdoor Plazas/Public Spaces for any lawful purpose during the Hours of Operation except that such use may not be disruptive to the on-going operations of the hotel, restaurants or other businesses associated with the Project. The public is specifically granted the right to bring food and beverages for their own consumption in the Outdoor Plazas/Public Spaces subject to the Events and Outdoor Seating provisions outlined herein and incorporated as part of the Management Agreement attached hereto.

Events:

The Owner shall have the exclusive right to host public and/or private events in the Outdoor Plaza / Public Spaces provided that the following conditions are maintained at all times during events:

- The Owner shall provide continuous access across the plaza, across the skywalk to the elevators connecting the plaza to the waterfront (e.g. ADA access) and on the stairway connecting Langdon Street to the waterfront on a 365 day a year basis during the Hours of Operation. **Exhibit VI** highlights the areas where access will primarily be maintained during event days, and;

- The Owner shall not allow amplified sound in the Outdoor Plaza/Public Spaces prior to 8:00 am or after 11:00 pm;
- Temporary structures, furniture and fixtures such as tents, tables/chairs, kiosks, etc. shall be allowed to be constructed and/or placed in the Outdoor Plazas/Public Spaces to support events provided that such structures shall be constructed and removed in a timely manner so as to minimize the disruption to public access and use of the space(s), and;
- Events shall be subject to the rules and regulations of the Madison General Ordinances.

Major Events:

Subject to the rules and regulations of the Madison General Ordinances, the Owner shall have the right to close off public access to the plazas and terraces during major events (“Major Events”), which shall be defined as planned or unplanned events that result in occupancy on the Mansion Hill Terrace of more than two hundred and fifty (250) persons, in order to ensure that occupancy codes and maintenance of structural loads are maintained on the rooftop. Notwithstanding the foregoing, continuous public access will be maintained on the grand stair connecting Langdon Street to the waterfront. Managed access will be maintained across the skywalk to the elevators connecting the terrace to the waterfront (e.g. ADA access).

Sale of Goods and Services:

The Owner shall have the exclusive right to sell goods and/or services in the Outdoor Plaza/Public Spaces subject to Section 9.13 of the Madison General Ordinances governing the sale of goods and services in Streets, Sidewalks, Alleys and Gutters if said sales are planned to occur within the Additional Leased Area.

Outdoor Seating Areas:

The Owner shall have the right to place outdoor seating associated with the restaurant and function spaces in the areas designated for such seating on **Exhibit VI** attached hereto.

Landscaping, Furniture, Fixtures and Equipment:

The Owner shall have the right to place landscaping and permanent or semi-permanent furniture, fixtures and equipment (“FF&E”) within the Outdoor Areas / Public Spaces, including in the Wisconsin Avenue right-of-way and in Parcel 2 subject to the approved Landscape Plan and the terms and conditions of the Management Agreements incorporated herein as part of **Exhibit II** and **Exhibit IV**.

On-Going Operations and Maintenance:

The Outdoor Plaza/Public Spaces shall be operated and maintained at the sole cost and expense of the Owner in accordance with the terms and conditions of the Management Agreement attached hereto as **Exhibit IV**.

Security:

The Owner shall have the right to secure the Outdoor Plazas/Public Spaces during those hours that said spaces are closed to public access. Furthermore, the Owner shall monitor the use of

the Outdoor Plazas/Public Spaces during the Hours of Operation and shall have the right to ask any person(s) to leave said space if said person(s) are violating the provisions outlined herein and/or the rules and regulations of the Madison General Ordinances.

Alterations and Revisions:

No alteration or revision of this planned unit development shall be permitted unless approved by the City Plan Commission, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the Alderperson of the district and which are compatible with the concept approved by the City Plan Commission.

**EXHIBIT I
LEGAL DESCRIPTION**

[TO BE ATTACHED PRIOR TO FINAL APPROVAL]

**EXHIBIT II
PLANS AND SPECIFICATIONS**

The preliminary plans and specifications described in this Zoning Text are attached.

[TO BE ATTACHED PRIOR TO FINAL APPROVAL]

**EXHIBIT III
GROUND LEASE**

A copy of the Ground Lease is attached hereto and incorporated herein as Exhibit III to the Zoning Text for the Edgewater Hotel Planned Unit Development District for the Project Area located in the 2nd Aldermanic District at 666 Wisconsin Avenue, Madison Wisconsin.

[TO BE ATTACHED PRIOR TO FINAL APPROVAL]

**EXHIBIT IV
MANAGEMENT AGREEMENT**

A copy of the Management Agreement is attached hereto and incorporated herein as Exhibit IV to the Zoning Text for the Edgewater Hotel Planned Unit Development District for the Project Area located in the 2nd Aldermanic District at 666 Wisconsin Avenue, Madison Wisconsin.

[TO BE ATTACHED PRIOR TO FINAL APPROVAL]

EXHIBIT V
CITY OF MADISON CONDITION LETTER
ENCROACHMENT ON CAPITOL VIEW PRESERVATION LIMIT
DATED [INSERT]

A copy of the Condition Letter is attached herein as Exhibit V to the Zoning Text for the Edgewater Hotel Planned Unit Development District for the Project Area located in the 2nd Aldermanic District at 666 Wisconsin Avenue, Madison Wisconsin.

[TO BE ATTACHED PRIOR TO FINAL APPROVAL]

**EXHIBIT VI-A
CITY OF MADISON ORDINANCE
ORDINANCE NO. 1761, FILE NO. 4600-41**

A copy of Madison City Ordinance No. 1761 is attached herein as Exhibit VI-A to the Zoning Text for the Edgewater Hotel Planned Unit Development District for the Project Area located in the 2nd Aldermanic District at 666 Wisconsin Avenue, Madison Wisconsin.

[TO BE ATTACHED PRIOR TO FINAL APPROVAL]

**EXHIBIT VI-B
CITY OF MADISON ORDINANCE
ORDINANCE NO. 1761, FILE NO. 4600-41 – AMENDMENT**

A copy of Madison City Ordinance No. 1761 – Amendment is attached herein as Exhibit VI-B to the Zoning Text for the Edgewater Hotel Planned Unit Development District for the Project Area located in the 2nd Aldermanic District at 666 Wisconsin Avenue, Madison Wisconsin.

City of Madison, Wisconsin

AN ORDINANCE

Amending Ordinance Number 1761, File Number 4600-41 adopted on January 28, 1965 which provided for the vacation of a portion of Wisconsin Avenue.

Presented.....
Referred to.....
Reported Back.....
Adopted.....Placed on File.....
Rules Suspended.....
Re-Referred to.....
Public Hearing.....

AN ORDINANCE

By Committee of the Whole: (Request of Mayor Dave Cieslewicz)

The Common Council of the City of Madison does ordain as follows:

The following Sections of the Existing Ordinance Number 1761, File Number 4600-41 adopted on January 28, 1965, published February 6, 1965 and further amended on November 10, 1966, September 20, 1967, September 28, 1967 and November 9, 1971 shall be amended as follows:

Section 8 shall be amended in the first sentence as follows: "The objectives enumerated in subparagraphs 1 through 7 above shall be satisfied by the owner in a manner approved by the City of Madison and at no cost to the public for use, ~~construction~~ or maintenance."

Section 10 shall be deleted and replaced with the following: "Compliance with the sideyard and setback requirements of the Edgewater Hotel Planned Unit Development District as approved by the City of Madison Common Council."

Section 12 shall be amended in the first sentence as follows: "Nonseverance of ownership or use of the vacated portion of Wisconsin Avenue from the adjacent premises on either side, except to the extent that the Owner shall have the right to sell a unit or units within the building as a condominium unit(s) provided that the maintenance of the common areas of the Project will remain the responsibility of the Owner."

**EXHIBIT VII
OUTDOOR PLAZA/PUBLIC SPACE DIAGRAM**

A site plan indicating the outdoor plazas/public spaces is attached herein as Exhibit VII.

[TO BE ATTACHED PRIOR TO FINAL APPROVAL]



Architectural Plans: The following pages include a site plan, building elevations and a series of typical floor plans for the building.

EXISTING
BOATHOUSE

LAKE
MENDOTA

UNEXCAVATED

UNEXCAVATED

EXISTING DOCK

PIER BAR

EXISTING BACK OF HOUSE

MEN

WOMEN

KITCHEN

UNEXCAVATED

ELKUS | MANFREDI
ARCHITECTS

[address] 300 A STREET
BOSTON MASSACHUSETTS 02210
[tel] 617-426-1300

The Edgewater

666 Wisconsin Avenue
Madison, WI 53703

Owner:
Landmark X, LLC
22 East Mifflin Street, Suite 800
Madison, WI 53703

Developer:
Hammes Company
22 East Mifflin Street, Suite 800
Madison, WI 53703

Civil Engineer:
BT Squared, Inc.
2830 Dairy Drive
Madison, WI 53718

PROJECT NUMBER: 08105.00

DATE: July 31, 2009

REVISIONS:

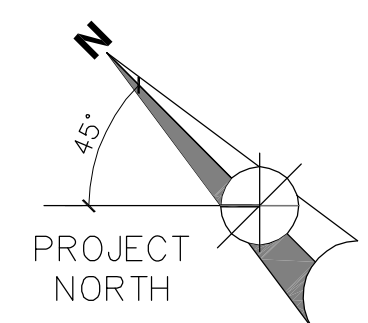
SCALE: 1" = 20'-0"

DRAWING NAME:

Dock Level Plan

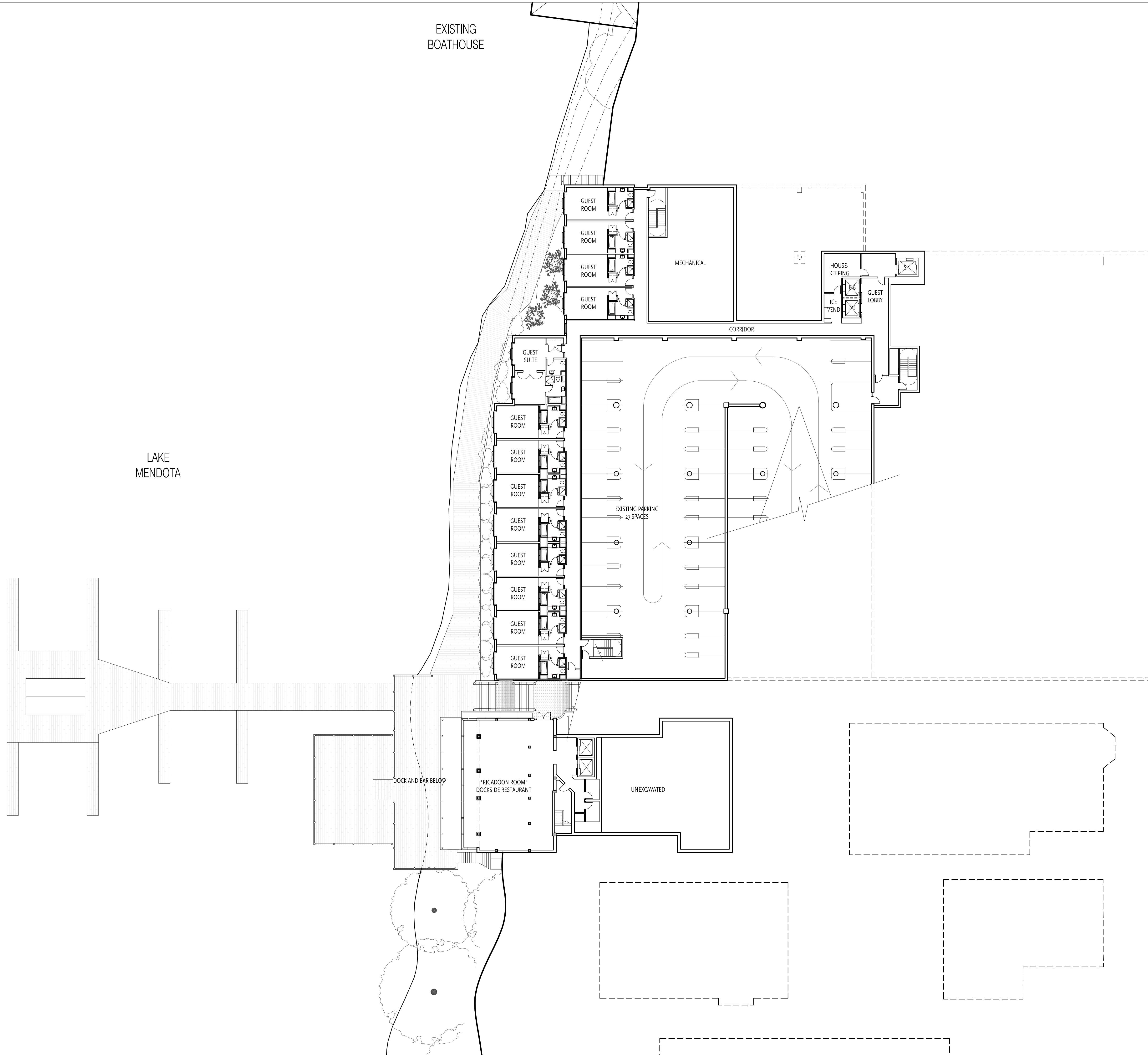
DRAWING NUMBER:

A1.00



EXISTING
BOATHOUSE

LAKE
MENDOTA



ELKUS | MANFREDI
ARCHITECTS

[address] 300 A STREET
BOSTON MASSACHUSETTS 02210
[tel] 617-426-1300

The Edgewater

666 Wisconsin Avenue
Madison, WI 53703

Owner:
Landmark X, LLC
22 East Mifflin Street, Suite 800
Madison, WI 53703

Developer:
Hammes Company
22 East Mifflin Street, Suite 800
Madison, WI 53703

Civil Engineer:
BT Squared, Inc.
2830 Dairy Drive
Madison, WI 53718

PROJECT NUMBER: 08105.00

DATE: July 31, 2009

REVISIONS:

NO.	DATE	DESCRIPTION

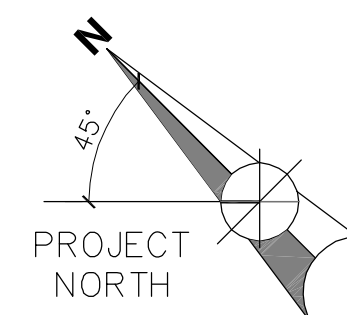
SCALE: 1" = 20'-0"

DRAWING NAME:

Lower Level 6

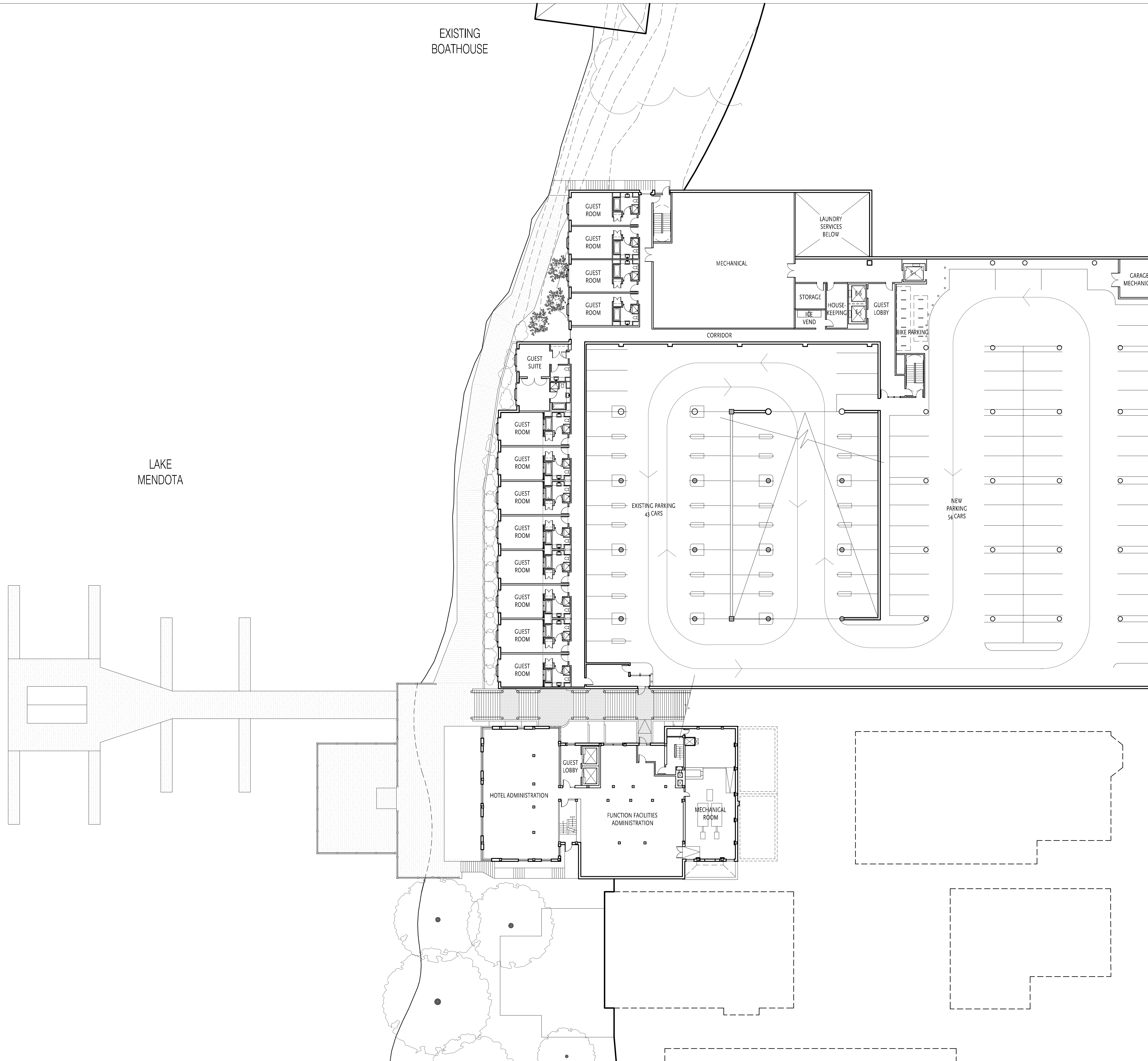
DRAWING NUMBER:

A1.01



EXISTING
BOATHOUSE

LAKE
MENDOTA



ELKUS | MANFREDI
ARCHITECTS

[address] 300 A STREET
BOSTON MASSACHUSETTS 02210
[tel] 617-426-1300

The Edgewater

666 Wisconsin Avenue
Madison, WI 53703

Owner:
Landmark X, LLC
22 East Mifflin Street, Suite 800
Madison, WI 53703

Developer:
Hammes Company
22 East Mifflin Street, Suite 800
Madison, WI 53703

Civil Engineer:
BT Squared, Inc.
2830 Dairy Drive
Madison, WI 53718

PROJECT NUMBER: 08105.00

DATE: July 31, 2009

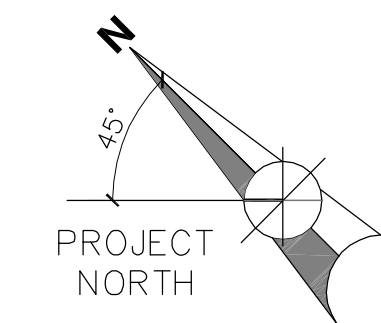
REVISIONS:

SCALE: 1" = 20'-0"

DRAWING NAME:
Lower Level 4

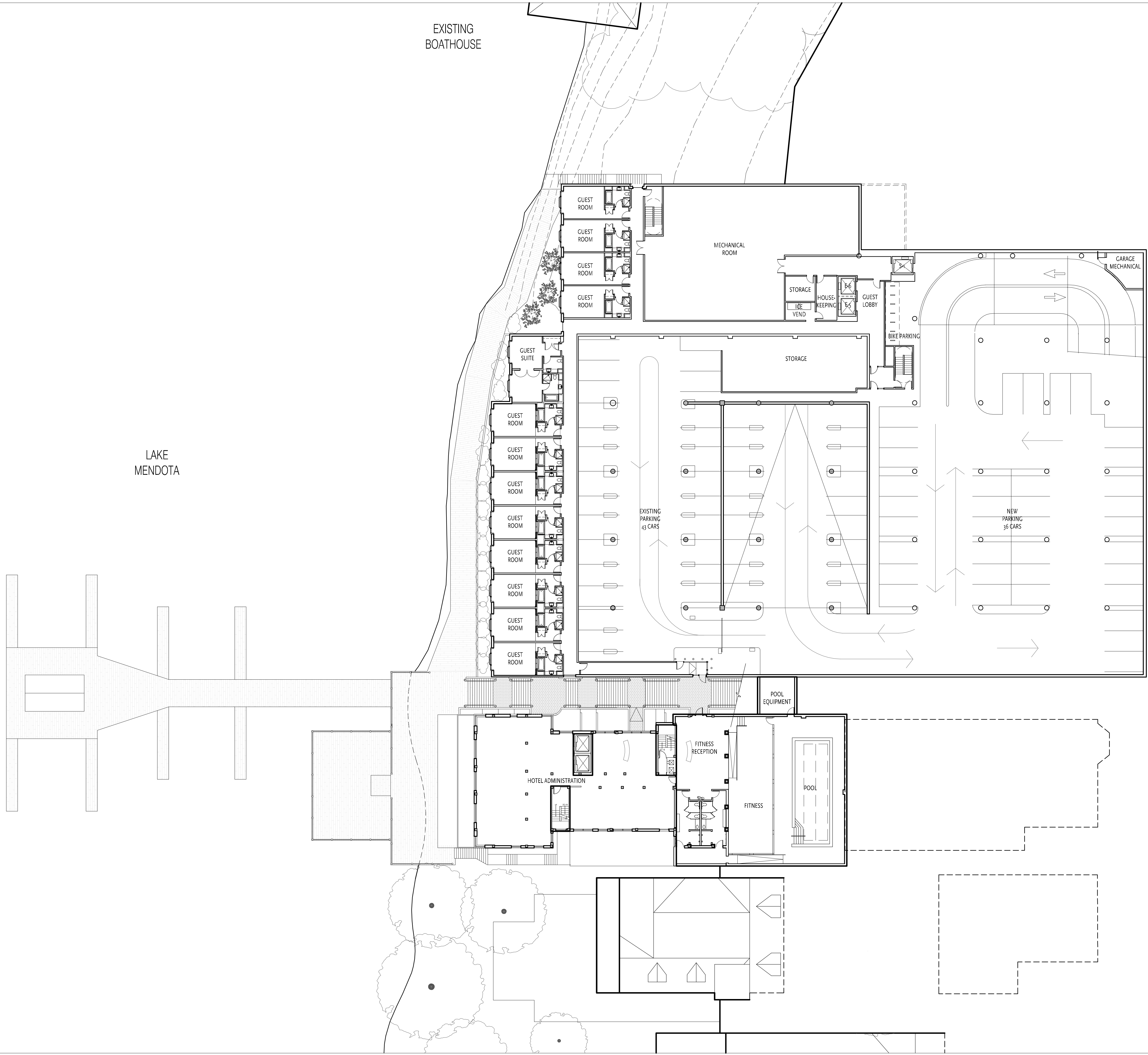
DRAWING NUMBER:

A1.03



EXISTING
BOATHOUSE

LAKE
MENDOTA



ELKUS | MANFREDI
ARCHITECTS

[address] 300 A STREET
BOSTON MASSACHUSETTS 02210
[tel] 617-426-1300

The Edgewater

666 Wisconsin Avenue
Madison, WI 53703

Owner:
Landmark X, LLC
22 East Mifflin Street, Suite 800
Madison, WI 53703

Developer:
Hammes Company
22 East Mifflin Street, Suite 800
Madison, WI 53703

Civil Engineer:
BT Squared, Inc.
2830 Dairy Drive
Madison, WI 53718

PROJECT NUMBER: 08105.00

DATE: July 31, 2009

REVISIONS:

SCALE: 1" = 20'-0"

DRAWING NAME:

Lower Level 3
Plan

DRAWING NUMBER:

A1.04

The Edgewater

666 Wisconsin Avenue
Madison, WI 53703

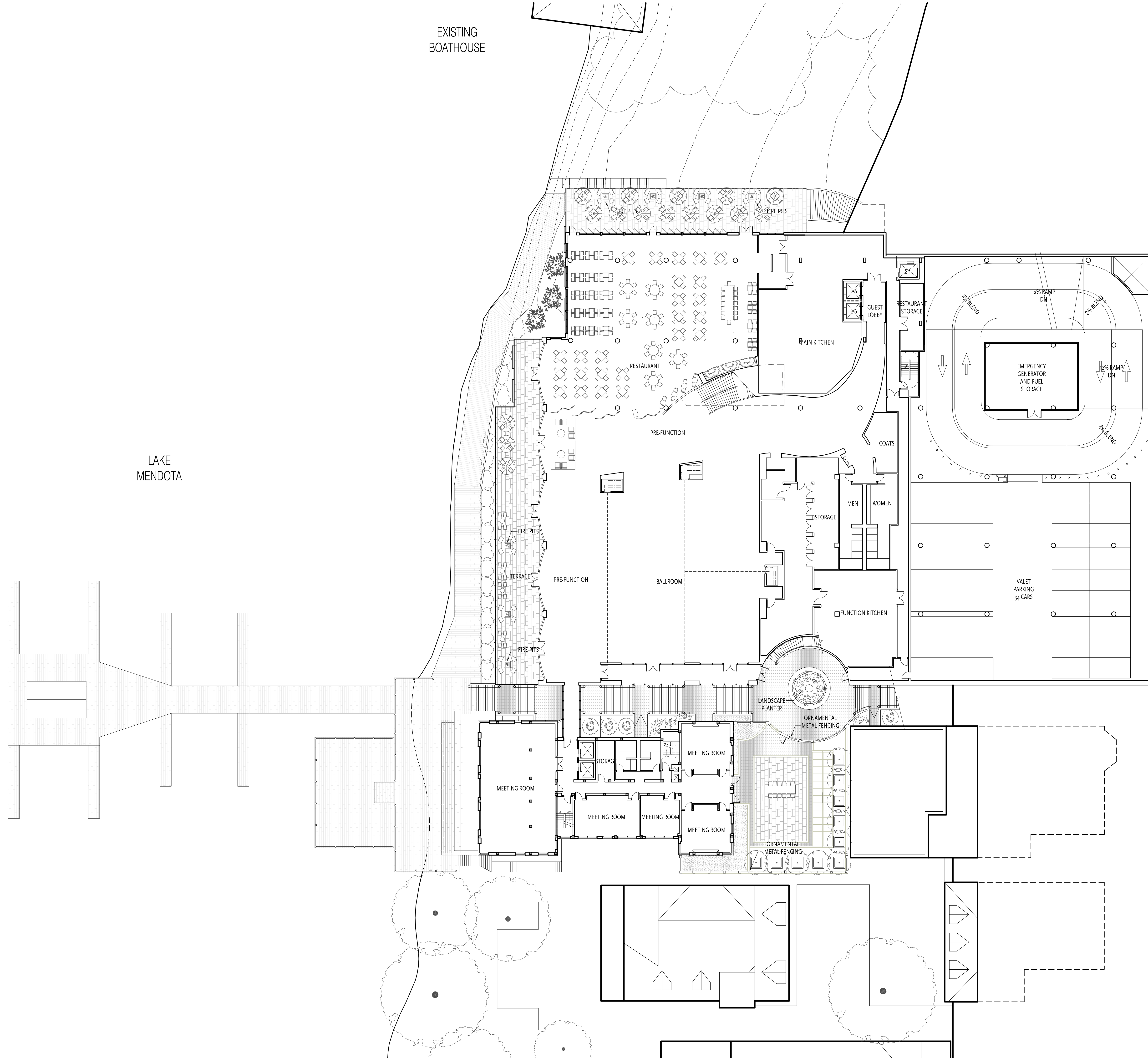
Owner:
Landmark X, LLC
22 East Mifflin Street, Suite 800
Madison, WI 53703

Developer:
Hammes Company
22 East Mifflin Street, Suite 800
Madison, WI 53703

Civil Engineer:
BT Squared, Inc.
2830 Dairy Drive
Madison, WI 53718

EXISTING
BOATHOUSE

LAKE
MENDOTA



PROJECT NUMBER: 08105.00

DATE: July 31, 2009

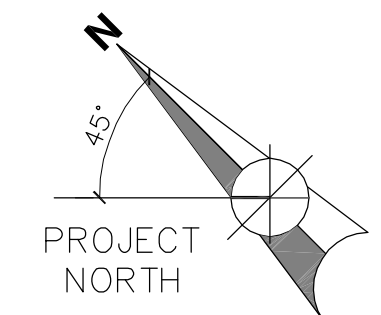
REVISIONS:

SCALE: 1" = 20'-0"

DRAWING NAME:
Lower Level 2
(Ballroom)

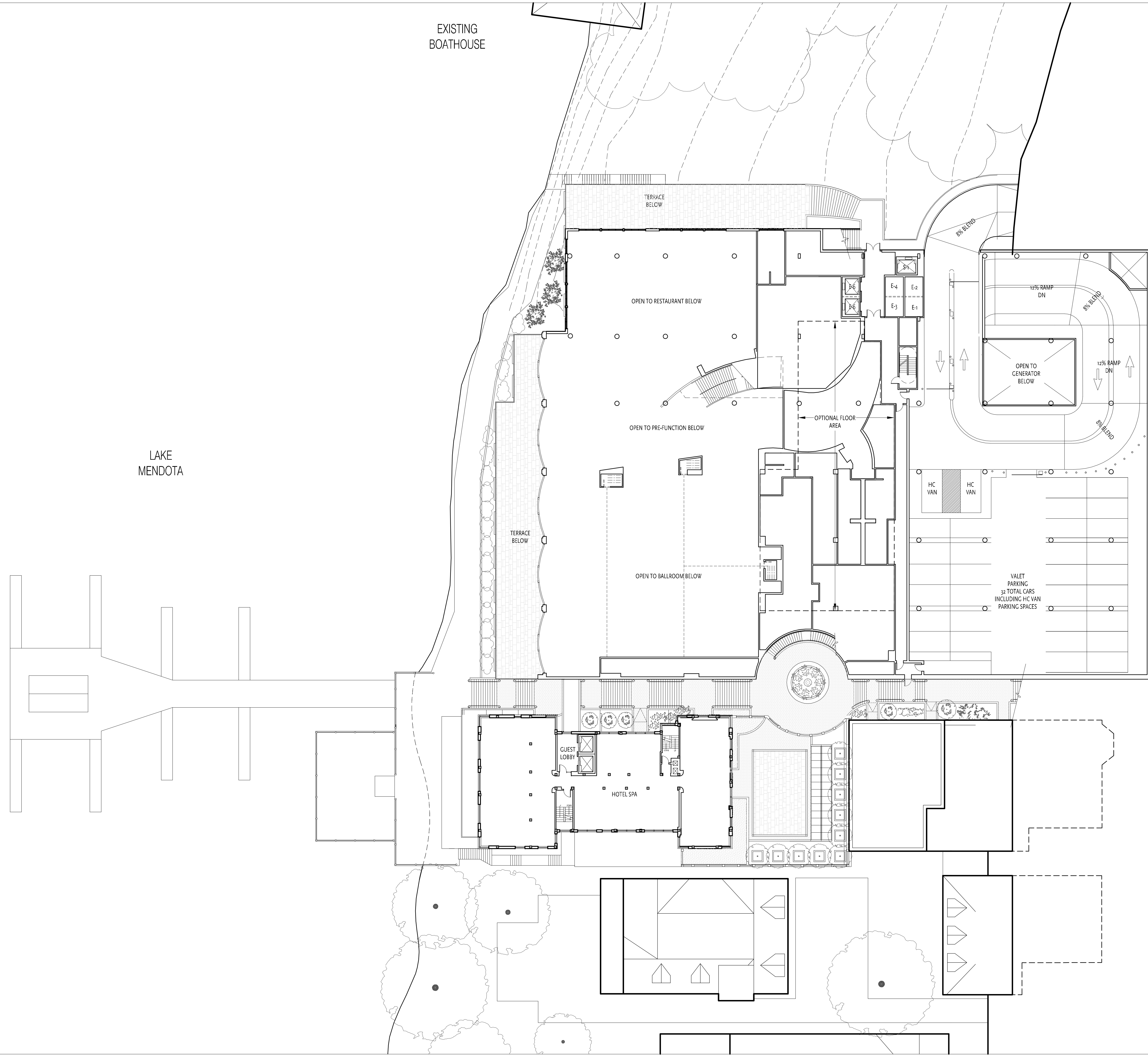
DRAWING NUMBER:

A1.05



EXISTING
BOATHOUSE

LAKE
MENDOTA



ELKUS | MANFREDI
ARCHITECTS

[address] 300 A STREET
BOSTON MASSACHUSETTS 02210
[tel] 617-426-1300

The Edgewater

666 Wisconsin Avenue
Madison, WI 53703

Owner:
Landmark X, LLC
22 East Mifflin Street, Suite 800
Madison, WI 53703

Developer:
Hammes Company
22 East Mifflin Street, Suite 800
Madison, WI 53703

Civil Engineer:
BT Squared, Inc.
2830 Dairy Drive
Madison, WI 53718

PROJECT NUMBER: 08105.00

DATE: July 31, 2009

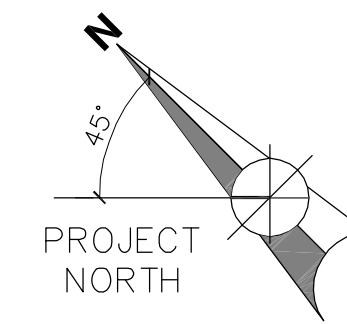
REVISIONS:

SCALE: 1" = 20'-0"

DRAWING NAME:
Lower Level 1

DRAWING NUMBER:

A1.06



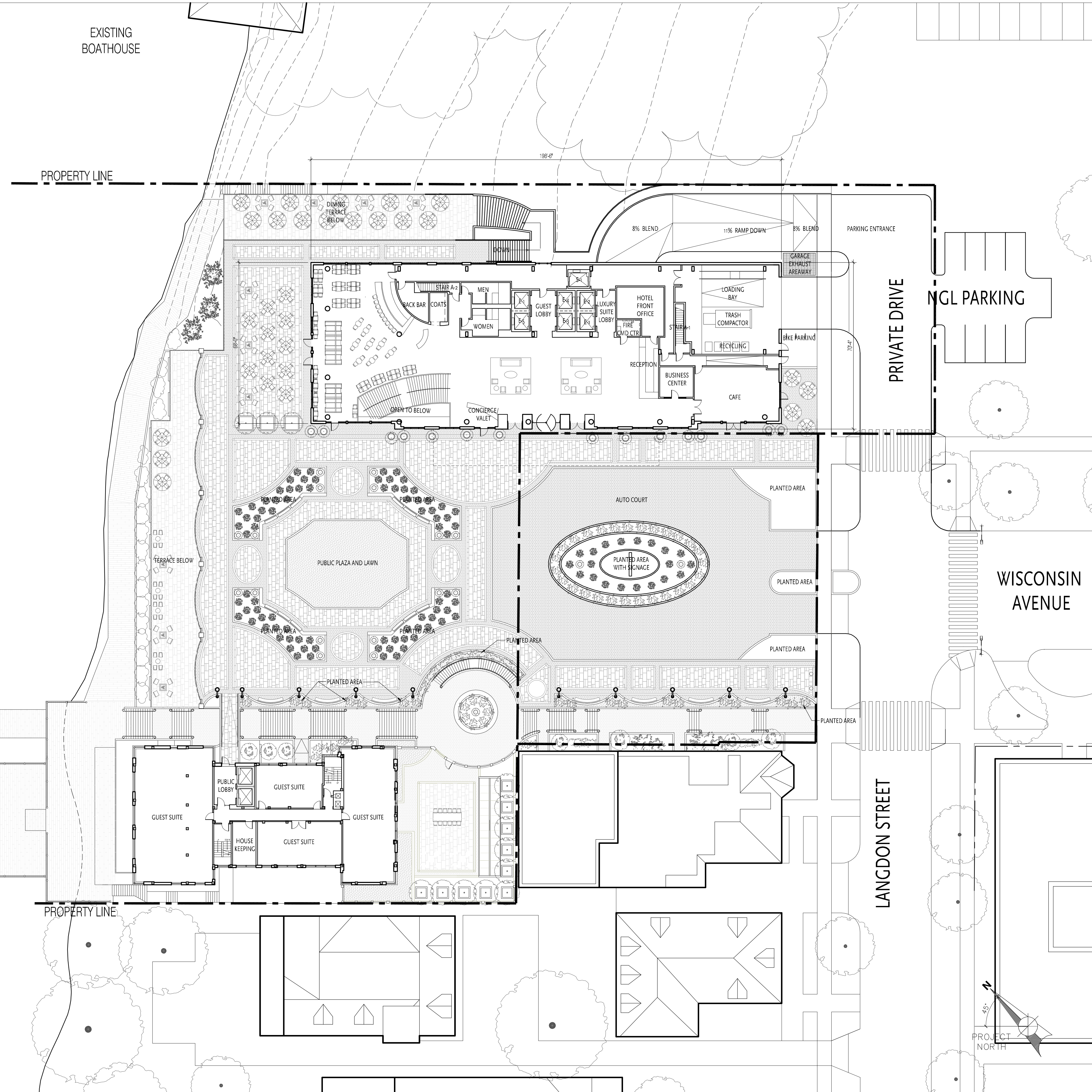
The Edgewater

666 Wisconsin Avenue
Madison, WI 53703

Owner:
Landmark X, LLC
22 East Mifflin Street, Suite 800
Madison, WI 53703

Developer:
Hammes Company
22 East Mifflin Street, Suite 800
Madison, WI 53703

Civil Engineer:
BT Squared, Inc.
2830 Dairy Drive
Madison, WI 53718



PROJECT NUMBER: 08105.00

DATE: July 31, 2009

REVISIONS:

SCALE: 1" = 20'-0"

DRAWING NAME:
Plaza Level
Floor 1

DRAWING NUMBER:

A1.07

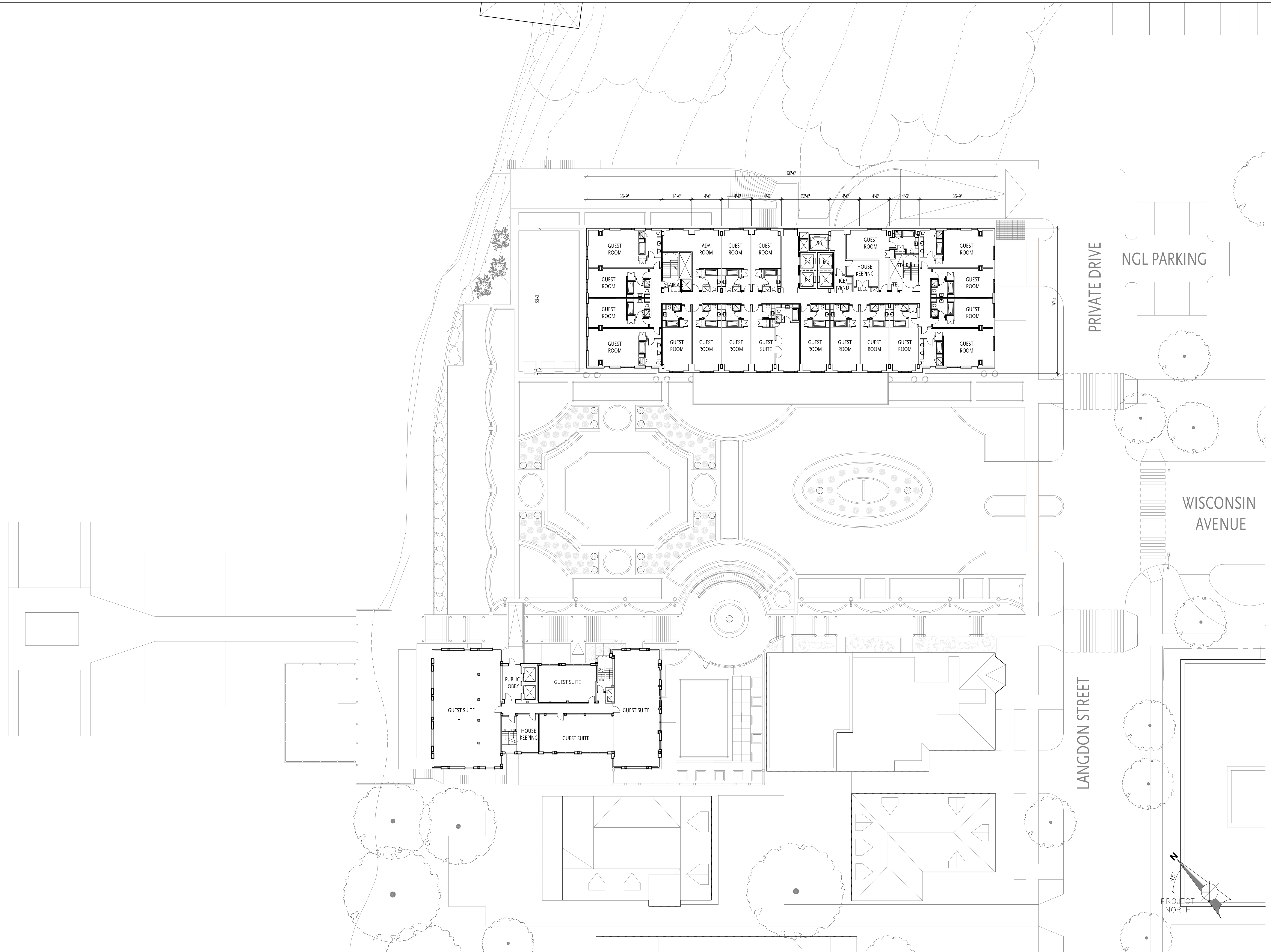
The Edgewater

666 Wisconsin Avenue
Madison, WI 53703

Owner:
Landmark X, LLC
22 East Mifflin Street, Suite 800
Madison, WI 53703

Developer:
Hammes Company
22 East Mifflin Street, Suite 800
Madison, WI 53703

Civil Engineer:
BT Squared, Inc.
2830 Dairy Drive
Madison, WI 53718



PROJECT NUMBER: 08105.00

DATE: July 31, 2009

REVISIONS:

SCALE: 1" = 20'-0"

DRAWING NAME:

New Hotel Floors 2-3

Existing Edgewater Hotel
Floors 2-4

DRAWING NUMBER:

A1.08

EXISTING
BOATHOUSE

LAKE
MENDOTA

ELKUS | MANFREDI
ARCHITECTS

[address] 300 A STREET
BOSTON MASSACHUSETTS 02210
[tel] 617-426-1300

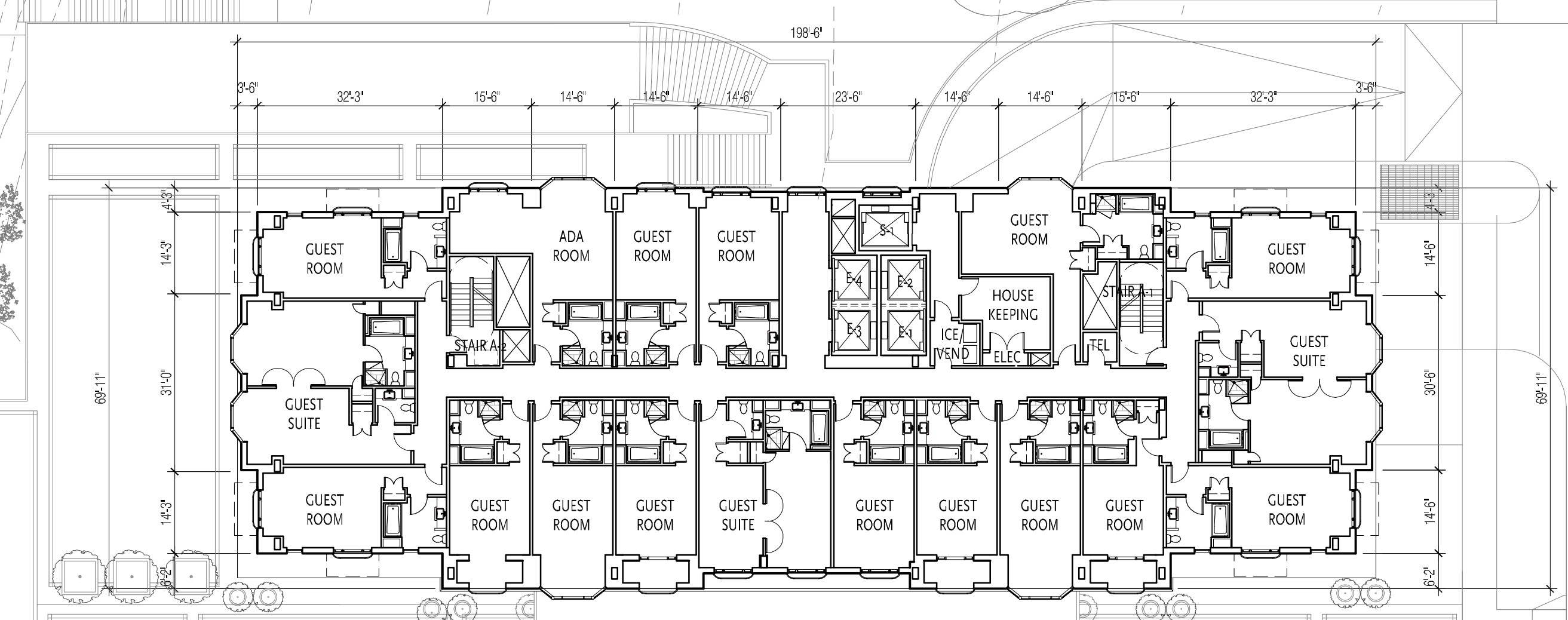
The Edgewater

666 Wisconsin Avenue
Madison, WI 53703

Owner:
Landmark X, LLC
22 East Mifflin Street, Suite 800
Madison, WI 53703

Developer:
Hammes Company
22 East Mifflin Street, Suite 800
Madison, WI 53703

Civil Engineer:
BT Squared, Inc.
2830 Dairy Drive
Madison, WI 53718

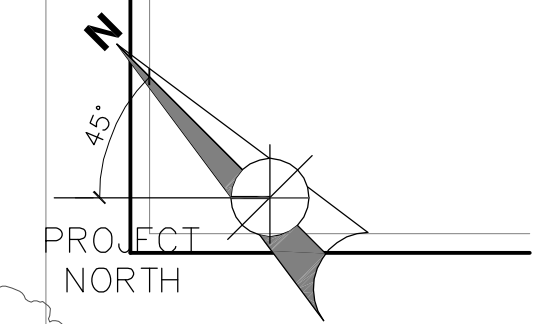
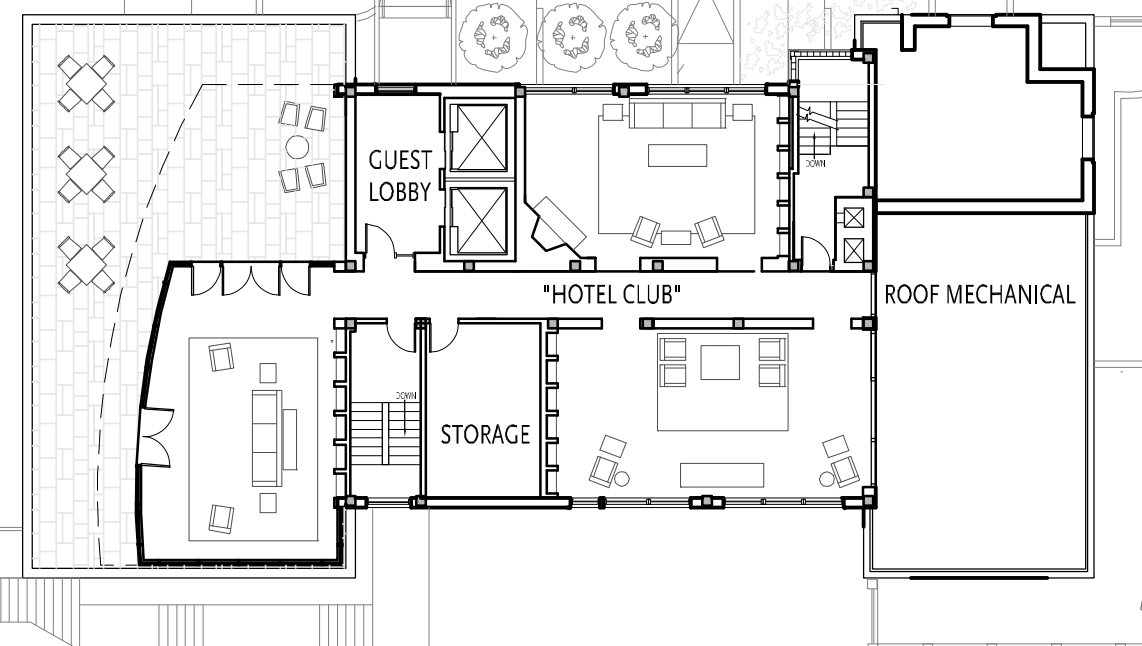


PRIVATE DRIVE

NGL PARKING

WISCONSIN
AVENUE

LANGDON STREET



PROJECT NUMBER: 08105.00

DATE: July 31, 2009

REVISIONS:

SCALE: 1" = 20'-0"

DRAWING NAME:

New Hotel Floors 4-7

Existing Edgewater Hotel
Floor 5 - Previously Roof

DRAWING NUMBER:

A1.09

EXISTING
BOATHOUSE

LAKE
MENDOTA

ELKUS | MANFREDI
ARCHITECTS

[address] 300 A STREET
BOSTON MASSACHUSETTS 02210
[tel] 617-426-1300

The Edgewater

666 Wisconsin Avenue
Madison, WI 53703

Owner:
Landmark X, LLC
22 East Mifflin Street, Suite 800
Madison, WI 53703

Developer:
Hammes Company
22 East Mifflin Street, Suite 800
Madison, WI 53703

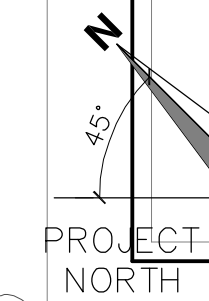
Civil Engineer:
BT Squared, Inc.
2830 Dairy Drive
Madison, WI 53718

PRIVATE DRIVE

NGL PARKING

WISCONSIN
AVENUE

LANGDON STREET



PROJECT NUMBER: 08105.00

DATE: July 31, 2009

REVISIONS:

SCALE: 1" = 20'-0"

DRAWING NAME:

New Hotel Floors 8-9

Existing Edgewater Hotel
Roof

DRAWING NUMBER:

A1.10

EXISTING
BOATHOUSE

LAKE
MENDOTA

ELKUS | MANFREDI
ARCHITECTS

[address] 300 A STREET
BOSTON MASSACHUSETTS 02210
[tel] 617-426-1300

The Edgewater

666 Wisconsin Avenue
Madison, WI 53703

Owner:
Landmark X, LLC
22 East Mifflin Street, Suite 800
Madison, WI 53703

Developer:
Hammes Company
22 East Mifflin Street, Suite 800
Madison, WI 53703

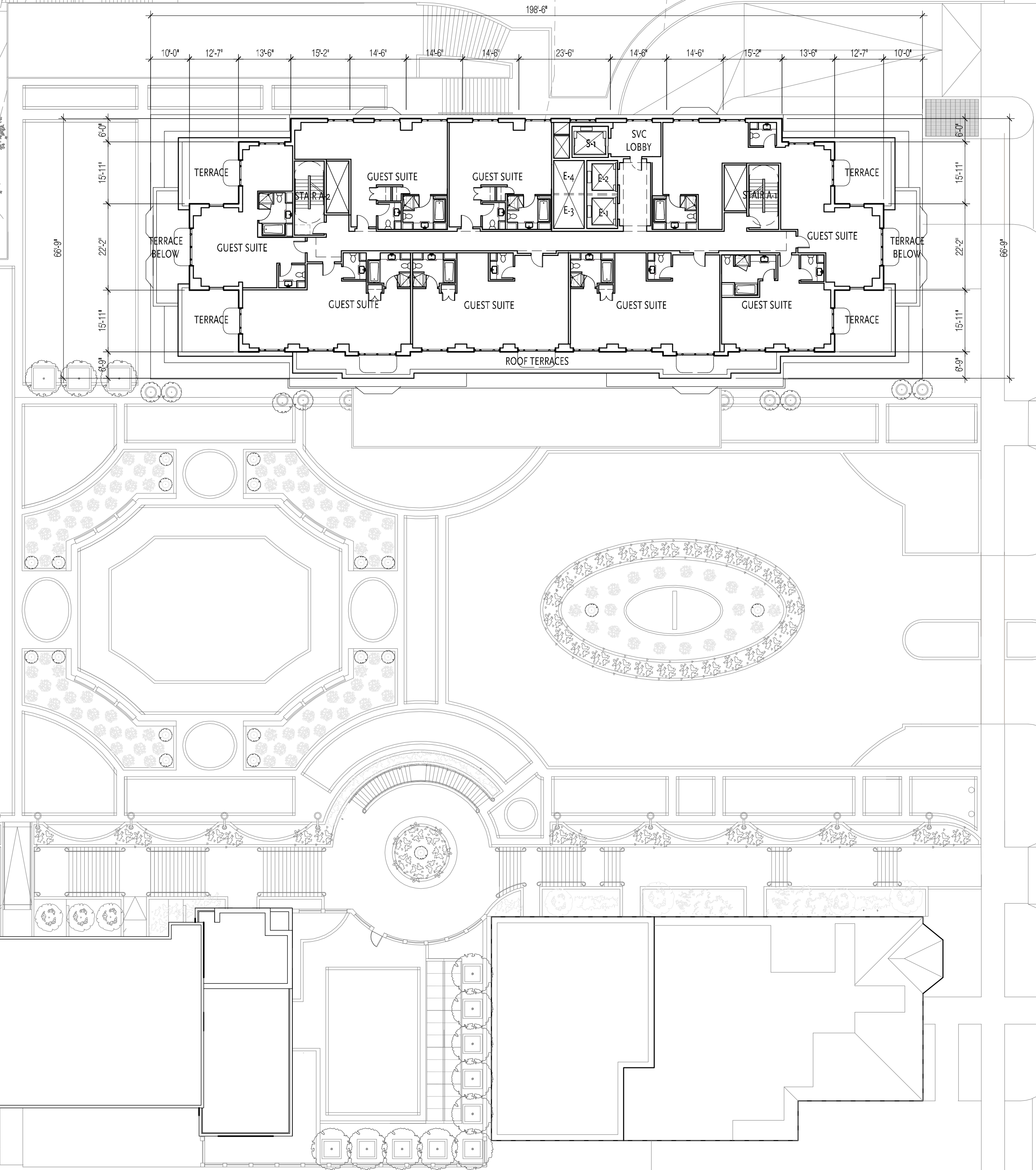
Civil Engineer:
BT Squared, Inc.
2830 Dairy Drive
Madison, WI 53718

PRIVATE DRIVE

NGL PARKING

WISCONSIN
AVENUE

LANGDON STREET



PROJECT NUMBER: 08105.00

DATE: July 31, 2009

REVISIONS:

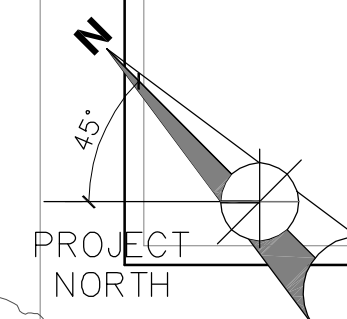
SCALE: 1" = 20'-0"

DRAWING NAME:

New Hotel Floors 10
and 11
Existing Edgewater Hotel
Roof

DRAWING NUMBER:

A1.11



EXISTING
BOATHOUSE

LAKE
MENDOTA

ELKUS | MANFREDI
ARCHITECTS

[address] 300 A STREET
BOSTON MASSACHUSETTS 02210
[tel] 617-426-1300

The Edgewater

666 Wisconsin Avenue
Madison, WI 53703

Owner:
Landmark X, LLC
22 East Mifflin Street, Suite 800
Madison, WI 53703

Developer:
Hammes Company
22 East Mifflin Street, Suite 800
Madison, WI 53703

Civil Engineer:
BT Squared, Inc.
2830 Dairy Drive
Madison, WI 53718

PRIVATE DRIVE

NGL PARKING

WISCONSIN
AVENUE

LANGDON STREET

45°
PROJECT
NORTH

PROJECT NUMBER: 08105.00

DATE: July 31, 2009

REVISIONS:

SCALE: 1" = 20'-0"

DRAWING NAME:

New Hotel Roof Plan

Existing Edgewater Hotel
Roof

DRAWING NUMBER:

A1.12

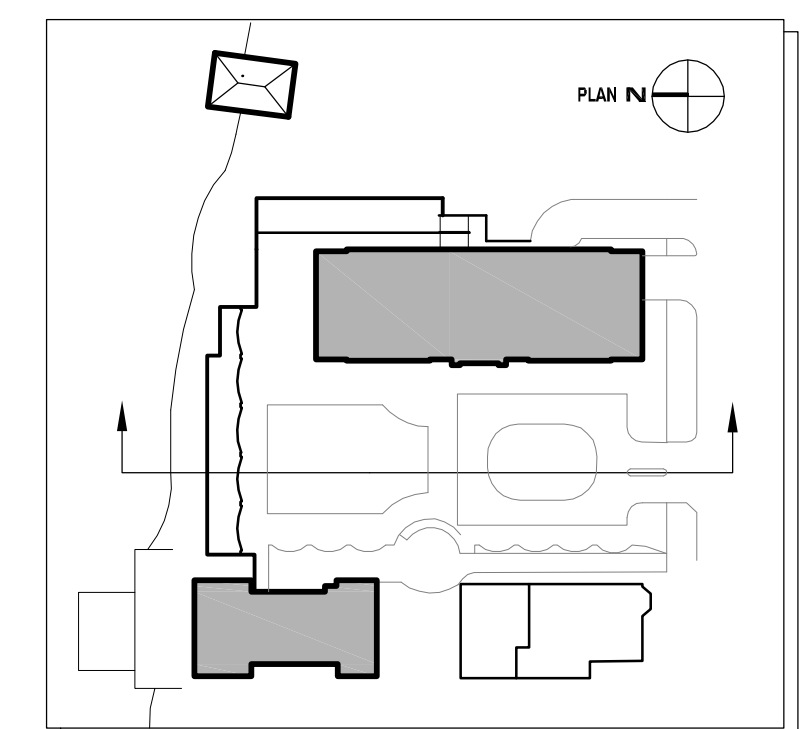
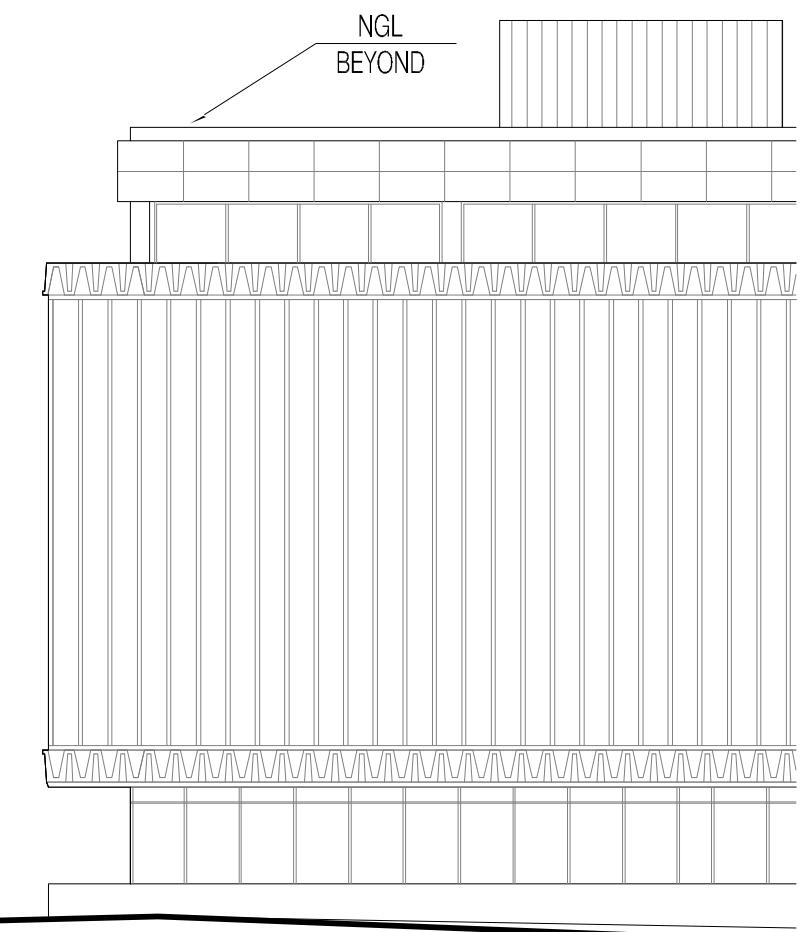
The Edgewater

666 Wisconsin Avenue
Madison, WI 53703

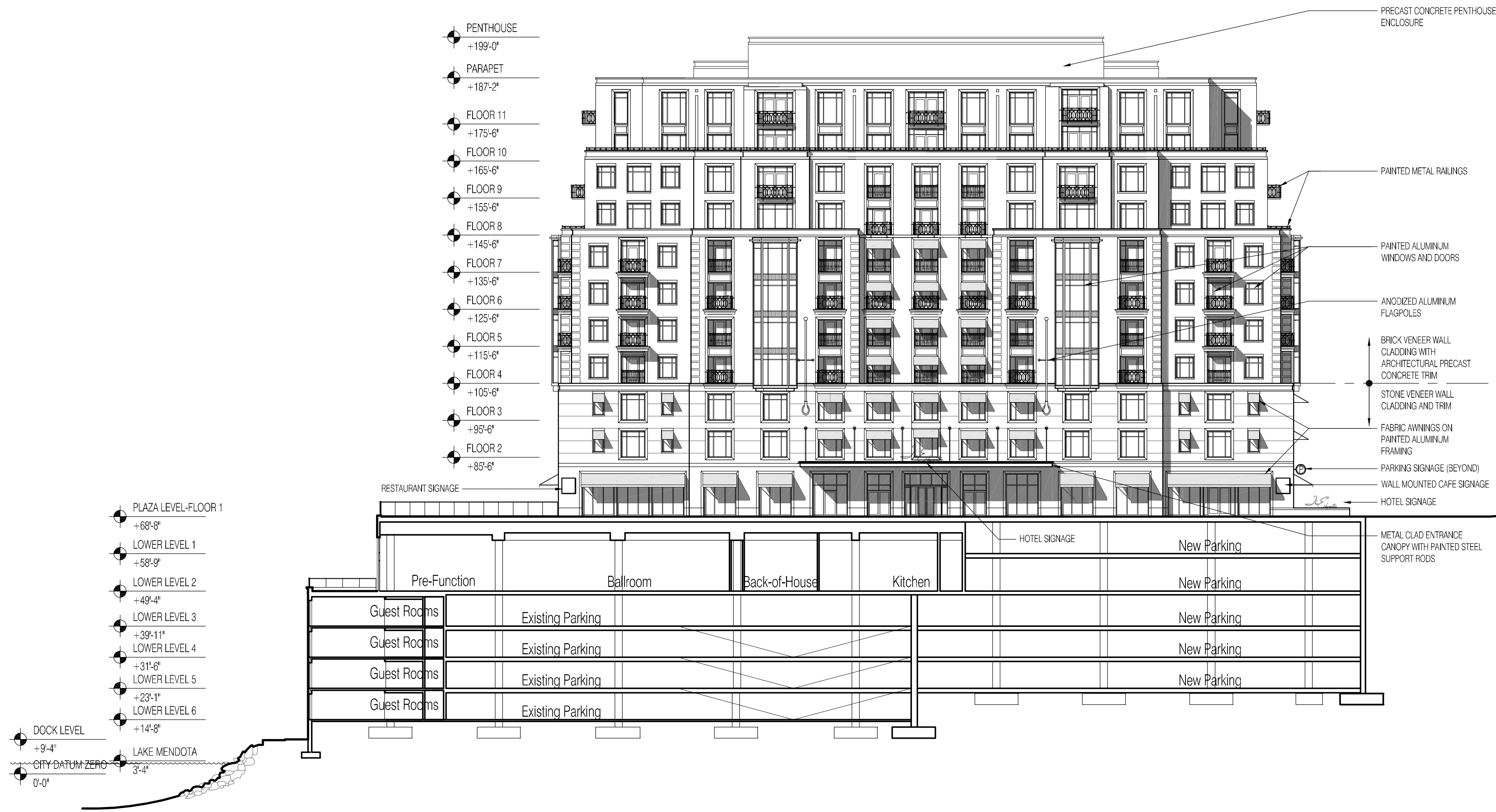
Owner:
Landmark X, LLC
22 East Mifflin Street, Suite 800
Madison, WI 53703

Developer:
Hammes Company
22 East Mifflin Street, Suite 800
Madison, WI 53703

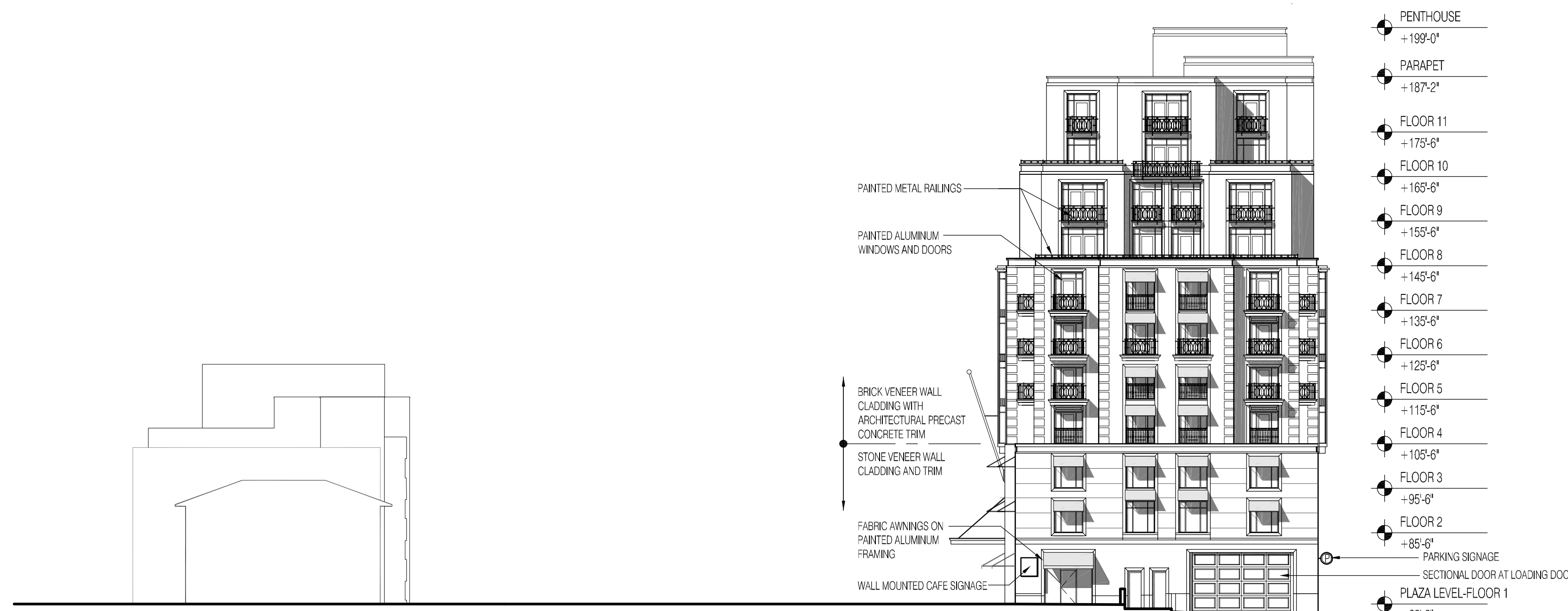
Civil Engineer:
BT Squared, Inc.
2830 Dairy Drive
Madison, WI 53718



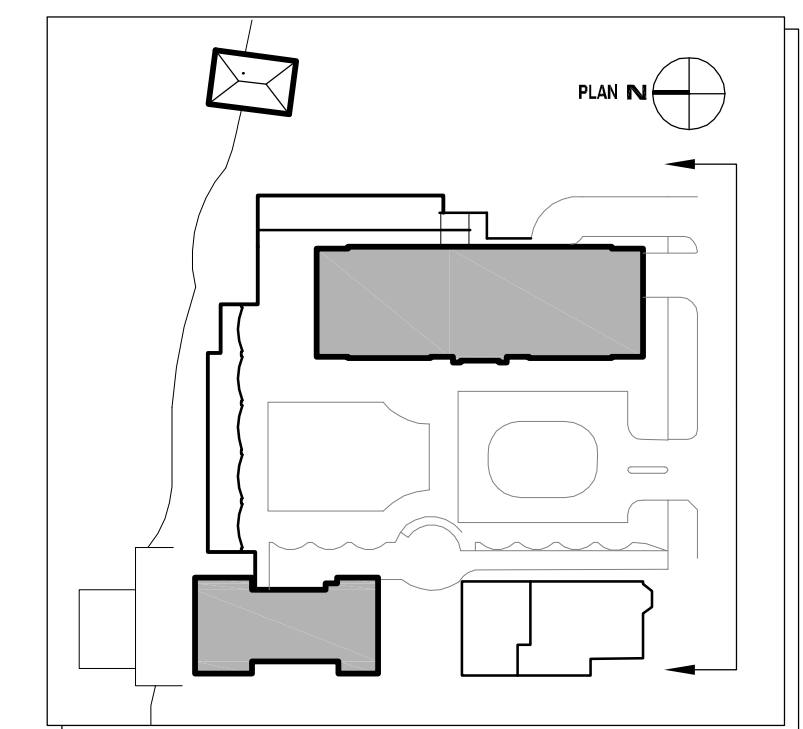
Plan Diagram



2 Section and Elevation of New Hotel at Plaza
SCALE: 1"=20'-0"



1 Langdon Street Elevation
SCALE: 1"=20'-0"



Plan Diagram

PROJECT NUMBER: 08105.00

DATE: July 31, 2009

REVISIONS:

SCALE: 1"= 20'-0"

DRAWING NAME:

Elevations

DRAWING NUMBER:

A2.01

The Edgewater

666 Wisconsin Avenue
Madison, WI 53703

Owner:
Landmark X, LLC
22 East Mifflin Street, Suite 800
Madison, WI 53703

Developer:
Hammes Company
22 East Mifflin Street, Suite 800
Madison, WI 53703

Civil Engineer:
BT Squared, Inc.
2830 Dairy Drive
Madison, WI 53718

PROJECT NUMBER: 08105.00

DATE: July 31, 2009

REVISIONS:

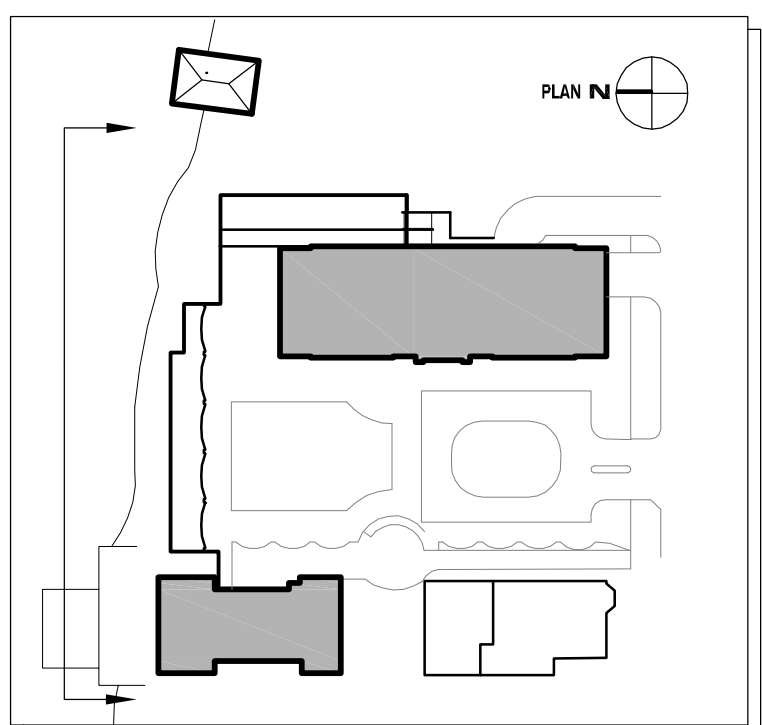
SCALE: 1" = 20'-0"

DRAWING NAME:

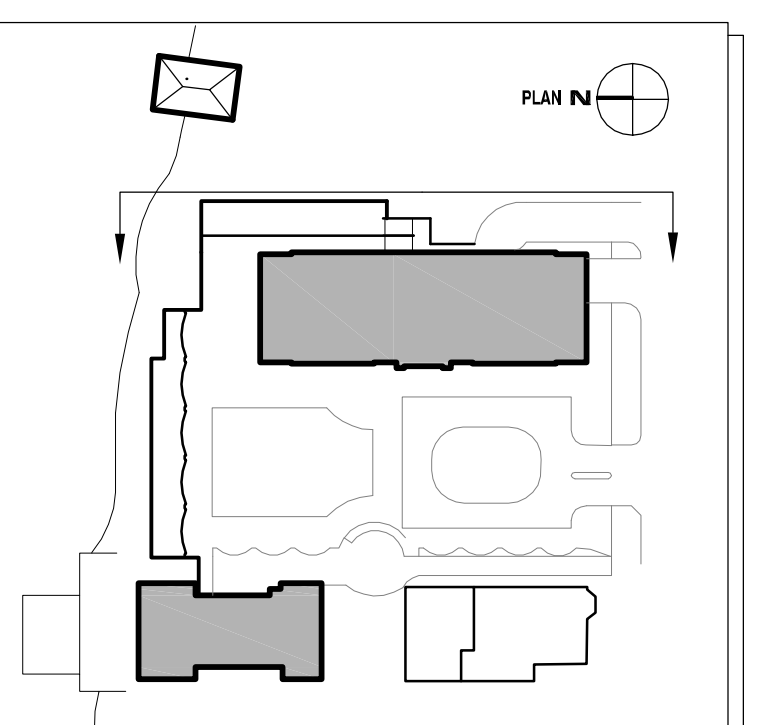
Elevations

DRAWING NUMBER:

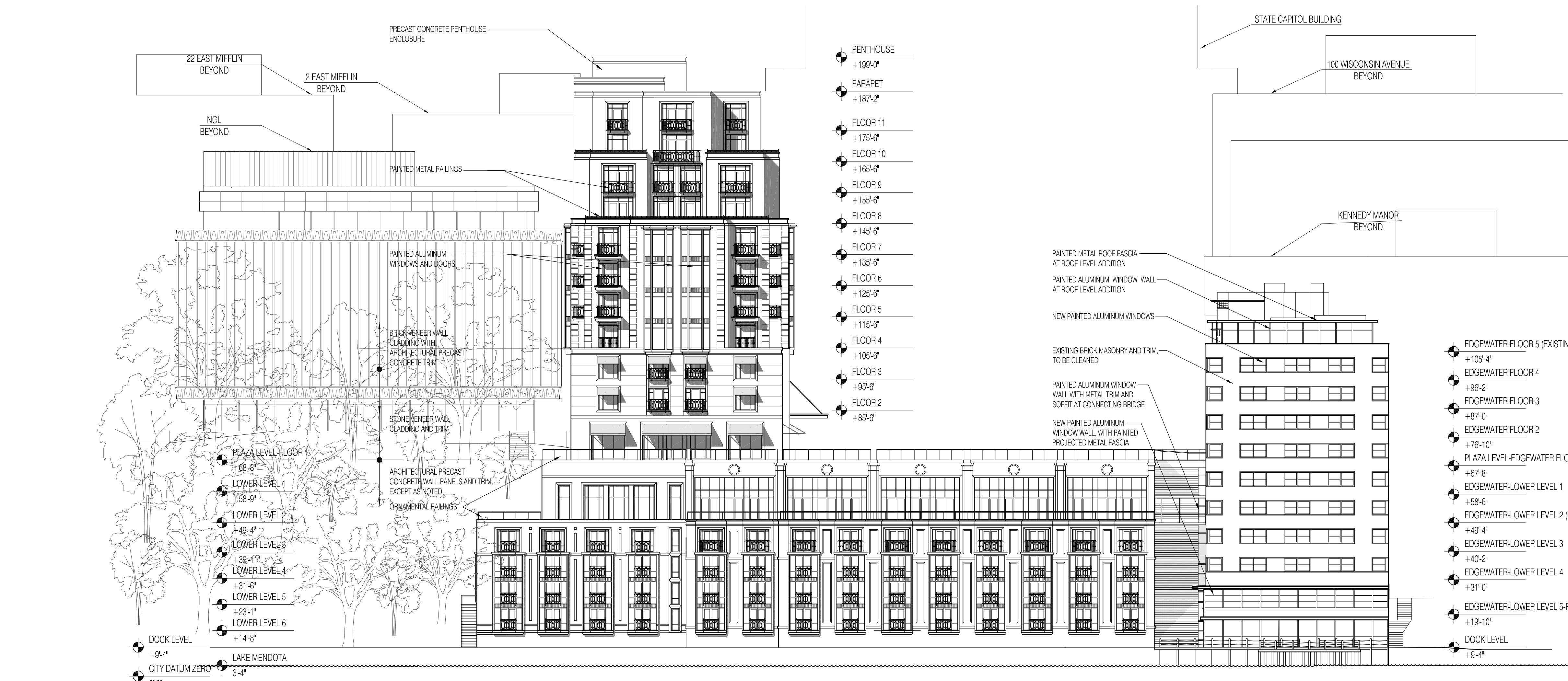
A2.02



Plan Diagram

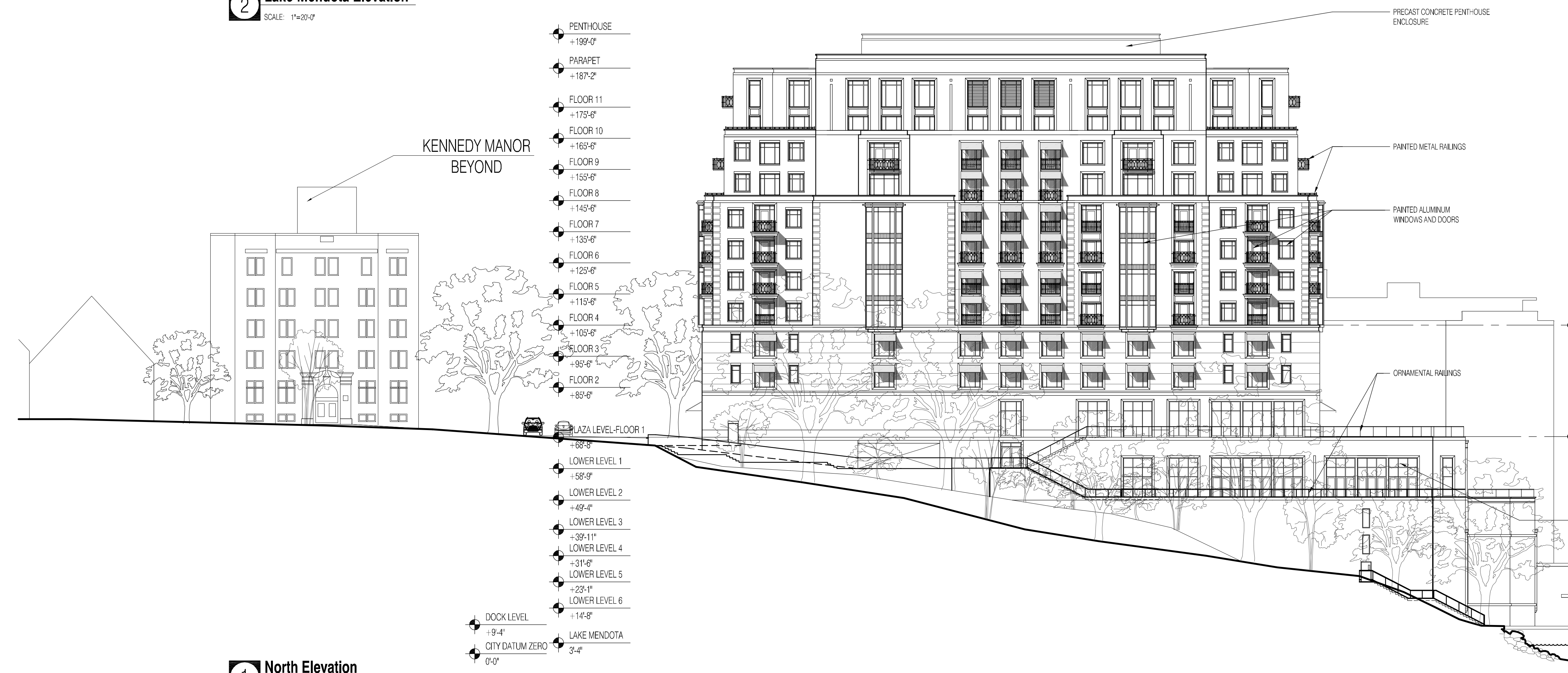


Plan Diagram



2 Lake Mendota Elevation

SCALE: 1" = 20'-0"



1 North Elevation

SCALE: 1" = 20'-0"

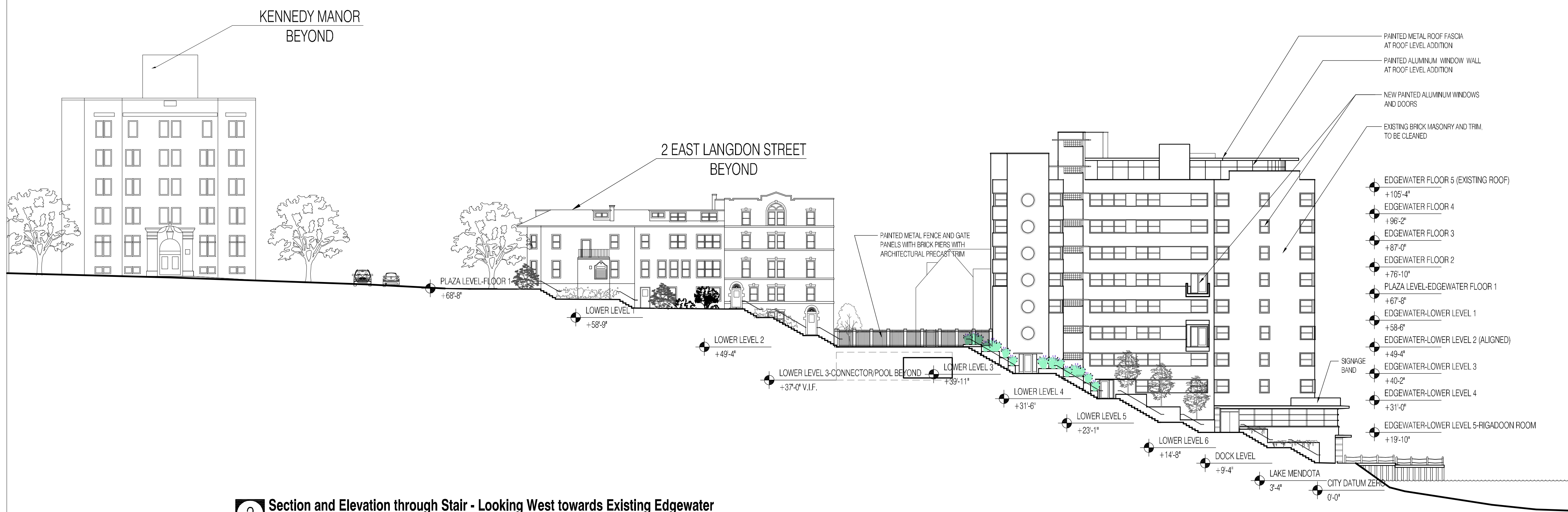
The Edgewater

666 Wisconsin Avenue
Madison, WI 53703

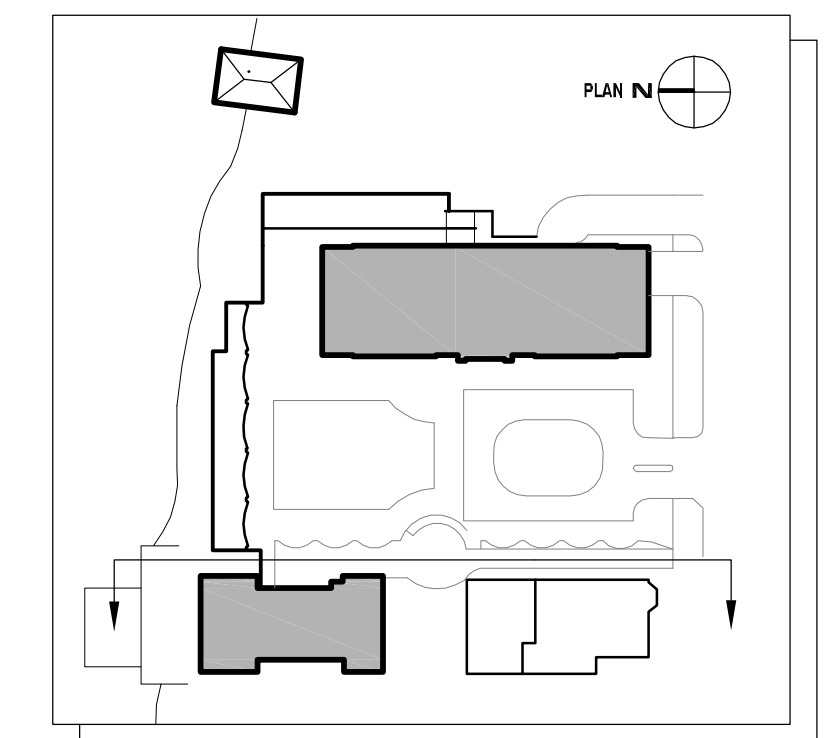
Owner:
Landmark X, LLC
22 East Mifflin Street, Suite 800
Madison, WI 53703

Developer:
Hammes Company
22 East Mifflin Street, Suite 800
Madison, WI 53703

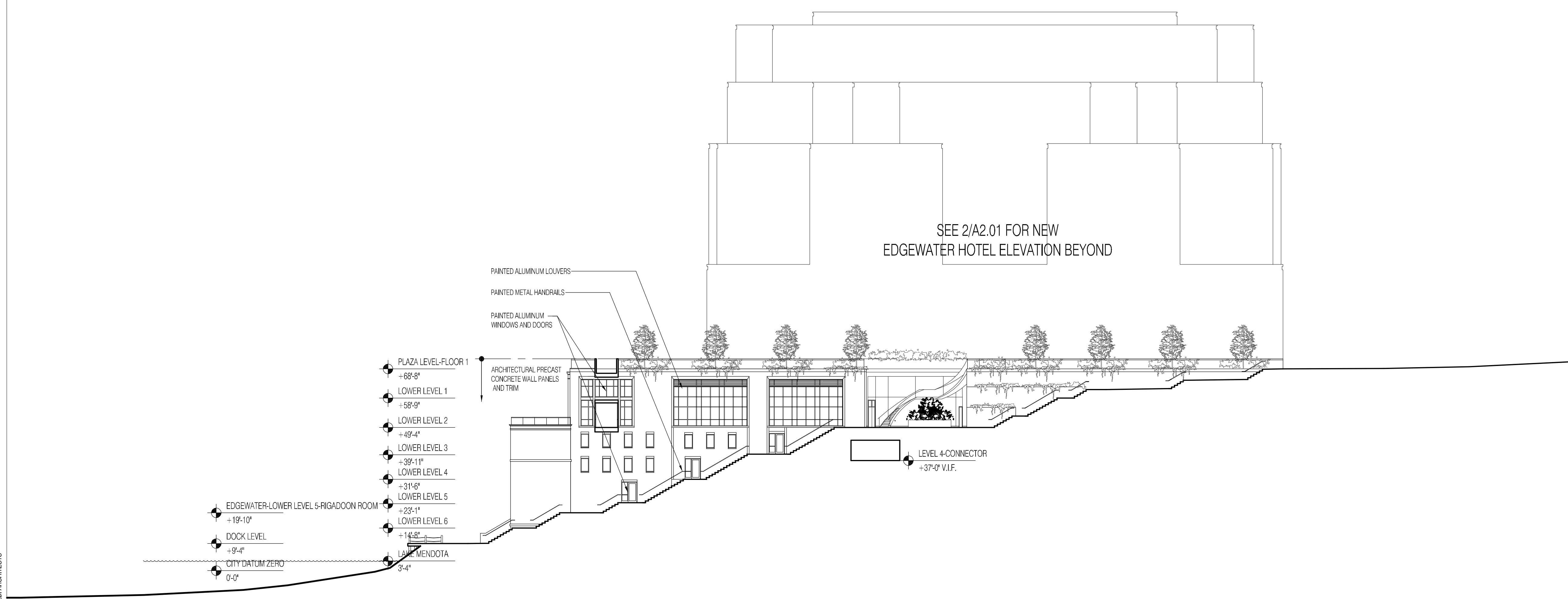
Civil Engineer:
BT Squared, Inc.
2830 Dairy Drive
Madison, WI 53718



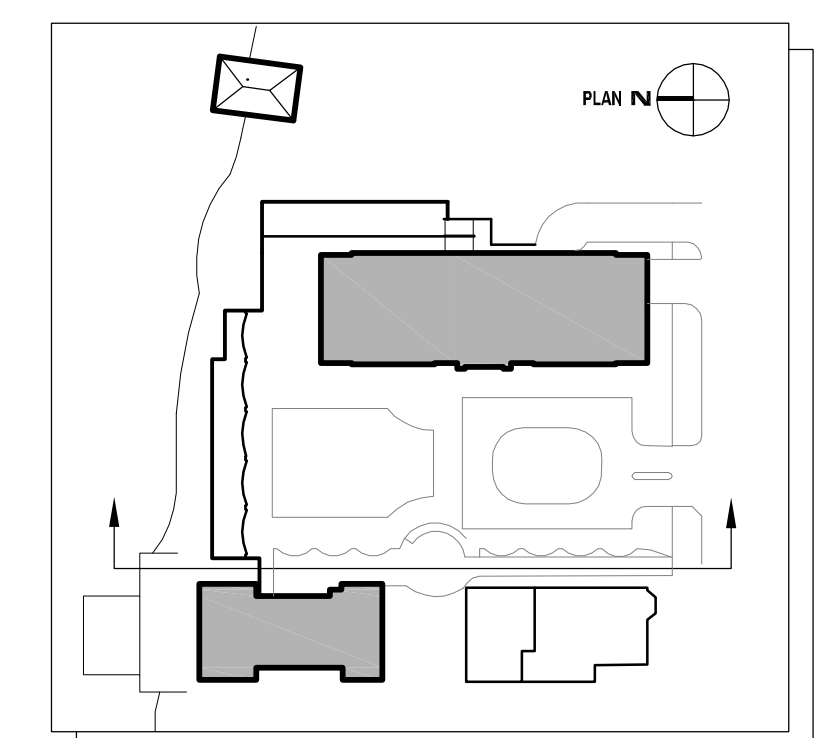
2 Section and Elevation through Stair - Looking West towards Existing Edgewater
SCALE: 1"=20'-0"



Plan Diagram



1 Section and Elevation Through Stair - Looking East
SCALE: 1"=20'-0"



Plan Diagram

PROJECT NUMBER: 08105.00

DATE: July 31, 2009

REVISIONS:

SCALE: 1"=20'-0"

DRAWING NAME:

Elevations and
Sections

DRAWING NUMBER: