

From: [Clear, Mark](#)
To: [Verbick, Jim](#); [Allen, Roger](#); [Verveer, Michael](#); [Bidar-Sielaff, Shiva](#); [Skidmore, Paul](#)
Subject: For ALRC: comment on Edgewater agreement
Date: Wednesday, September 13, 2017 5:30:00 PM

Dear ALRC members,

I support the Plan of Operation as proposed by the Edgewater Hotel.

I was President of the Madison Common Council when the hotel redevelopment was approved and the public access management agreement was negotiated and approved. At that time, the paramount concern of both the public and the Council was *public access*--ensuring that Edgewater management could not arbitrarily or regularly close the plaza to the public. It was essential not to repeat the mistake of the 1970s addition, which created a rooftop space which was technically public, but was hidden and uninviting to say the least.

Built in part on public property, the Council wanted assurances that the plaza would be accessible, inviting, and active, with frequent *public* events programmed by the hotel, and significant restrictions on the time, manner, and frequency that the hotel could limit public access for private events. Public access to Lake Mendota is in limited supply, especially downtown. The Edgewater is the only commercial public accommodation on Mendota in the City of Madison, making its location a unique opportunity for our city.

There was significant skepticism and mistrust at the time, due to the divisive nature of hotel's approval process. But since opening, Edgewater management has exceeded expectations in fulfilling the vision of an active public space. done a superb job of fulfilling that promise both in letter and in spirit.

Please ensure that the Edgewater plaza remains a space where the public is allowed, welcome, and motivated to visit by approving the entertainment license without conditions that would limit this vision.

Thank you,

Mark C.

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