

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Date Received 5/18/26 3:08 p.m.

Initial Submittal

Paid _____

Revised Submittal

Complete all sections of this application, including the desired meeting date and the action requested. If your project requires both UDC and Land Use application submittals, a completed [Land Use Application](#) and accompanying submittal materials are also required to be submitted.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.

Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.

Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.

1. Project Information

Address (list all addresses on the project site): 1001 Wisconsin Place, Madison WI 53703

Title: The Edgewater

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested June 3, 2026

- New development Alteration to an existing or previously-approved development
 Informational Initial Approval Final Approval

3. Project Type

- Project in an Urban Design District
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
 Planned Development (PD)
 General Development Plan (GDP)
 Specific Implementation Plan (SIP)
 Planned Multi-Use Site or Residential Building Complex

Signage

- Comprehensive Design Review (CDR)
 Modifications of Height, Area, and Setback
 Sign Exceptions as noted in [Sec. 31.043\(3\)](#), MGO

Other

- Please specify
Informational

4. Applicant, Agent, and Property Owner Information

Applicant name Amy Supple
Street address 1001 Wisconsin Place, Madison, WI 53703
Telephone (608) 535-8168

Company The Edgewater Hotel
City/State/Zip Madison, WI 53703
Email a.supple@theedgewater.com

Project contact person Amy Supple
Street address 1001 Wisconsin Place
Telephone (608) 535-8168

Company The Edgewater Hotel
City/State/Zip Madison, WI 53703
Email a.supple@theedgewater.com

Property owner (if not applicant) Robert Dunn
Street address 634 W Main Street, Suite 400
Telephone (608) 274-7447

City/State/Zip Madison, WI 53703
Email dunnb@landmarkcompany.com

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote 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.
- 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.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Modification requests)
- Initial Approval. Applicants may, at their discretion, request Initial Approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the Initial Approval must be addressed at this time.

Presentations to the Commission

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimum application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

*** All plans must be legible, including the full-sized landscape and lighting plans (if required)*

2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in **both** black & white and color for all building sides, including material and color callouts
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- Grading Plan
- Lighting Plan, including fixture cut sheets and photometrics plan (must be legible)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials
- Proposed sign areas and types (if applicable)

4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per [Sec. 31.043\(3\)](#))*)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets [Ch. 31, MGO](#) compared to what is being requested
- Graphic of the proposed signage as it relates to what the [Ch. 31, MGO](#) would permit

5. Required Submittal Materials

Application Form

- A completed application form is required for each UDC appearance. For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (Initial or Final Approval) from the UDC.

Letter of Intent

- If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required.
- For signage applications, a summary of how the proposed signage is consistent with the applicable Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

Development Plans (Refer to checklist on Page 4 for plan details)

Filing Fee (Refer to Section 7 (below) for a list of application fees by request type)

Electronic Submittal

- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to UDApplications@cityofmadison.com. The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

Notification to the District Alder

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Jessica Vaughn on May 1, 2026.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant Amy Supple  Relationship to property General Manager
 Authorizing signature of property owner  Date 5/18/2026

7. Application Filing Fees

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per [§33.24\(6\) MGO](#)).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per [§33.24\(6\)\(b\) MGO](#))
- Comprehensive Design Review: \$500 (per [§31.041\(3\)\(d\)\(1\)\(a\) MGO](#))
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per [§31.041\(3\)\(d\)\(1\)\(c\) MGO](#))
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for Sign Modifications (of height, area, and setback), and additional sign code approvals: \$300 (per [§31.041\(3\)\(d\)\(2\) MGO](#))

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex



— THE —
EDGEWATER
REIMAGINED

May 18, 2026

Urban Design Commission
Attn: Jessica Vaughn
City of Madison
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

Dear Urban Design Commission Members,

I am writing to submit plans and other related materials for an informational presentation of the proposed exterior improvements at The Edgewater at the next Urban Design Commission meeting.

The Edgewater is proposing to add exterior structures to the roof deck of an existing sky bar, canopies over the dining terraces of The Statehouse and The Boathouse restaurants and to demolish a landscape bed and create an opening in the façade of the stair on the Grand Plaza to allow for a concession stand to better serve events. All these improvements are being made in conjunction with planned improvements to the interiors.

The last major renovations at The Edgewater occurred in 2012-2014 when the property was redeveloped. Since that time, The Edgewater has received national recognition as a premiere destination property including being awarded the best historic hotel by the National Trust for Historic Preservation in 2024 and one of the Top 500 hotels in the world by Travel + Leisure magazine in 2018 and 2025. Our intent in making these improvements is to maintain the quality of the property and to keep our amenities competitive with newer projects in the market and the region.

The addition of the canopy on The Statehouse dining terrace will protrude (65 inches) into the existing conservation easement, which was made by agreement between the City of Madison and The Edgewater in 2012. An amendment to that agreement will be required if approved. To be transparent we have disclosed that we have contemplated a potential “phase 2” of improvements that would include a potential structure on the grand plaza and would require additional modifications to the conservation easement, but we are not asking for approvals for that structure at this time as it would be in a future phase of projects.

The improvements have been designed to be complementary to the existing architecture of the building. The improvements will enhance the use of space. There are no impacts to public use and access of the space.

The project team is led by DMAC Architecture and Interiors in conjunction with a project team that includes Nunzio Marc Desantis Architects (Interior Design), Pierce Engineers (Structural) and IMEG (MEP). We have had a neighborhood meeting, met with Alder Ochowitz and with City of Madison staff to gain feedback on the planned design improvements. We look forward to the opportunity to review the planned improvements with the Urban Design Commission and gain your feedback at the upcoming informational presentation.

Thank you.

Sincerely,

Amy Supple
Chief Operating Officer
The Edgewater Hospitality Company



THE EDGEWATER HOTEL

CONTENTS

Location Map & Context

Level 15 | Skybar Exterior Canopy and Enclosure

Level 7 | The Statehouse Canopy

Level 1 | The Boathouse Canopy

Level 5 | Grand Plaza Concession Stand



LEVEL 15

SKYBAR

INTERIOR:

- New finishes at Elevator Lobby
- New finishes at Restrooms
- New FFE and Finishes at Skybar
- New Interior Bar
- Storage and Pantry

ACCESS, SECURITY, OCCUPANCY:

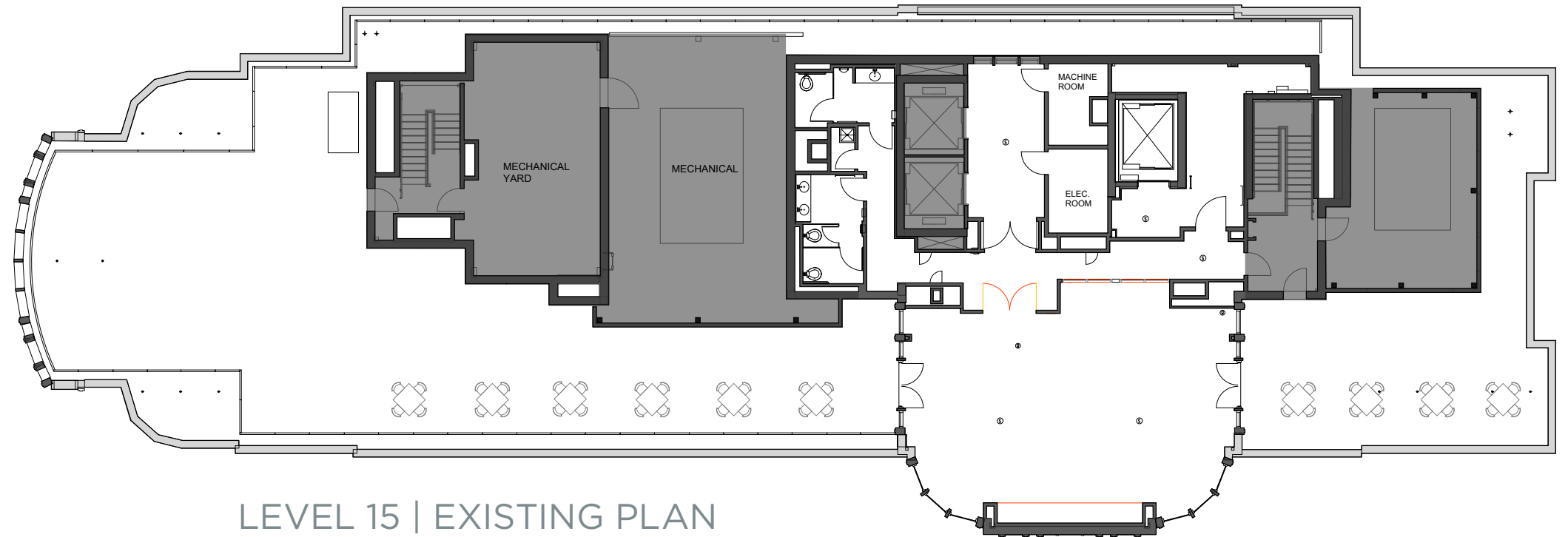
- Maintain all egress stair access
- Elevator access control/ key card access
- Occupancy controlled through access points at Level 7 and Skybar(Host Stands)
- Occupancy: 49 seats at Interior

LAKESIDE TERRACE :

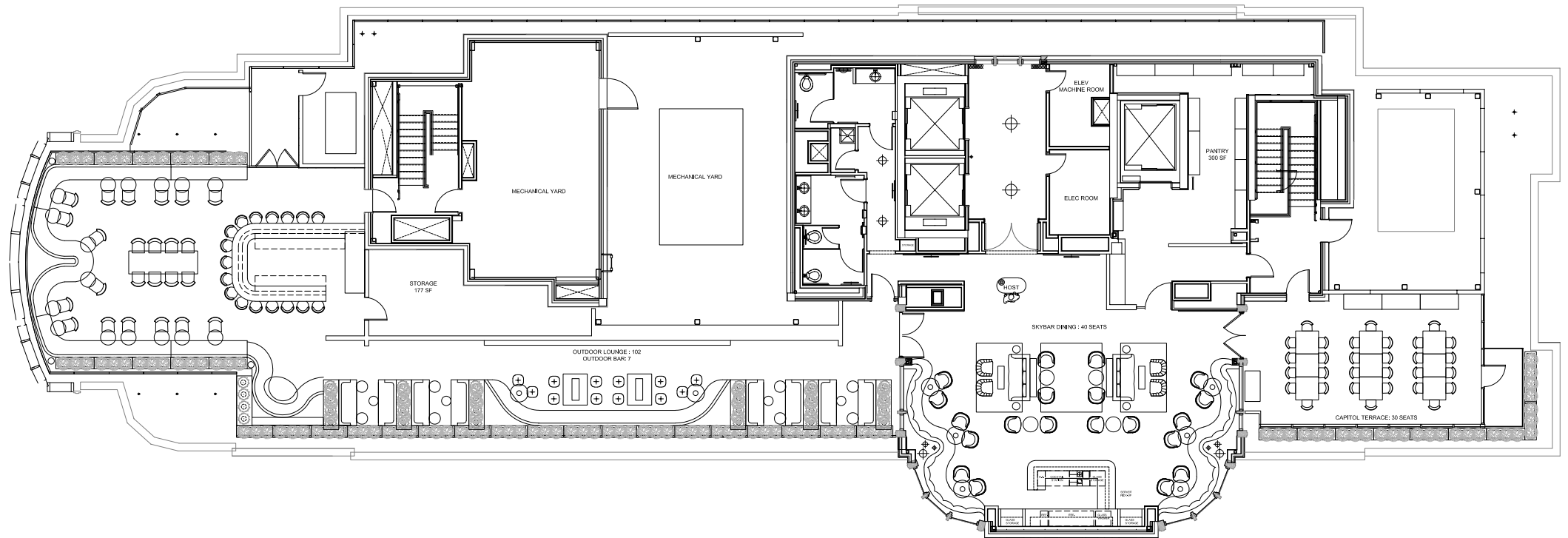
- New Pavers
- New outdoor furniture
- New outdoor bar
- Exterior Roof Canopy assembly (No walls)
- New Planters with integrated wind breaks at Perimeter
- New lighting and outdoor heaters
- Occupancy: +/-96 seats

CAPITOL TERRACE :

- New FFE
- New Greenhouse Roof and wall enclosure (Kit of Parts)
- Package Heating and Cooling for tempering space
- Occupancy: 30 seats

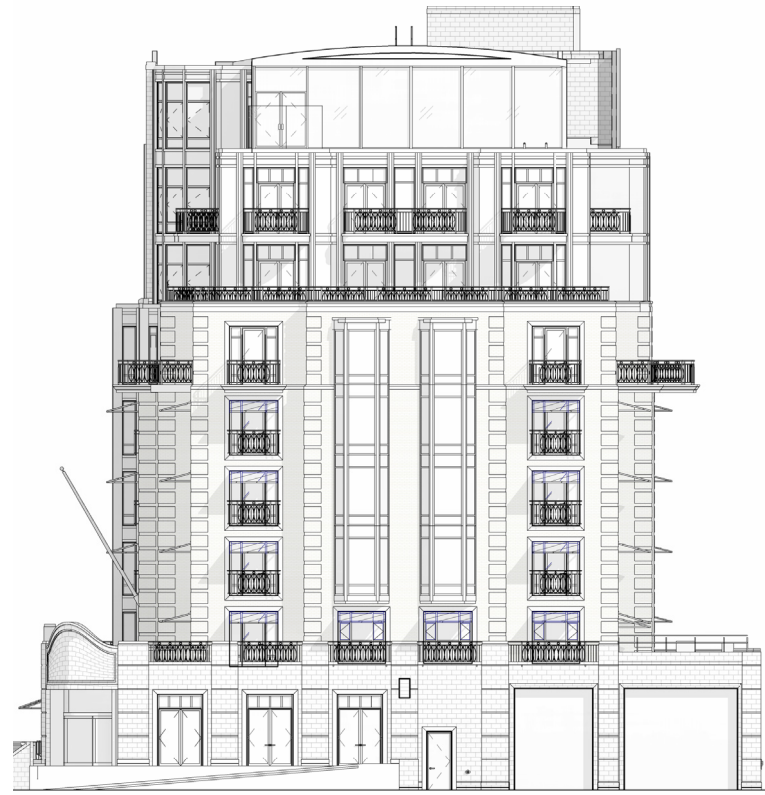


LEVEL 15 | EXISTING PLAN



LEVEL 15 | PROPOSED PLAN

EXTERIOR DESIGN INTENT



LEVEL 15 CANOPY- STREETSIDE ELEVATION



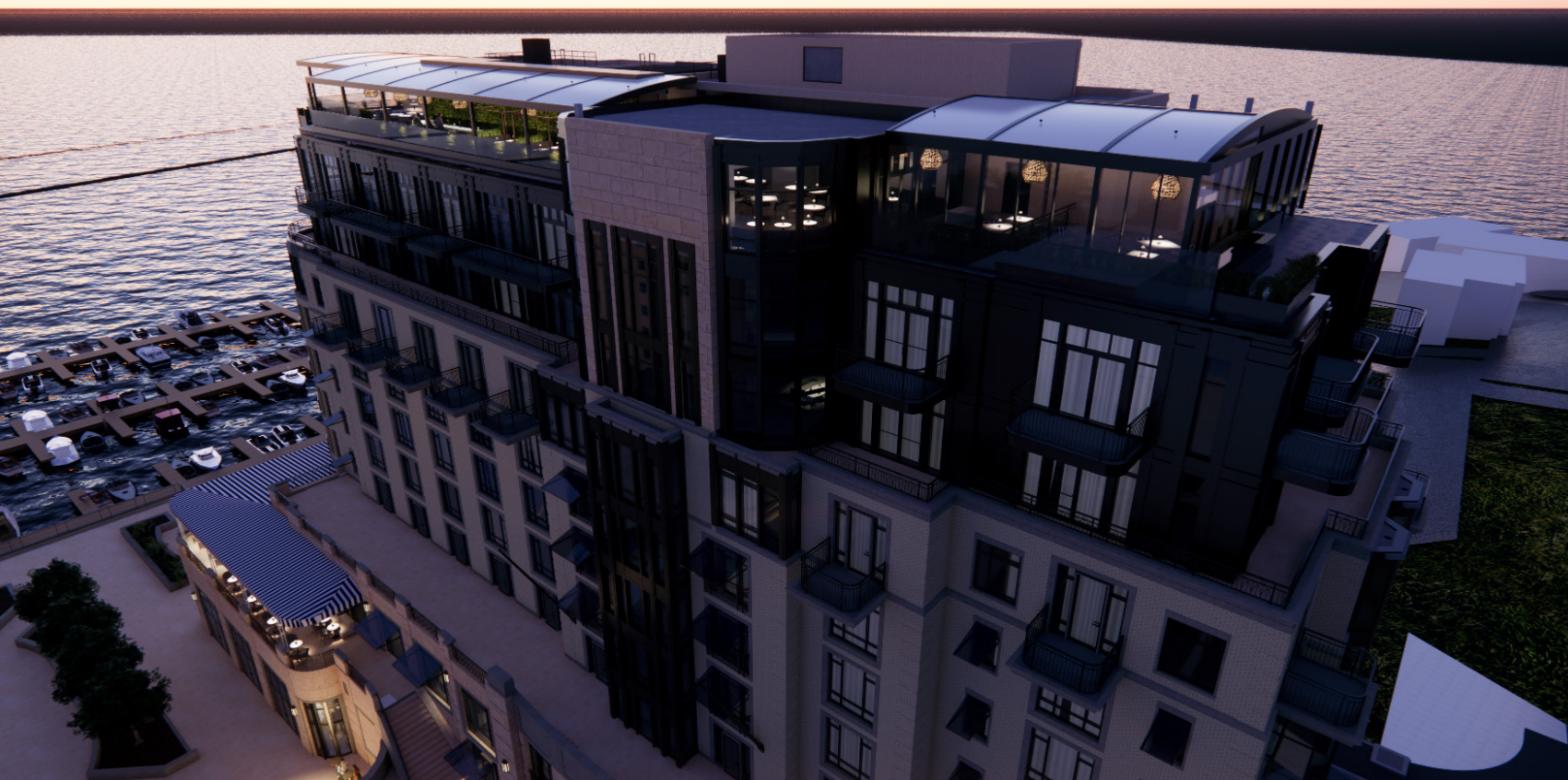
LEVEL 15 CANOPY- PLAZA SIDE ELEVATION



PROPOSED EXTERIOR



PROPOSED EXTERIOR



PROPOSED EXTERIOR



CROWD CONTROL :

Will restrict access by key fobs. Guests will be escorted up, will only be allowed up if there is a seat.

SOUND / NOISE:

State of the art technology to use directed sound to limit transfer.

BIRD SAFETY

Bird safe glass at railing

SOFT LIGHTS:

Thoughtfully designed and arranged lighting to reduce light spill and pollution while creating a warm and inviting atmosphere.

EXISTING EXTERIOR



LEVEL 7

LOBBY, RESTAURANT & BAR

INTERIOR:

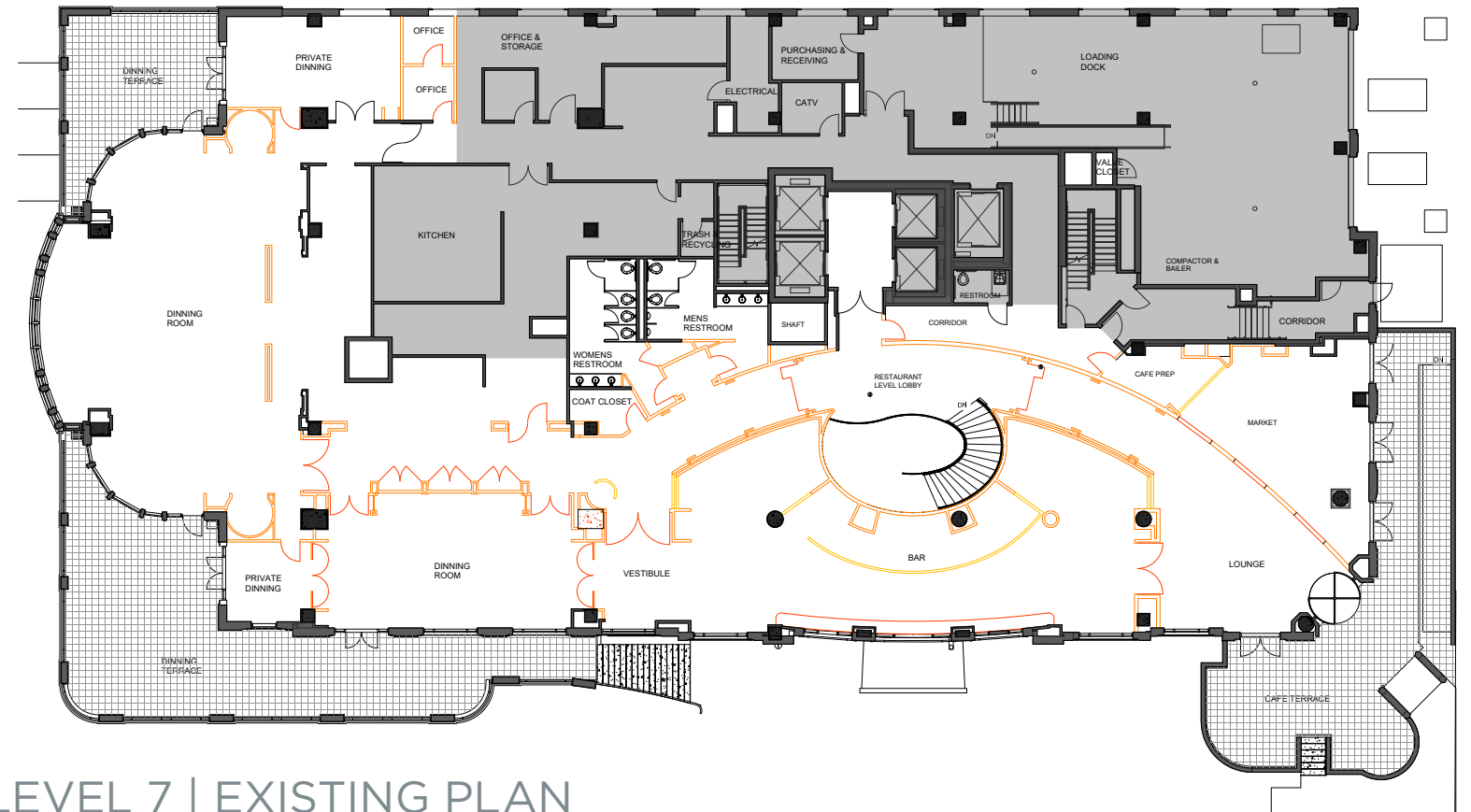
- New Restaurant Layout and concept
- New FFE and Finishes at Restaurant, Lounge, and Private Dining Rooms
- New Interior Bar
- Storage and Pantry

EXTERIOR:

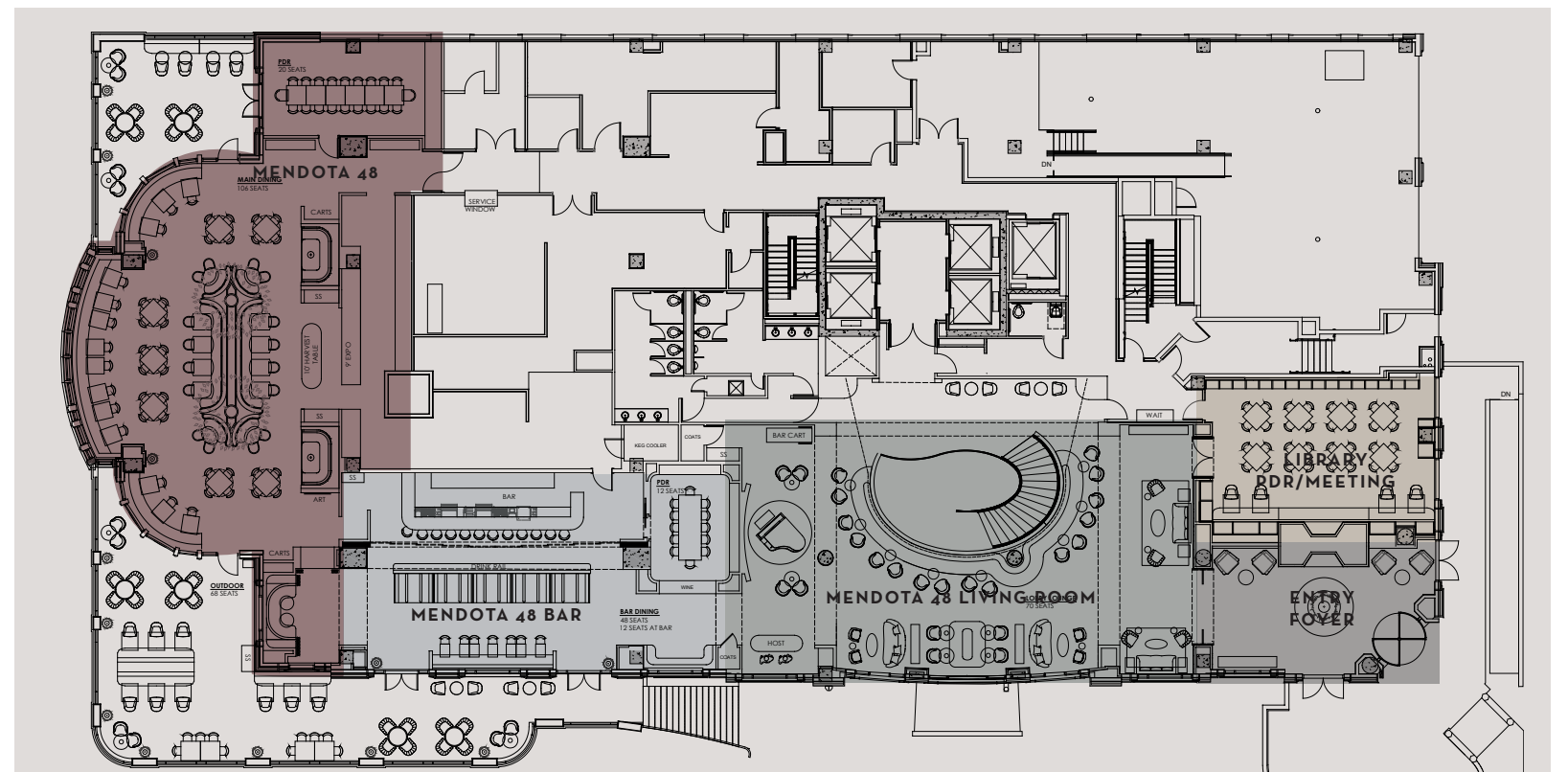
- New exterior dining area layout
- New exterior awnings
- New FFE at exterior dining areas
- New exterior lighting at dining areas

ACCESS, SECURITY, OCCUPANCY:

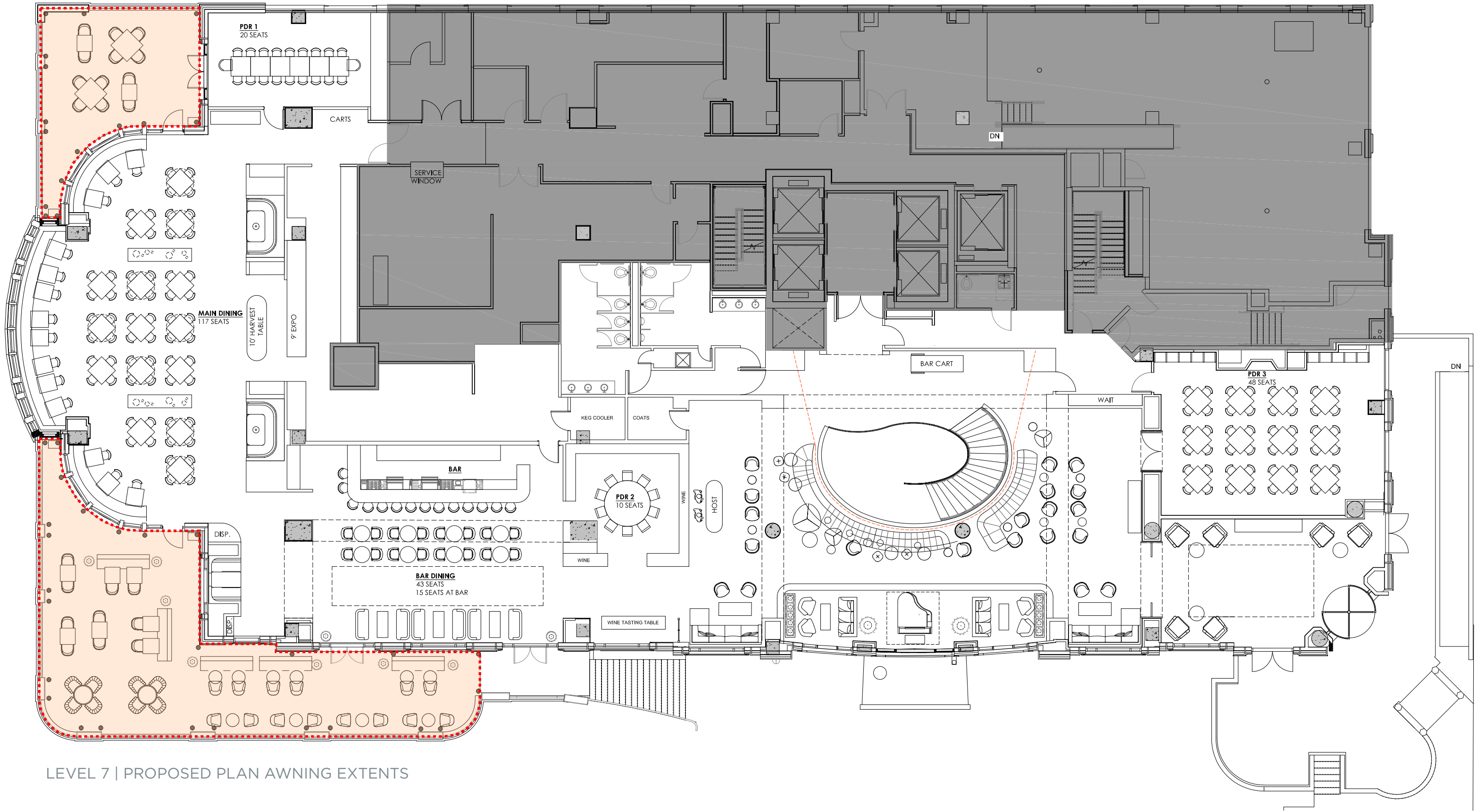
- Maintain all egress stair access
- Elevator access control/ key card access
- Fire separations at stairs maintained



LEVEL 7 | EXISTING PLAN



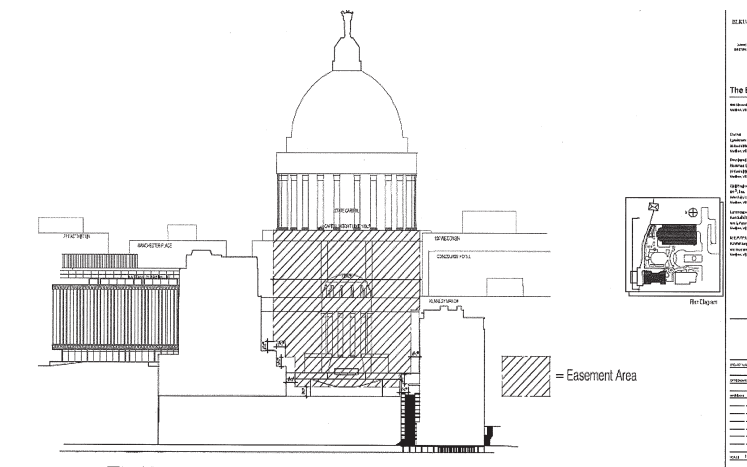
LEVEL 7 | PROPOSED PLAN



LEVEL 7 | PROPOSED PLAN AWNING EXTENTS

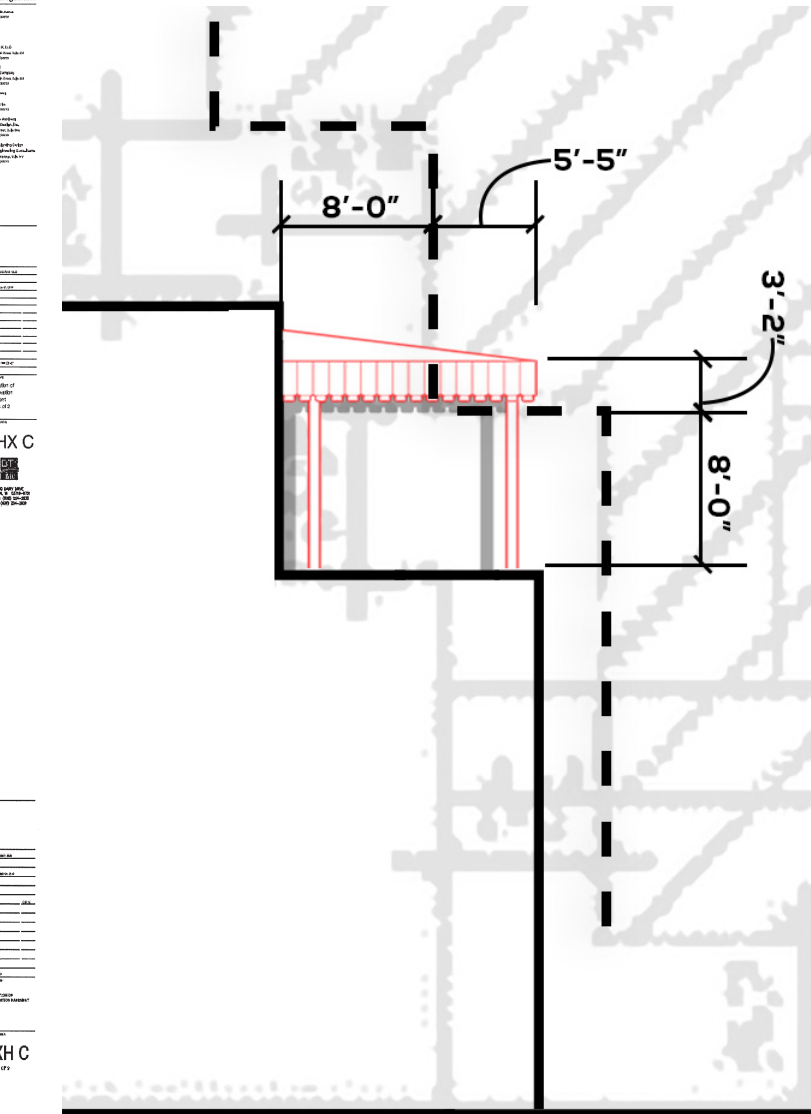


Proposed Awning at Level 7

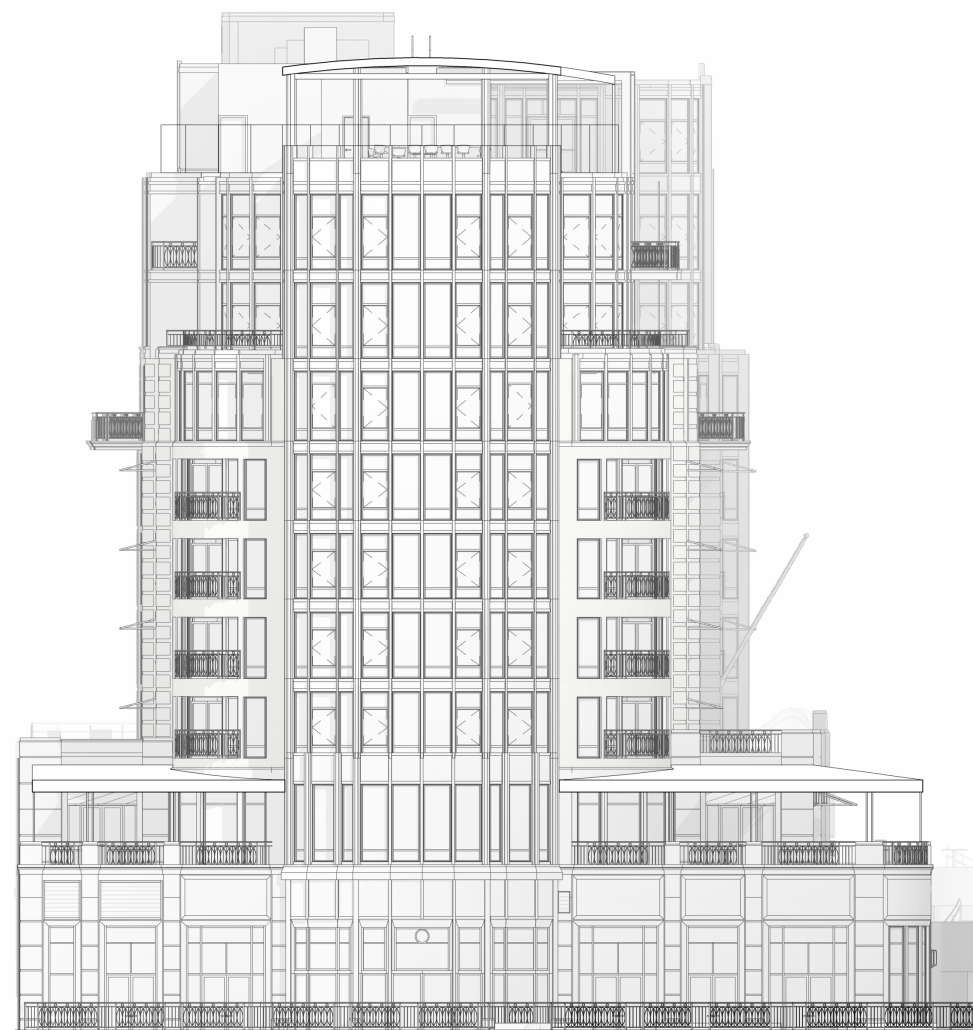
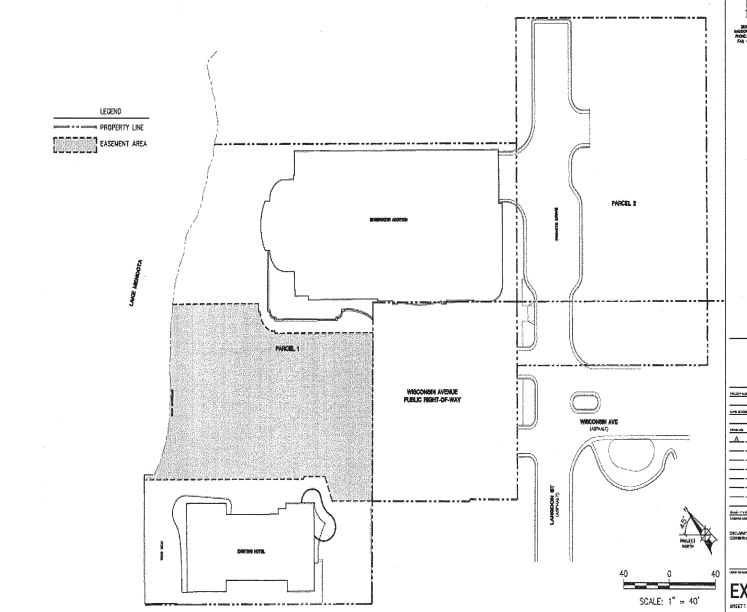


Easement Area

STATE | UNIVERSITY
 PROJECT | THE EDGEWATER
 ARCHITECT | DMAC ARCHITECTURE & INTERIORS
 DATE | 05.18.26
 SCALE | 1" = 40'



CONSERVATION EASEMENT



HISTORIC CONTEXT

The new 7th floor awning and Boathouse draw inspiration from the striped awnings and rich tonal palette of the original The Edgewater, re-interpreting their rhythm and character through a contemporary lens. Reminiscent of the vibrant lakeside atmosphere that once animated the edge of Lake Mendota, the design reconnects the expansion to the hotel's historic identity—celebrating the legacy of Edgewater while bringing its spirit forward for a new generation.

HISTORICAL EDGEWATER REFERENCE

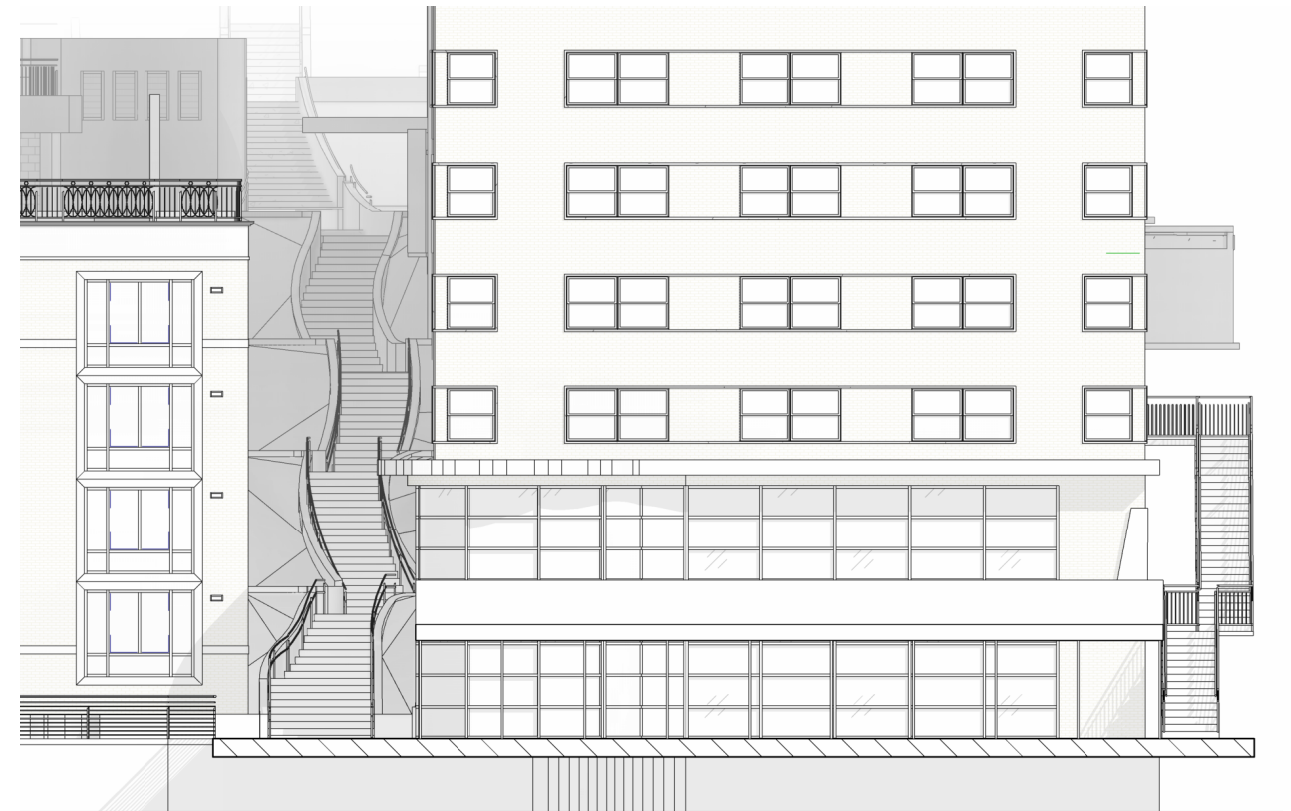


Proposed Awning at Boathouse

EXISTING BOATHOUSE



EXISTING BOATHOUSE



Proposed Awning at Boathouse

LEVEL 5

MANSION HILL MARKET

INTERIOR:

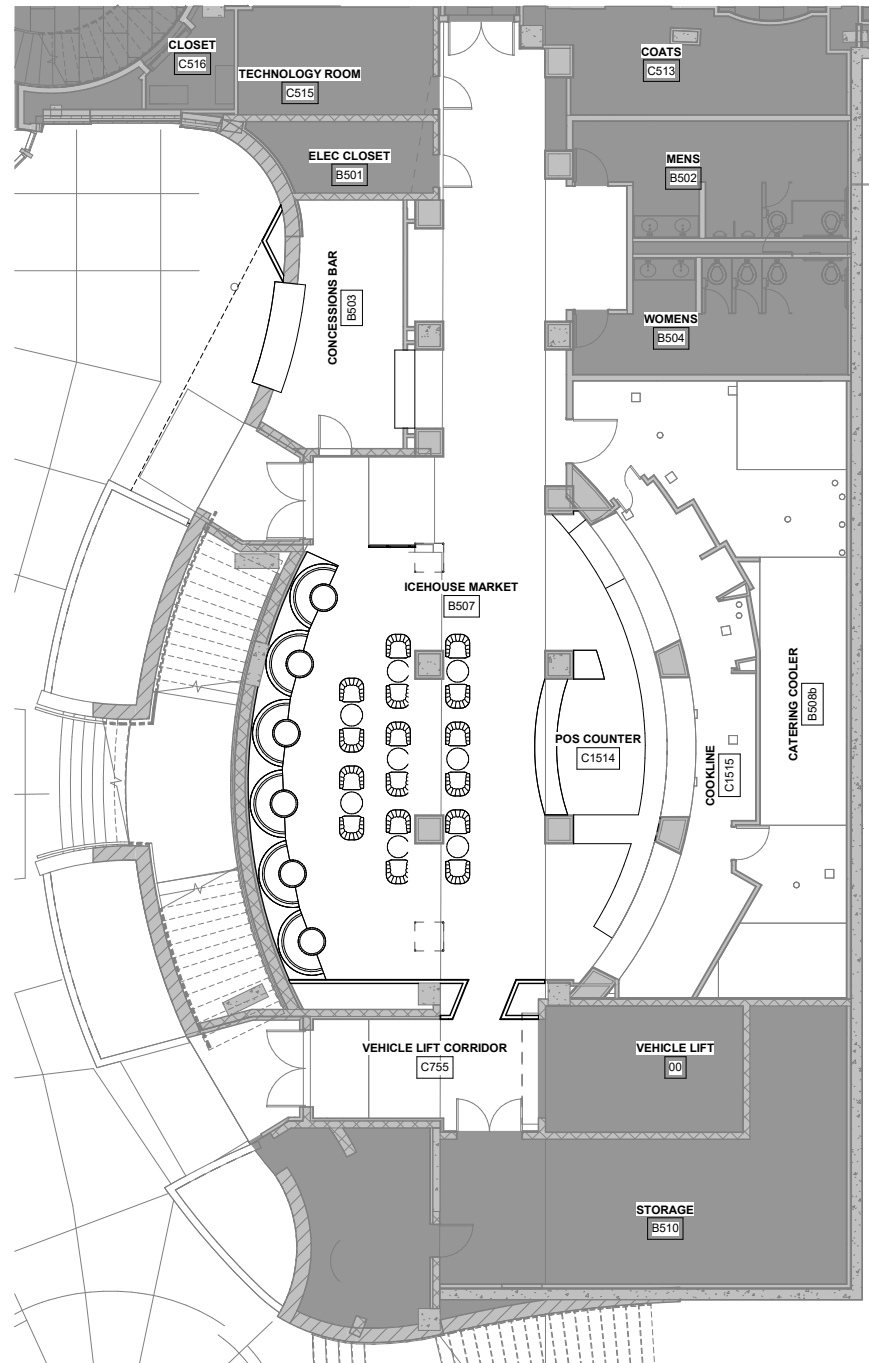
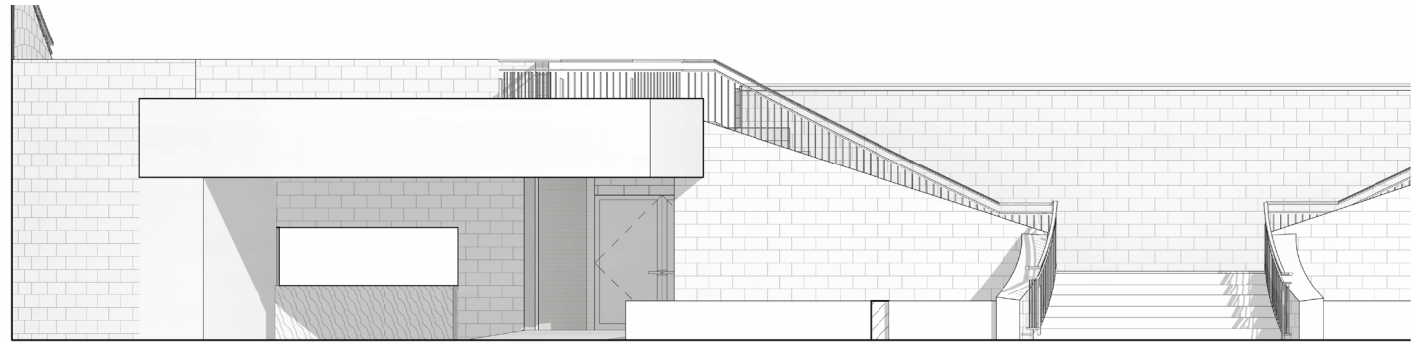
New Interior layout:
New FFE and finishes
New Concessions

EXTERIOR :

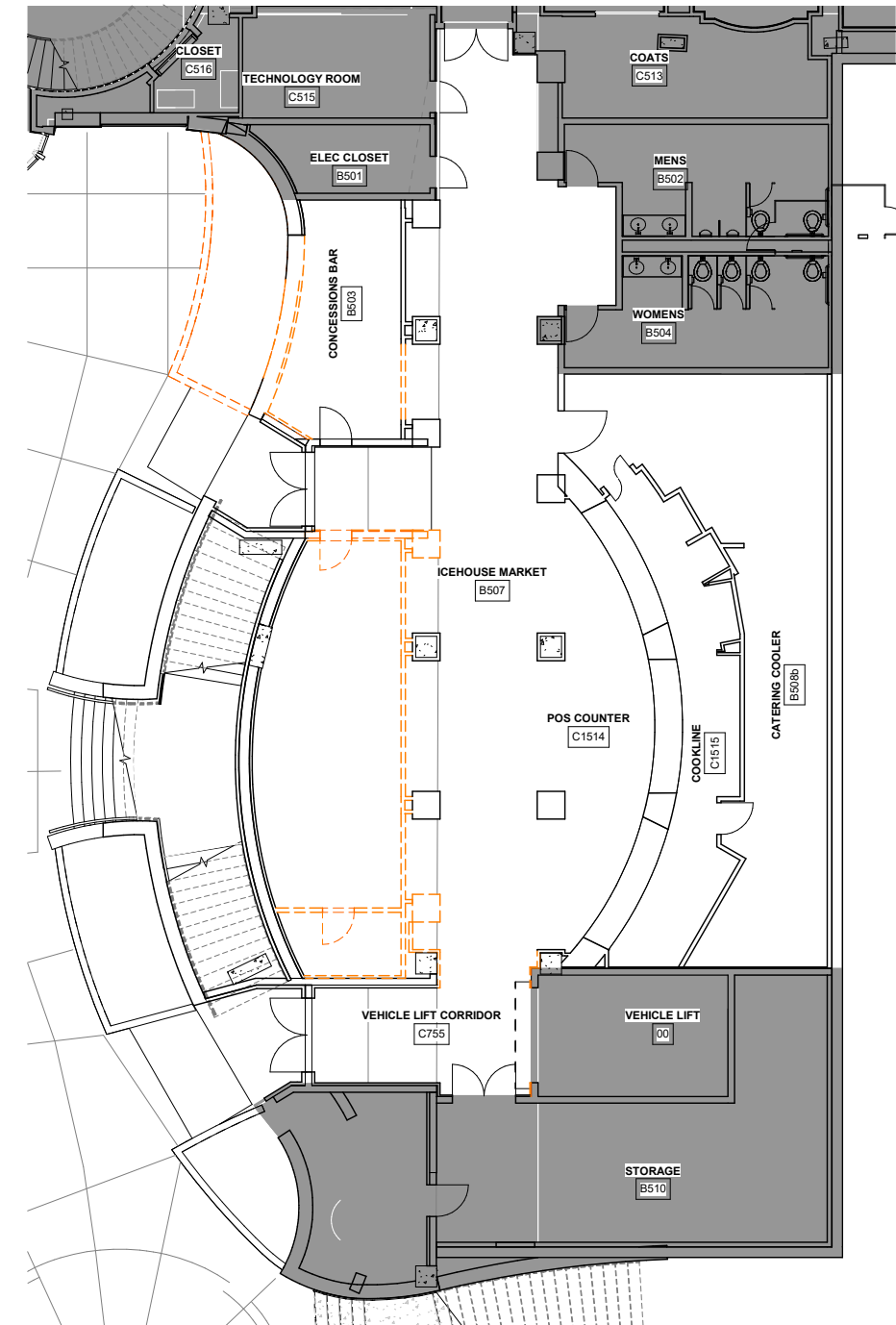
Concessions window and Facade modifications



LEVEL 5 CONCESSIONS STAND | PROPOSED



LEVEL 5 CONCESSIONS STAND & MARKET | PROPOSED PLAN



LEVEL 5 ICEHOUSE | EXISTING PLAN