

## UDC Motion Regarding Edgewater Hotel

February 3, 2010

On a motion by Wagner, seconded by Harrington, the Urban Design Commission referred and provided recommendations to the Plan Commission that would permit them to begin their discussion with the many issues reserved and still here; expected to come back (to the Urban Design Commission) for additional consideration. The motion noted that the Urban Design Commission recommend the Plan Commission take up the discussion of the project, that we recognize the project has benefits in rectifying the mistakes of the 1970's building in creating lake presentation views, public use and lake access by the removal of the two stories of the 1970's building, that the restoration of the 1940s' building is also generally appropriately done by design and will result in the activation of the lakeshore with possibilities of enhancing lakeshore path development as a city goal, that we recommend the PC carefully consider the zoning issues of precedent for such a project and the other factors that they will weigh as part of the PUD. Additionally, we are requesting further information on stormwater and how that would be managed and more ideas on that, that we recognize and strongly recommend that the management agreement which will have to be considered, presumably in this case by the Board of Estimates, I would assume, strike a balance between programming and public use of the open space and that additionally they return with perspectives of lake views from Langdon Street and that the condition is that the lake setback needs to be approved for the present proposed design footprint through the City approval process as a condition for this design and that we will continue to explore with the design professionals and proponent setback alternatives as to whether they would be desirable.

10-12



Department of Public Works  
**City Engineering Division**

608 266 4751

Robert F. Phillips, P.E.  
Interim City Engineer

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**GIS Manager**  
David A. Davis, R.L.S.

**Financial Officer**  
Steven B. Danner-Rivers  
**Hydrogeologist**  
Brynn Bemis

DATE: February 8, 2010  
TO: Plan Commission  
FROM: Robert F. Phillips, P.E., Interim City Engineer  
SUBJECT: 666 Wisconsin Avenue Rezoning

Please include the additional comments to the memo submitted on December 2, 2009 for the above mentioned project:

Engineering staff met with Amy Supple and Matt Morris from the Hammes development team on Friday February 5, 2009. Clarifications have been provided to the Applicants as follows:

Revise Major or Non-Standard Comment #8 to read the following:

All new sanitary sewerage that results from the redevelopment of this site shall be directed to the sewer main on Langdon Street. Any existing sewerage that can be diverted to the Langdon Street sewer main shall also be diverted. The Applicant shall review the proposed and existing sewer with City Engineering for final approval. Any new sewer pipe that serves 54 or more Dwelling Fixture Units (DFU's), shall obtain a letter of Water Quality Certification from the Capital Area Regional Planning Commission, prior to approval.

Revise item 3.6 to read the following: "The Applicant shall close all abandoned driveways by replacing the curb in front of the driveways and restoring the area between the sidewalk and curb (terrace area) on Langdon Street with grass. The coordination of this work shall be included in the Developer's Agreement. (policy)"

Stormwater Management

The following comments are related to the ongoing stormwater management plans as provided by the Edgewater Development team that the City is reviewing. The current plan requirements shall include the following, subject to change with any changes in the development plan:

1. Sediment control – required would be 40% TSS control off of paved surfaces. They are providing 72% TSS reduction using a filter device.
2. Oil and grease control – this filter device has hydrocarbon control built in.
3. Erosion control – a plan will be submitted ahead of construction both to the City and WDNR as part of a WRAPP (formerly NOI) permit.
4. Flood control – two (2) enclosed depressions on the site have safe overflow designed in for events exceeding pipe capacity.
5. Detention – not required (or recommended)
6. Infiltration – not required
7. Two additional 6x6 Catchbasins will be provided to treat the public street area that is not part of the private site but flows through the private site. This area is diverted around there primary treatment area due to capacity issues with the filters. They are not required to treat this area but are providing our standard treatment.

Parks, Timothy

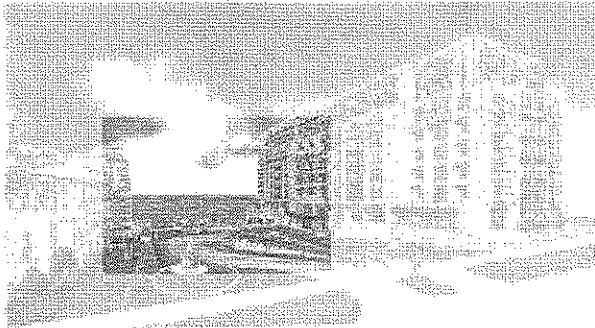
**From:** Susanne Voeltz [susi@mailbag.com]  
**Sent:** Friday, February 05, 2010 11:02 AM  
**To:** erics@cow.s.org; jolson@operationfreshstart.org; jboll@mge.com;  
jabowser@facstaff.wisc.edu; mabasford@charter.net; michael.heifetz@deancare.com;  
timothy\_gruber@yahoo.com; Kerr, Julia; Schumacher, Michael; Cnare, Lauren  
**Cc:** Parks, Timothy; Murphy, Brad  
**Subject:** Weighing mass and number  
**Attachments:** 5fb60720-11cb-11df-899e-001cc4c002e0.preview-300.jpg

Good Morning,

I understand that you, as Plan Commission members, have hundreds of pages and numerous graphics to digest in preparation for your upcoming meetings on the Edgewater Redevelopment Proposal (let alone other important projects that require your focus and attention) and hesitate to add yet another document. However, today's editorial by Dave Zweifel below might be of interest as you weigh the mass and numbers-- among the many components involved in the layers of recommendations your body will need to make to the Madison City Council.

Good luck on your deliberations and thank you for your dedication and hard work on behalf of our community. Best regards,

Susanne Voeltz



Edgewater critics question the job creation statistics that the hotel's developers claim. They also contend that even the renderings of the new hotel addition tend to distort. This graphic depicts the difference between the entire hotel building -- the large shaded area -- and the much smaller highlighted close-up that is used in illustrations that run on publicity material and in the media.

Plain Talk: It's a bouncing ball on Edgewater job numbers 2/5/10 10:28 AM  
[http://host.madison.com/et/news/opinion/column/dave\\_zweifel/article\\_1587d0d4-bfa8-5268-928f-a0a6502d4297.html?print=1](http://host.madison.com/et/news/opinion/column/dave_zweifel/article_1587d0d4-bfa8-5268-928f-a0a6502d4297.html?print=1) Page 1 of 1

## Plain Talk: It's a bouncing ball on Edgewater job numbers

Dave Zweifel | editor emeritus of The Capital Times | Posted: Friday, February 5, 2010 4:55 am

You might call it a numbers game.

As the debate over a \$93 million addition to the Edgewater Hotel continues to occupy city hall, there's a growing controversy over the number of jobs the project's supporters claim will be generated -- both during construction and after.

Ardent Edgewater critic Fred Mohs has secured an estimate from a well-known area contractor that a project this size would require slightly more than 200 full-time equivalent jobs to build. That's a far cry from the 800 to 1,000 jobs that the developer, the mayor and others have forecast.

And Madison hoteliers are belittling the 400 jobs that the Hammes Co. contends would be created when the addition is completed and opened to the public.

Tom Ziarnik, the general manager of the 163-room Doubletree Hotel near the Kohl Center, says about 100 people -- 60 part-timers and 40 full-timers -- work at his hotel. When the Edgewater claims 400 people would be employed at its 190-room hotel, that figure is "totally inflated," he maintains. He further points out that Milwaukee's largest hotel, the downtown Hilton with 750 rooms, employs 450 workers at peak time and has 30,000 square feet of meeting space compared to the Edgewater's 9,000 square feet.

PLAN Commission — Circulate & Return 2-8-2010  
to Tim Parks

The goal for the Edgewater Hotel project, as with any other project, should be to have a project plan that is within the zoning standards for the site. With modifications to the plan before you, a certificate of appropriateness from the Landmarks Commission is possible. A variance from the Zoning Board of Appeals is possible.

The Marquette Neighborhood Association is generally supportive of a project at the site. However, we have major concerns about the proposed change to the shoreline ordinance and the will to override the Landmarks Commission. Both actions could adversely affect our neighborhood which is home to 2 historic districts and includes commercial properties along Lake Monona.

It seems odd that our city, which is proud of its history and works to protect and improve the water quality in our lakes, would consider this approach. The Shoreline Park ordinance requires city-wide referendums to build in many of our parks. Perhaps we should add to that ordinance and require referendum for TIF funding of shoreline projects?

The way I see it, is that the project is about 20 feet away from approval. The setback from the Wisconsin Avenue sidewalk is probably the most important issue that detractors have with the project at this point. Many, including myself, have testified that a setback and landscaping could soften the massing that prevented the Landmarks Commission from issuing the certificate of appropriateness. It would also mitigate the issue of the proposed tower impinging on the view along this avenue where all other buildings, except on the Capitol square, are set back.

If you are racing the hurdles in track and field, you are not going to win if you run around them or knock them down. You need to address them head on. There is nothing wrong with the city process, except for the attempts to run around our ordinances or knock them down. The hype about this project being subject to an onerous and unusual process is not genuine. I am confident that you, as Plan Commission members, can see through that.

The citizens of Madison understand the benefits of a project here, but the Devil is in the details. And speaking of the Devil, I hope that the developer considers changing the street address when the project is eventually approved. One less reminder of hell would be appreciated.

Please consider the implications of a change to the shoreline setback very carefully and ask that this project be set back from Wisconsin Avenue. Let's do this right.

Thank you.

Scott B. Thornton  
1104 Jennifer St

# Hammes Company

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

January 25, 2010

John Leach  
**CITY OF MADISON TRAFFIC ENGINEERING**  
Madison Municipal Building  
215 Martin Luther King Jr. Blvd.  
Suite 100, P.O. Box 2986,  
Madison, Wisconsin 53701-2986.



RE: Letter of Operation of Auto Court for Valet Parking &  
Transportation Management Plan for Special Events for Over Parking and Shuttles

Dear John,

Per your request on January 11, 2010 and based on our subsequent discussion that occurred on January 14, 2010, I am submitting the following letter outlining the intended operation of valet services and the management of over parking for special events and shuttles at the proposed redevelopment of the Edgewater Hotel (the "Project").

**Location of Valet Loading/Unloading Areas:**

The auto court is primarily located in the Wisconsin Avenue right-of-way (see Figure 1.0) and serves as the vehicular street-end and entry for the hotel and related uses. Although the auto court will be re-configured as part of the Edgewater Hotel redevelopment, the use of the auto court will remain substantially similar to its existing use with the exception that the loading and unloading of buses and trucks will be relocated to the northeast side of the site in order to better manage those traffic flows and open the view corridor to Lake Mendota.

The proposed redesign of the auto court assumes that vehicular traffic will enter the site at the intersection of Wisconsin Avenue and Langdon Street in line with the northbound lane of Wisconsin Avenue (see Figure 2.0). The Project has been designed with two valet areas that will provide several advantages to managing the flow of traffic in and out of the Project as described below.

The first valet area is located at the base of the auto court at Lower Level 1 of the Project (see Figure 2.0). Vehicles will load and unload on the northwest lane. This lane will be used for loading/unloading and temporary staging of vehicles only. No permanent parking stalls will be provided in this area.

The second valet area is located within the first level of the parking garage on Lower Level 2 (see Figure 3.0). This level has incorporated a separate drive/staging lane to allow for valet loading/unloading. Handicap parking, including a handicap van space, is provided on this first level of parking. Guest will enter the building at a lower level lobby. This is also the level of the banquet facility for the hotel. Importantly, this valet area provides an interior drop-off area to service guests during inclement weather which will add to the overall safety of visitors coming to the project, especially during the winter months.

Letter to Mr. John Leach  
January 25, 2010  
Page Two

Depending on events and occupancy, valet service may be provided at the auto court and/or the first level of underground parking (Lower Level 2). During large events, both valet areas may be used. This configuration will significantly improve the management and flow of traffic in and out of the site during peak periods as the queuing of cars can occur at multiple levels thereby mitigating the potential for traffic impacts on Wisconsin Avenue or Langdon Street.

**Trucks Ingress/Egress and Loading Dock:**

Truck ingress/egress will be provided off the private drive at the corner of Wisconsin Avenue and Langdon Street (see Figure 4.0). Trucks will back into the loading dock using the small parking area extending to the south of the loading dock (see Figures 5.0-6.0). The loading dock area has been designed to accommodate up to two 10 foot by 50 foot semi trucks within an enclosed area (See Figures 5.0-6.0).

The plans for truck loading/unloading are a significant improvement to the existing conditions. Today, trucks load and unload at the loading dock located at the front of the low-rise 1970's addition of the Edgewater Hotel. The drive located in the Wisconsin Avenue right-of-way is small and is often too icy for a truck to get down in the winter. The result is that trucks often stage on Wisconsin Avenue. The redevelopment plan will result in these vehicles being relocated to a safe and enclosed loading dock on the site. This will significantly improve the flow of traffic on Wisconsin Avenue, improve the safety for both pedestrian and vehicular traffic, and will mitigate the impact trucks have on the view corridor to Lake Mendota. Neighborhood residents have seen the mitigation of these issues as significant positive attributes of the project.

**Staging of Buses:**

Buses will enter the private drive that extends from Langdon Street and will turn around / stage using the entrance to the loading dock and small parking area extending to the south of the loading dock (see Figure 7.0 – 8.0). If more than one bus arrives at a time, a second bus can back into the loading dock while the first bus unloads at the curb.

The loading dock area has been designed to accommodate parking for up to two buses (see Figure 7.0). In the event that a bus or buses require overnight parking, they will be pulled into the enclosed loading dock area. Overnight parking will be coordinated with truck deliveries and the loading dock has been designed to accommodate both bus and truck traffic on such occasions (see Figure 8.0). In the event that more than two buses require overnight parking, the Edgewater will require those buses to park in a remote parking lot and/or the hotel will apply for a street occupancy permit from the City of Madison which allows overnight, on-street parking in the downtown core.

The plans for bus loading/unloading and overnight parking are a significant improvement to the existing conditions and were developed directly from comments and requests that we received from neighborhood residents to improve this condition in the neighborhood. Today, buses load/unload in the Wisconsin Avenue right-of-way and park on the street outside of the nearby residences. The redevelopment plan will result in this traffic being staged on a private drive off the street and parked in an enclosed loading dock. This will substantially eliminate the noise from buses idling and will significantly improve the visual outlook from Wisconsin Avenue to the water. Neighborhood residents have seen the mitigation of these issues as significant positive attributes of the project.

**Auto Court Signage**

Signage will be provided at the entrance to the site at the intersection of Wisconsin Avenue and Langdon Street to note that truck and bus traffic must not enter at that location and loading and unloading takes place toward the loading dock area. Signage will also be provided showing the one-way travel pattern entering and exiting the site at the intersection of Wisconsin Avenue and Langdon Street.

Letter to Mr. John Leach  
January 19, 2010  
Page Three

A full signage package will be completed and approved by the City in accordance with the Madison General Ordinances subsequent to the Project approval. Additional information about specific locations and design of signage will be provided at that time.

Please call me if you have any questions related to the information outlined above or if you require additional information at this time.

Thank you.

Sincerely,

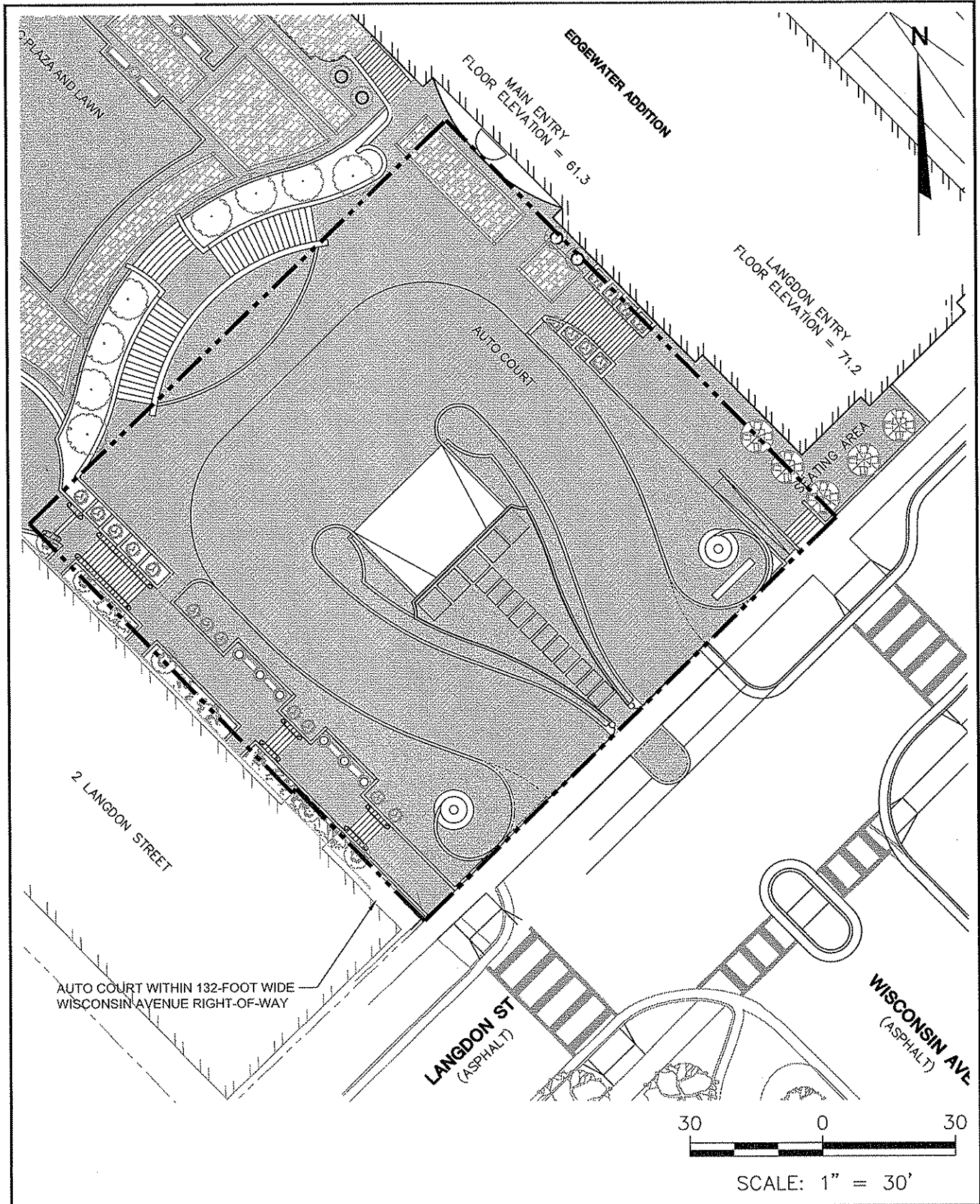
**HAMMES COMPANY**



Amy Supple  
Development Director

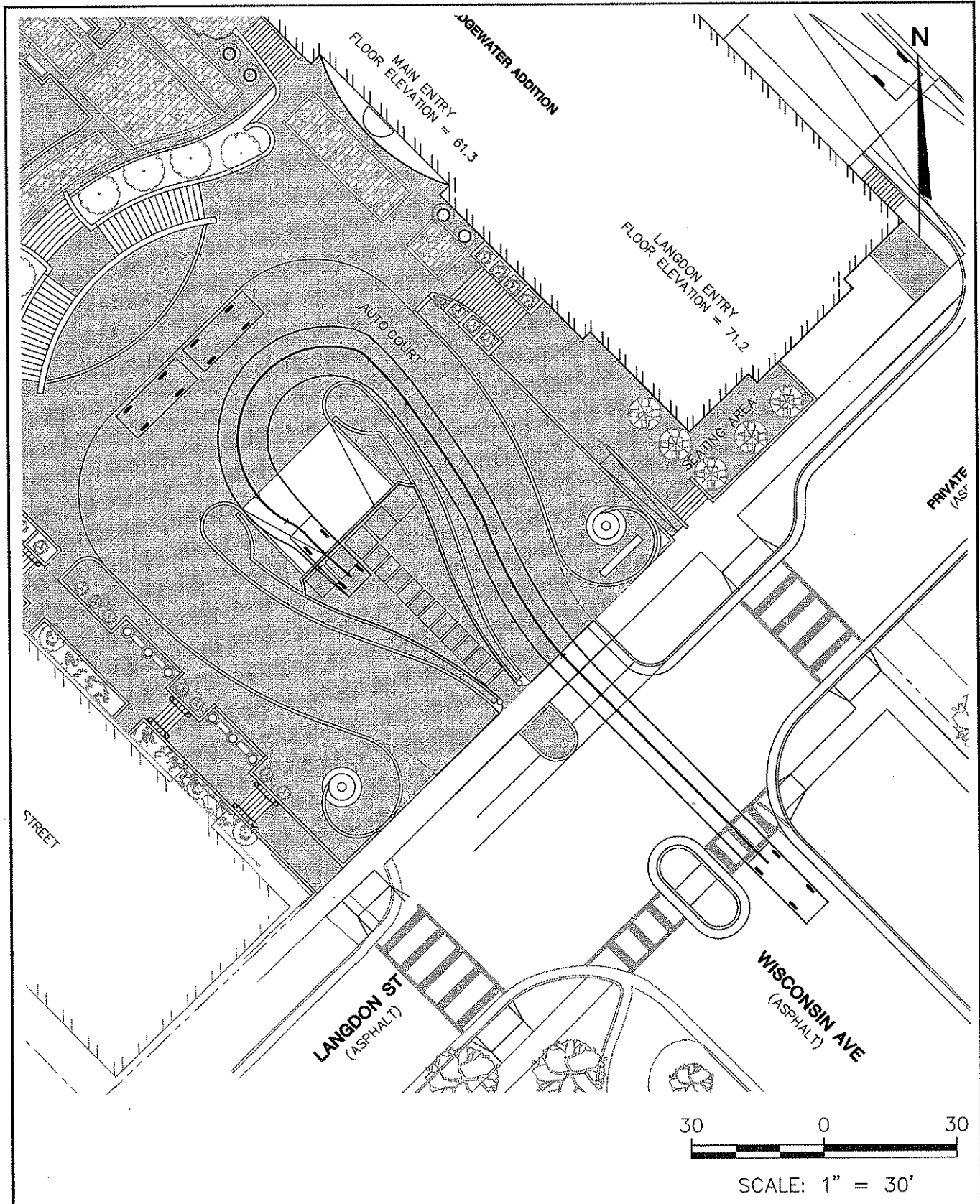
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Enclosures

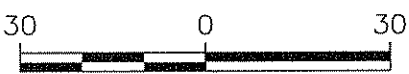
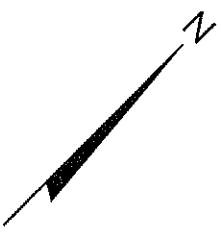
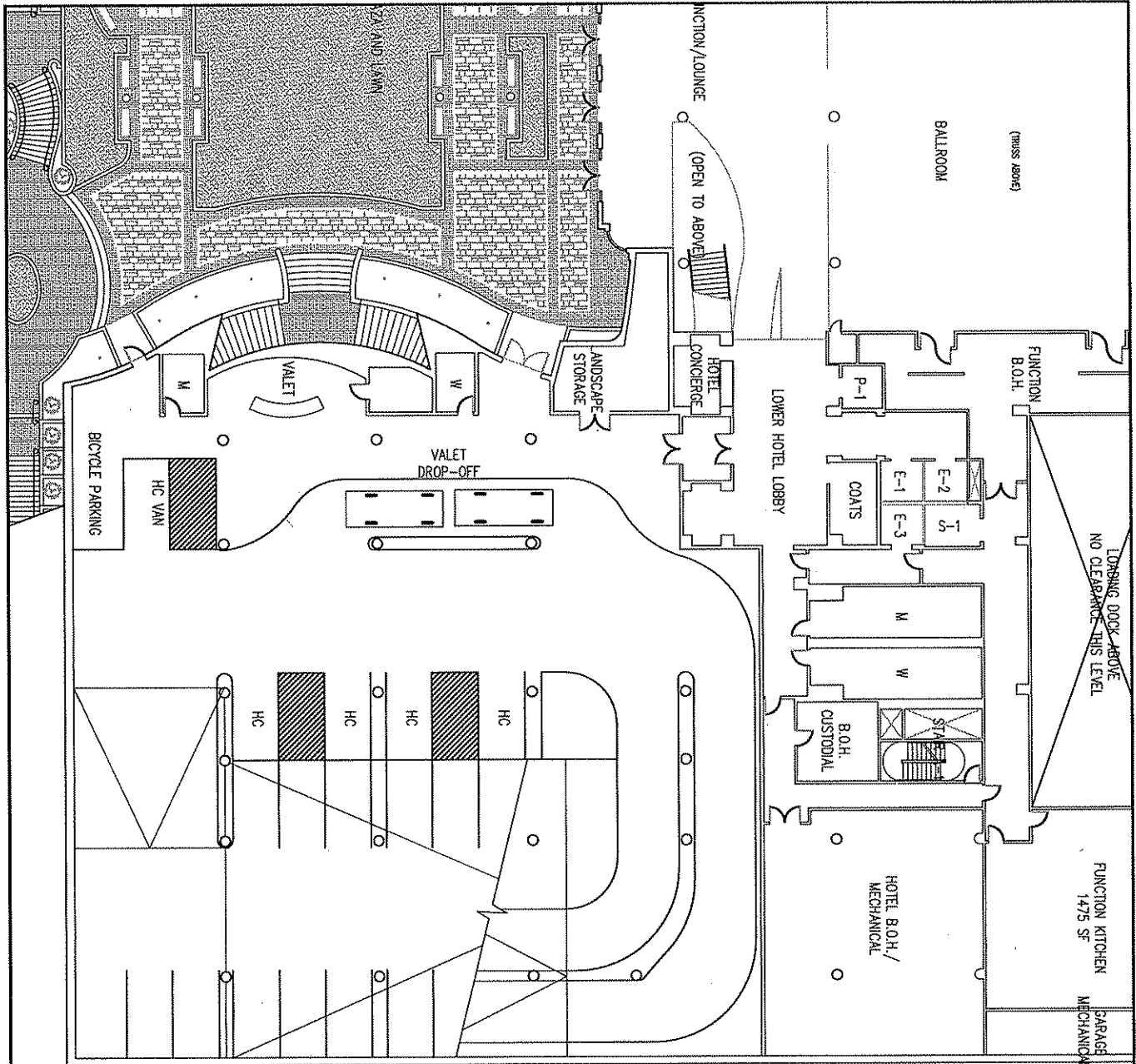


<b>CLIENT</b>	LANDMARK X, LLC 22 EAST MIFFLIN STREET, SUITE 800 MADISON, WI 53703 PHONE: (608) 724-7447	<b>PROJECT</b>	EDGEWATER HOTEL REDEVELOPMENT MADISON, WISCONSIN		<b>ENGINEER</b> 	2830 DAIRY DRIVE MADISON, WI 53718-6751 PHONE: (608) 224-2830 FAX: (608) 224-2839	AUTO COURT WISCONSIN AVENUE RIGHT-OF-WAY	FIGURE
	PROJECT NO. 3826		DRAWN BY: KG	SCALE: 1" = 30'			1	
	DRAWN: 11/18/09		CHECKED BY: MH					
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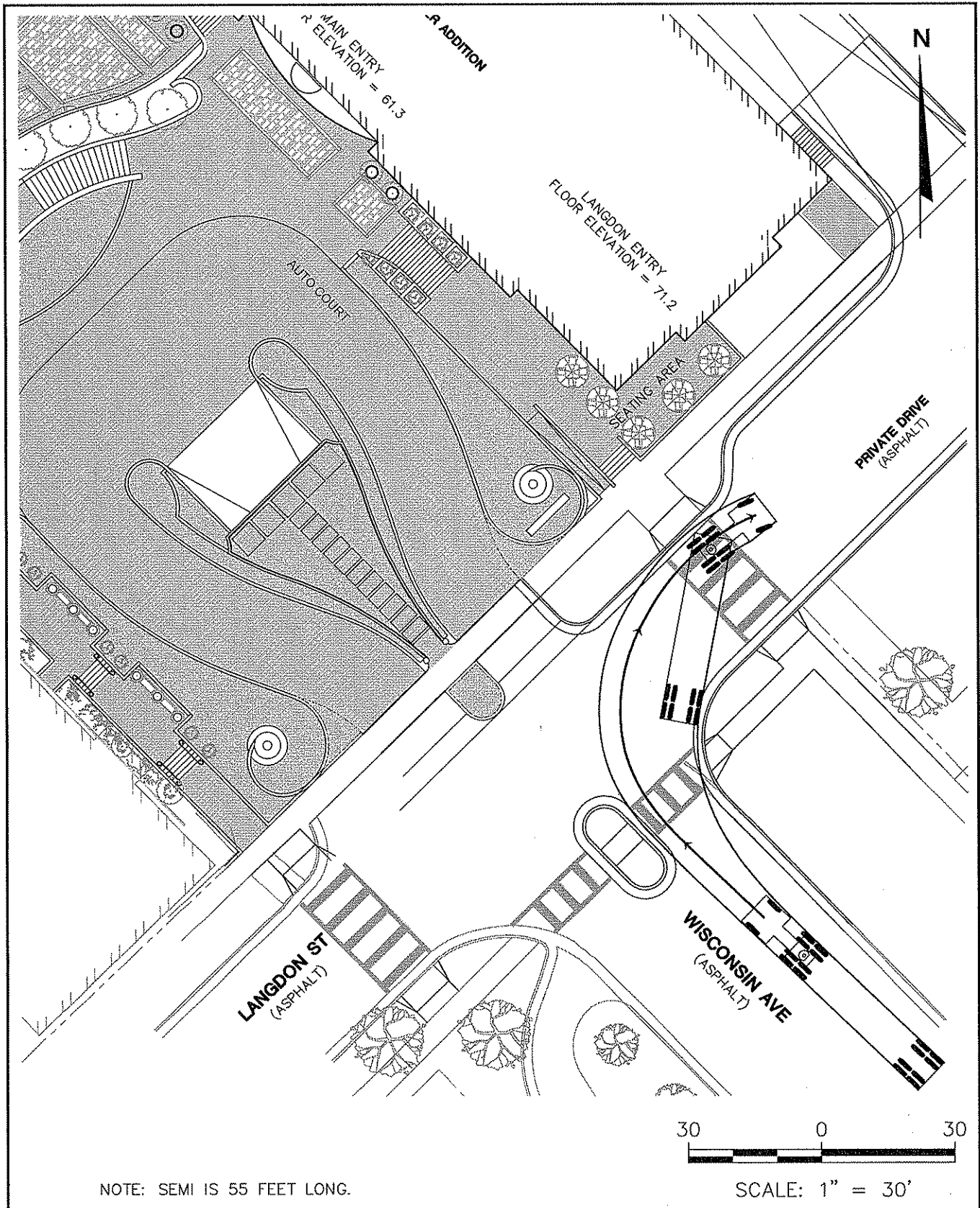


CLIENT	LANDMARK X, LLC 22 EAST MIFFLIN STREET, SUITE 800 MADISON, WI 53703 PHONE: (608) 724-7447	SITE	EDGEWATER HOTEL REDEVELOPMENT MADISON, WISCONSIN		CAR TURNING DIAGRAM (AASHTO P VEHICLE)	
	PROJECT NO. 3826		DRAWN BY: KG	ENGINEER <b>BT<sup>2</sup></b> <b>Inc</b>	2830 DAIRY DRIVE MADISON, WI 53718-6751 PHONE: (608) 224-2830 FAX: (608) 224-2839	FIGURE
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SCALE: 1" = 30'

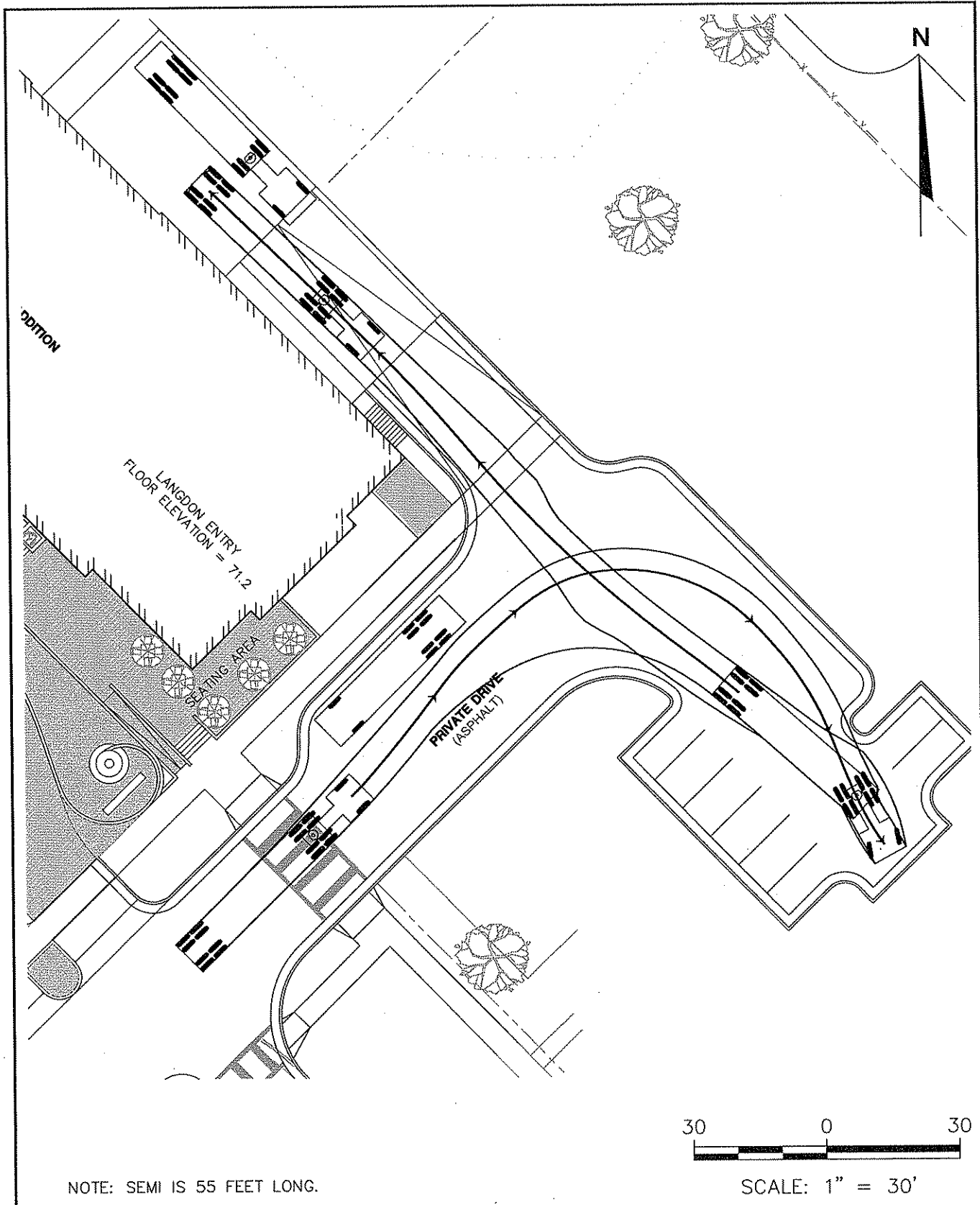
CLIENT	LANDMARK X, LLC 22 EAST MIFFLIN STREET, SUITE 800 MADISON, WI 53703 PHONE: (608) 724-7447		SITE	EDGEWATER HOTEL REDEVELOPMENT MADISON, WISCONSIN		ENGINEER	BT <sup>2</sup> inc.		2830 DAIRY DRIVE MADISON, WI 53718-6751 PHONE: (608) 224-2830 FAX: (608) 224-2839	FIGURE 3
	PROJECT NO.	3826		DRAWN BY:	KP					
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NOTE: SEMI IS 55 FEET LONG.

SCALE: 1" = 30'

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	PROJECT NO. 3826		DRAWN BY: KG				CHECKED BY: MH	APPROVED BY:
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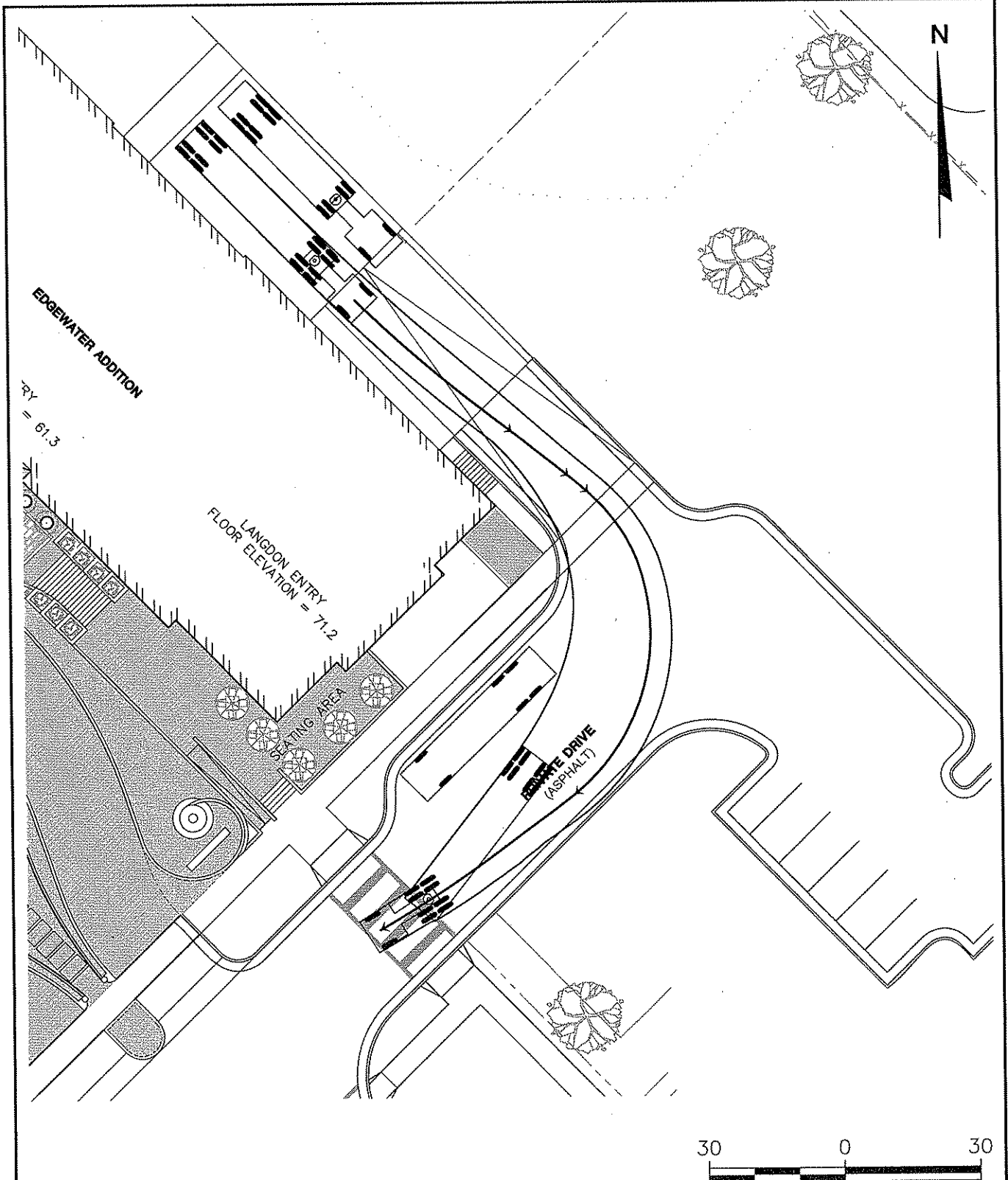


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SCALE: 1" = 30'

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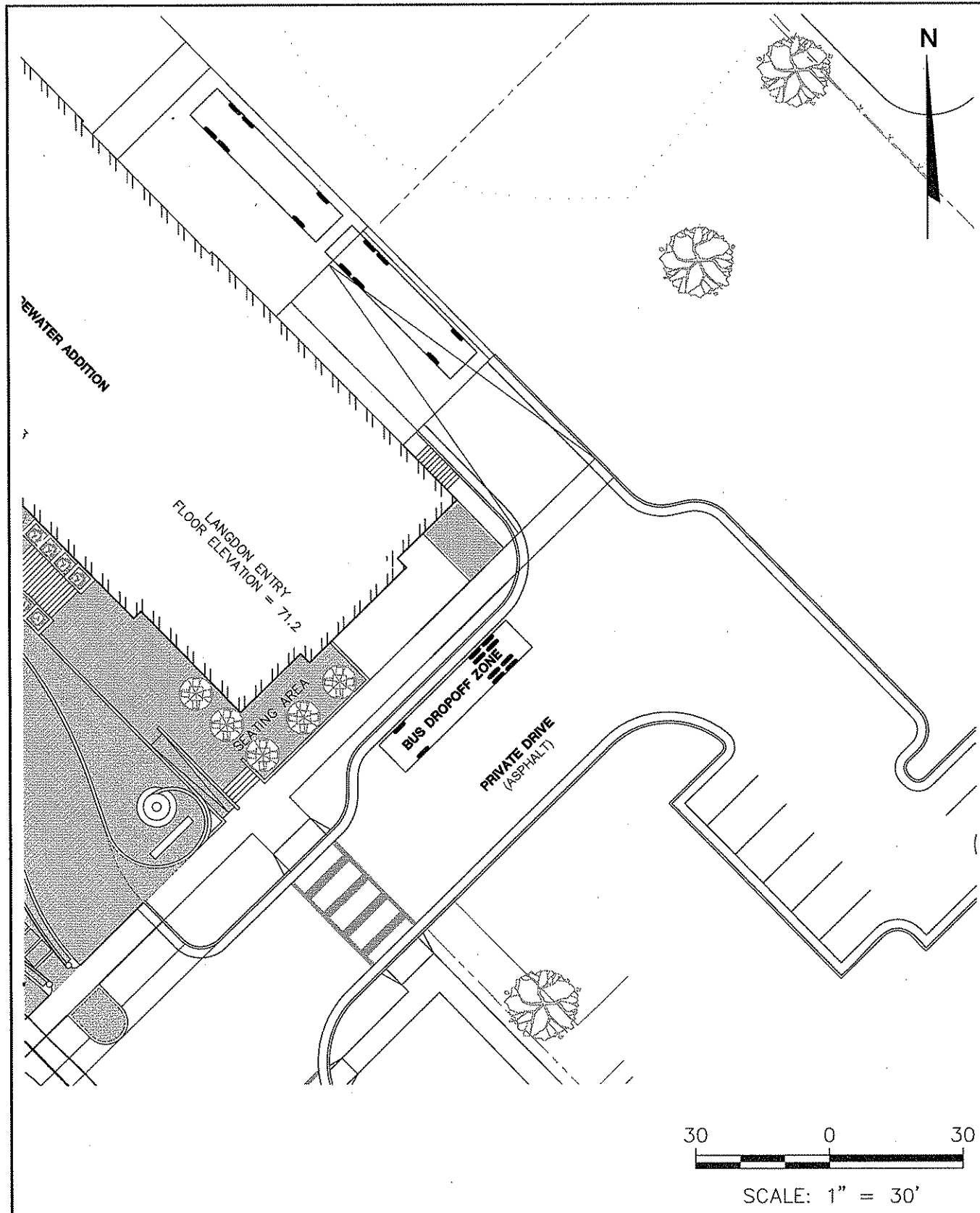


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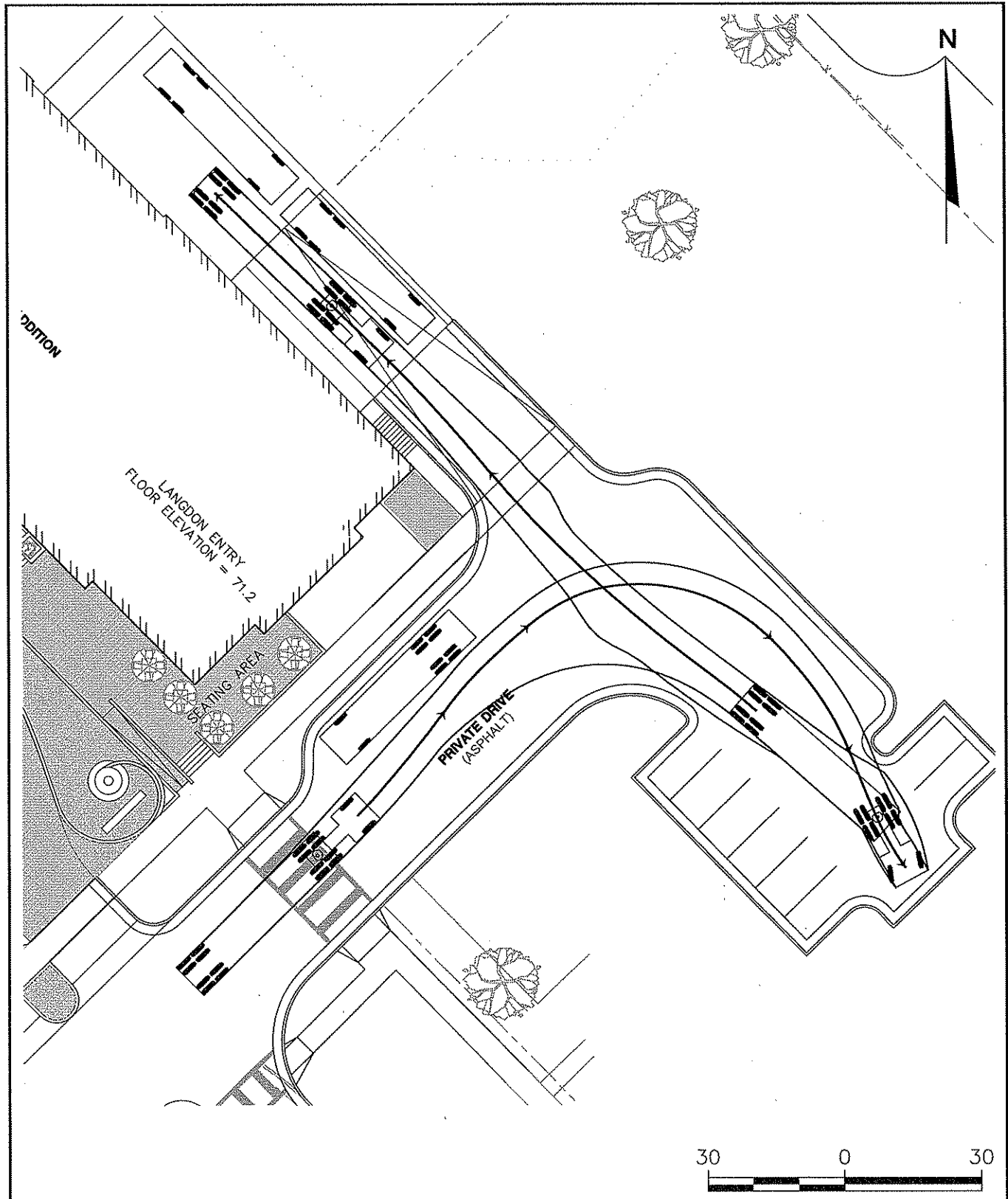


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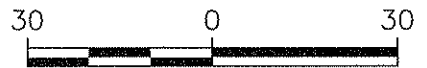
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CLIENT	LANDMARK X, LLC 22 EAST MIFFLIN STREET, SUITE 800 MADISON, WI 53703 PHONE: (608) 724-7447	SITE	EDGEWATER HOTEL REDEVELOPMENT MADISON, WISCONSIN	BUS PARKING DIAGRAM (AASHTO BUS-40 VEHICLE)			
	PROJECT NO. 3826		DRAWN BY: KG	ENGINEER	BT <sup>2</sup> inc.	2830 DAIRY DRIVE MADISON, WI 53718-6751 PHONE: (608) 224-2830 FAX: (608) 224-2839	FIGURE 7
	DRAWN: 11/18/09	CHECKED BY: MH					
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NOTE: SEMI IS 55 FEET LONG.



SCALE: 1" = 30'

CLIENT	LANDMARK X, LLC 22 EAST MIFFLIN STREET, SUITE 800 MADISON, WI 53703 PHONE: (608) 724-7447	SITE	EDGEWATER HOTEL REDEVELOPMENT MADISON; WISCONSIN	SEMI TURNING DIAGRAM (WB-50 VEHICLE)
PROJECT NO.	3826	DRAWN BY:	KG	2830 DAIRY DRIVE MADISON, WI 53718-6751 PHONE: (608) 224-2830 FAX: (608) 224-2839
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ENGINEER				FIGURE 8



Bral

George Austin's Remarks to Madison Plan Commission

Edgewater Rezoning Public Hearing - February 8, 2010

Good Evening. I am a resident in the Fifth Aldermanic District and I have been following the deliberations on this project over the past year. I am here to tonight as an interested City of Madison citizen and taxpayer. I have been in this chamber very many times as Secretary to this Commission for 15 1/2 years, ending in 1998, and a fair number of times in the subsequent 11 ½ years but only to address planning and development issues involving the two civic projects I have had the privilege to lead the development of...the Wisconsin Institutes for Discovery and Overture Center for the Arts. This is the first time in the last 25+ years that I have come solely to speak in my own interest as a Madison resident.

I support the redevelopment of the Edgewater property and I hope that your deliberations will lead you to the same conclusion ... that the proposed redevelopment meets the goals of the City's Comprehensive Plan and the standards of the Planned Unit Development zoning. The Edgewater project will renew a tired but important property, add to the tax base, support the important meetings/tourism industry which is a vital element of our economy and our downtown and last but not least, reinforce the viability of the historic district adjacent to the hotel by adding to the vitality of this important neighborhood making it a more attractive place to own and restore the historic residences and properties. It is this broad view, through a balancing of all of these important and sometimes competing interests, that a truly remarkable project can emerge. It is through this lens that the Edgewater proposal, I believe, has earned and deserves your support.

In my brief comments this evening, there are two items I'd like to highlight. The first issue is the City's Comprehensive Plan. The Comprehensive Plan is a large scale document and by its very nature, is not intended that a single project must meet every objective within the plan. It isn't a zoning map. For me, the key question is *"Does it generally meet the goals and objectives of the Plan when applied to this specific project?"* Through this lens, I believe the Commission can conclude the proposed project does generally meet the height recommendations for the Langdon Street Sub-District and that it will reinforce, as the Comprehensive Plan states in its vision section...*an urban environment characterized by a sensitive blending of carefully preserved older structures, high quality new construction, architectural gems, and engaging public spaces...*

The second item I want to address is the application of planned unit development zoning. I have heard from some of my neighbors in the University Heights Historic District near my home, that if the Edgewater project is approved, it will create a precedent and open the door to incompatible land uses popping up in historic districts throughout the City. I just don't believe this to be case. PUD zoning, by its very definition, is specific zoning for a specific parcel or parcels that must adhere to defined standards for approval. Projects requesting rezoning to a PUD zoning category are the most intensively vetted projects of any that are reviewed under the Madison Zoning Code, by design. Each PUD must stand on its own legs based on the specific set of facts and conditions involving the development and its relationship to the surrounding environment.

To conclude, I appreciate the care you are using to analyze the project before you. That is what is expected of you. Invariably, there are contradictions within a complex set of policies and standards that have to be carefully weighed when considering a project of this nature. In the end, however, I believe this project passes the many tests it has before it. I hope you will concur. In the future, if this project proceeds, I believe you will look back with considerable pride at what is being created here, and recognize that moving ahead with this project was the right thing to have done at the right time in our city's history.

Thank you.