

**CITY OF MADISON
INTERDEPARTMENTAL
CORRESPONDENCE**

Date: February 8th 2010

To: Plan Commission
From: Matt Tucker, Zoning Administrator
Subject: 666 Wisconsin Avenue

Present Zoning District: R6H and OR

Proposed Use: Renovate existing hotel, modify existing hotel, and construct an 8 story hotel addition.
Waterfront Development Conditional Use.

Requested Zoning District: PUD(GDP) SIP

Note: This report is based upon materials submitted with a date of October 28th 2009, unless otherwise indicated. Any changes to the plans from said date are not reflected in this report.

MAJOR OR NON-STANDARD REVIEW COMMENTS (Comments which are special to the project and/or may require additional work beyond a standard, more routine project).

- A. Information was submitted by the developer on January 21st 2010, to determine the waterfront setback requirement. This submittal will need to be supplemented with additional data to be accepted. This request, and a summary of the issues at hand, has been communicated to the applicant. An estimation of the required waterfront setback is included in the body of this report. As presented, staff believes the project will require a waterfront setback variance from the City's Zoning Board of Appeals.
- B. The proposed loading area and access path includes a truck maneuvering path that will encroach on adjacent residentially zoned property. Sec. 28.04(3)(g) specifically prohibits this. The loading maneuvering path must be changed to prohibit the use of the residentially zoned property, or the area to be rezoned must be amended to include this maneuvering area as part of the boundary of this specific PUD.
- C. Bicycle parking information has not been included in the submittal.

GENERAL OR STANDARD REVIEW COMMENTS

1. The submitted plans do not include detail for proposed changes atop the existing 1940's tower. For final approval, submitted plans must include detail of the floor plan, roof plan, and other interior or exterior changes that are proposed.
2. Required information depicting the cutting, removal and replacement of vegetation/landscaping needs to be submitted. Final plans representing the removal and replacement of vegetation must be submitted with the final plan set.
3. The submitted Zoning Text contains errors and omissions. Zoning and Planning staff will need to work with the applicant to resolve conflicts, omission and other detail necessary to clarify the zoning text. For final sign-off the zoning text must be clarified, including but not limited to the following major comments:
 - a. In various subsections, a reference to "Exhibit II" is made, but this exhibit is blank in the submittal. For final zoning approval, all references to exhibits must be complete, accurate, and reflect approvals from reviewing boards, commission, committees, as affirmed by the Common Council.
 - b. "Bulk Contingency" statement includes verbiage about the project as a precedent. This language should be deleted.
 - c. Signage for the project is not being reviewed at this time. In the Zoning Text, delete reference to "future submittals."
 - d. In FAR comments: delete reference to counting improvements within Wisconsin Avenue right-of-way toward FAR of the project.
4. As defined in the Zoning Ordinance, off-street parking and loading areas are not included in FAR calculation. Also, areas where improvements are proposed that are within the right-of-way of Wisconsin Avenue also should not be included. Please revise all reference and calculations to FAR that include parking and loading spaces in the measurement.
5. Open spaces designed and intended for outdoor recreation (public and/or private) must be specifically shown on the final plans and described in the Zoning Text.
6. Building height measurements are not clear on the submitted plans. On the final plans, provide the precise measurement of the height of the buildings from the final approved grade, in feet measurement.
7. The site plan shows cross access with neighboring properties. As part of this rezoning a reciprocal land use agreement or a cross access easement agreements shall be approved by the Traffic Engineer, City Engineer and Director of Planning and Development recorded in the Office of the Dane County Register of Deeds.
8. This project includes alterations to the existing sites adjacent and to the east of the area to be rezoned (530 N. Pinckney, National Guardian Life development). A new and contemporary site pan for the adjacent site must be submitted and approved before this

project will be granted zoning approval. Changes to the adjacent site include, but are not limited to: parking, landscaping, bicycle parking and parking lot lighting.

9. Off-street loading: The Zoning Ordinance requires four 10' x 35' loading areas, where the submittal shows two areas (approximately 10' x 85' and 10' x 70') along with a trash compactor space. The applicant asks for a 2-space reduction of the loading requirement with this request.

R6H DISTRICT ZONING CRITERIA

Bulk Requirements	Required	Proposed
Lot Area	6,000 sq. ft.	1.64 Ac.
Lot width	50'	adequate
Usable open space	600 sq. ft. for a 2 bedroom unit, plus 150 sf. For each additional bedroom	As shown on plans
Lot Coverage	40% of lot area	Greater than 40%
Front yard	15'	1940's hotel – 0' (underground pool/fitness area) 1970's hotel – 0' Proposed tower addition - 0'
Side yards	10' for 4-5 story buildings, plus 1.5" increase to setback (depth penalty) for buildings greater than 85' deep as measured 18' from the site lot line	1940's Hotel- 0' to stairs, 7' to closest point on building face 1970's hotel – N/A Proposed tower addition - 0' to stairs/podium, 33' to hotel tower
Rear yard	30'	Not a "rear yard" on site
Floor area ratio	2.0	Information submitted cannot be used to calculate FAR, as space in the public right-of-way has been included in the calculation.
Building height ** all measurements to top of elevator penthouse or mechanical room	50' (not measured in stories)	1940's hotel: 7 stories/73' (6 stories existing, plus 1 addition) Proposed tower addition 8 to 9 stories (8 stories/99.34' as measured form corner of Langdon and Wisconsin, 9 stories/107.2' as measured at bottom of auto court in Wisconsin Avenue right-of-way)

Note: R6H does not list a hotel use as a permitted or conditional use.

OR DISTRICT ZONING CRITERIA

Bulk Requirements	Required	Proposed
Lot Area	6,000 sq. ft.	1.64 Ac.
Lot width	50'	adequate
Usable open space	600 sq. ft. for a 2 bdrm. unit, plus 150 sf. For additional bedrms.	As shown on plans
Front yard	20'	1940's hotel – 0' (underground pool/fitness area) 1970's hotel – 0' Proposed tower addition - 0'
Side yards	Proposed tower addition : 19' Ex hotel: 17' <i>Plus 1.5" increase to setback (depth penalty) for buildings greater than 75' deep as measured 18' from the site lot line</i>	1940's Hotel- 0' to stairs, 7' to closest point on building face 1970's hotel – N/A Proposed tower addition - 0' to stairs/podium, 33' to hotel tower
Rear yard	30' or 45% of bldg hgt.	Not a "rear yard" on site
Floor area ratio	2.0	Information submitted cannot be used to calculate FAR, as space in the public right-of-way has been included in the calculation.
Building height	n/a <i>maximum height dictated by FAR, to Capitol view preservation limits</i>	1940's hotel: 7 stories/73' (6 stories existing, plus 1 addition) Proposed tower addition 8 to 9 stories (8 stories/99.34' as measured form corner of Langdon and Wisconsin, 9 stories/107.2' as measured at bottom of auto court in Wisconsin Avenue Right-of-way) <i>Below capitol view preservation limits</i>

GENERAL SITE DESIGN

Site Design	Required	Proposed
Number parking stalls	0 (Central Area)	226
Accessible stalls	As shown on plans	As shown on plans
Loading	4 (10' x 35') areas	2 (irregular)
Bicycle parking	See comparison below	None shown
Landscaping	TBD	TBD
Lighting	Yes	TBD

PARKING/LOADING REQUIREMENT COMPARISON

	Required	Proposed
Parking stalls, number required for specific components of project	<p>Hotel and accessory components:</p> <p>Non-accessory restaurants:</p> <p>Public use/access space</p>	<p>1 per guest room</p> <p>30% of proposed occupancy of restaurant space</p> <p>No predetermined requirement, as determined by Z.A.</p>
Loading spaces	4 (10' x 35') area	2 (irregular)
Bicycle parking	<p>Hotel and accessory components:</p> <p>Non-accessory restaurants:</p> <p>Public use/access space</p>	<p>1 per 20 employees</p> <p>1 per 10 auto spaces</p> <p>No predetermined requirement, as determined by Z.A.</p>

WATERFRONT DEVELOPMENT-RELATED CRITERIA

	Required
Applicability	Waterfront development applies to this property. Conditional Use review and approval for waterfront development must be obtained before zoning approval may be issued.
Setback calculation	Information has been provided and has been reviewed. This information has been determined to be inadequate to calculate the "existing development pattern."
Setback estimate	In the absence of detailed survey, staff has used previously-submitted setback data and other City records or maps to provide a "best guess" as to approximate the setback, which ranges between 138 and 145 feet from the Ordinary High Water mark (OHWM).
Vegetation cutting/clearing	A tree inventory/survey has been submitted, but a detailed plan showing what will be removed and what will be preserved has not been submitted. It is assumed the majority of trees will be removed (cleared) during construction, with submitted plans indicating that some trees and/or shrubs will be replaced within the 35' water frontage area restricted from "clearing." A detailed landscape plan showing replacement trees and shrubs species and location in the 35' water frontage area was not submitted with October 28, 2009 plan set.
Sanitary sewer service	The development will be served by City Sanitary Sewer

Planned pedestrian path interference	The development includes pedestrian path features along the waterside, and also includes provisions to connect to a planned future pedestrian path. Since a detailed landscape plan has not been submitted, it is unclear as to the required landscaping and how the landscaping relates to the pedestrian path
Marine retaining wall construction	It is assumed marine retaining wall will be included as part of the construction of the project. These features are reviewed and approved by the DNR

Other Critical Zoning Items

Urban Design	Yes
Historic District	Mansion Hill Historic District
Flood plain	Yes
Utility easements	Yes
Barrier free (ILHR 69)	Yes

* Since this project is being rezoned to the **(PUD)** district, and there are no predetermined bulk requirements, except waterfront setback.



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Minutes - Approved LANDMARKS COMMISSION

Monday, November 30, 2009

4:45 PM

215 Martin Luther King, Jr. Blvd.
Room 300 (Madison Municipal Building)

**NOTE: the minutes are only a meeting synopsis,
there are audio recordings kept for the record.**

CALL TO ORDER / ROLL CALL

Present: 7 -

Bridget R. Maniaci; Daniel J. Stephans; Stuart Levitan; Robin M. Taylor;
Michael J. Rosenblum; Christina Slattery and Erica Fox Gehrig

**APPROVAL OF MINUTES from the November 16, 2009 Landmarks Commission and
November 18, 2009 Joint meeting between the Landmarks Commission and Urban
Design Commission.**

A motion was made by Levitan, seconded by Taylor, to Approve the Minutes of
the November 16, 2009 Landmarks Commission meeting with a change to
completely strike the last sentence of discussion for agenda item #1 that starts
"Ms. Gehrig added that she thinks that the architect who converted..." The
motion passed by voice vote/other.

A motion was made by Levitan, seconded by Rosenblum, to Refer the Minutes
of the November 18, 2009 Joint meeting with the Urban Design Commission
until the December 14, 2009 meeting. The motion passed by voice vote/other.

PUBLIC COMMENT

There was no public comment on items not on the agenda.

PUBLIC HEARING/CONSIDERATION OF ISSUANCE OF CERTIFICATE OF APPROPRIATENESS

- 1. 15483** Edgewater Redevelopment - 666 Wisconsin Avenue - Mansion Hill Local Historic District.

Contact: Amy Supple, Hammes Company

Request for a Certificate of Appropriateness for the rehabilitation of the original Edgewater Hotel tower, the removal of the top two stories of the 1970's addition in order to create a plaza, and the construction of a new hotel tower. This includes a request for a variance from sections 33.19(10)(e) the "Guideline Criteria for New Development in the Mansion Hill Historic District" for subsections 1 and 2 related to the comparison of (1) the gross volume and (2) the proportion of the street facades within the visually related area.

Ms. Gehrig disclosed that she is a boardmember of the Madison Trust for Historic Preservation. She stated that when she sits on the Landmarks Commission she is not representing the Trust in any way, and that she acts as a private citizen with personal insight

on historic preservation issues. Mr. Stephans added that he and other Commissioners may have relationships with the National or Local Trusts, but that would be consistent with their interest in historic preservation issues.

Bob Dunn, 515 Farewell Drive, Amy Supple, 22 E. Mifflin Street, and David Manfredi, 22 E. Mifflin Street, all representing the Hammes Company, registered in support and gave an overview of the proposal as reflected in the materials they distributed at the meeting. Mr. Dunn stated that they believe the proposal meets all five criteria for new construction contained in the Mansion Hill Historic District Ordinance, noting that a variance from conditions 33.19(10)(e)1 (*related to gross volume*) and 2 (*related to the proportion between the width and the height of the street façade*) were requested in case the Commission found that the proposal did not meet those criteria.

Mr. Levitan asked if the 295,000 cu.ft. were not taken out of the 1970s addition, would the new tower be that much less? Mr. Dunn said that that space was not directly transferrable, and that the tower was reduced by approximately 93,000 from the previous proposal.

Bill Fruhling, City of Madison Planning Division, clarified that the ordinance does not refer to Floor Area Ratio (FAR), but that is a commonly used metric for comparing the size of a building to its site. He also stated that buildings within the visually related area have historically not included other buildings on the development parcel, noting that the ordinance does not specify that and the applicants have included information on the 1940s tower in their submittal.

The following people registered in support, but did not wish to speak:

Mark Strebel, 301 Cannery Sq, Sun Prairie
Dan Burke, 2025 Atwood Avenue
David Vos, 3300 Saralen Way, Verona
Victor Rodriguez, 211 Lathrop Street
Rosemary A. Dunn, 125 Vaughn Court
Robert A. Dunn
Stephan Tumbush, 3534 Timber Lane, Cross Plains
Erin Odgen, 4210 Lumley Road
Steve Grimm, 62 Wood Brook Way, Fitchburg
Scott Faulkner, 205 Delmar Drive
Eric Dewald, 22 E. Mifflin Street
Tim Hansmann, 4728 Sumac Road
Gib Docken, 1909 Sherman Avenue
Tim Valentyn, 2852 Cross Country Circle, Verona
Michael Christopher, 2 E. Mifflin Street, representing Landmark X, LLC
Joe Oswald, 217 N. Owen Drive
Patrick Corcoran, 3718 Country Grove Drive
James Meicher, 2025 Atwood Avenue
Tom Bergamini, 402 N. Baldwin Street
Stuart Zadra, 5312 Lighthouse Bay Drive
Timothy Crummy, 2509 Middleton Beach Road
Terri Whealen, 4601 Tonyawatha Trail, Monona
Sarah Carpenter, 1023 River Birch Road, representing the Hammes Company
Bob Stoehr, 301 S. Yellowstone Drive #420
Luke Porath, 739 E. Gorham Street
Harvey Wendel, 531 N. Pinckney Street
James Tye, 410 N. Baldwin Street

The following people registered in opposition, but did not wish to speak:

Fae Dremock, 1211 Rutledge Street #4
Linda Nelson, 510 Virginia Terrace
Jamie McCarville, 121 S. Butler Street #3
Sandra Ward, 441 N. Paterson Street
Mary D. (Gigi) Holland, 1117 Sherman Avenue
Alexander Hitch, 150 Iota Court
Margaret Bergamini, 454 N. Few Street
Brian Casey, 216 Langdon Street
Michael Goeldi, 216 Langdon Street
Megan Christiansen, 115 S. Franklin Street #301

Joe Bonardi, 1 E. Gilman Street #404
Doreen Adamany, 504 Wisconsin Avenue
Jason Tish, 2714 LaFollette Avenue
Nancy McMahon, 2122 Chadbourne Avenue

Richard Baker, 1 Langdon Street #510, registered in support and included a statement about the great professional and social options that the Edgewater Hotel provides for the neighborhood.

James McFadden, 1 Langdon Street, registered neither in support nor opposition, saying the building is much larger than the buildings in the visually related area and showed some illustrations he prepared that would fit the proposed program in a building that is about 40 feet shorter.

Peter Ostlind, 533 W. Main Street, registered in opposition, stating he doesn't believe the proposal meets the variance standards and that this will be viewed as a precedent.

Tom Link, 1111 Willow Lane, registered in opposition, stating that the historic district is in place to prevent this type of development.

Ledell Zellers, 510 N. Carroll Street, and Michelle Martin, 2217 Superior, registered in opposition, stating that the requested variances do not meet the standards in the ordinance, nor are they authorized by it.

Fred Mohs, and Eugene Devitt, 28 E. Gilman Street, registered in opposition, presenting a model of the area and the proposal. They suggested a lower building along the lakefront.

Katherine Rankin, 2818 Ridge Road, registered in opposition, stating that she was the City's Preservation Planner until about one year ago. She stated that the Commission has always interpreted the ordinance as not being able to grant a variance if something was determined to be "visually incompatible." She does not believe the requested variance is authorized by the ordinance and did not recall a variance being granted for new construction.

Kitty Noonan, Assistant City Attorney, stated that the ordinance allows the applicants to apply for the requested variances. She stated that the terms "new construction" and "addition" are not mutually exclusive. Mr. Levitan asked, if the Commission finds the proposal meets criteria 2-5 for new construction in the Mansion Hill Historic District, could it grant a variance under Sec. 33.19(15)(c)3 for criterion 1.? Ms. Noonan replied that they could.

Patrick McDonnell, 441 N. Patterson, registered in opposition, stating that he is concerned about the precedent granting a variance will have on other historic districts.

Greg Paradise, 20 N. Carroll Street, representing the Mansion Hill Steering Committee on the Edgewater Project, registered in opposition, stating that he feels this constitutes new construction-not an addition, so cannot be considered an authorized variance by Sec. 33.19(15)(d)2.

John Sheean, 25 Langdon Street, registered in opposition, stating that by the applicants applying for variances, they are admitting they don't meet the criteria for new construction and should be denied.

Pat Sheldon, 504 Wisconsin Avenue, registered in opposition, stating the issue has to do with the historic district and not individual buildings.

Gene Rankin, 2818 Ridge Road, registered in opposition, stating that a variance will set a precedence and can only be granted if it has a beneficial effect on the visually related area.

Mary Mohs, 512 Wisconsin Avenue, registered in opposition, stating that the building is too large and approving this proposal would mean the City would not be fulfilling its promise to protect historic neighborhoods and districts.

Jonathan Cooper, 208 S. Henry Street, registered in opposition, stating he does not believe the proposal is visually compatible with nearby properties.

John Martens, 4118 Hegg, registered in opposition, stating that the proposed building is too big and that the submittal contains inaccurate information.

Bert Stitt, 120 S. Franklin Street, registered in opposition, stating that the public engagement process has been inadequate and that Mansion Hill and other historic districts are vulnerable and need to be protected.

Sharon Kilfoy, 1020 Williamson, registered in opposition, stating that the proposed tower is too big and will block lake views.

Joe Luson, 627 E. Gorham Street, registered in opposition, stating that the proposed tower is too tall and will be the dominant feature-- not the plaza. He does not believe there is a hardship and is concerned about setting a precedence.

Paul Schoeneman, 1108 E. Gorham Street #3, registered in opposition, stating that he feels the tower should be set back from Wisconsin Avenue and will impact the view shed.

Jim Skrentny, 511 E. Main Street, registered in opposition, stating his concern about the precedent if a variance is granted from the most essential part of the ordinance.

James Steakley, 111 N. Franklin Street, registered in opposition, expressing concern about the mass and scale of the new tower and that it would block the view of the lake from the Capitol Square.

The public hearing was closed.

Mr. Levitan asked the applicants to respond to the idea of reallocating the space over fewer stories as presented by Mr. McFadden. Mr. Manfredi said he would need to study plans, but it looks like a wider floor plate and the ratio of floor plate to building skin is a key metric of a project's economics. Mr. Dunn said they previously explored this idea and gained five rooms plus about 5,000 sq.ft. of floor space per floor, so the volume of the building increased.

Mr. Manfredi stated that the architecture of the new tower fits the context and is not an object building. He stated that the criteria of the ordinance leads to an approach that is more of a traditional urban street wall. He feels that it has horizontal proportions.

Mr. Levitan asked if the variance authority granted to the Commission under Sec. 33.19(15)(a) means it must make a determination that it is visually compatible, then make a finding. Ms. Noonan stated that section is general and that Secs. 33.19(15)(c) and (d) have to work together, and that the Commission needs to find that one of the condition in Sec. 33.19(15)(c) apply.

Aid. Maniaci noted that the Mansion Hill Ordinance uses the term "guidelines". Ms. Noonan stated that although these contain both "shoulds" and "shalls", Sec. 33.19(10)(e) spells out what must be determined to approve new development. She clarified that to approve a Certificate of Appropriateness, the Commission must find that the project meets Sec. 33.19(10)(e)1-5, and if not, needs to find that it meets the standards for granting a variance from one or more of the criteria. Ms. Noonan stated that she does not believe Sec. 33.19(15)(c)3 and Sec. 33.19(15)(d)2 are in conflict in this case because an addition is also new construction and the terms are not mutually exclusive.

Ms. Noonan stated that the Mansion Hill Historic Preservation Plan and Development Handbook referenced in the ordinance served as a basis for creating the ordinance and is more of a guideline. The review criteria are in the ordinance and are requirements, and the Commission should base its decision on the ordinance.

The Commission discussed the orientation of the new tower compared to other buildings in the visually related area. Mr. Manfredi said the overall direction is horizontal even though there are elements that are more vertical.

Mr. Rosenblum commended the applicants for the changes they made to the 1940s tower and plaza, but asked the applicants to describe how the new tower meets criteria 33.19(10)(e)1. Mr. Manfredi stated that it is a soft criteria and suggested considering multiple metrics

and determining an acceptable range. He feels that given the metrics considered, it is in an acceptable range.

Mr. Stephans feels that the Plan was written to deter further commercial development and protect the historic residential neighborhood, and unfortunately, he does not believe the ordinance reflects that. Ms. Slattery noted that the ordinance does not distinguish based on use. Mr. Stephans stated that he thinks the proposal is within an acceptable range compared to buildings in the visually related area, but may not be if a larger portion of the neighborhood could be considered. Ald. Maniaci stated that she believes the ordinance is meant to prevent the demolition of historic mansions, not to prevent new construction. She thinks the changes to the 1940s tower and public plaza are positives and that she prefers an efficient building as proposed as opposed to a lower building stretched along the lakefront. Mr. Stephans stated that he feels the new tower fits on the site, so feels it is visually compatible when considering the buildings and the environment.

Mr. Levitan asked the applicants about John Martens claim that they are showing inaccurate information. Mr. Manfredi said that they constructed a computer model that is highly accurate, but that the professional illustrator took certain liberties with the renderings. He agreed with Mr. Martens that the respective perspectives (current and proposed) are not from the same vantage point.

Ms. Slattery feels the numbers used to compare the size of the new tower to those in the visually related area show that it is larger. Ms. Gehrig agreed.

Mr. Levitan asked if Commissioners felt that, other than perhaps criterion 1 (in Sec. 33.19(10)(e)), the other criteria are met. Ms. Gehrig stated that she does not think criterion 5 is met.

Mr. Levitan asked Mr. Stephans about why he feels the proposal meets the standards for approval, but not for a variance. Mr. Stephans stated that the presence of the 1940s tower and 1970s addition makes the difference, without them he would view gross volume differently.

Ms. Taylor stated that she is still stuck on the gross volume. Mr. Levitan talked about differentiating the volume of the new tower and the pedestal portion since it will only be perceived from the lake. Mr. Rosenblum stated that the view from the lake should also be considered. The Commission discussed the directional expression of the 1940s tower and 1970s addition as viewed from the lake.

Mr. Rosenblum stated that Sec. 33.19(15)(a) allows for consideration of a bigger area. Ms. Gehrig thinks that "buildings directly affected" could mean all of the buildings in the historic district. Mr. Levitan stated that "buildings directly affected" could mean the National Guardian Life building given its proximity.

Mr. Stephans stated that the variance language refers to the purpose and intent of the ordinance. The Commission discussed whether this referred to the purpose intent of the Mansion Hill District (Sec. 33.19(10)(a)), or to the general purpose and intent of the Landmarks Ordinance (Sec. 33.19(1)). Ald. Maniaci and Mr. Levitan felt that it referred to the purpose and intent of the Landmarks Ordinance. Ms. Gehrig noted that Sec. 33.19(1)(a) of the general purpose and intent section talks about the protection of districts.

A motion was made by Maniaci, seconded by Rosenblum, to Approve a Certificate of Appropriateness for the project as submitted given the criteria in the ordinance, with the following conditions:

- #1: Staff approval of the design details for the rehabilitation of the 1940's hotel tower according to the Secretary of Interior Standards for Historic Rehabilitation, with minor changes being approved by staff, or by the Landmarks Commission at staff's discretion. *(friendly amendment by Slattery)***
- #2: Landmarks Commission final review and approval of the design details for the new top floor addition, Rigadoon Room and front entrance element. *(friendly amendment by Slattery)***
- #3: Staff approval of the design details and minor changes to the 1970's addition and the proposed public plaza, with any major changes, as determined by staff, to return to the Commission for further approval. *(friendly amendment by Rosenblum)***

Ald. Maniaci said that looking at the visually related area and the green space around the buildings, there is a lot of room. Ms. Taylor stated that looking at the buildings, the new tower is too massive. Rosenblum referred to the rendering and stated that he does not believe it is visually compatible.

Mr. Levitan said that the Commission's obligation is to the integrity of the Landmarks Ordinance, and that approving a CoA would do damage to the Ordinance because the proposal violates the "gross volume" standard. He said that if the Commission determines that the project is visually compatible with the VRA that will set a bad precedent.

The motion FAILED by the following vote:

Ayes: 2 - Maniaci, Stephans

Noes: 5 - Gehrig, Rosenblum, Taylor, Slattery, Levitan

Mr. Levitan stated that the enhancements from removing 295,000 cu.ft. of the 1970s addition and the improvements to the 1940s tower will only happen with the construction of the new tower.

Mr. Levitan questioned whether Mr. Devitt's building was directly affected. Mr. Stephans stated that he feels the entire district is directly affected. Ms. Taylor stated that the variance language also talks about the beneficial affect-- while the green space may be a beneficial affect, it comes at the expense of a large building among beautiful 2-story mansions. Mr. Levitan stated that he believes the motion satisfies the intent of the Landmarks Ordinance, which is something they have to find to grant a variance. He stated that the purpose and intent of the Mansion Hill Historic District cannot be contrary to the purpose and intent of the Landmarks Ordinance because it is a subset of it. He suggested that there is nothing unique in the purpose and intent of the Mansion Hill District except to create the District, so that gets back to the purpose and intent of the Landmarks Ordinance.

Ms. Slattery asked whether by approving this motion we are saying that the project will be visually compatible with the historic character of all buildings directly affected even though previously we said that the gross volume wasn't visually compatible. Mr. Levitan stated that it would mean that as a Commission we found that the proposal did not satisfy the gross volume criteria, and was out of compliance, this motion requires us to find that the project is visually compatible with the historic character of the buildings with which it is directly related, that is the way that the ordinance is written. Mr. Rosenblum added that it would also mean the Commission finds that the project will have a beneficial effect on the historic character of the District. It was clarified that the motion includes a variance from criterion 1 for new development in the Mansion Hill Historic District related to gross volume, and that approval of the motion would mean that the Commission finds that the action meets criteria 33.19(1)a-g.

A motion was made by Maniaci, seconded by Rosenblum, to Approve that the proposed project will be visually compatible with the historic character of all buildings directly affected by the project and of all buildings within the visually related area and that based upon the evidence presented to us, we find as fact that the massing of the project which would otherwise not be permitted by the ordinance would enhance the quality of the design for the new building or structure and the new structure otherwise complies with the criteria 2-5 of the Mansion Hill Historic District for new construction in the historic district and would also have beneficial effect on the historic character of the visually related area, and issues a Certificate of Appropriateness based upon variance of 33.19(10)(e)(1) pursuant to 33.19(15)(c)(3) and 33.19(15)(d)(2) with the following conditions:

#1: Staff approval of the design details for the rehabilitation of the 1940's hotel tower according to the Secretary of Interior Standards for Historic Rehabilitation, with minor changes being approved by staff, or by the Landmarks Commission at staff's discretion.

#2: Landmarks Commission final review and approval of the design details for

the new top floor addition, Rigadoon Room and front entrance element.
#3: Staff approval of the design details and minor changes to the 1970's addition and the proposed public plaza, with any major changes, as determined by staff, to return to the Commission for further approval.

The motion FAILED by the following vote:

Ayes: 2 -

Bridget R. Maniaci and Stuart Levitan

Noes: 5 -

Daniel J. Stephans; Robin M. Taylor; Michael J. Rosenblum; Christina Slattery and Erica Fox Gehrig

A motion was made by Levitan, seconded by Maniaci, that the Commission could find that a new hotel addition on the proposed site could be approved with a revised design that would have a gross volume that is visually compatible with the buildings and environment with which it is visually related. The motion passed by a voice vote/other.

OTHER BUSINESS - DISCUSSION

2. 08717 Buildings proposed for demolition
The Commission did not discuss this item.
3. 07804 Secretary's Report
There was no Secretary's Report.

ADJOURNMENT

A motion was made by Maniaci, seconded by Taylor, to Adjourn at 12:05 a.m. on December 1, 2009. The motion passed by voice vote/other.

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: August 5, 2009
TITLE: 666 Wisconsin Avenue – PUD(GDP-SIP) – Edgewater Hotel. 2 nd Ald. Dist. (15511)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: August 5, 2009	ID NUMBER:

Members present were: Bruce Woods, Richard Wagner, John Harrington, Marsha Rummel, Dawn Weber, Richard Slayton, Todd Barnett, Jay Ferm, Ron Luskin and Mark Smith.

SUMMARY:

At its meeting of August 5, 2009, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on a PUD(GDP-SIP) located at 666 Wisconsin Avenue. Appearing on behalf of the project were Amy Supple, Sarah Carpenter, R.A. Dunn, Scott Watson, representing Carpenter Local 314; Scott Faulkner, Kim Donovan, Patrick Corcoran, Tina Kurt, Dan Burke and Ruth Wendtlandt. Appearing in opposition to the project were Michael Bridgeman, representing the Madison Trust for Historic Preservation; Fred Mohs, Ledell Zellers, and Paul Schoeneman. Currently the Edgewater Hotel consists of 97,756 square feet of finished gross building area in two structures, providing for a total of 107 rooms, 1,100 square feet in meeting facilities, two restaurants and 168 underground parking stalls. The Edgewater redevelopment provides for the expansion of the existing facility in combination with additional lands obtained from National Guardian Life to the northeast to allow for the development of 227 hotel rooms, 12,542 square feet of meeting and banquet space, a fine dining restaurant, a casual dining restaurant, on the pier a café/retail space/spa fitness center, and approximately 354 parking stalls including outdoor plazas and terraces abutting the property's Wisconsin Avenue and lake frontages, along with provisions for meeting/banquet facilities and hotel administration. Supple and Carpenter provided an overview of the project paralleling provisions within the application packet. Following their presentation, public testimony from those for and against the project was as follows:

- Issue with the use of right-of-way an obstruction and the need to stay within the legal frame of the ordinance requirements, especially that of a historic district.
- The project represents beautification and economic development and provides for the redevelopment of a facility that requires updating.
- Michael Bridgeman representing the Madison Trust for Historic Preservation spoke in opposition, detailing the requirements for the R6H zoning district, which limits heights not to exceed 50-feet, noting issues with height and massing and the need for the project's architecture to compliment other structures within the district.
- Ledell Zellers spoke in opposition noting that the PUD is not in character with the historic district and requirements for the R6H zoning designation, remarking on the project's inconsistency with the PUD standards and being not compatible with the physical nature of the site, as well as issues with the project infilling one of the Mansion Hill District's hills.

- Fred Mohs spoke in opposition noting obstruction of views by vehicles and buses off of the property's Wisconsin Avenue and Langdon Street frontages, and noting that the project does not meet the required setbacks of the existing zoning and therefore requires serious modification.

Following public testimony the Commission noted the following:

- Need to provide more details on the public space.
- Appears design needs DNR approval.
- Issue with the parking of a lot of cars proposed with the project. Provide traffic studies to deal with impact as well as issues with traffic patterning on adjoining streets.
- Concern with the addition of use for the penthouse level in addition to new tower's consistency with the provisions of the R6H zoning.
- Follow through on public access to the waterfront as well as extension across the National Guardian Life property to the northeast.
- Clarify new construction within the 75-foot lakefront setback.
- Issue with reclaiming renovation of the 40's building so as not to impact with new construction associated with new building. Provide more information on the use and development of the plaza area as it relates to the entry to the 40's building.
- Look at buildings and architecture that are immediate to the area and site to provide an architectural vocabulary that will provide that the building is built for this area.
- Suggest providing a more detailed cross-section that shows building's in context with other buildings along Langdon between existing and proposed structures along Wisconsin Avenue, as well as use of a scale model in lieu of animation was strongly suggested.
- Look at alignment of plaza features centered with the Capitol. Include an existing site plan in the future application packet.
- Talk with DNR before coming back on the real feasibility of the pier feature.
- Use of public space at plaza needs to be ironed out, as well as public access to hotel and lakefront levels.
- Corridor going down through to lake needs to define activities that will activate the space.
- Do sun/shadow model on the downstairs corridor including a wind study to deal with snow issues.
- Look at alternatives to bring height of new tower down.
- Bring different iterations of the tower to provide more background on the feasibility of the structure as proposed.
- Space along the lake way too small and doesn't really deal with how people will use it. Needs to be of high quality, needs to firm up how spaces will be used as a function of urban design, provide more details on the lake level and end views, including the ramp down to the lake which is good idea but feels cramped.
- Pull building back to give more breathing room to the existing Edgewater and lake.
- Architecture needs to be stunning; not there yet.
- Pathway at lake needs to be more gracious but needs more room, a shadow study is critical, need to make walkway east from the pier more viable.
- Look at alignment with Capitol.
- Concept architecture in setting off existing Edgewater appropriate but need to create pieces that tie both together.
- In terms of massing look at height in terms of existing context.
- On return for further consideration show what can be done to meet standards of historic district.
- Find way of peeling off more of the 70's era building; use to make connection to lake, consider widening down ramp.

- Building height provide more information on the floor system, floor to ceiling height, expose existing building and improve access to lake.
- Look at green roofs, look at lakeshore path and Union Terrace's relationship to lake as a comparison.
- Look at City parks guidelines for use as public terrace.
- Look at LEED certification.
- Look at using matching brick on new tower.
- Provide eye level perspectives from lake level and Wisconsin Avenue and other site lines.
- Concern with more projects building up to the height limits.
- Encourage Commission to tour and walk area to get a feel for the area and project.
- Eliminate pinch at north corner at lake, look at rounding, needs to do something else if path doesn't extend.
- Agree with height issues, even penthouse should not exceed limits.
- PUD requires exceptional architecture, architecture needs to stand out.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6, 6, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 666 Wisconsin Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	7
	-	-	-	-	-	-	8	-
	5	6	5	-	-	5	7	6
	6	5	-	9	-	5	9	6
	6	6	-	6	-	6	7-8	7

General Comments:

- Need more perspective views – see plan mark ups.
- Strong, active concept. Shape studies of context and relationships in massing to adjacent structures. Study relationship of fenestration with 1940s building.
- Shadow study is needed; lakeside treatment needs to be a major asset to the entire length; respect the center line of Wisconsin Avenue.
- Outstanding opportunity to bring life and activity to an under-utilized area of Madison. Massing remains an issue. Height remains an issue. Traffic interference with plaza use remains unresolved. Maximizing public access to plaza and designing for flexible use is key to ensuring public is provided adequate consideration for the considerable sacrifice you are asking. This site and developer’s vision calls for stunning architecture while current design is not yet there.
- Meet Mansion Hill Historic District height and massing standards. Consider moving drop-off/entry from “public space right-of-way” in front of new hotel. Widen staircase – only 5’ in plans, not 25’ as stated by applicant. Lakefront access is too shrunken. Provide renderings from Langdon and Wisconsin Avenue. Show skywalk in more detail. Respect historic district architecture in design of new building. Traffic issues/circulation will need to be addressed. Appreciate restoration of circa 1940s Edgewater.
- Interesting project. Great possibilities for public engagement. Need to ensure these really exist. Address or demonstrate that you’ve tried to address zoning concerns.
- Basic site plan well conceived. Site entry plaza must align with Capitol. Architecture should reflect area.

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: September 2, 2009
TITLE: 666 Wisconsin Avenue – PUD(GDP-SIP) – Edgewater Hotel Expansion. 2 nd Ald. Dist. (15511)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: September 2, 2009	ID NUMBER:

Members present were: Marsha Rummel, Dawn Weber, Todd Barnett, Bruce Woods, Richard Slayton, John Harrington, Ron Luskin, Mark Smith and Richard Wagner.

SUMMARY:

At its meeting of September 2, 2009, the Urban Design Commission **REFERRED** consideration of a PUD(GDP-SIP) located at 666 Wisconsin Avenue. Appearing on behalf of the project were Paul Gibler, Barry Avery, Richard Baker, Bob Dunn, Amy Supple, Dave Knoche, Jim Carley, Dan Burke, Rosemary Lee, Erik Minton, Scott Faulkner, Scott Watson, Leonard Shelton, Sonya Newenhouse, Matthew Apter, Tim Ribber, Teddy Walsh, Sam Lawrence, Carole Schaeffer, James Tye, Lynne Faulkner, Andrew Docter, James A. Vick, Harvey Wendel, representing Pinckney Place Condominiums; Scott Vaughn, representing Building Trades Council; David Boetcher, representing IBEW Local 159; and Ryan Oehlhof, representing IUOE Local 139. Registered in opposition were Pat Sheldon, Thomas A. DeChant, Mary Mohs, Zane Williams, Simon Anderson, David Mollenhoff, Leslie Schroeder, Dolores Grengg, Leigh Mollenhoff, Adam Plotkin, Paul Schoeneman, Dremock, Gene Devitt, Alex Hitch, Tom Link, Jim Skrentny, Michelle Martin, Peter Ostlind, Ledell Zellers, Fred Mohs, and Jason Tish. Registered neither support nor opposition was John Martens. Prior to the presentation staff requested that the applicant provide any and all materials not contained within the application packet, including the PowerPoint and computerized graphics presentation. Luskin noted abstention from consideration of the item. Supple provided an overview of the project as a follow-up to the Commission's previous review. Supple noted her expectation for referral of the item to continue with the dialog on a complex approval process. She further noted the need to provide for a presentation and review of recent modifications to the project. Following Supple's presentation, Dunn provided details as to the building's architecture and site design issues. The combined presentation noted a downsized auto court; its alignment with the centerline of Wisconsin Avenue, along with the breaking up of large greenspaces within the public plaza area to be utilized for multi-use purposes. Other modifications were noted as follows:

- Reduced uplighting in favor of downlighting at the water.
- Current study and consideration of pulling back the podium building at the lake, in combination with its effect on mechanicals.
- Study reducing utility penthouse in combination with a tree species survey, as well as considerations for owner-occupied residential.

Following the presentation public testimony was as follows:

- Martens noted that the plans were incomplete and inconsistent and failed to provide a clear indication as to the extent of improvements existing and proposed as outlined within a handout. He said he would like to see a final more complete version of the plan with the need to understand the project requiring a referral. He further noted a need to provide a lot more detail on modifications to the original Edgewater, issues with extent of private space being sold versus public; really a loss of public space where the project has significant differences between what's being claimed versus what's being shown.
- Plotkin spoke in opposition noting the Urban Design Commission's purpose and intent according to Madison General Ordinances to protect and to improve the general appearance of all buildings; he doubts the projects reflects improvements; to foster civic pride; the project doesn't foster civic pride; project eliminates a hill and effects the beauty of the Mansion Hill area.

Continued support and opposition were noted as follows:

- Support sustainable aspects, adopt reuse of existing buildings as well as an update of infrastructure with more for certain utilities.
- Oppose issue with noting area is blighted, lack of address of UDC's previous concerns, as well as inconsistency with 50-foot height limit within the R6H zoning district and the need to compromise.
- Reminded of recent projects that met the 50-foot height requirement within the area including the one that there should be an 8-foot setback from the walk as other buildings along Wisconsin Avenue, as well as to provide for changes that protect from the loss of the view of the lake.
- Object to representation of the Capitol Neighborhoods, Inc. voicing of opposition.
- Needs to respect Capitol views, provide true public access.
- Emphasize that the development will change an area within a historic districts that features 14 historic homes in the vicinity, as well as previous projects that met the height restrictions of the underlying R6H zoning.
- Support a worthwhile complex building. Need more intense development to offset cost of renovating the 40's building.
- Tish, representing the Madison Trust for Historic Preservation noted his appreciation for proposed improvements to the old building but concerned with violation of zoning, height restrictions and provisions of the Mansion Hill Historic District. He further noted the building is way out of scale with other buildings (2-3 stories), the scale of providing 100 rooms will have a detrimental effect to the livability of the historic district where there needs to be a compromise on scale.
- In favor of opportunity to make a first class hotel a beautiful addition to the city and lake.
- Project is so large at such a scale will totally change Mansion Hill. Will bring in traffic and ruin walkability of area.
- Ostlind spoke in support of renovations that would reinvigorate the Edgewater Hotel but recommended rejection based on impacts of height as it effects zoning, the historic district and the area as a whole.
- Packet missing much information: loading of trucks, drop-off and detailing on private drive and traffic flow. The elevation of plaza doesn't truly detail viewshed as proposed improvements are much higher than the current view.
- The public space at the front of the 40's building dense and gated, not public.
- The use of public space/right-of-way for private use not good use of public space.
- Height and mass doesn't fit the urban context, the area around the hotel is small scale residential.
- View from lakeside massive, out of scale, will encourage other developers to develop more intensely in historic districts. Need to stick to the provisions of the PUD ordinance. Urban context is a residentially

zoned neighborhood, project is a negative because of the size and mass. The project should be required to meet the same setback as the National Guardian Life building.

- Views should be maintained consistent with the vacation ordinance, not violated. Project will encourage other developers to assemble properties and develop inconsistent with requirements for the area.
- The neighborhood has had no opportunity to meet and react to the current plans as proposed.

Following public testimony the Commission noted the following:

- Still need to provide a response to viewshed perspective information as previously requested.
- Provide a coherent argument on the need to exceed height limit or make perform public to be able to evaluate.
- Project is an improvement on what is there. The open space between buildings better. How can space open up, to who and when? The reduction in drop-off good. The open stair is positive but concern with width of stair; need to be splayed to open up.
- The restoration of the 40's building is good; pulling back the 70's building is also good.
- The skywalks need more work, not transparent enough to provide view to lake.
- Make space that fronts lake be public.
- Concern with height, precedent it provides, not always this project but projects to follow suit.
- Needs greater setback of building face to property line as it relates to Wisconsin Avenue.
- Building of this height needs to be really something special, more dynamic, needs to distinguish itself if it's that prominent of a building.
- Provide traffic based answers.
- Needs to feel like a more cohesive project, tower needs to relate to each other, look at urban core where massing helps create a sense of place. The tower floats but doesn't feel grounded in its location. Needs stronger ties architecturally between all three buildings.
- Need to capture the feel of the original 40's building. Peel more off the 70's building, provide real public access where the stair is still too narrow it will be shadowed and won't succeed to create a cool sense of space.
- Provide specific details on proposed residential dwelling units.
- Need more detail on podium addition.
- Question how will project look if it met all requirements?
- If TIF funding is utilized justify what we are getting.
- Encourage the developer to have more neighborhood meetings.
- The stairway needs to be done in coordination with a shadow pattern study; concern with ability to grow plants within this area.
- Show tower mass and height from other views on lake, for example the Memorial Union.
- Concern with creating a large mass on lake that doesn't benefit from neighboring large scale landscaping or the setback that is provided within the adjacent National Guardian Life building.
- Question status of DNR approvals for the water feature as well as lakefront setback issues. Need to know in order to consider approval of the project.
- The northerly corner of the podium building is too close to the lake, round off.
- Horizontally the horizontality of the original 40's tower in concept and not quite as built, needs to be carried over to the design of the new tower.
- Need traffic study that deals with vehicle queuing and large vehicle template. Need more information on stormwater control and other alternative on-site opportunities.
- Need to provide a shadow study.
- Need to provide a sunset study that deals with how the tower blocks other residences.

- Relevant to the tree survey, identify and evaluate by an arborist relative to the change in light levels and its effect on vegetation due to height of the towers.
- Need to justify height – too tall.

ACTION:

On a motion by Slayton, seconded by Harrington, the Urban Design Commission **REFERRED** consideration of this item to provide address of the above stated Commission's concerns and the following:

- At the request of Ald. Bridge Maniaci provide nightscape information such as lighting, safety at the stairway including specific design details of the stair. Address concerns on the adequacy of its width, the effect of an urban plaza in a recess of the 40's building including on adjoining properties.
- Address issues relevant to the effectiveness of landscaping on the subterranean level within the recessed stair, as well as qualifying the extent of residential condominium units and impact on the project's design, including bike rack design and the need to provide a substantial study on traffic impacts.
- Provide a more substantial improvement associated with the surface parking and build up over the exposed northerly driveway entry adjacent to the National Guardian Life property. Look at placing auto court and the extension of Langdon Street in conjunction with the proposed surface parking lot.

The motion was passed on a vote of (9-0-1) with Luskin abstaining.

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URBAN DESIGN COMMISSION PROJECT RATING FOR: 666 Wisconsin Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	6	5	5	-	5	6	6
	5	5	-	-	-	5	7	5
	-	-	-	-	-	-	-	6

General Comments:

- Potential is there for a great project. Issues to resolve: tower height, vehicular traffic, stairwell access to lighting, public access.
- Stairs too narrow – do sun/shadow/sunset study. Where is residential if included. Still need existing views from streets. What would building look like if historic district ordinance, Capitol view height limit, lakefront setback, were followed? Consider further shrinkage of 1970s building – from lake, on roof, next to Edgewater. Further elaboration needed of garden area – impact on existing Edgewater. Urge continued conversation with NGL to purchase additional land to allow shorter building height and create better views of lake if building is reoriented. Also move auto court off public space.
- Height not justified; splay stair for greater view?; architecture might draw from context or really be a spectacular element on “skyline.”
- Why did I sign up for this? I need perspective views as previously described and a scale model with context would be a big help. DNR approval.

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: November 4, 2009
TITLE: 666 Wisconsin Avenue - PUD(GDP-SIP) - Edgewater Hotel Expansion. 2nd Ald. Dist. (15511)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: November 4, 2009	ID NUMBER:

Members present were: Bruce Woods, Jay Ferm, Marsha Rummel, Todd Barnett, Mark Smith, John Harrington, Dawn Weber, Richard Slayton, Richard Wagner and Ron Luskin.

SUMMARY:

At its meeting of November 4, 2009, the Urban Design Commission **REFERRED** consideration of a PUD(GDP-SIP) located at 666 Wisconsin Avenue. Appearing on behalf of the project were Bob Dunn, Amy Supple and Sarah Carpenter, all representing Hammes; Susan Schmitz, representing DMI; Steve Bretlow, representing Building and Construction Trades Council of South Central Wisconsin; Michael Stark, representing MATC; Scott Watson, representing Carpenter Local 314; Jim Leonhart, representing the Aaron J. Meyer Foundation; Nicholas Tomkins, Alex Hitch, Rosemary Lee, Craig Argall, James Tye, Patrick Corcoran, Mark Landgraf, Mark Huber, Ross Faulkner, Julia Hausmann, Ken Axe, Steve Keld, Zach Zimmerman, Scott Faulkner, Judy Alberts, Maria Milsted, Derek A. Rahn, Brice Puetz, Tom Bergamini, Charlene Stevenson, Bill Elkington, Tom Sather, Christopher Culver, Daniel L. Milsted and Jackie Mernah. Registered in opposition to the project were Gene Devitt, Fred Mohs, Joe Lusson, Aleen Tierney, John Sheean, Michael Bridgeman, Ledell Zellers, Paul Schoeneman, Peter Wolff, Pat Sheldon, Mary Holland, Donna W. Peterson, Monica Messina, Samantha Crownover, Bruce Crownover, Megan Christiansen, Gregory Hitch, Tom Givnish, Michelle Martin, Jamie McCorulle, Joe Bonardi, Eddi Ignaczak and John Martens. Registered neither in support nor opposition were Robbie Webber and Peter Ostlind.

A presentation by Dunn and Supple provided an updated overview of the project as currently proposed and noted revisions to the Edgewater Redevelopment Plan as follows:

- Reduced height of expansion tower by 3 stories/30-feet;
- Reduced penthouse structure, no encroachment on Capitol View Limit;
- Height is compatible to National Guardian Life building and Kennedy Manor;
- Removed top level of 1970's low-rise building;
- More than 20 feet of height (2 stories) and 380,000 cubic feet of volume has been removed from the previously proposed design;
- Plaza is terraced, vehicular traffic is removed from view corridor;
- Enhanced configuration and flexibility of public spaces;
- Significantly enhanced experience on Grand Stair to the waterfront;
- The 1940's building becomes a feature of the development;

- Total program of the building has been reduced by nearly 100,000 square feet;
- The new podium building is set back 35-feet from the shoreline;
- The hotel program has been reduced from 228 to 180-192 rooms;
- Added potential to include 8-10 high end residential units;
- Reduced program from 364 to 226 stalls;
- Architecture has been advanced to incorporate signature design elements.

A review included references to shade and light study as part of the PowerPoint presentation, and notation of the elimination of the bridge connector at the grand stair. Public testimony in support and opposition noted the following:

- The utilization of a three-dimensional model of the current version of the project emphasizing that:
 - The project ignores zoning and requirements for historic district.
 - A 50-foot height limit applies; where 160-foot average height is more than double.
 - Lakefront development ordinance which requires an average setback of the five adjacent projects on each side and necessary variances have not been addressed at this time.
 - No Landmark approval and doesn't fit district.
 - Buses and drop-off don't accommodate the need.
 - See serious precedent with project, will provide emphasis for others to ignore requirements such as the zoning's 15-foot setback.
 - Issue with columns in the Wisconsin Avenue right-of-way, which are restricted by the ordinance amendment of 1965 vacating the end of Wisconsin Avenue; need to remove building encroachment into the right-of-way.
 - Need to acknowledge that all new development within the Mansion Hill District has met the provisions of the R6H District.
- Parking is a significant issue in the area, where parking isn't sufficient as proposed. The magnitude of the project disturbs the aesthetic feel of the area. Precedent will be that these kinds of buildings are given more consideration by the City. Need to take time to look at the facts.
- Opposition to the representation that the Capitol Neighborhoods, Inc. opinion was representative of that of the neighborhood.
- Need to provide for predictability based on zoning and requirements of the historic district. Support for the restoration and sprucing up of the Edgewater Hotel, but need more details on what that entails. Request that the Commission's referral of action on the project to absorb changes, including Landmarks consideration.
- The hotel is not visible from within the district or from the Capitol where the building would not support views.
- Previous study of the earlier version and its discrepancies, along with discrepancies with the new version as noted within an attached and distributed memo to the Commission further detailed the following:
 - Distortion in the view from Wisconsin Avenue taken from 12-feet above grade exaggerates the viewshed.
 - The project misses sustainability issues, lacks detail on restoration and remodeling of the existing structures.
 - Need to ask for 3D renderings to deal with accuracy of the "hand drawn" submittal.
- DMI's Board of Directors approved the design details for the project at its meeting of September 17, 2009.
- The obstruction of the Langdon Street view of the lake with the project, its disturbance of the neighborhood is not good for the community.

- Request referral until after Landmarks has acted, which will inform the UDC on relevant issues. Issues with the PUD, Criteria for Approval in that the project is not consistent with the spirit and intent of this ordinance (zoning).
- No tower setback on Wisconsin Avenue and includes the balconies.
- The NGL building setback at 60-feet is due to relevant height and mass issues.
- Historic district was established to prevent buildings like NGL.
- Need to not exceed the 50-foot height limit of the Mansion Hill Historic District and the need to respect the 15-foot setback in the Wisconsin Avenue right-of-way.
- Very little time for review by anyone of this current version of the project, including the City of Madison the current plan revisions. The Capitol Neighborhood is planning to have sessions for broader input where the Capitol Neighborhoods, Inc. has not taken a formal stance, appears UDC action would be premature on a new evolution of this proposal.
- Lack of presentation drawings and/or perspectives from Wisconsin Avenue showing the whole building, as well as experience with projects before the UDC not having perspectives from all streets.

Following public testimony discussion by the Commission was as follows:

- Relevant to the protocol between the Landmarks and Urban Design Commissions, it is not required by Commission or ordinance except with PUDs where the Urban Design Commission's role is based on its recommendation to the Plan Commission and Common Council. Need to start work with review of the project.
- Staff questioned the applicant as to the applicant's continuance of the presentation based on a review of detailed plans as part of a "hard board" presentation. No hard board presentation had been anticipated with current consideration of the project by the applicant. Staff noted to the applicant and Commission the necessity to provide for "a hard board presentation" of the project's details as referenced within the application packet in order to provide for an appropriate level of a detailed design review of the project not easily accomplished in absence of the required materials.
- Access to lake improved, removal of top two stories of the 70's building where public space amenities moved in the right direction, the step down 100% better.
- Look at building design that is site responsive. Question what studies have been done with the building that responds to the site.
- Define public spaces on drawings; provide information on the DNR approval of the pier, including documentation.
- The FAR of the project does not appear to be calculated correctly as the building is perceived on the site.
- Surprising that no architect has been involved in the presentation where the new building does not respond to the existing site and not there yet.
- There needs to be an architectural dialog between the tower in response to the 40's tower for the plaza area to become a successful space. The tower needs to site itself in terms of site detail as well as fenestration, massing and concept in relationship to the 40's tower. The revised tower better responds in terms of massing to the overall context, but the primary architectural response should be to the 40's tower while still creating a statement of its own.
- Provide eye level perspectives from the lake level, Wisconsin Avenue and other sight lines including cross sections as previously requested.
- Produce "hard board" presentation material including site and elevational details to help sell and illustrate the project including providing details of the shadow studies.
- Thank producers of model, appreciate its value, may lead for appreciation that mass on site could work.
- Need to have dialogue with architect; need to have a dialogue with that person.
- Like the step down, it opens views of the lake.

- Great stride in right direction, like to be able to point at it as part of a hard board presentation.
- Like heart shape of the interior island consider incorporating a bow shape into the design.
- Need to crack issue with height of building.
- Answer how bus/trucks turn around in loading dock structure.
- Provide details on the width of the stair as well as specific design details.
- Like redesigned plaza but raised portion very narrow, make it feel longer.
- Question rooftop installations; clarify where will they go?
- Like terrace going down, but the plan appears more of a private space, not public.
- Detail the width of the stair.
- Need more information on other required approvals to go forward.
- Provide details on previously requested tree survey.
- No problem with height but Landmark's needs to accept height; then we can deal with it.

Feedback from Ald. Bridget Maniaci noted appreciation for Urban Design Commission input in light of Landmarks Commission's absence of a Preservation Planner to guide its consideration of the project. No institutional knowledge available; look for the Urban Design Commission to provide input on design aspects. Continued discussion by the Commission noted:

- Landmark's need to provide feedback on historic impacts.
- If ordinance requires a 50-foot height limit, if not approved or provided then what; if waterfront setback and variance are not approved or provided for, then what? UDC needs to know the effect on the design as proposed.
- Setback from street may be appropriate, reducing height impacts good but need to know how important to Landmarks.
- A joint meeting would be helpful with staff to make clear on what layers of approval are involved. Need viewshed information from applicant.
- Concern with precedent from Landmarks point of view. Want to understand how precedent works and will it lead to slow march of development.
- Ask Traffic Engineering to provide information on the traffic analysis necessary to give initial approval. Provide tree survey as previously requested and include in plan including details, plans and elevations, etc. as part of a hard copy presentation in order to facilitate review of the project.

ACTION:

On a motion by Rummel, seconded by Harrington, the Urban Design Commission **REFERRED** consideration of this project with instructions to staff to set up a meeting with the Landmarks Commission with a staff presentation relevant to the specific approvals required for the project, including standards for consideration and scheduling. Further consideration of the project by the Urban Design Commission requires a presentation of information relevant to traffic impacts by the Traffic Engineer, including a hard copy presentation of all materials including detailed plans and elevations, viewshed information from Gilman Street, Wisconsin Avenue, Langdon Street including both lake and Capitol views, along with details of the stair and perspective renderings as well as a request for computer modeling of the project as proposed. The motion was passed on a vote of (7-0-1) with Luskin abstaining and Woods and Ferm non-voting.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6, 6, 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 666 Wisconsin Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	6
	6	Mass: 5	6	-	-	6	6	6
	6	6	-	-	-	6	7	6
	-	-	-	-	-	-	-	7
	-	-	-	-	-	-	-	6

General Comments:

- Great improvements to 1970s building and plaza. Further develop architectural massing and fenestration and relationship to dynamic, fluid concept of 1940s. Success and justification of tower is through connection to the plaza and existing buildings.
- Lots of improvements, still a ways to go.
- Nice improvements – not convinced it fits historic neighborhood plan.
- Why is the architect not here? Building neighborhood better. Public space improved. Why is the building plan not crafted to suit the site plan? Lack of setback from Wisconsin Avenue still a great concern.
- We need more time for review! Still missing perspective views! Need presentation by the architect!

Parks, Timothy

To: Tucker, Matthew; Anderson, Patrick
Subject: RE: waterfront setback information provided 1-21-10

From: Tucker, Matthew
Sent: Thursday, January 28, 2010 3:03 PM
To: 'Amy Supple'
Cc: Murphy, Brad; Studesville, Larry; Mendoza, Mario
Subject: waterfront setback information provided 1-21-10
Importance: High

Amy- Thank you for this information (copy attached). I have looked over the information, I have a few questions, along with a few general comments:

Question:

1. When we met previously to discuss this issue, there was some question as to what portion of the buildings you should measure to for 12 and 28 Langdon Street. I recall that your group wanted to measure to a retaining wall for a surface parking lot at 12 Langdon St., and also wanted to measure to an at-grade patio for 28 Langdon St. I had indicated at that time that you could not measure to those features, you needed to measure to the buildings and other qualifying portions of the buildings (please see the attached pictures specifically showing where to measure to). In looking at the aerial photo accompanying the submittal, it looks like you measured to the parking lot and surface patio, and not the qualifying portions of the buildings. I see in your submittal, beneath Table 1, you provide a general statement describing the measurement. For clarification purposes, would you please identify where you measured to for 12 and 28 Langdon Street, or a survey showing the features you have measured to?
2. The City's maps and your submittal show the development at 116 E. Gilman having a narrow corridor out to the lake. I recall asking you to research this property, specifically to check if the legal description of the property (as on-file in the Dane County Register of Deeds office) indeed represents what is shown on yours and our maps. If this is true, thus property qualifies as one in the "existing development pattern" average, and site at 150 E. Gilman St. (the Verex Plaza office building) would be dropped. Please confirm.

Comments:

1. At our August meeting, we also talked about the fact that the existing setback for the Edgewater Hotel site cannot be used to calculate the average setback, as the existing hotel is part of your development site/zoning lot. I see that it was included in your calculation. You will need to drop the Edgewater Hotel site, and pick up the property at 620 N. Carroll St., which I see has a setback of 50.3' in your submittal.
2. The Vilas mansion/NGL boathouse is not a principal structure, it is an accessory structure. Per my review of the Waterfront Development section of the code, the setback is established by principal buildings on developed zoning lots, not accessory buildings/structures. So, the counting of the boathouse with a setback measurement of 0' is not consistent with the measurement calculation. You will need to provide the setback of the NGL building, as this is the principal building on the zoning lot where the boathouse sits.
3. The submitted setback information shows that some of the setback measurements have been rounded to the whole foot. We need the precise measurement for all properties, either taken to the tenth of a foot or the specific inch. Given that the Ordinary High Water Mark (OHWM) is a known elevation, we expect setbacks to be precisely measured by your surveyor, to then accurately calculate the "existing development pattern" average.
4. If you cannot provide us with the accurate information necessary to make a determination before our reports are due to the Plan Commission, we will use previously-submitted setback data and other City records or maps to provide a "best guess" as to approximate the setback. A staff estimation will not eliminate the requirement to provide the required information.

A timely response to these questions and comments will help staff address inquiries relative to the waterfront setback. At this time, the submitted information is not adequate. Attached to this message, you will see a copy of a survey submitted for a different project, which clearly provided the detail that we need to calculate the "existing development pattern" per Se. 28.04(19)(b)1.

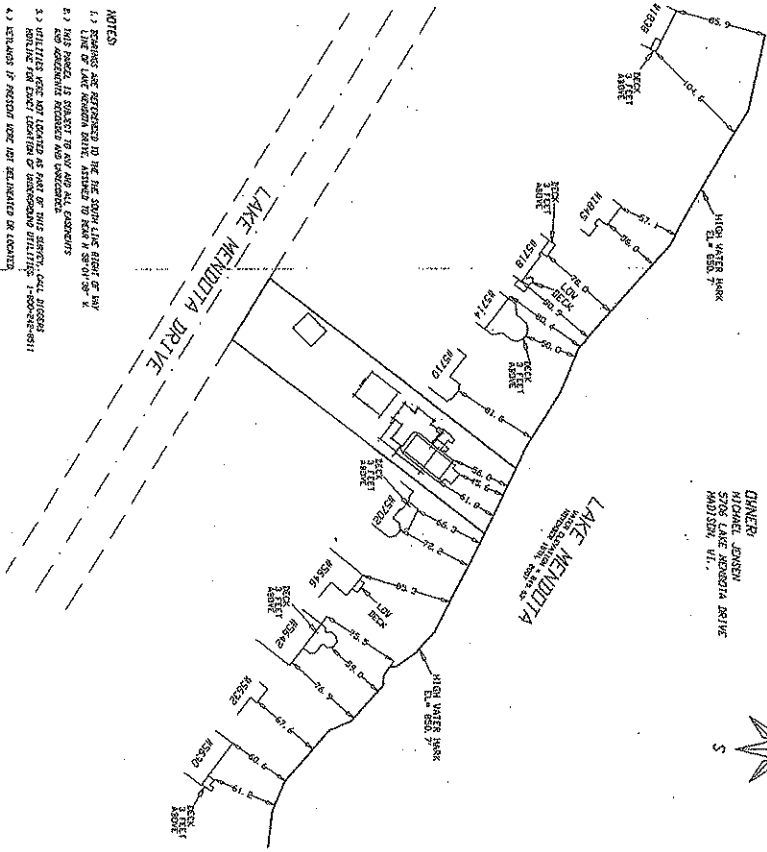
If you wish to appeal any part of the interpretation that I have provided herein, please contact me to take the next appropriate steps.

Thanks Amy,

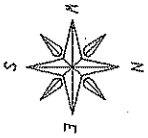
Matt Tucker
Zoning Administrator

LAKE SETBACK

SCALE 1" = 50'



PREPARED BY
SECTION 22.17
3807 GARDNER RIDGE ROAD
HIBBLETON, WI. 53842
OWNER
JAMES J. JENSEN
3105 LAKE MENODOTA DRIVE
MADISON, WI.

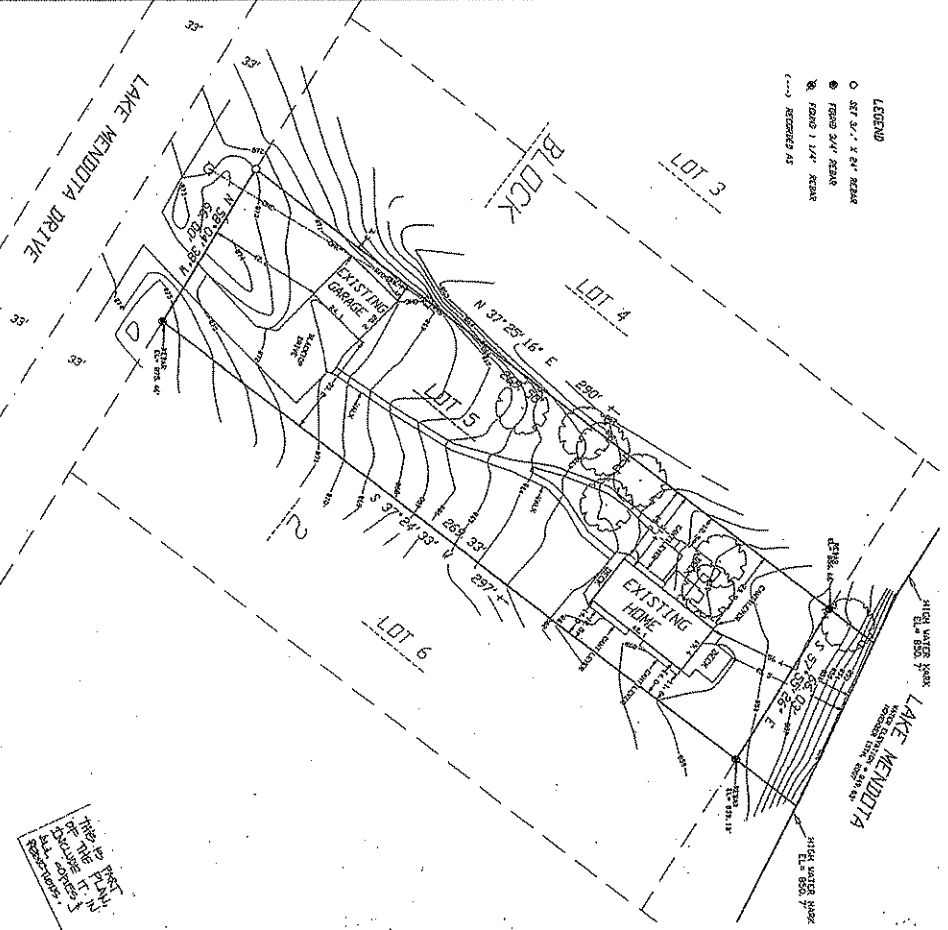


- NOTES**
- 1.) THIS SETBACK WAS DETERMINED IN THE FIELD BY THE SURVEYOR AND IS BASED ON THE CENTERLINE OF LAKE MENODOTA AS SHOWN ON THE ATTACHED MAP.
 - 2.) THIS SETBACK IS SUBJECT TO ANY AND ALL ENCUMBRANCES AND ADJACENT RECORDS AND CONVEYANCES.
 - 3.) UTILITIES WERE NOT LOCATED AS PART OF THIS SURVEY. ALL DISCOVERED UTILITIES WERE EXACTLY LOCATED BY HAND-DOWN UTILITIES 1-800-848-9111.
 - 4.) SETBACKS OF 10 FEET OR MORE TO THE CENTERLINE OF LAKE MENODOTA ARE 10 FEET TO THE CENTERLINE OF THE ADJACENT LOT.

ADJACENT PARCEL	DISTANCE TO WATER (LINE CENTER)	SETBACK TO WATER (10' ADJACENT PARCEL)	REPORT PARCEL	REPORT TOTALS
11000	65.0'	10.0'	65.0'	TOTAL DISTANCES = 630.0' DIVIDED BY 10 PARCELS = TOTAL AVERAGE = 63.00'
11001	65.0'	10.0'	65.0'	
11002	65.0'	10.0'	65.0'	
11003	65.0'	10.0'	65.0'	
11004	65.0'	10.0'	65.0'	
11005	65.0'	10.0'	65.0'	
11006	65.0'	10.0'	65.0'	
11007	65.0'	10.0'	65.0'	
11008	65.0'	10.0'	65.0'	
11009	65.0'	10.0'	65.0'	
11010	65.0'	10.0'	65.0'	

LOT DETAIL

SCALE 1" = 20'



LEGEND

- SET-BACK LINE
- ROAD 24' R.O.W.
- ⊗ FENCE 1 1/2' R.O.W.
- (---) RECORDS AS SHOWN

SURVEYOR'S CERTIFICATE

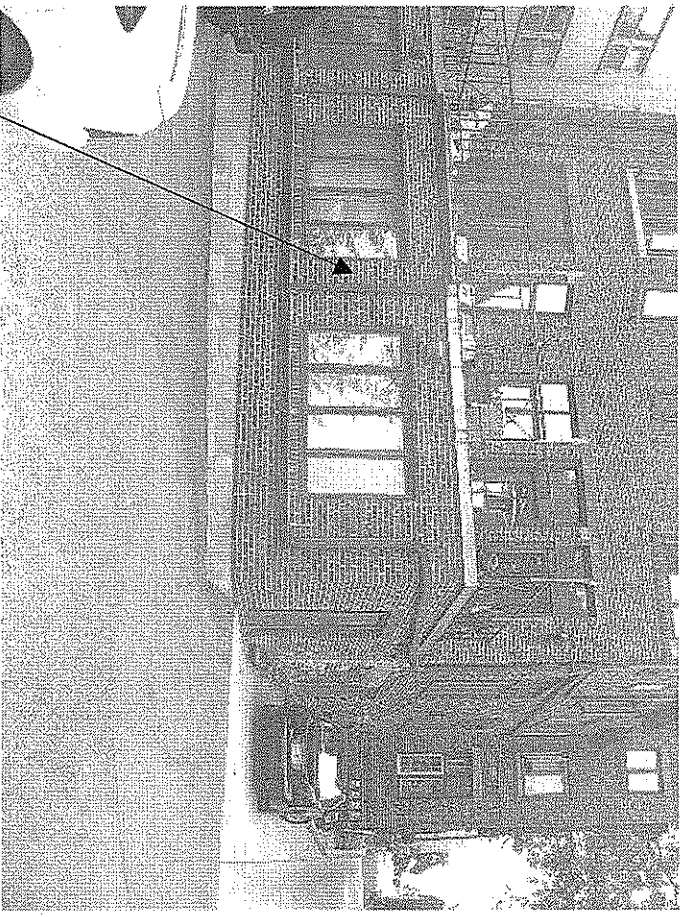
I, WILLIAMSON SURVEYING COMPANY, INC., a Wisconsin corporation, do hereby certify that the foregoing plat is a true and correct copy of the original records of the property described therein, and that the same have been prepared under my supervision and are correct. I am a duly licensed and qualified surveyor in the State of Wisconsin.

WILLIAMSON SURVEYING CO., INC.
BY: [Signature] WILLIAMSON SURVEYING CO., INC.
DATE: 12-14-07



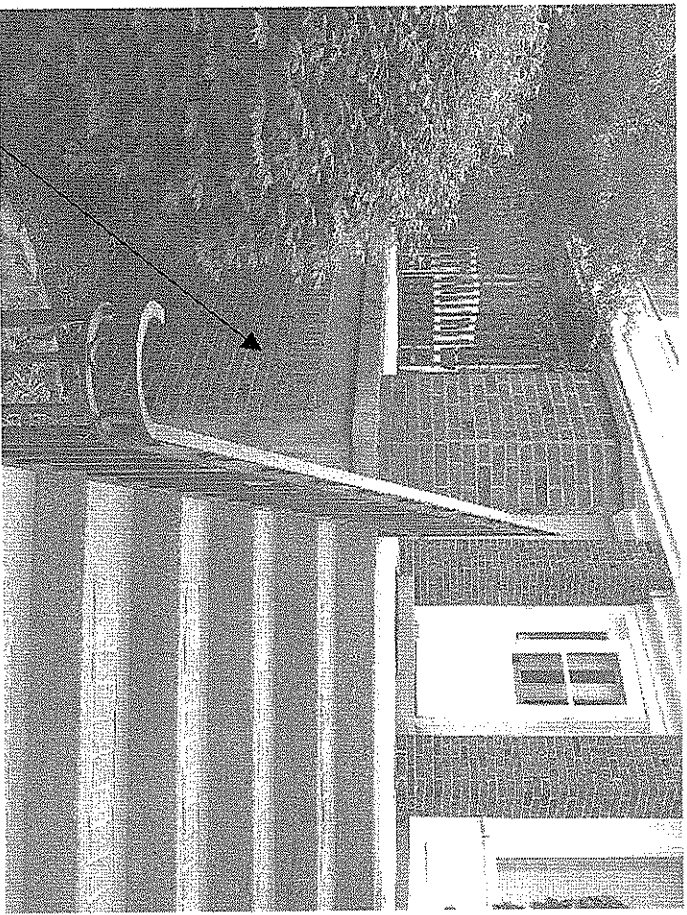
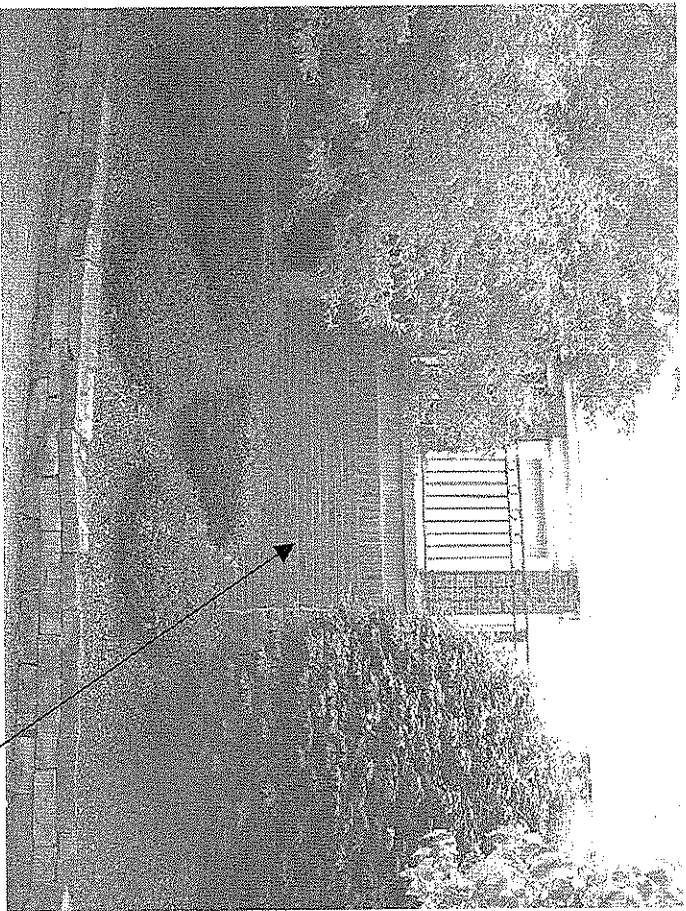
WILLIAMSON SURVEYING COMPANY 1500 W. LAKE STREET, SUITE 100, MADISON, WISCONSIN 53703	
PLAT OF SURVEY	
LOT 5, BLOCK 1, SUBDIVISION OF LAKE MENODOTA DRIVE, MADISON, WISCONSIN	
DATE: 12-14-07	CHECK BY: [Signature]
TITLE: AS SHOWN	DRAWING NO: 07-254
SCALE: AS SHOWN	SHEET: 1 OF 1

12 Langdon St.



Measure to this wall of bldg

28 Langdon St.



Measure to the edge of this elevated patio

Hammes Company

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

January 20, 2010

Bradley J. Murphy
Planning Unit Director
City of Madison
Room GR100
215 Martin Luther King, Jr. Blvd.
Madison, WI 53710

Re: Edgewater Hotel Redevelopment, Requested Waterfront Setback Information

Dear Brad:

At the request of the City of Madison I am forwarding the enclosed memo from BT² Engineering and Science which provides an estimate of the average waterfront setback for properties surrounding the Edgewater Hotel.

Included in this memo is a calculation of the average setback of the developed waterfront zoning lots between James Madison Park and the UW Limnology Lab, which is the developed portion of the downtown Lake Mendota shoreline. We have provided this calculation to assist the Plan Commission and Common Council in its review of the Conditional Use Permit and PUD zoning for the proposed redevelopment of the Edgewater Hotel. This table demonstrates an average setback of 51.3 feet throughout this lakefront zone.

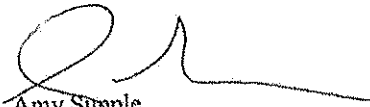
We have also asked BT² Engineering and Science to estimate the five (5) developed zoning lots on either side of the proposed development. BT² has determined the average setback of those lots to be 69.3 feet.

As you know, the existing Edgewater Hotel is built closer to the water than the proposed hotel addition and as such the "principal building setback" for the development is already established as 16.5 feet.

Per my discussion with Matt Tucker on January 15, 2010, I will call later this week to set up a time to meet and review the information in more detail. In the meantime, please call if you have any questions in advance of that meeting.

Thank you.

Sincerely,
HAMMES COMPANY



Amy Stupp
Development Director
Enclosures

cc: Matt Tucker (w/enclosures)



MEMORANDUM

DATE: January 15, 2010
TO: Amy Supple, Landmark X, LLC
FROM: Mark Huber, P.E.
SUBJECT: Edgewater Waterfront Setback Measurements

BT Squared, Inc. measured waterfront setback distances for several development lots adjacent to the Edgewater Hotel on June 4, 2009. A summary of the waterfront setback measurements is provided in **Table 1**.

In accordance with instructions from the City of Madison, the waterfront setback distances were measured from the Lake Mendota ordinary high-water mark (OHM) elevation of 850.7 to the nearest structure (36-inches above grade) or the main building on each development lot.

We also measured setback distances for additional development lots between the Edgewater Hotel and the University of Wisconsin Limnology Lab. For development lots between the Limnology Lab and 233 West Lake Lawn Place, the measurements were made using an online Dane County GIS mapping tool, which is based on 2005 aerial photography. All of the measurements that we collected are summarized on **Table 2**.

MRH
I:\3826\Correspondence-Client\Waterfront_Setback_Memo_100115.doc

Table 1
Waterfront Setback Measurements
Proposed Edgewater Redevelopment
BT² Project No. 3826

No.	Name	Address	Parcel ID	Setback (feet)
5	Alpha Phi Sorority	28 Langdon St.	070914409010	173.0
4	22 Langdon LLC (Apartments)	22 Langdon St.	070914409028	152.0
3	Sigma Pi Fraternity	16 Langdon St.	070914409036	110.0
2	Delta Tau Delta Fraternity	12 Langdon St.	070914409044	48.0
1	Edgewater Hotel	666 Wisconsin Ave.	070914409078	16.5
1	National Guardian Life Boathouse	530 N. Pinkney	070914403070	0.0
2	Pickney Place Condominiums	533 N. Pinkney	070914402113	66.7
3	Lakeshore Apartments	122 E. Gilman St.	070914402048	94.8
4	UW Boat House	130 E. Gilman St.	070914402030	0.0
5	Verex Plaza Office Building	150 E. Gilman St.	070914402014	31.9
Average Setback				69.3

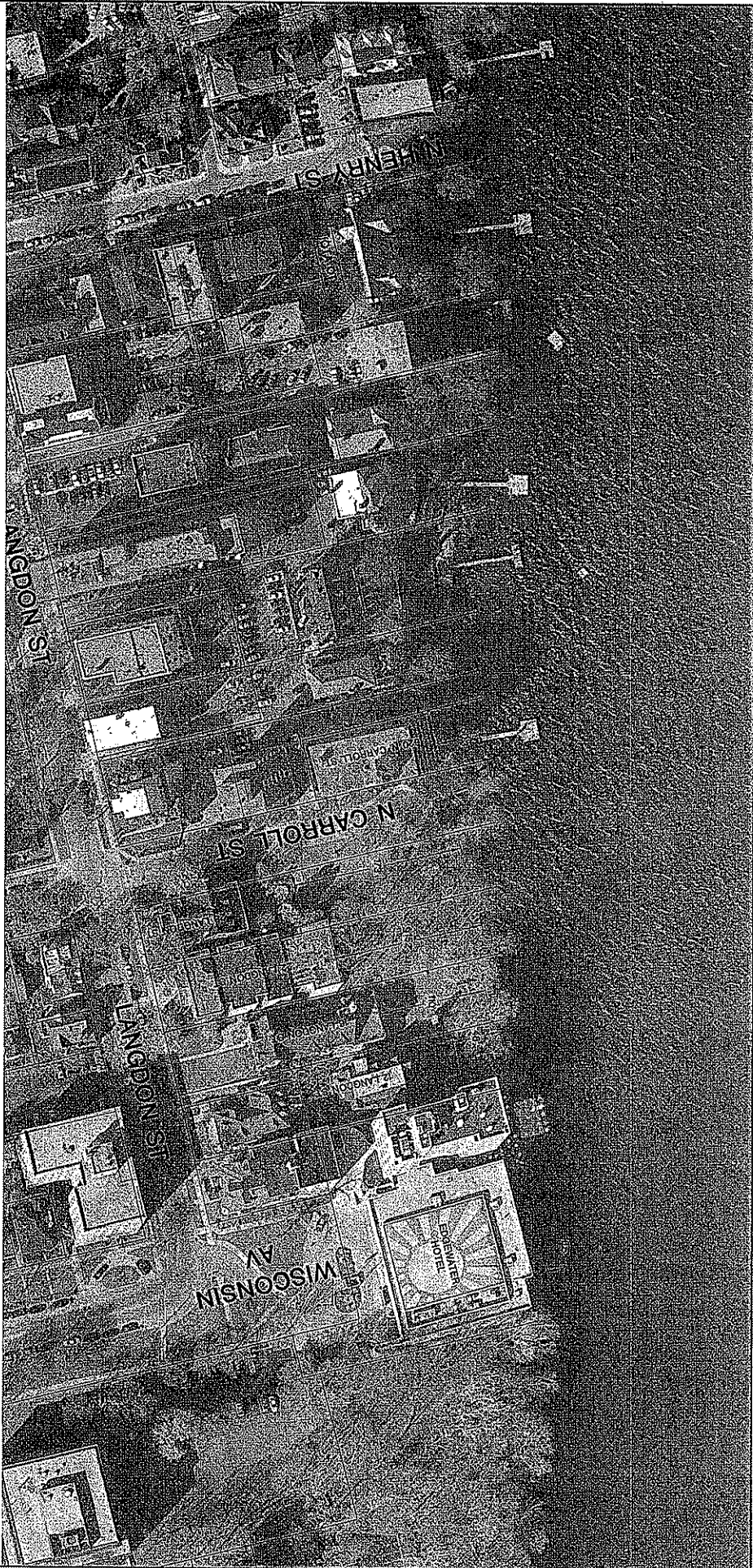
Setback distance is from Lake Mendota ordinary high-water mark (OHM) of 850.7 to the nearest structure (36-inches above grade) or the main building on the development lot

Table 2
All Waterfront Setback Measurements
Proposed Edgewater Redevelopment
BT² Project No. 3826

No.	Name	Address	Parcel ID	Setback (feet)
1	Limnology Lab	680 N. Park St.	070915401015	45
2	Helen C. White Library	600 N. Park St.	070915401015	72
3	Wisconsin Union Theater	800 Langdon St.	070914303014	105
4	Hoofers Boat House	800 Langdon St.	070914303014	35
5	Memorial Union	800 Langdon St.	070914303014	0
6	Red Gym	716 Langdon St.	070914303014	0
7	Pyle Center	650 N. Lake St.	070914303022	0
8	Sigma Alpha Epsilon	627 N. Lake St.	070914301018	62
9	CHT Apartments	616 Mendota Ct.	070914301026	68
10		622 Mendota Ct.	070914301034	93
11		661 Mendota Ct.	070914301042	27
12		640 N. Frances St.	070914301224	0
13	French House	633 N. Frances St.	070914419019	70
14		244 W. Lakelawn Pl.	070914419225	70
15	Alpha Gamma Rho Fraternity	233 W. Lake Lawn Pl.	070914419233	60.3
16	Mullins Apartments	222 E. Lake Lawn Pl.	070914419267	53.0
17	Madison Community Cooperative	225 E. Lake Lawn Pl.	070914419275	58.2
18	Alpha Delta Phi Fraternity	640 N. Henry St.	070914419415	5.8
19	Chi Psi Fraternity	150 Iota Ct.	070914410017	35.0
20	Cliff Dwellers Apartments LLC	140 Iota Ct.	070914410025	12.0
21	Nottingham Cooperative	146 Langdon St.	070914410116	54.5
22	Pi Beta Phi Sorority	130 Langdon St.	070914410158	46.7
23	Kappa Sigma Fraternity	124 Langdon St.	070914410174	27.2
24	Kappa Alpha Theta Sorority	108 Langdon St.	070914410207	54.0
25	Mendota Lakeshore Apts LLC	620 N. Carroll St.	070914410231	50.3
26	Alpha Phi Sorority	28 Langdon St.	070914409010	173.0
27	22 Langdon LLC (Apartments)	22 Langdon St.	070914409028	152.0
28	Sigma Pi Fraternity	16 Langdon St.	070914409036	110.0
29	Delta Tau Delta Fraternity	12 Langdon St.	070914409044	48.0
30	Edgewater Hotel	666 Wisconsin Ave.	070914409078	16.5
31	National Guardian Life Boathouse	530 N. Pinkney	070914403070	0.0
32	Pickney Place Condominiums	533 N. Pinkney	070914402113	66.7
33	Lakeshore Apartments	122 E. Gilman St.	070914402048	94.8
34	UW Boat House	130 E. Gilman St.	070914402030	0.0
35	Verex Plaza Office Building	150 E. Gilman St.	070914402014	31.9
Average Setback				51.3

Setback distance is from Lake Mendota ordinary high-water mark (OHM) of 850.7 to the nearest structure (36-inches above grade) or the main building on the development lot

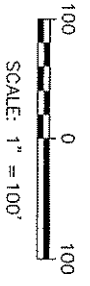
Development Lots Nos. 1 - 14 setback measurement from Dane County GIS mapping tool (2005 aerial photography)
 All other measurements from 6/4/2009 BT Squared field survey



NOTES:

1. PROPERTY LINES AND AERIAL PHOTO BASE MAP PROVIDED BY CITY OF MADISON
2. SETBACK DISTANCE IS FROM LAKE MENOTA ORDINARY HIGH-WATER MARK (OHWM) OF 850.7 TO THE NEAREST STRUCTURE (36 INCHES ABOVE GRADE) OR THE MAIN BUILDING ON THE DEVELOPMENT LOT

PRODUCT NO.	3826	DRAWN BY:	RF	ENGINEER	BT INC	2820 DARY DRIVE MADISON, WI 53703 PHONE: (608) 224-4379 FAX: (608) 224-2839	CLIENT	Landmark 22 EAST LIFTUN STREET MADISON, WI 53703 PHONE: (608) 274-7447	DATE	11/09	EDGEWATER HOTEL 666 WISCONSIN AVENUE MADISON, WISCONSIN	WATER FRONT SETBACKS SW	FIGURE	1
DRAWN:	06/10/09	CHECKED BY:	HR											
		APPROVED BY:												



11/09/09 11:49 AM C:\Users\landmark\Documents\110911\110911.dwg, 6/10/2009 1:27:46 PM

play
**MADISON
PARKS**

Kevin Briski
Madison Parks Superintendent

Madison Parks Division
www.cityofmadison.com/parks

**Administrative Office
Planning and Development
Community & Recreation Services**
210 ML King, Jr. Blvd. Rm. 104
P.O. Box 2987
Madison, WI 53701-2987
Phone: 608.266.4711
Fax: 608.267.1162
Textnet: 866.704.2315

Parks Operations Offices
Goodman Maintenance Facility
1402 Wingra Creek Pkwy.
West Parks, 608.266.9214
West Forestry, 608.266.4816
Construction, 608.266.6289
Conservation, 608.267.4918

Sycamore Maintenance Facility
4602 Sycamore Ave.
East Parks, 608.246.4508
East Forestry, 608.266.4816

Olbrich Botanical Gardens
3330 Atwood Ave., 608.246.4550

**Warner Park Community
Recreation Center**
1625 Northport Dr., 608.245.3690

Irwin A. & Robert D. Goodman Pool
325 Olin Ave., 608.264.9292

Golf Madison Parks
Supervisor, 608.838.3920
Glenway Golf Course
3747 Speedway Rd., 608.266.4737
Monona Golf Course
111 East Dean Ave., 608.266.4736
Odana Hills Golf Course
4635 Odana Rd., 608.266.4724
Yahara Hills Golf Course
6701 E. Broadway, 608.838.3126

**State Street Mall/Concourse
Maintenance**
211 S. Fairchild St., 608.266.6031

Forest Hill Cemetery
1 Speedway Rd., 608.266.4720



Madison

A Proud Division of
the City of Madison

To: Ald. Bridget Maniaci

From: Kevin Briski, Park Superintendent

Date: January 25, 2010

RE: Edgewater Redevelopment Public Easement / View Corridor

Pursuant to your request, I have reviewed the Edgewater Redevelopment Public Easement / View Corridor plans and offer this assessment.

I find that the proposed area offers good public access to the property and to the views of the Lake Mendota and the State Capital. The vistas, site lines and the property are more open than the current design and offer access from the water and the street level. I find that the proposed green space and open pedestrian spaces are adequate, appropriate and offer a nice aesthetic to the property and surrounding area.

I think that the plan offers appropriate public sitting and in particular, public sitting in areas that allow one to take in the views of the Capital and Lake Mendota.

The Public Easement is multi- dimensional, as it has different levels, from the street level, lobby level, the terrace level and to the pier and dock level, each having a different views and access.

By the general layout of the terrace level, it would appear that food and beverage service will be offered to guests and to the public. If this is the case, amenities such as restrooms and ADA access would be necessary.

Much like the Park Division, I would anticipate that the Hotel would have posted hours of operation for the open public space and that hotel security would manage accordingly.

The plan in my opinion is consistent in what I have found in my personal and professional travels. It is a private development that offers access to public to visit, passively use the space and offers services to the public. In my experience, I have found that privately developed open to the public spaces, in the urban landscape offer a passive retreat in the way of views, art, landscaped / green space and / or offer a service to the public, such as food and beverage. In a recent trip to Chicago, I am reminded of many private development open public spaces, most notably the NBC plaza that showcases public art.