

August 19, 2009

**Note to Landmarks Commission re: Edgewater Hotel Redevelopment Proposal
666 Wisconsin Avenue
Mansion Hill Historic District**

On July 27th, 2009, the Hammes Company gave an informational presentation to the Landmarks Commission on the proposed Edgewater redevelopment. The developer has now applied for a Certificate of Appropriateness for the project.

The property is located in the Mansion Hill Historic District. In considering whether a Certificate of Appropriateness should be approved, the Landmarks Commission must find that each of the following criteria are met:

33.19(10)(d)

Regulation of Construction, Reconstruction, Exterior Alteration and Demolition:

The Commission shall act in these matters specifically as they regard the Mansion Hill Historic District in the manner specified by Madison General Ordinances Sections 33.19(5)(b) and (c)

Staff notes that section 33.19(5)(b)4c has the most relevance to this project:

33.19(5)(b)(4)(c).

4. Upon filing with the Landmarks Commission, the Landmarks Commission shall determine:
 - c. Whether, in the case of any property located in an Historic District pursuant to the terms of Subsection (6)(d) hereunder, the proposed construction, reconstruction or exterior alterations does not conform to the objectives and design criteria of the historic preservation plan for said district as duly adopted by the Common Council.

33.19(10)(e) Guideline Criteria for New Development in the Mansion Hill Historic District:

1. The gross volume of any new structure shall be visually compatible with the buildings and environment with which it is visually related (visually related area).
2. In the street elevation(s) of a new building, the proportion between the width and the heights in the facade(s) shall be visually compatible with the buildings and the environment with which it is visually related (visually related area).
3. The proportions and relationships between width and height of the doors and windows in new street facade(s) shall be visually compatible with the buildings and environment with which it is visually related (visually related area).
4. The rhythm of solids to voids created by openings in the facade of the new structure should be visually compatible with the buildings and environment with which it is visually related (visually related area).
5. All new street facades should blend with other buildings via directional expression. When adjacent buildings have a dominant vertical or horizontal expression, this expression should be carried over and reflected.

Visually Related Area:

Attached is a map of the Visually Related Area, along with small photos of each of the four buildings included within the area.

The Visually Related Area for a parcel within a block (not a corner parcel) as defined by the Landmarks Ordinance: "Shall be defined as the areas described by a two-hundred (200) foot circle drawn from the centerpoint of the streetside (front) lot line."

In this case, the development parcel (exclusive of the right-of-way proposed to be leased from the city) has a frontage at the end of Wisconsin Avenue (or 'project north' as shown on plans), and along the east side of Wisconsin Avenue (or 'project east' as shown on the plans). The visually related area is a combination of 200-foot circles drawn from the centerpoints of each of these segments.

Requested Information

Upon receiving the submittal packet for the August 24, 2009 Landmarks Commission meeting, staff felt that additional materials were necessary to evaluate this proposal against the criteria cited above. This preliminary list was given to the applicant on August 14th, and is attached to this note for your information and review.

Also, as requested by the Landmarks Commission on July 27th, below is a draft list of potential approvals and the associated acting Committees/Commissions. This list may be incomplete, but should offer an idea about the range of preservation, land use, urban design and other steps that will be a part of the larger approval process.

1. Certificate of Appropriateness
 - Landmarks Commission
2. Planned Unit Development Zoning
 - Urban Design Commission, Plan Commission, Common Council
3. Conditional Use Permit – Capitol View Height Penetration
 - Plan Commission
4. Conditional Use Permit – Waterfront Development
 - Plan Commission
5. Waterfront Setback Variance
 - Zoning Board of Appeals
6. Amendment of the 1965 Wisconsin Avenue Vacation Ordinance
 - Plan Commission, Common Council
7. Other Approvals / Agreements
 - TIF Boundary Amendment / TIF Request
 - Change of Wisconsin Avenue street grade
 - Subterranean Lease and/or Encroachment Agreement
 - Developer Agreement (for Public Spaces / ROW)
 - Management Agreement (for Public Spaces)

Based upon discussions with the applicant, it is anticipated that additional information will be presented at the August 24th Landmarks Commission meeting. Staff recommends referral of the request until more information has been submitted for Commission and staff review and to provide sufficient time to review new information against Historic District Criteria.

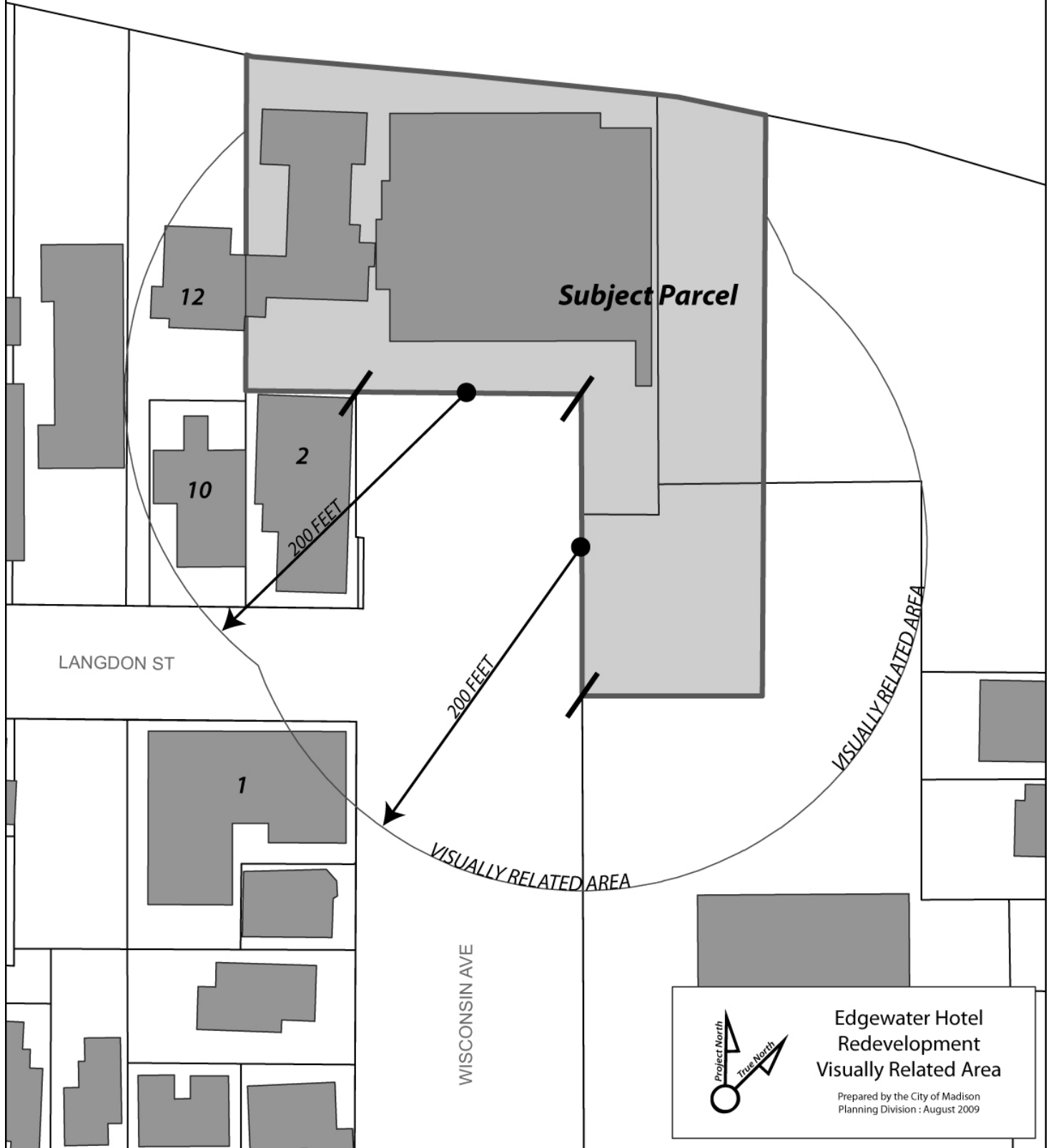
Respectfully submitted,
Rebecca Cnare and Bill Fruhling
City of Madison Planning Division

Attachments:

- A. *Visually Related Area Map*
- B. *Photos of Buildings in Visually Related Area*
- C. *August 14, 2009 Preliminary Staff Recommendations on materials to be submitted for Landmarks Commission Review*
- D. *Mansion Hill Ordinance Language 33.19(10)*

A. Visually Related Area Map

Lake Mendota



B. Photos of Buildings in the Visually Related Area:

1 Langdon Street



2 Langdon Street



12 Langdon Street



10 Langdon Street



C. August 14, 2009: Preliminary*

Staff Recommendations on materials to be submitted for Landmarks Commission Review

* Note that additional information may be requested by the Landmarks Commission to evaluate the project pursuant to the Mansion Hill Historic District Guidelines.

1. Height/Massing studies of new tower
 - Visually Related Area: show existing/proposed buildings from project in context with all buildings within the visually related area to demonstrate the proposed project meets section **33.19(10)(e)1-5** (Guidelines Criteria for the Mansion Hill Local Historic District) and other applicable parts of the Landmarks Ordinance Chapter 33.19. Provide plans that are to scale and fully dimensioned.
 - A 3-D model of the proposal including the context of nearby properties may assist in this evaluation.
2. Perspective views requested by the Landmarks Commission:
 - Views down Wisconsin Avenue
 - Views from Langdon
 - Views from Pinckney/Gilman
 - Views from Lake Mendota
 - Views down staircase towards Lake Mendota
3. Alterations to Existing Buildings (both original tower and 1970's addition)
 - Proposed alterations to existing structures are referenced in section **33.19(10)(d)**, which refers back to **33.19(5)(b) and (c)**
 - Existing conditions vs. renovations/alterations for the following:
 - Dimensioned site plans
 - Dimensioned elevations/cross sections, colored with shadow lines
 - Materials selections
 - Details on two connecting bridges
 - Information on the added story on the original tower
 - Interface between the public staircase and the existing buildings
4. New Tower and Grand Stair / Public Terrace (plaza above 70's addition / lakefront area)
 - Dimensioned elevations/cross sections, colored with shadow lines
 - Materials selections
 - Grading plan
5. Design Details:
 - Design details for elements such as windows, doors, railings, fencing, signage, lighting, canopies, landscaping and street furniture will need to be approved prior to the issuance of a Certificate of Appropriateness.
 - A larger sized set of plans, or enlargements of some elevations may help to illustrate some of the details more clearly.

D. Mansion Hill Ordinance Language 33.19(10)

MANSION HILL HISTORIC DISTRICT

The Zoning Code Sec. 33.19(10) includes the following provisions regarding Mansion Hill Historic District:

- (a) Purpose and Intent. It is hereby declared a matter of public policy that a specific area of the City be identified, designated, and protected because of its special character and historical interest. This area, to be called the Mansion Hill Historic District, shall be described in general by the map and specifically by the legal description on file in the City Clerk's office. The purpose and intent of this ordinance shall be to designate this area according to the creation and review and adoption procedures in Sections 33.19(6)(d)1. Through 4., Landmarks Commission, of the Madison General Ordinances. (Am. by Ord. 8690, 10-10-85 & 11-14-85)
- (a) Purpose and Intent. It is hereby declared a matter of public policy that a specific area of the City be identified, designated, and protected because of its special character and historical interest. This area, to be called.
- (b) (R. by Ord. 6470, 1-9-79)
- (c) Criteria for Creation of Mansion Hill Historic District. In that the Mansion Hill Historic District reflects a pattern in the broad social history of Madison and in the State and the Nation, and in that elements within the District meet the other three designation criteria, namely that many of the buildings in the District:
 - 1. Are identified with historic personages or with important events in national, state or local history;
 - 2. Embody the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period, style, method of construction, or of indigenous materials or craftsmanship;
 - 3. Are representative of the notable work of a master builder, designer or architect whose individual genius influences his age;The area described by the map and legal description shall be designated an historic district.
- (d) Regulation of Construction, Reconstruction, Exterior Alteration and Demolition. The Commission shall act in these matters specifically as they regard the Mansion Hill Historic District in the manner specified by Madison General Ordinance, Sections 33.19(5)(b) and (c).
- (e) Guideline Criteria for new Development in the Mansion Hill Historic District.
 - 1. The gross volume of any new structure shall be visually compatible with the buildings and environment with which it is visually relates (visually related area).
 - 2. In the street elevation(s) of a new building, the proportion between the width and the height in the façade(s) shall be visually compatible with the buildings and the environment with which it is visually related (visually related area).
 - 3. The proportions and relationships between width and height of the doors and windows in new street façade(s) shall be visually compatible with the buildings and environment with which it is visually related (visually related area).
 - 4. The rhythm of solids to voids created by openings in the façade of the new structure should be visually compatible with the buildings and environment with which it is visually related (visually related area).
 - 5. All new street facades should blend with other buildings via directional expression. When adjacent buildings have a dominant vertical or horizontal expression, this expression should be carried over and reflected.
- (f) Conformance With Regulations; Maintenance of the District; Conditions Dangerous to Life, Health and Property; Penalties for Violations; Separability. The Mansion Hill Historic District shall be subject to the public policy guidelines established in Sections 33.19(7) through (9), and (15) and (16) of the Madison General Ordinances in all these matters. (Am. by Ord. 10,871, Adopted 3-15-94)
- (g) Reference to Plan. The public policy guidelines in this section derive from a plan entitled "The Mansion Hill Historic Preservation Plan and Development Handbook", City Planning Department, 1975.