

EDGEWATER REDEVELOPMENT



URBAN DESIGN COMMISSION
INFORMATIONAL PRESENTATION

PRESENTED BY:
LANDMARK X, LLC
A WISCONSIN LIMITED LIABILITY COMPANY

JANUARY 20, 2010



OVER VIEW





PROJECT OVERVIEW

UDC MISSION:

To assure the highest quality of design for all public and private projects in the city; protect and improve the general appearance of all buildings, structures, landscaping and open areas in the city; encourage the protection of economic values and proper use of properties; encourage and promote a high quality in the design of new buildings, developments, remodeling and additions so as to maintain and improve the established standards of property values within the city; foster civic pride in the beauty and nobler assets of the city and, in all other ways possible, assure a functionally efficient and visually attractive city in the future.



PROJECT OVERVIEW

The Project has been driven within a framework of core design principles that are consistent with the mission of UDC:

UDC Mission:

- High Quality Design of Public & Private Projects
- Protect & Improve Appearance of Buildings, Economic Values & Proper Use of Properties
- Encourage and Promote High Quality Design
- Foster Civic Pride in the Beauty of Nobler Assets of the City
- Assure Functionally Efficient and Visually Attractive City of the Future

Core Design Principles:

- “Promote the Civic Context”
- “Create a Public Place”
- “Complimentary Architectural Character”
- “Historic Rehabilitation”
- “Maximize Access and Use of the Waterfront”

Our goal is to review the core design principles and affirm the final design direction before moving to request initial approval from UDC.



PROJECT OVERVIEW





PROJECT OVERVIEW

INTEGRATED DESIGN COMMENTS

Many of the changes of the Project have been driven by the Urban Design Commission. Some of the key elements include:

- ☑ Reduce Height
- ☑ Reduce Size of Penthouse / No Capitol Height Penetration (Penthouse)
- ☑ Study / Reduce Floor-to-Floor Heights
- ☑ Reduce Volume and Mass
- ☑ Study Increased Setback on Wisconsin / Describe Approach
- ☑ Include Design Elements that Respond to Surrounding Architecture
- ☑ Strengthen Architectural Ties Between Buildings
- ☑ Strengthen Architecture / Make More of a Statement
- ☑ Remove Cars from View Corridor
- ☑ Enhance Views to and from the Lake
- ☑ Align Plaza with Center of Wisconsin Avenue
- ☑ Expose More of 1940's Building
- ☑ Remove More of the 1970's Building
- ☑ Reduce Vehicular Area/Increase Pedestrian Space
- ☑ Better Separate Pedestrian Space from Public Space
- ☑ Expand Public Areas / Reduce Hotel Dedicated Areas
- ☑ Relocate Trucks/Buses Off Plaza
- ☑ Add More Public Space at Waterfront (On Plaza)
- ☑ Add More Public Space at Waterfront (On Lake Path)
- ☑ Look at Options to Widen Stair
- ☑ Reduce Structure Surrounding Stair
- ☑ Improve Impact from Skywalks (Impeding View and Penetration)
- ☑ Pull Podium Building Further Off Water
- ☑ Round Edges to Soften Podium

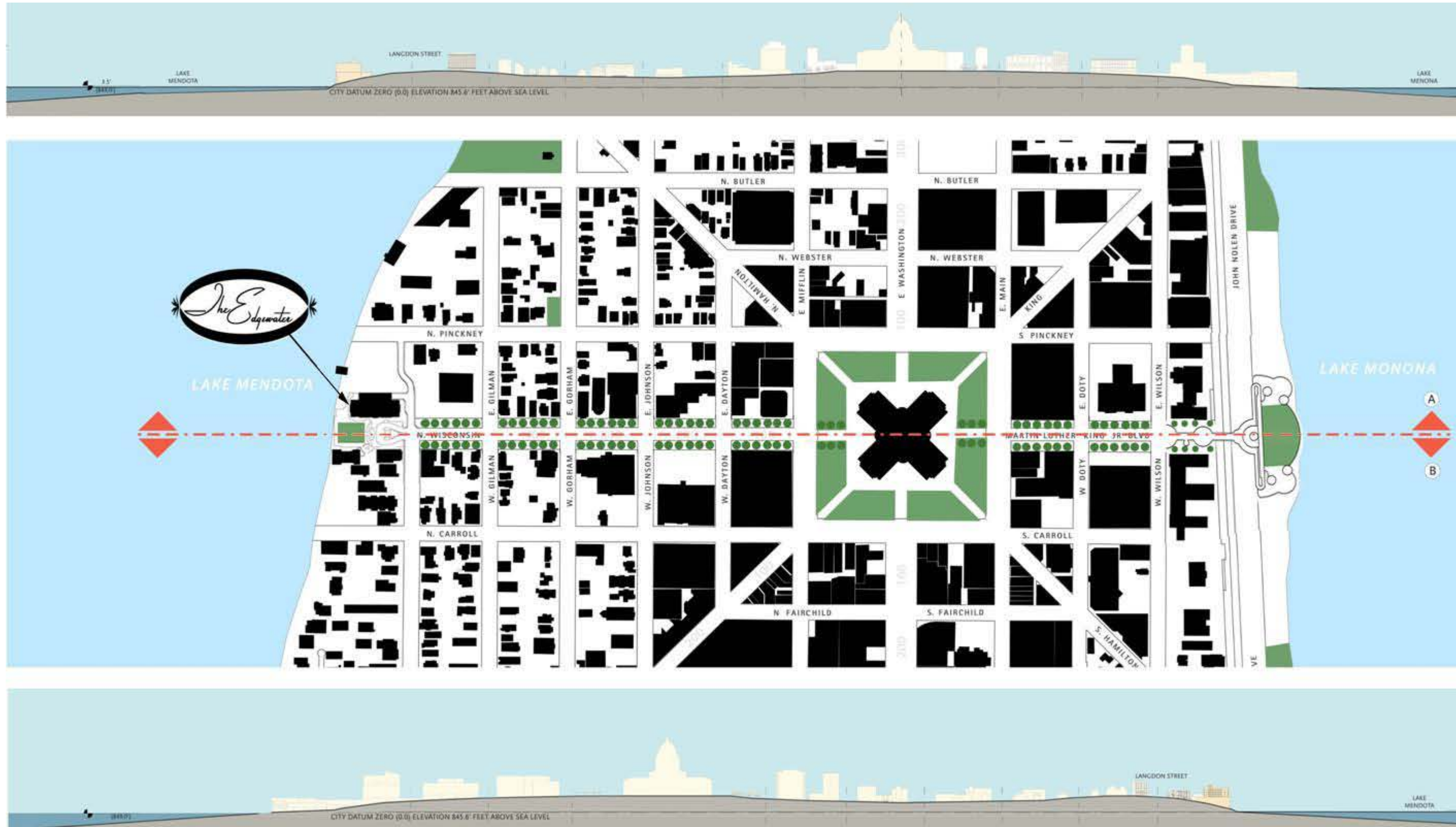


PROMOTE THE CIVIC CONTEXT





CIVIC CORRIDOR



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CIVIC CORRIDOR



National Guardian Life (NGL)



The Ambassador



Masonic Lodge



Hebling Marketing



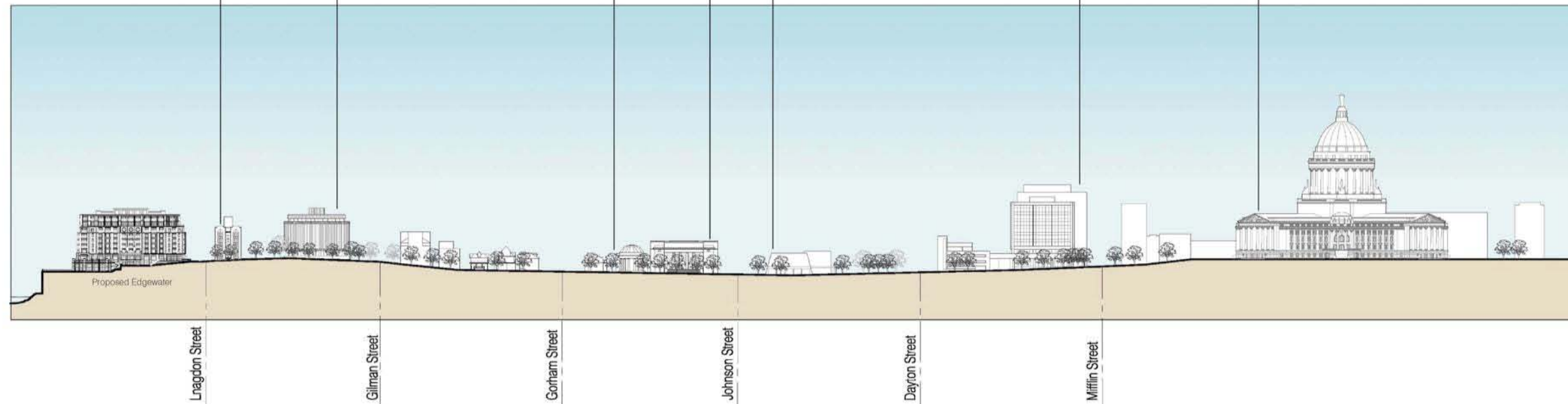
101 Wisconsin Avenue



First United Methodist Church



State Capitol



Lnegdon Street

Gilman Street

Gorham Street

Johnson Street

Dayton Street

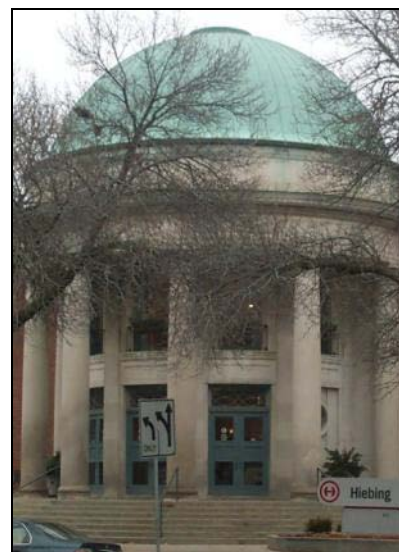
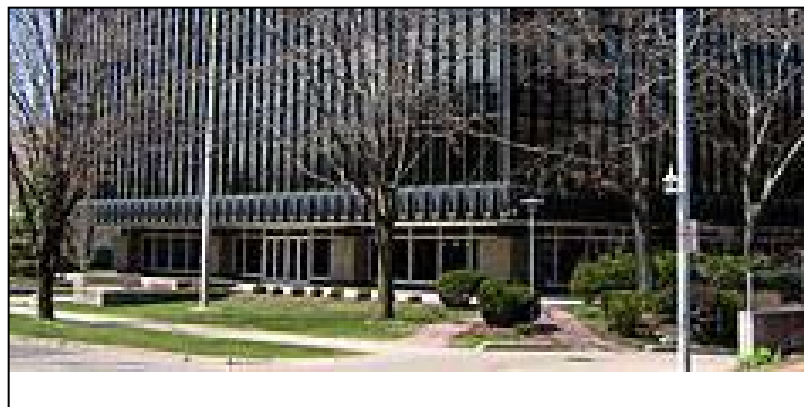
Miffin Street

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CIVIC CORRIDOR

We Recognize that Wisconsin Avenue is a Civic Boulevard . The Pedestrian Experience is Diverse



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CIVIC CORRIDOR



State Capitol



Concourse Hotel



Bethel Lutheran Church



Renovated Edgewater



100 Wisconsin Avenue



Madison Area Technical College (MATC)



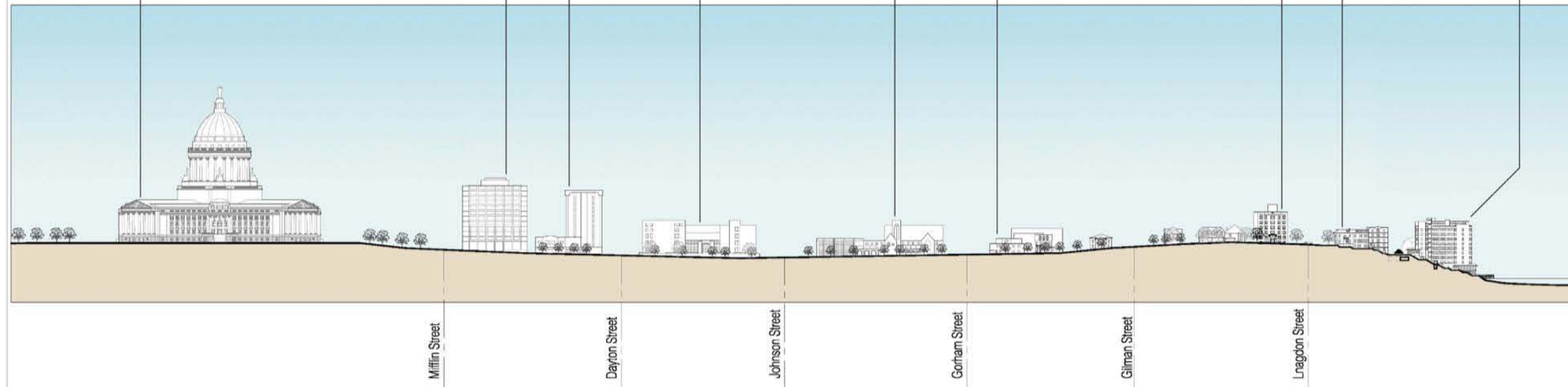
Quising Terrace



Kennedy Manor



2 Langdon Street



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CIVIC CORRIDOR

The Plaza is Activated by Public Space at the Base of the Hotel Towers.



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***ENHANCE THE RELATIONSHIP TO THE ENVIRONMENT
& CREATE A PUBLIC PLACE***





A PUBLIC PLACE

THE PLAZA IS DESIGNED TO BLEND PUBLIC AND PRIVATE USES TO CREATE INTEREST AND ACTIVITY IN SPACE



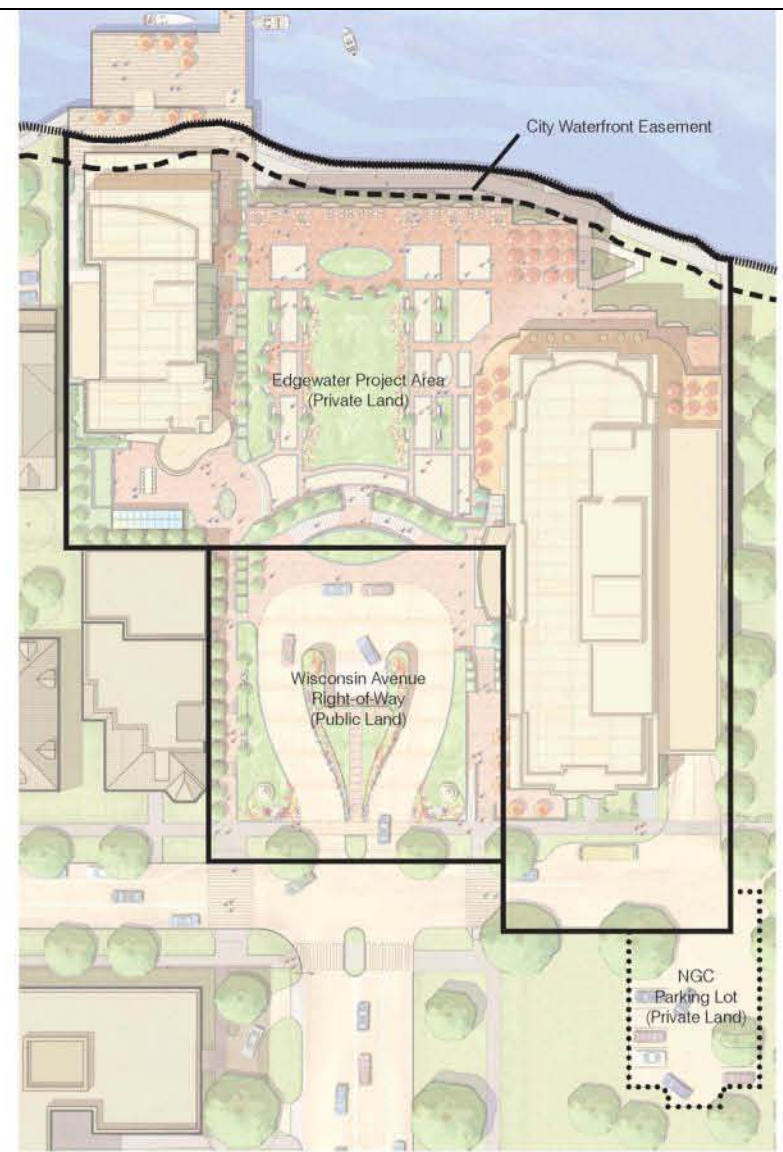
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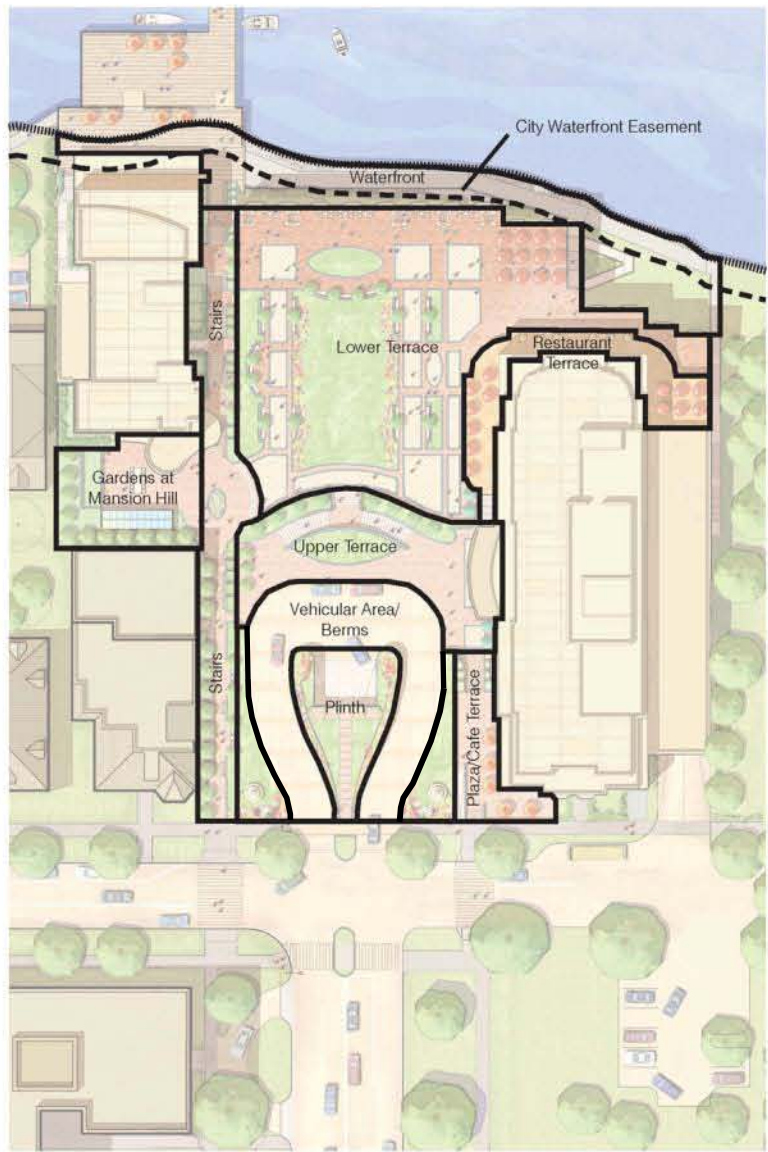


A PUBLIC PLACE

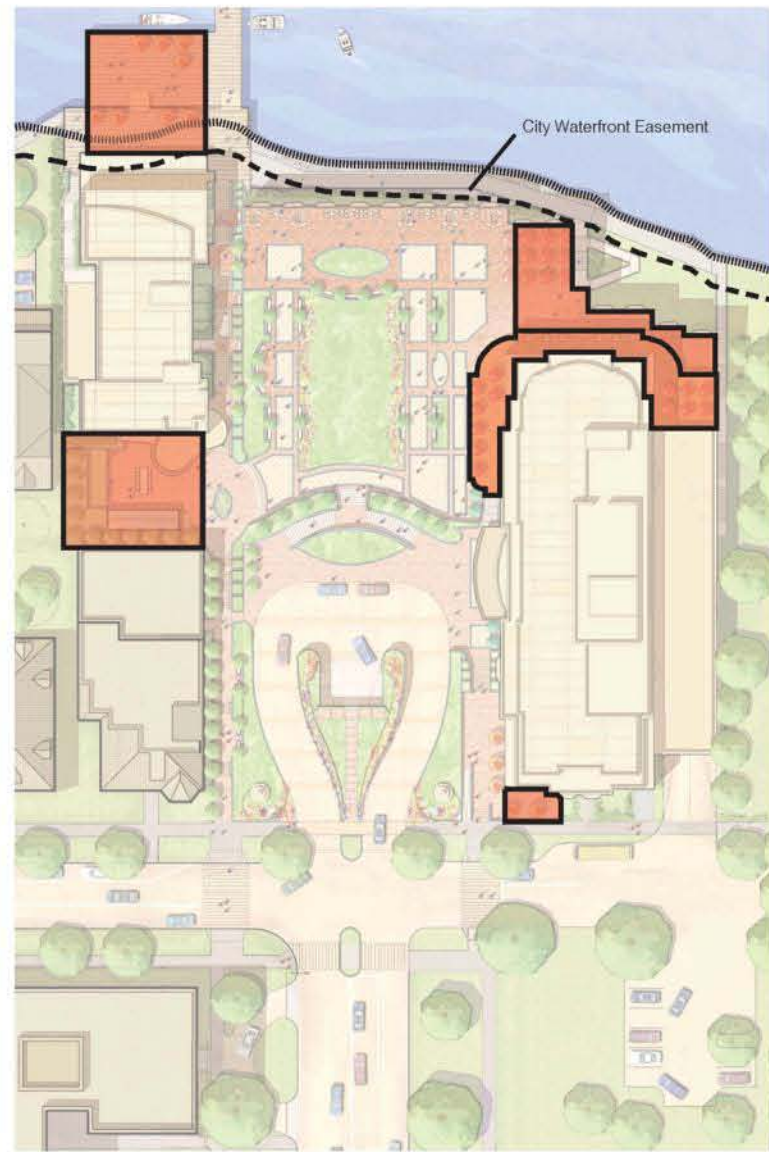
City Waterfront Easement is 6' Wide



<u>Land Area</u>	
Wisconsin Avenue Right-of-Way	16,553 SF
Edgewater Private Area	72,370 SF
NGL Parking Area	4,520 SF



<u>Plaza Area Detail</u>	
Plinth/Café/Terraces (Elevation 70)	5,000 SF
Street End/Turnaround	6,800 SF
Berms (Slope to Elevation 61)	2,550 SF
Upper Terrace (Elevation 61)	4,520 SF
Gardens at Mansion Hill (Elev. 59)	2,600 SF
Lower Terrace (Elevation 51)	17,500 SF
Stair	5,050 SF
Waterfront (without Pier)	5,350 SF



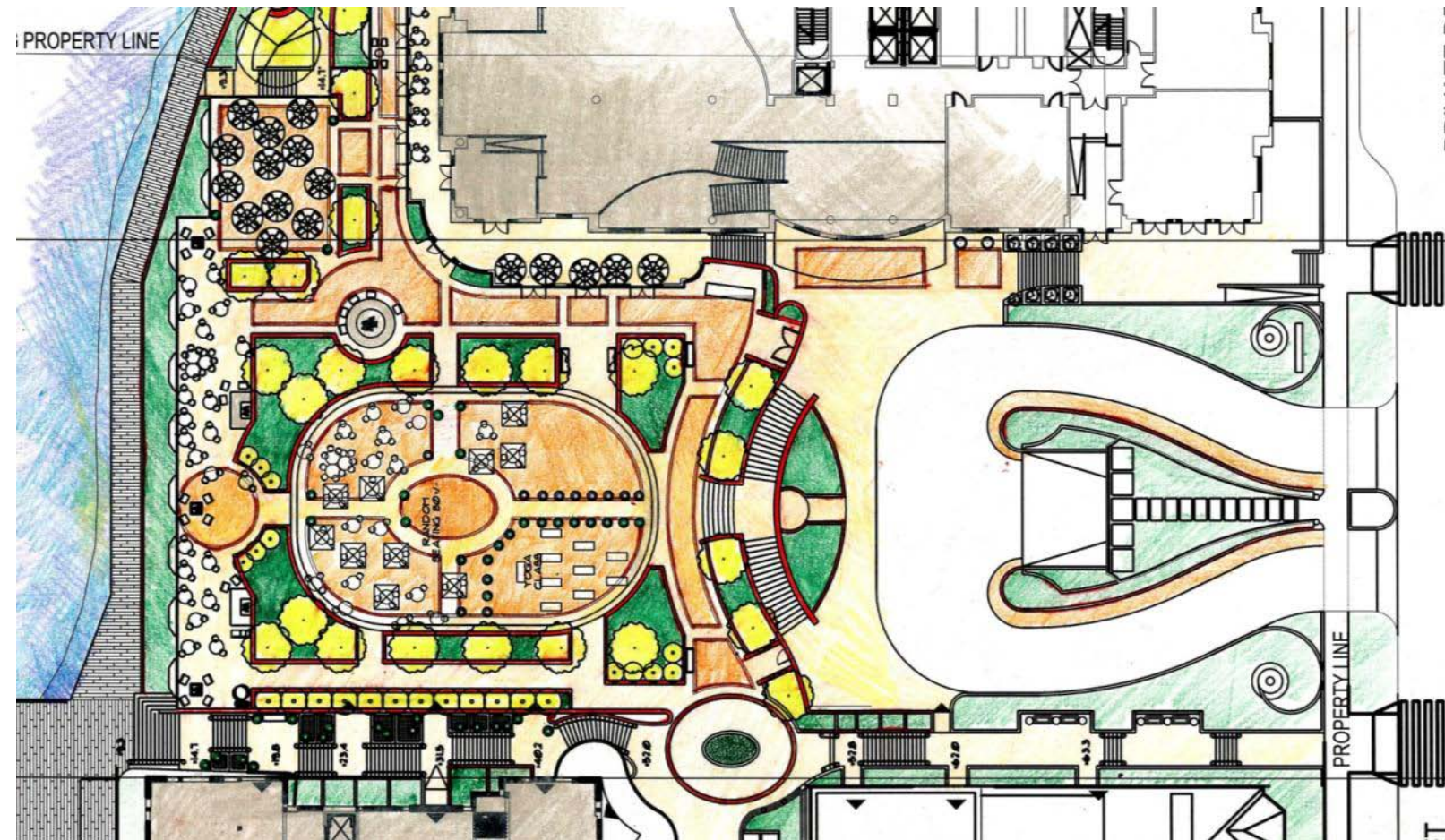
<u>Private Spaces</u>	
Dining Terraces	12,050 SF

BASE DESIGN



A PUBLIC PLACE

BUILDING EDGES ACTIVATE THE PLAZA



Relationship of Building and Plaza

CONCEPT DESIGN



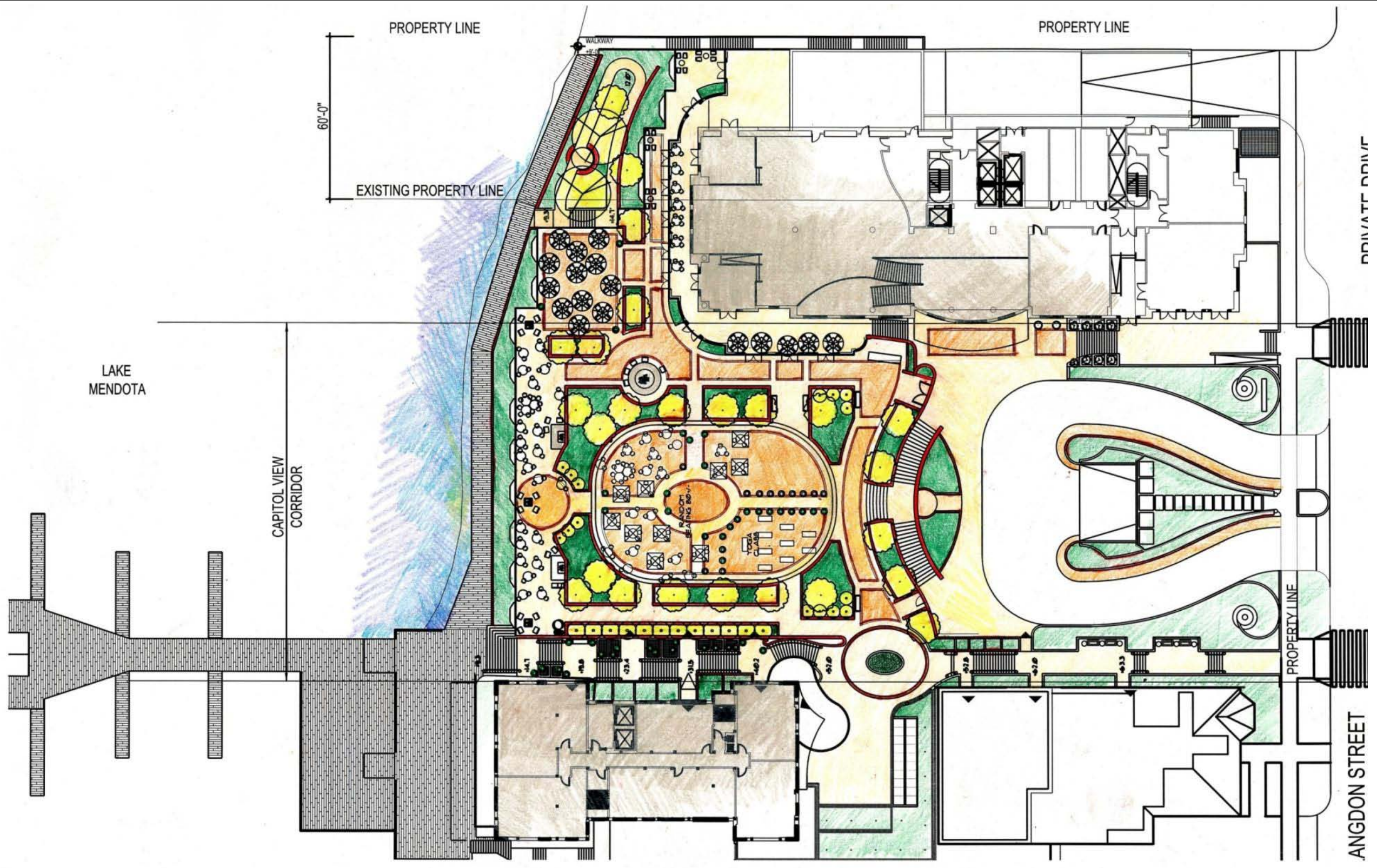
A PUBLIC PLACE



CONCEPT DESIGN



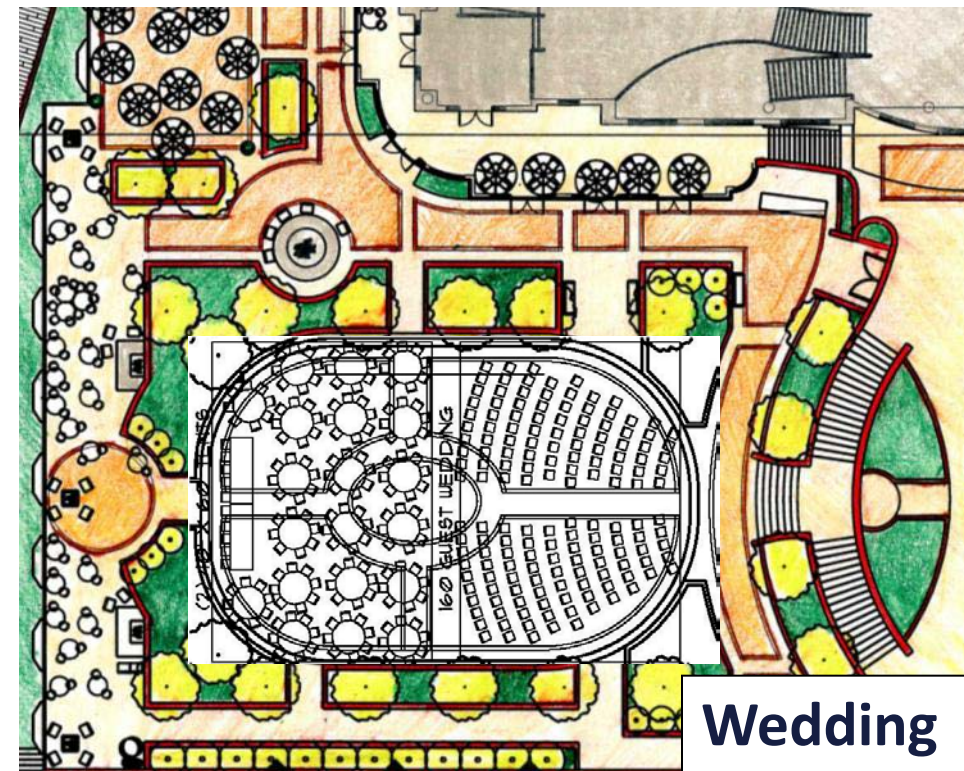
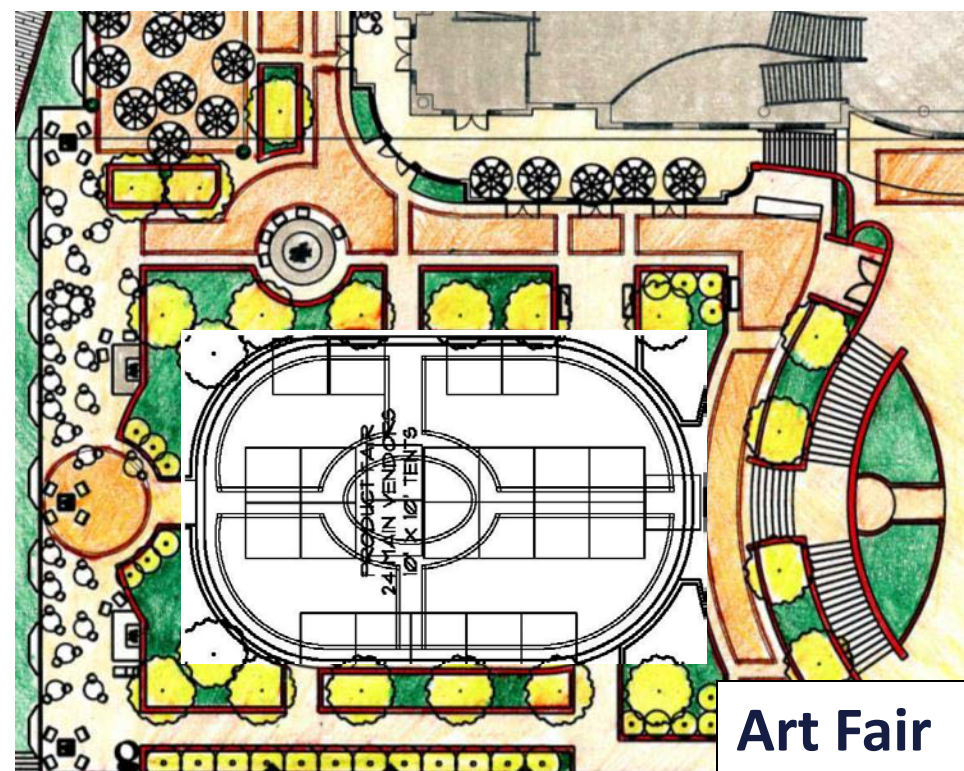
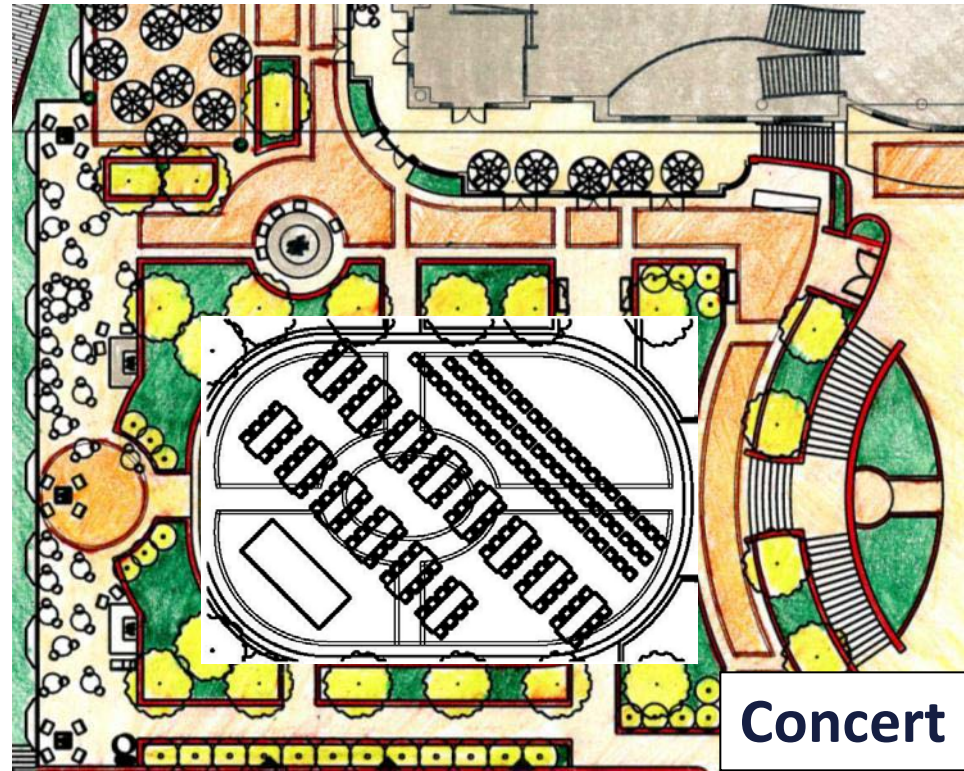
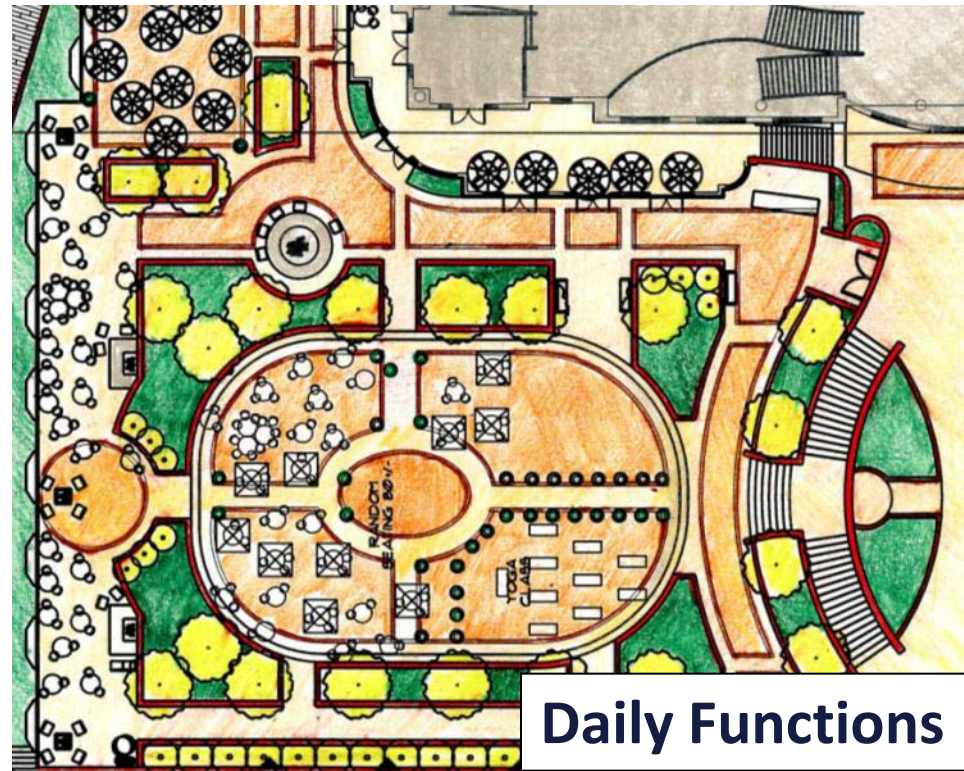
A PUBLIC PLACE



N G - S E D - T P E C N O C
 Section 2.0- Page 6



A PUBLIC PLACE





***COMPLIMENTARY ARCHITECTURAL
CHARACTER***





EXISTING VIEW TO THE WATER



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FUTURE VIEW TO THE WATER



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PREVIOUS REDEVELOPMENT PLAN



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REVISED REDEVELOPMENT PLAN



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ARCHITECTURAL CHARACTER



1 Dining Terraces
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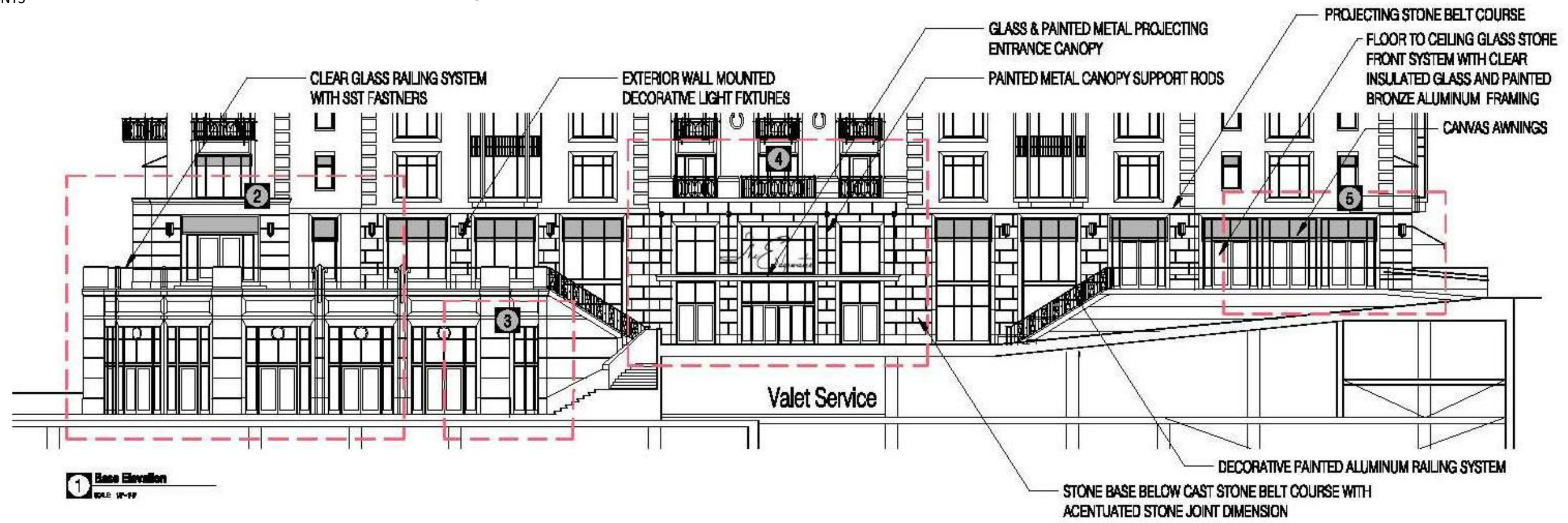
2 Monumental Entrances Compliment Scale of Public Space
NTS



3 Entry Canopy References Period Architecture
NTS



4 Storefront, Awnings and Stone Detail
NTS

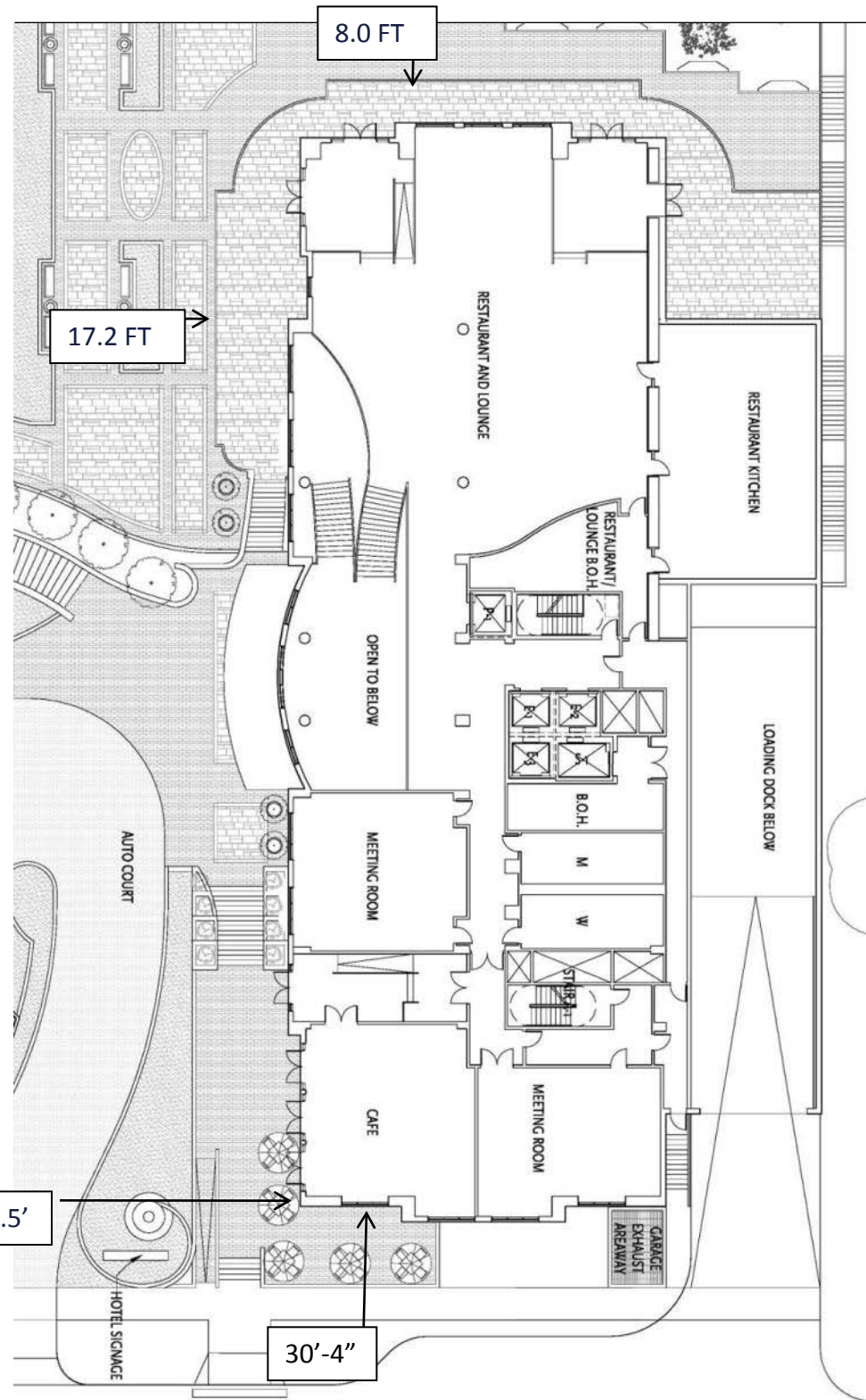


1 Base Elevation
SCALE 1/4"=1'-0"

BASE DESIGN



ARCHITECTURAL CHARACTER



ARCHITECTURAL CHARACTER:

- Pedestrian scale;
- Base relates to pedestrian scale;
- Setbacks consistent with build-to lines on Langdon Street and Wisconsin Avenue;
- Monumental entry consistent with civic architecture in neighborhood and corridor;
- Activation with café / outdoor seating at corner (Langdon/Wisconsin);
- Outdoor lakefront dining terrace of 2,500 square feet;
- Transparency of building base is direct reflection of interior activities;
- Scale of store trim at base of building is consistent with civic/commercial buildings on Wisconsin Avenue;

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ARCHITECTURAL CHARACTER



1 Awnings and Painted Metal Details
NTS



2 Quoin Detail References of Surrounding Buildings
NTS



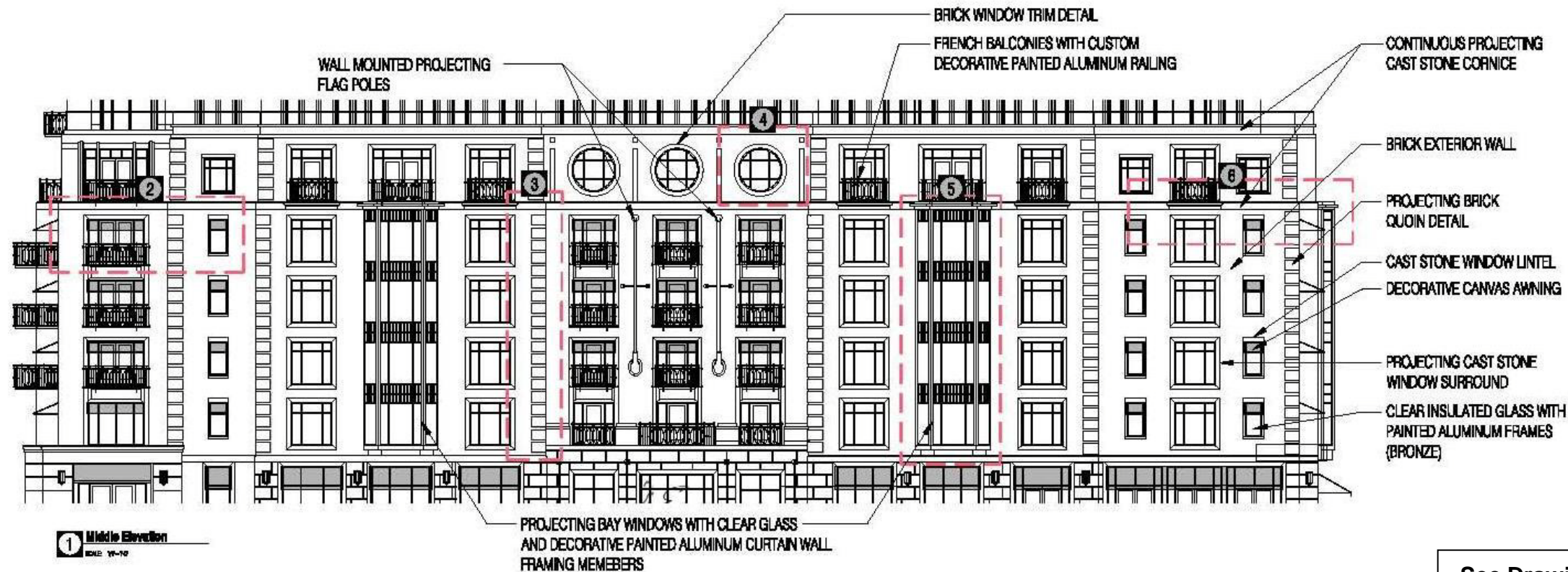
3 References to Architecture of 1940's Building
NTS



4 Bay Window
NTS



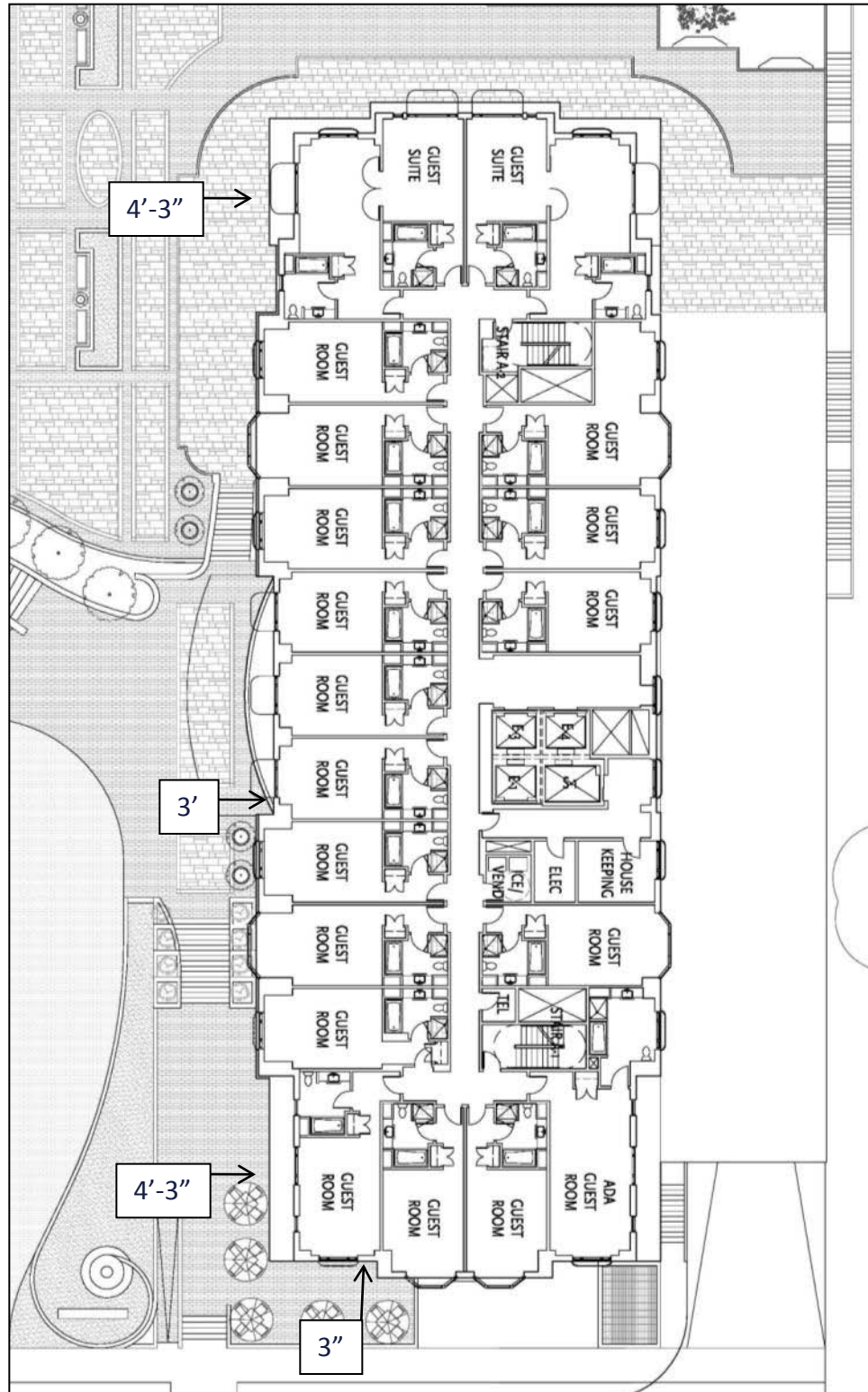
5 Building Setback at 5th Floor
NTS



See Drawing A2.087 For Larger Version



ARCHITECTURAL CHARACTER



ARCHITECTURAL CHARACTER:

- Architecture anchors building;
- Complements classical architecture and residential nature of surrounding buildings (especially Kennedy Manor and 2 Langdon);
- Horizontal fenestration varies every 45 feet;
- Horizontal façade is broken up with series of 3 foot setbacks;
- Vertical façade is broken up by architectural detail at 5th floor and setback at 6th floor;
- Balconies added at Langdon and lakeside elevations further increase setback on building corners;
- Brick cladding with architectural cast stone trim;
- Painted ornamental railings;
- Fabric awnings on painted metal frame.



ARCHITECTURAL CHARACTER



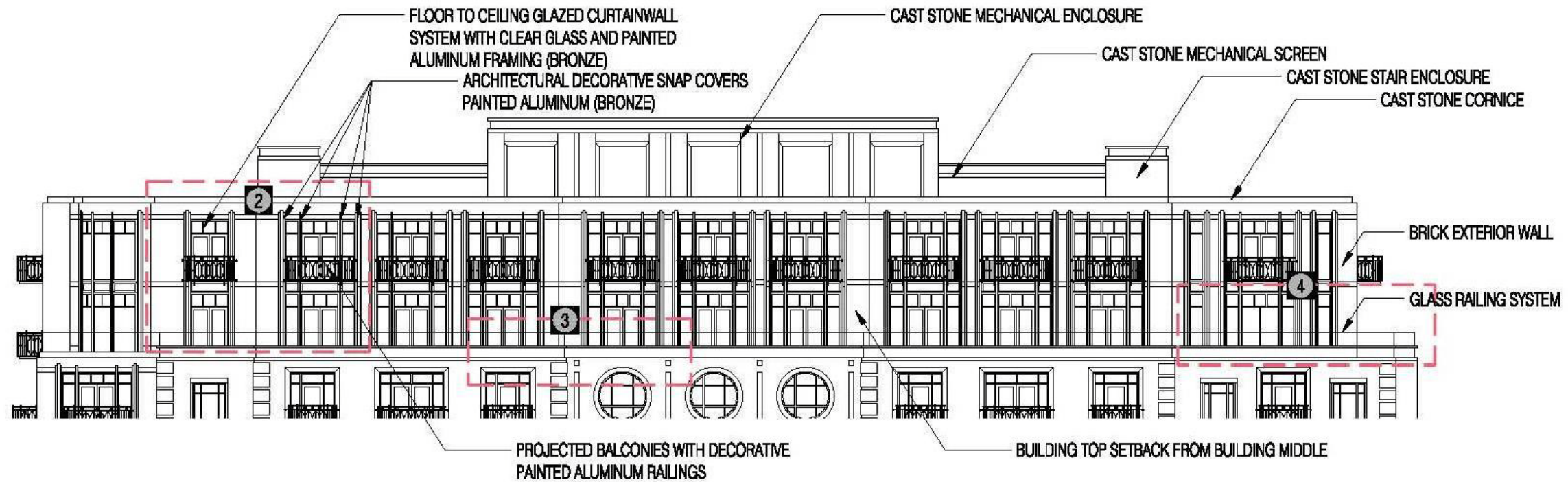
1 Architectural Character of Upper Floors
NTS



2 Architectural Details Add Depth
NTS



3 Upper Level Step Back and Balcony
NTS



1 Top Elevation
SCALE: 1/8"=1'-0"

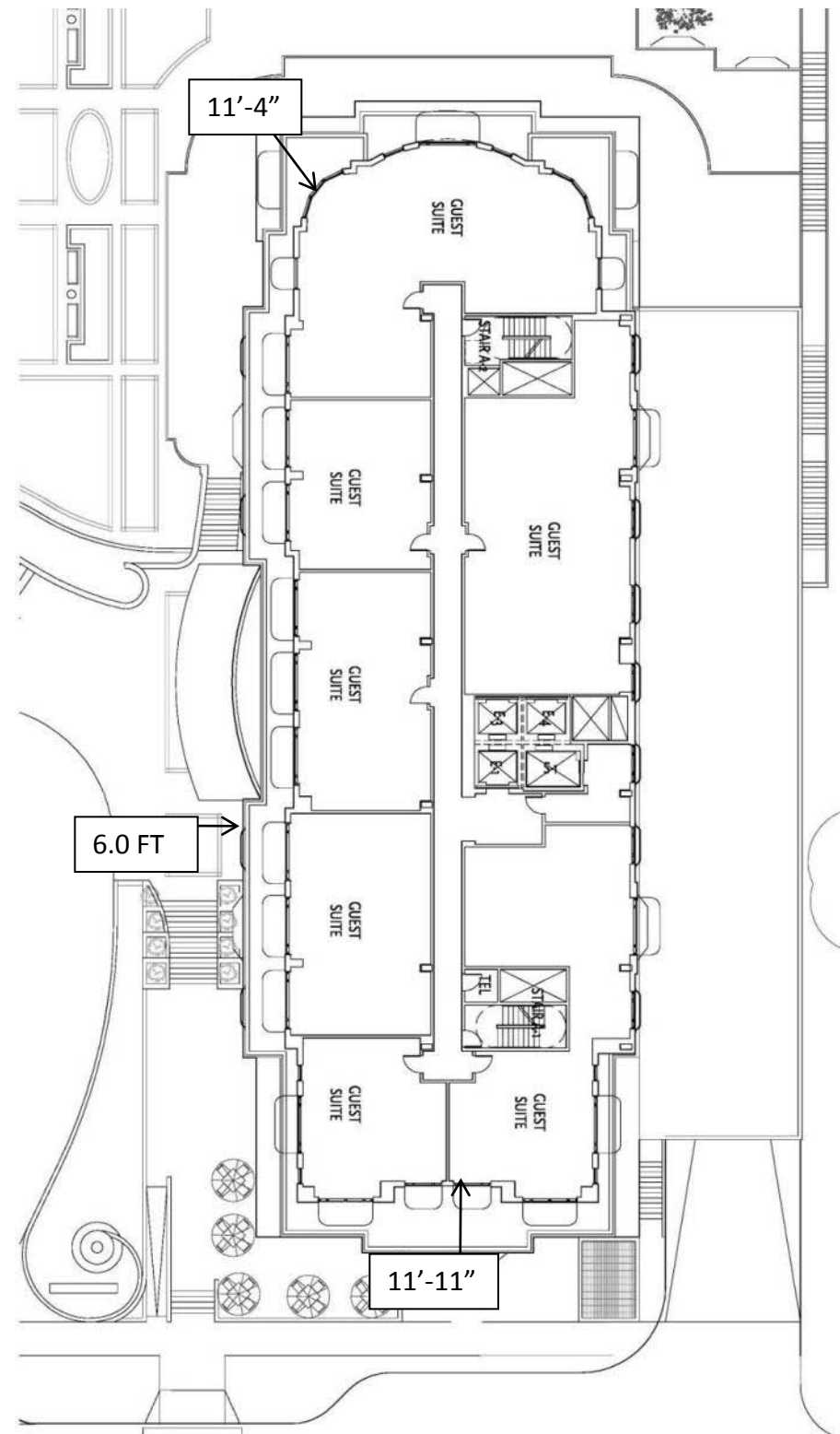
See Drawing A2.08 For Larger Version

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ARCHITECTURAL CHARACTER



ARCHITECTURAL CHARACTER:

- Top of building recedes from base;
- Minimum setback of 6 feet of top two levels;
- Setback increases to 11 to 12 feet at Langdon and lakeside elevations;
- Approximately 10,900 square feet per floor on top two levels;
- Lower solid-to-void ratio accentuates lightness at top of building;
- Architectural cast stone panels;
- Painted ornamental details;
- More vertical pattern in fenestration;
- Addresses long range views to Capitol and over Lake Mendota.



LAKE PERSPECTIVE - FUTURE



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LAKE PERSPECTIVE - FUTURE



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ARCHITECTURAL CHARACTER

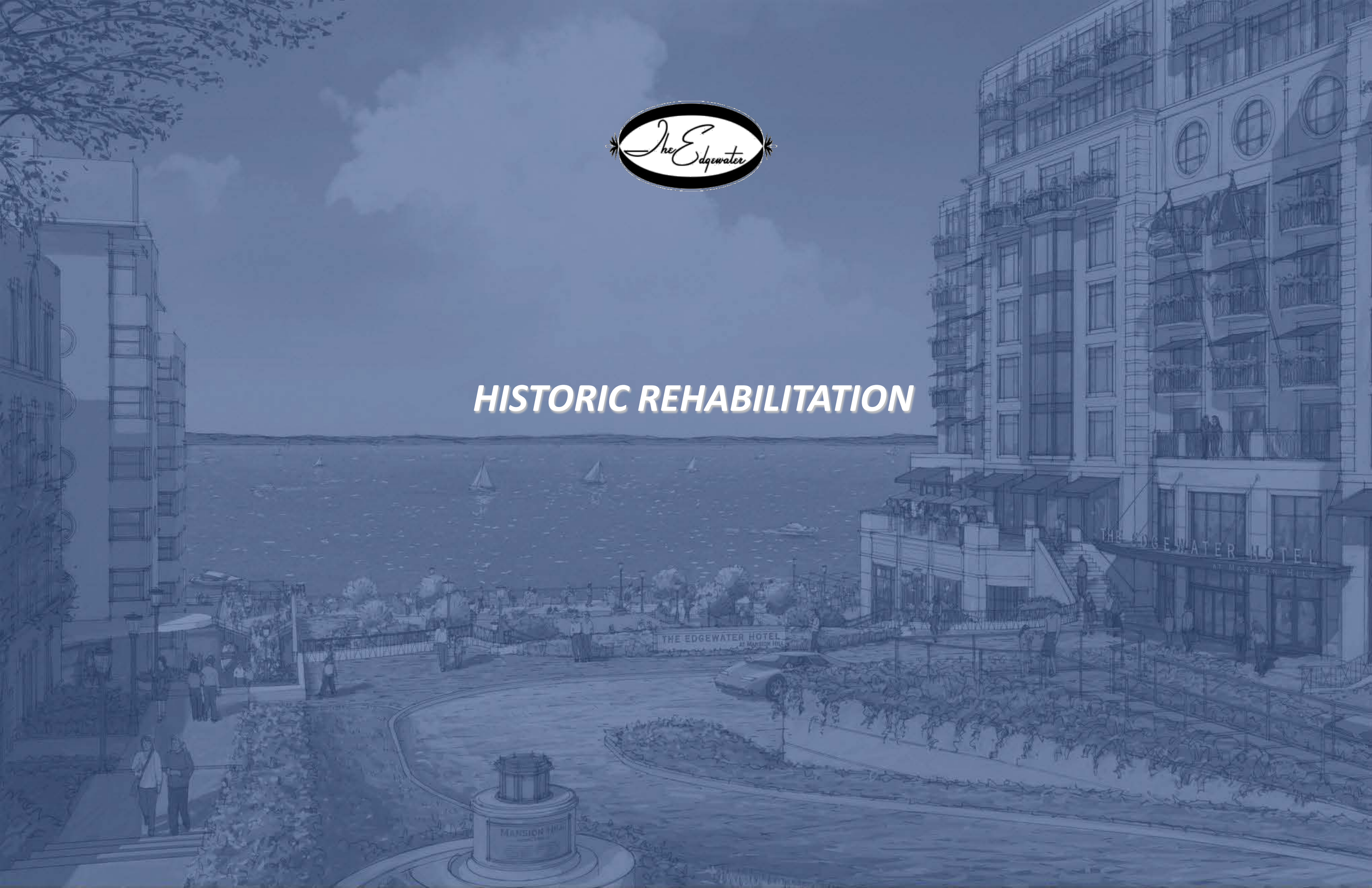


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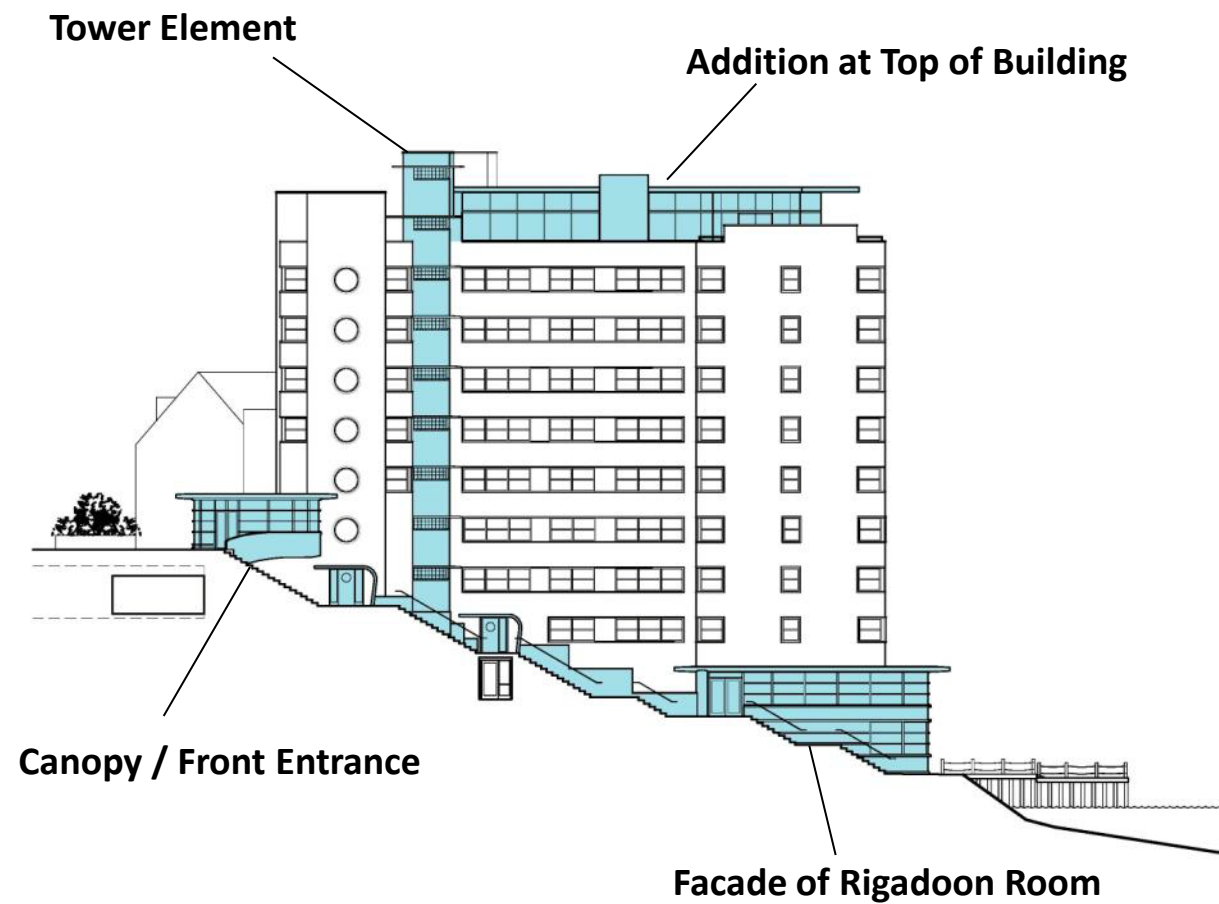
HISTORIC REHABILITATION





HISTORIC REHABILITATION

THE REHABILITATION OF THE 1940'S BUILDING HAS FOCUSED ON HIGHLIGHTING ICONIC ELEMENTS THAT CAN DRIVE THE DESIGN

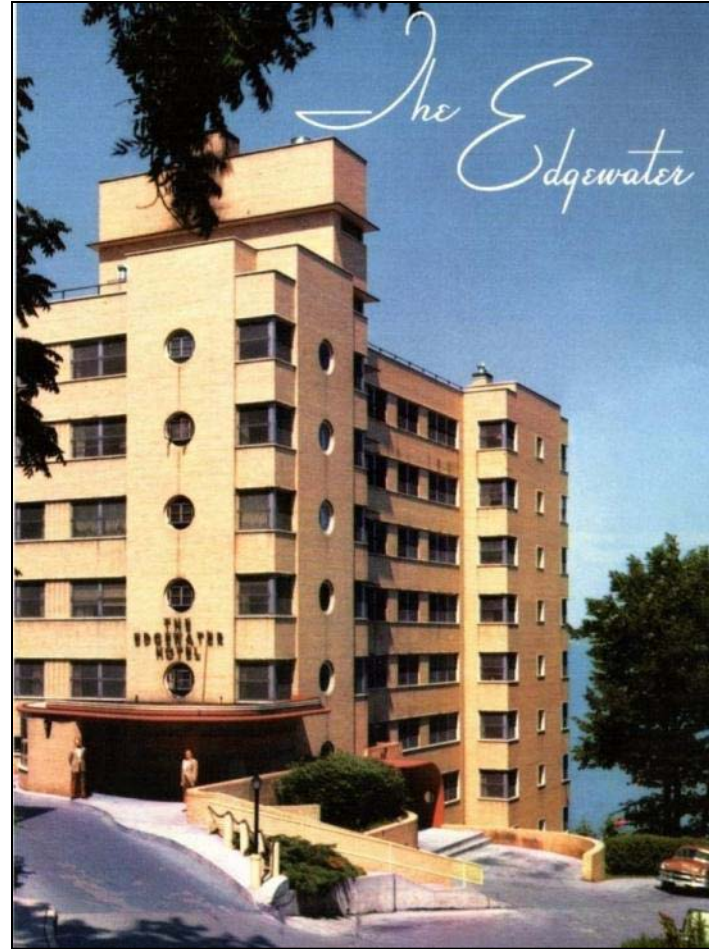


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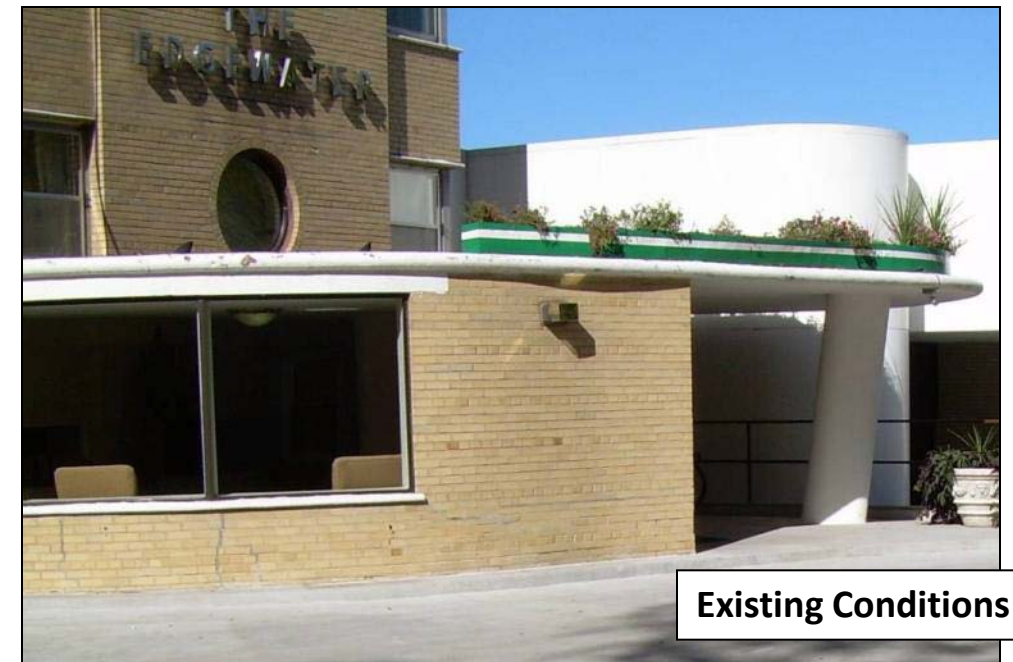


HISTORIC REHABILITATION

"AS BUILT" ENTRY CANOPY



Existing Conditions

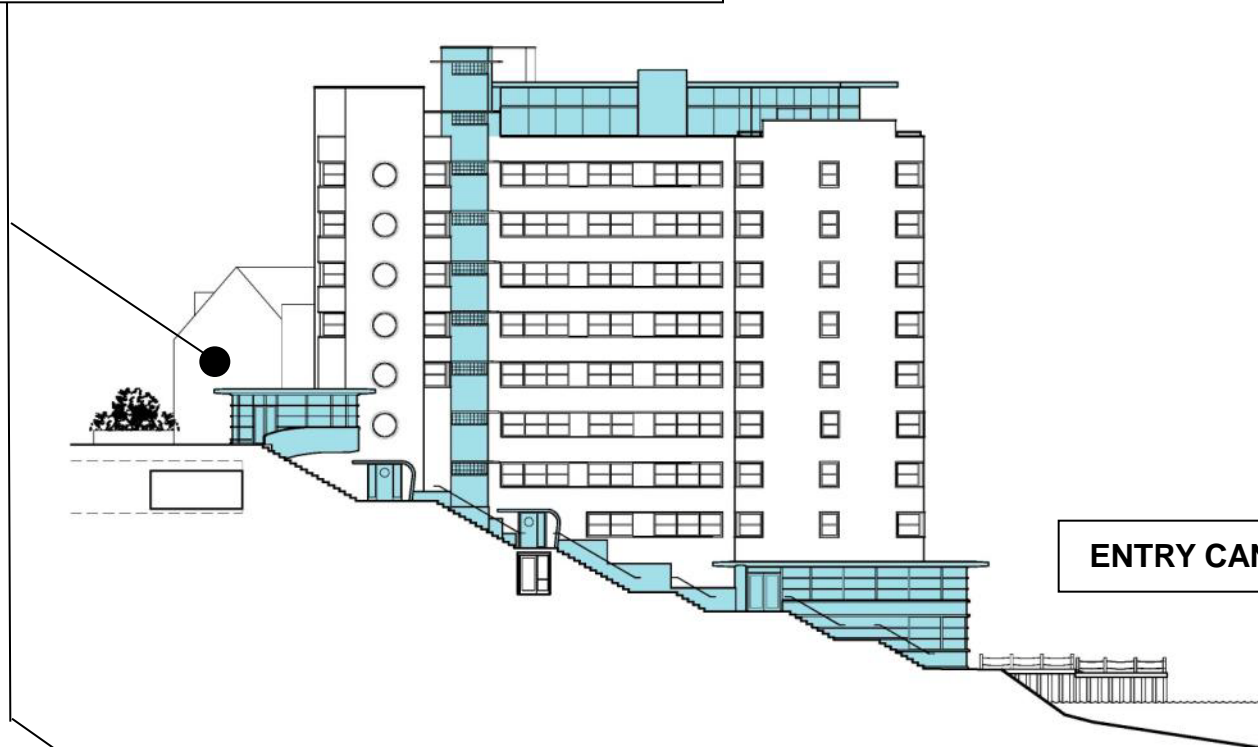


Existing Conditions

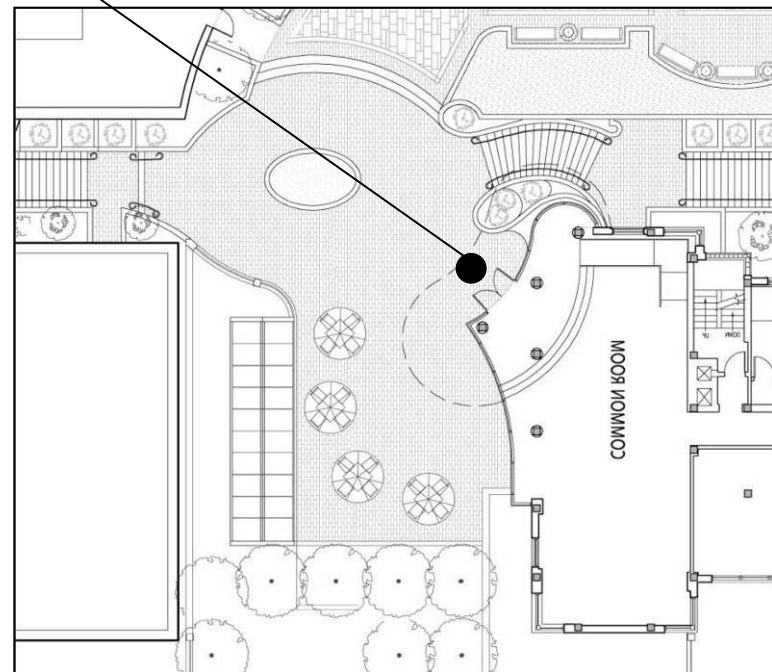


HISTORIC REHABILITATION

ENTRY CANOPY



ENTRY CANOPY BECOMES ICONIC FEATURE OF PROJECT



ORIGINAL RENDERING

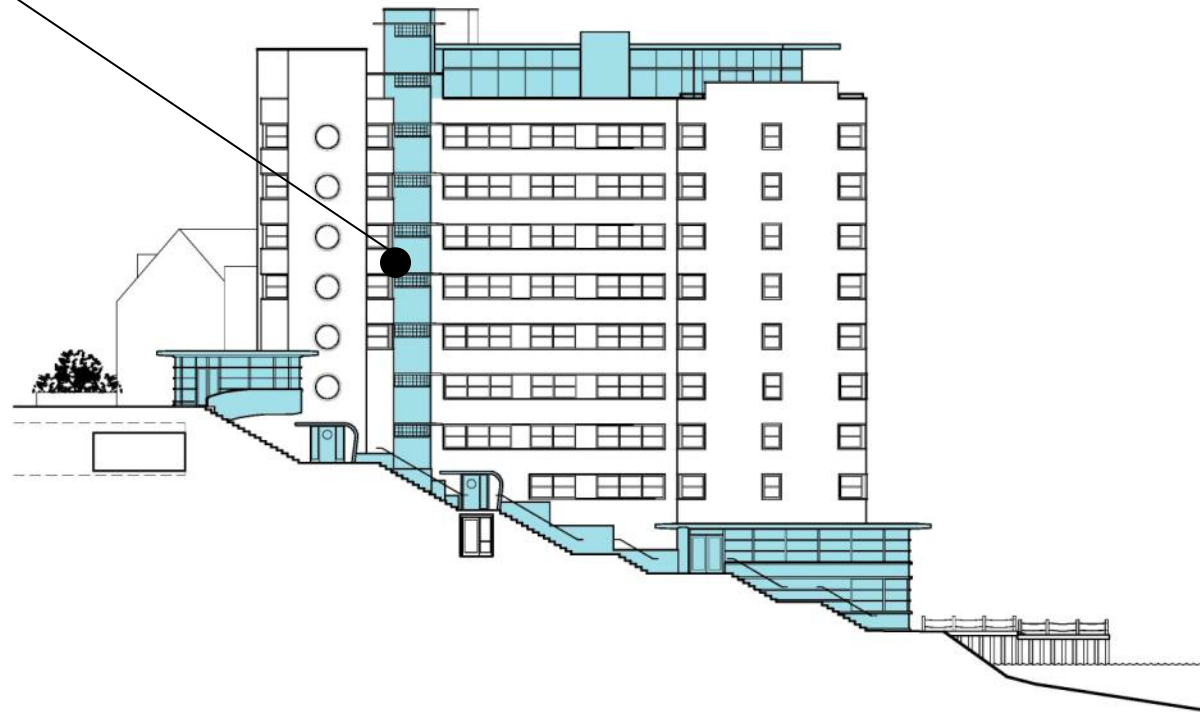


CONCEPT DESIGN



HISTORIC REHABILITATION

TOWER ELEMENT



Existing Conditions



ORIGINAL RENDERING

CONCEPT DESIGN

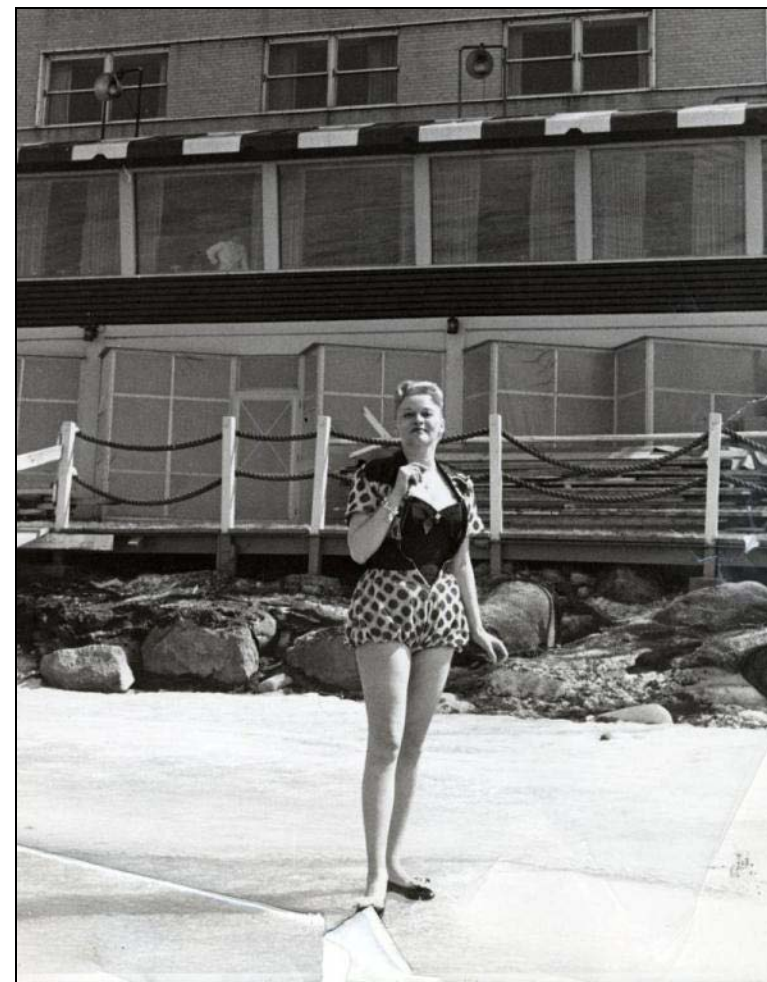


HISTORIC REHABILITATION

“AS BUILT” RIGADOON ROOM



Existing Conditions





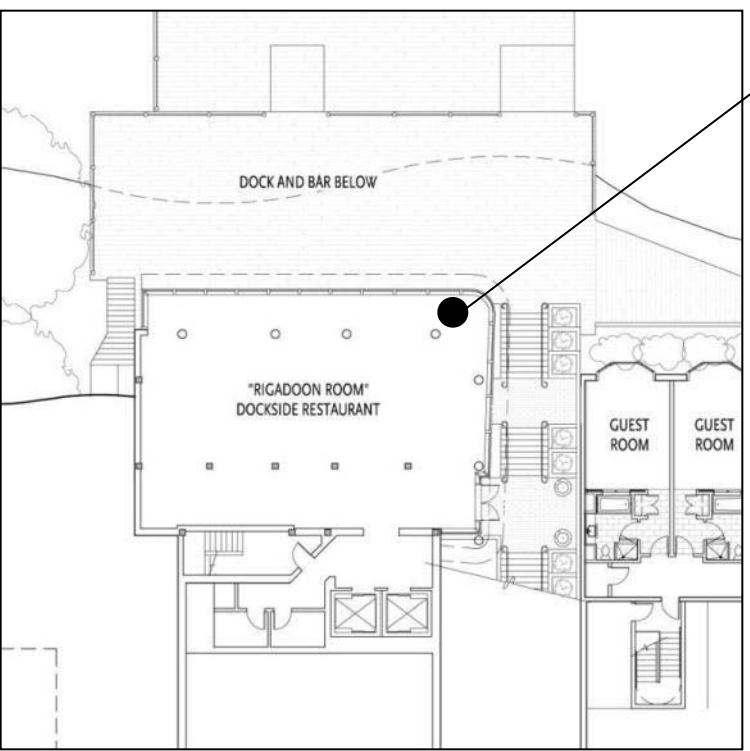
HISTORIC REHABILITATION

RIGADOON ROOM



ORIGINAL RENDERING

ALTERNATE DESIGN SCHEME FOR RIGADOON ROOM FACADE





CONCEPT DESIGN



HISTORIC REHABILITATION

"AS BUILT" CONDITION OF ROOF

The Edgewater

invites you
to enjoy
JIMMY DORSEY
and His Orchestra
on the
STARLITE ROOF
Monday, August 4
8:00 to midnight

featuring
ELEANOR RUSSELL

\$2.50
per person
plus federal tax

THE EDGEWATER AGAIN
"FEEDS THE NATION"
Coast-to-coast broadcast
direct from Starlite Roof
10:05 to 10:30 CBS, WKOW

"Home of
Visiting
Celebrities"



Existing Conditions

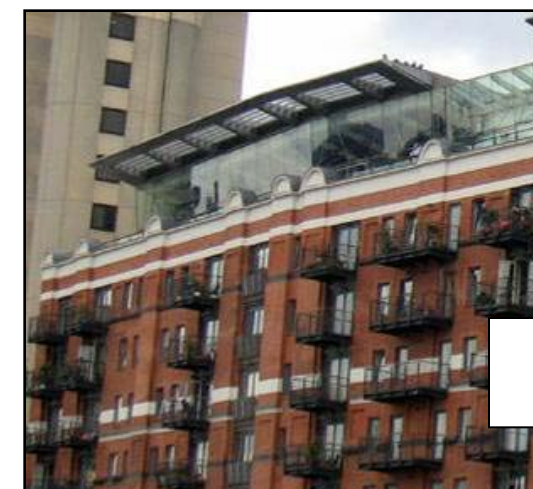
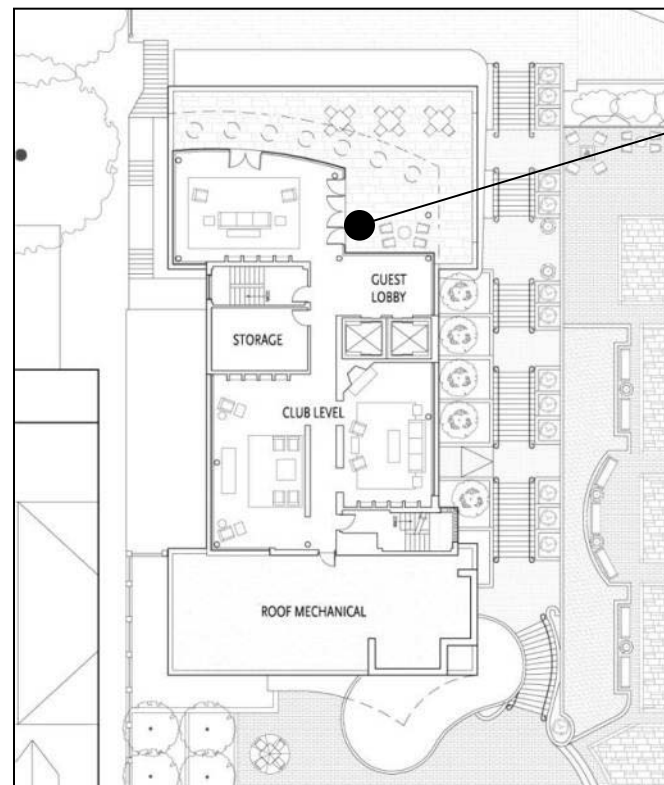
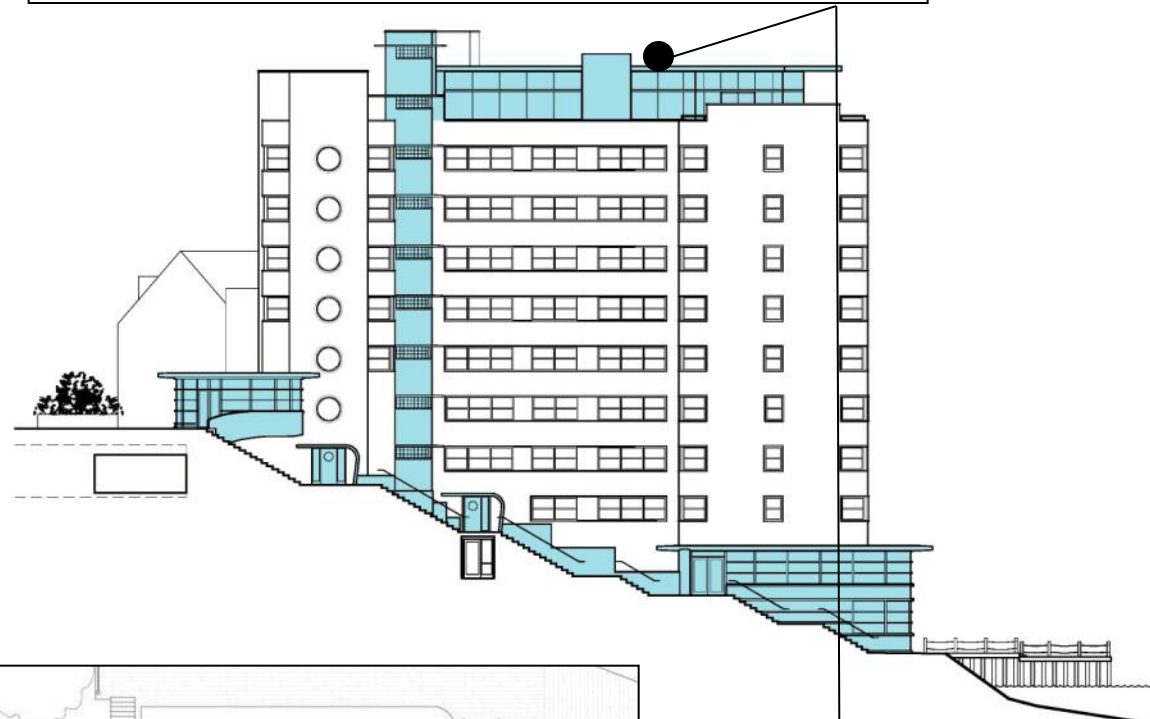


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HISTORIC REHABILITATION

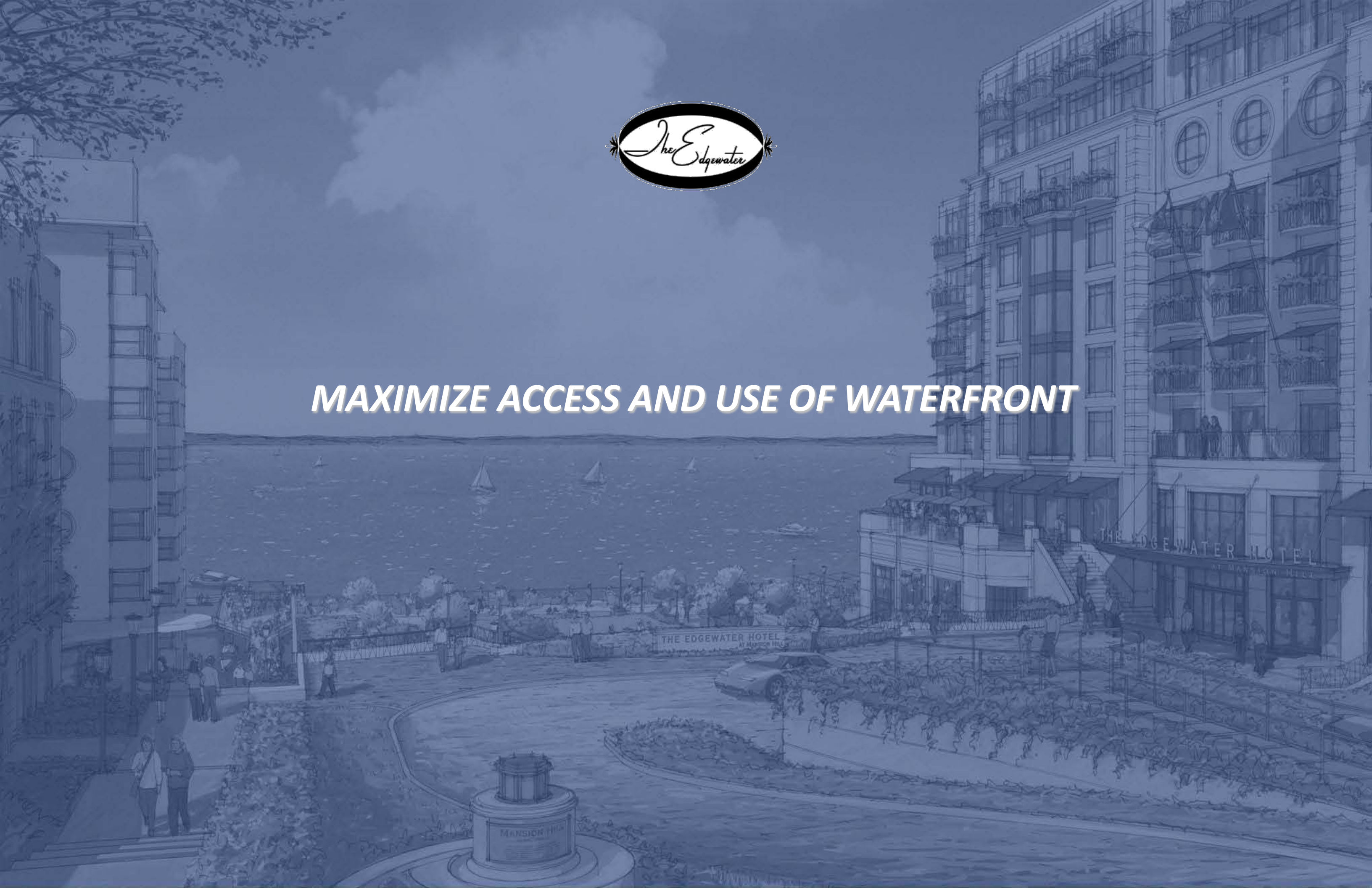
TOP LEVEL ADDITION



ADDITION COMPLIMENTS
ARCHITECTURE



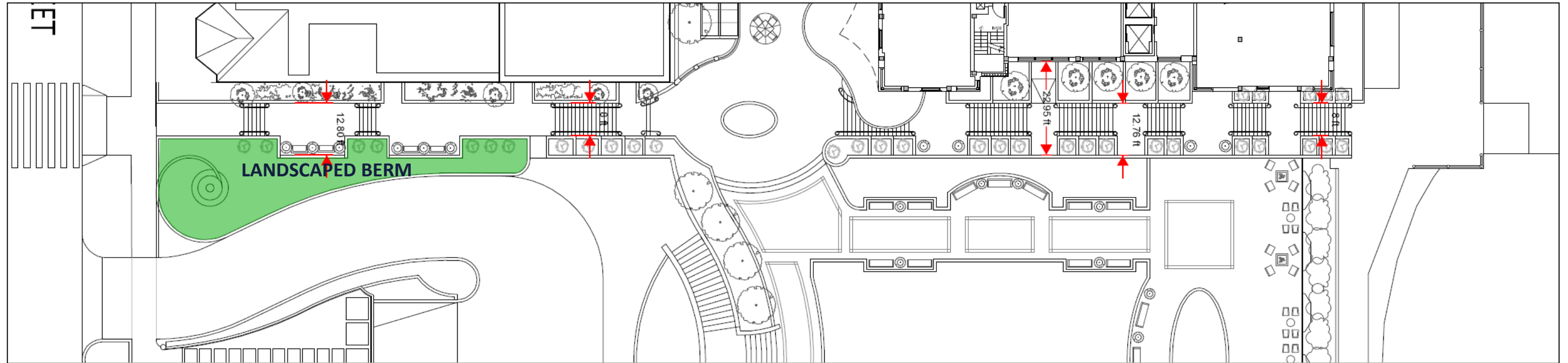
MAXIMIZE ACCESS AND USE OF WATERFRONT





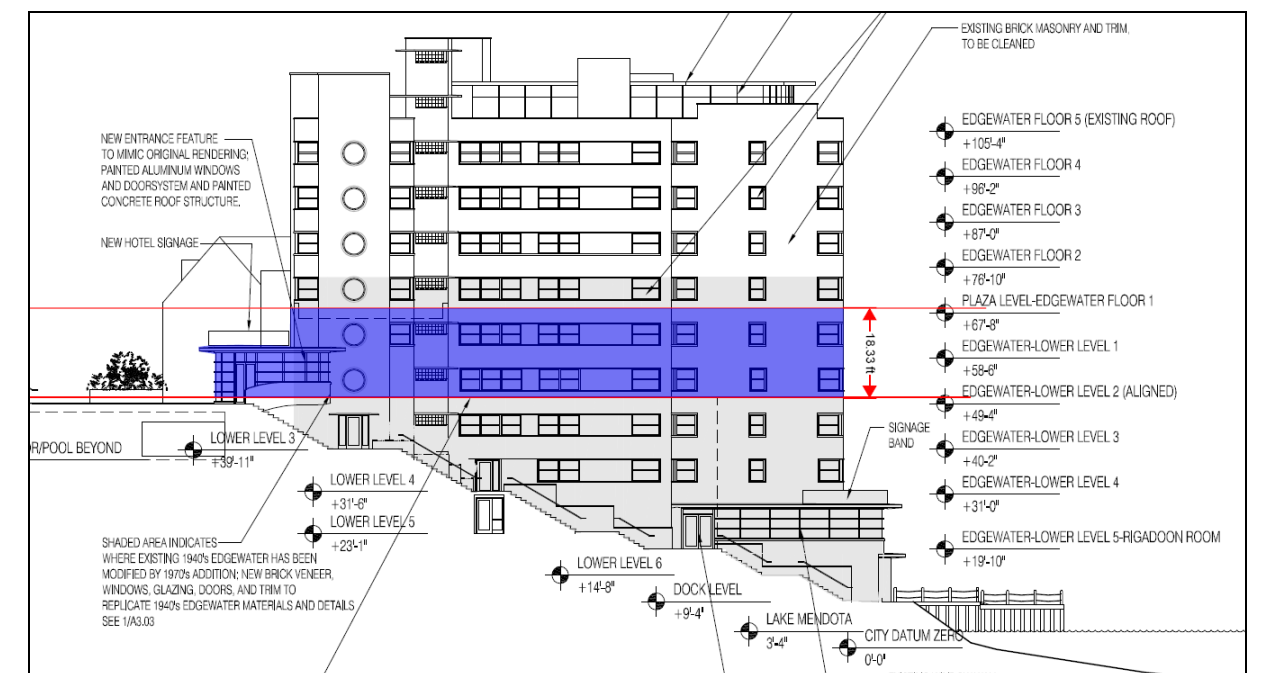
STAIR TO WATERFRONT

THE REDESIGN SIGNIFICANTLY ENHANCED THE STAIR TO THE WATERFRONT



The revised plan significantly improved the experience and impact of the stair to the water:

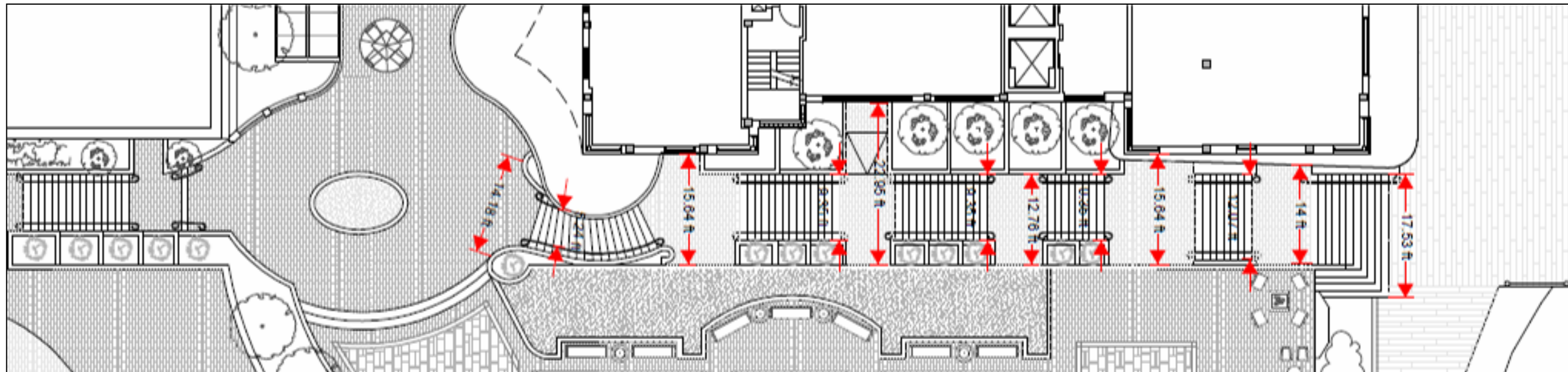
- Removed structure at top/created progression with landscaped berm
- Revealed more than 20 additional feet of 1940's building
- Improved Views for 2 Langdon
- Reduced Structure Surrounding Stair
- Reduced Shadow Cast on Stair
- Enhanced Activation of Stair / Features
- Removed Skywalks Impeding View





STAIR TO WATERFRONT

ACTIVATION OF STAIR



CONCEPT DESIGN



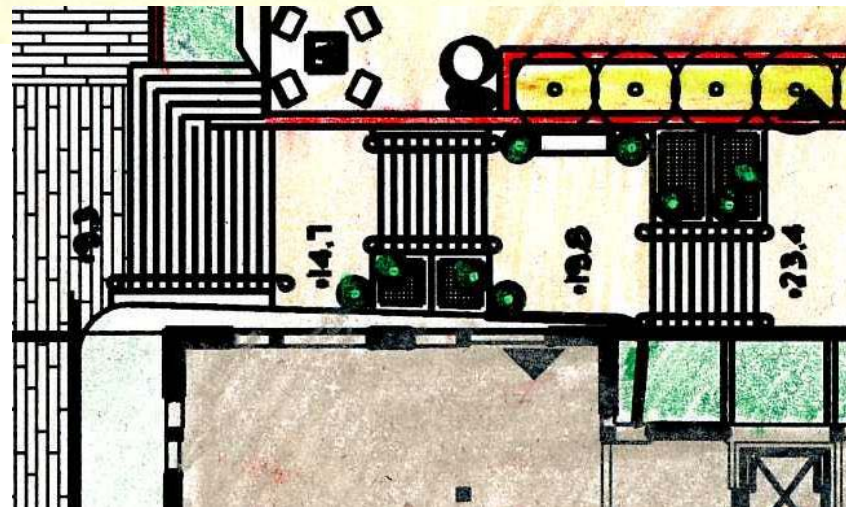
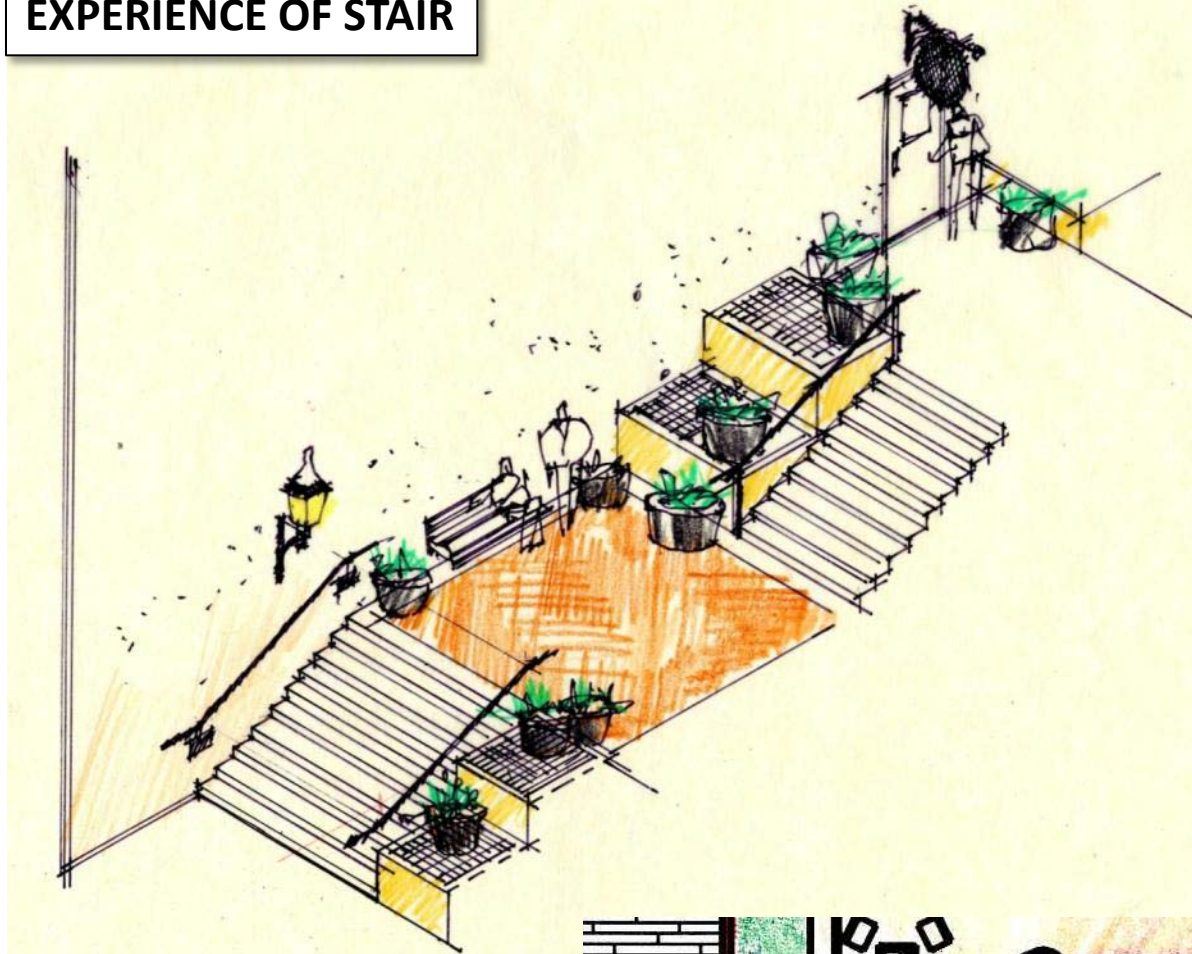
STAIR TO WATERFRONT





STAIR TO WATERFRONT

EXPERIENCE OF STAIR

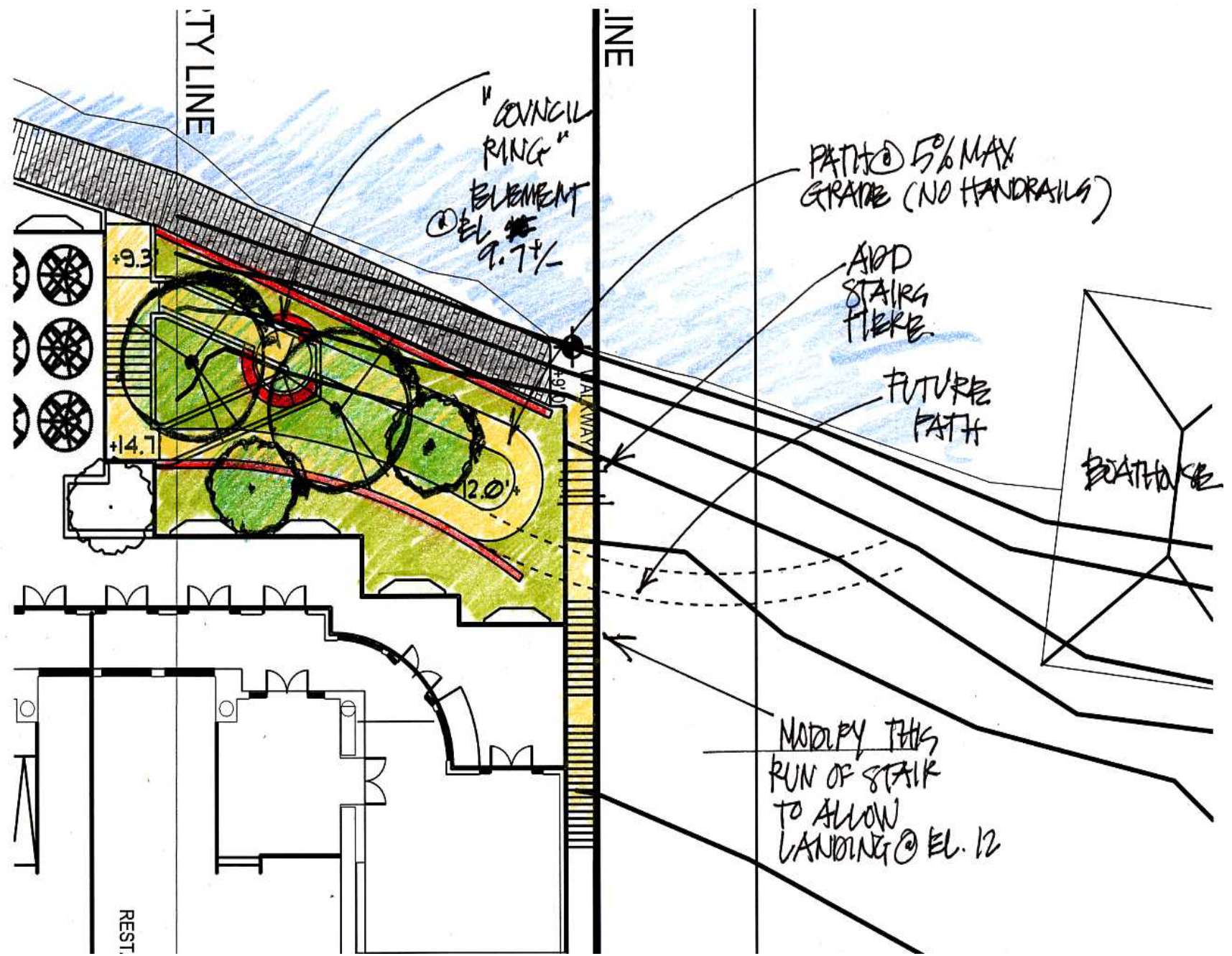


CONCEPT DESIGN



WATERFRONT LANDSCAPE

HIGHLIGHT A MORE NATURAL EXPERIENCE



CONCEPT DESIGN