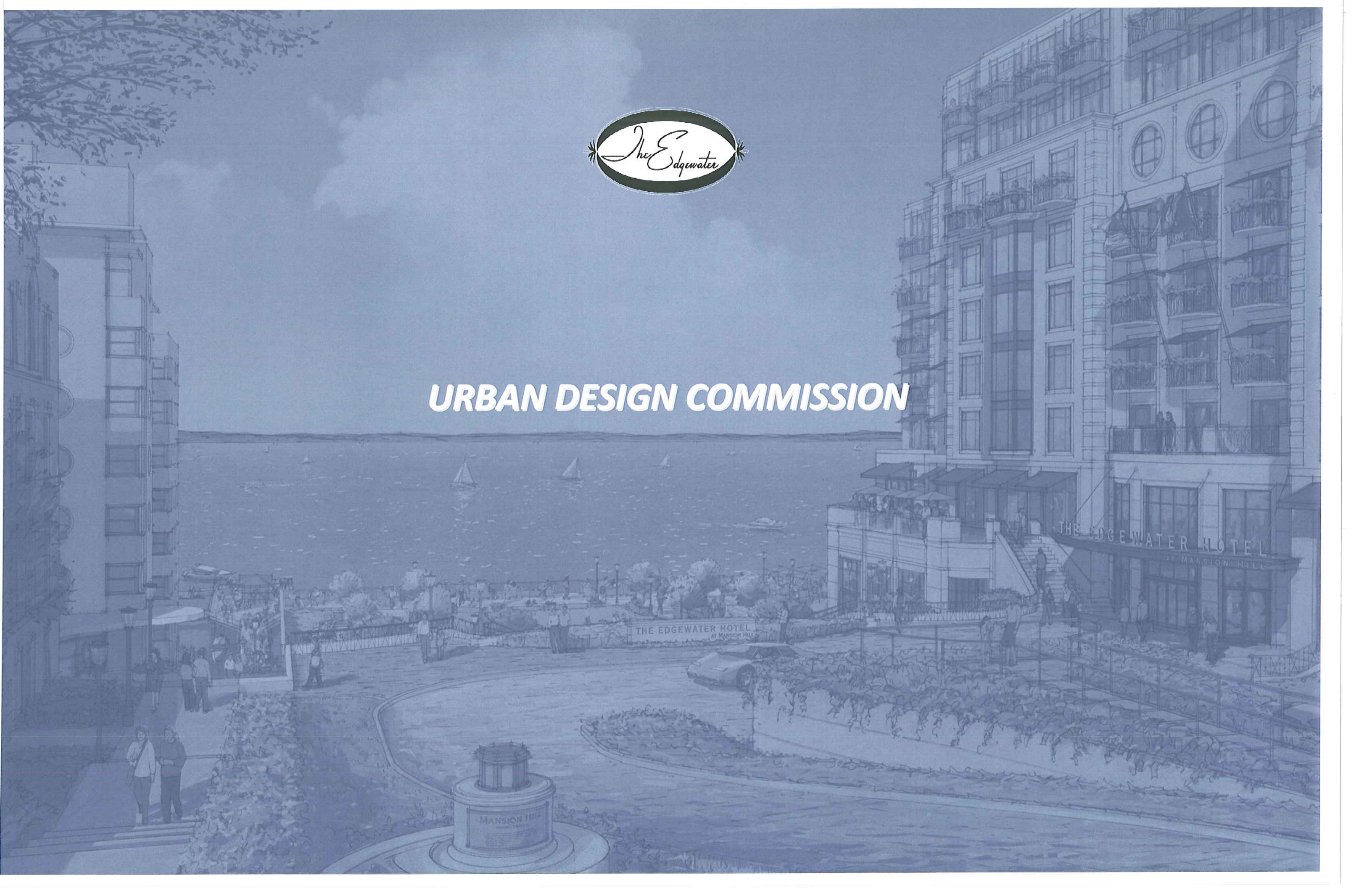




URBAN DESIGN COMMISSION





URBAN DESIGN ORDINANCE





URBAN DESIGN ORDINANCE

QUESTION:

Is the project consistent with the Urban Design Ordinance?

ANSWER:

The Project is consistent with the purpose and intent of the Urban Design Ordinance (MGO 33.24(2)) that states:

Purpose and Intent. It is hereby declared a matter of public policy that the design, appearance, beauty and aesthetics of all public and private buildings, structures, landscaping and open areas are a matter of public concern and as such must be controlled so as to promote the general welfare of the community. The purpose of this section is:

- (a) To assure the highest quality of design for all public and private projects in the City.
- (b) To protect and to improve the general appearance of all buildings, structures, landscaping and open areas in the City; to encourage the protection of economic values and proper use of properties.
- (c) To 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.
- (d) To 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.



ZONING CLASSIFICATION

PUD ZONING IS A COMMON FOR DOWNTOWN PROPERTIES





ZONING / PUD PROCESS

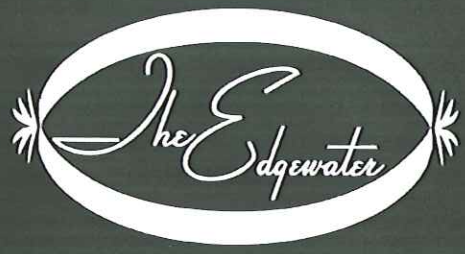
QUESTION:

Several statements have been made that the proposed planned unit development (PUD) is a violation of existing zoning code, especially R6H Zoning and the limitation to 50 feet in height. Could you clarify the PUD Zoning and what is currently zoned RGH?

ANSWER:

There is absolutely no basis for the claim that this PUD is somehow out of the norm by City of Madison zoning standards.

- The site is currently zoned OR and RGH;
- PUD has been the dominant zoning classification for downtown development over the past decade;
- The PUD process is rigorous and requires review and approval through multiple committees, commissions and public meetings;
- The dominant zoning classification of the site is OR, R6H Zoning (which includes the 50 foot height limit) is only applicable to 27% of the total site area;
- The PUD will establish a new zoning classification for the Project that will be specific to the site;
- The Edgewater PUD zoning text is among the most restrictive of all PUD's to be approved by the City of Madison and includes a "Bulk Contingency" which establishes specific requirements for open area, access to roadways, etc. that would specifically prevent a precedent from being set.

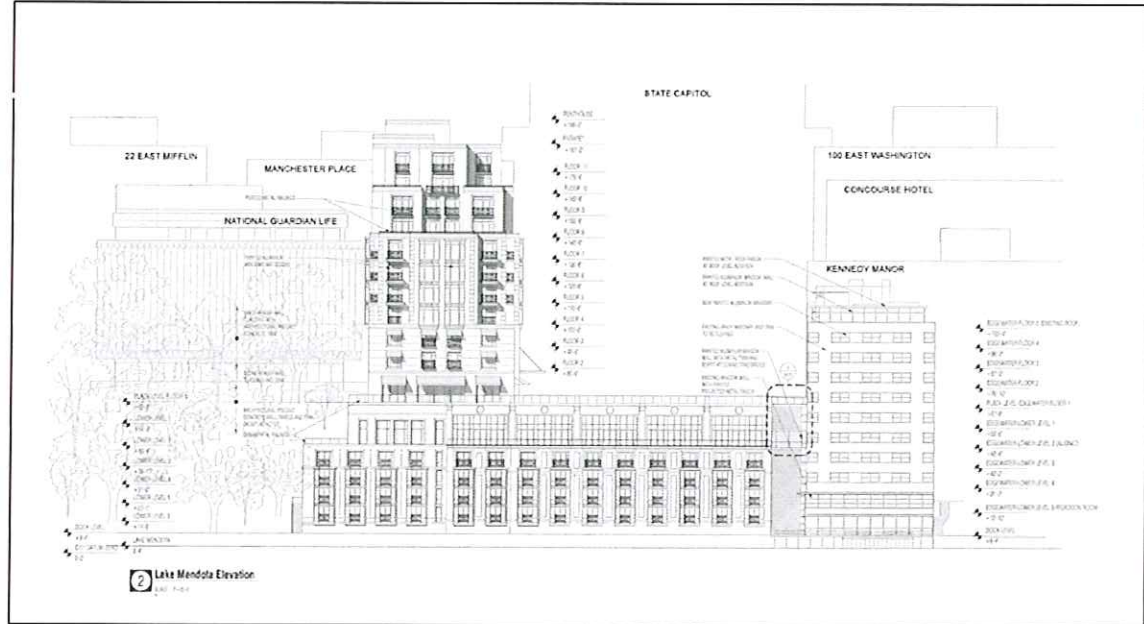


BUILDING HEIGHT

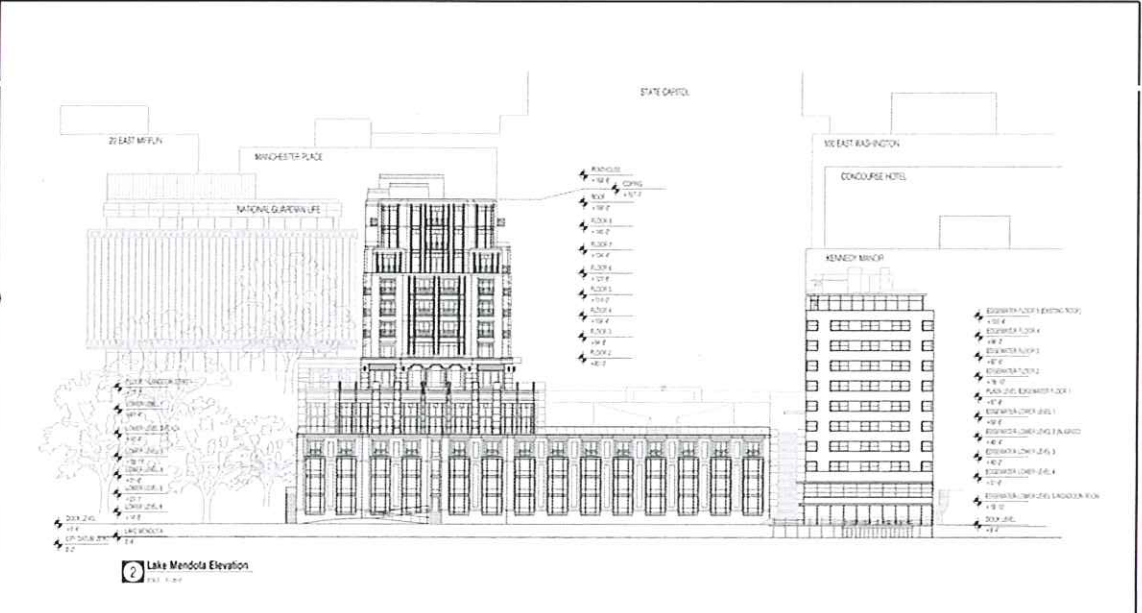
REDUCED HEIGHT BY 3 FLOORS / 30 FEET



VIEW BEFORE



VIEW BEFORE





BUILDING HEIGHT

QUESTION:

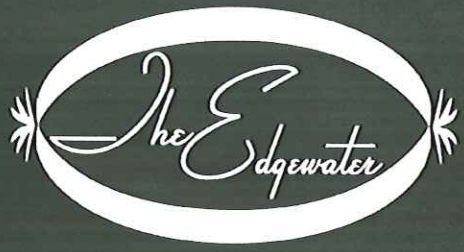
How has the height of the building been altered in the current plan?

ANSWER:

Our revisions to the plan focused on reducing the height and mass of the building.

- The hotel addition has been reduced in height by 3 floors;
- The hotel addition is 87 feet above street elevation which is exactly the same height above street level as the NGL office building;
- The primary building setback at level 6 of the hotel addition matches the same height of Kennedy Manor;
- The 1940's Edgewater is 104.5 feet above lake level and the hotel addition is 153.8 feet above lake level yet setback 72 feet from the lakeside elevation of the 1940's building;
- Removal of the upper level of the 1970's addition is equivalent to 4 floors of area in the hotel addition. The overwhelming positive impact this creates for the public – the tiered Terrace at Mansion Hill and greatly enhanced view corridors – is of greater value than further height reduction of the hotel addition. Both are not economically feasible.





DENSITY AND BUILDING VOLUME

PROJECT HAS A LOW COMPARABLE FLOOR AREA RATIO



Capitol Point
125 N Hamilton
11.3 FAR



Hyatt Place
333 W Washington
9.7 FAR



Condominium
100 Wisconsin Ave
9.7 FAR



The Collegiate
513 N Lake
6.6 FAR



Apartment Building
22 E Dayton
3.0 FAR



Apartment Building
244 W Gilman
3.6 FAR



The Lorraine
131 W Washington
9.7 FAR



Kennedy Manor
1 Langdon
3.8 FAR



The Ambassador
522 N. Pinckney
3.1 FAR



Apartment Building
614 Langdon
4.4 FAR



Apartment Building
625 Langdon
4.8 FAR



Hamilton Place
202 N Hamilton
3.5 FAR



DENSITY AND BUILDING VOLUME

QUESTION:

There has been concern expressed about the density of the building in a historic district. What is the density and how does it compare to other structures in the historic district and downtown?

ANSWER:

The fact is this plan achieves a very lower density by comparison to almost any other multi-story property in the Mansion Hill Historic District and elsewhere downtown.

- The Floor Area Ratio (FAR) is 2.8;
- The FAR of most multi-story structures in the Mansion Hill Historic District range from 3.25 and above. Many of these structures are below 50 feet in height;
- The FAR of many taller buildings downtown (5 – 13 stories) range from 8.0 to 12.0;
- This plan achieves one of the lowest densities in Mansion Hill and considerably below the norm for taller structures in Madison because of the amount of open public space included in the plan.

BUILDINGS SURROUNDING THE EDGEWATER HOTEL





ARCHITECTURAL CHARACTER





ARCHITECTURAL CHARACTER

QUESTION:

What is the architectural character of the Project.

ANSWER:

The architectural character is defined by:

- Builds upon traditional and civic architecture, particularly from the first half of the 20th Century;
- Adapts classical details and proportions, yet still allows incorporation of Art Deco details to relate to the existing Edgewater Hotel;
- Not a stylistic copy, developing an architecture of compatible size, scale, and character;
- Decorative metal railings and bay windows add depth and richness to the elevations.



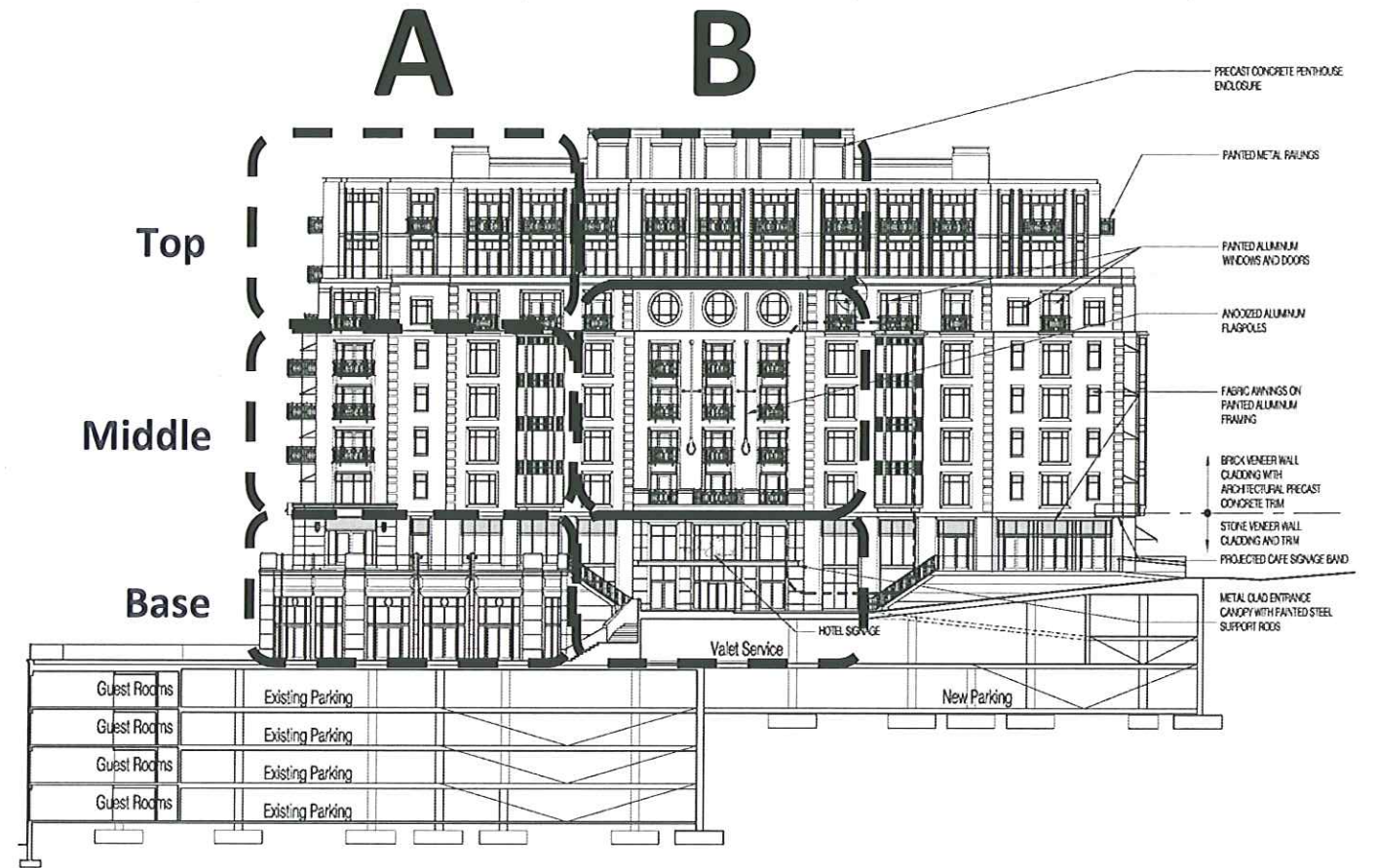


TERRACE AT MANSION HILL





BUILDING BASE – MIDDLE – TOP

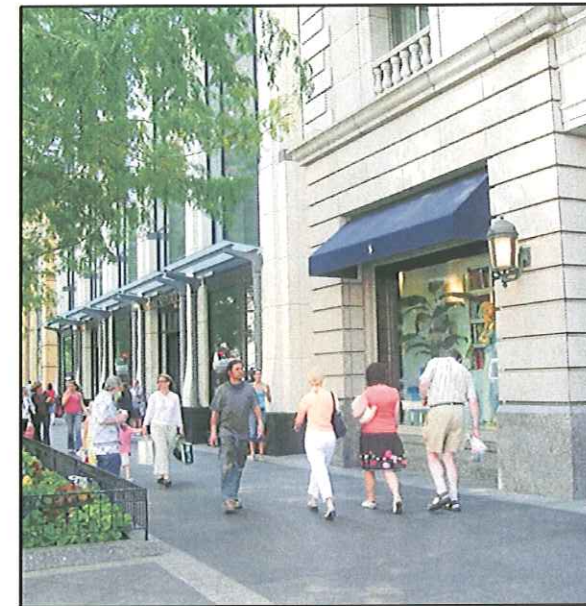
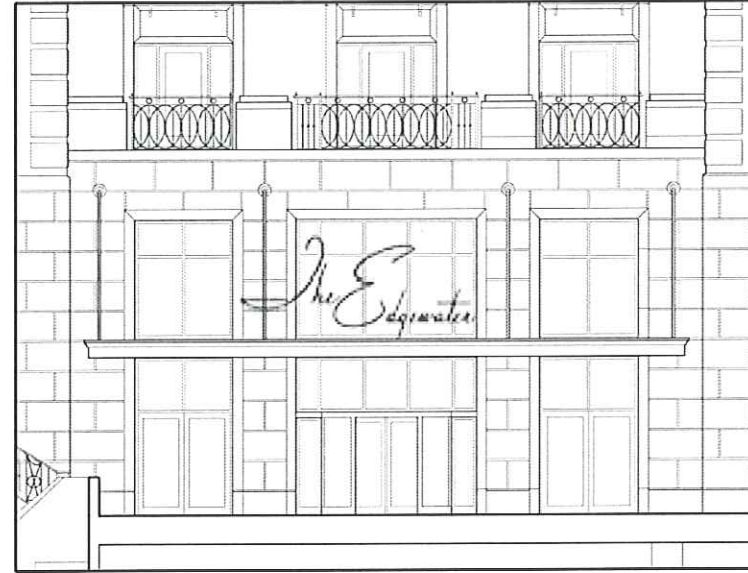


2 Section and Elevation of New Hotel at Plaza
SCALE: 1"=20'0"

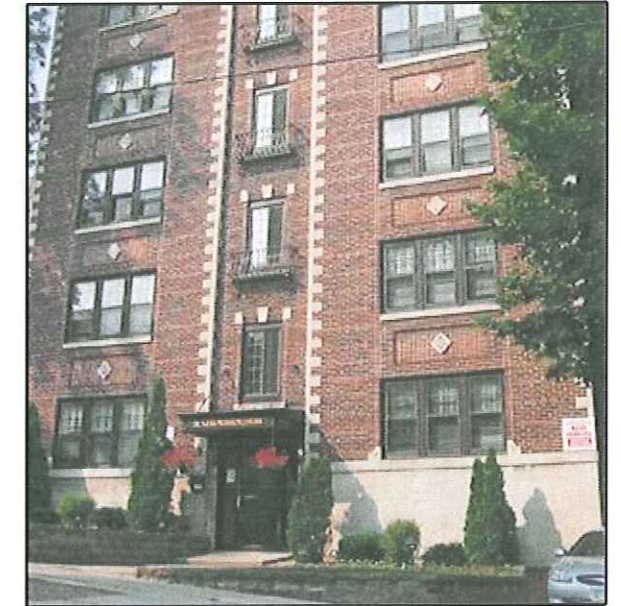
Guest Rooms	Existing Parking	New Parking
Guest Rooms	Existing Parking	
Guest Rooms	Existing Parking	
Guest Rooms	Existing Parking	



BUILDING BASE



Base Cladding



Ambassador Apartments

- Larger window openings
- Lower solid-to-void ratio
- Stone with stone trim
- Pedestrian friendly



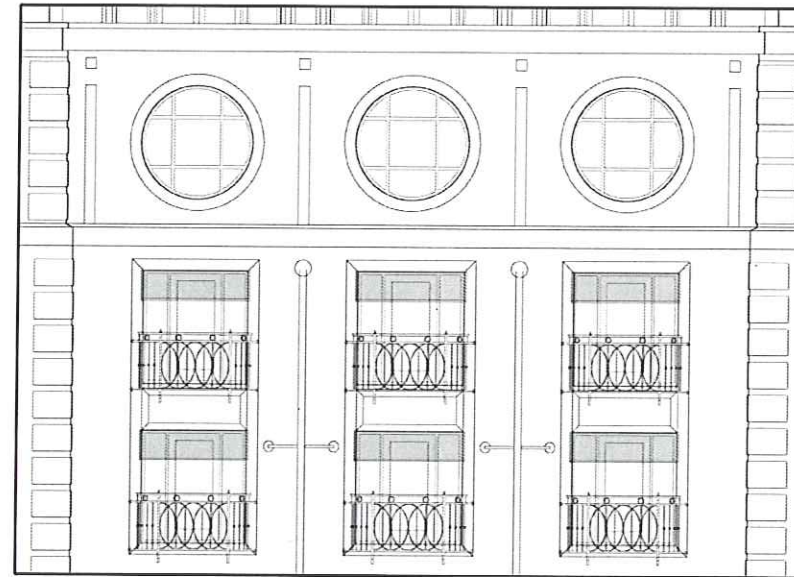
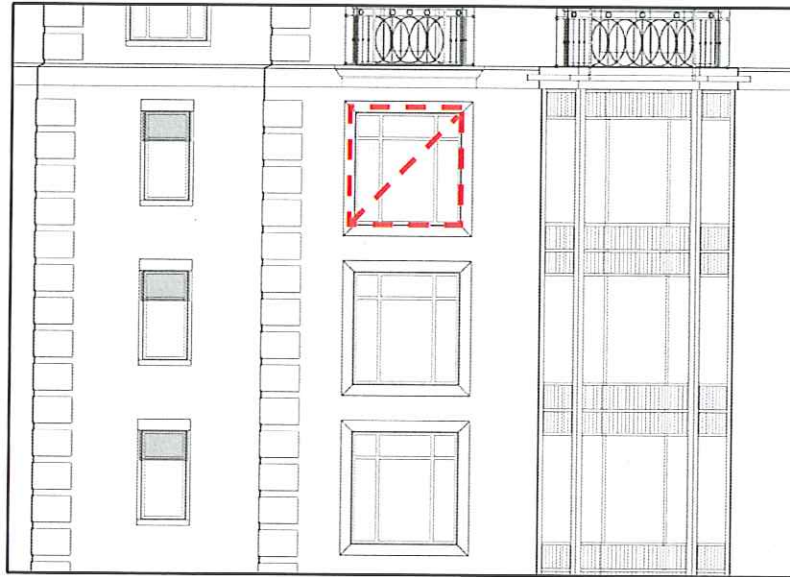
Storefront, Awning, Stone



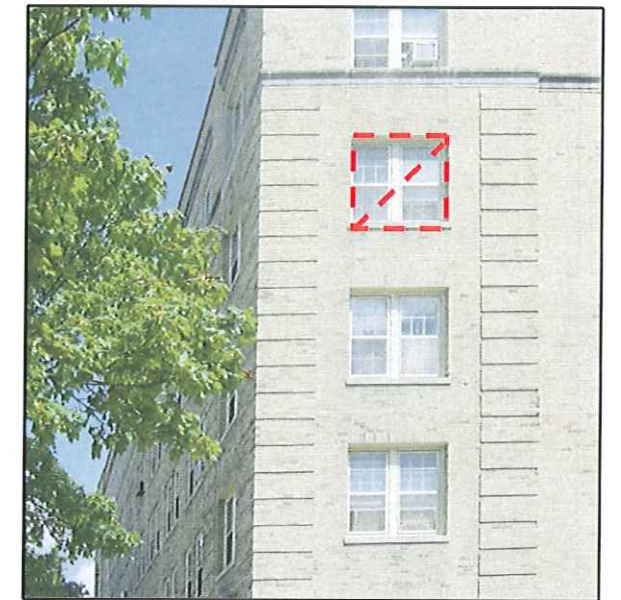
Original Edgewater Building



BUILDING MIDDLE



Bay Window

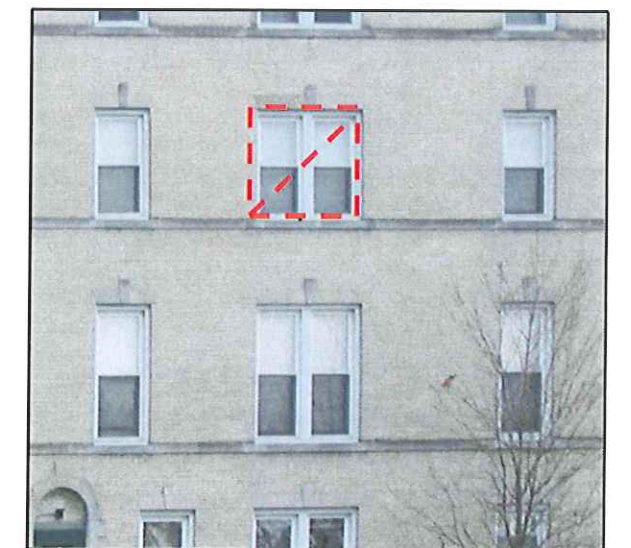


Kennedy Manor

- Window proportions distinctly residential in nature;
- Warm brick and stone trim compatible with the existing Edgewater Hotel, 2 Langdon, 10 Langdon, and Kennedy Manor;
- Greater solid-to-void ratio;
- Brick quoin details reference Kennedy Manor and 10 Langdon.



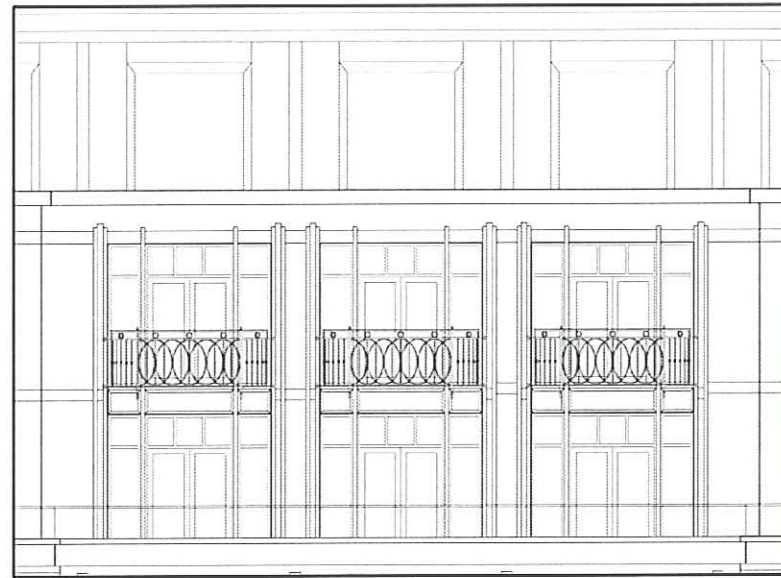
Painted Metal Railing



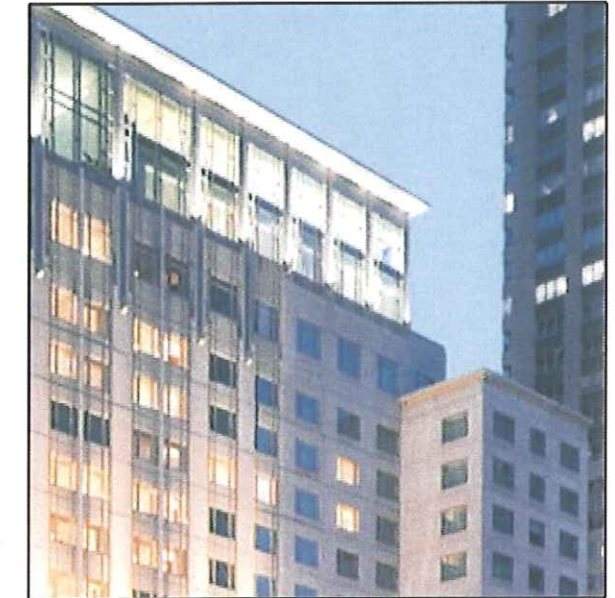
2 Langdon Street



BUILDING TOP

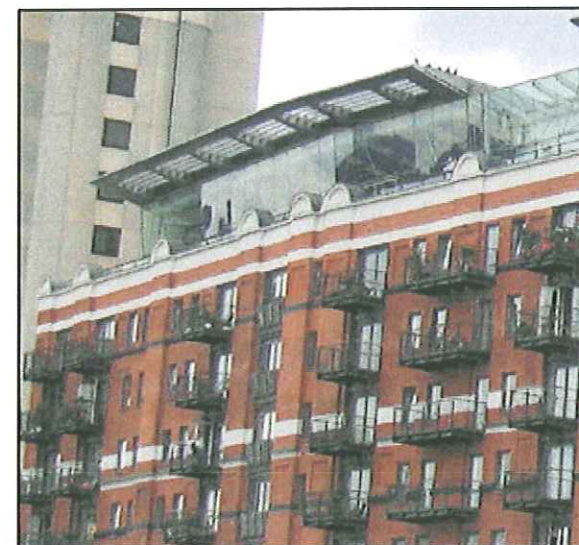


Edgewater Hotel



The Peninsula Hotel, Chicago

- More vertical patterns in fenestration;
- Accentuates lightness to the top of building;
- Lower solid-to-void ratio;
- Addresses long range views to Capitol and over Lake Mendota.



OXO Tower, London

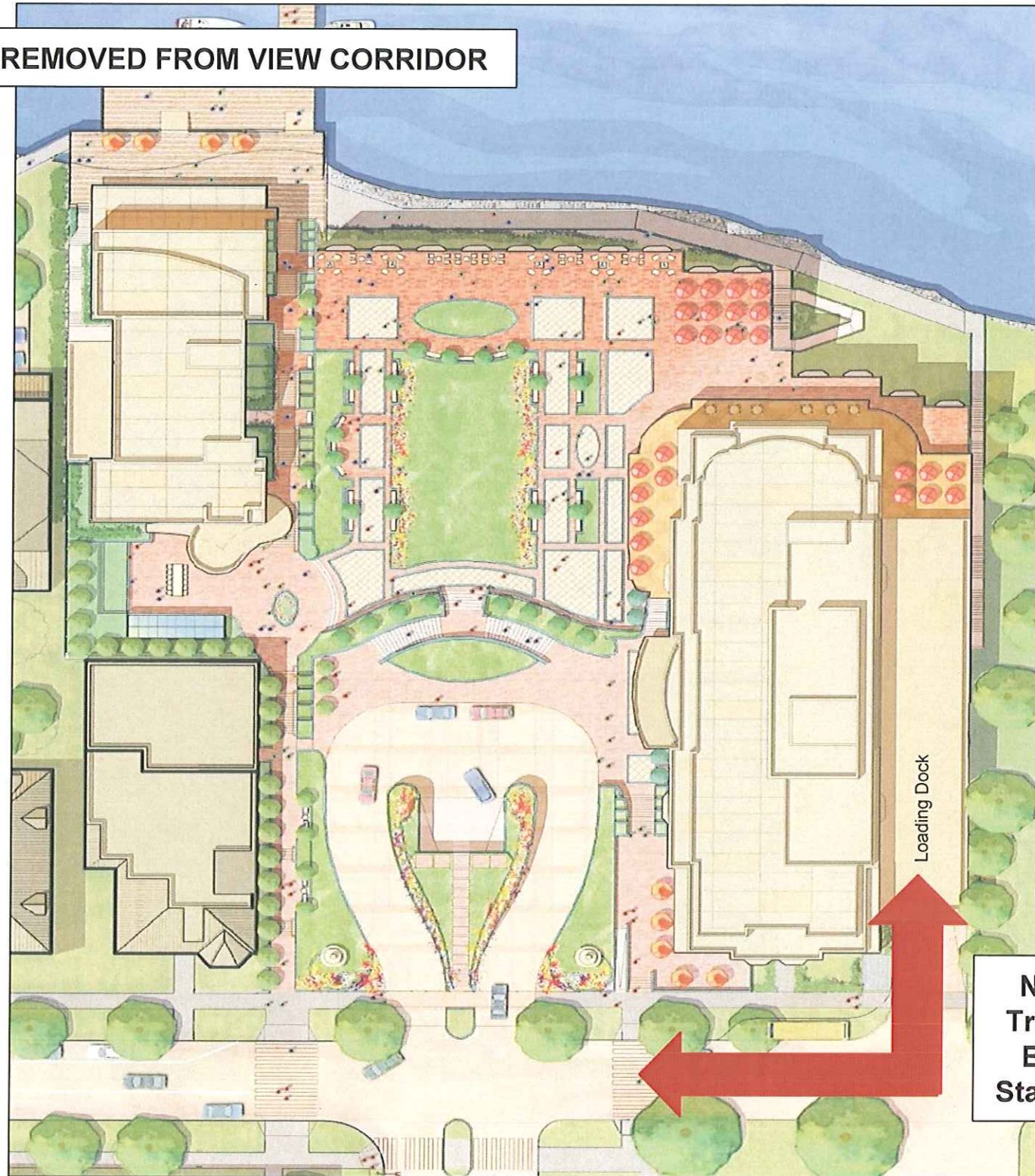


NGL Building



TRAFFIC AND CIRCULATION

TRAFFIC IS REMOVED FROM VIEW CORRIDOR



New
Truck/
Bus
Staging

Traffic Analysis

Estimated Demand

	<u>Existing</u>	<u>Proposed</u>
Trips / Room / Day	6.24	8.92
No. of Rooms	<u>107</u>	<u>185</u>
Total Daily Trips	668	1,650

Total Incremental Trips 983

Estimated Incremental Traffic

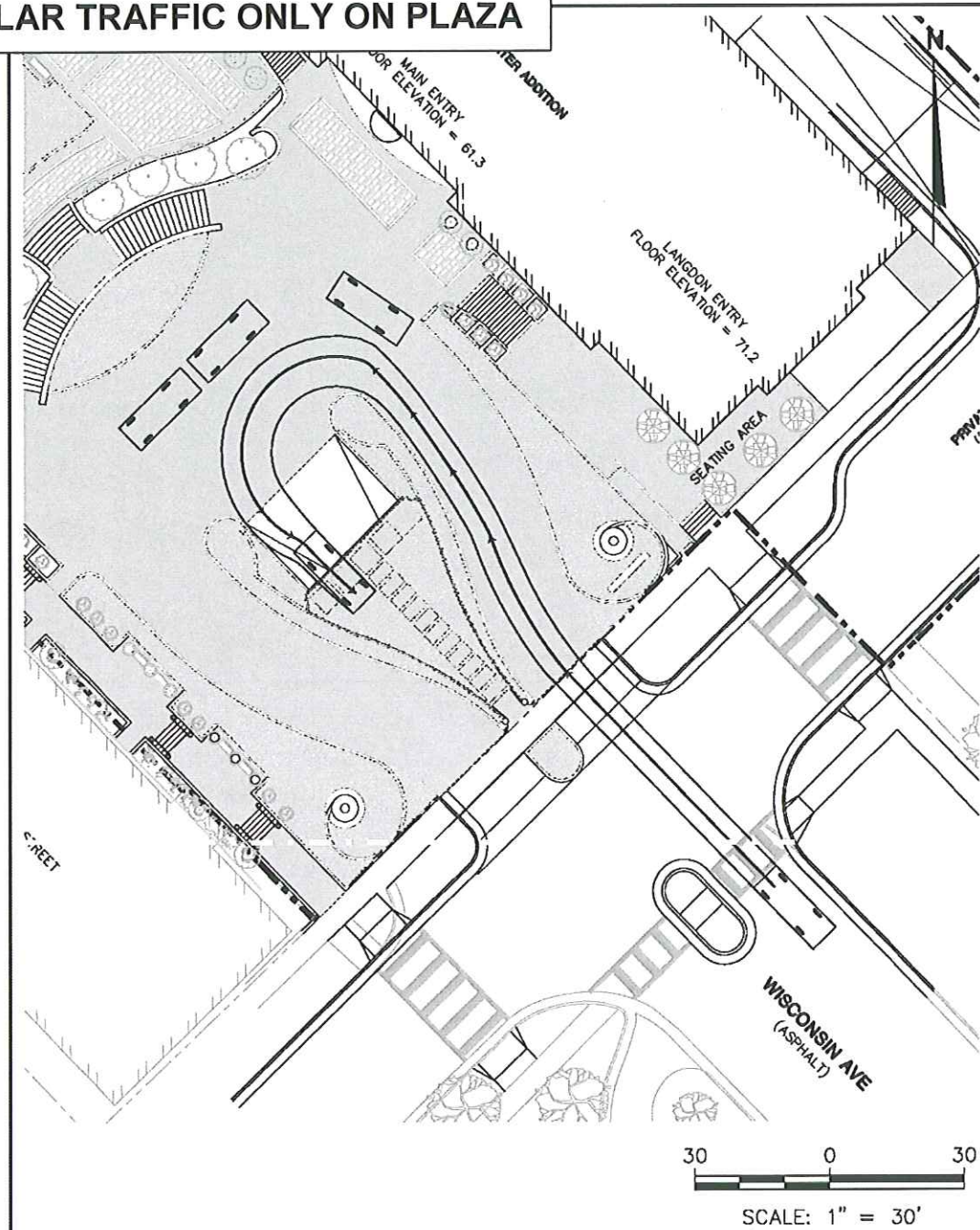
	<u>Wisconsin</u>	<u>Langdon</u>
Incremental Traffic	786	197
Current Traffic	<u>7,000</u>	<u>5,800</u>
Total Estimated Traffic	7,786	5,997

Percent of Capacity 55% – 65% 45% - 55%

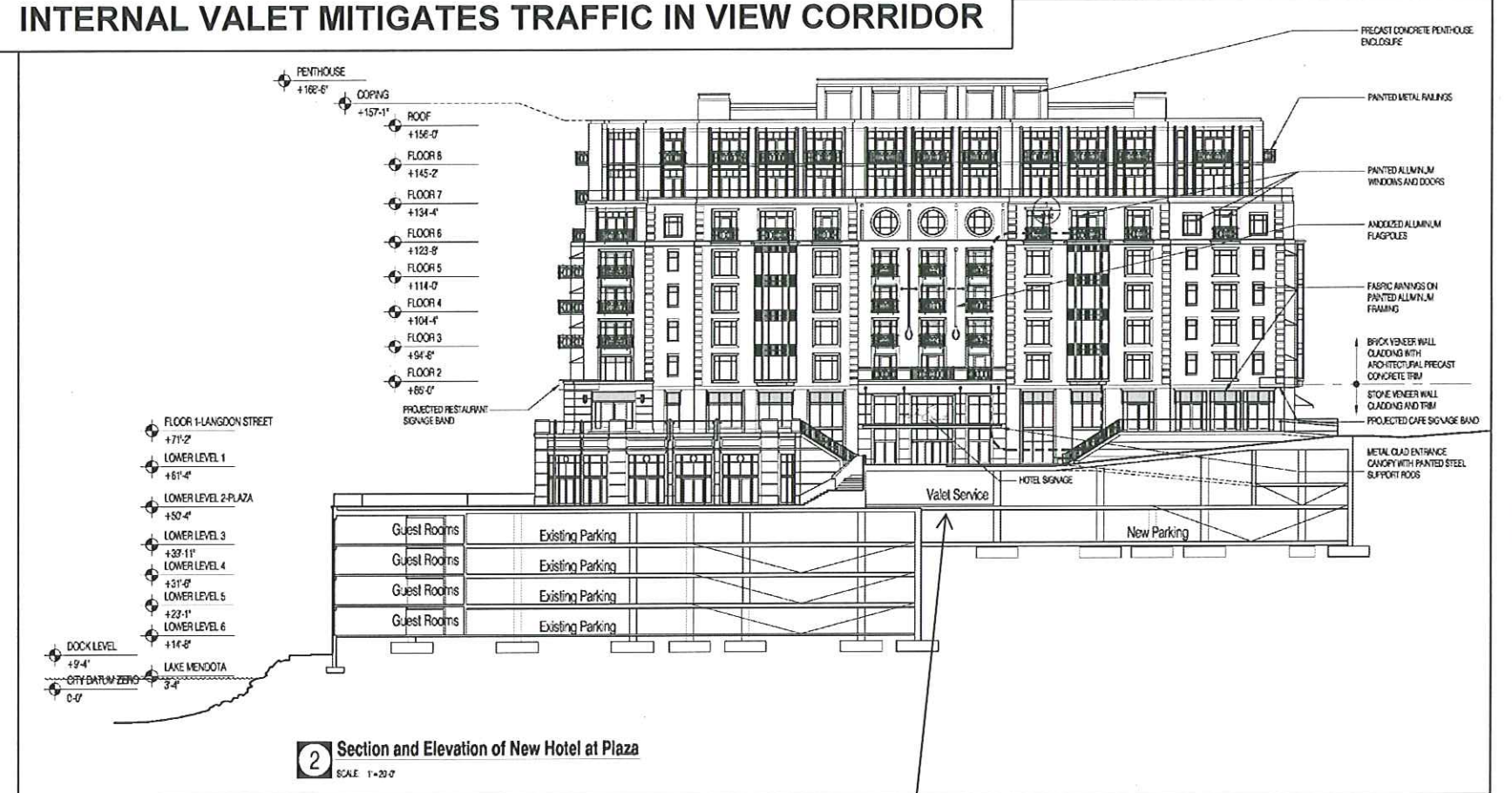


TRAFFIC AND CIRCULATION

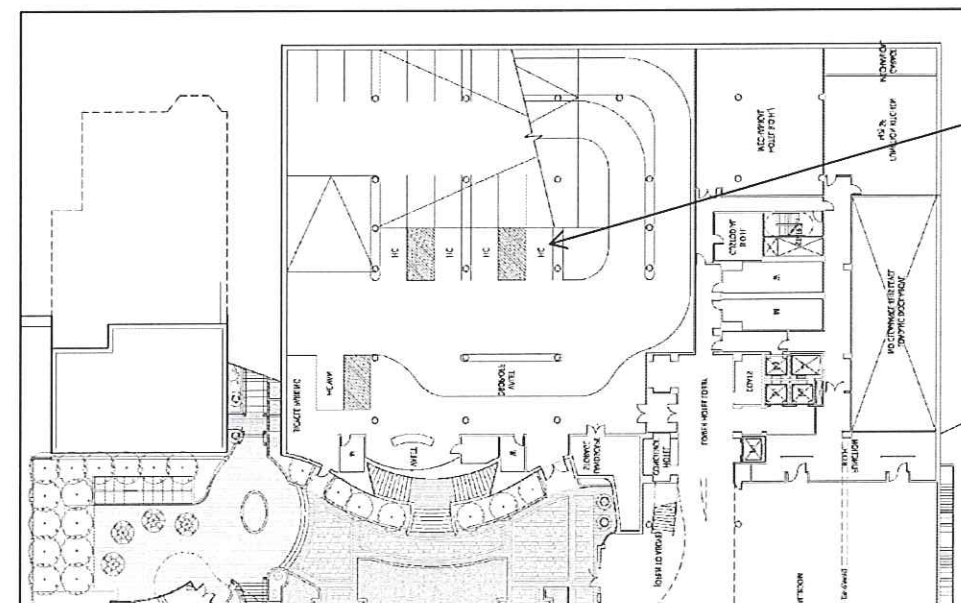
VEHICULAR TRAFFIC ONLY ON PLAZA



INTERNAL VALET MITIGATES TRAFFIC IN VIEW CORRIDOR



The revised plan includes an internal valet and drop-off area to further mitigate traffic impacts in the view corridor, provide a direct drop-off for functions/events and provide an enhanced drop off for guests in inclement weather.



CLIENT	LANDMARK X, LLC 22 EAST MIFFLIN STREET, SUITE 500 MADISON, WI 53703 PHONE: (608) 724-7447	SITE	EDGEWATER HOTEL REDEVELOPMENT MADISON, WISCONSIN	CAR TURNING DIAGRAM (AASHTO P VEHICLE)	
PROJECT NO.	3826	DRAWN BY:	KM	ENGINEER BT² inc.	
DRAWN:	11/16/09	CHECKED BY:	MH		
REVISED:		APPROVED BY:			
				2830 DAIRY DRIVE MADISON, WI 53718-6751 PHONE: (608) 224-2830 FAX: (608) 224-2839	FIGURE 1



BUSES AND SERVICE VEHICLES

SERVICE VEHICLES WILL BE REMOVED FROM PUBLIC VIEW



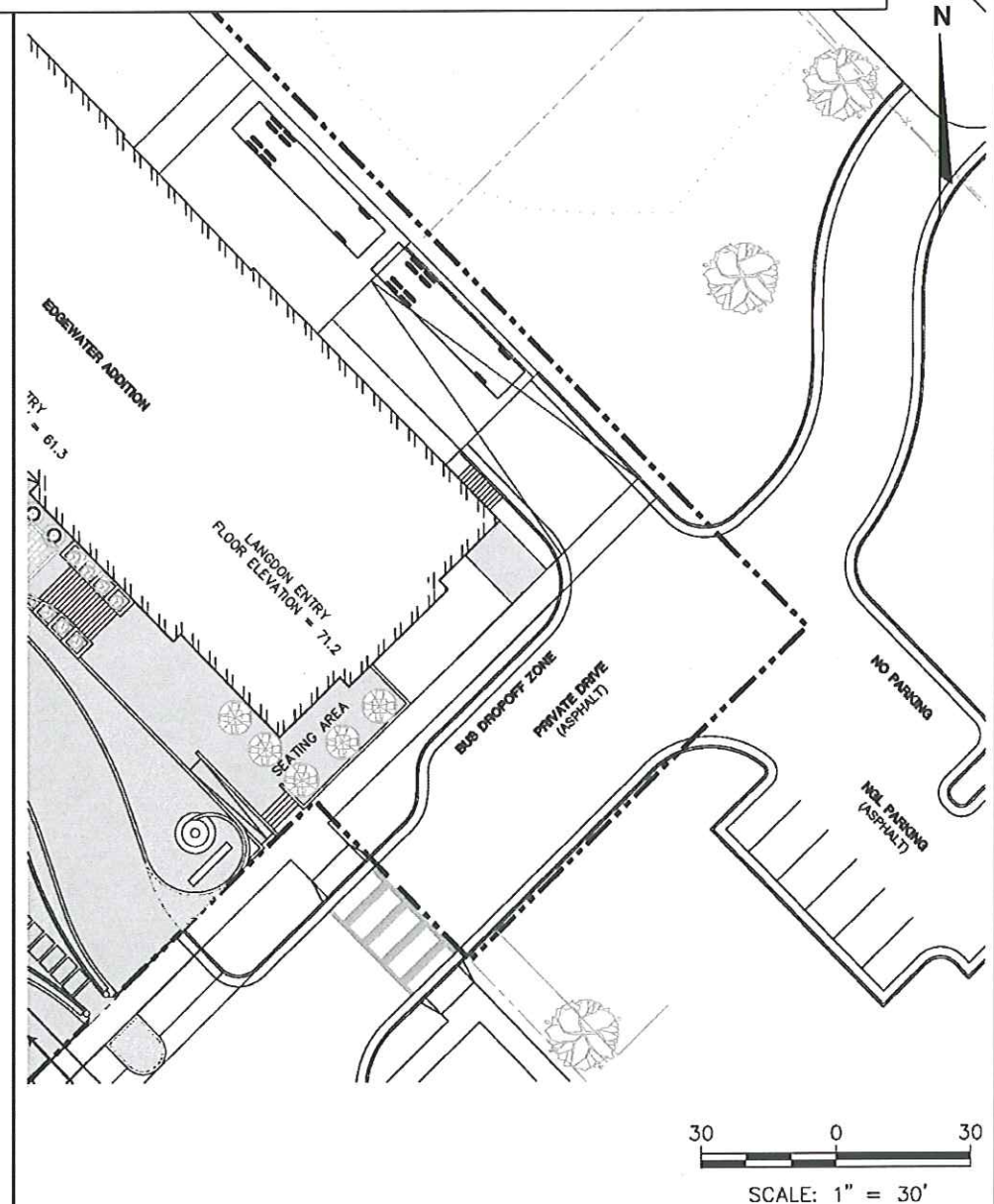


BUSES AND SERVICE VEHICLES

LOADING AND UNLOADING TODAY

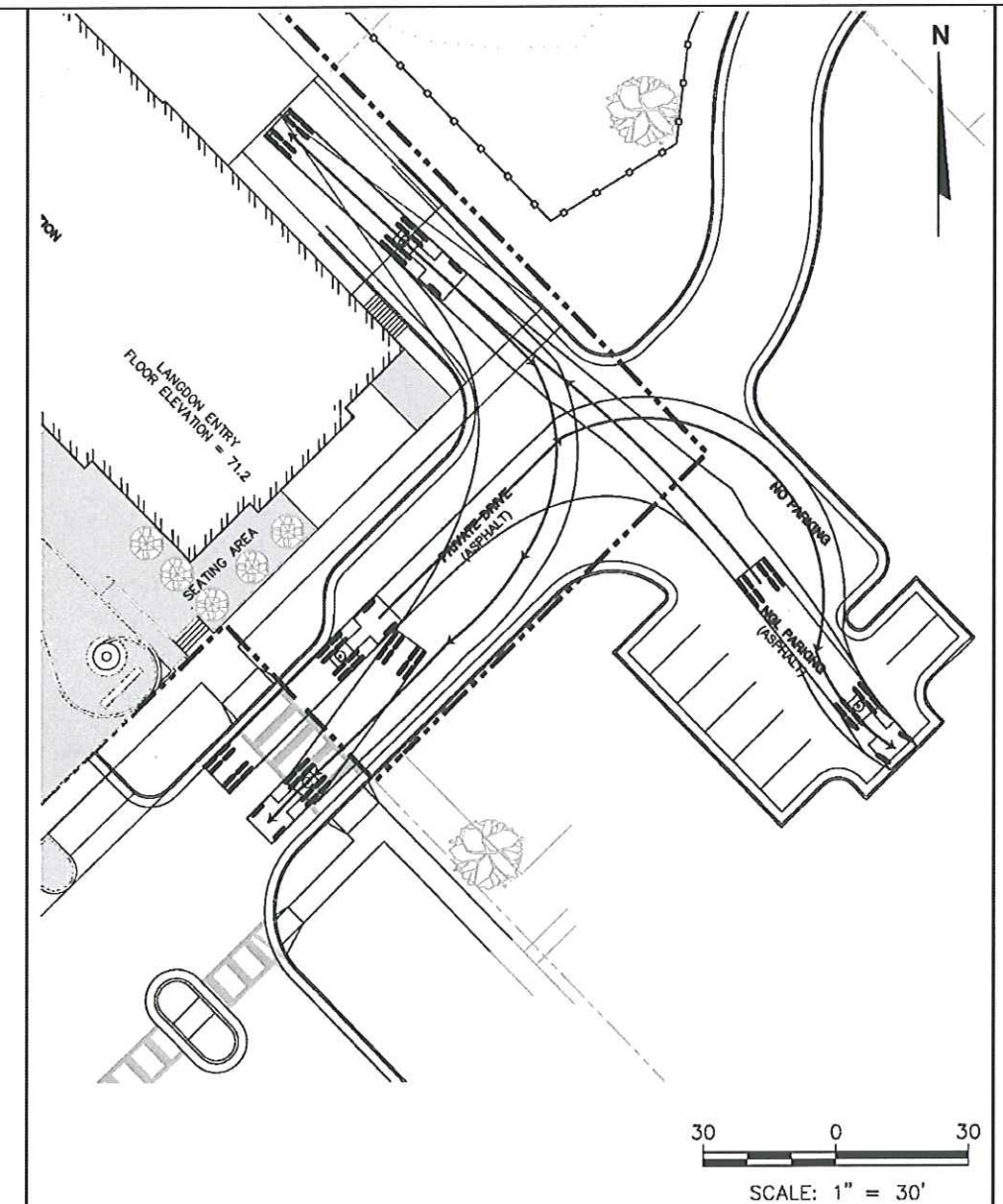


LOADING DOCK WILL ACCOMODATE 2 BUSES



CLIENT	LANDMARK X, LLC 22 EAST MIFFLIN STREET, SUITE 600 MADISON, WI 53703 PHONE: (608) 724-7447	PROJECT	EDGEWATER HOTEL REDEVELOPMENT MADISON, WISCONSIN	FIGURE	4
PROJECT NO.	3826	DRAWN BY:	KM	ENGINEER	BT ² inc.
DRAWN:	11/18/09	CHECKED BY:	MH	2830 DAIRY DRIVE MADISON, WI 53718-6751 PHONE: (608) 224-2830 FAX: (608) 224-2839	
REVISED:		APPROVED BY:			

LOADIN DOCK WILL ACCOMIDATE FULL SEMI-TRAILOR



CLIENT	LANDMARK X, LLC 22 EAST MIFFLIN STREET, SUITE 600 MADISON, WI 53703 PHONE: (608) 724-7447	PROJECT	EDGEWATER HOTEL REDEVELOPMENT MADISON, WISCONSIN	FIGURE	3
PROJECT NO.	3826	DRAWN BY:	KM	ENGINEER	BT ² inc.
DRAWN:	11/18/09	CHECKED BY:	MH	2830 DAIRY DRIVE MADISON, WI 53718-6751 PHONE: (608) 224-2830 FAX: (608) 224-2839	
REVISED:		APPROVED BY:			



WISCONSIN AVENUE VIEW





WISCONSIN AVENUE VIEW



DRAFT – IN PROGRESS



WATERFRONT VIEW



DRAFT – IN PROGRESS



WATERFRONT VIEW



DRAFT - IN PROGRESS



LANGDON AND WISCONSIN VIEW





LANGDON AND WISCONSIN VIEW

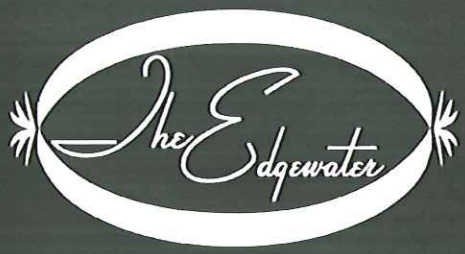


DRAFT - IN PROGRESS



LANGDON AND WISCONSIN VIEW





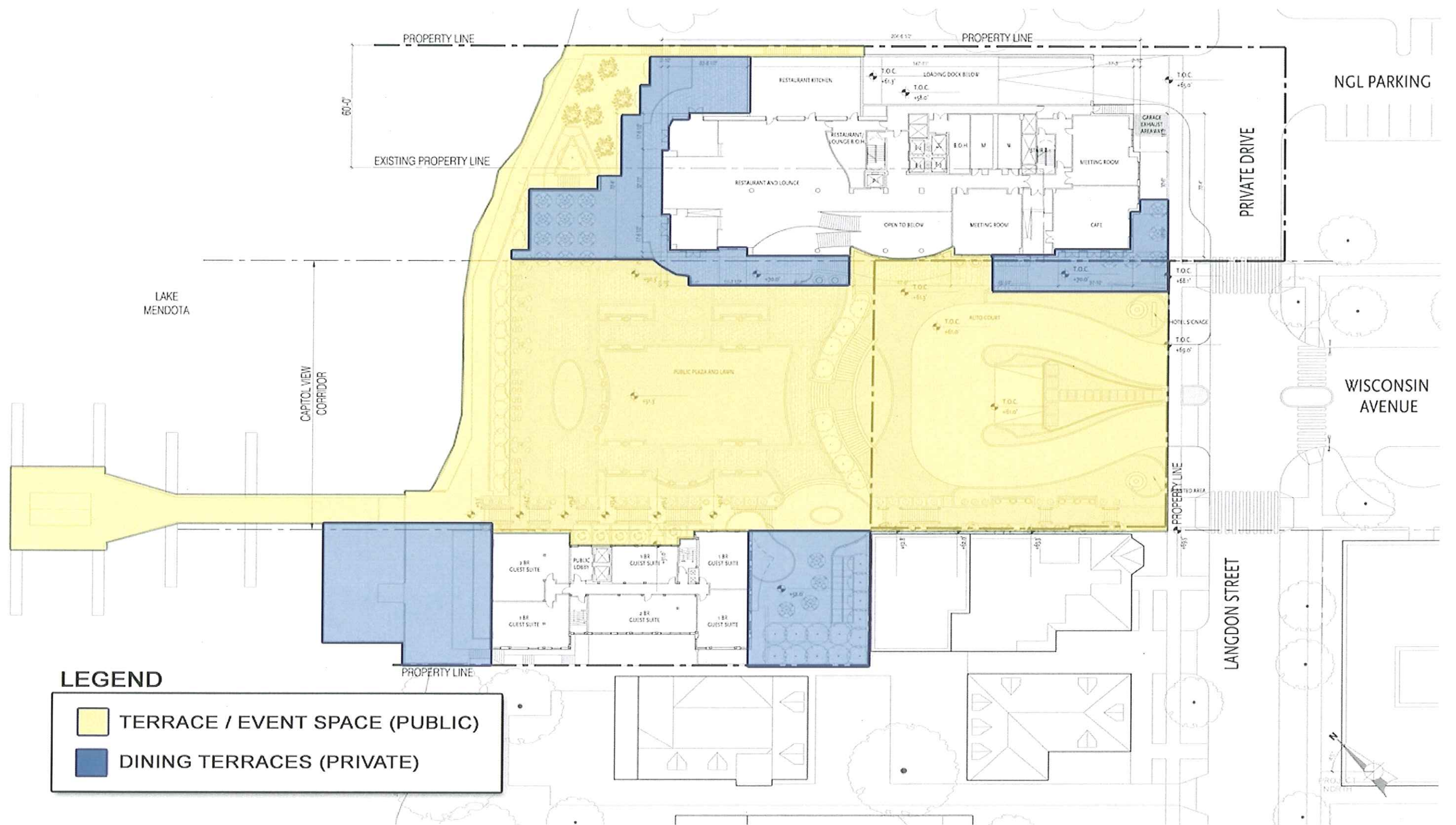
LANGDON AND WISCONSIN VIEW




DRAFT – IN PROGRESS



THE PUBLIC SPACE



LEGEND

-  TERRACE / EVENT SPACE (PUBLIC)
-  DINING TERRACES (PRIVATE)



THE PUBLIC SPACE

QUESTION:

How “public” is the Terrace at Mansion Hill?

ANSWER:

The public space being constructed as part of the Edgewater redevelopment will be operated in a manner whereby the public has the permanent rights to access and use these spaces.

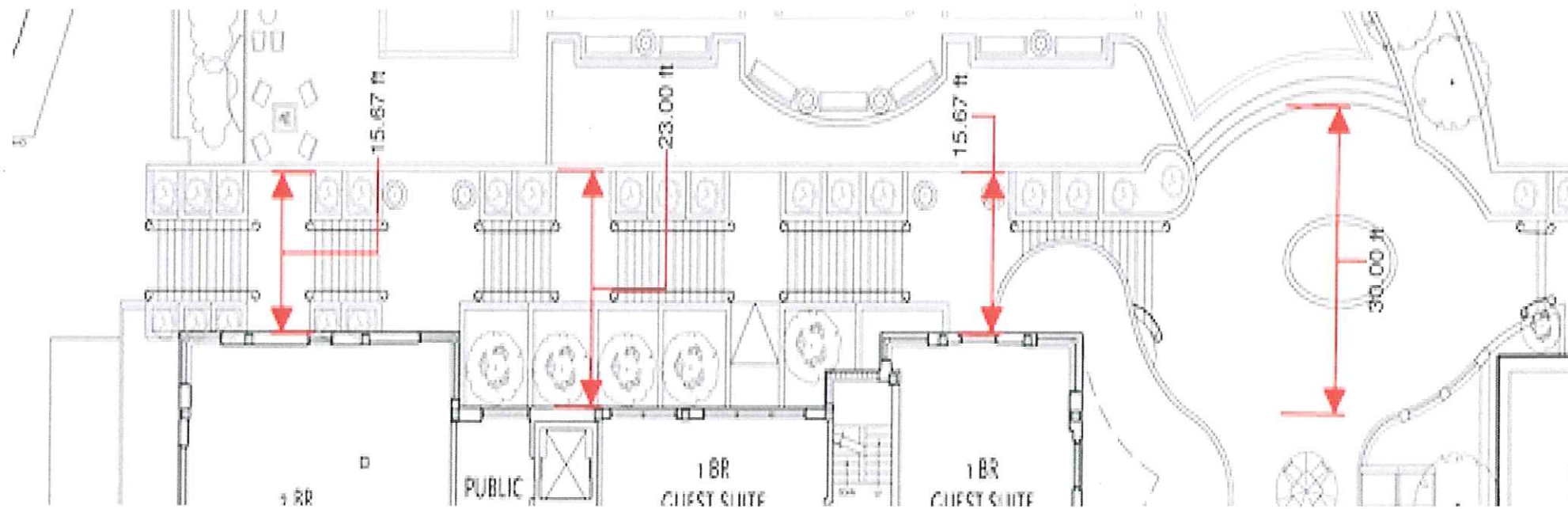
- There should be no question or confusion over the public access and use of the spaces in the Wisconsin Avenue right-of-way (ROW) – the Terrace at Mansion Hill / Grand Stair / Lakeshore Easement Area – these are public spaces;
- The rights set forth in the View Corridor Easement to maintain views and access will be maintained under the planned redevelopment;
- Operating guidelines similar to those established for Monona Terrace will be structured as part of an Operation and Maintenance Agreement. This document will establish hours of operation, maintenance requirements and other operational conditions;
- A public art program will be established for the Terrace at Mansion Hill.



GRAND STAIRCASE



Stair Mimics Original Facade



Note: Final width of stair treads will be determined during completion of design development documents.