

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

	Action Requested
DATE SUBMITTED: _____	<input type="checkbox"/> Informational Presentation
UDC MEETING DATE: _____	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: _____

ALDERMANIC DISTRICT: _____

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

_____	_____
_____	_____
_____	_____

CONTACT PERSON: _____

Address: _____

Phone: _____

Fax: _____

E-mail address: _____

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



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

November 19, 2009

Mr. Alan Martin
City of Madison
Planning and Development Department
215 Martin Luther King Jr. Boulevard
PO Box 2985
Madison, WI 53701

Al,

This letter is to confirm that Landmark X, LLC is requesting to be placed on the December 2, 2009 Urban Design Commission agenda and that Landmark X, LLC will be requesting initial approval for the proposed Edgewater Redevelopment Project at that time. Landmark X, LLC has submitted information to the Urban Design Commission related to such approvals on October 28, 2009 and November 18, 2009.

It is important to note that there are a few additional views that have been requested by the Urban Design Commission. These views along with other information that may result from the notes to be generated from the November 18, 2009 meeting will be presented at the December 2, 2009 meeting.

Please call me if you have any questions.

Thank you.

Sincerely,
LANDMARK X, LLC

Amy Supple
Development Director

EDGEWATER REDEVELOPMENT

An aerial, monochromatic photograph of Edgewater, New Jersey. The image shows a dense urban area with numerous multi-story buildings. In the foreground, a large, curved building complex is prominent. The Hudson River is visible at the bottom of the frame, with several boats docked at a pier. In the background, the New Jersey State Capitol building with its distinctive dome is visible, along with other city buildings and a body of water in the distance.

JOINT URBAN DESIGN COMMISSION
AND LANDMARKS COMMISSION
INFORMATIONAL SESSION
NOVEMBER 18, 2009



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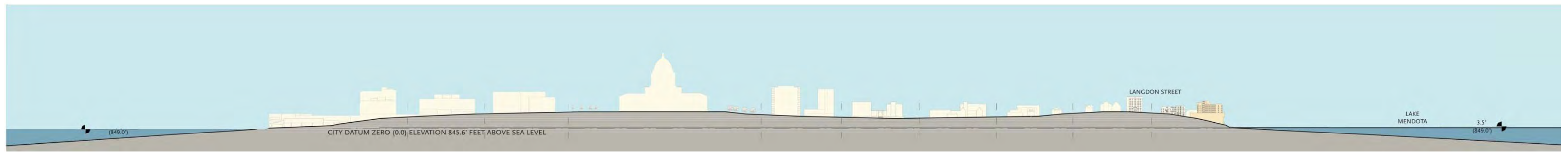
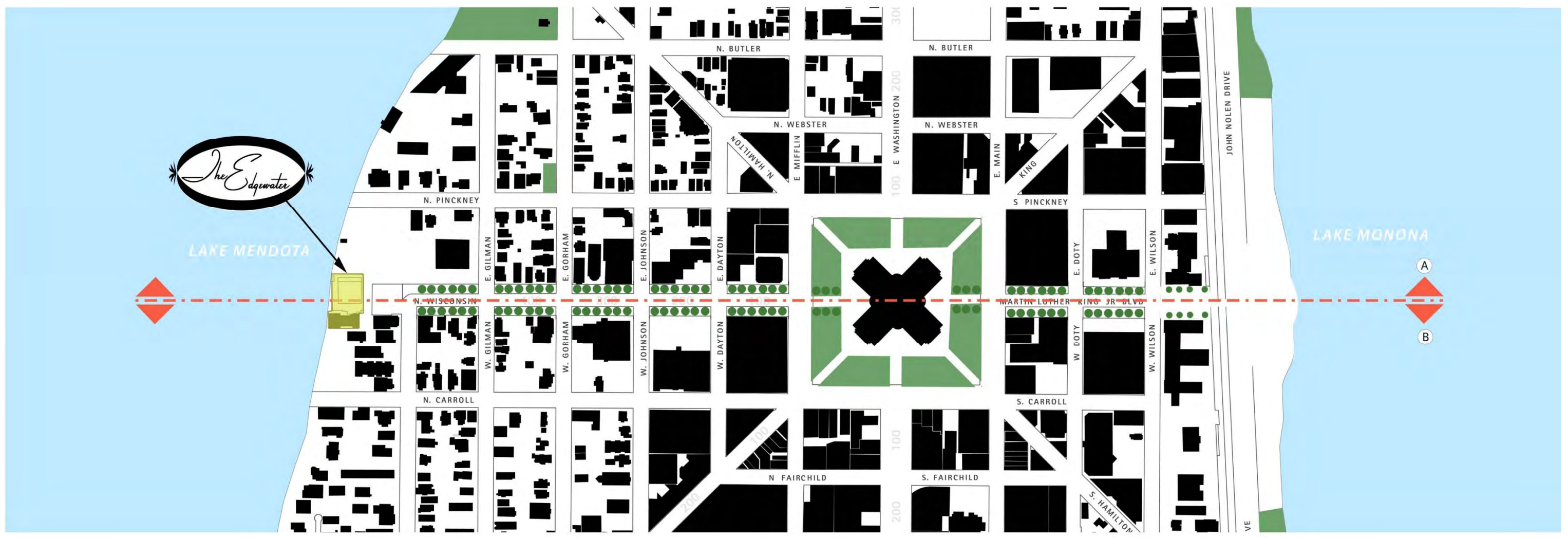


URBAN CONTEXT





SITE CONTEXT





SITE CONTEXT

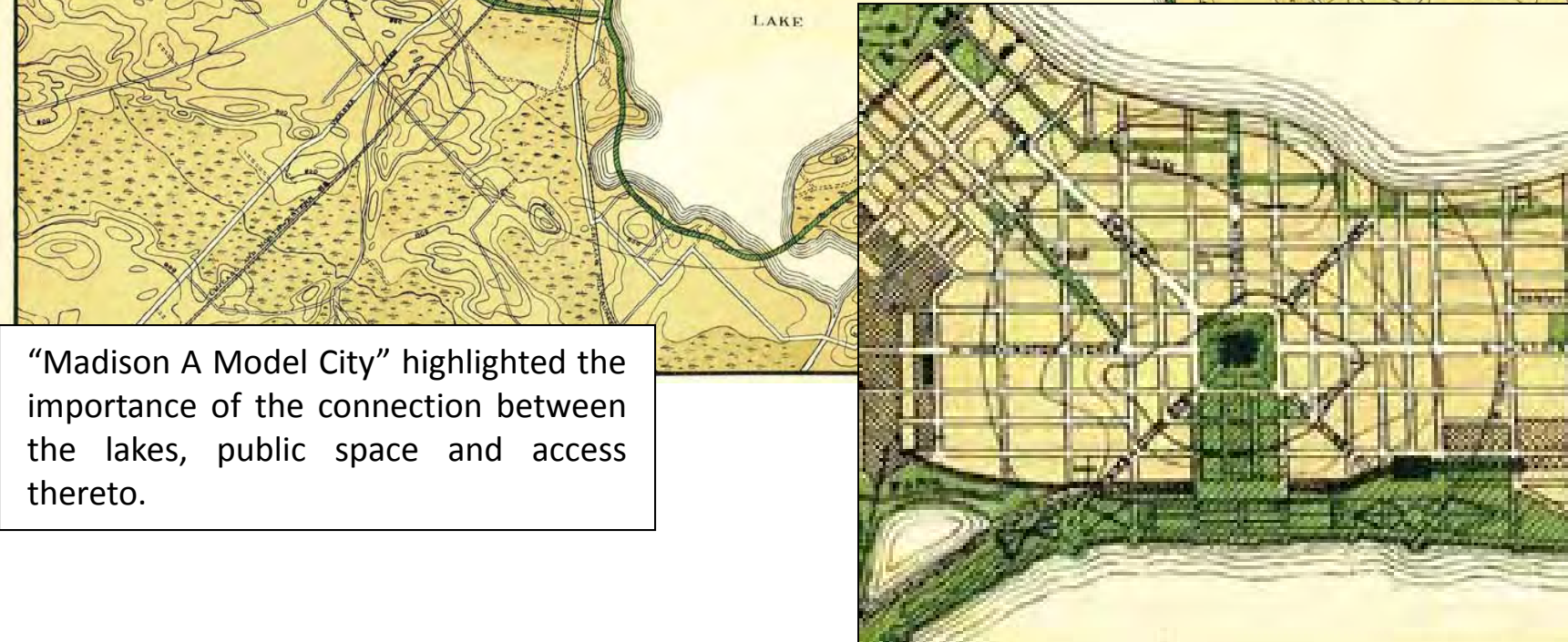
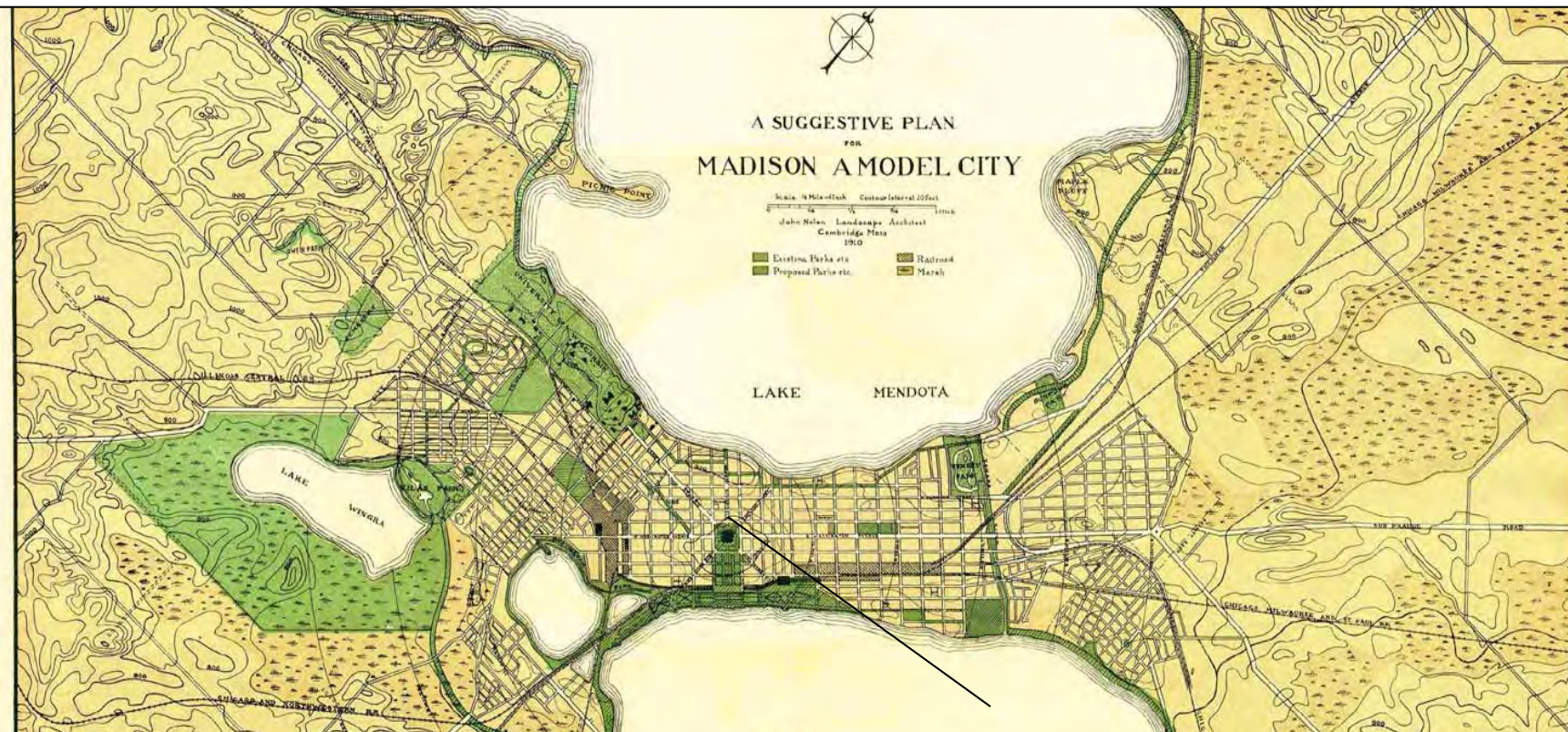
The Project Is Uniquely Positioned at the Intersection of the State Capitol, University of Wisconsin and Lake Mendota.



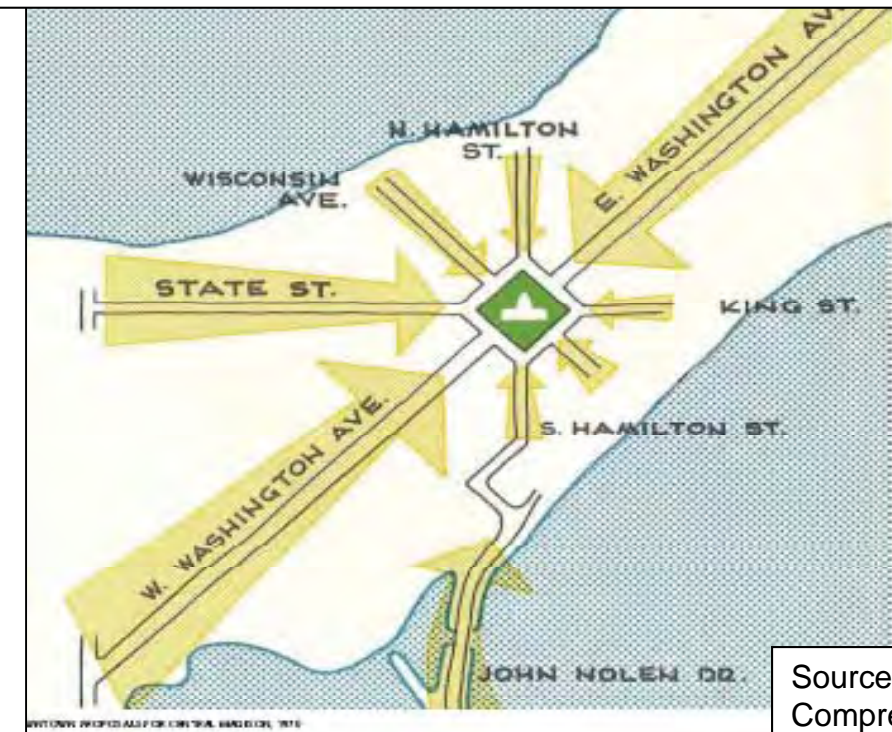


SITE CONTEXT

PAST PLANNING DOCUMENTS HAVE FOCUSED ON THE IMPORTANCE OF WISCONSIN AVENUE AND THE PUBLIC EXPERIENCE WITH THE WATERFRONT.



“Madison A Model City” highlighted the importance of the connection between the lakes, public space and access thereto.



Source: City of Madison Comprehensive Plan (1976)



Source: City of Madison Comprehensive Plan (1976)



SITE CONTEXT

THE CITY'S COMPREHENSIVE PLAN PLACES THE EDGEWATER IN THE LANGDON STREET DISTRICT.



CITY OF MADISON COMPREHENSIVE PLAN GOALS

The Project is consistent with the primary goals and objectives of the City's comprehensive plan.

- » **Downtown as a Regional Attraction**
- » **Access to the Lakefronts**
- » **Infill Development**
- » **Adaptive Re-use of Buildings**
- » **Preservation of Important Buildings**
- » **Framing of Street Views**
- » **Private Development of Open Spaces**
- » **Creation of Neighborhood Centers**

Source: City of Madison Comprehensive Plan (January 2006)



DESIGN OVERVIEW





EXISTING VIEW TO THE WATER



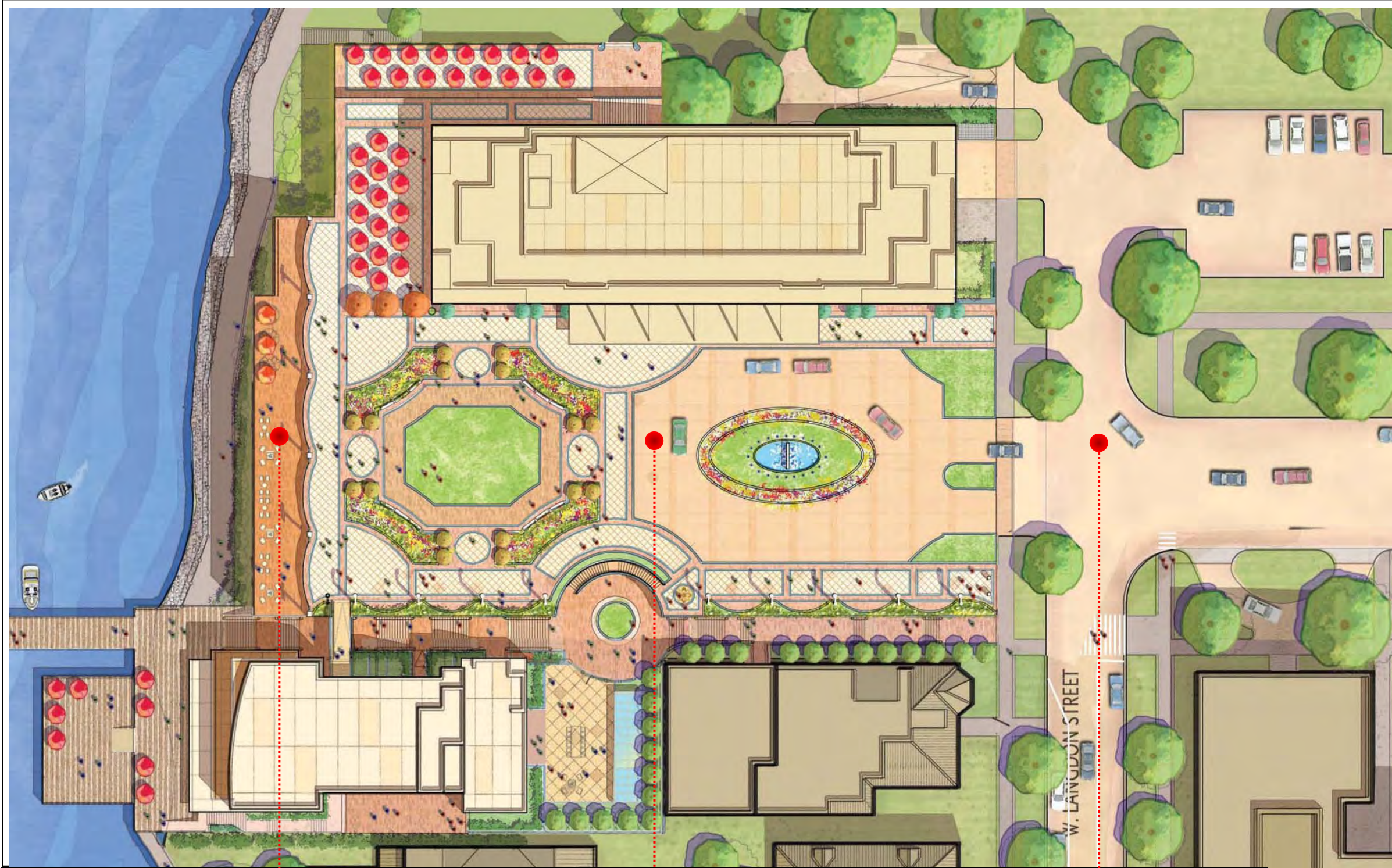


FUTURE VIEW TO THE WATER





PREVIOUS SITE PLAN



Approximate Plaza Elevations

Elevation 52'

Elevation 68'-8"

Elevation 70'



REVISED SITE PLAN



Approximate Plaza Elevations

Elevation 52'

Elevation 61'

Elevation 70'



PREVIOUS REDEVELOPMENT PLAN



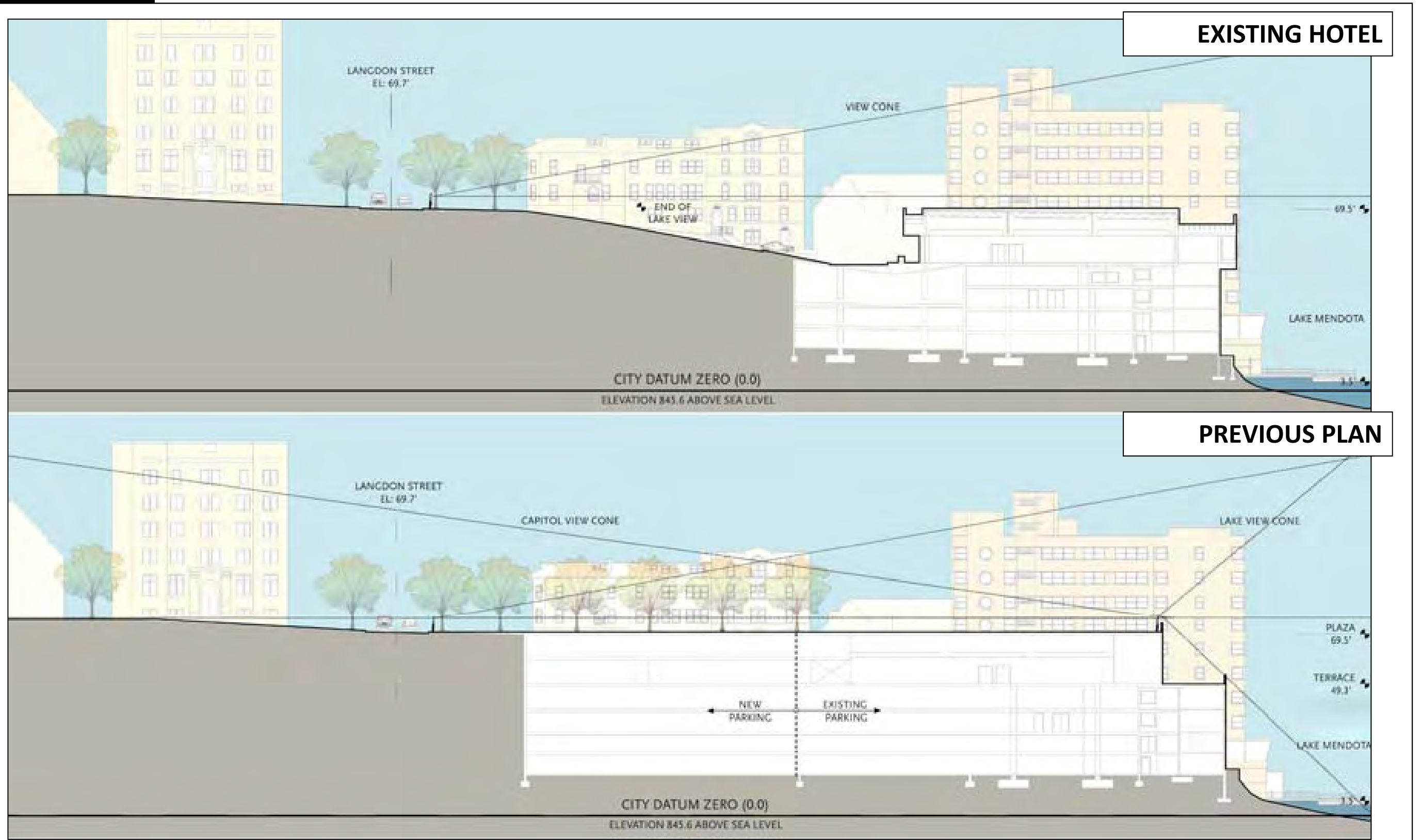


REVISED REDEVELOPMENT PLAN





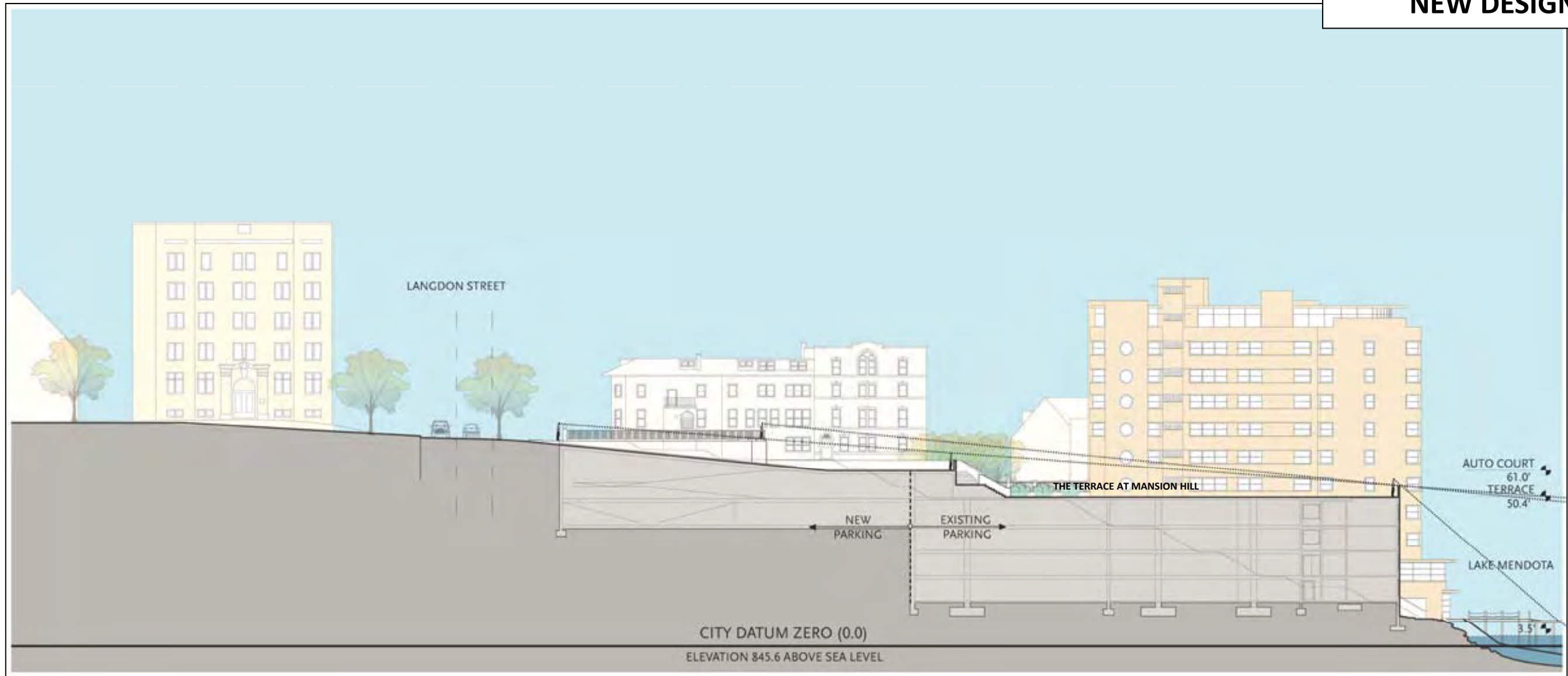
PREVIOUS SECTION





REVISED SECTION

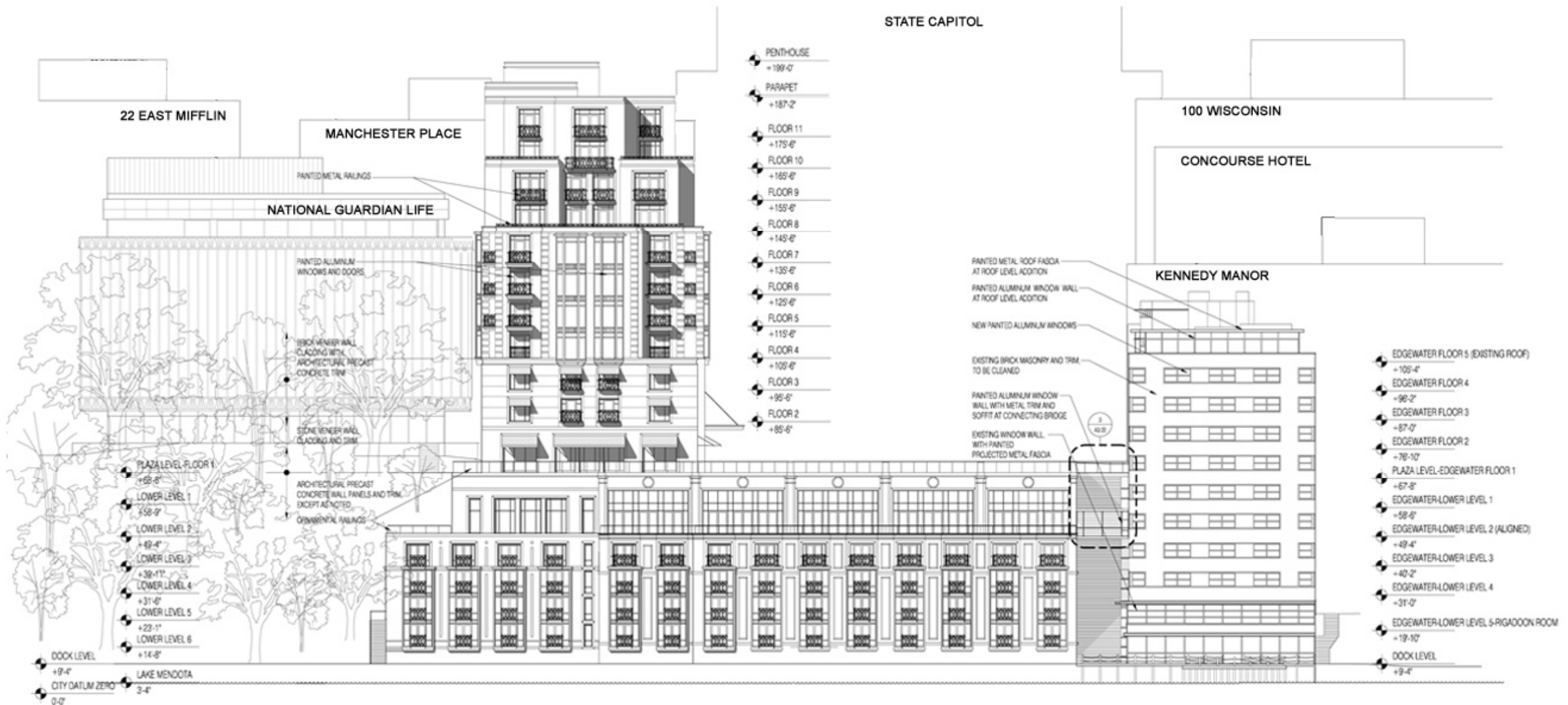
NEW DESIGN





PREVIOUS ELEVATION

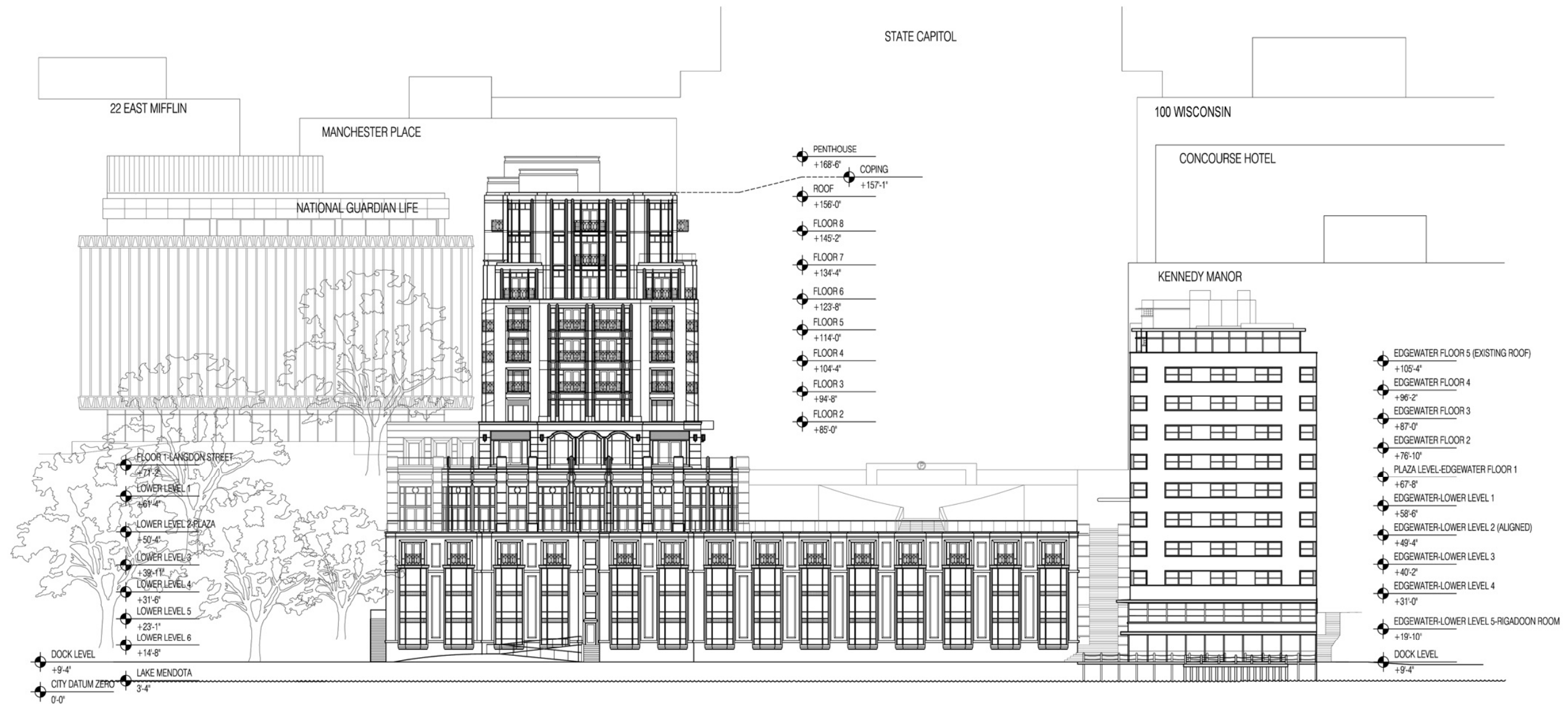
PREVIOUS PLAN





REVISED ELEVATION

REVISED PLAN



2 Lake Mendota Elevation
SCALE: 1"=20'-0"



PROGRAM COMPARISON

APPROXIMATELY 93,244 SQUARE FEET OF PROGRAM HAS BEEN REMOVED FROM THE ORIGINAL TO THE CURRENT PLAN.

	PREVIOUS PLAN	REVISED PLAN	NET GAIN / LOSS
Total Square Footage	457,865	364,621	(93,244)
Number of Rooms	228	180 - 190	(38 - 48)
Banquet / Meeting Space	13,772	9,542	(4,230)
Restaurant Space	13,805	11,745	(2,060)
Spa	5,187	5,400	213
Outdoor Plaza / Public Space (Without Dock)	47,210	47,240	30
Parking Stalls	364	226	(131)
Valet Capacity	475	375 - 425	(50 - 100)



LANDMARKS COMMISSION





LANDMARKS ORDINANCE

**PROTECT & ENHANCE
ARCHITECTURAL HISTORY**



**PERPETUATE IMPROVEMENTS
IN HISTORIC DISTRICTS (TIF CATALYST)**



**SAFEGARD THE CITY'S
CULTURAL HISTORY ("LAKE CULTURE")**



**FOSTER CIVIC PRIDE IN THE BEAUTY AND
NOBEL ACCOMPLISHMENTS OF PAST**



**STABILIZE AND IMPROVE
PROPERTY VALUES**



**STRENGTHEN THE
ECONOMY (TOURISM / VISITATION)**



**SERVE AS A STIMULUS
TO BUSINESS & INDUSTRY**



**PROMOTE USE OF HISTORIC DISTRICTS FOR
PLEASURE & WELFARE OF THE PEOPLE**





LANDMARKS ORDINANCE

QUESTION:

Is the Project consistent with the Landmarks Commission Ordinance?

ANSWER:

The Project is consistent with the purpose and intent of the Landmarks Commission Ordinance (MGO 33.19(1)) that states:

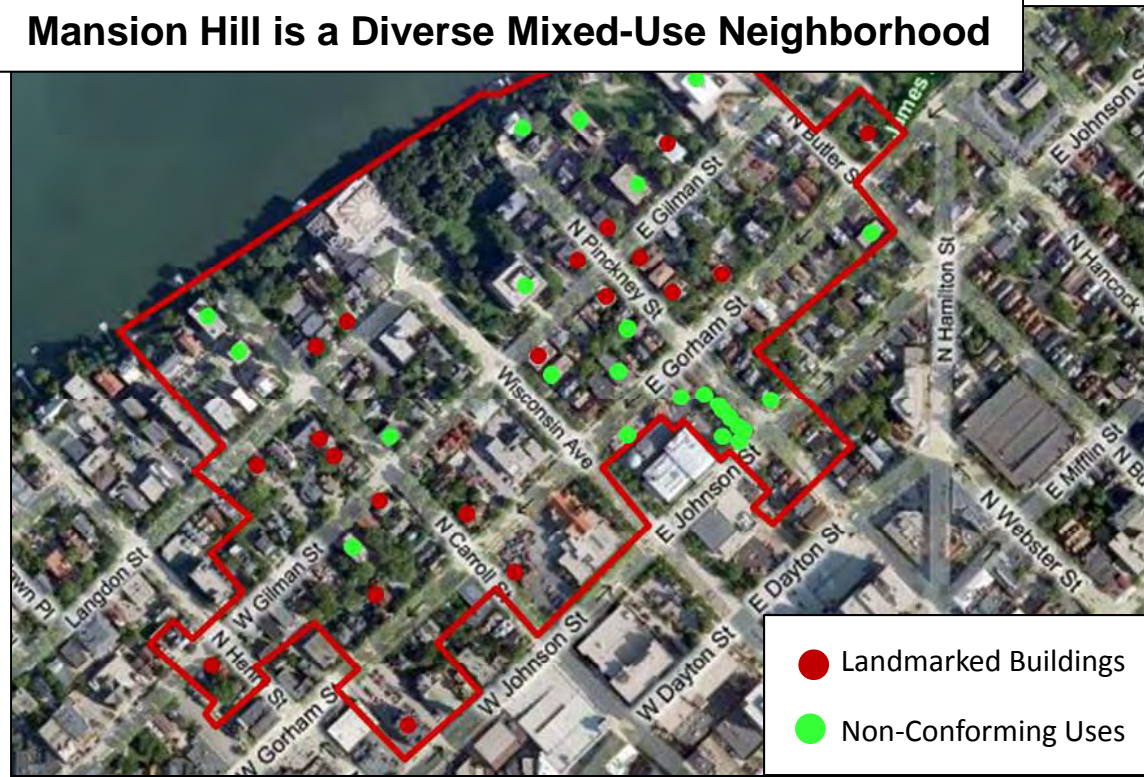
Purpose and Intent. It is hereby declared a matter of public policy that the protection, enhancement, perpetuation and use of improvements of special character or special historical interest or value is a public necessity and is required in the interest of health, prosperity, safety and welfare of the people. The purpose of this section is to:

- (a) Effect and accomplish the protection, enhancement and perpetuation of such improvements and of districts which represent or reflect elements of the City's cultural, social, economic, political and architectural history.
- (b) Safeguard the City's historic and cultural heritage, as embodied and reflected in such landmarks and historic districts.
- (c) Stabilize and improve property values.
- (d) Foster civic pride in the beauty and noble accomplishments of the past.
- (e) Protect and enhance the City's attractions to residents, tourists and visitors, and serve as a support and stimulus to business and industry.
- (f) Strengthen the economy of the City.
- (g) Promote the use of historic districts and landmarks for the education, pleasure and welfare of the people of the City.

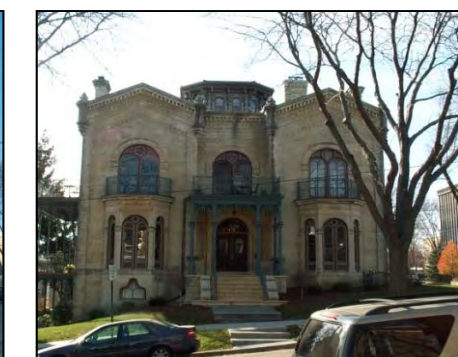
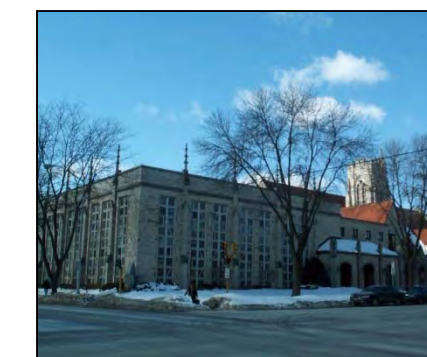
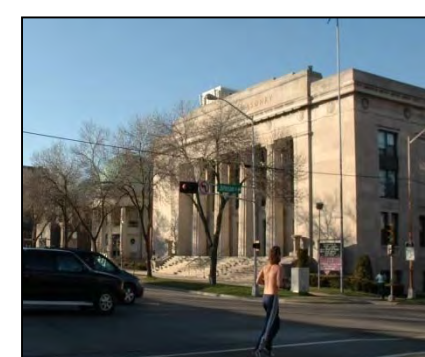


CONTEXT WITHIN HISTORIC DISTRICT

Mansion Hill is a Diverse Mixed-Use Neighborhood



- Landmarked Buildings
- Non-Conforming Uses





CONTEXT WITHIN HISTORIC DISTRICT

QUESTION:

How does the Project contribute to the context of the Mansion Hill Historic District?

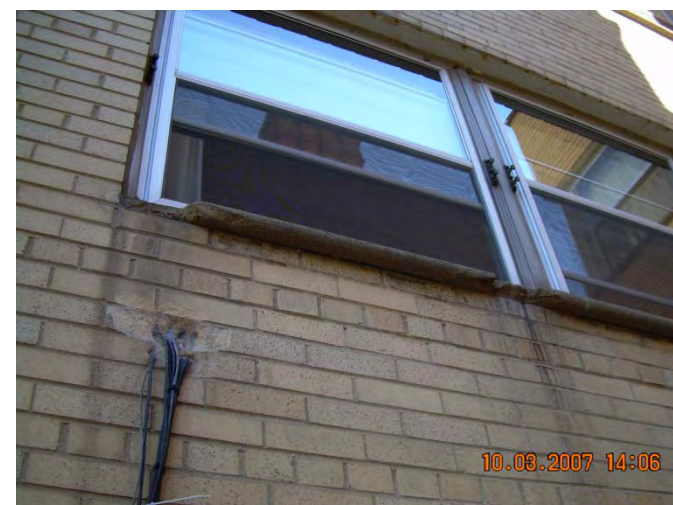
ANSWER:

The Mansion Hill Historic District occupies approximately 64 acres of downtown Madison and is not defined by a single type of development or property use. The Project relates to the context of its surroundings and will contribute to the district as follows:

- The district is an urban mixed-use neighborhood with a wide-variety of conforming and non-conforming uses;
- The Edgewater has been operating as a hotel since 1948 and is an important part of the civic/commercial history of the District;
- The Edgewater is removed from the “heart” of the historic residential areas within the district;
- The site is not located near any of the historic mansions and does not impact any landmark buildings;
- The closest landmarks are fraternity and sorority houses;
- The site is not surrounded by any single family housing and is not disruptive to that housing;
- The Project is not demolishing any landmark structures or single family homes;
- The Project will restore the 1940’s building which is designated as a “Priority” structure in the original historic district plan.

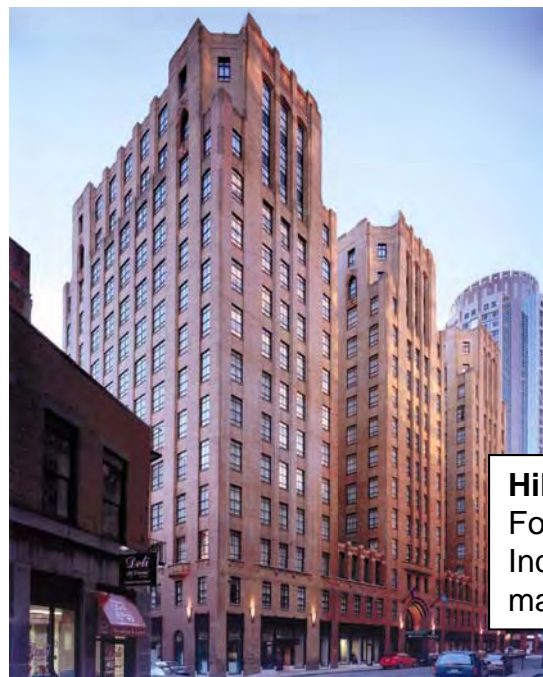


HISTORIC RESTORATION





HISTORIC RESTORATION



Hilton – Financial District, Boston, MA
Former office building. Façade restoration included repair of existing brick façade and matching 40 different colors of brick.

Areas Where Original Façade is in Tact

- Brick Wall / Exterior Wall
 - Repair brick
 - Replace broken brick
 - Repair and/or replace steel lintels
 - Repair and/or replace terra-cotta bands
 - Clean brick and terra-cotta
- Remove existing surface mounted conduit, cables, etc.
- Replace existing windows with new energy efficient windows to match existing profiles and proportions
 - Clear insulated glass with painted aluminum frames
 - Windows to remain operable
- Re-glaze existing glass blocks

Areas Where Façade has Been Concealed

- Reconstruct brick façade to match existing;
- Install new windows to match existing;
- Install new glass block and eyebrow to match existing;
- Install new terra-cotta detail bands to match existing;



HISTORIC RESTORATION

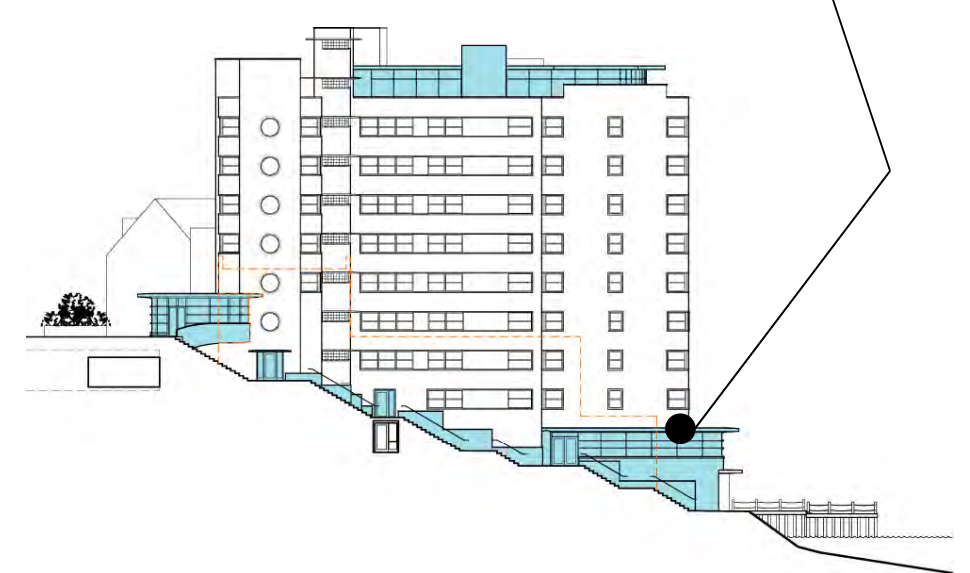
ADDITION COMPLEMENTS ARCHITECTURE



STAIR TO MIMIC TERRACE EFFECT



ENHANCE RIGADOON ROOM ENTRY AS ICONIC FEATURE





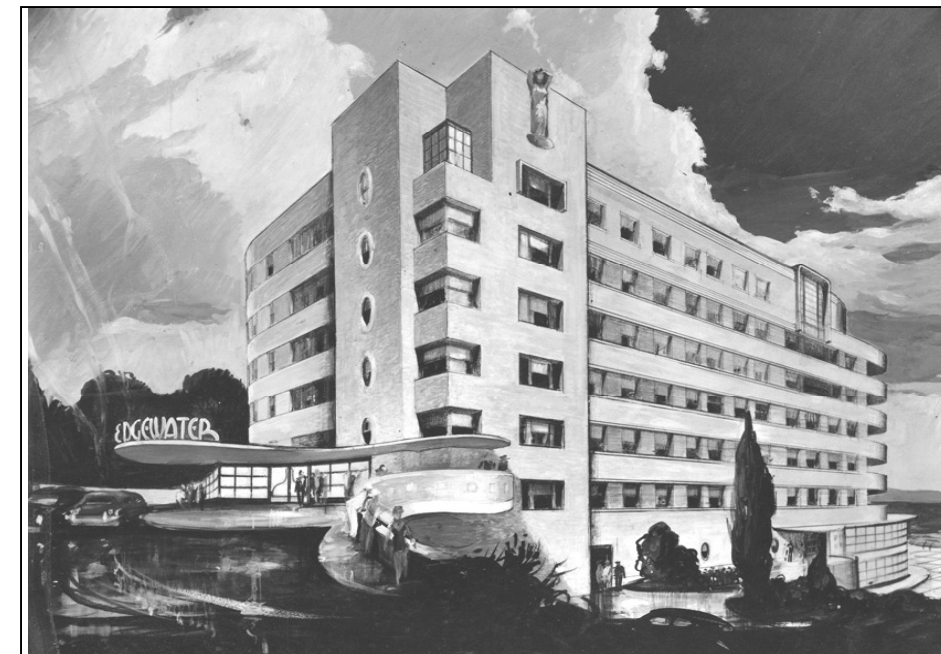
HISTORIC RESTORATION

ENHANCE ENTRY CANOPY AS ICONIC FEATURE



New Building Features

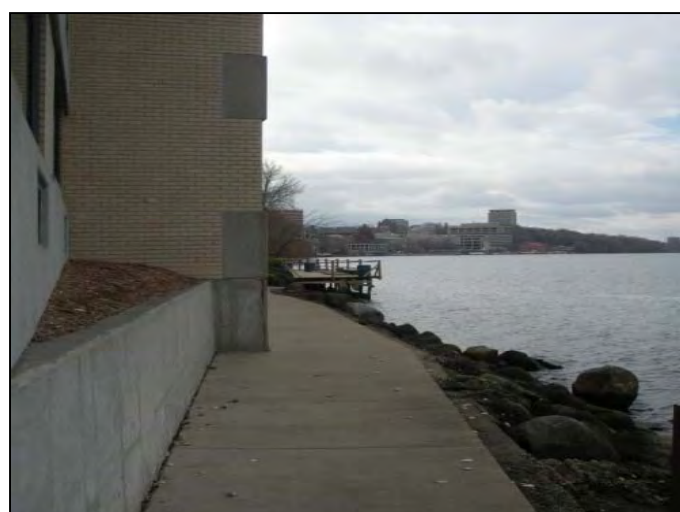
- New building entry to emulate original entry design;
- New entry doors at stair landings;
- New entry doors and extended glazing to match existing into Rigadoon Room;
- Stepped brick and terra-cotta planters along edge of new Grand Stair, typical both sides of stair;
- One floor addition at top of building – continuous glass wall set back from edge of building.





VISUALLY RELATED AREA

EXISTING EDGEWATER HOTEL



VISUALLY RELATED AREA BUILDINGS

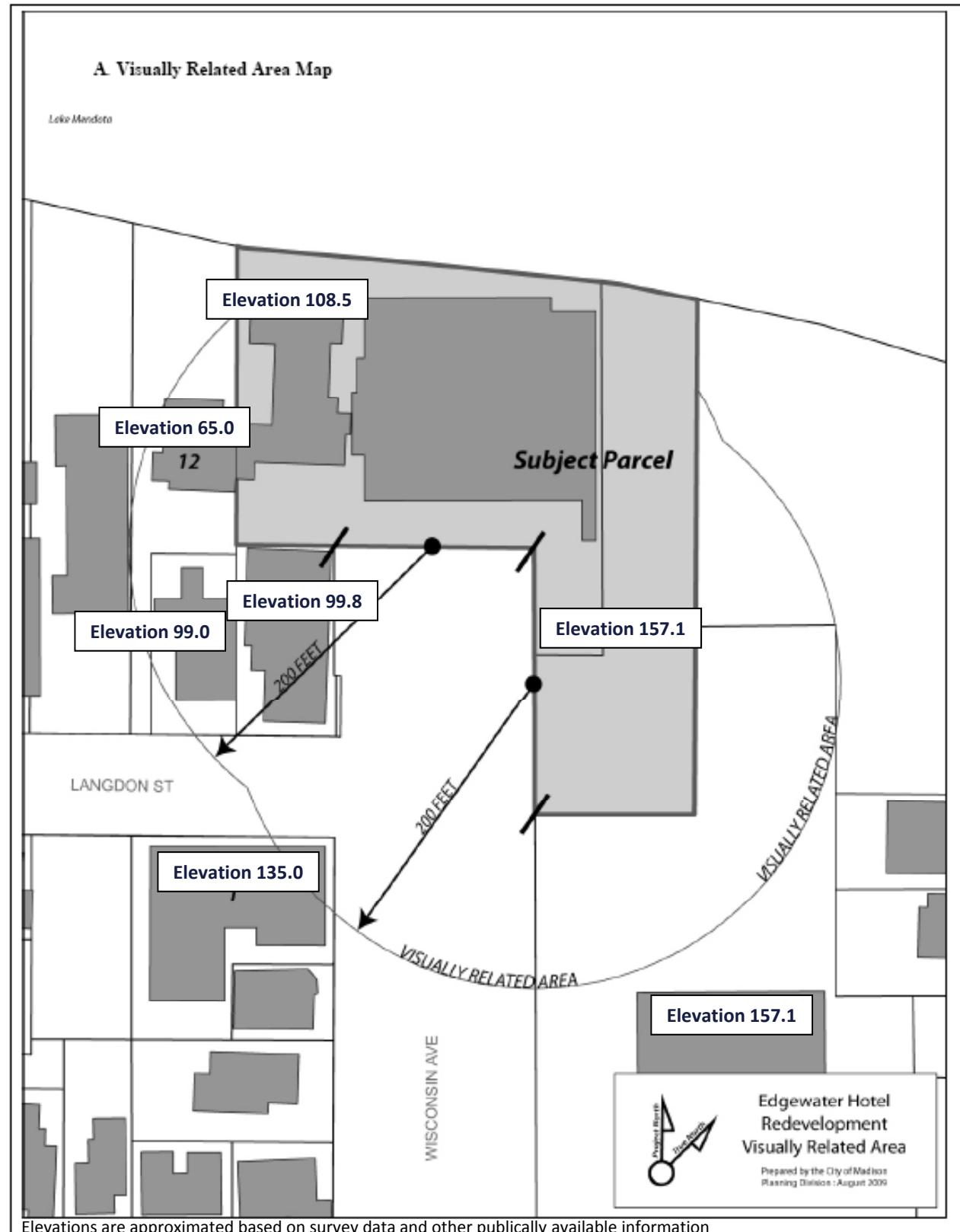


OTHER ADJACENT BUILDINGS





VISUALLY RELATED AREA



The Visually Related Area (VRA) establishes a boundary which is used to determine the compatibility of the proposed Project for four of the five Guideline Criteria in the Mansion Hill Historic District. The Visually Related Area (MGO 33.19(2)) is defined as:

Visually related area for a parcel within a block (not a corner parcel) shall be defined as the area described by a two hundred (200) foot circle drawn from the centerpoint of the streetside (front) lot line.

Context of Buildings and Environment:

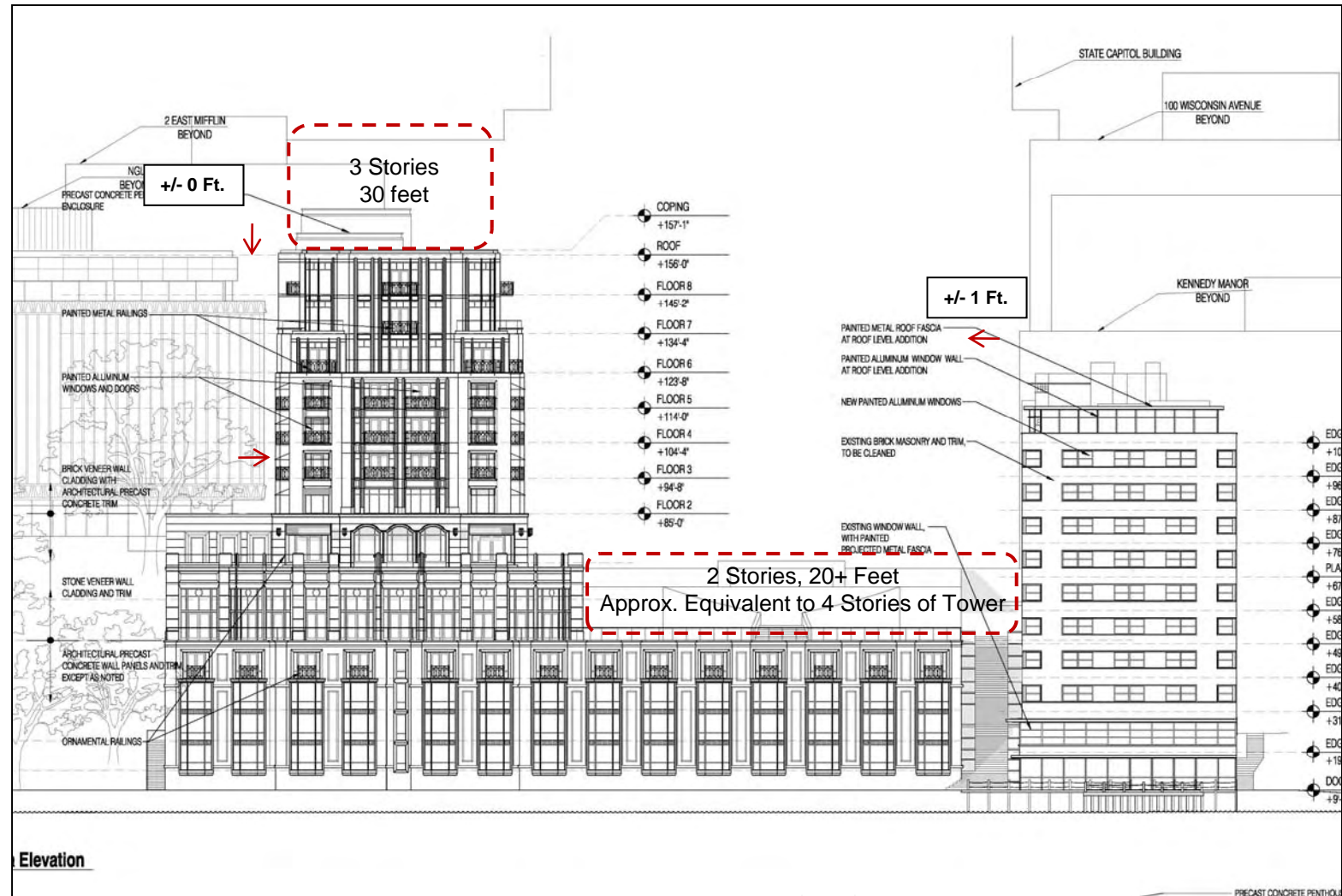
The context of the buildings and environment surrounding the site includes:

- The buildings in the VRA are relatively dense multi-family structures.
- There are no single family homes or duplexes in the VRA.
- Other adjacent buildings are also multi-family or commercial office buildings;
- There are no landmarks in the VRA;
- The building is equal in elevation to NGL (adjacent) and approximately 22 feet taller than Kennedy Manor (within VRA).
- Four of the five buildings in the VRA are deemed blighted by the City of Madison;
- The topography of the site is steep with a 60+ foot change in grade;
- The Project will remove a portion of the structure in Wisconsin Avenue right of way and create 132' wide open vista between buildings to the water;
- The adjacent site includes approximately 2 acres of undeveloped land.



VISUALLY RELATED AREA

HEIGHT AND MASS OF BUILDING ARE GREATLY REDUCED





VISUALLY RELATED AREA

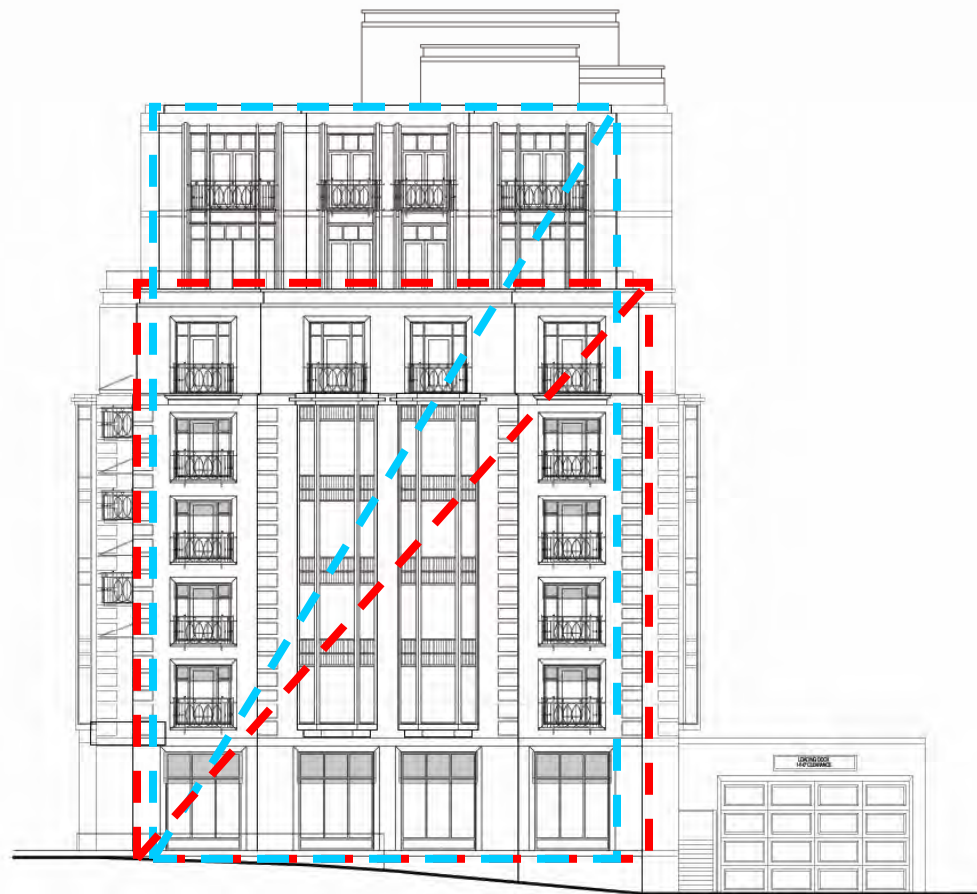
Criteria #1: The gross volume of any new structure shall be visually compatible with the buildings and environment with which it is visually related (visually related area).

- Volume (density) is not only a function of the square footage but how the square footage relates to the site (the environment), how buildings are organized on the site and how much open space surrounds the buildings;
- By removing the top level of the 1970's building we have reduced the volume of the building by approximately the equivalent of four full floors of the tower.
- The building and site are unique in that there is more than 1 acre of open space surrounding the structure. This is equivalent to a 2.8 FAR over the entire site. Comparatively, Kennedy Manor (in the VRA) has an FAR of approximately 3.8 and the Ambassador (another adjacent building) has an FAR of approximately 3.1.
- The mass of the building is divided into three district buildings and separated by a more than 132 foot view corridor which is equal to the Wisconsin Avenue Right of Way. The perception of this Project is that it is three separate buildings around a plaza;
- The proportions of the building are compatible with the proportions of buildings within the visually related area;
- The building uses the more than 60 feet of slope on the site to break up the massing of the building;
- A setback has been included on the six floor to relate the building to Kennedy Manor;
- The organization of the structure breaks the mass by a top, a middle and a bottom – each with district design characteristics that relate to the district;



VISUALLY RELATED AREA

Criteria #2: In the street elevation(s) of a new building, the proportion between the width and the height in the facade(s) shall be visually compatible with the buildings and the environment with which it is visually related (visually related area).



New Edgewater Hotel
Langdon Street



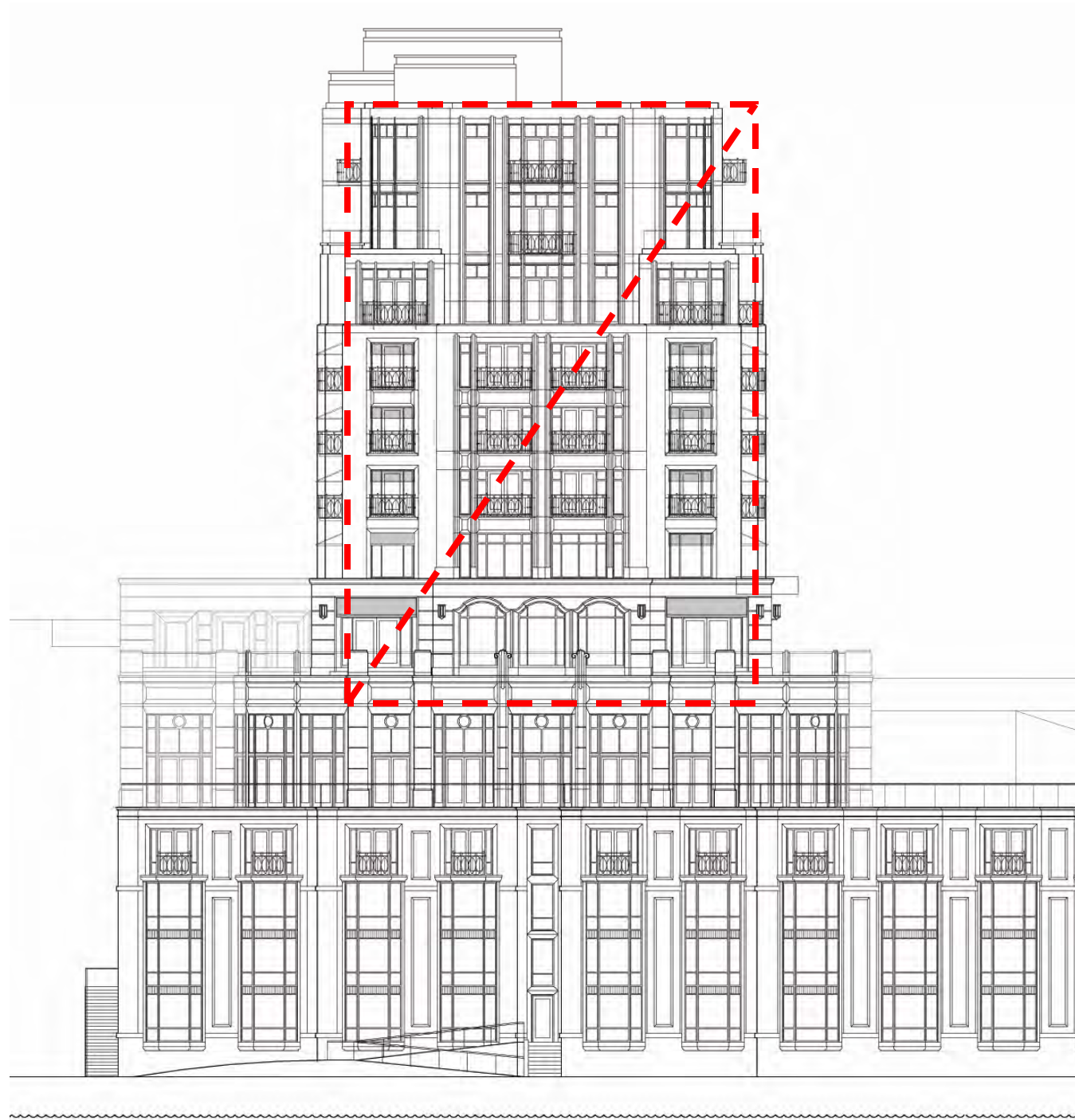
Kennedy Manor
Wisconsin Avenue



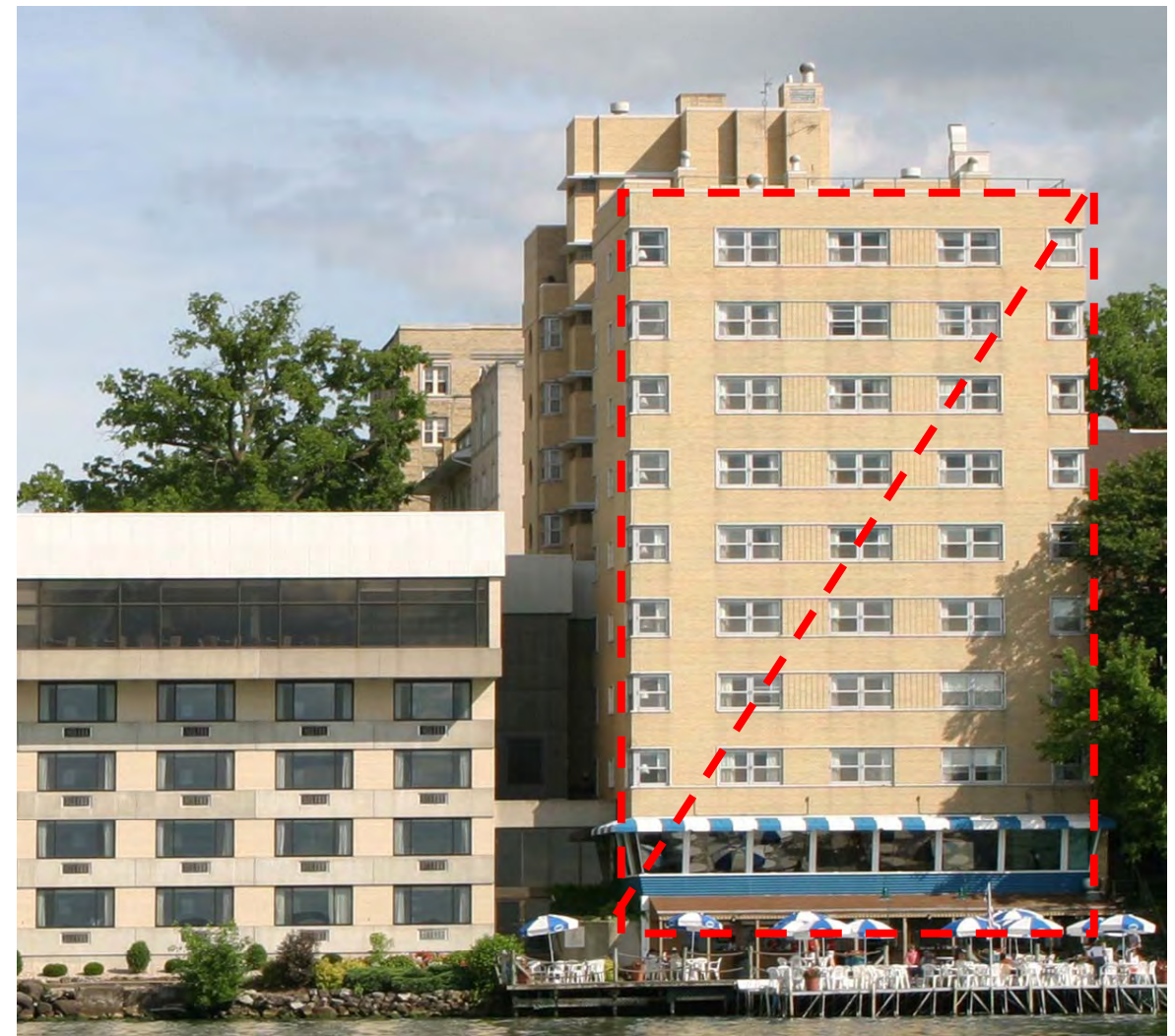
Ambassador Apts.
N. Pinckney Street



VISUALLY RELATED AREA



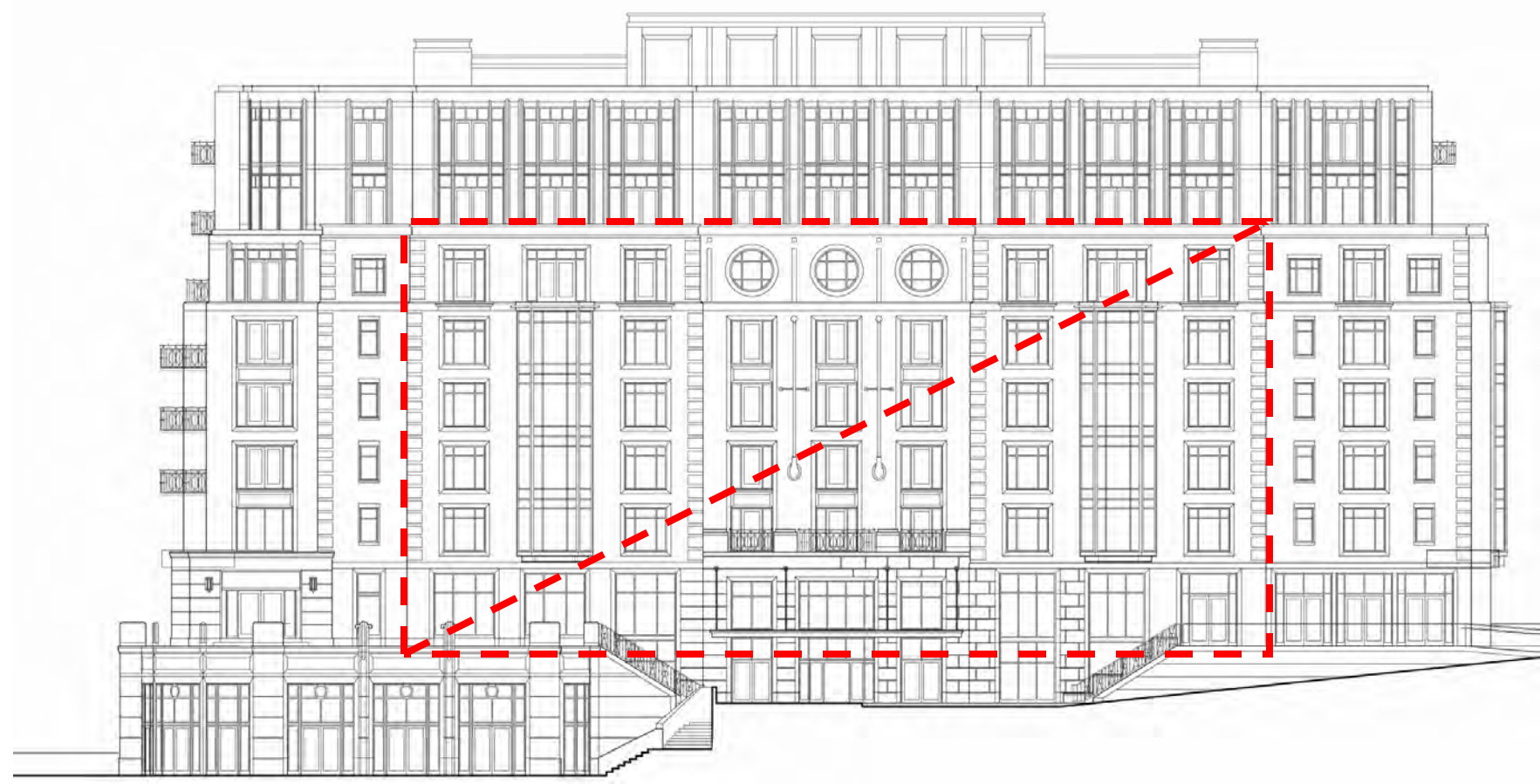
New Edgewater Hotel
Lake Mendota



Existing Edgewater Hotel
Lake Mendota



VISUALLY RELATED AREA



New Edgewater Hotel
Plaza Elevation

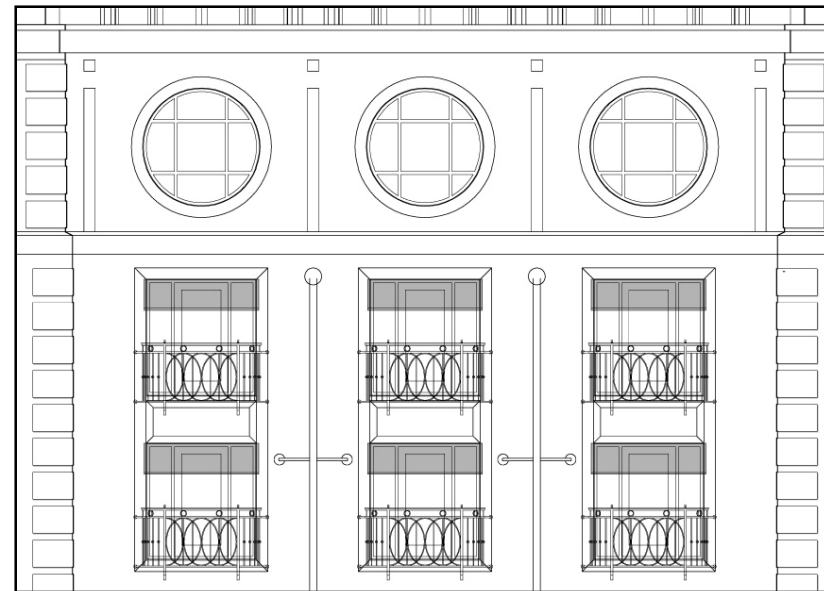
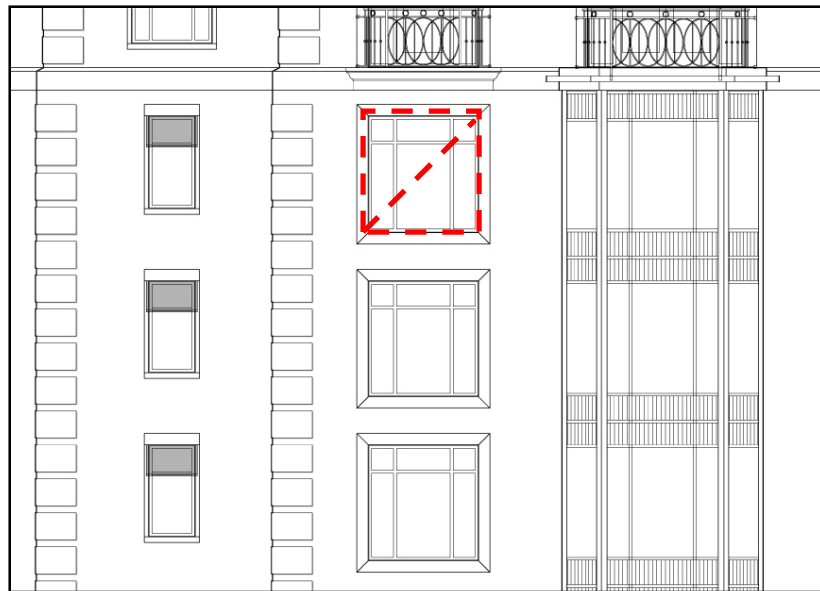


Kennedy Manor
Langdon Street

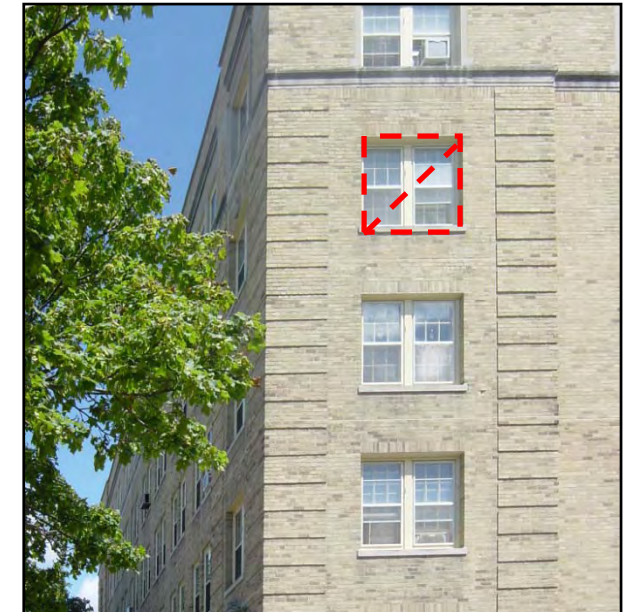


VISUALLY RELATED AREA

Criteria #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).



Bay Window

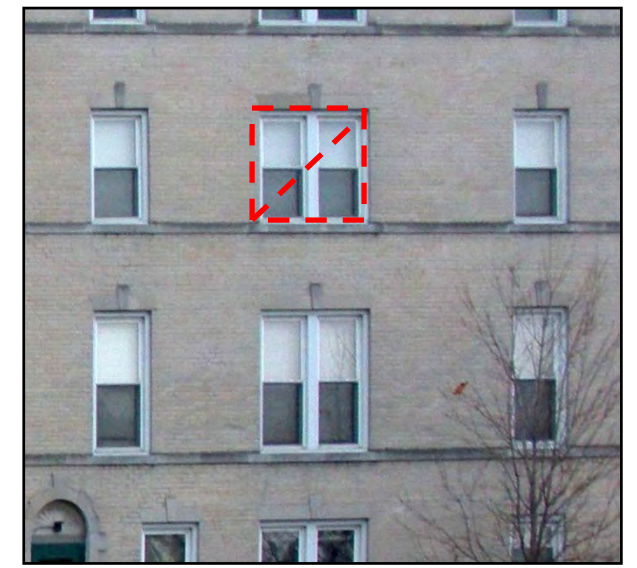


Kennedy Manor

- Window proportions distinctly residential in nature;
- Greater solid-to-void ratio;
- Brick quoin details reference Kennedy Manor and 2 Langdon.



Painted Metal Railing



2 Langdon Street



VISUALLY RELATED AREA

Criteria #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).



New Edgewater Hotel
Plaza Elevation

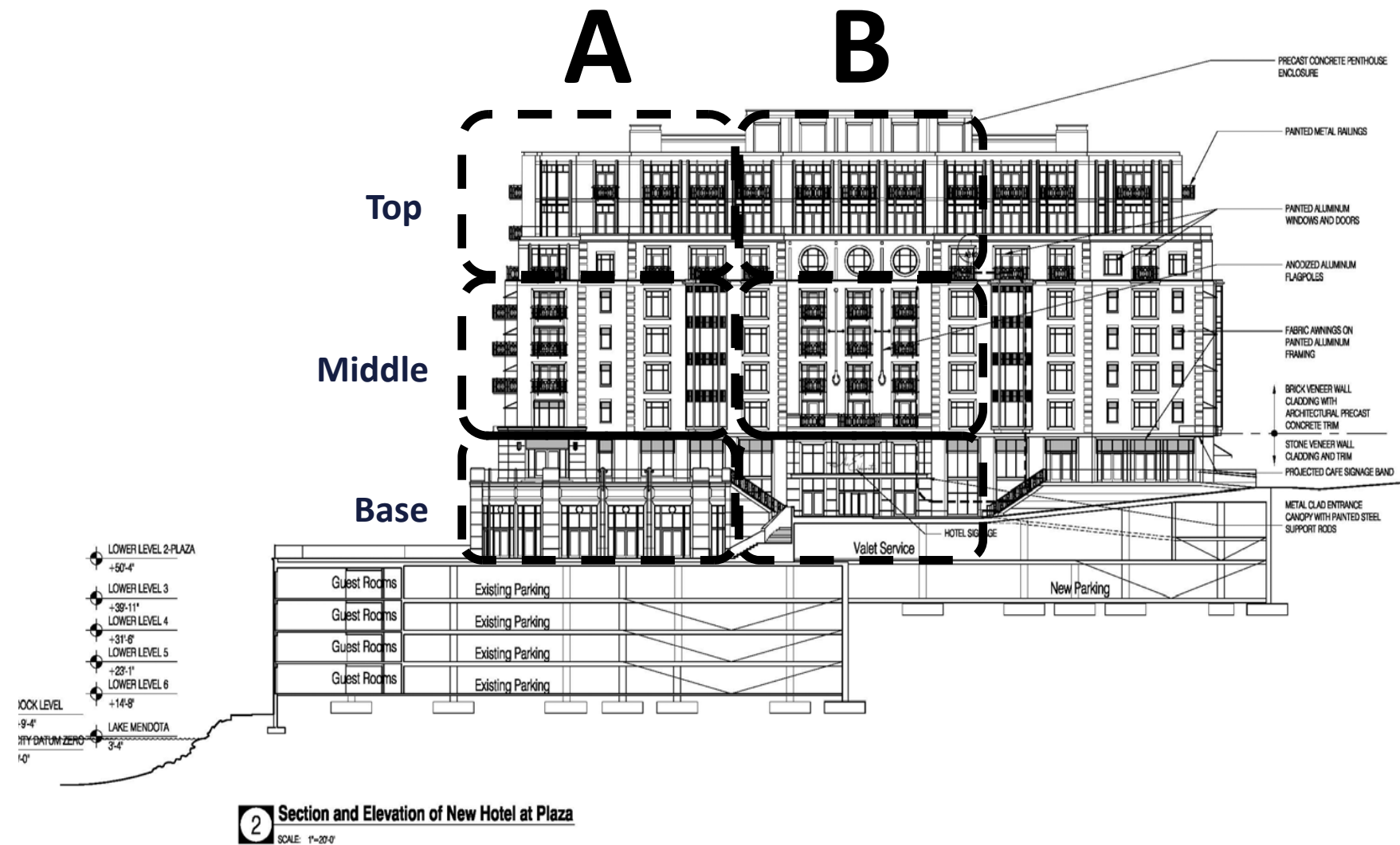


Kennedy Manor
Langdon Street



VISUALLY RELATED AREA

Criteria #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;





LANDMARKS ORDINANCE VARIANCE

The Landmarks Commission may grant a variance (MGO 33.19(15)) for meeting certain criteria provided that the 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.” The key elements of the variance are:

- The variance was put in place to “prevent undue hardships caused by application of the strict letter of the regulations of this chapter and to encourage and promote improved aesthetic design by allowing for greater freedom, imagination and flexibility in the alteration of existing buildings and the construction of new buildings within an Historic District while ensuring substantial compliance with the basic intent of the ordinance.”
- The variance allow additions visible from the street or alterations to street facades which are not compatible with the existing building in design, scale, color, texture, proportion of solids to voids or proportion of widths to heights of doors and windows.
- Standards. To qualify the Project must meet one or more of the standards. The uniqueness of this site, the architecture of the building and the use of quality materials would qualify under these standards:
 - The particular physical characteristics of the specific building or site involved would result in a substantial hardship upon the owner as distinguished from a mere inconvenience, if the strict letter of the regulations were to be carried out, provided that the alleged difficulty or hardship is created by this ordinance and has not been created by any person presently having an interest in the property.
 - In the case of new construction, the proposed design incorporates materials, details, setbacks, massing or other elements that are not permitted by the ordinance but which would enhance the quality of the design for the new building or structure, provided that said new building or structure otherwise complies with the criteria for new construction in the Historic District in which the building or structure is proposed to be located and provided further that it would also have a beneficial effect on the historic character of the visually related area.



PUD ZONING AND PRECEDENT

QUESTION:

Several statements have been made that the proposed planned unit development (PUD) will establish a precedent for development within historic district. Does the PUD establish a precedent in the historic district and/or for properties that may impact landmark buildings?

ANSWER:

The PUD zoning structure and height of this building do not establish a precedent for downtown or historic districts in Madison.

- There is absolutely no evidence that suggests that a single issue like height of a project establishes a zoning precedent in Madison. If that were the case, the 13-story Hilton Hotel - built adjacent to 4 of the most significant certified historic structures in Madison - would have set the height precedent for the Edgewater;
- There is a well established entitlement process in Madison which requires rigorous public debate, review and multiple city approvals;
- The PUD zoning text for the Edgewater sets forth very specific criteria that must be satisfied in order to build at the proposed height, including:
 - Requires a site area of more than 1 acre
 - Requires access to a major civic roadway
 - Requires a minimum of 15,000 square feet of open space
 - Requires public access to the waterfront
- No single issue sets zoning precedent. Therefore, a party that wants to compare to the Edgewater based on height must also satisfy all of the additional zoning requirements as set forth in the PUD zoning text. This is an extremely high standard and difficult to achieve.
- The Common Council – supported by the efforts of City Planning, the Urban Design Commission, Landmarks Commission, Planning Commission and other agencies – ultimately govern land use on every site in Madison.



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:

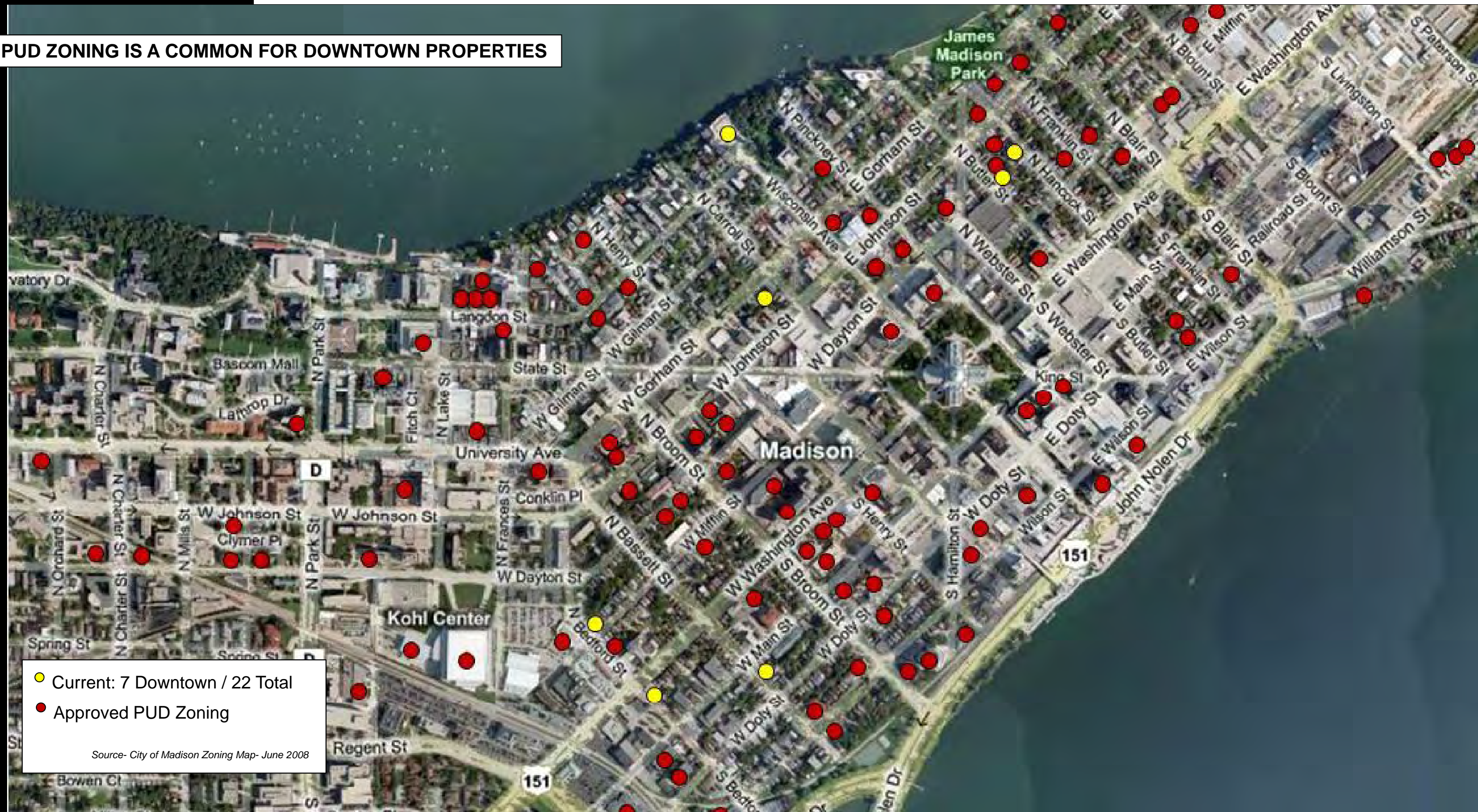
Purpose and Intent. It is hereby declared a matter of public policy that the design, appearance, beauty and aesthetics of all public and private buildings, structures, landscaping and open areas are a matter of public concern and as such must be controlled so as to promote the general welfare of the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



- Current: 7 Downtown / 22 Total
- Approved PUD Zoning

Source- City of Madison Zoning Map- June 2008



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 R6H?

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 R6H;
- 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.



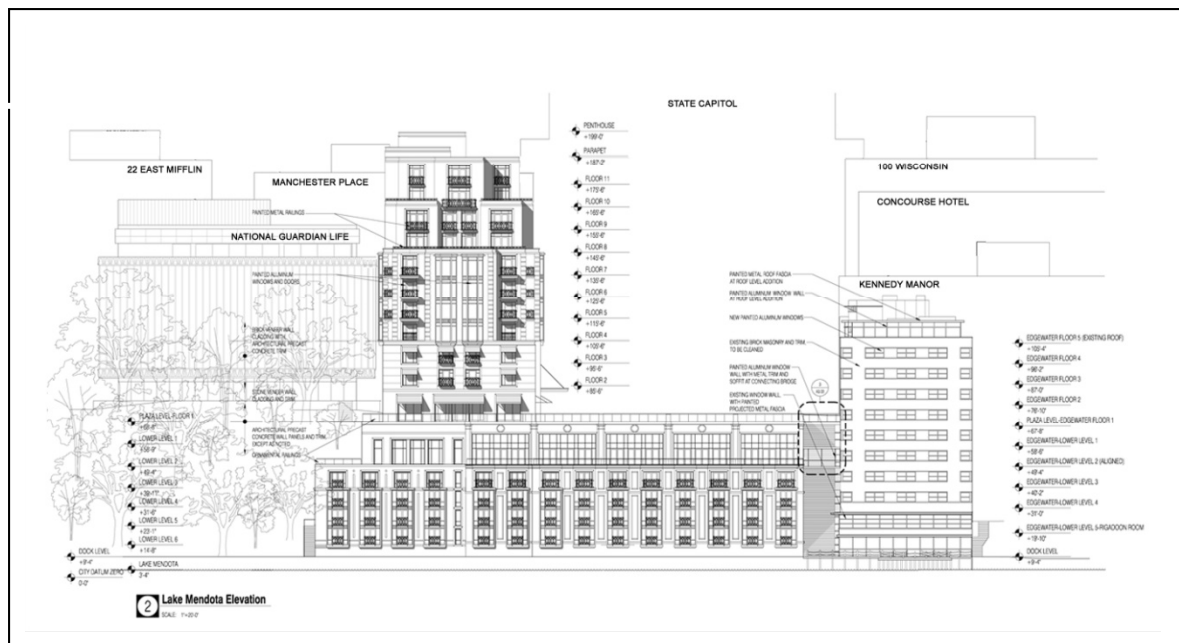
BUILDING HEIGHT

REDUCED HEIGHT BY 3 FLOORS / 30 FEET



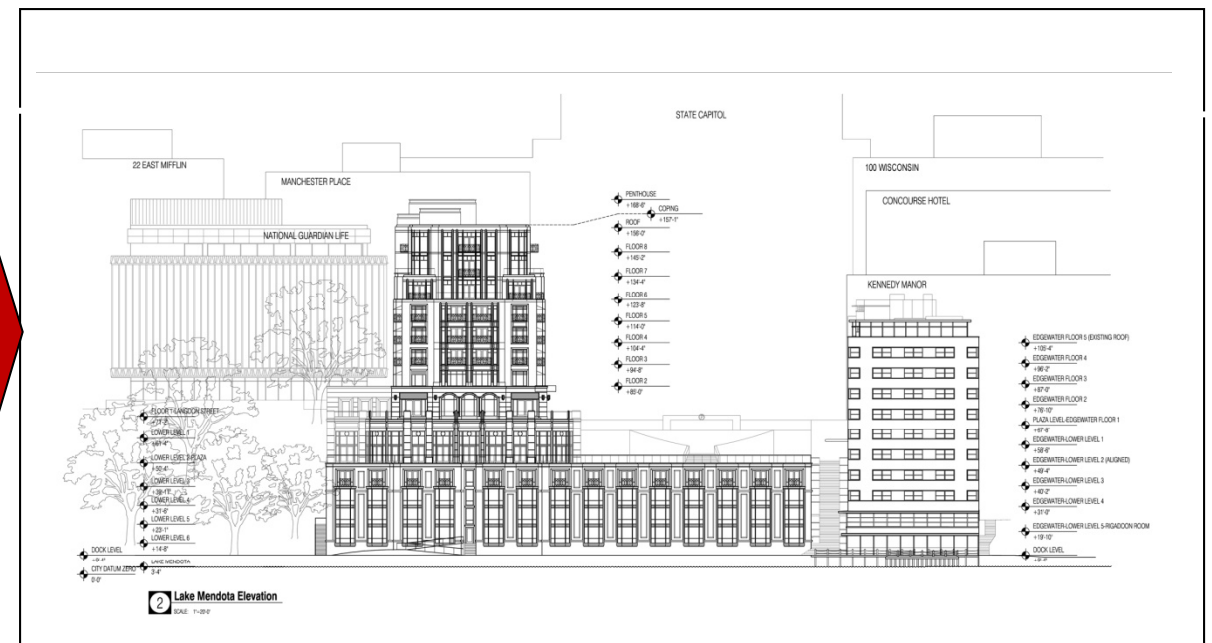
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BUILDING HEIGHT



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 approximately 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



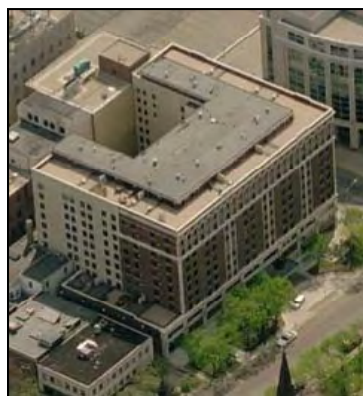
The Collegiate
513 N Lake
6.6 FAR



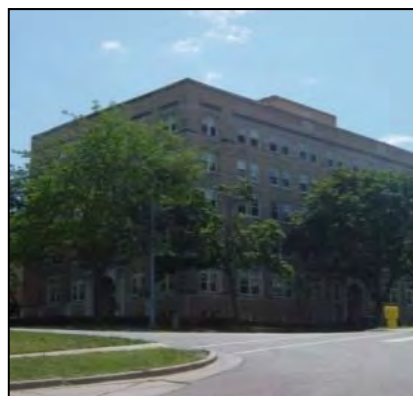
Apartment Building
22 E Dayton
3.0 FAR



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

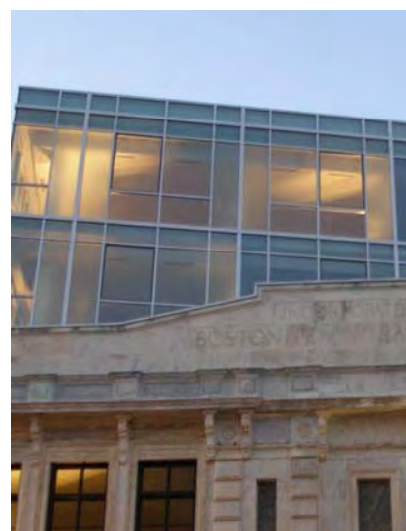
QUESTION:

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



5 Bench Detail
SCALE: NTS



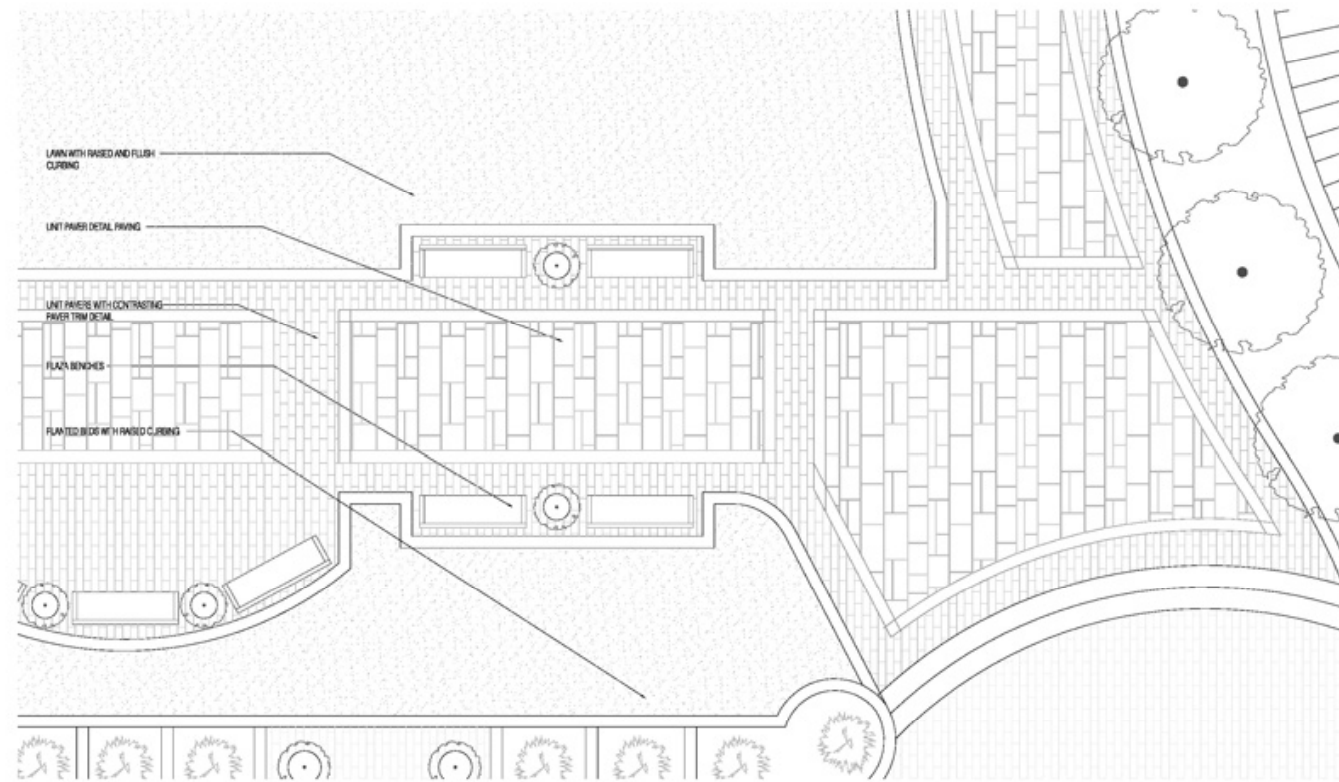
4 Lawn with Raised and Flush Curb and Unit Pavers with Contrasting Paver Trim Details
SCALE: NTS



3 Planted Area with Raised Curb Detail
SCALE: NTS



2 Bicycle Rack Detail
SCALE: NTS



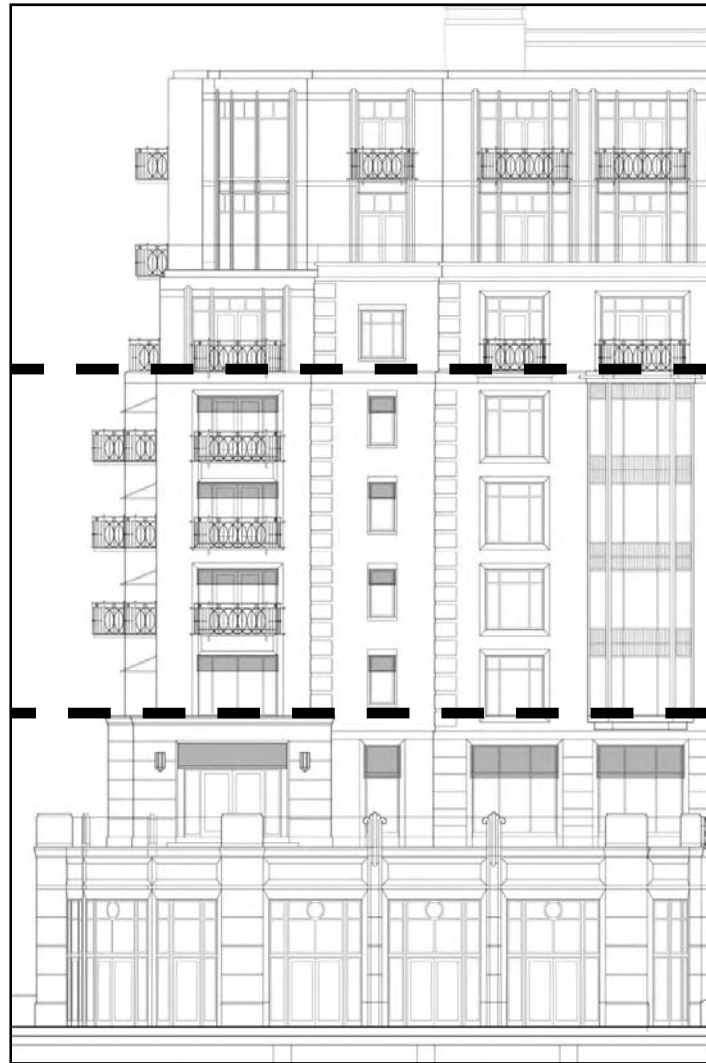
1 Enlarged Plan at Plaza
SCALE: 1/4"=1'-0"



BUILDING BASE – MIDDLE – TOP

A

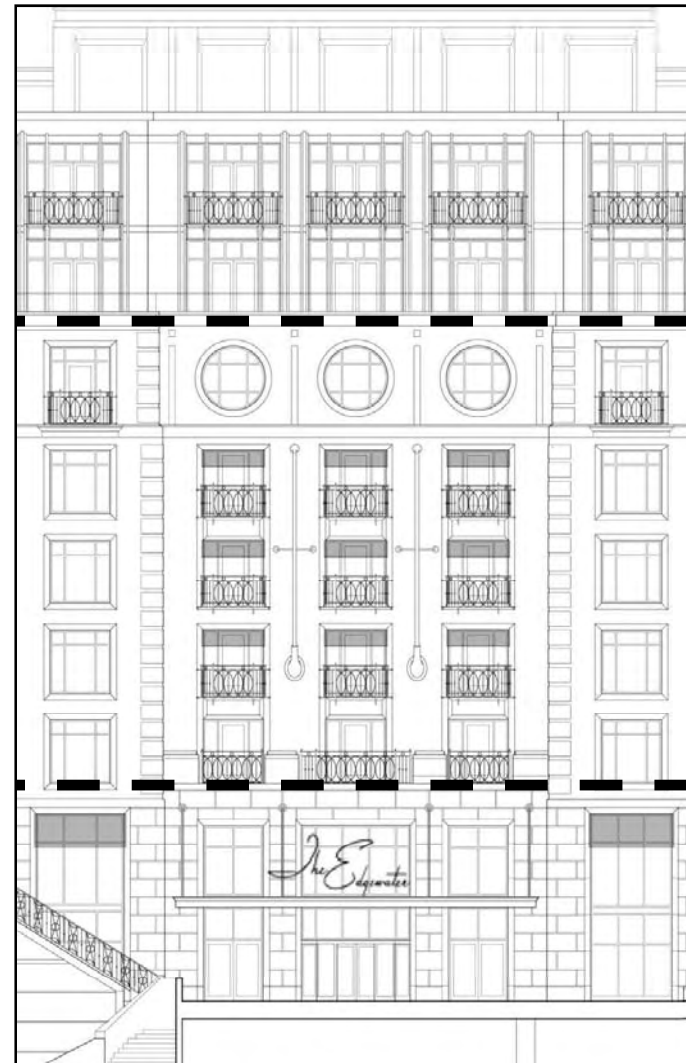
B



Top

Middle

Base



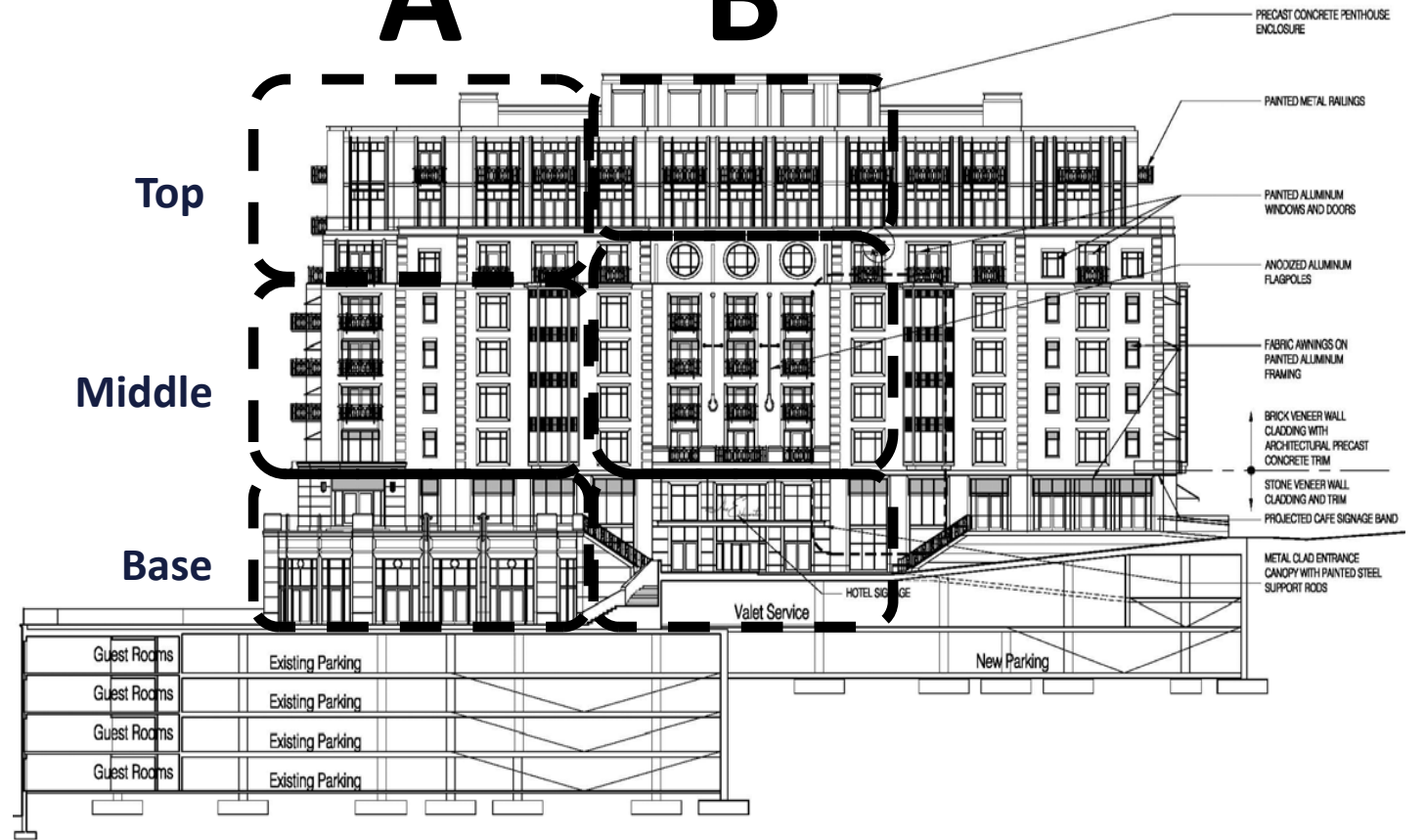
A

B

Top

Middle

Base



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



BUILDING BASE



Base Cladding



Ambassador Apartments

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



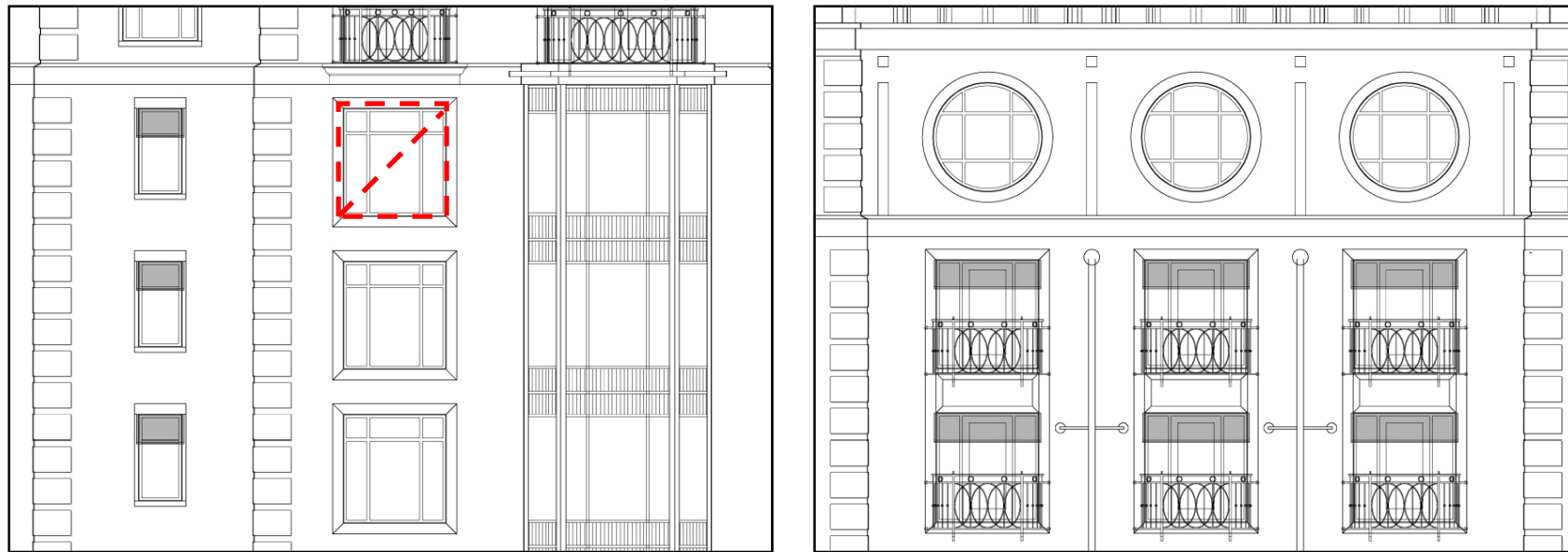
Storefront, Awning, Stone



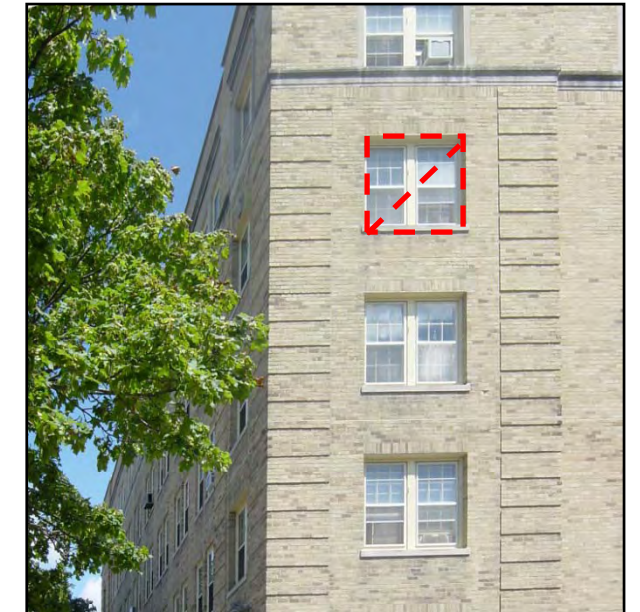
Original Edgewater Building



BUILDING MIDDLE



Bay Window

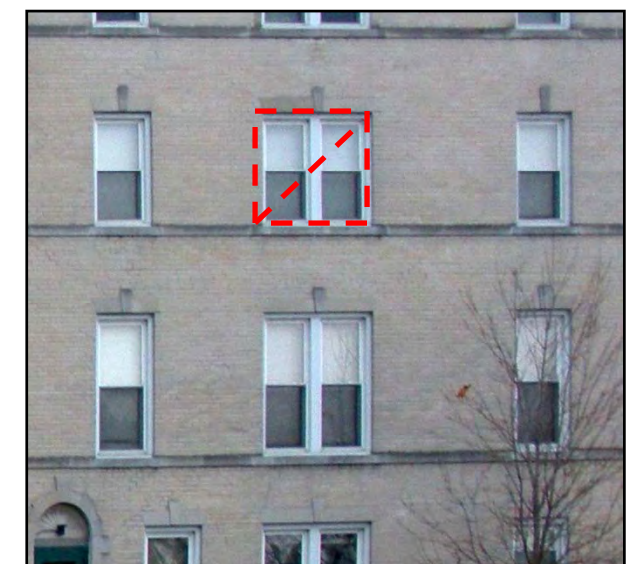


Kennedy Manor

- 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.

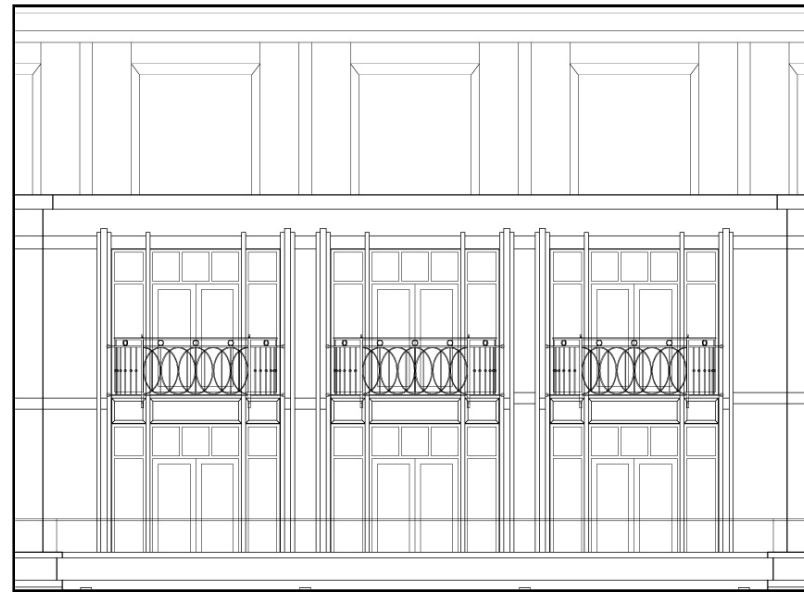


Painted Metal Railing



2 Langdon Street

BUILDING TOP



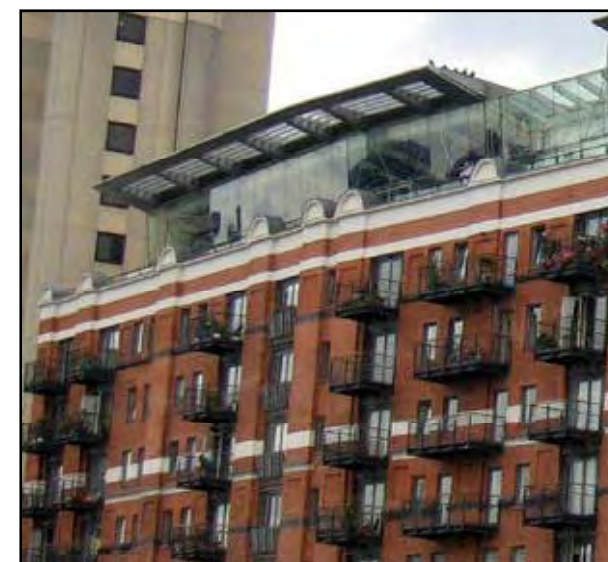
- More vertical patterns in fenestration;
- Accentuates lightness to the top of building;
- Lower solid-to-void ratio;
- Addresses long range views to Capitol and over Lake Mendota.



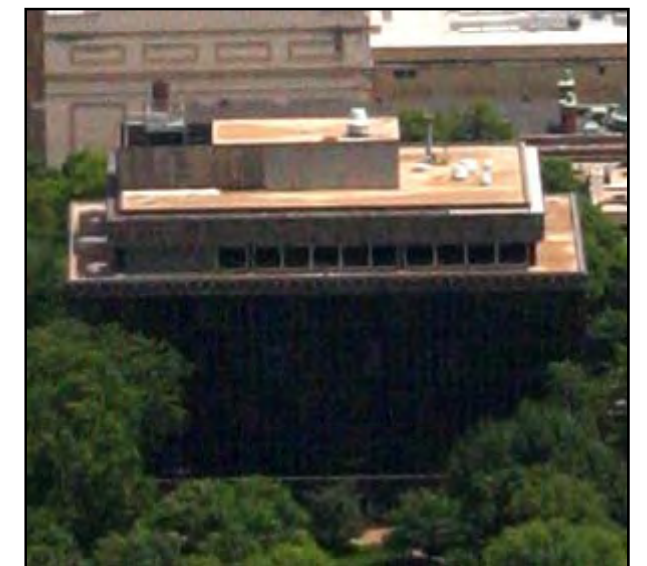
Edgewater Hotel



The Peninsula Hotel, Chicago



OXO Tower, London

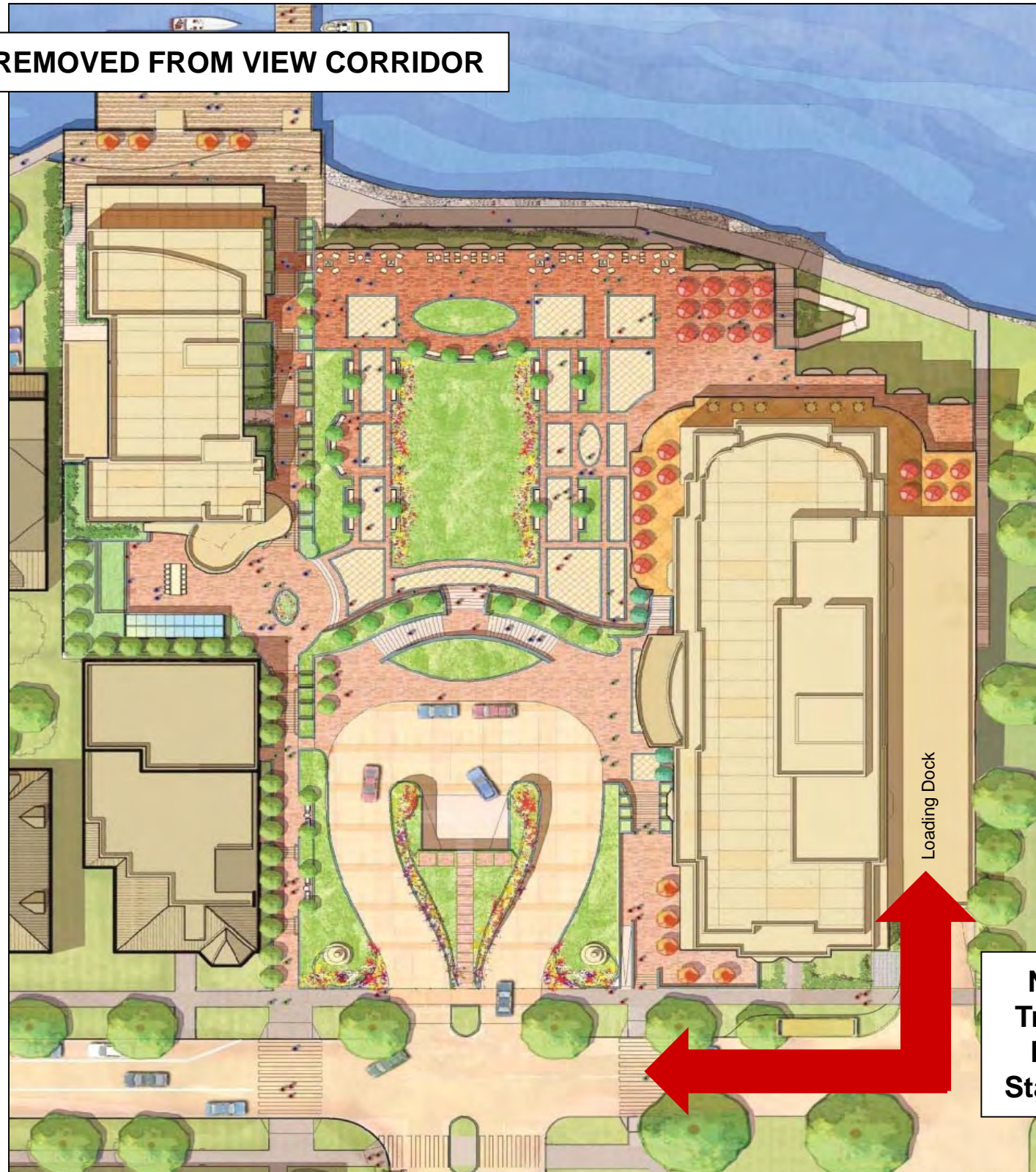


NGL Building



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

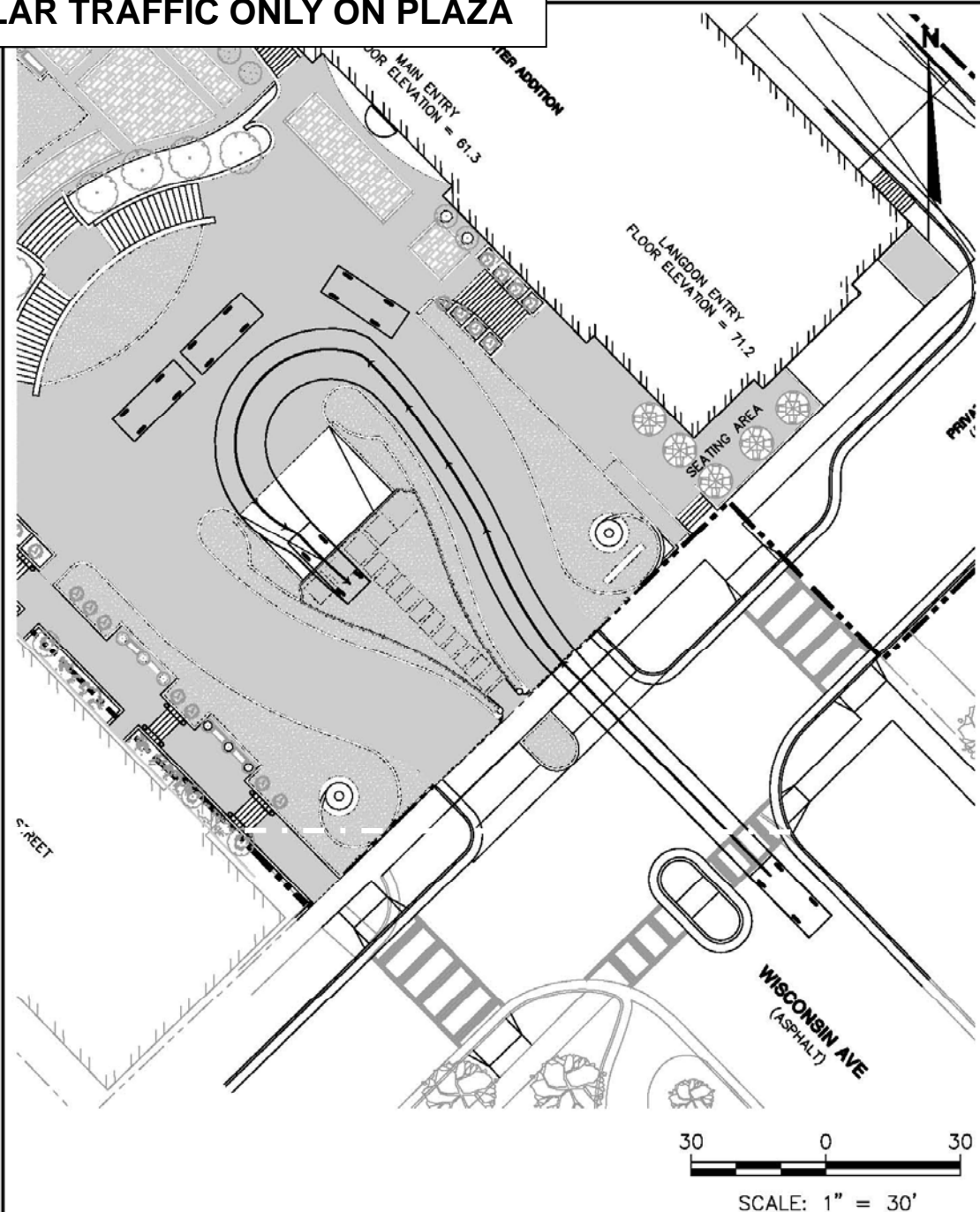
Estimated Incremental Traffic

	<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%

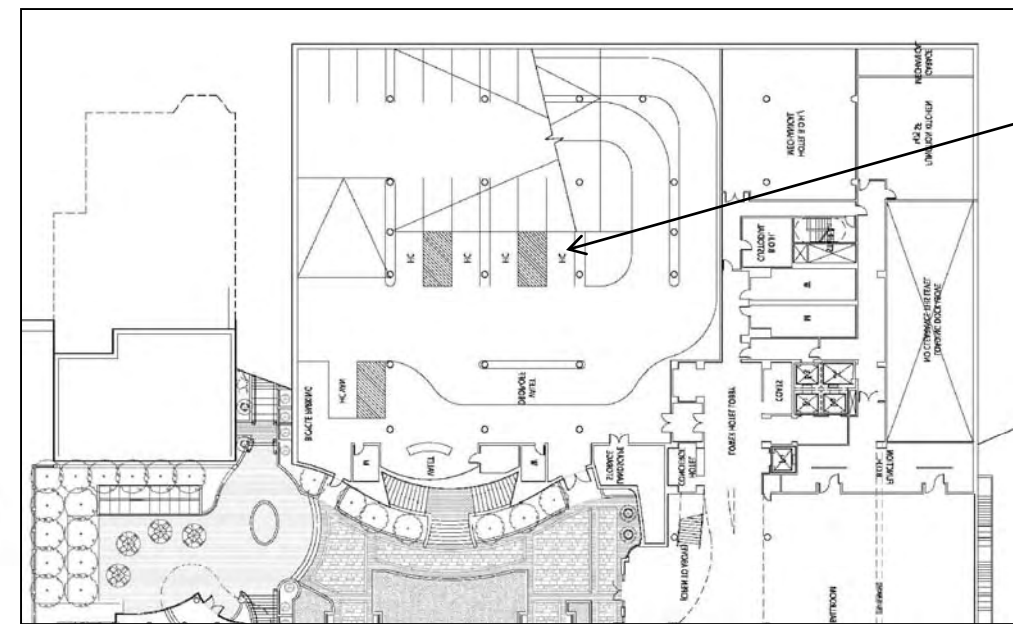
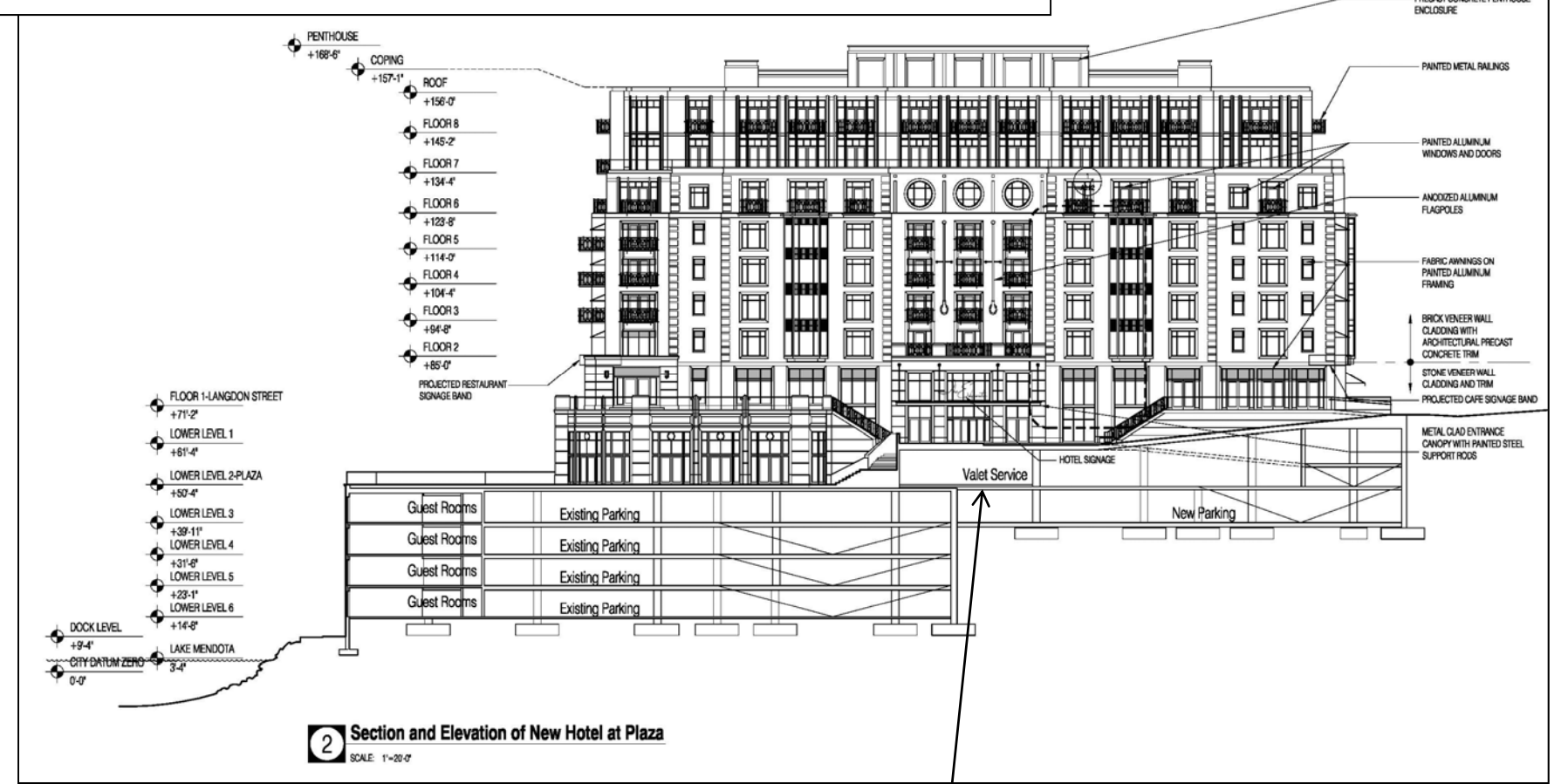


TRAFFIC AND CIRCULATION

VEHICULAR TRAFFIC ONLY ON PLAZA



INTERNAL VALET MITIGATES TRAFFIC IN VIEW CORRIDOR



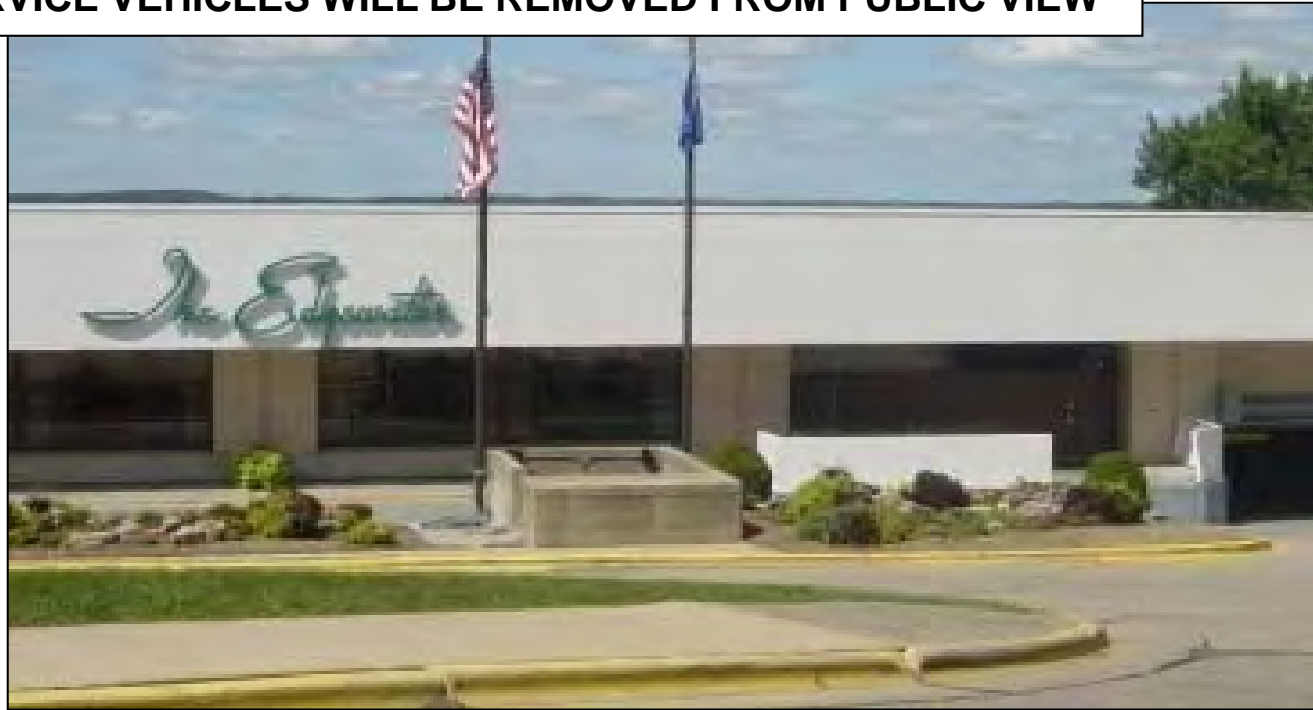
The revised plan includes an internal valet and drop-off area to further mitigate traffic impacts in the view corridor, provide a direct drop-off for functions/events and provide an enhanced drop off for guests in inclement weather.

CLIENT	LANDMARK X, LLC 22 EAST MIFFLIN STREET, SUITE 800 MADISON, WI 53703 PHONE: (608) 724-7447	SITE	EDGEWATER HOTEL REDEVELOPMENT MADISON, WISCONSIN	FIGURE	1
PROJECT NO.	3826	DRAWN BY:	KM	ENGINEER	BT 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:			



BUSES AND SERVICE VEHICLES

SERVICE VEHICLES WILL BE REMOVED FROM PUBLIC VIEW



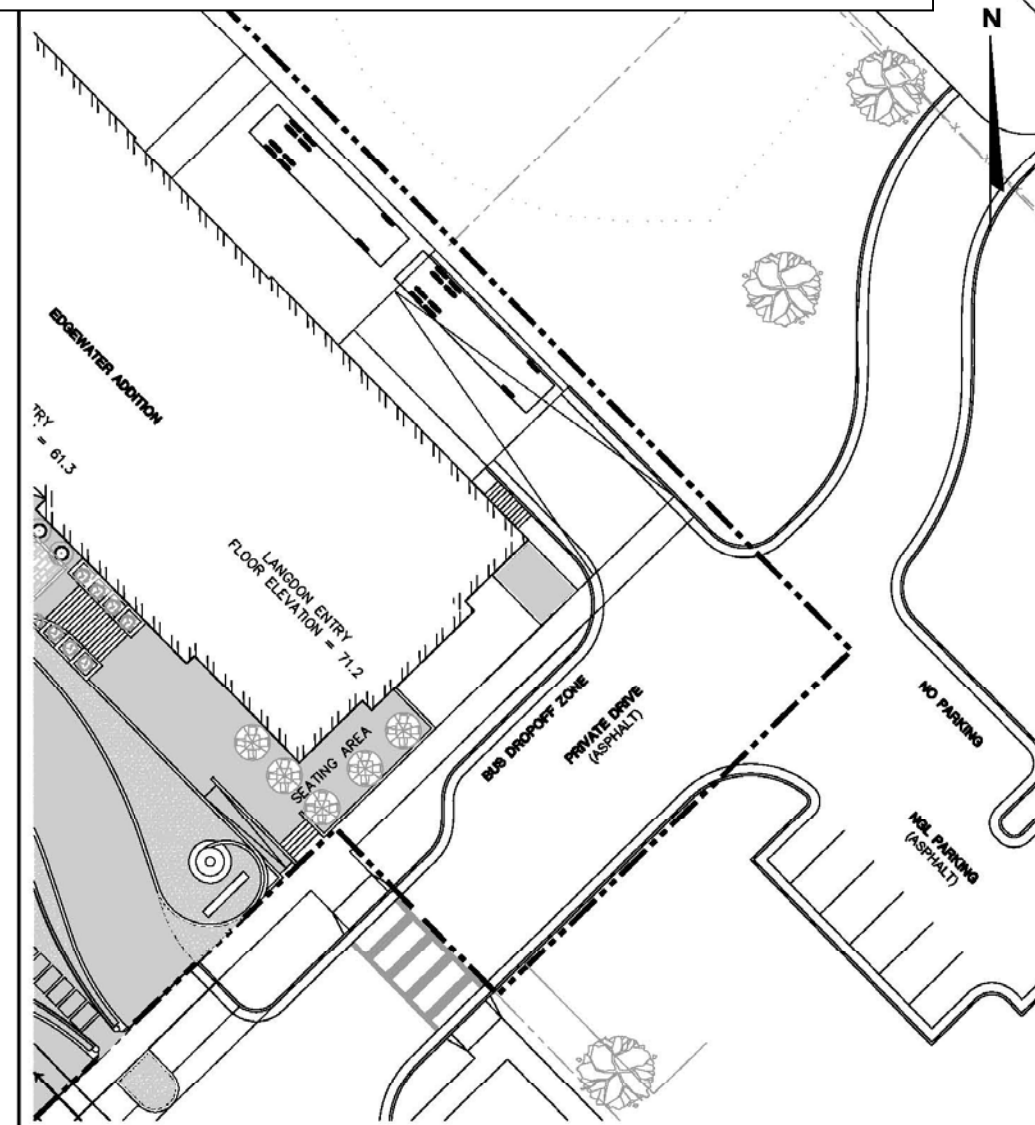


BUSES AND SERVICE VEHICLES

LOADING AND UNLOADING TODAY

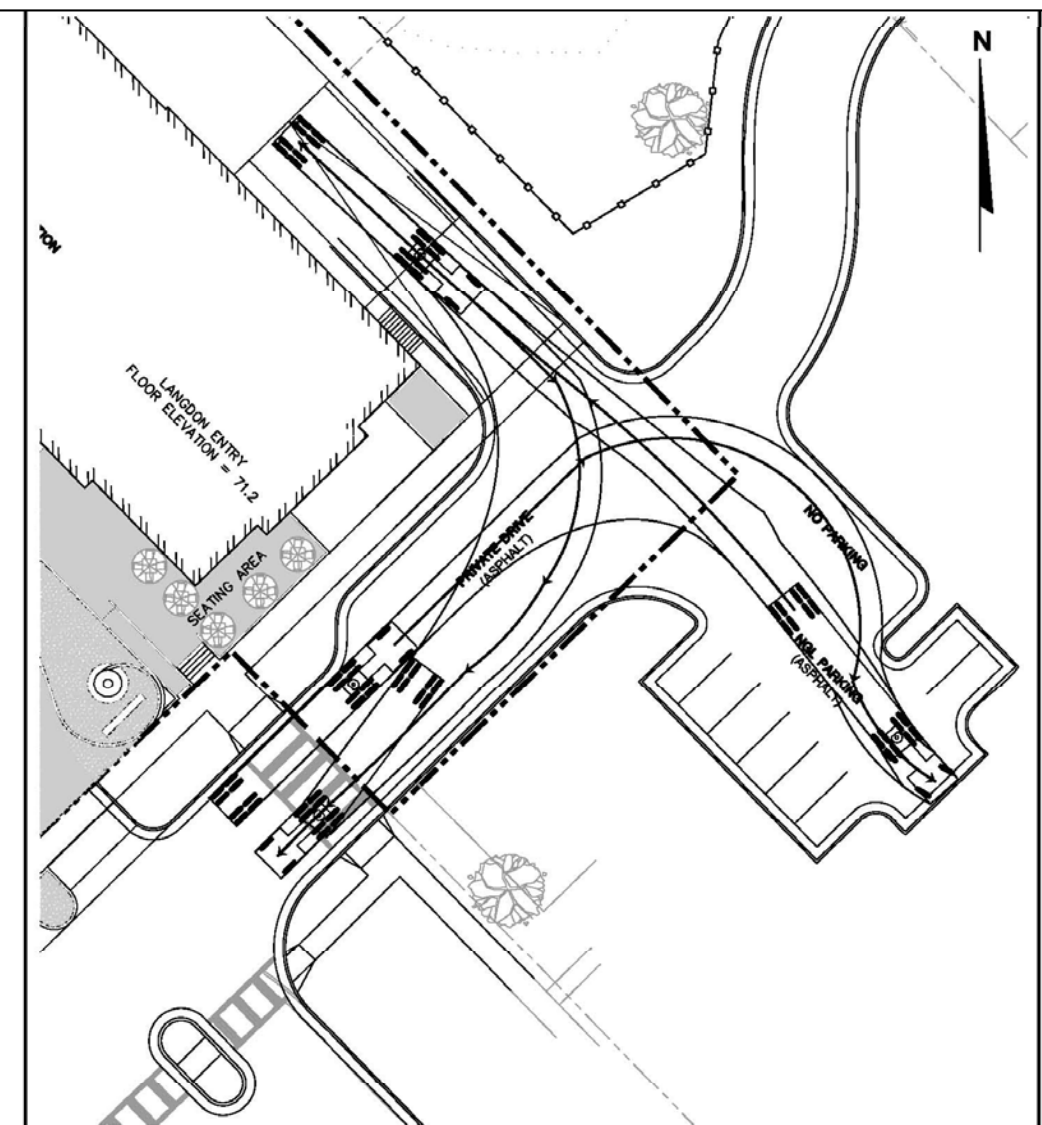


LOADING DOCK WILL ACCOMIDATE 2 BUSES



CLIENT LANDMARK X, LLC 22 EAST MIFFLIN STREET, SUITE 800 MADISON, WI 53703 PHONE: (608) 724-7447	SITE EDGEWATER HOTEL REDEVELOPMENT MADISON, WISCONSIN	FIGURE BUS PARKING DIAGRAM (AASHTO BUS-40 VEHICLE)	ENGINEER BT² inc.	2830 DAIRY DRIVE MADISON, WI 53718-6751 PHONE: (608) 224-2830 FAX: (608) 224-2839
PROJECT NO. 3826	DRAWN BY: KM			
DRAWN: 11/18/09	CHECKED BY: MH			
REVISED:	APPROVED BY:			

LOADIN DOCK WILL ACCOMIDATE FULL SEMI-TRAILOR



CLIENT LANDMARK X, LLC 22 EAST MIFFLIN STREET, SUITE 800 MADISON, WI 53703 PHONE: (608) 724-7447	SITE EDGEWATER HOTEL REDEVELOPMENT MADISON, WISCONSIN	FIGURE SEMI TURNING DIAGRAM (AASHTO WB-52 VEHICLE)	ENGINEER BT² inc.	2830 DAIRY DRIVE MADISON, WI 53718-6751 PHONE: (608) 224-2830 FAX: (608) 224-2839
PROJECT NO. 3826	DRAWN BY: KM			
DRAWN: 11/18/09	CHECKED BY: MH			
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





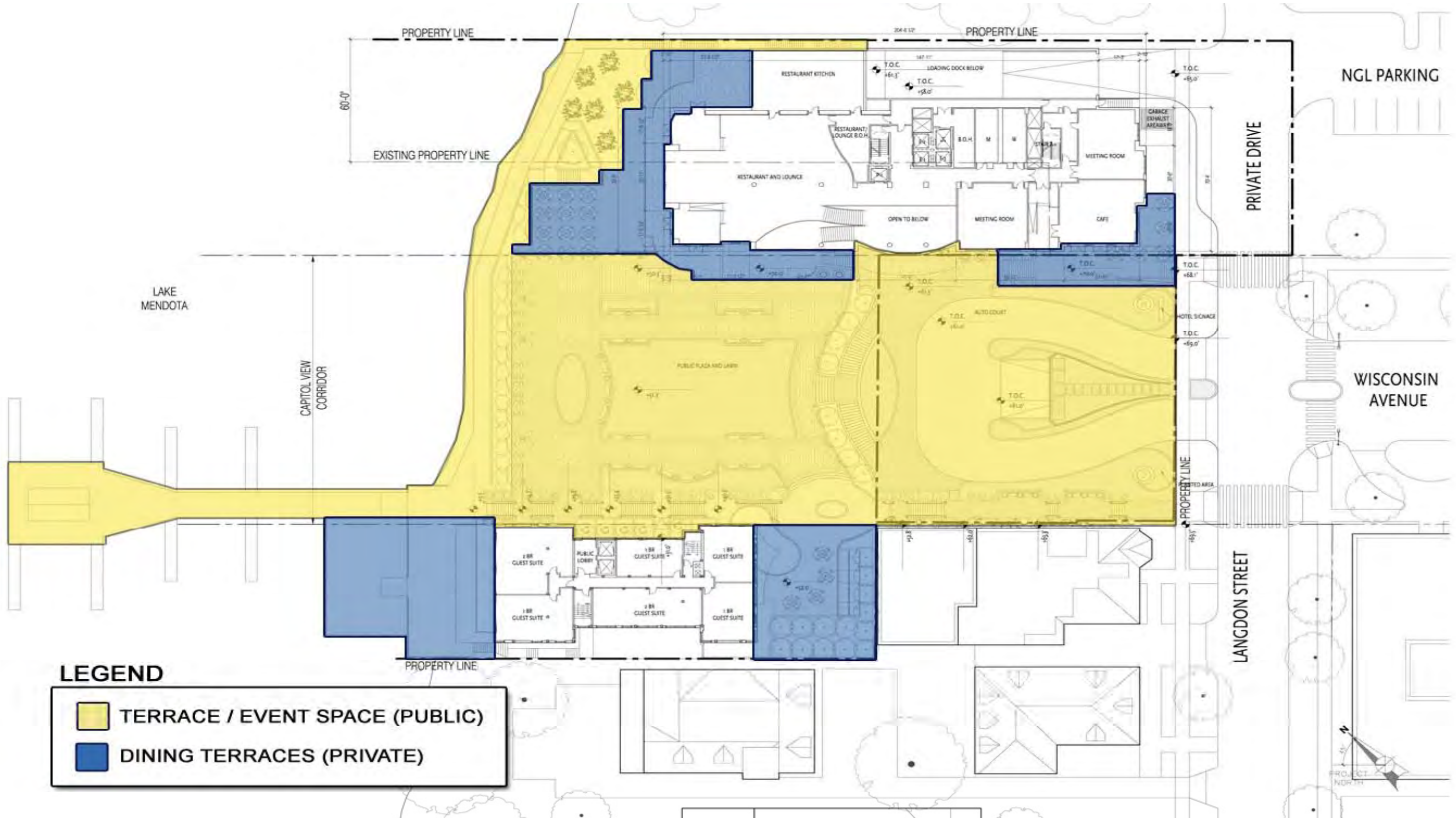
LANGDON AND WISCONSIN VIEW



DRAFT – IN PROGRESS



THE PUBLIC SPACE





THE PUBLIC SPACE

QUESTION:

How “public” is the Terrace at Mansion Hill?

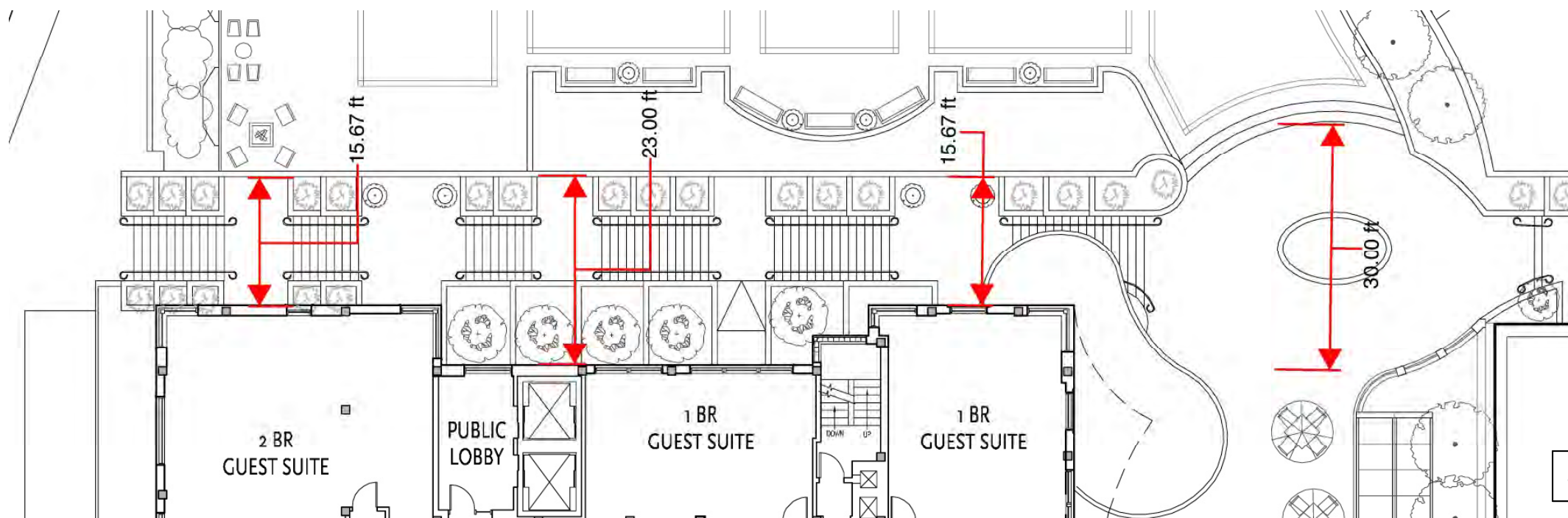
ANSWER:

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