



EDGEWATER REDEVELOPMENT

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



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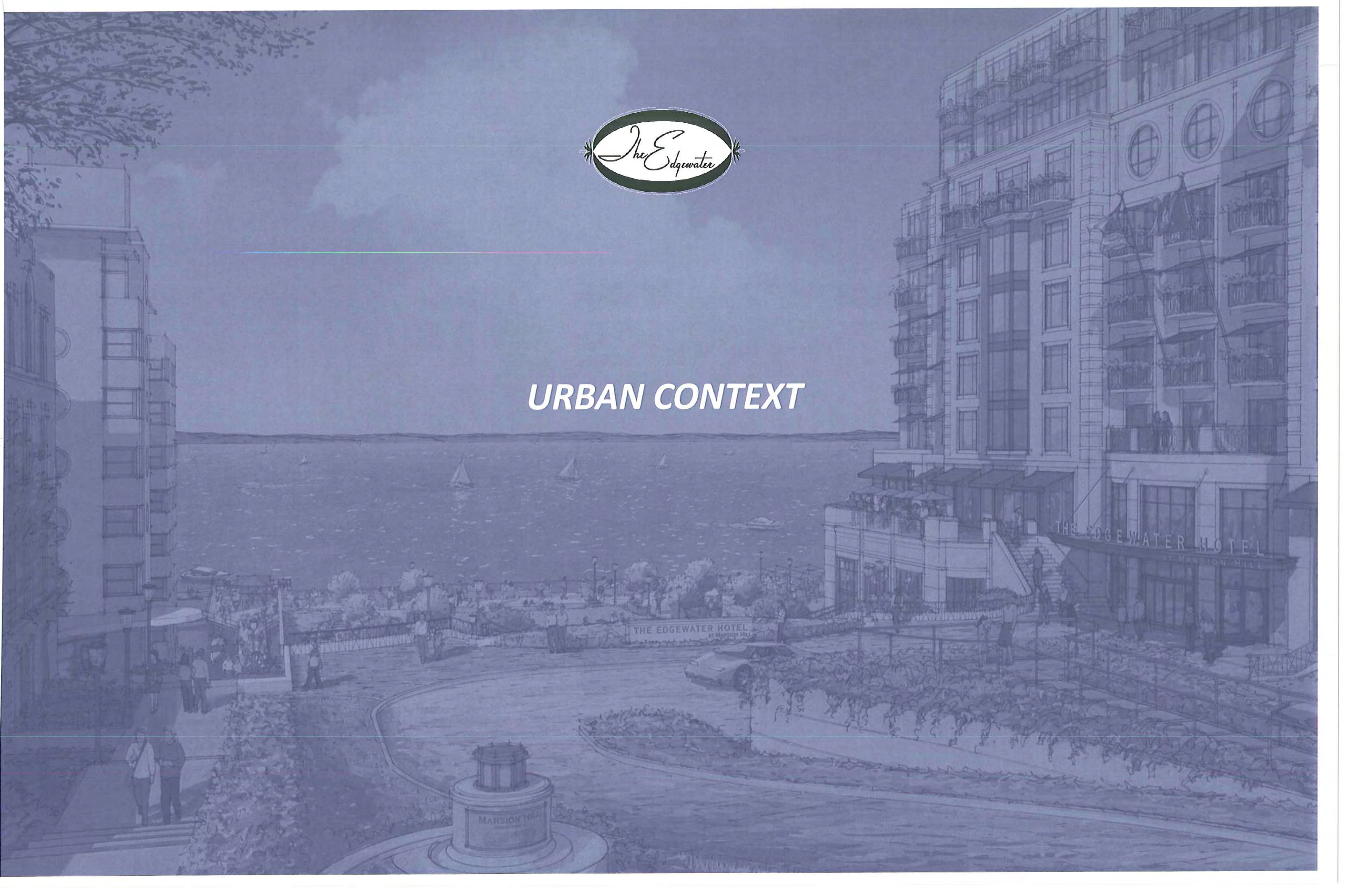
2.0 DESIGN OVERVIEW

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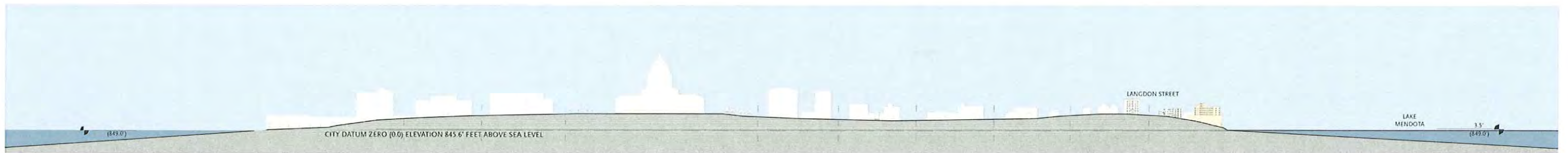
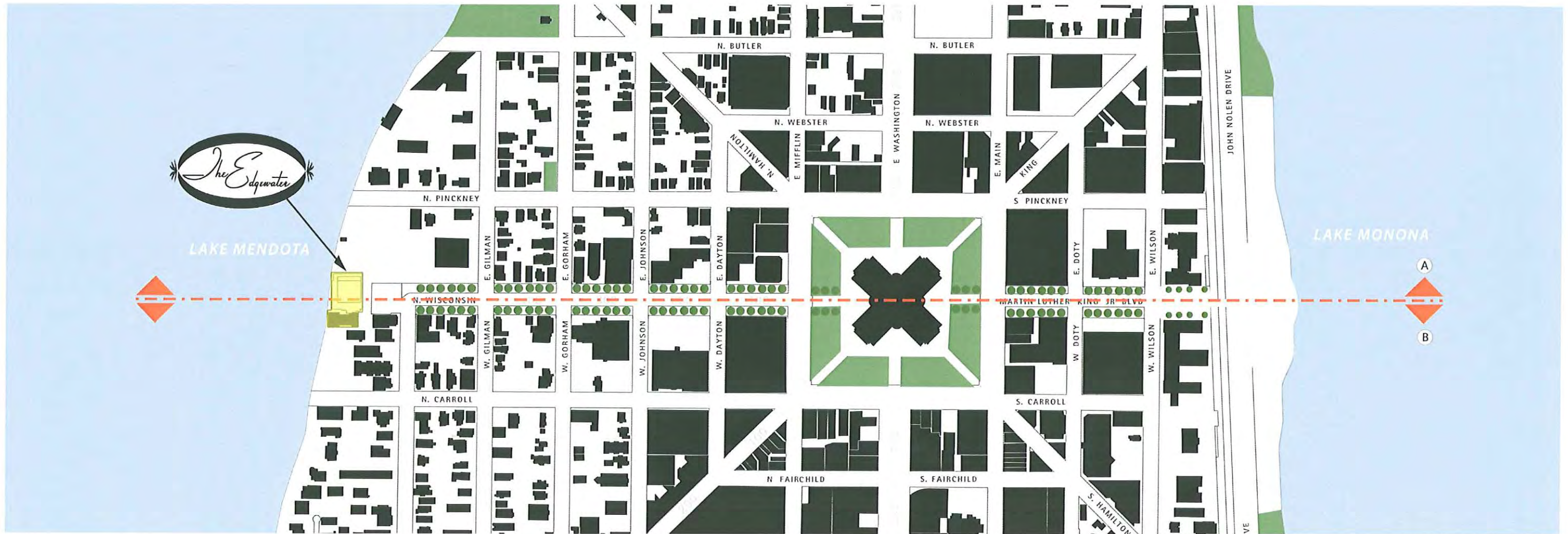


URBAN CONTEXT





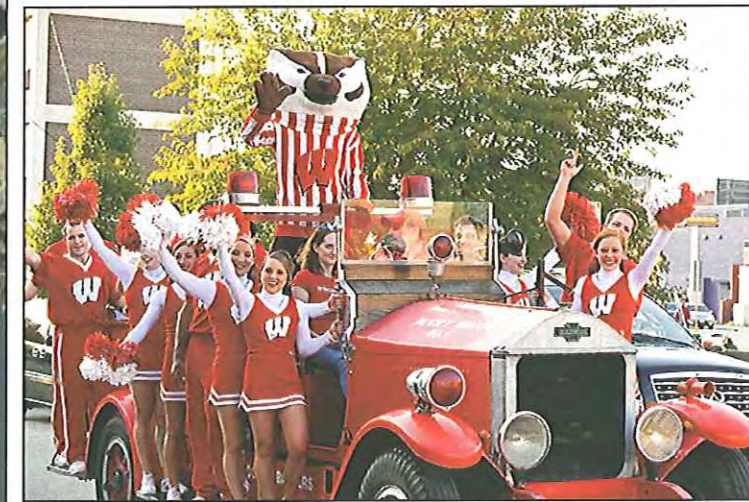
SITE CONTEXT





SITE CONTEXT

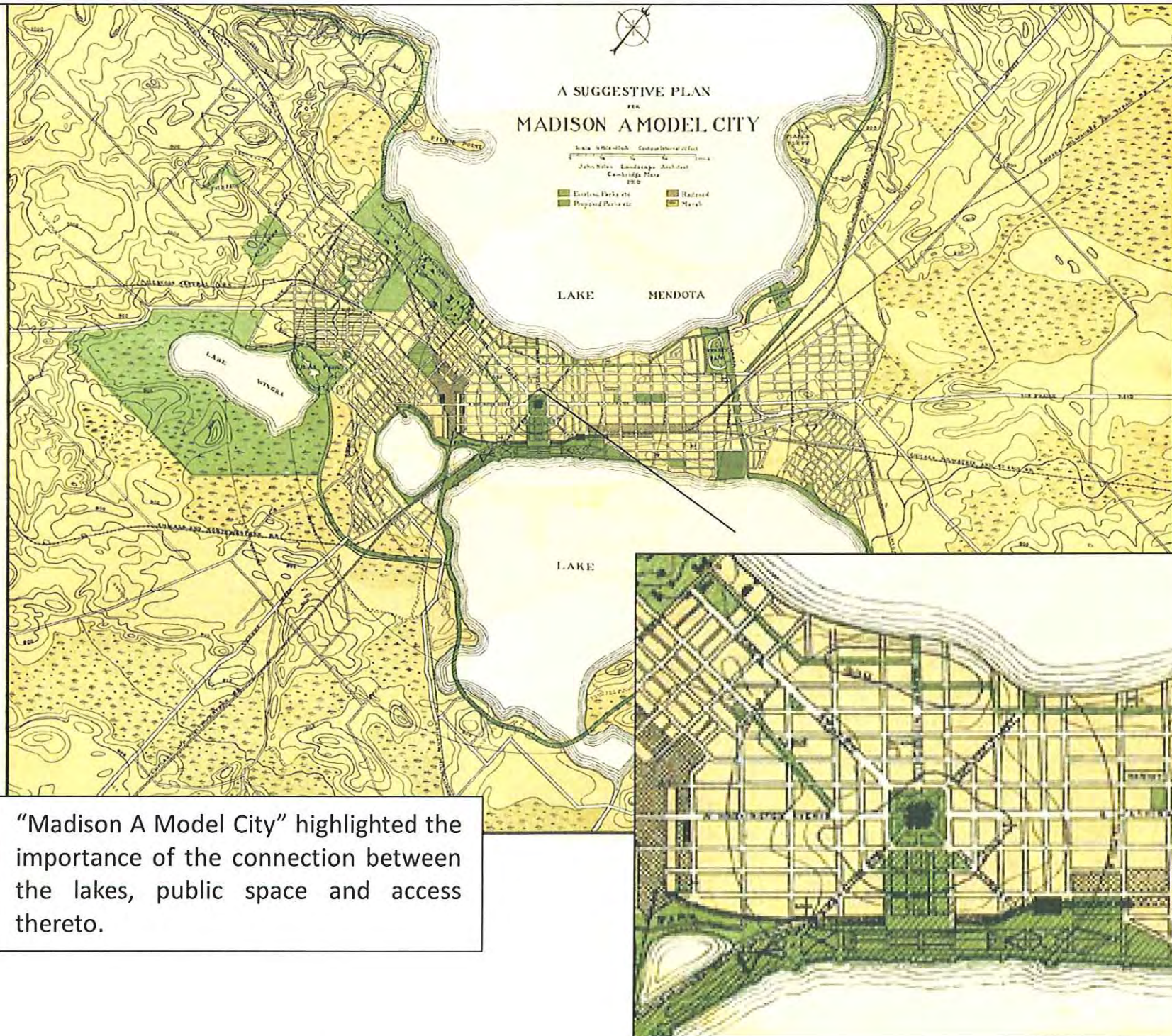
The Project Is Uniquely Positioned at the Intersection of the State Capitol, University of Wisconsin and Lake Mendota.



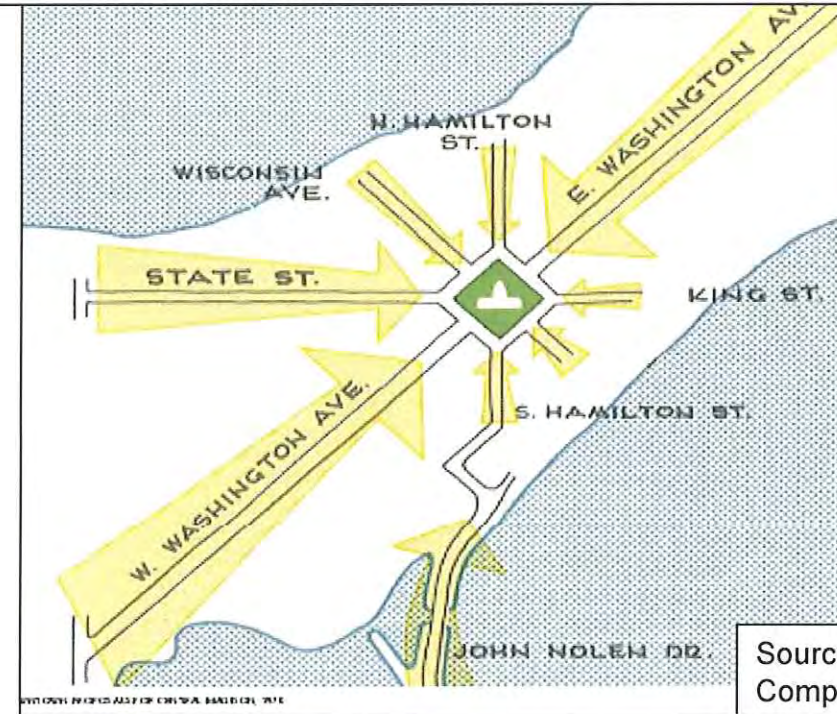


SITE CONTEXT

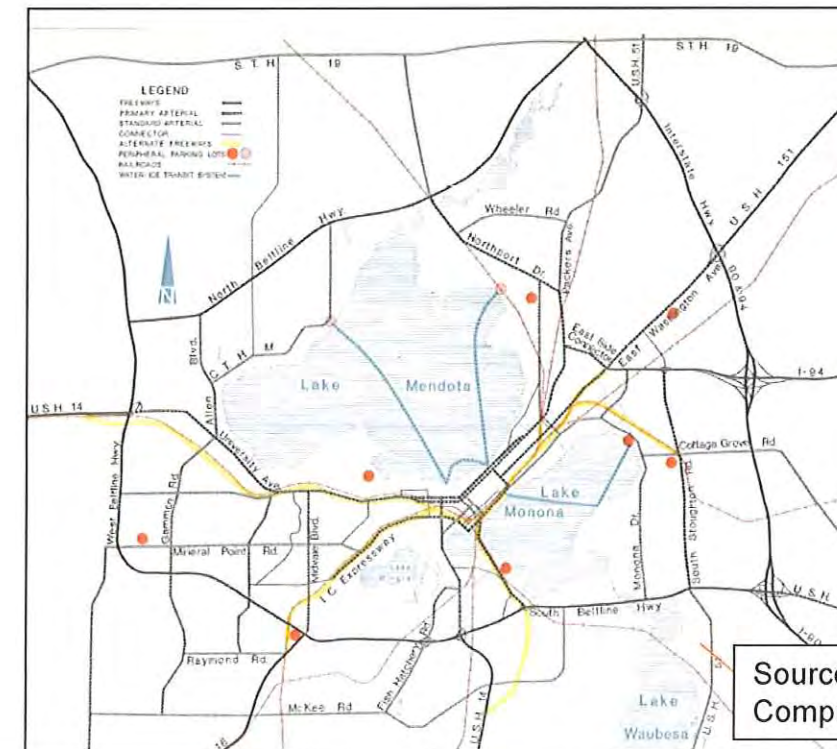
PAST PLANNING DOCUMENTS HAVE FOCUSED ON THE IMPORTANCE OF WISCONSIN AVENUE AND THE PUBLIC EXPERIENCE WITH THE WATERFRONT.



“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

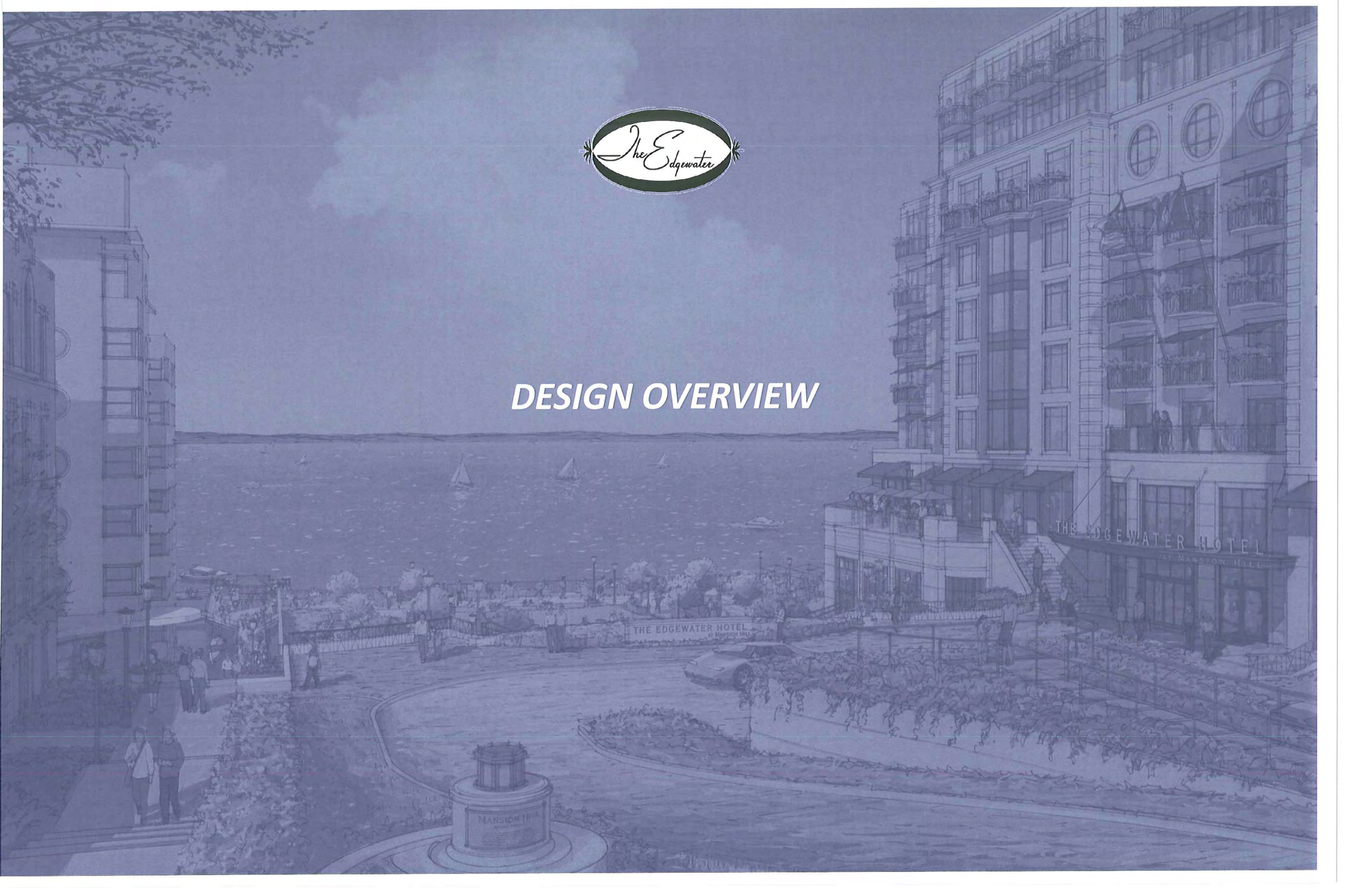
The Project is consistent with the primary goals and objectives of the City's comprehensive plan.

- ⦿ **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



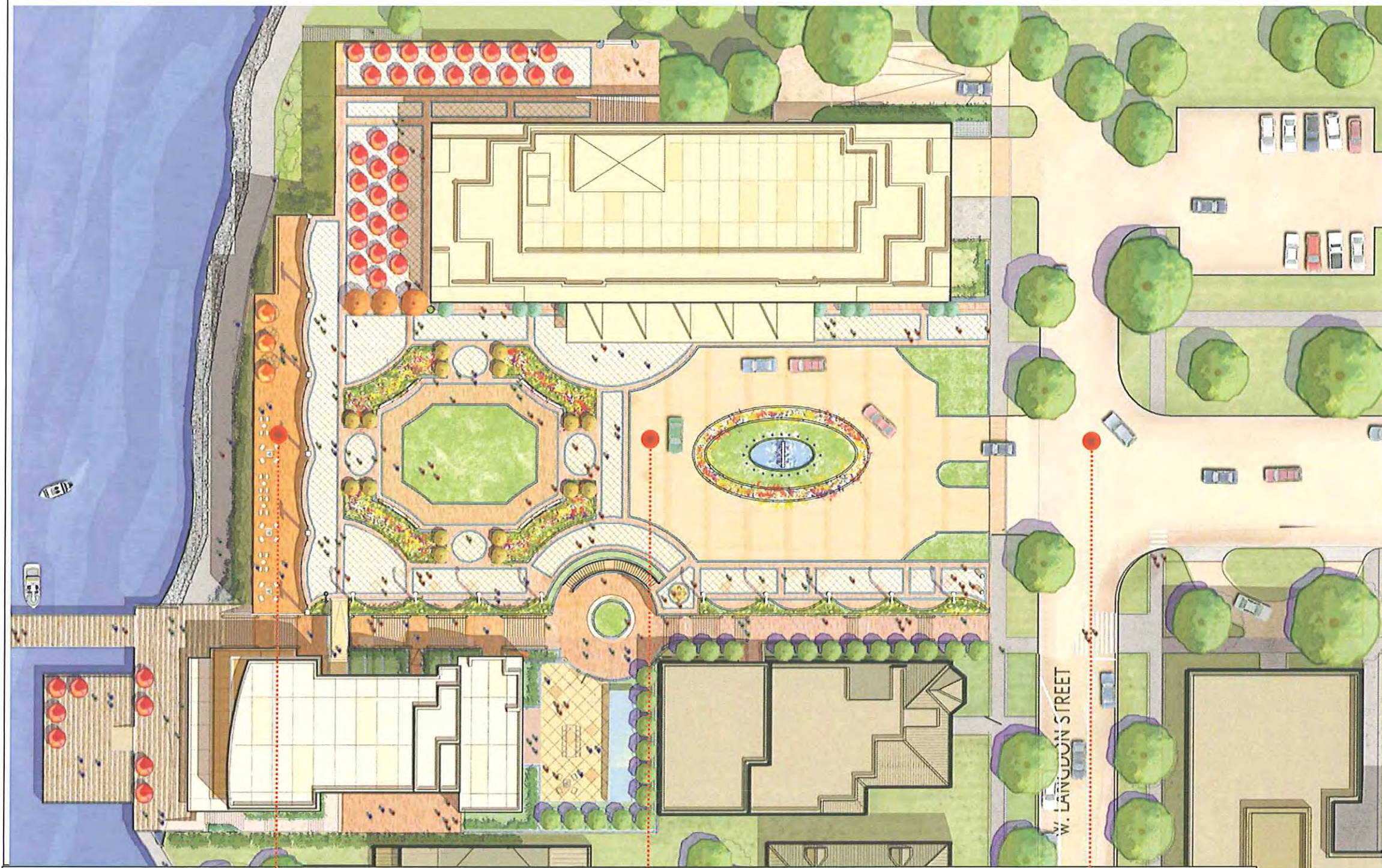


FUTURE VIEW TO THE WATER





PREVIOUS SITE PLAN



Approximate Plaza Elevations

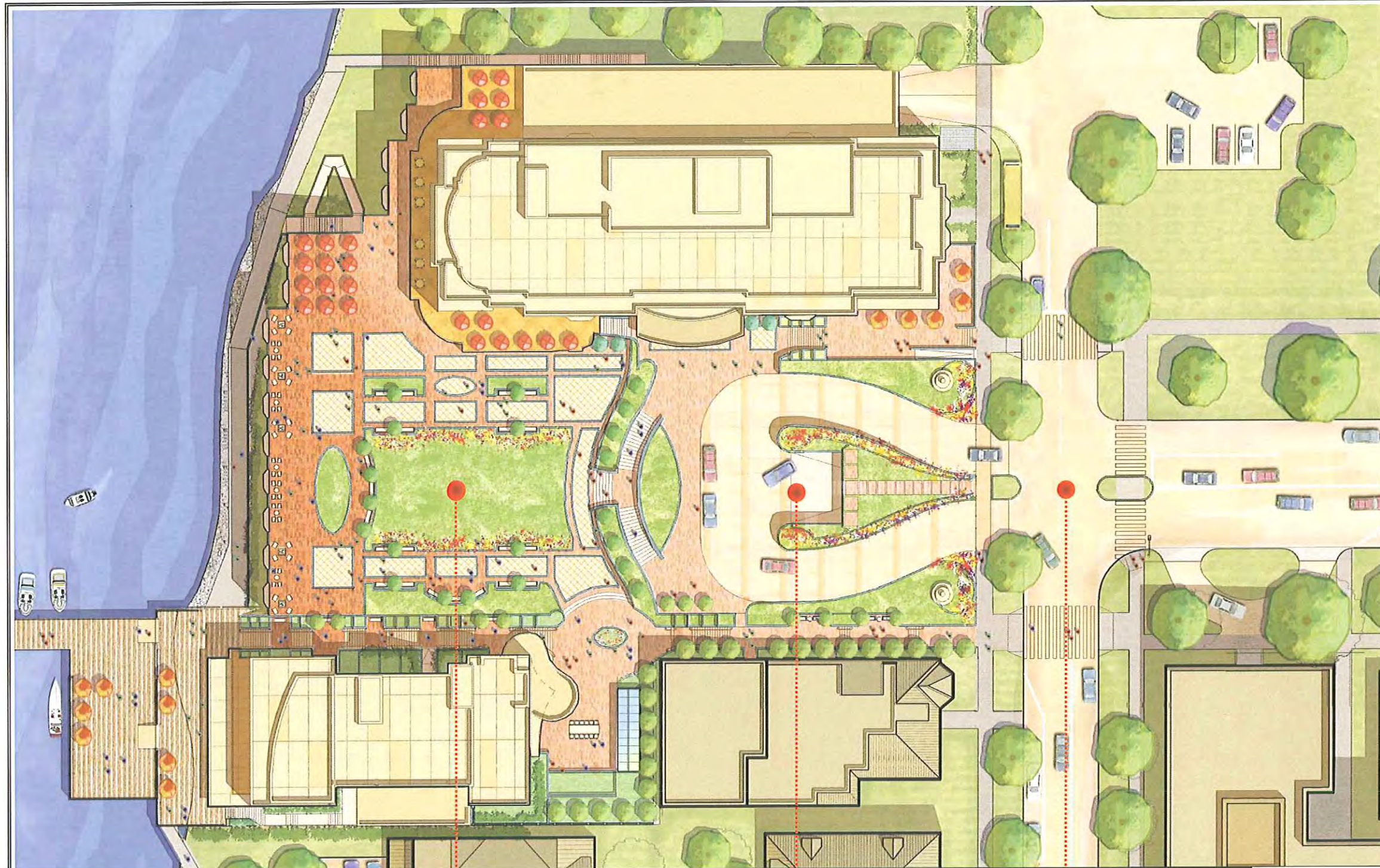
Elevation 52'

Elevation 68'-8"

Elevation 70'



REVISED SITE PLAN



Approximate Plaza Elevations

Elevation 52'

Elevation 61'

Elevation 70'



PREVIOUS REDEVELOPMENT PLAN



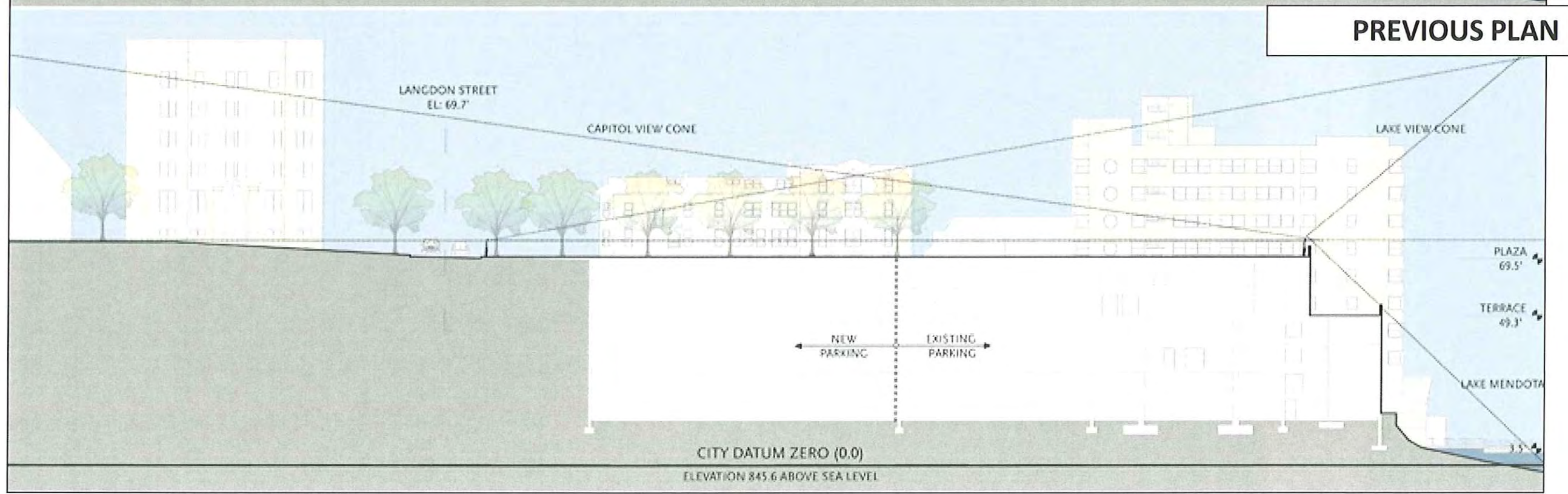
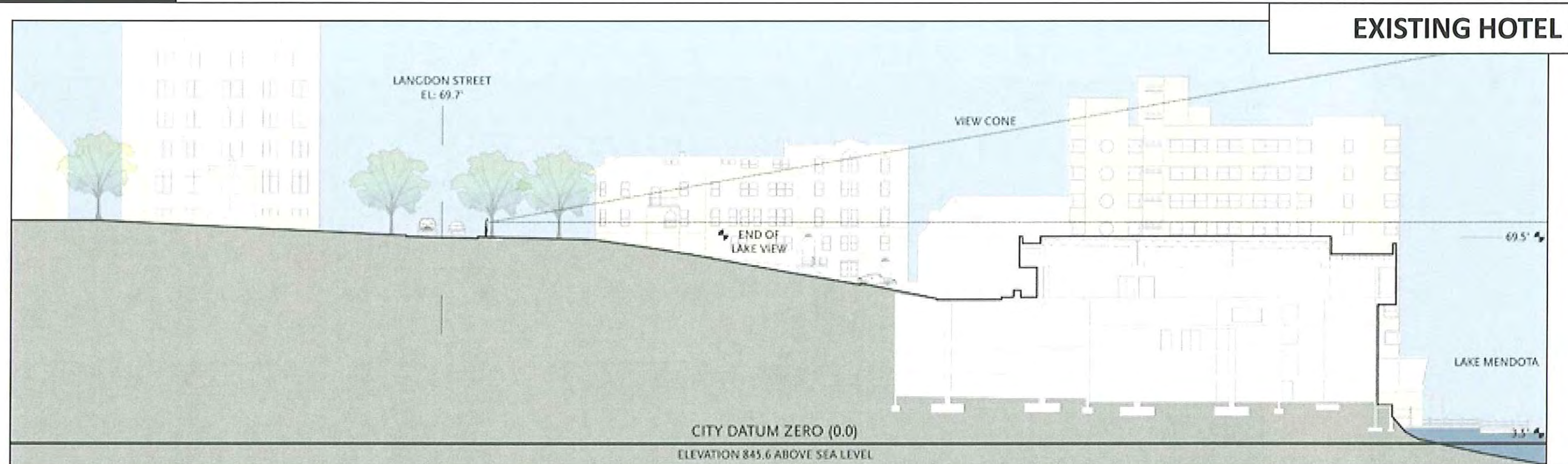


REVISED REDEVELOPMENT PLAN





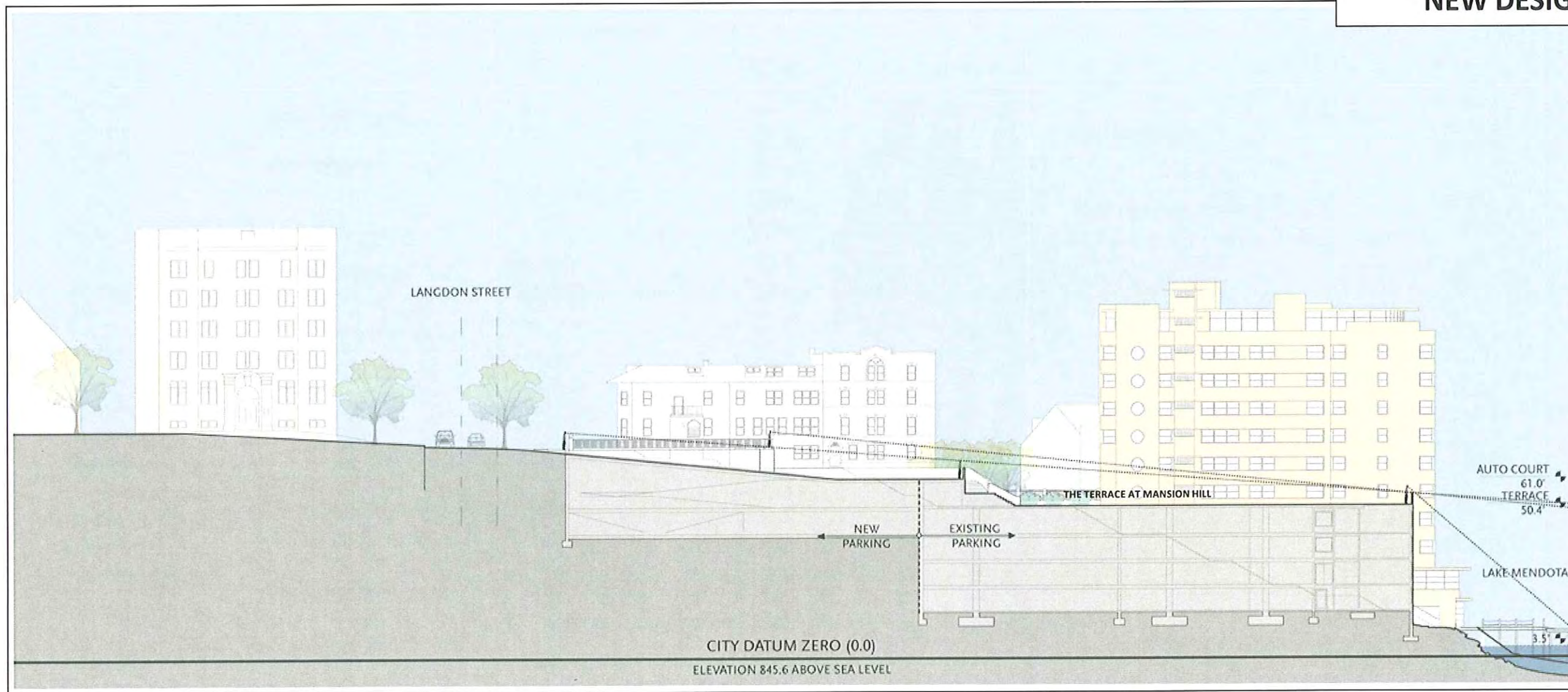
PREVIOUS SECTION





REVISED SECTION

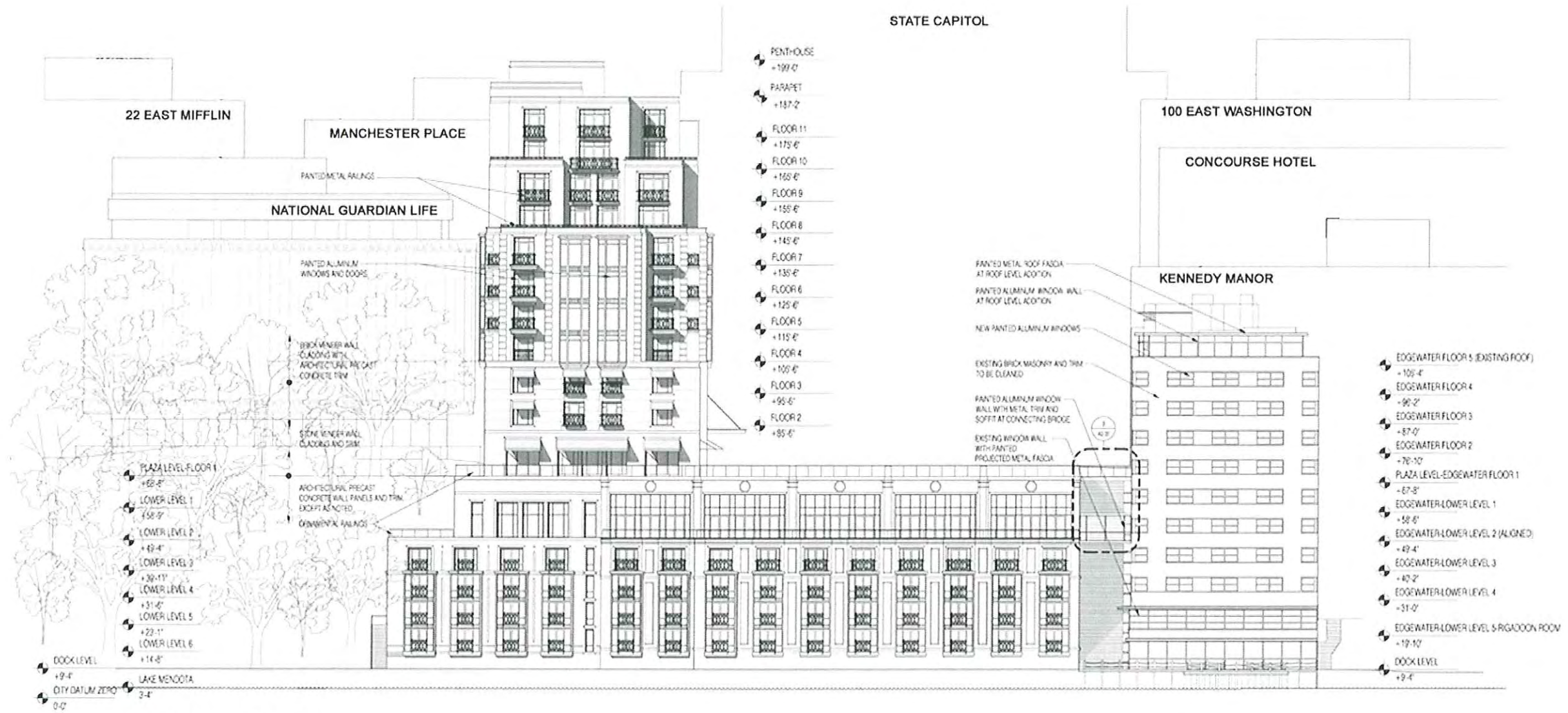
NEW DESIGN





PREVIOUS ELEVATION

PREVIOUS PLAN

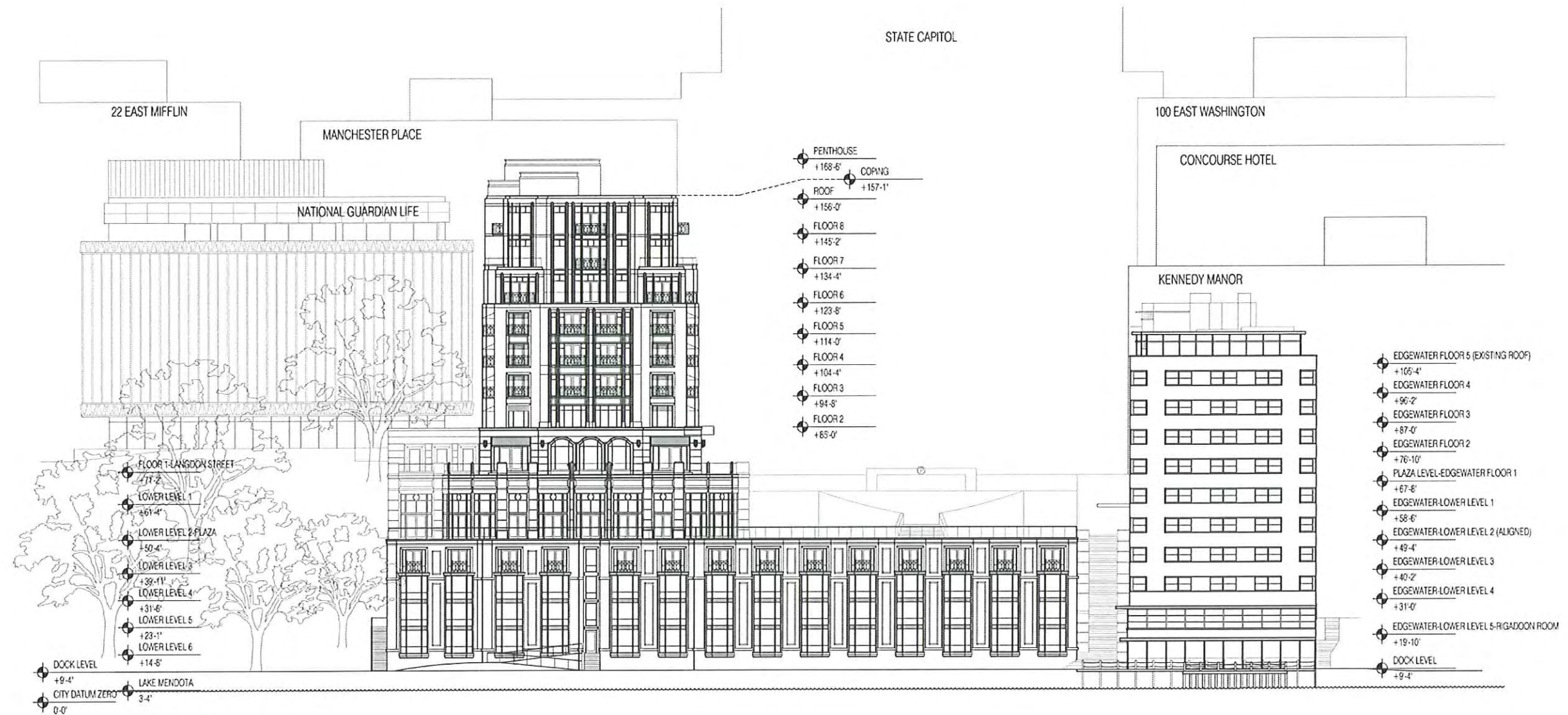


2 Lake Mendota Elevation
SCALE: 1/4" = 1'-0"



REVISED ELEVATION

REVISED PLAN



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



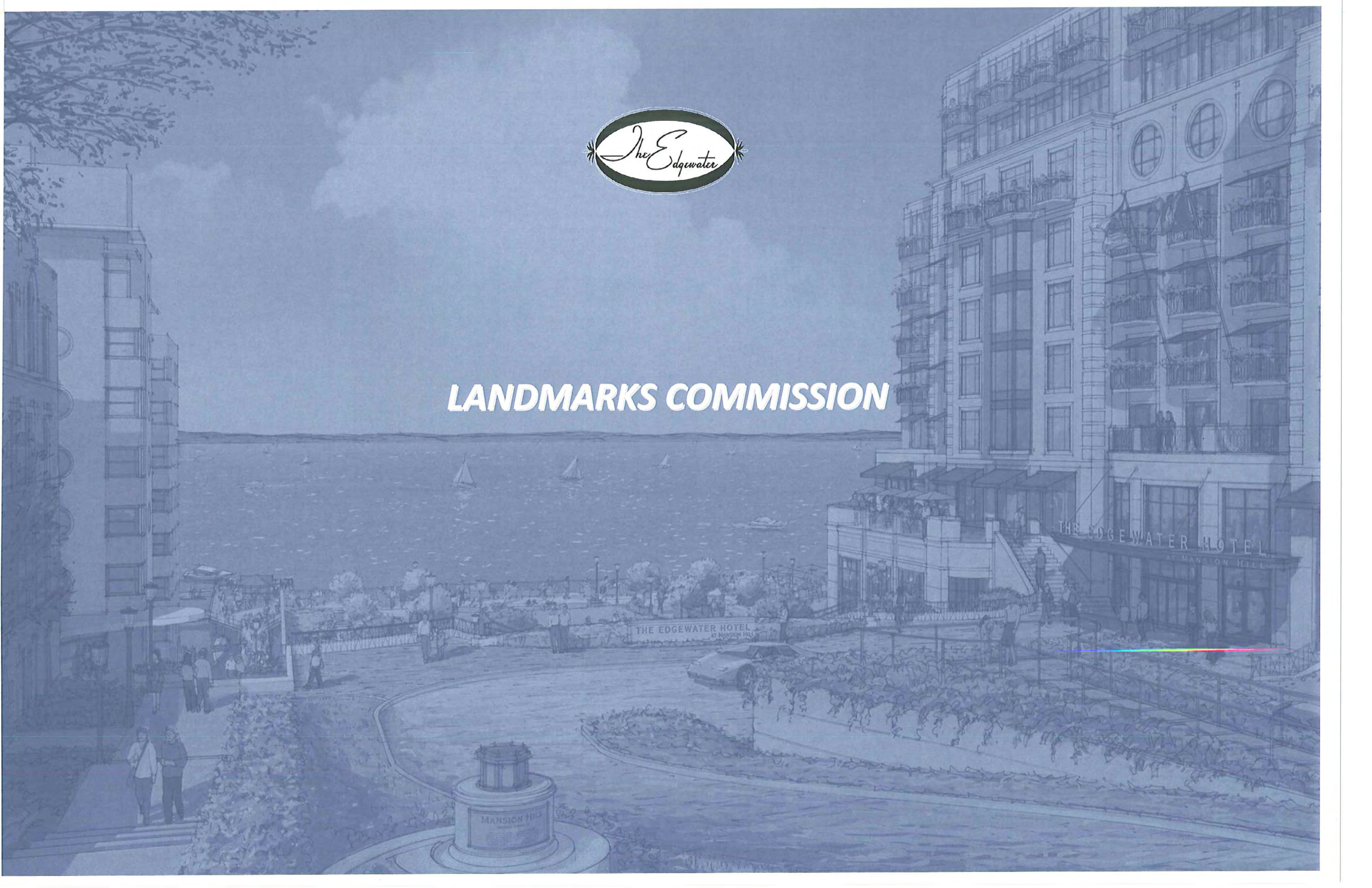
PROGRAM COMPARISON

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")**



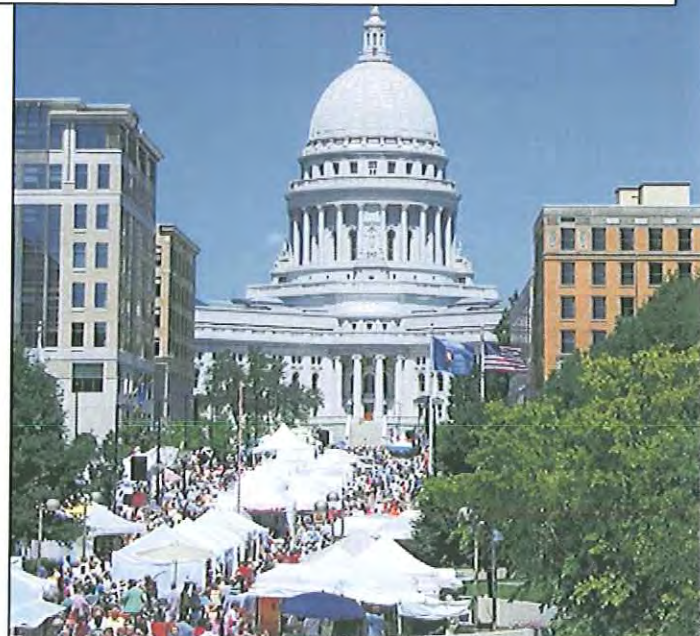
**FOSTER CIVIC PRIDE IN THE BEAUTY AND
NOBEL ACCOMPLISHMENTS OF PAST**



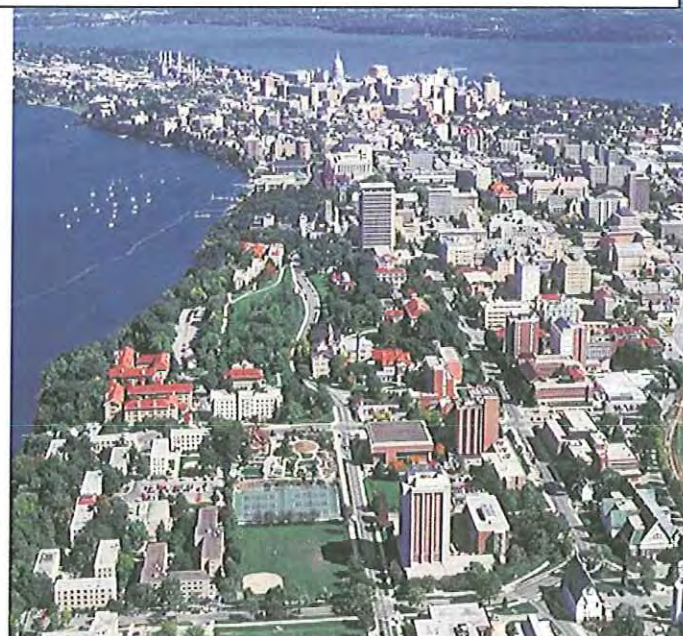
**STABILIZE AND IMPROVE
PROPERTY VALUES**



**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:

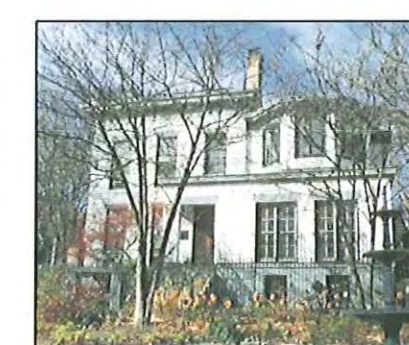
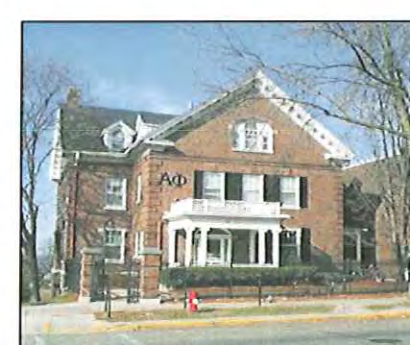
Purpose and Intent. It is hereby declared a matter of public policy that the protection, enhancement, perpetuation and use of improvements of special character or special historical interest or value is a public necessity and is required in the interest of health, prosperity, safety and welfare of the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





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

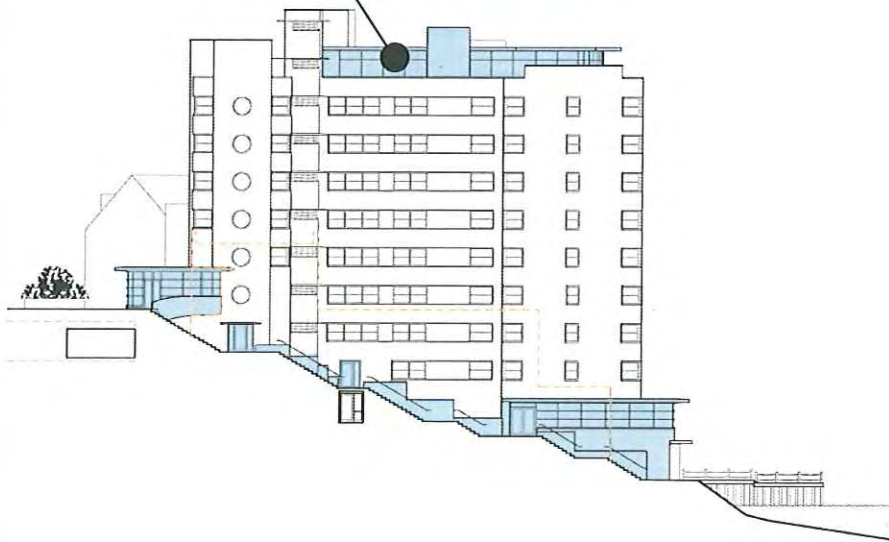
ADDITION COMPLIMENTS ARCHITECTURE



STAIR TO MIMIC TERRACE EFFECT



ENHANCE RIGADOON ROOM ENTRY AS ICONIC FEATURE





HISTORIC RESTORATION

ENHANCE ENTRY CANOPY AS ICONIC FEATURE



New Building Features

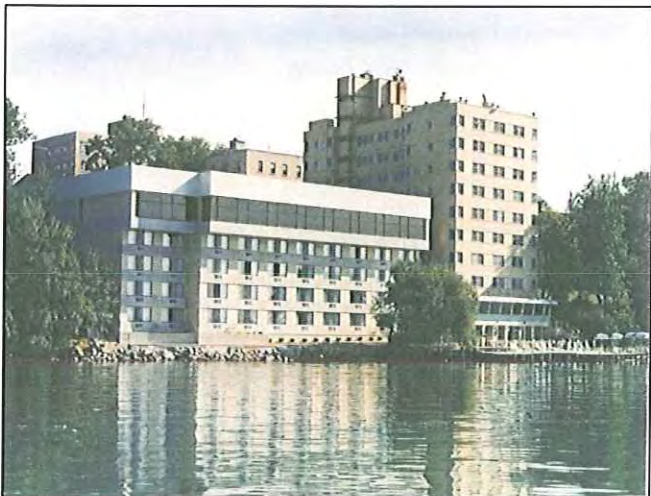
- New building entry to emulate original entry design;
- New entry doors at stair landings;
- New entry doors and extended glazing to match existing into Rigadoon Room;
- Stepped brick and terra-cotta planters along edge of new Grand Stair, typical both sides of stair;
- One floor addition at top of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





VISUALLY RELATED AREA

EXISTING EDGEWATER HOTEL



VISUALLY RELATED AREA BUILDINGS

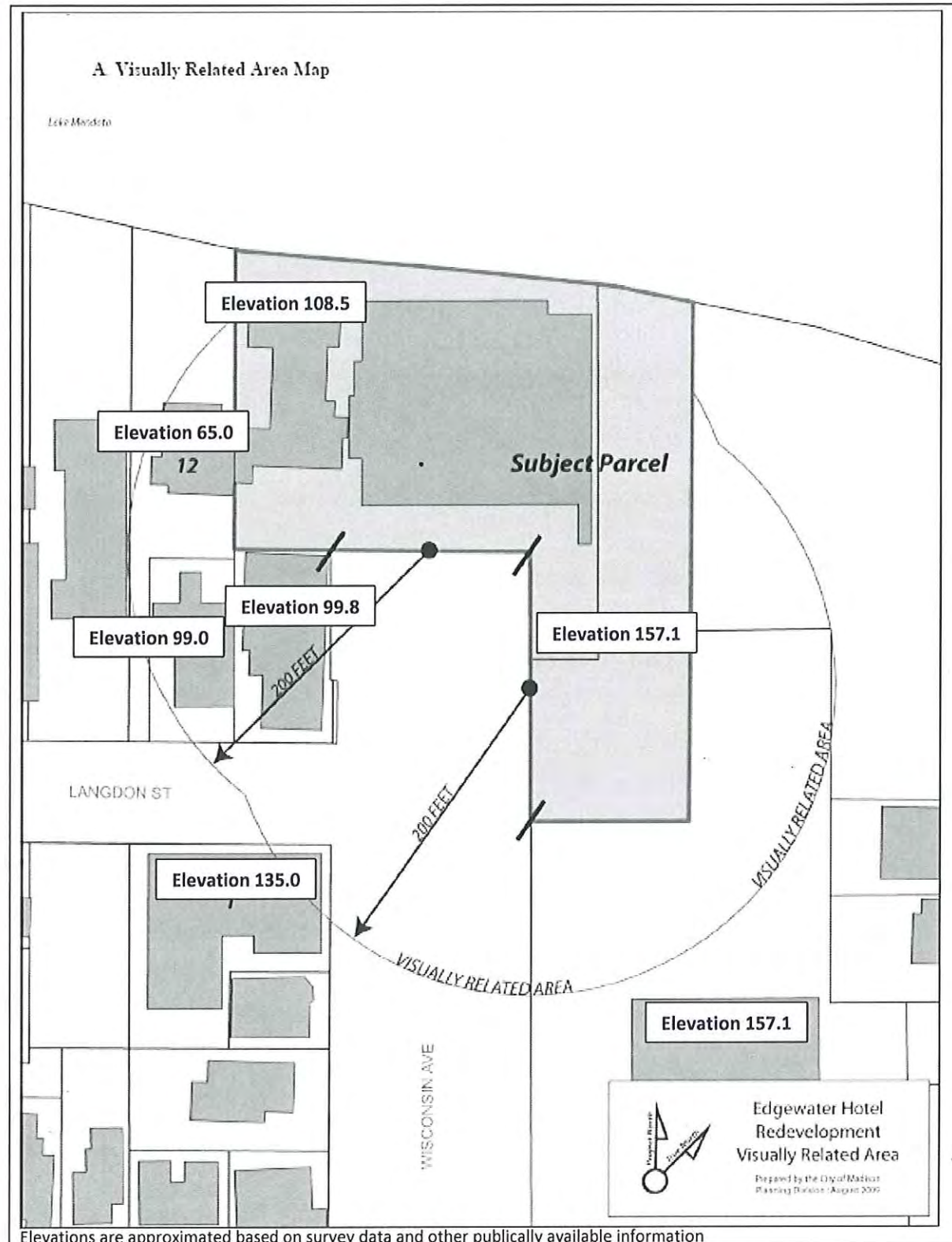


OTHER ADJACENT BUILDINGS





VISUALLY RELATED AREA



Elevations are approximated based on survey data and other publically available information

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:

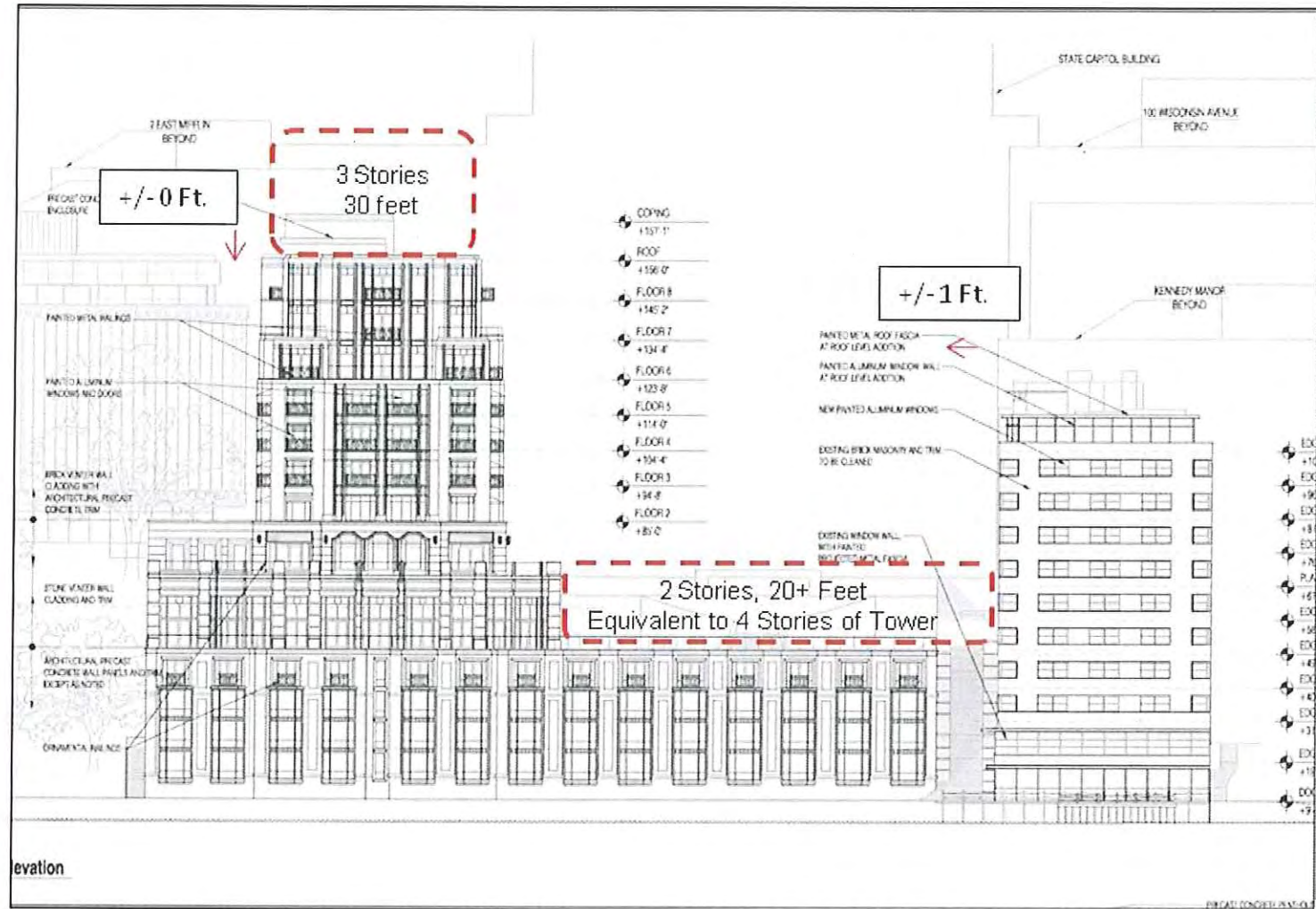
The context of the buildings and environment surrounding the site includes:

- 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

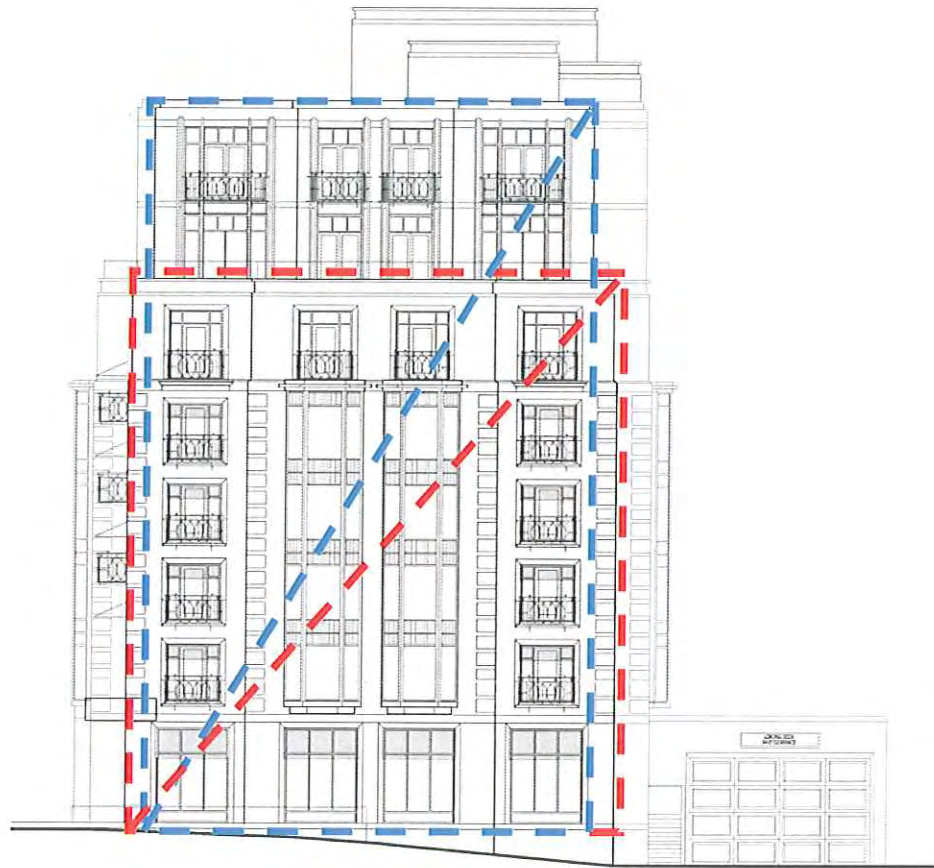
Criteria #1: The gross volume of any new structure shall be visually compatible with the buildings and environment with which it is visually related (visually related area).

- 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 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

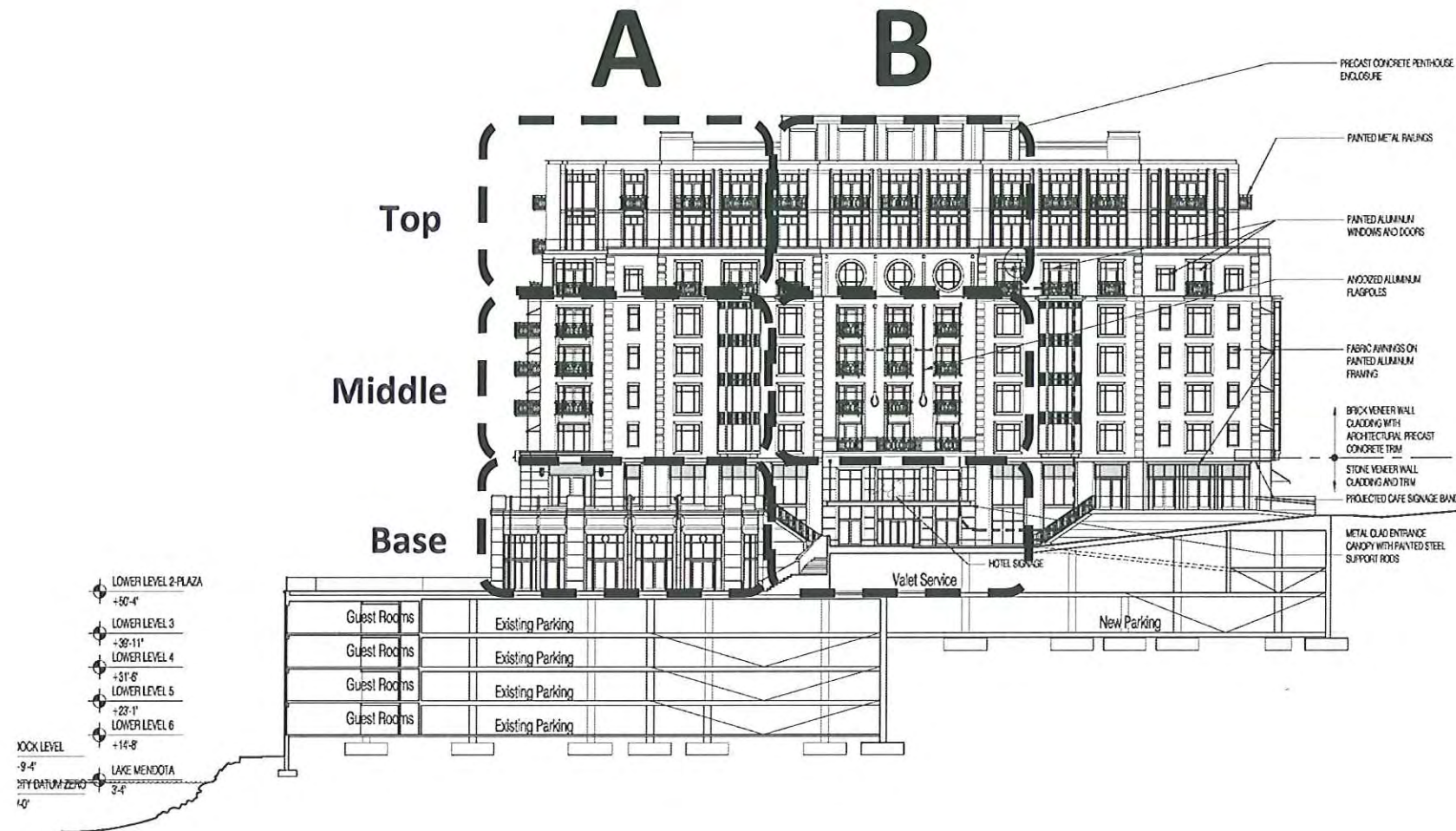


Ambassador Apts.
N. Pinckney Street



VISUALLY RELATED AREA

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;



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





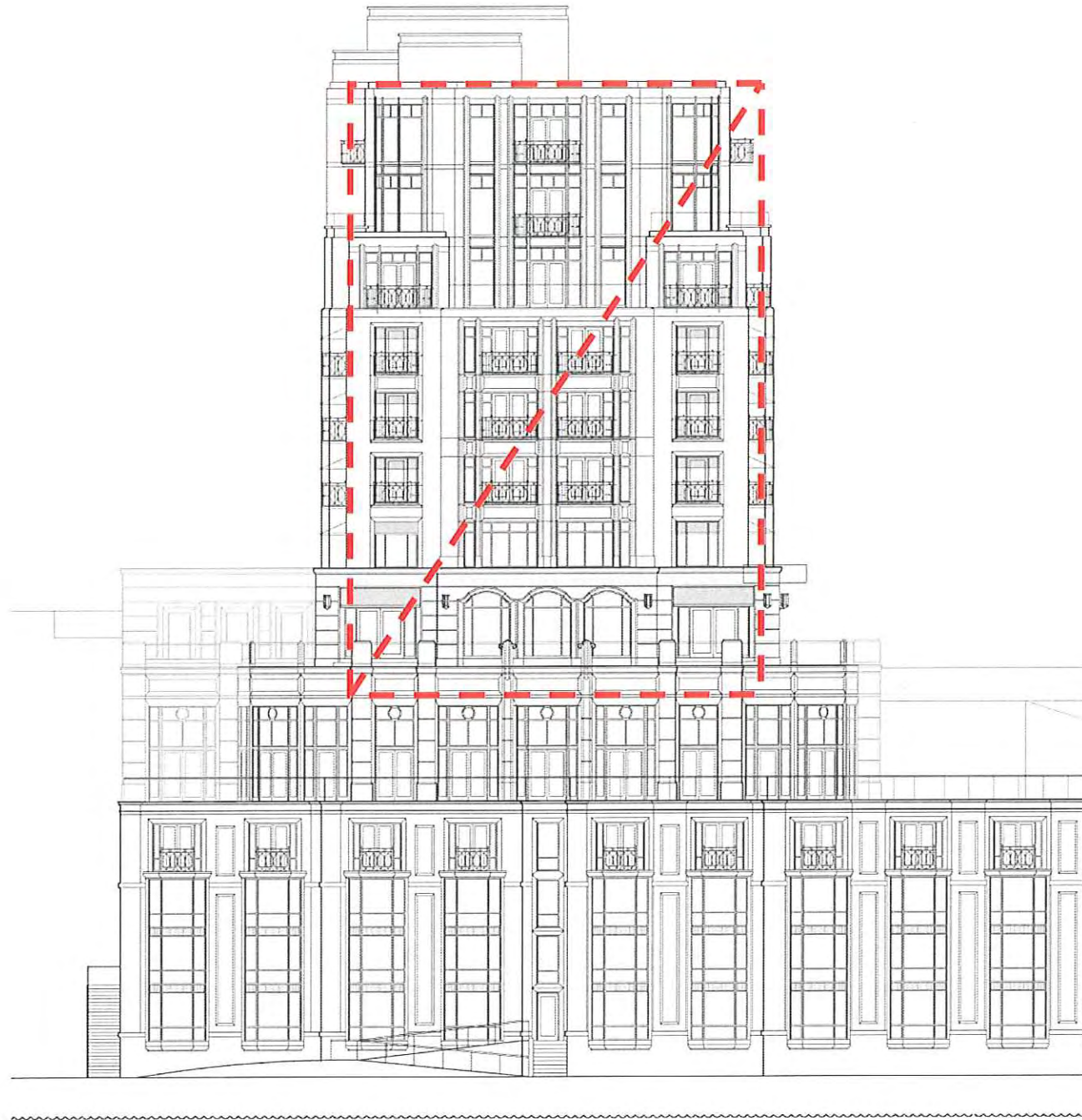
LANDMARKS ORDINANCE VARIANCE

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:

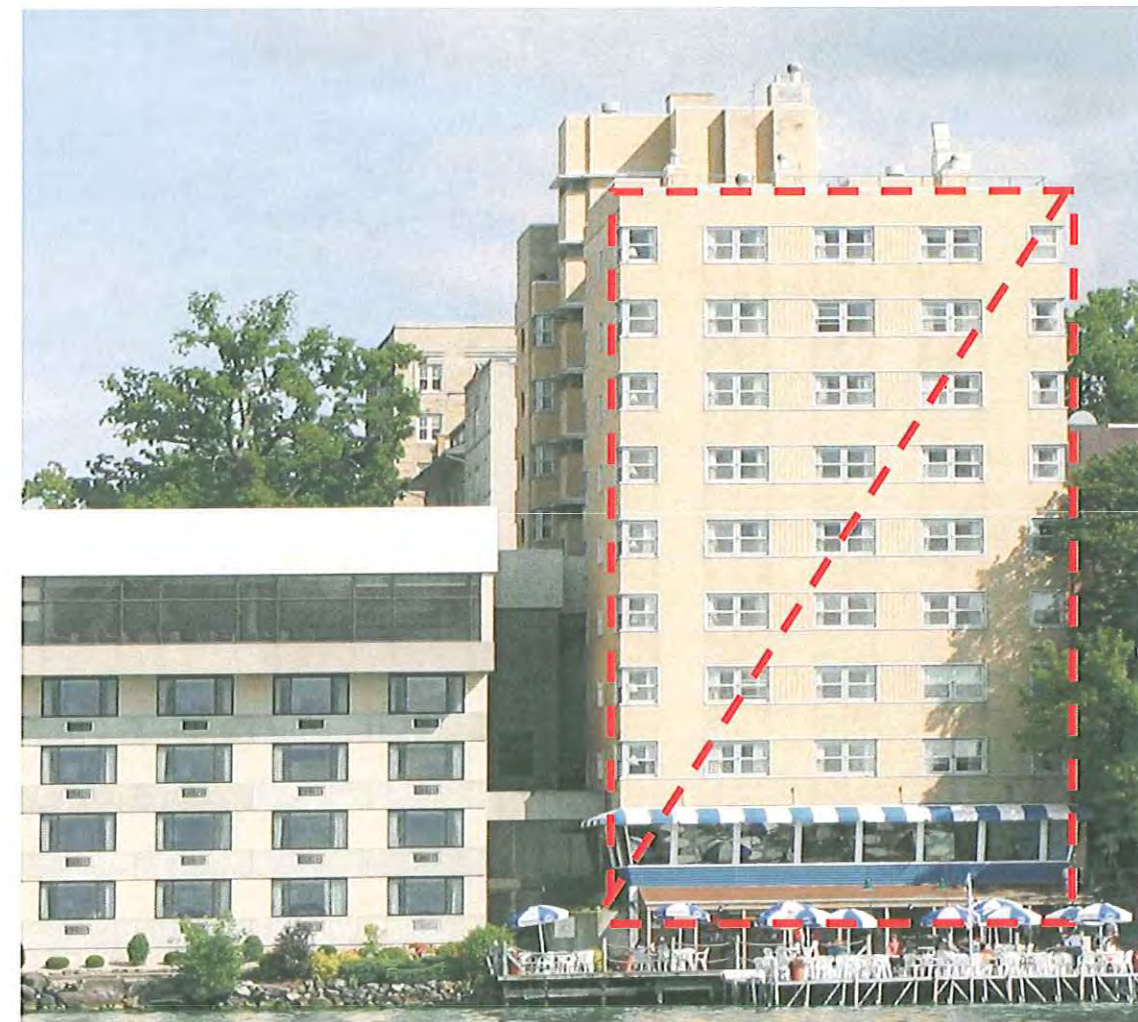
- The variance was put in place to “prevent undue hardships caused by application of the strict letter of the regulations of this chapter and to encourage and promote improved aesthetic design by allowing for greater freedom, imagination and flexibility in the alteration of existing buildings and the 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.



VISUALLY RELATED AREA



New Edgewater Hotel
Lake Mendota



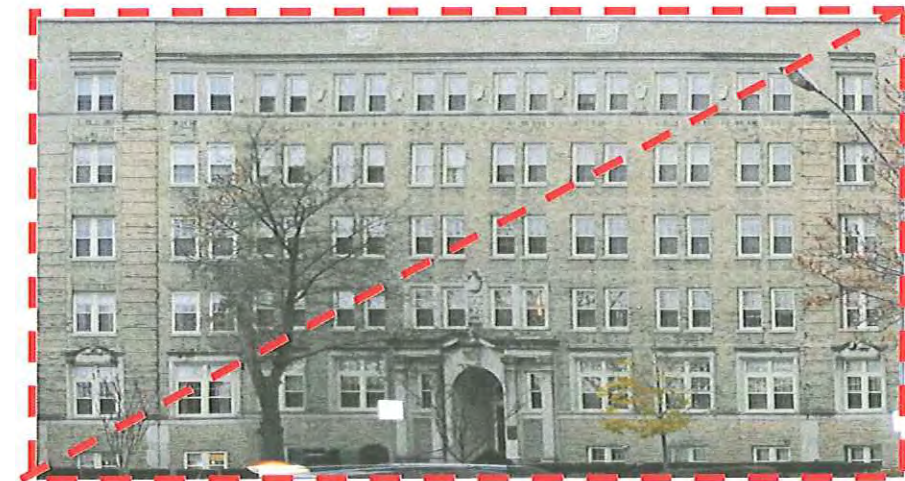
Existing Edgewater Hotel
Lake Mendota



VISUALLY RELATED AREA



New Edgewater Hotel
Plaza Elevation

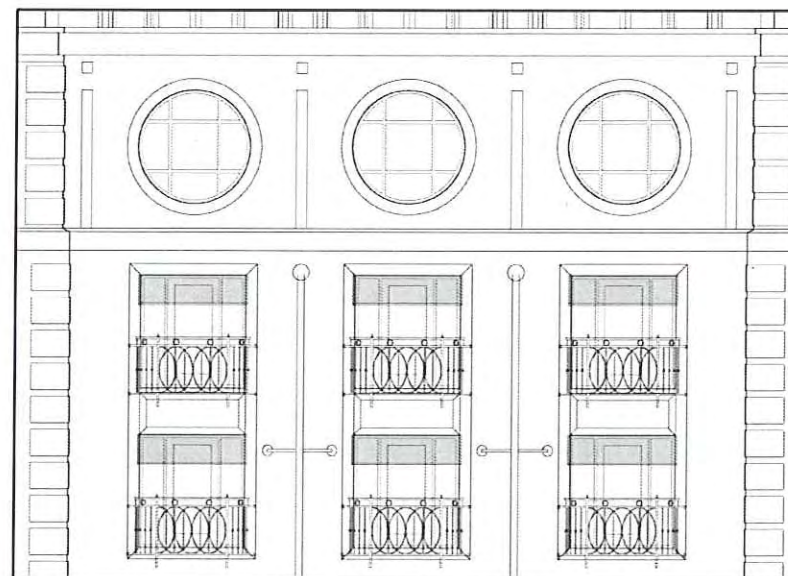
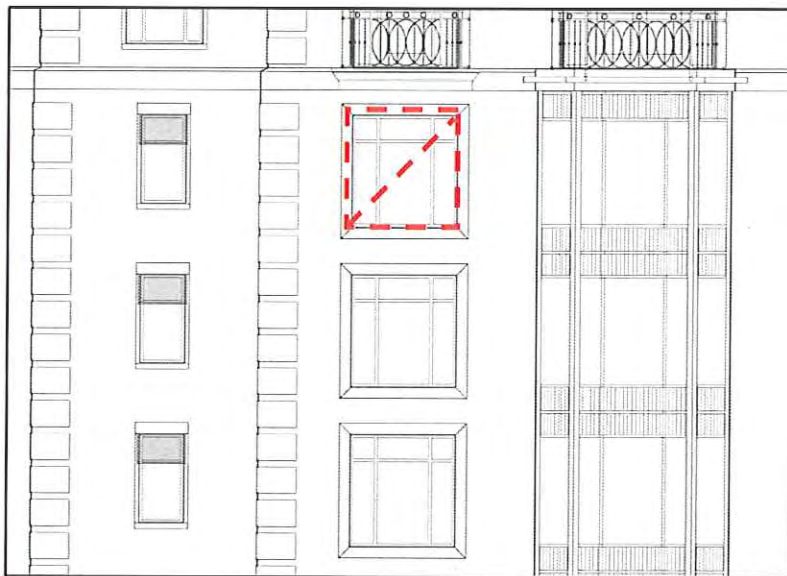


Kennedy Manor
Langdon Street

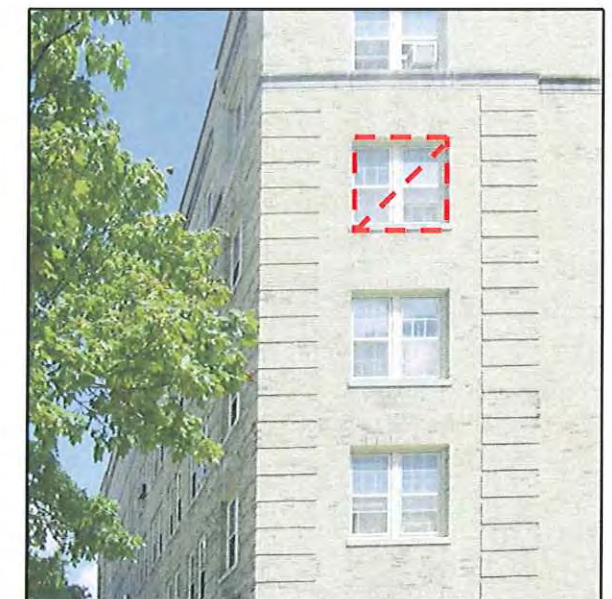


VISUALLY RELATED AREA

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

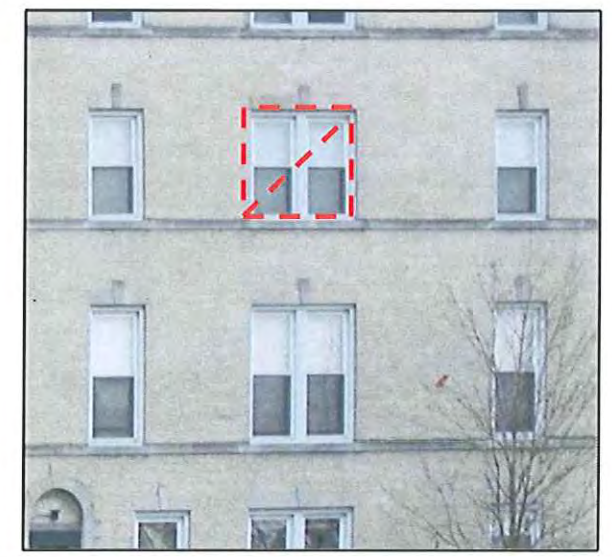


Kennedy Manor

- 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



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.