

## Cnare, Rebecca

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**From:** edjepsen tds.net [edjepsen@tds.net]  
**Sent:** Monday, May 10, 2010 8:42 AM  
**To:** Cnare, Rebecca; Simon, Debra  
**Cc:** Rummel, Marsha  
**Subject:** Edgewater Hotel issues

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Greetings,

Thank you for this opportunity to comment on this important project. While I support renovation and improvement to the Edgewater Hotel I have several concerns.

1. the size of the new tower remains an issue,
2. the economic development and job potential estimates (excluding the construction jobs) appear to be optimistic. Also are these primarily high paying, high tech jobs of the future or are they mostly student and hourly service jobs?
3. I have concerns this is a generous TIF given the number and types of jobs being created. Also there are significant needs in other areas of the city (e.g., E. Washington Avenue).

I have read through the documents posted on the city web page and I request your committee address/clarify the following issues:

I am unclear as to the number of rooms for the proposed facility

- the first version of the Hammes Report specifies 227 hotel rooms and an undetermined number of residential units.
- the revised 2009 version specifies 228 guest and residential rooms

The WSJ Sunday May 9 edition indicates there will be "up to" 190 hotel rooms and 8-10 condo units.

Which sets of figures are accurate?

There are several reference to "zoning text" for the use and maintenance of the public plazas. I could find no meaningful detail in the Hammes report or the city web materials as to the details. Have I missed an important link somewhere? If I have please forward an electronic copy of the text or a link to the text. Thank You.

Sincerely,  
Ed Jepsen  
2317 Oakridge Ave  
Madison

## Cnare, Rebecca

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**From:** Stu Levitan [stuartlevitan@sbcglobal.net]  
**Sent:** Monday, May 10, 2010 9:53 AM  
**To:** Cnare, Rebecca  
**Subject:** Fw: Re: Edgewater

another one

--- On **Mon, 5/10/10**, [mmht2@charter.net](mailto:mmht2@charter.net) <[mmht2@charter.net](mailto:mmht2@charter.net)> wrote:

From: [mmht2@charter.net](mailto:mmht2@charter.net) <[mmht2@charter.net](mailto:mmht2@charter.net)>  
Subject: Re: Edgewater  
To: [stuartlevitan@sbcglobal.net](mailto:stuartlevitan@sbcglobal.net)  
Date: Monday, May 10, 2010, 9:38 AM

Dear Mr. Levitan

It is not the job of the Landmarks Commission to make Madison safe for developers; in fact, it's your job to make Madison safe FROM developers if this city is to have any architectural diversity, urban character, or distinct identity at all.

Mayor Dave won't be in office forever, but the Edgewater will loom for decades and be the gift that keeps on giving, serving as a precedent for further encroachment intent on destabilizing neighborhoods, making them more vulnerable to "redevelopment."

Please vote against the Edgewater addition, a thoughtless, short-sighted affront to the visual environment and to the taxpayer. Madison should have a broader base of government than rule by developers.

Margaret Marriott

## Cnare, Rebecca

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**From:** Stu Levitan [stuartlevitan@sbcglobal.net]  
**Sent:** Monday, May 10, 2010 7:24 AM  
**To:** Cnare, Rebecca  
**Subject:** Fw: Edgewater Hotel redevelopment

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Another public record.

--- On **Mon, 5/10/10**, Sara Record Frings <[sararecordfrings@gmail.com](mailto:sararecordfrings@gmail.com)> wrote:

From: Sara Record Frings <[sararecordfrings@gmail.com](mailto:sararecordfrings@gmail.com)>  
Subject: Edgewater Hotel redevelopment  
To: "Bridget R. Maniaci" <[district2@cityofmadison.com](mailto:district2@cityofmadison.com)>, "Daniel J. Stephans" <[dan.stephans@wisconsin.gov](mailto:dan.stephans@wisconsin.gov)>, "Stuart Levitan" <[stuartlevitan@sbcglobal.net](mailto:stuartlevitan@sbcglobal.net)>, "Robin M. Taylor" <[rtaylor@restainohomes.com](mailto:rtaylor@restainohomes.com)>, "Michael J. Rosenblum" <[michaeljrosenblum@yahoo.com](mailto:michaeljrosenblum@yahoo.com)>, "Christina Slattery" <[christina.slattery@meadhunt.com](mailto:christina.slattery@meadhunt.com)>, "Erica Fox Gehrig" <[m.gehrig@att.net](mailto:m.gehrig@att.net)>  
Date: Monday, May 10, 2010, 7:07 AM

Dear Landmark Commission Members,

I am writing in support of a Certificate of Appropriateness for the Edgewater redevelopment.

I'm a Madison native, and have been excited about the Edgewater project ever since I first read about it -- what a terrific addition to Downtown. It gives us back the lake! I love the ideas for the terrace and waterfront walkway; I also love knowing that I won't have to look at the dreary bulk of the current structure whenever I drive down Wisconsin Avenue. The original 1940s building is a treasure, but sadly overshadowed by the shoddy addition; I'd love to see it restored as it should be.

I find Madison to be short on fine hotels and event venues, and I am sure I'm not the only one. A redeveloped Edgewater fills the gap in both areas. I think it will be an invaluable addition both to Downtown and to the Mansion Hill area -- the best thing since Overture Center, frankly. And I think that 10-20 years from now it would be just as hard to imagine Downtown without the new Edgewater as without Overture.

Please help Madison move forward with the Edgewater. I think it'll be good for property values, good for Downtown business overall -- and I just think it's a wonderful thing we can do for the city we all love.

Thank you very much for your time and your commitment.

Sara Record Frings

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Sara Record Frings, MadCity Style LLC  
Personal Stylist & Wardrobe Consultant  
2215 Van Hise Avenue, Madison WI 53726  
608-231-9894, 510-381-7272 (cell)

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## Cnare, Rebecca

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**From:** Stu Levitan [stuartlevitan@sbcglobal.net]  
**Sent:** Sunday, May 09, 2010 9:13 PM  
**To:** Cnare, Rebecca  
**Cc:** May, Michael  
**Subject:** Fw: Stuart, edgewater vote

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Rebecca/Michael

What do we do, public records-wise, with communications such as this? Are we responsible for maintaining our own correspondence files?

thanks,

Stu

--- On Sun, 5/9/10, Joe Lusson <joelusson@gmail.com> wrote:

From: Joe Lusson <joelusson@gmail.com>  
Subject: Stuart, edgewater vote  
To: "SLevitan" <stuartlevitan@sbcglobal.net>  
Date: Sunday, May 9, 2010, 8:42 PM

Stuart:

A quick note before tomorrow's meeting. Despite the PR juggernaut Hammes has unleashed (featuring squadrons of union workers who don't live in Madison ), there are many actual city residents not so enamored with this project. For many reasons.

**1. Historic preservation.** The building is wayyy too big for the district, and the design is some kind of historic retro-blah. Don't be fooled by gimmicks like moving an underground parking garage. A massive hotel will completely change the tenor of life in Mansion Hill. We have practically no luck protecting older buildings that aren't in a local historic district – it would be a travesty to so blatantly disregard and undermine one of our few, and oldest local districts. And are they truly restoring the 1940s hotel? I don't think so.

**2. Civic priorities.** Madison doesn't need this specific project to be approved. Lakefront property. Prime downtown location. Wealthy developer. Palms up, begging for \$16 million. Please. A "public space" that no matter how you define it, will be more welcoming to hotel guests than to the average Madisonian. And, they reserve the right to close it essentially whenever they want.

Think of the real priorities facing the city: a new central library, train station, maintaining our existing parks, affordable housing, turning around neighborhoods that actually do need help, ...that's just the beginning.

The city will survive and thrive without this project. In fact, we'll be far better off with a smaller project that breaks fewer rules, impinges less on a cherished historic district, and requires far less city money. When this project gets turned down, the next developer, proposing a smaller hotel will be welcomed as a hero, sailing through the approval process. It's not hard to imagine.

I urge you to turn down their application and uphold the principles of historic protection for one of our few valuable historic districts.

Joe Lusson

627 E. Gorham St.

## Cnare, Rebecca

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**From:** gtipler@tds.net  
**Sent:** Monday, May 10, 2010 1:58 PM  
**To:** m.gehrig@att.net; christina.slattery@meadhunt.com; michaeljrosenblum@yahoo.com; rtaylor@restainohomes.com; Stu Levitan; dan.stephans@wisconsin.gov; Maniaci, Bridget  
**Cc:** Fruhling, William; Cnare, Rebecca  
**Subject:** Landmarks Commission Edgewater addition review

Re: Edgewater addition review

Dear Members of the Landmarks Commission:

It is my hope that the Landmarks Commission will be able to set aside the falsehoods and misrepresentation embodied in the Edgewater Hotel addition proposal, and that the Commission attend to the facts and follow the requirements of the Landmarks Commission in attending to review prescribed in the zoning law -- the Mansion Hill zoning ordinance.

This project, as proposed, clearly doesn't meet any of the criteria for review, much less a vote on approvability.

To do otherwise is to undermine the justification for all zoning regulations and increase the risk, both perceived and actual, for non-speculatively-owned properties in historic districts throughout the city, if not within all residential zoning districts.

Is Madison headed to become a little Houston, where no zoning exists? Maybe it would be more equitable in the long run.

Though, it appears that the Landmarks Ordinance is about to be recklessly disemboweled regardless of this vote, it may behoove the commission to do the right thing and follow the law, as it faithfully has since its inception.

I thank you in advance for maintaining your integrity and dedication to the public good.

Respectfully,

Gary Tipler  
Third Lake Ridge Historic District resident  
807 Jenifer Street  
Madison, WI

## Cnare, Rebecca

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**From:** Jerome Knapp [knappjerome@gmail.com]  
**Sent:** Monday, May 10, 2010 3:39 PM  
**To:** Cnare, Rebecca  
**Subject:** support of Edgewater

Dear Ms. Cnare - I am writing in support of the Edgewater Project as it goes before the two committees tonight. I had hoped to speak in person in support of the project but will be unable to do so. Please provide all committee and council members copies of the following statement, and please see that our support is properly recorded.

*On behalf of the Laborers-Employers Cooperation and Education Trust, the hundreds of Laborers' International Union of North America members in the Madison area and the contractors who employ them, I would like to register in full support of the Edgewater Project and the developer, Hammes. This project, which promises to employ a significant number of Madison tradespeople, is a catalytic one which will have immediate and longterm positive economic impact. Never before has our organization seen a developer more willing to address the needs and concerns of a community, of the men and women who work in the skilled trades and of the City's own vision of its downtown. We sincerely hope that the City shares with us what is clearly a community wide sentiment of how the development process should work -- that while real estate development is a natural part of the urban environment, it can be done in a manner that maximizes public engagement. The Hammes Company, in our estimation, has set the bar high on the Edgewater Project. We look forward to the benefits it will bring to our City for years to come.*

--

*Jerry Knapp  
LECET Business Development Director  
Madison, WI  
[knappjerome@gmail.com](mailto:knappjerome@gmail.com)*



## Cnare, Rebecca

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**From:** Colin Godding [cgodding@architecturecsg.com]  
**Sent:** Monday, May 10, 2010 3:56 PM  
**To:** Cnare, Rebecca; Maniaci, Bridget; dan.stephans@wisconsin.gov;  
stuartlevitan@sbcglobal.net; rtaylor@restainohomes.com; michaeljrosenblum@yahoo.com;  
christina.slattery@meadhunt.com; m.gehrig@att.net  
**Subject:** Edgewater Hotel

I would like to register my support for the Edgewater Hotel expansion project. The plan as submitted restores the visibility of the original hotel and improves the view and access to Lake Mendota for all. The people of the City of Madison have to get over their fear of heights. This project is in the center of the city, we have to start going up. The neighborhood as it now stands would never have allowed for the Quisling apartment building or the Kennedy Manor apartments to be built because they are out of scale with the surrounding neighbors.

All neighborhoods like their neighborhoods and don't want change but that is what keeps cities and neighborhoods vibrant.

Please vote to give them a Certificate of Appropriateness for this project.

Colin Godding  
Architecture|CSG, Inc.  
107 N. Hamilton St.  
Madison, WI 53703

## Cnare, Rebecca

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**From:** Sharon Godding [sgodding@architecturecsg.com]  
**Sent:** Monday, May 10, 2010 11:20 AM  
**To:** Cnare, Rebecca; Maniaci, Bridget; dan.stephans@wisconsin.gov;  
stuartlevitan@sbcglobal.net; rtaylor@restainohomes.com; michaeljrosenblum@yahoo.com;  
christina.slattery@meadhunt.com; m.gehrig@att.net  
**Subject:** Support of Edgewater Project  
**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

I would like to indicate my support for the redevelopment of the Hammes Team Edgewater Hotel project. I am unable to attend the meeting tonight but would like to register in support of this project.

Please vote to give them a Certificate of Appropriateness for their project.

### **Sharon Godding**

*Interior Designer*

Architecture|CSG, Inc.

107 N. Hamilton St.

Madison, WI 53703

t: 608-251-4402

f: 608-251-4471

e: [sgodding@architecturecsg.com](mailto:sgodding@architecturecsg.com)

# Edgewater Project Visual Impact Summary

In order to ensure accuracy of Visually Related Area volume calculations, we used a 100-foot tape measure and a laser to physically measure the above grade volume of the six VRA buildings. However, there are discrepancies when our results are compared with those calculated by City staff using City of Madison and Hammes Company provided information. Our calculation yielded a total VRA volume of 1,933,220 cubic feet, whereas staff/Hammes calculations yielded 2,262,000 cubic feet.

***We have chosen here to use staff/Hammes calculations, which benefit the case in favor of compliance.***

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<u>VRA Address</u>	<u>Stories</u>	<u>Built</u>	<u>Visible CF (see above)</u>
2 Gilman, E.	5	1963	1,152,000
1 Langdon	5	1929	589,800
2 Langdon	3	1857	215,000
10 Langdon	2.5	1900	107,100
12 Langdon	3	1924	159,600
516 Wisconsin	2	1896	38,500

Quantity of VRA Buildings: 6  
Total Above Grade Volume All VRA Buildings: 2,262,000 Cubic Feet  
Average of Above Grade VRA Volume: 377,000 Cubic Feet  
Average # of VRA Stories: 3.42

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Above Grade Volume of Proposed New Construction: 1,900,000 cubic feet (from Drawings #2, 3)  
Above Grade Volume of Entire Project: 2,785,300 cubic feet (from staff report)  
Gross Volume of Entire Project: 4,285,500 cubic feet (from Drawings #2, 3)  
Average Above Grade Volume of MMHD: 93,493 cubic feet (from database)  
Above Grade Volume of Mansion Hill Historic District: 15,613,400 cubic feet (from database)  
Gross Volume of Mansion Hill Historic District: 19,443,000 cubic feet (from database)

## **CONCLUSIONS - Proposed Construction Compared to VRA:**

*The above grade volume would be 65 times that of the smallest building in the VRA.*

*The above grade volume would be 2.9 times that of the largest building in the VRA.*

*The above grade volume would be 7 times that of the average of buildings in the VRA.*

*The height @ 11 stories would be 3 times that of the average of buildings in the VRA.*

## **CONCLUSIONS - Proposed Construction Compared to All of Mansion Hill Historic District:**

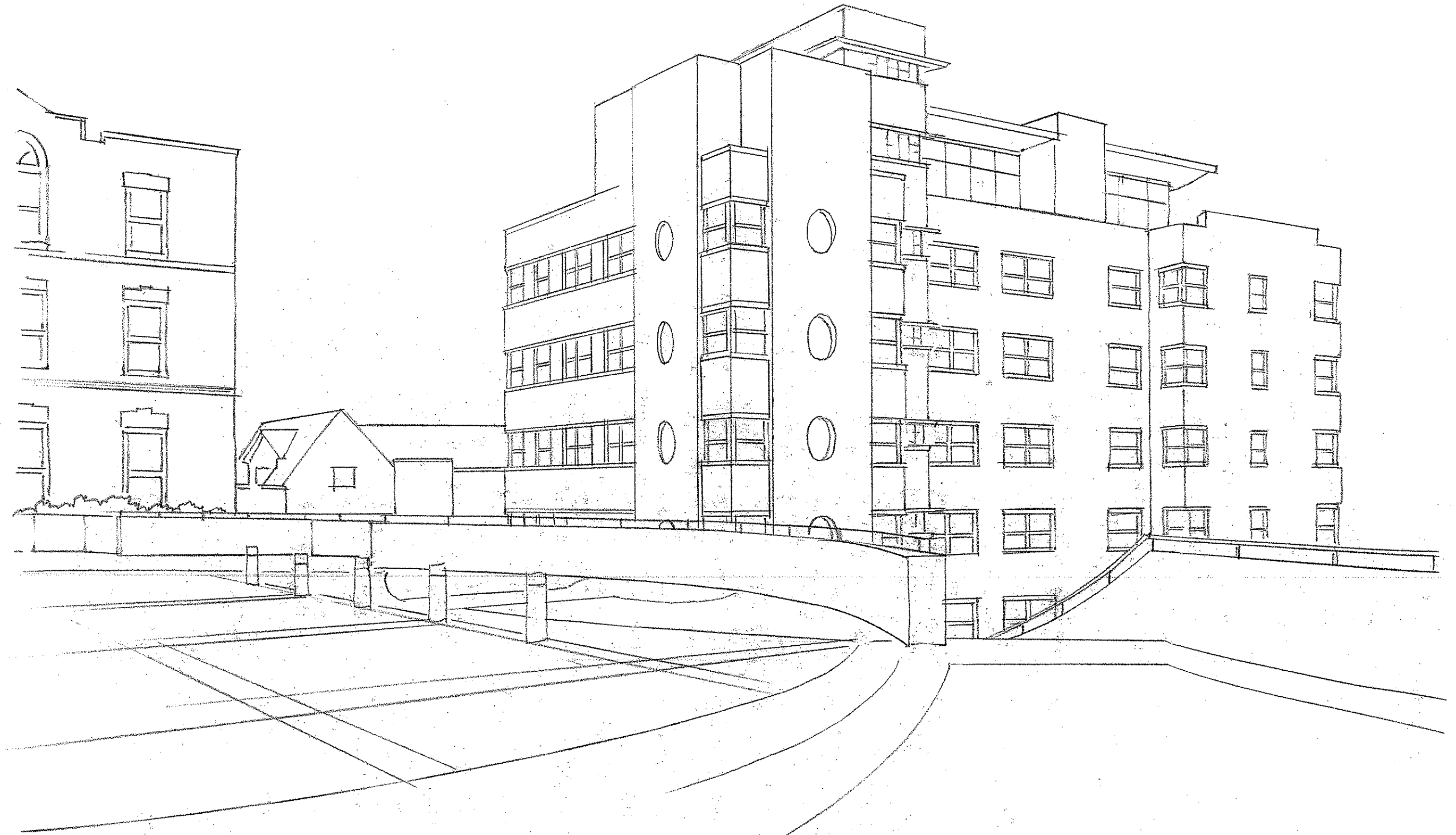
*The above grade volume would be 239 times that of the smallest building in the Mansion Hill Historic District.*

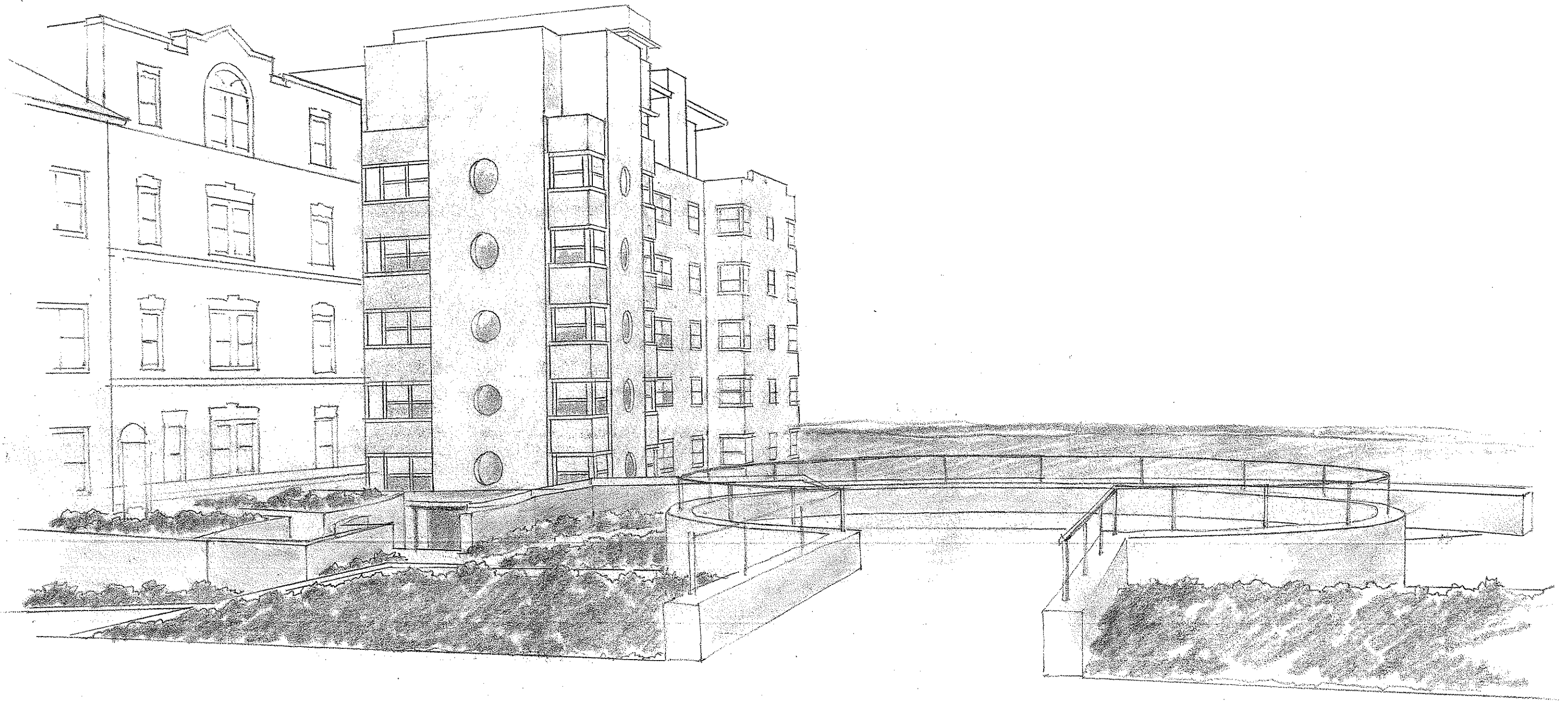
*The above grade volume would be 2.4 times that of the largest building in the Mansion Hill Historic District.*

*The above grade volume would be 30 times that of the average of buildings in the Mansion Hill Historic District.*

*The height @ 11 stories would be 4 times that of the average of buildings in the Mansion Hill Historic District.*

***The gross volume of 666 Wisconsin Avenue would equal 22% of the gross volume of all other buildings in the Mansion Hill Historic District, including non-contributing buildings.***







## The Landmarks Ordinance Allows for One and Only One 200-foot VRA Circle

The landmarks ordinance defines the visually related area, as follows:

Visually related area for a corner parcel shall be defined as the area described by a circle drawn on a two hundred (200) foot radius, the center being the center of the corner parcel, i.e. the intersection of diagonals from the principal corners of that parcel.

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.

MGO 33.19(2) (underlining in original).

**One and Only One VRA Circle Allowed, Even for a Corner Parcel:** The Landmarks Ordinance defines two scenarios, “a corner parcel” and “not a corner parcel.” Under either scenario, however, *only one 200-foot VRA circle is allowed*. This is true even though a corner parcel, by definition, has at least two streetsides. Under the Landmarks Ordinance, a corner parcel is entitled to one and only one 200-foot VRA circle. If the drafters of the ordinance wanted more than one VRA to apply, they certainly would have done so for a corner parcel. However, the city staff report used *two* 200-foot VRA circles, which is improper and violates the plain language of the ordinance. Indeed, under the city’s interpretation, the applicant would end up *more than* a 200-foot wide VRA in direct contradiction to the 200-foot rule.

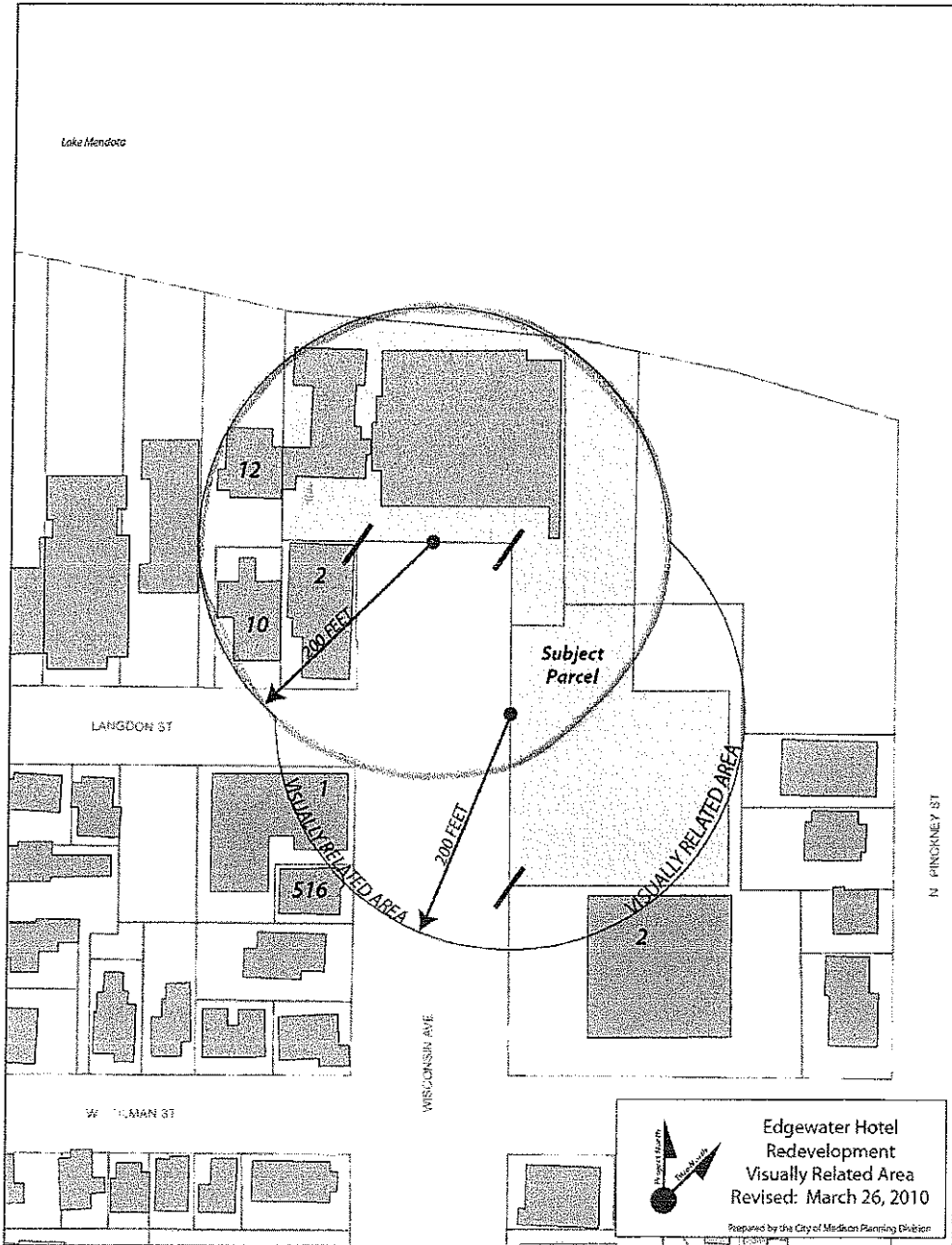
**Exhibit A:** When a parcel is “within a block” and “not a corner,” the VRA circle is drawn “from the centerpoint of the streetside (front) lot line.” The “streetside (front) lot line” for the Edgewater is the area (shown in yellow on Exhibit A) that is the *front* of the 1940s building and 1970s addition, *front* of the current building entrances, *front* of the lake, and will be the *front* of the new tower, *front* of the public space, *front* of the stairway to the lakefront, and *front* of the property as a whole. The resulting VRA using the “streetside (front) lot line” is shown in red on Exhibit A.

**Exhibit B:** Even if the Landmarks Commission ignored the “front” streetside requirement and considered both streetsides (as shown in yellow in Exhibit B, the front lot line plus the side-yard lot line) and divided this total frontage in half to arrive at the “centerpoint,” the resulting VRA is shown in red on Exhibit B. This would be an overly generous interpretation because (1) the ordinance allows for only one “streetside” as that term is singular and not plural; and (2) the one “streetside” must be the “front” streetside, which would be the front of the parcel, lakefront and buildings — not the peripheral side yard.

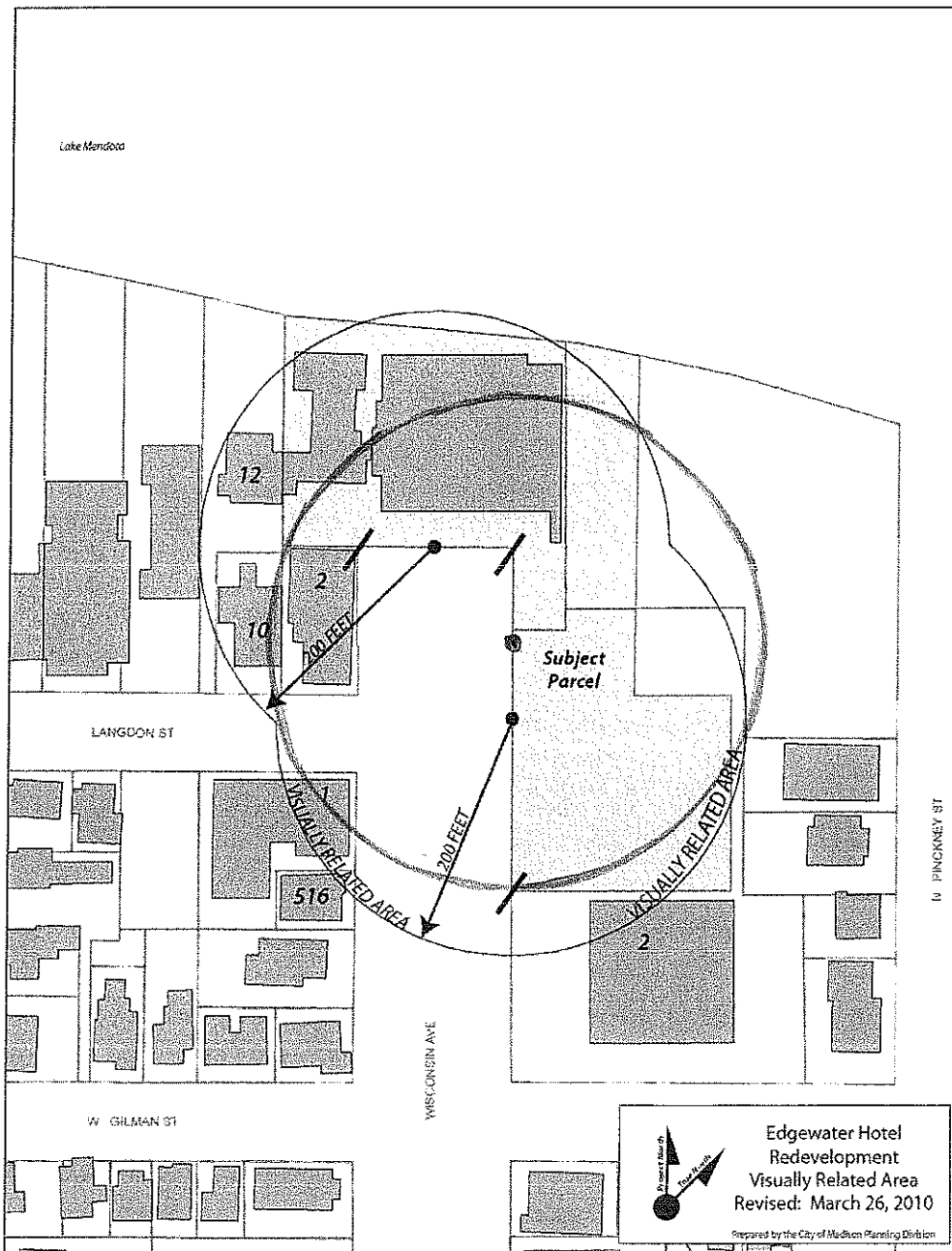
**Exhibit C:** Even if the Landmarks Commission determined that the subject parcel were “a corner parcel” (and, thus, rejected city’s conclusion that it is “not a corner parcel”), only one VRA circle would still result (shown in red on Exhibit C) when drawn from the “principal corners” of the parcel. These principal corners make sense for at least two reasons. First, it defines the principal corners as the two lakefront corners, the front entrance corner and the far lot line corner. It also centers the VRA over the mass, which is logical, given that the purpose of the VRA is to compare the proposed building mass against other existing building masses within the visually related area.



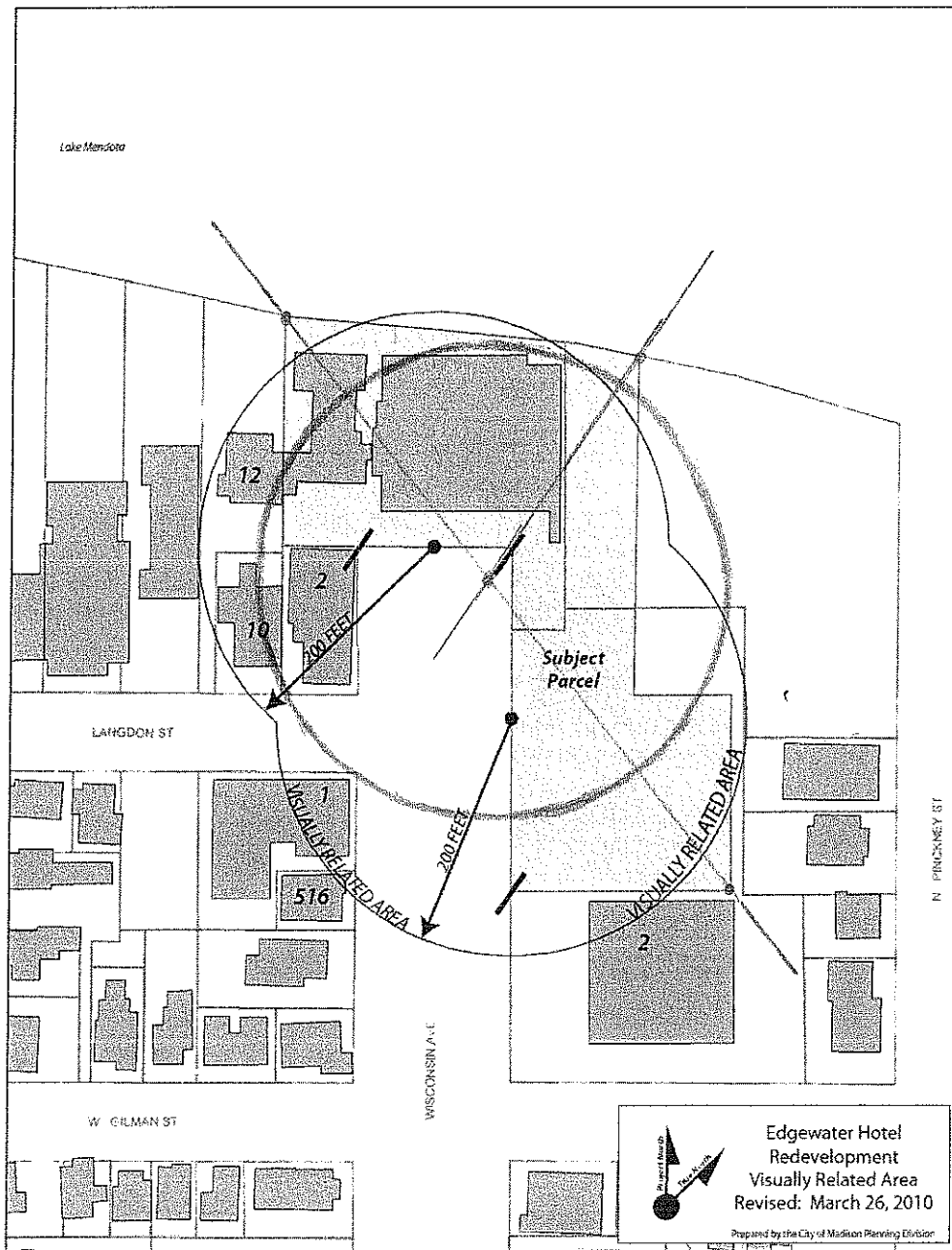
**Exhibit A:** The VRA circle that would result when measuring “not a corner parcel” using the “streetside (front) lot line”



**Exhibit B:** The VRA circle that would result when measuring “not a corner parcel” using two streetsides (front and side lot lines).



**Exhibit C:** The VRA circle that would result when measuring “a corner parcel” using the diagonals from the “principal corners.”



Landmark site means any parcel of land of historic significance due to a substantial value in tracing the history of aboriginal man, or upon which an historic event has occurred, and which has been designated as a landmark site under this section, or an improvement parcel, or part thereof, on which is situated a landmark and any abutting improvement parcel, or part thereof, used as and constituting part of the premises on which the landmark is situated.

Person means any individual, association, corporation or business entity. For purposes of repeated violations of the provisions of this chapter, any association, corporation or business entity is considered the same as another association, corporation or business entity if they share at least one (1) officer.

Visually related area for a corner parcel shall be defined as the area described by a circle drawn on a two hundred (200) foot radius, the center being the center of the corner parcel, i.e. the intersection of diagonals from the principal corners of that parcel. (Am. by Ord. 8690, 10-10-85 & 11-14-85; Am. by Ord. 13,001, 2-8-02)

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. (Am. by Ord. 8690, 10-10-85 & 11-14-85; Am. by Ord. 13,001, 2-8-02)

Zoned for Manufacturing Use shall be defined as the application of zoning categories M1 and/or M2 to an improvement parcel regardless of current use.

Zoned for Commercial Use shall be defined as the application of zoning categories C1, C2, C3, C3L and/or C4 to an improvement parcel regardless of current use.

Zoned for Residential Use shall be defined as the application of zoning categories R1, R2, R3, R4, R4A, R5, R6, OR, PCD, PUD and/or RS to an improvement parcel regardless of current use.  
(Sec. 33.01(2) Am. by Ord. 6470, 1-9-79)