

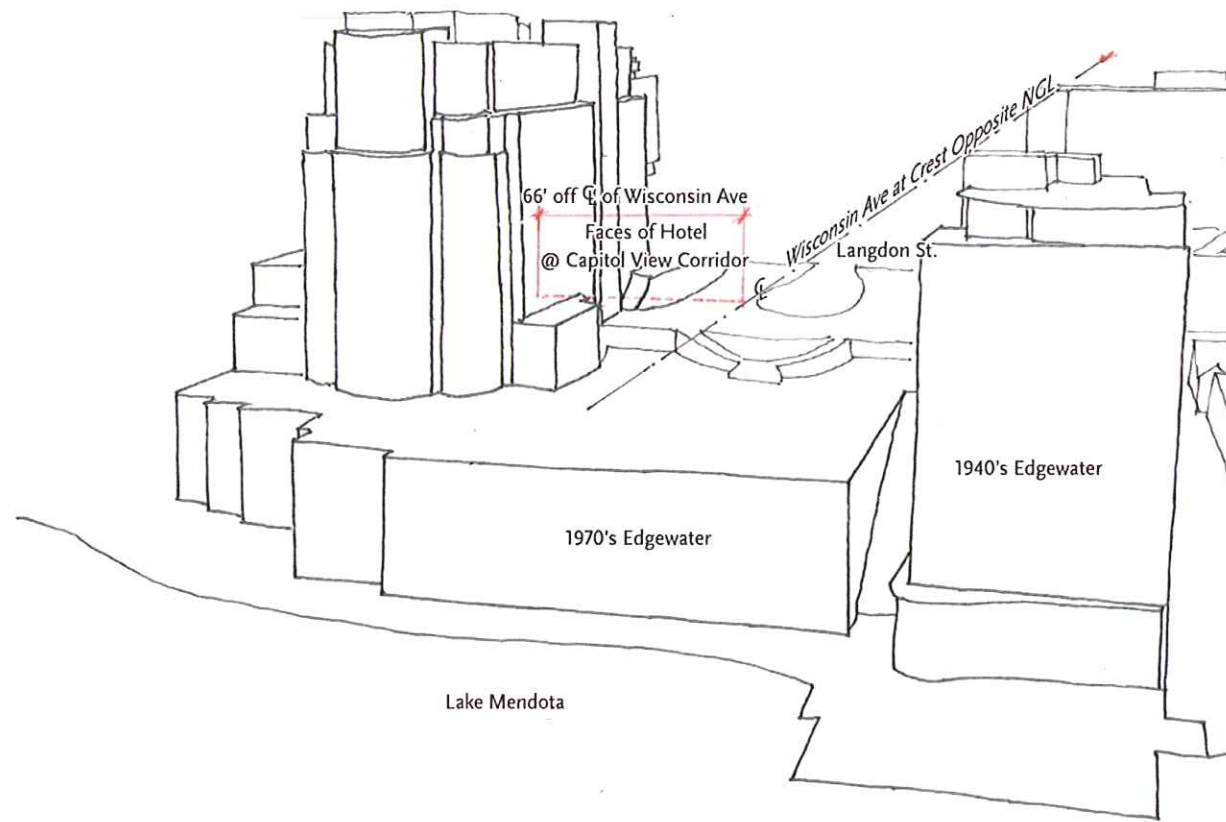


New Hammes Rendering – A view no human will ever see unless they are approximately 20' tall and have telescopic eyes. It is distorted to maximize the lake view and minimize the size of the tower.

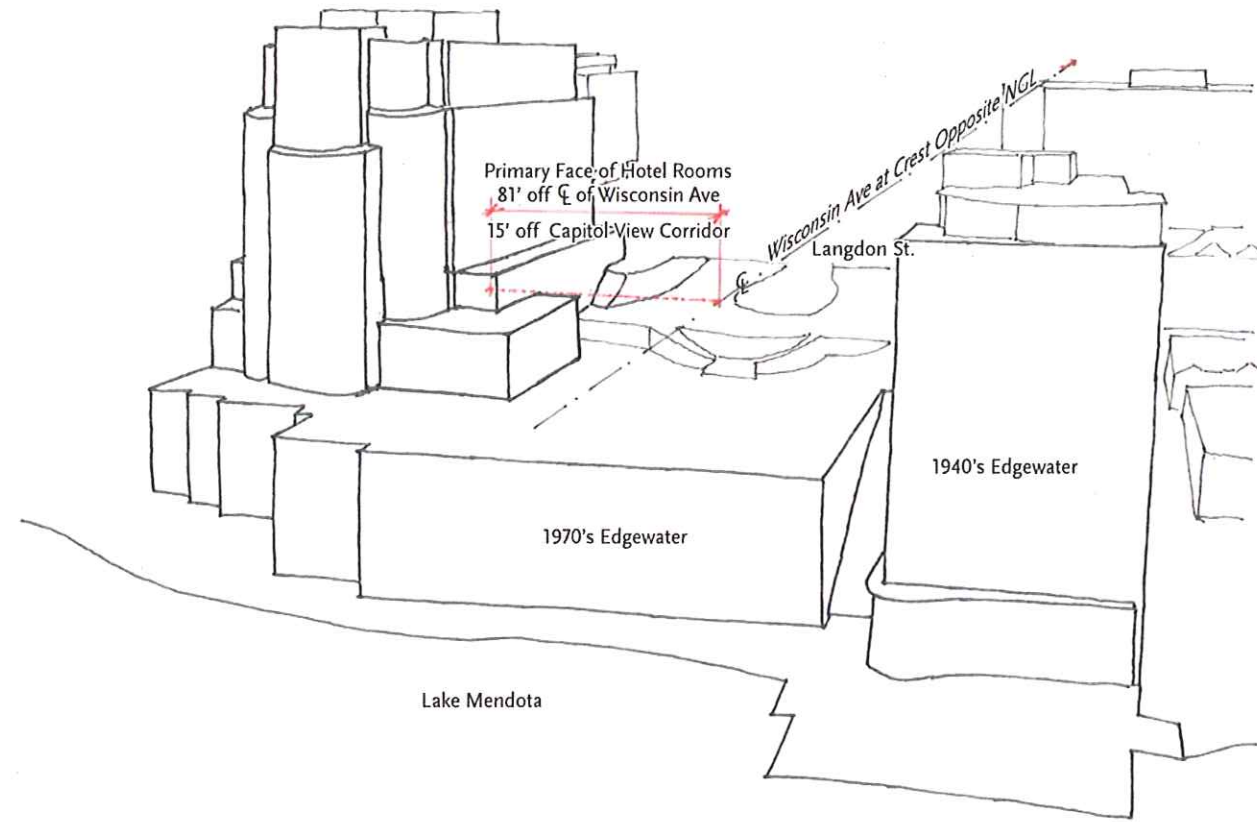


This view is what a normal human would see: viewed from 5'-0" above Wisconsin Avenue at its high point, 280' from the Langdon Street sidewalk (75'-0" datum height). A 34 mm focal length lens (similar to human vision) is utilized, and vertical perspective has been corrected, as in the rendering above. Shadows are cast by the sun at 12:00 noon DST, June 21.

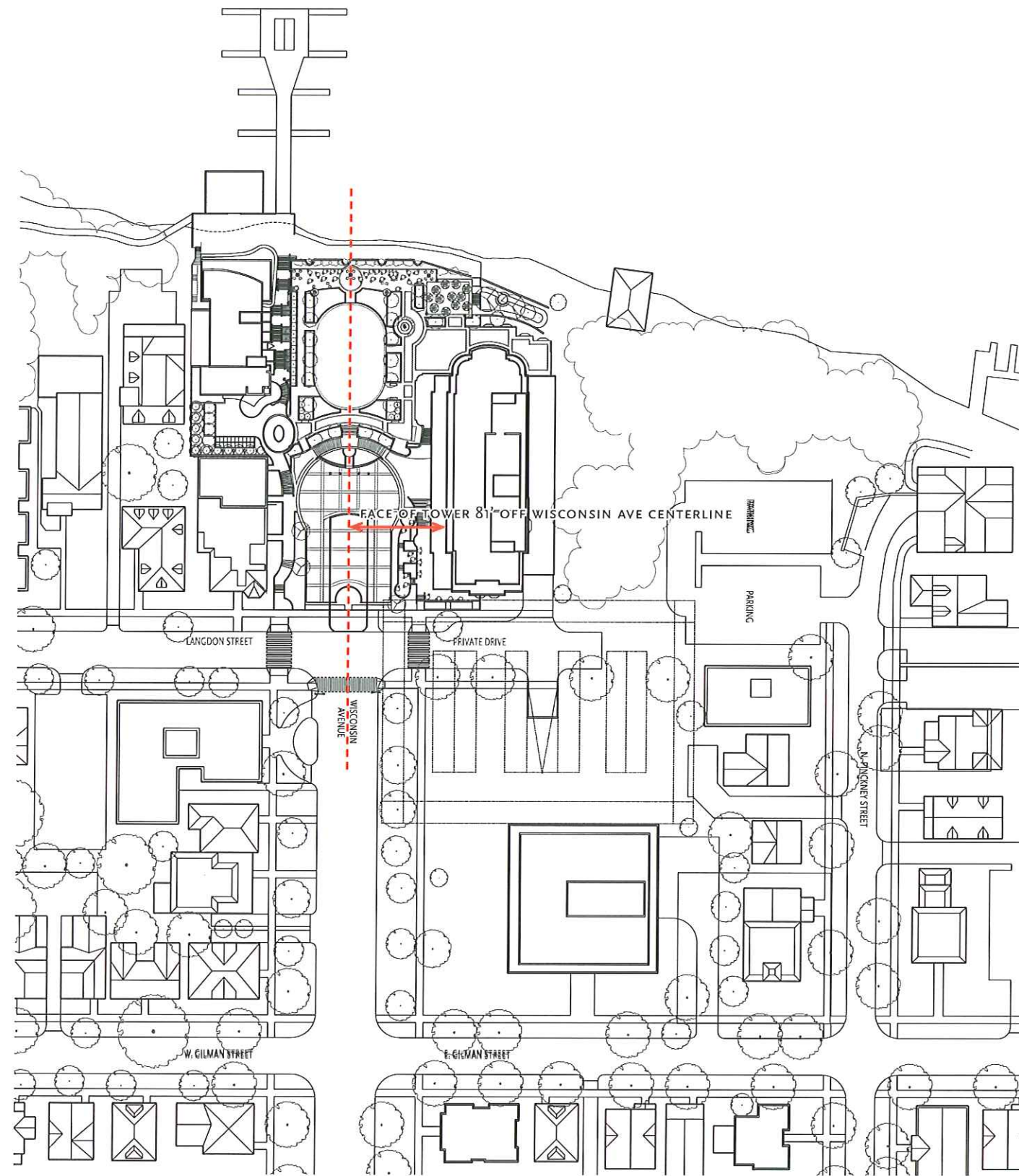
UPL Russo + Nov 6 2-17-10



Previous Building Location Relative to Wisconsin Avenue Centerline

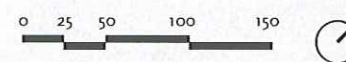


Proposed Building Location Relative to Wisconsin Avenue Centerline



THE EDGEWATER HOTEL  
Madison, Wisconsin

Conceptual Site Plan  
FEBRUARY 17, 2010



**Landmark**

ELKUS | MANFREDI  
ARCHITECTS

*Passout No. 6 UPL 2-17-10*

