

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

AGENDA ITEM # _____
Project # _____

| | |
|-------------------------|--|
| DATE SUBMITTED: _____ | Action Requested |
| UDC MEETING DATE: _____ | ___ Informational Presentation |
| | ___ Initial Approval and/or Recommendation |
| | ___ 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.

Hammes Company

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

January 27, 2010

Mr. Alan J. Martin
Department of Planning & Development
Planning Unit
Madison Municipal Building
215 Martin Luther King Jr. Boulevard
Madison, Wisconsin 53701

RE: URBAN DESIGN COMMISSION SUBMITTAL – REQUESTING INITIAL APPROVAL
EDGEWATER HOTEL REDEVELOPMENT, 666 WISCONSIN AVENUE, MADISON, WISCONSIN

Dear Al:

Enclosed with this letter is an application and related materials requesting initial approval of the Urban Design Commission (UDC) for the proposed Edgewater Hotel Redevelopment. Included herein are the following:

1. Locator Map
2. Site Plan showing location of existing and proposed buildings
3. Architectural Drawings
4. Landscape Plan
5. Building Elevations – Base Design
6. Building Elevations – Alternate Design Concept
7. Contextual Site Information - photos of existing/adjacent buildings
8. PUD Text and Letter of Intent

Per the direction of the UDC on January 20, 2010, we have limited this submission to include only those documents that have been updated since the last meeting and/or those documents that are specifically required as part of the application for Initial Approval by the UDC. The primary changes that have been incorporated in the documents since our last discussion include:

9. ***Building Elevations – Alternate Design Concept.*** This alternate design concept addresses the organization of building elevations and the particular fenestration patterns. This proposal responds directly to comments made by UDC at the January 20 meeting.
 - o To more fully recognize the special site relationship of the new construction to the lake, we have further defined lake side and city side. The lake side is made more transparent by adding more glazing and visually connecting that glazing to the top two floors of the building.
 - o To create stronger relationship to the 40's building and to increase the dynamic tension of a building at water's edge, we have introduced an asymmetrical vertical element that coincides with the building entrance and firmly "plants" the building mass to the ground.

- To create more "tension" in the primary building façade at the plaza, we have reorganized elements to be deliberately asymmetrical in composition — more fundamentally similar to the 40's building.
 - To increase the lightness at the top of the building, we have increased the proportion of glazing at the top two floors.
 - To simplify the fenestration pattern, we have reduced the number of window types and simplified the façade at the lower level and plaza level.
 - To make the Langdon elevation clearly relate to the Wisconsin Avenue corridor and to add "substance," we have increased the stone base by one level.
 - To add detail and scale to the east elevation at the loading dock, we have added blind openings to the east façade.
- **Rigadoon Room:** The configuration of the Rigadoon Room façade and the canopy have been configured to closely follow the original building rendering: the canopy is not parallel to the building elevation at either the north or east elevations as is observed in the rendering.
 - **Plaza, Stair and Waterfront:** the landscape plan has been updated by the Ken Saiki to respond directly to several of the comments made by UDC at the January 20, 2010 meeting, including:
 - The paving pattern in the auto court has been changed to break up the width of the drive;
 - A 2 foot knee wall has been incorporated on the side of the plinth (entrance to the garage) to provide a green edge to the development and to further mitigate the perceived width of the drive;
 - The look out at the end of the plinth (roof of garage) has been extended out and the railing detail extended down over the entrance of the garage to mitigate that impact;
 - The ADA compliant access ramp has been integrated into the berm thereby reducing structure at Langdon Street;
 - Plantings have been incorporated at the base of the center stair to mask the view back to the garage entry from the plaza;
 - The plaza has been reconfigured to include more green space at edges and toward the lake; The lookout at the center of the lakeside railing (toward the water) has been extended slightly over the building to provide more dramatic lookout;
 - The pedestrian/circulation area off the grand stair has been increased;
 - The trees at the end of the plaza have been removed to open the view to the water;
 - The stair treads to the water have been widened;
 - The landscape plan is further refined and planter beds have been made smaller.
 - A new area along the lakefront has been identified to add public elements/seating areas at the base of the 1970's building;

Finally, per our discussion last week, Bruce Allison has been retained to complete the tree survey requested by UDC. Mr. Allison is scheduled to complete the survey in advance of the UDC meeting on February 3, 2010. We will forward this information upon receipt of the final document.

Thank you.

Sincerely,

HAMMES COMPANY

Amy Supple
Development Director



EDGEWATER REDEVELOPMENT

REVISED SUBMITTAL PACKAGE

Submitted to the City of Madison
Urban Design Commission
1/27/2010

SUBMITTED BY:

LANDMARK X, LLC

A WISCONSIN LIMITED LIABILITY COMPANY

DATE: 10/28/2009

Hammes Company

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

October 28, 2009

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

**RE: UPDATED PUD SUBMITTAL PACKAGE FOR
EDGEWATER HOTEL REDEVELOPMENT, 666 WISCONSIN AVENUE, MADISON, WI 53703**

Dear Mr. Murphy,

On behalf of Landmark X, LLC, a Wisconsin Limited Liability Company ("Landmark"), I am pleased to submit the following updated/revised plans for the proposed Edgewater Redevelopment.

These plans reflect the culmination of efforts over the last several months to respond to the feedback, input and concerns that we have received during the first phase of the public entitlements process. We have worked diligently to find good, creative solutions to address the primary concerns and challenges of the Project. We have met several times with members of Capitol Neighborhoods Inc, other neighborhood residents/property owners, City staff and other stakeholders to receive feedback on the revisions as they have advanced. We have scheduled a listening session on November 5, 2009 to engage in a public dialog related to the revisions.

The attached includes a summary of the primary changes to the Project, an updated copy of the Zoning Text and an updated version of the architectural and civil planning documents.

We look forward to the opportunity to discuss the Project with you in more detail.

Thank you.

Sincerely,
HAMMES COMPANY

Amy Supple
Development Director



Executive Summary

Attached with this outline are updated conceptual plans and renderings of the planned redevelopment of the Edgewater Hotel. These plans have been revised to respond to the feedback, questions and concerns that have been received on the Project during the public entitlements process. A list of key changes to the design is included below. A more detailed outline of each of these points follows:

Primary Revisions to Edgewater Redevelopment Plan:

- Reduced height of expansion tower by 3 stories/30 feet;
- Reduced penthouse structure, no encroachment on Capitol View Limit;
- Height is compatible to National Guardian Life Building and Kennedy Manor;
- Removed top level of 1970's low-rise building;
- More than 20 feet of height (2 stories) and 380,000 cubic feet of volume has been removed from the previous proposed design;
- Plaza is terraced, vehicular traffic is removed from view corridor;
- Enhanced configuration and flexibility of public spaces;
- Significantly enhanced experience on Grand Stair to the waterfront;
- The 1940's building becomes a feature of the development;
- Total program of the building has been reduced by nearly 100,000 SF;
- The new podium building is setback 35 feet from shoreline;
- The hotel program has been reduced from 228 to 180 – 192 rooms;
- Added potential to include 8-10 high-end residential units;
- Reduced program from 364 to 226 stalls;
- Architecture has been advanced to incorporate signature design elements.

Figures 1.0 - 1.2 provide illustrations of the proposed plan revisions. The pages that follow provide a more detailed summary of each of the above referenced changes.

Reduced Height By 3 Stories / 30 Feet

The proposed expansion tower has been reduced by 3 stories and a total of 30 feet in height. The last occupied floor of the expansion tower has been lowered from 187'-2" (the Capitol Height Limit) to 157'-1" which is equivalent to the height of the last occupied floor of the adjacent National Guardian Life building. Figure 1.3 illustrates the height of the proposed tower in relation to the previously proposed design.

Reduced Penthouse Structure / No Encroachment on Capitol View Limit

Two significant concerns of the previous plan were the size of the proposed penthouse and the proposed Conditional Use Permit that would have been required to allow for this structure to pierce the Capitol Height Limit in accordance with the provisions of the Madison General Ordinances.



The revised plan has reduced the size and profile of the penthouse structure. The height of the penthouse no longer penetrates the Capitol Height Limit and will not require the additional approval for a Conditional Use Permit.

Height Compatible with National Guardian Life and Kennedy Manor

The proposed expansion has been designed so that the last occupied floor is equal in height to the National Guardian Life Building. Additionally, the top two-floors of the building have been set back from the lower floors and this setback has been established to be generally consistent with the height of Kennedy Manor, which sits on the opposite street corner from the proposed expansion. Figure 1.3 illustrates the relationship of height of the building in the revised plan as compared to these surrounding structures. Figure 1.4 provides an aerial of the site and images of the surrounding buildings.

Removed Top Level of 1970's Expansion / Height and Volume Reduction in Right-of-Way

Landmark has proposed to remove the top level (20+ feet) of height and 295,000 cubic feet of volume from the 1970's expansion which was built in the vacated Wisconsin Avenue right-of-way. This change will not only result in an enhanced terrace and public space at the water, but will also restore one of Madison's most important street-end views.

This change has significant impacts for the public view from the street to the lake and from the lake back to the State Capitol. Additionally, the removal of this existing structure will transform this corridor from a solid structure to an open, active public terrace at the lakefront. Figure 1.5 provides a sectional illustration of the existing and proposed conditions for the terrace.

Plaza Terrace, Vehicular Traffic Removed from View Corridor

The removal of the 1970's building has allowed the Terrace at Mansion Hill to be reconfigured and the vehicular drive/hotel drop off to be lowered below the street-end view. Cars will now enter the site and circulate down to the parking entrance/hotel drop-off.

Additionally, we have re-oriented the bus drop off and loading dock so as to provide an enclosed dock/staging area at the Northeast side of the building. Buses dropping off guests, vans and taxis will also be able to stage in a drop-off area which is outside of the view corridor along the private drive on Langdon Street.



Figure 1.0 Aerial Rendering



Figure 1.1 Existing View



Figure 1.2 *Opened View Over Terrace*

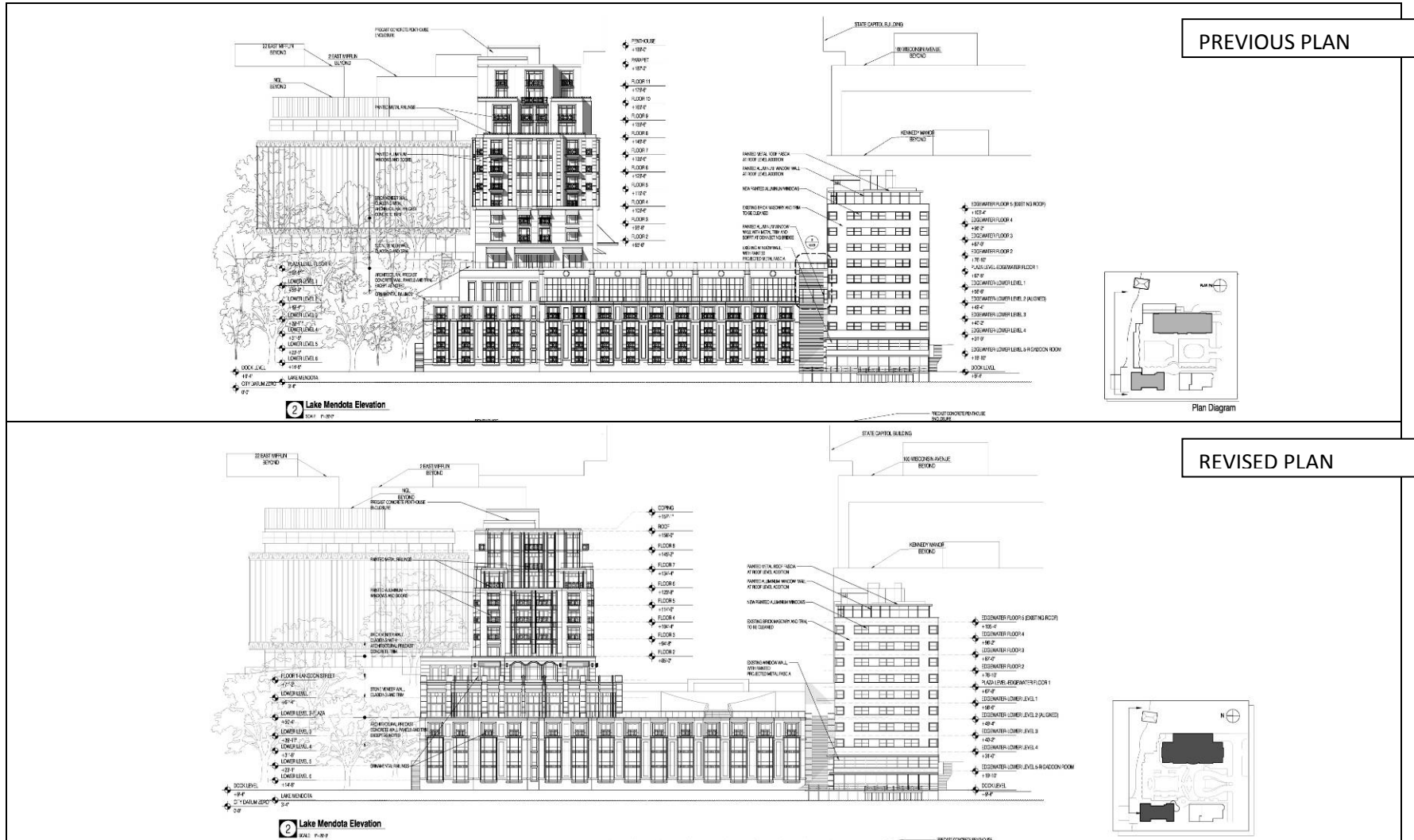


Figure 1.3 Previous Lakefront Elevation as Compared to Revised Lakefront Elevation

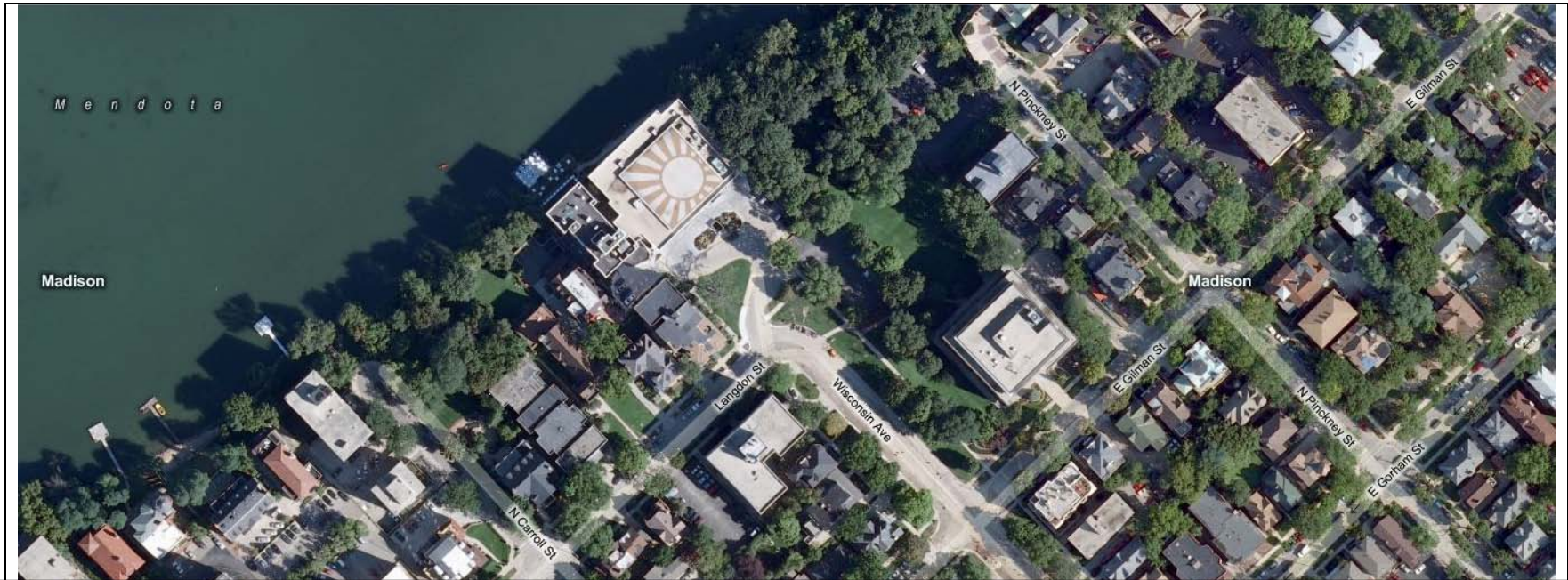


Figure 1.4 Summary of Existing Building

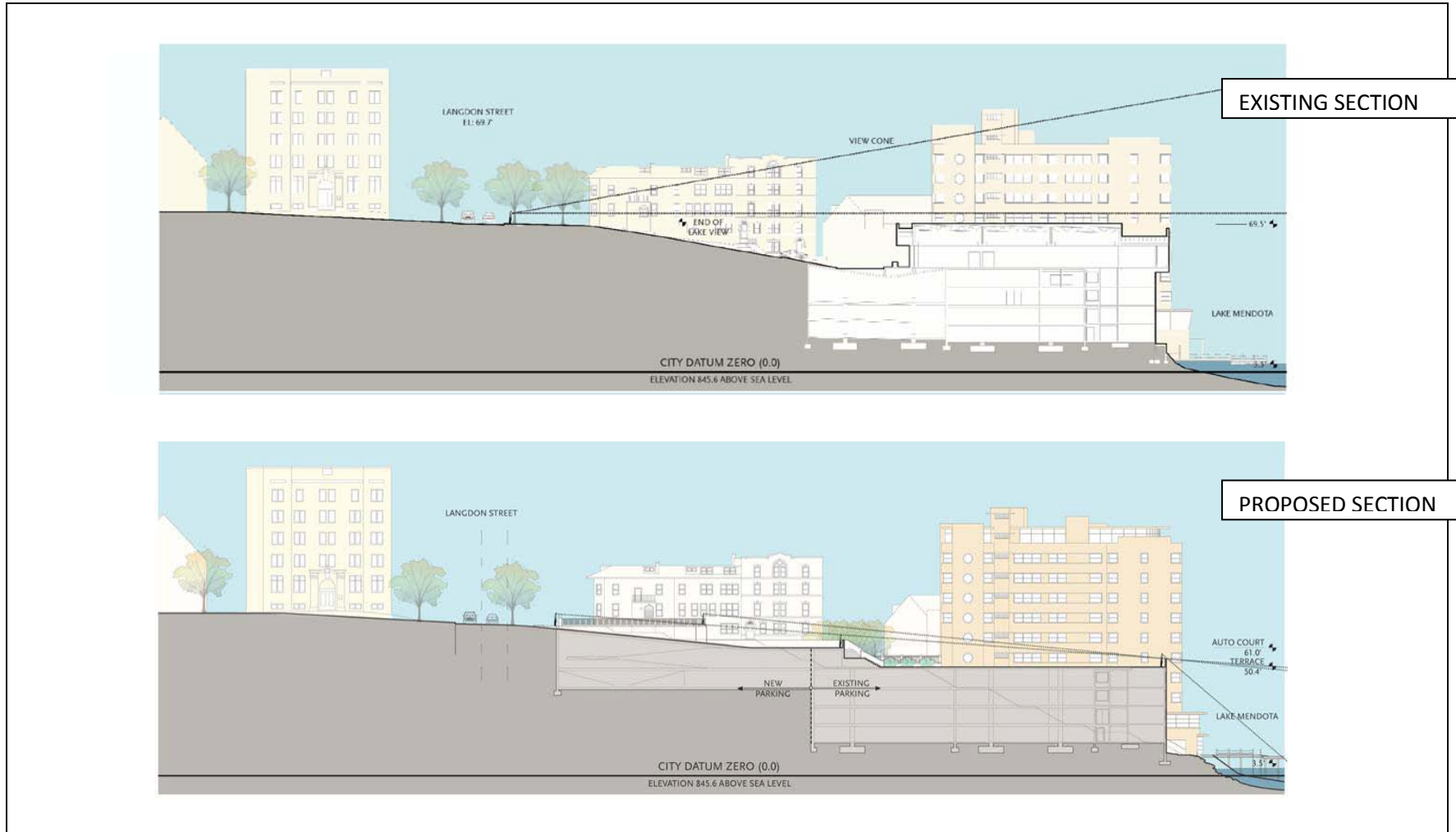


Figure 1.5 Sectional Comparison Existing vs. Revised



THE EDGEWATER HOTEL
Madison, Wisconsin

Revised Site Plan
OCTOBER 28, 2009



Landmark

ELKUS | MANFREDI
ARCHITECTS

Figure 1.6 Site Plan



Enhanced Configuration and Flexibility of Public Spaces:

While the program of the building has been significantly reduced, the public outdoor space has been maintained and enhanced under the revised design.

The space is configured in a series of terraces that extend from Langdon Street to the waters edge. Although a significant amount of program has been cut from the building, we have maintained the public outdoor space and reduced those spaces dedicated solely to hotel use.

Furthermore, the configuration of the plaza has been significantly enhanced with the main terrace being reconfigured to provide more flexibility in the space that will allow programming / events to occur while maintaining significant areas that the public can access on an on-going basis. A summary of the square footage of outdoor areas is included below.

| | Previous Design | Revised Design |
|-------------------------------|-----------------|----------------|
| Outdoor Plaza / Public Spaces | 47,210 SF | 47,240 SF |
| Dedicated Hotel Spaces | 3,996 SF | 3,683 SF |
| Total Without Dock | 51,206 SF | 50,923 SF |

Significantly Enhanced Grand Stair:

The public experience on the Grand Stair has also been significantly enhanced by the proposed changes to the terrace. The revised configuration of the auto-court will allow the top level of the stair to be completely open with a low berm/knee wall along the site as the stair descends from Langdon Street to the mid-level terrace. The pedestrian walking down the stair will have an unobstructed view over the terrace out to the lakeshore. This configuration has an added benefit to the 2 Langdon building in that it not only enhances access to that building but also open lake views for the lowest units.

The stair has also been enhanced on the second run that extends from the mid-level terrace to the lake. By removing more than 20+ feet of structure along the north wall, the stair has become much more open and accessible to daylight. Additionally, by removing the bridge structures the design will now provide an unobstructed view to the water.

1940's Building Becomes a Feature:

A primary benefit of removing the top level of the 1970's building is that it will expose significantly more of the original 1940's hotel tower. The original Edgewater is designated as a "Priority Building" in the 1975 Historic District plan and these proposed changes will restore the prominence of the building both from the street and lakeside elevations.

As part of the changes to the façade we have re-oriented the connection between the low-rise building and the 1940's tower to a tunnel which will slip under the Grand Stair. This prevents the need to punch openings in the 1940's façade to accommodate the bridge connections that were previously proposed.



An important element of the proposed design is that we would like to incorporate some of the specialized design features that were shown in the original rendering to provide a more iconic entrance and presence for the building on the terrace.

**Total Program
Reduced by Nearly
100,000 Square
Feet Gross Square
Footage – Building:**

The estimated gross square footage of the building has been reduced by nearly 100,000 square feet. A summary of the program changes is provided below:

| | Previous Proposal | Revised Proposal |
|----------------------------------|--------------------------|-------------------------|
| Guest Rooms/Living Areas | 140,868 SF | 118,724 SF |
| Circulation | 57,188 SF | 57,533 SF |
| Function Space | 13,772 SF | 9,542 SF |
| Restaurant / Bar/Café Areas | 13,805 SF | 11,745 SF |
| Spa/Health/Fitness | 10,177 SF | 10,400 SF |
| Office/Administrative | 8,561 SF | 5,125 SF |
| Back of House/Mechanical: | 45,097 SF | 36,460 SF |
| Parking | 168,397 SF | 115,092 SF |
| Total Gross Building Area | 457,865 SF | 364,621 SF |

**New Podium
Building is Setback
from the Shoreline:**

The proposed podium building has been pulled back from the shoreline in a series of step backs which provide a minimum 30 foot buffer between the edge of the building and the shore of Lake Mendota. This change has softened the edge of the building at the shoreline, allowed the plan to incorporate a small public green space along the waterfront and provides the opportunity for vegetation and trees to wrap the side of the new building along the lakefront.

**Reduced Program
from 228 Rooms to
180-192 Rooms:**

The proposed expansion of hotel rooms has been reduced by approximately 40 rooms. This reduction is a result of lowering the height of the expansion tower but will also result in a reduction of traffic, parking and operational concerns that have been raised by the neighborhood.

**Potential Addition
of 8-10 Residential
Units:**

The plan incorporates the ability to incorporate 8-10 residential units as part of the proposed development. While the condominium market in downtown Madison has been suppressed by the recent economy, there has been a significant amount of interest in the potential for units that are located on the waterfront and which are part of a quality hotel environment.

The addition of owner-occupied residential units speaks directly to one of the primary goals stated by Capitol Neighborhoods, Inc. and the City of Madison for the Mansion Hill Historic District.



**Reduced Parking
Program from 364
to 226 Stalls:**

With the reduction of room, restaurant and banquet program we have also been able to reduce the amount of structured parking that is incorporated into the Project. Our parking ratios are at 1.3 to 1.5 per room, well above the City's required ratio of 1 per room. Additionally, enhancements have been made to improve the ability to valet park on remote lots around the site which will significantly mitigate the impact from large events at the hotel.

**Refinement of
Architecture:**

Detailed architectural plans are included in the attached package. While still consistent to the design philosophy of the original plan, the architecture has been refined to incorporate more articulation and variation in the pattern of windows, opening and balconies along the façade. We have varied the design on the upper floors and lakefront to provide a more transparent facade and to blend elements of more modern architecture with classic design elements. We have also added round windows, canopy elements and signage that will relate to the proposed restoration of the original Edgewater hotel tower.

**EDGEWATER HOTEL PLANNED UNIT DEVELOPMENT DISTRICT
666 WISCONSIN AVENUE
MADISON, WISCONSIN**

ZONING TEXT

The following Zoning Text (the “Zoning Text”) has been prepared on behalf of Midwest Realty and Investment Corporation (the “Owner”), for the Edgewater Hotel Planned Unit Development District (the “District”), located at 666 Wisconsin Avenue in Madison, Wisconsin as more particularly described on the attached Legal Description incorporated herein by reference as **Exhibit I**.

WHEREAS, the District has been established to allow for the redevelopment and expansion of the existing Edgewater Hotel, located at 666 Wisconsin Avenue in Madison, Wisconsin and related property as more definitively described in **Exhibit 1** attached hereto.

WHEREAS, the approval of this District is occurring simultaneously with the approval of other specific documents and / or agreements to be executed between the City of Madison (the “City”) and the Owner as more particularly described herein.

NOW, THEREFORE, in consideration of the mutual covenants and agreements contained herein, the Zoning Text for the Edgewater Hotel Planned Unit Development District shall contain the following:

Legal Description of Site:

The site (the “Site”) includes approximately 1.64 acres of land in four (4) separate parcels as are more particularly described in **Exhibit I** attached hereto. Parcel 1 includes the land area that encompasses the original 1948 hotel tower. Parcels 2 and 3 include the land area that encompasses the low-rise addition of the hotel that was constructed in the early 1970’s. Parcel 2 defines the boundaries of that portion of the site that was previously the Wisconsin Avenue right-of-way. The area included as Parcel 2 was vacated by Ordinance No 1761, File No. 4600 adopted in 1965 and amended thereafter as described later in this Zoning Text. Parcel 3 includes the balance of the land area on which the 1970’s addition is located. Parcel 4 includes land area that will be purchased from National Guardian Life and incorporated as part of the Site. For the purpose of this Zoning Text the Site shall define the boundaries of the District.

Additional Leased Area:

In addition to the Site, the Owner shall lease approximately .38 acres of land located within the Wisconsin Avenue right-of-way immediately adjacent to the Site and as is further described in **Exhibit II** attached hereto (the “Additional Leased Area”).

The surface of the Additional Leased Area shall remain part of Wisconsin Avenue and shall serve as a public plaza, pedestrian pathway and vehicular turn-around and drop off area in a manner similar to the way the street-end functions as of the date this District is approved. For the purpose of this Zoning Text the surface area shall be considered part of the Wisconsin Avenue right-of-way and shall be subject to the provisions of Section 10 of the Madison General Ordinances governing Streets, Alleys, Sidewalks and Gutters, except that the operation and maintenance of this area shall become the responsibility of the

Owner as is more particularly described in a Management Agreement to be executed between the City and the Owner.

The City and Owner shall enter into a subterranean ground lease (the “Ground Lease”) which shall dictate the terms and conditions under which improvements will be made, used and maintained within the Additional Leased Area. The terms and conditions of the Ground Lease shall be consistent with the terms of this Zoning Text to allow for the seamless use, operation and maintenance of the Project within the Project Area as defined below. Approval of the Ground Lease shall be a condition of approval of the District and such approvals shall occur simultaneously.

Project Area:

Collectively, the Site and the Additional Leased Area shall be defined as the project area (the “Project Area”). The Project Area includes approximately 2.02 acres of land.

Permitted Uses:

The following describes the permitted uses within the District and Project Area:

1. Those uses permitted and allowed in OR-Office Residence District, and;
2. Uses related to the operation of a high-quality hotel, involving amenities and guest services comparable with industry standards for similar hotels in similar markets and which may include guest rooms, guest suites, extended stay suites, bars, restaurants, spa, fitness facilities, limited retail uses, offices, underground parking areas, public plazas and terraces, and;
3. Lodging rooms, and;
4. Multi-family residential uses, and;
5. Uses accessory to the permitted uses as listed above, and;
6. Above grade vehicular drop off area;
7. Below-grade parking structure, and;
8. Bicycle parking areas;
9. Public/urban open spaces including outdoor plazas, stairways, terraces, etc, and;
10. Outdoor seating for eating and recreational uses in areas associated with the hotel, restaurant(s) and / or other uses that serve both alcoholic and non-alcoholic beverages, and;
11. Pier and dock structures;
12. Rooftop Installations, and;
13. Other uses as described herein.

Hours of Operation:

The hours of operation (“Hours of Operation”) of the occupied spaces will be varied. It is anticipated that activity will occur within portions of the District on a twenty-four (24) hour basis. The Hours of Operation of the Outdoor Areas/Public Spaces will be described in a Management Agreement to be executed between the City and the Owner.

Floor Area Ratio/ Building Height:

The Project floor area ratio (FAR) is calculated by taking the total gross area of the building less the below grade parking area to get the total occupied gross building area. The total occupied gross building area is then divided by the Project Area to define the FAR. The calculated FAR based on the Project Area is 2.81. The calculated FAR based on the Site Area (exclusive of the Wisconsin Avenue right-of-way) is 3.44.

Yard Area Requirements:

Yard areas will be provided as shown on the attached planning documents included in Exhibit II attached hereto.

Bulk Contingency:

The bulk standards for the Project shall be established based on provisions outlined in this Zoning Text. So as to specifically restrict the Project from setting a precedent for development in the City of Madison, the Project shall be required to meet the following conditions in order to receive approval for the Bulk Standards outlined herein:

1. The Project shall be located on a lot or collective lots of not less than 1.0 acre;
2. The Project shall have vehicular access directly onto, or across a private drive, to at least one (1) street with a right-of-way width of not less than 80 feet;
3. There shall be not less than 15,000 square feet of open space in the Project;
4. Public access to said open space shall be granted in accordance with an agreement(s) with the City of Madison;
5. As a development along the waterfront, a path of public access across the Project Area to the waterfront shall be constructed and maintained as part of the Project in accordance with an agreement(s) with the City of Madison;
6. As a waterfront development, the Project shall include the construction and maintenance of a public walkway of not less than six (6) feet in depth parallel to the waterfront. Said walkway shall connect to any adjacent waterfront walkways to the extent such walkways exist at the time of said development.

Amendment to Existing Ordinance Number 1761, File Number 4600-41:

The above referenced ordinance was adopted on January 28, 1965 and provided for the vacation of a portion of Wisconsin Avenue to allow for the expansion of the Edgewater Hotel within said vacated right-of-way. The Ordinance was further amended on November 10, 1966, September 20, 1967, September 28, 1967 and November 9, 1971. Copies of the existing Ordinance and amendments thereto is attached hereto as Exhibit IV-A of this Zoning Text.

The Ordinance shall be further amended under terms and conditions agreed to by the City of Madison and the Owner. A copy of the amendment to the Ordinance is attached hereto as Exhibit IV-B to this Zoning Text. Approval of the amendment shall be a condition of approval of the District and such approvals shall occur simultaneously.

Landscaping:

Site landscaping will be included in the areas shown on the attached site plans included in Exhibit II attached hereto. Site landscape areas shall include areas on public plazas, external stairways, along the façade of buildings and along public walkways at the waterfront. Decorative flower boxes will be included on certain balconies and railings on the building.

Accessory Off-Street Parking and Loading:

The District shall include a minimum of 226 below-grade parking stalls. Approximately 154 of these stalls are part of the existing below grade parking structure. The remaining stalls shall be constructed in the Additional Leased Area as further described in this Zoning Text.

The Project shall include a loading dock and service area which has room to store trash and recycling bins in an interior loading dock area. The design and exterior appearance of the entrance to such parking stalls and loading berths shall be consistent with the architecture of the building and will be generally consistent with the elevations attached hereto in **Exhibit II**.

The Owner shall submit for separately a plan for the redevelopment of the two surface parking lots and a connecting driveway on two separate parcels owned by National Guardian Life Insurance Company. As part of the conditions of the sale of parcel 4 to the Owner, the Owner has agreed that it will re-build/expand the two surface parking areas to replace the existing surface parking which is displaced by the Project. The total number of stalls to be constructed is 39 stalls. The existing surface lots hold 34 stalls. The replacement parking areas are identified in the Site Plan attached as part of **Exhibit II**.

Lighting:

Electrical reflectors, spotlights, floodlights and other sources of illumination may be used to illuminate buildings, landscaping, street graphics, signage, parking and loading areas and public areas within the District. Such lighting shall be equipped with lenses or other devices which concentrate the illumination upon such buildings, landscaping, street graphics, signage, parking areas, loading areas and outdoor public areas as required. All lighting shall be reflected away from any residential uses adjacent to the District.

Signage:

Signage will be allowed as per Chapter 31 of the Madison General Ordinances and/or as outlined in the future submittals for the proposed development.

Open Space (On Site):

The Site, which comprises the areas not included in the Wisconsin Avenue right-of-way, includes approximately 34,833 square feet of Open Space as part of the Project. For the purpose of this Zoning Text, Open Space shall include: 1) those areas defined as Outdoor Plazas/Public Spaces which shall be accessible to the general public under the terms and conditions of a Management Agreement and; 2) those areas which are dedicated solely to the use of the hotel, restaurants or other uses within the Project and which are consistent with the definition of Open Space in the Section 28 of the Madison General Ordinances but which are not part of the Outdoor Plazas/Public Spaces as defined in this Zoning Text (the "Dedicated Spaces"). By way of reference, some of the Open Space areas that are Dedicated Spaces to the Hotel include, but are not limited to, the rooftop balcony on the 1940's building which is part of the meeting/function spaces on that level of the hotel and the outdoor terrace outside of the ballrooms on Level 5 of the Project.

Outdoor Plazas / Public Space (In Total Project Area):

The Project Area, which encompasses both the Site and the Additional Leased Area within the Wisconsin Avenue right-of-way, includes approximately 47,600 square feet of outdoor plazas and public space. These areas include the Terrace at Mansion Hill (The "Terrace at Mansion Hill") leading from the corner of Wisconsin Avenue and Langdon Street to the waterfront, the Gardens on Mansion Hill (The "Gardens on Mansion Hill"), and the grand stair ("Grand Stair") leading to the waterfront from Langdon Street, the skywalk and elevators connecting the plaza to the waterfront, the waterfront path. Once the configuration is determined the pier/dock structures will add additional square footage to the Outdoor Plaza/Public Space. The Outdoor Plazas/Public Spaces will be identified in the Management Agreement.

Areas internal to the hotel (e.g. guest accommodations, ballrooms, spa/fitness areas, offices, restaurants, etc.) and Dedicated Spaces shall not be included as part of the Outdoor Plaza/Public Space as defined in this Zoning Text.

Rooftop Installations:

The Owner shall be permitted to add rooftop installations including, but not limited to, elevator equipment, cellular equipment, satellite equipment and mechanical equipment in the locations designated on the approved plans attached hereto as **Exhibit II**.

Alterations and Revisions:

No alteration or revision of this planned unit development shall be permitted unless approved by the City Plan Commission, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the Alderperson of the district and which are compatible with the concept approved by the City Plan Commission.

**EXHIBIT I
LEGAL DESCRIPTION**

PARCEL DESCRIPTIONS:

PARCEL 1

All that part of Lot Five (5), lying Northwest of the Southeast 126 feet thereof, in Block Seventy-eight (78), Madison, according to the recorded plat thereof, in the City of Madison, Dane County, Wisconsin.

PARCEL 2

All of that portion of vacated Wisconsin Avenue, in the City of Madison, Dane County, Wisconsin, lying Northwesterly of a line parallel to the Northwesterly line of Langdon Street extended Northeasterly and 126 feet Northwesterly from such extended line of Langdon Street.

PARCEL 3

Part of Block Two Hundred Sixty-three (263), Madison, according to the recorded plat thereof, in the City of Madison, Dane County, Wisconsin, described as follows: Beginning at the most southerly corner of Block 94, said point being the point of intersection of the Northwest line of East Gilman Street with the Northeast line of Wisconsin Avenue; thence Northwesterly along said Northeasterly line of Wisconsin Avenue 383.6 feet to the point of beginning of this description; thence Northeasterly at right angles to last described line 45.0 feet; thence Northwesterly parallel with the Northeast line of Wisconsin Avenue (now vacated) 186.4 feet to an iron stake, on a meander line, which is 36.0 feet more or less Southeasterly from the low water mark of Lake Mendota; thence Southwesterly along said meander line 45.0 feet to an iron stake on the Northeast line of Wisconsin Avenue which is 48.6 feet Southeasterly from the low water mark of Lake Mendota and also 186.4 feet Northwesterly from the point of beginning; thence Southeasterly along said line 186.4 feet to the point of beginning. Also, all land lying northwesterly of above described meander line to the low water mark of Lake Mendota.

PARCEL 1, 2, & 3 Contain 48,230 SQFT/ 1.09 Acres more or less.

PARCEL 4

Part of Block Two Hundred Sixty-three (263), Madison, according to the recorded plat thereof, in the City of Madison, Dane County, Wisconsin, described as follows: Beginning at the most southerly corner of Block 94, said point being the point of intersection of the Northwest line of East Gilman Street with the Northeast line of Wisconsin Avenue; thence Northwesterly along said Northeasterly line of Wisconsin Avenue 383.6 feet to the point of beginning of this description; thence N44°54'28"E, 45.32 feet; thence N44°12'40"W, 234.4 feet more or less to the shore of Lake Mendota; thence Northeasterly, 65 feet more or less, along the shore of Lake Mendota; thence S44°12'40"E, 313' feet more or less; thence S45°40'16"W, 105.00 feet; thence N44°47'55"W, 102.70 feet to the point of beginning.

PARCEL 4 Contains 24,140 SQFT/ 0.55 Acres more or less.

**EXHIBIT II
PLANS AND SPECIFICATIONS**

A copy of the approved plans and specifications are attached as Exhibit II to the Zoning Text for the Edgewater Hotel Planned Unit Development District for the Project Area located in the 2nd Aldermanic District at 666 Wisconsin Avenue, Madison Wisconsin.

[TO BE INSERTED UPON COMPLETION]

**EXHIBIT III-A
CITY OF MADISON ORDINANCE
ORDINANCE NO. 1761, FILE NO. 4600-41**

A copy of Madison City Ordinance No. 1761 is attached herein as Exhibit VI-A to the Zoning Text for the Edgewater Hotel Planned Unit Development District for the Project Area located in the 2nd Aldermanic District at 666 Wisconsin Avenue, Madison Wisconsin.

[TO BE INSERTED UPON COMPLETION]

**EXHIBIT III-B
CITY OF MADISON ORDINANCE
ORDINANCE NO. 1761, FILE NO. 4600-41 – AMENDMENT**

A copy of Madison City Ordinance No. 1761 – Amendment is attached herein as Exhibit VI-B to the Zoning Text for the Edgewater Hotel Planned Unit Development District for the Project Area located in the 2nd Aldermanic District at 666 Wisconsin Avenue, Madison Wisconsin.

[TO BE INSERTED UPON COMPLETION]



EXISTING EDGEWATER





EXISTING EDGEWATER





CONTEXT BUILDINGS

Immediately Adjacent





CONTEXT BUILDINGS

Wisconsin Avenue / Lakefront

