



***Presentation to
Landmarks Commission
August 24, 2009***



LANDMARKS ORDINANCE

Section 33.19 Landmarks Commission

(1) **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.



MEETING OVERVIEW

- » **Historic District Overview**
- » **Visually Related Area**
- » **Site Context and View Corridor**
- » **Design Overview**
- » **Control Precedent**
- » **Questions & Answers**



Historic District Overview



HISTORIC DISTRICT

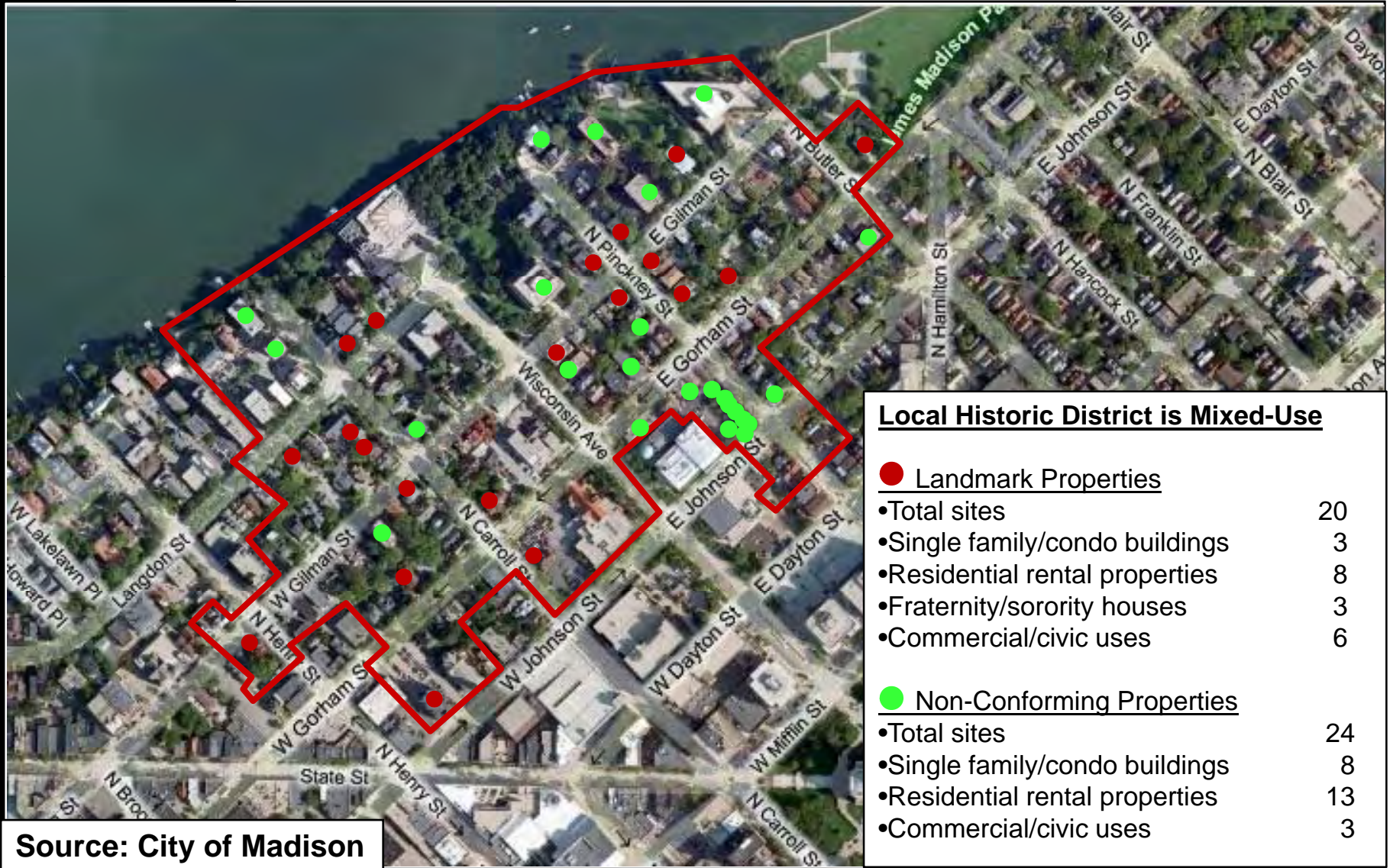
Mansion Hill Historic District Plan

- » **Local District Est. 1976 / National District Est. 1996**
- » **Gilman Street is the axis of the district, Gilman / Pinckney is center**
- » **4 national landmarks, 19 designated landmarks**
- » **Edgewater Hotel (1948 structure) is a “Priority Building” in 1976 plan**
- » **In 1976, District had the largest stock of multi-unit dwellings in City**
- » **In 1976, District was predominantly low income, transient residents – student population.**

The Key Characteristics of the District Remain True Today.



HISTORIC DISTRICT



Source: City of Madison



HISTORIC DISTRICT

Census Tracts 16.01 / 17.00 – 1970 and 2000 Census Data

Population	1970	2000
Total	12,051	14,375
Male	4,928	7,605
Female	7,123	6,770

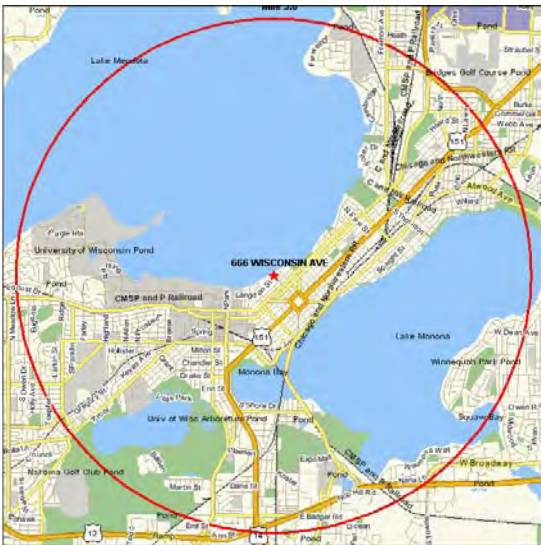
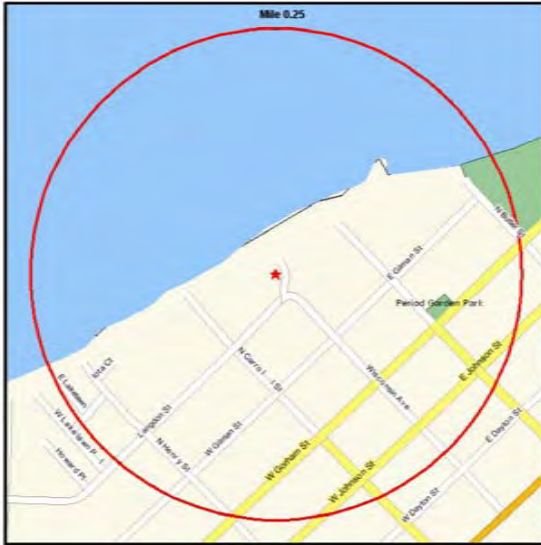
Housing	1970	2000
Total Units	5,553	6,688
Single Family	262	187
Percent of Total Units	4.72%	2.80%
Multi-Family	5,279	6,393
Percent of Total Units	95.07%	95.59%
Other	12	8
Percent of Total Units	0.22%	0.12%
Owner Occupied	221	192
Percent of Total Units	3.98%	2.87%
Renter	5,043	6,264
Percent of Total Units	90.82%	93.66%
Heads of Family	388	366
Percent of Total Units	6.99%	5.47%
Individuals (Non Family)	4,543	6,081
Percent of Total Units	81.81%	90.92%
Vacant	289	232
Percent of Total Units	5.20%	3.47%

Housing Tenure	1970	2000
Total Units	5,553	6,688
0-2 Years	3,900	4,341
Percent of Total Units	70.23%	64.91%
3-5 Years	535	1,455
Percent of Total Units	9.63%	21.76%
5+ Years	829	660
Percent of Total Units	14.93%	9.87%

Source: US Census Bureau



HISTORIC DISTRICT



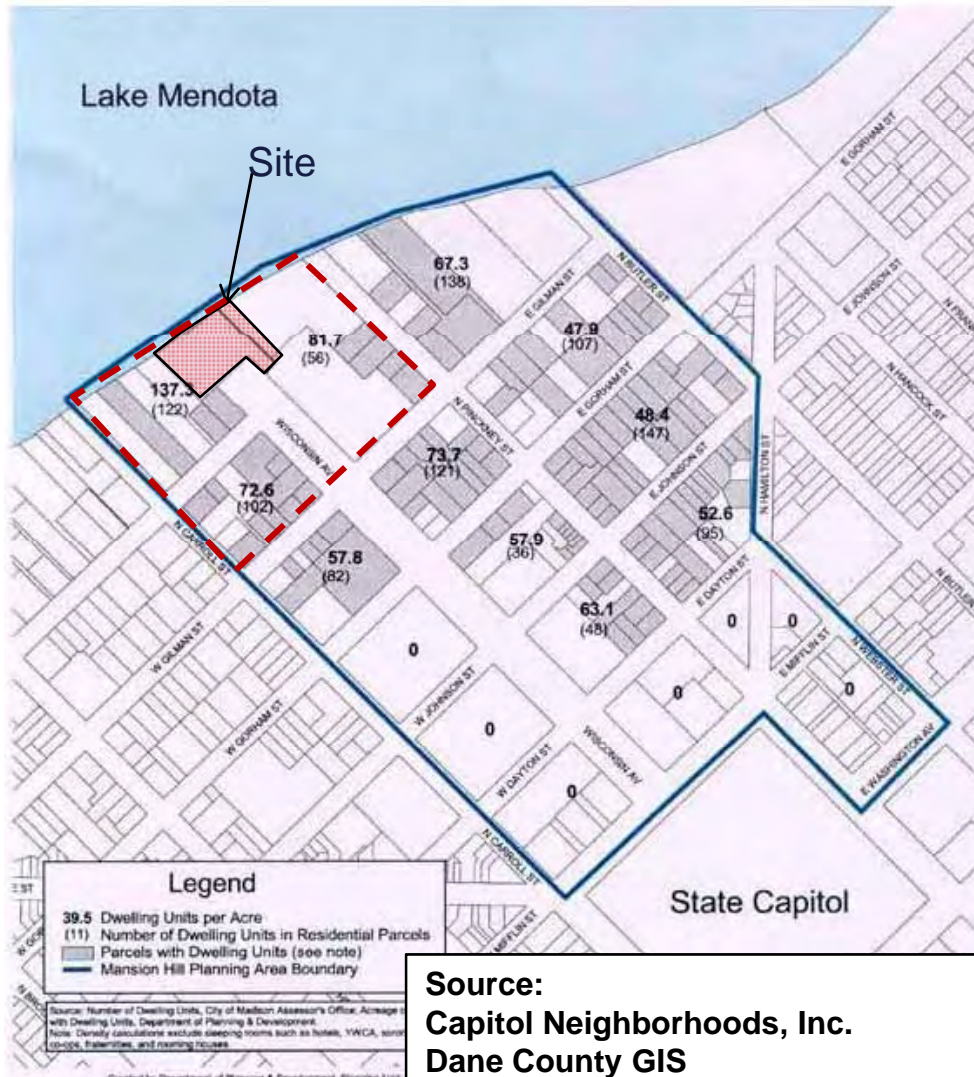
Character of Mansion Hill to Downtown/City

	MANSION HILL	WITHIN 3 MILES	CITY OF MADISON
Population (1990)	3,489	31,508	193,451
Population (2000)	3,726	36,813	208,054
Population (2009)	4,038	42,350	225,925
Median Age (2009)	23	37	34
Median Household Income (2009)	\$14,706	\$88,938	\$50,527
As % of Metro Area	29.11%	176.02%	NA
Family Households (2009)	3.46%	31.32%	47.10%
Non-Family Households (2009)	96.48%	68.68%	52.90%
Owner Occupied (2009)	1.06%	30.66%	47.25%
Renter Occupied (2009)	98.94%	69.34%	52.75%
Median Value of All Owner Occupied	\$139,583	\$479,813	\$196,732
Total Occupied Housing Units (2009)	1,777	25,652	97,275
Single Unit Housing	1.46%	20.96%	47.52%
Multi-Unit Housing	98.54%	79.04%	52.48%
Housing Units Built Before 1950	31.57%	20.82%	20.85%
Housing Units Built 1950 - 1969	26.62%	24.86%	26.03%
Housing Units Built 1970 - Today	41.81%	54.32%	53.12%
Median Age of Built Housing Structures	1965	1978	1972

Source: Claritas



HISTORIC DISTRICT



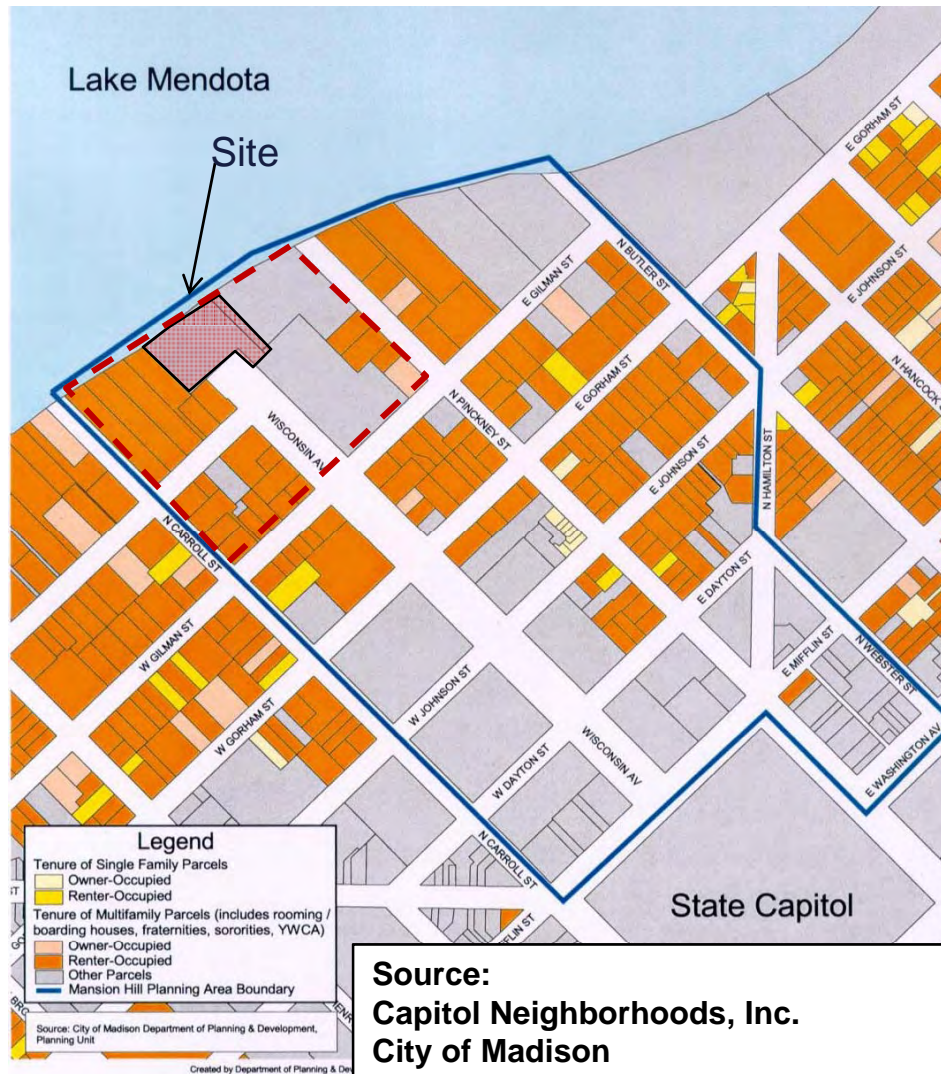
Source:
 Capitol Neighborhoods, Inc.
 Dane County GIS

RESIDENTIAL DENSITY BY BLOCK

- Edgewater is surrounded by high density residential uses ranging from 72.6 – 137.3 Units/Acre
- Average Density Per Parcel On Surrounding Blocks:
 - 2 Langdon - 36 Units, 185 Units/Acre
 - Morgan House - 14 Units, 90Units/Acre
 - Kennedy Manor - 58 Units, 175Units/Acre
 - The Ambassador - 45 Units, 245Units/Acre
- Edgewater
 - 228 Hotel Rooms, 112 Units/Acre
 - Comp at 800 SF/Unit, 72 Units/Acre
 - Comp at 1200 SF/Unit, 53 Units/Acre



HISTORIC DISTRICT



Source:
Capitol Neighborhoods, Inc.
City of Madison

CHARACTER OF SURROUNDING AREA

- Mansion Hill Historic District
 - 169 Parcels, 1.6 MM SF
 - 11 Owner-Occupied Homes/Townhomes
 - 5 Condo Buildings, 26 Units
 - 129 Multi-Family Parcels, 124 Rental
 - 21 Commercial Parcels, 1.2 MM SF

- Mixed-Use Area on Adjacent Blocks
 - 4 Fraternity/Sorority Buildings
 - 18 Rental Apartments, 273 Units
 - 1 Condominium, 7 Units
 - 1 Single Family Home
 - 1 Hotel
 - 1 Office Building

- Within CNI Neighborhood Boundry
 - 45% Residential / 55% Other
 - 94% of Housing is Rental
 - 60% of Housing in 10 Unit + Buildings
 - 56% of Tenants In Bldg > 1 Year

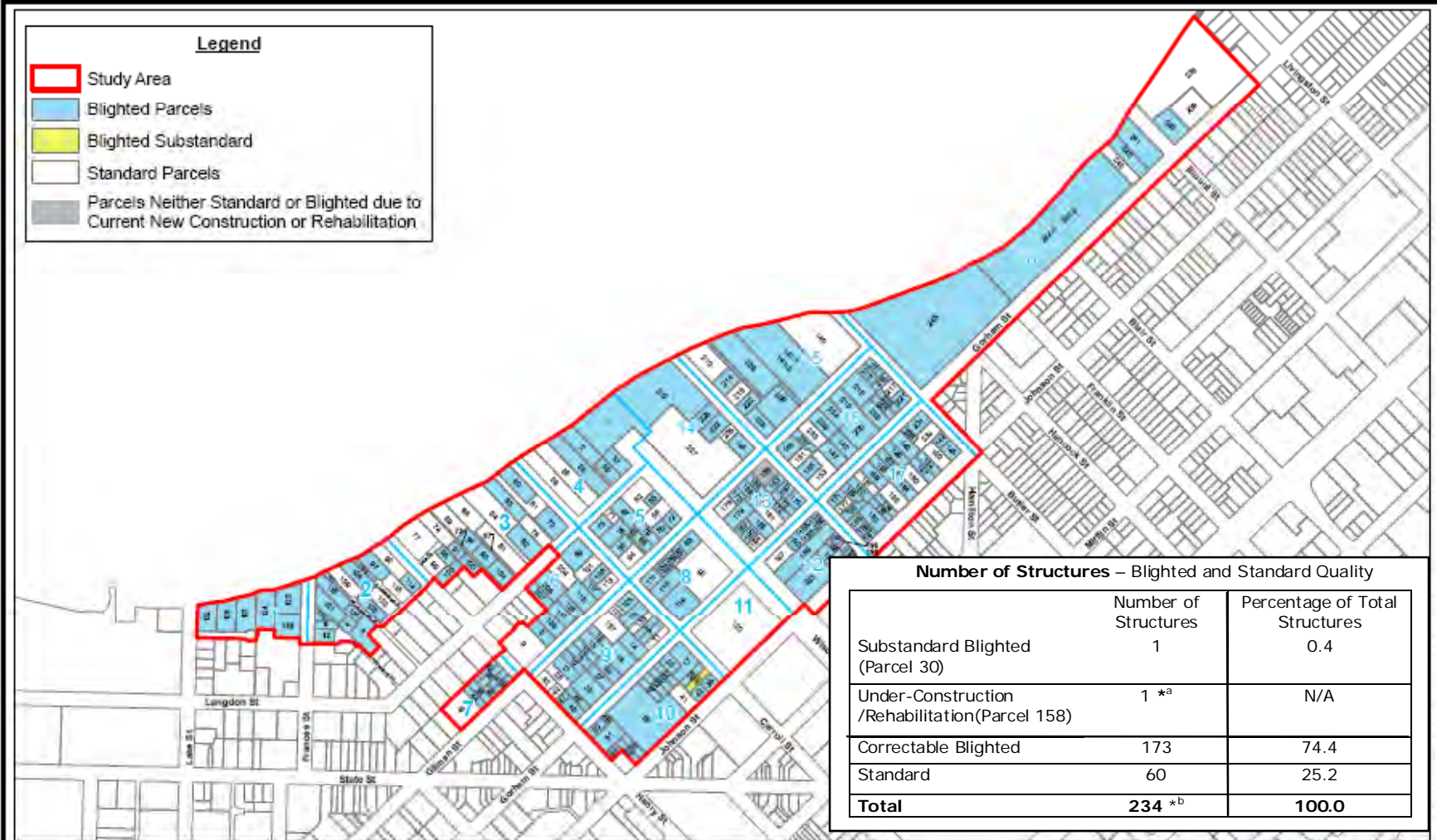


HISTORIC DISTRICT





HISTORIC DISTRICT



Mansion Hill
TID #32 Amendment

Blighted Parcels

Appendix B
January 19, 2009



CRISPELL-SPYDER, INC.

1 inch equals 400 feet



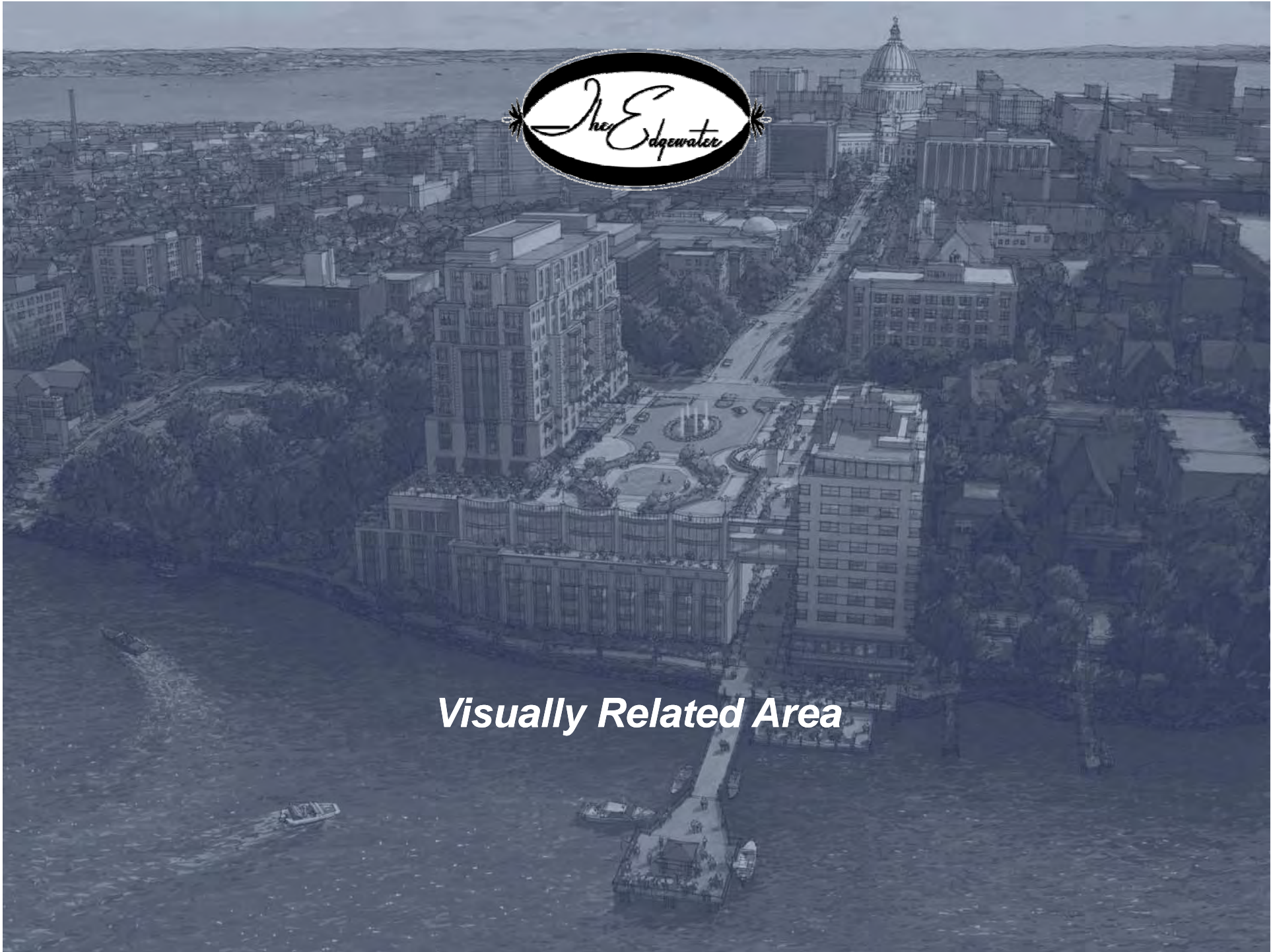
HISTORIC DISTRICT

Images of Neighborhood Properties from City Blight Study



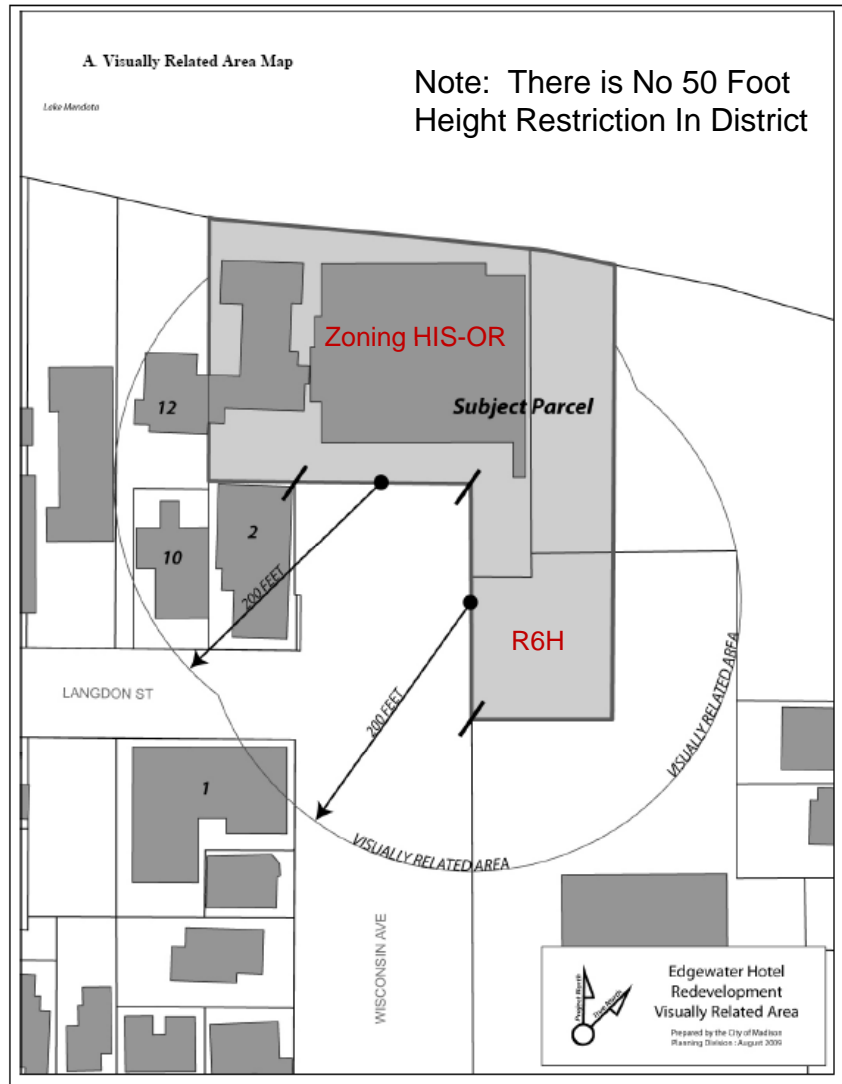


Visually Related Area





VISUALLY RELATED AREA



666 Wisconsin Avenue
 Edgewater Hotel
 Hotel and Mixed Use
 Stories – 11 Tower
 Elevation 187.2 Feet



1 Langdon
 Kennedy Manor
 Multi-Family Residential
 Stories – 6
 Elevation 135.0 Feet



2 Langdon
 Multi-Family Residential
 Stories – 2 to 5
 Est. Elevation 99.8 Feet



10 Langdon
 Morgan House
 Multi-Family Residential
 Stories – 2 to 4
 Est. Elevation TBD

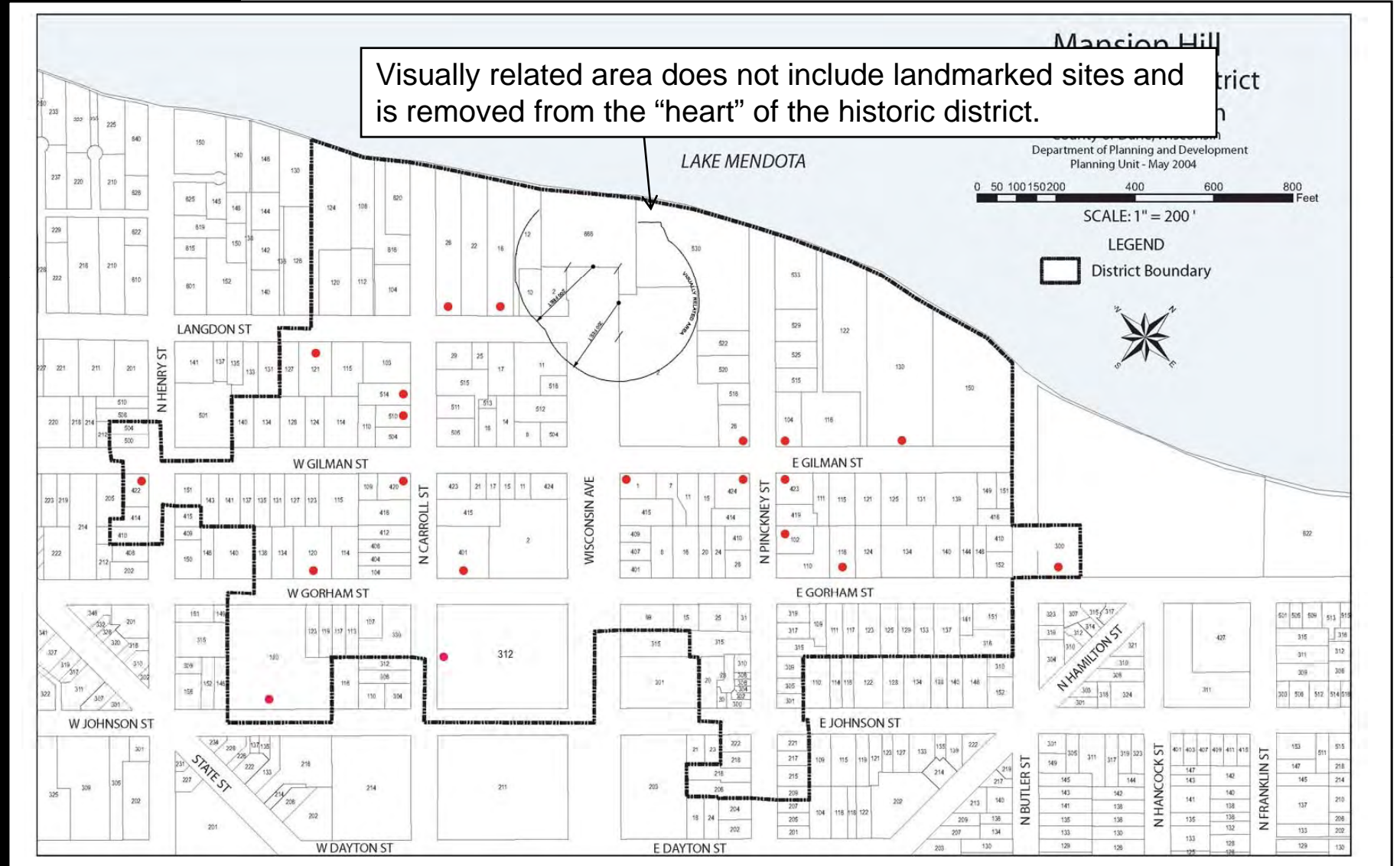


12 Langdon
 Delta Tau
 Fraternity House
 Stories – 3-5
 Est. Elevation TBD

Elevations to Be Confirmed By Survey



VISUALLY RELATED AREA



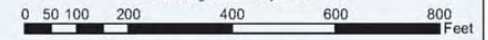


VISUALLY RELATED AREA

None of the Properties in Visually Related Area are in The National Historic District

Area Is Excluded from National Mansion Hill Historic District

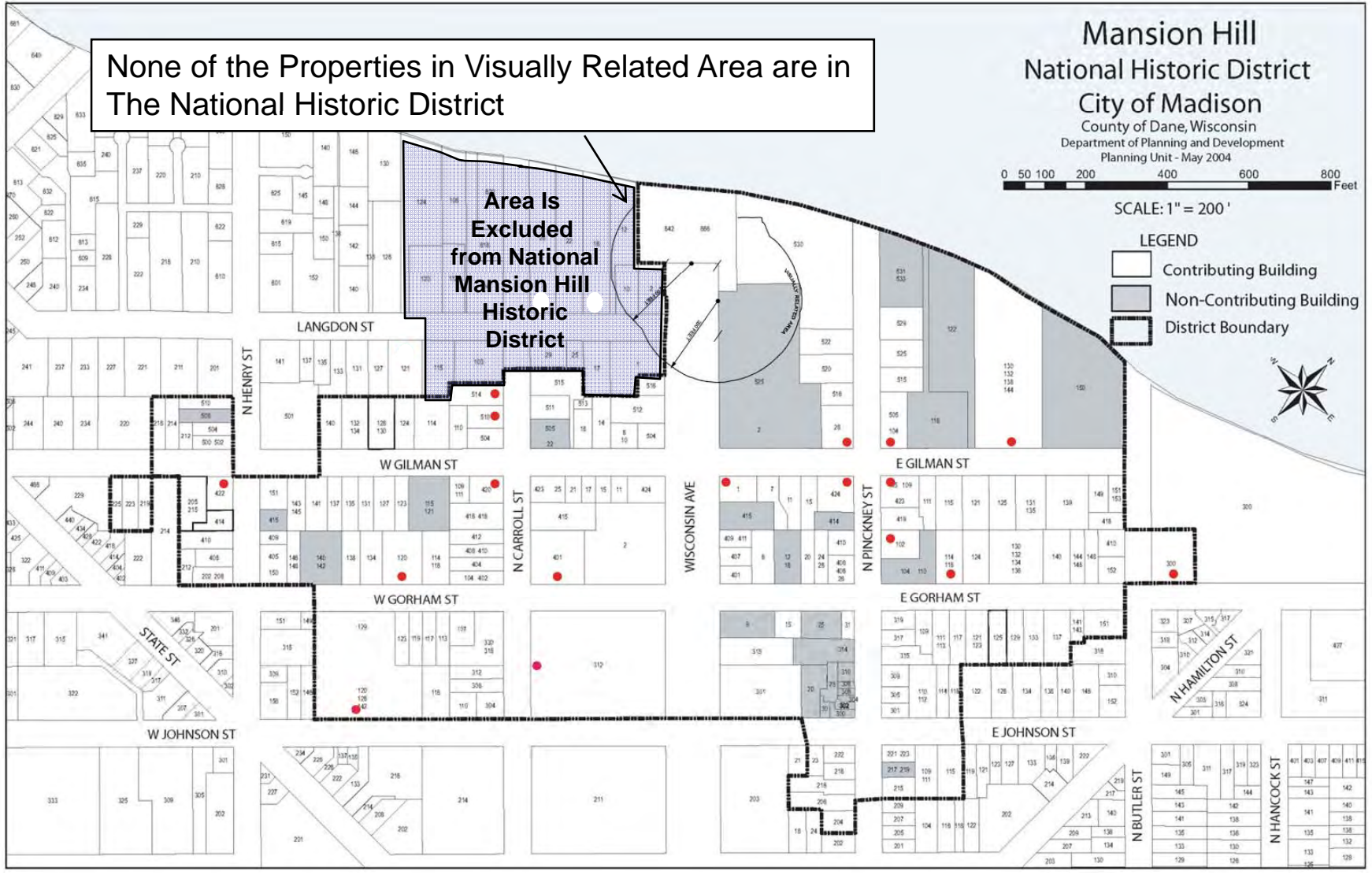
Mansion Hill
National Historic District
City of Madison
County of Dane, Wisconsin
Department of Planning and Development
Planning Unit - May 2004



SCALE: 1" = 200'

LEGEND

- Contributing Building
- Non-Contributing Building
- District Boundary



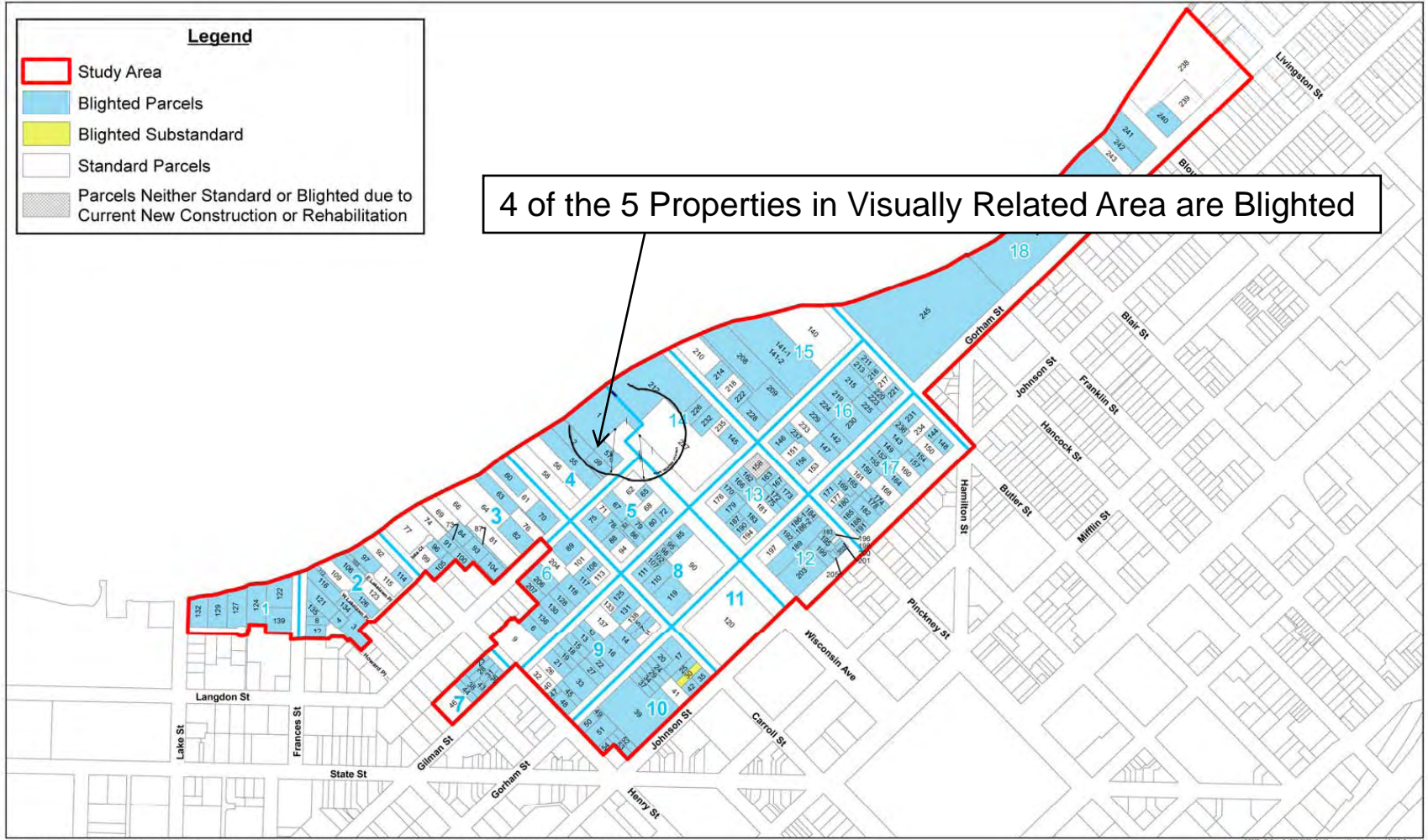


VISUALLY RELATED AREA

Legend

- Study Area
- Blighted Parcels
- Blighted Substandard
- Standard Parcels
- Parcels Neither Standard or Blighted due to Current New Construction or Rehabilitation

4 of the 5 Properties in Visually Related Area are Blighted



Mansion Hill
TID #32 Amendment

Blighted Parcels

Appendix B
January 19, 2009



CRISPELL-SNYDER, INC.
PROFESSIONAL CONSULTANTS

1 inch equals 400 feet



VISUALLY RELATED AREA





VISUALLY RELATED AREA





VISUALLY RELATED AREA





VISUALLY RELATED AREA





VISUALLY RELATED AREA





VISUALLY RELATED AREA





VISUALLY RELATED AREA





VISUALLY RELATED AREA





VISUALLY RELATED AREA





Site Context





SITE CONTEXT

DOWNTOWN HISTORIC PRESERVATION PLAN

“...Madison is not a museum. It is a modern city with challenges, opportunities, and pressures. Reconciling the needs of a modern society with a 19th century form is not easy. There are going to be conflicts relating to traffic and parking requirements, configuring space to meet modern office needs, and the simple fact that as an area becomes more popular, demand on the real estate market to intensify uses will also increase. Cities must be able to evolve and respond to current forces in order to remain dynamic vital places to live, work, and experience. Without that ability, cities become irrelevant.”

-Downtown Historic Preservation Plan, 1998



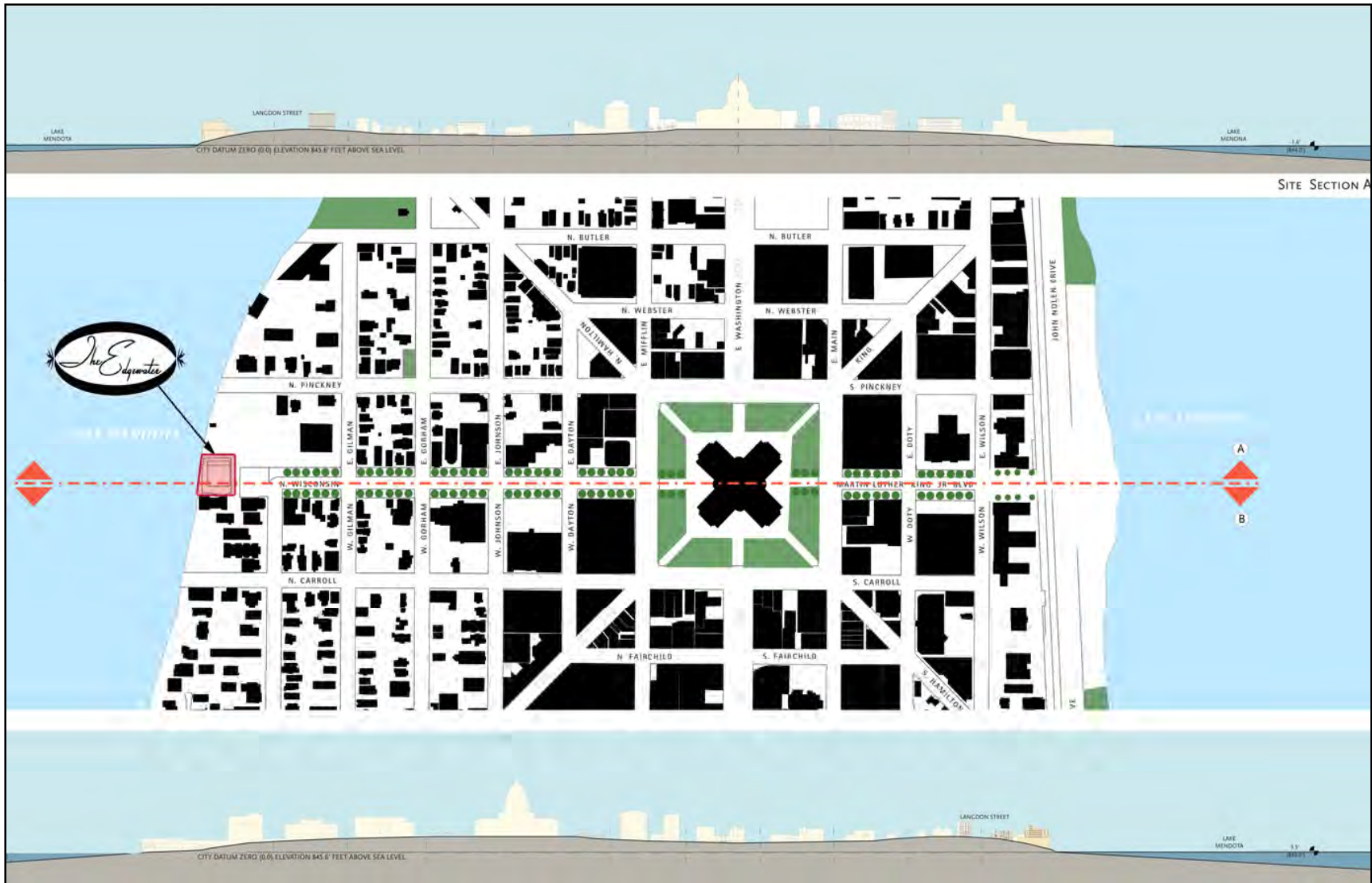
SITE CONTEXT

Public Spaces at the Waterfront





SITE CONTEXT





SITE CONTEXT

Wisconsin Avenue as a Point of Access to Waterfront (1970's Plan)

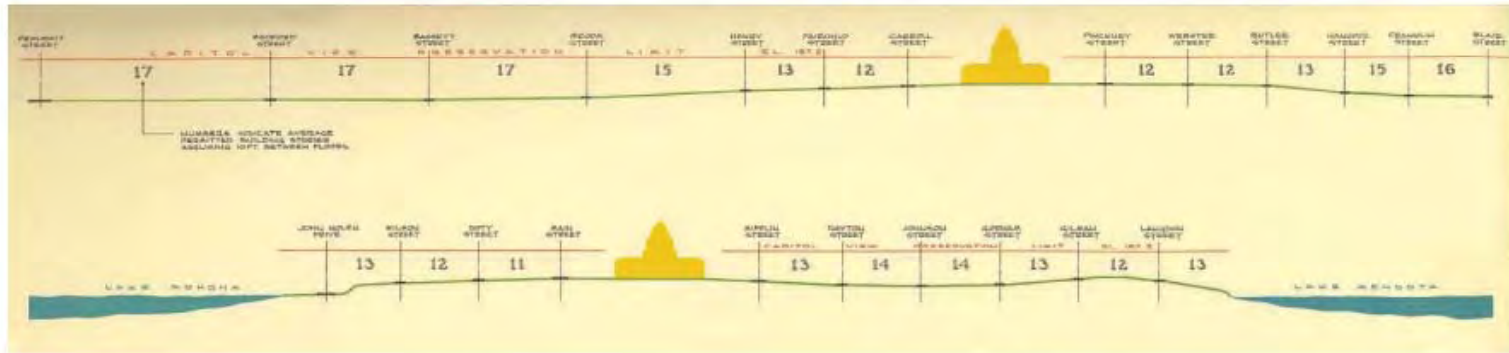


© 1970 THE UNIVERSITY OF WISCONSIN, MADISON, WISCONSIN



SITE CONTEXT

Wisconsin Avenue and Relationship to Capitol



DOWNTOWN MADISON 1978 (MADISON, WI)



SITE CONTEXT

Edgewater is Not in Mansion Hill



CITY OF MADISON COMPREHENSIVE PLAN GOALS

- 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)



SITE CONTEXT





WISCONSIN AVENUE





DESIGN OVERVIEW



Note: The landscaping on this image has been updated to reflect submitted plans.



DESIGN OVERVIEW





DESIGN OVERVIEW





DESIGN OVERVIEW





LANGDON STREET





LANGDON STREET





LANGDON STREET





VIEW FROM GILMAN/PINCKNEY





VIEW FROM LAKE





DESIGN OVERVIEW





DESIGN OVERVIEW





Design Overview





DESIGN OVERVIEW



KEY CONSIDERATIONS

- ✦ 228 Total Rooms (107 current)
- ✦ 346 Parking Stalls / 420 with Valet
- ✦ Expansion Moved out of Wisconsin Ave. Right of Way
- ✦ Designed as Collection of Buildings Around Public Plaza
- ✦ Multiple Tiers Stepped Back from Waterfront
- ✦ Public Spaces/Access



DESIGN OVERVIEW

Former Olin Terrace





DESIGN OVERVIEW





DESIGN OVERVIEW



Note: The landscaping on this image has been updated to reflect submitted plans.



DESIGN OVERVIEW



EXISTING PUBLIC ACCESS



PROPOSED PUBLIC ACCESS



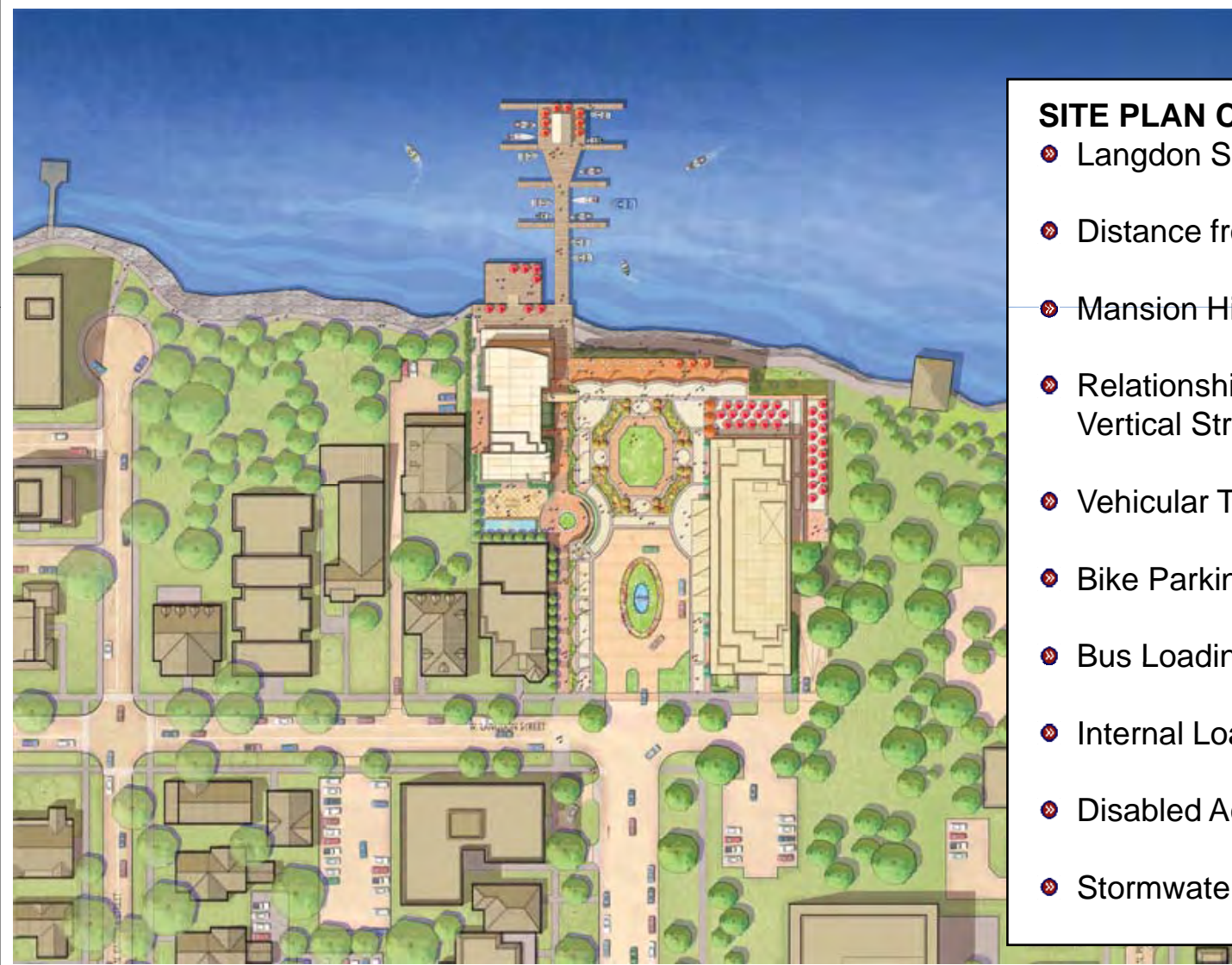
DESIGN OVERVIEW

Existing Conditions – Site





DESIGN OVERVIEW



SITE PLAN CONSIDERATIONS

- ❖ Langdon Set Back – 32 Feet
- ❖ Distance from Corner – 81 Feet
- ❖ Mansion Hill Terrace – 35,973 SF
- ❖ Relationship of Open Space to Vertical Structure
- ❖ Vehicular Traffic Pattern
- ❖ Bike Parking
- ❖ Bus Loading / Unloading
- ❖ Internal Loading Dock/Trash
- ❖ Disabled Access
- ❖ Stormwater / Environmental



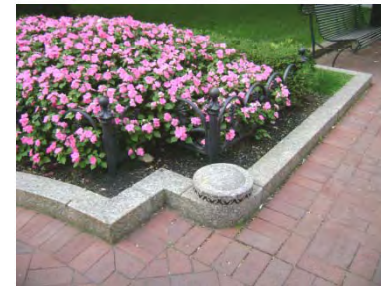
DESIGN OVERVIEW



5 Bench Detail
SCALE: NTS



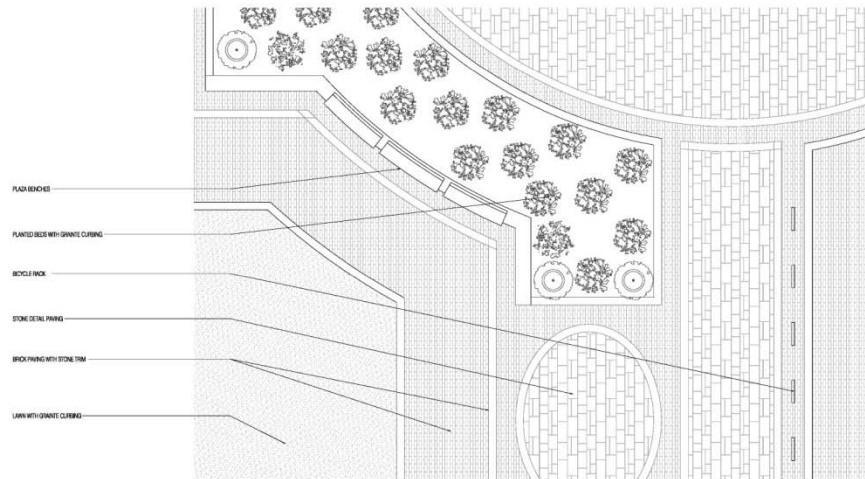
4 Lawn with Granite Curb and Brick Paving with Granite Trim Details
SCALE: NTS



3 Planted Area with Granite Curb Detail
SCALE: NTS



2 Bicycle Rack Detail
SCALE: NTS



ELKUS | MANFREDI
ARCHITECTS

10000 200 A STREET
BOSTON, MASSACHUSETTS 02110
508.517.4281 1900

The Edgewater

688 Wisconsin Avenue
Madison, WI 53703

Owner:
Landmark X, LLC
22 East Mifflin Street, Suite 800
Madison, WI 53703

Developer:
Harrison Company
22 East Mifflin Street, Suite 800
Madison, WI 53703

Civil Engineer:
BT Squared, Inc.
2800 Gary Drive
Madison, WI 53718

PROJECT NUMBER: 091008

DATE: July 01, 2009

REVISIONS:
08/18/09

SCALE: 1/4" = 1'-0"

DRAWING NAME:
PLAZA DETAILS

DRAWING NUMBER:

A3.01



DESIGN OVERVIEW

RESTORATION OF HISTORIC STRUCTURE

“Since there was very little built in Madison during the Great Depression or World War II post-war modernist design is the next distinct architectural era to become "historic".”

– Madison Historical Trust



DESIGN OVERVIEW

Original Rendering – 1940's Tower





DESIGN OVERVIEW

Front Corner/Side Facade





DESIGN OVERVIEW

Existing Façade/Connection Between Buildings





DESIGN OVERVIEW

Existing Façade/Connection Between Buildings





DESIGN OVERVIEW

Proposed Façade / Grand Stairway to Waterfront



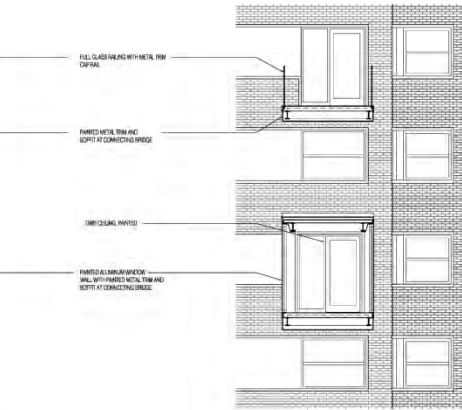


DESIGN OVERVIEW

Proposed Façade Restoration



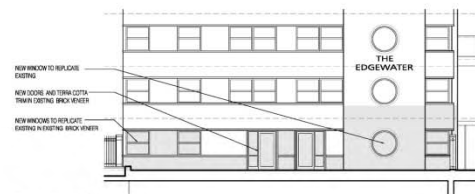
3 Partial Enlarged Elevation at Connections to 1940's Building
SCALE: 1/8"=1'-0"



4 Cross Section at Connections to 1940's Building
SCALE: 1/8"=1'-0"



1 Partial Enlarged Elevation at New Construction
SCALE: 1/8"=1'-0"



2 Partial Enlarged Elevation at New Construction
SCALE: 1/8"=1'-0"

ELKUS | MANFREDI
ARCHITECTS

14th and 300 A STREET
BOSTON MASSACHUSETTS 02110
TEL: 617-426-1300

The Edgewater

600 Worcester Avenue
Boston, MA 02109

Owner:
Landmark X, LLC
22 East Witten Street, Suite 902
Boston, MA 02101

Developer:
Hanson Company
22 East Witten Street, Suite 902
Boston, MA 02101

Civil Engineer:
BT Squared, Inc.
2650 Davis Drive
Worcester, MA 01508

PROJECT NUMBER: 081803

DATE: JAN 21, 2008

REVISIONS:

08/18/08

SCALE: VARIES

DRAWING NAME:
1940'S BUILDING
PARTIAL ENLARGED
ELEVATIONS

DRAWING NUMBER:

A3.03



DESIGN OVERVIEW

Rigadoon Room Facade





DESIGN OVERVIEW

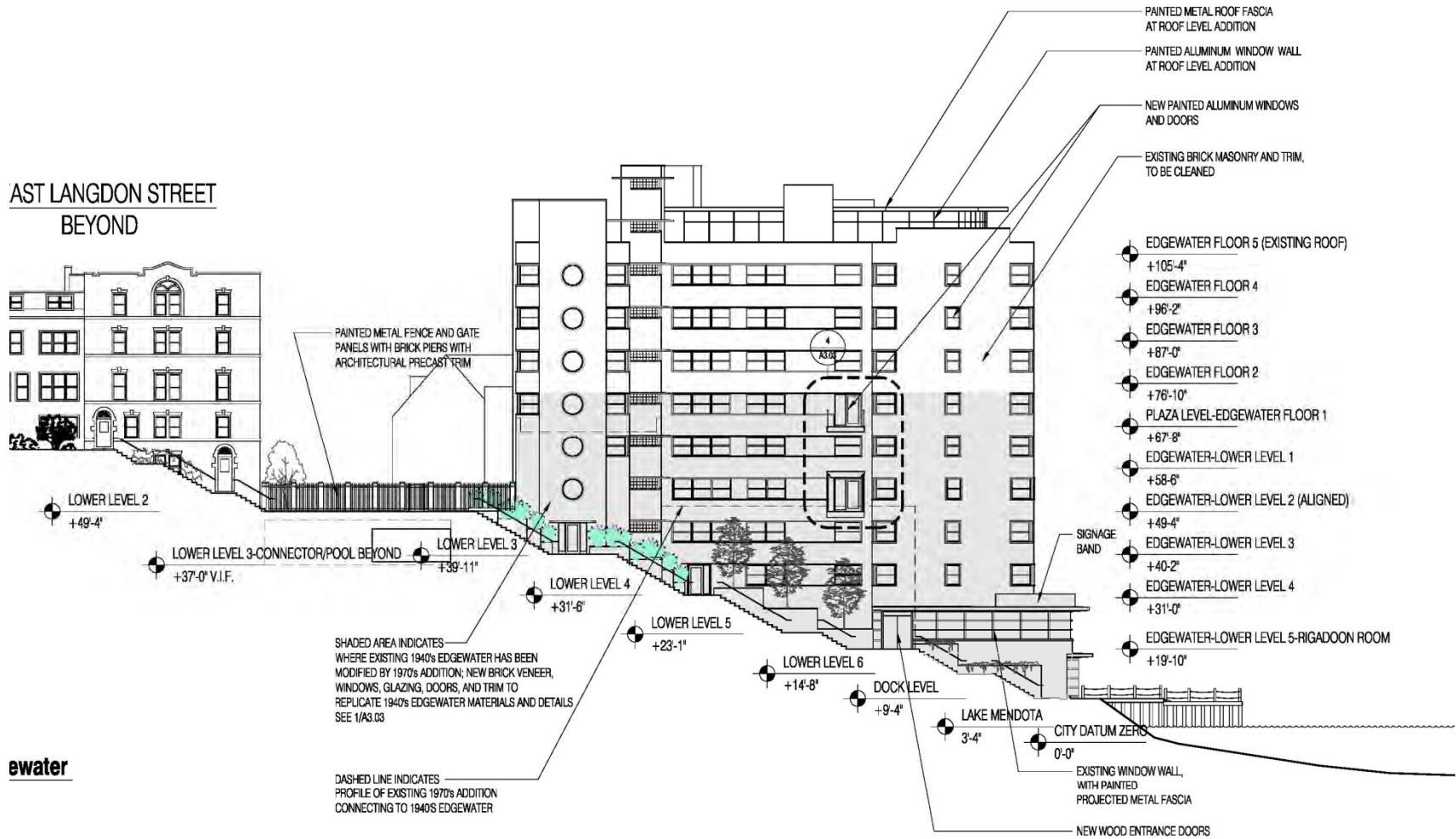
Existing Facade





DESIGN OVERVIEW

AST LANGDON STREET
BEYOND



ewater



DESIGN OVERVIEW

Rooftop Terrace





DESIGN OVERVIEW

Existing Rooftop





DESIGN OVERVIEW



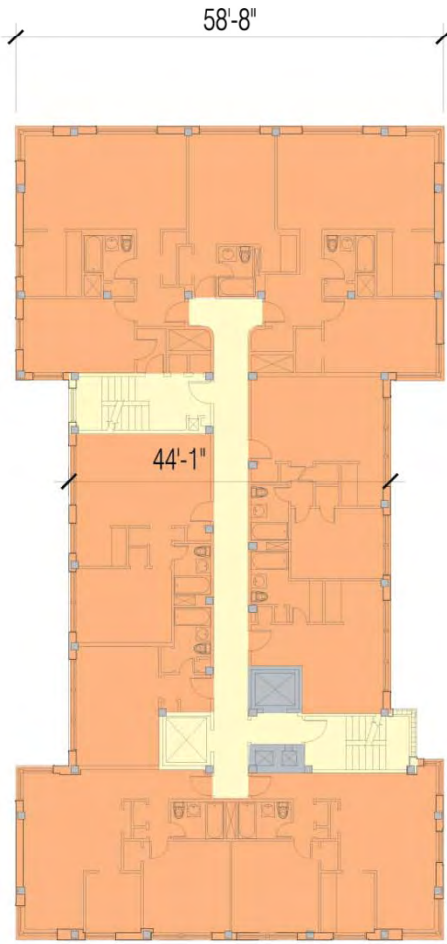


DESIGN OVERVIEW

1940's Tower Constraints

Existing:

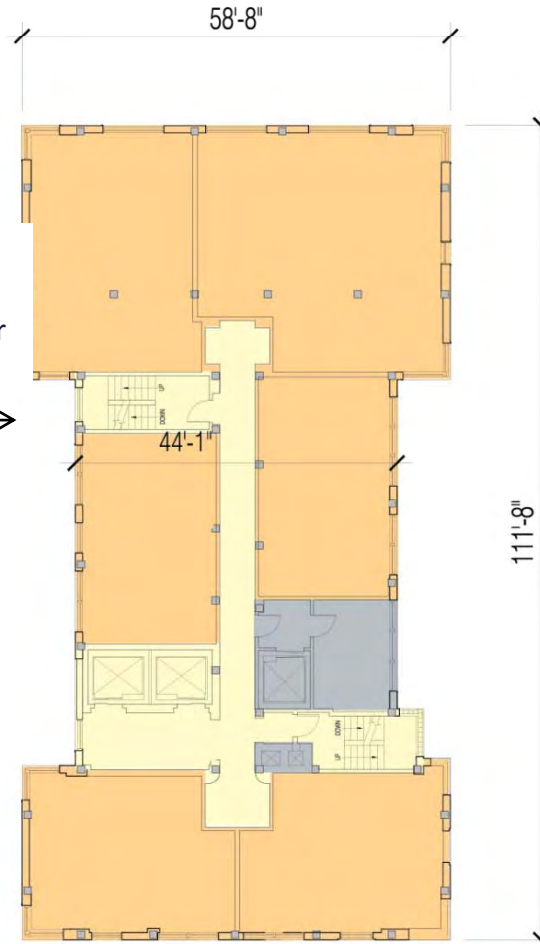
10 Rooms Per Floor
67 Rooms in 40's Tower
107 Rooms in Hotel



Existing Guest Room Layout

Proposed:

6 Rooms Per Floor
27 Rooms in 40's Tower
67-75 Rooms in Hotel



Proposed Layout

- PUBLIC CIRCULATION
- GUEST ROOMS
- EXTENDED STAY
- FUNCTION ROOMS
- RESTAURANT/BAR
- SPA/HEALTH
- FITNESS CENTER
- OFFICE
- PARKING
- BACK OF HOUSE



DESIGN OVERVIEW

RENOVATION OF THE 1970's STRUCTURE





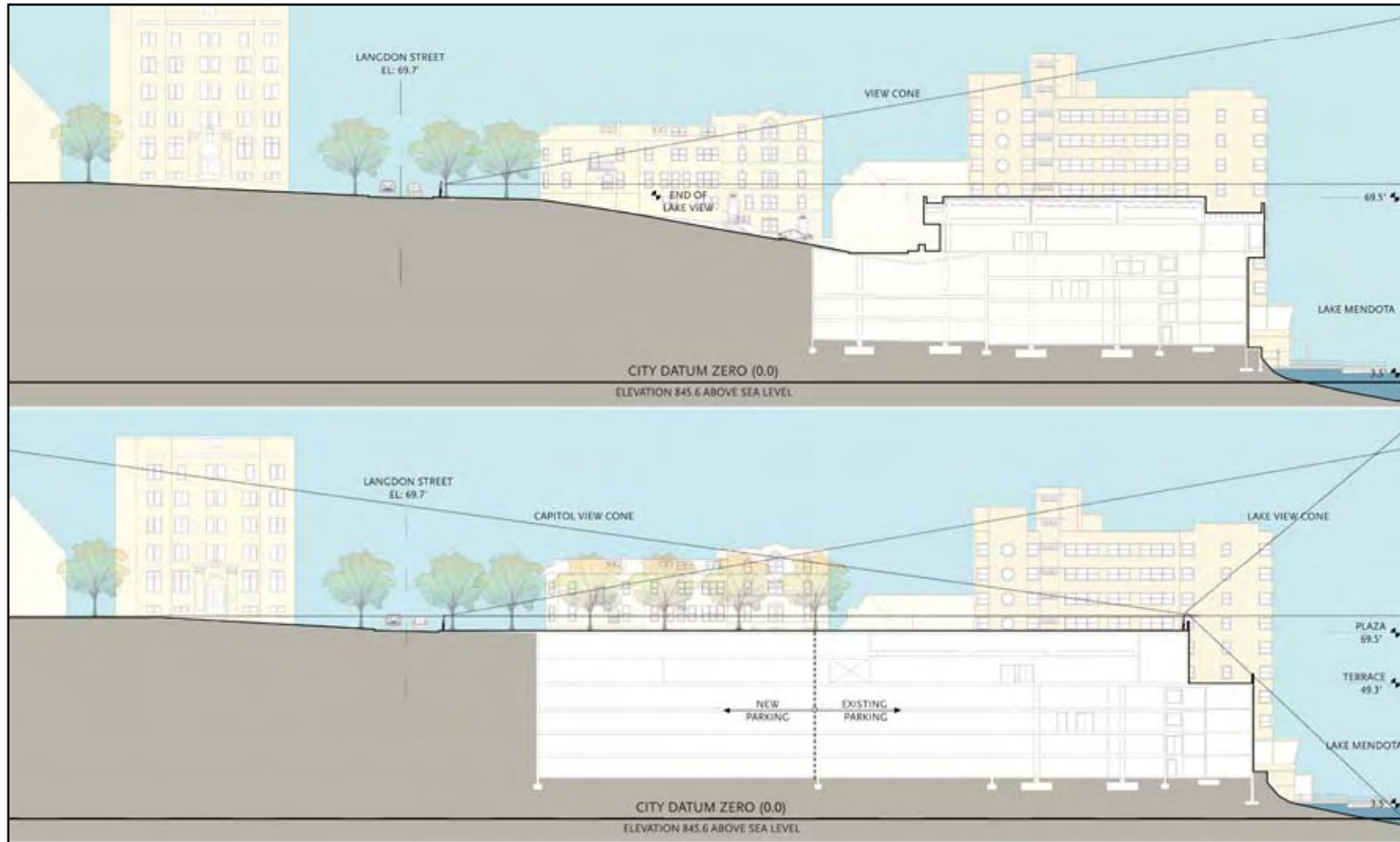
DESIGN OVERVIEW





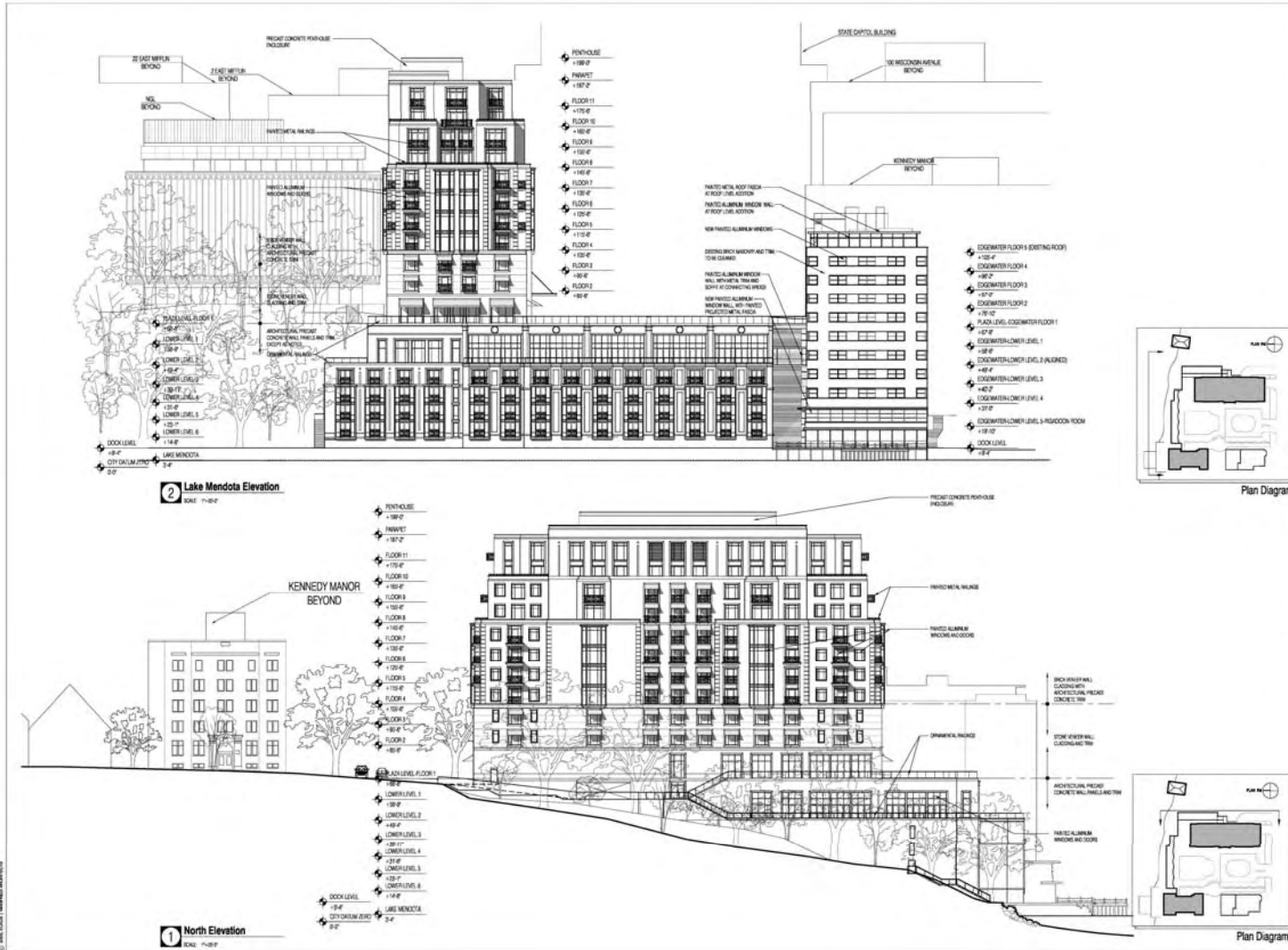
DESIGN OVERVIEW

1970's Addition





DESIGN OVERVIEW



ELKUS | MANFREDI
ARCHITECTS

300 A STREET
BOSTON, MASSACHUSETTS 02116
Tel: 617-452-1800

The Edgewater

585 WILMINGTON AVENUE
MELROSE, MA 02126

Owner:
Landscape K, LLC
20 East North Street, Suite 802
Melrose, MA 02126

Developer:
Hammes Company
20 East North Street, Suite 802
Melrose, MA 02126

Civil Engineer:
RT Squared, Inc.
2001 Day Drive
Melrose, MA 02126

PROJECT NUMBER: 081810

DATE: JULY 21, 2008

REVISIONS:

SCALE: 1" = 20'-0"

DRAWING NAME:
Elevations

DRAWING NUMBER:

A2.02



DESIGN OVERVIEW

LAKEFRONT TERRACE





DESIGN OVERVIEW

EXPANSION TOWER



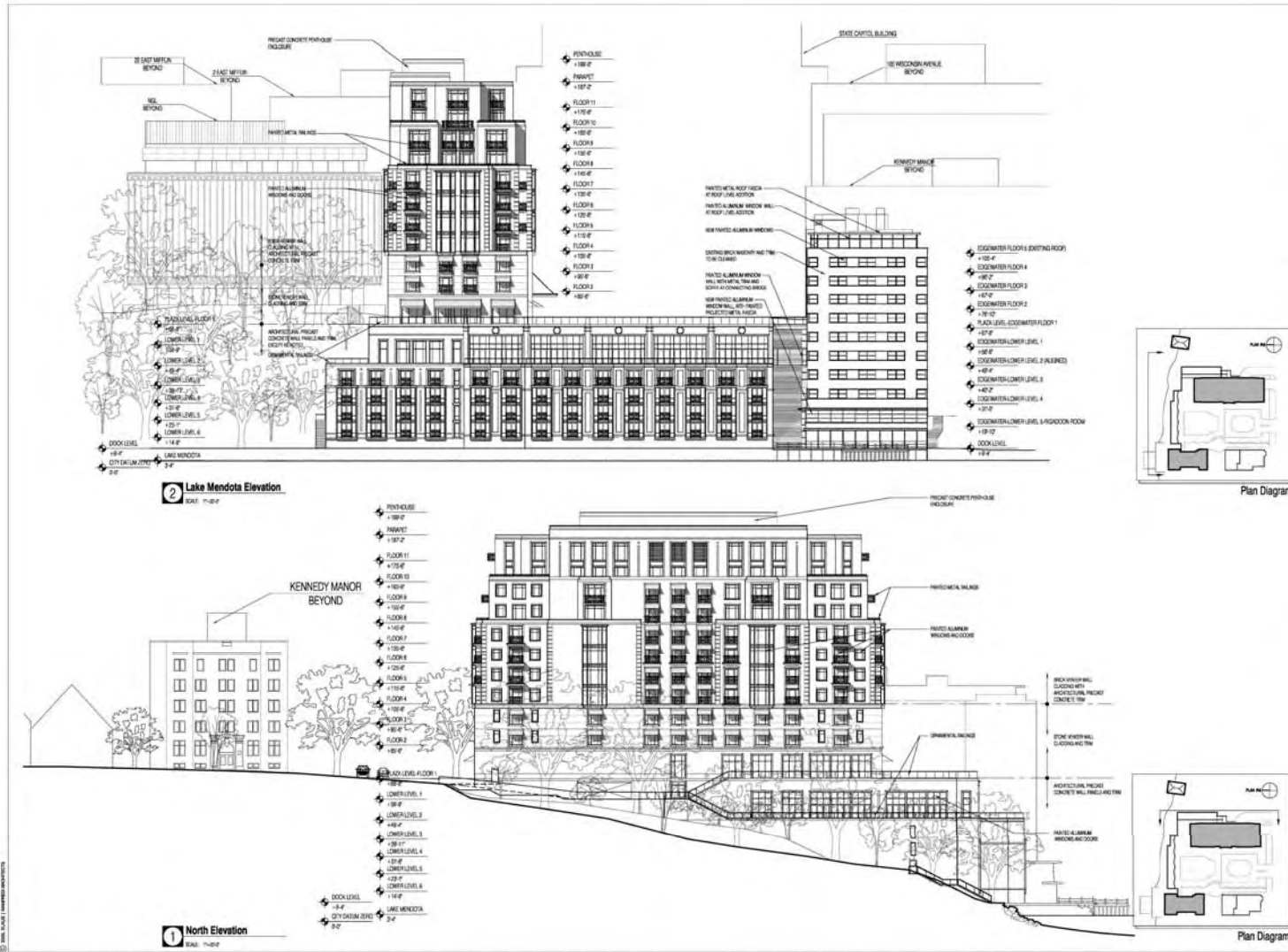
DESIGN OVERVIEW





DESIGN OVERVIEW

30 feet



ELKUS | MANFREDI
ARCHITECTS

300 A STREET
BOSTON MASSACHUSETTS 02110
(617) 426-1300

The Edgewater

88 Western Avenue
Watson, MA 02159

Owner:
Landmark K, LLC
29 East Wirth Street, Suite 602
Watson, MA 02159

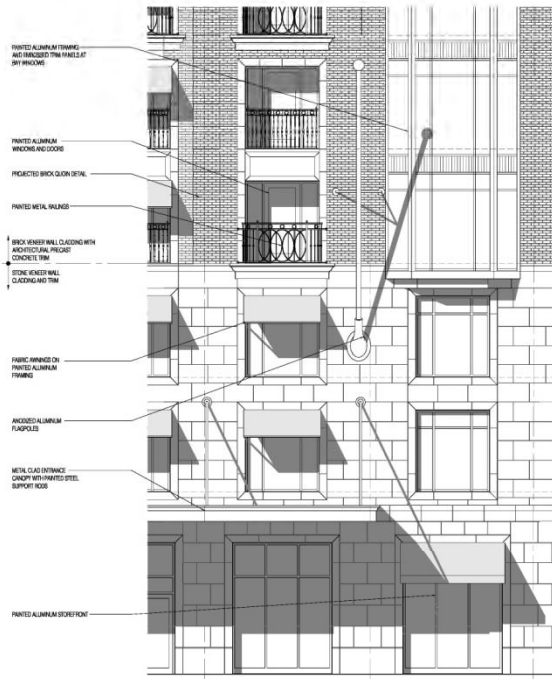
Developer:
Hennrich Company
29 East Wirth Street, Suite 602
Watson, MA 02159

Chief Engineer:
BT Squared, Inc.
2800 Dairy Drive
Watson, MA 02174

PROJECT NUMBER: 2016-015
DATE: JAN 11, 2016
REVISIONS:
SCALE: 1/8" = 3/16"
DRAWING NAME: Elevations
DRAWING NUMBER: A2.02



DESIGN OVERVIEW



1 Elevation Detail
SCALE: 1/8"=1'-0"



3 Bay Window Reference Image
SCALE: NTS



5 Brick and Stone Wall Cladding Reference Image
SCALE: NTS



2 Painted Metal Railing Reference Image
SCALE: NTS



4 Storefront, Awning, and Stone Detail Reference Image
SCALE: NTS

ELKUS | MANFREDI
ARCHITECTS

1000 300 A STREET
BOSTON MASSACHUSETTS 02110
tel) 617-438-1300

The Edgewater

888 Wisconsin Avenue
Madison, WI 53703

Owner:
Landmark K, LLC
22 East Mills Drive, Suite 800
Madison, WI 53703

Developer:
Marmon Company
22 East Mills Drive, Suite 800
Madison, WI 53703

Civil Engineer:
BT Squared, Inc.
2826 Dairy Drive
Madison, WI 53718

PROJECT NUMBER: 0211-01

DATE: July 01, 2016

REVISIONS:
1. 08/18/16

SCALE: 1/4"=1'-0"

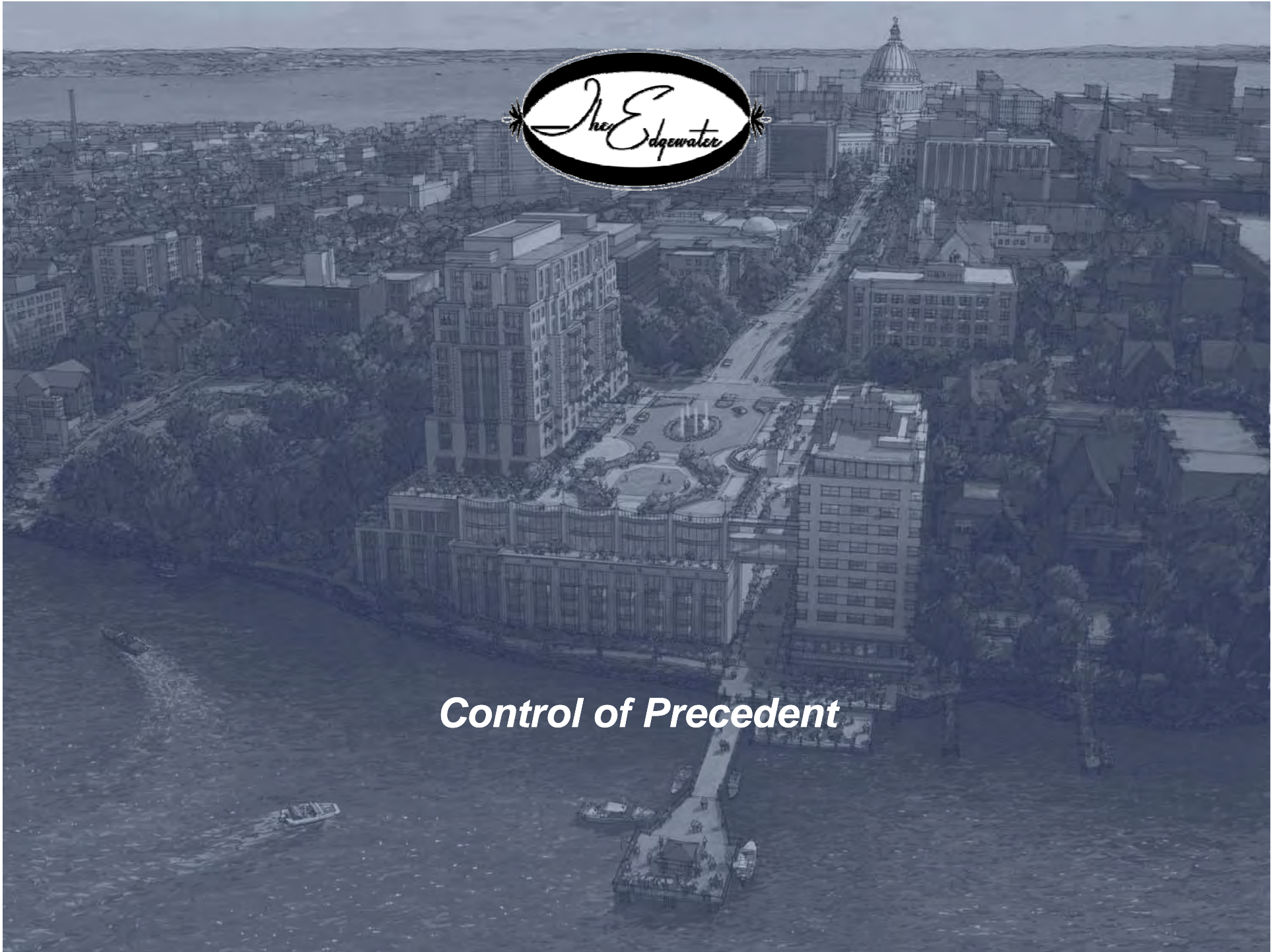
DRAWING NAME:
ELEVATION DETAILS

DRAWING NUMBER:

A3.02



Control of Precedent





CONTROL OF PRECEDENT

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:

- The Project shall be located on a lot or collective lots of not less than 1.0 acre;
- 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;
- There shall be not less than 15,000 square feet of open space in the Project;
- Public access to said open space shall be granted in accordance with an agreement(s) with the City of Madison;
- 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;
- 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.



Questions & Answers