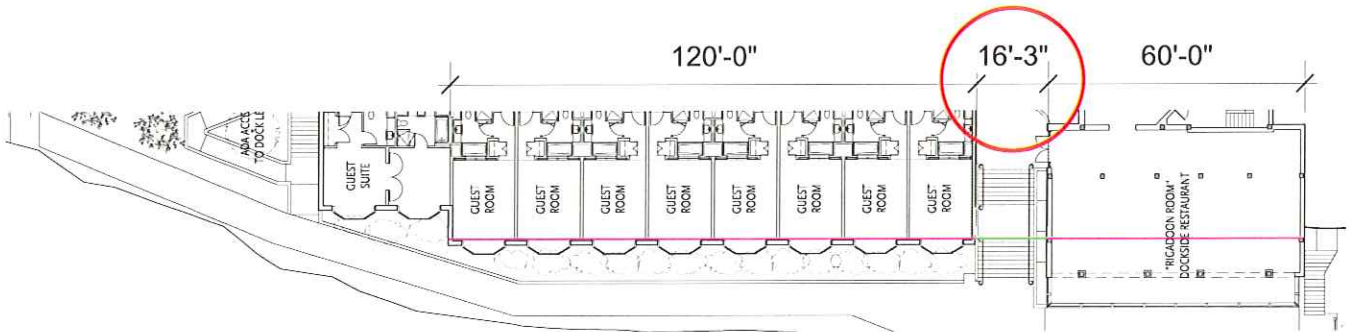


Rendering from Cover and from Page 3 of Edgewater Redevelopment Revised Submittal Package
10/28/2009 by Landmark X, LLC



Architectural Drawing from Page 27 of the same document

"Grand Stairway" or Grand Deception?

Dimensional Analysis by John D. Martens with Vectorworks 2010 software
CAD file available by request @ johndmartens@sbcglobal.net 10/30/2009

EXPLANATION OF COVER PAGE

Attached is a careful dimensional analysis of the rendering submitted by the Hammes Company as part of their most recent submission to the City of Madison Planning Department for the Proposed Edgewater Tower. It illustrates a major discrepancy between what is being presented to the public as a "grand stairway", shown in the rendering, versus the actual width of the stairway as shown in the architectural drawing.

The rendering of the previous proposal that has been shown in numerous public presentations and media outlets by the Hammes Company included the same exaggerated stairway width. In the new revision, the building itself has been modified and the 70's Edgewater addition has been modified, but the distorted stairway width has not been corrected.

Also of note is the fact that the rendering shows the original Edgewater relative to the rest of the development slightly larger than it is in the architectural drawing (63'-7" vs. 60'-0"), tending to make the new tower look smaller than it actually is.

Respectfully submitted,

John Martens
4118 Hegg Avenue
Madison, WI 53716

TEXT OF PUBLIC COMMENTARY 10/02/2009

Since this is an informational meeting, I am going to confine my comments to the information being presented and ignore the underlying issues of this proposal. Also, I would like to note that I do not live in the Mansion Hill neighborhood, but I am here because of my own concerns for Madison's future growth.

In the 10 years that I recently served on the Madison Zoning Board of appeals, I noticed an inordinate amount of development pressure on our lakefront property, and from the amount of opposition to much of that development, I became keenly aware of how important access to our lakes is to our quality of life.

Although James Doty did recognize the importance of public lakefront access, because he laid out the streets of the central city in a radial pattern, he did not utilize much of shoreline for this connection. Public access diminished over the next 50 years and by the turn-of-the-century, John Nolan lamented that loss and advised reclaiming it in his publication of Madison: a Model City.

I've also noticed that over the last decade, leading cities in urban planning have been developing waterfront property for public use, including in many cases converting private waterfront property to public. Consequently, in our current zoning rewrite process, I have been a proponent of at least trying to safeguard what little public access to lake frontage that remains.

For this reason when four articles appeared in the Wisconsin State Journal on June 28 proclaiming "A New City Living Room" at the site of the Edgewater Hotel, I became quite enthusiastic. I was eager to see the specifics. However, as I compared the rendering with a photograph of the site, it appeared to me that something didn't quite match. I actually went to the site and did some measurements, but came away more puzzled than ever.

I did not want to jump to conclusions, so I waited until actual plans were available when the Hammes Company applied for Landmarks Commission approval. Because of the volume and complexity of the two-dimensional plans, I ended up drawing my own three-dimensional model in the CAD system that I work with in my professional life. I also made numerous trips back to the Edgewater to measure and verify site conditions, and ultimately concluded that the grand rendering that we have seen repeatedly in the massive marketing effort of this project is fraudulent in its representation of the so-called "grand stairway," one of its main selling points. I submit the attached graphic analysis.

Furthermore, after careful consideration of other claims, I reached the conclusion that we have all been sold a bill of goods that does not match up to the reality of the actual project. I testified at the Landmarks Commission meeting that the project had been marketed with unprecedented hyperbole, misleading innuendo, and outright misrepresentation. At that point, I did not make a major issue of it, but simply requested that the Hammes Company please at least correct the false documentation that they had presented.

The same misleading document turned up next at the Urban Design Commission, at which point I made the same request for correction. In spite of that, the same deceptive rendering has been shown countless times since then in Madison media outlets and public meetings. Now with the new revised version, we find revision of the proposed tower, revision of the existing 70s Edgewater edition, but the so-called "grand stairway" is still shown with its deceptively exaggerated width.

This form of deception is wholly unacceptable. I request once again that the Hammes Company cease to feed us false information, and that they immediately correct the rendering that has become the primary representation of this project to our public.