



PROJECT OVERVIEW

Dear Landmarks Commissioners:

The following package provides information and analysis related to the proposed redevelopment of the Edgewater Hotel and its compliance with the standards of the Landmarks Ordinance (MGO Section 33.19). The buildings and environment that are made part of the proposed redevelopment have changed significantly since the Landmarks Commission last reviewed the proposal in November, 2009. Many of the changes were brought about as a result of discussions with the Urban Design Commission, Plan Commission, City Council and City Staff to specifically address concerns about the height and mass of the building. The primary changes include:

- A setback of 13 to 21 feet was incorporated into the new construction/addition which significantly reduces the visual perception of massing and further opens the view to the water;
- A vertical entry feature was added to the new construction/addition on the Wisconsin Avenue façade. This feature breaks the horizontal plane of the building further mitigating the visual perception of massing from the street;
- The design of the new construction/addition was simplified to better relate to the architectural character of buildings in the surrounding area;
- The lakeside elevation of the new construction/addition was altered to create a more cohesive vertical expression in the new construction/addition;
- The window pattern of the 1970's building and new podium were altered to complement the horizontal expression of the 1940's building. This change strengthens the differentiation of the lower building and the visual perception of three separate structures on the site;
- The new parking was relocated to an underground structure on the adjacent NGL site. The parking count was increased from 226 to 355 stalls. This change substantially increased the site area and changed the 200 foot radius of the Visually Related Area (VRA) to also incorporate 516 Wisconsin Avenue and the NGL office building.
- The entrance to the garage was relocated to a private drive off Langdon Street. This allowed us to lower the plinth, further enhance the views to the water and significantly enhance the public space at Langdon Street.

Landmark X, LLC has requested to return to the Landmarks Commission to seek a Certificate of Appropriateness for the Project based on the revised design proposal. This package outlines how the Project complies with the criteria for new development in the Mansion Hill Historic District. On the question of the relationship of the volume of the proposed building to buildings within the VRA we have provided six (6) different metrics that demonstrate that the building volume is compatible with the existing pattern of development. It is important to reiterate that the criteria requires visual compatibility in the relationship between buildings and environment. It does not require that the buildings be the same size or height as other buildings in the VRA. It also does not provide a specific metric to be used to evaluate compatibility.

When considering the Edgewater proposal it is important to note the metrics of total square footage or cubic volume are somewhat misleading in that a large proportion of the building is below grade and/or out of view and therefore isn't relevant to visual compatibility. The metrics that more accurately represent visual compatibility are those of height, relationship of open space to buildings and the pattern of development/adjacencies. The height of the building is equal to the height of the NGL building and only 22 feet taller than the height of Kennedy Manor. Given that the height is consistent with the height of an existing building in the VRA, its relationship to other buildings is compatible with the existing development pattern. Furthermore, the



PROJECT OVERVIEW

open space surrounding the building is far in excess of the open space surrounding other buildings. This separation creates a much greater relief in massing as compared to more narrow adjacencies in the VRA such as that which exists between Kennedy Manor and 516 Wisconsin Avenue. Finally, the pattern of development within the VRA reflects the pattern of development that exists throughout the Mansion Hill Historic District. For nearly 100 years, this pattern of development has been that of larger-scale buildings adjacent to smaller-scale buildings. The relationship of the scale of the Edgewater new construction/addition to adjacent properties is compatible with the relationship of scale between other properties within the VRA. This VRA does not have a consistent building form, height or relationship of volume as you might find in other historic districts. Variation is the pattern of development and the Edgewater is visually compatible with the existing buildings and environment within the VRA.

While we believe we have demonstrated that the Project meets the criteria for new development within the Mansion Hill Historic District, we recognize that this is a subjective standard and that the Landmarks Commission may not agree with our interpretation. Therefore, we have also provided for your review an analysis of how the Project meets the standard for a granting a variance from one or more of the criteria which would then, in turn, allow a Certificate of Appropriateness to be granted under the varied criteria. Requesting a variance is not “breaking the rules” as was suggested at the November meeting. To the contrary, the variance procedures were added to the Landmarks Ordinance to allow for flexibility in the application of the ordinance if a project meets certain other criteria. As the attached analysis will demonstrate, this Project meets these criteria, the most important of which is that this Project is consistent with the Purpose and Intent of the Landmarks Ordinance.

Finally, in closing, we would like to take this opportunity to highlight the positive aspects of this proposal in relation to the historic district. The redevelopment of the Edgewater is the path to preservation. The redevelopment will result in the rehabilitation of the historic 1940’s building – the only structure that is listed as a “Priority” building in the VRA. It will also result in the removal of the top level of the 1970’s building, opening of views to the water and the creation of a large terrace and waterfront amenities that can be enjoyed by the public. It will increase accessibility to the site, buildings and waterfront. It will ensure the long-term viability of the hotel as a high-quality property in the historic district. It will generate visitation and tourism to the historic district. It will add owner-occupied residential units and increase the resident base vested in the success of the historic district. And, it will be a catalyst for the establishment of a Tax Increment Financing (TIF) District that will encourage rehabilitation of properties and result in infrastructure improvements within the historic district. This Project has the potential to create substantial benefits to the historic district and will become an asset to the growth and improvement of the historic district in the future.

I look forward to the opportunity to discuss the Project and the changes that have been incorporated into the design with you in more detail at the Landmarks Commission meeting.

Thank you.

Sincerely,
LANDMARK X, LLC

Amy Supple
Development Director



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**PURPOSE AND INTENT OF
LANDMARKS ORDINANCE**





LANDMARKS ORDINANCE – PURPOSE AND INTENT

PROTECT & ENHANCE ARCHITECTURAL HISTORY



PERPETUATE IMPROVEMENTS IN HISTORIC DISTRICTS (TIF CATALYST)



SAFEGARD THE CITY'S CULTURAL HISTORY ("LAKE CULTURE")



FOSTER CIVIC PRIDE IN THE BEAUTY AND NOBLE ACCOMPLISHMENTS OF PAST



STABILIZE AND IMPROVE PROPERTY VALUES



STRENGTHEN THE ECONOMY (TOURISM / VISITATION)



SERVE AS A STIMULUS TO BUSINESS & INDUSTRY



PROMOTE USE OF HISTORIC DISTRICTS FOR PLEASURE & WELFARE OF THE PEOPLE





LANDMARKS ORDINANCE – PURPOSE AND INTENT

LANDMARKS ORDINANCE MGO 33.19(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.

THE PROJECT IS HIGHLY COMPATIBLE WITH THE PURPOSE AND INTENT OF THE LANDMARKS ORDINANCE.



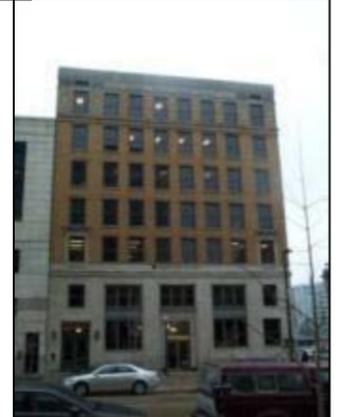
SITE CONTEXT





SITE CONTEXT

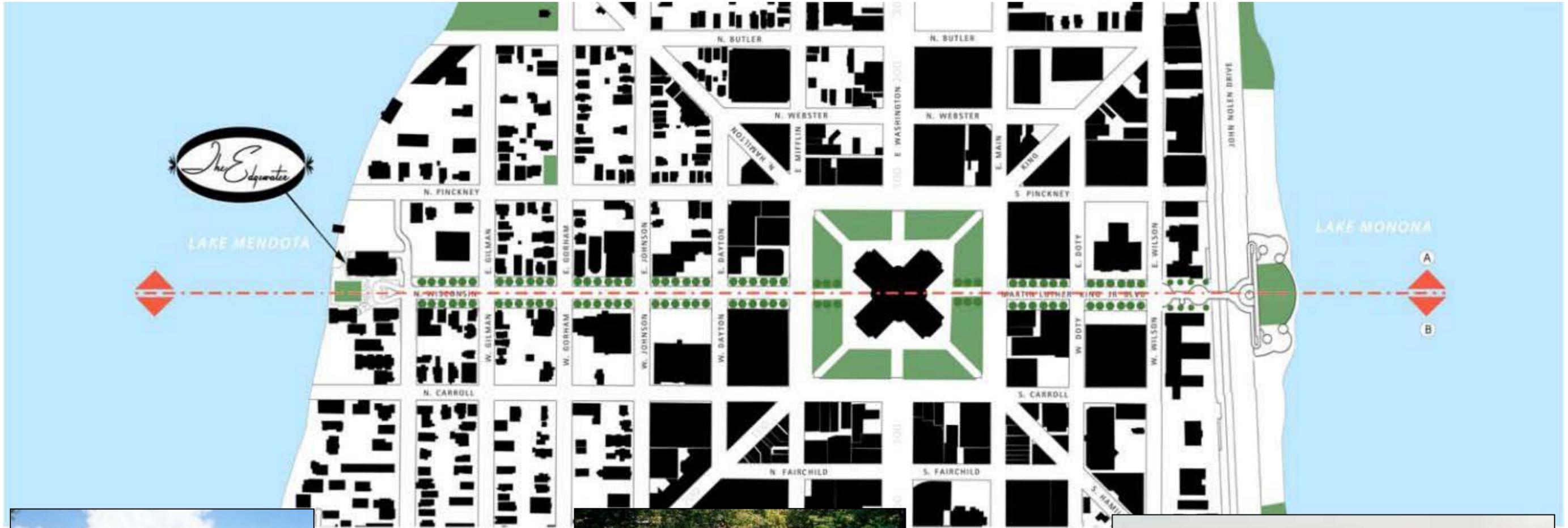
WISCONSIN AVENUE HAS A STRONG ORIENTATION AS THE CITY'S PRIMARY CIVIC, CULTURAL AND COMMERCIAL CORRIDOR.





SITE CONTEXT

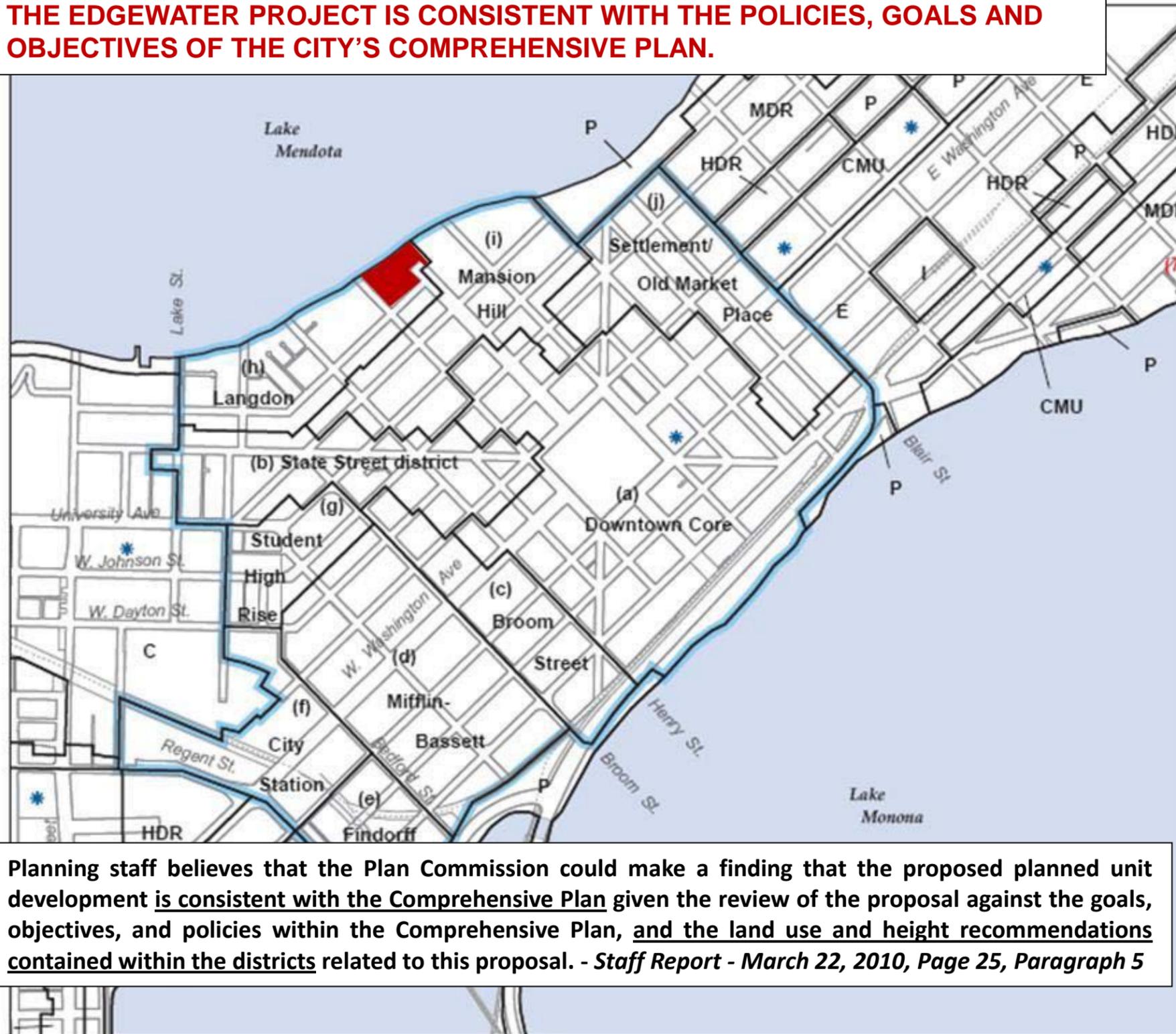
THE EDGEWATER IS THE TERMINUS TO WISCONSIN AVENUE AND COMPLEMENTS THE CIVIC AND PUBLIC NATURE OF THE BOULEVARD.





SITE CONTEXT

THE EDGEWATER PROJECT IS CONSISTENT WITH THE POLICIES, GOALS AND OBJECTIVES OF THE CITY'S COMPREHENSIVE PLAN.



Planning staff believes that the Plan Commission could make a finding that the proposed planned unit development is consistent with the Comprehensive Plan given the review of the proposal against the goals, objectives, and policies within the Comprehensive Plan, and the land use and height recommendations contained within the districts related to this proposal. - *Staff Report - March 22, 2010, Page 25, Paragraph 5*

CITY OF MADISON COMPREHENSIVE PLAN GOALS

The Project is consistent with the primary goals and objectives of the City's Comprehensive Plan adopted by the Common Council in 2006.

- **Downtown as a Regional Attraction**
- **Access to the Lakefronts**
- **Promote 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)

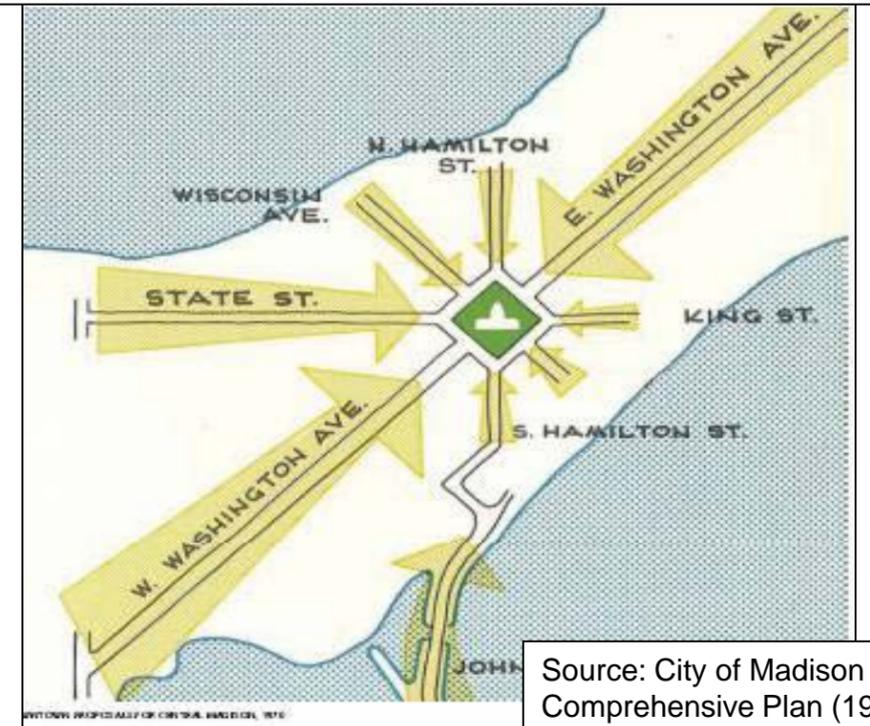
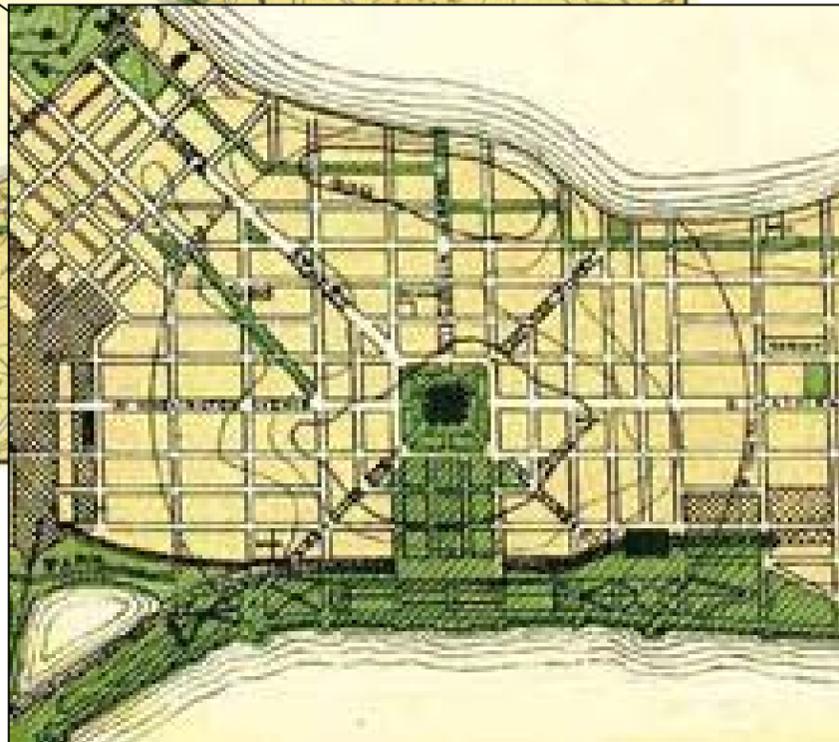


SITE CONTEXT

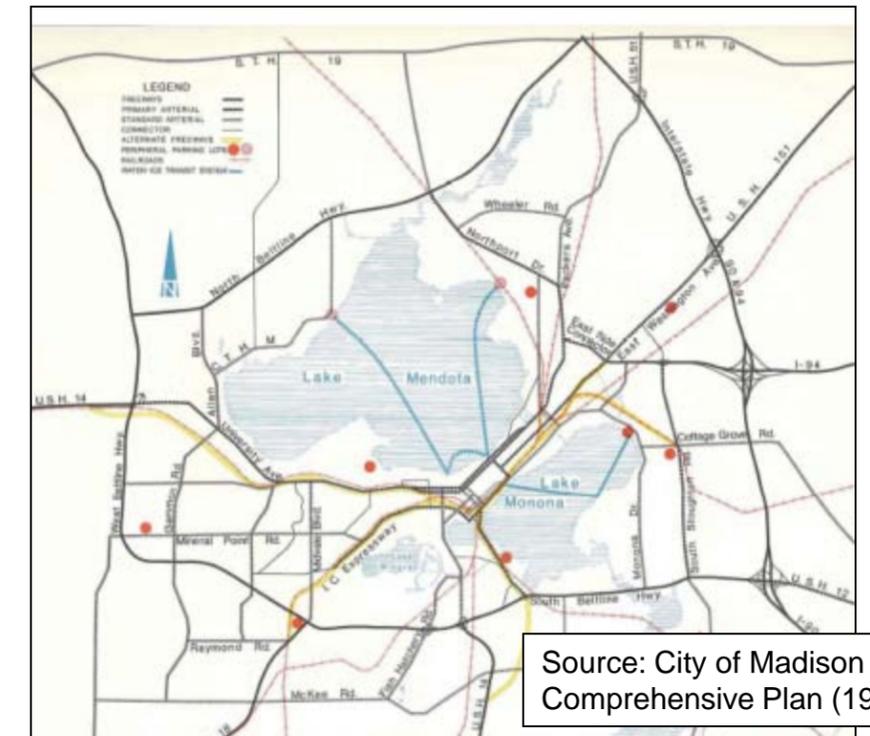
CITY PLANS HAVE CONSISTENTLY FOCUSED ON THE IMPORTANCE OF THIS SITE AND ITS CONNECTIONS TO THE WATER AND STATE CAPITOL.



Source: Nolen Plan (1911)



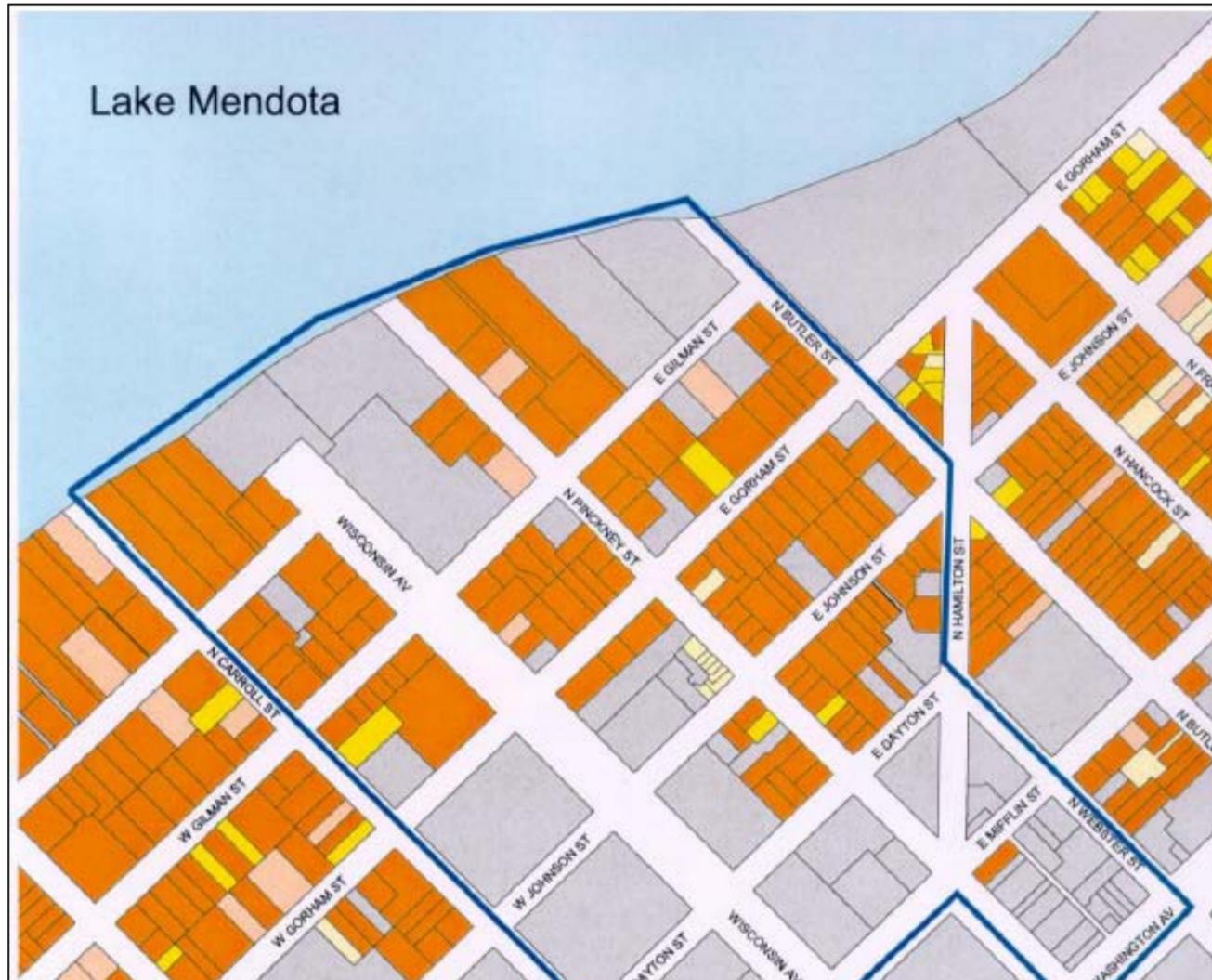
Source: City of Madison Comprehensive Plan (1976)



Source: City of Madison Comprehensive Plan (1976)



SITE CONTEXT



Legend

Tenure of Single Family Parcels

- Owner-Occupied
- Renter-Occupied

Tenure of Multifamily Parcels (includes rooming / boarding houses, fraternal societies, YWCA)

- Owner-Occupied
- Renter-Occupied
- Other Parcels

Mansion Hill Planning Area Boundary

Source: City of Madison Department of Planning & Development, Planning Unit. Drawing Unit: Gretchen Patey, July 2002. (User: rjg/projects for July 2002)

DISTRICT OVERVIEW... A DIVERSE CONTEXT

- The Mansion Hill Historic District has an urban pattern blending commercial and residential uses side-by-side;
- The civic and commercial buildings in the neighborhood are largely concentrated on Wisconsin Avenue and along the lakefront;
- The development pattern along the lakefront has a higher density than other areas of the district;
- The Mansion Hill Neighborhood is largely multi-family and commercial uses:
 - 55% Non-Residential Properties;
 - 94% of Housing is Rental;
 - 60% of Total Units are located in Buildings with more than 10 Units
 - 56% of Renters Have Lived in Buildings for Less than 1 Year.

Comment Regarding the Formation of the Historic District

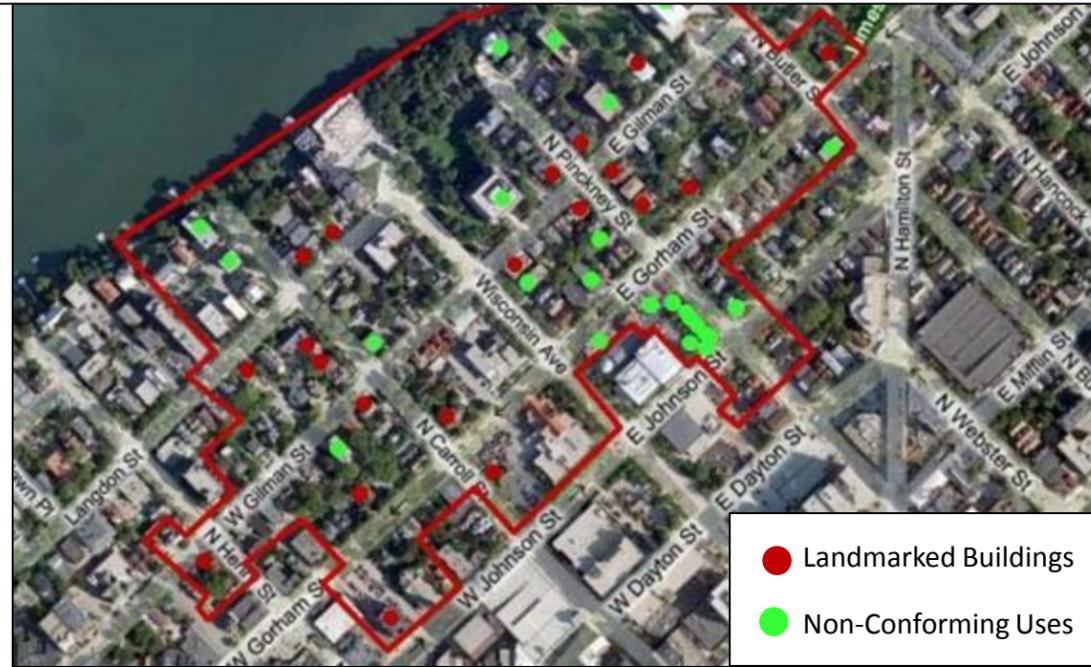
“The thing that we actually found was that what was remarkable was that so many of those 19th century stone houses and mansions were still there. But when we created the historic district it was not a 19th century neighborhood. Those unique buildings were there, but the 19th century neighborhood was not there. And so the purpose of the district was not to preserve the 19th century neighborhood which was long gone, but rather to try and keep some of those houses which were so unique to Madison’s history still there.”

-Dick Wagner, Urban Design Commission Meeting, March 17, 2010

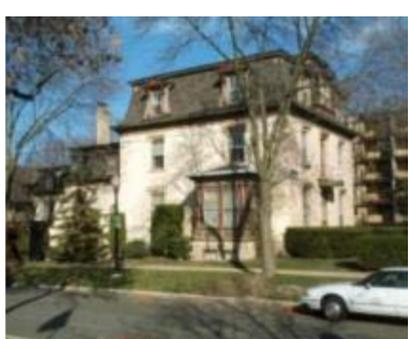


SITE CONTEXT

THE MANSION HILL HISTORIC DISTRICT IS A DIVERSE, MIXED-USE DISTRICT WITH A VARIED PATTERN OF ARCHITECTURE.



- Landmarked Buildings
- Non-Conforming Uses





SITE CONTEXT

THE PATTERN OF DEVELOPMENT SURROUNDING THE EDGEWATER IS OF GREATER DENSITY AND BUILDING HEIGHTS IN EXCESS OF 50 FEET.



The Historic District is not limited to small scale buildings with heights of 50 feet or less. The character of the buildings surrounding the Edgewater is not reflective of the R6H zoning that is prevalent in the District.



SITE CONTEXT



The Historic Fabric of this District is that of Large-Scale Buildings Adjacent to Small-Scale Buildings. This Pattern of Development has existed for more than 100 Years.





SITE CONTEXT





SITE CONTEXT

THE PATTERN OF DEVELOPMENT SHOWS VARIATIONS BETWEEN THE SCALE OF ADJACENT AND PROXIMATE BUILDINGS.



A



B



C



D



E



F

NATIONAL GUARDIAN LIFE			VEREX			MASONIC TEMPLE			KENNEDY MANOR			LAKESHORE			QUISLING TERRACE		
TOTAL SF (3)	76,032		TOTAL SF (3)	105,000		TOTAL SF (4)	80,000		TOTAL SF	53,600		TOTAL SF (4)	44,000		TOTAL SF (3)	48,442	
EST. VRA PROPERTIES	SF	RATIO	EST. VRA PROPERTIES	SF	RATIO	EST. VRA PROPERTIES	SF	RATIO	EST. VRA PROPERTIES	SF	RATIO	EST. VRA PROPERTIES	SF	RATIO	EST. VRA PROPERTIES	SF	RATIO
522 N Pinckney	NA	NA	151 E Gilman	6,390	16.43	300 N Pinckney	1,700	47.06	2 Langdon	19,600	2.73	529 N Pinckney	NA	NA	11 W Gilman	2,091	23.17
520 N Pinckney	4,447	17.10	149 E Gilman	4,175	25.15	302 N Pinckney	1,226	65.25	10 Langdon	9,700	5.53	525 N Pinckney	NA	NA	15 W Gilman	3,398	14.26
516 N Pinckney	2,376	32.00	139 E Gilman	NA	NA	304 N Pinckney	1,164	68.73	25 Langdon	NA	NA	515 N Pinckney	3,490	12.61	17 W Gilman	NA	NA
28 E Gilman	NA	NA	131 E Gilman	NA	NA	306 N Pinckney	1,409	56.78	515 N Carroll	4,299	12.47	516 N Pinckney	2,376	18.52	409 Wisconsin	4,042	11.98
424 N Pinckney	NA	NA	125 E Gilman	3,747	28.02	308 N Pinckney	1,373	58.27	14 W Gilman	1,988	26.96	28 E Gilman	NA	NA	412 Wisconsin	2,776	17.45
15 E Gilman	5,658	13.44	130 E Gilman	NA	NA	310 N Pinckney	2,516	31.80	10 W Gilman	NA	NA	104 E Gilman	NA	NA	415 Wisconsin	NA	NA
11 E Gilman	4,583	16.59				15 E Gorham	2,700	29.63	504 Wisconsin	4,458	12.02	116 E Gilman	NA	NA	424 Wisconsin	NA	NA
7 E Gilman	3,751	20.27				25 E Gorham	NA	NA	512 Wisconsin	6,280	8.54	130 E Gilman	NA	NA	504 Wisconsin	4,458	10.87
1 E Gilman	NA	NA				31 E Gorham	NA	NA	516 Wisconsin	3,466	15.46				415 N Carroll	6,284	7.71
516 Wisconsin	3,466	21.94				315 Wisconsin	NA	NA							401 N Carroll	NA	NA
512 Wisconsin	6,280	12.11				321 Wisconsin	NA	NA									
504 Wisconsin	4,458	17.06															

- VRA is estimated from Google Earth Maps
- Unless Otherwise Noted, Square Footage Was Provided by City GIS System or Other City Data
- Square Footage Provided by Owner
- Square Footage Estimated from Google Earth / Dane County GIS



DESIGN OVERVIEW





DESIGN OVERVIEW

THE DESIGN HAS EVOLVED TO RESPOND TO CONSIDERATIONS OF HEIGHT, VOLUME AND SURROUNDING ARCHITECTURE.





DESIGN OVERVIEW

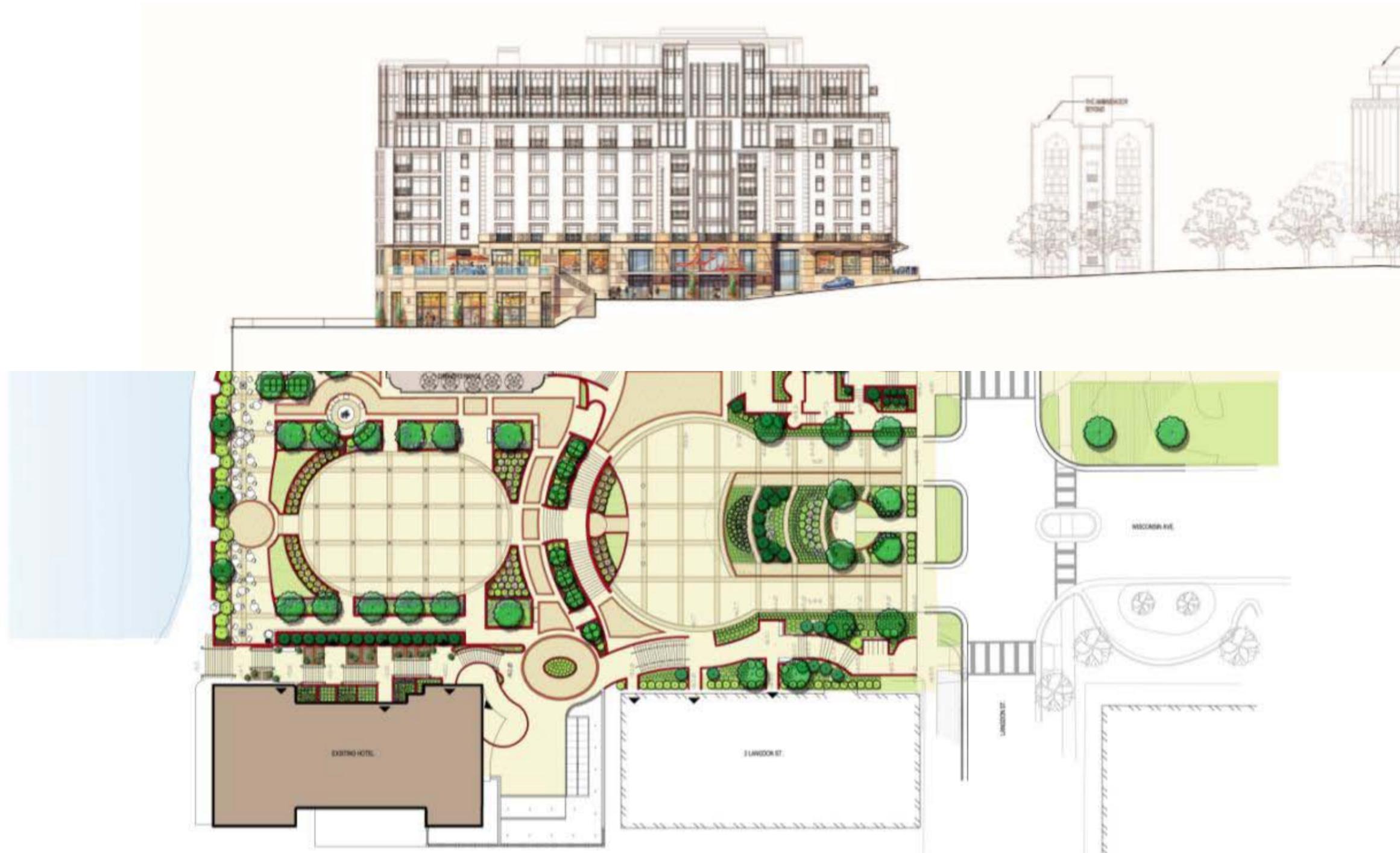
MANY FEATURES OF THE PROJECT HAVE BEEN DESIGNED TO ENHANCE THE RESIDENT AND VISITOR EXPERIENCE IN THE HISTORIC DISTRICT.

- View to the Waterfront Removes 1970's building and restores street-end view; increased setback on 2nd and 6th levels to further open views;
- Waterfront Amenities Restored/enhanced access, amenities and green space at the waterfront for the enjoyment of residents and visitors;
- Neighborhood Gathering Place Added publicly accessible terraces and green space for the enjoyment of residents and visitors;
- Rehabilitation of the 1940's Building The 1940's building is rehabilitated and the building will become an important part of making the Historic District a destination;
- Restoration of the "Historic" Hill Design of public spaces incorporates terraces to the water to relate to the topography of surrounding area;
- Quality of Architecture The quality of new construction complements the quality of historic buildings in the district.
- Site Accessibility Enhanced site accessibility. Improvements will include upgrades to building and site for ADA compliance.
- Parking Capacity Increased parking to 355 stalls. Shared parking with NGL adds capacity & reduces employee demand in neighborhood;
- Bus Parking / Idling Bus traffic is relocated off Wisconsin Avenue. The loading dock has been configured for overnight parking (not required by code);
- Loading Dock Relocated loading dock off Wisconsin Ave. Configured to accommodate multiple bays and semi loading (not required by code);
- Traffic Management Vehicular traffic has been routed off plaza to minimize impact to pedestrians and impact on adjacent streets;
- Increased Residential Added residential uses to the Project, increasing the number of owner-occupied residential units in the Historic District;
- Noise on Terrace Operations of a four-star hotel and on-site residents will dictate a high standard of operation on the Terrace;
- Site Security The hotel will have 24-hour security and control of public spaces;
- Catalyst to Revitalization The Edgewater redevelopment is the catalyst to the creation of a TIF district in Mansion Hill.



DESIGN OVERVIEW

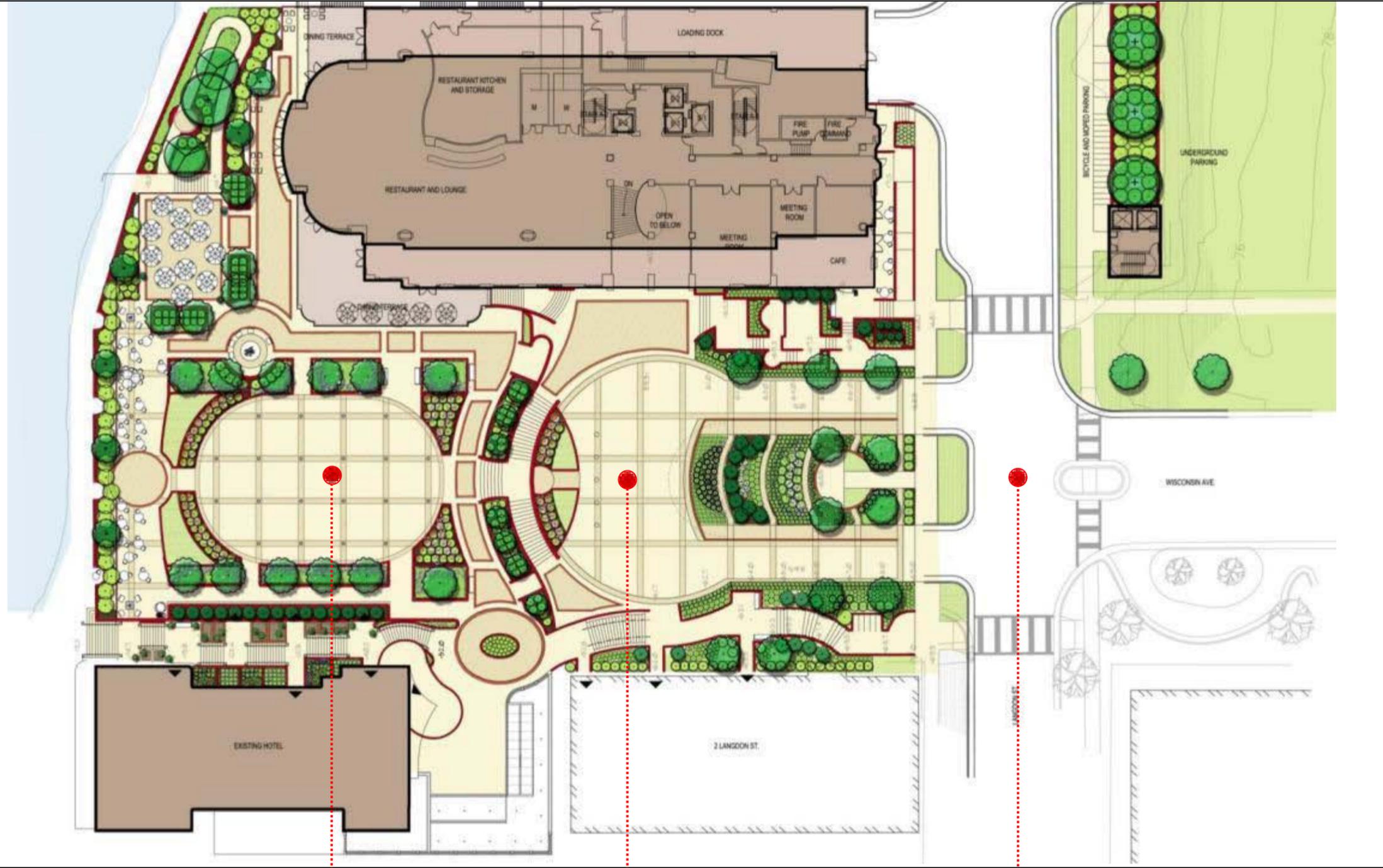
THE SITE AND BUILDING ARE DESIGNED WITH A FOCUS ON THE PEDESTRIAN EXPERIENCE.





DESIGN OVERVIEW

THE PROJECT ADDS MUCH NEEDED OPEN SPACE AND WATERFRONT ACCESS FOR RESIDENTS IN THE HISTORIC DISTRICT.



Approximate
Plaza Elevations

Elevation
52'

Elevation
61'

Elevation
70'



DESIGN OVERVIEW

WITH INPUT FROM UDC, THE 3-COMPONENT DESIGN WAS STRENGTHENED AND THE MASSING FURTHER BROKEN DOWN IN EACH ELEMENT.



**PREVIOUSLY PROPOSED
NOVEMBER 30, 2009**

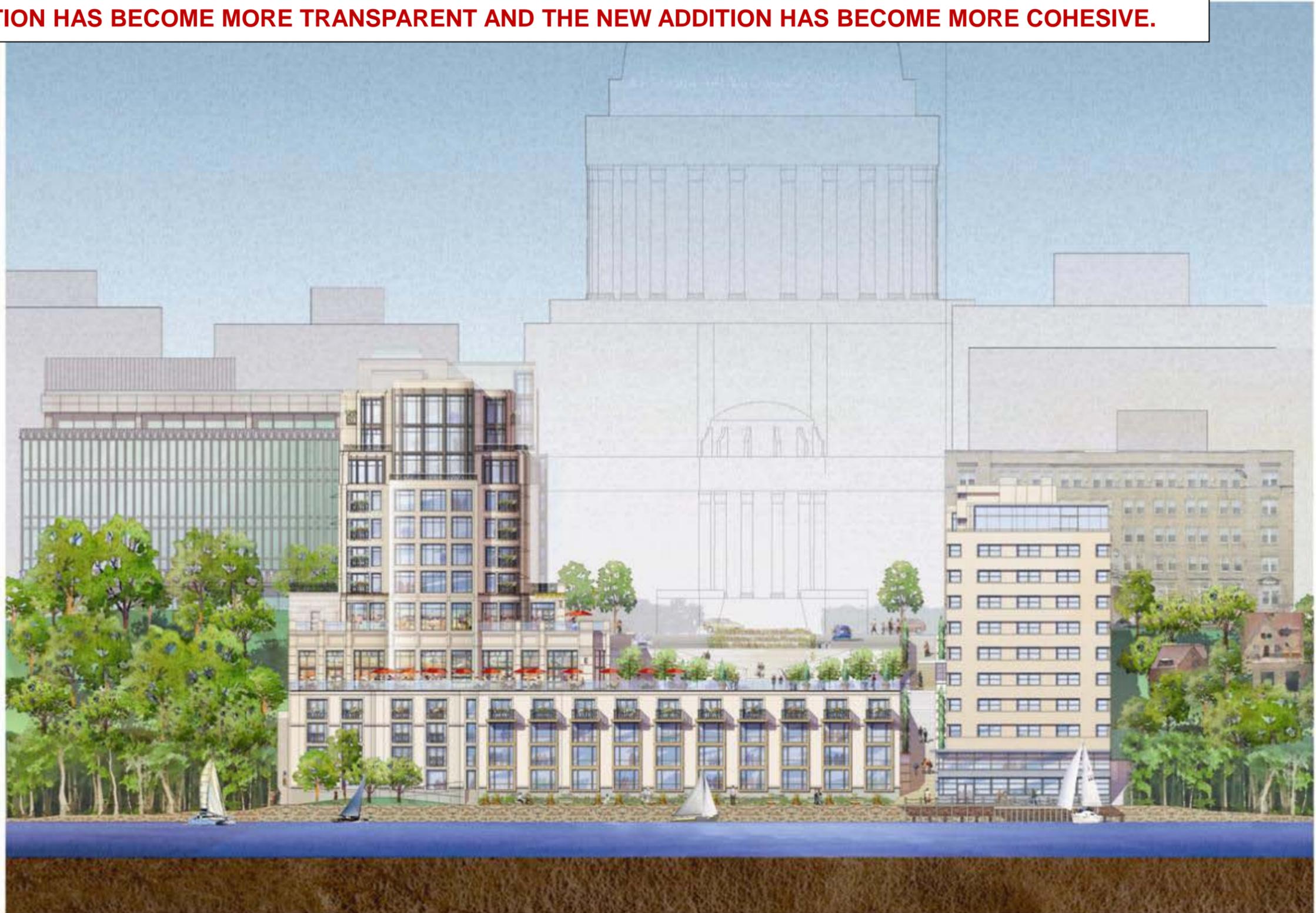


**PROPOSED
MARCH 10, 2010**



DESIGN OVERVIEW

THE LAKE ELEVATION HAS BECOME MORE TRANSPARENT AND THE NEW ADDITION HAS BECOME MORE COHESIVE.





DESIGN OVERVIEW

THE ARTICULATION OF THE BUILDING FAÇADE HAS BECOME SIMPLER TO COMPLEMENT THE SURROUNDING ARCHITECTURE.



**PREVIOUSLY PROPOSED
NOVEMBER 30, 2009**



**PROPOSED
MARCH 10, 2010**



DESIGN OVERVIEW

AN ASYMMETRICAL DESIGN HAS BEEN INCORPORATED TO GROUND THE BUILDING IN THE SITE AND DEFINE SECTIONS OF THE FAÇADE.





HISTORIC REHABILITATION





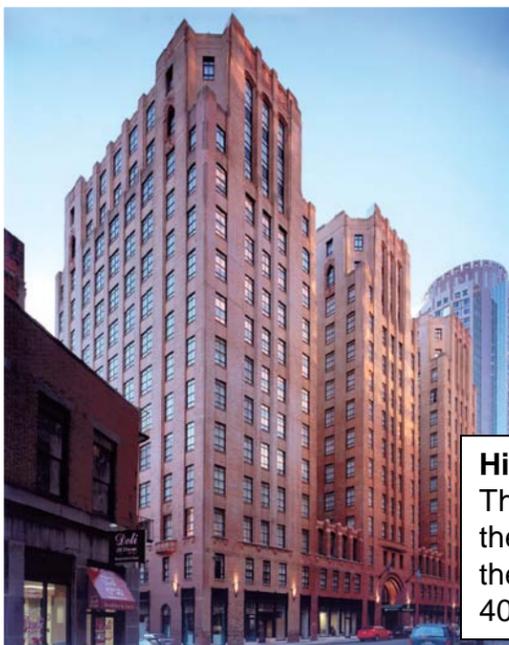
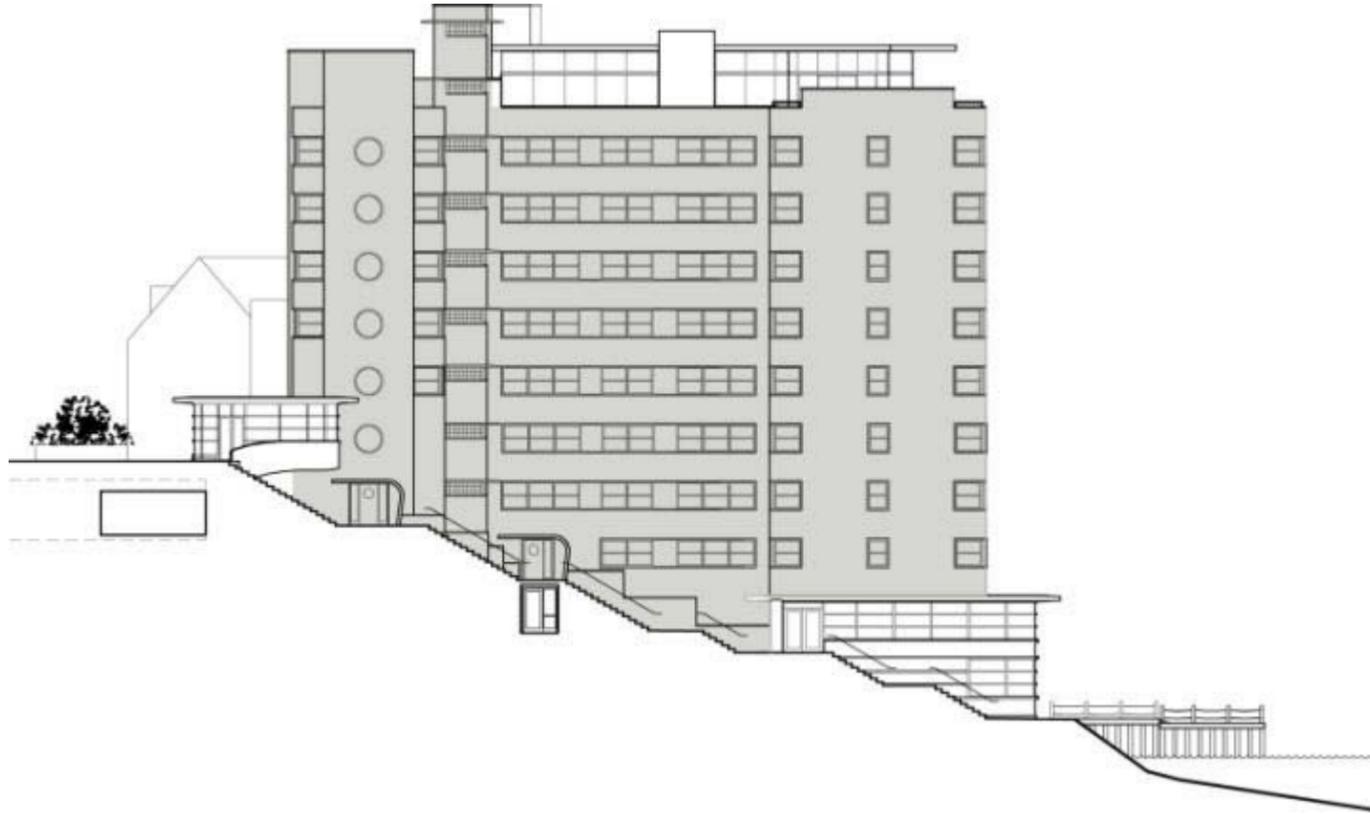
HISTORIC REHABILITATION

EXISTING CONDITIONS





HISTORIC REHABILITATION



Hilton Hotel– Financial District, Boston, MA
This was a former office building. Elkus Manfredi, the Project Architect, oversaw the restoration of the façade which included repair and matching of 40 different colors of brick.

Areas Where Original Façade is in Tact

- Brick Wall / Exterior Wall
 - Repair brick
 - Replace broken brick
 - Repair and/or replace steel lintels
 - Repair and/or replace terra-cotta bands
 - Clean brick and terra-cotta

- Remove existing surface mounted conduit, cables, etc.

- Replace existing windows with new energy efficient windows to match existing profiles and proportions
 - Clear insulated glass with painted aluminum frames
 - Windows to remain operable

- Re-glaze existing glass blocks

Areas Where Façade has Been Concealed/Removed/Significantly Damaged

- Reconstruct brick façade to match existing;

- Install new windows to match existing;

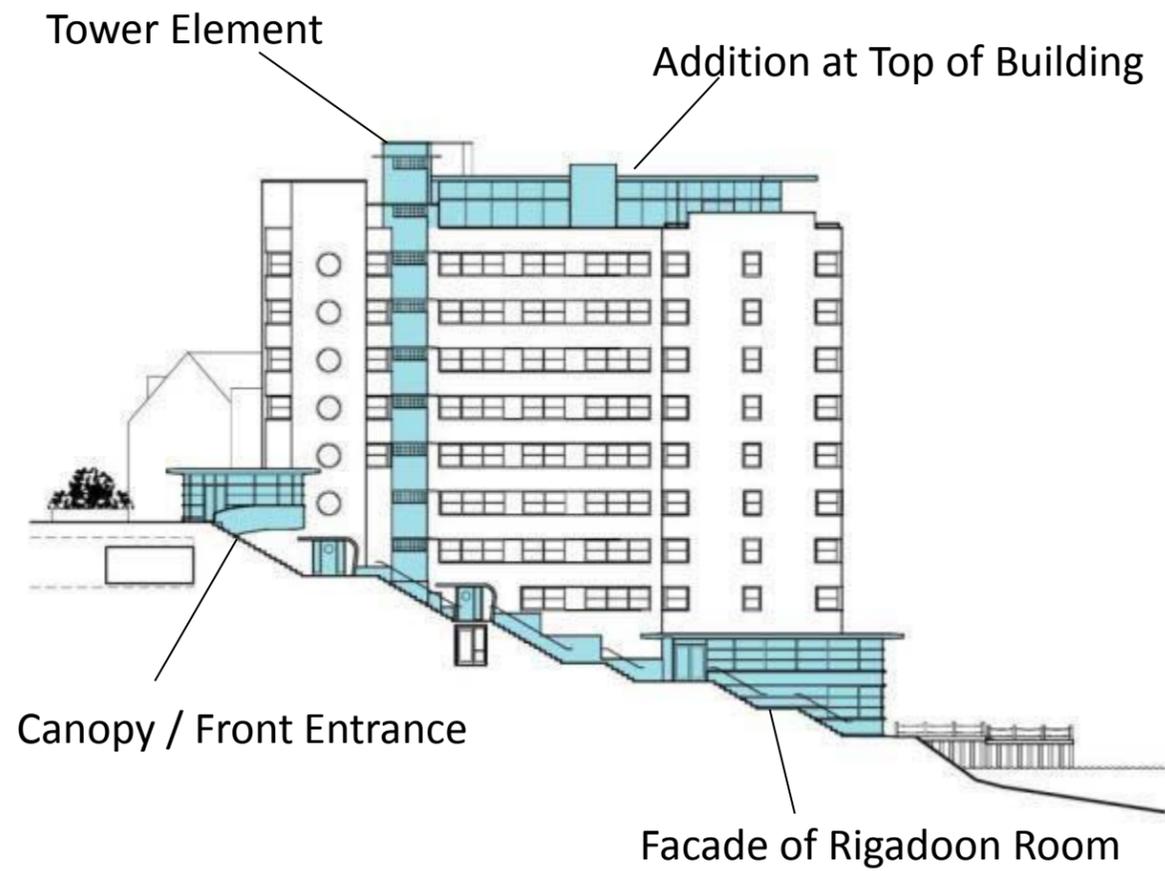
- Install new glass block and eyebrow to match existing;

- Install new terra-cotta detail bands to match existing;



HISTORIC REHABILITATION

THE REHABILITATION OF THE 1940'S BUILDING HAS FOCUSED ON HIGHLIGHTING ICONIC ELEMENTS THAT CAN DRIVE THE DESIGN.

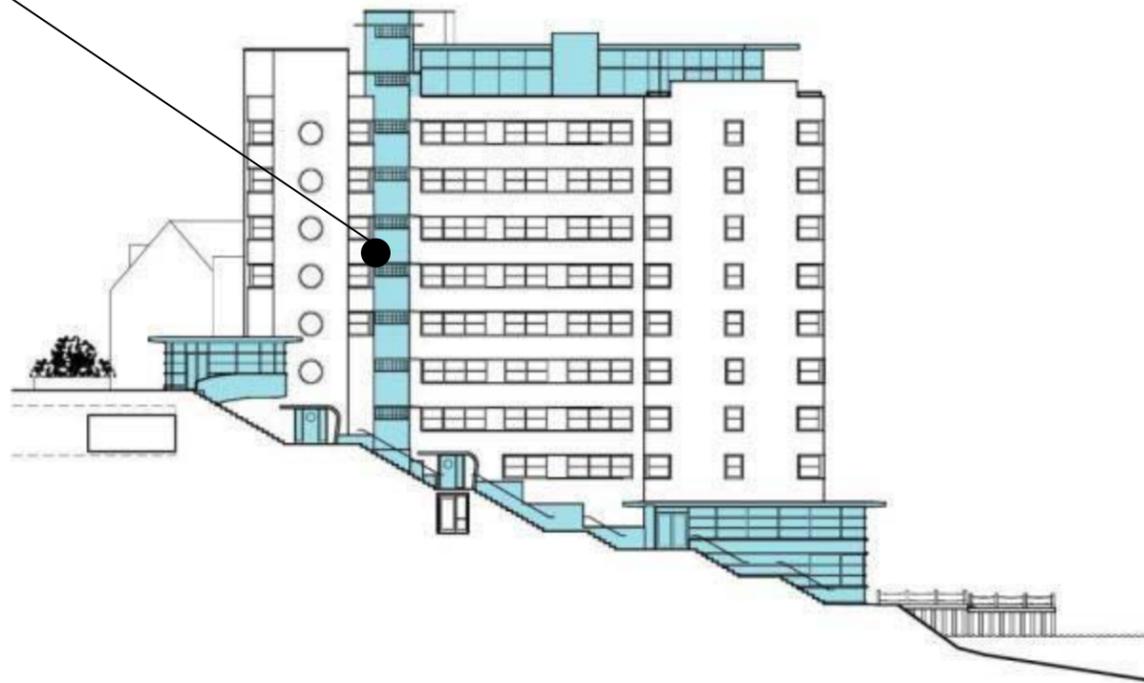




HISTORIC REHABILITATION

THE TOWER ELEMENT WILL BECOME A FEATURE OF THE PROJECT.

TOWER ELEMENT



EXISTING CONDITIONS



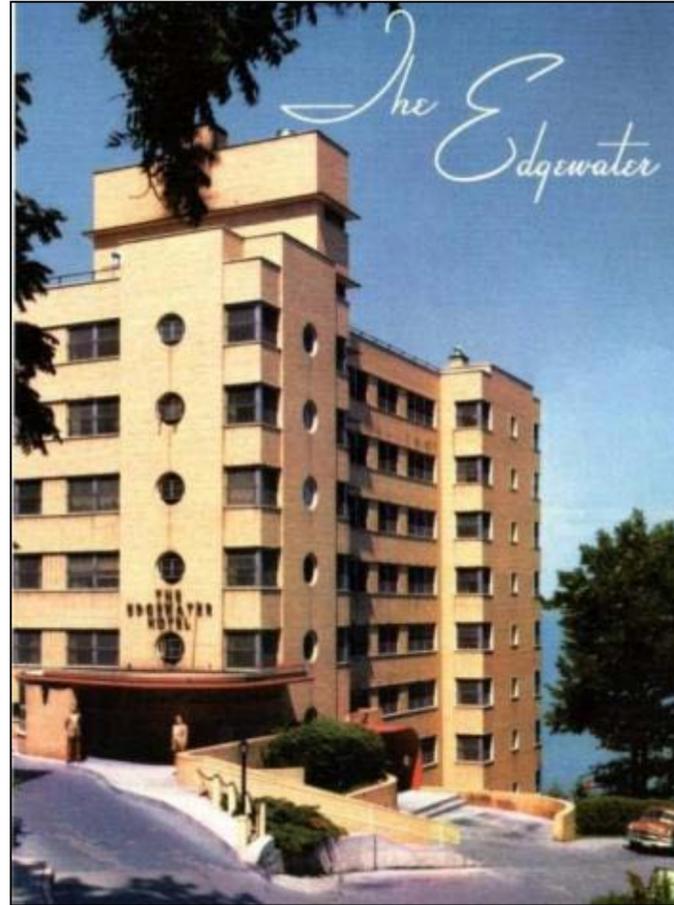
ORIGINAL RENDERING





HISTORIC REHABILITATION

"AS BUILT" ENTRY CANOPY



EXISTING CONDITIONS

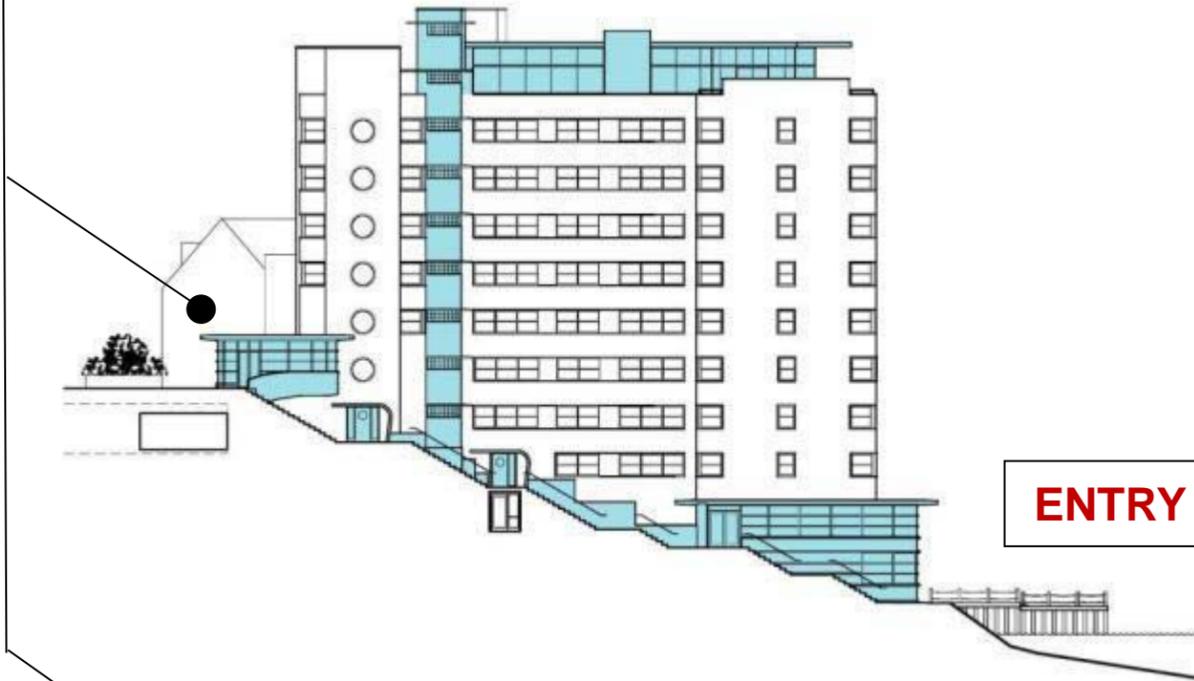


EXISTING CONDITIONS



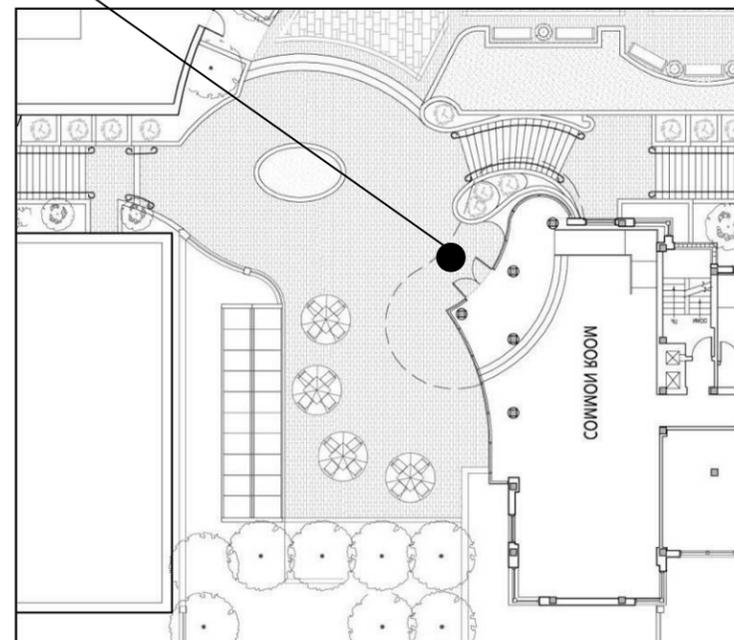
HISTORIC REHABILITATION

ENTRY CANOPY



ORIGINAL RENDERING

ENTRY CANOPY BECOMES ICONIC FEATURE OF PROJECT.





HISTORIC REHABILITATION

"AS BUILT" RIGADOON ROOM



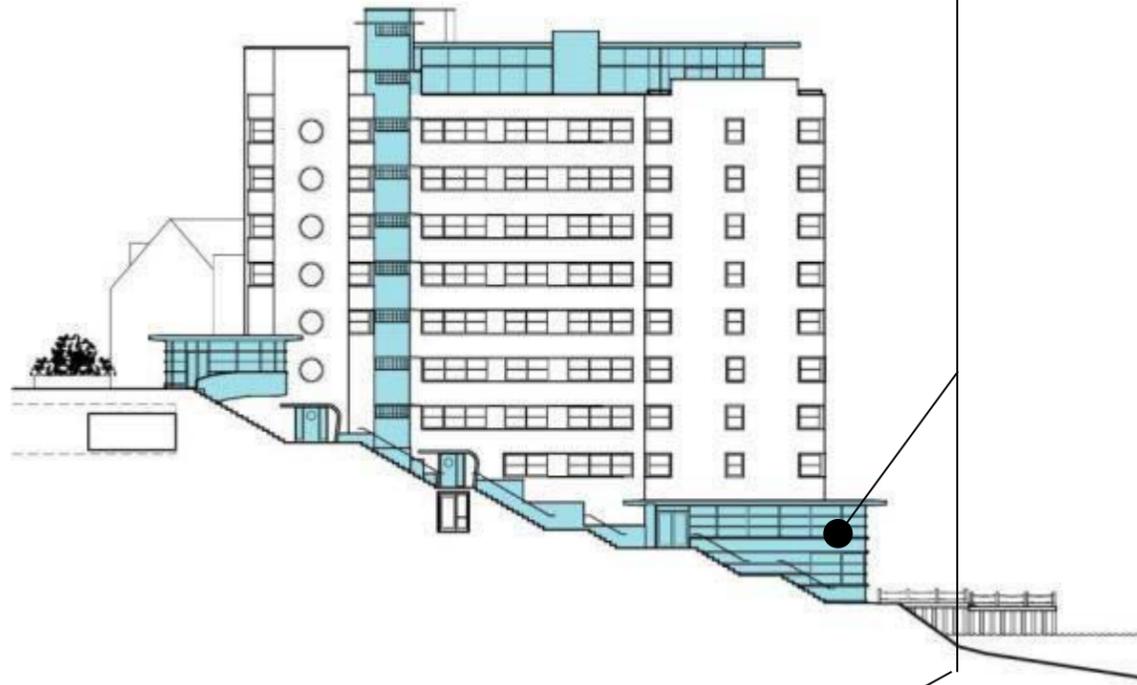
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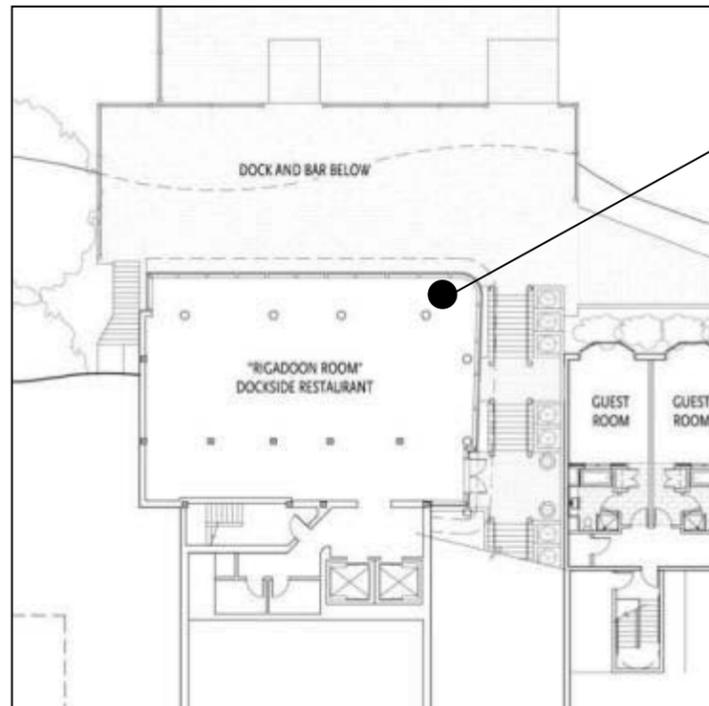
HISTORIC REHABILITATION

RIGADOON ROOM



ORIGINAL RENDERING

THE CURVALINEAR DESIGN OF THE RIGADOON ROOM FAÇADE ADDS PROMINANCE TO THE BUILDING AND ITS LOCATION ON THE LAKE.





HISTORIC REHABILITATION

"AS BUILT" CONDITION OF ROOF

The Edgewater
 invites you to enjoy
JIMMY DORSEY
 and His Orchestra
 on the
STARLITE ROOF
Monday, August 4
 8:00 to midnight

featuring
ELEANOR RUSSELL

\$2.50
 per person
 plus federal tax

THE EDGEWATER AGAIN
"FEEDS THE NATION"
 Coast-to-coast broadcast
 direct from Starlite Roof
10:05 to 10:30 CBS, WKOW

"Home of
 Visiting
 Celebrities"



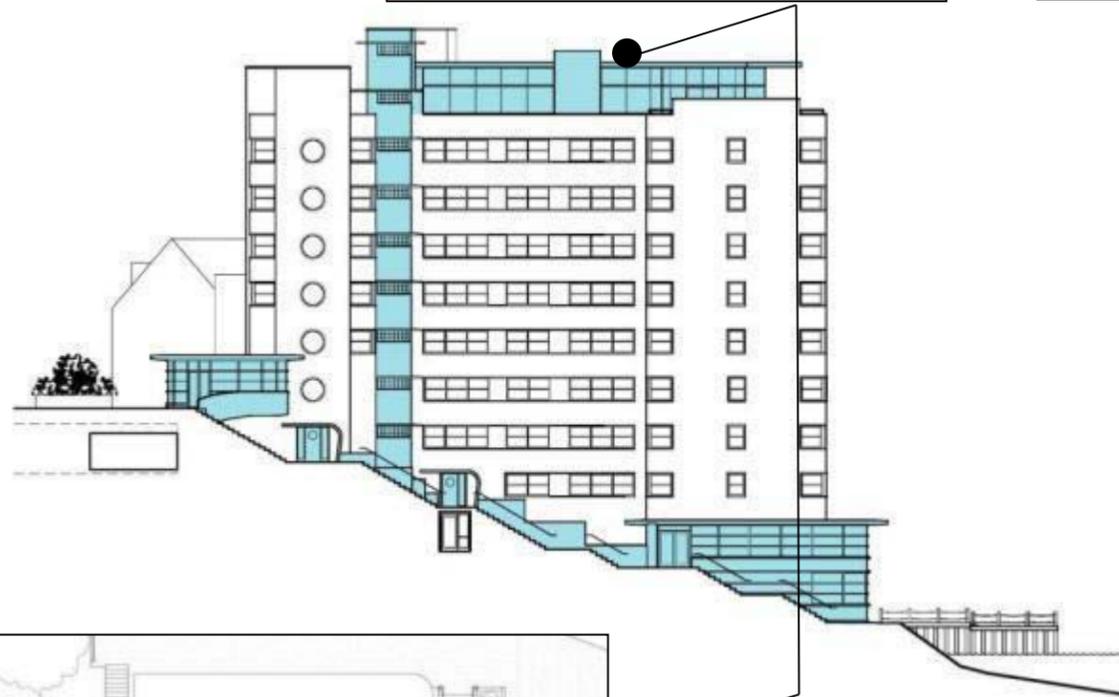
EXISTING CONDITIONS



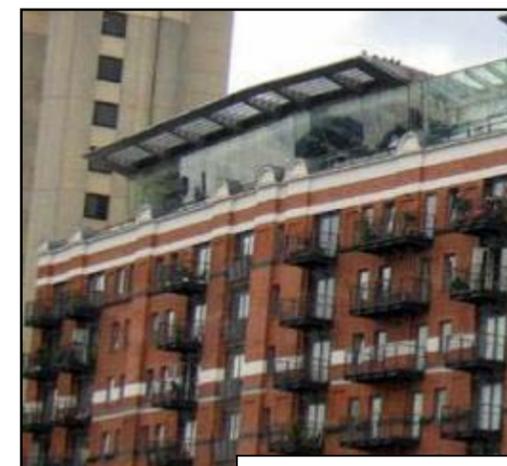
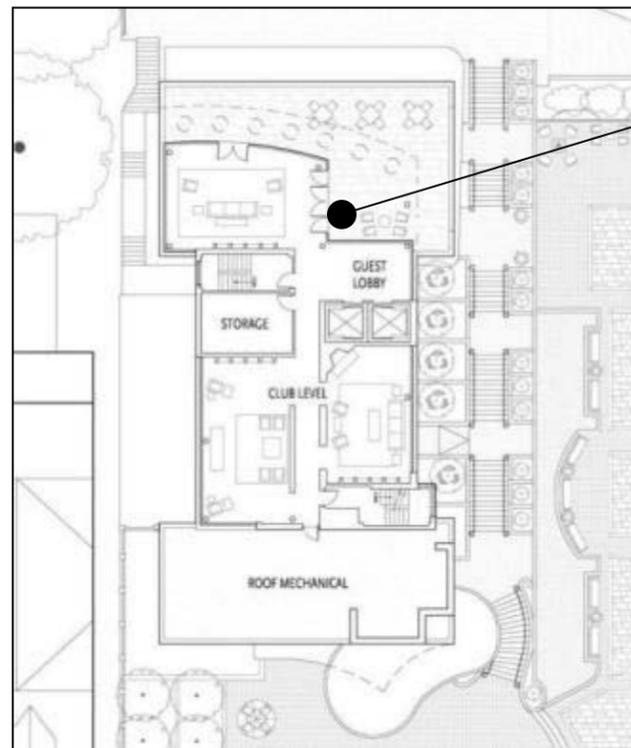


HISTORIC REHABILITATION

TOP LEVEL ADDITION



THE ADDITION AT THE TOP OF THE BUILDING COMPLEMENTS BUT DOES NOT MIMIC THE ORIGINAL ARCHITECTURE OF THE BUILDING.



COMPLEMENTARY ADDITIONS



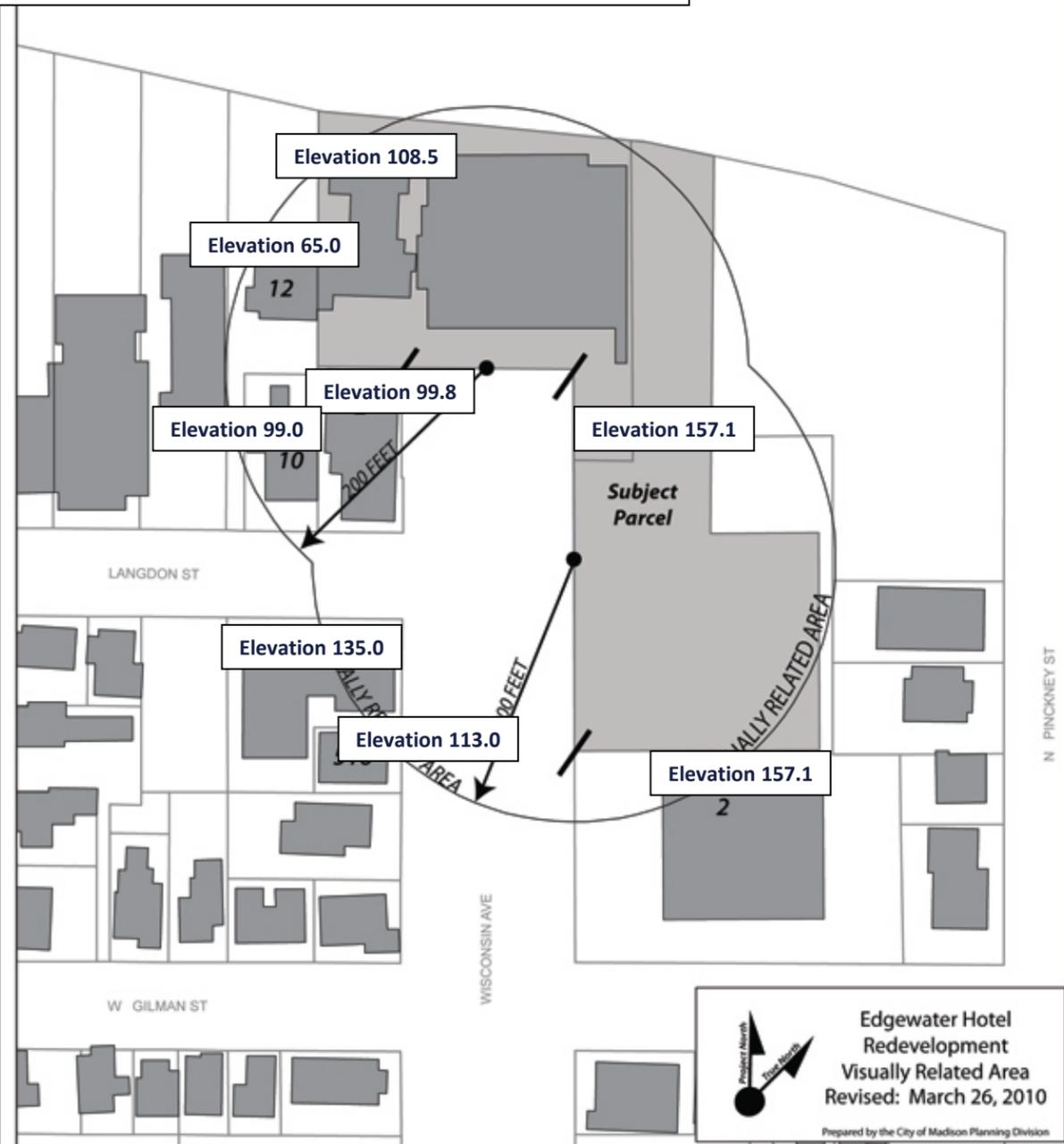
VISUALLY RELATED AREA





VISUALLY RELATED AREA

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 center point of the street side (front) lot line. MGO 33.19(2)



Edgewater Hotel
Redevelopment
Visually Related Area
Revised: March 26, 2010
Prepared by the City of Madison Planning Division

Elevations are approximated based on survey data and other publicly available information

CURRENTLY, THE FOCAL POINT OF THE VRA IS DOMINATED BY THE EDGEWATER'S 1970'S BUILDING AND LOADING AREAS.



Edgewater Hotel
Hotel Stories – 5-10
Elevation 108'-5"





VISUALLY RELATED AREA

THERE IS A DIVERSE PATTERN OF DEVELOPMENT WITHIN THE VRA.



**2 East Gillman
Commercial Office
Elevation 157.1 Feet (Equal to Height of Project)**



**2 Langdon
Multi-Family Residential
Est. Elevation 99.8 Feet**



**10 Langdon
Multi-Family Residential
Elevation 99.0 Feet**



**12 Langdon
Delta Tau Fraternity
Est. Elevation 65.0 Feet**



**1 Langdon - Kennedy Manor
Multi-Family Residential
Elevation 135.0 Feet (22 Feet Less than Project)**



**516 Wisconsin Avenue
Multi-Family Residential
Est. Elevation 113.0 Feet**



VISUALLY RELATED AREA – REFERENCE PHOTOS





VISUALLY RELATED AREA – REFERENCE PHOTOS



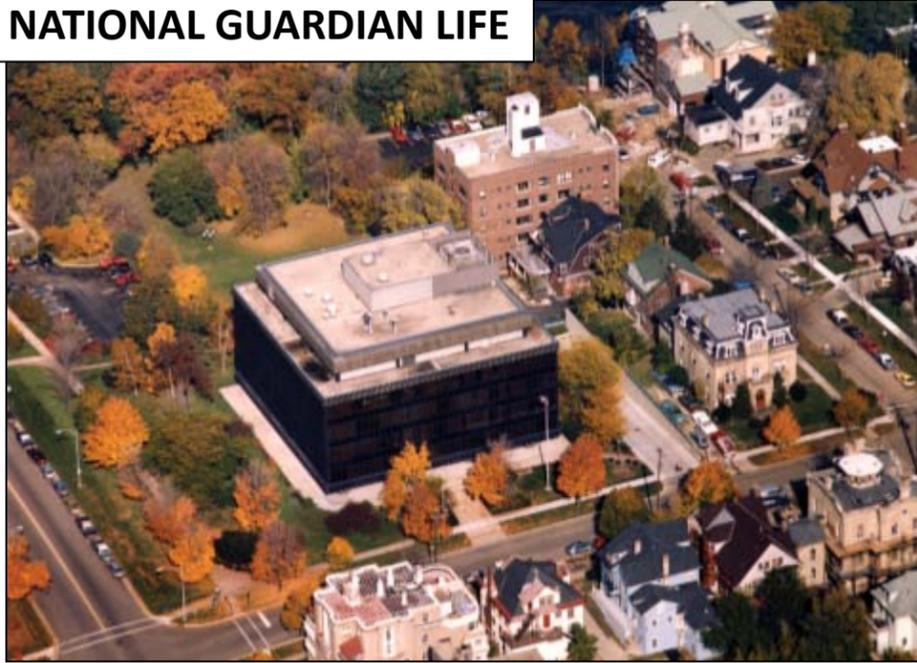
EXISTING EDGEWATER



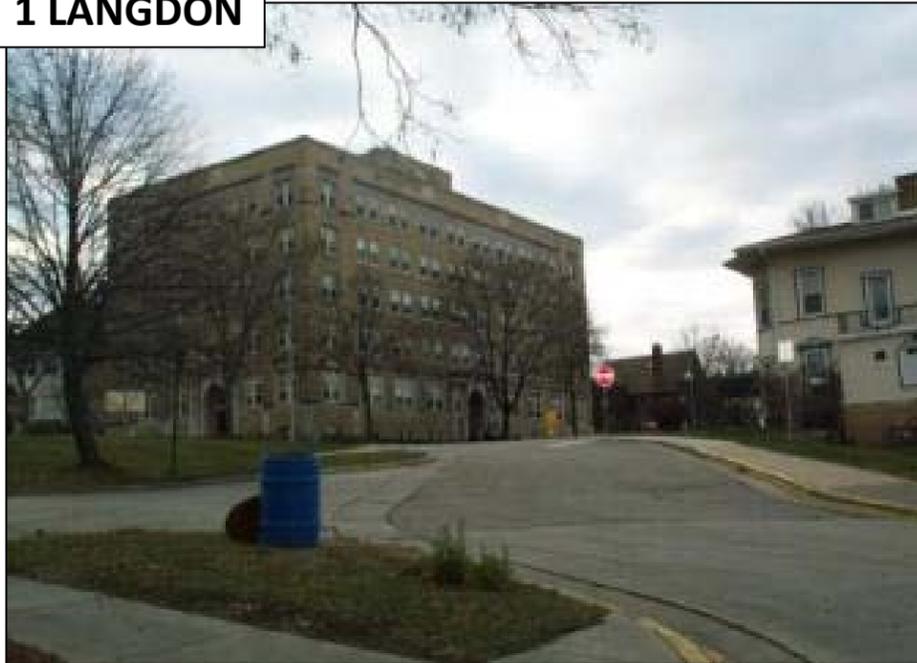


VISUALLY RELATED AREA – REFERENCE PHOTOS

NATIONAL GUARDIAN LIFE



1 LANGDON





VISUALLY RELATED AREA – REFERENCE PHOTOS

2 LANGDON



12 LANGDON





VISUALLY RELATED AREA – REFERENCE PHOTOS

10 LANGDON



516 WISCONSIN





**LANDMARKS ORDINANCE –
MANSION HILL HISTORIC DISTRICT**





LANDMARKS ORDINANCE



“Approving this project is not going to repeal the historic district they (the mansions) are still going to be there. This project would change the zoning for just one parcel...So really the question is whether it’s appropriate to add this additional parcel to that other parcel and not a question of the height in my mind. If you look at that lakefront none of that lakefront between the existing Edgewater and James Madison is that small residential scale.

Any project has plusses and a minus; in this case solving that 70’s mistake is a big thing for the rest of the city I think because it gives us lake access and views. The other thing that is a city wide issue is that restoration of the 40’s building and I think that is a big advance for preservation....So there are a lot of goods with this project and perhaps some drawbacks in the views of other folks. I come down on the side that it is approvable and as a design I think it is a masterpiece of a design.”

- Dick Wagner, Urban Design Commission Meeting, March 17, 2010



LANDMARKS ORDINANCE

GUIDELINE CRITERIA FOR NEW DEVELOPMENT IN MANSION HILL HISTORIC DISTRICT (MGO 33.19(5)(e))

Following are the Criteria that are to be used to determine the visual compatibility of the Subject Property to the buildings and environment within the Visually Related Area. The Section that follows describes how the Project satisfies each of these Criteria. Specific attention has been given to Criteria #1 as this was the criteria that the Landmarks Commission previously did not find acceptable in the Project.

1. The gross volume of any new structure shall be visually compatible with the buildings and environment with which it is visually related (visually related area).
2. In the street elevation(s) of a new building, the proportion between the width and the height in the facade(s) shall be visually compatible with the buildings and the environment with which it is visually related (visually related area).
3. The proportions and relationships between width and height of the doors and windows in new street facade(s) shall be visually compatible with the buildings and environment with which it is visually related (visually related area).
4. The rhythm of solids to voids created by openings in the facade of the new structure should be visually compatible with the buildings and environment with which it is visually related (visually related area).
5. All new street facades should blend with other buildings via directional expression. When adjacent buildings have a dominant vertical or horizontal expression, this expression should be carried over and reflected.

THE PROJECT MEETS THE CRITERIA FOR NEW DEVELOPMENT IN THE MANSION HILL HISTORIC DISTRICT.



LANDMARKS ORDINANCE – CRITERIA #1

THE VOLUME CRITERIA (CRITERIA #1) IS SATISFIED USING ANY ONE OR ALL OF THE FOLLOWING METRICS

CRITERIA #1: “The gross volume of any new structure shall be visually compatible with the buildings and environment with which it is visually related (visually related area).”

METRICS: A number of volume metrics can be applied to demonstrate a consistent volume relationship between the Edgewater Redevelopment and the buildings and environment within the Visually Related Area. Each of these metrics are explained in detail on the following pages and include:

- **Floor Area Ratio (FAR)** (The Industry Standard Measurement of Volume in Relation to the Environment);
- **Height** of Existing Buildings Relative to One Another;
- Distance of Buildings to Surrounding Structures/Open Space/**Spatial Relationships**
- **Balancing Visual Impacts/Benefits of New Volume to Volume Removed** (1970’s Building);
- **Ratio of Square Footage** to Surrounding Properties
- **Massing Relationships Between Buildings**

THE COMPATIBILITY OF THE VOLUME IS DETERMINED BY THE VISUAL RELATIONSHIP OF THE PROPOSED NEW STRUCTURE TO THE EXISTING PATTERN OF DEVELOPMENT.



LANDMARKS ORDINANCE – CRITERIA #1

CRITERIA #1, METRIC #1 – FLOOR AREA RATIO (FAR)

Floor Area Ratio - The Relationship of Building Square Footage to Total Site Area

Redevelopment



Existing Buildings in Visually Related Area



Existing Edgewater

NGL

Kennedy Manor

2 Langdon

12 Langdon

10 Langdon

516 Wisconsin

Total Site (Non Row) – FAR ⁽¹⁾ Per City of Madison	2.67	2.11	.87	3.80	2.31	.93	1.44	1.05
Hotel Site Only (With ROW)	3.14							
Hotel Site Only (W/Out ROW)	3.91							
Hotel Site With Buildings Above Plaza (With ROW)	1.85							
Hotel Site With Building Above Plaza (W/Out Row) ⁽¹⁾	2.71							

Adjacent Property – FAR Ratio Variance of 2.75

Adjacent Properties - FAR Ratio Variance to Volume of .36 – 2.98

AS A MEASURE OF VOLUME, THE FAR IS CONSISTENT WITH THE DENSITY RELATIONSHIP OF BUILDINGS IN THE VRA.

1. FAR calculations do not include parking or loading dock.



LANDMARKS ORDINANCE – CRITERIA #1

CRITERIA #1, METRIC #2 – BUILDING HEIGHT

Redevelopment



Existing Buildings in Visually Related Area



Existing Edgewater



NGL



Kennedy Manor



2 Langdon



12 Langdon



10 Langdon



516 Wisconsin

EST. ELEVATION

157'-1"

108'-5"

157'-1"

135'-0"

99'-8"

65'-0"

99'-0"

113'-0"

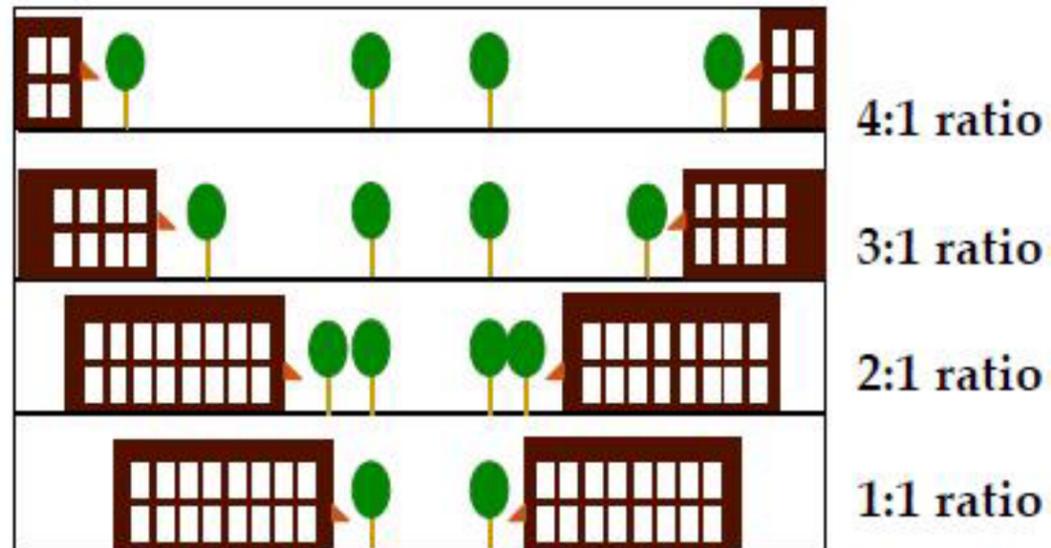
Existing Height Differential is 35-92 Feet

Proposed Height is Compatible with Structures in VRA
(e.g. Same Height as NGL and 22 Feet Taller than Kennedy Manor)

AS A MEASURE OF VOLUME, THE HEIGHT OF NEW CONSTRUCTION IS CONSISTENT WITH THE EXISTING DEVELOPMENT PATTERN IN THE VRA.



LANDMARKS ORDINANCE – CRITERIA #1



Height to width ratio examples

Note: *The optimum height-to-width ratio in Madison may be about 1:1, although ratios that are greater than 1:1 may be appropriate in certain locations in the city as identified in special area plans or neighborhood plans. Too small a ratio generally does not result in the creation of a sense of place.*

CITY OF MADISON COMPREHENSIVE PLAN – VOLUME II, SECTION 2 – LAND USE

Objective 48 (Pages 40-41):

Implement planning, urban design and architectural design standards that foster creation of a unique sense of place for the City as a whole, and within its individual neighborhoods, districts and gathering places.

Policy 1: The design of neighborhoods and districts should create memorable places for people and be designed at a human-scale to create a strong sense of place and community. A sense of place can be created by such things as:

- Carefully coordinating types & functions of new buildings with local prevalent styles.
 - The placement of buildings in relation to the street or sidewalk.
 - The use and design of the areas between building facades and lot lines.
 - The design of the public streetscape (i.e. landscaped terraces, sidewalks, street trees, street lights, etc.).
- The design of streets. Emphasis on human-scale design. Human-scale refers to site and building design elements that are dimensionally related to pedestrians, such as:
 - Small building spaces with individual entrances.
 - Larger buildings, which have articulation and detailing to break up large masses.
 - Narrower streets with tree canopies.
 - Smaller parking areas or parking areas broken up into small plazas, outdoor seating, lighting, weather protection and similar features.

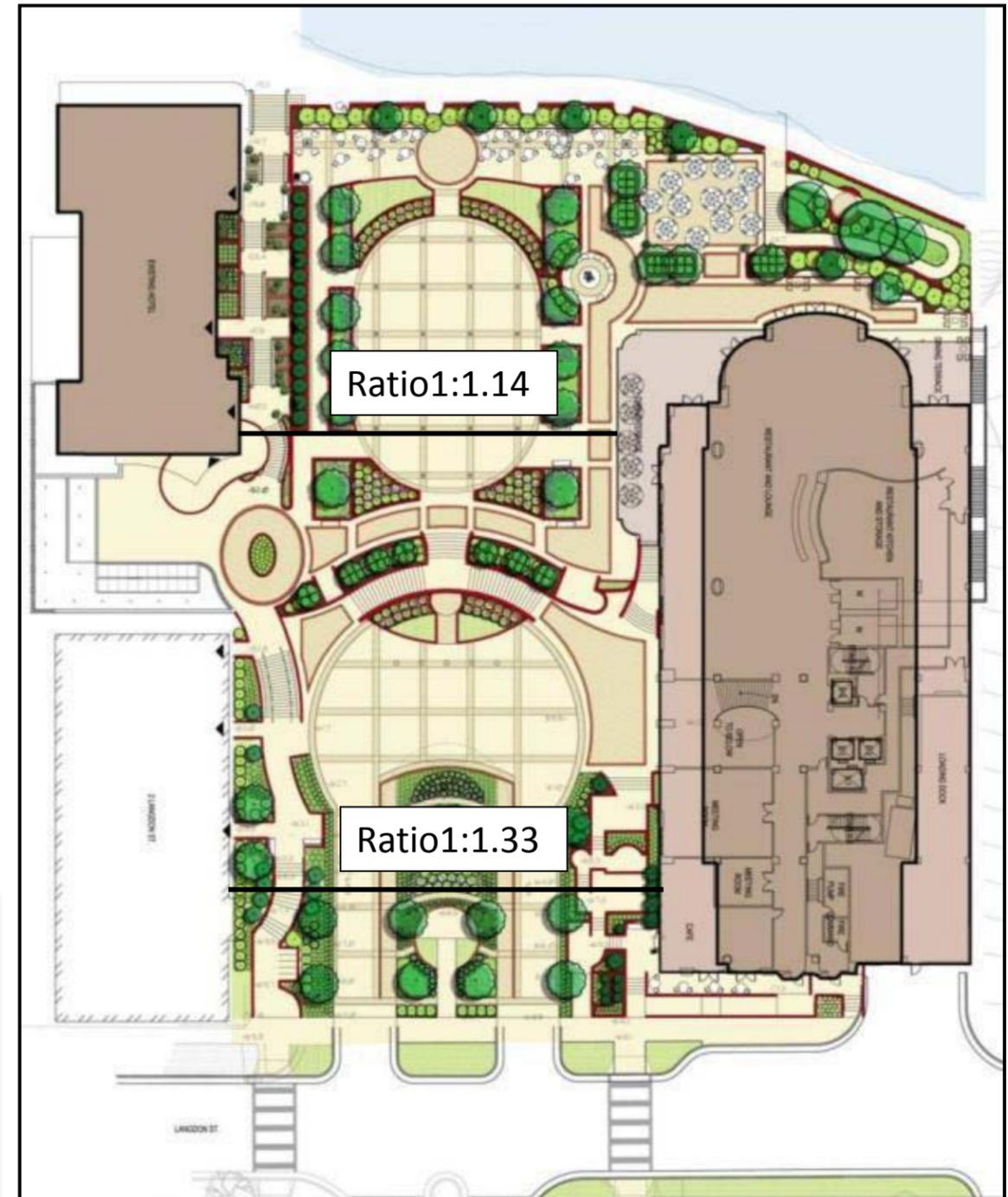
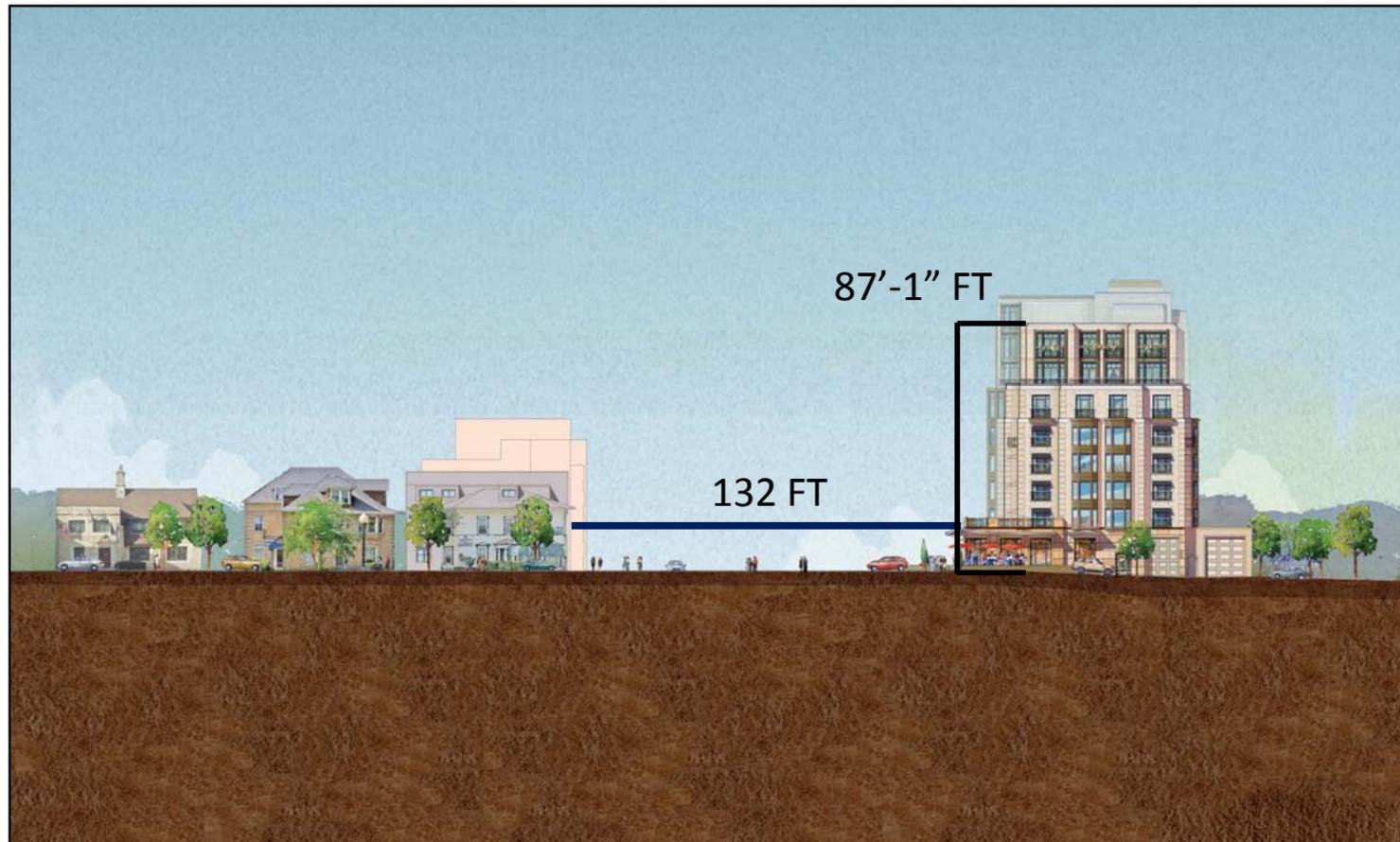
Policy 2: Streets and squares should be safe, comfortable and interesting to pedestrians. Building placement should create a sense of spatial enclosure and promote pedestrian activity.

Policy 3: Require new development to establish effective levels of spatial enclosure. Spatial enclosure is created through the use of a height-to-width ratio (i.e. the relationship between a building's height and the width of the street on which it fronts).



LANDMARKS ORDINANCE – CRITERIA #1

CRITERIA #1, METRIC #3 – SPACIAL RELATIONSHIPS

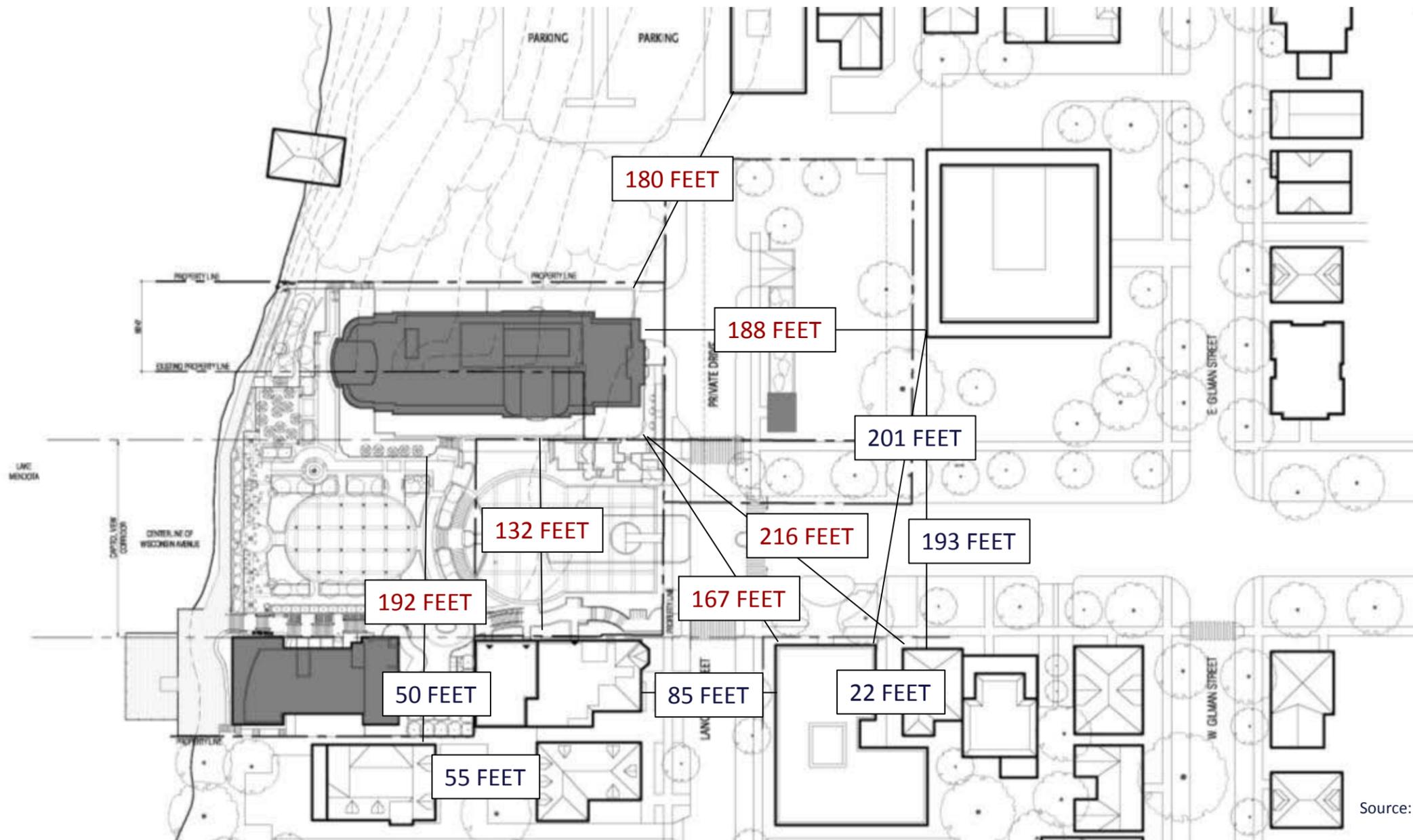


THE SPATIAL RELATIONSHIP ON THE PLAZA CREATES A SENSE OF PLACE AND DEMONSTRATES A CORRELATION BETWEEN THE BUILDINGS AND ENVIRONMENT THAT IS CONSISTENT WITH THE COMPREHENSIVE PLAN.



LANDMARKS ORDINANCE – CRITERIA #1

CRITERIA #1, METRIC #3 – SPACIAL RELATIONSHIPS



Source: Virtual Earth, Google Earth and Elkus Manfredi Plans

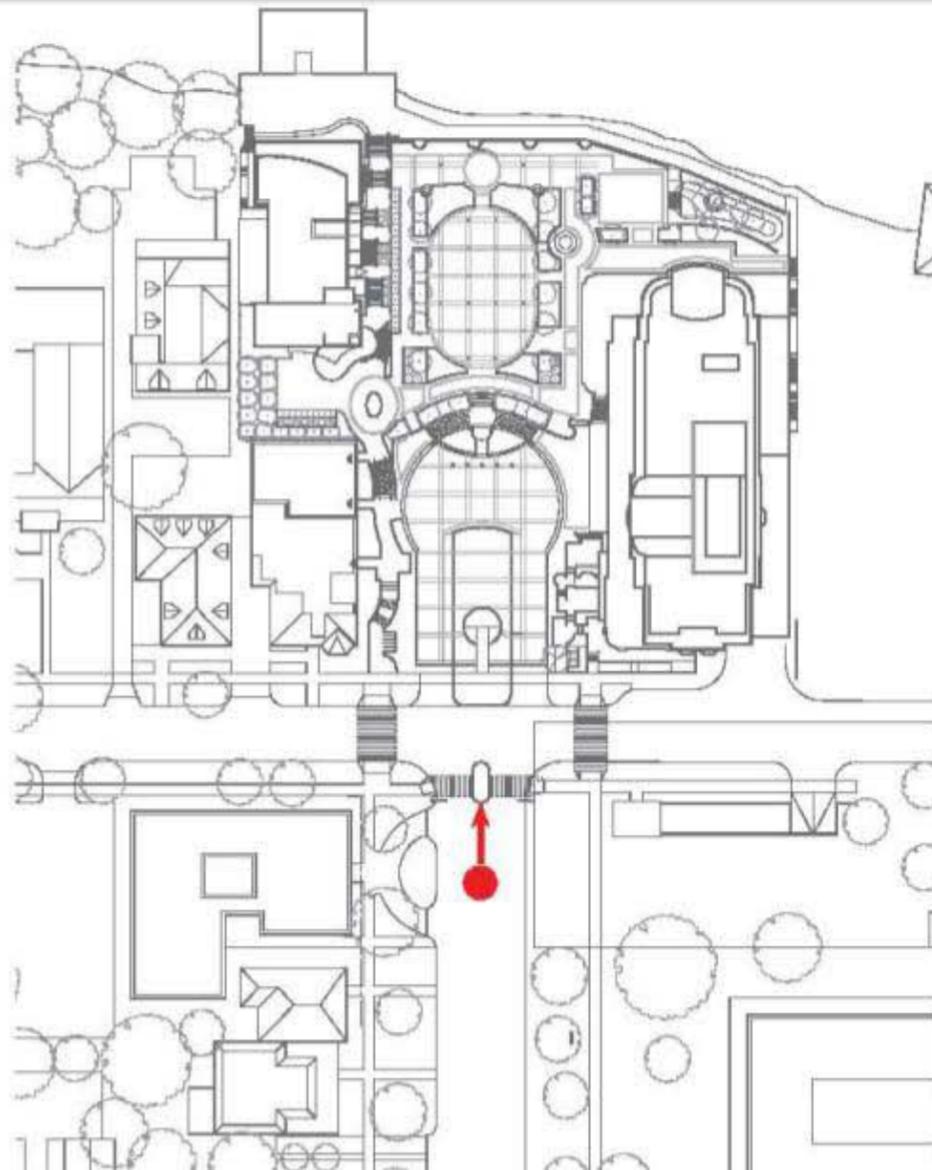
THE SPATIAL DISTANCE BETWEEN THE PROPOSED NEW CONSTRUCTION AND OTHER BUILDINGS IN THE VRA IS FAR GREATER THAN THE EXISTING DEVELOPMENT PATTERN.



LANDMARKS ORDINANCE – CRITERIA #1

CRITERIA #1, METRIC #4 – BALANCING VISUAL IMPACTS OF NEW VOLUME TO VOLUME REMOVED

THE REMOVAL OF MASS ON THE 1970'S BUILDING AND ESTABLISHING A GREATER SETBACK HAS HAD A FAR MORE POSITIVE IMPACT ON THE VRA THAN THE REMOVAL OF MASS AT THE TOP OF THE NEW CONSTRUCTION/ROOMS ADDITION.

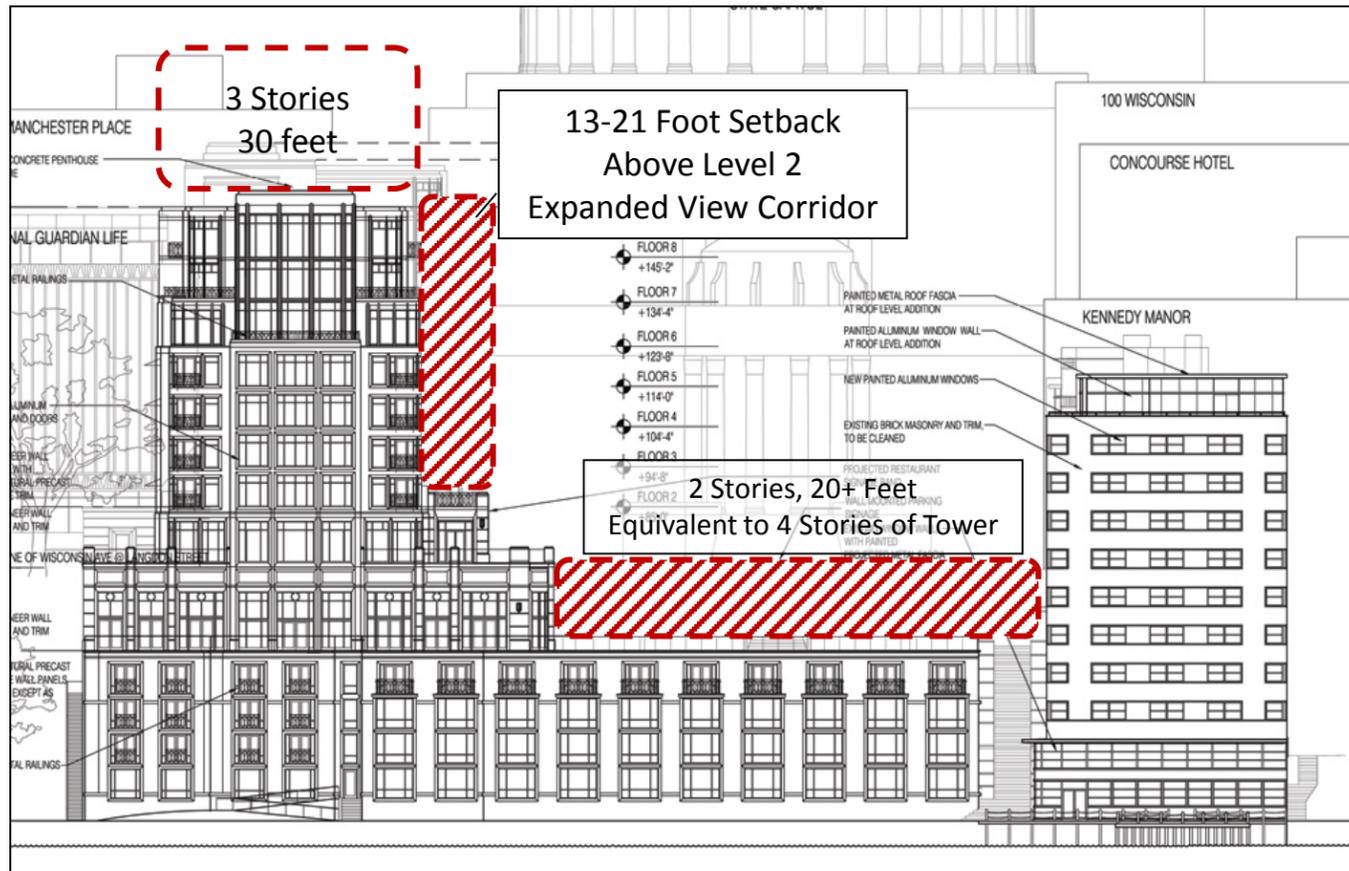




LANDMARKS ORDINANCE – CRITERIA #1

CRITERIA #1, METRIC #4 – BALANCING VISUAL IMPACTS OF NEW VOLUME TO VOLUME REMOVED

There is a beneficial impact to both the buildings and environment from the volume of the 1970’s building being removed from the Wisconsin Avenue View Corridor. The total area removed is nearly equal to four (4) stories of new construction. This reduction in volume has a far greater impact and benefit to the public interest than reducing square footage of new construction.



MASS HAS BEEN REMOVED FROM AREAS WITH THE GREATEST POTENTIAL TO POSITIVELY IMPACT THE VISUAL EXPERIENCE OF THE RELATIONSHIP OF THE BUILDING TO ITS ENVIRONMENT.



LANDMARKS ORDINANCE – CRITERIA #1

CRITERIA #1, METRIC #5 – RATIO OF SQUARE FOOTAGE TO SURROUNDING PROPERTIES



New Construction



Existing Edgewater



NGL



Kennedy Manor



2 Langdon



12 Langdon

Square Footage	128,346 SF/97,346 SF <small>(New Building Above Plaza / Net New Building)</small>	98,874 SF	76,000 SF	53,600 SF	19,600 SF	14,500 SF
516 Wisconsin Avenue (3,466 SF)	37.03/28.09	28.53	21.93	15.46	5.65	4.18
10 Langdon (9,700 SF)	13.23/10.04	10.19	7.84	5.53	2.02	1.49
12 Langdon (14,500 SF)	8.85/6.71	6.82	5.24	3.70	1.35	1.00
2 Langdon (19,600 SF)	6.55/4.97	5.04	3.88	2.73	1.00	0.74
Kennedy Manor (53,600 SF)	2.39/1.82	1.84	1.42	1.00	0.37	0.27
NGL Building (76,000 SF)	1.69/1.28	1.30	1.00	0.71	0.26	0.19
Existing Edgewater (98,874 SF)	1.30/0.98	1.00	0.77	0.54	0.20	0.15

THE RATIO OF SQUARE FOOTAGE IS COMPATIBLE TO OTHER BUILDINGS IN THE VRA.



LANDMARKS ORDINANCE – CRITERIA #1



Kennedy Manor to 516 Wisconsin – Relationship Established 1929



Kennedy Manor to 10 Langdon – Relationship Established Pre-1946



Edgewater to 12 Langdon – Relationship Established 1946



Kennedy Manor to 2 Langdon – Relationship Established Pre-1946

The Existing Development Pattern Demonstrates the Diversity in Scale that Has Historically Existed in the District



LANDMARKS ORDINANCE – CRITERIA #1

CRITERIA #1, METRIC #6 – MASSING RELATIONSHIPS BETWEEN BUILDINGS

Redevelopment



Existing Buildings in Visually Related Area



Existing Edgewater



NGL



Kennedy Manor



2 Langdon



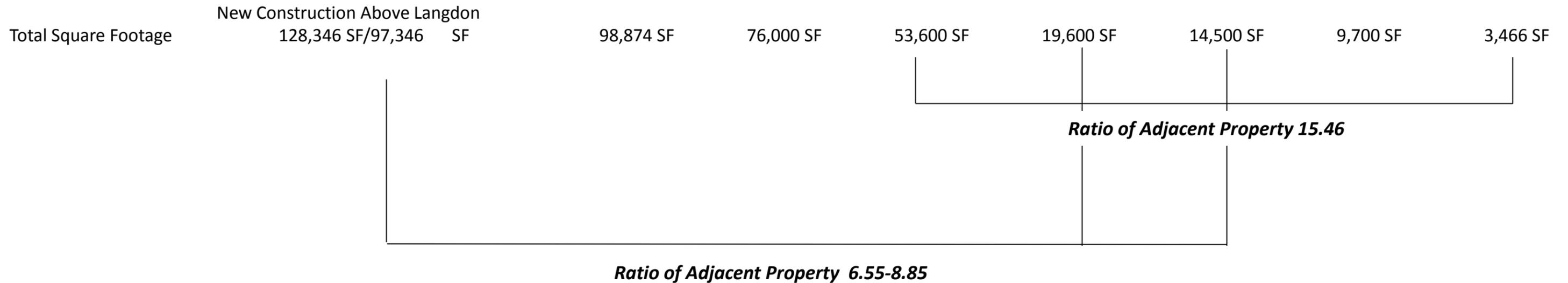
12 Langdon



10 Langdon



516 Wisconsin

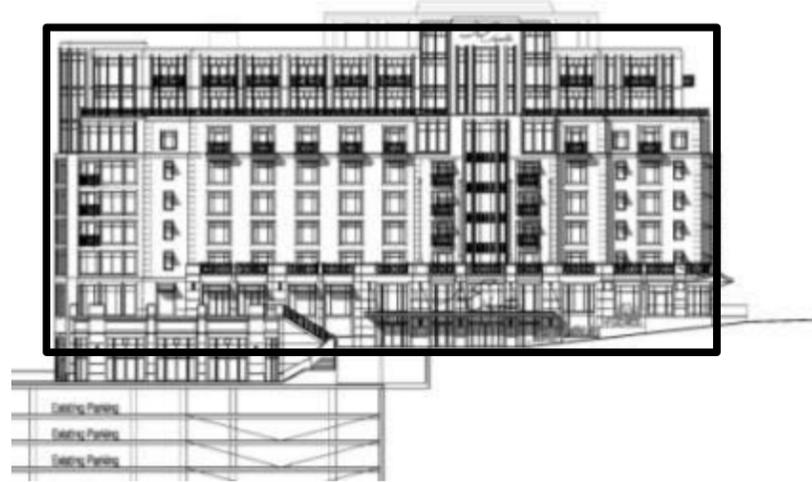


THE RATIO OF SQUARE FOOTAGE OF NEW CONSTRUCTION TO ADJACENT PROPERTIES IS CONSISTENT WITH RELATIONSHIPS IN THE VRA.



LANDMARKS ORDINANCE – CRITERIA #2

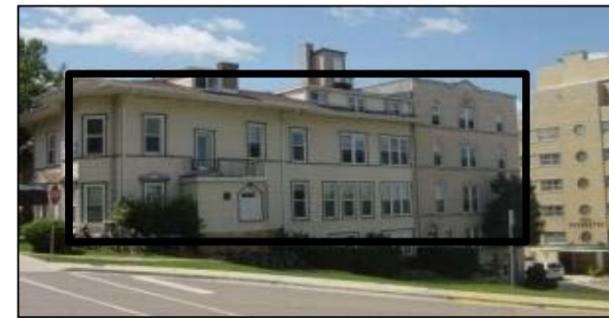
Edgewater- Wisconsin Avenue Façade
1: 2.16



1 Langdon - Langdon Street Façade
1: 1.9



2 Langdon – Wisconsin Avenue Façade
1: 1.6



New Lakeside Tower
1: 1.5



Edgewater - Langdon Street Façade
1: 1.31



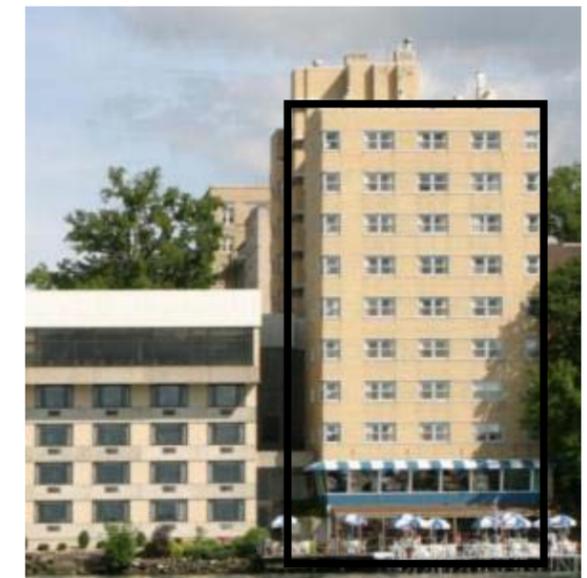
1 Langdon – Wisconsin Avenue Façade
1: 1.9



2 Langdon – Wisconsin Avenue Façade
1: 2.3



Existing Lakeside Tower
1: 1.6



**Note: Reference Staff Report for Detail*



LANDMARKS ORDINANCE – CRITERIA #2

CRITERIA #2 - THE PROPORTIONAL RELATIONSHIP OF STREET FACADES IS VISUALLY COMPATIBLE

CRITERIA #2: “In the street elevation(s) of a new building, the proportion between the width and the height in the facade(s) shall be visually compatible with the buildings and the environment with which it is visually related (visually related area).”

METRIC: The proportional relationship (height in relation to width) of the street facades is comparable:

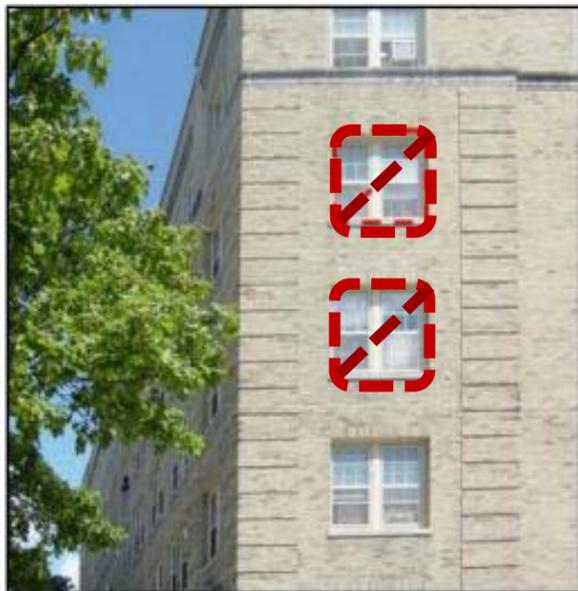
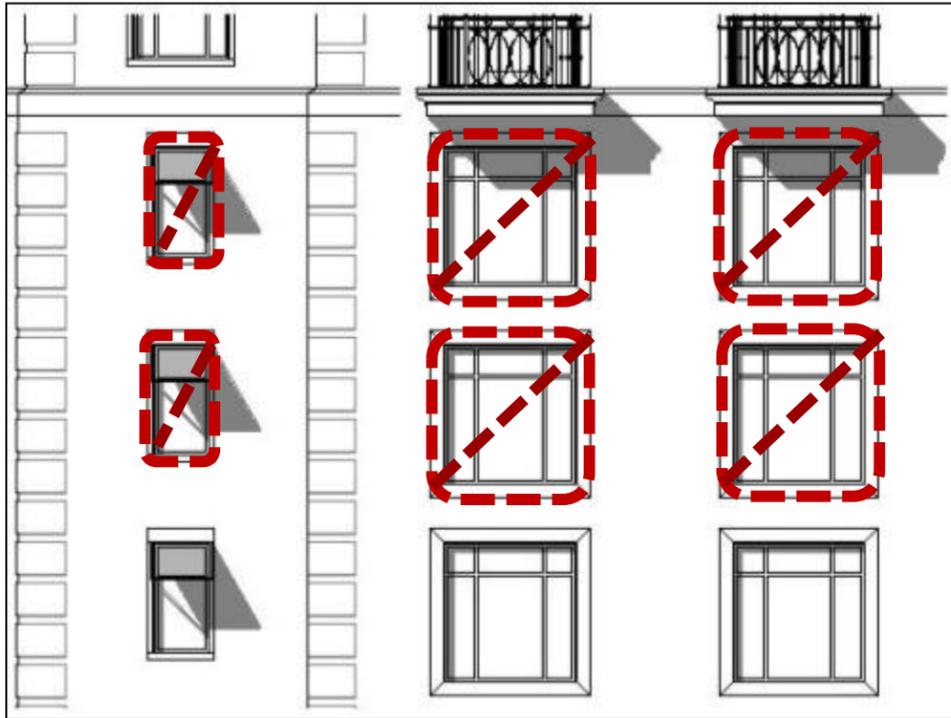
- There is no standard building form or architecture within the VRA that would dictate a dominant relationship in the height and width of facades;
- The proportionate relationship of street-side facades is similar to 1 Langdon and 2 Langdon;
- Building architecture is divided into base, middle and top which is similar to style / proportional relationship of 1 Langdon.

“...this criterion relates to the proportion between the width and the height of facades, and based on the illustrations..., these proportions appear to be similar.” –**Preliminary Staff Report, Dated November 30, 3009**

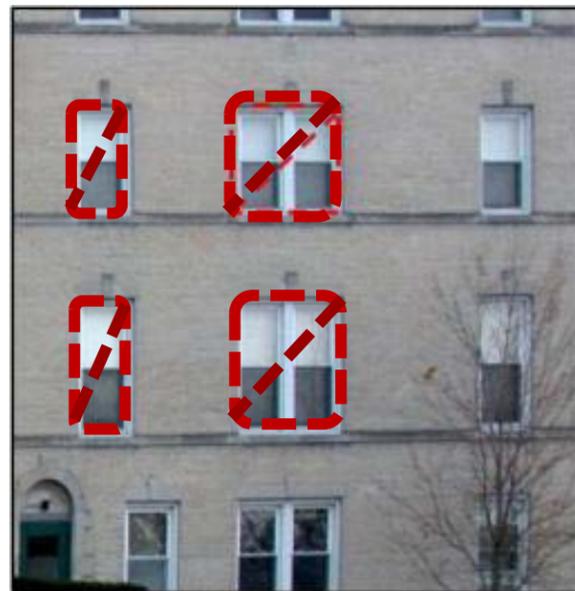


LANDMARKS ORDINANCE – CRITERIA #3

A PROPORTIONAL RELATIONSHIP OF DOORS AND WINDOWS (CRITERIA #3) IS VISUALLY COMPATIBLE



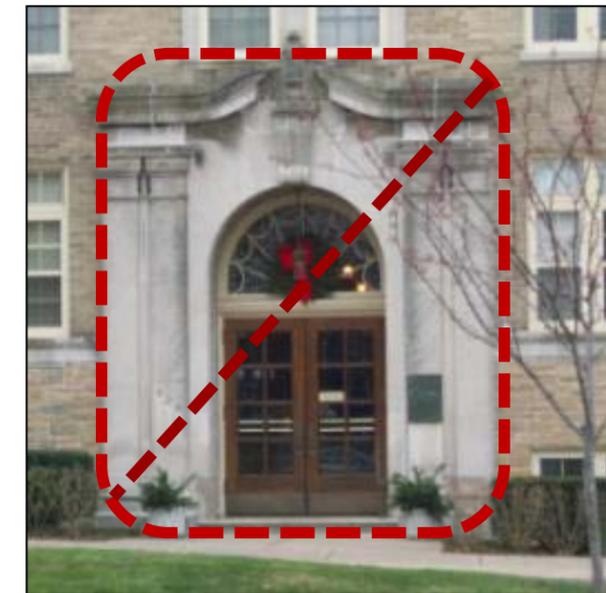
1 Langdon



2 Langdon Street



10 Langdon Street



1 Langdon

Proportions of Windows and Openings

Proportion of Doors



LANDMARKS ORDINANCE – CRITERIA #3

CRITERIA #3 - THE PROPORTIONAL RELATIONSHIP OF DOORS AND WINDOWS IS VISUALLY COMPATIBLE

CRITERIA #3: The proportions and relationships between width and height of the doors and windows in new street facade(s) shall be visually compatible with the buildings and environment with which it is visually related (visually related area).

METRIC: The proportional relationship (height in relation to width) of doors and windows can be measured by:

- Window proportions are distinctly residential in nature;
- Pattern of window openings are reflective of pattern of multi-family structures at 1 Langdon and 2 Langdon;
- Monumental entrance is proportional to and compositionally similar to entrances at 1 and 2 Langdon;
- The Langdon Street Entrance of 1 Langdon has horizontal proportions related to its wide elevation. The entrance also incorporates multiple bays of fenestration, consistent with the new Edgewater entrance.

“Based on a comparison of the architecture of the proposed new tower to the buildings within the Visually Related Area, staff do not believe there is an issue with meeting this criterion.” – Preliminary Staff Report, Dated November 30, 2009



LANDMARKS ORDINANCE – CRITERIA #4

THE RHYTHM OF SOLIDS AND VOIDS (CRITERIA #4) IS VISUALLY COMPATIBLE





LANDMARKS ORDINANCE – CRITERIA #4

CRITERIA #4 - THE RHYTHM OF SOLIDS AND VOIDS IS VISUALLY COMPATIBLE

CRITERIA #4: The rhythm of solids to voids created by openings in the facade of the new structure should be visually compatible with the buildings and environment with which it is visually related (visually related area).

METRIC: The rhythm of solids to voids is based on a classical architecture found throughout the District and within the visually related area and includes the following key patterns:

- Base of building is designed with pedestrian scale;
- Base architecture is broken into a series of smaller openings rather than continuous glass wall to better relate to residential character and architectural rhythm of surrounding buildings;
- Monumental entry similar to Kennedy Manor and 10 Langdon;
- Classical architecture mimics rhythm of solid and voids in facades of 1 Langdon and original tower on 2 Langdon;

“Staff reviewed photos of the buildings within the Visually Related Area and compared the pattern of solids and voids with the proposed new tower. Based on this evaluation, staff do not believe there is an issue with meeting this criterion.”

–Preliminary Staff Report, Dated November 30, 3009



LANDMARKS ORDINANCE – CRITERIA #5



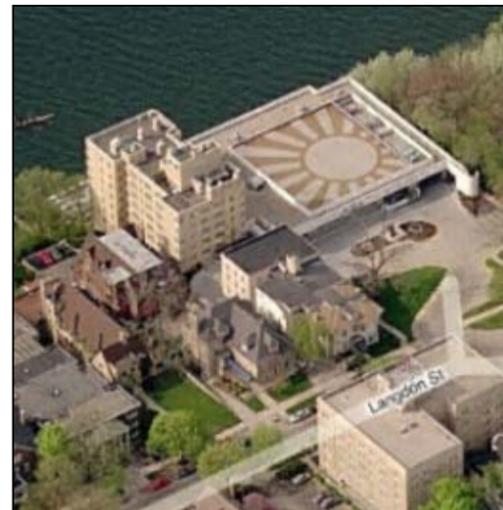
2 Langdon



1 Langdon



2 E Gilman (NGL)

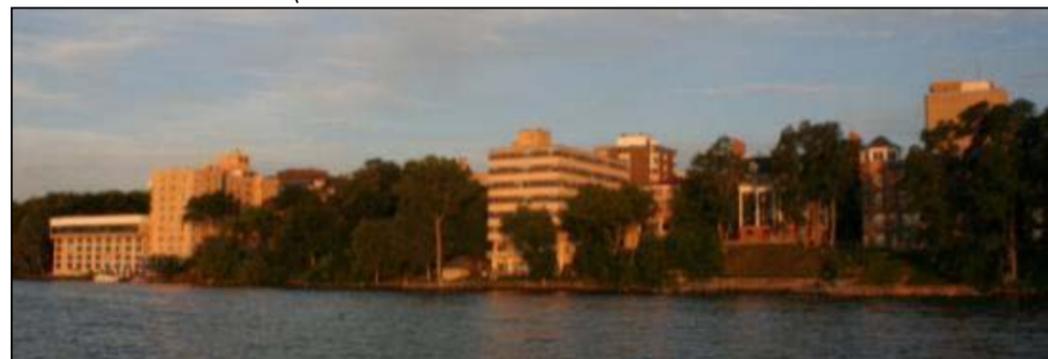


Perpendicular Orientation

Horizontal Expression

Top Floors are Lighter/Setback

Vertical Entry Feature



Architecture Broken into Top, Middle and Base



LANDMARKS ORDINANCE – CRITERIA #5

CRITERIA #5 - THE DIRECTIONAL EXPRESSION OF THE STREET FACADES IS VISUALLY COMPATIBLE

CRITERIA #5: All new street facades should blend with other buildings via directional expression. When adjacent buildings have a dominant vertical or horizontal expression, this expression should be carried over and reflected.

METRIC: The directional expression of the building is visually compatible with the Visually Related Area and surrounding buildings:

- The Building has a strong horizontal expression similar to Kennedy Manor and 2 Langdon;
- The Wisconsin Avenue elevation have been revised with a new vertical feature which incorporates the building entrance. This vertical feature, biased toward the Capitol, relates to the composition and direction expression of the 1940's Edgewater;
- Classical architecture breaks façade into base, middle and top, similar to Kennedy Manor and other buildings on Wisconsin Ave.;
- Building is perpendicular to lake and is compatible with 2 Langdon, 10 Langdon, 12 Langdon and most lakefront properties;
- Horizontal and vertical plane utilize topography and expand toward lakefront. This is compatible with vertical and horizontal patterns of 2 Langdon, 10 Langdon and 12 Langdon;
- The top levels of building are setback and are designed with lighter, transparent architecture similar to adjacent NGL building;
- Vertical expression is compatible with height of Kennedy Manor and National Guardian Life Buildings.

“The proposed new tower has an overall horizontal expression with a base that has more of a storefront appearance, a middle with a consistent pattern of windows, balconies, solid areas, and other features, and a top which utilizes larger expansions of glass for a lighter appearance... Staff do not believe there is an issue with meeting this Criterion.”

–Preliminary Staff Report, Dated November 30, 2009



**LANDMARKS ORDINANCE –
VARIANCE STANDARDS**





LANDMARKS ORDINANCE - VARIANCE

PROTECT & ENHANCE ARCHITECTURAL HISTORY



PERPETUATE IMPROVEMENTS IN HISTORIC DISTRICTS (TIF CATALYST)



SAFEGARD THE CITY'S CULTURAL HISTORY ("LAKE CULTURE")



FOSTER CIVIC PRIDE IN THE BEAUTY AND NOBLE ACCOMPLISHMENTS OF PAST



STABILIZE AND IMPROVE PROPERTY VALUES



STRENGTHEN THE ECONOMY (TOURISM / VISITATION)



SERVE AS A STIMULUS TO BUSINESS & INDUSTRY



PROMOTE USE OF HISTORIC DISTRICTS FOR PLEASURE & WELFARE OF THE PEOPLE



THE PROJECT IS HARMONIOUS WITH THE PURPOSE AND INTENT OF THE ORDINANCE



LANDMARKS ORDINANCE - VARIANCE

MGO 33.19(15)(a) ESTABLISHES THE AUTHORITY FOR THE LANDMARKS COMMISSION TO VARY THE CRITERIA IN THE ORDINANCE

Authority: The Landmarks Commission may vary the criteria for review of additions, exterior alterations or repairs for designated landmarks, landmark sites and improvements in any Historic District and the criteria for new construction in any Historic District in harmony with the general purpose and intent to preserve the historic character of landmarks, landmark sites and of each Historic District only in the specific instances hereinafter set forth and only if the proposed project will be visually compatible with the historic character of all buildings directly affected by the project and of all buildings within the visually related area.

The variance procedure and standards are designed to prevent undue hardships caused by application of the strict letter of the regulation of this chapter and to encourage and promote improved aesthetic design by allowing for greater freedom, imagination and flexibility in the alteration of existing buildings and the construction of new buildings within an Historic District while ensuring substantial compliance with the basic intent of the ordinance.

Condition: The Project complies with this provision of the Ordinance, including:

- **Harmony with General Purpose and Intent.** The Project is harmonious with both the Purpose and Intent (MGO33.19(1)) of the ordinance;
- **Compatibility with character of buildings directly effected.** The Project is visually compatible with the historic character of buildings directly effected by the Project and within the VRA:
 - The Project does not require demolition of a historic structure and does not have any impact on historic mansions;
 - 1940's Building will be rehabilitated and historic character restored;
 - Open space will be incorporated and street-end views restored (Nolen Plan);
 - Fenestration details of new construction/addition relate to the historic character of buildings in VRA and district;
 - Materials are of a type, quality and color that relate to the historic character of buildings in the VRA and on Wisconsin Ave.
- **Substantial compliance with the Ordinance.** In November 2009, the Landmarks Commission found the Project met 4 of the 5 criteria for New Development in Mansion Hill District, which indicates that the Project substantially complies with the criteria for New Development in the District.



LANDMARKS ORDINANCE - VARIANCE

VARIANCE STANDARDS (MGO 33.19(15)(C))

The Landmarks Commission shall not vary the regulations of this ordinance unless it makes findings of fact based upon the evidence presented to it in each specific case that one or more of the following conditions are present:

1. The particular physical characteristics of the specific building or site involved would result in substantial hardship upon the owner as distinguished from mere inconvenience, if the strict letter of the regulations were to be carried out, provided that the alleged difficulty or hardship is created by this ordinance and has not been created by any person presently having an interest in the property;
2. In the case of the alteration of an existing building, the proposed design would incorporate materials, details or other elements not permitted by the ordinance but which can be documented by photographs, architectural or archaeological research or other suitable evidence to have been used on other buildings of a similar style in the Historic District in which the building is located, provided that the project will not destroy the significant architectural features on the building;
3. In the case of new construction, the proposed design incorporates materials, details, setbacks, massing or other elements that are not permitted by the ordinance but which would enhance the quality of the design for the new building or structure provided that said new building or structure otherwise complies with the criteria for new construction in the Historic District in which the building is located and provided further that it would also have a beneficial effect on the historic character of the visually related area;

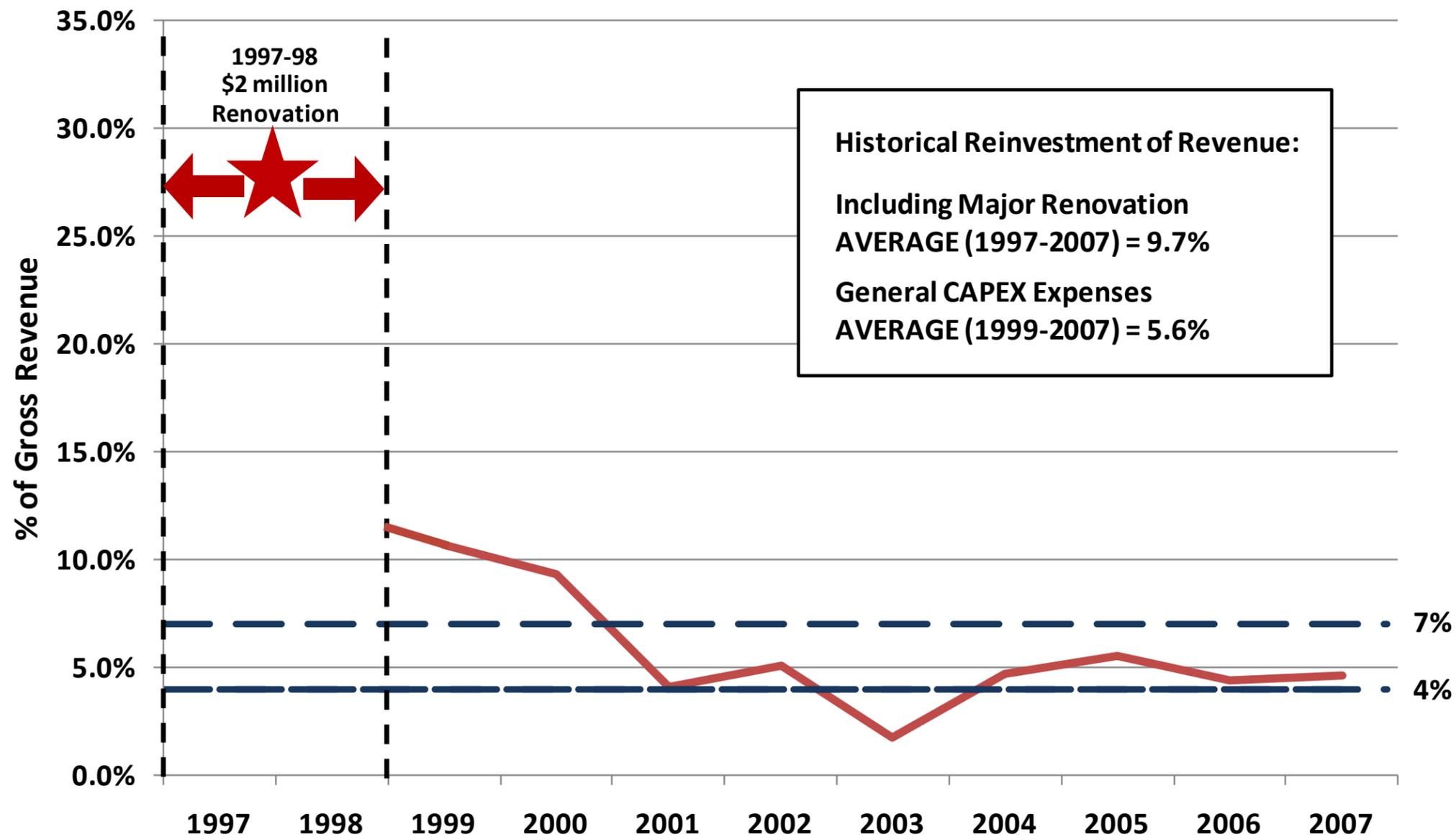
THE PROJECT MEETS ONE OR MORE OF THE VARIANCE STANDARDS.



LANDMARKS ORDINANCE - VARIANCE

HISTORICAL DATA SHOWS THAT THE EDGEWATER OWNERS HAVE RE-INVESTED AT INDUSTRY STANDARD LEVELS.

Edgewater Hotel CAPEX Expenditures



“Typically a hotel needs to, has to, invest 5% - 7% of revenues over a year back into the property to maintain a viable property, to keep up to the standards of other hotels.

...the Edgewater could still be a very high class property if the right amount of money was reinvested back into the property... it would need to be a fairly large sum of money right now but there is absolutely return on investment for the owners of the Property to reinvest back into the Edgewater Hotel.

Steve Zaroni,
General Manager
Madison Concourse Hotel



LANDMARKS ORDINANCE - VARIANCE

STANDARD #1 – A VARIANCE FOR HARDSHIP MAY BE GRANTED BASED ON THE PHYSICAL CONSTRAINTS OF A BUILDING OR SITE.

Standard #1: The particular physical characteristics of the specific building or site involved would result in substantial hardship upon the owner as distinguished from mere inconvenience, if the strict letter of the regulations were to be carried out, provided that the alleged difficulty or hardship is created by this ordinance and has not been created by any person presently having an interest in the property;

Condition: The physical characteristics of the building and site are limiting and will create substantial hardship if the Landmarks Commission finds the proposed development does not meet the criteria for new development in the Mansion Hill Historic District. None of the physical characteristics that would create hardship as described herein have been created by a person with an interest in the property. The physical characteristics of the building and site that have the greatest impact include:

- The buildable area of the site is limited by the 132' view preservation corridor;
- The topography of the site results in a substantial amount of area/program being below grade and unusable as public space;
- The existing building and systems are both functionally and physically obsolete;
- The building façade is failing and creating both external cracks and internal water damage. The only viable way to repair the façade without destroying it is to replace the system from the inside of the building. This is a result of the way the building was designed, not neglect.
- A significant renovation of the interiors will result in a requirement to address code issues which will require a gut-rehab of the interiors and result in a significant loss of rooms.
- Further program reductions make the Project financially infeasible.

PKF

Chartered Accountants
& Business Advisers

“The age, design and construction of the buildings (Edgewater) are such that **the Hotel suffers from varying degrees of functional obsolescence.** Inconsistent maintenance and refurbishment programs, widely varying guestroom and bathroom sizes and an aging physical plant have significantly reduced the Hotel’s competitive position and market performance. As will be described later in this report, **the Edgewater under performs the set of competitive hotels by a substantial margin.**”

- PKF Consulting, September, 2008



LANDMARKS ORDINANCE - VARIANCE



THE REHABILITATION OF THE 1940'S BUILDING SPEAKS TO THE ORIGINAL DESIGN INTENT.



LANDMARKS ORDINANCE - VARIANCE

STANDARD #2 – A VARIANCE MAY BE GRANTED FOR ELEMENTS NOT PERMITTED BY THE ORDINANCE PROVIDED THE SIGNIFICANT ARCHITECTURAL FEATURES OF THE BUILDING ARE MAINTAINED.

Standard #2: In the case of the alteration of an existing building, the proposed design would incorporate materials, details or other elements not permitted by the ordinance but which can be documented by photographs, architectural or archaeological research or other suitable evidence to have been used on other buildings of a similar style in the Historic District in which the building is located, provided that the project will not destroy the significant architectural features on the building;

Condition: The addition is an element of the overall design of the redevelopment. One does not happen without the other. In this case, the new hotel addition and changes to the 1970's building will allow the rehabilitation of the of the 1940's building to include:

- Rehabilitation of the Historic Façade;
- Upgrades to the Buildings and Systems;
- Integration and Enhancement of Iconic Elements of the Building That Are In Keeping with Original Design Concept;
- Architecturally Sensitive Addition to the Top of the 1940's Building.

THE BENEFITS REALIZED IN THE HISTORIC BUILDING ARE A RESULT OF THE REDEVELOPMENT OF THE PROPERTY.



LANDMARKS ORDINANCE - VARIANCE

THE REDEVELOPMENT OF THE EDGEWATER WILL HAVE A SIGNIFICANT POSITIVE EFFECT ON THE BUILDINGS AND ENVIRONMENT IN THE VRA



* RENDERING DOES NOT DEPICT SETBACK AT LEVEL 2 OR REDUCTION IN PLINTH

**NATIONAL
TRUST
FOR
HISTORIC
PRESERVATION**

“Historic preservation can – and should – be an important component of any effort to promote sustainable development. The conservation and improvement of our existing built resources, including re-use of historic and older buildings, greening the existing building stock, and reinvestment in older and historic communities, is crucial to combating climate change.”



LANDMARKS ORDINANCE - VARIANCE

STANDARD #3 – A VARIANCE FOR MASSING MAY BE GRANTED IF THERE IS A BENEFICIAL EFFECT ON HISTORIC CHARACTER OF VRA.

Standard #3: In the case of new construction, the proposed design incorporates materials, details, setbacks, massing or other elements that are not permitted by the ordinance but which would enhance the quality of the design for the new building or structure provided that said new building or structure otherwise complies with the criteria for new construction in the Historic District in which the building is located and provided further that it would also have a beneficial effect on the historic character of the visually related area;

Condition: The proposed redevelopment is compliant with this standard in that it will achieve:

- **Quality of Design.** The design includes the use of high-quality materials that complement the Historic District and on Wisconsin Ave.;
- **(The Project) “Otherwise Complies with Criteria”.** In November, the Landmarks Commission found that the building met 4 of the 5 criteria and therefore that it did otherwise comply with the criteria for new construction in the Historic District.
- **Beneficial Effect on Historic Character of the VRA.** The proposal will have a beneficial effect on the historic character of the VRA, in that:
 - The redevelopment leads to the rehabilitation of the historic 1940’s building;
 - The redevelopment results in upgrades to the building and systems that will enable the property to continue to operate as a first-class hotel;
 - The redevelopment will result in the restoration of the street-end view to Lake Mendota;
 - The new construction is of a quality and design aesthetic that it complements the historic character within the VRA.

THE PATH TO PRESERVATION IS THROUGH THE REDEVELOPMENT AND EXPANSION OF THE PROPERTY.



LANDMARKS ORDINANCE - VARIANCE

IF THE LANDMARKS COMMISSION FINDS THE NEW CONSTRUCTION DOES NOT MEET THE CRITERIA FOR NEW DEVELOPMENT IN THE HISTORIC DISTRICT A VARIANCE CAN BE GRANTED FOR 1 OR MORE OF THESE CRITERIA PROVIDED THE DEVELOPMENT OTHERWISE MEETS THE STANDARDS OUTLINED IN THE ORDINANCE.





LANDMARKS ORDINANCE - VARIANCE

VARIANCE STANDARD –THIS STANDARD ALLOWS ALTERATIONS WHICH ARE NOT COMPATIBLE.

AUTHORIZED VARIANCES (MGO 33.19(15)(D))

Variances shall be granted by the Landmarks Commission only in accordance with the standards set forth in (13)(c) above, and may be granted only in the following instances:

1. To permit residing with a material or in a manner not permitted under this chapter;
2. To allow additions visible from the street or alterations to street facades which are not compatible with the existing building in design, scale, color, texture, proportion of solids to voids or proportion of widths to height of doors and windows;
3. To allow materials and/or architectural details used in an alteration or addition to differ in texture, appearance and design from those used in the original construction of the existing building;
4. To permit the use of roofing materials otherwise prohibited under this chapter;
5. To allow use of materials for new construction which would be otherwise prohibited under Sec. 33.01(12)(f)1.b.

IN THE NOVEMBER 30TH LANDMARKS MEETING, THE CITY ATTORNEY STATED THAT THE NEW CONSTRUCTION IS ALSO AN ADDITION AND THEREFORE COULD BE CONSIDERED UNDER SECTION #2 OF THE AUTHORIZED VARIANCES.