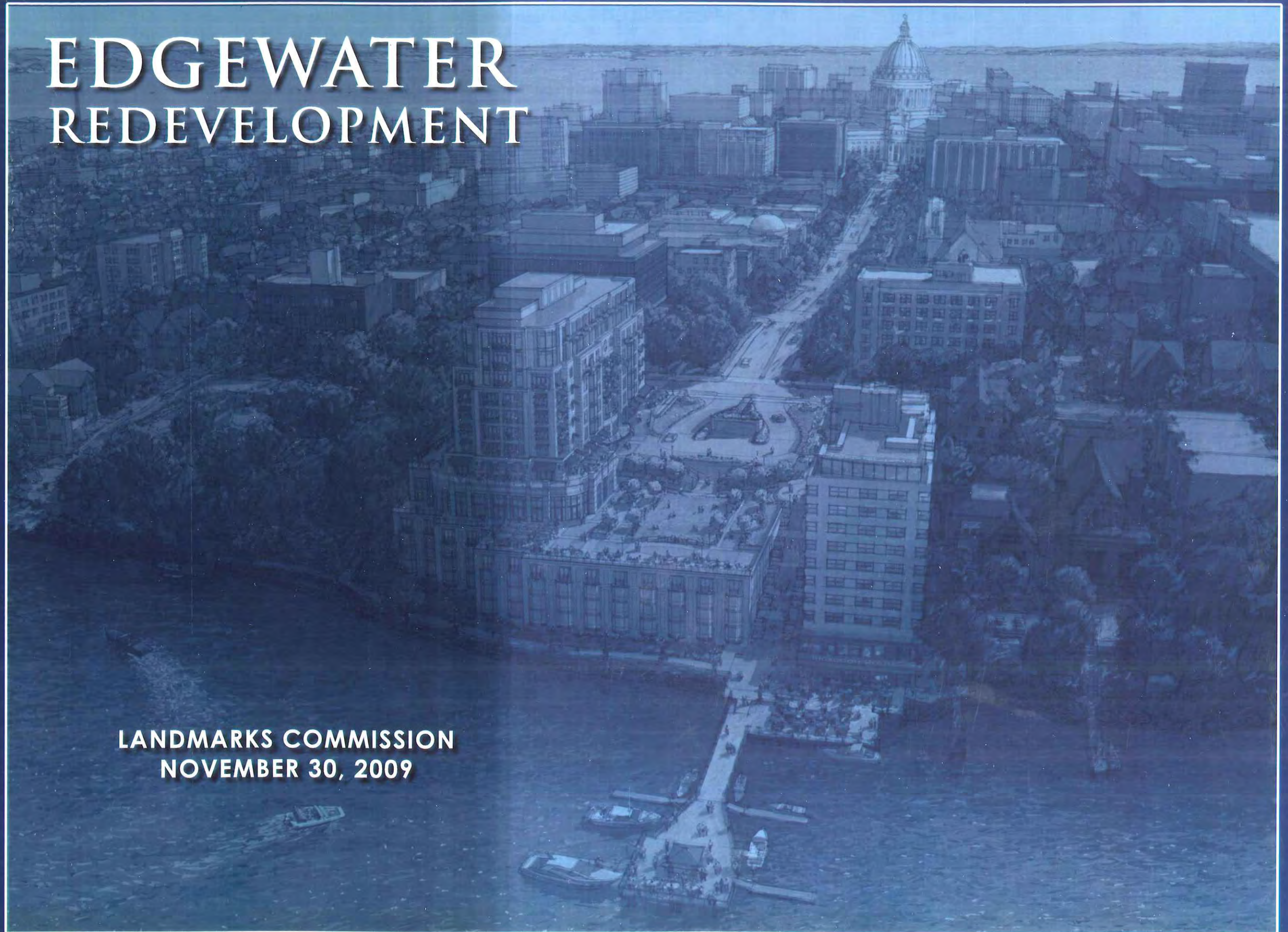


EDGEWATER REDEVELOPMENT

LANDMARKS COMMISSION
NOVEMBER 30, 2009





COVER LETTER

November 19, 2009

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

Ms. Rebecca Cnare
City of Madison
Planning and Development Department
215 Martin Luther King Jr. Boulevard
PO Box 2985
Madison, WI 53701

RE: CLARIFICATION NOVEMBER 16, 2009 LANDMARKS SUBMITTAL PACKAGE FOR
EDGEWATER HOTEL REDEVELOPMENT, 666 WISCONSIN AVENUE, MADISON, WI 53703

Dear Mr. Fruhling and Ms. Cnare:

I am submitting this letter to clarify the language that was included in the above referenced submittal and to confirm that Landmark X, LLC, a Wisconsin Limited Liability Corporation ("Landmark"), is requesting a Certificate of Appropriateness from the Madison Landmarks Commission for the proposed Edgewater Redevelopment Project (the "Project") and may request that such Certificate of Appropriateness include a Variance pursuant to Section 33.19(15) of the Madison General Ordinances as is further described below.

A Variance may be requested for Section 33.19(10)(e) the "Guideline Criteria for New Development in the Mansion Hill Historic District" for subsections 1 and 2 related to the comparison of the gross volume of the Project and the proportion of the street facades within the defined visually related area.

Landmark is requesting the Variance in that the Project, in whole or in part, meets one or more of the Standards for approval of said Variance outlined in Section 33.19(15)(c). Information related to the Project, Guideline Criteria and the Variance was submitted in the November 16, 2009 package and supplemented in the November 18, 2009 package submitted to the Landmarks Commission. Additional information that has been requested on the Project and analysis of the above referenced Visually Related Area and requested Variance will be provided at the Landmarks Commission Meeting on November 30, 2009.

Sincerely,

LANDMARK X, LLC
Amy Supple
Development Director



TABLE OF CONTENTS

1.0 DESIGN OVERVIEW

2.0 URBAN CONTEXT

3.0 ARCHITECTURAL CHARACTER

4.0 VIEWS AND PERSPECTIVES

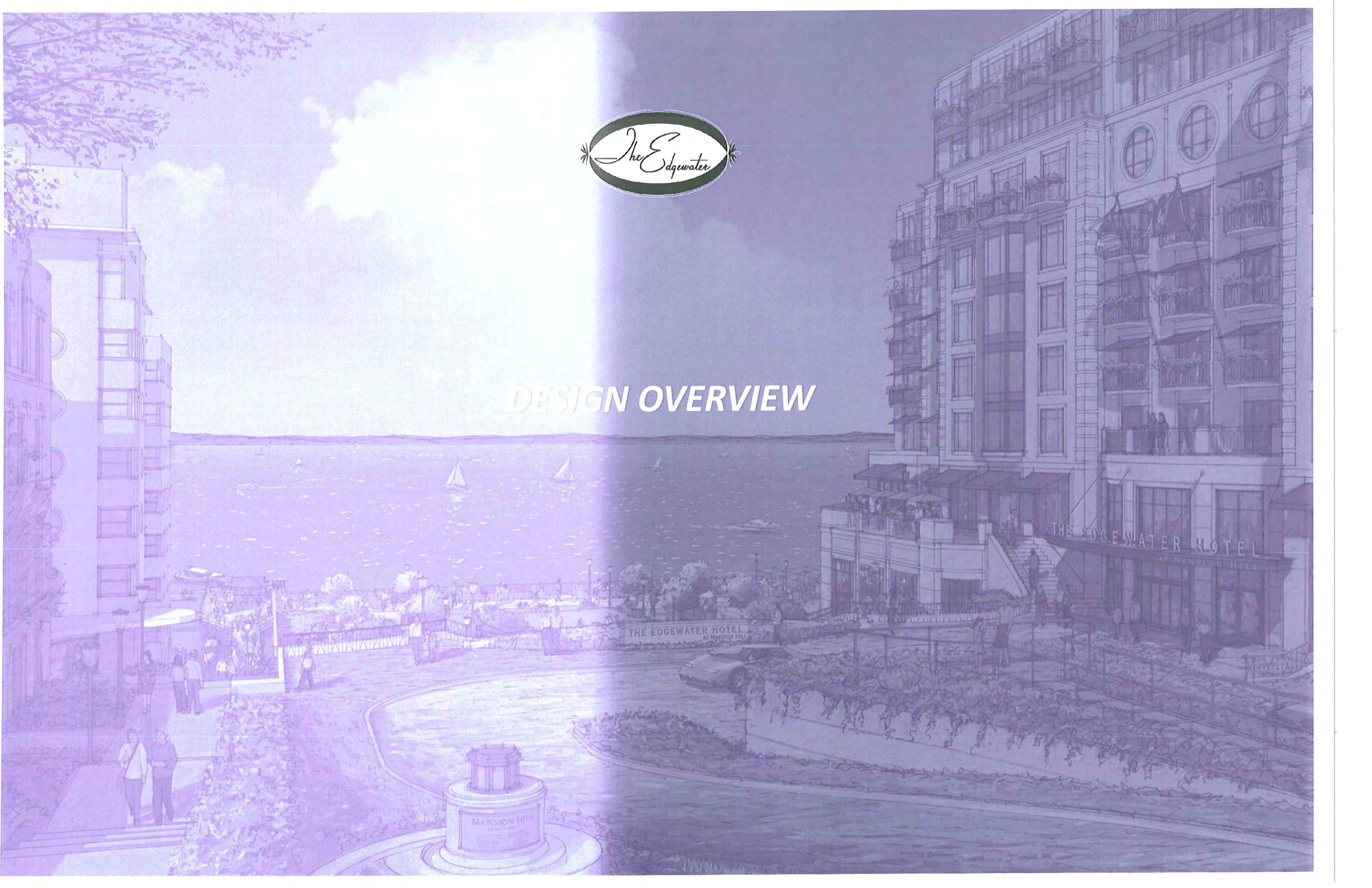
5.0 LANDMARKS COMMISSION DISCUSSION

6.0 OTHER INFORMATION





DESIGN OVERVIEW





EXISTING VIEW TO THE WATER



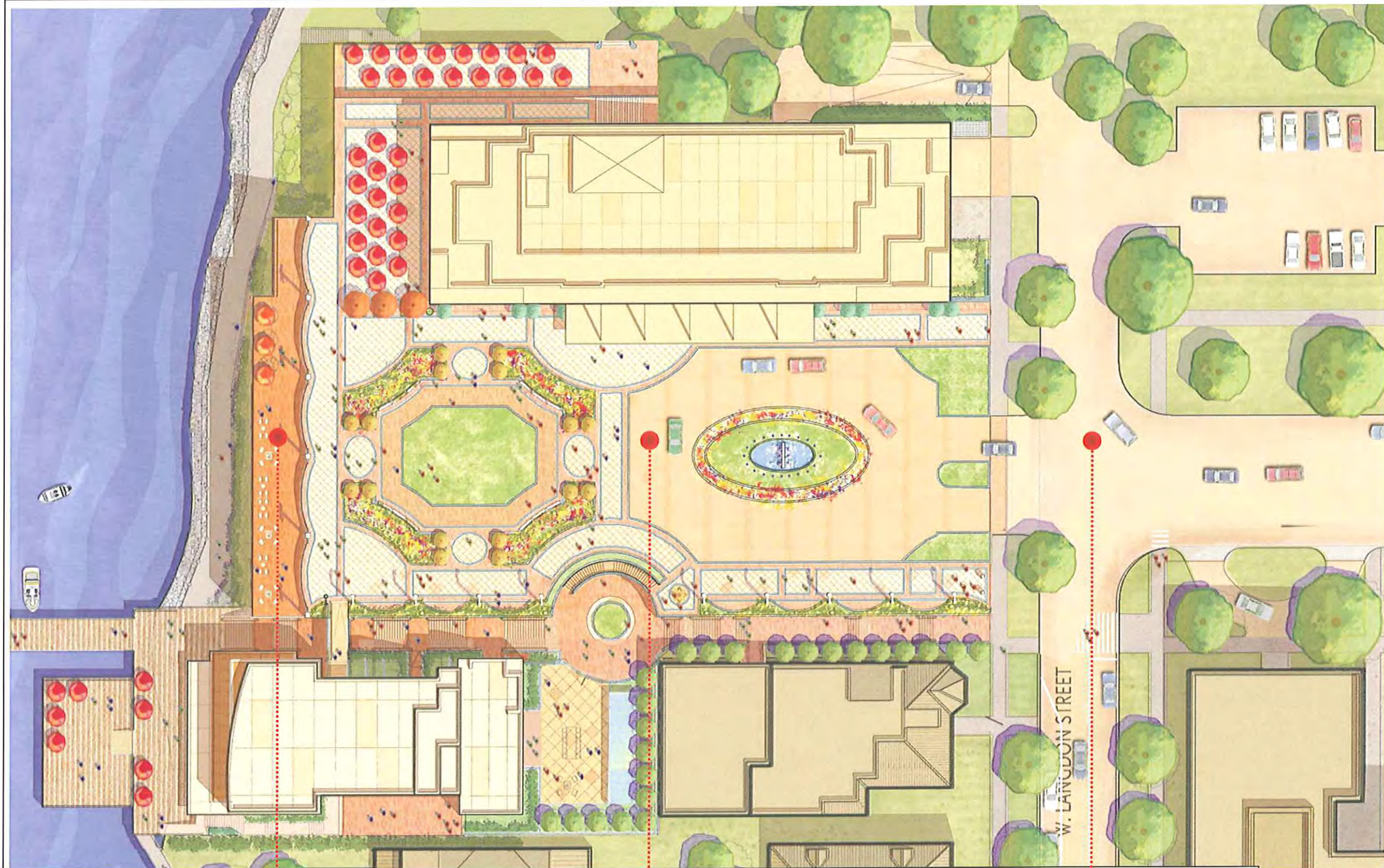


FUTURE VIEW TO THE WATER





PREVIOUS SITE PLAN



Approximate
Plaza Elevations

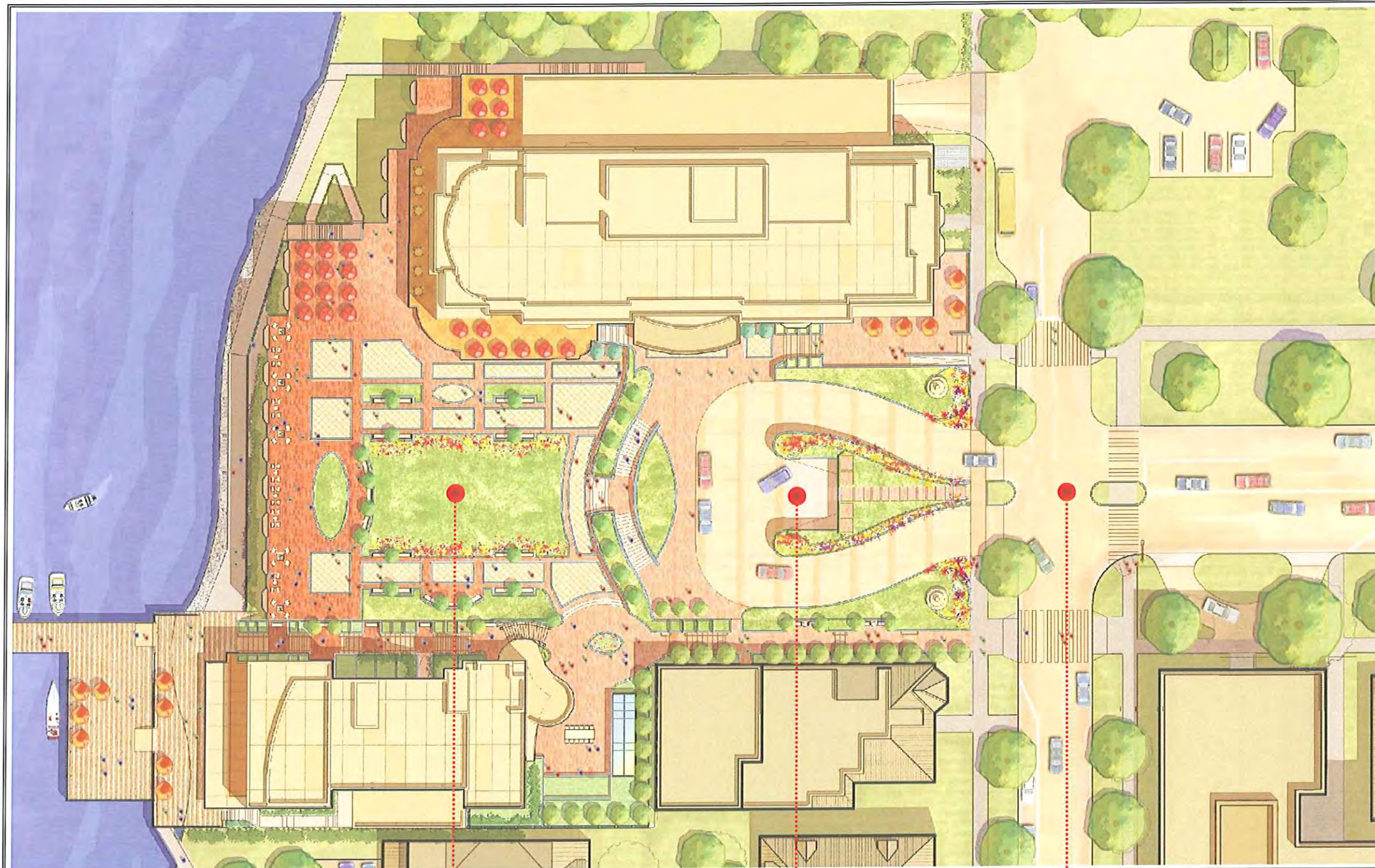
Elevation
52'

Elevation
68'-8"

Elevation
70'



REVISED SITE PLAN



Approximate
Plaza Elevations

Elevation
52'

Elevation
61'

Elevation
70'



PREVIOUS REDEVELOPMENT PLAN



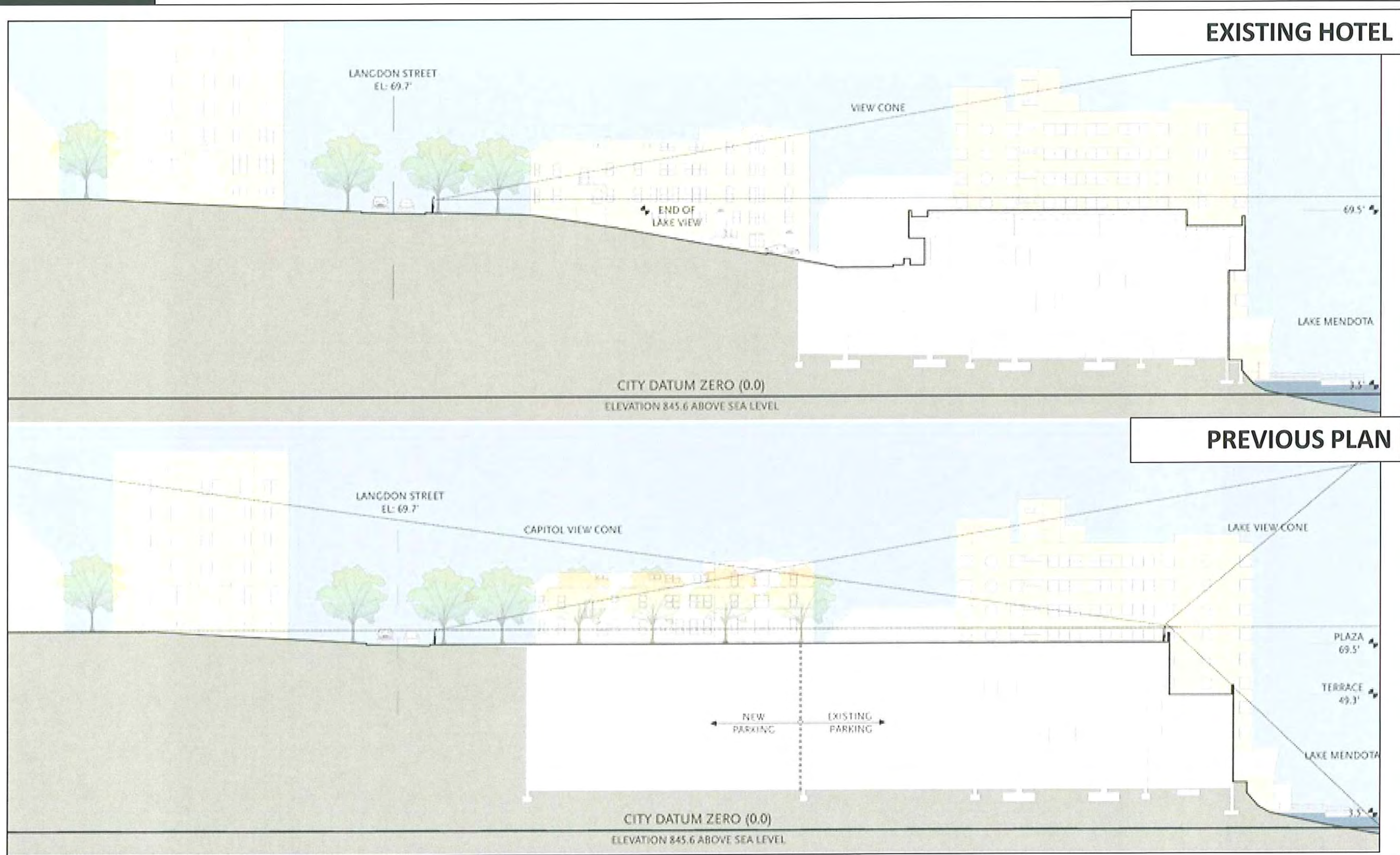


REVISED REDEVELOPMENT PLAN





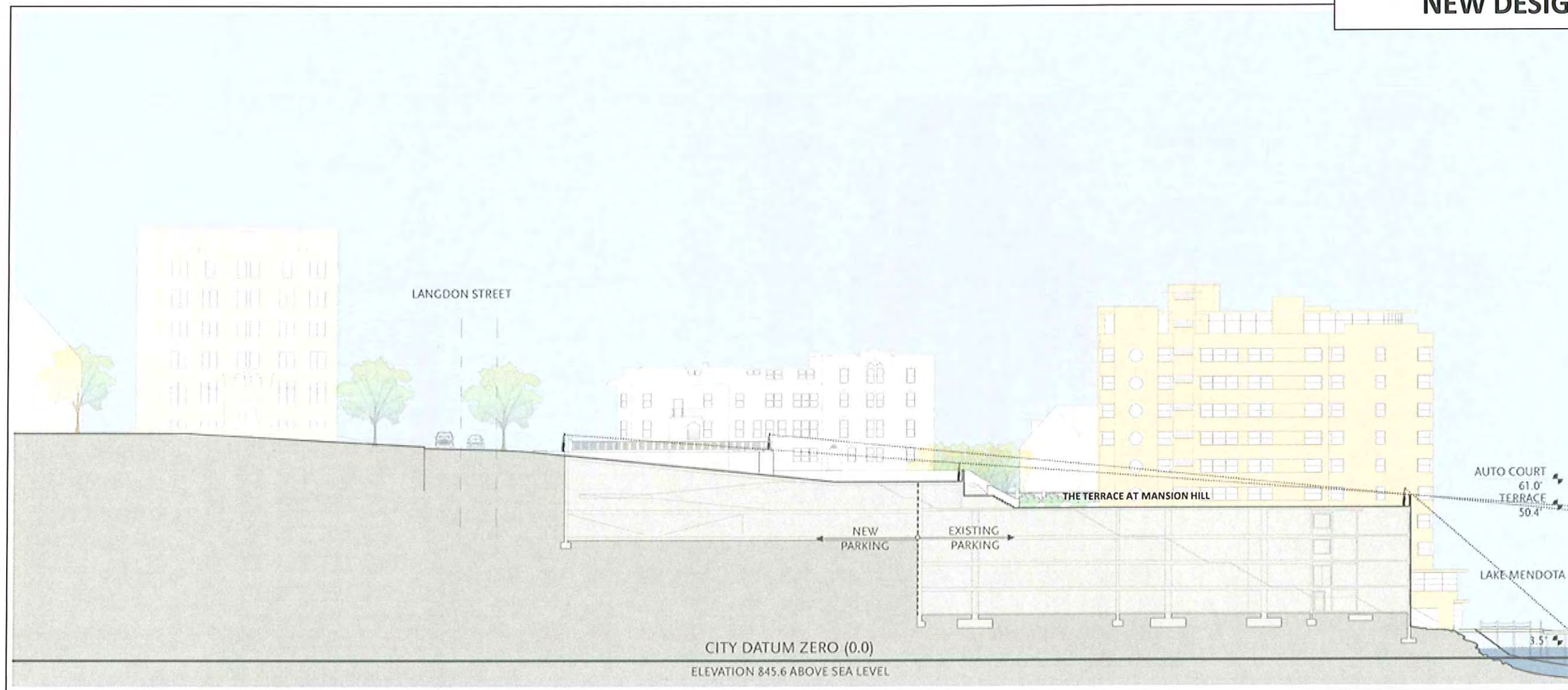
PREVIOUS SECTION





REVISED SECTION

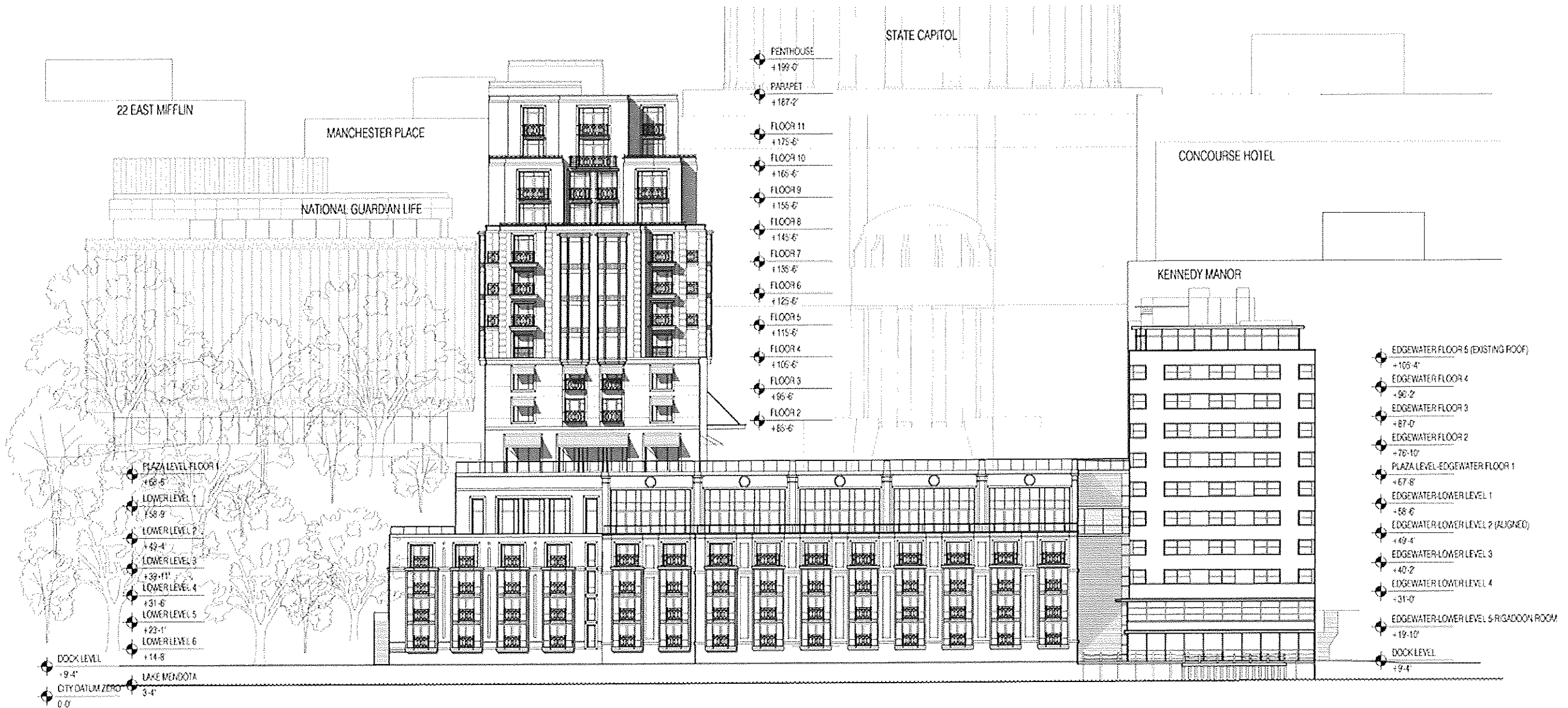
NEW DESIGN





PREVIOUS ELEVATION

PREVIOUS PLAN

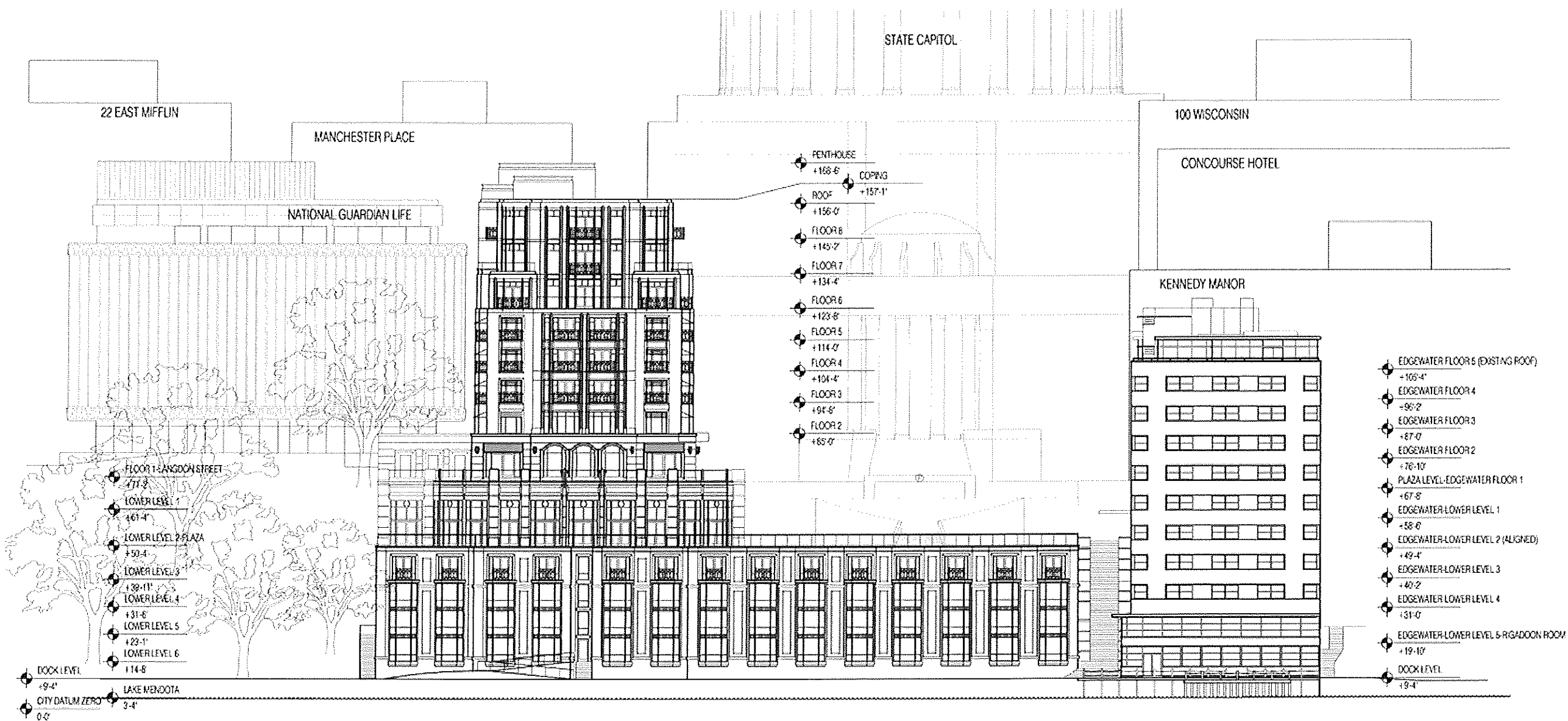


2 Lake Mendota Elevation
SCALE: 1"=20'-0"



REVISED ELEVATION

REVISED PLAN



2 Lake Mendota Elevation
SCALE 1" = 20'-0"





PROGRAM COMPARISON

APPROXIMATELY 93,244 SQUARE FEET OF PROGRAM HAS BEEN REMOVED FROM THE ORIGINAL TO THE CURRENT PLAN.

	PREVIOUS PLAN	REVISED PLAN	NET GAIN / LOSS
Total Square Footage	457,865	364,621	(93,244)
Number of Rooms	228	180 - 190	(38 - 48)
Banquet / Meeting Space	13,772	9,542	(4,230)
Restaurant Space	13,805	11,745	(2,060)
Spa	5,187	5,400	213
Outdoor Plaza / Public Space (Without Dock)	47,210	47,240	30
Parking Stalls	364	226	(131)
Valet Capacity	475	375 - 425	(50 - 100)





URBAN CONTEXT





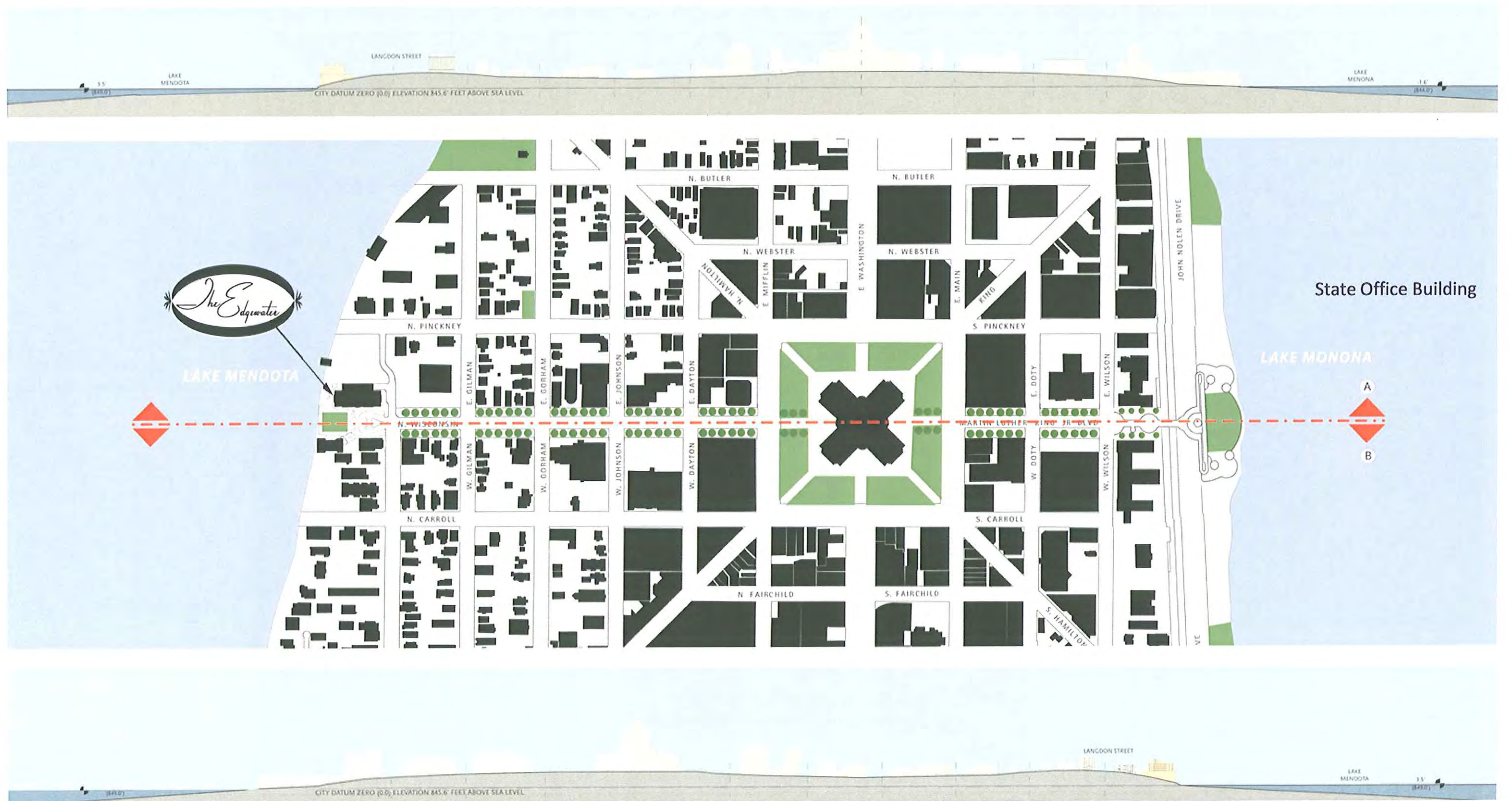
SITE CONTEXT

WISCONSIN AVENUE HAS A STRONG ORIENTATION TO THE CITY'S PRIMARY CIVIC, CULTURAL AND COMMERCIAL CORRIDORS





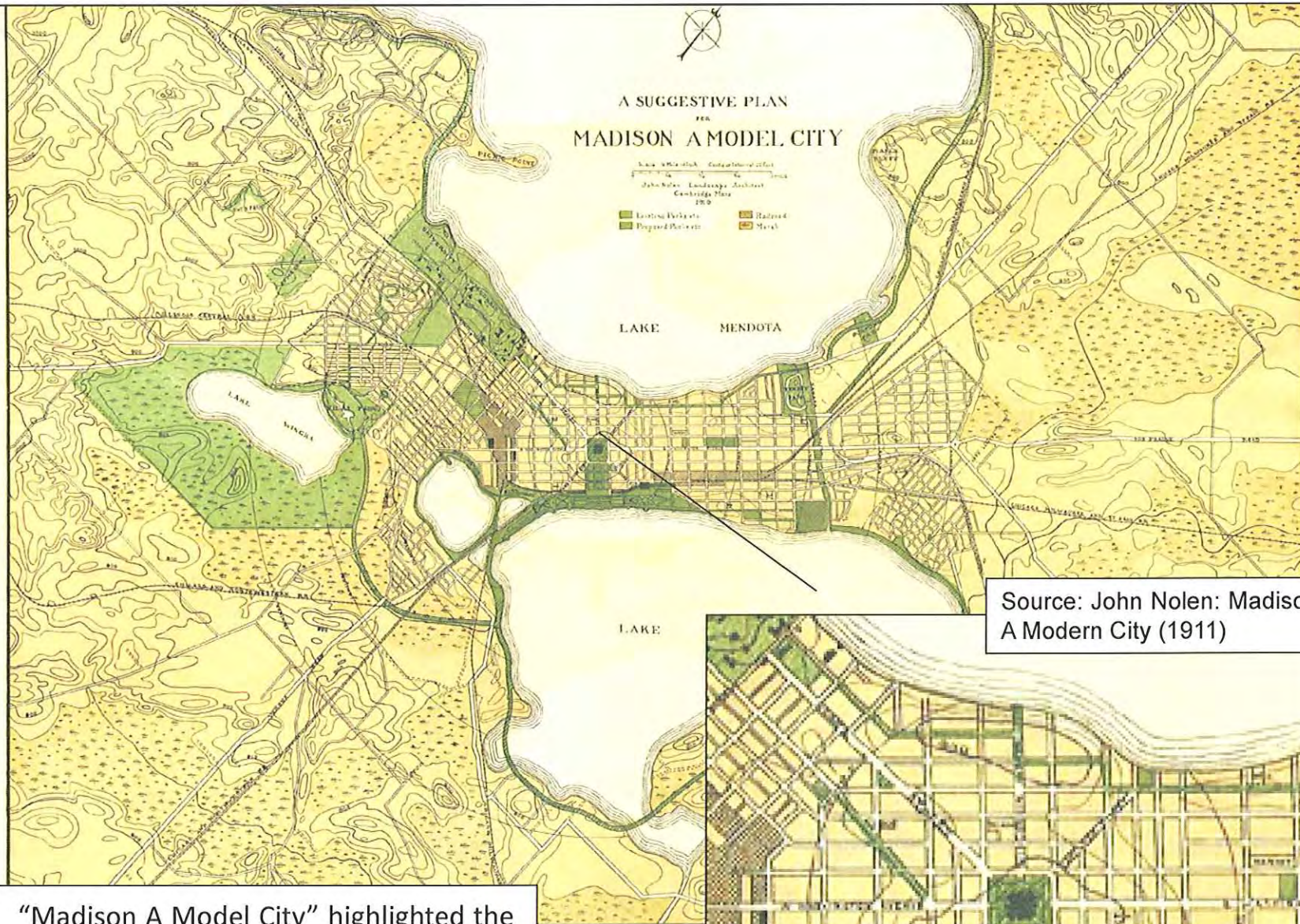
SITE CONTEXT ON WISCONSIN AVENUE





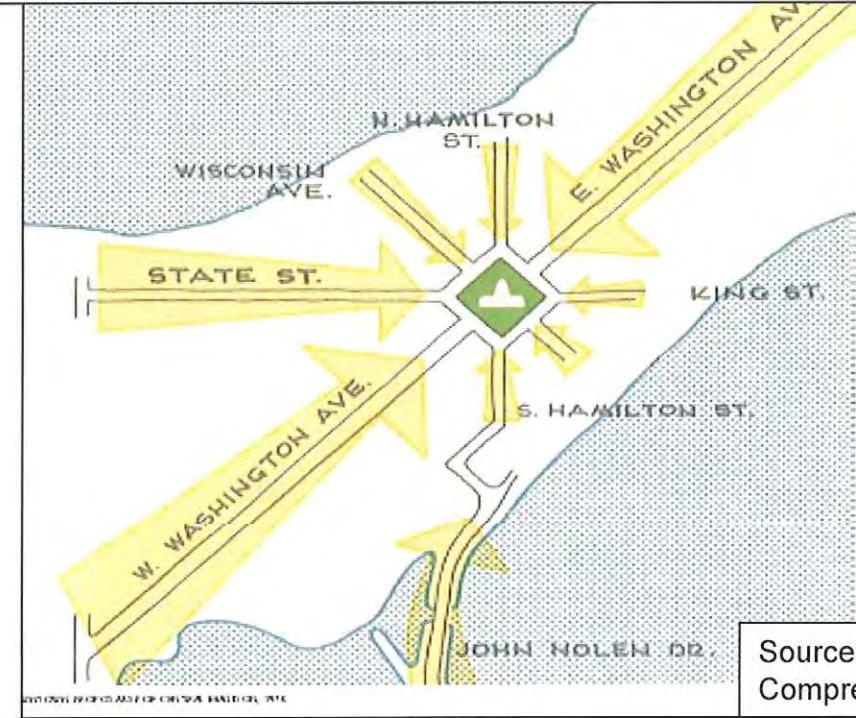
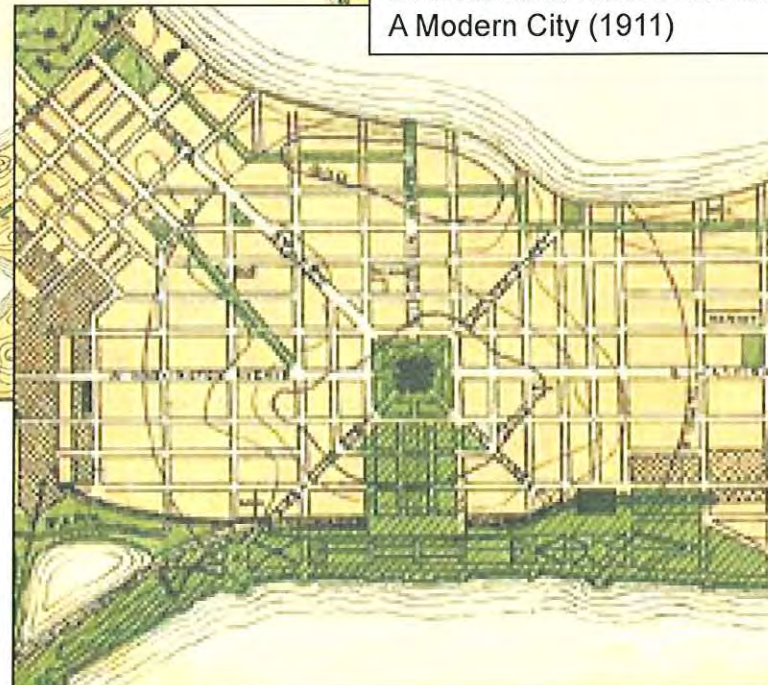
SITE CONTEXT

PAST PLANNING DOCUMENTS HAVE FOCUSED ON THE IMPORTANCE OF WISCONSIN AVENUE AND THE PUBLIC EXPERIENCE WITH THE WATERFRONT.

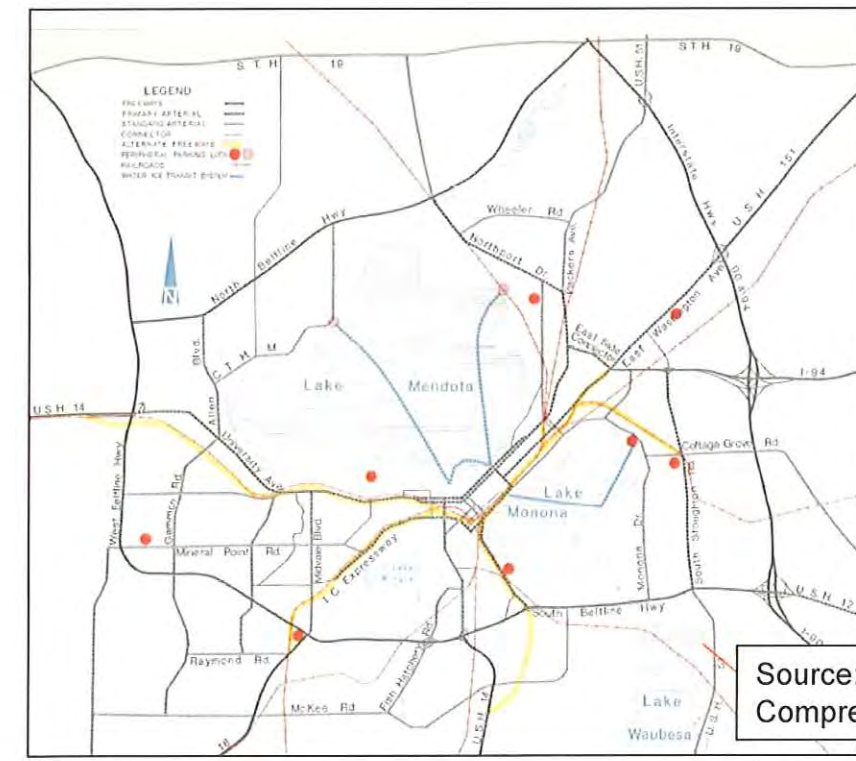


Source: John Nolen: Madison – A Modern City (1911)

“Madison A Model City” highlighted the importance of the connection between the lakes, public space and access thereto.



Source: City of Madison Comprehensive Plan (1976)

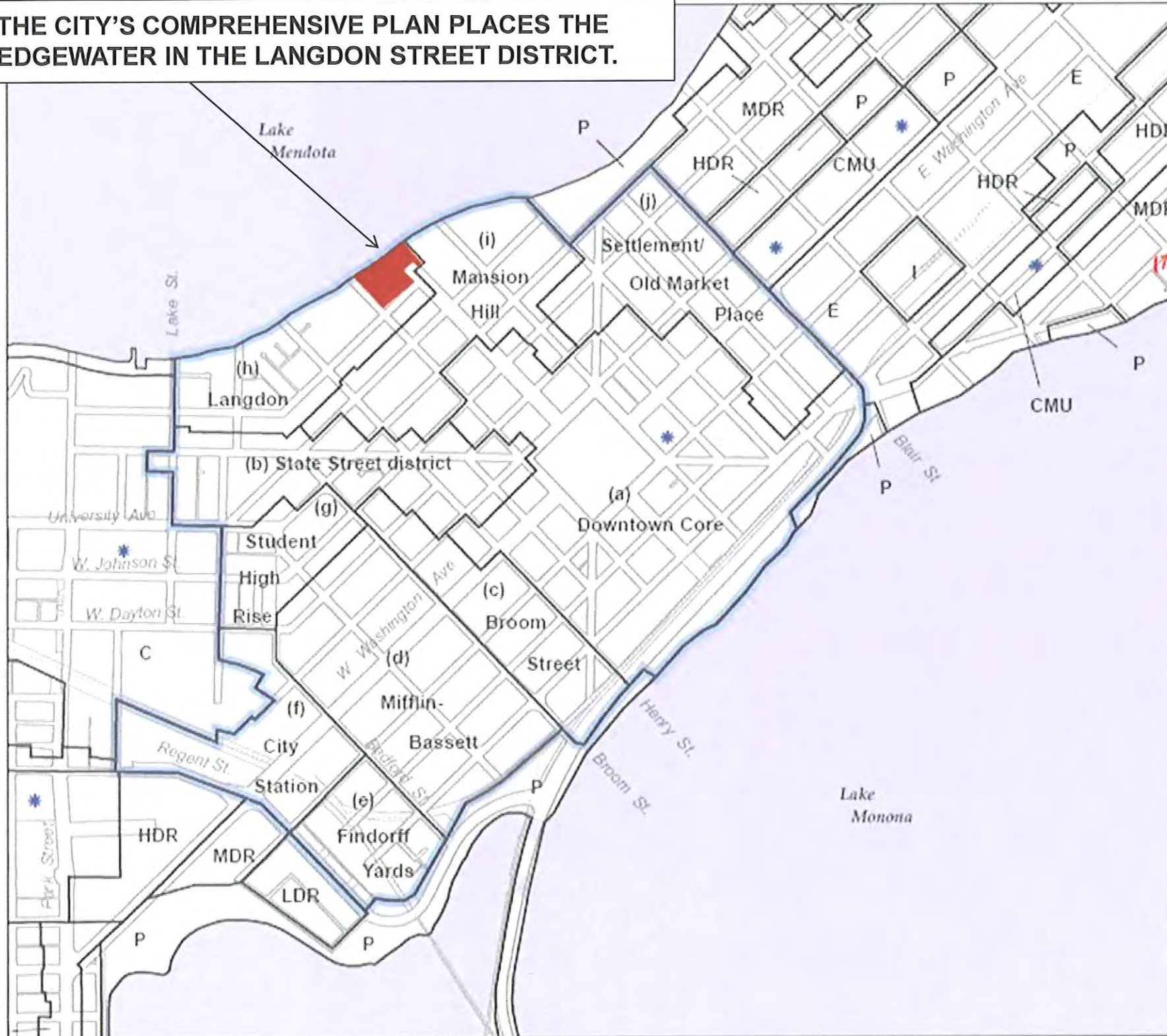


Source: City of Madison Comprehensive Plan (1976)



SITE CONTEXT

THE CITY'S COMPREHENSIVE PLAN PLACES THE EDGEWATER IN THE LANGDON STREET DISTRICT.



CITY OF MADISON COMPREHENSIVE PLAN GOALS

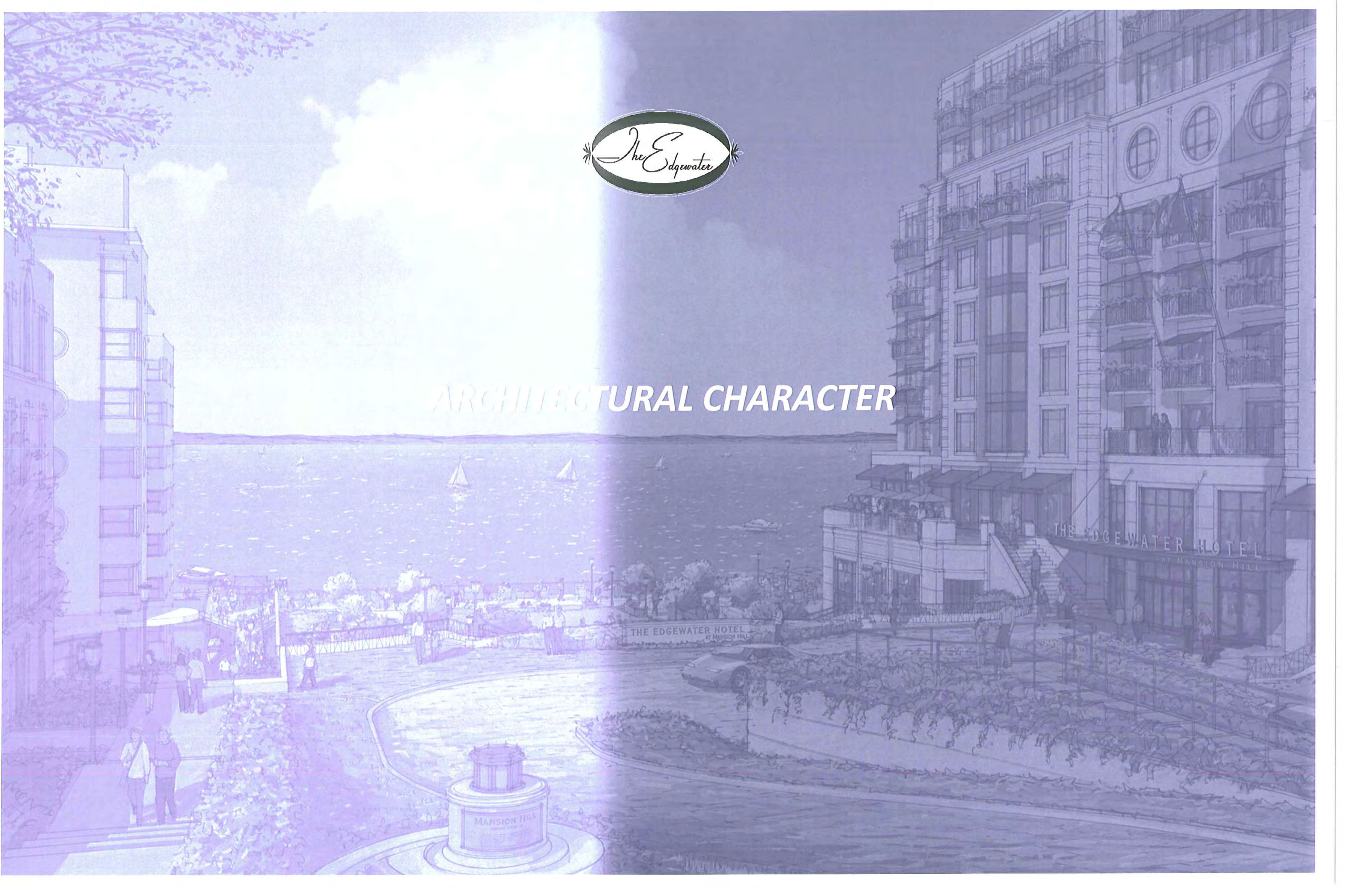
The Project is consistent with the primary goals and objectives of the City's comprehensive plan adopted by the Common Council in 2006.

- » Downtown as a Regional Attraction
- » Access to the Lakefronts
- » 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)



ARCHITECTURAL CHARACTER





ARCHITECTURAL CHARACTER – PUBLIC SPACE



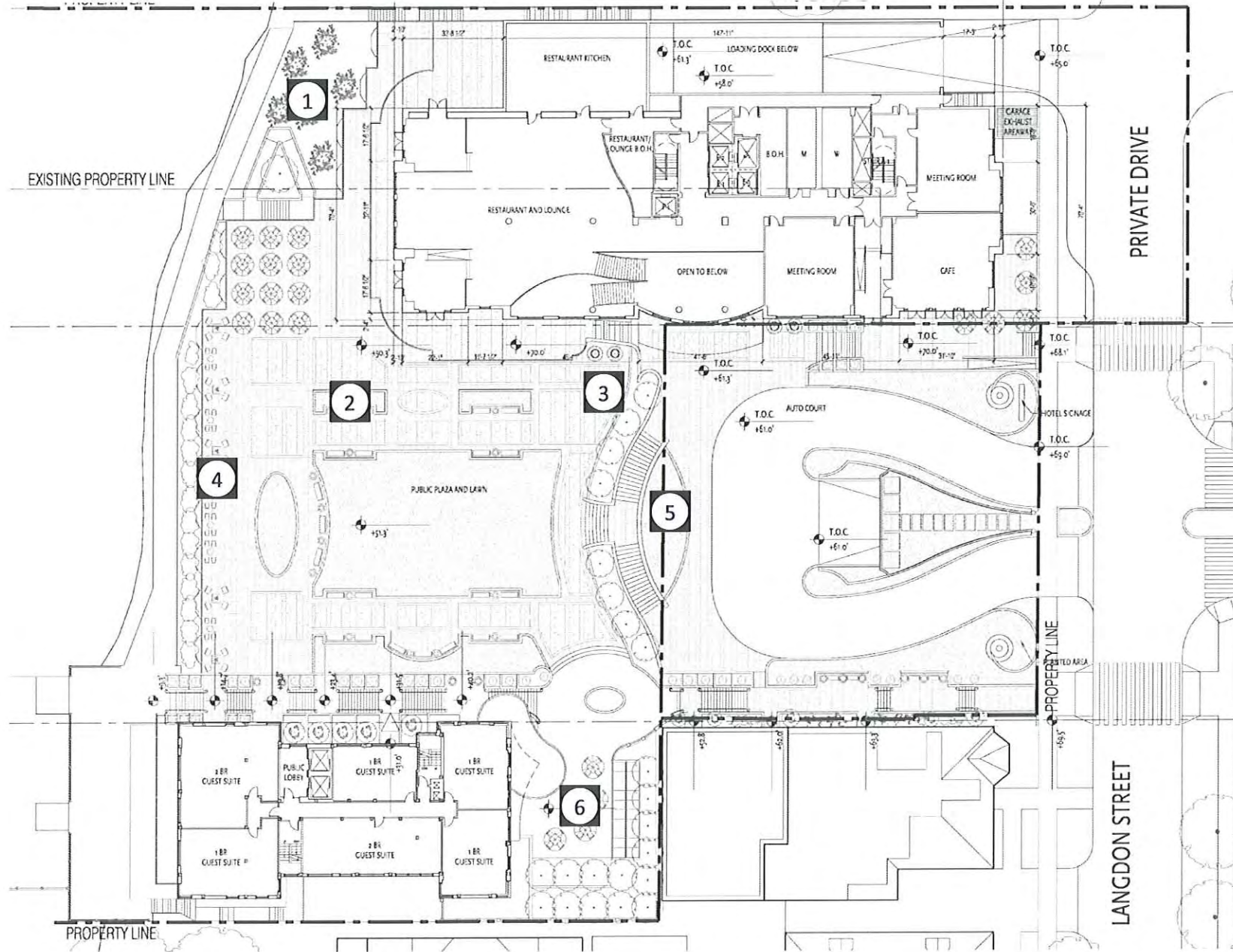
1 Quiet Lakefront Seating
NTS



2 Lawn with Granite Curb, Brick Detail,
NTS



3 Flower beds with Finish Detail
NTS



4 Outdoor Seating & Firepits
NTS



5 Monumental Stair
NTS



6 Segregated Plaza and Events Area
NTS



ARCHITECTURAL CHARACTER – PUBLIC SPACE



ARCHITECTURAL CHARACTER:

- The public plaza, which is the extension of Wisconsin Avenue and the Capitol view corridor, is the central feature of the project. Interior public spaces activate the plaza through more transparent building facades;
- Public areas total more than 45,000 square feet and include the Terrace at Mansion Hill, Grand Stairway and the waterfront amenities;
- Public space is terraced to be harmonious with topography (environment) of surrounding area;
- Pedestrian areas are segregated from vehicular traffic;
- Space is designed to maintain significant public areas when events occur on terrace;
- Space is designed to be activated on year-around basis.



ARCHITECTURAL CHARACTER - LAKESIDE





ARCHITECTURAL CHARACTER – LAKESIDE



ARCHITECTURAL CHARACTER:

- Project consistently builds relationships with the City, the lakefront, its neighbors and between its various parts;
- The Project's parts are organized to maximize views to and from the lake as well as engage the waterfront;
- The public plaza, which is an extension of Wisconsin Avenue and the Capitol view corridor is a the central feature of the project, responding to the urban context and building off the relationships to the State Capitol and Monona Terrace;
- Project setbacks and massing are designed to give impression of a series of buildings organized around a public space;
- The lakeside elevation has a strong architectural language and iconic design elements that frame the view to the Capitol;
- The strength of the Art Moderne architecture of the original Edgewater stands out and is accented by entry features and horizontal accents.



ARCHITECTURAL CHARACTER - STREETSIDE





ARCHITECTURAL CHARACTER - STREETSIDE



ARCHITECTURAL CHARACTER:

- As you approach the building the dominant architectural expression is the public space;
- The classical tripartite division of facades is drawn from the same beaux arts sources that inspired the Wisconsin State Capitol and many other downtown Madison civic and commercial buildings;
- The architecture builds upon 20th century traditional and civic buildings;
- The design recalls materials, architectural detail and scale of surrounding buildings and the civic architecture of Wisconsin Avenue;
- The warm buff color palette of building the is designed to be harmonious with the existing Edgewater and its immediate neighbors, 2 Langdon Street, 10 Langdon Street and Kennedy Manor (all are within Visually Related Area);
- Color and materials palette is also harmonious with many of the civic and cultural buildings located along Wisconsin Avenue;
- The design adapts classical details and proportions, yet still allows incorporation of Art Moderne details to relate to the existing Edgewater hotel;
- Both the new hotel and the existing Edgewater will have curved entry canopies that face the public space. Similarly, the enhanced Rigadoon Room will have curved glazing onto an improved and extended lakeside dock. The ballroom has curved walls that open onto the main public plaza too;
- Unlike contemporary “object” buildings, traditional architecture with these divisions relates to the human scale and the experience from close up to farther away.



ARCHITECTURAL CHARACTER – BUILDING BASE



1 Dining Terraces
NTS



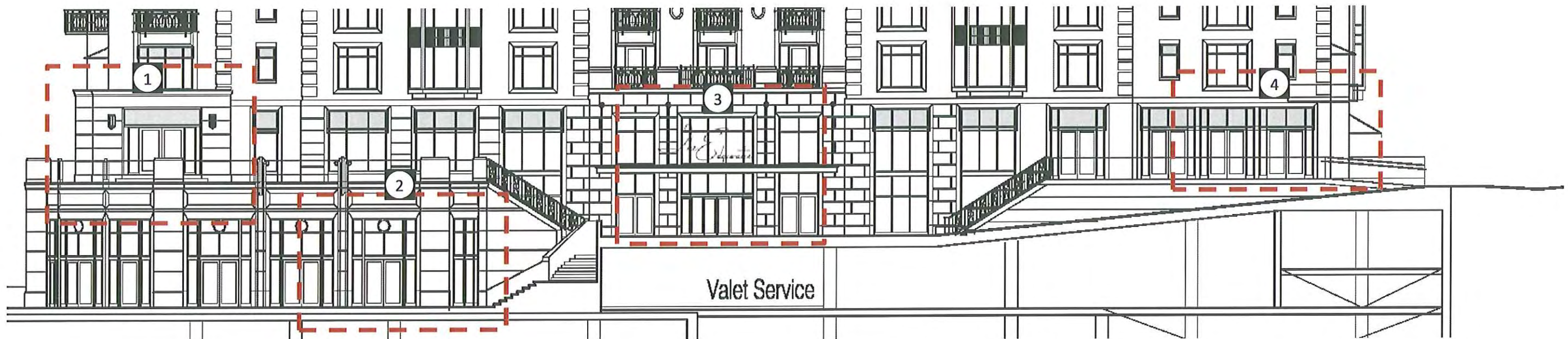
2 Monumental Entrances Compliment Scale of Public Space
NTS



3 Entry Canopy References Period Architecture
NTS

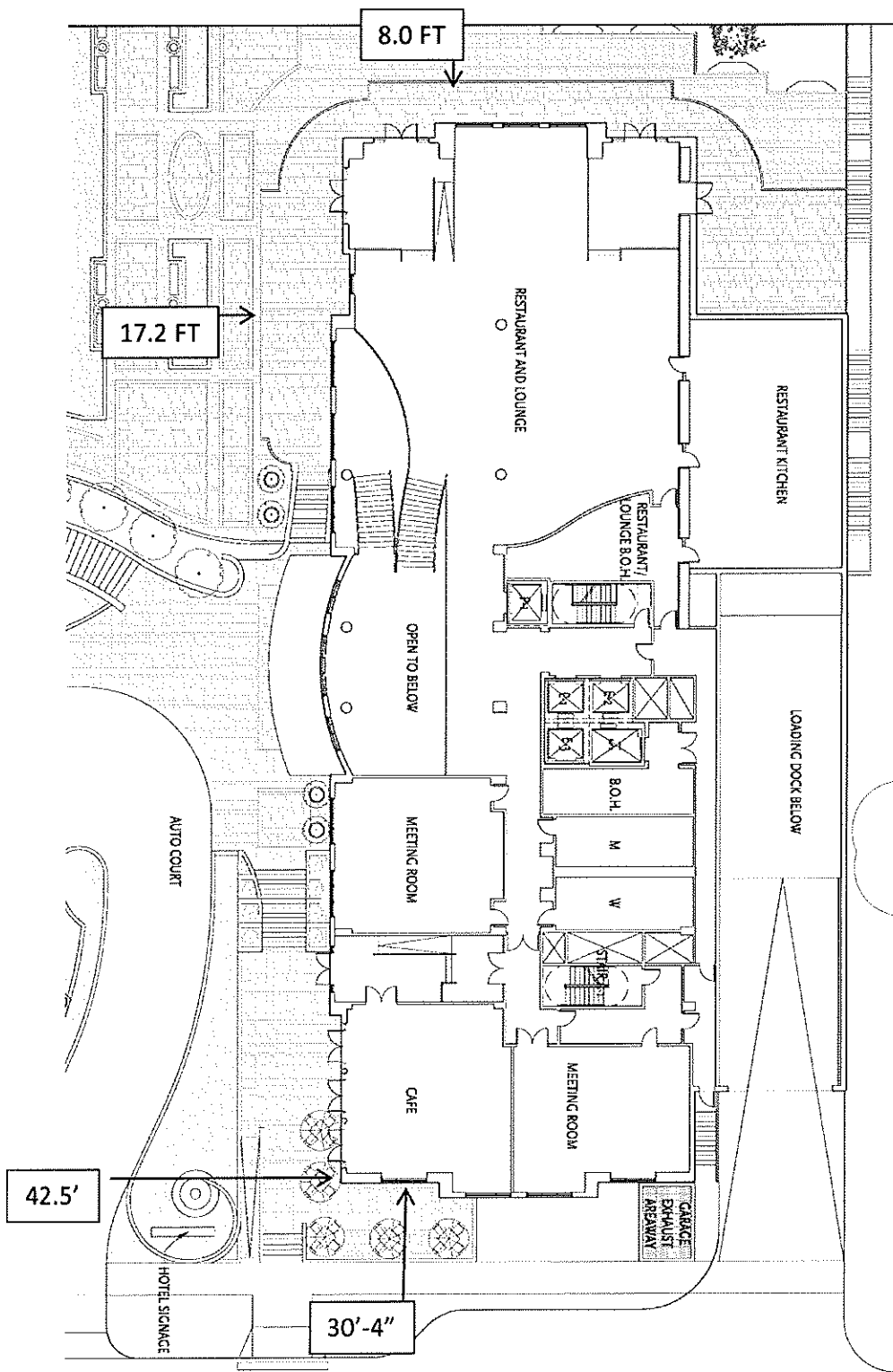


4 Storefront, Awnings and Stone Detail
NTS





ARCHITECTURAL CHARACTER – BUILDING BASE



ARCHITECTURAL CHARACTER:

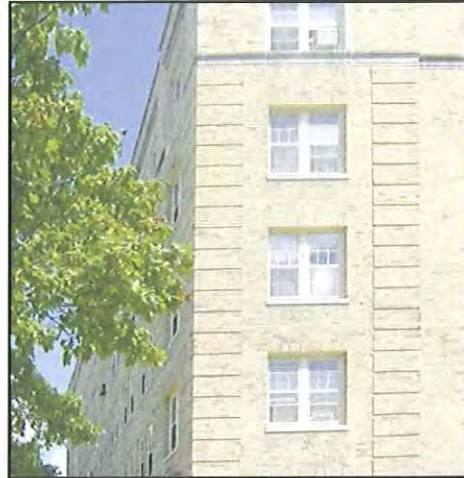
- Pedestrian scale;
- Base relates to pedestrian scale;
- Setbacks consistent with build-to lines on Langdon Street and Wisconsin Avenue;
- Monumental entry consistent with civic architecture in neighborhood and corridor;
- Activation with café / outdoor seating at corner (Langdon/Wisconsin);
- Outdoor lakefront dining terrace of 2,500 square feet;
- Transparency of building base is direct reflection of interior activities;
- Scale of store trim at base of building is consistent with civic/commercial buildings on Wisconsin Avenue;



ARCHITECTURAL CHARACTER – BUILDING MIDDLE



1 Awnings and Painted Metal Details
NTS



2 Quoin Detail References of Surrounding Buildings
NTS



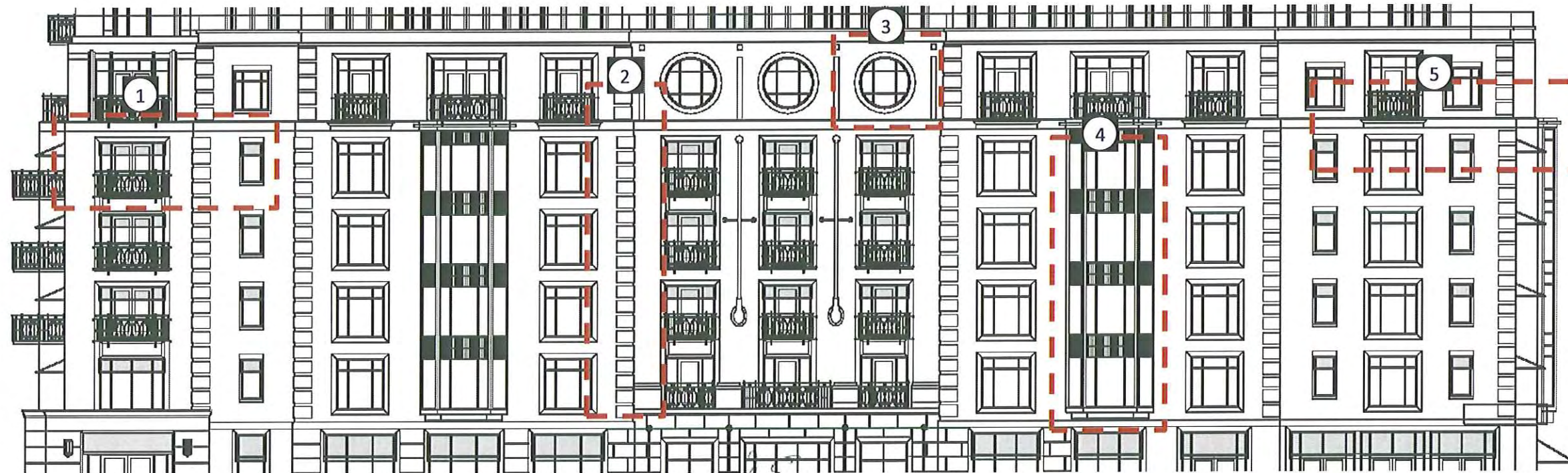
3 References to Architecture of 1940's Building
NTS



4 Bay Window
NTS

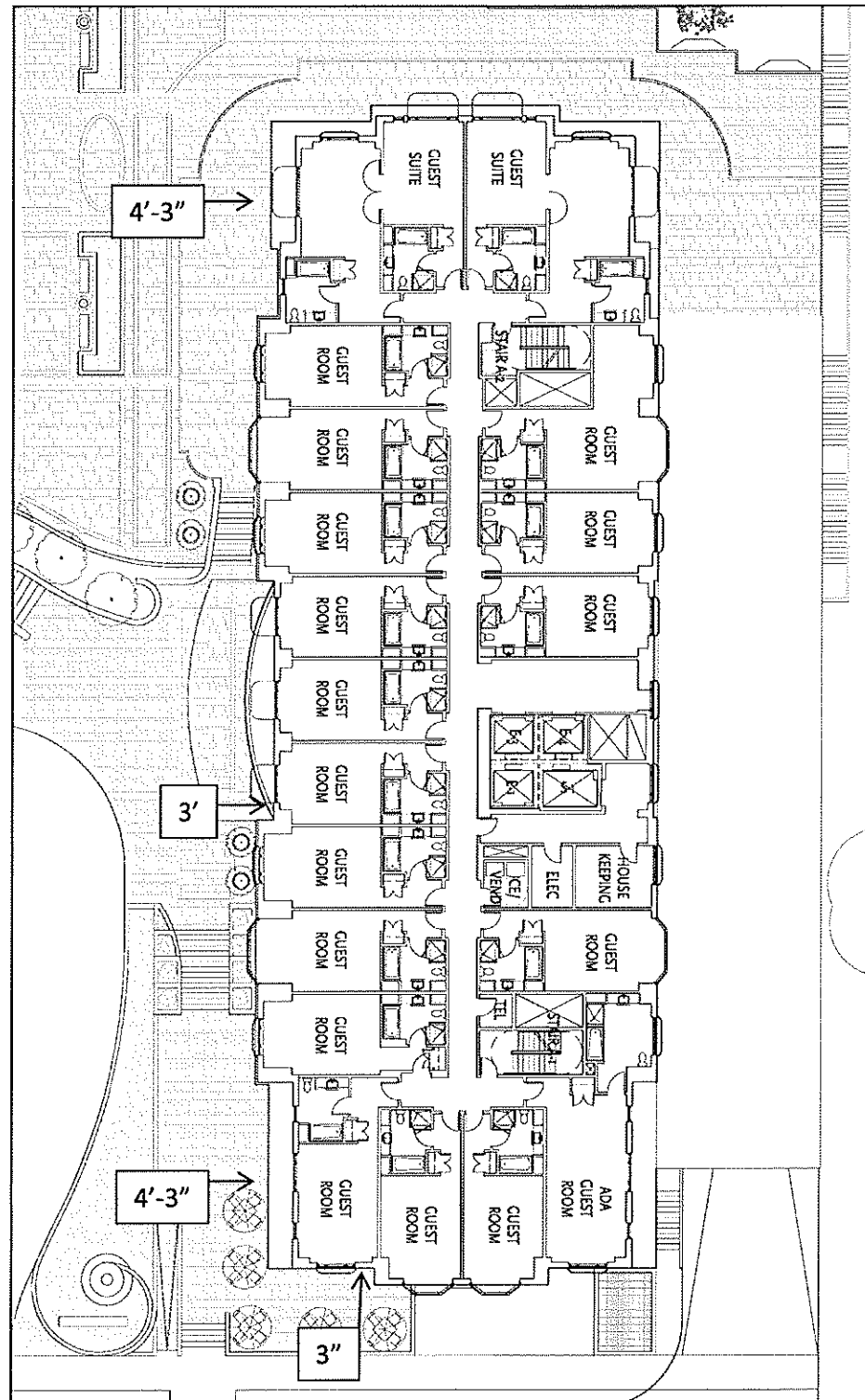


5 Building Setback at 5th Floor
NTS





ARCHITECTURAL CHARACTER – BUILDING MIDDLE



ARCHITECTURAL CHARACTER:

- Architecture anchors building;
- Complements classical architecture and residential nature of surrounding buildings (especially Kennedy Manor and 2 Langdon);
- Horizontal fenestration varies every 45 feet;
- Horizontal façade is broken up with series of 3 foot setbacks;
- Vertical façade is broken up by architectural detail at 5th floor and setback at 6th floor;
- Balconies added at Langdon and lakeside elevations further increase setback on building corners;
- Brick cladding with architectural cast stone trim;
- Painted ornamental railings;
- Fabric awnings on painted metal frame.



ARCHITECTURAL CHARACTER – BUILDING TOP



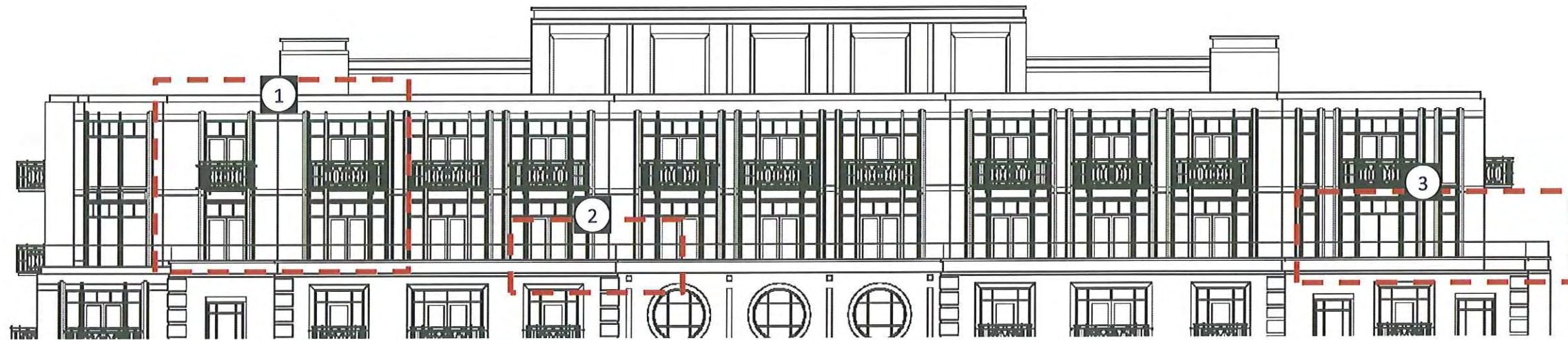
1 Architectural Character of Upper Floors
NTS



2 Architectural Details Add Depth
NTS

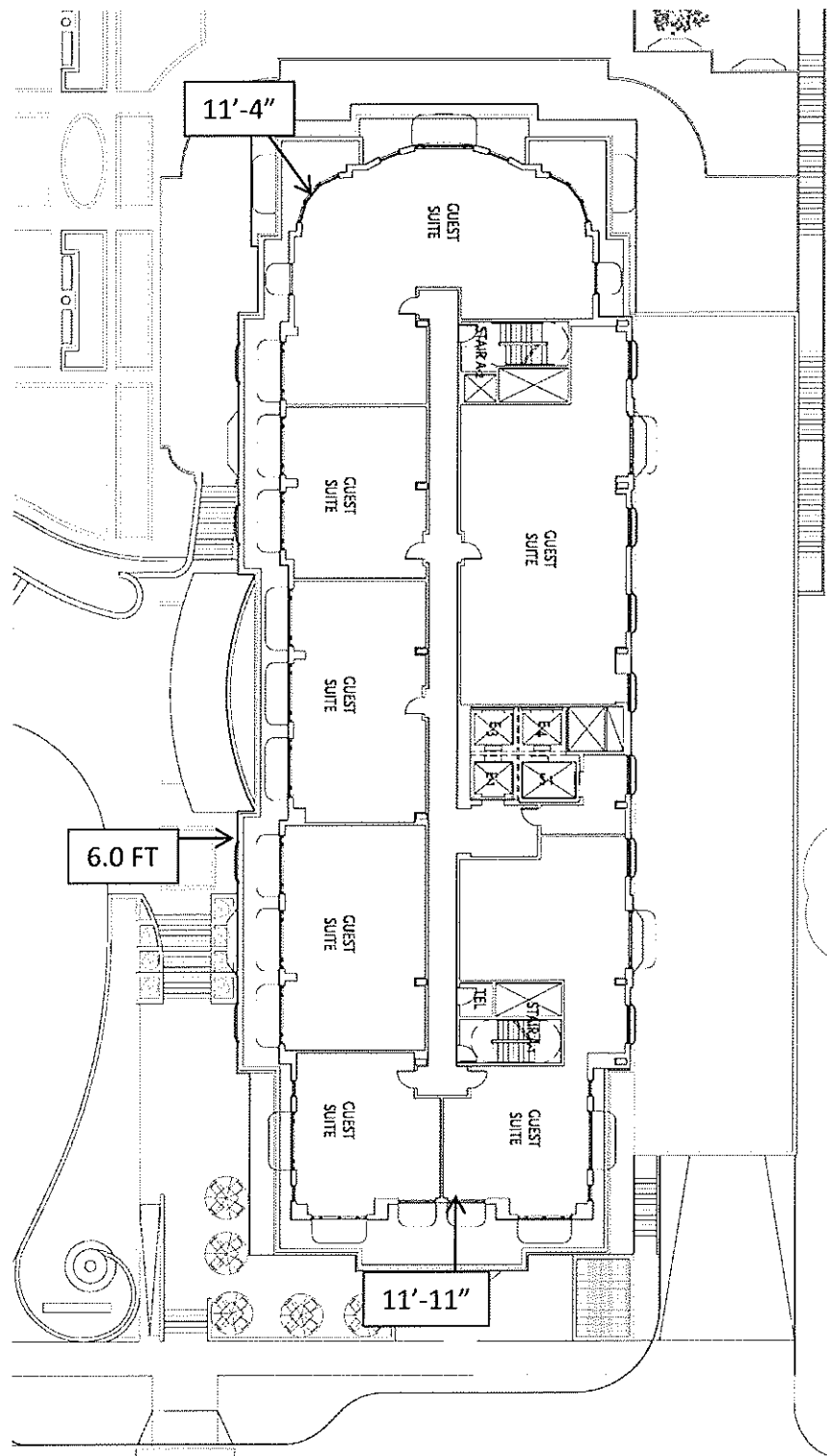


3 Upper Level Step Back and Balcony
NTS





ARCHITECTURAL CHARACTER – BUILDING TOP



ARCHITECTURAL CHARACTER:

- Top of building recedes from base;
- Minimum setback of 6 feet of top two levels;
- Setback increases to 11 to 12 feet at Langdon and lakeside elevations;
- Approximately 10,900 square feet per floor on top two levels;
- Lower solid-to-void ratio accentuates lightness at top of building;
- Architectural cast stone panels;
- Painted ornamental details;
- More vertical pattern in fenestration;
- Addresses long range views to Capitol and over Lake Mendota.





VIEWS AND PERSPECTIVES





LAKE PERSPECTIVE





LAKE PERSPECTIVE





LAKE PERSPECTIVE





LAKE PERSPECTIVE





UNION PERSPECTIVE





UNIONPERSPECTIVE





WISCONSIN AVENUE PERSPECTIVE





WISCONSIN AVENUE PERSPECTIVE







WISCONSIN AVENUE PERSPECTIVE





LANGDON STREET PERSPECTIVE





LANGDON STREET PERSPECTIVE





LANGDON STREET PERSPECTIVE





LANGDON STREET PERSPECTIVE



