



LAND USE





LAND USE

MOST LARGE PROJECTS DOWNTOWN HAVE BEEN ZONED UNDER PUD'S WHICH ALLOW FLEXIBILITY FOR SPECIFIC CODE RELATED ISSUES



- Current: 7 Downtown / 22 Total
- Approved PUD Zoning

“The Wild West has Come to Zoning, and the “bad guys” are in town making new zoning rules. . . We are looking for a sheriff to reestablish order here.”

- Fred Mohs, Badger Herald, October 29, 2009

Source- City of Madison Zoning Map- June 2008



LAND USE CONSIDERATIONS

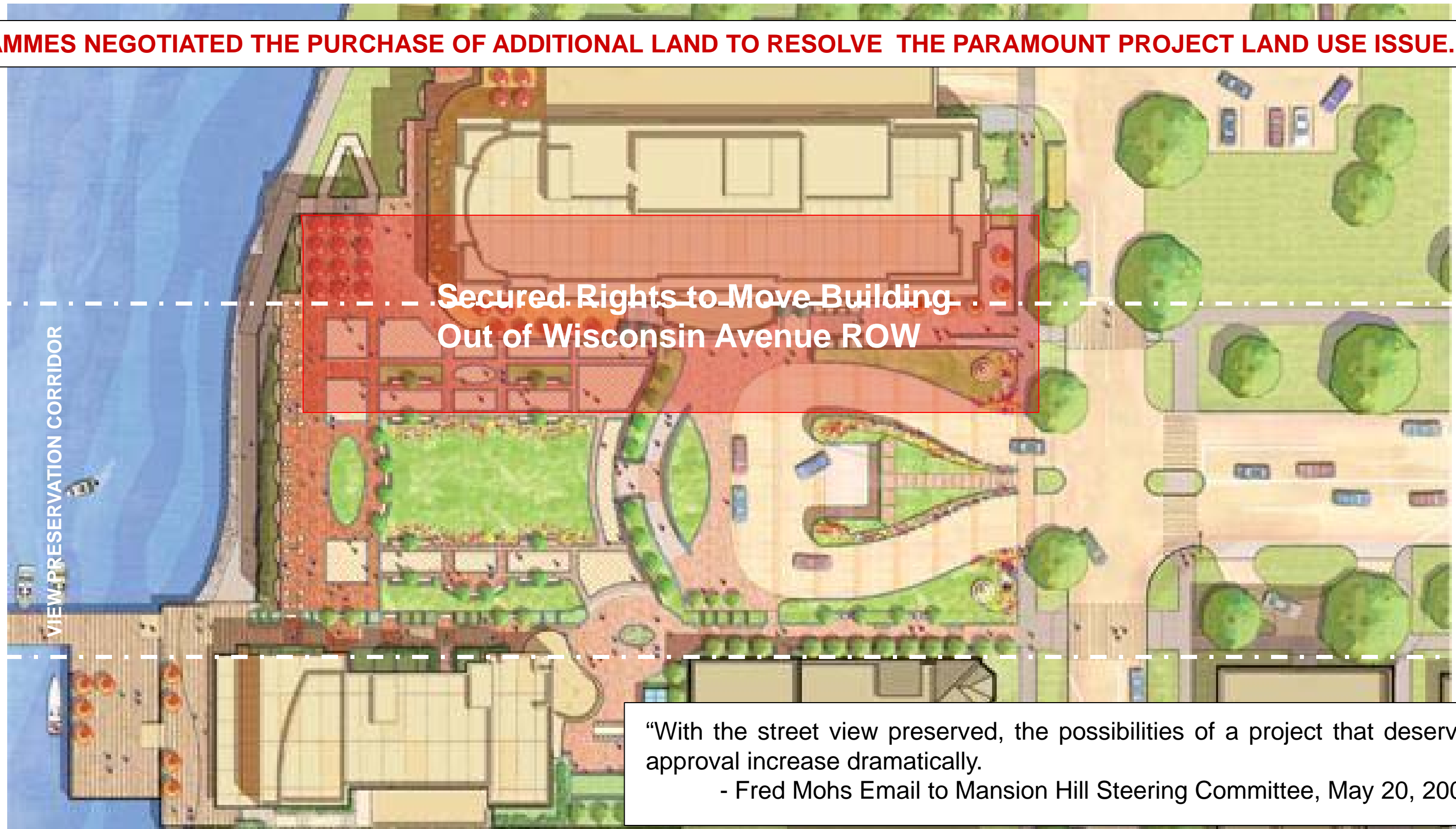
THE RESOLUTION ON THE MAJOR LAND USE QUESTIONS HAS EVOLVED FROM FINDING A BALANCE IN THE PROJECT

- **WISCONSIN AVENUE RIGHT-OF-WAY**
- **WATERFRONT DEVELOPMENT**
- **1965 ORDINANCE AMENDMENT**
- **BUILDING HEIGHT / MASS**



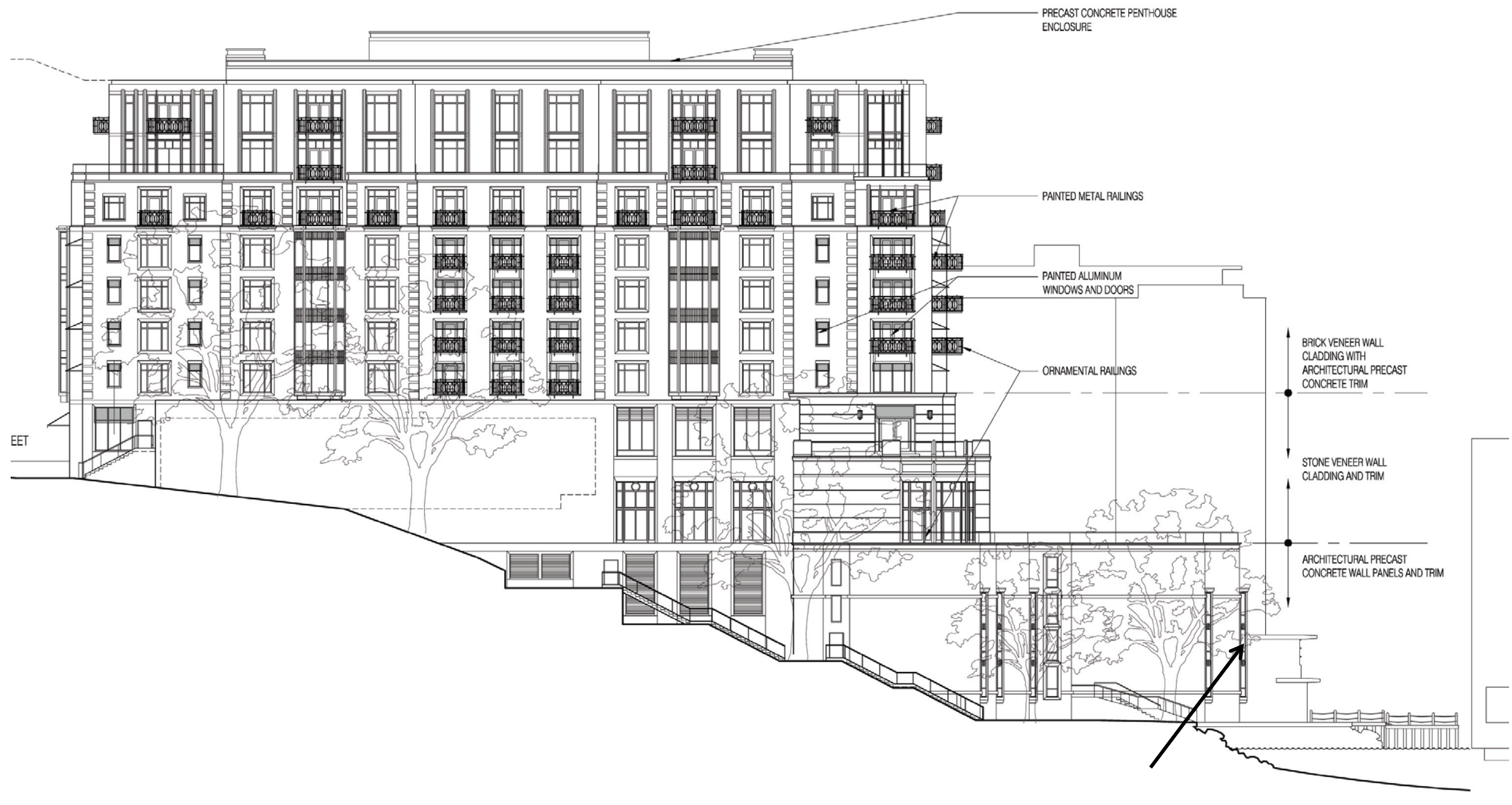
LAND USE – RIGHT OF WAY

HAMMES NEGOTIATED THE PURCHASE OF ADDITIONAL LAND TO RESOLVE THE PARAMOUNT PROJECT LAND USE ISSUE.



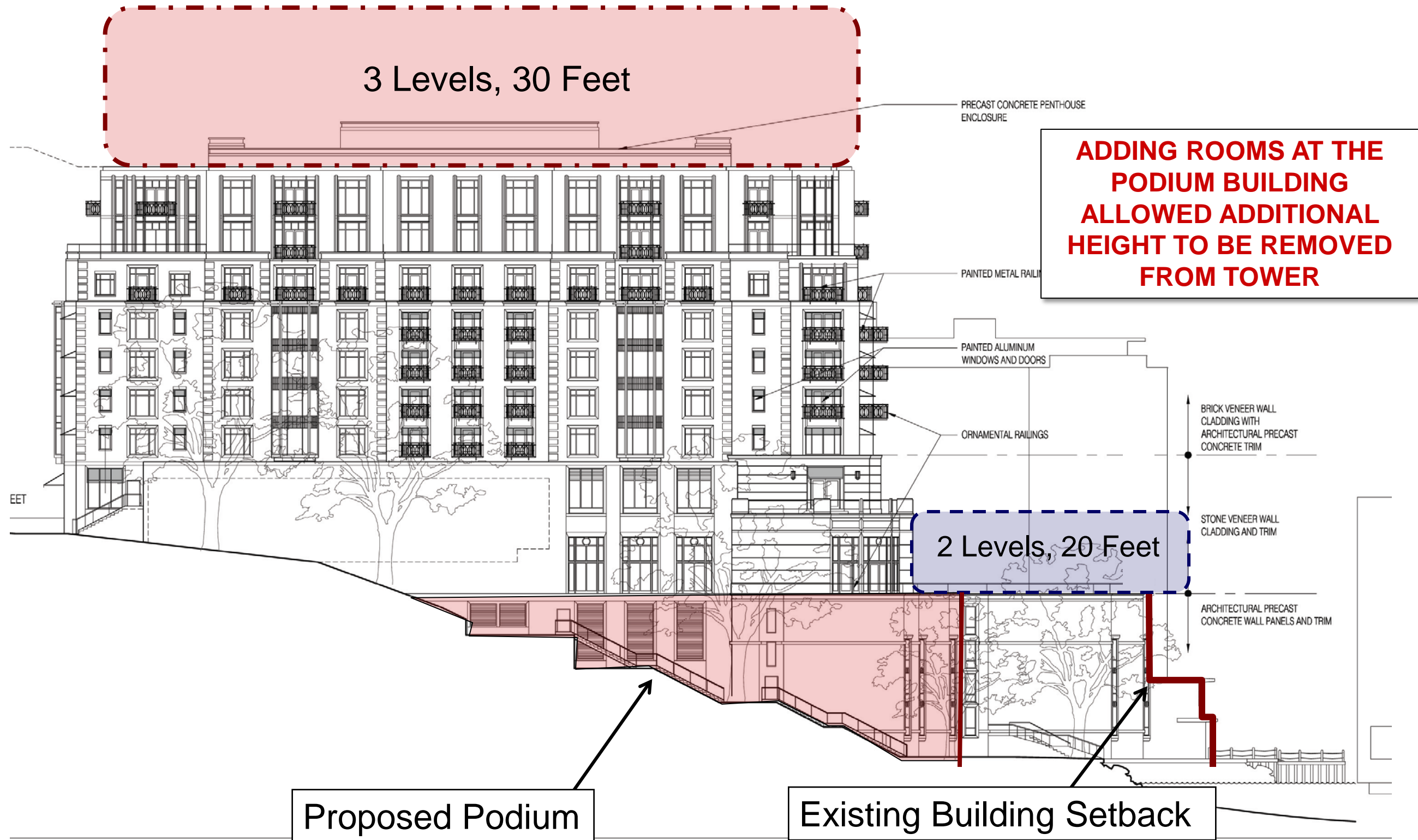
“With the street view preserved, the possibilities of a project that deserves approval increase dramatically.

- Fred Mohs Email to Mansion Hill Steering Committee, May 20, 2009.





LAND USE – WATERFRONT DEVELOPMENT





LAND USE – WATERFRONT DEVELOPMENT





LAND USE – 1965 ORDINANCE

The proposed amendments **will not** diminish the public rights provided for by the Ordinance.

Summary of Proposed Amendments:

- Modification to Section 8 - Allows for TIF funding for Project;

- Modifications to Section 10 - Allow Wisconsin Avenue setback to be established by PUD;

- Modifications to Section 12 – Allows for condominium units to be included in the Project.

THE AMENDMENTS RESULT IN ENHANCED PUBLIC ACCESS AND AMENITIES.



LAND USE – 1965 ORDINANCE

THE PROJECT GREATLY EXCEEDS THE INTENT OF THE 1965 ORDINANCE

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Substantial Preservation of View Over Improvements to Lake and Capitol

Access To and Use of Rooftop

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LAND USE – 1965 ORDINANCE

THE PUBLIC EXPERIENCE AT THE LAKEFRONT WILL BE GREATLY ENHANCED

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Pedestrian Access to the Lakefront

Pedestrian Easement at Lakefront

Pedestrian Pathway / Entry to Site

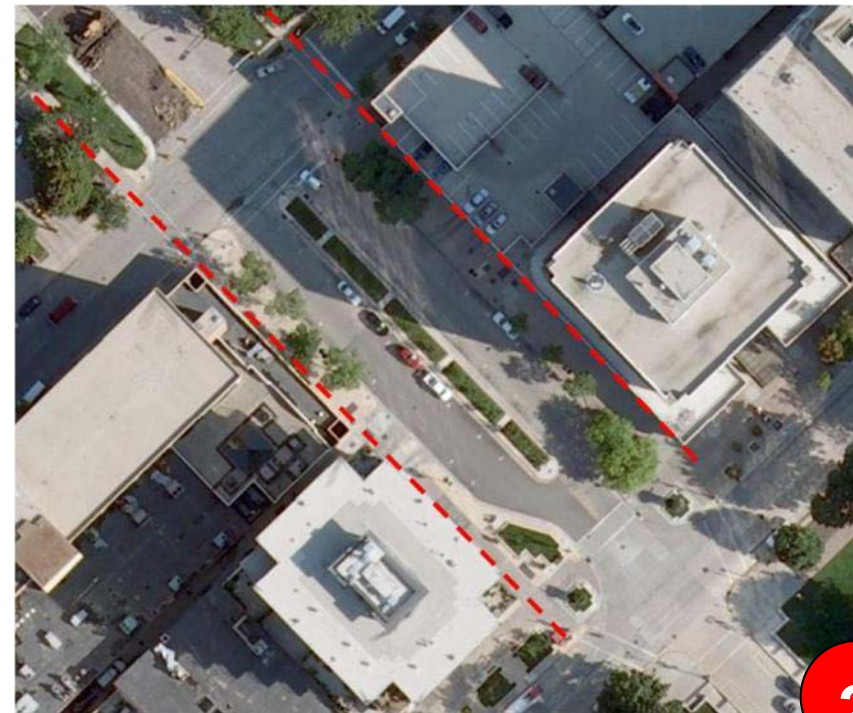
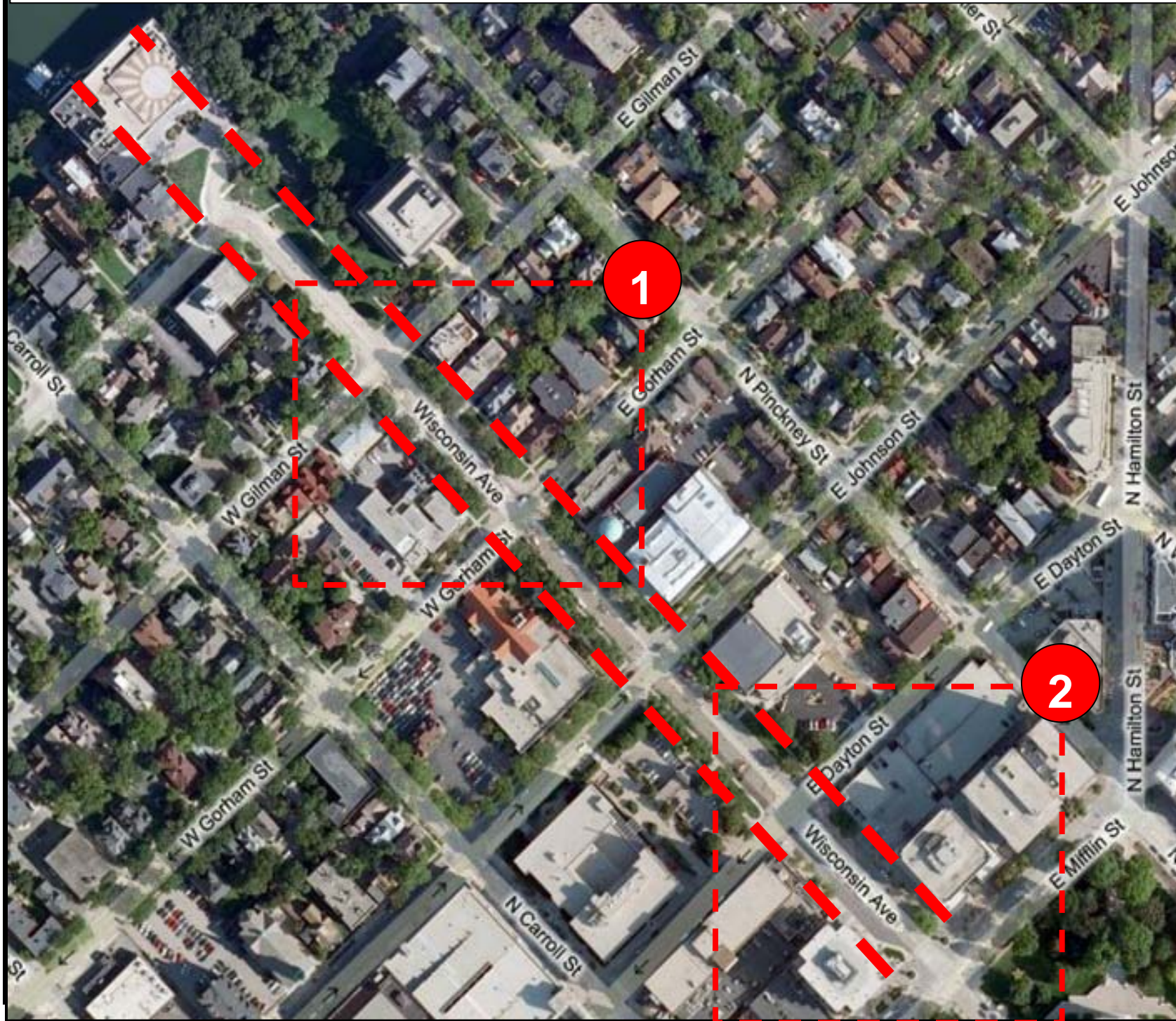
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LAND USE – 1965 ORDINANCE

THE PROJECT SETBACK IS CONSISTENT WITH THE BUILD TO LINE ON WISCONSIN AVENUE.

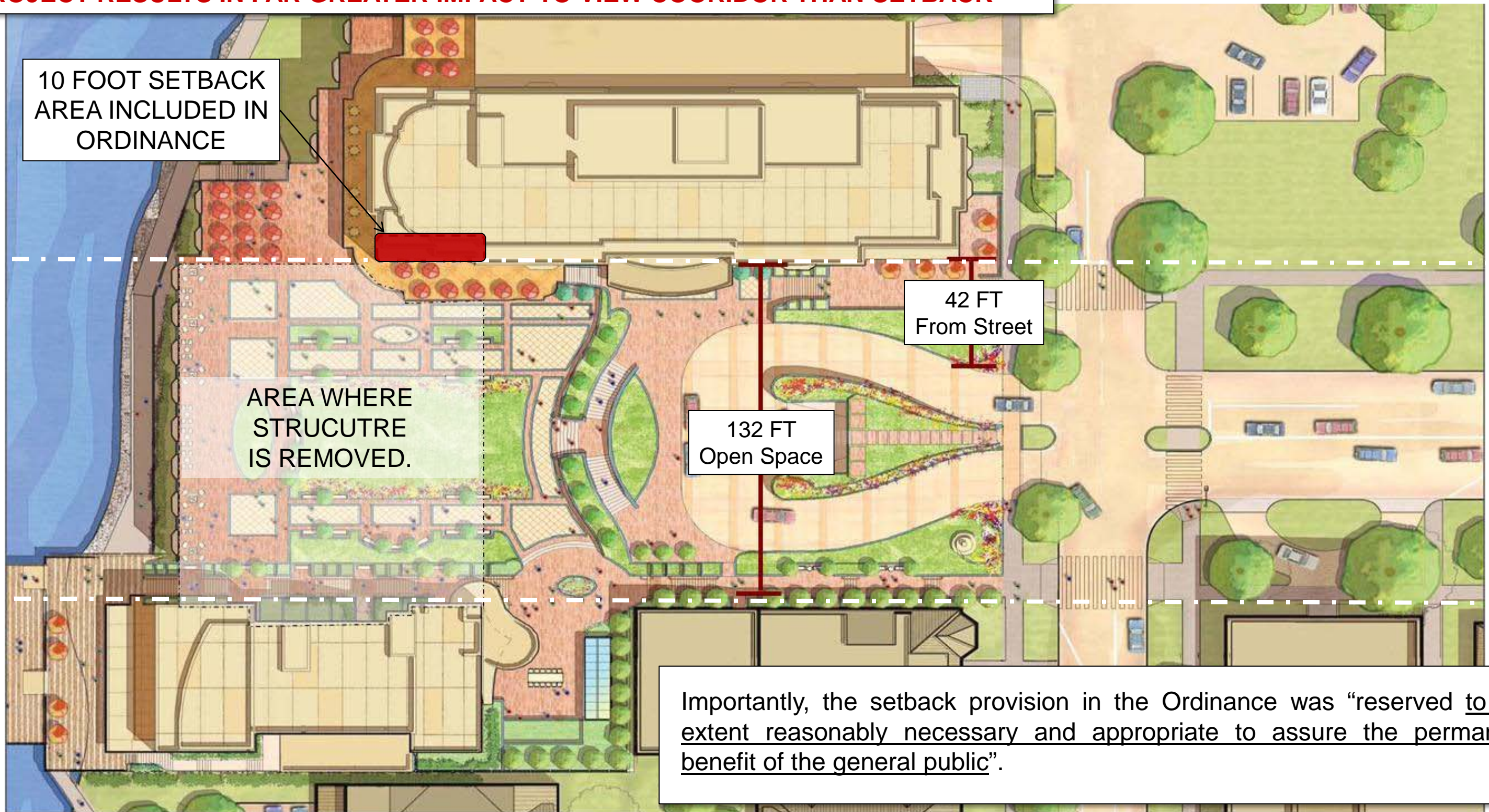


**100 Wisconsin and Manchester Place
Establish Capitol View Corridor**



LAND USE – 1965 ORDINANCE

PROJECT RESULTS IN FAR GREATER IMPACT TO VIEW COORIDOR THAN SETBACK





LAND USE - BUILDING HEIGHT / MASS

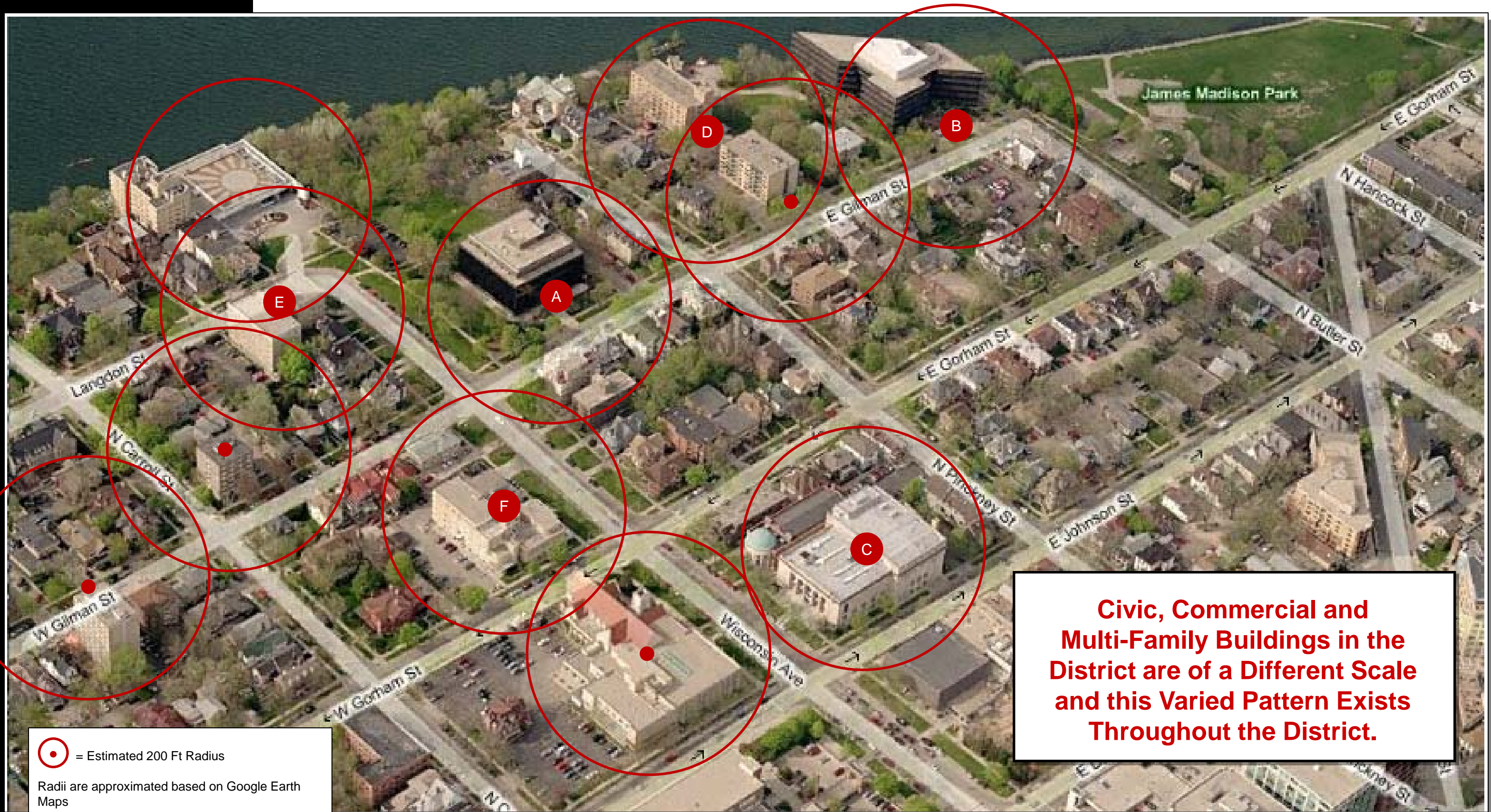


**The District Does Not Have a Common Building Form.
Variations in the Scale of Adjacent Development Exists Throughout the District.**





LAND USE - BUILDING HEIGHT / MASS



 = Estimated 200 Ft Radius

Radii are approximated based on Google Earth Maps

Civic, Commercial and Multi-Family Buildings in the District are of a Different Scale and this Varied Pattern Exists Throughout the District.



LAND USE - BUILDING HEIGHT / MASS



NATIONAL GUARDIAN LIFE

TOTAL SF (3) 76,032

EST. VRA PROPERTIES	SF	RATIO
522 N Pinckney	NA	NA
520 N Pinckney	4,447	17.10
516 N Pinckney	2,376	32.00
28 E Gilman	NA	NA
424 N Pinckney	NA	NA
15 E Gilman	5,658	13.44
11 E Gilman	4,583	16.59
7 E Gilman	3,751	20.27
1 E Gilman	NA	NA
516 Wisconsin	3,466	21.94
512 Wisconsin	6,280	12.11
504 Wisconsin	4,458	17.06

VEREX

TOTAL SF (3) 105,000

EST. VRA PROPERTIES	SF	RATIO
151 E Gilman	6,390	16.43
149 E Gilman	4,175	25.15
139 E Gilman	NA	NA
131 E Gilman	NA	NA
125 E Gilman	3,747	28.02
130 E Gilman	NA	NA

MASONIC TEMPLE

TOTAL SF (4) 80,000

EST. VRA PROPERTIES	SF	RATIO
300 N Pinckney	1,700	47.06
302 N Pinckney	1,226	65.25
304 N Pinckney	1,164	68.73
306 N Pinckney	1,409	56.78
308 N Pinckney	1,373	58.27
310 N Pinckney	2,516	31.80
15 E Gorham	2,700	29.63
25 E Gorham	NA	NA
31 E Gorham	NA	NA
315 Wisconsin	NA	NA
321 Wisconsin	NA	NA

KENNEDY MANOR

TOTAL SF 53,600

EST. VRA PROPERTIES	SF	RATIO
2 Langdon	19,600	2.73
10 Langdon	9,700	5.53
25 Langdon	NA	NA
515 N Carroll	4,299	12.47
14 W Gilman	1,988	26.96
10 W Gilman	NA	NA
504 Wisconsin	4,458	12.02
512 Wisconsin	6,280	8.54
516 Wisconsin	3,466	15.46

LAKESHORE

TOTAL SF (4) 44,000

EST. VRA PROPERTIES	SF	RATIO
529 N Pinckney	NA	NA
525 N Pinckney	NA	NA
515 N Pinckney	3,490	12.61
516 N Pinckney	2,376	18.52
28 E Gilman	NA	NA
104 E Gilman	NA	NA
116 E Gilman	NA	NA
130 E Gilman	NA	NA

QUISLING TERRACE

TOTAL SF (3) 48,442

EST. VRA PROPERTIES	SF	RATIO
11 W Gilman	2,091	23.17
15 W Gilman	3,398	14.26
17 W Gilman	NA	NA
409 Wisconsin	4,042	11.98
412 Wisconsin	2,776	17.45
415 Wisconsin	NA	NA
424 Wisconsin	NA	NA
504 Wisconsin	4,458	10.87
415 N Carroll	6,284	7.71
401 N Carroll	NA	NA

Quisling Terrace was recently approved within the Mansion Hill Historic District. The ratio of its volume as compared to other properties in their estimated VRA exceeds the Edgewater VRA Ratios.

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



LAND USE - BUILDING HEIGHT / MASS

REDUCED HEIGHT BY 3 FLOORS / 30 FEET

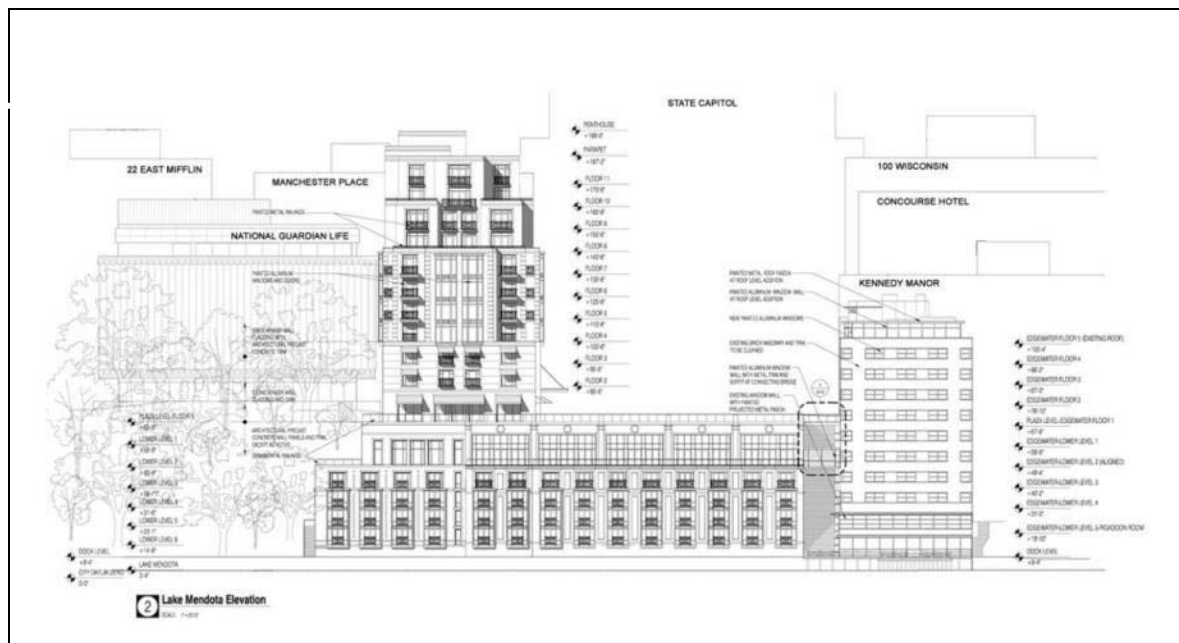


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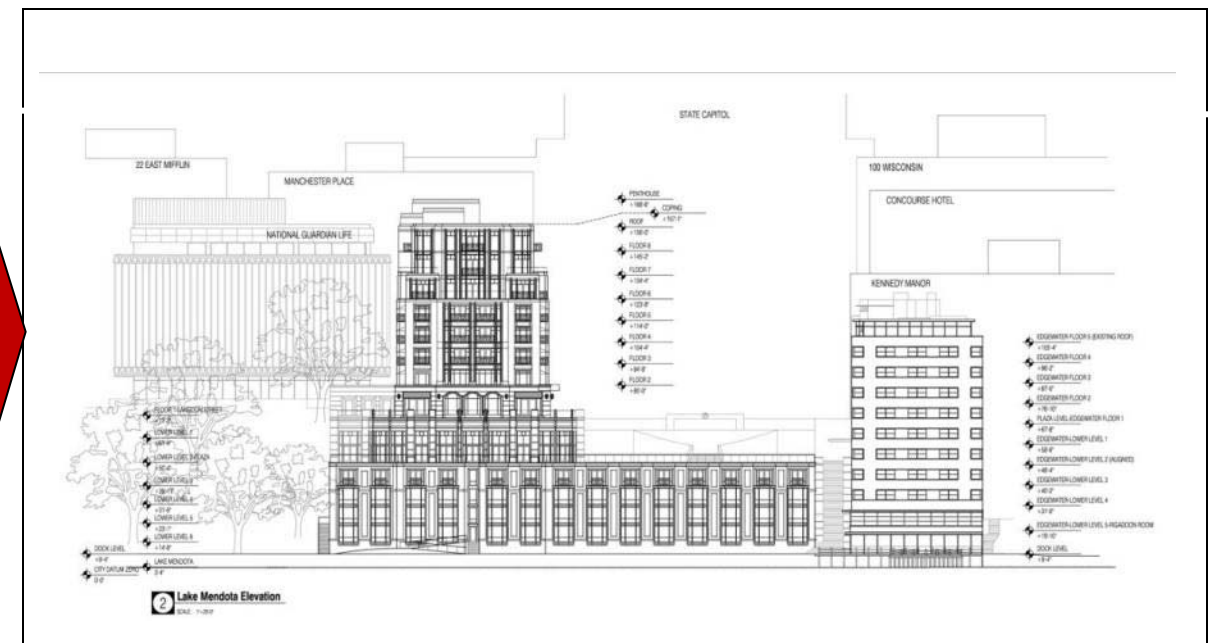


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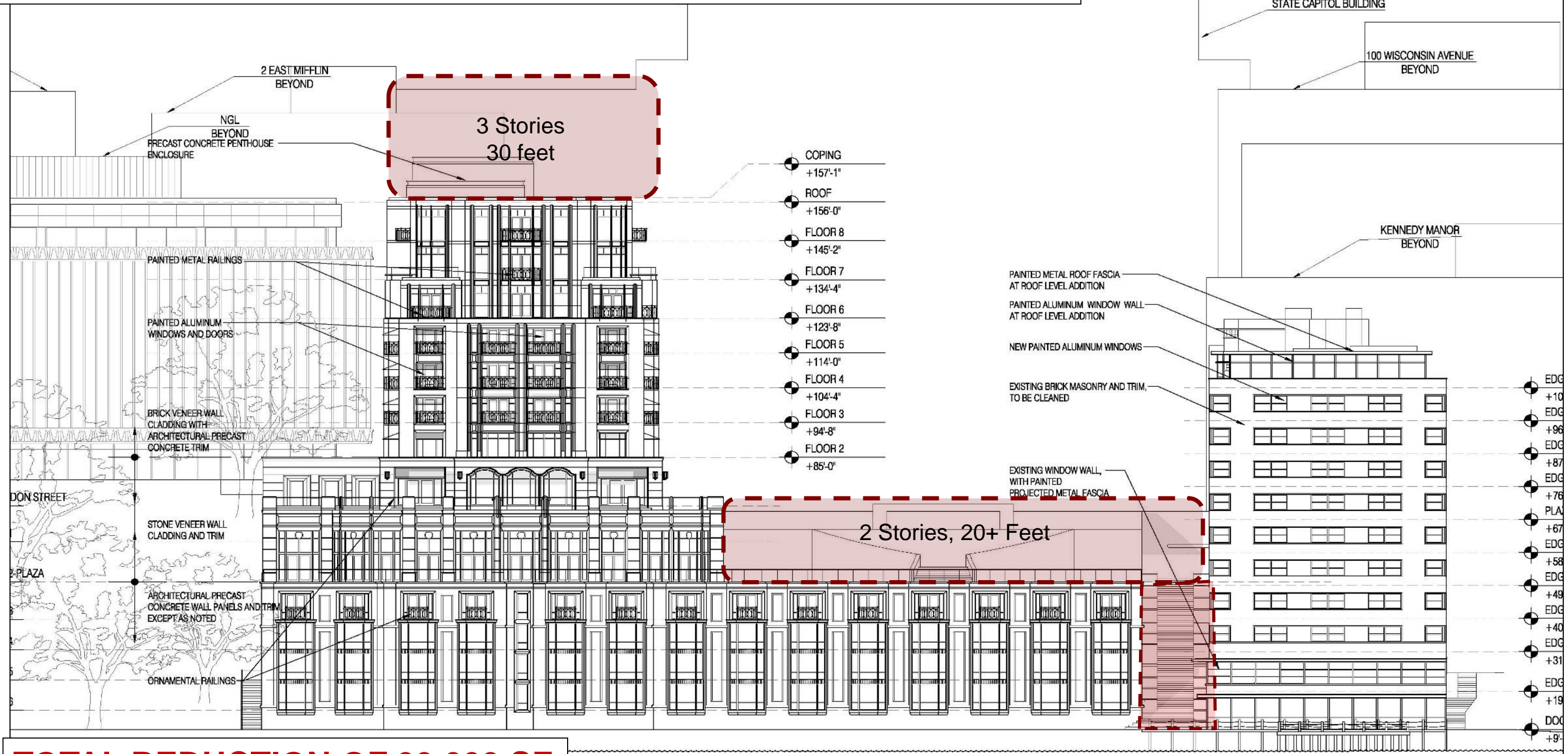
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LAND USE - BUILDING HEIGHT / MASS

THE HEIGHT AND MASS OF THE BUILDING HAVE BEEN SIGNIFICANTLY REDUCED.

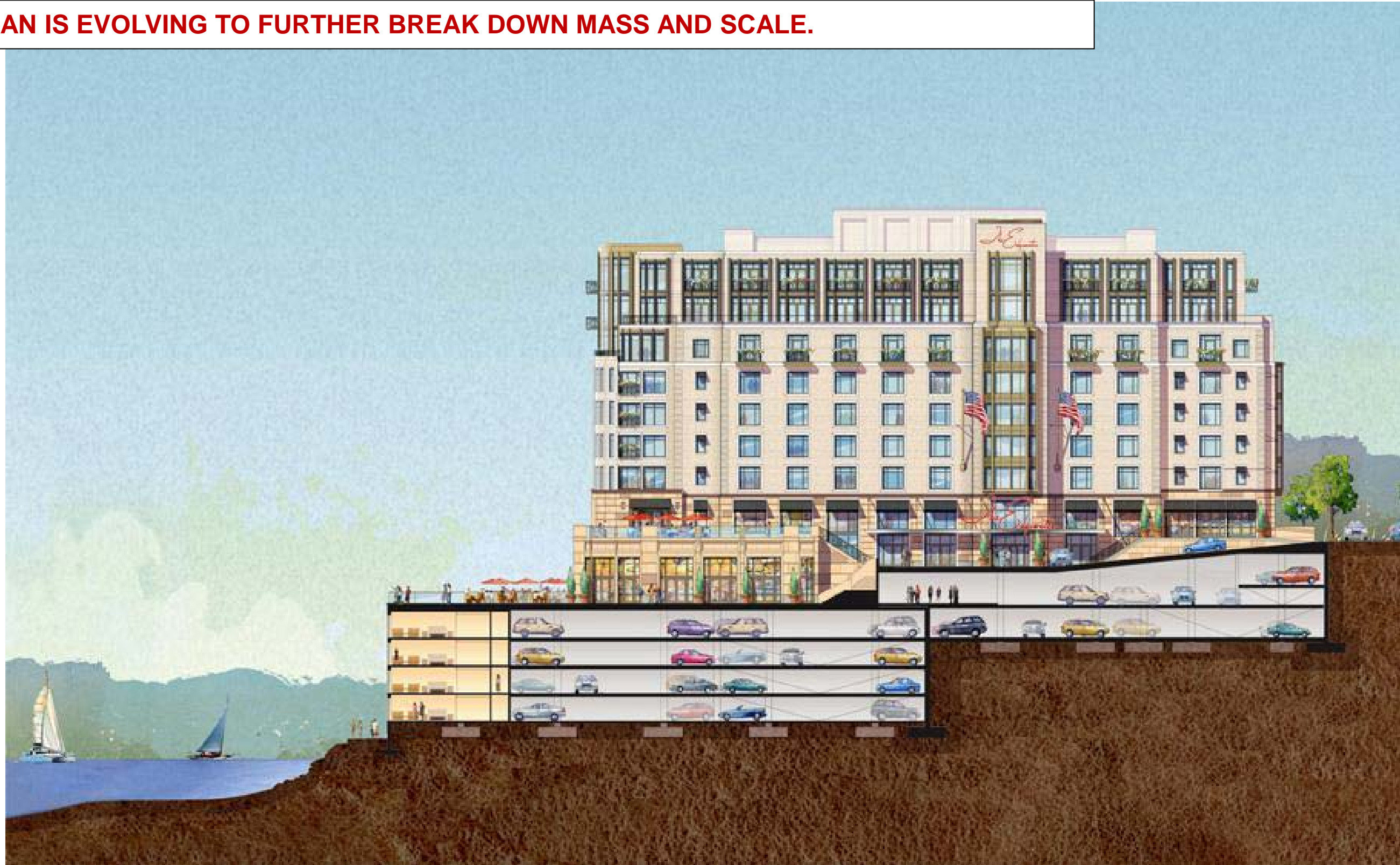


TOTAL REDUCTION OF 93,000 SF



LAND USE - BUILDING HEIGHT / MASS

THE PLAN IS EVOLVING TO FURTHER BREAK DOWN MASS AND SCALE.





LAND USE - BUILDING HEIGHT / MASS

LAKESIDE ELEVATION HAS BECOME LIGHTER TO BETTER ENGAGE THE LAKE.





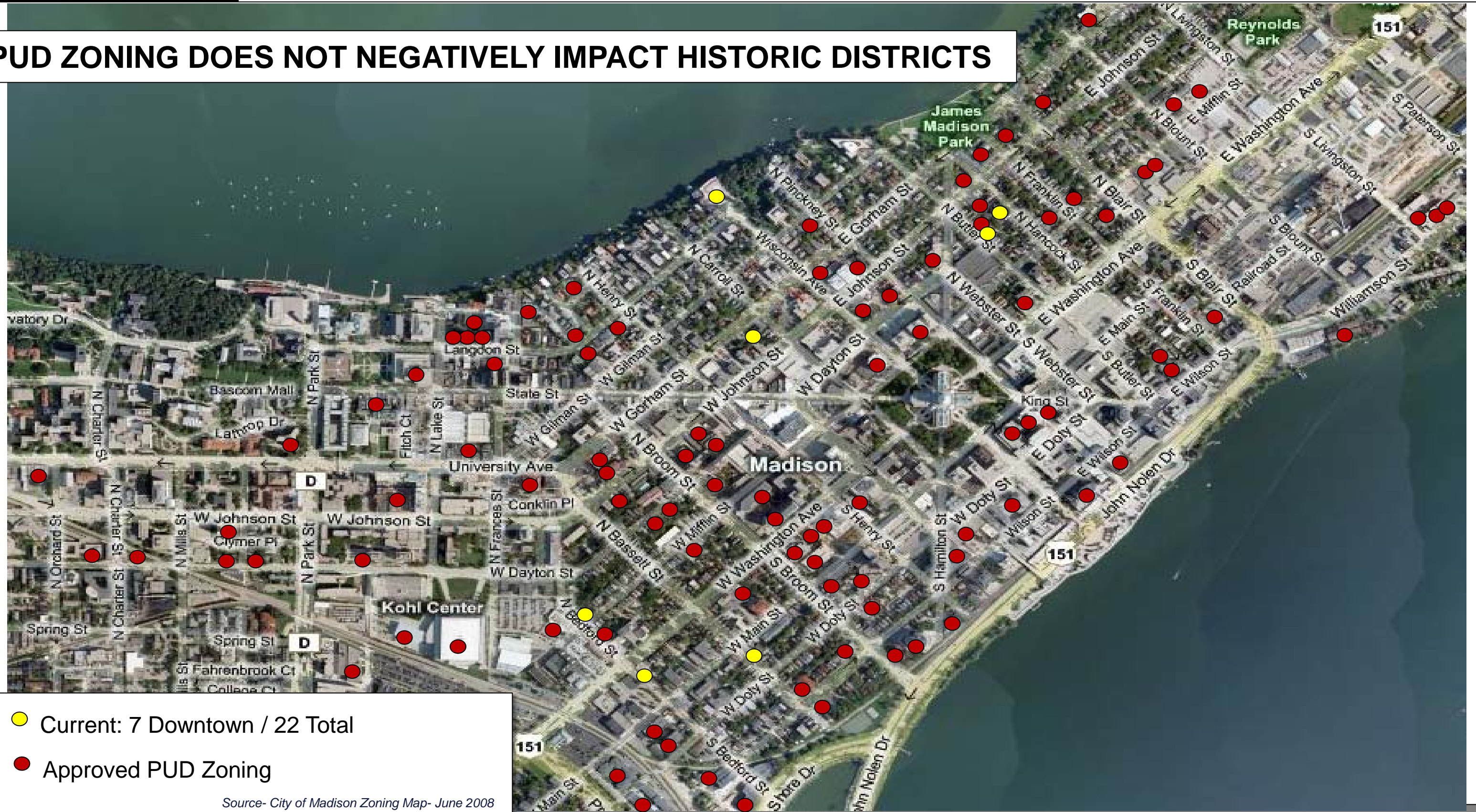
PROJECT CONSIDERATIONS





PLANNED UNIT DEVELOPMENT (PUD) ZONING

PUD ZONING DOES NOT NEGATIVELY IMPACT HISTORIC DISTRICTS





PLANNED UNIT DEVELOPMENT (PUD) ZONING

QUESTION:

It has been stated that the proposed planned unit development (PUD) is a violation of existing zoning code. Is the PUD zoning classification unusual by City of Madison standards?

ANSWER:

There is absolutely no basis for the claim that this PUD is somehow out of the norm by City of Madison zoning standards.


- PUD has been the dominant zoning classification for downtown development over the past decade;
- The Edgewater PUD zoning text is among the most restrictive of all PUD's approved by the City of Madison;
- This PUD zoning text only allows the proposed height on this site if the following conditions are satisfied:
 - Requires a site area of more than 1 acre
 - Requires access to a major civic roadway
 - Requires a minimum of 15,000 square feet of open space
 - Requires public access to the waterfront
- The PUD zoning criteria above mitigate zoning precedent concerns because it would be extraordinarily difficult for any other site downtown to meet these requirements that allow for the proposed height of the Edgewater.



ZONING PRECEDENT

THERE IS A WIDE VARIETY OF DENSITIES BETWEEN BUILDINGS IN THE HISTORIC DISTRICT AND DOWNTOWN



 = Estimated 200 Ft Radius

Radii are approximated based on Google Earth Maps



ZONING PRECEDENT

QUESTION:

Is there a zoning precedent that will be established because of this project related to height or other issues that could negatively impact historic districts?

ANSWER:

The PUD zoning structure and height of this building do not establish a precedent for downtown or historic districts in Madison.

- There is absolutely no evidence that suggests that a single issue like height of a project establishes a zoning precedent in Madison. If that were the case, the 13-story Hilton Hotel - built adjacent to 4 of the most significant certified historic structures in Madison - would have set the height precedent for the Edgewater;
- The well established entitlement process in Madison which requires rigorous public debate protects against precedent concerns on every site in this city;
- The PUD zoning text for the Edgewater sets forth very specific criteria that must be satisfied in order to build at the proposed height. No single issue sets zoning precedent. Therefore, a party that wants to compare to the Edgewater based on height must also satisfy all of the additional zoning requirements that support height as set forth in the PUD zoning text. That would be extremely difficult on any other site downtown or in any historic district in Madison;
- The Common Council – supported by the efforts of City Planning, the Urban Design Commission, Landmarks Commission, Planning Commission and other agencies – ultimately govern land use on every site in Madison.



LANDMARK ORDINANCE

BUILDINGS ADJACENT TO EDGEWATER ARE NOT LANDMARKS





LANDMARK ORDINANCE

QUESTION:

What is the impact of the Project to the Historic District?

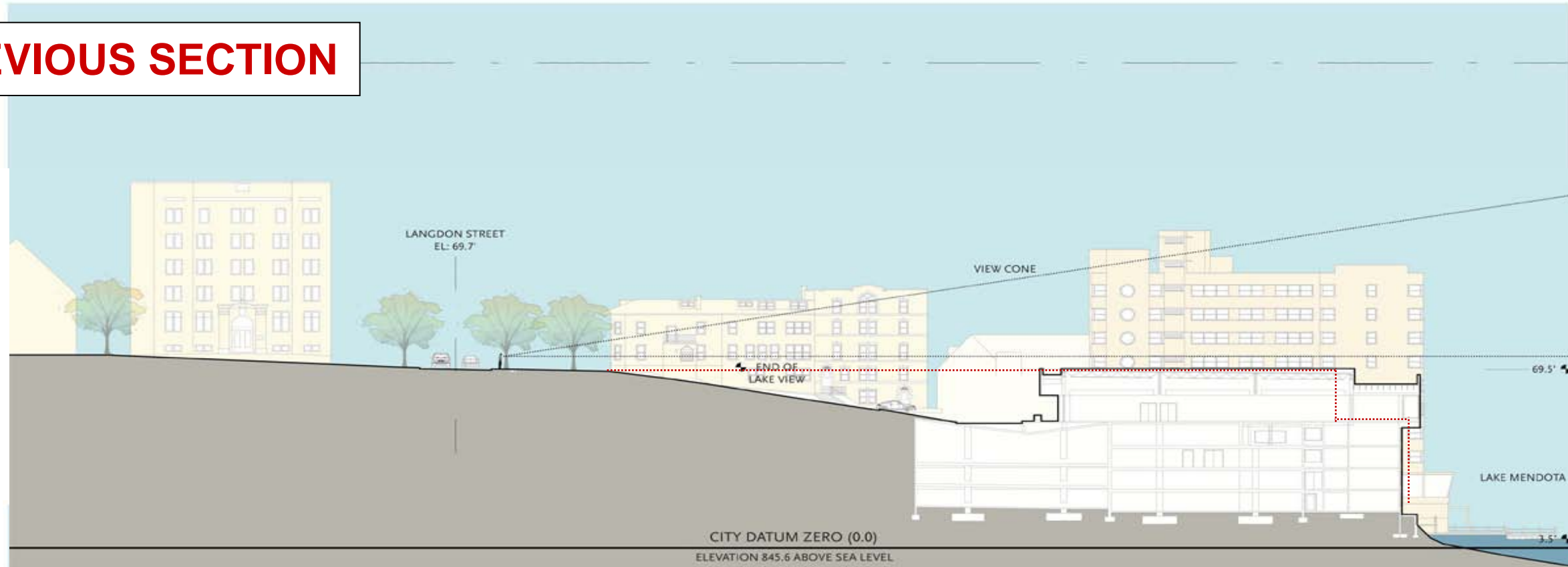
ANSWER:

- The Mansion Hill Historic District was established to protect the 1800 and early 1900 era Mansions which are a part of this neighborhood. The Project is not located near any of these mansions and will not adversely effect the character of the mansions or the district;
- The Project is located at the end of one of the most prominent civic streets in Madison. It is the anchor to Wisconsin Avenue and to the primary civic and commercial boulevard that services the Historic District;
- The Mansion Hill historic district ordinance requires buildings to be compatible with the other buildings that are within a defined radii of the site. The use and character of the buildings surrounding the Edgewater, include:
 - Buildings immediately adjacent to the site include a fraternity, 3 multi-story residential buildings and a commercial office building. There are no single family or small-size dwelling units adjacent to the Property;
 - The Project is compatible with the height of Kennedy Manor and the National Guardian Life building which sit adjacent to the Project;
 - The Project has been designed to compliment the historic and classical architecture of buildings in the neighborhoods, especially Kennedy Manor which sits across the street from the site;
- The Project will have a positive impact in the district as it will add amenities (e.g. restaurants, café, spa, etc.) and become a catalyst to the TIF district which will enhance the urban, residential character of the neighborhood.

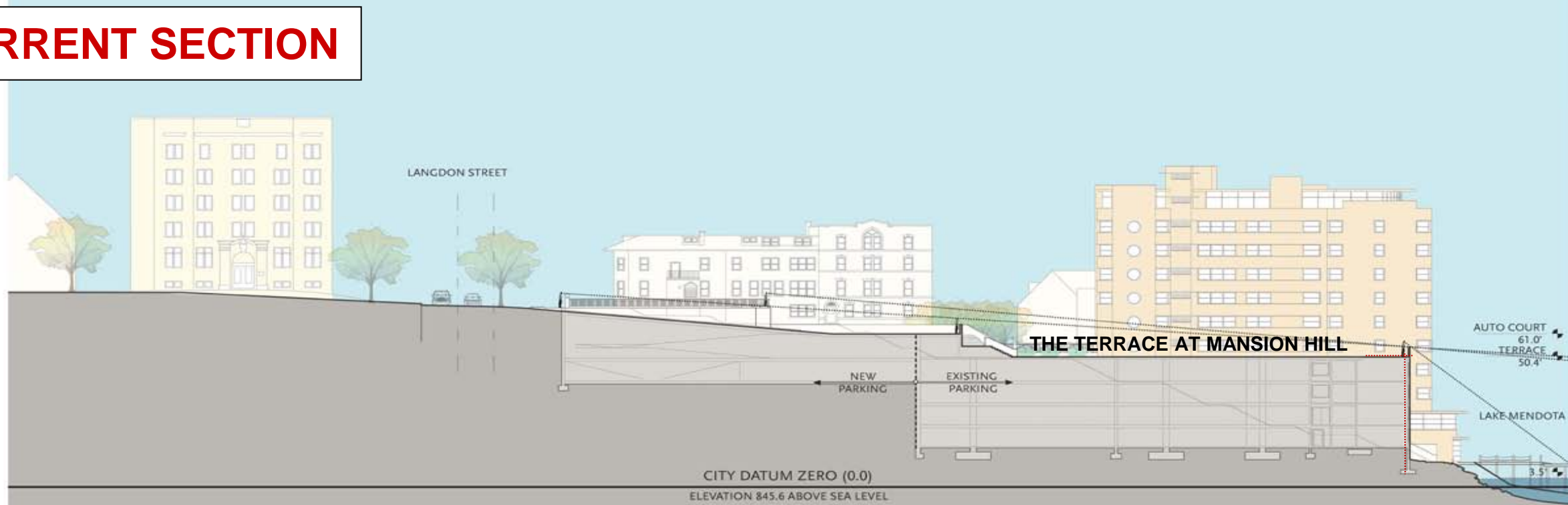


THE HISTORIC "HILL" ON WISCONSIN AVENUE

PREVIOUS SECTION



CURRENT SECTION





THE HISTORIC “HILL” ON WISCONSIN AVENUE

QUESTION:

One of the concerns expressed among certain neighborhood interests has been the historic significance of the “hill” on Wisconsin Avenue. How has this been considered in the plan for the Edgewater?

ANSWER:

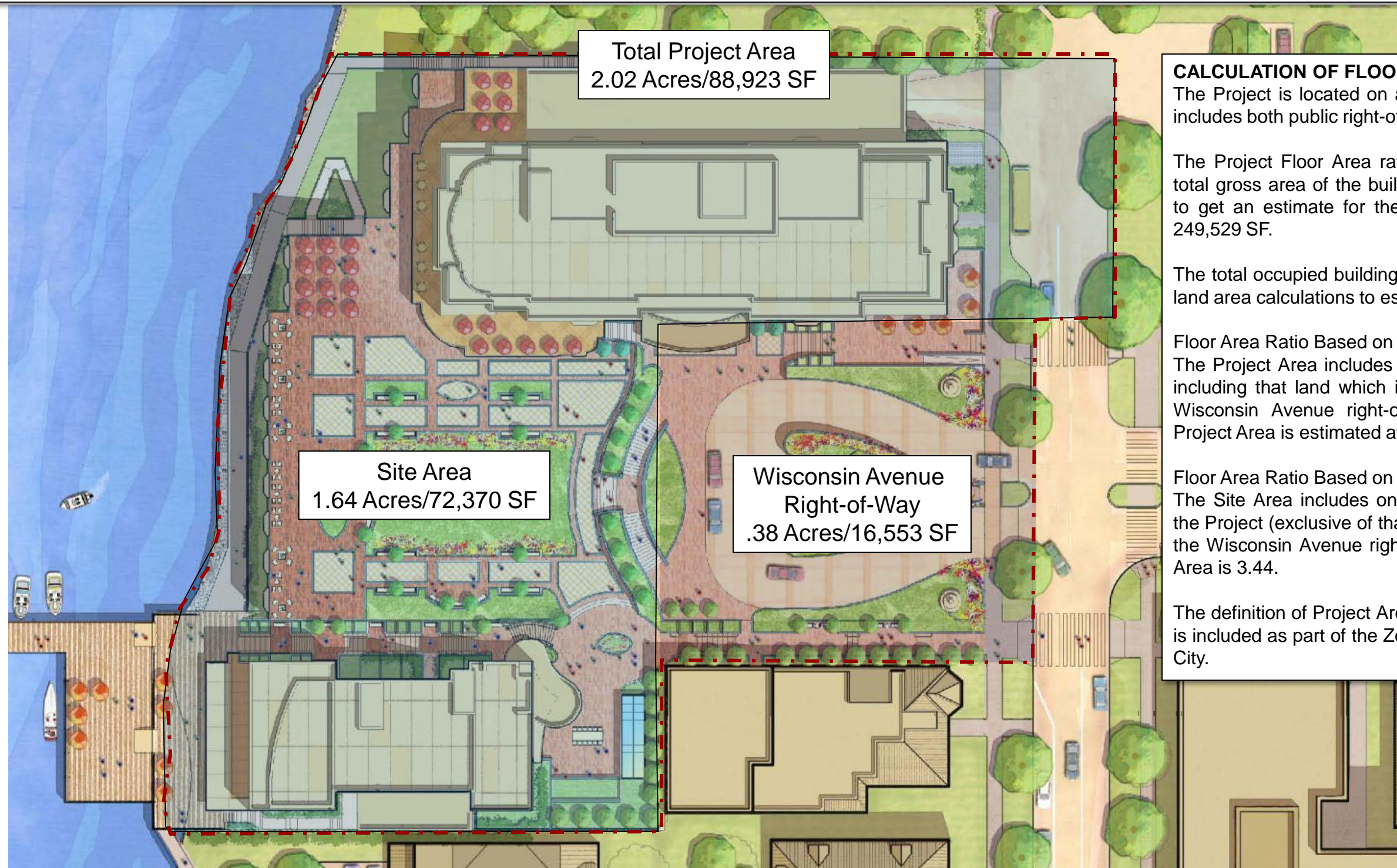
The historic “hill” has become the driving force behind the redesign of the Project.

- Our vision in the redesign is to develop The Terrace at Mansion Hill by recreating the “hill” that was lost when the 1970’s addition was constructed;
- A central theme of the project is to rebrand the property as “The Edgewater at Mansion Hill” to play on the importance of the hill as a focal point of the historic district;
- By creating a tiered terrace vs. a level terrace at street elevation we can capture the historic importance of the “hill”;
- This concept greatly enhances the view corridor from Wisconsin Avenue to Lake Mendota.



DENSITY AND BUILDING VOLUME

INFORMATION REQUEST: Provide specifics about how the FAR was calculated, clearly identifying the portions of the building and the site that were included. How does this compare to other buildings in the neighborhood and downtown?



CALCULATION OF FLOOR AREA RATIO

The Project is located on approximately 2.02 acres of land which includes both public right-of-way and private land.

The Project Floor Area ratio (FAR) was calculated by taking the total gross area of the building less the below grade parking area to get an estimate for the total occupied gross building area of 249,529 SF.

The total occupied building area was then divided by two separate land area calculations to estimate the FAR:

Floor Area Ratio Based on Total Project Area:

The Project Area includes all land included as part of the Project, including that land which is made part of the public plaza in the Wisconsin Avenue right-of-way. The FAR based on the Total Project Area is estimated at 2.81.

Floor Area Ratio Based on Site Area:

The Site Area includes only the private land that is made part of the Project (exclusive of that portion of the Project that is located in the Wisconsin Avenue right-of-way). The FAR based on the Site Area is 3.44.

The definition of Project Area, Site Area and calculation of the FAR is included as part of the Zoning Text submitted for approval by the City.

Note: Areas shown on the attached plan are estimates. Please consult the civil documents for specific area measurements and boundaries.



VIEW TO AND FROM LAKE MENDOTA

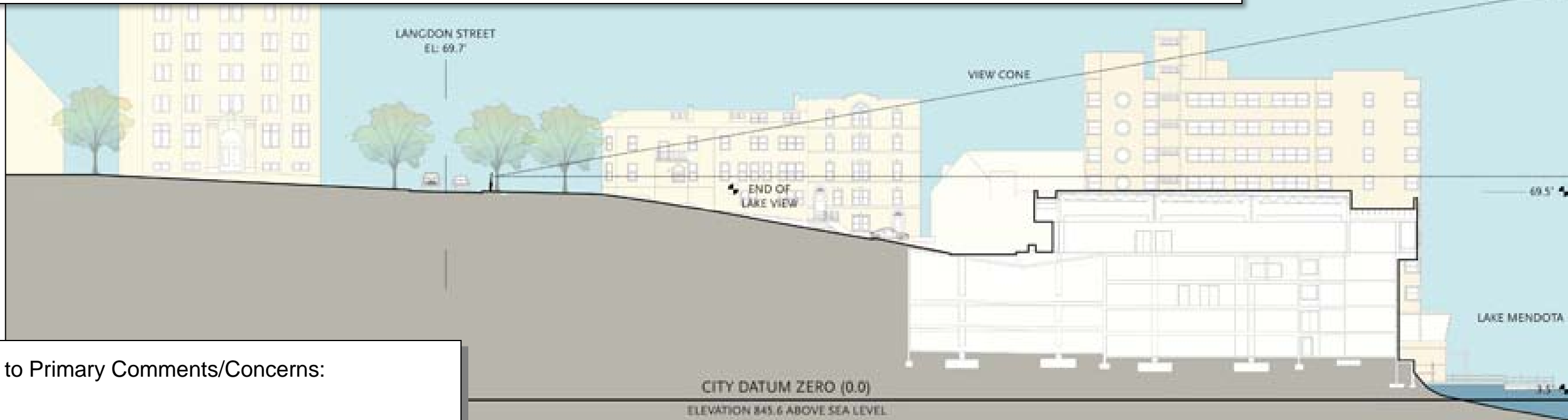
THE PROPOSED REDEVELOPMENT WOULD REMOVE THE 1970'S STRUCTURE OPENING THE VISTA TO THE WATER.





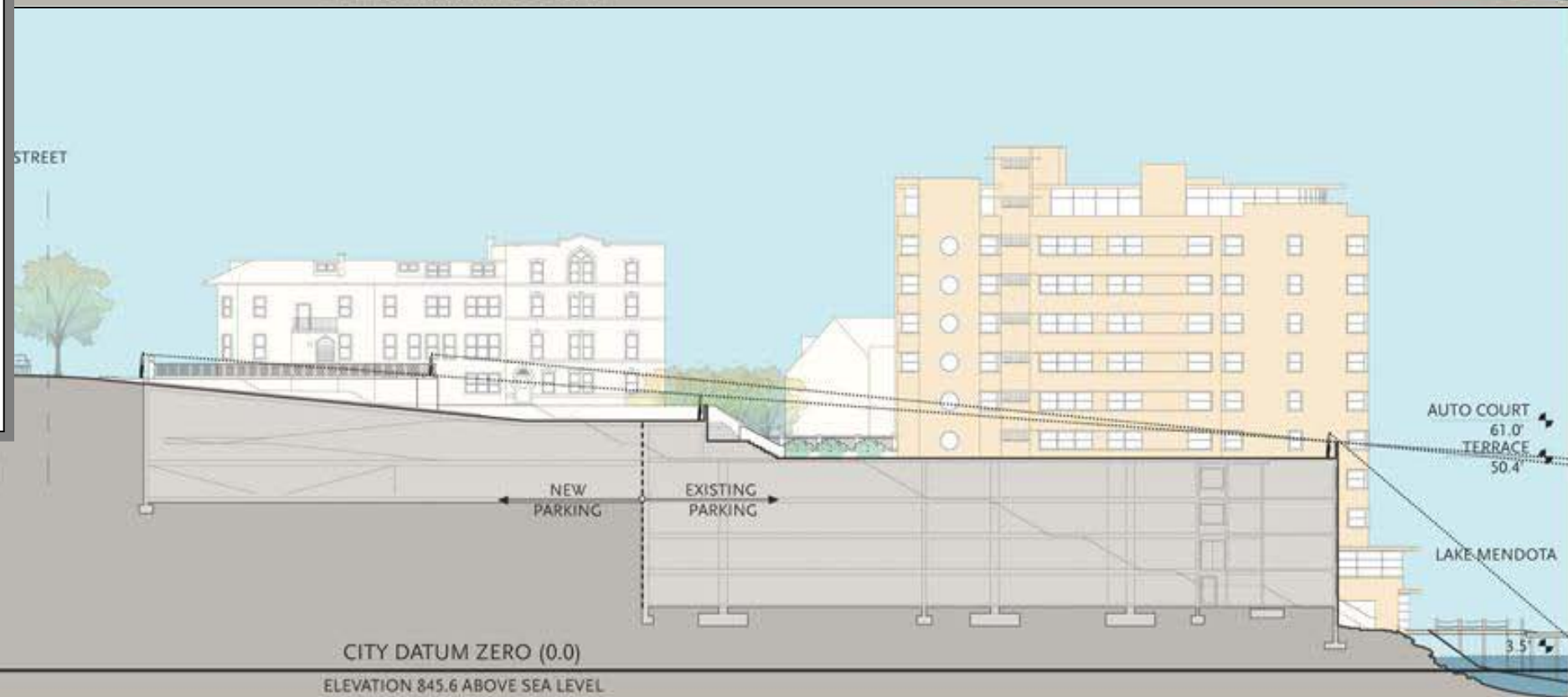
VIEW TO AND FROM LAKE MENDOTA

INFORMATION REQUEST: HOW HAS THE VIEW IMPROVED TO AND FROM LAKE MENDOTA?



Responded to Primary Comments/Concerns:

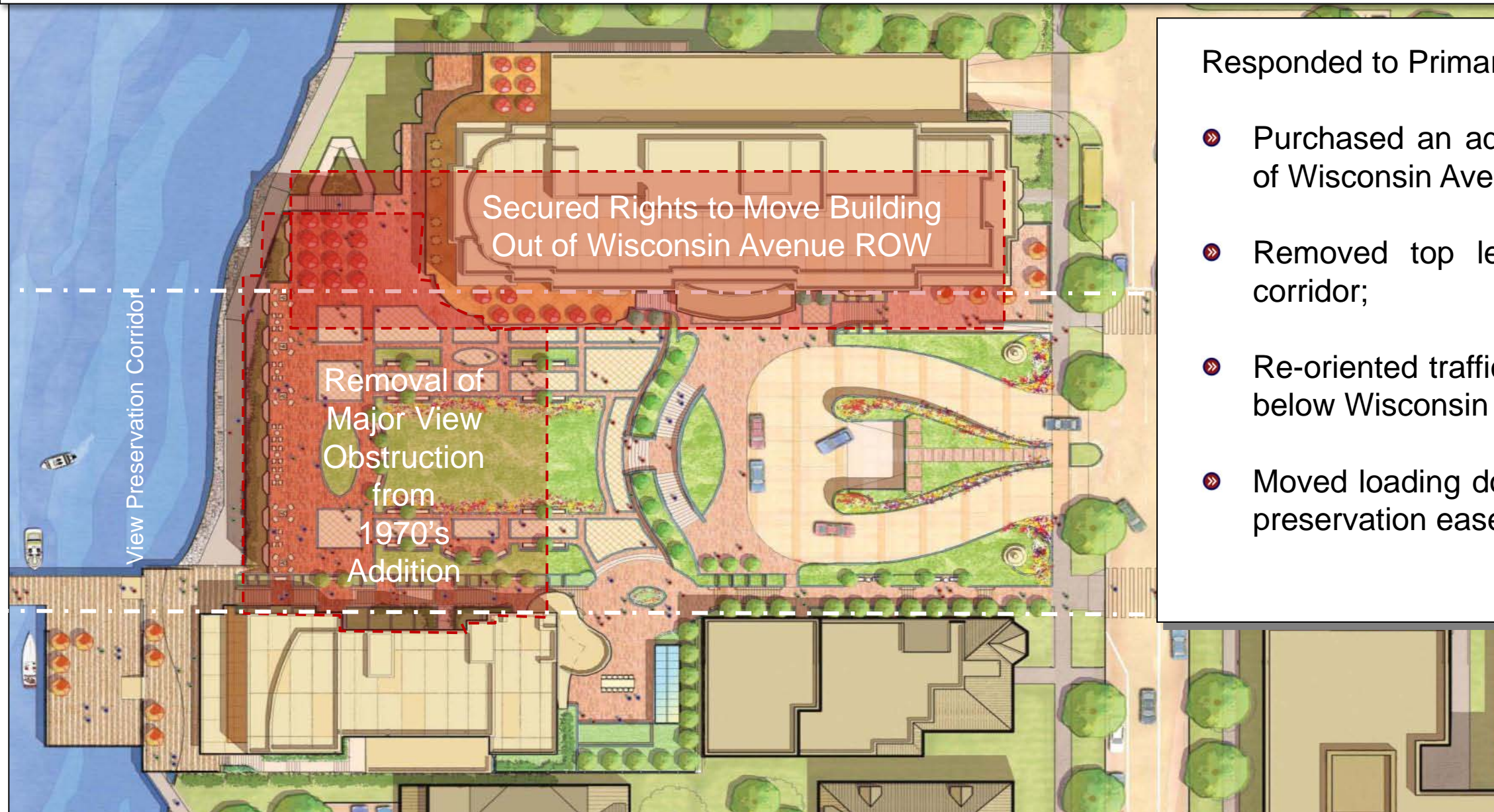
- Removed more of 1970's Building;
- Opened Views to Water;
- Exposed More of 1940's Building;
- Reduced Volume Around Grand Stair;
- Removed Skywalks Impeding Views.





VIEW TO AND FROM LAKE MENDOTA

INFORMATION REQUEST: EXPLAIN PRIMARY CHANGES IN DESIGN THAT HAVE ALLOWED FOR OPENING OF VIEW CORRIDOR



Responded to Primary Comments / Concerns:

- Purchased an additional 60 FT to move building out of Wisconsin Avenue right-of-way;
- Removed top level of 1970's building from view corridor;
- Re-oriented traffic patterns to lower cars and drop-off below Wisconsin Avenue view corridor;
- Moved loading dock and bus drop-off outside of view preservation easement.



PUBLIC SPACE UTILIZATION - WATERFRONT

INFORMATION REQUEST: EXPLAIN HOW DESIGN OF THE PUBLIC SPACES HAS EVOLVED TO RESPOND TO COMMENTS FROM UDC AND OTHERS.



- » Pulled Podium Off Waterfront;
- » Softened Podium By Rounding Edges of Ballroom;
- » Increased Public Plaza at Water;
- » Increased Public Space on Water;



PUBLIC SPACE UTILIZATION – GRAND STAIR

MORE THAN 20 FEET OF STRUCTURE IS REMOVED FROM STAIR





PUBLIC SPACE UTILIZATION – GRAND STAIR

THE TERRACE WILL BECOME AN ICONIC FEATURE OF MANSION HILL

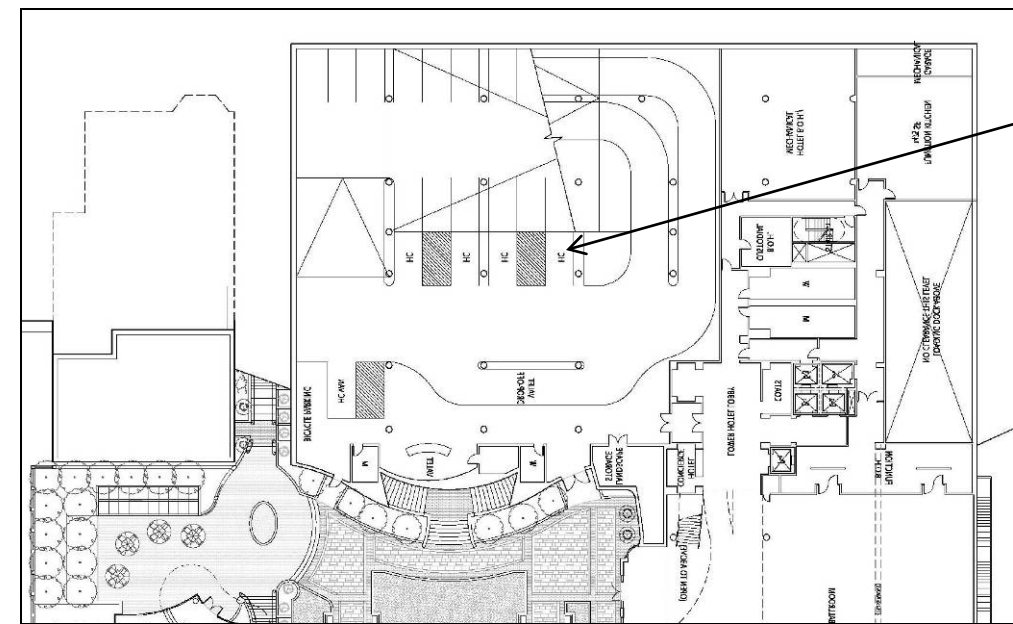
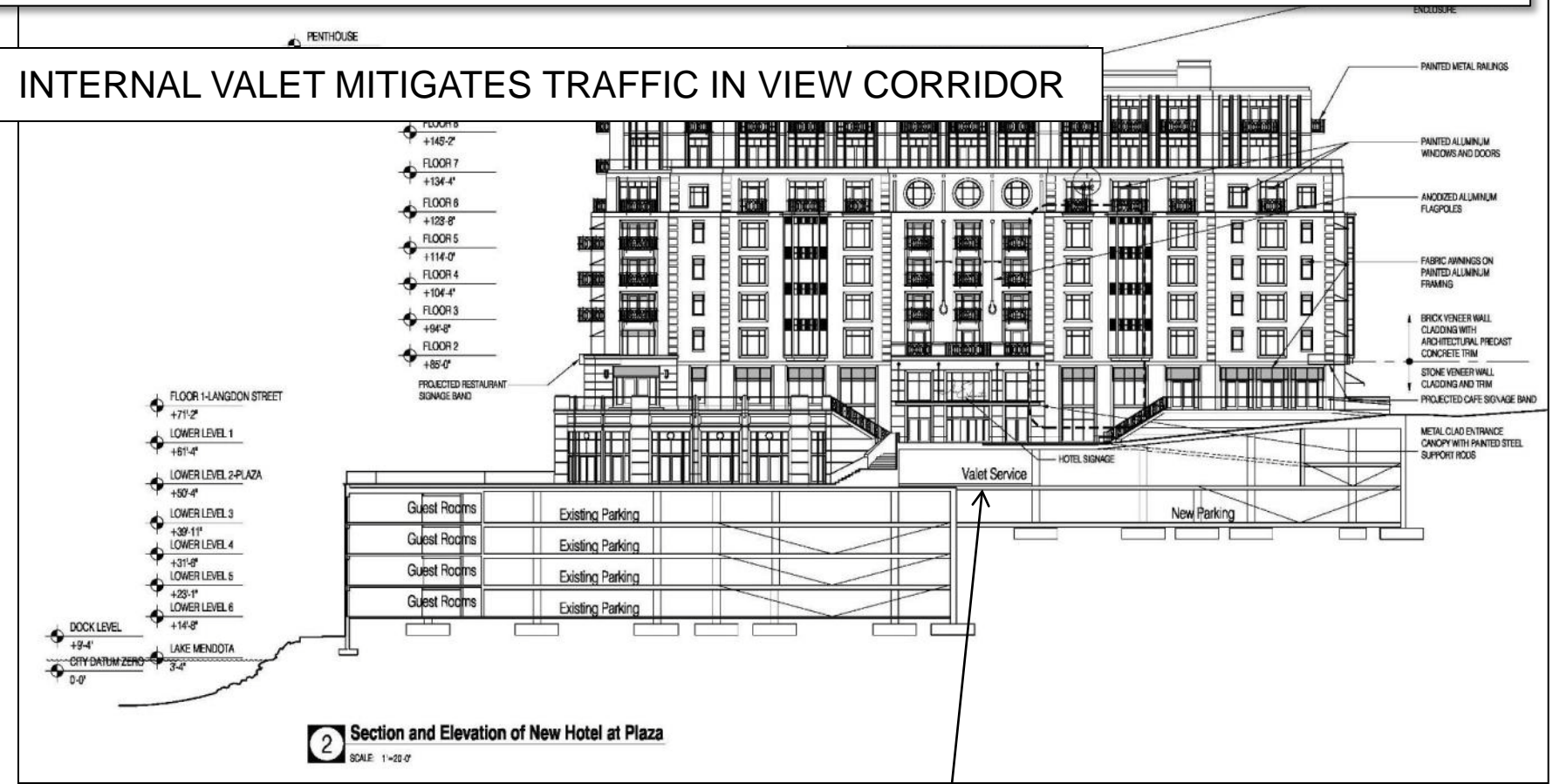
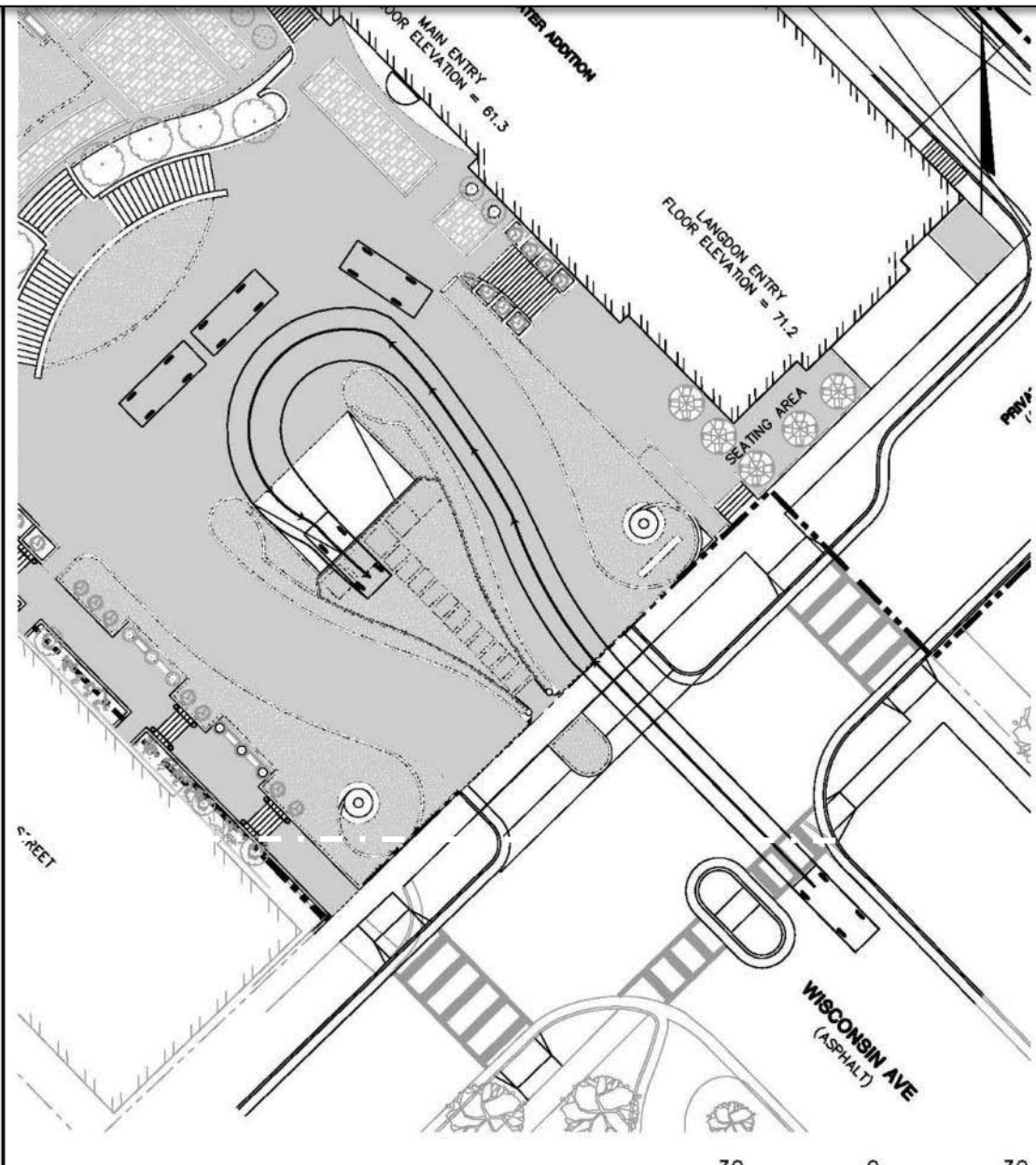


- » Enhanced Experience of Stair
- » Study Potential to Widen Stair Tred (See Historic Section)
- » Improved Views for 2 Langdon
- » Reduced Structure Surrounding Stair;
- » Reduced Shadow Cast on Stair;
- » Enhanced Activation of Stair / Features
- » Removed Skywalks Impeding View/



TRAFFIC AND CIRCULATION

INFORMATION REQUEST: DESCRIBE VEHICULAR MOVEMENT ON THE SITE. WHERE DO CARS ENTER PARKING STRUCTURE. WHERE IS VALET/DROP OFF AREA.



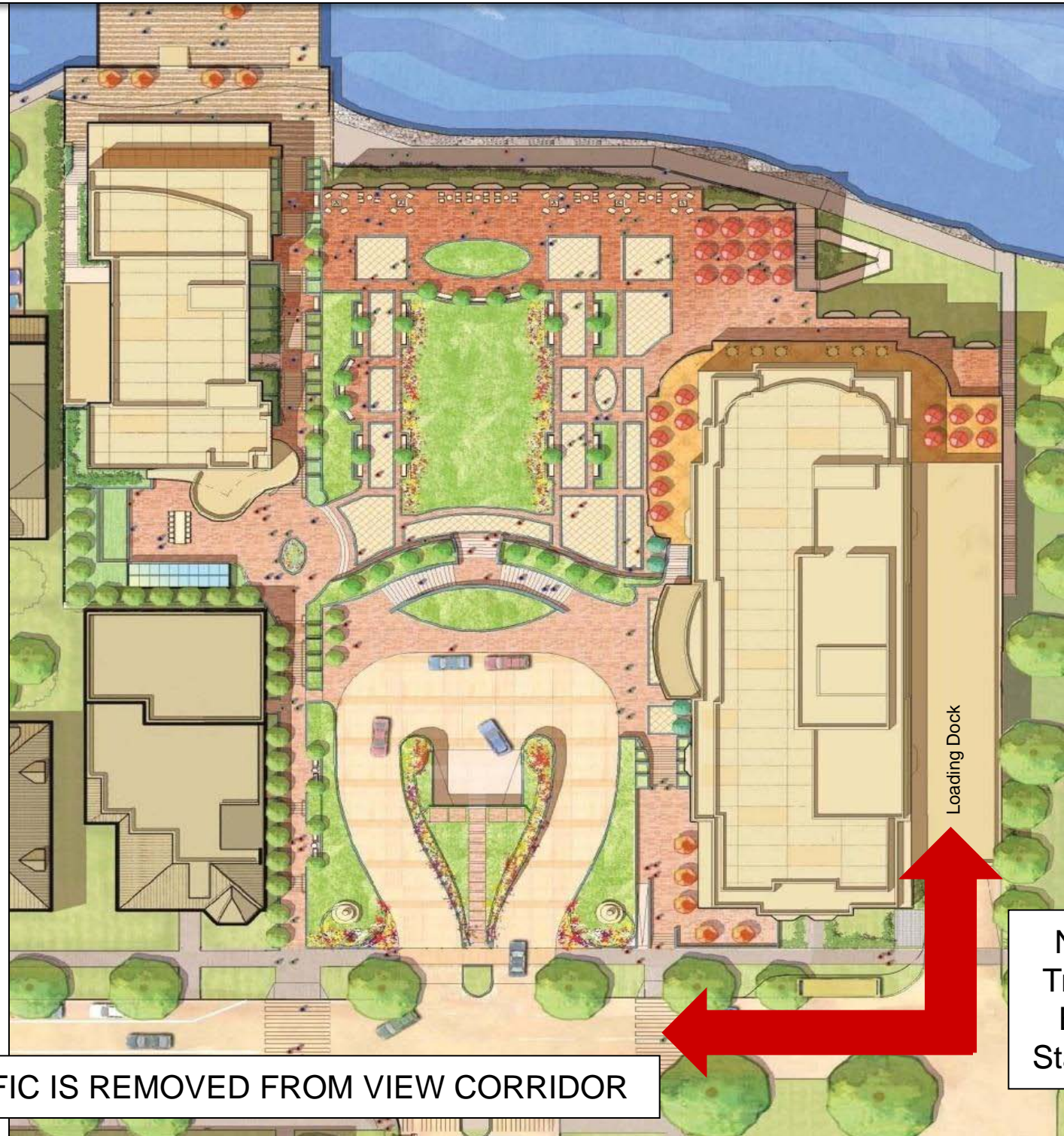
The revised plan includes an internal valet and drop-off area to further mitigate traffic impacts in the view corridor, provide a direct drop-off for functions/events and provide an enhanced drop off for guests in inclement weather.

CLIENT	LANDMARK X, LLC 22 EAST MIFFLIN STREET, SUITE 800 MADISON, WI 53703 PHONE: (608) 724-7447	SITE	EDGEWATER HOTEL REDEVELOPMENT MADISON, WISCONSIN	FIGURE	1
PROJECT NO.	3826	DRAWN BY:	KM	ENGINEER	BT inc.
DRAWN:	11/18/09	CHECKED BY:	MH	2830 DAIRY DRIVE MADISON, WI 53718-6751 PHONE: (608) 224-2830 FAX: (608) 224-2839	
REVISED:		APPROVED BY:			



TRAFFIC AND CIRCULATION

INFORMATION REQUEST: ESTIMATE DEMAND AND INCREMENTAL IMPACTS OF TRAFFIC ON THE SITE.



TRAFFIC IS REMOVED FROM VIEW CORRIDOR

New Truck/ Bus Staging

Traffic Analysis

Estimated Demand

	<u>Existing</u>	<u>Proposed</u>
Trips / Room / Day	6.24	8.92
No. of Rooms	<u>107</u>	<u>185</u>
Total Daily Trips	668	1,650

Total Incremental Trips 983

Estimated Incremental Traffic

	<u>Wisconsin</u>	<u>Langdon</u>
Incremental Traffic	786	197
Current Traffic	<u>7,000</u>	<u>5,800</u>
Total Estimated Traffic	7,786	5,997

Percent of Capacity 55% – 65% 45% - 55%



TRAFFIC AND CIRCULATION



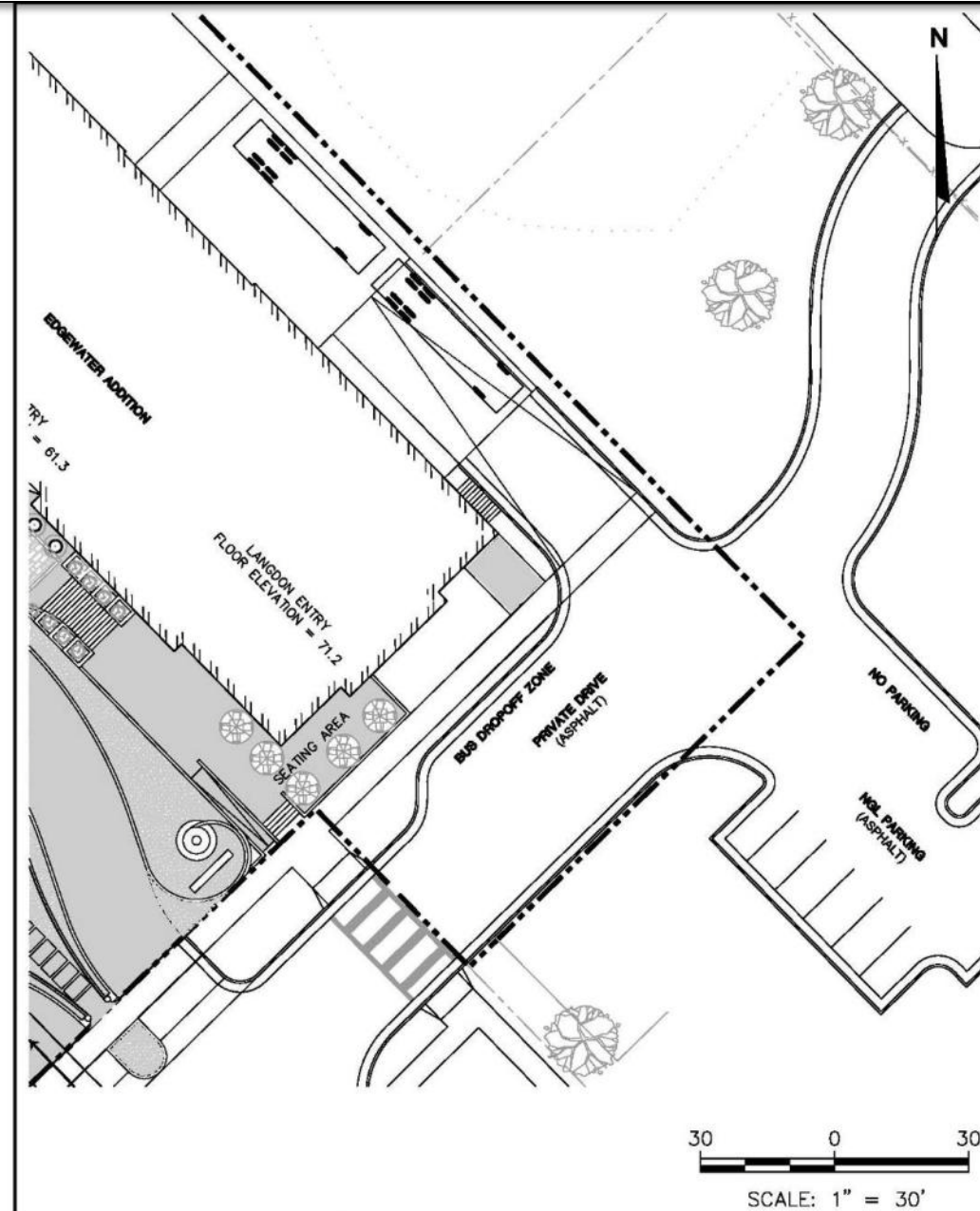
SERVICE VEHICLES WILL BE REMOVED FROM PUBLIC VIEW





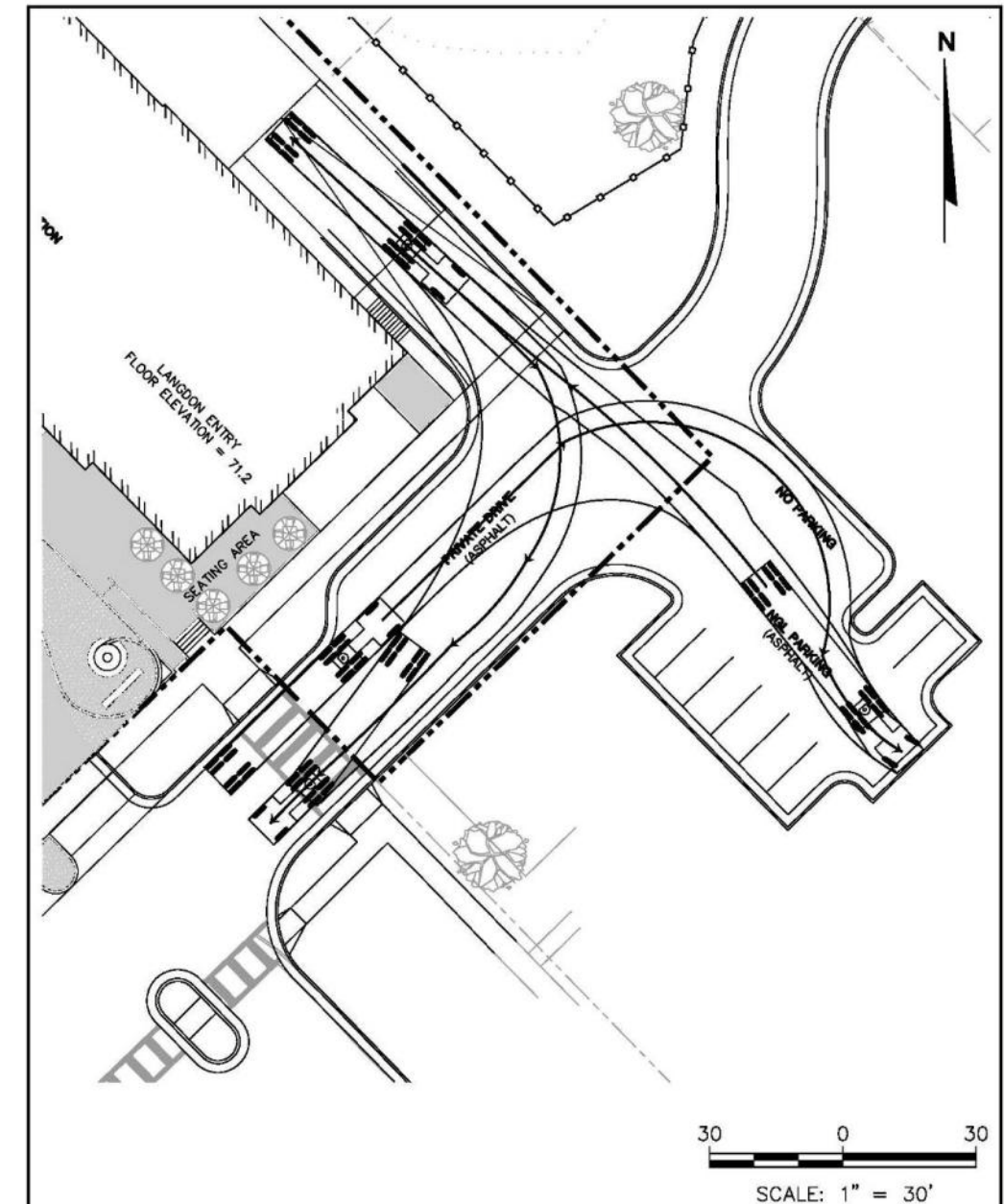
TRAFFIC AND CIRCULATION

INFORMATION REQUEST – EXPLAIN BUS AND TRUCK LOADING ON THE SITE.



CLIENT LANDMARK X, LLC 22 EAST MIFFLIN STREET, SUITE 800 MADISON, WI 53703 PHONE: (608) 724-7447	SITE EDGEWATER HOTEL REDEVELOPMENT MADISON, WISCONSIN	FIGURE BUS PARKING DIAGRAM (AASHTO BUS-40 VEHICLE) 4
PROJECT NO. 3826	DRAWN BY: KM	2830 DAIRY DRIVE MADISON, WI 53718-8751 PHONE: (608) 224-2830
DRAWN: 11/18/09	CHECKED BY: MH	

LOADING DOCK WILL ACCOMMODATE 2 BUSES



CLIENT LANDMARK X, LLC 22 EAST MIFFLIN STREET, SUITE 800 MADISON, WI 53703 PHONE: (608) 724-7447	SITE EDGEWATER HOTEL REDEVELOPMENT MADISON, WISCONSIN	FIGURE SEMI TURNING DIAGRAM (AASHTO WB-52 VEHICLE) 4
PROJECT NO. 3826	DRAWN BY: KM	2830 DAIRY DRIVE MADISON, WI 53718-8751 PHONE: (608) 224-2830
DRAWN: 11/18/09	CHECKED BY: MH	

LOADING DOCK WILL ACCOMMODATE FULL SEMI-TRAILER

LOADING AND UNLOADING TODAY



SUN/SHADOW STUDY

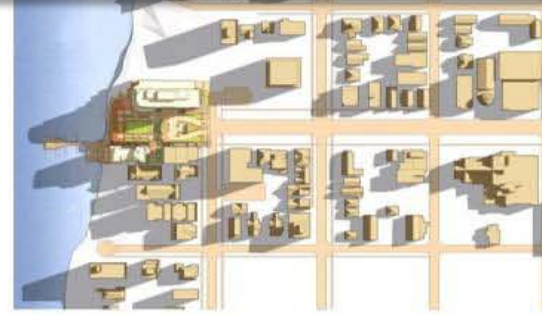
INFORMATION REQUEST – PROVIDE A SHADOW STUDY OF THE DEVELOPMENT.



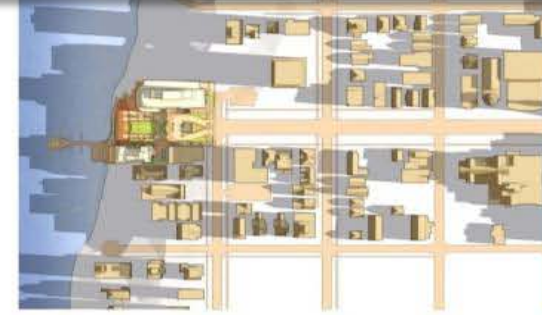
March 20, 2009
9:00 a.m. Daylight Saving Time



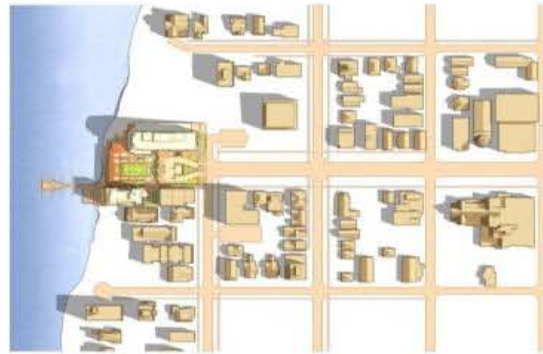
June 21, 2009
9:00 a.m. Daylight Saving Time



September 22, 2009
9:00 a.m. Daylight Saving Time



December 21, 2009
9:00 a.m.



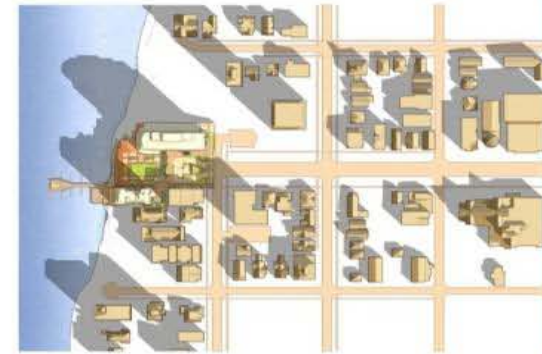
March 20, 2009
12:00 p.m. Daylight Saving Time



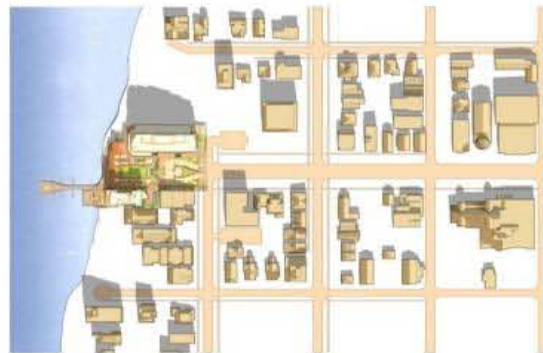
June 21, 2009
12:00 p.m. Daylight Saving Time



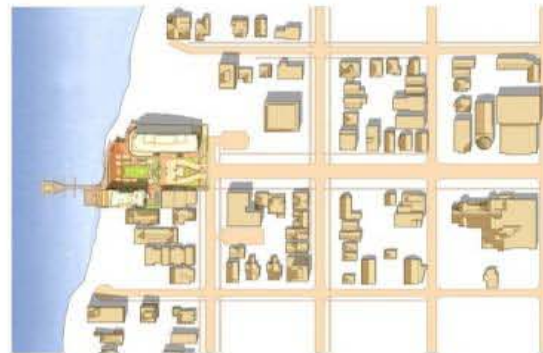
September 22, 2009
12:00 p.m. Daylight Saving Time



December 21, 2009
12:00 p.m.



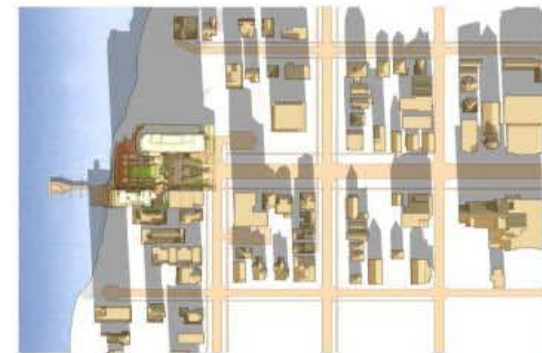
March 20, 2009
15:00 p.m. Daylight Saving Time



June 21, 2009
15:00 p.m. Daylight Saving Time



September 22, 2009
15:00 p.m. Daylight Saving Time



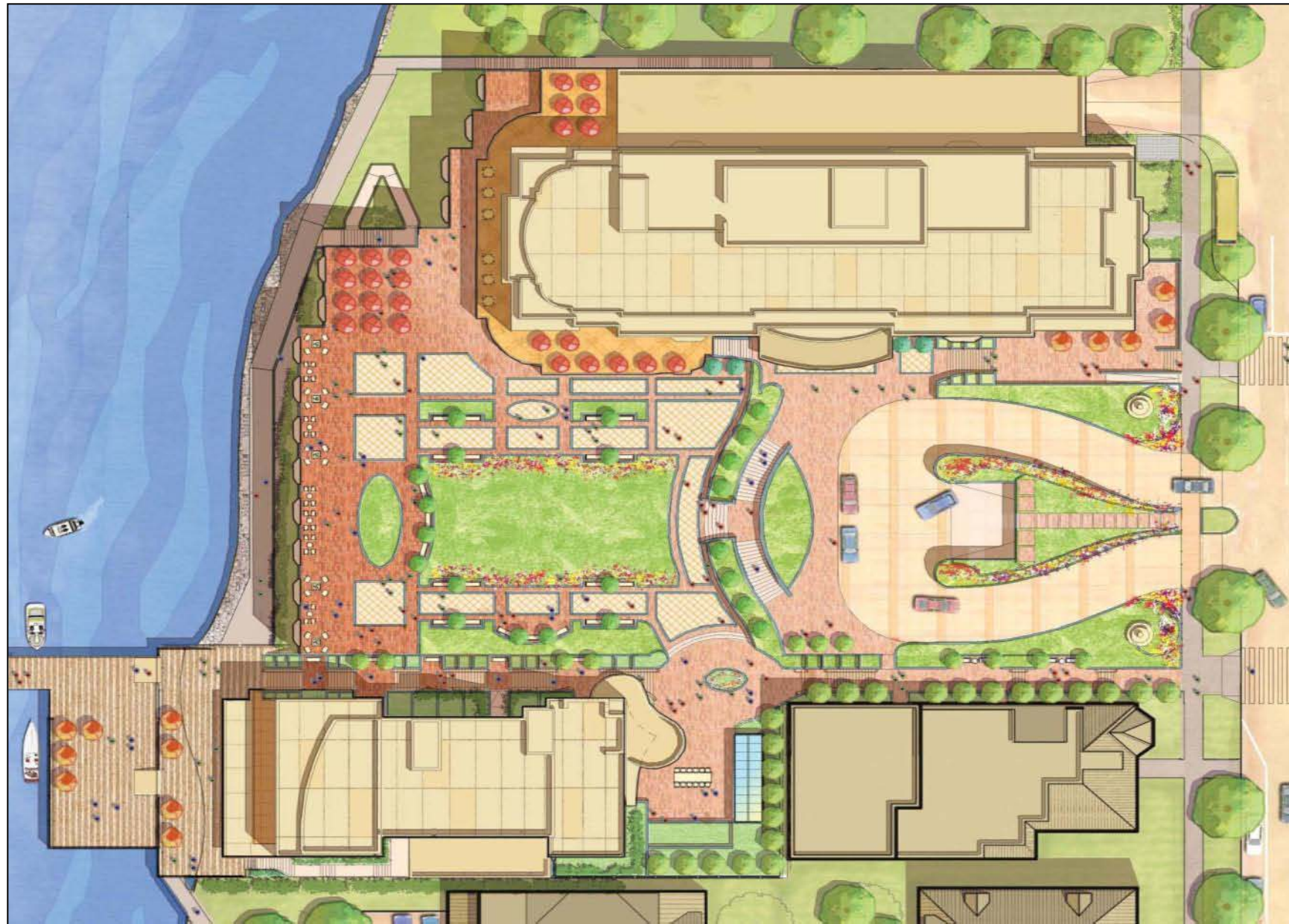
December 21, 2009
15:00 p.m.



PRECEDENT

INFORMATION REQUEST: DOES PROJECT ESTABLISH A PRECEDENT?

This Project Does Not Set A Precedent



- » Site is Zoned OR & R6H. Only 27% of Total Site Area Has Height Limit;
- » Historic district is mixed-use with a wide variety of building heights;
- » Several buildings in district are greater than 50 feet – Including Kennedy Manor;
- » Restrictions to Prevent Precedent:
 - » Requires site of more than 1 acre;
 - » Requires access to major roadway;
 - » Requires 15,000 SF open space;
 - » Requires public access to waterfront.



SUSTAINABILITY STRATEGIES





SUSTAINABILITY STRATEGIES

INFORMATION REQUEST – CONSIDER LEED CERTIFICATION.

One of our core objectives for the Edgewater redevelopment is to become a showcase for innovative green building design and technologies both locally and nationally. Our Green Building Program will focus on eight (8) core areas of concentration – renewable construction practices, sustainable site development, innovative design technologies and solutions, water savings, conventional / non-conventional energy efficiency, materials selection, the indoor environment and sustainable operations.

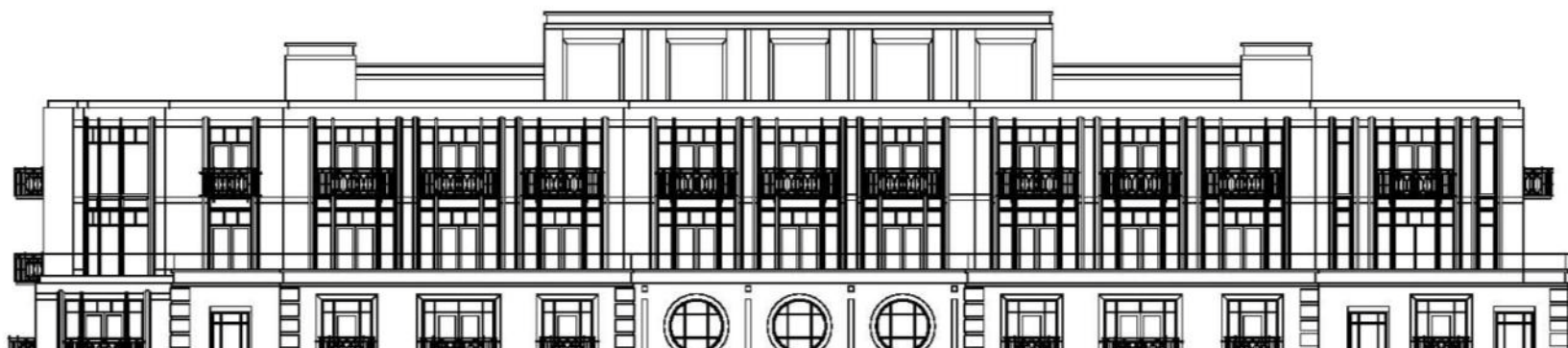
We have begun an analysis – including the evaluation and experiences of similar properties - to explore applications in the design and operation of the Edgewater that will be considered in the development of our Green Building Program and potential LEED or other sustainable strategies, including:

- Renewable Construction Practices – Prioritize use of renewal resources in construction to minimize construction waste;
- Sustainable Site Development – Landscape design for terrace that mitigates stormwater impacts using adaptable plant species, rebuilding shoreline banks, maintaining grade control, etc;
- Innovative Design Technologies and Solutions – Building management systems that can optimize operations through use of variable speed equipment, new elevator technologies, etc;
- Water Savings – Utilize high efficiency fixtures and equipment;
- Conventional / Non-Conventional Energy Efficiency – Consider applications for innovative energy technologies such as solar and thermal;
- Materials Selection – Research and apply material selections with the highest efficiency and optimal use of natural products;
- The Indoor Environment – Design solutions to maximize natural resources (e.g. light, fresh air, etc.) and use of efficient materials;
- Sustainable Operations – Maximize utilization of renewable resources with highest concentration of recycled content.

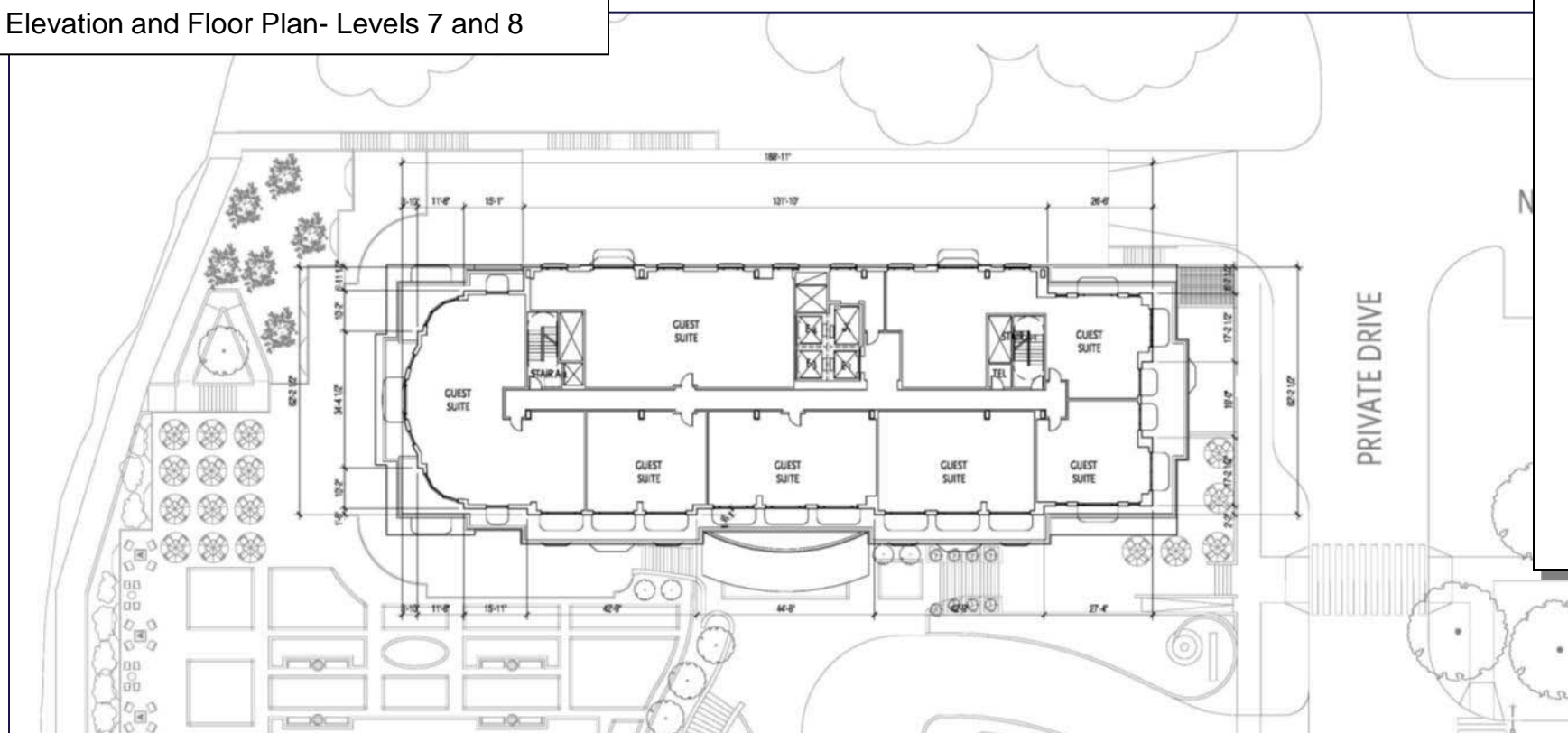


PROVIDE DETAIL ON RESIDENTIAL UNITS

INFORMATION REQUEST – PROVIDE DETAIL ON PROPOSED RESIDENTIAL UNITS.



Elevation and Floor Plan- Levels 7 and 8



RESPONSE TO PRIMARY CONCERNS/COMMENTS

- A portion of the guest suite program may be converted to a limited number of condominium units on-site
- Condominiums have been contemplated in new tower or 1940's buildings. Currently, condominiums are contemplated in the top two floors of the new building;
- The total square footage of these floor plates 10,940 / floor.
- It is likely condominiums would be limited to 8-10 units;
- Additionally, addition of permanent residents to the building should aid in mitigating concerns about noise, operations, etc. with surrounding neighbors as there will be owner-residents on-site.

The Addition of Condominium Units to the Building Is Consistent with Neighborhood Objective to Increase Owner-Occupied Housing In the Area.



POTENTIAL TO BUILD ON NGL SITE

INFORMATION REQUEST: WHAT IS THE POTENTIAL TO BUILD ON NGL SITE?



- » Landmark does not own the land;
- » Results in \$23 - \$34 MM in added costs (TIF);
- » Requires excavating up to 300 feet of shore;
- » Clear cut trees along entire shoreline;
- » Significant site work / loss of the "hill";
- » Obstructed view over entire site;
- » Adds volume / mass of building;
- » Same 200 +/- room program;
- » Limits potential future tax base (Estimated \$25+MM loss).



PERSPECTIVES





DESIGN OVERVIEW



NOTE: PERSPECTIVES SHOW FAÇADE FROM OCTOBER 2009 DESIGN.



DESIGN OVERVIEW



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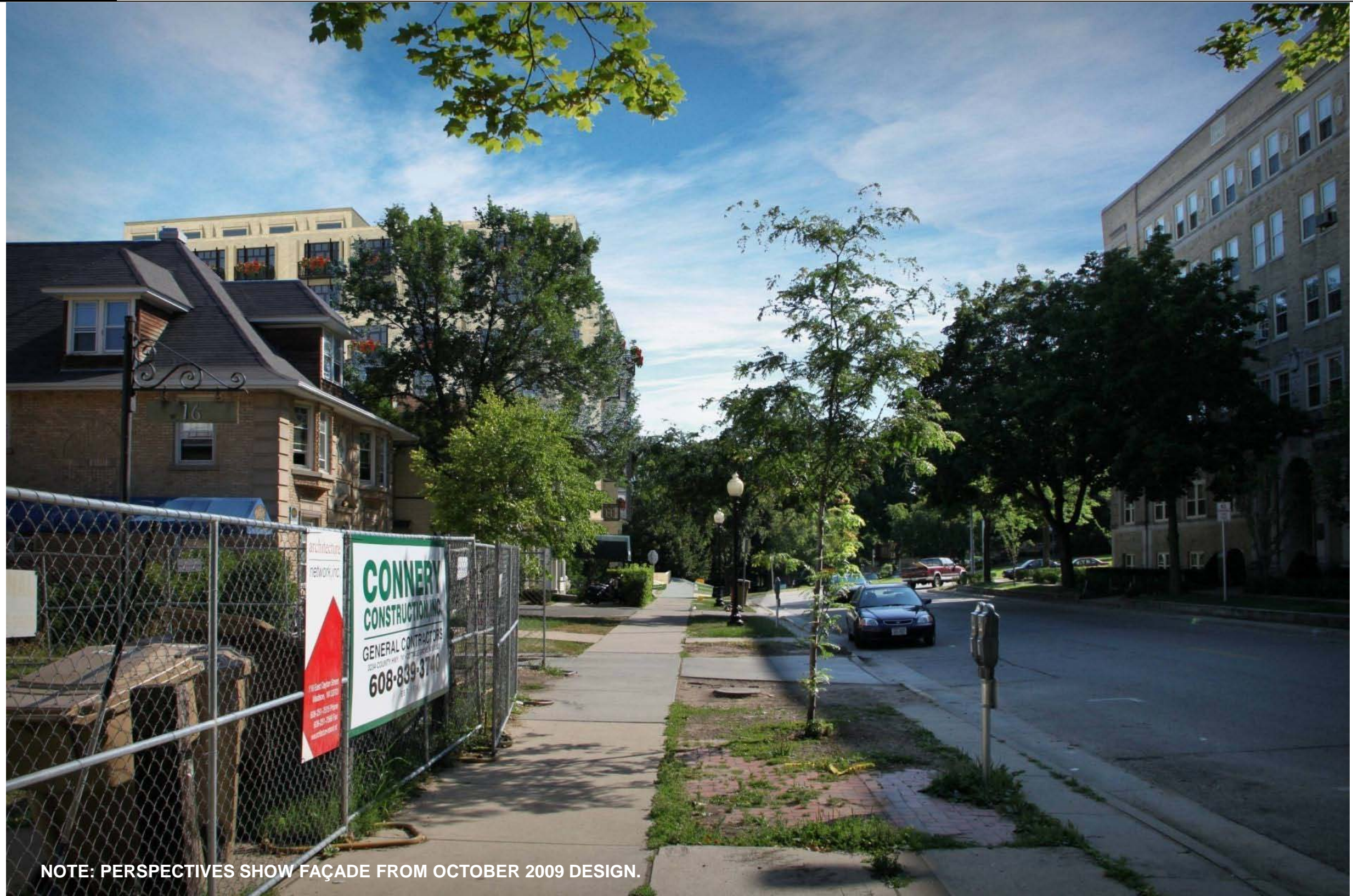
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