



# City of Madison

## Proposed Rezoning and Conditional Use

Location  
666 Wisconsin Avenue

Applicant  
Robert P. Dunn – Landmark X/  
Amy Supple – Hammes Company

From: HIST-MH OR & To: PUD-GDP-SIP  
R6H

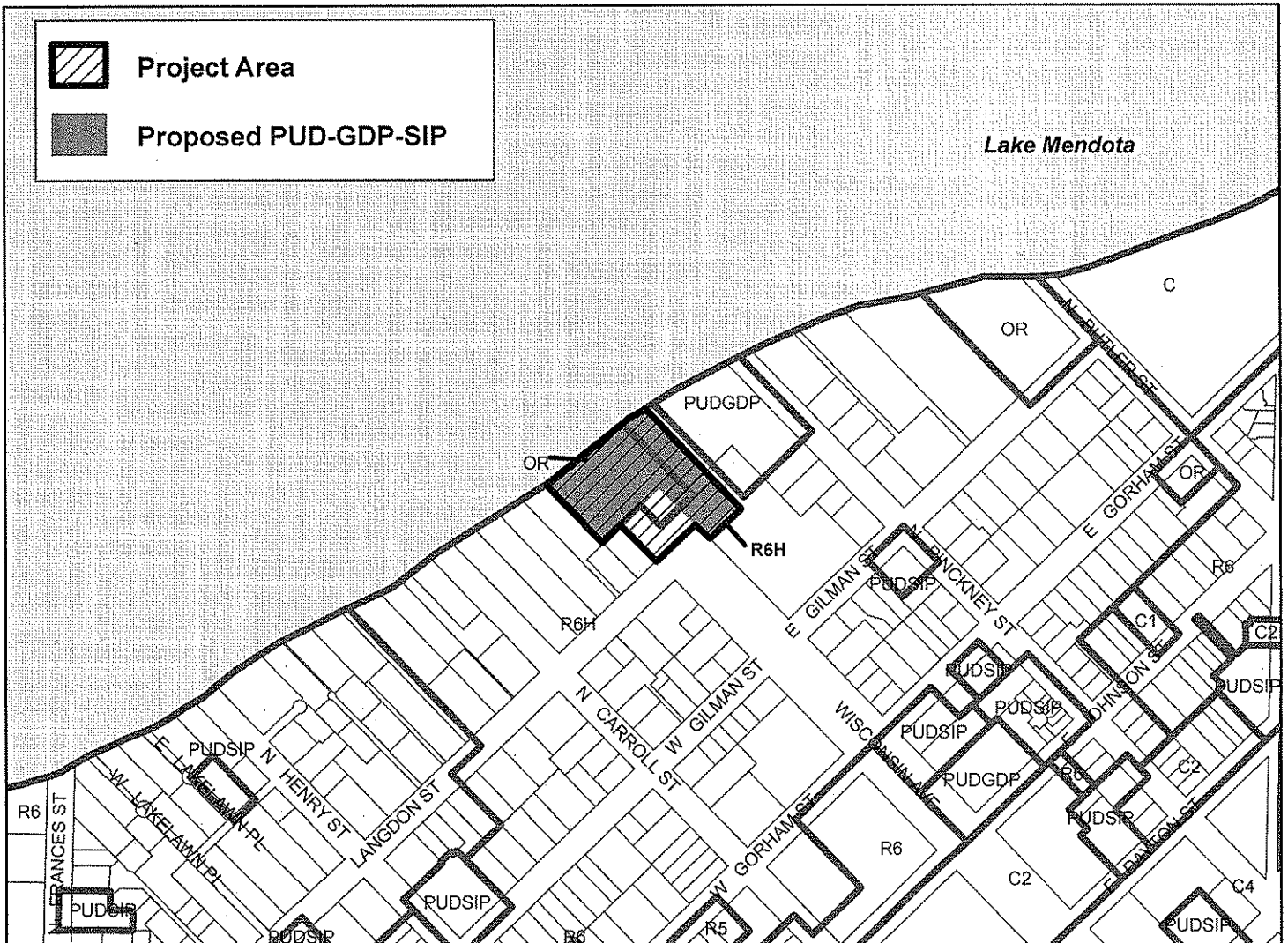
Existing Use  
Edgewater Hotel

Proposed Use  
Redevelop and Expand Existing Edgewater  
Hotel to a 190-Room Hotel on a Waterfront  
Lot

Public Hearing Date  
Plan Commission  
08 February 2010  
Common Council  
23 February 2010



For Questions Contact: Tim Parks at: 261-9632 or [tparks@cityofmadison.com](mailto:tparks@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 26 January 2010



# LAND USE APPLICATION

## Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100  
 PO Box 2985; Madison, Wisconsin 53701-2985  
 Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at [www.cityofmadison.com/planning/plan.html](http://www.cityofmadison.com/planning/plan.html)
- All zoning application packages should be filed directly with the Zoning Administrator's desk.
- All applications will be reviewed against the applicable standards found in the City Ordinances to determine if the project can be approved.

FOR OFFICE USE ONLY:	
Amt. Paid	\$2900. <sup>00</sup> Receipt No. 103012
Date Received	8/19/09
Received By	JLK
Parcel No.	0709 144 0907 8
Aldermanic District	2 Bridget Maniaci
GQ	Natl Reg Hist Pl; MH Hist Dist, water front
Zoning District	OR His MH
<b>For Complete Submittal</b>	
Application	<input checked="" type="checkbox"/> Letter of Intent <input checked="" type="checkbox"/>
IDUP	NA Legal Descript. <input type="checkbox"/>
Plan Sets	Zoning Text <input checked="" type="checkbox"/>
Alder Notification	Waiver <input type="checkbox"/>
Ngrbrhd. Assn Not.	Waiver <input type="checkbox"/>
Date Sign Issued	8/19/09

water front  
 All Hold

**1. Project Address:** 666 Wisconsin Avenue **Project Area in Acres:** 2.02 Acres  
**Project Title (if any):** Edgewater Hotel - GDP/SIP

**2. This is an application for:** (check at least one)

<input checked="" type="checkbox"/> Zoning Map Amendment (check only ONE box below for rezoning and fill in the blanks accordingly)			
<input checked="" type="checkbox"/> Rezoning from	OR/R6-H	to	GDP-SIP
<input type="checkbox"/> Rezoning from		to	PUD/PCD-SIP
<input type="checkbox"/> Rezoning from		to	PUD/PCD-GDP
<input type="checkbox"/> Rezoning from		to	PUD/PCD-SIP
<input checked="" type="checkbox"/> Conditional Use	<del>Demolition Permit</del>	<input type="checkbox"/> Other Requests (Specify):	

work see attached

### 3. Applicant, Agent & Property Owner Information:

Applicant's Name: Robert P. Dunn Company: Landmark X, LLC a Wisconsin Limited Liability  
 Street Address: 22 East Mifflin, Suite 800 City/State: Madison, Wisconsin Zip: 53703  
 Telephone: (608) 274-7447 Fax: (608) 274-7442 Email: dunnb@hammescosports.com

Project Contact Person: Amy Supple Company: Hammes Company  
 Street Address: 22 East Mifflin, Suite 800 City/State: Madison, Wisconsin Zip: 53703  
 Telephone: (608) 274-7447 Fax: (608) 274-7442 Email: supplea@hammescosports.com

Property Owner (if not applicant): Midwest Realty and Investment Corp., a Wisconsin Corp. d/b/a The Edgewater Hotel  
 Street Address: 666 Wisconsin Avenue City/State: Madison, Wisconsin Zip: 53703

### 4. Project Information:

Provide a general description of the project and all proposed uses of the site: Redevelopment and expansion of the existing Edgewater Hotel into a 228-room upscale hotel with dining, meeting/banquet facilities and other related amenities including a large public terrace and stairway connecting Langdon Street and Wisconsin Avenue to Lake Mendota.

Development Schedule: Commencement Post SIP Approval, 2009 Completion Fourth Quarter 2011

CONTINUE →

**5. Required Submittals:**

**Site Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:

- **Seven (7) copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
- **Seven (7) copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
- **One (1) copy** of the plan set reduced to fit onto 8 ½ inch by 11 inch paper

**Letter of Intent: Twelve (12) copies** describing this application in detail but not limited to, including: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.

**Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor.

**Filing Fee:** \$ 2900.00 See the fee schedule on the application cover page. Make checks payable to: *City Treasurer.*

**IN ADDITION, THE FOLLOWING ITEMS MAY ALSO BE REQUIRED WITH YOUR APPLICATION; SEE BELOW:**

For any applications proposing demolition of existing (principal) buildings, photos of the structure(s) to be demolished shall be submitted with your application. Be advised that a *Reuse and Recycling Plan* approved by the City's Recycling Coordinator is required to be approved by the City prior to issuance of wrecking permits.

A project proposing **ten (10) or more dwelling units** may be required to comply with the City's Inclusionary Zoning requirements outlined in Section 28.04 (25) of the Zoning Ordinance. A separate INCLUSIONARY DWELLING UNIT PLAN application detailing the project's conformance with these ordinance requirements shall be submitted concurrently with this application form. Note that some IDUP materials will coincide with the above submittal materials.

A *Zoning Text* must accompany **all** Planned Community or Planned Unit Development (PCD/PUD) submittals.

**FOR ALL APPLICATIONS:** All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as **INDIVIDUAL** Adobe Acrobat PDF files compiled either on a non-returnable CD to be included with their application materials, or in an e-mail sent to [pcapplications@cityofmadison.com](mailto:pcapplications@cityofmadison.com). The e-mail shall include the name of the project and applicant. Applicants who are unable to provide the materials electronically should contact the Planning Unit at (608) 266-4635 for assistance.

**6. Applicant Declarations:**

**Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:

→ *The site is located within the limits of* the City Comprehensive Plan *Plan, which recommends:*

several goals and objectives as outlined in Project Summary. No neighborhood plan is adopted. *for this property.*

**Pre-application Notification:** Section 28.12 of the Zoning Ordinance requires that the applicant notify the district alder and any nearby neighborhood or business associations by mail no later than **30** days prior to filing this request:

→ *List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:*

Bridget Maniaci - Alder for District 2 and Gene Devitt - Chairperson of Mansion Hill Historic District. Sent May 16th.

*If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.*

**Pre-application Meeting with staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning Counter and Planning Unit staff; note staff persons and date.

Planner Brad Murphy Date 8/14/09 | Zoning Staff Matt Tucker Date 8/14/09  
Last Meeting Last Meeting

**The signer attests that this form has been completed accurately and all required materials have been submitted:**

Printed Name Robert D. Van Date 8/19/2009

Signature [Handwritten Signature] Relation to Property Owner \_\_\_\_\_

Authorizing Signature of Property Owner See Attached Letters Date 8/19/2009



22 East Mifflin Street, Suite 800  
Madison, Wisconsin 53703  
Tel: 608 274 7447 Fax: 608 274 7442



September 8, 2009

Mr. John D. Larson  
Chairman, President and CEO  
**NATIONAL GUARDIAN LIFE INSURANCE GROUP**  
Two East Gilman Street  
Madison, Wisconsin 53701

Re: Edgewater Hotel

Dear Mr. Larson

Pursuant to Section 8 of the Stock Purchase Agreement between National Guardian Life Insurance Company and Landmark X, LLC a copy of the Preliminary Development Plan for the Edgewater Hotel was provided prior to July 15, 2008. An updated Preliminary Development Plan was provided, acknowledged and approved as part of Amendment #1 to the Stock Purchase Agreement. Landmark also received approval as part of Amendment #1 from National Guardian to submit a formal Planned Unit Development (the "PUD") submission to the City of Madison which encompassed the land included as part of the existing Edgewater Hotel as well as additional land that may be purchased from National Guardian Life Insurance Company under the terms and conditions as outlined in the above referenced Amendment #1 to the Stock Purchase Agreement.

Landmark has prepared a formal Planned Unit Development ("PUD") submission to the City of Madison as part of the entitlement process. The Seller is requested to acknowledge and agree to the Buyer's submission of the PUD to the City of Madison by signing below and returning a copy to the Buyer.

Please call me at (608) 274-7447 with any questions.

Sincerely,

Amy Supple  
Development Director

Shareholder of Midwest Realty Corporation:

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John D. Larson, President

cc: Mr. David G. Walsh  
Mr. Robert P. Dunn  
Mr. Stephen R. Tumbush  
Mr. Robert A. Mucci



22 East Mifflin Street, Suite 800  
Madison, Wisconsin 53703  
Tel: 608 274 7447 Fax: 608 274 7442

August 18, 2009

Mr. A. Scott Faulkner  
**EDGEWATER HOTEL**  
P.O. Box 8  
Madison, Wisconsin 53701

Re: Edgewater Hotel

Dear Mr. Faulkner:

As acknowledged in paragraph 2 of Amendment #1 and paragraph 1 of Amendment #4 to the Stock Purchase Contract between A. Scott Faulkner and Lynne Faulkner (collectively as the "Seller") and Landmark X, LLC or its affiliates or assignees (the "Buyer" or "Landmark") the Buyer has engaged in discussions with City of Madison officials regarding the potential expansion and/or renovation of the Edgewater Hotel and has entered into the entitlement process for the proposed redevelopment of the Property. This letter will serve to confirm that the Seller has granted the Buyer the right to enter into a formal process with the City of Madison to pursue entitlements for the proposed redevelopment of the hotel and related land. However, any such entitlements shall be conditioned on Buyer closing on purchase of the Property.

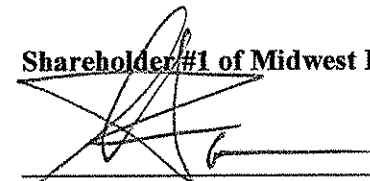
Please call me at (608) 274-7447 with any questions.

Sincerely,

Amy Supple  
Development Director

cc: Mr. Jon C. Nordenberg  
Mr. Robert P. Dunn  
Mr. Tim Valentyn

**Shareholder #1 of Midwest Realty Corporation:**

  
A. Scott Faulkner  
Date 8/18/09

**Shareholder #2 of Midwest Realty Corporation:**

  
Lynne Faulkner  
Date 8/19/09