



EDGEWATER REDEVELOPMENT

SUBMITTAL PACKAGE
URBAN DESIGN COMMISSION

SUBMITTED BY:
LANDMARK X, LLC
A WISCONSIN LIMITED LIABILITY COMPANY

JANUARY 13, 2010



TABLE OF CONTENTS

1.0 SITE CONTEXT

2.0 EXISTING ARCHITECTURE AND ENVIRONMENT

3.0 CONTEXT OF BUILDINGS IN IMMEDIATE AREA

4.0 ARCHITECTURAL VOCABULARY – NEW CONSTRUCTION

5.0 ARCHITECTURAL VOCABULARY – HISTORIC REHABILITATION

6.0 VIEWS AND PERSPECTIVES

7.0 DESIGN PROGRESSION



DESIGN EVOLUTION – INTEGRATION OF UDC COMMENTS

INTEGRATED DESIGN COMMENTS

The following represent the primary comments we have received from the Urban Design Commission (UDC), all of which have been incorporated in the design.

- ☑ Reduce Height
- ☑ Reduce Size of Penthouse / No Capitol Height Penetration (Penthouse)
- ☑ Study / Reduce Floor-to-Floor Heights
- ☑ Reduce Volume and Mass
- ☑ Study Increased Setback on Wisconsin / Describe Approach
- ☑ Include Design Elements that Respond to Surrounding Architecture
- ☑ Strengthen Architectural Ties Between Buildings
- ☑ Strengthen Architecture / Make More of a Statement
- ☑ Remove Cars from View Corridor
- ☑ Enhance Views to and from the Lake
- ☑ Align Plaza with Center of Wisconsin Avenue
- ☑ Expose More of 1940's Building
- ☑ Remove More of the 1970's Building
- ☑ Reduce Vehicular Area/Increase Pedestrian Space
- ☑ Better Separate Pedestrian Space from Public Space
- ☑ Expand Public Areas / Reduce Hotel Dedicated Areas
- ☑ Relocate Trucks/Buses Off Plaza
- ☑ Add More Public Space at Waterfront (On Plaza)
- ☑ Add More Public Space at Waterfront (On Lake Path)
- ☑ Look at Options to Widen Stair
- ☑ Reduce Structure Surrounding Stair
- ☑ Improve Impact from Skywalks (Impeding View and Penetration)
- ☑ Pull Podium Building Further Off Water
- ☑ Round Edges to Soften Podium



INFORMATION REQUESTED BY UDC

INFORMATION REQUESTS (PAGE 1 OF 4)

The following represents the questions and/or requests for additional information that we have received from UDC. We have responded to each of these items and provided a status updated and estimated date of completion for those items that are “in progress” and/or require further review and input from UDC or the City.

- | | | |
|-------------------------------------|---|---------------------------|
| <input checked="" type="checkbox"/> | Provide Additional Information Related to Site Context | Section 1.0, Pages 1 - 6 |
| <input checked="" type="checkbox"/> | Provide Additional Information on Existing Architecture / Environment | Section 2.0, Pages 1 - 4 |
| <input checked="" type="checkbox"/> | Provide Information on Context to Buildings in Immediate Area | Section 3.0, Pages 1 - 5 |
| <input checked="" type="checkbox"/> | Provide Cross Section of Wisconsin Avenue | Section 3.0, Page 1 |
| <input checked="" type="checkbox"/> | Provide Additional Detail on Architecture (New Tower) | Section 4.0, Pages X – X |
| <input checked="" type="checkbox"/> | Provide Additional Detail on Historic Rehabilitation | Section 5.0, Pages 1 – 12 |
| <input checked="" type="checkbox"/> | Provide Specific Details on Configuration/Width of Stair – Study Alternates | Section 5.0, Page 8 |
| <input checked="" type="checkbox"/> | Perspectives from Lake Mendota | Section 6.0, Pages 1-2 |
| <input checked="" type="checkbox"/> | Eye Level Perspectives (At Lake Level) | Section 6.0, Pages 3-5 |
| <input checked="" type="checkbox"/> | Aerial Perspective From Lake | Section 6.0, Page 6 |
| <input checked="" type="checkbox"/> | Eye Level Perspective from Memorial Union | Section 6.0, Page 7-8 |
| <input checked="" type="checkbox"/> | Eye Level Perspective from Wisconsin Avenue | Section 6.0, Pages 9-12 |
| <input checked="" type="checkbox"/> | Eye Level Perspective from Langdon Street | Section 6.0, Pages 13-16 |
| <input checked="" type="checkbox"/> | Eye-Level Perspective from Capitol | Section 6.0, Page 18 |



INFORMATION REQUESTED BY UDC

INFORMATION REQUESTS (PAGE 2 OF 4)

- | | | |
|-------------------------------------|---|--------------------------|
| <input checked="" type="checkbox"/> | Demonstrate Reductions in Height / Mass of Building | Section 7.0, Pages 1 - 3 |
| <input checked="" type="checkbox"/> | Provide Specific Information on Density/FAR Calculation | Section 7.0, Pages 4 - 5 |
| <input checked="" type="checkbox"/> | Describe the Building Setback | Section 7.0, Pages 8-9 |
| <input checked="" type="checkbox"/> | Describe Impacts to View Corridor | Section 7.0, Pages 10-11 |
| <input checked="" type="checkbox"/> | Delineate Public Space / Access | Section 7.0, Pages 12-15 |
| <input checked="" type="checkbox"/> | Show Improvements to Public Space/Grand Stair | Section 7.0, Pages 17-19 |
| <input checked="" type="checkbox"/> | Demonstrate Vehicular Movements / Impacts | Section 7.0, Pages 20-21 |
| <input checked="" type="checkbox"/> | Demonstrate Bus Loading / Turning | Section 7.0, Pages 22-23 |
| <input checked="" type="checkbox"/> | Demonstrate Truck Loading / Turning | Section 7.0, Pages 22-23 |
| <input checked="" type="checkbox"/> | Provide Sun/Shadow Study | Section 7.0, Page 25 |
| <input checked="" type="checkbox"/> | Does this Establish a Precedent | Section 7.0, Pages 26-27 |
| <input checked="" type="checkbox"/> | Consider Green Roof | Section 7.0, Pages 28 |
| <input checked="" type="checkbox"/> | Consider LEED Certification | Section 7.0, Pages 29-30 |
| <input checked="" type="checkbox"/> | Describe Location of Roof-Top Installations | Section 7.0, Page 31 |
| <input checked="" type="checkbox"/> | Provide Information on Location of Residential Units | Section 7.0, Page 33 |



INFORMATION REQUESTED BY UDC

INFORMATION REQUESTS (PAGE 3 OF 4)

- | | |
|--|-----------------------|
| <input checked="" type="checkbox"/> Describe Potential to Build on NGL Site | Section 7.0, Pages 35 |
| <input checked="" type="checkbox"/> Explain Approach to TIF Funding / What TIF is Used For | Section 7.0, Pages 37 |

INFORMATION PROVIDED UNDER SEPARATE COVER

- | | |
|---|--|
| <input checked="" type="checkbox"/> Provide Tour of Facility | Completed |
| <input checked="" type="checkbox"/> Provide an Existing Site Plan | Part of PUD Submittal 10/28/09, Re-attached with January 12, 2010 UDC letter |
| <input checked="" type="checkbox"/> Provide Information of Floor to Floor Heights | Part of PUD Submittal 10/28/09, Re-attached with January 12, 2010 UDC letter |
| <input checked="" type="checkbox"/> Provide an Existing Site Plan | Part of PUD Submittal 10/28/09, Re-attached with January 12, 2010 UDC letter |
| <input checked="" type="checkbox"/> Information on Storm water Control | Part of PUD Submittal 10/28/09, Re-attached with January 12, 2010 UDC Letter |
| <input checked="" type="checkbox"/> Status of Discussions of DNR | Status On-Going, Update at Meeting on January 20, 2010 |
| <input checked="" type="checkbox"/> Traffic Study | Attached with January 12, 2010 UDC Letter |
| <input checked="" type="checkbox"/> Shadow Study | Large scale version attached with January 12, 2010 UDC Letter |



INFORMATION REQUESTED BY UDC

OTHER PENDING INFORMATION (PAGE 4 OF 4)

- | | |
|--|---|
| <input checked="" type="checkbox"/> Langdon Street Elevation | Underway. To be completed prior to January 27, 2010 submittal. |
| <input checked="" type="checkbox"/> Detailed Landscape Plan | Updated Concepts at January 20 th for Comment/Final with Final Submittal |
| <input checked="" type="checkbox"/> Tree Survey | Underway. To be completed for February 1, 2010 UDC meeting. |
| <input checked="" type="checkbox"/> Wind/Snow Study | Underway. To be completed prior to final UDC submittal. |
| <input checked="" type="checkbox"/> Traffic and Engineering Review | Additional Information Requested. Update in January 27, 2010 submittal. |
| <input checked="" type="checkbox"/> Provide nightscape information/lighting plan | Will be provided with final UDC submittal in accordance with City Requirements |



SITE CONTEXT





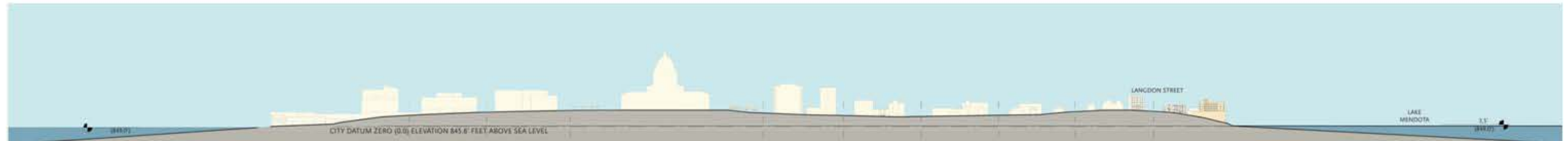
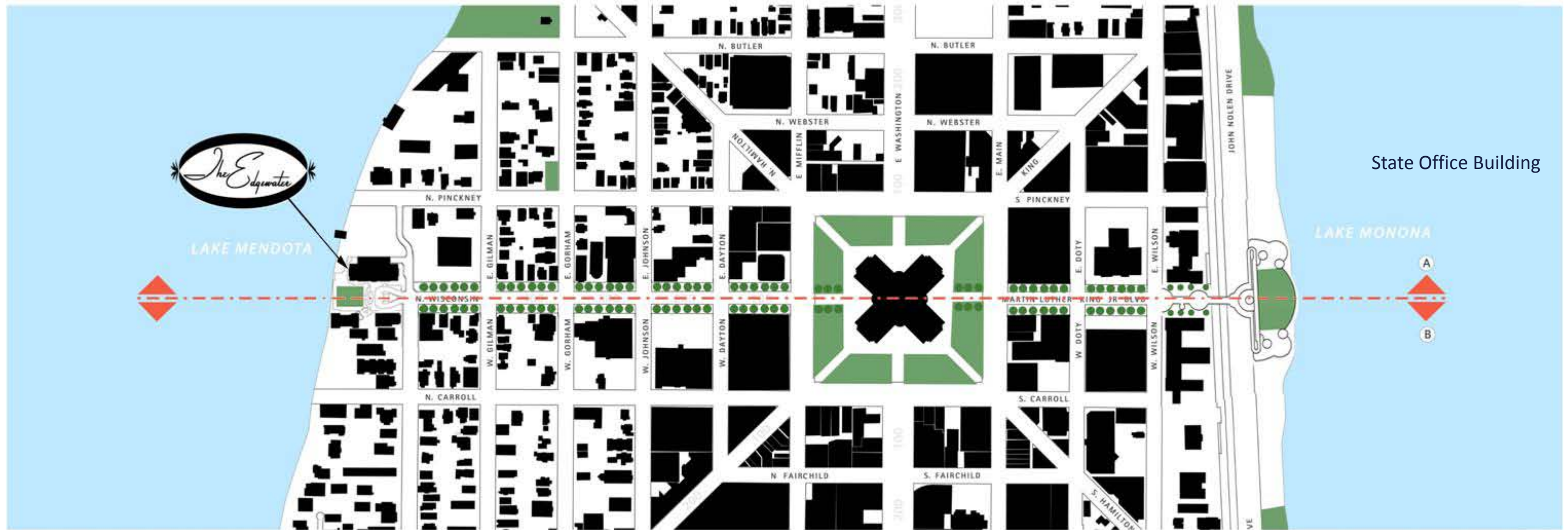
SITE CONTEXT ON WISCONSIN AVENUE

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





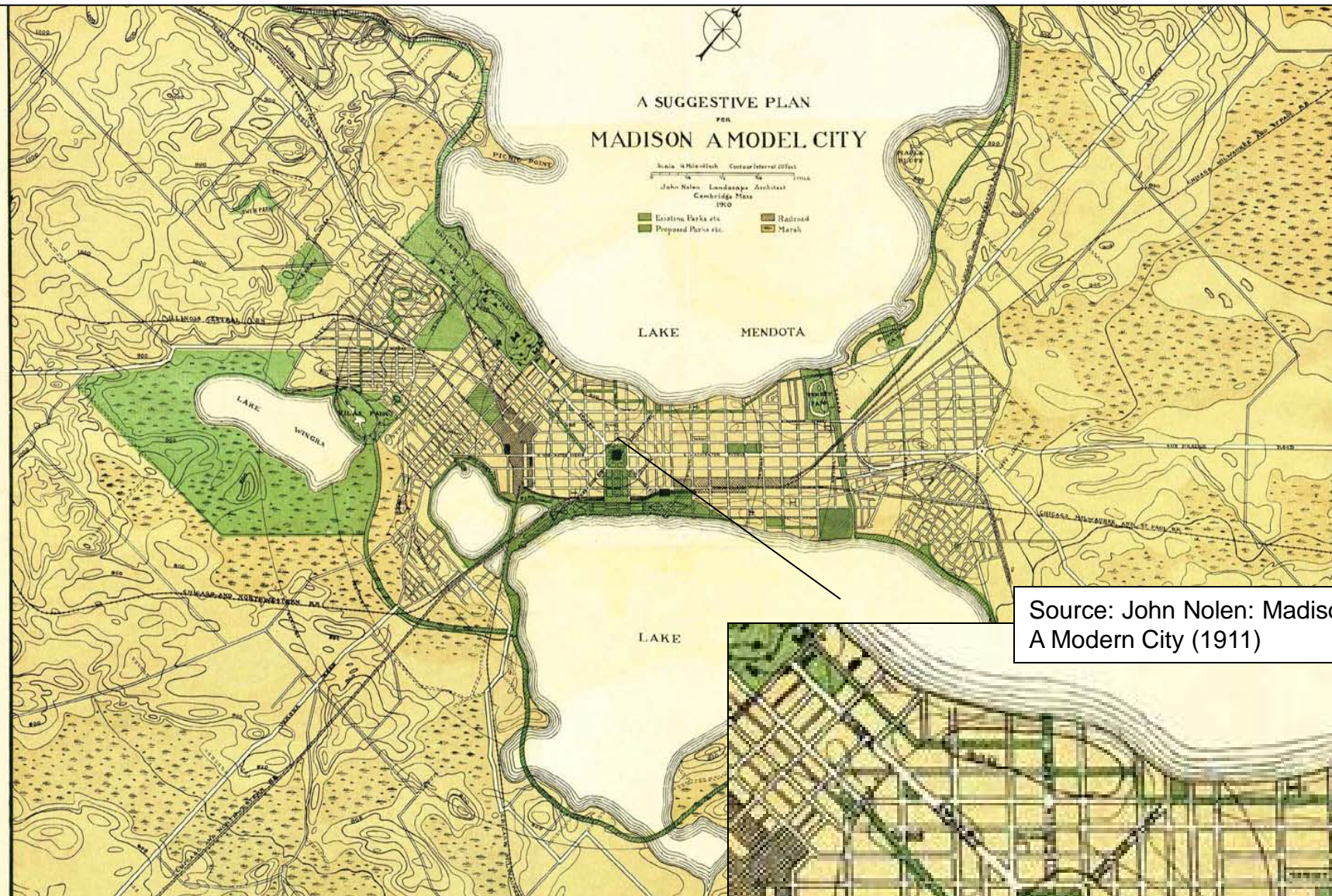
SITE CONTEXT ON WISCONSIN AVENUE





SITE CONTEXT

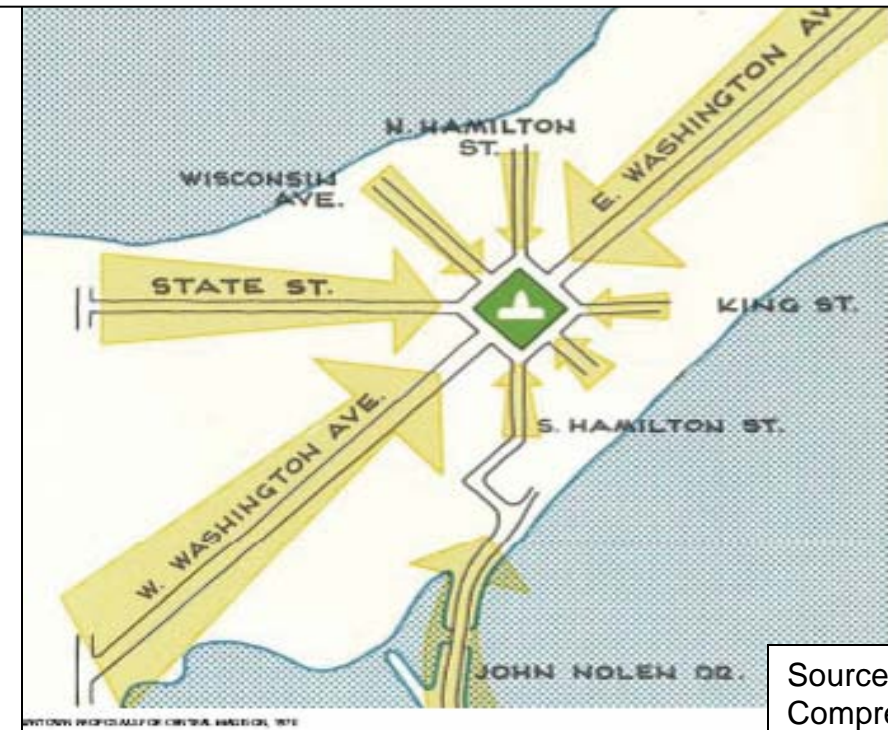
PAST PLANNING DOCUMENTS HAVE FOCUSED ON THE IMPORTANCE OF WISCONSIN AVENUE AND THE PUBLIC EXPERIENCE WITH THE WATERFRONT.



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.

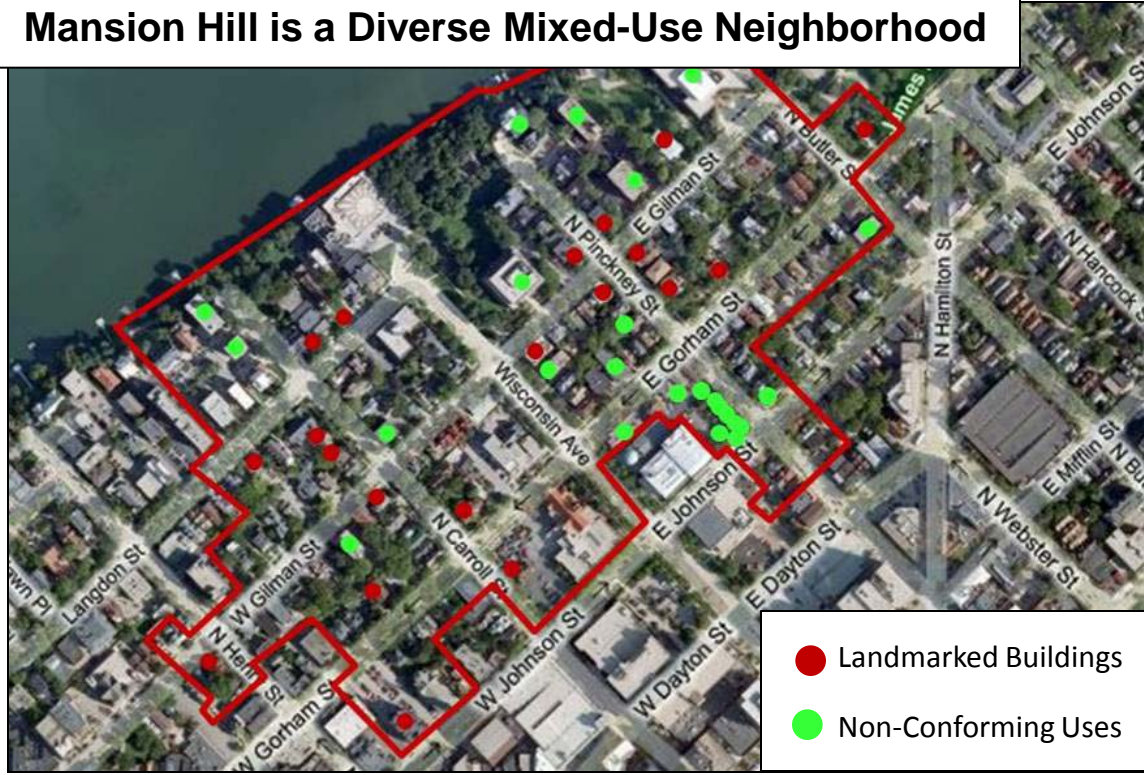
- » Downtown as a Regional Attraction
- » Access to the Lakefronts
- » Infill Development
- » Adaptive Re-use of Buildings
- » Preservation of Important Buildings
- » Framing of Street Views
- » Private Development of Open Spaces
- » Creation of Neighborhood Centers

Source: City of Madison Comprehensive Plan (January 2006)

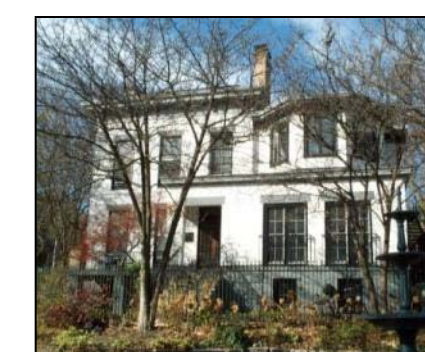


CONTEXT WITHIN HISTORIC DISTRICT

Mansion Hill is a Diverse Mixed-Use Neighborhood



- Landmarked Buildings
- Non-Conforming Uses





CONTEXT WITHIN HISTORIC DISTRICT

The Mansion Hill Historic District occupies approximately 64 acres of downtown Madison and is not defined by a single type of development or property use. The Project relates to the context of its surroundings and will contribute to the district as follows:

- The district is an urban mixed-use neighborhood with a wide-variety of conforming and non-conforming uses;
- The Edgewater has been operating as a hotel since 1948 and is an important part of the civic/commercial history of the District;
- The Edgewater is removed from the “heart” of the historic residential areas within the district;
- The site is not located near any of the historic mansions and does not impact any landmark buildings;
- The closest landmarks are fraternity and sorority houses;
- The site is not surrounded by any single family housing and is not disruptive to that housing;
- The Project is not demolishing any landmark structures or single family homes;
- The Project will restore the 1940’s building which is designated as a “Priority” structure in the original historic district plan.



***EXISTING ARCHITECTURE
AND ENVIRONMENT***





EXISTING SITE CONDITIONS – ENTRY, LOADING/UNLOADING

THE PRIMARY SITE FEATURES AND VIEWS TO THE WATER INCLUDE A LOADING DOCK, DUMPSTER AND STAGING AREA FOR TRUCKS/BUSES



Slope is 10%, Maximum Allowed by Code is 5%



City Maintained Access is Not ADA or Code Compliant





EXISTING SITE CONDITIONS – PUBLIC ACCESS / SPACES

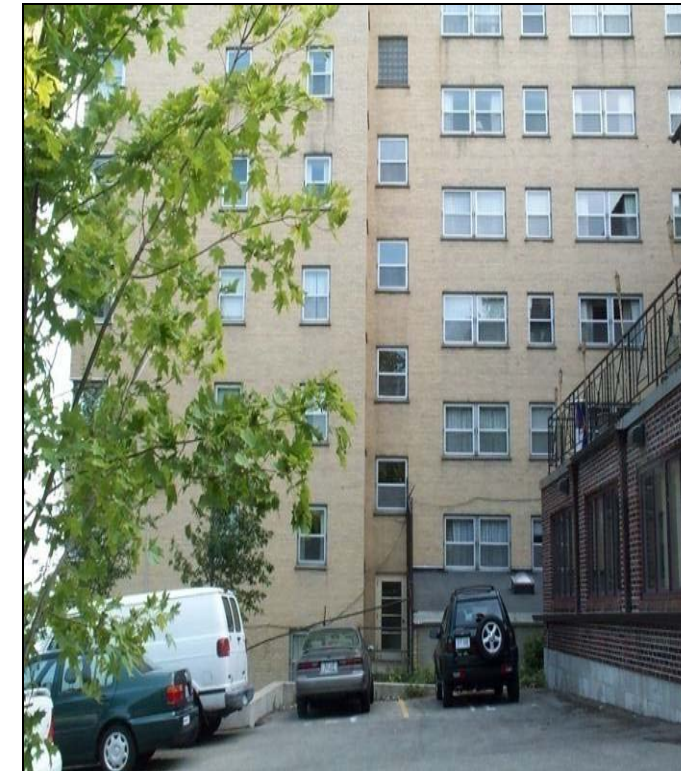
PUBLIC SPACE AND ACCESS ARE LIMITED BY CONSTRAINTS OF SITE AND THE BUILDING



Lakefront Access is Not ADA Compliant



EXISTING ARCHITECTURE - 1940'S BUILDING





EXISTING ARCHITECTURE - 1970'S BUILDING



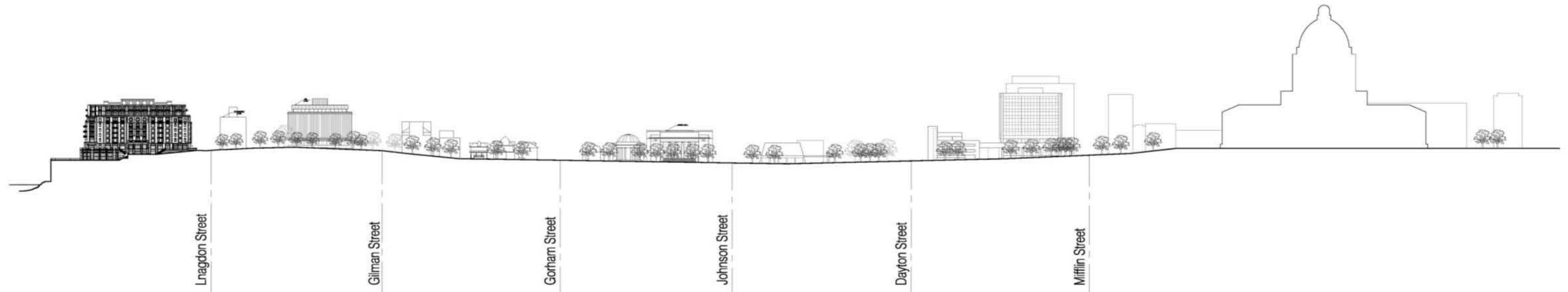


***ARCHITECTURAL VOCABULARY
RELATIONSHIP TO IMMEDIATE AREA***





CONTEXT OF PROJECT ON WISCONSIN AVENUE

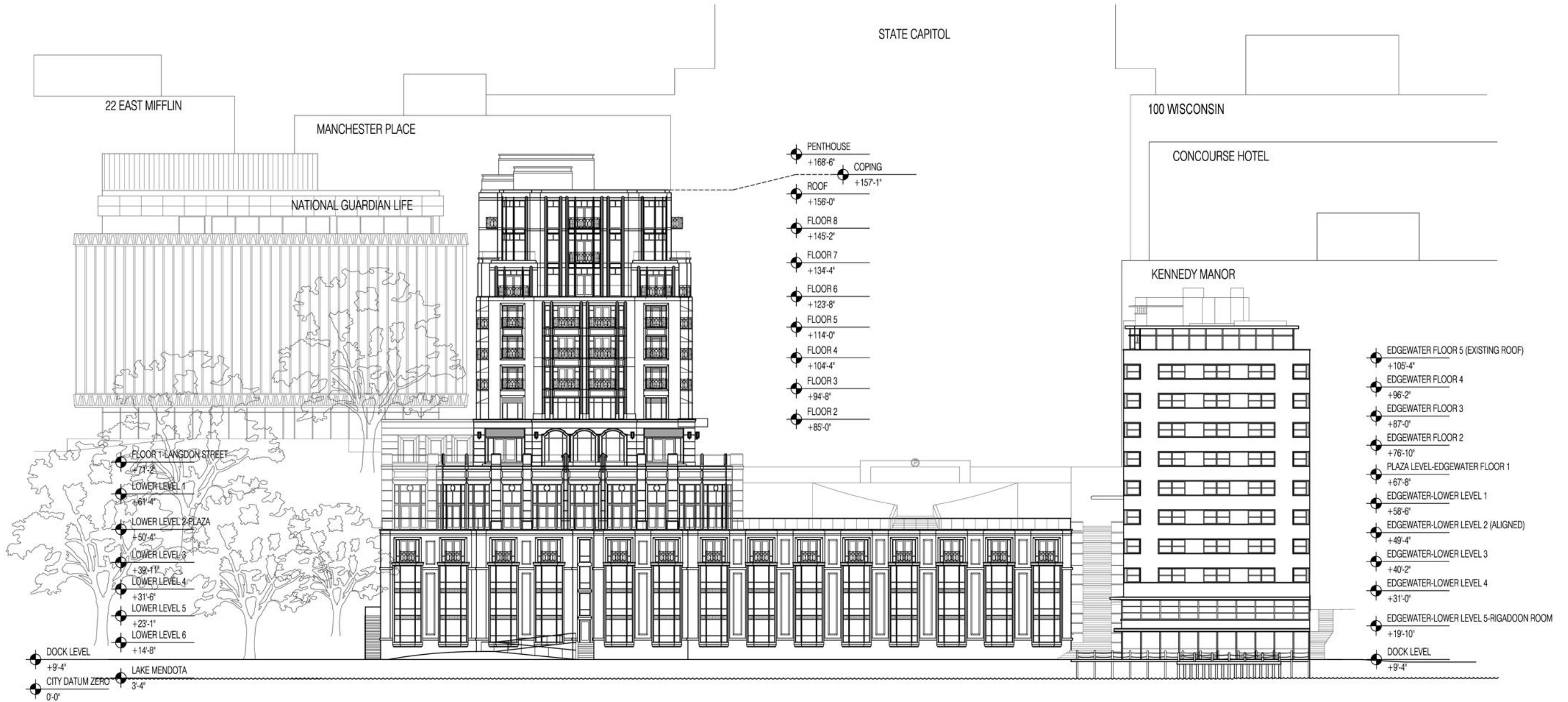


1 Elevation of New Hotel at Plaza along Wisconsin Avenue to State Capitol
SCALE: 1"=100'-0"

See Drawing A2.00 For Larger Version



HEIGHT OF BUILDINGS SURROUNDING THE SITE



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



HEIGHT OF BUILDINGS SURROUNDING THE SITE

Height Comparison

PROPOSED BUILDING



BUILDINGS SURROUNDING THE SITE



NET NEW CONSTRUCTION

157.10

EXISTING EDGEWATER

108.50

12 LANGDON

65.00

KENNEDY MANOR

135.00

10 LANGDON

99.00

2 LANGDON

99.80

NATIONAL GUARDIAN LIFE

157.10

ELEVATION COMPARISON

Heights of Adjacent Buildings Vary Between 35 and 92 Feet

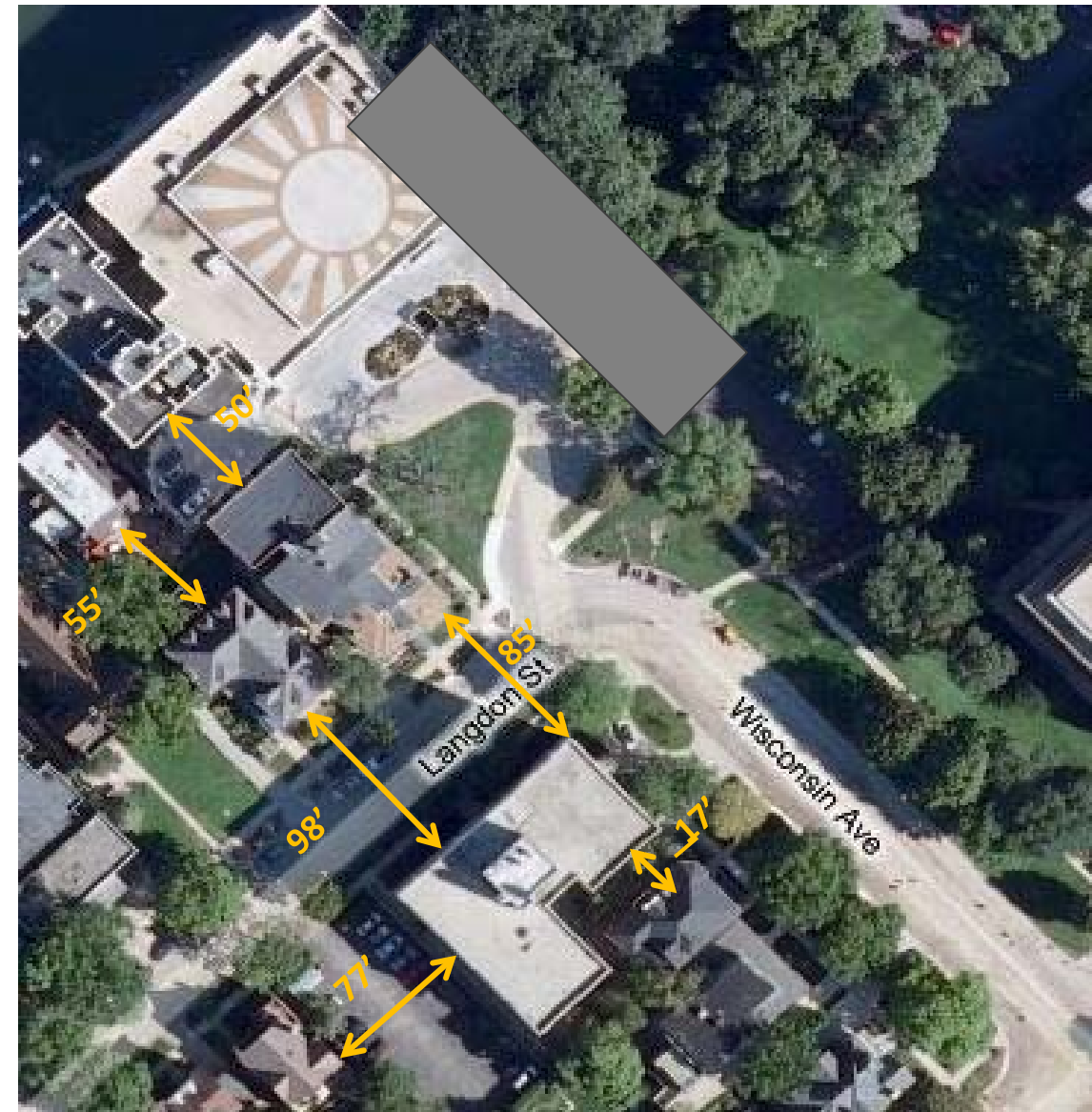
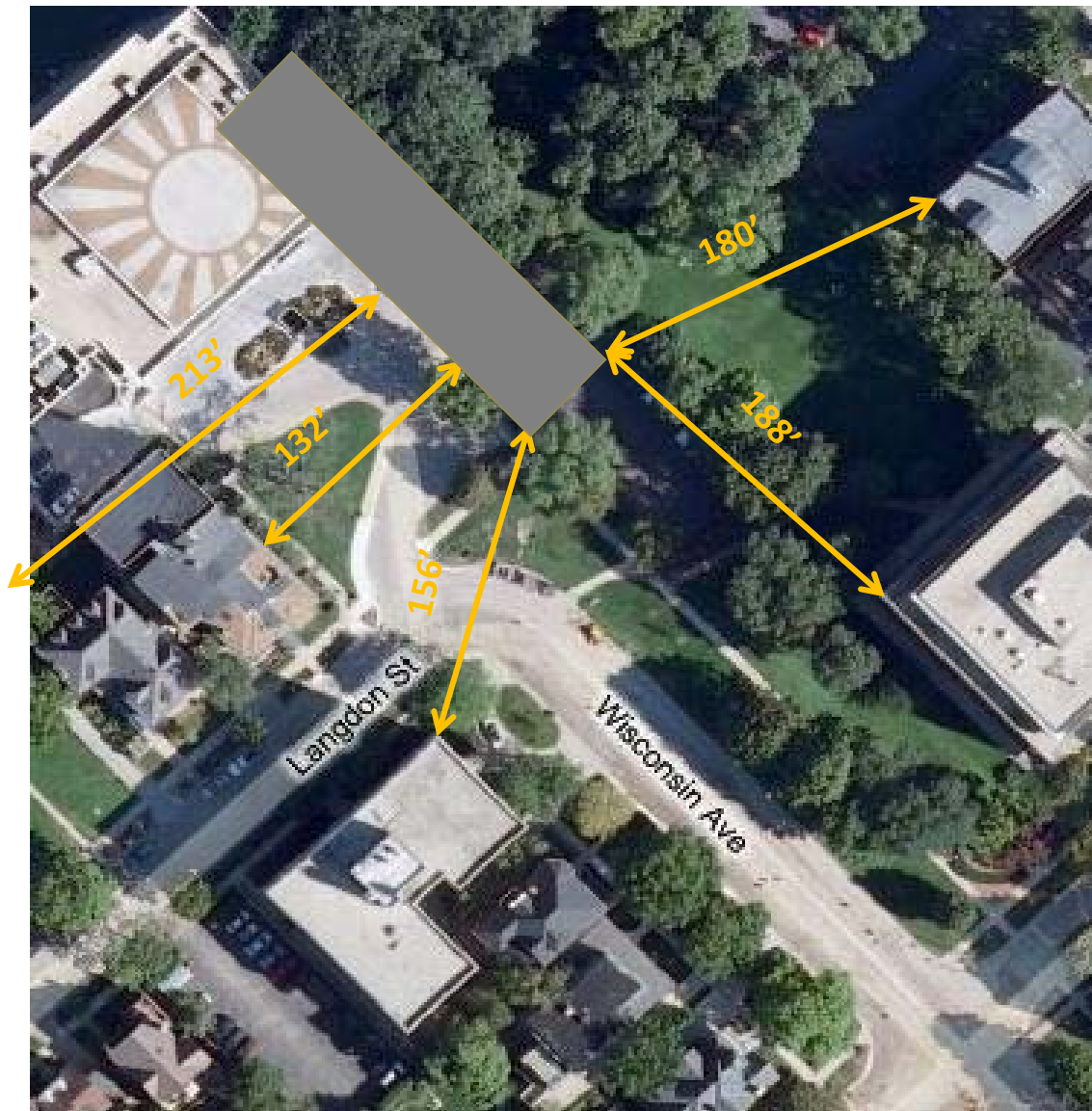
The Height of the New Tower is No Greater than the Existing Development Pattern

The Height of New Tower is Consistent with the Existing Development Pattern of Adjacent Buildings



DENSITY OF DEVELOPMENT

The Spatial Relationship Between the Proposed New Construction and All Other Adjacent Buildings is far Superior to the Existing Spatial Relationships.










Source: Virtual Earth Distance Estimation and Elkus Manfredi Plans – October 28, 2009



DENSITY OF DEVELOPMENT

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

| | PROPOSED BUILDING | BUILDINGS SURROUNDING THE SITE | | | | | |
|------------------|---|--|---|--|---|--|---|
| |  <p>PROPOSED EDGEWATER</p> |  <p>EXISTING EDGEWATER</p> |  <p>12 LANGDON</p> |  <p>KENNEDY MANOR</p> |  <p>10 LANGDON</p> |  <p>2 LANGDON</p> |  <p>NATIONAL GUARDIAN LIFE</p> |
| FLOOR AREA RATIO | 2.88/3.44 Including ROW/Without ROW | 2.05 | 0.93 | 3.80 | 1.45 | 2.30 | 0.87 |

The FAR of New Construction is Consistent with the Existing Development Pattern of Adjacent Buildings.



COMPARISON OF SQUARE FOOTAGE

| Area Comparison | PROPOSED BUILDING | BUILDINGS SURROUNDING THE SITE | | | | | | |
|--|---|--|---|---|---|---|---|--|
| |  |  |  |  |  |  |  | |
| | NET NEW CONSTRUCTION ABOVE STREET LEVEL/TOTAL NEW | EXISTING EDGEWATER | 12 LANGDON | KENNEDY MANOR | 10 LANGDON | 2 LANGDON | NATIONAL GUARDIAN LIFE | |
| SQUARE FEET | 71,390 / 133,100 46% of Space is Below Street Level | 98,874 | 14,500 | 53,600 | 9,700 | 19,600 | 76,000 | |
|  2 LANGDON (19,600 SF) | 3.64 / 6.79 | 5.04 | NA | 2.73 | NA | NA | NA | |
|  12 LANGDON (14,500 SF) | 4.92 / 9.18 | 6.82 | NA | 3.70 | NA | 1.35 | 5.24 | |
|  10 LANGDON (9,700 SF) | 7.36 / 13.72 | 10.19 | 1.49 | 5.53 | NA | 2.02 | 7.84 | |
|  KENNEDY MANOR | 1.33 / 2.48 | 1.84 | NA | NA | NA | NA | 1.42 | |

Notes: 1) The Term "Net New Construction" means it is an estimation of the square footage of the addition less the space that is removed from the 1970's building.

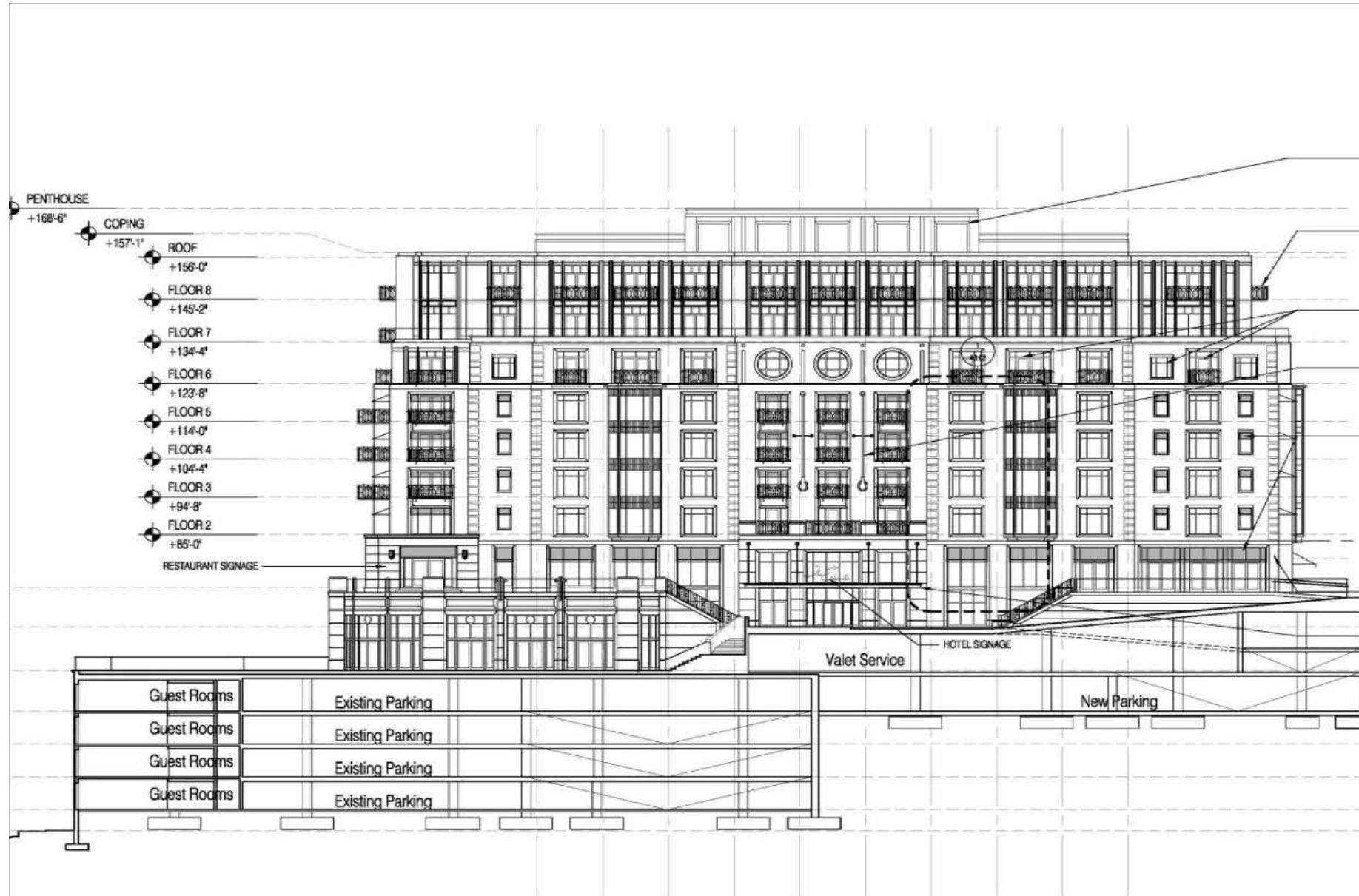


***ARCHITECTURAL VOCABULARY -
NEW CONSTRUCTION***





BUILDING ARCHITECTURE



2 Section and Elevation of New Hotel at Plaza
SCALE: 1"=20'-0"

Primary Comments/Concerns:

- » Builds off tradition of civic architecture from early century;
- » Classical details and proportions;
- » Round windows and curved entry pick up elements of 1940's / Art Deco style;
- » Warm buff palette of neighborhood;
- » Stepped massing responds to surrounding buildings;
- » Iconic/transparent architecture at top levels and waterfront;
- » Terrace ties buildings together.



ARCHITECTURAL CHARACTER – PUBLIC SPACE



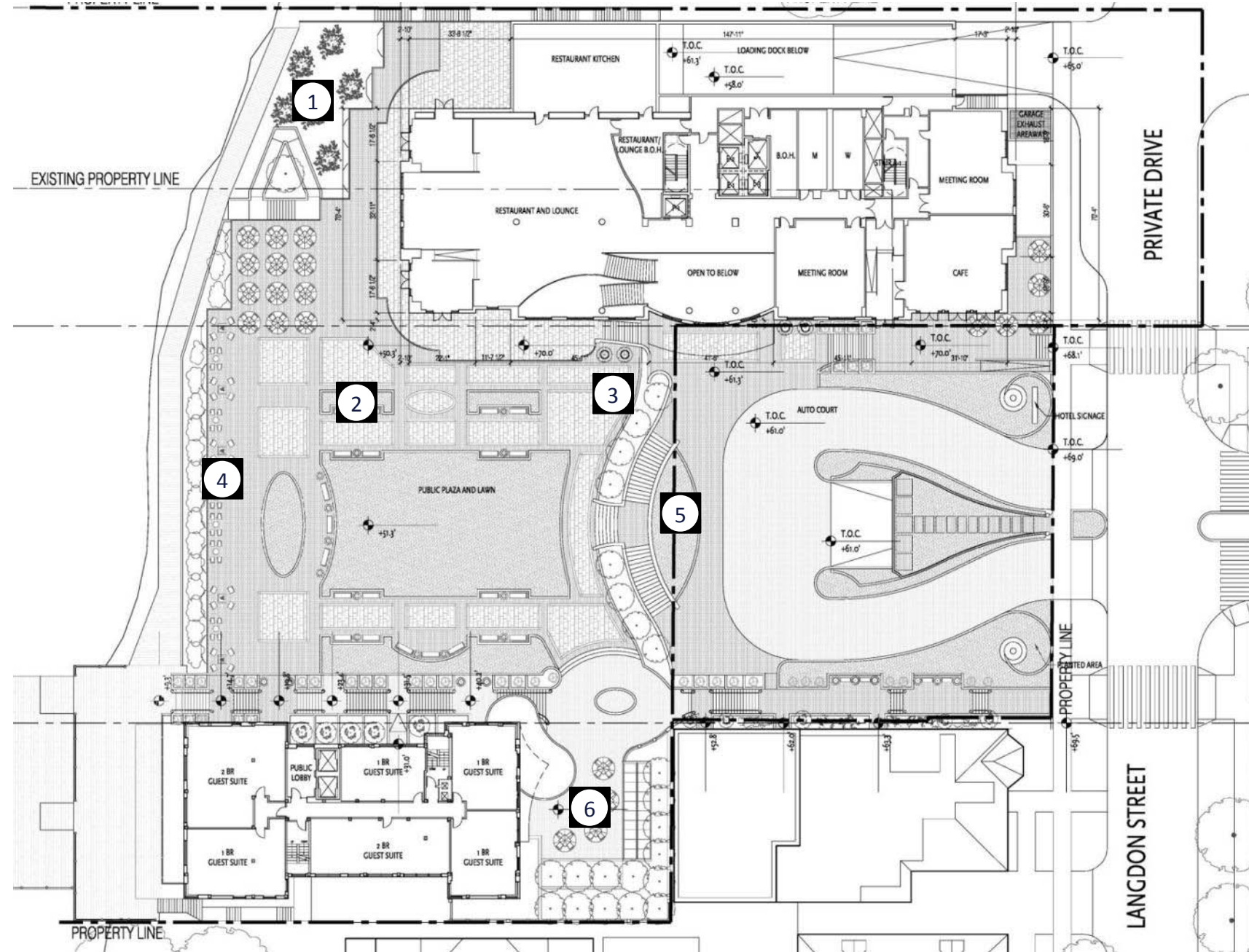
1 Quiet Lakefront Seating
NTS



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



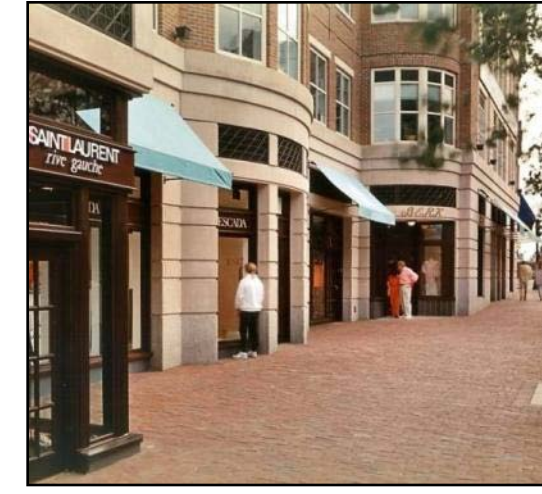
1 Dining Terraces
NTS



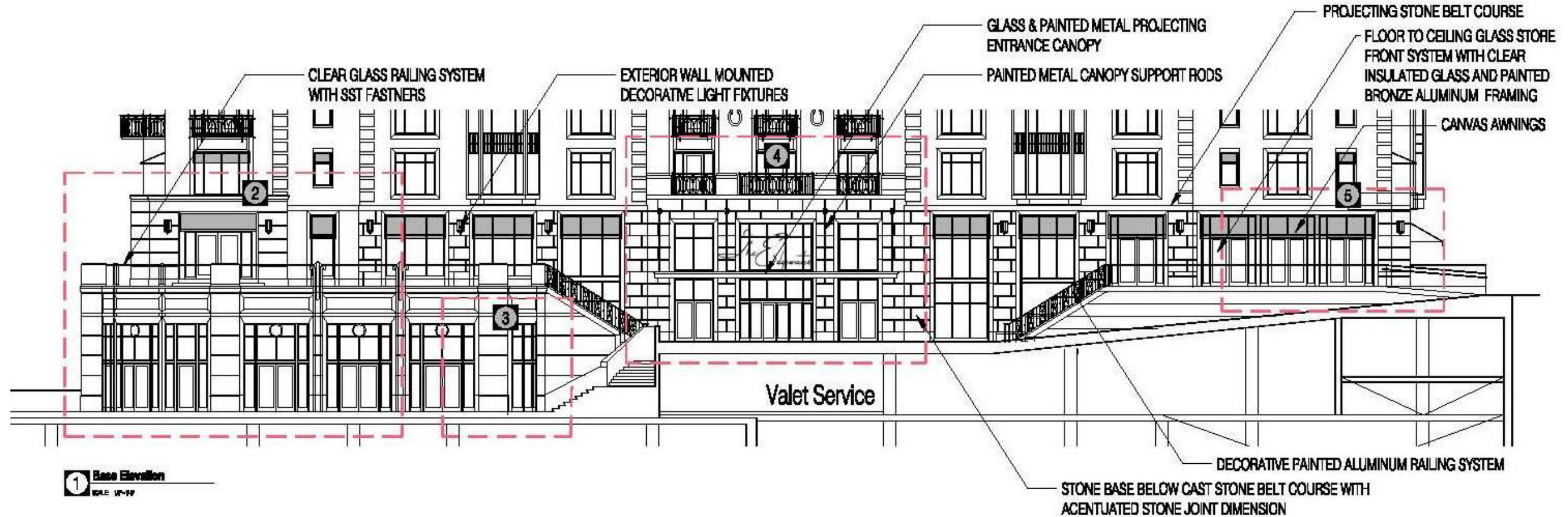
2 Monumental Entrances Compliment Scale of Public Space
NTS



3 Entry Canopy References Period Architecture
NTS



4 Storefront, Awnings and Stone Detail
NTS

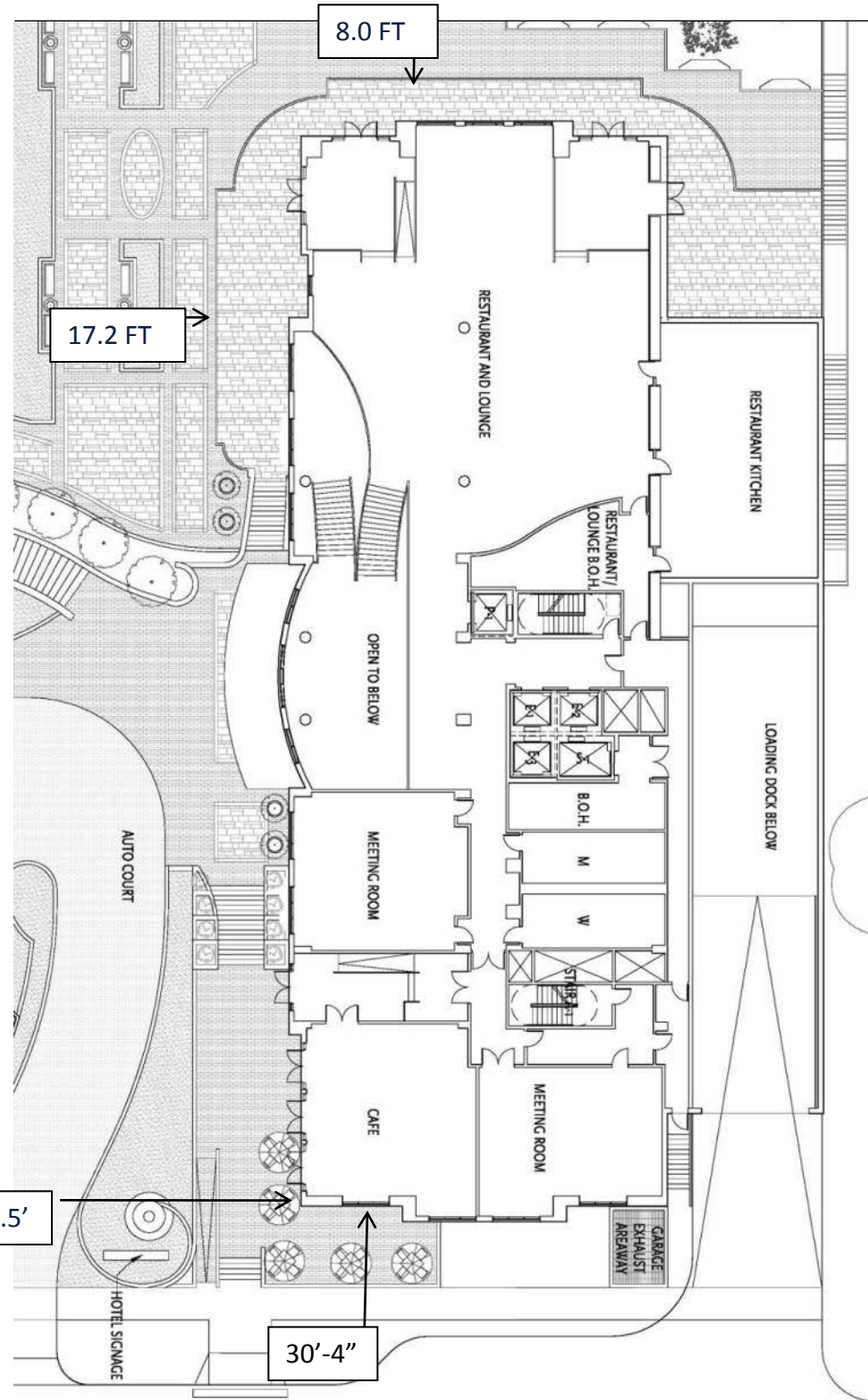


1 Base Elevation
SCALE: 1/8" = 1'-0"

See Drawing A2.06 For Larger Version



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



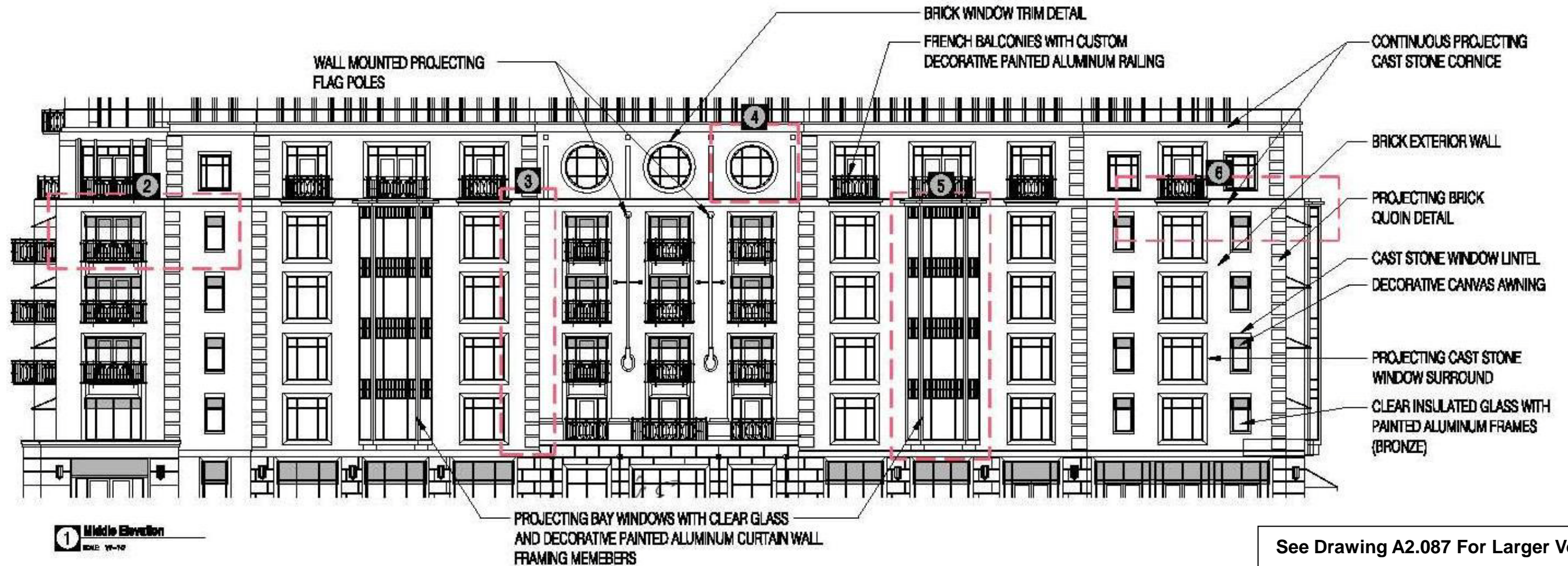
3 References to Architecture of 1940's Building



4 Bay Window

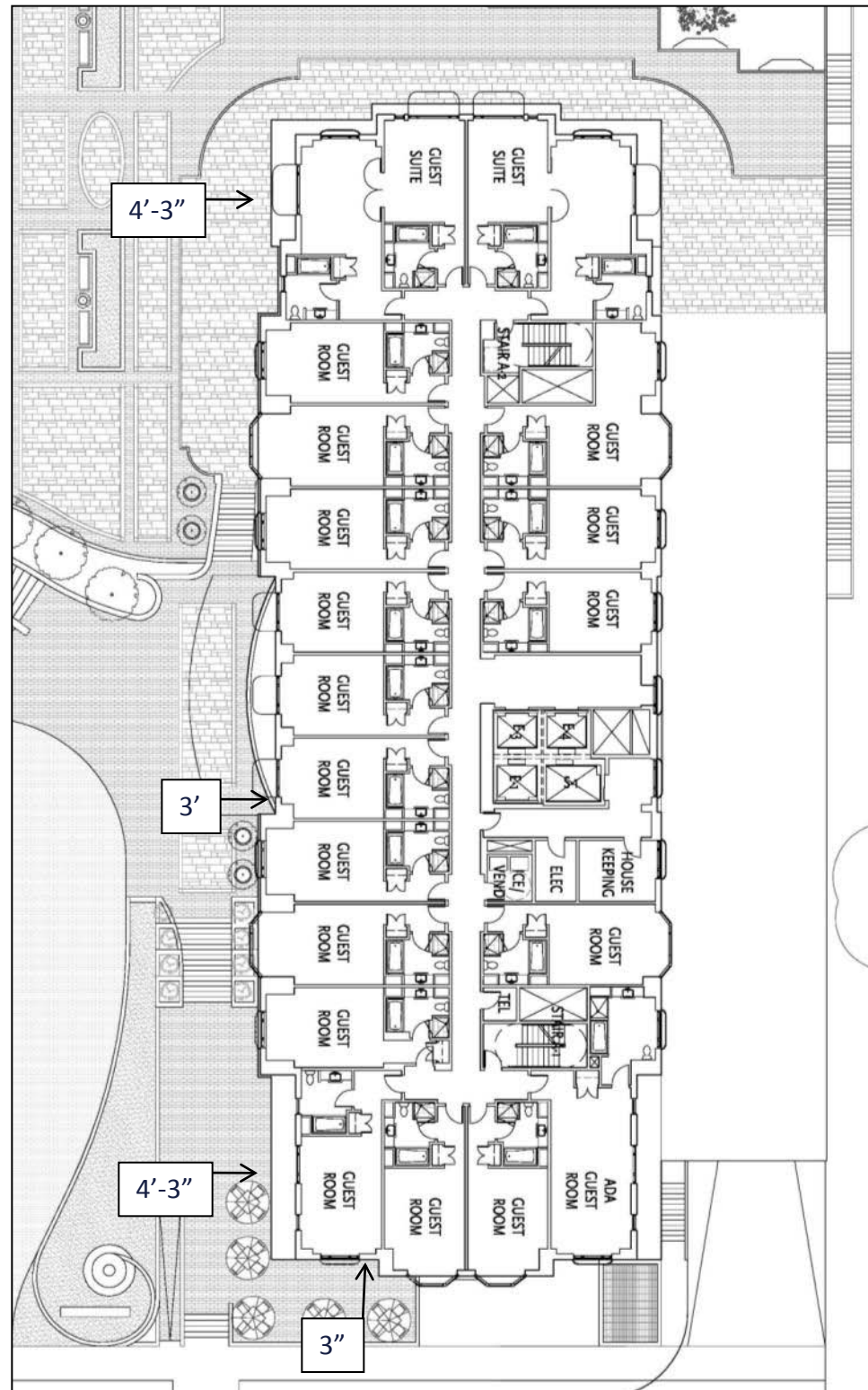


5 Building Setback at 5th Floor





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



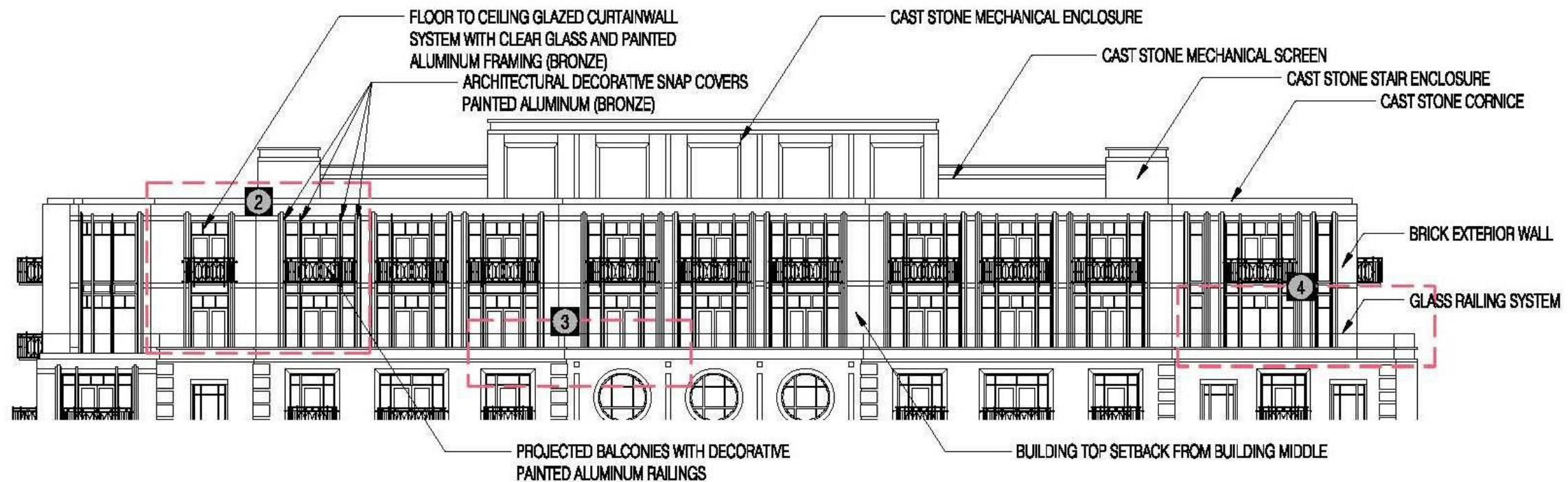
1 Architectural Character of Upper Floors
NTS



2 Architectural Details Add Depth
NTS



3 Upper Level Step Back and Balcony
NTS

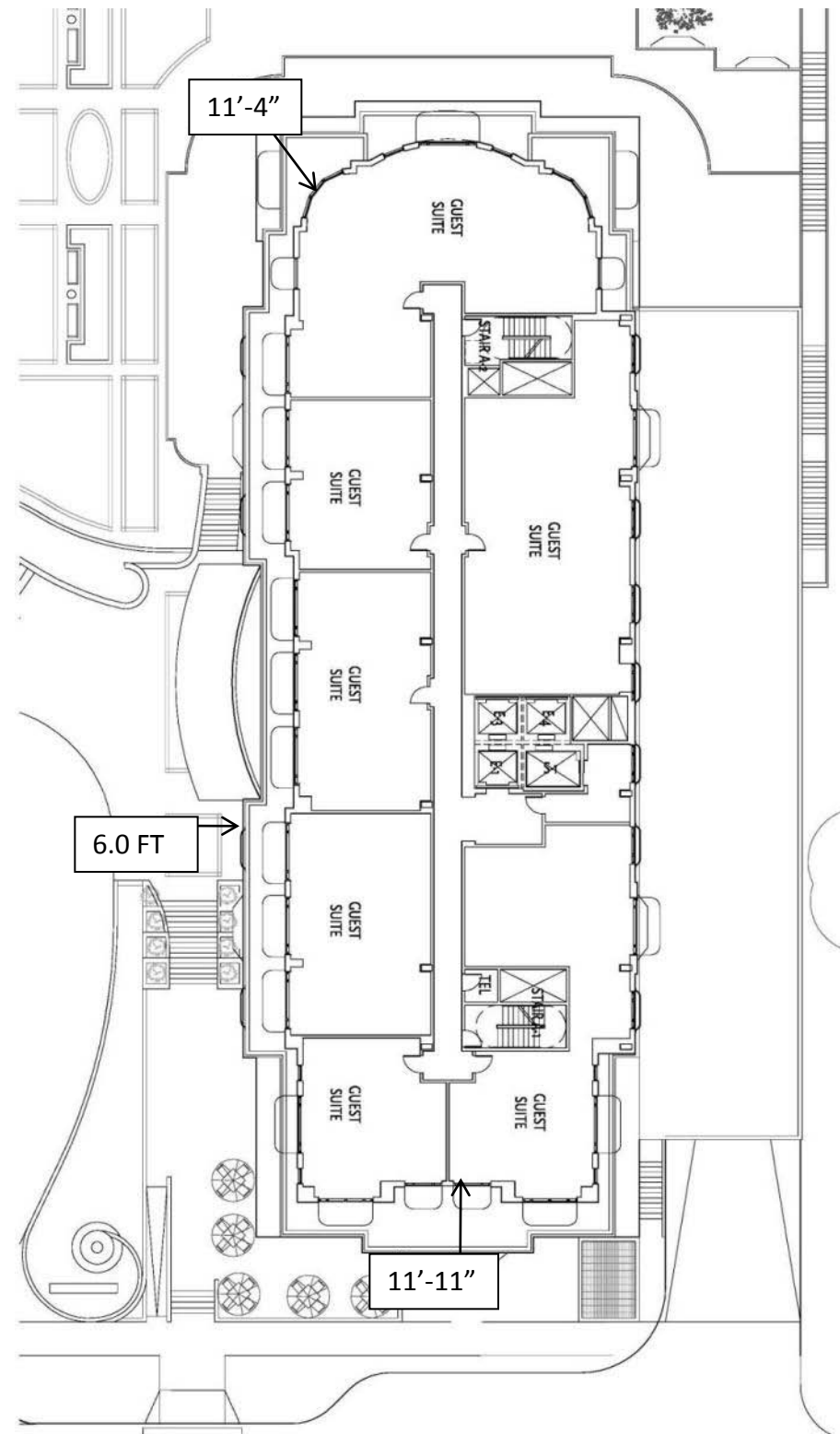


1 Top Elevation
SCALE: 1/8"=1'-0"

See Drawing A2.08 For Larger Version



ARCHITECTURAL CHARACTER – BUILDING TOP

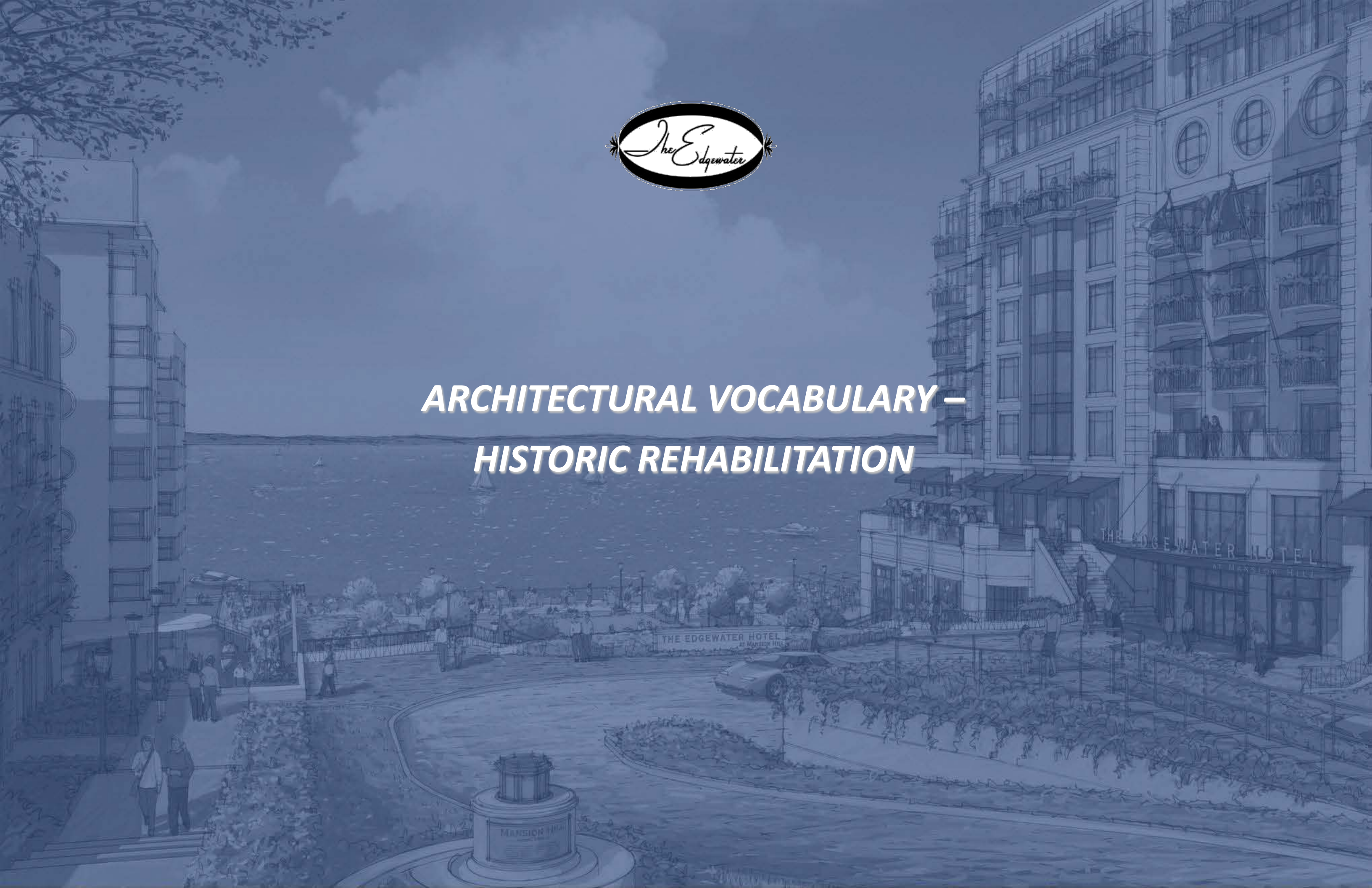


ARCHITECTURAL CHARACTER:

- 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.



**ARCHITECTURAL VOCABULARY –
HISTORIC REHABILITATION**





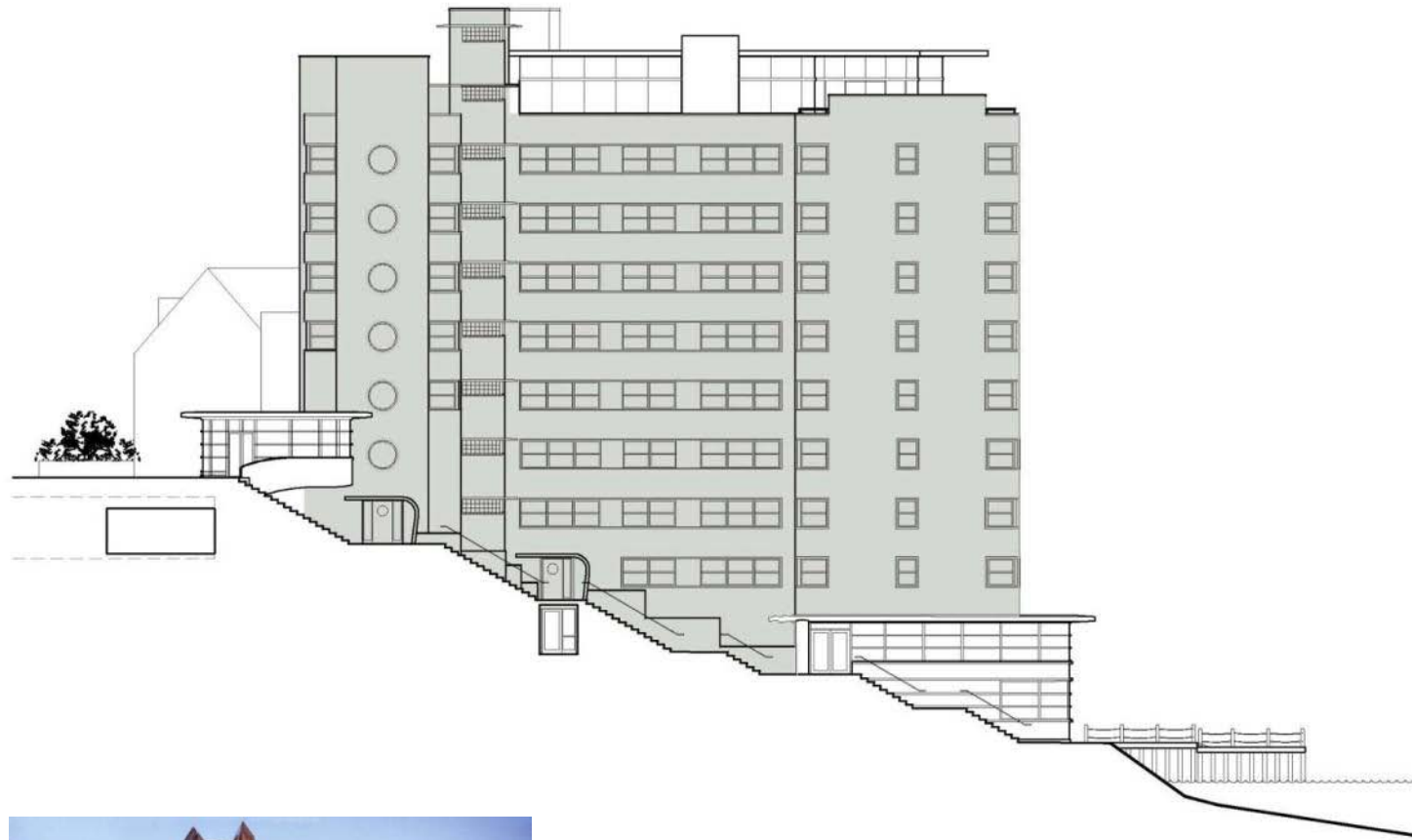
HISTORIC REHABILITATION

Existing Conditions





HISTORIC REHABILITATION



Hilton – Financial District, Boston, MA
Former office building. Façade restoration included repair of existing brick façade and matching 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;

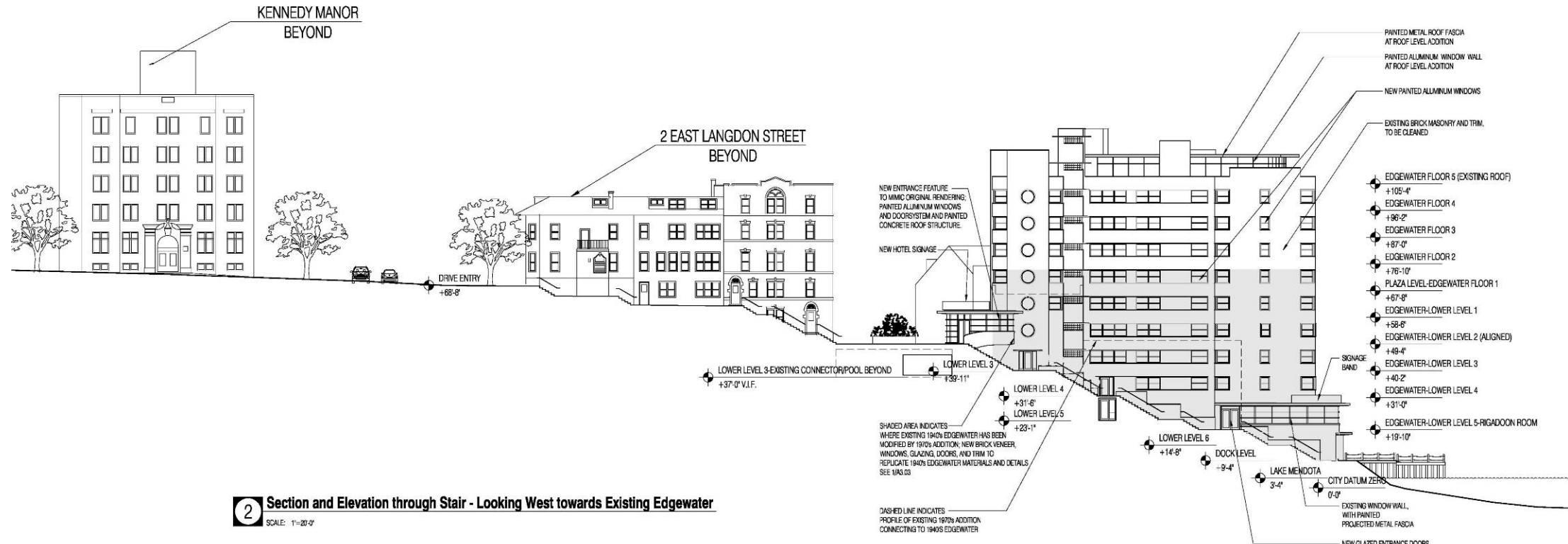
- Install new windows to match existing;

- Install new glass block and eyebrow to match existing;

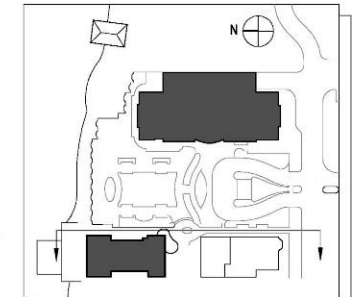
- Install new terra-cotta detail bands to match existing;



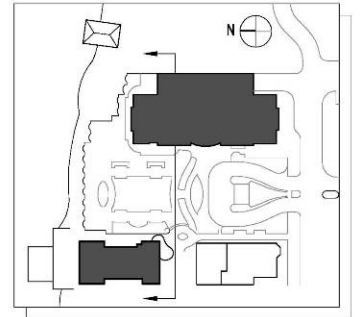
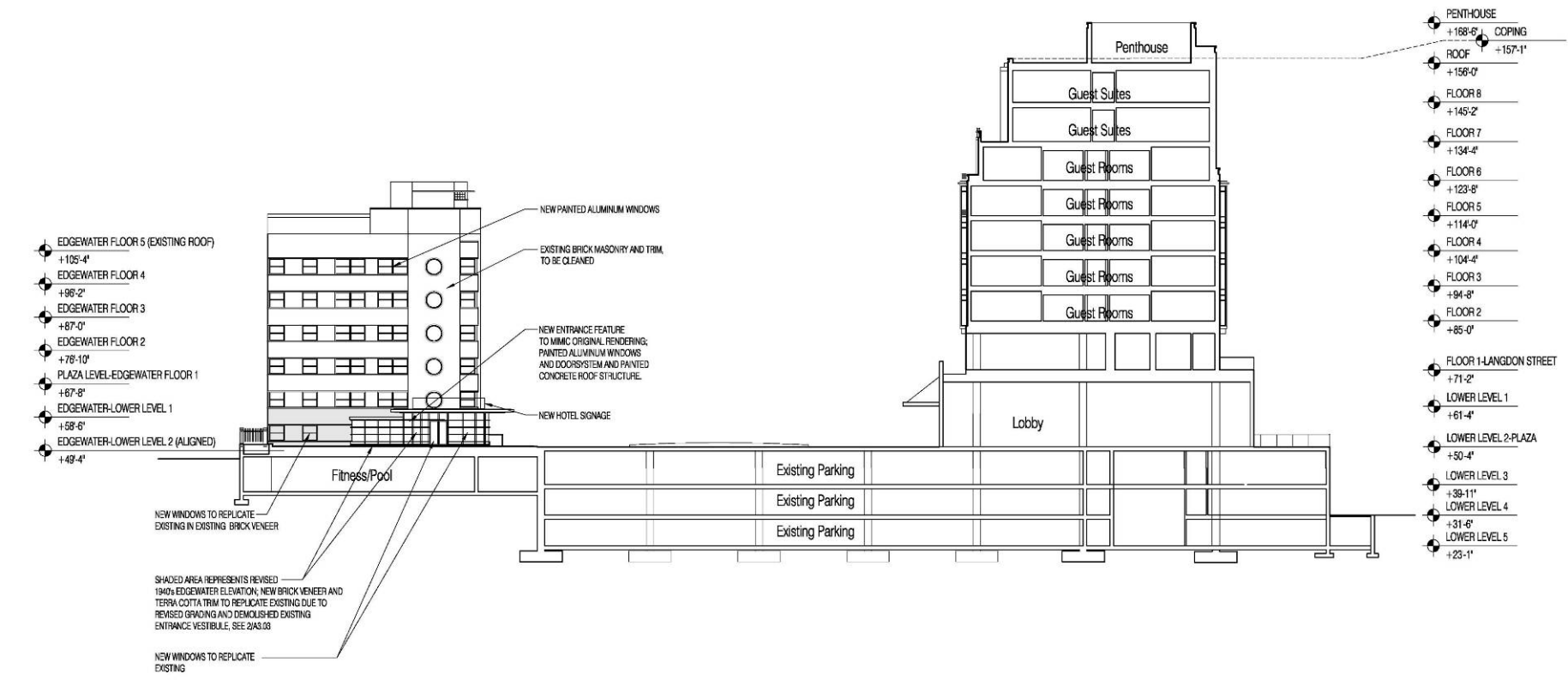
HISTORIC REHABILITATION



PROPOSED KEY ELEVATIONS



2 Section and Elevation through Stair - Looking West towards Existing Edgewater
SCALE: 1"=20'-0"



2 Section Through New Hotel and South Elevation of Existing Edgewater Hotel
SCALE: 1"=20'-0"



HISTORIC REHABILITATION



ORIGINAL RENDERING IS A REFERENCE POINT FOR KEY DESIGN ELEMENTS

New Building Features:

- New building entry to emulate original rendered entry design;
- New entry doors and canopies added at stair landings;
- New entry and extended glazing to match existing into Rigadoon Room;
- Stepped brick and terra-cotta planters along edge of new Grand Stair;
- One-story addition— continuous glass wall, set back from edge .

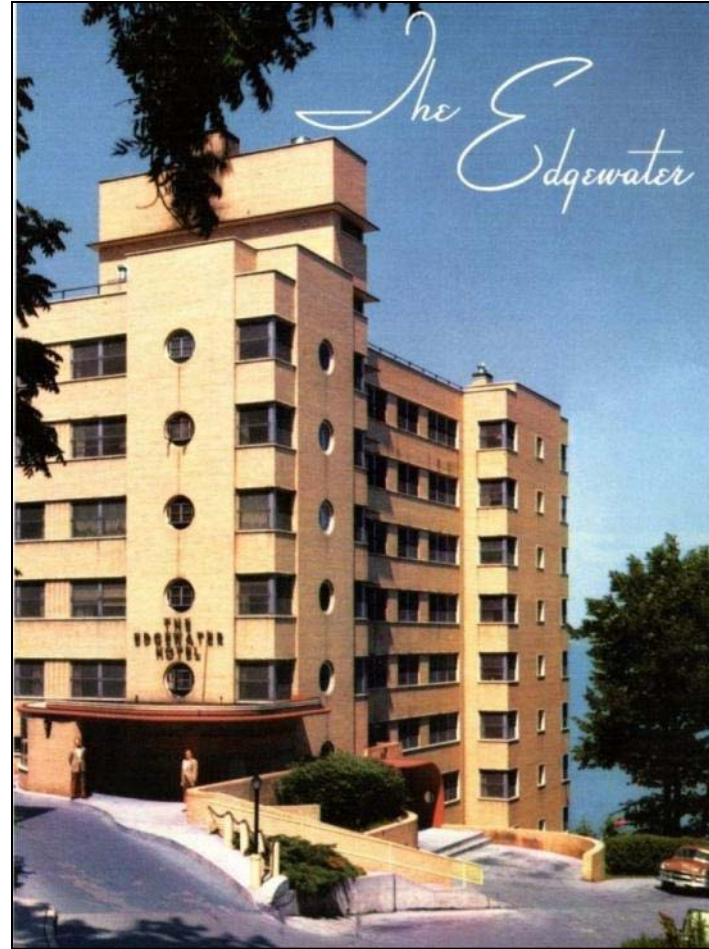
Improvements/ Responses Based on Comments to Previous Plans

- Top level of 1970's building is removed, façade more exposed;
- Bridge connections removed, no penetration to façade openings;
- Corner is opened and high lighted as a feature of the development;
- Most recent design incorporates sweeping terrace into stair elements.

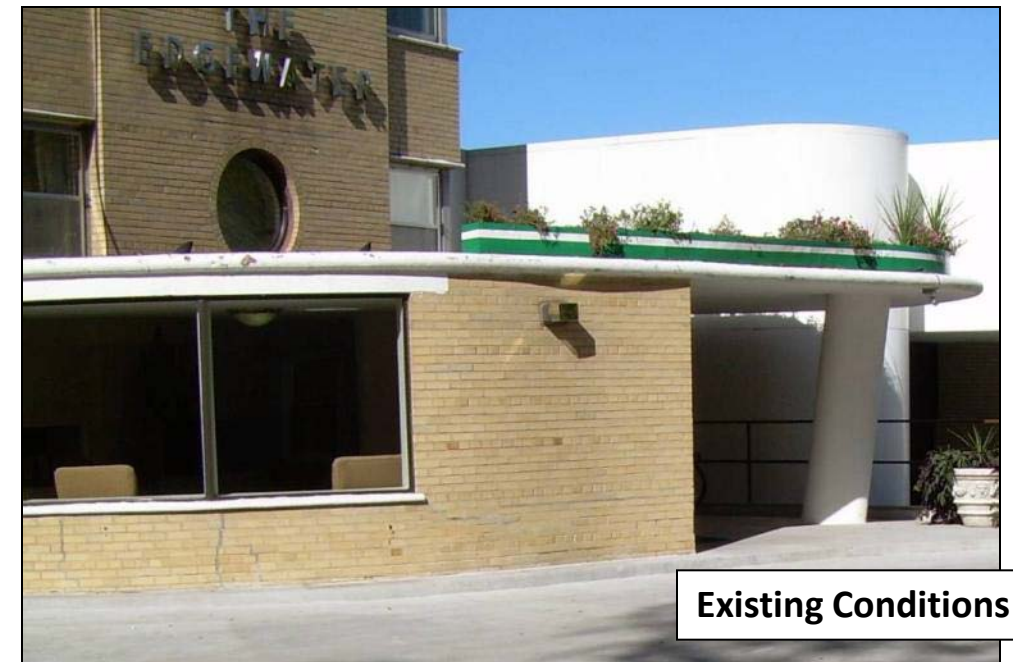


HISTORIC REHABILITATION – ENTRY CANOPY

“AS BUILT” ENTRY CANOPY



Existing Conditions

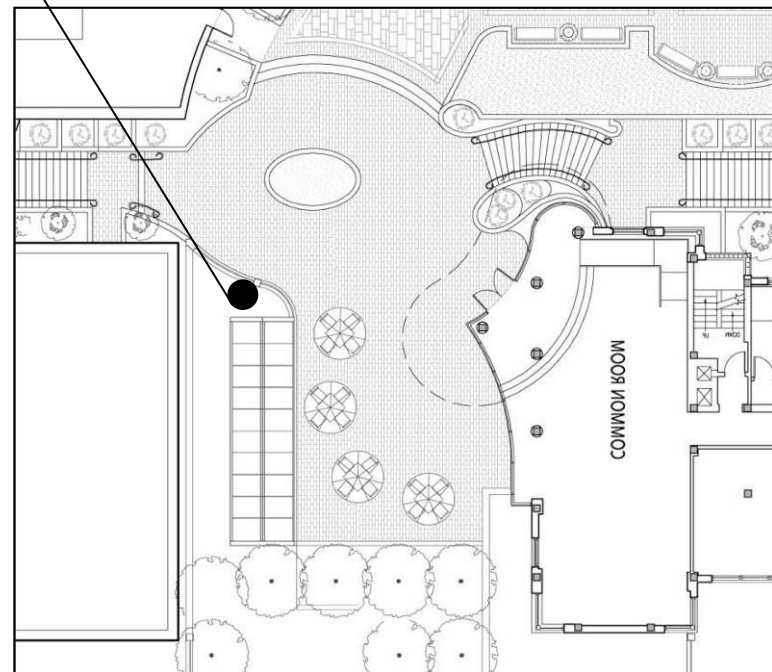
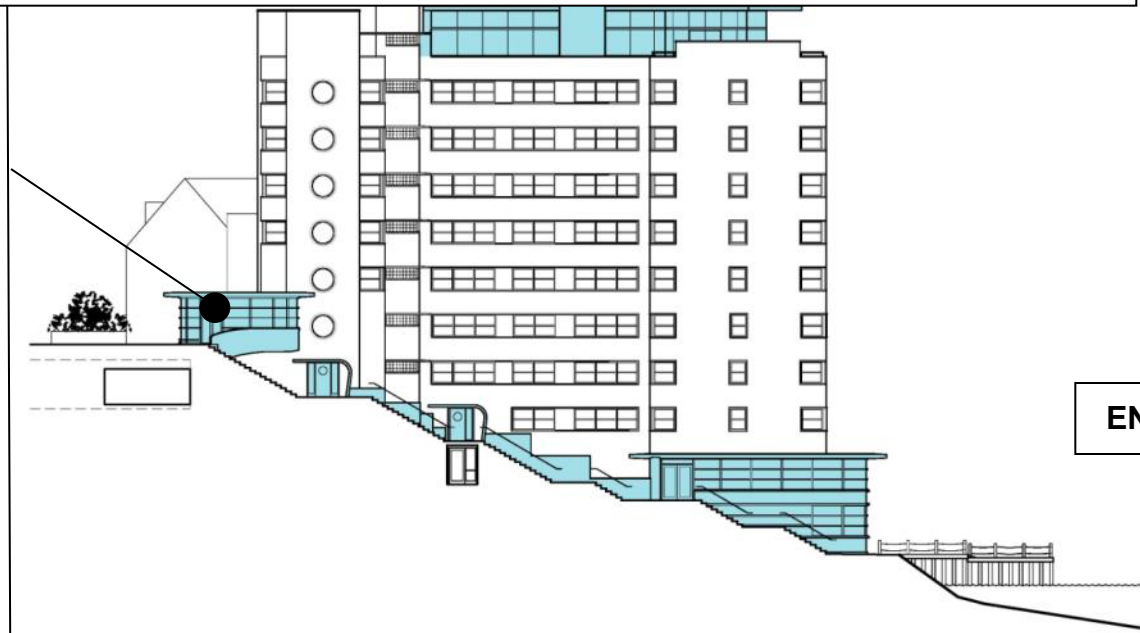


Existing Conditions



HISTORIC REHABILITATION – ENTRY CANOPY

NEW ENTRANCE FEATURE ENGAGES GRAND STAIR TO LAKE MENDOTA



ORIGINAL RENDERING

ENTRY CANOPY BECOMES ICONIC FEATURE OF PROJECT



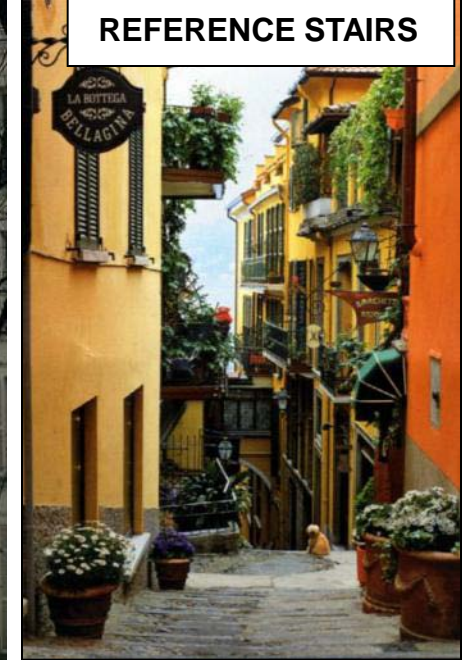


HISTORIC REHABILITATION – STAIR / HORIZONTAL EXPRESSION

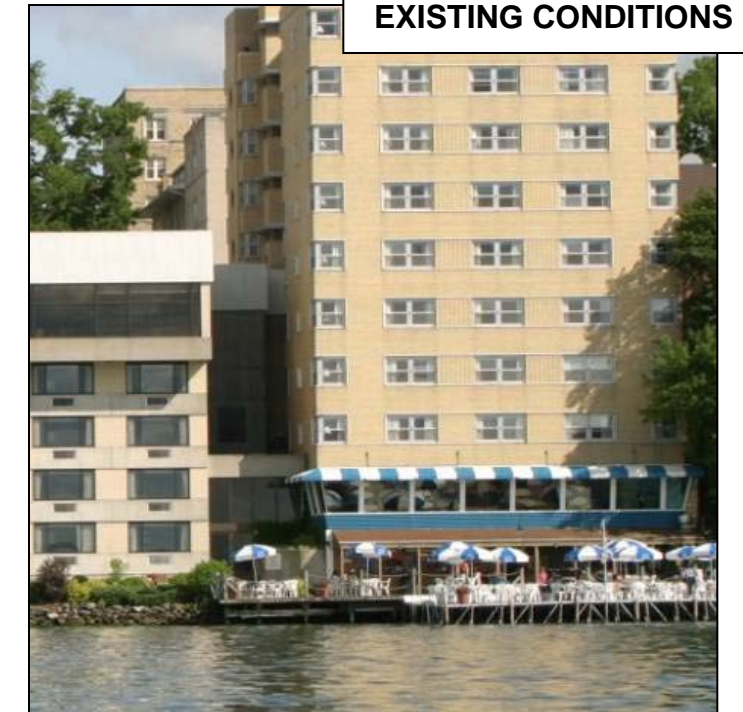
ORIGINAL STAIR / TERRACING TO WATER



REFERENCE STAIRS



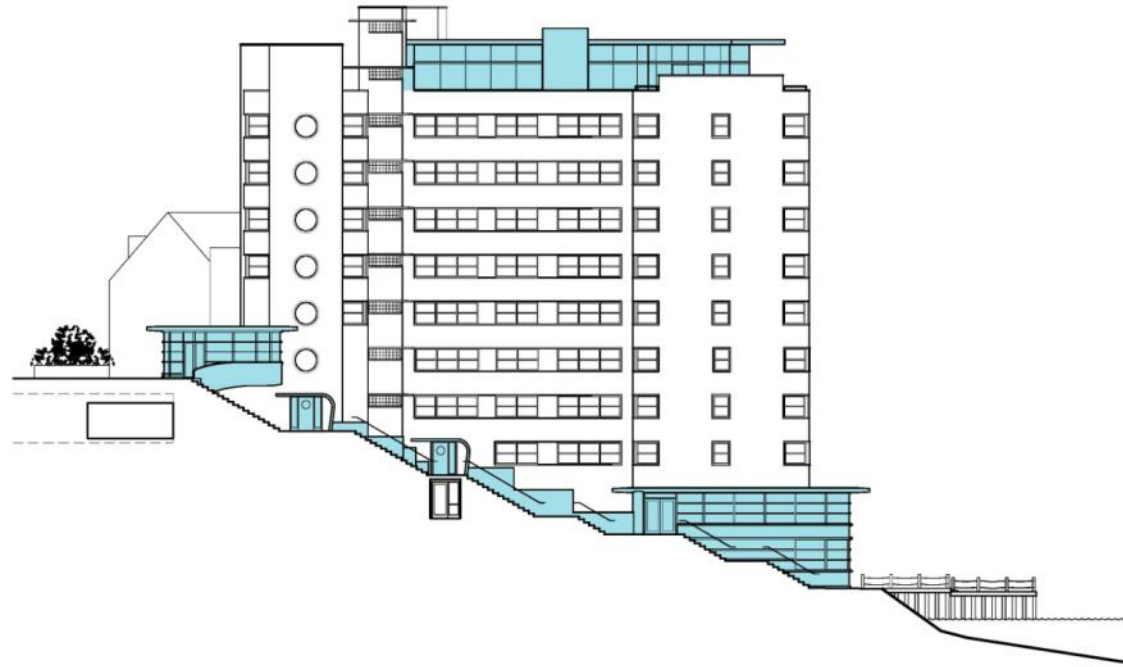
EXISTING CONDITIONS



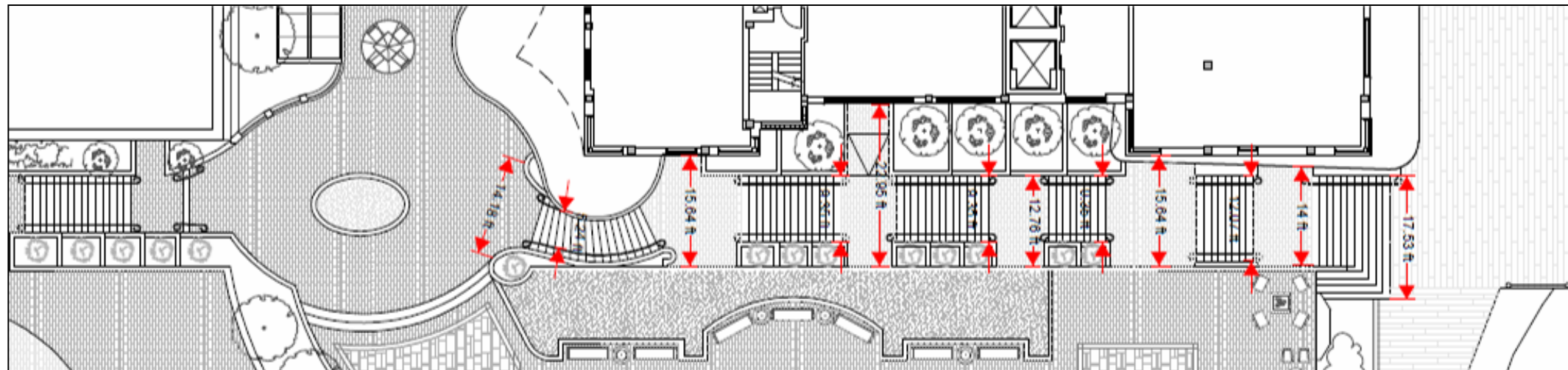


CONFIGURATION OF STAIR

INFORMATION REQUEST – Provide details on the width of the stair, including specific design details.



State Capitol Stair is Approximately 17'-7"



UDC requested that we study alternate option for stair. An alternate proposal is included above, it responds to UDC comments including:

- Stair is integrated with entry features, especially at top canopy;
- Stair treads are widened in certain areas and alternate with planters;
- Stair width is compared against other stairs.

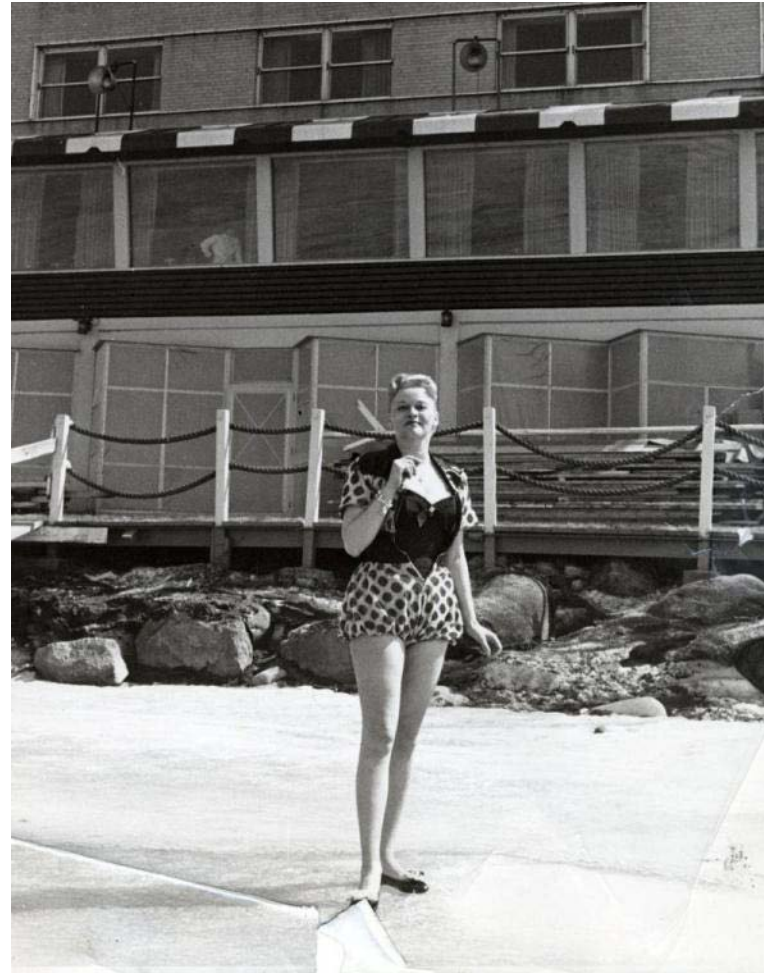


HISTORIC REHABILITATION – RIGADOON ROOM

“AS BUILT” RIGADOON ROOM



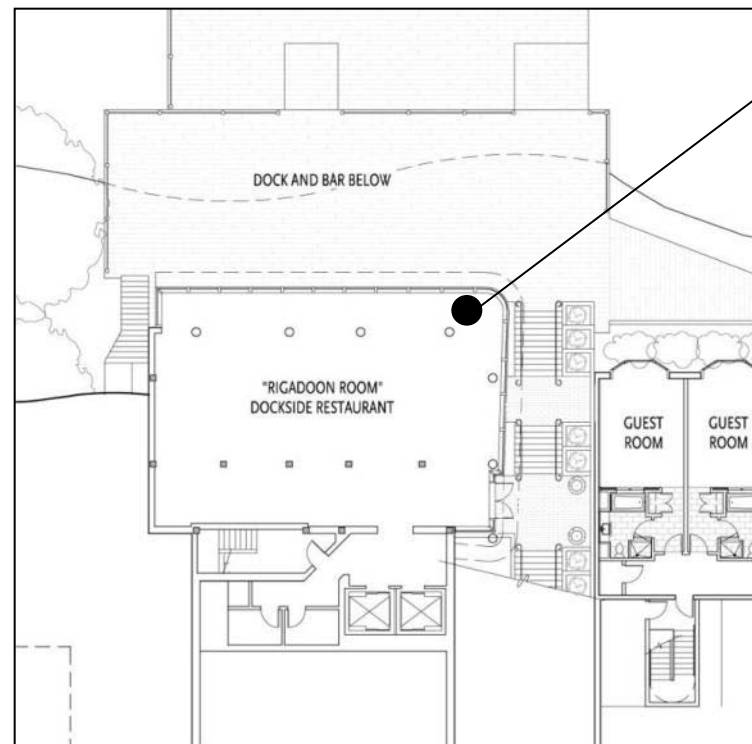
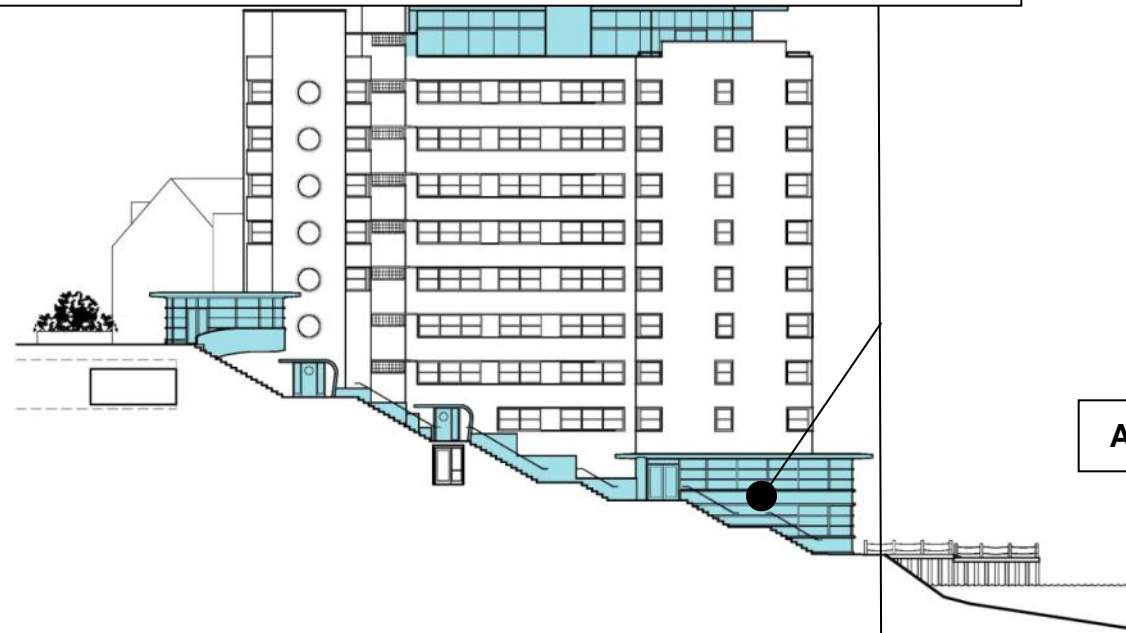
Existing Conditions



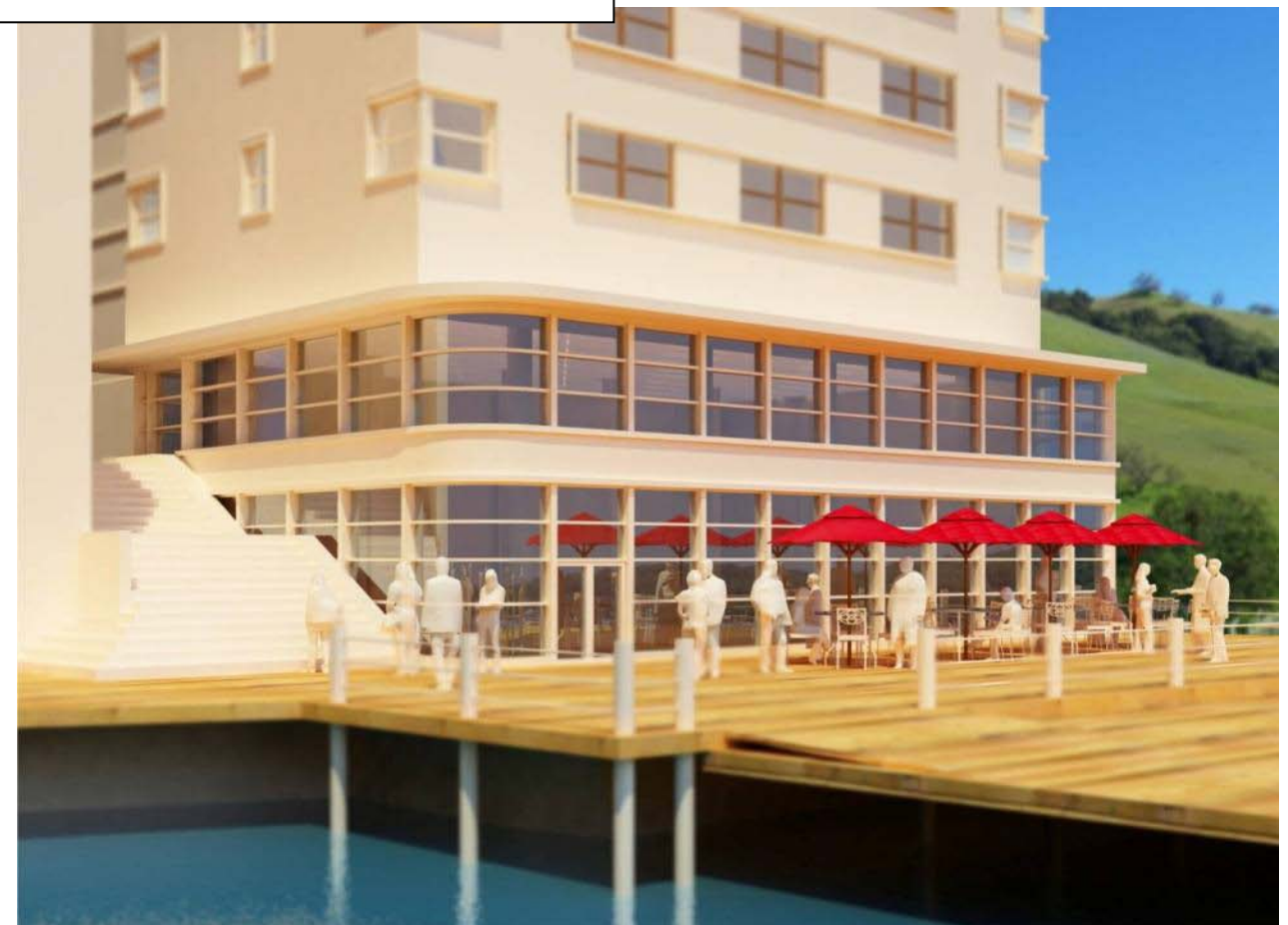


HISTORIC REHABILITATION – RIGADOON ROOM

RIGADOON ROOM ENTRANCE RELATES TO REVISED CANOPY AND ENTRY FEATURE ON HOTEL EXPANSION



ALTERNATE DESIGN SCHEME FOR RIGADOON ROOM FACADE





ORIGINAL RENDERING



HISTORIC REHABILITATION – TOP LEVEL ADDITION

“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

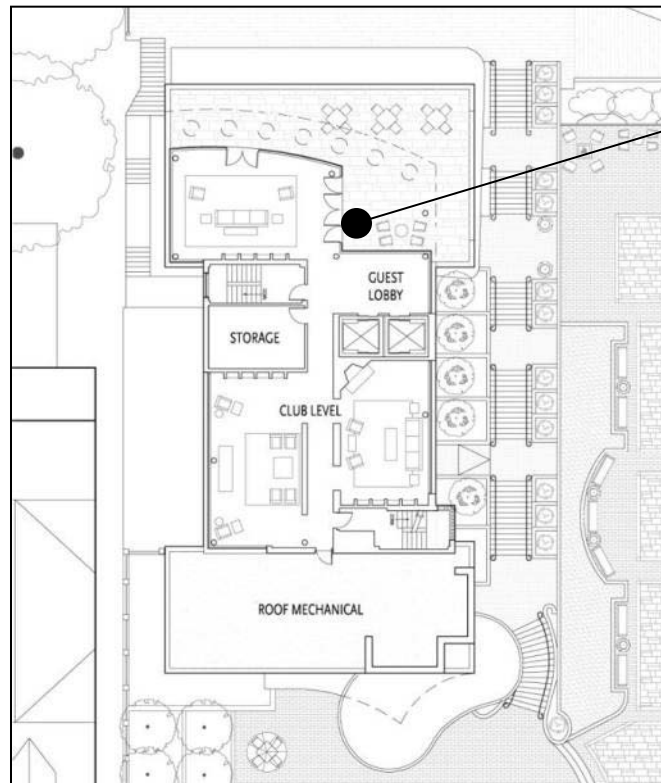
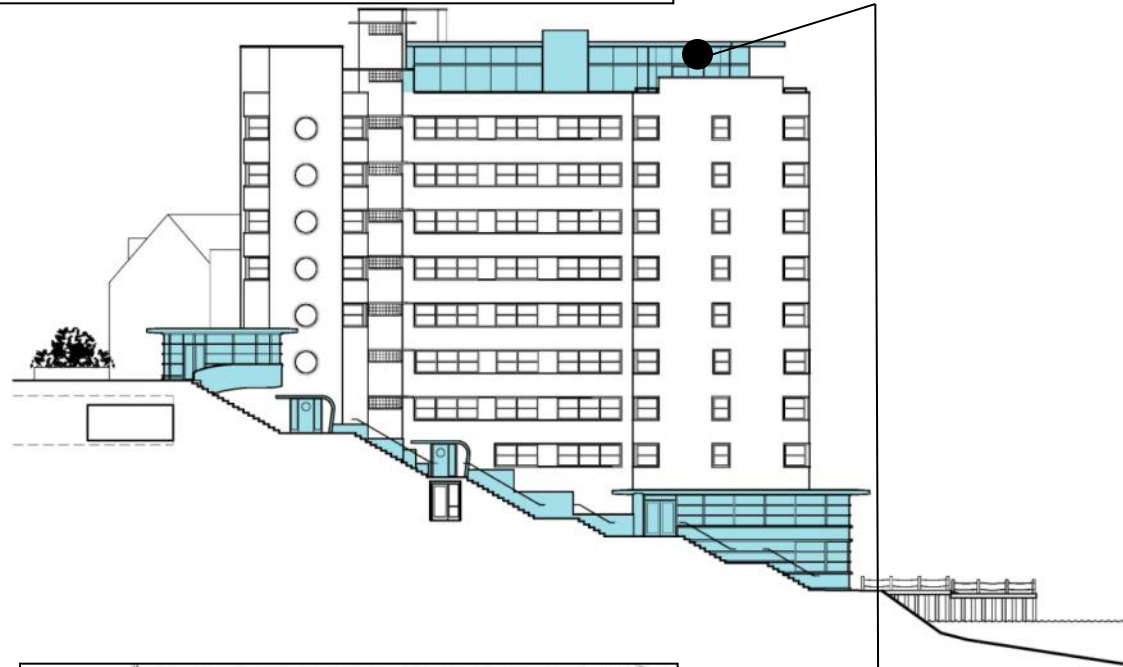


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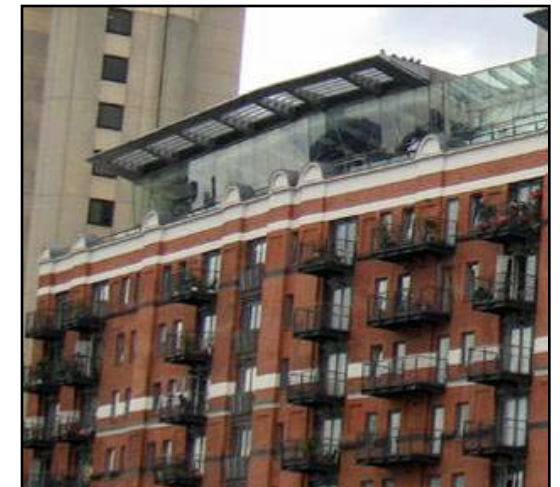


HISTORIC REHABILITATION – TOP LEVEL ADDITION

ADDITION COMPLEMENTS ARCHITECTURE



ADDITION COMPLEMENTS ARCHITECTURE





VIEWS AND PERSPECTIVES





LAKE PERSPECTIVE - EXISTING





LAKE PERSPECTIVE - FUTURE





LAKE PERSPECTIVE - EXISTING





LAKE PERSPECTIVE - FUTURE





LAKE PERSPECTIVE - FUTURE





LAKE PERSPECTIVE - FUTURE





UNION PERSPECTIVE - EXISTING





UNION PERSPECTIVE - FUTURE





WISCONSIN AVENUE PERSPECTIVE - EXISTING





WISCONSIN AVENUE PERSPECTIVE - FUTURE





WISCONSIN AVENUE PERSPECTIVE - FUTURE





LANGDON STREET PERSPECTIVE - EXISTING





LANGDON STREET PERSPECTIVE - FUTURE





LANGDON STREET PERSPECTIVE - EXISTING





LANGDON STREET PERSPECTIVE - FUTURE





WISCONSIN AVENUE – FROM CAPITOL





***DESIGN PROGRESSION AND
REQUESTS FOR ADDITIONAL INFORMATION***





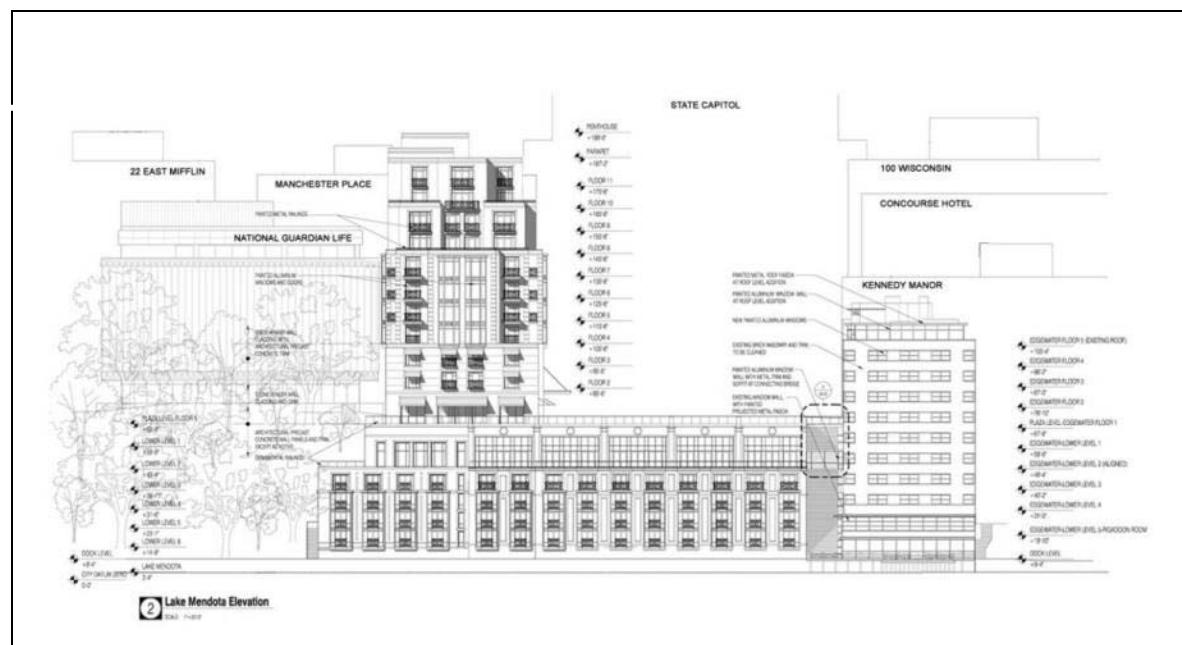
REDUCE BUILDING HEIGHT AND MASS

REDUCED HEIGHT BY 3 FLOORS / 30 FEET



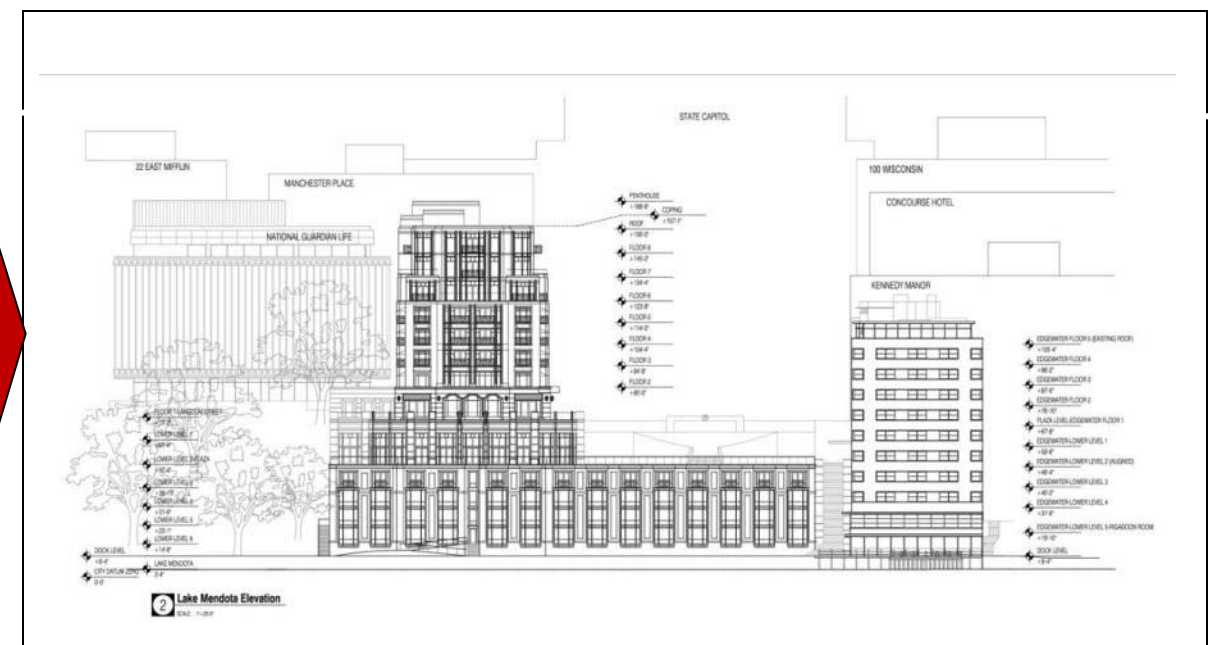
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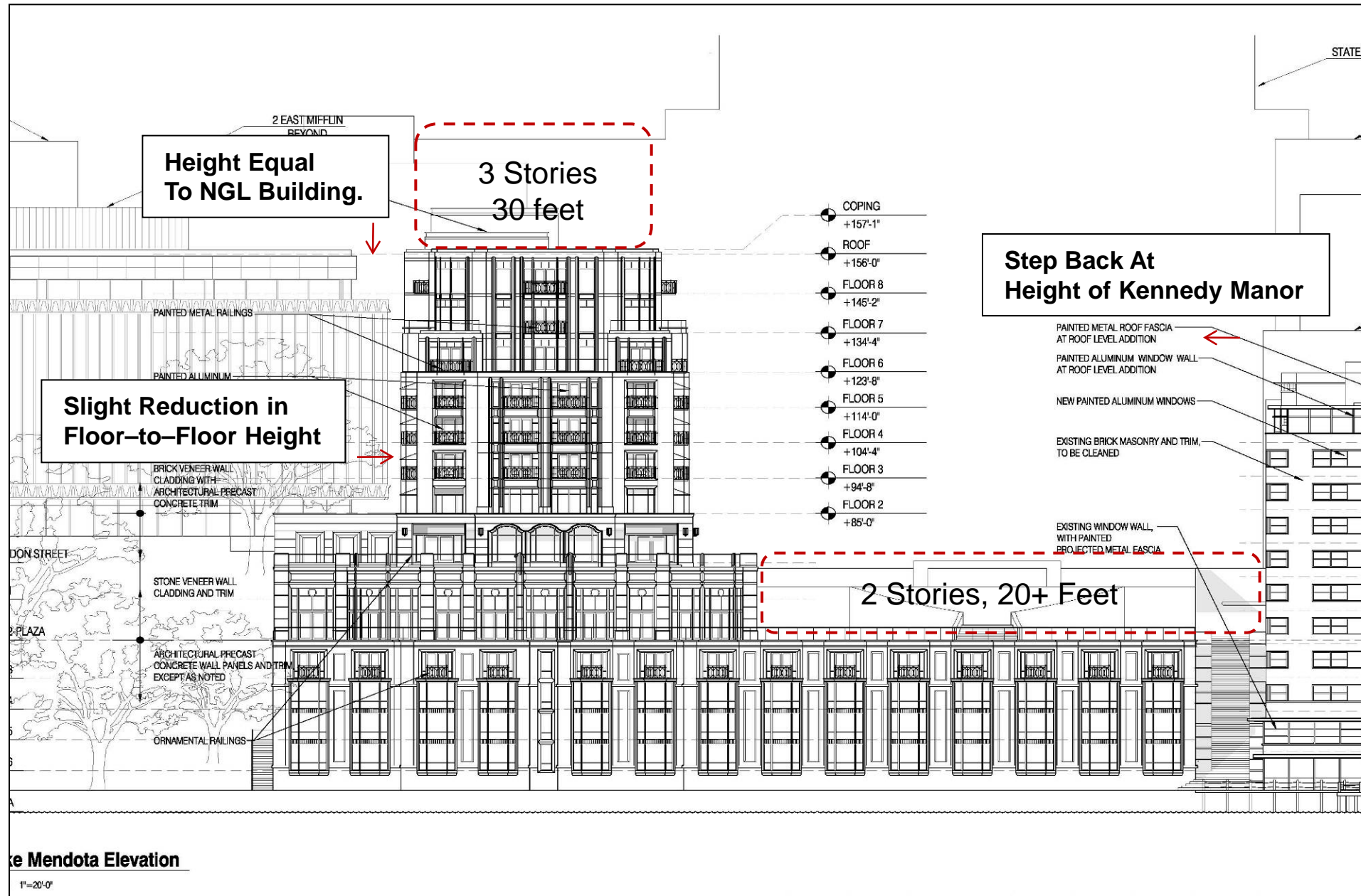
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REDUCE BUILDING HEIGHT AND MASS

Information Request: Explain how the developer has responded to requests by UDC and others to reduce height and mass off the building.



- PRIMARY RESPONSE TO COMMENTS/CONCERNS:**
- » Reduced Height of Tower by 3 Stories, 30 FT;
 - » Reduced the Floor-to-Floor Height on Tower;
 - » Removed 2 Stories, 20 FT of Structure in ROW;
 - » Reduced Total Program by 93,000 SF;
 - » Reduced the Size of the Penthouse;
 - » Removed the need for a Conditional Use Permit for the Penthouse Penetration of Capitol Height;
 - » Better Related Building to Surrounding Context (e.g. NGL / Kennedy Manor)

Mendota Elevation

1" = 20'-0"

PRECAST CONCRETE PENTHOUSE



REDUCE BUILDING HEIGHT AND MASS

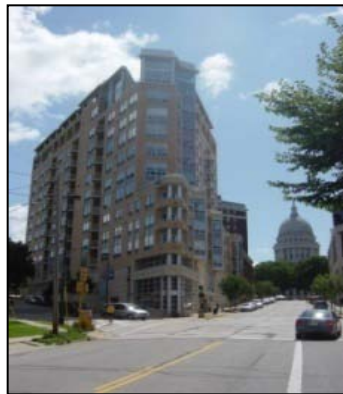
APPROXIMATELY 93,244 SQUARE FEET OF PROGRAM HAS BEEN REMOVED FROM THE ORIGINAL TO THE CURRENT PLAN.

| | 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) |



DENSITY AND FLOOR AREA RATIO

PROJECT HAS A LOW COMPARABLE FLOOR AREA RATIO TO BUILDINGS IN SURROUNDING AREA AND THROUGHOUT DOWNTOWN



Capitol Point
125 N Hamilton
11.3 FAR



Hyatt Place
333 W Washington
9.7 FAR



Condominium
100 Wisconsin Ave
9.7 FAR



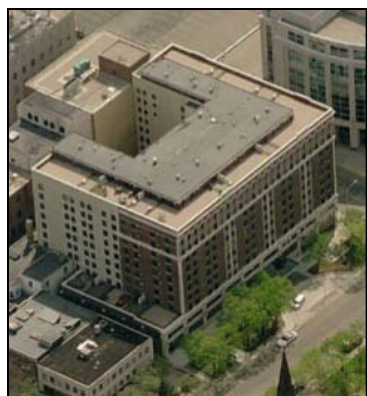
The Collegiate
513 N Lake
6.6 FAR



Apartment Building
22 E Dayton
3.0 FAR



Apartment Building
244 W Gilman
3.6 FAR



The Lorraine
131 W Washington
9.7 FAR



Kennedy Manor
1 Langdon
3.8 FAR



The Ambassador
522 N. Pinckney
3.1 FAR



Apartment Building
614 Langdon
4.4 FAR



Apartment Building
625 Langdon
4.8 FAR

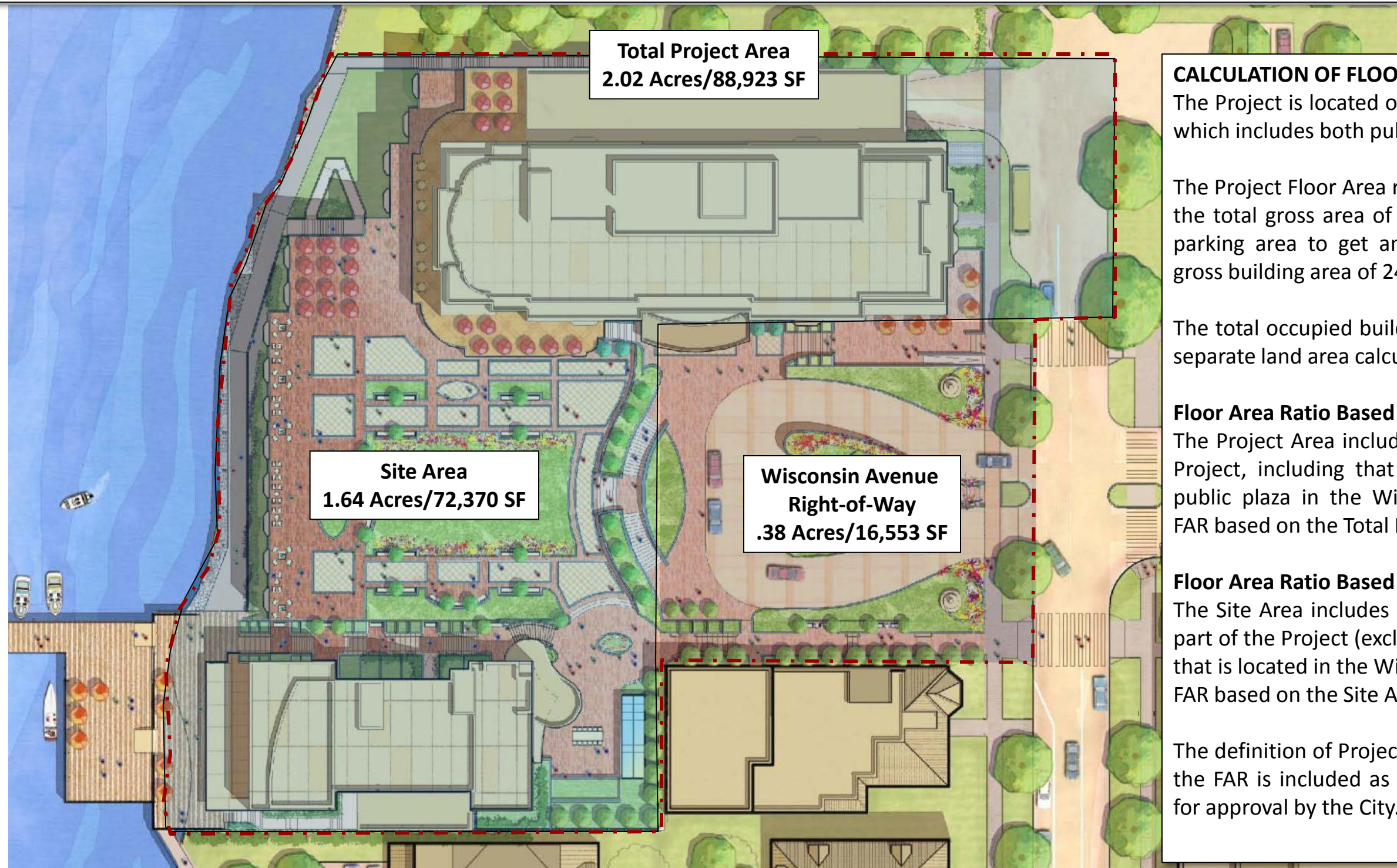


Hamilton Place
202 N Hamilton
3.5 FAR



DENSITY AND FLOOR AREA RATIO

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.

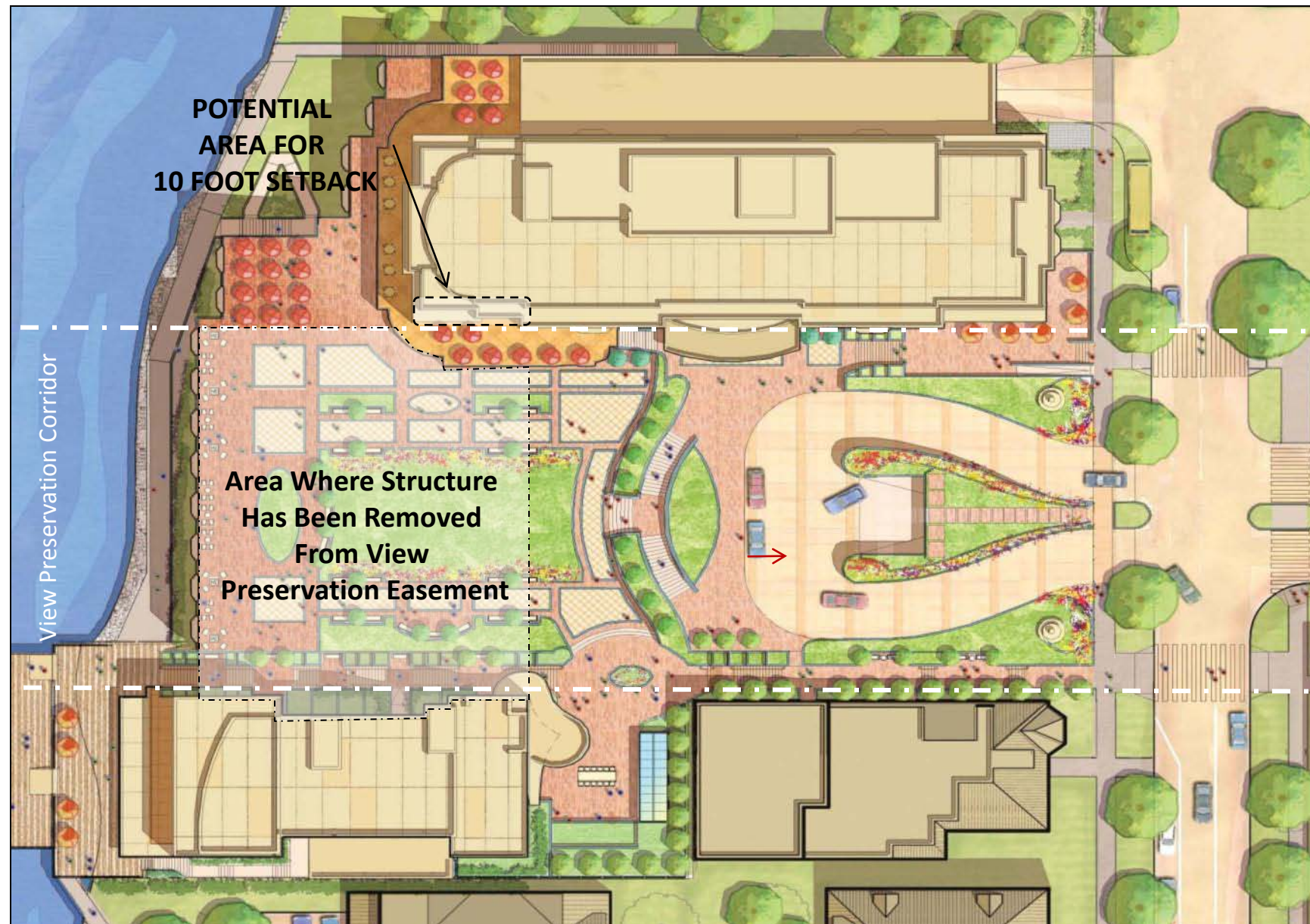
Note: Areas shown on the attached plan are estimates. Please consult the civil documents for specific area measurements and boundaries.



BUILDING SETBACK

INFORMATION REQUEST: Explain the building setback in relation to the view preservation easement and 1965 Ordinance.

THE PROPOSAL GREATLY EXCEEDS THE INTENT OF THE ORDINANCE



RESPONSE TO PRIMARY CONCERNS/COMMENTS

Setback Established for View Preservation

- The buildings are organized around a 132 FT wide view preservation corridor;
- The setback from the view preservation corridor is consistent with build-to line of 2 Langdon and Edgewater;
- The Ordinance that established in the 1970's street vacation required a 10 foot setback for any building built above the existing premises. The area impacted by this setback is highlighted in the adjacent plan.

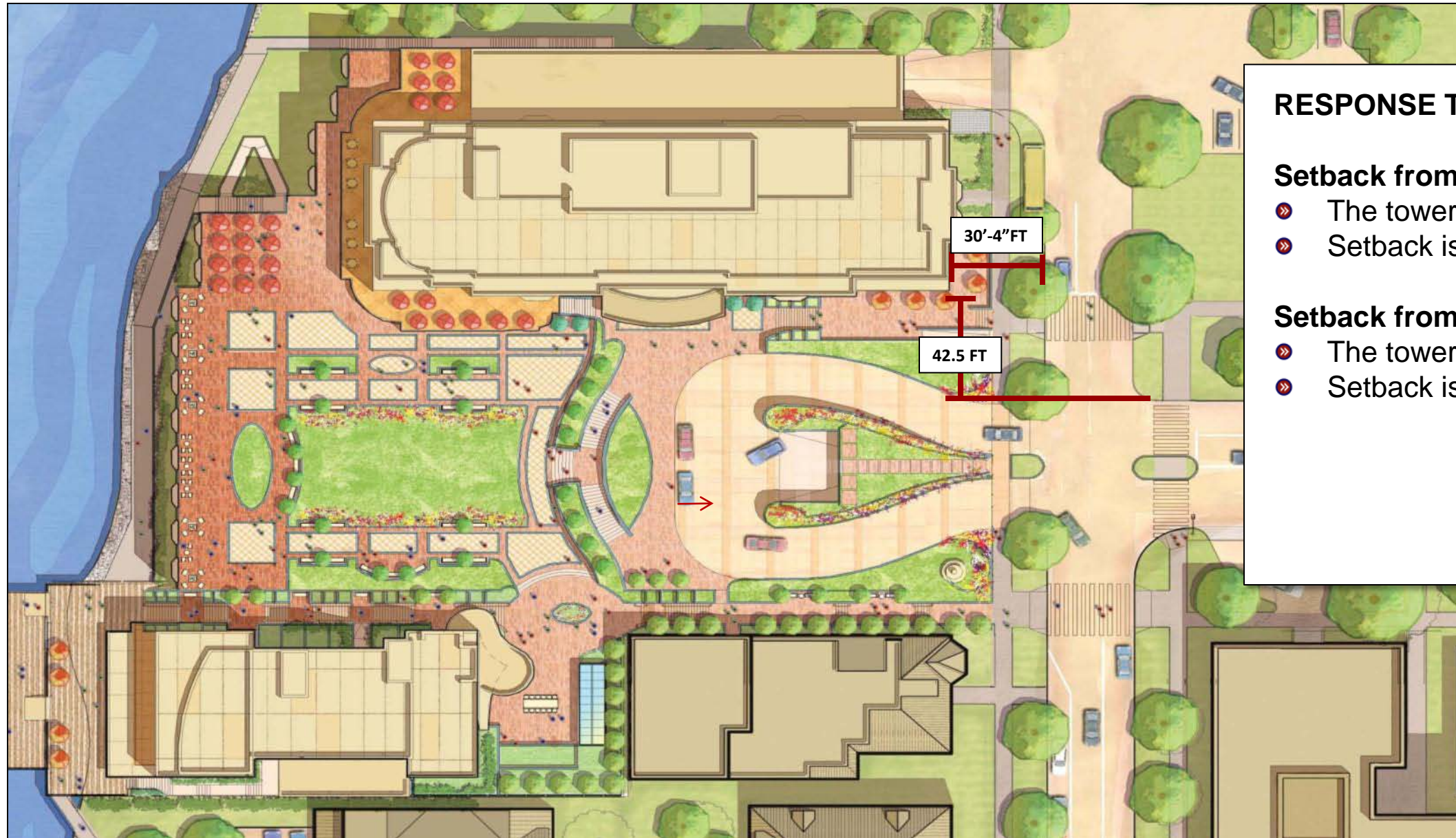
The setback provision in the Ordinance is only “reserved to the extent reasonably necessary and appropriate to assure the permanent benefit of the general public”.

The adjacent plan highlights the area where structure is removed from the 1970's building as compared to the area where the 10 FT easement may be applied to the building. The impact of removing the 1970's building far outweighs the impact of a 10 FT setback and this attention will greatly enhance the existing conditions and exceed the intent of the language of the Ordinance..



BUILDING SETBACK

INFORMATION REQUEST: Explain the building setback in relation to Wisconsin Avenue and Langdon Street.



RESPONSE TO PRIMARY CONCERNS/COMMENTS

Setback from Wisconsin Avenue:

- ⊗ The tower is setback 42'-5" feet from Wisconsin Ave;
- ⊗ Setback is consistent with build-to line on Wisconsin Ave;

Setback from Langdon Street:

- ⊗ The tower is setback 30'-4" from Langdon Street;
- ⊗ Setback is consistent with build-to line on Langdon Street.

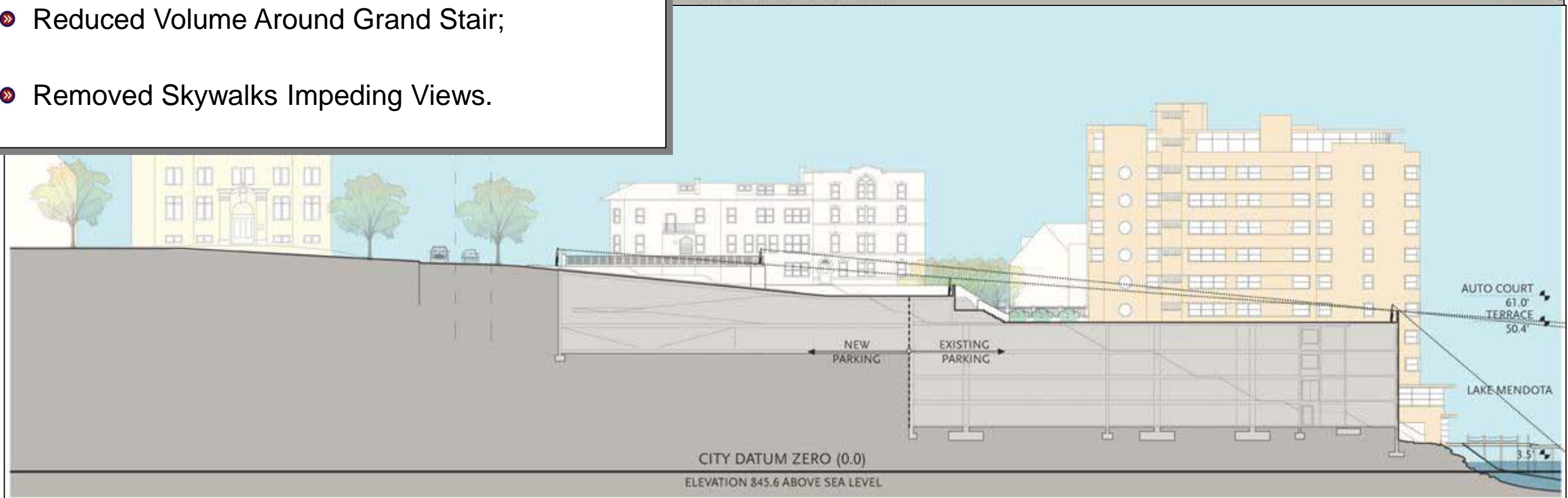
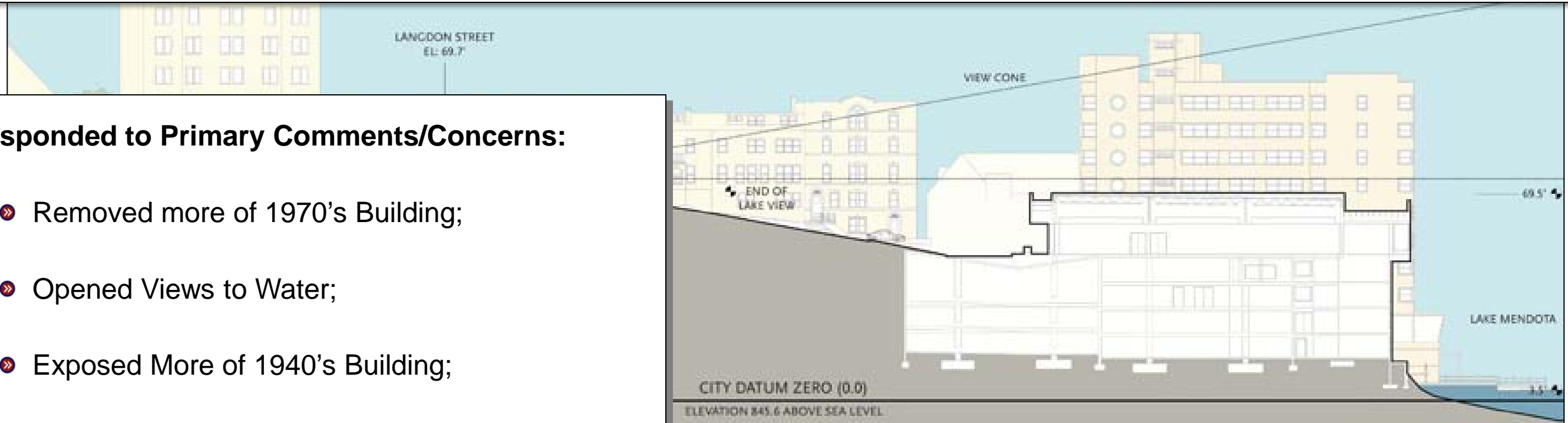


VIEWS TO/FROM LAKE MENDOTA

INFORMATION REQUEST: Explain how the developer responded to UDC and other comments to achieve enhanced views to and from the lakefront.

Responded to Primary Comments/Concerns:

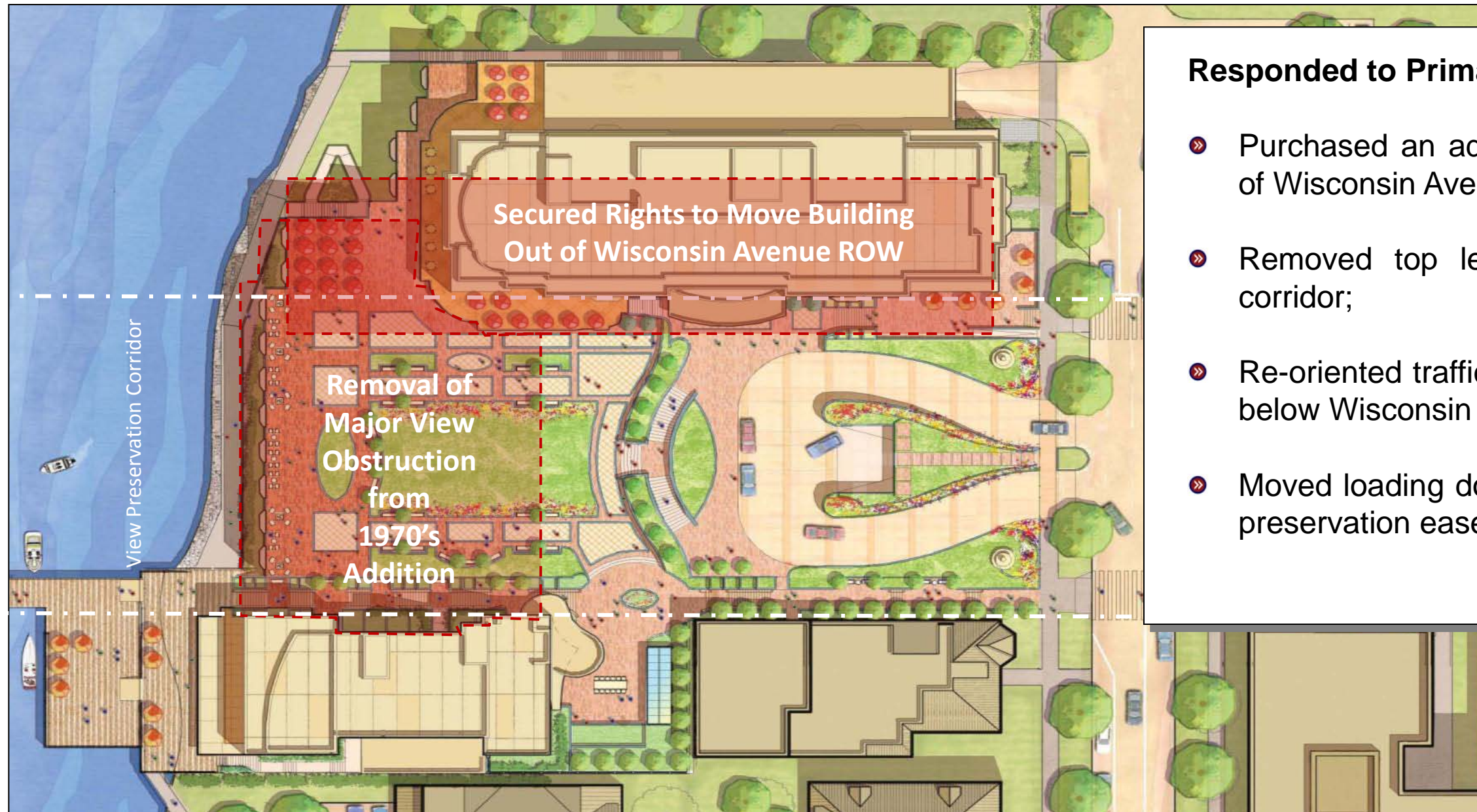
- » Removed more of 1970's Building;
- » Opened Views to Water;
- » Exposed More of 1940's Building;
- » Reduced Volume Around Grand Stair;
- » Removed Skywalks Impeding Views.





VIEWS TO/FROM LAKE MENDOTA

INFORMATION REQUEST: Explain primary changes in design that have allowed for opening of view corridor



Responded to Primary Comments / Concerns:

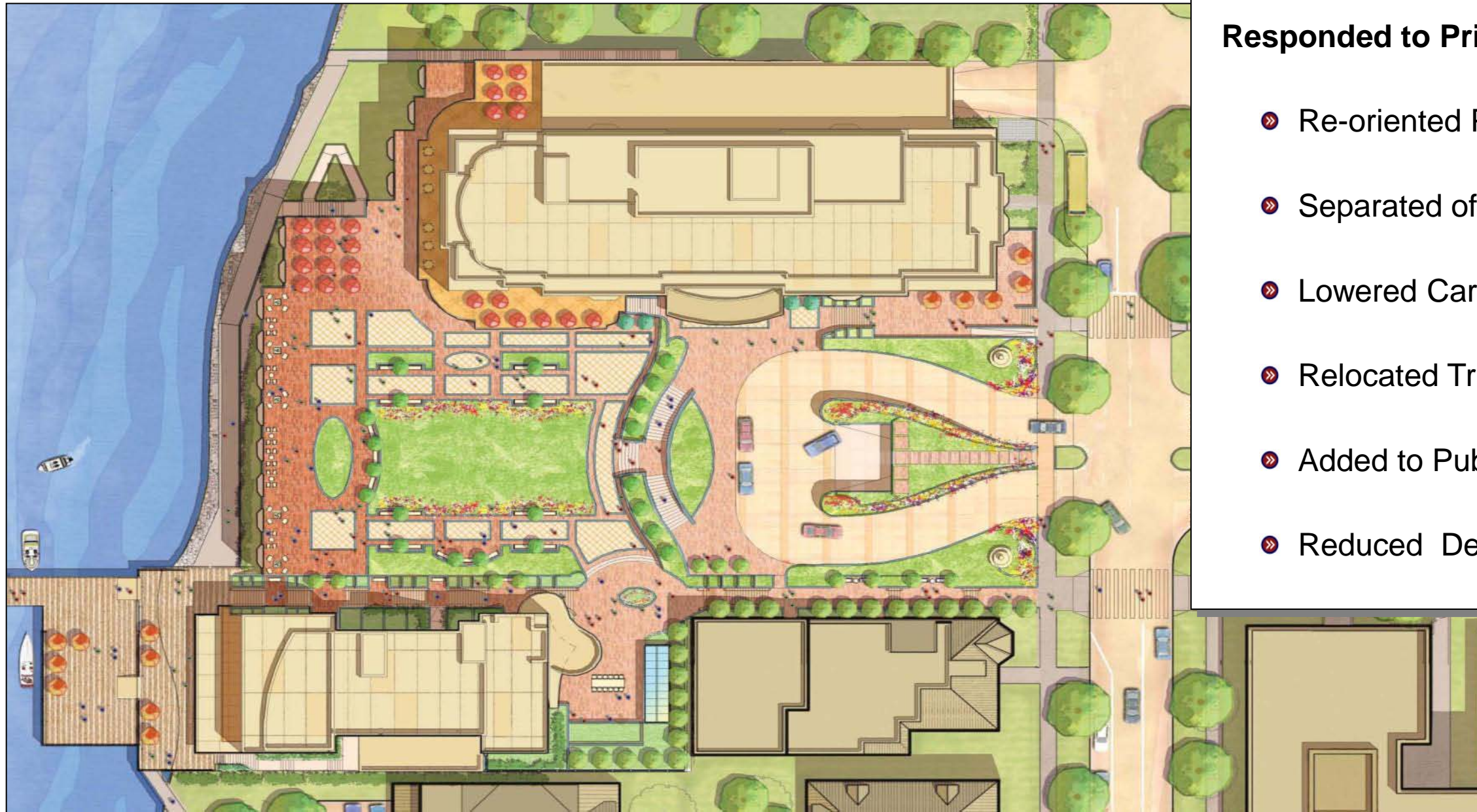
- Purchased an additional 60 FT to move building out of Wisconsin Avenue right-of-way;
- Removed top level of 1970's building from view corridor;
- Re-oriented traffic patterns to lower cars and drop-off below Wisconsin Avenue view corridor;
- Moved loading dock and bus drop-off outside of view preservation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



PUBLIC SPACE

INFORMATION REQUEST: Explain how design of the public spaces has evolved to respond to comments from UDC and Others.

THE FUNCTIONALITY OF THE PUBLIC SPACE HAS BEEN GREATLY ENHANCED



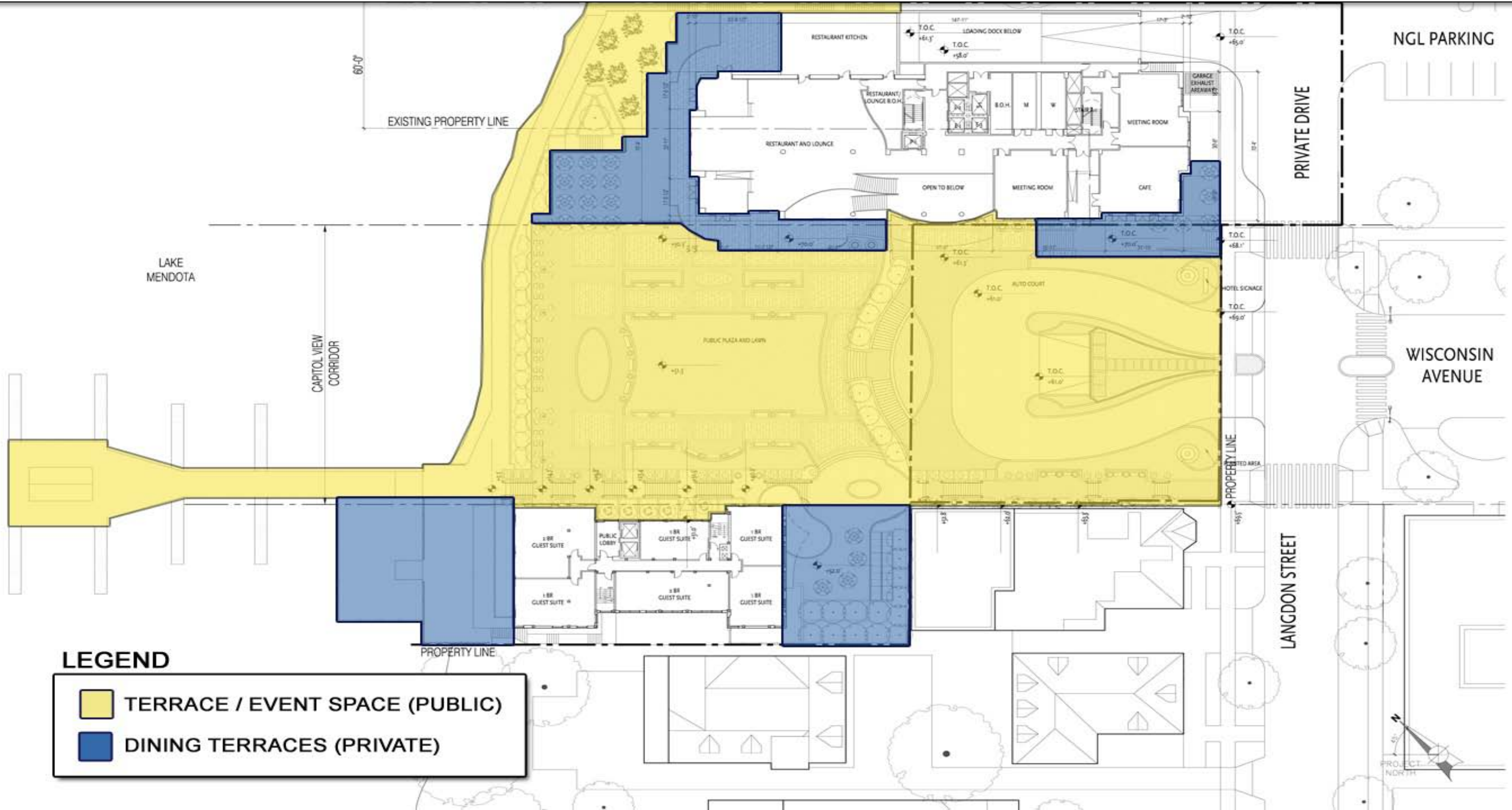
Responded to Primary Comments/Concerns:

- » Re-oriented Pedestrian Areas in Auto-Court;
- » Separated of Cars & Pedestrians;
- » Lowered Cars out of View Corridor;
- » Relocated Trucks/Buses from Plaza;
- » Added to Public Space Fronting Water;
- » Reduced Dedicated Restaurant Terrace.



PUBLIC SPACE

INFORMATION REQUEST: Clearly delineate public spaces including program and access information.



LEGEND

- TERRACE / EVENT SPACE (PUBLIC)
- DINING TERRACES (PRIVATE)



PUBLIC SPACE

INFORMATION REQUEST: Clearly delineate public spaces including program and access information.

ANSWER:

The operation and maintenance of the outdoor areas/public spaces (non-dedicated hotel space dining terraces) will be defined by a detailed Management Agreement between the City and the Owner. An outline of some of the proposed terms and conditions that may be included in such an agreement is included below. This outline is provided for information only and does not represent agreed to terms between the City or Owner. The terms and conditions outlined herein are subject to change based on further the discussions with the City.

- Construction and Maintenance. The Owner shall be responsible for the construction and on-going maintenance of the public improvements which includes the Terrace at Mansion Hill and lakefront improvements.
 - Total cost of the public improvements is estimated at \$29.3 Million.
 - A Tax Increment Financing loan is requested for \$16 MM of the upfront costs. The balance is an upfront investment made by the developer;
 - The developer is responsible for on-going maintenance (total cost estimated at an additional \$9.8 MM)
- Hours of Operation. 6:00 am – 11:00 pm, 365 Days per year. The Owner shall be responsible for securing the space.
- Amplified Sound. The Owner shall not allowed amplified sound on the Terrace prior to 8:00 am or after 11:00 pm.
- Access. The Owner shall provide continuous access to the Terrace and Waterfront during the hours of operation subject to the Events Provisions and Outdoor Seating Area Provisions.
- Use. The Public shall have the right to use the outdoor areas/ public spaces for any lawful purpose except that such purpose cannot be disruptive to the on-going operations of the hotel or related uses. The public is specifically granted the right to bring food and beverages for their own consumption to the outdoor plaza/public spaces subject to the Events Provisions and Outdoor Seating Provisions.
- Events. The Owner shall have the exclusive right to host/book public and/or private events in the Outdoor Plaza/Public Spaces provided the Owner provides a continuous path of access across the plaza, to ADA accessible routes and to the lakefront. Events shall be subject to the rules and regulations of the Madison General Ordinances.
- Temporary Structures. Furniture, furniture and fixtures such as tents, tables/chairs, kiosks, etc. shall be allowed to be constructed and/or placed in the Outdoor Plazas/Public Spaces to support events provided that such structures shall be constructed and removed in a timely manner so as to minimize the disruption to public access and use of the space(s).



PUBLIC SPACE

- Major Events: Subject to the rules and regulations of the Madison General Ordinances, the Owner shall have the right to close off public access to the plazas and terraces during major events (“Major Events”), which shall be defined as planned or unplanned events that result in occupancy greater than six hundred and fifty (650) persons on the Mansion Hill Terrace in order to ensure that occupancy codes and maintenance of structural loads are maintained on the rooftop. Notwithstanding the foregoing, continuous public access will be maintained on the grand stair connecting Langdon Street to the waterfront. Managed access will be maintained to the elevators connecting to the waterfront (e.g. ADA access).
- Sale of Goods and Services: The Owner shall have the exclusive right to sell goods and/or services in the Outdoor Plaza/Public Spaces subject to Section 9.13 of the Madison General Ordinances governing the sale of goods and services in Streets, Sidewalks, Alleys and Gutters if said sales are planned to occur within the Additional Leased Area.
- Outdoor Seating Areas: The Owner shall have the right to place outdoor seating associated with the restaurant and function spaces in the areas designated for such seating on the approved plans or as further permitted under the Madison General Ordinances. Landscaping, Furniture, Fixtures and Equipment:

The Owner shall have the right to place landscaping and permanent or semi-permanent furniture, fixtures and equipment (“FF&E”) within the Outdoor Areas / Public Spaces, including in the Wisconsin Avenue right-of-way and in Parcel 2 subject to the approved Landscape Plan and the terms and conditions of this Management Agreement.
- On-Going Operations and Maintenance: The Outdoor Plaza/Public Spaces shall be operated and maintained at the sole cost and expense of the Owner in accordance with the terms and conditions of the Management Agreement.
- Security: The Owner shall have the right to secure the Outdoor Plazas/Public Spaces during those hours that said spaces are closed to public access. Furthermore, the Owner shall monitor the use of the Outdoor Plazas/Public Spaces during the Hours of Operation and shall have the right to ask any person(s) to leave said space if said person(s) are violating the provisions outlined herein and/or the rules and regulations of the Madison General Ordinances.



THE PUBLIC SPACE - UTILIZATION

INFORMATION REQUEST: Explain how design of the public spaces has evolved to respond to comments from UDC and Others.



Responded to Primary Concerns/Comments:

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



PUBLIC SPACE – GRAND STAIR

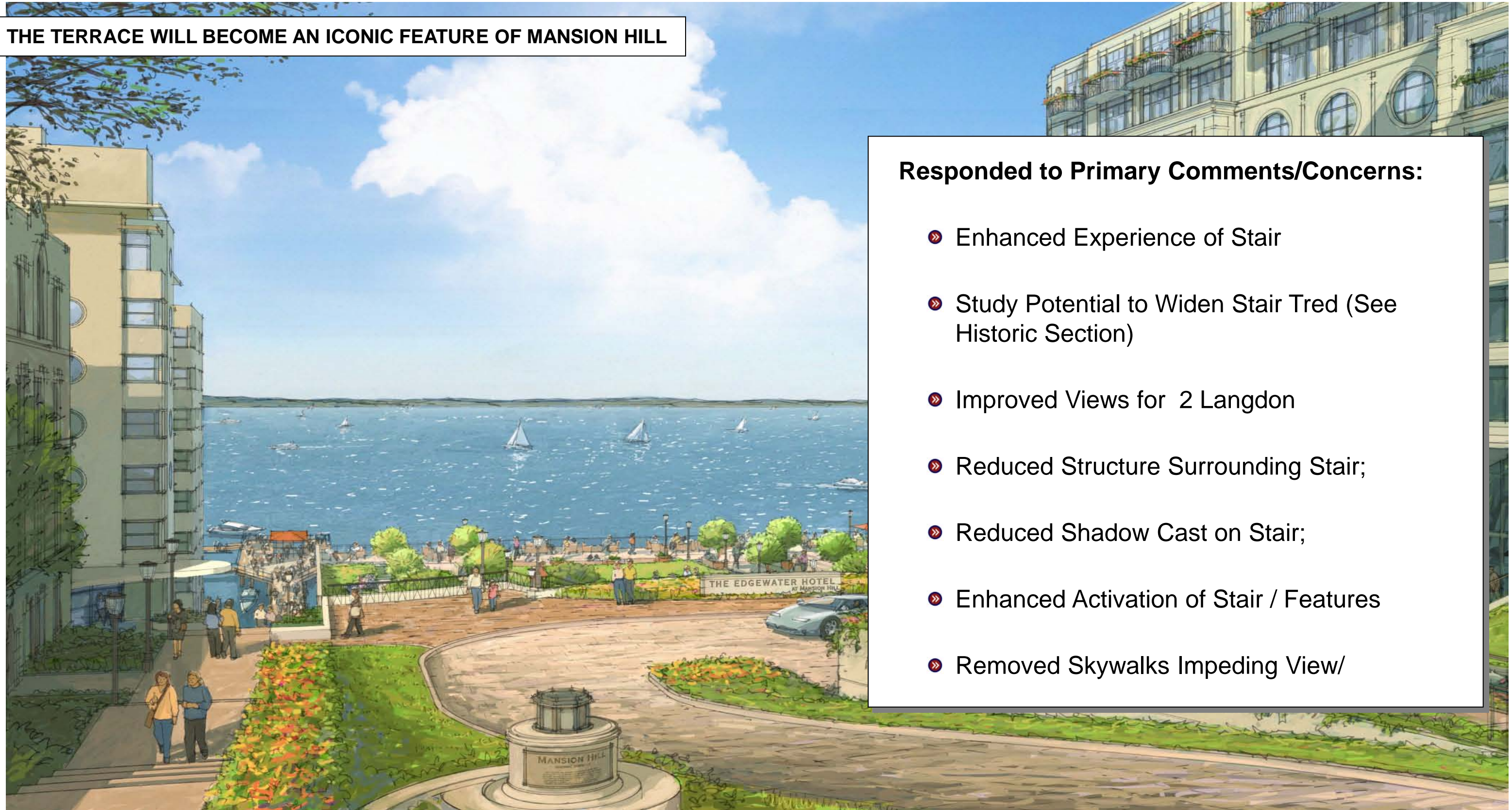
MORE THAN 20 FEET OF STRUCTURE IS REMOVED FROM STAIR





PUBLIC SPACE – GRAND STAIR

THE TERRACE WILL BECOME AN ICONIC FEATURE OF MANSION HILL



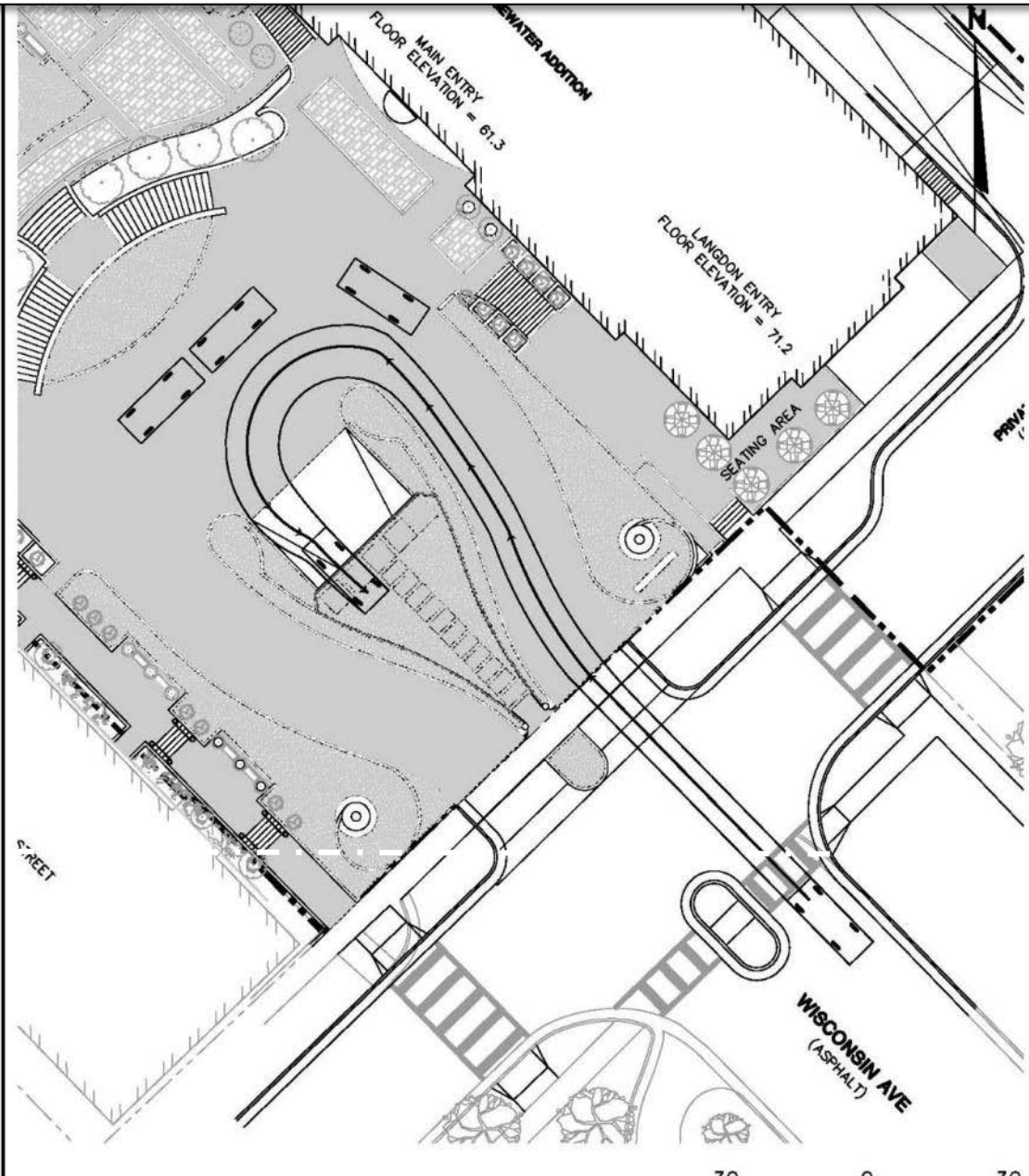
Responded to Primary Comments/Concerns:

- » 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/

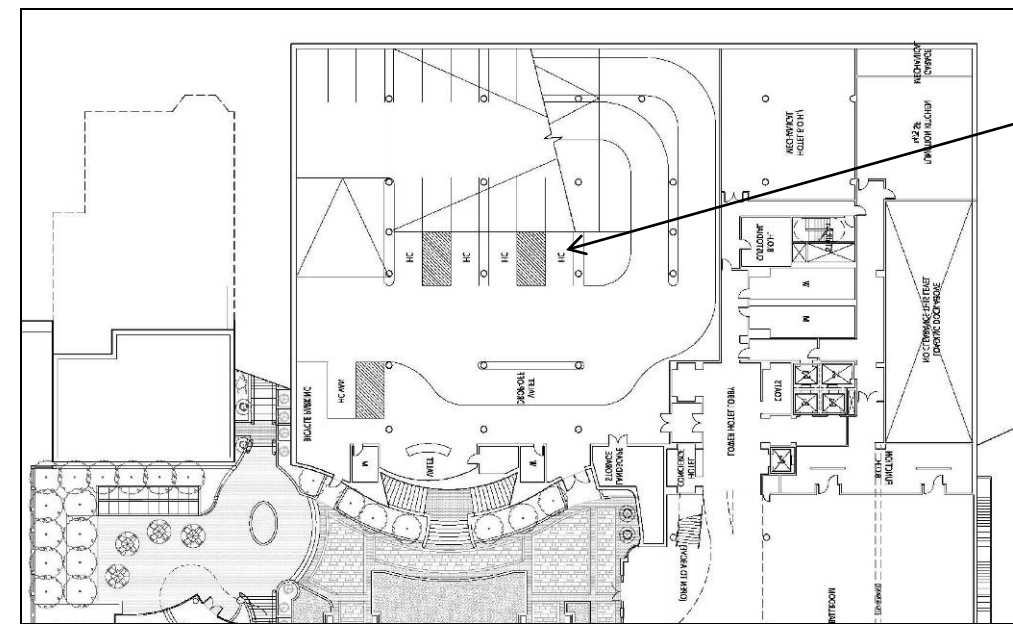
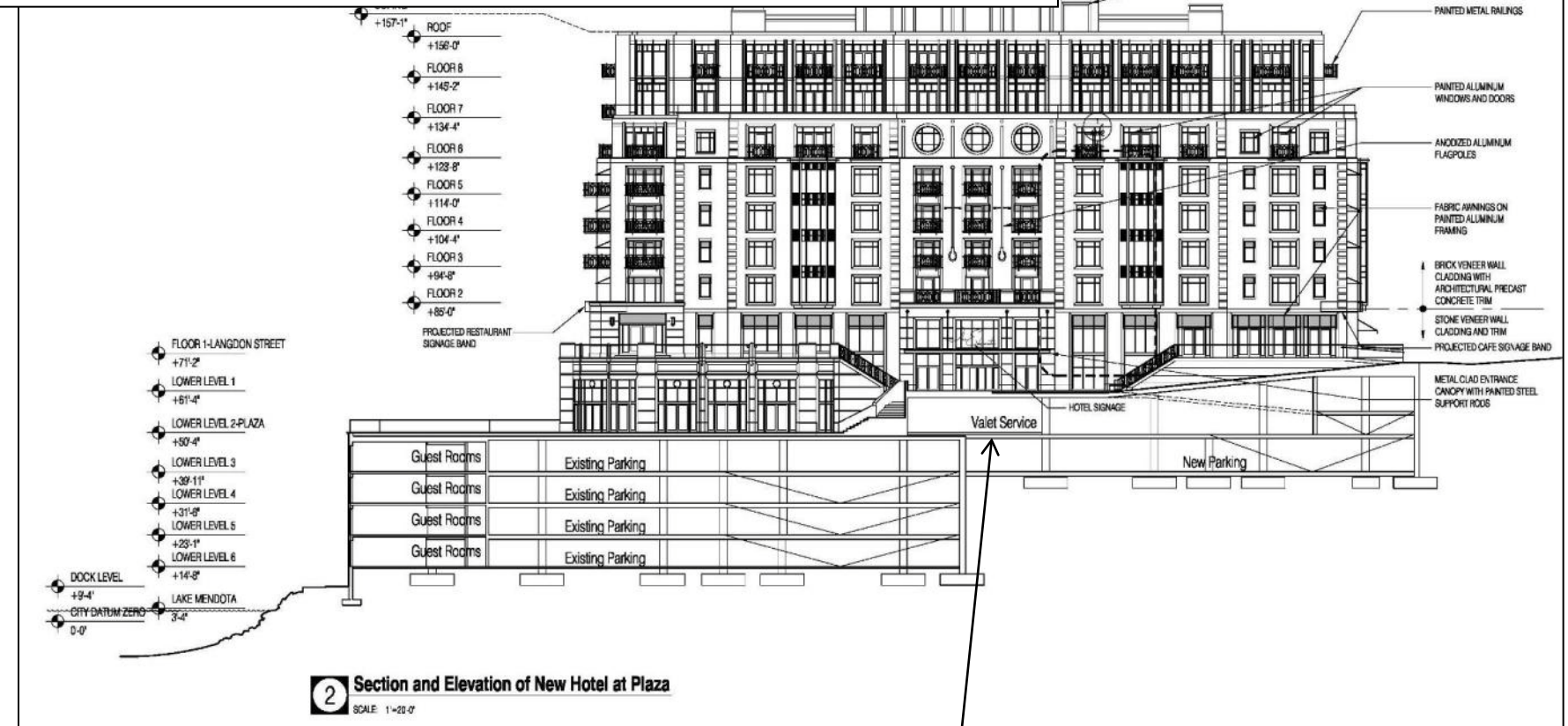


TRAFFIC AND CIRCULATION – VEHICULAR MOVEMENTS

INFORMATION REQUEST: Describe vehicular movement on the site. Where do cars enter parking structure. Where is valet/drop off area.



INTERNAL VALET MITIGATES TRAFFIC IN VIEW CORRIDOR



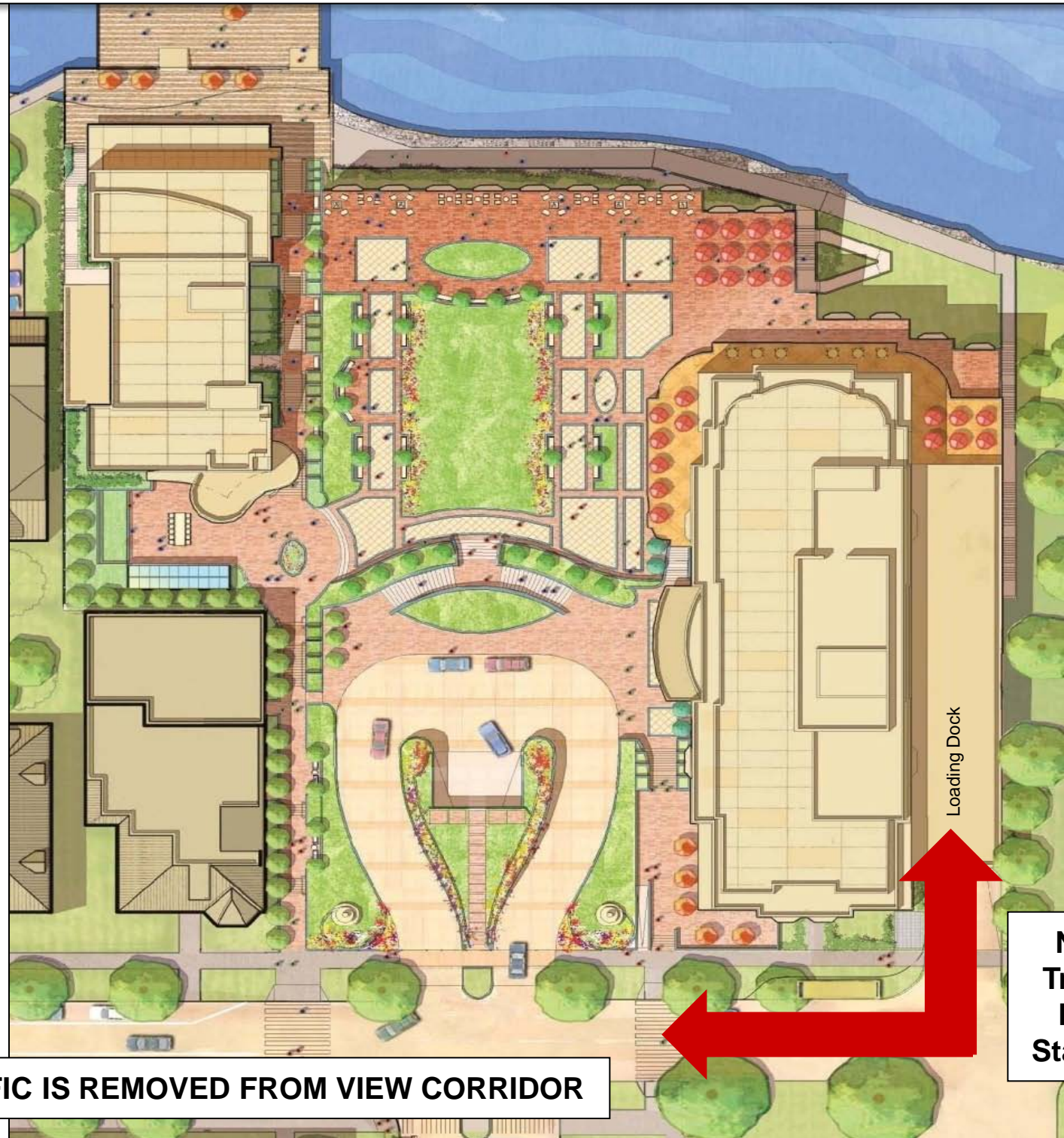
The revised plan includes an internal valet and drop-off area to further mitigate traffic impacts in the view corridor, provide a direct drop-off for functions/events and provide an enhanced drop off for guests in inclement weather.

| | | | | | |
|-------------|--|--------------|---|--|---------|
| 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: | | CAR TURNING DIAGRAM (AASHTO P VEHICLE) | |



TRAFFIC AND CIRCULATION

INFORMATION REQUEST: Estimate demand and incremental impacts of traffic on the site.



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%

**New
Truck/
Bus
Staging**

TRAFFIC IS REMOVED FROM VIEW CORRIDOR



BUSES AND SERVICE VEHICLES



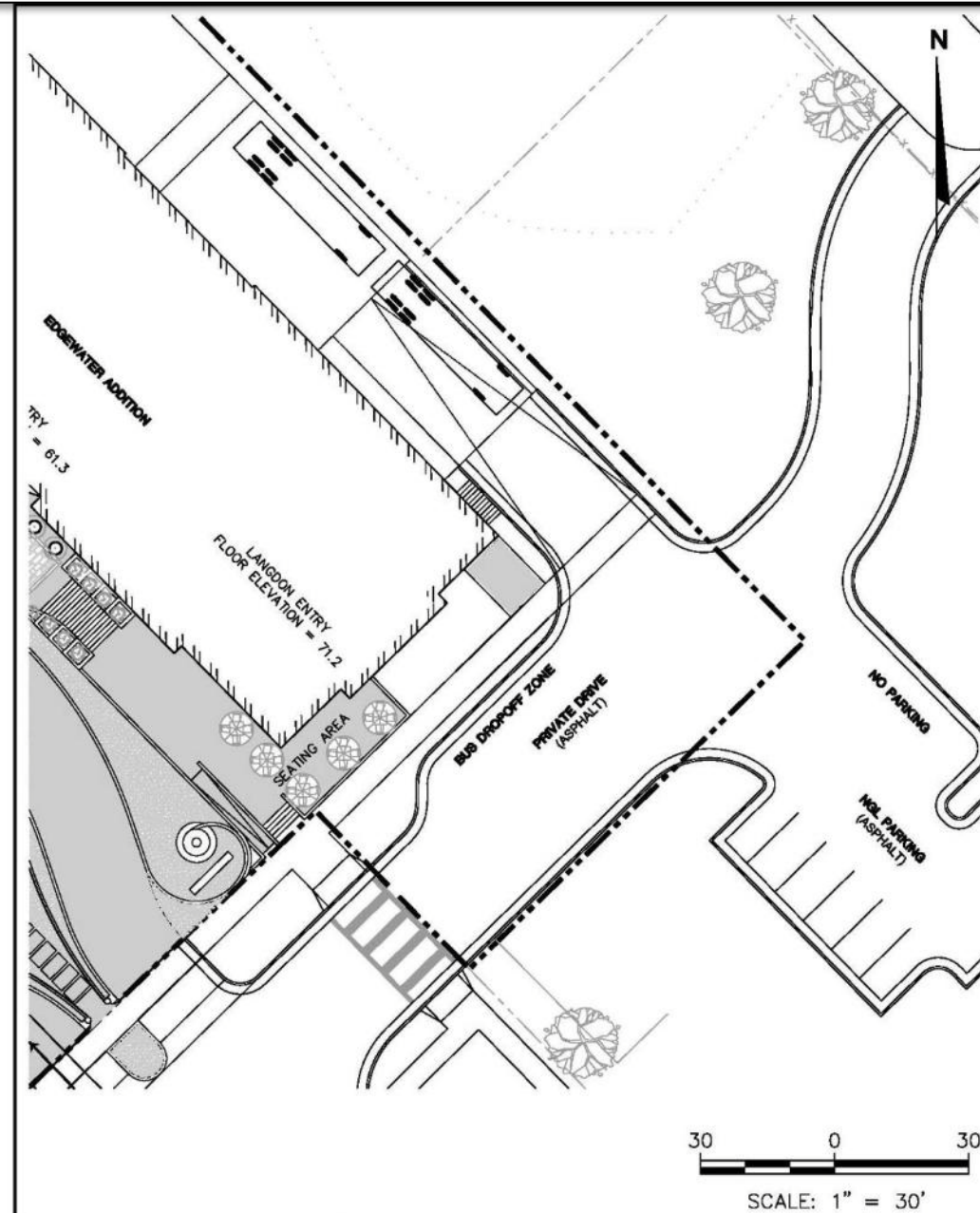
SERVICE VEHICLES WILL BE REMOVED FROM PUBLIC VIEW





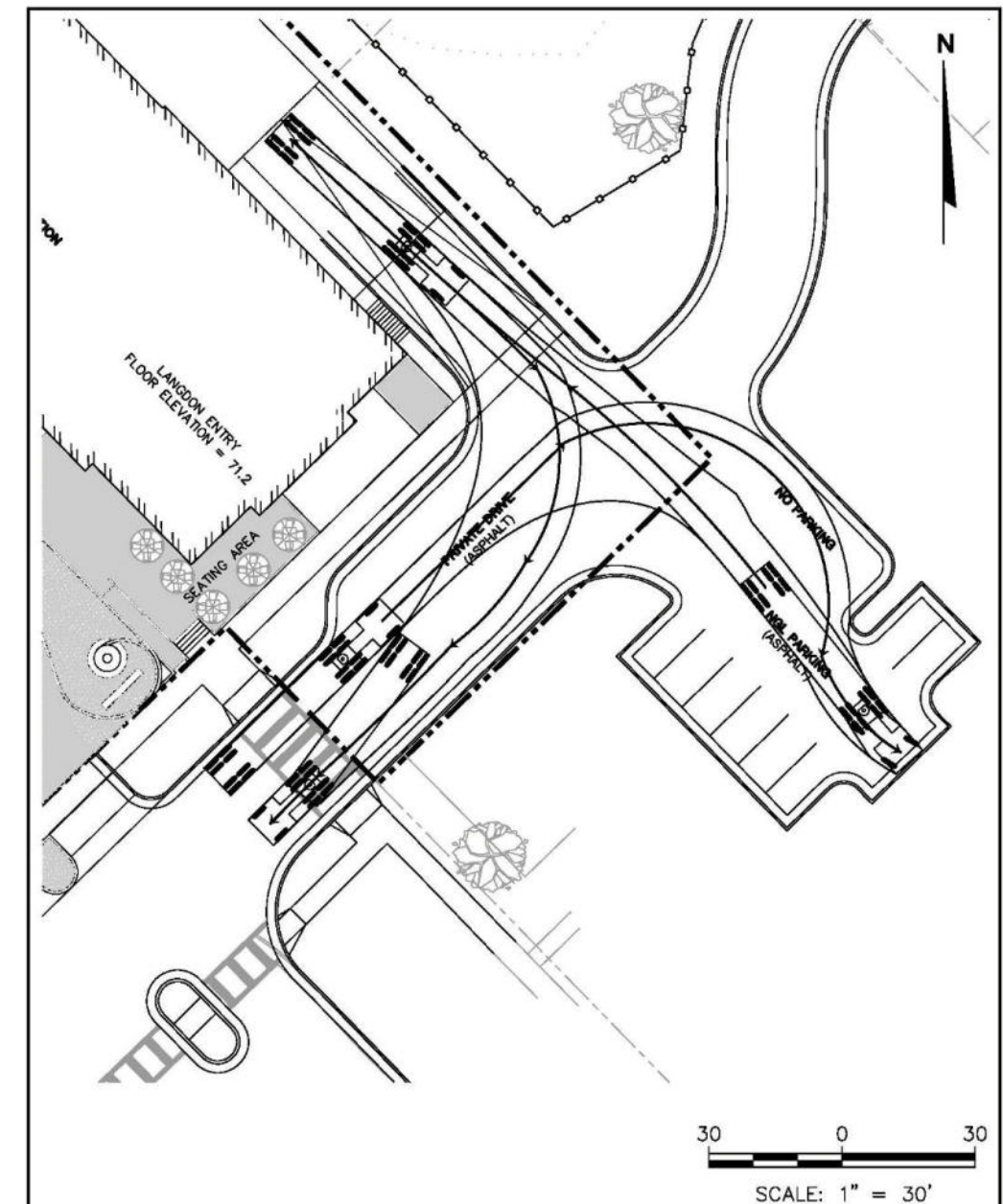
BUSES AND SERVICE VEHICLES

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 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 ACCOMODATE 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 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 ACCOMODATE FULL SEMI-TRAILER

LOADING AND UNLOADING TODAY



SHADOW STUDY

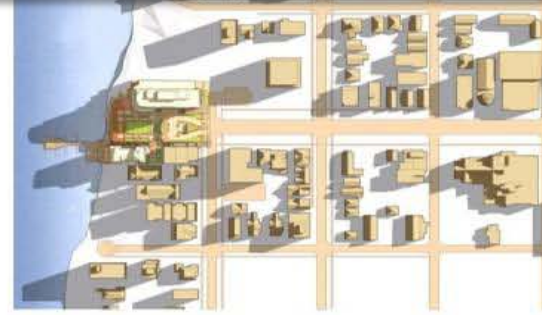
INFORMATION REQUEST – Provide a shadow study of the development.



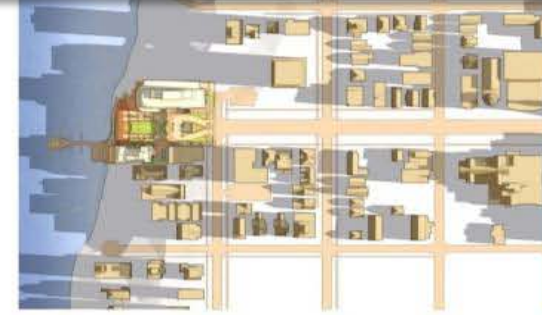
March 20, 2009
9:00 a.m. Daylight Saving Time



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



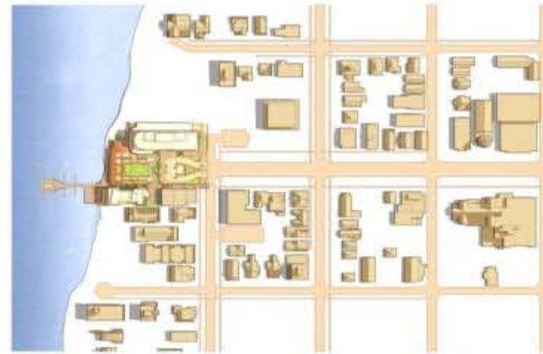
September 22, 2009
9:00 a.m. Daylight Saving Time



December 21, 2009
9:00 a.m.



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



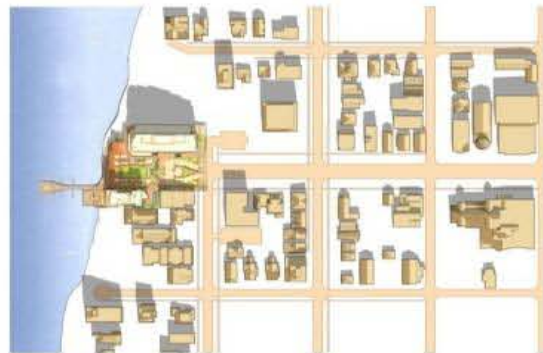
June 21, 2009
12:00 p.m. Daylight Saving Time



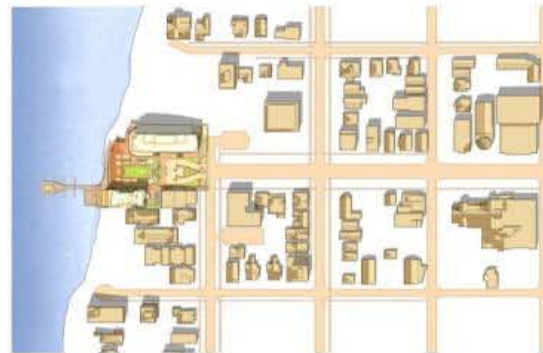
September 22, 2009
12:00 p.m. Daylight Saving Time



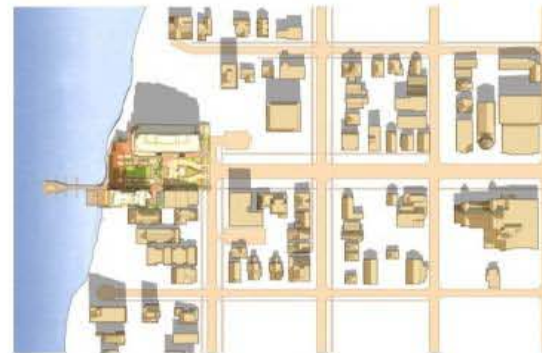
December 21, 2009
12:00 p.m.



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



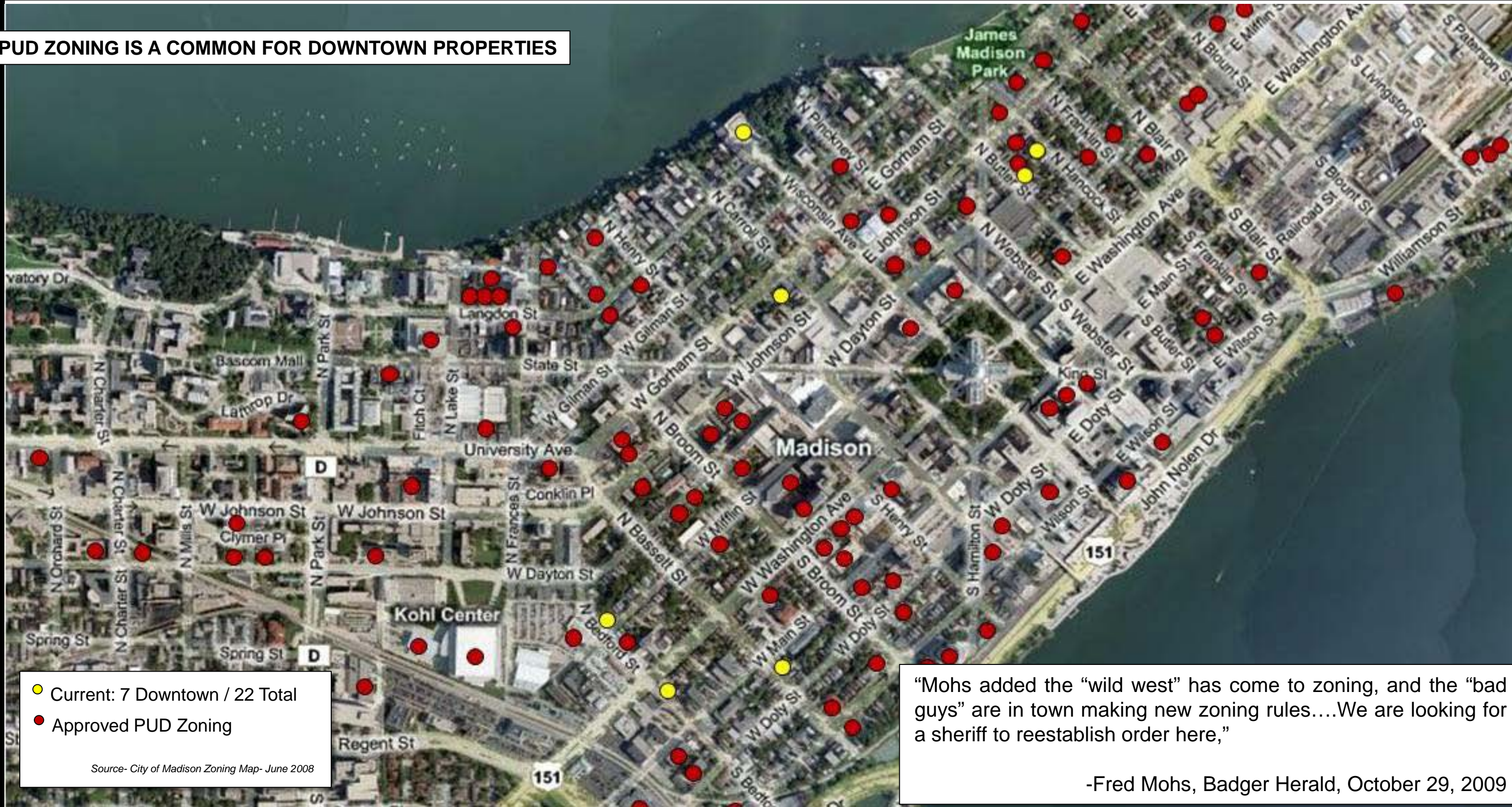
December 21, 2009
15:00 p.m.

**See Blow Up Attached
with Submission**



ZONING CLASSIFICATION / PRECEDENT

PUD ZONING IS A COMMON FOR DOWNTOWN PROPERTIES



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

Source- City of Madison Zoning Map- June 2008

“Mohs added 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



ZONING CLASSIFICATION / PRECEDENT

INFORMATION REQUEST: Does project establish a precedent?

Height and Density are Related



- » 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.



CONSIDER GREEN ROOFS

INFORMATION REQUEST – Consider Green Roofs

The Terrace at Mansion Hill is a green roof structure with hardscape and landscape areas above parking and guest room levels.





CONSIDER LEED CERTIFICATION





CONSIDER LEED CERTIFICATION

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.

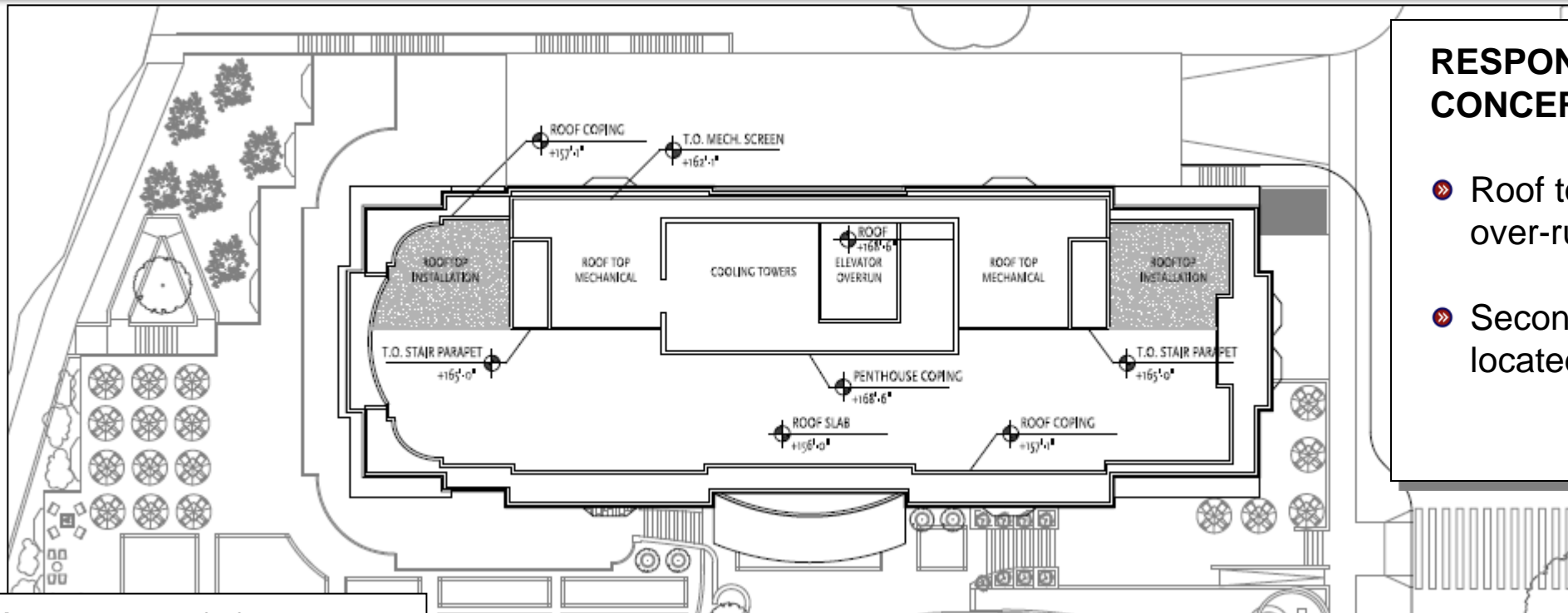
We have begun an analysis – including the evaluation and experiences of similar properties - to explore applications in the design and operation of the Edgewater that will be considered in the development of our Green Building Program and potential LEED or other sustainable strategies, including:

- 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.



ROOF-TOP INSTALLATIONS

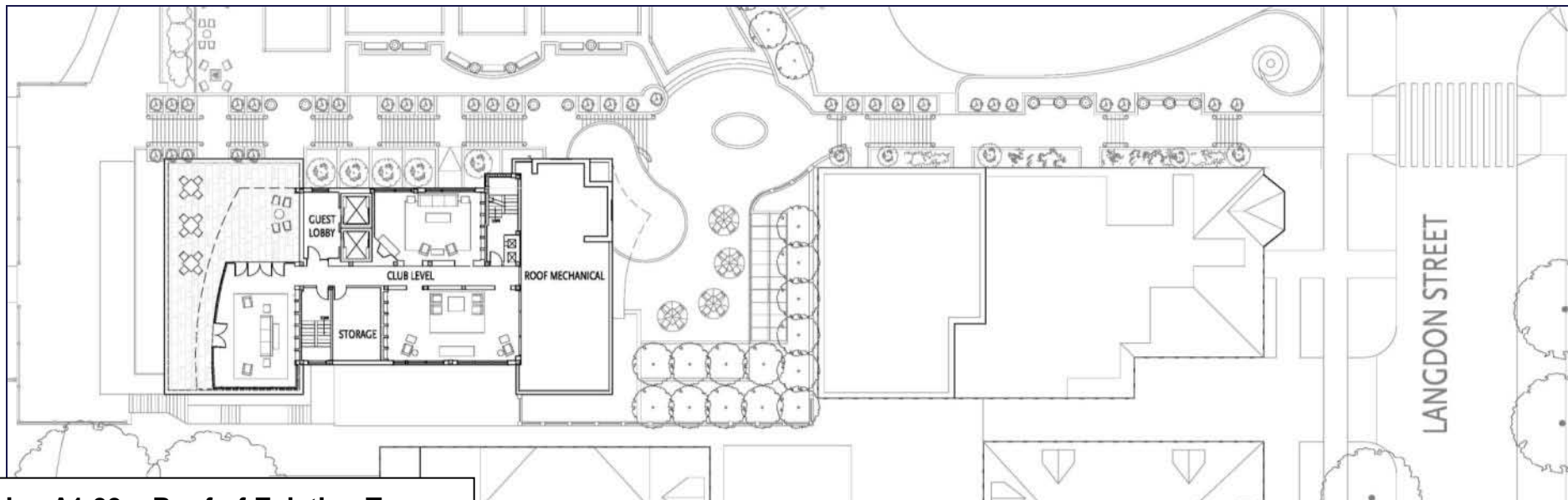
INFORMATION REQUEST – Clarify locations of roof-top installations



Drawing A1.12 – Roof of New Tower

RESPONSE TO PRIMARY CONCERNS/COMMENTS

- Roof top mechanicals, cooling towers and elevator over-runs are enclosed /shielded by Penthouse;
- Secondary locations for roof-top installations are located adjacent to penthouse on new tower;



Drawing A1.09 – Roof of Existing Tower

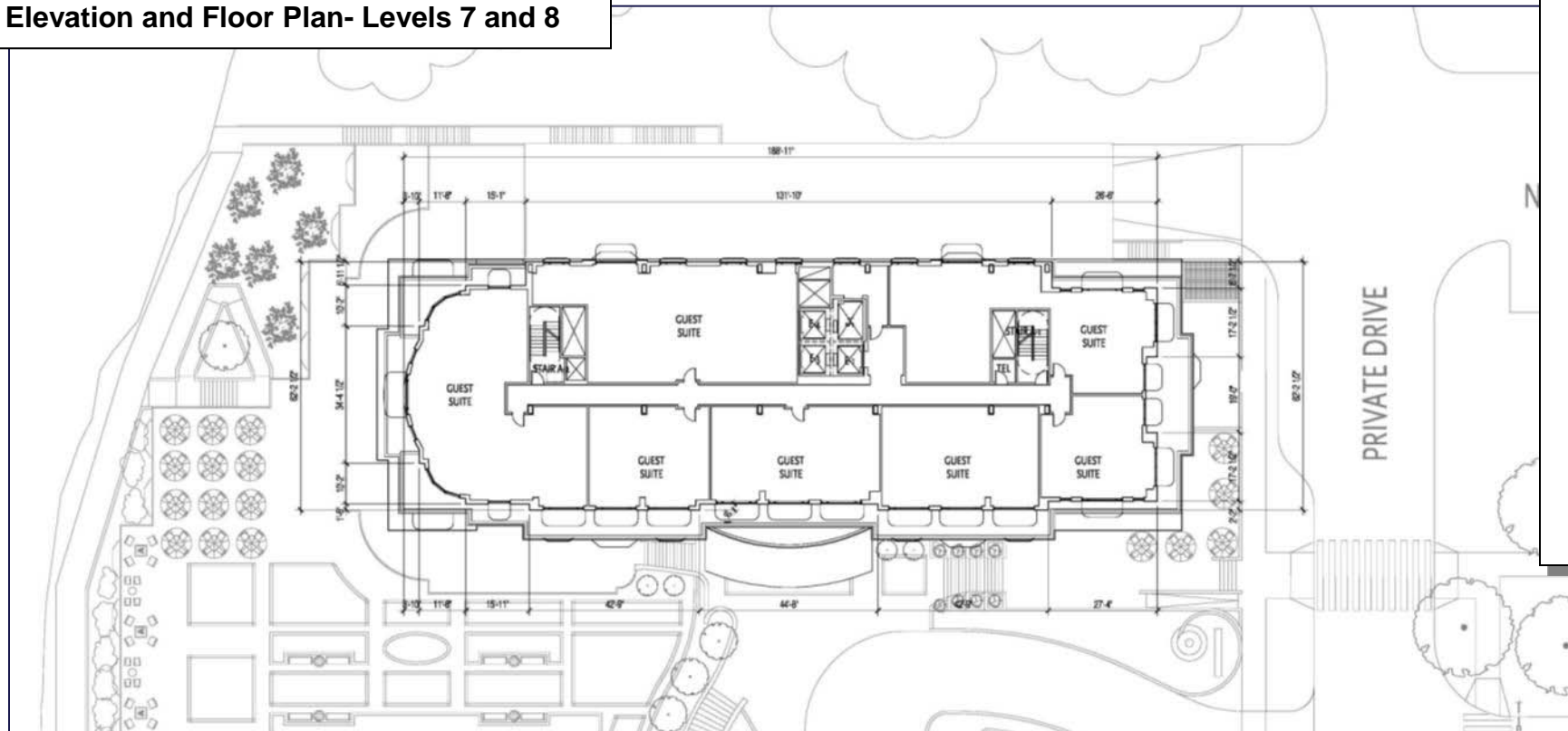


PROVIDE DETAIL ON RESIDENTIAL UNITS

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 4 – 8 units;
- Additionally, addition of permanent residents to the building should aid in mitigating concerns about noise, operations, etc. with surrounding neighbors as their 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).



CITY TIF INVESTMENT

INFORMATION REQUEST: Explain approach to TIF Funding. What Are TIF Funds Used For?

TIF IS USED FOR PUBLIC SPACES



OVERVIEW OF TIF REQUEST:

- » TIF supports \$29.3 MM in public improvements;
- » Developer pays \$13.3 MM of costs upfront;
- » TIF loan would be \$16 MM, City estimates loan is repaid in 5-7 years;
- » Non-residents pay “the freight” (e.g. tourism);
- » Creates significant jobs;
- » Generates multiple tiers of new taxes
 - » property tax
 - » hotel/motel tax
 - » sales tax
 - » employment tax
 - » multiplier effect
- » TIF not used for hotel – no competitive advantage;
- » Private entity maintains public space – Est. \$10 MM long-term benefit to public.