



***Presentation to  
Urban Design Commission  
September 2, 2009***



# URBAN DESIGN COMMISSION

## Section 33.24(2) Urban Design Commission

**Purpose and Intent.** It is hereby declared a matter of public policy that the design, appearance, beauty and aesthetics of all public and private buildings, structures, landscaping and open areas are a matter of public concern and as such must be controlled so as to promote the general welfare of the community. The purpose of this section is:

- (a) To assure the highest quality of design for all public and private projects in the City.
- (b) To protect and to improve the general appearance of all buildings, structures, landscaping and open areas in the City; to encourage the protection of economic values and proper use of properties.
- (c) To encourage and promote a high quality in the design of new buildings, developments, remodeling and additions so as to maintain and improve the established standards of property values within the City.
- (d) To foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.



# MEETING OVERVIEW

- » **Site Context**
- » **Historic District Impact**
- » **Height and Density**
- » **Plaza Concepts**
- » **Design Overview**
- » **Project Benefits**
- » **Question and Answers**



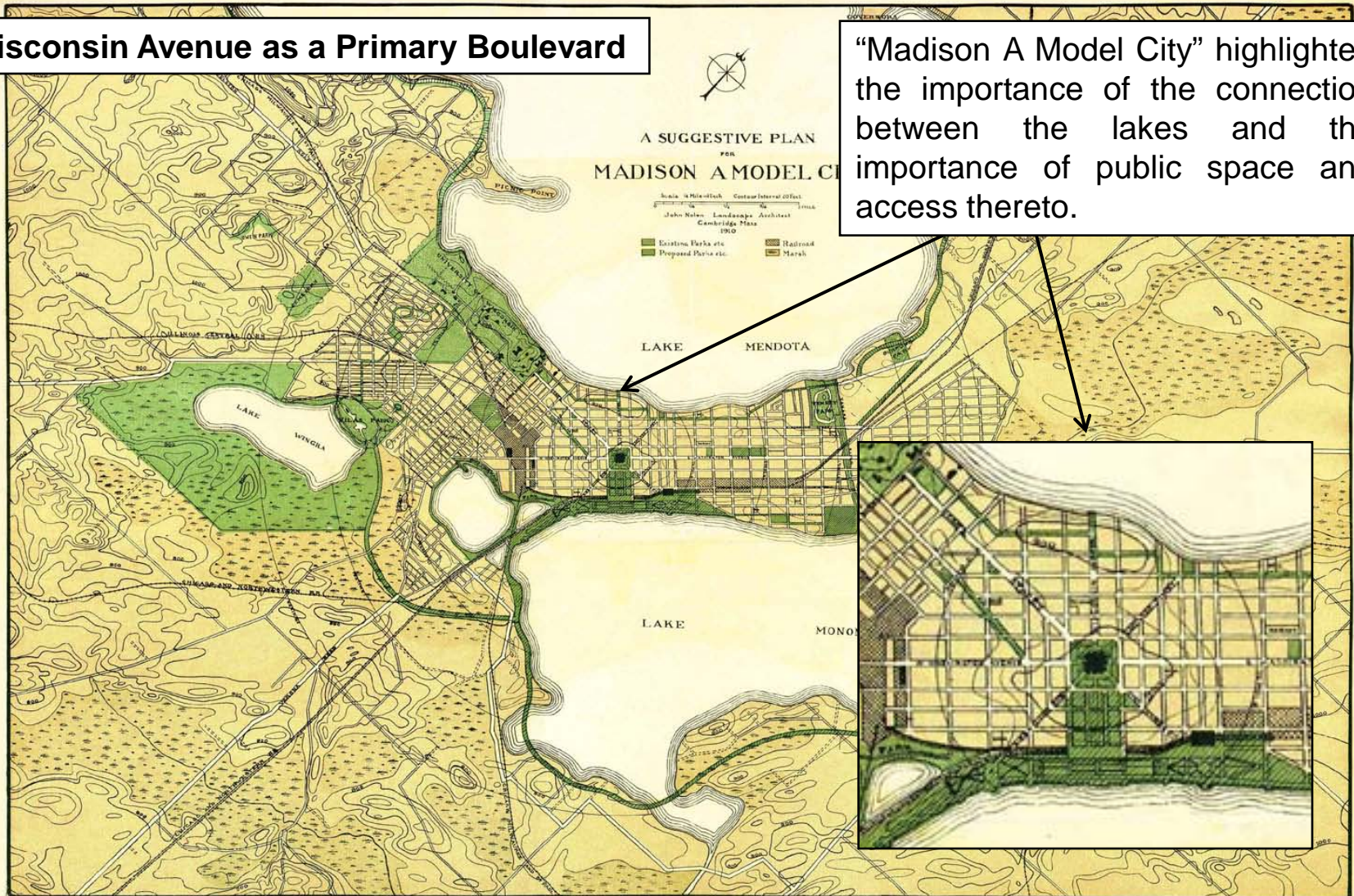
**Site Context**





# SITE CONTEXT

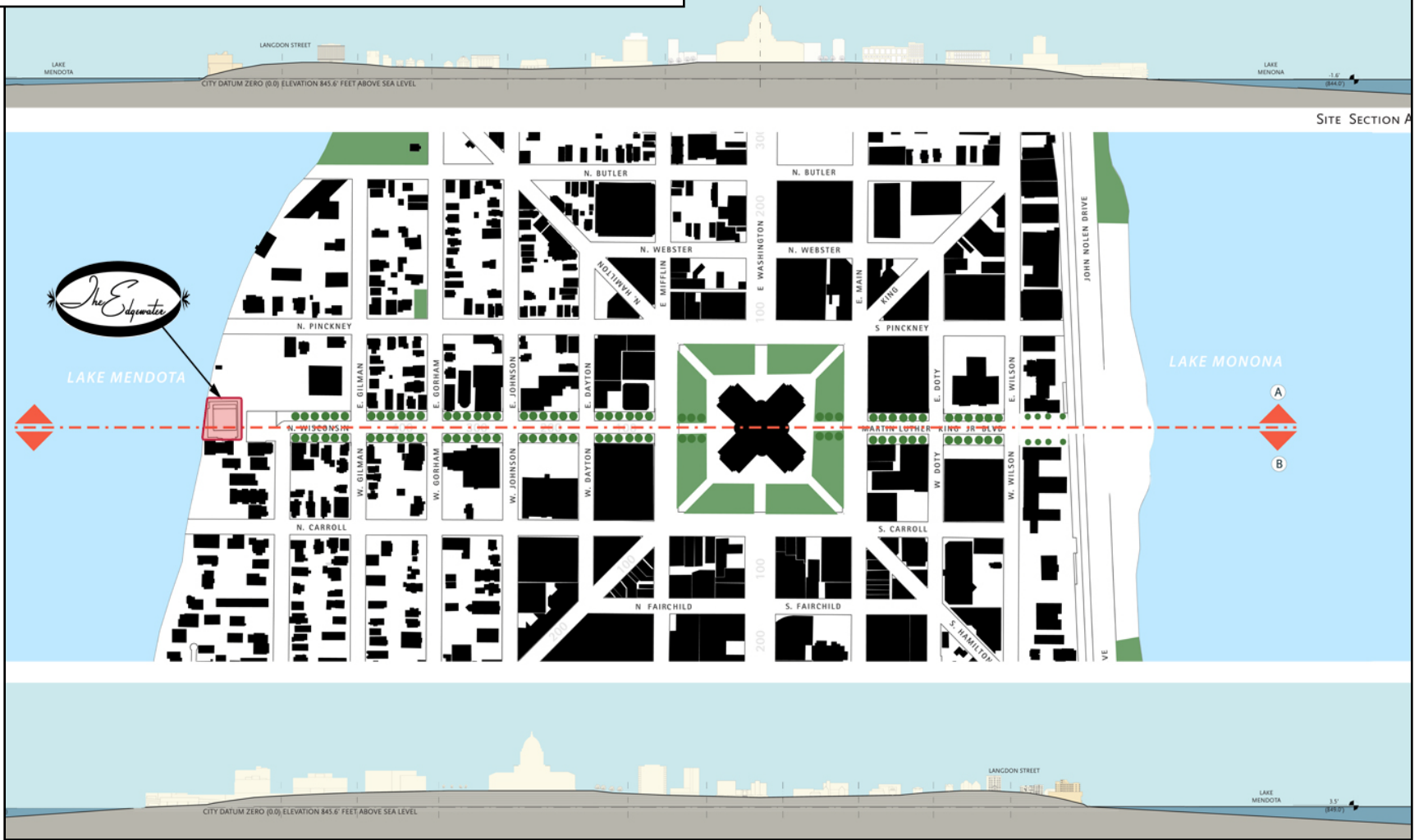
## Wisconsin Avenue as a Primary Boulevard





# SITE CONTEXT

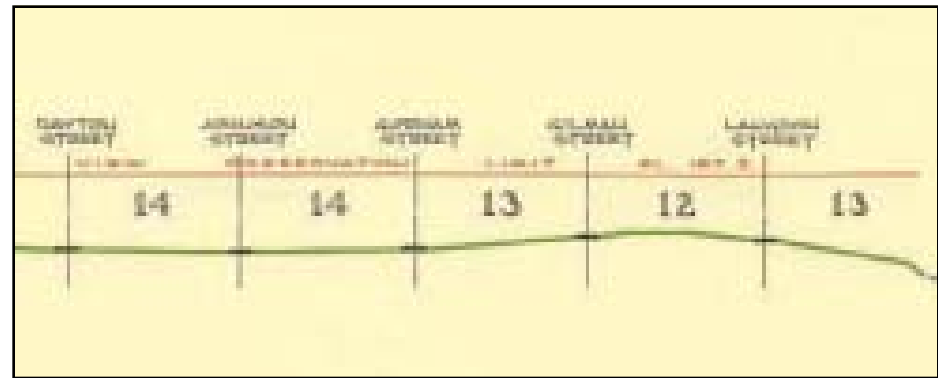
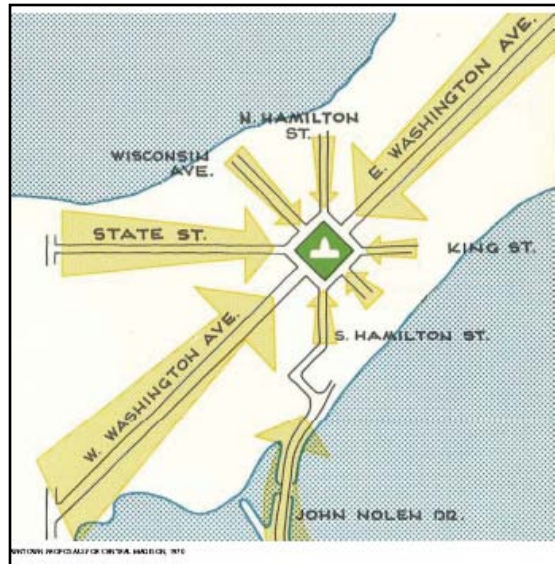
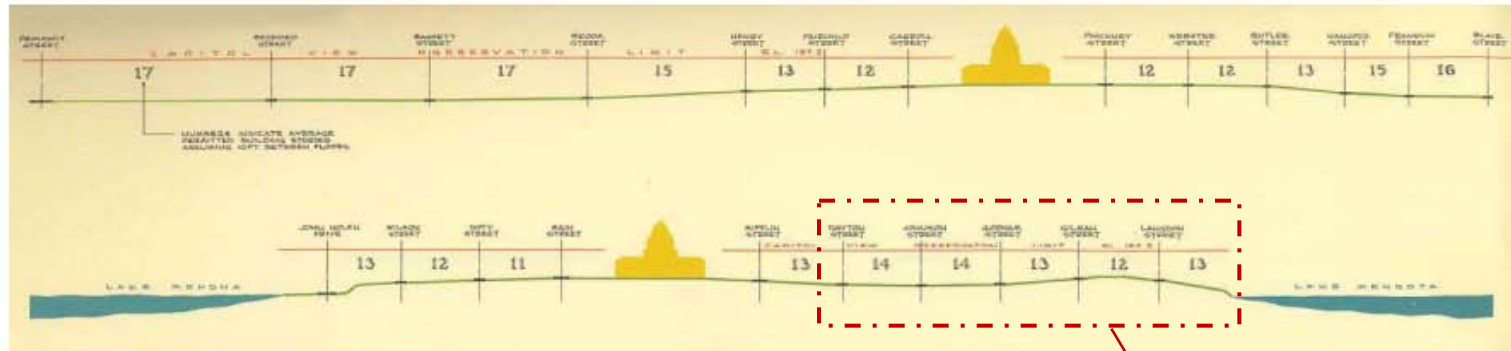
## Wisconsin Avenue as a Primary Boulevard





# SITE CONTEXT

## Wisconsin Avenue and Relationship to the Capitol



Source: City of Madison Comprehensive Plan (1976)



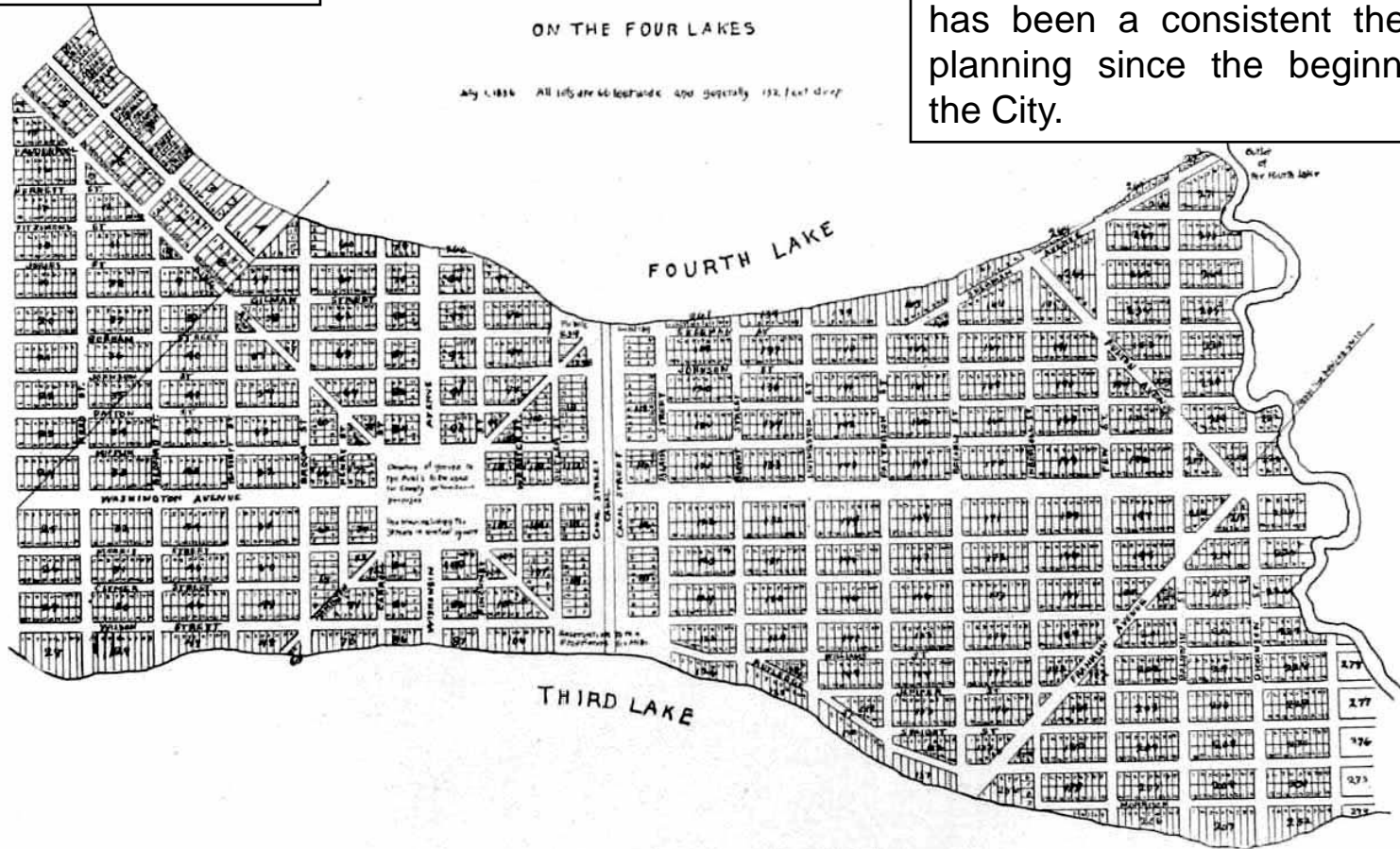
# SITE CONTEXT

## Public Access to Water

## Plat of the Town of Madison

ON THE FOUR LAKES

July 1, 1836. All lots are to be made 200 feet deep.



Public access to the waterfront has been a consistent theme in planning since the beginning of the City.

### ORIGINAL PLAN OF MADISON.

Compare with present plan of Madison in this report. Note the location of the Capitol, the differentiation in street widths, the use of diagonal streets and the complete failure to reserve the lake frontages for public purposes.





# SITE CONTEXT

## Wisconsin Avenue as a Primary Point of Public Access to Water

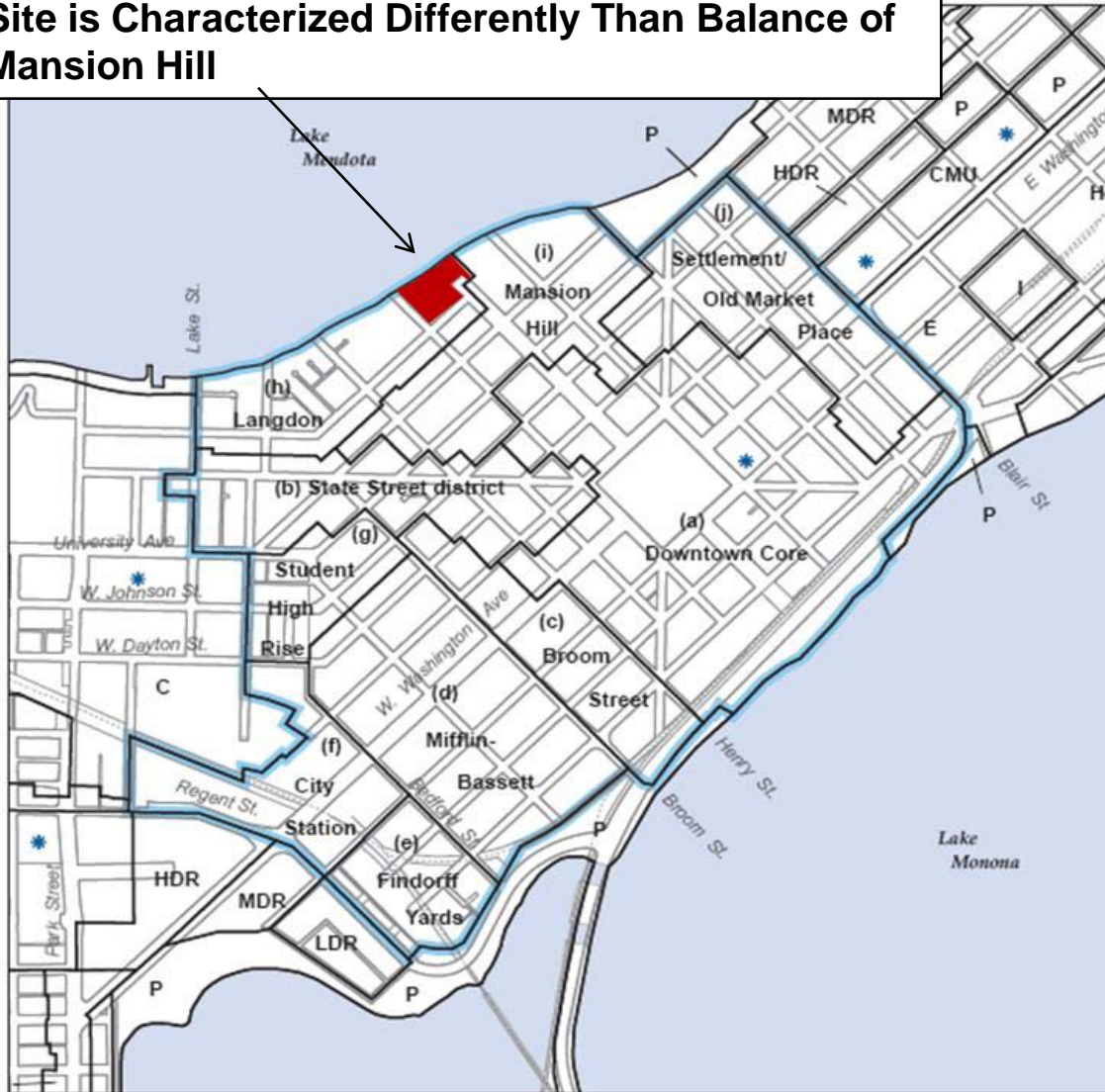


Source: City of Madison Comprehensive Plan (1976)



# SITE CONTEXT

Site is Characterized Differently Than Balance of Mansion Hill



## CITY OF MADISON COMPREHENSIVE PLAN GOALS

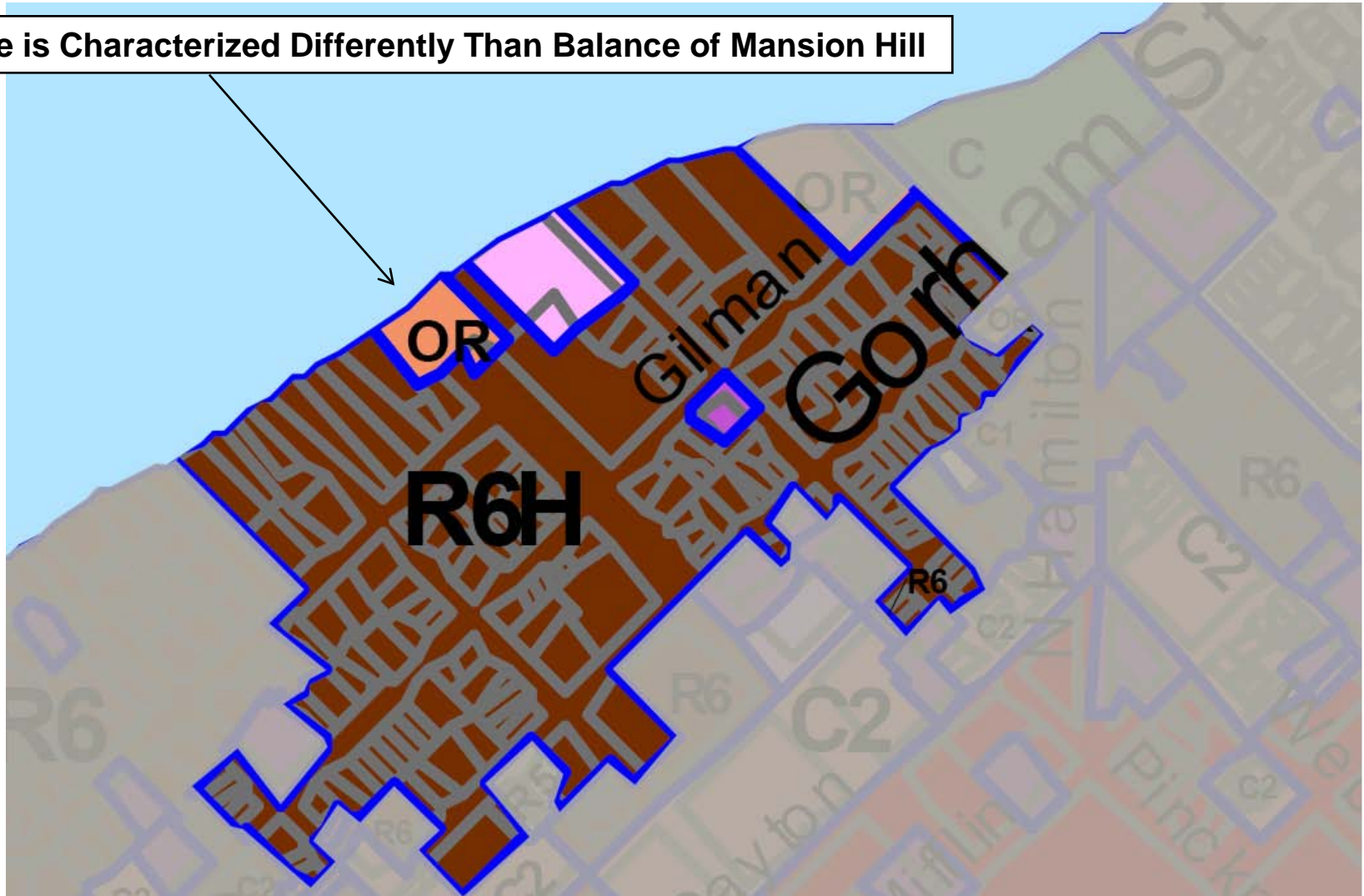
- » Downtown as a Regional Attraction
- » Access to the Lakefronts
- » Infill Development
- » Adaptive Re-use of Buildings
- » Preservation of Important Buildings
- » Framing of Street Views
- » Private Development of Open Spaces
- » Creation of Neighborhood Centers

Source: City of Madison Comprehensive Plan  
(January 2006)



# SITE CONTEXT

Site is Characterized Differently Than Balance of Mansion Hill





***Historic District Overview***



# HISTORIC DISTRICT

## Mansion Hill Historic District Plan

- » **Local District Est. 1976 / National District Est. 1996**
- » **Gilman Street is the axis of the district, Gilman / Pinckney is center**
- » **4 national landmarks, 19 designated landmarks**
- » **Edgewater Hotel (1948 structure) is a “Priority Building” in 1976 plan**
- » **In 1976, District had the largest stock of multi-unit dwellings in City**
- » **In 1976, District was predominantly low income, transient residents – student population.**

***The Key Characteristics of the District Remain True Today.***

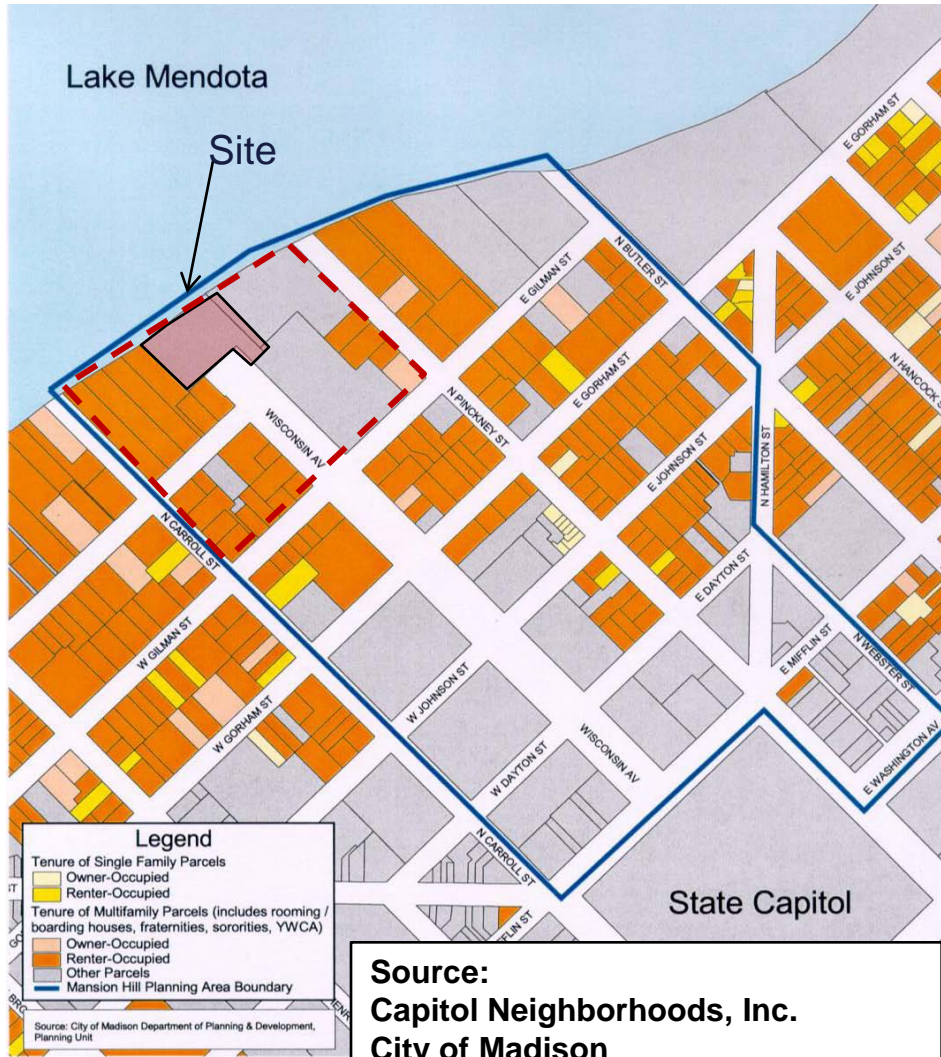


# HISTORIC DISTRICT





# HISTORIC DISTRICT



**Source:**  
**Capitol Neighborhoods, Inc.**  
**City of Madison**

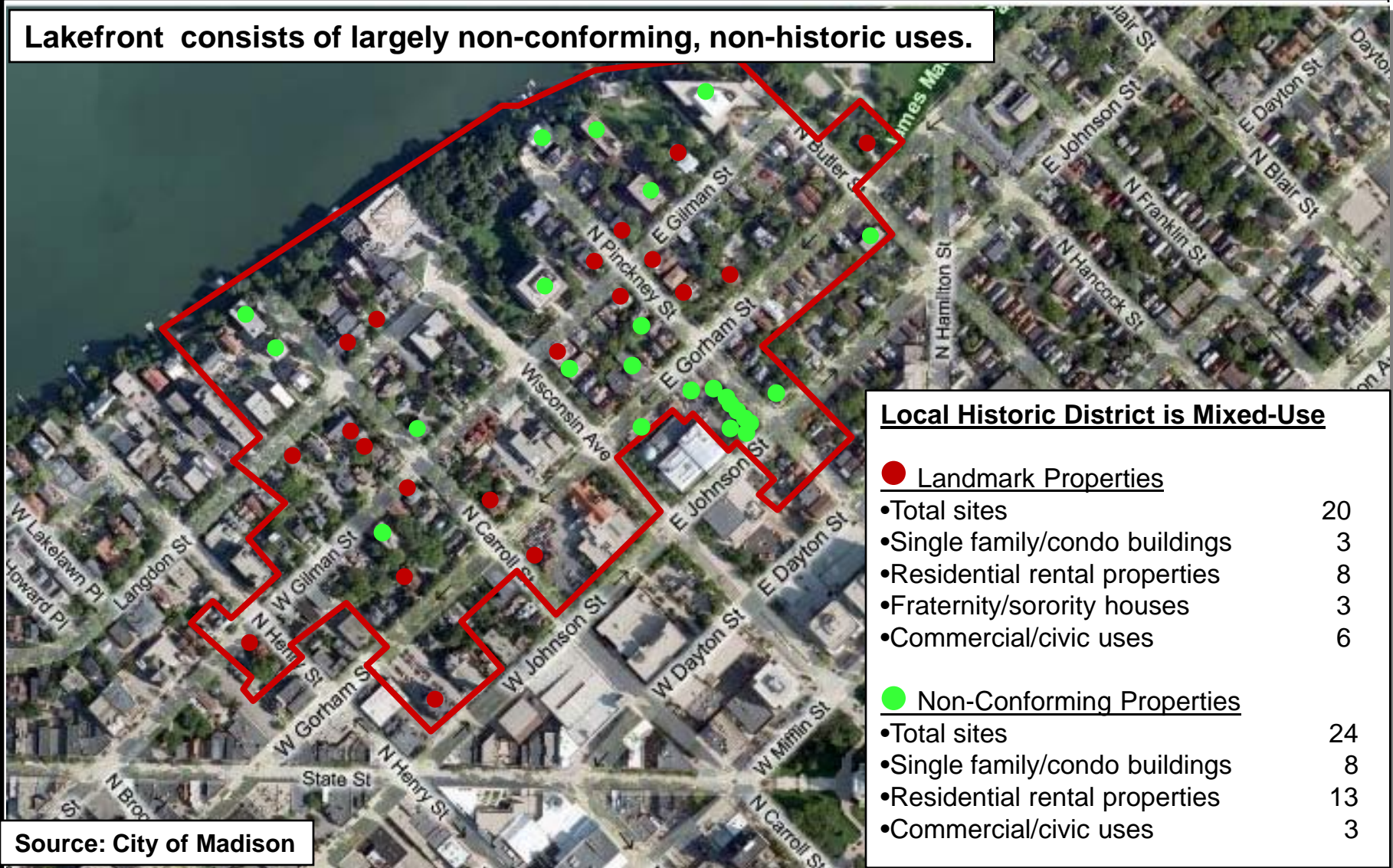
## CHARACTER OF SURROUNDING AREA

- » Mansion Hill Historic District
  - » 169 Parcels, 1.6 MM SF
  - » 11 Owner-Occupied Homes/Townhomes
  - » 5 Condo Buildings, 26 Units
  - » 129 Multi-Family Parcels, 124 Rental
  - » 21 Commercial Parcels, 1.2 MM SF
- » Mixed-Use Area on Adjacent Blocks
  - » 4 Fraternity/Sorority Buildings
  - » 15 Rental Apartments, 273 Units
  - » 1 Condominium, 7 Units
  - » 1 Single Family Home
  - » 1 Hotel
  - » 1 Office Building
- » Within CNI Neighborhood Boundry
  - » 45% Residential / 55% Other
  - » 94% of Housing is Rental
  - » 60% of Housing in 10 Unit + Buildings
  - » 56% of Tenants In Bldg > 1 Year



# HISTORIC DISTRICT

Lakefront consists of largely non-conforming, non-historic uses.



### Local Historic District is Mixed-Use

#### ● Landmark Properties

•Total sites	20
•Single family/condo buildings	3
•Residential rental properties	8
•Fraternity/sorority houses	3
•Commercial/civic uses	6

#### ● Non-Conforming Properties

•Total sites	24
•Single family/condo buildings	8
•Residential rental properties	13
•Commercial/civic uses	3

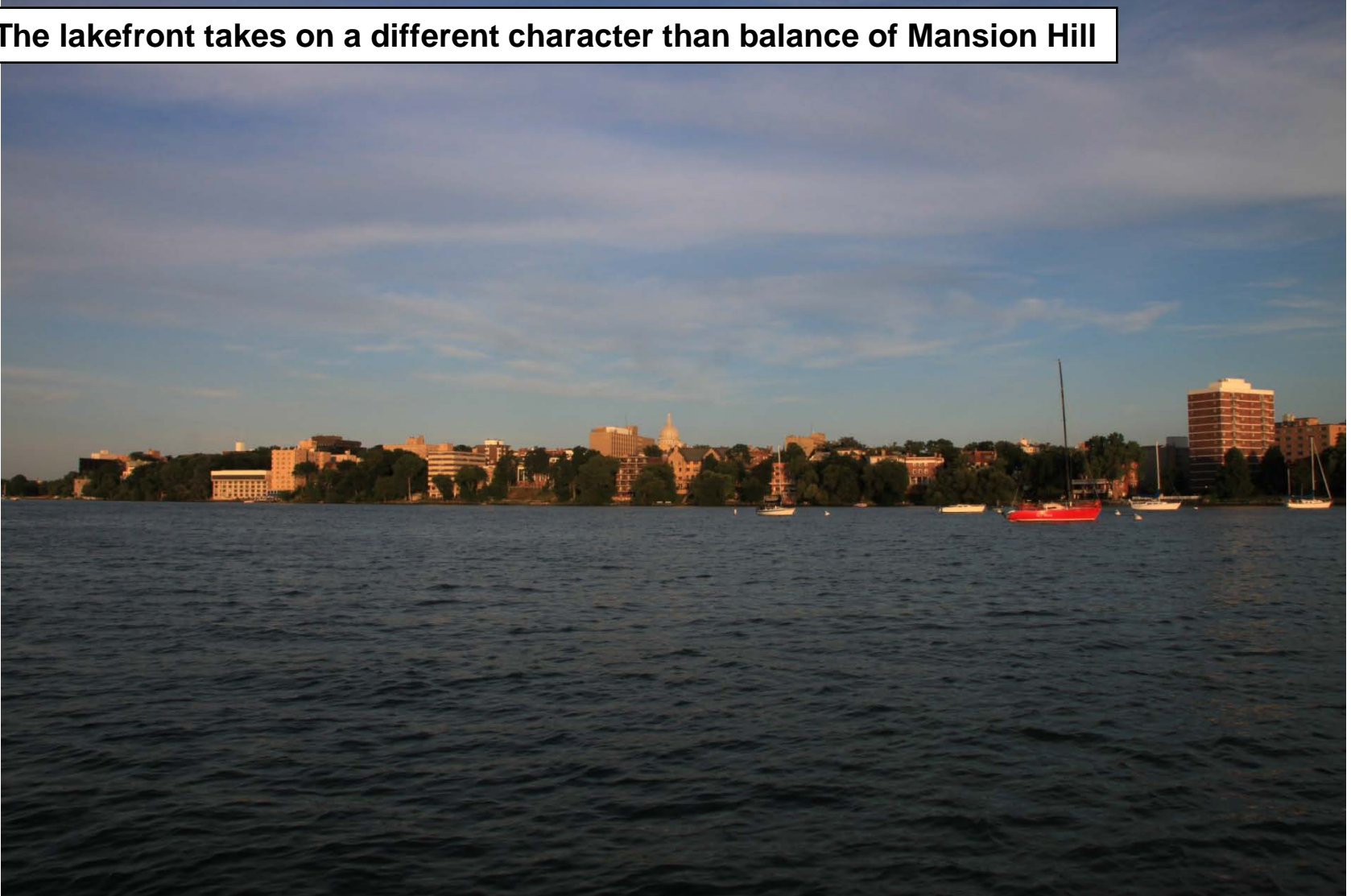
Source: City of Madison





# HISTORIC DISTRICT

The lakefront takes on a different character than balance of Mansion Hill





# HISTORIC DISTRICT

## Trends Show Growth in Transient, Not Permanent Residential Base

Population	1970	2000
Total	12,051	14,375
Male	4,928	7,605
Female	7,123	6,770

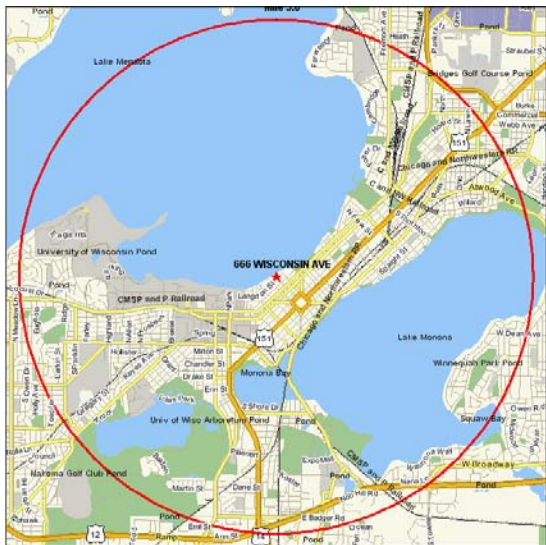
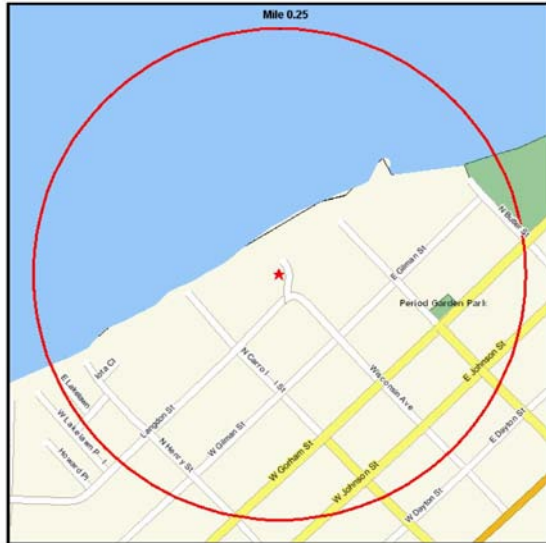
Housing	1970	2000
Total Units	5,553	6,688
Single Family	262	187
Percent of Total Units	4.72%	2.80%
Multi-Family	5,279	6,393
Percent of Total Units	95.07%	95.59%
Other	12	8
Percent of Total Units	0.22%	0.12%
Owner Occupied	221	192
Percent of Total Units	3.98%	2.87%
Renter	5,043	6,264
Percent of Total Units	90.82%	93.66%
Heads of Family	388	366
Percent of Total Units	6.99%	5.47%
Individuals (Non Family)	4,543	6,081
Percent of Total Units	81.81%	90.92%
Vacant	289	232
Percent of Total Units	5.20%	3.47%

Housing Tenure	1970	2000
Total Units	5,553	6,688
0-2 Years	-	-
Percent of Total Units	70.23%	64.91%
3-5 Years	535	1,455
Percent of Total Units	9.63%	21.76%
5+ Years	829	660
Percent of Total Units	14.93%	9.87%

**Source:**  
**Census Tracts 16.01 / 17.00 from 1970 and 2000**  
**US Census Bureau**



# HISTORIC DISTRICT



## Character of Mansion Hill to Downtown/City

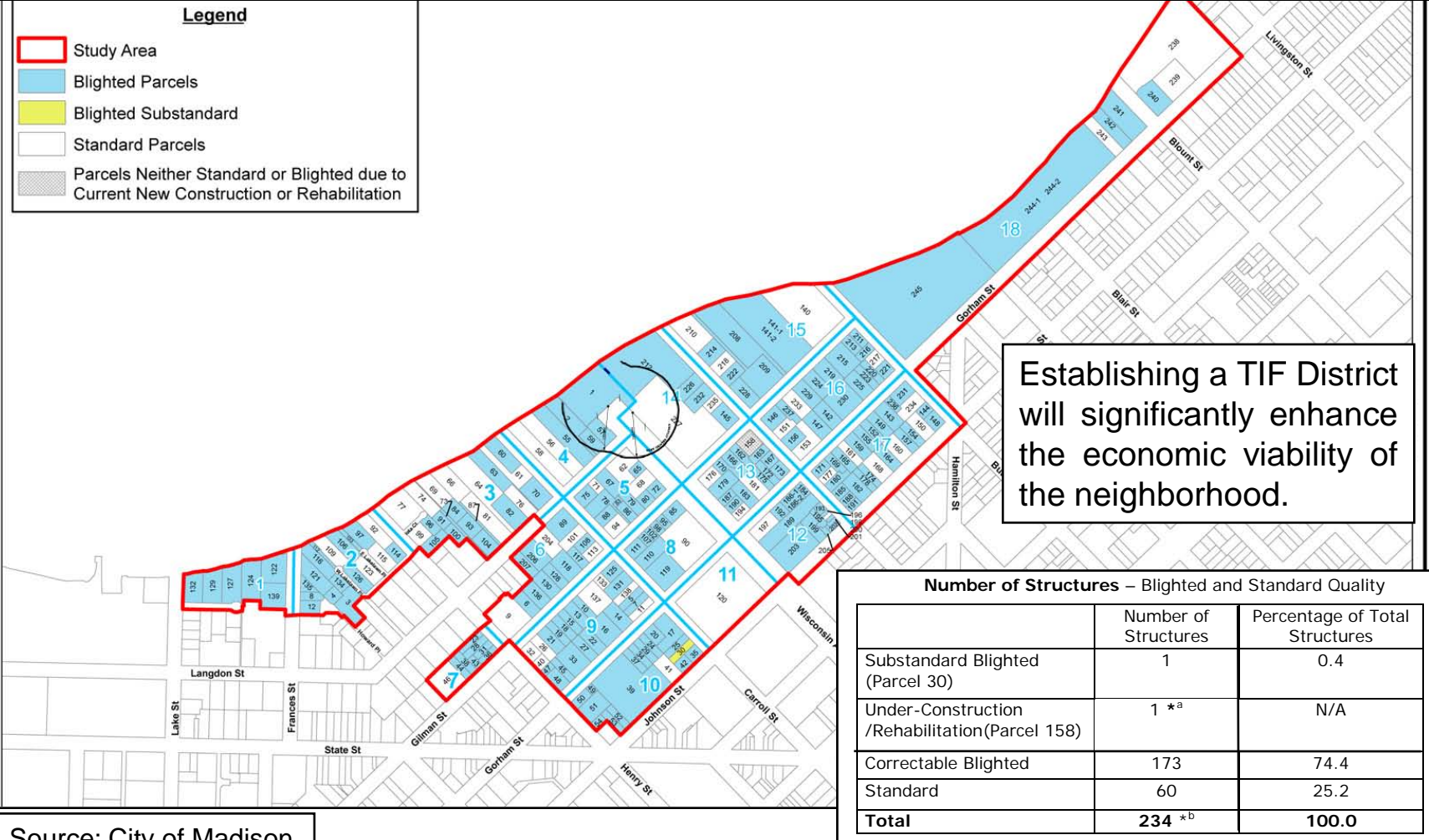
	MANSION HILL	WITHIN 3 MILES	CITY OF MADISON
Population (1990)	3,489	31,508	193,451
Population (2000)	3,726	36,813	208,054
Population (2009)	4,038	42,350	225,925
Median Age (2009)	23	37	34
Median Household Income (2009)	\$14,706	\$88,938	\$50,527
As % of Metro Area	29.11%	176.02%	NA
Family Households (2009)	3.46%	31.32%	47.10%
Non-Family Households (2009)	96.48%	68.68%	52.90%
Owner Occupied (2009)	1.06%	30.66%	47.25%
Renter Occupied (2009)	98.94%	69.34%	52.75%
Median Value of All Owner Occupied	\$139,583	\$479,813	\$196,732
Total Occupied Housing Units (2009)	1,777	25,652	97,275
Single Unit Housing	1.46%	20.96%	47.52%
Multi-Unit Housing	98.54%	79.04%	52.48%
Housing Units Built Before 1950	31.57%	20.82%	20.85%
Housing Units Built 1950 - 1969	26.62%	24.86%	26.03%
Housing Units Built 1970 - Today	41.81%	54.32%	53.12%
Median Age of Built Housing Structures	1965	1978	1972

Source: Claritas (2009)



# HISTORIC DISTRICT

## Neighborhood is Blighted, Reinvestment is Needed to Build Economic Momentum



Source: City of Madison



# HISTORIC DISTRICT

There are no landmark buildings in visually related area.

## Mansion Hill Local Historic District

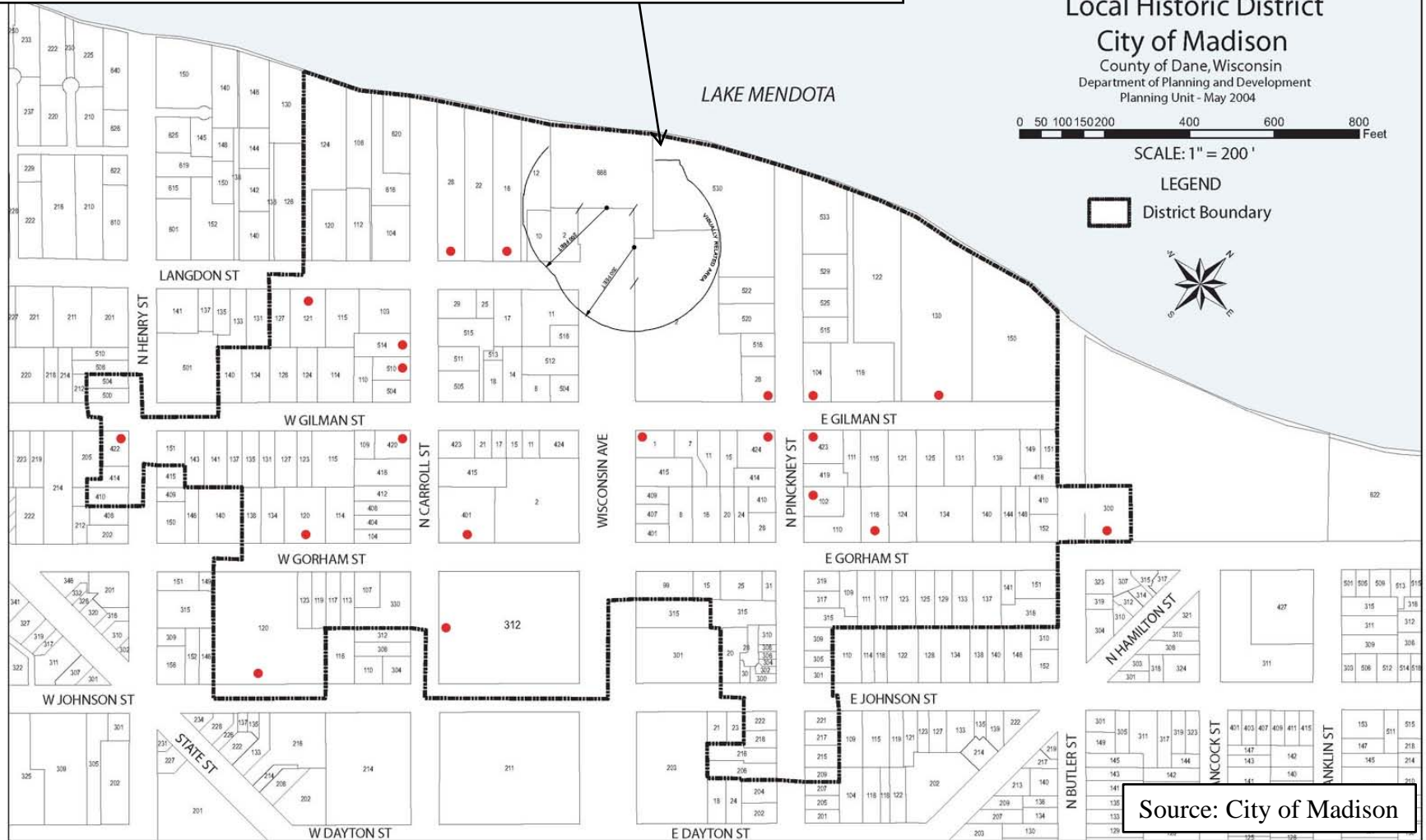
City of Madison  
County of Dane, Wisconsin  
Department of Planning and Development  
Planning Unit - May 2004



SCALE: 1" = 200'

### LEGEND

District Boundary



Source: City of Madison

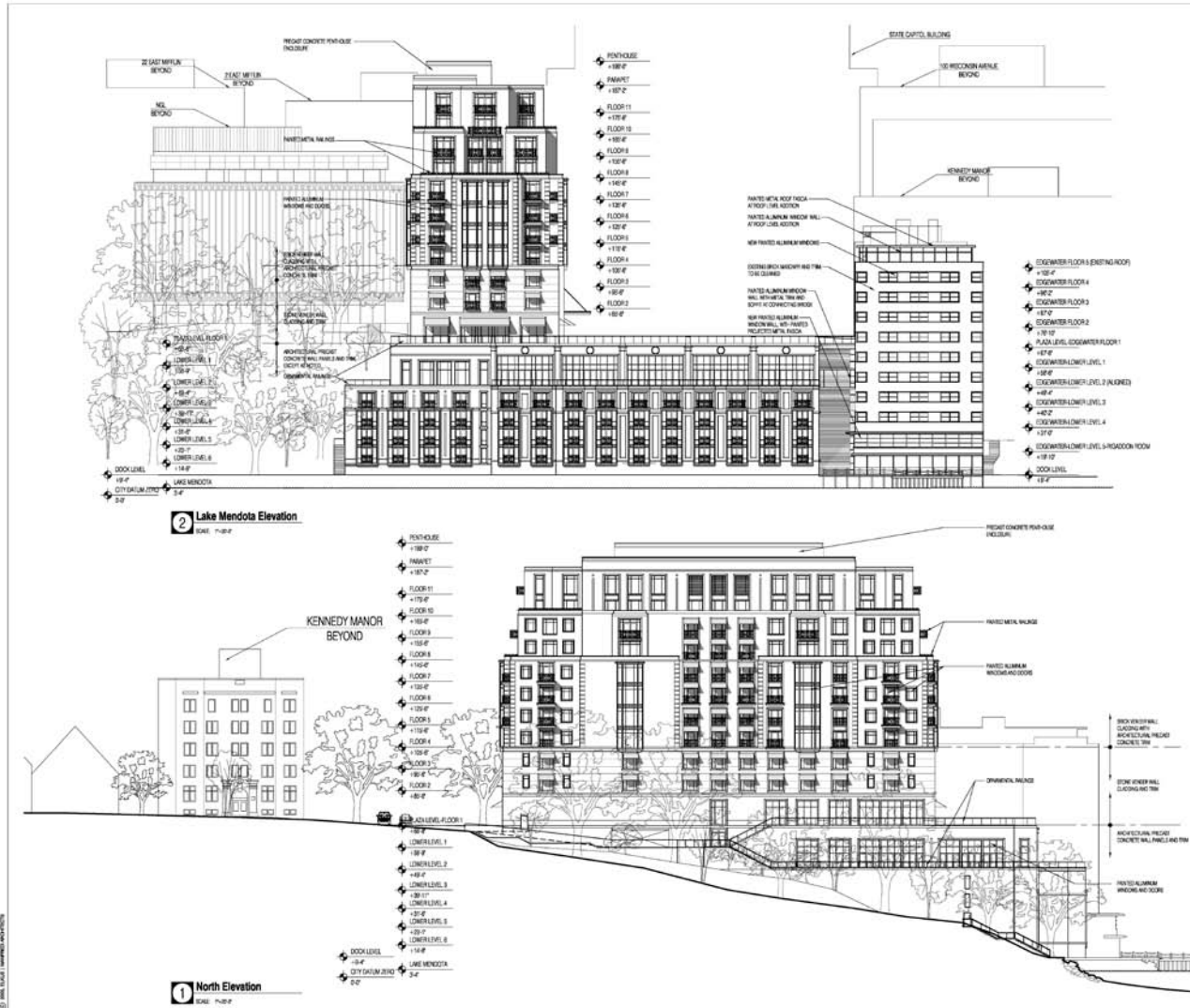


***Height and Density***



# HEIGHT AND DENSITY

30 feet



ELKUS | MANFREDI ARCHITECTS

300 EAST WATSON AVENUE  
ROSLINDALE, MASSACHUSETTS 02126  
(617) 426-7300

## The Edgewater

888 WATSON AVENUE  
WATSON, MA 02159

Owner:  
**Landmark X, LLC**  
22 East Waltham Street, Suite 802  
Watson, MA 02159

Developer:  
**Hanna Company**  
22 East Waltham Street, Suite 802  
Watson, MA 02159

Civil Engineer:  
**BT Squawak, Inc.**  
2880 Dory Drive  
Watson, MA 02159

PROJECT NUMBER: 2015010

DATED: JULY 16, 2015

REVISIONS:

NO. DATE DESCRIPTION

SCALE: 1/4" = 3'-0"

DRAWING NAME:

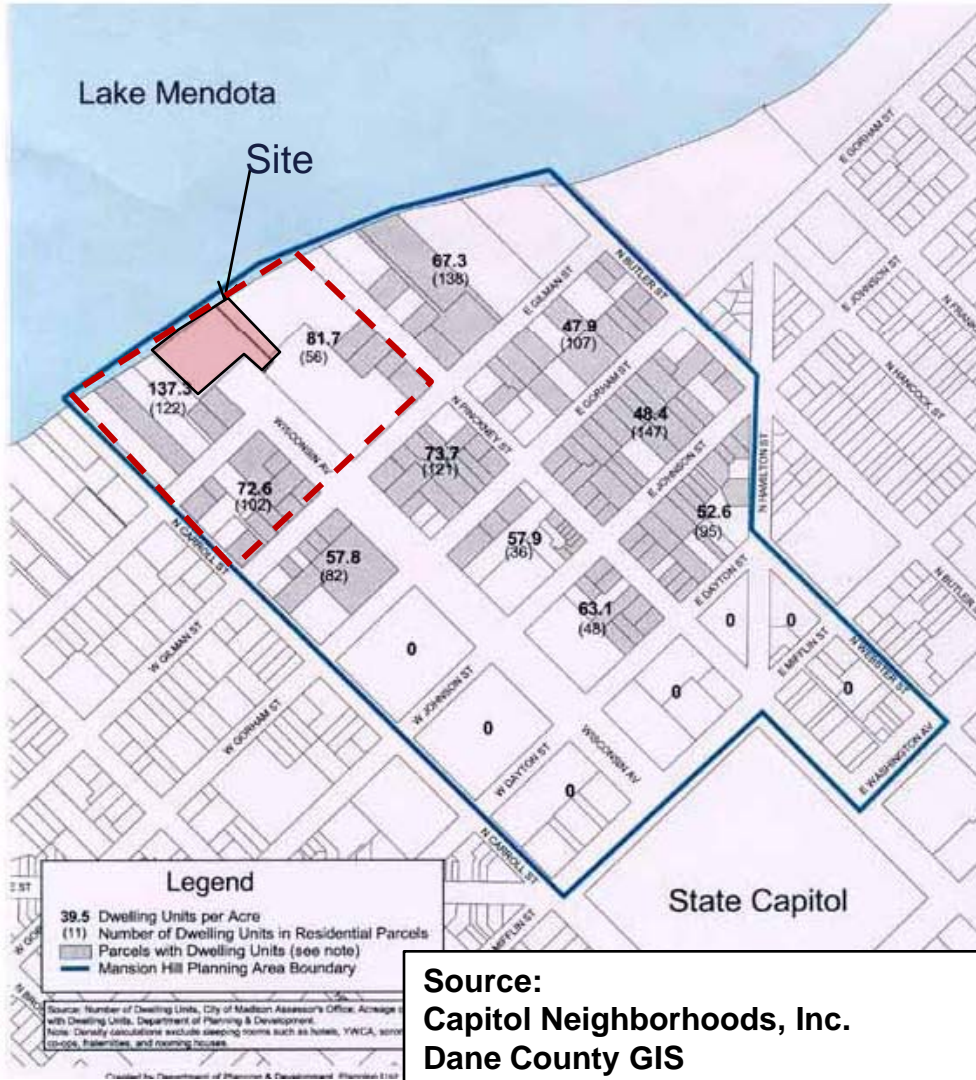
Elevations

DRAWING NUMBER:

A2.02



# HEIGHT AND DENSITY



## RESIDENTIAL DENSITY BY BLOCK

- » Edgewater is surrounded by high density residential uses ranging from 72.6 – 137.3 Units/Acre
  - » Average Density Per Parcel On Surrounding Blocks:
    - » 2 Langdon - 36 Units, 185 Units/Acre
    - » Morgan House - 14 Units, 90Units/Acre
    - » Kennedy Manor - 58 Units, 175Units/Acre
    - » The Ambassador - 45 Units, 245Units/Acre
  - » Edgewater (Parcel)①
    - » 228 Hotel Rooms, 112 Units/Acre
    - » Comp at 800 SF/Unit, 72 Units/Acre
    - » Comp at 1200 SF/Unit, 53 Units/Acre
- ① Parcel is defined as entire site including turn around in Wisconsin Avenue right-of-way





# HEIGHT AND DENSITY





# HEIGHT AND DENSITY



Note: the landscape plan is in flux and this image may not reflect final plan



# HEIGHT AND DENSITY

**Proposed Terrace is framed and of a similar scale to the Original Olin Terrace**





# HEIGHT AND DENSITY





# HEIGHT AND DENSITY





# HEIGHT AND DENSITY





# HEIGHT AND DENSITY





# HEIGHT AND DENSITY







# HEIGHT AND DENSITY





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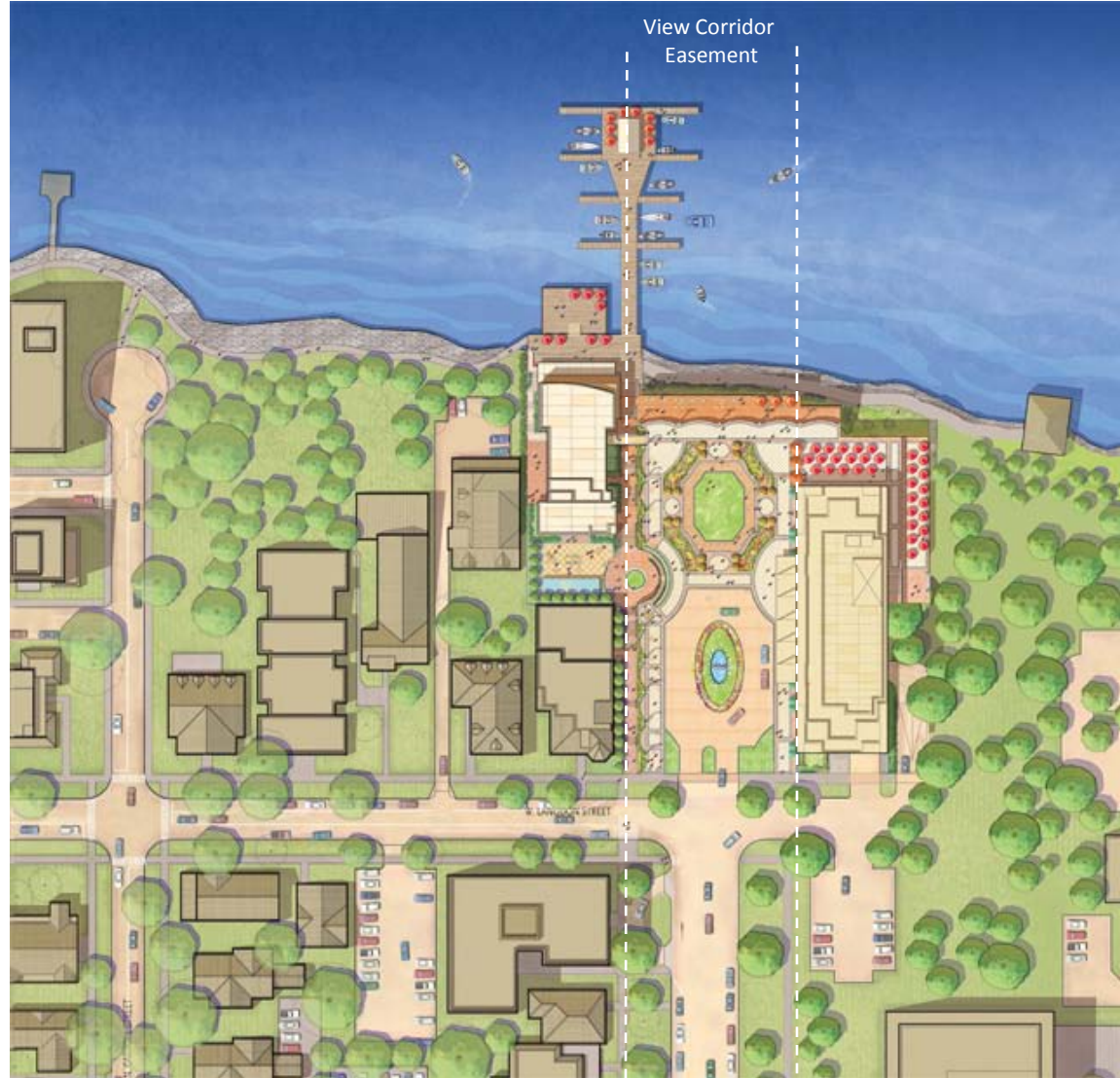




## ***Plaza Concepts***



# PLAZA CONCEPTS



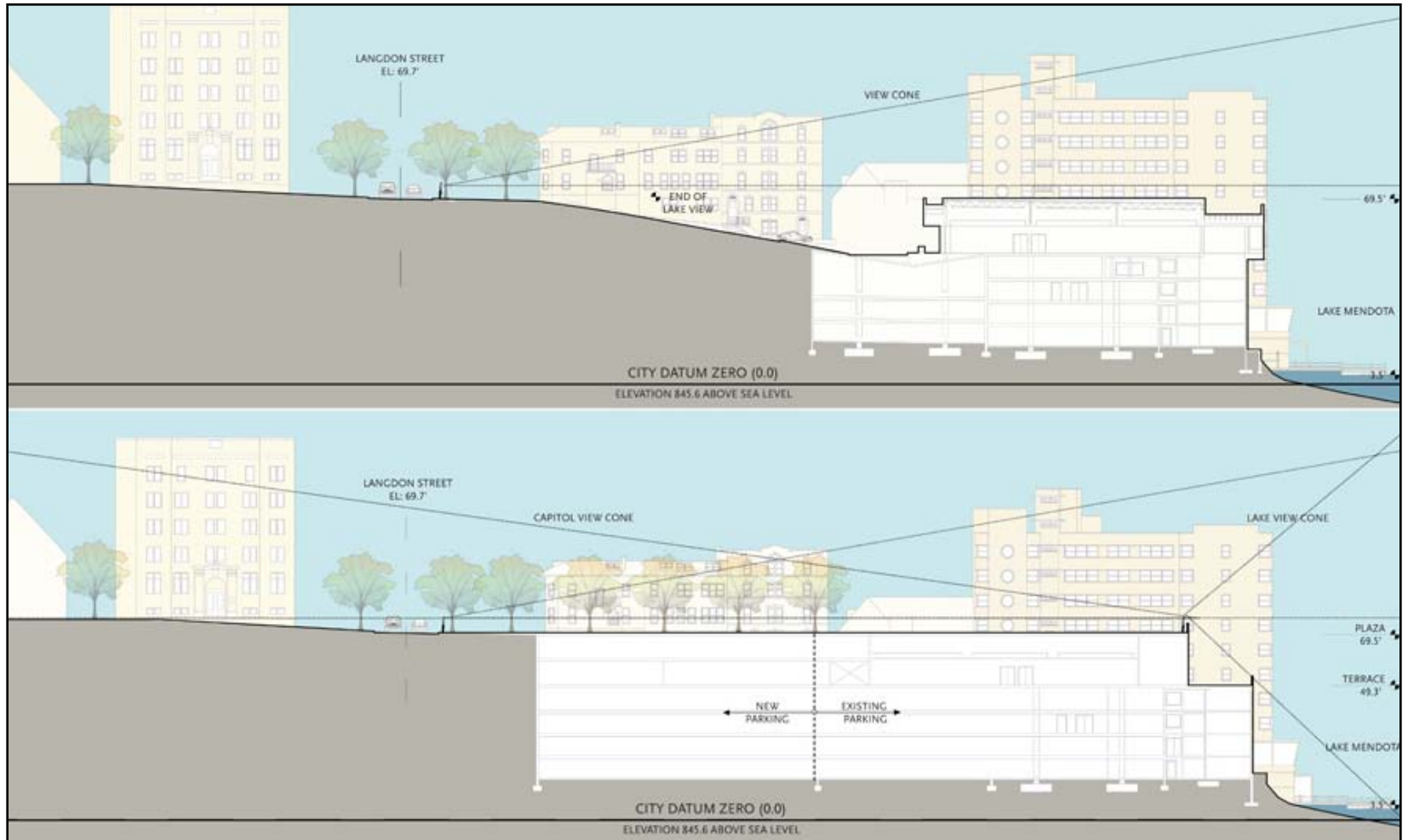
## SITE PLAN CONSIDERATIONS

- » Wisconsin Avenue Right-Of-Way
- » Langdon Set Back
- » Distance to Intersection – 81 Feet
- » Mansion Hill Terrace – 35,973 SF
- » Relationship of Open Space to Vertical Structure
- » Vehicular Traffic Pattern
- » Bike Parking
- » Bus and Truck Loading / Unloading
- » Disabled Access
- » Stormwater / Environmental



# PLAZA CONCEPTS

## Proposed Terrace is at Same Height as Existing Structure





# PLAZA CONCEPTS



**5** Bench Detail  
SCALE: NTS



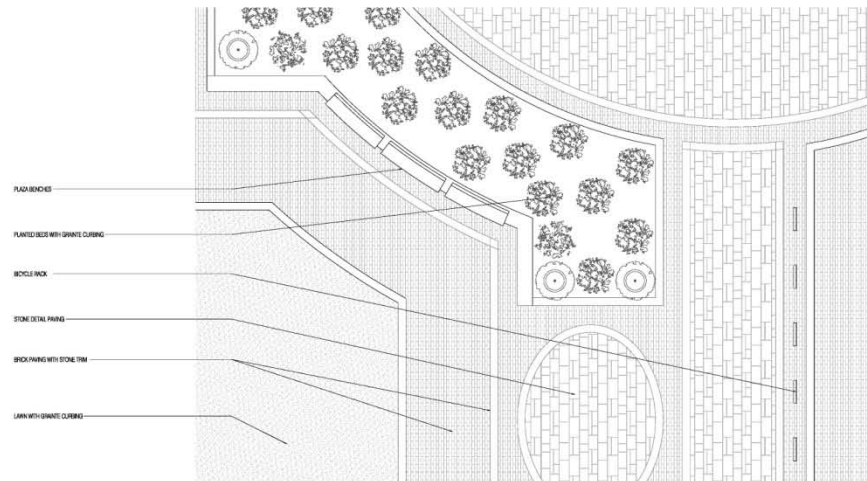
**4** Lawn with Granite Curb and Brick Paving with Granite Trim Details  
SCALE: NTS



**3** Planted Area with Granite Curb Detail  
SCALE: NTS



**2** Bicycle Rack Detail  
SCALE: NTS



ELKUS | MANFREDI  
ARCHITECTS

3000 300 A STREET  
SCOTT WASHINGTON WETS 0210  
(415) 417-428 1300

## The Edgewater

688 Wisconsin Avenue  
Madison, WI 53703

Owner:  
Landmark X, LLC  
22 East Main Street, Suite 400  
Madison, WI 53703

Developer:  
Hennrich Company  
22 East Main Street, Suite 400  
Madison, WI 53703

Civil Engineer:  
BT Squared, Inc.  
2025 First Street  
Madison, WI 53718

PROJECT NUMBER: 08/15/00

DATE: July 11, 2008

REVISIONS:  
08/15/00

SCALE: 1/4" = 1'-0"

DRAWING NAME:  
PLAZA DETAILS

DRAWING NUMBER:

**A3.01**





# PLAZA CONCEPTS

## Existing Conditions – Site





# PLAZA CONCEPTS



## ALTERNATE CONCEPT

- » Reduces Area for Auto Court
- » Pedestrian Area Up by 2,200 SF
- » Plaza Centered on Wisconsin Ave
- » Creates Enlarged Green Space
- » Breaks Space into Multiple Areas
- » Adds Mini Garden/Seating Area
- » Removes Light Poles at Lake

**Note:**

This is a preliminary site plan to explore alternatives, details will continue to develop with design.



# PLAZA CONCEPTS

## Developed Stair Concept



Note: This is a preliminary site plan to explore alternatives, details will continue to develop with design.



# PLAZA CONCEPTS



Note: This is a preliminary perspective, landscape, railings, fences and surface details will continue to develop with design.



***Design Overview***



# DESIGN OVERVIEW

## RESTORATION OF HISTORIC STRUCTURE

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“Since there was very little built in Madison during the Great Depression or World War II post-war modernist design is the next distinct architectural era to become "historic".”

– Madison Historical Trust



# DESIGN OVERVIEW

## Original Rendering – 1940's Tower





# DESIGN OVERVIEW

## Front Corner/Side Facade







# DESIGN OVERVIEW

## Existing Façade/Connection Between Buildings





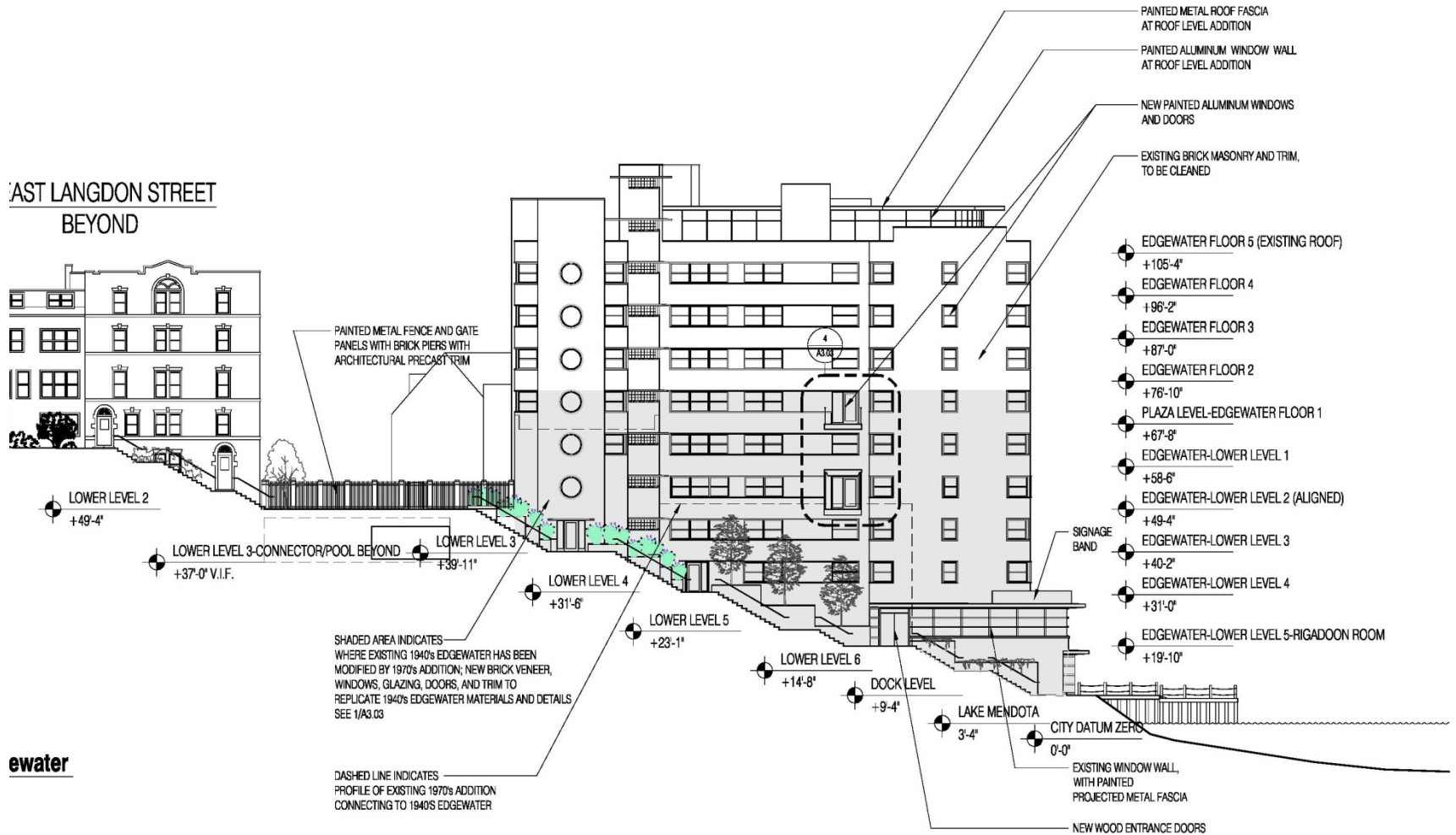
# DESIGN OVERVIEW

## Existing Façade/Connection Between Buildings





# DESIGN OVERVIEW



**ewater**



# DESIGN OVERVIEW

## Proposed Façade / Grand Stairway to Waterfront





# DESIGN OVERVIEW

## Rigadoon Room Facade



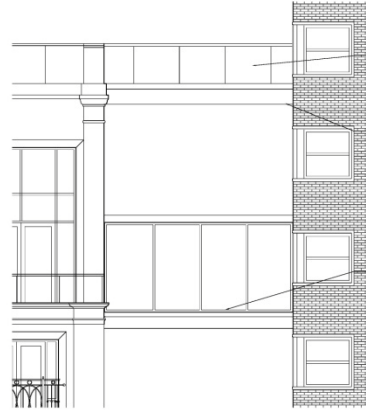


# DESIGN OVERVIEW

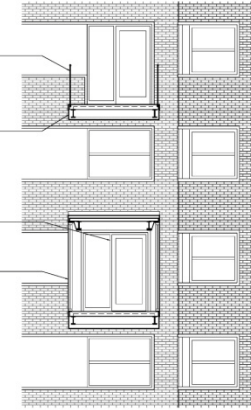
## Proposed Façade Restoration



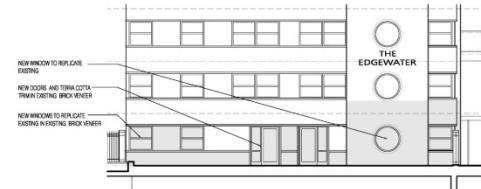
**1** Partial Enlarged Elevation at New Construction  
SCALE: 1/8"=1'-0"



**3** Partial Enlarged Elevation at Connections to 1940's Building  
SCALE: 1/8"=1'-0"



**4** Cross Section at Connections to 1940's Building  
SCALE: 1/8"=1'-0"



SHADED AREA REPRESENTS REVISED  
1940'S EDGEWATER ELEVATION, NEW BRICK VENEER AND  
TERRA COTTA TRUSS TO REPLICATE EXISTING 1940'S  
REPRESENT ACCESSIBLE EXTERIOR WALKING AND  
AT 200 LEVEL (SEE NOTES) (SEE VARIOUS)  
NOT HANDICAPPED ACCESSIBLE, SEE VARIOUS

**2** Partial Enlarged Elevation at New Construction  
SCALE: 1/8"=1'-0"

ELKUS | MANFREDI  
ARCHITECTS

340 West 300 A STREET  
BOSTON MASSACHUSETTS 02119  
p: 617-426-1300

### The Edgewater

666 Massachusetts Avenue  
Malden, MA 02148

Owner:  
Landmark X, LLC  
22 East Winton Street, Suite 800  
Malden, MA 02148

Developer:  
Hammes Company  
22 East Winton Street, Suite 800  
Malden, MA 02148

Civil Engineer:  
BT Squared, Inc.  
2690 Derby Drive  
Malden, MA 02148

PROJECT NUMBER: 08/18/03

DATE: July 21, 2006

REVISIONS:  
08/18/03

SCALE: VARIES

DRAWING NAME:  
1940'S BUILDING  
PARTIAL ENLARGED  
ELEVATIONS

DRAWING NUMBER:

**A3.03**



# DESIGN OVERVIEW

## Existing Facade





# DESIGN OVERVIEW

## Rooftop Terrace







# DESIGN OVERVIEW

## Existing Rooftop





# DESIGN OVERVIEW

Roof addition has design features that complement original 1940's design





# DESIGN OVERVIEW

## RENOVATION OF THE 1970's STRUCTURE

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# DESIGN OVERVIEW







# DESIGN OVERVIEW

## LAKEFRONT TERRACE





# DESIGN OVERVIEW

## EXPANSION TOWER

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# DESIGN OVERVIEW









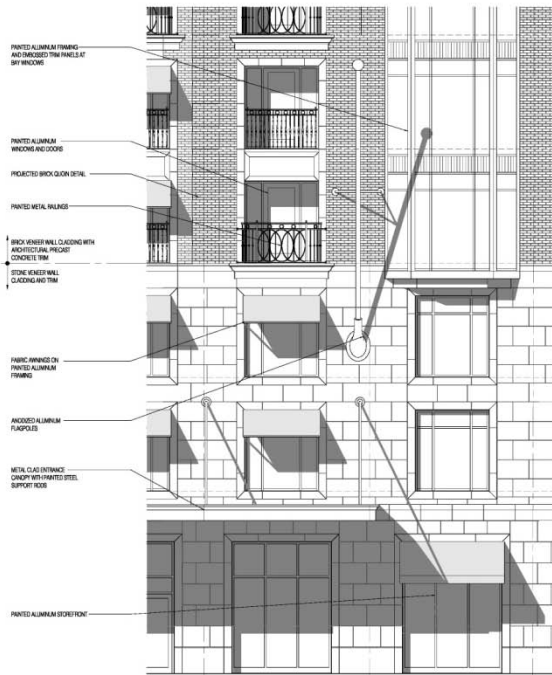
# DESIGN OVERVIEW

## ARCHITECTURAL STYLE





# DESIGN OVERVIEW



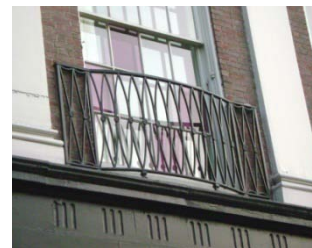
**1** Elevation Detail  
SCALE: 1/8"=1'-0"



**3** Bay Window Reference Image  
SCALE: NTS



**5** Brick and Stone Wall Cladding Reference Image  
SCALE: NTS



**2** Painted Metal Railing Reference Image  
SCALE: NTS



**4** Storefront, Awning, and Stone Detail Reference Image  
SCALE: NTS

ELKUS | MANFREDI  
ARCHITECTS

300 A STREET  
BOSTON, MASSACHUSETTS 02219  
[617] 428-1300

## The Edgewater

688 Wisconsin Avenue  
Madison, WI 53703

Owner:  
Landmark X, LLC  
22 East Wacker Drive, Suite 800  
Madison, WI 53703

Developer:  
Marquette Company  
22 East Wacker Drive, Suite 800  
Madison, WI 53703

Civil Engineer:  
BT Squared, Inc.  
2826 Dairy Drive  
Madison, WI 53718

PROJECT NUMBER: 0510-06

DATE: July 01, 2019

REVISIONS:  
08/18/2019

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

DRAWING NAME:  
ELEVATION DETAILS

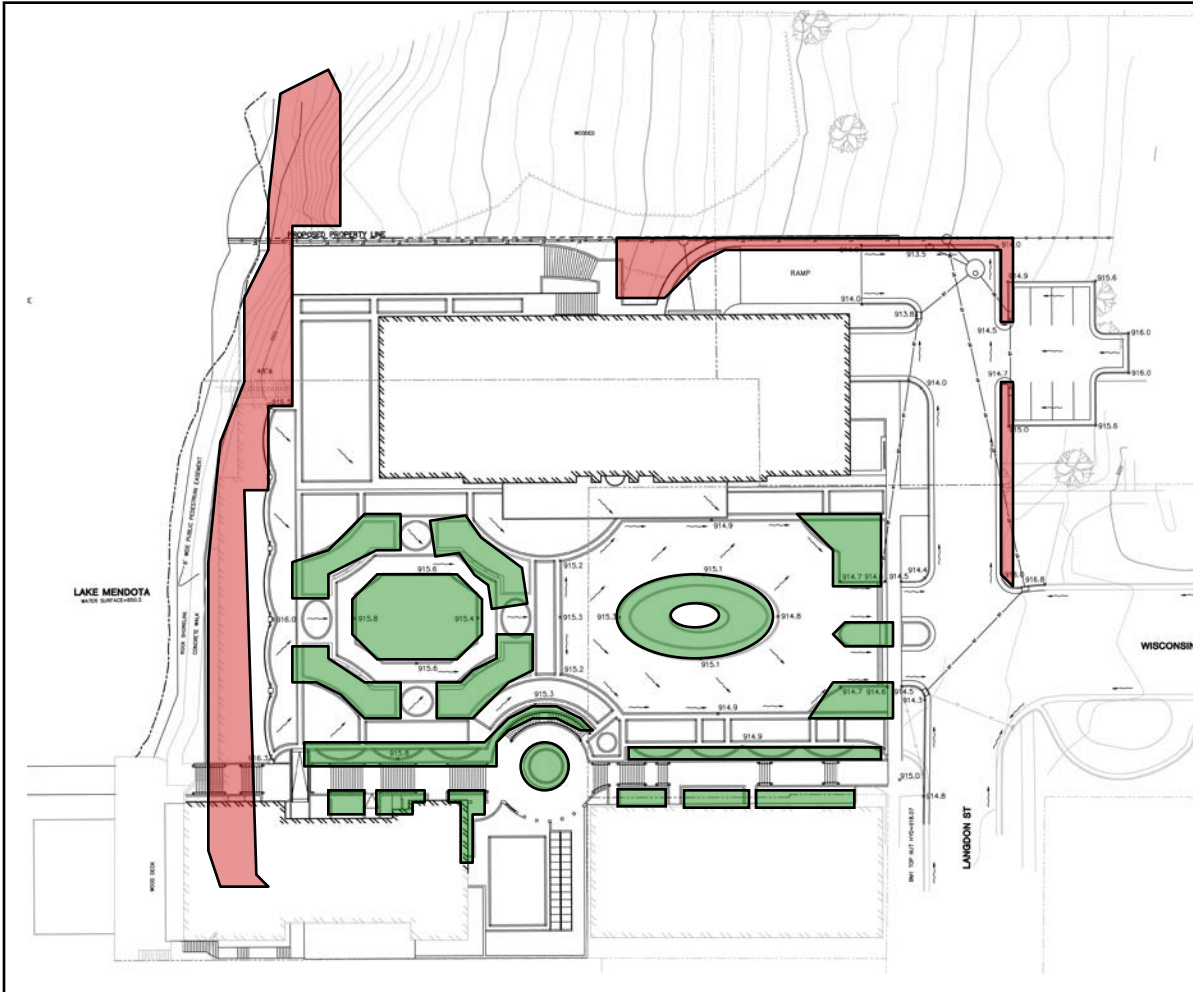
DRAWING NUMBER:

**A3.02**



# DESIGN OVERVIEW

## SUSTAINABLE DESIGN





# DESIGN OVERVIEW

## **Other Design Features Under Review Include**

- » **Penthouse – Reduce Scale of Penthouse**
- » **Podium Building – Examine Alternatives / Additional Setback from Water**
- » **Additional Design Perspectives of Stair**
- » **Additional Views From Landon and Waterfront**
- » **Addition Detail on Landscape Plan / Plaza / Stair Details**
- » **Tree Survey / Species Inventory**



***Project Benefits***



# PROJECT BENEFITS

- » **Waterfront Access**
- » **Neighborhood Place / Urban Lifestyle**
- » **Jobs**
- » **Neighborhood Improvements (e.g. Security, Infrastructure, etc.)**
- » **TIF Provides Economic Driver to Address Blight**
- » **Mansion Hill Historic District as a Destination**
- » **Strengthen the Residential Base of the Neighborhood**





## **Questions & Answers**