

An aerial, monochromatic photograph of a city, likely Milwaukee, Wisconsin. The image shows a dense urban area with various buildings, including a prominent domed structure (the Wisconsin State Capitol) in the upper right. A large body of water, the Milwaukee River, flows through the lower left and center of the frame. Several boats are visible on the river. The overall scene is presented in a dark, blue-toned aesthetic.

EDGEWATER REDEVELOPMENT

SUBMITTAL PACKAGE
PLAN COMMISSION

SUBMITTED BY:

LANDMARK X, LLC

A WISCONSIN LIMITED LIABILITY COMPANY

DATE: 02/04/2010



OVERVIEW

- 1.0 PROJECT VISION – “THE PLACE THAT IS UNIQUELY MADISON”**
- 2.0 A CIVIC SPACE**
- 3.0 EXISTING ARCHITECTURE AND ENVIRONMENT**
- 4.0 DESIGN OVERVIEW – UPDATED DESIGN DRAWINGS FROM UDC MEETING, FEBRUARY 3, 2010**
- 5.0 PUBLIC SPACE**
- 6.0 HISTORIC CHARACTER**
- 7.0 LAND USE CONSIDERATIONS**
- 8.0 OTHER PROJECT CONSIDERATIONS**
- 9.0 PERSPECTIVE VIEWS**



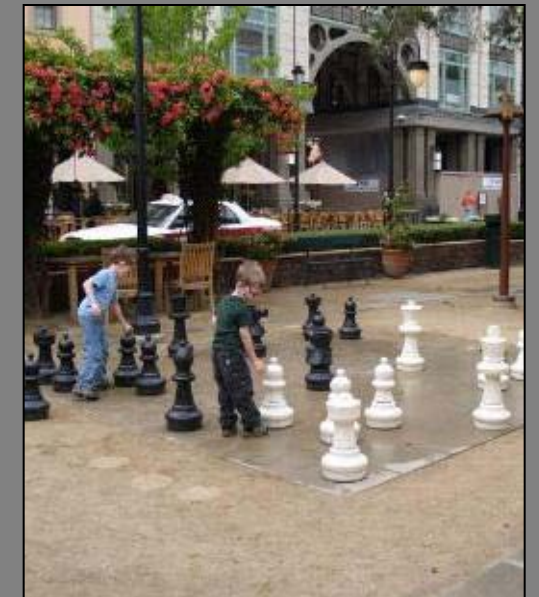
PROJECT VISION
THE PLACE THAT IS UNIQUELY MADISON



PROJECT VISION



THE PLACE THAT IS UNIQUELY MADISON





THE PLACE THAT IS UNIQUELY MADISON

The Greater Madison Convention and Visitors Bureau established the Destination 2020 plan in 2007. Destination 2020 defined the current and future drivers and expectations of visitors to Madison and Dane County ... “By focusing on what drives visitors to the area, striving to meet – and exceed - the expectations of our visitors and leading efforts to improve our destination product, we will keep our destination competitive and achieve maximum economic results.” - **GMCVB Strategic Plan 2009 – 2011**

CORE DESTINATION 2020 THEMES

- » More downtown lodging alternatives;
- » Increased lake and lakefront activity;
- » Increased convention business;
- » Outdoor recreation emphasis;
- » Strong cultural tourism;
- » Distinct visitor districts;
- » Addition of iconic attractions;
- » Excellent, authentic customer service;
- » Committed to environmental stewardship;
- » Improved transportation & destination accessibility;

The tourism economy
of Dane County generates
over \$1.2 billion annually and
supports over 30,000 jobs
-GMCVB Year in Review 2008

MADISON
GOING > BEYOND > VISIT™

The Edgewater redevelopment directly addresses each of the core themes of Destination 2020 and will help realize the vision for Madison as a premiere Midwest destination for convention, business and leisure tourism.



MORE LODGING ALTERNATIVES





MORE LODGING ALTERNATIVES

The Edgewater will provide a quality of hotel rooms, a new product type and a quality of services / amenities that do not exist in the Madison hospitality market today. A distinctive hotel of this caliber is expected in a market like Madison among the convention & meeting planners and business travelers that drive demand in the marketplace.

- The Edgewater Hotel provides Madison with a distinctive class of hotel ... “The Place That is Uniquely Madison”;
- This project will add 80 new rooms (6%) to the downtown hotel market;
- While the added room count is relatively small the total room inventory will be upgraded to provide a new level of hotel in the marketplace;
- The project includes 24 guest suites (14% of the hotel’s total room inventory) geared toward “extended stay” visitation. This is an entirely new room type in downtown Madison and a segment of the market that has shown very high demand;
- Market studies have shown that the Edgewater redevelopment will drive additional leisure tourism to the market based largely on the lakefront location and proximity to the University.



Except for the Hilton and the Madison Concourse, the quality of the downtown hotel room supply is lacking. A number of properties in the market are considerably older and outdated. Feedback from guests has indicated that they would prefer newer accommodations.

– *Madison Downtown Convention Hotel Study, January 2009*



INCREASED LAKE AND LAKEFRONT ACTIVITIES

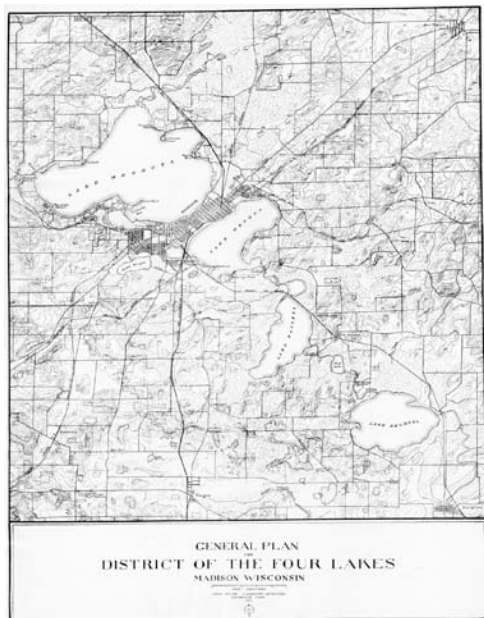




INCREASED LAKE AND LAKEFRONT ACTIVITIES

Destination 2020 identified the importance of Madison's lakes as a fundamental strategy to differentiate Madison as a destination city. There is no factor that can better differentiate Madison than our lakes.

- The focal point of the Edgewater redevelopment is the Terrace at Mansion Hill ... the place that connects Lake Mendota to our downtown. Where else in this market can a visitor enjoy the view, waterfront access and hospitality services directly on our waterfront?
- The Edgewater was once the place in Madison where the local community socialized. This is an opportunity to bring people back to our waterfront – visitors and local residents – to enjoy what truly makes Madison so special.
- Consider this question. If you had 48 hours to sell someone on Madison – a prospective employee or say an investor in a bio-tech business – where else would you want them to stay to experience the very best that Madison has to offer?



Topographically, Madison naturally abounds in interest and picturesque situations. The ground rises and falls from one part of the city to another, and here and there mounts into hills of such eminence as to afford notable sites for important public buildings or residential sections of distinction. The main physical features, however, that win and hold the attention are not these hills and the rolling ground between them, but the large and truly beautiful lakes, directly on and between which, occupying a narrow neck of land, Madison is situated...No other city of the world, so far as I know, has naturally such a unique situation on a series of lakes, with an opportunity for so much and such direct relationship to beautiful water frontages. The physical situation certainly is distinctly individual.

– *Madison A Model City (Nolan Plan), 1911*



INCREASED CONVENTION BUSINESS





INCREASED CONVENTION BUSINESS

The Edgewater will become a perfect complement to Monona Terrace to support Madison's efforts to strengthen its draw in the meeting & convention industry.

- How does Madison differentiate itself in the convention market today? If the lakes are the dominant theme that can make Madison a unique destination do we capitalize on this asset today? How?
- The Edgewater and The Terrace at Mansion Hill will become an integral component of the destination package of Madison. More and more meeting & convention planners are looking for distinctive and unique experiences for their guests. What could be more unique in Madison than hosting events at the water's edge as a complement to events at Monona Terrace?
- The City of Madison engaged Hunden Strategic Partners to evaluate the hotel market in downtown Madison. Following are some of the key findings from Hunden's analysis of the Edgewater redevelopment:
 - The Project would expand what Madison has to offer;
 - The Edgewater is not a convention hotel and does not need to be within the 1,200 foot radius of Monona Terrace;
 - The Project will contribute significantly to the destination's offerings;
 - The Project will provide an additional high quality block of rooms downtown.



"The decisive advantage for a city in developing its meetings and convention business is often based on the quality of the environment, visitor amenities and other features that distinguish the city and provide unique experiences for the visitor...Your proposed redevelopment of the Edgewater Hotel will develop visitation, and particularly, business travel and meetings business in Madison."

–Economics Research Associates



OUTDOOR RECREATION EMPHASIS





OUTDOOR RECREATION EMPHASIS

The Greater Madison Convention & Visitors Bureau survey in 2007 estimated that nearly 45% of the visitors to Madison engage in or attend outdoor recreation or sporting events during their stay.

- The Edgewater is at the crossroads of outdoor sports & recreation in the Madison community. This is our portal to Lake Mendota.
- One of the principal benefits of the Edgewater redevelopment – the Terrace at Mansion Hill and Grand Stair – will bring people back to our waterfront.
- Consider the importance of this location as a nexus of Madison’s sports & recreation culture



Men's Health

Madison, Wisconsin is #1 on List of World's Healthiest Vacation Spots

“Madison makes the most of its outdoor spaces with lots of active options like canoeing, kayaking, swimming and hiking in the area’s lakes and parklands... And when it comes to paying for the trip, with its affordable cost of living, fits into any budget.”

– Matt Bean, Senior Editor Men’s Health Magazine on the CBS Early Show, May 2009



STRONG CULTURAL TOURISM

THE PLACE THAT IS UNIQUELY MADISON



THE EDGEWATER





STRONG CULTURAL TOURISM

In its day the Edgewater was at the heart of Madison's cultural scene. Can you imagine a place in our community that is better positioned to capture the essence of what truly defines the culture of Madison ... The Place That is Uniquely Madison.



THE EDGEWATER SITS AT THE INTERSECTION OF MADISON'S GREATEST CULTUREAL ASSETS



**NATIONAL
TRUST
FOR
HISTORIC
PRESERVATION®**

One of the reasons cultural heritage tourism is on the rise in the United States is that travelers are seeking out experiences that are distinctive, not homogenized. They want to get the feel of a very particular place or time. You can supply that experience, and benefit in the process—but only if your cultural heritage tourism program is firmly grounded in local circumstances.

— National Trust for Historic Preservation



DISTINCT VISITOR DISTRICTS

PENNS LANDING – PHILADELPHIA, PENNSYLVANIA



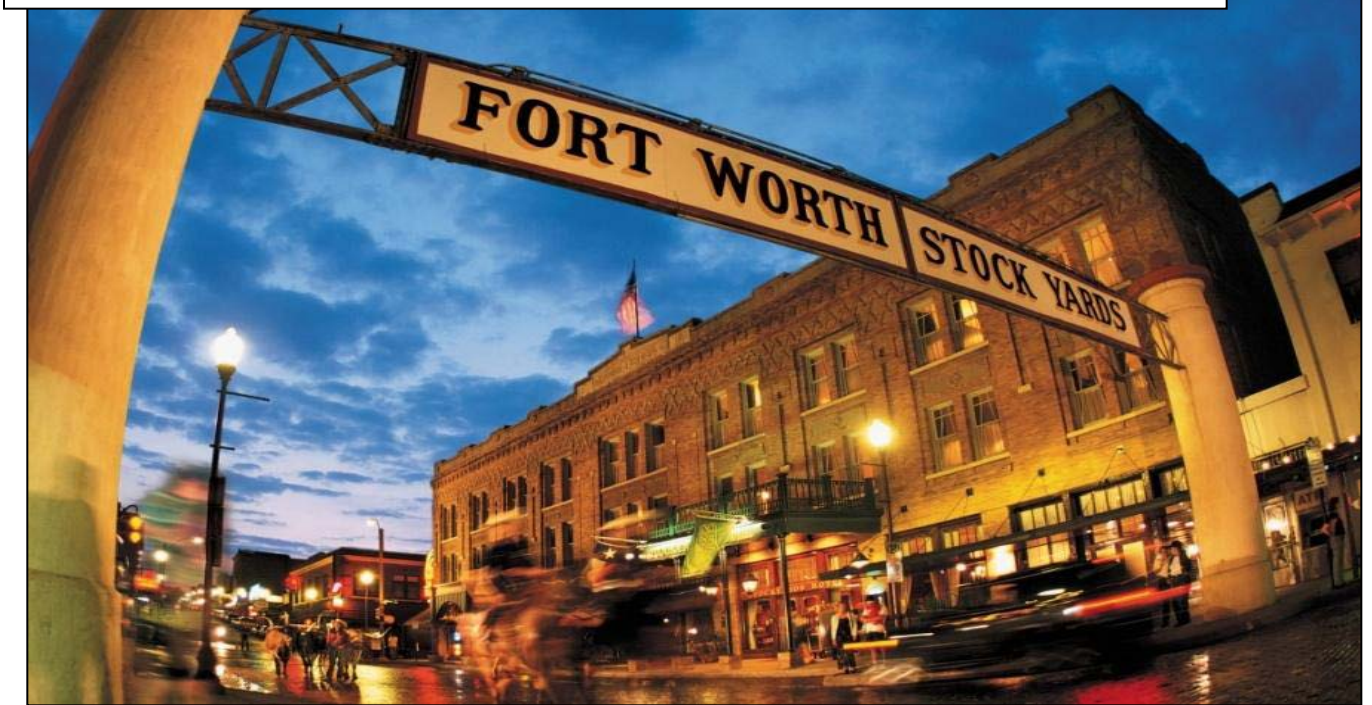
GEORGETOWN – WASHINGTON D.C.



PEARL STREET – BOULDER, COLORADO



FORT WORTH STOCKADES – FT WORTH, TEXAS

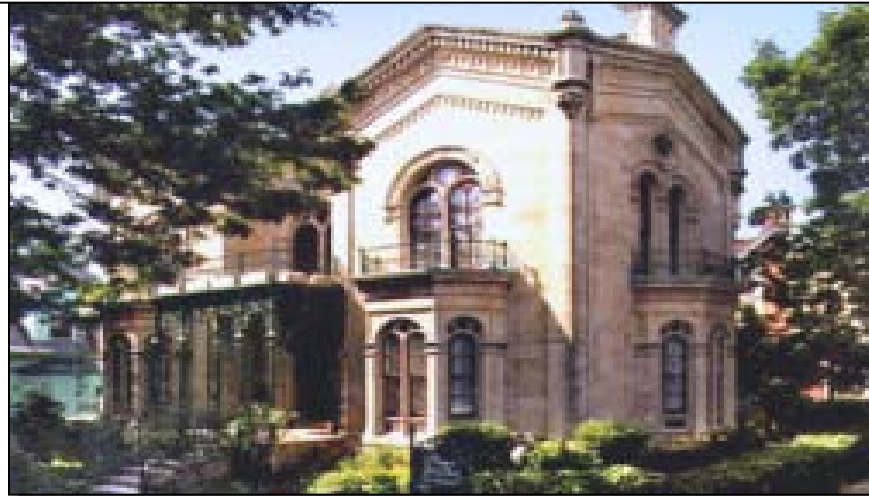




DISTINCT VISITOR DISTRICTS

The Edgewater defines Madison. Building on the rich history of this property - located at the heart of the visitor districts that truly display the character of Madison – this is our opportunity to create The Place That is Uniquely Madison:

MANSION HILL HISTORIC DISTRICT



THE UNIVERSITY



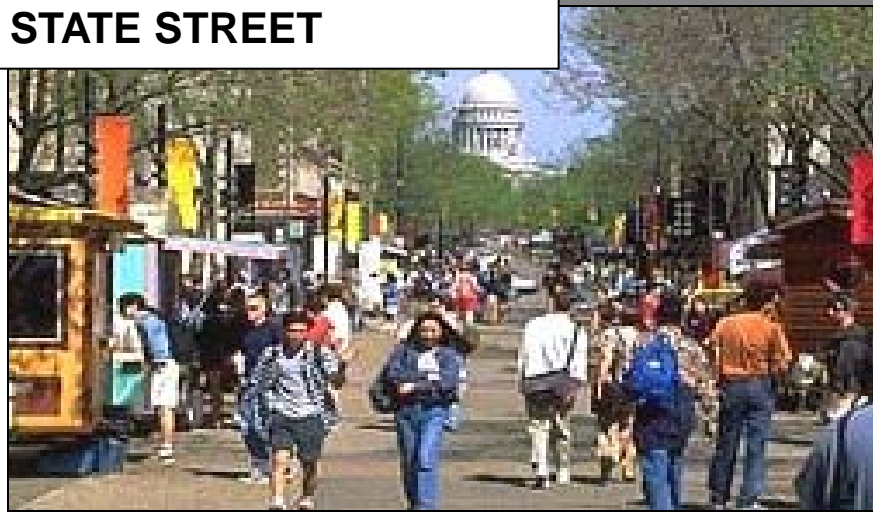
MEMORIAL UNION



THE PLACE THAT IS UNIQUELY MADISON

Our Distinct Visitor Districts

STATE STREET



LAKE MENDOTA



CAPITOL SQUARE





ADDITION OF ICONIC ATTRACTIONS

A PORTAL TO THE WATER ... Inner Harbor - Baltimore



A PUBLIC PLACE ... Rockefeller Center



A DISTINCT ATTRACTION ... Tavern on the Green – New York



A SPECTACULAR VIEW ... Hay Adams Hotel





ADDITION OF ICONIC ATTRACTIONS

Great cities are in many ways defined by their iconic attractions. Think about the kinds of places that define the unique and iconic character of cities around this country. The Edgewater is uniquely positioned to re-emerge as an iconic place in our downtown. Consider the elements that can make the Edgewater an iconic place that builds on the culture of Madison.

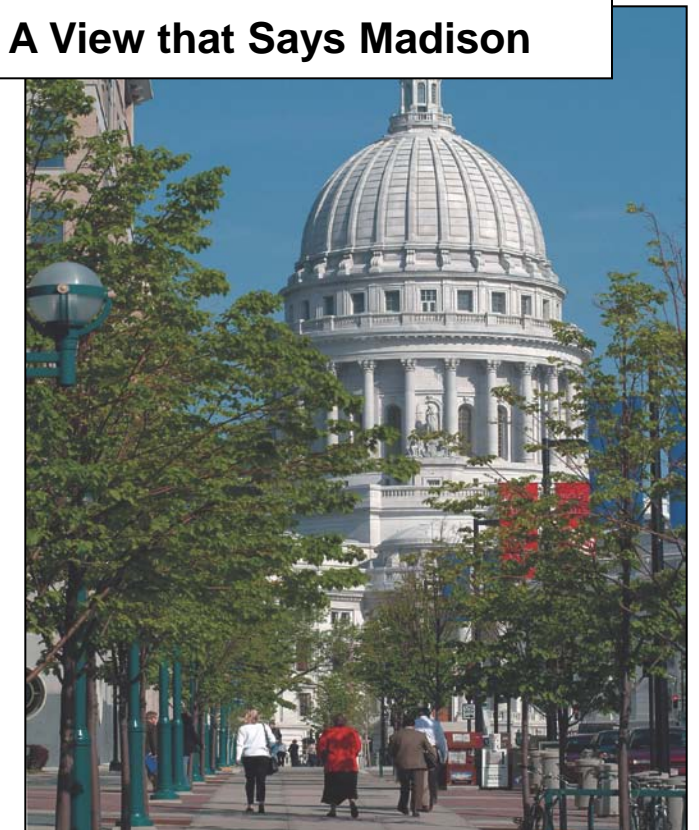
A Unique Dining Experience



A Portal to Madison's Lakefront



A View that Says Madison



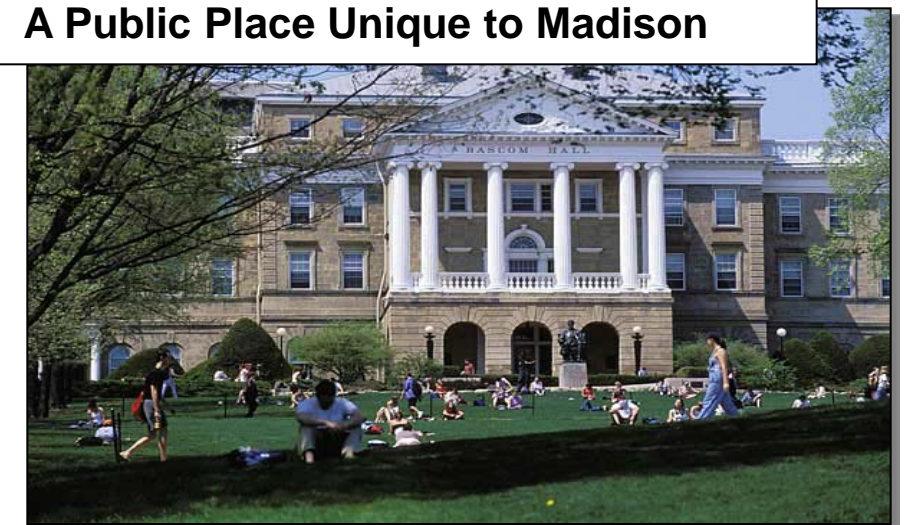
An Architectural Signature



A Place in Our History



A Public Place Unique to Madison





EXCELLENT/AUTHENTIC CUSTOMER SERVICE





EXCELLENT/AUTHENTIC CUSTOMER SERVICE

All of the destination cities that Madison competes with have destination caliber hotels that are defined as much by the quality of their customer service as they are by the physical character of the property. This isn't about price ... it's a matter of authenticity and a commitment to quality of services. Can Madison compete? Do we have a destination caliber hotel – unique to the character of Madison – on par with other destination hotels among competing cities around the world?

An interesting analogy. In 2001, in the aftermath of September 11th, we acquired Red Crown Lodge in the heart of Wisconsin's Northwoods. This property was owned by Amoco for 80 years and was used as an executive conference facility for their executives. Much like the Edgewater, we saw an opportunity to capitalize on a rich history and tradition of an iconic property unique to the character of Wisconsin's Northwoods. The vision was to transform Red Crown Lodge into a destination get-away for businesses, association and other organizations. Nearly everyone said it can't be done. The results speak for themselves. The success of this business is driven by an authentic "Northwoods" experience and a quality of service provided by our staff that is second to none.

"The Red Crown Lodge is a true Gem of Wisconsin's Northwoods."
- **Governor Jim Doyle**

"The Camp David of Wisconsin."
- **Wisconsin State Journal**

"Red Crown Lodge...is ideal for executive conference, board meetings, strategic planning or similar gatherings."
- **Wisconsin Manufacturers & Commerce**



"Red Crown Lodge is definitely the finest facility for holding a meeting I have ever experienced! This Northwoods retreat has the professional appeal of any five star hotel."
- **The Hartford Group**



COMMITTED TO ENVIRONMENTAL STEWARDSHIP

The “greenest building” is the one already built.





COMMITTED TO ENVIRONMENTAL STEWARDSHIP

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. The Green Building Program we will establish 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 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, 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.



IMPROVED TRANSPORTATION

Madison is on the cusp of a new generation of regional transportation planning. New and innovative multi-modal alternatives will transform the transportation corridors in this community. For many years, Madison has been recognized for its community efforts and achievements to promote alternative modes of transportation. There are few issues that will dominate urban planning in generations to come as significant as transportation. The Edgewater can showcase Madison's commitment to innovative means of transit.





A CIVIC SPACE





A CIVIC SPACE

THE PEDESTRIAN EXPERIENCE IS FOCUSED ON THE SIGNATURE ARCHITECTURE AND TOPOGRAPHY OF THE STREET.



National Guardian Life (NGL)



The Ambassador



Masonic Lodge



Heibling Marketing



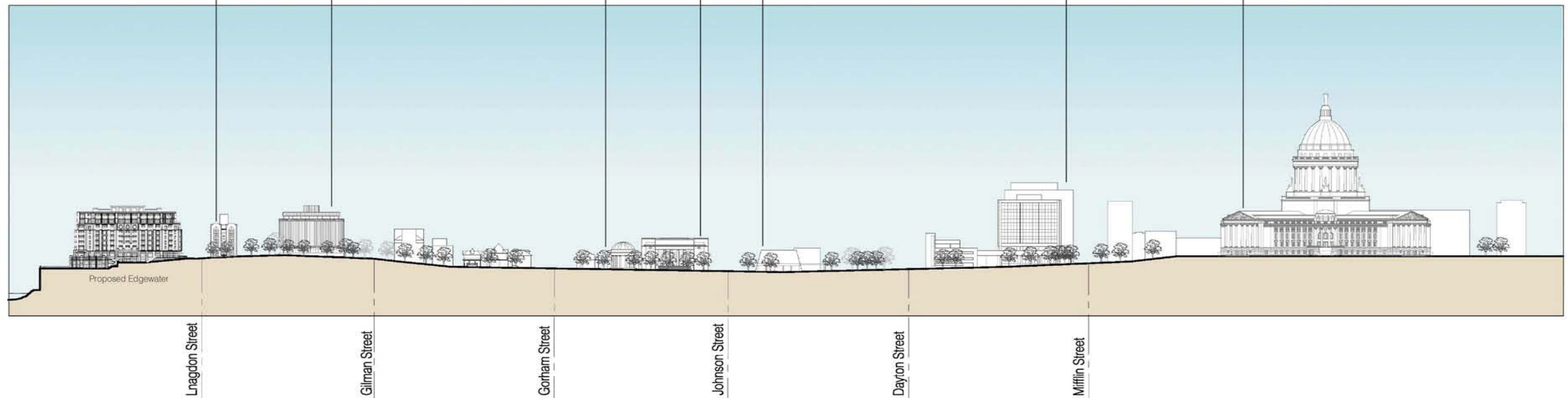
101 Wisconsin Avenue



First United Methodist Church



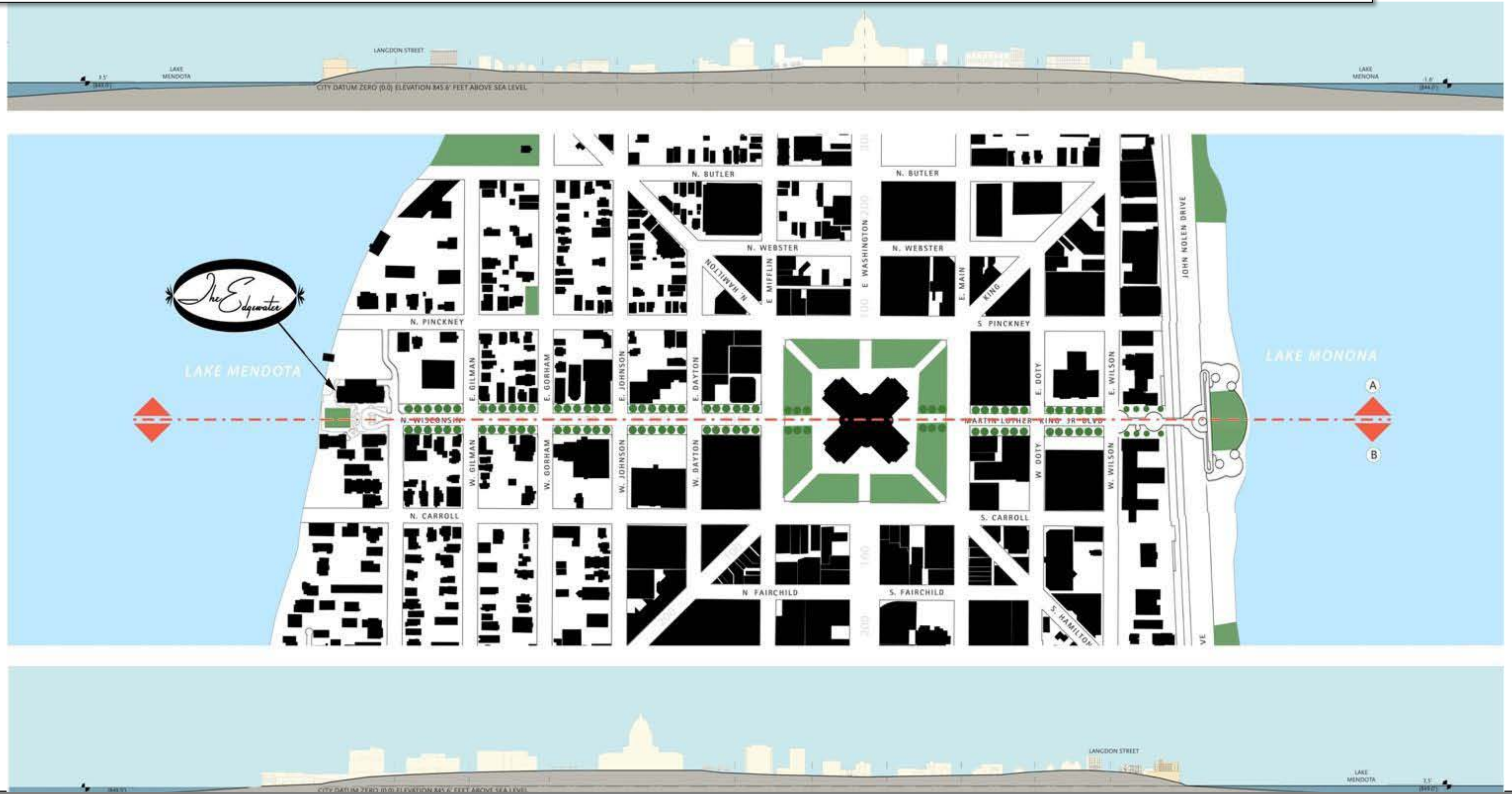
State Capitol





A CIVIC SPACE

THE DESIGN IS GROUNDED IN THE IMPORTANCE OF WISCONSIN AVENUE AND CIVIC NATURE OF THIS SITE.





A CIVIC SPACE

THE PROJECT IS UNIQUELY POSITIONED AT THE INTERSECTION OF THE STATE CAPITOL, UNIVERSITY OF WISCONSIN AND LAKE MENDOTA.





A CIVIC SPACE

THE PROJECT IS ANCHORED BY THE PUBLIC SPACE AND CREATES A GATEWAY AT THE END OF WISCONSIN AVENUE





A CIVIC SPACE

THE EXISTING ENVIRONMENT IS DOMINATED BY THE 1970's BUILDING AND LOADING/UNLOADING FUNCTIONS.





A CIVIC SPACE

THE PROPOSED DEVELOPMENT PLAN CREATES A SIGNIFICANT PUBLIC AMENITY AND OPENS VIEWS TO THE WATER.





A CIVIC SPACE

THE BUILDING ARCHITECTURE HAS BEEN DESIGNED TO ENGAGE AND ACTIVATE THE HISTORIC STREET END.



Partial Elevation/Section at Plaza and Auto Court



Relationship of Building and Plaza



***EXISTING ARCHITECTURE
AND ENVIRONMENT***





EXISTING SITE CONDITIONS – ENTRY, LOADING/UNLOADING

THE PRIMARY SITE FEATURES AND VIEWS TO THE WATER ARE NEGATIVELY IMPACTED BY THE 1970'S BUILDING AND OTHER CONSTRAINTS OF THE SITE.



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



City Maintained Access is Not ADA or Code Compliant





EXISTING SITE CONDITIONS – PUBLIC ACCESS / SPACES

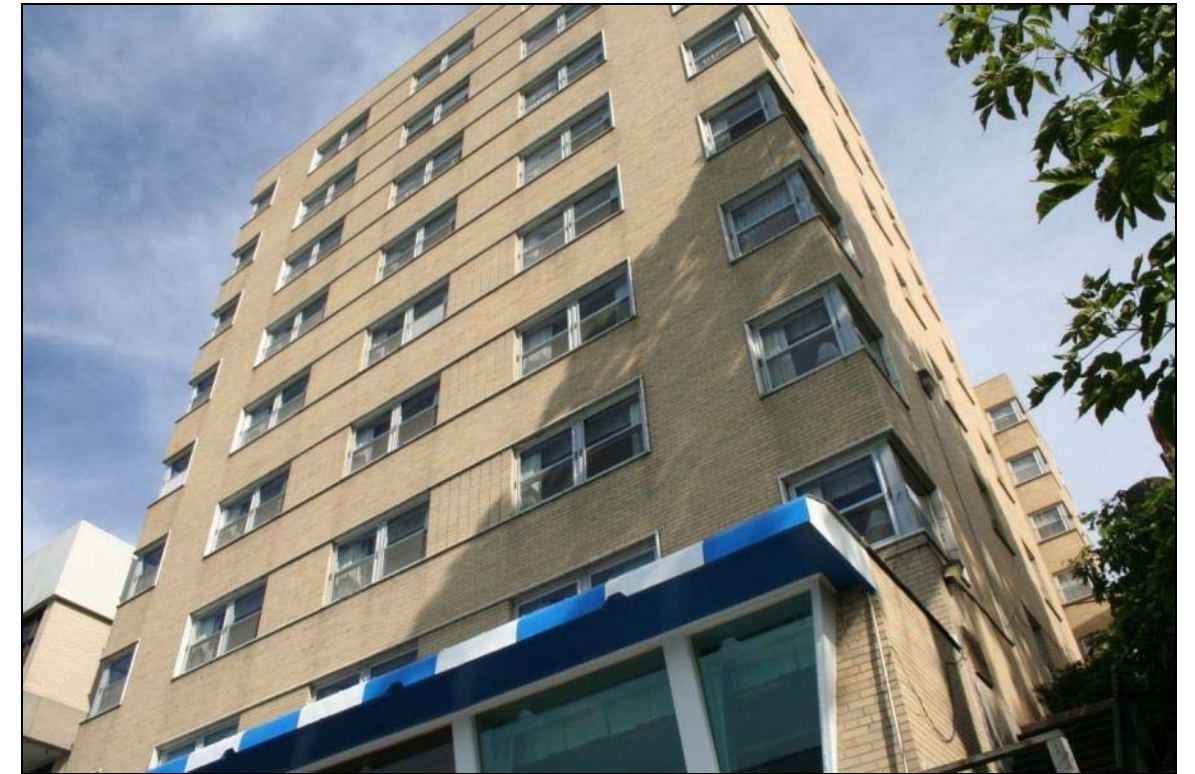
PUBLIC SPACE AND ACCESS ARE LIMITED BY CONSTRAINTS OF SITE AND THE BUILDING



Lakefront Access is Not ADA Compliant



EXISTING ARCHITECTURE - 1940'S BUILDING





DESIGN OVERVIEW





DESIGN OVERVIEW

THE DESIGN HAS EVOLVED TO FURTHER BREAKDOWN THE MASS AND SCALE OF THE BUILDING





DESIGN OVERVIEW

THE DESIGN HAS EVOLVED TO RESPOND DIRECTLY TO THE COMMENTS RECEIVED FROM UDC.





DESIGN OVERVIEW

THE LAKEFRONT ELEVATION HAS BECOME MORE TRANSPARENT AND FRAMES THE VIEW TO THE CAPITOL.





DESIGN OVERVIEW





DESIGN OVERVIEW





DESIGN OVERVIEW





PUBLIC SPACE





THE PUBLIC SPACE





THE PUBLIC SPACE

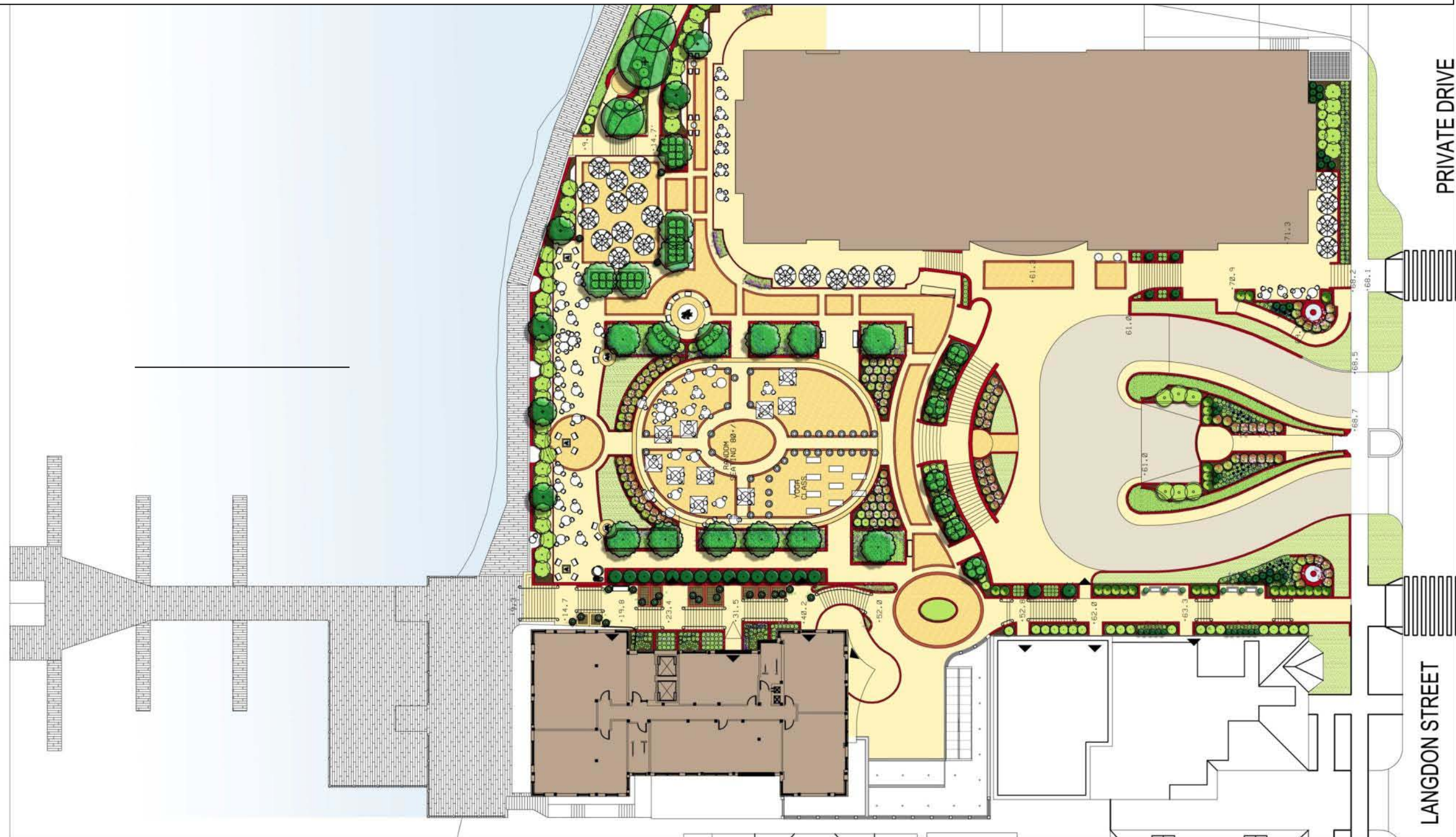


CONCEPT DESIGN



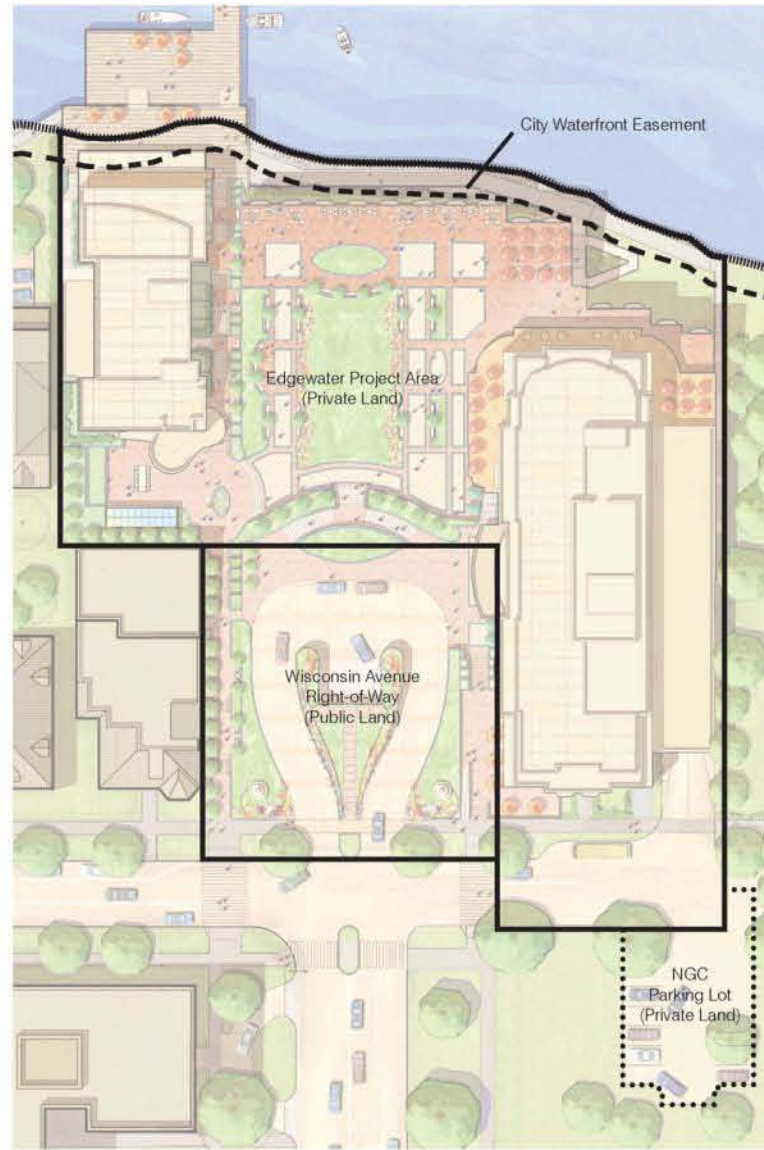
THE PUBLIC SPACE

OUR PRIMARY OBJECTIVE IS TO DESIGN FLEXIBLE SPACE THAT DRIVES VISITATION 365-DAYS A YEAR.



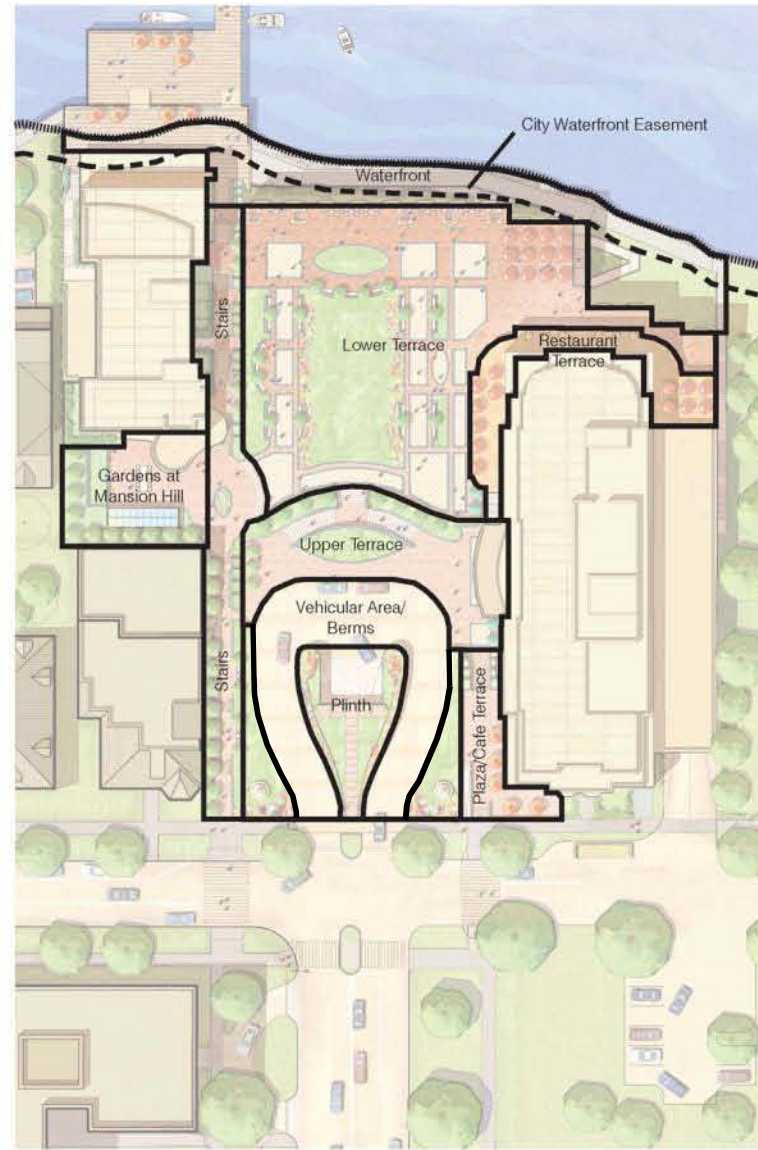


THE PUBLIC SPACE



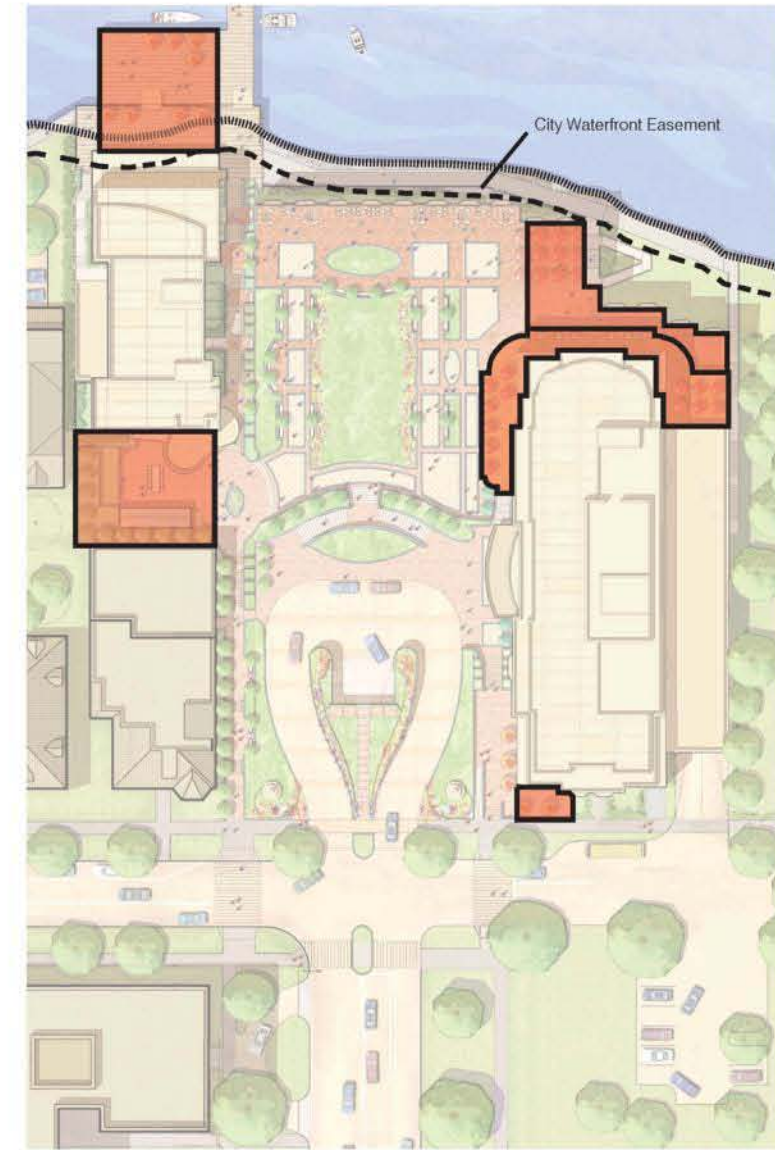
Land Area

Wisconsin Avenue Right-of-Way	16,553 SF
Edgewater Private Area	72,370 SF
NGL Parking Area	4,520 SF



Plaza Area Detail

Plinth/Café/Terraces (Elevation 70)	5,000 SF
Street End/Turnaround	6,800 SF
Berms (Slope to Elevation 61)	2,550 SF
Upper Terrace (Elevation 61)	4,520 SF
Gardens at Mansion Hill (Elev. 59)	2,600 SF
Lower Terrace (Elevation 51)	17,500 SF
Stair	5,050 SF
Waterfront (without Pier)	5,350 SF

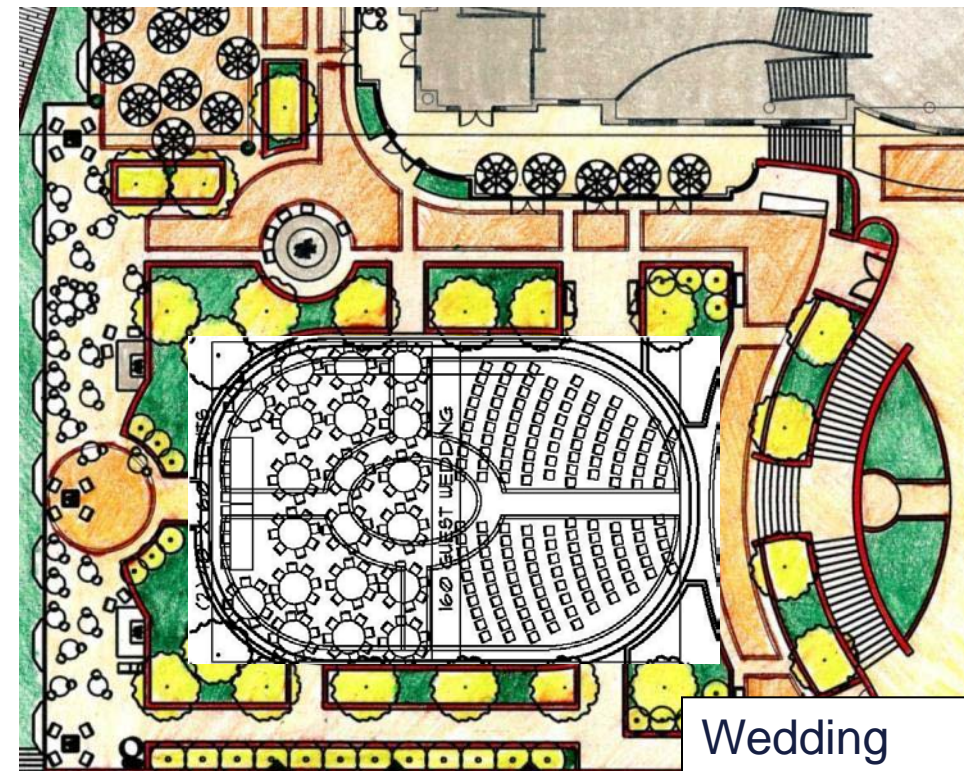
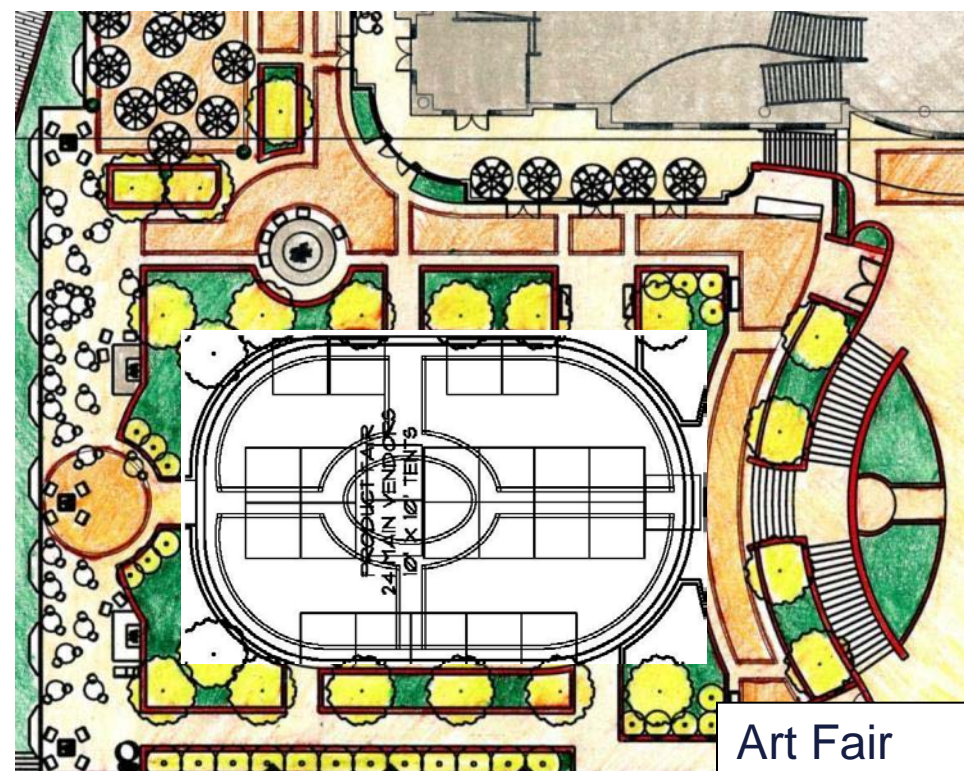
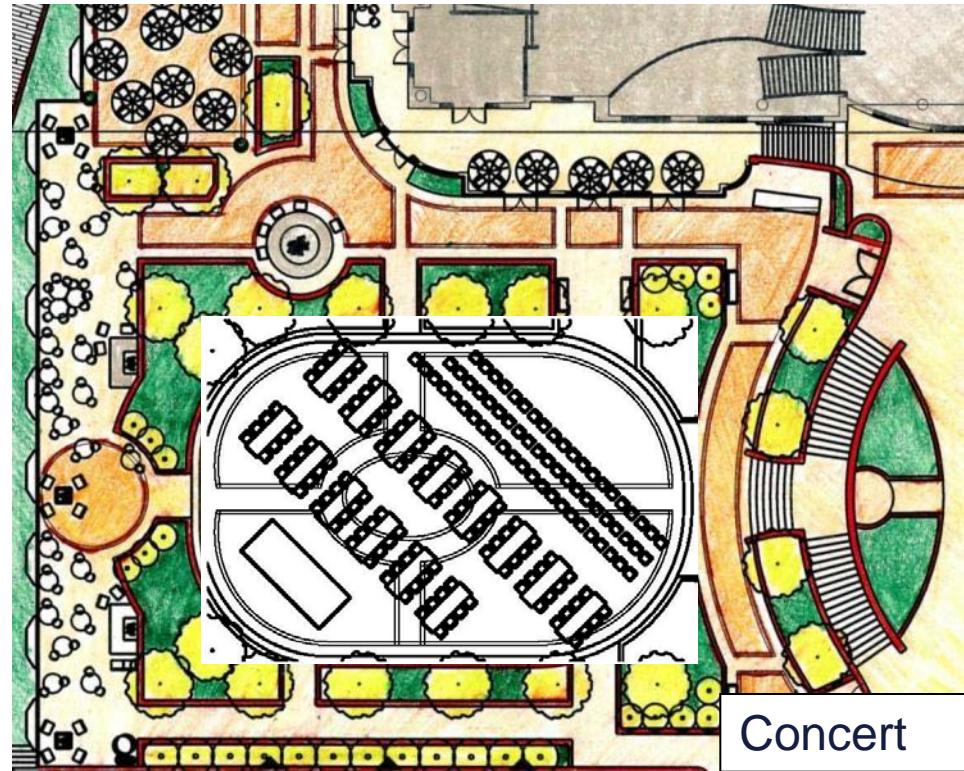
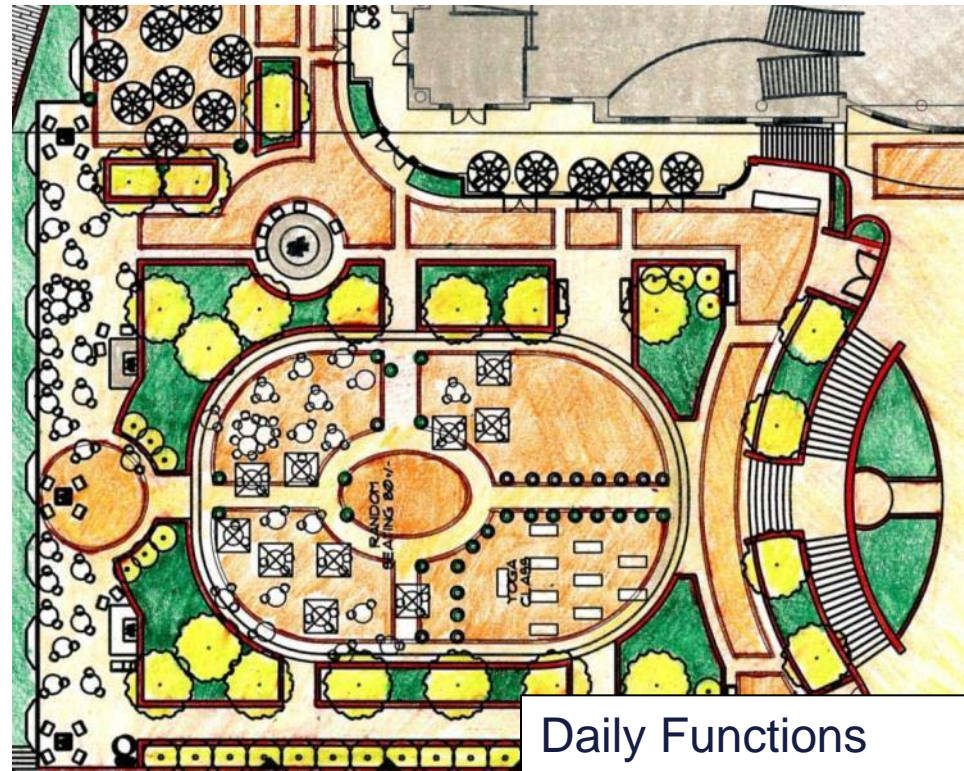


Defined Areas:

Dining Terraces	12,050 SF
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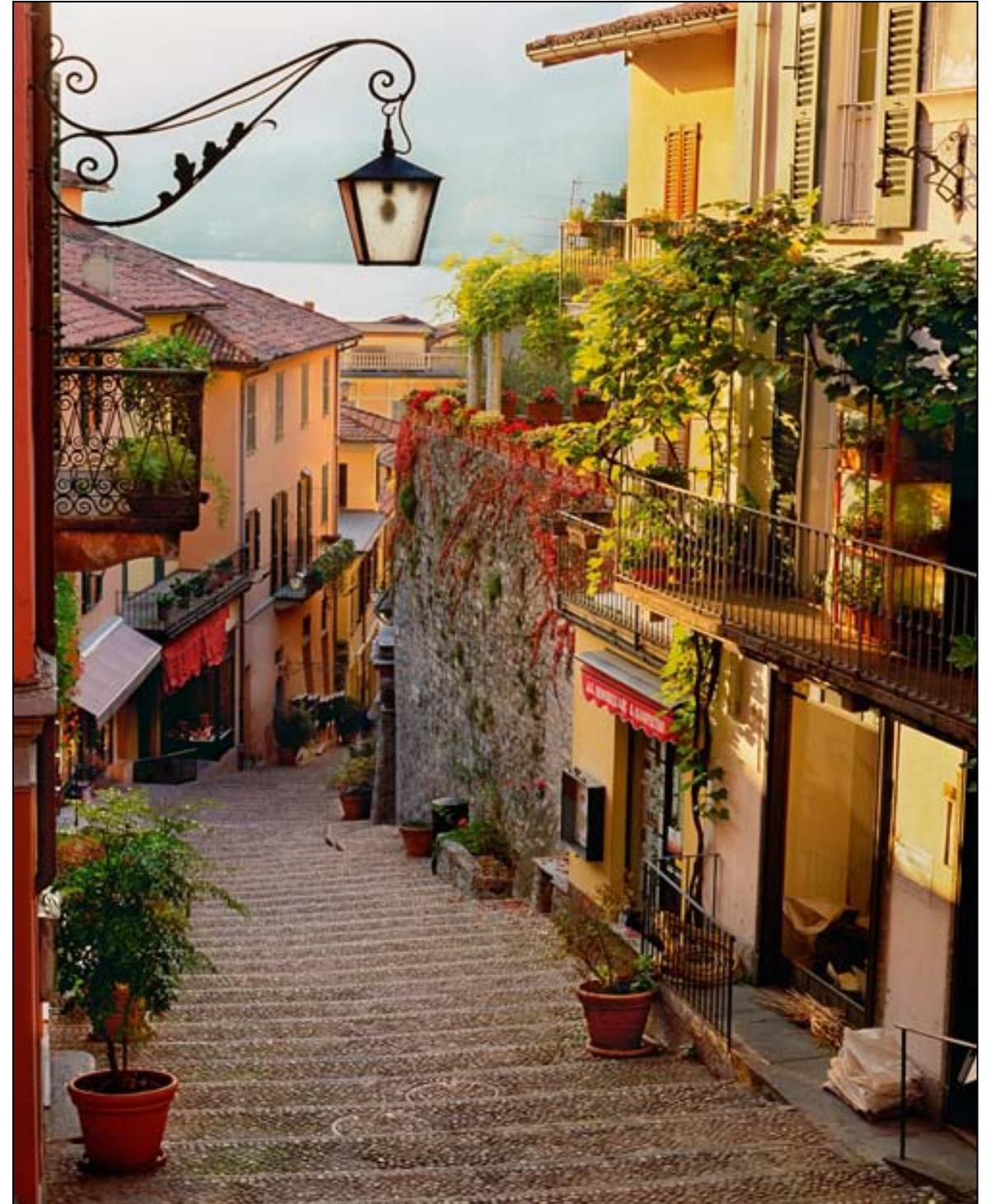
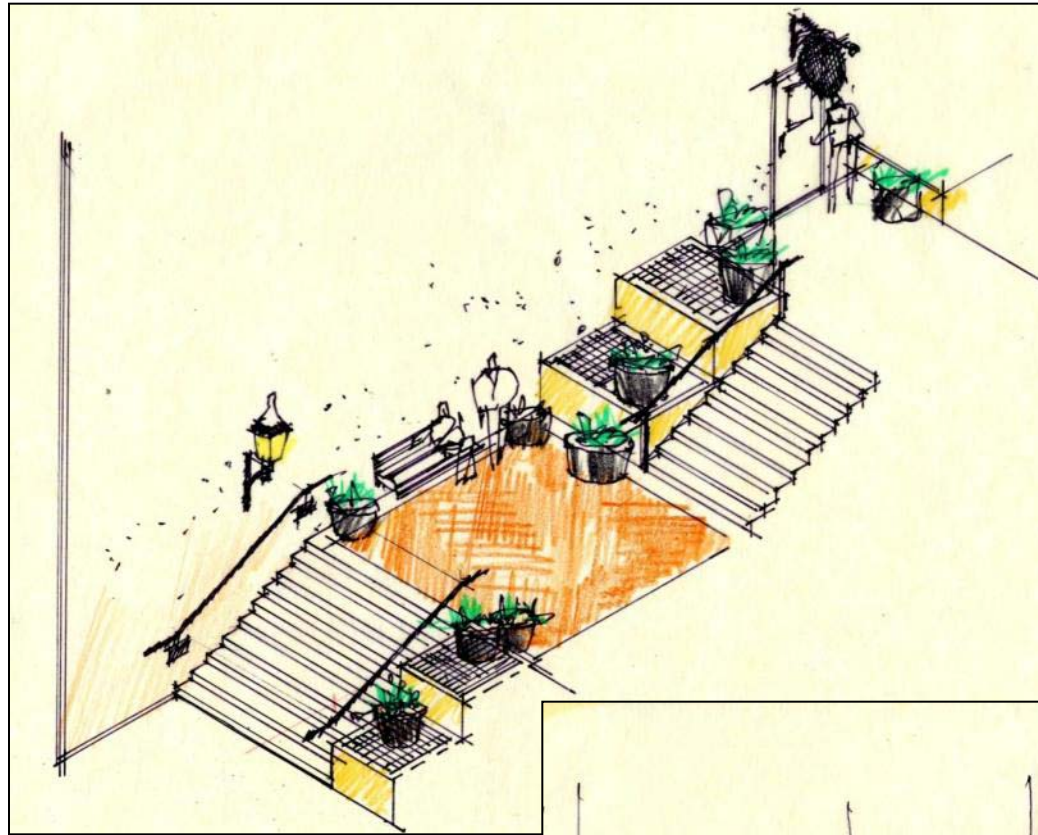
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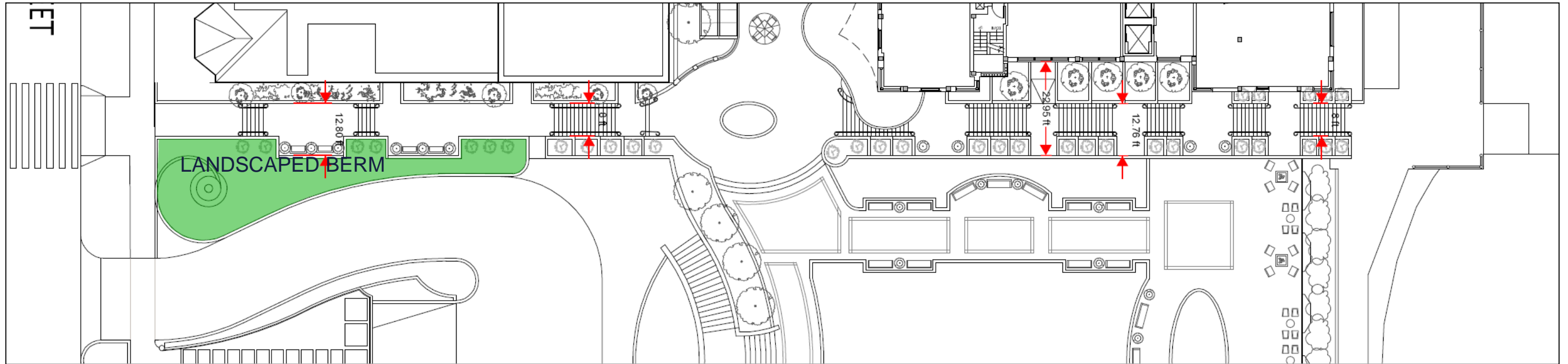
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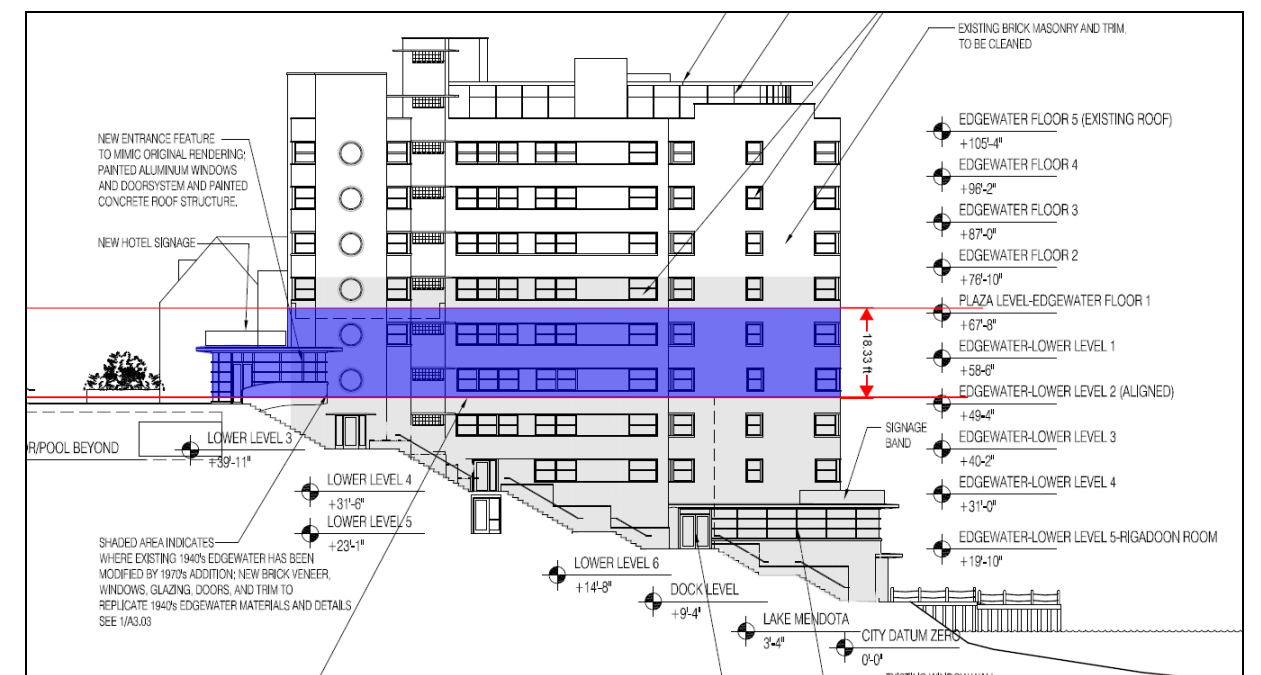
THE PUBLIC SPACE

THE RE-DESIGN SIGNIFICANTLY ENHANCED THE STAIR TO THE WATERFRONT



The revised plan significantly improved the experience and impact of the stair to the water:

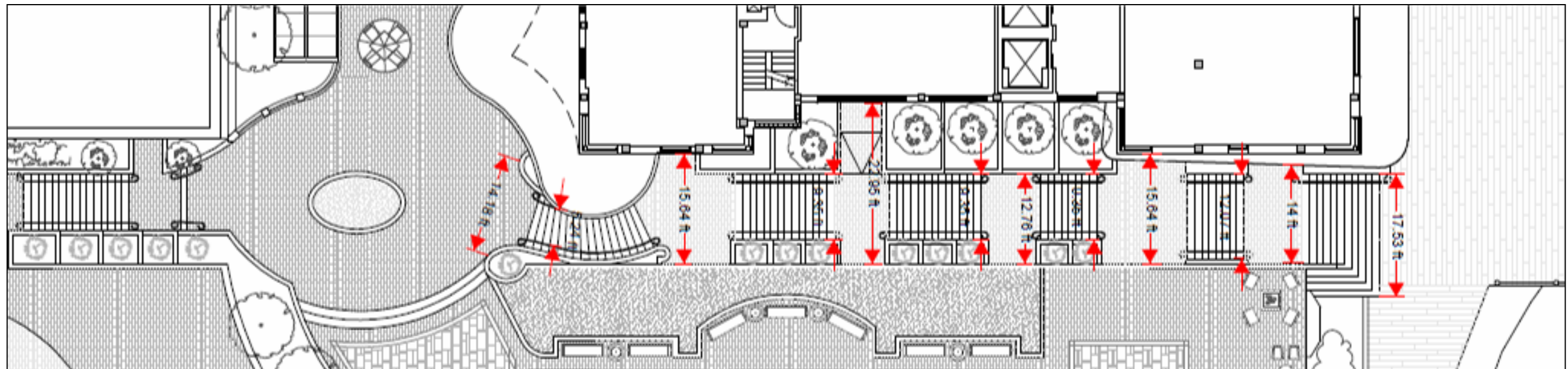
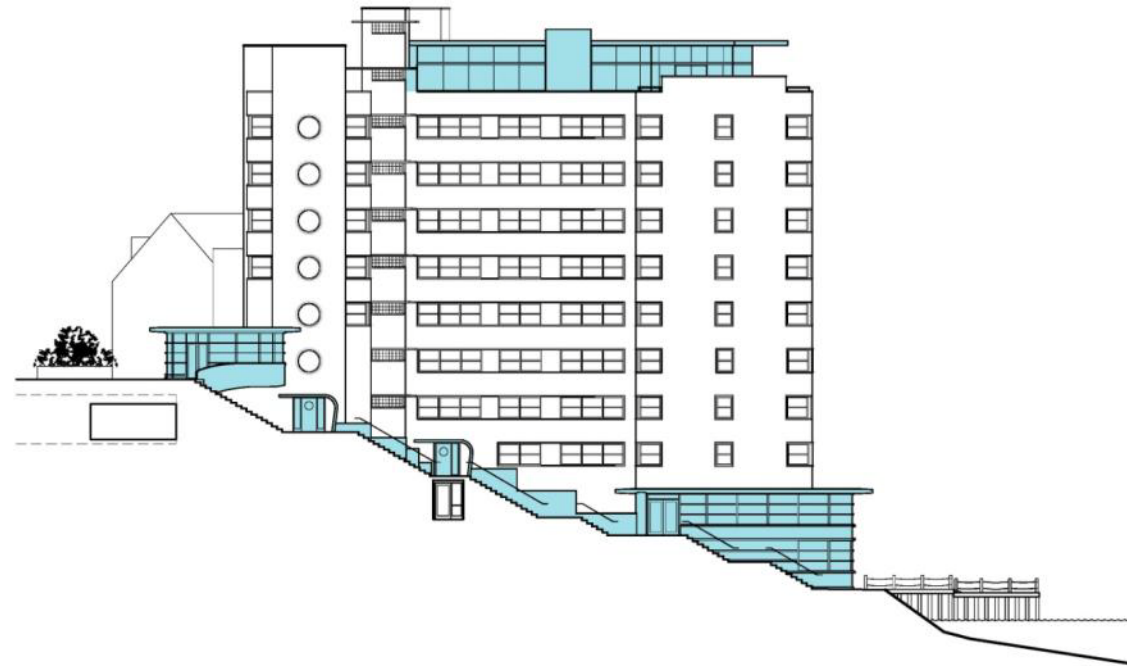
- ✦ Removed structure at top/created progression with landscaped berm
- ✦ Revealed more than 20 additional feet of 1940's building
- ✦ Improved Views for 2 Langdon
- ✦ Reduced Structure Surrounding Stair
- ✦ Reduced Shadow Cast on Stair
- ✦ Enhanced Activation of Stair / Features
- ✦ Removed Skywalks Impeding View





THE PUBLIC SPACE

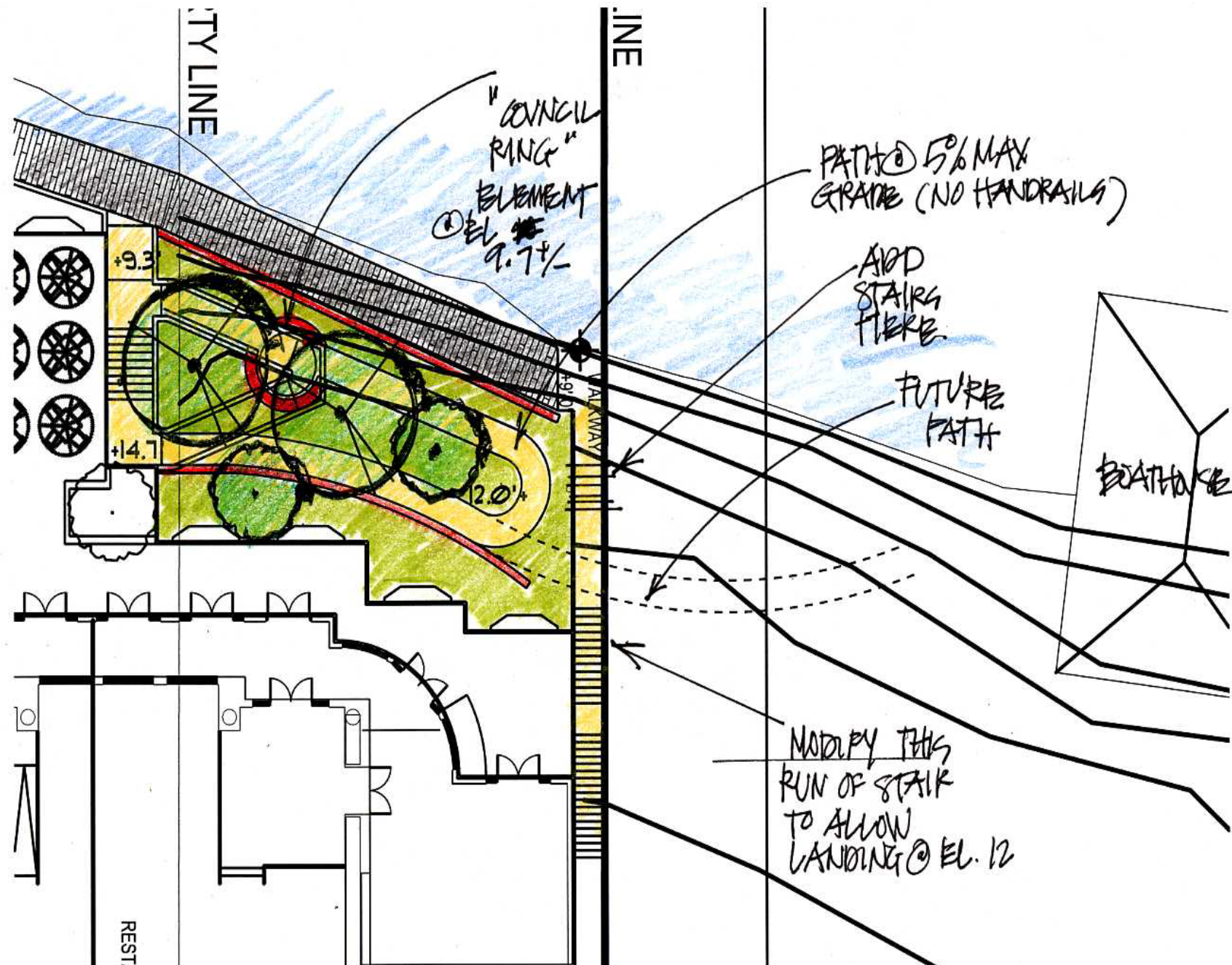
THE STAIR IS ACTIVATED AS YOU DECEND WITH SPA, RESTAURANT, OFFICES AND OTHER HOTEL USES.





THE PUBLIC SPACE

THE PLAN CREATES A LANDSCAPED LAWN AREA AT THE EDGE OF THE LAKE.





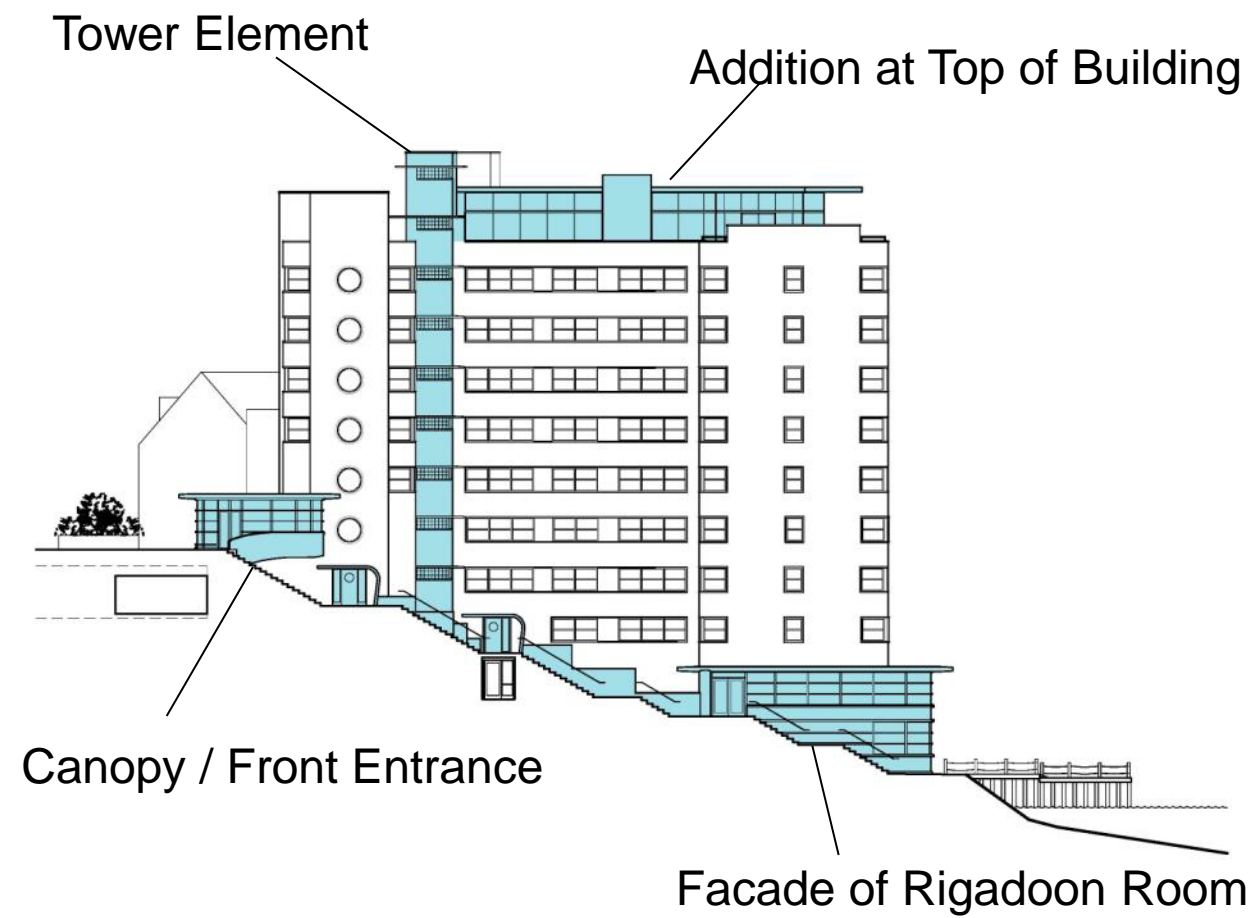
HISTORIC CHARACTER





HISTORIC CHARACTER

THE REHABILITATION OF THE 1940'S BUILDING HAS FOCUSED ON HIGHLIGHTING ICONIC ELEMENTS THAT CAN DRIVE THE DESIGN



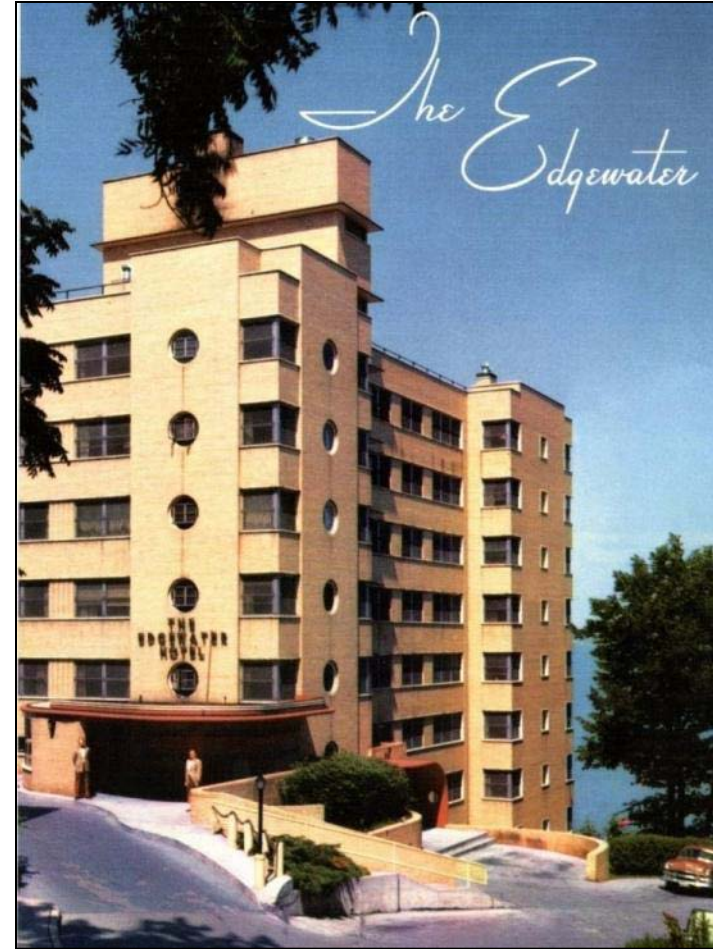
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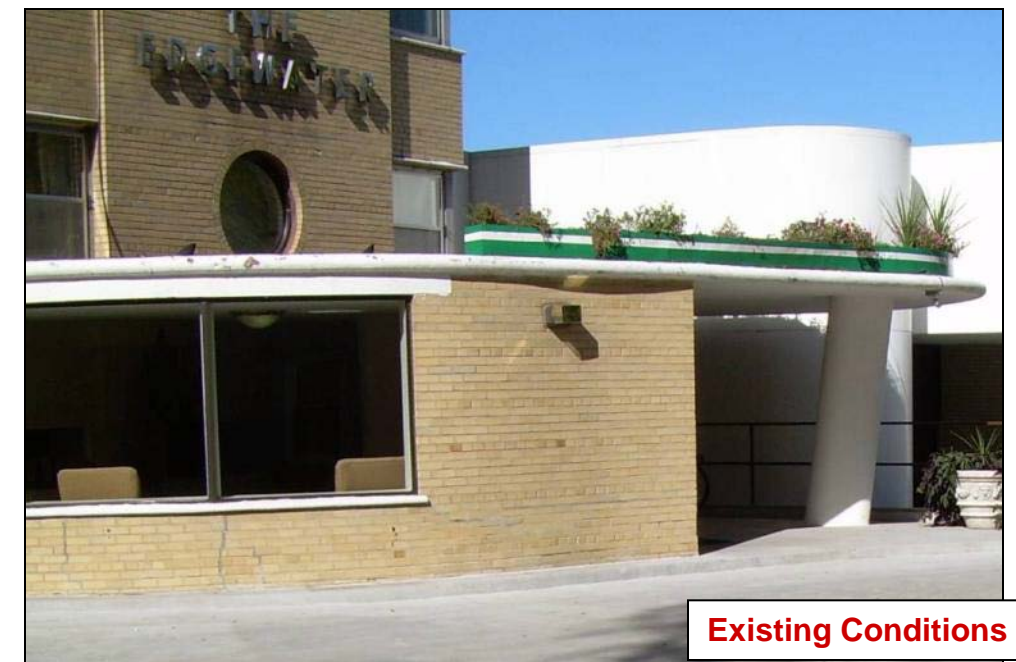


HISTORIC CHARACTER

"AS BUILT" ENTRY CANOPY



Existing Conditions

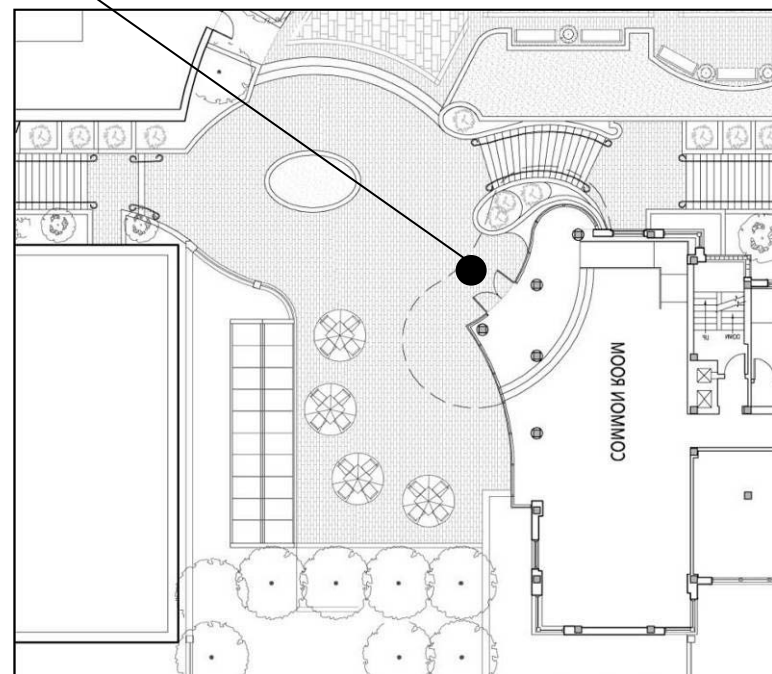
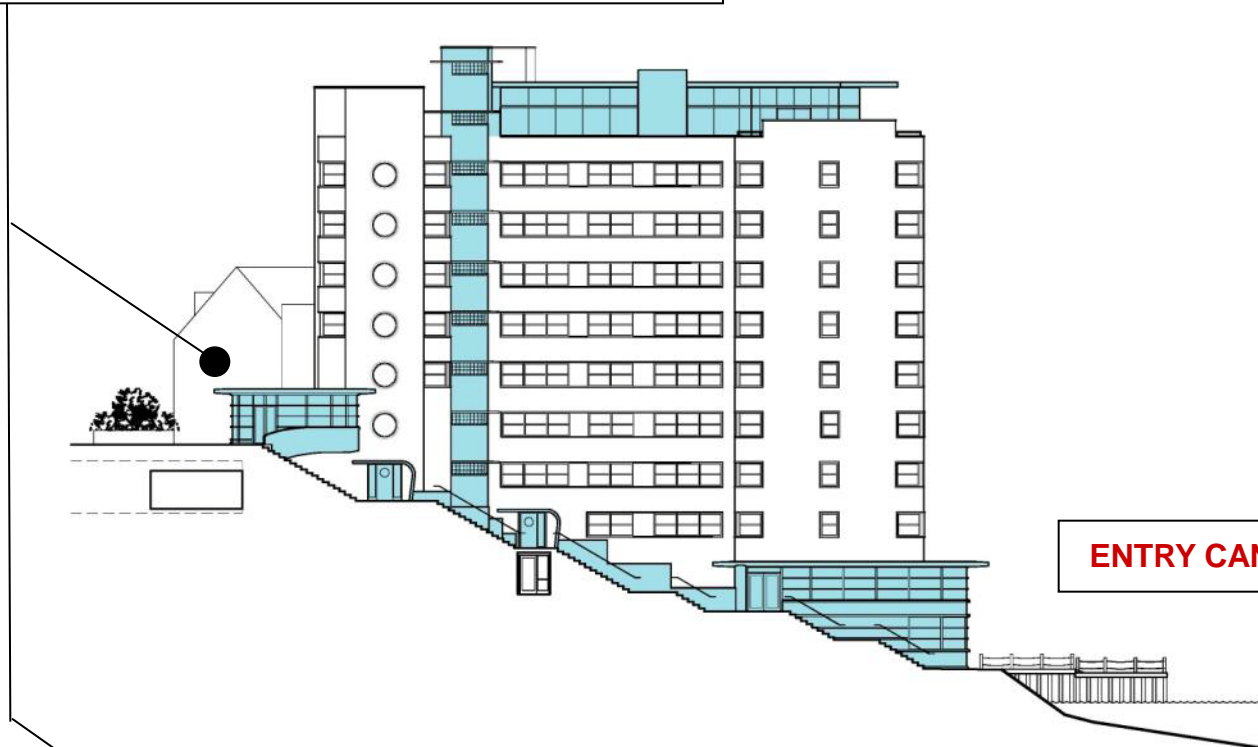


Existing Conditions



HISTORIC CHARACTER

ENTRY CANOPY



ORIGINAL RENDERING

ENTRY CANOPY BECOMES ICONIC FEATURE OF PROJECT

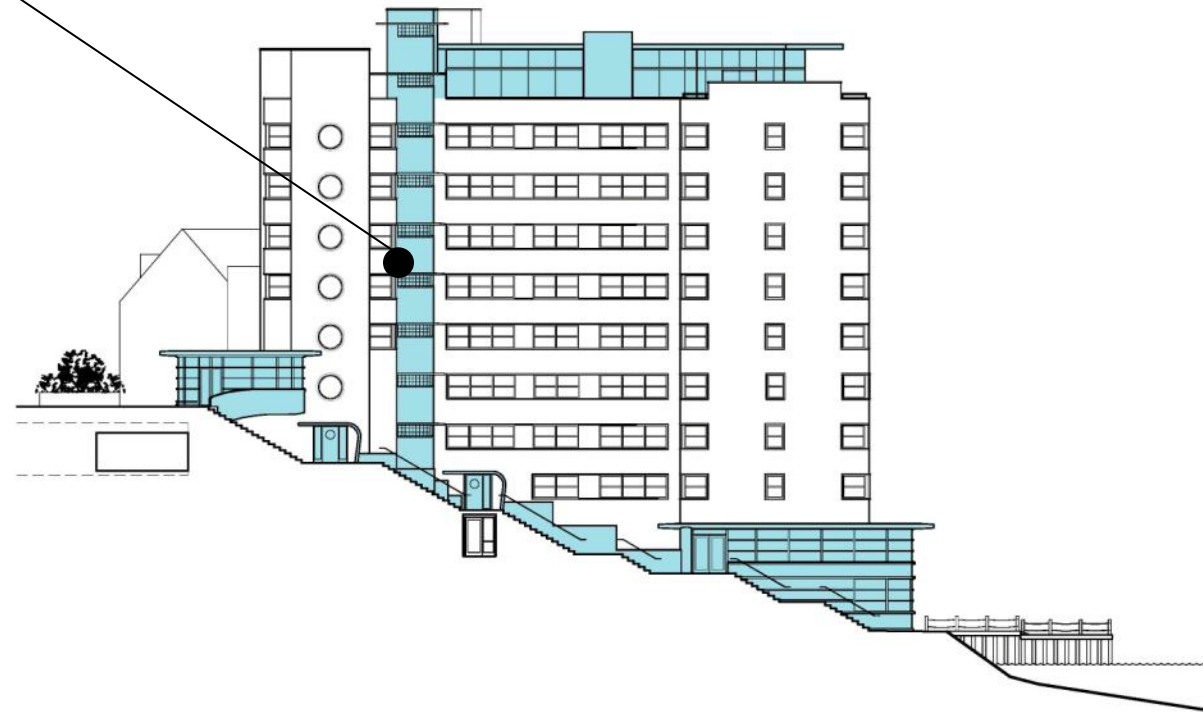


CONCEPT DESIGN



HISTORIC CHARACTER

TOWER ELEMENT



Existing Conditions



ORIGINAL RENDERING

CONCEPT DESIGN

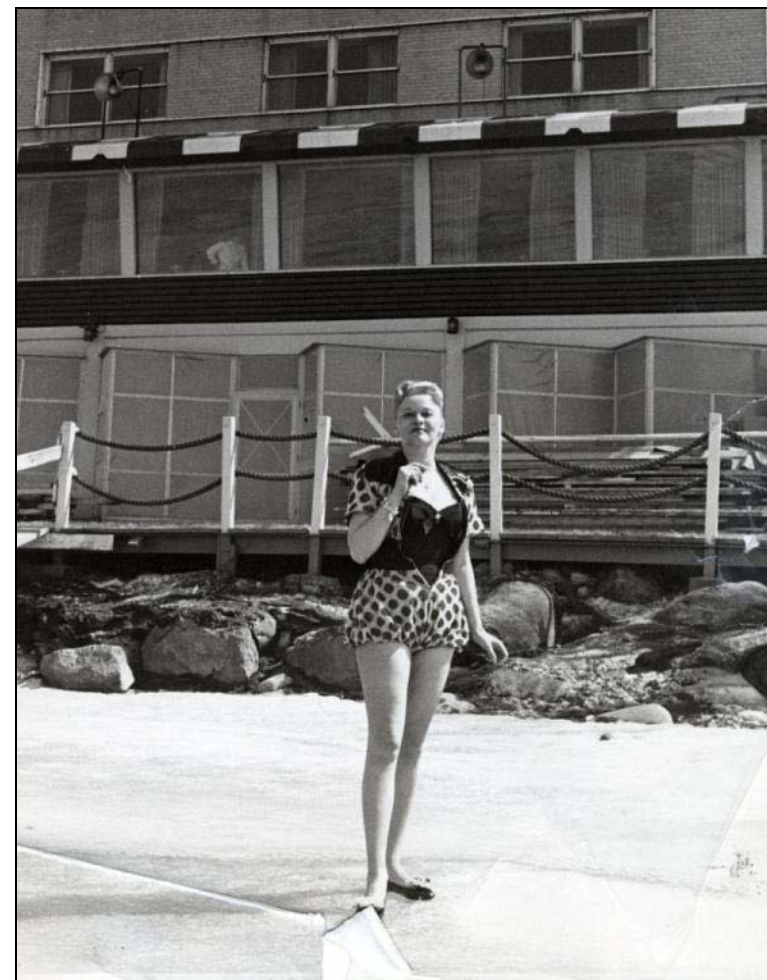


HISTORIC CHARACTER

"AS BUILT" RIGADOON ROOM



Existing Conditions





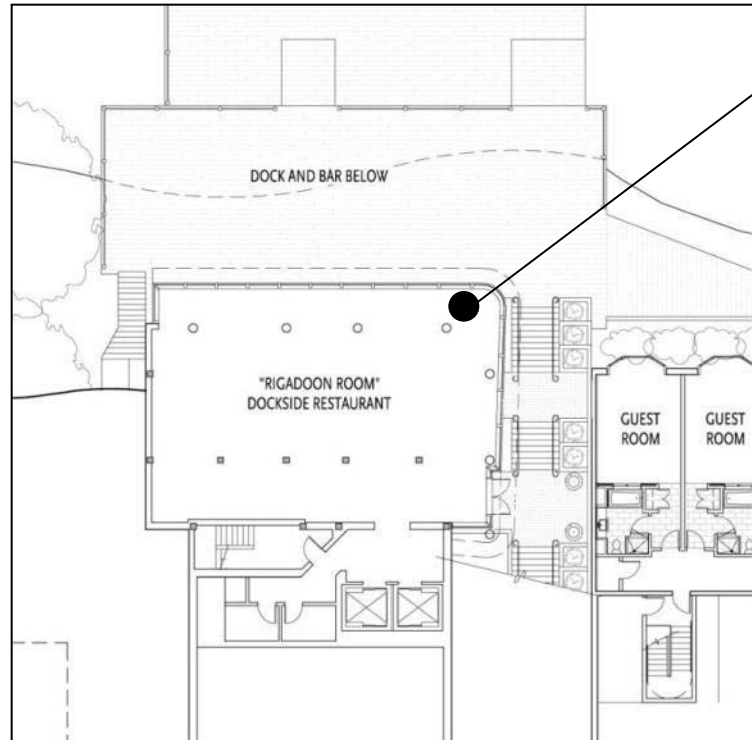
HISTORIC CHARACTER

RIGADOON ROOM



ORIGINAL RENDERING

ALTERNATE DESIGN SCHEME FOR RIGADOON ROOM FACADE




CONCEPT DESIGN




HISTORIC CHARACTER

“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

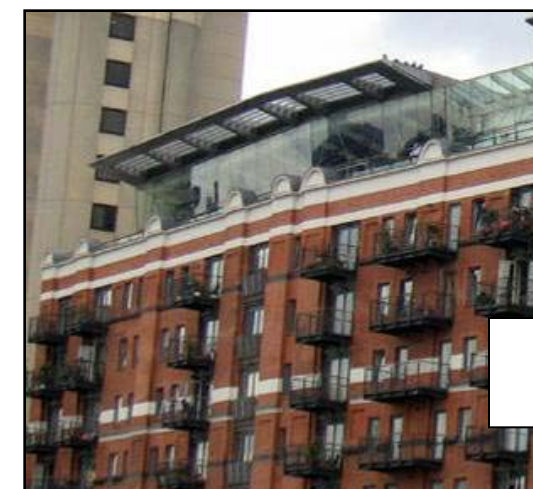
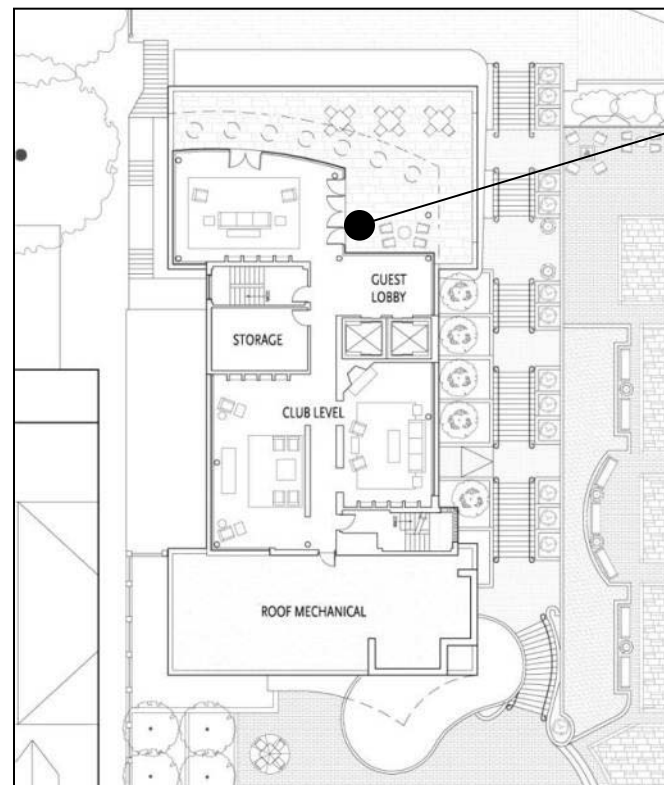
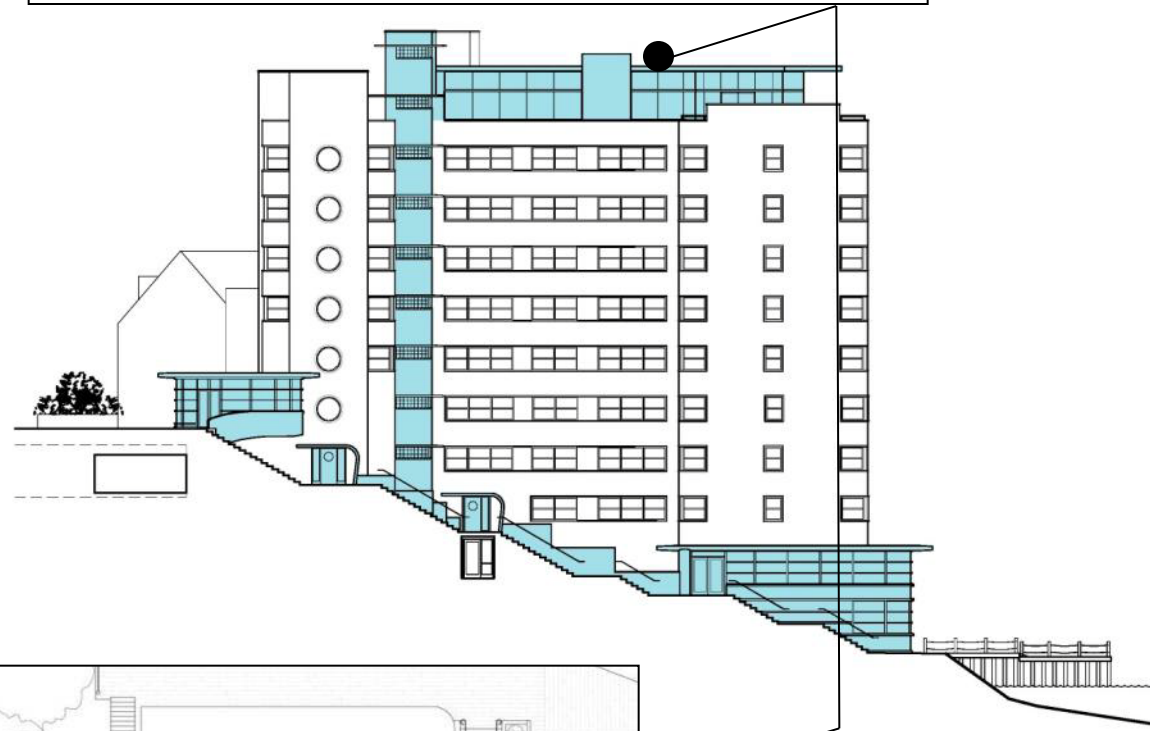


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HISTORIC CHARACTER

TOP LEVEL ADDITION



**ADDITION COMPLIMENTS
ARCHITECTURE**