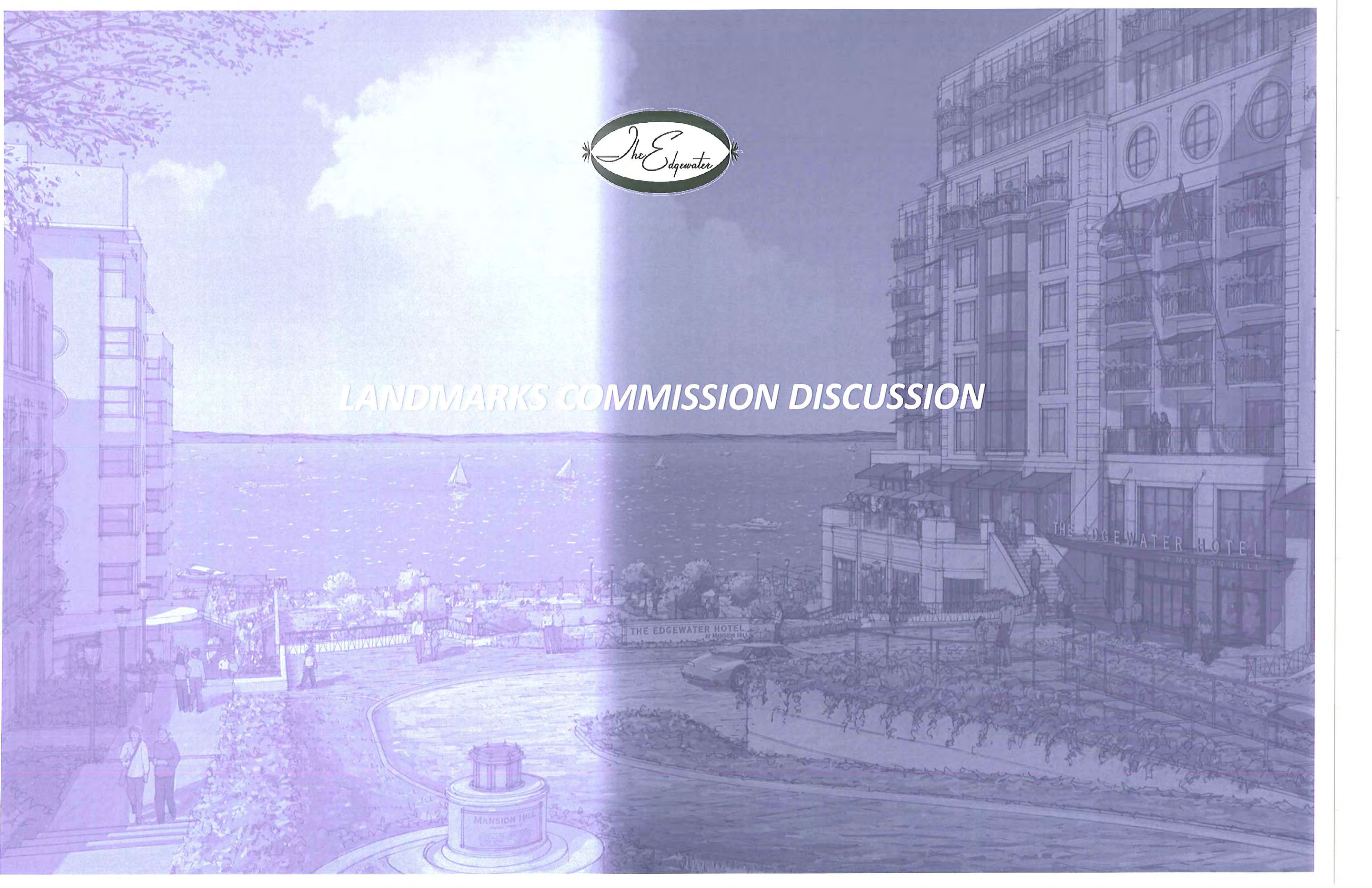




***LANDMARKS COMMISSION DISCUSSION***





# LANDMARKS ORDINANCE

**PROTECT & ENHANCE  
ARCHITECTURAL HISTORY**



**PERPETUATE IMPROVEMENTS  
IN HISTORIC DISTRICTS (TIF CATALYST)**



**SAFEGUARD THE CITY'S  
CULTURAL HISTORY ("LAKE CULTURE")**



**FOSTER CIVIC PRIDE IN THE BEAUTY AND  
NOBEL ACCOMPLISHMENTS OF PAST**



**STABILIZE AND IMPROVE  
PROPERTY VALUES**



**STRENGTHEN THE  
ECONOMY (TOURISM / VISITATION)**



**SERVE AS A STIMULUS  
TO BUSINESS & INDUSTRY**



**PROMOTE USE OF HISTORIC DISTRICTS FOR  
PLEASURE & WELFARE OF THE PEOPLE**





## LANDMARKS ORDINANCE

### QUESTION:

Is the Project consistent with the Landmarks Commission Ordinance?

### ANSWER:

The Project is consistent with the purpose and intent of the Landmarks Commission Ordinance (MGO 33.19(1)) that states:

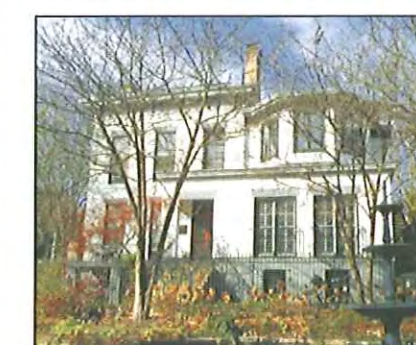
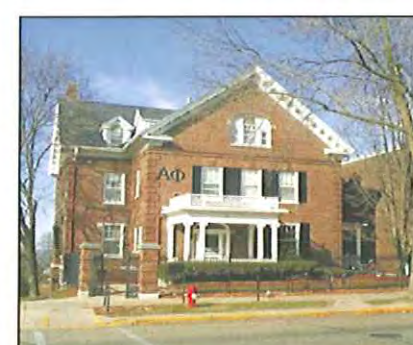
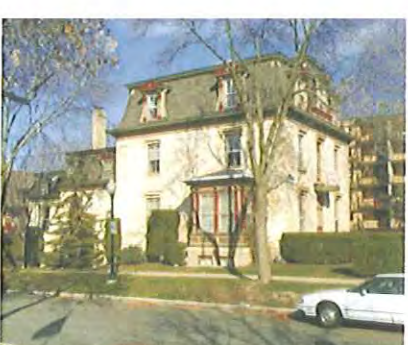
**Purpose and Intent.** It is hereby declared a matter of public policy that the protection, enhancement, perpetuation and use of improvements of special character or special historical interest or value is a public necessity and is required in the interest of health, prosperity, safety and welfare of the people. The purpose of this section is to:

- (a) Effect and accomplish the protection, enhancement and perpetuation of such improvements and of districts which represent or reflect elements of the City's cultural, social, economic, political and architectural history.
- (b) Safeguard the City's historic and cultural heritage, as embodied and reflected in such landmarks and historic districts.
- (c) Stabilize and improve property values.
- (d) Foster civic pride in the beauty and noble accomplishments of the past.
- (e) Protect and enhance the City's attractions to residents, tourists and visitors, and serve as a support and stimulus to business and industry.
- (f) Strengthen the economy of the City.
- (g) Promote the use of historic districts and landmarks for the education, pleasure and welfare of the people of the City.



# CONTEXT WITHIN HISTORIC DISTRICT

Mansion Hill is a Diverse Mixed-Use Neighborhood





## CONTEXT WITHIN HISTORIC DISTRICT

### **QUESTION:**

How does the Project contribute to the context of the Mansion Hill Historic District?

### **ANSWER:**

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.



# ZONING CLASSIFICATION

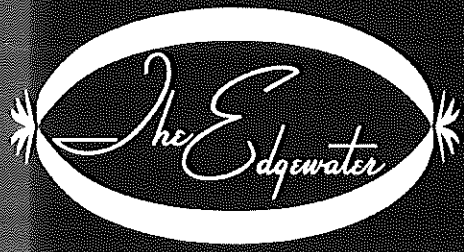
PUD ZONING IS A COMMON FOR DOWNTOWN PROPERTIES



● Current: 7 Downtown / 22 Total

● Approved PUD Zoning

Source- City of Madison Zoning Map- June 2008



## PUD ZONING AND PRECEDENT

### QUESTION:

Several statements have been made that the proposed planned unit development (PUD) will establish a precedent for development within historic district. Does the PUD establish a precedent in the historic district and/or for properties that may impact landmark buildings?

### ANSWER:

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

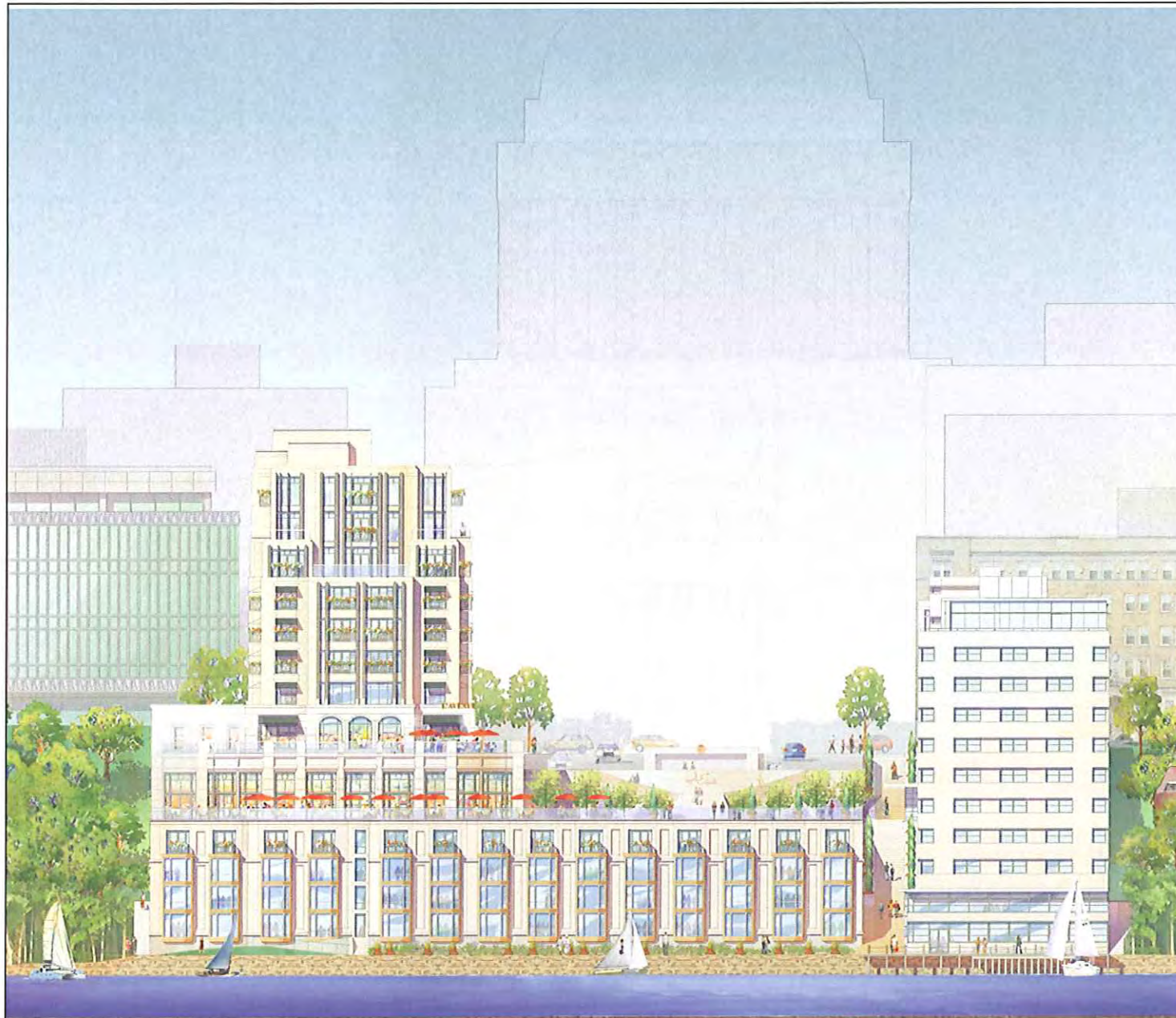
- There is absolutely no evidence that suggests that a single issue like height of a project establishes a zoning precedent in Madison. If that were the case, the 13-story Hilton Hotel - built adjacent to 4 of the most significant certified historic structures in Madison - would have set the height precedent for the Edgewater;
- There is a well established entitlement process in Madison which requires rigorous public debate, review and multiple city approvals;
- The PUD zoning text for the Edgewater sets forth very specific criteria that must be satisfied in order to build at the proposed height, including:
  - Requires a site area of more than 1 acre
  - Requires access to a major civic roadway
  - Requires a minimum of 15,000 square feet of open space
  - Requires public access to the waterfront
- No single issue sets zoning precedent. Therefore, a party that wants to compare to the Edgewater based on height must also satisfy all of the additional zoning requirements as set forth in the PUD zoning text. This is an extremely high standard and difficult to achieve.
- The Common Council – supported by the efforts of City Planning, the Urban Design Commission, Landmarks Commission, Planning Commission and other agencies – ultimately govern land use on every site in Madison.







## REQUEST FOR CERTIFICATE OF APPROPRIATENESS



Landmark X, LLC, a Wisconsin Limited Liability Corporation, is requesting a certificate of appropriateness for the proposed redevelopment of the Edgewater Hotel. According to the Preliminary Staff Report issued on November 27, 2009 the project will be considered in three component parts as follows:

- Rehabilitation of Original Hotel & Addition of a Story to Top Level;
- Removal of Top Level of 1970's Building to Create Public Plaza;
- Construction of a New Hotel Tower Which is an Addition to Existing Building.



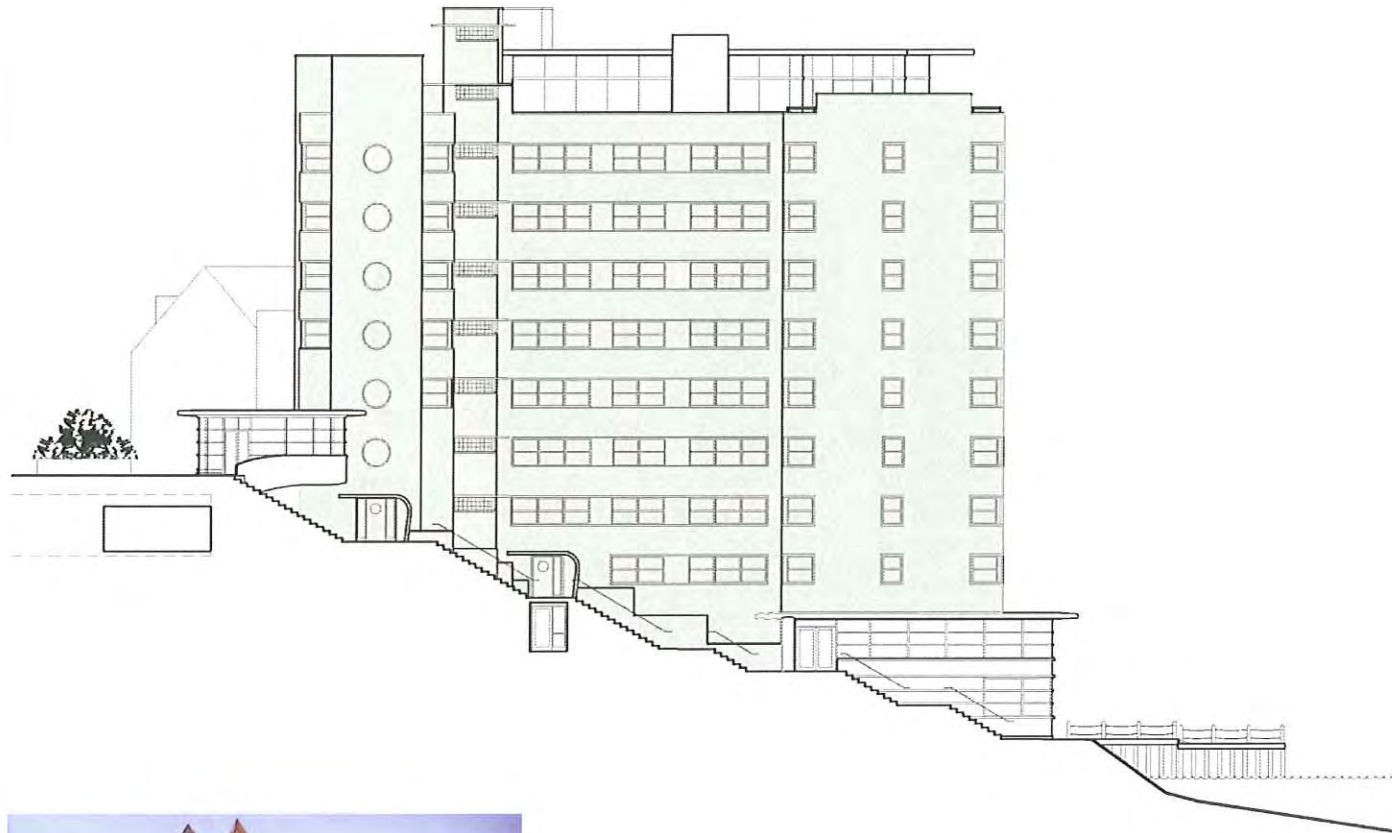
# HISTORIC REHABILITATION

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

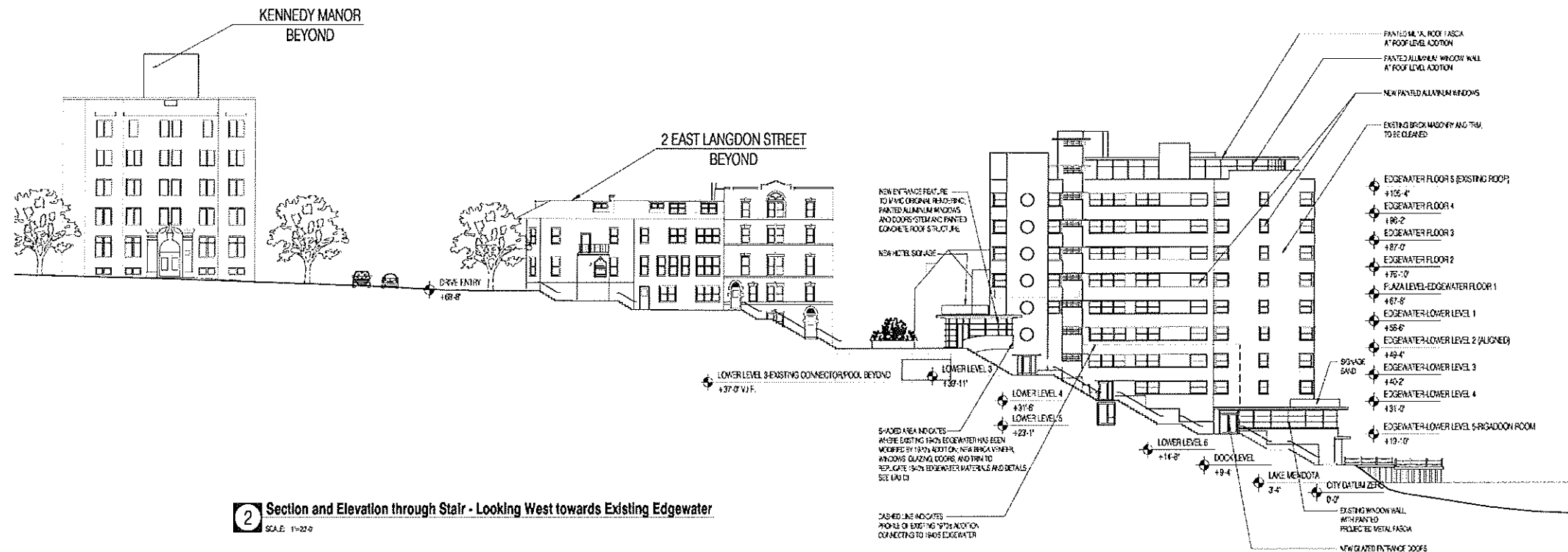
- Brick Wall / Exterior Wall
  - Repair brick
  - Replace broken brick
  - Repair and/or replace steel lintels
  - Repair and/or replace terra-cotta bands
  - Clean brick and terra-cotta
- Remove existing surface mounted conduit, cables, etc.
- Replace existing windows with new energy efficient windows 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;

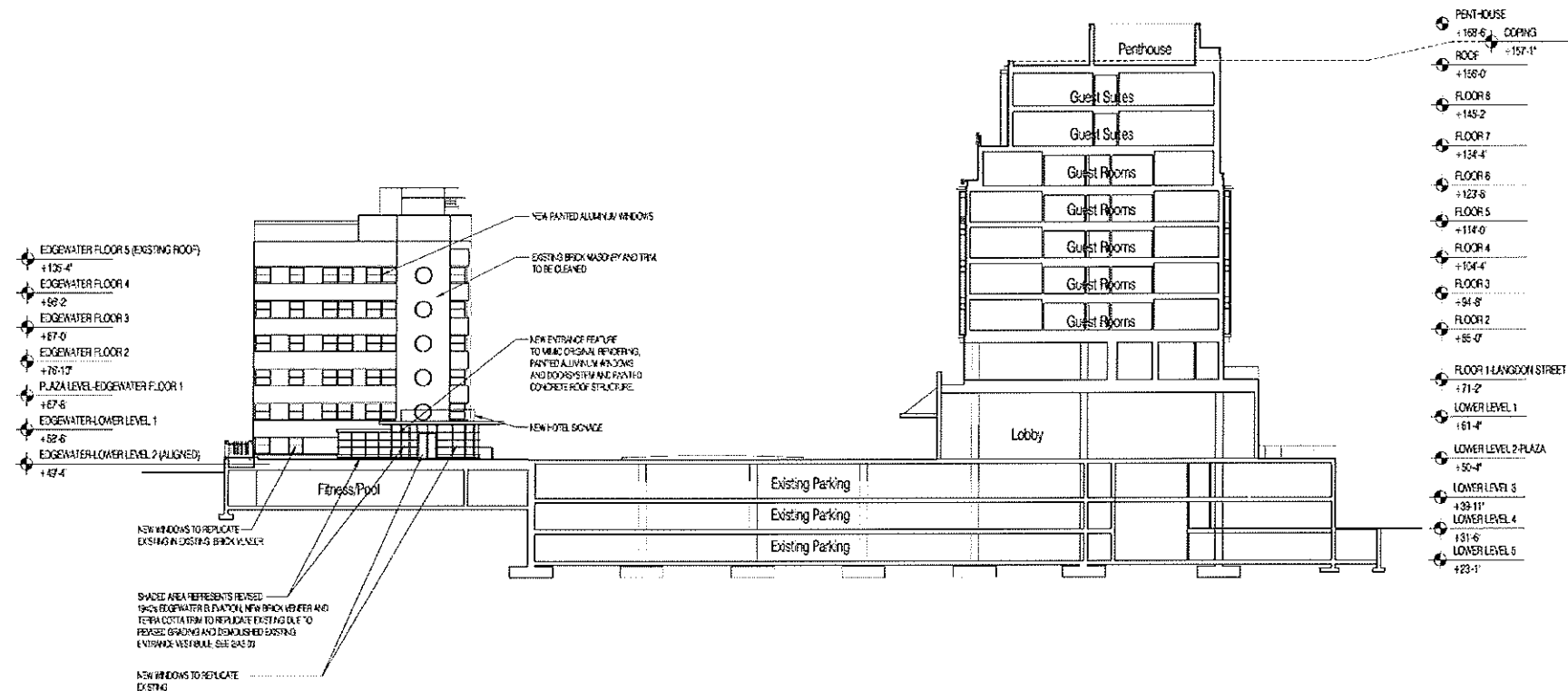
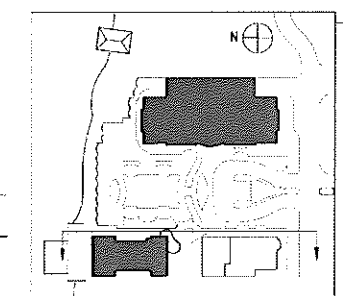


# HISTORIC REHABILITATION



**2** Section and Elevation through Stair - Looking West towards Existing Edgewater  
SCALE: 1/8"=1'-0"

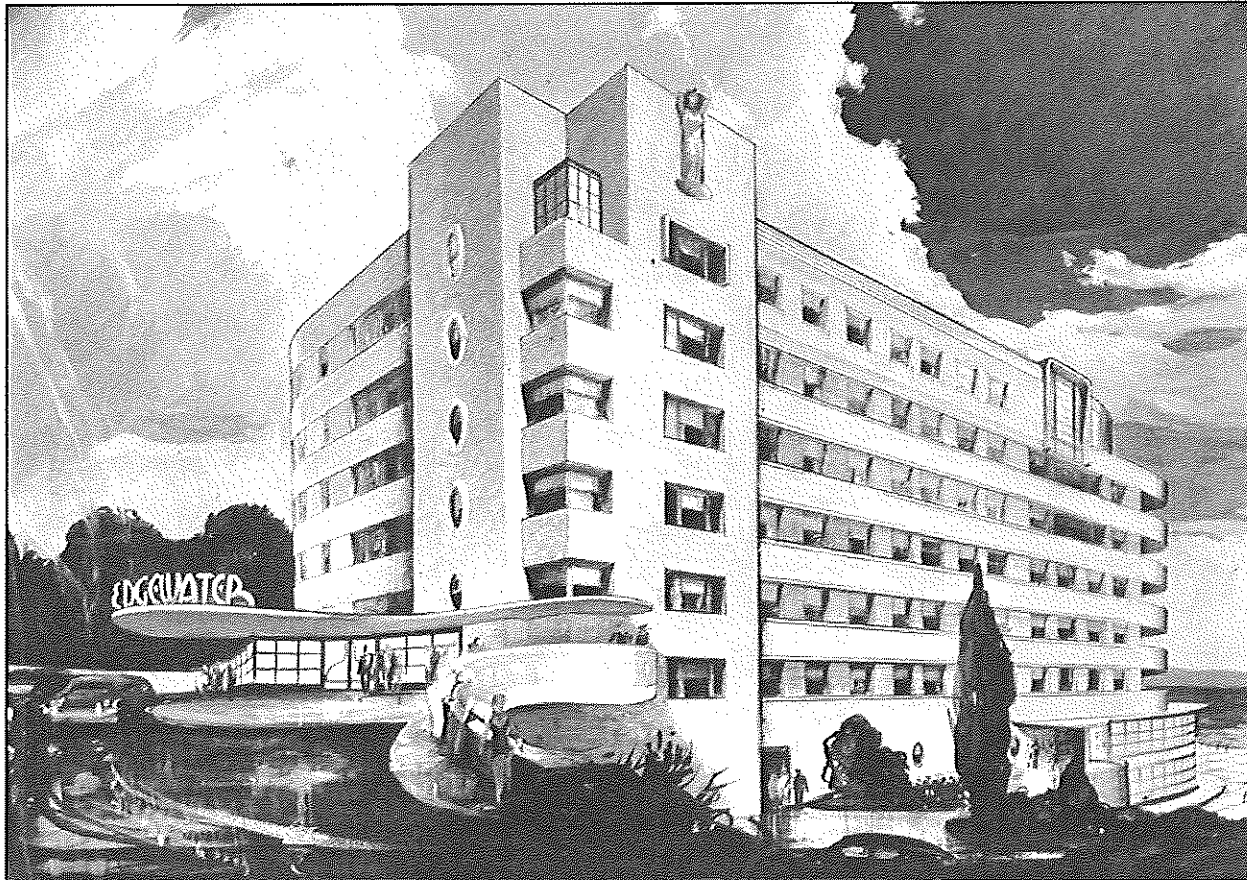
## PROPOSED KEY ELEVATIONS



**2** Section Through New Hotel and South Elevation of Existing Edgewater Hotel  
SCALE: 1/8"=1'-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 .

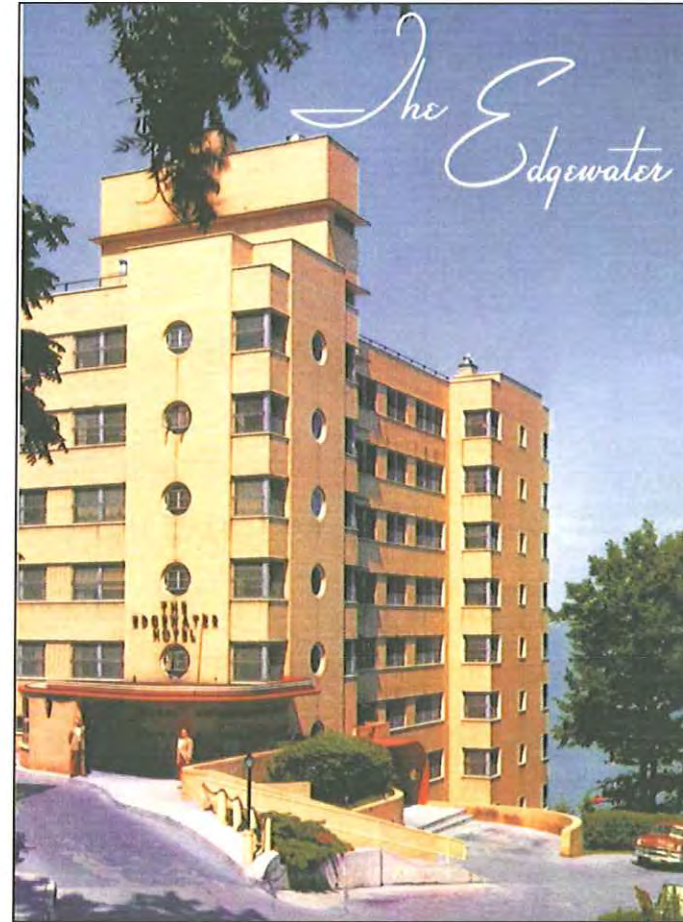
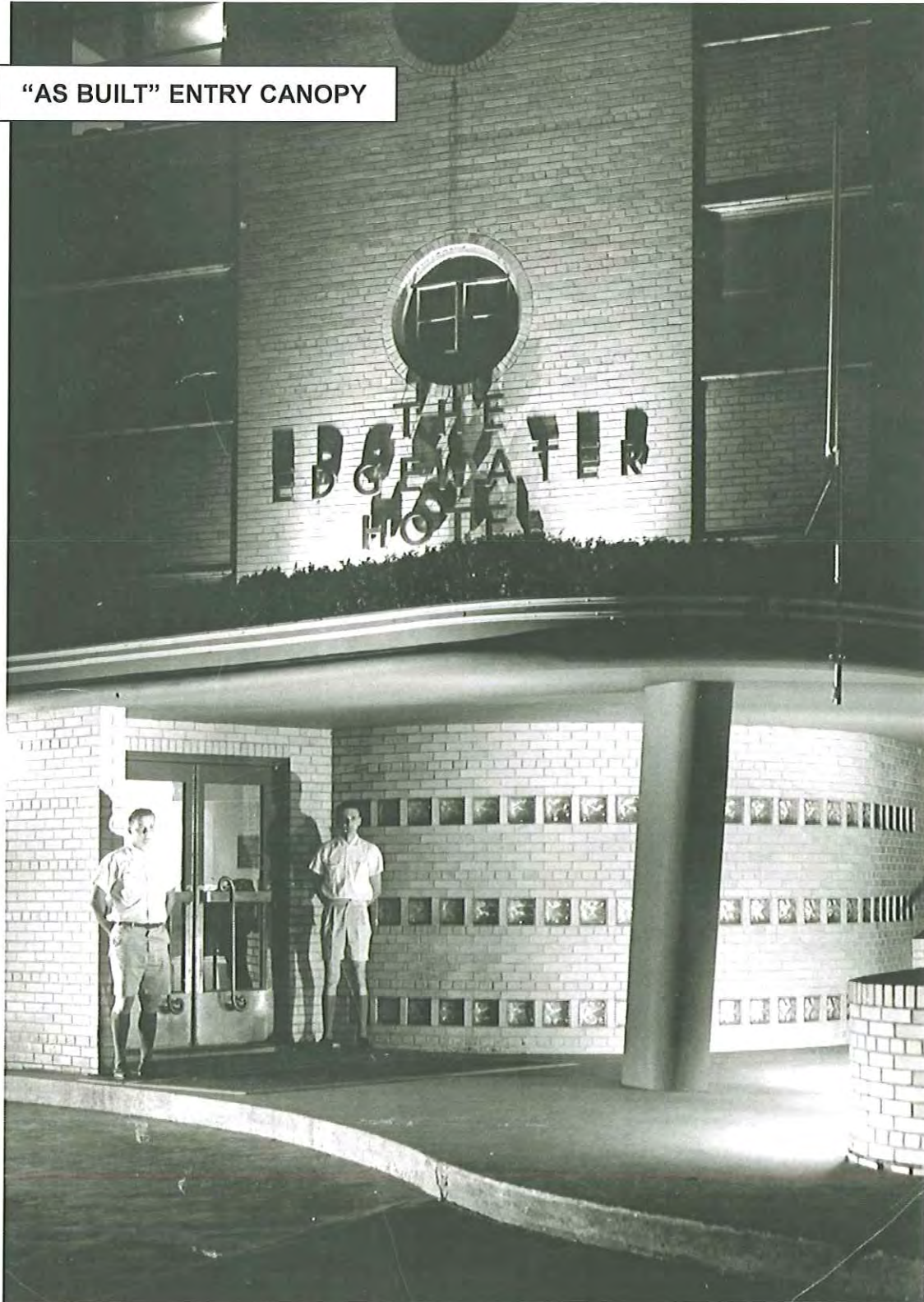
## **Improvements/ Responses Based on Comments to Previous Plans**

- 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.

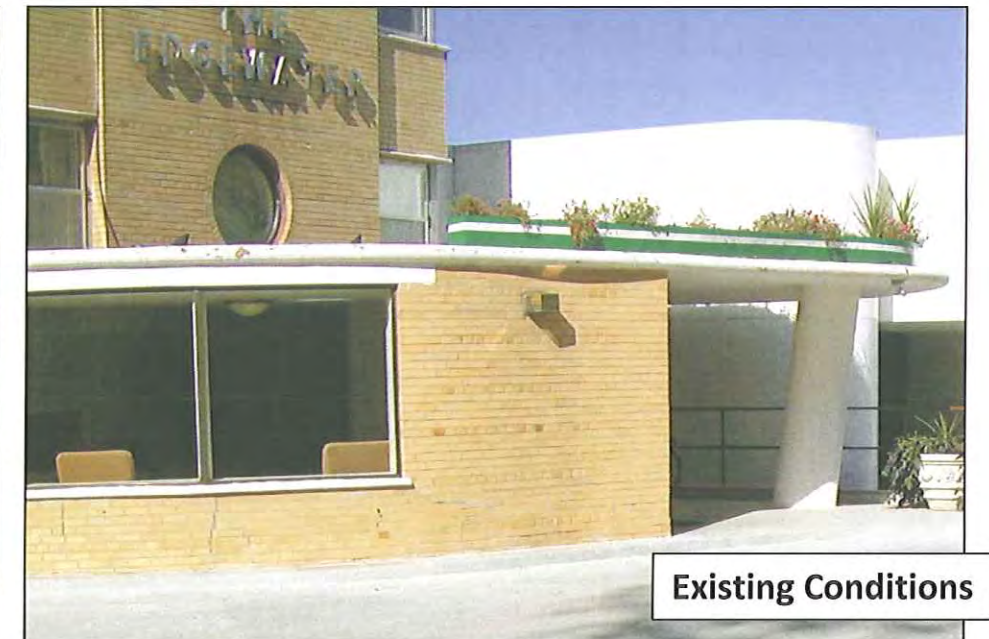


# HISTORIC REHABILITATION – ENTRY CANOPY

“AS BUILT” ENTRY CANOPY



Existing Conditions



Existing Conditions



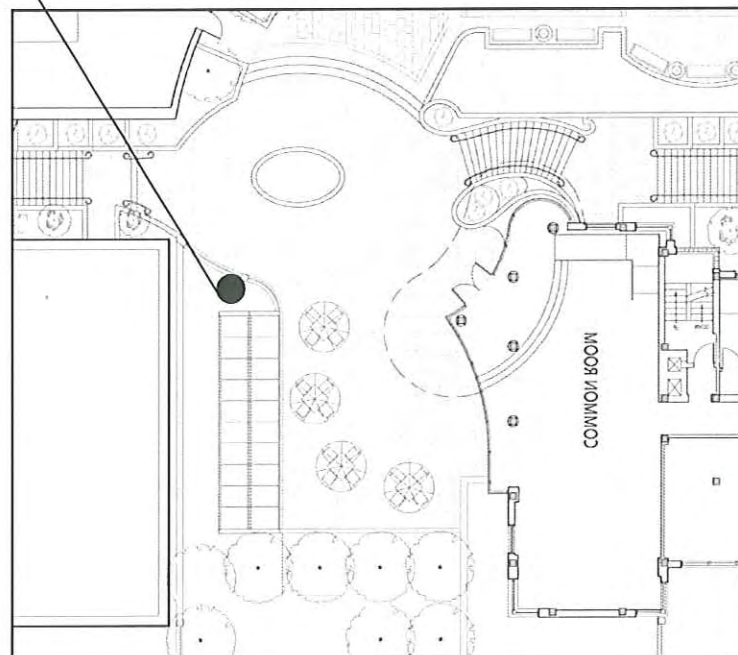
# HISTORIC REHABILITATION – ENTRY CANOPY

NEW ENTRANCE FEATURE ENGAGES GRAND STAIR TO LAKE MENDOTA



ORIGINAL RENDERING

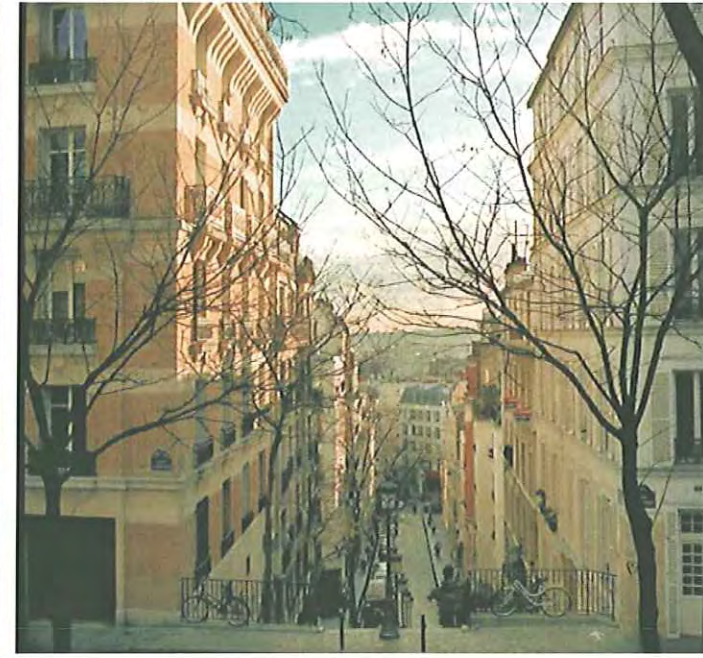
ENTRY CANOPY BECOMES ICONIC FEATURE OF PROJECT



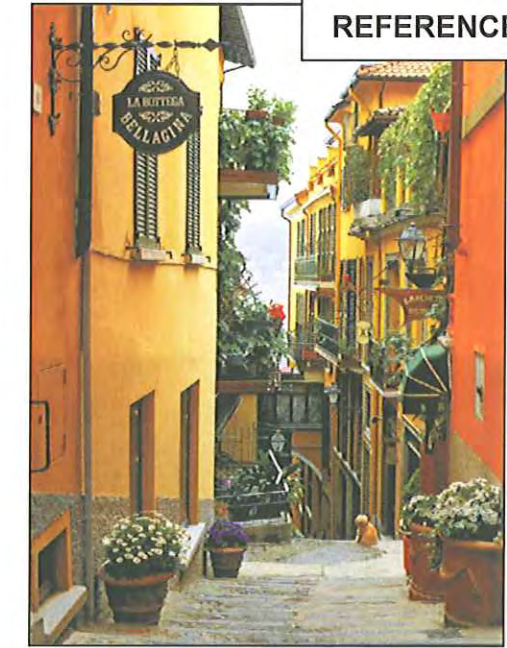


# HISTORIC REHABILITATION – STAIR / HORIZONTAL EXPRESSION

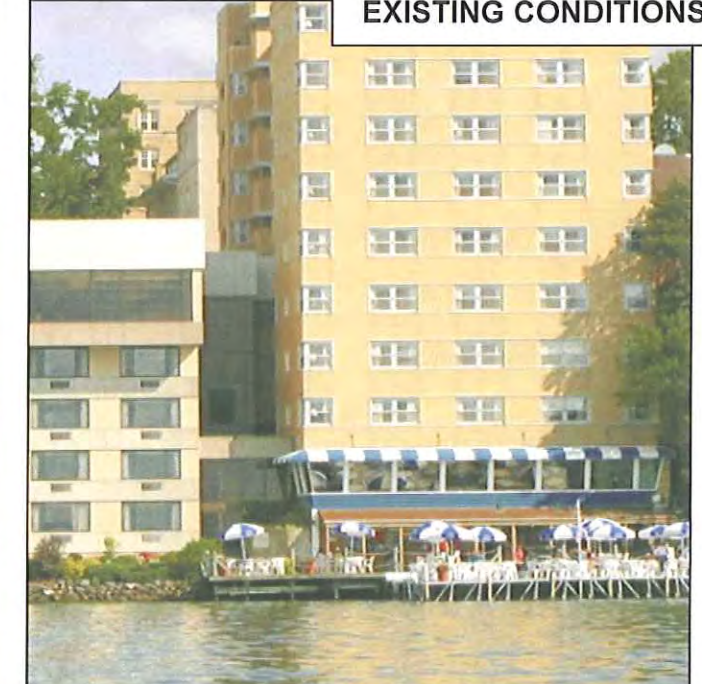
ORIGINAL STAIR / TERRACING TO WATER



REFERENCE STAIRS



EXISTING CONDITIONS

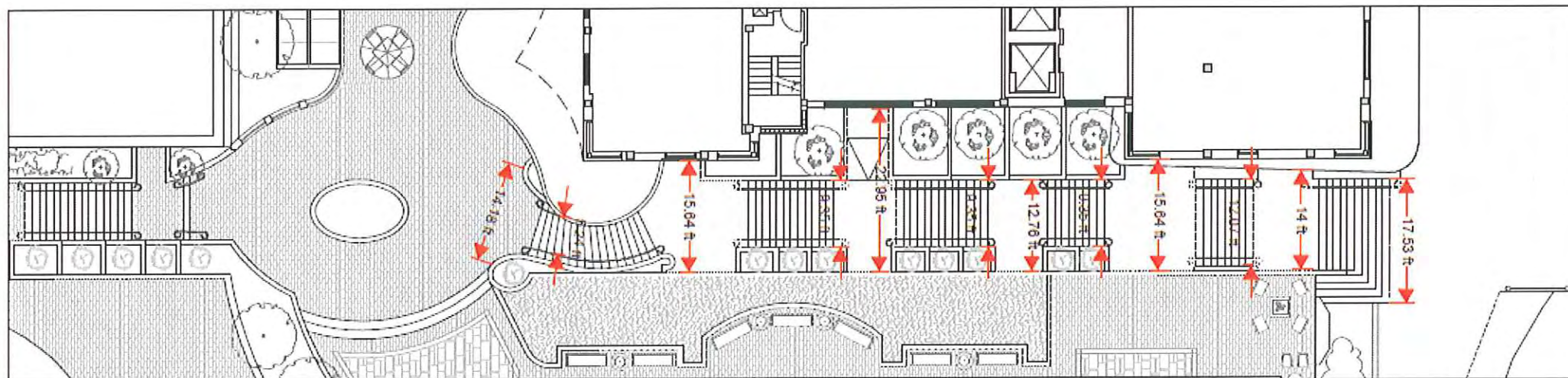
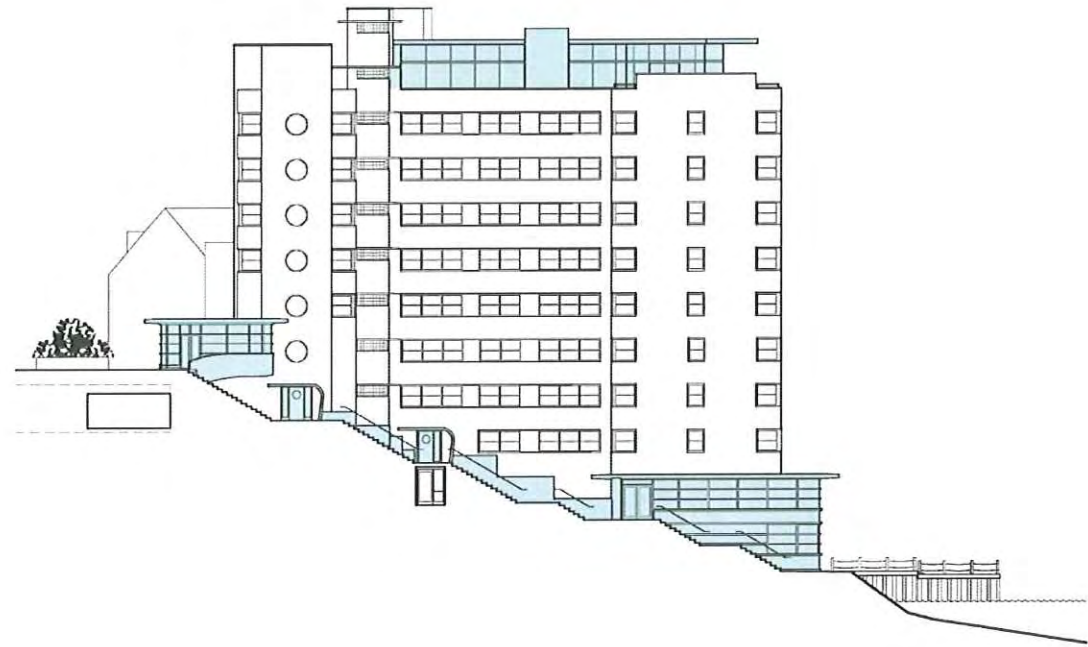






# HISTORIC REHABILITATION – STAIR / HORIZONTAL EXPRESSION

State Capitol Stair is Approximately 17'-7"



BUILDING NEW CONNECTIONS BETWEEN 1970'S BUILDING AND 1940S BUILDING ON MULTIPLE LEVELS

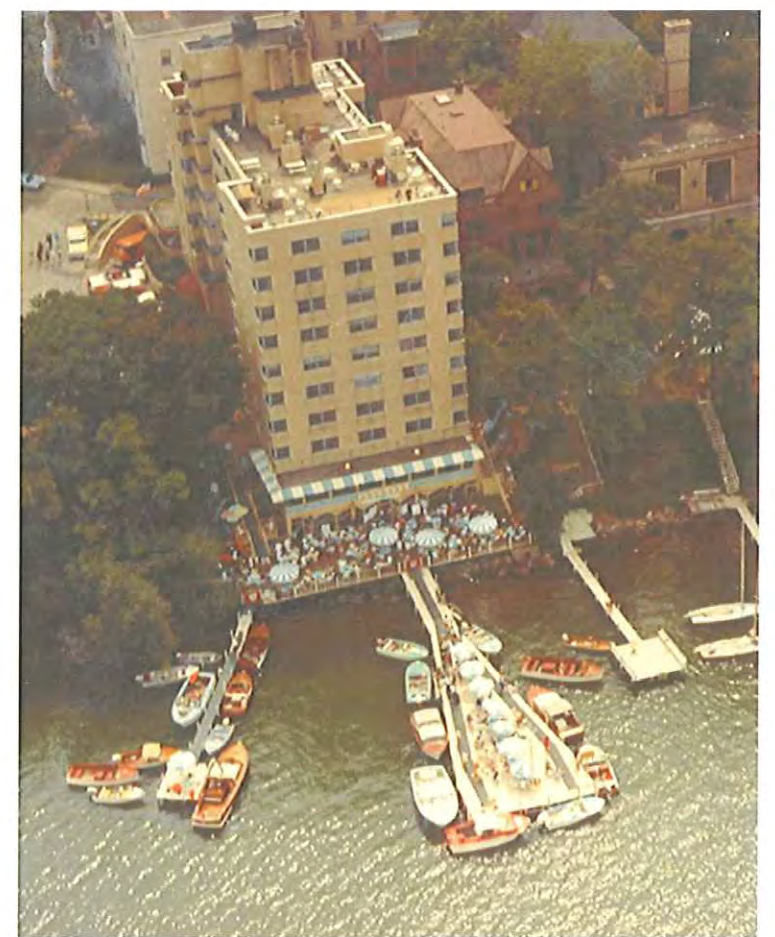


# HISTORIC REHABILITATION – RIGADOON ROOM

“AS BUILT” RIGADOON ROOM



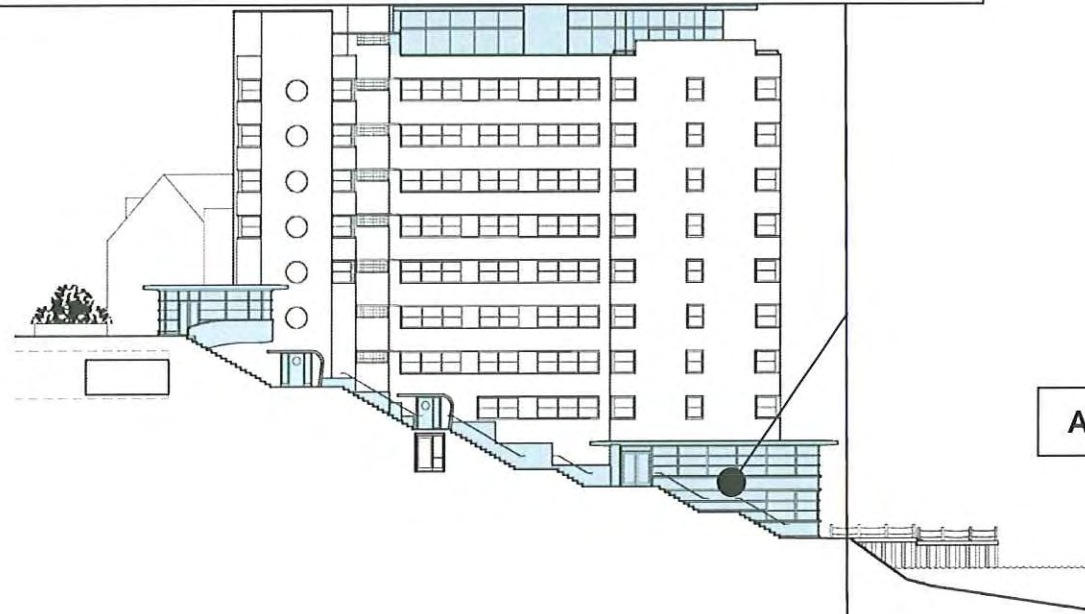
Existing Conditions





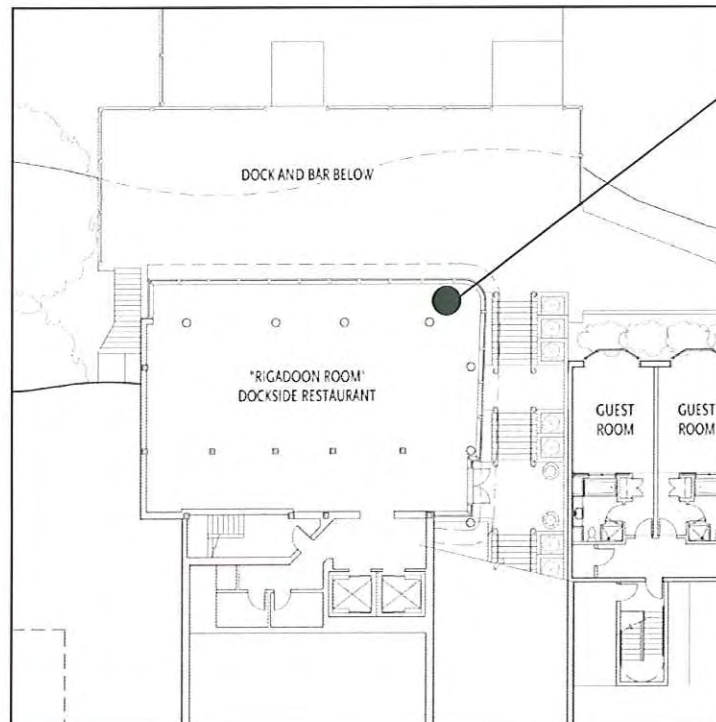
# HISTORIC REHABILITATION – RIGADOON ROOM

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



ORIGINAL RENDERING

ALTERNATE DESIGN SCHEME FOR RIGADOON ROOM FACADE







# 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

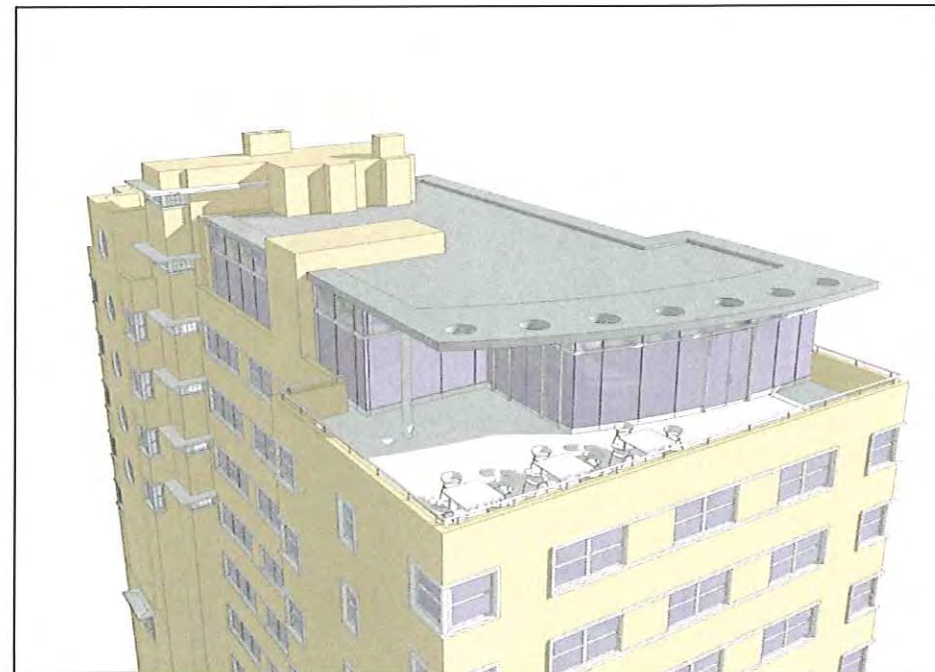
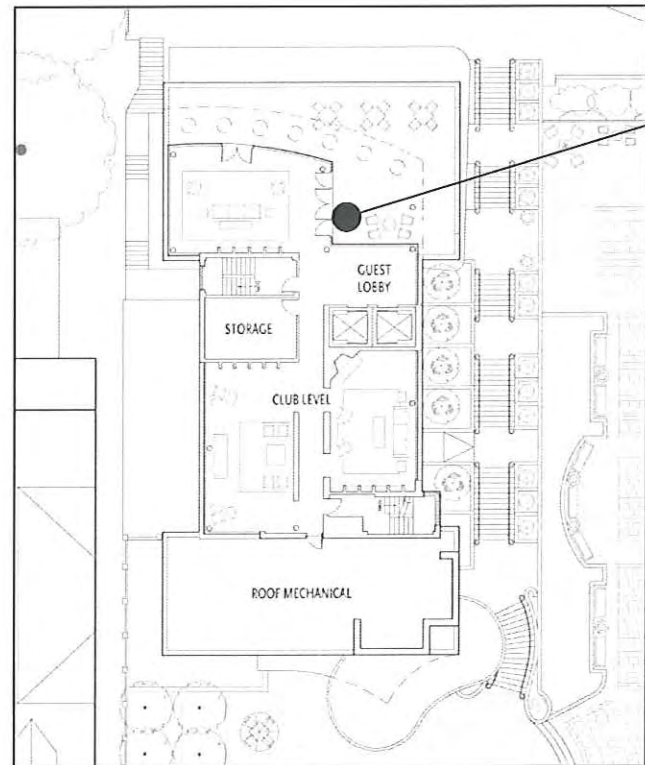
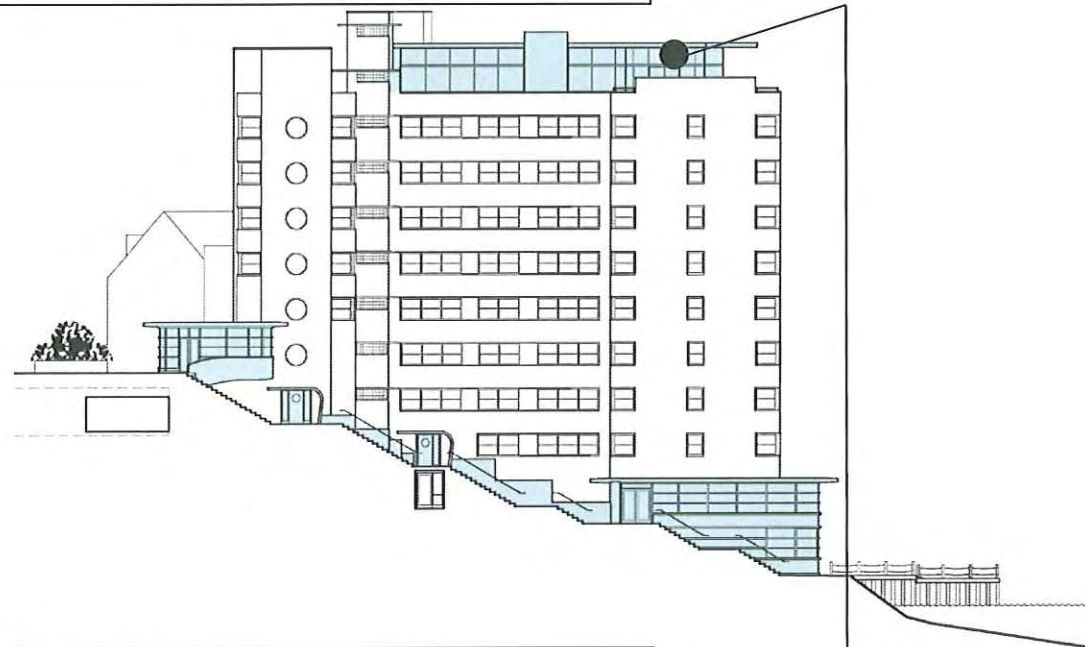


10.08.2007 13:41

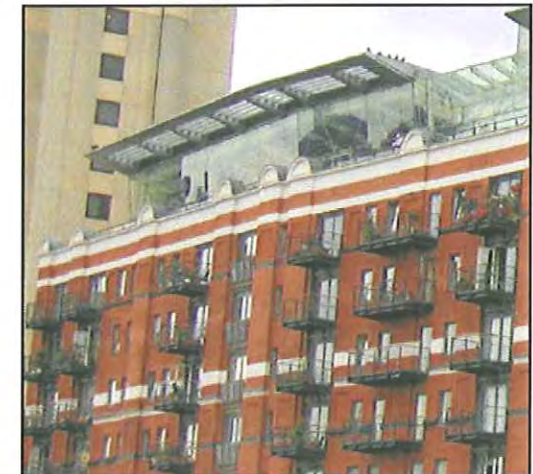


# HISTORIC REHABILITATION – TOP LEVEL ADDITION

ADDITION COMPLEMENTS ARCHITECTURE



ADDITION COMPLEMENTS ARCHITECTURE





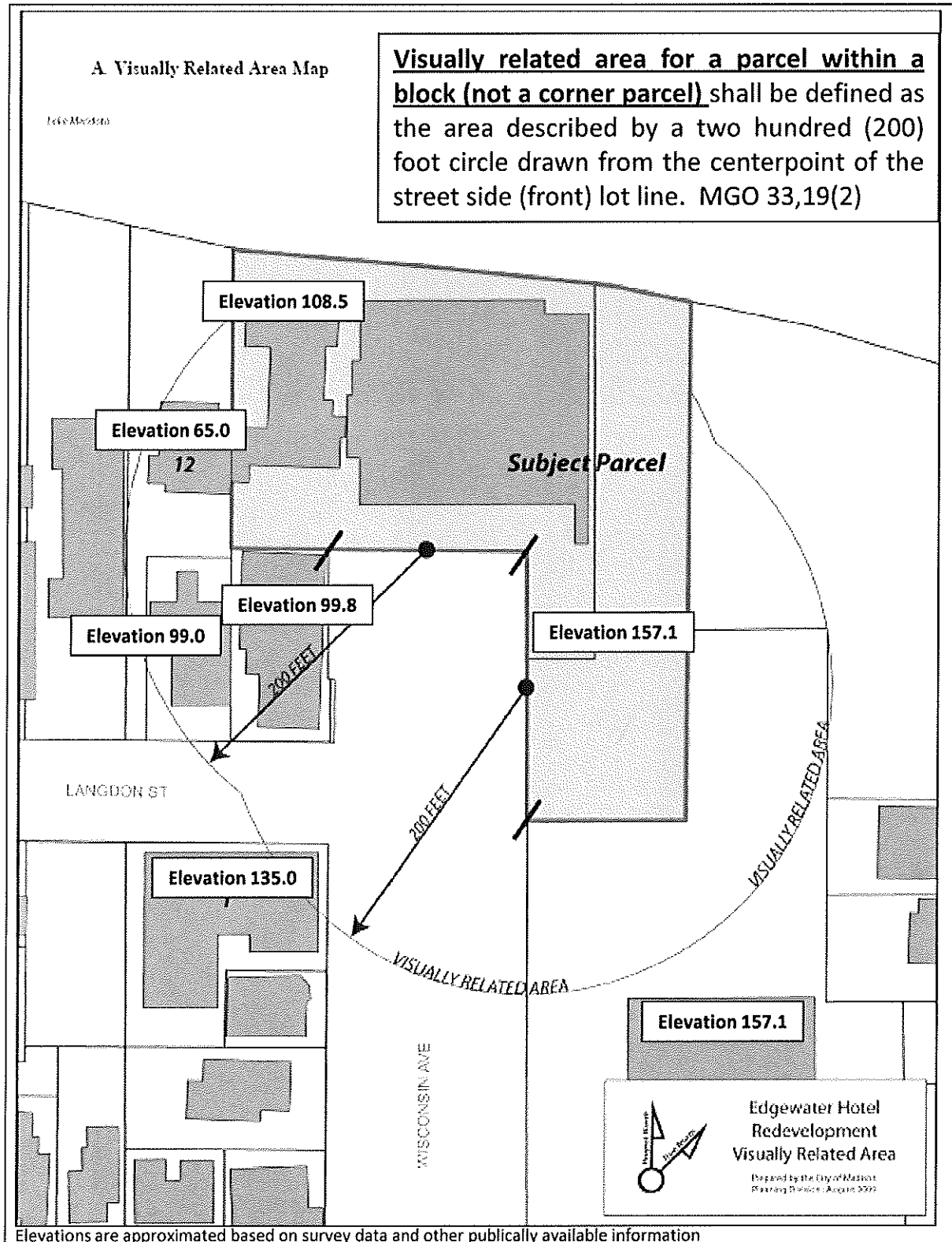
# VISUALLY RELATED AREA

THE VISUALLY RELATED AREA IS DOMINATED BY THE EDGEWATER SITE





# VISUALLY RELATED AREA



## Context of Surrounding Buildings and Environment:

The context of the buildings and environment surrounding the site includes:

- The existing Edgewater Hotel is located at the street end with two distinct structures that include the original hotel tower (built in 1946) and a low rise addition (built in 1972);
- The turn-around in front of the Edgewater is part of Wisconsin Avenue. Loading /unloading and the parking entrance are located at the front of the building;
- The Project will remove a portion of the structure in Wisconsin Avenue right of way and create 132' wide open vista between buildings to the water;
- The buildings in the VRA are relatively dense multi-family structures. There are no single family homes or duplexes in the VRA.
- There are no landmarked structures in the VRA;
- The building is equal in elevation to the NGL building (adjacent but not in VRA) and approximately 22 feet taller than Kennedy Manor (within VRA);
- Buildings within the VRA have varied architectural character, height and massing.
- Four of the five buildings in the VRA are deemed blighted by the City of Madison;
- The adjacent site includes approximately 2 acres of undeveloped land.

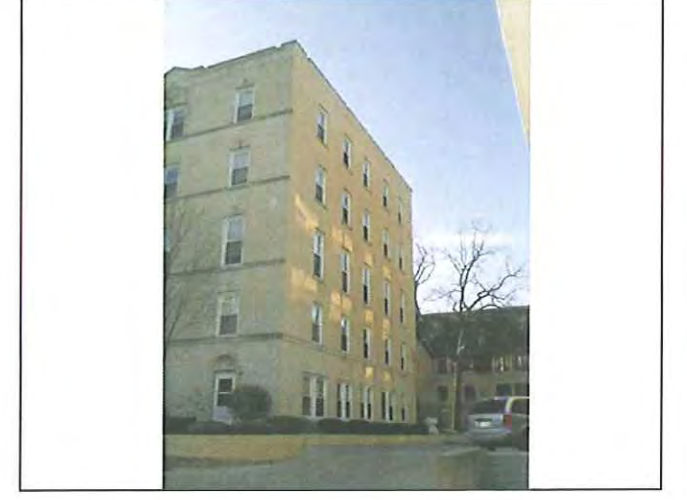
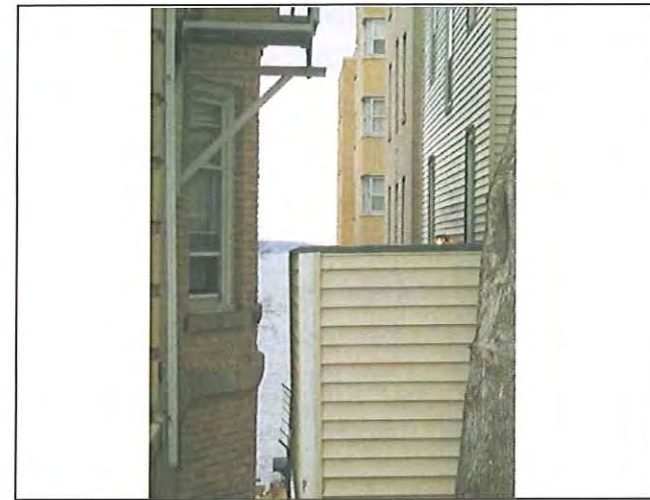
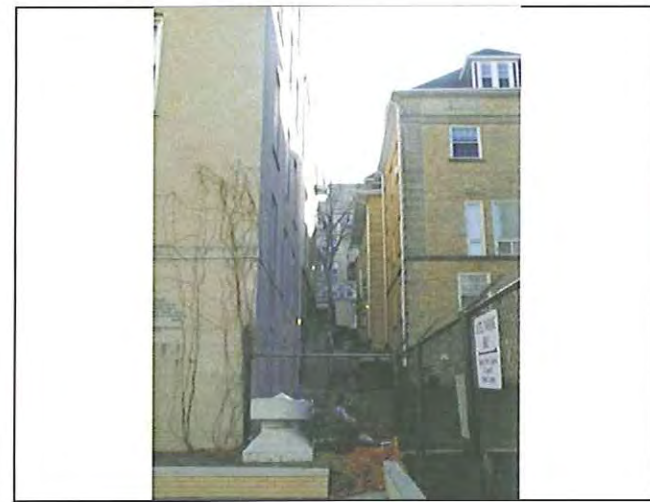


# VISUALLY RELATED AREA

1 LANGDON



2 LANGDON

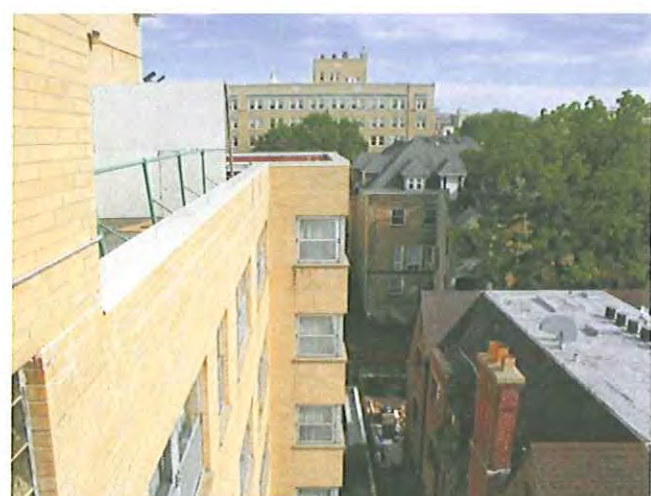
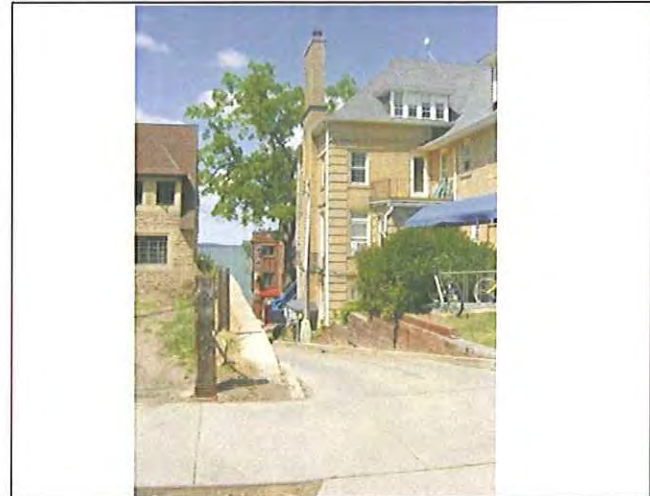
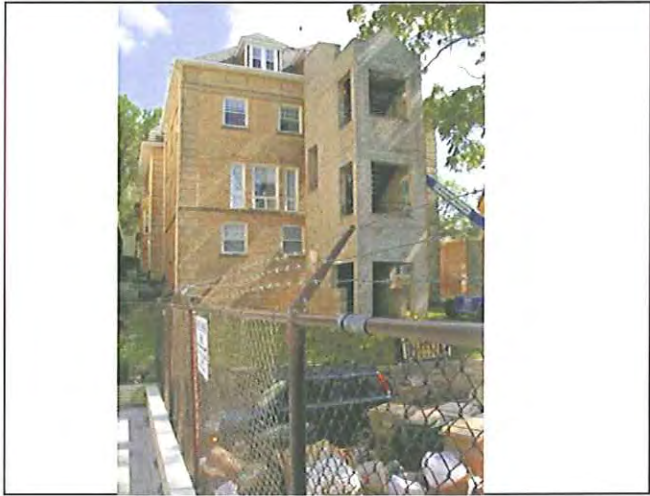




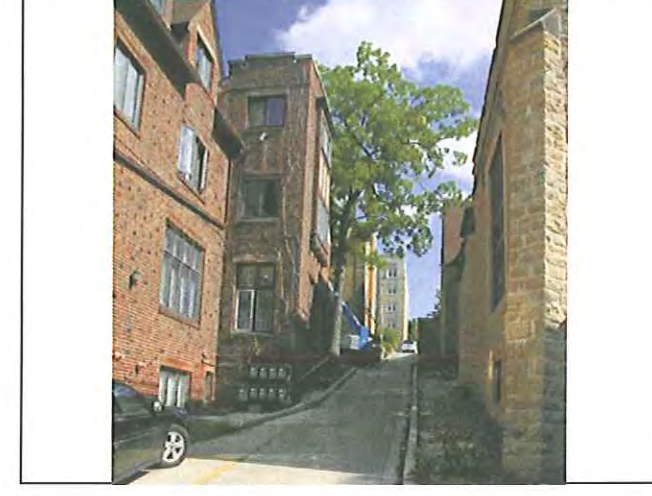
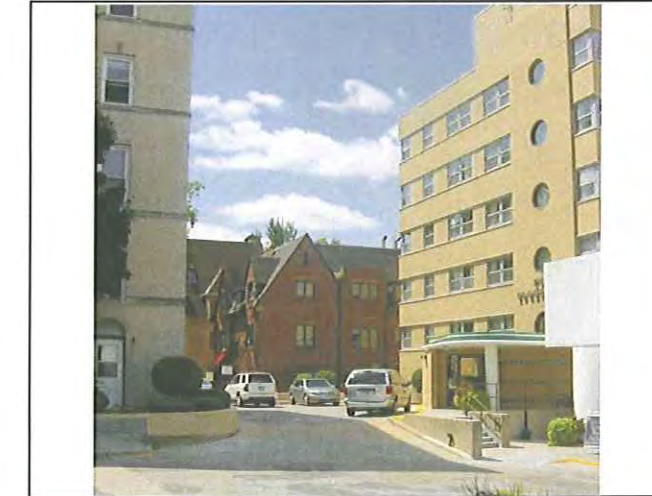


# VISUALLY RELATED AREA

10 LANGDON



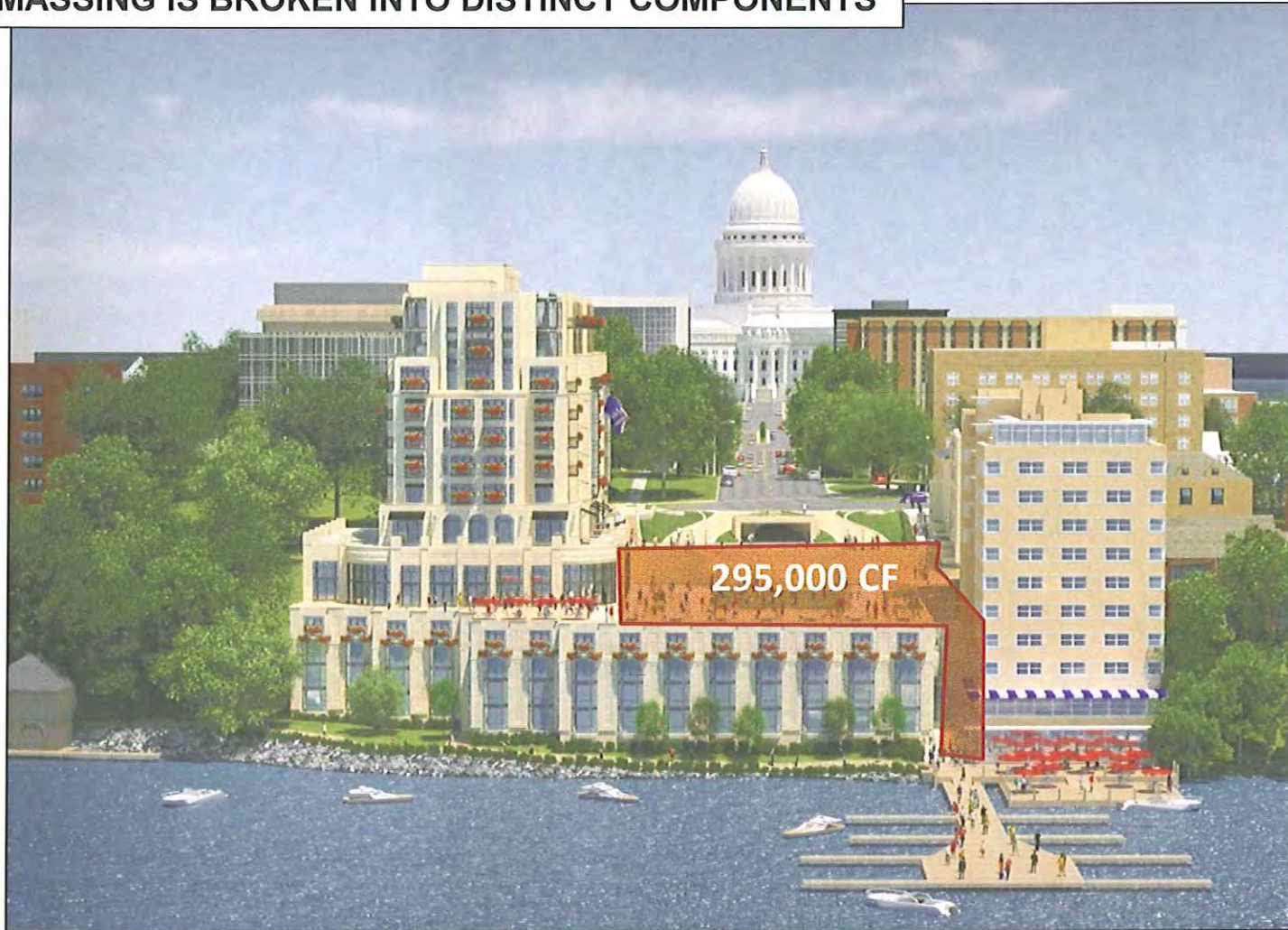
12 LANGDON





# VISUALLY RELATED AREA

**MASSING IS BROKEN INTO DISTINCT COMPONENTS**



**EXISTING VOLUME RELATIONSHIPS ARE EXTREMELY VARIED**





# VISUALLY RELATED AREA

	Estimated Gross Floor Area	Estimated Gross Volume	Estimated Floor Area Ratio
<b>Properties in VRA</b>			
1 Langdon Street	53,600 SF	589,800 CF	3.80
2 Langdon Street	19,600 SF	215,000 CF	2.30
10 Langdon Street	9,700 SF	107,100 CF	1.45
12 Langdon Street	14,500 SF	159,600 CF	0.93
NGL Building (Directly Adjacent)	76,000 SF	989,000 CF	0.87
Existing Edgewater Hotel	98,874 SF	1,103,925 CF	2.05
Original 40s Building	56,900 SF	520,500 CF	4.19
<b>Addition to Edgewater (Above Langdon)</b>			
Top Two Levels	21,800 SF	237,033 CF	
Middle Section (Above Langdon)	80,590 SF	851,858 CF	
<b>Addition Above Langdon</b>	<b>102,390 SF</b>	<b>1,088,891 CF</b>	
Removal of 1970's Building	31,000 SF	295,000 CF	
<b>Net Affect of Additions/Alterations</b>	<b>71,390 SF</b>	<b>793,891 CF</b>	
<b>Addition to Edgewater (All Space)</b>	164,100 SF	1,692,200 CF	
Removal of 1970's Building	31,000 SF	295,000 CF	
<b>Net Affect of Additions/Alterations</b>	<b>133,100 SF</b>	<b>1,397,200 CF</b>	
<b>Total Project (Assuming ROW)</b>			<b>2.80</b>
<b>Total Project (Without ROW)</b>			<b>3.44</b>

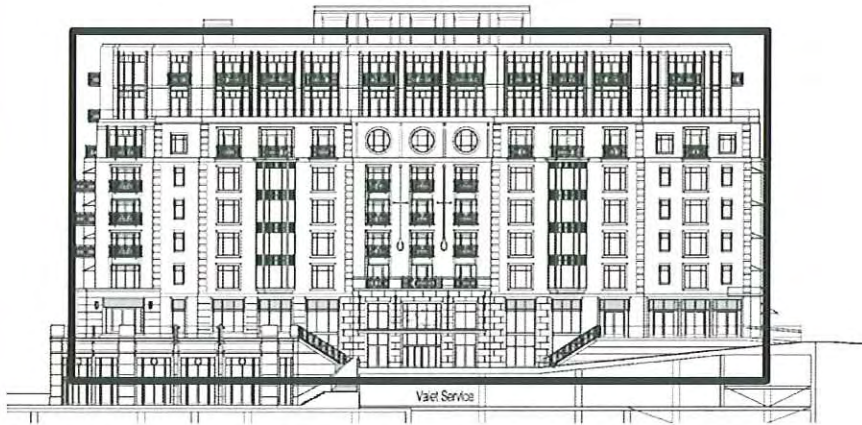
**Criteria #1:** The gross volume of any new structure shall be visually compatible with the buildings and environment with which it is visually related (visually related area).

- Volume (density) is a function of building area and its environment. The Project is designed to break up the volume of the building as follows:
  - The addition is organized around nearly 1 acre of open space;
  - FAR is 2.8 (entire site) and 3.4 (without ROW). This is less than Kennedy Manor and comparable to 2 Langdon;
  - Building areas are divided by distinct and dramatic setbacks to reduce the perception of volume from all elevations;
  - The volume of the building above Langdon is approximately 102,000 square feet. If you account for the volume removed from the 1970's building the square footage its approximately 71,000 SF as compared to Kennedy Manor at 53,600 SF.
  
- Removal of top level of 1970's building is extremely beneficial to massing:
  - Removes approximately 295,000 CF of total volume;
  - Volume that is removed has greatest impact/public benefit;
  
- The volume of buildings in VRA are extremely varied:
  - 12 Langdon is 14% of the volume of the Existing Edgewater;
  - 12 Langdon is less than 30% of the volume of Kennedy Manor;
  - The volume of the new tower is comparable to NGL (directly adjacent)



# VISUALLY RELATED AREA

Edgewater- Wisconsin Avenue Façade  
1: 2.1



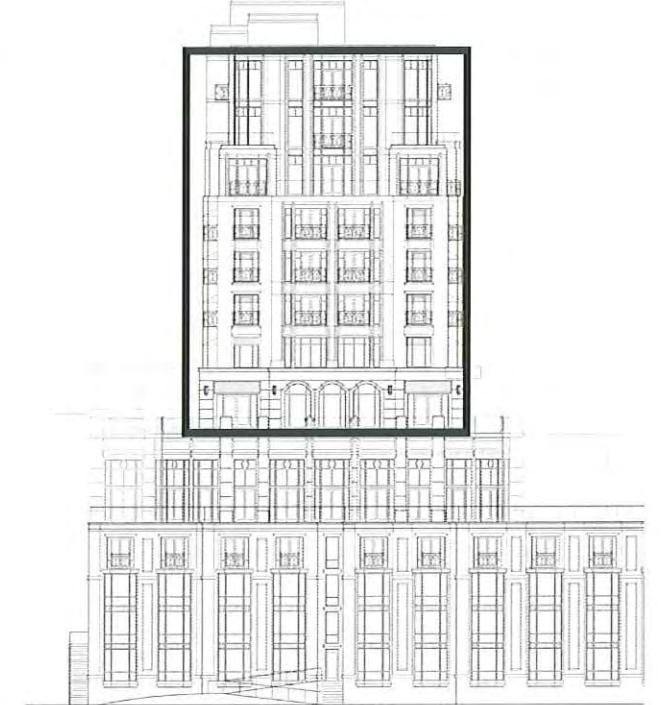
1 Langdon – Wisconsin Avenue Façade  
1: 1.9



2 Langdon – Wisconsin Avenue Façade  
1: 2.3



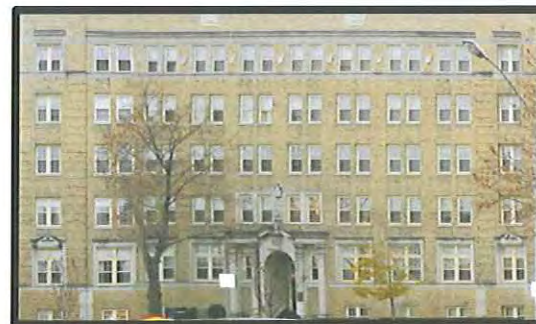
New Lakeside Tower  
1: 1.5



Edgewater - Langdon Street Façade  
1: 0.7



1 Langdon - Langdon Street Façade  
1: 1.9



2 Langdon – Wisconsin Avenue Façade  
1: 1.6



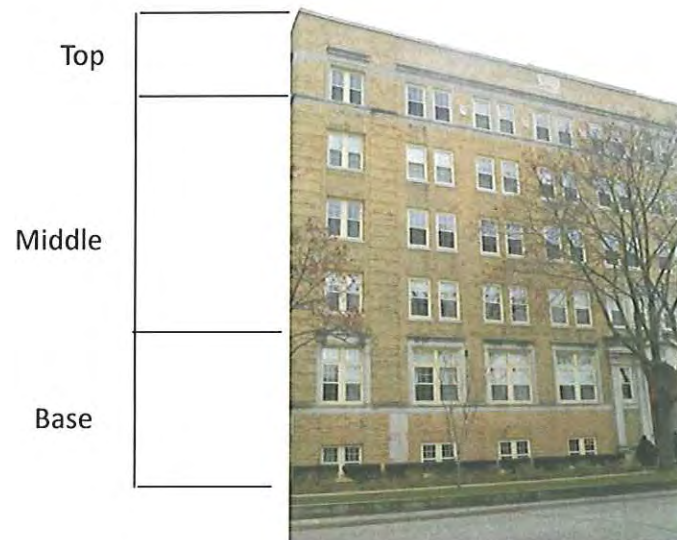
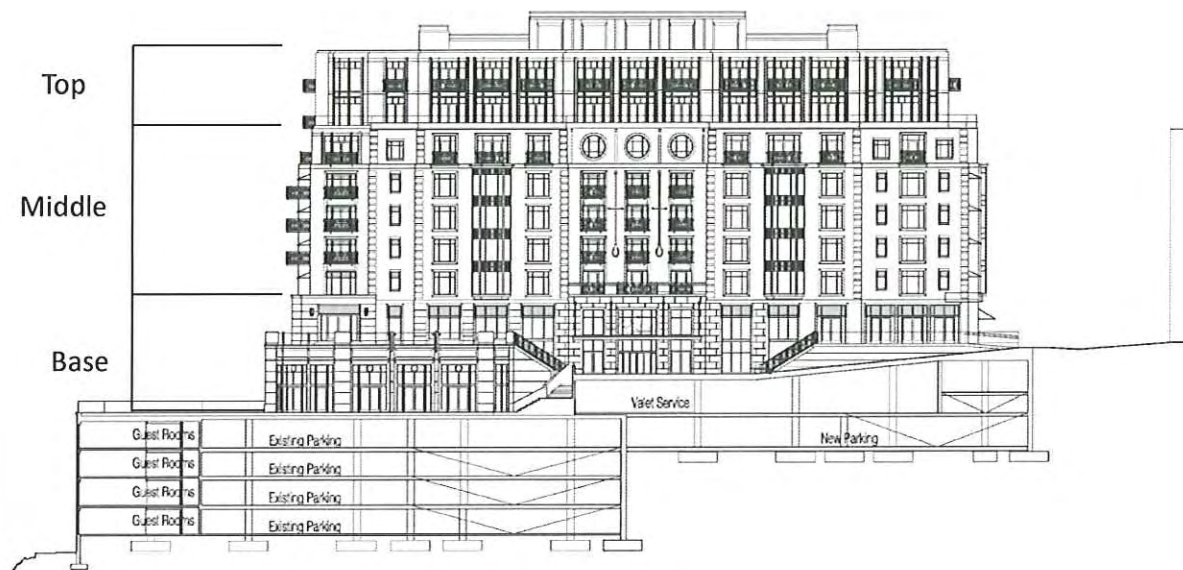
Existing Lakeside Tower  
1: 1.6



\*Note: Reference Staff Report for Detail



## VISUALLY RELATED AREA

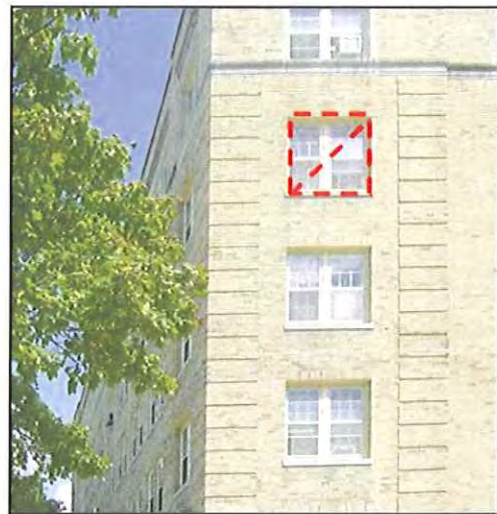
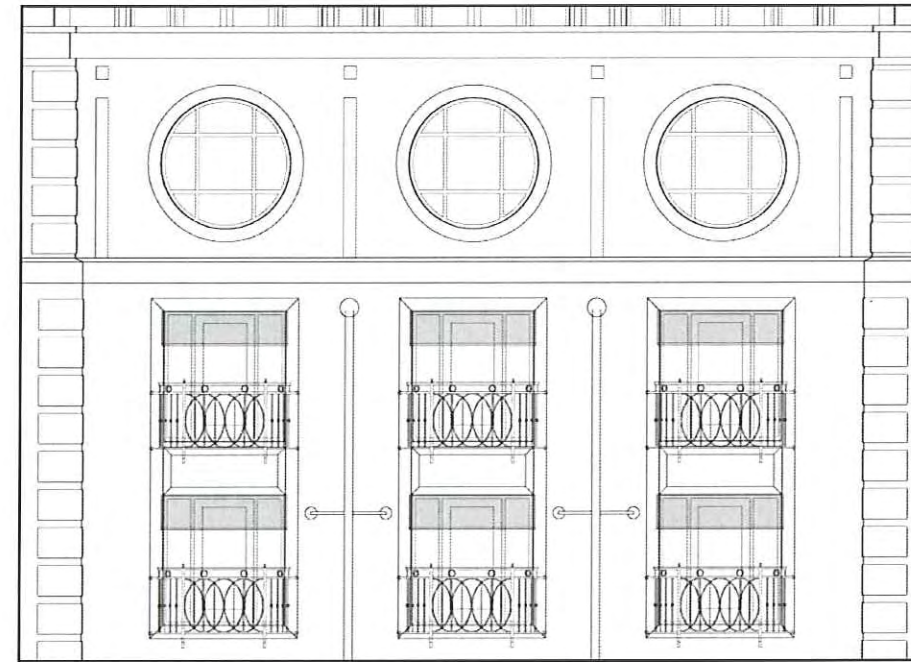
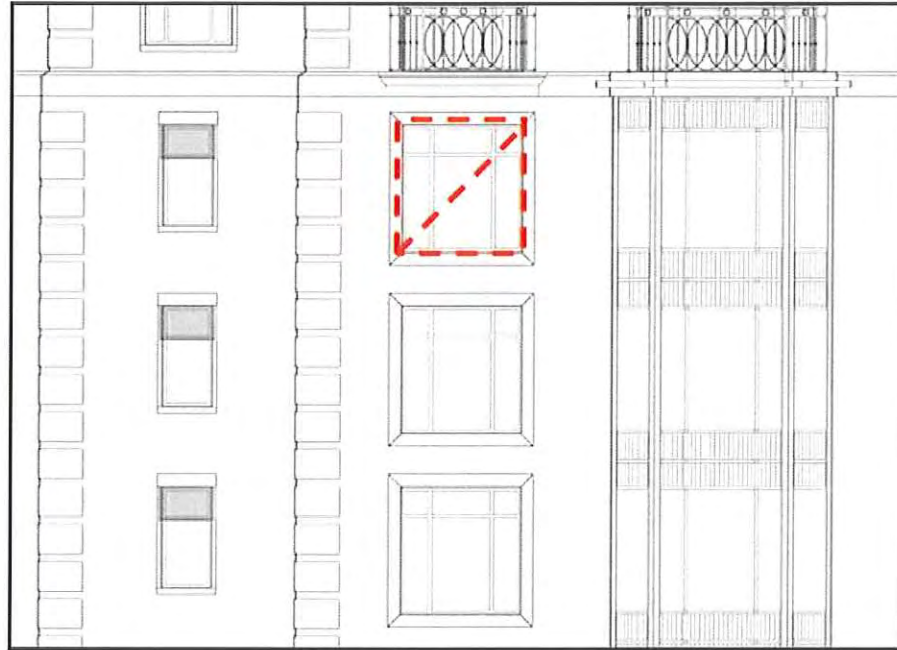


**Criteria #2:** In the street elevation(s) of a new building, the proportion between the width and the height in the facade(s) shall be visually compatible with the buildings and the environment with which it is visually related (visually related area).

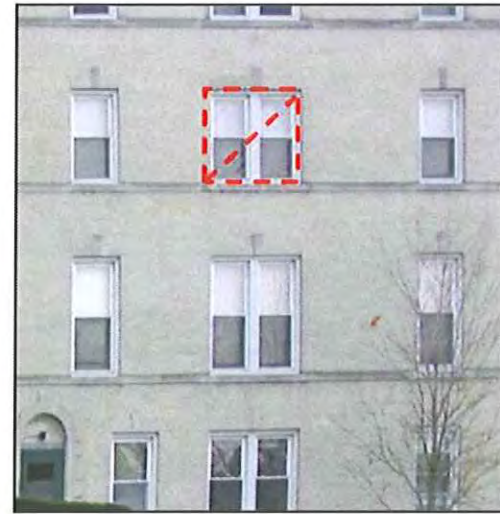
- Proportionate relationship of street-side facades is similar to 1 Langdon and 2 Langdon ;
- Building architecture is divided into base, middle and top which is similar to style / proportional relationship of 1 Langdon;
- Room expansion has proportionate relationship to existing Edgewater Tower from lakeside.



# VISUALLY RELATED AREA



1 Langdon



2 Langdon Street



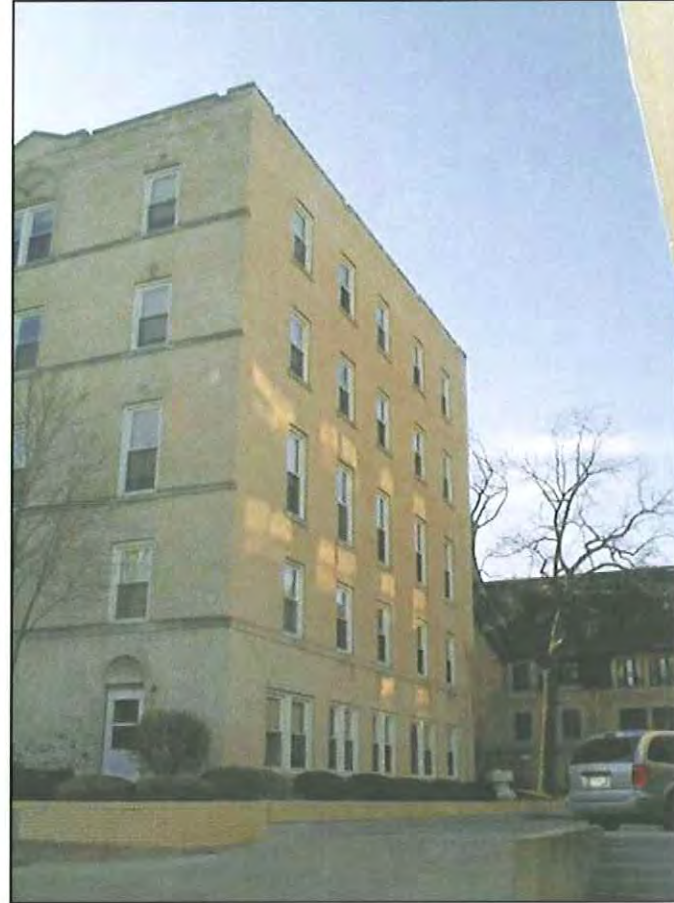
Existing Edgewater



1 Langdon



# VISUALLY RELATED AREA



**Criteria #3:** The proportions and relationships between width and height of the doors and windows in new street facade(s) shall be visually compatible with the buildings and environment with which it is visually related (visually related area).

- Window proportions are distinctly residential in nature;
- Pattern of window openings are reflective of pattern of multi-family structures at 1 Langdon and 2 Langdon;
- Building is designed with greater solid-to-void ratio;
- Monumental entrance is proportional to monumental entrance features on 1 Langdon and 10 Langdon



# VISUALLY RELATED AREA







## VISUALLY RELATED AREA



*1 Langdon*



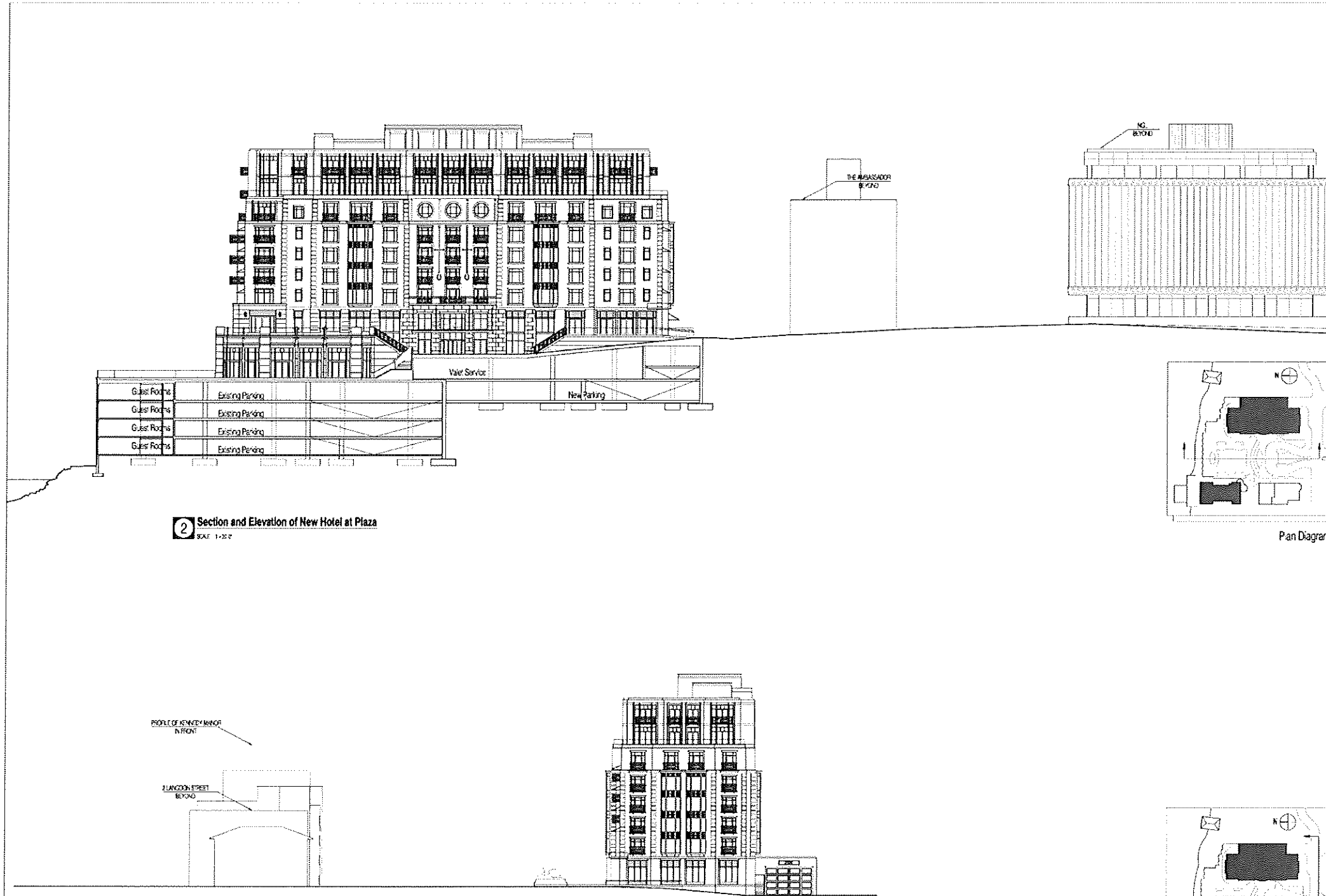
*2 Langdon*

**Criteria #4:** The rhythm of solids to voids created by openings in the facade of the new structure should be visually compatible with the buildings and environment with which it is visually related (visually related area).

- Base of building is designed with pedestrian scale;
- Base architecture is broken into a series of smaller openings rather than continuous glass wall to better relate to residential character and architectural rhythm of surrounding buildings;
- Monumental entry is centered on building similar to Kennedy Manor and 10 Langdon;
- Classical architecture mimics rhythm of solid and voids in facades of 1 Langdon and original tower on 2 Langdon;

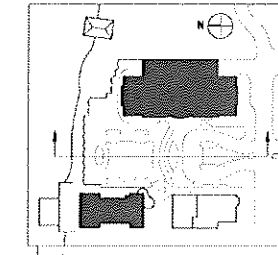


# VISUALLY RELATED AREA

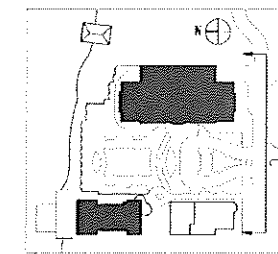


**2** Section and Elevation of New Hotel at Plaza  
SCALE: 1"=20'-0"

**1** Langdon Street Elevation  
SCALE: 1"=20'-0"



Pan Diagram



Pan Diagram

**ELKUS | MANFREDI**  
ARCHITECTS

344-1 300 A STREET  
BOSTON MASSACHUSETTS 02110  
TEL: 617.426.1322

## The Edgewater

888 Worcester Avenue  
Malden, MA 02148

Owner:  
Landmark X, LLC  
22 East Main Street, 6th Fl. 800  
Malden, MA 02148

Developer:  
Hammer Company  
22 East Main Street, 6th Fl. 800  
Malden, MA 02148

Civil Engineer:  
BTI, Inc.  
2630 Derry Drive  
Malden, MA 02148

PROJECT NUMBER: 01-21-01

DATE: October 16, 2011

REVISIONS:

06/18/09

10/28/09

SCALE: 1"=20'-0"

DRAWING NAME:

Elevations

DRAWING NUMBER:

**A2.01**

# VISUALLY RELATED AREA



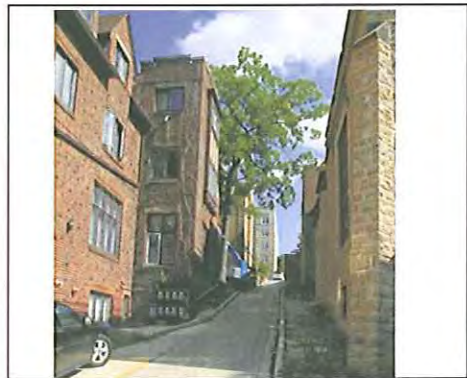
**1 Langdon**



**2 Langdon**



**10 Langdon**



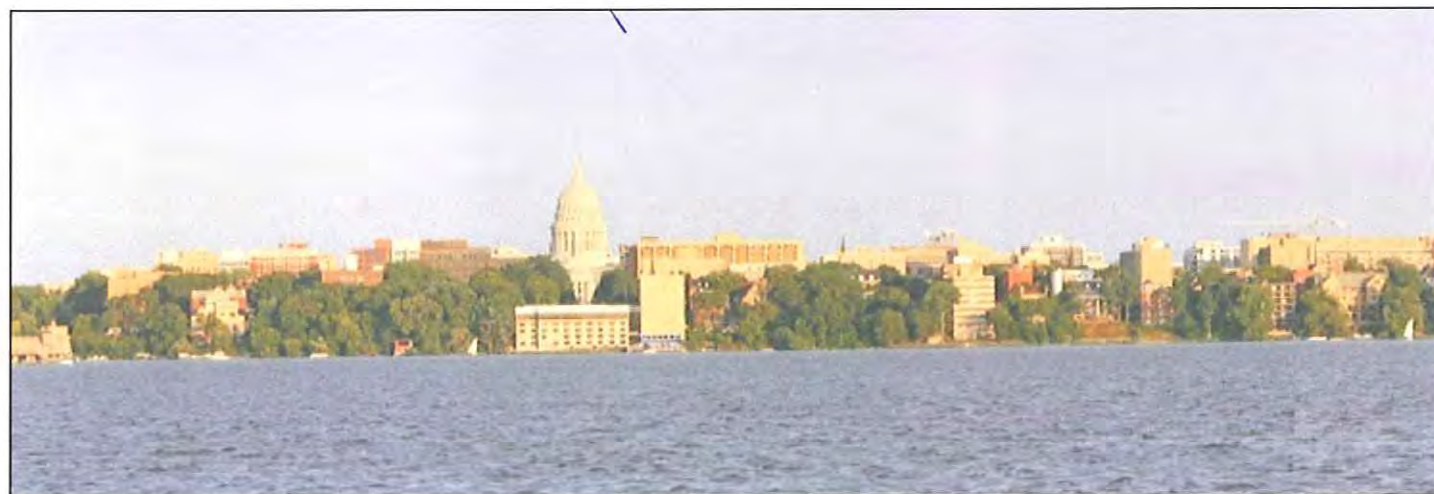
**12 Langdon**



**2 E Gilman (NGL)**



**522 N Pinckney**



**Criteria #5:** All new street facades should blend with other buildings via directional expression. When adjacent buildings have a dominant vertical or horizontal expression, this expression should be carried over and reflected.

- Building has a strong horizontal expression similar to Kennedy Manor and 2 Langdon;
- Classical architecture breaks façade into base, middle and top, similar to Kennedy Manor and other civic buildings on Wisconsin Avenue;
- Horizontal expression is perpendicular to Langdon and is compatible with expression of 2 Langdon, 10 Langdon, 12 Langdon and most lakefront properties;
- Horizontal and vertical plane utilize topography and expand toward lakefront. This is compatible with vertical and horizontal patterns of 2 Langdon, 10 Langdon and 12 Langdon;
- The top levels of building are setback and are designed with lighter, transparent architecture which is similar to adjacent National Guardian Life building;
- Vertical expression is compatible with height of Kennedy Manor and National Guardian Life Buildings;
- Vertical expression is residential in character and similar to Ambassador and other residential properties along lakefront;



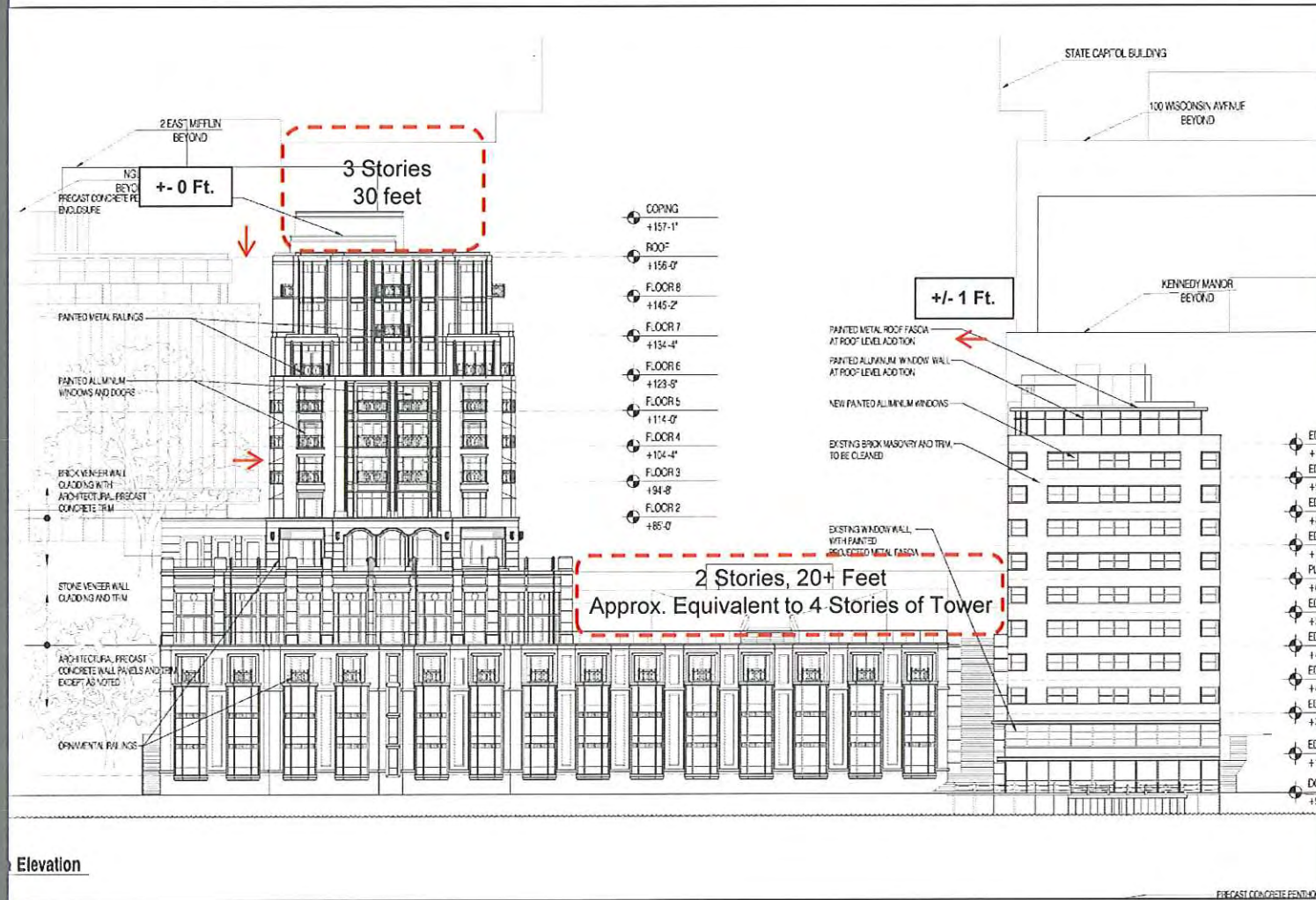
# REMOVAL OF TOP LEVEL OF 1970'S BUILDING

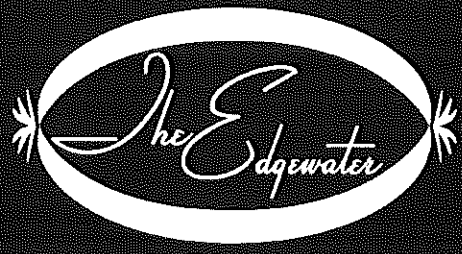




# REMOVAL OF TOP LEVEL OF 1970'S BUILDING

HEIGHT AND MASS OF BUILDING ARE GREATLY REDUCED





## LANDMARKS ORDINANCE VARIANCE

### **VARIANCE – AUTHORITY MGO 33.19(15)**

The Landmarks Commission may vary the criteria for review of additions, exterior alterations or repairs for designated landmarks, landmark sites and improvements in any Historic District and the criteria for new construction in any Historic District in harmony with the general purpose and intent to preserve the historic character of landmarks, landmark sites and of each Historic District only in the specific instances herein set forth and only if the proposed project will be visually compatible with the historic character of all buildings directly affected by the project and of all buildings within the visually related area.

The variance procedure and standards are designed to prevent undue hardships caused by the application of the strict letter of the regulations of this chapter and to encourage and promote improved aesthetic design by allowing for greater freedom, imagination and flexibility in the alteration of existing buildings and the construction of new buildings within an Historic District while ensuring substantial compliance with the basic intent of the ordinance.

*Similar to a PUD process, the review and application of a variance is based on specific criteria and standards. A variance does not create a precedent as it requires the Landmarks Commission to make its findings of fact based on applicability of a particular project to the above referenced standards.*

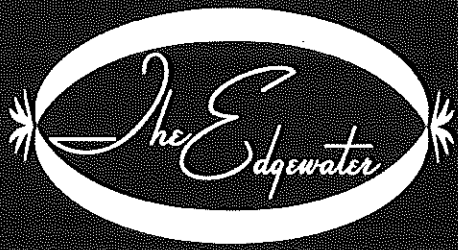


# LANDMARKS ORDINANCE VARIANCE



## COMPLIANCE WITH CRITERIA AND STANDARDS:

- Project includes the refurbishment of, and additions to, existing Properties;
- Project is in harmony with the general purpose and intent to preserve historic character:
  - Project is consistent with Purpose and Intent of Landmarks Ordinance;
  - Project is harmonious with the civic/cultural character of Wisconsin Avenue Corridor;
  - Project results in long-term viability of the hotel as an iconic destination in Mansion Hill and downtown Madison;
  - Project includes rehabilitation of a “Priority” Structure in historic district plan;
  - Project is not located adjacent to any landmark buildings or small-scale residential areas within the District;
  - Project contributes to on-going preservation and enhancement of the historic character of the neighborhood through private investment and TIF catalyst;
  - Enhances neighborhood as viable residential district by adding public space, waterfront access and neighborhood amenities;
- Project is compatible with historic character of surrounding buildings:
  - Surrounding properties are relatively dense, multi-family and commercial buildings;
  - The Project height is compatible with Kennedy Manor (in Visually Related Area) and National Guardian Life (Most Directly Impacted Building);
  - Four of the five adjacent buildings (Edgewater, 2 Langdon, Kennedy Manor and National Guardian Life) have heights in excess of 50 feet which has been used as a benchmark comparison for this Project;
  - According to the staff report the Project is compatible with a majority of the historic district criteria;
  - Project has been designed to have a residential rather than commercial façade and is similar in architectural detail and material palette to 1 Langdon, 2 Langdon and many of the civic/cultural buildings along Wisconsin Avenue.



# LANDMARKS ORDINANCE VARIANCE

## VARIANCE STANDARDS (MGO 33.19(15)(C))

The Landmarks Commission shall not vary the regulations of this ordinance unless it makes findings of fact based upon the evidence presented to it in each specific case that one or more of the following conditions are present:

1. The particular physical characteristics of the specific building or site involved would result in substantial hardship upon the owner as distinguished from mere inconvenience, if the strict letter of the regulations were to be carried out, provided that the alleged difficulty or hardship is created by this ordinance and has not been created by any person presently having an interest in the property;
2. In the case of the alteration of an existing building, the proposed design would incorporate materials, details or other elements not permitted by the ordinance but which can be documented by photographs, architectural or archaeological research or other suitable evidence to have been used on other buildings of a similar style in the Historic District in which the building is located, provided that the project will not destroy the significant architectural features on the building;
3. In the case of new construction, the proposed design incorporates materials, details, setbacks, massing or other elements that are not permitted by the ordinance but which would enhance the quality of the design for the new building or structure provided that said new building or structure otherwise complies with the criteria for new construction in the Historic District in which the building is located and provided further that it would also have a beneficial effect on the historic character of the visually related area;

*A Project in an of itself does not create a hardship, it is the existing environment and improvements that create this conditions.*





# LANDMARKS ORDINANCE VARIANCE



## STANDARD #1 – HARDSHIP CAUSED BY BUILDING AND ENVIRONMENT:

- **Location on a Street-End.**  
The site is uniquely positioned on a street-end with the potential to enhance the civic elements and site;
- **Removal of Top Level of 1970's Building.**  
The removal of top level of 1970's building has increased volume of proposed addition;
- **Topography of the Site.**  
The site slopes 60 feet to the waterfront. Development potential is limited because street side elevations are below grade.
- **Rehabilitation on 1940's Tower.**  
The rehabilitation of the historic tower is a primary objective of this plan and as such the footprint/area of this building is established;
- **Code Compliance.**  
The existing Edgewater does not meet current code and any significant renovation or development will result in a loss of rooms and occupied SF.

## BENEFICIAL EFFECT TO SITE / ENVIRONMENT

- **Opening of View Corridors**  
The plan will allow the top level of the 1970's building to be removed opening the view corridor to the lake and from the lake back to the Capitol;
- **Addition of Public Space / Waterfront Amenities.**  
The plan will result in nearly an acre of public open space, access to the waterfront and waterfront amenities
- **Rehabilitation of 1940's Building.**  
The plan will result in the removal of the connection made when the 1970's building was constructed and the rehabilitation of the historic façade of this building.



# LANDMARKS ORDINANCE VARIANCE

## **VARIANCE STANDARDS (MGO 33.19(15)(C))**

The Landmarks Commission shall not vary the regulations of this ordinance unless it makes findings of fact based upon the evidence presented to it in each specific case that one or more of the following conditions are present:

1. The particular physical characteristics of the specific building or site involved would result in substantial hardship upon the owner as distinguished from mere inconvenience, if the strict letter of the regulations were to be carried out, provided that the alleged difficulty or hardship is created by this ordinance and has not been created by any person presently having an interest in the property;
2. In the case of the alteration of an existing building, the proposed design would incorporate materials, details or other elements not permitted by the ordinance but which can be documented by photographs, architectural or archaeological research or other suitable evidence to have been used on other buildings of a similar style in the Historic District in which the building is located, provided that the project will not destroy the significant architectural features on the building;
3. In the case of new construction, the proposed design incorporates materials, details, setbacks, massing or other elements that are not permitted by the ordinance but which would enhance the quality of the design for the new building or structure provided that said new building or structure otherwise complies with the criteria for new construction in the Historic District in which the building is located and provided further that it would also have a beneficial effect on the historic character of the visually related area;



# LANDMARKS ORDINANCE VARIANCE



## STANDARD #3 – EFFECT OF NEW CONSTRUCTION

### ▪ *Enhancement of Quality of Building/Project*

The Project will result in a significant upgrade to the quality of existing buildings and the construction of an addition using high-quality materials and design elements that recall the civic nature of Wisconsin Avenue and the residential architecture of the surrounding neighborhoods.

### ▪ *Compliance with Criteria for New Construction in District*

The has been designed to compliment the architecture of surrounding buildings and complies with a majority of the criteria for new construction in the district.

## BENEFICIAL EFFECT – IMPROVEMENTS TO HISTORIC CHARACTER WITHIN VRA

### • *Opening of View Corridors*

Opening the view corridors is consistent with the Nolan Plan, the Historic District Plan and other planning documents;

### • *Public Space and Access to the Water*

Creating public space and access to the water is consistent with the Nolan Plan and other planning documents.

### • *Rehabilitation of the 1940's Building*

The plan will result in the rehabilitation of the only historic structure designated as a “Priority” building by the Historic District Plan.



# LANDMARKS ORDINANCE VARIANCE

## **AUTHORIZED VARIANCES (MGO 33.19(15)(D))**

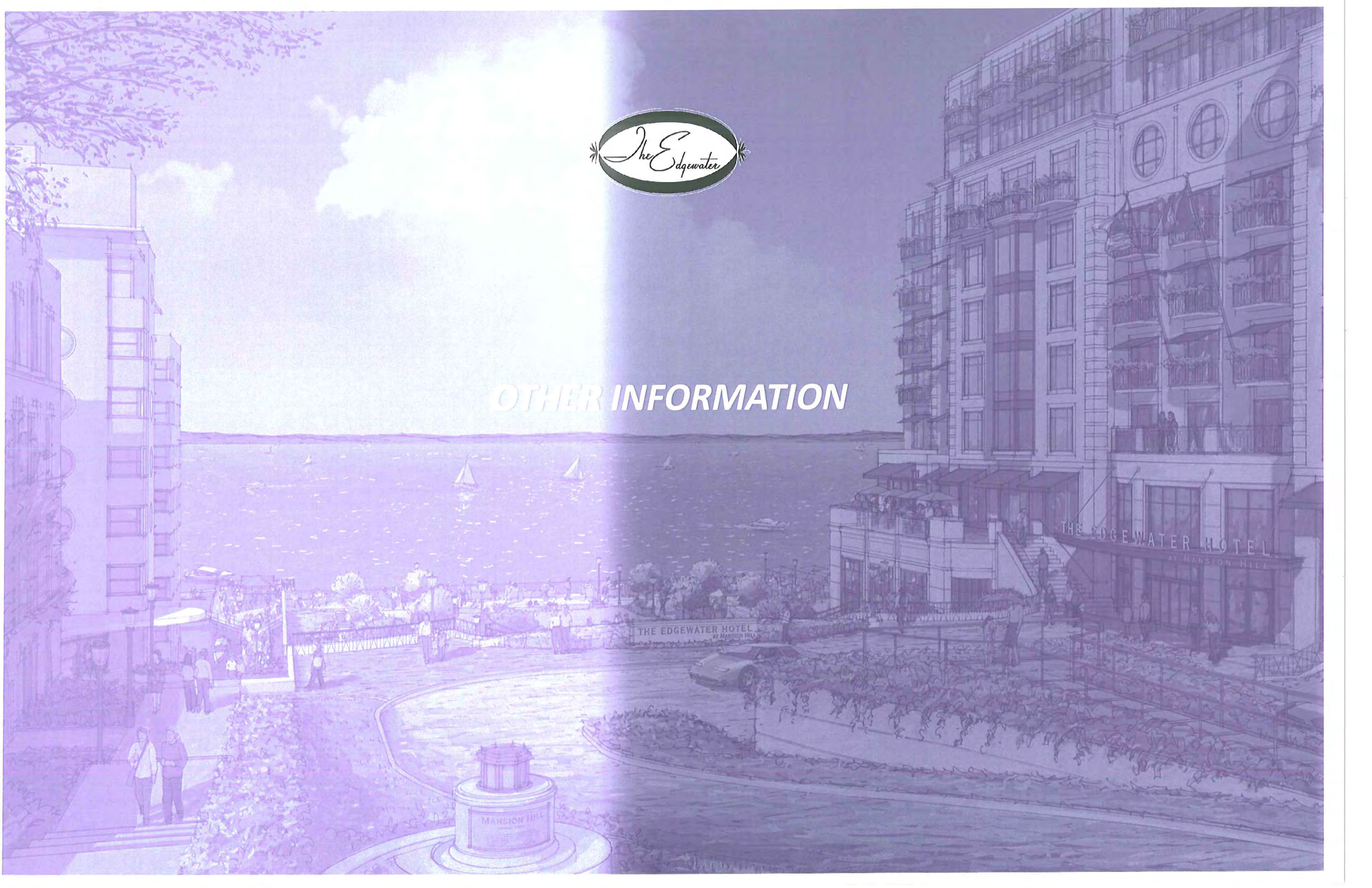
Variations shall be granted by the Landmarks Commission only in accordance with the standards set forth in (13)(c) above, and may be granted only in the following instances:

1. To permit residing with a material or in a manner not permitted under this chapter;
2. To allow additions visible from the street or alterations to street facades which are not compatible with the existing building in design, scale, color, texture, proportion of solids to voids or proportion of widths to height of doors and windows;
3. To allow materials and/or architectural details used in an alteration or addition to differ in texture, appearance and design from those used in the original construction of the existing building;
4. To permit the use of roofing materials otherwise prohibited under this chapter;
5. To allow use of materials for new construction which would be otherwise prohibited under Sec. 33.01(12)(f)1.b.

*The Project is an Addition to the Existing Hotel with Integrated Operations*



## OTHER INFORMATION



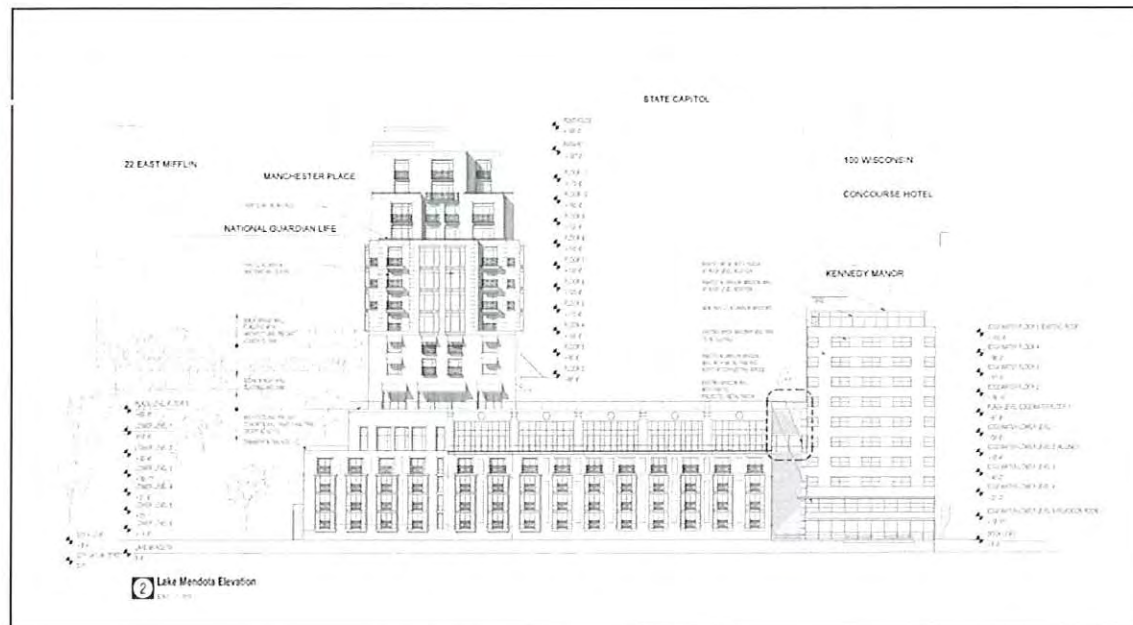


# BUILDING HEIGHT

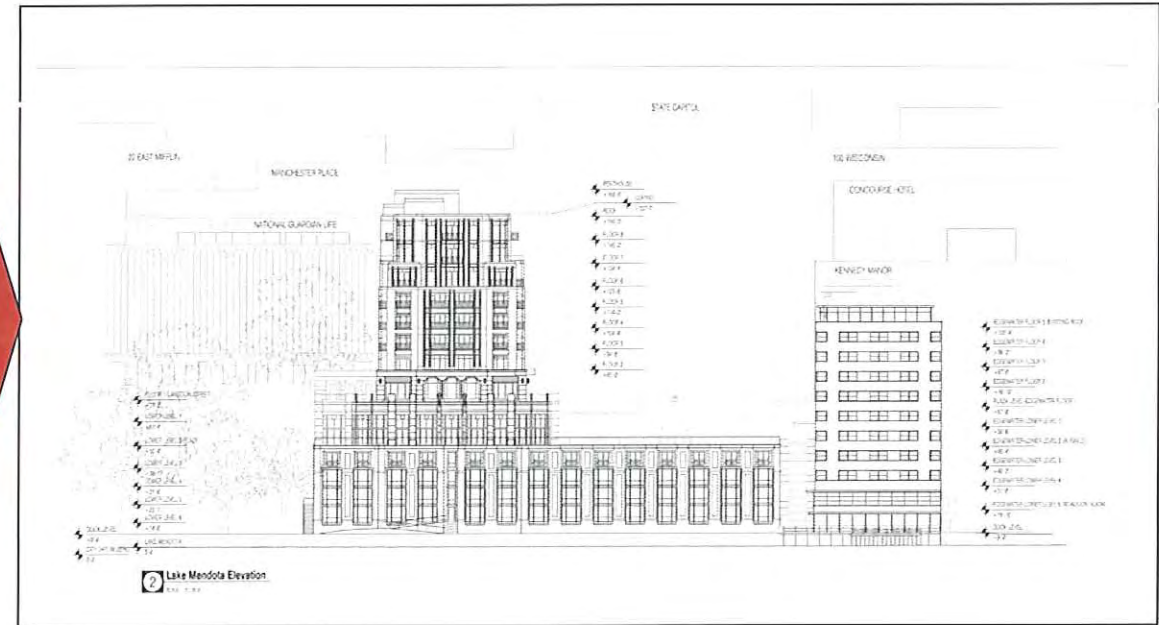
REDUCED HEIGHT BY 3 FLOORS / 30 FEET



VIEW BEFORE



VIEW BEFORE





## BUILDING HEIGHT



### QUESTION:

How has the height of the building been altered in the current plan?

### ANSWER:

Our revisions to the plan focused on reducing the height and mass of the building.

- The hotel addition has been reduced in height by 3 floors;
- The hotel addition is 87 feet above street elevation which is exactly the same height above street level as the NGL office building;
- The primary building setback at level 6 of the hotel addition matches the same height of Kennedy Manor;
- The 1940's Edgewater is 104.5 feet above lake level and the hotel addition is 153.8 feet above lake level yet setback 72 feet from the lakeside elevation of the 1940's building;
- Removal of the upper level of the 1970's addition is approximately equivalent to 4 floors of area in the hotel addition. The overwhelming positive impact this creates for the public – the tiered Terrace at Mansion Hill and greatly enhanced view corridors – is of greater value than further height reduction of the hotel addition. Both are not economically feasible.



# DENSITY AND BUILDING VOLUME

PROJECT HAS A LOW COMPARABLE FLOOR AREA RATIO



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



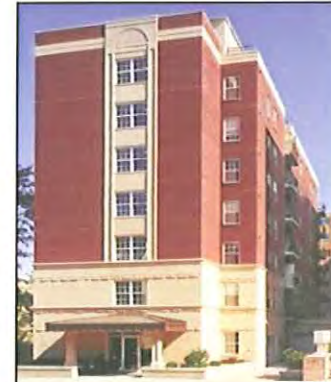
The Lorraine  
131 W Washington  
9.7 FAR



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 BUILDING VOLUME

### QUESTION:

There has been concern expressed about the density of the building in a historic district. What is the density and how does it compare to other structures in the historic district and downtown?

### ANSWER:

The fact is this plan achieves a very lower density by comparison to almost any other multi-story property in the Mansion Hill Historic District and elsewhere downtown.

- The Floor Area Ratio (FAR) is 2.8;
- The FAR of most multi-story structures in the Mansion Hill Historic District range from 3.25 and above. Many of these structures are below 50 feet in height;
- The FAR of many taller buildings downtown (5 – 13 stories) range from 8.0 to 12.0;
- This plan achieves one of the lowest densities in Mansion Hill and considerably below the norm for taller structures in Madison because of the amount of open public space included in the plan.

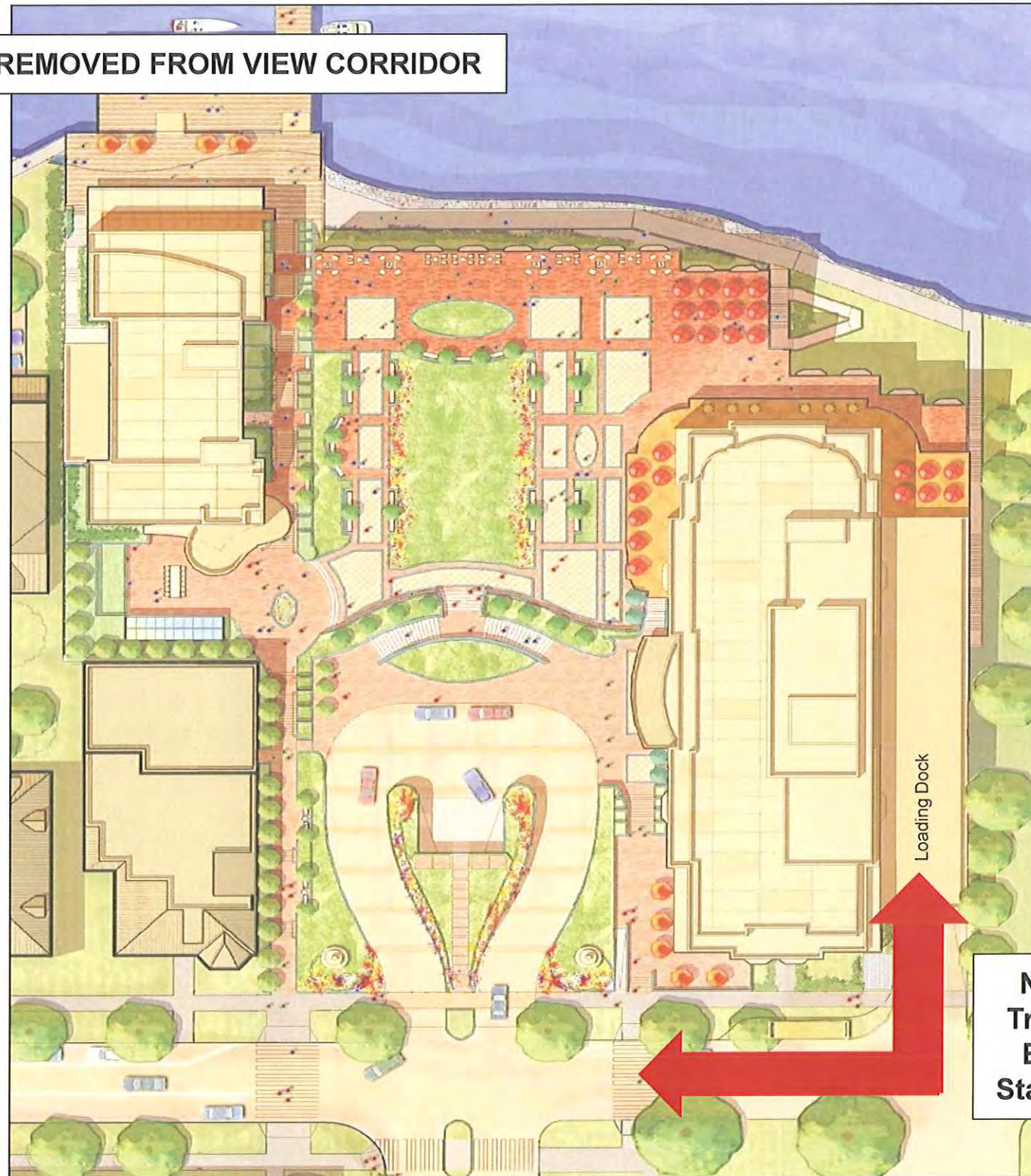
BUILDINGS SURROUNDING THE EDGEWATER HOTEL





# TRAFFIC AND CIRCULATION

TRAFFIC IS REMOVED FROM VIEW CORRIDOR



## 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>
<b>Total Daily Trips</b>	<b>668</b>	<b>1,650</b>

Total Incremental Trips 983

### Estimated Incremental Traffic

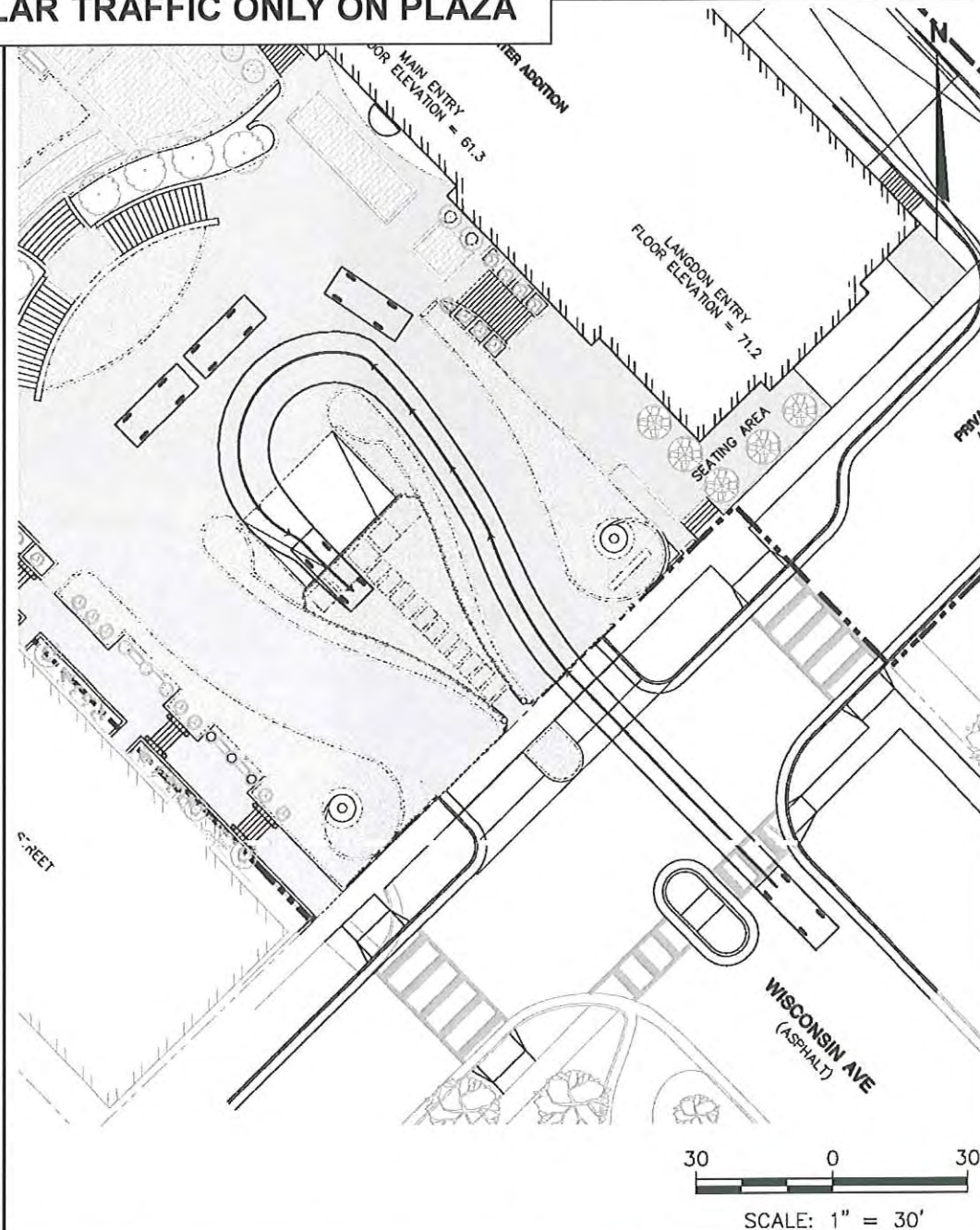
	<u>Wisconsin</u>	<u>Langdon</u>
Incremental Traffic	786	197
Current Traffic	<u>7,000</u>	<u>5,800</u>
<b>Total Estimated Traffic</b>	<b>7,786</b>	<b>5,997</b>

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

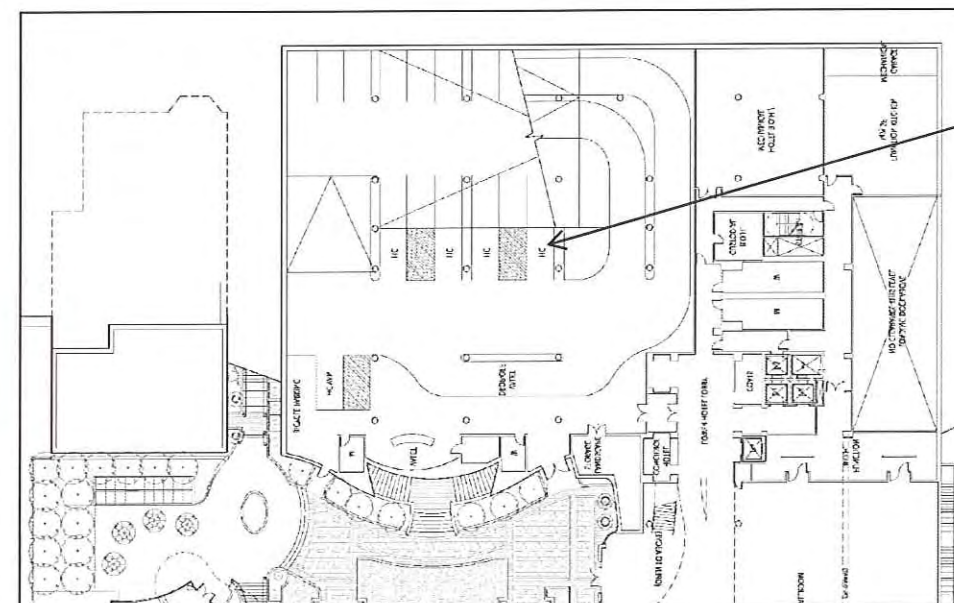
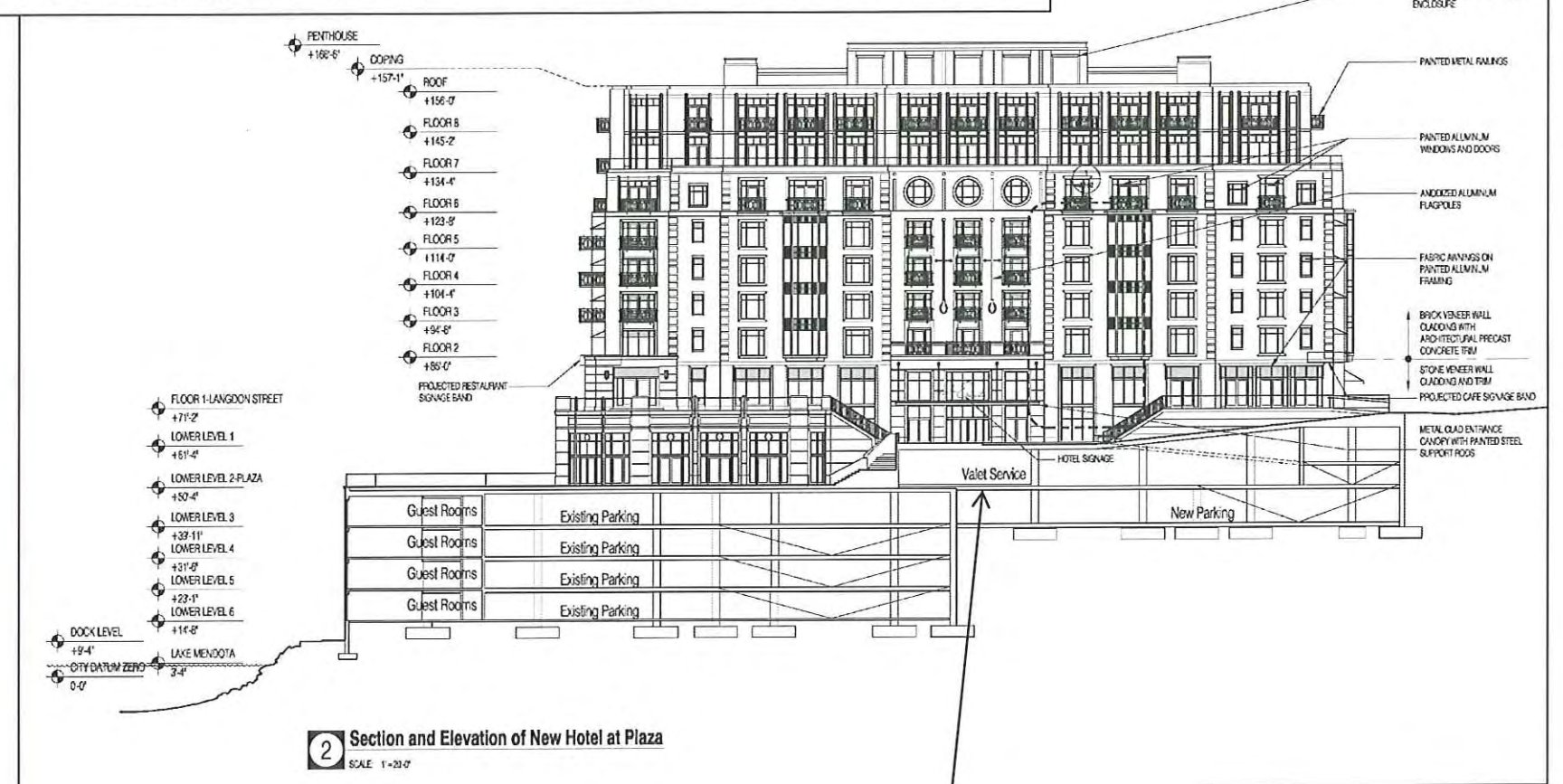


# TRAFFIC AND CIRCULATION

## VEHICULAR TRAFFIC ONLY ON PLAZA



## 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	EDgewater HOTEL REDEVELOPMENT MADISON, WISCONSIN	CAR TURNING DIAGRAM (AASHTO P VEHICLE)
PROJECT NO.	3826	DRAWN BY:	KM
DRAWN:	11/18/09	CHECKED BY:	MH
REVISED:		APPROVED BY:	
ENGINEER	<b>BT</b> itc	2830 DAIRY DRIVE MADISON, WI 53718-6751 PHONE: (608) 224-2830 FAX: (608) 224-2839	FIGURE 1



# BUSES AND SERVICE VEHICLES

SERVICE VEHICLES WILL BE REMOVED FROM PUBLIC VIEW



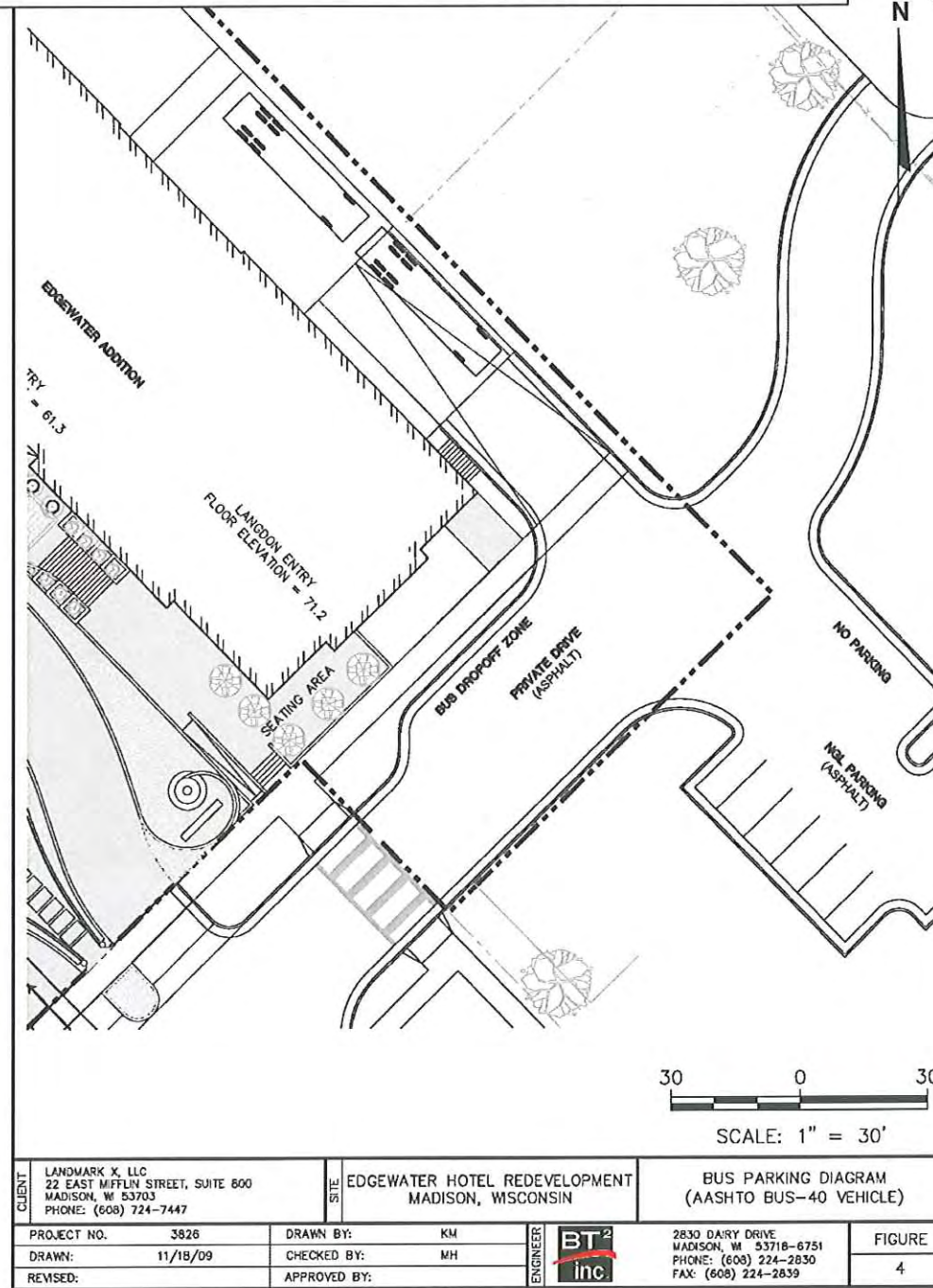


# BUSES AND SERVICE VEHICLES

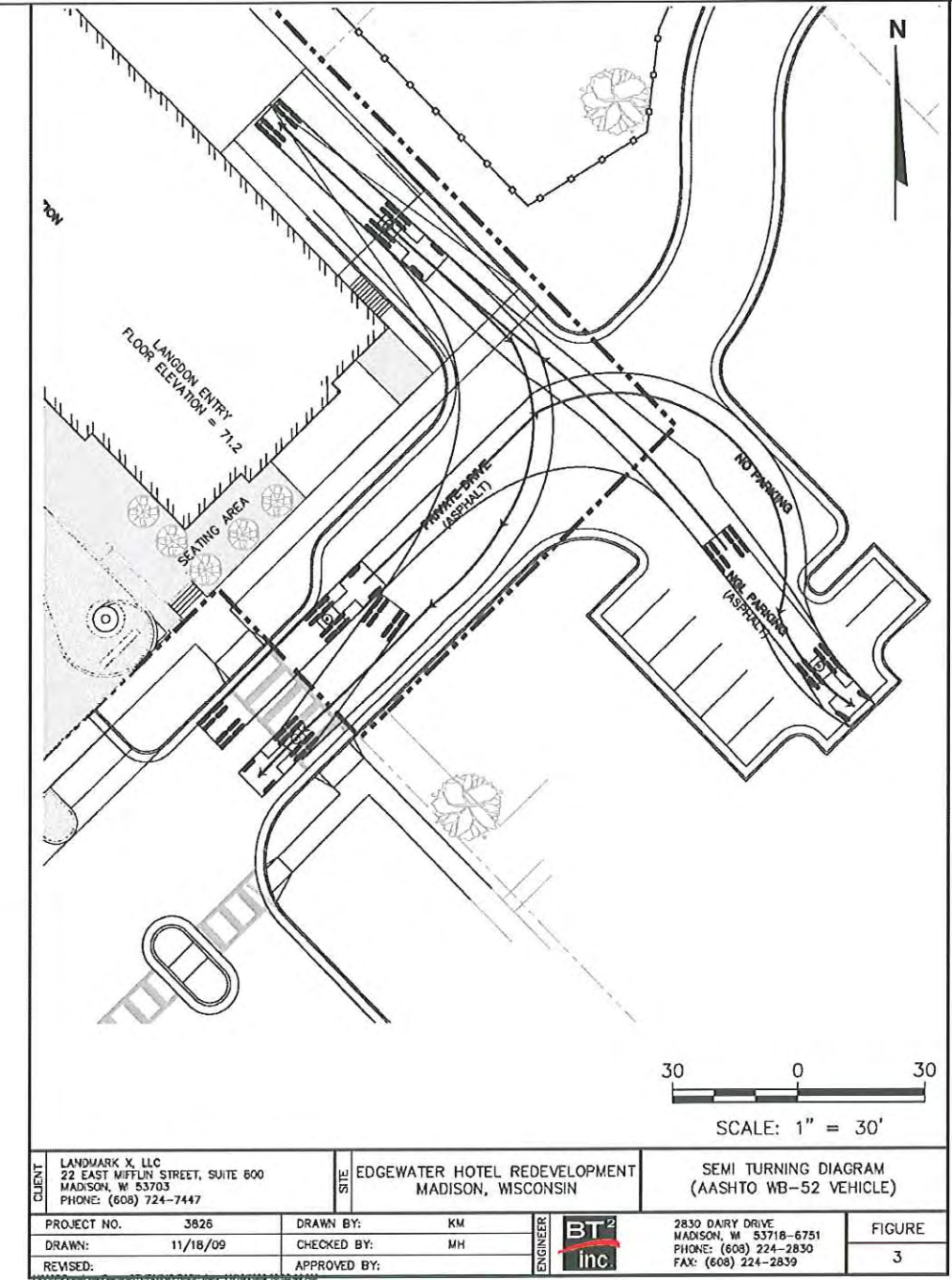
LOADING AND UNLOADING TODAY



LOADING DOCK WILL ACCOMMODATE 2 BUSES

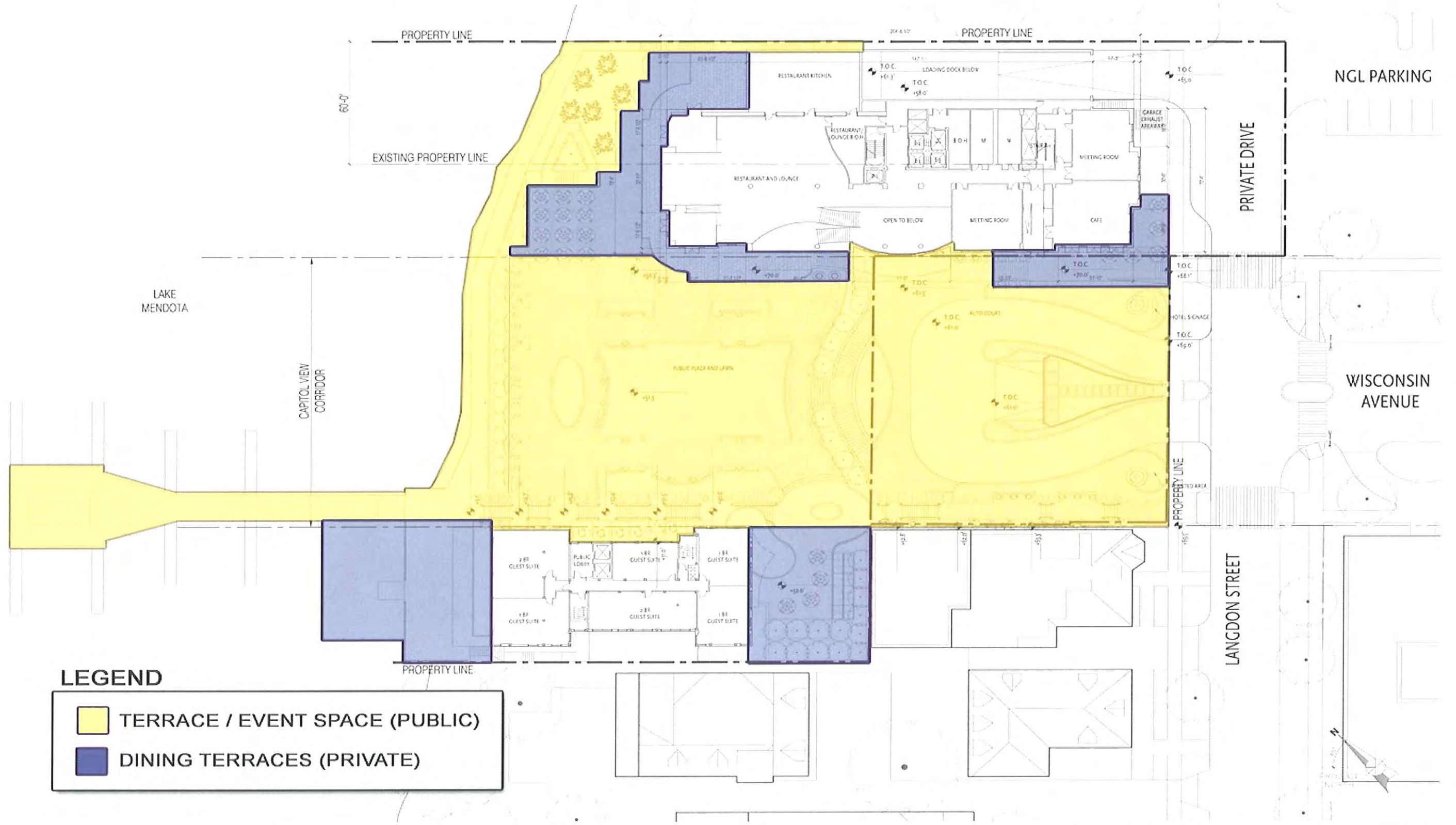


LOADING DOCK WILL ACCOMMODATE FULL SEMI-TRAILOR





# THE PUBLIC SPACE





## THE PUBLIC SPACE

**QUESTION:**

How “public” is the Terrace at Mansion Hill?

**ANSWER:**

The public space being constructed as part of the Edgewater redevelopment will be operated in a manner whereby the public has the permanent rights to access and use these spaces.

- There should be no question or confusion over the public access and use of the spaces in the Wisconsin Avenue right-of-way (ROW) – the Terrace at Mansion Hill / Grand Stair / Lakeshore Easement Area – these are public spaces;
- The rights set forth in the View Corridor Easement to maintain views and access will be maintained under the planned redevelopment;
- Operating guidelines similar to those established for Monona Terrace will be structured as part of an Operation and Maintenance Agreement. This document will establish hours of operation, maintenance requirements and other operational conditions;
- A public art program will be established for the Terrace at Mansion Hill.