

An architectural rendering of a waterfront redevelopment project in Chicago. The scene is viewed from an elevated perspective, showing a large, multi-story building complex with a central courtyard and a waterfront promenade. In the background, the Chicago skyline is visible, including the prominent dome of the Illinois State Capitol building. The water in the foreground has several boats, and the overall atmosphere is one of urban renewal and waterfront development.

# EDGEWATER REDEVELOPMENT

INFORMATIONAL PACKAGE

SUBMITTED BY:

LANDMARK X, LLC

JULY 15, 2009



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# Hammes Company

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

July 15, 2009

Mr. Brad Murphy  
City of Madison  
Planning and Development Department  
215 Martin Luther King Jr. Boulevard  
PO Box 2985  
Madison, WI 53701

RE: PHASE I SUBMITTAL – INFORMATIONAL PACKAGE  
EDGEWATER HOTEL REDEVELOPMENT  
666 WISCONSIN AVENUE, MADISON, WI 53703

Dear Mr. Murphy,

On behalf of Landmark X, LLC, I am pleased to submit the following informational package (the “Informational Package”) related to proposed redevelopment of the Edgewater Hotel located at 666 Wisconsin Avenue in downtown Madison, Wisconsin (the “Project”).

The proposed Project includes the redevelopment and expansion of the existing Edgewater Hotel into a high quality hotel that includes significant public space and amenities on the waterfront of Lake Mendota. The Project is proposed to include 227 hotel rooms, 12,542 square feet of meeting and banquet spaces, a fine dining restaurant, a casual dining restaurant on the pier, a café/retail space, spa/fitness center and approximately 364 parking stalls which can be expanded to accommodate as many as 420 cars under valet conditions. In addition to the interior programmed areas, the Project includes outdoor plazas and terraces of approximately 47,000 square feet connecting Wisconsin Avenue to the waterfront. The main plaza area will include an urban garden setting with plantings, landscaping and public amenities to attract Madison residents to the waterfront on a year-around basis.

In addition to the public plaza, the Project is proposed to include a grand stair that will extend from Langdon Street to the waterfront. The stair is designed with a series of terraces which access various levels of the building including the meeting/banquet facilities, hotel spa, hotel administration and the redeveloped Rigadoon Room as a casual dining experience on the water.

An added feature of the proposed stair is that it will separate the low-rise building constructed in the 1970’s from the original 1948 hotel tower. This tower was designed in the Art Moderne style of architecture and is part of the history attributable to the Quisling family within the Mansion Hill Historic District. This provides an opportunity to restore the architectural character of this important building.

Madison • Milwaukee • New York • Washington D.C. • Los Angeles • Atlanta • Dallas  
Philadelphia • Chicago • Detroit • Seattle • Orlando • Nashville • Boston • Denver

The proposed plan has been developed with extensive research and discussions with key stakeholders in the neighborhood and downtown area including, but not limited to the District 2 Alderperson, other Alderpersons and City staff, neighborhood residents, neighborhood landowners, downtown businesses, the University of Wisconsin and other parties who have an interest in the neighborhood or downtown area. We have engaged in the Capitol Neighborhoods, Inc. (CNI) development review process and have been working with the CNI Steering Committee assigned to this project since December, 2008. We intend to continue to work with neighborhood stakeholders as the Project works its way through the City's entitlement process. We plan to host meetings with the neighborhoods and with various other interest groups to continue to gain direct feedback about the Project.

Additionally, we are committed to continuing fostering one-on-one contact for all residents, businesses, civic organizations and other persons who are interested in the development. As such, we have established "office hours" at the Edgewater every Tuesday and Thursday from 4pm- 6pm allowing the neighborhood and general public to come and learn more about the plan and meet directly with one of our Project staff members to discuss specific elements of the Project. These office hours will continue throughout the entitlements process.

The enclosed information is submitted for the purpose of providing informational reviews by the Planning Commission, Landmarks Commission and Urban Design Commission in accordance with the suggested process of the City of Madison. Additional information and the full Planned Unit Development (PUD) Submission will be submitted on or before August 5, 2009.

Thank you in advance for your time and consideration.

Sincerely,  
HAMMES COMPANY

Amy Supple  
Development Director



**APPLICATION FOR Redevelopment  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL**

**AGENDA ITEM # \_\_\_\_\_**

**Project # \_\_\_\_\_**

DATE SUBMITTED: <u>7/15/2009</u>	<b>Action Requested</b>
UDC MEETING DATE: _____	<input checked="" type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 666 Wisconsin Avenue, Madison, WI 53703

ALDERMANIC DISTRICT: District 2

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>Landmark X, LLC</u>	<u>Elkus Manfredi Architects</u>
<u>22 E Mifflin St, Suite 800</u>	<u>300 A Street</u>
<u>Madison, WI 53703</u>	<u>Boston, MA 02210</u>

CONTACT PERSON: Robert Dunn

Address: 22 E Mifflin St, Suite 800  
Madison, WI 53703

Phone: 608-274-7447

Fax: 608-274-7442

E-mail address: dunnb@hammescosports.com

**TYPE OF PROJECT:**

(See Section A for:)

- Planned Unit Development (PUD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review\* (Fee required)
- Street Graphics Variance\* (Fee required)
- Other \_\_\_\_\_

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

# URBAN DESIGN COMMISSION APPROVAL PROCESS

## INTRODUCTION

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote 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.
- 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.

The process outlined here is intended to:

- Facilitate the preparation of meeting agendas.
- Provide information on projects to UDC members in advance of the meeting at which they will consider a project.
- Provide a record of the plans approved for a given project.

## TYPES OF APPROVALS

Informational Presentation. Applicants are often encouraged to make an Informational Presentation to the UDC prior to seeking any approvals in order to obtain an initial reaction and direction before undertaking detailed design. Applicants should provide details on any concept, site and building plans, and other relevant information on which the Urban Design Commission can provide feedback.

Initial Approval and/or Recommendation. Applicant may obtain initial approval and/or recommendation of a project by presenting preliminary design information/detail.

Final Approval and/or Recommendation. Applicant may obtain final approval and/or recommendation of a project by presenting final project details. Recommendations/concerns expressed in the initial approval must be addressed at this time.

## PRESENTATIONS TO THE COMMISSION

When presenting projects to the Urban Design Commission, applicants should fill out a registration slip provided in the meeting room and present it to the Secretary. The applicant is encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project. Graphics should be mounted on rigid boards so that they may be easily displayed.

Primarily, the Commission is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

Presentations should generally be limited to 5-10 minutes. The Commission will withhold questions until the end of the presentation.

## APPLICATION REQUIREMENTS

Submission requirements for all types of applications for Urban Design Commission approval are as outlined in the following sections A-D. In addition, Electronic Application Submittal is required by all applicants consisting of a copy of the completed application form, descriptive materials, and plans as individual Adobe Acrobat PDF files compiled either on a non-returnable CD-ROM to be included with their application materials, or in an e-mail sent to [UDCApplcations@cityofmadison.com](mailto:UDCApplcations@cityofmadison.com) The transmittal shall

include the name of the project, address, and applicant. Applicants unable to provide the materials electronically should contact the Secretary of the Urban Design Commission at 267-8740 for assistance.

An application is required for each Urban Design Commission appearance. For projects also requiring Plan Commission approval, applicants must have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. Applicants are strongly encouraged to meet with UDC staff prior to preparing an application. Please call (608) 266-4635 to arrange an appointment.

**NOTICE REGARDING LOBBYING ORDINANCE:** If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF, or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City's Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

**All application fees shall be included with the application. Make check payable to City Treasurer, Madison, Wisconsin.**

# SECTION A

## SUBMISSION REQUIREMENTS FOR:

- PUD's,\* PCD's, PRD's
- New Construction or Major Exterior Remodeling in Urban Design District\*\* (\$300 Application Fee)
- Minor Exterior Remodeling in Urban Design District (\$150 Application Fee)
- School, Public Building, or Space (Application Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel, or Motel Building Exceeding 40,000 Sq .Ft.
- Planned Commercial Site

\* NOTE: Applications for Planned Unit Development Districts in Downtown Design Zones are required to address the provisions of Section 28.07(6) of the Zoning Code including the "Exterior and Interior Design Criteria for Planned Unit Development Districts in Downtown Design Zones."

\*\* Public Hearing Required

### 1. Informational Presentation

Applications to make an Informational Presentation of a project to the UDC should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. Brief Narrative Description of the Project
- c. Any and all relevant plans and information on which feedback by the Urban Design Commission is requested.

### 2. Initial Approval and/or Recommendation

Applications to make an Initial Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. Site Plan showing location of existing and proposed buildings
- c. Landscaping Plan
- d. Building Elevations
- e. Contextual site information including photographs and layout of adjacent buildings/structures
- f. PUD text and letter of intent

### 3. Final Approval and/or Recommendation

Applications to obtain Final Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. Site Plan showing location of existing and proposed buildings
- c. Grading Plan
- d. Landscape Plan
- e. Building Elevations, colored with shadow lines required
- f. Proposed Signage
- g. Lighting Plan/Details/Photometrics
- h. Utility/HVAC equipment location and screening details
- i. PUD text and letter of intent

The applicant shall bring to the UDC meeting, samples of the exterior building materials and color scheme to be used on the project; in addition to providing a list of exterior building materials and colors as an attachment and/or detail to the building elevations.



## SECTION B

### SUBMISSION REQUIREMENTS FOR:

- **New Construction or Major Exterior Remodeling in C4 District (No application fee required – covered by Plan Commission application)**
- **Minor Exterior Remodeling in C4 District (\$150 Application Fee)**

#### 1. Informational Presentation

Applications to make an Informational Presentation of a project to the UDC should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11” x 17” max.), including the following **required** items:

- a. Locator Map
- b. Brief Narrative Description of the Project
- c. Any and all relevant plans and information on which feedback by the Urban Design Commission is requested.

#### 2. Initial Approval and/or Recommendation

Applications to make an Initial Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11” x 17” max.), including the following **required** items:

- a. Locator Map
- b. Building Elevations including adjacent buildings
- c. Photographs of existing buildings as well as adjacent buildings.

#### 3. Final Approval and/or Recommendation

Applications to obtain Final Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11” x 17” max.), including the following **required** items:

- a. Locator Map
- b. Building Elevations including adjacent buildings
- c. Photographs of existing buildings as well as adjacent buildings.
- d. Proposed Signage

The applicant shall bring to the UDC meeting, samples of the exterior building materials and color scheme to be used on the project; in addition to providing a list of exterior building materials and colors as an attachment and/or detail to the building elevations.

# SECTION C

## SUBMISSION REQUIREMENTS FOR:

- **RPSM Parking Variance (\$300 Application Fee)**

### 1. Informational Presentation

Applications to make an Informational Presentation of a project to the UDC should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. Brief Summary of the Parking Variance Request
- c. Any and all relevant plans and information on which feedback by the Urban Design Commission is requested.

### 2. Initial Approval and/or Recommendation

Applications to make an Initial Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. Summary of the Parking Variance Request
- c. Site Plan
- d. Landscape Plan

### 3. Final Approval and/or Recommendation

Applications to obtain Final Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. Summary of the Parking Variance Request
- c. Site Plan
- d. Landscape Plan
- e. Parking Lot Lighting Plan/Details/Photometrics

# SECTION D

## SUBMISSION REQUIREMENTS FOR:

- **Comprehensive Design Review (\$200 Application Fee)**
- **Street Graphics Variance (\$200 Application Fee)**

**NOTE: Public Hearing Required**

### 1. Informational Presentation

Applications to make an Informational Presentation of a project to the UDC should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. Brief Narrative Description of the Project
- c. Any and all relevant plans and information on which feedback by the Urban Design Commission is requested.

### 2. Initial Approval and/or Recommendation

Applications to make an Initial Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. A written explanation of the variance requested comparing the Sign Code allowance to the proposed signage.
- c. Site Plan (show location of all existing and proposed buildings, and all existing and proposed street graphics, specifying which existing graphics, if any, are to be removed)
- d. Scale drawing of each proposed graphic, including awning graphics
- e. Photographs of site

### 3. Final Approval and/or Recommendation

Applications to obtain Final Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. A written explanation of the variance requested comparing the Sign Code allowance to the proposed signage.
- c. Site Plan (show location of all existing and proposed buildings, and all existing and proposed street graphics, specifying which existing graphics, if any, are to be removed)
- d. Scale drawing of each proposed graphic, including awning graphics
- e. Description and/or samples of materials and colors for each proposed sign
- f. Photographs of site
- g. If any graphics similar to proposed graphics are in use elsewhere, photographs of the similar graphics

## **STREET GRAPHICS VARIANCE AND/OR COMPREHENSIVE DESIGN REVIEW**

Section 31.04 of the Madison General Ordinance provides for the City's Urban Design Commission, after a public hearing to:

- Approve a street graphic up to twenty-five percent (25%) larger or higher than the maximum square footage or height otherwise allowed or reduce the yard or setback required if a variance:
  - Is necessary for a street graphic located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
  - Will result in a street graphic more in scale with the building and site and in a superior overall design.
- Permit street graphics which will front on roads which according to the official map or capital improvement program indicate a change in size of that road or a change of zoning in the future as if the change were currently in effect;
- Permit the use of an above-roof graphic on a given zoning lot in a commercial district provided that the graphics on adjacent properties reduce the effectiveness of other types of conforming street graphics or were topographic relationships between structures and right-of-ways would deem their use appropriate;
- Permit the use of an above-roof graphic when the architecture of the building does not provide a reasonable signable area;
- Permit the use of wall graphics on building facades not adjacent to off-street parking areas where, due to variation of building setbacks, a signable area exists, provided the area of the graphic shall not exceed the area of the wall graphic permitted on the front of the building;
- Approve a comprehensive design plan for either an existing or new building should the integration of street graphics into an overall building design be prohibited solely by the restrictions of this ordinance, with the objective of the comprehensive design review being recognition of exceptional effort to create visual harmony between street graphics, the building and the building site; and
- Permit an above-canopy graphic that crosses architectural detail to be erected closer than five (5) feet to the nearest face of a building.





**Type of Submittal:** The Project will be submitted for the approval of the City of Madison as a Planned Unit Development District (“PUD”).

**Project Address:** Edgewater Hotel Redevelopment  
666 Wisconsin Avenue, Madison, WI 53703

**Site Location:** The Site is located along the shores of Lake Mendota at the intersection of Wisconsin Avenue and Langdon Street. Figure 1.1 illustrates the location of the site within the City of Madison.

Wisconsin Avenue is a major arterial roadway and one of the primary axes emanating from the Wisconsin State Capitol through the Central City. Wisconsin Avenue serves as an important civic, commercial and residential corridor connecting the Capitol Square to Lake Mendota. It also has an important relationship to Martin Luther King Jr. Boulevard and Monona Terrace.

Langdon Street is also an important corridor and one of the primary entrances to the University of Wisconsin-Madison Campus. In the area surrounding the Edgewater, Langdon Street is largely populated with fraternity houses and sorority houses although there are also some multi-family residential buildings located near the property.

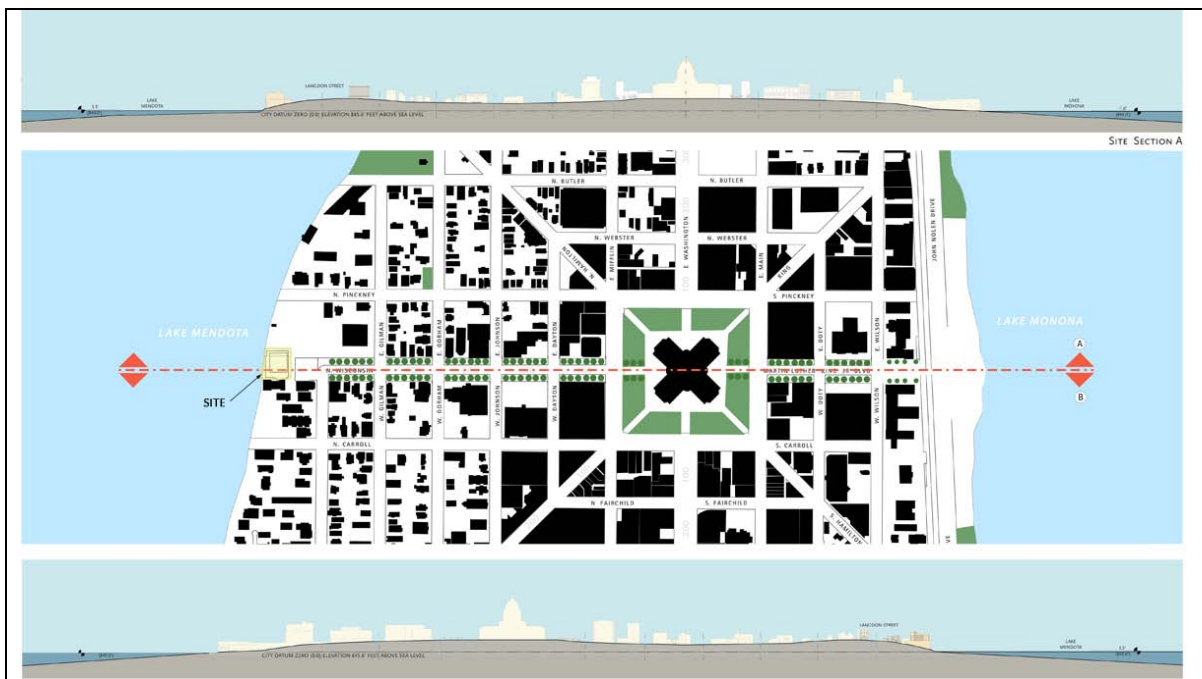


Figure 1.1 Site Location Map



The site is located within the boundaries of the Mansion Hill Historic District and sits adjacent to the National Guardian Life property, Two Langdon Street, and the Morgan House Apartments and the Delta Tau Delta fraternity. There is a more detailed description of the district and the Project's relationship to surrounding properties included later in this Project Overview.

Finally, the location of the site on the Lake Mendota waterfront is one of the greatest assets of the Project and provides one of the most important opportunities for public access to Madison lakes that exists within the greater Madison area. The proposed redevelopment will open up the lakefront to residents and visitors and provide a direct connection from the waterfront to Madison's Central City.

**Site Description:**

The site ("Site") includes approximately 2 acres of land as more particularly described on the attached Site Plan. The site includes the existing Edgewater parcels, a portion of the adjacent National Guardian Life Property and that portion of Wisconsin Avenue that serves as the turn-around for the hotel today. Figure 1.2 illustrates the site plan. A legal description of each of the parcels described above will be included as part of the Zoning Text attached with the PUD submission.

Under the proposed redevelopment plan, that portion of Wisconsin Avenue that serves as the turn-around for the hotel will be reconfigured and the grade of the turn-around will be raised to allow for a continuous public plaza from the corner of Wisconsin Avenue and Langdon Street to the waterfront. Figure 1.3 illustrates an elevation of the existing condition today and the proposed condition under the redevelopment scenario.

The project assumes that the portion of Wisconsin Avenue that serves as the turn-around for the hotel today will serve a similar function tomorrow. The Owner will enter into a subterranean Ground Lease with the City of Madison to allow for the construction of the turn-around, public plaza and parking in this area. The Owner will assume responsibility for the maintenance, operation and security of the space which shall be further defined by a Development Agreement with the City of Madison.

**Zoning:**

The existing Edgewater Hotel is zoned HIST-MH OR. The HIST-MH suffix applies to all zoning lots located within the Mansion Hill Historic District. A description of the requirements for new development in the Historic District is provided in the next section of this Project Overview. The OR designation relates to mixed-use residential and commercial properties in locations near the City center.



THE EDGEWATER HOTEL  
Madison, Wisconsin

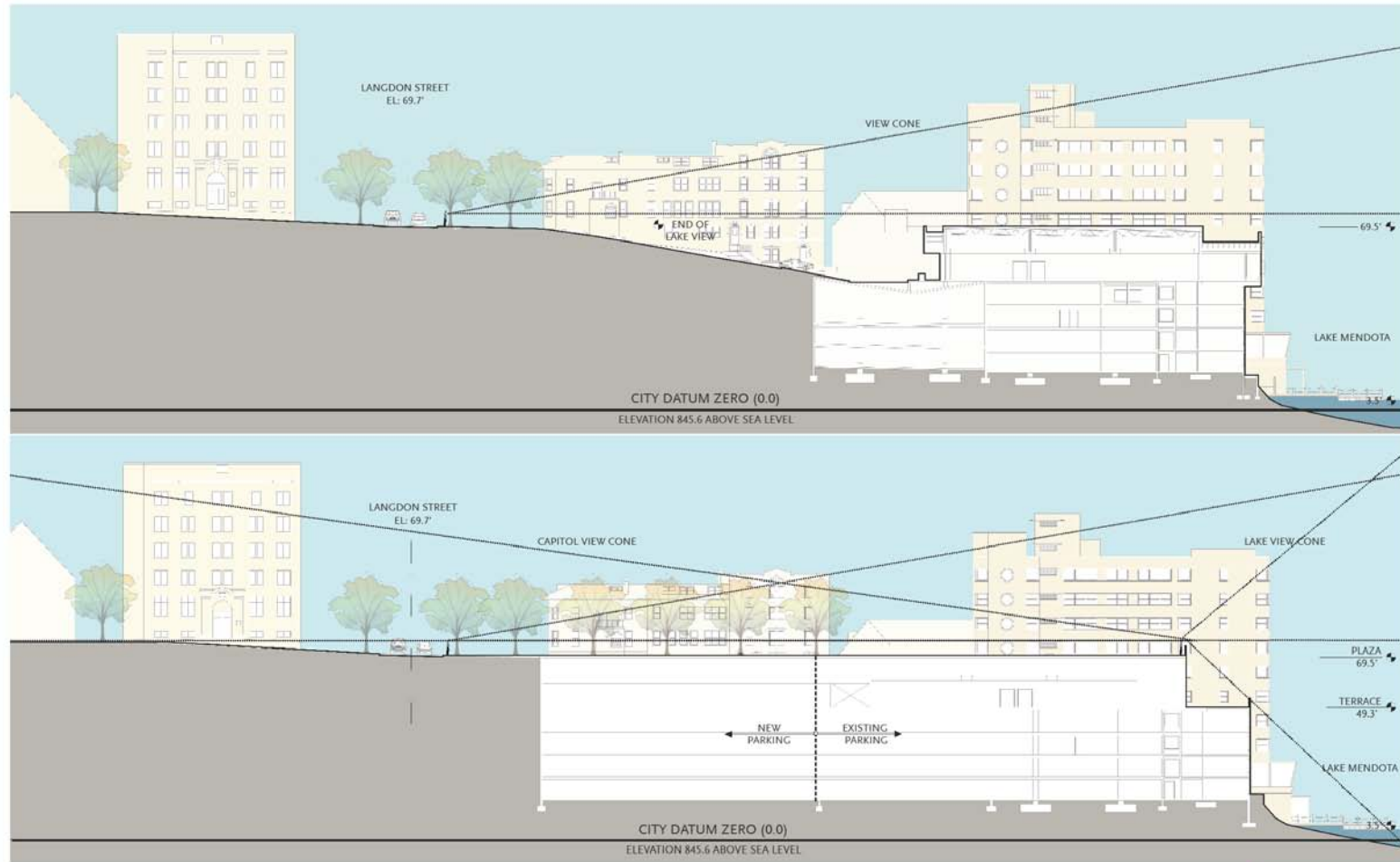
Site Plan  
JUNE 25, 2009



Landmark

ELKUS | MANFREDI  
ARCHITECTS

Figure 1.2 Site Plan and Illustration of Wisconsin Avenue Right-of-Way



THE EDGEWATER HOTEL  
Madison, Wisconsin

Existing and Proposed Site Cross Section  
JUNE 25, 2009



Landmark

ELKUS | MANFREDI  
ARCHITECTS

Figure 1.3 Building Elevation



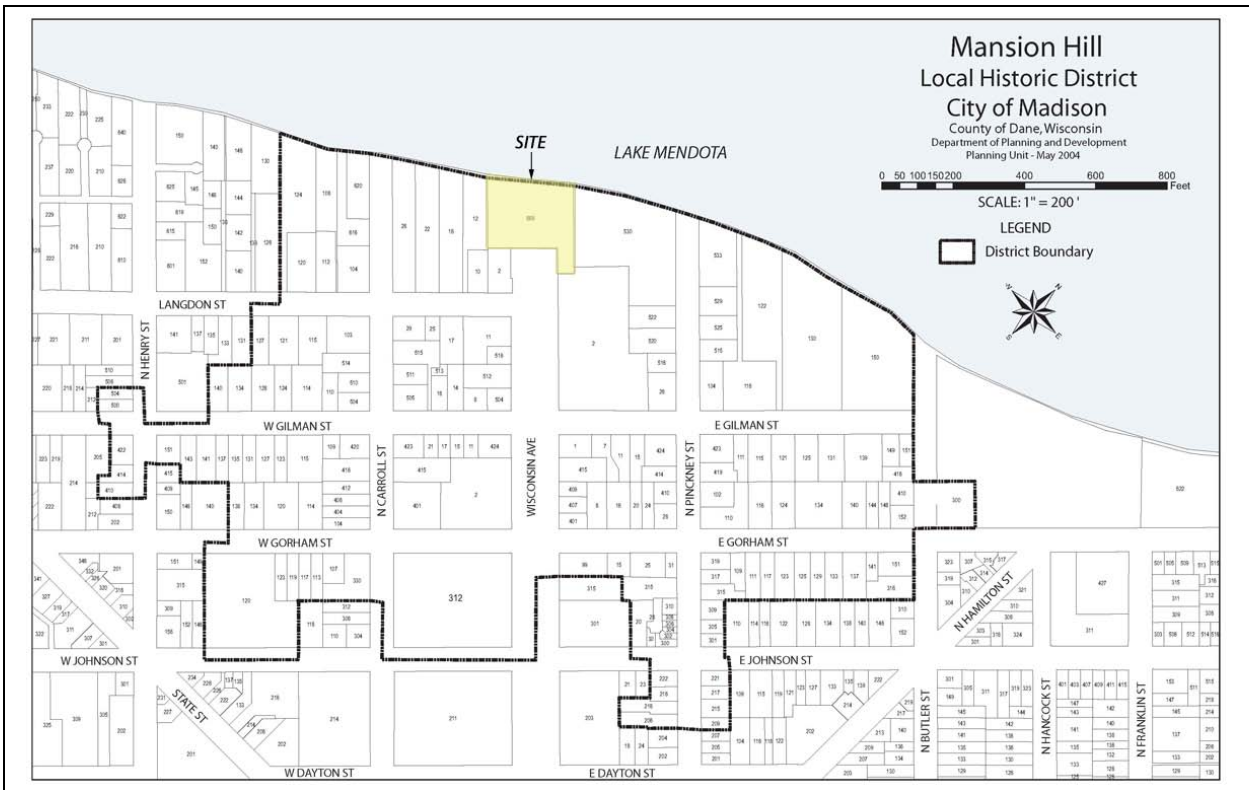


The proposed expansion of the Edgewater will result in the creation of a new zoning lot, a portion of which will be within the boundaries of the existing Edgewater parcels and a portion of which is being purchased from National Guardian Life. A legal description of the site and a survey of the property will be included as part of the zoning text attached to the PUD submission.

The current zoning of the National Guardian Life site is R6-H which pertains to single and multi-family residential zoning within a Historic District. The Project will be submitted as a PUD to address the various requirements for zoning classification, yard requirements, etc.

**Mansion Hill  
Historic District:**

The site is located within both the local and national boundaries of the Mansion Hill Historic District. Figure 1.4 illustrates the local boundaries of this district.



**Figure 1.4 Local Boundaries of Mansion Hill Historic District**

The Project has been proposed with consideration given to Section 33.19(10)(e) of the Madison General Ordinances which expressly outlines the requirements for new development within the Mansion Hill Historic District. Generally, this Section of the Ordinance requires that the Project is compared to other buildings within a visually related area (the “Visually Related Area”) of



200 feet surrounding the property. Due to the location of the Edgewater at the street end and the surrounding pattern of development the Visually Related Zone encompasses the original Edgewater Hotel, 2 Langdon (a multi-family structure), Kennedy Manor (a multi-family structure) and the National Guardian Life Building (a commercial structure). Furthermore, the topography of the surrounding area is such that the building sits low relative to most of the surrounding structures, especially the National Guardian Building which is the most directly relatable structure to the proposed expansion.

Importantly, there is not a uniform fifty (50) foot height restriction throughout the Mansion Hill Historic District. However, this restriction does apply to properties that are zoned R6-H within the district. The Edgewater site is zoned OR and not R6-H.

#### **View Corridor / Public Access Easement**

In the early 1970's, the hotel was expanded to add additional rooms and meeting/banquet facilities at the hotel. The expansion was built at the end of Wisconsin Avenue under a Street Vacation Agreement (Ordinance 1761, File No. 4600-41). Among the key provisions of this Ordinance was the protection of the view across the property within the Wisconsin Avenue right-of-way. And, the grant of a public easement to access the rooftop and the waterfront. The language of these provisions of the Ordinance reads as follows:

“(1) Public pedestrian access across vacated Wisconsin Avenue to the shore of Lake Mendota, and riparian rights in said lake;

(2) Public pedestrian access to an use of the top surface of any structure placed on vacated Wisconsin Avenue;

(3) Public vehicular access and circulation over that portion of vacated Wisconsin Avenue lying southeasterly of any structure placed thereon;

(4) Provision of reasonable parking spaces for public use on vacated Wisconsin Avenue;

(5) Substantial preservation and reasonably feasible improvement of the visual outlook from the vicinity of the intersection of Wisconsin Avenue and Langdon Street northwesterly over Lake Mendota and of the appearance

(6) To require the creation of a public pedestrian easement extending from the vacated street along or adjacent to the shore of Lake Mendota across adjoining premises to the northeast...”

The above represents only the main provisions that address the view corridor and access. There are additional provisions to the Ordinance and several

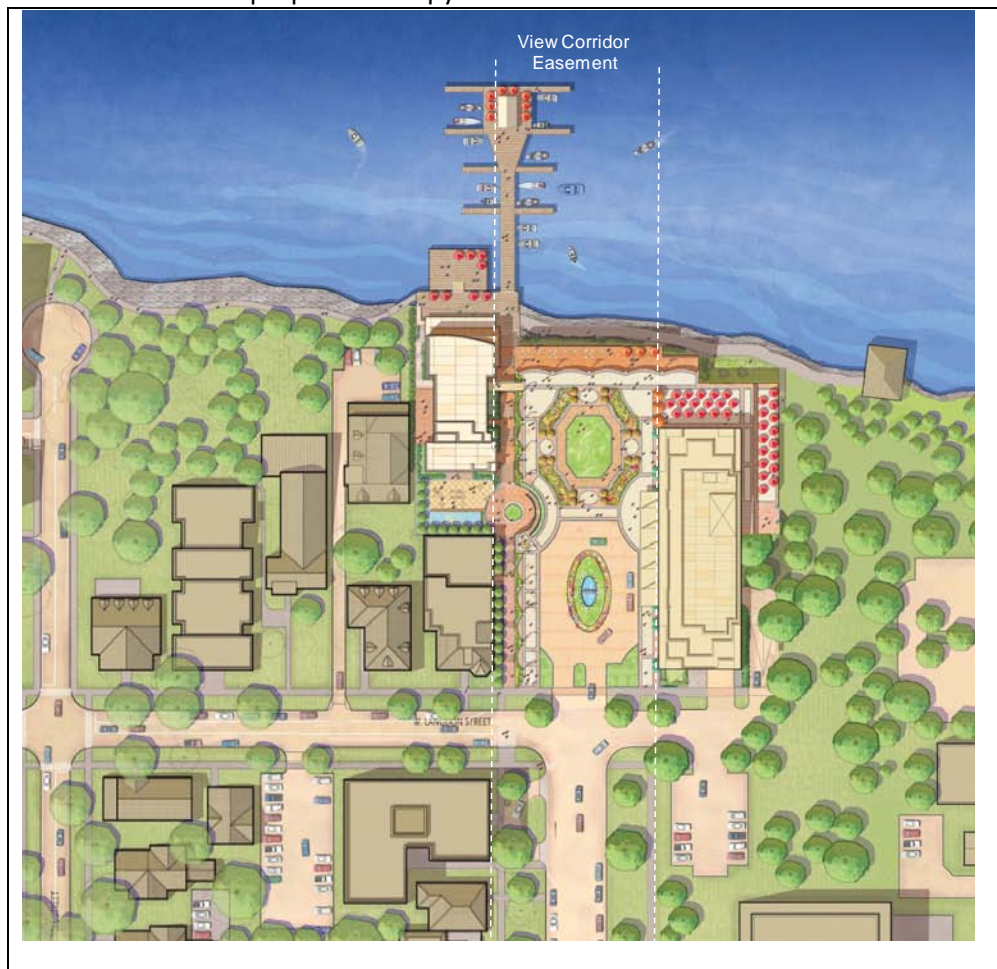
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amendments thereto which speak to the entire agreement for vacation.

It is important to clarify that the original concept for the Project proposed that the room expansion be allowed to encroach approximately thirty (30) feet into the Wisconsin Avenue right-of-way. Through many discussions with Capitol Neighborhoods, Inc., other neighborhood stakeholders and the City of Madison this was identified as the most critical issue to be resolved for the Project.

In June, 2009, an agreement was reached between National Guardian Life and Landmark X, LLC to purchase a portion of the adjacent NGL site so as to allow the proposed expansion to be moved out of the Wisconsin Avenue right-of-way and to provide the ideal solution to this critical Project issue. We should note that while the building is moved out of the right-of way, we are proposing to allow for an encroachment for a canopy over the front door of the expansion. Figure 1.6 illustrates a site plan, the location of the view corridor easement and the location of the proposed canopy.



**Figure 1.6 Site Plan Showing View Corridor Easement**



As proposed, the Project protects the public view to the water and from the water back to the State Capitol in accordance with the existing ordinance. Furthermore, the addition of the public terrace and the stairway to the lake significantly enhance the public access to the waterfront and realize the full intent of the original Ordinance.

The ordinance will require certain amendments to allow for the development to occur. These amendments have been reviewed with the City Attorney's office and will be outlined in more detail in the PUD submission.

**Existing Site and Improvements:**

The Edgewater Hotel is located on an approximately 45,018 square foot (1.033 acre) Site. The Site has an irregular shape and sloping topography.

The existing Edgewater Hotel comprises approximately 97,756 square feet of finished gross building area in two structures. There are a total of 107 rooms, approximately 11,000 square feet of meeting facilities, two restaurants (one on the pier) and 168 underground parking stalls. The hotel was constructed in two phases. The first phase was completed in 1948. The second phase was undertaken in 1973 to expand the number of rooms and meeting/banquet facilities of the hotel.

**Existing Conditions:**

Landmark X, LLC. completed extensive due diligence work on the Property to understand the existing conditions. The property is in a state of disrepair with several critical issues, including that the façade of the 1948 building is beginning to fail, there is severe water damage in some areas of the building and the presence of lead paint and asbestos was found in some areas of the building. While these conditions are not uncommon for buildings of this age, the conditions have reached a point where significant upgrades and redevelopment of the property is necessary to address the major concerns of the property.

In addition to some of the more severe conditions to the property, it is important to note that the building systems are antiquated and are beginning to fail. Furthermore, the window systems, especially in the 1948 building, have water damage and are in need of replacement. These elements not only affect the physical condition of the property but also lead to a highly inefficient system for heating and cooling the building that will be improved under the redevelopment plan to enhance the sustainable design features of the Project and to better meet current industry standards.

In January, 2007 the City of Madison deemed the parcel a blighted parcel as part of the blight study that was completed for the Mansion Hill District. Figure 1.7 illustrates the area studied as part of the blight study.



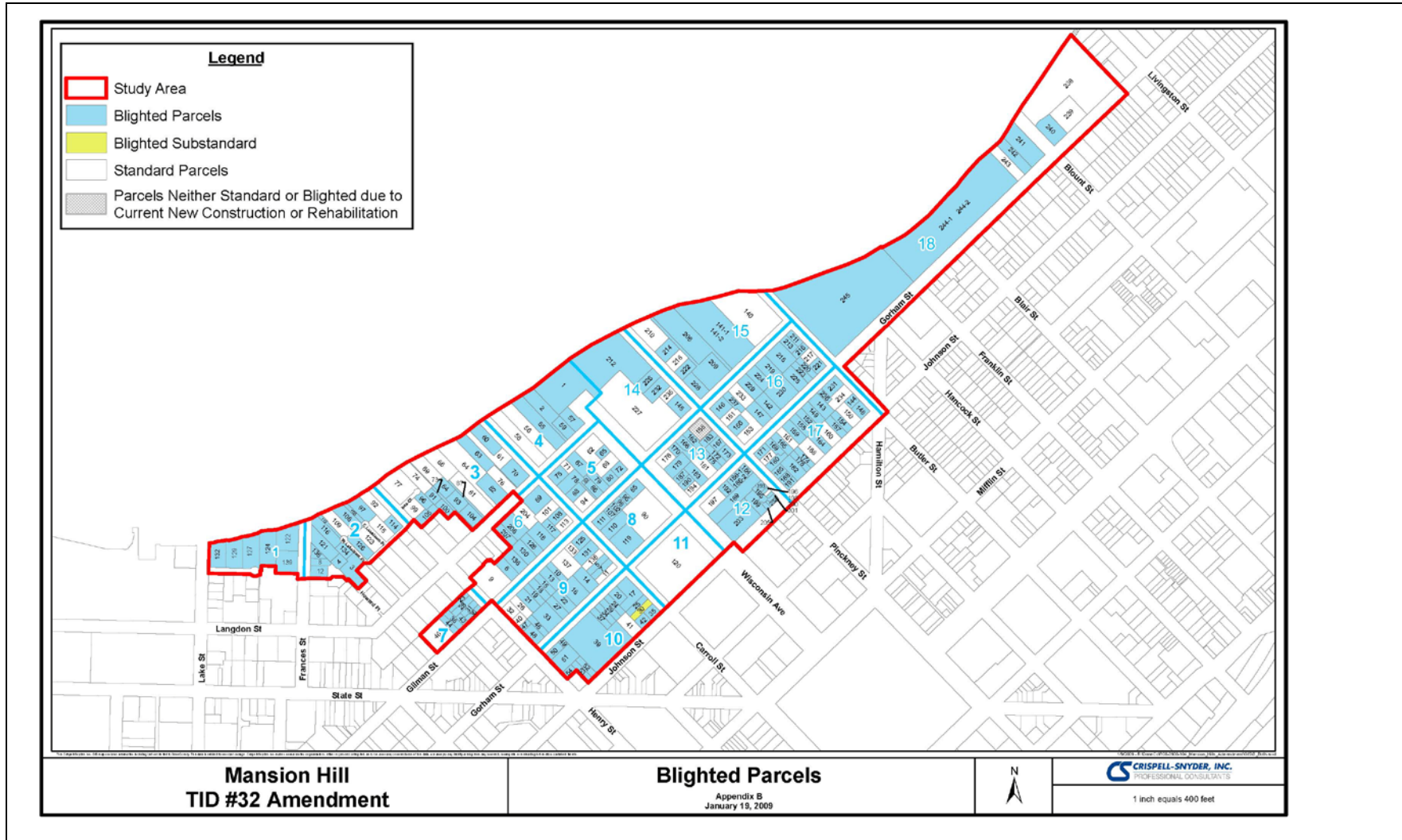


Figure 1.7 City of Madison – Blighted Parcels Map



**Site Planning  
and Architecture:**

The site planning and architectural documents for the proposed redevelopment are attached as Section 3.0 of this package. The design of the proposed Project has been guided by three primary objectives, including:

**Rehabilitation of Façade of 1940’s Building**

The original hotel tower was designed by Lawrence Monberg and developed as part of a series of buildings constructed in the Mansion Hill Neighborhood by the Quisling Family. The architecture of the original building is in the Art Moderne style and the tower has been designated as a contributing historic property to the neighborhood. Figure 1.9 illustrates the original rendering for the 1940’s building.



**Figure 1.8 Original Rendering**

The Project has been designed to cut the grand staircase between the 1940’s and 1970’s building allowing the architecture of the original tower to be rehabilitated.

This stair is an integral feature of the development and has the added benefit of separating the 1940’s tower and thereby allowing it, and the architecture, to stand alone as a key feature of the development.

**Organization Around Public Plaza**

The Project has been designed to break-up the mass and facades of the building into a series of setbacks, terraces and open spaces to establish the Project as a





collection of buildings that are organized around a grand public space. This approach has allowed us to make the central terrace a focal point of the development and has provided the opportunity to vary the architecture and create a more organic development pattern with varied, but related, architectural styles, materials, etc.

#### **Relationship to Surrounding the Neighborhood**

The expansion has been designed with an architectural style that is reminiscent of several structures located in the Mansion Hill neighborhood and especially along the Wisconsin Avenue corridor.

The building façade is broken up into a series of step backs which have been designed to meet the approximate height of buildings in the area immediately surrounding the site. These set backs will break up the mass of the building and provide the pedestrian with reference points that relate to the context of the surrounding neighborhood.

The building has been designed to promote more of a residential than commercial building façade. The façade is varied with a series of alternating window, balcony and bay windows that will provide depth and richness to the façade. The detailing of the façade includes canopies, railings, balconies and flower boxes in a series of alternating patterns to provide interest and to promote a sense for a “living architecture” on the building. Figure 1.10 illustrates some of the design influences that have guided the design of the Project.

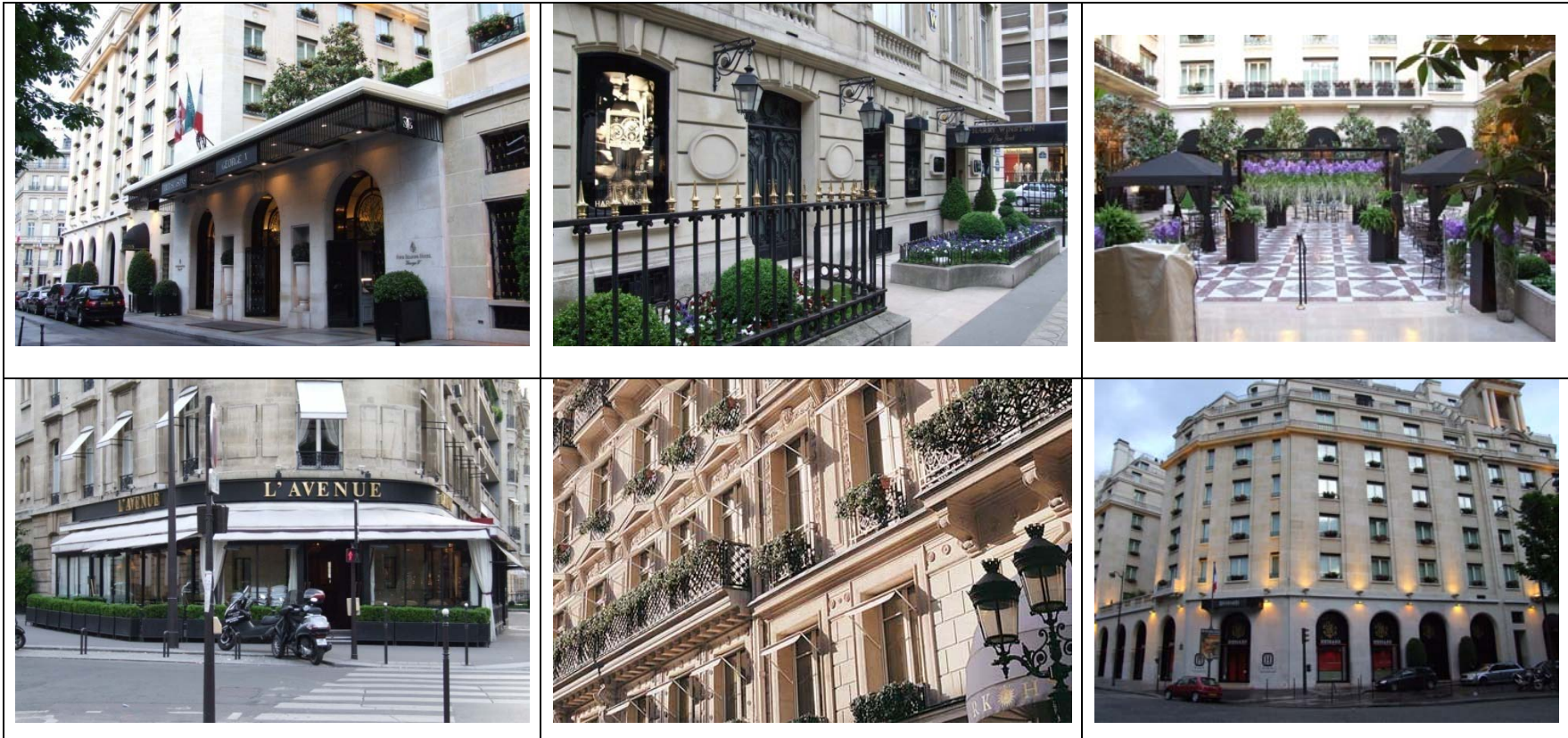


Figure 1.9 Design Influences



**Sustainability:** Landmark is committed to the practice of sustainable design and development and has set the objective to make the Edgewater Hotel a model for sustainable development in the City of Madison. Some of the key features of the Project that are being evaluated and considered include:

- Construction, Demolition and Waste Management Practices
- Sustainable Site (e.g. access to alternate transportation, bike access, etc.)
- Reuse of Existing Structure
- Use of Local /Regional Materials
- Removal of Hazardous Materials (e.g. Lead Paint, Asbestos, etc.)
- Replacement of Windows / Window Seals
- Repair and /or Replacement of Exterior Façade
- Replacement / Upgrade of Building Mechanical, Electrical, Plumbing Systems
- Energy Efficient Fixtures and Appliances
- Green Roof / Urban Open Space
- Stormwater Retention Plan / Improvements
- Removing Portions of Existing Building that Cantilever Over the Shoreline
- Set Back of Proposed Expansion
- Opening Access to the Waterfront
- On-going Operations / “Green” Housekeeping Program

Landmark is working with the design, construction and other professionals to further develop the sustainability strategy for the Project. Detailed information will be provided as part of the PUD process.

**Program Overview:** The following includes a summary of the proposed program for the Project:

Hotel Rooms:	227 Rooms
Residential Units:	To Be Determined
Outdoor Space:	47,500 Square Feet
Meeting and Banquet Facilities:	12,542 Square Feet
Restaurants:	Fine Dining/Rigadoon Room (Pier) / Café
Other Spaces:	Spa, Fitness, Admin/Offices, Back of House
Vehicle Parking:	346 Stalls / Up to 420 With Valet
Bicycle Parking:	Outdoor / Underground Stalls – TBD

**Description of Uses:** A hotel and related facilities which include meeting/banquet space, restaurants, a café/retail space, a spa facility, a fitness center and limited residential uses.

In addition to the interior spaces, the Project will include significant outdoor plazas and improvements at the waterfront. The public will be provided access to the plaza and stair in accordance with the provisions of the Zoning Text. The plazas will also be used to host outdoor events. The rights and responsibilities of



the Owner as related to the maintenance, operation and security associated with the public space will be further defined in the Zoning Text.

**Guest Loading  
And Unloading**

Guest loading and unloading will occur on the plaza turn around. The guests will drop off at the front entrance to the hotel and cars will be directed to the underground parking ramp entrance at the north side of the building.

One advantage of this design is that local and/or repeat visitors to the hotel are likely to immediately access enter the garage and not drop off on the plaza. This will substantially reduce the amount of traffic on the plaza and will make enhance the pedestrian experience on the plaza.

**Delivery  
Loading and  
Unloading:**

Loading and unloading of the hotel will occur off a private drive off Langdon Street at the edge of the Project. Trucks will be brought into a loading dock facility and the loading and unloading of materials will be largely screened from the public view.

**Bus Loading and  
Unloading:**

Loading and unloading of buses will occur off a private drive off Langdon Street at the edge of the Property. Long-term and overnight parking will either be accommodated in the loading dock or will be staged in remote lots away from neighborhood residences.

**Parking:**

The hotel currently has 168 parking stalls. In the future, the hotel is proposed to have approximately 346 parking stalls and will have a valet capacity of up to 420 stalls to accommodate peak periods.

The required parking ratio for hotels is 1 stall per room. At 227 rooms the proposed project is at a ratio of 1.5 to 1.8 per room far in excess of what code requires and providing ample capacity to accommodate the events and activity anticipated on the site.

**Traffic:**

A traffic study for the Project has been completed estimating traffic based on ITE trip generation rates. The traffic study concluded that the impact of the hotel on traffic would be nominal and that both Wisconsin Avenue and Langdon Street have ample capacity to support the proposed development.



**Project Team:** The project team (“Project Team”) includes the following key members:

**Owner:** Landmark X, LLC  
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Contact: Amy Supple

**Developer:** Hammes Company  
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Phone: 608-274-7447  
Contact: Amy Supple

**Architect:** Elkus Manfredi Architects  
300 A Street  
Boston, Massachusetts 02210  
Phone: 617-426-1300  
Contact: Mark Sardegna



**Architectural Plans:** The following pages include a site plan, building elevations and a series of typical floor plans for the building. A full set of drawings will be included with the PUD submission.