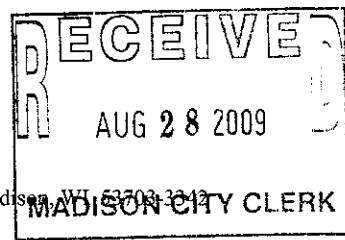


# REGISTRATION OF LOBBYIST



Return to Office of the City Clerk, 210 Martin Luther King, Jr. Blvd., Room 103, Madison, WI 53703-3212

## Section 1 -- Identification of Lobbyist "Lobbyist" means any person paid to influence administrative or legislative action.

SARDEGNA Last Name                      MARK First Name                      VICE PRESIDENT Title  
300 A STREET Mailing Address  
BOSTON City                      MA State                      02210 Zip Code  
Business Address (if different)  
617-368-3469 Contact Phone  
Contact FAX                      MSARDEGNA@ELKUS-MANFREDI.COM Contact E-mail Address  
Internet Address

Person to whom correspondence should be sent (if different from above)

\_\_\_\_\_  
Last Name                      First Name  
\_\_\_\_\_  
Firm or Organization Name  
\_\_\_\_\_  
Mailing Address  
\_\_\_\_\_  
City                      State                      Zip Code  
\_\_\_\_\_  
Phone                      FAX                      E-mail Address

## Section II -- Nature and Interest of Principal

LANDMARK X, LLC (A WISCONSIN LIMITED LIABILITY COMPANY)  
Name of Principal

Designated Representative of Principal:

DUNN Last Name                      ROBERT First Name                      PRESIDENT Title  
22 E. MIFFLIN STREET, SUITE 800 Mailing Address  
MADISON City                      WI State                      53703 Zip Code  
Business Address (if different)  
608-274-7447 Contact Phone                      DUNNB@HAMMESCOSPORTS.COM Contact E-mail Address  
608-274-7442 Contact FAX                      Internet Address

Check one of the following and complete only that section:

**Business Entity**

REAL ESIAIE DEVELOPMENT

Describe the business activity in which the entity is engaged

Chief Executive Officer: DUNN ROBERI PRESIDENTI  
Last First Title

If partnership or limited liability company, check here  and attach list of partners/members.

**Industry, Trade or Professional Association**

Describe the industry trade or profession including any segment thereof which the association exclusively or primarily represents

Chief Executive Officer: \_\_\_\_\_  
Last First Title

Approximate number of members: \_\_\_\_\_

**Other Not for Profit**

Labor Union  Charitable/Religious/Civic, etc.  Other

Briefly describe the organization's purpose and any other group with a common interest which the organization primarily represents

Describe any industry, trade, profession, or group with a common interest which the organization primarily represents or from which the organization's membership or financial support is primarily derived

Approximate number of members: \_\_\_\_\_

**Individual**

Name and address of the individual's employer, if any, or of the individual's primary place of business, if self-employed

Describe the business activity in which the individual or the individual's employer is engaged

**Section III -- Areas of Lobbying**

Provide a reasonably specific narrative summary of areas of legislative and administrative action the principal may attempt to influence:

LAND USE APPROVALS, TAX INCREMENT FINANCING, AND OTHER APPROVALS/AGREEMENTS NECESSARY FOR THE PROPOSED REDEVELOPMENT OF THE EDGEWATER HOTEL. A PRELIMINARY LIST OF THESE APPROVALS AS PROVIDED BY CITY STAFF IS ATTACHED HERETO AS EXHIBIT A. WE CONTINUE TO WORK WITH THE CITY TO CONFIRM THE APPROVALS THAT WILL BE REQUIRED FOR THE PROJECT AND THIS LIST IS SUBJECT TO CHANGE AS ADDITIONAL INFORMATION BECOMES AVAILABLE

List the City agencies in which the principal seek to influence administration action:

- All       None       Agencies listed below

CITY OF MADISON AGENCIES, COMMISSIONS AND COMMITTEES IN ACCORDANCE WITH THE PRELIMINARY PROCESS AS OUTLINED BY CITY STAFF ON THE ATTACHED EXHIBIT A WE CONTINUE TO WORK WITH THE CITY TO CONFIRM THE APPROVALS THAT WILL BE REQUIRED FOR THE PROJECT AND THIS LIST IS SUBJECT TO CHANGE AS ADDITIONAL INFORMATION BECOMES AVAILABLE

Identify the proposed legislative or administrative action in connection with which the principal has made or intends to make a lobbying communication before December 31.

1. Item: SEE ATTACHED PRELIMINARY SCHEDULE OF ACTIONS AS PREPARED BY CITY STAFF. WE CONTINUE TO WORK WITH THE CITY TO CONFIRM THE APPROVALS THAT WILL BE REQUIRED FOR THE PROJECT AND THIS LIST IS SUBJECT TO CHANGE AS ADDITIONAL INFORMATION BECOMES AVAILABLE

a. How will this item affect the principal's business or other activity?

WILL PERMIT THE REDEVELOPMENT OF THE EDGEWATER HOTEL

b. Which industry, trade, profession or segment or portion thereof would be principally affected?

HOTEL INDUSTRY

c. If the item is an appropriation, please identify the City program or person for which the appropriation is proposed and the approximate amount, if you know the amount

For additional items, attach additional sheets

2. If lobbying communication relates to the capital or operating budget, identify topic or topics.

**CAPITAL BUDGET**

**OPERATING BUDGET**

TAX INCREMENT FINANCING REQUEST

topic	topic
topic	topic
topic	topic
topic	topic
topic	topic
topic	topic

**Section IV - Authorization of Lobbyists**

As a designated representative of the Principal, the Lobbyist named above is hereby authorized to lobby on behalf of the Principal.

- The lobbyist is an employee of the Principal
- The lobbyist is also authorized to file expense reports or other filings on behalf of the Principal.

Dated: \_\_\_\_\_

Name: \_\_\_\_\_

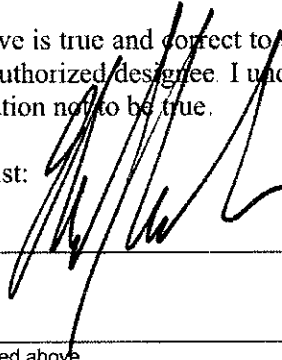
Position: \_\_\_\_\_

Signature: \_\_\_\_\_

**Section V -- Certification**

I certify that the above is true and correct to the best of my knowledge, information and belief, and that I am the registrant or an authorized designee. I understand that I am subject to a forfeiture if I know or believe any of the above information not to be true.

On Behalf of Lobbyist:



Signature

VICE PRESIDENT

Title

MARK SARDEGNA

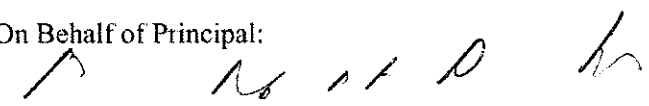
8/28/09

Type or print name as signed above

Date

Address & Telephone (if different from first page of this form)

On Behalf of Principal:



Signature

PRESIDENT

Title

ROBERT DUNN

8-28-09

Type or print name as signed above

Date

Address & Telephone (if different from first page of this form)

**TENTATIVE REVIEW SCHEDULE FOR  
EDGEWATER HOTEL LAND USE APPLICATIONS  
Prepared by Planning Division: August 24, 2009**

Based on discussions with representatives from the Hammes Company and applications which have been submitted, staff have compiled a draft list of approvals which would be needed for the proposed Edgewater Hotel project to move forward. This list may be incomplete but should provide a summary of the major approvals which would be required and the tentative dates for consideration of applications by the Landmarks Commission, Plan Commission, Urban Design Commission, Zoning Board of Appeals and Common Council.

1. **Certificate of Appropriateness, New Development in Mansion Hill Historic District**
  - Landmarks Commission, August 24 and September 14
  
2. **Planned Unit Development Zoning Map Amendment** (rezoning the property from OR, and Office Residential District, R6H, General Residential District to Planned Unit Development, General Development Plan, Specific Implementation Plan)
  - Urban Design Commission, September 2 and September 16, October 7 (if needed)
  - Plan Commission, October 19
  - Common Council, November 3
  
3. **Conditional Use Permit for Encroachments Above the Capitol View Preservation Height Limits**
  - Plan Commission, October 19
  
4. **Conditional Use Permit for Waterfront Development**
  - Plan Commission, October 19
  
5. **Waterfront Setback Variance** (based on conversations with the applicant, Zoning staff believe that a waterfront setback variance will likely be required)
  - Zoning Board of Appeals, an application has not yet been submitted
  
6. **Amendment of the 1965 Ordinance Vacating the End of Wisconsin Avenue**
  - Plan Commission, October 19
  - Common Council, November 3

The schedule noted above is subject to some change based on actions which may be taken by Commissions involved in the review process. For each of these approvals there is a set of standards in the Madison General Ordinances which will be used by the Commissions and Common Council in the review of the Planned Unit Development Zoning Map Amendment, certificate of appropriateness for development in the Mansion Hill Historic District, conditional use permits for waterfront development, penetrations into the Capitol View Preservation Limits, and the waterfront setback variance. A summary of these "Development Review Standards" can be located at: [www.cityofmadison.com/planning/plan.html](http://www.cityofmadison.com/planning/plan.html) under "What's New."

### **OTHER APPROVALS REQUIRED**

In addition to the land use approvals summarized above, additional approvals will be required. A schedule for review and approval of these elements has not been developed.

1. **Encroachment Agreement (Approved by Privilege in Streets Committee) and/or Lease for Private Improvements Located in the Wisconsin Avenue Public Right-of-Way/Change of Street Grade for Wisconsin Avenue.** (Common Council approval will be required.)
2. **Tax Incremental Financing Development Agreement.** (Common Council approval)
3. **Tax Incremental District Boundary Amendment to Include Subject Property.** (Common Council approval)
4. **Development Agreement Related to all Improvements Within the Public Right-of-Way.** (Plans and specifications and provisions to be approved by Common Council)
5. **Management Agreement for Wisconsin Avenue Right-of-Way and Existing Easements.** (Related to access to the waterfront and rooftop)

Landmark X, LLC (A Wisconsin Limited Liability Company)

Partners:

Robert Dunn

Jon Hammes

Stuart Zadra

William Robinson