

**The Edgewater Reconsidered
March 18, 2010**

James McFadden

The Edgewater Reconsidered

The Edgewater as proposed has evolved well beyond a simple hotel addition to a complex that attempts to incorporate six independent profit centers, a 175 to 180-room luxury hotel, 9 to 14 semi-independent condominium residences, three (four include the dining pier) restaurants totaling 12,000 SF, a 12,000 SF meeting, banquet and convention facility, a 10,000 SF spa and fitness center and not less than 120 parking stalls for National Guardian Life

Food & beverage, meeting and other services that started as subsidiary amenities have been allowed to grow well beyond that necessary to support the hotel and beyond the level that can be supported by the hotel guests. This introduces a host of complications and give rise to some significant inefficiencies as the various centers compete for valued access, space and views that have not been adequately resolved in the plans as presented.

Even a casual review of the submittal that the building is very, very big and that there is not close to sufficient parking. What is not so readily apparent are the inefficiencies and conflicts within the development.

For instance the retaining wall built to support the hotel entry drive blocks the view of both the original

Edgewater and the proposed roof deck. The parking as proposed is located for the convenience of National Guardian Life employees forcing guests to traverse a long tunnel to access the hotel. The banquet /convention facility is given pride of place forcing the elevators well off center away from the lake essentially orphaning the guest rooms in the '47 and '72 buildings. The café is oriented away from both hotel and plaza on the corner of Langdon and Wisconsin ignoring both hotel guests and gathered public while creating an unwelcome commercial intrusion in the Mansion Hill neighborhood.

One could go on but it would be more productive to show that is indeed possible to integrate the functions more harmoniously enhancing both operational efficiency and the guest experience.

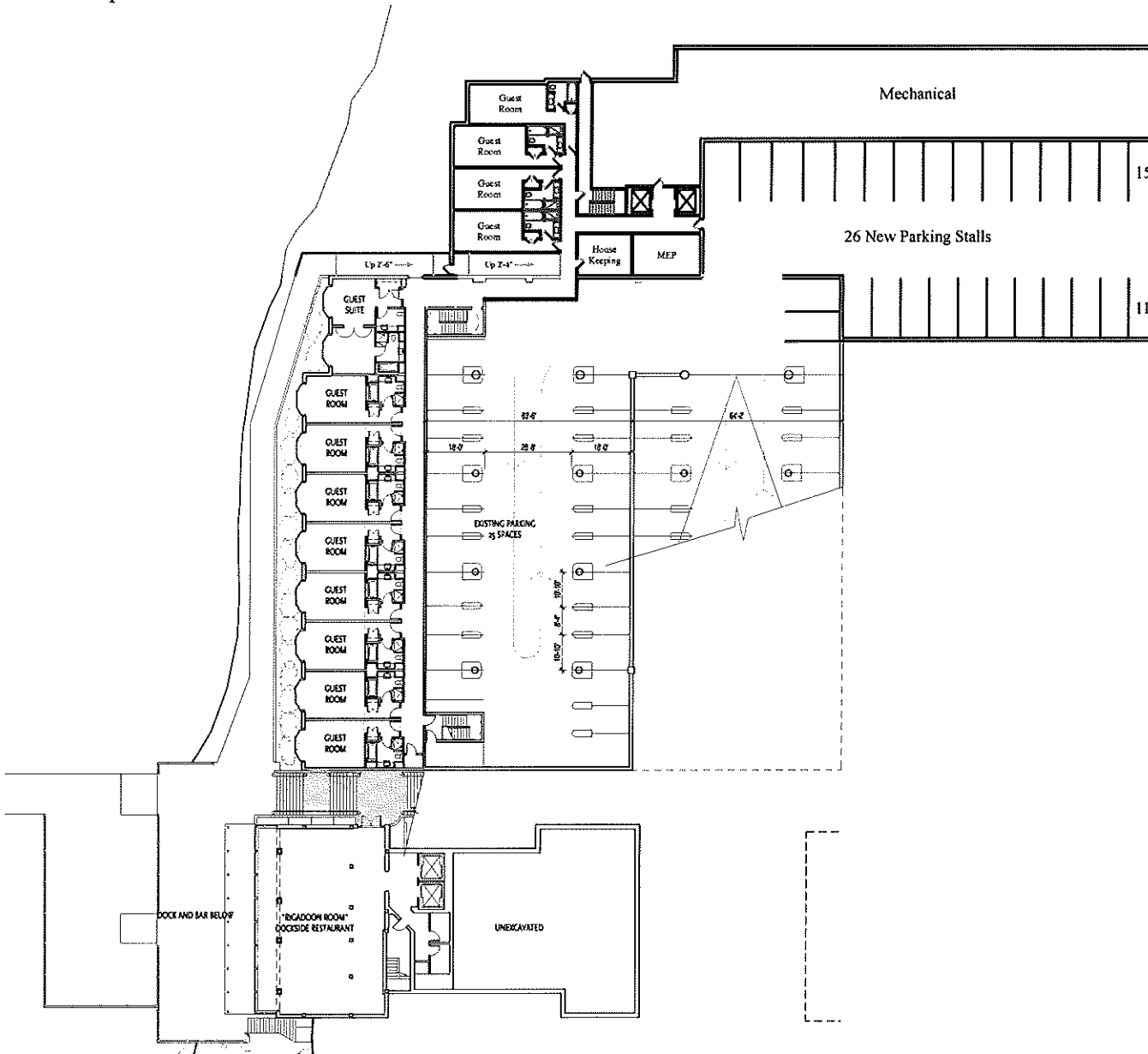
The "Edgewater Reconsidered" plans that follow are an attempt to show that it is possible to accommodate all the functions identified, provide 450 stalls of conveniently located parking & 4 full sized loading / bus berths, improve physical and visual access of the restored original Edgewater, maximize the view of the lake gained by the removal of the '72 addition, fully honor the fifteen foot Wisconsin Avenue setback all in a building two stories or 25 feet shorter than that proposed.

Parking Requirements:

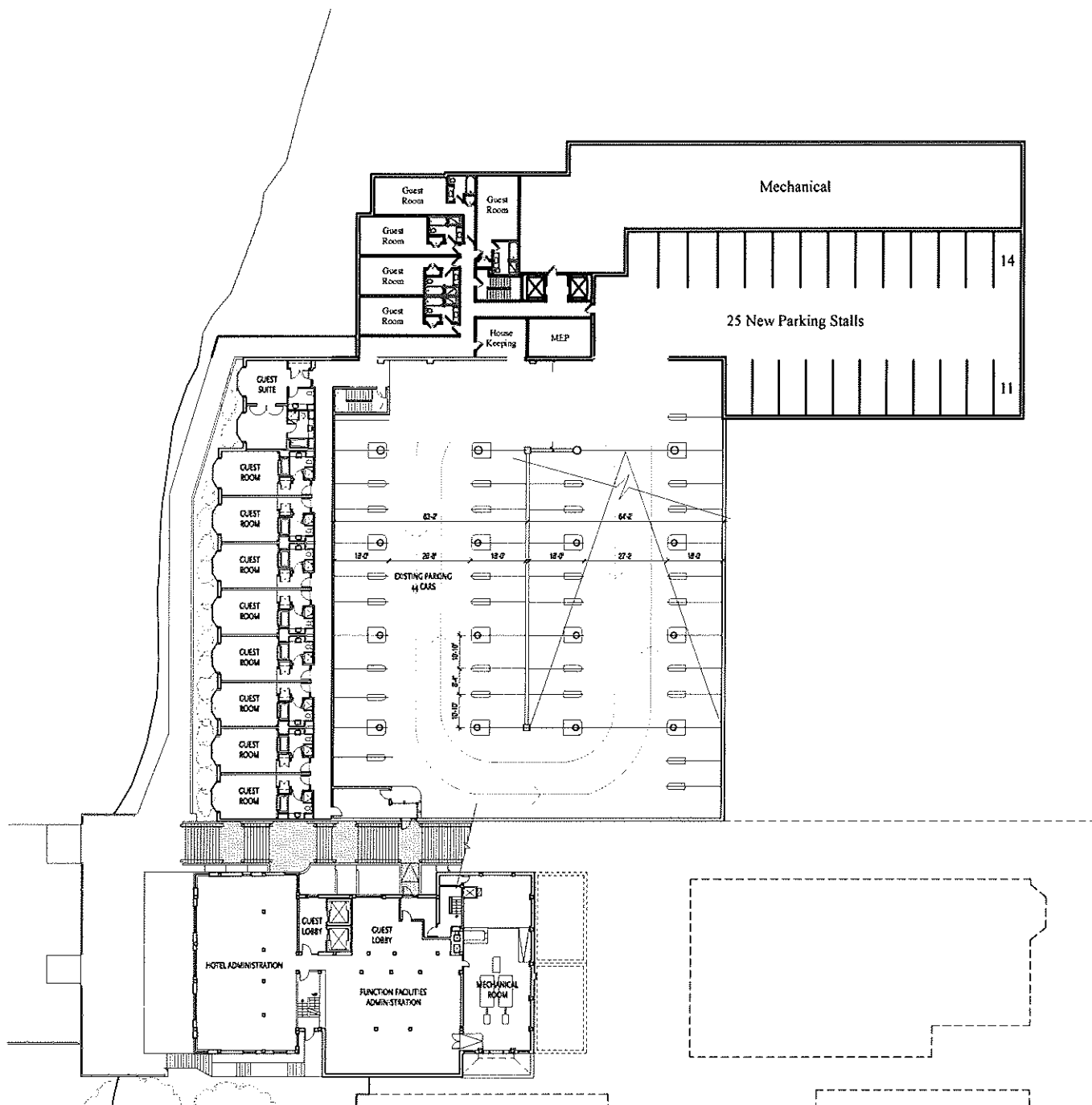
Guest Rooms:	1.0 / Room: 182 Rooms @ 1.0	182
Condominiums:	1.5 / Unit: 8 Units @ 1.5	12
Spa:	1.0 / 300 SF: 8,300 SF @ 1.0 / 300 SF	27
Restaurant:	30% capacity: 8,850 SF @ 1.0 / 15.0 SF x 0.3	177
Function:	10% capacity: 6,500 SF @ 1.0 / 12.5 SF x 0.1	52
Outdoor Space:	To be determined	??
Total Required		450+

Parking Provided:

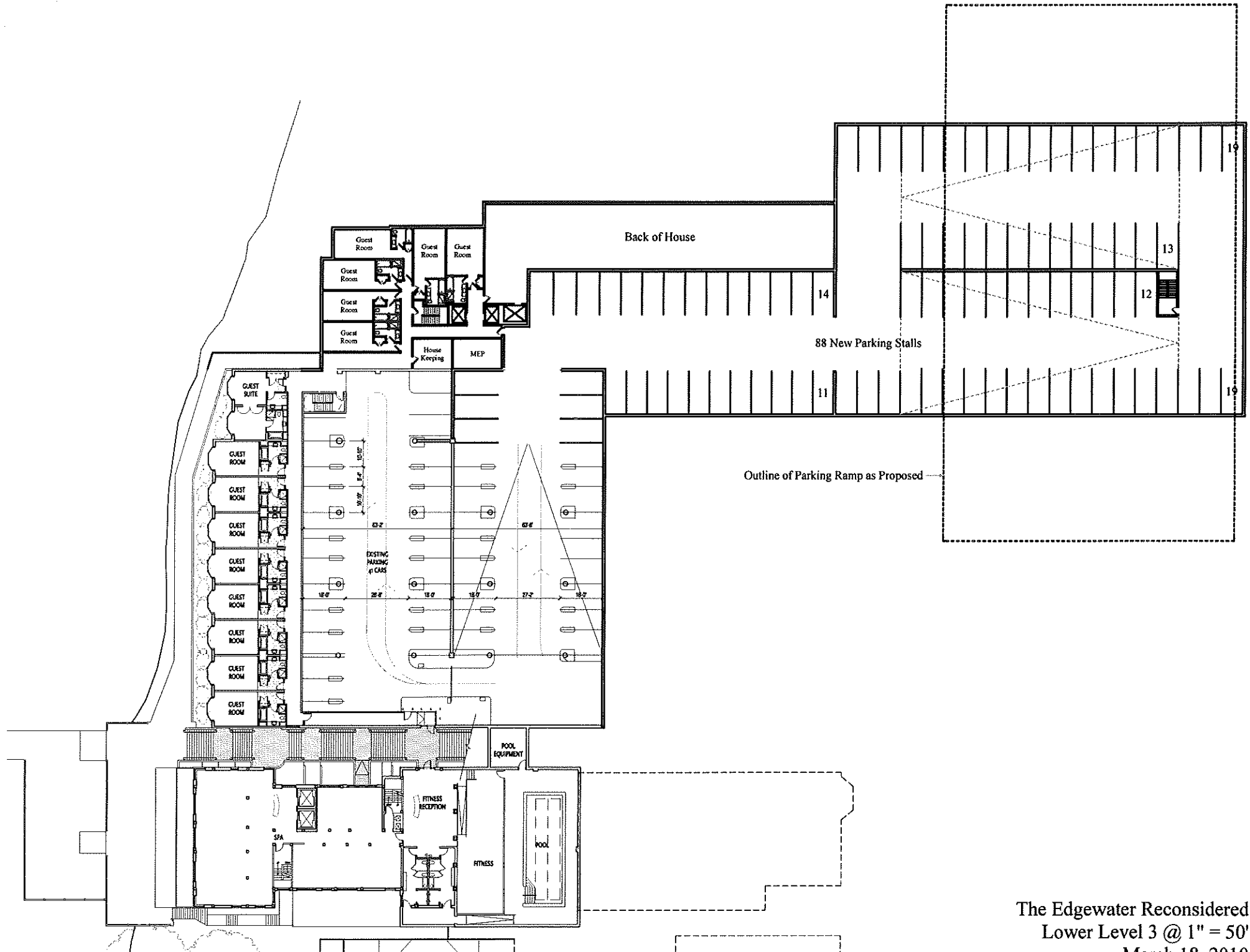
Existing Building:	
Lower Level 5	25
Lower Level 4	43
Lower Level 3	44
Lower Level 2	47
Sub Total	159
Under Proposed Building:	
Lower Level 5	26
Lower Level 4	26
Lower Level 3	25
Lower Level 2	25
Sub Total	102
Shared with National Guardian:	
Upper Level 3	63
Upper Level 2	60
Lower Level 1	63
Sub Total	186
Total Parking	
As Required	450+
As Proposed	355
As Reconsidered	447



The Edgewater Reconsidered
 Lower Level 5 @ 1" = 50'
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The Edgewater Reconsidered
 Lower Level 4 @ 1" = 50'
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The Edgewater Reconsidered
 Lower Level 3 @ 1" = 50'
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Original Drive

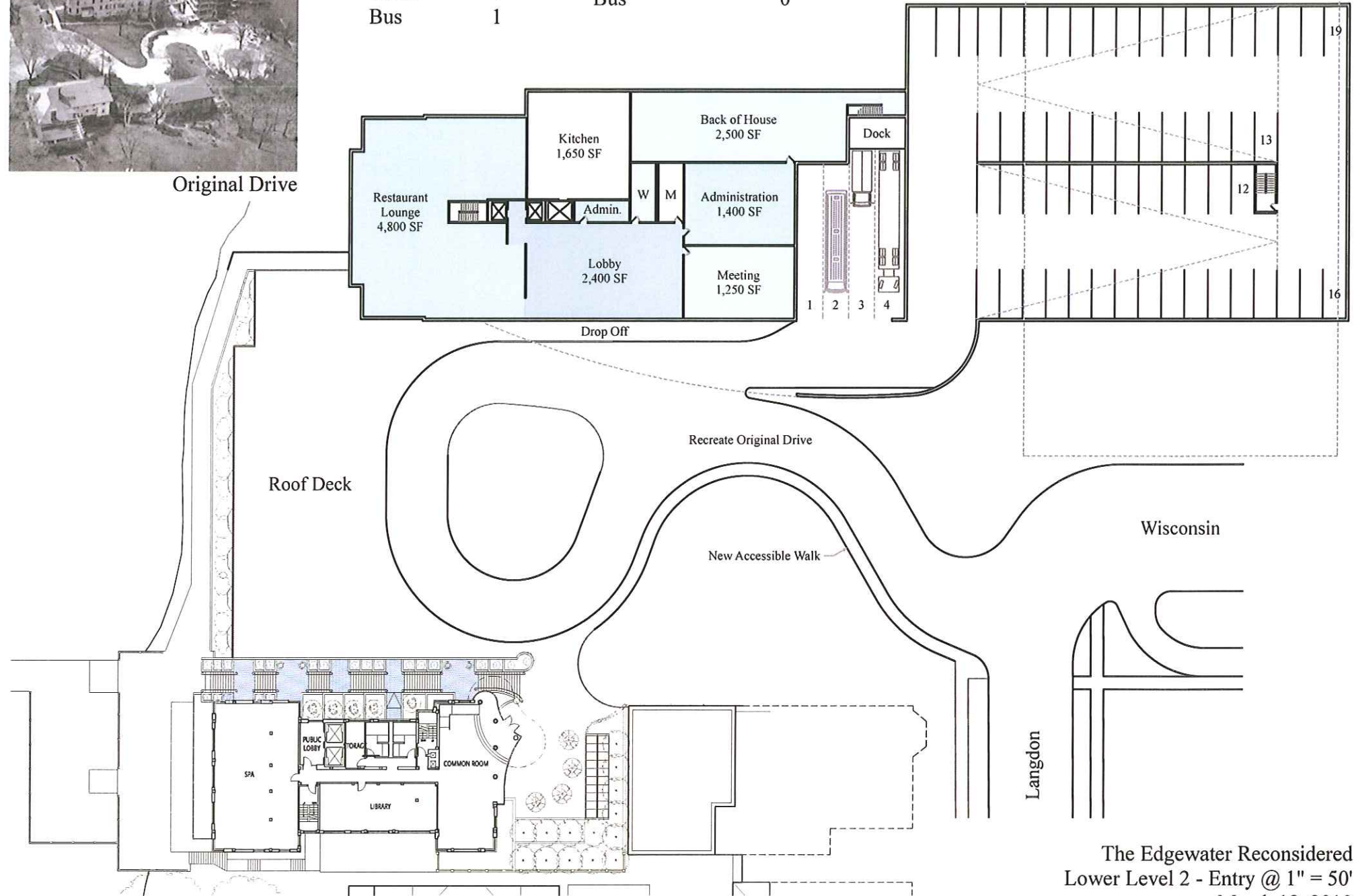
Loading Bus Berths:

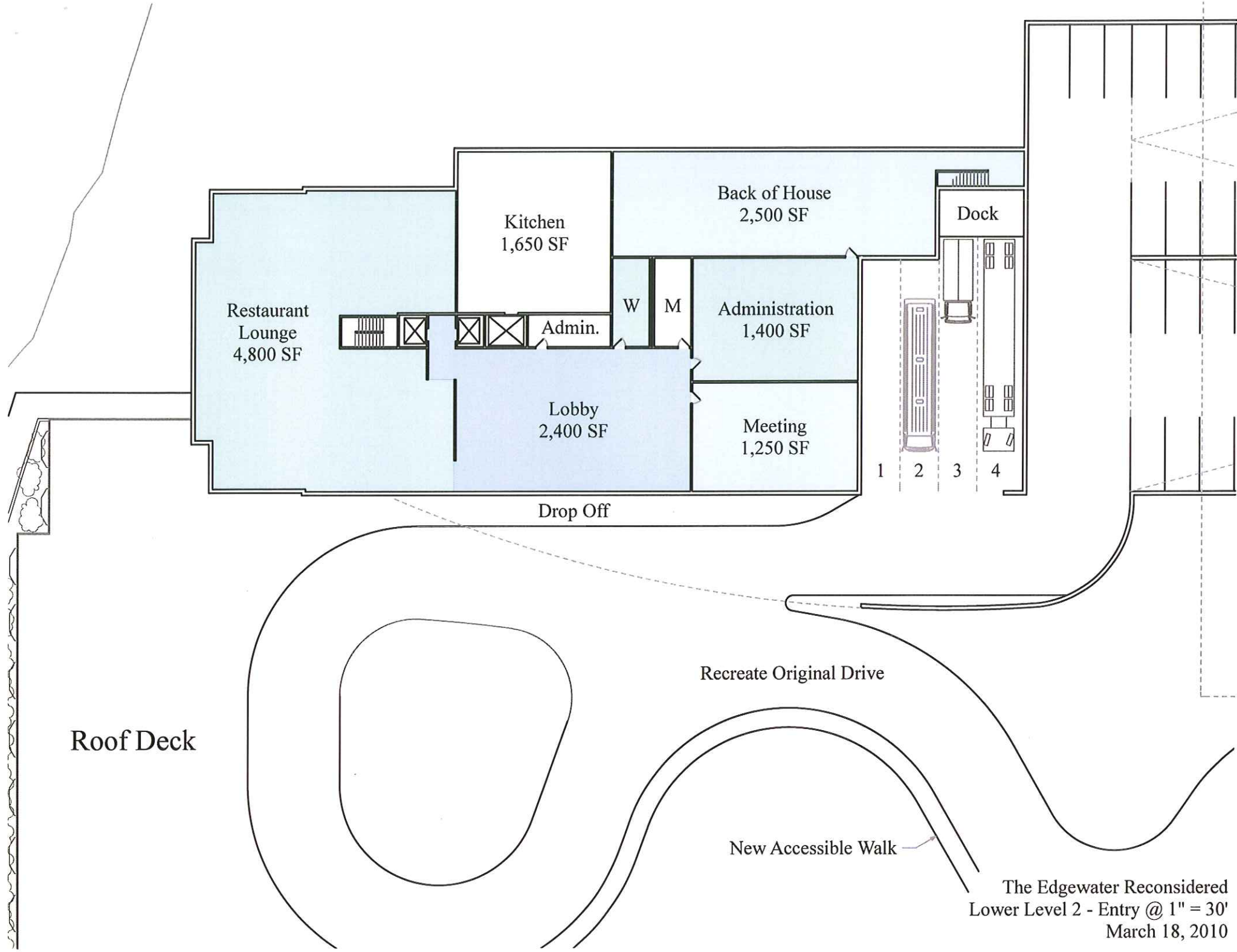
As Reconsidered:

Semi-Trailer	1
Fixed Axel	1
Trash	1
Bus	1

As Proposed

Semi-Trailer	1
Fixed Axel & Trash	1 (Shared)
Bus	0

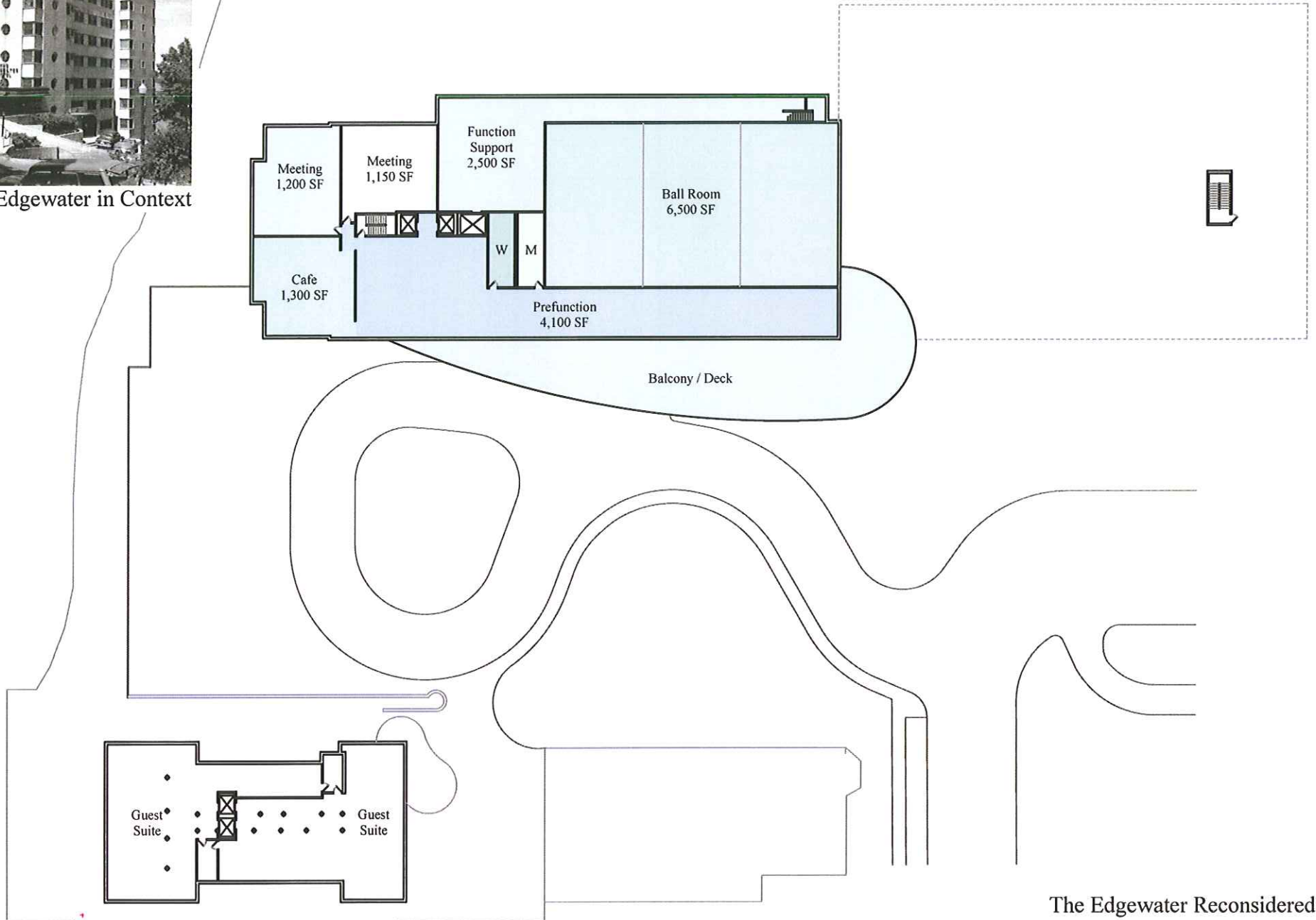


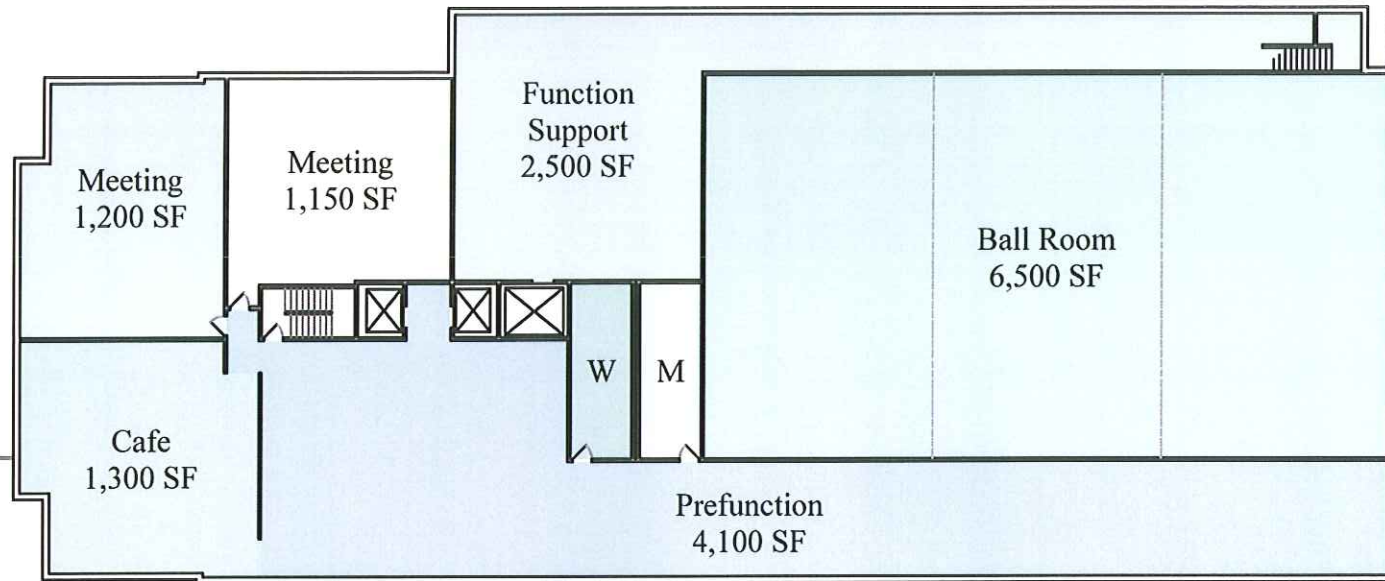


The Edgewater Reconsidered
 Lower Level 2 - Entry @ 1" = 30'
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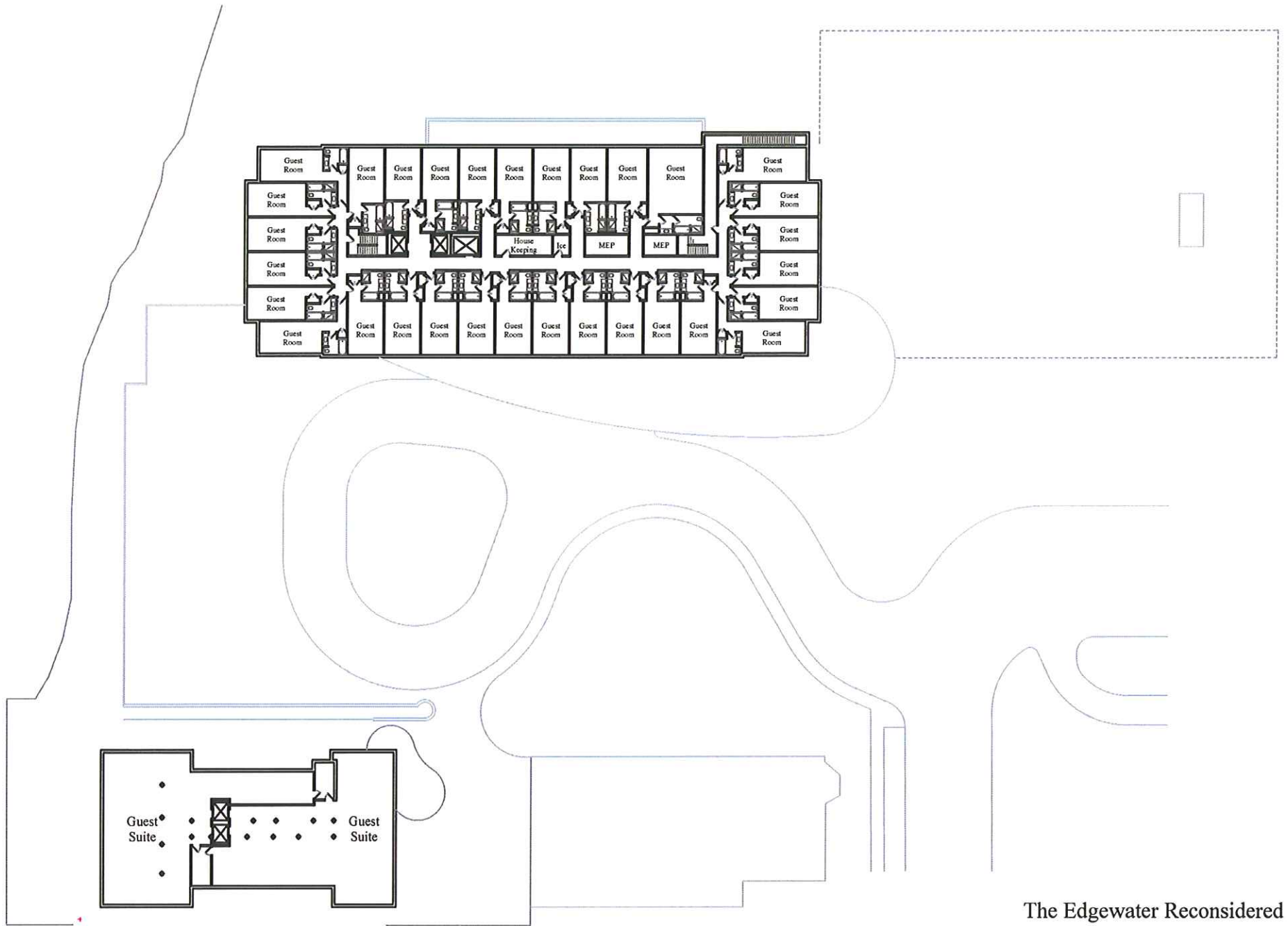


Original Edgewater in Context

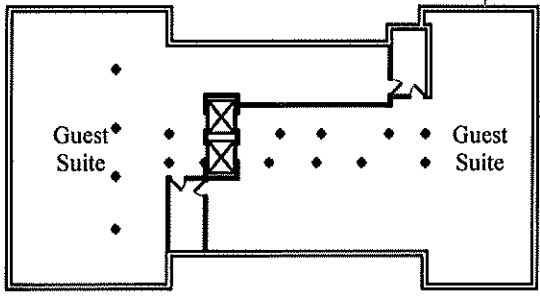
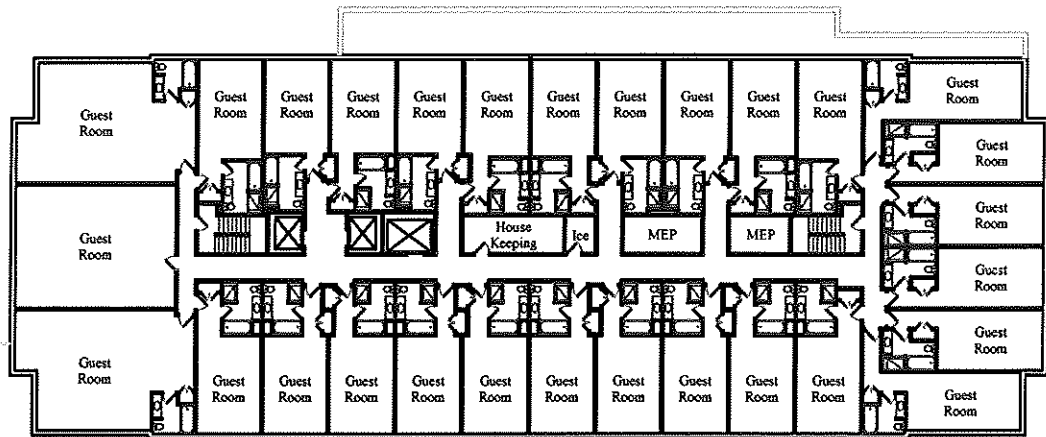




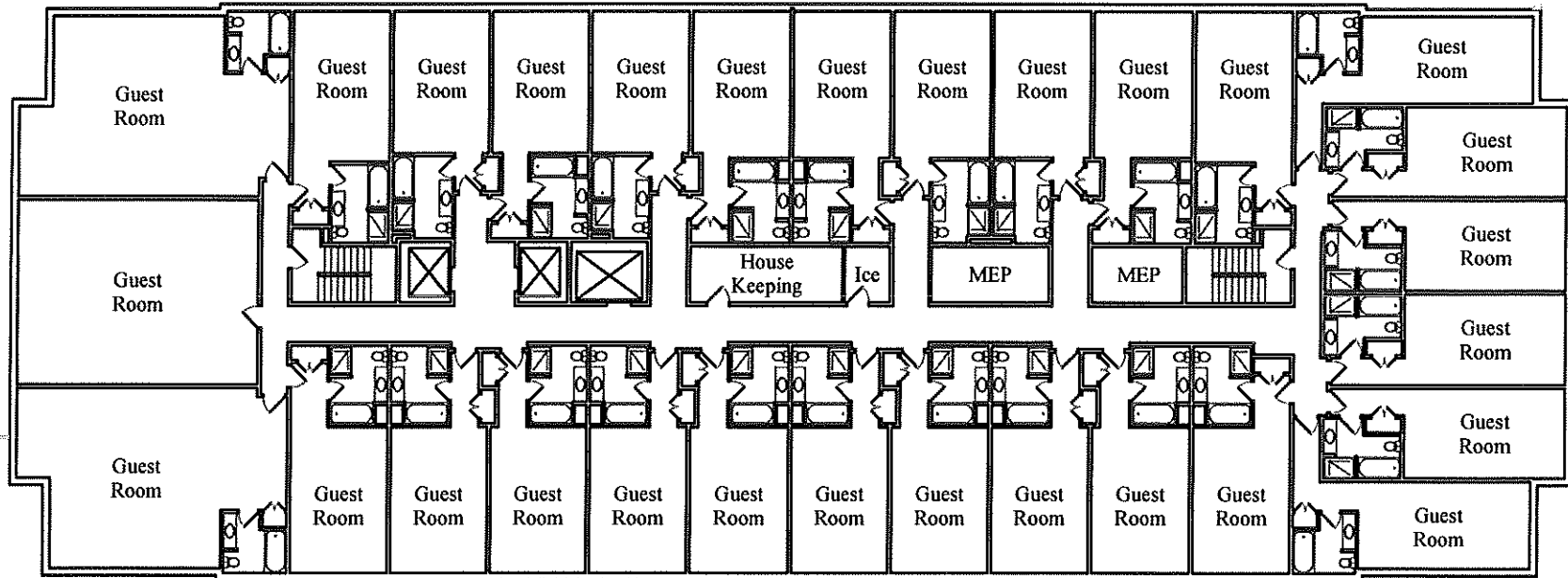
Balcony / Deck



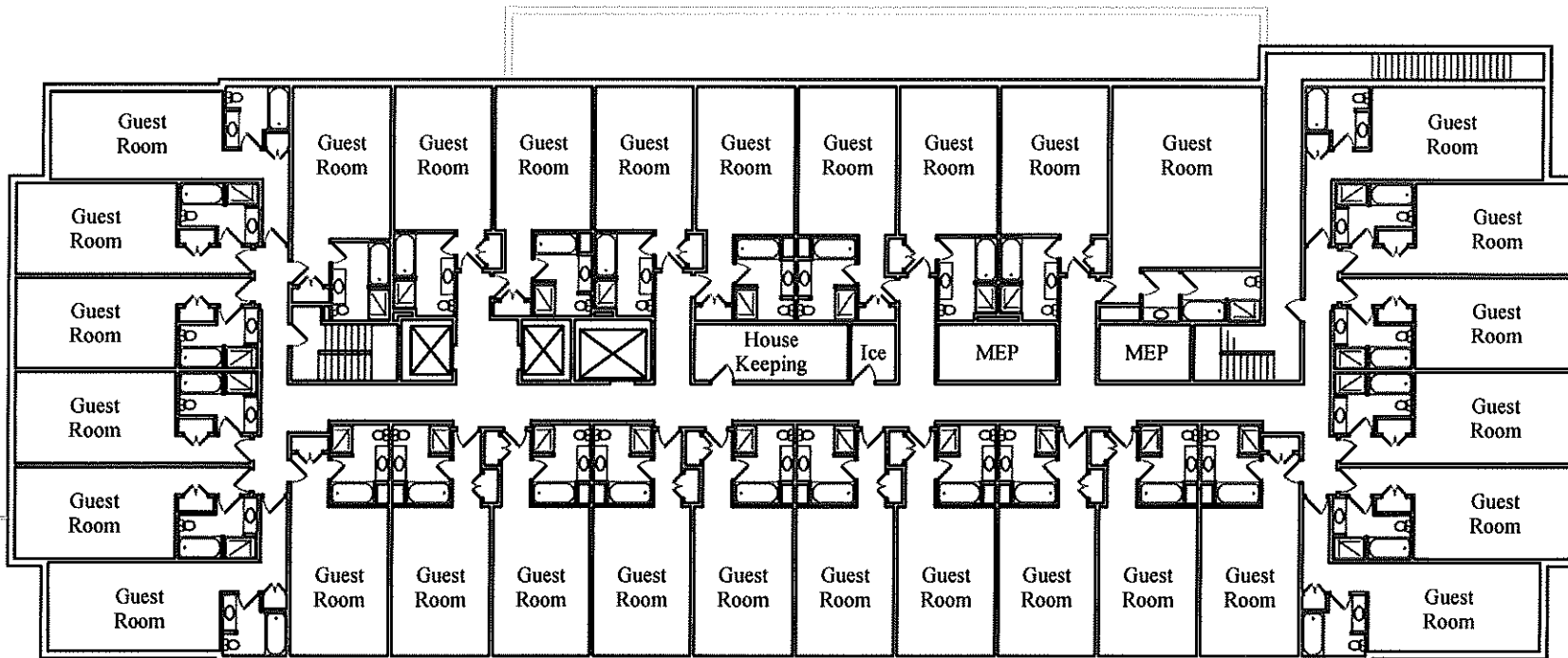
The Edgewater Reconsidered
 Floor One @ 1" = 50'
 March 18, 2010



The Edgewater Reconsidered
 Floors 2 & 3 @ 1" = 40'
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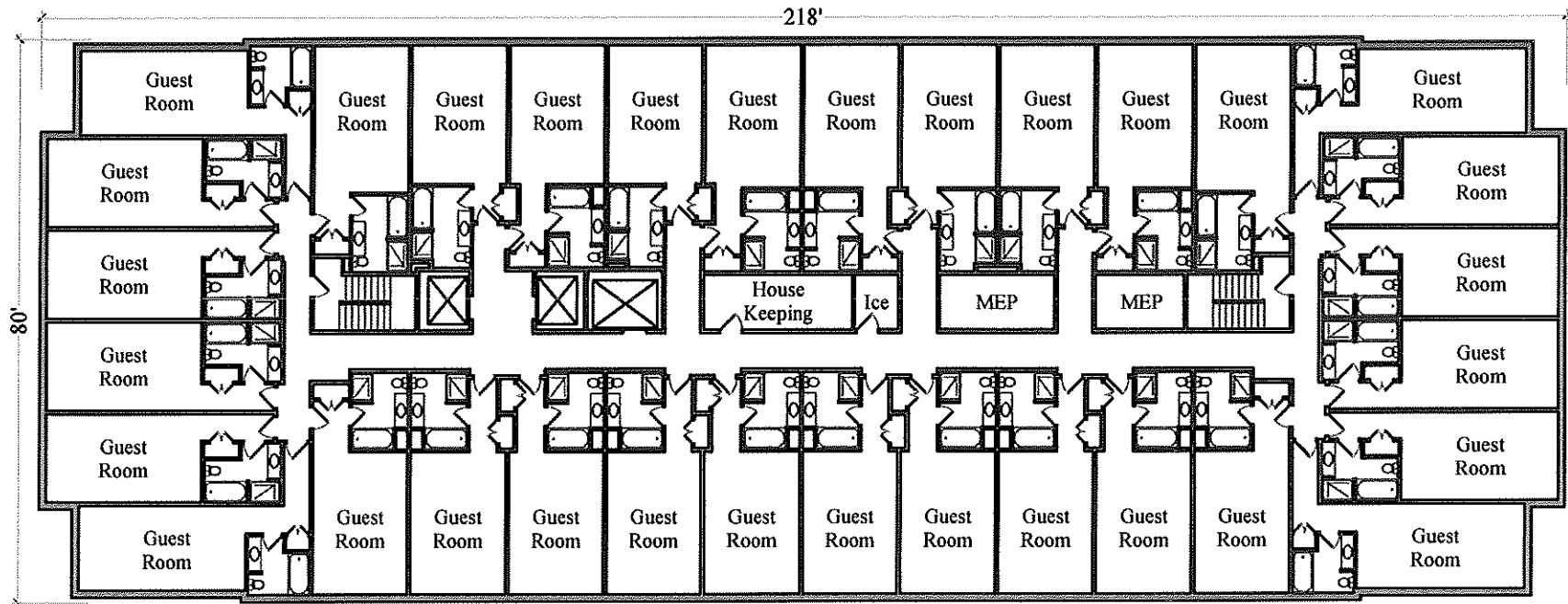


Floors Two & Three

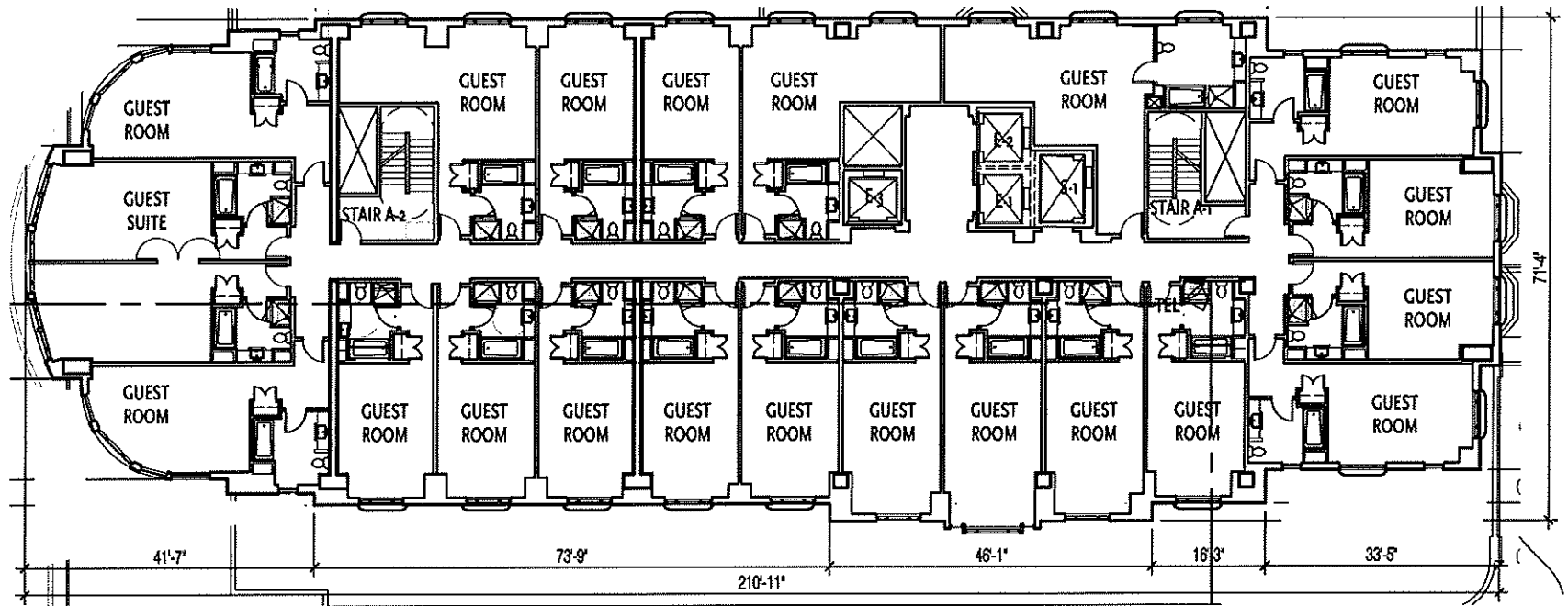


Floor One

The Edgewater Reconsidered
 New Floors 1, 2 & 3 @ 1" = 25"
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Typical Floor as Reconsidered



Typical Floor as Proposed

As Proposed 22 Keys, 13,715 GSF, 84.1% Efficient
 As Reconsidered: 32 Keys, 17,125 GSF, 86.6% Efficient (Housekeeping & Ice Missing)

The Edgewater Reconsidered
 Typical Proposed & Reconsidered Floors Compared @ 1" = 25"
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Need Versus Nice

Underlying much of the support for the Edgewater expansion are two under-examined assumptions first that lake access is of great need and value and second that the top most floor of the 1972 addition is so horrendous that there is no remedy short of demolition.

What is the value of replacing a six-foot wide stair down to five-foot wide concrete sidewalk stretching all of 150 feet above a boulder shoreline with a somewhat nicer nine-foot wide stair down to that same sidewalk?

Putting all monetary issues aside is it worth compromising visual access to the lake now enjoyed by all from the Capitol along the length of Wisconsin Avenue for this replacement stair?

Madisonians are justifiable protective of the lakeshore and to their great credit have preserved the major portion of the Lake Mendota shoreline from Shorewood to the Yahara River in the public domain. This is to be celebrated but it means that there is simply no pent up demand for additional physical access that will be met by any marginal improvement to the property the end of Wisconsin. There are fortunately too many other places to enjoy the lake. On the other hand the loss of view occasioned by the intrusion of an oversized building into the view shed would have discernable negative impact on the desirability of other properties downtown.

The 1972 addition is ungainly and if money were of no concern it would be wonderful to simply remove and try to forget it was ever there. With other pressing priorities it would be wise to consider that two things. The addition ugly as it is lies hidden for the most part by the crest of Mansion Hill. It is can not be seen even a block away in any direction and in fact is only visible from four properties on Wisconsin, three on Pinckney and one on Langdon, This is not a pressing City issue.

The recently completed expansion the Unitarian Church (Madison's most internationally renowned landmark) shows that it is possible to integrate a long low slope roofed addition with a much taller structure. Removing the tall white sign band which is the most visible and odious feature of the '72 addition and replacing it with a clean thin edge and planting a green roof in the manner of the Unitarian expansion would mitigate the baleful appearance of the current building. There are many other and better solutions but merely wanted to point out that there are acceptable solutions short of demolition.



The Six Miles of Lake Mendota Shoreline Accessible to the Madison Public