

# Edgewater Redevelopment: Controversy on the Waterfront

An Inside Analysis of the Social, Economic, and Political Effects of  
the Edgewater Redevelopment

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Geography 565

## **Abstract**

The Edgewater Hotel in Madison, Wisconsin has troubled the city and its residents since 2008 with regards to its possible redevelopment. The project was met with both praise and remorse, but ultimately has a large impact upon the city as a whole. With the city promising Tax Increment Financing (TIF) to help the developers move forward, many question the proper amount and if they should receive public assistance at all. Though the project promises economic growth for the city by way of new jobs and taxes, those opposed feel that the hotel will become a nuisance and see it as a poor public investment. Interviews with a number of the project's most important actors shed light on how the redevelopment impacts the city and its citizens.

John Nolen, Madison, Wisconsin's father of urban planning once stated, "simple recreation in the open air amid beautiful surroundings contributes to physical and moral health, to a saner happier life" (Wisconsin Historical Society, 2011). The general consensus of the citizens in Madison is that the beauty of their lakes should not be interfered with above all else. For some individuals, the proposed redevelopment of the Edgewater Hotel would restrict views of Lake Mendota. Others feel the project would enhance the view, and add access to the water for public and private recreation and entertainment. The three-year debate surrounding the Edgewater Hotel redevelopment sparks interest from all over the city, as its most pressing issues are overwhelmingly controversial in Madison. While some stress funding issues with the publicly funded Tax Increment Financing (TIF), others have expressed concerns with increased noise, lighting, parking, and traffic to the surrounding Mansion Hill neighborhood. Proponents of the project praise its expected increase in property taxes, tourism dollars, and the probability of job creation. We will explore the potential social, economic, and political impacts of the

Edgewater Hotel redevelopment project on the surrounding community, and the city of Madison as a whole.

The Edgewater Hotel is a majority share, family-owned business dating back to the 1940s. Located at 666 Wisconsin Avenue in the heart of Madison, Wisconsin, the hotel resides only blocks away from the Wisconsin State Capitol building and the University of Wisconsin-Madison. It sits on the shore of Lake Mendota, a prime source of entertainment, recreation, and pride for Madisonians. In the 1970s, the hotel expanded, building further east next to the original tower. This housed a dining room, bar, additional hotel rooms, and conference areas. By the standards of today, the 1970s addition is less than aesthetically pleasing and hampers the view of the Lake. The Hammes Company was recently employed to redevelop the hotel by renovating the original tower, replacing the 70s addition with a publicly accessible lakefront terrace, and constructing a new tower with additional hotel space and condominiums (see Figure 1). The Hammes Company's claim for state financial assistance outraged some individuals. To gain a better understanding of the potential impact this would have on the city, we interviewed individuals directly involved in the process. Dave Cieslewicz was the mayor of Madison when the project was initially proposed, but in the 2010 mayoral election, Cieslewicz lost to Paul Soglin. Eugene Devitt and Fred and Mary Mohs are all property owners and residents of the Mansion Hill neighborhood. They have also filed a lawsuit against the city of Madison concerning the redevelopment and have participated in many public forums to express their opinions. Amy Supple is the project manager for the redevelopment and an employee of the Hammes Company who has been working on the project throughout its entirety. In addition, we spoke with a Mansion Hill Inn employee, and a manager at the Edgewater Hotel.



Figure 1. Source: Hammes Company. 11.15.2011.

### **Prior Research**

Before gathering primary data, we familiarized ourselves with similar urban issues. Critical analyses of scholarly and newspaper articles alike would reveal to us what we were about to partake in and also point us in a direction on how to gather our own data. Pursuing secondary data helped relieve some time constraint issues with our project because we were able to analyze what certain professionals have done, and attempt to integrate their strategies into our own research. We found secondary data important because “the professional systems of collection, assembly, storage, and retrieval that constitute secondary data confer a legitimacy that is widely recognized and works to empower secondary data, make it rhetorically convincing and allow it to convince in ways other datasets cannot” (Pavlovskaya and St. Martin, 2010).

In “Go Badgers, Fight Urban Sprawl” (Knack, 1997), the author’s personal opinion about city developments is embedded throughout the text and axiomatic title. From an objective standpoint, the writing is unbalanced and biased, though one can understand why a person with an urban planning background places urban sprawl in a negative light. A John Nolen (1) quotation entices the reader to view Madison as a utopia “filled with nice new neotraditional developments”, and compared to the likes of Portland, Oregon; (4). The main complaint from the author is that more transportation funding goes toward roads, spurring suburban development contrary to that of buses and/or trains, which would help connect the people within the city. It is not expressly stated that the downtown area could maintain a new high-rise hotel condo combination, but it is certainly implied that the downtown, in general, has room for growth that would benefit the city economically.

According to Stamps et al (2005) urban skylines are an important part of people’s perception of a city. Their research shows that as an individual building’s variance and complexity increase, people tend to find the skyline more appealing and their impressions of it tend to be more positive (Stamps et al, 2005). With the completion of the Edgewater hotel, this would presumably be the case, as it is located off of the Capitol Square. Within the redevelopment, there are three distinguishable height levels, including two towers on either side of the flatter public space.

There are a few complications with Stamps et al.’s study. For one, only the opinions of college students with very low mean age and a small standard deviation are considered. These are not typically the type of people of who make up the populations of inner cities. The opinions of inner city inhabitants should have been obtained, as they are the ones who are forced to look at the skyline every day; although it is understandably more difficult to get a person to participate

in a taking a questionnaire at random. Similarly, it would have been appropriate to survey people from rural areas, as they are visitors to cities and are oftentimes struck with awe by the size of buildings.

The inhabitants of the Mansion Hill Historical district would see the new Edgewater daily, as it is closest to their neighborhood; thus, they are the individuals have expressed the most concern with respect to the project. The residents have specific codes of conduct that people in the neighborhood are expected to follow to maintain the area's prestige. The main issues stem from concerns with overcrowding, excessive lighting, and an increase in noise level; for the most part, neighbors are currently respectful of each other in these matters. The expanded hotel would guarantee more traffic and parking issues in an already congested area, as well as cause more streetlight pollution into houses used to dim, downward facing streetlamps (TIF Review Board, 2010).

One individual expressed their concern with parking by noting the number of available public parking spaces along the street. This catches the uninformed person's attention and leads them to believe the developers are under prepared. However, he fails to mention that in the plan there will be 212 new underground parking spots available (Madison Common Council, 2010). While one could attribute this misinformation to a lack of research, it is more likely a means by which the individual can create a persuasive argument. Proponents of the redevelopment have a strong case to counter the powerful lobbying efforts of the projects dissenters.

The editorial, "Get the facts on Edgewater funding" (2011) all but declares the city and inhabitants foolish if they proceed in skimming down (\$16 to \$3.3 million) the TIF amount granted to developers. The author is adamant in their stance that the city would ultimately benefit from a "higher tax base" generated by the building and its guests (Wisconsin State Journal,

2011). Another issue individuals have taken with the Edgewater is the TIF would take away funds from public schools during the fiscal year. The article brushes that assertion aside with a simple paragraph claiming, “school finances are held harmless” (2011).

In another piece of editorial, the writer brings to mind images of horror films to represent the “nightmare” that has been the Edgewater project (Doherty, 2011). They are clearly annoyed with the fact that the project was once approved, had to clear a handful of political hurdles, and is now facing more pressure than ever. One Alderman was quoted saying the upcoming meeting was “going to be a big waste of time” (2011). Doherty comes off as an individual against the new Edgewater, taking sides by making Bob Dunn, the developer, look like the 'bad guy.' Doherty says Dunn doesn't call back, but when he did call he supposedly lied or pretended to be ignorant of information. One reading this article feels the annoyance with the struggle city workers are put through, and is led to believe the \$16 million TIF package would be a waste.

“In commercial real estate development, zoning pits the individualism of American capitalism against deeply rooted notions of communal public good” (Gerber, 2006). The article “‘No-Law’ Urban Height Restrictions: A Philadelphia Story”, by Benjamin Gerber, is immensely pertinent to the height restrictions and zoning ordinances present in the Edgewater Redevelopment controversy. The main issues with the Edgewater Redevelopment Project have changed over time, but primarily refer to the height and sheer mass of the building as well as its location near the Lake Mendota shoreline. Madison currently has a height restriction limit of 187.2 feet for any building located within a mile of the Wisconsin State Capitol (Gerber, 2006). The Mansion Hill neighborhood (located entirely within a mile of the Capitol) has its own respective height restriction limit of 50 feet (Stevens, 2009). In Philadelphia, a “gentlemen’s agreement” exists, in which no building would rise above the hat worn by the statue of William

Penn atop City Hall- 511 feet in the sky (Gerber, 2006). This unofficial ‘rule’ existed for over a century until people became concerned with Philadelphia’s ability to compete with other major cities where height restrictions did not interfere with economic growth. By 1985 the city of Philadelphia approved a 960 foot tower that, when completed in 1987, completely eclipsed William Penn (Gerber, 2006).

Gerber is a very fluid writer and his arguments and supporting facts are easily read and understood. One gets the impression that the author understands the need for a large American city like Philadelphia to rid itself of a height restriction agreement, but sees this as a degradation “of architectural symbolism and aesthetic presence of a central or significant structure” (Gerber, 2006). Gerber recognizes the significance for cities to preserve monuments of identity through zoning laws and height restrictions so they can generate a sense of place, a sense of “communal public good” and cites Paris, Madison, St. Louis and Washington DC as examples. He praises these cities for their height restriction laws and their heightened sense of community and aesthetic beauty (Gerber, 2006).

Several developers and city officials have had issues with Madison’s height restriction laws in the downtown area, and stress the possibility that it hampers downtown Madison’s economic potential and job growth. In fact, the Hammes Company has presented the city with three different designs for the new Edgewater because the previous two violated Madison’s height restriction laws (Gath, 2009; Brand, 2010). The hesitation throughout the past three years by city leaders and alders to accept the Edgewater Project has resulted in lost tax revenue for the city, lost capital investment, lost time, and lost jobs. However, many city residents fear that if The Edgewater Redevelopment project is able to surpass the city height restrictions, there would

be a construction boom of other buildings of that size and the city's aesthetic quality and character would be lost. This truly is a clash of American capitalism and communal public good.

Many of the articles about the Edgewater Redevelopment Project are from newspapers, most notably *The Daily Cardinal*, *The Capital Times* and *The Wisconsin State Journal*. The articles are split fairly evenly concerning opinions on the redevelopment project. It's interesting to note though that many of the articles writing in favor of the Edgewater Project fail to mention Madison's falling hotel demand. The demand fell 0.4 percent from 2004 to 2009 and occupancy rates stood at 55.9 percent as of 2010, an increase from 52.8 percent in 2009 (Ivey, 2010). An occupancy rate in the low 60s is considered strong and an occupancy rate in the low 70s is when a market is considered ready for additional rooms (Ivey, 2010). This 'low-70s' benchmark is a full fifteen percent higher than where occupancy rates in Madison stood as of 2010. Articles that approve of the Edgewater Redevelopment Project talk about the increased tax revenue, creation of jobs, and money that the project will bring to Madison, but fail to mention the lack of any real need (since occupancy rates are at an average level) for a new hotel in the downtown Madison area.

The rhetoric present in Madison newspaper articles also changed from 2010 to 2011 as the project was finally approved in 2010 and the city promised the company \$16 million in TIF money to help finance the project. However, in 2011, Madison narrowly voted in a new mayor, one who was skeptical about the benefits of the Edgewater Project. The new mayor, Paul Soglin, greatly reduced the \$16 million in TIF funding to just \$3.3 million, a level the Hammes Company says it just cannot do (Mosiman, 2011).

One of the main issues surrounding the Edgewater debate is the means by which it is funded. Many people, Mayor Paul Soglin included, feel that funding the renovation with TIF

money is a poor investment due to the state's current financial standing. Mayor Soglin proposed a \$3.3 million TIF loan in this year's budget—a major drop from the previous proposal of \$16 million. This cut in funding would further delay the project (Channel 3000, 2011). Ten of the 20 council members currently back the \$16 million proposal. The Hammes Company claims that the larger TIF loan is necessary to complete the project (Mosiman, 2011). Both articles pose the financial cut as one of the main struggles for the Edgewater renovation. The authors feel that TIF dollars are a beneficial investment for the city, as the new development “will deliver jobs, property tax revenues, public access to Lake Mendota and prove the city keeps its word” (Mosiman, 2011). These articles also suggest that the proposed TIF would have little to no financial impact on the taxpayer, making it a ‘win-win’ situation. In a Missouri case study, researchers Susan Mason and Kenneth P. Thomas found that TIF adoption patterns created an imbalance between neighboring municipalities. Poverty-stricken areas were less likely to adopt TIF, while neighboring municipalities with varying degrees of income benefited from the adoption of TIF in their areas. This increases the gap between the ‘rich’ and the ‘poor’, making it not only more evident, but also more severe (Mason, 2010).

The other major concern is the renovation's effect on Madison's landscape. Many see the State Street area of Madison as a representation of the city as a whole—Madison's trademark. Significant changes to this area are almost always met with some degree of difficulty, as locals do not want the façade of their fair city changed too drastically. “At a well-attended neighborhood meeting, critics questioned the removal and reconstruction of historic facades on State Street, [and] the demolition of a designated landmark on West Mifflin Street...” (Mosiman, 2011).

## **Primary Data Methods**

To properly gather information about the Edgewater, we decided on a few tactics. Based on our financial and time constraints, we realized we were only going to be able to sit down and discuss this with a few players, and we were going to have to make the most of what they were willing to give us. General surveying of the public was not going to convey much. Public opinion is important and interesting, but as undergraduate students we were not in the position to go about distributing surveys to get enough feedback to represent the entire city. A glimpse into what the campus thought about the redevelopment would have been plausible, but would have not revealed much. Many students are not from Madison, and therefore would be ill-informed and/or simply not care.

We thought meandering through the State Historical Societies records would bring to light information on the history of the Edgewater Hotel. As previously stated, the population of Madison was much too large, so a proper “sampling” was necessary (Jensen and Shumway, 2010). Based on newspaper articles and past Common Council meetings, we decided former Mayor Dave Cieslewicz, current Mayor Paul Soglin, Edgewater employees, Madison Aldermen, Robert Dunn or any Hammes Company representative, local business owners, and Mansion Hill residents would grant us with the most pertinent information. Through many phone calls, emails, a bit of luck, and even Facebook messages, we were able to meet with a few of these important individuals. We drew up interview questions for all of these people (see Appendix A), but for the most part they flowed like a conversation, and pulling a question off of our sheets would have disrupted the natural dialogue.

## **For Redevelopment**

- **Dave Cieslewicz**

During our meeting with former mayor Dave Cieslewicz, he expressed avid support for the Edgewater redevelopment project. He stressed the economic importance of the Edgewater redevelopment by noting the number of jobs it would create as well as the increased revenue in taxes it would generate. The global recession reversed the city's growth in general property values and he thought the Edgewater Redevelopment would increase property values around the Mansion Hill Neighborhood. Cieslewicz also wished to send a message to the regional and national business community that Madison is 'open for business' and strives to attract companies, jobs and commerce. Cieslewicz stated that he was very fond of the project and thought of it as a way to reinvest, refurbish, and renovate an iconic Madison property. Cieslewicz said he recognizes the importance of the Edgewater Hotel as a cultural and historical Madison landmark but says the hotel and area could offer so much more to visitors and Madison than it does today. Cieslewicz sees the Edgewater Redevelopment primarily as an investment in the Mansion Hill Neighborhood. He said that it would create a new focus for the neighborhood itself, and the city as a whole, by attracting business and investment to an area that hasn't seen much change in the past thirty years. The neighborhood can still remain a historic district, as it has been since 1976, but can become a more integrated part of downtown Madison and take advantage of its prime location on the isthmus of Madison.

In respect to the TIF (Tax Incremental Financing) aspect of the Edgewater Redevelopment Project, Dave Cieslewicz implemented the \$16 million needed by the Hammes Company to construct the project. TIF funding is a loan from a municipality to a project

developer that lacks funding for a program that, without financial help from the municipality, could not be realized. The loan is repaid over a period of time using revenue created by the development. The maximum level of TIF that can be allotted to each project is set at 50% of the expected tax revenue created by the completed project, deemed the “50 Percent Rule.” The \$16 million in question for the Edgewater redevelopment is more than five times (270%) of the fifty percent allotted in the TIF rules and regulations. While Cieslewicz and the Common Council were aware of the rule, they thought the economic, civic and social benefits far outweighed following the guideline. In 2011, under the new leadership of Mayor Soglin, the \$16 million in TIF was reduced to \$3.3 million—a level that adheres to the 50% rule.

TIF has previously been used for other large-scale projects in Madison like Block 89 and the Hilton Hotel. In fact, the TIF levels for Block 89 and the Hilton Hotel were much higher than the level proposed by the Hammes Company for the Edgewater project. The TIF dollars invested by the city for Block 89 and the Hilton Hotel when they were constructed in the late 1990s were over \$27 million and \$12 million respectively. These invested levels, adjusted to 2011 dollars, are \$38 million and \$18 million respectively, both higher than the \$16 million needed for the Edgewater. These two projects didn’t break the 50% ceiling of the amount of TIF allotted, but took TIF dollars from other districts in the city. Block 89 used the TIF from its own district, District 25, as well as the “donor districts” 15, 6, and 14. The Hilton Hotel also used TIF from District 25 and the donor districts 6 and 14. The repayment periods for these TIFs were both set at 23 years, while the Edgewater was set at only nine. We asked Cieslewicz if he thought the Edgewater would be able to pay the loan back in the allotted time, and he replied that he thought it was unlikely but there were many public benefits to the Edgewater Redvelopment. The only public benefit gained from Block 89 and the Hilton Hotel is an increase in the number of public

parking spots downtown. The Edgewater Redevelopment offers a new major public terrace and public access to the lake as well as public amenities like an ice rink.

- **Amy Supple**

We met with Amy Supple, the project manager of Hammes Company for the project, at her eighth story office overlooking the State Capitol for an in-depth discussion on the Edgewater. She was able to show us multiple visuals of the redevelopment as well as pamphlets addressing the economics of the project. Supple sees the Edgewater as a tremendous asset to the city of Madison, and a major focal point for the downtown area. She sees the renovation and redevelopment of the Edgewater as a completion of the ‘Nolen Plan of Madison’ and a complement to the Monona Terrace. The Hammes Company sees the Edgewater as an opportunity to create a public space overlooking Lake Mendota with amenities similar to those of the Memorial Union Terrace, but is seen more as a “Union for Adults”. Supple stresses the fact that she and her company have compromised significantly and completely changed their design three separate times in order to please the residents and city officials. It seemed as if every time Hammes Company changed the design to fix an issue, they were presented with another. Although this has cost a large amount of money and time, Supple and her colleagues believe the project did improve through these compromises and that the current design is the best yet.

- **Robert Dunn**

Robert Dunn, President of Hammes Company, clearly vocalized his opinion at the Common Council meeting on November 15th stating, “the project wasn’t done under a veil of secrecy—every issue has been resolved and discussed in great detail.” In May 2010, Dunn and Hammes Company were given a list of 75 issues to address. Dunn said that they had fixed 73 of

the 75 issues and the remaining two were concerned with paperwork during the finalization process, and would be completed before construction. He declared that the project would not happen if the city did not go through on its promise of \$16 million in TIF. At the Common Council meeting, Dunn seemed very agitated and annoyed by the fact that he was arguing his position yet again. He and his company did everything they possibly could to please city officials and residents.

- **Steve Keip**

In an interview with Steve Keip, the Edgewater's Catering Manager for the past 23 years, he stated that the majority of the Edgewater employees want the redevelopment to come to fruition. He feels that the Edgewater is, at 107 rooms, a bit small for its needs. He also feels that the downtown area is missing a middle-range (250-300 room) hotel. He mentioned how the post-redevelopment Edgewater would benefit from being 'the new kid in town' meaning that more people would flock to the hotel just because it's something new and different in the area.

The controversy surrounding the development has been so strong that Keip mentioned receiving calls from future patrons, startled that the hotel was still up and running. Keip also addressed the opposition from the Mohs, stating that they were over reacting. He said that there would be strictly defined terms of use, such as a limited number of guests. He also stated that the concerns about noise were nonsense, considering the Edgewater holds outdoor events now and there have not been any complaints. He stressed that outdoor events were more likely to consist of pre-dinner cocktails for receptions than loud bands. Keip noted that there are currently 125 parking stalls, and the new project would bring the total to two or three hundred. Nearby residents would also have access to parking.

- **Mansion Hill Inn**

While soliciting the Mansion Hill neighborhood, we encountered the Mansion Hill Inn, a small boutique-style hotel. When approaching the door, an employee, Lucy Winonski, greeted us and invited us to sit in the waiting room where she would entertain our inquiries. She told us the same family that started Trek bicycles in Wisconsin owned the hotel. With very few rooms and plenty of luxurious amenities, including a guest only bar and dining area, the Mansion Hill Inn is one-of-a-kind. She said they favored the Edgewater redevelopment because their business does not serve the same type of customers as the Edgewater; in fact, they often refer patrons to the Edgewater when they are fully booked. She also thought it would be advantageous to the neighborhood as a whole, as it would update and enhance the aesthetic potential of the area. We were surprised to find a similar business in favor of the redevelopment that sits so close to the Edgewater itself.

- **Common Council**

An analysis of the interviews and data collected presents many recurring themes and arguments in support of the Edgewater Redevelopment Project. The argument brought up most frequently was the economic benefits the Edgewater Project would bring to Madison. At the Common Council meeting on November 15, 2011 many local business leaders and business owners expressed their support for the Edgewater Project. Jim Imhoff, the President of Wisconsin real estate corporation First Weber Group Realty, said the city has lagged behind commercial development and that Madison has to broaden its tax base with the Edgewater Redevelopment to alleviate taxes. Imhoff stated the Edgewater Project would increase tax

revenue for the city, which would allow the city to decrease tax levels on homeowners and other businesses. Jennifer Alexandra, head of the Greater Madison Chamber of Commerce also strongly supported the Edgewater because it would repay the TIF money back to the city in less than ten years and create increased tax revenue that the city desperately needs. Susan Schmitz, on the board of directors of DMI (Downtown Madison Inc.), spoke about the hundreds of construction, short-term and long-term jobs the Edgewater Redevelopment would bring to the city of Madison. Schmitz said during a time of recession and low job growth, Madison should be doing everything it can to attract, create and maintain jobs. She concluded by saying she looked forward to the Edgewater groundbreaking in 2012.

Another economic benefit voiced by supporters of the Edgewater Redevelopment is that the project would create additional investment in Mansion Hill and increase economic drive in the downtown area and city as a whole. This is called a “catalytic effect” and Project Manager Amy Supple as well as Hammes Company believe the Edgewater will have this effect on the city of Madison. According to Hammes Company, the city of Madison could expect a return of over \$32 million after only ten years of investing the TIF amount of \$16 million, a return over twice the invested amount. After 27 years, the city could expect a return of almost \$125 million and after 40 years a return of over \$210 million. Hammes Company expects \$100 to \$150 million of additional development in the district in addition to the revenue from the Edgewater. These figures come from estimated tax revenues after the Edgewater Redevelopment and the estimated tax revenues from the additional development generated by the redevelopment project. Supple stressed the fact that even if these figures were cut by a third, the numbers are still very impressive (see Figure 2).

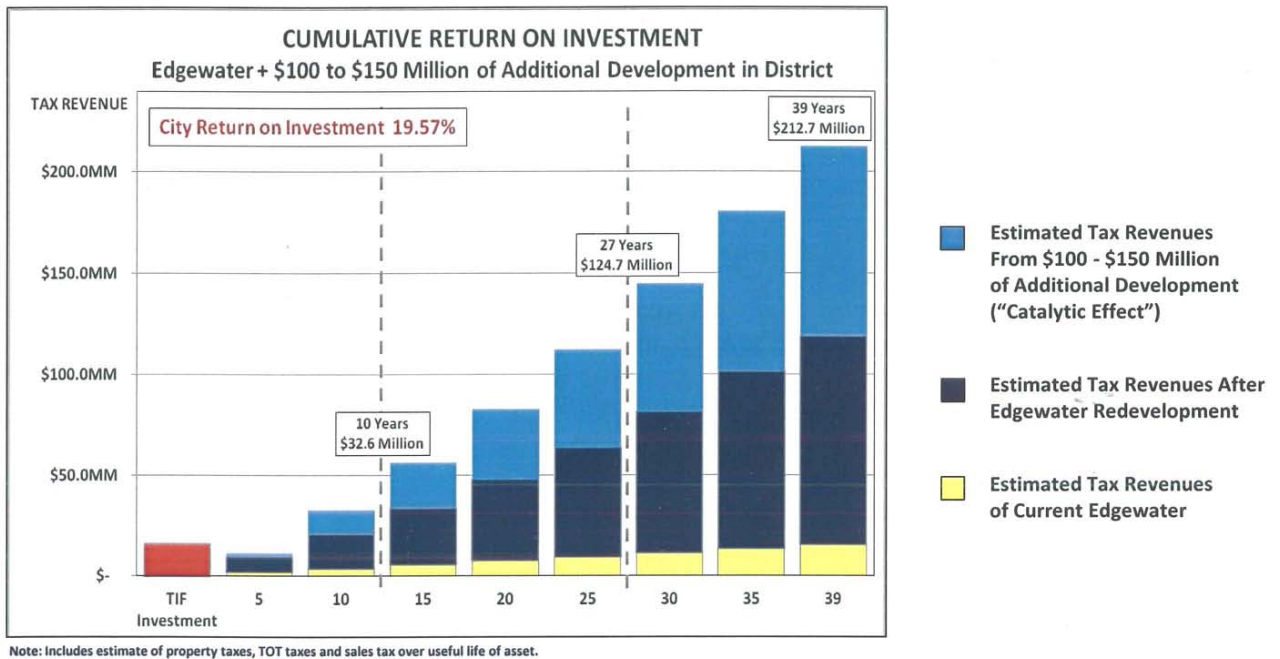


Figure 2. Source: Hammes Company. 11.15.2011.

Bill Hayd, chair member of the Greater Madison Convention and Business Bureau, also voiced his support for the Edgewater at the Common Council meeting because the project would generate additional economic development through increased tourism. He cited an independent research study called “Destination 2020” which examined the most important things Madison needs to complete by 2020 to remain economically competitive. The most imperative things found were the need for enhanced downtown lodging and increased access to Madison’s lakes. Hayd stated that the Edgewater Project addressed and fixed both of these concerns and would become a crucial focal point in downtown Madison. Jim Imhoff, President of First Weber, voiced his opinion that “development begets investment”, and cited the Monona Terrace as his primary example of it’s catalytic effect. Imhoff stated that the Monona Terrace went through the same deliberations as the Edgewater currently is, but was finally decided upon, constructed, and now many new towers and buildings have been constructed around it. Madisonians are now very

proud of the Monona Terrace and surrounding area, and Imhoff believes we will be very proud in ten years if the Edgewater Redevelopment goes through.

Another frequent argument in support of the Edgewater Redevelopment is the social and communal benefits the project would bring to Madison. Gary Peterson, a member of the American Planning Association, spoke at the city Common Council meeting stressing the importance of the Edgewater Redevelopment as a great benefit to Madison due to its public terrace and views of the lake where people can congregate. Peterson believed the building is a visionary project and one we would be proud to pass onto future generations for their enjoyment and use. Bob Dunn, President of Hammes Company, compared the public terrace of the redevelopment project to the Monona Terrace and said they would function similarly and complement each other. The public terrace would be a place for weddings, business and company events, and ice skating during the winter (see Figure 3). Dunn stated that the terrace was meant for both the Edgewater Hotel and the residents of the city of Madison to come together and enjoy themselves. Mansion Hill resident Maureen Mulroy spoke about the public terrace as a welcome investment and asset for the city of Madison. Mulroy stated the fact that the terrace will be open to the public more than 300 days a year and will be a huge improvement in lake access.



Figure 3. Source: Hammes Company. 11.15.2011.

**Against Redevelopment**

- **Fred and Mary Mohs**

Fred and Mary Mohs are a well-known, wealthy couple living in a beautifully restored historic mansion located on Wisconsin Avenue in downtown Madison. Their home lies just a few blocks from the Edgewater Hotel (see Figure 4). Although never officially involved in political office, the Mohs’ have never been shy in professing their opinions. Our group happened upon this couple by chance during our solicitation of the Mansion Hill neighborhood. After meeting at the Edgewater, we walked down Wisconsin Avenue in the direction of the Capitol;



Figure 4. Mohs' house far left, Edgewater Hotel far right. Source: Nick Johnson. 12.8.2011

we noticed a striking house and decided to knock at the door. A respectable looking woman answered, and we began to ask her opinions on the Edgewater. Slightly taken aback, the woman declared her opposition to the project stating, “We are passionate about [preventing the Edgewater redevelopment] and we won’t go down without a fight.” Our mystery woman invited us to return to her house when her husband arrived to further discuss the issue. Before we left, the woman finally identified herself as Mary Mohs. Upon our return to the Mohs residence, we found Mary at the door to greet us. After entering her home, Mary requested that we write our names and contact information on a sheet of paper, as the couple were concerned that we were secretly working for the opposition. This seemed to put her at ease, as they had spent a lot of time, money and energy opposing the redevelopment, including a lawsuit against the city. We could tell that she did not want to reveal information to random strangers that could be a

potential threat. The majority of our interview was with Mary as her husband Fred was in a meeting with a group of others in opposition to the project likely preparing for the Common Council meeting the following Tuesday regarding the 2012 city budget. The November 15th Common Council meeting would determine the amount of TIF the Edgewater project would receive.

Mary Mohs was the Chairman Head of the Historic Preservation Society in Madison for over 20 years and, along with her husband, restored a historic mansion and have worked to maintain Mansion Hill's historic status for years. She informed us that a hotel is the biggest intrusion that a neighborhood could endure as they cause a steady stream of traffic and that the Edgewater in particular would not have enough parking to accommodate its patrons. Mary also emphasized that the new tower proposed for the Edgewater was not only too large for the lot that was purchased for the project, but the area in which it was being suggested is zoned for residential buildings only. Another of Mary's concerns was the amount of TIF that would be given to the Edgewater Redevelopment; she professed that the project was "not worthy of that type of tax money." Mary said that Edgewater is and has always been family owned and that they should pay for any redevelopment out of their own pocket without the aid of TIF. In her opinion, the Edgewater requesting TIF is like her asking for a handout because a property of hers might need a new roof. Also, TIF is meant for restoration, which is only part of the Edgewater project. The majority of the project would be spent on the new tower. Mary was very opinionated on the politics surrounding the Edgewater. She seemed to have quite a distaste for Edgewater supporters Dave Cieslewicz, Mansion Hill's District 2 Alderman Bridget Maniaci as well as the developer Robert Dunn. Mary claimed that Maniaci was young and gullible and could be easily convinced about the benefits of the Edgewater project with the promise of jobs. Her opinions of

Cieslewicz were similarly negative. She declared that Cieslewicz only wanted to build the Edgewater as a lasting monument to himself like the Monona Terrace is regarded to Mayor Paul Soglin. Although not a Soglin supporter, Mary convinced her friends to vote for him because she felt that he was honest and he was against the \$16 million in TIF for the Edgewater. Mary is convinced that it was the republicans that swung the vote by 400 in Soglin's favor.

Fred Mohs is a local lawyer that has been living in the Mansion Hill neighborhood since 1961. Although our meeting with Fred was brief, it was quite clear how passionate he was about preventing the Edgewater project from proceeding. He noted that Mansion Hill was a historic district modeled after a New York ordinance; people were proud of this because it helped preserve historic mansions in the neighborhood. Prior to the district's historical status, the city sometimes tore down these historic buildings, such as Vilas Mansion. Historic Districts are preserved with strict rules and Fred asserted that Cieslewicz "shattered a dozen city (and historic) policies" to get his way. Fred stated that Cieslewicz pretty much promised the developer that he could have whatever he wanted with complete disregard for regulations. These actions forced the Mansion Hill residents to lose trust in the word of the former mayor as well as the developer. This argument seemed far more convincing than the statement that he made at Common Council Meeting on November 15, 2011. In his allotted five minutes of public address, Fred spoke in a monotone voice about a two inch cavity that was supposed to be built into the walls of the structure to lessen the weight of the building on the softer soil near the lake. Fred stated that this cavity had a projected cost of \$1.6 million and was included in the cost of the building but would never actually be completed that and employees were threatened to keep quiet about the controversy.

- **Eugene Devitt**

During the time between our initial visit with Mary Mohs and our final visit with her and Fred Mohs, our group continued walking around the Mansion Hill neighborhood. We eventually passed another Victorian mansion on East Gilman Street that compelled us to stop, but inside there were many apartments and thought we would search elsewhere. Heading back to the Mohs' residence we passed the same mansion, only this time there was a recognizable figure walking up to the door. This person happened to be Eugene 'Gene' Devitt, the Chair of the Mansion Hill Historic District and a close personal friend of Mohs. In fact, Devitt and Mohs jointly sued the city regarding the Edgewater redevelopment. Devitt was more than enthusiastic to give us his view on the Edgewater project and the negative effects he feels would ensue. A big problem that Devitt saw with the project was the sheer mass of the new tower. The mass of the buildings in historical districts is supposed to be comparable to other buildings in the area. The redeveloped Edgewater would be the biggest building in the area, which is currently the National Guardian Life building, built before the Mansion Hill District was voted a historic neighborhood in 1976. Before the neighborhood was declared historic, two mansions and many other historic houses were destroyed to build new apartment complexes. Since the neighborhood became historic, the residents, including Devitt and Mohs, have saved over 26 buildings. Devitt also noted that the new tower would block the view corridor to the Capitol. The tower height would also cast large shadows over the neighborhood, blocking the quaint charm of the neighborhood. To prove the effect of shadowing, Devitt and Mohs built a scale model of the downtown costing \$15,000. Lack of parking and increased traffic was a major concern of Mr. Devitt. He informed us that if the dining room of the ballroom in the Edgewater was full, that would already fill the provided parking and continue to spill out onto the streets where there currently exists an extreme lack of

available parking. The nearest parking garage is located on the Madison Area Technical College campus, which is a significant walk. Devitt asked us to stand on the corner of a street and just listen to the noise of the cars going by. Proposed concerts, weddings and conventions would be planned as often as possible creating exponentially more clamors. The noise pollution would greatly be increased in the area and would disturb the sleepy, quaint community located on the isthmus .

The proposed \$16 million in TIF angered Devitt. He stated that this is the highest TIF that any project has ever proposed in Madison to date and the TIF came from a district other than the Mansion Hill district. There was a concern that the TIF would not be profitable enough as it does not generate property taxes in the same manner as other buildings. Tax from hotels is generated as rooms are rented, so if no one is renting the rooms, than no money can be paid back to the city. Devitt noted that the Edgewater “is fine as it is” and that the proposed TIF should go to the blighted East Washington area since it is a major gateway into the city and could use some aid. An example of how TIF could be used productively, given by Devitt, was the evolution of the Barrymore Theatre from an X-rated theatre to a performing arts theatre. Although, the Barrymore was not a TIF project, it helped to iterate the point Devitt was trying to make. As we began to part ways, Devitt was very excited to walk us around the neighborhood and show us the scale model he helped create on a future date. He gave us a card to reach him and took down our information in case he did not hear from our group, but we called and left him a voicemail and unfortunately have not heard back from him since. It was also surprising to find Devitt absent from the Common Council meeting.

- **Common Council**

An analysis of the interviews and data collected results in many returning themes and arguments in opposition of the Edgewater Redevelopment Project. The argument brought up most frequently in opposition dealt with the amount of TIF given to the Edgewater Redevelopment. At the Common Council meeting on November 15, 2011 to discuss TIF financing for the project, Bill Riley, a Madisonian involved in TIF financing districts, stressed the fact that TIF projects need to be prioritized. Riley stated that other areas, like the Southwest side of Madison and East Washington Corridor need the TIF funding to improve infrastructure more than an already existing hotel. Riley also mentioned the fact that the TIF is five times the amount allowed by the city's 50 Percent Rule, and thought that the \$16 million offered by Cieslewicz was a horrible promise. Tom Szark, a resident of Madison, said the city should concentrate on expanding its hotels near the convention center where demand is the strongest, instead of the Edgewater which is located in a residential neighborhood, far from the convention center. Szark also cited TIF funding for the East Washington Corridor and said investment in this corridor would bring the city a much greater return on investment than the Edgewater.

Dennis Welch held the same belief that the TIF could go to other uses, but was the only citizen to mention giving the funding to schools, social security, and city services. He cited the poor conditions in the Madison Metropolitan School District and the need for new schools on the far east and west sides of Madison. Welch also mentioned the need for new police and fire stations on the far east and west sides of Madison where new subdivisions are frequently far from these services. Welch declared that "money is going to money" and there "are over a million more places this TIF funding can go to than to build a luxury hotel and break rules."

Another frequent argument brought up by the opposition is the actual amount of jobs and money created by the Edgewater Redevelopment. Bill Welman, owner of the Dahlmen Campus Inn stated that Hammes Company was overly optimistic about the jobs and revenue generated by the hotel. He cited the STAR report, which discovered that the realistically expected occupancy rate for the renovated Edgewater Hotel would be much lower than stated by the Hammes Company. Tom Szark also mentioned from the report that the Edgewater Redevelopment would create only around 190 new jobs, far from the 400 new jobs cited by Hammes Company.

The last frequent argument in opposition to the Edgewater Redevelopment is in opposition to the entire process of the Edgewater Redevelopment. David Mollenhoff, writer for the Isthmus and preminent historian of Madison development, seemed extremely upset and angry over the fact that the Edgewater Redevelopment even got this far politically and civically. Mollenhoff said that this project has violated seven TIF policies and over-road the approval of the Madison Landmark Commission. He stated 25 instances in which votes or approvals by councils were revoked, ordinances were ignored, recommendations by the city commission were disregarded, and historic preservation laws of Madison and Mansion Hill were overlooked.

## **Analysis**

Throughout our research, we were able to collect a wide variety of responses regarding the Edgewater Hotel redevelopment. There are poles established on a theoretical matrix, those being either very for or against the project, but naturally some individuals were in the middle not to be pushed fully in either direction. Those individuals are also those most likely open to hearing further arguments in order to solidify an opinion. One example of this is how the initial \$16 million TIF was granted for the 2011 budget, but then was cut to \$3.3 million by a 10-10 vote of

the Aldermen on November 15, 2011. Clearly the public testimonial during the common council meeting and/or concerns from their constituents made the Aldermen reconsider past decisions.

It is through this plethora of people that our research is justified and of high quality; although with most things, personal views and opinions are not static. Though we feel we encountered the key players in the redevelopment, one can never have enough information to prove their point. If we had more time, we would have liked to discuss the issue with more Mansion Hill residents. Those are the people that would feel, see, and hear the impact of redevelopment more than anyone. They would be affected by the parking, noise, public events, and probably utilize the public terrace most simply because of their geographical proximity to the Edgewater Hotel. In our door-to-door questioning of the neighborhood we encountered three of the most opinionated people about the project: Eugene Devitt, and Fred and Mary Mohs. With Devitt and Mohs holding a lawsuit against the city, they had clearly invested their time and money into fighting the redevelopment project. They were strongly opinionated against and gave us vast amounts of information they had gathered over the years as well as their adamant personal views. They have also invested large amounts of money throughout the process that most people would have not be able to afford.

At the public testimonial there were individuals of the Mansion Hill neighborhood who were for the redevelopment, claiming the economic advancements for their area out weighed the annoyances. We think in general talking to people who were *not* extremely opinionated or educated on the subject would have been interesting as well. They would have shed light upon how the majority of individuals felt about the project, that feeling probably being more or less apathetic. We did encounter one individual in which simply told us they had no idea about the project. The fact that we introduced ourselves as doing a research project about the Edgewater

probably deterred them from talking to us because they possibly felt that they were under-educated. If time had allotted it would have been interesting to educate that person for a few minutes and see which way their mind was swayed. Any concern about construction noise, hampering of traffic, or excitement to see what the finished product would look like could have been pertinent information in our study.

Most building projects are met with a simple opinion based mostly upon aesthetics. If a new building goes up in a neighborhood or in a downtown area, people tend to think it “looks nice” or is getting in the way of other buildings to which they may have a personal historic connection. This idea is a reality in Mansion Hill. The overwhelming consensus of everyone we encountered is that the 1970’s addition to the original 1940’s tower is undesirable and is in need of some attention.

Dave Cieslewicz was the sitting mayor of Madison when most of the decision-making process happened regarding the development. It is a well-known fact that Mayor Dave- as he was colloquially referred to- was and still is a proponent of the development. He was a pertinent actor in our research because he was such an important player in birthing the redevelopment to begin with. As discussed above, Mayor Dave felt the city of Madison would be doing itself a disservice if they were not to help finance the project. It was a promise of jobs and increased tourism. At the public testimonial, an employee of *In Business Magazine Madison* claimed that there were two main factors to increase Madison’s economic tourism impact: key downtown lodging alternatives and increased lakefront access. The redevelopment of the Edgewater Hotel promised to expand upon both of these concerns. They would add many more up to date hotel rooms, and the public terrace would open the lake up to more visitors and viewers. Those were ideas that

Dave said were important to the community while he was in office and was able to convey to us through our questioning.

Another extremely involved person in the project, and advocate was Amy Supple, Project Manager employed by the Hammes Company. In speaking with her, we learned about the intricate connections between public and private sector that usually takes place behind the scenes and most take for granted. Obviously there was apparent bias in her ideas based on the fact that she is an employee of the Hammes Company and thus is directly affected economically by the outcome. She was enthusiastic once she found out students were researching the project, possibly because she could have viewed us as an outlet to make the redevelopment sound advantageous and intriguing.

Those promoting the project addressed many concerns of those in opposition to the Edgewater Redevelopment. For example, the view corridor would not be blocked because the Hammes Company bought more land from the National Guardian Life Building to be able to push the new tower out of the view corridor. When in fact, the view would be enhanced by opening up the view of Lake Mendota with the demolition of the 1970's façade. It was felt that there would not be enough parking for the hotel guests, but Amy Supple had suggested that some of the parking available in the ramp being built for the Edgewater would be available for the residents in the Mansion Hill area to help soothe the lack of parking in the area. The noise pollution would certainly increase, as the development would encourage events and business, but these events would happen during the day. Supple stated that guests would not want to stay in a noisy hotel, nor would people be willing to purchase/rent condos in a noisy area so it would be in the best interest of the developer to create a habitable area. In regards to increased noise, Cieslewicz stated, "there will be more traffic and noise, but its downtown, not a quiet suburb."

There would also be increased traffic, but the parking and loading dock would all be located underground, which would silence the sound of idling motors. TIF is also a reoccurring theme. Those in opposition to the project cannot emphasize the proposed TIF enough. One thing that is not being taken into account is inflation. For example, the Hilton was approved for \$12,970,000 in 1998, which equals an investment of \$18 million today.

Another common theme of the opposition that are not as readily addressed by those supporting the redevelopment is the fact that the area is zoned residential and historic. The only person who mentioned this was Cieslewicz, and he said that Madison needed to prove it could make development happen. In our meeting with Mary Mohs, she declared, “You either have a historic district, or you don’t.” Mary Mohs went on to bring up a quote by Jackie Kennedy, “I am passionate about preservation... Young people have always been interested in saving the environment. Architecture is our environment, our heritage too. We are the only country in the world that trashes its old buildings, old neighborhoods. Too late we realize how much we need them.”

All research papers are subject to bias views because people, who tend to convey their opinions, write them. A poststructuralist (Dixon et al., 2010) researcher would take all our information and place an asterisk next to it. For example, Amy Supple’s job is to make the redevelopment appear pleasant and helpful to the public, and student researchers are not exempt from her influence. Since we know she is well educated on the topic, she casts a sense of power over us, and we are subject to be swayed by her intelligence. The “swaying” will come out in data presented with some positive reinforcement by the author. All the individuals we talked to have polar views and thus influenced our opinions on the matter. This is not ideal, but is difficult to avoid on such a bi-polar controversial issue.

Downtown Madison, especially the Edgewater, is undoubtedly due for renovation. The project comes as a face lift for the city- a beacon of hope from the heart of downtown that the future is upon us and the time for change is now. However, Madisonians want to revamp their fair city while maintaining its historic charm. They want to grow, just not too much, too fast. The Edgewater project is often seen as a gateway to future renovations. The decisions made with reference to this project will set the precedent for the changes made in the next few decades. They will shape the city's landscape and its socio-economic flow as people would, undoubtedly, show interest in a newly renovated hotel/terrace complex.

The Edgewater controversy hits home for many Madison residents—especially those in the surrounding Mansion Hill neighborhood. Madison considers Mansion Hill area a 'historic neighborhood' and many see this area as one of importance in preserving the city's history. Neighborhood residents hold conflicting ideals regarding the controversy surrounding the redevelopment. Many of the Mansion Hill residents have lived in the area for decades and have strong attachments to their neighborhood. While some feel strongly that Mansion Hill should strive to maintain its historic status, others believe changes will bring new life to the area.

Decisions concerning the Edgewater redevelopment will certainly shape the neighborhood's future. If the city allows the project to continue as proposed, it would mean new life and a new face for the neighborhood. Many feel that this would be a step away from Mansion Hill's historic reputation. The decision can be viewed as one that will categorize Mansion Hill as either a historic area or one for new growth and development. Mansion Hill resident Eugene Devitt, was concerned about the future direction of the neighborhood. He stated concerns about whether or not it would remain historic and whether or not the integrity of historic buildings and landmarks would be compromised. Fred Mohs expressed similar concerns as well. They expressed concerns

regarding the use of the public space, inquiring about the type of events that would be held there.

A redevelopment of this magnitude in the downtown area would ultimately cause a shift in the city's socio-spatial and socio-economic trends. There would most likely be an influx of people into the area, meaning that their money spent at or near the Edgewater would be business taken away from other local enterprises. Many people would be more inclined to spend their time and money at the new local 'hot-spot' as opposed to their regular locales. This causes a shift, not only in capital flow, but in the flow of people themselves. The new Edgewater would attract not only the curious locals, but also visiting tourists and business people. As the proposal entails plans for conference and hotel rooms, the new Edgewater would be a prime venue for visitors to spend their time. They could host business events, relax in their hotel room, spend time by the lake, or soak up the sun on the public terrace. The proposed Edgewater would be a haven for all sorts of social activity. While the Memorial Union Terrace currently holds this position, it too is aging. A new development downtown could take its place as downtown Madison's social sanctuary.

### **Future Research**

Many interesting aspects of this project are yet to come, thus rendering future research interesting on a number of levels. In an interview with former mayor Dave Cieslewicz, he stated that the project will receive the allotted \$16 million on the condition that the developer breaks ground before December 31, 2011. He also stated that he sees the project moving forward, despite all of the issues surrounding it. If the redevelopment continues, research concerning the public reaction to the project and the space's new status in the community would greatly interest us. The city would undoubtedly feel the effects—positive and negative—to this project over

time. We could interview Mansion Hill residents, the Hammes Company, and the Edgewater staff to learn their respective opinions on the projects successes and shortcomings. We would ask Mansion Hill residents about their experiences with the finished product in an attempt to gain information from those affected most. What do or don't you like about the finished project? Is there anything you wish to change about it? Do you utilize the public spaces available, and if so, how? Have you or anyone you know acquired a job at the project's completion? If you had previous concerns, did they become a reality? Were there other problems with the project that affected you as a nearby resident? Would you say that the neighborhood and/or city has benefited or suffered from the project? We would also like to get Mr. and Mrs. Mohs' and Eugene Devitt's reactions to the finished product, as well as their usage of the public space. Have they visited it? Do they continue to protest its existence? How well were their previous concerns addressed? We would interview the Hammes Company, the developer in charge of the project, to determine their ideas on the renovation's success. Were there new challenges that arose during construction? How did the allotted TIF financing affect the project's success? Do you feel that the Edgewater renovation has been a positive investment for the Hammes Company? The Edgewater staff could provide valuable information as to the relative profits for the establishment itself. Did the project turn out as you expected? Has the volume or quality of business changed at all? Have there been any complaints or praises of the finished product? Approximately how many permanent jobs did the expansion create? How has the expansion affected you as an employee? As a citizen?

On the other hand, it is quite possible that with the slashed TIF funding, that the project will fall through. During a City Council meeting, Hammes Company president Robert Dunn stated that the project would fail without the full \$16 million TIF from the city due to a lack of

funds. If this is the case, our future research would change dramatically. The interviewees would remain the same, but the interview questions themselves would shift.

We would ask the Mansion Hill residents for their take on the project's failure. Were you pleased or disappointed with the project's failure? Do you see the Council's decision as one that protects the historical aspect of the Mansion Hill Neighborhood? What changes would you like to see in future proposals for the Edgewater's redevelopment? We would interview the Mohs' and Eugene Devitt about their reactions to the project's defeat. While it is quite obvious that these parties would see the project's collapse as a positive thing for the neighborhood, any future plans concerning the Edgewater would greatly interest us. Would you support a redevelopment of the Edgewater under different terms? How great of a factor was the TIF funding in your decision to oppose the project? What do you propose in terms of changes to the Edgewater? We would ask the Hammes Company about their investment in the failed project. Do you think that the TIF funding was the biggest hurdle the project had to overcome? Had the TIF funding not been a factor, do you think the renovation would have found success? Did this experience in any way deter you from working with the city of Madison on future developments? The Edgewater staff could provide vital information as to the future of the business as a whole. Do you feel that there will be more proposals for renovations to the Edgewater? What do you feel was the project's biggest obstacle? How has this affected business at the establishment? What do you hope to see in future renovation attempts? Do you think that the Hammes Company's unsuccessful efforts will deter other developers from coming to future projects concerning the Edgewater?

Many people spoke about how the public schools would be affected by the TIF. We questioned Dave Cieslewicz about this, but he was not able to fully satisfy our intrigue. More knowledge about TIF and its impacts in general would be useful information.

Since the project is seemingly dead at this point unless something drastic happens in the very near future, we would be interested in where the money was redistributed (if at all). Would there be future expansion along East Washington Avenue like so many have suggested? With respect to that, we would also wish to speak with the Aldermen who changed their votes from 'for' to 'against' the redevelopment. Why did they change, what were their main influences?

## **Conclusion**

Mansion Hill stands as Madison's premier historic neighborhood with remarkable structures and a strongly rooted resident base. Decisions concerning the redevelopment of the Edgewater Hotel would force the neighborhood into one of two directions. A revamp nudges the area into the future, setting a precedent of new growth and change. A funding gridlock portrays the space as a time-tested historic monument in the heart of the city. As both sides have strong resident support, the Madison government must decide the direction in which it wants Mansion Hill to veer in the future. With the City Council support of only \$3.3 million, officials support the historic fibers of Mansion Hill while maintaining hesitancy for such a substantial investment. It is important, however, that Madison stays competitive and relevant in today's world. Changes that support the preservation of historic landmarks and buildings, but simply modernize surrounding structures—while mirroring their historic neighbors—could create a stronger neighborhood and a stronger city. The area could gain hotel space, public access to the waterfront, and numerous jobs while retaining its historical neighborhood.

James Duane Doty lobbied adamantly for the location Wisconsin's state capitol to lie between Lake Mendota and Monona. There were geographic reasons for this, that being middle ground between the Mississippi River and the heavily established Milwaukee, but also the beauty and economic opportunities the lakes granted the future of the city were clearly impossible to let go. The Edgewater Hotel redevelopment controversy has checked the foundations of Madison's democratic processes and the foundations on which it was built. Madisonians simply wish to maximize their own personal happiness with respect to *their* lakes, and this project has brought those views and opinions to the forefront quite successfully. People are perpetually intertwined with their surroundings, and their surroundings are precisely what influences individuals' views.

## **Appendix A: Interview Questions**

### General Questions:

1. Do you think the Edgewater is currently aesthetically pleasing?
2. Do you think that access to a public terrace would increase your interest in visiting the Edgewater?
3. Do you think the Edgewater needs to be redeveloped?

### Edgewater Manager/Employee Questions:

1. Is there a need for more hotel rooms in the downtown Madison area?
2. What is the Edgewater's significance to the city of Madison? to the Mansion Hill neighborhood?
3. What kind of effects do you think it would have on the community (positive, negative, any...)?
4. What are your main concerns, if any, about the Edgewater Project?

### Mayor Questions:

1. What are the specific implications of the city's TIF funding for the Edgewater Project?
2. (Dave): Why did you want to employ the \$16 million in TIF? Were there any restrictions on the amount of TIF allowed by law?
3. (Soglin) What are the main reasons for lowering the TIF from \$16 to \$3.3 million?
4. Have you felt any pressure from your constituents in either direction? Explain.
5. Do you think there is a need for more hotel rooms in the downtown Madison area?
6. What economic impacts would the Edgewater Project have on Madison?
7. Do you think the Edgewater Project had an impact on the 2010 mayoral election?

8. Do you think it's important to keep Mansion Hill as a residential only area?
9. What benefits do you expect if it was completed?

Robert Dunn/Amy Supple (Hammes Company):

1. When were people first discussing redevelopment, and what were the main reasons why at the time?
2. What do you think are the chances the project will continue given the large cut in TIF funding from the city?
3. What kind of effects do you think the Edgewater would have on the community (positive, negative, any...)?
4. Do you think the public terrace will compete with similar outdoor spots such as the Union Terrace? Who do you see using it?
5. Is there a need for more hotel rooms in the downtown Madison area?
6. How many short and long-term jobs would the Edgewater Project create?
7. What economic impacts would the Edgewater Project have on Madison?

Mansion Hill Residents:

1. Have you ever been to the Edgewater? If so, why?
2. Do you think the Edgewater is currently aesthetically pleasing?
3. What specific impacts do you think the Edgewater Project would have on the Mansion Hill neighborhood?
4. What are your main concerns, if any, about the Edgewater Project?
5. How do you feel about a percentage of the Edgewater's funding coming from the local

government?

6. Did you know the Edgewater currently has a rooftop open to the public?

7. Do you think that access to a public terrace would increase your interest in visiting the Edgewater?

8. Do you think the Edgewater needs to be redeveloped?

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