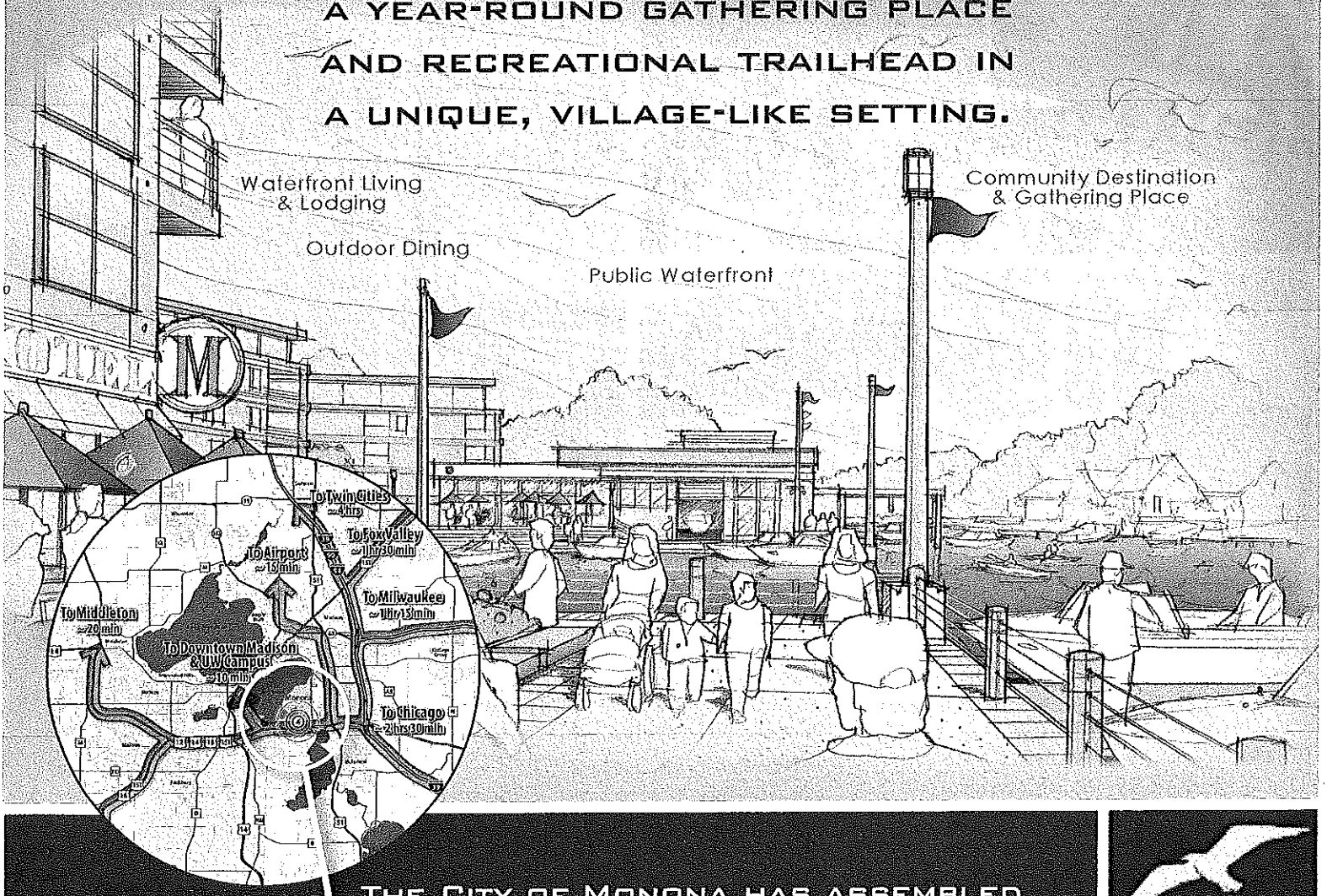
Monona Riverfront

Development Opportunities

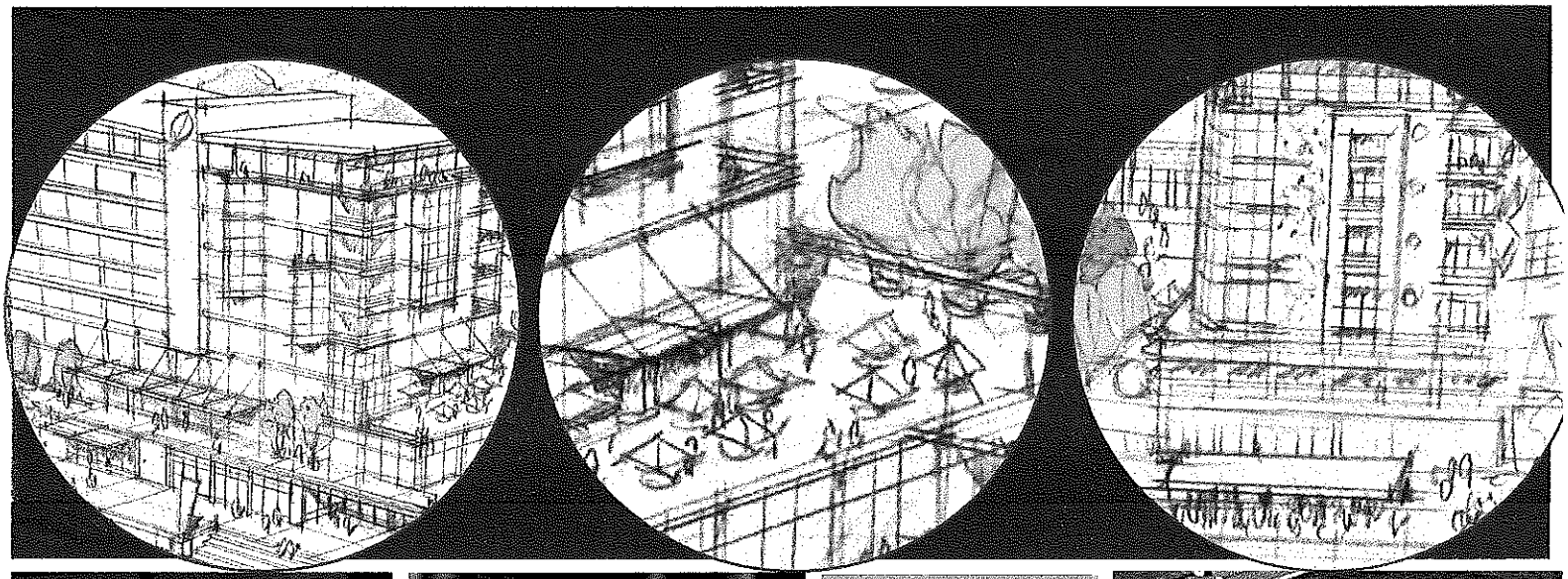
Be a part of Monona's new urban waterfront destination. A year-round gathering place and recreational trailhead in a unique, village-like setting.

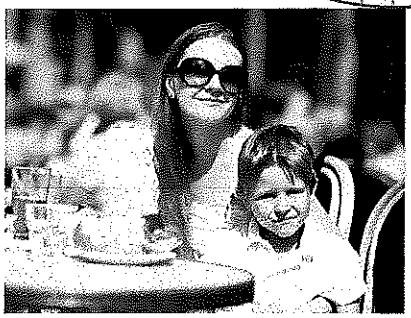


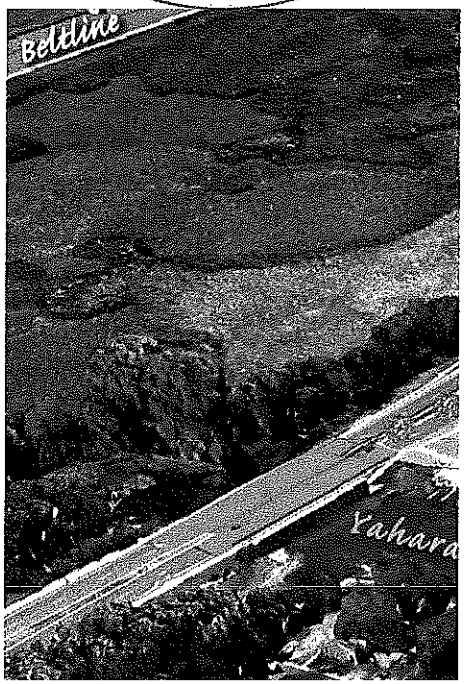
The City of Monona has assembled an outstanding development site in the heart of the 4 Lakes Region. With 800 ft. of waterfront and an urban setting, Monona Riverfront is minutes by land and by water to Downtown Madison, the UW, the Beltline and the entire Region.

MONONA

Unique Urban River- *and* Trail-s



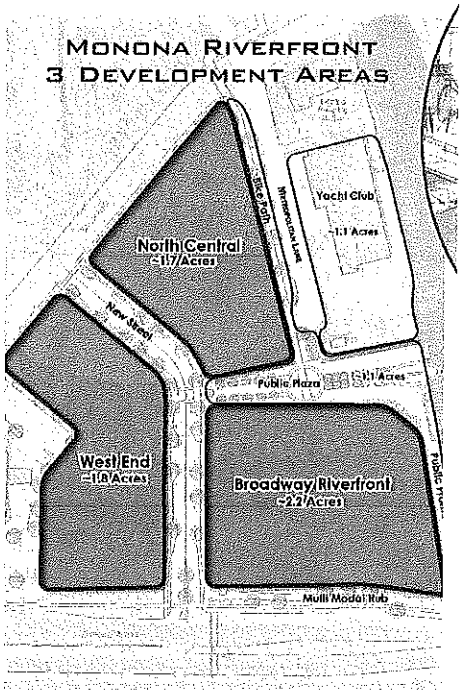




A Healthy Lifestyle Village

- **Energized by an integrated public plaza,** entertainment space, multi-modal connections, river traffic and river promenade
- **Unique waterfront architecture** with contemporary materials, green features, view enhancements, outdoor terraces, balconies and gardens
- **Walkable, healthy urban village** concept designed to attract young tech workforce
- **Improved and ample vehicular access** from new street and Bridge Road
- **Potential to integrate transient docks** and bike/boat storage for Hotel, Retail, restaurant and residential
- **Options to develop all or part** of the site, and develop in phases for a unified Master-Planned project
- **Eager neighboring businesses** are interested and flexible in being part of the vision

Monona Riverfront
3 Development Areas



DE DEVELOPMENT OPPORTUNITIES

LOOKING *for* QUALITY DEVELOPERS *to* PARTNER WITH ON:

HOTEL

- 60-100 ROOMS
- CAPITOL & E-WAY VIEWS FROM 4TH FLOOR UP

RESTAURANTS

- ADJACENT TO THE RIVER, PUBLIC SPACE, OR WITHIN/ATTACHED TO HOTEL

MULTI-FAMILY RESIDENTIAL

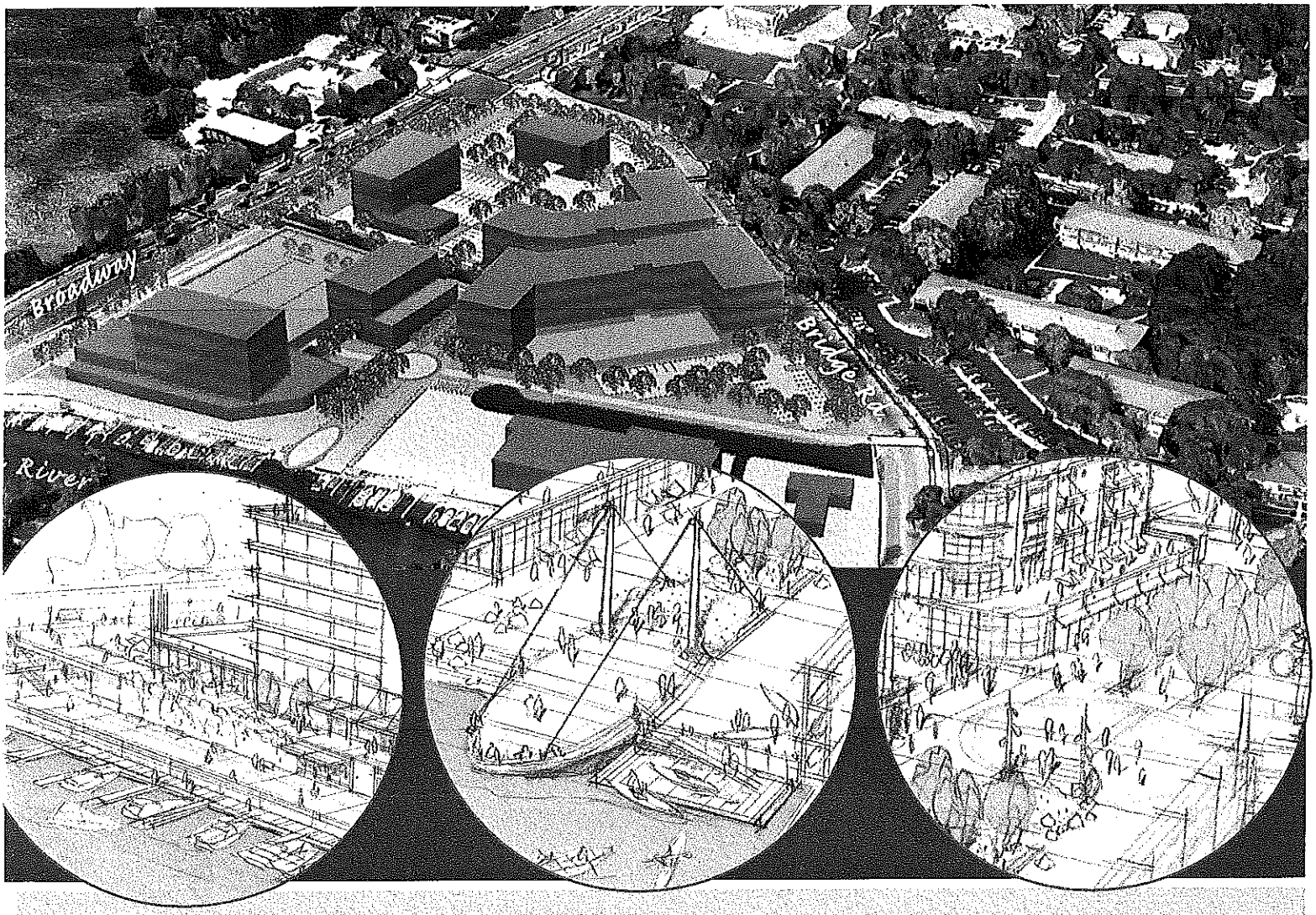
- 3-4 BUILDINGS WITH A TOTAL OF 100-200 UNITS, UNDER-BUILDING PARKING, BOAT SLIPS, AND CAPITOL VIEWS FROM 4TH FLOOR AND ABOVE

RETAIL/COMMERCIAL

- 1-2 LEVELS FRONTING PUBLIC PLAZA AND PARKING
- SOME WITH POTENTIAL FOR USE OF TRANSIENT DOCKS OR BIKE/BOAT STORAGE

OFFICES

- 1-3 BUILDINGS WITH A TOTAL OF 25,000 TO 100,000 SQ. FT. WITH GROUND FLOOR RESTAURANT/RETAIL AND EASY ACCESS TO THE AIRPORT AND INTERSTATES



ALL INTEGRATED INTO DYNAMIC PUBLIC SPACES

- RIVER OVERLOOK AND PROMENADE
- TRANSIENT BOAT SLIPS
- PADDLE-CRAFT LAUNCH AND STORAGE
- BIKE TRAILHEAD AND STORAGE
- EVENTS PLAZA AND STAGE
- OUTDOOR DINING
- FOUNTAINS AND PUBLIC ART

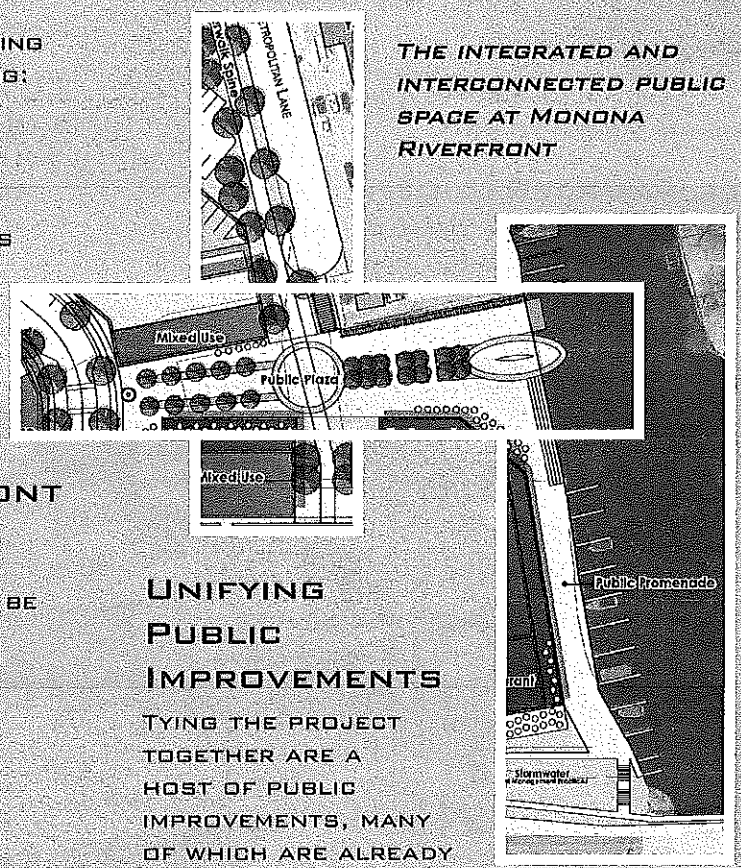
Ready to Work in Partnership with You

We are looking to engage with developers as partners to bring about quality, lasting projects. To do it, we are applying all the economic development tools we have available, and a deep understanding of the challenges for a redevelopment project of this magnitude.

Ready to Launch

We are committed to begin Phase 1 in Spring 2016 and ready to engage you by offering:

- An outstanding track record of expediting development agreements and zoning approvals
- Realistic market and costs assumptions
- Ability to find creative solutions to financial gaps
- Capacity to meet and make decisions quickly



The integrated and interconnected public space at Monona Riverfront

See all the groundwork at www.MyMonona.com/Riverfront

To reduce your risk and costs, we've spent more than a year collecting comprehensive site data (all of which can be found on our web site) including:

- Securing full control of all available properties
- Completing a Survey, Phase 1 ESA, and Geotech report
- Compiling demographic, retail, restaurant, and hotel market data
- Adopting a statutory Redevelopment District
- Creating a blighted, 27-year TIF district (to be finalized in July)
- Outreach with the DNR, County Highway Department, and utility providers
- Use of PUD zoning with no height limits

Unifying Public Improvements

Tying the project together are a host of public improvements, many of which are already under design:

- Land demo and remediation
- New streets and utilities
- Public space amenities
- Shared parking
- Marina improvements
- Site-wide stormwater management

VANDEWALLE & ASSOCIATES INC.
Madison · Milwaukee

To Learn More Please Contact:

Sonja Reichertz, AICP
City Planner & Economic Development Director, City of Monona 5211 Schluter Road, Monona, WI. 53716
608.222.2525
sreichertz@ci.monona.wi.us

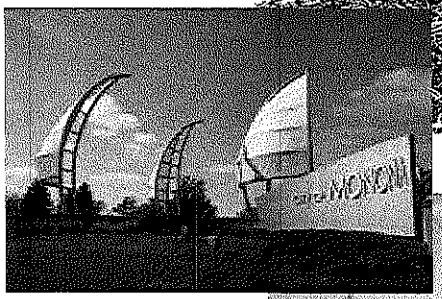
Scott Harrington, AICP
Principal, Vandewalle & Associates
120 East Lakeside St.
Madison, WI 53715
608.255.3988
sharrington@vandewalle.com

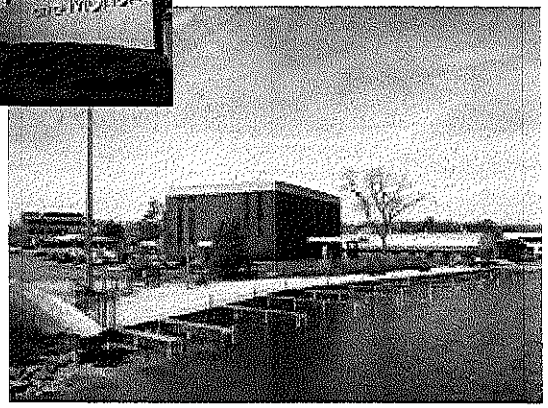
Or Visit: mymonona.com/riverfront

MONONA

Key Site Assets

1. Proximity and Easy Access to Downtown Madison, UW Campus and Alliant Center
2. Yahara River Frontage
3. Lake Loop Bike Trail
4. Visibility from the Beltline
5. Easy Access to the Beltline and Regional Transportation System





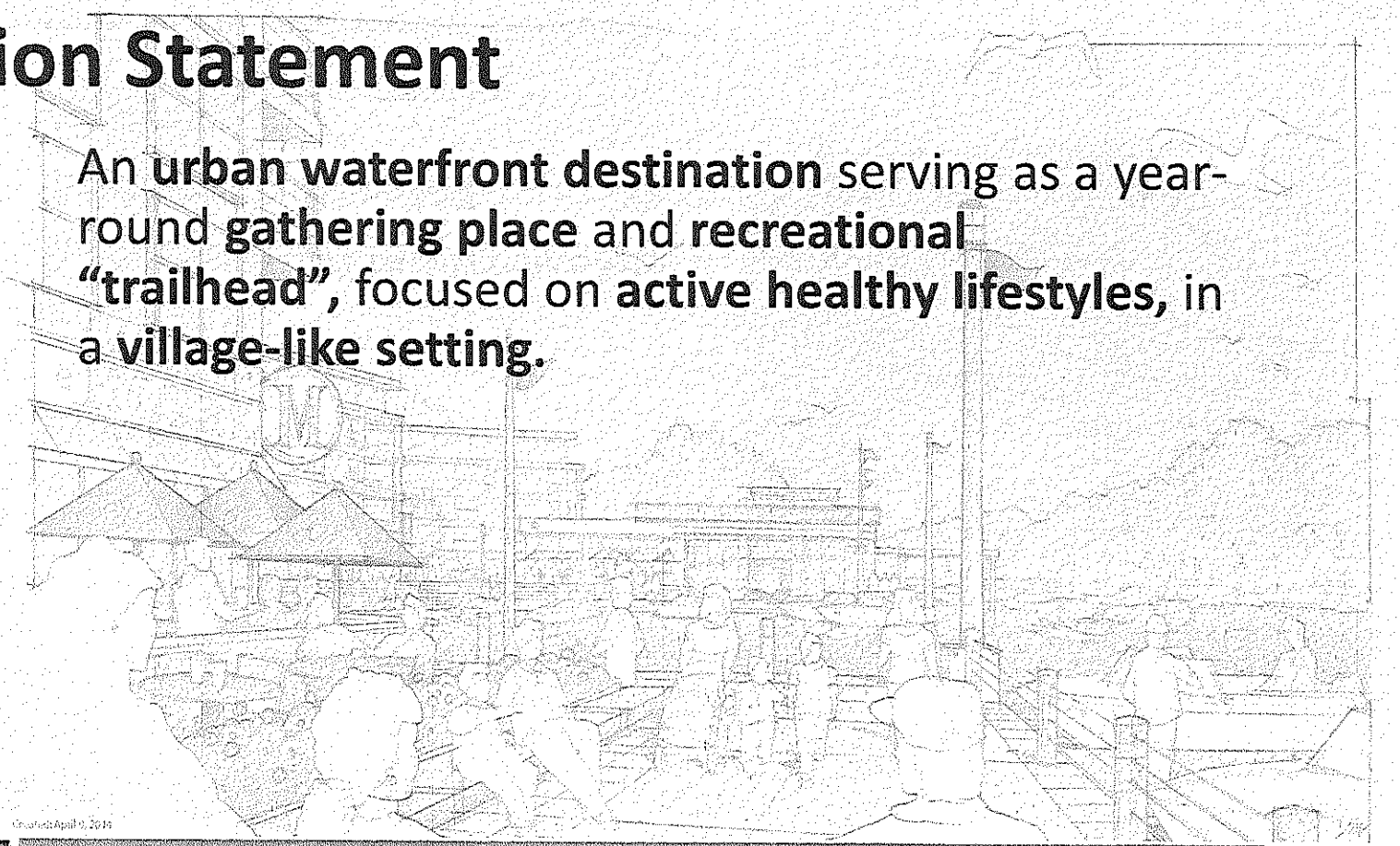
Project Goals

To Create…

1. Year-round Community Destination
2. Public Waterfront and Gathering Space
3. Economic Development (On-site & as Catalyst)
4. Mixed-Use Development
5. Integrated Parking
6. Quality Design & Sustainability

Vision Statement

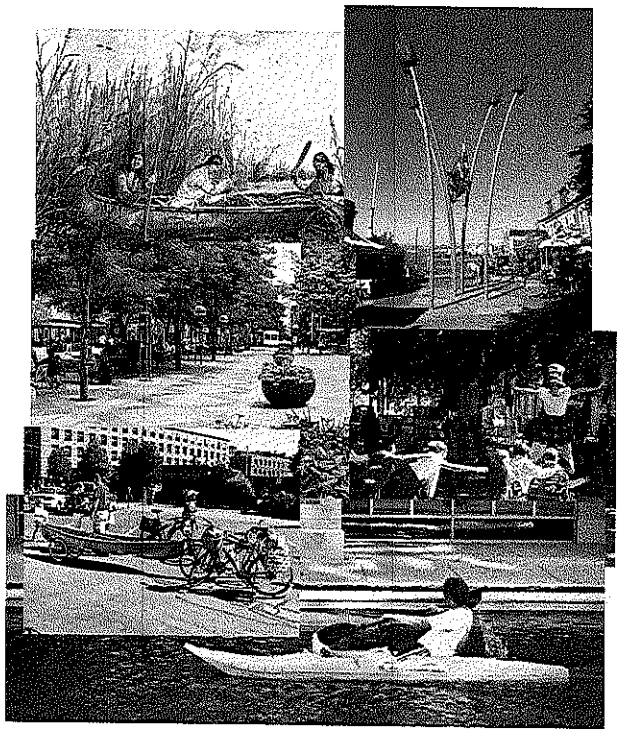
An **urban waterfront destination** serving as a year-round **gathering place** and **recreational "trailhead"**, focused on **active healthy lifestyles,** in a **village-like setting.**



Use Opportunities

- Active public spaces
- Waterfront access
- Vertical living
- Lodging
- Diverse dining
- Community businesses
- Specialty retail
- Offices

Project Character



Character

- Unified community place
- Village-like (dense) in character
- Trailhead
- Unique (Location, Monona, public/private)
- Waterfront
- Mix of community, living and working
- Food and drink
- Active lifestyle - bikes and boats

GDP PREHEARING CONFERENCE & PUBLIC HEARING

CONTENTS :

- **1.0** PROJECT TEAM
- **2.0** PROJECT LOCATION AND EXISTING CONDITIONS
- **3.0** PROJECT DESCRIPTIONS, HEIGHTS AND AREAS
- **4.0** PARKING
- **5.0** DESIGN STANDARDS
- **6.0** CHARACTER OF LAND USE, GREEN SPACE, AND COMMON AMENITIES
- **7.0** ARCHITECTURE
- **8.0** ECONOMIC FEASIBILITY AND IMPACT
- **9.0** IMPLEMENTATION SCHEDULE
- **10.0** SITE PLAN 1" = 100'
- **11.0** Phasing Plan 1" = 100'
- **12.0** Aerial Axonometric
- **13.0** Survey
- **14.0** Phase 1 Floor Plans 1" = 50'

1.0 PROJECT TEAM:

GALWAY COMPANIES
6430 Bridge Road- Suite 230
Monona, Wisconsin 53717
Contact: Steve Doran
414.226.4535

MCGANN CONSTRUCTION
3622 Lexington Aveue
Madison, WI 53714
Contact: Aaron Kostichka
608.241.5585

VIERBICHER ENGINEERS
999 Fourier Drive, Suite 201
Madison, WI 53717
Contact: David M. Glusick
608.826.0532

JLA ARCHITECTS +PLANNERS
2418 Crossroads Drive Suite 2300
Madison, Wisconsin 53718
Contact: Adam Fredendall
608.241.9500

SPIRE ENGINEERING INC.
600 W. Virginia Street, Suite 102
Milwaukee, WI 53204
Contact: Alan T. Rentmeester
414.278.9200