

Broadway Square: Mixed Use Campus

Master Plan Developer: Royal Capital Group

Architect: JLA Planning and Design

Civil Engineer: Wyse Engineering

Zoning: General Development Plan (GDP)

Status: Pre-Hearing Conference

Request: Preliminary feedback on site design and other components

Site Control: Royal Capital has entered into purchase and sale agreements with the Seller(s), granting Royal Capital and its assigns site control of Lots 2 and 4 which encompasses the remaining vacant land owned by the Sellers (Whitehorse Family) also known locally as the former Chief Auto Parts site.

The Broadway Square: Mixed-Use Campus, a General Development Plan (GDP) in Monona WI, is an effort led by Royal Capital Group. Located in the East Broadway Corridor, which serves as the entry way and “first impression” into the City of Monona for travelers coming from the North, South, and East, the Broadway Square GDP strives to achieve the highest and best use for the collection of sites. Through the introduction of a commercial mixed-use development the GDP seeks to:

- Attract new residents to an area of the City with strong linkages as part of a mixed-use development plan.
- Build for an environment that compliments the existing character of Monona.
- Contribute to and increase the City’s tax base with a positive impact on the local economy.

The development will include (3) primary uses:

Residential:

- 150 residential units (studio, 1-bedroom, and 2-bedroom units)
- 5,400 Sq. Ft. club house:
 - Fully Equipped Exercise Facility
 - Multi-Purpose Event Space
 - Business Center
 - Gaming Room
 - Onsite Management Office

Hotel:

- 80-100 Room Hotel and Suites
- On-Site Restaurant (Open to the Public)

Commercial Retail Center:

- 4,000 Sq. Ft.
- 2-3 Tenant
- Target use of coffee shop, fast casual restaurant, consumer service business

The Development Team is requesting general feedback from the Planning Commission and Community, although not limited to, the following areas:

- Site Design
- Vehicular Traffic Flow
- Parking Ratio
- Greenspace
- Storm Water Management
- Character of the Development

The Development Team Objective and Schedule:

- Phase 1: Begin construction of the 150 residential Units on April 15, 2016 with a 12-month construction completion schedule; Includes Demo of current auto parts building and establishment of ingress and egress easement.
- Phase 2: Begin construction of the 4,000 sq. ft. commercial retail center on March 31, 2017 with a 4-month construction completion schedule.
- Phase 3: Begin construction of the 80-100 unit Hotel on April 15, 2017 with a 10-month construction completion schedule.

CONCEPT DATA: MULTI-FAMILY DEVELOPMENT											
BLDG	UNITS						PARKING				
	ST	1BR	1BR+	2BR	3BR	TOTAL	BR'S	COVERED	SURFACE	TOTAL	RATIO
A	3	28	0	24	0	55	79	36	37	73	1.3/UNIT
B	7	40	0	48	0	95	143	70	63	133	1.4/UNIT
T.	10	68	0	72	0	150	222	106	100	206	1.37/UNIT
	7%	45%	0%	48%	0%						0.93/BR

CONCEPT DATA - BUILDING 'A'											
FL	UNITS						PARKING				
	ST	1BR	1BR+	2BR	3BR	TOTAL	BR'S	COVERED	SURFACE	TOTAL	RATIO
4	1	7	0	6	0	14	20				
3	1	7	0	6	0	14	20				
2	1	7	0	6	0	14	20				
1	0	7	0	6	0	13	19				
T.	3	28	0	24	0	55	79	36	37	73	1.3/UNIT
	5%	51%	0%	44%	0%						0.92/BR

CONCEPT DATA - BUILDING 'B'											
FL	UNITS						PARKING				
	ST	1BR	1BR+	2BR	3BR	TOTAL	BR'S	COVERED	SURFACE	TOTAL	RATIO
4	2	10	0	12	0	24	36				
3	2	10	0	12	0	24	36				
2	2	10	0	12	0	24	36				
1	1	10	0	12	0	23	35				
T.	7	40	0	48	0	95	143	70	63	133	1.4/UNIT
	7%	42%	0%	51%	0%						0.93/BR

RETAIL PARCEL
0.58 ACRES (+/-)

HOTEL PARCEL
2.22 ACRES (+/-)

MULTI-FAMILY PARCEL
(INCLUDING COMMUNITY USE)
4.54 ACRES (+/-)



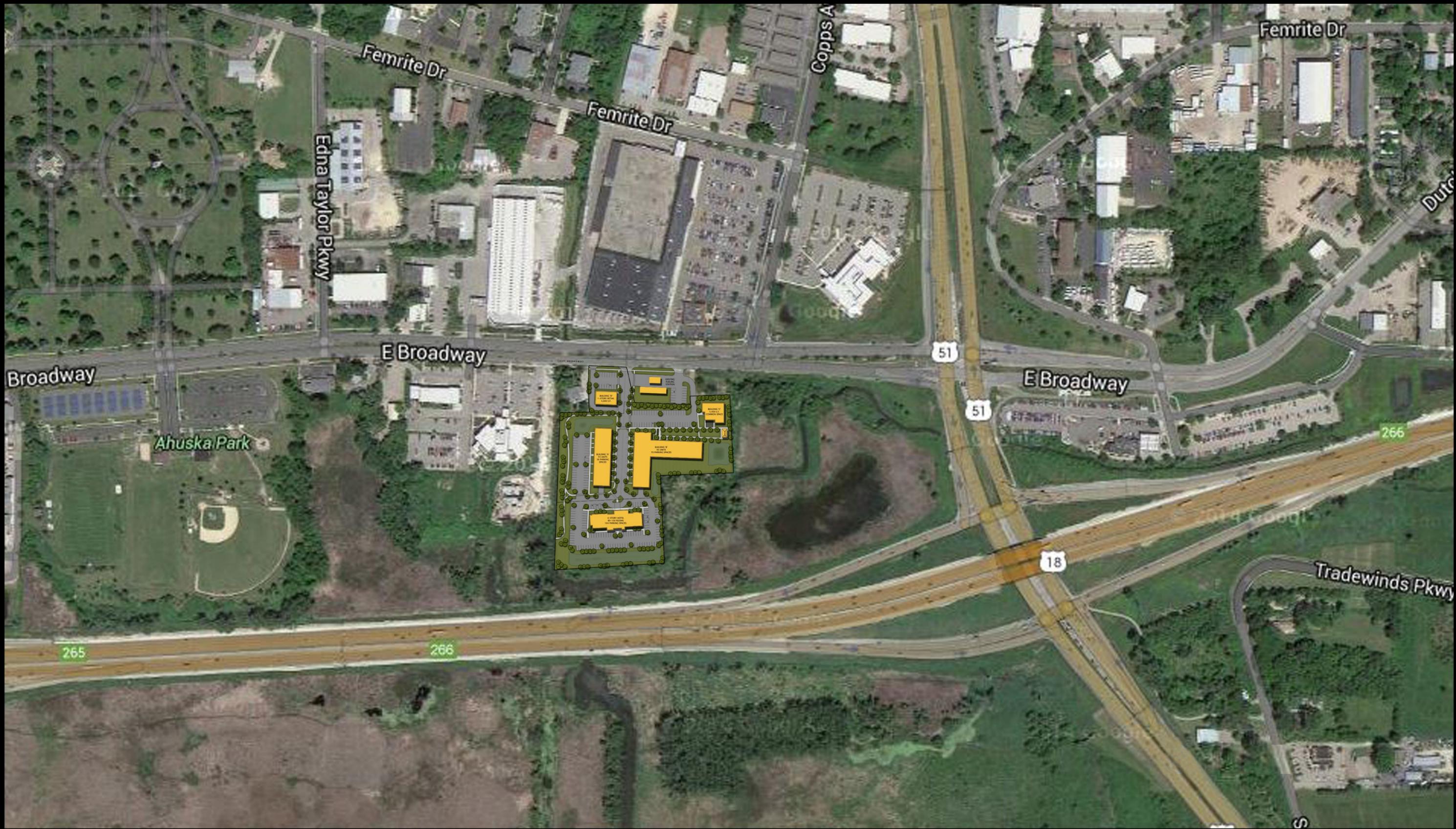
BROADWAY SQUARE MIXED-USE DEVELOPMENT

conceptual masterplan

1"=80' (@12x18)

NOVEMBER 2, 2015





BROADWAY SQUARE MIXED-USE DEVELOPMENT

VICINITY MAP

1" = 300' (@ 12x18)

NOVEMBER 2, 2015

