



# Monona Riverfront



# Welcome

# Monona Riverfront



## Corridor Opportunities

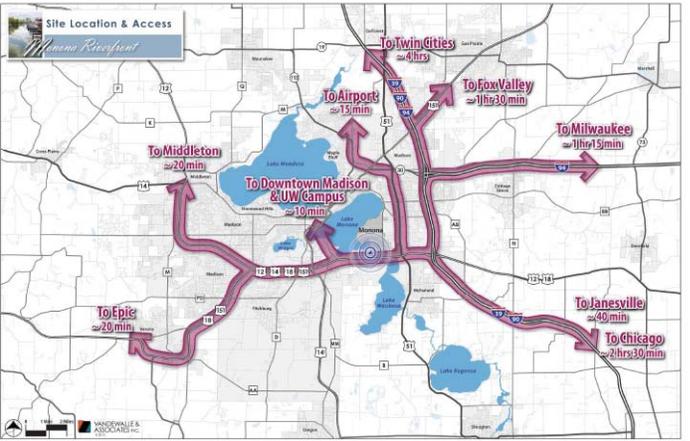
Building a Waterfront District Destination



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## Key Site and Location Assets

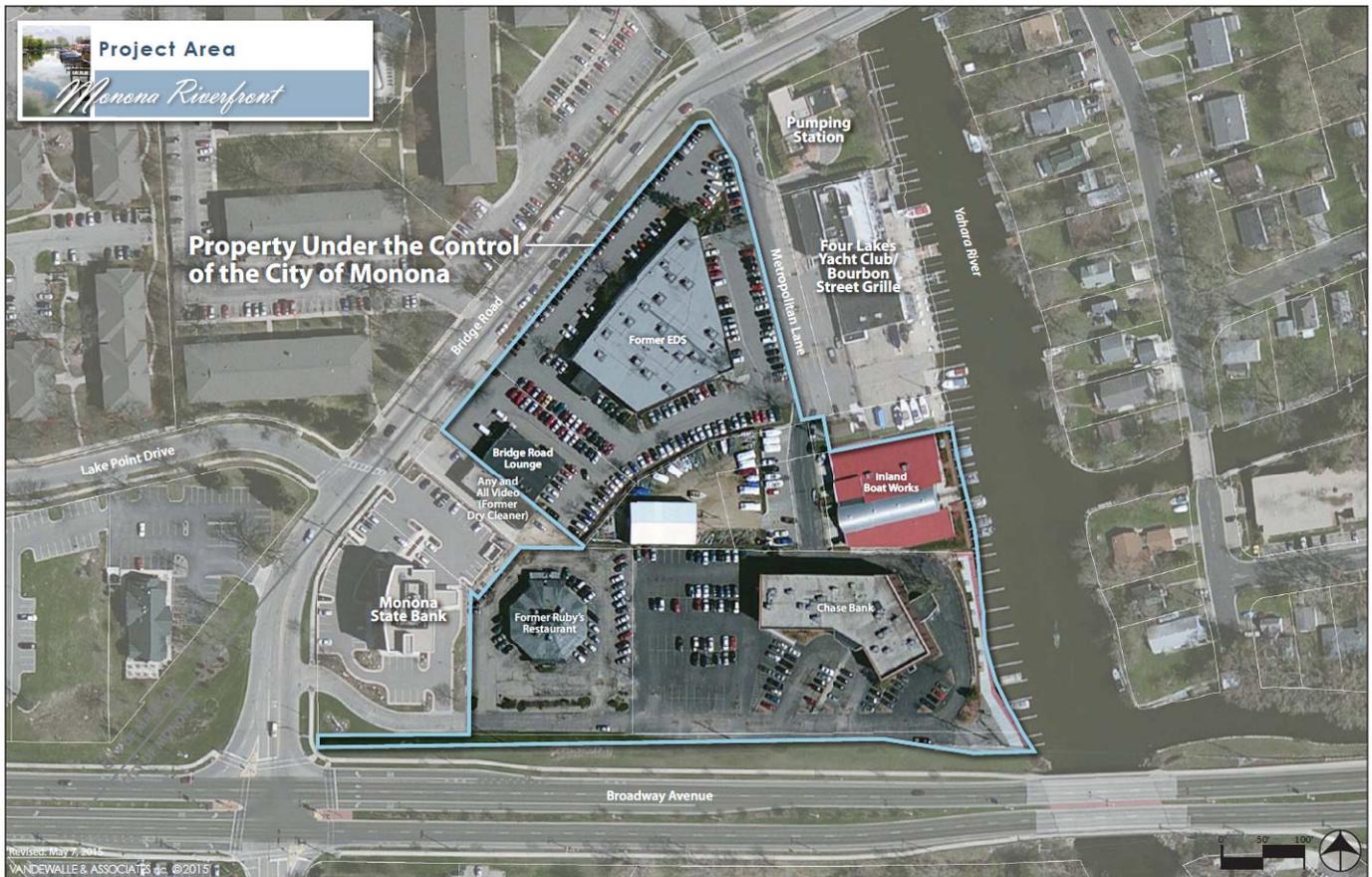
- Proximity and easy access to downtown Madison, UW Campus, and Alliant Center
- Yahara River frontage
- Lake Loop Bike Trail
- Visibility from and easy access to Beltline Hwy
- Easy access to regional transportation system



# Monona Riverfront



## Existing Site & What We've Done



## What We've Done

- Site survey
- Phase 1 Environmental Assessment
- Geotechnical analysis
- Utility investigation
- Access analysis
- Meeting with DNR
- Demolition of Ruby's
- Meetings with adjacent property owners
- Discussions with 20+ developers
- Context/Opportunity analysis
- Draft Master Plan
- Preliminary revenue and increment projections
- Creation of redevelopment district
- Started TIF creation process





# Monona Riverfront



## Vision, Goals, & Concept

### Goals & Concept

- Year-round Community Destination
- Public Waterfront and Gathering Space
- Economic Development (On-Site & as Catalyst)
- Mixed-Use Development
- Integrated Parking
- Quality Design & Sustainability

### Public Space

#### Bike Trail/Multimodal Hub

- Extend Lake Loop Trail through site and over to River Place
- Covered bike rack/storage in plaza
- Connect to new bus turnout and shelter on Broadway

#### Public Plaza and Promenade

- Connects new road and all properties to river
- Highly visible fountain or feature at west end
- Outdoor dining/seating for commercial uses
- Central gathering area with stage
- Stormwater management/green space along east end
- River overlook
- Paddle sports launch and storage
- River steps
- Stairs and ramp up to Broadway

#### New Street

- New public street through project
- On-street parking
- Raised crosswalk at plaza
- Pedestrian friendly environment
- Low speed traffic

### Development Zones

#### West End

- 2-3 buildings
- Primarily office and residential
- 4-6 stories
- Retail/restaurant along new road
- Ground floor retail/restaurant
- Parking under buildings

#### North Central

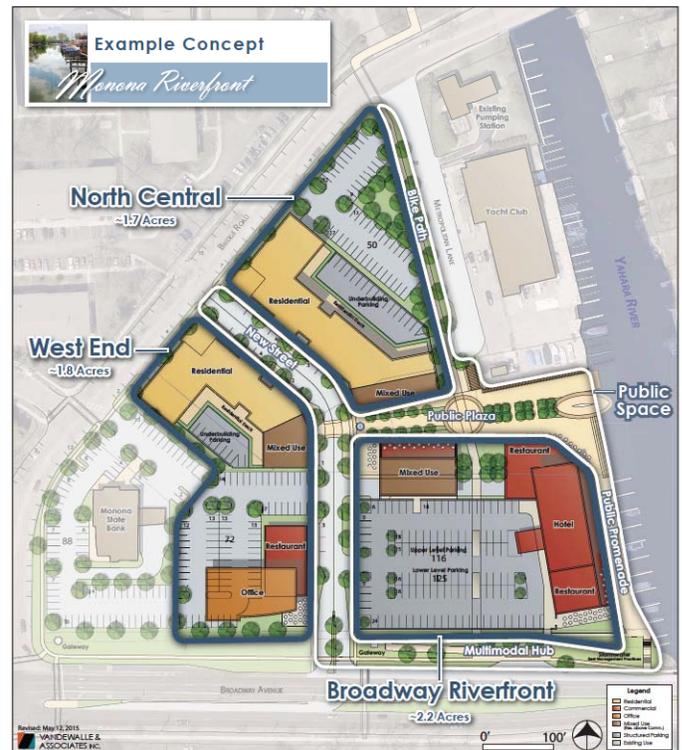
- 1-2 buildings
- Primarily residential and/or office
- 5-7 stories
- Commercial along public plaza
- Parking under building

#### Broadway Riverfront

- 2-3 buildings
- 4-8 stories
- Prefer hotel with restaurant(s) along river
- Commercial facing public plaza with upper residential or office
- Parking in shared structure

### Vision

An Urban waterfront destination serving as a year round Gathering place and Recreational "trailhead", focused on Active healthy lifestyles, in a Village-like setting.



# Monona Riverfront



## Public Space Amenities & Character

### Goals

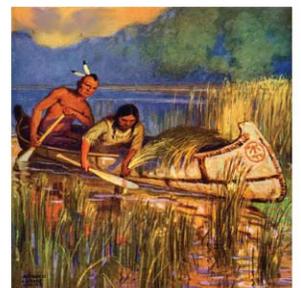
**Supports** development, commercial, and residential  
**Setting** for daily activities and special events: community, commercial, recreational, living, and working  
**Connects** people to water recreation and each other



Bike Trail Connection

Public Plaza

Riverfront Promenade



### Components

- Riverfront promenade (terraced)
- Overlook and seating
- River-edge steps
- Paddle craft dock and storage
- Stormwater management
- Event plaza and stage
- Bike storage
- Urban plaza, seating and feature
- Bike and pedestrian pathway

### Character

- Of the place - (Monona Yahara River)
- Welcoming and accessible to public
- Intimate and comfortable
- Functional hardscapes
- Beautiful and ecological green space
- Active
- Flexible and open
- Settings for activity

### Activities

#### Daily Activities

- Dining and Drinking
- Shopping
- Promenading
- Biking
- Paddling
- People watching
- Working remotely
- Sitting, reading

#### Special Events

- Music events
- Outdoor performances
- Holiday celebrations
- Fairs and markets
- Fundraising events
- Recreation events
- Themed paddle/ bike outings
- Civic celebrations

# Monona Riverfront



## Private Development Uses & Character



Residential with  
Ground Floor Commercial



Hotel &  
Restaurant



Commercial with  
Office Above

### Character

- Unique waterfront architecture
- Contemporary materials
- Green features
- View enhancing features
- Outdoor terraces, balconies, & gardens

### Use Opportunities

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