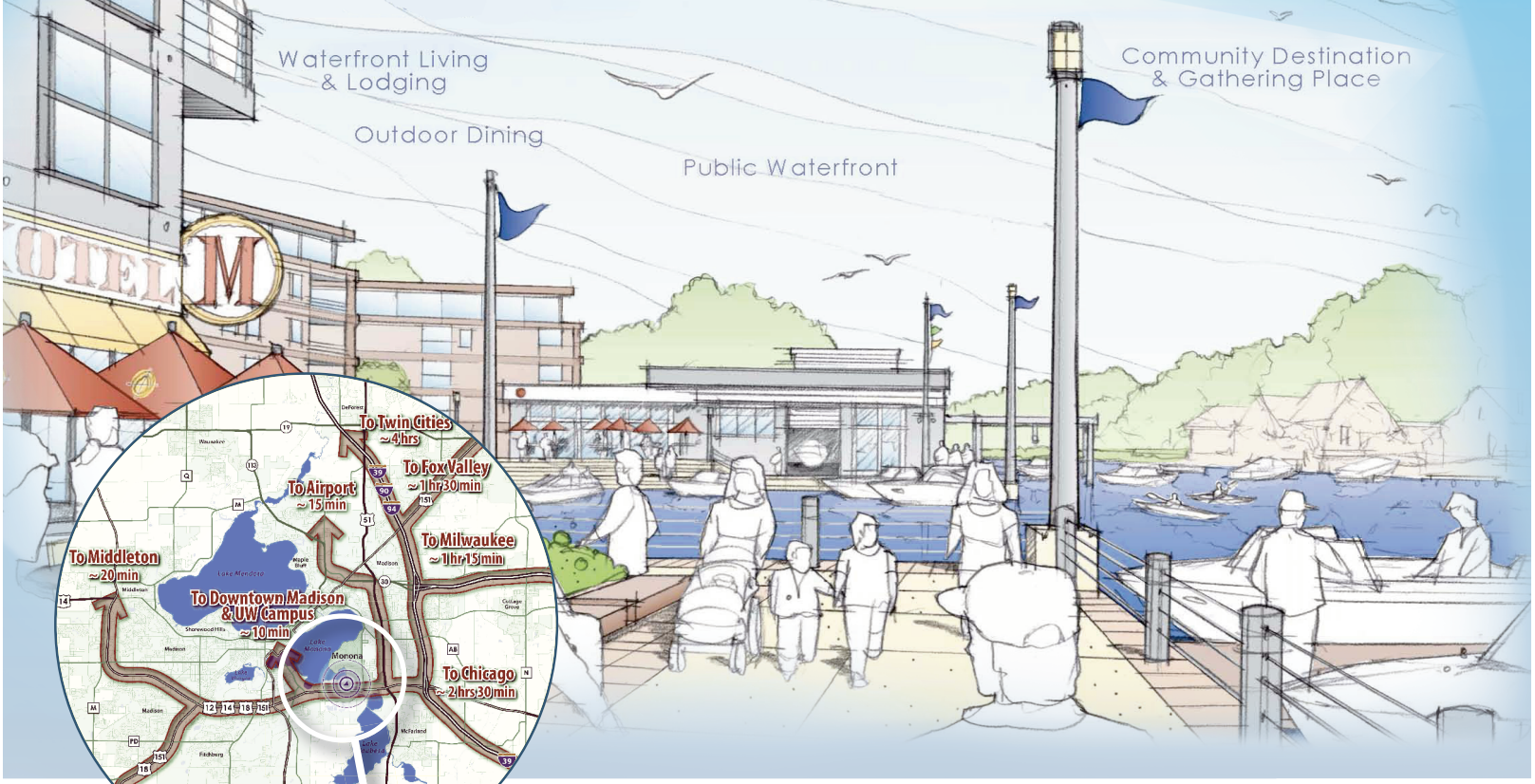
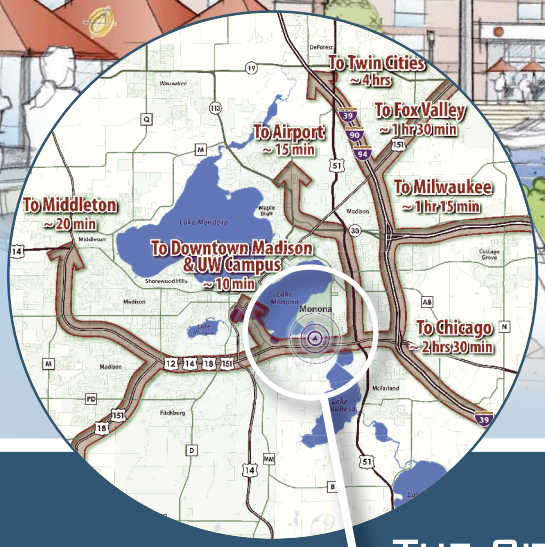
Monona Riverfront

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.

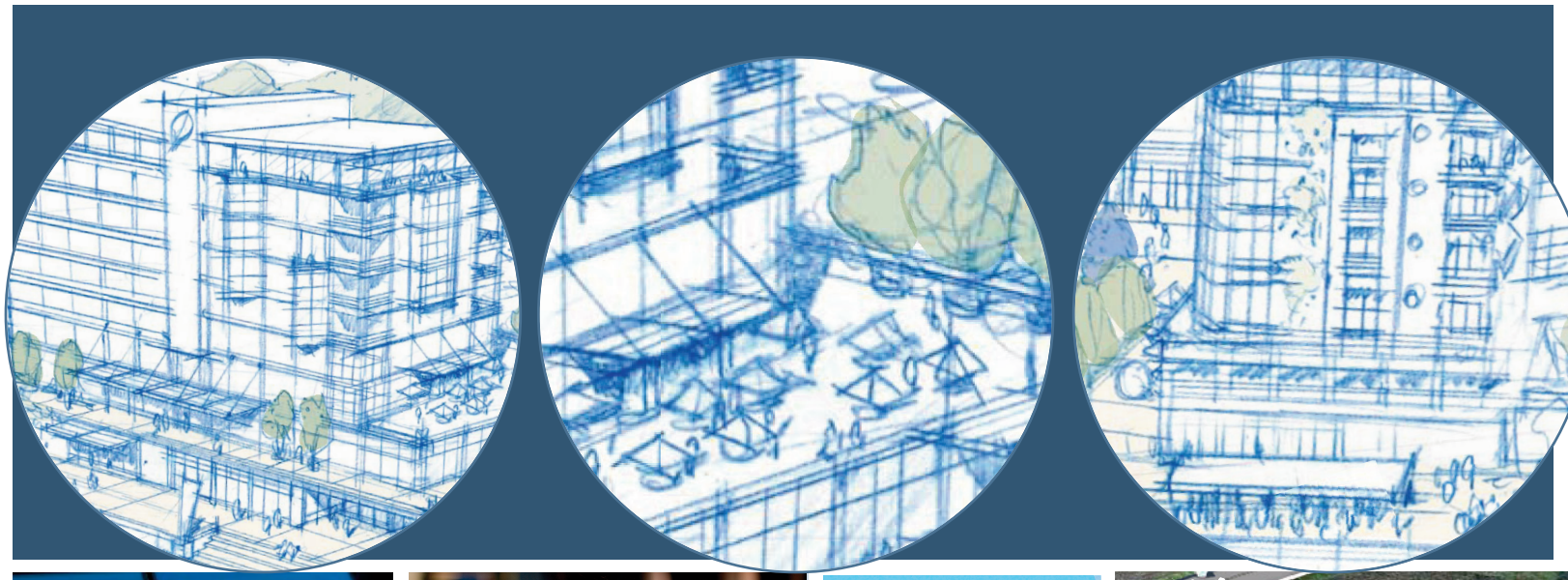


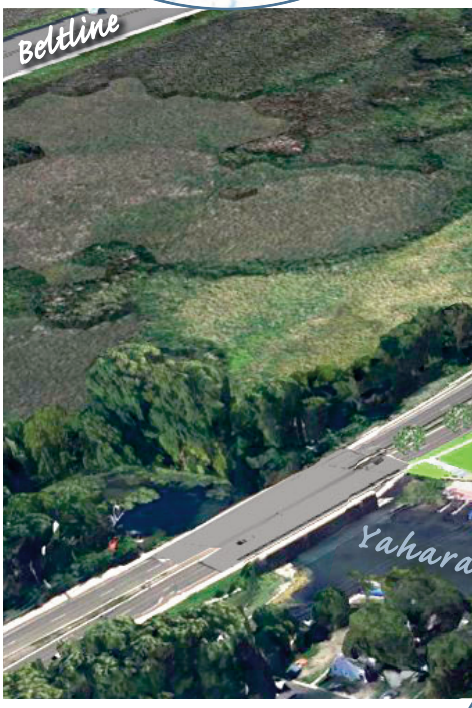


The City of Monona has assembled an outstanding development site in the heart of the 4 Lakes Region. With 800 ft. of waterfront and an urban setting, Monona Riverfront is minutes by land and by water to Downtown Madison, the UW, the Beltline and the entire Region.

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

IDE 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

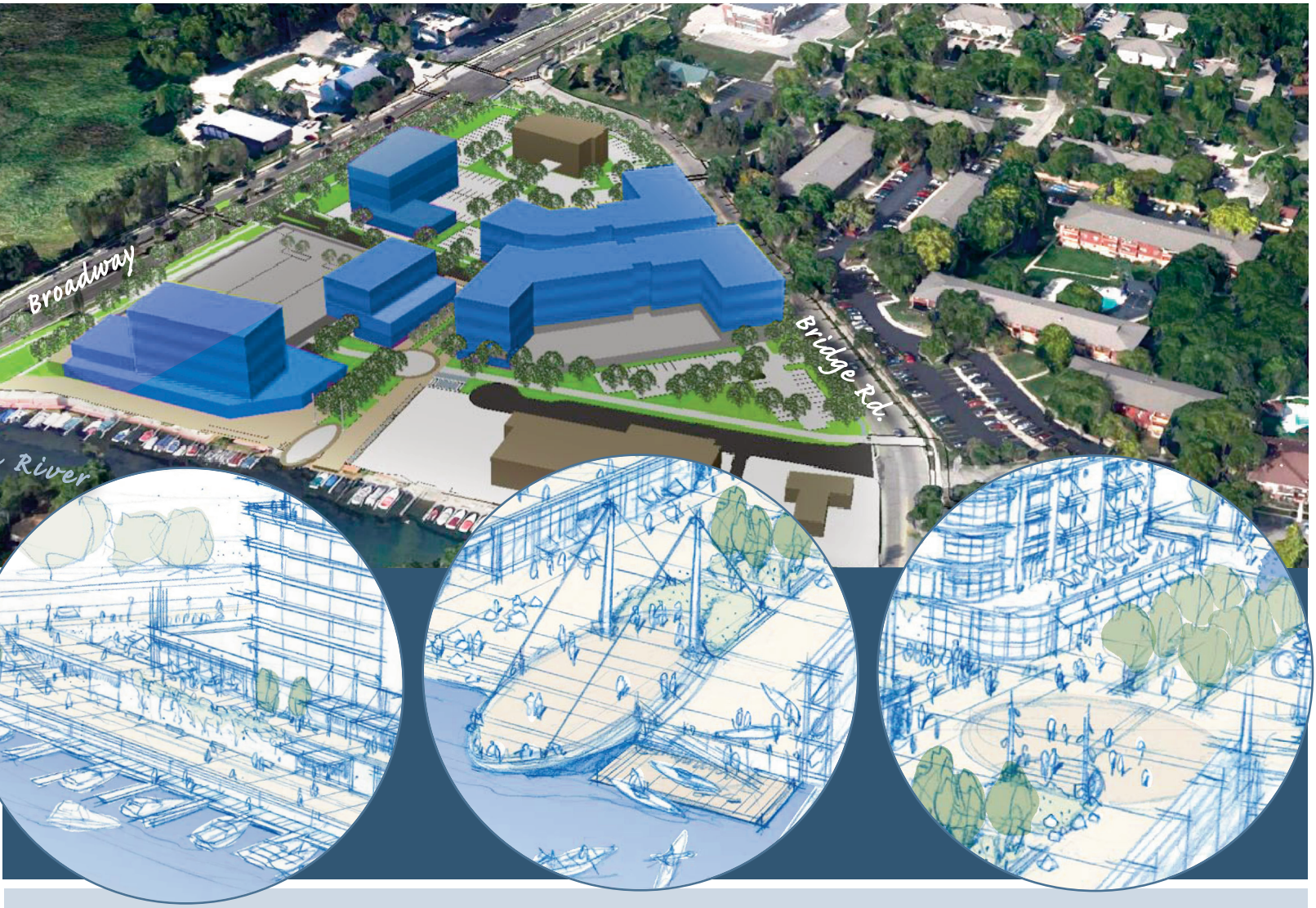
- 3-4 BUILDINGS WITH A TOTAL OF 100-200 UNITS, UNDER-BUILDING PARKING, BOAT SLIPS, AND CAPITOL VIEWS FROM 4TH FLOOR AND ABOVE

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

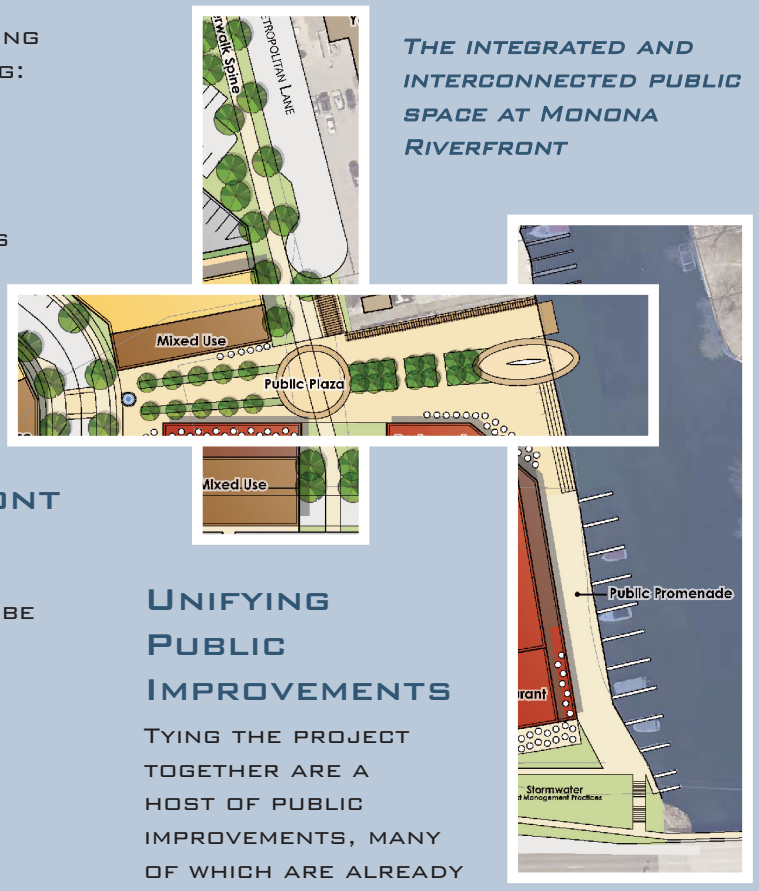
Ready to Work in Partnership with You

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.
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