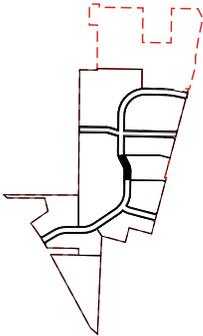




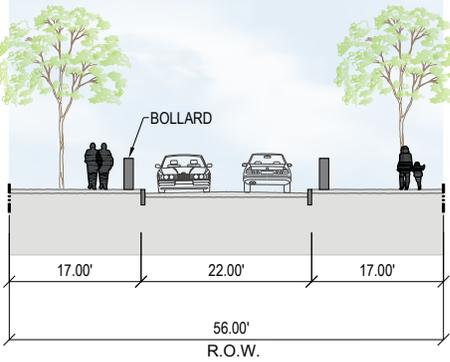
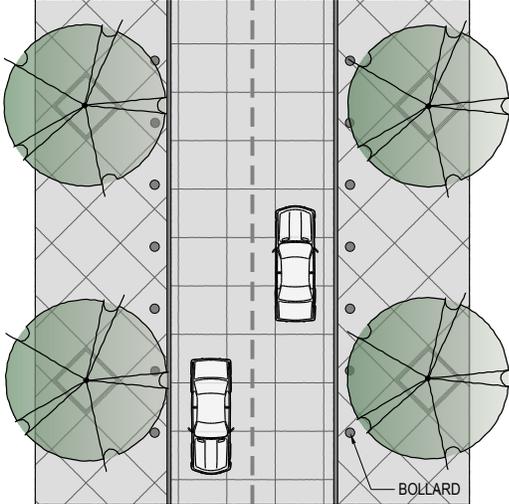
Comprehensive Development Plan

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Campus Collector (Enhanced Terrace/ Sidewalk)



Key Plan



Design Characteristics

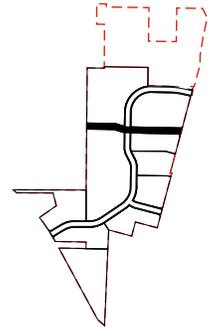
- Right-of-Way Width: 56'
- Posted Speed: 25 mph
- Street Width (face to face): 22'
- Enhanced Terrace/Sidewalk Width: 17', both sides
- Parking: None
- Street Trees: Both Sides



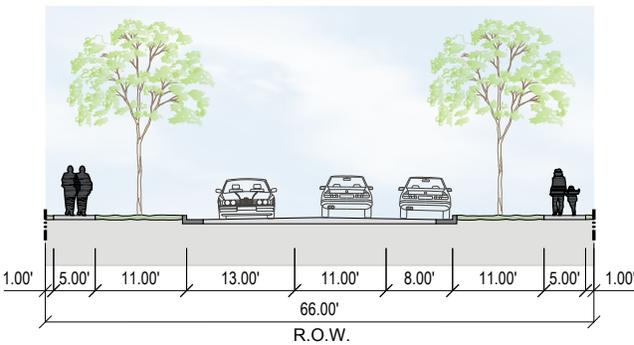
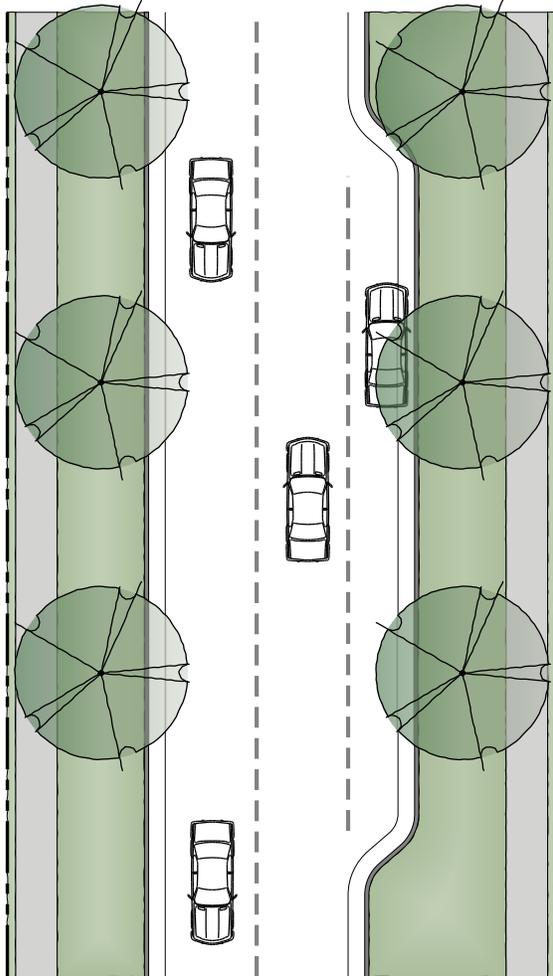
Comprehensive Development Plan

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Lake George Drive



Key Plan



Description

Lake George Road is envisioned as a secondary entrance into the campus. Extension of this section to Deer Valley Road is desirable and would help to improve access into and out of the Southdale neighborhood.

Design Characteristics

- Right-of-Way Width: 66'
- Posted Speed: 25 mph
- Street Width (face to face): 40'
- Sidewalk: Both Sides
- Terrace Width: 7'
- Parking: Single Side (parking side varies)
- Street Trees: Both Sides

Comprehensive Development Plan

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Vehicular Site Access

Site access has been planned to appropriately serve the campus. Based on recommendations offered in the TIA and through coordination and collaboration with Dane County, the Town of Madison and City of Fitchburg, two or three new access points will be provided. Two existing access points will be enhanced and improved. Direct access (right-in, right-out) to private development sites will not be provided at the request of the County. The proposed intersections evaluated within the TIA and anticipated for construction and enhancement include:

Novation Parkway / Rimrock Road:

Full Signalized Intersection (existing)

Lake George Road / Rimrock Road:

Full Intersection with left turn restrictions (existing)

Street "B" / Rimrock Road:

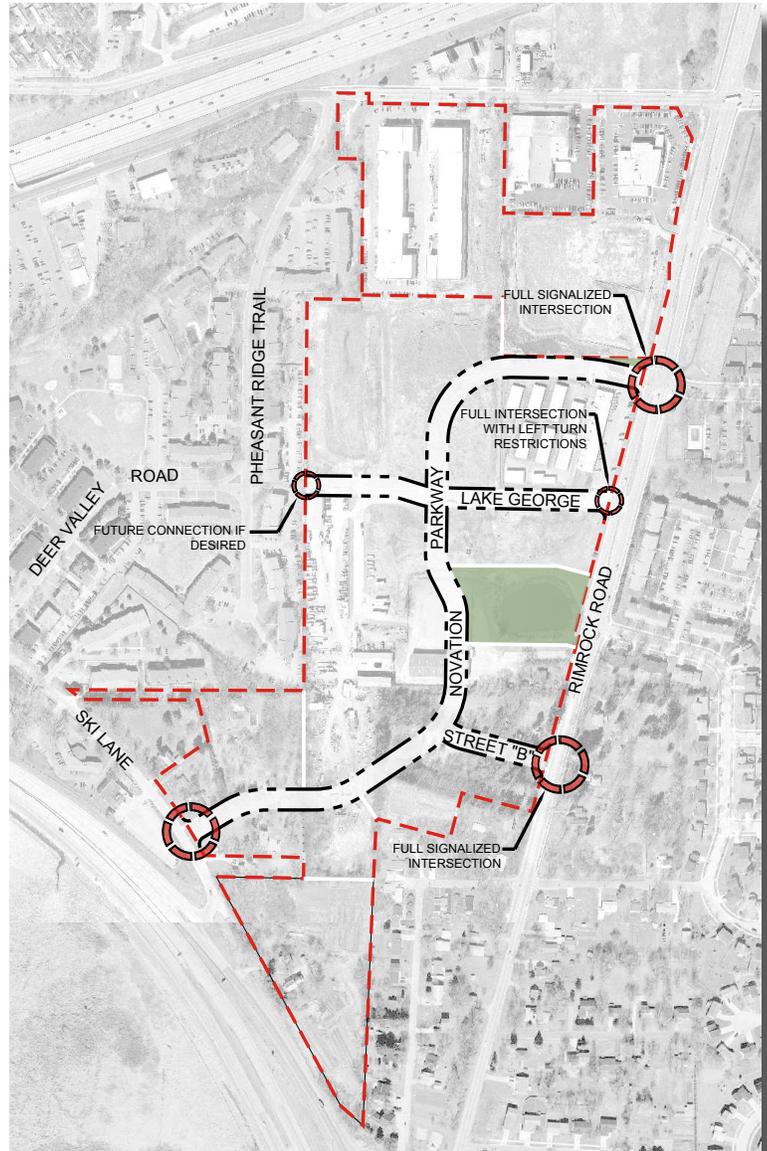
Full Signalized Intersection

Novation Parkway / Ski Lane:

Full Intersection

Lake George / Pheasant Ridge Trail:

(future connection if desired)



Comprehensive Development Plan

PUBLIC REALM

Pedestrian & Bike Circulation

Pedestrian and bike access into the site is encouraged by the potential extension of Lake George to Deer Valley Road. The potential connection will significantly improve the access of this site enhancing resident access to goods, services and employment opportunities within the Campus and providing alternative means for employees to arrive to the Campus. The plan for the campus will allow future elements as follows:

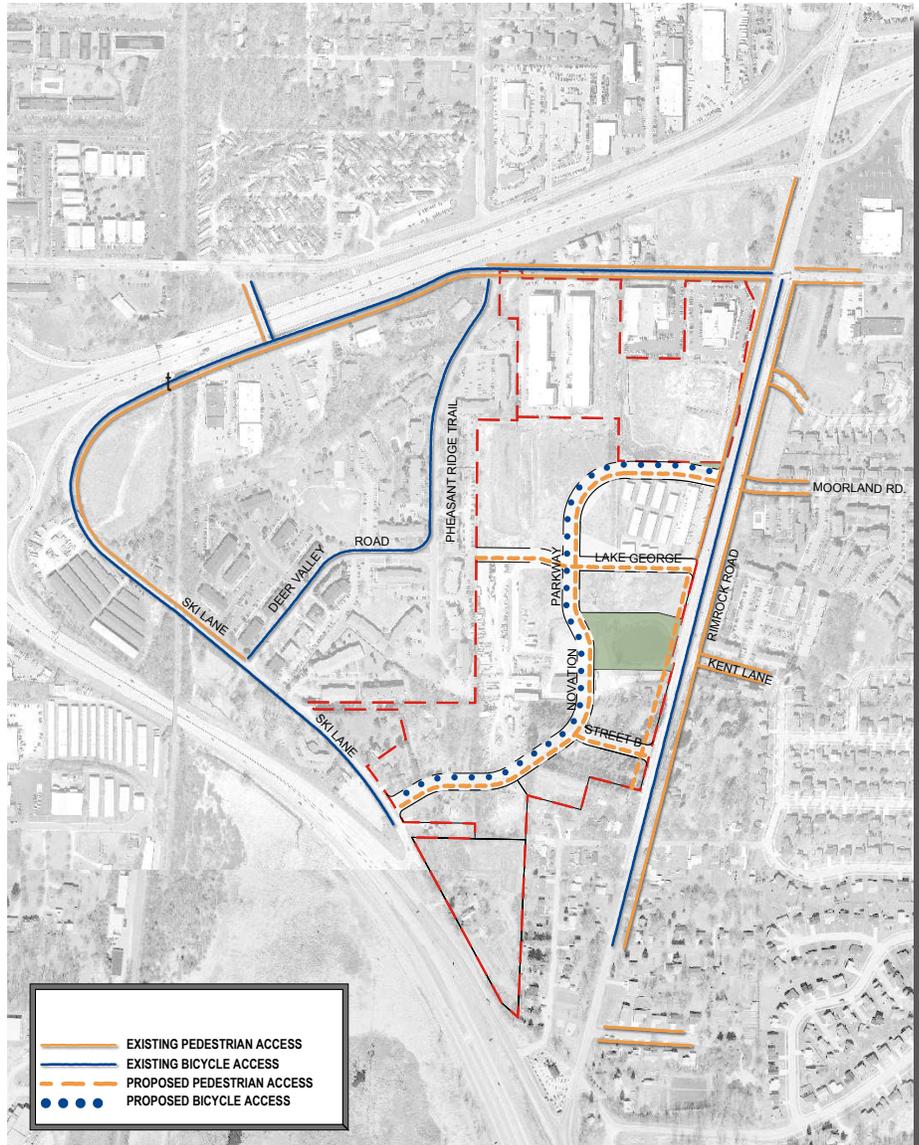
Sidewalks along both sides of all streets. Improvement and extension of Lake George Road is desirable as residents from the Southdale Neighborhood currently cut through private property to walk to access goods and services along Rimrock Road.

Sidewalk extension along the west side of Rimrock Road from Lake George Road to Street "B".

Bike lanes or off-street facilities along Ski Lane / CTH MM frontage (to be completed by Wisconsin Department of Transportation, City, or Town as part of future improvements at time of road reconstruction due to removal of existing on-ramp at CTH MM and US HWY 14).

Marked pedestrian crossing of Rimrock Road at Street "B" signalized intersection to existing sidewalk along east side of Rimrock Road.

Promote and maximize pedestrian, bike and transit access by providing sidewalks at all roads that connect to Rimrock Road and Ski Lane.

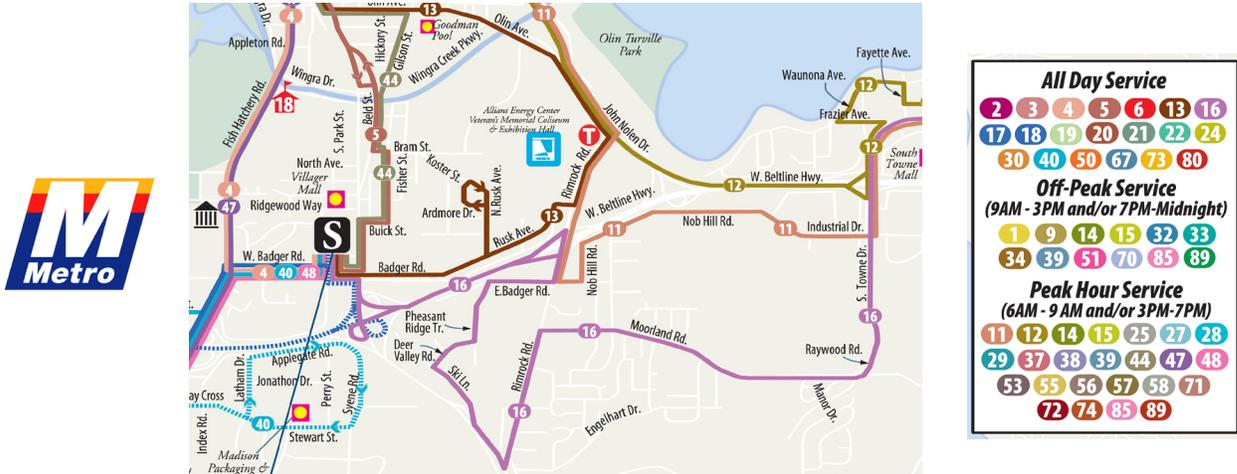


Comprehensive Development Plan

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Transit

Madison Metro Route 16 currently serves the complete perimeter of the site. Routes within the area are anticipated to remain and continue to provide the same level of service as the campus is developed. Approximately one year ago the level of service to the area was improved to the neighborhood and as development continues Madison Metro does not foresee a change in routing. Additional transit alternatives, such as a potential commuter rail stop, will enhance workforce mobility from the surrounding neighborhoods and offer employees increased access and another option for arriving at campus.



Municipal Services

The Novation Campus site lies within both the Town of Madison and the City of Fitchburg. The City/Town boundary at Maloney Drive results in separate utility districts providing services to the site. Portions of the site south of Maloney Drive are currently part of the City of Fitchburg. The majority of the site is in the Town of Madison which will ultimately be annexed to the City of Fitchburg. An agreement called the “City of Madison, City of Fitchburg, and Town of Madison Cooperative Plan” lays out the boundaries and conditions for the dissolution of the Town of Madison which will occur on October 30, 2022 or earlier. As part of this agreement, municipal services to the site will be provided as identified below.

Water

Water service to the site is divided between two utility districts. Current Town of Madison properties are customers of Madison Water Utility, and City of Fitchburg properties are customers of Fitchburg’s Utility District. City of Madison wells provide the water supply for both utility districts. A metering pit located at the intersection of Maloney Drive and Rimrock Road measures the water used by the Fitchburg Utility District. The water service and utility district boundaries within the project area are expected to remain the same after redevelopment and annexation to the City of Fitchburg.

Wastewater

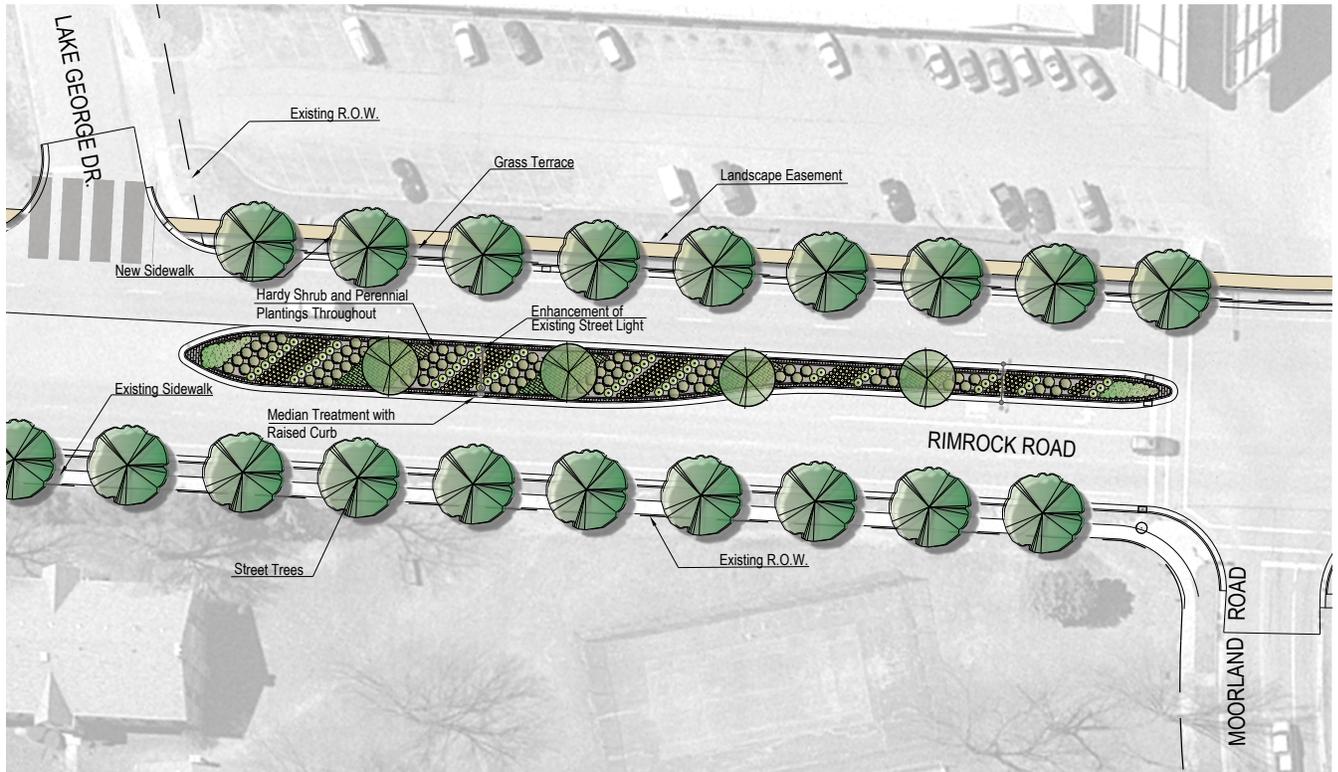
Wastewater collection for the existing Novation Campus development is primarily routed east to the sewer main under Rimrock Road. The southwest portion of the site is currently routed to a Madison Metropolitan Sewer District (MMSD) interceptor that runs along Highway 14 west of the site. The topography of the Novation Campus expansion area will allow wastewater from the redeveloped site to be routed to the southwest into the MMSD interceptor. A likely connection point is the manhole south of Ski Lane with an invert elevation of approximately 1.90, significantly lower than anticipated building elevations within the campus expansion area. Town of Madison parcels are currently served by the Oakridge Sanitary Sewer District. After annexation, the Oakridge Sanitary Sewer District customers will become customers of the Madison Sewer Utility.

Comprehensive Development Plan

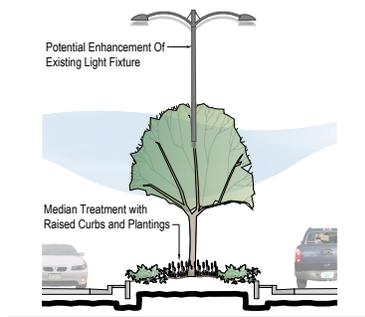
PUBLIC REALM

Rimrock Road Enhancements

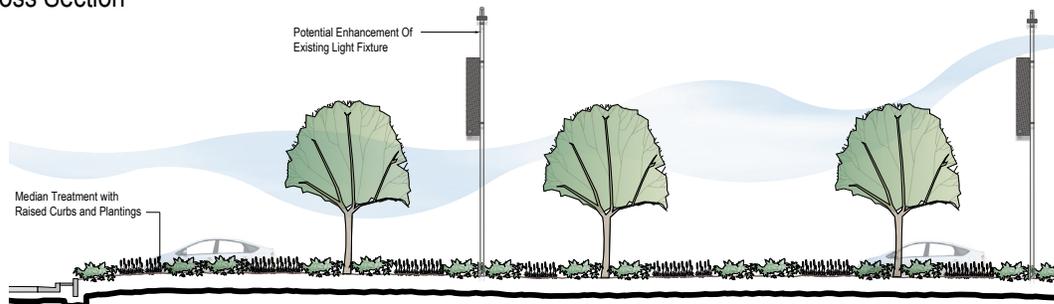
To enhance the Rimrock Road corridor and visually identify and tie with the Novation Campus, the possibility of installing landscaping within the boulevard and street terrace along Rimrock Road is being investigated. These discussion with the County have not been completed to determine the feasibility of these enhancements. A concept for the potential enhancements is included below for reference.



Note: Concept of desired enhancements. Approval pending.



Cross Section



Longitudinal Section

Comprehensive Development Plan

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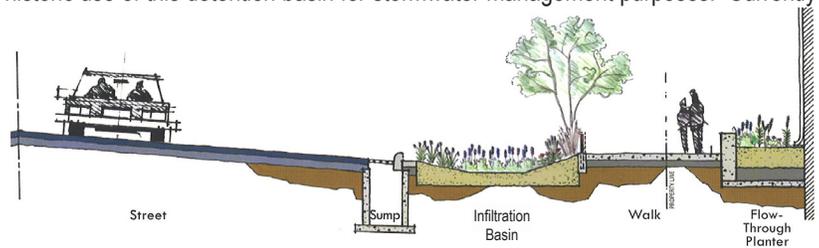
Open Space

The open space system is comprised of a variety of spaces including stormwater management areas, enhanced sidewalks, environmental preserves and private development of open spaces and small public gathering spaces at building entries. These elements will offer opportunities for outdoor dining, gathering and socializing, helping to create a pleasant working environment. As planning advances and development patterns for private development parcels are refined, open space areas associated with buildings will be incorporated.

Stormwater Management

Stormwater management will be addressed utilizing a variety of techniques and elements. Due to the Wisconsin Department of Natural Resources (WDNR) requirements for capping of areas containing fly ash and construction debris, infiltration practices will not be feasible over much of the site. In areas outside of the fly ash boundary, sufficient area for infiltration practices will be accommodated.

Located at the center of Novation Campus, Lake George is envisioned as a unique focal point and amenity. There are currently discussions with WDNR regarding the man-made character and historic use of this detention basin for stormwater management purposes. Currently man-made basins which have been created to facilitate storm water management are exempt from NR 103. Available information also indicates that Lake George is not considered a navigable water feature and is not subject to US Army Corps of Engineers jurisdiction. Once final concurrence is given by WDNR, the use and ability to enhance and expand the pond will be established. Conceptual designs identify potential enhancements and amenities including walkways, additional stormwater management areas, naturalized landscaping, outdoor seating (in concert with private development adjacent this area), and a potential public plaza.



Public Plaza

A pedestrian gathering space is envisioned at the western edge of the primary detention pond. This gathering area or plaza will continue across Novation Parkway to the front façade of a building planned as a focal point and terminus of views from across Lake George. The cross section of the street through this area is intended to enhance pedestrian safety by reducing traffic speeds. On-street parking and the gutter pans will be eliminated signaling this importance of this area and giving drivers the perception of a narrower roadway. The final size and form of this space has not been determined, however, the adjacent plaza is anticipated to be at a higher finished grade and overlook the pond offering a pleasant place for employees to gather and enjoy the outdoors. Pedestrian connections from this plaza area to Rimrock Road are planned and will help tie various campus as well as the neighborhood areas to this central element.



Comprehensive Development Plan

PUBLIC REALM

Sustainability

The Novation Campus and Alexander Company are committed to sustainability and integration of sustainable practices within the campus. Reuse, reclamation and reinvestment in the urban fabric is a hallmark of the Alexander Company and is illustrated in projects across the country. The specific sustainable methods for inclusion within the campus have not been fully defined, but achieving this goal means that Novation Campus must be diverse, economically active and environmentally sound making efficient use of existing and proposed infrastructure, energy, and other resources.

To achieve diversity, the campus is planned to incorporate a range of uses integrated into the existing fabric. Integration with surrounding uses offers the potential for improved access for surrounding residents to employment and services lacking in the region. A broad spectrum of jobs is anticipated with varying skill bases and backgrounds including blue, white and gold collar employment options supportive of local workforce housing options available within the area. Economic activity builds on the idea of providing diverse employment opportunities in proximity to transit and employment bases. Upon completion, the Novation Campus is anticipated to employ between three and five thousand jobs which are easily accessible by walking from adjacent neighborhoods, public transportation, and bicycling.

An environmentally sound campus builds on the foundation of reusing an existing brownfield for infill redevelopment opportunities and extends through to the architecture, stormwater management and site development principles anticipated as the campus grows. Through creatively implementing sustainable practices, challenges associated with areas of fly ash can be mitigated. As development planning proceeds, specific sustainable practices for use will be determined. Potential techniques envisioned for inclusion include:

- Remediating and reusing brownfields near existing urban infrastructure.
- Reducing the need for development of agricultural and environmentally-sensitive lands outside of current urban boundaries.
- Promoting alternative modes of transportation with the potential to help promote and stimulate the reuse of the nearby rail corridor.
- Making efficient use of existing and proposed transportation network.
- Increasing access to employment and neighborhood services.
- Promoting principles of green architecture such as green roofs and flow-through planters to achieve some infiltration even in areas containing fly ash.
- Incorporating street infiltration basins and innovative structural and non-structural methods of addressing stormwater management.
- Using native plant material which limit the need for fertilization and watering.
- Reusing grey water and rain harvesting.



Comprehensive Development Plan

PRIVATE DEVELOPMENT ZONES

The previous section details public elements and improvements that support and define the framework for development of private parcels within the Novation Campus. The primary purpose of this section is to offer an overview of the intended uses anticipated for each campus sub - area. As such, preliminary information on the anticipated land uses, development standards, development intensities and densities, and parking and service requirements is provided. The final configuration of buildings, lots, land uses, roads and parking areas are subject to change and will be established in future submittals through either the County Zoning and Land Division requirements, conventional City Zoning and Land Division and/or PDD requirements depending on location within the campus and required approval processes at time of final development planning.

Land Use Descriptions

The following descriptions offer the preliminary development pattern anticipated within Novation Campus. While employment is the primary campus focus, some commercial and service uses are anticipated to provide services to the employees and nearby residents. A limited amount of housing may be included as well depending on market conditions and demands at the time of build out. With employment as the campus backbone, consideration is also given to the potential inclusion of hotel within certain regions of the campus. The viability of the hotel use has not been fully determined nor has the exact placement within the campus or the ideal building height, therefore flexibility is incorporated into this plan.

Due in part to the length of time anticipated for full build out of the campus and uncertainty of market demands over time, square footage and acreage allocations between various parcels and uses must also remain flexible. Should a hotel use become viable, the overall development intensity is anticipated to remain approximately the same as is identified within the CDP.

Employment Zones: Employment forms the main focus of the Novation Campus and may include office, research, and flex uses in either stand-alone or multi-story, multi-tenant formats.

Commercial Mixed Use Zones: Commercial and service uses will provide goods and services to the local neighborhood and employment base. Potential uses will vary, and may include such tenants as restaurants, a convenience store, coffee/sandwich shop, hair salon, and bakery among others. Stand-alone commercial may occur, but most are anticipated to be vertically integrated with office uses on levels above the first floor.

Housing: While this plan identifies opportunities within the campus for housing, the rehabilitation or redevelopment of existing multi-family housing complexes adjacent to the campus is thought to present the primary opportunity for housing diversity in the neighborhood. This is due at least in part to the fact that the neighborhood is currently over weighted with residential use with the predominant existing housing stock being rental. Uses within the campus are therefore geared towards employment and commercial use. The viability of housing uses within the campus will be based on market conditions and the anticipated long term stability of existing residential use around the campus perimeter at the time of build out. Office uses may be substituted if insufficient demand exists or if adjacent residential uses are in transition.



Comprehensive Development Plan

PRIVATE DEVELOPMENT ZONES

Site A

Site A is located near the western boundary of the Novation Campus and is planned for multi-story offices along Novation Parkway. Flex-use is identified along the western side of this site, extending this use from the development sites to the north. Building heights are anticipated to transition from two or three - story offices along Novation Parkway to one-story buildings on the west side of the parcel. Street - facing buildings will be pulled close to the Novation Parkway and appropriately detailed with pedestrian scaled architecture and useable entryways.

Development Standards

Permitted Uses:

Per Dane County Commercial (C2) Zoning

Setbacks & Yard Requirements:

Per Dane County Commercial (C2) Zoning

Impervious Surface Ratio (ISR) :

Maximum Impervious Surface Ratio - 85%*

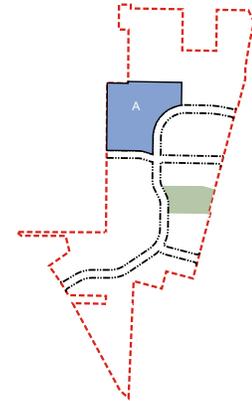
(*area within fly ash boundary, capping requirement by WDNR)

Floor Area Ratio (FAR):

.15 - .20

Approximate Lot Acreage:

7.19 Acres



Site Characteristics

Anticipated Building Heights:

Office: 2-3 Stories (along Novation Parkway frontage)

Flex Use: 1-2 Story

Approximate Square Footages

Office: 50,000 – 60,000 square feet

Flex Use: 50,000 – 60,000 square feet

Note: Potential Hotel use possible, specifics provided through future submittals.

Commercial Frontages:

None currently anticipated but subject to change.

Vehicular Access:

Novation Parkway

Lake George Road (West)

Comprehensive Development Plan

PRIVATE DEVELOPMENT ZONES

Site B

Site B is located at one of two signalized intersections leading into the campus at the primary gateway into the heart of the campus. Portions of this site along Rimrock Road will include commercial uses taking advantage of commuter traffic while offering goods and services to employees and neighborhood residents. It is anticipated that the current convenience store and attached strip center will be demolished with potential for the convenient store to be relocated within the project to a new facility. The western edge of this parcel along Novation Parkway will include office uses and be located in close proximity to the sidewalk defining its edge with pedestrian scaled architecture and useable entryways into buildings. Building heights are anticipated to be lower along Rimrock Road and increasing along Novation Parkway.

Development Standards

Permitted Uses:

Per Dane County Commercial (C2) Zoning

Setbacks & Yard Requirements:

Per Dane County Commercial (C2) Zoning

Impervious Surface Ratio (ISR):

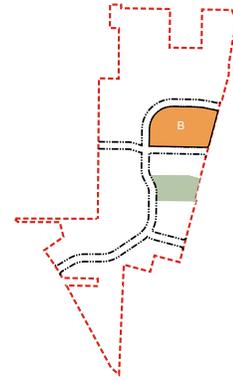
Maximum Impervious Surface Ratio - 85%*
(*area within fly ash boundary, capping requirement by WDNR)

Floor Area Ratio (FAR):

.12 - .20

Approximate Lot Acreage:

4.68 Acres



Site Characteristics

Anticipated Building Heights:

Commercial (Vertically Integrated): 2-3
Stories
Office: 2-3 Stories

Approximate Use Square Footages:

Commercial (Vertically Integrated): 15,000-
30,000 square feet
Office: 25,000-40,000 square feet

Note: Potential Hotel use possible

Commercial Frontages:

Novation Parkway/Rimrock Road Intersection
Rimrock Road Frontage
Lake George Road (East)/Rimrock Road
Intersection

Vehicular Access:

Novation Parkway
Lake George Road (East)

Comprehensive Development Plan

PRIVATE DEVELOPMENT ZONES

Site C

Site C will include one or two story commercial uses along the Rimrock Road frontage and two or three story office uses along Novation Parkway. Some commercial uses may be included with the building fronting Novation Parkway taking advantage of views and access to the pond. Buildings along both frontages will be located in close proximity to the sidewalk and include pedestrian scaled architecture and useable entryways into buildings.

Development Standards

Permitted Uses:

Per Dane County Commercial (C2) Zoning

Setbacks & Yard Requirements:

Per Dane County Commercial (C2) Zoning

Impervious Surface Ratio (ISR):

Maximum Impervious Surface Ratio - 85%*

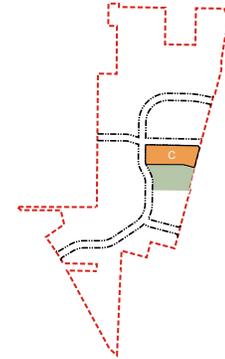
(*area within fly ash boundary, capping requirement by WDNR)

Floor Area Ratio (FAR):

.65 - .75

Approximate Lot Acreage:

2.26 Acres



Site Characteristics

Anticipated Building Heights:

Commercial (Stand-Alone): 1 story (along Rimrock Road frontage)

Office: 2-3 Stories

Approximate Use Square Footages

Commercial (Stand-Alone): 5,000-7,500 square feet

Office: 65,000 – 75,000 square feet (includes 10,000 square feet of potential first floor Commercial)

Note: Potential Hotel use possible

Commercial Frontages:

Novation Parkway/Rimrock Road Intersection
Novation Parkway Frontage (limited)

Vehicular Access:

Lake George Road (East)

Comprehensive Development Plan

PRIVATE DEVELOPMENT ZONES

Site D

Site D is the largest employment zone within Novation Campus at the heart of the campus. Buildings are anticipated to be oriented in close proximity to the sidewalks with off-street parking areas screened from the street creating a pedestrian friendly streetscape. Key focal points, such as the terminus of the view across Lake George and at the end of Street "B", will be accentuated by architectural elements and/or outdoor plaza space. Preliminary plans anticipate a combination of flex and office uses, however the final mix of uses will be determined based on market demand and conditions at the time of build out. Additionally, commercial services may be incorporated into the site as ancillary support uses. These commercial uses would be located at the intersection of Novation Parkway and Lake George Road.

Development Standards

Permitted Uses:

Per Dane County Commercial (C2) Zoning

Setbacks & Yard Requirements:

Per Dane County Commercial (C2) Zoning

Impervious Surface Ratio (ISR):

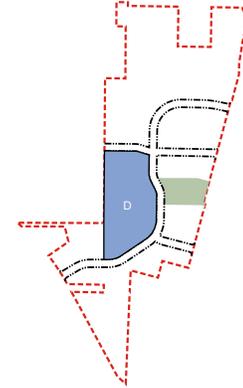
Maximum Impervious Surface Ratio - 85%*
(*area within fly ash boundary, capping requirement by WDNR)

Floor Area Ratio (FAR):

.13 - .30

Approximate Lot Acreage:

8.99 Acres



Site Characteristics

Office / Flex Use – Scenario A

Anticipated Building Heights:

Office: 2-3 Stories

Flex Use: 2 Story

Approximate Use Square Footages:

Office: 50,000-60,000 square feet

Flex Use: 100,000-120,000 square feet

(includes 10,000 square feet of potential first floor Commercial at intersection of Lake George and Novation Parkway)

Office / Flex Use – Scenario B

Anticipated Building Heights:

Office: 2 - 3 Stories

Approximate Use Square Footages:

Commercial (Vertically Integrated): 10,000 sf

Commercial (Stand-Alone): 10,000 sf

Office: 65,000-75,000 square feet

Flex Use: NA

Office: 65,000 – 75,000 square feet (includes 10,000 square feet of potential first floor commercial)

Commercial Frontages:

Novation Parkway/Lake George Road Intersection (Limited)

Vehicular Access:

Lake George Road (West)

Novation Parkway

Comprehensive Development Plan

PRIVATE DEVELOPMENT ZONES

Site E

Site E is located south of Lake George near the second major gateway into the Novation Campus at the intersection of Street "B" and Rimrock Road. This site will be designed to take advantage of direct visual and physical access to Lake George and may include commercial uses on the first floor with office and or residential uses above. A limited number of urban residential units, such as townhouses, may be incorporated as a building liner to structured parking and aid in transitioning to the existing neighborhood south of this site. The inclusion of residential options as part of the campus will be determined based on market demands and the disposition of the adjacent residential uses.

Development Standards

Permitted Uses:

Per Dane County Commercial (C2) Zoning
Potential for residential

Setbacks & Yard Requirements:

Per Dane County Commercial (C2) Zoning

Impervious Surface Ratio (ISR) :

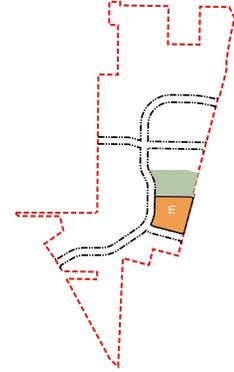
Maximum Impervious Surface Ratio - 85%*
(*area within fly ash boundary, capping requirement by WDNR)

Floor Area Ratio (FAR):

.50 - .60

Approximate Lot Acreage:

2.42 Acres



Site Characteristics

Anticipated Building Heights:

Commercial (Vertically Integrated): 2-3 Stories
Office: 3 Story
Flex Use: NA
Residential Mixed Use: 2 stories above,
maximum of 3 stories
Residential (Townhomes or Apartments):

Approximate Use Square Footages:

Commercial (Vertically Integrated): 5,000-
10,000 square feet
Office: 50,000-60,000 square feet
Flex Use: NA

Minimum Unit Count: 0

Maximum Unit Count: 50

Note: Potential Hotel use possible.

Commercial Frontages:

Rimrock Road Frontage

Vehicular Access:

Street B

Novation Parkway

Comprehensive Development Plan

PRIVATE DEVELOPMENT ZONES

Site F

Site F is located along Street "B" at a main gateway into the campus. Final development plans for this parcel boundaries are finalized, however, it is anticipated that this parcel will include office uses. Urban residential units, such as townhouses or apartments maybe developed in place of office uses. The inclusion of residential options as part of the campus will be determined based on market demands. Regardless of the final use, appropriate design and site development will be necessary to transition from the existing residential to the south.

Development Standards

Permitted Uses:

Per Dane County Commercial (C2) Zoning
Potential for residential

Setbacks & Yard Requirements:

Per Dane County Commercial (C2) Zoning

Impervious Surface Ratio (ISR):

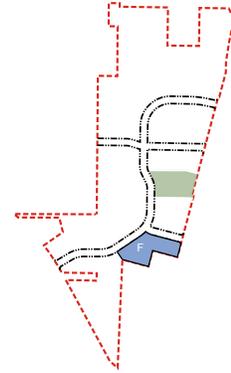
Maximum Impervious Surface Ratio - 85%*

Floor Area Ratio (FAR):

.50 - .60

Approximate Lot Acreage:

2.36 Acres



Site Characteristics

Anticipated Building Heights:

Office: 3 Story

Residential Mixed Use: 2 stories above,
maximum of 3 stories

Residential (Townhomes or Apartments):

Approximate Use Square Footages

Office: 50,000-60,000 square feet

Minimum Unit Count: 0

Maximum Unit Count: 50

Commercial Frontages:

NA

Vehicular Access:

Novation Parkway

Street B

Novation Parkway

Comprehensive Development Plan

PRIVATE DEVELOPMENT ZONES

Site G

Site G is located along CTH MM and Novation Parkway near the western gateway to the site. Preliminary development concepts plan to utilize the sites natural topography to incorporate underground parking while offering views to the Nine Springs E-Way from upper levels of the building. Final site organization will be determine at the time of development, however, buildings will be set back from northern property line to help transition to the residential neighborhood to the north.

Development Standards

Permitted Uses:

Per Dane County Commercial (C2) Zoning

Setbacks & Yard Requirements:

Per Dane County Commercial (C2) Zoning

Impervious Surface Ratio (ISR):

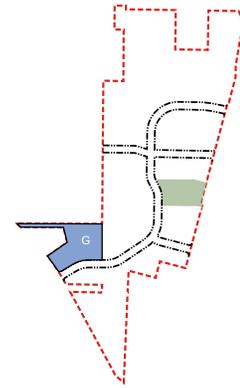
Maximum Impervious Surface Ratio - 65%

Floor Area Ratio (FAR):

.40 - .50

Approximate Lot Acreage:

3.57 Acres



Site Characteristics

Anticipated Building Heights:

Office: 3 Story

Approximate Use Square Footages:

Office: 65,000-75,000 square feet

Note: Potential Hotel use possible.

Commercial Frontages:

NA

Vehicular Access:

Novation Parkway
Ski Lane/CTH MM

Comprehensive Development Plan

PRIVATE DEVELOPMENT ZONES

Site H

Site H is located along Novation Parkway at the western entry into the campus. Office uses are envisioned with the potential for underground parking taking advantage of the existing site topography. This parcel adjoins the Town of Madison / City of Fitchburg boundary and may be combined with Site I as final development plans are established.

Development Standards

Permitted Uses:

Per Dane County Commercial (C2) Zoning

Setbacks & Yard Requirements:

Per Dane County Commercial (C2) Zoning

Impervious Surface Ratio (ISR)

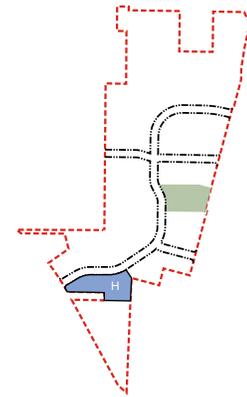
Maximum Impervious Surface Ratio - 65%

Floor Area Ratio (FAR):

.45 - .55

Approximate Lot Acreage:

2.32 Acres



Site Characteristics

Anticipated Building Heights:

Office: 2-3 Stories

Approximate Use Square Footages

Office: 45,000-55,000 square feet

Commercial Frontages:

NA

Vehicular Access:

Novation Parkway

Comprehensive Development Plan

PRIVATE DEVELOPMENT ZONES

Site I

Site I is located along CTH MM and overlooks the Nine Springs E-Way and HWY 14 corridor. This site has great potential as a corporate office headquarters or combination of smaller office users. The site's topography slopes from east to west (high to low), allowing buildings to be built into the hill and mitigating some of the visual impact to the adjacent neighborhood while offering opportunities for underground parking.

Development Standards

Permitted Uses:

Uses to be based on determination of future zoning classification. Likely zoning classifications, per City of Fitchburg Zoning Code (Chapter 22), include:

- B-P Professional Office District
- B-G General Business District
- I-S Specialized Industrial District

Setbacks & Yard Requirements:

Based on final zoning classification

Floor Area Ratio (FAR):

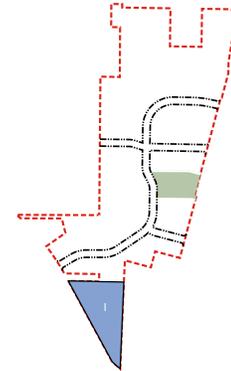
.40 - .50

Impervious Surface Ratio (ISR)

Maximum Impervious Surface Ratio - 65%

Approximate Lot Acreage

5.36 Acres



Site Characteristics

Anticipated Building Heights:

Office: 3-6 Stories

Approximate Use Square Footages

Office: 70,000 – 100,000 square feet

Note: Potential Hotel use possible.

Commercial Frontages:

NA

Vehicular Access:

CTH MM

Comprehensive Development Plan

PRIVATE DEVELOPMENT ZONES

Parking & Service

Parking will occur throughout the campus in surface lots and/or structures (below grade and/or above grade) depending on location, development economics and environmental issues. On-street parking is seen as a critical component to the campus accommodating visitor parking as a convenience to users. Shared parking may be utilized where appropriate to limit unnecessary duplication of parking. Details on shared parking will be determined and provided through future development submittals to the Town/County and/or City as required.

Due to the phased approach anticipated for campus build out, surface parking lots will be primarily used during the initial phases of the construction. As development demand increases and market conditions permit, underground and/or structured parking will be added to increase the development intensity and reach the levels identified within the private development site descriptions. This page illustrates the different methods anticipated for accommodating parking and indicates the parking type (structure or surface) anticipated for each development site at full build out.

To increase the efficiency of loading and deliveries and limit truck traffic through the heart of the site, a rear lane is planned to serve flex use sites throughout the campus. This route will help limit conflict and connect to the existing service route between flex buildings north of Site A.

Parking and Loading Requirements

Parking and loading facilities will follow Dane County Zoning Code, section 10.18 Off Street Parking & Loading for sites A-H. Final requirements for site I will be determined at the time of future submittals and will be based on the zoning established for the site at the time of future submittals. The following parking standards are provided below for informational purposes and do not include reductions that may be possible through shared parking opportunities.

Anticipated Parking Ranges (per gross leasable area)

Commercial (Vertically Integrated or Stand-Alone): 5.0-15.0/1000 square feet

Residential:

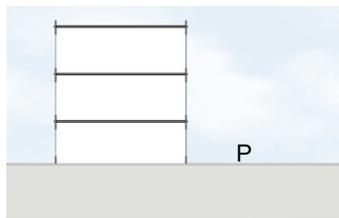
Office: 3.3-4.0/1000 square feet

Flex Use: 2.5-3.5/1000 square feet

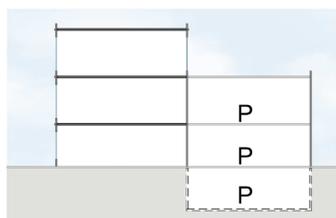
Residential: 1.5 – 2.0 per unit (unit size dependant)

Hotel: .5/ room

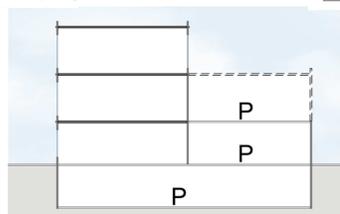
PARKING SCENARIO	SITES																		
	A		B		C		D		E		F		G		H		I		
	P1	P2	P1	P2	P1	P2	P1	P2	P1	P2	P1	P2	P1	P2	P1	P2	P1	P2	
1	x		x				x	x			x							x	
2		x		x					x										x
3				x		x							x		x				



SCENARIO 1
Surface parking

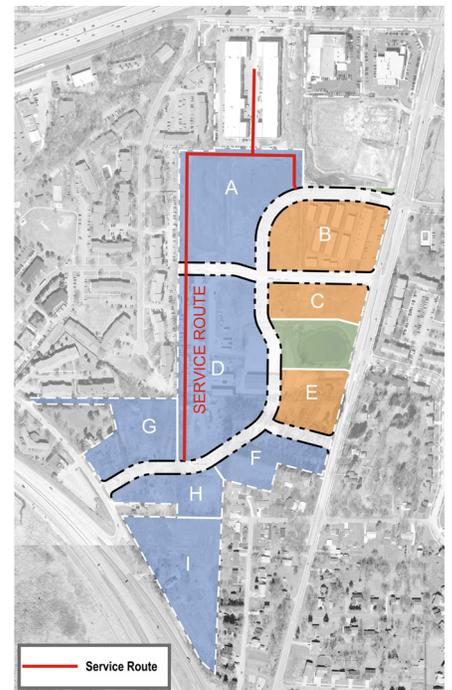


SCENARIO 2
Garage parking, two levels above grade, one below



SCENARIO 3
Basement and above grade

* P1/P2 = phase 1/phase 2



Comprehensive Development Plan

PRIVATE DEVELOPMENT ZONES

Phasing & Implementation

The Novation Campus is a large infill redevelopment site with full build out expected to take 8-12 years. Final phasing and build out timelines will be based on market conditions and demands, however, four general development phases are anticipated to occur generally extending from the north to the south. Development of Site A is anticipated to occur first as the western half of the site has been surcharged and permits necessary to allow for surcharging of the frontage along Novation Parkway have been secured from Dane County.

Discussion between the Town of Madison and Alexander Company on the use of financing potentially available through the Tax Incremental District (TID) will advance upon approval of this CDP. As required, the City of Fitchburg will be involved in these discussions to assure that all requirements established for use of TID funds are met. Public infrastructure promoting, supporting and enhancing economic development opportunities within the TID may be advanced prior to implementation of private development initiatives outlined for the Novation Campus.

