

Proposed Campus Improvements Submitted by Perkins + Will

One of the frequent critiques about the Alliant Energy Center's appearance is the large extent of paving and lack of green space. In addition, several events use two or more of the main facilities (Expo Hall, Coliseum and New Holland Pavilions), which are not well-connected visually or functionally. To address these, several improvements are proposed, with one of the most significant being the relocation of the Arena Building from the center of the campus. Doing so will establish a central focal point that links all of the major facilities together and creates a new multi-functional outdoor space that can be used in conjunction with larger events on the campus, support its own events, and provide amenities for area residents when not in use for campus events. The space will contain a mix of landscaped and paved areas that will look and feel much like a town square in downtown areas.

To further soften the appearance of the campus, several "green linkages" will bisect the parking areas with enhanced landscaping and pedestrian walkways. In addition, stormwater retention areas will be added along the periphery of the campus to reduce runoff leaving the campus and providing additional greenspace.

To address concerns about traffic impacts caused by larger events, an enhanced road system is proposed through the campus that would make more use of the existing entries/exits on John Nolen Drive and Rusk Road. This "ring road" will encircle the campus to expedite moving traffic off of the surrounding streets and into parking areas and, when necessary, separating trucks and event support traffic from attendee traffic. Within the ring road, additional surface parking will be added on the north side of the campus along with a parking garage in order to off-set the loss of parking created by the addition of private development on the south side in front of the Coliseum. Further, accommodations and amenities will be added to serve car sharing services (like taxis and Uber) and increased use of public and private shuttle buses in order to reduce the need for parking.