

REGIONAL CONTEXT AND OVERVIEW



ECONOMIC IMPACT
 IN 2016, THE 169-ACRE ALLIANT ENERGY CENTER CAMPUS:

- HOSTED OVER 400 EVENTS
- WELCOMED OVER 800,000 ATTENDEES
- GENERATED 177,000 ROOM NIGHTS
- SPURRED \$76 MILLION IN SPENDING
- OPERATING REVENUES EXCEEDED EXPENSES

COMMUNITY ROLE
 A PLACE TO **GATHER** FOR EVENTS LIKE:

- BRATFEST
- DANE COUNTY FAIR
- CONCERTS AND SPORTING EVENTS
- BEER AND CHEESE FEST
- MONSTER TRUCK NATIONALS
- CIRCUS

A PLACE TO SHARE KNOWLEDGE

- GARDEN EXPO
- DEER AND TURKEY EXPO
- CANDECOPIA
- MODEL RAILROAD SHOW
- QUILT EXPO
- FISHING EXPO
- CAR SHOWS
- KIDS EXPO

A PLACE TO ATTRACT VISITORS TO OUR COMMUNITY FROM AROUND THE US AND THE WORLD

- WORLD DAIRY EXPO
- MIDWEST HORSE FAIR
- CROSSFIT GAMES

EXISTING SITE CONDITIONS AND CONCEPT

SITE | CAMPUS CONTEXT PLAN



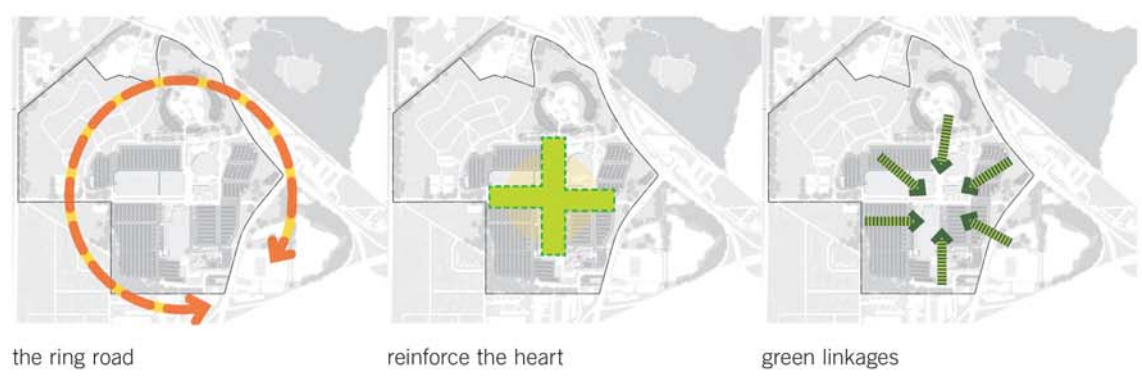
SITE | CIRCULATION AND PARKING



SITE | NATURAL FEATURES



SITE | CONCEPT BIG IDEAS



MASTER PLAN : OPTION A



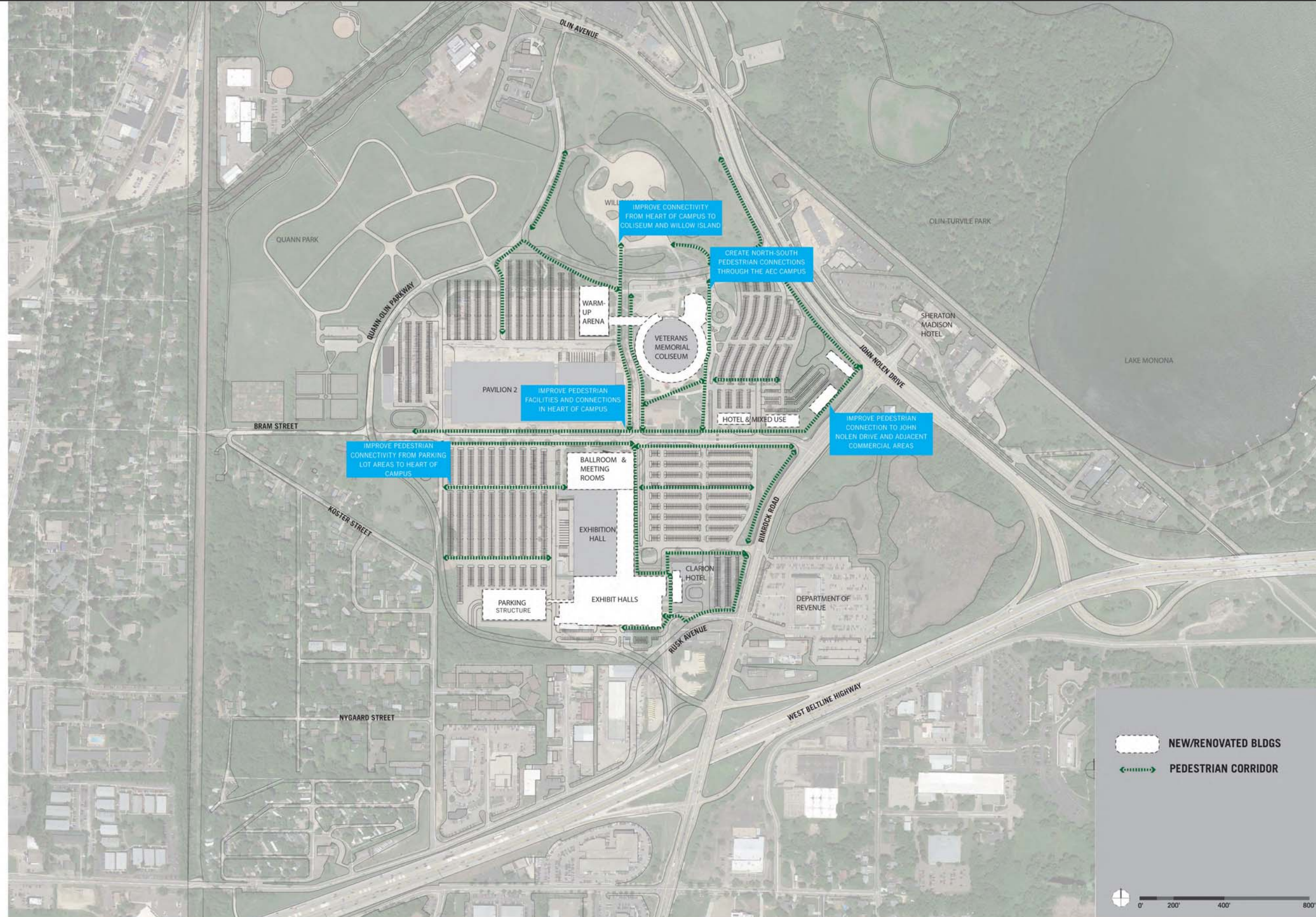
	PRIMARY CIRCULATION
	SECONDARY CIRCULATION
	NOISE MITIGATION WALL
	CENTRAL "GREEN" SPACE
	LANDSCAPE IMPROVEMENTS
	STORMWATER MANAGEMENT DEVICE
	NEW/RENOVATED BLDGS

0' 200' 400' 800'

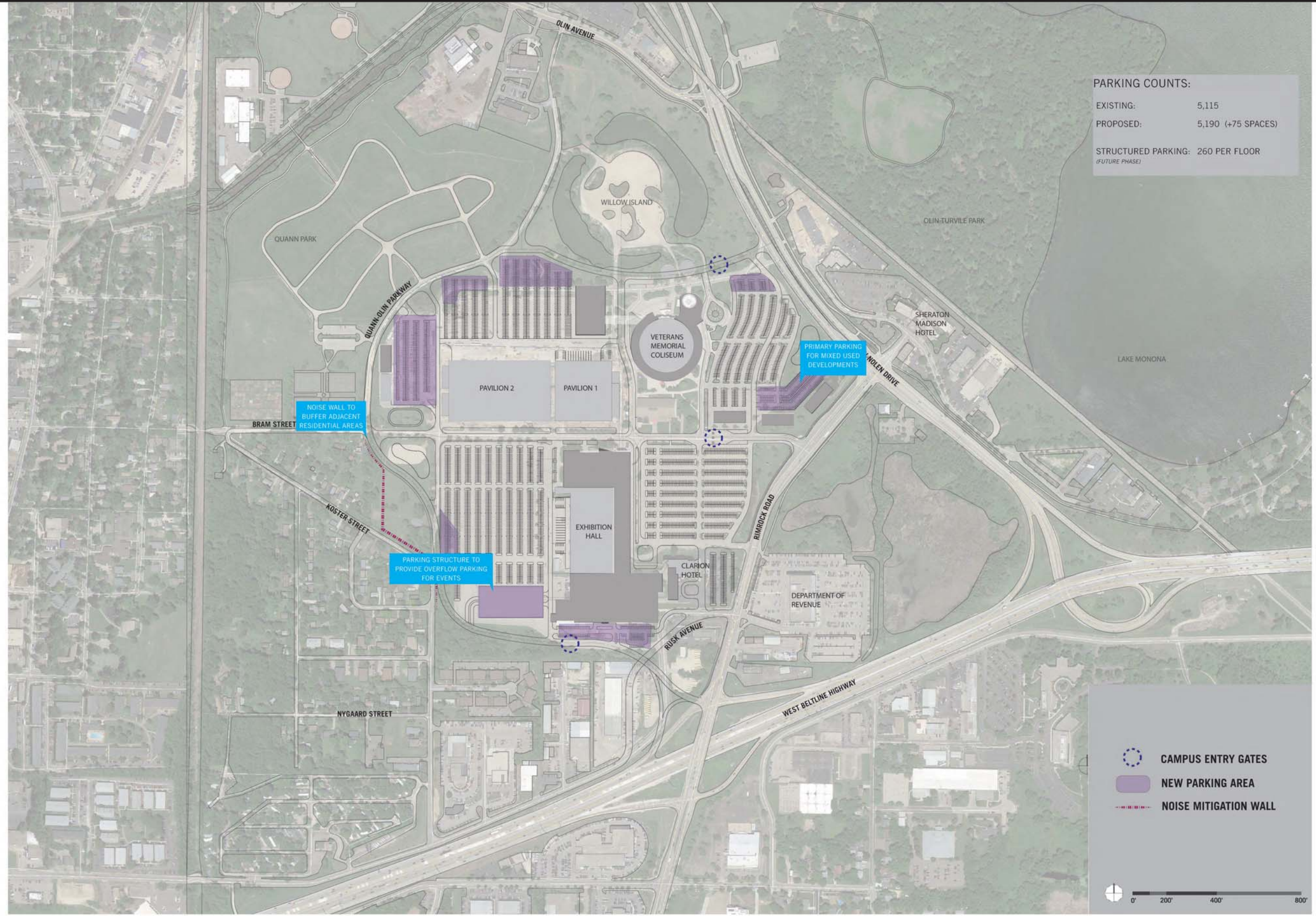
VEHICULAR CIRCULATION : OPTION A



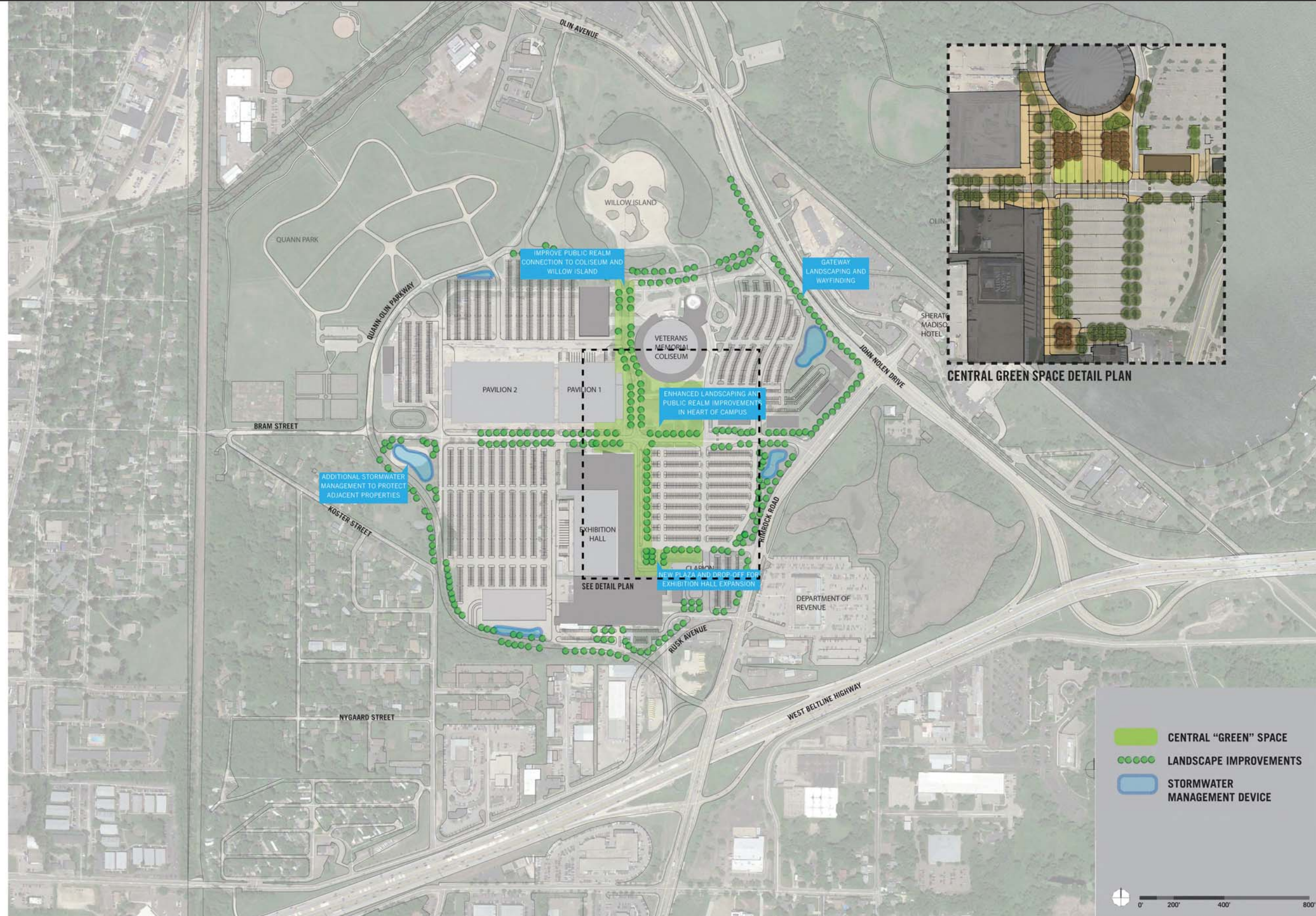
REDEVELOPMENT AND PEDESTRIAN CONNECTIONS : OPTION A



PARKING AND EDGE IMPROVEMENTS : OPTION A



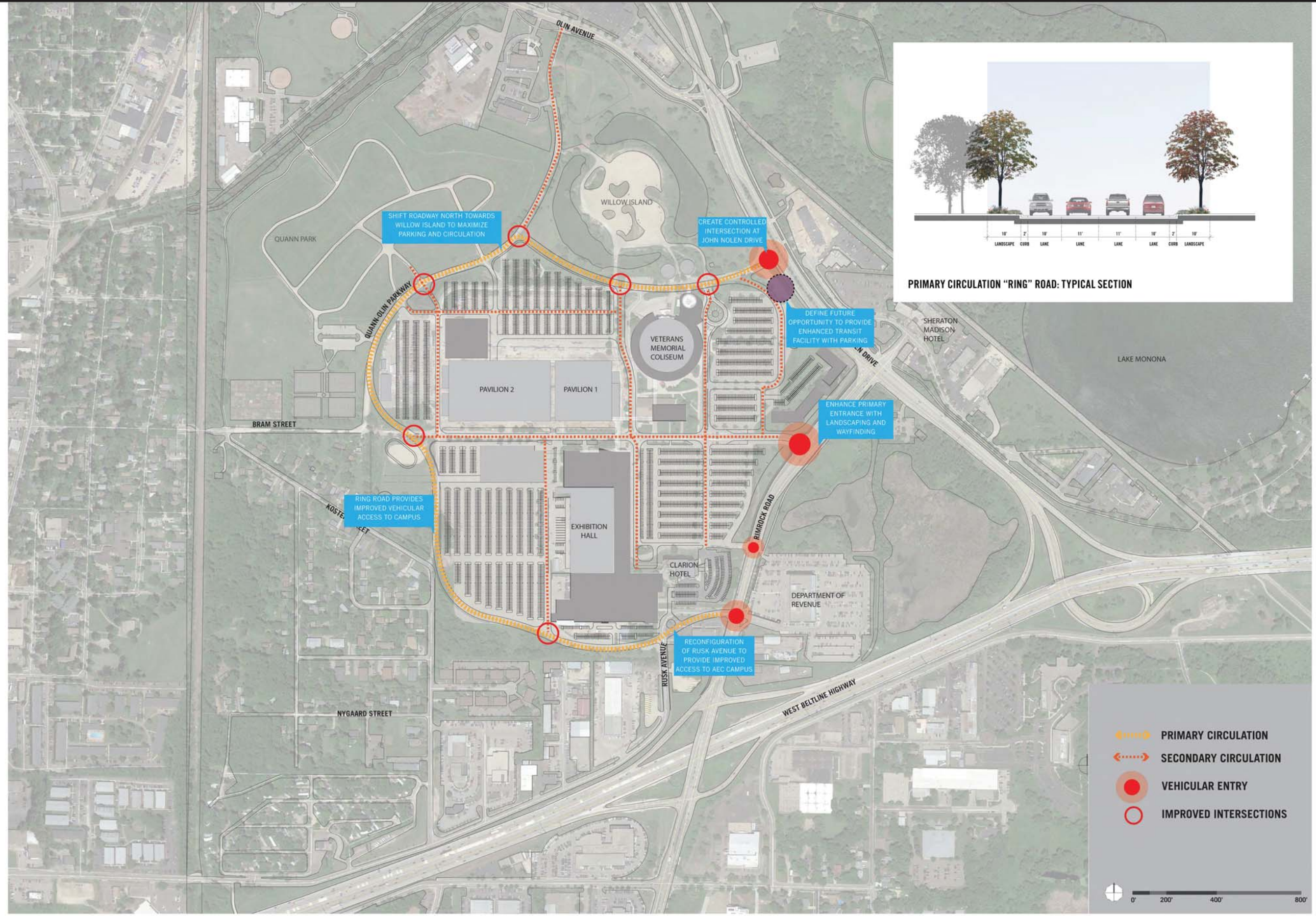
LANDSCAPE AND STORMWATER IMPROVEMENTS : OPTION A



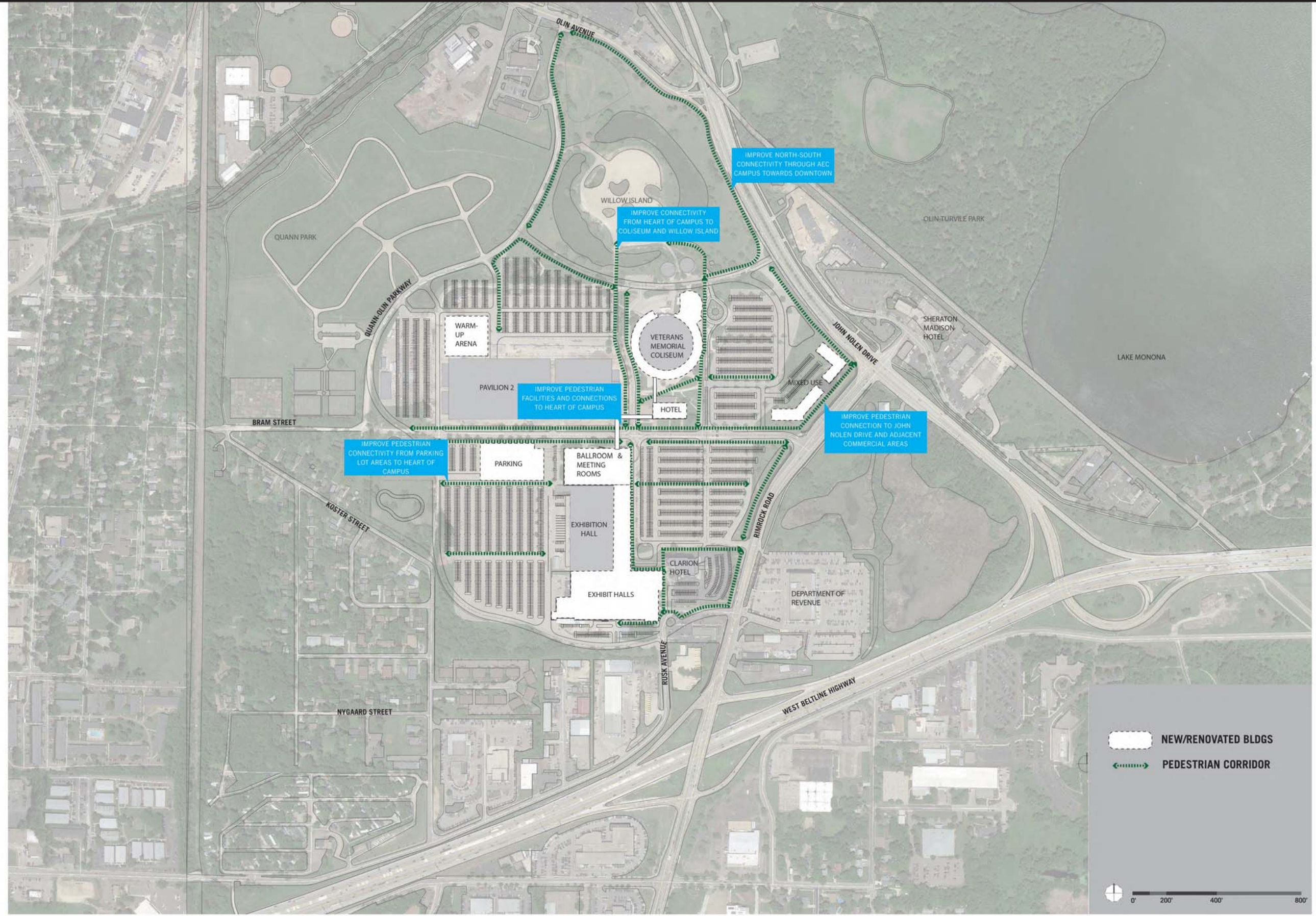
MASTER PLAN : OPTION B



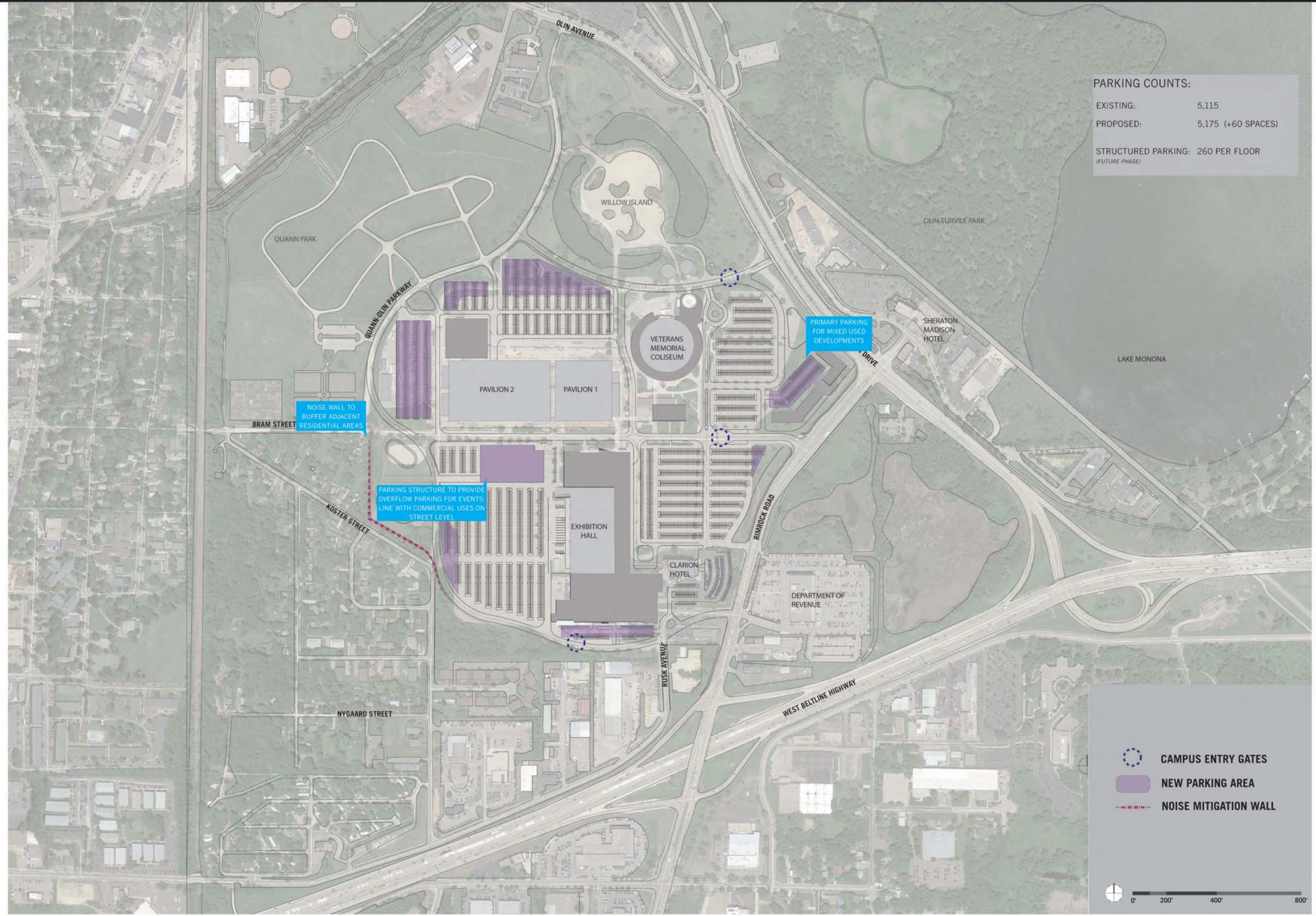
VEHICULAR CIRCULATION : OPTION B



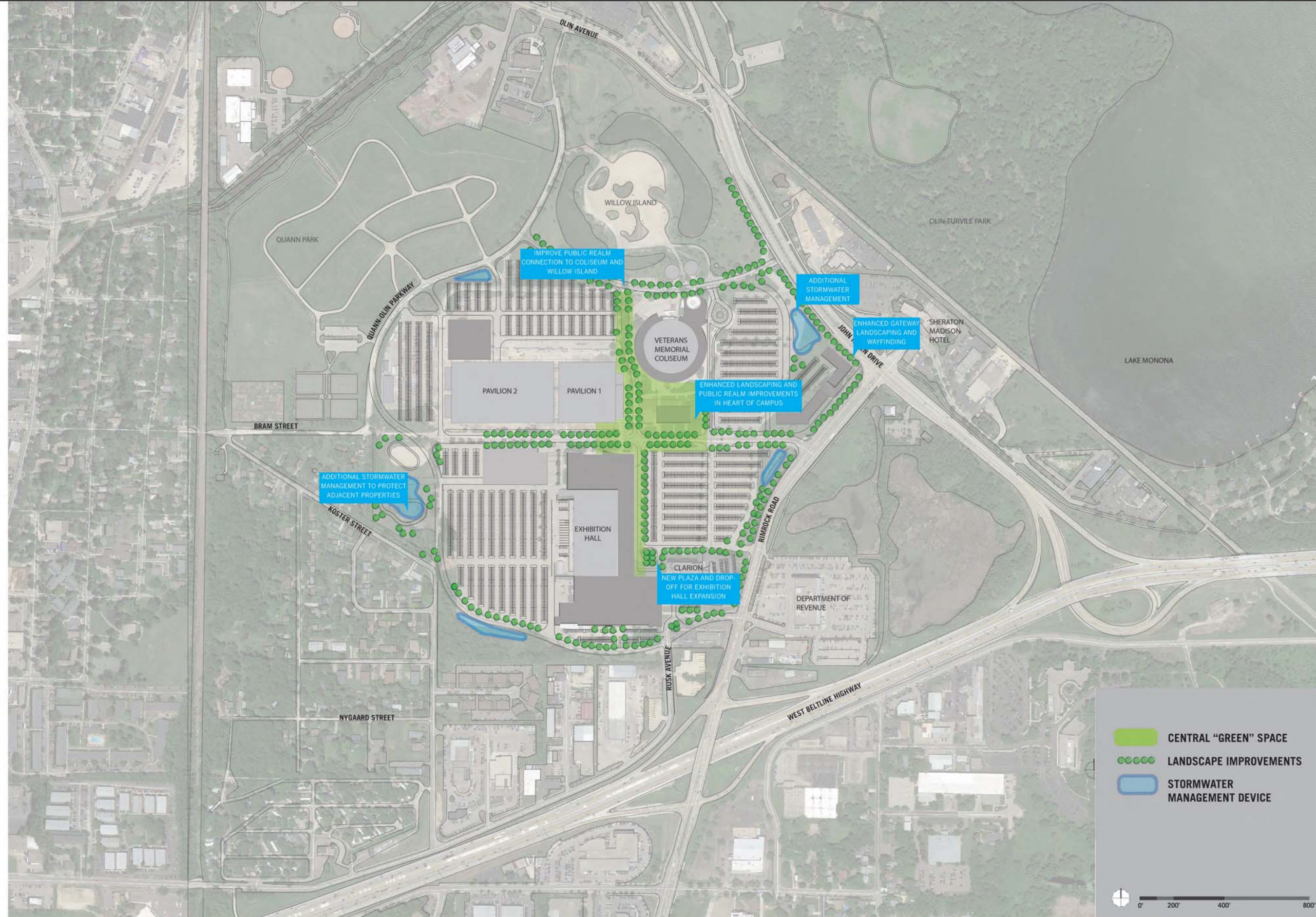
REDEVELOPMENT AND PEDESTRIAN CONNECTIONS : OPTION B



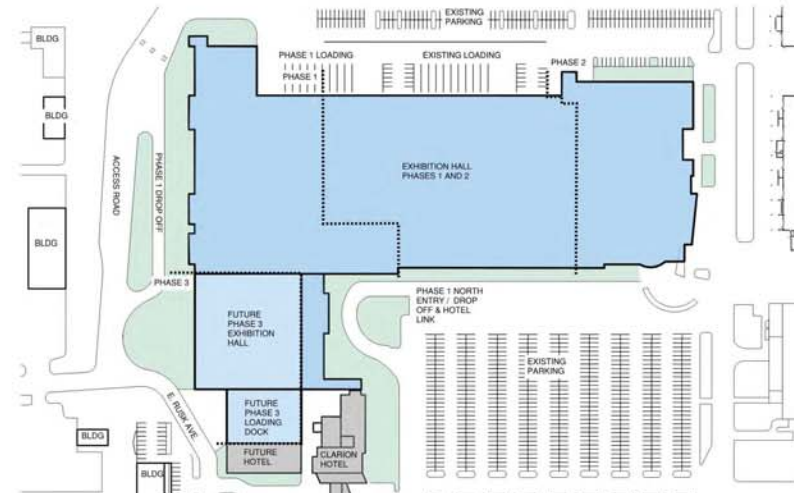
PARKING AND EDGE IMPROVEMENTS : OPTION B



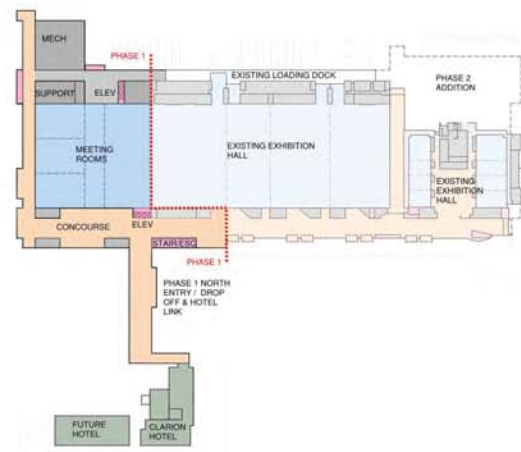
LANDSCAPE AND STORMWATER IMPROVEMENTS : OPTION B



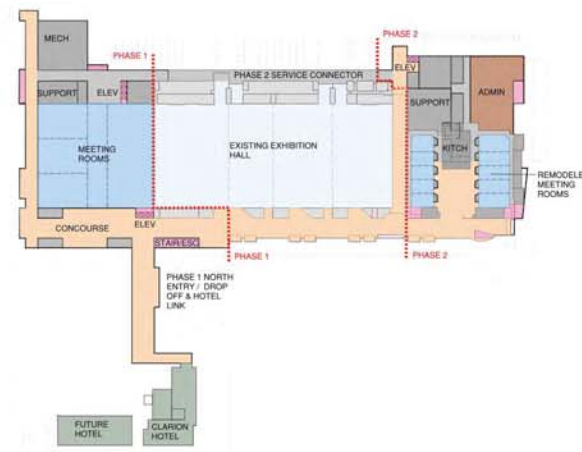
EXHIBITION HALL PROPOSED EXPANSION: PHASING PLAN



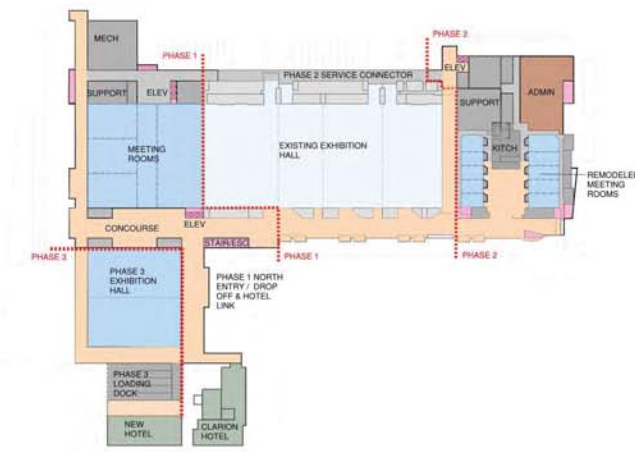
AEC EXHIBITION HALL SITE PLAN : PROPOSED EXPANSION



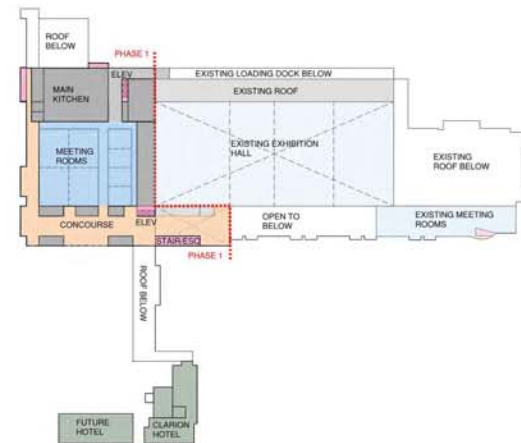
MAIN FLOOR : PHASE 1



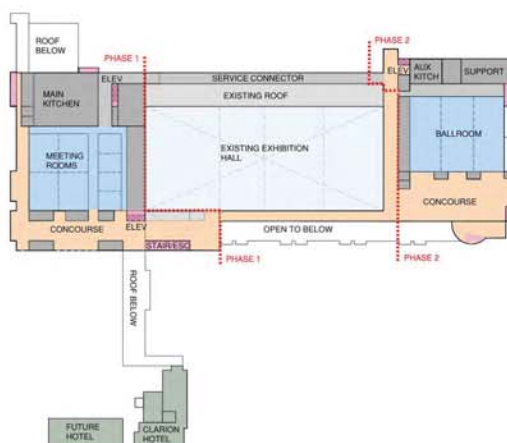
MAIN FLOOR : PHASE 2



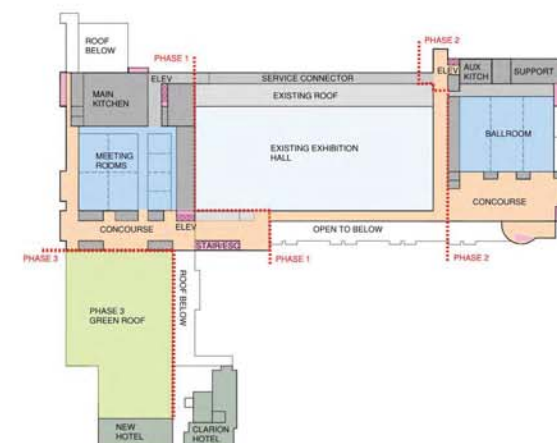
MAIN FLOOR : PHASE 3



UPPER FLOOR : PHASE 1



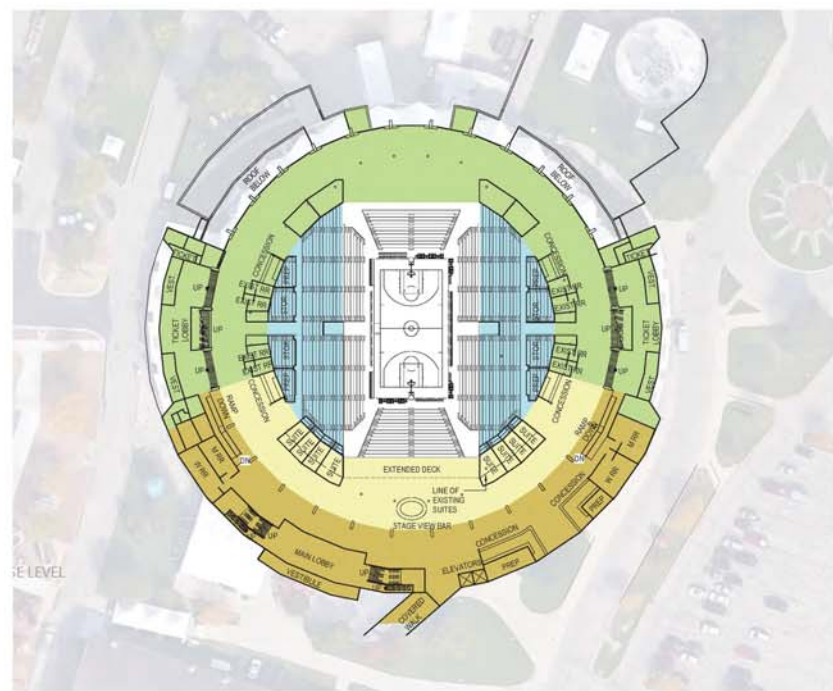
UPPER FLOOR : PHASE 2



UPPER FLOOR : PHASE 3

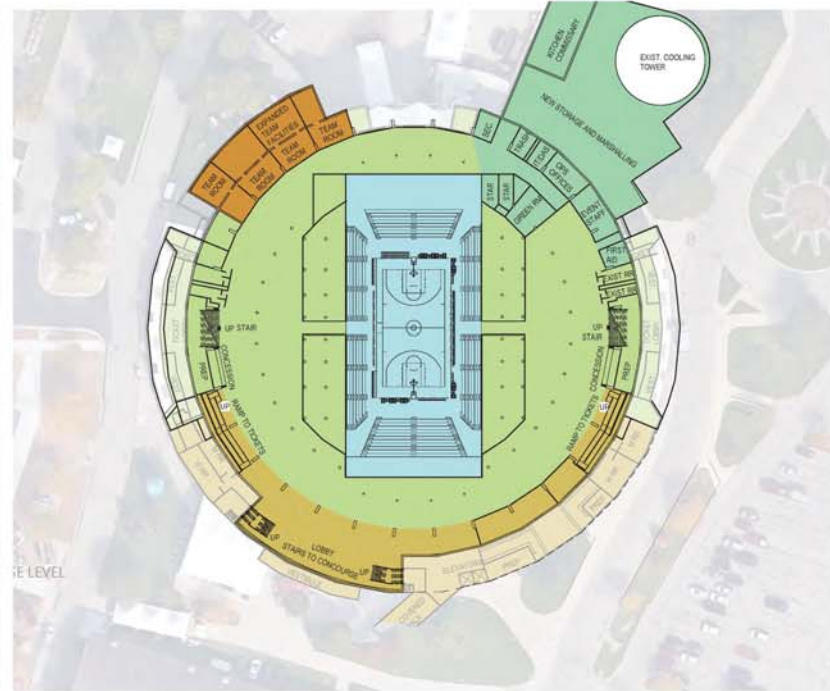
COLISEUM PROPOSED EXPANSION: PHASING PLAN

KEY	TOTAL SQUARE FEET
AREA 1 - NEW CONSTRUCTION	7,000 SF
AREA 2 - NEW CONSTRUCTION	48,000 SF
AREA 2 - RENOVATION	24,500 SF
AREA 3 - LIGHT RENOVATION	134,750 SF
AREA 4 - IMPROVEMENTS	45,750 SF
AREA 5 - NEW CONSTRUCTION	22,000 SF



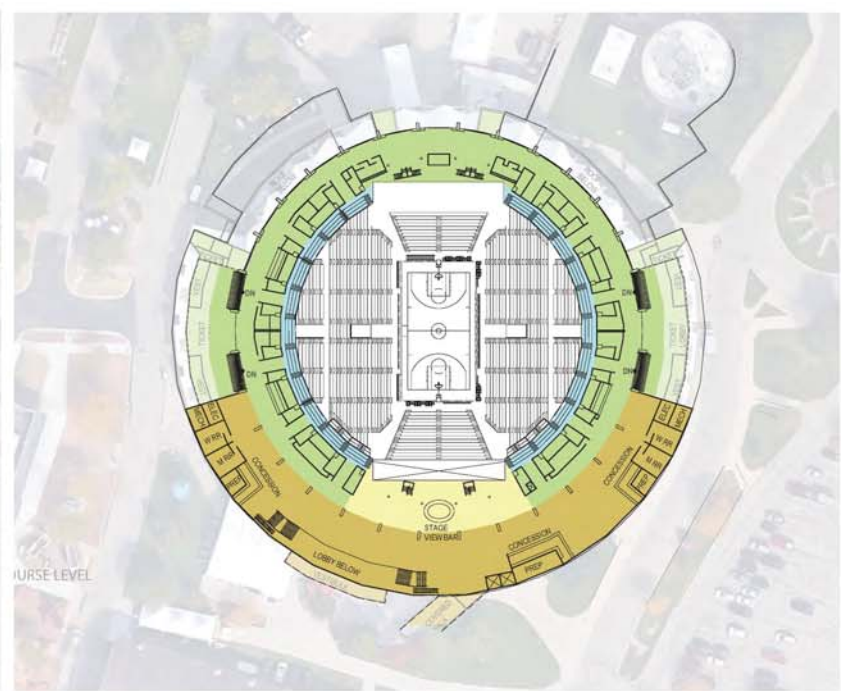
EVENT LEVEL SF

7,000 SF
14,000 SF
0 SF
56,500 SF
26,500 SF
22,000 SF



CONCOURSE SF

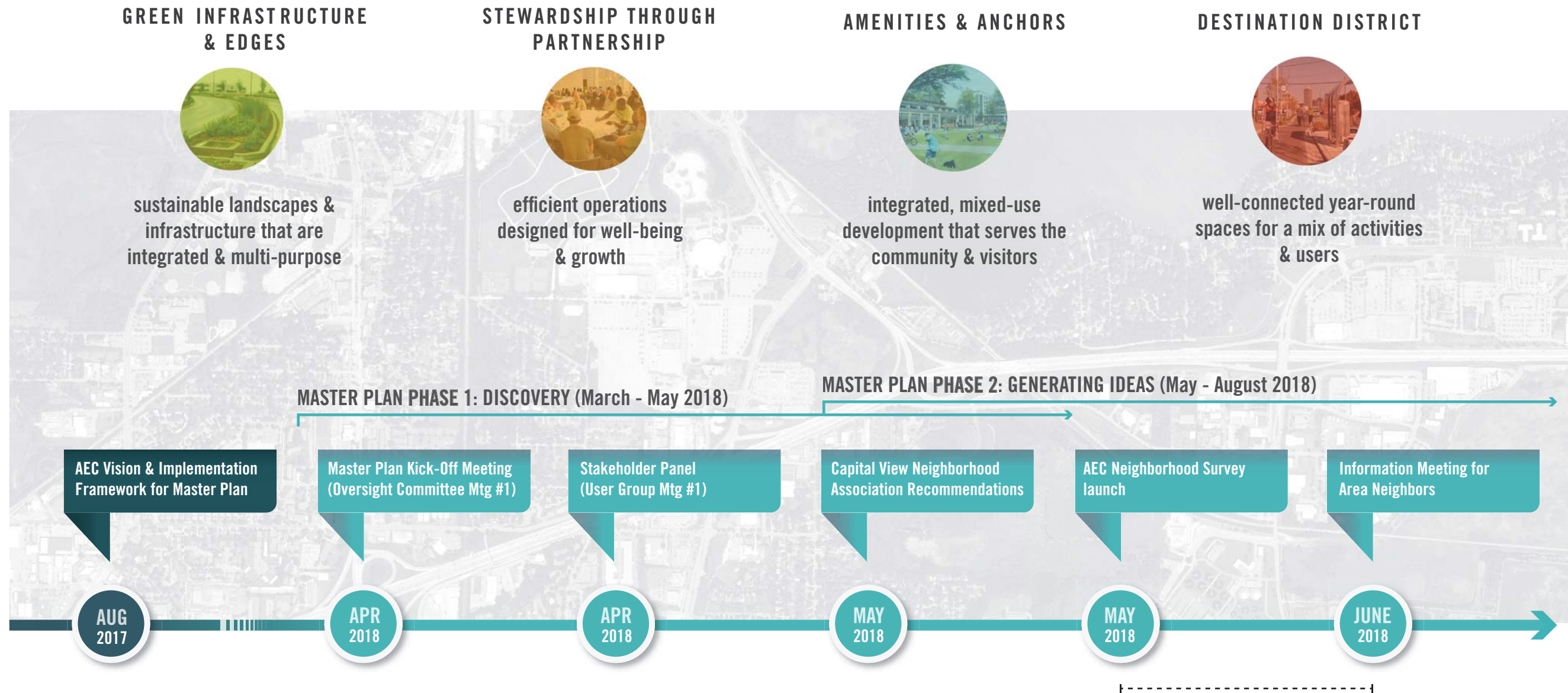
0 SF
24,000 SF + COVERED WALK
19,000 SF
37,000 SF SF
13,000 SF
0 SF



UPPER LEVEL SF

0 SF
24,000 SF
5,500 SF
31,250 SF
6,250 SF
0 SF

THEMES OF STAKEHOLDER INPUT



FRAMING

In August 2017, the Alliant Energy Center Vision and Implementation Framework was released, for the comprehensive master planning process. This report provided a synthesis of public input gathered through neighborhood meetings and a large community survey. It also identified opportunities around a handful of big ideas that together formed a preliminary vision for the site. Over 300 community members participated in the survey, providing insight on the ways in which the AEC could support a high quality of life in the area.

300+ SURVEY PARTICIPANTS

BROAD OUTCOMES

- Connections & improved access from neighborhoods
- District as a mixed-use destination
- Equity & access: housing, jobs, services

SETTING THE STAGE

On April 23 (2018), a kick-off meeting was held with the Master Plan Oversight Committee. Discussions focused on the process of gathering ideas and developing concepts. It was established that components of the Vision Framework would be integrated into the master planning effort, including core values to guide the process. The following goals were developed:

11+ PARTICIPANTS

GOALS

- Balancing function and equity
- The campus as a local and regional destination
- The campus plays a role in the health and vitality of the surrounding areas
- Good connectivity to downtown, Park Street, neighborhoods, the lake, etc.
- A successful component of the urban fabric – a place
- Supportive of the area's economic infrastructure

THEMES

A User Group workshop was held on April 16, 2018 to discuss the purpose of the master planning process, the vision, and to facilitate a discussion of facility logistics (load-in, set-up, security, etc.)

26 INDUSTRY GROUPS REPRESENTED

THEMES

- Repeat or returning users have growing space and customized support needs (attendances are increasing)
- Overlapping events and competition for space
- Increased access to local amenities for event guests (food options)
- Logistics of loading and security are challenges; drive through and drop off area for exhibits
- Accessibility across site (universal design)
- Forethought around adverse/inclement weather
- Pre-function spaces

CONSIDERATIONS

The Capitol View Neighborhood Association submitted recommendations as part of the master planning process. This memorandum highlighted several concerns that the planning process should address:

- Activities that jeopardize the peace and quiet of the adjoining neighborhoods
- Light pollution
- Vehicular through-traffic
- Maintenance of green spaces
- Non-permitted events
- Unmanaged stormwater run-off
- Alternative storage areas
- Local access

RESULTS

Earlier in spring 2018, the AEC Neighborhood Questionnaire/Survey was administered online to gather input on 5 key questions:

22 PARTICIPANTS

RESULTS

- 1 Restaurants, retail, and a more walkable district feel would encourage participants to visit the AEC more frequently
- 2 Supporting a high quality of life is the AEC's most important role in the County
- 3 Events like concerts, festivals, and sports at the AEC range from moderate to significant importance for residents of Dane County
- 4 Consumer/Trade shows are the most frequented events by survey participants, followed by festivals and family shows
- 5 Most survey participants only attend 1-2 events at the AEC per year

CHALLENGES & OPPORTUNITIES

The Alliant Energy Center hosted an information meeting for area neighbors on June 6, 2018 to gain their perspective on the biggest concerns and greatest opportunities for the area going forward as the AEC and surrounding non-residential areas grow and develop.

25 PARTICIPANTS

BIGGEST OPPORTUNITIES

- Jobs & value for surrounding neighborhood, city, county
- Multimodal routes, service, & hubs
- Walking and biking connectivity
- Technology-driven operational solutions
- Innovative sound barrier landscapes
- Local and regional destination
- Improved relationship and connection to communities
- Inclusion of amenities & affordable and workforce housing

WHAT'S NEXT? MASTER PLANNING SCHEDULE

