

Alliant Energy Center Neighborhood Open House

Meeting Summary

September 14, 2023

Penn Park Pavilion | 2101 Fisher St. | Madison, WI 53713

Purpose:

The County has contracted for an update to the Alliant Energy Center market study and master plan to identify changing, new, and emerging opportunities in a post-pandemic environment. The purpose of the meeting was to share an update with adjoining neighborhoods on the overall redevelopment planning and implementation process for the AEC Campus and obtain input from the neighbors on topics such as:

- Events and Activities at the AEC
 - What types of events draw you to the Campus?
 - What types of events would you like to see more of?
 - What is the most important role that the AEC plays in the County?
- Physical enhancements to the AEC
 - What physical enhancements/changes to the Campus would you like to see?
 - As facilities at the Campus expand and others are possibly added or developed, what issues should we pay close attention to?
- AEC as a neighbor
 - How might the Campus better serve neighborhood needs and become a better overall neighbor in your eyes?
 - From a neighbor's perspective, are there particular areas on the campus you would like to call our attention to?
 - If you could make one change to the Campus or our operations, what would it be?

Invitees:

Residents of neighborhoods adjoining/near the Alliant Energy Center including:

- Bram's Addition
- Capital View Heights
- Burr Oaks
- Bay Creek

Format:

Open House/drop-in format with the following stations sharing information and obtaining input:

1. Redevelopment Planning and Implementation Process

- At the welcome station, attendees were able to sign in and request to join distribution list for project updates and future participation opportunities. Available at this station was planning process banner with the current schedule of Committee activities.
- Participants were asked to identify "What is the most important role that the AEC plays in the County?" with the following responses to choose from.

Role of the Alliant Energy Center	Votes
• Drawing overnight visitors to local hotels	1
• Promoting agriculture and other local industries	3
• Generating tax revenues	3
• Creating jobs	6
• Supporting a high quality of life through a variety of entertainment and informational offerings	10
• *Promoting community respect, cooperation, and communication	5

*Was not an original response but added by attendees.

2. Events and Activities at the AEC

- Station #2 included a Tabletop Vision Banner that listed the variety of events that have been offered at the AEC. Attendees were encouraged to write their ideas on the banner relative to the following:
 - What types of events draw you to the Campus?
 - What types of events would you like to see more of?



Specific comments from the sticky notes (sorted by category & # of responses):

Arts & Entertainment (7)

1. Movies
2. We want more film – drive up movie
3. Arts and community organizing events
4. Concerts – fairs, food
5. Concerts (2)
6. Cars, farms, concerts
7. More concerts – cultural

Cultural (5)

8. Food and cultural festivals
9. A space where black and brown people feel welcome
10. All of the diverse events to see all sorts of different people and things!
11. Cultural festivals
12. Cultural events
13. More cultural events for people of color

Sports & Recreation (5)

14. Roller skating
15. Fewer sports, less noise

16. Sports events / games
17. Dog like events
18. Not impressed with Car Club noise! Can hear on 1800 block of Fisher St

Youth (4)

19. Family friendly events
20. More kid friendly (free) events
21. Activities for children ages 10-13
22. Free events for families

Fairs/Festivals (4)

23. Fairs
24. Brat Fest
25. Positive construction

Consumer/Educational (2)

26. Quilt show
27. More job fairs

Seniors (2)

28. Workout for seniors and all ages (Love this <3)
29. More communications for elderly

Affordable (2)

30. More local event space at retail prices we can afford.
31. Cheaper events

Health & Wellness (1)

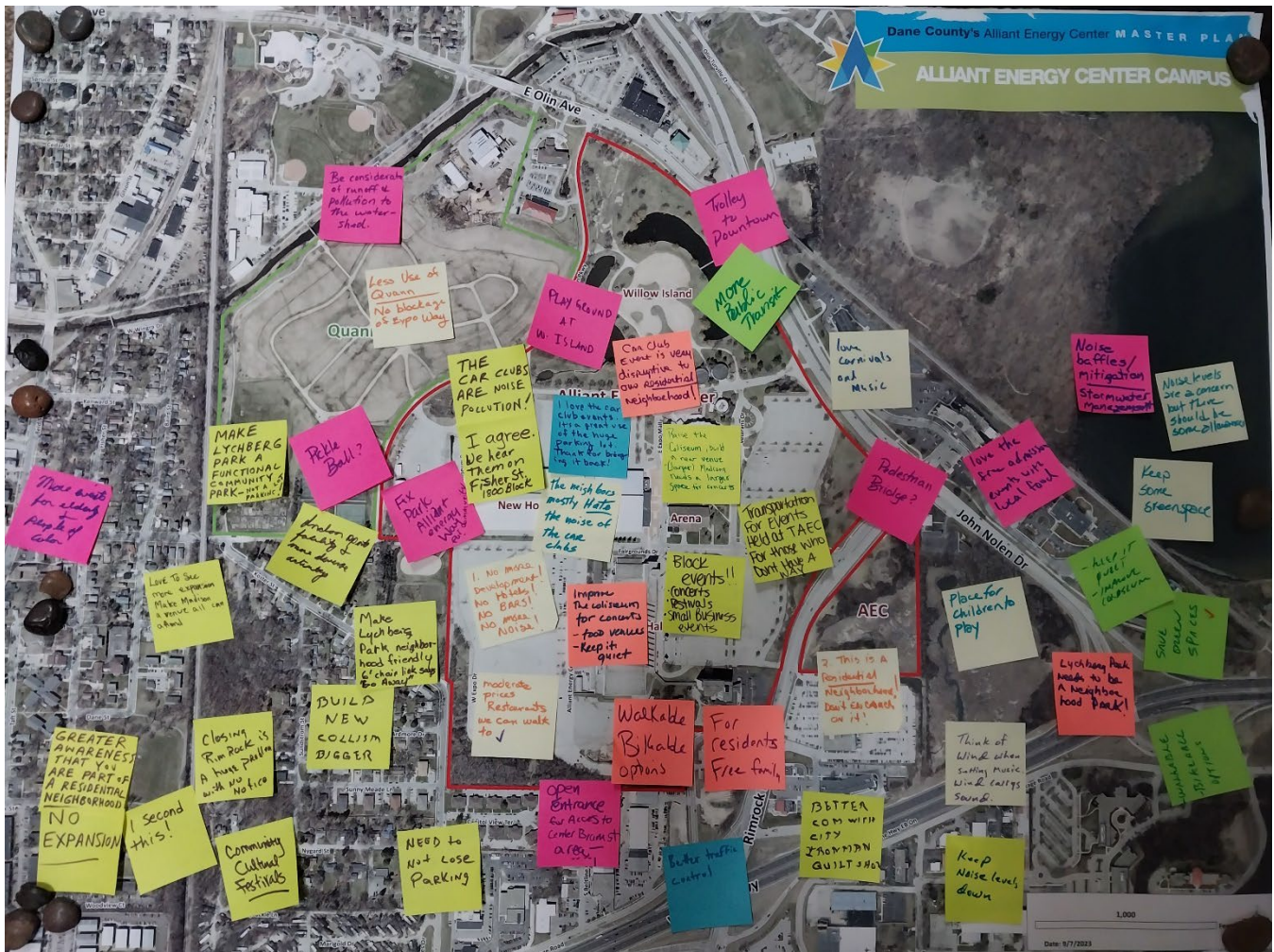
32. Health events/fair workshop and screening fundraiser for south Madison youth program/
outside Boys & Girls club

Facilities (6)

33. Upgrade coliseum for more rock concerts
34. Renovate the coliseum
35. Events that let AEC succeed without taking over Quann
36. No apartments
37. None!
38. Direct transportation in and out

3. Physical Enhancements to the AEC

- Station #3 included a large format aerial of the Campus with buildings/area labeled. Markers, pens, and stickie notes were provided, attendees were encouraged to mark-up the map or write their ideas relative to the following:
 - What physical enhancements/changes to the Campus would you like to see?
 - As facilities at the Campus expand and others are possibly added or developed, what issues should we pay close attention to?



Specific comments from the sticky notes (sorted by category & # of responses):

Noise (9)

1. Greater awareness that you are part of a residential neighborhood – no expansion (second this!)
2. Noise levels are a concern, but there should be some allowance
3. Keep noise levels down
4. Think of Wind when setting music. Wind carries sound.
5. Noise baffles/mitigation
6. Car club events are very disruptive to our residential neighborhood!
7. The car clubs are noise pollution!
 - a. Agree – we hear them on Fisher Street (1800 block)
8. I love car club events. It's a great use of the huge parking lot. Thank you for bringing it back!
9. The neighbors mostly hate the noise of the car clubs

Facilities (9)

10. Build new coliseum bigger
11. Improve the coliseum for concerts – feed venues – keep it quiet
12. Raise the coliseum, but a new venue (larger) – Madison needs a larger space for concerts
13. Keep it quiet – improve coliseum
14. Indoor sports facility and more diverse activities
15. Be considerate of runoff and pollution to the watershed
16. Stormwater management
17. No more development! No hotels! No bars! No more noise!

18. Moderate priced restaurants we can walk to

Recreation and Open Space (9)

19. Less use of Quann – no blockage of Expo Way
20. Make Lyckberg Park a functional community park – not a parking lot!
21. Make Lyckberg Park neighborhood friendly – 6’ chain link fence says, “go away”
22. Lyckberg Park needs to be a neighborhood park!
23. Pickle Ball?
24. Playground at Willow Island
25. Place for children to play
26. Save green spaces
27. Keep some green space

Traffic and Parking (8)

28. Closing Rimrock is a huge problem with no notice
29. Better traffic control
30. Need to not lose parking
31. Trolley to downtown
32. More public transit
33. Transportation for events held at the AEC for those who don’t have a way to get to
34. Walkable/bikeable options (x2)
35. Pedestrian bridge?

Events (7)

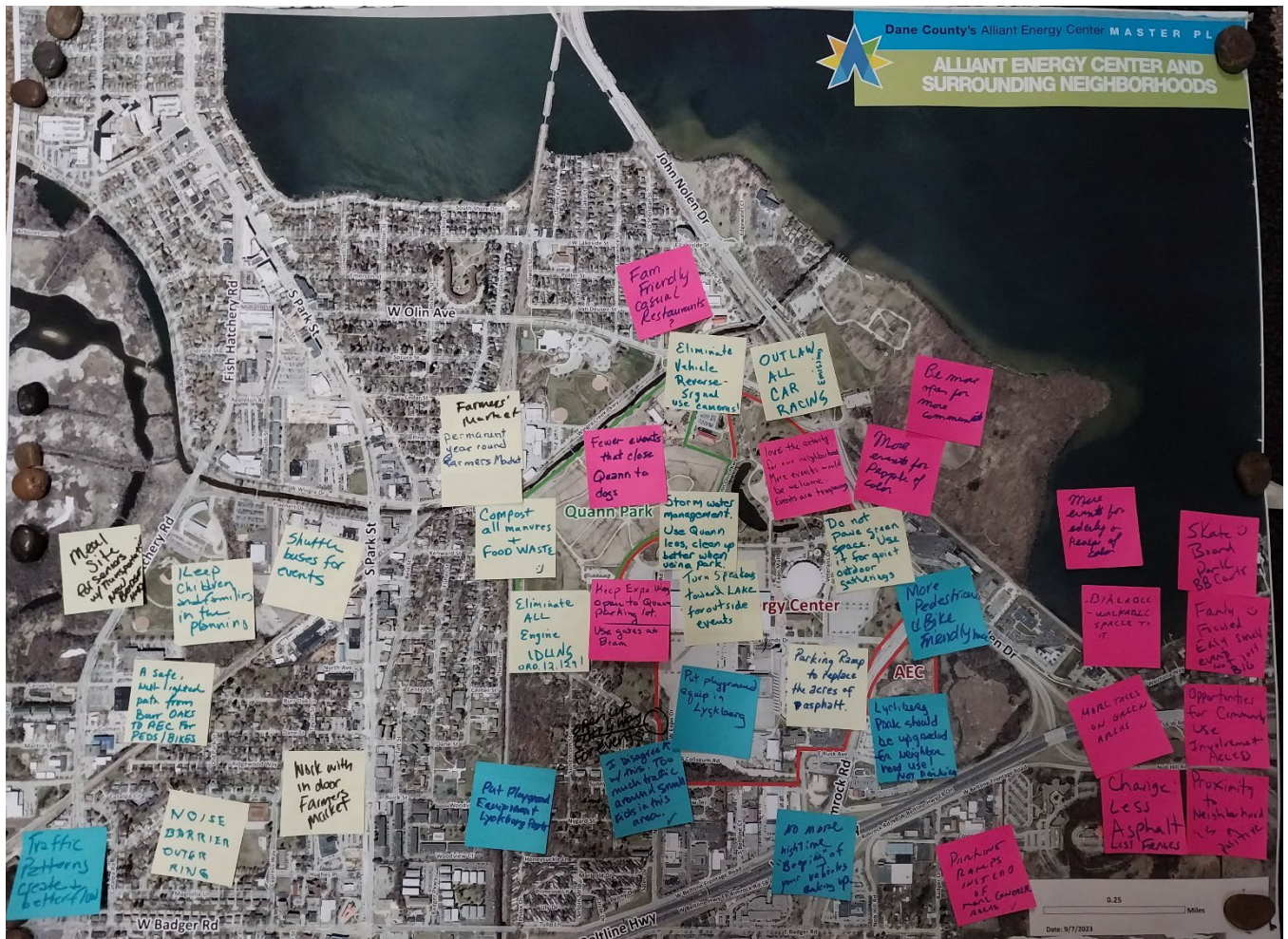
36. More events for elderly and people of color
37. Love to see more expansion. Make Madison a venue all can attend
38. Community cultural festivals
39. Love carnivals and music
40. Free family events for residents
41. Black events! Concerts, festivals, small business events
42. Love the free admission events with local food

Operations (1)

43. Better communication with city, ironman, quilt show

4. The AEC as a Neighbor

- Station #4 included a large format aerial of the Campus and adjoining areas. Markers were also provided for people to indicate on the aerial any specific areas they would like to call our attention to. Attendees were encouraged to write comments on stickie notes that address the following:
 - What positive attributes are there of the AEC as a neighbor?
 - How might the Campus better serve neighborhood needs and become a better overall neighbor in your eyes?
 - From a neighbor’s perspective, are there particular areas on the campus you would like to call our attention to?
 - If you could make one change to the Campus or our operations, what would it be?



Specific comments from the sticky notes (sorted by category & # of responses):

Traffic and Parking (10)

1. Traffic patterns create and better flow
2. Better transportation accessibility (public transportation, bike/pedestrian areas)
3. A safe, well lighted path from Burr Oaks to AEC for peds/bikes
4. Shuttle buses for events
5. Open up back entryway along W Expo Drive for events
 - a. I disagree with this – too much traffic around small kids in this area.
6. More pedestrian and bike friendly along John Nolen Drive entry.
7. Not lose the parking needed for the County Fair
8. Parking ramp to replace the acres of asphalt.
9. Parking ramps instead of more concrete areas.
10. Bikeable and walkable spaces to it.

Events/Uses (9)

11. No big development! This is a residential neighborhood Meal sites for seniors with transportation
12. Work with indoor farmers' market
13. Farmers' market – permanent year-round farmers' market
14. Family focused, early small events – not just big
15. Family friendly casual restaurants
16. Love the activity for our neighborhood – more events would be welcome. Events are temporary.

17. Be more open for more communities
18. More events for people of color (x2)
19. Opportunities for community use involvement access

Open Space (8)

20. Keep the green space
21. Do not pave green space. Use it for quiet outdoor gatherings
22. Lyckberg Park should be upgraded for neighborhood use! Not parking.
23. Put playground equipment at Lyckberg Park (x2)
24. Fewer events that close Quann to dogs
25. Skate board park and basketball courts
26. Stormwater management. Use Quann less, clean up better when using park
27. More trees on green areas

Communications/Relations (6)

28. You are in a residential neighborhood!
29. There are currently no benefits to the neighbors
30. Proximity to neighborhood is positive
31. Better communication
32. Better communication! Respect for our residential neighborhood!
33. Keep children and families in the planning

Noise (6)

34. Less noise congestion
35. Stop the noise!
36. Noise barrier outer ring
37. Turn speakers toward lake for outside events
38. Eliminate vehicle reverse – signal – use cameras!
39. No more nighttime “beeping” of your vehicles backing up.

Environmental (4)

40. Eliminate all engine idling (ord. 12.1291)
41. Outlaw all car racing (emissions)
42. Compost all manure and food waste
43. Change: less asphalt, less fences