



DANE COUNTY

ALLIANT ENERGY CENTER

CAMPUS MASTER PLAN

MADISON, WISCONSIN

APRIL 16TH, 2018

PERKINS+WILL

AGENDA

01 / Introductions

02 / Planning Process

03 / Master Plan Schedule

04 / Community Engagement Plan

05 / Next Steps

01/ INTRODUCTIONS

CONSULTANT CORE TEAM



JOHN SLACK

ASLA, LEED AP ND, RELi AP
Managing Principal, Urban
Design and Planning Principal
Perkins+Will



BEN SPORER

PLA, ASLA, LEED AP, RELi AP
Project Manager, Senior
Landscape Architect
Perkins+Will



DON DETHLEFS

FAIA
Sports, Recreation and
Entertainment Planning Principal
Perkins+Will



ROBIN HUNDEN

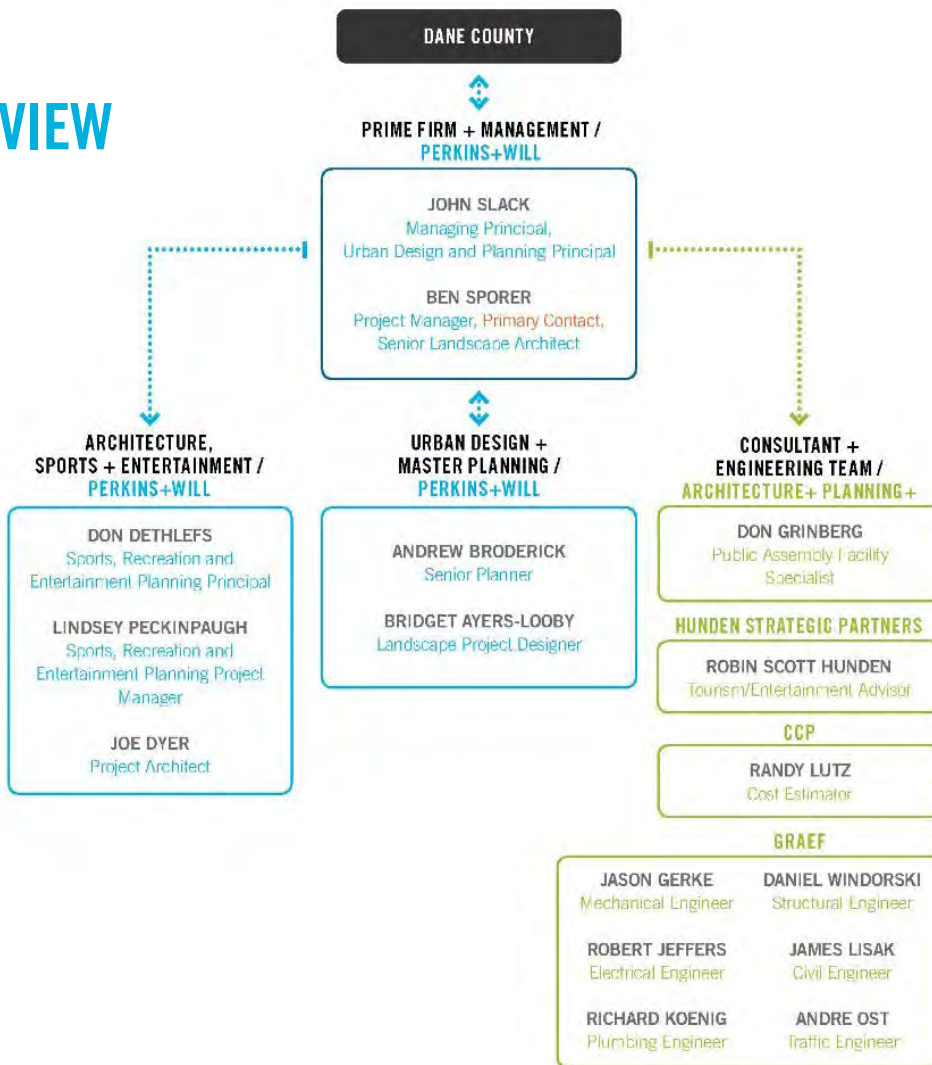
Tourism/Entertainment Advisor
Hunden Strategic Partners



DON GRINBERG

FAIA
Convention Center Specialist
Donald Grinberg, FAIA

TEAM OVERVIEW



CROSS INSURANCE CENTER



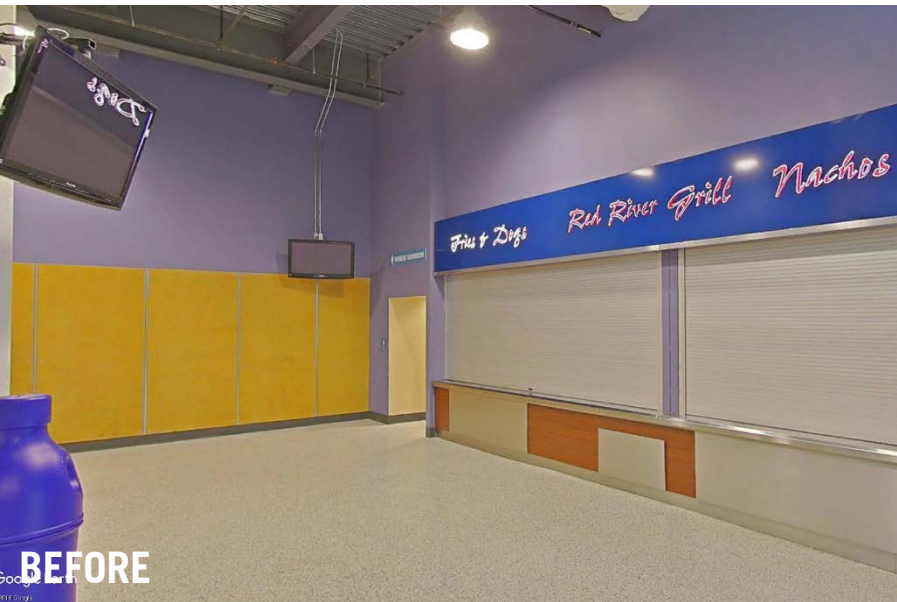
UNITED WIRELESS ARENA & CONFERENCE CENTER



DENNY SANFORD PREMIER CENTER



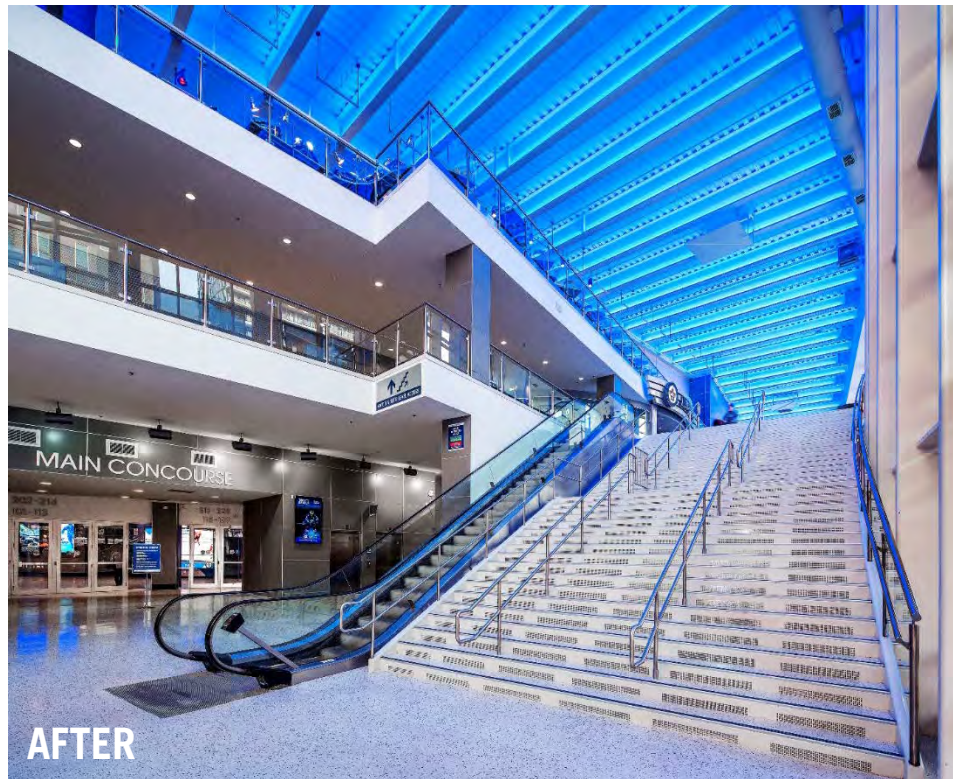
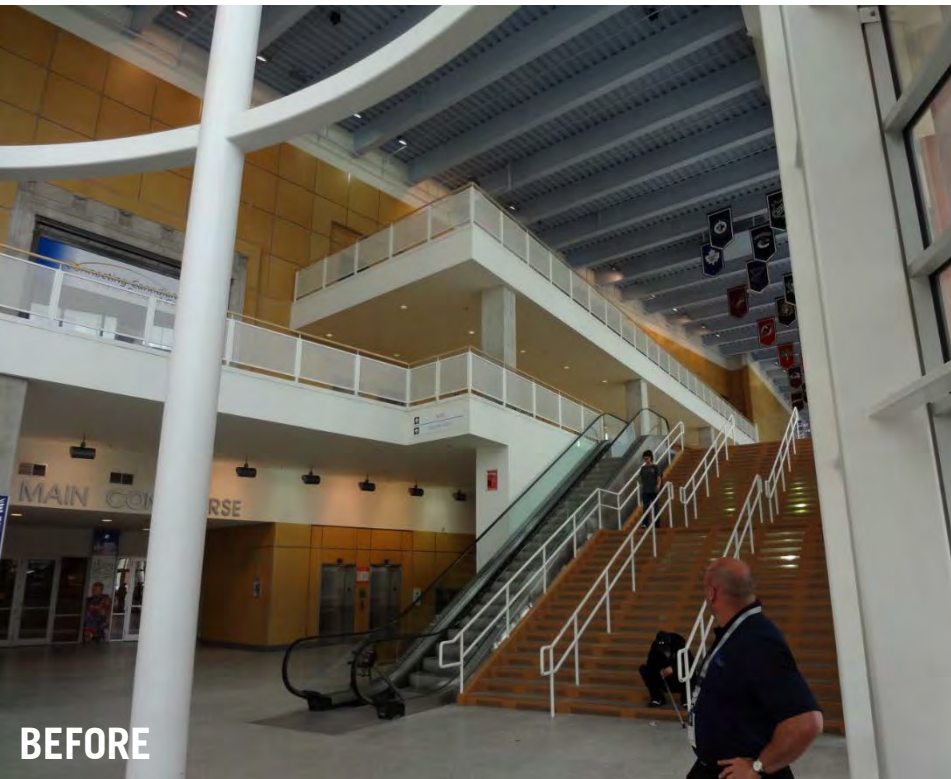
MTS CENTRE



MTS CENTRE



MTS CENTRE



MTS CENTRE

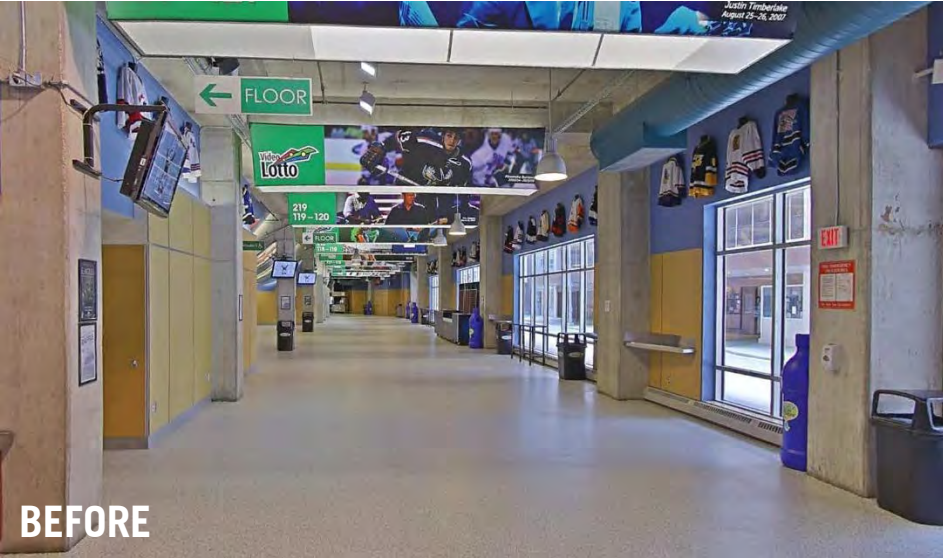


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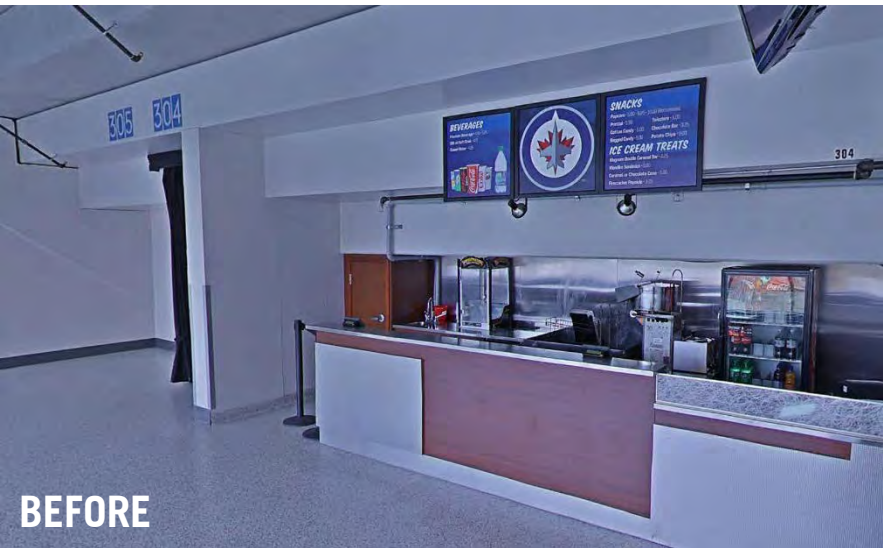


AFTER

MTS CENTRE



MTS CENTRE



TARGET CENTER RENOVATION



BEFORE



AFTER

TARGET CENTER RENOVATION



TARGET CENTER RENOVATION



TARGET CENTER RENOVATION



TARGET CENTER RENOVATION



UNIVERSITY OF NEW MEXICO PIT ARENA RENOVATION



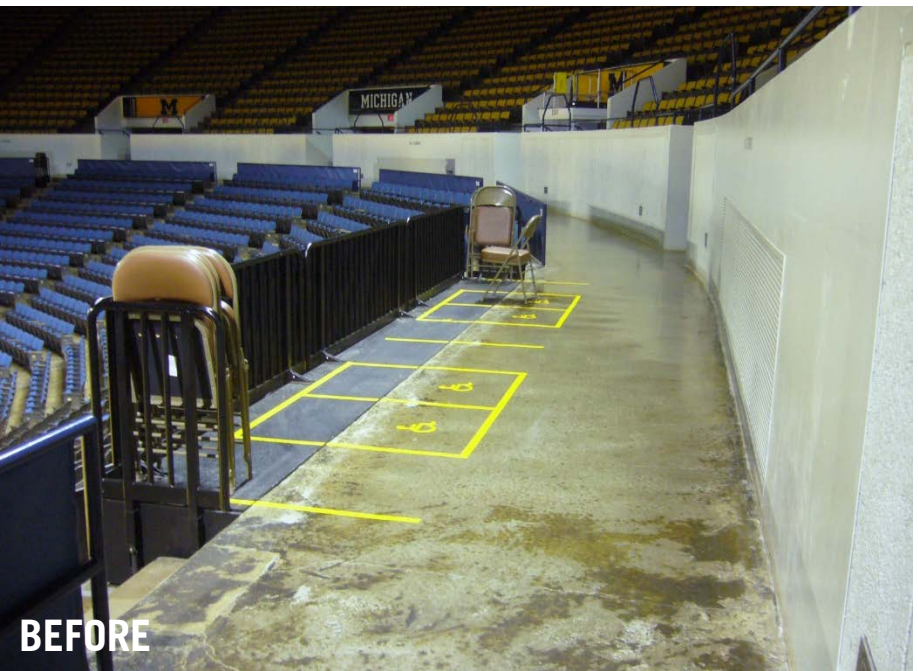
UNIVERSITY OF NEW MEXICO PIT ARENA RENOVATION



UNIVERSITY OF MICHIGAN CRISLER CENTER RENOVATION



UNIVERSITY OF MICHIGAN CRISLER CENTER RENOVATION



BEFORE

AFTER

UNIVERSITY OF MICHIGAN CRISLER CENTER RENOVATION



ERIE INSURANCE ARENA RENOVATION



CHESAPEAKE ENERGY ARENA RENOVATION



BEFORE

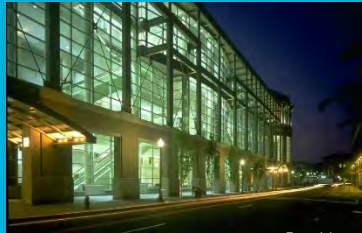


AFTER

Don Grinberg, FAIA Convention Center EXPERIENCE



Washington, DC



Providence



Niagara Falls, ON



Boston



Saratoga Springs



Toronto



Lexington, KY



Louisville, KY



Las Cruces, NM



Ontario, CA



Boston



Kansas City



San Diego



Santa Clara



Fort Wayne

Convention Centers: Issues, Trends and the FUTURE

- Hospitality and the Visitor Experience
- Multi-Use Context as the Destination
- Productivity: Attendees and Staff
- Adult Learning
- Flexible, Multi-Purpose, Inventive Programming
- Support Areas
- Sustainability

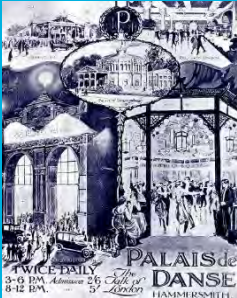
Convention Centers: Ballrooms

BALLROOM CASE STUDIES

- Washington, DC 52,000 SF
- San Diego, CA 40,706 SF
- Boston, MA 40,200 SF
- Kansas City, MO 40,500 SF
- Louisville, KY 40,000 SF
- ---

 AEC Madison 30,000 SF Recommended in previous study
- Lexington, KY 25,393 SF
- Santa Clara, CA 22,400 SF
- Las Cruces, NM 8,950 SF

Convention Center Ballrooms: Evolutionary History



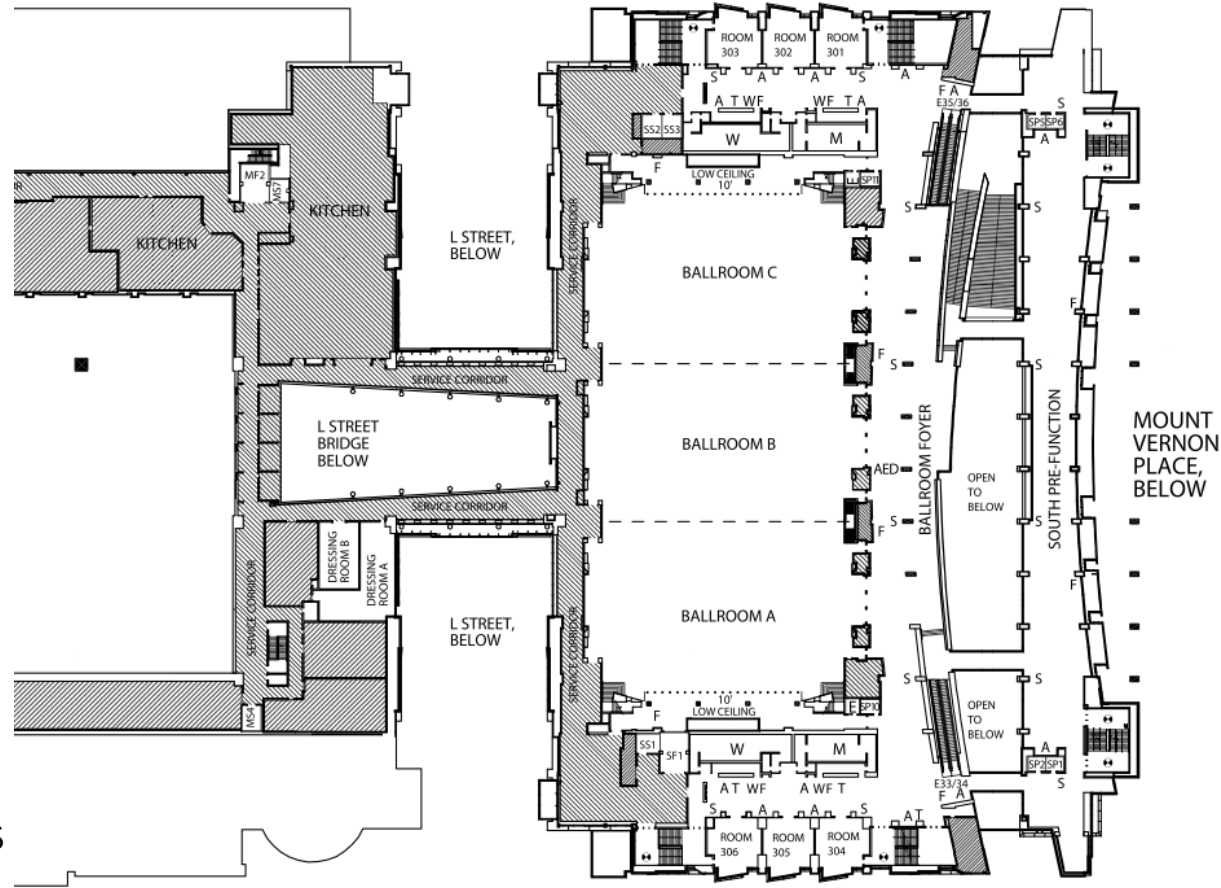
WALTER WASHINGTON CONVENTION CENTER

- 52,000 SF
- 3 Sub-divisions
- Customized ceiling
- Warm materials
- Supports wide variety of customized lighting schemes



WALTER WASHINGTON CONVENTION CENTER

- 52,000 SF
- 3 Sub-divisions
- Centralized position on top floor of convention center, visible from surroundings
- Bridge to kitchen that also supports other areas of the center



SAN DIEGO CONVENTION CENTER

- 40,706 SF
- Ballroom pre-function area is adjacent to sail area
- Public access over ballroom pre-function area
- Oriented to city and waterfront
- Formal expression of ballroom volume on exterior



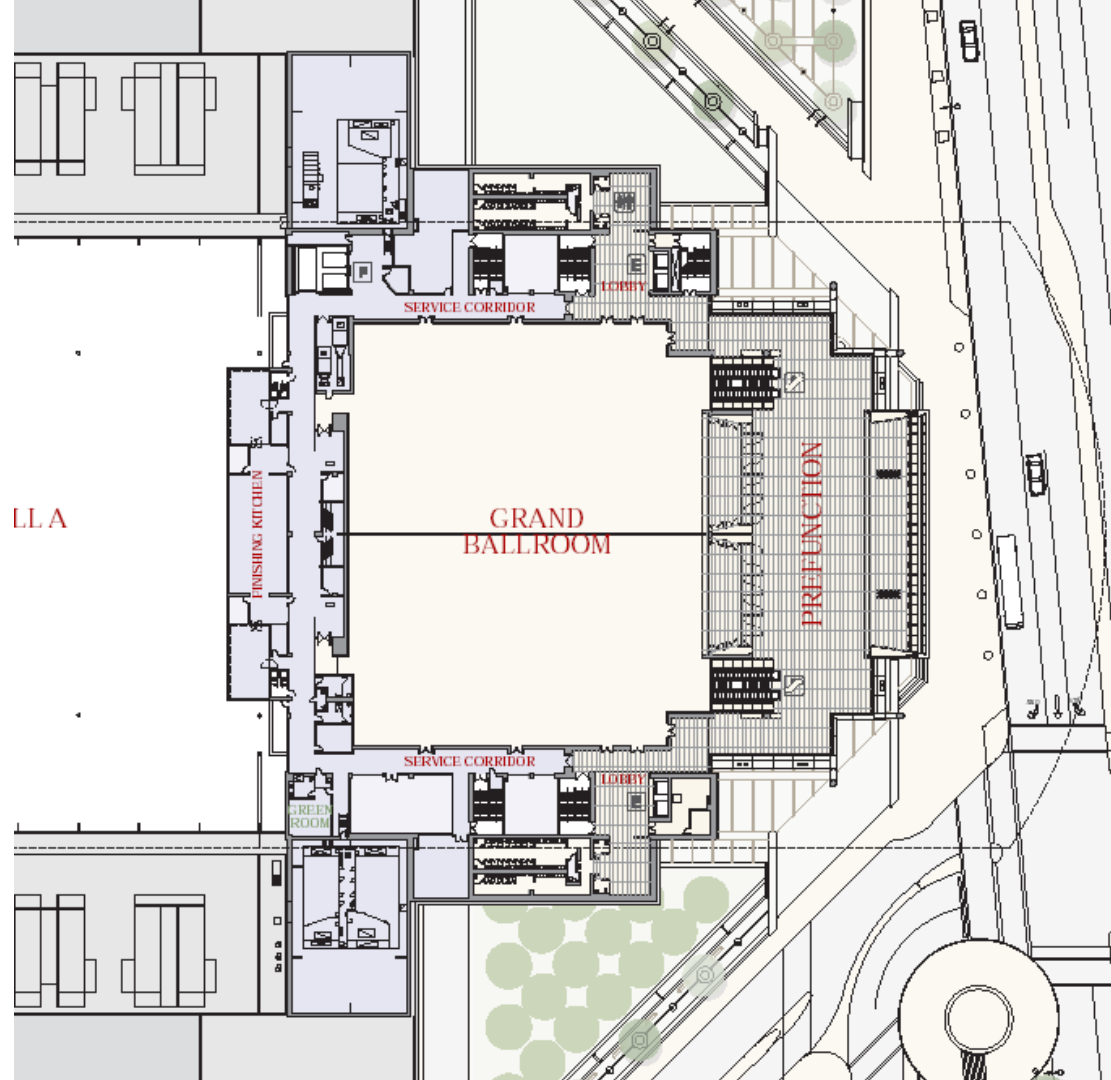
SAN DIEGO CONVENTION CENTER

- 40,706 SF
- 2 or 3 Sub-divisions
- Building-wide design theme
- Artificial lighting creates light, airy effect
- Expansion of existing center



BOSTON CONVENTION & EXHIBITION CENTER

- 40,200 SF
- 2 Sub-divisions
- Centralized position on top floor of center, visible from surroundings
- Pre-function space used as actual function space
- New convention center



BOSTON CONVENTION & EXHIBITION CENTER

- 40,200 SF
- Acoustically tuned for a variety of functions
- Wood used to reflect city's nautical heritage
- Now, 2nd larger Ballroom needed!



BOSTON CONVENTION & EXHIBITION CENTER

- 40,200 SF
- State-of-the-art kitchen
- Supports Ballroom, Meeting Rooms and Exhibition Halls
- Supplemented by dedicated service corridors, remote pantries and food court



KANSAS CITY CONVENTION CENTER

- 40,500 – expandable to 46,400 SF
- 3 Subdivisions
- Specialty lighting system
- Daylighting
- Expansion of existing center



KANSAS CITY CONVENTION CENTER

- 40,500 – expandable to 46,400 SF
- Importance of pre-function space
- Pre-function space oriented to connect to other portions of the center and adjacent performing arts center
- Daylighting



KENTUCKY INT'L CONVENTION CENTER LOUISVILLE

- 40,000 SF
- 5 Sub-divisions
- Located at grade level, near main entrances to convention center
- Durable, warm materials
- Multi-purpose pre-function area



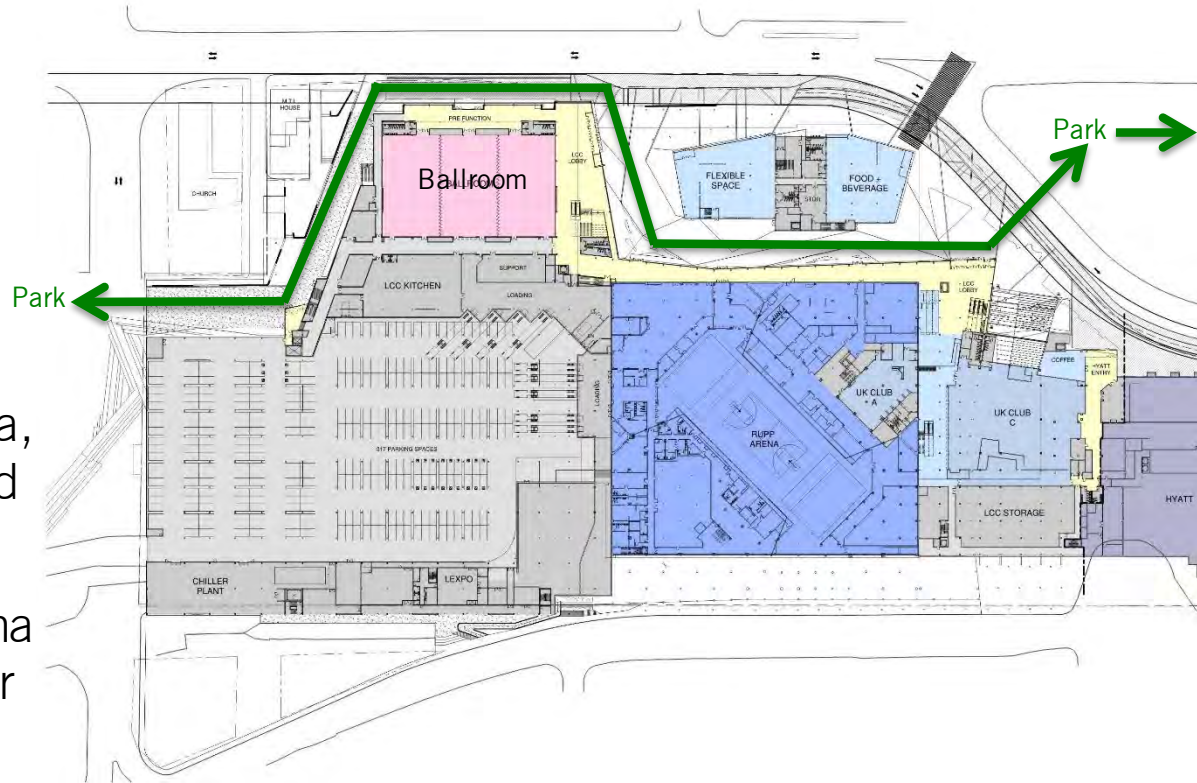
KENTUCKY INT'L CONVENTION CENTER LOUISVILLE

- 40,000 SF
- 5 Sub-divisions
- Very flexible lighting system
- Expansion of existing center currently under construction



LEXINGTON CONVENTION CENTER

- 25,393 SF
- 3 Sub-divisions
- Integrated with Rupp arena, new linear park system and city
- Renovation of existing arena and new convention center in final design



SANTA CLARA CONVENTION CENTER

- 22,400 SF
- 6 Sub-divisions
- Ceiling: Systemized, integrated technology
- Daylighting
- Expansion of existing convention center



LAS CRUCES CONVENTION CENTER

- 8,950 SF
- 2 Sub-divisions
- Based on regional design theme
- New convention center



COLLEGE AND METCALF PLANNING STUDY

Overland Park, Kansas

Mix of public and private uses:

- 470 total acres near convention center and 30,000 jobs
- Making place where no “place” exists
- Encourage private investment with public realm improvements
- Developing strategic actions for long term redevelopment



COLLEGE AND METCALF PLANNING STUDY

Overland Park, Kansas

- Auto-dominated environment
- Walkable, destination, vibrant, authentic ...
- Mix of live/work environments, 3rd “place” in the public realm







02/ MASTER PLANNING PROCESS

A SHARED CAMPUS+COMMUNITY VISION THAT...

- Provides an exceptional and authentic experience
- Promote a seamlessly integrated campus that is a Destination District driving base growth and increasing economic opportunity for area residents.
- Stimulate economic development to reinforce campus as a self-sustaining regional asset



IT IS ALSO A PROCESS THAT...

- Enhances campus Image and Experience
- Knit the entire campus together as a singular whole
- Identify and locate major facility improvements
- Improve external connections and relationship to adjacent sites and the Downtown

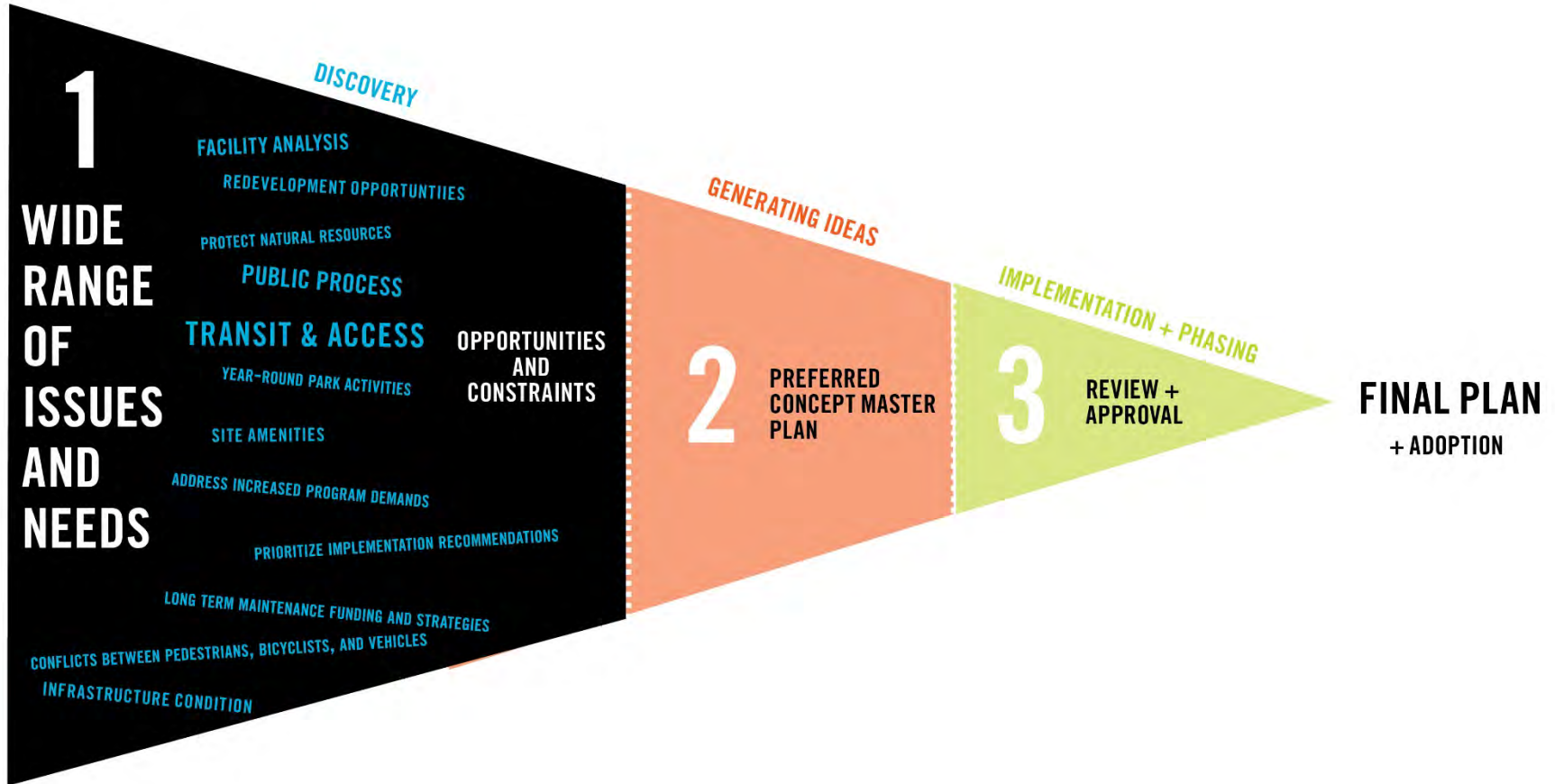


APPROACH

- Understanding of local conditions and user needs
- Engage with community members and stakeholders in a dynamic process
- Develop vision for enhancing Public space and an active, Walkable environment
- Define recommendations/strategies to create a balanced transportation system on the campus
- Reality-based recommendations for future improvements/redevelopment
- Action steps into implementation



APPROACH



ENGAGE THE COMMUNITY IN A DYNAMIC PROCESS

- Community engagement plan to maximize involvement
- Multiple outreach strategies
 - *Public meetings + Open Houses*
 - *Pop-up events*
 - *County Website*
 - *One-on-one interviews/Peer/User Group Meetings*
 - *Other tactics as needed/appropriate*
 - *Collaborate with Destination District Effort*
- OC: help identify hard to reach groups and best strategies



BALANCE CAMPUS AND USER NEEDS

- Reinforce shared goals and collective vision to be integrated into the plan
- Define what success looks like for all users and stakeholders
- Balance needs with outcomes
- Prioritize recommendations and improvements for the campus



PLACEMAKING: CAMPUS CHARACTER AND SENSE OF PLACE

- Reinforcing positive elements of the AEC campus
- Collectively reimagine and reinvent the campus area
- Strengthen the connections between campus users, residents and community
- Enhance physical, cultural, economic, and social identity of campus



PROJECT GOALS AND OUTCOMES: RFP IDENTIFIED GOALS AND OBJECTIVES

Craft a compelling and feasible Campus Master Plan that addresses and balances all of the Vision Foundations and provides a clear roadmap for improvements to the campus and facilities over the near and long term.



PROJECT GOALS AND OUTCOMES: RFP OBJECTIVES

- Campus Image and Experience
 - *Create a unique visual image and environment representative of the region's core assets including lakes, agriculture and bikes*
 - *Create an image consistent with the three core market focus areas*
 - *Respect and enhance the iconic architecture of the Coliseum*



PROJECT GOALS AND OUTCOMES: RFP OBJECTIVES

- Campus Layout and Internal Relationships
 - *Knit the entire campus together as a singular whole*
 - *Locate major facility improvements*
 - *Reduce hardscape where possible and add greenspace*
 - *Create a walkable and bikeable campus*
 - *Showcase leading-edge on-site and watershed-wide storm water management technologies and practices and integrate renewable energy systems*
 - *Incorporate on-site passive and active recreation facilities for the benefit of adjoining neighborhoods and campus visitors*
 - *Maximize operational efficiencies of all core facilities*
 - *Identify areas appropriate for private development and their proposed land uses and development intensities*

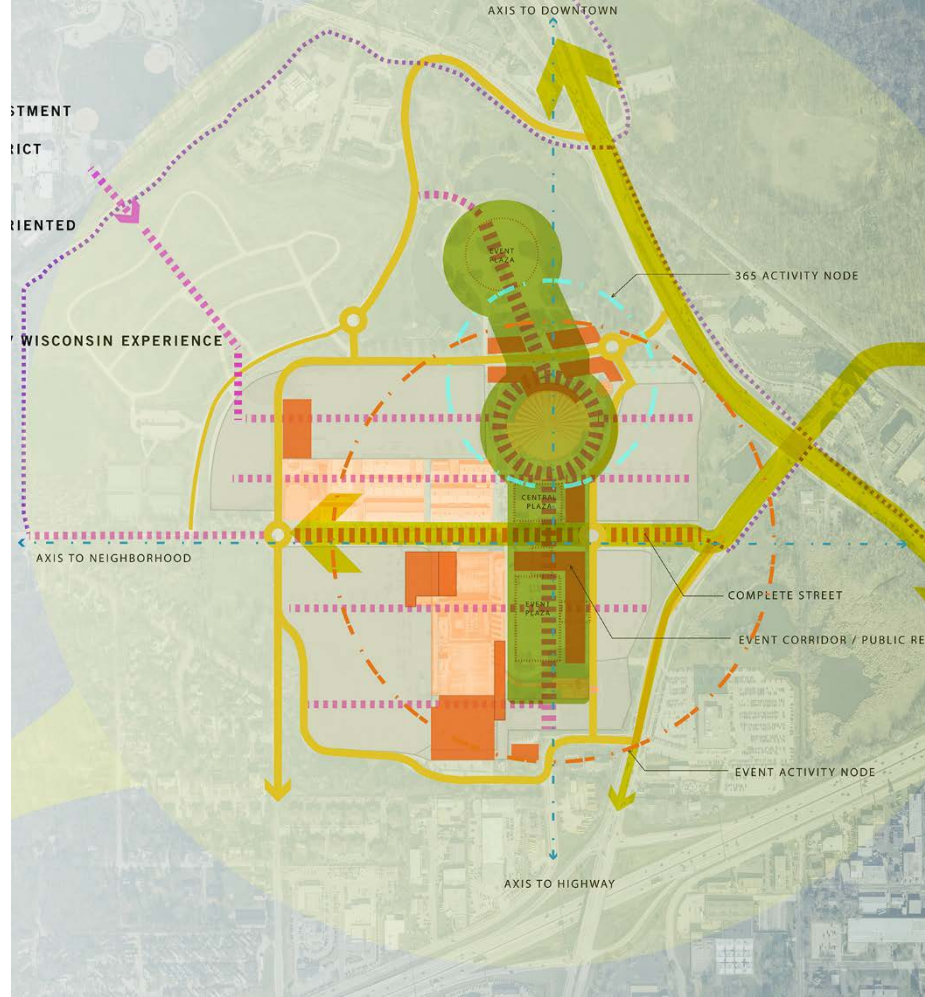
RAM SKETCH



PROJECT GOALS AND OUTCOMES: RFP OBJECTIVES

- External Connections and Relationship to Surround Properties and the Downtown
 - *Create a more permeable campus with the surrounding district and neighborhoods*
 - *Identify primary access points and through connections*
 - *Seamlessly integrate with the surrounding area and anchor a Destination District*
 - *Mitigate impacts on adjoining neighborhoods through appropriate buffering*
 - *Incorporate alternative transportation modes to and from the campus, particularly bikes and transit, while keeping in mind that parking revenues are a large part of the facility's income*

LAN VISION



PROJECT GOALS AND OUTCOMES: PREVIOUS PLANNING STUDIES

- 2006 Feasibility Analysis of Exposition Hall and Conference Center Facilities (Convention, Sports & Leisure International)
- 2007 Master Plan (Strang/LMN Architects)
- 2011 Master Plan Update (LMN Architects)
- 2012 Executive Task Force Report (ad-hoc community members)
- 2013 AEC Work Group Report (Leadership Synergies, LLC)
- 2015 Coliseum Market and Financial Assessment Report (Markin Consulting)
- 2015 AEC Parcel Site Constraints Analysis (County Land and Water Resources Department)
- 2015 AEC Strategic Feasibility Study (Hammes Company)
- **2017 AEC Vision and Implementation Framework** (*Vandewalle & Assoc.*)
- **2017 AEC Market, Financial, Facility Impact Analysis** (*Hunden Strategic Partners*)

PREVIOUS STUDIES: AEC VISION AND IMPLEMENTATION FRAMEWORK

Vision Statement

The Alliant Energy Center is a key regional asset that serves as a dynamic convening campus providing an exceptional and authentic experience for the community and visitors alike. The seamlessly integrated campus serves as a catalyst for a vibrant destination district driving tax base growth and increased access to economic opportunity for area residents.



PREVIOUS STUDIES: AEC VISION AND IMPLEMENTATION FRAMEWORK

- Walkable Destination District
- Connected and Cohesive
- Transit and Multi-Modal Oriented
- Equity and Access
- Sustainability
- Impact and Return on Investment
- Authentic Madison and Wisconsin experience – *understanding the users*



PREVIOUS STUDIES: AEC VISION COMPONENTS

- How do we integrate Vision components into the Master Planning effort?

Potential Vision Components

Economic and Community Role

- *What future roles/purposes can the AEC fulfill for the broader community?*
- *How do we make the AEC more useful and inviting to residents throughout the county and region?*
- *What regional economies/business sectors should the facility cater to?*
- *How can the AEC be used to foster additional business growth and development?*
- *What types of economic impacts do we hope to achieve?*

Function and Uses

- *What are the core functions and uses going forward?*
- *Which additional uses should be on the campus vs. being adjacent?*
- *What is the order of priority for improvements?*

Form, Experience, and Image

- *What could make the AEC a unique Madison experience?*
- *What image do we want to convey to the community and visitors?*
- *What impressions do we want to make on event organizers and visitors?*

Sustainability

- *What are the most important sustainability objectives?*
- *Which sustainable features should be explored in the campus master planning process?*

Access, Transportation, and Connections

- *What other facilities/destinations do we need to improve connections with?*
- *Which methods/modes of connection need to be investigated?*
- *How do we balance improved accessibility and connectivity with security and neighborhood protection needs?*

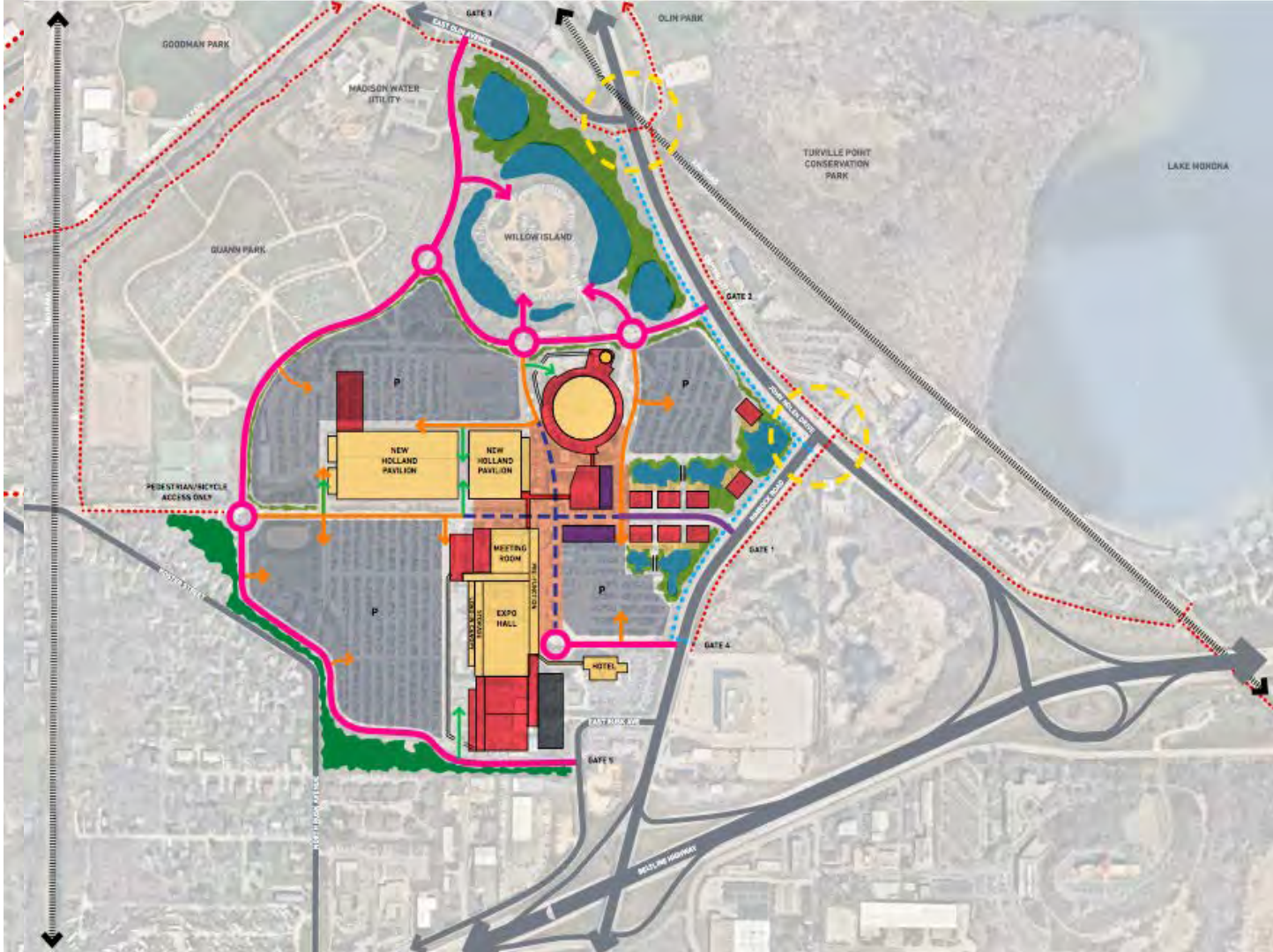
Adjacent Lands and Neighborhoods

- *How can the AEC become more of a neighborhood asset?*
- *What neighborhood impacts need to be reduced or avoided?*
- *How can the site be a catalyst to optimize the redevelopment potential of the entire area?*
- *How can redevelopment in the surrounding area help catalyze improvements to the AEC and enhanced visitor experiences?*

Funding and Governance

- *Which funding sources and mechanisms need to be investigated?*
- *Which governmental structures need to be investigated?*

2017 AEC Market, Financial, Facility, and Impact Analysis

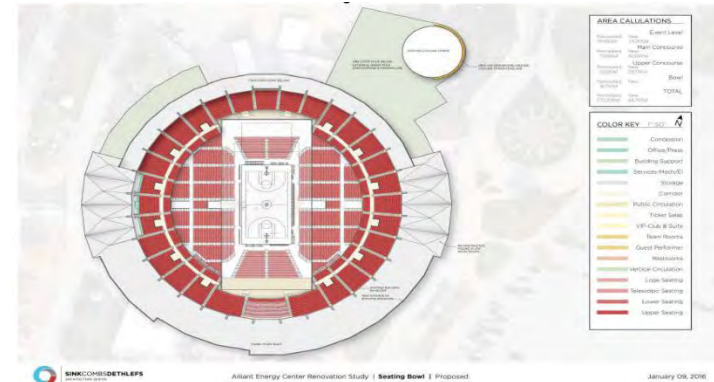


AEC MARKET, FINANCIAL, FACILITY AND IMPACT ANALYSIS

Coliseum: Recommended renovation to the Coliseum

Include expanded concourses, new entrances, expanded premium seating areas, and improved rigging, loading, dressing rooms, restrooms, concessions, and aesthetics to enhance the production, artist, and fan experience.

Exhibition Hall: Recommend a 50,000-square foot expansion of the existing exhibit hall. *Existing major events at the complex have outgrown the current facility, and an expansion of the exhibit hall is recommended to improve the overall event package of AEC. A future phase expansion of an additional 40,000 square feet is also recommended.*

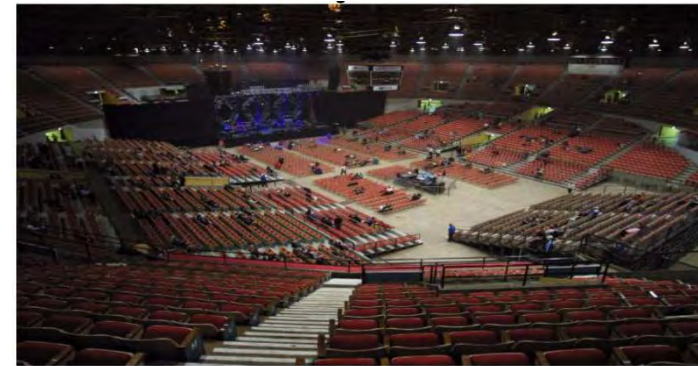


AEC MARKET, FINANCIAL, FACILITY AND IMPACT ANALYSIS

Ballroom: Develop a 30,000-square foot ballroom connected to the existing exhibition complex. *This should be a carpeted, high-quality, flexible space that will allow the AEC to attract conventions and other higher rated groups, as well as enhance existing events at the complex.*

Meeting Rooms: Additional breakout meeting room space is necessary to complement expanded exhibit hall and ballroom space. *Recommended development of 20,000 square feet of meeting room space.*

Hotels: At minimum, development of two branded, group-oriented hotel properties adjacent and connected to the Exhibition Hall. *These properties should add another 600 walkable hotel rooms to the campus.*



AEC MARKET, FINANCIAL, FACILITY AND IMPACT ANALYSIS

Restaurants: Develop six to eight walkable dining options in a village atmosphere on the AEC campus.

Arena Building: Remove the arena building to better utilize the centralized location. *The events that occur in the arena building will be accommodated in other expansions to the complex.*

Pavilions: Develop a permanent show ring connected to the New Holland Pavilions.

Parking: Develop structured parking in a future phase.





ADDITIONAL PLANNING EFFORTS

- Multijurisdictional Destination District Redevelopment Plan
 - *Area wide planning effort to create a more identifiable destination district.*
- Funding and Governance
 - *Evaluation of funding options for all potential campus improvements, some of which could impact the future governance of the AEC (such as the creation of a regional authority).*



GOALS AND DESIRED OUTCOMES

What are the most relevant GOALS and/or OBJECTIVES (*from the previous planning studies*) that we should consider as part of this planning process?

DISCUSSION

GOALS AND DESIRED OUTCOMES

Interview Question: What outcomes will ensure a successful project?
What does a successful project look like?

- Long term financial stability
- Vibrant place for whole community
- Flexibility and vision for future
- Regional destination
- Integration/cohesion, and catalyst

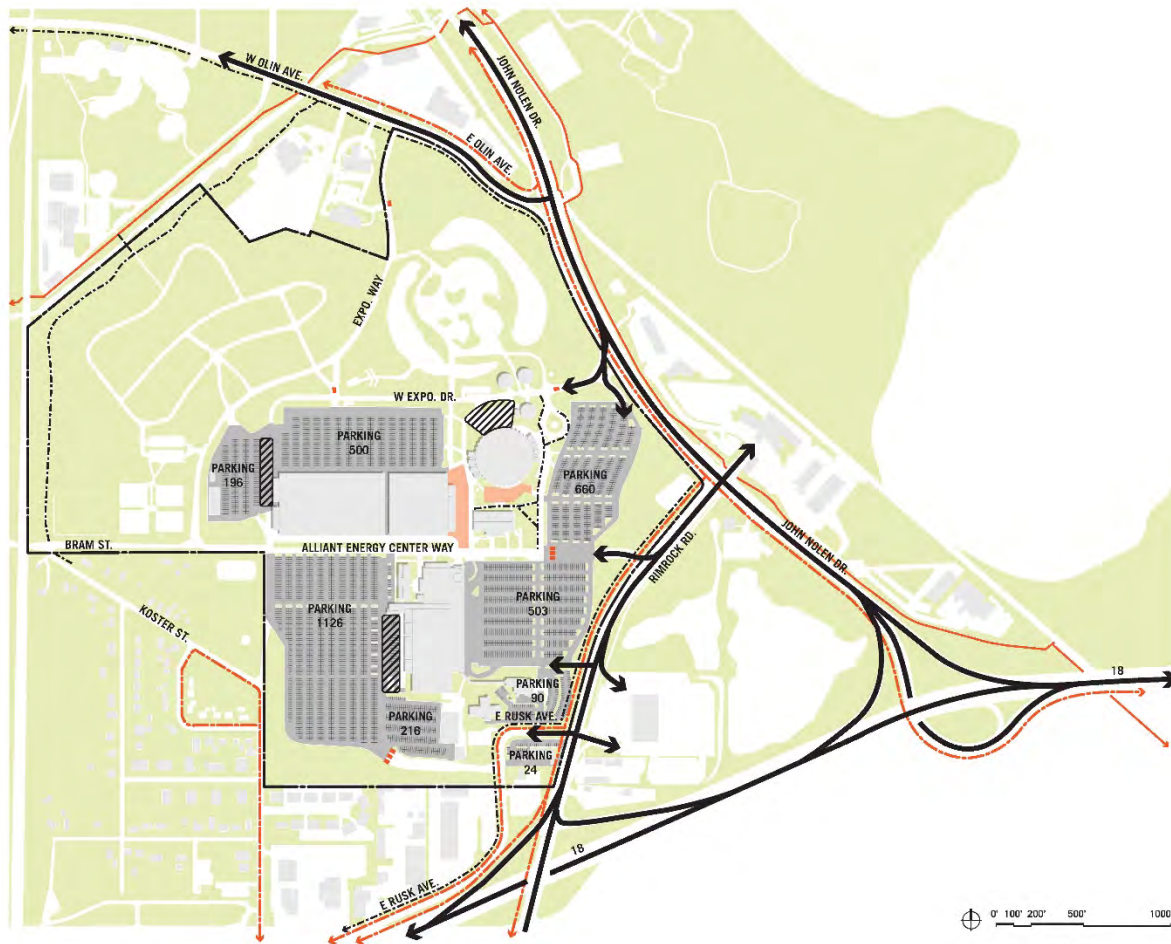


- SITE
- LAKE MONONA
- SURFACE WATER
- EXISTING TREE



LOCAL CONTEXT

- SITE
- MAJOR ROAD
- BUS
- PEDESTRIAN
- TRAIL
-  PARKING
(3315 Total)
-  SITE SECURITY / GATE
-  SERVICE
-  PLAZA



TRANSPORTATION AND CONNECTIVITY

- SITE
- 860 CONTOURS
- LAKE MONONA
- SURFACE WATER
- WETLAND
- EXISTING TREE

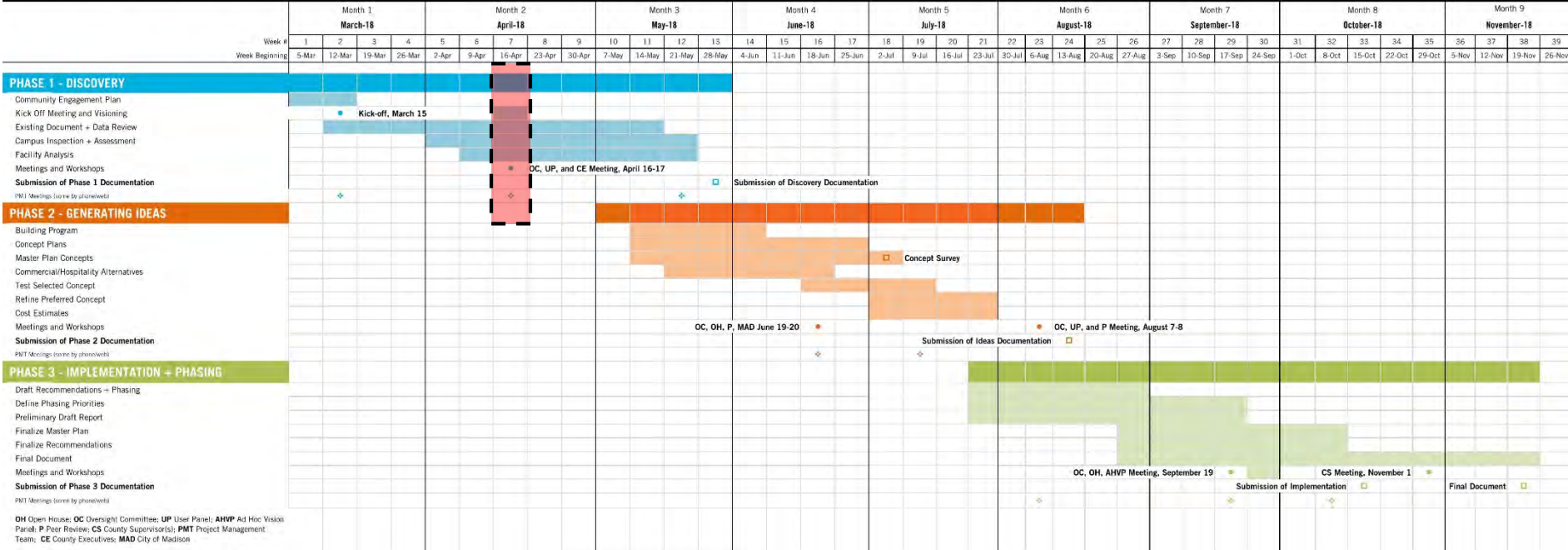


NATURAL FEATURES AND ENVIRONMENT

03/ MASTER PLAN SCHEDULE

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
ALLIANT ENERGY CENTER MASTER PLANNING PROCESS:											
OVERSIGHT COMMITTEE	T A S K S										
	<ul style="list-style-type: none"> Master Plan RFP Status Draft Schedule/Workplan 	<ul style="list-style-type: none"> Facility Improvement Prioritization Discussions 	<ul style="list-style-type: none"> Facility Improvement Prioritization Discussions 	<ul style="list-style-type: none"> Facility Improvement Prioritization Discussions 	<ul style="list-style-type: none"> Finalize Initial Facility Improvement Priorities 	<ul style="list-style-type: none"> Begin Funding & Governance Alternatives 	<ul style="list-style-type: none"> Funding & Governance Alternatives 	<ul style="list-style-type: none"> Funding & Governance Alternatives 	<ul style="list-style-type: none"> Funding & Governance Alternatives 	<ul style="list-style-type: none"> Funding & Governance Alternatives 	<ul style="list-style-type: none"> Final Funding & Governance Strategy
CAMPUS MASTER PLANNING CONSULTANT	T A S K S										
	<ul style="list-style-type: none"> Proposals Due 	<ul style="list-style-type: none"> Consultant Interviews & Selection 	PROJECT KICK-OFF: <ul style="list-style-type: none"> Scope & Schedule Review Past Plans & Vision Review Data Review 	<ul style="list-style-type: none"> Kick off meeting and visioning with Oversight Committee Existing Document & Data Review Campus Inspection & Assessment Facility Analysis 	<ul style="list-style-type: none"> Finalize Existing Document & Date Review Finalize Campus Inspection & Assessment Finalize Facility Analysis Submission of Discovery Documentation Building Program Concept Plans Master Plan Concepts Begin Commercial/Hospitality Alternatives 	<ul style="list-style-type: none"> Finalize Building Program Finalize Concept Plans Master Plan Concepts Finalize Commercial/Hospitality Alternatives Test Selected Concept 	<ul style="list-style-type: none"> Finalize Master Plan Concepts Test Selected Concept Refine Preferred Concept Cost Estimate Draft Recommendations & Phasing Define Phasing Priorities Preliminary Draft Report 	<ul style="list-style-type: none"> Submission of Ideas Documentation Draft Recommendations & Phasing Cost Estimate Define Phasing Priorities Preliminary Draft Report Finalize Master Plan Finalize Recommendations 	<ul style="list-style-type: none"> Finalize Phasing Priorities Finalize Master Plan Finalize Recommendations Finalize Document 	<ul style="list-style-type: none"> Finalize Master Plan Finalize Recommendations Finalize Document Submission of Implementation 	<ul style="list-style-type: none"> Finalize Document
<div style="display: flex; justify-content: space-between;"> <div style="text-align: center;"> <p>Meet with PEER REVIEW PANEL</p> <p>PUBLIC MEETING</p> <ul style="list-style-type: none"> Concept Plan Alternatives </div> <div style="text-align: center;"> <p>ADJOINING NEIGHBORHOODS MEETING</p> </div> <div style="text-align: center;"> <p>Meet with PEER REVIEW PANEL</p> <p>Meet with USERS PANEL</p> </div> <div style="text-align: center;"> <p>PUBLIC MEETING</p> <ul style="list-style-type: none"> Draft Campus Master Plan Draft DDVS </div> <div style="text-align: center;"> <p>ADJOINING NEIGHBORHOODS MEETING</p> </div> </div>											
DESTINATION DISTRICT VISION & STRATEGY (DDVS) PROCESS:											
DESTINATION DISTRICT PLANNING TEAM	T A S K S										
	<ul style="list-style-type: none"> Partnership Development 	<ul style="list-style-type: none"> Partnership Development 	<ul style="list-style-type: none"> Agreements, Ad-Hoc Vision Panel, & Funding 	PROJECT KICK-OFF <ul style="list-style-type: none"> Scope & Schedule Review Review & Discuss Proposed Initial Analysis Identify Key Issues & Stakeholders 	<ul style="list-style-type: none"> Data Gathering & Base Maps Development Review Past Plans & Studies Develop Preliminary Concept Alternatives & Goals Develop Supporting Analysis 	<ul style="list-style-type: none"> Develop Preliminary Concept Alternatives & Goals Develop Supporting Analysis 	<ul style="list-style-type: none"> Refine Alternatives & Goals Develop Alternatives for: <ul style="list-style-type: none"> Land Use Placemaking Circulation Access Connections Greenspace Integration Stormwater Management 	<ul style="list-style-type: none"> Finalize Preferred Concept & Goals 	<ul style="list-style-type: none"> Develop Implementation Strategy, Phasing, & Sequencing 	<ul style="list-style-type: none"> Finalize Implementation Strategy, Phasing, & Sequencing 	<ul style="list-style-type: none"> Finalize Document
<div style="display: flex; justify-content: space-between;"> <div style="text-align: center;"> <p>AD-HOC VISION PANEL MEETING</p> </div> <div style="text-align: center;"> <p>AD-HOC VISION PANEL MEETING</p> </div> <div style="text-align: center;"> <p>AD-HOC VISION PANEL MEETING</p> </div> <div style="text-align: center;"> <p>PUBLIC MEETING</p> <ul style="list-style-type: none"> Concept Alternatives </div> <div style="text-align: center;"> <p>AD-HOC VISION PANEL MEETING</p> </div> <div style="text-align: center;"> <p>AD-HOC VISION PANEL MEETING</p> </div> </div>											

PERKINS+WILL
AEC DANE COUNTY MASTER PLAN - SCHEDULE



SCHEDULE

- Oversight Committee Workshop and User Panel Meeting
 - *April 16-17*
- Oversight Committee Workshop/Peer Review/Open House
 - *June 19-20*
- Oversight Committee Workshop/Peer Review/User Panel
 - *August 7-8*
- Oversight Committee Workshop/Open House
 - *September 19*

COMMUNITY ENGAGEMENT PLAN

COMMUNITY ENGAGEMENT PLAN

GOALS

- Identify stakeholders, including populations not traditionally involved in neighborhood decision making.
- Engage all stakeholders, including residents and businesses, in meaningful and accessible ways.
- Solicit early and continuous involvement.
- Seek collaborative input on alternatives and evaluation criteria.
- Provide transparency during the planning process.
- Build understanding of development/redevelopment opportunities and build support for the plan that evolves from the planning process.

INTERNAL STAKEHOLDERS

- Project Management Team (PMT) is comprised of staff from Dane County and Vandewalle Associates
- AEC Masterplan Oversight Committee (MOC)

MASTER PLAN OVERSIGHT COMMITTEE (MOC)

ROLES

- Help to determine community needs and desires for the project area.
- Assist in the establishment of project priorities.
- Ensure that the full range of issues are discussed during the design process.
- Review plan concepts and provide input on major design elements.
- Prioritize project goals on behalf of the County/ County and/or agency they represent.

MASTER PLAN OVERSIGHT COMMITTEE (MOC)

ROLES (cont.)

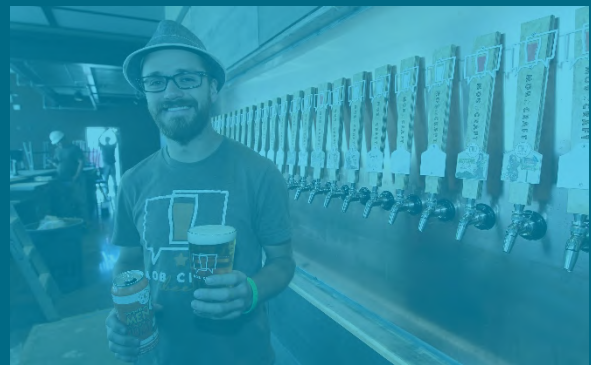
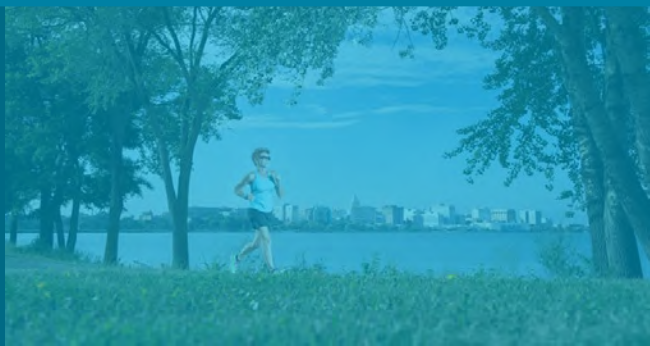
- Sharing project information and bring suggestions from community, stakeholders, and respective organizations.
- Making final plan recommendations and implementation strategies based on consensus-based input.
- Help communicate project and plan review process to community.
- Support and promote AEC Campus Master Plan project to elected officials, the business community, and constituents/community members.

STAKEHOLDER GROUPS

- Peer Review Group
- User Panel

What other community stakeholder groups should be engaged during this planning process?

What are the best methods to engage underserved stakeholder groups?



QUESTIONS?