

DANE COUNTY

ALLIANT ENERGY CENTER

CAMPUS MASTER PLAN

MADISON, WISCONSIN

AUGUST 20TH, 2018



PERKINS+WILL

AGENDA

01 / Summary of Survey

02 / Revised Master Plan

03 / Financial Considerations

04 / Prioritization Exercise

05 / Next Steps

01/ SUMMARY OF SURVEY

SUMMARY OF SURVEY

- Like size of proposed program spaces
- Like pedestrian and vehicular circulation recommendations
- Like relationships among exhibit, ballroom and meeting spaces
- Like the balance between vertical and horizontal expansion of Expo Hall is just right
- Consider year-round food and beverage amenities are a priority.
- Clearer definition and landscape design for the new hotel/restaurant area east of Coliseum. This is a real opportunity for creative placemaking!
- Consider areas for pop-up food/commercial/market activities; also skillful integration of stormwater
- There has to be connection to downtown via a dedicated bus, or better yet--self-driven vehicles or trolley that goes between downtown and campus (and possible State street or Park Street).
- I'd like to have some additional thought put into the feel of arriving at the expo hall and how it looks from the street.

SUMMARY OF SURVEY

- Worried about impact of parking garage proposed along south Rimrock. Strongly endorse move to structured parking, but feel this particular site is too 'front door' to present a mere garage facade to the street.
- The more we can give the campus a sense of place and make it walkable, the better
- Creating a critical density, refurbishing the coliseum (I have come full circle on this!), creating a campus that will be used more often and by more groups than it is currently serving.
- Density/placemaking opportunity for area east of Coliseum.
- I have not quite seen the connection with the John Nolen corridor and lakefront that I think needs to be addressed to make this truly a transformative project. If we can tap into literally and physically connecting the Campus with the lakeshore and path, and to the downtown, we will be creating an engine for an amazing future.

SUMMARY OF SURVEY

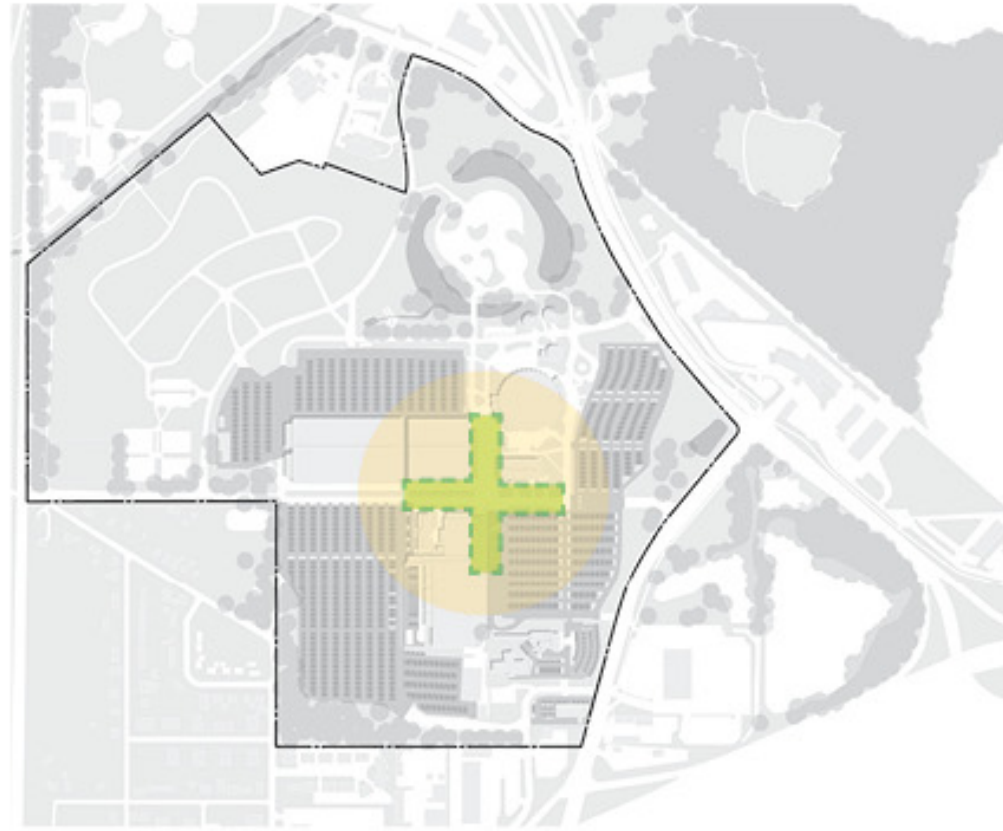
- Linkages between buildings - could be an opportunity to give more definition to spaces or could really chop things up badly.
- My biggest concerns lie in the practicality of unifying county, city and state to allow something exciting coalesce.
- Determining a governance and funding plan -- do we opt for a shared governance district? Do we seek to have a tourism district created?
- Balancing need for flat parking and total parking.

02/ REVISED MASTER PLAN

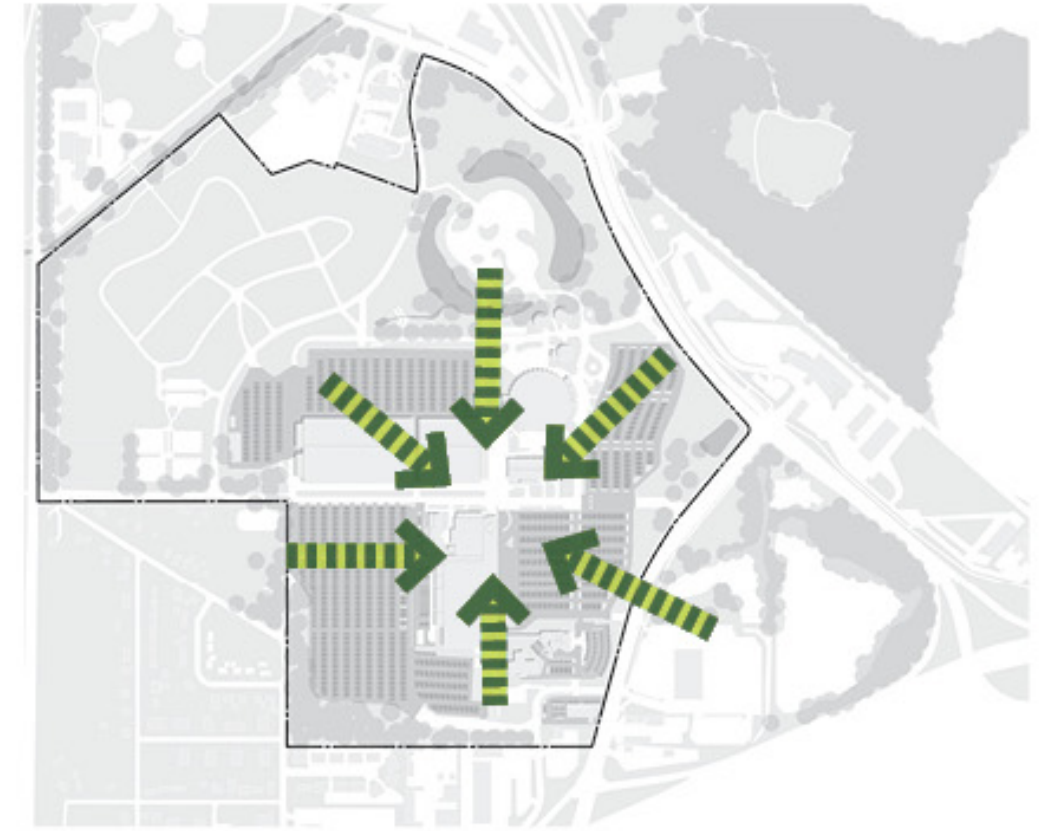
BIG IDEAS



the ring road



reinforce the heart



green linkages

DESIGN CONSIDERATIONS

- Consider needs of current campus users (events, trade shows, parking, etc.)
- Consider current and future operations and maintenance practices on campus to support current users
- Mixed Use density based on current and projected market demand
- Surface parking (west side of campus) is highly desirable and necessary to facilitate many of the current events
- Building expansion recommendations based on current space needs, appropriate phasing, trends and market availability
- Access and circulation are key to creating a more walkable and inviting campus
- Consider onsite experience of all users (from the moment they arrive until they leave the site)

DESIGN CONSIDERATIONS

- Define shared parking opportunities and parking structures on the east side of the campus
- Stormwater improvements onsite will not solve all stormwater issues in adjacent areas
- Improve environmental conditions on site (reduce urban heat island effect, add tree canopy and create outdoor spaces)
- If AEC is to remain self sufficient decisions need to be made from sound credible data and user input
- When any private property comes available or presents itself, the County should consider acquiring properties to further serve as a buffer or for programming.
- If a major project is going to occur it may be beneficial to have progress started prior to City annexation
- ROI, investment options and data should inform the final Master Plan recommendations and project phasing

REVISED CONCEPT



LEGEND

- 1. FUTURE DEVELOPMENT AREA
- 2. PEDESTRIAN CROSSING AT JOHN NOLEN
- 3. RESIDENTIAL MID-RISE
- 4. MIXED USE
- 5. URBAN PARK AND PLAZA
- 6. RENOVATED COLISEUM
- 7. HOTEL
- 8. PARKING STRUCTURE
- 9. EVENTS PLAZA
- 10. SKYWAY CONNECTION
- 11. EXPANDED CONVENTION CENTER
 - 11-A. BALLROOM EXPANSION
 - 11-B. MEETING ROOMS EXPANSION
 - 11-C. EXHIBITION HALL ADDITION
- 12. HOTEL PLAZA & DROP-OFF
- 13. PROPOSED BELTLINE ACCESS
- 14. EXPANDED PARK AND STORMWATER
- 15. RELOCATED WARM-UP ARENA
- 16. OUTDOOR STORAGE
- 17. PLAYGROUND

**When any private property comes available or presents itself, the County should consider acquiring properties to further serve as a buffer or for programing.*



ALTERNATE AREA 2:
ENLARGE STORMWATER MANAGEMENT
DEV. OF LAND AND PARK

ALTERNATE AREA 1:
DEVELOP SPORTS/
ENTERTAINMENT ATTRACTION



STORAGE SHEDS/
OUTBUILDINGS

RELOCATED ARENA

BALLROOM

MEETING ROOMS

EXHIBITION SPACE

BRIDGE

MIXED USE
(4 FLRS; 130,000 GSF)

COLISEUM
RENOVATION

RESIDENTIAL (R.1)
(8 FLRS; 205 UNITS)

RESIDENTIAL (R.2)
(8 FLRS; 90 UNITS)

RETAIL
(1 FLR; 56,300 GSF)

RESIDENTIAL (R.3)
(8 FLRS; 180 UNITS)

MIXED USE
(2 FLRS; 25,000 GSF)

MIXED USE
(2 FLRS; 37,000 GSF)

NEW HOTEL (H.1)
275 ROOMS

NEW HOTEL (H.2)
235 ROOMS

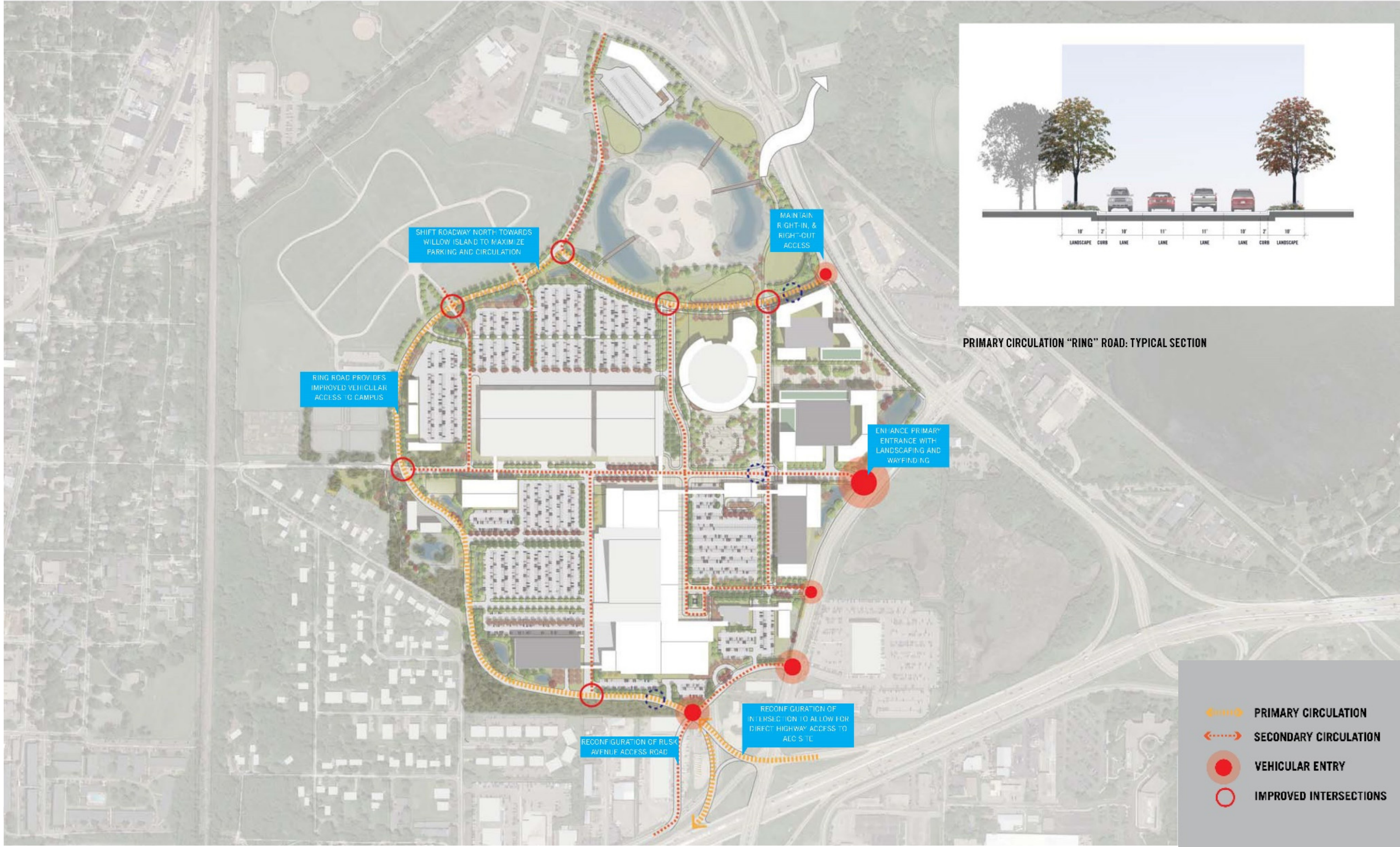
MIXED USE
(2 FLRS; 20,000 GSF)

MIXED USE
(2 FLRS; 36,000 GSF)

MIXED USE
(2 FLRS; 20,000 GSF)

NEW HOTEL (H.3)
205 ROOMS

EXHIBITION HALL
ADDITION



SHIFT ROADWAY NORTH TOWARDS WILLOW ISLAND TO MAXIMIZE PARKING AND CIRCULATION

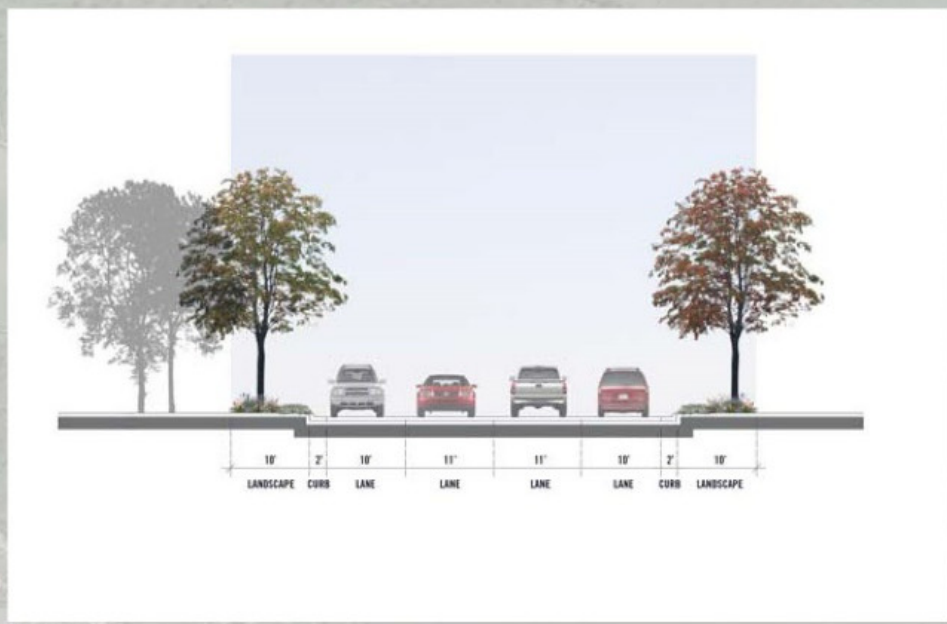
MAINTAIN RIGHT-IN, & RIGHT-CUT ACCESS

RING ROAD PROVIDES IMPROVED VEHICULAR ACCESS TO CAMPUS

ENHANCE PRIMARY ENTRANCE WITH LANDSCAPING AND WAYFINDING

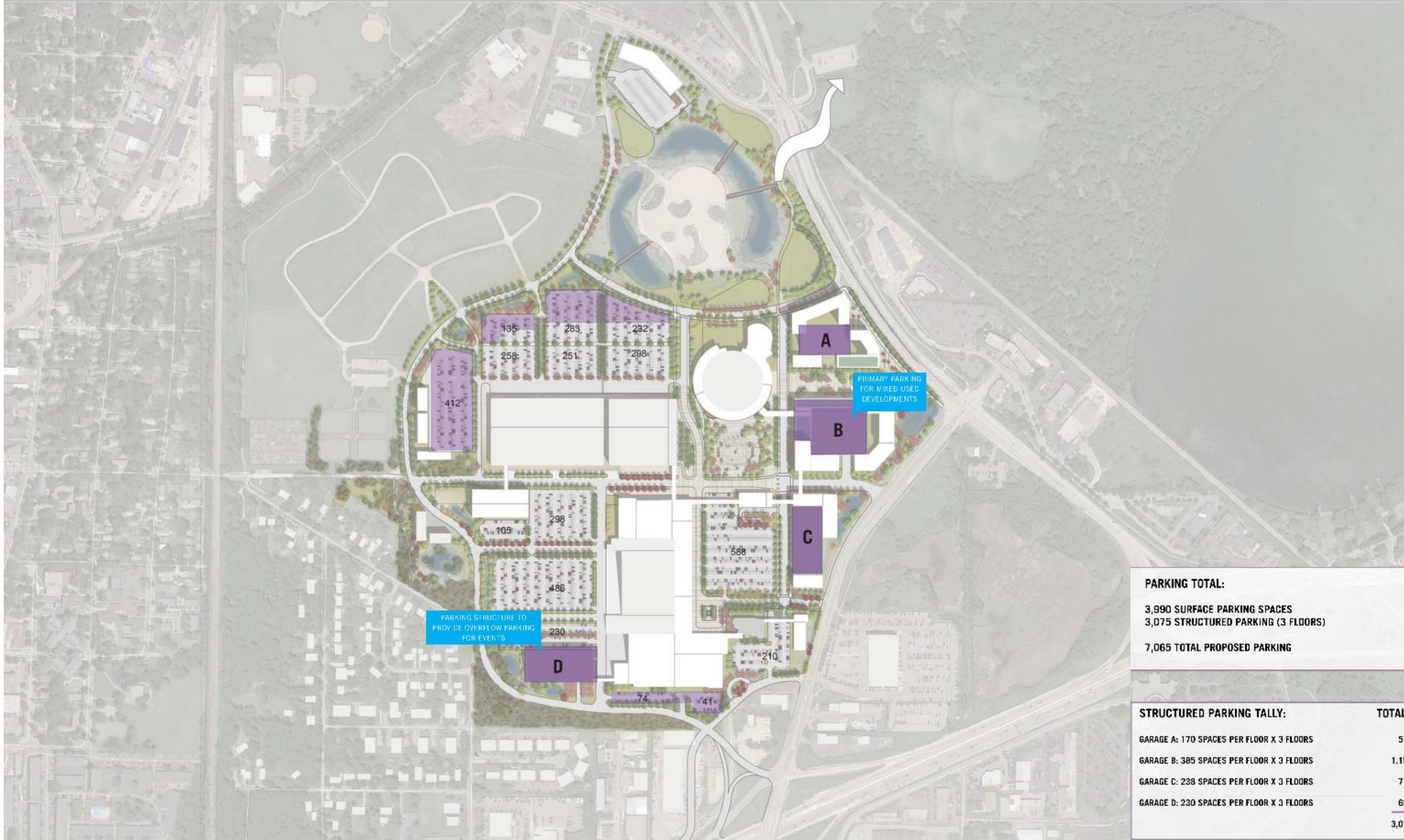
RECONFIGURATION OF INTERSECTION TO ALLOW FOR DIRECT HIGHWAY ACCESS TO AEG SITE

RECONFIGURATION OF RUSK AVENUE ACCESS ROAD



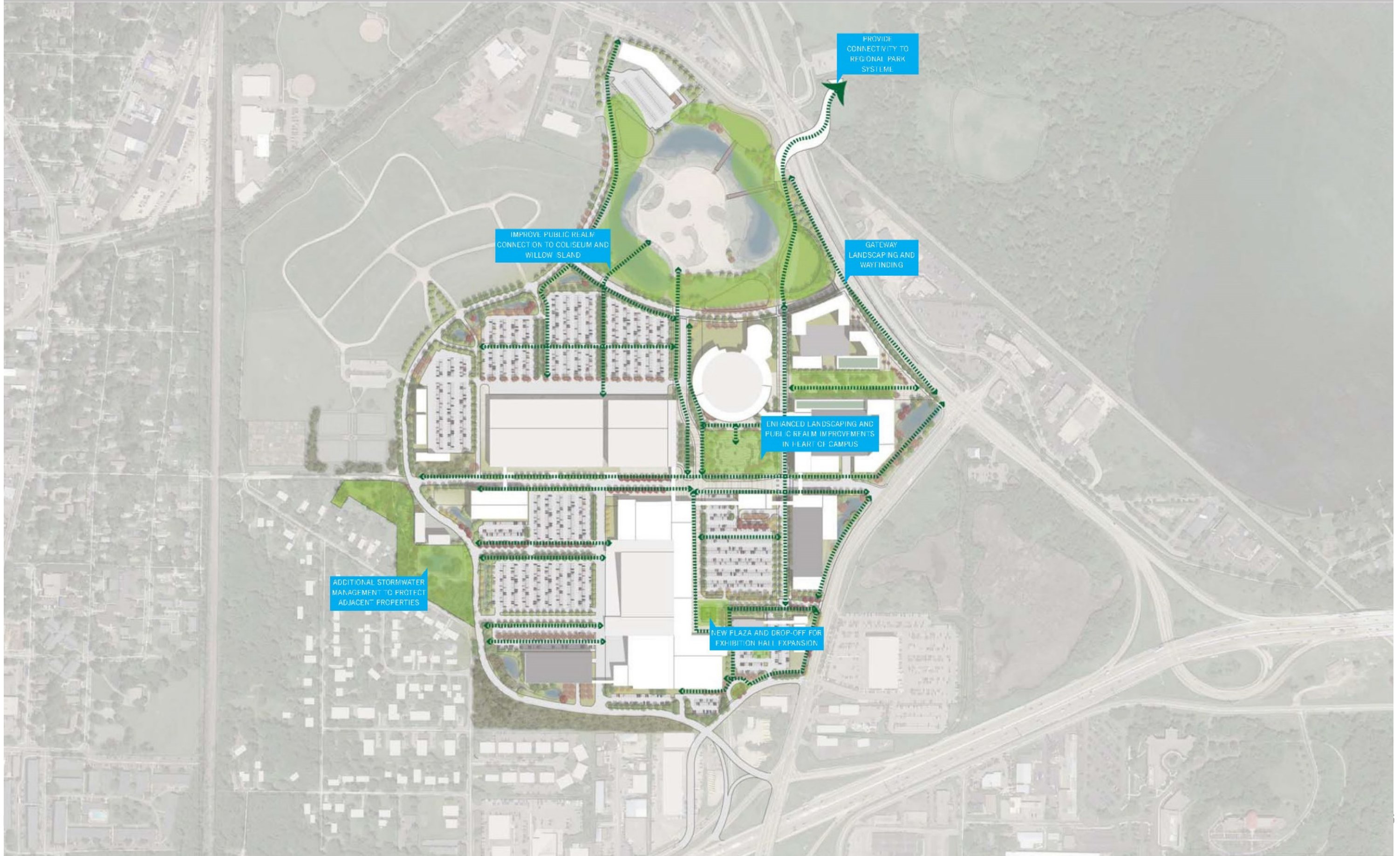
PRIMARY CIRCULATION "RING" ROAD: TYPICAL SECTION

- PRIMARY CIRCULATION
- SECONDARY CIRCULATION
- VEHICULAR ENTRY
- IMPROVED INTERSECTIONS



PARKING TOTAL:
3,990 SURFACE PARKING SPACES
3,075 STRUCTURED PARKING (3 FLOORS)
7,065 TOTAL PROPOSED PARKING

STRUCTURED PARKING TALLY:	TOTALS
GARAGE A: 170 SPACES PER FLOOR X 3 FLOORS	510
GARAGE B: 385 SPACES PER FLOOR X 3 FLOORS	1,155
GARAGE C: 238 SPACES PER FLOOR X 3 FLOORS	714
GARAGE D: 230 SPACES PER FLOOR X 3 FLOORS	690
	3,075



IMPROVE PUBLIC REALM CONNECTION TO COLISEUM AND WILLOW ISLAND

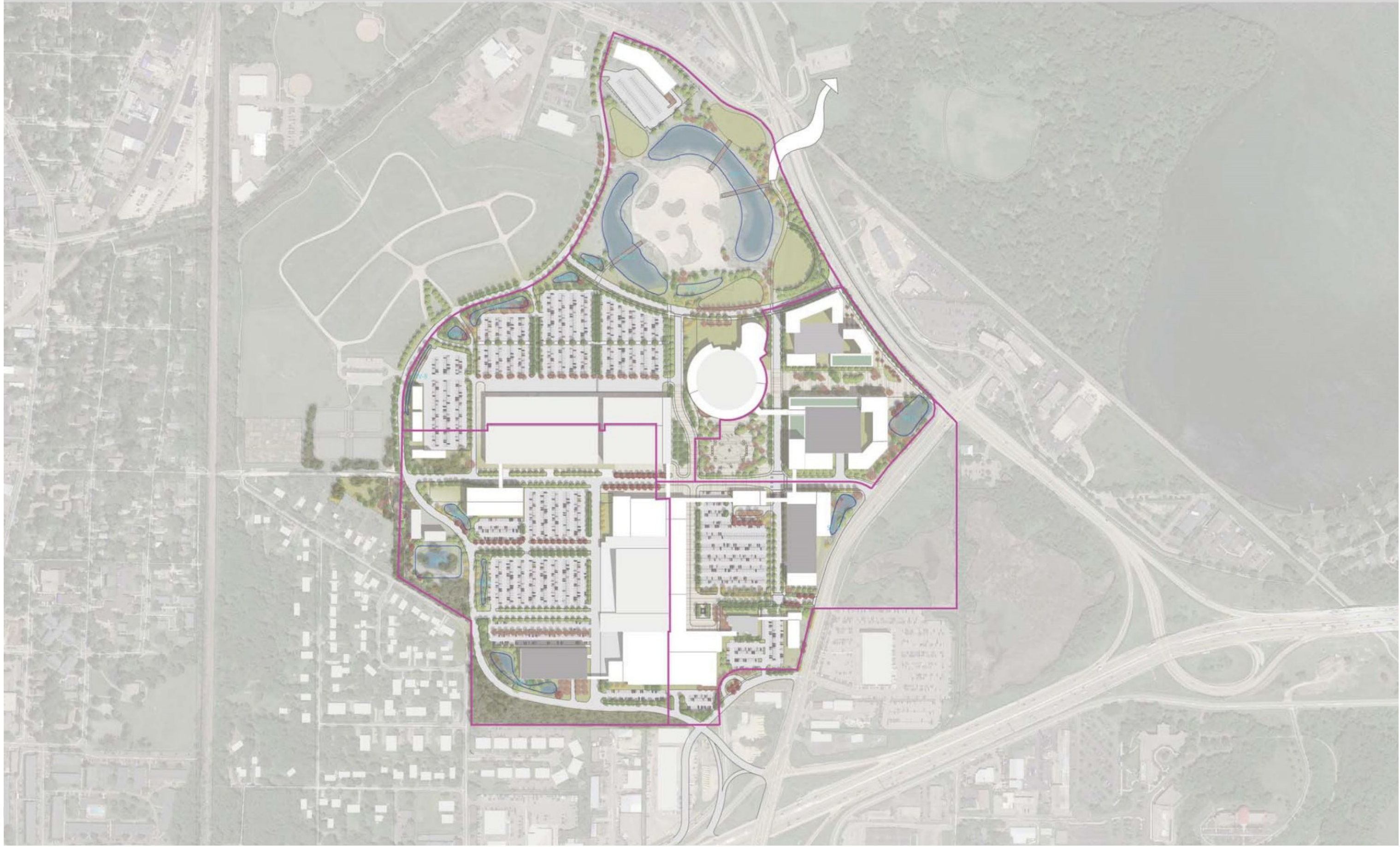
PROVIDE CONNECTIVITY TO REGIONAL PARK SYSTEM

GATEWAY LANDSCAPING AND WAYFINDING

ENHANCED LANDSCAPING AND PUBLIC REALM IMPROVEMENTS IN HEART OF CAMPUS

ADDITIONAL STORMWATER MANAGEMENT TO PROTECT ADJACENT PROPERTIES

NEW PLAZA AND DROP-OFF FOR EXHIBITION HALL EXPANSION







03/ FINANCIAL CONSIDERATIONS

Dane County Alliant Energy Center Expansion Scenarios – Fiscal Models

Scenarios

The Team considered two primary scenarios related to the development of the Master Plan:

- 1) Coliseum partially renovated and expanded first (the elements most important to making it viable again). One new parking ramp to accommodate extra parking for the private developments.
- 2) Exhibition Center expansion first, plus the addition of a 300-room convention HQ hotel. One new parking ramp to accommodate extra parking for the private developments and a second new parking ramp to accommodate extra parking for the Exhibition Center expansion and new HQ hotel.

Common elements to both scenarios include:

- New Holland expansion;
- Restaurant, retail, office and residential development, as well as
- Public plaza, streets, circulation, streetscape, landscape and stormwater improvements.

The Team did not model either scenario beyond the initial phase, but included the assumptions that all recommended elements of the master plan would be executed, including three total phases of the Exhibition Center expansion, both major phases of the Coliseum renovation and expansion, the addition of 3 total hotels (600 total rooms) and additional mixed-use commercial and apartment development. It is important to generate private tax revenue from development as early as possible.

Impact & Cost Scenarios

Scenario A - Coliseum Phase I Renovation/Expansion First

Public Facilities		Items Included	Cost (000s)	Private Facilities		Cost (000s)
Site		All	\$ 8,366	Restaurant/Retail Development (18 concepts, 90,000SF)		\$ 22,500
Roadway & Stormwater Improvements		All	\$ 14,250	Office (180,000SF on 2 levels above retail/rest)		\$ 32,400
New Holland		Show Ring	\$ 9,111	Residential Phase I (150 Units)		\$ 22,500
Parking Ramp (1)		1,500 space allowance	\$ 33,000	Total Private Facilities		\$ 77,400
Coliseum Renovation Phase I		South Addition, Dock, Team Rooms	\$ 39,608			
Total Public Facilities			\$ 104,335			
Future Build-Out Phases - Public			Cost (000s)	Future Build-Out Phases - Private		Cost (000s)
Coliseum Renovation Phase II		All other Coliseum Items	\$ 26,533	Office (150,000SF)		\$ 27,000
Exhibition Center Expansion Phase I		South 50k SF Exhibit & Upper Ballroom (24k SF)/Mtg Room	\$ 79,858	Full-Service Convention Hotel (300 rooms)		\$ 90,000
Parking Ramps (3)		4,500 space allowance	\$ 99,000	Select-Service Hotel 1 (180 rooms)		\$ 36,000
Exhibition Center Expansion Phase II		North 30k SF Ballroom	\$ 66,879	Select-Service Hotel 2 (120 rooms)		\$ 19,200
Exhibition Center Expansion Phase III		South 40k SF Exhibit Expansion	\$ 18,038	Residential (300 Units)		\$ 45,000
Total Public Facilities			\$ 290,308	Retail/Restaurant (30,000SF)		\$ 7,500
				Total Private Facilities		\$ 224,700
Total Public Facilities			\$ 394,643	Total Private Facilities		\$ 302,100

Scenario B - Phase I Exhibition/Convention Center Expansion First

Public Facilities			Cost (000s)	Private Facilities		Cost (000s)
Site		All	\$ 8,366	Full-Service Convention Hotel (300 rooms)		\$ 90,000
Roadway & Stormwater Improvements		All	\$ 14,250	Restaurant/Retail Development (18 concepts, 90,000SF)		\$ 22,500
New Holland		Show Ring	\$ 9,111	Office (180,000SF on 2 levels above retail/rest)		\$ 32,400
Parking Ramps (2)		3,000 space allowance	\$ 66,000	Residential Phase I (150 Units)		\$ 22,500
Exhibition Center Expansion Phase I		South 50k SF Exhibit & Upper Ballroom (24k SF)/Mtg Room	\$ 79,858	Total Private Facilities		\$ 167,400
Total Public Facilities			\$ 177,585			
Future Build-Out Phases - Public			Cost (000s)	Future Build-Out Phases - Private		Cost (000s)
Coliseum Phase I		South Addition, Dock, Team Rooms	\$ 39,608	Office (150,000SF)		\$ 27,000
Parking Ramps (2)		3,000 space allowance	\$ 66,000	Select-Service Hotel 1 (180 rooms)		\$ 36,000
Coliseum Phase II		All other Coliseum Items	\$ 26,533	Select-Service Hotel 2 (120 rooms)		\$ 19,200
Exhibition Center Expansion Phase II		North 30k SF Ballroom	\$ 66,879	Residential (300 Units)		\$ 45,000
Exhibition Center Expansion Phase III		South 40k SF Exhibit Expansion	\$ 18,038	Retail/Restaurant (30,000SF)		\$ 7,500
Total Public Facilities			\$ 217,058	Total Private Facilities		\$ 134,700
Total Public Facilities			\$ 394,643	Total Private Facilities		\$ 302,100

Source: HSP, P+W

Economic, Fiscal, and Employment Impact

Coliseum Scenario

Summary of Visitation & Impacts at Major AEC Components - Phase I (Coliseum Scenario)

Component	Net New Non-Dane County Daytrips		Net New Room Nights		30-Year New Spending (Millions)	New FTE Jobs	New 30-Year Local Taxes (millions)	Cost (millions)	Likely Public Cost/Incentive	Private Investment
		% CHANGE		% CHANGE						
New Restaurants, Retail & Residential - Private	25,316	100%	7,446	100%	\$265	120	\$109.6	\$110.4	\$33.0	\$77.4
Ex Hall/Conference/Parking	14,783	17%	2,351	3%	\$98	46	\$1.3	\$0.0	\$0.0	\$0.0
Coliseum	20,709	78%	8,754	46%	\$257	117	\$4.5	\$39.6	\$39.6	\$0.0
New Holland Arena Expansion	9,047	29%	20,871	37%	\$705	323	\$10.6	\$9.1	\$9.1	\$0.0
Public Areas, Street/Circulation/Stormwater	6,374	18%	3,648	40%	\$74	31	\$1.9	\$22.6	\$22.6	\$0.0
Total	76,230	42%	43,070	24%	\$1,399	638	\$127.9	\$181.7	\$104.3	\$77.4
								Est. Public %	57%	
								Est. Private %	43%	
								30-Year Fiscal ROI	23%	

Source: Hunden Strategic Partners

For the Coliseum scenario, the south concourse addition, team rooms/green rooms and loading dock are addressed. HSP estimates that this \$39 million investment will result in approximately 70-80% of the benefit of a full renovation, but will leave seats as is, rigging/load capacity and northside concourses as is.

No hotel will be added as the Exhibition Center will stay as-is, although HSP suggests the 180-room hotel could be induced to help the facility drive more business.

Exhibition Center Scenario

Summary of Visitation & Impacts at Major AEC Components - Phase I (Exhibition Scenario)

Component	Net New Non-Dane County Daytrips		Net New Room Nights		30-Year New Spending (Millions)	New FTE Jobs	New 30-Year Local Taxes (millions)	Cost (millions)	Likely Public Cost/Incentive	Private Investment
		% CHANGE		% CHANGE						
New Hotel, Restaurants, Retail & Residential - Private	164,557	100%	48,399	100%	\$1,863	816	\$214.3	\$200.4	\$55.0	\$145.4
Ex Hall/Conference/Parking	21,409	24%	46,716	51%	\$849	338	\$22.5	\$112.9	\$112.9	\$0.0
Coliseum	1,066	4%	382	2%	\$15	6	\$0.2	\$0.0	\$0.0	\$0.0
New Holland Arena Expansion	9,047	29%	20,871	37%	\$954	323	\$11.3	\$9.1	\$9.1	\$0.0
Public Areas, Street/Circulation/Stormwater/Other	6,374	18%	3,648	40%	\$76	31	\$1.9	\$22.6	\$22.6	\$0.0
Total	202,453	112%	120,016	68%	\$3,757	1,514	\$250.1	\$345.0	\$199.6	\$145.4
								Est. Public %	58%	
								Est. Private %	42%	
								30-Year Fiscal ROI	25%	

Source: Hunden Strategic Partners

For the Exhibition & HQ Hotel scenario, the exhibit hall is expanded by 50,000 SF and there is a ballroom/meeting room component above it, with the ability to open to a 24,000-SF ballroom or divide into 6-8 smaller rooms. HSP estimates that this \$80 million investment in the facility plus \$90 million investment in the HQ hotel (which will require some public inducement) will generate a significant number of new events, expanded events, higher paying events and elevate the hotel ADR in the area.

Overall investment & impact is approx. double the Coliseum scenario, with a slightly higher 30-year ROI as a % of investment.

04/ PRIORITIZATION EXERCISE

PRIORITIZATION EXERCISE



EXERCISE

- 1. COLISEUM**
 1-A. PHASE 1 (\$36.7 million)
 1-B. PHASE 2 (\$21.3 million)

- 2. EXPO HALL**
 2-a. PHASE 1 (\$79.8 million)
 2-b. PHASE 2 (\$66.7 million)
 2-c. PHASE 3 (\$18.1 million)

- 3. ARENA and GATEWAY PLAZA**
 (\$17.4 million)

- 4. GATEWAY IMPROVEMENTS**
 (LANDSCAPE, WAYFINDING, SIGNAGE, CROSSING IMPROVEMENTS) (\$1.4 million)

- 5. PARKING LOT RAMP "D"**
 (\$30.1 million)

- 6. PARK IMPROVEMENTS** (PURCHASE LAND, PLAYGROUND, STORMWATER) (\$1.1 million)

- 7. RING ROAD NORTH w/ STORMWATER** (\$5.6 million)

- 8. BELT LINE INTERCHANGE**
 (\$1.8 million)

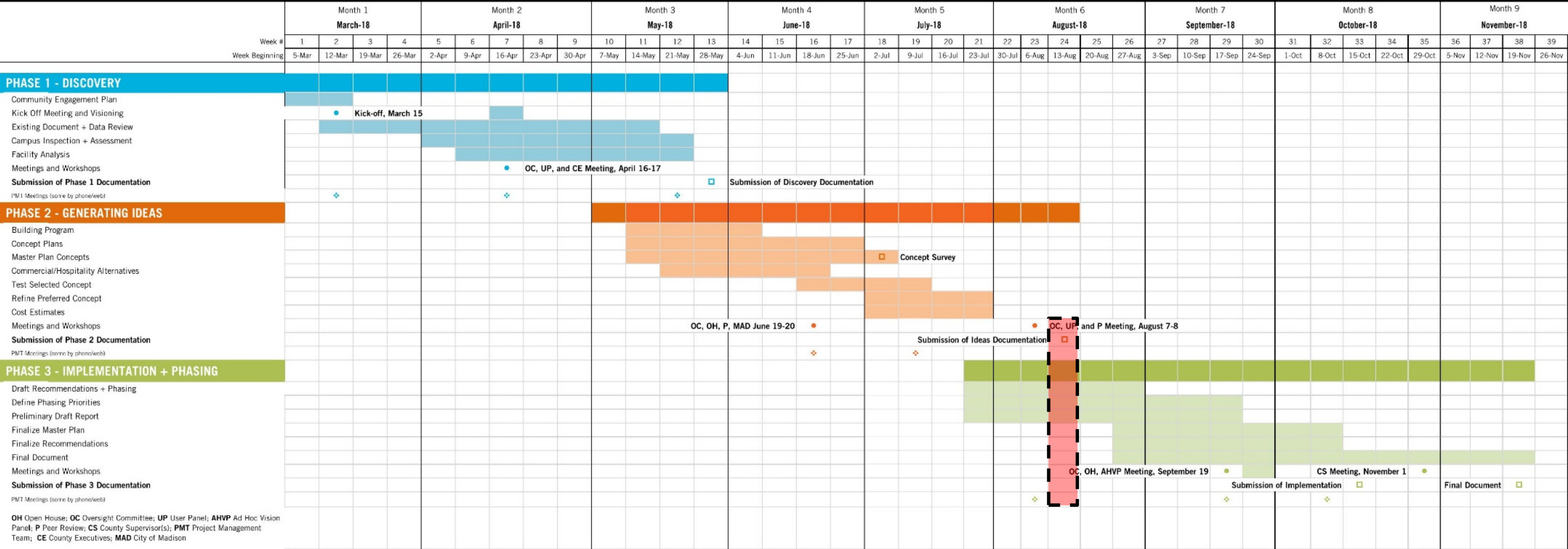
- 9. HOTELS (ON CAMPUS)**
 (\$149.8 million)

- 10. PRIVATE DEVELOPMENT**
 10-SITE P1 (\$43 million)
 10-SITE P2 (\$64 million)
 10-SITE P3 (\$68.7 million)
 10-SITE P4 (\$57.5 million)

- 11. RING ROAD SOUTH w/ STORMWATER** (\$3.6 million)

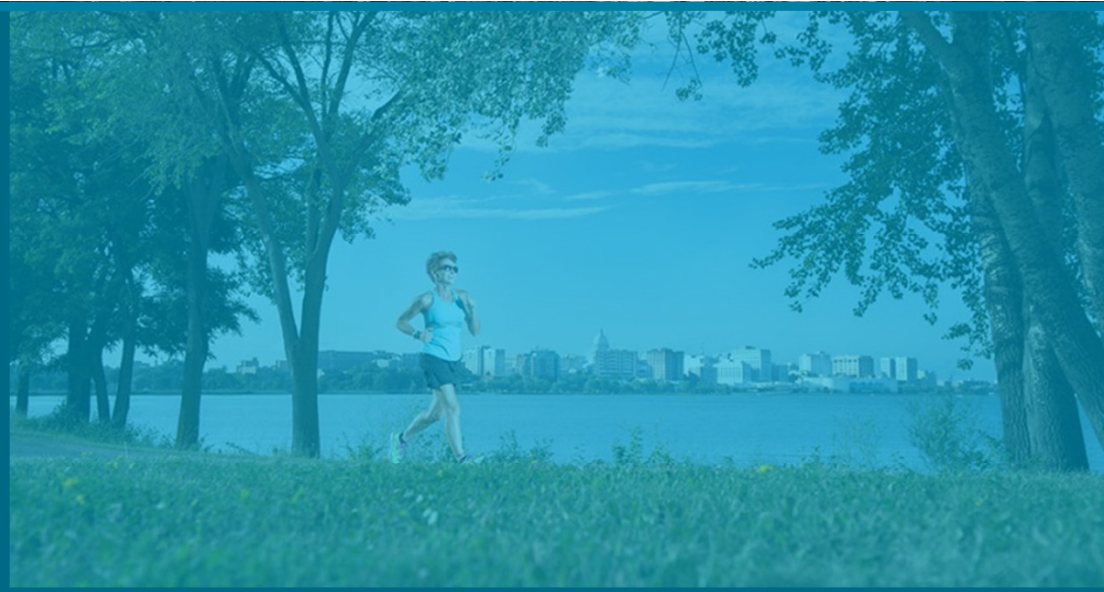
05/ NEXT STEPS

PERKINS+WILL
AEC DANE COUNTY MASTER PLAN - SCHEDULE



SCHEDULE

- Oversight Committee Meeting/Peer Review/User Panel
 - *August 20th – 21st*
- Oversight Committee Meeting/Open House
 - *October 15th*



QUESTIONS?

