

DANE COUNTY

ALLIANT ENERGY CENTER

CAMPUS MASTER PLAN

MADISON , WISCONSIN

JUNE 18TH, 2018

AGENDA

01 / Introductions

02 / Analysis

03 / Big Ideas

04 / Master Plan Alternatives

05 / Prioritization Exercise

06 / Project Schedule

07 / Next Steps

01/ INTRODUCTIONS

CONSULTANT CORE TEAM



JOHN SLACK
ASLA, LEED AP ND, RELi AP

Managing Principal, Urban
Design and Planning Principal
[Perkins+Will](#)



SWATI KHIMESRA
PLA, ASLA, LEED AP

Senior Landscape Architect
[Perkins+Will](#)



DON DETHLEFS
FAIA

Sports, Recreation and
Entertainment Planning Principal
[Perkins+Will](#)



ROB HUNDEN

Tourism/Entertainment Advisor
[Hunden Strategic Partners](#)



DON GRINBERG
FAIA

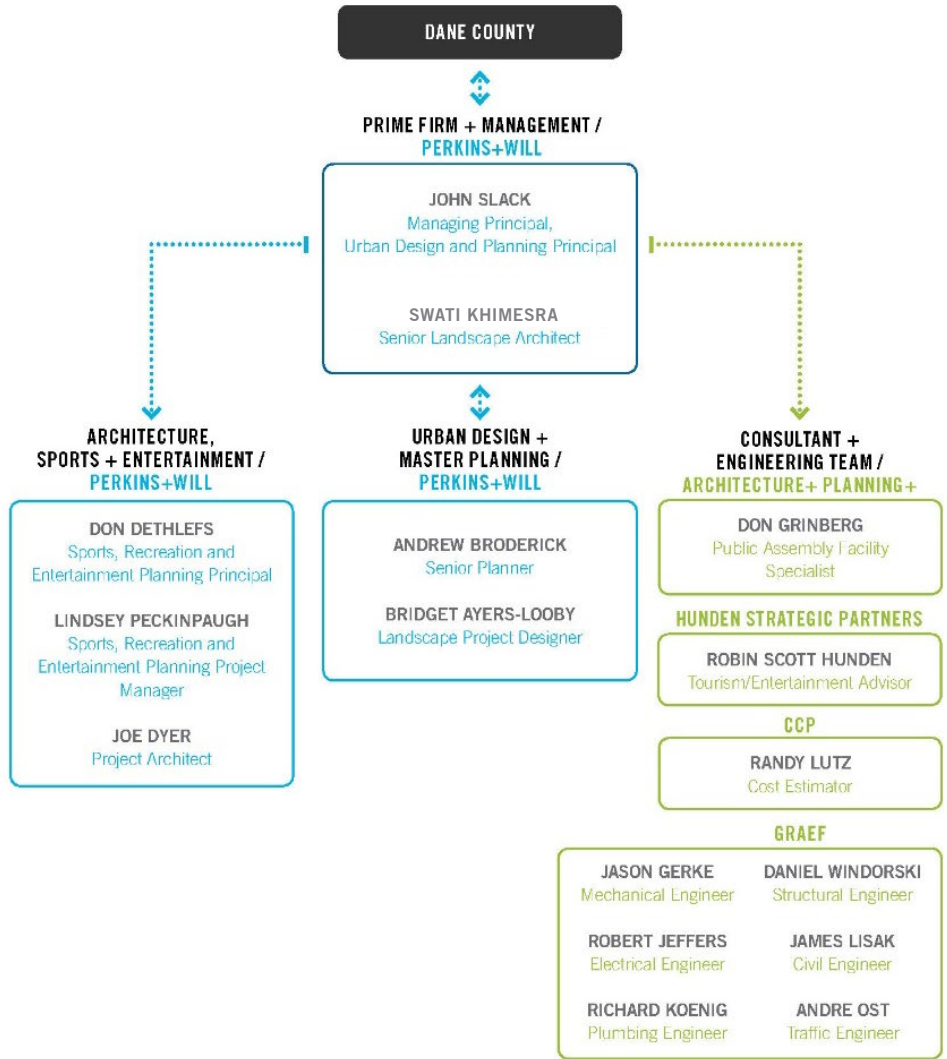
Convention Center Specialist
[Donald Grinberg, FAIA](#)



ANDRE OST

Traffic Engineer
[Graef](#)

TEAM OVERVIEW



02/ ANALYSIS



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:

- BRAKFEST
- DAKE 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
- CANOCOPIA
- MODEL RAILROAD SHOW
- DULT 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

- SITE
- LAKE MONONA
- SURFACE WATER
- EXISTING TREE



- 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



03/ BIG IDEAS

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?*

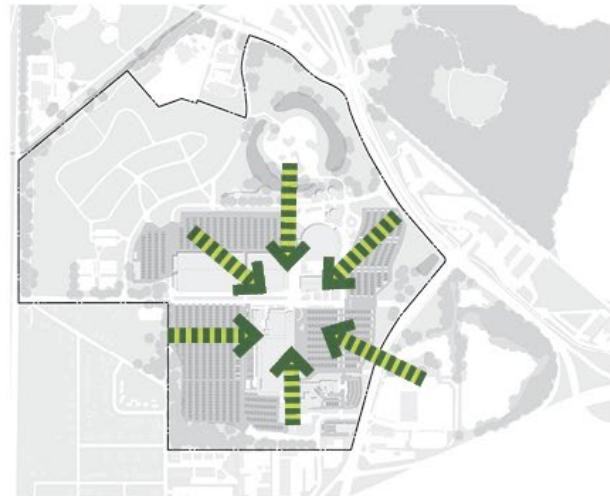
BIG IDEAS



the ring road



reinforce the heart

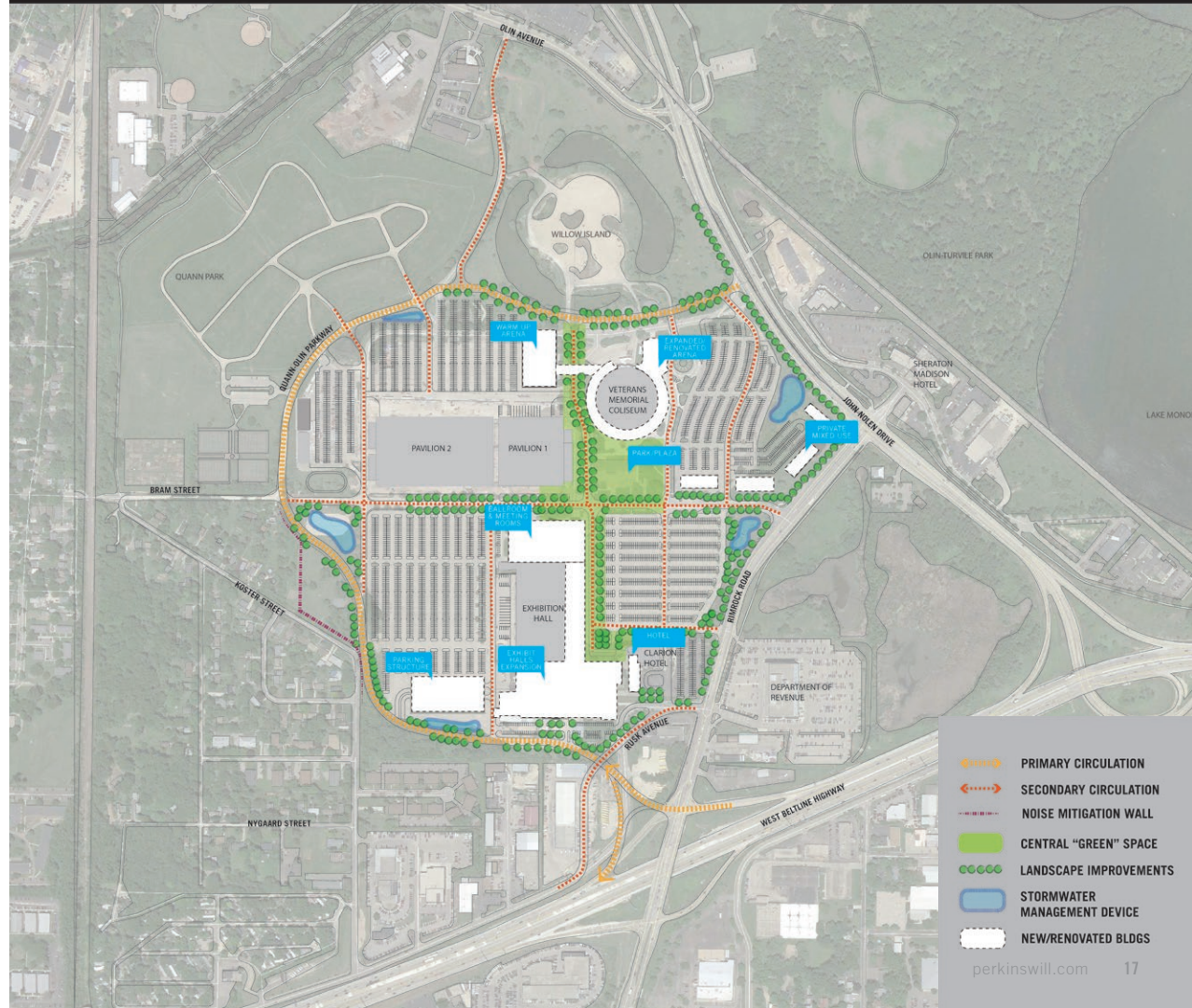


green linkages

04/ MASTER PLAN ALTERNATIVES

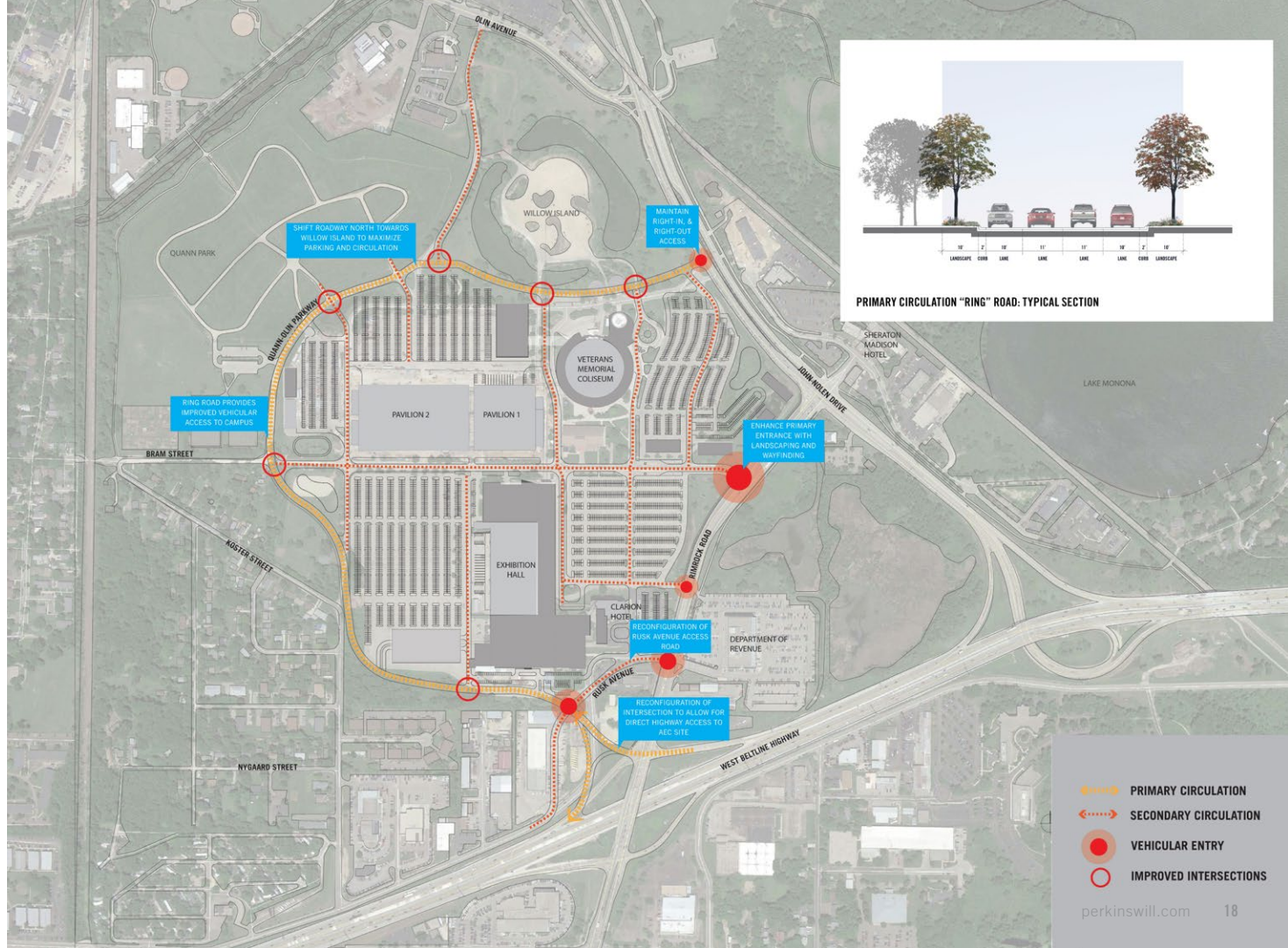
CONCEPT A

- Ring road with Belt Line Access and realignment of Rusk Ave.
- John Nolan access improvements
- Reconfigure Expo Drive
- Warming Arena adjacent to Coliseum
- Exhibition Hall and Hotel expansion on south
- Convertible street and signature green space
- Mixed-use development along central spine
- Parking structure on south end of site
- “Green” connections thru parking areas



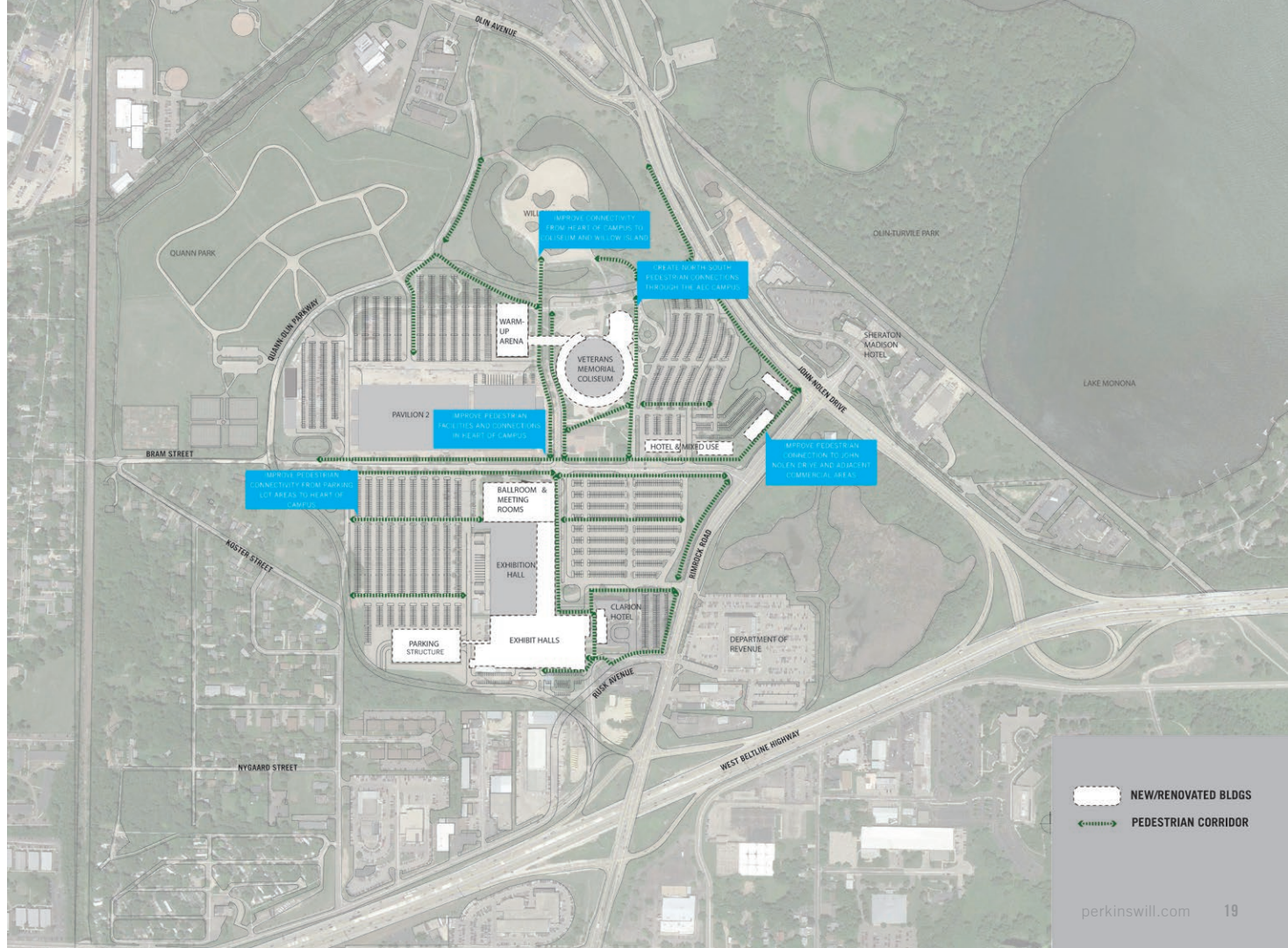
- PRIMARY CIRCULATION
- SECONDARY CIRCULATION
- NOISE MITIGATION WALL
- CENTRAL “GREEN” SPACE
- LANDSCAPE IMPROVEMENTS
- STORMWATER MANAGEMENT DEVICE
- NEW/RENOVATED BLDGS

ACCESS + CIRCULATION



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

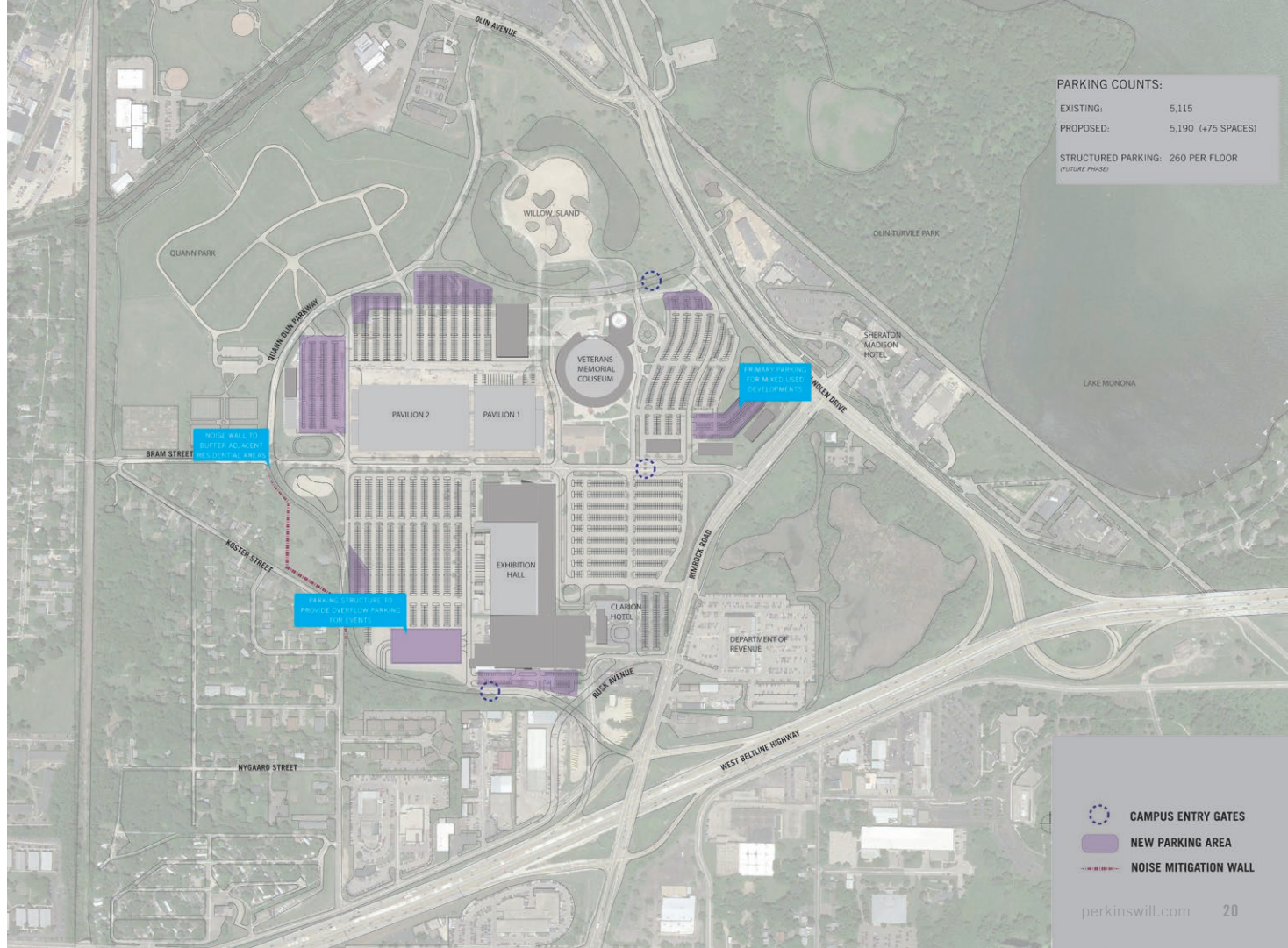
PEDESTRIAN CIRCULATION



 NEW/RENOVATED BLDGS




 PEDESTRIAN CORRIDOR

PARKING IMPROVEMENTS

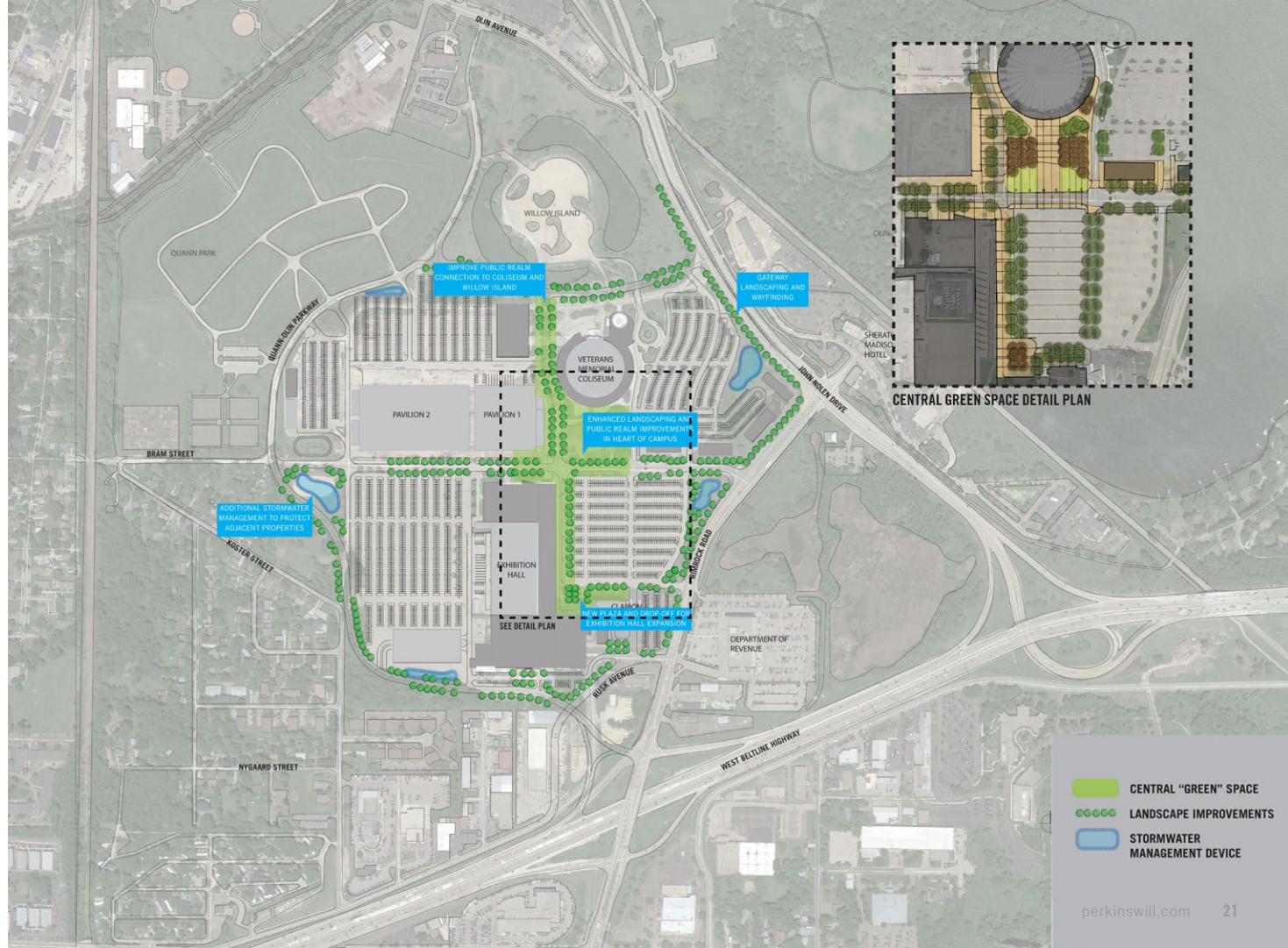


PARKING COUNTS:

EXISTING:	5,115
PROPOSED:	5,190 (+75 SPACES)
STRUCTURED PARKING:	260 PER FLOOR (FUTURE PHASE)

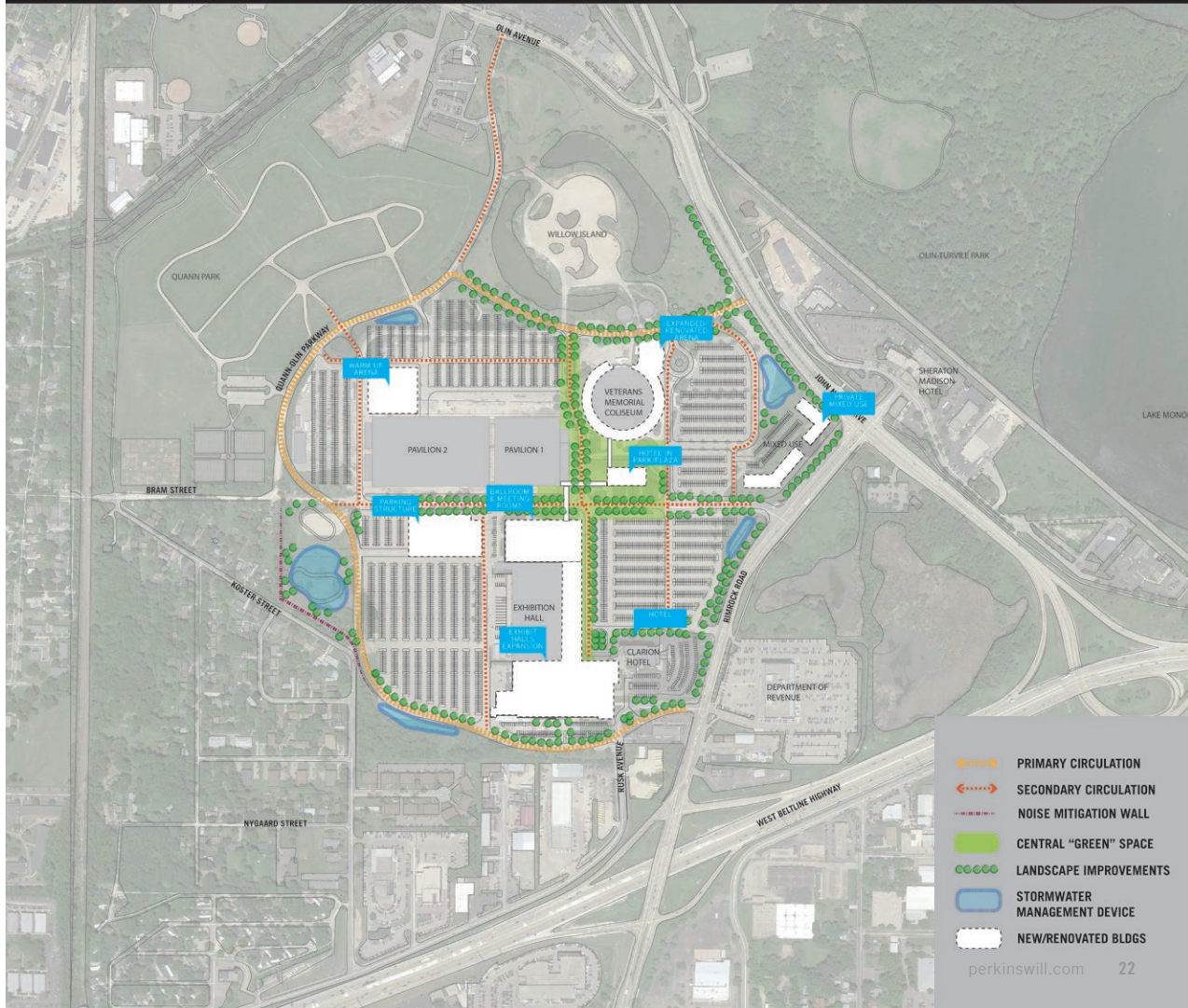
-  CAMPUS ENTRY GATES
-  NEW PARKING AREA
-  NOISE MITIGATION WALL

STORMWATER IMPROVEMENTS

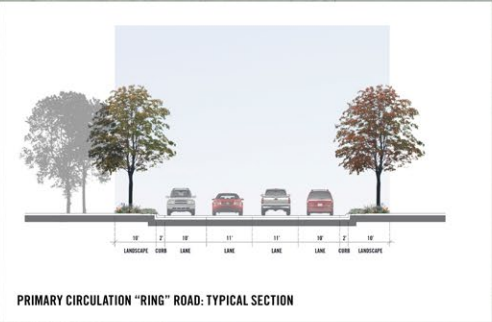
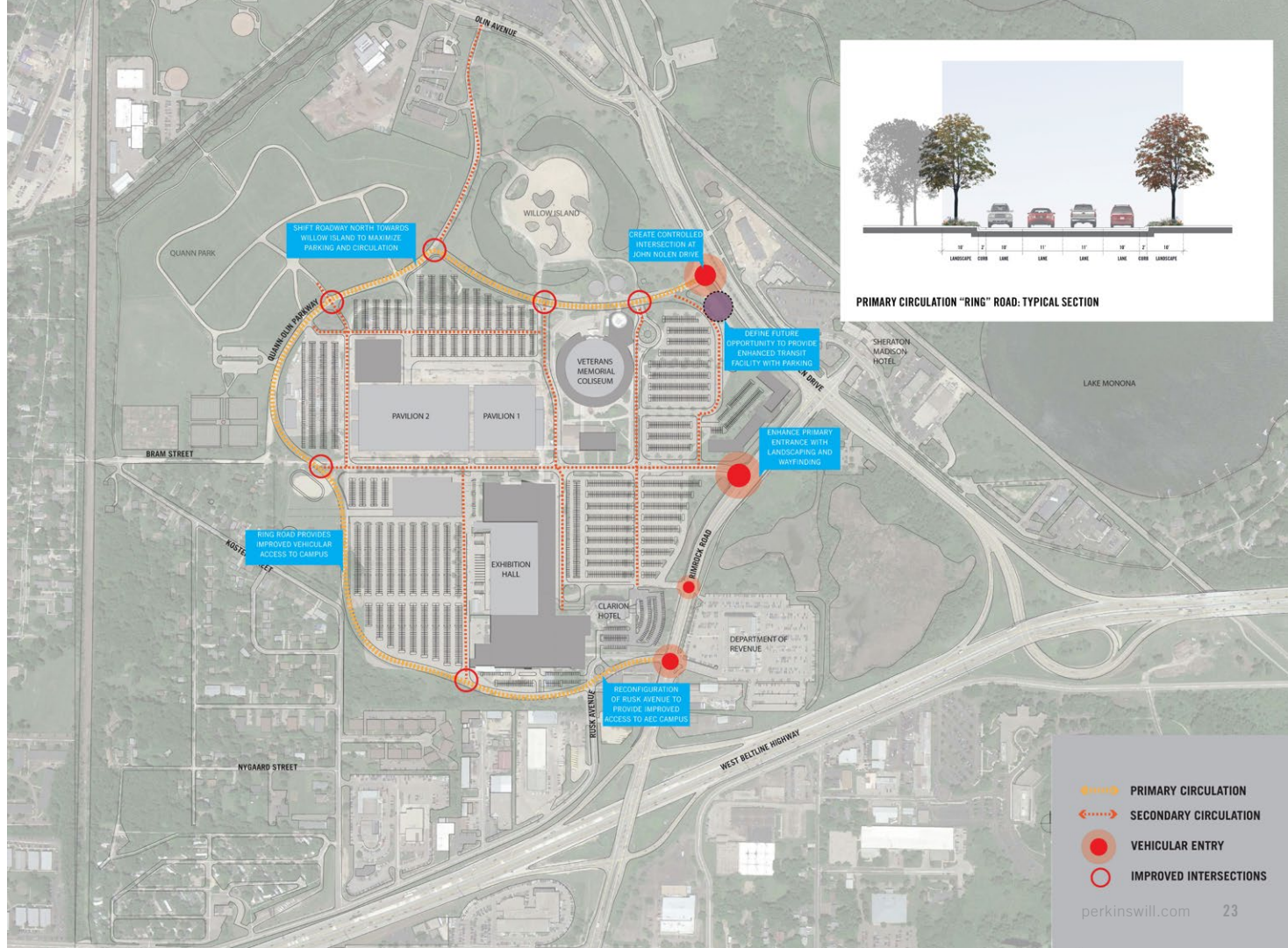


CONCEPT B

- Ring road with realignment of Rusk Avenue
- New controlled access on John Nolan
- Reconfigure Expo Drive
- Warming Arena west end of Holland Pavillion
- Exhibition Hall expansion on south
- Convertible street and signature green space
- Hotel at the Arena site
- Parking structure on west end of site
- “Green” connections thru parking areas
- Mixed-use along Rimrock Road

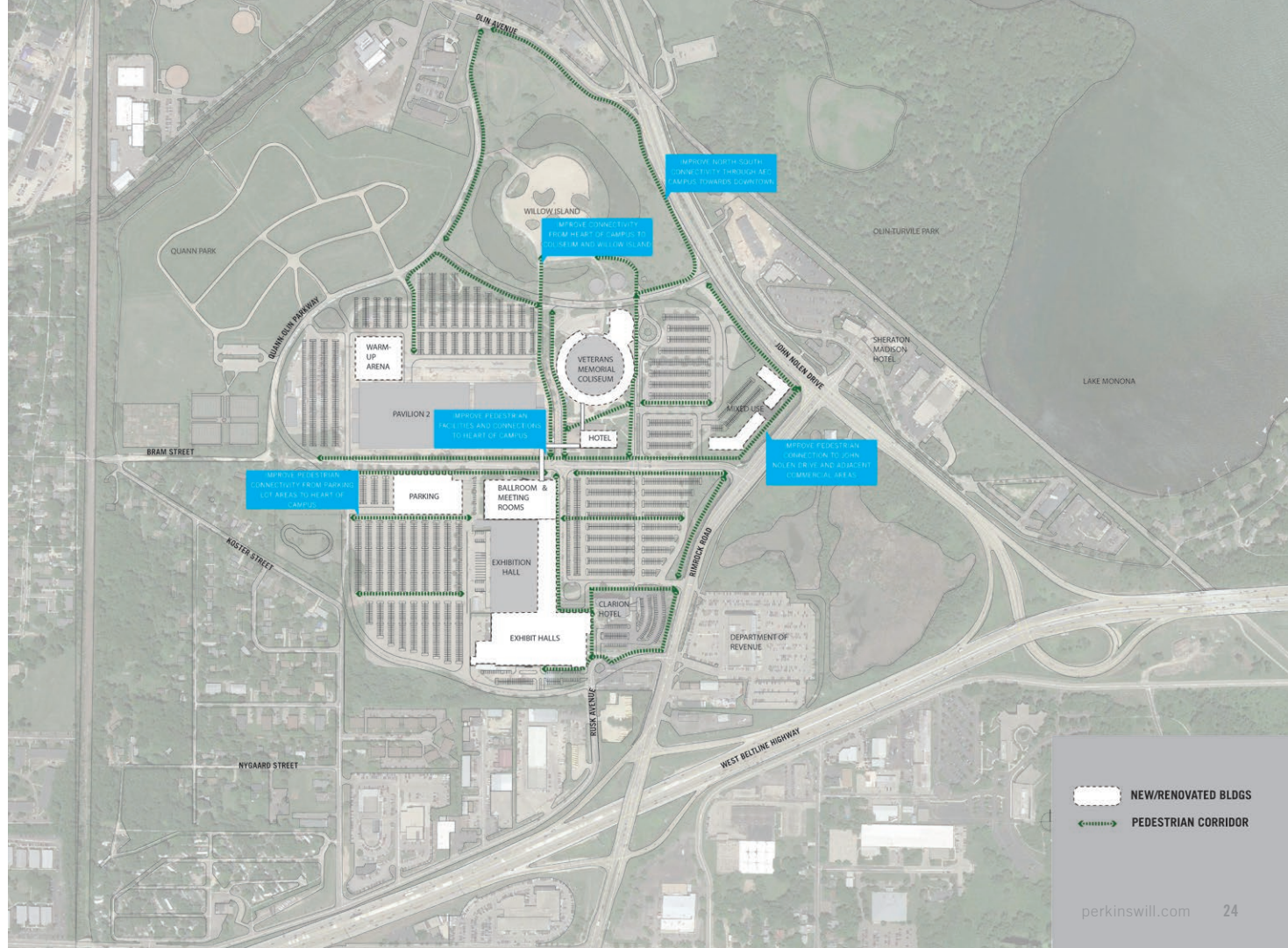


ACCESS + CIRCULATION

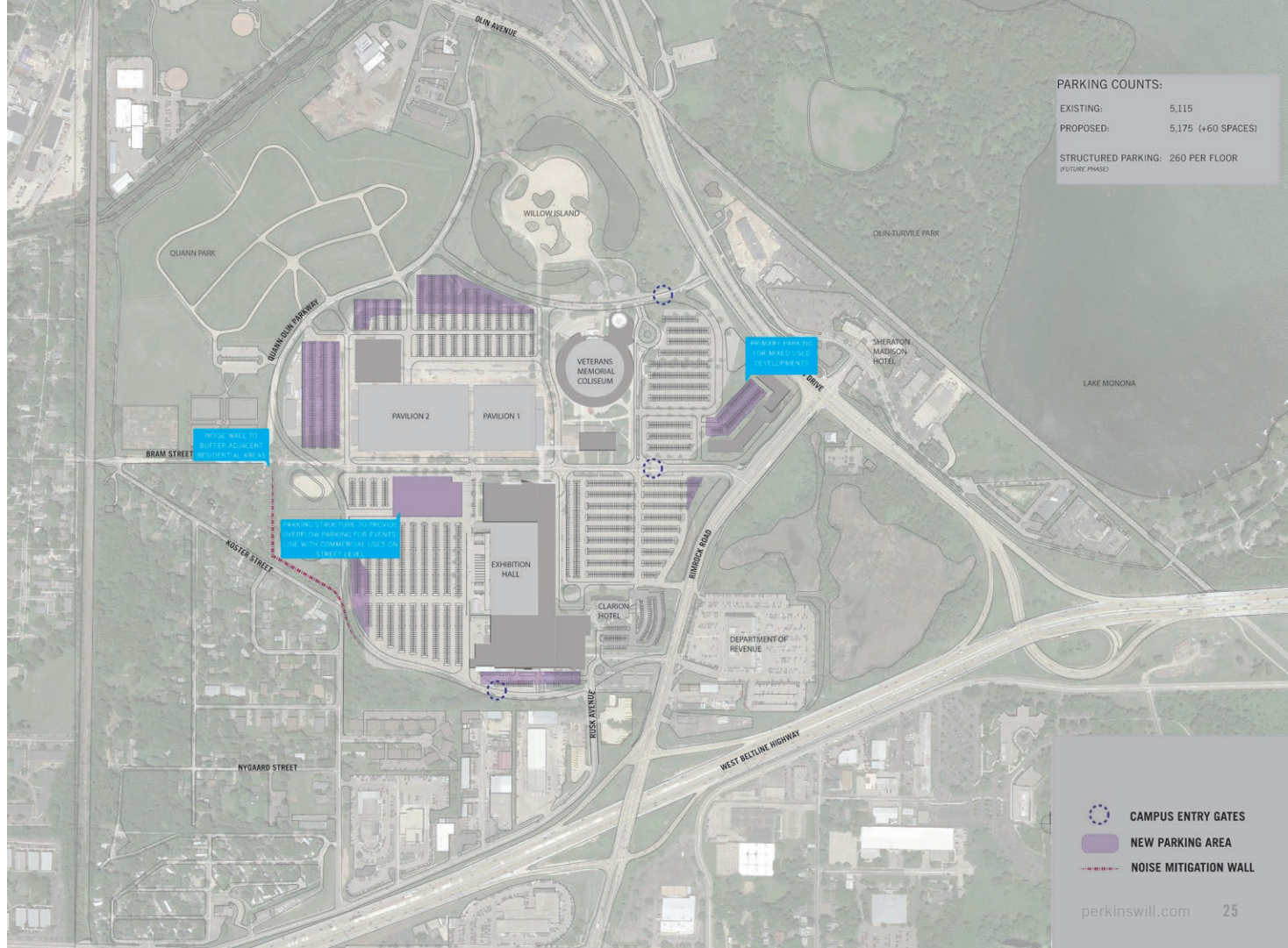


- PRIMARY CIRCULATION
- SECONDARY CIRCULATION
- VEHICULAR ENTRY
- IMPROVED INTERSECTIONS

PEDESTRIAN CIRCULATION



PARKING IMPROVEMENTS



PARKING COUNTS:

EXISTING:	5,115
PROPOSED:	5,175 (+60 SPACES)
STRUCTURED PARKING:	260 PER FLOOR (FUTURE PHASE)

-  CAMPUS ENTRY GATES
-  NEW PARKING AREA
-  NOISE MITIGATION WALL

STORMWATER IMPROVEMENTS



IMPROVE PUBLIC REALM TRANSITION TO QUANN AND WILLOW ISLANDS

ADDITIONAL STORMWATER MANAGEMENT

ENHANCED GATEWAY LANDSCAPE IMPROVEMENTS

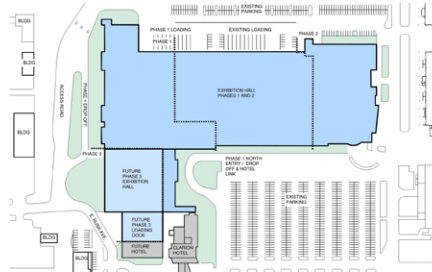
ENHANCED LANDSCAPE AND PUBLIC SPACE IMPROVEMENTS IN NEARBY CAMPUS

ADDITIONAL STORMWATER MANAGEMENT TO PROTECT EXHIBITION HALL

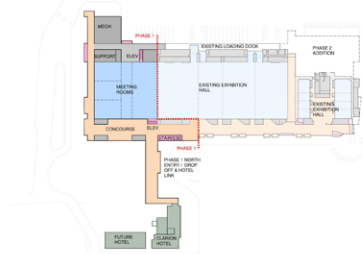
NEW PLANTINGS AND GROUNDS FOR EXHIBITION HALL EXPANSION

-  CENTRAL "GREEN" SPACE
-  LANDSCAPE IMPROVEMENTS
-  STORMWATER MANAGEMENT DEVICE

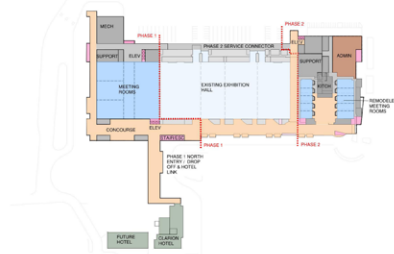
EXPO EXPANSION



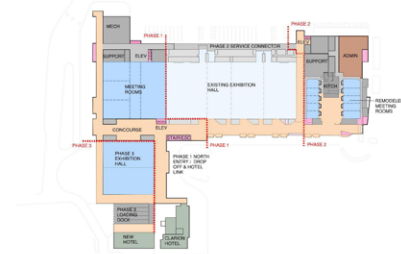
AEC EXHIBITION HALL SITE PLAN : PROPOSED EXPANSION



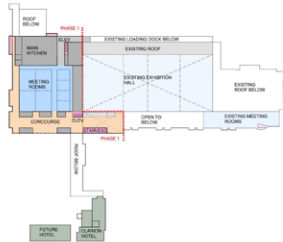
MAIN FLOOR : PHASE 1



MAIN FLOOR : PHASE 2



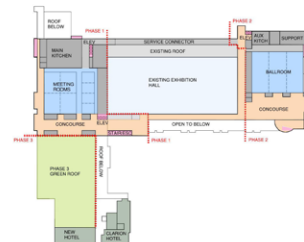
MAIN FLOOR : PHASE 3



UPPER FLOOR : PHASE 1



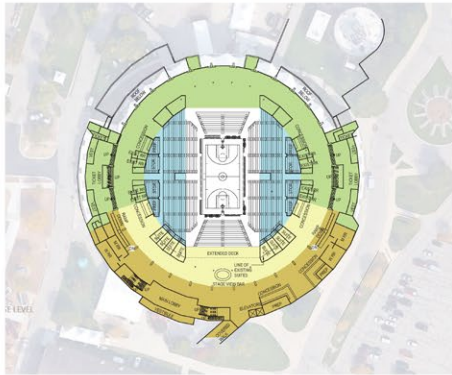
UPPER FLOOR : PHASE 2



UPPER FLOOR : PHASE 3

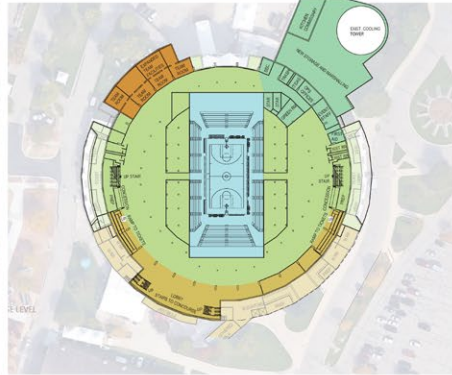
COLISEUM EXPANSION

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



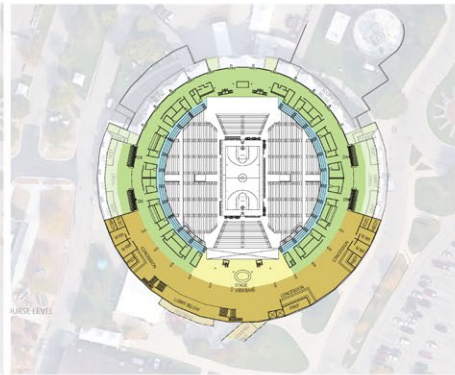
EVENT LEVEL SF

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

05/ PRIORITIZATON EXERCISE

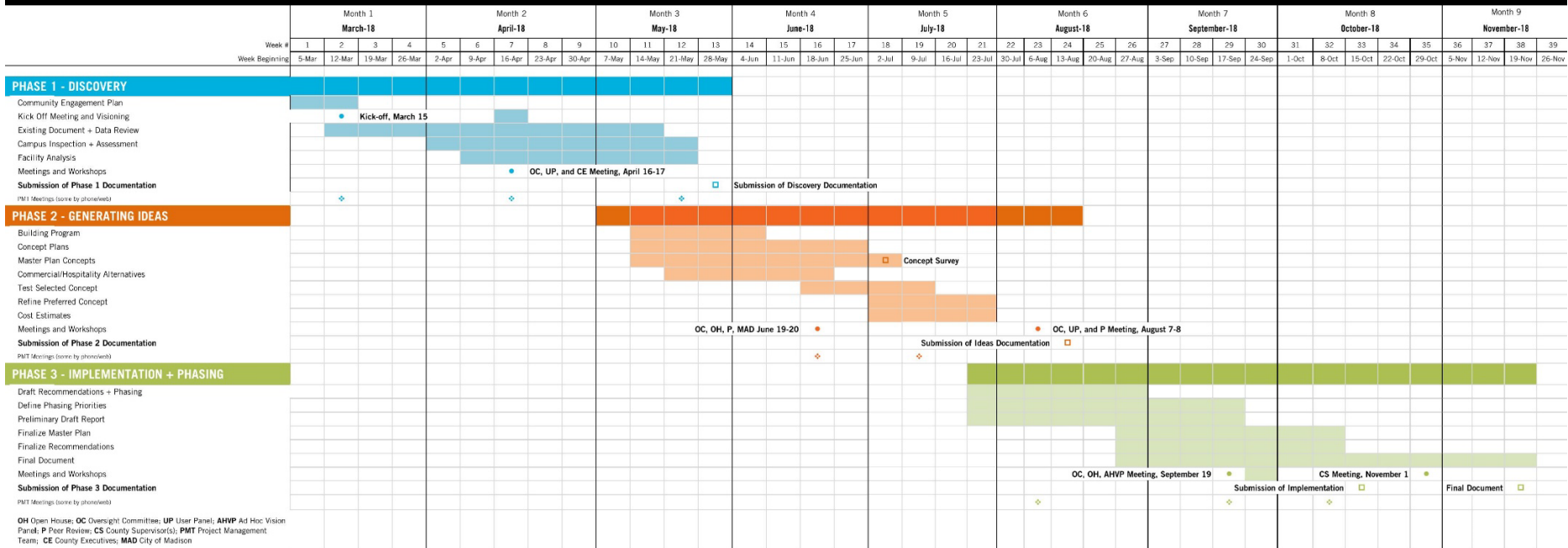
PRIORITIZATION EXERCISE

- Create two separate groups
- Each group will review both master plan alternatives and identify the best aspects of each alternative (20 minutes total)
- Each group will report out (5 minutes each)

06/ MASTER PLAN SCHEDULE

SCHEDULE

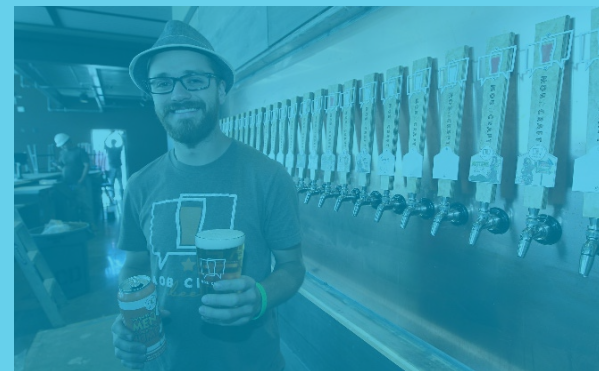
PERKINS+WILL
AEC DANE COUNTY MASTER PLAN - SCHEDULE



OH Open House; OC Oversight Committee; UP User Panel; AHWP Ad Hoc Vision Panel; P Peer Review; CS County Supervisor(s); PMT Project Management Team; CE County Executives; MAD City of Madison

SCHEDULE

- Oversight Committee Workshop/Peer Review/Open House
June 18-19
- Oversight Committee Workshop/Peer Review/User Panel
August 7-8
- Oversight Committee Workshop/Open House
September 19



QUESTIONS?

