

DESTINATION DISTRICT VISION & STRATEGY

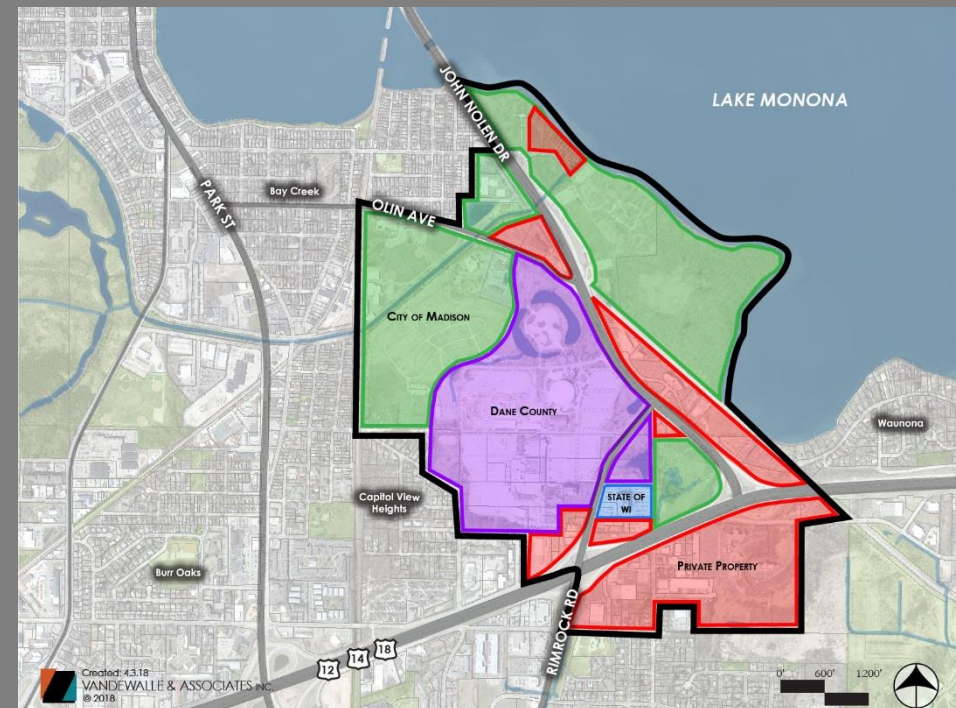
Work in Progress 7.16.18

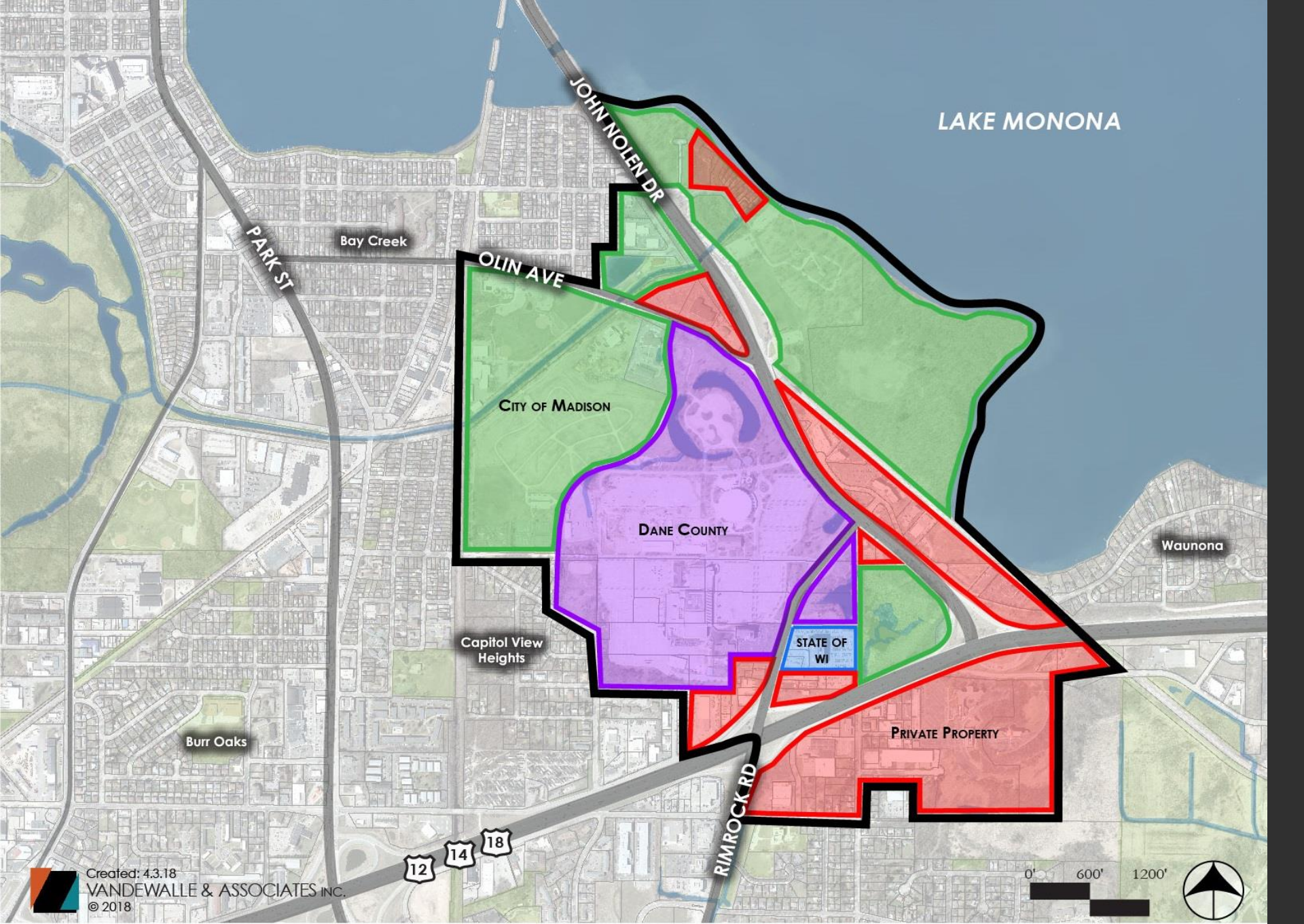
DESTINATION DISTRICT AND VISION STRATEGY

Create a vision, goals, and strategy for a cohesive and recognizable destination district anchored by the Alliant Energy Center and lakefront for the benefit of area residents and visitors

Six Key Elements:

1. Land Use
2. Placemaking
3. Circulation and Access
4. Connections
5. Greenspace Integration
6. Stormwater Management





LAKE MONONA

PARK ST

Bay Creek

JOHN NOLEN DR

OLIN AVE

CITY OF MADISON

DANE COUNTY

Waunona

Capitol View Heights

STATE OF WI

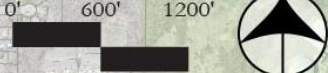
Burr Oaks

PRIVATE PROPERTY

RIMROCK RD



Created: 4.3.18
VANDEWALLE & ASSOCIATES INC.
© 2018



DRAFT



Revised: 6.19.18
VANDEWALLE & ASSOCIATES INC.
© 2018

DRAFT

Destination District Initial Opportunities Madison, WI



Primary pedestrian corridor & connection to lakefront

LAKE & GATHERING

- Lake view office
- High density lake view residential
- Ground level restaurants, retail & entertainment

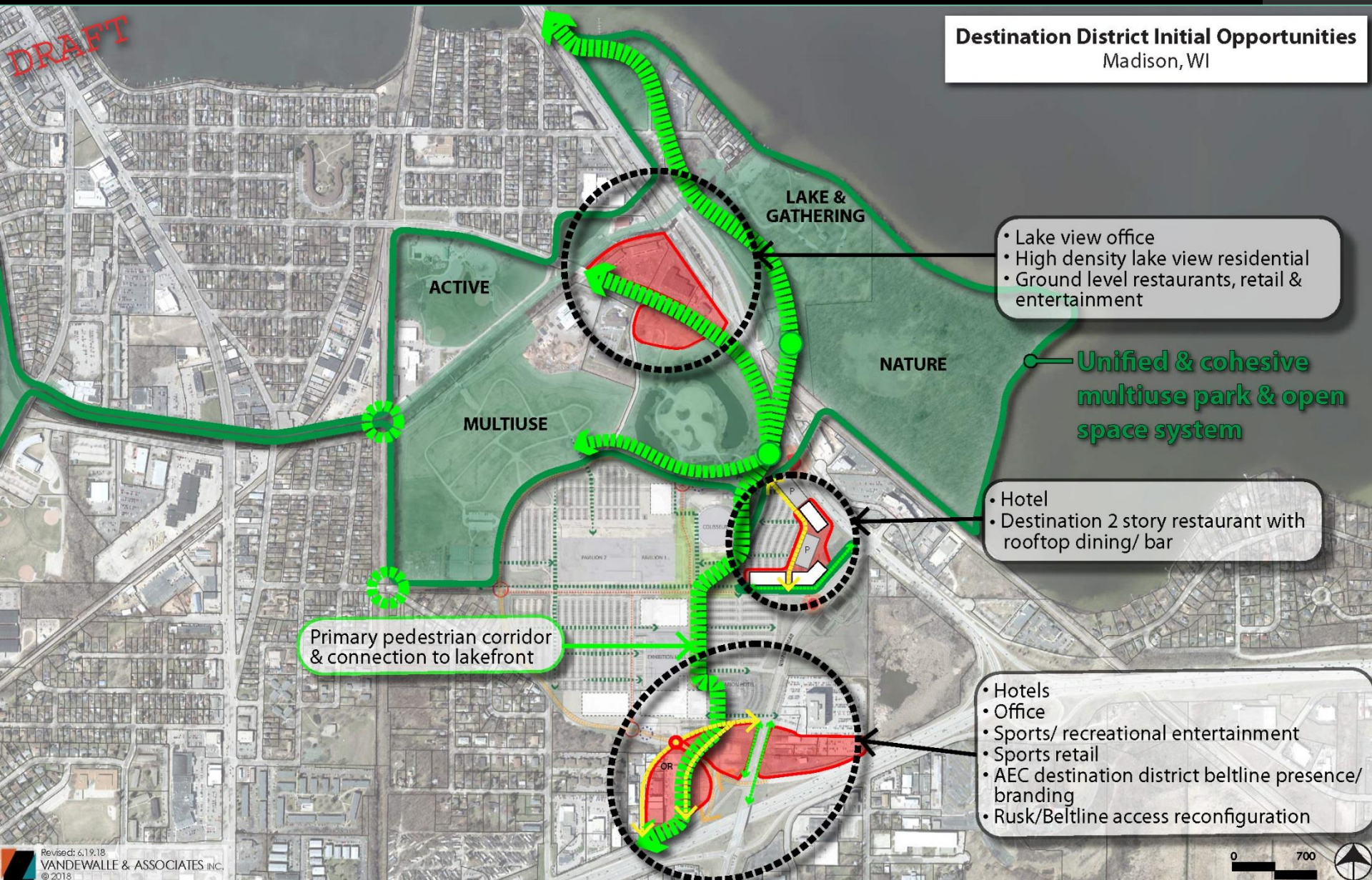
NATURE

- Hotel
- Destination 2 story restaurant with rooftop dining/ bar

- Hotels
- Office
- Sports/ recreational entertainment
- Sports retail
- AEC destination district beltline presence/ branding
- Rusk/Beltline access reconfiguration

DRAFT

Destination District Initial Opportunities Madison, WI



- Lake view office
- High density lake view residential
- Ground level restaurants, retail & entertainment

Unified & cohesive multiuse park & open space system

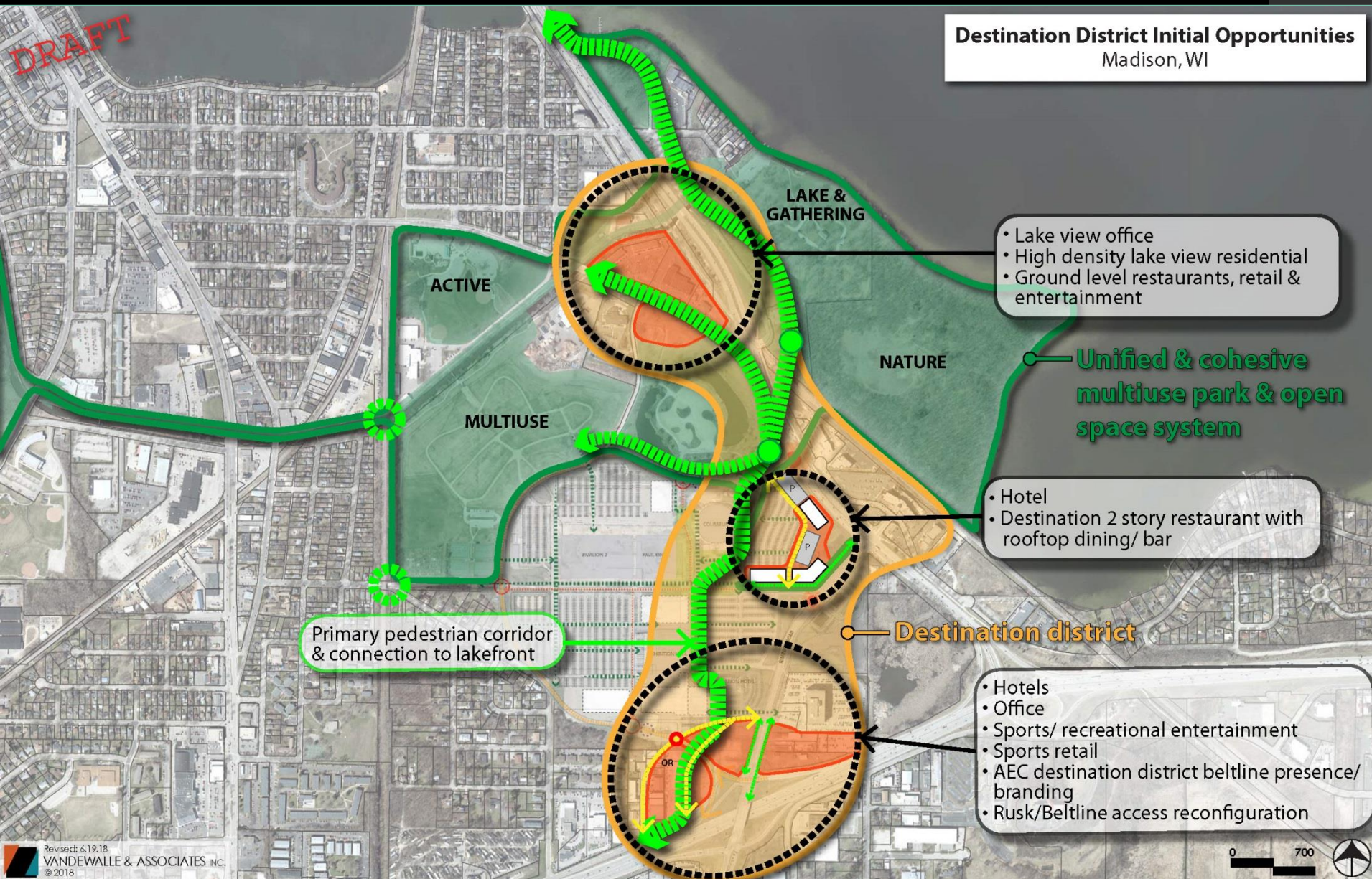
- Hotel
- Destination 2 story restaurant with rooftop dining/ bar

Primary pedestrian corridor & connection to lakefront

- Hotels
- Office
- Sports/ recreational entertainment
- Sports retail
- AEC destination district beltline presence/ branding
- Rusk/Beltline access reconfiguration

DRAFT

Destination District Initial Opportunities Madison, WI



- Lake view office
- High density lake view residential
- Ground level restaurants, retail & entertainment

Unified & cohesive multiuse park & open space system

- Hotel
- Destination 2 story restaurant with rooftop dining/ bar

Primary pedestrian corridor & connection to lakefront

Destination district

- Hotels
- Office
- Sports/ recreational entertainment
- Sports retail
- AEC destination district beltline presence/ branding
- Rusk/Beltline access reconfiguration

DRAFT

UW Madison Arboretum

Park St.

Olin Ave

Lake Monona

Madison College

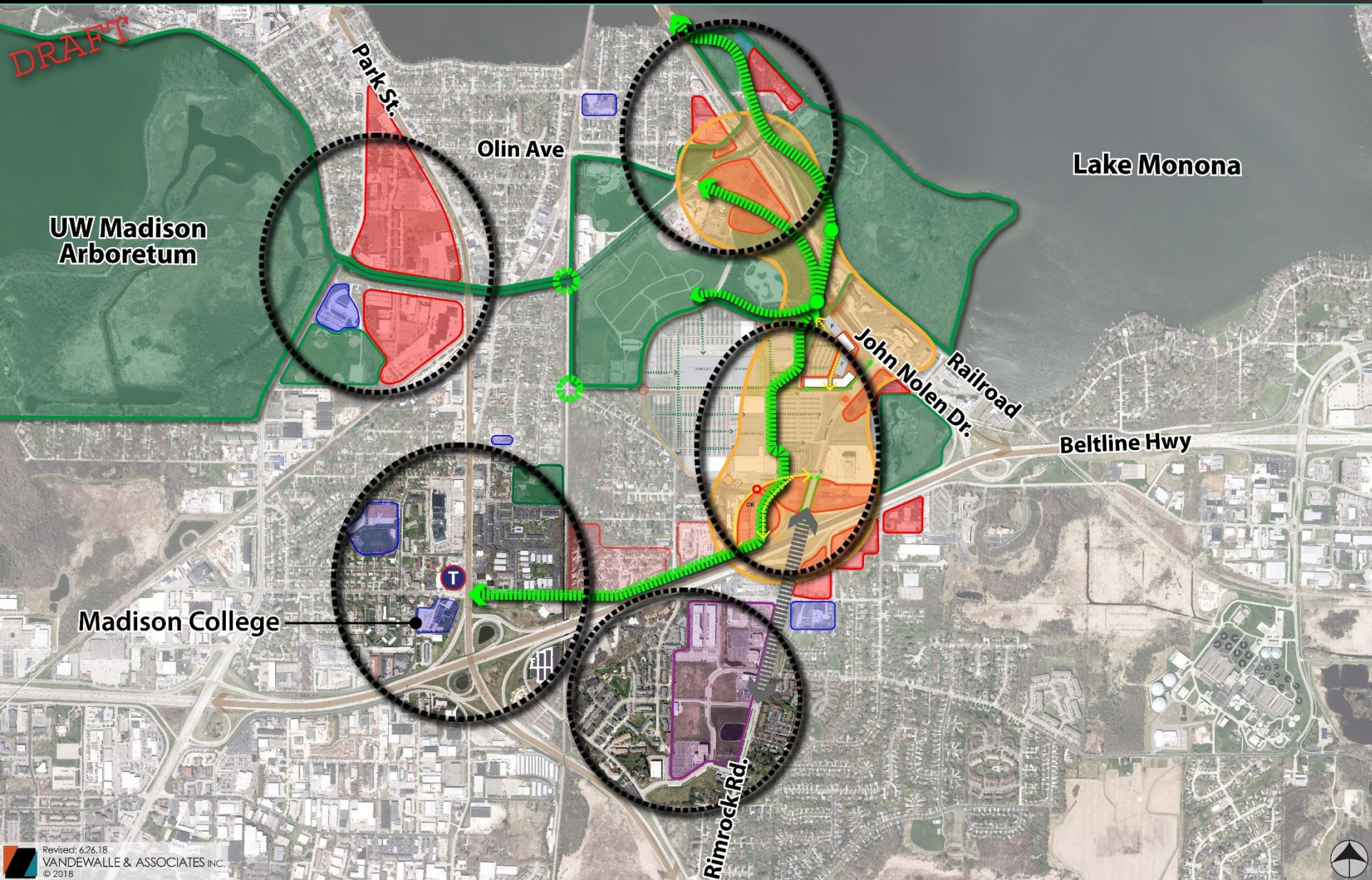
T

John Nolen Dr.
Railroad

Beltline Hwy

Rimrock Rd.

Revised: 6.26.18
VANDEWALLE & ASSOCIATES INC.
© 2018



PRELIMINARY TIMELINE

VISIT: <https://aecstudy.countyofdane.com>

	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 & 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"> Preliminary Draft Report 	<ul style="list-style-type: none"> Submission of Ideas Documentation Finalize Master Plan Concepts Test Selected Concept Refine Preferred Concept Cost Estimate Draft Recommendations & Phasing Define Phasing Priorities 	<ul style="list-style-type: none"> Draft Recommendations & Phasing Define Phasing Priorities Finalize Master Plan Draft Report 	<ul style="list-style-type: none"> Finalize Master Plan Finalize Recommendations Submission of Implementation Draft Report Finalize Phasing Priorities 	<ul style="list-style-type: none"> Finalize Document 	

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 	<ul style="list-style-type: none"> Agreements, Ad-Hoc Vision Panel, & Funding Scope & Schedule Review Review & Discuss Proposed Initial Analysis Identify Key Issues & Stakeholders 	PROJECT KICK-OFF <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"> 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"> Refine Alternatives & Goals 	<ul style="list-style-type: none"> Finalize Preferred Concept & Goals after public meeting Begin Implementation Strategy, Phasing, & Sequencing 	<ul style="list-style-type: none"> Continue Implementation Strategy, Phasing, & Sequencing 	<ul style="list-style-type: none"> Finalize Implementation Strategy, Phasing, & Sequencing Finalize Document 	