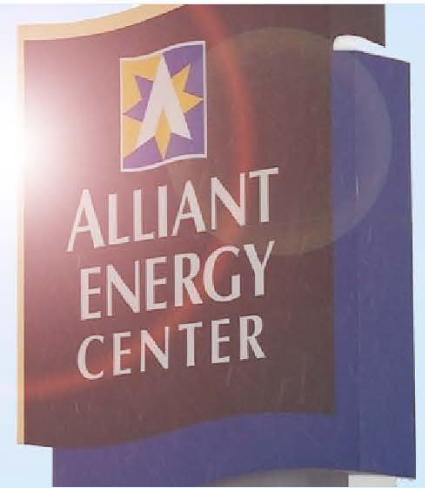


Alliant Energy Center Comprehensive Master Plan

OVERSIGHT COMMITTEE

visioning



The Vandewalle Team

VANDEWALLE & ASSOCIATES PROJECT TEAM & ROLES



Rob Gottschalk, Principal Planner.
rgottschalk@vandewalle.com

Project Manager; Committee Liaison Lead; Vision Development Lead



Scott Harrington, Principal Planner.
sharrington@vandewalle.com

Project Coordination Lead; Communications Lead; Implementation Strategy Lead



Ashley Robertson, Assistant Planner.
arobertson@vandewalle.com

Project Assistant; Public Engagement Lead



Meeting Purpose

Desired Outcomes: To receive Committee input and direction on:

- **Schedule** of future Committee meeting topics that are necessary in order to prepare a comprehensive vision and redevelopment framework within a six-month timeframe
- Initial identification of the **components** to be addressed in the visioning process and where we need to be at the end of the process
- The individuals and organizations to be included in the **Communications Plan** and the best/preferred methods of communicating with them
- The individuals and organizations to be included in the **Public Engagement Plan** and the best/preferred methods of engaging with them



Master Planning Process Overview



Key Project Deliverables

The vision process aims to:

- Raise **public awareness** of the planning and redevelopment process, timeline, and proposed Vision to create a common base of knowledge prior to decision making.
- Define the most important **roles, functions** and **major facility needs**, as well as **community objectives** that should shape the master plan.
- Gain **public and stakeholder input** on the objectives for the AEC redevelopment and general concepts to be included in the future master planning.
- Define the long-term **Vision** for the AEC grounds.
- Identify strategies for **integrating the AEC grounds** with surrounding properties, neighborhoods, and the downtown while minimizing negative impacts on area residents.
- Provide a redevelopment process **framework and timeline for moving forward**, including key considerations and milestones.



Potential Vision Components



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?*

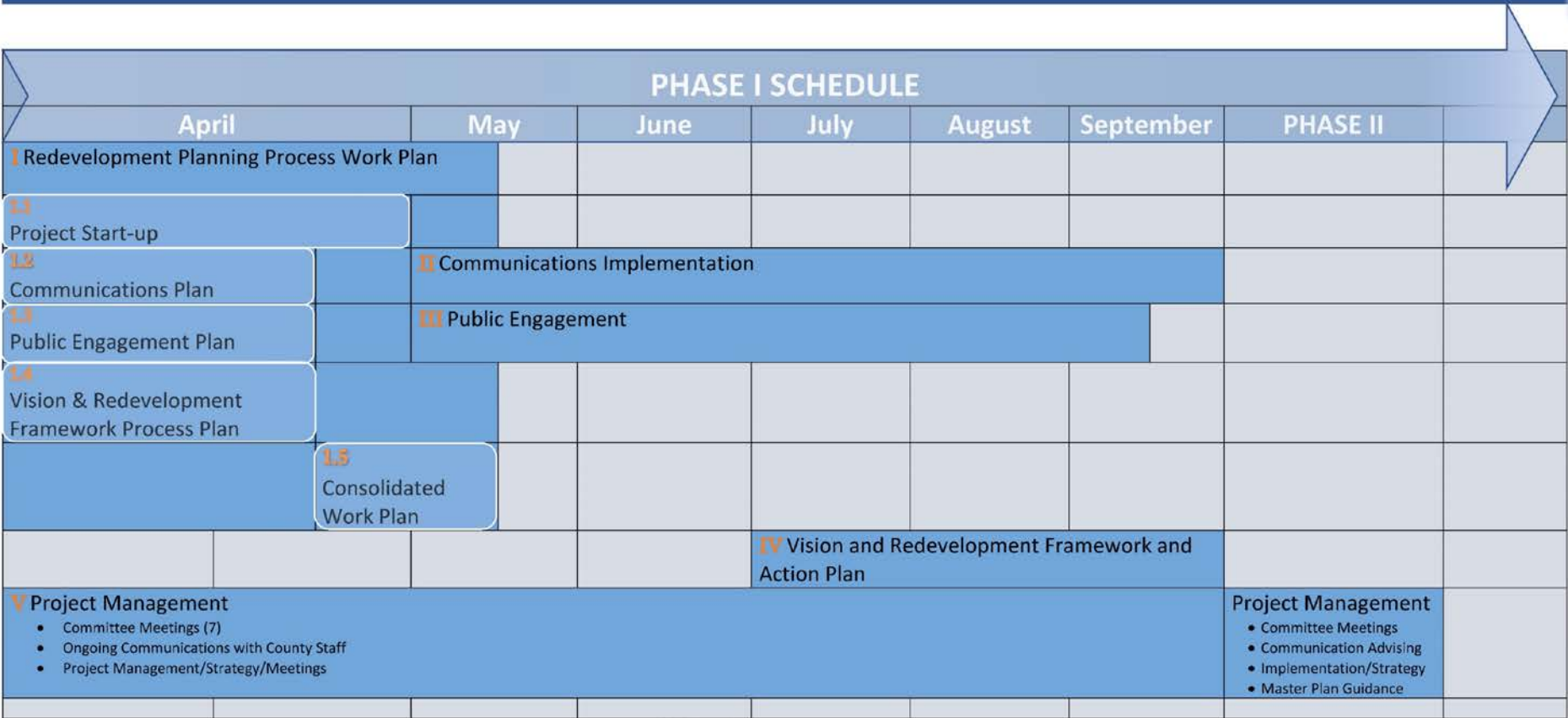
Adjacent Lands and Neighborhoods

- *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?*

Scope & Timeline



Schedule- April to July

COMMITTEE MEETINGS				
Meeting 1 April 3	Meeting 2 April 24	Meeting 3 May 15	Meeting 4 June 19	
<ul style="list-style-type: none"> Review objectives, scope & work plan Provide direction on: <ul style="list-style-type: none"> Communication Plan Framework Public engagement plan Guiding/scoping questions 	<ul style="list-style-type: none"> Review & finalize work plan Committee direction on inputs/givens for the vision Input on upcoming public engagement opportunities (i.e., Brat Fest) 	<ul style="list-style-type: none"> Review of analysis of surrounding area: <ul style="list-style-type: none"> e.g. Economic Development; Land Use/Plans Transportation Current & Future uses/functions worksession Idea testing 	<ul style="list-style-type: none"> Master Planning Elements & Surroundings <ul style="list-style-type: none"> Concepts Connections Sustainability elements Transportation Experience 	<ul style="list-style-type: none"> No committee meeting in July

Meeting 5 August 7	Meeting 6 September 11	Meeting 7 September 18	Meeting 8 October
<ul style="list-style-type: none"> Review public engagement results Draft Vision, Framework & Timeline Finance & governing worksession 	<ul style="list-style-type: none"> Evening Meeting (5:30p) Public input session 	<ul style="list-style-type: none"> Action on Final vision 	<ul style="list-style-type: none"> Joint Public Works & Personnel and Finance Committee Meeting

Potential Vision Components



Potential Vision Components

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Funding and Governance

- *Which funding sources and mechanisms need to be investigated?*
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Vision Components - 1 of 3

Economic and Community Role

- *What future roles/purposes can the AEC fulfill for the broader community?*
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- *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?*



Vision Components - 2 of 3

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?*



Vision Components - 3 of 3

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?*



Communications Matrix

ALLIANT ENERGY CENTER MASTER PLAN **VISIONING**
COMMUNICATIONS PLAN



	DATE	PURPOSE	PRIMARY AUDIENCE	CONTENT	FORMAT	DISTRIBUTION METHOD	RELATED MEETINGS/EVENTS
ONGOING COMMUNICATIONS							
	Monthly	To provide notice of upcoming Committee meeting	• General public	• Date, time, and location of meeting • Meeting agenda • Link to meeting packet on Legistar	Standard County notice	Standard County distribution	
	Monthly	To capture and synthesize input by the Committee, stakeholders, and public	• Committee • All other interested parties	• Monthly progress reports • Documents and presentations prepared for discussion at Committee meetings • Committee meeting summaries • Summaries of public engagement events • Draft and final work products	Text documents, graphics, presentations, etc.	Legistar and project webpage	Committee Meetings
INDIVIDUAL COMMUNICATIONS							
1	April	To communicate where the committee is in the overall master planning process, what will be accomplished over the 6-month vision development, and the importance of public involvement throughout the entire process	• General public • Stakeholders	• Where we are in the overall master planning process • What the visioning process will consist of/issues to be addresses • General Vision process timeline • Encouragement of public involvement	Graphic and one-page text	Press Release, Media Outreach, Listserv, Social Media, Email List, Website	n/a
2	May	To alert the public to upcoming engagement opportunities	• General public	• Where we are in the overall master planning process • General purpose of the Hunden study and how it's being used • What the visioning process will consist of/issues to be addresses • Vision process timeline • Encouragement of public involvement	One-page text document	Press Release, Public Service Announcements, Social Media, Listserv, Website	All Public Engagement Events
3	May/June	To publicize the Neighborhood Engagement Meetings	• Residents in surrounding neighborhoods and the community organizations and institutions within them	• Purpose and format of meetings • Importance of participating • Support services to be provided • Meeting dates, times, and locations	One-page flyer; Meeting with neighborhood leadership	Direct Mailer, Flyer, Neighborhood Listserv, Website, Press Release	Neighborhood Meetings
4	June/July	To notify recipients of engagement opportunities	• Nearby commercial property owners/businesses	• Purpose and format of meeting • Importance of participating • Meeting date, time, and location	One-page text/flyer	Direct Mail, Phone Calls, Email Invites	Commercial Property Owners/Businesses Roundtable and Key Site Owner Interviews
5	June/July	To notify recipients of engagement opportunities	• Business/Stakeholder Leadership	• Purpose and format of meeting • Importance of participating • Meeting date, time, and location	One-page text/flyer	Direct Mail, Phone Calls, Email Invites	Business/Stakeholder Leadership Roundtable

COMMUNICATION TOOLS
PROPOSED
<ul style="list-style-type: none"> • Unique project webpage with buttons from County and AEC homepages • Project email list- grows as engagement increases and people add their addresses • Project listserv (Yahoo Group, etc.) • Project Facebook page • Press releases • Direct media contacts • Public Service Announcements • Legistar • Meeting flyers (can be mailed, emailed and/or posted) • Postings on Neighbor Nextdoor, neighborhood association websites, and listservs • Documents and presentation materials • Committee members can use with their constituents
OTHER OPTIONS
<ul style="list-style-type: none"> • Multi-lingual materials • Ask local elected officials to make announcements during their public meetings • Neighborhood signs • Signs at libraries directing people to take the survey • Signage at AEC events and other events around the county • Notices on Community Access Channels • Paid advertising (newspaper, radio, TV, internet, etc.)



Communications Matrix

	DATE	PURPOSE	PRIMARY AUDIENCE	CONTENT	FORMAT	DISTRIBUTION METHOD	RELATED MEETINGS/EVENTS
6	May	To share updates and garner initial thoughts and objectives to be addressed in the visioning process	<ul style="list-style-type: none"> • Mayor • County Executive 	<ul style="list-style-type: none"> • Where we are in the overall master planning process • What the visioning process will consist of • Vision process timeline • Public engagement plan and events • Primary issues of concern to leaders • Preferred method of ongoing communication with leaders 	Individual Meetings	n/a	n/a
7	Late July	To invite recipients to the draft Vision presentation at the Aug 7 Committee meeting	<ul style="list-style-type: none"> • County Board members • Interested county staff 	<ul style="list-style-type: none"> • Meeting date, time, and location • Benefits of attending 	Email message	Email	August 7 Committee Meeting
8	Mid-August	To invite the public and stakeholders to review the draft Vision documents and provide input	<ul style="list-style-type: none"> • General public • Stakeholders 	<ul style="list-style-type: none"> • Where draft documents can be accessed • Committee's desire for public input • Date, time, and location of public input meeting • Other methods to provide input 	One-page text/flyer	Press Release, Media Outreach/Editorial Boards, Listserv, Social Media, Email List, Website	September 11 Committee Meeting
9	Late August/ Early September	To share updates and receive feedback on draft Vision	<ul style="list-style-type: none"> • Mayor • County Executive 	<ul style="list-style-type: none"> • Review the draft Vision and Redevelopment Framework • Gather feedback on Vision components • Identify areas of concern/additional issues to be addressed 	Individual meetings	n/a	n/a



Master Planning Process Overview



Alliant Energy Center Master Planning Oversight Committee

Visioning Process Progress Report April 3, 2017

Vandewalle & Associates will provide a monthly progress report to the Committee summarizing 1) the work completed over the previous month, 2) the primary purpose and desired outcomes for the next Committee meeting, and 3) the work to be completed over the following month. Given that we just started the project, this first report focuses on only the latter two elements.

April 3rd Committee Meeting

Purpose: To discuss the visioning process work plan components and timeline needed to allow the Committee to begin the campus master planning process by the end of the year and to begin a discussion about the vision elements and objectives.

Desired Outcomes: To receive Committee input and direction on:

- Initial identification of the components to be addressed in the visioning process and where we need to be at the end of the process
- Schedule of future Committee meeting topics that are necessary in order to prepare a comprehensive vision and redevelopment framework within a six-month timeframe
- The individuals and organizations to be included in the Communications Plan and the best/preferred methods of communicating with them
- The individuals and organizations to be included in the Public Engagement Plan and the best/preferred methods of engaging with them

Focus of Work in the Month of April

- Completion of the following for approval by the Committee at the April 24th meeting:
 - Communications Plan
 - Public Engagement Plan
 - Consolidated Vision Process Work Plan
- Development of specific public engagement methods to be used at Brat Fest and potentially other events
- Refinement of vision elements and objectives
- Review of past planning documents and studies
 - Initial identification of inputs/givens to be carried forward from past planning efforts
- Collection and review of planning documents for surrounding areas

Communication List

ALLIANT ENERGY CENTER MASTER PLAN **VISIONING**

COMMUNICATIONS LIST

March 31, 2017



Decision Makers	Direct Stakeholders	Neighbors	Other Influencers/ Interested Parties	Corporate Sponsors	State
<ul style="list-style-type: none"> • Master Planning Committee • County Executive • Mayor • City Council • Public Works Committee • Finance & Personnel Committee 	<ul style="list-style-type: none"> • CVB & Sports Com. • Hoteliers • Restaurants & Bars • Other Local Attractions • Construction Trades • Town • Fitchburg • City Parks • Event Coordinators & • Repeat Users • SMG • Primary/Repeat Event Organizers 	<ul style="list-style-type: none"> • Neighborhood Associations • South Metropolitan Planning Council • South Metro Business Association • Commercial Property Owners • Community Orgs and Institutions 	<ul style="list-style-type: none"> • Press • Local Elected Officials throughout County • Monona Terrace • DMI • Chamber • UW Madison • Taxpayers At-large • Business Leadership 	<ul style="list-style-type: none"> • Alliant Energy • New Holland 	<ul style="list-style-type: none"> • Tourism • DATCP • Area Legislators



Communication Tools

- Unique project webpage with buttons from County and AEC homepages
- Project email list- grows as engagement increases and people add their addresses
- Project listserv (Yahoo Group, etc.)
- Project Facebook page
- Press releases
- Direct media contacts
- Public Service Announcements
- Legistar
- Meeting flyers (can be mailed, emailed and/or posted)
- Postings on Neighbor Nextdoor, neighborhood association websites, and listservs
- Documents and presentation materials Committee members can use with their constituents



Other Options

- Multi-lingual materials
- Ask local elected officials to make announcements during their public meetings
- Neighborhood signs
- Signs at libraries directing people to take the survey
- Signage at AEC events and other events around the county
- Notices on Community Access Channels
- Paid advertising (newspaper, radio, TV, internet, etc.)



Engagement Matrix

ALLIANT ENERGY CENTER MASTER PLAN **VISIONING**
COMMUNITY ENGAGEMENT MATRIX



	Surrounding Neighborhoods		Adjacent Commercial Property Owners and Businesses		Business/Stakeholder Leadership	Broader Community			
	Leadership Meeting (SMPC)	Neighborhood Meeting	Property Owners Meeting	Businesses Meeting	Business/Stakeholder Leadership Meeting	AEC Campus Tour	Survey	Event Engagement	Input Session
What's the purpose of this engagement?	<ul style="list-style-type: none"> To understand the physical relationship between the neighborhoods and Alliant-existing and desired. To identify what type of uses/amenities neighborhoods would like to see on the Alliant Energy Center Campus To identify what types of events neighborhoods would like to see held at the Alliant Energy Center Campus 	<p>All Leadership Meeting feedback, plus:</p> <ul style="list-style-type: none"> To understand what facilities, amenities, or events would make neighbors more likely to use/visit the space? To identify what kind of jobs would neighbors like to see generated on the site? To identify what types of businesses neighbors would like to see on/near the campus? 	<ul style="list-style-type: none"> To understand the property owners plans? To gauge the property owners interest in redeveloping their sites To understand their financial capacity for redevelopment To identify what amenities/uses/ events they see as complementing or threatening their businesses 	<ul style="list-style-type: none"> To understand the property owners plans? To gauge the property owners interest in redeveloping their sites To understand their financial capacity for redevelopment To identify what amenities/uses/ events they see as complementing or threatening their businesses 	<ul style="list-style-type: none"> To understand how stakeholders and leadership currently relate to the site To understand what would make them use the campus more and what facilities and events they would like to see To gauge the importance of the AEC to quality of life in Dane County? To understand the benefits local leadership receive from the AEC 	<ul style="list-style-type: none"> To actively engage and educate the community with the entire campus To generate a better understanding of the roles and capacities of each facility To jumpstart conversation around the AEC vision and opportunity 	<ul style="list-style-type: none"> To understand how the broader community is using the campus To understand what uses/amenities/ events/facilities would make them use the campus more To gauge how important the AEC to their quality of life in Dane County? To identify the benefits the AEC provides to the broader community 	<ul style="list-style-type: none"> To understand how the broader community is using the campus To understand what uses/amenities/ events/facilities would make them use the campus more To gauge how important the AEC to their quality of life in Dane County? To identify the benefits the AEC provides to the broader community 	<ul style="list-style-type: none"> To communicate engagement findings To showcase and receive feedback on the draft vision documents To communicate next steps in the overall Master Planning process
When would we meet with them?	<ul style="list-style-type: none"> May-June 2017 	<ul style="list-style-type: none"> June -July 2017 	<ul style="list-style-type: none"> May-June 2017 (sooner if need be) 	<ul style="list-style-type: none"> May-June 2017 (sooner if need be) 	<ul style="list-style-type: none"> Summer 2017 (All June-July) 	<ul style="list-style-type: none"> Summer 2017 (All June-July) 	<ul style="list-style-type: none"> Summer 2017 (All June-July) 	<ul style="list-style-type: none"> Summer 2017 (All June-July) 	<ul style="list-style-type: none"> Summer 2017 (All June-July)
How would we engage?	<ul style="list-style-type: none"> Roundtable Discussion 	<ul style="list-style-type: none"> Participatory Workshop: <ul style="list-style-type: none"> Facilitated Charrette with breakout tables (1.5-2 hrs) Worksheets with division of topics to be discussed POLCO 	<ul style="list-style-type: none"> Focus groups Roundtable discussion Interviews with key site owners 	<ul style="list-style-type: none"> Focus groups Roundtable discussion Interviews with key site and business owners 	<ul style="list-style-type: none"> Roundtable Discussion 	<ul style="list-style-type: none"> Public Open House/ Walking Tour of AEC Campus 	<ul style="list-style-type: none"> Deployed at Major Events: <ul style="list-style-type: none"> See "Event Engagement" POLCO 	<ul style="list-style-type: none"> Major Events <ul style="list-style-type: none"> Brat Fest Ask CARPC or City of Madison to include some questions about our process in their outreach Online Survey in coordination with library system Art Fair on the Square County Fair Concert on the Square Ethnic Festivals in town Crash Community events Fete du Marquette 	<ul style="list-style-type: none"> Public
Who/ Where?	<ul style="list-style-type: none"> V&A Where: The Village on Park (2300 S Park St) 	<ul style="list-style-type: none"> V&A Where: TBD 	<ul style="list-style-type: none"> V&A Where: AEC and possibly by phone 	<ul style="list-style-type: none"> V&A Where: AEC and possibly by phone 	<ul style="list-style-type: none"> V&A w/Chamber support 	<ul style="list-style-type: none"> Alliant Energy Center Staff w/V&A Where: AEC Campus 	<ul style="list-style-type: none"> Create Events Squad to staff booths and collect input 	<ul style="list-style-type: none"> Create Events Squad to staff booths and take input 	<ul style="list-style-type: none"> V&A Where: TBD
Cost?									



Focus of Work – April 2017

- Completion of the following for April 24th Committee meeting:
 - Communications Plan
 - Public Engagement Plan
 - Consolidated Vision Process Work Plan
- Development of specific public engagement methods to be used at Brat Fest and potentially other events
- Refinement of vision elements and objectives
- Review of past planning documents and studies
 - Initial identification of inputs/givens to be carried forward from past planning efforts
- Collection/review of plans for surrounding areas



Homework Items

- What are the givens or absolutes to carry forward from the Hunden report and all other past reports and studies?
- Document changes or additions for the:
 - Project schedule and meetings
 - Vision Components
 - Communications Plan
 - Communications List
 - Public Engagement Plan
- Interest in participating in an “Event Squad”

