

ALLIANT ENERGY CENTER CAMPUS MASTER PLAN + DESTINATION DISTRICT VISION & STRATEGY

JOINT PUBLIC EVENT - OCTOBER 15, 2018



WELCOME




MASTER PLANNING PROCESS OVERVIEW



WHAT ARE WE DOING TONIGHT?

- Alliant Energy Center Campus Master Plan Presentation (15 minutes)
- Destination District Presentation (15 minutes)
- Keypad Polling (20 minutes)
- Informal Discussion (30 minutes)



An aerial photograph of a large campus, likely a university or government center. The campus features a prominent white stadium with a red roof on the right side. There are numerous parking lots, some filled with cars, and several large, multi-story buildings. The campus is surrounded by green trees and a clear blue sky. The text is overlaid on the top half of the image.

DANE COUNTY

ALLIANT ENERGY CENTER CAMPUS MASTER PLAN

OCTOBER 15, 2018

PERKINS + WILL

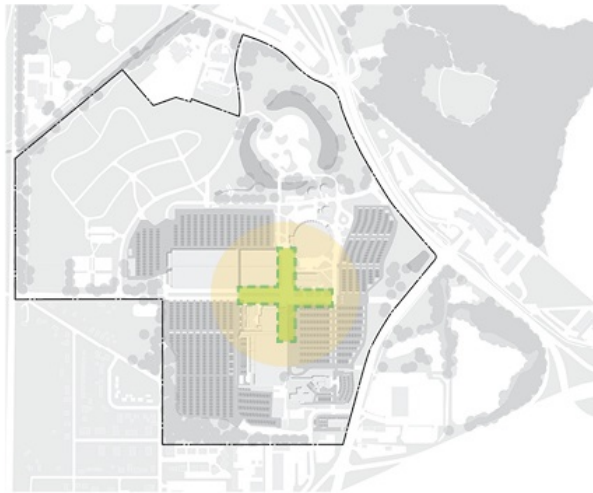
ALLIANT ENERGY CENTER CAMPUS MASTER PLAN + DESTINATION DISTRICT VISION AND STRATEGY
PERKINS + WILL VANDEWALLE & ASSOCIATES

01 / PREFERRED CAMPUS MASTER PLAN

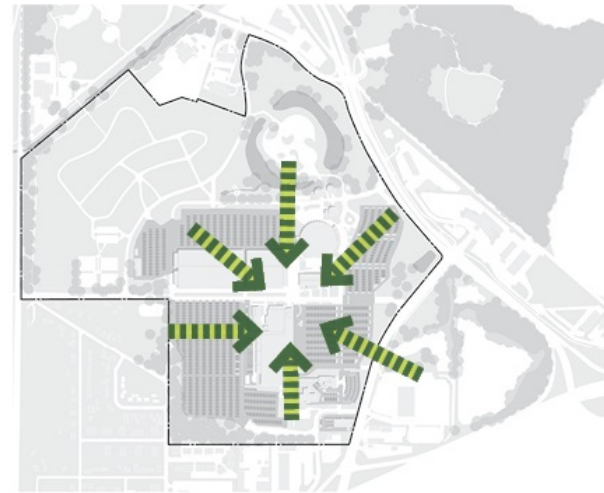
BIG IDEAS



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 should help minimize impacts to 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 programing.
- 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



LEGEND

- 1. FUTURE DEVELOPMENT SITE
- 2. GREENWAY LINK TO LAKE
- 3. PEDESTRIAN CROSSING AT JOHN NOLEN
- 4. RESIDENTIAL MID-RISE
- 5. MIXED USE
- 6. URBAN PARK/PLAZA
- 7. RENOVATED COLISEUM
 - 7-A. PHASE 1 ENTRY EXPANSION
 - 7-B. PHASE 2 LOCKER ROOM AND LOADING DOCK EXPANSION
- 8. HOTEL
 - 8-A. HEADQUARTERS HOTEL
- 9. PARKING STRUCTURE
- 10. CENTRAL FESTIVAL/EVENTS PLAZA
 - 10-A. CONVERTIBLE STREET
- 11. SKYWAY CONNECTION
- 12. EXHIBITION HALL
 - 12-A. PHASE 1 MEETING ROOM/EXHIBITION HALL EXPANSION
 - 12-B. PHASE 2 NEW BALLROOM AND RENOVATIONS
 - 12-C. PHASE 3 EXHIBITION HALL EXPANSION
- 13. EXHIBITION HALL PLAZA & DROP-OFF
- 14. PROPOSED BELTLINE OFF-RAMP ACCESS
- 15. EXPANDED STORMWATER AREA AND LANDSCAPE BUFFER AREA
- 16. RELOCATED OUTDOOR ARENA
- 17. OUTDOOR STORAGE FACILITIES
- 18. FUTURE DEVELOPMENT SITE OR PARKING
- 19. ENHANCED OPEN SPACE
- 20. IMPROVED STORMWATER MANAGEMENT AREAS
- 21. RING ROAD IMPROVEMENTS

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

* AS FUTURE PROPERTIES BECOME AVAILABLE, THE COUNTY SHOULD CONSIDER PURCHASING LAND TO PROVIDE ADDITIONAL BUFFERING, PROGRAMMING AND STORMWATER MANAGEMENT IMPROVEMENTS



- 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)
180 ROOMS
- NEW HOTEL (H.2)
300 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)
120 ROOMS
- EXHIBITION HALL ADDITION

STORAGE SHEDS/
OUTBUILDINGS

RELOCATED ARENA

STORAGE SHEDS/
OUTBUILDINGS

BALLROOM

MEETING ROOMS

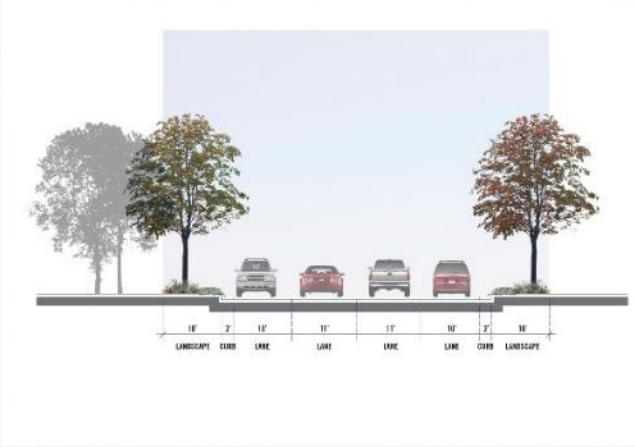
EXHIBITION SPACE



SHIFT ROADWAY NORTH TOWARDS WILLOW ISLAND TO MAXIMIZE PARKING AND CIRCULATION

MAINTAIN RIGHT-IN, & RIGHT-OUT ACCESS

BRIDGE



PRIMARY CIRCULATION "RING" ROAD: TYPICAL SECTION

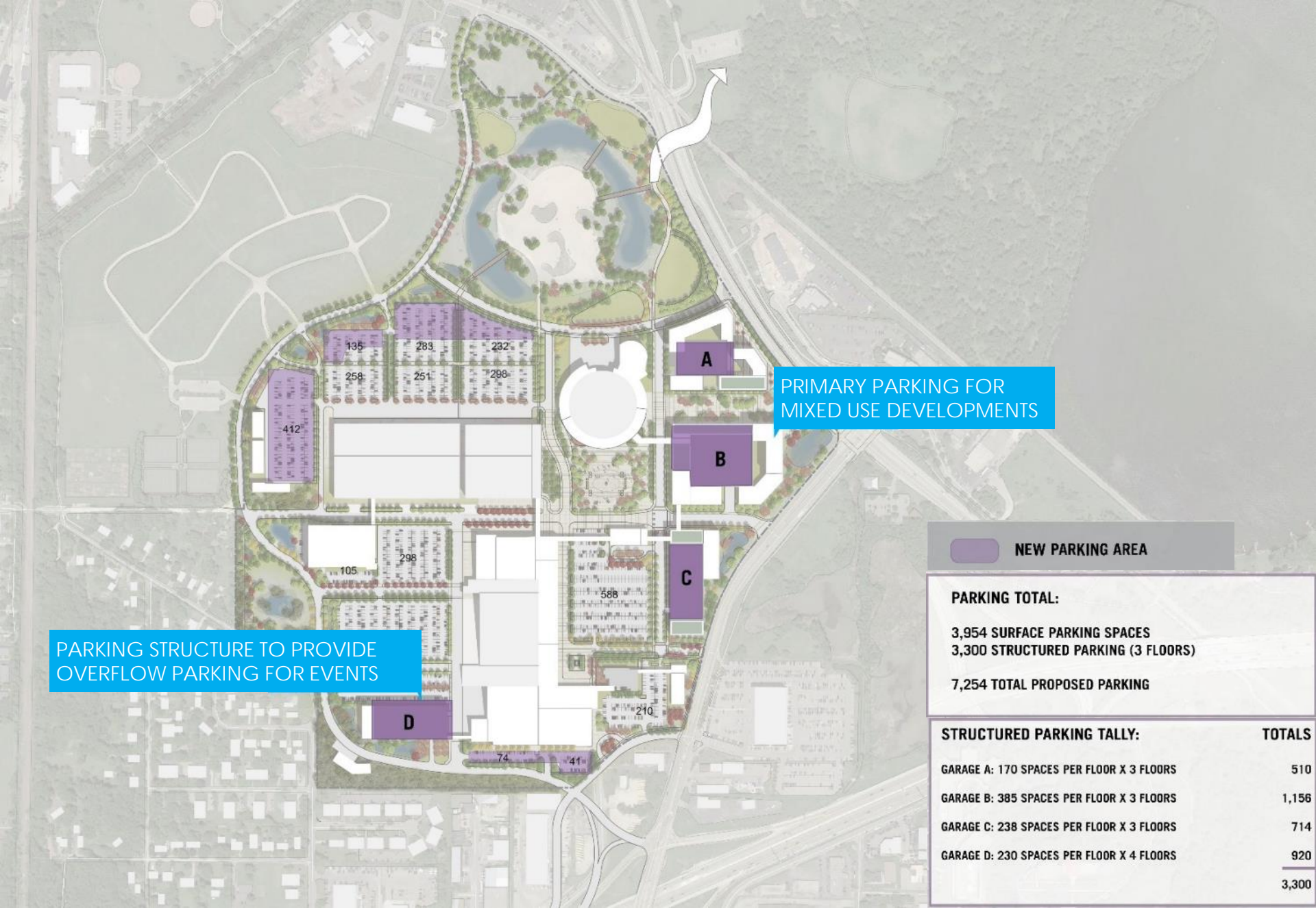
RING ROAD PROVIDES IMPROVED VEHICULAR ACCESS TO CAMPUS

ENHANCE PRIMARY ENTRANCE WITH LANDSCAPING AND WAYFINDING

RECONFIGURATION OF RUSK AVENUE ACCESS

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

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



PRIMARY PARKING FOR MIXED USE DEVELOPMENTS

PARKING STRUCTURE TO PROVIDE OVERFLOW PARKING FOR EVENTS

NEW PARKING AREA

PARKING TOTAL:
 3,954 SURFACE PARKING SPACES
 3,300 STRUCTURED PARKING (3 FLOORS)
 7,254 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	1,156
GARAGE C: 238 SPACES PER FLOOR X 3 FLOORS	714
GARAGE D: 230 SPACES PER FLOOR X 4 FLOORS	920
	3,300

IMPROVED GREENWAY
CONNECTION TOWARDS
LAKE MONONA

PROVIDE CONNECTIVITY TO
REGIONAL PARK SYSTEM

IMPROVE PUBLIC REALM
CONNECTION TO COLISEUM
AND WILLOW ISLAND

GATEWAY LANDSCAPING
AND WAYFINDING

PUBLIC REALM IMPROVEMENTS
TO CONNECT CAMPUS TO THE
INTERSECTION OF RIMROCK
AND JOHN NOLEN DRIVE


ENHANCED LANDSCAPING &
PUBLIC REALM IMPROVEMENTS
IN HEART OF CAMPUS

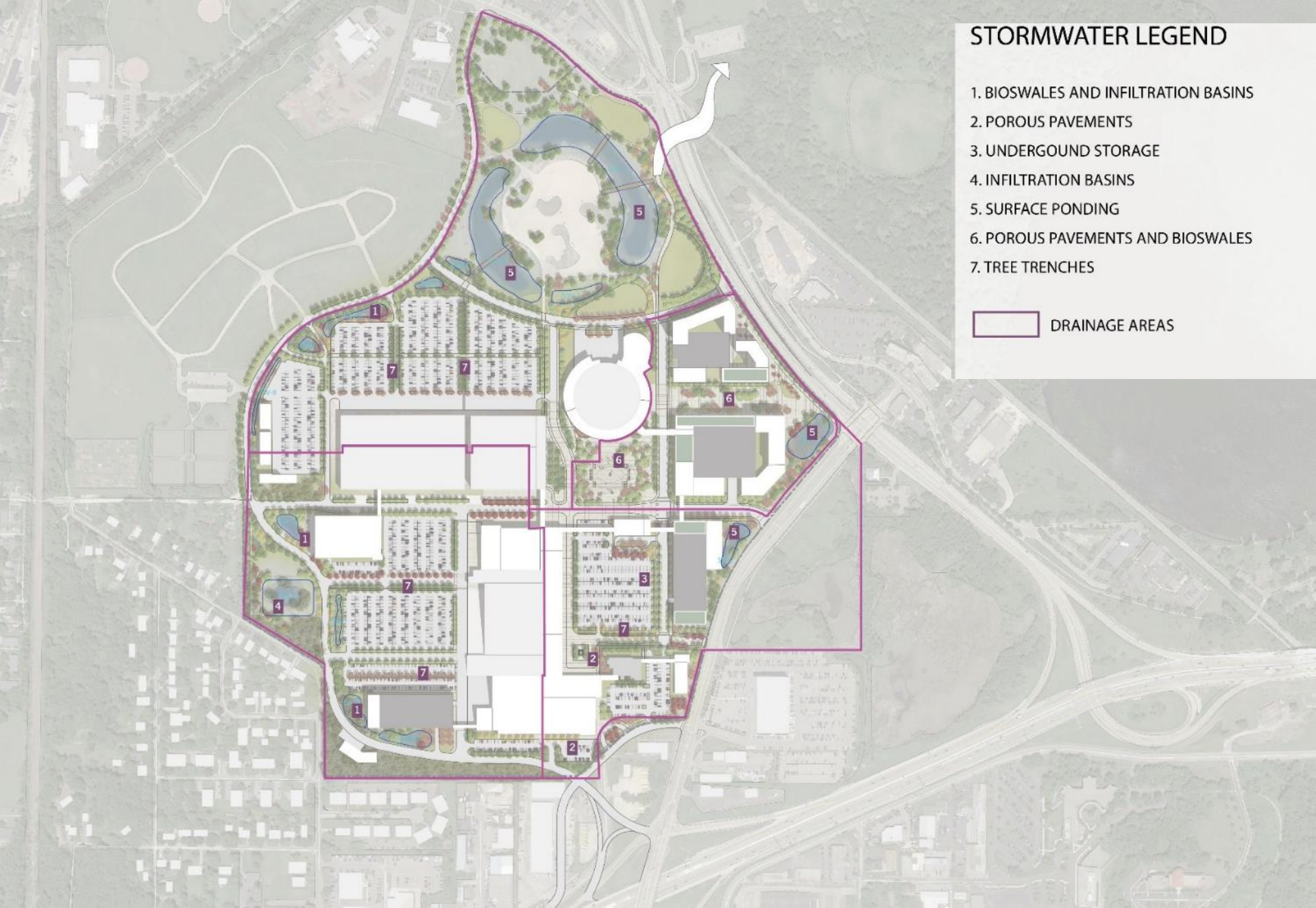
ADDITIONAL STORMWATER
MANAGEMENT TO PROTECT
ADJACENT PROPERTIES

NEW PLAZA AND DROP-OFF FOR
EXHIBITION HALL EXPANSION

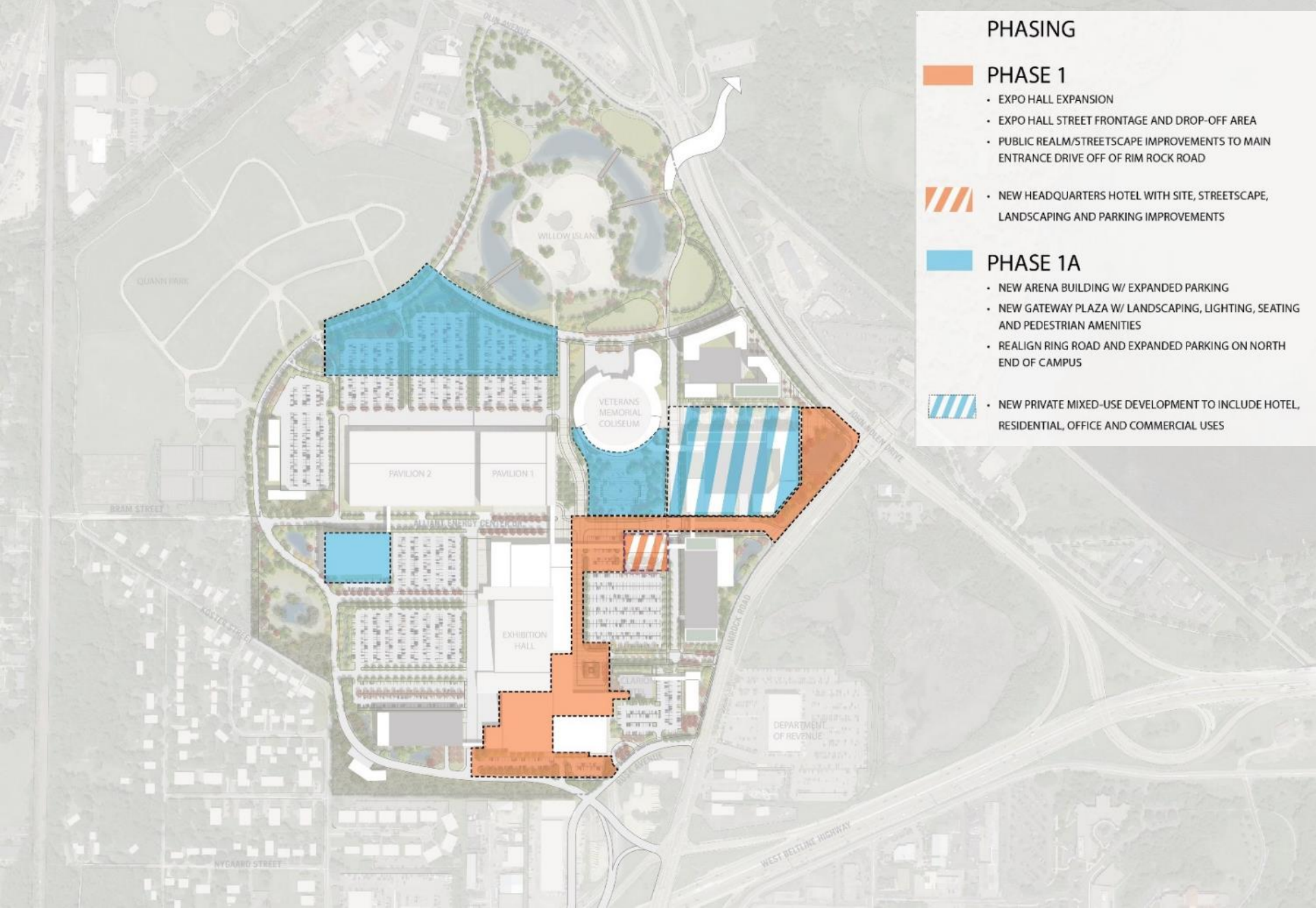
STORMWATER LEGEND

- 1. BIOSWALES AND INFILTRATION BASINS
- 2. POROUS PAVEMENTS
- 3. UNDERGROUND STORAGE
- 4. INFILTRATION BASINS
- 5. SURFACE PONDING
- 6. POROUS PAVEMENTS AND BIOSWALES
- 7. TREE TRENCHES

 DRAINAGE AREAS



02/ PRIORITY PHASING



PHASING



PHASE 1

- EXPO HALL EXPANSION
- EXPO HALL STREET FRONTAGE AND DROP-OFF AREA
- PUBLIC REALM/STREETSCAPE IMPROVEMENTS TO MAIN ENTRANCE DRIVE OFF OF RIM ROCK ROAD

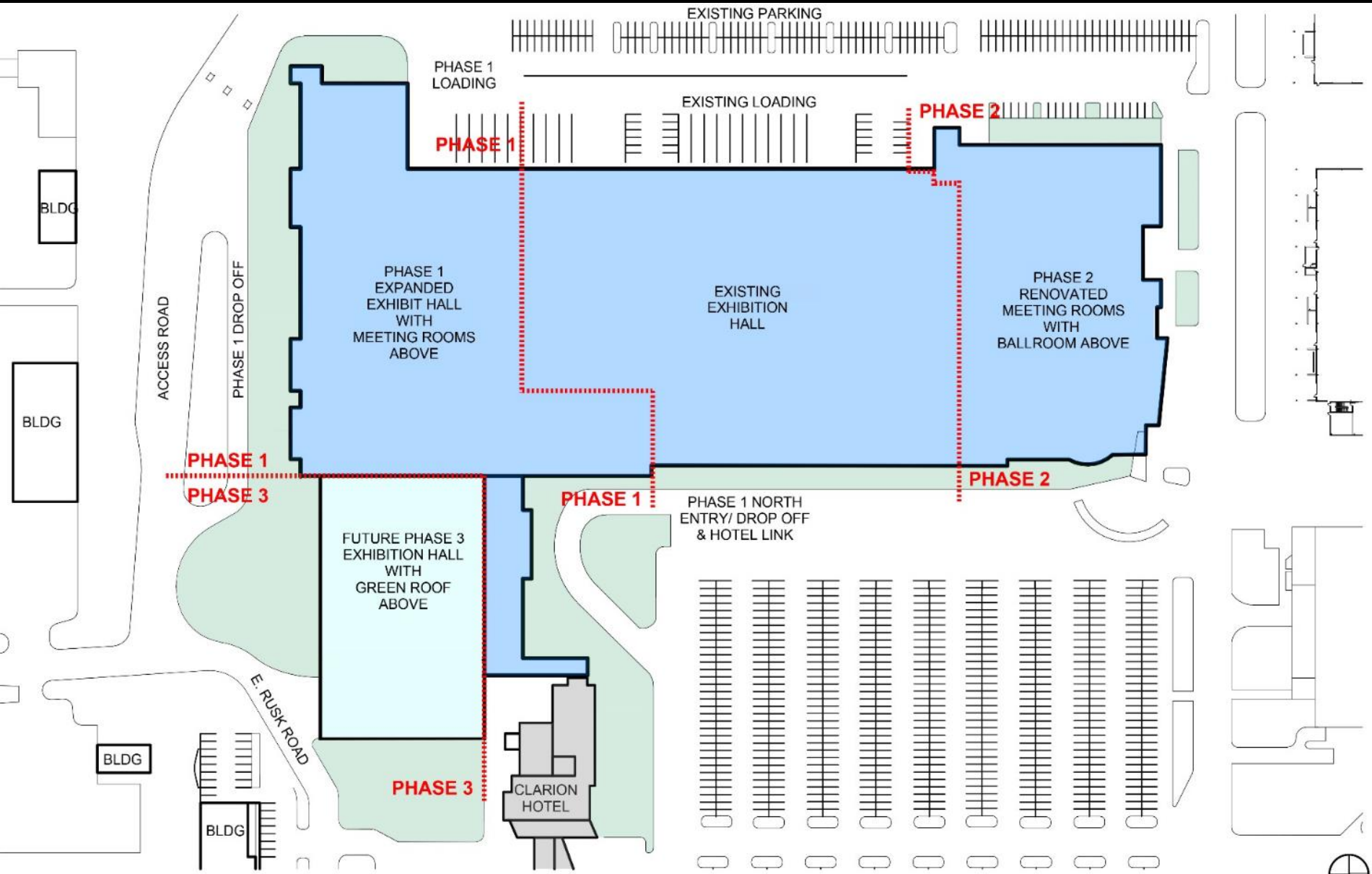


PHASE 1A

- NEW ARENA BUILDING W/ EXPANDED PARKING
- NEW GATEWAY PLAZA W/ LANDSCAPING, LIGHTING, SEATING AND PEDESTRIAN AMENITIES
- REALIGN RING ROAD AND EXPANDED PARKING ON NORTH END OF CAMPUS

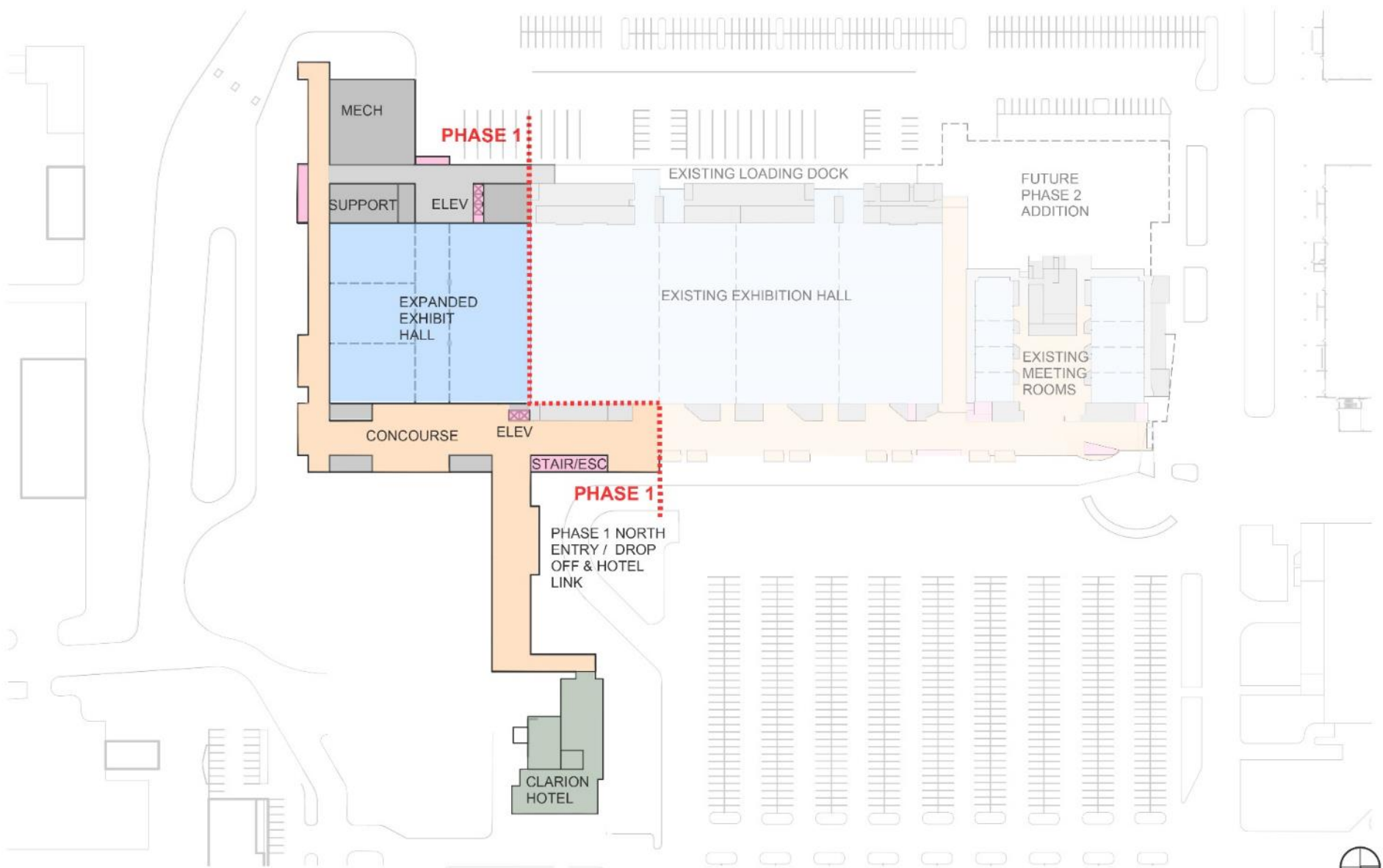


- NEW PRIVATE MIXED-USE DEVELOPMENT TO INCLUDE HOTEL, RESIDENTIAL, OFFICE AND COMMERCIAL USES



PERKINS+WILL

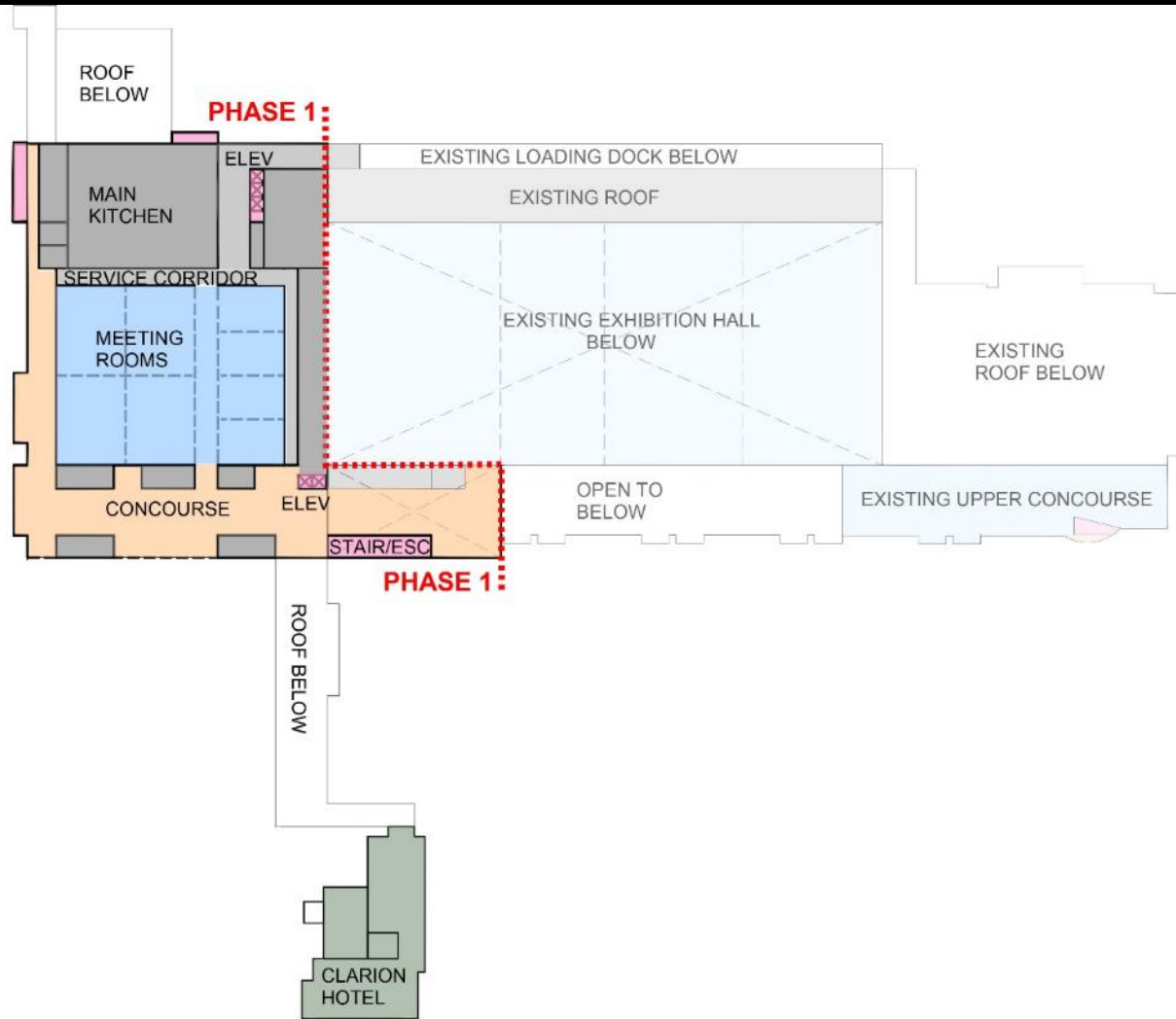
AEC EXPO HALL OVERALL SITE PLAN PHASING DIAGRAM

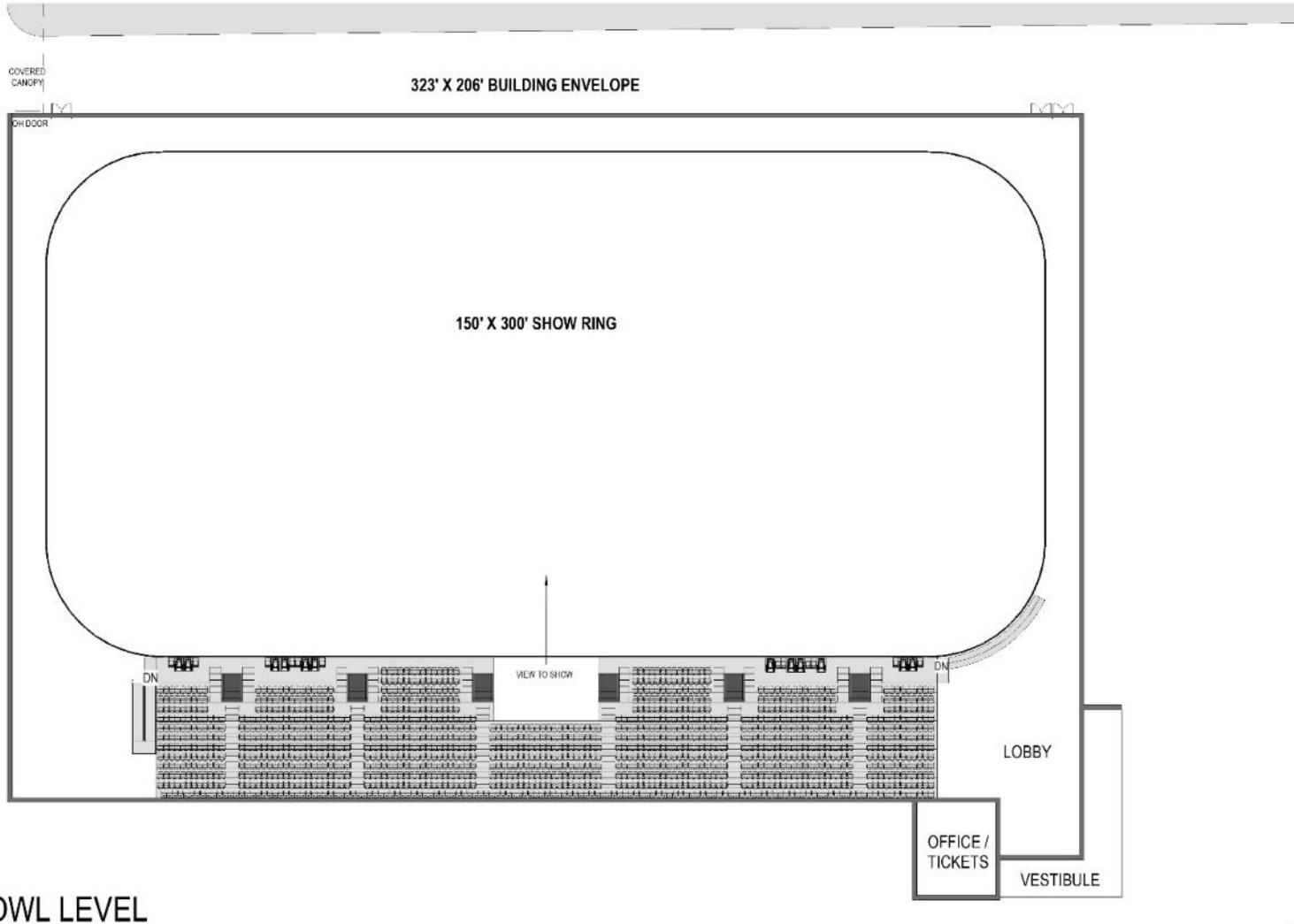


PERKINS+WILL

AEC EXPO HALL MAIN LEVEL - PHASE 1





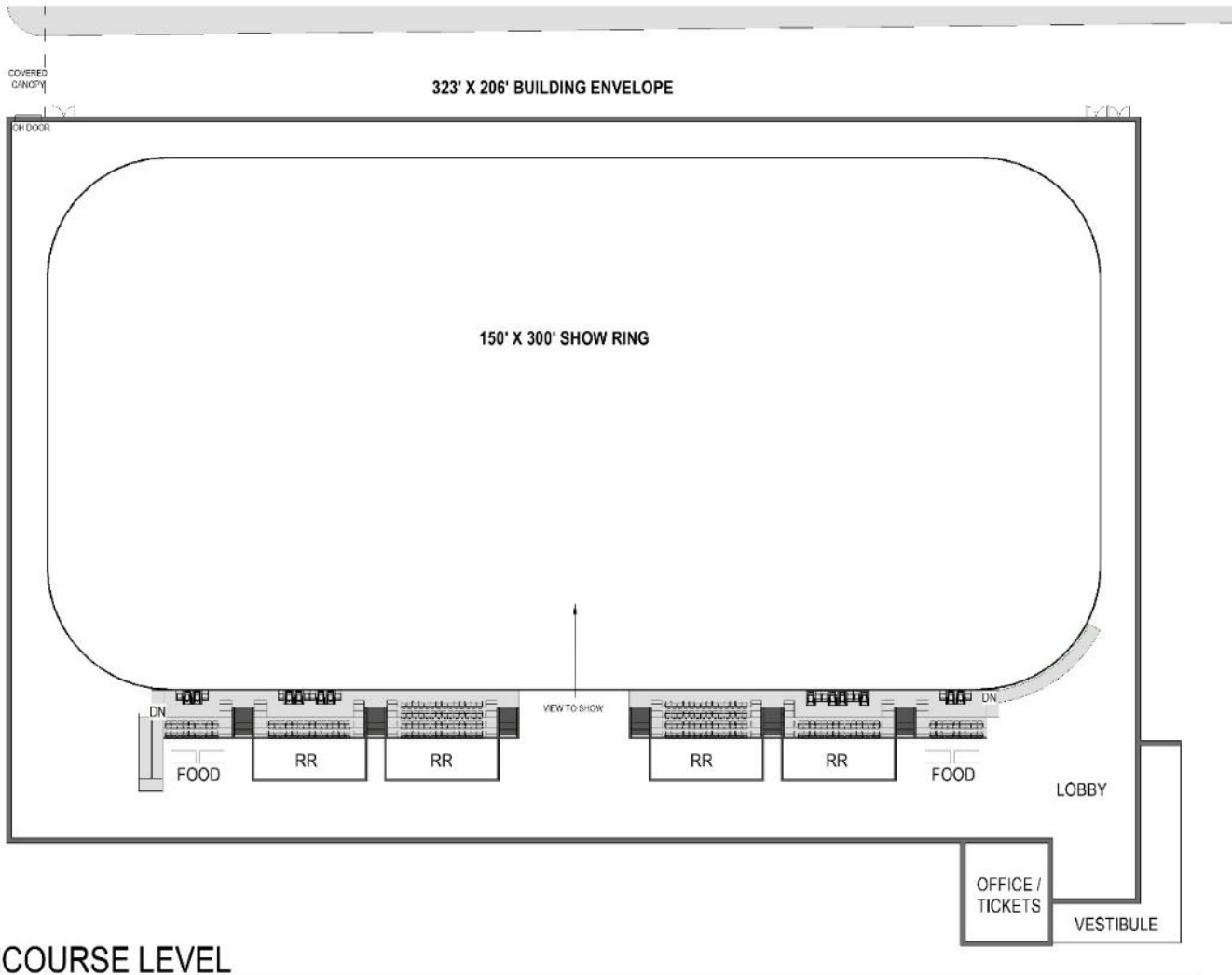


1 BOWL LEVEL
1" = 30'-0"

DANE COUNTY

New Arena - Upper Bowl

PERKINS+WILL



① CONCOURSE LEVEL
1" = 30'-0"

ADDITIONAL PROJECTS

- Coliseum – NW locker/dressing room addition
 - *Approx. \$1.7 million*
- Coliseum – Expanded loading dock
 - *Approx. \$460k*
- Coliseum - Remodel existing locker room
 - *Approx. \$850k*
- Pre-design study for Phase 1 Expo Hall Expansion
 - *Approx. \$200k*
- Others?



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PERKINS + WILL VANDEWALLE & ASSOCIATES



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DESTINATION DISTRICT VISION & STRATEGY

WHAT INFORMS THE VISION & STRATEGY?



WHAT IS A DESTINATION DISTRICT?

PEDESTRIAN-FRIENDLY

ANCHORED BY
ENTERTAINMENT
VENUES

GATHERING
SPACES

MULTIMODAL

KNIT TOGETHER

Titletown – Green Bay, WI



Sports & Family
Entertainment District

Arena District – Columbus, OH



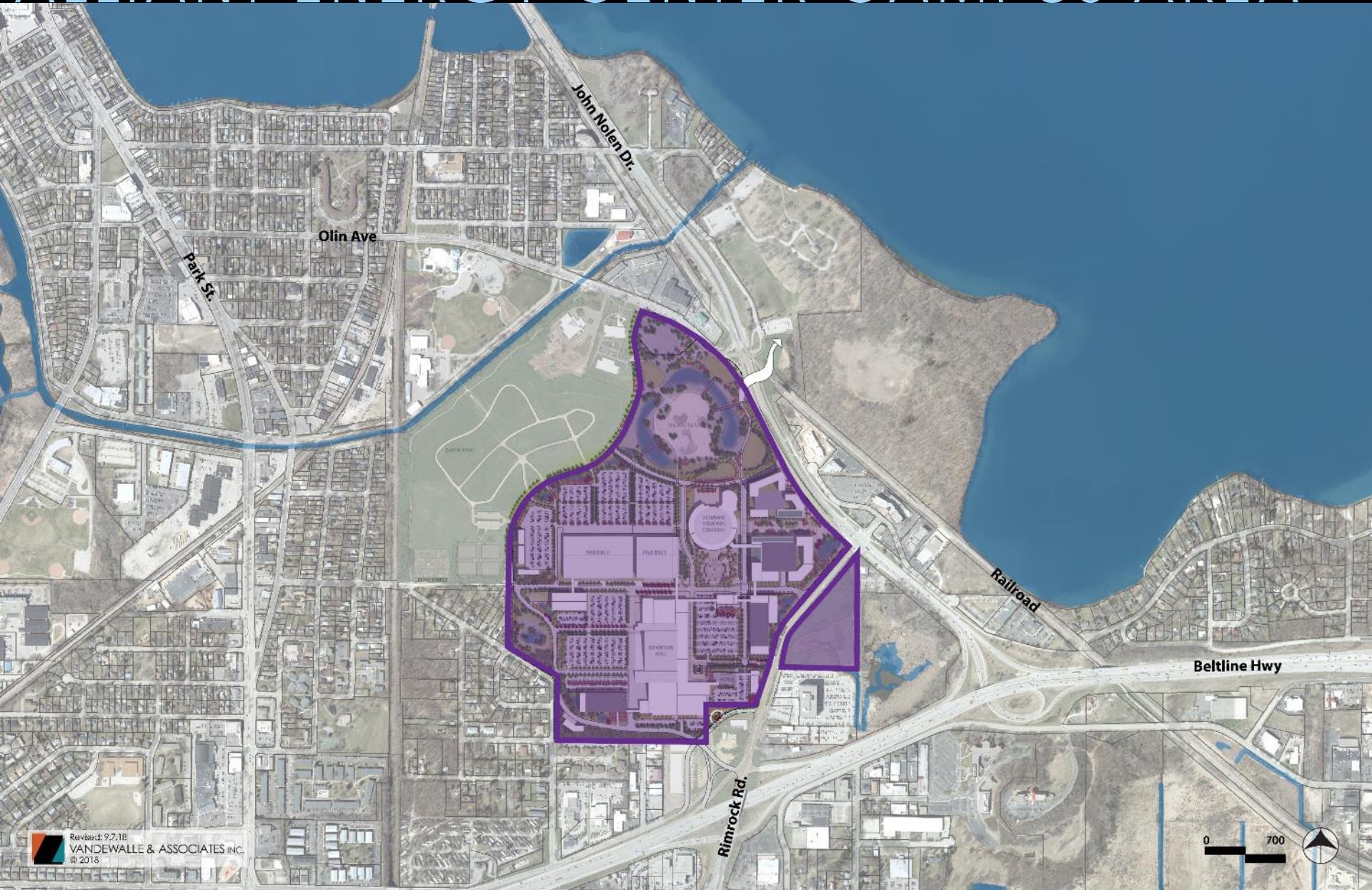
Convening
Sports/Entertainment
District

North Coast Harbor – Cleveland, OH



Lakefront
Park/Museum/Entertainment
District

ALLIANT ENERGY CENTER CAMPUS AREA



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USERS

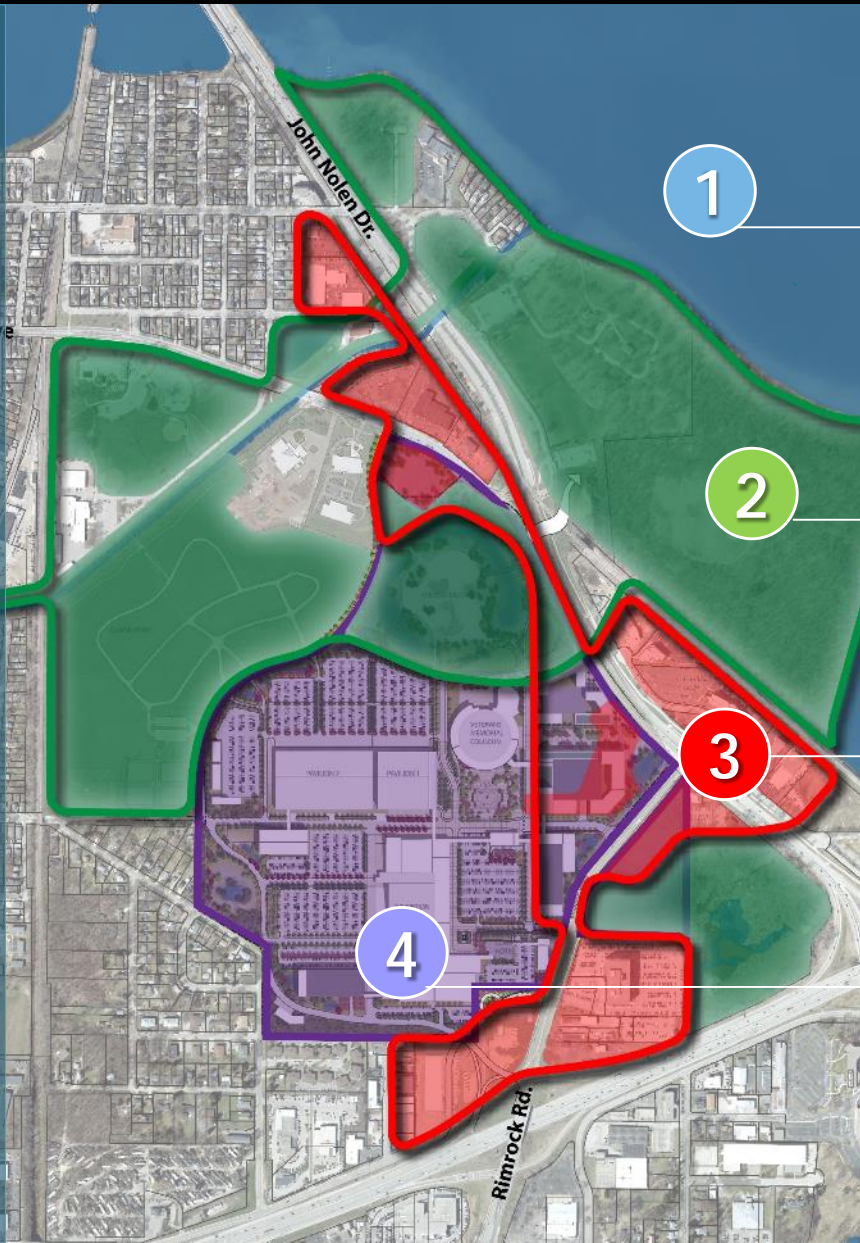
ANCHORS

A. DOWNTOWN & ISTHMUS

B. SOUTHSIDE NEIGHBORHOODS

C. AEC VISITORS & COMMUNITY EVENTS

D. REGIONAL COMMUNITY

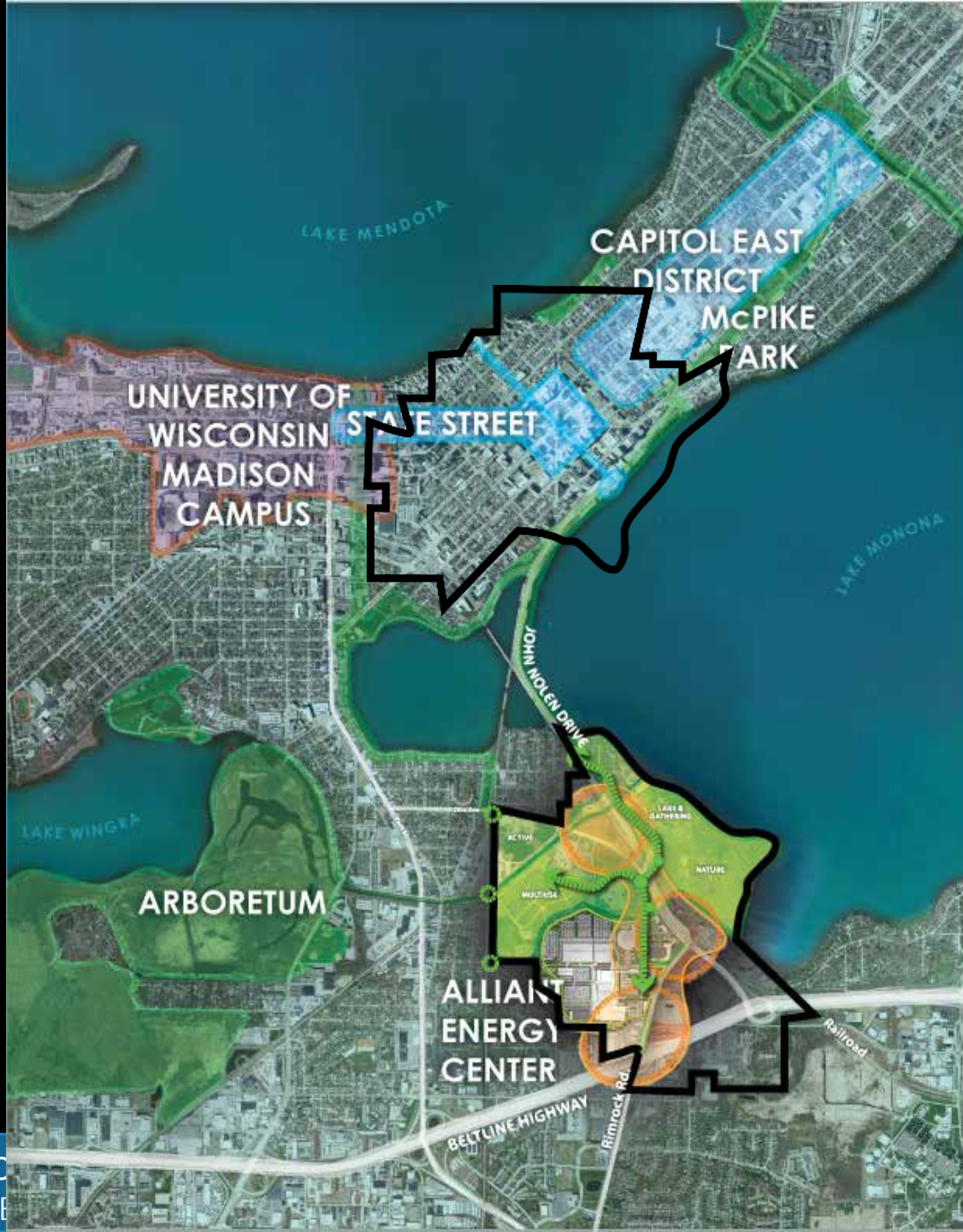


1. LAKES/
WATERFRONT

2. PARKS &
OPEN SPACE

3. PRIVATE
DEVELOPMENT

4. ALLIANT
ENERGY CENTER



6 KEY STRATEGIES TO SHAPE A DESTINATION DISTRICT

STRATEGY 1



1

**Integrate a mix of uses
& everyday attractions**



LAKEVIEW

CORE

BELTLINE GATEWAY

ALLIANT ENERGY CENTER
PERKINS

MASTER PLAN

+

DESTINATION DISTRICT VISION AND STRATEGY

VANDEWALLE & ASSOCIATES

BELTLINE GATEWAY

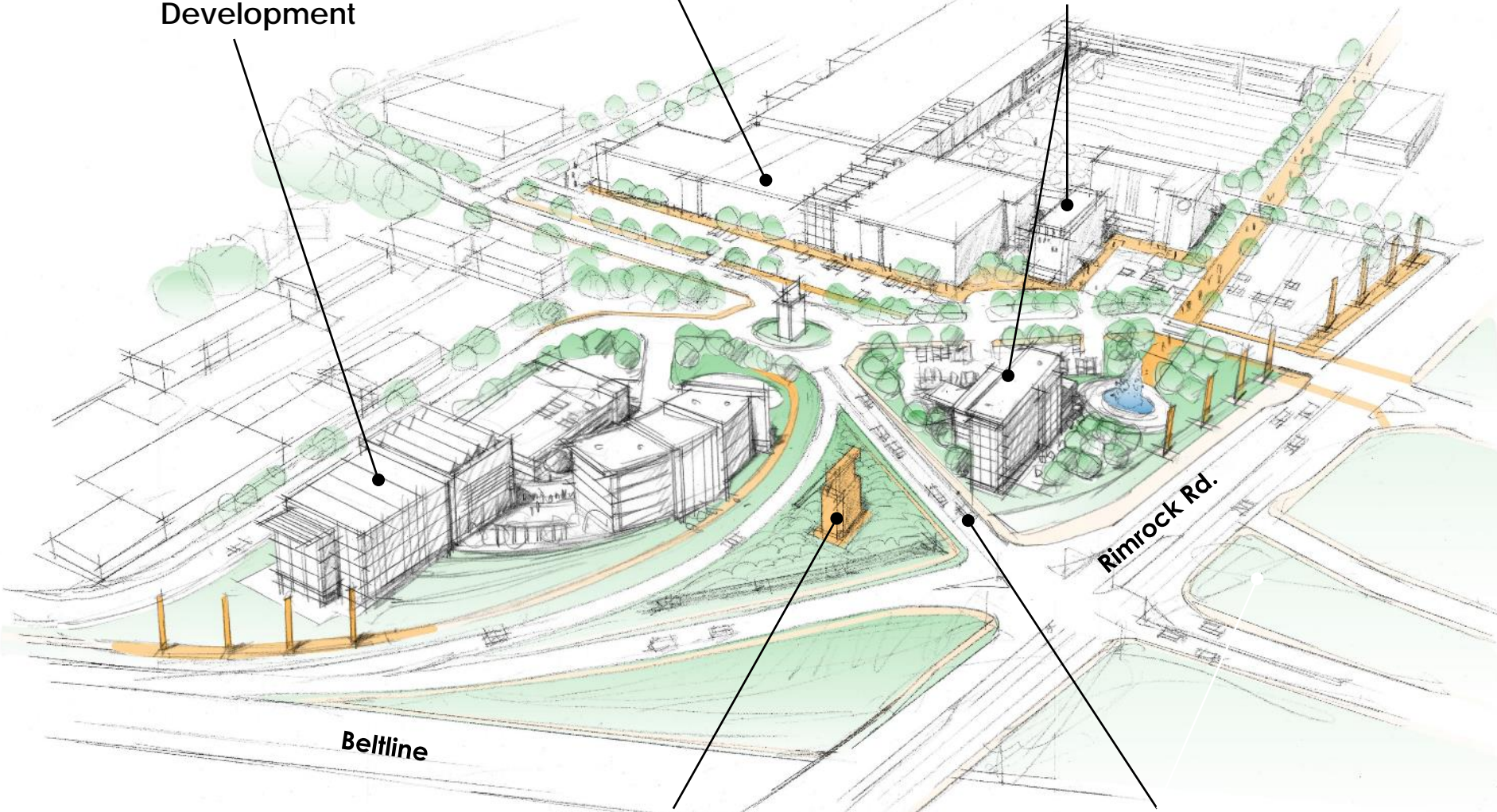


- Expand district/ Alliant Energy Center image and presence on the beltline
- Reconfigure E. Rusk Rd. to enhance access & redevelopment sites
- Improve gateway and optimize tax base potential

Potential New Corporate Office/Headquarters Development

Expo Hall Expansion

Potential Hotel Development (as part of campus)



Beltline

Rimrock Rd.

Destination District Symbolic Feature & Signage

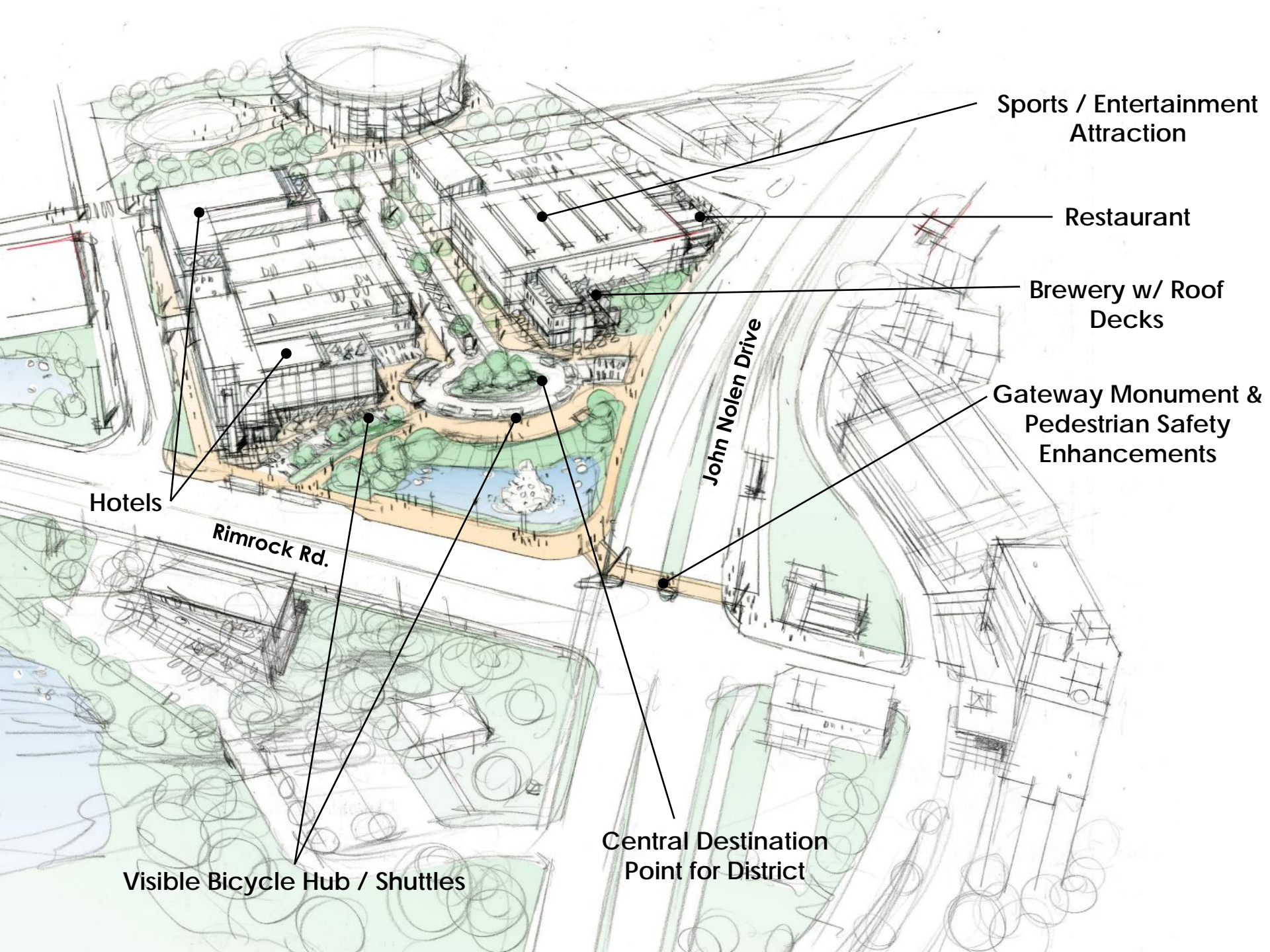
Enhanced access from westbound beltline



CORE



- Add mixed-use development such as hotels, restaurants, & bars
- Anchored by destination **entertainment & recreation venues**
- Create a strong visual **gateway to the AEC & City**
- Create an identifiable hub or **center point for the district**



Sports / Entertainment Attraction

Restaurant

Brewery w/ Roof Decks

Gateway Monument & Pedestrian Safety Enhancements

Hotels

Rimrock Rd.

John Nolen Drive

Central Destination Point for District

Visible Bicycle Hub / Shuttles

LAKEVIEW



- Redevelop with residential and employment
- Take advantage of lake and Capitol views
- Multimodal focus/reduce parking demand

Lakeview Residential

Views to the Lake and Downtown

John Nolen Drive

Olin Avenue

Office

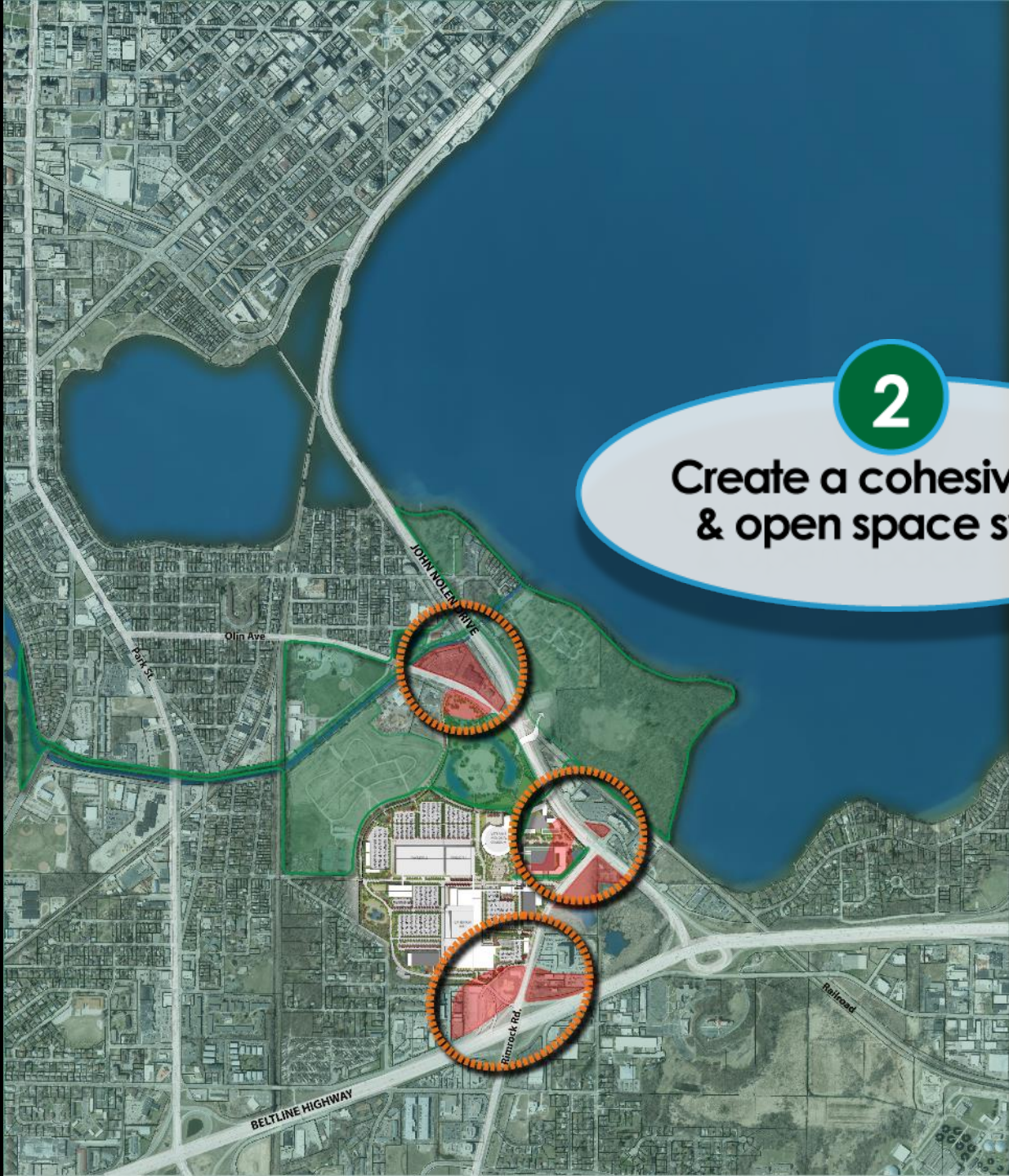
Step down to the neighborhood

Wingra Creekside Residential

Trail & Greenspace Connectivity



STRATEGY 2



2

Create a cohesive park & open space system

~200 ACRES OF PARKS AND OPEN SPACE



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KNIT TOGETHER AS A UNIT



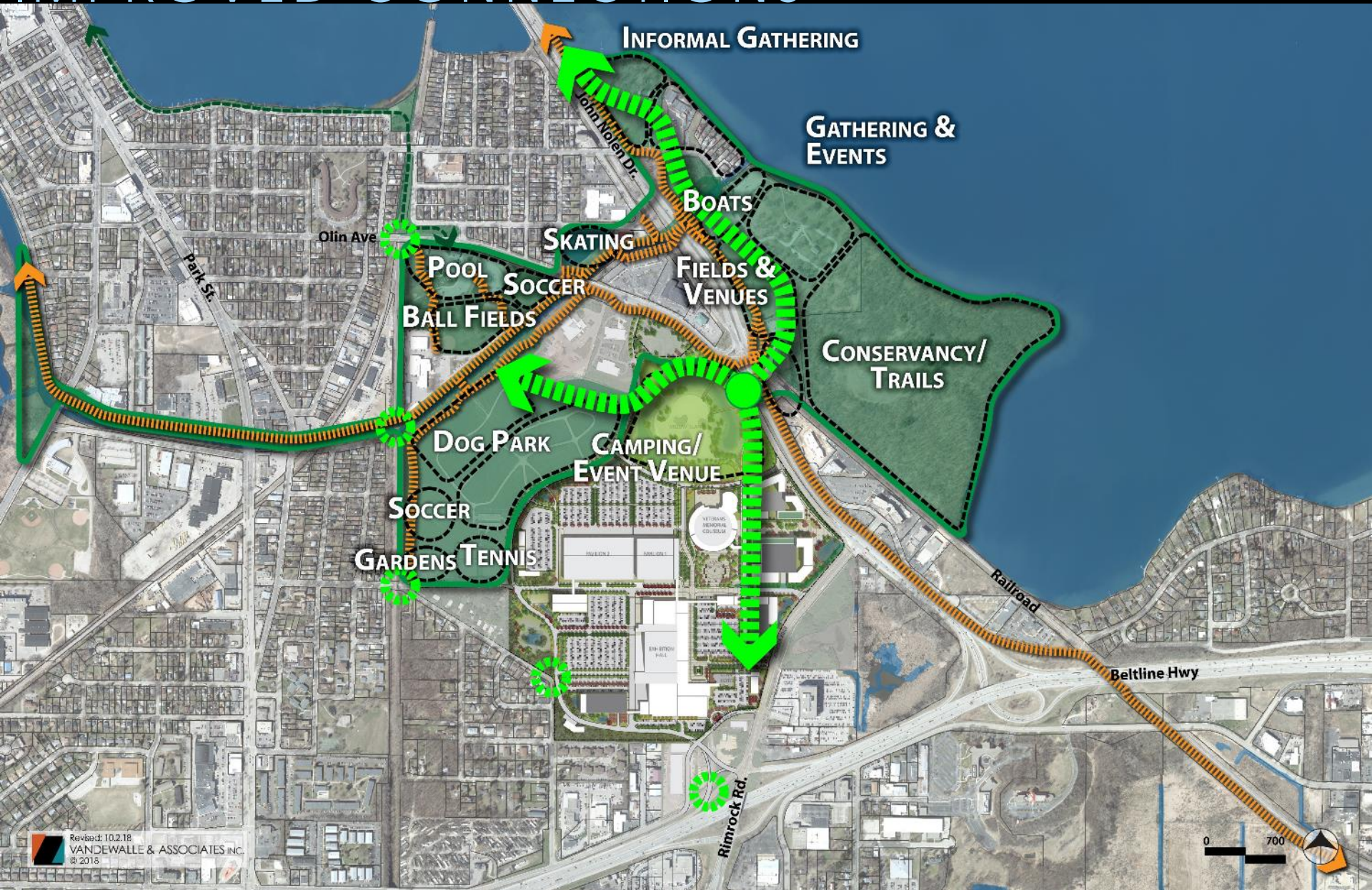
OPPORTUNITIES

- DESTINATION PARK
- COHESIVE
- CONNECTED
- ENHANCED ACCESS & WELCOMING
- NAME/BRAND

TODAY

- DIVERSITY OF RECREATION FACILITIES
- TRANSPORTATION & LAND USE BARRIERS

IMPROVED CONNECTIONS



TODAY



REFLECTION,
GATHERING &
CELEBRATION

LAKE
ACCESS

FIELDS &
EVENTS

NATURE

LAKEFRONT / OLIN & TURVILLE PARKS



DOWNTOWN & ISTHMUS

ENHANCED PARK SPACE

REFLECTION, GATHERING & CELEBRATION

LAKE ACCESS

DESTINATION TERRACE

LAKEVIEW MULTI-USE PATH

ACCESSIBLE URBAN NATURE CONSERVANCY

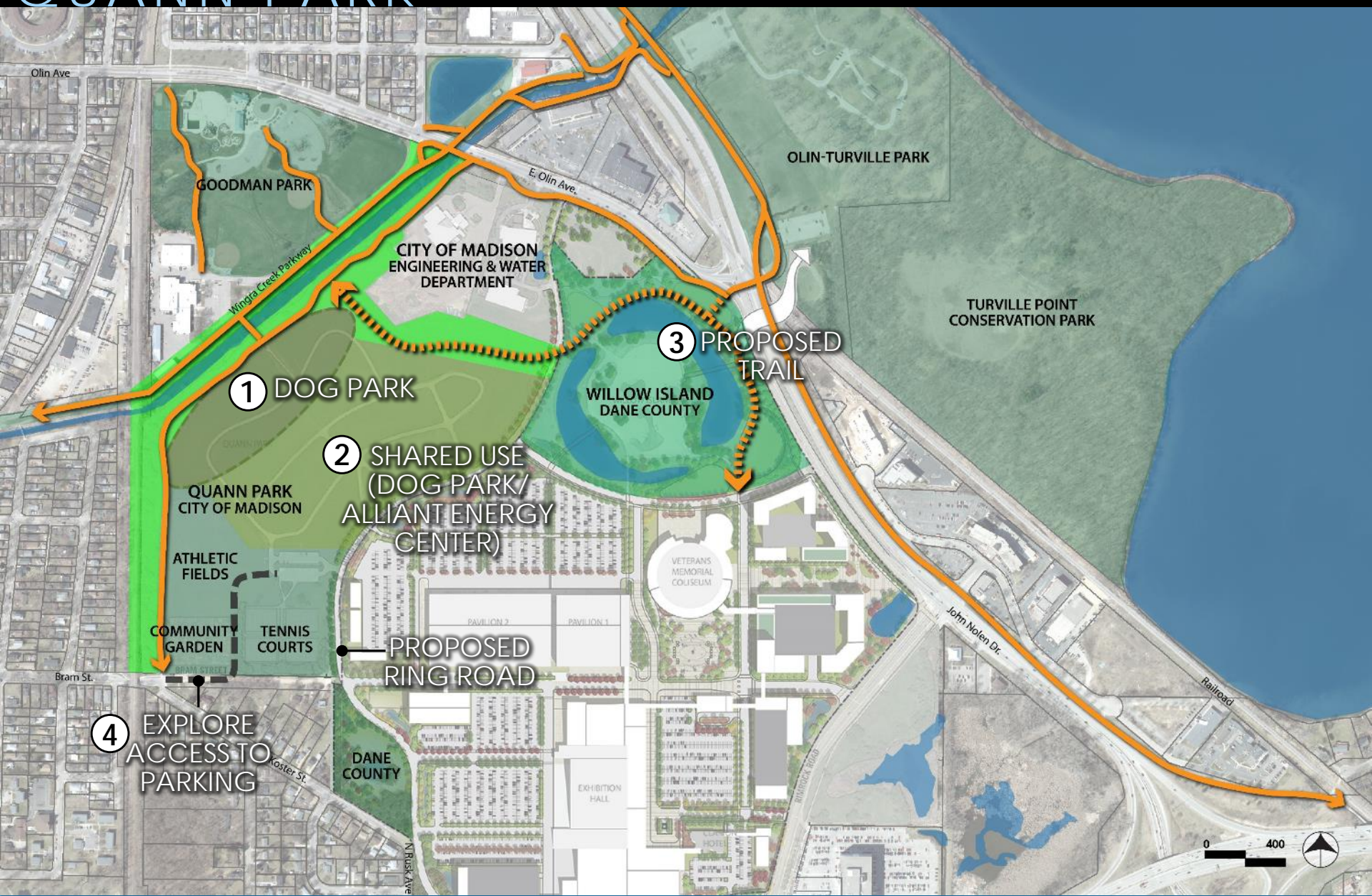
FIELDS & EVENTS

SOUTH SIDE NEIGHBORHOODS

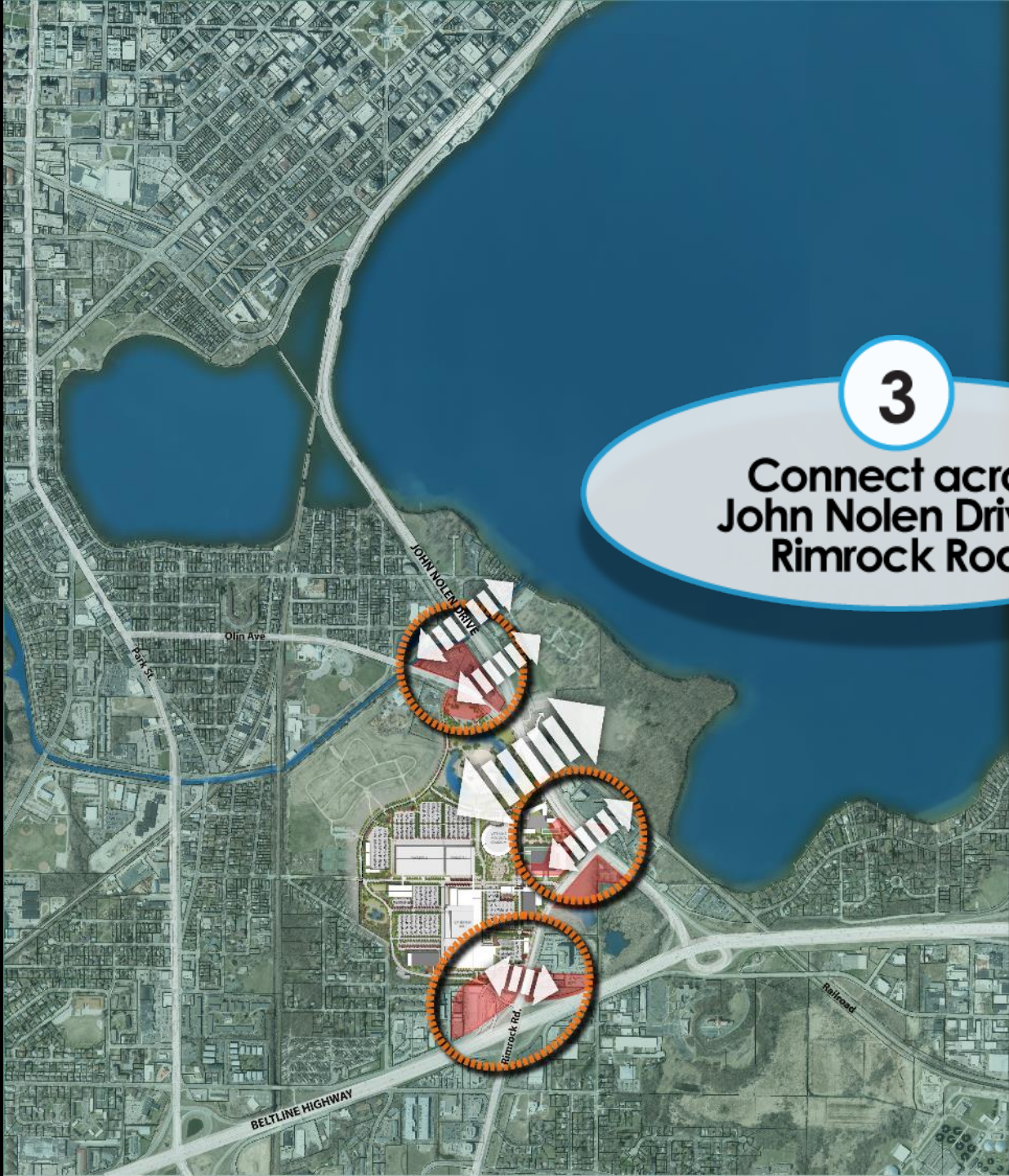
AEC VISITORS & COMMUNITY EVENTS

REGIONAL COMMUNITY

QUANN PARK



STRATEGY 3



3

Connect across
John Nolen Drive &
Rimrock Road

LAKESIDE

- Enhanced pedestrian island

WINGRA

- Expansion & Connect to Lake

OLIN

- Destination connector

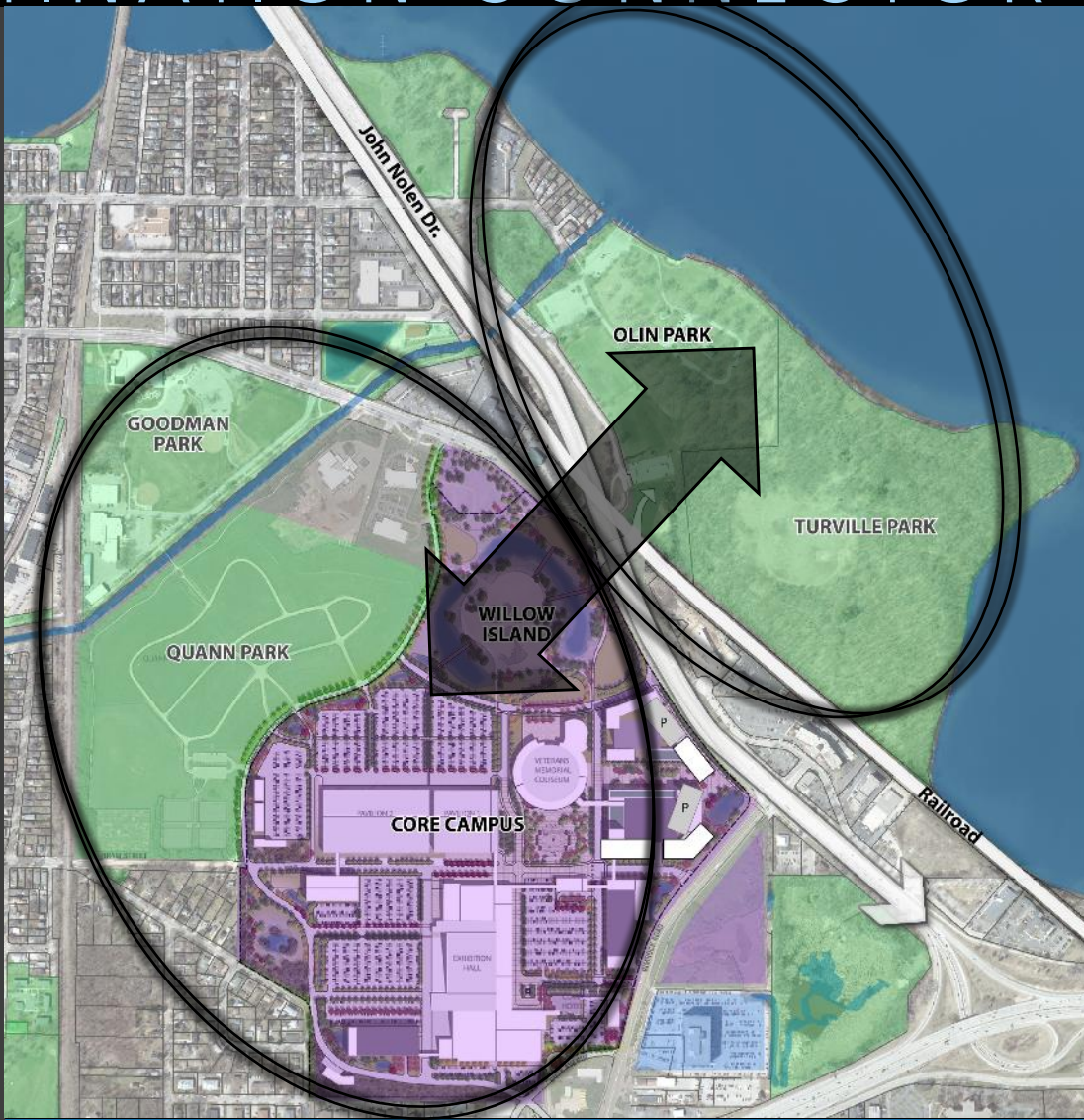
RIMROCK

- Enhanced pedestrian island



BENEFITS OF DESTINATION CONNECTOR

- Improved public safety
- Increased access to parks and lakefront
- Connected venues for major community events
- Strong linkage between Alliant Energy Center, lakefront, and downtown
- Unique design creating strong gateway



DESTINATION CONNECTION OPTIONS



Land Bridge

The Gathering Place – Tulsa, OK



Pedestrian Underpass

Iris Avenue – Boulder, CO



Signature Bridge

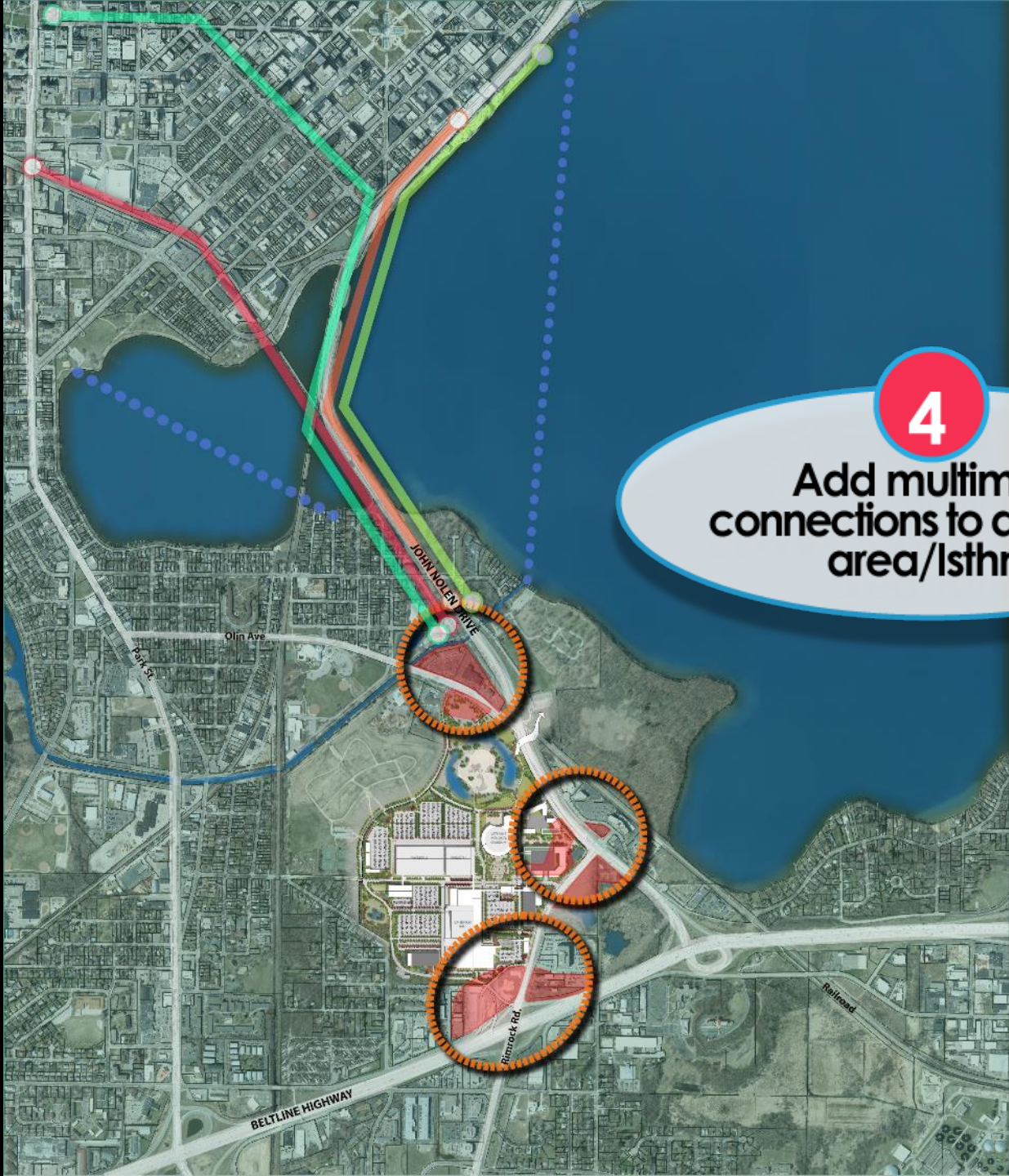
Harbor Drive – San Diego, CA

Green Bridge



New York High Line – New York, NY

STRATEGY 4



4

Add multimodal connections to downtown area/Isthmus

EXPANDED MULTIMODAL



EVENT
SHUTTLES/BUSES



INCREASED
BIKESHARE
CONVENIENCE



EVENT RAIL



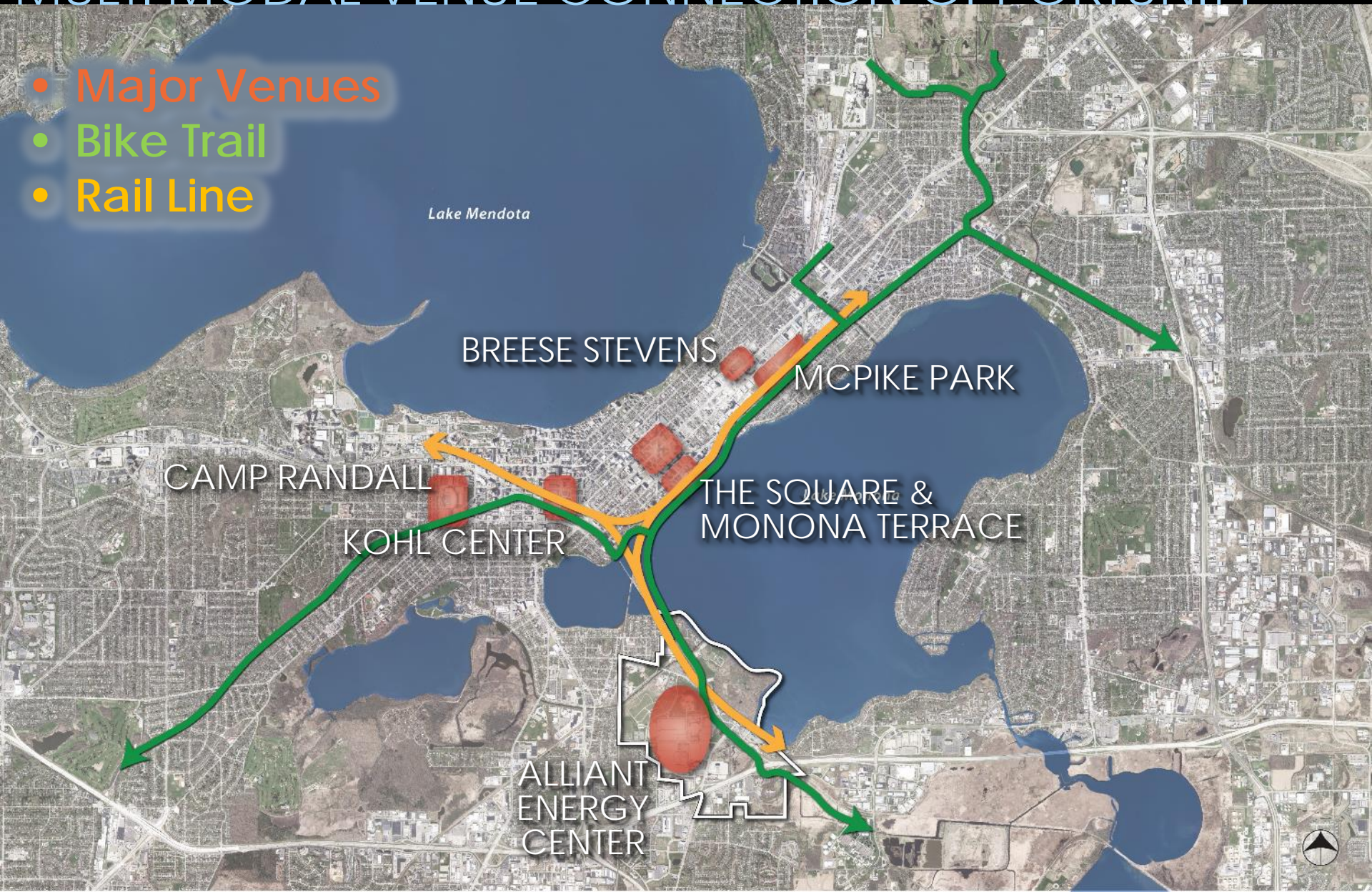
WATER TAXI



ENHANCED
PEDESTRIAN/BIKE
EXPERIENCE

MULTI MODAL VENUE CONNECTION OPPORTUNITY

- Major Venues
- Bike Trail
- Rail Line



LOCATION IDEAS



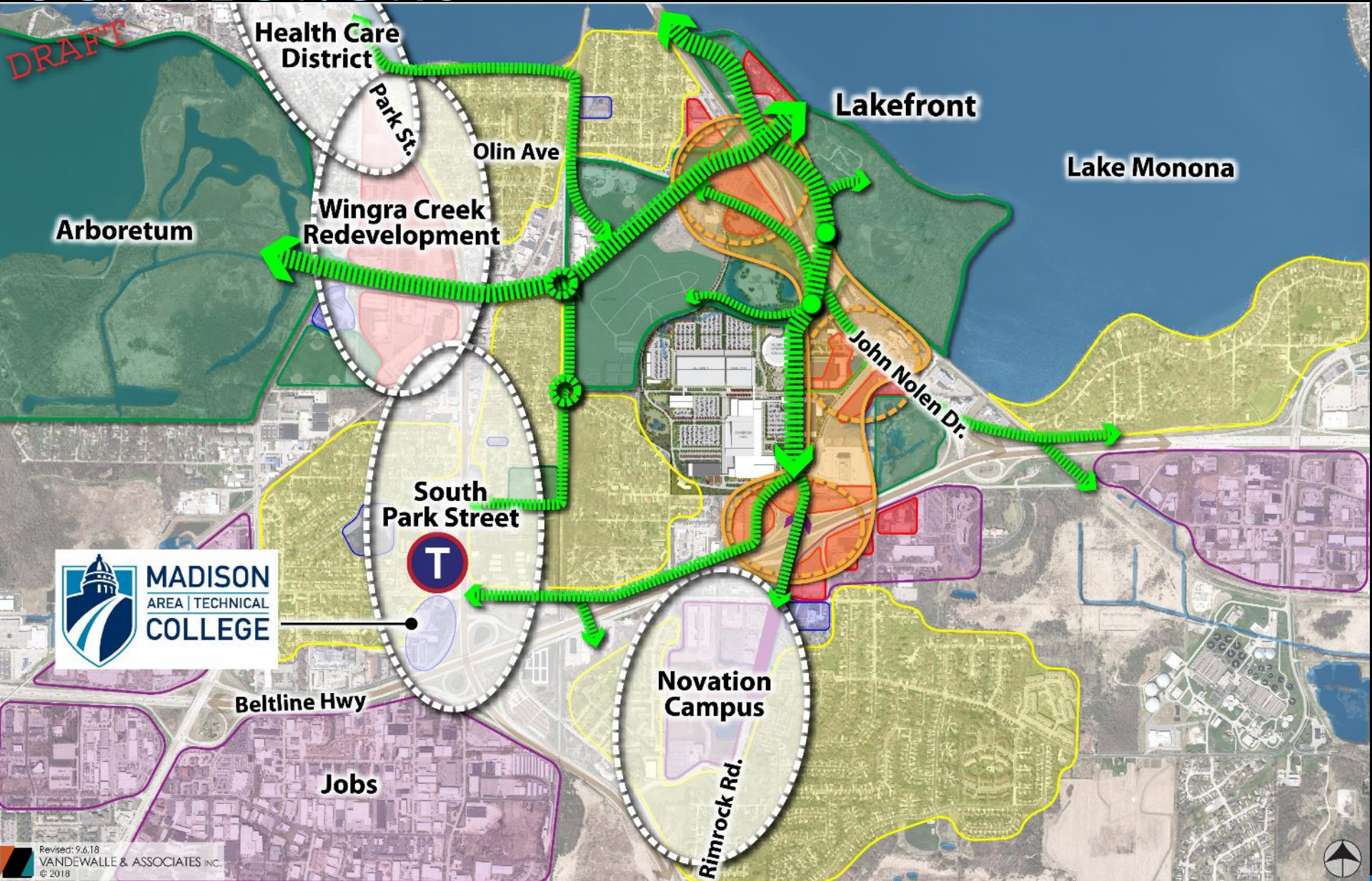
STRATEGY 5



5

Enhance access & connection to surrounding area

CONNECTIONS



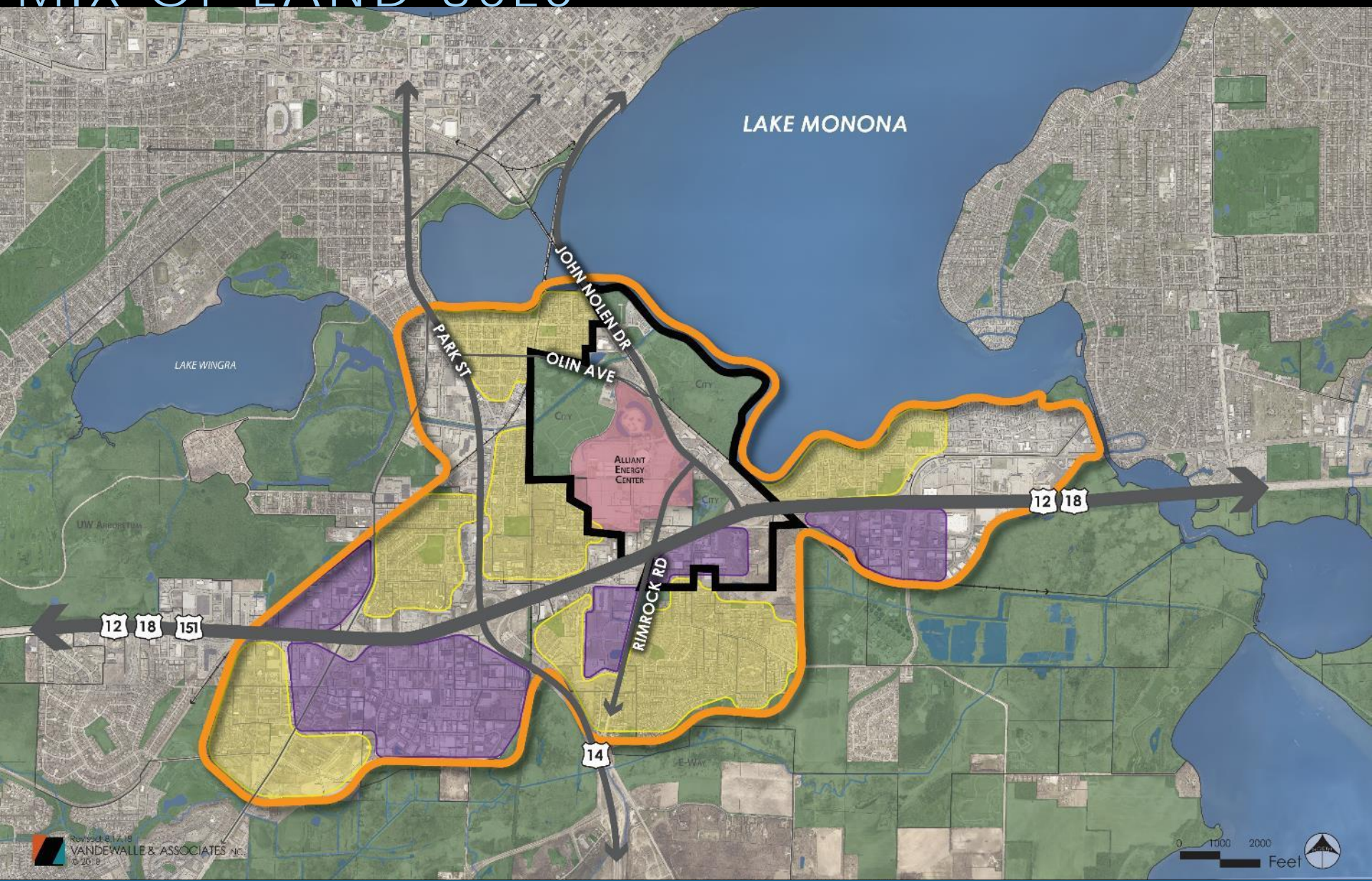
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LARGER AREA CONFINED BY NATURAL BARRIERS



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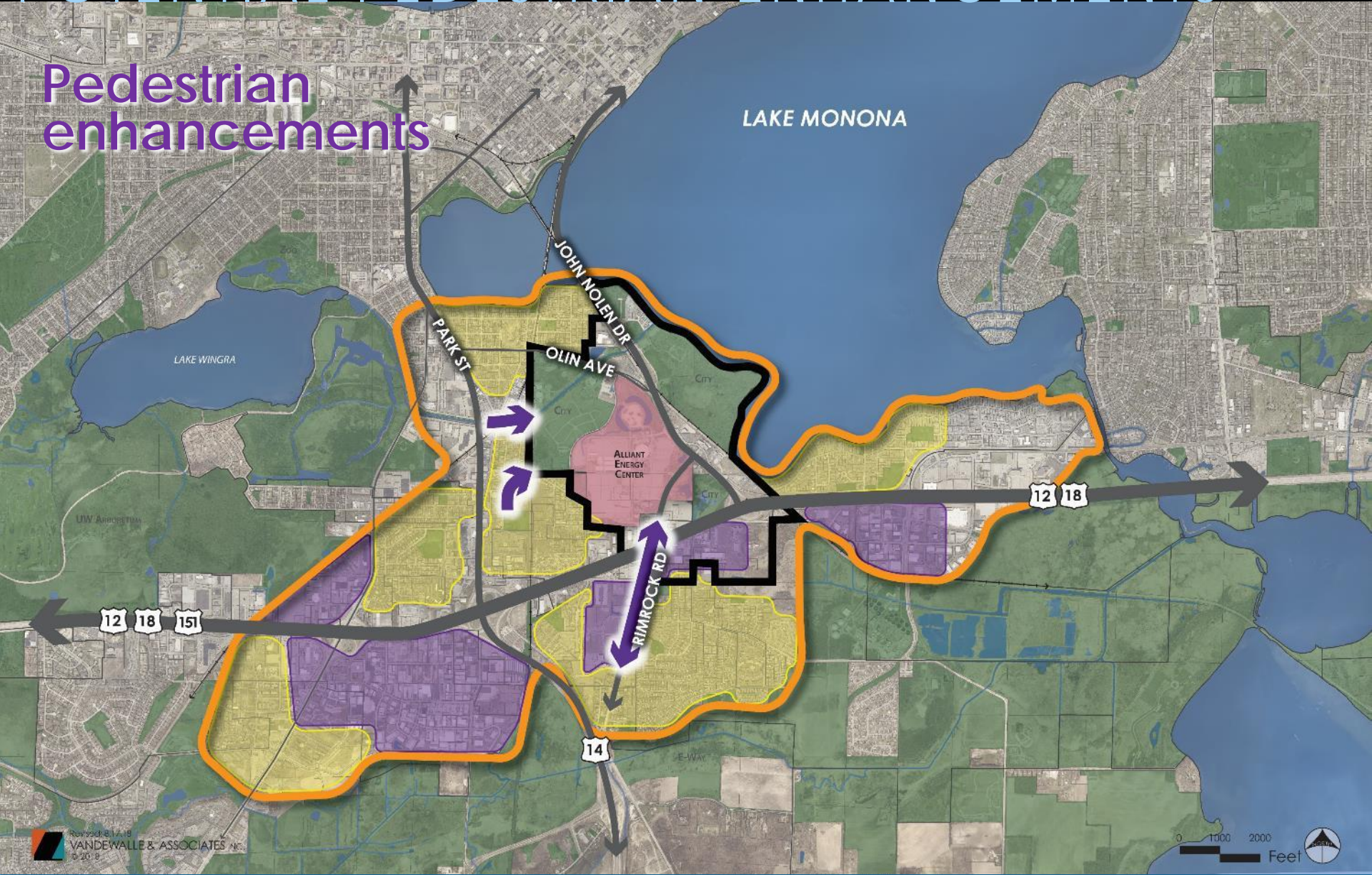
MIX OF LAND USES



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POTENTIAL PEDESTRIAN ENHANCEMENTS

Pedestrian
enhancements

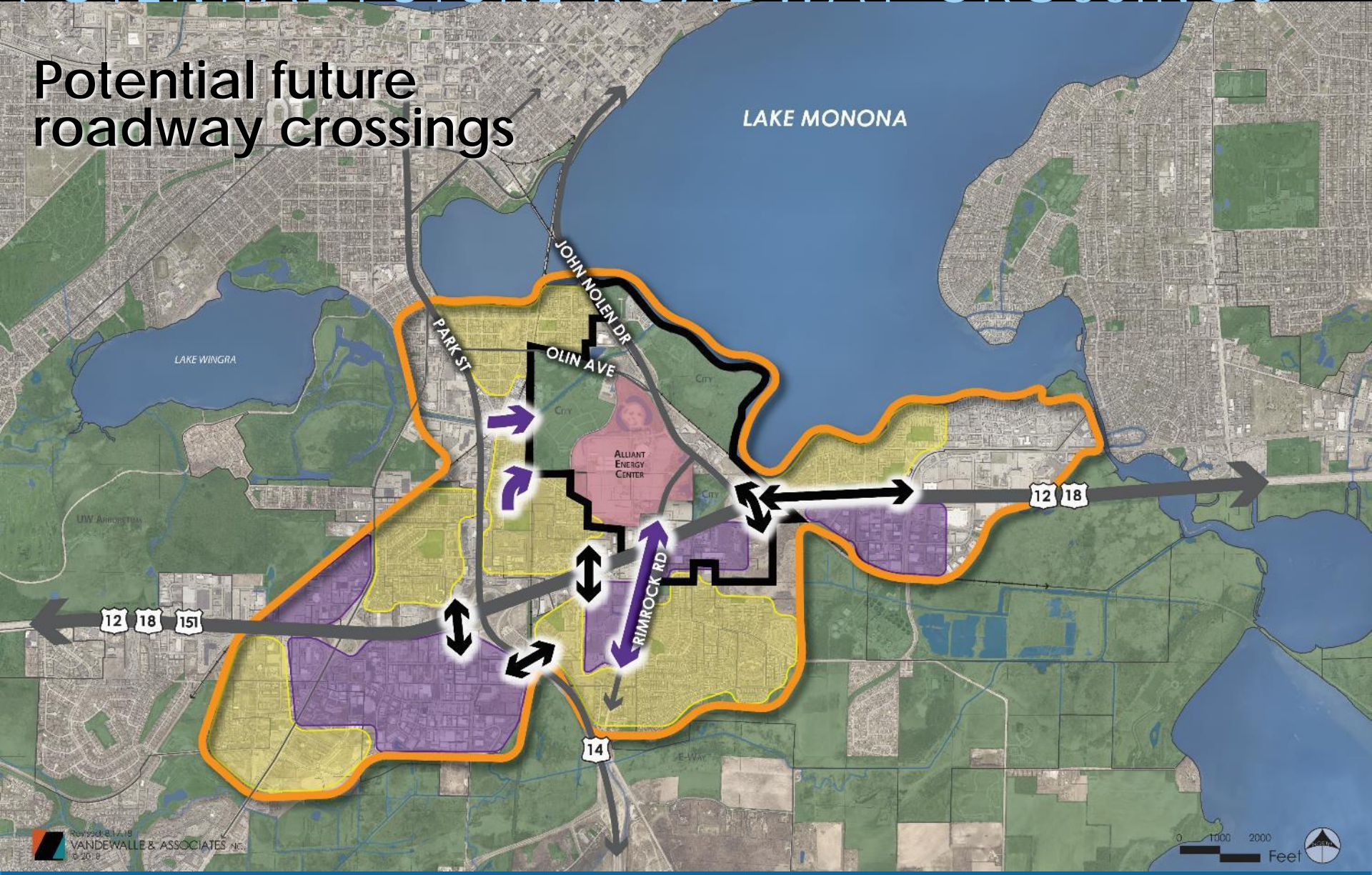


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0 1000 2000 Feet

POTENTIAL FUTURE ROADWAY CROSSINGS

Potential future roadway crossings

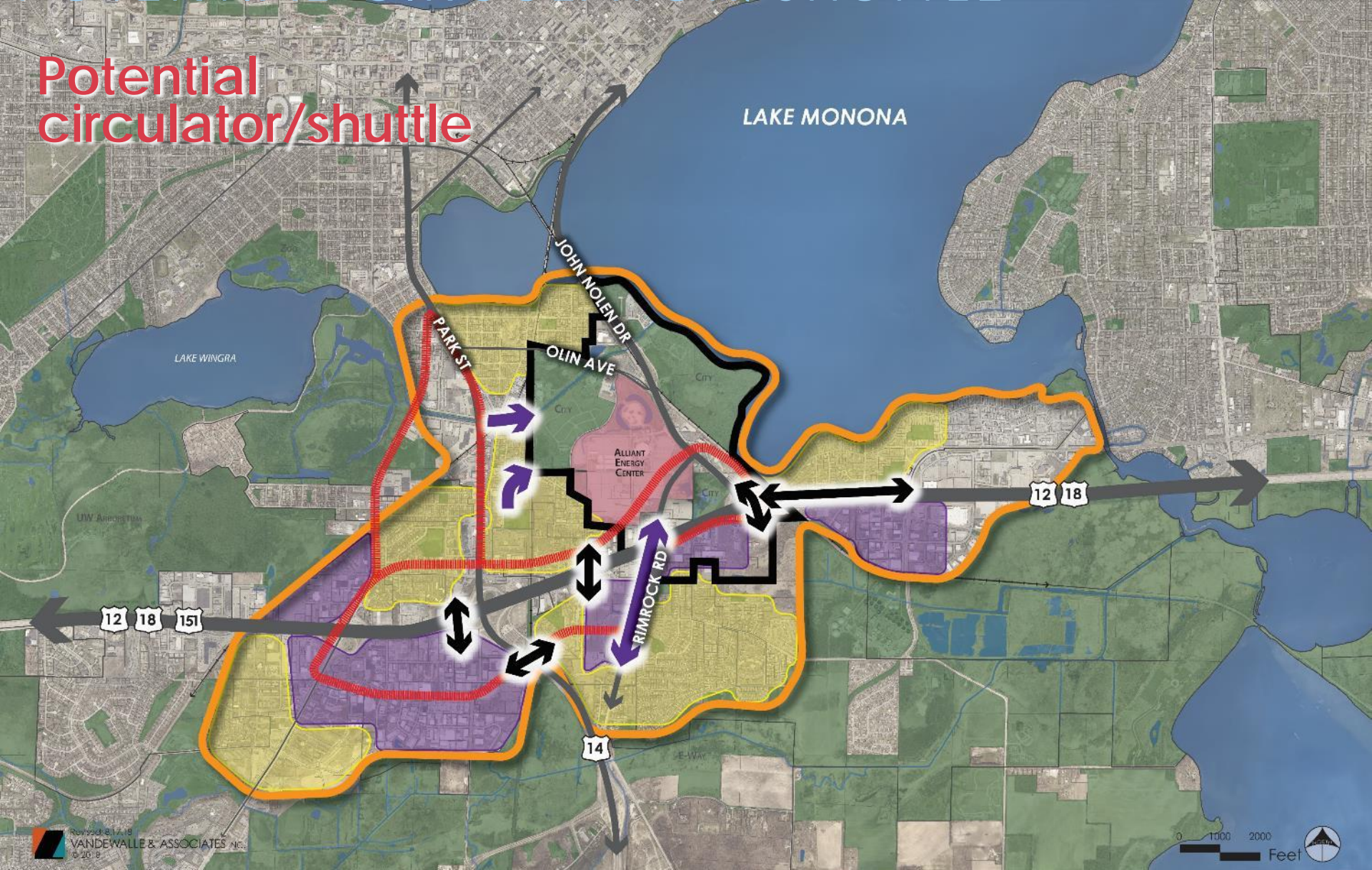


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0 1000 2000 Feet

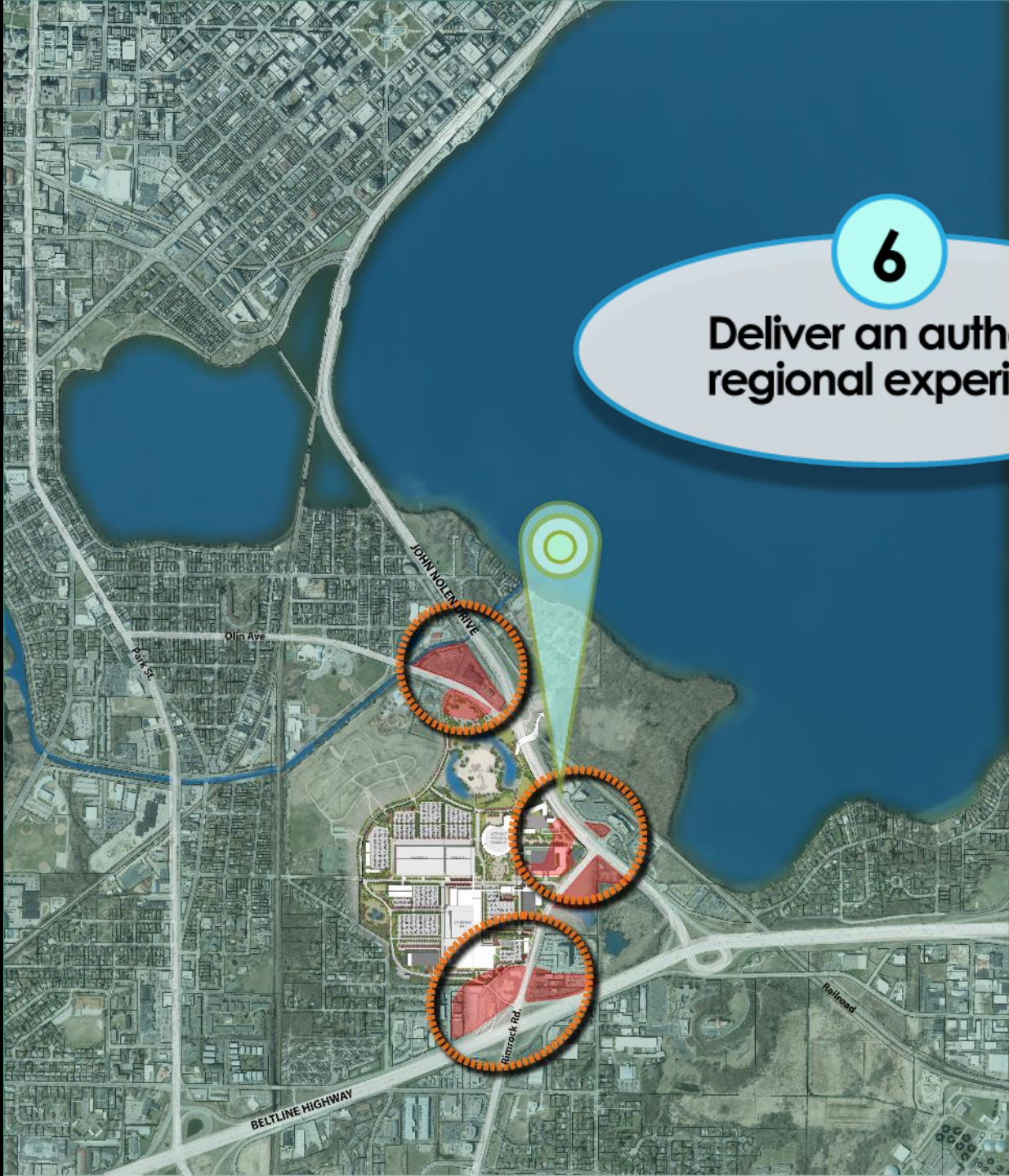
POTENTIAL CIRCULATOR/SHUTTLE

Potential circulator/shuttle



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STRATEGY 6



6

Deliver an authentic regional experience

PLACE-BASED ASSETS:

ELEMENTS:



**REGIONAL
LANDSCAPE**

Landscape forms,
signage, public art,
plantings



LAKE, WATER

Water quality
improvements,
gardens

PLACEMAKING

PLACE-BASED ASSETS:



**BIKE
EXPERIENCE**



LOCAL FOOD

ELEMENTS:

Trail head, hotel
bikes, B-cycle,
Enhanced
causeway

Restaurants,
gardens, catering
focus

PLACEMAKING

PLACE-BASED ASSETS:

ELEMENTS:



HEALTH AND
FITNESS

Facilities, health
& workout
programming

PLACEMAKING

BRAND AS A DISTRICT

HEALTH TECH
ECONOMY

REFLECTION

RECHARGE

EXPERIENCES

NOURISHMENT

CELEBRATION

CONNECTION

RECREATION

FITNESS

PLAY



SIX KEY STRATEGIES

1. Integrate a mix of uses & everyday attractions
2. Create a cohesive park & open space system
3. Connect across John Nolen Dr & Rimrock Rd
4. Add multimodal connections to downtown area/Isthmus
5. Enhance access & connection to surrounding area
6. Deliver an authentic regional experience



DESTINATION DISTRICT VISION

*Bringing together
Big Ideas under one tent*

