

DESTINATION DISTRICT VISION & STRATEGY

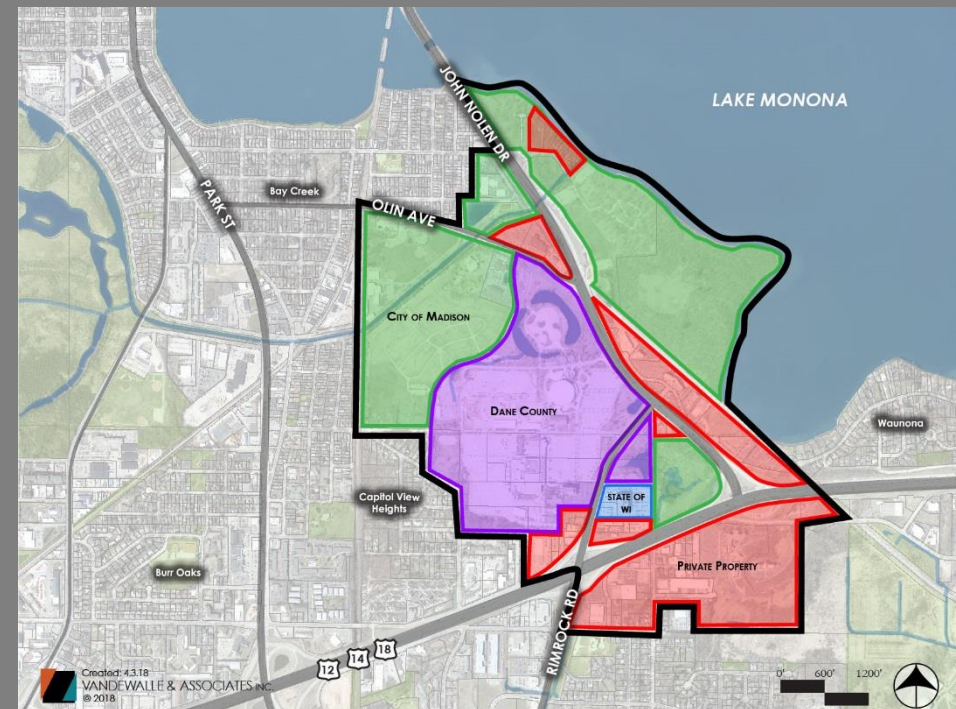
Work in Progress 8.20.18

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

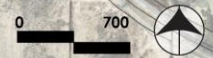
Six Key Elements:

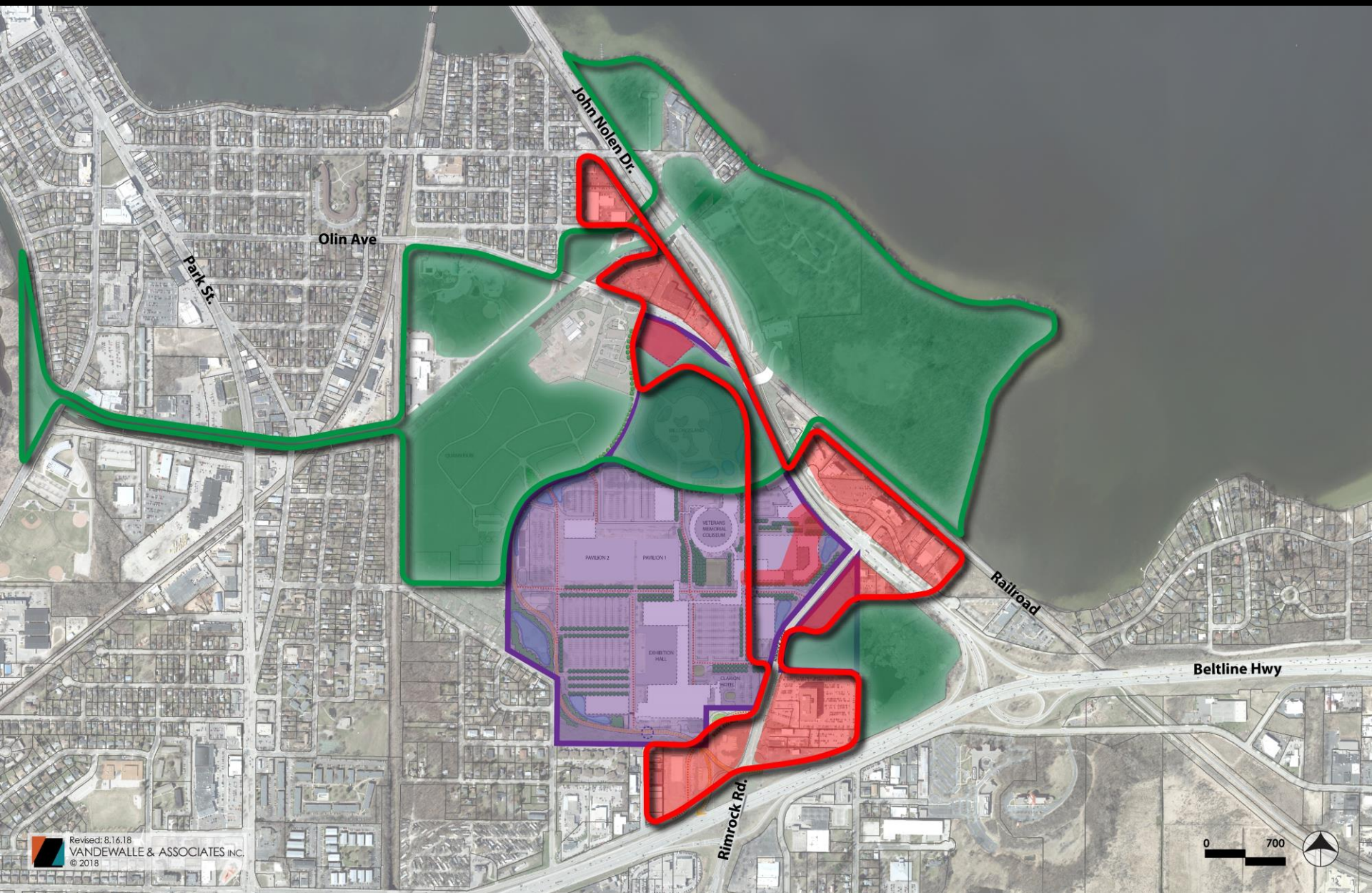
1. Land Use
2. Placemaking
3. Circulation and Access
4. Connections
5. Greenspace Integration
6. Stormwater Management



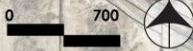


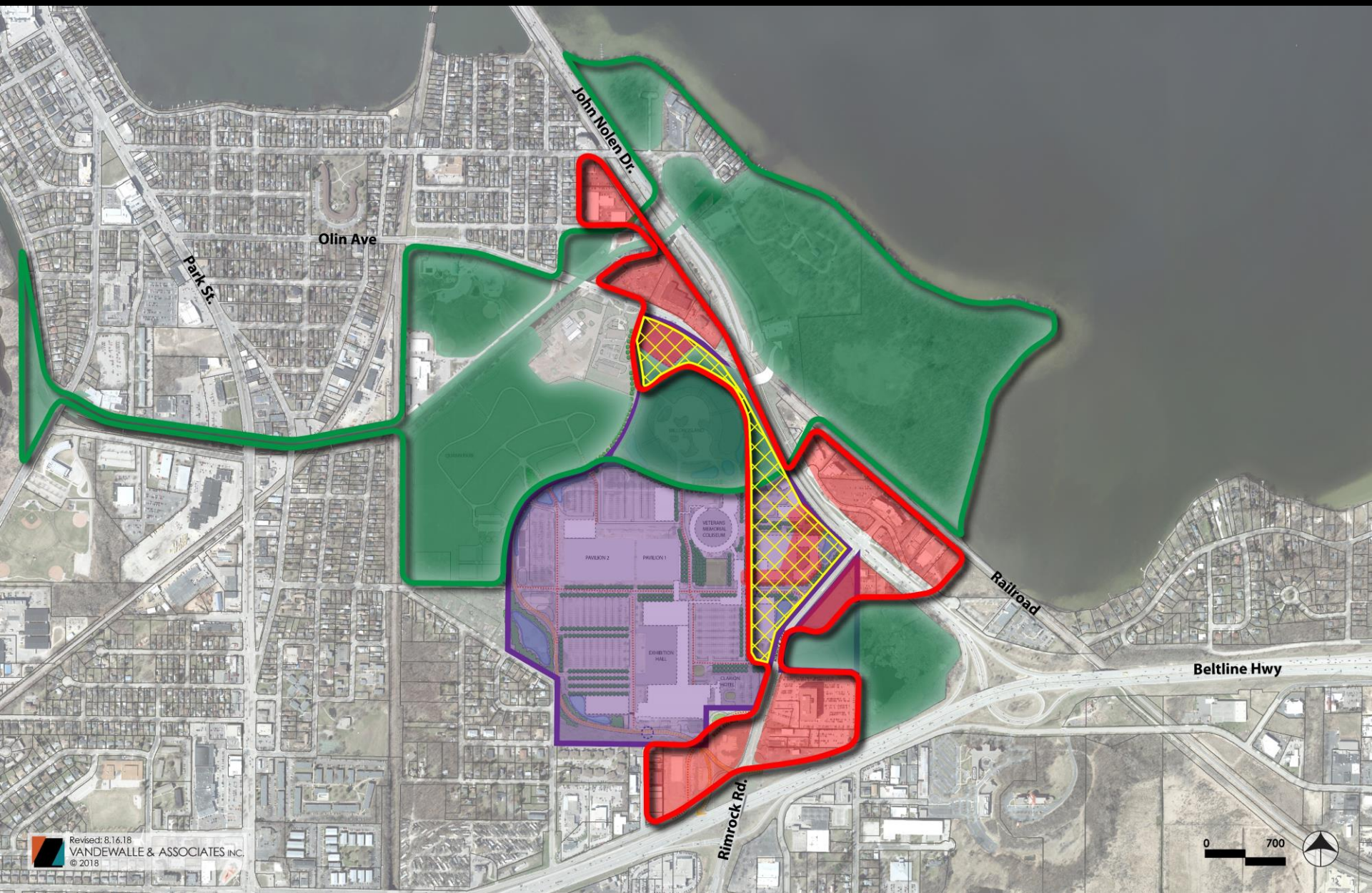
Revised: 8.16.18
VANDEWALLE & ASSOCIATES INC.
© 2018



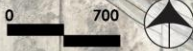


Revised: 8.16.18
VANDEWALLE & ASSOCIATES INC.
© 2018



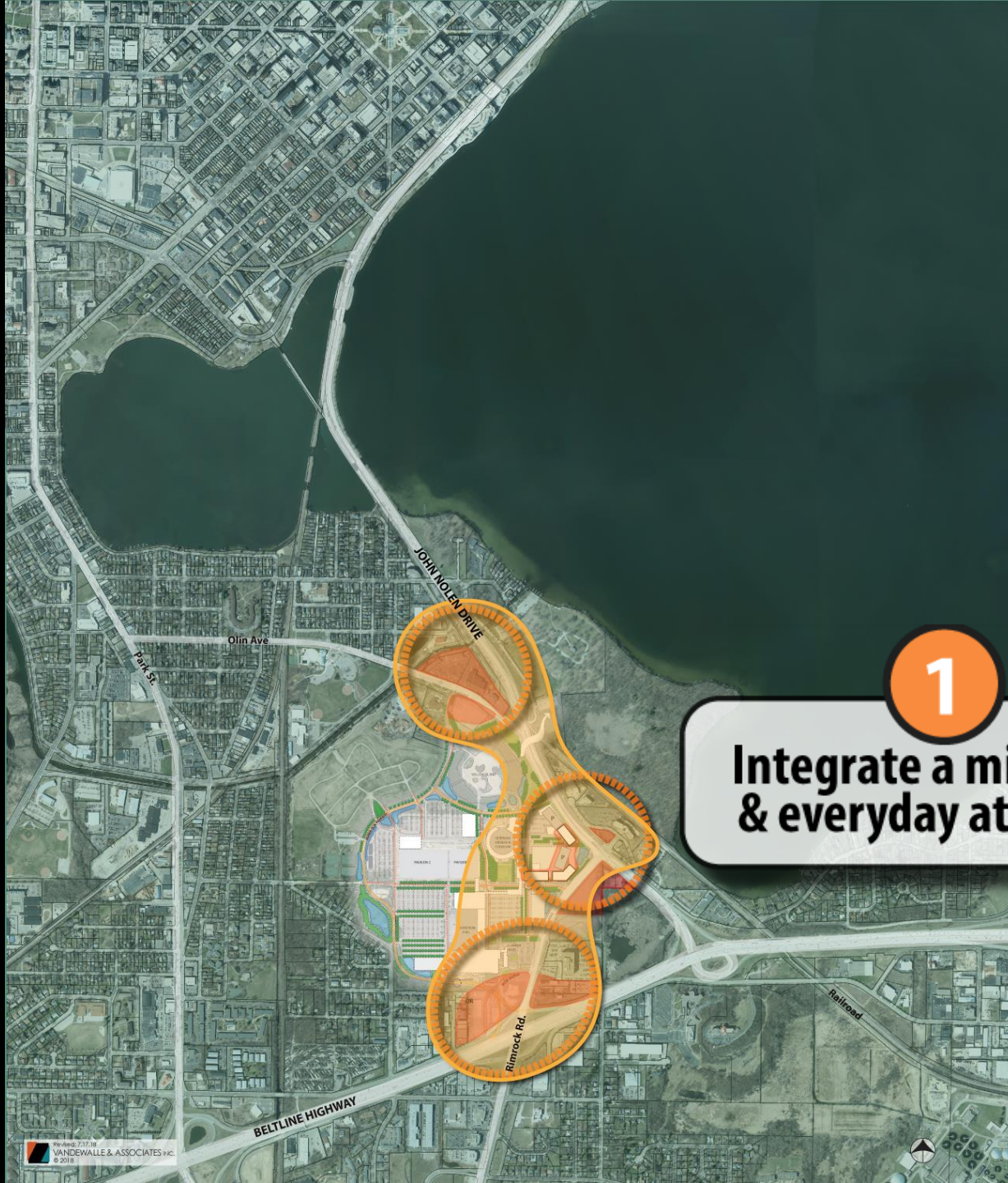


Revised: 8.16.18
VANDEWALLE & ASSOCIATES INC.
© 2018





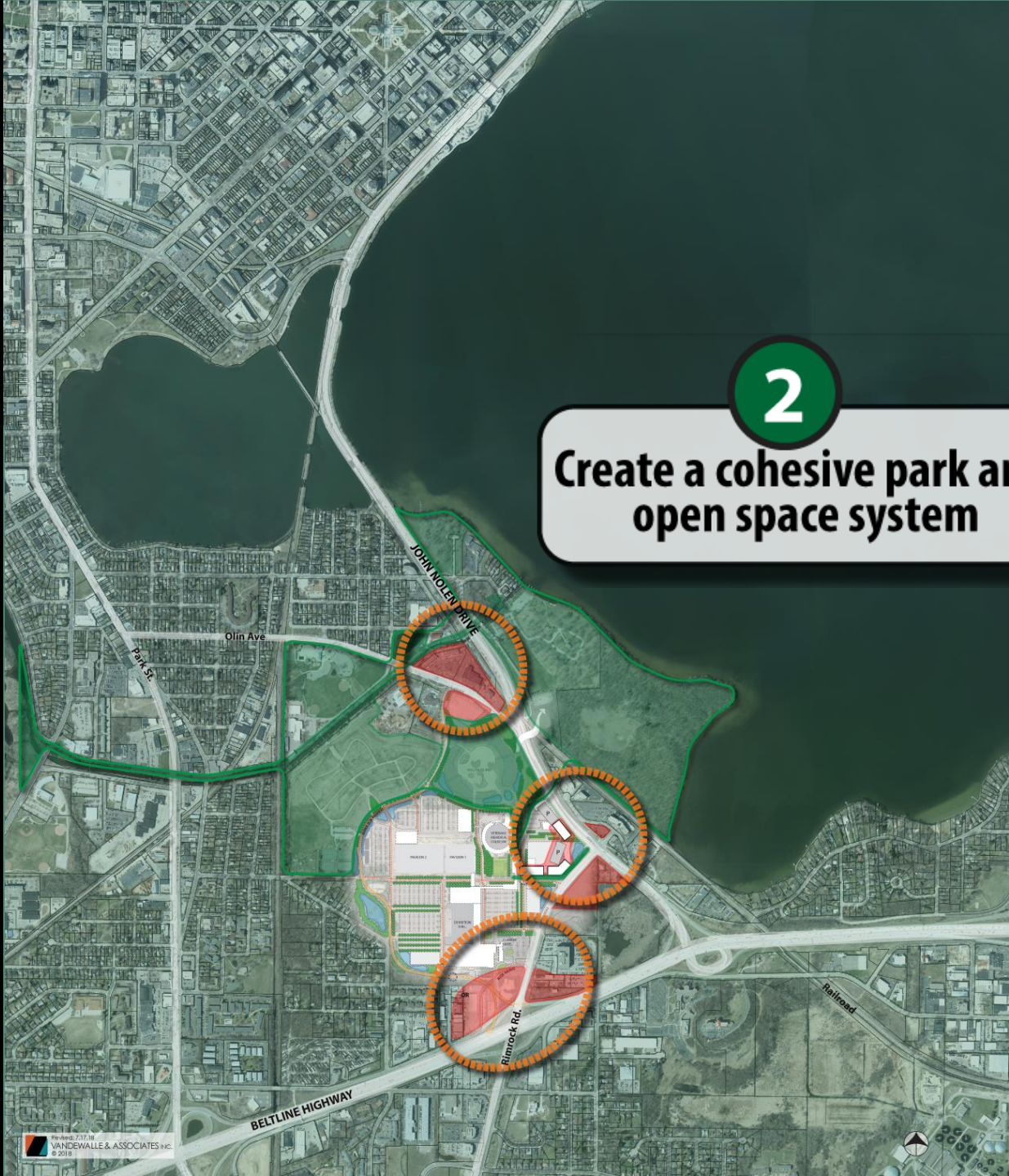
6 KEY STRATEGIES TO SHAPE A DESTINATION DISTRICT



1

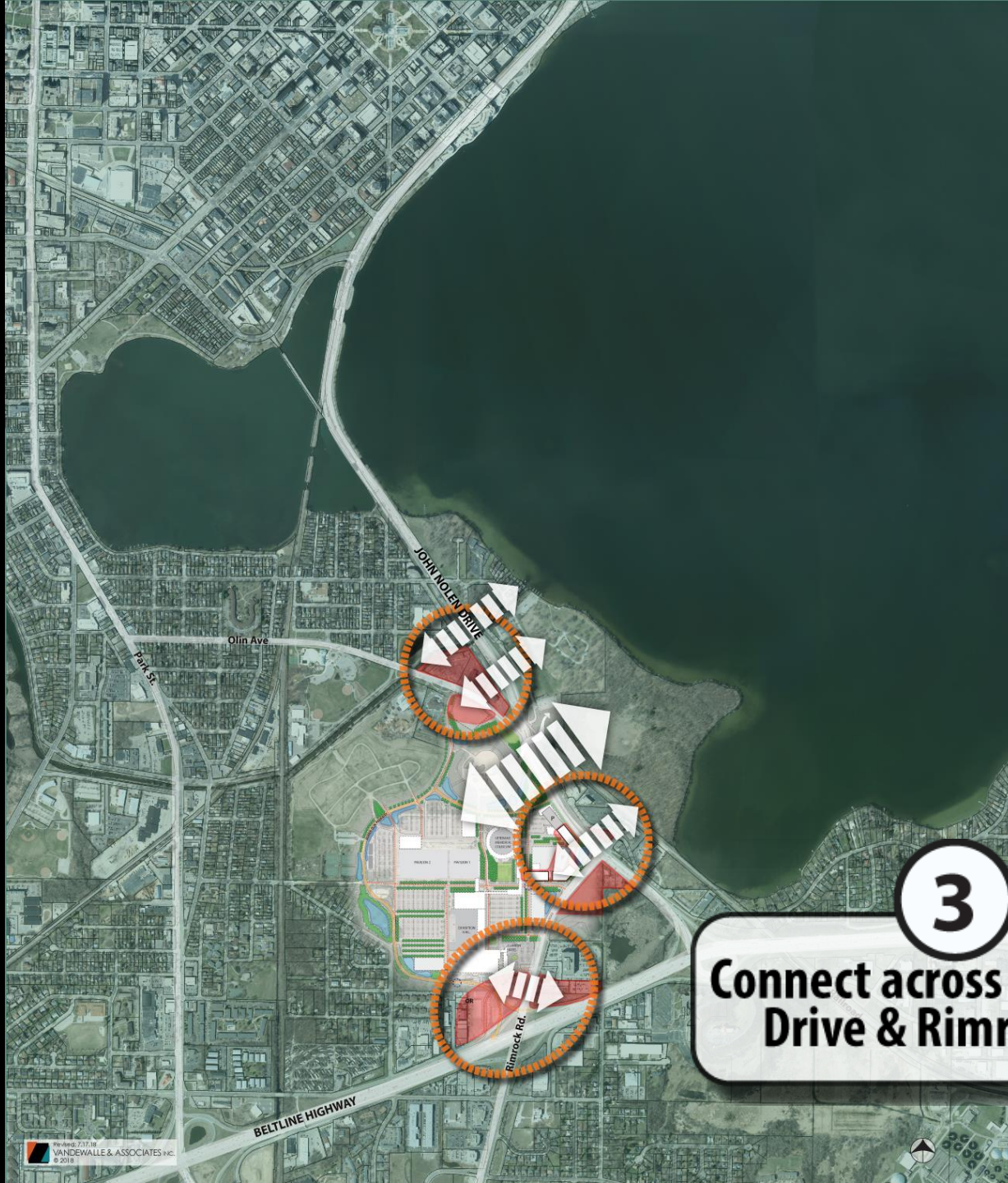
**Integrate a mix of uses
& everyday attractions**

WORK IN
PROGRESS
IDEAS &
OPPORTUNITIES
8.20.18



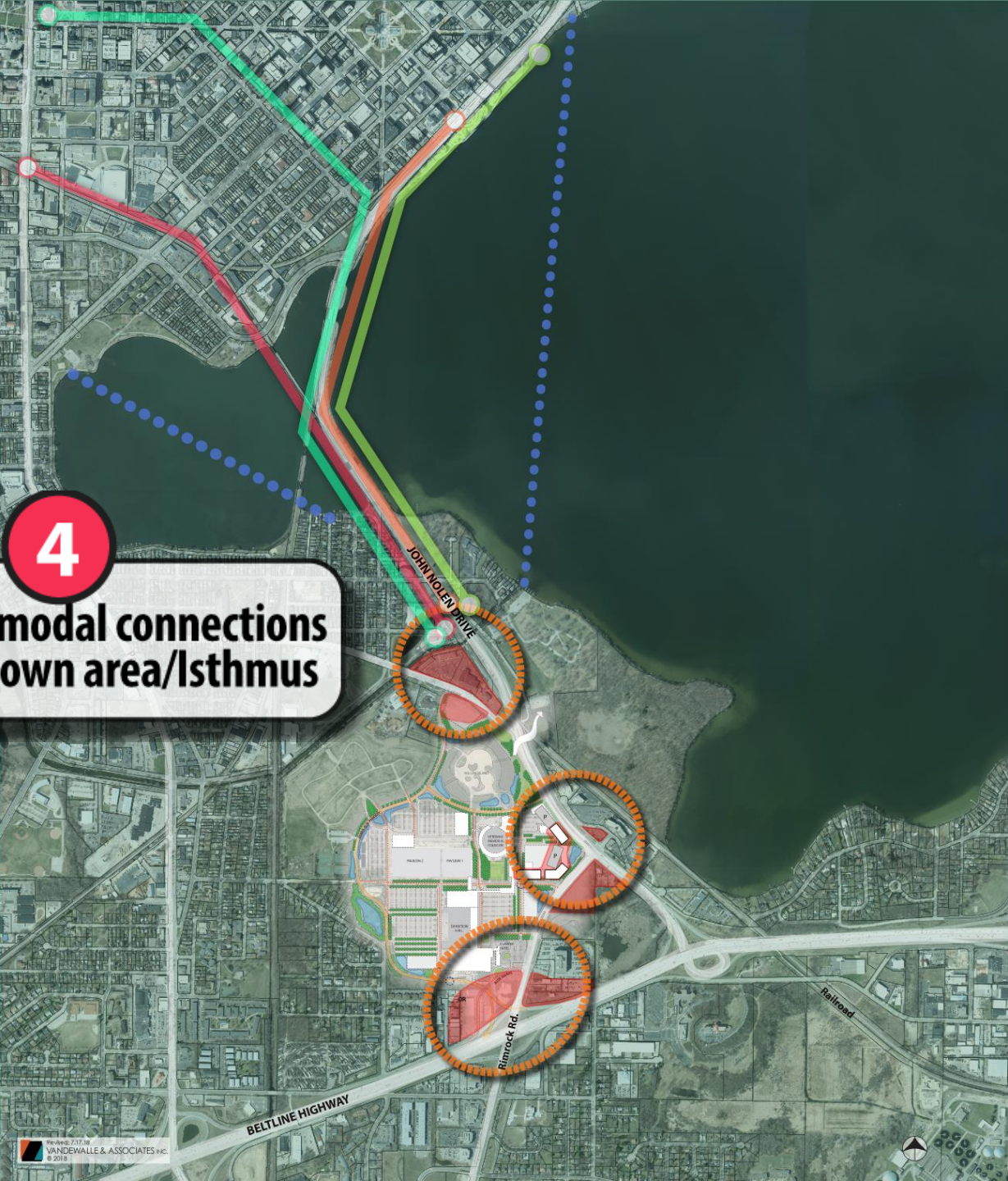
2

Create a cohesive park and open space system



3

**Connect across John Nolen
Drive & Rimrock Road**



4

Add multimodal connections to downtown area/Isthmus

5

Enhance access & connection
to surrounding area

STRATEGY 5



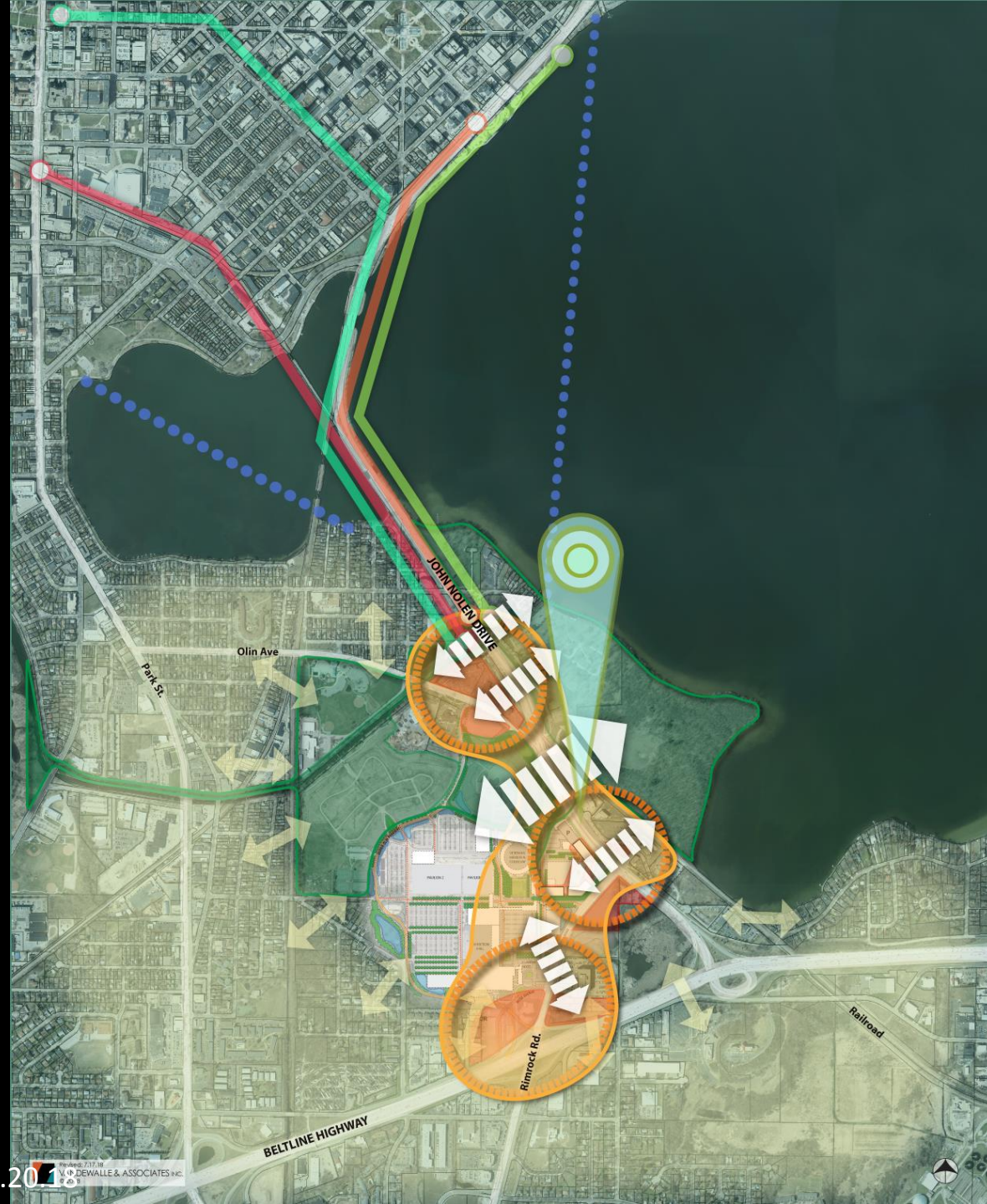


6

Deliver an authentic regional experience

SIX KEY STRATEGIES

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



INTEGRATE A MIX OF USES WITH EVERYDAY ATTRACTIONS

1

SPORTS
ENTERTAINMENT
ATTRACTION

LAKEVIEW
LIVING

HOTELS

HOTEL

BREWERY/
RESTAURANTS

CORPORATE
OFFICE

WORK IN PROGRESS IDEAS & OPPORTUNITIES 8.20.18



BELTLINE GATEWAY



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

BELTLINE GATEWAY



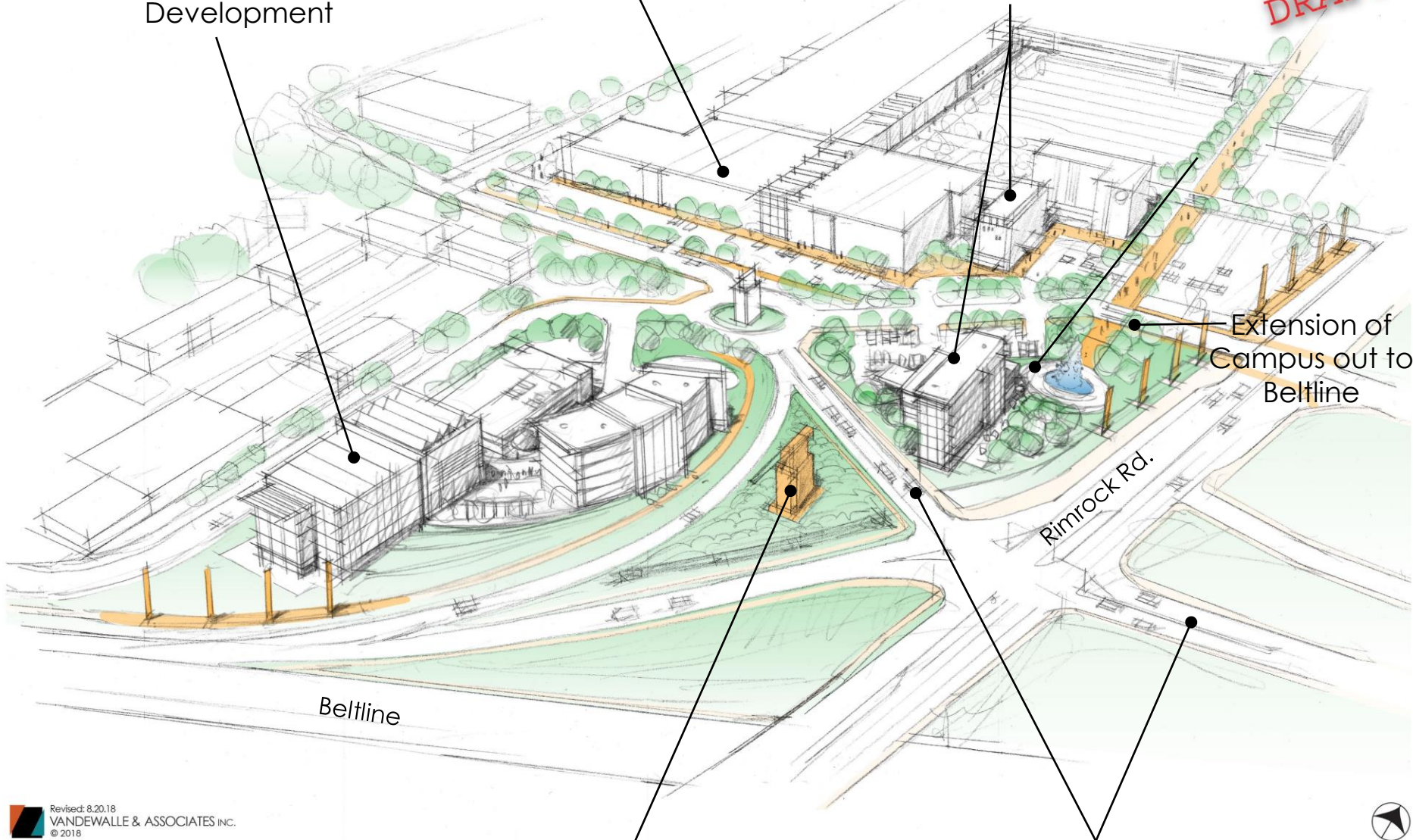
WORK IN PROGRESS IDEAS & OPPORTUNITIES 8.20.18

Potential New Corporate Office/Headquarters Development

Expo Hall Expansion

Potential Hotel Development (as part of campus)

DRAFT



Extension of Campus out to Beltline

Rimrock Rd.

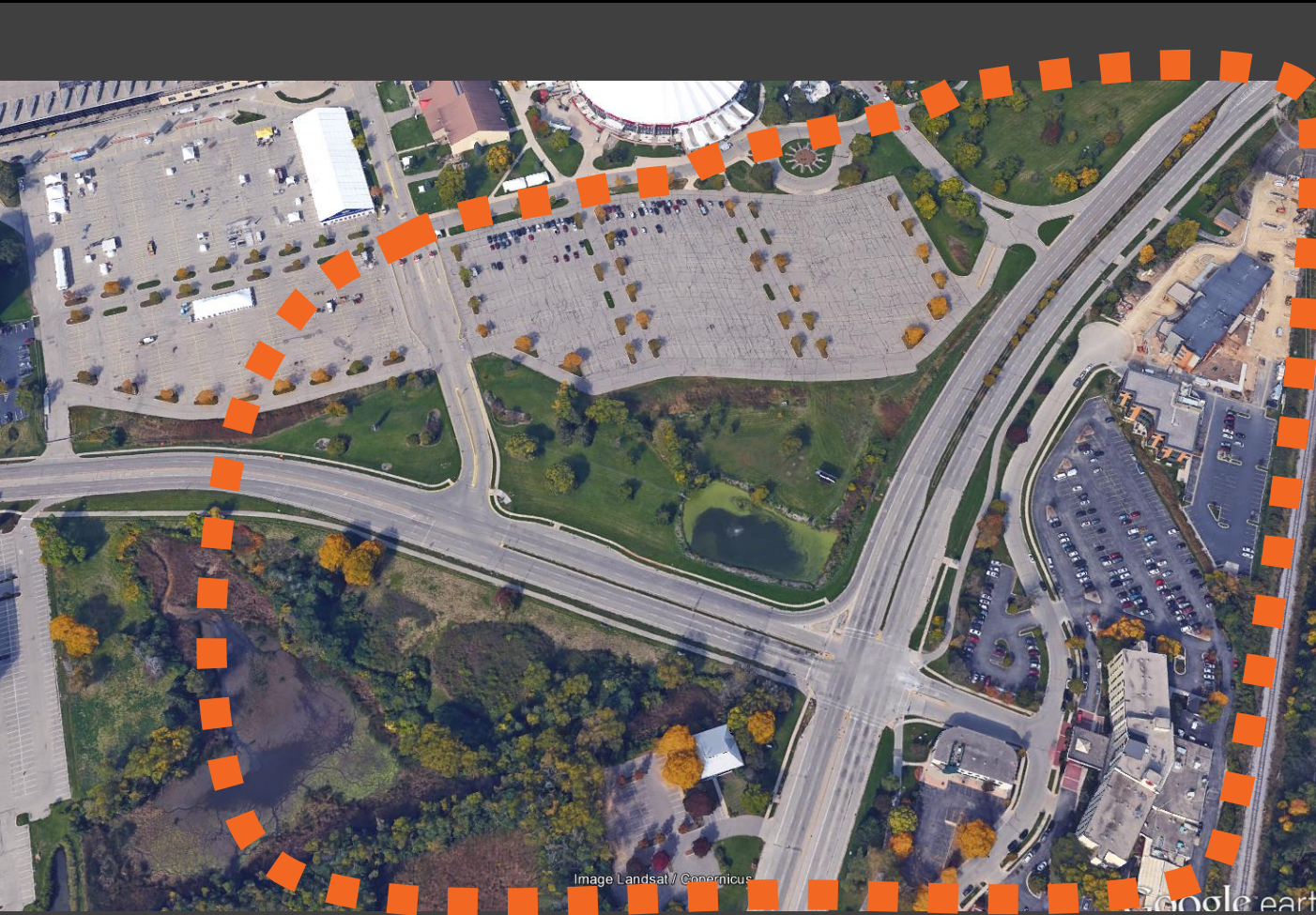
Beltline

Destination District Symbolic Feature & Signage

Enhanced access from westbound beltline

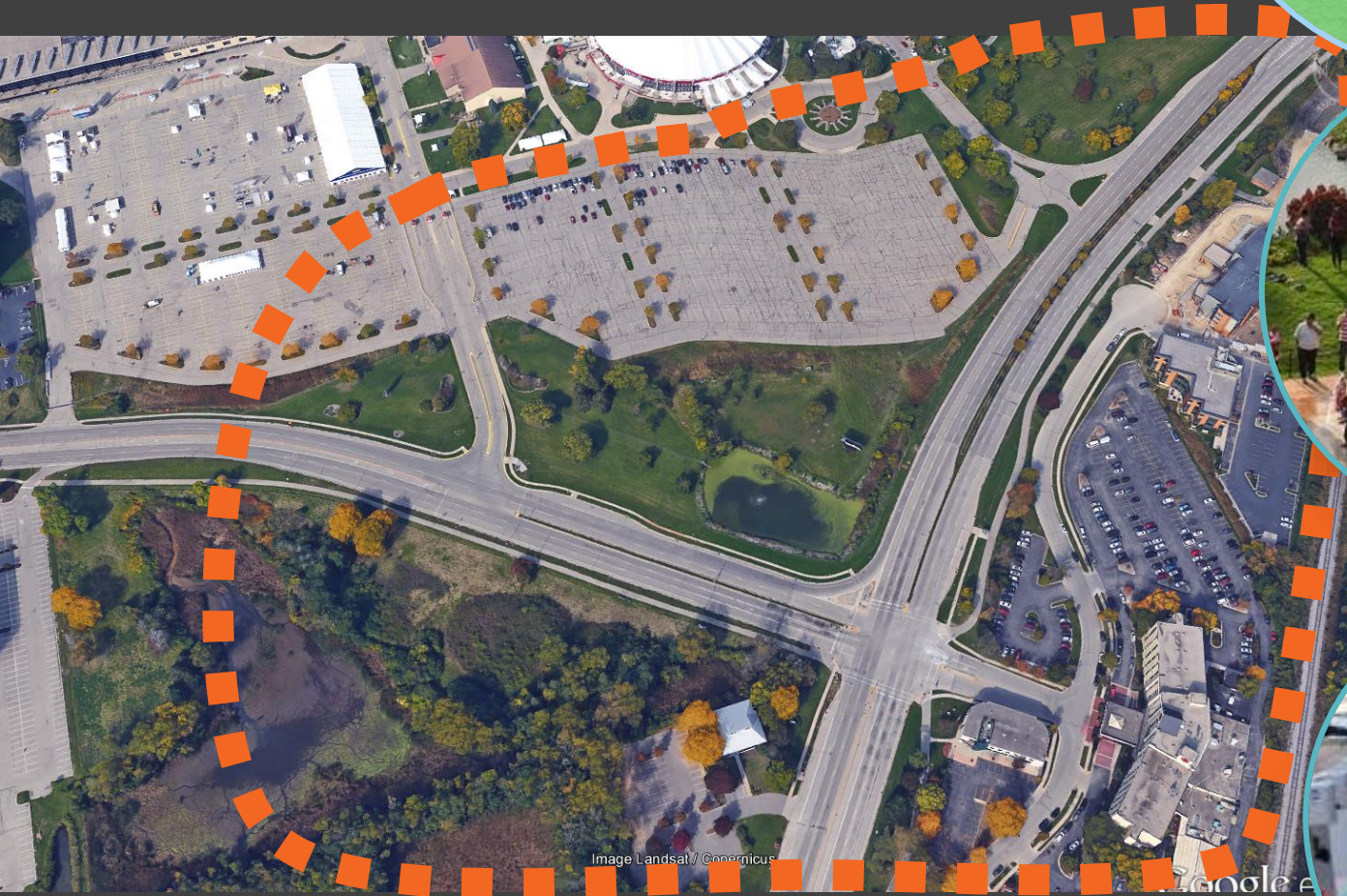


CORE

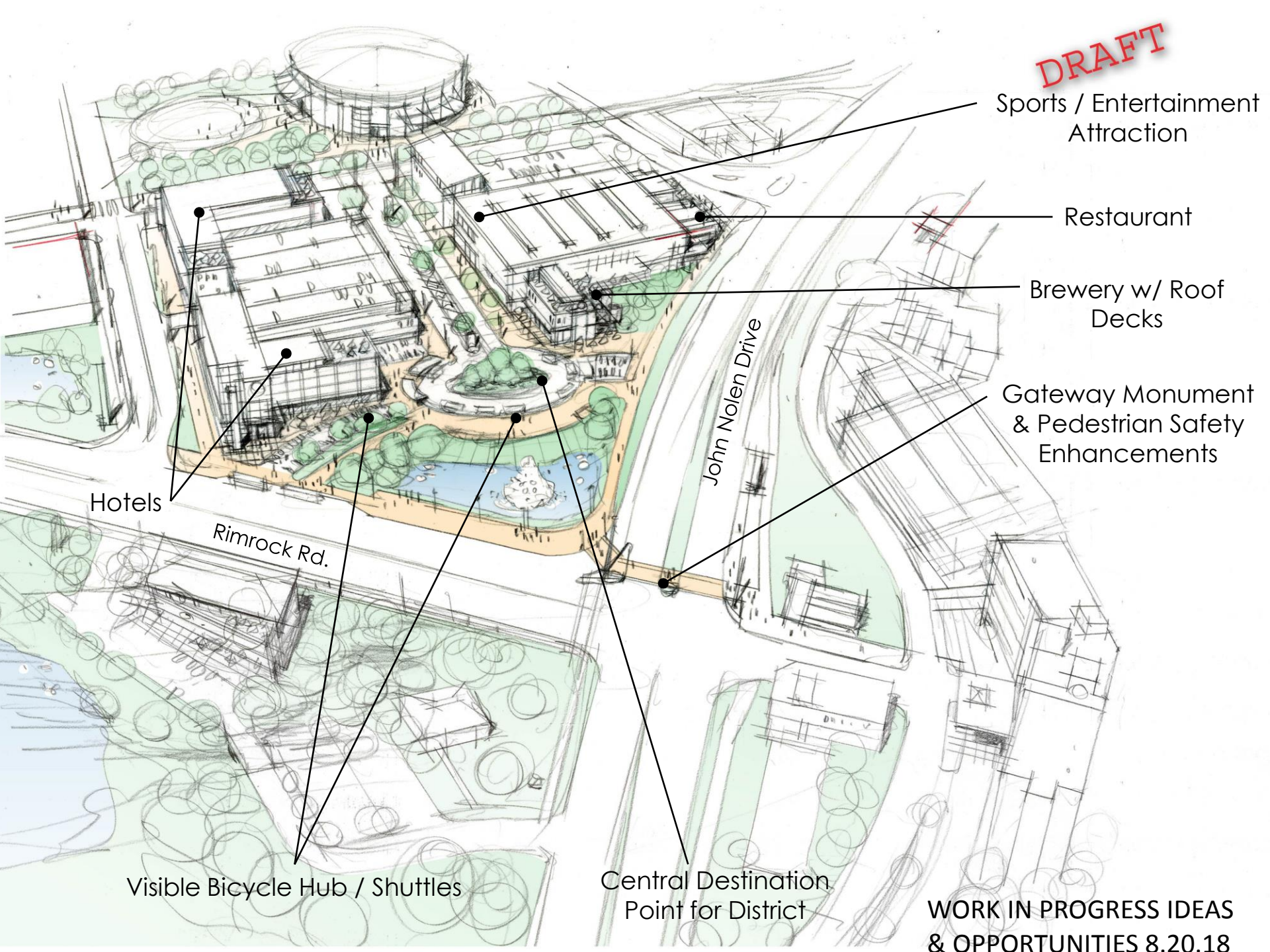


- Add **private development / destination venues** that **activates site all year round**
- Redevelopment creates a **strong visual gateway to the AEC and the City of Madison**
- Create mixed-use development anchored by hotels, restaurants and a parking deck
- Separate parking access during major events
- Create an identifiable hub or center point for the district

CORE



DRAFT



Sports / Entertainment Attraction

Restaurant

Brewery w/ Roof Decks

Gateway Monument & Pedestrian Safety Enhancements

Hotels

Rimrock Rd.

John Nolen Drive

Visible Bicycle Hub / Shuttles

Central Destination Point for District

WORK IN PROGRESS IDEAS & OPPORTUNITIES 8.20.18

LAKEVIEW



- Evaluate making AEC property north of **Willow Island** available for private development
- Take advantage of **lake and Capitol views**
- Multimodal focus/reduce parking demand
- Mixed housing types and incomes

LAKEVIEW



WORK IN PROGRESS IDEAS & OPPORTUNITIES 8.20.18



LAKESIDE

WATERFRONT/
GARDEN WALKWAY

WILLOW ISLAND

Office

SCULPTURE
PARK

CORE

KID ZONE

WORK IN PROGRESS IDEAS &
OPPORTUNITIES 8.20.18

RESTAURANT

CREATE A COHESIVE PARK & OPEN SPACE SYSTEM

2



Revised: 8.16.18
VANDEWALLE & ASSOCIATES INC.
© 2018





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

Revised: 8.16.18
VANDEWALLE & ASSOCIATES INC.
© 2018

REGIONAL TRAILHEAD



Revised: 8.20.18
VANDEWALLE & ASSOCIATES
© 2018

2000 Feet

CONNECT ACROSS
JOHN NOLEN &
RIMROCK ROAD

3

LAKESIDE

- Monuments
- Pedestrian Barriers

WINGRA

- Expansion & Connect to Lake

OLIN

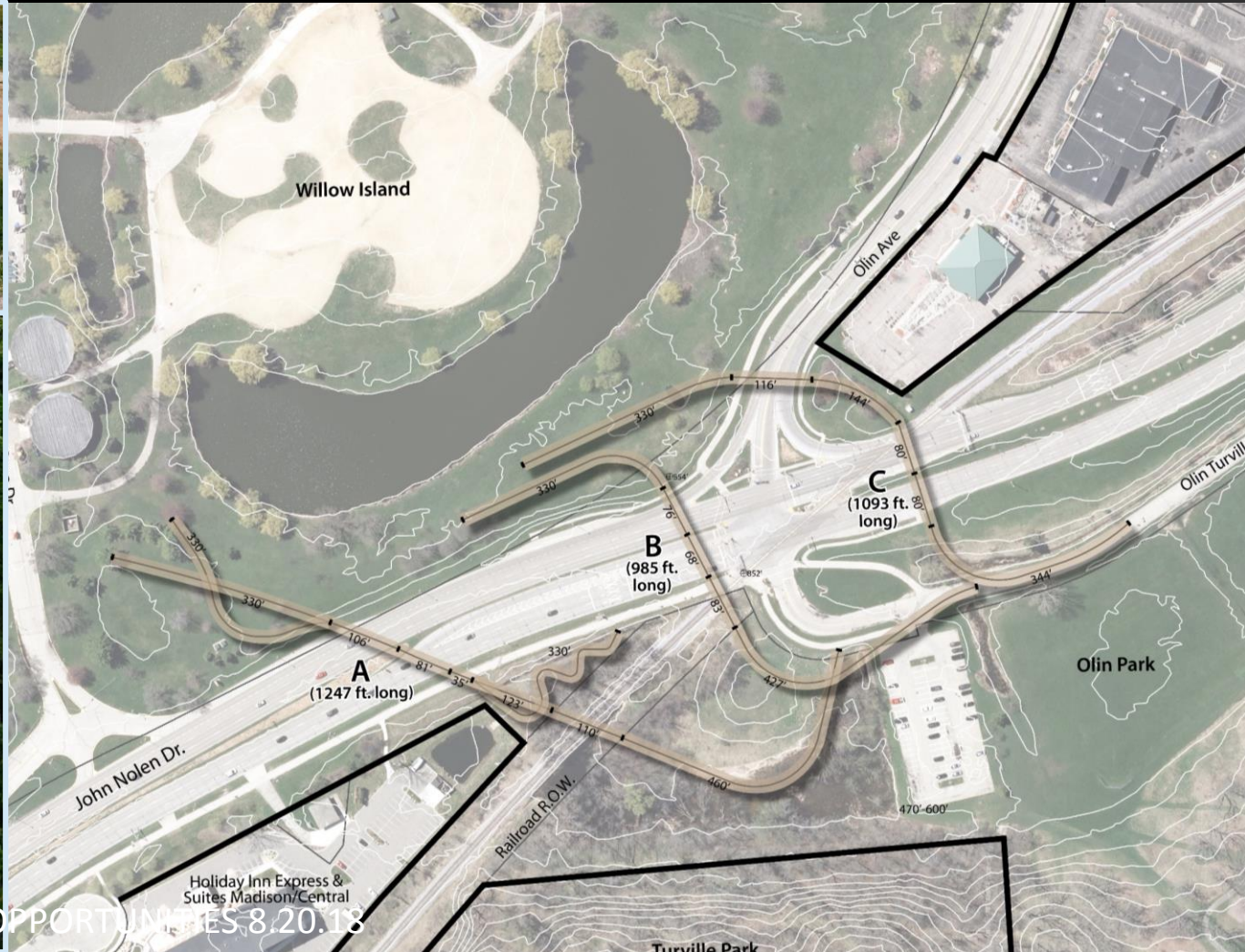
- Bridge

RIMROCK

- Gateway Monument/
Pedestrian Safety
Enhancements
- Expanded Median/Lane
 - Pavement color
 - Pedestrian
experience/development



CROSSING JOHN NOLEN NEAR OLIN



WORK IN PROGRESS IDEAS & OPPORTUNITIES 8.20.18

ADD MULTIMODAL CONNECTIONS TO DOWNTOWN AREA & ISTHMUS

4



Event Shuttles



Increased bikeshare convenience



Future rail?



Park and Ride

BRT



Enhanced pedestrian experience

POTENTIAL INTERCITY RAIL LONG-TERM POTENTIAL

- Rail Line
- Rail Stops



TWIN CITIES

Lake Mendota

Lake Monona

ALLIANT ENERGY CENTER

CHICAGO

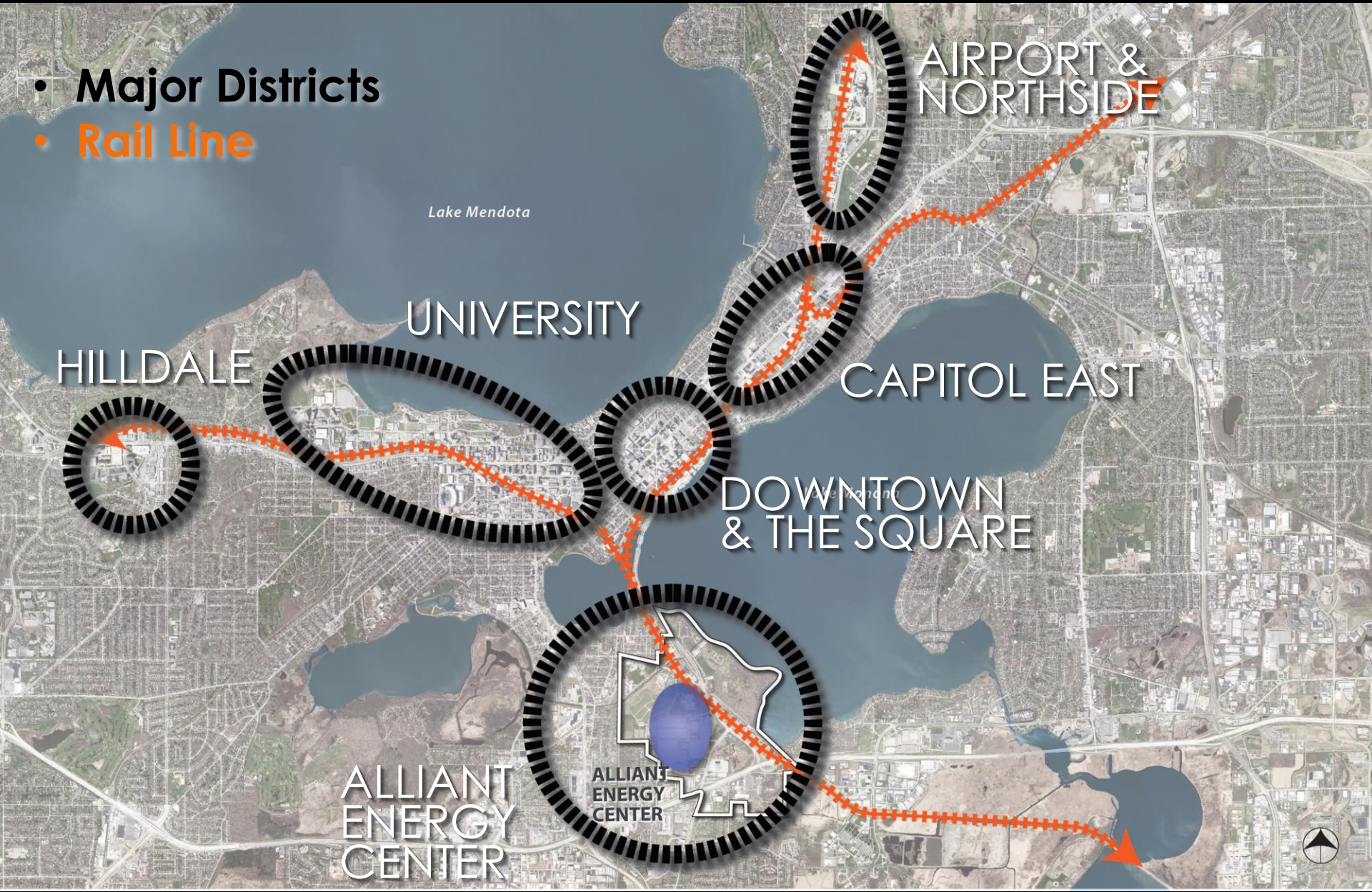
MULTI MODAL VENUE CONNECTION OPPORTUNITY

- Major Venues
- Bike Trail
- Rail Line



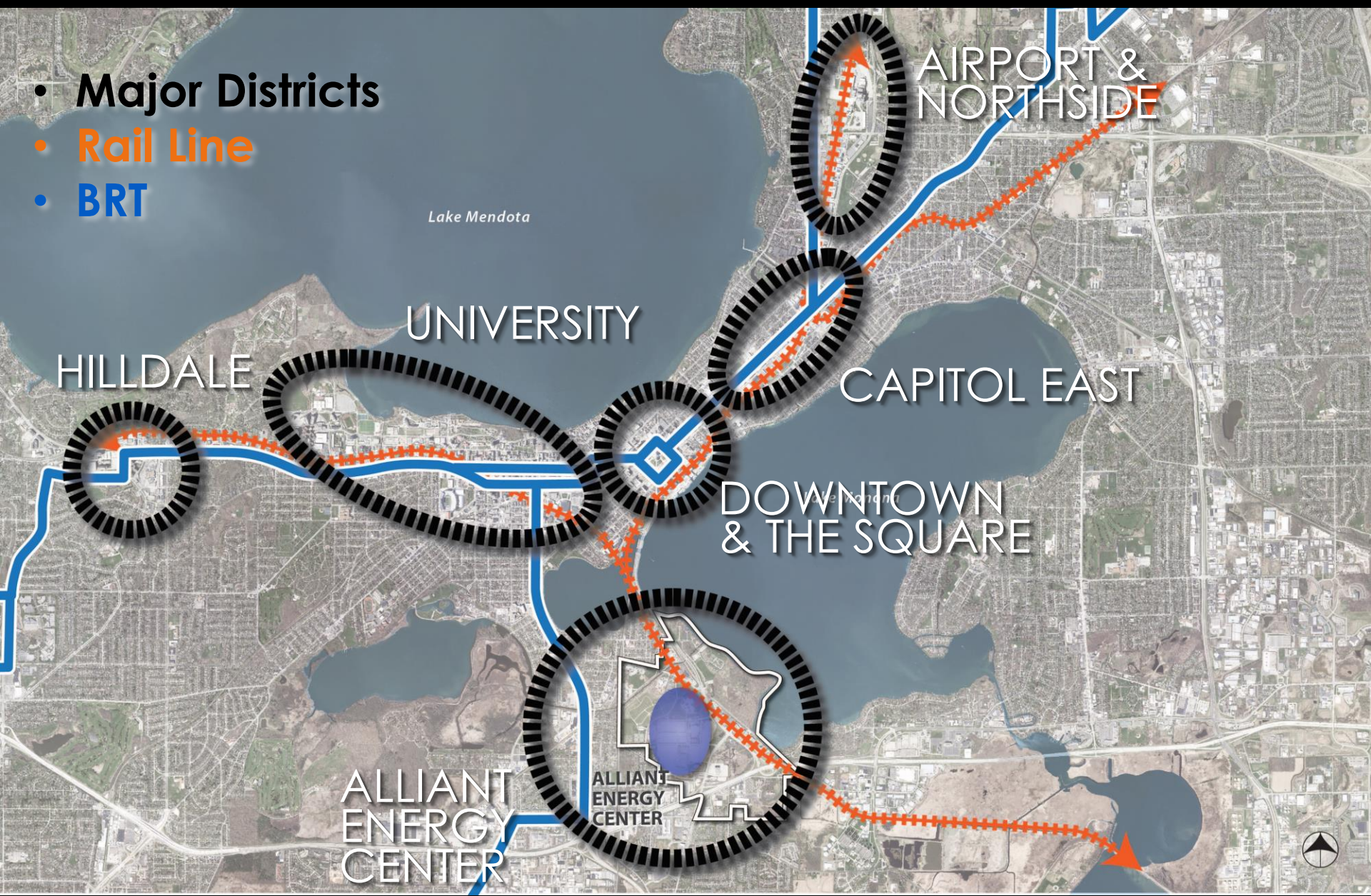
MAJOR DISTRICTS & RAIL LINE

- Major Districts
- Rail Line



MAJOR DISTRICTS, RAIL LINE, & BRT

- Major Districts
- Rail Line
- BRT



LOCATION IDEAS



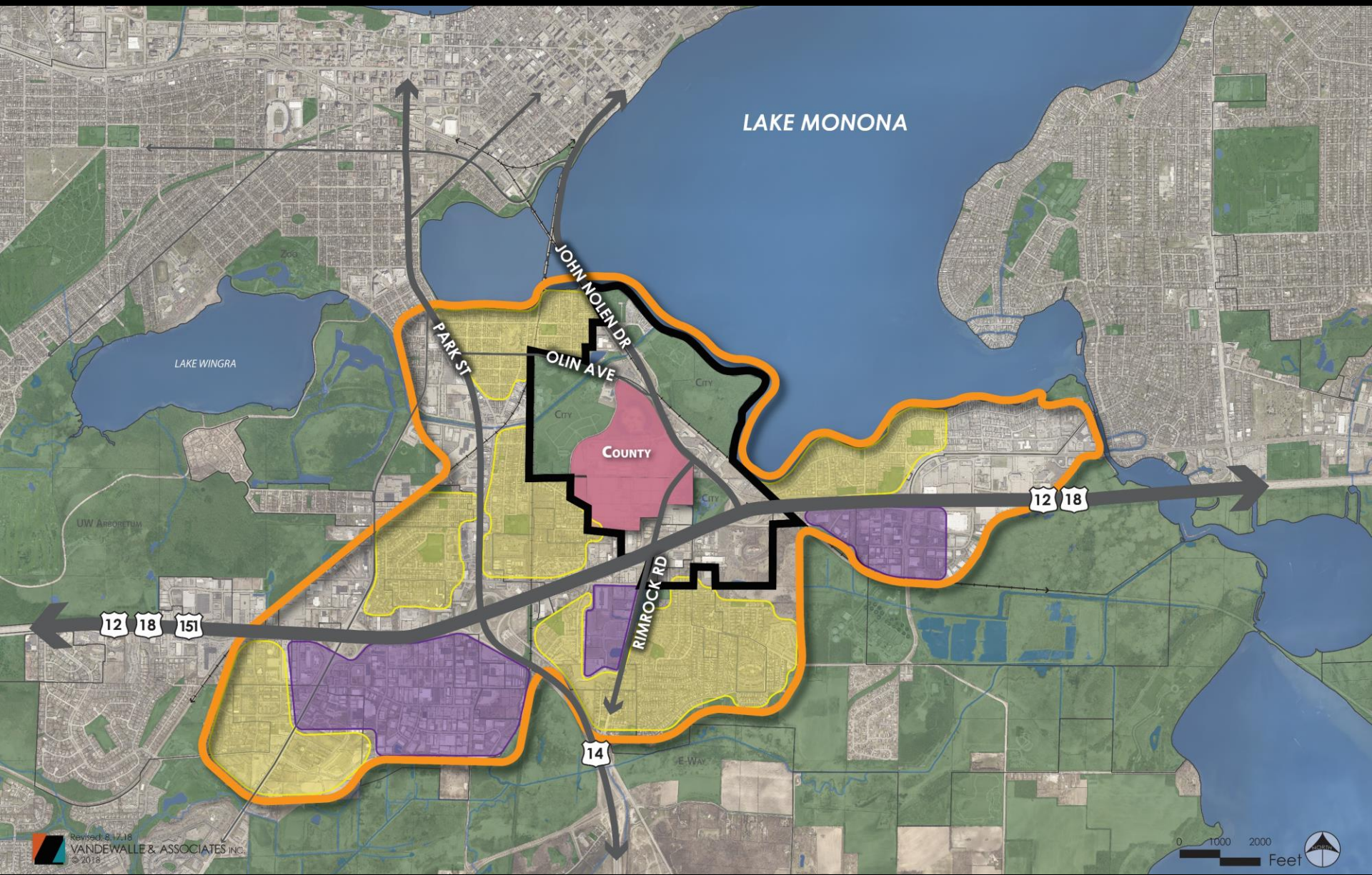
ENHANCE ACCESS AND CONNECTIONS TO THE SURROUNDING AREA

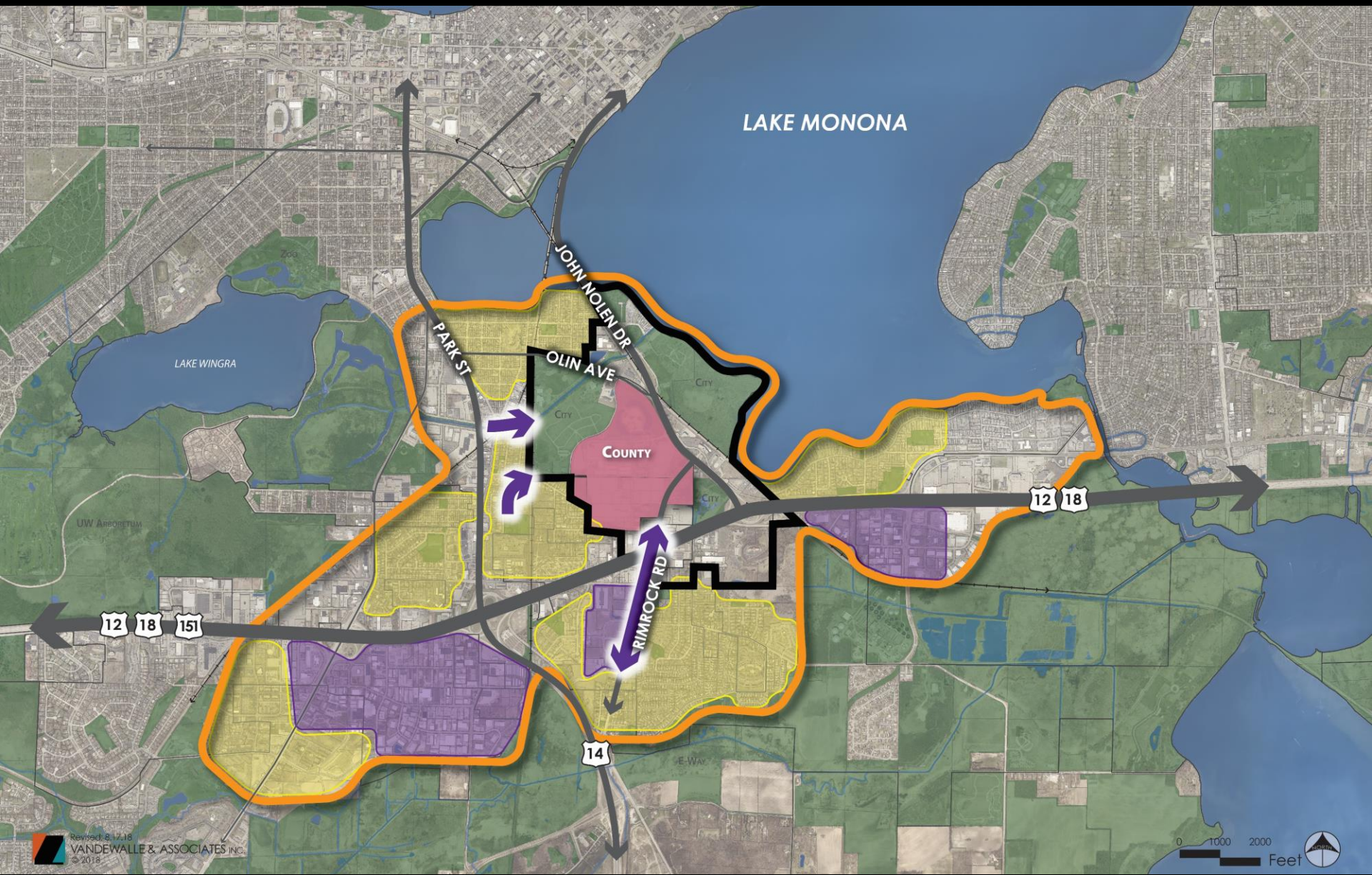
5



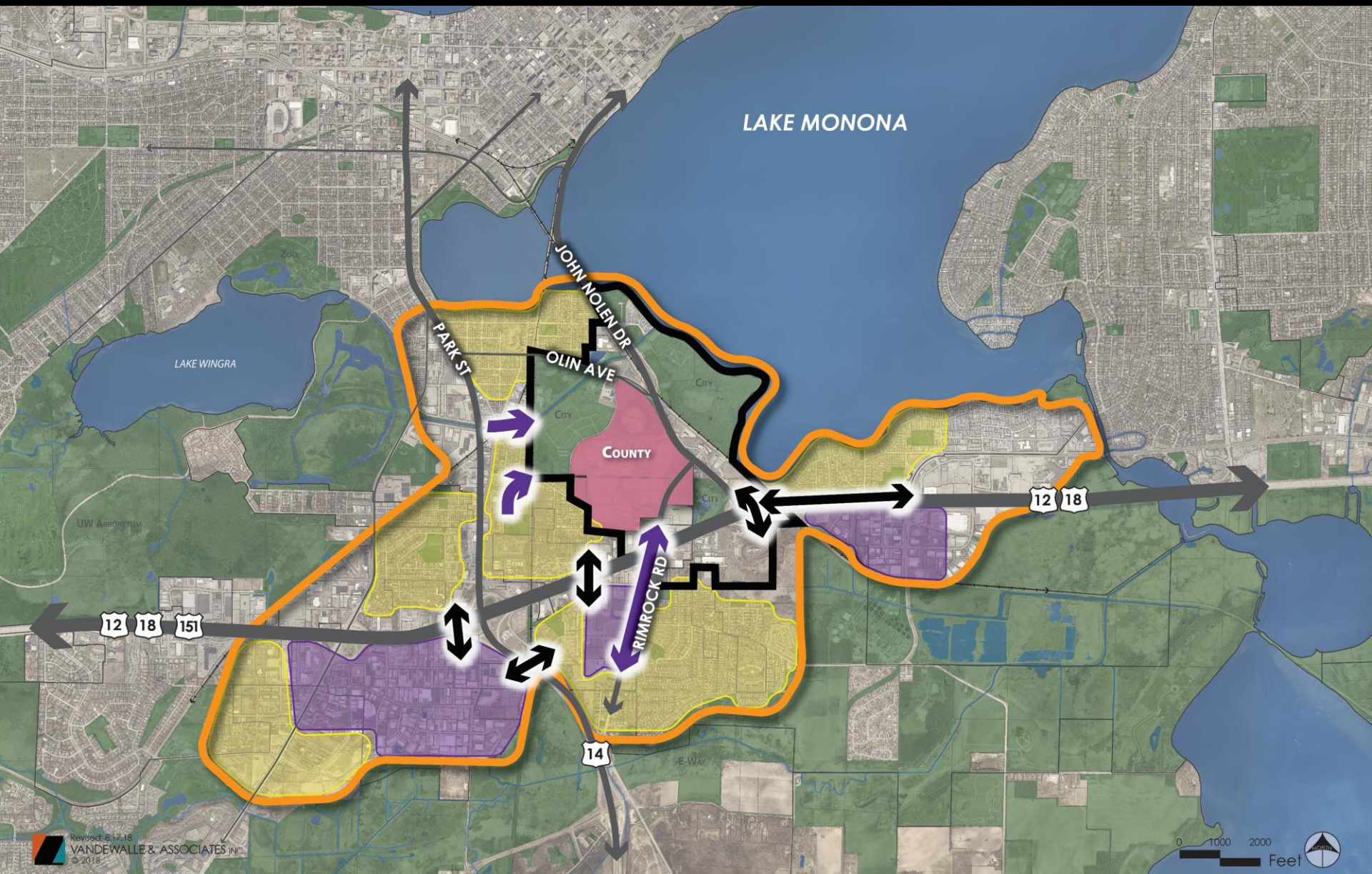
Revised: 8.17.18
VANDEWALLE & ASSOCIATES INC.
© 2018



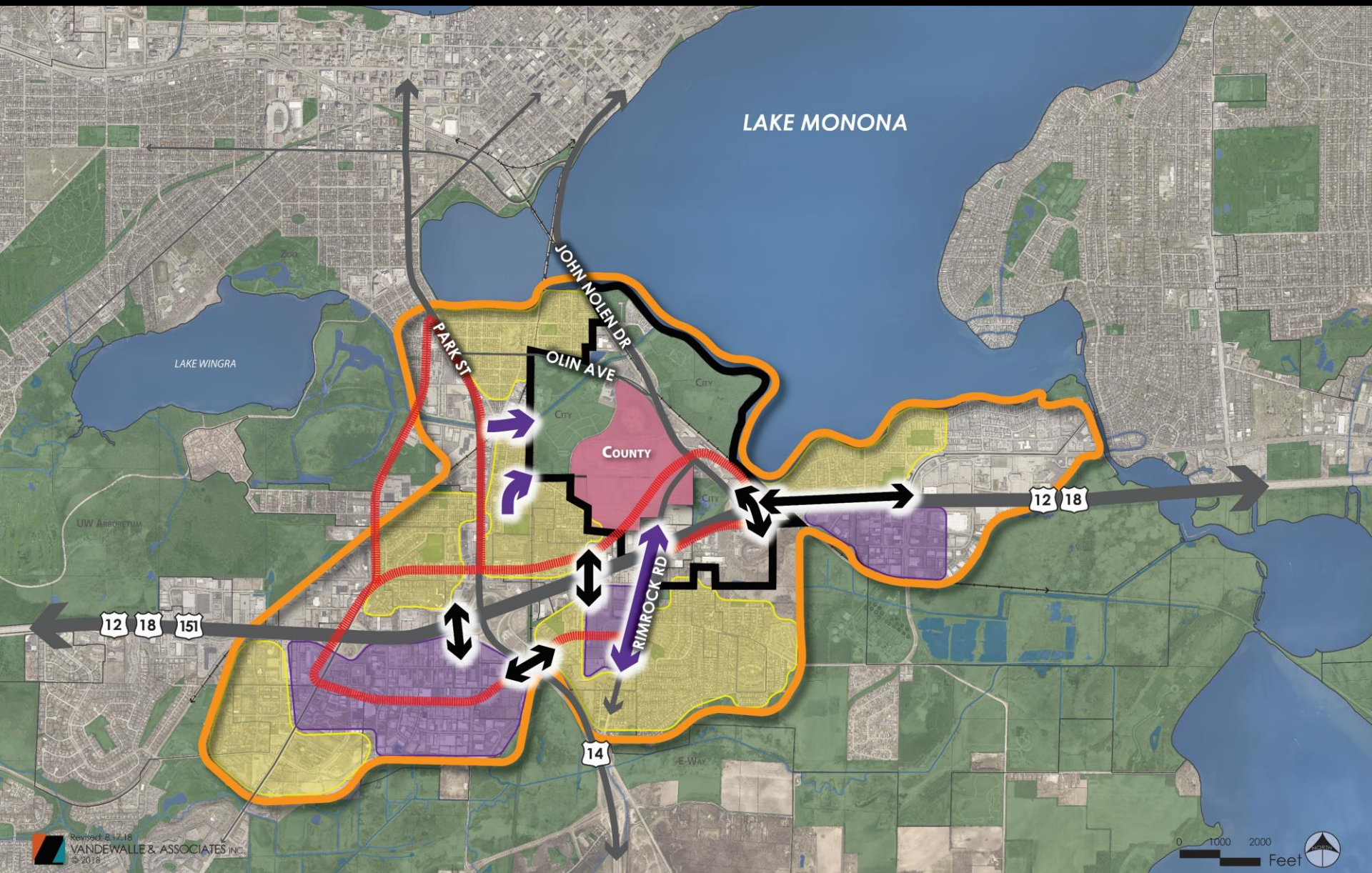




WORK IN PROGRESS IDEAS & OPPORTUNITIES 8.20.18



Revised: 8.14.18
VANDEWALLE & ASSOCIATES INC.
© 2018



Revised: 8.17.18
 VANDEWALLE & ASSOCIATES INC.
 © 2018

DELIVER AN AUTHENTIC REGIONAL EXPERIENCE

6



What informs the concepts:

How it might manifest:

An oval-shaped image showing a natural landscape with tall, golden-brown grasses in the foreground and several green trees in the background under a clear blue sky. A large, light blue arrow points to the right, partially overlapping the image.

**REGIONAL
LANDSCAPE**

Landscape forms,
signage, public art,
plantings

An oval-shaped image showing a wide view of a city skyline across a body of water. The city features various buildings, including a prominent white domed capitol building. A large, light blue arrow points to the right, partially overlapping the image.

LAKE, WATER

Water quality
improvements,
gardens

PLACEMAKING

What informs the concepts:

How it might manifest:



BIKE EXPERIENCE

Trail head, hotel bikes, B-cycle



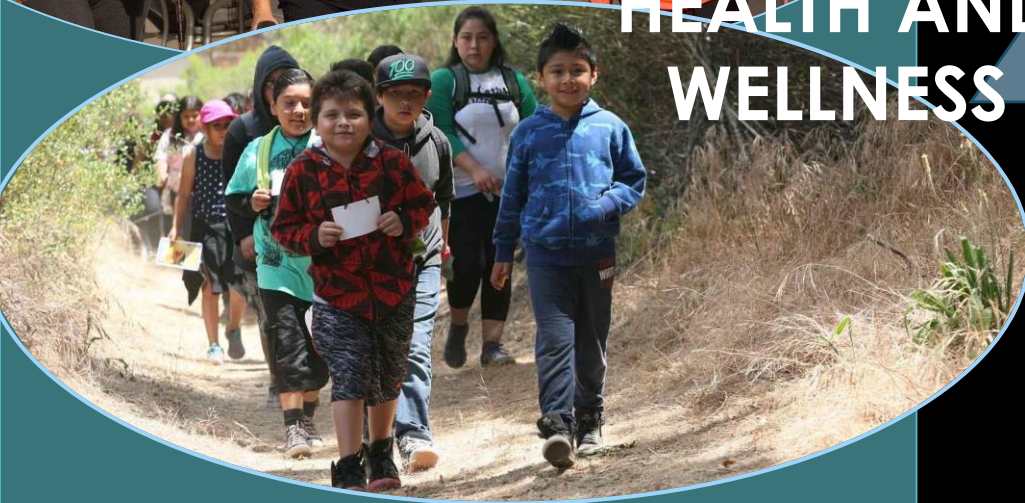
LOCAL FOOD

Restaurants, gardens, catering focus

PLACEMAKING

What informs the concepts:

How it might manifest:



HEALTH AND WELLNESS

Fitness routes,
events, walks,
branding,
reflection

PLACEMAKING

BRANDED AS A UNIT

GILROY GARDENS

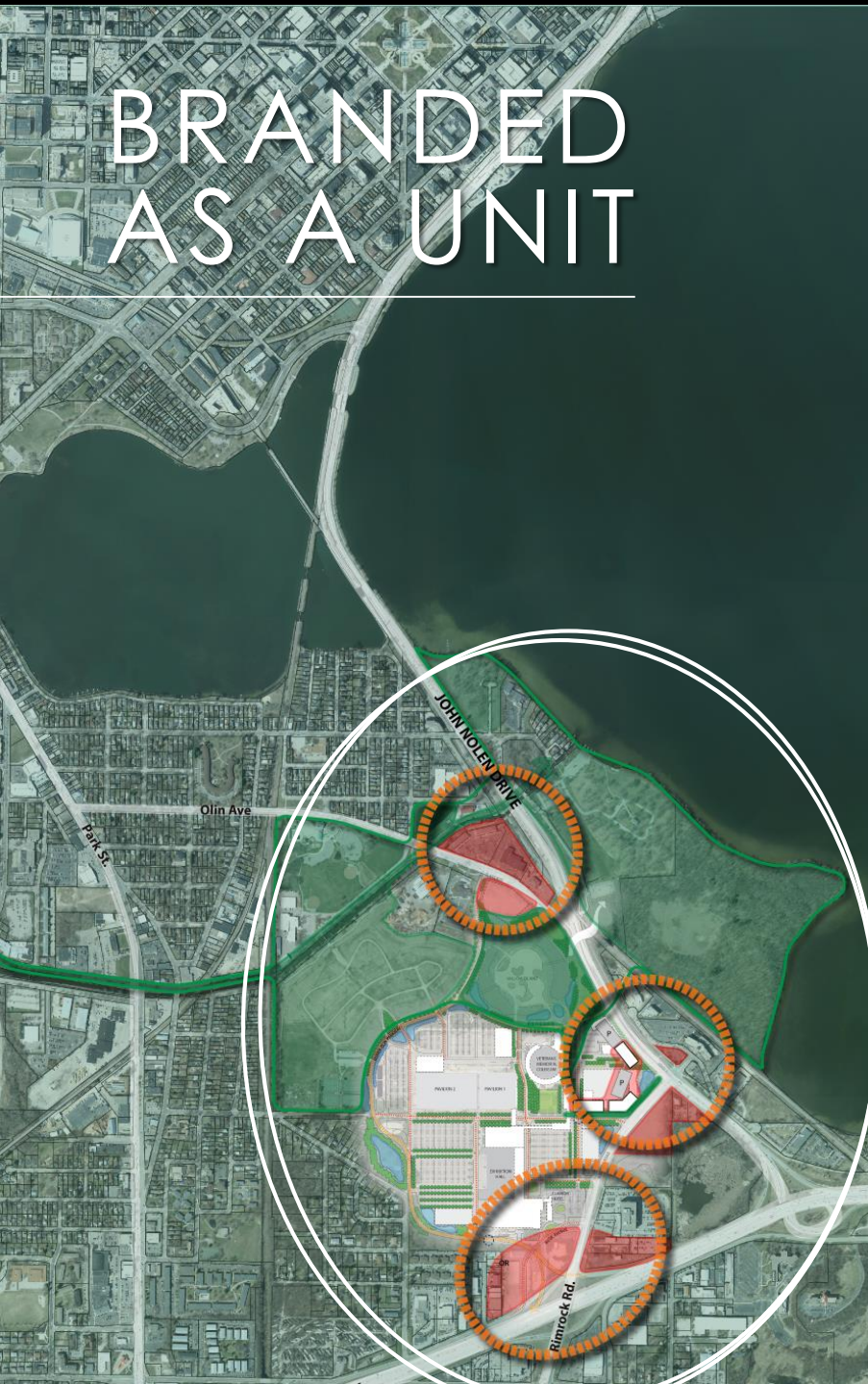
Emergency Exit
Guest Services
Welcome Center
ATM
First Aid
Restroom
Telephone

Gilroy Gardens
 FAMILY THEME PARK

ENTRANCE
EXIT

Gardens & Scenic Views	Attractions	Educational Exhibits	Venues	Restaurants	Retail & Kiosks
<ul style="list-style-type: none"> 1 Olive Cool Place 2 Sycamore Bridge 3 Claudia's Garden 4 Circus Trees (Please see the Welcome Center for guests) 5 Bonforte Falls 6 Camellia Garden 7 Monarch Garden 8 Holly Garden 9 Croyde Lane 10 Rainbow Garden 11 South County Backroads Garden 	<ul style="list-style-type: none"> 10 Splash & Soak 11 Pinacles Rock Maze* 12 Bonforte's Splash Garden 13 One Park Playground** 14 Water Drop (Summer 2016) 	<ul style="list-style-type: none"> 1 Honey Bee Hut - A Living Mine 2 Learning Shed 1 - Educational Videos 3 Learning Shed 2 - Water & the Environment 4 Musical Market Show 5 Butterfly Exhibit 6 Learning Shed 3 - Big Trees Exhibit 7 Learning Shed 4 - Circus Trees 	<ul style="list-style-type: none"> 1 South County Polo: Grove 2 Pitch 'n' Win Games 3 Events Plaza 4 Lakeside Amphitheater 	<ul style="list-style-type: none"> 1 Doge Puka Barn 2 Spirito-Sundries 3 Villa Pasta & Pizzeria 4 California Corners 5 Uncle John's BBQ 6 Miguelito's Taperia 7 San Juan Grill 8 South's Pizzeria Cafe 9 South County Cones 	<ul style="list-style-type: none"> 1 Drink Cool Kiosk 2 Souler & Wheelchair Rentals 3 Hall's Mercantile 4 The Rose House Candy Shoppe 5 "Amusement" 6 The Hot Rock 7 The Toy Soldier 8 Real Bean Caffe 9 The Toy Box

*Use under 11 must be accompanied by an adult



ROSE GARDEN
EMPERESS OF JAPAN FIGUREHEAD
GIRL IN A WET SUIT STATUE
LIGHTHOUSE
TOTEM POLES (5 MINUTE STOP)
HARRY JEROME STATUE

Tour Route in Yellow

SCHEDULED TOUR DEPARTURE & Private Carriages Feb. 25 - Nov. 12

ROSE GARDEN for Private Carriages

Stanley Park
Vancouver Aquarium
BUS LOOP
PARKING LOTS
WINCOUVER ROWING CLUB
ROYAL VANCOUVER YACHT CLUB
WINCOUVER DISCOVERY
NEW CONVENTION CENTRE
SKYTRAIN STATION
Downtown Vancouver
GEORGIA STREET

STANLEY PARK

SIX KEY STRATEGIES

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

