

# DESTINATION DISTRICT VISION & STRATEGY

## APPENDIX

1. DESTINATION BRIDGE ANALYSIS
2. ANALYSIS MAPS
3. PUBLIC ENGAGEMENT

# DESTINATION BRIDGE ANALYSIS

# TECHNICAL REVIEW OF STRUCTURAL OPTIONS FOR DESTINATION DISTRICT CROSSING OF JOHN NOLEN DRIVE Madison, Wisconsin

Produced by Strand Associates and Vandewalle & Associates

## **Introduction**

The following is a concept-level technical review of various structural options for connecting Destination District use areas on either side of John Nolen Drive near the Alliant Energy Center and Olin Turville Park in Madison, Wisconsin.

Structural options were evaluated based on their size, cost, benefits, challenges, routes, and other considerations. Options were also described by their visual character, experiential qualities, and with examples of other similar relevant projects.

### **Performance requirements:**

- All bridge options should accommodate large numbers of people moving between the use areas of the Alliant Energy Center area and the Olin Turville Park area.
- Options should accommodate bicycles and vehicles (i.e., service and emergency) and related vehicle needs of special events.
- The provided experience should be safe and convenient while providing interest and inspiration.
- Options should project symbolic and iconic character desired for the Destination District and by the community.

### **Technical requirements:**

- At all bridge location options, the railroad will have to be crossed, adding to the complexity of the structure layout. The minimum vertical clearance for a railroad is 23'-0" above top of rail.
- Additional vertical height at the railroad will require higher fill and/or retaining walls.
- The minimum vertical clearance for the structure over John Nolen Drive is 17'-9".
- High clearances will require long approaches. The approach length is based on a maximum running slope of 5 percent.

## **Pedestrian Underpass**

Width - 20 to 30 feet

Clear Height - 10 feet

Cost - \$4 to \$6 million (Low end of the range would include more basic architectural features.)

### **Structure Description**

Expected structure type would include concrete walls and a concrete top slab. The top of the underpass could be the driving surface for John Nolen Drive to minimize the elevation difference between the underpass path and the roadway. The underpass would include lighting for functionality and safety. The design could incorporate architectural features on the sidewalls and on the top of the underpass.

### **Benefits:**

*Grade Change* – Significantly less grade change compared to an overpass since less vertical clearance is required for the pedestrian path compared to highway and railroad. This will allow for shorter ramps which could fit the site better, reduce property impacts, and provide less elevation change for users.

*Layout Flexibility* – An underpass offers more layout flexibility because it passes below the roadway and railroad. It also offers greater flexibility for future widening of the roadway.

*Cost* – Potentially more economical than an overpass depending on architectural design features incorporated into underpass.

### **Challenges:**

*Stormwater* – This location is relatively low lying and prone to flash flooding. A stormwater pumping station would be required rather than conventional gravity-flow storm sewer since the path elevation will be lower than the nearby lake level.

*Utilities* – An underpass at this location will require relocating watermain, storm sewer, and at least one MMSD sanitary sewer main.

### **Other Considerations:**

*Visibility* – An underpass will not be seen from John Nolen Drive. This provides a functional benefit, but it reduces the opportunity to use the crossing as a gateway or architectural design feature for the City.

*Safety* – Underpasses are hidden from view to a great extent and inherently create spaces with less options for escape and sounding an alarm for threatened pedestrians.

### **Routes** (see *Destination Bridge Location Alternatives* graphic):

The southern crossing is not a good candidate for an underpass due to the length and more utility conflicts than the other options. Options near Olin Drive would be preferred routes for an underpass structure.

## **Signature Bridge**

Width: 16' minimum

Cost: \$6 million to \$15 million (the low end is an attractive bridge, the high end is a striking, iconic structure)

### **Structure Description**

An iconic bridge structure could be an arch, suspension, or cable-stayed bridge with striking design and architectural lighting. A signature bridge could also be a more traditional truss bridge with classic architectural design features.

### **Benefits:**

*Landmark* – An iconic bridge structure could become a city landmark and a destination itself.

*Clear Span* – A signature bridge offers the ability to clear-span over the road and railroad to minimize impacts.

*Vertical Profile* – The path elevation will be lower for this structure type than any of the other overpass options. The lower path elevation reduces the length required for the approaches.

### **Challenges:**

*Construction and Maintenance Costs* – An iconic structure has significant design and construction costs. An iconic structure may also have more ongoing maintenance costs compared to other structure options.

**Routes** (see *Destination Bridge Location Alternatives* graphic):

All of the alternatives are possible routes. The crossings closest to the intersection need to account for intersection sight distances, but that can be addressed by abutment and pier placement. Traffic signal and railroad signal visibility will also need to be considered.

### **Project Examples:**

San Diego - Harbor Drive Bridge (355' Long, \$15 million)

[http://aspirebridge.com/magazine/2011Spring/Harbor\\_Drive\\_Web.pdf](http://aspirebridge.com/magazine/2011Spring/Harbor_Drive_Web.pdf)

Charlotte Bridge (1000' long, est. \$17 million):

<https://www.charlotteobserver.com/news/politics-government/article177471331.html>

Dublin Ohio Bridge (760' long, \$22 million to construct):

<http://bridgestreet.dublinohiousa.gov/pedestrian-bridge/>

Bob Kerry Pedestrian Bridge - Omaha (3000' long, \$22 million in 2006)

<http://omaha.net/places/bob-kerrey-pedestrian-bridge>

Palo Alto Iconic Bridge

<https://www.paloaltoonline.com/news/2015/12/09/rising-costs-threaten-palo-altos-iconic-bike-bridge>

### **Local Pedestrian Overpass Bridges with Costs:**

- Bike Path over CTH PD (McKee Road) near Star Cinema in Fitchburg: \$3.0 Million in 2013
- Bike Path over Beltline near Todd Drive Culvers: \$3.5 Million in 2013
- Pedestrian Bridge over East Washington Ave. near Aberg Ave.: \$2.3 Million in 2007

## **“Land Bridge” with Concrete Tunnels**

Width: 60’ to 100’ (or more) depending on type of space desired over the crossing.

Cost: Waiting on Information from Contech. Guessing this will be in the \$8 to \$12 million range.

### **Structure Description**

Structural tunnels through an earthen embankment. The structural system is comprised of cast in place substructure and precast arch superstructure. The precast arches will be covered with soil fill to create a landmass for the path, landscaping and plaza space. Inspiration: The Gathering Place Land Bridge, Tulsa, OK

### **Benefits:**

*Natural Appearance* – The earthen fill over the arches could be sloped and shaped to appear like a natural landform with vegetation.

*Width* – The length of the tunnels can be increased to provide a greater crossing width to create increased green space and opportunities to create a natural park setting or a pedestrian plaza with architectural features over the roadway.

*Flexible Space* – This option allows opportunities for creative use of the space over the roadway in both the design and the use of the space. The large area offers design flexibility to incorporate a wide range of features into the crossing. The design could create spaces that allow for flexible programming on the land bridge.

*Separation* – This type of structure provides the greatest separation (besides an underpass) between the path users and the roadway.

### **Challenges:**

*Site Constraints* – Olin Turville Court, the existing parking lot, the bike trail, and the railroad create layout constraints at the east end of the crossing for this structure type. Modifications to the existing road, parking lot, and bike trail will likely be required to accommodate the approaches for this type of structure.

*Vertical Profile* – The primary challenge for this type of crossing is the significant height that will be required over the roadway below. In order to achieve the minimum vertical clearance required at the curb line, the vertical clearance at the middle of the span will be approximately 2 feet higher because of the arched shape. The arch structure also requires a minimum height of fill over the top of the arch. The path elevation over the crossing will be approximately 26 feet higher than John Nolen Drive and approximately 28 feet higher than the railroad. This elevation change will require the approaches on each end to be approximately 550 feet in length. This approach length will be difficult to accommodate on the east side without modifications to the bike path, parking lot, and Olin-Turville Court.

*Geotechnical* – A geotechnical investigation has not yet been completed for this site. The large soil fill associated with this structure type may require ground improvement procedures to prepare the site soils to support the weight of the earthen embankments. This is a potential challenge for all of the options due to embankments required at the approaches, but this option has the most significant fill height.

*Utilities* – A number of underground utilities (watermain, storm sewer, and at least one MMSD sanitary sewer main) run through the site locations of the landings and ramps. Utilities may have to be relocated or continued access to them provided.

### **Routes** (see *Destination Bridge Location Alternatives* graphic):

This structure type works best with the alignment alternatives south of Olin Avenue. Large retaining walls would be required for the layout to the north of Olin Avenue which may detract from the natural appearance of a land bridge type of structure.

### **Project Examples:**

The Gathering Space in Tulsa, OK.

## **“Green” Bridge” with Landscape Features**

Width: 40’ or more

Cost: \$10 to \$15 million (Vancouver Land Bridge cost \$13 million in 2008)

### **Structure Description**

Conventional bridge superstructure with planters and landscape features to create more of a park-like setting on the bridge. The structural system will likely be prestressed concrete girders with a cast in place concrete deck. The approaches will likely be an earthen embankment with retaining walls as required to fit the space.

### **Benefits:**

*Vertical Profile* – This structure type does not require embankment over the top of the structure, which allows the path elevation to be slightly lower than the Land Bridge option. The lower path elevation reduces the length required for the approaches.

*Green Space* – Raised planters on the bridge incorporate vegetation and green space onto the bridge structure to enhance the user’s experience and provide separation from the traffic below.

*Conventional Structure Type* – This structure type is can be constructed by adding features to the top and façade of an otherwise conventional bridge structure.

*Flexible Space* – This option allows opportunities for creative use of the space over the roadway similar to the Land Bridge option, but likely on a smaller scale. The width of the structure can accommodate planters as well as interpretive design features and seating areas.

### **Challenges:**

*Site Constraints* – Similar constraints as noted for the Land Bridge option. Olin Turville Court, the existing parking lot, the bike trail, and the railroad create layout constraints at the east end of the crossing. Modifications to the existing road, parking lot and bike trail will likely be required to accommodate the approaches. The approaches for this structure type will be approximately 100 feet shorter than the approach length required for the Land Bridge option.

*Utilities* – A number of underground utilities (watermain, storm sewer, and at least one MMSD sanitary sewer main) run through the site locations of the landings and ramps. Utilities may have to be relocated or continued access to them provided

### **Routes** (see *Destination Bridge Location Alternatives* graphic):

This structure type works with the alignment alternatives both north and south of Olin Avenue.

### **Project Examples:**

Vancouver Land Bridge - Confluence Project

The High Line - Manhattan, NYC. Could incorporate some of the similar landscape features on a much smaller scale than The High Line.

## **Signature and Land Bridge Combination**

Width: 14' minimum

Cost: \$10 million to \$15 million

### **Structure Description**

The signature portion of the bridge would likely be a cable-stayed bridge with striking design and architectural lighting. The suspended bridge would spring and span between two earthen embankments (in the shape of drumlins). A tower feature, located in the median or east edge of John Nolen Drive would support the signature bridge in the center and carry to the suspension loads of the bridge over the roadway and railroad.

### **Benefits:**

*Landmark* – The iconic bridge structure could become a city landmark and a destination itself.

*Clear Span* – A signature bridge offers the ability to clear-span over the road and railroad to minimize impacts. Views to Willow Island and ponds are partially maintained.

*Vertical Profile* – The path elevation could be lower for this structure type than most of the other overpass options. The lower path elevation reduces the length required for the approaches.

*Natural Appearance* – The earthen embankments would naturally emerge from the landscape and Destination District campus.

*Width* – The earthen embankment can be wide enough to accommodate larger groups of people where desired for flexible programming. Embankments could be shaped to create an overlook at the top near the landing of the signature bridge with connections to a number of venues.

### **Challenges:**

*Cost* – An iconic signature structure has significant design and construction costs. An iconic structure may also have more ongoing maintenance costs compared to other structure options.

*Geotechnical* – A geotechnical investigation has not yet been completed for this site. The large soil fill associated with this structure type may require ground improvement procedures to prepare the site soils to support the weight of the earthen embankments.

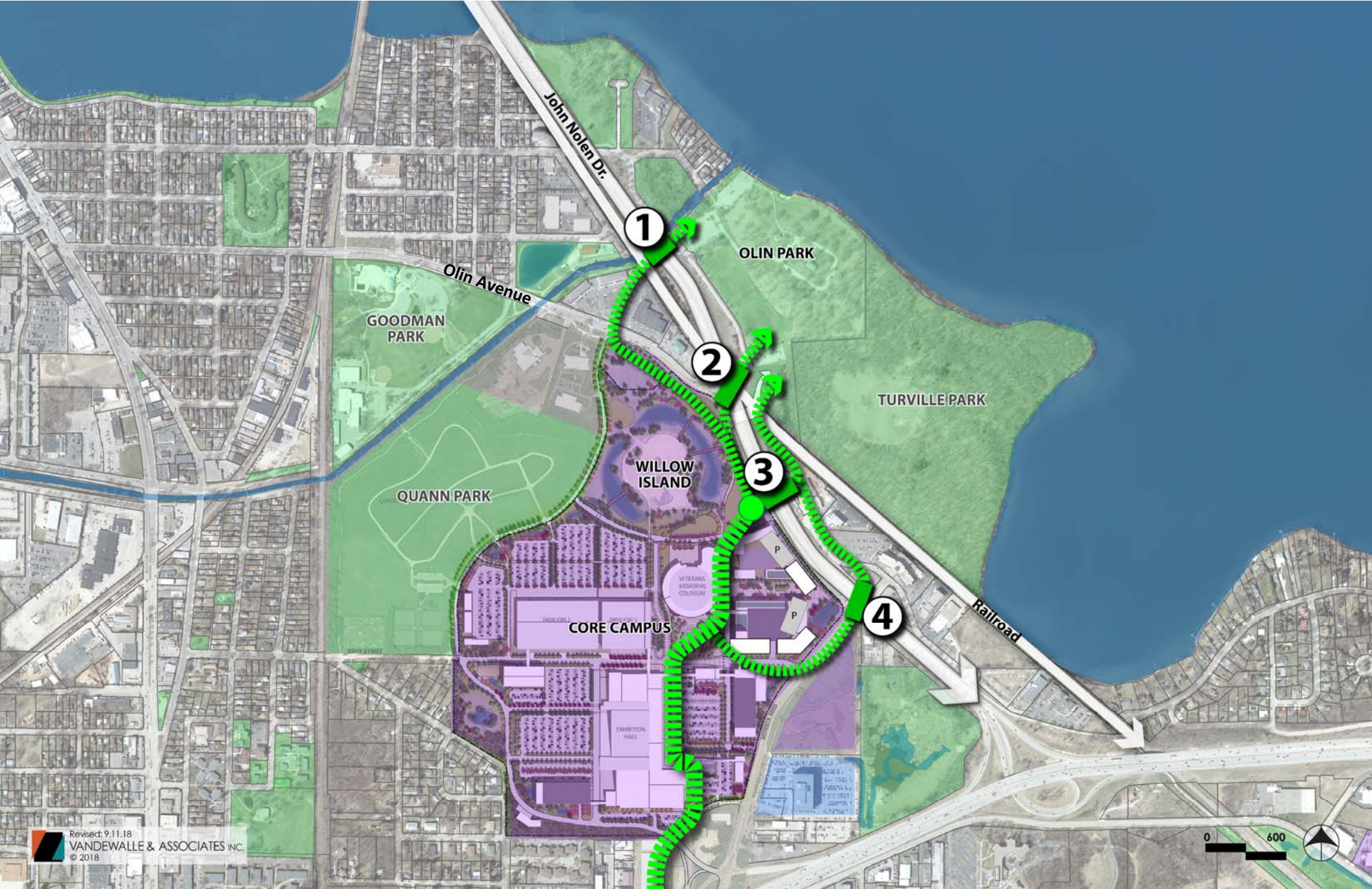
*Utilities* – A number of underground utilities (watermain, storm sewer, and at least one MMSD sanitary sewer main) run through the site locations of the landings and ramps. Utilities may have to be relocated or continued access to them provided

### **Routes** (see *Destination Bridge Location Alternatives* graphic):

All of the alternatives are possible routes, but this structure type works best with the alignment alternatives south of Olin Avenue.

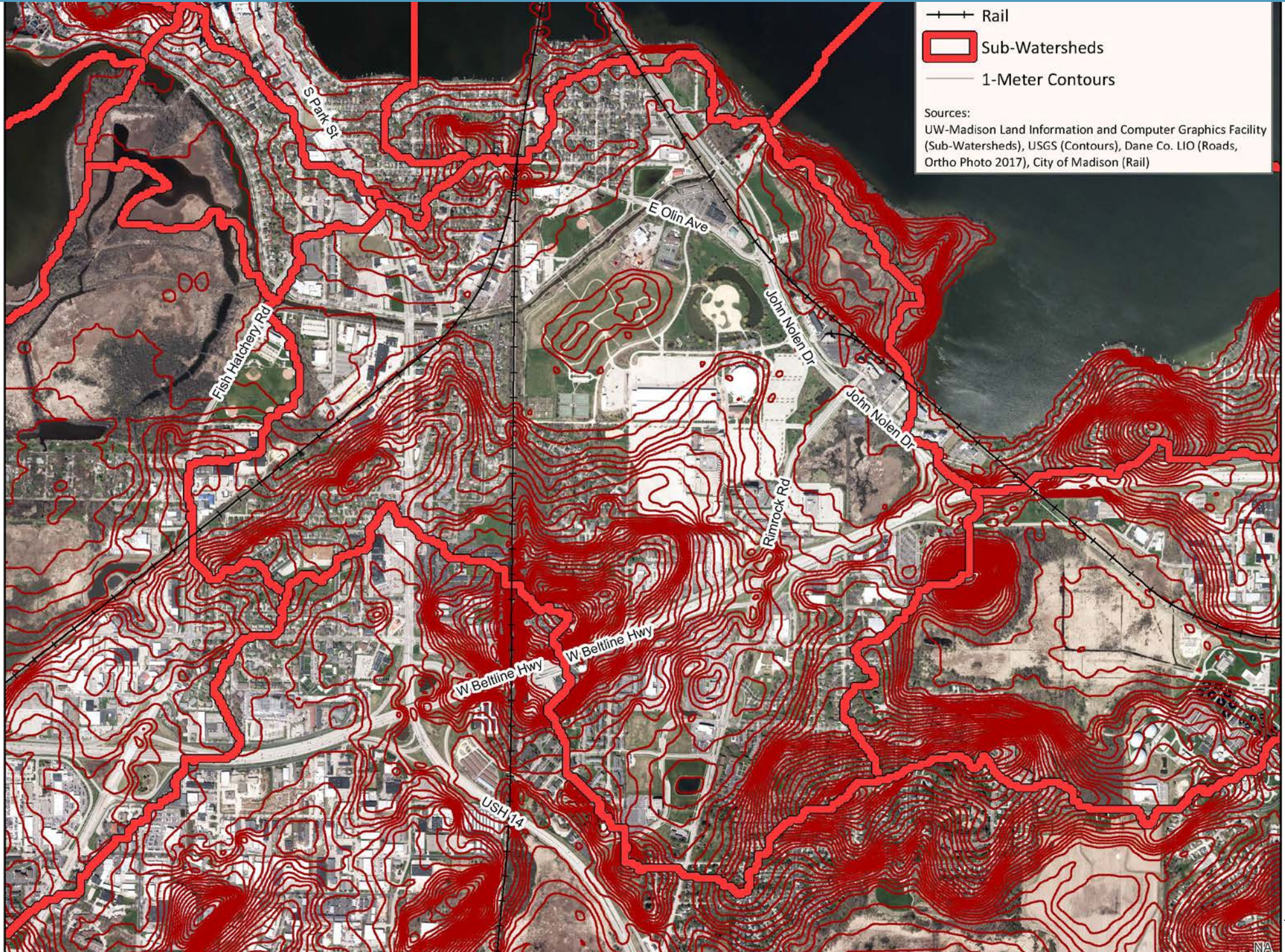


# DESTINATION BRIDGE LOCATION ALTERNATIVES

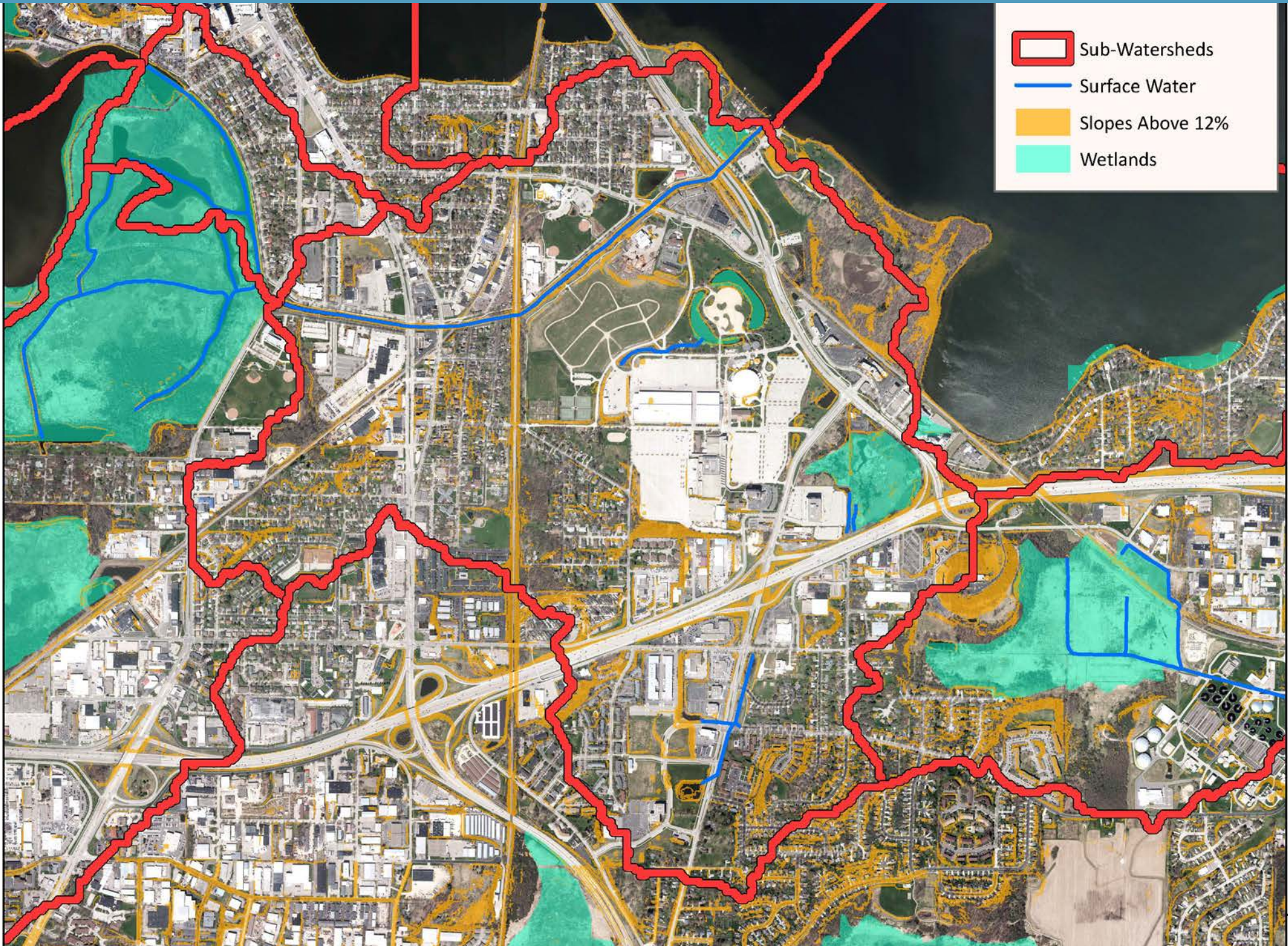


# ANALYSIS MAPS

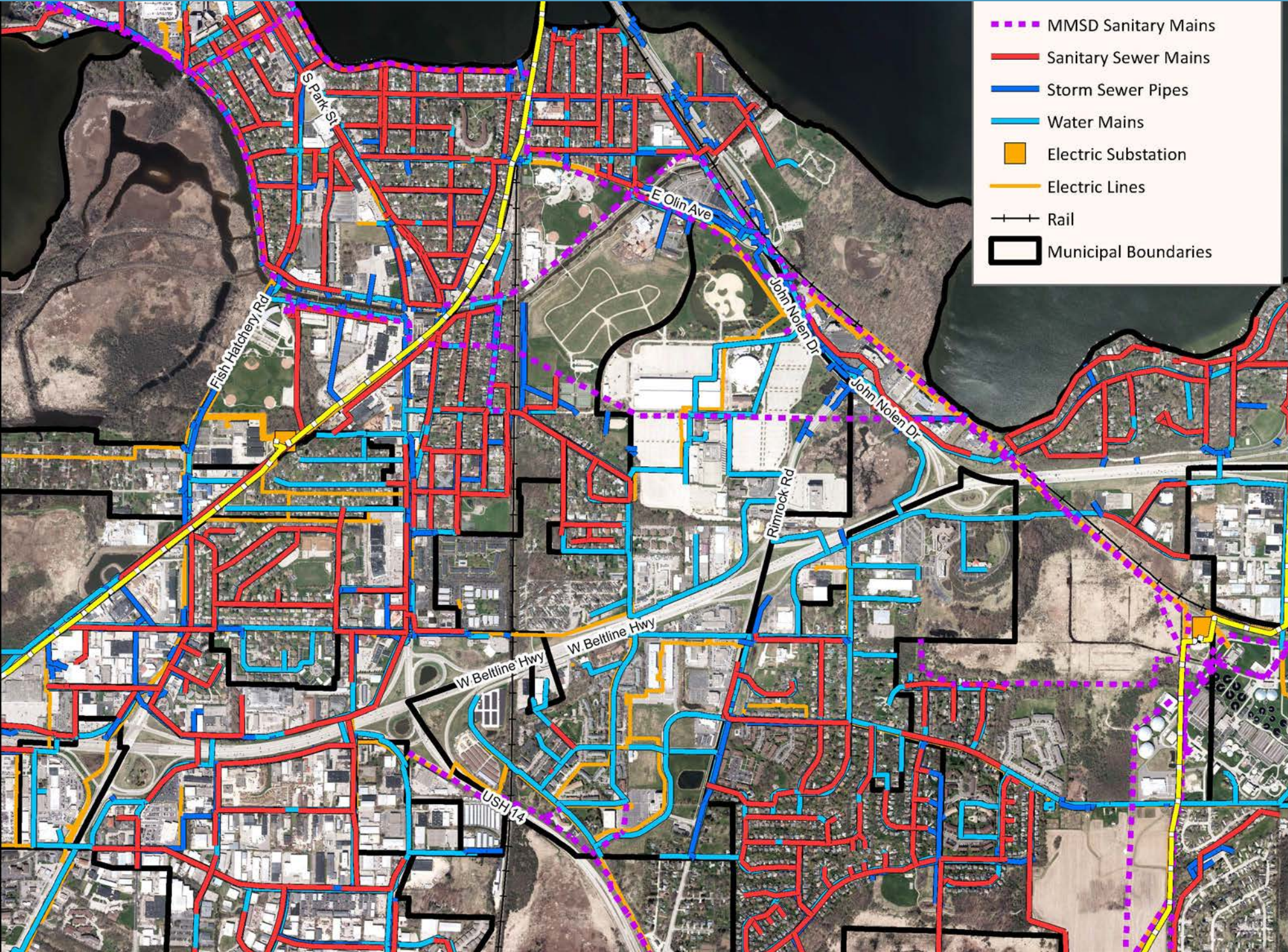
# DRAINAGE BASINS



# ENVIRONMENTAL CONDITIONS

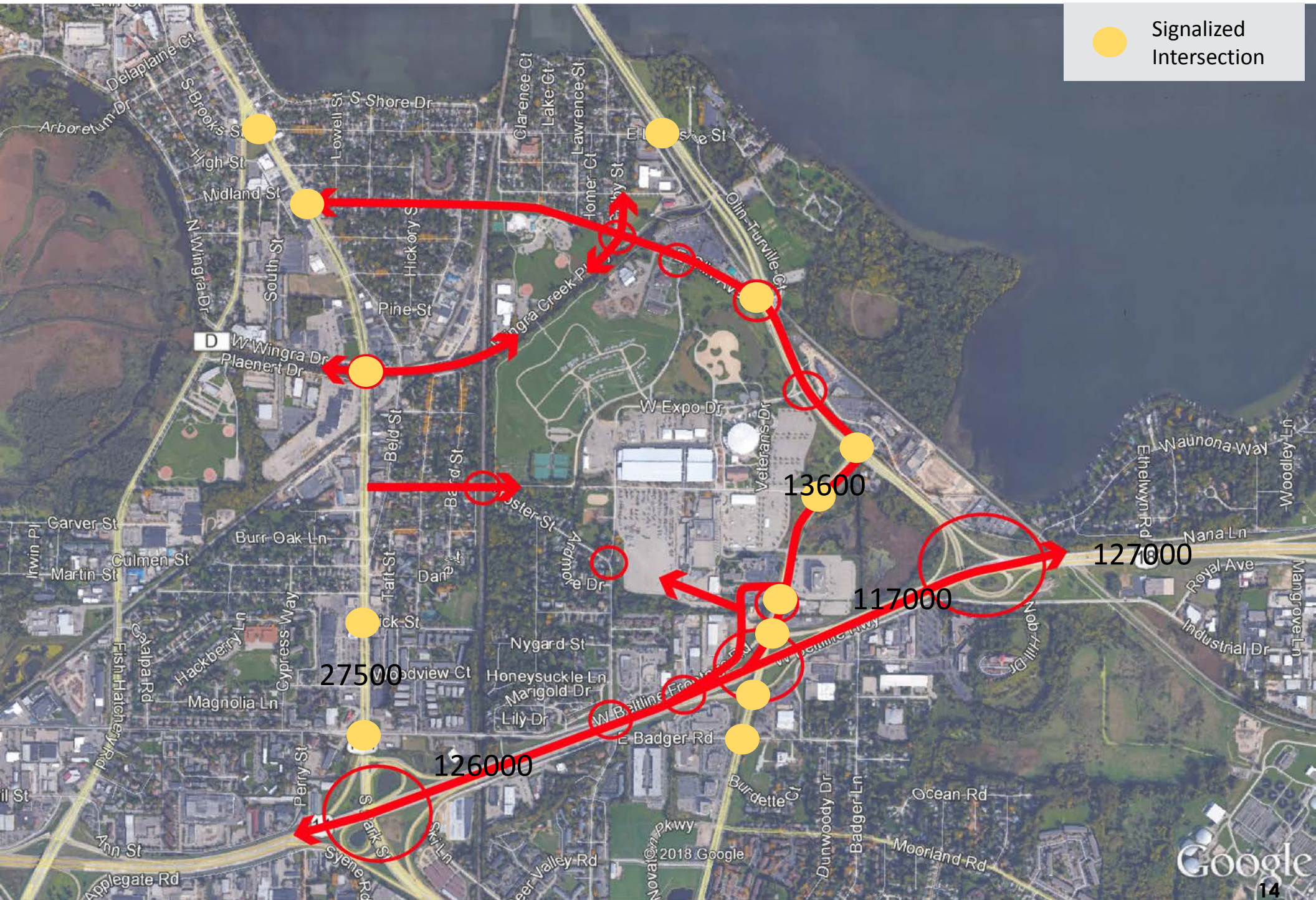


# INFRASTRUCTURE



# CIRCULATION/ACCESS/TRAFFIC

● Signalized Intersection



# PUBLIC ENGAGEMENT

# INFORMATIONAL MEETING FOR AREA NEIGHBORS

June 6, 2018

The Alliant Energy Center hosted an information meeting for area neighbors on June 6, 2018 to gain their perspective on the biggest concerns and greatest opportunities for the area going forward as the Alliant Energy Center and surrounding non-residential areas grow and develop. There were 25 registered participants at the meeting.

## Individual Responses:

### **1. As the Alliant Energy Center and surrounding non-residential areas grow and develop, what are the three biggest concerns that should be considered going forward?**

- Maintaining surrounding neighborhood integrity and character
- Maintaining green space and areas that buffer the neighborhood
- Noise and light (3)
- Runoff
- Distance to walk
- Providing proper staffing for more/larger events
- Parking
- Traffic patterns – off John Nolen and Beltline Hwy
- Good progress that will serve all people/diversity group/Rich to low income and no income – event not to separate people by color, money, or education
- PA system
- To improve bus service between AEC and downtown and all the city
- Too many large events = shorter turnaround time for AEC set up and breakdown = more noise at night
- Stormwater – very limited options here
- Noise from performance bands, loud speakers, and other sources connected with events, races held at Alliant Center. This all is audible in surrounding neighborhoods.
- Ensure final evening end-time for events, so there is no spill-over into late night.
- Don't lose the agricultural focus of programming! No gentrification!
- Transportation: poor southside bus service in general and especially to events – shuttles?
- Conservation of neighbors – traffic, noise, parking, etc.
- Keep green space!
- The master planning process needs to respect the quality of life for residents of nearby neighborhoods
- Concern that the wishes and concerns of business stakeholders will be given more weight in developing the draft master plan over the ideas and concerns of the public, especially the nearby neighbors.
- Concern that the city and county will come up short with efforts to incorporate transit and multimodal opportunities
- How can the significant public funds being invested in AEC also address other significant public needs?
  - Housing – I was really pleased to hear housing mentioned



# INFORMATIONAL MEETING FOR AREA NEIGHBORS

- Good jobs – not turning into a money sink
- Making Alliant Energy Center more than a place that people drive into and then drive out of
- Surface parking destroys energy. How to address this?
- Respect the residential neighborhoods! Noise!
- Do not connect Bram Street to Park! That would be a disaster for the residential neighborhood
- Don't develop into Quann Park and dog area
- Traffic and parking
- Maintaining peaceful neighborhood vibe
- Will the development actually pay off?
- Are people who live in the neighborhoods surrounding AEC going to have amenities that can be used all year round?
- What type of population is considered that are going to be using AEC? Who is it for?
- Loss of Quann dog park
- Minimize negative impacts on adjacent neighborhoods
- Stormwater
- Making auto/truck/trailer traffic in and out as efficient as possible. Ramps and meters rather than ticket booths.
- Creating retail/grocery/restaurant opportunities available that will serve adjoining neighborhoods
- Look for opportunities to partner with neighbors to create employment opportunities for area residents
- Traffic – improve asset; Noise; Jurisdictional issues
- Don't make it a playground for rich/fit – make it focused on community economic needs
  
- Don't make it a fake shopping mall feel/economic model – no food court with national chains – make development authentic/local. Give preference to small/local business

- Don't make use/admission require money. Have free events and space. Green space/gardens, shaded space built on parking lots – fewer cars

## 2. As the Alliant Energy Center and surrounding non-residential areas grow and develop, what are the three greatest opportunities that should be considered going forward?

- Enhancing walking and biking connectivity – to neighborhoods and to bike paths and across highways
- Providing enough destinations and interest to neighborhood
- Stormwater management enhancement
- Connect to hotels, downtown, neighborhoods
- Revenue generated for City/County
- Job opportunities
- Jobs creator – hotel
- Open southwest entrance (Rusk & Bran connection)
- Jobs and affordable housing; continental festival events; revenue
- AEC as a showcase for cutting edge technology:
  - Cameras, motion sensors, engine cut offs, as alternative to back up beeping
  - Apps on phone as alternative to needing to use PA
  - Retention pond as some kind of water feature?
- Create public transportation
- Create green space/trees/plantings/barriers that will minimize noise, as part of a noise-absorption/abatement plan.
- Partnerships/connections with downtown and UW and new MATC campuses and pool

# INFORMATIONAL MEETING FOR AREA NEIGHBORS

- Better transportation throughout downtown/southside and maybe a bus terminal
  - New bike/boat corridors along RR tracks or across lakes or along shore
  - Create a more inviting and attractive gateway entrance to Madison along the John Nolen Drive Corridor
  - To Incorporate the area rail corridors into part of a well designed multi-modal transportation network for this area
  - To create the best possible ped-bike connections and corridors. Add grade separation wherever possible.
  - Simply the size – 168 acres inside the beltline gives huge opportunities
  - Making transit a first-class citizen in the John Nolen approach to the city
  - Setting Madison as a model for redeveloping this kind of space in a sustainable way
  - Walkway across John Nolen to hotels
  - Walkability (not traffic) to Park Street
  - Enhanced green/park space
  - Improved desirability of the surrounding residential neighborhoods
  - Creating a destination that Madison residents want to go to, especially by bike, foot, or transit – enhancing a sense of community for residents
  - The place could be used to develop the south side of Madison and stop redlining
  - It could help to integrate the south side of Madison to the development that only happens in downtown or white neighborhoods
  - Restaurants (not fast food)
  - Mix and match with above!
  - Allow neighborhood interaction throughout the campus to allow daily use of facilities
  - Façade grants to neighbors
  - Improved neighborhoods
  - Inclusion – ethnicity, diversity, uniqueness
  - Address equity in Madison. 10% for equity (percent of total \$'s)
  - Meet people's needs – food; public gardens, orchards, grocery store on Rimrock parking lots; build for people, not cars; build an indoor pool to go with the Goodman Pool
  - Build affordable/workforce housing – let people afford to live there after development – build on the parking lots across from Lyckberg Park – connect Bram & Rusk Street
  - Build major new transportation hub on existing parking lots: new local bus terminal, intercity bus terminal, train station for future. Build raised parking for a park & ride – no surface parking – bring people in but not by car.
- 3. Please share any additional thoughts or comments to consider.**
- My primary concern is maintaining Lyckberg Park as greenspace and a buffer, perhaps improving it and not allowing a traffic connection to Rusk.
  - Remove ticket booths; parking included in ticket to event
  - Growth, all kinds and types of events, flea market
  - All kinds and types of transportation
  - Food & beverage; Flea market; fireworks to events
  - Children skating (6-11-year old's), sell pop and chips only

- More concerns: Farmers Market; Continue the Fair; Make events inclusive for all
- “Noise” is the new “second hand smoke”
- Lyckberg Park seems to vary on your maps as to whether it is included in the AEC Campus
- Open parking lots to commuter parking?
- Open Rusk entrance to complex
- We must respect the history of the AEC Campus in creating the AEC Master Plan. We must respect and preserve the natural beauty of surrounding parklands.
- I was really pleased to see housing mentioned as a potential component. Places without people are just going to be dead. Affordable housing as a continuing crisis in this area.
- Parking -where?
- Most of the suggested development is mainly for tourists, not residents. The focus should be on improving quality of life for residents. The ever-increasing number of Ag events are not compatible with the Quann landfill/dog park. Especially since AEC does not make repairs unless they are forced to. It is not theirs to destroy.
- The committee’s focus on room taxes – this is a classic positive feedback circuit. At some point (already) we need to consider whether this is really wanted or needed. Madison is growing in population, which already detracts from quality of life. We don’t need massive more tourism.
- Parking revenue as a percent?
- Mail invite via U.S. mail
- Something for local artists: galleries, rotating displays, outdoor displays (not another Bucky statue). 1% for art; make it green (LEED certified and green – forward looking – fewer cars.

## Group Responses:

### 1. As the Alliant Energy Center and surrounding non-residential areas grow and develop, what are the three biggest concerns that should be considered going forward?

- Improve bus serve to and from AEC and other areas in the City – affordable housing and jobs to residents in the area
- We want whatever events to serve all income levels and diversity and be inclusive
- Make it real and local business to serve economic needs of the local people.
- Trash, traffic, noise
- Residents should be able to park in the AEC area.
- Congestion of traffic that impacts the south corridor
  - Eliminate ticket booth
  - Build parking ramps for cars
  - Metered parking
- Use Lyckberg Park for parking ramp
- Reconstruct Lyckberg Park
- Employment opportunities that serve adjoining neighborhoods
- Daily usage of campus for neighbors
- Quality of Life
- Competition for other businesses that impact your business
- No housing on the campus – permanent housing/condos
- Internal restaurant – express road for access to restaurants
- Jurisdictional issues: city, town, county
- Maintaining green space
- Festival events
- Traffic patterns: John Nolen; Beltline; Bram Street; RR tunnel
- Noise: fireworks; equipment; cars; PA system
- Stormwater
- Parking
- Distance to walk into facilities
- Potential economic disconnect with neighborhoods
- Maintaining peaceful neighborhood vibe
- Risk of becoming a sink for public funds with no benefit
- AEC, who is it for? Neighbors vs. tourism
- How to integrate the south side to city development (downtown, east side)?
- Don't just be a \$\$\$ destination, but rather become a community resource
- Surface parking destroys a sense of place – concentric development is not sustainable
- Noise – amplified
- Lighting
- Stormwater runoff – do not sue existing neighborhood stormwater facilities to fix it
- More weight will be given to stakeholders vs neighbors
- Destination center – competition with downtown – economically viable?
- Transportation issues:
  - True multi-modal solutions?
  - No cars on Bramms into AEC – traffic in neighborhood

- AEC increased use of Quann Park – neighbors and city-wide dog owners losing use
- Preservation of green space – buffer
- Gentrification (new MATC too)
  - Bramms
  - Capitol view
  - Burr Oaks

**2. As the Alliant Energy Center and surrounding non-residential areas grow and develop, what are the three greatest opportunities that should be considered going forward?**

- Enhance connections with downtown and UW and new MATC campuses
  - Job, recreation, improved bus service, flea markets, hotel, add a bus hub for bus Townline like Chicago, Minneapolis, etc.
- Unknown based upon ongoing conversations (yea/nay)
- Business opportunities for existing south Madison businesses
- Culture/community engagement/input decision making process
- Mailing information/invites
- Sustainable efforts
- Branding
- Use technology to solve noise and other concerns: apps, smartphone use
- Pedestrian walk across John Nolen
- F & B/retail
- Integrated transportation options = more welcoming
- Promote more local business and jobs

- More permanent and affordable housing
- Improved desirability of surrounding residential neighborhoods
- Enhanced green space
- Madison could be a model for sustainably developing this kind of space
- Improve public transportation
- Better gateway to Madison along John Nolen Drive
- Linkage of two sides of John Nolen Drive
- Restaurants
- Best ped/bike connection – use grade separation

**3. Please share any additional thoughts or comments to consider.**

- I feel that other fun activities should be considered like skating for kids between 6 and 11 years old, all week.
  - The growth/free and low-cost activities

# DESTINATION DISTRICT VISION & STRATEGY WORKSHEET SUMMARY September 12, 2018

Vandewalle & Associates hosted the Destination District Vision & Strategy Public Event September 12, 2018. The meeting consisted of a presentation of ideas and opportunities that could shape a destination district, followed by keypad polling to measure the relative priority among the many ideas presented.

Following the presentation regarding the Destination District Vision & Strategy, event attendees were provided with individual worksheets with the following three questions. Participants were asked to complete the questions individually, then discuss amongst their table group, where they would vote on their top responses for each question. The top responses for each question were then presented to the full event group. Approximately 40 people attended the public event.

## **Individual Responses:**

### **1. Based on what you've heard, which three ideas excite you the most?**

- Connect across John Nolen
- Add multi-modal to downtown/Park Street/State Street & UW
- Create cohesive park & authentic identity
- Entertainment district
- Increased usage-events, life
- Connected multiuse space
- Connecting the areas on both sides of Rimrock/John Nolen
- Enhancing the activities available on the perimeter of the AEC Campus
- Waterfront activation add amenities
- Potential gateway development at Beltline
- Lake connections (terrace, walking)
- Rail connection with Downtown
- Enhancing area with attractions and entertainment
- Different options for accessibility (bike share, rail, water taxi)
- Multiple use campus – additional opportunities for shopping, dining, and entertainment will also provide additional revenue stream for county
- Gateway to Madison from Beltline/Rimrock – generate excitement as visitors/residents approach the downtown area
- Entertainment district
- Connecting Downtown with AEC Campus
- More attractive to visitors – giving them more of a reason to pick Madison as their convention or leisure destination
- Land bridge over John Nolen
- Creating a network of parks
- More intensive mixed-use development
- Greenspace
- Better use of this underdeveloped space
- Increased and improved amenities in the district for locals and visitors
- Improved and safe pedestrian access to district and surrounding area
- Generating revenue for our community
- Comprehensive integration of the various districts and efforts to integrate them

# DESTINATION DISTRICT VISION & STRATEGY

## WORKSHEET SUMMARY

- Recognition of how this project can transform Madison and growth of economy through AEC improvements and surrounding area – AEC enhancement, Entertainment District
- Lakefront activation and pedestrian traffic safety/ease of access
- Idea of destination district
- More variety of activities
- Interconnecting of different activities (walking, biking)
- Connecting to Downtown
- Connectivity and public transit
- Increased aesthetics
- Increased public access to additional amenities and Downtown hot spots
- Continuing to utilize the natural areas
- Improved pedestrian/bike network in this area with multiple grade separated road crossings
- Increased building density on private land parcels in the area
- Improved multimodal transportation network in this area
- Potential residential development along Olin
- Bridge/tunnel across/under John Nolen
- ‘Union Terrace’ type facility in Olin
- Leaving the natural (park) areas alone is a good idea
- Connect north of John Nolen Drive to south of John Nolen Drive
- New use of “Clarion” area with improved roads/access
- Enhanced bike experience with revised trail through park
- Food/restaurant near boat launch
- Better transportation and connection to Downtown and across John Nolen
- Making Olin accessible with expanded pedestrian crossings is key to the entire plan
- Attracting events that bring more activity to the area. We like events in Madison and this is a showcase area

- Attractions that give residents another option for recreation (both active and passive)
- Improved pedestrian walkways/bike across John Nolen
- Bars, restaurants, and shopping – great for both Madisonians and visitors
- Enhanced parks that are better connected
- Area improvements for environmental enhancements
- Improvements for transportation and park access

### 2. What additional ideas do you have that would further contribute to creating a destination district that you and your friends would want to visit regularly?

- Better connect the outer-lying areas with downtown/AEC – possible direct metro from select locations.
- Better use of Willow Island for events and concerts.
- Consider placement of F&B amenities relative to parks and gathering spaces
- Boat rental on the lake
- Ensure well connected pathways and transportation through surrounding neighborhoods not just via John Nolan and Rimrock
- Integration of public art
- Free parking when going for purpose other than events
- Dynamic nightlife – clubs with live music
- Outdoor entertainment pavilion
- Restaurant/bar overlooking the water
- Comedy club/bowling/splashpad/music with dance floor – more than just a bar or restaurant
- Wine tasting distillery/ski lift
- Easier transportation from other cities/across the lake
- Activate lakes with boat rental
- Shopping/local shops and local eateries

# DESTINATION DISTRICT VISION & STRATEGY

## WORKSHEET SUMMARY

- A signature iconic piece of public art or structure that could become a symbol for Madison entry – like the bean at Millennium Park
- Build a “living building” environmental center. This goes beyond LEED to consider things like equity. The new Hitchcock Center in Amherst, MA is an example.
- I like many of the ideas that have been suggested. The mix of amenities (art, food, nightlife, etc.) is key. So is connection to Downtown or transportation options.
- Need to make sure it’s a four-season attraction (aquarium, top golf, arts center)
- Expand the connections further out into suburbs and hot spots
- Provide recreational activities (i.e., rentals, tours of natural areas, etc.)
- Whatever you do, please control noise in this area
- Plant more trees that can grow to canopy tree size
- Public recreational facility, like Warner Park
- Pop-ups markets (night, Christmas, food, art & craft)
- Better publicity to surrounding neighborhoods about low cost/free access to events (like World Dairy Expo, Midwest Horse Show, etc.)
- The Coliseum doesn’t have very good acoustics (like for a band)
- Outdoor open-air entertainment options
- Tower views of capitol for public
- Covered access for pedestrians to access hotel/restaurants/bars/events (ex. St Paul, MN)
- A lot more Metro bus service to this area even separate/in addition to event shuttles
- More sidewalks in whole district, but especially on AEC Campus
- Designate more space in AEC for local (free/cheap) community events
- Make it QUIET – don’t ruin my home and neighborhood

- We have very long winters so we need to take into account that winter activities should be an important part of the plan. Hard to find family activities in winter
- Ferris wheel
- Community oriented events to keep local residents involved

### 3. As the concept of a destination district advances, what concerns do you have?

- Timeframe – not to rush, but getting this going would benefit everyone.
- Traffic
- Focus less on residential – 100% focus on usage, events, entertainment
- Branding
- Funding/viability of the businesses
- Set up of public/private investment and expectations
- Traffic increase without proper infrastructure
- Not enough people to make addition of restaurants and other businesses viable
- Politics may impede progress of development
- Parking downtown if taking water taxi, bike share
- How long will it take?
- Potential lack of agreement and coordination between city and county
- Inability to make the area a 4-season destination
- Length of time needed to make a visible impact/improvement
- I’m concerned Olin Park will suffer. Those lovely old oak trees weren’t designed for a lot of foot/truck traffic
- The potential price tag will stifle conversation and forward progress
- We will study the possibilities to death and not make a decision on moving forward
- Getting it done as fast as possible



# DESTINATION DISTRICT VISION & STRATEGY WORKSHEET SUMMARY

- Feasibility
- Public readiness
- Red tape with roadways
- Road crossings
- Gentrification of surrounding neighborhoods
- Choosing less costly options for improving the area will shortchange potential for the area!
- Clearer stormwater management approach – make it visible to public, like UW Campus Master Plan
- If an objective of this is to “densify”, that will bring more people and cars (traffic) and less chance to escape into parks or natural areas to get the kind of “recharging” people get from such an experience.
- The parks in the area belong and are paid for by city residents and should NOT become an event space for AEC tourists. These parks are already heavily used and should not be turned over for tourists.
- The Ring road will be abused by AEC and hurt the recreation facilities at Quann. Parks and greenspace are valuable in and of themselves and do not need development/concrete/buildings.
- Minimize closure of Olin boat launch
- Pedestrian/bike access for CapView, Brams and others to south and/or north will never be good because everything faces the other way and AEC/Expo building black ways to the front and west facing doors are always locked.
- Loss of the dog park for most of warm weather use
- The impact on affordable housing in the area. How do we make sure residents in the surrounding neighborhoods are not priced out of their homes?
- Traffic flow and parking for everyday
- Lake stress
- Over regulations and permits
- Traffic mitigating, government transportation

# DESTINATION DISTRICT VISION & STRATEGY WORKSHEET SUMMARY

## Table/Small Group Responses:

### 1. Based on what you've heard, which three ideas excite you the most?

Ideas	Votes
• <b>Connectivity – Downtown: venues, development, community; John Nolen; attract more events; enhanced bar, restaurants, recreational opportunities</b>	4
• <b>Increased lake utilization – boardwalk with connected entertainment; boat docking; view from this area; increased winter activities</b>	4
• <b>Crosswalk connections</b>	3
• Greenspace	1
• <b>Transportation improvements and park access</b>	5
• Accessibility – safe	1
• Entertainment district	2
• <b>Mixed use</b>	3
• <b>Lakefront activation</b>	4
• North/South connection – gateway	
• Network of parks	
• Land bridge	
• Madison view and skyline	
• Encouraging people to get out of cars	
• <b>Increased amenities for everyone</b>	3
• Connecting the area	1
• Increase usage of an untapped area	
• Lake connection	1
• Gateway to city	2
• <b>Enhancing area through mixed use</b>	3
• Better connections across John Nolen Dr	1
• Better use of area near/south of Clarion	
• <b>Leave natural/park areas alone</b>	3
• Improved pedestrian/bike connections with grade separation road crossings	1
• Potential residential development along Olin	2
• Improved multi-modal transport, including to Downtown	1

# DESTINATION DISTRICT VISION & STRATEGY WORKSHEET SUMMARY

• 'Union Terrace' style facility at north end of Olin	1
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**2. What additional ideas do you have that would further contribute to creating a destination district that you and your friends would want to visit regularly?**

Ideas	Votes
• Transformational activities – cruise, bikes, utilization	4
• Museum highlighting history of area/visitor center – APT, natural feature/outdoor theatre; reengage the view	4
• Recreational activities/rentals – ice hockey teams; festivals	
• Ferris wheel	
• Winter activities	1
• Community and kid attractions to keep area residents connected to the community	5
• Living buildings that exceed LEED	4
• 4-season attraction (indoor options, indoor fitness facility)	4
• Outdoor entertainment venue – FLW	1
• Gondola – lift connecting Downtown to AEC	4
• Boat parking	
• Iconic public art	1
• Night life	
• Barge on Lake	
• Indoor dog park	
• Connect areas to limit driving	
• Better connect whole area/campus	2
• Boat rental	2
• Public art	2
• F&B and amenities outside of center campus area (lakes/parks)	3
• Adequate free parking when using for non-events (restaurants)	1
• More sidewalks, especially on AEC campus	
• Improve coliseum acoustics as part of remodel	1
• Consider noise reduction in <u>all</u> aspects of redevelopment (e.g., road pavement)	2
• Public community/recreation center (like Warner Park)	3
• More canopy trees in parking lots, all over campus	

# DESTINATION DISTRICT VISION & STRATEGY WORKSHEET SUMMARY

• Tower for viewing capitol area/top floor for public access	1
• Pop-up markets (night, Christmas, food carts, art)	1
• Covered/indoor pedestrian links (e.g., across John Nolen)	2
• Improved John Nolen/Beltline intersection	

### 3. As the concept of a destination district advances, what concerns do you have?

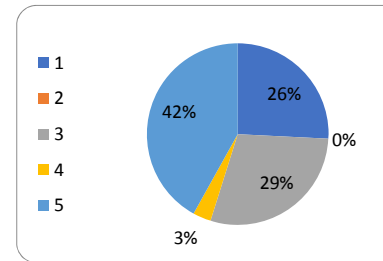
Ideas	Votes
• <b>Reliable through transit (cars) – add rail or monorail? Available transit every 10 minutes</b>	4
• <b>Loses momentum – 10-100-year timeline; leadership group</b>	4
• <b>Traffic flow and parking</b>	3
• Health of beautiful old oak trees	1
• <b>Stress on lakes</b>	3
• <b>Impact on affordable housing in the area</b>	3
• Balance between visitor and resident	2
• City vs. County vs... - Politics	2
• <b>Speed to market</b>	6
• Timeframe	1
• <b>How will we pay for it?</b>	4
• Complexity of public/private model	2
• Traffic	
• Need to support diverse groups in all socio-economic classes – accessible	2
• How do we brand it?	
• Economic viability	1
• Parks are not for tourists	
• Gentrification of surrounding neighborhoods	2
• Ghetto-ization of surrounding neighborhoods	2
• Increased traffic congestion, frequency of it	2
• Reduce cars' intrusiveness	1
• Public actors (e.g., city, county) will under invest in key infrastructure	2
• Quann Park will be overused by AEC	2

Destination District Vision and Strategy  
Public Event: September 12, 2018

Result By Question

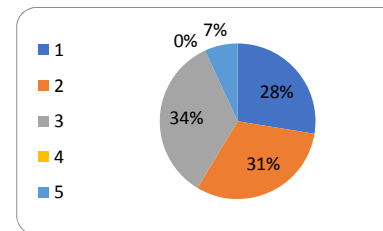
1) 1. Where do you live?

Responses		Answer Options
(Percent)	(Count)	
26%	8	1) Adjoining neighborhoods (Capital View, Bay Creek, Bram's Addition)
0%	0	2) Downtown/Isthmus
29%	9	3) City of Madison
3%	1	4) City of Fitchburg
42%	13	5) Other
<b>Totals</b>	<b>100%</b>	<b>31</b>
<b>Comments:</b>		



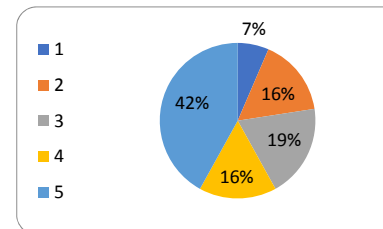
2) 2. What brought you to Madison?

Responses		Answer Options
(Percent)	(Count)	
28%	8	1) Born here/come with parents
31%	9	2) School
34%	10	3) Job
0%	0	4) Significant other
7%	2	5) Thought it was a cool city
<b>Totals</b>	<b>100%</b>	<b>29</b>
<b>Comments:</b>		



3) 3. How old are you?

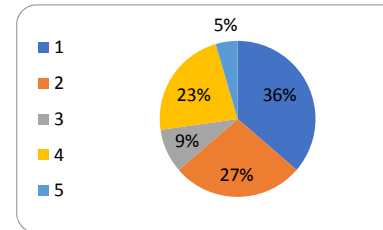
Responses		Answer Options
(Percent)	(Count)	
6%	2	1) Under 30
16%	5	2) 30-39
19%	6	3) 40-49
16%	5	4) 50-59
42%	13	5) 60+
<b>Totals</b>	<b>100%</b>	<b>31</b>
<b>Comments:</b>		



Destination District Vision and Strategy  
Public Event: September 12, 2018

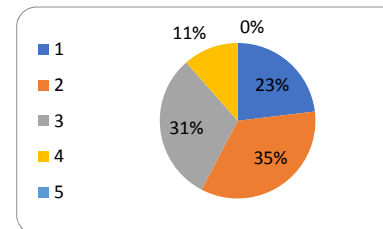
4) 4. How often do you come to events, use the park and open space system, or visit a business in this area?

Responses		Answer Options
(Percent)	(Count)	
36%	8	1) Once or twice a week
27%	6	2) Once or twice a month
9%	2	3) Once every couple of months
23%	5	4) A couple of times a year
5%	1	5) Almost never
<b>Totals</b>	<b>100%</b>	<b>22</b> <b>Comments:</b>



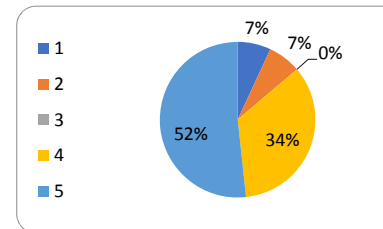
5) 5. Which is most likely to happen?

Responses		Answer Options
(Percent)	(Count)	
23%	6	1) Badgers win the football National Championship
35%	9	2) Badger women win the Frozen Four
31%	8	3) Packers win the Super Bowl
12%	3	4) Brewers win the World Series
0%	0	5) The Bucks win the NBA Finals
<b>Totals</b>	<b>100%</b>	<b>26</b> <b>Comments:</b>



6) 6. Who was John Nolen?

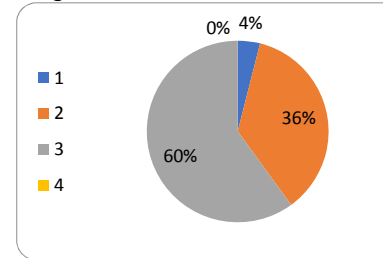
Responses		Answer Options
(Percent)	(Count)	
7%	2	1) A senator
7%	2	2) A governor
0%	0	3) A Madison mayor
34%	10	4) A Madison parks commissioner/director
52%	15	5) A landscape architect
<b>Totals</b>	<b>100%</b>	<b>29</b> <b>Comments:</b>



Destination District Vision and Strategy  
Public Event: September 12, 2018

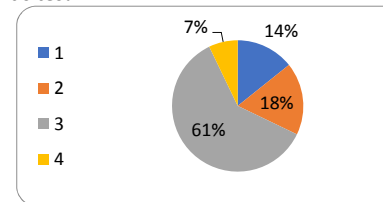
7) 7. Which of the following would draw you to the area more often and contribute the most to creating a destination district?

Responses		Answer Options
(Percent)	(Count)	
4%	1	1) Indoor sports and recreation
36%	9	2) Cultural facilities (lake center, aquarium, museums, art galleries)
60%	15	3) Restaurants, bars, and commercial entertainment venues (theaters, live music, etc.)
0%	0	4) Shopping
<b>Totals</b>	<b>100%</b> / <b>25</b>	<b>Comments:</b>



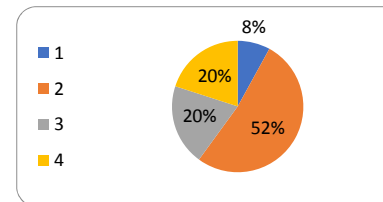
8) 8. What do you think about the amount/intensity of development shown for the redevelopment sites?

Responses		Answer Options
(Percent)	(Count)	
14%	4	1) There's too much
18%	5	2) There's not enough
61%	17	3) Looks about right
7%	2	4) No opinion
<b>Totals</b>	<b>100%</b> / <b>28</b>	<b>Comments:</b>



9) 9. Which of these parks do you visit most frequently?

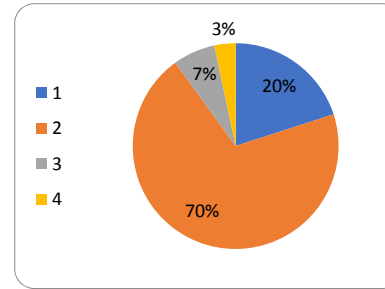
Responses		Answer Options
(Percent)	(Count)	
8%	2	1) Goodman Park/Pool
52%	13	2) Olin Park
20%	5	3) Turville Point Conservation Park
20%	5	4) Quann Park
<b>Totals</b>	<b>100%</b> / <b>25</b>	<b>Comments:</b>



Destination District Vision and Strategy  
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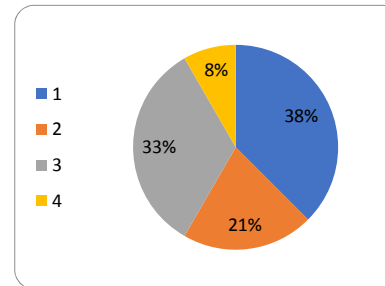
10) 10. Which WOULD BE YOUR FIRST CHOICE OF the following park and open space improvements THAT would draw you to the area more often?

Responses		Answer Options
(Percent)	(Count)	
20%	6	1) Unify the entire area into a cohesive user-friendly destination park
70%	21	2) Creating an activated waterfront destination terrace or other waterfront amenities
7%	2	3) Adding a lakeview multiuse trail near the shoreline
3%	1	4) Adding additional amenities and facilities to serve park users
<b>Totals</b>	<b>100%</b>	<b>30</b> <b>Comments:</b>



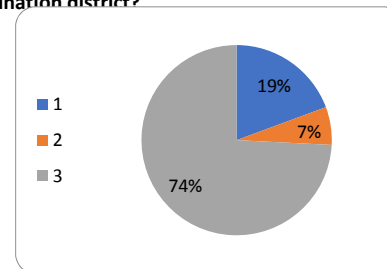
11) 11. Of the same options, which would be your second choice of park and open space improvements that would draw you to the area more often?

Responses		Answer Options
(Percent)	(Count)	
38%	9	1) Unify the entire area into a cohesive user-friendly destination park
21%	5	2) Creating an activated waterfront destination terrace or other waterfront amenities
33%	8	3) Adding a lakeview multiuse trail near the shoreline
8%	2	4) Adding additional amenities and facilities to serve park users
<b>Totals</b>	<b>100%</b>	<b>24</b> <b>Comments:</b>



12) 12. Which of these would have the biggest impact for creating a walkable and cohesive destination district?

Responses		Answer Options
(Percent)	(Count)	
19%	6	1) Improving crosswalks on John Nolen Dr. at major intersections (Rimrock, Olin, Lakeside)
6%	2	2) Enlarging the Wingra Creek bike path underpass at John Nolen Dr.
74%	23	3) Building a substantial pedestrian crossing over/under John Nolen Dr.
<b>Totals</b>	<b>100%</b>	<b>31</b> <b>Comments:</b>

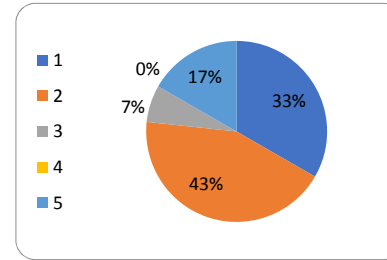




Destination District Vision and Strategy  
Public Event: September 12, 2018

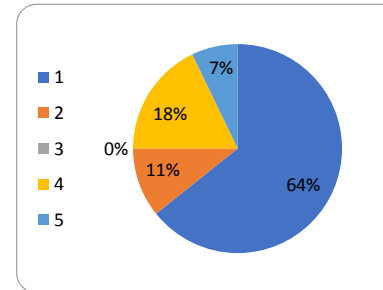
13) 13. During major events, which of these would be the most convenient way to move between the Isthmus and the destination district?  
(other than using a car)

Responses		Answer Options
(Percent)	(Count)	
33%	10	1) Shuttles / Bus
43%	13	2) Rail transit
7%	2	3) Water taxi
0%	0	4) Enhanced bikeshare system
17%	5	5) Walking/riding my own bike
<b>Totals</b>	<b>100%</b>	<b>30</b>
<b>Comments:</b>		



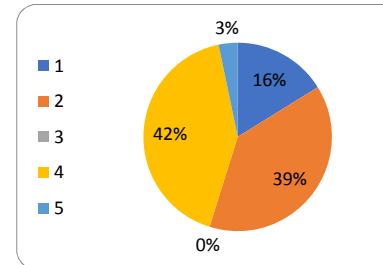
14) 14. Which of the following WOULD BE YOUR FIRST CHOICE AS A predominate activity that people most associate THE Destination District WITH?

Responses		Answer Options
(Percent)	(Count)	
64%	18	1) Entertainment, events and convening
11%	3	2) Passive and active recreation (walking, biking, site seeing, field sports, water sports, court sports, etc.)
0%	0	3) Employment
18%	5	4) Restaurants, bars, and hotels
7%	2	5) Living
<b>Totals</b>	<b>100%</b>	<b>28</b>
<b>Comments:</b>		



15) 15. Of the same options, which would be your second choice as an activity that people most associate the destination district with?

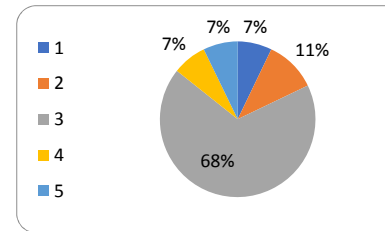
Responses		Answer Options
(Percent)	(Count)	
16%	5	1) Entertainment, events and convening
39%	12	2) Passive and active recreation (walking, biking, site seeing, field sports, water sports, court sports, etc.)
0%	0	3) Employment
42%	13	4) Restaurants, bars, and hotels
3%	1	5) Living
<b>Totals</b>	<b>100%</b>	<b>31</b>
<b>Comments:</b>		



Destination District Vision and Strategy  
 Public Event: September 12, 2018

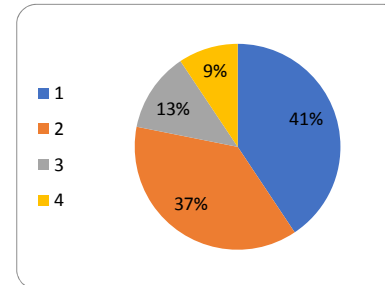
16) 16. To embody the essence of a truly authentic Madison experience, which of the following themes should characterize the District?

Responses		Answer Options
(Percent)	(Count)	
7%	2	1) Health and fitness
11%	3	2) Area agriculture and tech economies
68%	19	3) Lakes and water
7%	2	4) Bike culture
7%	2	5) Local food
<b>Totals</b>	<b>100%</b>	<b>28</b>
<b>Comments:</b>		



17) 17. As the county grows, creating a destination district like what's being described would:

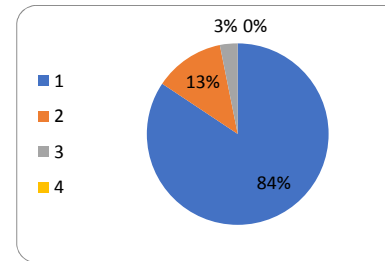
Responses		Answer Options
(Percent)	(Count)	
41%	13	1) Be a game changing transformation for what it means to live here
38%	12	2) Enhance the quality of life in Madison and Dane County
13%	4	3) Be nice to have but wouldn't make a difference to most residents
9%	3	4) Detract from my quality of life
<b>Totals</b>	<b>100%</b>	<b>32</b>
<b>Comments:</b>		



Destination District Vision and Strategy  
Public Event: September 12, 2018

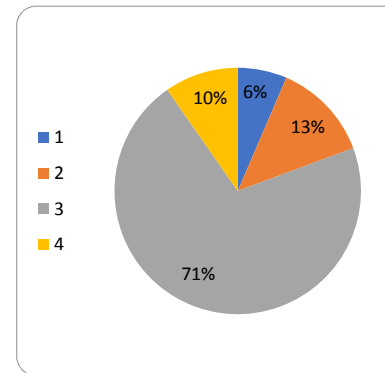
18) 18. As the county grows, creating a destination district like what's being described would:

Responses		Answer Options
(Percent)	(Count)	
84%	27	1) Draw a significant increase in events and visitors to the Alliant Energy Center and Madison
13%	4	2) Draw a few more events and visitors
3%	1	3) Improve visitor experiences, but they'll come anyway
0%	0	4) Visitor's wouldn't really care/notice
<b>Totals</b>	<b>100%</b> / <b>32</b>	<b>Comments:</b>



19) 19. The biggest benefit to creating a destination district would be:

Responses		Answer Options
(Percent)	(Count)	
6%	2	1) Increasing public access for all to Lake Monona's waterfront and encouraging active use of the areas parks and open space
13%	4	2) Providing a stunning entry to downtown that makes a strong and inspiring statement about the community
71%	22	3) Increasing economic impacts by drawing more visitors and events
10%	3	4) Promoting the healthy growth of our central city through increased living, business, and job opportunities
<b>Totals</b>	<b>100%</b> / <b>31</b>	<b>Comments:</b>



On October 15, 2018 Perkins + Will, the consultant team leading the Alliant Energy Center Campus master planning process, presented the draft Alliant Energy Center Campus Master Plan. Following their presentation, Vandewalle & Associates presented the draft Destination District Vision & Strategy for the surrounding area. The consultants facilitated engagement activities that included real time keypad polling and interactive stations where community members could talk with the consultants and the Alliant Energy Center Comprehensive Master Plan Oversight Committee. Approximately 50 attended the joint public event.

### Destination District Comments

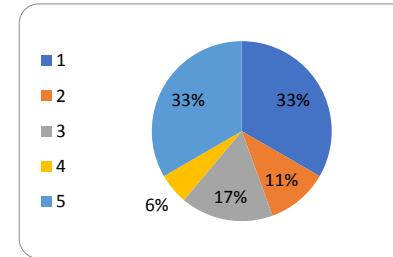
- *General:* Be sure there is easy movement of traffic for local residents south of the beltline.
- *General:* No consideration is being given to the surrounding residential areas! No sidewalks in plans. Ring road will make bike/ped access from CapView & Bram Street more difficult. Stormwater management needs to be improved NOW, not last when that parking area is developed. Committee members should not have been allowed to take poll. They already have outsized influence on the design.
- *General:* No surprise, not one of you addressed the issue of how your plans will effect the immediate residential neighborhood! We live here! We have lives and homes and families and already have to put up with noise, traffic, flooding. How can we support something that does not even consider our neighborhood??
- *Location ideas:* Do not use portions of Olin-Turville parks for multi-modal parking structures.
- *Location ideas:* Regional bus depot with 24 hour lighted waiting area and restrooms. Madison should have one of these, so people don't have to freeze at Dutch Mill.
- *Connections:* Improve connectivity between east campus mall and Alliant campus.
- *Placemaking:* If John Nolen bridges over Wingra Creek are replaced, the bike path underpasses should be looked at to try and raise the elevation so future flooding events don't affect the connection.
- *Benefits of a destination connector:* Farther south bridge connection is preferred.
- *Quann Park:* Explore improved bike/ped access from Bram Street and Rusk Avenue.
- *Quann Park:* Wrong location for ped/bike overpass over John Nolen Drive. Need overpass/underpass farther south, north of Rimrock Road intersection.
- *Strategy 1 – Core:* Need ped/bike overpass/underpass about 300 feet north of John Nolen Drive/Rimrock Road intersection.

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

JOINT PUBLIC EVENT  
October 15, 2018

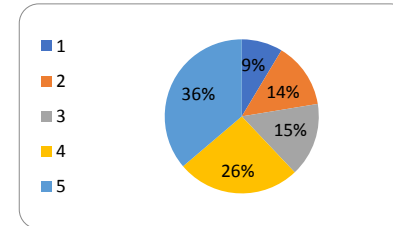
**1) 1. Where do you live?**

Responses		Answer Options
(Percent)	(Count)	
33%	6	1) Neighborhoods adjoining the Alliant Energy Center(Capital View, Bay Creek, Bram's Addition)
11%	2	2) Downtown/Isthmus
17%	3	3) Elsewhere in the City of Madison
6%	1	4) City of Fitchburg
33%	6	5) Other
<b>Totals</b>	<b>100%</b>	<b>18</b>
<b>Comments:</b>		



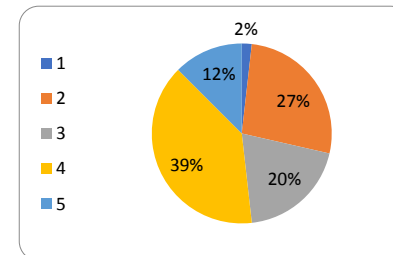
**2) 2. How old are you?**

Responses		Answer Options
(Percent)	(Count)	
9%	5	1) Under 30
14%	8	2) 30-39
16%	9	3) 40-49
26%	15	4) 50-59
36%	21	5) 60+
<b>Totals</b>	<b>100%</b>	<b>58</b>
<b>Comments:</b>		



**3) 3. I am here tonight primarily as:**

Responses		Answer Options
(Percent)	(Count)	
2%	1	1) The organizer of one or more events at the Alliant Energy Center
27%	15	2) An area business owner/employee
20%	11	3) A government official
39%	22	4) A county resident
13%	7	5) Other
<b>Totals</b>	<b>100%</b>	<b>56</b>
<b>Comments:</b>		

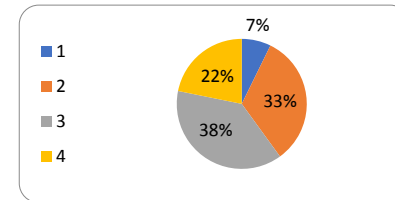


**ALLIANT ENERGY CENTER CAMPUS MASTER PLAN +  
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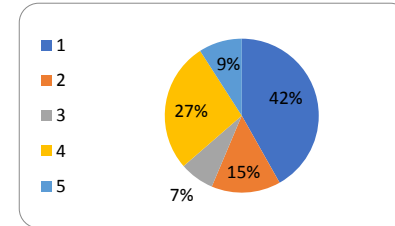
**4) 4. How many events do you attend per year at the Alliant Energy Center?**

Responses		Answer Options
(Percent)	(Count)	
7%	4	1) None
33%	18	2) 1-2
38%	21	3) 3-5
22%	12	4) 5+
<b>Totals</b>	<b>100%</b>	<b>55</b>
<b>Comments:</b>		



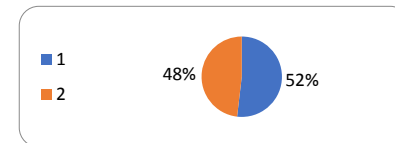
**5) 5. How often do you visit other businesses or use the park and open space system in this area?**

Responses		Answer Options
(Percent)	(Count)	
42%	23	1) Weekly
15%	8	2) Monthly
7%	4	3) Once every couple of months
27%	15	4) A few times a year
9%	5	5) Almost never
<b>Totals</b>	<b>100%</b>	<b>55</b>
<b>Comments:</b>		



**6) 6. The Alliant Energy Center revenues cover all operating expenses with no assistance from County taxpayers.**

Responses		Answer Options
(Percent)	(Count)	
52%	28	1) True
48%	26	2) False
<b>Totals</b>	<b>100%</b>	<b>54</b>
<b>Comments:</b>		

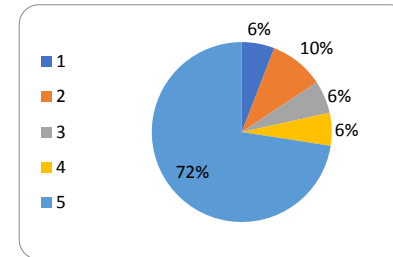


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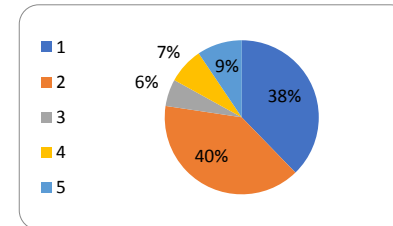
**7) 7. The most important role that the Alliant Energy Center plays in the county is:**

Responses		Answer Options
(Percent)	(Count)	
6%	3	1) Drawing overnight visitors to local hotels
10%	5	2) Promoting agriculture and other local industries
6%	3	3) Generating tax revenues
6%	3	4) Creating jobs
73%	37	5) Supporting a high quality of life through a variety of entertainment and informational offerings
<b>Totals</b>	<b>100%</b>	<b>51</b> <b>Comments:</b>



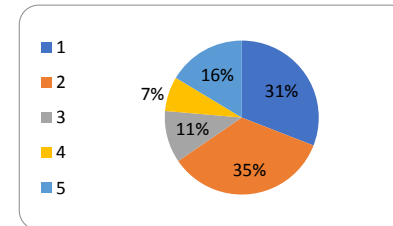
**8) 8. These are logical first phases of expansion.**

Responses		Answer Options
(Percent)	(Count)	
38%	20	1) Strongly agree
40%	21	2) Agree
6%	3	3) Disagree
8%	4	4) Strongly disagree
9%	5	5) Not sure/No opinion
<b>Totals</b>	<b>100%</b>	<b>53</b> <b>Comments:</b>



**9) 9. With the Phase 1 improvements, I would likely visit the Alliant Energy Center more often.**

Responses		Answer Options
(Percent)	(Count)	
31%	17	1) Strongly agree
35%	19	2) Agree
11%	6	3) Disagree
7%	4	4) Strongly disagree
16%	9	5) Not sure/No opinion
<b>Totals</b>	<b>100%</b>	<b>55</b> <b>Comments:</b>

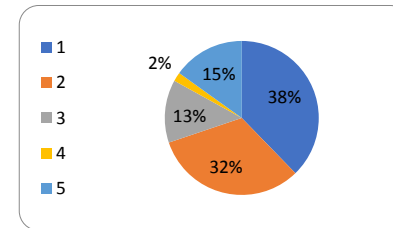


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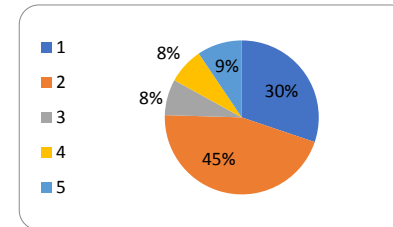
10) 10. Private development of the types described is needed on the Alliant Energy Center campus.

Responses		Answer Options
(Percent)	(Count)	
38%	20	1) Strongly agree
32%	17	2) Agree
13%	7	3) Disagree
2%	1	4) Strongly disagree
15%	8	5) Not sure/No opinion
<b>Totals</b>	<b>100%</b>	<b>53</b>
		<b>Comments:</b>



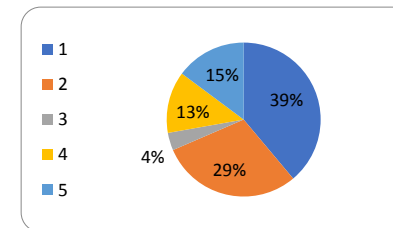
11) 11. These are the logical next phase of improvements.

Responses		Answer Options
(Percent)	(Count)	
30%	16	1) Strongly agree
45%	24	2) Agree
8%	4	3) Disagree
8%	4	4) Strongly disagree
9%	5	5) Not sure/No opinion
<b>Totals</b>	<b>100%</b>	<b>53</b>
		<b>Comments:</b>



12) 12. With these improvements, I would be more likely to visit the Alliant Energy Center more often.

Responses		Answer Options
(Percent)	(Count)	
39%	21	1) Strongly agree
30%	16	2) Agree
4%	2	3) Disagree
13%	7	4) Strongly disagree
15%	8	5) Not sure/No opinion
<b>Totals</b>	<b>100%</b>	<b>54</b>
		<b>Comments:</b>



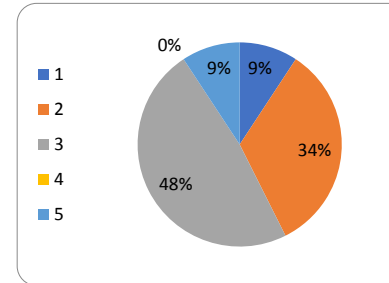


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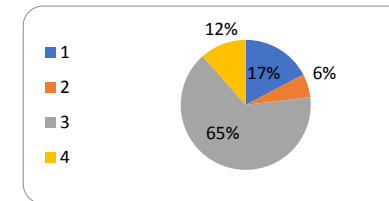
**13) 13. Which of the following would draw you to the area more often and contribute the most to creating a destination district?**

Responses		Answer Options
(Percent)	(Count)	
9%	5	1) Indoor sports and recreation facilities
33%	18	2) Cultural facilities (lake center, aquariums, museums, art galleries)
48%	26	3) Restaurants, bars, and commercial entertainment venues (theaters, live music)
0%	0	4) Shopping
9%	5	5) None of the above
<b>Totals</b>	<b>100%</b>	<b>54</b> <b>Comments:</b>



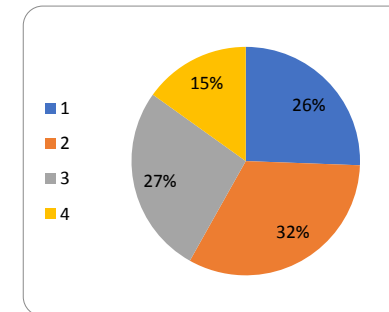
**14) 14. What do you think about the amount/scale of development shown for the redevelopment sites?**

Responses		Answer Options
(Percent)	(Count)	
17%	9	1) There's too much
6%	3	2) There's not enough
65%	34	3) Looks about right
12%	6	4) Not sure/No opinion
<b>Totals</b>	<b>100%</b>	<b>52</b> <b>Comments:</b>



**15) 15. Which park and open space improvements would draw you to the area more often? (choose 2)**

Responses		Answer Options
(Percent)	(Count)	
26%	22	1) Cohesive user-friendly destination park
33%	28	2) Activated waterfront destination terrace/other amenities
27%	23	3) Lakeview multiuse trail near the shoreline
15%	13	4) New amenities and facilities to serve park users
<b>Totals</b>	<b>100%</b>	<b>86</b> <b>Comments:</b>

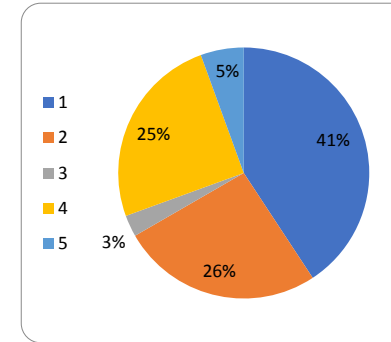


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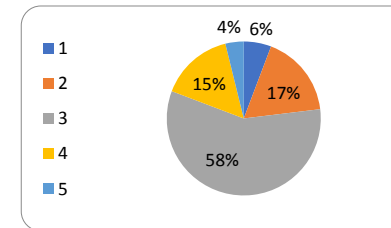
16) 16. Which of the following should be the predominate activities that people most associate with the destination district? (choose 2)

Responses		Answer Options
(Percent)	(Count)	
41%	44	1) Entertainment, events, and convening
26%	28	2) Passive and active recreation
3%	3	3) Employment
25%	27	4) Restaurants, bars, and hotels
6%	6	5) Living
<b>Totals</b>	<b>100%</b>	<b>108</b>
		<b>Comments:</b>



17) 17. To embody the essence of a truly authentic Madison experience, which of the following themes should characterize the district?

Responses		Answer Options
(Percent)	(Count)	
6%	3	1) Health and fitness
17%	9	2) Area agriculture and economies
58%	30	3) Lakes and water
15%	8	4) Bike culture
4%	2	5) Local food
<b>Totals</b>	<b>100%</b>	<b>52</b>
		<b>Comments:</b>



18) 18. As the county grows, creating a destination district like what's been described would:

Responses		Answer Options
(Percent)	(Count)	
21%	11	1) Be a game changing transformation for what it means to live here
52%	27	2) Enhance the quality of life in Madison and Dane County
15%	8	3) Be nice to have, but wouldn't make a difference to most residents
12%	6	4) Detract from my quality of life
<b>Totals</b>	<b>100%</b>	<b>52</b>
		<b>Comments:</b>

