

DANE COUNTY

# ALLIANT ENERGY CENTER CAMPUS MASTER PLAN

MADISON, WISCONSIN

JULY 16<sup>TH</sup>, 2018



PERKINS+WILL

# AGENDA

**01 /** Summary of Open House

**02 /** Revised Master Plan

**03 /** Committee Discussion

**04 /** Project Schedule

**05 /** Next Steps

# 01/ SUMMARY OF OPEN HOUSE

## SUMMARY OF OPEN HOUSE: LEARN

Is there additional information or existing conditions that should be considered as part of the planning process?

- inadequate storm water management
- Agricultural events not compatible with Quann Landf
- Quann park amenities dependent on Q/O Expo Drive
- hotels on the outskirts of the site
- traffic control on Olive Ave (residential)
- regional context to UW Madison
- connect between AEC and the 3 hotels
- need for pedestrian crosswalk
- transit access/routes
- bicycle routes on South
- consideration of neighborhoods surrounding
- expansion of Rusk Ave
- lake loop and regional bike trails
- increased traffic on residential stretches of Olin street
- Olin/Park street intersection
- continuous North-South and East-West access corridors
- alternate means of parking revenue

## SUMMARY OF OPEN HOUSE: LEARN

- solve storm water problems
- AEC is mismanaged
- poor access to AEC from surrounding areas, restricted access during events
- paid parking for structures when exiting
- current profitability concerns
- concerns over residential traffic on Olin
- diagram line weights unclear
- show connection to downtown and UW campus
- site analysis needs to include storm water management
- improve inter- and intra-transit in county
- roadways to accommodate buses and bikes

# SUMMARY OF OPEN HOUSE: SHARE

What do you like most about each of the concepts? What do you like least?

couldn't tell much of a difference without explanation  
both are about the same and can be adjusted to needs

MOST:

- ample green space/park space (4)
- address/alleviate traffic flow (4), emphasis on ring road
- more mixed use opportunity
- additional parking

LEAST:

- too similar schemes
- surface parking too remote/extensive (3)
- impact on adjoining neighborhood (2)
- unneeded road expansion (2)
- traffic management
- noise mitigation wall (2)

traffic flow (2)  
ease of access/egress (2)  
inter- and intra- transit (2)

stormwater management (2)

walkable/pedestrian friendly campus (2)  
green space vs impervious space (2)

mixed use (2)  
expand Coliseum only/appropriate usage of expo space

equity/community oriented

# SUMMARY OF OPEN HOUSE: SHARE

- this makes me want to move
- this is the third time where my input was requested and apparently none of our neighborhood comments were considered in the options
- looks like giant parking lot with office/meet/exhibition/hotel
- can't imagine anyone wanting to live near this campus
- noise barrier will not be effective up the hill and would be visual/physical barrier for Capital View neighbors (3)
- Option A parking structure is too far away
- Too much surface parking
- proposed "interchange" with Rimrock as an entrance will have patrons coming off the beltline conflicting with the traffic from downtown
- parking garage with 1 level underground with green space on top or existing structure (2)
- parking structure next to exhibition hall allows dressed up patrons to get closer to the ballroom avoids "school parking lot" look as though patrons are going to a dance in a gym.
- Quann-Olin Parkway proposed arc comes too close to homes, reroute to go straight north to west of Pavilion Two (3)
- restaurants attached to coliseum should have exterior entrances as well
- local and regional bus stops
- electronic gates from Quann-Olin Parkway into the inner area so residents can access park amenities
- topography makes artist rendering on map unrealistic
- street frontage (RR and JND) and parking should all go private
- increase hotel, restaurant, and retail density
- private development for city residents (and AEC) out front and public AEC parking and decks out back
- use all street frontages (RR and JND) for retail/hotel/restaurant mixed use
- Will an EIS be completed on the planning process or recommended plan?
- improve transit access (4)

# SUMMARY OF OPEN HOUSE: SHARE

- leave Quann Park alone
- stormwater management that is not dependent on the development plan
- more walkable campus with retail shops geared to the community
- commercial use of potential stores with hotel at the corner of Rimrock and John Nolan
- pedestrian bridge/crosswalk over John Nolan (2)
- expand Lyckberg retention pond
- move noise mitigation wall to road
- expand/beautify Rusk Ave from John Nolan Drive down to Park street
- biking access to AEC campus from South
- more density in development
- green spaces within parking lots
- access to local and regional transit systems
- change all/most parking to multilevel



# SUMMARY OF OPEN HOUSE: IMAGINE

Based on the input provided to this point in the planning process, what should the top three priorities be for the planning project?

- pedestrian focus
- parking efficiency (3)
- better access/connection to community (2)
- consideration of public feedback
- mixed use/public center (2)
- budget (2)
- only expand what needs expanded (3)
- improved seating in Coliseum
- transit connectivity (3)
- local business/neighborhood emphasis (2)
- bicycle access
- traffic flow (2)
- stormwater (2)
- noise
- think BIG! This could be soldier field in Chicago
- hire a building contractor who has much experience in this type of project
- major concerns about flooding/storm water management (4)
- reduce scope of grand plans
- major concern about increase traffic
- work with Madison on public transportation (2)
- use existing rail corridor with light-rail
- concern for tangible community benefits/equitable economic development

# SUMMARY OF OPEN HOUSE: IMAGINE

- more multilevel parking
- environmental learning center
- shuttle bus transport
- more disabled parking
- consider nonprofits - use of meeting rooms/spaces
- marketing arrangement with Manona Terrace and related city venues
- edible landscaping
- community gardens
- animal shelter
- alternative energy to power additional structures
- vertical green spaces
- more stormwater retention areas
- more retail spaces
- trolley station

# SUMMARY OF OPEN HOUSE: LEARN/SHARE/IMAGINE

## Design Improvements

- Improved stormwater management facilities to reduce flow and capture more stormwater on AEC site.
- Improved pedestrian and bicycle connectivity to and thru site. Improved crossings and overall site access and broader regional connectivity.
- Creation of north-south connector thru site.
- Improved pedestrian connectivity from west parking areas to core of campus.
- Improved access along Rusk Avenue.
- Ring road concept improves vehicular circulation in larger events
- Additional structured parking to eliminate surface lots and add more on-site parking for larger events. Allows for shared parking opportunities.

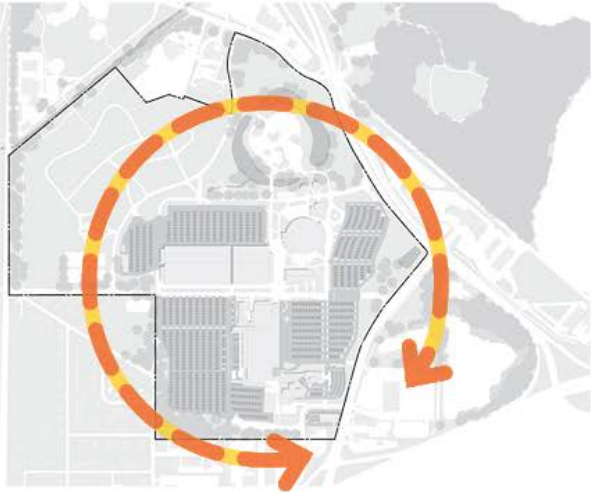
# SUMMARY OF OPEN HOUSE: LEARN/SHARE/IMAGINE

## Design Improvements

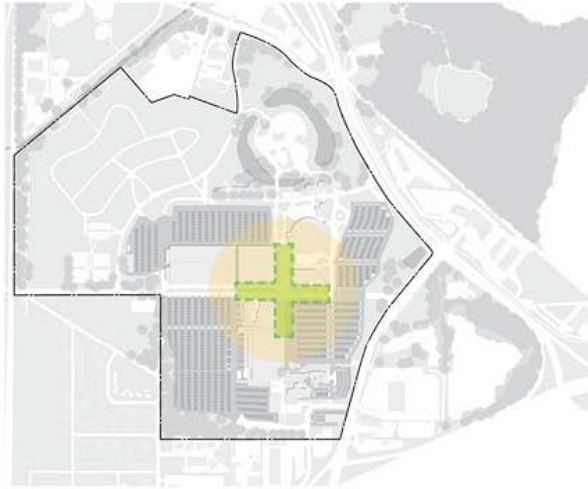
- Minor improvements to Quann Park include adding a playground and possibly some surface parking lots.
- Additional impervious surfaces on campus (green space, plaza, lawns, stormwater catchment areas, etc.)
- Improved vehicular circulation allows easier ingress/egress to site
- Improved buffering of adjacent neighborhoods.
- Additional mixed-use development added to site.

# 02/ REVISED MASTER PLAN

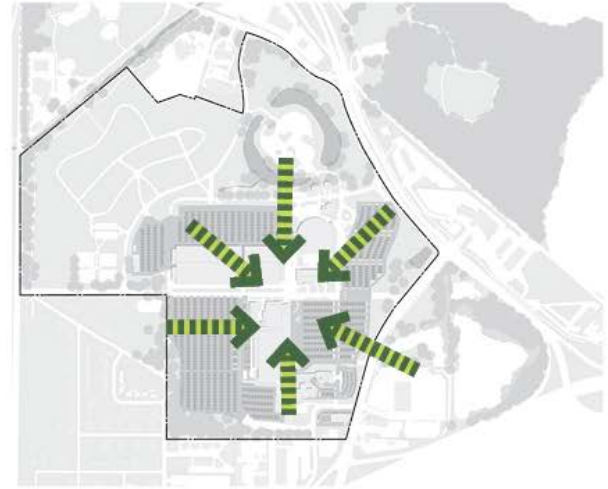
# BIG IDEAS



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)

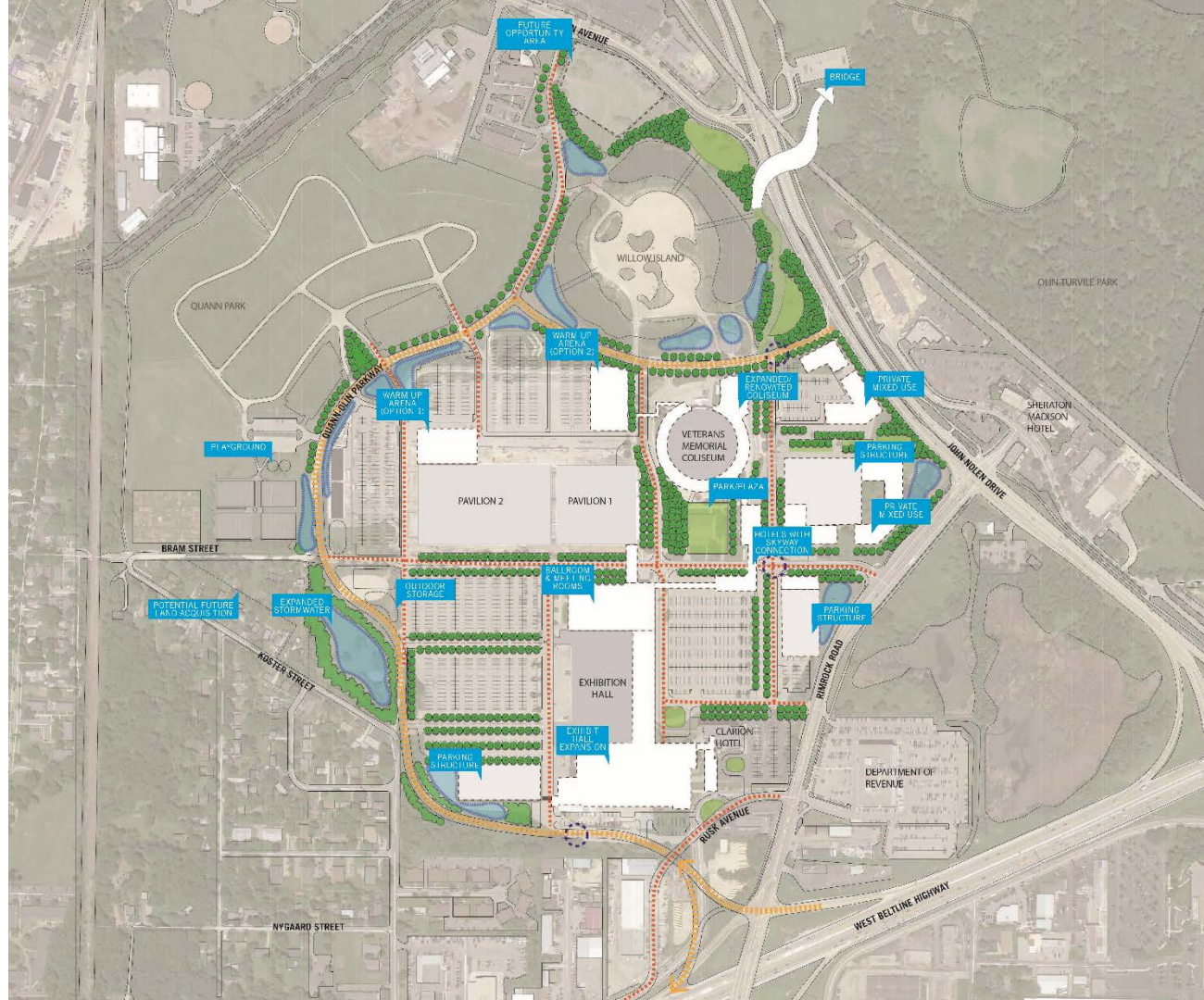
# DESIGN CONSIDERATIONS

- Define shared parking opportunities and parking structures on the east side of the campus
- Stormwater improvements onsite will not solve all stormwater issues in 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
- 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

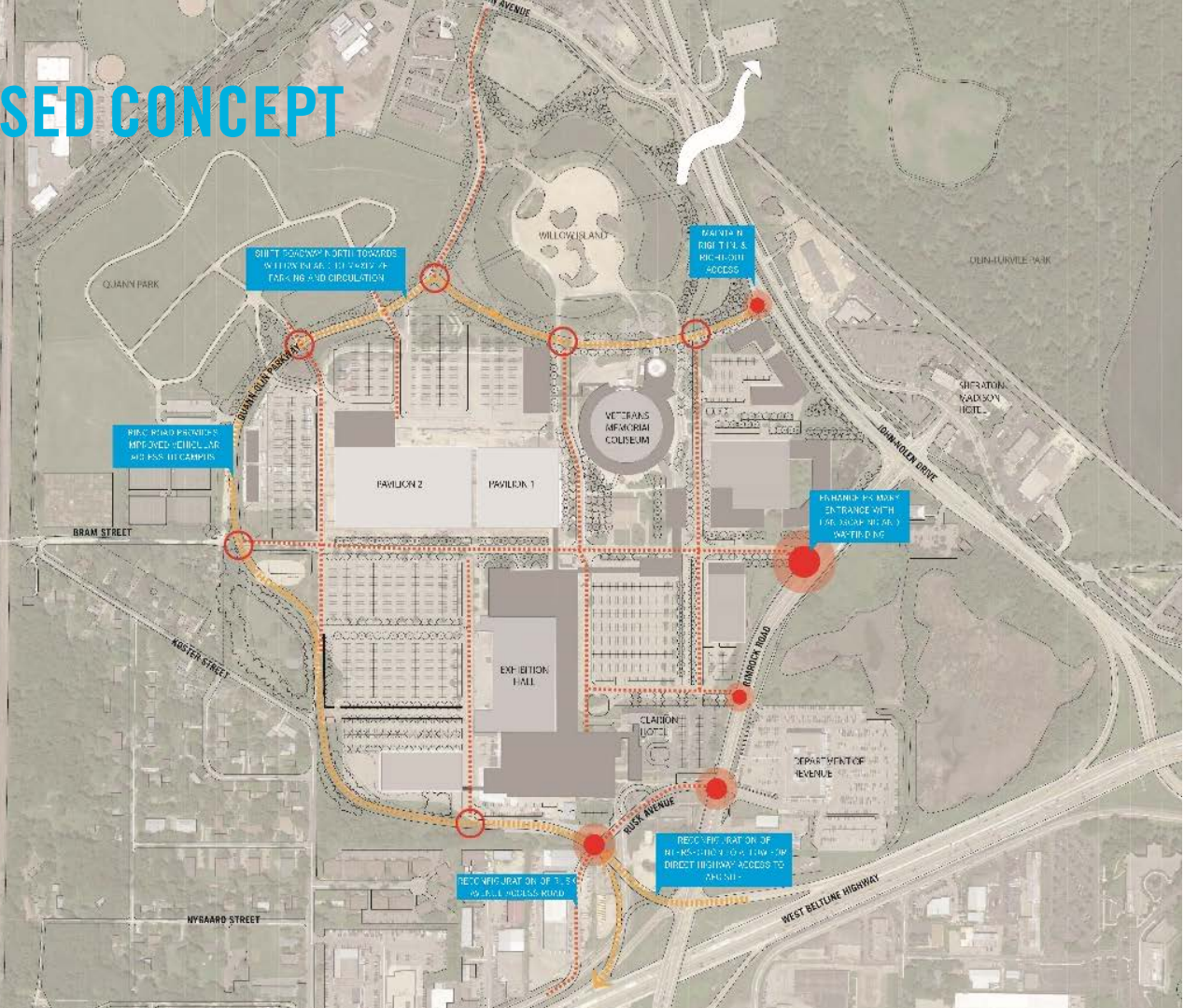


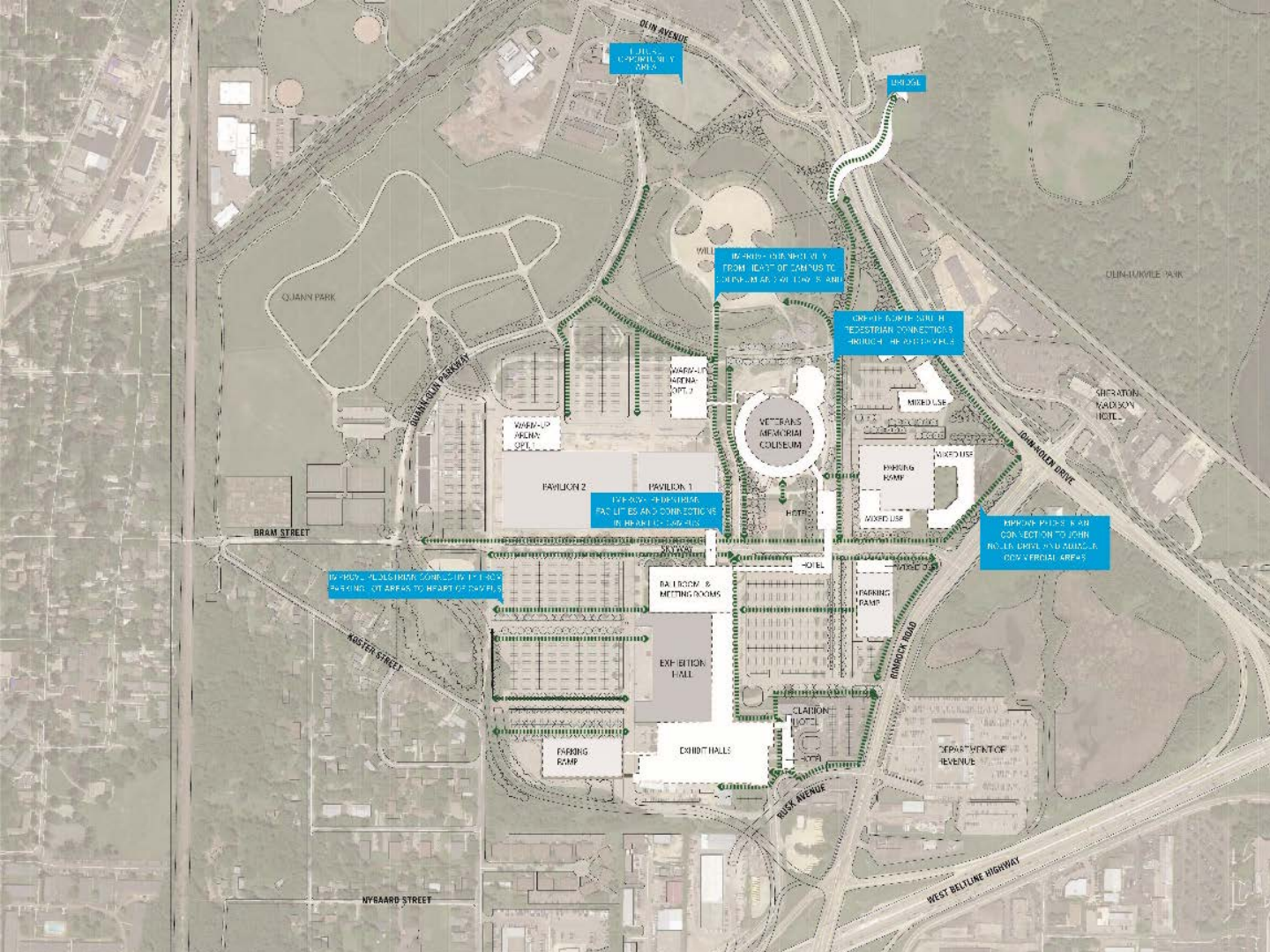
# REVISED CONCEPT

- Ring road with Belt Line Access and realignment of Rusk Ave.
- John Nolan access improvements
- Reconfigure Expo Drive
- Exhibition Hall expansion on south
- Convertible street and signature green space
- Two hotel and mixed-use developments with parking structures along Rimrock and John Nolan
- Parking structure on south end of site
- “Green” connections thru parking areas
- Enhanced greenspace surrounding Willow Island
- New “bridge” connection across John Nolan to Lake Monona



# REVISED CONCEPT





IMPROVE PEDESTRIAN CONNECTIONS FROM PARKING LOT 2 TO CAMPUS CENTER

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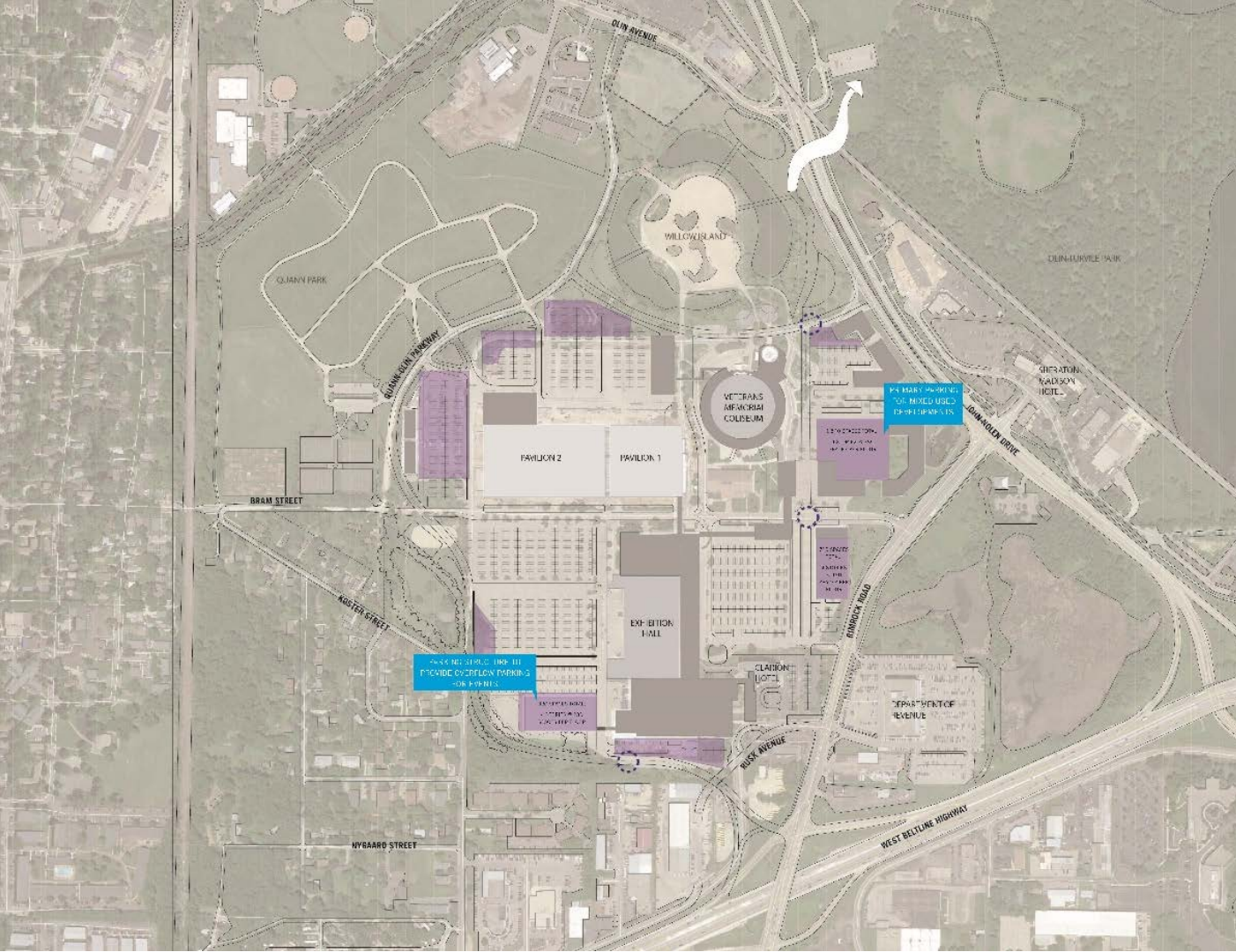
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PARKING LOT 10B  
PROVIDE OVERFLOW PARKING  
FOR 10B-1011S

P1 BAY PARKING  
FOR MIXED USES  
DEVELOPMENTS



IMPROVE PUBLIC REALM CONNECTION TO COLISEUM AND WILLOW ISLAND

GATEWAY LANDSCAPING AND WAYFINDING

VETERANS MEMORIAL COLISEUM

ENHANCED LANDSCAPING AND PUBLIC REALM IMPROVEMENTS IN HEART OF CAMPUS

PAVILION 2

PAVILION 1

EXHIBITION HALL

ADD TIDAL STORMWATER MANIFESTMENT TO PROTECT ADJACENT PROPERTIES

CLARIFY NEW DRIVE AND DROP OFF FOR EXHIBITION HALL EXPANSION

DEPARTMENT OF REVENUE

# 03/ COMMITTEE DISCUSSION

# COMMITTEE DISCUSSION

## ACCESS, CIRCULATION AND PARKING

- What other access or circulation improvements should be included in the Master Plan?
- As a pedestrian would you feel more comfortable walking to and from campus (or on campus) with the identified improvements?
- Is the location of structured parking appropriate? Are there other areas we should consider removing surface parking and replacing with structured parking?

# COMMITTEE DISCUSSION

## GREENSPACE, STORMWATER AND BUFFERING

- What other open space/green space improvements should be included in the Master Plan?
- Are we showing the appropriate amount of new green space in the Master Plan?
- Are there additional stormwater improvements that should be considered in the Master Plan?
- Is an appropriate level of buffering shown at the edges of campus?



# COMMITTEE DISCUSSION

## PRIVATE REDEVELOPMENT

- Are we showing the appropriate amount of private development in the Master Plan?
- Are there desired uses (restaurants, shops, etc.) that should be recommended to be included in the private development areas?
- Are there other areas on campus that should be considered for private development?

# COMMITTEE DISCUSSION

## FACILITIES (EXPO HALL, COLISEUM, WILLOW ISLAND, PAVILIONS AND ARENA)

- Is our methodology (where to expand and phasing) for the expansion of the Expo Hall and Coliseum correct?
- Are there any additional ideas we should consider for Willow Island?
- Do the proposed facility expansion/improvements enhance the overall character and livability on campus?

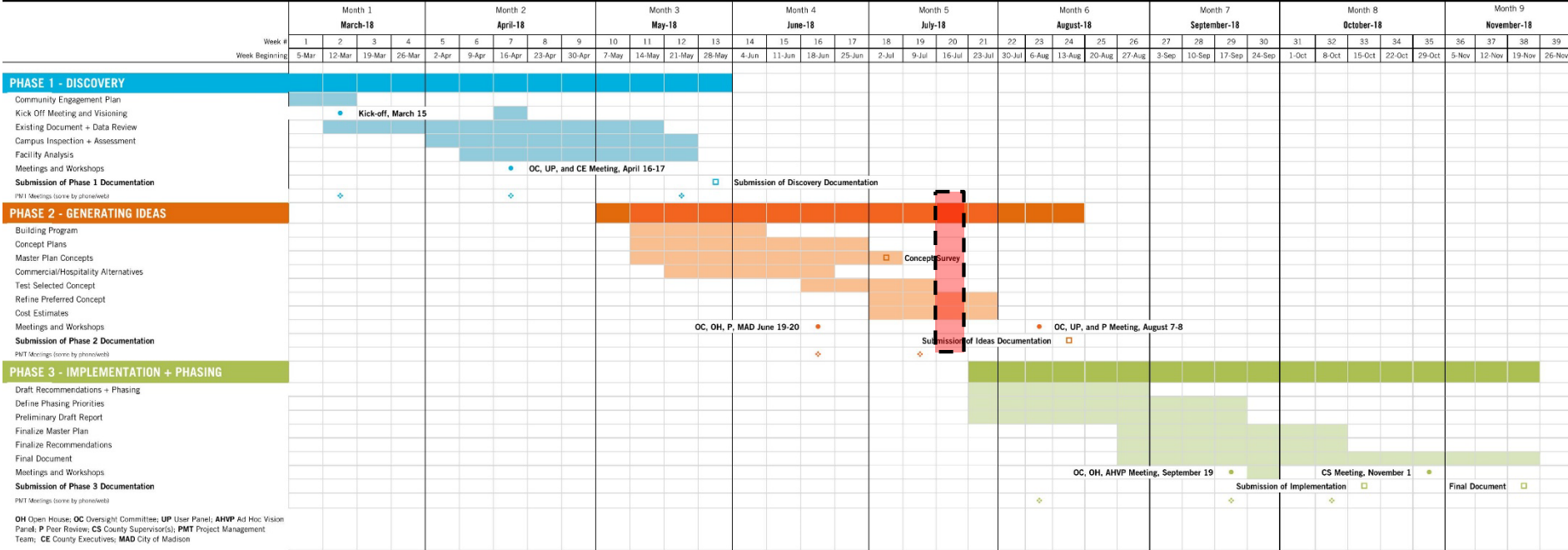
# COMMITTEE DISCUSSION

## FINANCES AND RETURN ON INVESTMENT (ROI) APPROACH

- What financial analysis and/or data would the group like to see to inform our conversation about project prioritization and phasing?

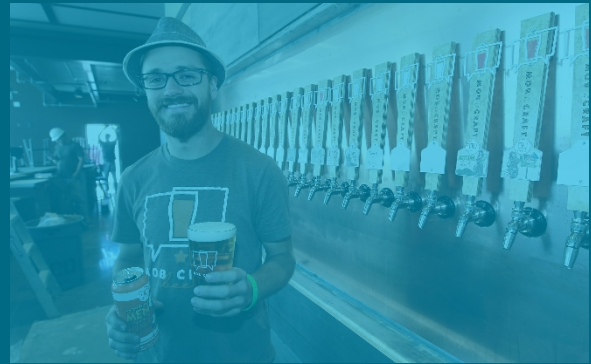
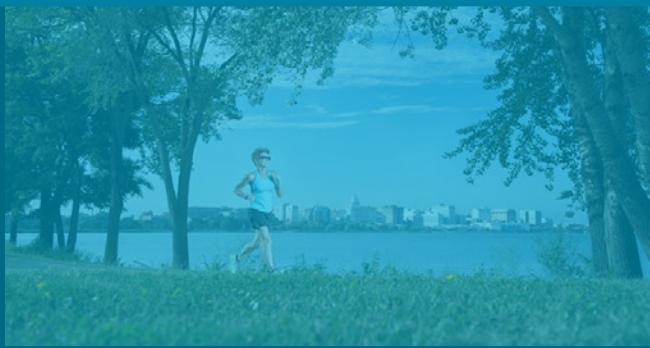
# 04/ MASTER PLAN SCHEDULE

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**AEC DANE COUNTY MASTER PLAN - SCHEDULE**



# SCHEDULE

- Oversight Committee Meeting
  - *July 16<sup>th</sup>*
- Oversight Committee Workshop/Peer Review/User Panel
  - *August 20<sup>th</sup> – 21<sup>st</sup>*
- Oversight Committee Workshop/Open House
  - *September 19*



# QUESTIONS?

