

DESTINATION DISTRICT VISION & STRATEGY

PUBLIC EVENT

Ideas & Opportunities 9.12.18




WELCOME



MADISON
GOING > BEYOND > VISIT™
GREATER MADISON CONVENTION & VISITORS BUREAU





**WHAT IS THE
DESTINATION DISTRICT
VISION & STRATEGY &
WHY DO ONE?**

HOW WILL IT BE USED?

**WHAT HAS BEEN
COMPLETED SO FAR?**

WHAT INFORMS THE VISION & STRATEGY?



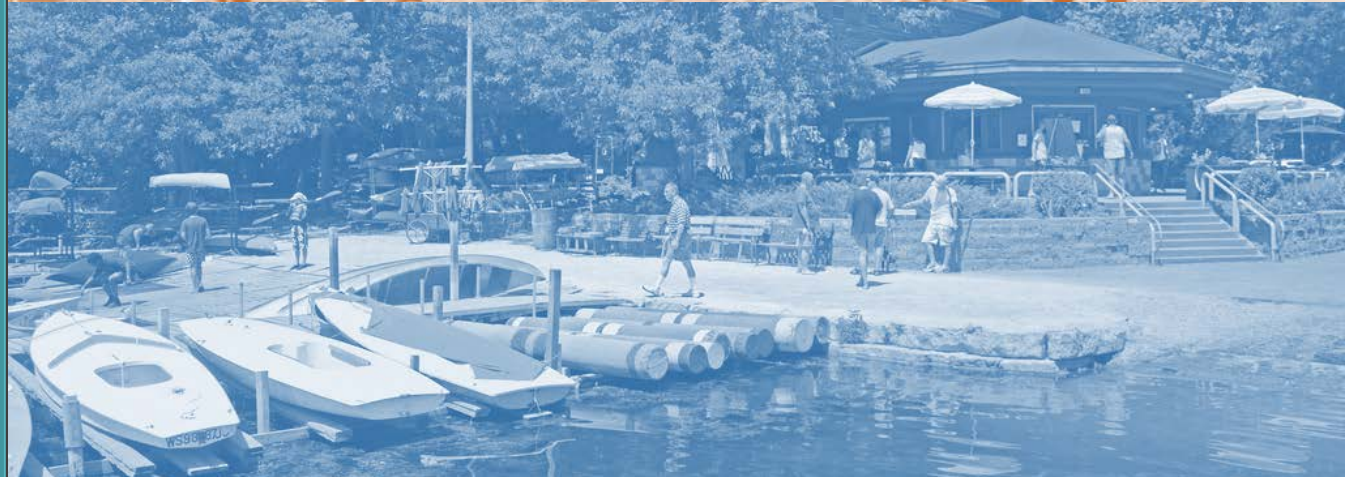
WHAT ARE WE DOING TONIGHT?

- Destination District Presentation (25 minutes)
- Keypad Polling (25 minutes)
- Individual Worksheets (10 minutes)
- Small Group Discussions (30 minutes)
- Report Out (10 minutes)



WHAT IS A DESTINATION DISTRICT?

- **Pedestrian-friendly** residential & commercial development in a **walkable area**
- Anchored by **entertainment venues**
- **With outdoor gathering spaces** for community events and activities
- And a critical mass of a **mix of uses**
- Multi-modal
- All knit together



WHAT IS A DESTINATION DISTRICT?

- Pedestrian-friendly residential & commercial development in a walkable area
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- Multi-modal
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Titletown – Green Bay, WI



Sports & Family Entertainment District

Arena District – Columbus, OH



Convening Sports/Entertainment District

North Coast Harbor – Cleveland, OH



Lakefront Park/Museum/Entertainment District

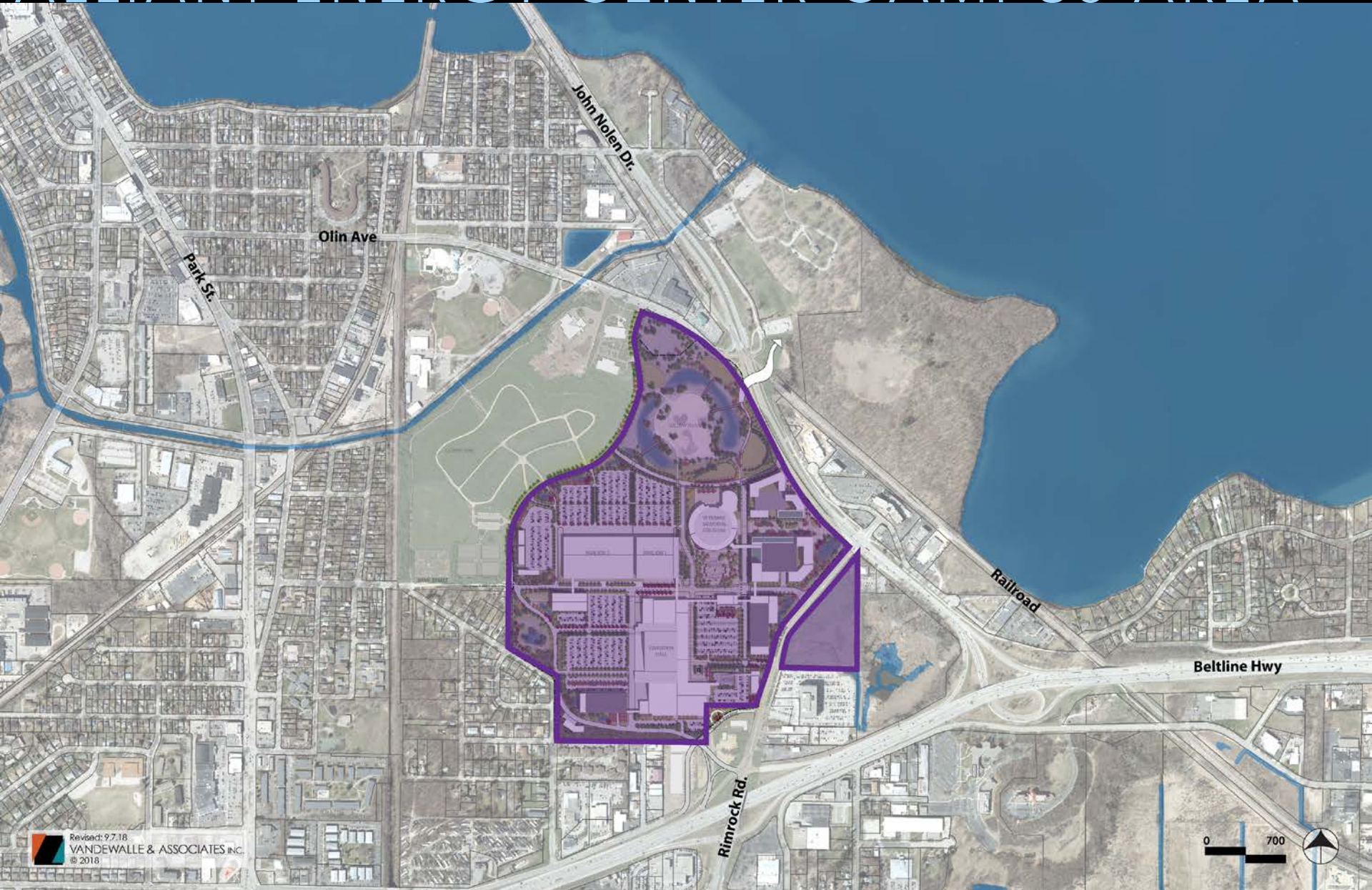
ALLIANT ENERGY CENTER

DRAFT CAMPUS MASTER PLAN – PERKINS & WILL



- MIXED-USE PRIVATE DEVELOPMENT ALONG RIMROCK, JOHN NOLEN, & WILLOW ISLAND
- EXPANDED EXHIBITION HALL AND COLISEUM
- CENTRAL PLAZA AND NEW ARENA BUILDING
- STORMWATER IMPROVEMENTS & STRUCTURED PARKING
- RING RD WITH BELTLINE/ RUSK AVE ACCESS
- “GREEN” CONNECTIONS THRU PARKING AREAS
- QUANN PARK ACCESS

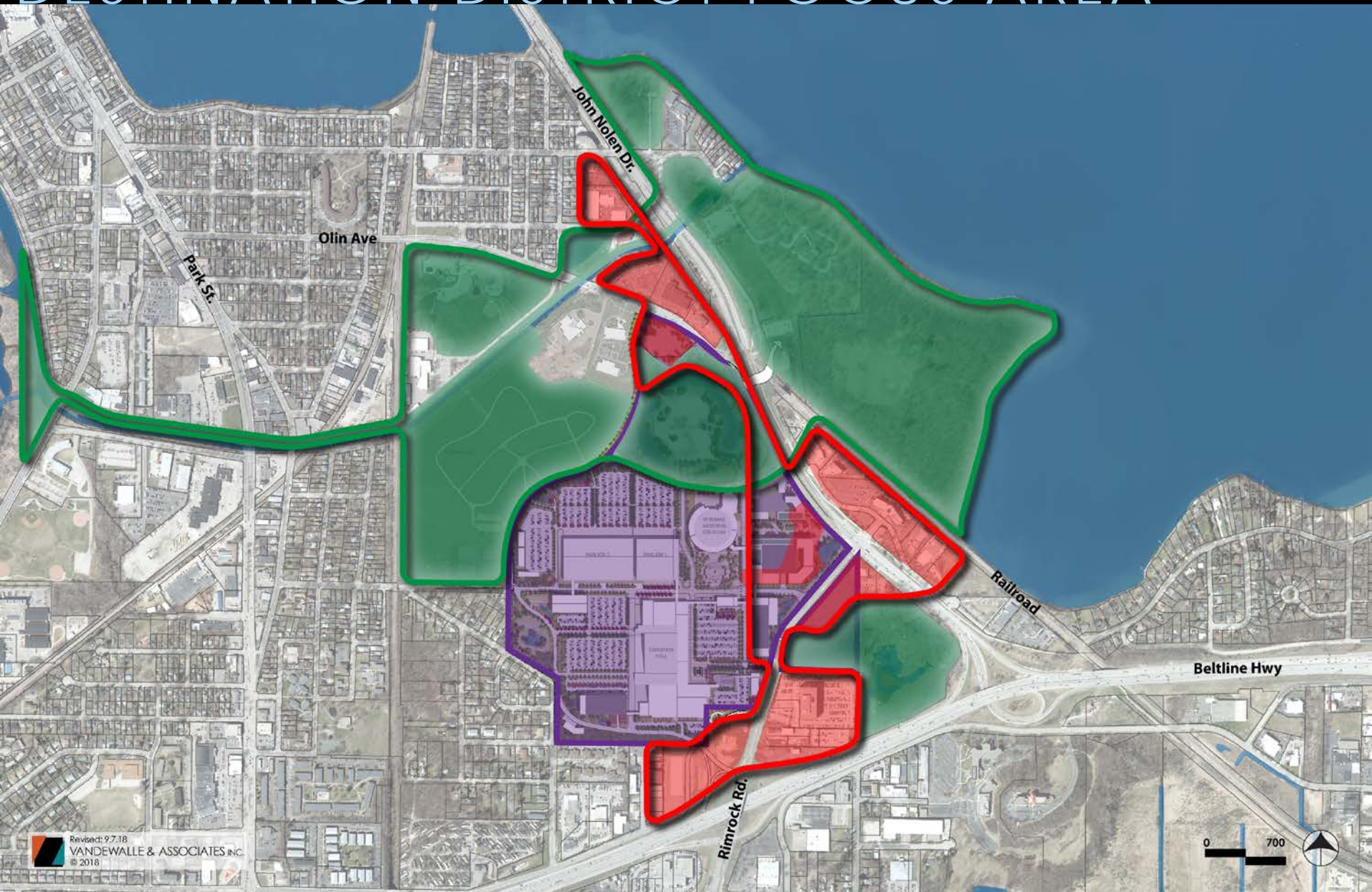
ALLIANT ENERGY CENTER CAMPUS AREA



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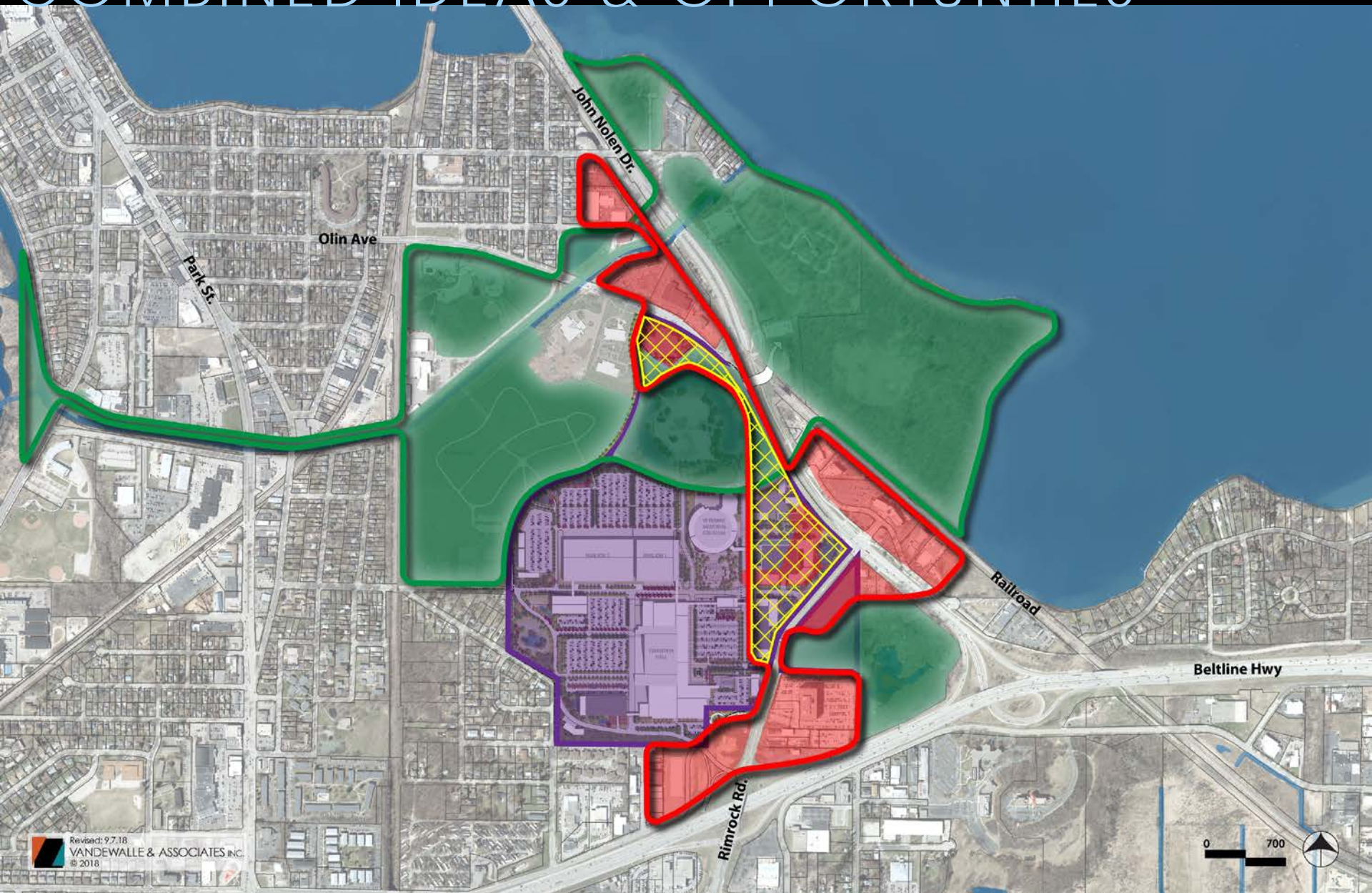


DESTINATION DISTRICT FOCUS AREA



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COMBINED IDEAS & OPPORTUNITIES



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Downtown & Isthmus

Southside Neighborhoods

AEC Visitors & Community Events

Regional Community

LAKES/ WATERFRONT

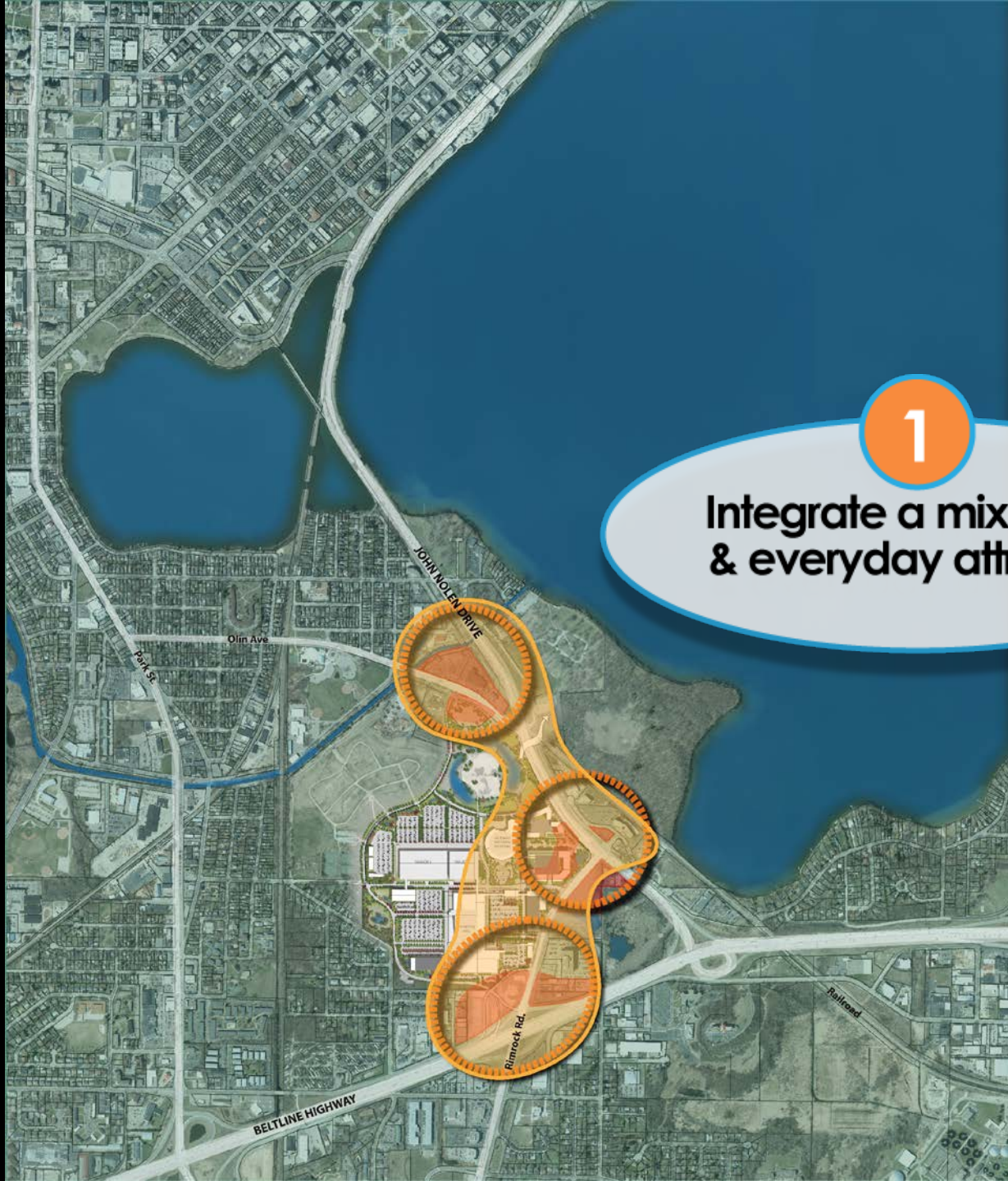
PARKS & OPEN SPACE

PRIVATE DEVELOPMENT

ALLIANT ENERGY CENTER

6 KEY STRATEGIES TO SHAPE A DESTINATION DISTRICT

STRATEGY 1



1

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



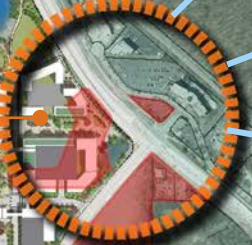
Olin Ave

JOHN NOLEN DRIVE

LAKEVIEW



CORE



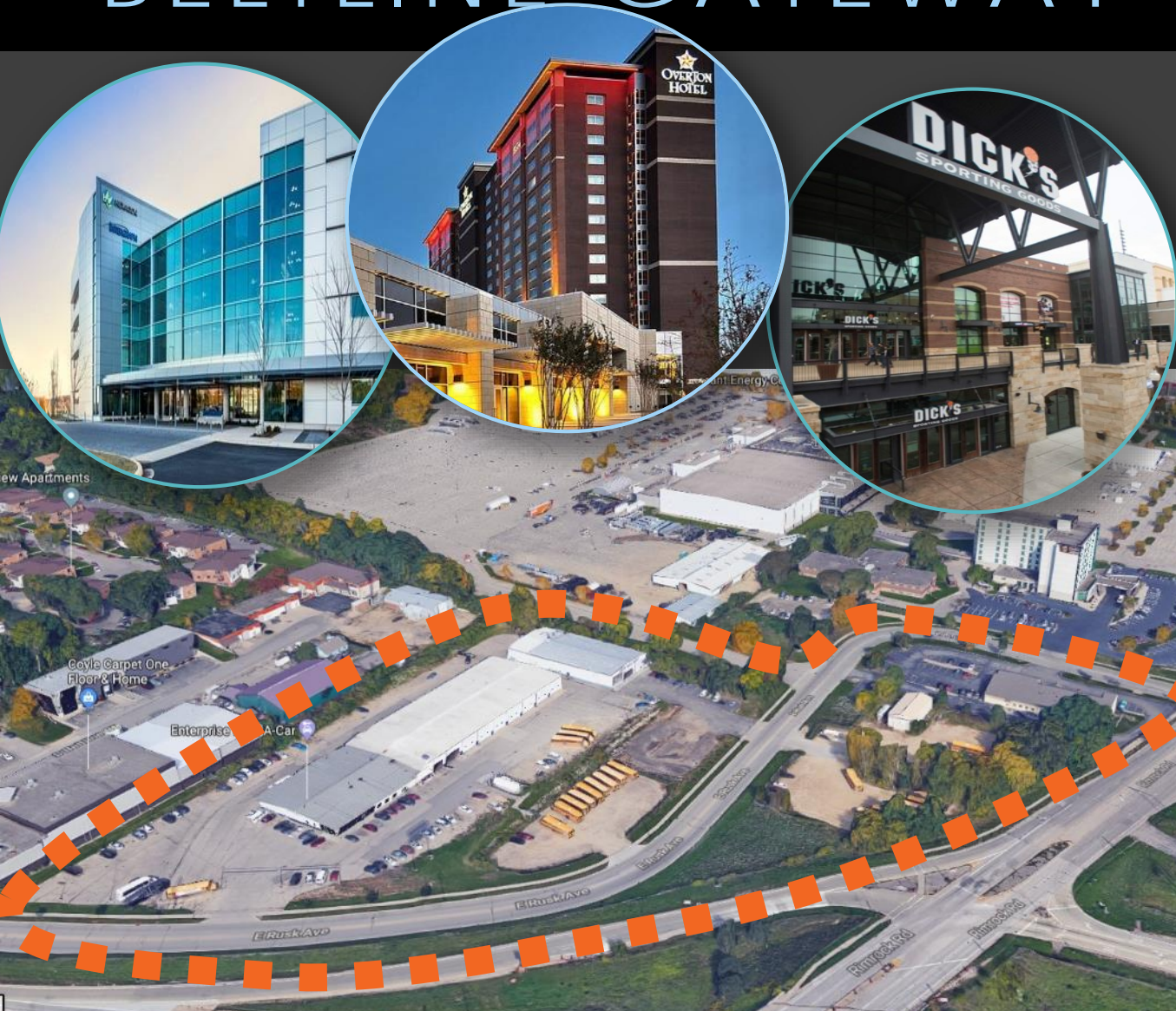
BELTLINE GATEWAY



Rimrock Rd.

Railroad

BELTLINE GATEWAY



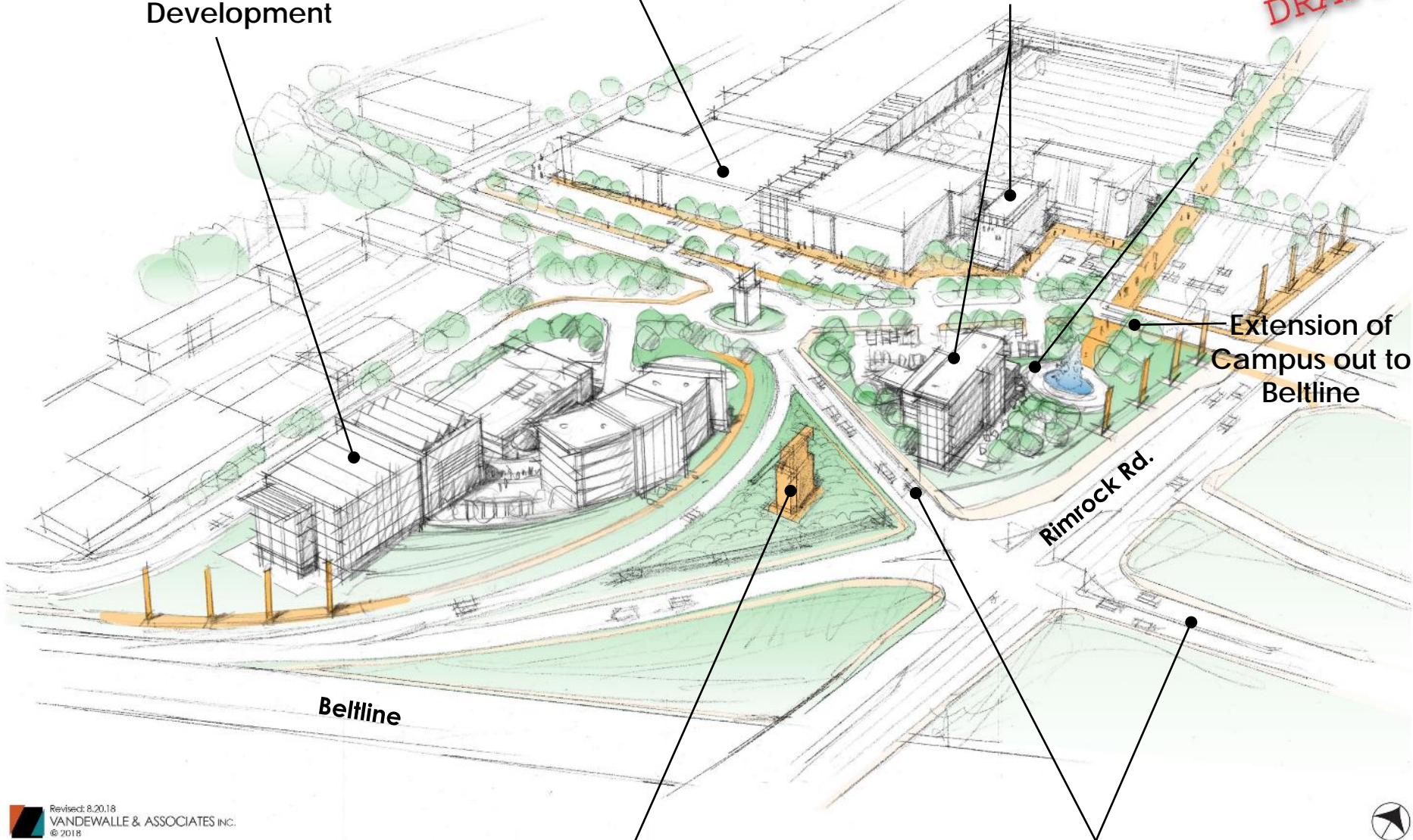
- Expand district/AEC image and presence on the beltline
- Reconfigure E. Rusk Rd. to enhance access and redevelopment sites
- Improve gateway and optimize tax base potential

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.

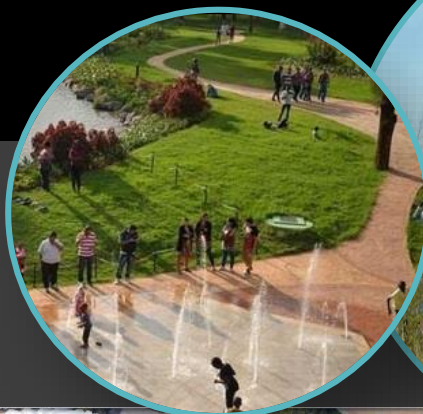
Beltline

Destination District Symbolic Feature & Signage

Enhanced access from westbound beltline

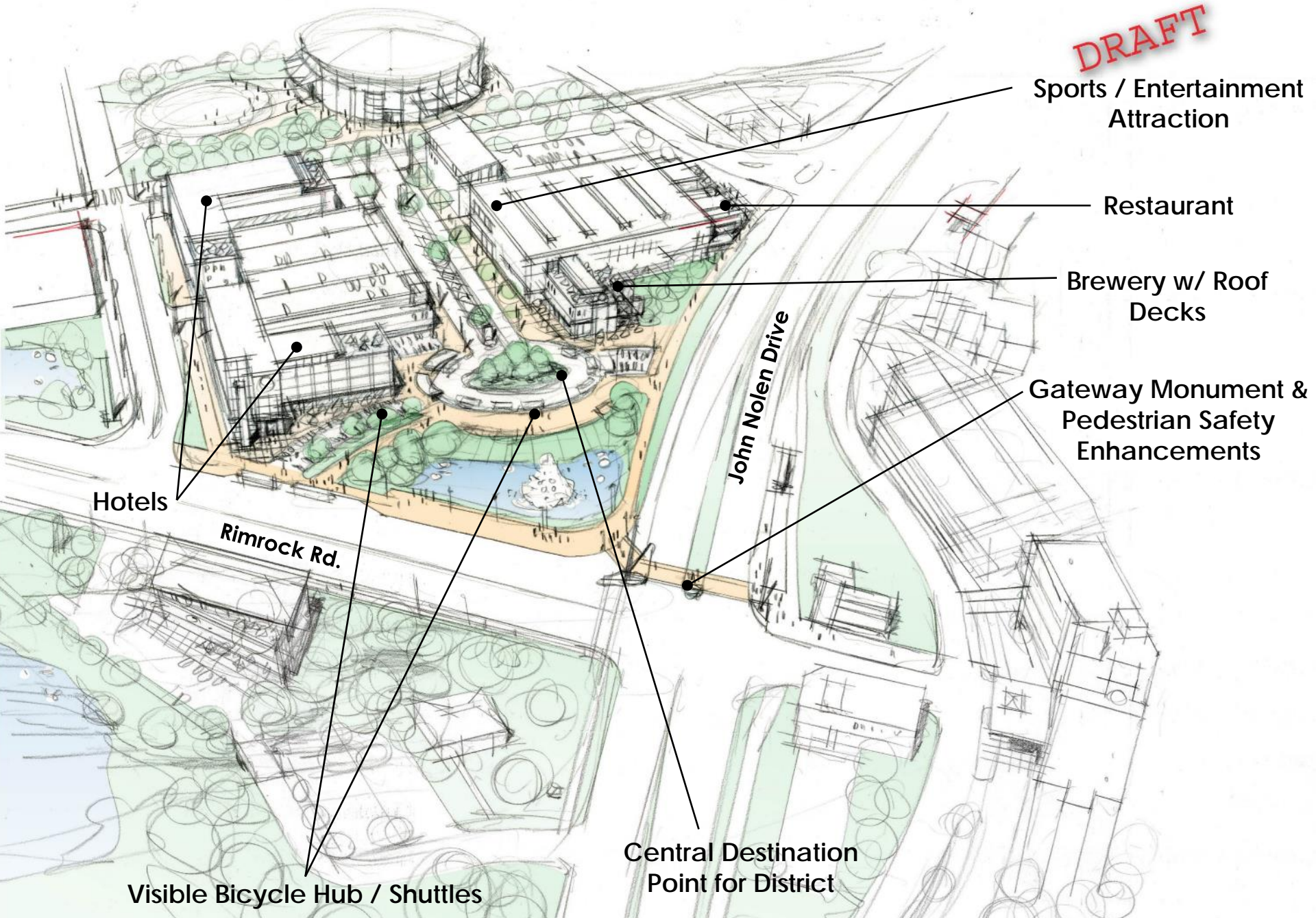


CORE



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

DRAFT



Sports / Entertainment Attraction

Restaurant

Brewery w/ Roof Decks

Gateway Monument & Pedestrian Safety Enhancements

John Nolen Drive

Central Destination Point for District

Visible Bicycle Hub / Shuttles

Rimrock Rd.

Hotels

Hotels

LAKEVIEW



- Develop AEC property north of **Willow Island** with offices or mixed housing and incomes
- Take advantage of **lake and Capitol views**
- Multimodal focus/reduce parking demand

DRAFT

Lakeview Residential

Views to the Lake and Downtown

John Nolen Drive

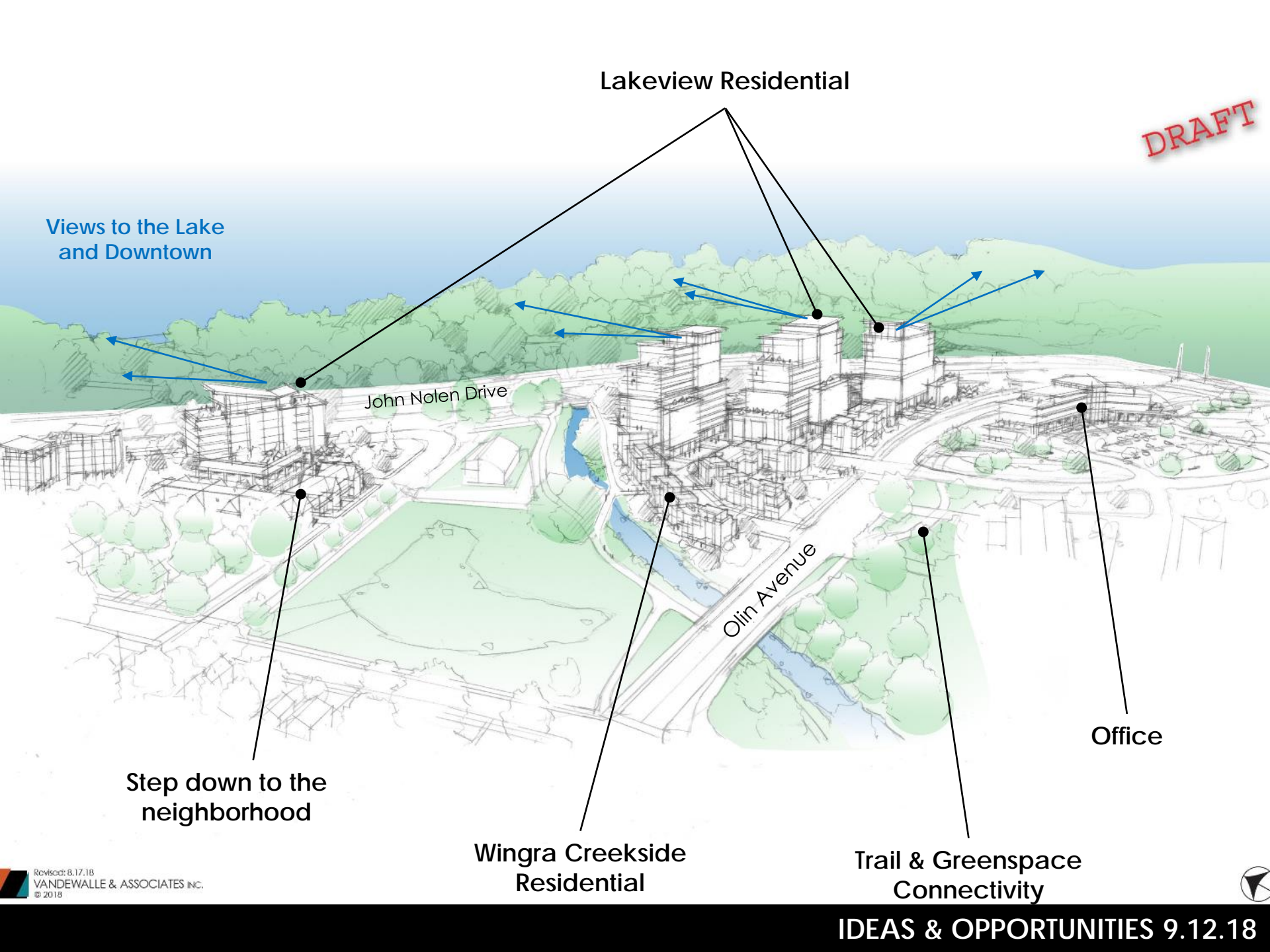
Olin Avenue

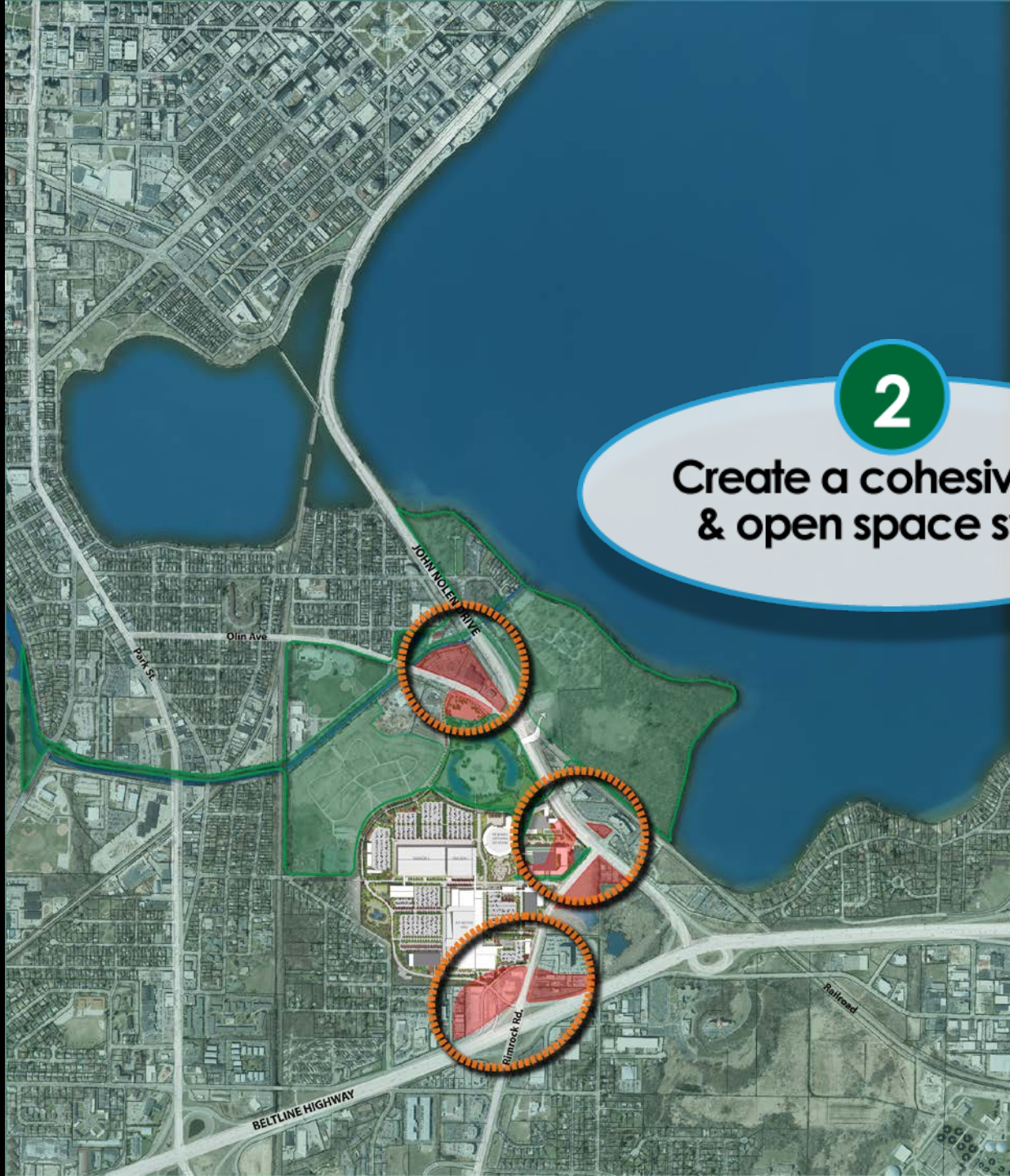
Office

Step down to the neighborhood

Wingra Creekside Residential

Trail & Greenspace Connectivity





2

Create a cohesive park & open space system

~200 ACRES OF PARKS AND OPEN SPACE



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KNIT TOGETHER AS A UNIT



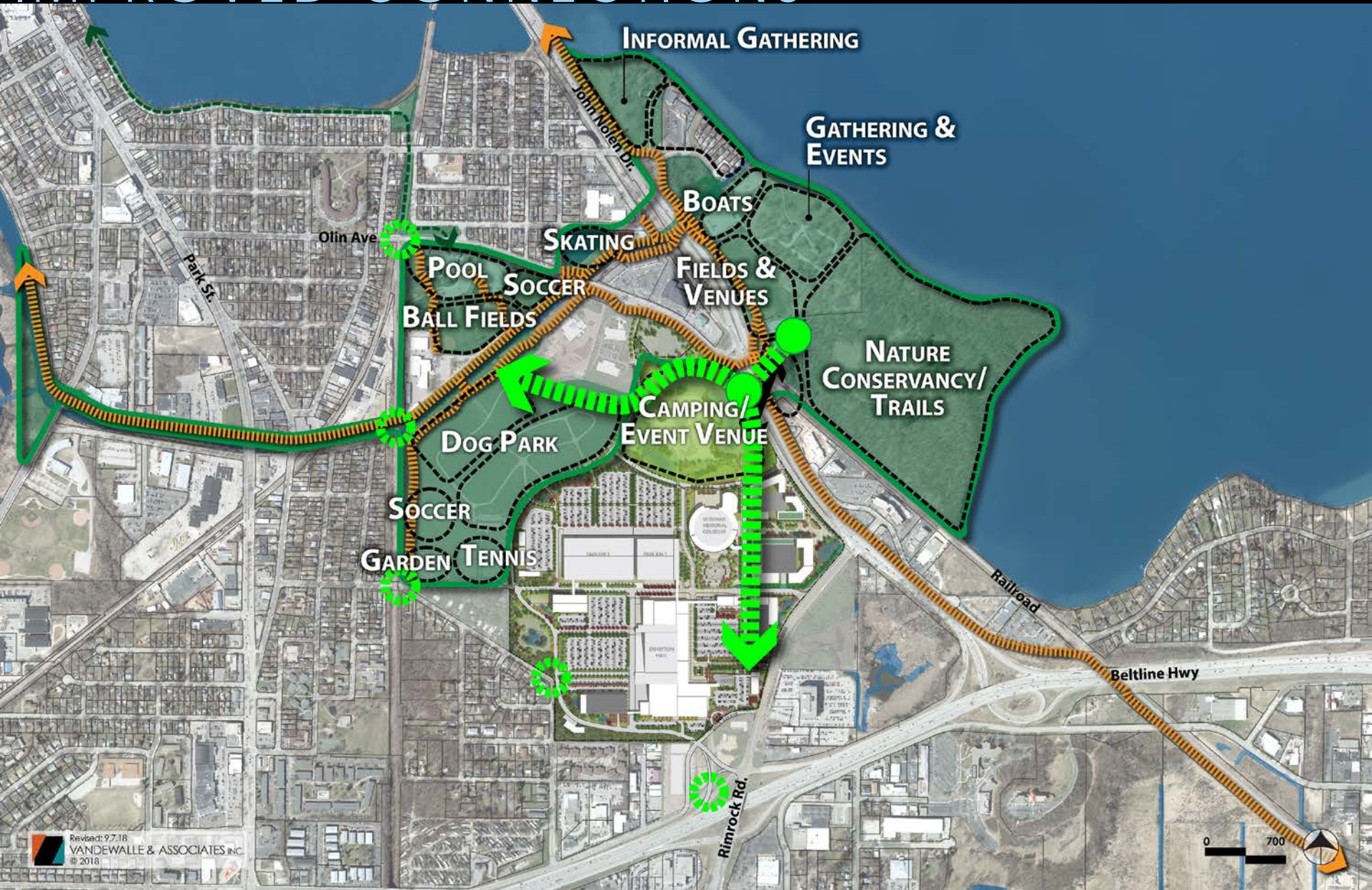
OPPORTUNITIES

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

TODAY

- DIVERSITY OF RECREATION FACILITIES
- TRANSPORTATION & LAND USE BARRIERS

IMPROVED CONNECTIONS





WATERFRONT /
GARDEN WALKWAY

LAKESIDE

To Quann Park

WILLOW
ISLAND

Office

SCULPTURE
PARK

CORE

KID ZONE

RESTAURANT



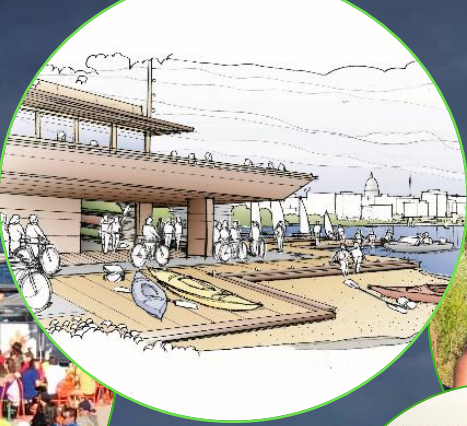
REFLECTION,
GATHERING &
CELEBRATION

LAKE
ACCESS

GATHERING
& EVENTS

NATURE

**DOWNTOWN
& ISTHMUS**



**DESTINATION
TERRACE**



**LAKEVIEW
MULTI-USE
PATH**



**ENHANCED
PARK SPACE**

**REFLECTION,
GATHERING &
CELEBRATION**

**LAKE
ACCESS**

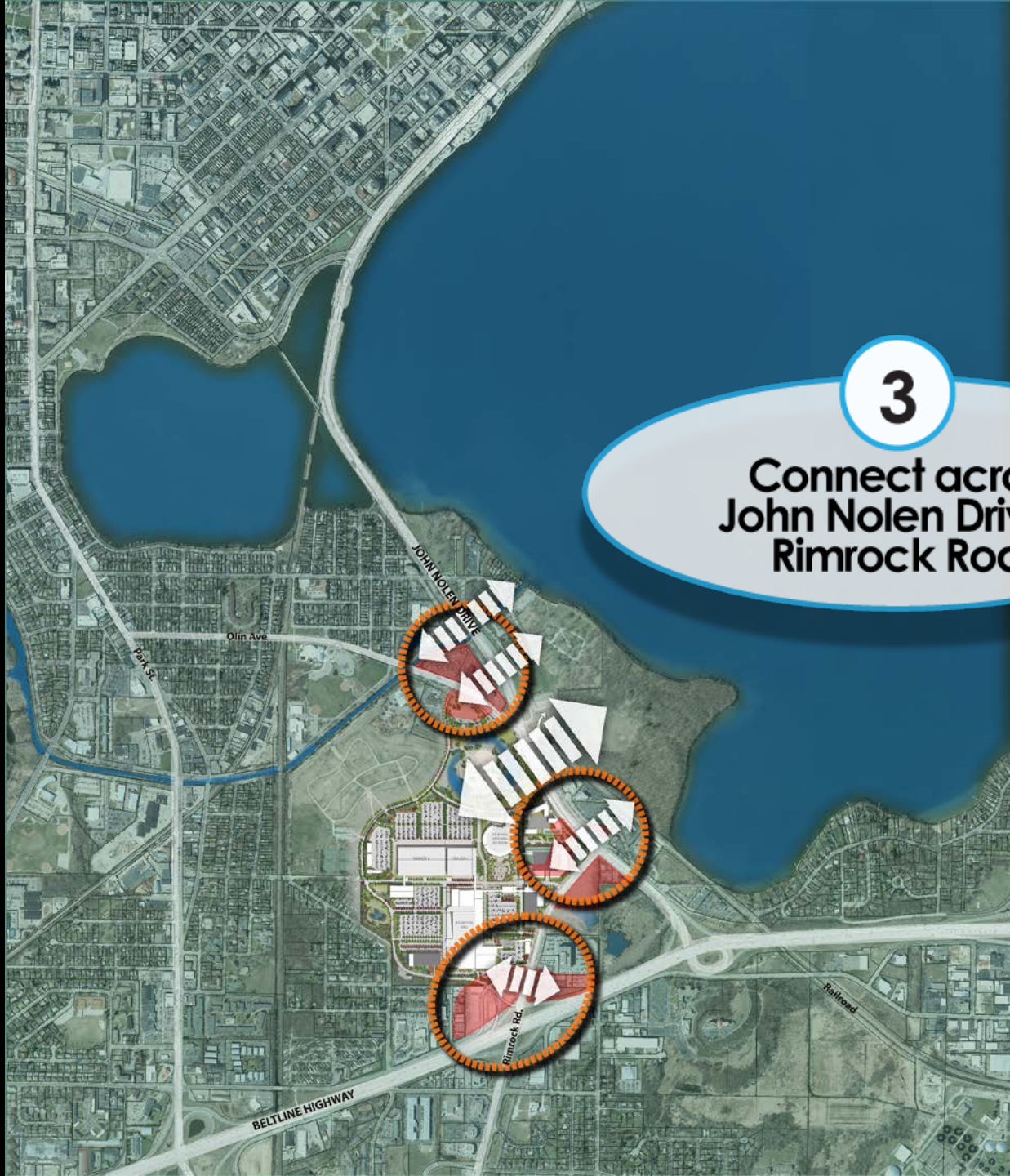
**GATHERING &
EVENTS**

**ACCESSIBLE
URBAN NATURE
CONSERVANCY**

**SOUTHSIDE
NEIGHBORHOODS**

**AEC VISITORS &
COMMUNITY
EVENTS**

**REGIONAL
COMMUNITY**



3

Connect across
John Nolen Drive &
Rimrock Road

LAKESIDE

- Enhanced pedestrian island

WINGRA

- Expansion & Connect to Lake

OLIN

- Destination Bridge

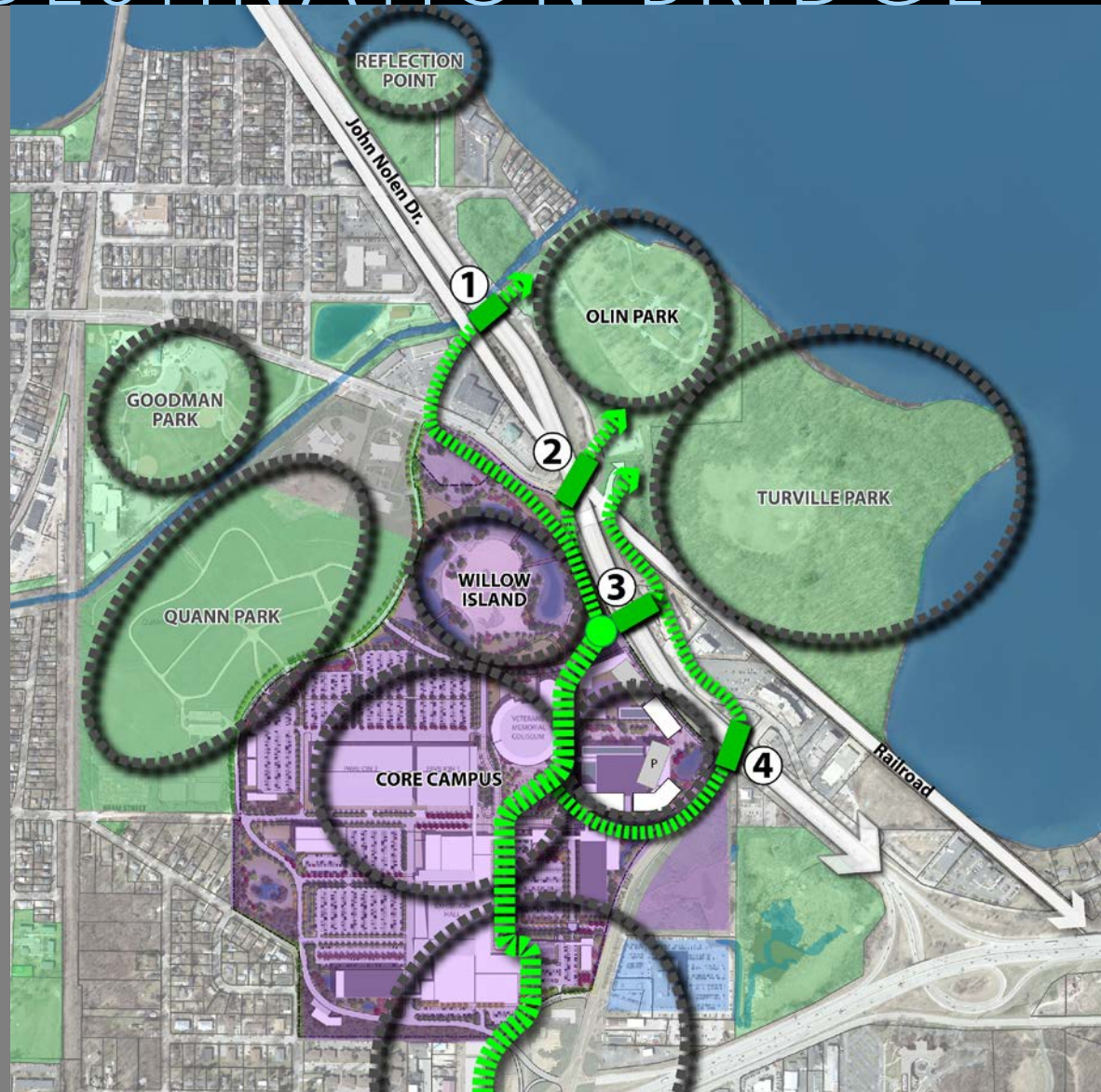
RIMROCK

- Enhanced pedestrian island

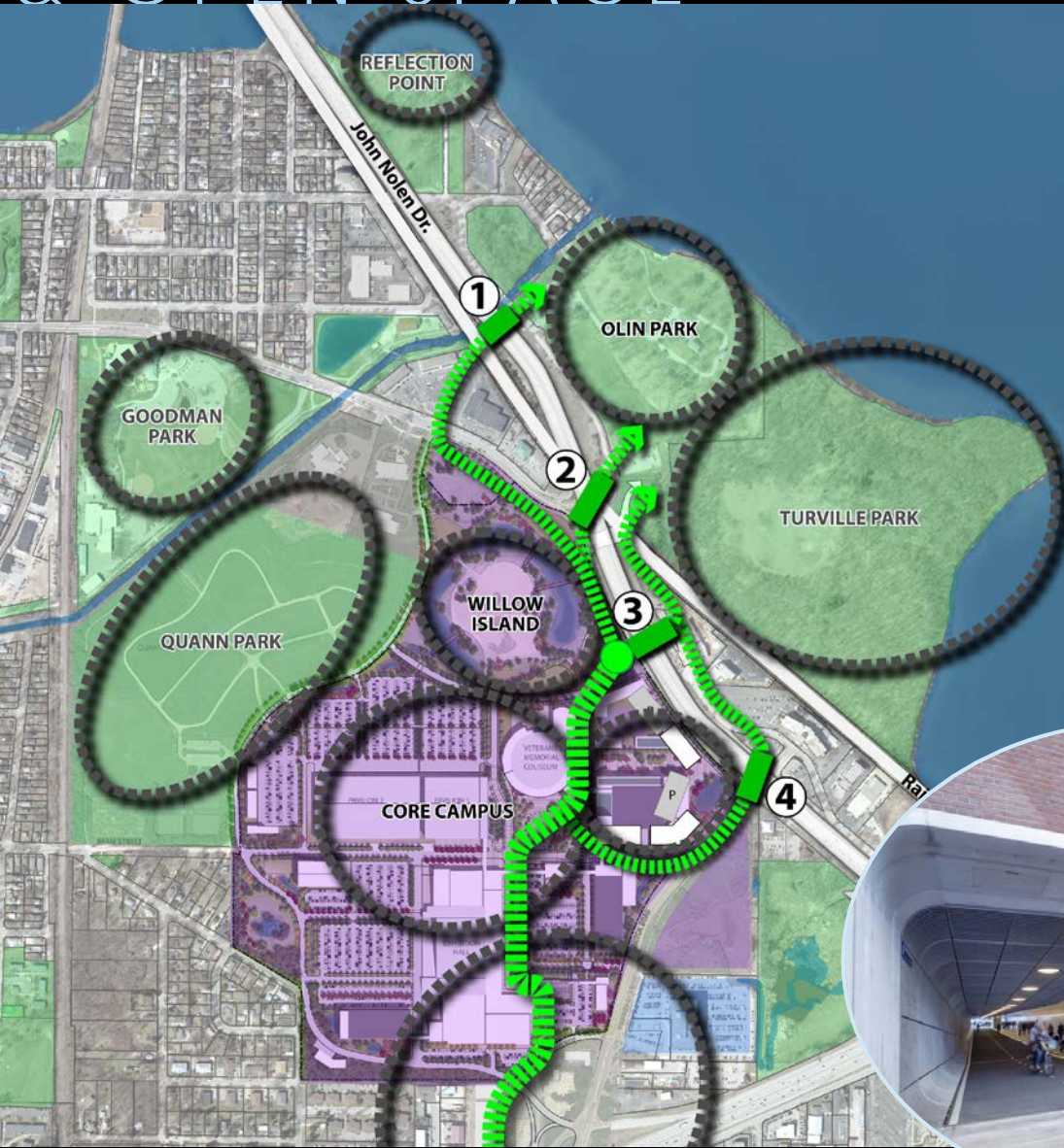


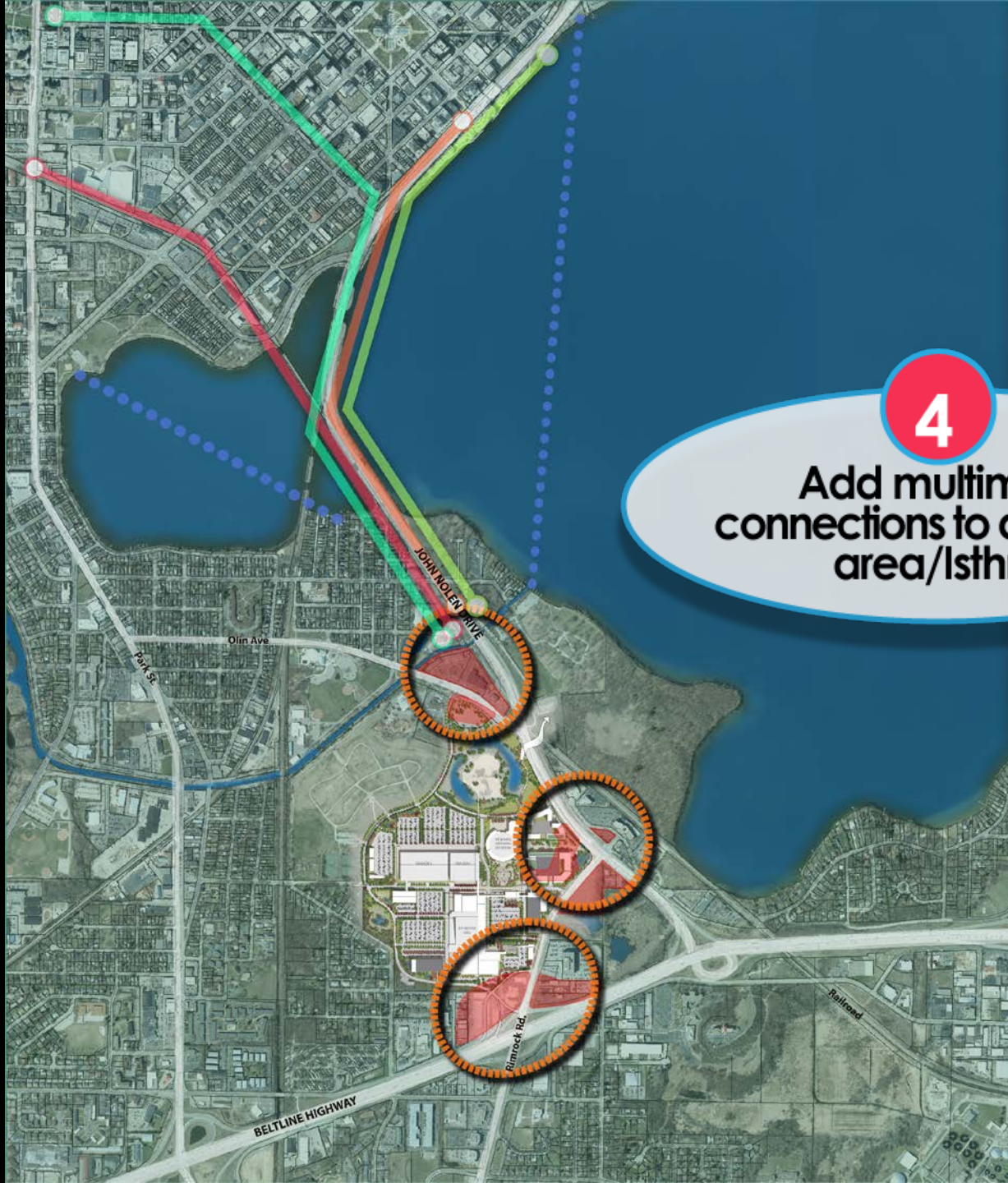
BENEFITS OF DESTINATION BRIDGE

- Improved **public safety** and increased pedestrian activity and events
- Increased **public access** to major public parks and lakefront
- **Connected venues** for major community events (Walks, CrossFit, Shake the Lake, Brat Fest, etc.)
- Intentionally strong pedestrian/bike **connection** between Alliant Energy Center, lakefront, and downtown
- Positive **impression** and strong **gateway**



CONNECTING VENUES, PEOPLE, & OPEN SPACE





4

Add multimodal connections to downtown area/Isthmus

EXPANDED MULTIMODAL



Event shuttles/buses



Increased bikeshare convenience



Event rail



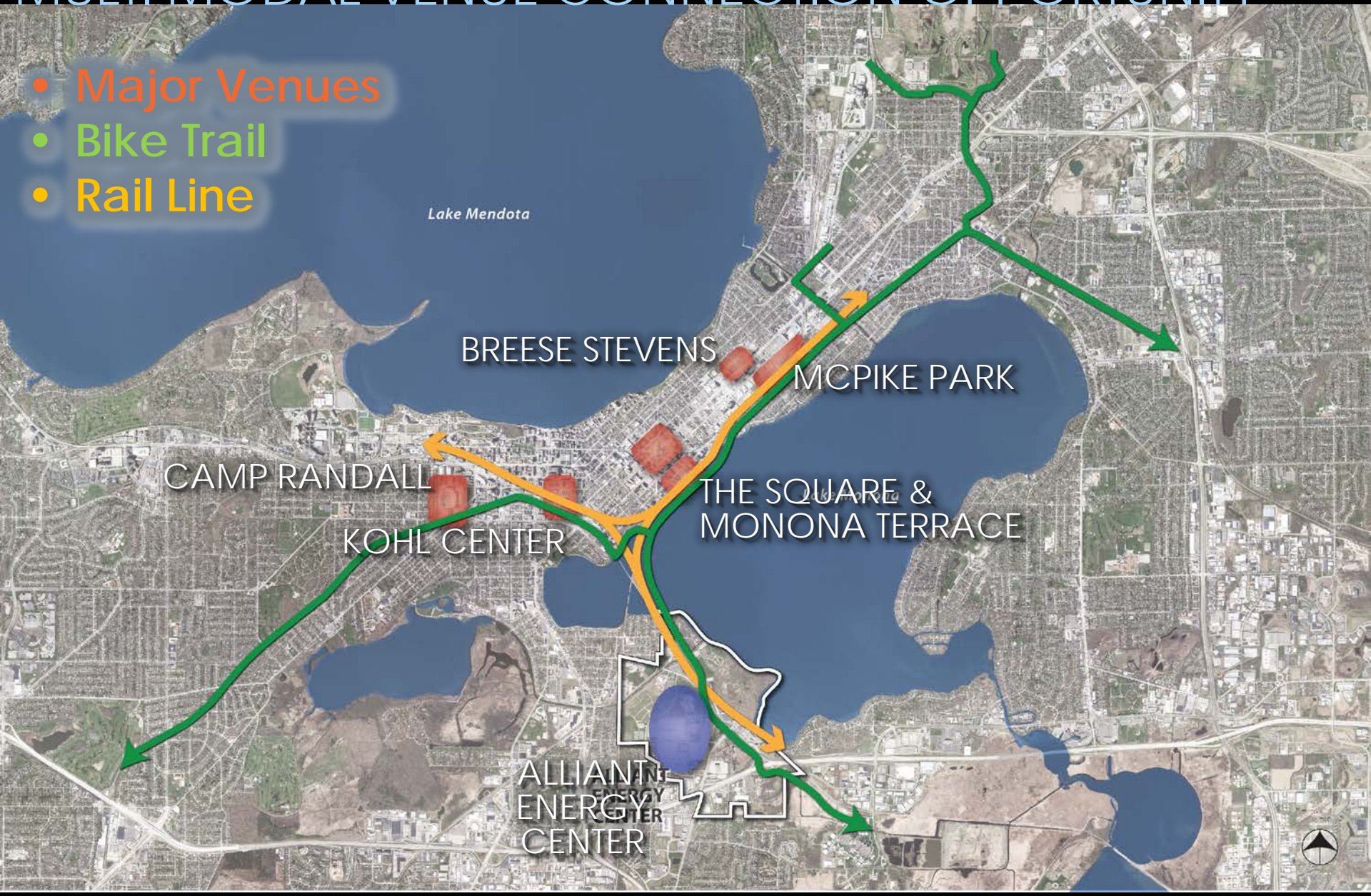
Water taxi



Enhanced pedestrian/bike experience

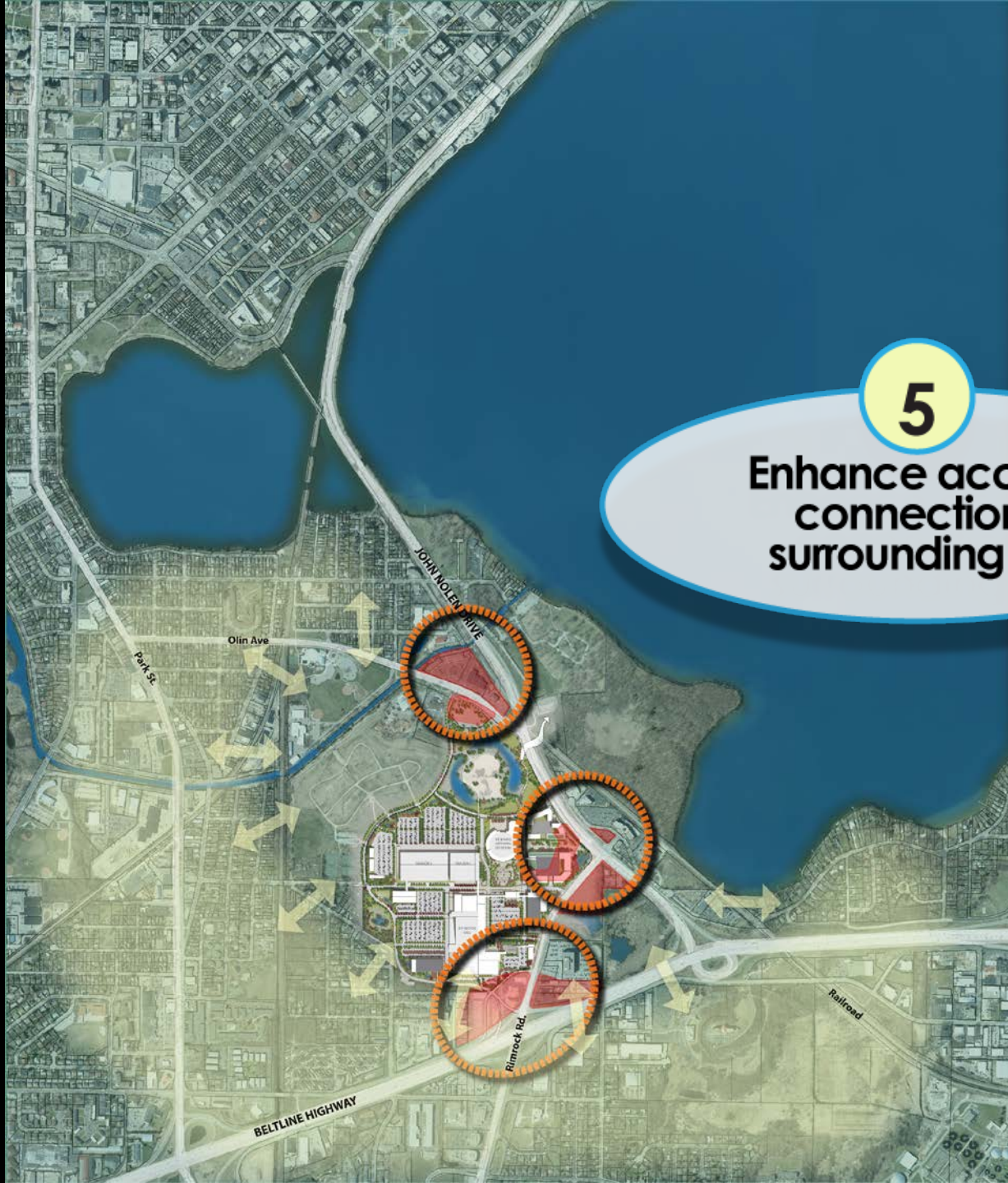
MULTI MODAL VENUE CONNECTION OPPORTUNITY

- Major Venues
- Bike Trail
- Rail Line



LOCATION IDEAS

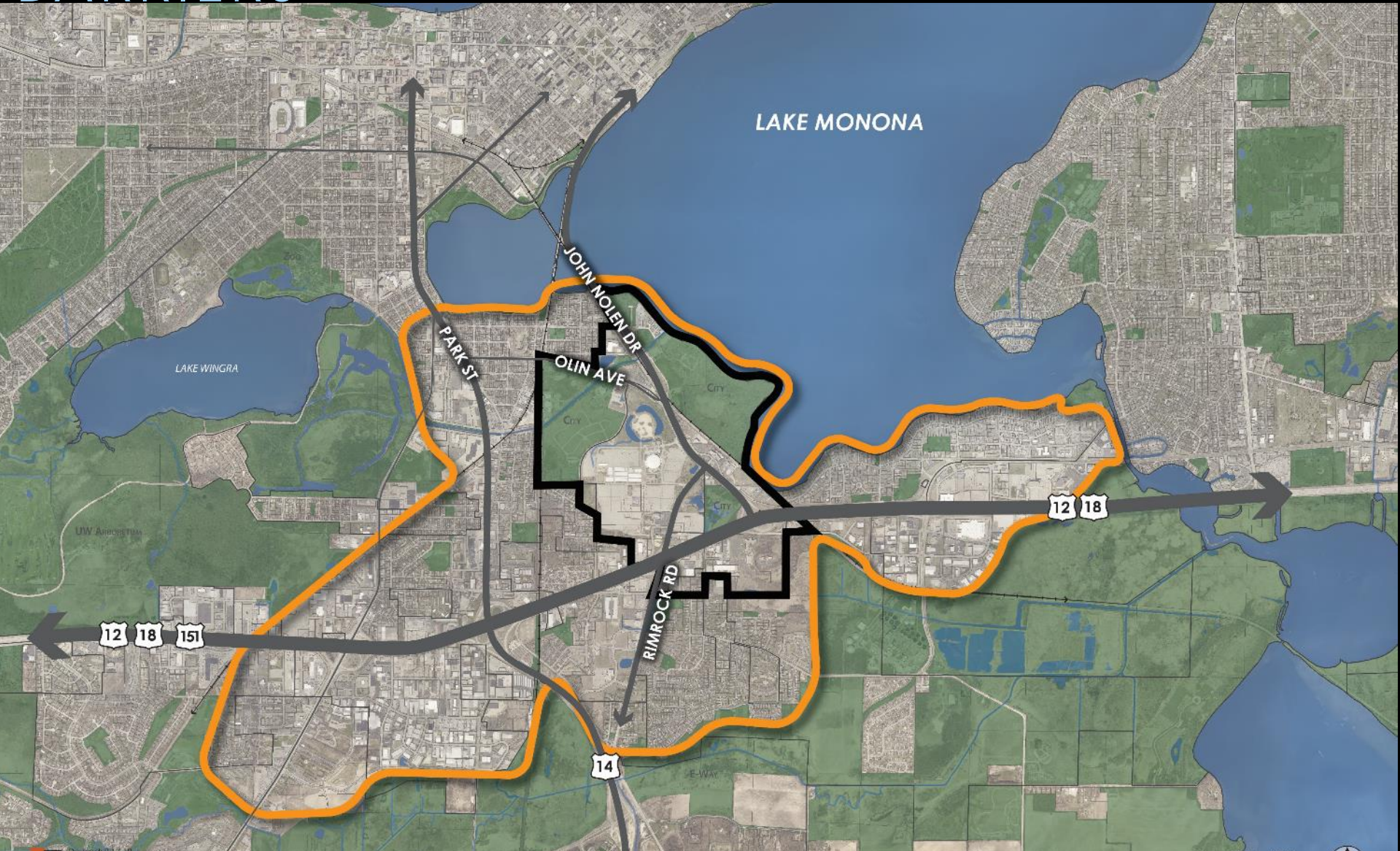




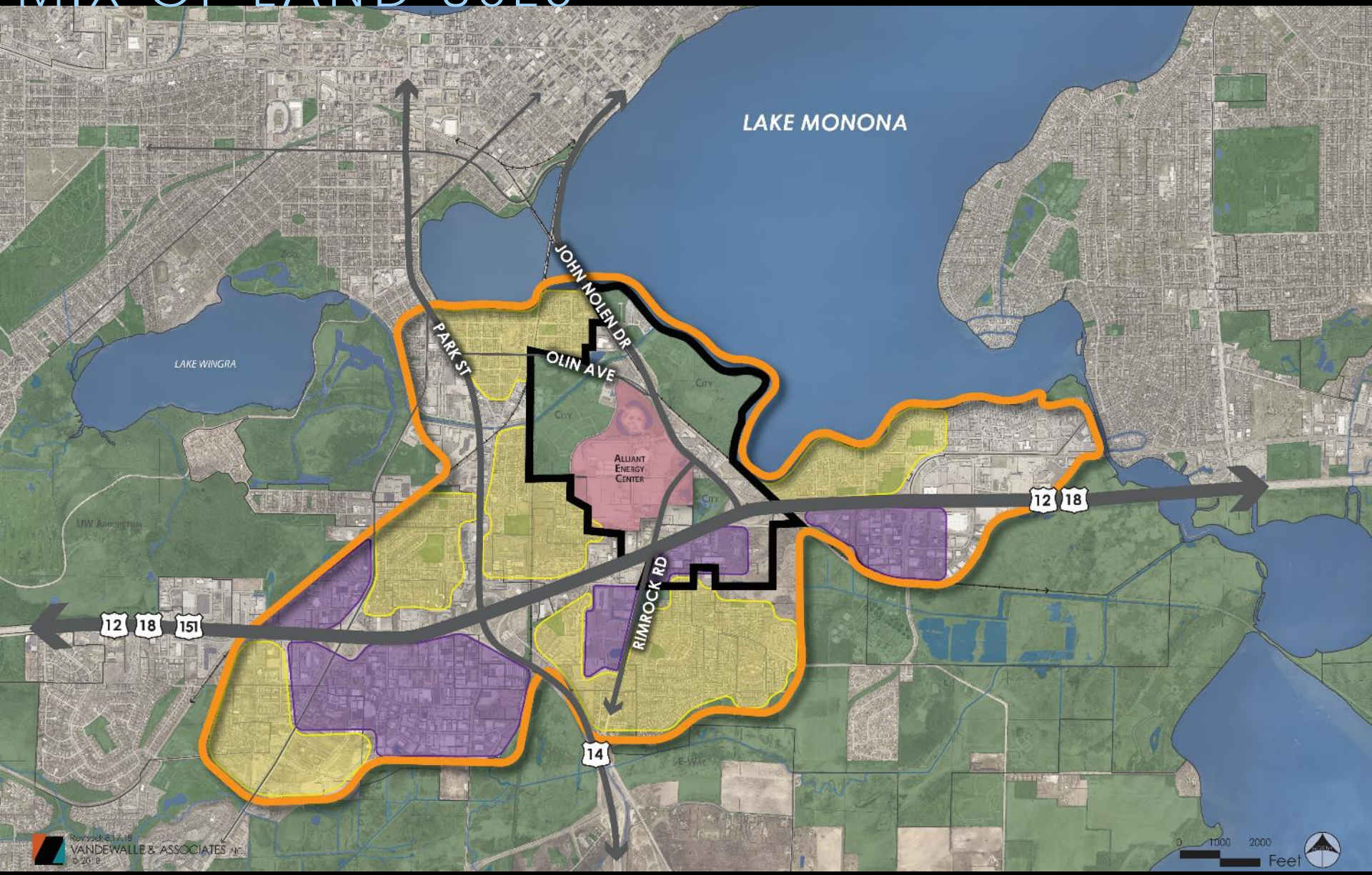
5

Enhance access & connection to surrounding area

LARGER AREA CONFINED BY NATURAL BARRIERS

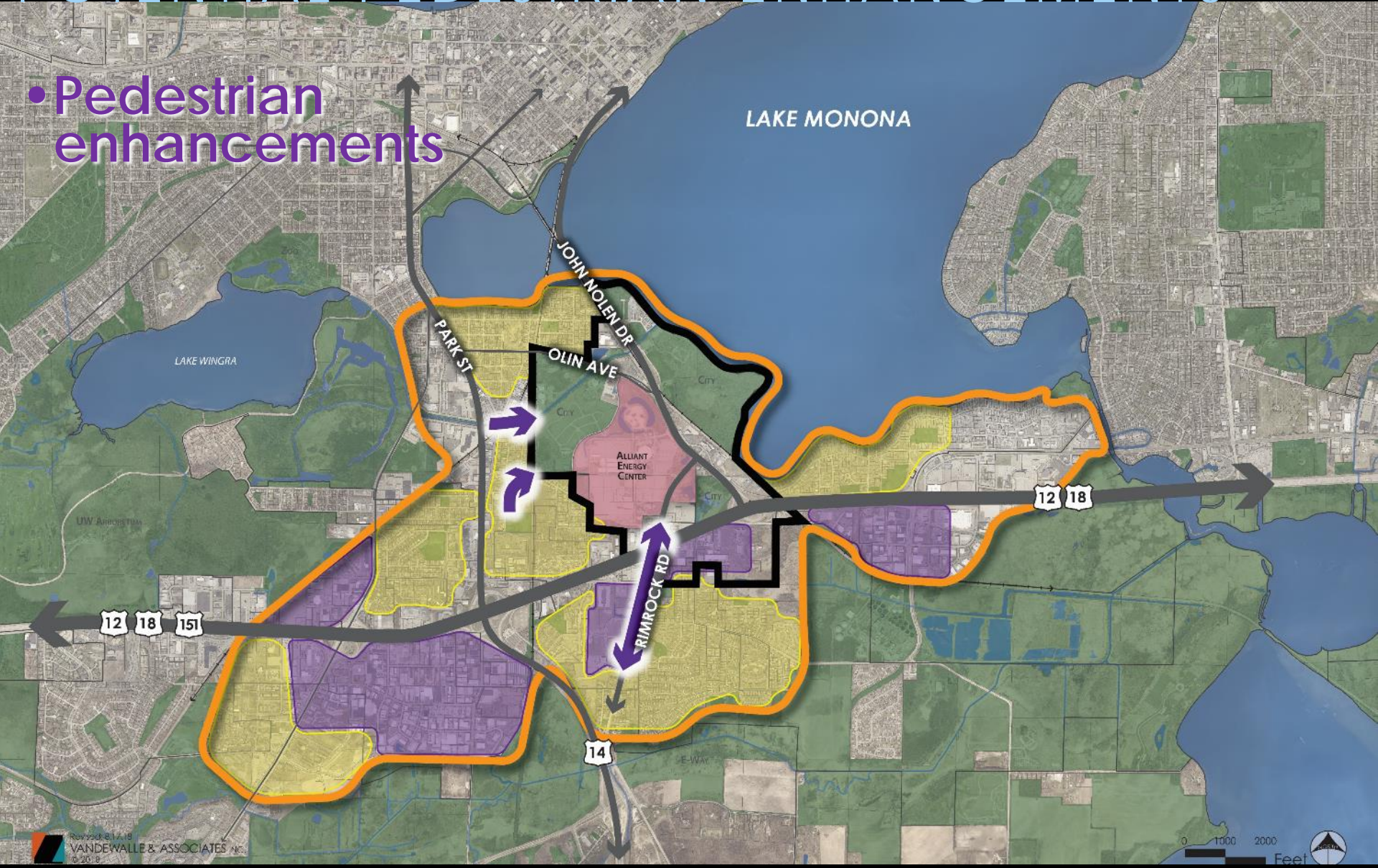


MIX OF LAND USES



POTENTIAL PEDESTRIAN ENHANCEMENTS

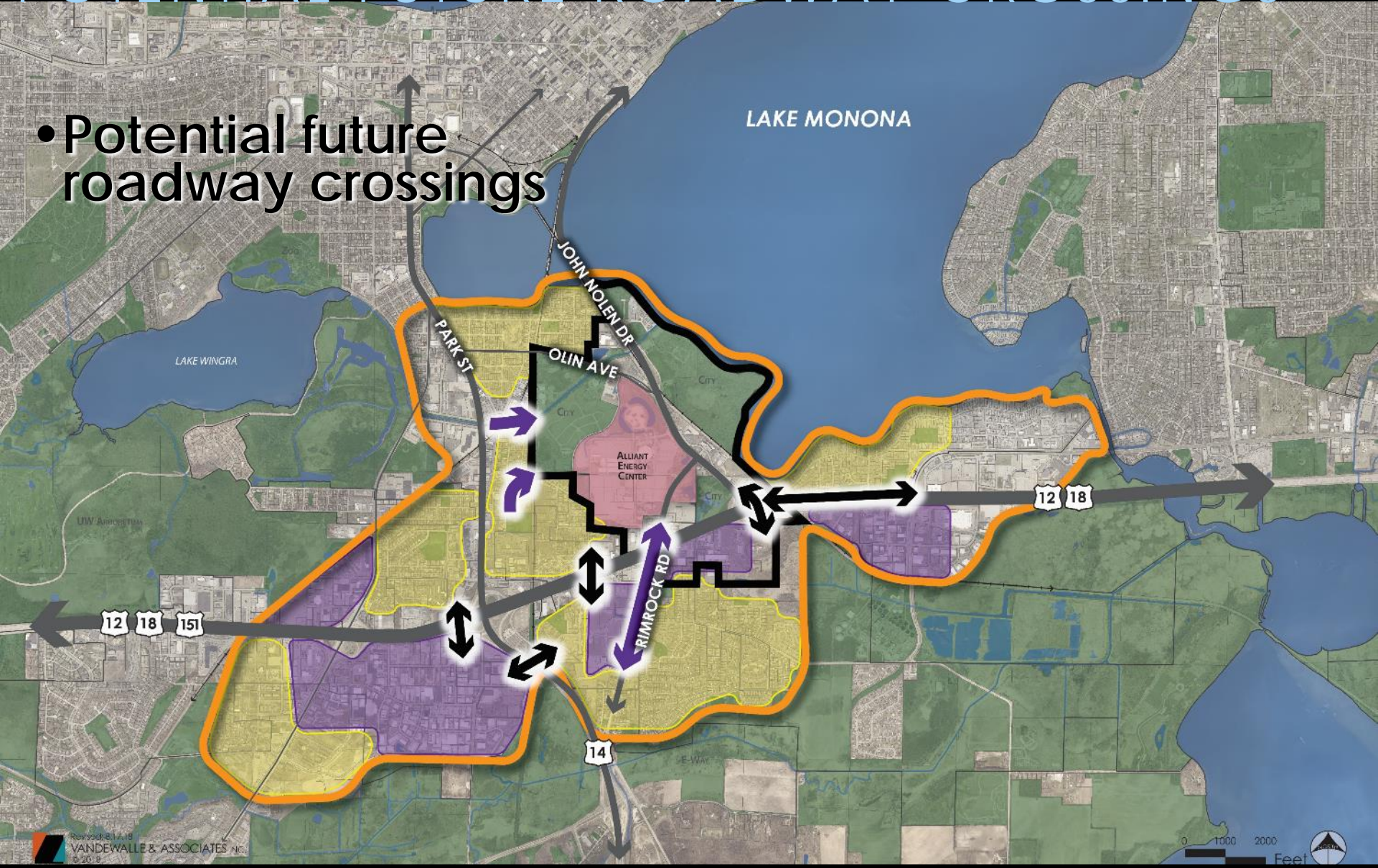
- Pedestrian enhancements



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POTENTIAL FUTURE ROADWAY CROSSINGS

- Potential future roadway crossings

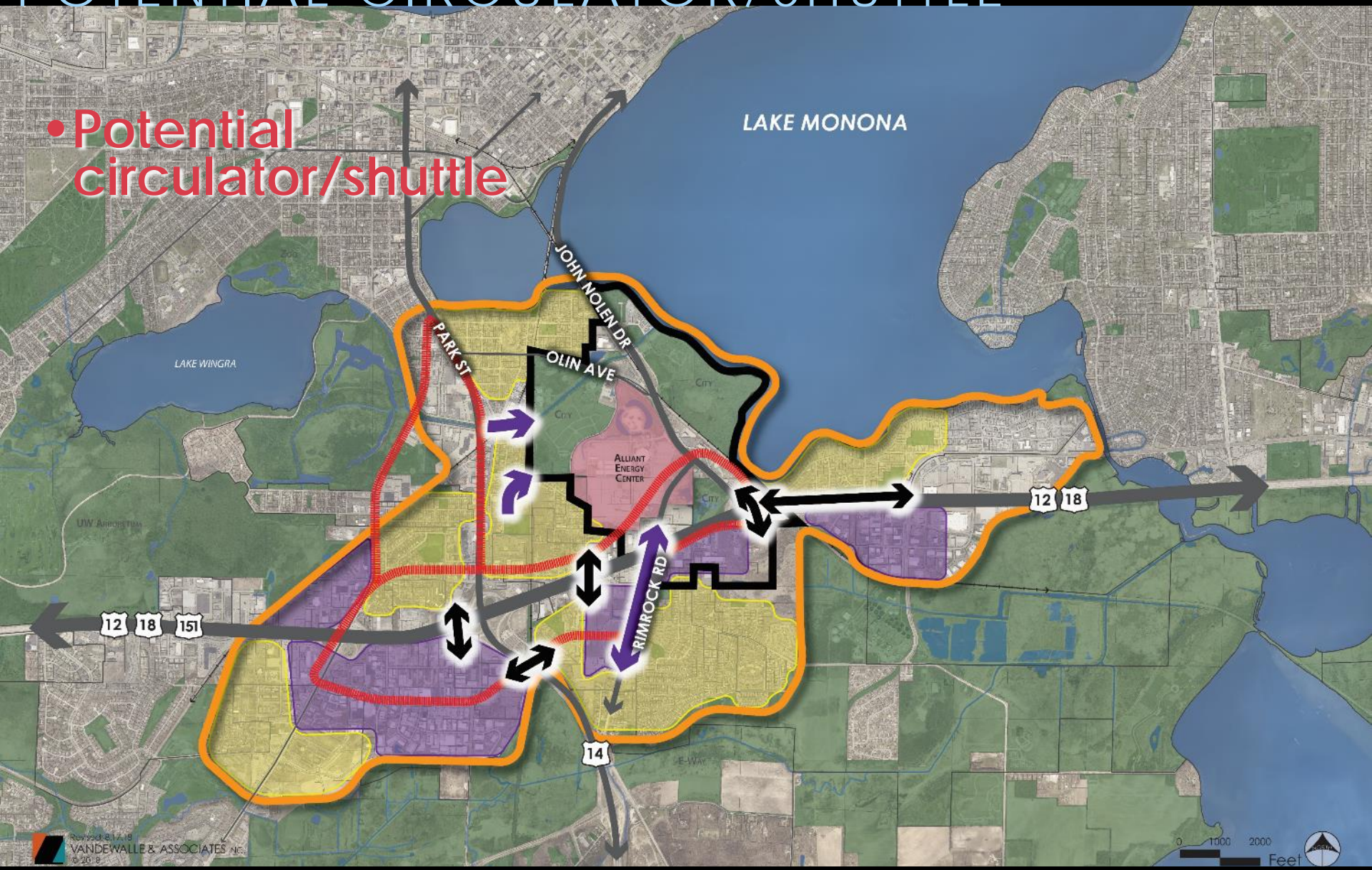


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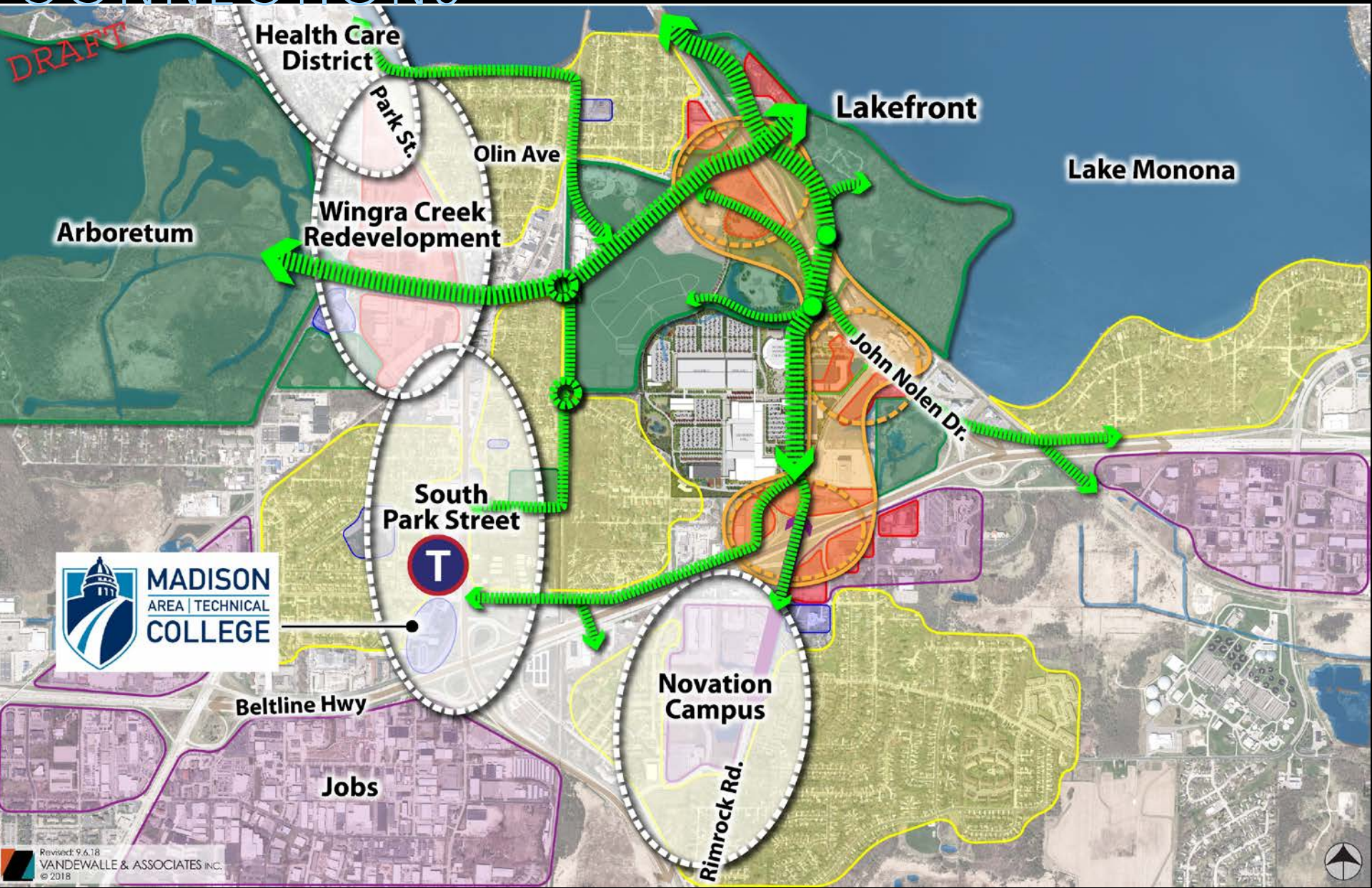
POTENTIAL CIRCULATOR/SHUTTLE

- Potential circulator/shuttle



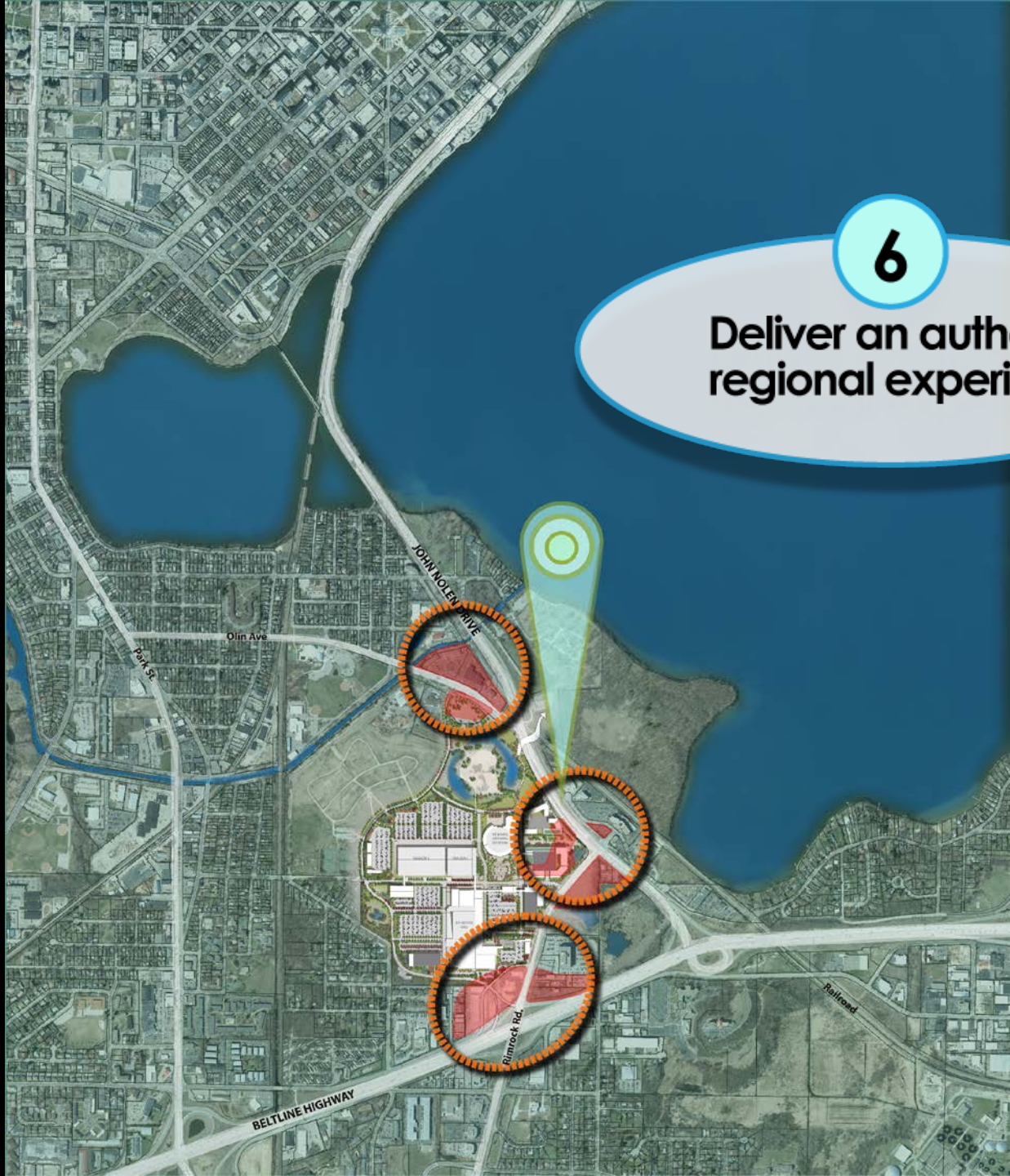
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CONNECTIONS



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6

Deliver an authentic regional experience

What informs the concepts:

How it might manifest:

A photograph of a natural landscape with tall, golden-brown grasses in the foreground and a line of green trees in the background under a clear blue sky. A large, light blue arrow points from the text towards the right.

**REGIONAL
LANDSCAPE**

Landscape forms,
signage, public art,
plantings

A photograph of a city skyline across a body of water. The water is dark blue with small waves. The city buildings are in the background under a clear blue sky. A large, light blue arrow points from the text towards the right.

LAKE, WATER

Water quality
improvements,
gardens

PLACEMAKING

What informs the concepts:

How it might manifest:



BIKE EXPERIENCE

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



LOCAL FOOD

Restaurants, gardens, catering focus

PLACEMAKING

What informs the concepts:

How it might manifest:



HEALTH AND FITNESS

Fitness routes, events, walks, branding, reflection

PLACEMAKING

BRANDED AS A DISTRICT

HEALTH TECH
ECONOMY

EXPERIENCES



REFLECTION



NOURISHMENT



RECHARGE



CONNECTION



RECREATION



CELEBRATION



FITNESS



PLAY

Olin Av

JOHN WILLEN DRIVE

Rimrock Rd.

Railroad



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



DESTINATION DISTRICT VISION & STRATEGY

INDIVIDUAL WORKSHEET

September 12th, 2018

Instructions:

1. Based on what you learned from the presentation about the Destination District Vision & Strategy, please take 10 minutes to answer the following questions.
2. When you are done please save your file and email it back to us at:
<mailto:maecvision@countyofdane.com>

Questionnaire:

- A. Based on what you've learned in the presentation, which three ideas excite you the most?

Continue to next question▶

B. 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?

Continue to next question▶

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

Thank you! You have completed the questionnaire.
Please save the file on your computer and then email it to us at:
aecvision@countyofdane.com