

An aerial photograph of downtown Madison, Wisconsin, showing the State Capitol building with its prominent dome in the center. The city is situated on a peninsula with water on three sides. The foreground shows a mix of residential areas, green spaces, and industrial or commercial buildings. A large blue semi-transparent banner is overlaid across the middle of the image, containing white and light blue text.

**CONNECTING DOWNTOWN MADISON...  
A DESTINATION DISTRICT VISION  
...WITH THE GREATER SOUTHSIDE**



# GATHERING PLACE

- Brat Fest
- Great Taste of Midwest
- Dane County Fair
- Beer & Cheese Fest
- Paddle & Portage
- Graduations
- Garden Expo
- Concerts & Sporting Events
- Deer & Turkey Expo
- Canoecopia
- Quilt Expo
- Fishing Expo
- Kids Expo
- World Dairy Expo
- Midwest Horse Fair
- CrossFit Games



Spurring more than \$76 million  
in local spending in 2016



# DESTINATION DISTRICT CURRENT STATE

1. Serves the broader region
2. Disjointed and heavily auto-oriented
3. Transitioning without a vision





# ALLIANT ENERGY CENTER TODAY

1. Self-sustaining
2. Users outgrowing facilities
3. Do nothing is unsustainable



# PROJECT TIMELINE

2016

2019

WE ARE HERE

ALLIANT ENERGY CENTER COMPREHENSIVE MASTER PLAN OVERSIGHT COMMITTEE FORMATION

**PHASE 1:**  
AEC MARKET, FINANCIAL, FACILITY & IMPACT ANALYSIS

PUBLIC & STAKEHOLDER ENGAGEMENT

**PHASE 2:**  
VISIONING PROCESS

PUBLIC & STAKEHOLDER ENGAGEMENT

**PHASE 3:**  
MASTER PLANNING PROCESS

PUBLIC & STAKEHOLDER ENGAGEMENT

**PHASE 4:**  
IMPLEMENTATION

- Funding
- Design
- Construction

DESTINATION DISTRICT VISION & STRATEGY





# DESTINATION DISTRICT VISION

**LAKEVIEW  
LIVING**

**LAKEFRONT  
AND PARKS**

**ECONOMY  
EQUITY  
ENVIRONMENT**

**ACTIVATED &  
CONNECTED  
DESTINATION**

**ALLIANT  
ENERGY  
CENTER**



# A DESTINATION DISTRICT IS:

PEDESTRIAN-  
FRIENDLY

ANCHORED BY  
ENTERTAINMENT  
VENUES

A SPACE TO  
GATHER

MULTIMODAL

KNIT TOGETHER

Sports & Family  
Entertainment District  
Titledown — Green Bay, WI



Convening Sports/  
Entertainment District  
Arena District — Columbus, OH

Lakefront Park/Museum/  
Entertainment District  
North Coast Harbor — Cleveland, OH





# HISTORIC GATHERING PLACE EVOLVING VISION

1866 Lakeside House



Chautauqua of the West



World Dairy Expo



1911

Nolen

Olin

Wright

1967

Peters

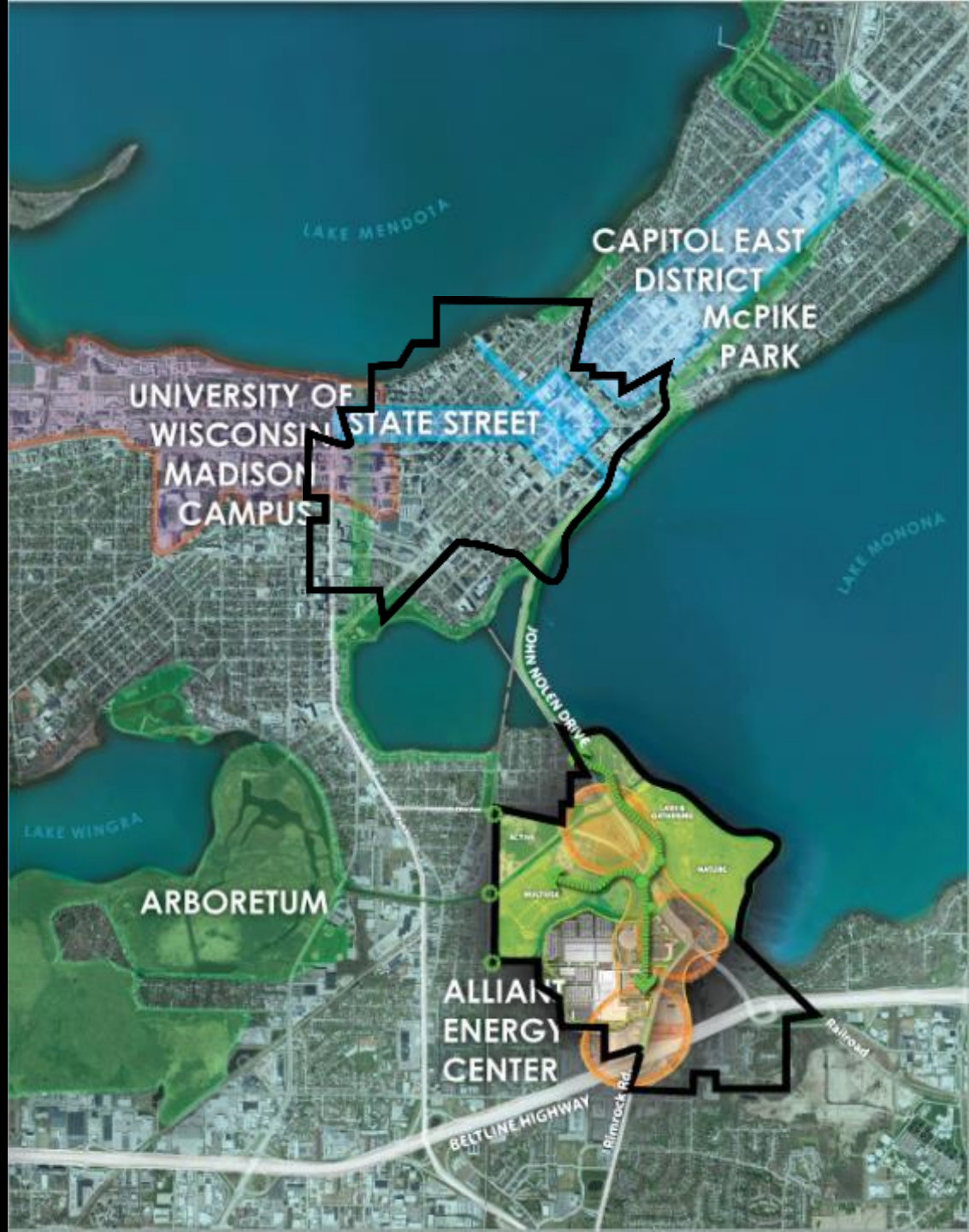
Wright

2011

Metcalfe



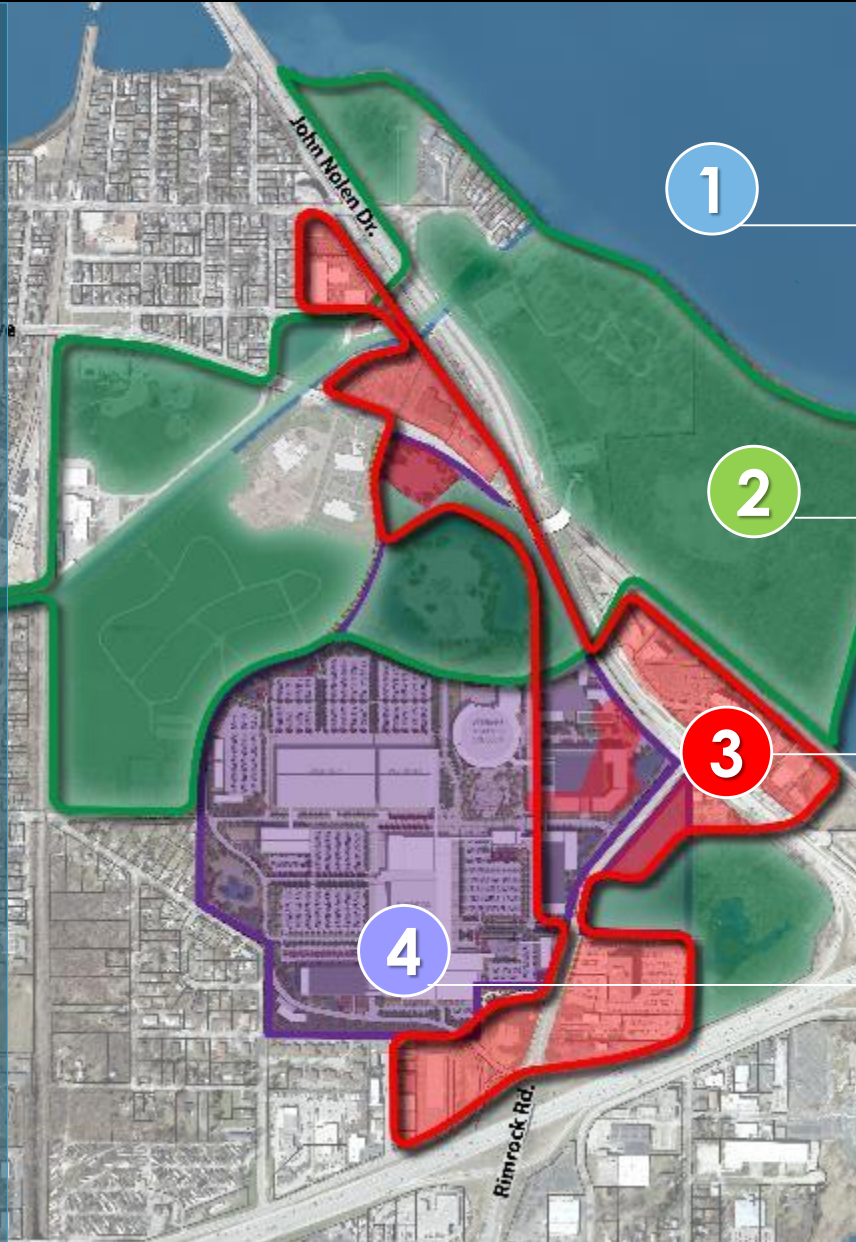
# HOW BIG IS THIS AREA?





# USERS

- A. DOWNTOWN & ISTHMUS
- B. SOUTHSIDE NEIGHBORHOODS
- C. AEC VISITORS & COMMUNITY EVENTS
- D. REGIONAL COMMUNITY



# ANCHORS

- 1. LAKES/  
WATERFRONT
- 2. PARKS &  
OPEN SPACE
- 3. PRIVATE  
DEVELOPMENT
- 4. ALLIANT  
ENERGY CENTER



**6 KEY STRATEGIES**  
**TO SHAPE A DESTINATION**  
**DISTRICT**

**STRATEGY 1:**  
**INTEGRATE A MIX OF USES &  
EVERYDAY ATTRACTIONS**





Olin Ave

NOLEN DRIVE

LAKEVIEW

CORE

JOHN NOLEN DRIVE

BELTLINE  
GATEWAY

Rimrock Rd.

Railroad



# BELTLINE GATEWAY

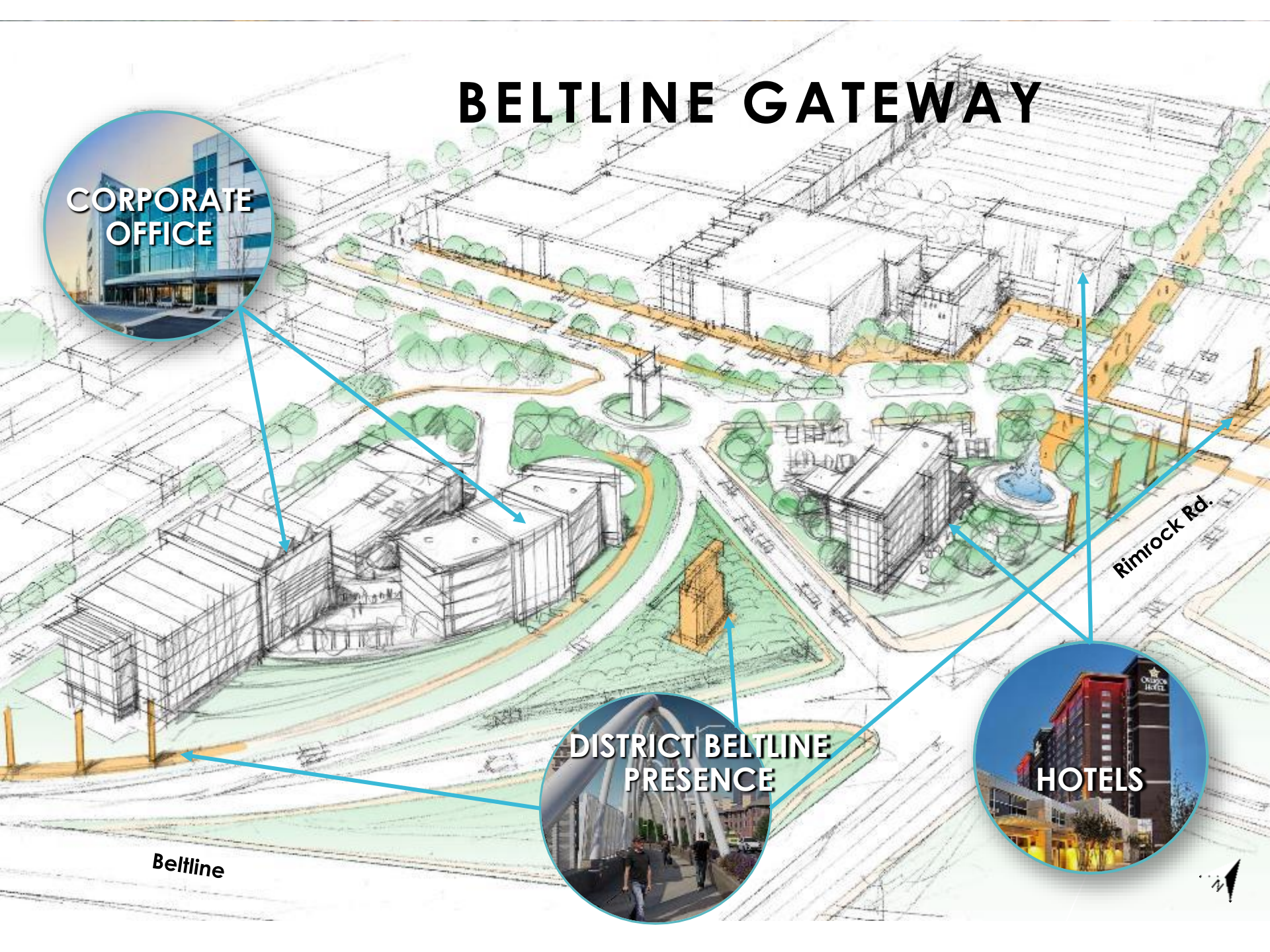
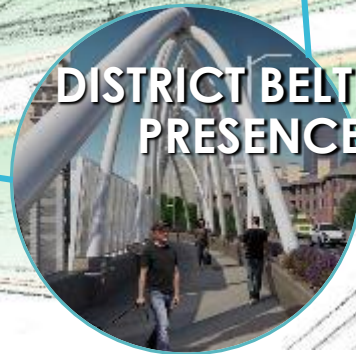
**CORPORATE  
OFFICE**

**Rimrock Rd.**

**DISTRICT BELTLINE  
PRESENCE**

**HOTELS**

**Beltline**





# THE CORE



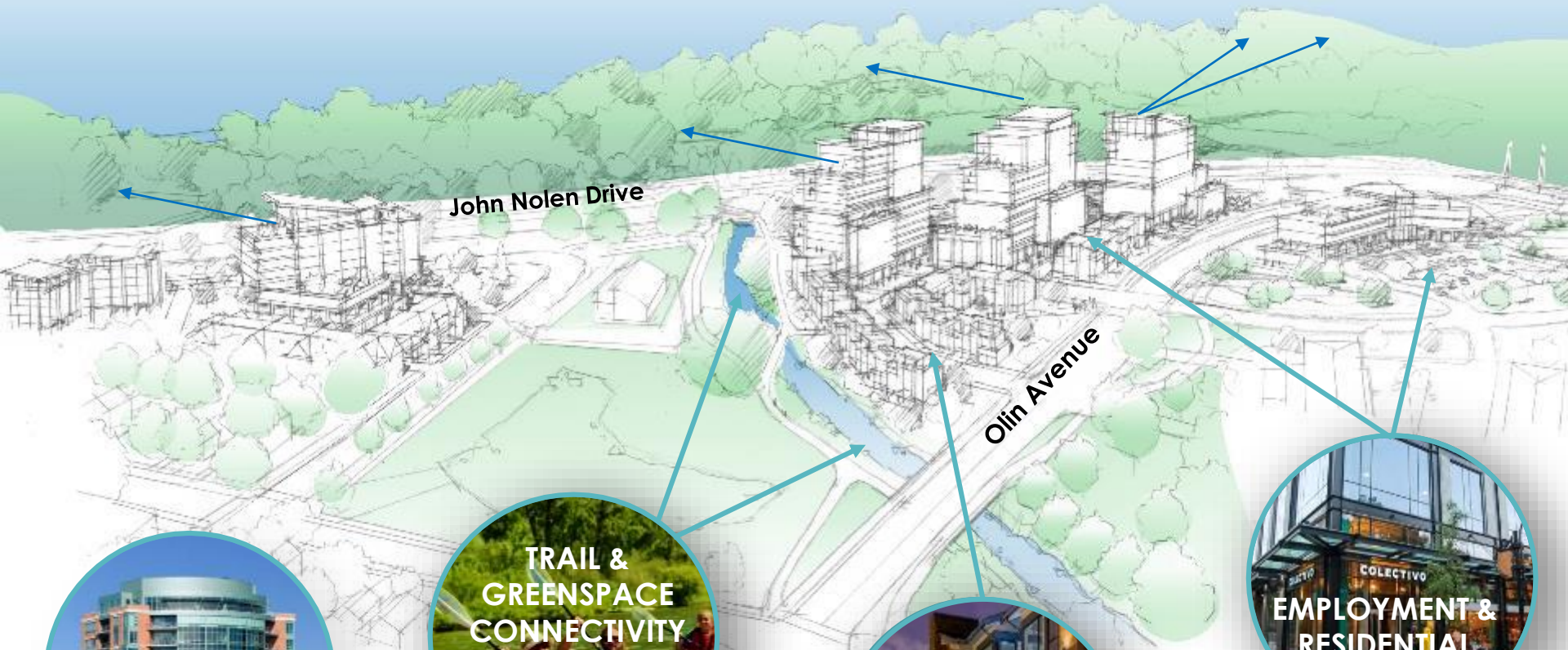
**SPORTS /  
ENTERTAINMENT**

**HOTELS**

**BREWERY  
RESTAURANT**



# LAKEVIEW





**STRATEGY 2:**  
**CONNECT SOUTHSIDE, DOWNTOWN,  
AND THE LAKE**

# UNIVERSITY & DOWNTOWN

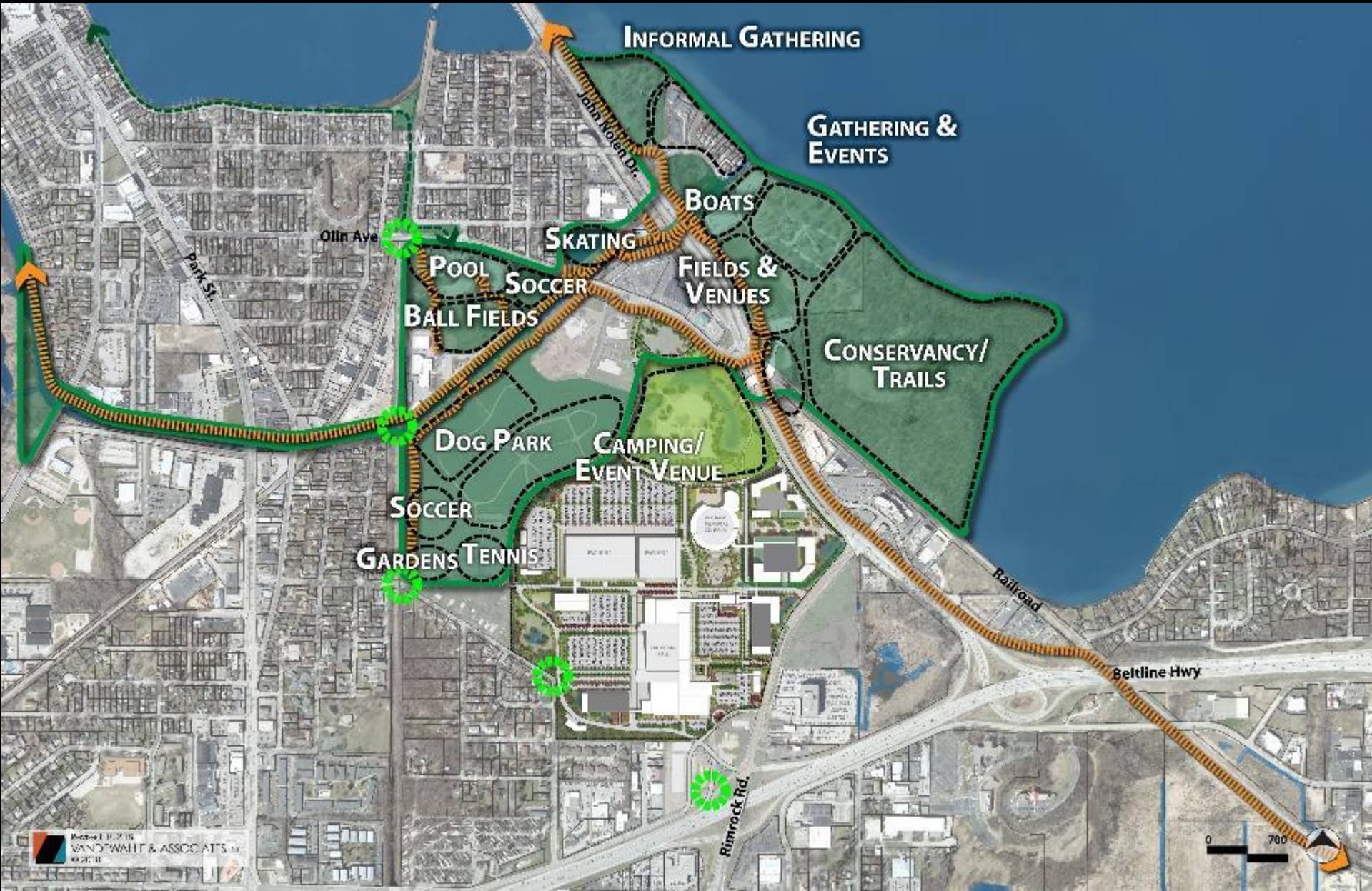
# LAKEFRONT

# SOUTHSIDE COMMUNITY





**STRATEGY 3:**  
**ACTIVATE A COHESIVE GREENSPACE  
DESTINATION**



INFORMAL GATHERING

GATHERING & EVENTS

BOATS

SKATING

FIELDS & VENUES

CONSERVANCY/  
TRAILS

POOL

SOCCER

BALL FIELDS

DOG PARK

CAMPING/  
EVENT VENUE

SOCCER

GARDENS TENNIS

Rimrock Rd.

Railroad

Beltline Hwy

Olin Ave

Park St

Jan Nolen Dr.





**ENHANCED  
PARK SPACE**

**DESTINATION  
TERRACE**

**LAKEVIEW  
MULTI-USE  
PATH**

**ACCESSIBLE  
URBAN NATURE  
CONSERVANCY**



# PEDESTRIAN CONNECTIONS

LAKESIDE

WINGRA

OLIN

RIMROCK





**STRATEGY 4:**

**CONNECT ACROSS JOHN NOLEN DRIVE  
& RIMROCK ROAD**

# DESTINATION CONNECTION OPTIONS



**Land Bridge**  
The Gathering Place – Tulsa, OK



**Pedestrian Underpass**  
Iris Avenue – Boulder, CO



**Signature Bridge**  
Harbor Drive – San Diego, CA



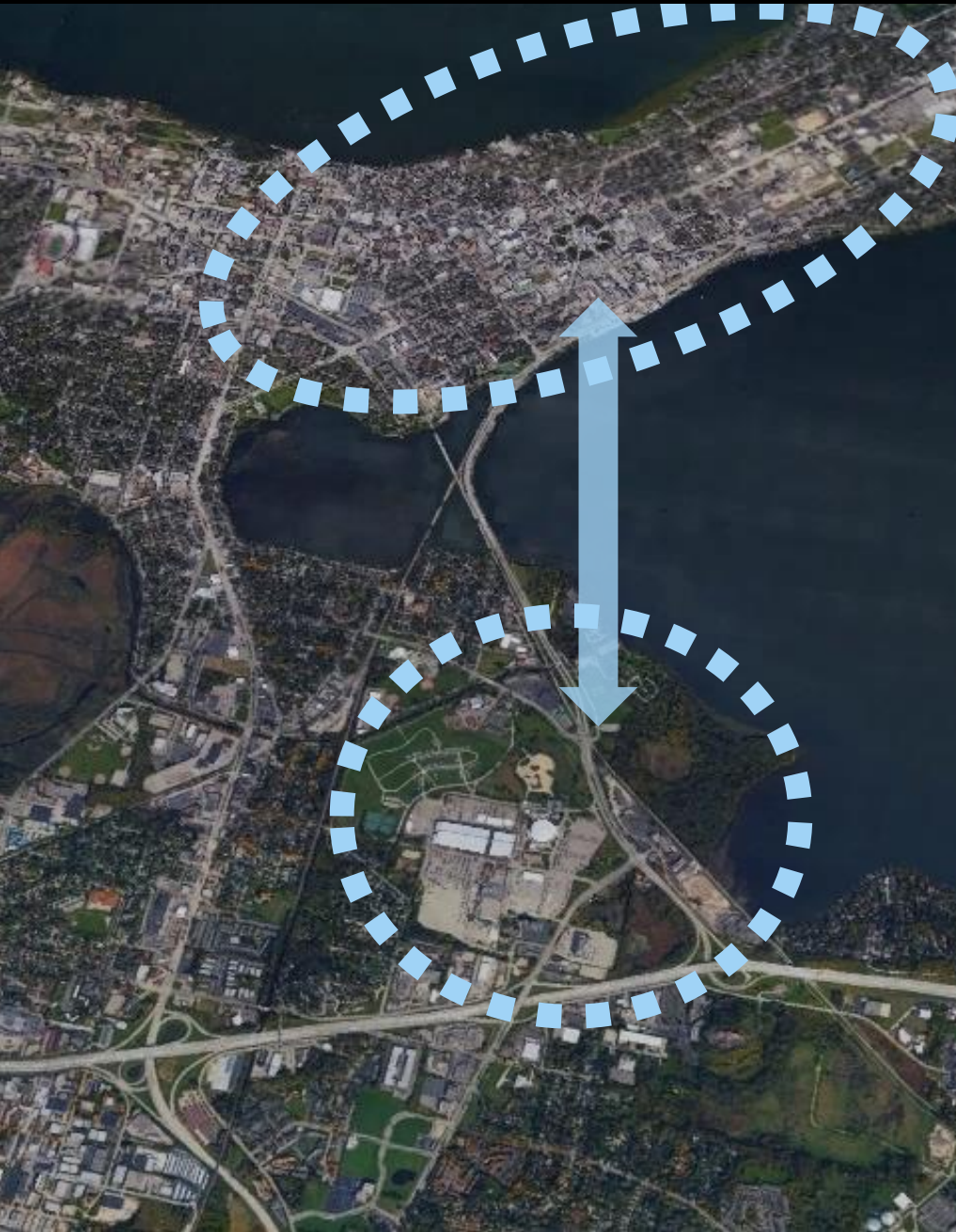
**Green Bridge**  
New York High Line – New York, NY



**STRATEGY 5:**

**ADD MULTIMODAL CONNECTIONS TO  
DOWNTOWN AREA**

# EXPANDED MULTIMODAL



EVENT  
SHUTTLES/BUSES



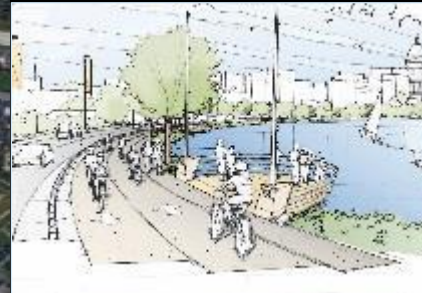
INCREASED  
BIKESHARE  
CONVENIENCE



EVENT RAIL



WATER TAXI



ENHANCED  
PEDESTRIAN/BIKE  
EXPERIENCE



**STRATEGY 6:**  
**DELIVER AN AUTHENTIC REGIONAL  
EXPERIENCE**

# PLACEMAKING

# ELEMENTS:



REGIONAL LANDSCAPE



LAKES, WATER



BIKE EXPERIENCE



SOUTHSIDE CULTURE



HEALTH & FITNESS



LOCAL FOOD





Next Big Piece

Gateway

Transformational

Southside



# ALLIANT ENERGY CENTER





# ALLIANT ENERGY CENTER CAMPUS MASTER PLAN



A. EXHIBITION HALL EXPANSION

B. PLAZA AND NEW ARENA BUILDING

C. MIXED-USE PRIVATE DEVELOPMENT

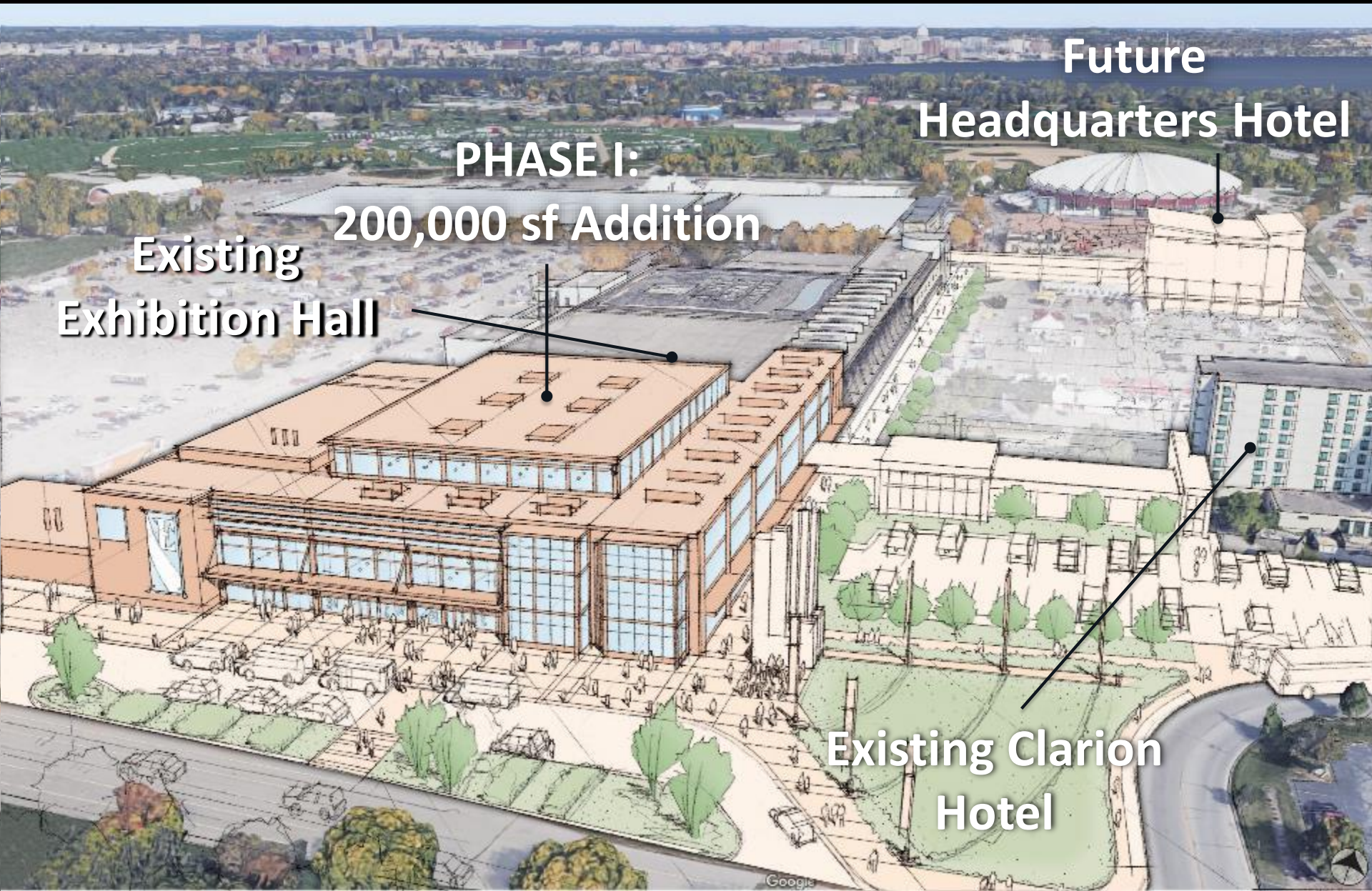
D. RING RD WITH BELTLINE/RUSK AVE ACCESS

E. STORMWATER IMPROVEMENTS & STRUCTURED PARKING

F. "GREEN" CONNECTIONS THROUGH PARKING AREAS



# EXHIBITION HALL EXPANSION



Future  
Headquarters Hotel

PHASE I:  
200,000 sf Addition

Existing  
Exhibition Hall

Existing Clarion  
Hotel



# GATEWAY PLAZA





# PHASE 1 OUTCOMES



## TAX BASE AND JOBS

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- **\$90 million in public investment** triggers more than **\$205 million in private investments**
- Generate nearly **\$3 million** in annual local taxes
- **1,400 new** full-time ongoing **jobs**
- Leverage **\$175 million** in off-campus private investment



# CONNECTIONS

UNIVERSITY & DOWNTOWN

LAKEFRONT

SOUTHSIDE COMMUNITY

HEALTH CARE DISTRICT

WINGRA CREEK DEVELOPMENT

SOUTH PARK

BURR OAKS

MATC

BRAM'S ADDITION

CAPITOL VIEW HEIGHTS

BAY CREEK

ALLIANT ENERGY CENTER

NOVATION CAMPUS

MOORLAND RIMROCK

INDIAN SPRINGS

WAUNONA

BELTLINE HIGHWAY

BRIDGE-LAKEPOINT

HIGHLAND MANOR

PARK STREET

JOHN NOLEN DRIVE

PARK STREET

RIMROCK

# ALLIANT ENERGY CENTER REDEVELOPMENT COMMITTEE

## **MARK CLARKE**

Alliant Energy Center

## **RUBEN ANTHONY**

Urban League of Greater Madison

## **TERESE BERCEAU**

County Executive appointee

## **REP. SHELIA STUBBS**

Wisconsin State Assembly

## **SUPV. SHARON CORRIGAN**

Dane County Board of Supervisors

## **ALDER SHERI CARTER**

City of Madison District 14  
Common Council

## **HEATHER STOUDE**

Madison Planning & Development

## **TOM DECHANT**

Resident of the neighborhood

## **DEB ARCHER**

Destination Madison

## **BREWER STOUFFER**

Roman Candle Pizza

## **GARY WOLTER**

Madison Gas & Electric

## **ROB CRAIN**

Alliant Energy Center Corporation

## **SUPV. DAVE RIPP**

Dane County Board of Supervisors



# BUILDING ON THE VISION

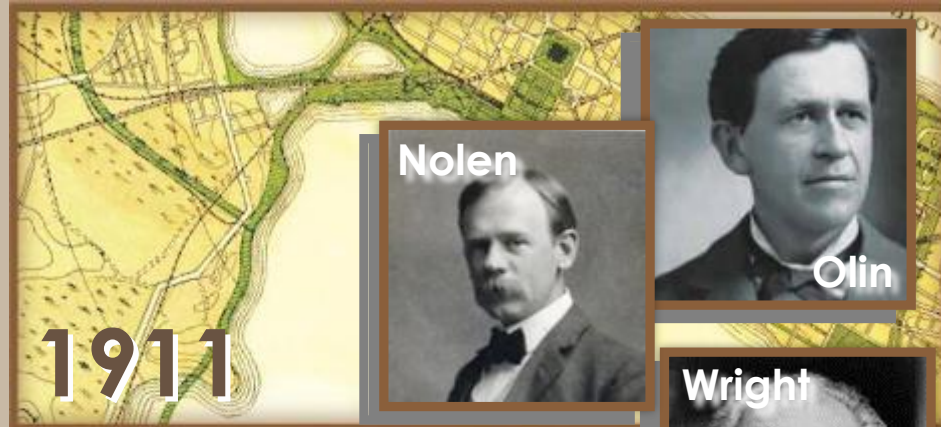
1866 Lakeside House



Chautauqua of the West



Reebok CrossFit Games



1911



1967



2011



# IN THE WORKS



**MATC South Campus**

**South Side Area Plan**  
2019  
City of Madison, Planning

**Wingra Creek Triangle Redevelopment Efforts**

**North Fish Hatchery Road Vision**  
2019  
City of Fitchburg

Lake Mendota

Monona Bay

State Capitol

E Washington Ave

**John Nolen Drive Corridor & Bridges**  
2019  
City of Madison Engineering

**Pending Acquisition**  
2019  
City of Madison Parks Division

**Law Park Preliminary Report**  
2019  
City of Madison Parks Division

**Nolen Waterfront**

**Alliant Energy Center Master Plan & Phase 1 Design**  
2018/2019  
Dane County

**Destination District Vision & Strategy**  
2018/1019

Lake Monona



# ROLE FOR EVERYONE



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