

Dane County Alliant Energy Center Town Hall Public Input

Combined comments from two Town Hall meetings:

March 2nd Town Hall at The Hub on Park Street | March 10th at the Expo Hall

High-Level Summary of Public Input

Note: The following summary was generated using an AI-assisted tool to synthesize key themes and recurring topics from all public input received. It is intended to provide a high-level overview for ease of review.

Across the Town Hall and Listening Sessions, attendees expressed **strong overall support** for moving the Alliant Energy Center Master Plan forward, with enthusiasm for redevelopment momentum, improved public access, and a revitalized Coliseum.

Community members highlighted the importance of **local economic impact, labor opportunities, multimodal access, and authentic, year-round activation**—including interest in winter activities such as skating amenities.

Key themes included:

- Support for local labor and workforce development, with importance of apprenticeship opportunities-trades/production, local players involvement
- Support from regional leaders, and individuals highlighting the project's economic and tourism benefits for surrounding Dane County communities
- A concern about market dominance, digital privacy, and app-based ticketing
- A concern voiced about Live Nation current lawsuit
- A desire to ensure the Coliseum remains accessible and affordable to a wide range of users, including low-income residents
- Interest in enhanced bike and pedestrian access, multimodal connectivity, and traffic improvements
- Desire for sustainability elements, and exceeding stormwater requirements
- Specific comments around traffic backups, and biking access and safety, encouragement to exceed basic expectations, and figure out how to say “yes” to new ideas vs finding reasons to say “No”

While feedback was largely positive, recurring concerns centered on **traffic backups, parking logistics, bike/ped safety, wildlife crossings, and stormwater impacts** on adjacent neighborhoods.

What we heard: All Public Comments Received

Note: *The public comments received are provided below in the form received from the project station representatives.*

General Town Hall Comments/Thank You:

- Thank you all so very much for holding the Town Hall Meeting on Tuesday (March 10, 2026). It was truly a wonderful session. All of the speakers were thoughtful and informative with their comments. The visual presentations (both the PowerPoint slides and the free standing information board displays) were top notch. Also, the question and answer session was excellent. Bravo!
I can only imagine how incredibly complex this initiative is for everyone. Wooweee. Wowza. I applaud your tireless efforts and am sending best wishes to you all.

STATION COMMENTS

Traffic Circulation

- Yes, improve to enter from Rimrock Road and on site
- Overall, attendees seemed positive and excited
- Generally positive feedback on the ring road concept – people liked being able to circulate internally without using the city streets, while also keeping cars out of the heart of the campus/focusing those areas on people
- Concerns about parking supply and whether any of the mixed use structured parking will be available for public use/agreements between private developers and AEC for public parking usage/who's paying for/owns the structures, etc.
- Pedestrian/multi-modal accommodations and access, and better wayfinding. If certain locations or access points are closed, are there clear directions for how peds should navigate campus, etc.
- Graphic / Board note: What does curvy arrow represent across John Nolen? Add label on future images.
 - 2. Create bike/pedestrian access to site from Bram for neighbors.
 - 3. Can bike/pedestrian path run through Lyckberg Park? North/south.
 - 4. Concern with critters/turtles crossing ring road. Are there safe crossings for wildlife?
 - 5. Some confusion about what was changing. A traffic overlay for existing land use would be beneficial.

- 6. Comments on reducing backups during events. Feel of ring road like a mall.
- 7. Improving pedestrian paths for better and safer circulation.
- 3. Future clarification needed for parking garages to identify. Wasn't clear to public.
- Generally positive feedback on the ring road concept – people liked being able to circulate internally without using the city streets, while also keeping cars out of the heart of the campus/focusing those areas on people
- Concerns about parking supply and whether any of the mixed use structured parking will be available for public use/agreements between private developers and AEC for public parking usage/who's paying for/owns the structures, etc.
- Pedestrian/multi-modal accommodations and access, and better wayfinding. If certain locations or access points are closed, are there clear directions for how peds should navigate campus, etc. (example of pedestrians a Harris campaign event that walked to closed gates at Spark Hotel)
- Ticket booths removed (per Kevin). We can remove this from our drawings now. Ticketing will be handled at parking lot entrances by an attendant with a handheld ticket scanner.
- Create bike/ped access to site from Bram for neighbors
- Can a bike/ped path run through Lyckberg park? North/south.
- Concerns about critters/turtles crossing ring road. Do we know if wildlife have a good number of crossing in certain areas?
- Long time resident Gwynn:
- Wanted local contractor preference – per Kevin and Mike this is Dane County Policy
- Add overlay of existing land use for traffic, there was some confusion about what was changing. I used the soil boring exhibit to show the change.
- Many of her comments projected the desire for the project to boost local economy and increase pipeline to quality work and careers in the neighborhood.
- **Common Traffic Questions:**
 - How does traffic backup get reduced?
 - Does ring road connect to the neighborhood at all along Bram or Quann Olin?
 - Are there intersection improvements off campus?
 - Have major highway interchanges been considered?
 - Where are bike parking areas and path connections?
 - What are plans for bus stops and Madison Metro input?

Mixed-Use Redevelopment Areas

- Have enough parking for all events, including Midwest Horse Fair
- Outdoor activation – not just drinking
- Winter ice skating (like Monona)
- Ensure good bike connections
- Could be good opportunities for music, arts, culture – specifically, art shows. Not just beer, sports, concerts. Rosemont, IL (bad) example – too insular. Milwaukee electric go-cart racing could be good example.

Destination District: Enhancing Area Connections

- Rusk – arterial bike connector
- Connect neighborhood from South Madison – Bike/Ped
- Crossing John Nolen Drive is a nightmare
- North/South connector through campus
- Make bus north/south
- If you have an indoor sports every year would go here
- Winter activities – example Rideau in Ottawa
- Wisconsin experience – UW based. Babcock Hall ice cream, cheese shop, brewery, etc.
- Make it very local and authentic, not like Rosemont, IL. Highlight Madison hippies, music, University.
- Winter Activation: A community member expressed strong support for developing **amenities that draw visitors to the Alliant Energy Center campus outside of scheduled events**, particularly those that provide **year-round and winter activation**. Drawing inspiration from Ottawa's Rideau Canal Skateway, the commenter suggested several potential concepts, including:
 - A **skateway around Willow Island**
 - A **skating ribbon** or year-round skating/roller-skating feature near Lyckberg Park or the existing tennis courts
 - A **long reflective pool or water feature** parallel to Bram Street/Alliant Energy Center Way that could convert to a skateway in winter

The commenter emphasized that a skating amenity could serve both **event attendees and local residents**, creating a more active and welcoming winter destination. They noted the importance of **strong pedestrian connections** from the hotel and nearby neighborhoods (Bram's Addition and Capitol View), and

highlighted opportunities for complementary winter programming such as ice sculptures, lighting displays, and sleigh rides.

While acknowledging climate-related challenges for outdoor ice, the commenter observed that **refrigerated outdoor skating can provide a reliable season**, and argued that associated costs would likely be **lower than constructing and maintaining the proposed four-lane ring road**, which they worry may further separate the campus from surrounding neighborhoods.

- The commenter provided images and examples for consideration and welcomed further discussion.



Exhibition Hall Expansion

- Looks good
- Generally all comments were positive at the Exhibition Hall expansion station. Only a few questions/comments to share:
- Representatives from the World Dairy Expo were present and seemed impressed with what is being proposed for the Exhibition Hall. As a side note, they asked if the loading ramp at P2 associated with the New Holland Pavilions will be improved/reconfigured when the ring road is constructed. They were concerned about the clearances that will remain therefore we should study the turning and loading/unloading radiuses during phase 3 of the traffic and stormwater masterplan.
- There was a representative from one of the shows that currently utilize 3 connected halls in the exhibition hall for their events. It appears as though the construction phases would require them to use different halls than what they are accustomed to during the construction periods. I assured her a sufficient number of halls will remain available during each phase of construction, she would just like to know which specific ones will be reserved for her during each construction phase. It may be worth having AEC map this out for all shows, thus getting ahead of the question for any show using the facility over the next several years.
- During the formal presentation, a woman noted that bus, bike and pedestrian access is currently difficult. She would like better options for local people and those at lower incomes to have opportunities to access the campus by methods other than driving and without having to pay for parking.
- One woman commented that the water pressure in the newly renovated restrooms in the coliseum is so high it splashes water all over people and should be lowered (she said the pressure in the Exhibition Hall is fine). She also said it would be nice to have a paper towel option in the restrooms in addition to the electric hand dryers as she was concerned about the air velocity spreading germs and also being difficult for people

(and kids) of different heights to use given the fixed height of the dryer. An example was a small child would just have air blowing in their face.

Coliseum Renovation

- Don't let partnership slip away
- Restrooms – change water pressure. Comes out too forceful and reduce water pressure to prevent contamination.
- Find alternate place on site for coliseum part of Midwest Horse Fair

Stormwater Improvements

- Map comments:
 - Spell out BMP.
 - What are 3 white circles in park?
 - Residential spelled wrong in northern future residential
- Comment was made about water quality due to farm events. Existing sediment trap. Need to address with parking modifications.
- Concern with surface discharge to neighborhood. 90s parking expansion impacted. Graef will look into this more.
- Resident was concerned that the Lyckberg Park pond was going to be removed. The pond has made an improvement on the regular flooding he was experiencing in his yard.
- Include Lyckberg park improvements in MP
- The inlets on Bram and culvert/outlet pipe for AEC at the end of Bram regularly gets plugged closed with wood debris which causes water to back up. Neighbor (Russ) has gone out to unclog it many times to prevent flooding.
- House next door to Bram has a permanent easement for water/sewer to serve his house.
- The green space along the side of Lyckberg helps provide screening for the house. Would like to see this maintained to help with privacy.
- World Dairy Expo needs more cattle wash stations, but AEC hasn't been able to find a location for more due to wash off needing to go to sanitary sewer.
- Lyckberg Park ownership and history was discussed with Chuck Erickson. He was told previously that Lyckberg Park should not be called a County Park as this has a specific meaning to the County Parks division. There may be a policy that donated land intended for a County Park can only ever be used for that purpose.