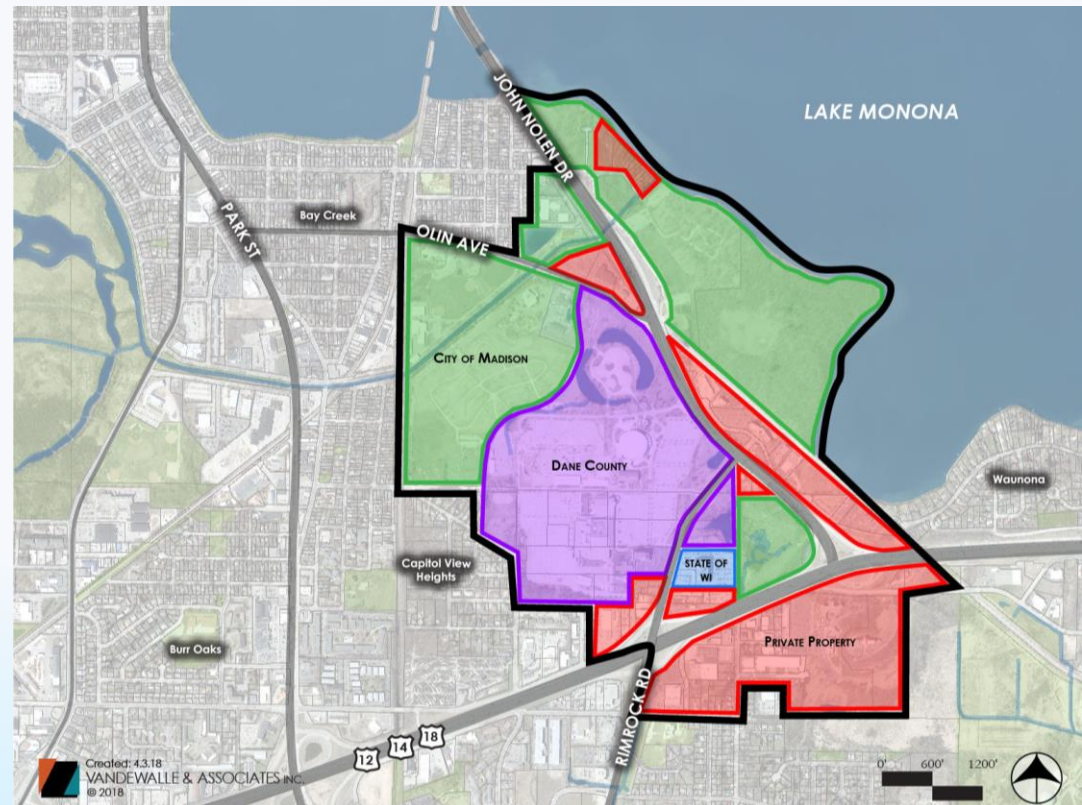


Alliant Energy Center Comprehensive Master Plan

J u n e 1 8 , 2 0 1 8

DESTINATION DISTRICT AND VISION STRATEGY

Create a vision, goals, and strategy for a cohesive and recognizable destination district anchored by the Alliant Energy Center and lakefront for the benefit of area residents and visitors



KEY ELEMENTS

The study will focus on the following six key elements in particular:

1. Land Use

- Identify general land uses that would contribute to a Destination District and potential redevelopment site

2. Placemaking

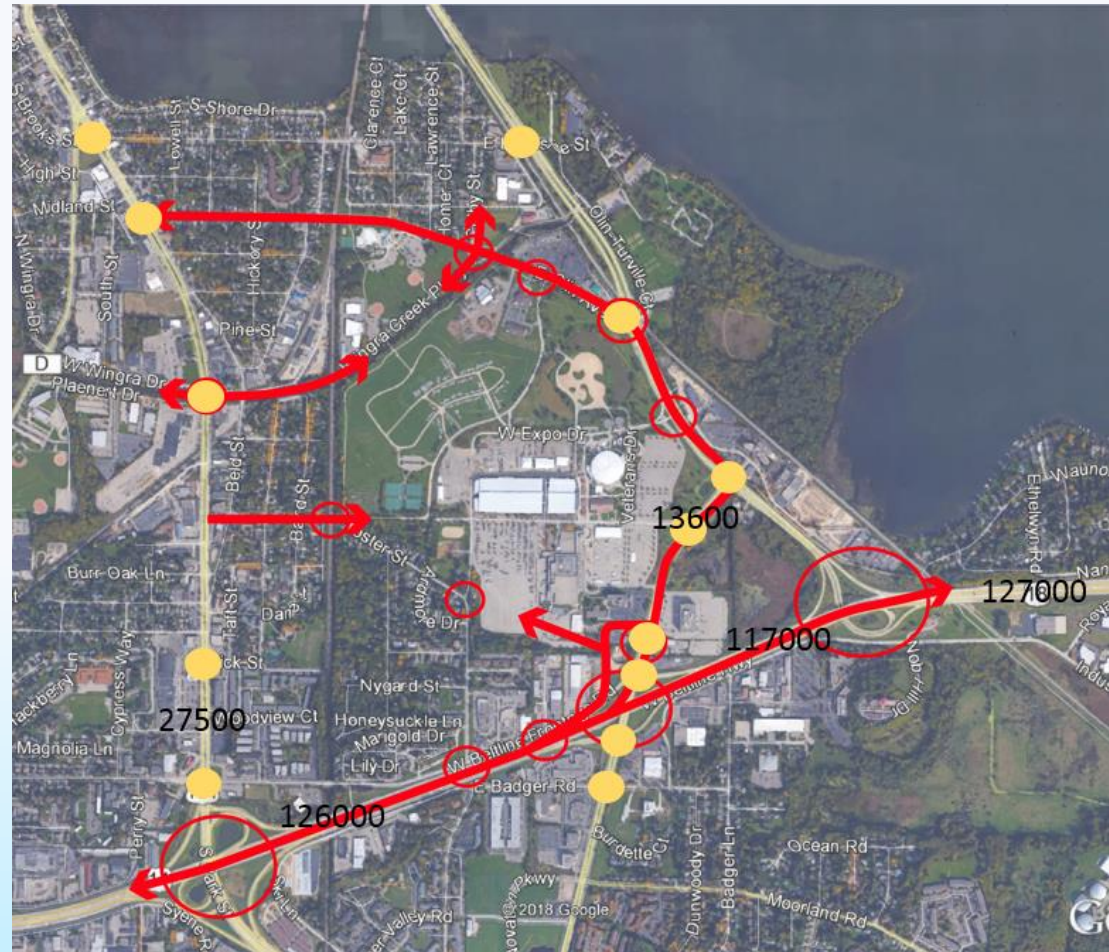
- Identify placemaking concepts and thematic needs to create a unified appearance and recognizable identity that will enhance visitor experience



KEY ELEMENTS

3. Circulation and access in proximate area

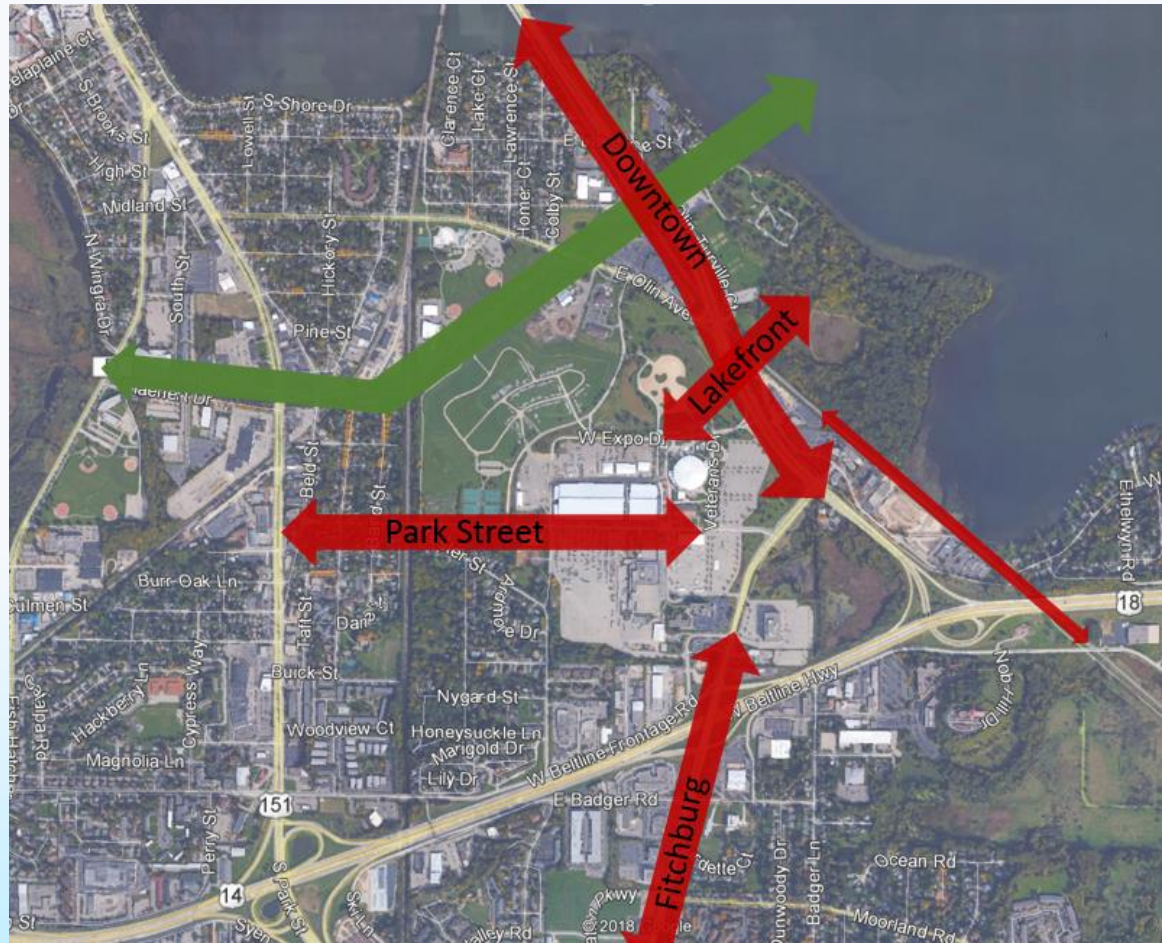
- Analyze ingress and egress for the campus and District and bike/ped access to and throughout campus
- Analyze influence that changes in land use and increases in development intensity will have on transportation needs



KEY ELEMENTS

4. Connections

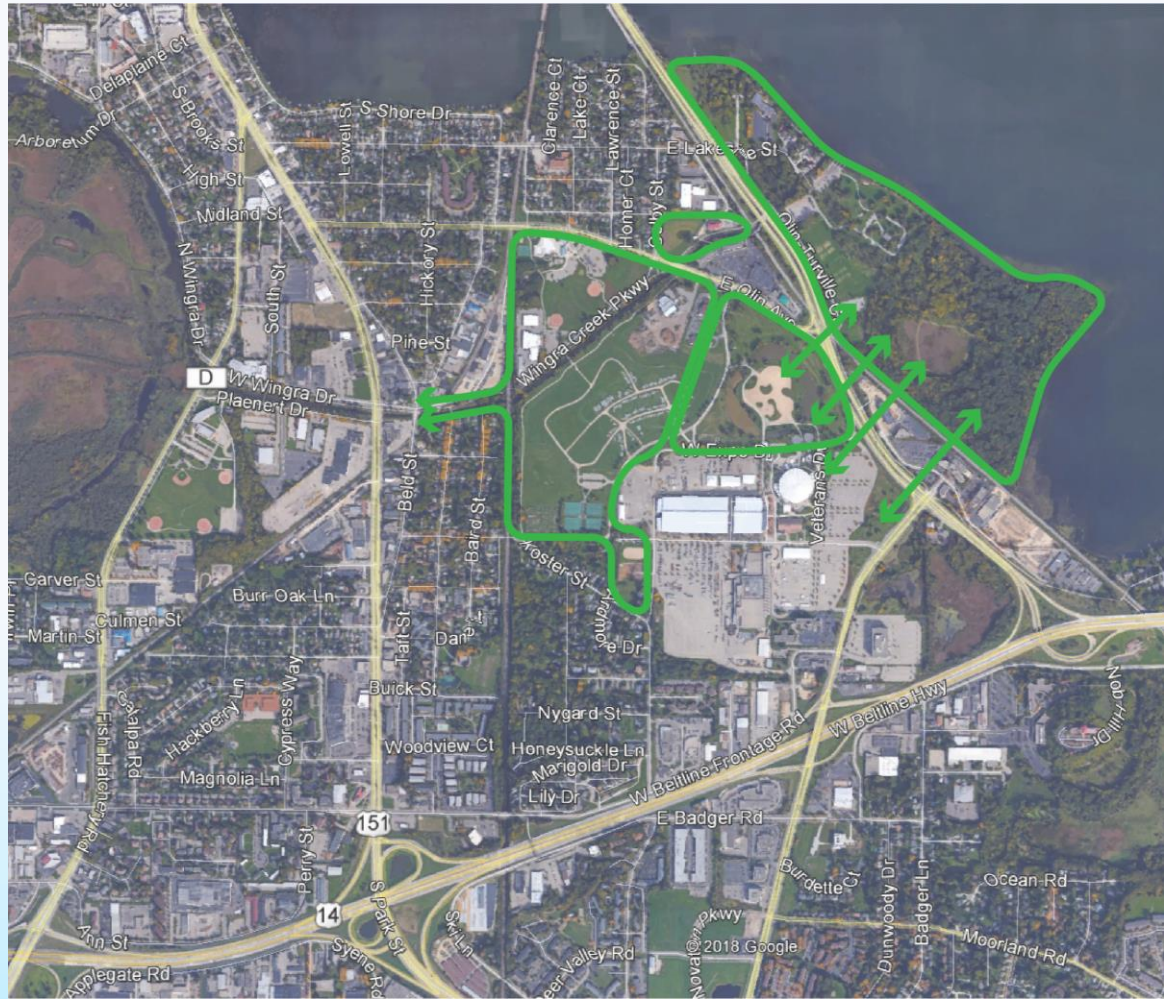
- Analyze area street connections through the AEC and larger multi-modal connections between the AEC campus and downtown
- Analyze different options of connecting the AEC campus across John Nolen Drive to Lake Monona



KEY ELEMENTS

5. Greenspace Integration

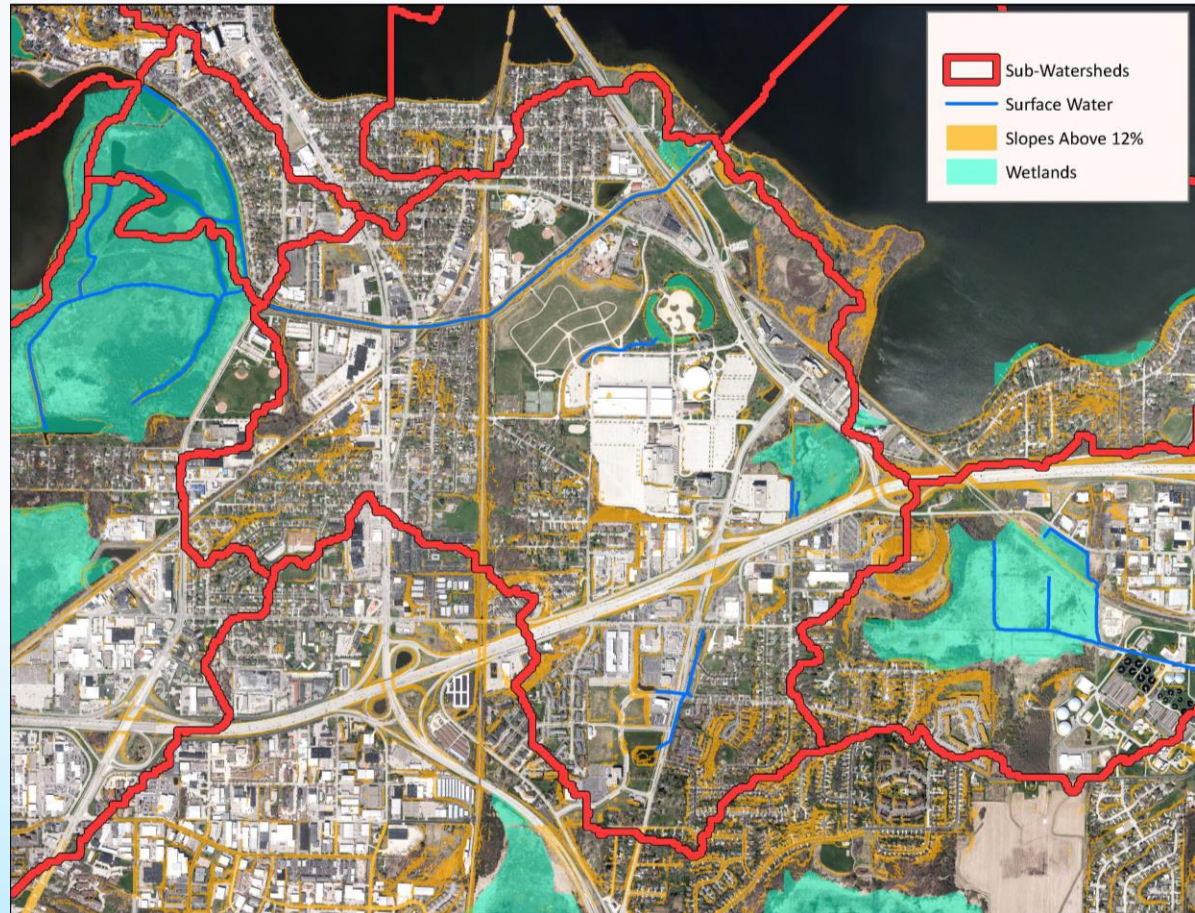
- Integrate and connect greenspaces and the lakefront as a unified whole offering a variety of experiences



KEY ELEMENTS

6. Stormwater Management

- Identify documented existing stormwater challenges and potential solutions; identify opportunities to enhance water quality through future projects and public improvements



PRELIMINARY TIMELINE

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
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DESTINATION DISTRICT VISION & STRATEGY (DDVS) PROCESS:

DESTINATION DISTRICT PLANNING TEAM

TASKS	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
<ul style="list-style-type: none"> Partnership Development 	<ul style="list-style-type: none"> Partnership Development 	<ul style="list-style-type: none"> Agreements, Ad-Hoc Vision Panel, & Funding 	<ul style="list-style-type: none"> Agreements, Ad-Hoc Vision Panel, & Funding Scope & Schedule Review Review & Discuss Proposed Initial Analysis Identify Key Issues & Stakeholders 	<p>PROJECT KICK-OFF</p> <ul style="list-style-type: none"> Data Gathering & Base Maps Development Review Past Plans & Studies Develop Preliminary Concept Alternatives & Goals Develop Supporting Analysis 	<ul style="list-style-type: none"> Develop Preliminary Concept Alternatives & Goals Develop Supporting Analysis 	<ul style="list-style-type: none"> Refine Alternatives & Goals Develop Alternatives for: <ul style="list-style-type: none"> Land Use Placemaking Circulation Access Connections Greenspace Integration Stormwater Management 	<ul style="list-style-type: none"> Finalize Preferred Concept & Goals Begin Implementation Strategy, Phasing, & Sequencing 	<ul style="list-style-type: none"> Continue Implementation Strategy, Phasing, & Sequencing 	<ul style="list-style-type: none"> Finalize Implementation Strategy, Phasing, & Sequencing 	<ul style="list-style-type: none"> Finalize Document 	

ADJOINING NEIGHBORHOODS MEETING

AD-HOC VISION PANEL MEETING

PUBLIC MEETING
• Concept Alternatives

AD-HOC VISION PANEL MEETING

PUBLIC MEETING
• Draft Campus Master Plan
• Draft DDVS

AD-HOC VISION PANEL MEETING

ADJOINING NEIGHBORHOODS MEETING

DRAFT MAY 7, 2018



PRELIMINARY TIMELINE

VISIT: <https://aecstudy.countyofdane.com>

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
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ALLIANT ENERGY CENTER MASTER PLANNING PROCESS:

OVERSIGHT COMMITTEE	TASKS	TASKS	TASKS	TASKS	TASKS	TASKS	TASKS	TASKS	TASKS	TASKS	TASKS
	<ul style="list-style-type: none"> Master Plan RFP Status Draft Schedule/Workplan 	<ul style="list-style-type: none"> Facility Improvement Prioritization Discussions 	<ul style="list-style-type: none"> Facility Improvement Prioritization Discussions 	<ul style="list-style-type: none"> Facility Improvement Prioritization Discussions 	<ul style="list-style-type: none"> Finalize Initial Facility Improvement Priorities 	<ul style="list-style-type: none"> Begin Funding & Governance Alternatives 		<ul style="list-style-type: none"> Funding & Governance Alternatives 	<ul style="list-style-type: none"> Funding & Governance Alternatives 		<ul style="list-style-type: none"> Final Funding & Governance Strategy
				<p>CAMPUS MASTER PLAN / OVERSIGHT MEETING</p>		<p>CAMPUS MASTER PLAN / OVERSIGHT MEETING</p>		<p>CAMPUS MASTER PLAN / OVERSIGHT MEETING</p>	<p>CAMPUS MASTER PLAN / OVERSIGHT MEETING</p>		<p>CAMPUS MASTER PLAN / COUNTY BOARD OF SUPERVISORS</p>
CAMPUS MASTER PLANNING CONSULTANT	<ul style="list-style-type: none"> Proposals Due 	<ul style="list-style-type: none"> Consultant Interviews & Selection 	<p>PROJECT KICK-OFF:</p> <ul style="list-style-type: none"> Scope & Schedule Review Past Plans & Vision Review Data Review 	<ul style="list-style-type: none"> Kick Off Meeting & Visioning with Oversight Committee Existing Document & Data Review Campus Inspection & Assessment Facility Analysis 	<ul style="list-style-type: none"> Finalize Existing Document & Date Review Finalize Campus Inspection & Assessment Finalize Facility Analysis Submission of Discovery Documentation Building Program Concept Plans Master Plan Concepts Begin Commercial/Hospitality Alternatives 	<ul style="list-style-type: none"> Finalize Building Program Finalize Concept Plans Master Plan Concepts Finalize Commercial/Hospitality Alternatives Test Selected Concept 	<ul style="list-style-type: none"> Finalize Master Plan Concepts Test Selected Concept Refine Preferred Concept Cost Estimate Draft Recommendations & Phasing Define Phasing Priorities Preliminary Draft Report 	<ul style="list-style-type: none"> Submission of Ideas Documentation Draft Recommendations & Phasing Define Phasing Priorities Preliminary Draft Report Finalize Master Plan Finalize Recommendations 	<ul style="list-style-type: none"> Finalize Phasing Priorities Finalize Master Plan Finalize Recommendations Finalize Document 	<ul style="list-style-type: none"> Finalize Master Plan Finalize Recommendations Finalize Document Submission of Implementation 	<ul style="list-style-type: none"> Finalize Document
				<p>MEET WITH USERS PANEL</p>	<p>MEET WITH PEER REVIEW PANEL</p> <p>PUBLIC MEETING</p> <ul style="list-style-type: none"> Concept Plan Alternatives 		<p>MEET WITH PEER REVIEW PANEL</p>	<p>MEET WITH USERS PANEL</p>	<p>PUBLIC MEETING</p> <ul style="list-style-type: none"> Draft Campus Master Plan Draft DDVS 	<p>ADJOINING NEIGHBORHOODS MEETING</p>	

DESTINATION DISTRICT VISION & STRATEGY (DDVS) PROCESS:

DESTINATION DISTRICT PLANNING TEAM	TASKS	TASKS	TASKS	TASKS	TASKS	TASKS	TASKS	TASKS	TASKS	TASKS	TASKS
	<ul style="list-style-type: none"> Partnership Development 	<ul style="list-style-type: none"> Partnership Development 	<ul style="list-style-type: none"> Agreements, Ad-Hoc Vision Panel, & Funding 	<ul style="list-style-type: none"> Agreements, Ad-Hoc Vision Panel, & Funding Scope & Schedule Review Review & Discuss Proposed Initial Analysis Identify Key Issues & Stakeholders 	<p>PROJECT KICK-OFF</p> <ul style="list-style-type: none"> Data Gathering & Base Maps Development Review Past Plans & Studies Develop Preliminary Concept Alternatives & Goals Develop Supporting Analysis 	<ul style="list-style-type: none"> Develop Preliminary Concept Alternatives & Goals Develop Supporting Analysis 	<ul style="list-style-type: none"> Refine Alternatives & Goals Develop Alternatives for: <ul style="list-style-type: none"> Land Use Placemaking Circulation Access Connections Greenspace Integration Stormwater Management 	<ul style="list-style-type: none"> Finalize Preferred Concept & Goals Begin Implementation Strategy, Phasing, & Sequencing 	<ul style="list-style-type: none"> Continue Implementation Strategy, Phasing, & Sequencing 	<ul style="list-style-type: none"> Finalize Implementation Strategy, Phasing, & Sequencing 	<ul style="list-style-type: none"> Finalize Document
							<p>AD-HOC VISION PANEL MEETING</p>	<p>PUBLIC MEETING</p> <ul style="list-style-type: none"> Concept Alternatives 	<p>AD-HOC VISION PANEL MEETING</p>		<p>AD-HOC VISION PANEL MEETING</p>

DRAFT MAY 7, 2018



JUNE OVERSIGHT COMMITTEE MEETING 2018

INFORMATION MEETING FOR AREA NEIGHBORS – JUNE 6TH

- A meeting was held June 6th with a total of 25 registered participants in attendance
- The purpose of the meeting was to inform the area neighbors of the two planning processes and upcoming opportunities to participate
- The meeting format included a presentation of the two planning processes followed by small group discussions to gain their perspective on the biggest concerns and opportunities for the area as the Alliant Energy Center and surrounding non-residential areas grow and develop



Informational Meeting for Area Neighbors

Alliant Energy Center

Residents and businesses in the vicinity of the Alliant Energy Center (AEC) are invited to attend an informational meeting regarding two significant planning processes occurring at and around the AEC. As close neighbors to the AEC, we want to keep you updated with what's happening and opportunities to participate in these exciting processes.

Purpose of the Informational Meeting is to:

- Learn about the master planning process for the Alliant Energy Center Campus
- Learn about the planning process for the non-residential areas surrounding the Alliant Energy Center being called the Destination District Vision and Strategy
- Learn about all opportunities to participate in both planning processes
- Provide some initial thoughts and feedback regarding both processes

Additional Upcoming Opportunity to Participate!
Mark your calendars now to participate in an **AEC Campus Master Plan Open House on Tuesday, June 19**, from 5 to 7PM at the Alliant Energy Center, Exhibition Hall 1919 Alliant Energy Center Way. This is a great opportunity to learn about and provide input on improvements to the individual AEC facilities (Coliseum, Exhibition Hall, Willow Island, etc.) as well as the layout of the overall campus including access points, perimeter buffering, parking areas, and public amenities.

For more information, please visit the project website: aecstudy.countyofdane.com

Please share this invite with your neighbors and contact us at aecvision@countyofdane.com if you have any questions or require special accommodations.

YOU ARE INVITED!
When: June 6th, 2018
Time: 6pm-7:30pm
Where: Urban League of Greater Madison
2222 S Park St, #200

Economic Impact
In 2016, the 164-acre Alliant Energy Center Campus:

- Hosted over 400 events
- Welcomed over 800,000 attendees
- Generated 177,000 room nights
- Spurred \$76 M in spending
- Earned revenues in excess of expenses

ABOUT THE AEC
The Alliant Energy Center is a valuable cultural, social, and economic asset to Dane County and the Greater Madison Area. Revenues generated by the AEC currently exceed all of its operating expenses, and its events have a dramatic economic impact on our County and quality of life.