Alliant Energy Center Notes

QUESTIONS ASKED BY CLASS MEMBERS

1. Considerations on how to have more private business connection on campus.
2. Explain how the naming rights issue/agreement works. Does it support operations? Is it dispersed over multiple years?
3. Have private development companies expressed interest in building here?
4. Are there other events that are different than our usual animal events — like CrossFit — that you're trying to attract?
5. Is the lack of amenities (on the campus) one of the biggest challenges?
6. Dane County Airport is expensive — do you frequently hear that?
7. Logistics and timing for finalizing the Master Plan?

CLASS EXERCISE/FEEDBACK

Class was divided into three groups and each examined one of the topics below:

1. **Campus Focus** - Reference the preliminary plans presented by Master Planning consultant, Perkins + Will and identify pros and cons of the recommendations, identify any questions that were raised or make any suggestions that come to mind.

    - Looked at road routing, transportation around campus, ingress and egress; Examined existing roads and possible new ways to navigate and ways to exit/enter belt line;
    - Considering land bridge – would be a good idea; parking structures or other parking throughout campus will be good;
    - **Kept coming back to how do you make this feel welcoming for a one-off event or for conference attendees to have access to coffee shops and other amenities;**
    - Thinking of Seattle and the Space Needle or the Bean and Millennium Park in Chicago. Experience of coming here. Green Bay — can do things in the district. Draw people in off hours. Could help with traffic congestion after events if leaving is staggered;
    - Would need restaurants that can handle large groups — could help other parts of town;
    - Could railroad tracks be used to help shuttle folks;
    - Could send people downtown, too; We have venues like Children's Museum already downtown so don't want to duplicate that, but having at trolley, transportation would be good. Even signage to show where amenities like Goodman Pool are would be helpful. Digital signage;
    - Restaurants and bus parking and drop off areas;
    - Drop off areas - Uber drop off; need more of a loop;
    - More of a transportation issue to access that downtown - guided sign tour to get to pool and connectivity to other local amenities.

2. **Destination district** - Thinking about the changes that are being considered on the AEC campus, consider what the implications and opportunities are for the broader destination (surrounding area to downtown). List and prioritize the kinds of things you believe would need to be considered as the plans evolve to ensure the re-development of AEC has benefits that transcend the 164-acre campus.

   - Traffic and access points, designated lanes, shuttles, walkways, bike paths that can be used year-round;
   - Create more of an entertainment district — more options;
   - Awareness issues of AEC - currently the awareness is "avoid it" when Horse Fair, World Dairy or other events are happening;
   - Need to have different access points to change flow; when you stay at Disney you have shuttles - ways to access it;
   - Would be good to have more athletic events for the surrounding area;
   - Idea of having more entertainment closer - challenges of residential proximity; but more entertainment options would encourage people to stay in the area;
   - Better access to Olin Park would be a benefit; need to enhance that connection;
   - Madison skyline is our "Bean"; right now it is the gathering place (referenced all the people taking photos at CrossFit sign at north end of Olin Park); but there is no safe way to get there; Need some safe way to get there;
   - Need increased awareness - signage - everything is a secret; need to point out amenities and guide people to them.

3. **Community engagement** - Knowing what you know now about the benefit, value and opportunities that would be created with an AEC campus redevelopment along with the destination district enhancements that are being discussed, what kinds of information do you think the general public would need in order to better understand and be supportive of this effort? List some key audience groups and identify the key messages you believe would resonate with those audiences.

   - Communicating what the AEC is, what they do and how they benefit the community;
   - AEC could do a better job of promoting all of the things they do and the kinds of varied appeal it has to many unique audiences – there is something for everyone;
   - Doesn't feel inviting — signage, huge setback buildings – needs to feel more welcoming to people; right now, people just drive right by and don't even think about it being there or what it does – they just hope the traffic won't be backed up around it;
   - Need inviting – fun, colorful, interesting, informative – signage; referenced the State DOT electric message signs as an example;
   - Raise awareness that this is not a black hole - it is self-supporting and people work because of all the jobs that are created; people are working in our community b/c of events that are happening here;
   - Social media engagement — fun facts such as the unique air circulation system in pavilions designed by the UW;
   - Perceived as being separate from the community; find a way that demonstrates what happens here is "yours" - fun social media engagement;
   - Reality of how large the campus is – people probably don't realize this;
   - Many of the things here are for community residents;
   - Consider a community newsletter – accessible information about what is happening and what is open to the public, not just the sign in front that you may or may not be able to read while you are stopped ther;
   - Need to have easily accessible info — click of a button;
   - There is a cool variety of events; "My AEC" - most of what happens here is for the community - dolls, quilt, fishing, way to connect;
   - Fund fun social media to engage community;
   - Consider project website analytics to have a measure of how much exposure is increasing;
   - Consider a community newsletter - easily accessible to everyone.

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