



MIXED USE DEVELOPMENT RFI RESPONSE SUMMARY

Total responses received: Seven

Question 1 – Daily Site Activation & Vibrancy. *Of the following uses, which do you believe are most important to drive daily site activation and vibrancy to the mixed-use sites? Select 3.*

Selected #1

Multi-Family Housing – 5 responses

Indoor Sports – 2 responses

Selected #2

Restaurants – 3 responses

Entertainment-Oriented Commercial Uses – 2 responses

Public Gathering Spaces – 1 response

Selected #3

Entertainment-Oriented Commercial Uses – 2 responses

Restaurants – 1 response

Multi-Family Housing – 1 response

Retail – 1 Response

Indoor Sports Facility – 1 Response

Question #2 Potential Uses. *Rank the following potential uses in order of market and financial feasibility, based on your perspective and experience. 1 being the most feasible and 8 being the least feasible from the options provided. Only use each number once.*

Average Scores:

1. Multi-Family Housing	1.0
2. Restaurants	3.57
3. Hotel	3.71
4. Entertainment-Oriented Commercial Uses	3.71
5. Retail	5.0
6. Indoor Sports	5.43
7. Public Gathering Spaces	5.86
8. Office	7.29

Question #3 Approximate Space & Parking Ratio. *Of the following potential uses, roughly how many gross square feet or number of units (ranges appropriate) would you anticipate dedicating to each? What parking ratio would you propose for each use approximately?*

All Responses – Land Use Allocations

Respondents	#1	#2	#3	#4	#5	#6	#7	Average	Average Range
MF Housing (units)	450	375	N/A	1,200	500	400-700 (550)	200-300 (250)	554	521-588
Restaurant (sf)	10,000	30,000	N/A	N/A*	10,000	25,000-40,000 (32,500)	18,000-25,000 (21,500)	20,800	18,600-23,000
Retail (sf)	10,000	30,000	N/A	0	0	20,000-40,000 (30,000)	5,000-7,000 (6,000)	12,667	10,833-14,500
Hotel (rooms)	150	200	N/A	180	250	150-200 (175)	200-300 (250)	201	188-213
Entertainment (sf)	5,000	75,000	N/A	40,000	0	30,000-60,000 (45,000)	30,000-40,000 (35,000)	33,333	30,000-36,667
Indoor Sports (sf)	0	200,000	N/A	140,000	50,000	N/A	0	78,000	-
Office Space (sf)	5,000	60,000	N/A	0	0	N/A	4,000-10,000 (7,000)	14,400	13,800-15,000
Public Gathering Spaces (sf)	N/A	87,120-174,240 (130,680)	N/A	N/A**	100,000	43,560-130,680 (87,120)	10,000-25,000 (17,500)	83,825	60,170-107,480

*Responder said restaurant space was integrated with their figure for entertainment

**Responder said public gathering space was integrated into their hotel space estimates

^Where a range was used, we replaced it with the midpoint value, shown in parentheses. Midpoint used in calculating average.

Note: Where N/A was used, that response was not included in the average. Where a 0 was used, that was included in the average. Average calculated using midpoint values.

Summary Land Use Allocations and Parking Ratios

	Average	Average Range	Average Parking Stalls	Total Parking Stalls
MF Housing (units)	554	521-588	1.33	738.89
Restaurant (sf)	20,800	18,600-23,000	5.88	122.20
Retail (sf)	12,667	10,833-14,500	5.17	65.44
Hotel (rooms)	201	188-213	0.82	164.57
Entertainment (sf)	33,333	30,000-36,667	6.17	205.56
Indoor Sports (sf)	78,000	-	1.18	91.65
Office Space (sf)	14,400	13,800-15,000	3.75	54.00
Public Gathering Spaces (sf)	83,825	60,170-107,480	2.00	167.65
Total Parking Demand				1,610

*Average parking stalls are Per Unit/Room or Per/1,000sf

Question #4a Multi-Family Residential Development. *How important is high density Multi-Family Residential Development to the site's overall use mix, activation and financial feasibility? Please share any relevant perspectives. Are there complimentary uses, infrastructure investments, or public improvements you believe are necessary to support housing viability?*

Key Take Aways:

- **High Density multi-family housing is essential for success**
- **Housing demand is strong and supported by Madison's growth**
- **Residential density should be the first step in site development**
- **Mix of market rate and affordable (with market rate being developed first)**
- **Residential uses are compatible with event and entertainment uses**
- **Mixed-income housing on part of the campus could support workforce needs**

High-density multi-family housing is critical to the long-term activation and financial feasibility of the district. Residential uses provide a permanent population base that supports restaurants, retail, and entertainment between major events at the Alliant Energy Center, helping transform the campus from an episodic event venue into a year-round mixed-use destination. The County's continued population and employment growth support strong multifamily demand. Housing viability would be strengthened by complementary uses such as neighborhood restaurants, experiential commercial space, and hospitality, along with investments in public plazas, pedestrian connectivity, structured parking, and improved transit access linking the site to downtown, the University of Wisconsin, and surrounding neighborhoods. This would create additional demand for those residents looking for convenient amenities which are walkable as well as simple transportation options to nearby attractions.

Higher density multi-family residential is very important as a first step to create a base neighborhood for new urbanism. Restaurants, retail, entertainment, are all important parts of the mix as is open space for parks and recreation with a small recreation center and pool for the community. this community should be linked to adjacent neighborhoods via public transit. parking on grade will be important but can be developed to serve other purposes for the community special events.

We believe it is important for all the reasons you noted and are not concerned that the Coliseum or other entertainment uses will conflict.

It is very important for the viability of lively retail that you build every day buyer behavior to support the 75-100 days of excessive consumption that takes place on event days. We would envision building 150 units of Senior Housing to include IL, AL, MC and private pay nursing; 150 units of Affordable Housing; 150 Units of Market Rate Housing. MSP has build, owns and managed properties in each of these categories for more than 3 decades.

Multi-family is essential for anything else to work on the site, and it is the most financially viable right now. Start with focus on market rate multifamily to generate capital, tax increment, and people. The rest of the uses will flow once you get some housing density on the site. Again, politically difficult but focus just on market rate first, not affordable.

Residential creates a stable daily population that activates public spaces, supports restaurants and retail establishments, and helps sustain year-round activity beyond event days. Madison continues to experience strong population/employment growth, and demand for well-located housing near employment centers, recreation amenities, and entertainment destinations remains robust. As an active development firm on Madison's south side, and having worked on revitalizing 60+ acres off of Rimrock Road over the past 10 years, we offer a hyper-local market perspective.

Mixed-income housing on the 13-acre site would transform AEC into a true integrated-use district. Buildings should include market-rate and affordable residential, the latter of which would provide housing for workers in AEC facilities. The Olin Avenue site is likely to be more appropriate for pure market-rate residential, supported by limited neighborhood retail and possibly destination eating and drinking establishments. A mix of uses, convenience retail, eating and drinking establishments, etc., on ground floors of residential buildings and within walking distance would be considered a luxury by potential residents, as would well-designed parks.

Question #4b Multi-Family Residential Development. *Are there complimentary uses, infrastructure investments, or public improvements you believe are necessary to support housing viability (e.g. plazas, parking, nearby transportation improvements, etc.)?*

Key Take Aways:

- **Restaurants, retail, entertainment & open spaces are viewed as important complementary uses**
- **Strong public transportation to neighborhoods and downtown are necessary**
- **Parking could be shared use**
- **High quality public gathering spaces, plazas, green space and walkable connections throughout the campus are considered ideal components for creating a cohesive destination**
- **Pedestrian and bike connectivity must be addressed and emphasized**

Restaurants, retail, entertainment, are all important parts of the mix as is open space for parks and recreation with a small recreation center and pool for the community. this community should be linked to adjacent neighborhoods via public transit. parking on grade will be important but can be developed to serve other purposes for the community special events.

The noted complimentary uses are all necessary – particularly multi-modal transportation to downtown.

Parking, plazas and transportation are all important and complimentary uses for this amount of housing.

Helpful to have these but not necessary.

To support residential feasibility and long-term vitality, these complimentary elements would be ideal: high-quality public gathering spaces; walkable connections throughout the campus; safe pedestrian and bicycle connectivity to the Lake Monona waterfront and regional trail system; structured parking that supports multiple uses while minimizing surface parking; streetscape and placemaking elements that create a cohesive destination district; and thoughtful integrations of event operations with residential uses to manage traffic and activity levels.

Pleasant and safe pedestrian access to the key venues within AEC would be essential, as would seamless connectivity to the proposed plaza adjacent to the west of the 13-acre site. That the site is on a thoroughfare named for John Nolen should inspire high quality neighborhood planning. An on-site stop for both the O and 65 bus routes should be added to the 13-acre site. If not currently available, westbound bus access should be added to the stop on the 199 block of East Olin Avenue.

Housing viability at the site would benefit from complementary uses and infrastructure that support a walkable mixed-use environment. Key elements include neighborhood-serving restaurants, cafés, small retail, and entertainment uses that activate streets and provide daily amenities for residents. Public gathering spaces such as plazas, green space, and pedestrian-oriented streets would help create a sense of place and support both resident and event activity. Structured or shared district parking will likely be necessary to replace surface parking while maintaining event capacity. Improved pedestrian, bicycle, and transit connections to downtown Madison, nearby neighborhoods, and regional trails would also strengthen residential appeal and long-term mixed-use viability.

Question #5 Olin Avenue Site. *Would you have interest in the Olin Avenue site if it was part of the RFP?*

Key Take Aways:

- **This site should be developed**
- **Strong desire for multi-family housing on this site**
- **Could use to phase in the project (i.e. Olin Ave site developed first, then parking lot near Coliseum)**

Yes, we would have interest in the Olin Avenue site if it were included as part of a future RFP. Its proximity to the Alliant Energy Center campus, strong regional access, and visibility along a key corridor create an opportunity for complementary mixed-use development that supports the broader event district. The site could be well suited for uses such as residential, hospitality, neighborhood-serving retail, or other complementary amenities that activate the area and serve both visitors and nearby residents. Inclusion of the Olin Avenue site would also allow for greater flexibility in phasing and land use planning, helping to support the long-term success of the overall mixed-use district.

Yes, Olin Avenue should be part of the RFP please.

Absolutely. This is a great multi-family site with potentially some retail or county offices.

Yes we would.

Yes!

Yes, the Olin Avenue site could represent an attractive development opportunity depending on its configuration, access, and integration with the broader mixed-use district.

Yes. The Olin Avenue site seems to be a unique opportunity for residential-led mixed use. Our rough estimates of approximate use square footages include the Olin Avenue site.

Question #6 Proposed Coliseum Renovation. *How does the proposed Coliseum renovation, including a proposed \$100 million investment and over 60 entertainment events per year, enhance market feasibility and interest in the mixed-use sites?*

Key Take Aways:

- **Renovating and activating the Coliseum is widely viewed as the major driver of the feasibility for the mixed use development**
- **Increased events and consistent activation support hospitality, restaurants, entertainment and retail**
- **Housing demand and retail viability improve with greater density**
- **Some felt the Coliseum is the essential piece to entire campus development, while one strongly opposed the renovation.**

Adjacency to the 13-acre site would enhance the feasibility of all potential uses. Below-market-rate housing would facilitate employee hiring and retention.

The proposed coliseum renovation significantly enhances market feasibility of mixed-use development. A revitalized venue hosting a greater number of events would generate increased visitor traffic and support hospitality, restaurant, and entertainment uses within the district. The activity would also reinforce the identity of the area as a regional destination and strengthen the viability of complimentary mixed-use development.

Activating the Coliseum will help the multifamily become more feasible.

It makes it viable for retailers to make it work, but again you need daily consumption to support the retailers on non-event days, which can be supported by additional density provided by Housing and Hotels.

It is everything to the AEC. No other development happens without it!

Investing \$100 million dollars in the Coliseum renovation is throwing good money after bad for a special event venue that will be dark and lifeless the rest of the 305 days of the year and at best a costly use to maintain and will never make money. It will be better to demolish this singular purpose coliseum and redevelop the site as a family oriented destination immersive mixed use entertainment attraction that is open 365 days of the year and easily changed as the entertainment technology is updated. This site needs to be a contributing amenity for the community not a dark 305 day/year out of date architectural relic.

The proposed Coliseum renovation and increased event programming would significantly enhance the feasibility of mixed-use development by expanding the site's role as a regional entertainment destination. An upgraded venue capable of hosting 60+ entertainment events annually would drive consistent visitor traffic, creating demand for nearby hotels, restaurants, and entertainment-oriented uses. This increased activity would also improve the viability of ground-floor retail and help support residential development by bringing energy and amenities to the district. In turn, the surrounding mixed-use development can reinforce the event campus by providing hospitality, gathering spaces, and services that extend visitor stays and create a more vibrant, year-round destination.

Question #7 Other Considerations. *What other factors should the County consider to enhance the feasibility, marketability, or long-term success of the mixed-use areas?*

Key Take Aways:

- **A coordinated district strategy is essential - integrating complementary uses, infrastructure investments, pedestrian connections, structured parking, and year-round programming to enhance long-term feasibility and appeal.**
- **Significant site upgrades are recommended - including utilities, signage, transit access, branding, and marketing**
- **Several respondents stress the importance of sequencing: the main RFP should wait until Coliseum and AEC expansion plans are clarified, while the Olin Avenue site could proceed independently and sooner.**
- **Adding new event anchors, such as a professional soccer team or a youth/amateur sports complex, could generate sustained multi-day visitation, hotel demand, and restaurant activity.**
- **A phased redevelopment approach, beginning with market-rate housing and supported by structured/shared parking, mixed-income housing, and strong public-private partnerships, is viewed as critical for long-term feasibility and market absorption.**

To enhance long-term feasibility and marketability, the County should consider a coordinated district strategy that integrates complementary uses, infrastructure investment, and year-round programming. Structured parking and clear circulation planning will be important to balance large event parking needs with daily mixed-use activity. Pedestrian connectivity, plazas, and strong links to nearby trails, transit, and downtown Madison can also strengthen the district's appeal and support residential and hospitality uses. An indoor athletic complex could further enhance the district by introducing youth and amateur sports tourism. Tournament-based programming generates multi-day visitation, hotel demand, and restaurant activity, complementing Coliseum events while activating the district during periods when major concerts or conventions are not occurring.

Plan to upgrade utilities to the site, upgrade signage, upgrade public access transportation, update the brand image of the site, develop a marketing campaign around the new brand and create a proper destination neighborhood for families to live, work, and play. The entire site needs to be developed as a new urbanism model with higher density community and park set asides.

There is no rush to do the RFP for the mixed use project(s) until the coliseum and AEC expansion is further along. It would be for those anchors to be known elements with parking, programming and large events fully understood. The Olin site could go separately and prior to the larger RFP.

Attract another event anchor like a Professional Soccer team.

Focus on building market rate housing first. That is your key to making the rest of the plan go.

A phased redevelopment strategy would allow the market to absorb new uses over time and enable efficient construction staging. Incorporating structured parking and shared parking management will also be vital. A mix of housing types, including mixed-income housing, can help support year-round activation while addressing regional housing demand. Given the scale of the district and needed infrastructure, public-private partnership tools and strong coordination between Dane

County, the City of Madison, and development partners will play a critical role in enabling high-quality, financially feasible development.

Planning for future dedicated bus rapid transit (BRT) or similar express transit options should start now. Express transit access would increase AEC site efficiency, reduce parking requirements, expand development potential, and potentially increase visitation.