

Public Input & Documents

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Input received from Russ Bennett (8/9/17):

The Capitol View neighborhood recently learned of a pending press release that glowingly describes the 'overwhelming support' in our neighborhood for a 'new and improved' AEC. This was news to us. We have thus far only heard comments that can politely be said to be 'highly skeptical' of the entire project. Attending the recent meetings regarding the "revisioning" of the grounds, we found the discussions to be quite obviously steered to emphasize the benefits rather than the negatives of the project, yet another example of paid consultants giving the desired recommendations... to the people who are paying them.

We neighbors have learned, often the hard way, that the AEC does not care about the people that live in this neighborhood. We have also learned that we cannot trust what they say. Here are some examples:

1. Many years ago we were told by the head of the AEC that the wetland in the western portion of the grounds would never be developed, as it was essential to safely managing their storm run-off. A few years later, with no warning, we woke to the sounds of enormous machinery filling in that wetland, eventually creating a huge parking lot. They didn't bother to tell the DNR either, who when told, stopped the project, until the AEC came up with some wetland remediation.
2. Near the end of the above project we noticed that the parking lot they built over the wetland was larger than what the DNR said they could build. The DNR forced them to tear up and 'unfill' that corner of the lot.
3. This loss of this wetland made a difficult situation even worse for the neighborhood, as the AEC now completely overwhelmed the street sewer system that was initially built for our neighborhood. Our little neighborhood began to flood more and more often, with damage to homes and property.
4. When this was pointed out to them they said "Hey, we pay for that storm drain system as much as you do". They do not. Not one penny, despite having acres and acres of pavement and buildings.
5. In addition to stormwater, a major problem for the neighbors has always been the noise coming from the grounds. We of course never expected it to be quiet all the time living near to such a large facility, but we expected they would abide by noise ordinances. They do not. The most egregious examples of this was when they had all-night raves, events that went from 8 PM to 8 AM, These events were so loud they literally shook our houses. The AEC finally stopped hosting these, but only after enough kids had overdosed.
6. Our neighborhood rarely gets any notice of events that involve use of our neighborhood. Streets are closed off for events, sound and light systems set up along the route for a run, workers telling us we are not allowed to drive to and from our homes because of the event.
7. And remember that giant parking lot built over the wetland? One day a few years ago we woke to find them building an enormous structure, several stories tall and hundreds of feet long, on that part of the lot closest to our neighborhood. They take special dirt to and from this structure whenever there is a horse or cow show, running, hundreds of dump truck loads for each event, creating huge amounts of noise, often later at night and early in the morning, sometimes all night long. We asked when there were public hearing about how this would affect the neighborhood. There were none. "It's technically a large tent, so no permitter hearing were required".
8. In more recent times the AEC did have public hearings on how the AEC was going to tear down many smaller buildings and build two truly enormous buildings. Our neighborhood asked about how this would affect our already huge problems with flooding, and they assured us the stormwater from this project would be directed toward the Willow Island ponds, not the ditch that

overwhelms our neighborhood system. So imagine my surprise when, during construction I saw them installing a huge culvert, directing storm water directly into that ditch. When confronted about this they said we had misunderstood: only the water actually from the roofs of the new buildings would be directed away from the ditch. Feeling like we had been (at best) misled about this, we ended up going to the city of Madison, who saw the scale of the problem, and put considerable resources into building a retention pond on AEC grounds.

9. After all the above experiences, we have learned that we cannot trust the AEC when they give us assurances. So when a major storm was approaching I went over the AEC grounds, even though their regulations state that no one, including any of us from the neighborhood, has permission to be on the grounds unless we are going to an event. I tossed a few color-coded ping pong balls into the drains coming off the roof of the new building nearest us. The next day I only found some of the ping pong balls. Those that I did find were floating in the ditch. None were in the Willow Island ponds.

Input received from Barb Gilligan (8/9/17):

- Can we add a section on how AEC events take away a destination dog park from city residents where many of us get their daily exercise?
- Can we add how these events also tear up the turf, create ruts and wallows on the landfill that they then never fill or fix?
- Can we mention how the dog park users are the ones who have to clean up all the trash left behind because they fail to do so for weeks sometimes?
- Can we add how poorly AEC communicates about dog park closures and that I have to contact them before every event to get the real scoop about when and how it will be used, and that the signs are put up at the last minute and sometimes even have the wrong dates?

Input received from Stanley Jackson (9/9/17):

The draft vision statement laudably calls for "equity and access." Because previous development has left Madison unequal and divided, there needs to be a conscious decision to direct development to meet specific unmet community needs in the redevelopment of the AEC.

The statement's call to make the redevelopment "Transit and Multi-modal Oriented" can help to address these unmet community needs, by including an intercity bus terminal.

Dane County and the City of Madison's proposed \$250 million redevelopment of the Alliant Energy Center's south side campus should incorporate an intercity bus terminal. Construction of a multimodal terminal as part of this reimagined gateway to Madison will simultaneously satisfy important transportation needs, make our community more equitable, foster economic development and move us towards environmental sustainability.

Since 2009, people traveling to and from such places as Minneapolis, Milwaukee, and Chicago on the Jefferson, Badger, Greyhound, Lamers and Van Galder intercity bus lines have lacked basic terminal amenities, including a secure, comfortable place to sit, a schedule, the ability to get something to eat, or access to bathroom facilities. Instead, day and night, travelers wait for their bus by sitting in idling cars or standing outdoors, even in Wisconsin's severe weather.

In a college town, where numerous young, healthy, middle-class students regularly take the bus, many forget that bus passengers are disproportionately less affluent; many forget the difficulties travel poses for the elderly, sick, or disabled.

At our county owned airport, we take for granted a secure, climate controlled place to sit and rest. It would be unthinkable – laughable – to suggest that travelers flying into and out of Madison wait somewhere that lacked a bathroom. Not so for those taking a bus out of town.

An intercity bus terminal helps to remedy this inequity. Logically placed with quick access to the Beltline, John Nolan Drive and eventually the nearby train tracks, a multimodal terminal at the Alliant Energy Center will provide the basic amenities that serve as a welcome to the city for bus riders just as they do for fliers.

A secure, comfortable, and easily accessible terminal also generates immediate economic benefits. An on-site terminal provides out-of-town convention and concert goers with a simple, direct, and car free route to Alliant Energy Center and Coliseum events – and they might arrive with more spending money than if they had flown.

Travelers to and from Madison become customers for the restaurants, shops, and hotels projected to be built as part of the campus redevelopment. Appealing terminal shops and services become magnets for non-traveling clientele from the city, stimulating growth in the community.

An iconic terminal will familiarize all with the pride we take in our adjacent, diverse neighborhoods, beyond the well-known lakeshore, downtown, and Monona Convention Center.

Further, increased local bus service to the new Alliant terminal to meet travelers' needs means more equitable bus service for Madison's south side – thus providing the community better access to the city's schools, jobs, and services, and savings on car related travel expenses. The city as a whole also benefits from the resulting reduced traffic congestion and faster travel times.

An intercity bus terminal at the Alliant signals Madison and Dane County's commitment to environmental sustainability. Located approximately the same distance from the Capitol as the Barrymore Theater and Union South, the Alliant Energy Center is not similarly, densely developed, but rather covered with one of the largest surface parking lots in the county, boasting over 5,600 stalls.

Dedicating this valuable land to polluting automobiles, rather than a small portion of it to a much more environmentally friendly way to travel, interferes with access to the Alliant as Beltline traffic backs up along John Nolan Drive waiting to enter. Successful development of the Alliant campus will only exacerbate this problem.

Forward thinking government planners and private developers will see the social, economic, and environmental advantages offered by a multi-modal station. They will recognize the opportunities this public transportation project offers as part of a new, greener development model for the south side.

The reader might naturally ask whether many of the benefits of an intercity bus station will happen regardless of where the station is built. Or whether a station shouldn't be built in a more central location downtown. The answers are "of course."

Madison will still need a second, smaller satellite terminal near the university to provide service to downtown residents and the large number of carless students. A city Madison's size should have more than a single terminal for intercity buses.

In fact, we already have an inadequate, two-site system for drop-off and pick-up: at the Dutch Mill parking lot and at various, shifting downtown curbs. It is a mistake to place different locations in competition with each other.

Practically speaking, placing the main intercity bus terminal near the Beltline at the Alliant will provide an early exit point for the many travelers not headed for a downtown Madison location, including some who currently disembark at the Dutch Mill parking lot.

There is talk that in 2018 a "discussion" will address the possibility of building an intercity bus terminal at the Lake St. parking lot – this would be a good spot for a satellite terminal. However, the redevelopment of the Alliant Energy Center provides a window of opportunity for more comprehensive planning that addresses the issues of equity, economics, and environment noted above and favors the creation of a multimodal intercity bus terminal on the south side.

Input received from Sarah Richards (9/9/17):

I'm excited about the possibility raised in a recent article about locating an intercity bus station as part of the AEC restructuring. This would serve those attending events at AEC as well as the greater Madison area as a whole. The location close to the Beltline and not far from the Interstate with easy access to and from the AEC makes this an ideal site. Folks can take taxis or buses or be picked up by friends and family to reach their final Madison destination. Or, in the case of those attending AEC events, walk to the event or to a nearby hotel if they are staying multiple days. This is a wonderful idea and I sincerely hope that it won't be dismissed out of hand by the powers that be.

Input received from Stanley Rubio Jackson (6/11/2018):

Please add the below comment to the record of community input:

"Community involvement, racial equity, and social justice are essential tenets of sustainability in Dane County."

from "Engaging Community Stakeholders in Developing and Implementing an Equity and Sustainability Framework for the AEC Redevelopment Master Planning Process

(Creating a YIMBY! (Yes in my back yard!) Project)"

<https://dane.legistar.com/View.ashx?M=F&ID=4519532&GUID=B27C9A60-1CC9-4494-8F3C-BD702A707D47>

link found in the June 20 2016 AEC Oversight minutes

<https://dane.legistar.com/View.ashx?M=M&ID=492920&GUID=470A7B43-0F48-4405-AF99-5CA617AD7534>

Input from Stanley Rubio Jackson (6/11/2018):

Equity and the Alliant Energy Center redevelopment

As part of the proposed multimillion dollar redevelopment of the Alliant Energy Center (AEC), several official Dane County Committees have addressed the issue of equity and invited the public to comment. These committees have generated several reports on the AEC redevelopment that have written on equity with varying degrees of specificity.

The most recent Dane County AEC Oversight Committee hired the consulting firm Vandewalle and Associates to create an *AEC Vision and Implementation* report, which addressed equity under the broad theme of "Value Inclusion and affordability."

The following compilation collects Committee minutes, reports and public comment and discussion of equity from 2012 – 2017, providing a summary/history, a SWOT analysis, and specific details of comments in order to fill in Vandewalle's broad themes. The goal of this work is to make this information readily available for the general public's use.

Summary/history

The Dane County Committees and the immediate communities around the Alliant Energy Center have made Equity an important issue from the start of the AEC redevelopment process. (Dates of and links to meeting minutes noted in parentheses.) In 2012, the "AEC Expansion Exploration Task Force" addressed this issue under the concept of "sustainability." Committee minutes note that the Dane County Board adopted guiding sustainability principles in October 2012, which include the call to "reduce and eventually eliminate contribution to conditions that undermine people's ability to meet their basic human needs" (link in minutes [Tuesday, October 7, 2014](#)) Elsewhere, in recognition that the AEC's immediate neighbors are disproportionately poor and people of color, simply the term "Community" became shorthand for addressing the poverty and discrimination at the heart of the term Equity. Many community benefits – from transportation links to art – are cast as issues of equity, sometimes blurring the specific goal to end inequity.

The Task Force financed consulting firm Hammes Company incorporated the concept of Equity into their Draft study, "Strategic Design Feasibility Study Capital Improvement Needs" in 2014. They also incorporated specific community input on the issue (although in the appendix). The next Task Force financed report by Hunden Strategic Partners inconsistently incorporated the concept of equity: the word sustainability came to be exclusively environmental (e.g. "green" buildings) equity referred to monetary

investment; the most recent Dane County committee, the “Alliant Energy Center Comprehensive Master Plan Oversight Committee,” replaced “social sustainability” with the term Equity; however, the new term and the earlier community contributions on this key point did not make it into Hunden’s later report. Their “Comprehensive Master Plan Visioning” document leaves Equity out entirely, though it does include the importance of development benefiting a general “community.”

<https://dane.legistar.com/View.ashx?M=F&ID=5167972&GUID=A1DF1EFC-A771-4C3A-BF78-F25544CCEDFB>

Nevertheless, the community and the Oversight Committee continued to discuss the issue of Equity directly, and the idea made a somewhat diluted and undeveloped return in the Hunden “Framework Document,” under the title of “Equity and Access;” this document was short on specifics, which could have been gathered from previous community and Committee discussions: it promised to “welcome” “diverse communities,” and provide benefits to them.

S.W.O.T. Analysis of Public Comments and Committee Discussion of Equity

Strengths

Universal acceptance of the importance of Equity by all involved.

Discussion by the County committees and the public affirmed the understanding that the project must benefit those who are economically disadvantaged in Dane County; some participants explicitly name the issue of racial disparities. The community and committee have discussed specific ways this might be implemented, listed below.

Weaknesses

Uneven follow through on the issue of Equity at the study and implementation phase.

Over six years, changing County AEC committees and terminology, changing committee members, and simply disorganized record keeping, have meant that the idea of Equity can become lost in or overwhelmed by more technical and business details. At one point the Oversight Committee considered budgeting specific amounts of money to study how to reach this goal. The Draft Hammes study proposed budgeting an Equity Impact Analysis – a study with a low cost of \$50,000 a high cost of \$75,000 (page 32).

<http://dane.legistar.com/gateway.aspx?M=F&ID=8150144e-6607-4109-906d-205e091d2ce5.pdf>. The study specifically called for coordination with Dane County Public Health/Social Equity Department. Later the Oversight Committee discussed applying for a Partner for Places grant to address the issue of Equity, including a link to the application in the meeting minutes ([Monday, June 20, 2016](#)). And a proposed plan for addressing equity in the AEC redevelop that began: “Community involvement, racial equity, and social justice are essential tenets of sustainability in Dane County.” ([2016 ACT-130](#), in [Monday, June 20, 2016](#)). It is unclear from committee minutes whether money was ever dedicated to studying the issue, whether Partner for Places was contacted, or who would advance or evaluate the any social progress. (Hammes draft in minutes [Wednesday, November 5, 2014](#) as “2014 RPT - 451 CAPITAL IMPROVEMENTS Report.pdf”)

Opportunities

The committee remains committed to the idea of equity and can now integrate specific ideas of the community and various committee members into fulfilling this potential. There is room for study of the issue of Equity, how to guide and evaluate the success of the AEC's ongoing redevelopment in terms of its the economic benefit to the disadvantaged and people of color, especially those in the contiguous communities.

Threats

Equity is under threat from the same forces that have sidelined the issue so far. Without an ongoing commitment to reviewing committee member and public comments on the issue, without a desire to expand upon and implement those ideas, Equity can become lost in the focus on other matters, specifically technical and financial details, which may be easier to address. For example, there is a study of Belt-line traffic for the AEC redevelopment, but no study of how to address racial and economic disparity in the redevelopment. Some community members may also become detached from the process after so long a time. Others may become disillusioned with the process if they do not see their ideas valued and incorporated.

Specific comments on Equity from the Community and County Committees.

AEC Expansion Exploration Task Force (January 2012 – March 2013):

The Expansion Task Force members emphasized the need to envision and plan for the AEC site in the **larger community context** and as a significant **catalyst for community growth** (minutes [Friday, February 22, 2013](#)). They recognize that the AEC and Community development need to be one.

It will be a “huge, transformative process;” there is a **vested community interest** (minutes [Tuesday, March 12, 2013](#)) in its success, and resources should be allocated accordingly.

AEC Strategic Design Study Committee (June 2013 – August 2014):

The **Strategic Design Study Committee** discussed identifying opportunities for capital investment to improve **social and racial equity and environmental sustainability** (minutes [Tuesday, October 7, 2014](#)).

After a meeting with the **South Metropolitan Planning Council**, the Strategic Design Study Committee updated stakeholder interviews to make sure all of the recommendations for **social equity and sustainability** were captured (minutes [Tuesday, October 7, 2014](#)) https://aecstudy.countyofdane.com/documents/community/2014_10_6_interviews.pdf

These interviews included calls for:

Increased transportation options to and from downtown Madison;

Improved entrances and to and from the **surrounding neighborhoods**”

More community ideas were to:

Bring a **Discovery Center** to the site;

Put a **museum** on the campus;

Have more family friendly features like **playgrounds** and **shaded** areas;

Need to promote **sustainability** and **renewable** energy;

Ensure **benefits for the community**;

Concerns were for keeping the **neighborhood affordable** if there is re-development;

Complaints that the structures and parking were **concrete and an eyesore**; (minutes [Tuesday, October 7, 2014](#))

There was discussion of creating **community partnerships** with AEC and **organizations** that would **benefit the neighborhood** -- Meeting minutes promise a full list of these comments and the updated sustainability and social equity recommendations on the project website” [aecstudy.countyofdane.com](#) (minutes [Tuesday, October 7, 2014](#)). [However, though the website still exists, these comments and recommendations are not clearly to be found.]

Hammes Study Draft:

In keeping with the county directive, the Draft Hammes report called for an evaluation of opportunities for **capital investment to improve social and racial equity** and environmental sustainability – It is unclear if this evaluation was done.

<https://dane.legistar.com/View.ashx?M=F&ID=3308258&GUID=00407B7A-929A-491D-A673-3AE19E82A5EC>

As part of the Vision Planning, the Draft Hammes report calls for Community and stakeholder outreach to determine core priorities, guidelines, principles and concepts to guide subsequent studies and development, including providing a cost estimate low to high, \$100,000 to \$150,000, with the purpose of helping to **define public benefit, community partnerships; increase social and racial equity** and sustainability.

The report calls for an **Equity Impact Analysis** coordinated with Dane County Public Health/Social Equity Department with a high and low Cost estimate of \$50,000 to \$75,000. It notes the need to identify tools to **promote inclusion and meaningful participation for all persons, especially those of color**, including but not limited to **policies, programs, training opportunities and investment, with a framework for measuring outcomes** -- This part of the project does not appear to have been done.

<https://dane.legistar.com/View.ashx?M=F&ID=5167972&GUID=A1DF1EFC-A771-4C3A-BF78-F25544CCEDFB>

The appendix to the report with public comments notes lack of opportunities for poor and working class citizens: the Madison area has the strongest economic growth in the state, however there are **limitations to blue collar jobs** and a **20 percent minority unemployment** rate.

Further **public comments** in the appendix of the Draft Hammes report that relate to Equity:

People don't look at AEC as a **development opportunity**. People see it as the fairgrounds, [they are] not engaging.

AEC district is a “**food desert**” – the comment recurred several times and showed up in the Indian Springs Neighborhood comments as well

https://aecstudy.countyofdane.com/documents/community/Indian_Springs_Neighborhood_Meeting_AEC_Study_Feedback_8.25.14.25.pdf)

incorporate a **grocery store** or convenience store.

AEC use: Agriculture to provide a source of **healthy food** for the community.

Increase access to **healthy foods**

Incorporate a **community garden**

Have Food and Beverage establishment with **food from farms**

Make AEC **accessible – with green space, art, and events** [art also showed up in other community comments.

https://aecstudy.countyofdane.com/documents/community/South_Metropolitan_Council_AEC_Strategic_Design_Feasibility_Study_Outreach_9.9.14.pdf]

Prevent gentrification as land values in area rise.

Ask “**who benefits and who is burdened?**” by the decision-making process at each level of redevelopment.

There are differences in the ability to engage/access AEC facilities for **low---income and/or minority populations**; removing barriers is not enough.

Important to proactively engage and **invite low---income and/or minority groups, youth and seniors to participate in various planning efforts** for facility redevelopment, programming, management, hiring, etc.

Training, apprentice, and campus small business opportunities for nearby youth and underemployed residents.

Find ways to offer **economically friendly events** and/or opportunities to attend events to low---income and/or minority neighbors/community members.

Increase access via transit options to/from low---income neighborhoods.

Conduct an equity impact analysis for AEC operations and redevelopment.

https://aecstudy.countyofdane.com/documents/community/2014_10_6_interviews.pdf

Hammes Study Stakeholder Comments on equity:

In the Strategic Feasibility Study: Additional comments from stakeholder interviews re: **social/racial equity/public health** are as follows.

October 6, 2014

1. Ask “**who benefits and who is burdened?**” with the decision-making process at each level of redevelopment, especially South Madison

2. Questions to ask:

- a. How do you get there, to **greater social equity**?
 - b. **Who gets there** (minutes which residents community members), who benefits?
 - c. **Who selects the AEC programming** and what is the criteria?
 - d. Is there **racial equity in** the outcomes for **redevelopment**, not just the “offering to participate” model?
3. There are differences in ability to **engage/access for low-income and minority populations, removing barriers isn’t enough**
 4. Need to be proactive, engage, **invite specific populations**
 5. Add **community representation** on oversight committee to **increase racial diversity**, as well as youth and senior representation
 6. **Outreach to churches** would increase participation
 7. Conduct **outreach to minorities for hiring** in operations and redevelopment
 8. Can you work with the trades and AEC to **create internships for high school students**?
 9. Increase opportunities, create spaces for **indoor/outdoor recreation**, increase access to recreation and exercise for minorities and community members
 10. Conduct an **equity impact analysis** for AEC operations and redevelopment
 11. Are **events** economically available for the surrounding communities? can they be made **accessible to lower income minority neighbors**?
 12. **Increase access via transit** to and from low income neighborhoods so they can take advantage of AEC and the campus
 13. **Apprenticeship** programs for **underemployed** youth or adults

AEC Comprehensive Master Plan Oversight Committee (2016 to present):

Starting in 2016 the “Alliant Energy Center Comprehensive Master Plan Oversight Committee” minutes reveal less discussion of Equity, but the issue still arises. There is discussion of **affordable housing**. Some members of the committee specifically address “The challenge [of] access to the economy; particularly [of] **racial inequity**” (minutes [Thursday, September 8, 2016](#))

<https://dane.legistar.com/View.ashx?M=F&ID=5167972&GUID=A1DF1EFC-A771-4C3A-BF78-F25544CCEDFB>

There is still discussion of a **grocery store and museum** and **community spaces for free community events** in the minutes by the south Madison county board member, Sheila Stubbs.

Stubbs: Still wants a **stronger direct statement about employment generation** (not just office jobs or office land uses, but diverse employment opportunities). (minutes [Thursday, March 9, 2017](#))

The “Equity lens” is still addressed as a concept by others.

Vandewalle Framework (August 2017):

The “Comprehensive master plan visioning document” does not address equity. Further, unfortunately, its graphics and pictures almost universally depict prosperous, white people.

<https://dane.legistar.com/View.ashx?M=F&ID=5167972&GUID=A1DF1EFC-A771-4C3A-BF78-F25544CCEDFB>

But the board continues to raise the issue of Equity:

Schmidt: We need to set an example on the AEC Campus as an educational model.

Economy Environment **Equality**. (minutes [Monday, June 19, 2017](#))

A “**Framework**” document produced by Vandewalle reaffirms its priority (attached [Monday, August 7, 2017](#)). <https://dane.legistar.com/View.ashx?M=F&ID=5350883&GUID=B9F9BAF8-2294-48AA-BC93-9707C9FCA12A>

“The goal of this phase is to set a course for strategically directing future investments in the facilities to increase the tax base and economic/event activity in a **manner that best reflects the region’s economic, social, environmental, and equity priorities.**”

Minutes (minutes [Monday, August 7, 2017](#)) report that meeting with the adjoining neighborhoods, there is discussion of **equity and access**.

The public had a chance to make comments on September 11, 2017([Monday, September 11, 2017](#) though inadequate note left out many spoken comments. However, emailed comments include a proposal to replace some of the surface parking lot with an **intercity bus terminal**. The proposal is framed as an issue of **equity**: it contrasted well-to-do traveler at the county owned airport with the condition of moderate income bus travelers to other cities; it noted an intercity bus terminal would provide economically beneficial development to both the nearby community, Dane County, Madison (which have no indoor terminal), and the AEC itself -- bringing people directly to the site and proposed onsite future businesses; it also noted the environmental benefit (including benefit for those without cars); lower economic/moderate income people would have service and economic anchor for development in neighborhood. (attached to minutes [Monday, September 11, 2017](#)) <https://dane.legistar.com/View.ashx?M=F&ID=5746673&GUID=C11E6EA2-A38F-4462-881F-8B350C7B8CB2>

Input received from Sonia Haeckel (6/22/18)

Hello,

I meant to come to the public meeting on Tuesday but could not make it due to family commitments. I am struggling to find a spot for meaningful public input on the website. Without knowing what the preliminary plans are, it’s hard to know what to respond to.

I live on the south side, and I am a transportation planner. From both my perspective as a south side resident, current bicyclist, AND a former transit planner, the most important things to me are increasing the connectivity of the streets, transit routes, and bicycle network on the south side.

I would love to see Bram Street and Alliant Energy Center way connect all the way through the AEC campus on an East-west street. I would also love to see Expo Way connect all the way through the AEC to N Rusk Avenue to create a north-south street connection. At a minimum, these north-south and east-west connections would accommodate bicyclists and buses. Ideally, they would be open to all vehicles.

I understand that parking revenue is a key source of income for the Alliant Energy Center, and that opening up those street connections to all vehicles could interfere with that revenue model. I hope that AEC is willing to consider some other way to collect parking revenue, such as using the metered stalls system that is done with on-street parking in downtown Madison. Or, the streets could allowing access to the campus, but limiting access to the parking areas. The University of Wisconsin-Madison campus has voracious parking enforcement but manages to accommodate all kinds of vehicles throughout the campus

Input received from Sara Richard (6/29/18)

Maybe I'm missing it but the idea of any accommodation for mass transit (both intra- and inter-city bus service). Inclusion of such a capacity could make this a truly visionary location.

Sara Richards

Public and Stakeholder Comments on AEC Master Planning through December 2017, Organized by Six Reoccurring Themes (7/5/18)

- Compiled by Ron Shutvet, Tom DeChant, Stanley Rubio Jackson

Introduction

Since planning first began for renewal of the Alliant Energy Center nearly five years ago, there have been numerous comments, suggestions and concerns voiced by the general public and stakeholders. However, this voluminous public input is difficult to access, since it is scattered across a multitude of documents and is not organized in any consistent fashion. To bring this rich and detailed commentary forward so that it can be used to guide the newest consultants, Perkins & Will, as well as future AEC Comprehensive Master Planning Oversight Committee deliberations, three Bay Creek neighbors voluntarily undertook to compile this existing commentary into a single document that is organized around the Common Themes developed in the Vandewalle report: *AEC Vision & Implementation Framework*, August, 2017.

The source materials for this compilation are all available at the AEC Master Planning website (aecstudy@countyofdane.com). They include the meeting minutes of all three major AEC planning efforts, and the consultant reports created at each stage. Of particular importance are the:

- *AEC Strategic Feasibility Study*, October, 2016 by the Hammes Company (referred to herein as **The Hammes Study**)
- *AEC Market, Financial, Facility, and Impact Analysis*, March, 2017 by Hunden Strategic Partners (referred to herein as **The Hunden Report**)
- *AEC Vision & Implementation Framework*, August, 2017 by Vandewalle & Associates, Inc. (referred to herein as **The Vandewalle Framework**)

The Vandewalle visioning effort had the strongest focus on public input and thus developed the richest trove of detailed public comments. However, much of this important detail is eclipsed in its final *Framework* document which only briefly summarizes this broad public input into six Common Themes:

1. Continually reinvest in and enhance major AEC facilities
2. Create an integrated walkable district
3. Value inclusion and affordability (*we focused specifically on equity*)
4. Provide stronger connections (*we focused specifically on transportation*)
5. Improve stormwater runoff quantity and quality
6. Enhance area parks and public open spaces

We have only summarized detailed public comments for themes 2 through 6, since these are the themes that most directly involve neighborhood interests. Since many public comments addressed quality of life issues for residential neighborhoods surrounding the AEC campus, we have also added a seventh theme - Respect quality of life of surrounding neighborhoods. For several of the themes, we have included historical context and photos, or a list of relevant questions.

It is our hope that this organized compilation of the rich detail and specific suggestions found to date in the comments of neighbors, stakeholders and the general public will help guide the new consultant team in its remaining master planning efforts.

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Common Theme 2: Create an integrated, walkable district (Revised 5/31/18)

Vandewalle Summary: Nearly every study and community discussion reiterated that the AEC campus feels cut off from its surroundings and that the area around the AEC is grossly underdeveloped given its location within Madison and the region. Strong support was voiced repeatedly for the creation of an integrated, walkable district built around the AEC, lakefront, and the John Nolen gateway to downtown and the UW campus that would include a mix of uses serving visitors and residents alike.

Neighborhood Summary:

Most of the public and committee comments on this theme focused on deficiencies *within* the 164-acre AEC site itself; the remaining comments regretted the site's lack of connection to its surrounding neighborhoods and to downtown, the UW campus, and Park Street - all major activity centers. Internal to the site, recurring themes were lack of walkability, bike access, food options, visual interest, activities for kids, and activities that were continual vs. sporadic in nature. Virtually nothing brings neighborhood folks into the AEC site beyond scheduled events. Planning for full integration of the AEC site into its Madison surroundings was also a strongly recurring theme, but with differing ideas about approaches (densely developed vs. keeping open spaces).

Public & Committee comments from AEC Expansion Exploration Task Force (1/12-3/13)

- Create a city within a city
- Identity is unclear – the naming is confusing
- Look at it as a campus - needs better design including the outside spaces
- The 53713 zip code is one of the most diverse communities in the state
- The center cannot be all things to all people. Whatever the design it should be authentic
- Use this opportunity to shape the future hub of not only Madison but our entire region
- The AEC is where rural and urban meet, making it regional in nature
- Sustainable design should be included in the redesign/redevelopment
- AEC began as rural fairground
- Embrace technology on site - flat screen monitors for signage, advertising, internet connection
- Improve competitiveness with food - food court. Will depend on how integrated AEC is within overall city - needs more than just exhibition visitor traffic to be supported
- Several strong qualities of existing space/facilities: Exhibition Hall, ample parking, new pavilions
- New investments must appeal to *multiple* customers
- Need to plan for the AEC site in the larger community context, as a significant catalyst to growth

Public and Committee comments from AEC Strategic Design Study Committee (6/13-8/14)

- We should build upon past planning efforts and assess the potential of both the full AEC grounds under County ownership as well as that of surrounding properties, including connections to other areas within the City of Madison, e.g. Downtown, Monona Terrace, Olin-Turville Park, etc
- Invite analysis of 'highest & best' use of AEC site and near surrounding properties
- Work across all jurisdictions (city, county, town) so that neighborhood as well as AEC and Madison/regional interests are met by any redevelopment effort.
- Surrounding developments are occurring now. Inventory owners' intent; consider moratorium
- AEC should be a 24/7 destination for residents as well as visitors
- Isolation from larger community must be overcome - integrate AEC into Madison's fabric
- Enhance community accessibility of the overall complex.

- Dedicated, shaded green spaces, suitable for small gatherings – partner with the arts community to commission iconic pieces as part of these areas (5 to 6 spaces).
- Use trees strategically for shade and to break up the view (large parking expanses).

Stakeholder comments from the Hammes Study relevant to integrated walkable district concept:

- No real use for Arena - land underneath is an opportunity
- A master plan is being developed for the lakefront area, which will impact AEC given the close proximity (this ‘plan’ refers to Law Park area, we believe).
- AEC has poor access, poor intersections, need an anchor hotel, food options in area lacking.
- AEC is not a traditional convention/trade show destination, does not have the hotel and other surrounding amenities typically found in an urban area.
- Development of “Place-Making”
- Eliminate surface lot for structured parking, thereby creating space to use part of AEC site for residential/transit hub.
- Improved walkability of AEC district
- Improved wayfinding at AEC and to/from AEC, downtown and throughout Madison destination
- Look to incorporate Park Street area revitalization efforts into overall master plan.
- Major development areas: East Washington, Park Street, John Nolen Drive.
- Need more open/park space, and 2 more halls (50,000 sf) of exhibit space at the Expo.
- Needs: restaurant in walkable locations, added hotels (*multiple mentions - recurring theme*).
- Potential connection between AEC and zoo to the south via the creek – walking/bike path
- Sidewalk to cross John Nolen Drive
- park/amusement/entertainment district
- The AEC campus is too sealed off, needs to be more “porous”.
- There are numerous commercial opportunities in land near AEC. This could be folded into some form of district financing.
- Would love to see more of an entertainment district so that event attendees have a place to spend time for 2-3 hours prior to events and/or 2-3 hours after events. Restaurants, nightlife, shopping, etc. Will have to determine whether demand exists to support this development.
- Space needle restaurant on campus; permanent “Tivoli Garden” amusement/entertainment/green space; public market
- Create a clear ‘gateway’ to downtown via John Nolan - signage, architecture
- AEC is not currently looked upon as a development opportunity by the private sector
- Better facilities for outdoor events - Canoecopia (no docks) Bike Show (no connection to existing city bike paths)
- Look to Ag market and Amateur Sports for additional shows
- Poor, incomplete wireless service on site
- Lighting controls are limited throughout facilities; exterior lighting for bikes, pedestrians limited
- Connect AEC to Lake Monona via Olin/Turville Park.
- Connection to downtown is critically important.
- For local residents, the AEC is not top of mind, invisible to some. There are a few festivals and concerts, but the numbers of these are down significantly from past years.
- Make a bike rental hub in addition to B-ride, maybe 100 bikes for rental.
- Make complex more accessible on a daily basis for residents; need more day use
- Need a trail system that connects assets.

- Need improved connection between AEC and downtown w/out a car; potential to turn AEC into transit hub, utilizing extensive parking, bike trails/access, rail line connecting southwest metropolitan area to downtown passing by AEC on the north, Bus Rapid Transit (BRT), etc.
- Need to improve awareness of event activity and impact of AEC for local residents.
- Need transportation connection to neighborhoods to west. This is a high unemployment/minority area.
- Nolan Centennial Plan - redevelop John Nolen Drive and land bridge to AEC (lake area).
- People don't see AEC as a development opportunity; see it as the fairgrounds, not engaging.
- Potential location for Public Market (year-round farmers market).
- Provide access to/from Goodman Park/Goodman Pool from AEC complex.
- AEC district is a "food desert" – would like to see a grocery store or convenience store incorporated into overall development.
- Dog park and community garden important to fabric of local community – potential to incorporate community garden-grown food into AEC, incorporating farm-to-face movement?
- Need to make AEC accessible – green space, art, events.
- Yet need to prevent gentrification of surrounding communities as land values rise
- Sustainability of complex an important factor; potential to market sustainable practices as an attractor.
- Living Green Building Challenge would be a welcome opportunity to consider pursuing.
- Reduced presence of asphalt on complex property – improved drainage/water run-off
- Sustainability is a key issue – consider wind tower, solar, composting, plantings, storm water runoff, pavers w/grass to absorb runoff, agriculture on campus.
- Relocate ag/equestrian to the south on another site altogether, redevelop AEC land for other, better uses.

Public comments from Hammes Study relevant to integrated walkable district concept:

- Related to Quann dog park: There is a very large contingent of people that use the park, not just area residents. It is the largest space in the city park system for dogs. It has become a very important quality of life amenity for the entire metro area.
- AEC is a dead zone when no event is taking place.
- Consider adding playground equipment in park. This could be an asset for show exhibitors and attendees.
- More consistent outreach from AEC to the neighbors would be very helpful. [limited AEC operations funding makes it a challenge to have sufficient time to dedicate to credible community outreach].
- Some of the charity and for-profit walks/runs cause significant foot traffic, in effect closing streets in the area. Events can close bike paths in the area, causing a 3 mile detour.
- For future commercial development, don't want very high end, or "McDonalds". Focus on locally owned, unique establishments.
- Significant high rise commercial development adjacent to existing neighborhoods (should that take place) would negatively impact the community.

From Hunden Strategic Partners: AEC Market, Financial, Facility, and Impact Analysis, March 29, 2017

There were more stakeholder interviews but not a specific public input process to this planning effort. The comments below from the document summary reflect the *consultant's* views regarding creation of an integrated, walkable district.

Connectivity: Both within the campus and with the surrounding community, connectivity presents challenges for the AEC. User groups are frustrated with the walkability and ease of access throughout the campus, and community stakeholders are frustrated with the connectivity of the campus to downtown Madison and the adjacent neighborhoods.

Surrounding Amenities: There are currently no restaurants, entertainment options, gas stations, convenience stores, or other support amenities in the immediate area surrounding the AEC. Meeting planners and event attendees are looking for activity in the area surrounding event venues and their accommodations, and the lack of a critical mass of options at the AEC puts the venue at a competitive disadvantage.

Village Atmosphere: Beginning with the development of an adjacent hotel and new restaurants, the Alliant Energy Center has the opportunity to establish itself as an attractive destination with a variety of dining and nightlife options in a village-like atmosphere. By creating a critical mass of activity, not only will event attendees at the AEC benefit, but citizens of surrounding neighborhoods and the Madison community will be able to take advantage of the AEC's new offerings.

Hunden's concept, below, shows pedestrian movement 'flex zones' in dotted blue lines. Flex zones would normally be used for vehicles, but would revert to 'pedestrian-only' use for major events.



From Vandewalle & Associates: AEC Vision & Implementation Framework, August 7, 2017

Following the Hunden study, the AEC Comprehensive Master Plan Oversight Committee, through the Dane County Board, commissioned a visioning study that focused on gathering input from the public on their vision for the future of the AEC. This study generated the most detailed public ideas and comments regarding creation of an *integrated, walkable district*.

Recurring themes that appeared across multiple neighborhood visioning workshops, the Polco survey, and additional outreach efforts at public events during the summer of 2017 include:

General characteristics desired of AEC grounds that would promote walkable district concept:

- Create 24/7 activity center/magnet/destination for residents as well as visitors
- Improve overall site and building aesthetics; create a 'village-like' atmosphere
- Create an identity, 'story', 'authentic Madison/Dane Co. experience'
- Make site more accessible, open, 'permeable' vs. its current isolation
- Strongly enhance connectivity to surrounding neighborhoods and downtown
- Connect AEC to existing pedestrian and bike routes along John Nolen, Wingra Creek, and into Bram's Addition. This will help tie AEC to downtown, Olin-Turville parks, Park St., and Vilas Zoo for pedestrians and bikers.
- Add businesses, retail, and services, including transportation, that serve neighborhood as well as visitors, and that provide local job opportunities
- Improve ADA accessibility throughout site
- Add more economically accessible shows, events to encourage neighborhood use
- Make WiFi available throughout site for all users
- Keep Quann Park as accessible as possible to dog folks; better notice, signage, maintenance after AEC events that use it.
- Master planning effort should encompass broader area than just AEC site

Specific amenities desired within the AEC grounds to promote walkable district concept:

- Playground, splash/water park, a hotel with water park open to the public.
- Local history museum, Wisconsin Discovery Center, visitors bureau
- Restaurants at multiple price points, food carts, beer garden, many more food options
- Retail & services clustered in walkable district that neighbors as well as visitors could use: grocery store, coffee shop, grab-n-go convenience store, candy store, multi-modal transport hub, bus stops
- More usable green space, less asphalt, more plantings and trees in paved areas
- Designated walkways, appropriate lighting for pedestrians, signage
- Dedicated bike paths, B-Cycle station, bike racks, signage and lighting
- Running trails, outdoor fitness options, possibly a recreation center like Warner Park
- Usable water feature for kayaking, fishing, ice-skating, paddle boats
- Community art, sculpture, kinetic sculpture activated by storm water management
- Flea market, winter location for farmer's market, multi-purpose market (not just food)
- Consolidation of multiple small consumer shows at one time in one location/building

Some divergent or conflicting views:

- Some voiced support for an outdoor amphitheater; others strongly opposed such a noise-inducing facility

- Some voiced support for more densely developing the site, including residential uses if feasible; others opposed losing open space or densifying development in site or nearby. Quann Park and Lyckberg Park were specifically mentioned in both regards.
- While many wanted the AEC site to be more connected to its surrounding communities, many also voiced the desire to 'wall-off' objectionable amplified noise from the site.
- It was widely acknowledged that the AEC is totally auto-centric today, and that if it is deemed necessary to maintain its acres of asphalt for show set-up & parking purposes, this will work in strong opposition to any 'integrated, walkable district' concept. Structured parking and transport alternatives were frequently mentioned as necessary components to achievement of a walkable district.

Common Theme 3: Value inclusion and affordability

Vandewalle Summary: While the private development within the walkable district is expected to draw heavily on AEC visitors, area residents have needs of their own that also should be addressed. These include incorporating family-friendly and affordable goods and services as well as providing a range of walkable job opportunities. Further, as one of the most ethnically diverse areas in the region, area residents would like to see public, private, and non-profit facilities and improvements that reflect and are welcoming to different cultures.

Neighborhood Summary:

Various Dane County Committees and the immediate communities around the Alliant Energy Center (AEC) have made Equity an important issue from the start of the AEC redevelopment process. In 2012, the “AEC Expansion Exploration Task Force” addressed this issue under the concept of “sustainability.” Committee minutes note that the Dane County Board adopted guiding sustainability principles in October 2012 that included the call to “reduce and eventually eliminate contribution to conditions that undermine people’s ability to meet their basic human needs.” Elsewhere, in recognition that the AEC’s immediate neighbors are disproportionately poor and people of color, simply the term “Community” became shorthand for addressing the poverty and discrimination at the heart of the term Equity. Many community benefits – from transportation links to art – are cast as issues of equity, sometimes blurring the specific goal to end inequity.

The Task Force financed Hammes study incorporated the concept of Equity into the “Strategic Design Feasibility Study Capital Improvement Needs” in 2014. They also incorporated specific community input on the issue (although in the appendix). The next Hunden reports inconsistently incorporated the concept of equity: the word sustainability came to be exclusively environmental (e.g. “green” buildings); the later Dane County committees addressing the AEC redevelopment directly replaced “social sustainability” with the term Equity; however, the new term and the earlier community contributions on this key point did not make it into the later “Alliant Energy Center Comprehensive Master Plan Oversight Committee” sponsored study carried out by Hunden. This “Comprehensive Master Plan Visioning” document leaves Equity out entirely, though it does include the importance of development benefiting a general “community.”

Nevertheless, the community and the Committee continued to discuss the issue of Equity directly, and the idea made a somewhat diluted and undeveloped return in the Hunden “Framework Document,” under the title of “Equity and Access;” this document was short on specifics, which could have been gathered from previous community and Committee discussions: it promised to “welcome” “diverse communities,” and provide benefits to them.

Public and Committee comments from AEC Expansion Exploration Task Force (1/12-3/13)

- The Expansion Task Force members emphasized the need to envision and plan for the AEC site in the **larger community context** and as a significant **catalyst for community growth**. They recognize that the AEC and Community development need to be one.
- It will be a “huge, transformative process;” there is a **vested community interest** in its success, and resources should be allocated accordingly.

Public and Committee comments from AEC Strategic Design Study Committee (6/13-8/14)

- The **Strategic Design Study Committee** discussed identifying opportunities for capital investment to improve **social and racial equity and environmental sustainability**.
- After a meeting with the **South Madison Planning Committee**, the Strategic Design Study Committee updated stakeholder interviews to make sure all of the recommendations for **social equity and sustainability** were captured. These interviews included calls for:
 - **Increased transportation** options to and from downtown Madison
 - **Improved entrances** and to and from the **surrounding neighborhoods**
 - Bring a **Discovery Center** to the site
 - Put a **museum** on the campus
 - Have more family friendly features like **playgrounds** and **shaded** areas
 - Need to promote **sustainability** and **renewable** energy
 - Ensure **benefits for the community**
 - **Concerns** were for keeping the **neighborhood affordable** if there is re-development
 - **Complaints** that the structures and parking were **concrete and an eyesore**
- There was discussion of creating **community partnerships** with AEC and **organizations** that would **benefit the neighborhood** -- Meeting minutes promise a full list of these comments and the updated sustainability and social equity recommendations on the project website” aecstudy.countyofdane.com, however, though the website still exists, these comments and recommendations are not clearly to be found.

Public and consultant comments and recommendations from the Hammes Study related to equity:

- In keeping with the county directive, the Hammes report called for an evaluation of opportunities for **capital investment to improve social and racial equity** and environmental sustainability – It is unclear if this evaluation was done.
- As part of the Vision Planning, the Hammes report calls for Community and stakeholder outreach to determine core priorities, guidelines, principles and concepts to guide subsequent studies and development, including providing a cost estimate low to high, \$100,000 to \$150,000, with the purpose of helping to **define public benefit, community partnerships; increase social and racial equity** and sustainability.
- The report calls for an **Equity Impact Analysis** coordinated with Dane County Public Health/Social Equity Department with a high and low Cost estimate of \$50,000 to \$75,000. It notes the need to identify tools to **promote inclusion and meaningful participation for all persons, especially those of color**, including but not limited to **policies, programs, training opportunities and investment, with a framework for measuring outcomes** -- This part of the project does not appear to have been done.
- Public comments in the appendix to the report note lack of opportunities for poor and working class citizens: the Madison area has the strongest economic growth in the state, however there are **limitations to blue collar jobs** and a **20 percent minority unemployment** rate.

Further **public comments** in the appendix of the **Hammes Study** that relate to equity:

- People don’t look at AEC as a **development opportunity**. People see it as the fairgrounds, [they are] not engaging
- AEC district is a **“food desert”** – the comment recurred several times and showed up in the Indian Springs Neighborhood comments as well
- Incorporate a **grocery store** or convenience store

- AEC use: Agriculture to provide a source of **healthy food** for the community
- Increase access to **healthy foods**
- Incorporate a **community garden**
- Have Food and Beverage establishment with **food from farms**
- Make **AEC accessible – with green space, art, and events** – art showed up in other comments
- **Prevent gentrification** as land values in area rise
- Ask “**who benefits and who is burdened?**” by the decision-making process at each level of redevelopment
- There are differences in the ability to engage/access AEC facilities for **low--income and/or minority populations**; removing barriers is not enough.
- Important to proactively engage and **invite low--income and/or minority groups, youth and seniors to participate in various planning efforts** for facility redevelopment, programming, management, hiring, etc.
- **Training, apprentice, and campus small business opportunities for nearby youth and underemployed residents.**
- Find ways to offer **economically friendly events** and/or opportunities to attend events to low--income and/or minority neighbors/community members.
- **Increase access via transit options to/from low--income neighborhoods.**
- **Conduct an equity impact analysis** for AEC operations and redevelopment.

Stakeholder Comments from the Hammes Study that relate to equity:

1. Ask “**who benefits** and who is burdened” with the decision-making process at each level of redevelopment, especially South Madison
2. Questions to ask:
 - a. How do you get there, to **greater social equity**?
 - b. **Who gets there** (which residents community members), who benefits?
 - c. **Who selects the AEC programming** and what is the criteria?
 - d. Is there **racial equity** in the outcomes for **redevelopment**, not just the “offering to participate” model?

There are differences in ability to **engage/access for low-income and minority populations, removing barriers isn’t enough**

Need to be proactive, engage, **invite specific populations**

Add **community representation** on oversight committee to **increase racial diversity**, as well as youth and senior representation

Outreach to churches would increase participation

Conduct **outreach to minorities for hiring** in operations and redevelopment

Can you work with the trades and AEC to **create internships for high school students?**

Increase opportunities, create spaces for **indoor/outdoor recreation**, increase access to recreation and exercise for minorities and community members

Conduct an **equity impact analysis** for AEC operations and redevelopment

Are **events** economically available for the surrounding communities? can they be made **accessible to lower income minority neighbors ?**

Increase access via transit to and from low income neighborhoods so they can take advantage of AEC and the campus

Apprenticeship programs for **underemployed** youth or adults

Public and Committee comments from the AEC Comprehensive Master Plan Oversight Committee (2016 to present)

Committee minutes reveal less discussion of equity, but the issue still arises. There is discussion of **affordable housing**. Some members of the committee specifically address “The challenge [of] access to the economy; particularly [of] **racial inequity**”

There is still discussion of a **grocery store and museum** and **community spaces** for **free community events** in the minutes by the south Madison county board member, Sheila Stubbs.

- Stubbs: Still wants a **stronger direct statement about employment generation** (not just office jobs or office land uses, but diverse employment opportunities).
- The “Equity lens” is still addressed as a concept by others.

Public, Committee and Consultant comments from the Vandewalle Framework (8/17):

The *AEC Vision & Implementation Framework* document does not address equity as a separate topic. It does reaffirm that “The goal of this phase is to set a course for strategically directing future investments in the facilities to increase the tax base and economic/event activity in a **manner that best reflects the region’s economic, social, environmental, and equity priorities.**” Unfortunately, the report’s graphics and pictures almost universally depict prosperous, white people.

However, Committee members continue to raise the issue of Equity:

- Schmidt: We need to set an example on the AEC Campus as an educational model.

Minutes report that meeting with the adjoining neighborhoods, there is discussion of **equity and access**. The chance for the public to make comments on September 11, 2017 is marred by inadequate note taking by the county. However, emailed comments include a proposal to replace some of the surface parking lot with an **intercity bus terminal**. The proposal is framed as an issue of **equity**: contrast well to do traveler at the county owned airport; economically beneficial for the nearby community, as well as Dane County, Madison (which have no indoor terminal), and the AEC by bringing people directly to the site and future businesses; the environment (including benefit for those without cars); lower economic/moderate income people would have service and economic anchor for development in neighborhood.

Neighborhood S.W.O.T. Analysis:

Strengths

Universal acceptance of the importance of Equity by all involved.

Discussion by the County committees and the public affirmed the understanding that the project must benefit those who are economically disadvantaged in Dane County; some participants explicitly name the issue of racial disparities. The community and committee have discussed specific ways this might be implemented listed below.

Weaknesses

Uneven follow through on the issue of Equity at the study and implementation phase.

Over six years, changing County AEC committees and terminology, changing committee members, and simply disorganized record keeping, have meant that the idea of Equity can become lost in or

overwhelmed by more technical and business details. At one point the Oversight Committee considered budgeting specific amounts of money to study how to reach this goal. The Hammes study proposed budgeting an Equity Impact Analysis – a study with a low cost of \$50,000 a high cost of \$75,000. The study specifically called for coordination with Dane County Public Health/Social Equity Department. Later the Oversight Committee discussed applying for a Partner for Places grant to address the issue of Equity, including a link to the application in the meeting minutes. It is unclear whether money was ever dedicated to studying the issue, Partner for Places address, or who would advance or evaluate the any progress.

Opportunities

The committee remains committed to the idea of equity and can now integrate specific ideas of the community and various committee members into fulfilling this potential. There is room for study of the issue of Equity, how to guide and evaluate the success of the AEC's ongoing redevelopment in terms of its the economic benefit to the disadvantaged and people of color, especially those in the contiguous communities.

Threats

Equity is under threat from the same forces that have sidelined the issue so far. Without an ongoing commitment to reviewing committee member and public comments on the issue, without a desire to expand upon and implement those ideas, Equity can become lost in the focus on other matters, specifically technical and financial details, which may be easier to address. For example, there is a study of Belt-line traffic for the AEC redevelopment, but no study of how to address racial and economic disparity in the redevelopment. Some community members may also become detached from the process after so long a time. Others may become disillusioned with the process if they do not see their ideas valued and incorporated.

Common Theme 4: Provide stronger connections

Vandewalle Summary: Contributing to the AEC's perceived sense of isolation is the lack of connections to and through the campus for pedestrian, bicyclists, and vehicles. Making the campus more permeable was a near-universal desire of both facilities professionals and the general community. Of equal importance to both also is the need to better connect the campus to the downtown through improved transit and other modes.

Neighborhood Summary:

From our local analysis of public, consultant and committee comments on the issue of connectivity and transportation, several broad themes emerged:

1. The current transportation infrastructure of the AEC is almost totally car-centric, as exhibited by the roughly 5,800 surface parking spaces, coupled with very limited public bus service (none directly into the site), and difficult access into and around the site by bike or on foot. This car-centered infrastructure appears to serve existing AEC clientele and certain large shows reasonably well today, but it is a major factor in isolating the AEC site physically and economically from those who don't own a car or who wish to use alternate modes of transport.
2. In addition to isolating the AEC both physically and economically, the current car-centric model of transport creates multiple issues that impact the surrounding neighborhoods: traffic back-ups on the beltline for major shows; occasional overflow parking in surrounding neighborhoods and esp. in Quann Park, which is used by many city-wide for dog walking; acres of infrequently-used, ugly asphalt surfaces that promote storm water run-off, reduce tree canopy and green space, isolate the AEC buildings, present a poor image, and limit alternative site development.
3. Many specific sites and locales were suggested to which the AEC should be better connected, but the most frequently mentioned was a connection between the AEC site and downtown Madison. Other specific sites mentioned to which connectivity was deemed highly desirable include: east side of John Nolen Dr. (hotels, Olin-Turville parks, Lake Monona); Park Street; Vilas Zoo (along Wingra Creek path); and surrounding neighborhoods (Bram's Addition, Capitol View, Bay Creek, and Fitchburg). Connections to surrounding neighborhoods were seen as critical to addressing economic equity, job opportunities, and improved pedestrian and bicycle access.

Conflicting views: While the large surface parking areas seem underused and isolating to neighbors, the AEC relies on this huge capacity to accommodate its largest annual shows and the special vehicles and equipment they entail (semi-trailers, animal trailers, large farm equipment, amusement rides). Parking is also a key source of AEC revenue, exceeding \$1mil annually.

The sum of connectivity and transport comments leads to the conclusion that as the AEC re-imagines its future, it really must re-imagine its transport infrastructure as well. What kind of new transportation infrastructure could meet AEC's core transportation needs, better integrate with all modes of the city's existing and future transport system (bus, BRT, bike, pedestrian), open the AEC site to its surrounding communities, protect the natural environment, and promote equitable urban development.

Details of Public & Committee comments specific to Connectivity & Transportation (multiple sources)

Discussion of transportation and connectivity issues by committee members, consultants and the community elicited these specific comments:

1. Specific transport and parking ideas:
 - a. Address beltline congestion issue; will DOT be re-constructing 151/John Nolen interchange; when and how.
 - b. Add transit hub/multimodal bus depot. Would serve event attendees, neighbors, entire community. Also an alternative way to bring non-locals to site, reducing car dependence.
 - c. Add structured parking; consider commuter parking and other non-event uses for under-used parking capacity.
 - d. Reduce surface lots; create pedestrian walks within them; landscape; plant more trees
 - e. For parking control, entrances to the AEC campus are currently cut off by concrete road barriers on Rusk and Bram St., and gated at Rimrock, John Nolan, and Olin Ave. These barriers isolate neighbors and community from the AEC site. Rusk and Bramms should at least be opened to pedestrians and bikes.
 - f. Add B-bike rental facility
 - g. Improve Madison Metro bus service to site
 - h. Link AEC transportation planning to broader Madison transportation planning efforts
 - i. Finish 'final mile' link of existing proximate city bike trails into AEC site
 - j. Add sidewalks along Olin, John Nolen, Rusk where none exist now
 - k. Improve signage within city directing vehicles, bikes, and pedestrians to AEC site
 - l. Many suggestions for improving ped, bike and car movement *within* AEC site; most of these are noted in Common Theme 2: Create Integrated, Walkable District
 - m. Multiple suggestions to consider energy efficiency and sustainability in any and all transport solutions considered.

2. Specific locales AEC site should connect to:
 - a. Most frequently cited transport connection need was between AEC site and downtown. Mode suggestions included Bus Rapid Transit (BRT), self-driving vehicles, trolley, light rail, and others. Characteristics included free, frequent, energy efficient, sustainable.
 - b. Beyond downtown, other specific sites mentioned to which connectivity is highly desirable include: east side of John Nolen Dr. (hotels, Olin-Turville parks, Lake Monona); Park Street; Vilas Zoo (along Wingra Creek path); and surrounding neighborhoods (Bram's Addition, Capitol View, Bay Creek, and Fitchburg).
 - c. It was noted that other nearby neighborhoods, like Greenbush, Vilas, and Burr Oaks could also benefit from better pedestrian/bike connections to AEC.
 - d. Comments about better connecting the AEC site to surrounding communities were frequently linked to improving economic opportunities for those neighborhoods and addressing equity issues through easier access to AEC shows, events, future retail establishments, open spaces and services.

Additional Neighborhood Comments and Questions:

The public and consultant comments on connectivity and transportation raise several broader issues and questions that are not yet specifically answered, but which the master planning process should be cognizant of and hopefully address.

These community and committee questions are

1. How can the county make the Alliant campus more physically open to the neighboring communities with additional and better roads, bike trails pedestrian paths, bus service?
2. How can this opening be geared toward the transportation and development needs of the community, rather than becoming simply a cut-through for visitor traffic with the accompanying dangers, trash, and noise?
3. How can increased access through improved transportation infrastructure create development that does not push out economically vulnerable neighbors by driving up housing prices, assessments, and taxes?
4. How can the Alliant's development decrease nearby traffic jams, on John Nolan, Rim Rock Rd., and the beltline?
5. How can the AEC's development include road, pedestrian, and bicycle trails that benefit both the AEC visitors and the community?
6. How can development better connect the neighborhoods to the west of the AEC to Olin Turville Park and the lake to the east of the AEC?
7. How can the AEC and Olin Turville Park be connected without overwhelm this community park?
8. How can future AEC development encourage environmentally friendly transportation options, including light rail, trolley, train, expanded metro bus service, intercity buses, Bus Rapid Transit (BRT), bicycle and pedestrian trails?
9. How can development reduce pollution-causing traffic jams of cars exiting and entering AEC events?
10. How can development improve stormwater runoff from surface parking?
11. How can new transportation infrastructure to the Olin Turville Park – a proposed land bridge over John Nolen Drive from the AEC – allow access to guests without degrading the natural habitat valued by the community?
12. Is the AEC's transportation infrastructure, specifically the campus' 5,000+ space surface parking lot, an efficient use of space? What are they opportunity costs (the costs of *not* taking advantage of other opportunities)?
13. What new buildings and functions can be built on the Alliant campus' surface parking lots? The county committees have emphasized offices, hotels, restaurants to generate tax revenue, create jobs, deliver services. Which use of the surface parking would best serve the revenue generating needs of the County and Madison?
14. Though usually empty, the AEC relies on the parking lots for a few well-paying events a year, and thus, how will new construction on these surface parking lots affect the county-owned AEC's bottom line?
15. Would structured parking be cost effective?

Neighborhood S.W.O.T. Analysis:

Strengths

Recognition by county committees and community members of the importance of affordable, convenient, and alternative transportation for both the AEC and the immediate neighborhoods; interest in the synergistic development possibilities transportation offers.

Weaknesses

The AEC and nearby communities are sometimes divided over how to make transportation best serve the community, disagreeing over traffic flow, connection to the surrounding parks, and development of the land currently dedicated to surface parking.

Opportunities

Reimagining the relation between transportation, the AEC, and the neighboring communities can make the AEC campus a model of mutually beneficial urban development.

Threats

The County and the community may not fully appreciate the role transportation will play in realizing the mutual benefits of the AEC's development. A failure to come to creative solutions and compromises can lead to a disengaged and defensive relationship between the AEC and the surrounding communities.

Common Theme 5: Improve stormwater runoff quantity and quality

Vandewalle Summary: While the extent of paved surfaces on the AEC campus is inherent in a facility of this type, there is a heightened awareness of the need to control both the quantity and quality of runoff, particularly given the campus's location adjacent to Wingra Creek and its proximity to Lake Monona. Concerns about discharges directly into adjoining neighborhoods also were frequently mentioned by area residents.

Neighborhood Summary:

Public comments throughout the AEC master planning process have indicated a strong desire by residents of the surrounding neighborhoods that the Alliant Energy Center do more to improve stormwater runoff quantity and quality. Of special concern is the occasional flooding of low lying areas of the 200 to 300 blocks of Bram Street and land on nearby residential lots of Bram and Koster Streets.

Details of Public Comments Specific to Stormwater Issues:

The following section of this document is devoted to providing a summary of public comments to date that address the need to control both the quantity and quality of runoff.

From Vandewalle & Associates: AEC Vision & Implementation Framework, August 7, 2017

Below are links to Public Comments, Survey and Workshop Results from the AEC Visioning process which took place from Spring 2017 until September 11, 2017 when the AEC Vision and Implementation Framework document was approved by the Alliant Energy Center Comprehensive Master Plan Oversight Committee. Excerpts of public comments regarding stormwater runoff quantity and quality are shown below each linked document that they are taken from.

[Alliant Energy Center Visioning Workshop Input](#)

A neighborhood meeting was held on July 18 and 19th, 2017 to gather community feedback on the topics of connections, destination district, and equity and access as they relate to the Alliant Energy Center. The following excerpts are comments on stormwater runoff quantity and quality issues:

CONNECTIONS:

2. Which types of buffers need to be maintained or improved between the AEC and adjoining neighborhoods to minimize?
 - Improve runoff/stormwater to Wingra Creek and other outlets, especially from Quann Park.
 - Flood control from AEC.

EQUITY & ACCESS:

1. What are kinds of positive impacts AEC's redevelopment can have on the neighborhoods that would benefit community goals?
 - Better stormwater management - negative impact on neighbors now.

[AEC Visioning Workshop Survey Results – Open-Ended Questions](#)

Below are public comments from the AEC Visioning Workshop Survey Results - Open Ended Questions regarding stormwater runoff quantity and quality:

- Control storm run-off.
- Keep the new retention basin (recently built) for stormwater.

- Resurface with permeable materials those surface parking areas that are likely to be retained in the future, such as in front of the Expo Center (to gain greener appearance and better stormwater management). Plant more tree islands within these areas.

[Comments received from Capitol View Neighborhood](#) (9.11.17)

The document at the link above was sent to the AEC Comprehensive Master Plan Oversight Committee for their September 11, 2017 meeting. Below are public comments from that document regarding stormwater runoff quantity and quality:

- All storm water run-off from the AEC campus shall be retained on the AEC campus and will not be directed into the already overburdened city of Madison storm sewer system or Wingra Creek. Any improvements to the city's storm sewer system required by the AEC's expansion shall be entirely funded by Dane County and/or the AEC. The AEC and Dane County shall take all steps necessary to ensure that no storm water run- off from the AEC campus encroaches into the adjacent neighborhoods.

Below is a link to meeting notes from the Joint Meeting of the South Metropolitan Planning Council and the Dane County Planning and Development Department September 9, 2014, Urban League, 2222 South Park Street, 6:00 pm

[South Metropolitan Planning Council/Dane County Meeting Feedback 9.9.14](#)

Below are public comments from the above document regarding stormwater runoff quantity and quality issues:

- AEC should pay for storm water, it overloads into neighborhood and causes flooding.

Previous AEC Master Planning Efforts

Prior to the current master planning process the Alliant Energy Center hired a consultant to create a master plan for the AEC campus. Below are links to the 2011 AEC Master Plan Update and the 2007 AEC Master Plan.

- [2011 AEC Master Plan Update](#)
- [2007 AEC Master Plan](#)

The 2011 AEC Master Plan Update contains no references to stormwater issues or concerns. The document does not indicate if there was a public involvement process. There are no public comments in the document.

The 2007 AEC Master Plan The document does not indicate if there was a public involvement process. There are no public comments in the document. The document contains a couple of paragraphs on stormwater issues that are repeated below:

STORMWATER

Management of run-off from the large areas of impervious surface on the site will be of increasing importance as new County regulation is enacted to control and treat stormwater before it is released into the natural drainage system. As an element of environmental sustainability, stormwater may be retained and used for irrigation and other non-potable uses on the campus. Another sustainable and attractive option for treatment of stormwater is to route it through a rain garden, or swail, planted with wetland vegetation, that slows the run-off and filters sediment.

The need for an additional detention pond on the west edge of the site has been identified, and will impact the development of the loop road in that area

Neighborhood Background and Perspective:

During periods of heavy rain, surface runoff from the AEC campus can impact the low lying areas west of the AEC campus. The majority of the surface runoff on the southwest end of the AEC campus is directed to a single City of Madison stormwater intake along Bram Street at the west boundary of the AEC campus. From there the stormwater enters the Madison stormwater sewer system and travels through sewer pipe to an outlet at Wingra Creek at the northwest corner of Quann Park.

When Lake Monona nears the 100 year flood level, this sewer pipe system cannot drain this area fast enough and the surface water begins ponding in low areas on both sides of the 200 to 300 blocks of Bram Street. During periods of heavy rain the quantity of water entering this storm sewer system at its inlet point on the AEC campus is higher in volume than this system can handle.

In past planning efforts AEC was supposed to redirect this stormwater flow towards the north on the AEC campus and over to the lagoons at Willow Island. But this solution to the problem has not happened. Why doesn't the AEC pre-treat its stormwater before it enters the Madison storm sewer system? This stormwater could first enter a retention pond area where sand, silt and other debris and contaminants can be removed from the water. The retention pond area would also act as a buffer to slow the rush of water from the southwest AEC parking area to the Madison stormwater system. The city could also consider replacing the existing storm sewer pipe with a larger diameter pipe to better handle higher volumes of water. The stormwater inlet areas would also function better if they were fitted with elevated grates that would continue to handle the flow of water containing debris as the water level rises. The existing pipe inlets quickly become clogged with debris that restricts the flow of stormwater into the pipe.

Below are a series of images with descriptions that show how stormwater runoff from the AEC campus and from the north facing hill to the south of Bram Street affect the low lying residential areas near Bram Street.



Residential properties and Bram Street areas near or below elevation 850 on the above map are prone to repetitive flooding due to inadequate control of surface runoff in this area during heavy rain events. You may want to zoom in on this image with your computer to see the topographic line elevations better.



Madison storm sewer outlet at Wingra Creek on June 25, 2013, 2:36:44 PM. This storm sewer outlet is at the northwest corner of Quann Park near the stone railroad bridge. You can see that the creek water level is about three inches below the top of the pipe opening.



Same storm sewer outlet on June 26, 2013, 9:55:08 AM. Stormwater is actively flowing out of the pipe into Wingra Creek due to recent heavy rain. The top of the pipe is completely underwater in this image. During periods of normal summer water levels at least half of this three foot diameter pipe is above water.



The 200 and 300 blocks of Bram Street looking East on June 26, 2013, 7:25:22 AM after heavy rain earlier in the morning.



The flooded 200 and 300 blocks of Bram Street looking West on June 26, 2013, 7:31:04 AM after heavy rain earlier in the morning.



Looking South at 221 Bram Street from a flooded Bram Street on June 26, 2013, 7:32:28 AM. The storm water level is about two feet below the first floor of the house on this lot.



This is the storm sewer inlet on the west side of the AEC campus next to Bram Street on June 26, 2013, 9:38:50 AM. You can see a huge amount of debris that has become entangled in a jerry rigged debris containment system that AEC maintenance staff had rigged up at this time. This image was taken shortly after a heavy rain event earlier in the day. From the debris in this image it is obvious that the water level was much much higher during the rain event.



Here is a close up view of the storm sewer inlet on June 26, 2013, 9:38:00 AM. The actual grates on the inlet pipe are nearly clogged by debris even though much of the debris from the rain storm collected on the jerry rigged debris collection system created by AEC maintenance staff.

You can see from the above series of images that the Madison storm sewer pipe that extends from the western edge of the Alliant Energy Center campus to Wingra Creek has a pipe size and flow gradient insufficient to handle the amount of storm water it receives during major rain events when the water level in the creek is nearing the 100 year flood level which is 847.7 feet above sea level. The Lake Monona water level rose from 846.5 to 847.25 from June 26 to June 28, 2013 during the time period of the above images. Dane County attempts to control water level on Lake Monona between the summer minimum low water level on Lake Monona which is 844.7 feet and the summer maximum water level which is 845.2 feet. However, periods of heavy rain or drought can make it difficult to keep within this range.

On June 16, 2008 the record historic high water level for Lake Monona was 847.86 feet. Because the mouth of Wingra Creek is not far from this storm sewer outlet, The water level in the creek would be just slightly above the level of Lake Monona at any given time. The previous record high water level for Lake Monona was 847.48 on June 15, 2000. There were 8 time periods between January 2000 and August 2017 when Lake Monona and Wingra Creek water levels rose above 846.5 feet above sea level. These time periods are when the flooding issues in the Bram Street area were highest. However, even when the lake and creek water levels are below 846.5 feet, a heavy rain storm can dump enough water in a short period of time to still cause the storm sewer system to be overwhelmed and cause surface runoff to temporarily flood this Bram Street area.

Dane County prides itself in making improvements to the way things are done to help improve the environment. Due to the large amount of surface parking on the AEC campus, better stormwater control measures must be incorporated into the AEC master plan, but not just for the flooding issues at the Bram Street storm sewer inlet. All the various stormwater collection points surrounding the AEC campus should incorporate the latest stormwater control technologies to insure that the surface water leaving the campus does not back up into the neighboring residential areas and enters Wingra Creek and Lake Monona as clean and contaminate free as it can be.

Common Theme 6: Enhance area parks & public open spaces

Vandewalle Summary: Within direct proximity to the AEC campus are more than 200 acres of public parks and open space, mostly to the north and east. While these include well-used facilities like the Goodman Pool, Quann Park tennis courts and community gardens, and Olin-Turville boat ramp, most of the area is generally unimproved even though its size and location could support a wide array of facilities and functions both in concert with and separate from activities at the AEC. Area residents have requested a number of potential enhancements, while other stakeholders consistently identified the need to capitalize on this significantly underutilized resource by leveraging its unique central location and extensive waterfront.

Neighborhood Summary:

The Vandewalle summary states that the parklands to the east and north of the Alliant Energy Center are under-developed and in need of improvements yet makes no mention of the fact that Turville Point Conservation Park is just that, a conservation park. It needs to be respected and retained as public green space for the City and surrounding neighborhoods. Turville Park consists of over 64 acres of natural area with a topography virtually unchanged from the time the last glaciers receded from the Madison area.

The final sentence, “Area residents have requested a number of potential enhancements, while other stakeholders consistently identified the need to capitalize on this significantly underutilized resource by leveraging its unique central location and extensive waterfront”, can be taken to mean many area residents value these parks mostly the way they are now with a few enhancements. However, ‘other stakeholders’, would possibly like to turn these parks into part of an entertainment mecca similar to Millennium Park in Chicago or the Summerfest grounds in Milwaukee. But, these two famous entertainment venues weren’t created from a unique historical natural area. They were created by redeveloping land parcels that were already blighted urban areas. In addition, these two entertainment venues don’t have a unique historical natural area adjacent to them. To redevelop Olin-Turville Parks as part of an entertainment mecca would completely change the character of these unique natural and historic parklands.

Details of Public Comments Specific to Area Parks and Public Open Spaces:

The following section of this document is devoted to providing a summary of public comments and ‘stakeholder’ comments to date that express desires or concerns regarding potential enhancements to area parks and public open spaces.

It should be noted that officials from the city of Madison and Dane County have been working on a multi-jurisdictional agreement to start a master planning process for the entire land area surrounding the Alliant Energy Center. Once that larger master planning process begins there will be a much larger collection of additional public comments related to redevelopment concepts or concerns regarding the enhancement of area parks and public open spaces.

[May 15, 2017- Nolen Area Presentation](#)

Though not a public comment from an individual, the above link takes you to an AEC Comprehensive Master Plan Oversight Committee meeting presentation that proposes concepts for redevelopment of areas of Olin-Turville Parks and the John Nolen Drive corridor. The presentation document was created by Vandewalle and Associates with input from other stakeholders. The process of developing this presentation document was not an open public process.

This PDF document is mostly a presentation of the Nolen Centennial Project which was a conceptual plan for the city parklands along John Nolen Drive that was produced by Vandewalle and Associates in 2011 for Tim Metcalfe. The major elements proposed in the document include:

- A wider ped/bike trail over the John Nolen Causeway with overlook points.
- A mostly hardscape lakeshore overlook area on Lake Monona with a fantastic view of downtown Madison and containing a tall focal art element.
- A Ped/bike trail that goes through Olin and Turville Park along or near the lakeshore.
- A public building on the Olin Park lakeshore near the boat launch containing a museum type building devoted to Limnology, the study of inland waters.
- An amphitheater in the present beach area of Olin Park with views of downtown Madison.

From Vandewalle & Associates: AEC Vision & Implementation Framework, August 7, 2017

Below are links to public comments, survey and workshop results from the AEC Visioning process which took place from Spring 2017 until September 11, 2017 when the AEC Vision and Implementation Framework document was approved by the Alliant Energy Center Comprehensive Master Plan Oversight Committee. Excerpts of public comments regarding potential enhancements to area parks and public open spaces are shown below each linked document that they are taken from.

[Alliant Energy Center Visioning Workshop Input](#)

A neighborhood meeting was held on July 18 and 19th, 2017 to gather community feedback on the topics of connections, destination district, and equity and access as they relate to the Alliant Energy Center. The following excerpts are public comments on potential enhancements to area parks and public open spaces.

DESTINATION DISTRICT:

Which types of public improvements would you like to see on the AEC campus and/or surrounding area?

- Preserve park land and protect natural resources from any future development and wetland.
- Make park more active (Olin -Turville Park).
- Stop parking on park space.
- More trees and! Enhance the park with features that are inviting.
- Maintain greenspace.

[AEC Visioning Workshop Survey Results – Open-Ended Questions](#)

Below are public comments from the AEC Visioning Workshop Survey Results - Open Ended Questions that address enhancing area parks and public open spaces. Note, Quann and Lyckberg parks were mentioned numerous times because they are considered part of the AEC campus. Other nearby parklands were not discussed in this public comment session since they are outside of the AEC campus and discussion of the surrounding properties including Olin-Turville Parks was outside the scope of this public comment session:

- Minimize (AEC) usage of Quann Park, neighborhood streets, and bike paths. (Install) Playground equipment in Lynchburg Park.
- Damage done to Quann has been going on for years. Putting up closure signs 12 hours in advance happens 1-2 times each year and is unacceptable. 24-hour minimum. And make sure adequate staff is provided to get debris picked up and turf damage repaired in a timely manner

- Renew a neighborhood park with shelter (Lyckberg Park) (one already exists in the SW corner of AEC site – it’s just not maintained or inviting; not even clear that it’s public)
- Repair the damage to Quann Park.
- Landscape (Quann) park perimeter with tree plantings and prairie plantings.
- Transform portions of the (Quann) park with prairie plantings.
- Strictly limit how many times a year the (Quann) dog park can be closed for overflow use by the Alliant Energy Center. Each year the dog park is being closed more often than in past years due to overflow use by AEC. An acceptable upper limit of this use of Quann park by AEC must be established and enforced.

Other Comments from the Public (Updated 6-14-2018)

Below are public comments from the above document that that address enhancing area parks and public open spaces:

Overview Park (new lakeshore park area north of Lakeside Street purchased by Madison in 1996 and currently considered part of Olin Park).

- Restrict landscaping and development so as to preserve and enhance approach view of Isthmus. Pedestrian only near lake.
- Any future structures should be built away from lakeshore.
- Protect and restore glacial hill on property as a natural area

Medical Society Property

- The city should obtain first rights to purchase property and work with State Medical Society to find a suitable alternate location for their offices.
- Initially use existing building as temporary Madison Discovery Center and public lakeshore access point.
- Long term goal to dismantle and recycle existing structure and restore glacial hill contours to original.
- Preserve this property for future public use. This lakeshore area would be suitable for a new multi-function public building with lake shore access. The new building should be set back from the lake with the restored glacial hill buffering it from the lakeshore.
- Depending on the design and the size of the building, this lakeshore property could be home to a Madison Visitor Center; a museum; reservable reception space; boat house with canoe and kayak rental, ped/bike trail rest stop with restrooms and food service and much more. The lower levels of the building in the vicinity of the existing Wisconsin Medical Society parking lot could incorporate some or all of the parking needed.

Olin-Turville Park Master Plan

Madison needs to have a new master planning process that seeks to protect the unique glacial landscape and native plant and animal habitats of Olin-Turville Park while improving the capability for more park users to enjoy this popular lakeshore parkland area.

- Create special restrictions to future development in both parks.
- Respect the unique glacial topography in both parks. Restrict additional leveling of the topography and converting vegetated areas to hardscape surfaces.
- Explore concepts for construction of a new multi-use pavilion/shelter with 12 month use capability at the site of the former Olin Auditorium in Olin Park. A round structure that emulates the original historical auditorium's design could be a nice addition to the park. The new structure would fit nicely in the footprint of the old auditorium on the Olin Park hill.

- Designate Turville Park as a special conservation park with heightened protection and restoration of native plant communities.
- Form joint project with the help of Olbrich Gardens, the UW Arboretum and citizen volunteers to transform portions of Turville Park back to an open oak savanna and maintain other areas in the park as special plant habitats that are maintained by citizen volunteers.
- Restore wetland areas in Turville Park between the old Lakeside Street ROW and the railroad corridor.
- Restore wetland area in Olin Park adjacent to Wingra Creek.

[Comments received from Capitol View neighborhood](#) (9.11.17)

Below are public comments from the above document that that address enhancing area parks and public open spaces:

- Madison's Quann Park dog park is a scarce and valuable resource for Madison residents well beyond the surrounding neighborhoods and contains the only handicapped accessible dog park in the county. The AEC will pledge to respect the shared space with Quann dog park users and minimize the closure dates and damage as much as possible and will expedite the repair of any damage done to the park.
- The area of the AEC campus commonly known as Lyckberg Park provides a valuable green space and buffer between the Capitol View neighborhood and the rest of the AEC campus. It also contains a city of Madison stormwater detention pond for stormwater runoff from a portion of the AEC's southwest parking area. We request that this area remain in its current state subject to the following exception. We request that the AEC work with the city of Madison Parks Division and the Capitol View neighborhood to develop a neighborhood park on the southern portion of Lyckberg Park along Koster Street. We feel that such a park would be a valuable asset for both the neighborhood as well as for guests at AEC hosted events and it would provide a currently non-existent gathering space for the neighborhood.

Below are links to AEC public comments recorded during previous phases of the AEC Master Planning process. These are mainly from the Hammes Strategic Feasibility Study Community Outreach process. The links below can be found on the [AEC Master Plan website Archived Documents page](#).

[Indian Springs Neighborhood Meeting Feedback 8.25.14](#)

Below are public comments from the above document that that address enhancing area parks and public open spaces:

- Dog park very big, could increase utilization of land better.
- Dog park is great, don't do anything.
- Make access to marsh as a public feature, and asset, a walkway, natural area.

[South Metropolitan Planning Council/Dane County Meeting Feedback 9.9.14](#)

Below are public comments from the above document that that address enhancing area parks and public open spaces:

- Do not adversely impact Quann Gardens

In addition to public comments from residents of nearby residential neighborhoods and other members of the general public, The AEC master planning process has received comments from other

entities called ‘stakeholders’ by the various committees and consultants that have had a part in the process to create a master plan for the Alliant Energy Center. Though both the committees and the consultants seem to put a lot of weight on the comments from these stakeholders, there is very little documentation of what was said and who said it. What can be found in the written record of these ‘stakeholder’ comments are vague, short statements that were included in the appendices of the Hammes Strategic Feasibility Study. Below is a link to The final report for that study and its appendices:

[AEC Strategic Feasibility Study Report](#)

[AEC Strategic Feasibility Study Report Appendices](#)

Below are Stakeholder comments from the AEC Strategic Feasibility Study Report Appendices regarding ideas to enhance area parks and public open spaces:

- A master plan is being developed for the lakefront area, which will impact AEC given the close proximity.
- Idea: Take Quann Park from City, buy residential areas, buy out 2 adjacent businesses (auto repair/bus storage?).
- Connect AEC to Lake Monona via Olin/Turville Park.
- Nolen Centennial Plan - redevelop John Nolen Drive and land bridge to AEC (lake area).
- Dog park and community garden important to fabric of local community – potential to incorporate community garden-grown food into AEC F&B, incorporating farm-to-face movement?

Additional Neighborhood Background and Perspective on area Parks and Public Open Spaces:

For about 29 years, beginning in 1882, the lakeshore lands known today as Olin Park were owned by the Monona Lake Assembly. This organization used the site for yearly summer religious and intellectual gatherings. By 1908, attendance at the Monona Lake Assembly had declined to the point where most of the shareholders of the property wanted to sell the property. A minority of the shareholders were concerned that the property would become yet another lakefront subdivision and a court battle ensued. In 1911, the City of Madison settled the court battle by purchasing the property for \$40,000, becoming the first city parkland to be purchased with taxpayer funding. The former Monona Lake Assembly grounds became known as Monona Park until 1923 when the name was changed to Olin Park in honor of John M. Olin who had worked with the minority shareholders pushing for public ownership of the property during the shareholder dispute.

The land comprising Turville Point Conservation Park had a rich Native American history that came to an end when the United States government pushed Native Americans west of the Mississippi River. Then in 1854 this land parcel was purchased to become the homestead of the Henry Turvill family for 113 years. The property was purchased by the city in 1967 under the threat of condemnation proceedings to become part of a huge redevelopment project called the Monona Basin Project. That project would have included Olin Park as well as the entire Lake Monona shoreline over the causeway and along Law Park. After a contentious political struggle, that redevelopment project was ultimately rejected by the city in 1969. Then, in the 1979 there was another proposal to redevelop the former Turville homestead. This time to relocate the former Madison Area Technical College to that location. The college even wanted to include Olin Park in that proposal. City residents quickly joined together and demanded that Olin and Turville Parks remain city owned parks and that the Turville portion remain a natural area. But then again in 1988, the City of Madison proposed to build city's first swimming pool complex in a

portion of Turville Park. This pool proposal was not popular among area nature lovers. After a prolonged political struggle the pool proposal was defeated by the popular vote of Madison residents that created a charter ordinance that would require a referendum vote whenever a major development is proposed for public property adjoining a lakeshore. Madison eventually built its first city pool across John Nolen Drive from Turville Park In what is now Goodman Park in 2006 after it was approved by popular vote due to this very charter ordinance.

In 1998 the city finally dedicated the former Turville property as a conservation park fulfilling the wishes of many Madison residents who fought the city for years to make this unique shoreline park a conservation park rather than another developed park area with mowed lawns and recreation fields or worse yet be eyed again by developers.

In recent years, there have been proposals to construct a large amphitheater and other amenities at Olin Park with views of the Isthmus and Lake Monona. These proposals were again countered by Madison residents who believe that the grounds of Olin Park should be left mostly the way they are now, as public parkland that is open free of charge except for shelter reservations, not closed off multiple times all summer long for private use with admission fees required for entrance.

The stakeholder and public comments on how to manage and improve these parklands can be divided into two diametrically opposed groups. One set of comments reflects a love of the natural environment and the awe of experiencing a natural area directly across Lake Monona from the Isthmus of downtown Madison. The other set of comments invisions a more built landscape with event space; buildings; and hardscape surfacing which would replace the woodlands; open oak savannas; and prairie areas that exist there today. We must be careful developing a long term vision for Olin-Turville Parks as we seek to redevelop the many underutilized properties in the vicinity of the Alliant Energy Center. These parks may seem underutilized by some but for many these mostly natural lakeshore parklands are jewels of nature in our built urban environment.

While the Alliant Energy Center master planning process should study and make suggestions concerning properties surrounding the Alliant Energy Center including Olin and Turville Parks, these parks are city parks and there must be a parallel but separate open and transparent public master planning process by the City of Madison that determines the future for Olin-Turville Parks. This master planning effort must respect the unique natural beauty and rich history of these parks. The Board of Parks Commissioners and the Madison Parks Department need to take the lead in beginning a new master planning process for these parks because they are city parklands purchased and maintained by the property taxes of Madison residents. Due to the rich history of these parks, the Madison Landmarks Commission should also be involved with this master planning process.

For more information on the unique and fascinating history of Olin-Turville Parks go to WWW.olin-turville.org to learn why these parklands are so special in the hearts of Madison area nature lovers.

Common Theme 7: Respect quality of life for surrounding neighborhoods

This is a theme developed by BCNA and not among the six presented in the Vandewalle Framework. This additional theme is very important to the residents of nearby residential neighborhoods surrounding the Alliant Energy Center based on their input at public meetings, so we feel it needs to be addressed specifically during the master planning process.

Neighborhood Summary:

Create a master plan for the AEC campus and surrounding area that respects the quality of life for residents of nearby residential neighborhoods that surround the AEC campus area.

- Noise Control - Effectively control noise associated with events and event setup and teardown activities. Avoid master plan components that create excessive noise issues for the surrounding neighborhoods. Incorporate best practice procedures to minimize noise levels and use state of the art equipment to monitor noise levels so that noise levels can be effectively monitored at all times to record the noise source, sound level, and duration. Every attempt must be made to keep noise at reasonable levels for the health and quality of life for nearby neighborhood residents. Certain activities such as outdoor concerts and festivals may have to be limited in their size as well as the number of these types of events allowed each year to insure noise from the activities at AEC do not adversely affect the health and quality of life for nearby neighborhood residents.

Other quality of life issues affecting nearby residential neighbors:

- Overflow parking on residential streets near the Alliant Energy Center.
- The frequent use of nearby public streets and ped/bike corridors for run-walk events
- Frequent closure of the Quann Park Dog Park due to temporary use of that popular public dog park for Alliant Energy Center events.

Another quality of life issue for the nearby neighborhoods is better stormwater quality and control. Inadequate stormwater control contributes to periodic flooding in low lying residential areas adjacent to AEC during periods of heavy rainfall. This is addressed in the Bay Creek AEC Subcommittee Common Theme 5 portion of this document which gives details of the stormwater issues on the AEC Campus and in surrounding nearby neighborhoods. Here is a link back to Common Theme 5 in this document:

Common Theme 5 : Improve stormwater runoff quantity and quality

Details of Public Comments Specific to Quality of Life Issues:

The remainder of this document is devoted to providing a summary of public comments to date that address the need for the present and future Alliant Energy Center operations to respect the quality of life for residents of nearby residential neighborhoods.

From Vandewalle & Associates: AEC Vision & Implementation Framework, August 7, 2017

Below are links to Public Comments, Survey, and Workshop Results from the AEC Visioning process which took place from Spring 2017 until September 11, 2017 when the AEC Vision and Implementation Framework document was approved by the Alliant Energy Center Comprehensive Master Plan Oversight

Committee. Public comments regarding noise and other quality of life issues are shown below each linked document that they are taken from.

[Alliant Energy Center Visioning Workshop Input](#)

A neighborhood meeting was held on July 18 and 19th, 2017 to gather community feedback on the topics of connections, destination district, and equity and access as they relate to the Alliant Energy Center. The following public comments are from the above linked document on quality of life issues for nearby neighbors:

2. Which types of buffers need to be maintained or improved between the AEC and adjoining neighborhoods to minimize?

- Sound - neighbors affected from outdoor events.
- Minimize night time noise after large events
- Limit use of city streets and bike paths for events (races, runs, walks, etc.).
- Sound buffer; control sound.
- Address noise from trucks and events
- More trees on campus and Quann Park for visual, noise, aesthetics.
- Light and noise buffers should be enhanced.
- Playground equipment in Lyckberg Park; get rid of back-up beepers at quonset huts and loading docks.
- Firework for events problematic need notification
- Flood control from AEC.

[AEC Visioning Workshop Survey Results – Open-Ended Questions](#)

Below are excerpts from the AEC Visioning Workshop Survey Results that relate to noise and quality of life issues:

1. How can the Alliant Energy Center be a good neighbor?

Noise & Light Pollution

- Keep noise to a minimum.
- Reduce noise pollution. Improve accessibility for ALL.
- Control all NOISE!!
- Transition to a low-noise facility. Change from backup warning beeping to camera and/or sensors that will be even safer. NO use of P.A. system for events. No noise before 7am or after 7pm.
- Limit light and noise pollution escaping into adjoining neighborhoods. Maintain substantial buffers between AEC and neighborhoods. Provide effective stormwater management. Do not convert existing greenspace into parking.

3. Please feel free to write any additional comments, ideas, or concerns you may have regarding the Alliant Energy Center.

Noise & Light Pollution

- Please do not create a permanent outdoor music/entertainment stage. The surrounding neighborhoods do not want loud music all summer long.
- Put any new music/entertainment venue inside a sound proof building.
- The more AEC expands the more negative impact it has on the resident's quality of life. Restrict uses to county land.

- I think there are very few neighborhoods anywhere in the world that would want to be next to a facility that is loud, has a huge parking lot, is full of tourists.
- Limit the number and size of amplified events allowed each season. Loud events should not be allowed to affect quality of life for nearby residential areas. Strict noise limits must be set and enforced for the Willow Island area as well as the entire AEC campus.
- Better control of noise emanating from area during amplified events. Limit the number of large performance stages that can be used at any event to one large stage. Allow only one amplified performance to occur at any time. Two or more bands playing at one time is annoying even to event participants and is just terrible noise to the residential neighbors surrounding the AEC campus.
- Do not allow construction of a permanent stage or outdoor amphitheater in this location due to the close proximity of residential neighborhoods. This is not a suitable location to try to emulate Milwaukee's Summerfest grounds.

[Comments received from Capitol View neighborhood](#) (9.11.17)

The public comments in the link above were sent to the AEC Comprehensive Master Plan Oversight Committee for their September 11, 2017 meeting. The entire document contains comments on noise and quality of life issues for nearby neighborhoods. The contents of the document have been copied and pasted into this document to retain the full intent of the document:

To the Alliant Energy Center Master Planning Oversight Committee on behalf of the Capitol View Neighborhood Association

We understand that many of the items listed below may not represent the type of input you are currently soliciting, however we feel that it is necessary to make our concerns known at this point so they may be taken into account during your master planning process. We are requesting that the solutions we have listed be implemented to address on-going problems related to the operation of the AEC that neighborhood residents have been experiencing for years. We fear that any expansion of the AEC has the potential to increase both the frequency and magnitude of those problems. While we all want the AEC to be successful, we do not want that success to come at the expense of the quality of life or property values in our fragile neighborhood. We hope you will accept these recommendations in the spirit in which they are intended.

To promote and maintain the high quality of life in the neighborhoods adjacent to the Alliant Energy Center campus (a Dane County owned and operated facility) the Capitol View Neighborhood Association respectfully requests that the following conditions be incorporated as foundation elements into both the AEC's master planning process and its current and future day to day operations:

- 1) A pledge to not disrupt the peace and quiet of the adjoining residential neighborhoods -
 - a. No noise shall be allowed to escape into the adjacent neighborhoods from events, the set-up and tear-down required by events, or other operations (including contracted refuse/waste collection and hauling) during the hours of 9:00 PM to 7:00 AM.
 - b. No prolonged unreasonable noise greater than permitted by a PA1 park sound amplification permit, as defined by the city of Madison, shall be allowed to escape into the adjacent neighborhoods from events, the set-up and tear-down required by events, or other operations during the hours of 7:00 AM to 9:00 PM.

c. Alternatives will be considered to replace back-up alarm beepers on all vehicles operating outdoors on the AEC campus. If a suitable alternative(s) is found, the county agrees to make a good faith effort, including the provision of funding, to retrofit all such vehicles with those alternative devices. Priority shall be given to installing such alternative warning devices on all vehicles used to move arena dirt and livestock partitions to and from the locations in which they are stored and the New Holland pavilions.

d. Fireworks shall be limited to 2 or 3 events per year with advance notice to adjacent neighborhoods and shall be concluded by 10:00 PM.

2) No light pollution shall be allowed to escape into the adjacent residential neighborhoods.

3) No vehicular traffic to or from the AEC campus shall be routed directly onto, or through, streets within the Capitol View neighborhood.

4) No existing green space shall be paved or otherwise converted to an impervious area for use as vehicle parking. If additional parking space is required by the AEC, a multi-level parking structure shall be constructed within the existing paved parking areas on the AEC campus.

5) Events hosted at the AEC which also use the nearby parks or neighborhood streets must obtain the proper city of Madison permits and must conform to all of the conditions contained in those permits. The AEC's event staff shall familiarize themselves with the various applicable city of Madison permits, make the event promoters aware of which permits are required, assist the event promoters in obtaining the required permits, and monitor the events to ensure compliance with those permits.

6) All storm water run-off from the AEC campus shall be retained on the AEC campus and will not be directed into the already overburdened city of Madison storm sewer system or Wingra Creek. Any improvements to the city's storm sewer system required by the AEC's expansion shall be entirely funded by Dane County and/or the AEC. The AEC and Dane County shall take all steps necessary to ensure that no storm water run-off from the AEC campus encroaches into the adjacent neighborhoods.

7) During the AEC's master planning process, we request that alternative locations be identified for storage of both the arena dirt and the metal partitions used for livestock events in the pavilions. Both of these items are currently stored in close proximity to neighborhood residences and the process of moving those items into and out of the pavilions produces an unreasonable amount of noise particularly when done outside of ordinary work hours.

8) Madison's Quann Park dog park is a scarce and valuable resource for Madison residents well beyond the surrounding neighborhoods and contains the only handicapped accessible dog park in the county. The AEC will pledge to respect the shared space with Quann dog park users and minimize the closure dates and damage as much as possible and will expedite the repair of any damage done to the park.

9) The pedestrian/bicycle path through Quann Park and the pedestrian bridge over Wingra Creek are important parts of the transportation network used by neighborhood residents and bike commuters, and are a valuable part of the Madison metropolitan area's off-street bicycle network. They provide neighborhood access to Quann Park and are the neighborhood's only pedestrian and bicycle connection to areas north of the neighborhood. Events hosted by the AEC will not block, or otherwise restrict, public access to either the path or bridge.

10) The area of the AEC campus commonly known as Lyckberg Park provides a valuable green space and buffer between the Capitol View neighborhood and the rest of the AEC campus. It also contains a city of Madison stormwater detention pond for stormwater runoff from a portion of the AEC's southwest parking area. We request that this area remain in its current state subject to the following exception. We request that the AEC work with the city of Madison Parks Division and the Capitol View neighborhood to develop a neighborhood park on the southern portion of Lyckberg Park

along Koster Street. We feel that such a park would be a valuable asset for both the neighborhood as well as for guests at AEC hosted events and it would provide a currently non-existent gathering space for the neighborhood. No artificial lighting visible outside of the park or public address system shall be installed or used in Lyckberg Park.

Additionally:

The neighborhood understands that some of the events currently hosted at the AEC are local in origin and/or provide a tangible benefit to people living in the greater Madison area. In recognition of that, we would be willing to make an exception for, and accept reasonable levels of noise from, the following limited list of events:

- a. Midwest Horse Fair;
- b. Brat Fest;
- c. Dane County Fair;
- d. World Dairy Expo.

All other events must abide by either the conditions specified above or conform to all applicable city of Madison noise ordinances, whichever results in the least amount of noise pollution in the adjacent residential neighborhoods.

Respectfully submitted by the Capitol View Neighborhood Association.

The following public comments regarding noise and quality of life issues were submitted during the AEC Strategic Feasibility Study process which started June 12, 2013 and ended January 20, 2016:

[Summary of Alliant Energy Center Community Focus Group Comments \(7.25.14\)](#)

The above linked document was created by CSL for the **Hammes Study**. These meeting notes are from a July 25, 2014 meeting with representatives of the Bay Creek Neighborhood, Bram's Addition Neighborhood, and Capitol View Heights Neighborhood. The entire document contains comments that relate to quality of life issues for the surrounding neighborhoods. These public comments are listed below:

Noise Issues

- Neighborhood was quiet from prior to 2003/4. But Willow Island has been commercialized (fireworks, festivals, Band Camp, Rock Fest, etc.) Rock Fest has 5 stages, 4 days of music and fireworks.
- Dane County Fair – loud music but worse is helicopter rides that fly low over residential areas – had convinced AEC to change routes, but now back to old residential route. Several times/hour at low elevation.
- Even charity races and walks can use significant amplification that impacts the neighbors – really a public nuisance.
- AEC staff have only been partially responsive – hard to engage in conversation. Several years ago, there was some dialogue, and some of the issues were addressed (more noise meters, less impactful fireworks, etc.).
- Town of Madison Police Chief provides selective response to noise issues – reluctance to interfere in another jurisdiction (county controlled asset).

- Public input is of utmost priority, need to get a low cost sound meter to record events and publish the data on the website.
- At the recent Brat Fest, there were numerous (7?) stages, often playing music simultaneously – this creates “just noise” for the neighbors. Noise was so loud (even for attendees) that it wasn’t comfortable, and there was a gang fight.
- Other events, including Goldwings, WDE and others do not create a noise issue, its’ just the events mentioned above.
- Noise meters would help to regulate noise in the neighborhood. 16 people from Bay Creek have complained about noise.
- Use of amplified sound at the new horse ring was not supposed to take place, however this did happen at a recent event. This may simply be due to the Pavilions project, and is only temporary, but it would be helpful to have communication on this issue.

Drainage and Major Flooding

- There are very significant water runoff issues that have created flooding on residential sites adjacent to the AEC. Residents have taken responsibility for clearing debris from the major intake water runoff intake pipe near Bram Street. During rains, the inflow from the AEC near Bram Street absorbs all or most of the capacity of the drainage system in the area, and as a result runoff from the neighborhood backs up causing significant neighborhood flooding. The directing of AEC runoff to this area is fairly recent. Years ago, there was a wetland buffer, but this was paved over.

Dog Park Issues

- Quann Dog Park. There is a contract that gives AEC use of space for overflow parking for certain events. In past practice, the fence closest to AEC would be taken down and not put back up until the city took care of it. The dog park was effectively closed for 2 weeks for a 4 day event. In some cases the park was closed to accommodate as few as 30 cars or a handful of campers. More recently, AEC has done a much better job of keeping the park open, using the gates in the fence for access versus taking the entire fence down, and not closing the park for minor uses.
- A concern is that there really isn’t an institutional memory at the AEC, and no written policies regarding these issues. Bad practices could emerge again.
- Management should keep an eye on trailers that knock over the maintenance or off-gassing pipes, the deep ruts caused by trailers, and the manure generated when horses are in the park.
- The web site is not very effective. Closing times are listed in Greenwich Mean Time! There is relatively little in terms of elaboration on closing of the park.
- There is a very large contingent of people that use the park, not just area residents. It is the largest space in the city park system for dogs. It has become a very important quality of life amenity for the entire metro area.

Transit

- Almost no public transit connections to the site, tough to get to without a car.
- AEC is a dead zone when no event is taking place.

Other Issues

- Consider adding playground equipment in park. This could be an asset for show exhibitors and attendees.
- More consistent outreach from AEC to the neighbors would be very helpful. [note the funding for AEC operations is so limited, there may be a challenge in having sufficient time to dedicate to credible community outreach].

- Some of the charity and for-profit walks/runs cause significant foot traffic, in effect closing streets in the area. Events can close bike paths in the area, causing a 3 mile detour.
- For future commercial development, don't want very high end, or "McDonalds". Focus on locally owned, unique establishments.
- Significant high rise commercial development adjacent to existing neighborhoods (should that take place) would negatively impact the community.
-

[Indian Springs Neighborhood Meeting Feedback 8.25.14](#)

Note: There were no comments recorded at this meeting regarding noise and quality of life issues. The Indian Springs Neighborhood is further away from the AEC campus than the Bay Creek, Bram's Addition and Capitol View Neighborhoods. Also, noise from the beltline highway would tend to be louder than the sounds from the AEC campus as it is closer and would tend to act as a white noise machine to make sounds from AEC events less noticeable.

Joint Meeting of the South Metropolitan Planning Council and the Dane County Planning and Development Department September 9, 2014, Urban League, 2222 South Park Street, 6:00 pm

[South Metropolitan Planning Council/Dane County Meeting Feedback 9.9.14](#)

Below are excerpts from the above document relating to noise and quality of life issues:

- Tired of race/run walks, you can stop races and let people go by otherwise we are trapped in the neighborhood for the race
- Color me red, horrible noise
- Noise levels horrendous, can invest in low cost sound meters, can cause physical harm and harm to animals
- AEC – reconsider helicopter rides on campus – very noisy and are flying low, below FAA regulations should be outlawed. Stop flying over houses...speed and altitude
- Capital View Neighborhood is fragile/vulnerable, but a stable neighborhood...need to control noise; don't want to damage neighborhood and quality of life, and we want to maintain home ownership.
- AEC is close to large bodies of water which carries noise considerably, please consider noise effects of events re: water
- With higher fee events, some people come around and park on neighborhood streets
- Someone stated event parking was a problem because they were blocked from getting out of their driveway
- How would future projects impact residents and neighbors? Would the project displace neighbors? This is a concern.

Previous AEC Master Planning Efforts

Prior to the current master planning process the Alliant Energy Center hired a consultant to create a master plan for the AEC campus. Below are links to the 2007 AEC Master Plan and the 2011 AEC Master Plan Update.

- [2011 AEC Master Plan Update](#)
- [2007 AEC Master Plan](#)

Neither of these documents have any mention of a public input component for these master planning processes. Past minutes of the Alliant Energy Center Commission appear to be very sparse. The March 12, 2007 meeting mentions selecting one of five firms who responded to an RFP to perform the master

plan study. However, no minutes were located that mention acceptance of the final master plan documents, nor any mention of a public input process. For instance, the first time nearby neighborhood residents found out that the Willow Island area was going to get some improvements to facilitate future outdoor festivals and concerts was after the project was approved and construction equipment began stripping topsoil on Willow Island to create a large gravel paved festival area. As Alliant Energy Center Commission minutes had little mention of public comment regarding AEC operations. **Below are some excerpts from various Alliant Energy Center Commission meeting minutes related to neighborhood issues with AEC operations.**

[Alliant Energy Center Commission Minutes of September 10, 2012](#)

"Rick Marolt, a neighbor from the Bay Creek neighborhood, addressed the Commission regarding the noise from the fireworks during Brat Fest. Mr. Marolt stated that some neighbors indicated their houses shook during this year's fireworks display. The Commission then discussed possible steps that could be taken to help minimize the impact of the fireworks and other sound-related issues on the surrounding neighborhoods. Kevin Gould indicated the Center is creating a log to better track sound-related complaints, and is also looking to purchase a sound recorder to measure sound levels."

[Alliant Energy Center Commission Minutes of June 13, 2011](#)

"Tim Metcalfe has explained the John Nolen Centennial project to Center staff. Center staff believes the amphitheater proposed for Olin Park would fit nicely on Willow Island and be closer to parking."

[Alliant Energy Center Commission Minutes of March 9, 2009](#)

"AEC staff continues to work with the neighbors in the Lakeside neighborhood and Monona, regarding sound levels & notification for music on Willow Island. In 2009 it is anticipated that there will be fewer concerts on the Island."

[Alliant Energy Center Commission Minutes of September 8, 2008](#)

"Mr. Rick Marolt a neighbor of the Center appeared to discuss the noise from Willow Island events. He feels that the noise in general from Willow Island events is unreasonable. Sometimes it is OK and sometimes it is not. It seems to be better than prior years, however, one all day event had profanity and base that went on all day. The sound noise needs to get better. The last two events have been better. If a neighbor played music as loud as Willow Island events, it would be reported and turned down. He hopes the standards continue to improve. In response to a Supervisor Opitz's question, Mr Marolt indicated that some of his neighbors do not like the sound from Willow Island, some neighbors are neutral and some like the sound. Supervisor O'Loughlin discussed how the Airport handles noise complaints."

Below is a link to all the Alliant Energy Center Commission minutes from 2014 to 2003:

[Links to Alliant Energy Center Commission Meeting Agendas and Minutes 2014 to 2003](#)

Comments received from Donna Page (8/12/18):

To the Vision committee:

In all of your plans, I see no reference to noise abatement. Neighbors of the Center have long complained of various bands' decibel levels associated with events held at the Center. The bass sound permeates the surrounding area, way beyond Center perimeters, invading homes and yards and ears, every time there is an event there. It's inescapable and highly unpleasant.

Donna Page, a neighbor

Comments received from Rick Marolt (8/13/18):

Dear Committee Members,

I second Donna Page's concern (below). Many of us in the Bay Creek, Capital Heights, and Bram's Addition neighborhoods have been trying since at least 2004 to make the AEC more responsive to citizens' concerns about noise. It's now a long history of complaints and meetings and begging elected representatives for help — without results. Planning a future for the AEC without significant attention paid to noise reduction and noise management is unconscionable.

You do not exist to serve the County's budget. You exist to serve the citizens of Dane County. Please do.

regards,

Rick Marolt

Comments received from Sam Thomas (10/18/18):

I like most of what I've seen of the plans and my primary point of feedback relates to dining (food and drink) entertainment to be included with the plan. Currently, I'm only aware of a couple of food/drink options on John Nolen or the immediate area - those include the Coliseum bar and Wonder Bar.

If we are going to be totally revamping the AEC, I would love to see more restaurants and bars added to the area. Let's make this part of town more of a destination where people can gather and enjoy spending time together vs. an area where you go only for specific events. As a young homeowner, my family and I would love to have more options for dining or going out within walking distance of our home.

I do believe some new restaurant plans are already scoped in the project, I just wanted to reiterate my desire and hope that it can come to fruition.

Thanks for listening,

Sam