



ALLIANT ENERGY CENTER
REDEVELOPMENT COMMITTEE
FEBRUARY 17, 2020

AGENDA

1. Introductions & Election of Officers
2. AEC Progress Update
3. Schematic Design Update & Discussion
4. Review 2020 AEC Redevelopment Committee Work Plan & Implementation Framework
5. Alliant Energy Center Survey
6. Destination District Task Force Update



Alliant Energy Center Redevelopment Committee

RUBEN ANTHONY

Urban League of Greater Madison

TERESE BERCEAU

County Executive appointee

REP. SHELIA STUBBS

Wisconsin State Assembly

SHARON CORRIGAN

Alliant Energy Center

ALDER SHERI CARTER

City of Madison District 14
Common Council

HEATHER STOUDE

Madison Planning & Development

TOM DECHANT

Resident of the neighborhood

DEB ARCHER

Destination Madison

BREWER STOUFFER

Roman Candle Pizza

GARY WOLTER

Madison Gas & Electric

ROB CRAIN

Alliant Energy Center Corporation

SUPV. DAVE RIPP

Dane County Board of Supervisors

SUPV. PATRICK MILES

Dane County Board of Supervisors



PRELIMINARY DESIGN – 2019 RECAP

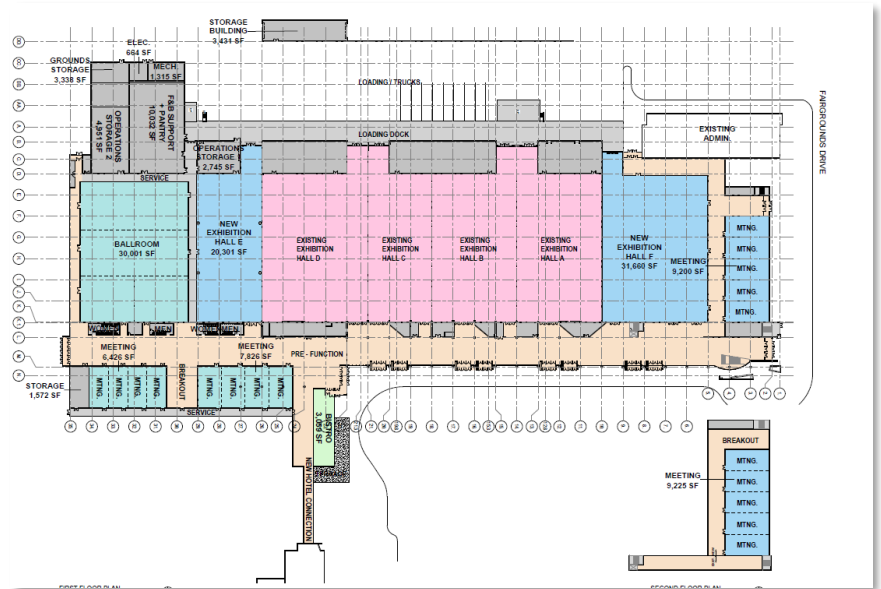
Built upon the Master Plan by providing more detail on functionality and space needs for all Phase 1 elements

- Provided preliminary findings for the design and cost estimates
- Revealed more detailed factors related to design and programming that must be considered in addition to cost factors
- Determined that design revisions were needed due to inflation from delayed construction and significant structural costs for a two-story building
- Directed that schematic design evaluate a single story addition with a build-to budget and construction year of 2023



2020 SCHEMATIC DESIGN

- Currently focused only on Exhibition Hall expansion as the primary Phase 1 element
- Evaluating potential Exhibition Hall layouts that deliver the best ROI and greatest economic impacts
- All-in design to budget of \$80 million
- Will discuss other Phase 1 improvements later this year once Exhibition Hall design and budget are known



Donald Grinberg, FAIA



STRANG Perkins&Will

Schematic Design Update

By: Strang

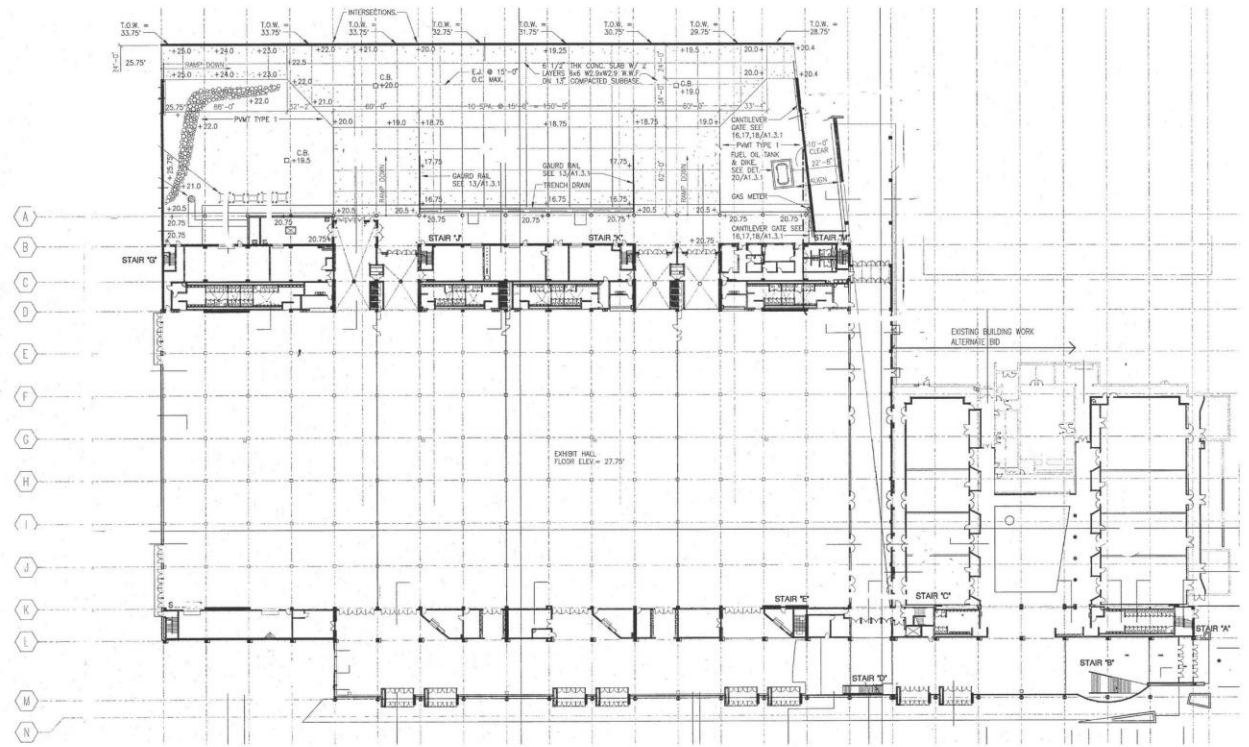
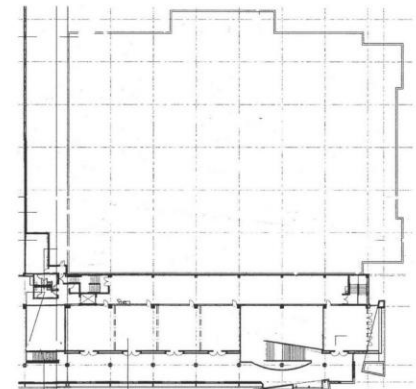


EXHIBIT LEVEL EXISTING FLOOR PLAN

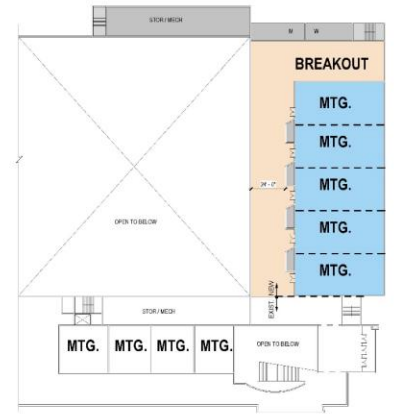
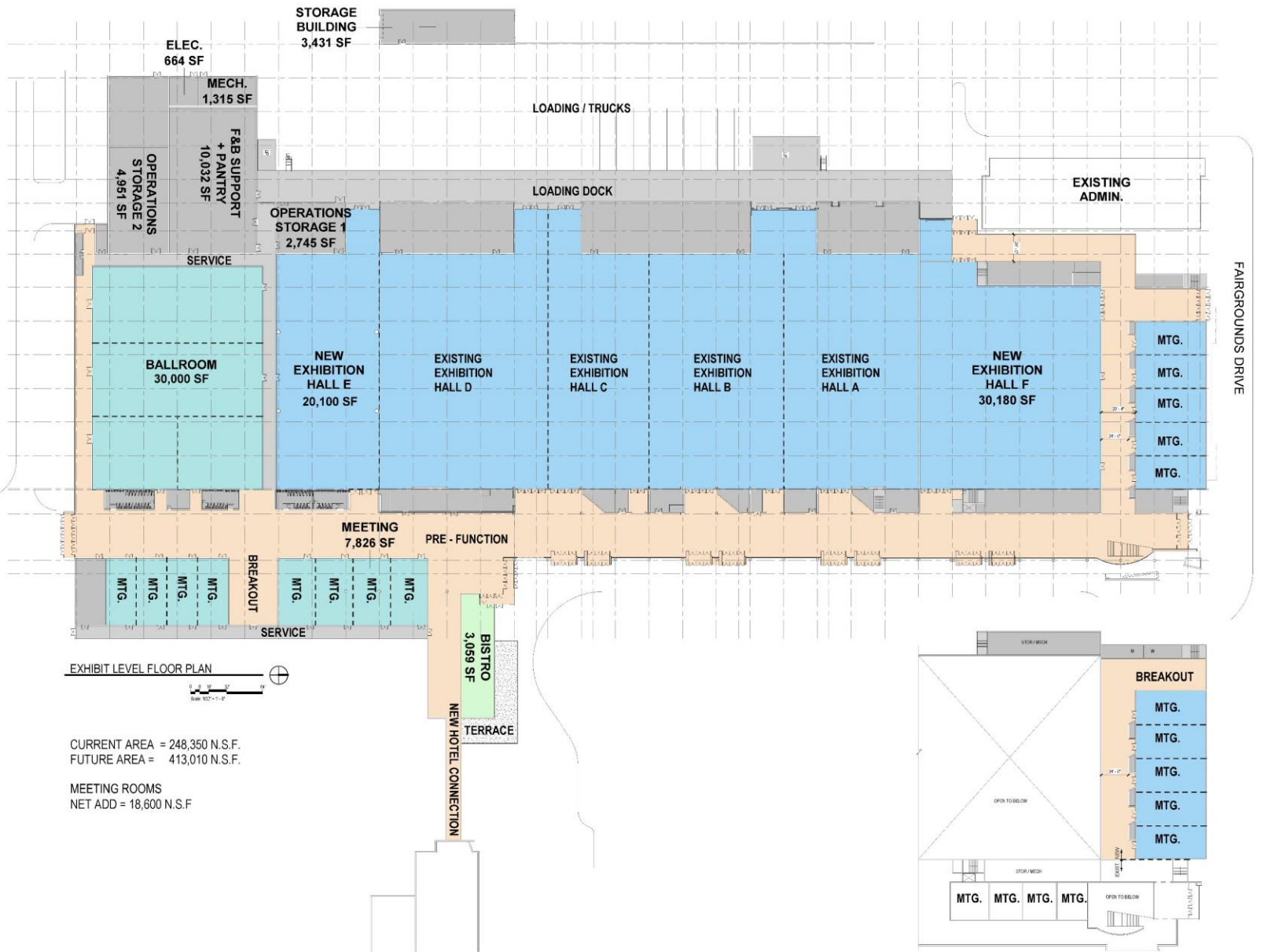


EXISTING AREA = 248,350 N.S.F.



MEZZANINE LEVEL EXISTING FLOOR PLAN








EXPOSITION CENTER
 Dane County - Alliant Energy Center
 02/12/20

FLOOR PLANS - OPTION 7.1A

MEZZANINE LEVEL FLOOR PLAN

Scale: 1" = 12'-0"

IMPLEMENTATION FRAMEWORK

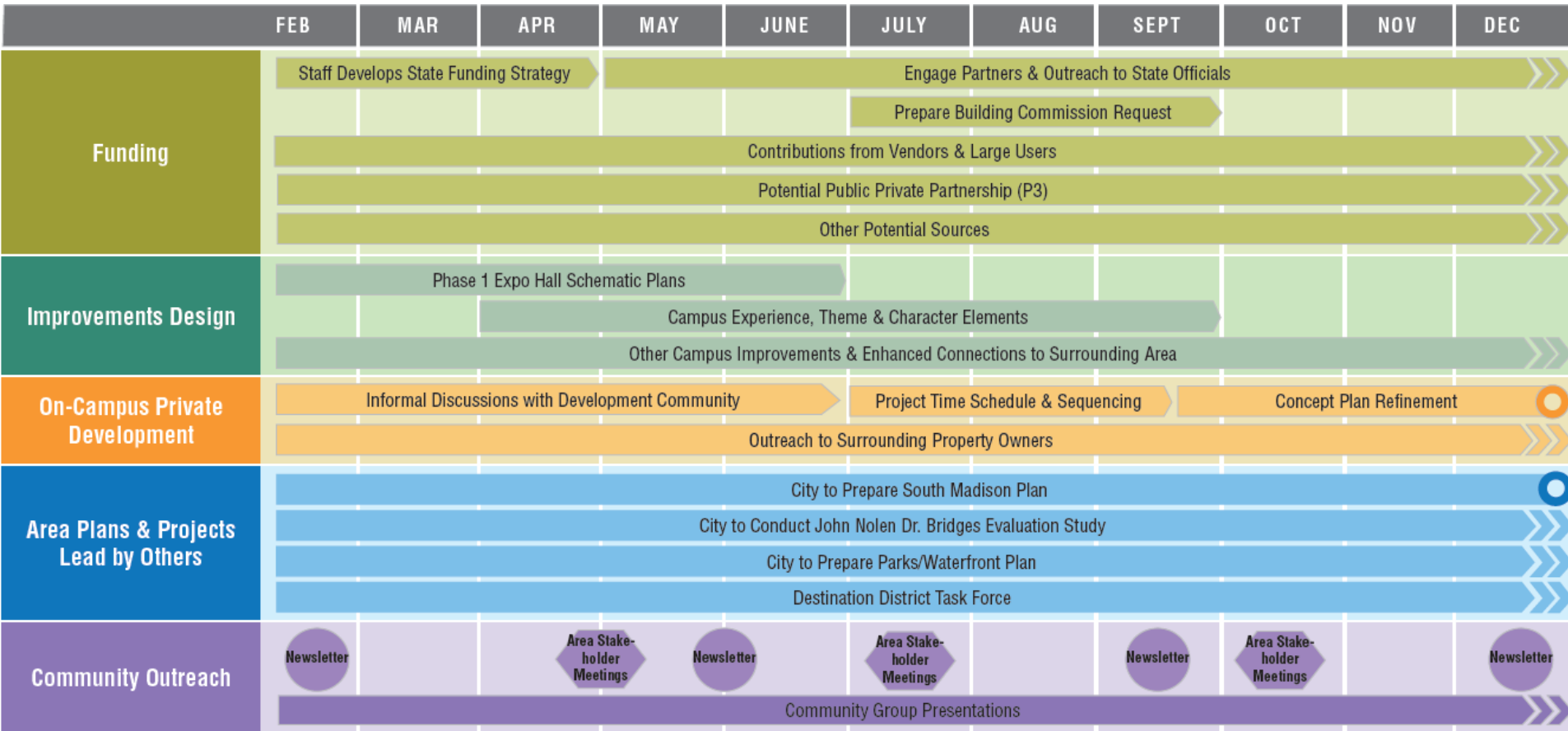
ORGANIZATIONS	2020	2021	2022	2023	2024	2025 - 28
 <p>County/Alliant Energy Center Redevelopment Committee</p>	<ul style="list-style-type: none"> Finalize funding for Phase 1 Complete Phase 1 Schematic Design Broaden understanding and importance of Phase 1 expansion and Destination District throughout Dane County Advance headquarters hotel to be built with Phase 1 Prepare Campus Experience Plan 	<ul style="list-style-type: none"> Secure State Funding Design Development Prepare RFP Private Development in Core Area 	<ul style="list-style-type: none"> Prepare Design and Construction Private Development for Sub Area 	<ul style="list-style-type: none"> Construct Lead Elements: <ul style="list-style-type: none"> Exhibition Hall expansion and concurrent improvements HQ Hotel 	<ul style="list-style-type: none"> Preliminary Design for Remaining Elements: <ul style="list-style-type: none"> Arena Replacement & New Show Ring Plaza Replacement Parking & Stormwater 	<ul style="list-style-type: none"> Complete Lead Elements Final Design & Construction of Remaining Elements Construction of Mixed-use Hub
 <p>City of Madison</p>	<ul style="list-style-type: none"> Prepare South Madison Plan John Nolen Drive Bridges Evaluation Study Law Park Plan 	<ul style="list-style-type: none"> John Nolen Drive Bridge Improvement Design Implement South Madison Plan (Park Plans, TIF, etc.) 	<ul style="list-style-type: none"> Annexation Implement South Madison Plan 	<ul style="list-style-type: none"> Construct Nolen Bridge improvements Implement South Madison Plan 		
 <p>Destination District Task Force</p>	<ul style="list-style-type: none"> Prepare Video and Outreach Coordinate with Parks Department & South Madison Plan Identify & Engage Additional Champions Developer /Property Owner Advancement in Surrounding Area 					

COMMUNICATION GOALS	COMMUNICATION TASKS	2020	2021	2022	2023	2024 - 25
1 General Awareness / Elevate the District as a Next Big Thing	<ul style="list-style-type: none"> Core Messages & Beliefs that Support Communication Goals 		Community Presentations			
2 Support Phase 1 Funding	<ul style="list-style-type: none"> Target Audience Identification & Assessment 	State Budget	Community Support for Local Investment	Private Partners Engagement		
3 Southside Community Involvement	<ul style="list-style-type: none"> Spokesperson Identification and Prep Message Delivery to Target Audiences 	Public and Private Leadership Role Discussions	Southside Leadership Involvement			
4 Develop Relationships with Potential Users & Investors	<ul style="list-style-type: none"> Progress Assessment and Revision 	Vendor & Major Event Outreach	Private Developer Outreach & RFP	Various Meetings		

WORKING DRAFT
 PREPARED BY VANDEWALLE & ASSOCIATES
 & WOODS COMMUNICATIONS
 Date: 10.11.19



ALLIANT ENERGY CENTER REDEVELOPMENT COMMITTEE WORK PLAN 2020

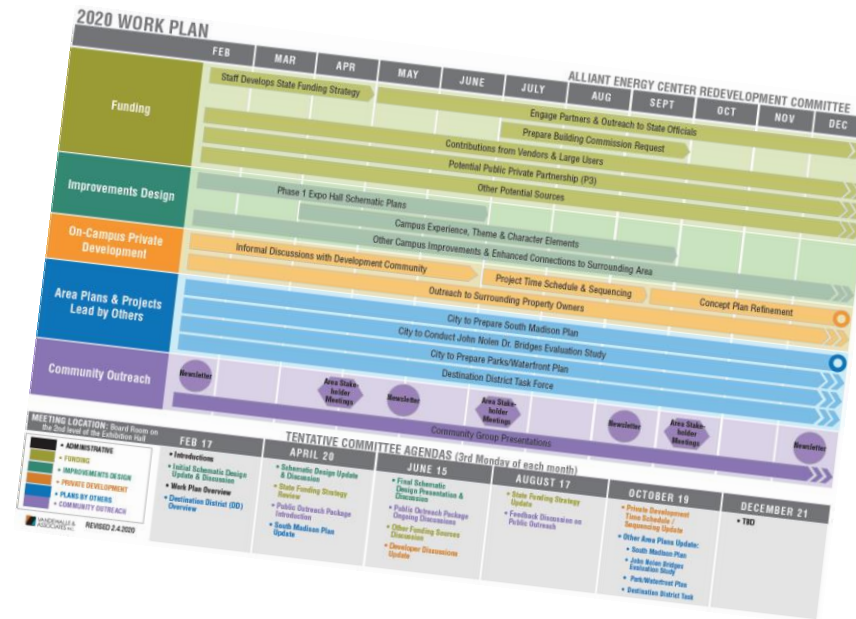


TENTATIVE COMMITTEE AGENDAS (3rd Monday of each month)

MEETING LOCATION: Board Room on the 2nd level of the Exhibition Hall	FEB 17	APRIL 20	JUNE 15	AUGUST 17	OCTOBER 19	DECEMBER 21
<ul style="list-style-type: none"> ADMINISTRATIVE FUNDING IMPROVEMENTS DESIGN PRIVATE DEVELOPMENT PLANS BY OTHERS COMMUNITY OUTREACH 	<ul style="list-style-type: none"> Introductions Initial Schematic Design Update & Discussion Work Plan Overview Destination District (DD) Overview 	<ul style="list-style-type: none"> Schematic Design Update & Discussion State Funding Strategy Review Public Outreach Package Introduction South Madison Plan Update 	<ul style="list-style-type: none"> Final Schematic Design Presentation & Discussion Public Outreach Package Ongoing Discussions Other Funding Sources Discussion Developer Discussions Update 	<ul style="list-style-type: none"> State Funding Strategy Update Feedback Discussion on Public Outreach 	<ul style="list-style-type: none"> Private Development Time Schedule / Sequencing Update Other Area Plans Update: <ul style="list-style-type: none"> South Madison Plan John Nolen Bridges Evaluation Study Park/Waterfront Plan Destination District Task 	<ul style="list-style-type: none"> TBD

KEY WORK PLAN TASKS

- Submit state funding request in September
- Complete schematic design
- Prioritize other campus improvements
- Evaluate other funding sources
- Monitor area development
- Monitor City of Madison South Madison Plan and Parks Plan
- Ongoing coordination with Destination District Task Force
- Increase community awareness and support



DESTINATION DISTRICT TASK FORCE UPDATE

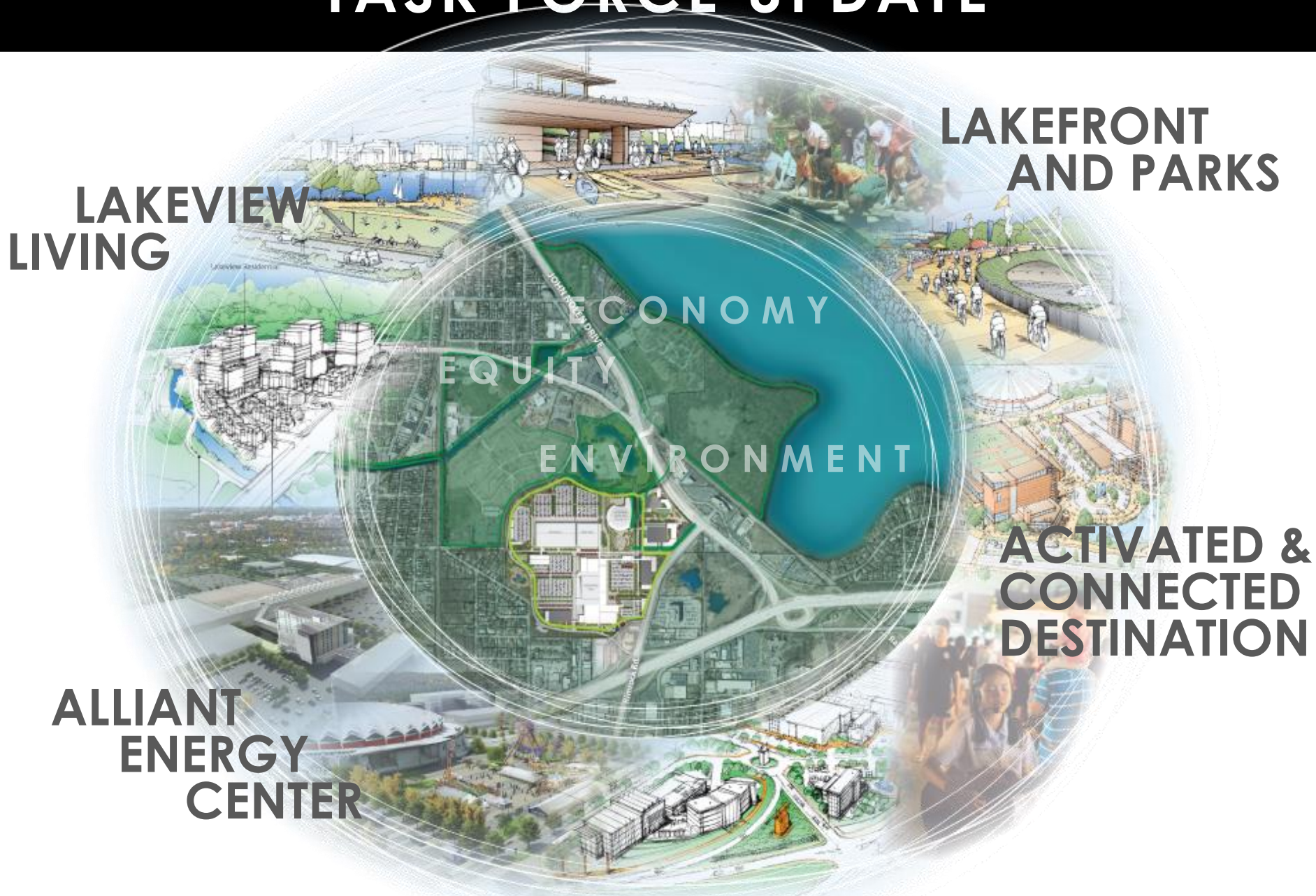
**LAKEVIEW
LIVING**

**LAKEFRONT
AND PARKS**

**ECONOMY
EQUITY
ENVIRONMENT**

**ACTIVATED &
CONNECTED
DESTINATION**

**ALLIANT
ENERGY
CENTER**



ALLIANT ENERGY CENTER REDEVELOPMENT APRIL 20, 2020 COMMITTEE MEETING

Tentative Agenda

1. Schematic Design Update & Discussion
2. State Funding Strategy Review
3. Public Outreach Package Introduction
4. South Madison Plan Update