



# ALLIANT ENERGY CENTER REDEVELOPMENT COMMITTEE

NOVEMBER 18, 2019

# AGENDA

1. Preliminary Design Update
2. Overview & Discussion of Vision Foundations and Goals
3. Communications Update
4. WisDOT Meeting Update
5. AEC Redevelopment Committee 2020 Framework





# Alliant Energy Center Master Plan



# Alliant Energy Center Master Plan



**A.** Exhibition Hall Expansion

**B.** Plaza & New Arena Building

**C.** Mixed-Use Private Development

**D.** Ring Rd. with Beltline/Rusk Ave. Access

**E.** Stormwater Improvements & Structured Parking

**F.** "Green" Connections Through Parking Areas

# VISION

## Vision Statement

***The Alliant Energy Center is a key regional asset that serves as a dynamic convening campus providing an exceptional and authentic experience for the community and visitors alike. The seamlessly integrated campus serves as a catalyst for a vibrant destination district driving tax base growth and increased access to economic opportunity for area residents.***

# Vision Foundations:

## AEC Primary Role and Market Focus

The AEC campus will continue to serve as the region's premier, multi-venue expo, convention, and event destination, providing the regional community with a place to:

- **GATHER** for major events
- **SHARE** and gain Knowledge
- **ATTRACT** visitors from around the country and world



## Impact and Return on Investment

The AEC has significant economic and community impact, and as a goal will continue to operate with revenues exceeding expenses. Community and financial return on investment will be a crucial decision criterion for making improvements to meet the diversifying needs of the convening industry and growing regional community. Developing public-private partnerships will be critical for funding large-scale improvements.



## Vision Foundations:

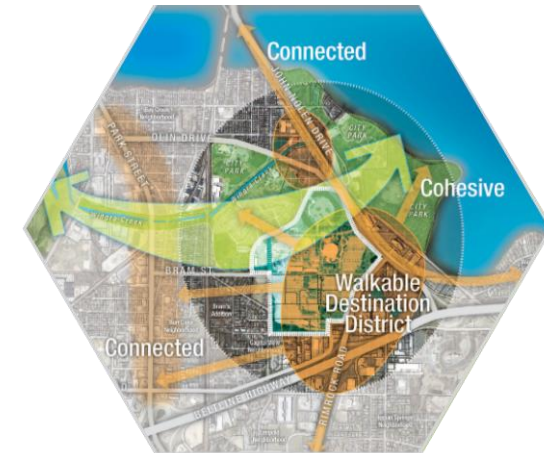
### Walkable Destination District

The Campus will integrate additional hotels, food, beverage, retail and entertainment establishments, a range of employment opportunities, and new housing on or around the AEC campus. Together these will build a critical mass of activity that will benefit visitors and the community.



### Connected & Cohesive

The AEC campus area and Dane County community will benefit by improving ties between on-site facilities, integrating the campus into a recognizable district, strengthening linkages to surrounding neighborhood destinations, and seamlessly connecting the AEC to the Lake and Downtown.





# Vision Foundations:

## Equity & Access

**The campus will be welcoming and a valued asset to our county's diverse communities and cultures** through an approachable design character, improving access through the campus district connecting the Park Street Corridor Neighborhoods to the lakefront, incorporating improved transit connections and being a catalyst for increased economic viability and employment opportunities.



---

## Sustainability

**The AEC will prioritize sustainability objectives** including managing stormwater for lake quality by showcasing the area watersheds' model technologies and practices throughout the improved campus, facilitating alternative transportation improvements and services for district employees, residents and visitors, and integrating on-site renewable energy production.



## Vision Foundations:

### Transit & Multimodal Oriented

As a major regional destination and auto gateway to the downtown, facilitate enhanced transit service and emerging transportation technologies to serve a growing employment district, and improve transit connections to the downtown for visitors and area residents.



### An Authentic Madison and Wisconsin Experience

The AEC campus experience will embrace the authentic flavor of the region, weaving in the lakes, the natural landscape, local food, and bike culture of the region.

- **The AEC can showcase the State of Wisconsin's agricultural diversity** and can provide locally produced food offerings for events.
- **Enhancing the City of Lakes presence through strong connections to the lakefront**, a lakes theme and integration of lakeside experiences.
- **AEC grounds become a bike trailhead** making riding downtown, enjoying the Capitol City Trail or Lake Loop a must-do AEC visitor experience.



# VISION FOUNDATIONS

Provide the core planning objectives upon which the Master Plan and long-term implementation efforts will be built



**AEC Primary Role and Market Focus**



**Connected and Cohesive**



**Sustainability**



**Impact and Return on Investment**



**Equity and Access**



**Transit and Multi-Modal Oriented**

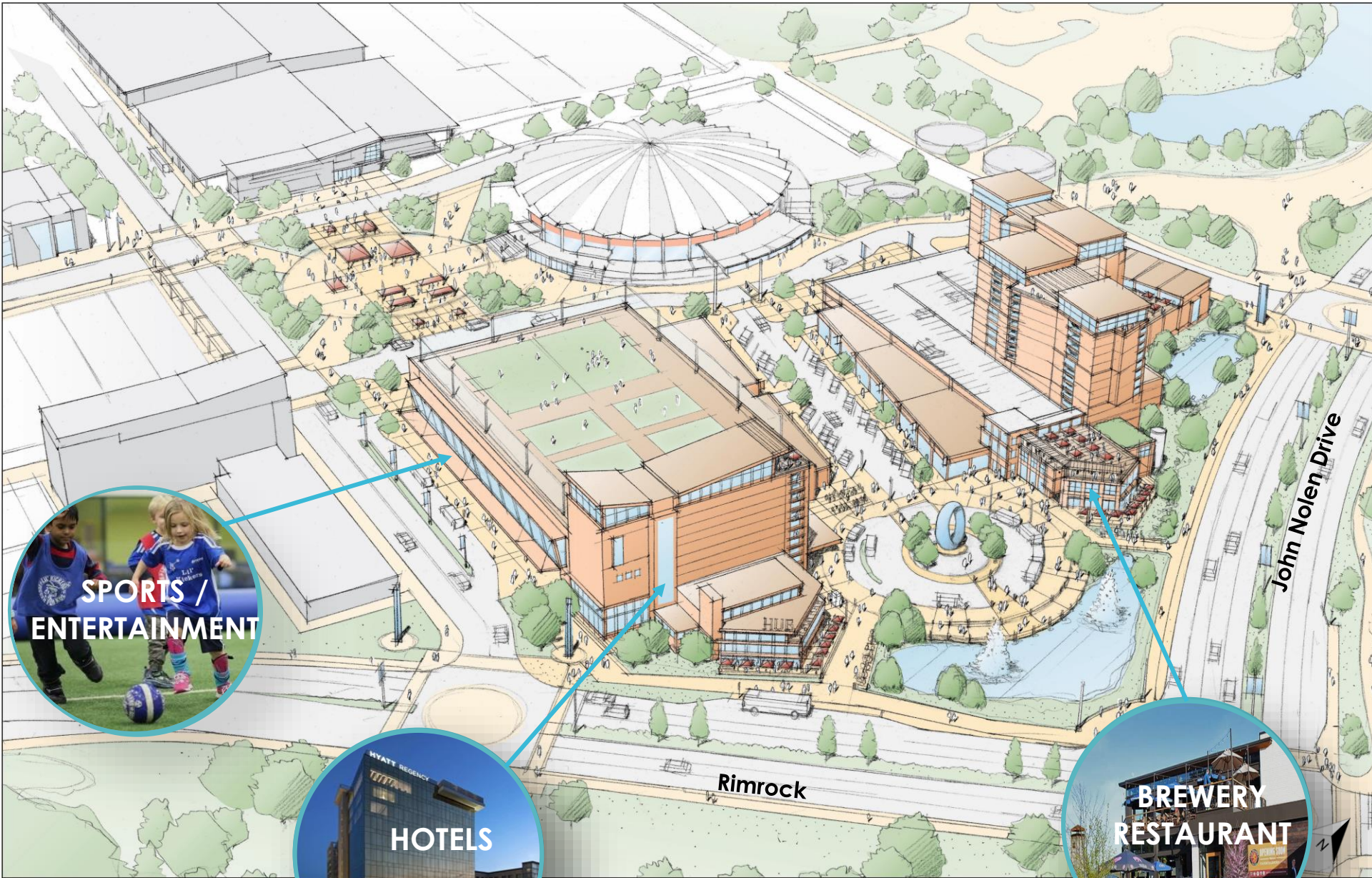


**Walkable Destination District**



**Authentic Madison Region and Wisconsin Experience**

# THE CORE



**SPORTS /  
ENTERTAINMENT**

**HOTELS**

**BREWERY  
RESTAURANT**

Rimrock

John Nolen Drive



**WATERFRONT/  
GARDEN WALKWAY**

**LAKESIDE**

**Office**

**SCULPTURE  
PARK**

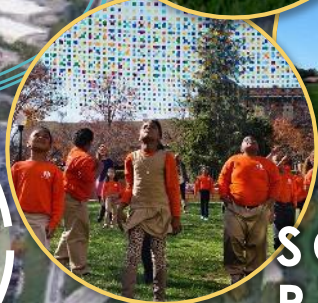
*To Quann Park*

**WILLOW  
ISLAND**

**CORE**

**KID ZONE**

**RESTAURANT**



# UNIVERSITY & DOWNTOWN

# LAKEFRONT

# SOUTHSIDE COMMUNITY



HEALTH CARE DISTRICT

BAY CREEK

WINGRA CREEK DEVELOPMENT

ALLIANT ENERGY CENTER

BRIDGE-LAKEPOINT

SOUTH PARK

CAPITOL VIEW HEIGHTS

WAUNONA

BURR OAKS

BRAM'S ADDITION

BELTLINE HIGHWAY

MATC

NOVATION CAMPUS

MOORLAND RIMROCK

BELTLINE HIGHWAY

RIMROCK

# SOUTHSIDE COMMUNITY

INDIAN SPRINGS

HIGHLAND MANOR

PARK STREET

JOHN NOLAN DRIVE

PARK STREET

# DESTINATION DISTRICT UPDATE

**LAKEVIEW  
LIVING**

**LAKEFRONT  
AND PARKS**

**ECONOMY  
EQUITY  
ENVIRONMENT**

**ACTIVATED &  
CONNECTED  
DESTINATION**

**ALLIANT  
ENERGY  
CENTER**



# DESTINATION DISTRICT TASK FORCE

**SUPV. SHARON CORRIGAN**

Dane County Board of Supervisors

**DEB ARCHER**

Destination Madison

**ROB CRAIN**

Alliant Energy Corporation

**ALDER SHERI CARTER**

City of Madison District 14  
Common Council

**PAM CHRISTENSON**

Madison Gas & Electric

**CHRIS PATTON**

Wisconsin Dept of Administration

**MIKE VICTORSON**

M3 / Chamber

**BREWER STOUFFER**

Roman Candle Pizza

**LESLIE ORRANTIA**

City of Madison, Deputy Mayor

**ISADORE KNOX**

South Metropolitan Planning Council

**JUSTICE CASTAÑEDA**

Common Wealth

**ROB GOTTSCHALK**

Vandewalle & Associate



# WisDOT Meeting Update



# DESTINATION CONNECTION OPTIONS



**Land Bridge**  
The Gathering Place – Tulsa, OK



**Pedestrian Underpass**  
Iris Avenue – Boulder, CO






**Signature Bridge**  
Harbor Drive – San Diego, CA



**Green Bridge**  
New York High Line – New York, NY

# IMPLEMENTATION FRAMEWORK

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

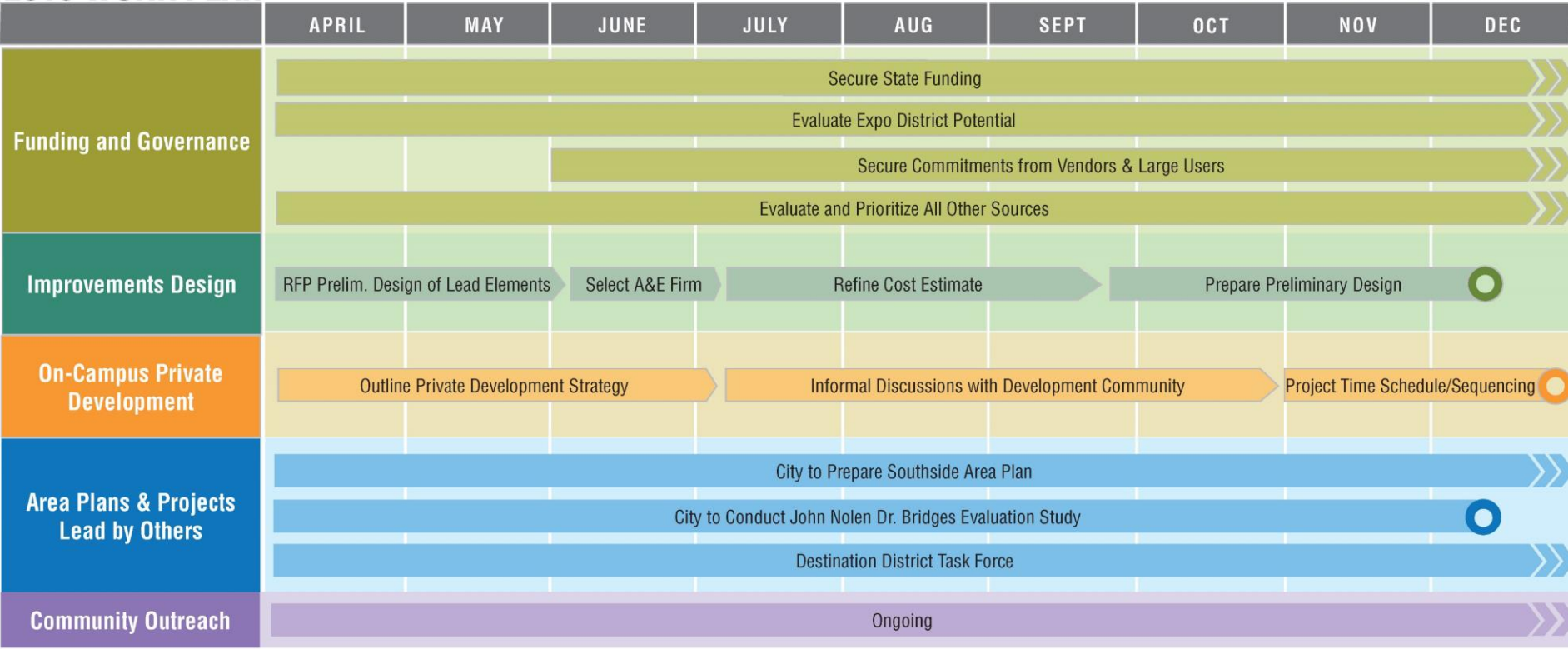
COMMUNICATION GOALS	COMMUNICATION TASKS	2020	2021	2022	2023	2024 - 25
1 General Awareness / Elevate the District as a Next Big Thing	<ul style="list-style-type: none"> <li>Core Messages &amp; Beliefs that Support Communication Goals</li> </ul>		Community Presentations			
2 Support Phase 1 Funding	<ul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

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



# 2019 WORK PLAN

# ALLIANT ENERGY CENTER REDEVELOPMENT COMMITTEE



## TENTATIVE COMMITTEE AGENDAS (3rd Monday of each month)

MEETING LOCATION: Board Room on the 2nd level of the Exhibition Hall

- ADMINISTRATIVE
- FUNDING AND GOVERNANCE
- IMPROVEMENTS DESIGN
- PRIVATE DEVELOPMENT
- PLANS BY OTHERS

	APRIL 15	MAY 20	JUNE 17	JULY 15	AUG	SEPT 16	OCT 21	NOV 18	DEC 16
• <b>Administrative</b>	• Introductions and Communicate Purpose	• Overview of Funding Options	• Breakout Panel Discussions:	• Breakout Panels Follow-up Discussions	- NO FULL COMMITTEE MEETING -	• Breakout Panels Follow-up Discussions	• Funding Strategy Discussions	• Funding Strategy Discussions	• Funding Strategy Discussions
• <b>Funding and Governance</b>	• Master Plan Overview	• Overview of Expo Districts	• Project Messaging	• City South Side Plan Update	• Breakout Panel Discussions:	• Preliminary Design Update	• City Nolen Bridges Update	• Preliminary Plan Update	• Private Development Time Schedule / Sequencing Update
• <b>Improvements Design</b>	• Preliminary Design Overview		• Corporate Outreach	• Outline of Private Development Strategy	• Project Messaging		• DD Update	• City South Side Plan Update	
• <b>Private Development</b>	• Destination District (DD) Overview		• Local Tax Options	• DD Update	• Corporate Outreach		• Developer Discussions Update		
• <b>Plans by Others</b>	• State Funding Update				• Local Tax Options				
	• Work Plan Overview								

VANDEWALLE & ASSOCIATES INC. REVISED 7.29.19



# REDEVELOPMENT COMMITTEE MEETING