



ALLIANT ENERGY CENTER REDEVELOPMENT COMMITTEE

APRIL 15, 2019

AGENDA

1. Intro & Committee Purpose
2. Master Plan Overview
3. Preliminary Design Overview
4. Destination District Overview
5. Work Plan Overview



MASTER PLANNING PROCESS OVERVIEW



BACKGROUND

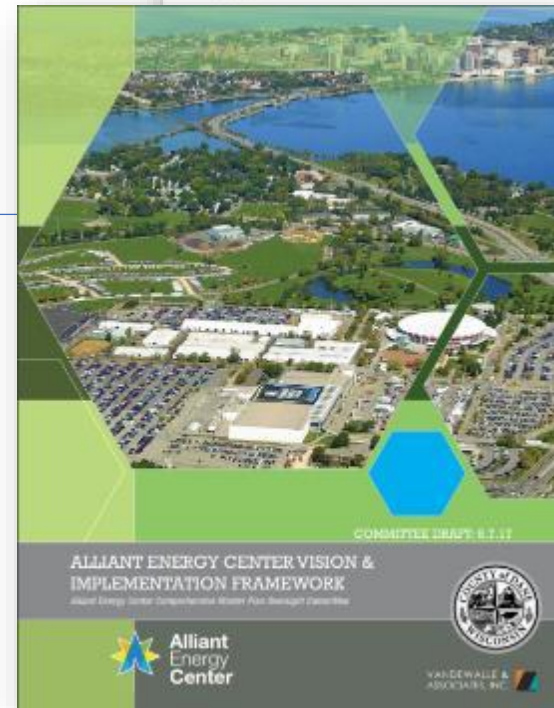
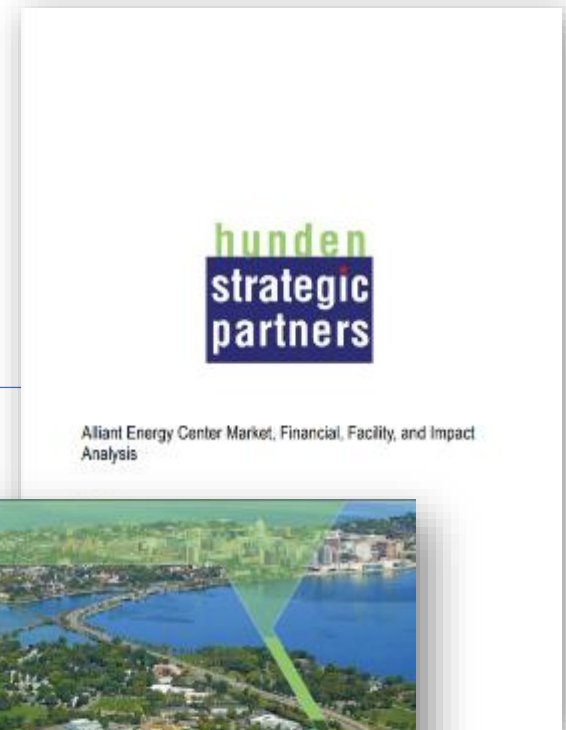
From Past to Present

Alliant Energy Center Market, Financial, Facility, and Impact Analysis, 2017

- Identified the AEC's current **economic impact and potential improvements to AEC facilities** and their associated costs and impacts.

Alliant Energy Center Vision & Implementation Framework, 2017

- **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.
- The Vision Framework **included seven vision foundations** that are to be the **core elements upon which the Campus Master Plan** and long-term implementation efforts will be built.



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

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

ALLIANT ENERGY CENTER CAMPUS MASTER PLAN, 2018

- 9-month planning process that **builds off the Market, Financial, Facility, and Impact Analysis** and **Vision and Implementation Framework** previously completed by the Oversight Committee.
- Addresses and **balances the desired vision for the campus** with the evolving needs of visitors, convening industry, and growing regional community.
- Presents **a clear roadmap for improvements** to the campus and facilities over the near and long term.
- **Phased approach** to public and private improvements.



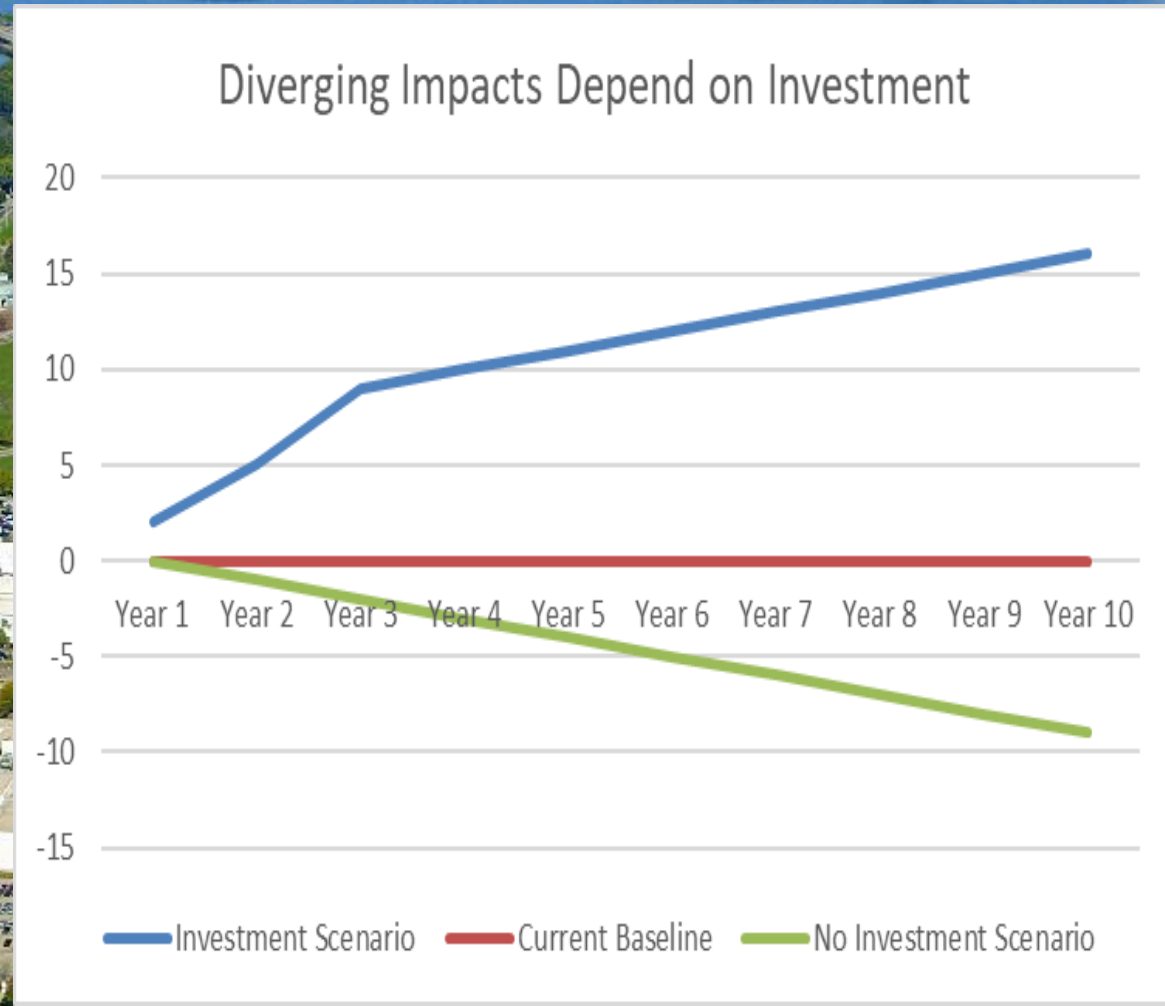
ALLIANT ENERGY CENTER ECONOMIC IMPACT

In 2016, the 169-acre Alliant Energy Center Campus:

- Hosted over **400 events**
- Welcomed over **800,000 attendees**
- Generated **177,000 room nights**
- Spurred **\$76 million in spending**
- **Operating revenues exceeded expenses**

ALLIANT ENERGY CENTER TODAY

1. Self-sustaining
2. Users outgrowing facilities
3. Do nothing is unsustainable



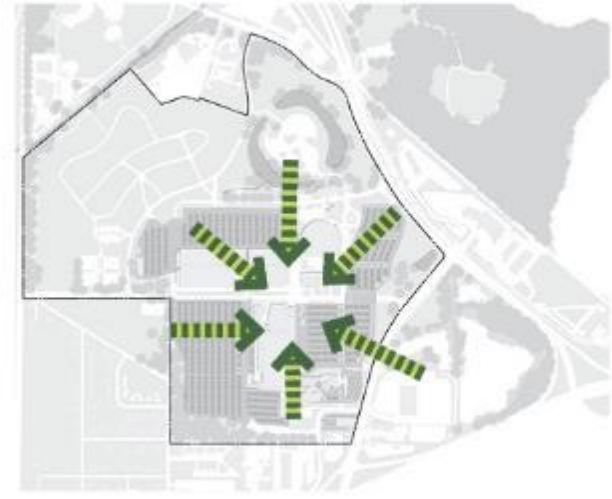
MASTER PLAN BIG IDEAS



the ring road

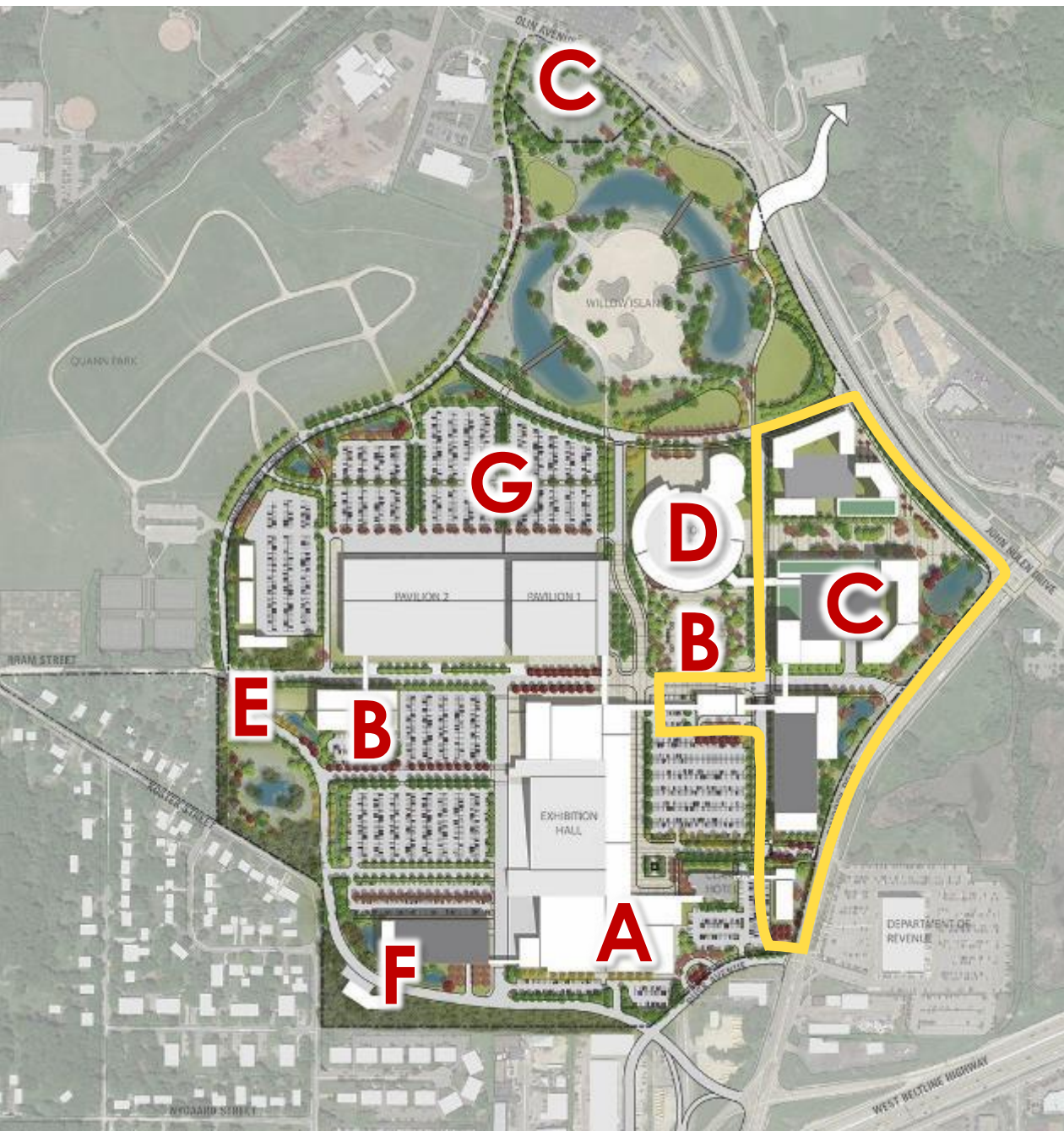


reinforce the heart



green linkages

ALLIANT ENERGY CENTER CAMPUS MASTER PLAN



A. EXHIBITION HALL EXPANSION

B. CENTRAL PLAZA AND NEW ARENA BUILDING

C. MIXED-USE PRIVATE DEVELOPMENT

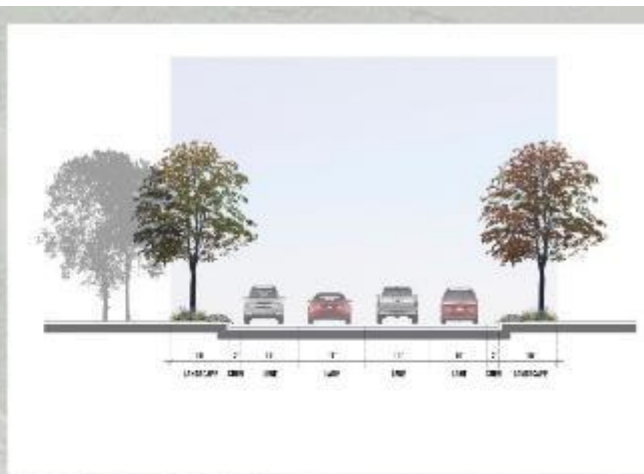
D. COLISEUM EXPANSION

E. RING RD WITH BELTLINE/RUSK AVE ACCESS

F. STORMWATER IMPROVEMENTS & STRUCTURED PARKING

G. "GREEN" CONNECTIONS THRU PARKING AREAS

CIRCULATION



PRIMARY CIRCULATION "RING" ROAD: TYPICAL SECTION

- PRIMARY CIRCULATION
- SECONDARY CIRCULATION
- VEHICULAR ENTRY
- IMPROVED INTERSECTIONS

PEDESTRIAN CONNECTIONS & LANDSCAPE IMPROVEMENTS

IMPROVED GREENWAY CONNECTION TOWARDS LAKE MONONA

PROVIDE CONNECTIVITY TO REGIONAL PARK SYSTEM

IMPROVE PUBLIC REALM CONNECTION TO COLISEUM AND WILLOW ISLAND

GATEWAY LANDSCAPING AND WAYFINDING

PUBLIC REALM IMPROVEMENTS TO CONNECT CAMPUS TO THE INTERSECTION OF RIMROCK AND JOHN NOLEN DRIVE

ENHANCED LANDSCAPING & PUBLIC REALM IMPROVEMENTS IN HEART OF CAMPUS

ADDITIONAL STORMWATER MANAGEMENT TO PROTECT ADJACENT PROPERTIES

NEW PLAZA AND DROP-OFF FOR EXHIBITION HALL EXPANSION

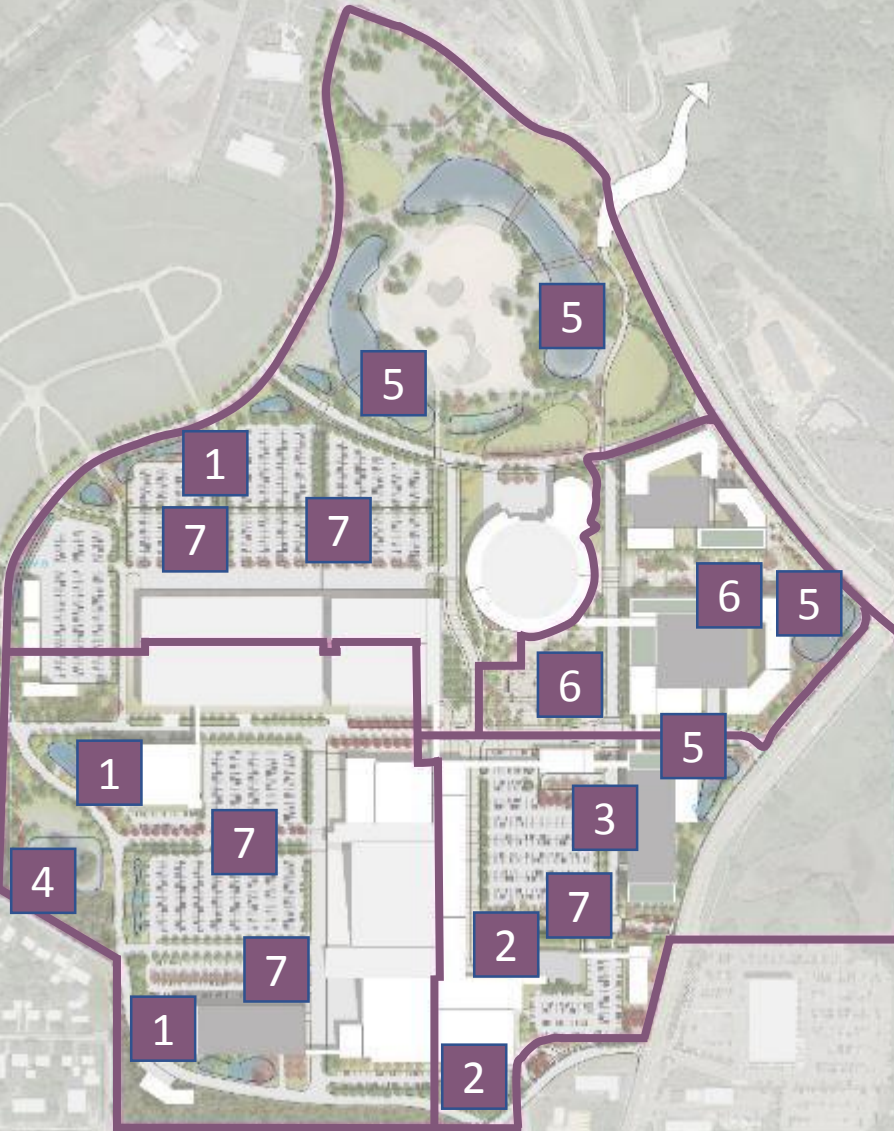


STORMWATER IMPROVEMENTS

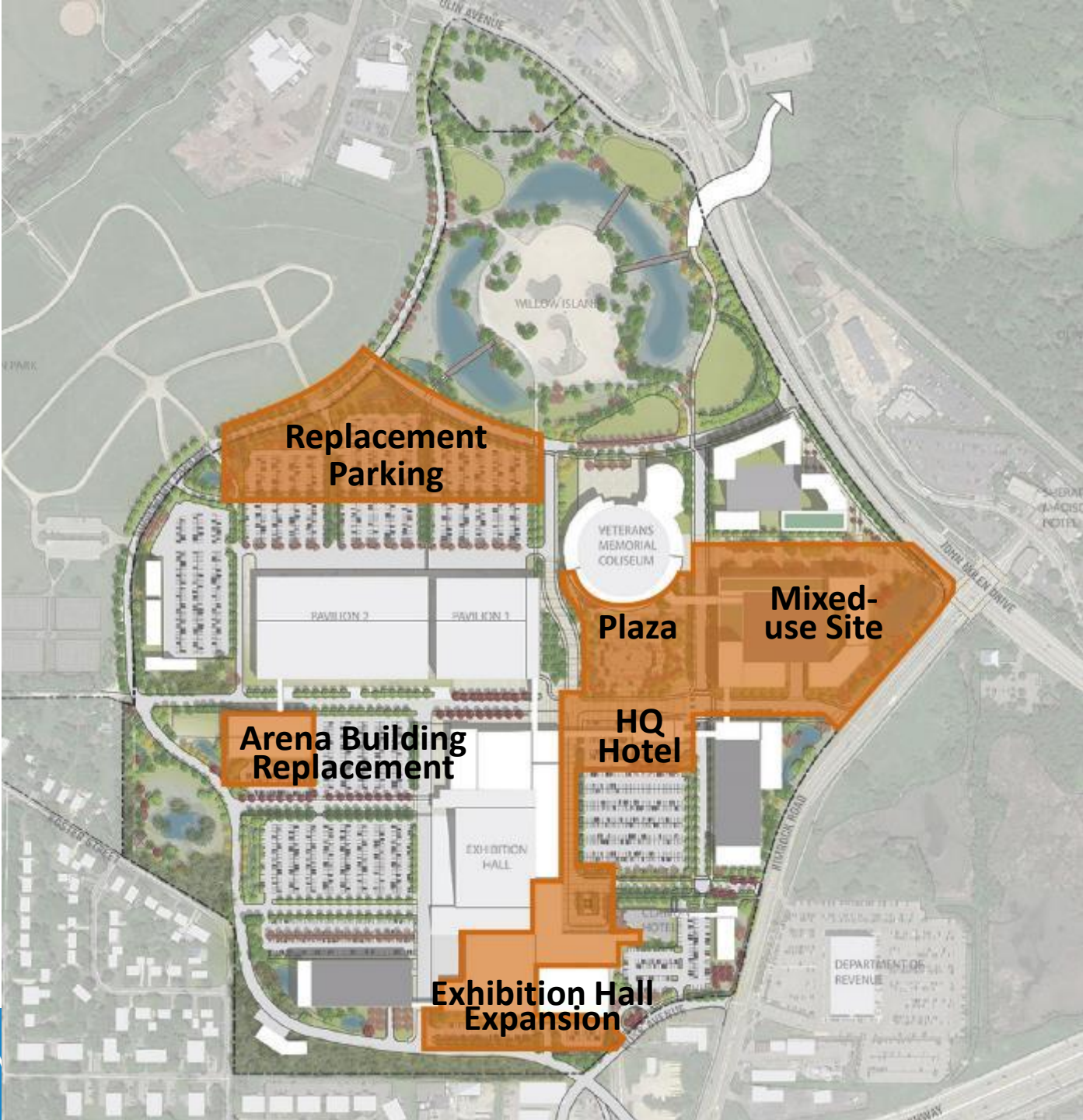
STORMWATER LEGEND

1. BIOSWALES AND INFILTRATION BASINS
2. POROUS PAVEMENTS
3. UNDERGROUND STORAGE
4. INFILTRATION BASINS
5. SURFACE PONDING
6. POROUS PAVEMENTS AND BIOSWALES
7. TREE TRENCHES

 DRAINAGE AREAS



PHASE 1 ELEMENTS



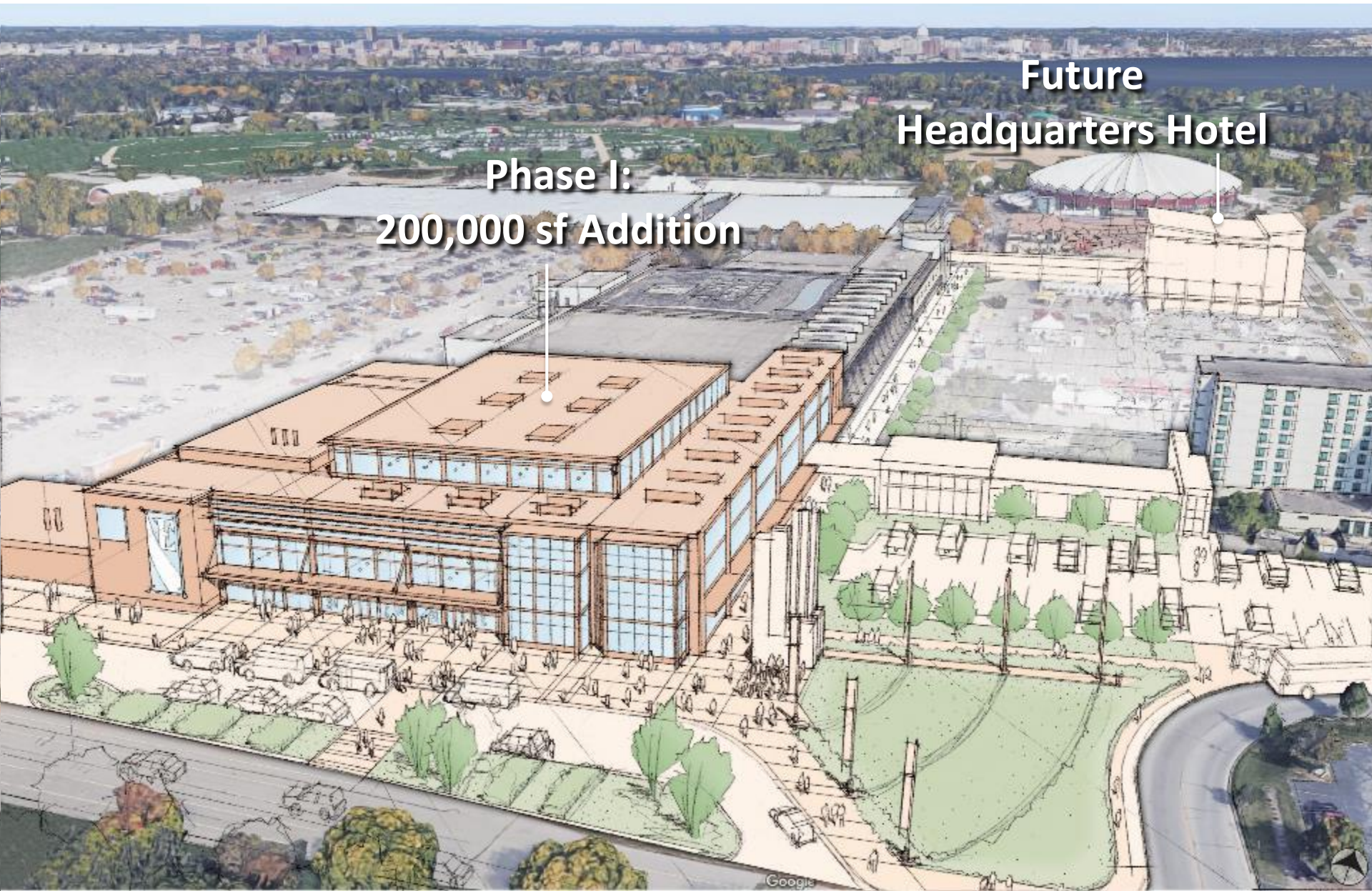
EXHIBITION HALL EXPANSION



Existing
Exhibition Hall

Existing
Clarion Hotel

EXHIBITION HALL EXPANSION



Phase I:
200,000 sf Addition

Future
Headquarters Hotel

PHASE 1 COST ASSUMPTIONS

Impact & Cost Scenario Assumptions

Public Facilities

Cost (000s)

| | | |
|-------------------------------------|----------------------------------|-----------------|
| Gateway Plaza | All | \$ 2,717 |
| Roadway & Stormwater Improvements | All | \$ 3,400 |
| Arena | Show Ring | \$ 7,242 |
| Exhibition Center Expansion Phase I | South 50k Exhibit + 24k Ballroom | \$ 77,395 |
| Total Public Facilities | | \$90,753 |

Source: HSP, P+W

hunden
strategic
partners

PHASE 1 COST ASSUMPTIONS

Impact & Cost Scenario Assumptions

| Private Facilities | Cost (000s) |
|--|------------------|
| Full-Service Convention Hotel (300 rooms) | \$ 89,339 |
| 180-Key Hotel | \$ 46,800 |
| Parking Ramp (1,150 spaces on 3 levels) | \$ 24,276 |
| Restaurant/Retail/Off Development (57kSF + 26k Office) | \$ 18,002 |
| Office (26,000SF above retail/rest) | incl above |
| Residential Phase I (180 Units) | \$ 27,000 |
| Total Private Facilities | \$205,417 |

PHASE 1 ECONOMIC IMPACTS

| | LEAD ELEMENTS | OTHER ELEMENTS | TOTAL |
|---------------------------|---------------|----------------|----------------|
| One-Time Impacts | | | |
| Public Construction Cost | \$ 77,395,000 | \$ 13,358,000 | \$ 90,753,000 |
| Private Construction Cost | \$ 89,339,000 | \$ 116,078,000 | \$ 205,417,000 |
| Construction Jobs | 857 | 2,423 | 3,280 |
| Permanent Jobs* | 338 | 1,071 | 1,409 |

| | | | |
|-----------------------------|------------|--------------|--------------|
| Net Annual Impacts** | | | |
| AEC Operating Revenue | \$ 940,000 | | \$ 940,000 |
| Lodging Room Nights | 46,716 | | 46,716 |
| County Sales Tax | \$ 54,000 | \$ 115,000 | \$ 169,000 |
| City Lodging Tax | \$ 444,000 | \$ 484,000 | \$ 928,000 |
| Total Property Tax | \$ 654,000 | \$ 1,084,000 | \$ 1,738,000 |
| County Share of Prop.Tax | \$ 85,020 | \$ 140,920 | \$ 225,940 |



PHASE 1 OUTCOMES

VISITORS



- Increase **day trips** to Dane County by **108%**
- Increase **room nights** to Dane County by **59%**
- **\$3.5 billion** in new spending in Dane County over the next 30 years



TAX BASE AND JOBS

- The **\$90 million in public investment** will trigger more than **\$205 million in private investment** on the campus for the first phases alone
- Generate nearly **\$3 million** in annual local property, sales, and lodging taxes
- Create **1,400 new** full-time ongoing **jobs**
- Leverage **\$175 million** in off-campus private investment in a Destination District

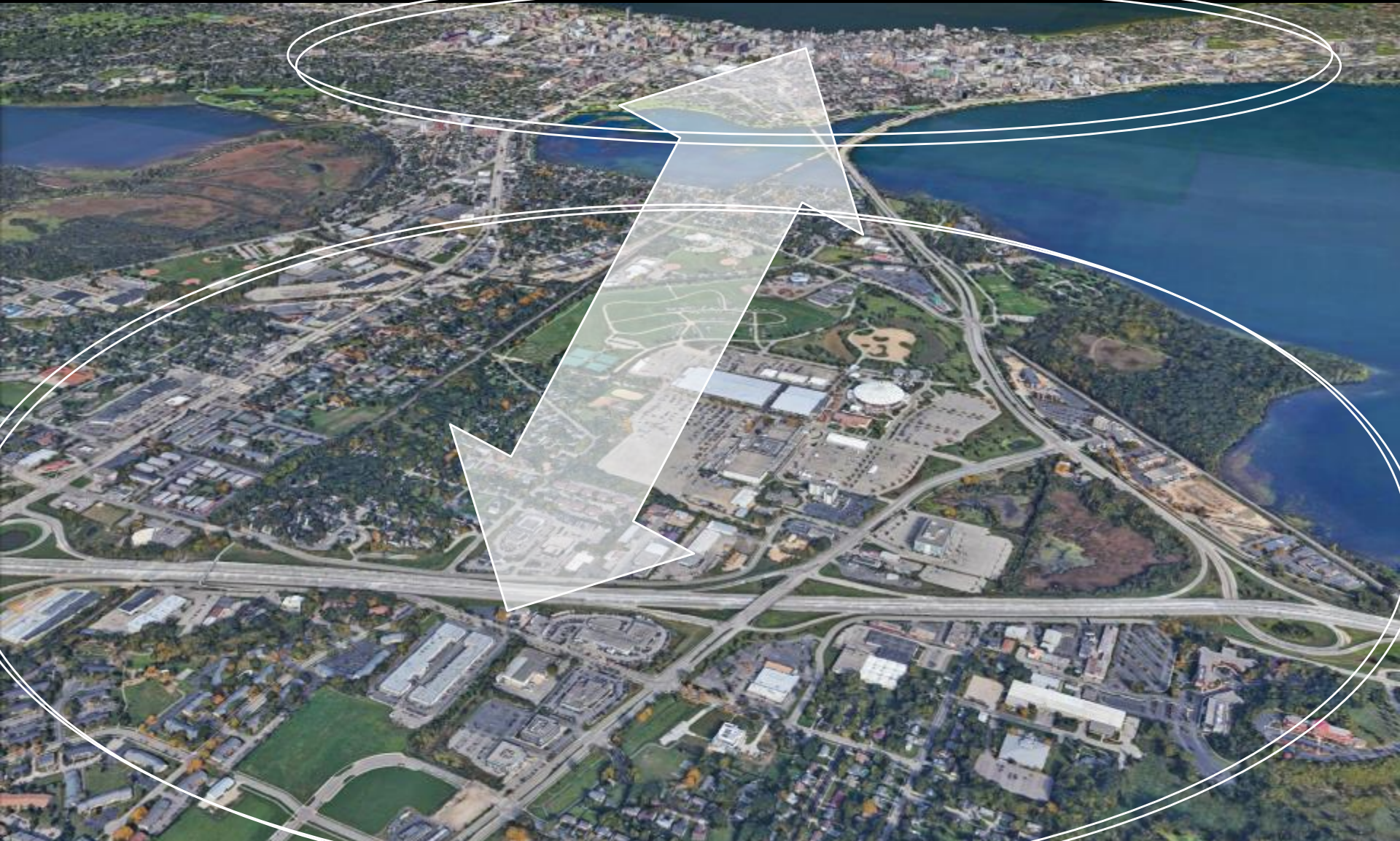


STATE IMPACTS

- New jobs generating **\$670,000** in annual State income taxes, or **\$25 million** over 20 years
- Generate more than **\$1 million** in annual State sales taxes, or **\$58 million** over 20 years.
- Total new state taxes over 20 years with a present value of **\$31.8 million.**

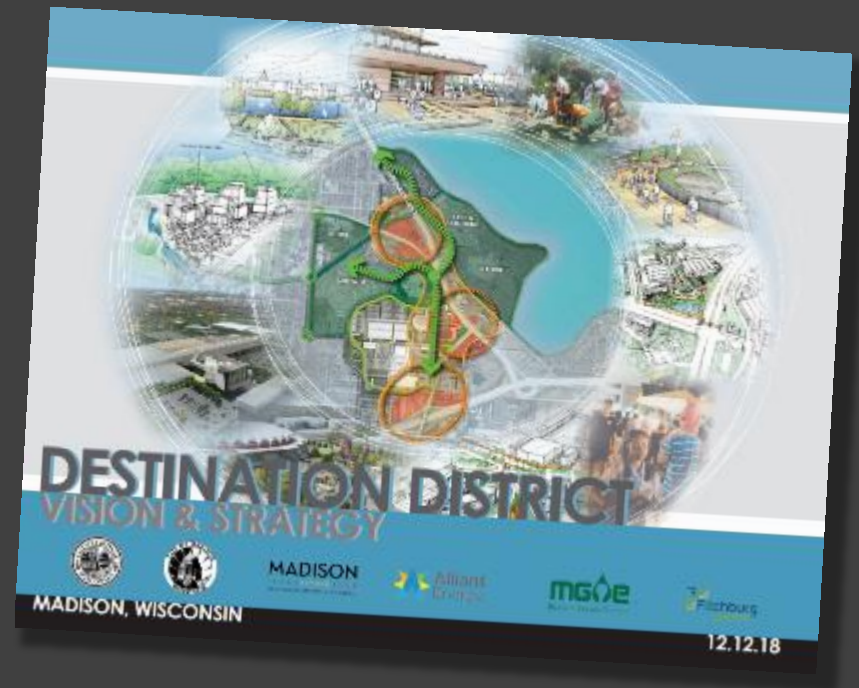
Preliminary Design Overview

A DESTINATION DISTRICT VISION: CONNECTING DOWNTOWN MADISON WITH THE GREATER SOUTHSIDE



DESTINATION DISTRICT VISION & STRATEGY

- The Destination District Vision & Strategy (DDVS) is the product of a 6-month **public/private collaborative planning effort** undertaken simultaneously with Alliant Energy Center Campus Master planning process.
- The DDVS **creates a 15-year vision to transform under-optimized lands** between the downtown and the Beltline into a **cohesive and recognizable destination district** and economic catalyst for our region **anchored by the Alliant Energy Center, lakefront and extensive public open spaces.**



A DESTINATION DISTRICT IS:

PEDESTRIAN-
FRIENDLY

ANCHORED BY
ENTERTAINMENT
VENUES

A SPACE TO
GATHER

MULTIMODAL

KNIT TOGETHER

Sports & Family
Entertainment District
Tittletown — Green Bay, WI



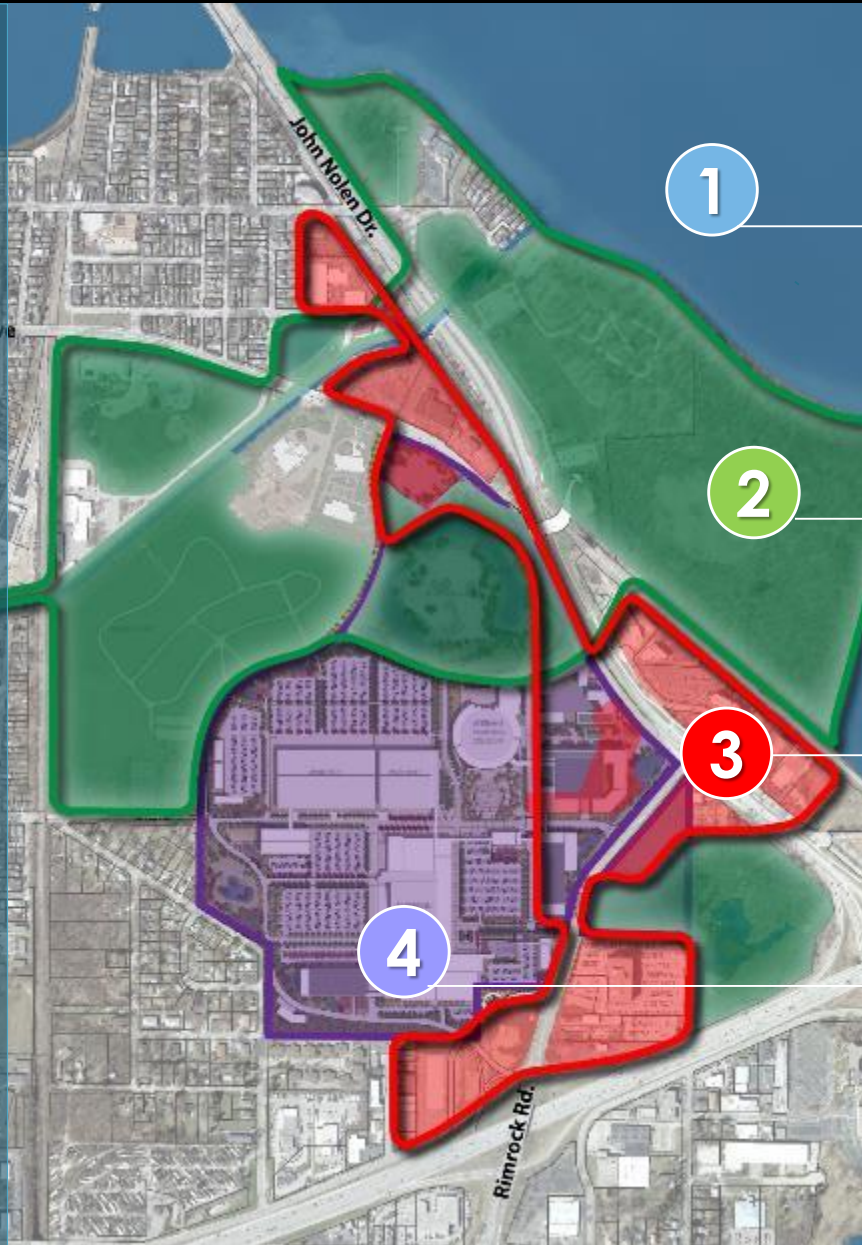
Convening Sports/
Entertainment District
Arena District — Columbus, OH

Lakefront Park/Museum/
Entertainment District
North Coast Harbor — Cleveland, OH



USERS

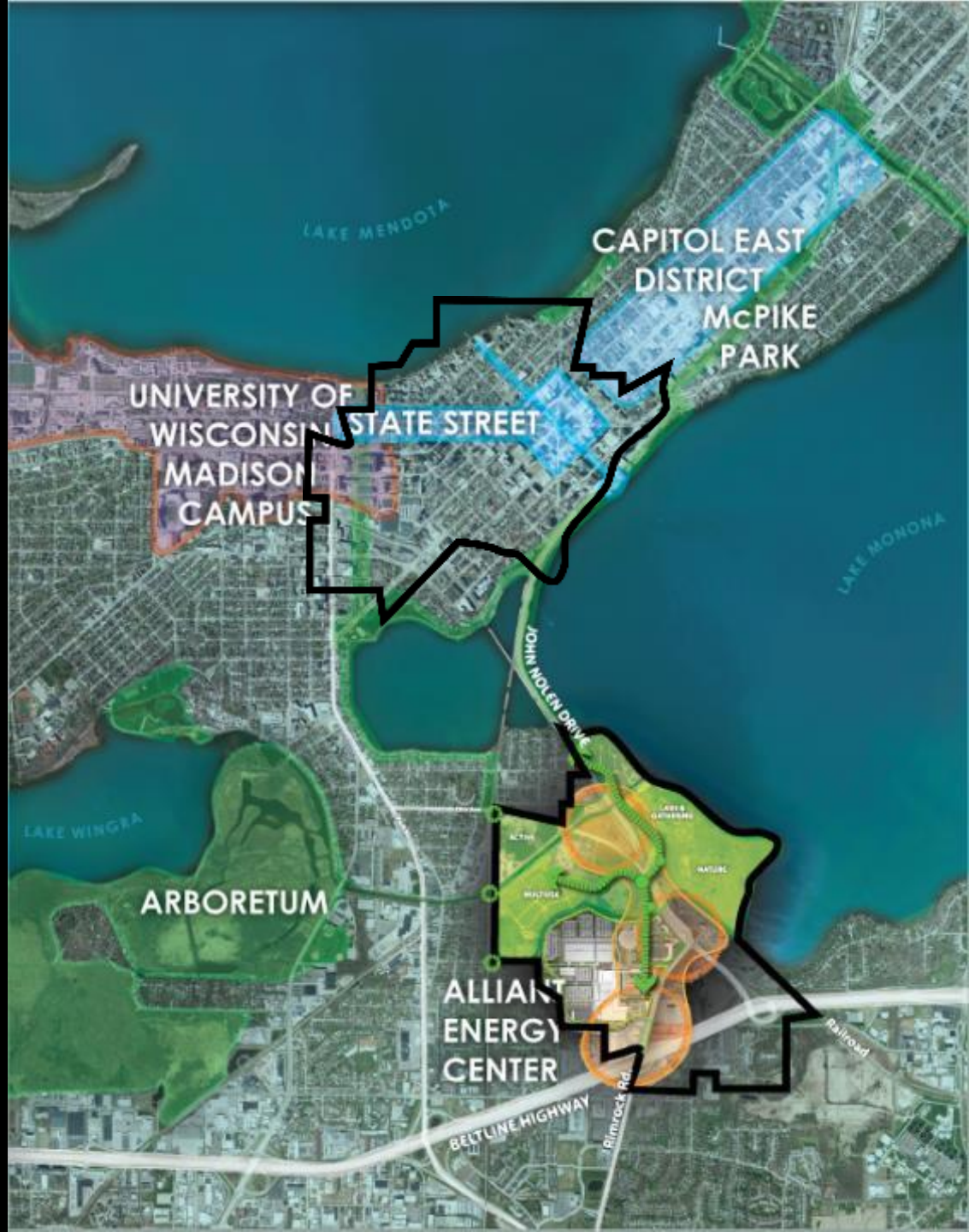
- A. DOWNTOWN & ISTHMUS
- B. SOUTHSIDE NEIGHBORHOODS
- C. AEC VISITORS & COMMUNITY EVENTS
- D. REGIONAL COMMUNITY



ANCHORS

- 1. LAKES/ WATERFRONT
- 2. PARKS & OPEN SPACE
- 3. PRIVATE DEVELOPMENT
- 4. ALLIANT ENERGY CENTER

HOW BIG IS THIS AREA?



LAKESIDE
TERRACE

LAKEFRONT &
PARKS

LAKEFRONT
ENHANCEMENTS

LAKEVIEW
LIVING

DESTINATION
BRIDGE & SPINE

ACTIVE
MULTIUSE
LAKE & GATHERING
NATURE

THE
CORE

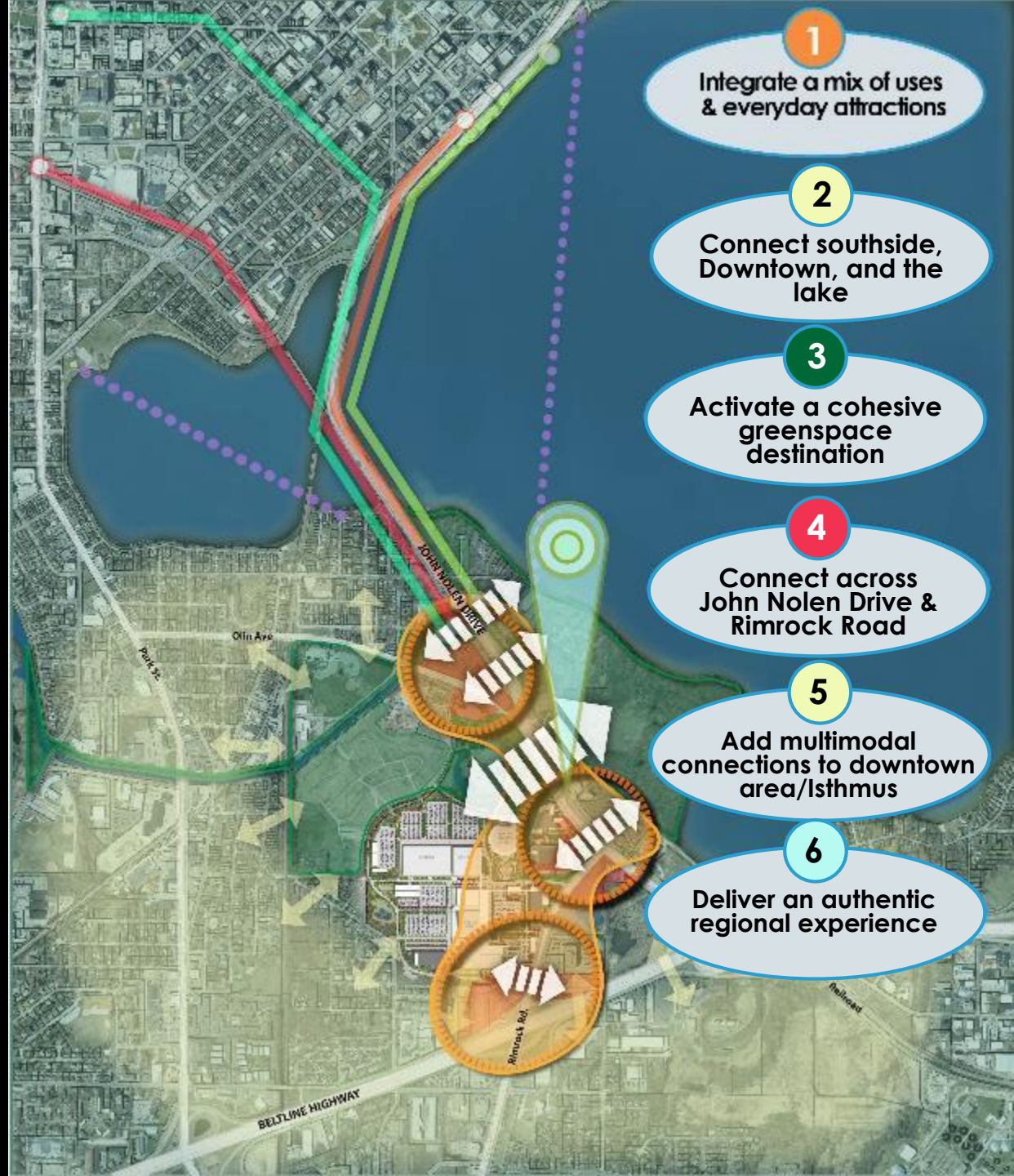
EXHIBITION HALL
EXPANSION

ALLIANT
ENERGY
CENTER

COLISEUM
& PLAZA

BELTLINE
GATEWAY





1

Integrate a mix of uses & everyday attractions

2

Connect southside, Downtown, and the lake

3

Activate a cohesive greenspace destination

4

Connect across John Nolen Drive & Rimrock Road

5

Add multimodal connections to downtown area/Isthmus

6

Deliver an authentic regional experience

1

Integrate a mix of uses
& everyday attractions



LAKEVIEW

CORE

BELTLINE
GATEWAY



BELTLINE GATEWAY

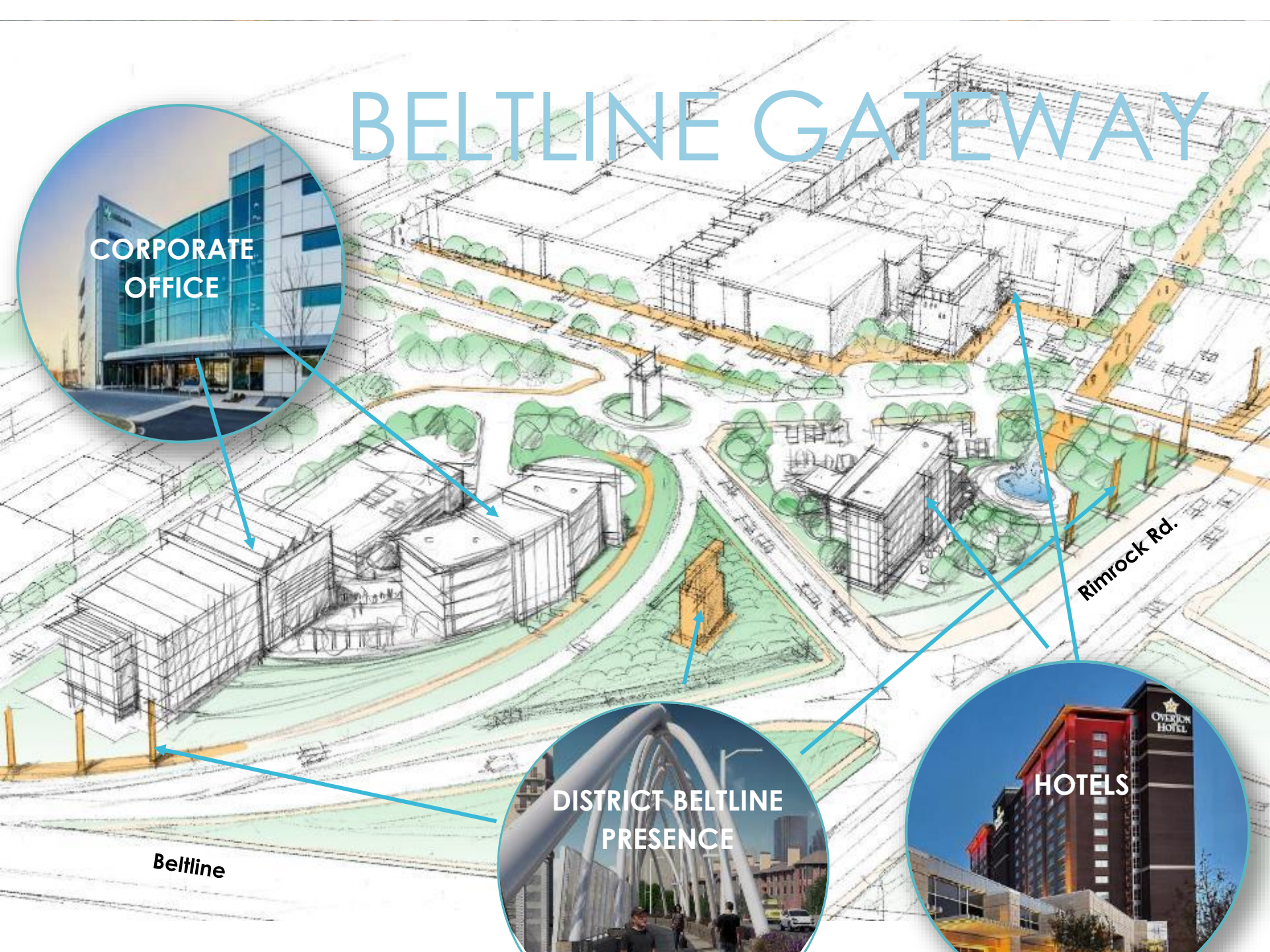
CORPORATE
OFFICE

Rimrock Rd.

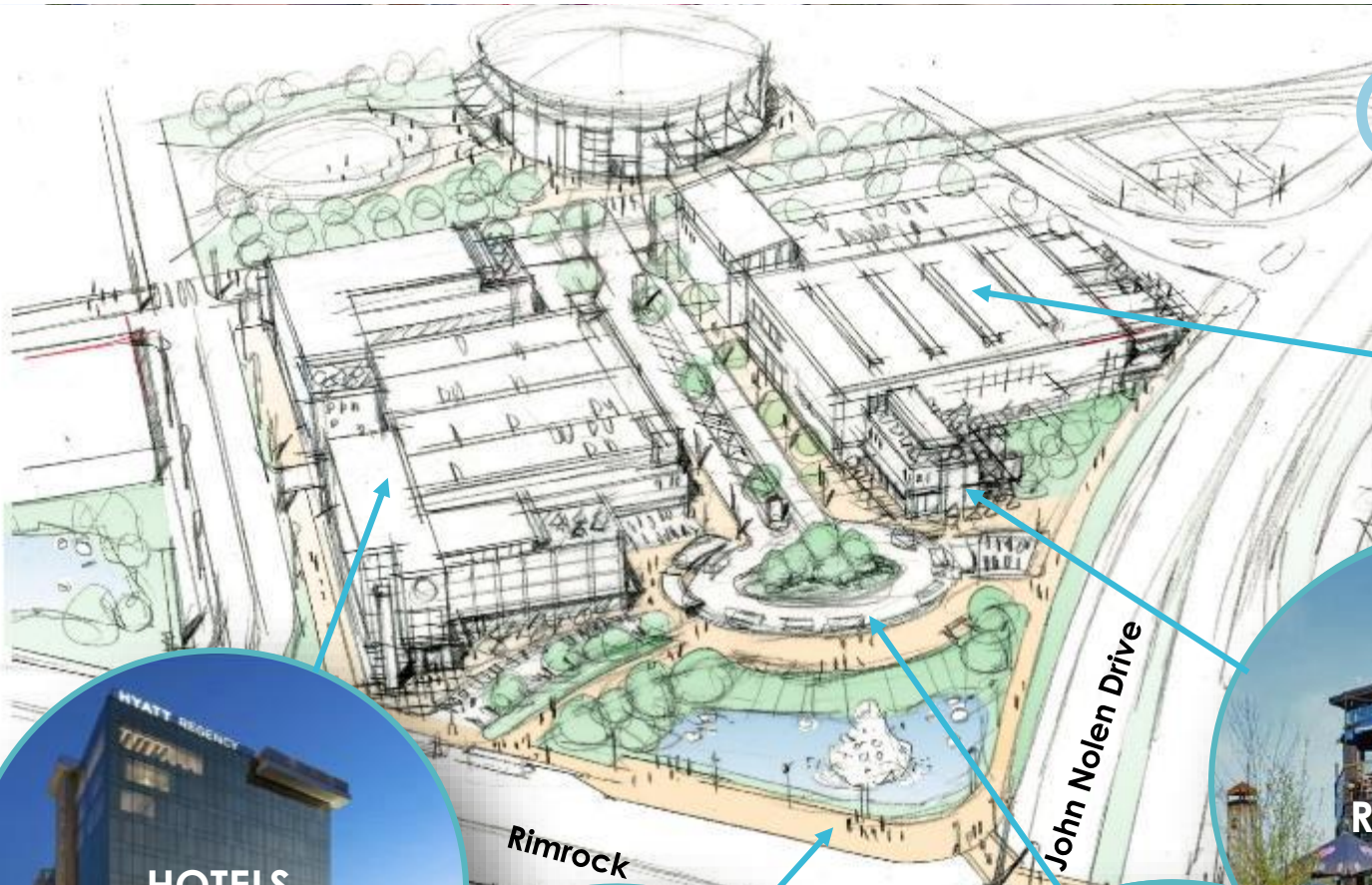
Beltline

DISTRICT BELTLINE
PRESENCE

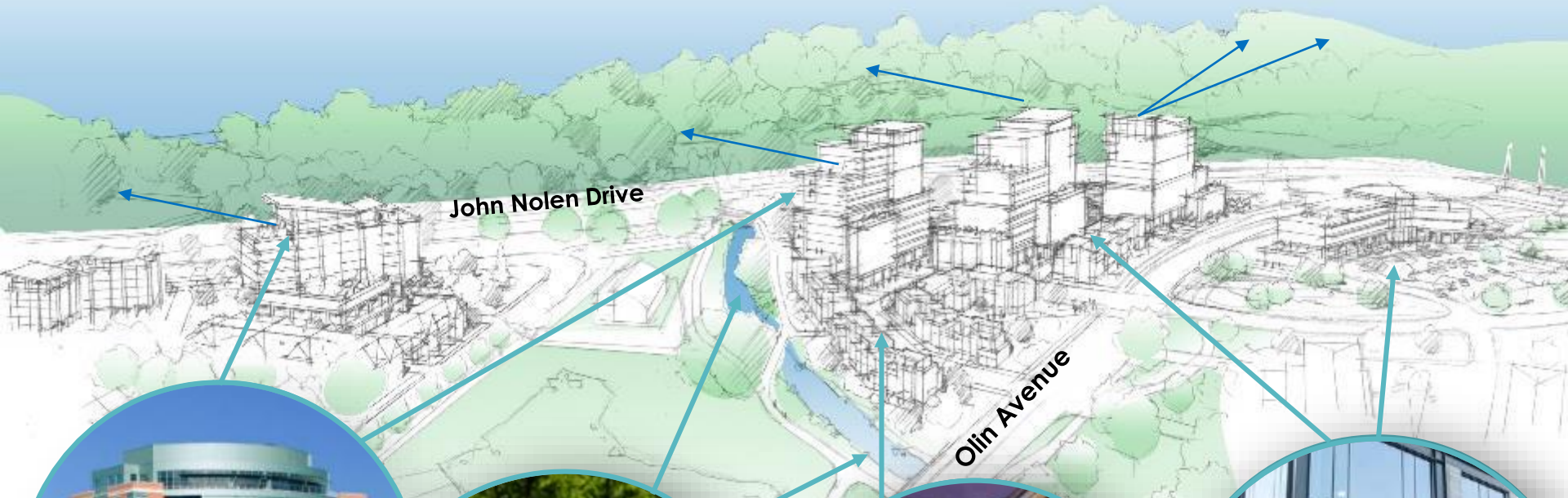
HOTELS



CORE



LAKEVIEW



**VIEWS TO LAKE
& DOWNTOWN**

**TRAIL & GREENSPACE
CONNECTIVITY**

**LAKEVIEW &
WINGRA CREEK
RESIDENTIAL**

**EMPLOYMENT &
RESIDENTIAL**



Connect southside,
Downtown, and the
lake

CONNECTIONS



KNIT TOGETHER AS A UNIT

3

Activate a cohesive
greenspace
destination



DESTINATION CONNECTION OPTIONS

4

Connect across
John Nolen Drive &
Rimrock Road



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

EXPANDED MULTIMODAL



5

Add multimodal connections to downtown area/Isthmus



EVENT SHUTTLES/BUSES



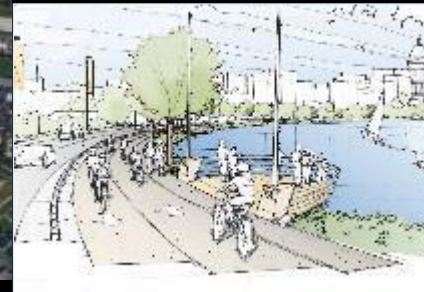
INCREASED BIKESHARE CONVENIENCE



EVENT RAIL



WATER TAXI



ENHANCED PEDESTRIAN/BIKE EXPERIENCE

PLACE-BASED ASSETS:

ELEMENTS:

6

Deliver an authentic regional experience



REGIONAL LANDSCAPE

Landscape forms, signage, public art, plantings



LAKES, WATER

Water quality improvements, gardens



BIKE EXPERIENCE

Trail head, hotel bikes, B-cycle, Enhanced causeway



LOCAL FOOD

Restaurants, gardens, catering focus



HEALTH & FITNESS

Facilities, health & workout programming



SOUTHSIDE CULTURE

Celebrate culture, multicultural resources, ethnic food & groceries

PLACEMAKING

“KEY DRIVERS TO SUCCESS”

- 1. IGNITE PRIVATE SECTOR INVESTMENT**
- 2. OPTIMIZE DEVELOPMENT ON SITES**
- 3. CREATE A PUBLIC/PRIVATE VISION COLLABORATIVE**
- 4. PROACTIVELY PLAN FOR DESTINATION DISTRICT PARKS SYSTEM**

ALLIANT ENERGY CENTER PHASE 1 THE CATALYST



IMPLEMENTATION COLLABORATORS

PUBLIC/PRIVATE VISION COLLABORATIVE

1. Explore private event shuttles
2. Engage and monitor City & County planning efforts to ensure they align with vision
3. Identify and implement new ways major events can be integrated with the community and encourage the community to embrace events
4. Advocate/weigh in on funding for public improvements
5. Advance the John Nolen destination bridge project
6. Elevate and maintain the message and advance the overall vision

CITY

1. Plan for annexation area
 2. Park Street corridor redevelopment projects
3. John Nolen Drive bridges,
4. Law Park, and causeway
5. planning and design
6. TIF District creation
7. Destination District parks system long-term master planning

SHARED VISION

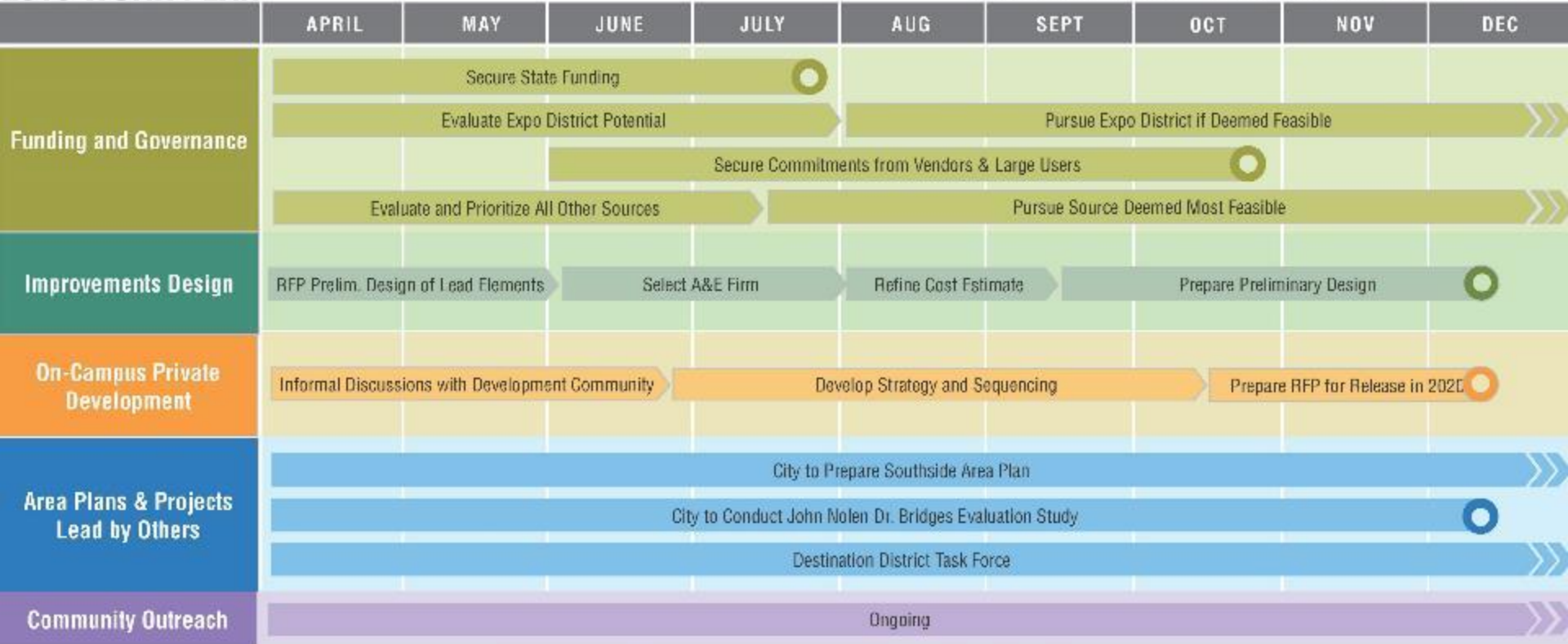
COUNTY

1. Secure funding for Phase 1
2. Solicit and recruit private development
3. Construct Phases 1 and 1a
 4. Prioritize future improvements
5. Plan for a higher level of maintenance with additional enhancements

REDEVELOPMENT COMMITTEE WORK PLAN

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 |
|--|---|---|--|----------------|--|--|--|---|
| <ul style="list-style-type: none"> • Introductions and Communicate Purpose • Master Plan Overview • Preliminary Design Overview • Destination District (DD) Overview • State Funding Update • Work Plan Overview | <ul style="list-style-type: none"> • Overview of Funding Options • Overview of Expo Districts | <ul style="list-style-type: none"> • Discussion of Funding Options Feasibility • Discussion of Expo District Feasibility • Overview of Private Development Opportunities | <ul style="list-style-type: none"> • Recommendation on Funding to be Pursued • Recommendation on Expo District • City South Side Plan Update • DD Update • Discussion of Private Development Strategy | - NO MEETING - | <ul style="list-style-type: none"> • Funding Status • Expo District Status • Preliminary Design Update • City Nolen Bridges Update | <ul style="list-style-type: none"> • Funding Status • Discussion of Private Development Strategy & RFP • City South Side Plan Update • DD Update | <ul style="list-style-type: none"> • Funding Status • Expo District Status • Preliminary Plan Update • Discussion of Construction Schedule for Phase One and Private Development | <ul style="list-style-type: none"> • Funding Status • Recommendation on Private Development RFP |

UPCOMING COMMUNITY OUTREACH

- **DMI “What’s Up Downtown” Event**

- WHEN: April 25, 7:45-9:00am
- LOCATION: The Edgewater Hotel
- TOPIC: A Destination District Vision: Connecting Downtown Madison with the Greater South Side

WEBSITE OVERVIEW



Shaping a new vision for the Alliant Energy Center Campus

Alliant Energy Center Redevelopment Committee Appointed

In March 2019, the Dane County Board of Supervisors approved the resolution to create the Alliant Energy Center Redevelopment Committee. The Committee will be actively working to provide guidance on financing and governing issues associated with the campus redevelopment as well as review of public and private investment in the Alliant Energy Center. Dane County Board chair Steven Covington and County Executive Joe Parisi on Monday unveiled the names of a 13-member panel that will meet regularly to guide the project forward. The first meeting is scheduled for April 15.

Governor Announces Funding for First Phase of Alliant Energy Center Expansion

Surrounded by community leaders from across Dane County, Gov. Tony Evers announced he was including \$30 million for the expansion of the Exhibition Hall on the Alliant Energy Center campus. With the expansion, the Center will transform from a regional conference center to a full-fledged convention center and attract additional national events that currently are choosing meeting locations in other states due to a lack of adequate meeting and exposition space. "We have to stop that trend," the Governor said, adding that venues like the Alliant Energy Center and Fiserv Forum in Milwaukee provide excellent opportunities to showcase all that Wisconsin has to offer in attracting new residents and growing our workforce.

County Executive Joe Parisi noted, "This expansion will allow us to maintain and grow our reputation as a premier destination for the national ag industry, and this frankly couldn't come at a better time for Wisconsin's farming community."

Documents

- Alliant Energy Center Campus Master Plan (12/20/18)
- Udstation District Vision & Strategy (12/12/18)

News

- 3/7/2019 - Tony Evers proposes state kick in \$30M for Alliant
- 3/6/2019 - Tony Evers to include \$30M for Alliant...
- 3/6/2019 - State Capital Budget to include \$30M for Alliant

Events

- 4/15/2019 - Alliant Energy Center Redevelopment Committee

[See All Events](#)

<https://aecstudy.countyofdane.com/>



REDEVELOPMENT COMMITTEE MEETING