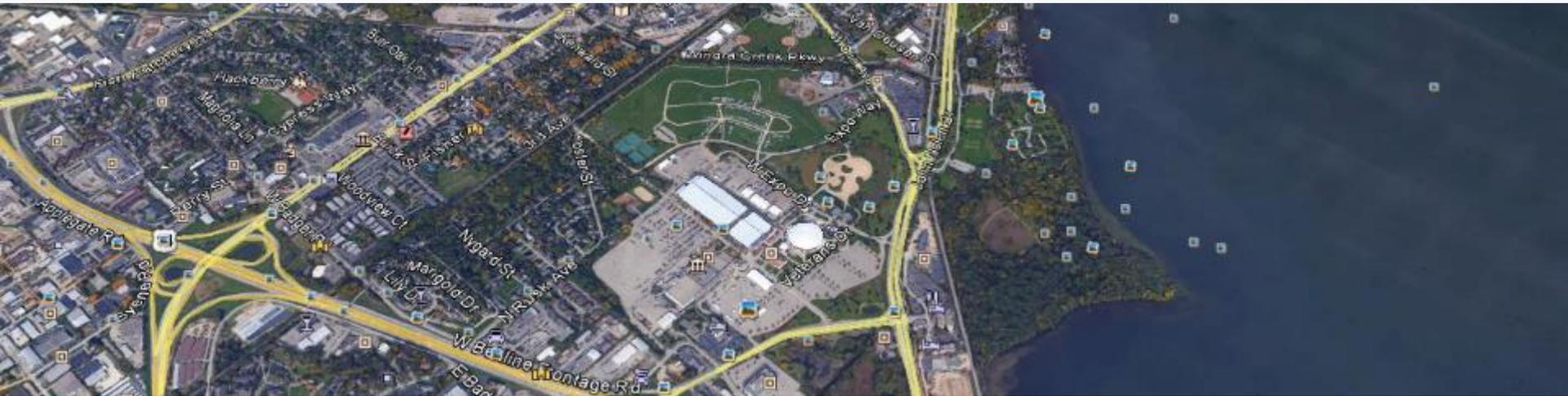




# Meeting #3- Surrounding Area and Opportunities



**Alliant Energy Center** Comprehensive Master Plan

OVERSIGHT COMMITTEE

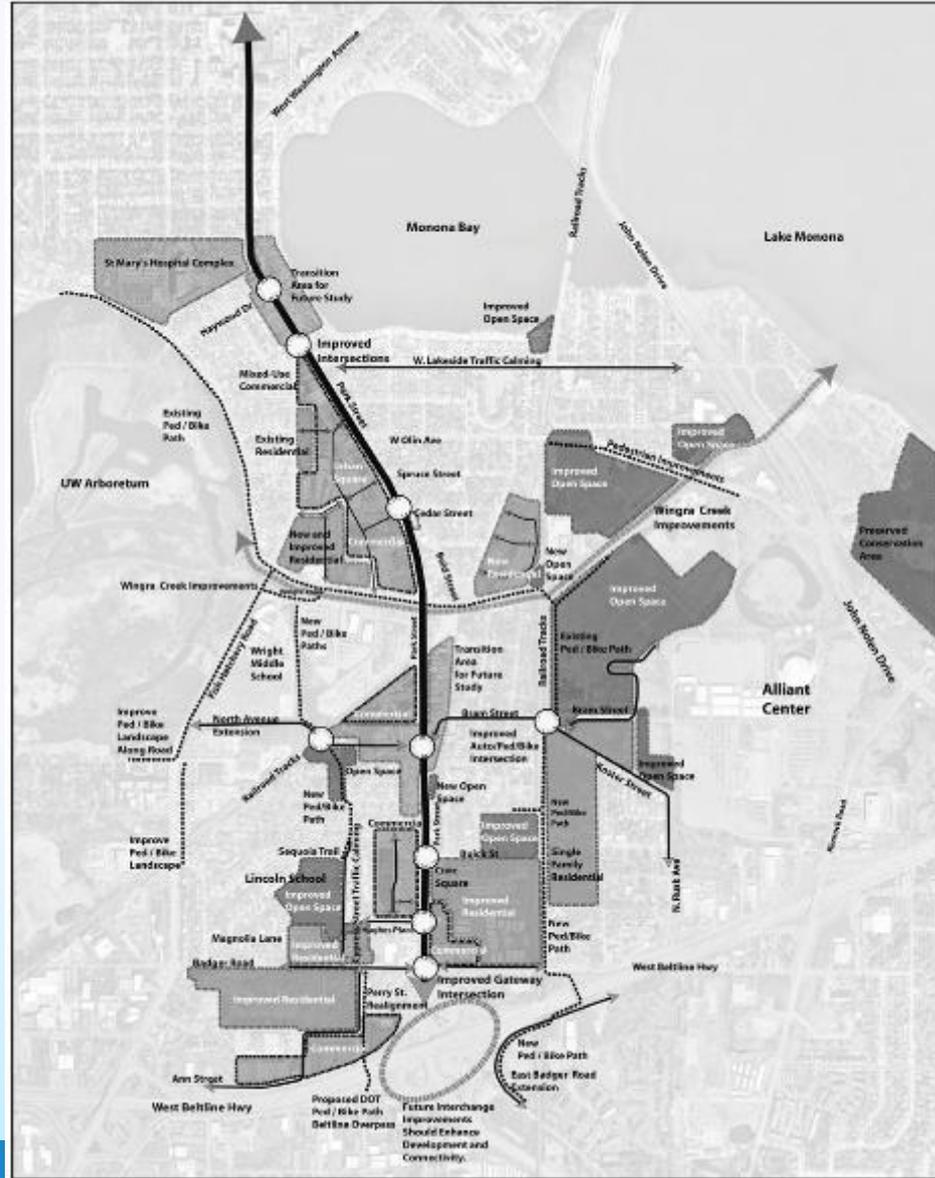
May 15, 2017

# Existing Area Plans

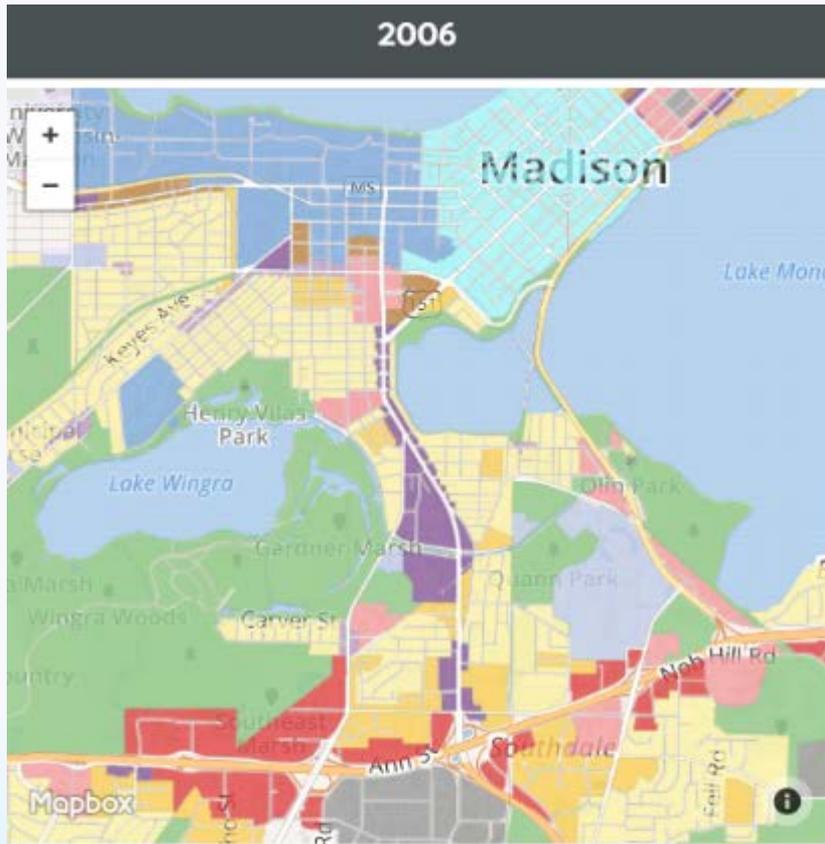




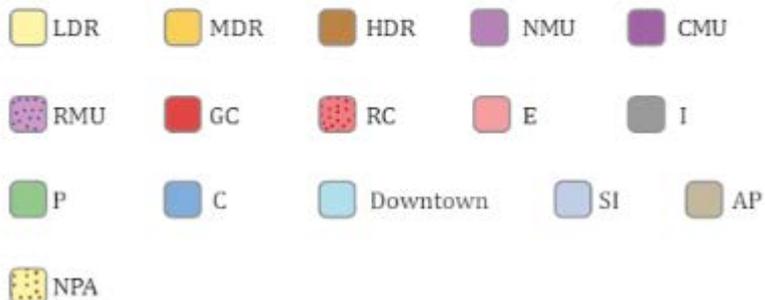
# South Madison Neighborhood Plan



# Imagine Madison (2006 – 2017)



2006 FUTURE LAND USE MAP LEGEND



2017 DRAFT FUTURE LAND USE MAP LEGEND

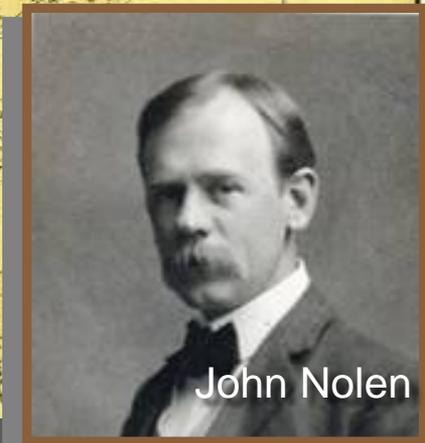
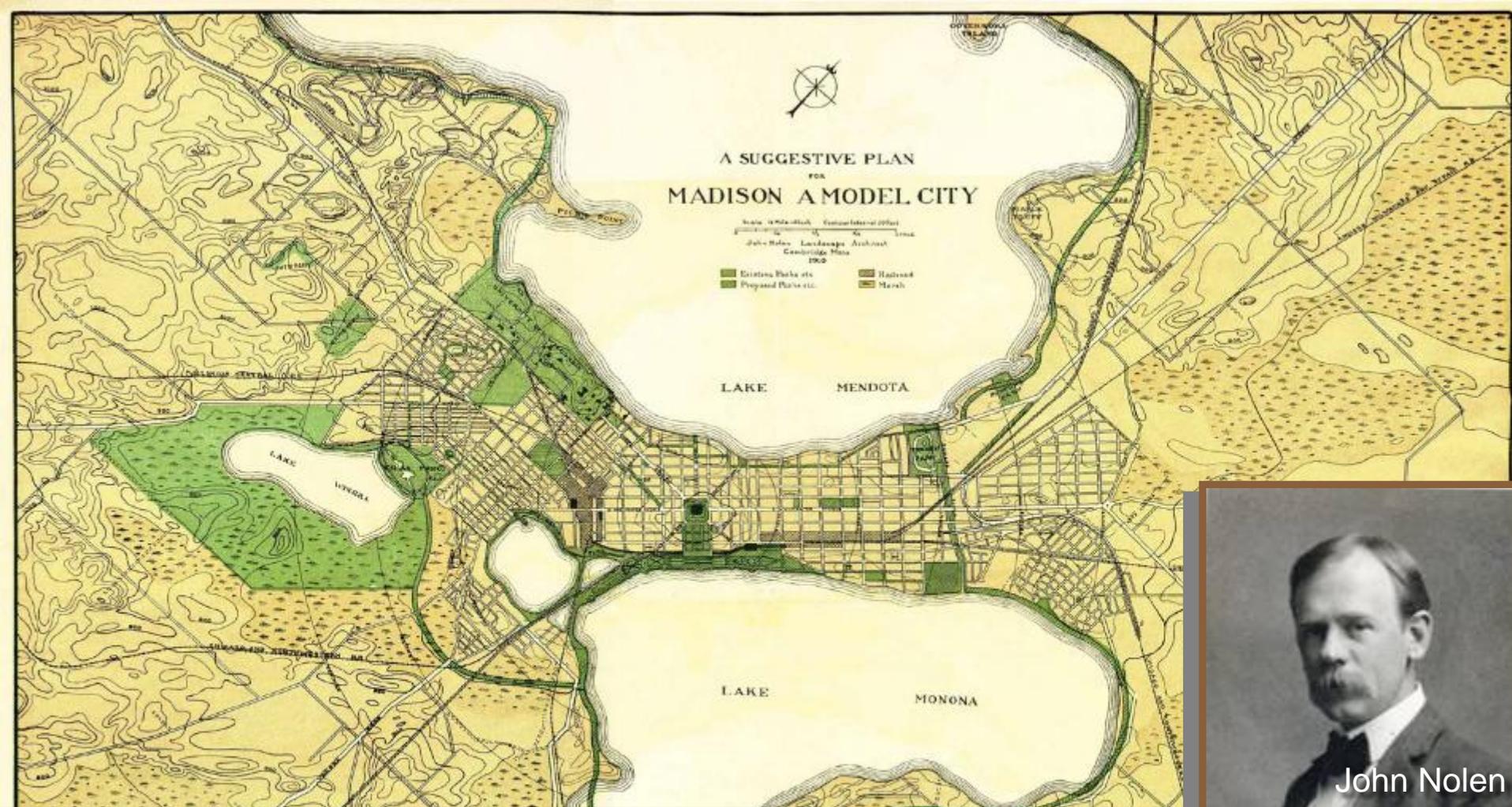




# Nolen Centennial Project



COMPREHENSIVE MASTER PLAN *v i s i o n i n g*



“Of all the cities in the United States, it appears to me that Madison has the best opportunity to become in the future a city of this type, a model modern American city.”



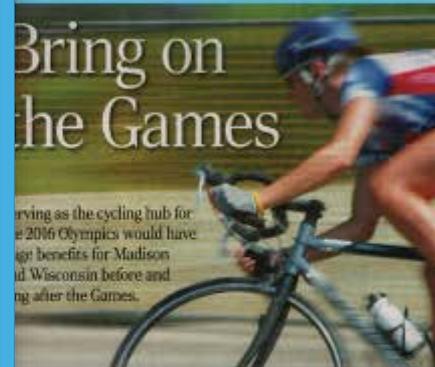
# Where is Madison headed?

**International  
innovation  
and  
technology  
hub**

**North  
American  
Bike Capital**

**convening  
center**

**growing  
urban  
population  
on the lakes**



**Proposed sites of Olympic events in 2016**



**while John Nolen's 100 year old  
Model City vision still evolves**

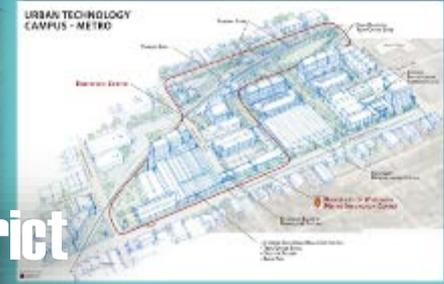


**UW Investment**

**Downtown Rebirth  
& Monona Terrace**



**Capitol East District**



**It's time for the next big piece  
to build a world class city**



COMPREHENSIVE MASTER PLAN v i s i o n i n g

# Nolen Centennial Project Task Force – 2011-2012

Tim Metcalfe, President & Co-Owner, [Metcalfe's Market](#)

Kevin Metcalfe, Vice-President & Co-Owner, [Metcalfe's Market](#)

Deb Archer, President & CEO, [Madison Convention and Visitor's Bureau](#)

Tim Bruer, Alderperson, District 14 Council Member, [City of Madison Common Council](#)

Kaleem Caire, President & CEO, [Urban League of Greater Madison](#)

Greg Dombrowski, President, [Johnson Bank](#)

Dr. Beth Donley, CEO, [Stemina Biomarker Discovery, Inc.](#)

Dr. John J. Magnuson, Director Emeritus of the [Center for Limnology, University of Wisconsin – Madison](#)

David Mollenhoff, President, [Lakeridge LLC](#)

George Nelson, Executive Vice President, [Morgan Murphy Media](#)

Kyle Richmond, District 27 Supervisor, [Dane County Government Board of Supervisors](#)

Susan Schmitz, President, [Downtown Madison, Inc.](#)

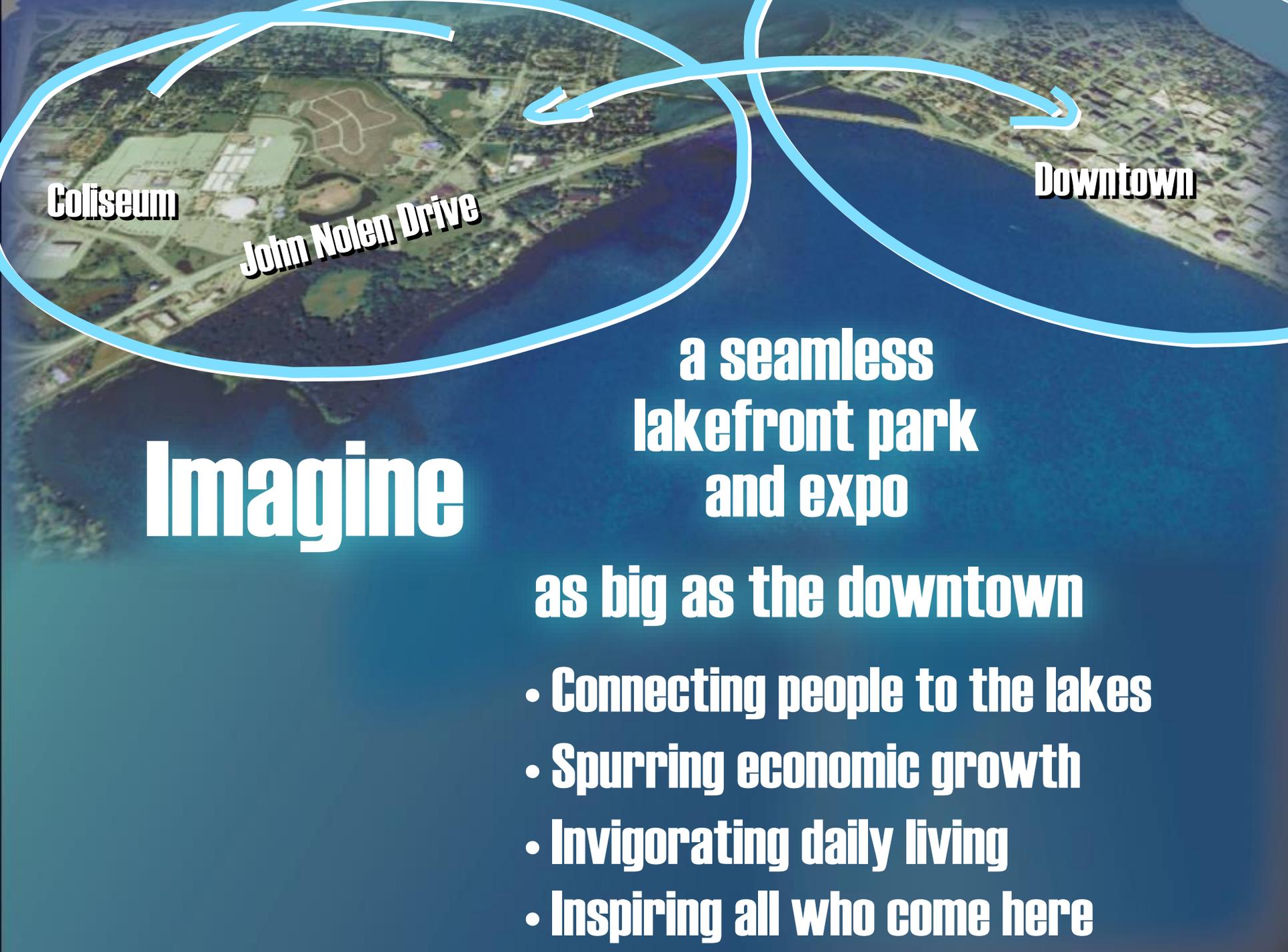
James Tye, Director of Development, [Clean Lakes Alliance](#)

David Wallner, President, [City of Madison Parks Commission](#)

Phyllis Wilhelm, Director of Economic Development, [Madison Gas & Electric](#)

Dr. Kathleen Voit, President, [Madison Community Foundation](#)





**Coliseum**

**John Nolen Drive**

**Downtown**

**Imagine**

**a seamless  
lakefront park  
and expo**

**as big as the downtown**

- **Connecting people to the lakes**
- **Spurring economic growth**
- **Invigorating daily living**
- **Inspiring all who come here**

A woman in a red top and blue shorts is roller skating on a bridge. Another person in a yellow shirt is also visible.

**downtown playground**

A female cyclist wearing a blue and red jersey with a medal around her neck, smiling.

**international bike event & activity grounds**

**a place that becomes**

**world-class convening center**

A group of people is ice skating on a large outdoor rink in front of a large, modern building with arched windows.

**water & winter sports magnet**





**400 acres of public land**

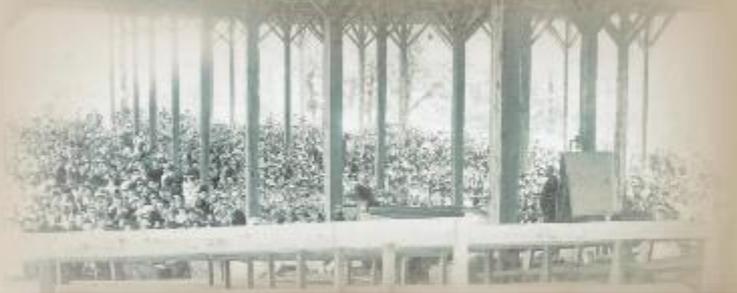
**2 miles of lakefront**

**It's time to capitalize on this underutilized asset**

1866 Lakeside House



Chautauqua of the West



# A good idea that keeps coming back

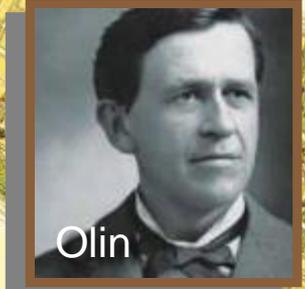
1855 view from Madison's south side



VIEW OF MADISON THE CAPITAL OF WISCONSIN.  
TAKEN FROM THE WESTERN



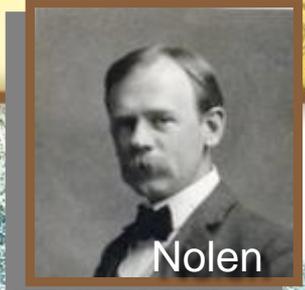
1911



Olin



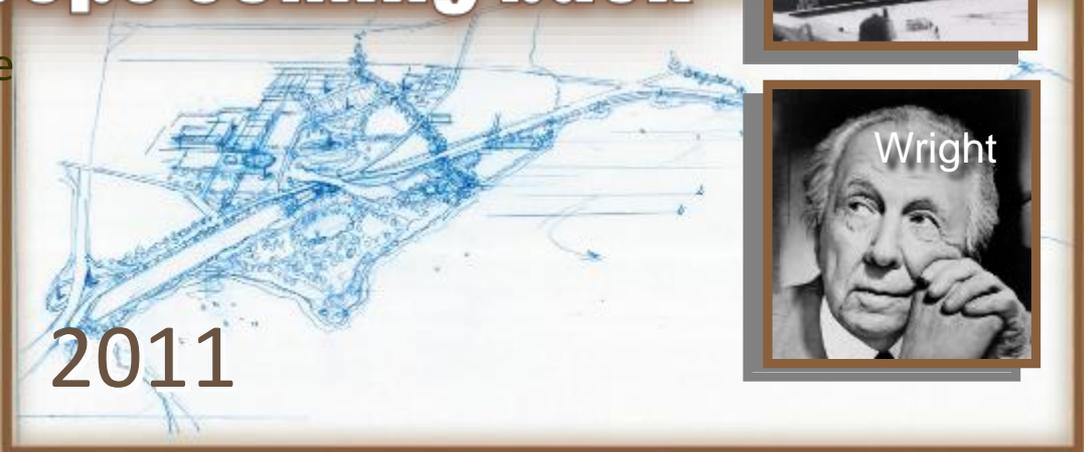
1967



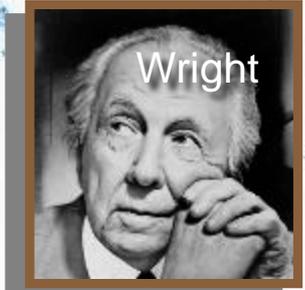
Nolen



Peters



2011

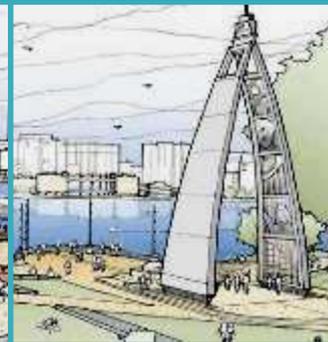
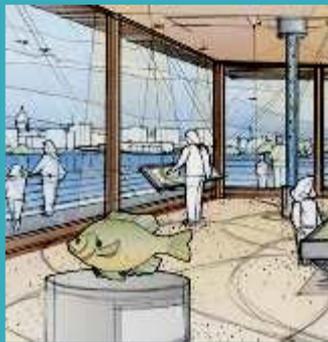
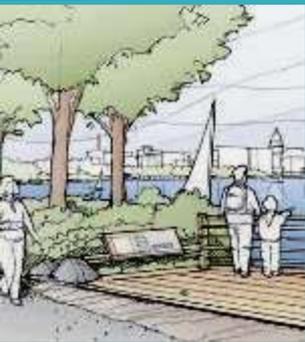


Wright



# Imagine

an accessible, celebrated lake experience





**with a lakeside trail**



# Lakeside Trail

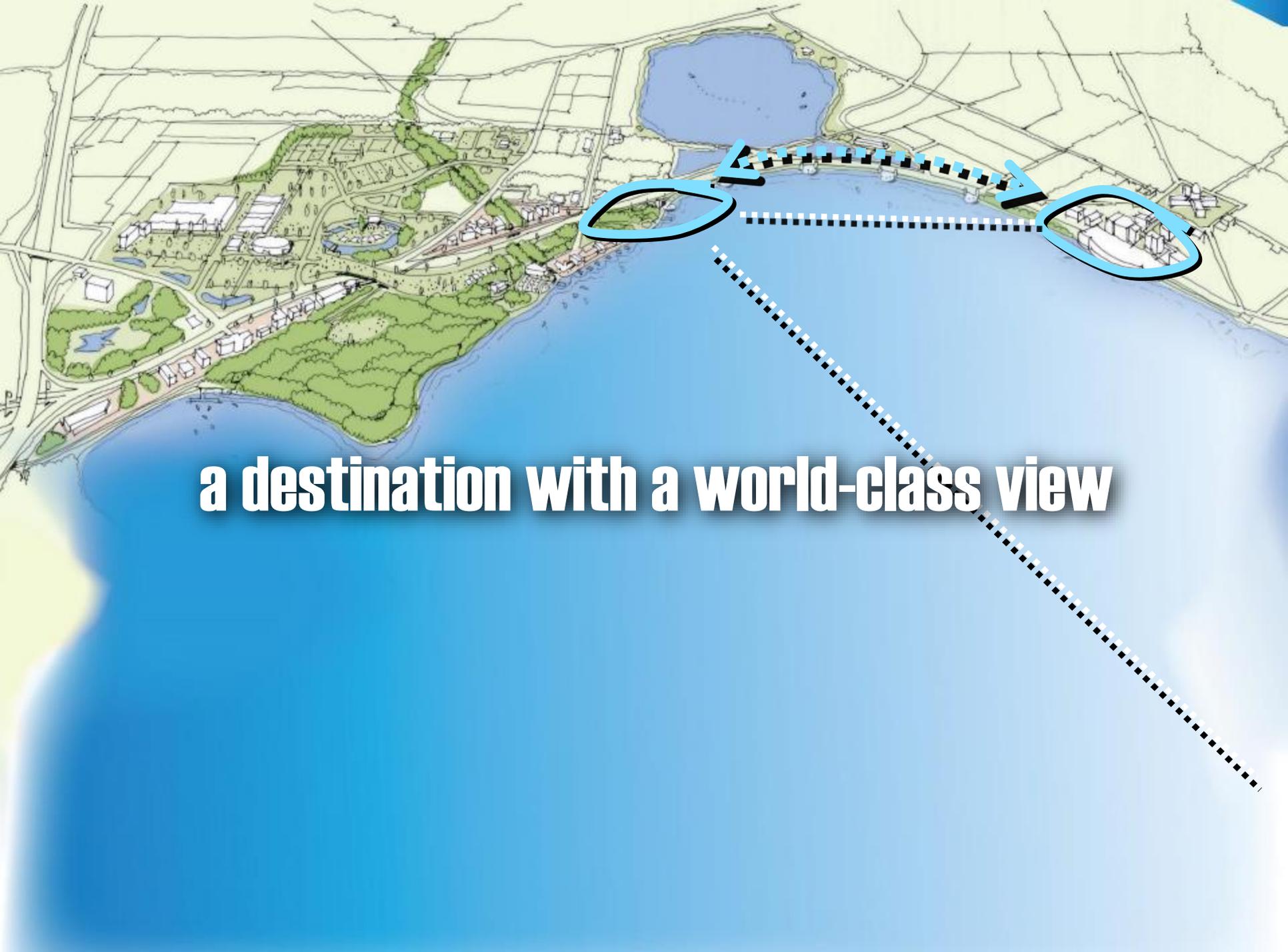


**an active, inspiring  
approach to downtown**

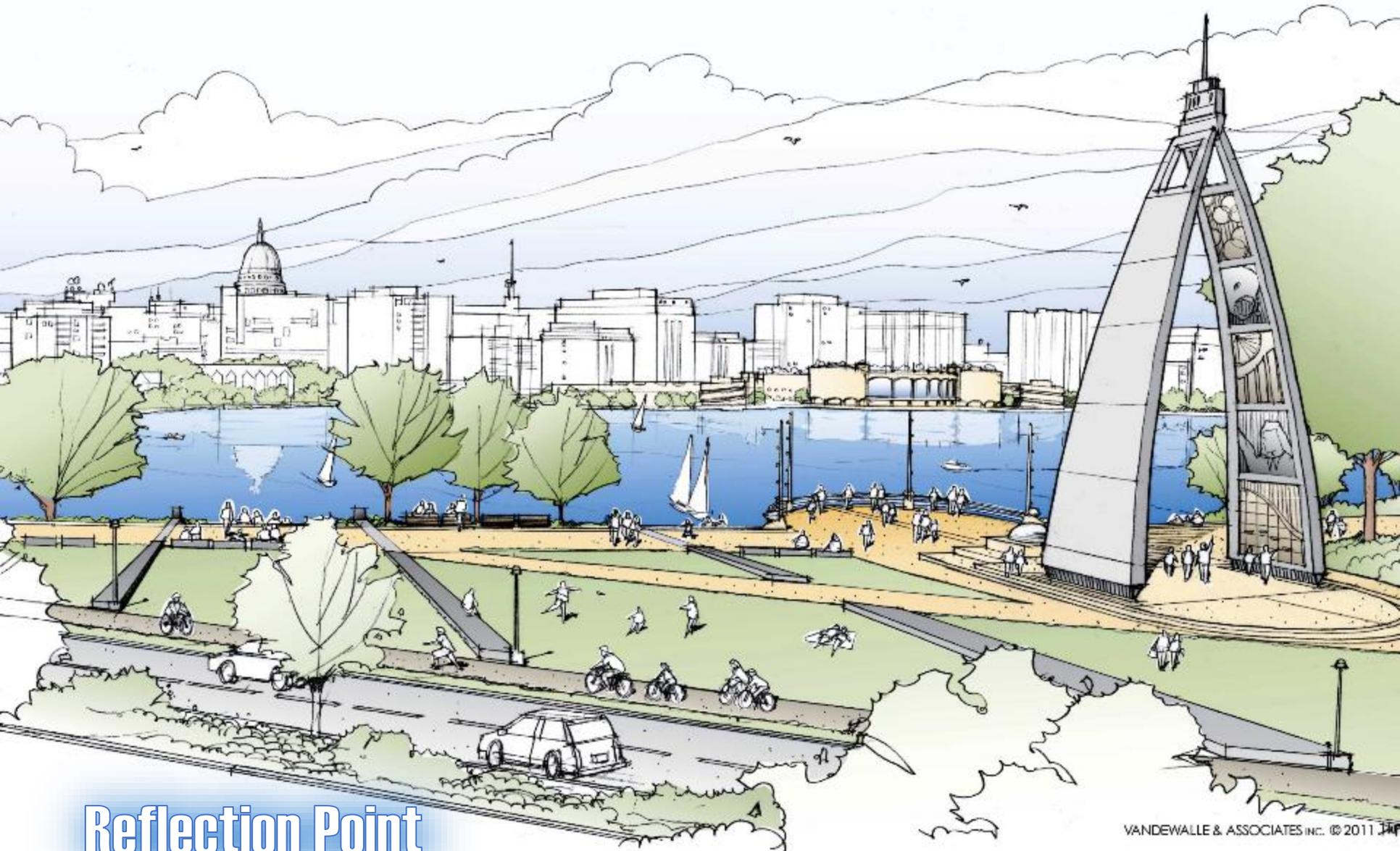


# Causeway Crescent

TWP



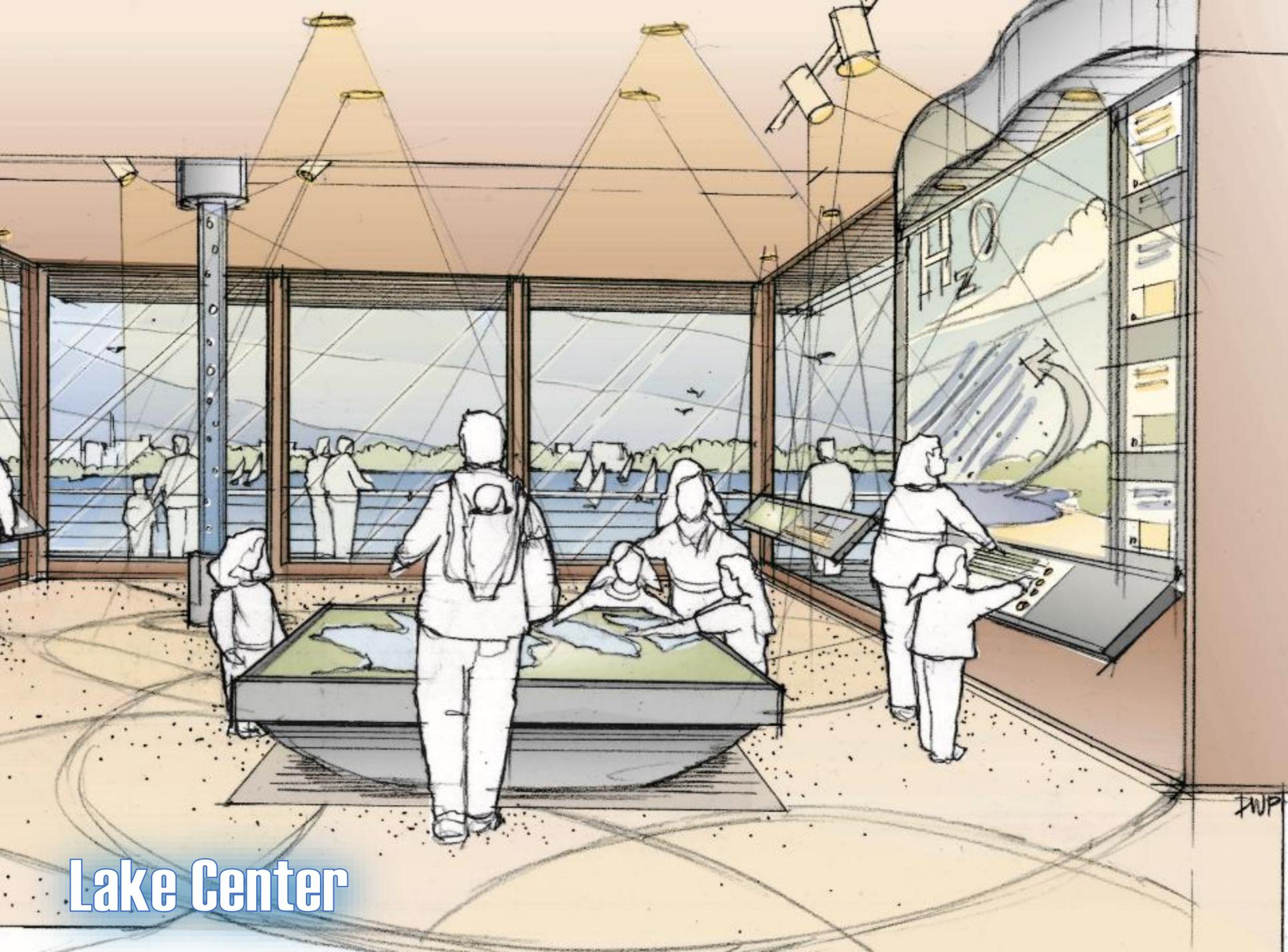
**a destination with a world-class view**



# Reflection Point

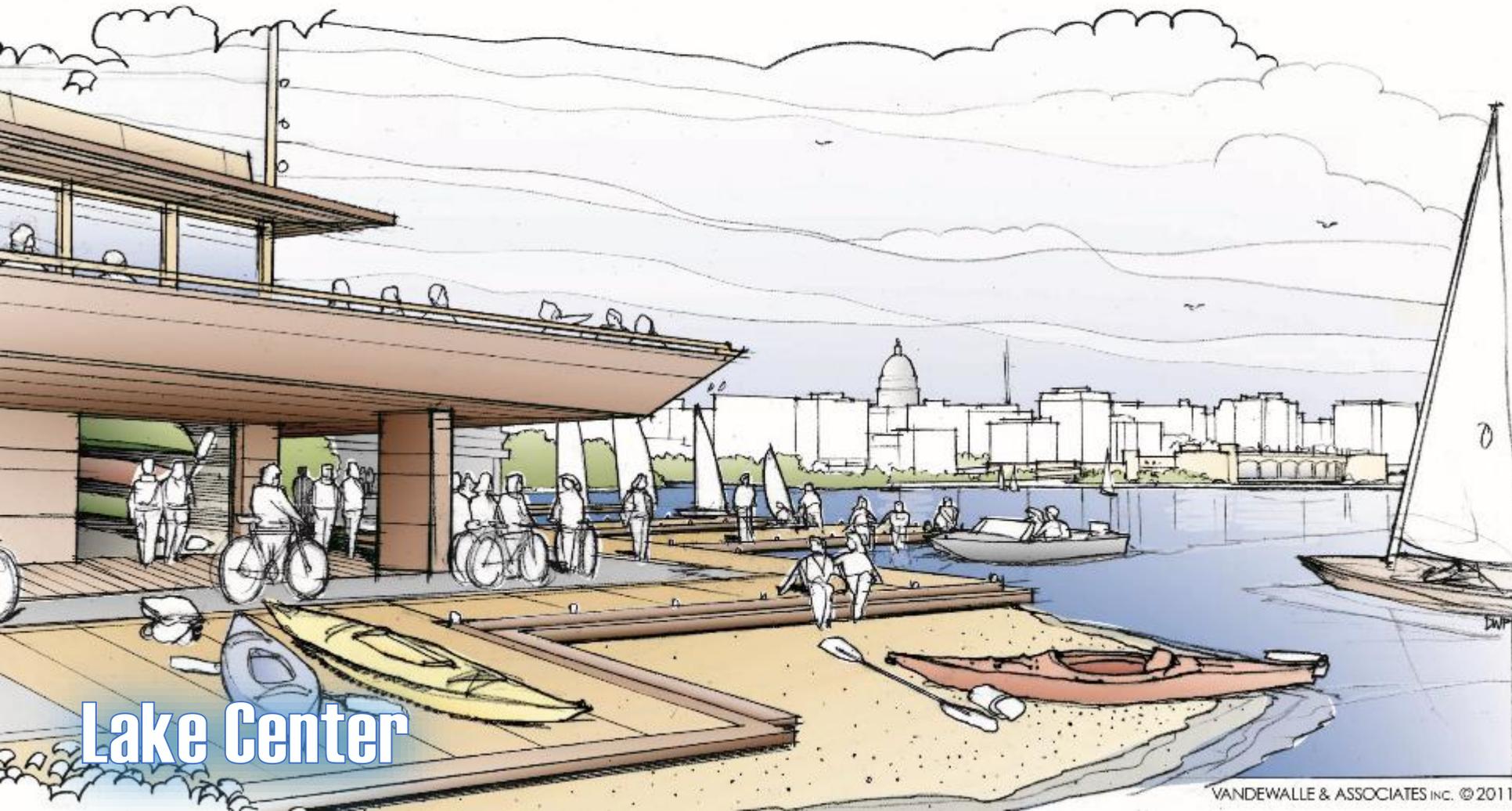


**lake access and education**



# Lake Center

JWP



# Lake Center



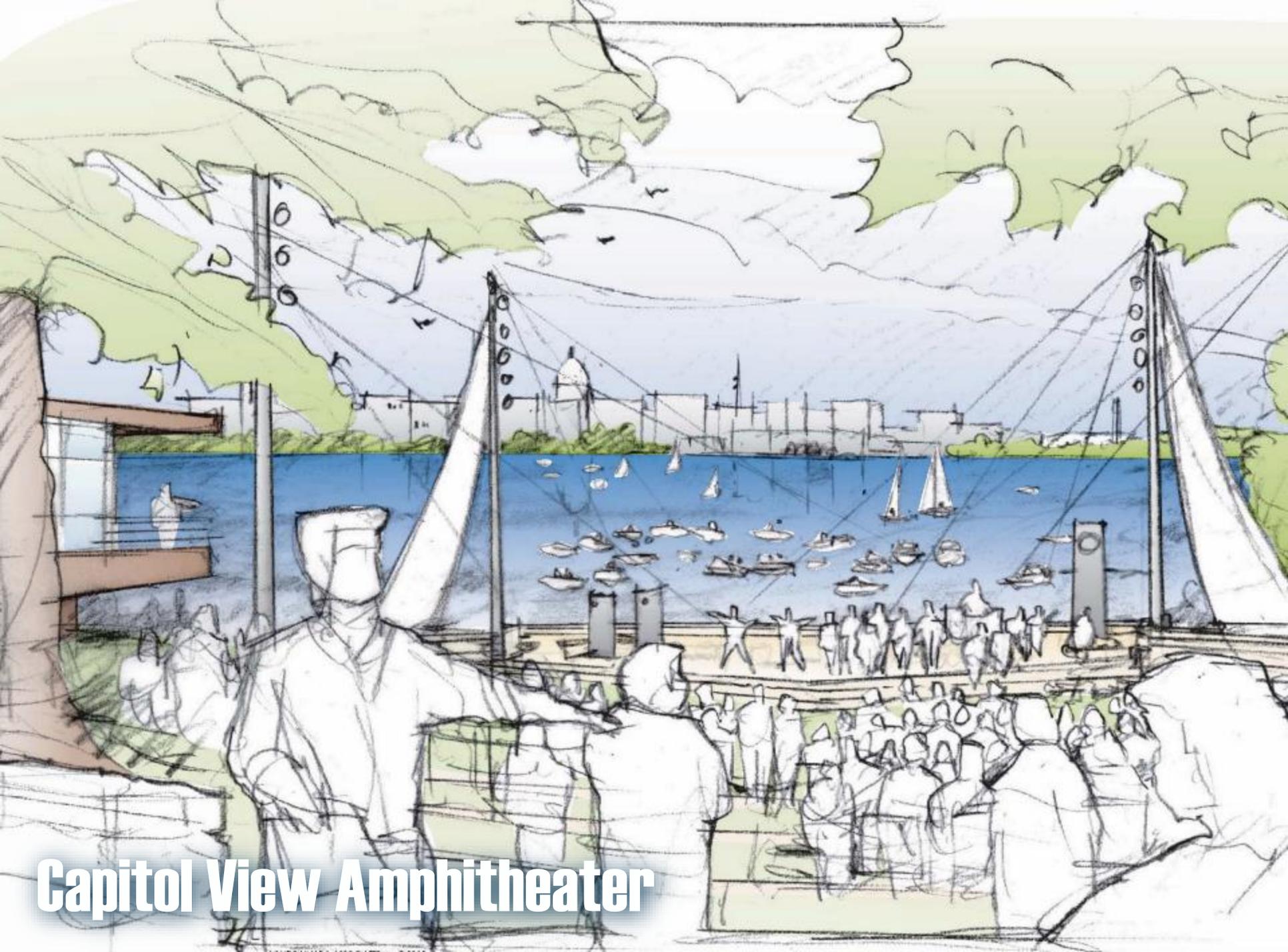
**a vibrant cultural destination**



**Capitol View Amphitheater**



**a living outdoor classroom**



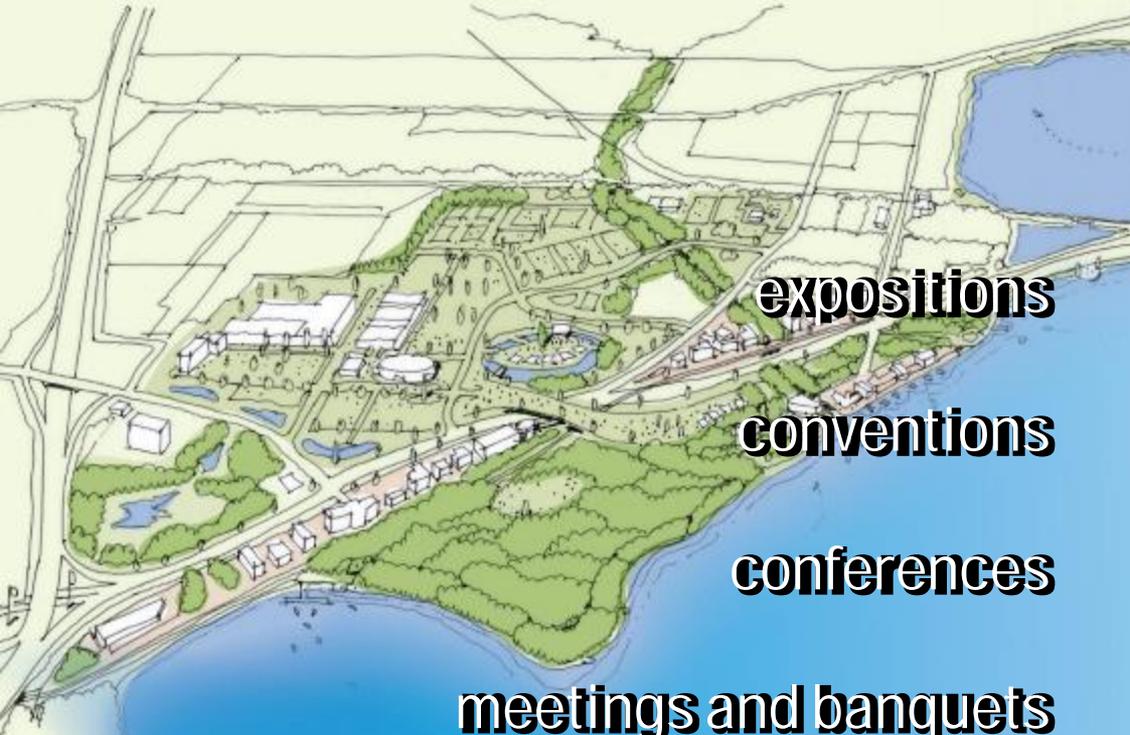
**Capitol View Amphitheater**



# Conservancy Trail



**an active place**



**expositions**

**conventions**

**conferences**

**meetings and banquets**

**consumer shows**

**outdoor events**

**concerts**

# **Alliant Energy Center and Coliseum**





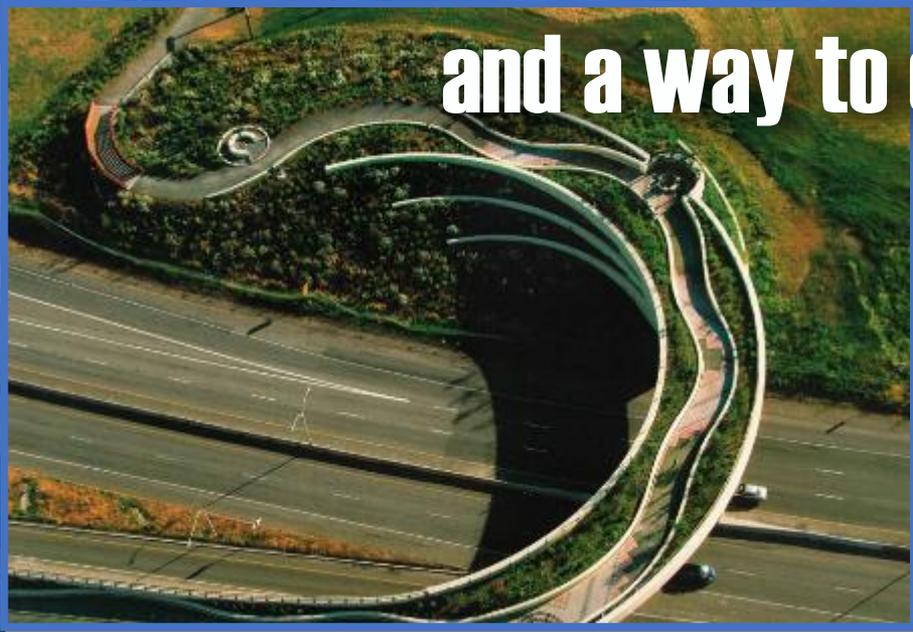
**Downtown playground  
Sportsplex**

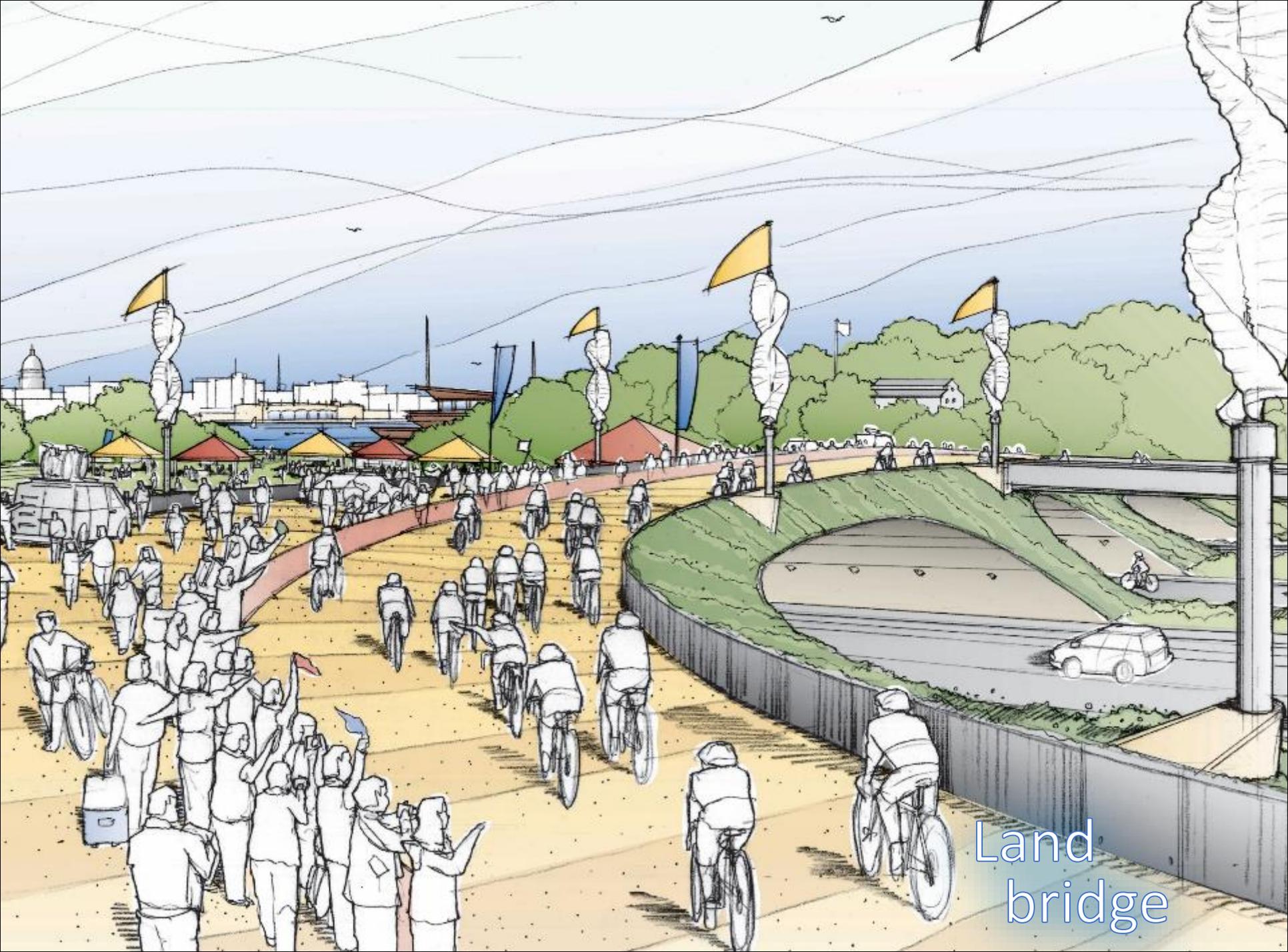


**a safe and unified urban event grounds**



**and a way to connect them all**





Land  
bridge



Olin Drive

John Nolen Drive

# Multi-modal Park and Ride



**Law Park**

**Monona Terrace**

**Causeway Crescent**

**Olin Park**

**Quann Fields**

**Willow Island**

**John Nolen Drive**

**Alliant Energy Center**

**Energy/Land/Water Gateway**

**The whole IS greater  
than the sum of its parts**

**vision**



**This can be  
to Madison what  
Grant Park  
Millennium Park  
and McCormick Place  
are to Chicago**



**helping us enhance  
and attract:**

**World Dairy Expo  
Other international events  
Paddle & Portage  
Ironman**





and creating  
a hub for a  
**North  
American  
Bike Capital**



# Why do this?

- Transform what it means to live here
- Central city growth
- Catalyst for significant new development and tax base
- Help us keep and attract world-class events
- Connect people to the lakes
- Take our cool factor to another level
- Inspire us to keep our innovative drive



# Nolen Centennial Project Vision

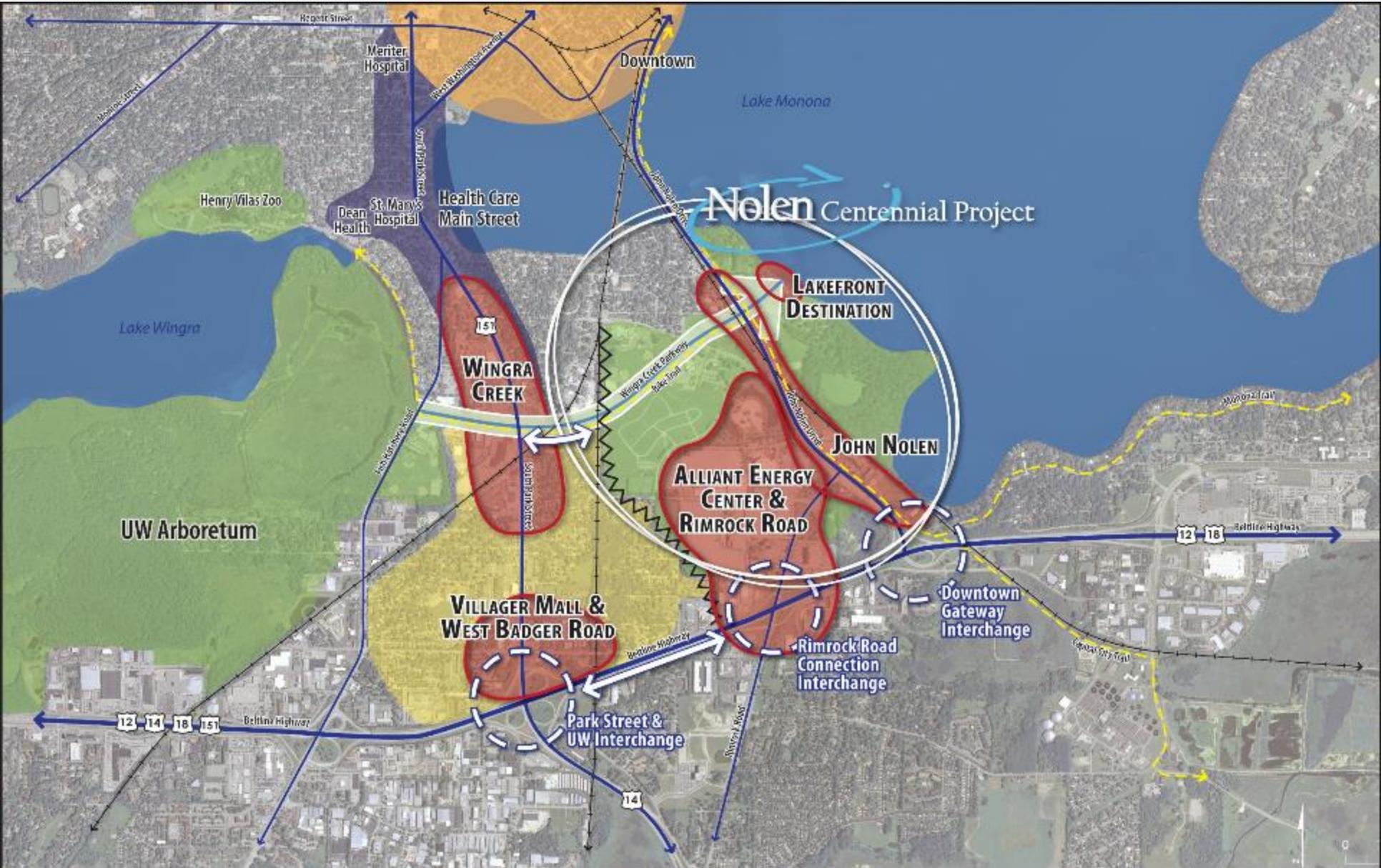
The Nolen Centennial Project will connect, unify and enhance the abundant natural, cultural and recreational assets surrounding John Nolen Drive between the Alliant Energy Center and downtown to create a world-class lakefront park, education and event destination, provide an economic catalyst for the entire community, and reinvigorate a prime entryway to the city.

We expect the project to maximize public access to the lakes and public spaces, and to create a recreational and gathering experience that invigorates daily life for residents and inspires all who visit.



# Nolen Subcommittee Overview

- Economic Development and Programming
  - Area wide economic development recommendations
  - New markets/event opportunities
- Physical Planning
  - Physical master plan guidance
  - Project design themes
- Implementation and Finance
  - Early phase priorities and funding strategies
  - Project financing options



**Nolen Centennial Project**



**COMPREHENSIVE MASTER PLAN** v i s i o n i n g









### INDOOR VENUES

- 1 - Monona Terrace
- 2 - Olin Pavilion
- 3 - Lake Center
- 4 - Coliseum
- 5 - Exhibition Hall
- 6 - Barns
- 7 - Arena Building
- 8 - Hotel/Conference

### OUTDOOR VENUES

- A - Reflection Point
- B - Amphitheater
- C - Land Bridge
- D - Olin Fields
- E - Olin Park Hill
- F - Turville Meadow
- G - Willow Island
- H - Energy Mall
- I - Green Plaza
- J - Quann Fields

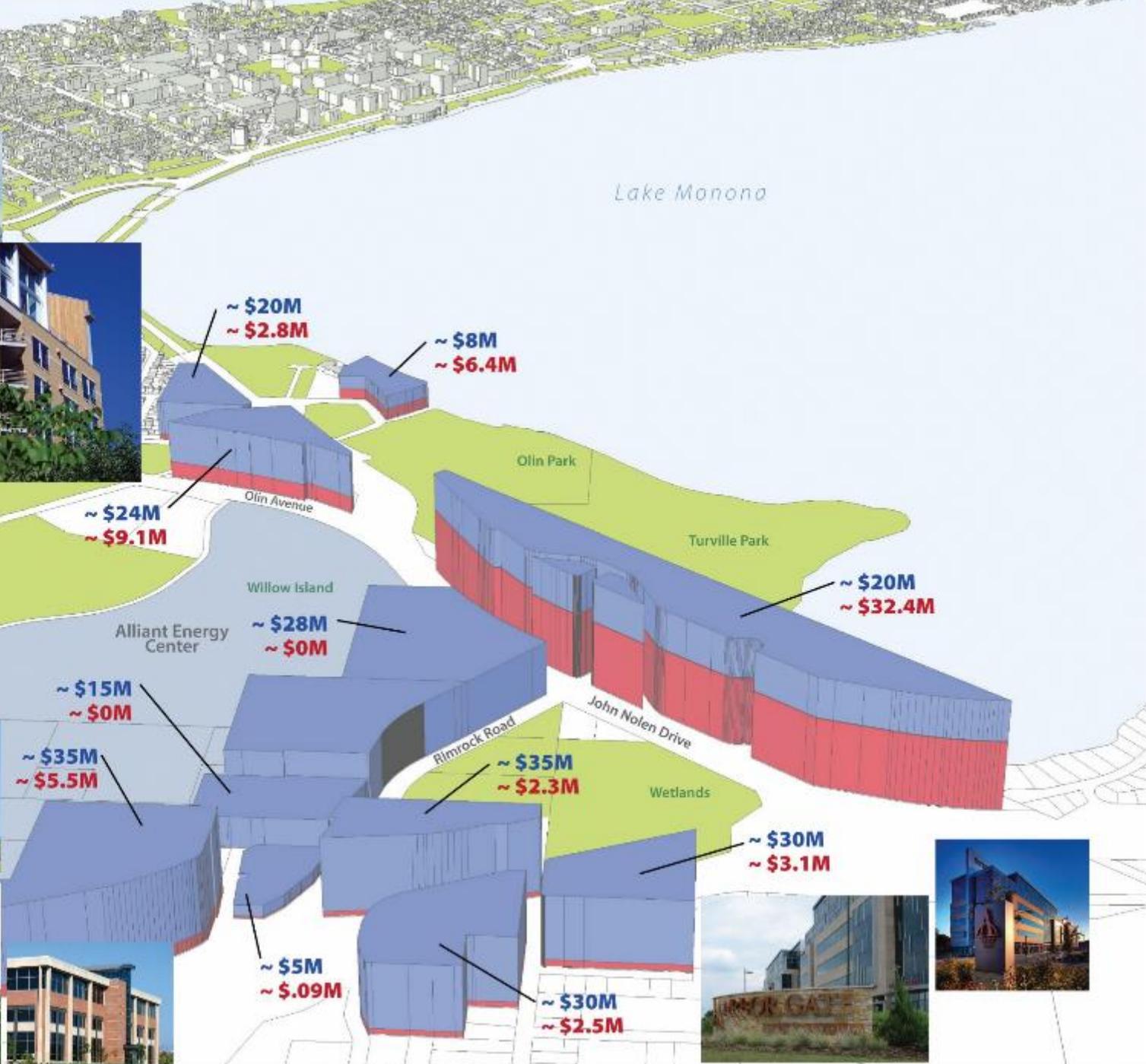






Lake Mendota

Lake Monona





# COMPREHENSIVE MASTER PLAN *v i s i o n i n g*



# Nolen Area Economic Opportunity & Impact Analysis



# Nolen Area Economic Opportunity & Impact Analysis

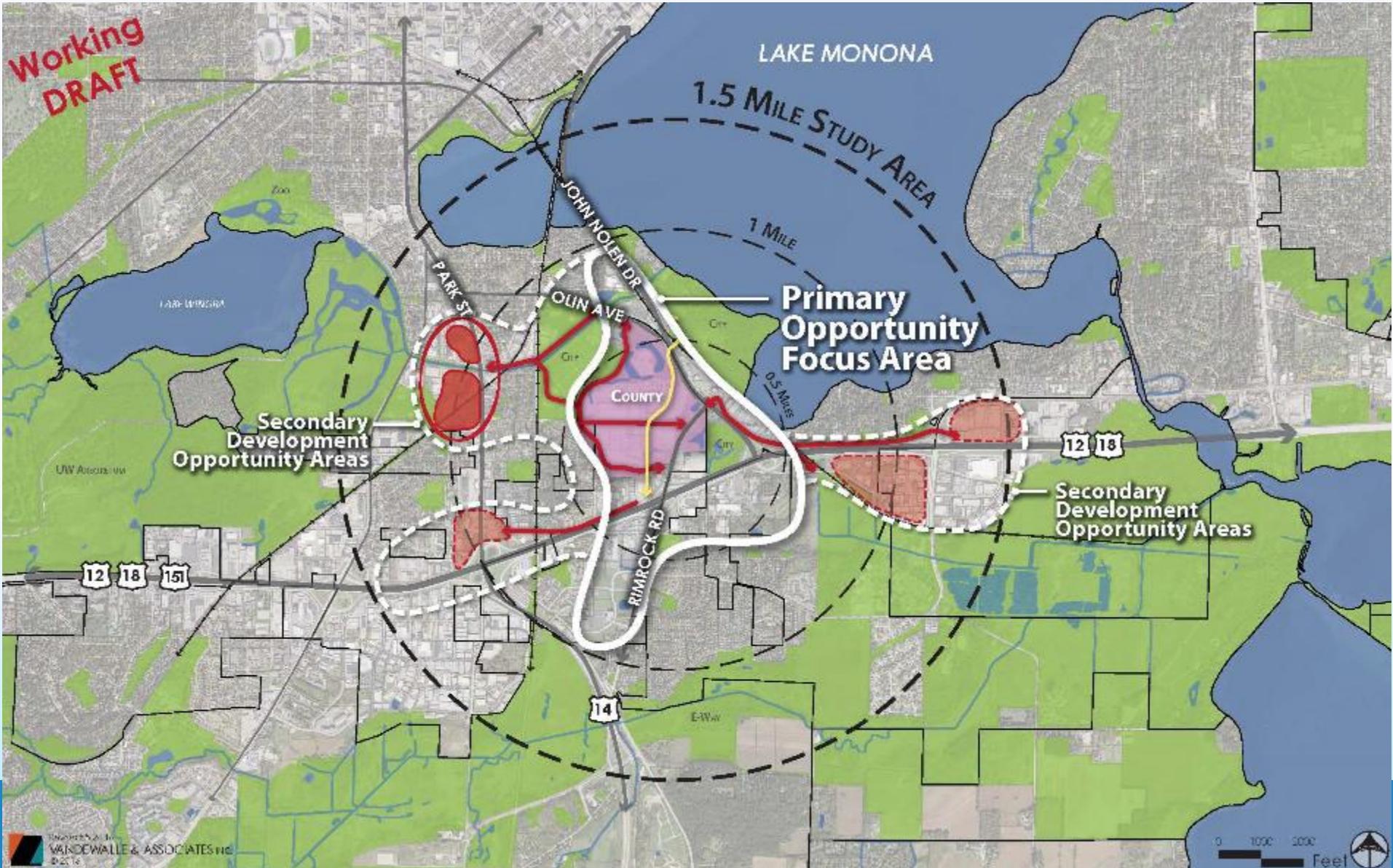
- **Purpose** - Determine development potential and impact if Nolen Drive/AEC Area is optimized
  - Development projections and future assessed value
  - Employment projections
  - Potential community impacts

# Analysis Area Map



# Analysis Area Map

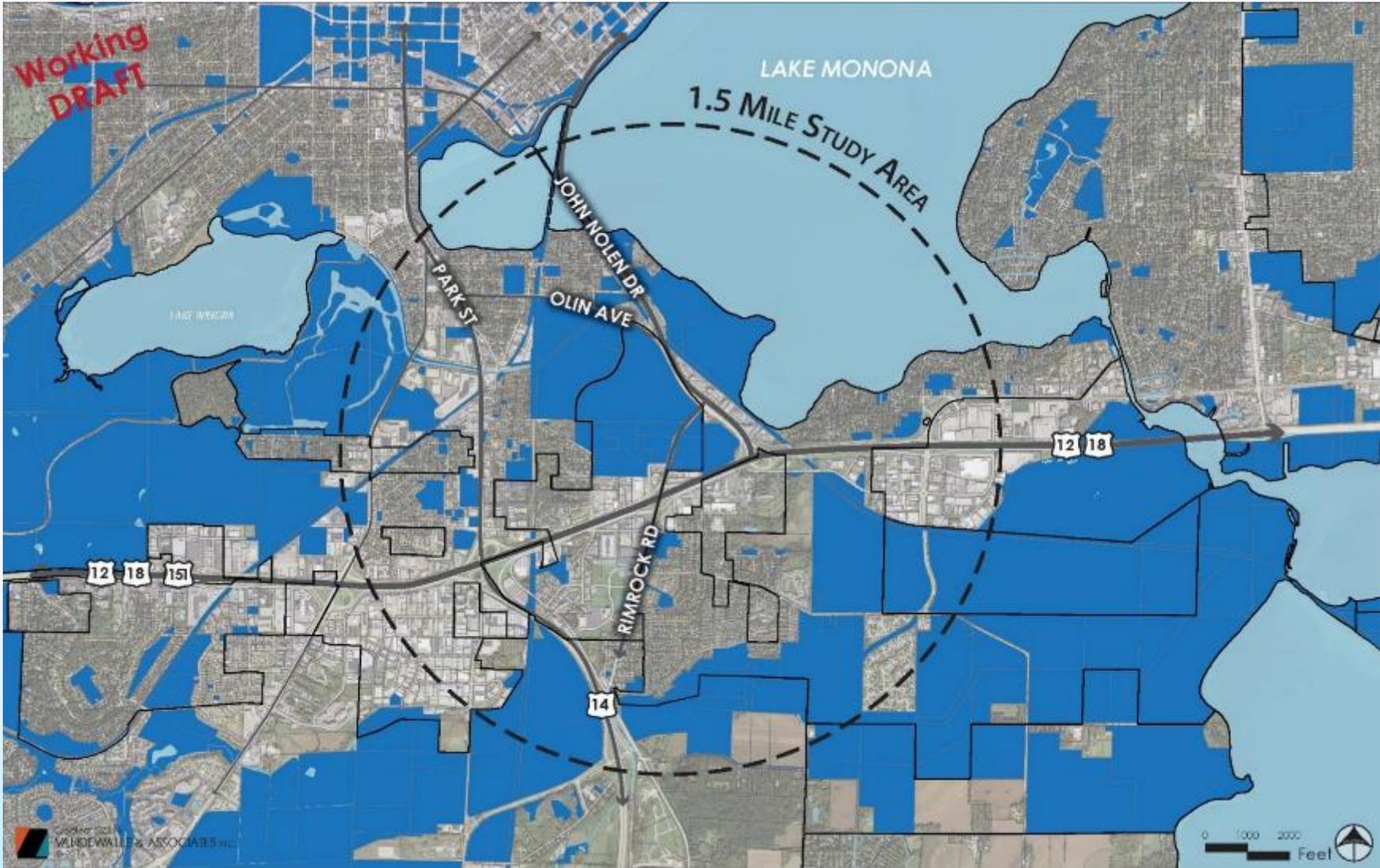
**Working  
DRAFT**



# Existing Conditions

- Transitioning area without a vision for optimization for region, county, city, and adjacent neighborhoods
- Highway commercial/major employers, AEC, and city parks serve the broader region
- Roadways, Beltline, and RR corridors create barriers and separate uses, therefore disjointed and heavily auto oriented
- Blighted community gateway: new investment mixed with underutilized properties

# Publically Owned Land



# Key Area Planning Assumptions

- Area designed and redeveloped as a pedestrian oriented regional destination, employment center, and lake and creek oriented urban neighborhood
- Existing AEC facilities or comparable convening center continue to exist here
- Auto and bike/ped connections between Park St and Lakefront / Nolen
- AEC grounds connected to Lakefront, Olin/Turville Park
- Enhance multi modal transportation improvements and convening venue connections to Downtown
- John Nolen Frontage Rd connected to Nob Hill Rd under Beltline



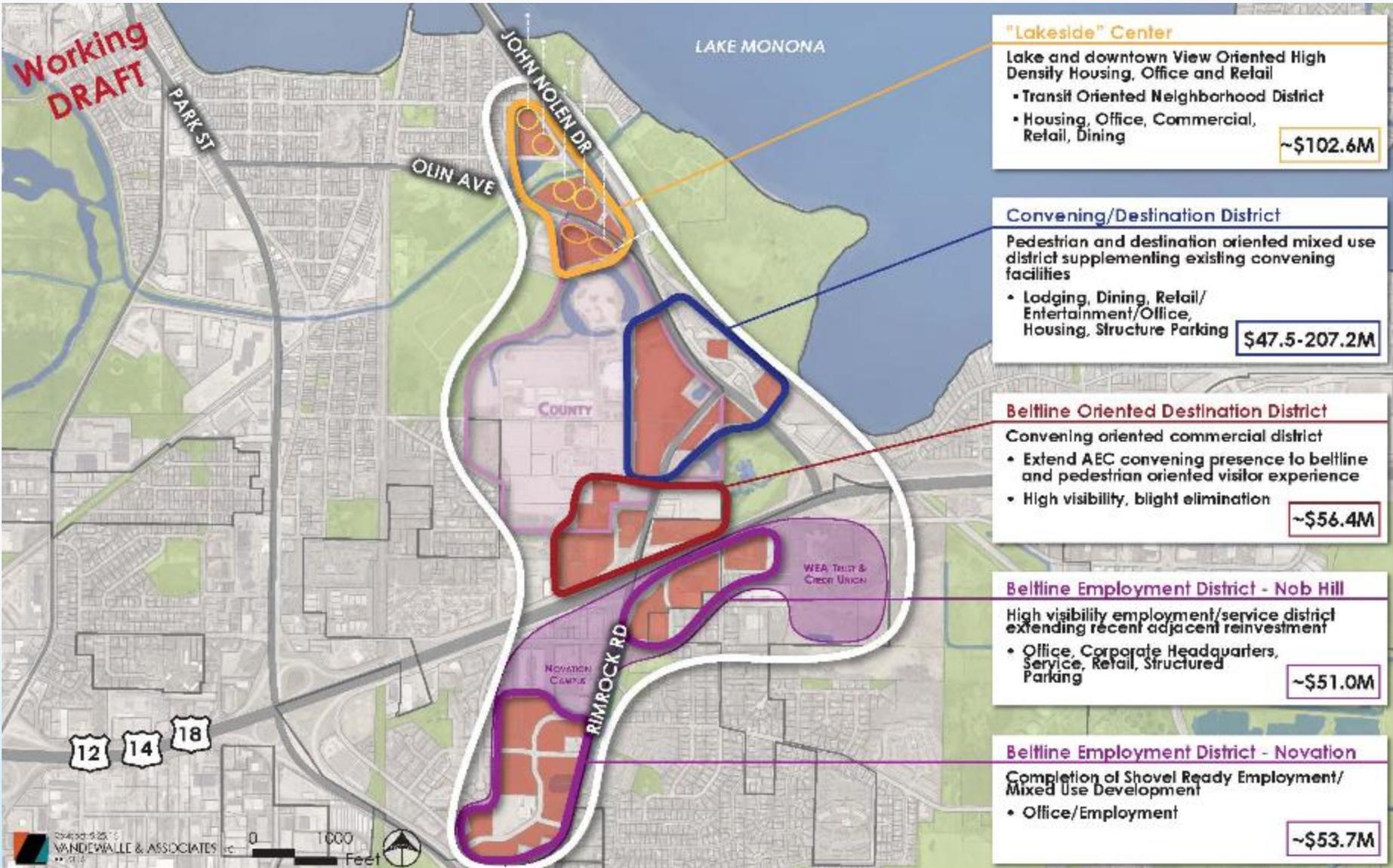
# Key Data Assumptions

- Values shown are for projected future assessments, based on per square foot assessed values (land and improvements) for comparable projects:
  - Constellation
  - Arbor Gate
  - The Ideal
  - Holiday Inn/Hampton Inn/Sheraton
  - Novation Campus/Meriter
- Annual estimated property taxes based on 2015 City of Madison rates for commercial structures (approximately 2.2%)

# Key Data Assumptions

- Direct job estimates are maximum number that can be supported by square footage, by proposed use (office, retail, hotel)
  - benchmarks from Institute of Transportation Engineers (ITE)
- Indirect jobs are “multiplied” as a result of direct employment within the district, as wages circulate through the local economy
  - Multipliers derived from industry-specific datasets by NAICS code (IMPLAN, Inc.)
- Temporary construction jobs estimated from per square foot construction costs by sub-area
  - Labor costs are assumed at 25% of total construction costs, with 1 FTE worker per \$50,000 spent.

# Development Projections



# Existing Value and Potential Net Change

**Lower Density**

| Redevelopment Subarea                   | Land Value          | Improvement Value   | Total Existing Value | Potential Redevelopment Value | Net Change (less existing improvements) |
|---|---------------------|---------------------|----------------------|-------------------------------|---|
| Lakeside Center                         | \$1,594,000         | \$3,851,000         | \$5,445,000          | \$ 120,600,000                | \$ 115,155,000                          |
| Convening/Destination District          | \$1,326,000         | \$5,874,800         | \$7,200,800          | \$ 47,500,000                 | \$ 40,299,200                           |
| Beltline Oriented Destination District  | \$6,322,500         | \$7,116,600         | \$13,439,100         | \$ 56,400,000                 | \$ 42,960,900                           |
| Beltline Employment District - Nob Hill | \$2,176,000         | \$5,266,800         | \$7,442,800          | \$ 51,000,000                 | \$ 43,557,200                           |
| Beltline Employment District - Novation | \$3,541,500         | \$129,300           | \$3,670,800          | \$ 53,700,000                 | \$ 50,029,200                           |
| <b>Total Existing Assessed Value</b>    | <b>\$14,960,000</b> | <b>\$22,238,500</b> | <b>\$37,198,500</b>  | <b>\$329,200,000</b>          | <b>\$292,001,500</b>                    |

**Higher Density**

| Redevelopment Subarea                   | Land Value          | Improvement Value   | Total Existing Value | Potential Redevelopment Value | Net Change (less existing improvements) |
|---|---------------------|---------------------|----------------------|-------------------------------|---|
| Lakeside Center                         | \$1,594,000         | \$3,851,000         | \$5,445,000          | \$ 120,600,000                | \$ 115,155,000                          |
| Convening/Destination District          | \$1,326,000         | \$5,874,800         | \$7,200,800          | \$ 213,800,000                | \$ 206,599,200                          |
| Beltline Oriented Destination District  | \$6,322,500         | \$7,116,600         | \$13,439,100         | \$ 56,400,000                 | \$ 42,960,900                           |
| Beltline Employment District - Nob Hill | \$2,176,000         | \$5,266,800         | \$7,442,800          | \$ 51,000,000                 | \$ 43,557,200                           |
| Beltline Employment District - Novation | \$3,541,500         | \$129,300           | \$3,670,800          | \$ 53,700,000                 | \$ 50,029,200                           |
| <b>Total Existing Assessed Value</b>    | <b>\$14,960,000</b> | <b>\$22,238,500</b> | <b>\$37,198,500</b>  | <b>\$495,500,000</b>          | <b>\$458,301,500</b>                    |



# Project Opportunities: Value and Job Projections

| Lower Density<br>Project and Projected Use | Est. Tax Rate: 0.0220 |                       | Residential Units | Hotel Rooms | Total Sq. Ft.    | Jobs              |              |               |                  |
|--|-----------------------|-----------------------|-------------------|-------------|------------------|-------------------|--------------|---------------|------------------|
|  | Assessment Value      | Annual Property Taxes |                   |             |                  | Total Const. Jobs | Direct Jobs  | Indirect Jobs | Total Perm. Jobs |
| Lakeside Center                            | \$ 120,600,000        | \$ 2,650,000          | 810               | -           | 1,080,000        | 920               | 900          | 1,400         | 2,300            |
| Convening/Destination District             | \$ 47,500,000         | \$ 1,040,000          | -                 | 240         | 440,000          | 360               | 690          | 1,170         | 1,850            |
| Beltline Oriented Destination District     | \$ 56,400,000         | \$ 910,000            | -                 | 200         | 485,000          | 350               | 820          | 1,390         | 2,200            |
| Beltline Employment District - Nob Hill    | \$ 51,000,000         | \$ 1,120,000          | -                 | -           | 470,000          | 320               | 940          | 1,680         | 2,620            |
| Beltline Employment District - Novation    | \$ 53,700,000         | \$ 1,200,000          | -                 | -           | 540,000          | 340               | 1,080        | 1,600         | 2,680            |
| <b>Total</b>                               | <b>\$329,200,000</b>  | <b>\$6,920,000</b>    | <b>810</b>        | <b>440</b>  | <b>3,015,000</b> | <b>2,290</b>      | <b>4,430</b> | <b>7,240</b>  | <b>11,650</b>    |

| Higher Density<br>Project and Projected Use | Est. Tax Rate: 0.0220 |                       | Residential Units | Hotel Rooms | Total Sq. Ft.    | Jobs              |              |               |                  |
|---|-----------------------|-----------------------|-------------------|-------------|------------------|-------------------|--------------|---------------|------------------|
|   | Assessment Value      | Annual Property Taxes |                   |             |                  | Total Const. Jobs | Direct Jobs  | Indirect Jobs | Total Perm. Jobs |
| Lakeside Center                             | \$ 120,600,000        | \$ 2,650,000          | 810               | -           | 1,080,000        | 920               | 900          | 1,400         | 2,300            |
| Convening/Destination District              | \$ 213,800,000        | \$ 4,700,000          | 400               | 360         | 1,930,000        | 1,600             | 2,730        | 4,410         | 7,140            |
| Beltline Oriented Destination District      | \$ 56,400,000         | \$ 910,000            | -                 | 200         | 485,000          | 350               | 820          | 1,390         | 2,200            |
| Beltline Employment District - Nob Hill     | \$ 51,000,000         | \$ 1,120,000          | -                 | -           | 470,000          | 320               | 940          | 1,680         | 2,620            |
| Beltline Employment District - Novation     | \$ 53,700,000         | \$ 1,200,000          | -                 | -           | 540,000          | 340               | 1,080        | 1,600         | 2,680            |
| <b>Total</b>                                | <b>\$495,500,000</b>  | <b>\$10,580,000</b>   | <b>1,210</b>      | <b>560</b>  | <b>4,505,000</b> | <b>3,530</b>      | <b>6,470</b> | <b>10,480</b> | <b>16,940</b>    |

# Community & Economic Impacts

- \$300-500 million in new assessment value
- \$7-10 million in estimated annual property taxes
- 3.0-4.5 million square feet of development
- 11,000-17,000 total supportable jobs (direct and indirect)
  
- Range dependant upon AEC future plan

# Lakeside Center



2015 Assessed Value of  
Redevelopment Parcels:

**\$5,445,000**

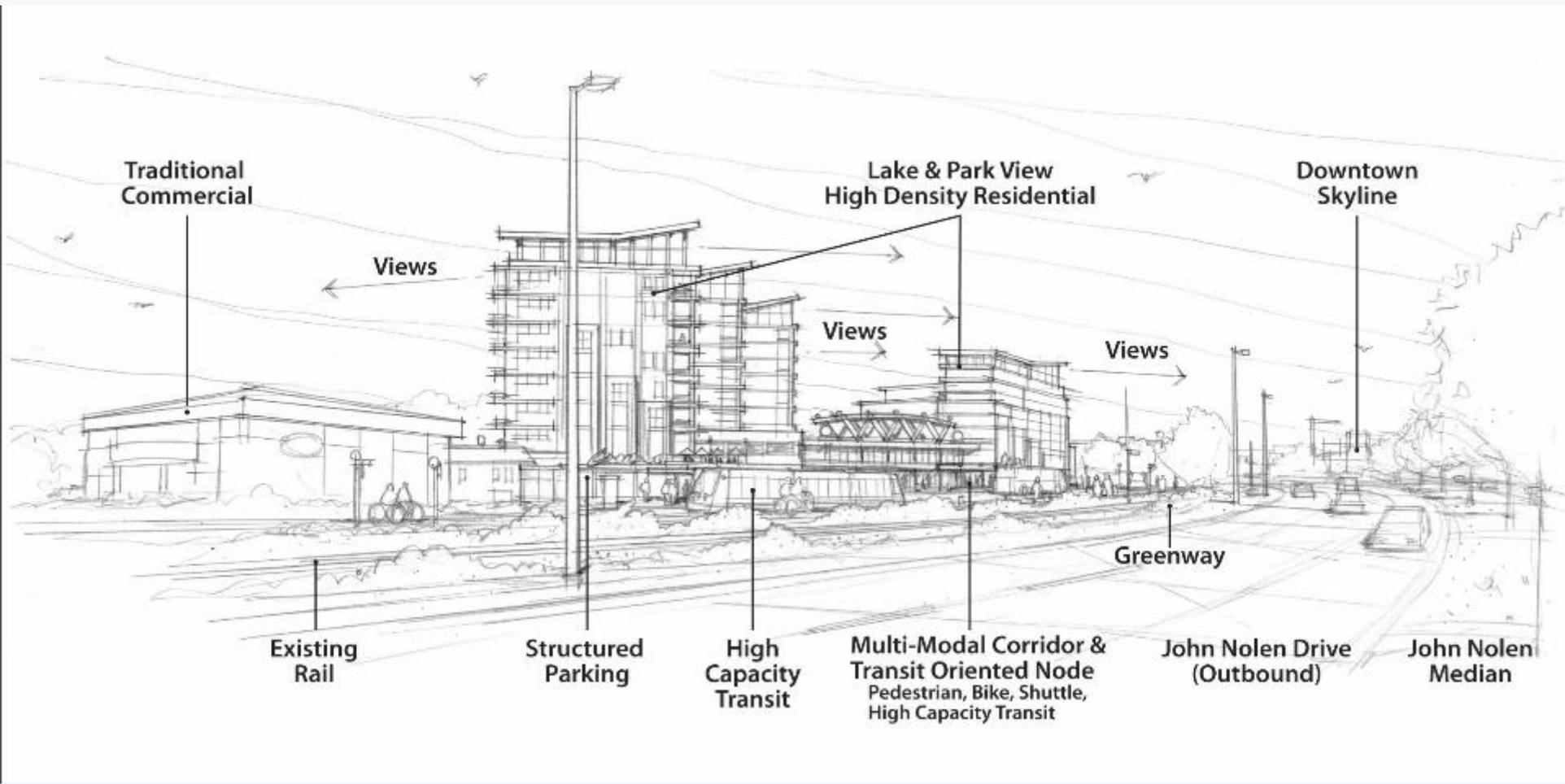
## “Lakeside” Center

**~\$102.6M**

Lake and downtown View Oriented High Density  
Housing, Office and Retail **~15.5 Acres**

- Transit Oriented Neighborhood District
- Housing, Office, Commercial, Retail, Dining
- 6-7 Buildings
- 810 units
- 190,000 sf office
- 160,000 sf commercial/retail/dining

# Lakeside Center



# Convening/Destination District



## Convening/Destination District

**\$47.5-\$207.2M**

Pedestrian and destination oriented mixed use district supplementing existing convening facilities ~22.8 Acres

- Lodging, Dining, Retail/Entertainment/Office, Housing, Structure Parking

### LOW (Outlots)

- 260,000 sf office
- 40,000 sf retail
- 240 hotel rooms

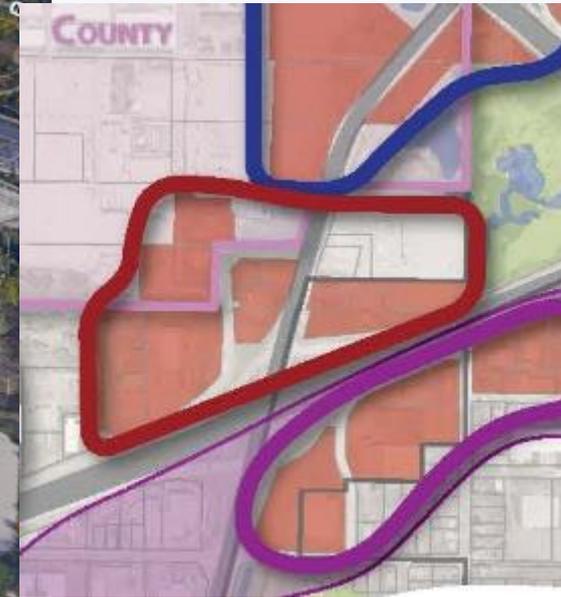
### HIGH (Hammes Option 3)

- 920,000 sf office
- 400 residential units
- 360 hotel rooms
- 300,000 sf retail/dining

2015 Assessment:

**\$7,200,000**

# Beltline Oriented Destination District



2015 Assessment:  
**\$13,440,000**

## Beltline Oriented Destination District

**~\$56.4M**

Convening oriented commercial district

**~15.8 Acres**

- Extend AEC convening presence to beltline and pedestrian oriented visitor experience
- High visibility, blight elimination

- 5-6+ stories
- 200 hotel rooms
- 310,000 sf office
- 60,000 sf retail

# South Beltline Employment – Nob Hill



2015 Assessment:  
**\$7,443,000**

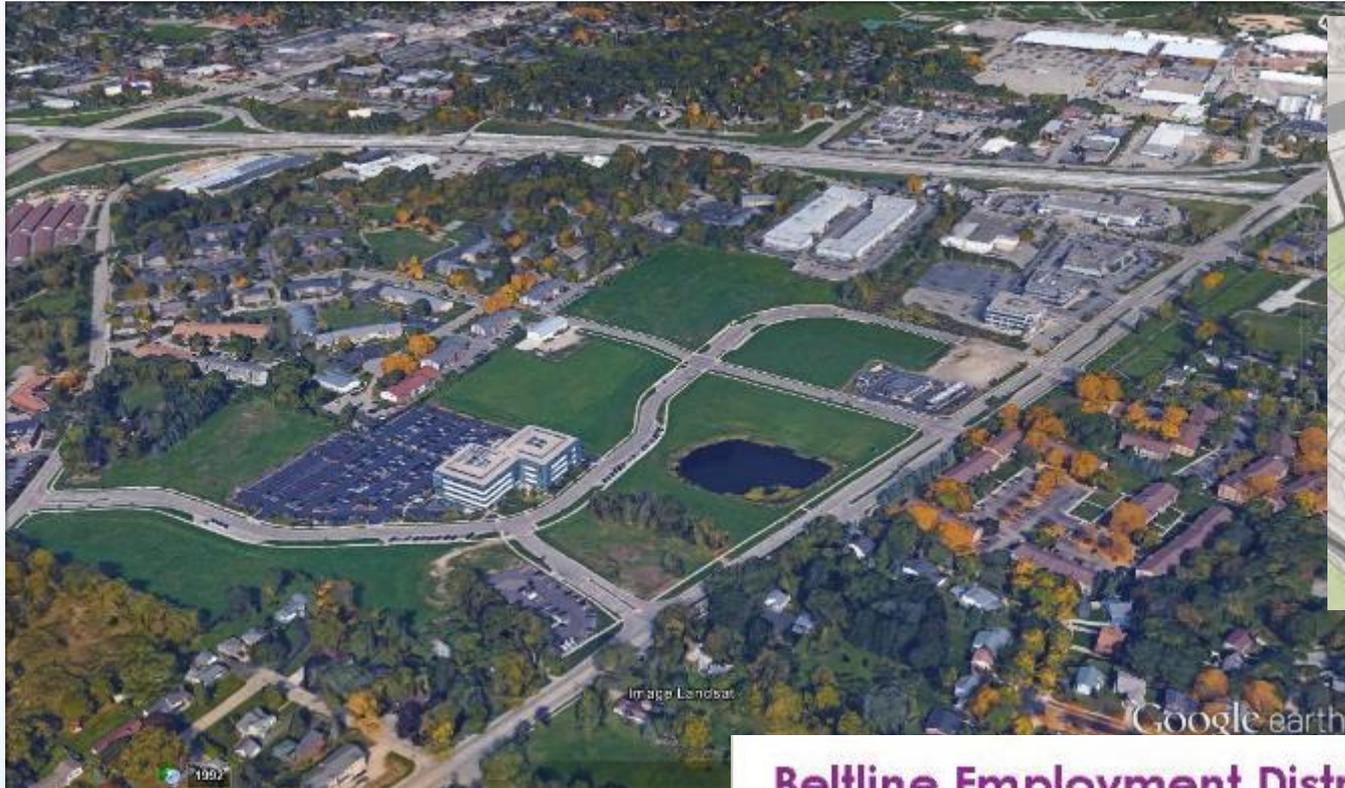
## **Beltline Employment District - Nob Hill** **~\$51.0M**

High visibility employment/service district extending recent adjacent reinvestment

- Office, Corporate Headquarters, Service, Retail, Structured Parking
- 4 Buildings, 5-6+ Stories
- 450,000 sf office
- 18,000 sf retail

**~16.3 Acres**

# South Beltline Employment – Novation



2015 Assessment:  
**\$3,670,000**

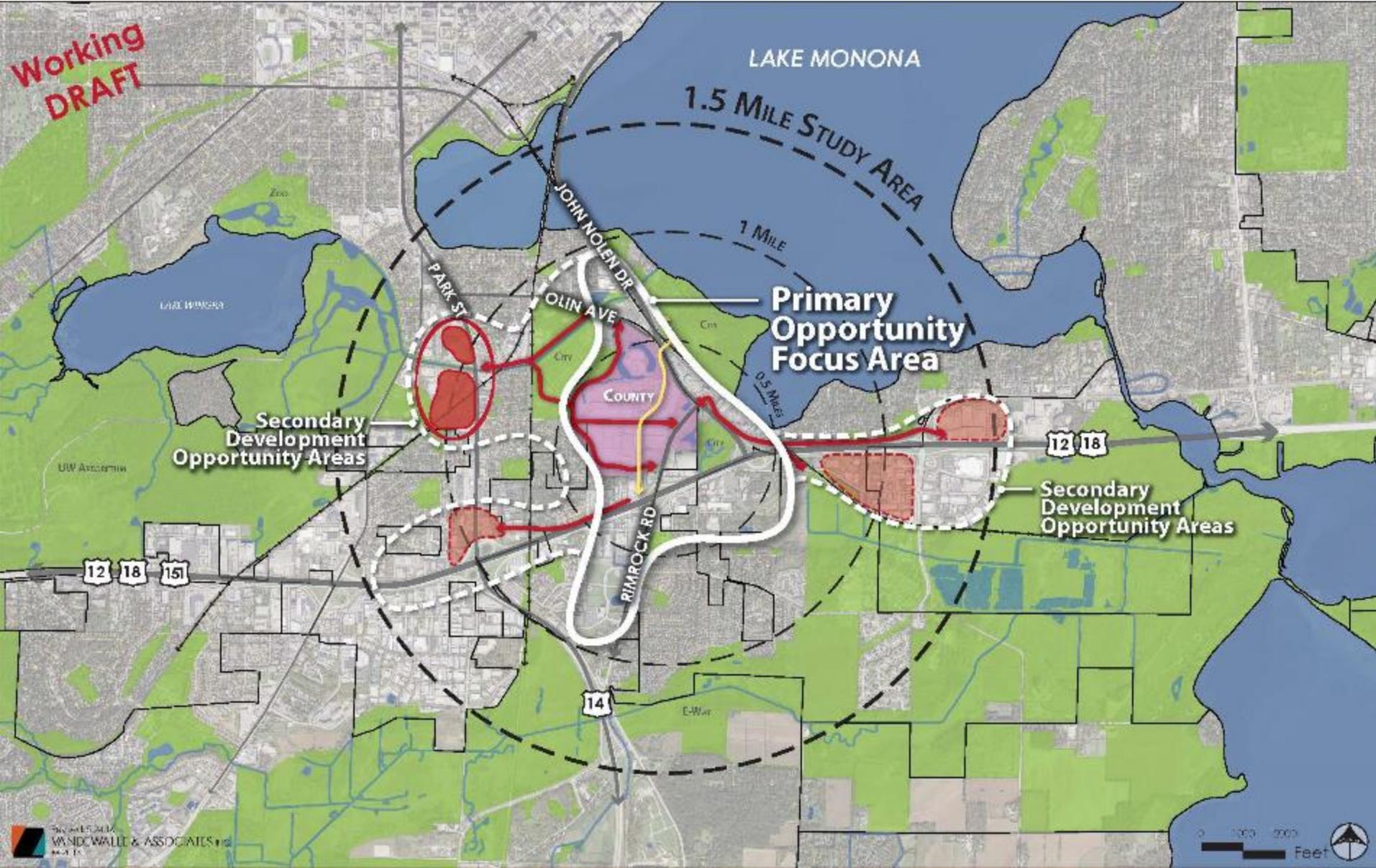
**Beltline Employment District - Novation** ~\$53.7M

Completion of Shovel Ready Employment/  
Mixed Use Development

- Office/Employment
- 2-4 Stories
- 500,000 sf office
- 40,000 sf retail

# Analysis Area Map

**Working  
DRAFT**



# Living on the Park





# COMPREHENSIVE MASTER PLAN *v i s i o n i n g*

# Master Planning Oversight Committee Survey

- Monday, May 15, 2017



# Q1: How would you describe the AEC's connections with the following?

For this question, “connections” mean the following:

- **Visual** – Connections are established by direct line of sight between locations
- **Transit** – Connections are established by easy and intuitive bus or other form of rapid transit service
- **Bike and Pedestrian** – Connections are established by easy to find and intuitive walking and bike paths
- **Area Cohesion** – Streetscaping, signage, promotional materials and the above types of connections all act to present a seamless connection between locations as opposed to clearly separate and detached districts/activity areas

# Q1.1: How would you describe the AEC's connections with the Beltline Highway?

|          | Top Priority for Improvement | Needs Improvement | Adequate    | Not Important | Don't Know | Total | Weighted Average |
|----------|------------------------------|-------------------|-------------|---------------|------------|-------|------------------|
| Visual   | 30.00%<br>3                  | 30.00%<br>3       | 30.00%<br>3 | 10.00%<br>1   | 0.00%<br>0 | 10    | 2.80             |
| Transit  | 40.00%<br>4                  | 30.00%<br>3       | 20.00%<br>2 | 10.00%<br>1   | 0.00%<br>0 | 10    | 3.00             |
| Bike/Ped | 10.00%<br>1                  | 50.00%<br>5       | 10.00%<br>1 | 30.00%<br>3   | 0.00%<br>0 | 10    | 2.40             |
| Cohesion | 20.00%<br>2                  | 60.00%<br>6       | 20.00%<br>2 | 0.00%<br>0    | 0.00%<br>0 | 10    | 3.00             |

# Q1.2: How would you describe the AEC's connections with hotels on the east side of John Nolen Drive?

|          | Top Priority for Improvement | Needs Improvement | Adequate    | Not Important | Don't Know | Total | Weighted Average |
|----------|------------------------------|-------------------|-------------|---------------|------------|-------|------------------|
| Visual   | 0.00%<br>0                   | 60.00%<br>6       | 40.00%<br>4 | 0.00%<br>0    | 0.00%<br>0 | 10    | 2.60             |
| Transit  | 30.00%<br>3                  | 20.00%<br>2       | 30.00%<br>3 | 20.00%<br>2   | 0.00%<br>0 | 10    | 2.60             |
| Bike/Ped | 30.00%<br>3                  | 40.00%<br>4       | 30.00%<br>3 | 0.00%<br>0    | 0.00%<br>0 | 10    | 3.00             |
| Cohesion | 10.00%<br>1                  | 70.00%<br>7       | 20.00%<br>2 | 0.00%<br>0    | 0.00%<br>0 | 10    | 2.90             |

# Q1.3: Connections with restaurants and commercial area on Olin Avenue at John Nolen Drive?

|          | Top Priority for Improvement | Needs Improvement | Adequate    | Not Important | Don't Know | Total | Weighted Average |
|----------|------------------------------|-------------------|-------------|---------------|------------|-------|------------------|
| Visual   | 10.00%<br>1                  | 40.00%<br>4       | 40.00%<br>4 | 10.00%<br>1   | 0.00%<br>0 | 10    | 2.50             |
| Transit  | 10.00%<br>1                  | 50.00%<br>5       | 10.00%<br>1 | 30.00%<br>3   | 0.00%<br>0 | 10    | 2.40             |
| Bike/Ped | 0.00%<br>0                   | 80.00%<br>8       | 20.00%<br>2 | 0.00%<br>0    | 0.00%<br>0 | 10    | 2.80             |
| Cohesion | 0.00%<br>0                   | 70.00%<br>7       | 30.00%<br>3 | 0.00%<br>0    | 0.00%<br>0 | 10    | 2.70             |

# Q1.4: How would you describe the AEC's connections with Lake Monona/Olin Turville Park?

|          | Top Priority for Improvement | Needs Improvement | Adequate    | Not Important | Don't Know | Total | Weighted Average |
|----------|------------------------------|-------------------|-------------|---------------|------------|-------|------------------|
| Visual   | 30.00%<br>3                  | 40.00%<br>4       | 30.00%<br>3 | 0.00%<br>0    | 0.00%<br>0 | 10    | 3.00             |
| Transit  | 20.00%<br>2                  | 40.00%<br>4       | 10.00%<br>1 | 30.00%<br>3   | 0.00%<br>0 | 10    | 2.50             |
| Bike/Ped | 30.00%<br>3                  | 50.00%<br>5       | 10.00%<br>1 | 10.00%<br>1   | 0.00%<br>0 | 10    | 3.00             |
| Cohesion | 30.00%<br>3                  | 50.00%<br>5       | 20.00%<br>2 | 0.00%<br>0    | 0.00%<br>0 | 10    | 3.10             |

# Q1.5: How would you describe the AEC's connections with **Monona Terrace/ Downtown Madison/Capitol Square?**

|          | <b>Top Priority for Improvement</b> | <b>Needs Improvement</b> | <b>Adequate</b>    | <b>Not Important</b> | <b>Don't Know</b> | <b>Total</b> | <b>Weighted Average</b> |
|----------|-------------------------------------|--------------------------|--------------------|----------------------|-------------------|--------------|-------------------------|
| Visual   | <b>10.00%</b><br>1                  | <b>50.00%</b><br>5       | <b>20.00%</b><br>2 | <b>20.00%</b><br>2   | <b>0.00%</b><br>0 | 10           | 2.50                    |
| Transit  | <b>70.00%</b><br>7                  | <b>20.00%</b><br>2       | <b>10.00%</b><br>1 | <b>0.00%</b><br>0    | <b>0.00%</b><br>0 | 10           | 3.60                    |
| Bike/Ped | <b>30.00%</b><br>3                  | <b>40.00%</b><br>4       | <b>20.00%</b><br>2 | <b>10.00%</b><br>1   | <b>0.00%</b><br>0 | 10           | 2.90                    |
| Cohesion | <b>30.00%</b><br>3                  | <b>70.00%</b><br>7       | <b>0.00%</b><br>0  | <b>0.00%</b><br>0    | <b>0.00%</b><br>0 | 10           | 3.30                    |

# Q1.6: How would you describe the AEC's connections with adjacent neighborhoods to the west and north?

|          | Top Priority for Improvement | Needs Improvement | Adequate    | Not Important | Don't Know | Total | Weighted Average |
|----------|------------------------------|-------------------|-------------|---------------|------------|-------|------------------|
| Visual   | 30.00%<br>3                  | 40.00%<br>4       | 20.00%<br>2 | 10.00%<br>1   | 0.00%<br>0 | 10    | 2.90             |
| Transit  | 30.00%<br>3                  | 40.00%<br>4       | 10.00%<br>1 | 20.00%<br>2   | 0.00%<br>0 | 10    | 2.80             |
| Bike/Ped | 40.00%<br>4                  | 20.00%<br>2       | 40.00%<br>4 | 0.00%<br>0    | 0.00%<br>0 | 10    | 3.00             |
| Cohesion | 30.00%<br>3                  | 40.00%<br>4       | 20.00%<br>2 | 10.00%<br>1   | 0.00%<br>0 | 10    | 2.90             |

# Q1.7: How would you describe the AEC's connections with South Park Street?

|          | Top Priority for Improvement | Needs Improvement | Adequate    | Not Important | Don't Know | Total | Weighted Average |
|----------|------------------------------|-------------------|-------------|---------------|------------|-------|------------------|
| Visual   | 10.00%<br>1                  | 30.00%<br>3       | 10.00%<br>1 | 50.00%<br>5   | 0.00%<br>0 | 10    | 2.00             |
| Transit  | 10.00%<br>1                  | 70.00%<br>7       | 10.00%<br>1 | 10.00%<br>1   | 0.00%<br>0 | 10    | 2.80             |
| Bike/Ped | 20.00%<br>2                  | 40.00%<br>4       | 40.00%<br>4 | 0.00%<br>0    | 0.00%<br>0 | 10    | 2.80             |
| Cohesion | 20.00%<br>2                  | 40.00%<br>4       | 10.00%<br>1 | 30.00%<br>3   | 0.00%<br>0 | 10    | 2.50             |

# Q1.8: How would you describe the AEC's connections with UW Madison?

|          | Top Priority for Improvement | Needs Improvement | Adequate    | Not Important | Don't Know  | Total | Weighted Average |
|----------|------------------------------|-------------------|-------------|---------------|-------------|-------|------------------|
| Visual   | 0.00%<br>0                   | 20.00%<br>2       | 10.00%<br>1 | 50.00%<br>5   | 20.00%<br>2 | 10    | 1.30             |
| Transit  | 50.00%<br>5                  | 20.00%<br>2       | 10.00%<br>1 | 20.00%<br>2   | 0.00%<br>0  | 10    | 3.00             |
| Bike/Ped | 20.00%<br>2                  | 30.00%<br>3       | 30.00%<br>3 | 20.00%<br>2   | 0.00%<br>0  | 10    | 2.50             |
| Cohesion | 10.00%<br>1                  | 40.00%<br>4       | 30.00%<br>3 | 10.00%<br>1   | 10.00%<br>1 | 10    | 2.30             |



Q2: As additional investment is made in core AEC facilities and grounds, what level of impact should we aim to achieve on redevelopment and new business growth in the following areas?

|        | Significant | Some        | Minimal     | None        | Don't Know  | Total | Weighted Average |
|--------|-------------|-------------|-------------|-------------|-------------|-------|------------------|
| Area A | 80.00%<br>8 | 10.00%<br>1 | 0.00%<br>0  | 0.00%<br>0  | 10.00%<br>1 | 10    | 3.50             |
| Area B | 70.00%<br>7 | 20.00%<br>2 | 0.00%<br>0  | 0.00%<br>0  | 10.00%<br>1 | 10    | 3.40             |
| Area C | 90.00%<br>9 | 0.00%<br>0  | 0.00%<br>0  | 0.00%<br>0  | 10.00%<br>1 | 10    | 3.60             |
| Area D | 10.00%<br>1 | 70.00%<br>7 | 10.00%<br>1 | 0.00%<br>0  | 10.00%<br>1 | 10    | 2.70             |
| Area E | 10.00%<br>1 | 60.00%<br>6 | 10.00%<br>1 | 10.00%<br>1 | 10.00%<br>1 | 10    | 2.50             |
| Area F | 20.00%<br>2 | 30.00%<br>3 | 30.00%<br>3 | 10.00%<br>1 | 10.00%<br>1 | 10    | 2.40             |
| Area G | 0.00%<br>0  | 50.00%<br>5 | 30.00%<br>3 | 10.00%<br>1 | 10.00%<br>1 | 10    | 2.20             |

Q3. As additional investment is made on the AEC campus and surrounding properties, what level of benefits should we aim to achieve for surrounding residents?

|  | Significant        | Somewhat           | Minimal            | None               | Don't Know        | Total | Weighted Average |
|--|--------------------|--------------------|--------------------|--------------------|-------------------|-------|------------------|
| Create additional living-wage/entry-level jobs   | <b>70.00%</b><br>7 | <b>30.00%</b><br>3 | <b>0.00%</b><br>0  | <b>0.00%</b><br>0  | <b>0.00%</b><br>0 | 10    | 3.70             |
| Create additional career-oriented/high-wage jobs   | <b>20.00%</b><br>2 | <b>60.00%</b><br>6 | <b>20.00%</b><br>2 | <b>0.00%</b><br>0  | <b>0.00%</b><br>0 | 10    | 3.00             |
| Create increased shopping options  | <b>0.00%</b><br>0  | <b>50.00%</b><br>5 | <b>40.00%</b><br>4 | <b>10.00%</b><br>1 | <b>0.00%</b><br>0 | 10    | 2.40             |
| Create increased dining options  | <b>80.00%</b><br>8 | <b>20.00%</b><br>2 | <b>0.00%</b><br>0  | <b>0.00%</b><br>0  | <b>0.00%</b><br>0 | 10    | 3.80             |
| Stimulate reinvestment into existing homes and properties  | <b>40.00%</b><br>4 | <b>20.00%</b><br>2 | <b>30.00%</b><br>3 | <b>10.00%</b><br>1 | <b>0.00%</b><br>0 | 10    | 2.90             |
| Stimulate demand/desirability of neighborhoods as a place to live  | <b>50.00%</b><br>5 | <b>40.00%</b><br>4 | <b>0.00%</b><br>0  | <b>10.00%</b><br>1 | <b>0.00%</b><br>0 | 10    | 3.30             |
| Increase bicycle, pedestrian and vehicular connections from Park Street through the AEC campus to Nolen/Rim Rock/Olin Turville Park/Lake | <b>60.00%</b><br>6 | <b>20.00%</b><br>2 | <b>10.00%</b><br>1 | <b>10.00%</b><br>1 | <b>0.00%</b><br>0 | 10    | 3.30             |



# COMPREHENSIVE MASTER PLAN *v i s i o n i n g*

# Foundational Statements

## **Core Function**

Dane County's 164 acre Alliant Energy Center(AEC) campus is a key asset to Dane County's residents and businesses, and its core function is to continue serving as the region's premier, multi-venue expo, convention and event destination.

## **Impact**

The AEC has significant economic and community impact which can be expanded through increased investment to meet the diversifying needs of the convening industry and growing regional community.

## **Multifaceted Activity Center**

The addition of a critical mass of activity by integrating additional hotels, food, beverage, retail and entertainment establishments, office and new housing on or around AEC campus will benefit visitors and community residents.

## **Connectivity and Cohesion**

Although the AEC is well connected to the regional transportation system, 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 downtown.



# AEC Connections

- A. Connect and unite the AEC grounds to the **Lakefront/Olin Park and John Nolen Dr. hotels** by enhancing pedestrian safety, linking community owned venues for major regional events
- B. Integrate the east end of **Olin Ave.** and the north end of the AEC grounds by developing a mix of complementary uses including offices, restaurants, and housing.
- C. Work with property owners to the south to develop AEC-supporting uses and create a strong AEC presence along the **Beltline.**
- D. & E. Enhance the **Rimrock Rd.** streetscape and pedestrian walkways to connect the north and south sides of the Beltline and encourage the development of additional AEC-supporting uses south of the Beltline.

# AEC Connections

- F. Explore opportunities to develop additional AEC-supporting uses on **South Park St.** and connect them to E. Rusk Avenue/W. Badger Rd. and create a range of employment opportunities for residents of the adjoining neighborhoods.
- G. Explore opportunities to develop additional AEC-supporting uses in the vicinity of Park St./Wingra Ave. intersection and evaluate the potential to create a direct connection to the AEC by extending Wingra Ave. across the railroad tracks over to Olin Ave.
- H. Create a seamless connection to the Downtown...



**4** Connect to Downtown  
(Multimodal, Elements, Venues)

**2** Connect to Park Street  
with Parkways

**3** Unite Lakeside  
Venues

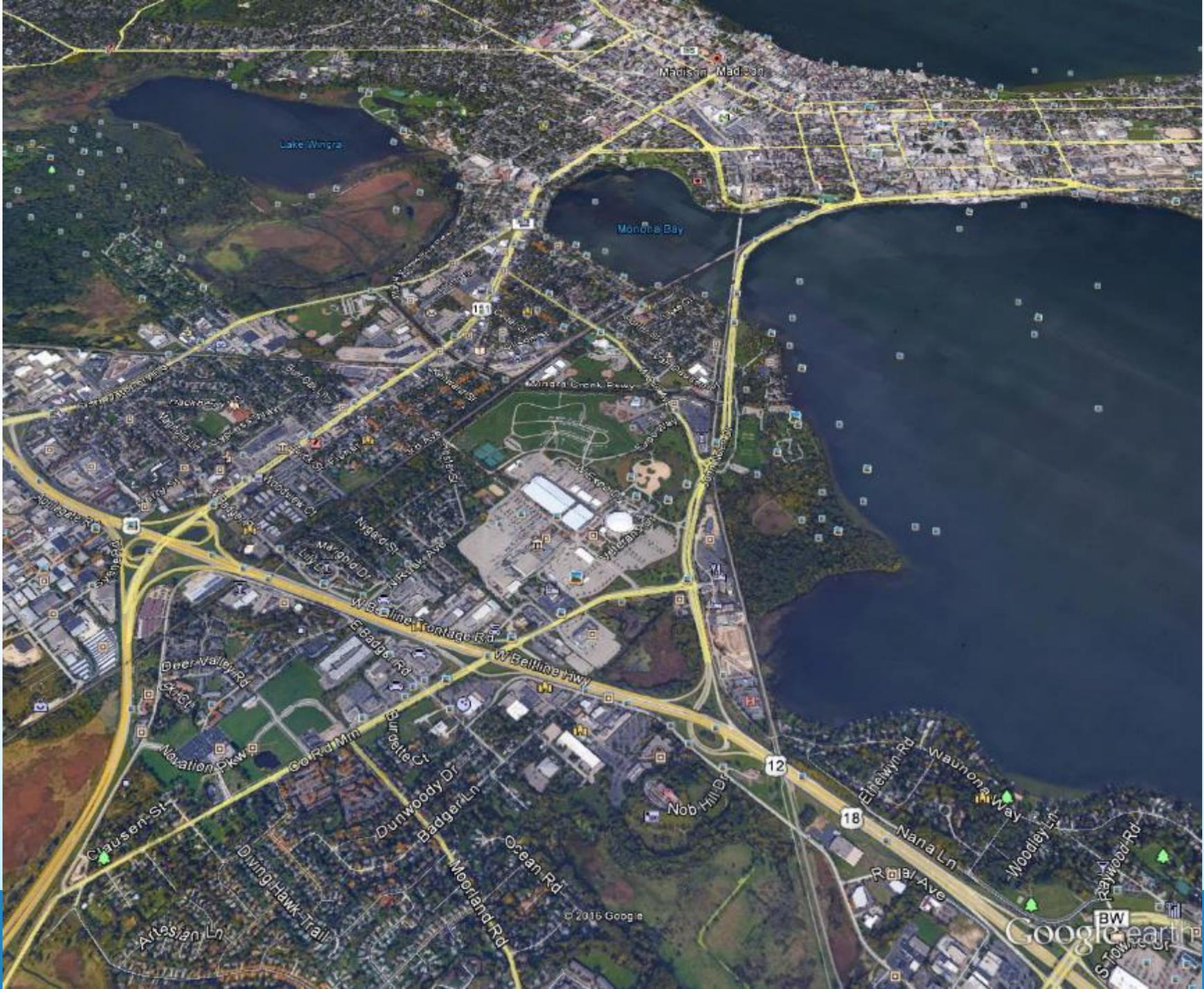
**6** Power Campus  
with Renewable  
Energy Sources

**5** Integrate Uses &  
Efficient Use of Land

**1** Reorient to Beltline/  
Redevelopment



# COMPREHENSIVE MASTER PLAN *v i s i o n i n g*



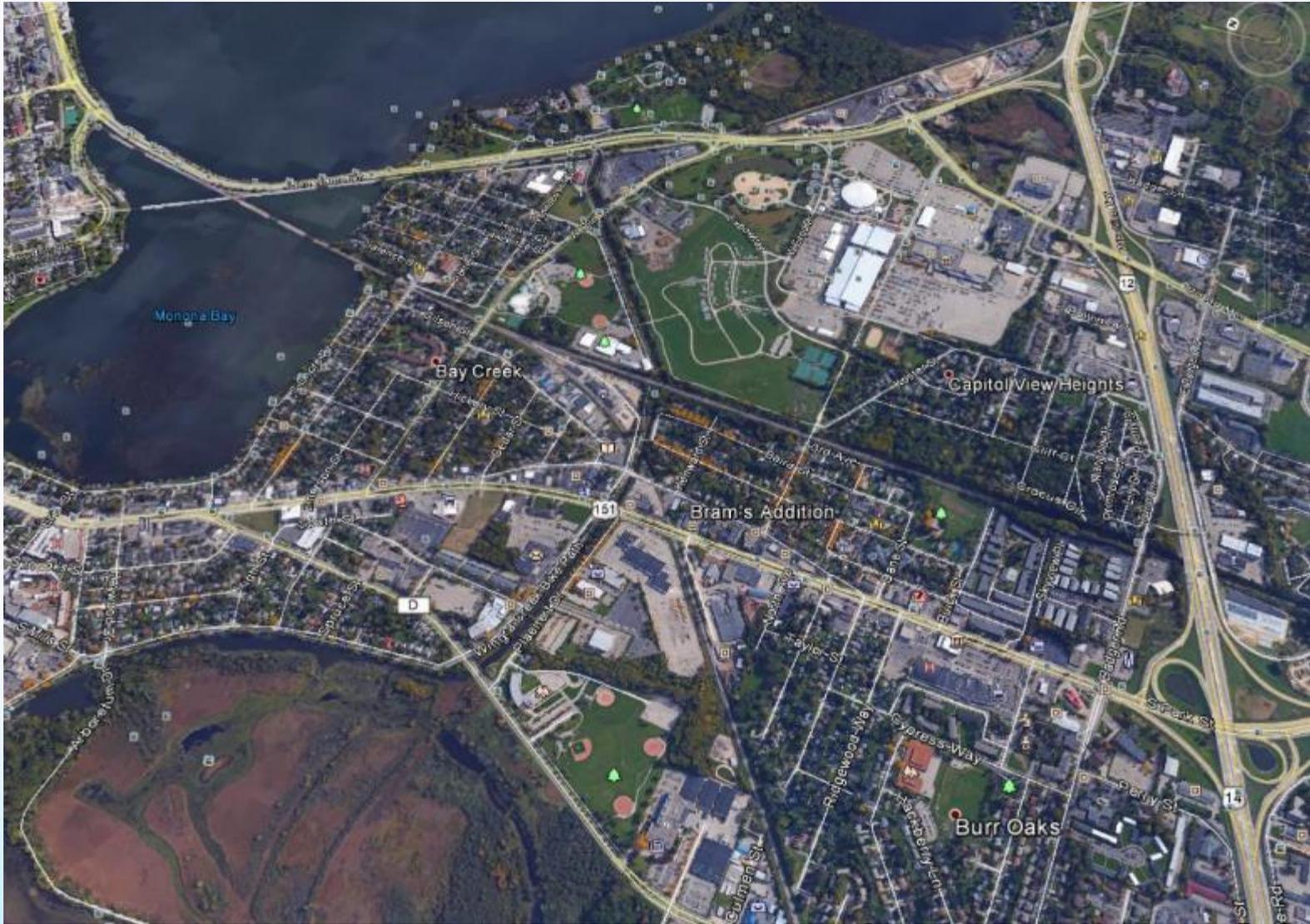
Madison, Wisconsin

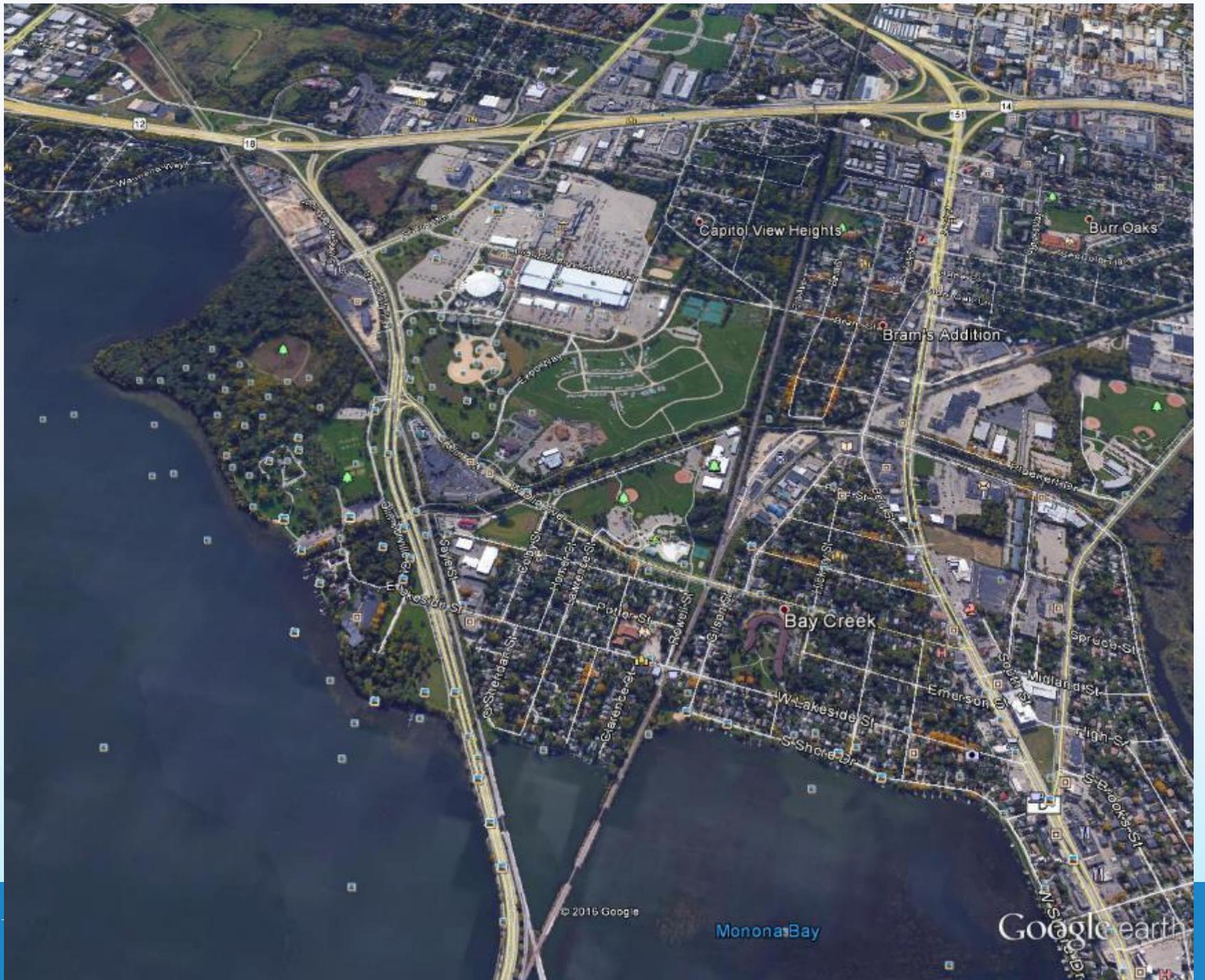
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