



ALLIANT ENERGY CENTER

ALLIANT ENERGY CENTER MASTER PLAN UPDATE

MADISON, WISCONSIN
AUGUST 1, 2011



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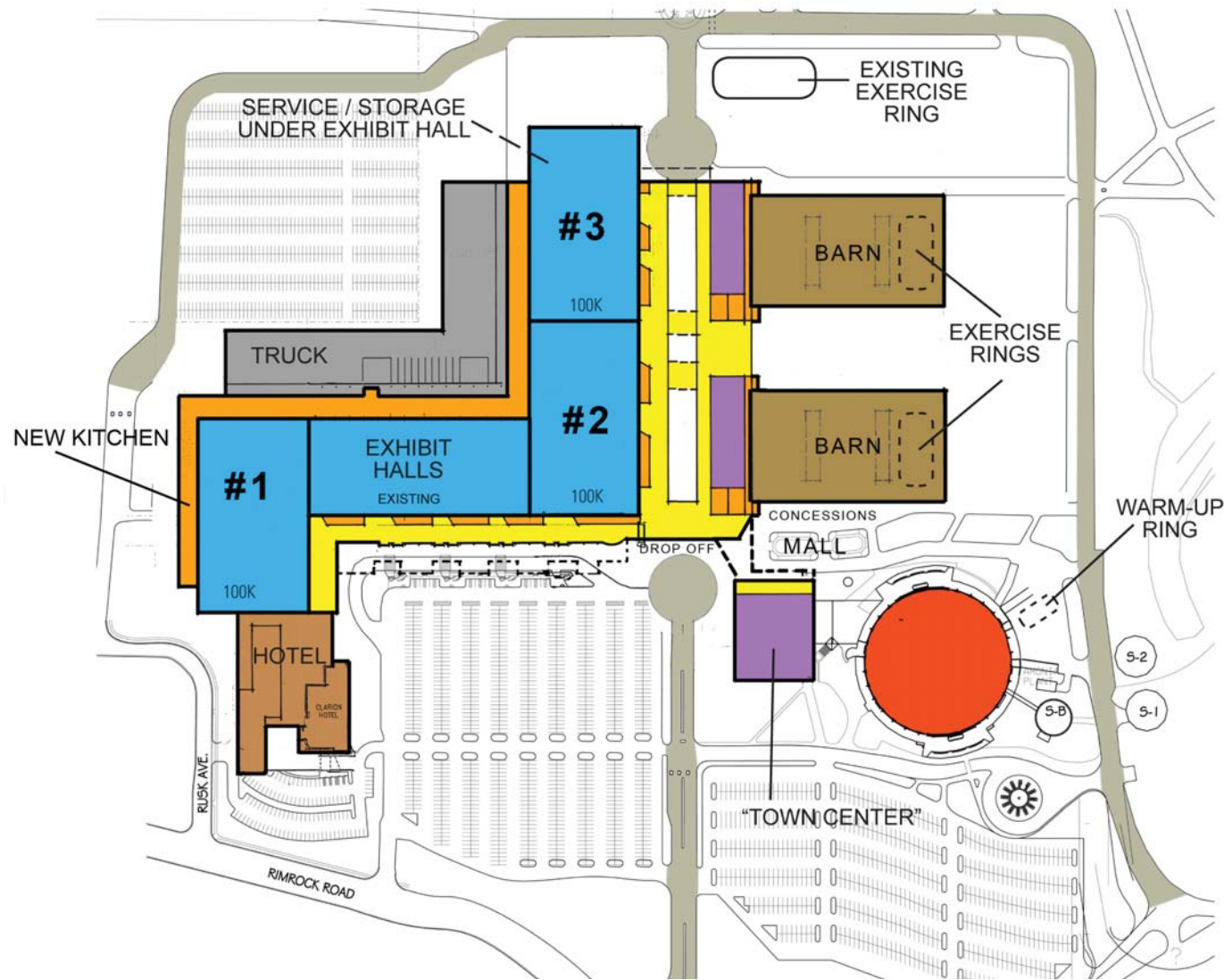
I. MASTER PLAN UPDATE OBJECTIVES

This Update to the 2007 Master Plan is intended to analyze the possibility for phased expansion of the Exhibition Hall at the Alliant Energy Center (AEC). A primary driver for the expansion program is the World Dairy Expo, which is limited by the size of the available Exhibit Hall. In addition to the increased Exhibit area, AEC has determined that additional Meeting Room program needs to be provided for year-round operation of the facility. With these criteria in mind, the current scope of this study is as follows:

- Expand the existing facility to provide a minimum of 50,000sf of contiguous Exhibit Hall.
- Provide an additional 14,000sf of highly flexible Meeting Rooms at grade.
- Provide Back-of-House access to all new spaces, including future new Kitchen space and support spaces for Concert use of the Exhibit Hall.
- Analyze the potential for future expansion onto the site currently occupied by the Huber Center.
- Create a seamless Front-of-House connection to the Clarion Suites Hotel.
- Develop a Preliminary Cost Estimate to verify expansion program can be delivered for the anticipated Project Budget of \$40 Million.



Figure 1 Proposed Expansion Site



SCHEME L-2

The 2007 Master Plan concluded in a recommendation for an “L-shaped” expansion strategy for future development of the Alliant Energy Center. Among several key advantages of this approach were:

- Minimizing excavation along the South and West edges of the site
- Maintaining continuous back-of-house service access to all new spaces
- Creating a unified Lobby/Pre-function frontage oriented towards the other quadrants on the campus.
- Making the best use of the Huber Center property as it becomes available.

The scope of the Master Plan Update focuses on the South portion of the L-2 Scheme program,

Figure 2 2007 Master Plan Scheme L-2

EXPANSION PROGRAM ALTERNATIVES

During the initial phase of the Master Plan Update, LMN explored a range of alternative approaches to the expansion program. There were three broad strategies that were adopted at this stage:

“A” OPTIONS

These alternates focused on a single-level expansion to the South and East of the existing facility, with a range of Exhibit to Meeting Room program mixes.

“B” OPTIONS

While maintaining a similar strategy for the Exhibit Hall expansion, the “B” alternates located the additional Meeting Room program to the East of the existing Lobby/Pre-function space.

“C” OPTIONS

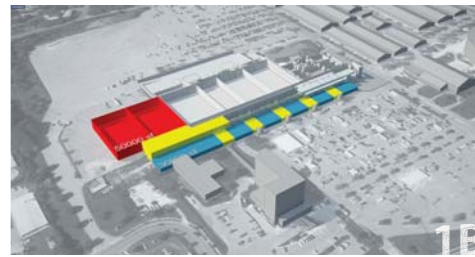
The “C” alternates took another approach to the Meeting Room program, creating a two-storey block located between the existing Pre-function space and the Hotel.

After consideration of the range of alternates presented, it was determined that Options 1A and 1C provided the closest match between the desired program, flexibility for future expansion and cost-effectiveness.

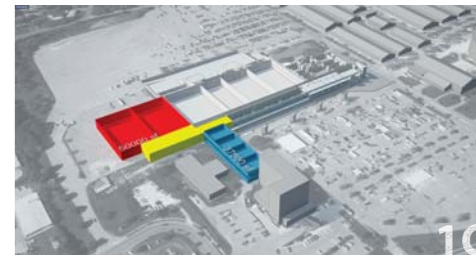
Both options were further evaluated in terms of their layout, program relationships and alignment with AEC’s goals. From this assessment it was determined that Scheme 1A provided the most compact, balanced and efficient program layout, while also incorporating flexibility to combine Exhibit and Meeting program to achieve a combined area greater than 50,000 sf.



OPTION 1A: EXHALL 50000 SF
MEETING RM 34000 SF
84000 SF



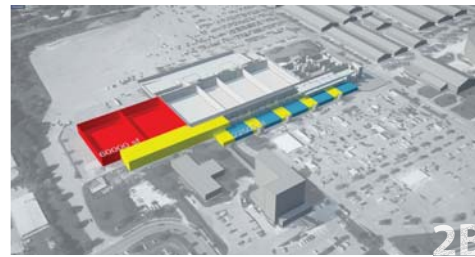
OPTION 1B: EXHALL 50000 SF
MEETING RM 36500 SF
86500 SF



OPTION 1C: EXHALL 50000 SF
MEETING RM 37500 SF
87500 SF



OPTION 2A: EXHALL 60000 SF
MEETING RM 22750 SF
82750 SF



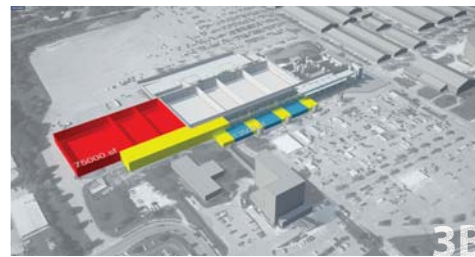
OPTION 2B: EXHALL 60000 SF
MEETING RM 22500 SF
82500 SF



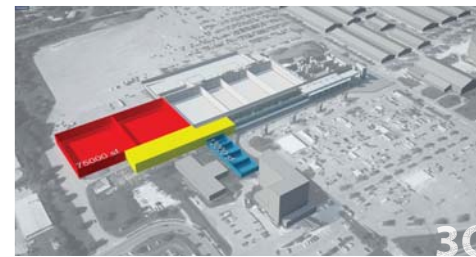
OPTION 2C: EXHALL 60000 SF
MEETING RM 22600 SF
82600 SF



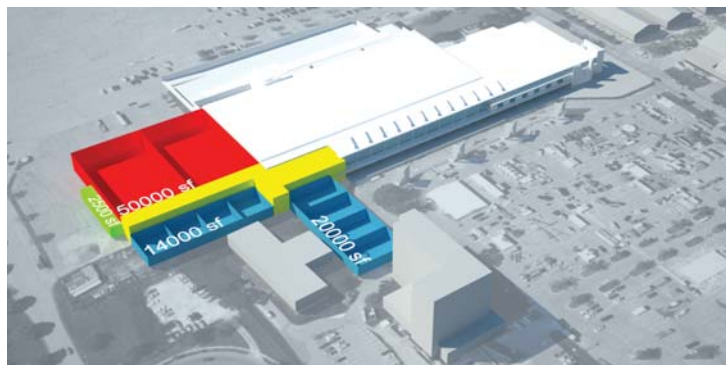
OPTION 3A: EXHALL 75000 SF
MEETING RM 13000 SF
88000 SF



OPTION 3B: EXHALL 75000 SF
MEETING RM 13500 SF
88500 SF



OPTION 3C: EXHALL 75000 SF
MEETING RM 13000 SF
88000 SF



OPTION 1A



OPTION 1C

SCHEME 1A

The selected approach, Scheme 1A, is designed to maximize the amount of contiguous program space that can be achieved on a single level. This strategy reduces initial capital costs, but does place some limits on the area available for Phase 2 Expansion. Additionally, roughly half of the Meeting Room program built in Phase 1 would have to be demolished to allow for Phase 2 Expansion, with associated additional costs.

PHASE 1 EXPANSION

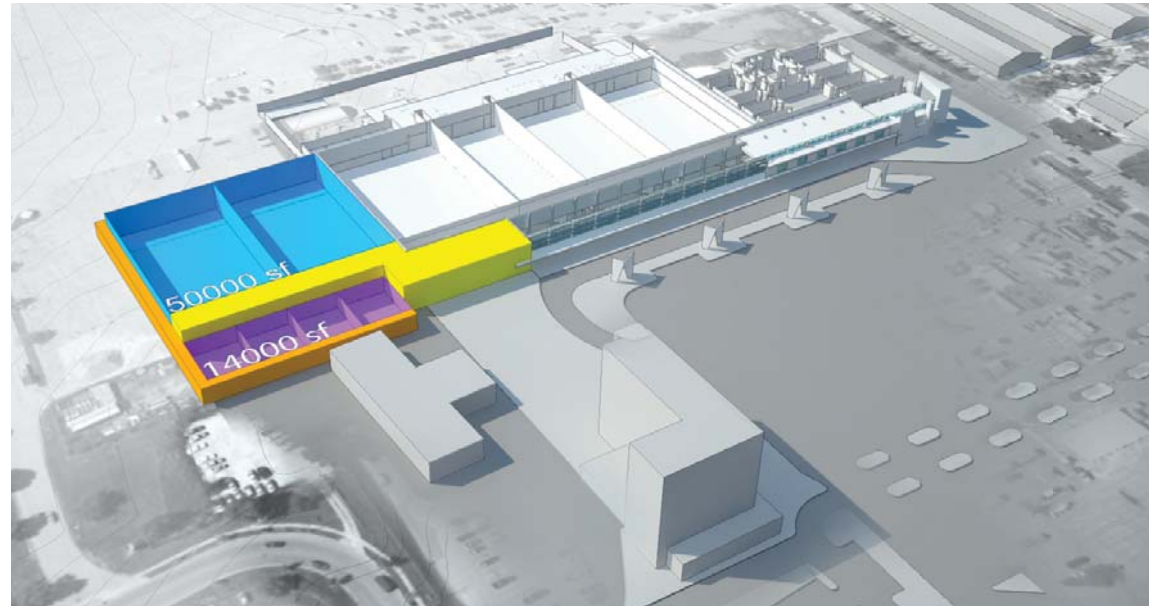
Phase 1 Expansion including 50,000 sf of contiguous Exhibit Hall space, 14,000sf of Meeting Room space and associated support spaces. The entire program is built to match the floor level in the existing building, and avoids any vertical transportation.

PHASE 2 EXPANSION

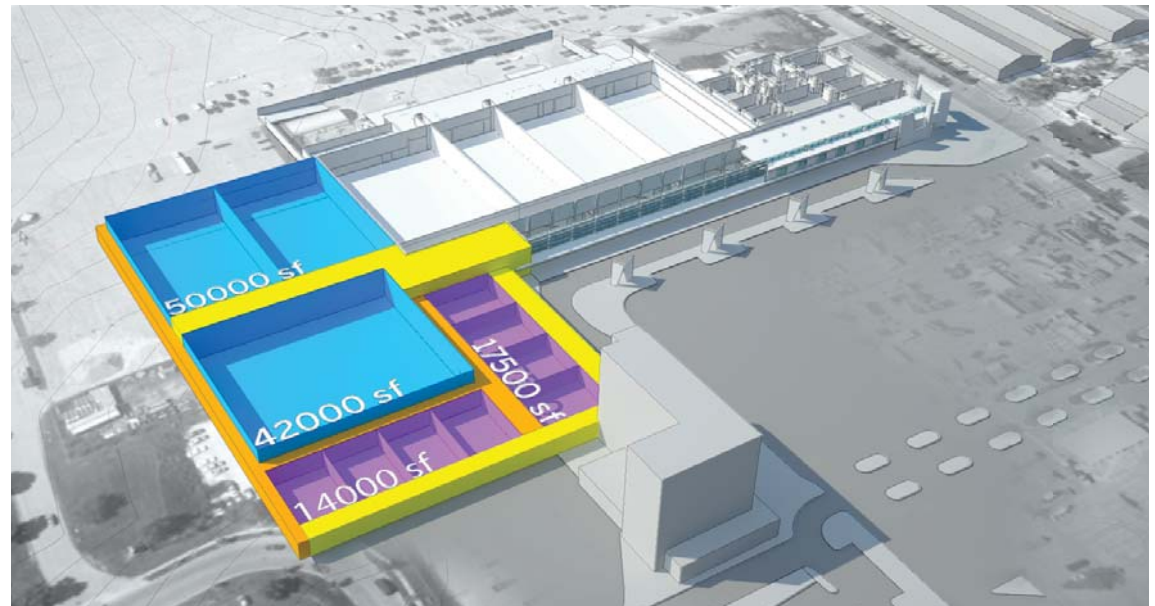
Phase 2 Expansion includes an additional 42,000 sf of Exhibit Space, located to the East of Halls E and F. Operable walls would allow the new Hall to be combined with Halls E and F, along with the Pre-function area to achieve a single high-bay space of 100,000 sf.

The block of Meeting Rooms built just East of the Exhibit Hall in Phase 1 would be demolished to make way for the expanded Exhibit space, and replaced with a new set of Meeting Rooms to the north and east of the new Hall "G". New Prefunction space would provide a connection to the Phase 1 North Meeting Rooms and the Clarion Hotel.

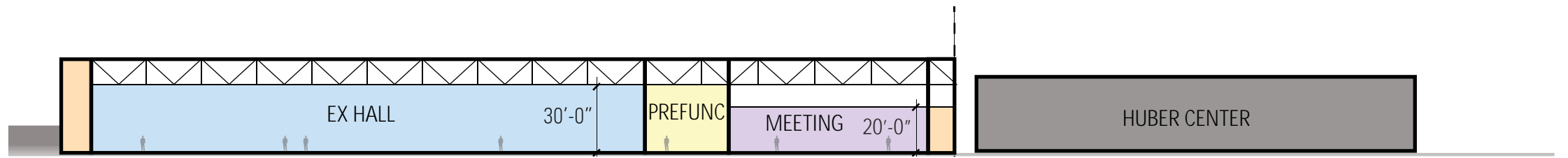
The Support program for Phase 2 would include new Kitchen Space, along with added Storage and Service corridors.



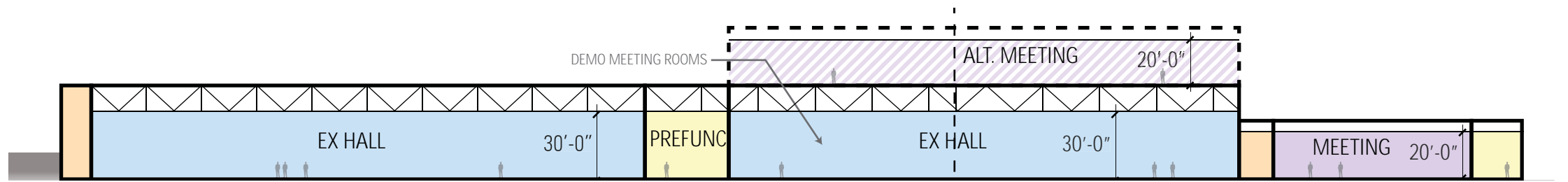
PHASE 1 EXPANSION



PHASE 2 EXPANSION



PHASE 1 EXPANSION



PHASE 2 EXPANSION

CONSTRUCTION COST BUDGET

Alliant Energy Center
Expansion
Madison, Wisconsin

Preliminary Cost Model
July 27, 2011
027-07801.110

INCLUSIONS

The project consists of an expansion to the existing Alliant Energy Center in Madison, Wisconsin.

The option being modeled in this summary adds two 25,000 sf exhibit hall spaces and four 3,600 sf breakout/meeting rooms. Operable walls separate the existing exhibit hall space from new exhibit hall space and the meeting rooms from the exhibit space and each other.

The remaining floor area is made up of washrooms, lobbies and circulation space.

The reported costs are presented as, first of all, a construction cost with a "project cost multiplier" applied to reach a total project cost. These costs are based on current construction costs in Madison, Wisconsin, although a cost escalation factor has been added to account for continued modest escalation between now and bid day.

Alliant Energy Center Expansion
Preferred Option
Madison, Wisconsin

Preliminary Cost Model
July 27, 2011
027-07801.110

PREFERRED OPTION COMPONENT SUMMARY

	Gross Area: 91,766 SF		
	\$/SF	\$x1,000	
1. Foundations	6.30	579	
2. Vertical Structure	7.17	658	
3. Floor & Roof Structures	36.80	3,377	
4. Exterior Cladding	24.73	2,269	
5. Roofing, Waterproofing & Skylights	19.29	1,770	
Shell (1-5)	94.29	8,652	
6. Interior Partitions, Doors & Glazing	23.01	2,112	
7. Floor, Wall & Ceiling Finishes	25.18	2,310	
Interiors (6-7)	48.19	4,422	
8. Function Equipment & Specialties	20.52	1,883	
9. Stairs & Vertical Transportation	0.05	5	
Equipment & Vertical Transportation (8-9)	20.57	1,888	
10. Plumbing Systems	8.87	814	
11. Heating, Ventilating & Air Conditioning	40.28	3,696	
12. Electric Lighting, Power & Communications	39.20	3,597	
13. Fire Protection Systems	3.58	328	
Mechanical & Electrical (10-13)	91.92	8,435	
Total Building Construction (1-13)	254.96	23,397	
14. Site Preparation & Demolition	5.62	515	
15. Site Paving, Structures & Landscaping	4.28	393	
16. Utilities on Site	5.45	500	
Total Site Construction (14-16)	15.35	1,408	
TOTAL BUILDING & SITE (1-16)	270.31	24,805	
Contingency for Development of Design	15.00%	40.55	3,721
PLANNED CONSTRUCTION COST	July 2011	310.86	28,526
General Requirement	8.00%	24.87	2,282
RECOMMENDED BUDGET	January 2012	335.73	30,808
GC/CM Fee	4.00%	13.43	1,232
RECOMMENDED BUDGET		349.15	32,040
Escalation to Midpoint (August 2012)	0.03%	0.12	11
RECOMMENDED BUDGET	January 2012	349.27	32,051
Soft Cost Multiplier	25.00%	87.32	8,013
RECOMMENDED BUDGET	January 2012	436.59	40,064
Alternate for additional operable wall			712

