



Alliant Energy Center Campus PLACE-BASED EXPERIENCE OVERLAY



1

INTRODUCTION

PLACE-BASED EXPERIENCE OVERLAY

WHAT IS THIS?

- A **PLACEMAKING AND EXPERIENCE GUIDE** to inform and inspire designers and project developers as they prepare individual plans for various projects on campus
- Physical design focused, the **PLACEMAKING** process provides the foundation for creating a vibrant and **engaging public space** promoting social interaction, happiness and well being
- While **EXPERIENCE PLANNING** ensures that the space offers a positive and **memorable experience** for users through physical design, programming, services and storytelling



WHY?



- Ensures that the redevelopment of the campus **REFLECTS THE DISTINCTIVE SPIRIT OF MADISON AND THE DANE COUNTY REGION**, creates an authentic, cohesive and **memorable** experience for residents and visitors steeped in our place-based assets
- The destination creates an instant and lasting impression that engages, **shapes emotions and behaviors, and instills a sense of regional pride**
- Helps ensure **cohesive look and feel**; not disjointed
- Helps ensure **investment optimizes impact** - special places attract events, community use and revenue

INPUTS



Vision Document

Master Plan

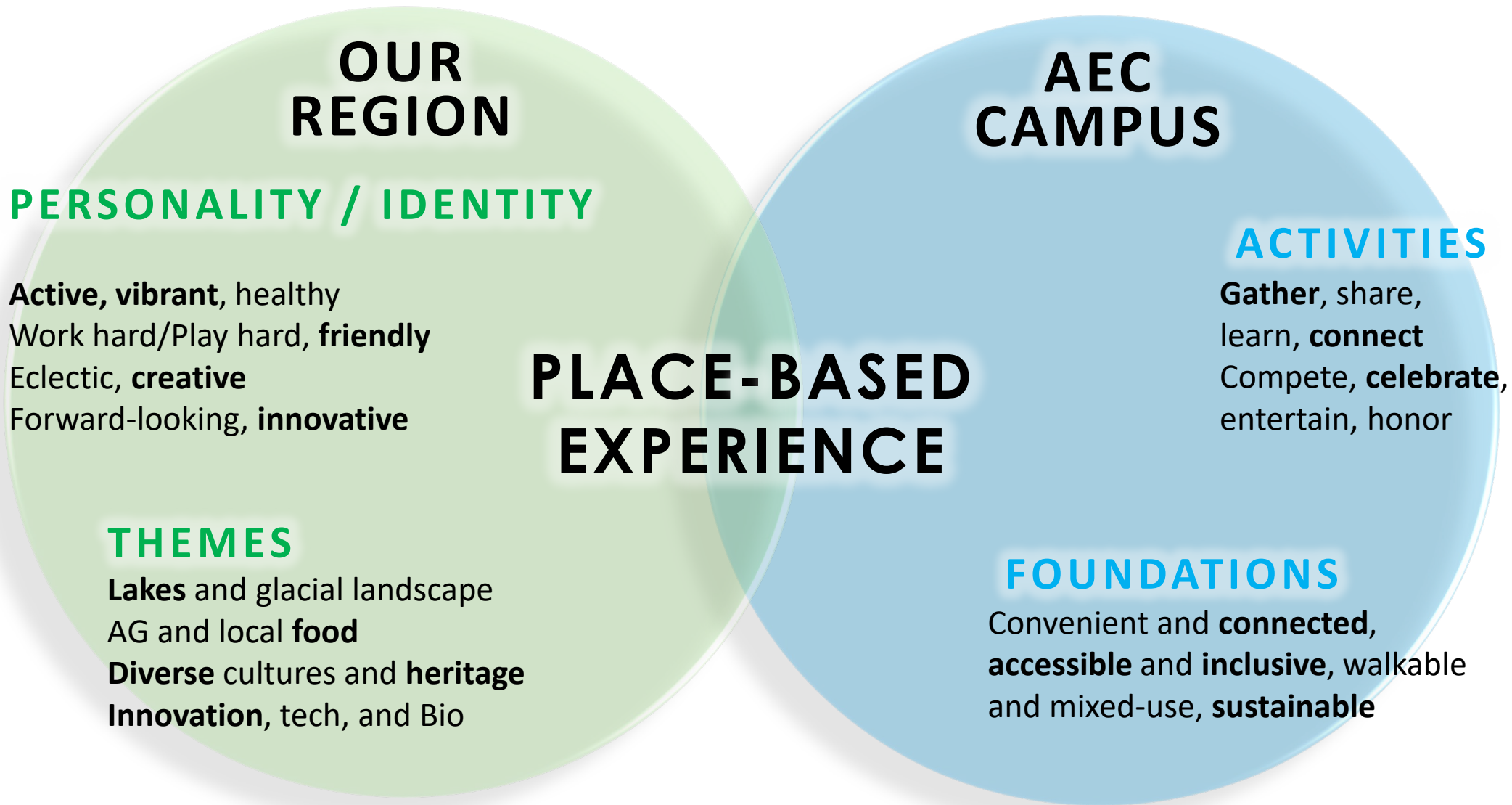
**Destination
District Vision &
Strategy**

**Past Public and
Stakeholder Input**

**Regional Analysis
& Dialog**

**PLACE-BASED
EXPERIENCE
OVERLAY**

WHAT ARE THE BUILDING BLOCKS?



WHERE CAN IT PLAY OUT?

Buildings – interior and exterior

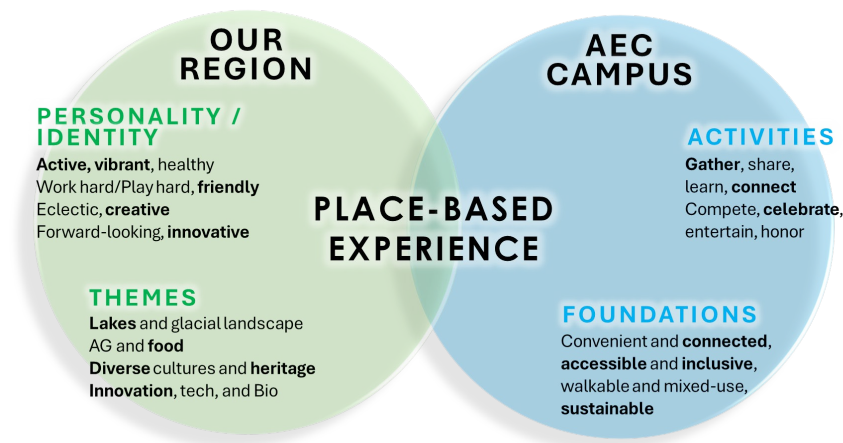
Public spaces, grounds, and pathways

Communications, brand, workforce/host interactions

ZONES

CENTRAL
PLAZA

Source: Base map from AEC Campus Master Plan



HOW IS THE EXPERIENCE CREATED?

Design Palettes

Showcasing

Intentional Design

Communications

OVERVIEW

1 Introduction

2 Key Experience Zones

3 Place Authentic Palette

4 Regional Showcase Themes

5 Central Plaza

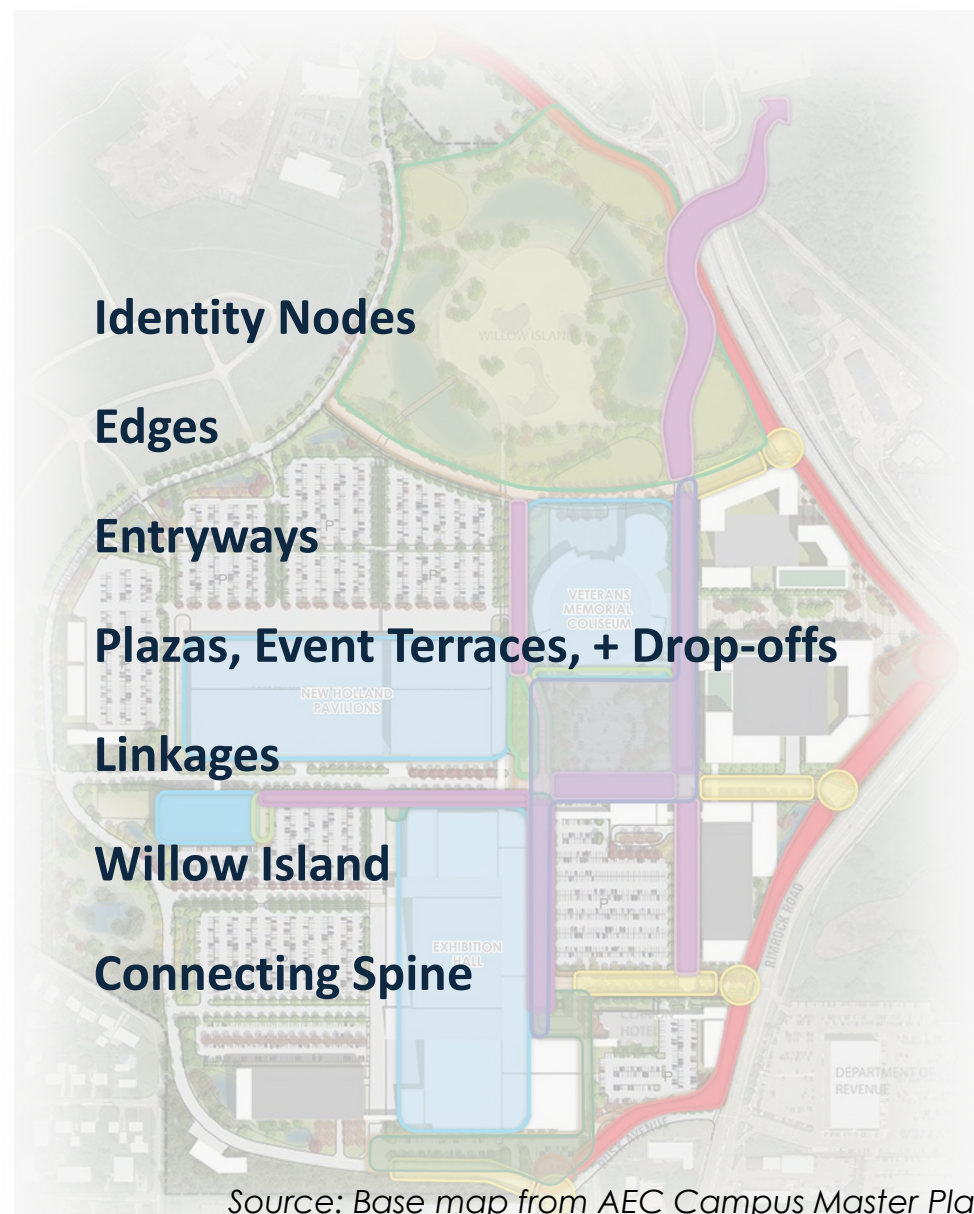
2

KEY EXPERIENCE ZONES

MASTER PLAN OVERLAY

The AEC Experience Overlay identifies **KEY EXPERIENCE ZONES** within the campus where the identity and outdoor visitor experience can be most impactfully crafted through creative and thoughtful design and implementation.

These **ZONES** are components of the Master Plan to be enhanced to come alive with visitor experience.



Source: Base map from AEC Campus Master Plan



Source: Base map from AEC Campus Master Plan

KEY EXPERIENCE ZONES:

MASTER PLAN OVERLAY

Identity Nodes: Located in prominent locations, portray a clear image reflecting the AEC brand to the community and to the thousands of daily passerby

Edges: Winding linear zones along roadways form the outside edge of the campus. Give an impression to passerby and help unify the campus and define its extent and identify

Entryways: Attract and welcome visitors – the first experience encountered by visitors and set the stage for the experiences to follow

Plazas, Event Terraces, + Drop-offs: Major components and primary gathering points that shape the visitor experience on the grounds

Willow Island: Flexible open-space venue with ponds and great visibility and community frontage and access

Linkages: Major connections within the Campus and to surroundings

Internal Spine: Major components of the experience where visitors move between major venues

IDENTITY NODES

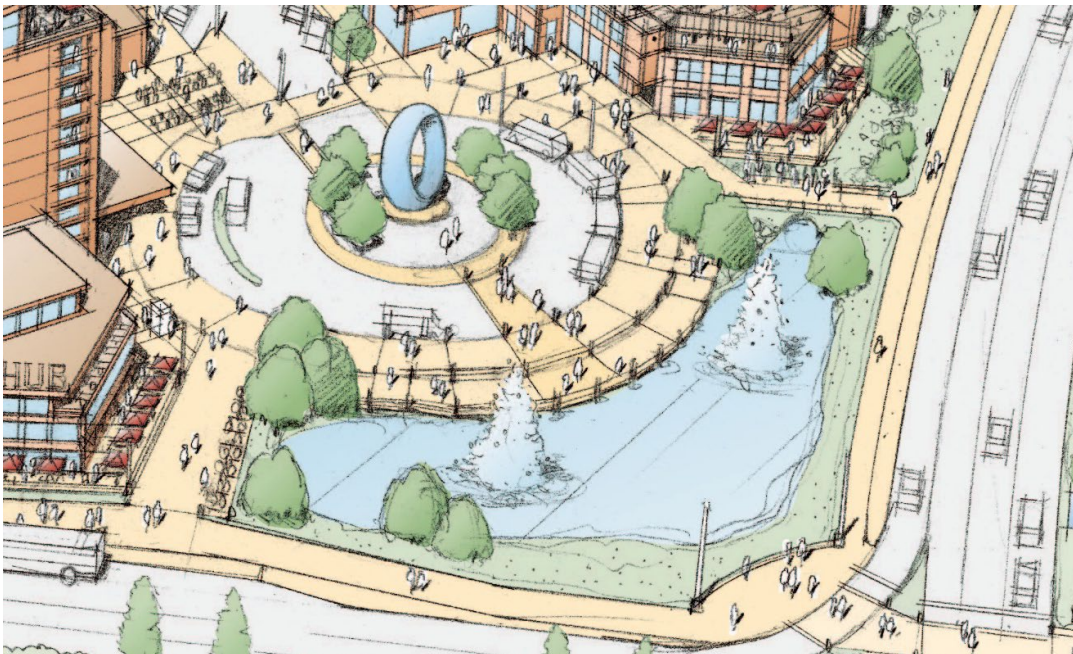


Identity nodes, located in prominent locations, portray a clear image reflecting the AEC brand to the community and to the thousands of daily passersby.

- Campus identity signage
- Identity structures / public art
- Consistent landscape materials

WATER FEATURES

AEC IDENTITY





VIBRANT
WELCOMING PLACE



ART FEATURES



MIX OF URBAN
AND NATURAL
LANDSCAPE



BIKE AND
PEDESTRIAN PATHS

EDGES



These winding linear zones along roadways form the outside edge of the campus, give an impression to passersby as well as help to unify the campus and define its extent and identity. Ponds, earthwork forms, plantings, public art, and bike ped facilities all reinforce the AEC brand and the region.

WELCOME!



KEY EXPERIENCE ZONE

ENTRYWAYS



Entryways attract and welcome visitors and are the first experience encountered by visitors and set the stage for the experiences to follow. Entryways may include:

- Major “gateway-like” features that create a sense of entering a special place and experience
- Formal entry drives with vehicle-scaled elements
- Pedestrian walkways and scaled elements
- Consistent landscape and planting design treatment
- Features and elements reflecting the AEC brand and the personality of the region

BRANDED ARRIVAL EXPERIENCE



PLAZAS, EVENT TERRACES, + DROP-OFFS



The plazas and terraces are major components of the AEC campus and are primary gathering points that shape the visitors experience on the grounds and support the function of major facilities. Plazas are where convention and indoor event visitors will spend most of their outdoor time. Their large scale and capacity offer opportunities to create impactful experiences:

- Space that complements and supports venue functions and events
- Provides multi-use spaces for gathering, display, events, etc.
- Use of the campus's unifying palette of forms and materials
- Incorporated unifying themes and messaging/regional interpretation

GATHERING – INFORMAL & LARGE SCALE



INTERPRETATION



POWERFUL PLACES



NATURAL SETTING – ISLANDS & WATER

WILLOW ISLAND

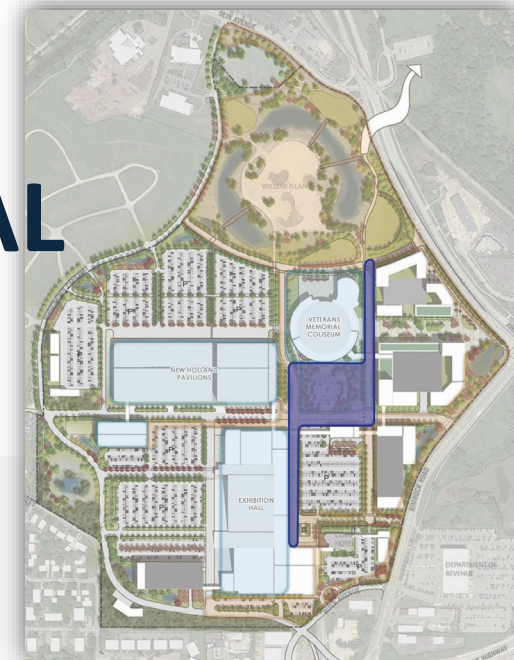
Willow island is a 29-acre flexible open-space venue with ponds and great visibility and community frontage and access.

The Willow Island area holds great potential for a diverse array of future experiences. Continuing the traditions of Bratfest, event camping, concerts, and other large-scale events and while adding a waterfront/pond activation, and strong connection point to Olin park, the lake and downtown.



LARGE EVENTS!





INTERNAL SPINE

The connecting spine of the AEC campus are major components of the experience where visitors move between major venues:

- Use of the campus's unifying palette of forms, landscape and plant materials
- Incorporated unifying themes, messaging and wayfinding

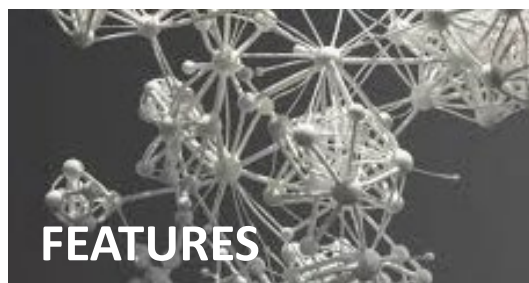


3

PLACE AUTHENTIC PALETTE

OVERVIEW AND PURPOSE

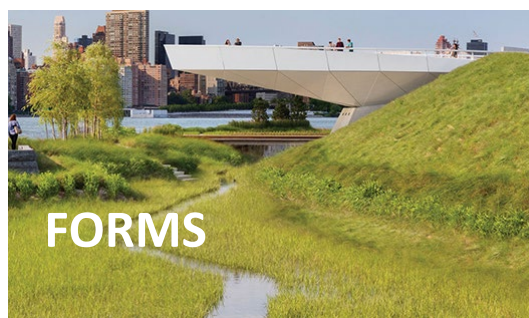
The Place-Authentic **Palette** is inspired by and reflects the region's personality - its people and its landscapes. The Palette includes recommendations for site and building materials, prominent design forms, colors, plant types, and features. The Palette offers a unified design guide for site and building designers, civil engineers, etc. as they shape the character of the campus's public spaces, buildings, small and large features, vehicular and pedestrian ways, earth forms, and stormwater treatment helping to create inspiring, unique, and memorable experiences.



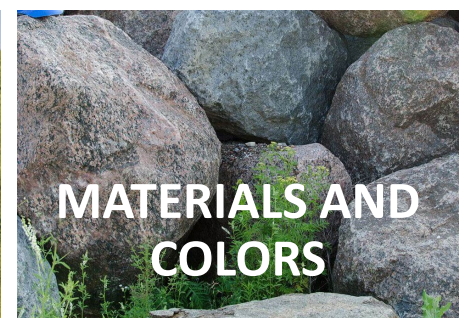
FEATURES



PLANTS



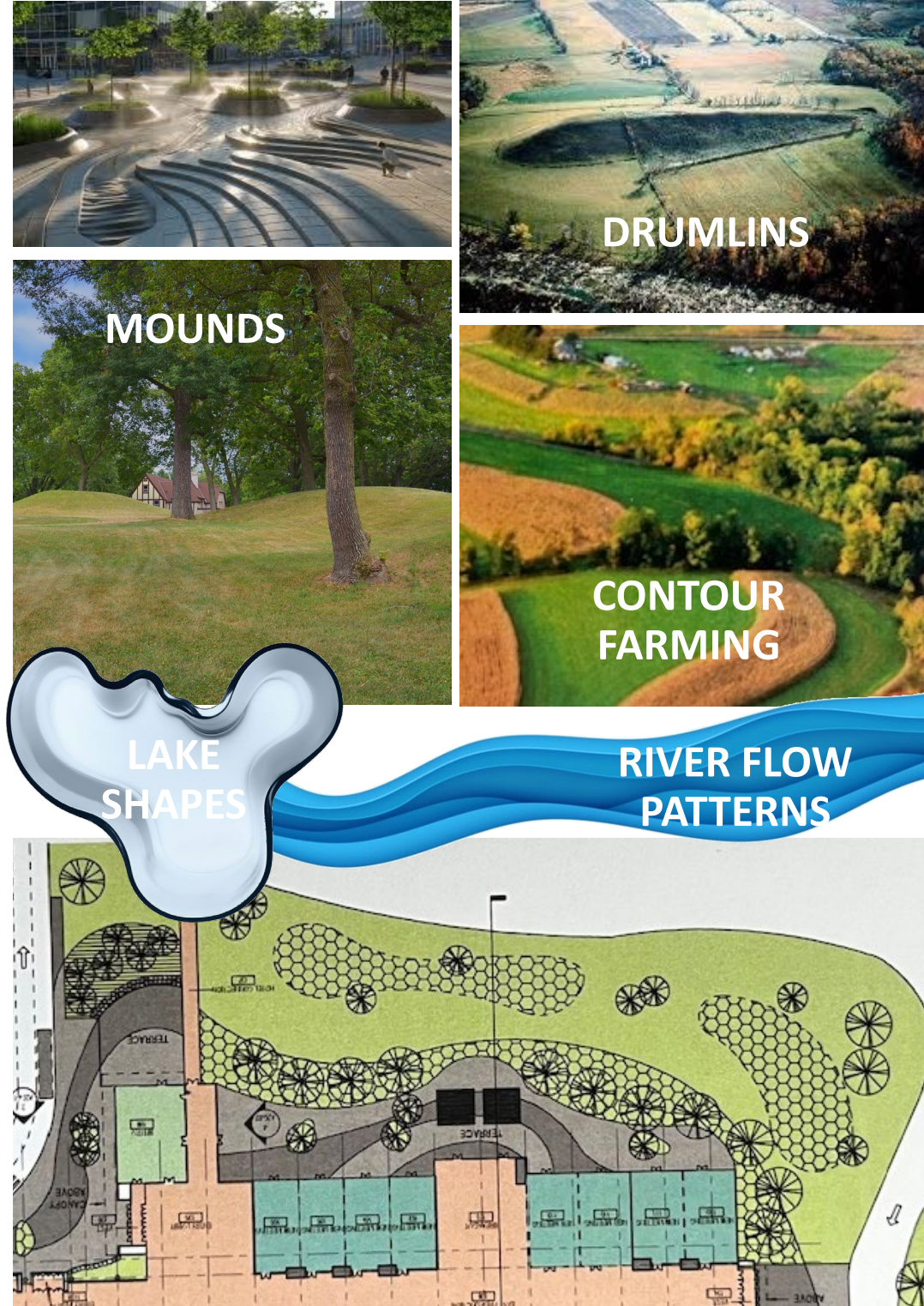
FORMS



MATERIALS AND
COLORS

FORMS

Drawing on the authentic regional landscape of Dane County and the Madison region, these forms are familiar and amazingly consistent. Those soft and flowing forms are already proposed in the Exposition Hall expansion site layout plans, both for walkways and for planting areas.



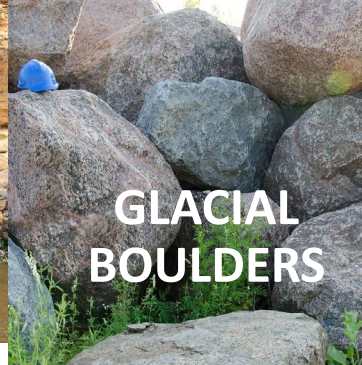
MATERIALS & COLORS

The landscape and construction materials of Dane County and the Madison region hold a consistent palette of materials and colors that are a source of reference and inspiration for the color selection for the AEC experience zones.

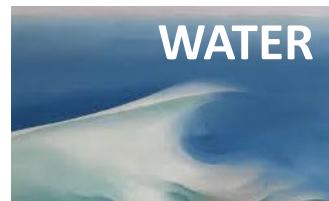
STONE / BEDROCK



GLACIAL
BOULDERS



WATER



DANE COUNTY
PAINTING COLORS



O'KEEFE • LAKE & WATER

PLANTS

Dane County and the Madison region have a clear historic plant heritage. Prairies and savannas dominated the area following the glaciers and preceding agricultural use of the land. These plants fit here, both in our collective history and biologically.



WILD RICE



PRAIRIES



WETLAND
SPECIES



NATIVE GRASSES,
SHRUBS, TREES



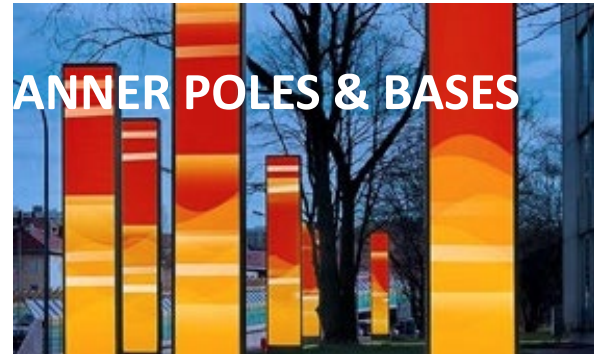
OAKS

SCULPTURAL ELEMENTS

FEATURES

Features are components added to the hardscapes, softscapes, planting areas, etc. They may be functional or more aesthetic or some combination.

Unify the choice and design of all features by utilizing the forms, materials, and colors palettes. For instance, all sculptural features should use the same base. Use the regional showcases to inform the choice and design of all features.



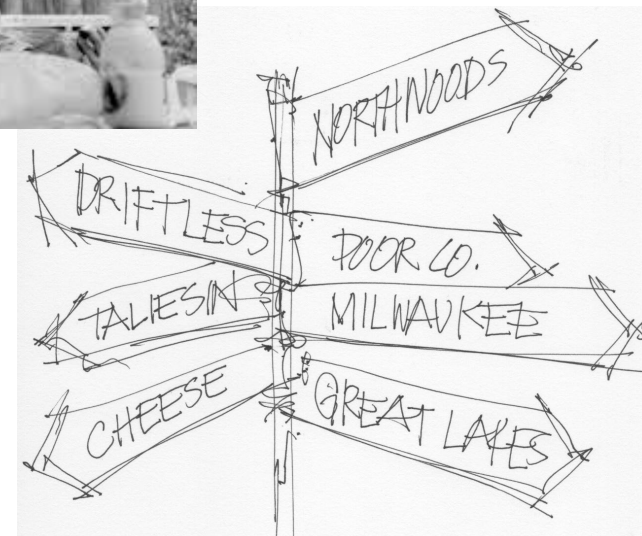
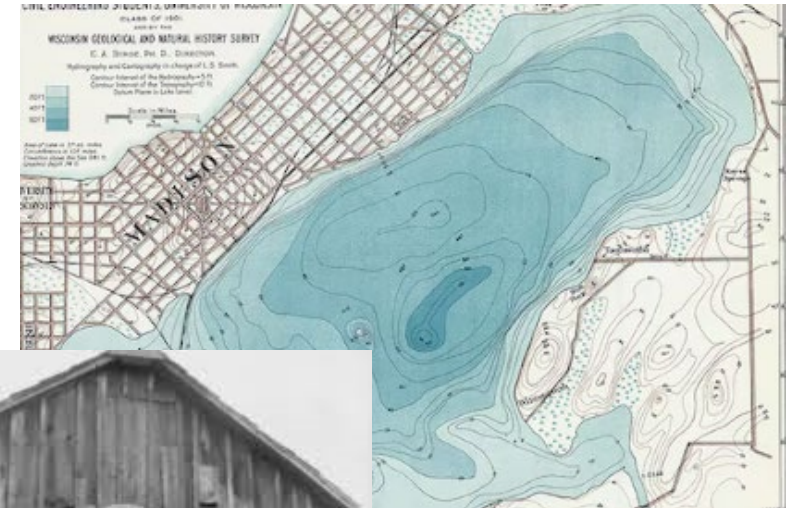
4

REGIONAL SHOWCASE THEMES

LAKES AND WATER

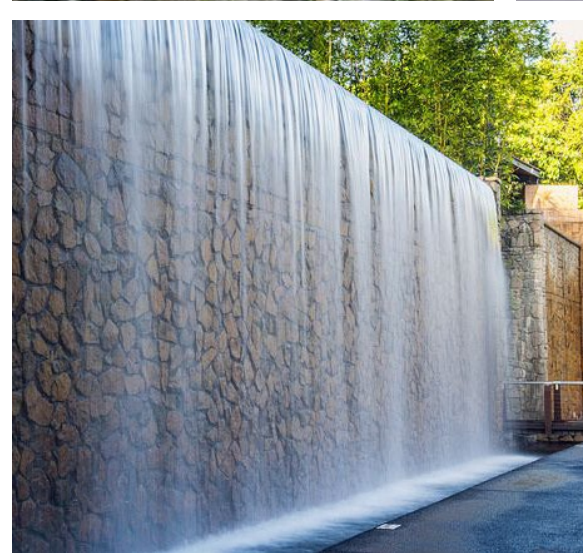
**CULTURAL HERITAGE
AND REGIONAL ICONS**

TRAILHEAD



LAKES & WATER

This overlay will provide recurring experiences that celebrate water in general and connect people to the specific uniqueness of the lakes of Madison, Dane County, and Wisconsin. Direct contact with water, provision of drinking water, playful water features, creative stormwater treatment, information on nearby water-based activities...





CULTURAL HERITAGE + REGIONAL ICONS

Connecting us to our heritage...telling the stories of our first nations, historical moments, diverse cultural roots of immigrants celebrated places

HoChunk Americans

Norwegian Americans

African Americans

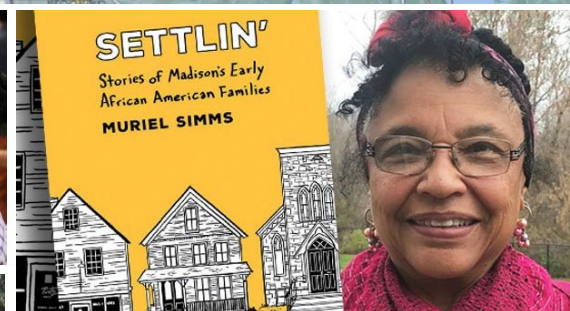
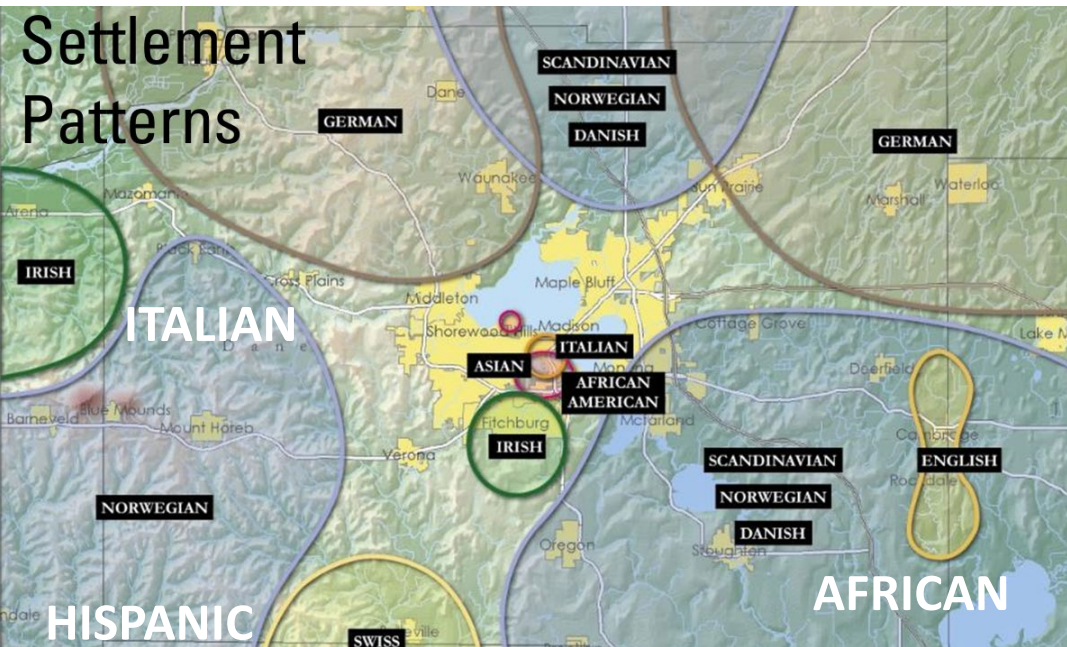
German Americans

Hmong Americans

Swiss Americans

Hispanic Americans

Danish Americans'

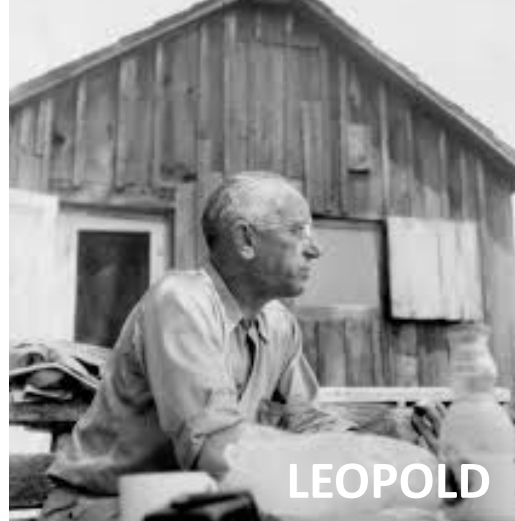


CULTURAL HERITAGE + REGIONAL ICONS

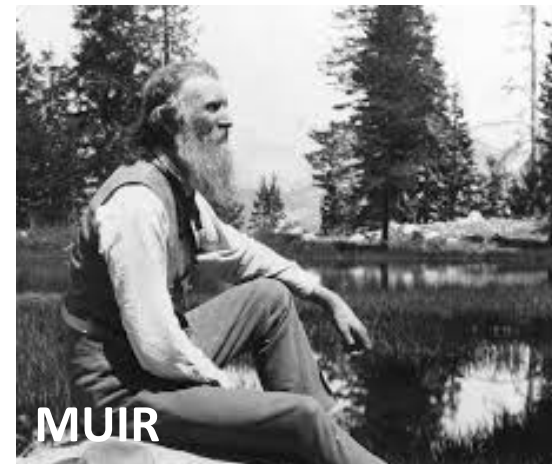
Shining light on Wisconsin's unique and impressive history of producing thought leaders in areas of **science, architecture/art, and environmental conservation**, this regional story could be told by honoring the individuals (such as Wright, Muir, Leopold, O'Keeffe) and acknowledging the "Wisconsin Idea." Possible locations for the revealing of this story include near the Exposition Hall plaza, major pedestrian ways, and the Central Plaza.



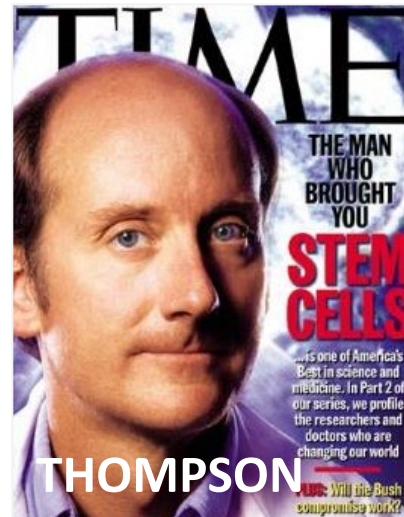
O'KEEFE



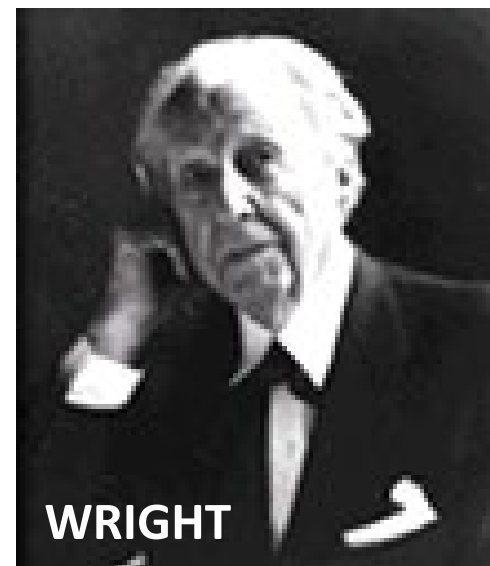
LEOPOLD



MUIR



THOMPSON



WRIGHT



CHIHULY

TRAILHEAD

Insert summary statement:

For locals still getting to know the region and visitors from around the world, the AEC campus and the **Central Plaza** can be the trailhead for **their exploration** and enjoyment. Orienting visitors to local destinations, to the state's destinations, to acknowledging connections throughout the world, the trailhead can celebrate this place and the region and its history, natural character, and its culture and the people's character. In one central location inspire and inform guests for their regional adventures.



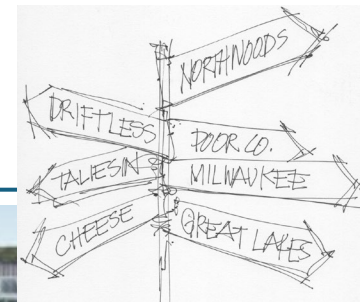
5

CENTRAL PLAZA

KEY PLAZA COMPONENTS

In addition to satisfying numerous critical functions of AEC, the Central Plaza holds **immense potential for memorable experiences**. Five major components are woven together and imbued with imagery, information, and play

- Pedestrian Circulation
- The Beacon
- Small Gathering Areas
- Tent Zone
- Regional Trailhead & Interpretation



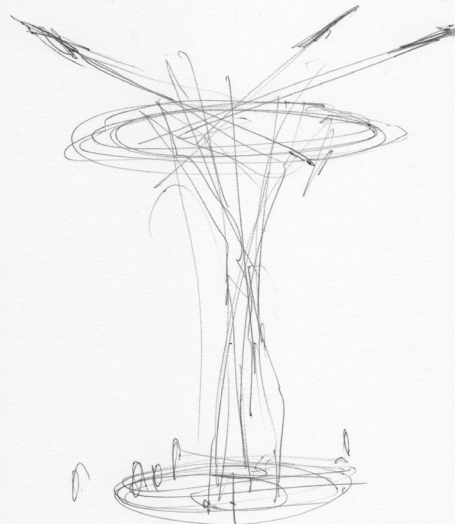
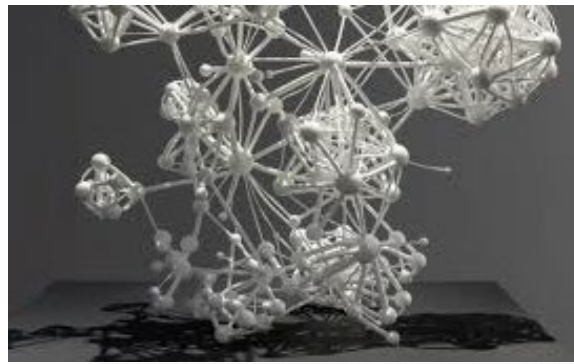
Pedestrian Circulation + The Beacon

Flowing pedestrian circulation:

Pedestrian ways that connect visitors from parking areas and major venues to the Coliseum entry and to Willow Island

The Beacon:

A highly visible, iconic, vertical feature that provides campus-wide orientation and a strong focal point for the Central Plaza



Small Gathering Areas + Tent Zone

Small Gathering Areas:

Defined, relatively small, multipurpose spaces for group gatherings, small events, and daily casual use

Tent Zone:

Open, hard-scaped multipurpose area with the capacity to hold multiple tent (and other structures) layouts and exposition function, food carts, tents, displays, etc.



Regional Trailhead & Interpretation

Insert summary statement:

Overlaid over the above and the Plaza as a whole, enhancements portraying the natural and cultural character of the Madison/Dane County/Wisconsin region.



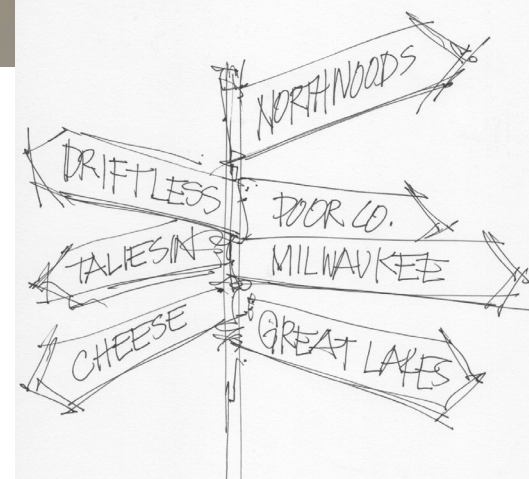
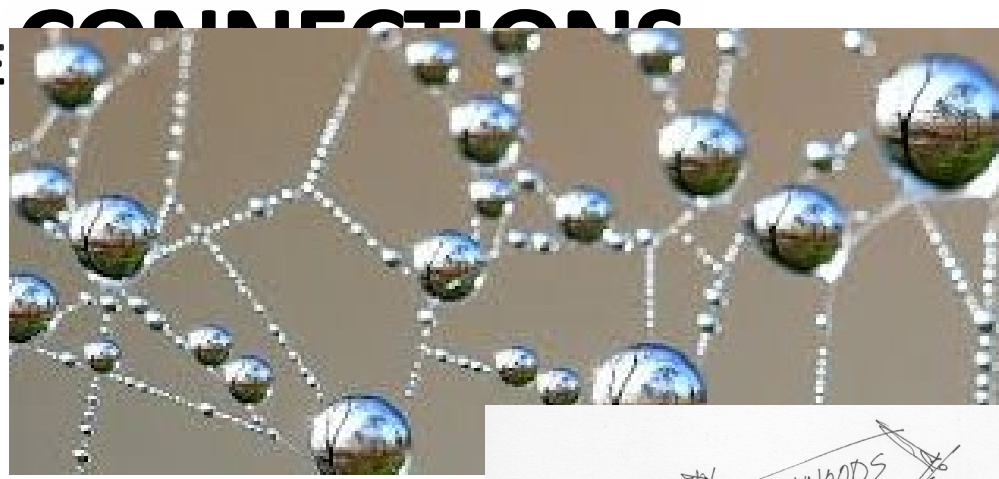
OVERARCHING CONCEPTUAL THEME

CONNECTING:

- Ideas
- People
- Diverse worlds & perspectives

CONNECTION TO:

- The lakes, downtown, and neighborhoods
- The region
- Our heritage and our future



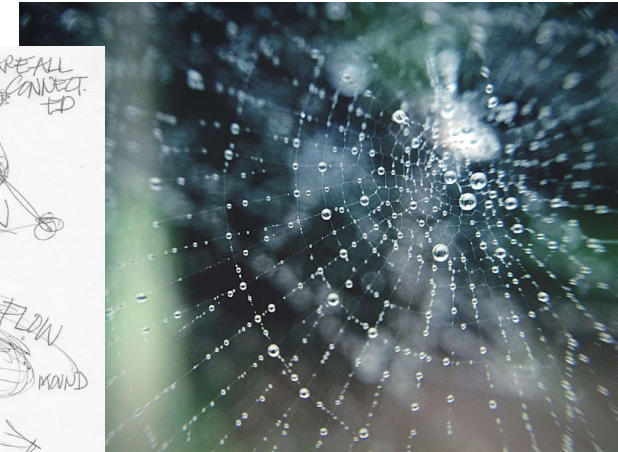
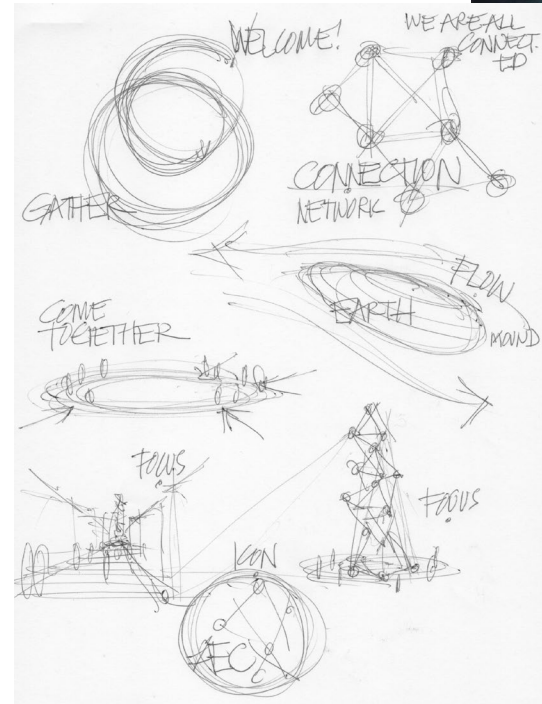
DISCUSSION QUESTIONS:

- Are there other zones to play this out?
- Does the palette reflect the place?
- Do the showcase themes hit the mark for our regional convening hub?
- Is this the right level of guidance?



SUPPORT EXPERIENCE ACTIVITIES

Much of the experience of a place has to do with activities and interactions with the physical environment ...



BRANDING

Visitors' experiences are also shaped by messaging. This messaging should be consistent and based on a branding (by others)...



WELCOME TO MADISON, WISCONSIN

DESIGNING EXPERIENCE ZONES

The above Experience Zones are the pieces of the puzzle that each have their own function in the campus and, together, form the canvas on which the AEC experiences are created. Therefore, their design should reflect their unique role in the campus as well as incorporate the consistent forms, material, colors, plants, and features described in the following place authentic palette. The Central Plaza should incorporate the components described on pages 14 - 17



Add Unified Experience example image
- Good experience picture -

