



DANE COUNTY

# ALLIANT ENERGY CENTER

## CAMPUS MASTER PLAN

MADISON, WISCONSIN

NOVEMBER 19<sup>TH</sup>, 2018

PERKINS+WILL

# AGENDA

**01 / Summary of Master Plan Document**

**02 / Document Feedback**

**03 / Next Steps**

# 01/ SUMMARY OF MASTER PLAN DOCUMENT

## LEGEND

1. FUTURE DEVELOPMENT SITE
2. GREENWAY LINK TO LAKE
3. PEDESTRIAN CROSSING AT JOHN NOLEN
4. RESIDENTIAL MID-RISE
5. MIXED USE
6. URBAN PARK/PLAZA
7. RENOVATED COLISEUM
  - 7-A. PHASE 1 ENTRY EXPANSION
  - 7-B. PHASE 2 LOCKER ROOM AND LOADING DOCK EXPANSION
8. HOTEL
  - 8-A. HEADQUARTERS HOTEL
9. PARKING STRUCTURE
10. CENTRAL FESTIVAL/EVENTS PLAZA
  - 10-A. CONVERTIBLE STREET
11. SKYWAY CONNECTION
12. EXHIBITION HALL
  - 12-A. PHASE 1 MEETING ROOM/EXHIBITION HALL EXPANSION
  - 12-B. PHASE 2 NEW BALLROOM AND RENOVATIONS
  - 12-C. PHASE 3 EXHIBITION HALL EXPANSION
13. EXHIBITION HALL PLAZA & DROP-OFF
14. PROPOSED BELTLINE OFF-RAMP ACCESS
15. EXPANDED STORMWATER AREA AND LANDSCAPE BUFFER AREA
16. RELOCATED OUTDOOR ARENA
17. OUTDOOR STORAGE FACILITIES
18. FUTURE DEVELOPMENT SITE OR PARKING
19. ENHANCED OPEN SPACE
20. IMPROVED STORMWATER MANAGEMENT AREAS
21. RING ROAD IMPROVEMENTS

\* AS FUTURE PROPERTIES BECOME AVAILABLE, THE COUNTY SHOULD CONSIDER PURCHASING LAND TO PROVIDE ADDITIONAL BUFFERING, PROGRAMMING AND STORMWATER MANAGEMENT IMPROVEMENTS

*\*When any private property comes available or presents itself, the County should consider acquiring properties to further serve as a buffer or for programing.*



# MASTER PLAN SUMMARY

## Document Content

- Builds off of Vision and objectives established in 2017 AEC Vision and Implementation Framework Study
- Master plan reinforces community values focused on three E's...Environmental, Economy and Equity
  - Enhanced stormwater management, enhanced open space, increased tree canopy
  - Increase campus revenue opportunities, additional revenues from redevelopment leases, mixed-use developments increase tax revenues
  - Improved access to campus, community accessible open space, new housing options (includes mix of affordable units), improved connection to transit

# WHAT WE HEARD

## Document Content

- What we heard from Stakeholders
  - Improved Stormwater
  - Improved Access to Campus
  - Amenities on Campus for public Use
  - Access to Quann Park
  - Campus Noise
- Our Master Plan Response
  - Allocated extensive campus space and landscape improvements for additional stormwater management. Desire to exceed City/County requirements on all future projects
  - More pedestrian and bicycle connections to adjacent areas to and thru the campus
  - New central plaza and gateway plaza are open to public. New mixed-use developments support neighborhoods
  - Ring road (Expo Way) and DDVS recommendations will improve access to Quann Park
  - Enhanced vegetative buffers and relocated maintenance/storage facilities will help to mitigate noise

# MASTER PLAN SUMMARY

## Phase 1: Public Campus Improvements

- Expo Hall Expansion: 50,000 SF. addition (Identified as Phase 1)
- Expo Hall street frontage and new drop-off area
- Public Realm Streetscape
  - Estimated costs of **\$77,394,607.00**

## Phase 1: Private Development

- New Hotel
  - Estimated costs of **\$89,339,004.00**



# MASTER PLAN SUMMARY

## Phase 1A: Public Campus Improvements

- New Arena Building
  - Estimated costs of **\$7,241,562.00**
- New Gateway Plaza
  - Estimated costs of **\$2,717,172.00**
- Realign north-west Ring Road and expand parking
  - Estimated costs of **\$3,399,516.00**

- New ground floor retail space: Approximately 33,000 SF
- New Parking ramp to support redevelopment and campus facilities
  - Estimated costs of **\$126,368,640.00**

## Phase 1A: Private Development

- New private mixed use development (Parcel C) to include hotel, residential, office and commercial uses
  - New 180 room hotel
  - New residential development: Approximately eight floors and 180 total units
  - New Mixed-use office: Approximately 63,000

Phase 1 and 1A **Public** Improvements  
**\$90,750,000.00**

Phase 1 and 1A **Private** Improvements  
**\$215,700,000.00**



# MASTER PLAN SUMMARY

## **New Document Content**

- New text describing Destination District Vision & Strategy process
- New stormwater text related to phase 1 master plan recommendations
- Text related to a genuine Madison experience and regional sense of place
- Text related what we heard from the key stakeholder meetings

# 02/ DOCUMENT FEEDBACK

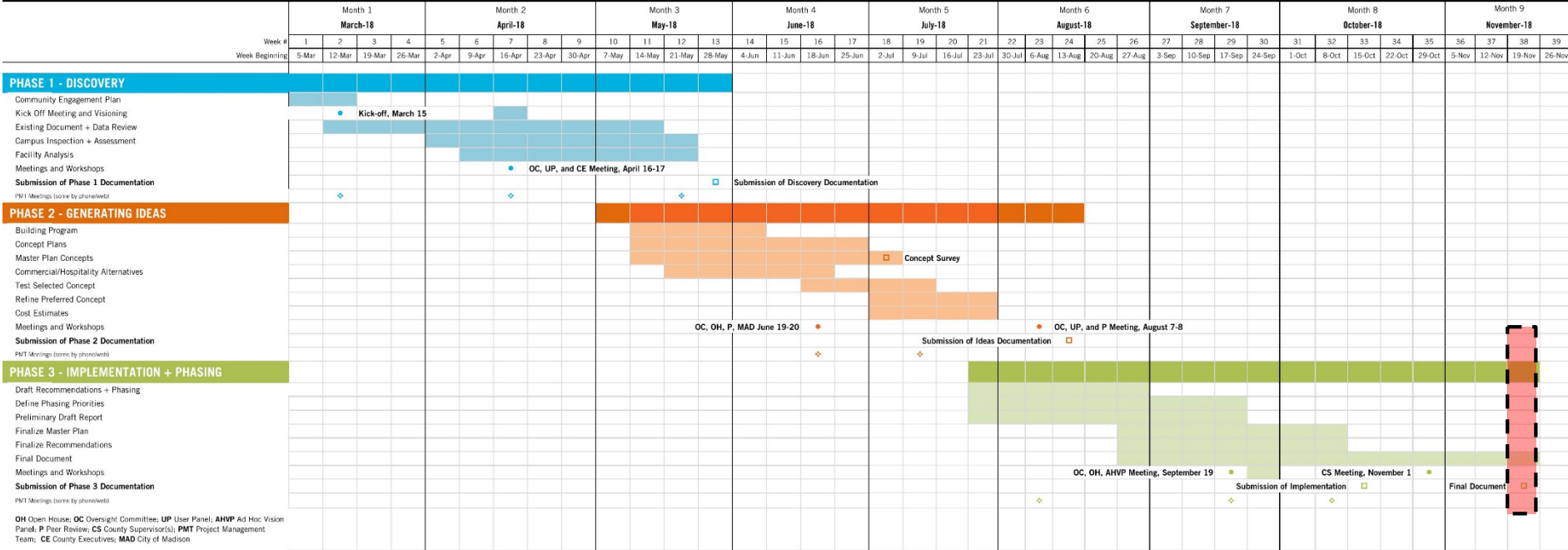
# DOCUMENT FEEDBACK

## Feedback

- Go around the room and each committee member can provide input on content
- Keep the input to missing or additional content needed
- Provide notes and/or redlined documents related to grammar/spelling and punctuation for final document revision

# 03/ NEXT STEPS

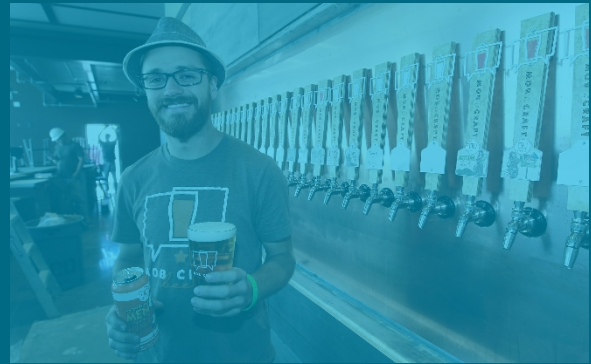
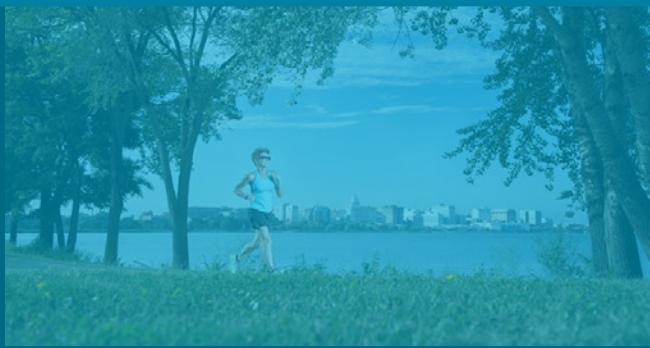
PERKINS+WILL  
**AEC DANE COUNTY MASTER PLAN - SCHEDULE**



OH Open House; OC Oversight Committee; UP User Panel; AHWP Ad Hoc Vision Panel; P Peer Review; CS County Supervisor(s); PMT Project Management Team; CE County Executives; MAD City of Madison

# SCHEDULE

- **Draft Master Plan Document Review**
  - *November 19<sup>th</sup>*
- **Alliant Energy Center Master Plan Oversight Committee**
  - *December 17<sup>th</sup>*
- **County Board Meeting**
  - *December 20<sup>th</sup>*



# QUESTIONS?



# EXTRAS



## PHASING

### PHASE 1

- EXPO HALL EXPANSION
- EXPO HALL STREET FRONTAGE AND DROP-OFF AREA
- PUBLIC REALM/STREETSCAPE IMPROVEMENTS TO MAIN ENTRANCE DRIVE OFF OF RIM ROCK ROAD



- NEW HEADQUARTERS HOTEL WITH SITE, STREETSCAPE, LANDSCAPING AND PARKING IMPROVEMENTS

### PHASE 1A

- NEW ARENA BUILDING W/ EXPANDED PARKING
- NEW GATEWAY PLAZA W/ LANDSCAPING, LIGHTING, SEATING AND PEDESTRIAN AMENITIES
- REALIGN RING ROAD AND EXPANDED PARKING ON NORTH END OF CAMPUS



- NEW PRIVATE MIXED-USE DEVELOPMENT TO INCLUDE HOTEL, RESIDENTIAL, OFFICE AND COMMERCIAL USES



Phase 1 Developments			
	QTY	COST	FINAL
<b>Private Development</b>			
Removals	1	373700	\$ 373,700.00
Grading + Site Improvements	1	267900	\$ 267,900.00
Parking Ramp	1	24276000	\$ 24,276,000.00
Public Road with streetscape	1	28450	\$ 28,450.00
Public Plaza	1	192150	\$ 192,150.00
Public Plaza landscape	1	117400	\$ 117,400.00
Residential Development	1	27000000	\$ 27,000,000.00
Hotel Development	1	46750000	\$ 46,750,000.00
Retail Development	1	2702400	\$ 2,702,400.00
Mixed Use Development	1	15300000	\$ 15,300,000.00
Contingency 8%		\$ 9,360,640.00	\$ 9,360,640.00
TOTAL			\$ 126,368,640.00

<b>Gateway Plaza</b>			
Removals	1	74600	\$ 74,600.00
Grading + Site Improvements	1	142900	\$ 142,900.00
Landscape Improvements	1	551700	\$ 551,700.00
Paving	1	1650300	\$ 1,650,300.00
Stormwater Management	1	31700	\$ 31,700.00
Lighting + Electrical	1	64700	\$ 64,700.00
Contingency 8%		\$ 201,272.00	\$ 201,272.00
TOTAL			\$ 2,717,172.00

<b>Arena</b>			
Removals	1	38450	\$ 38,450.00
Grading + Site Improvements	1	42800	\$ 42,800.00
Building Expansion	1	6435300	\$ 6,435,300.00
Parking Lot	1	168000	\$ 168,000.00
Stormwater Improvements	1	3800	\$ 3,800.00
Landscape Improvements	1	16800	\$ 16,800.00
Contingency 8%		\$ 536,412.00	\$ 536,412.00
TOTAL			\$ 7,241,562.00

<b>Headquarters Hotel (300 rooms)</b>			
Removals	1	45300	\$ 45,300.00
Grading + Site Improvements	1	61400	\$ 61,400.00
Building Expansion	1	82547600	\$ 82,547,600.00
Parking Lot	1	18700	\$ 18,700.00
Streetscape	1	33500	\$ 33,500.00
Landscape Improvements	1	14800	\$ 14,800.00
Contingency 8%		\$ 6,617,704.00	\$ 6,617,704.00
TOTAL			\$ 89,339,004.00

<b>Ring Road and Parking</b>			
Removals	1	268700	\$ 268,700.00
Grading + Site Improvements	1	67800	\$ 67,800.00
Road Improvements	1	1559000	\$ 1,559,000.00
Parking Lot	1	1012500	\$ 1,012,500.00
Streetscape	1	68000	\$ 68,000.00
Stormwater Improvements	1	74900	\$ 74,900.00
Landscape Improvements	1	96800	\$ 96,800.00
Contingency 8%		\$ 251,816.00	\$ 251,816.00
TOTAL			\$ 3,399,516.00

<b>PHASE 1 - Expo Expansion</b>			
Removals	1	386900	\$ 386,900.00
Grading + Site Improvements	1	347100	\$ 347,100.00
Building Expansion	1	69429300	\$ 69,429,300.00
Parking Lot	1	189700	\$ 189,700.00
Entry Drive +Landscape	1	193500	\$ 193,500.00
Stormwater Improvements	1	68700	\$ 68,700.00
Road and Drop-off	1	2729250	\$ 2,729,250.00
Public Realm/Streetscape	1	251800	\$ 251,800.00
Landscape Improvements	1	112900	\$ 112,900.00
Contingency 5%		\$ 3,685,457.50	\$ 3,685,457.50
TOTAL			\$ 77,394,607.50

# ADDITIONAL PROJECTS

- Coliseum – NW locker/dressing room addition
  - *Approx. \$1.7 million*
- Coliseum – Expanded loading dock
  - *Approx. \$460k*
- Coliseum - Remodel existing locker room
  - *Approx. \$850k*
- Feasibility study for Phase 1 Expo Hall Expansion
  - *Approx. \$200k*
- Others?