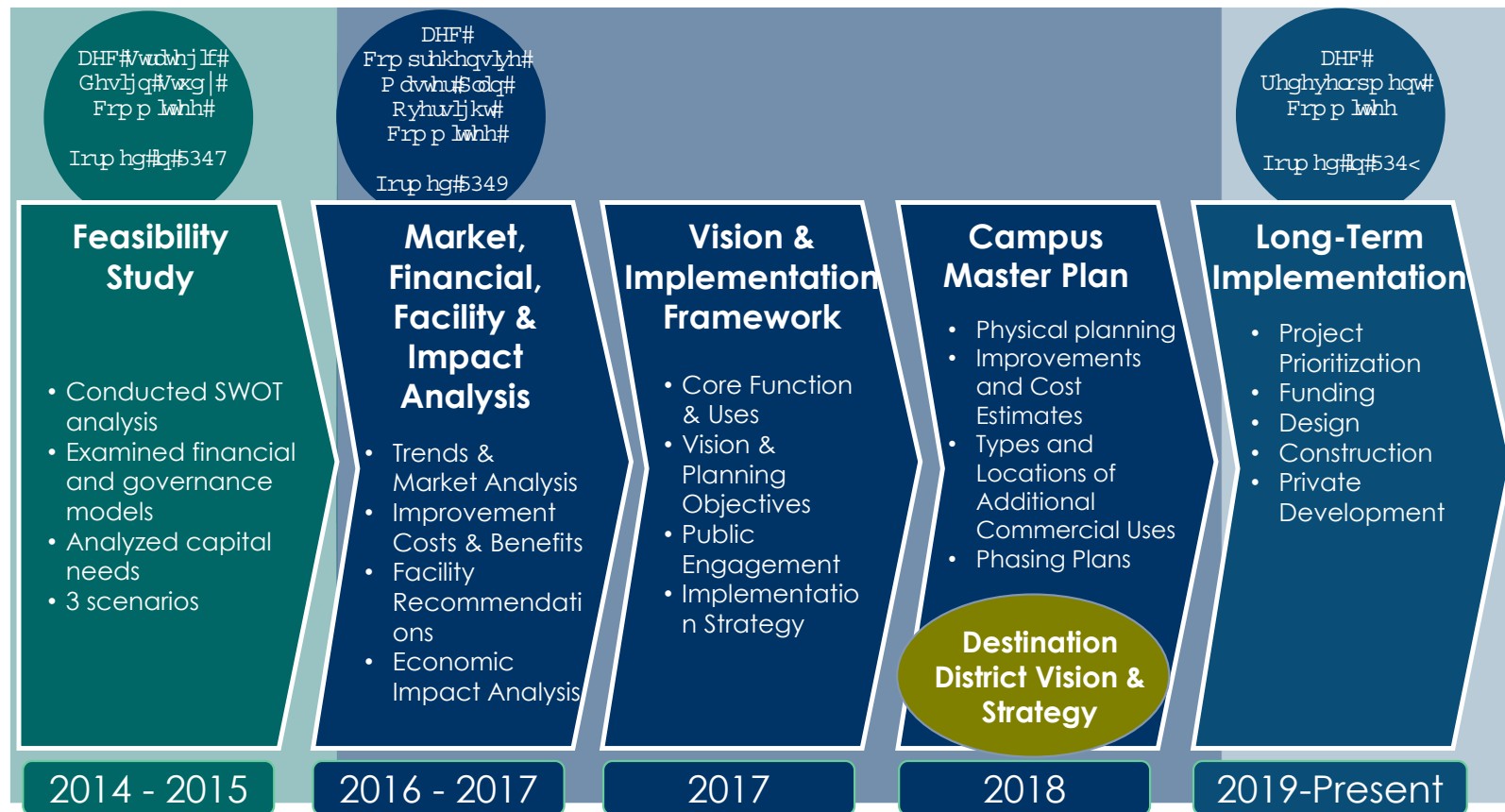




# REDEVELOPMENT COMMITTEE AND PLANNING PROCESS OVERVIEW

# AEC Planning Process Overview



# Redevelopment / Committee Activities

- 2019** – State Funding Request and Breakout Panel Discussions
- Local Tax Funding Option Panel
  - Corporate Outreach Panel
  - Project Messaging & Building Countywide Support Panel
- 2020** – Exposition Hall Schematic Plans and COVID
- 2021** – County Administration RFP
- 2022** – No Activity
- 2023** – Committee Restarted, Market Study Update Started
- 2024** – Market Study Completed, Committee Recommendations

# Market Opportunities/Required Improvements -2016

## Conventions and Meetings

- Develop a ballroom and meeting spaces, lodging options, and surrounding amenities

## Concerts and Entertainment

- Renovate the Coliseum with additional loading, expanded concourses, improved rigging, and an enhanced artist and fan experience

## Youth Sports

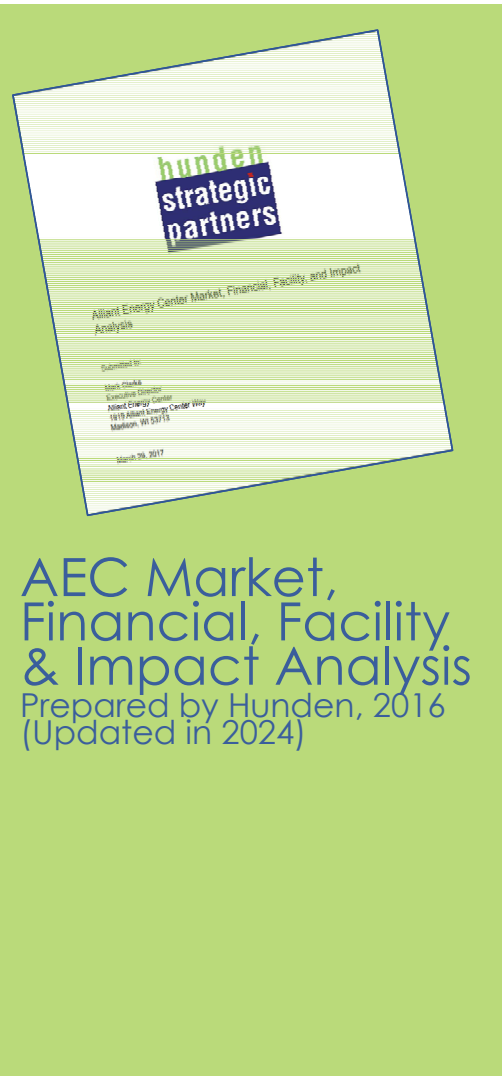
- Provide additional amenities within the Exhibit Hall and on the campus

## Livestock

- Improve connectivity, walkability, and surrounding activity and replace the Arena with a permanent show ring

## Festivals

- Improve connectivity between the campus and surrounding community





# Vision Foundations

Provide the core planning objectives upon which the Master Plan and long-term implementation efforts will be built

Agriculture & Livestock, Health & Food, and Tech Expos and Trade Shows

Fitness, Sports, and Wellness Expos and Competitions

Regional Gathering Place for Festivals, Events, and Consumer Shows

**AEC Primary Role and Market Focus**



**Connected and Cohesive**



**Sustainability**



**Impact and Return on Investment**



**Equity and Access**



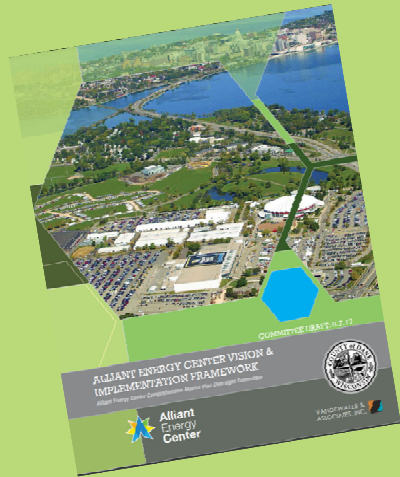
**Transit and Multi-Modal Oriented**



**Walkable Destination District**



**Authentic Madison Region and Wisconsin Experience**



**Alliant Energy Center Vision & Framework**  
Prepared by Vandewalle & Associates, 2016

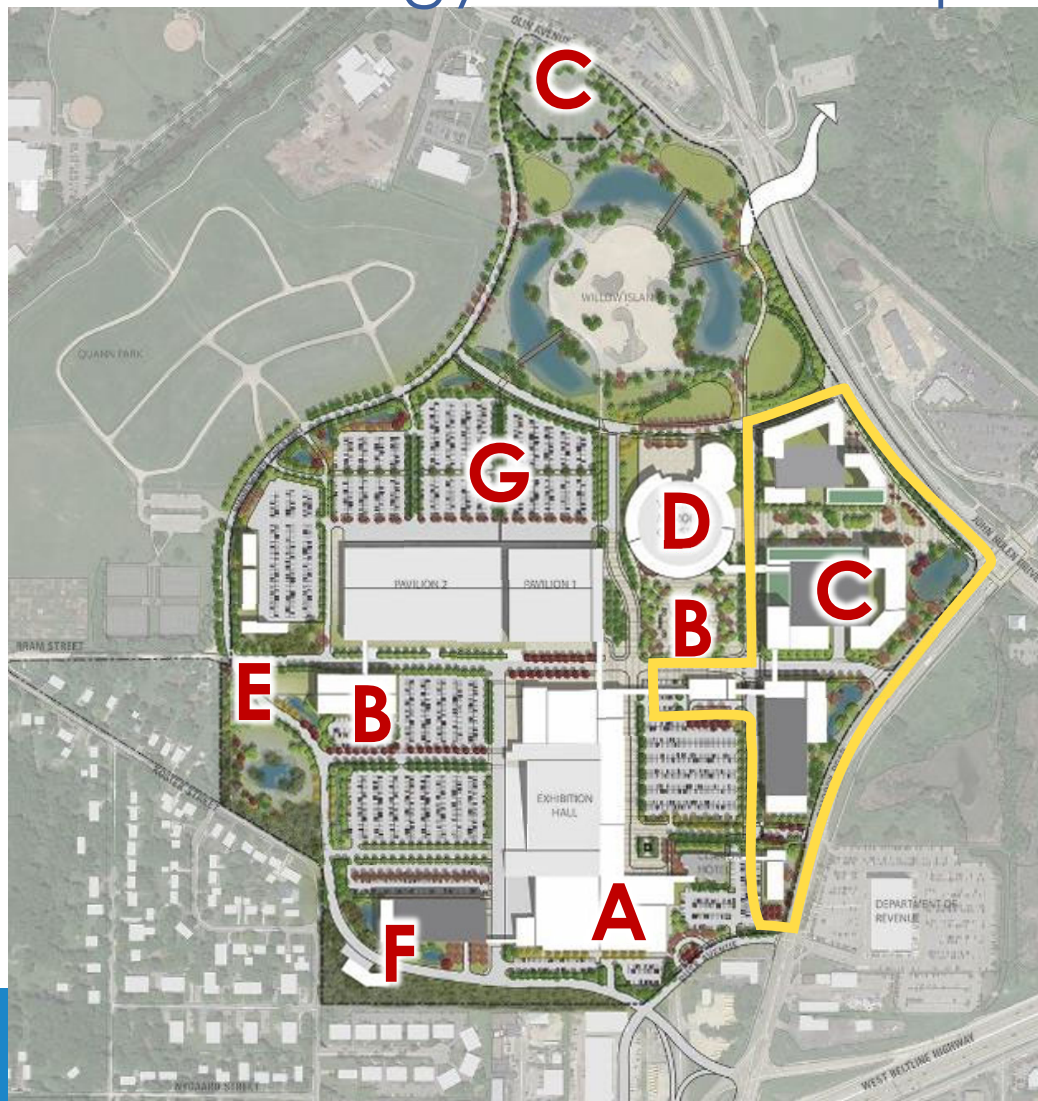
# Alliant Energy Center Campus Master Plan

Prepared by P+W, 2018

- 9-month planning process **building from the Market, Financial, Facility, and Impact Analysis** and **Vision and Implementation Framework**
- Addresses and **balances the desired vision for the campus** with the evolving needs of the convening industry and community.
- Presents **a clear roadmap for improvements** to the campus and facilities
- **Phased approach** to public and private improvements.



# 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/RENOV.

E. RING RD WITH BELTLINE/RUSK AVE ACCESS

F. STORMWATER IMPROVEMENTS & STRUCTURED PARKING

G. "GREEN" CONNECTIONS THRU PARKING AREAS



## Public & Stakeholder Engagement

10 Events /  
Engagement  
Opportunities  
2017 - 2024



## Most Common Themes

**Future investment translates into economic opportunity** in the community- jobs and training

Improved **Access To and Through** the campus

Grow **Programming for diverse audiences**

**Procurement and Contracting** ensure neighborhood opportunity-DBE and living wage

Maintain **engagement conversations** and put **ideas into action**

Improved **stormwater management**

Most important **role of center is Quality of life** through entertainment and informational offerings

**Maintain Access** to Quann Park

Amenities on Campus for **Public Use**

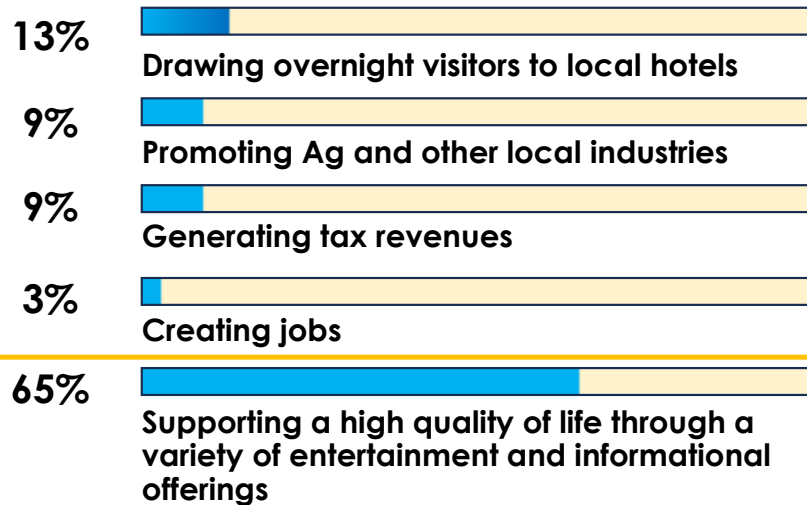
**Minimize noise impacts** especially operations

# Importance to Public

## POLCO RESULTS 2017

Q. The most important role that the AEC plays in the County is \_\_\_\_\_.

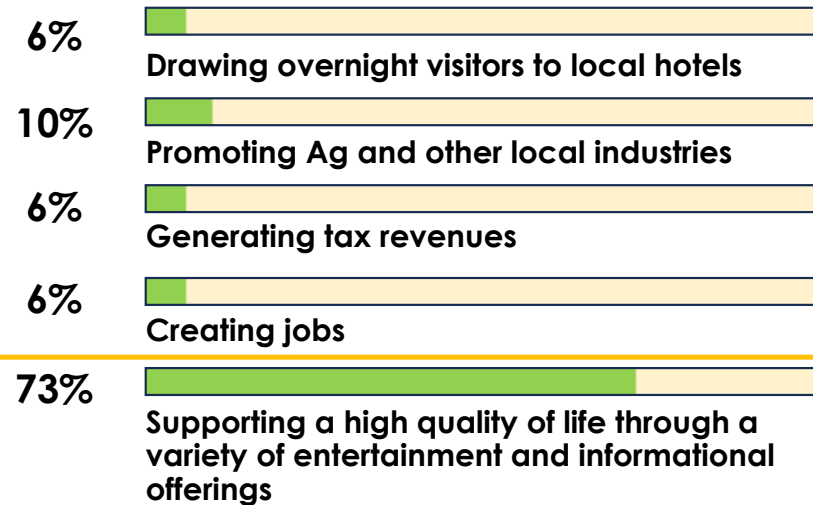
### All Respondents



## AEC MASTER PLAN & DESTINATION DISTRICT JOINT PUBLIC MEETING 2018

Q. The most important role that the Alliant Energy Center plays in the county is:

### All Respondents





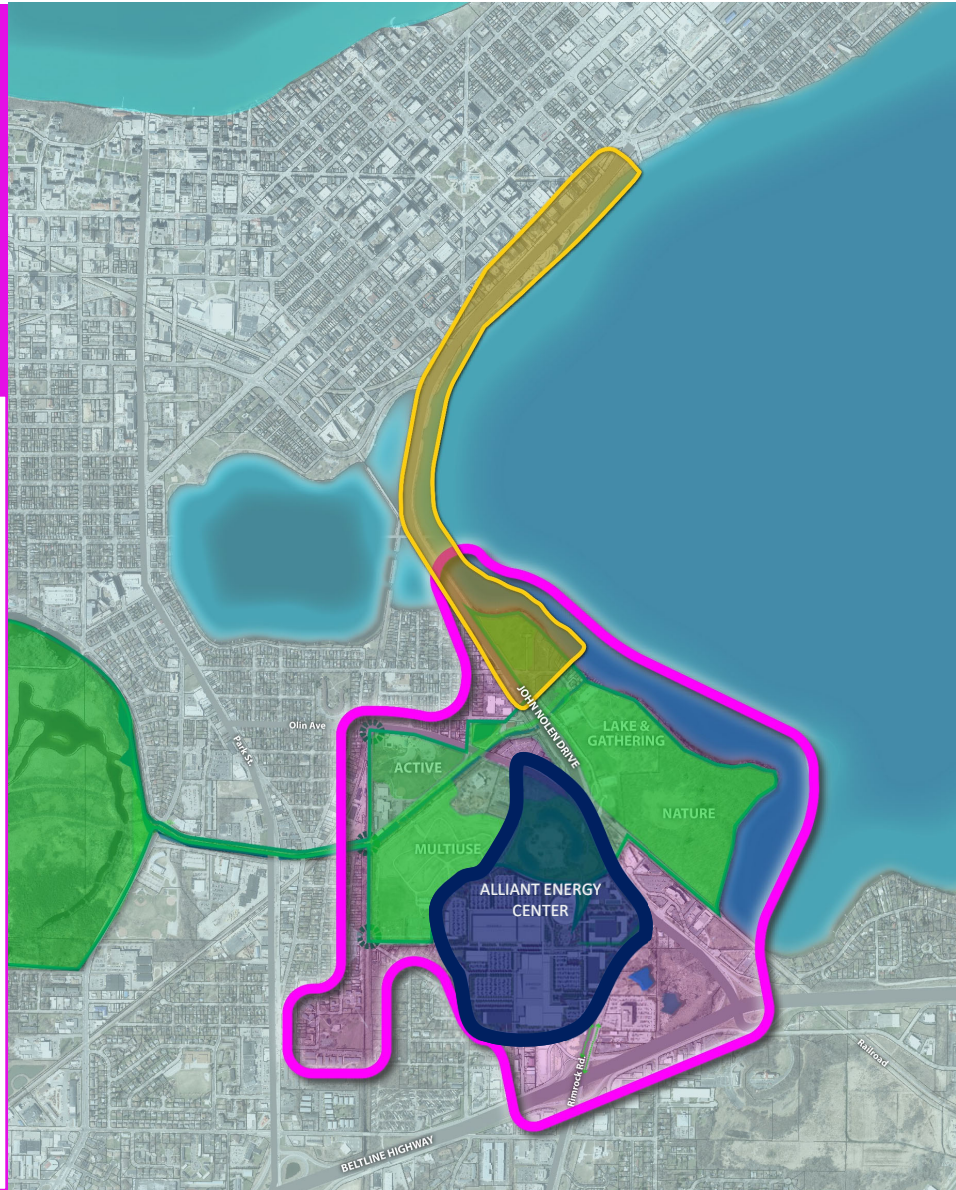
## DESTINATION DISTRICT

### *Vision*

A vibrant convening district with a southside lakefront park, welcoming residents and visitors to an inclusive place for events and daily family fun.

### *Objectives*

- **Activate the lakefront** and create a destination park incorporating 200 acres of park and open space
- Create a safe pedestrian-oriented district that ties public and private development into a **unified district**
- Seamlessly **connect southside neighborhoods** and activity centers to the **lake** district and **downtown**
- Significantly increase tax base **community revenue** while increasing **activities for residents and visitors**



## LAKE MONONA WATERFRONT

### *Project Goals*

- Create a welcoming destination for all Madison residents and visitors
- Connect Downtown Madison to Lake Monona
- Enhance community connections
- Increase physical and visual access to the lake
- Improve Lake Monona's water quality and aquatic habitat
- Celebrate Frank Lloyd Wright's architectural legacy in Madison
- Preserve Lake Monona's cultural history from the Ho-Chunk nation to the present day

# GENERAL TIMING FOR AREA PROJECTS

