



Dane County

Minutes - Final Unless Amended by Committee

Alliant Energy Center Comprehensive Master Plan Oversight Committee

Consider:

Who benefits? Who is burdened?

Who does not have a voice at the table?

How can policymakers mitigate unintended consequences?

Monday, August 20, 2018

3:00 PM Alliant Energy Center, 1919 Alliant Energy Center Way,
Madison

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A. Call To Order

The meeting was called to order by Chair Corrigan at 3:03 p.m.

Dechant arrived at 3:08 p.m.

Erdman arrived at 3:16 p.m.

Present 9 - SHELIA STUBBS, SHARON CORRIGAN, ARLYN HALVORSON, SHERI CARTER,
JONATHAN BECKER, DEB ARCHER, BREWER STOUFFER, ROBERT CRAIN,
and PAUL NELSON

Excused 3 - TOM DECHANT, ZACH BRANDON, and NATALIE ERDMAN

Others present: Rob Gottschalk, Lupita Alvarez, Scott Harington, Lynn Wood, Lauren Kuhl, Supervisor Matt Veldran, Ron Shutvet, Barb Gillig, Rob Hunden, Don Dethlyfs, Andre Ost, John Slack, Don Grinberg, Mark Clarke, Bill Franz, Tom Vaughn, and Dave Davis

B. Consideration of Minutes

1. [2018 MIN-188](#) Minutes of the 7/16/18 Alliant Energy Center Comprehensive Master Plan Oversight Committee

Attachments: [2018 MIN-188](#)

A motion was made by CARTER, seconded by HALVORSON, that the minutes be approved. The motion carried by a voice vote.

C. Action Items

None.

D. Presentations

None

E. Reports to Committee

Dechant arrived at 3:08 p.m.

Erdman arrived at 3:16 p.m.

Present 12 - SHELIA STUBBS, SHARON CORRIGAN, ARLYN HALVORSON, TOM DECHANT, SHERI CARTER, JONATHAN BECKER, DEB ARCHER, ZACH BRANDON, NATALIE ERDMAN, BREWER STOUFFER, ROBERT CRAIN, and PAUL NELSON

a. Destination District and Strategy Update

Chair Corrigan reminded everyone that the DDVS is not a County committee. The effort, let by the Spirt of Madison is funded by public and private dollars, and is a separate process from the paster planning for the campus. We are including upddates from them on our agenda so that we can plan the campus with an awareness of strategies for the surrounding area.

Rob Gottshalk of VandeWalle provided an update. They are about half way through the process. There has been a lot of data analysis done already. A reminder that this is a strategy not a plan – they are discussing ideas.

There are a lot of different inputs – there will be a public session where the public can provide input on September 12.

Six core strategies:

- *Integrate a mix of uses and everyday attractions*
- *Create a cohesive park and open space system*
 - *Have engaged Strand Engineering to look at some of the technical aspects*
- *Connect across John Nolan Drive and Rimrock Road*
- *Add multimodal connections to downtown area/Isthmus*
 - *Thinking about things long term - rail*
- *Enhance access and connection to surrounding area*
 - *Thinking about land use surrounding the area, housing, employment*
- *Deliver an authentic regional experience*
 - *How to make this a unique destination*

VandeWalle reviewed ideas that have been discussed. There will be an input session as a way to bring other ideas to the table. Will be a way to communicate the current ideas and gather other ideas.

b. Discussion - Perkins + Will Presentation

1. *The Overview of revised master plan*

John Slack from Perkins + Will presented the revised option.

Carter requested that the acquisition of properties be taken off of the map as that is not a done deal. The residents have received a letter asking if they are interested – it is not confirmed yet.

Stormwater in this area is very challenging – they have had stormwater engineers review the property

**** Stubbs left at 3:45 p.m. ****

Housing and retail. Stouffer inquired about the challenges of housing on site. Slack noted that he has concerns about housing on the campus. Had a meeting with City and County and have gained information related to how that could be financed. Stouffer wondered if there was a way to genericize the housing option because including it on the plan makes it appear more definite

Slack explained that while the County owns the property, developers will determine what can be done. Corrigan noted that she asked for them to look at housing as an option, as all options should be looked at.

D. Dethflays noted that their experience in Denver was that apartments were better on a campus like this as opposed to a condo

**** Carter left at 4:01 p.m. ****

Becker inquired if the AEC administration building stays. Slack explained that Phase 2 expansion of the expo hall would relocate. Also noted that this is a 20-30 year master plan. Hope that the final revision will be presented the next time that they meet with the committee.

DeChant inquired about the importance of having the hotel directly south of the Coliseum.

Slack explained that there are a few reasons: The proximity to the center of the campus is #1, also opening to the public open space.

Becker inquired if there is a stormwater plan that does not include the houses. Clarke noted that those houses are currently in litigation so would prefer no comments from the committee. Supervisor Veldran inquired about how the water table has affected the design overall. Slack noted that it played a role in how stormwater is dealt with on the site.

2. *Discussion ensued regarding Alliant Energy Center Operations & Finances Presentation:*

3. *Discussion ensued regarding Alliant Energy Center Master Plan Project Finances and ROI*

Hunden noted the different visions for the property range from doing a lot to doing nothing. In order for public things to happen there needs to be private funding. Need to look at the wishlist and how much these things cost.

Hunden presented the different costs:

Broke down things into chunks. Coliseum expansion has been put into two chunks, Exhibition Hall has been put into three phases

Coliseum expansion phase 1 is approximately \$40 million – does the things that fans notice, team rooms, more loading docks - Spending 40% of the money, but getting 80% of the value

Phase 2 of the Coliseum is

Public investment in phase 1 is \$100 million

Private investment in phase 1 is \$80 million

Tried to show the balance for

\$128 million in 30 years

\$104 million over 30 years

This does not show positive commercial or residential impacts

Cost of exhibition center hotel and expanded exhibition hall

This scenario generates the most hotel room nights

Hunden noted that their role is to help think of creative funding for this project

Can not have a TIF unless it is in the City. If available, TIF funding could go for parking/infrastructure around it. Would not be able to use for a public building (Coliseum)

Archer inquired about the expo district law and a food and beverage tax used in Milwaukee

Erdman inquired about how they determined parking numbers – parking needs to be sorted out because it may be less on some scenarios and more on others. Hunden believed that TIF could be used to make the parking for the entertainment district work

Erdman asked when looking at the two scenarios which has the better impact on the community. Hunden noted that the exhibition would be the priority.

Corrigan asked if there are uncaptured benefits to the community, and Hunden noted that there are.

Becker asked if setting aside the community impact, which will have the greater impact to the campus, Hunden noted that the exhibition hall would.

Nelson noted that looking at the financials for the campus, the exhibition hall is what is keeping everything afloat.

The committee did a priority exercise.

The finances of the Alliant Energy Center will be presented at the next meeting – it is important, but the meeting is running long.

F. Future Meeting Items and Dates

The finances of the Alliant Energy Center will be presented.

The next meeting will be held Monday, September 17, 2018 at 3:00 p.m.

G. Public Comment on Items not on the Agenda

Ron Shutvet – Has concerns regarding the private development on the north side of the campus related to additional parking, blocking the view of the coliseum and willow island.

Would like the high res versions on the website, it is hard to read the writing on the features. Talking about a few parking ramps – maybe two or three stories. Design them so they can be built higher in the future. Could put in a much larger ramp that would not block the view of the apartments

Need a plan for mental and spiritual health for people that use the facility and live around it .

The noise from CrossFit was so loud he could hear it at his house 3,000 feet away.

Would like noise meters used. There were no sound measurements taken at the event.

H. Such Other Business as Allowed by Law

I. Adjourn

A motion was made by CRAIN, seconded by BECKER, that the meeting be adjourned at 5:05 p.m.. The motion carried by a voice vote.

Minutes respectfully submitted by Janice L. Lee, subject to the committee's approval.