



Dane County

Minutes - Final Unless Amended by Committee

Alliant Energy Center Comprehensive Master Plan Oversight Committee

Thursday, March 9, 2017

3:00 PM

City County Building - Room 357

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A. Call To Order

- Present** 9 - SHELIA STUBBS, SHARON CORRIGAN, ARLYN HALVORSON, TOM DECHANT, SHERI CARTER, JONATHAN BECKER, DEB ARCHER, ROBIN SCHMIDT, and BREWER STOUFFER
- Absent** 3 - ZACH BRANDON, NATALIE ERDMAN, and GREGG SHIMANSKI

Others present: R. Hunden, B. Franz, M. Clarke, S. Harrington, R. Gottshalk, P. Nelson, K. Peterson Thurlow and M. Montgomery

B. Consideration of Minutes

1. [2016 MIN-576](#) ALLIANT ENERGY CENTER COMPREHENSIVE MASTER PLAN OVERSIGHT COMMITTEE MINUTES OF 2/10/2017

Attachments: [2016 MIN-576 AEC Minutes of 2-10-17](#)

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

C. Action Items

There were no action items before the committee.

D. Presentations

Hunden's Presentation of Written Report of Alliant Energy Center Market Study

The principals of Hunden Strategic Partners provided a presentation to the committee.

- [2016 PRES-160](#) HSP - AEC Draft Presentation 3-3-2017

Attachments: [HSP - AEC Draft 3-3-17.compressed](#)

E. Discussion and Next Steps

Corrigan thanked Hunden Strategic Partners and indicated that she is looking forward to the next steps. The committee will engage the community and develop a vision and then consider the master plan.

Discussion ensued regarding:

Job Creation: There will be 4200 - 4300 in the community due to AEC once redevelopment is completed. AEC currently generates about 2500 jobs. The larger figure of jobs is at full build out. There is demand to use the AEC because major users need more space and new users would like to come here; this demand drives job creation.

Operating Costs:

Redevelopment will prompt a growth of revenues and expenditures. There would be a growth of net revenues. Once redevelopment is completed, the projected attendance is over 800,000, with room nights of 176,930 annually.

Parking:

Committee members questioned whether charging for parking is a disincentive. Hunden indicated that there is an expectation in the market that one pays for parking. Discussion ensued about options for transit and bus stops as well. Configuration of parking was discussed. Parking is in the back in the draft report, but there are other options. Parking could be wrapped by restaurants. Underground parking would be expensive.

Hotels, Restaurants and Ballrooms:

There needs to be a critical mass of restaurants opening at the same time to drive customers. Discussion ensued regarding the development beyond the AEC campus. Hunden said having retail development is hard to do at an event center; that it is much more of a success with food and beverage establishments. There would be greater incentive for restaurants if there were a second hotel.

Governance and Finance:

There was brief discussion of pros and cons of governance models. Hunden indicated that Indiana and Denver required public votes and state government action on governance structure. If TIF is used to finance improvements, it can be an incentive for private development. The county could focus on the buildings, and city could use TIF for the improvements. It would be possible to use CDBG of county now.

Hunden asked the committee:

What else would you like to see?

What do you like?

What don't you like?

Each committee member responded.

Dechant: He is looking for transit, pedestrian bike travel. We need a downtown express route, the BRT is already planned. He likes a lot of it. He is glad to be keeping the Coliseum with Googie architecture.

Halvorson: He wondered about parking in front, although that would require a skywalk across the road. He likes the Coliseum.

Corrigan: She is pleased with economic analysis. The AEC needs more of a sense of place. The connectivity with the community is important. There is a need for greater density, such as office space over the restaurants. Adding another row of restaurants would also be a possibility.

Schmidt: She said it is phenomenal, and appreciates:

- 1. Emphasis on sustainability*
- 2. Transit*
- 3. But it looks like an island; there is a need for greater connectivity.*

Stubbs: She asked Hunden to label the buildings and parking lots. She expressed concern about noise barriers and wondered about creating tax abatement for businesses. The area needs a grocery store and also needs the opportunity for it to be the home of something which would be a draw to the area, such as a sports bar or museum. She also asked about signage and pointed to a need for connection to bike path.

Becker: He indicated the design was very thoughtful.

Stouffer: He likes the geographical location of the key functions. He questioned whether there is another figuration to consider. Hunden responded that these are concepts, and he will add density with hotels, more restaurants, etc.

Archer: She suggested changing the title of the diagram from "proposed" to "ideas." She likes the interaction space/plaza. The landscaping and water is important.

Clarke: He spoke of the impact of the Huber facility, as well as the need for parking near the hub.

General discussion ensued regarding how to phase the investment.

F. Reports to Committee

There were no other reports to the committee.

G. Future Meeting Items and Dates

The next meeting will be Monday, April 3, 2017 at 3:00 pm.

H. Public Comment on Items not on the Agenda

There was no public comment on items not on the agenda.

I. Such Other Business as Allowed by Law

There was no such other business as allowed by law.

J. Adjourn

This meeting was adjourned at 5:10 pm.

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