



Dane County

Minutes - Final Unless Amended by Committee

Alliant Energy Center Comprehensive Master Plan Oversight Committee

Monday, May 15, 2017

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

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A. Call To Order

Chair Corrigan called meeting to order at 3:05

*Others present: Franz, Clarke, Gottschalk, Harrington, Wood, Violante, Sup. Nelson,
MacKinnon*

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

B. Consideration of Minutes

1. [2017
MIN-065](#) Alliant Energy Center Comprehensive Master Plan Oversight Committee

Attachments: [2017 MIN-065](#)

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

C. Action Items

NONE

D. Presentations

NONE

E. Reports to Committee

1. [2017
PRES-017](#) Opportunities in the Surrounding Area

Attachments: [Nolen Area Update Presentation \(5.12.17\)](#)

a. Review of Analysis

Vandewalle reviewed past planning work in the surrounding area.

- *No significant land use changes currently planned for the area based on recent planning processes.*
- *Nolen Centennial project: 100 yrs after Nolen's initial planning of corridor. Project to consider big future opportunities.*
- *400 acres of publicly owned land. 2 miles of lakefront*
- *Discussion of the Nolen Centennial plan elements.*
- *This area could be to Madison what Grant Park, Millennium Park, and McCormick Place are to Chicago*
- *Provide more public access to all of the area's assets*
- *Discussed the potential additional area development and potential assessed values if AEC redeveloped. Looked at the optimized development scenario of AEC campus and all the surrounding area.*

b. Survey #2 Results

Survey #2 results focused on cohesion between area and AEC campus.

c. Discussion

i. Vandewalle went over the survey results from the survey of the committee members and discussion occurred around the topics of:

- 1) Visual, transit, and bike/ped connections to, and general cohesion between, the campus and other area features and destinations.*
- 2) Level of impact sought for redevelopment and new business growth in surrounding area*
- 3) Level of benefits sought to achieve for surrounding residents (and, conversely, impacts you want to avoid creating for surrounding residents)*

ii. How do we make someone's experience here more of a "Madison experience"—focus on a stronger connection to the lakes. The "land bridge" concept gets people up higher for a view to the lakes and downtown, etc.

d. Foundational Statements: Community and Economic Impact

Review of edits to Foundational Statements: AEC District Roles and Functions

- i. Modifications made were based on specific suggestions of committee at last meeting.*
- ii. Added a 4th foundational statement called "Connectivity and Cohesion". "Although AEC is well connected to the regional transportation system, the AEC campus area and Dane County community will benefit by improving ties between on-site facilities, integrating the campus into a recognizable district, strengthening linkages to surrounding neighborhood destinations, and seamlessly connecting AEC to downtown."*
- iii. Discussion:*
 - Stubbs: Still wants a stronger direct statement re: employment generation (not just office jobs or office land uses, but diverse employment opportunities).*
 - Erdman: Multifaceted activity center: Should be about employment.*
 - On and/or around.*
- iv. Brandon: Call out the words "employment" and "lake"*
- v. Archer: Add reference to lake to the connectivity principle.*
- vi. Corrigan: Would like economic and environmental sustainability mentioned added specifically to the statements.*
- vii. Gottschalk: Next meeting: Want to discuss what sustainability foci you want for this project (carbon reduction, etc.?) They will add on this idea at the next meeting.*
- viii. Archer: Two words missing. Walkability and bikability (not captured by term "regional transportation system" in her mind).*
- ix. Archer, et al: Change "Multifaceted Activity Center" to "Multifaceted Activity District" to capture the broader impact the group is talking about having.*

2. Engagement and Communications Update

a. Brat Fest Update

Brat Fest update: Have a concept for a booth. Also, they will use Polco survey system for 3 shifts on Fri and Sat/Sun. They will have iPads for connecting to Polco on site at the booth. Polco will volunteer people and equipment. Sharon Corrigan will round up volunteers. Follow up on equipment costs with Co Bd office. Co will do a press release before Brat Fest and also highlight launch of Polco as well.

b. Other Engagement Updates

VandeWalle has also met with Alexander Co. from Novation, etc. Lining up meetings with other property owners and related businesses. Meeting with leadership of neighborhood groups to help plan the neighborhood meetings. Website is in progress and should be launched soon. Will have more to report at next meeting.

F. Future Meeting Items and Dates

- Next meeting scheduled for June 19th at 3 p.m.*
- Future Sept 11, 2017 meeting for public response/input will likely start at 5:30 p.m.*

G. Public Comment on Items not on the Agenda

Public Comment – Stanley Jackson, neighborhood resident, representing self, 810 Emerson Street, Madison, 53715. . Has been following the process and emails and communications since the process started. Thinks intermodal transportation hub should be moved from Dutch Mill to AEC campus. Could be more functional city element and not just entertainment.

H. Such Other Business as Allowed by Law

NONE

I. Adjourn

A motion was made by DECHANT, seconded by ERDMAN, that the meeting be adjourned. The motion carried by a voice vote. Meeting adjourned at 5:10 p.m.

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LUS CIM: Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

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