



Dane County

Minutes - Final Unless Amended by Committee

Alliant Energy Center Comprehensive Master Plan Oversight Committee

Monday, August 7, 2017

3:00 PM

City County Building - Room 357

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A. Call To Order

The meeting was called to order at 3:00 p.m.

- Present** 10 - SHELIA STUBBS, SHARON CORRIGAN, ARLYN HALVORSON, TOM DECHANT, SHERI CARTER, JONATHAN BECKER, DEB ARCHER, NATALIE ERDMAN, BREWER STOUFFER, and ROBERT CRAIN
- Absent** 2 - ZACH BRANDON, and ROBIN SCHMIDT

Others Attendees: Vandewalle & Associates Project Team: R. Gottshalk and S. Harrington

Others present: P. Nelson, T Violante, K. Peterson Thurlow, B. Franz and M. Clarke

B. Consideration of Minutes

[2017](#)
[MIN-214](#) Minutes of the AEC Comprehensive Master Plan Oversight Committee Meeting of 6/19/2017

Attachments: [2017 MIN-214](#)

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

C. Action Items

None

D. Presentations

S. Harrington reviewed the public engagement and interviews completed over the last six weeks.

Three topics emerged:

- 1. Connections*
- 2. Destination District*
- 3. Equity and Access*

He summarized the neighborhood meeting results as well as POLCO (the on-line survey system). The results from the neighborhood meeting and POLCO were the same priorities.

Common Themes

- 1. Continually reinvest and enhance the AEC facility*
- 2. Create integrated workable district*
- 3. Value inclusion and affordability*
- 4. Provide stronger connections*
- 5. Improve storm water run off quality and quantity*
- 6. Enhance area parks and public open spaces*

Discussion ensued regarding the success of the neighborhood meetings.

S. Corrigan recapped the process to date. The committee began April 2016. She referenced the effort the planner, John Nolan, completed 100 years ago to create a vision for Madison. We need a vision to benefit the county and the surrounding area.

The committee oversaw the Hunden market study, and now the Vandewalle vision process. We are at the point of hearing the initial report. Please review the report and forward comments.

Monday, September 11th we'll invite public comment, and then make a recommendation to Personnel & Finance Committee, Public Works and Transportation Committee. If they approve moving forward with a master plan, then this committee will then oversee that process.

R. Gottshalk made a presentation of the vision document, focusing on the foundations previously discussed by the committee. He review the attached report.

S. Harrington reviewed the Six Strategic Initiatives to achieve the vision.

[2017](#)
[RPT-256](#)

Alliant Energy Center Vision & Implementation Framework

Attachments: [AEC Vision Framework Document](#)

E. Discussion Items

Discussion of Vision & Implementation Framework

Discussion regarding the vision framework ensued:

Becker noted two issues: The committee has a plan for what can be done with campus. This suggests more work/more detail. When do we do that without firm commitment from the county?

The other question: the county owns the campus, but much will require the city to play a role in transit, connectivity, or neighborhood; how is that accomplished?

S. Corrigan stated that there is a \$250,000 budget for a master plan. The oversight committee will take a look at this and indicate whether to move on.

We need to know economic impacts of smaller components of improvements.

N. Erdman stated that the city is not a passive observer. This report is a place to start. Before the city steps up, they will want to see if the county has a plan.

B. Stouffer stated that Hunden had excluded anything beyond the 164 acres.

R. Gottshalk stated that Hunden was a market and impact analysis. It also recognized the need to pay attention to the surrounding area. We cannot just plan in a vacuum. If the county frees up land for development, that harms planning. If the county can provide more certainty both on and surrounding the campus, it will allow better redevelopment.

S. Corrigan: Master planning is focus for campus. However, we need to work with our partners on this. The City and Town of Madison address the surrounding area.

The multi-jurisdictional planning process would take further work beyond this oversight committee.

S. Carter stated to look at the stakeholders and what they said. She indicated that we need to look at the broader area.

B. Stouffer: Absolutely believe the multi-jurisdiction plan is pivotal to next steps; perhaps we need an adhoc committee to get us to having this process happen.

B. Stouffer stated that the Hunden report spoke of hotel/ballroom/restaurants, but no housing or dry goods. He also spoke of the authenticity of experience. He is not convinced this vision has yet been refined.

B. Stouffer asked, "Do we need to augment the connectivity?"

N. Erdman stated that Hunden gives some ideas. The master plan will provide how to arrange the pieces. We are not trying to recreate downtown.

M. Clarke stated that every square foot taken away in redevelopment means we're not meeting the need of CrossFit - which used the entire campus and beyond.

T. Dechant stated we could do faster, lighter and cheaper (like beer garden or pop up restaurants).

R. Crain stated that Hunden is context, while the master plan is a blank slate.

S. Harrington: Would need to ID return on investment and what to keep what to potentially let go to private development.

R. Crain asked, "Should the vision statement include "quality of life,"?"

S. Harrington stated we wanted to make sure to include access to economic opportunity as an intentional impact.

S. Corrigan requested to please forward all questions and/or comments to her within the next couple of weeks.

F. Reports to Committee

None

G. Future Meeting Items and Dates

Next meeting will be held on Monday, September 11th at 5:30 at the CCB

S. Harrington points out that the report is on the website.

H. Public Comment on Items not on the Agenda

There was no public comment.

I. Such Other Business as Allowed by Law

There was no other business.

J. Adjourn

A motion was made by BECKER, seconded by CARTER, that the meeting be adjourned. The motion carried by a voice vote.

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