



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, July 16, 2018

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

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A. Call To Order

Present 8 - SHELIA STUBBS, SHARON CORRIGAN, ARLYN HALVORSON, TOM DECHANT,
JONATHAN BECKER, DEB ARCHER, NATALIE ERDMAN, and PAUL NELSON
Excused 4 - SHERI CARTER, ZACH BRANDON, BREWER STOUFFER, and ROBERT CRAIN

*Others present: Lupita Alvarez, Jon Becker, Rob Gottshalk, Scott Harrington, Lauren
Kuhl and John Slack*

B. Consideration of Minutes

[2018](#)
[MIN-139](#) Minutes of the June 18, 2018 AEC Comprehensive Master Plan Oversight
Committee Meeting

Attachments: [2018 MIN-139](#)

A motion was made by NELSON, 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. Destination District Vision and Strategy Update

Discussion ensued

R. Gottshalk from VandeWalle presented an update – six key elements:

*Land use
Placemaking
Circulation and access
Connection
Greenspace integration
Stormwater management.*

Sprit of Greater Madison has convened a Destination District group and they are in the process of meeting with various groups: City, County, etc. to gather information. Development areas most adjacent to the campus identified. Think about the relationship to the open space and the lake/city skyline view. They are looking at how all of the surrounding areas fit together. Making sure that all areas are accessible to others.

*There will be a public meeting to discuss destination district in mid-September
DeChant inquired about who was on the panel*

Deb Archer responded with the list including: MGE, Chamber, Alliant, City, County, ad-hoc chambers. VandeWalle is guiding this initiative.

*The idea is that the destination district discussions come back to the AEC committee.
Deb noted that she looks at this study as a 36,000 view of the area.
DeChant noted the need to look at the transportation linkage to downtown
DeChant noted the need to include neighborhood input, and Corrigan agreed that it is important to include that information.*

Stubbs noted that VandeWalle is meeting with South Madison Metropolitan Council. It is also important to note that the AEC committee members need to reach out to the neighborhood.

Public comment:

Jon Becker – representing CRANES: CRANES Coalition would like to be able to provide input into this project. Believes now is a good time to start thinking about regional transit and would like to have meetings recorded. CRANES believe this is an opportunity for sustainability. CRANES would like to be a part of the process, but has been denied – not sure why.

2. Discussion

Perkins + Will Presentation

Discussion ensued:

- *What they heard at the open house*
- *Review of revised concepts*

The committee viewed a video on how Quann Park was used for the National Junior Angus Show. The AEC could not have held this event without using Quann Park because of how the angus cows live. They were able to keep the backside of Quann Park open – had about 1,300 cows. Used entire campus, showed in Coliseum, showed in pavilions, used exhibition hall for education.

Corrigan inquired about the economic input – Archer indicated they do not have numbers, but likely a couple million. DeChant asked if this was the first year the show was held here, Clarke clarified that it was. Later Archer noted that the angus show brought in 1.75 million direct spending in Dane County.

Slack from Perkins & Will presented to the committee:

Summary of Open House

Had 67 people sign in, feedback is available on the AEC website

A lot of questions about parking and storm water issues

Things that were liked the most included green space, address/alleviate traffic flow, emphasis on ring road, more missed use opportunity, and additional parking

Slack also provided a summary of what they learned at the open house that are reflected in design improvements

Discussion ensued regarding a revised master plan

Slack gave an overview of the design considerations and the revised concept including:

Ring road with belt line access and realignment of Rusk Ave, John Nolan access improvements, reconfigure Expo drive, exhibition hall expansion on south, convertible street and signature green space, two hotels and mixed-use developments with parking structures along Rimrock and John Nolan, parking structure on south end of site, “green” connections thru parking areas, enhanced greenspace surrounding Willow Island, new “bridge” connection across John Nolan to Lake Monona

Committee discussion on various components

Discussion ensued:

Erdman – believes this is an improvement. The revised concept shows a nice focal point. Likes the destination feel to the front of John Nolan/Rimrock – believes this is where commercial development would work best.

Slack asked about the overall density. Erdman believes that this revised concept makes it more of a destination. He also believes that the hotel needs to support the private businesses, but also should have access/view of the greenspace.

****Erdman left at 4:04 pm****

Archer inquired about the ability to transfer parking needs to adjacent parcels

Slack noted that it is challenging to put a parking ramp on Rimrock.

Corrigan noted that there may be an opportunity with DOR for a parking structure.

Becker inquired about the exhibition hall expansion and whether the discussion had always been about building on both ends.

Becker inquired about the setup for the fair and how that changes the setup. Clarke noted that it changes how the fair is setup dramatically. He also noted that the users of the campus need to be considered when looking at the plans. Slack noted that the “greenspace” can be a hardscaped area – that level of detail has not been developed

Archer noted the difficult access from the Sheraton and that it needs to be addressed.

Becker asked for the bus stops to be noted on the concept maps

Corrigan noted that we need to think about the need for parking and ride sharing infrastructure

Slack noted the north/south corridor allows for uber/lyft to do drop-off

Halvorson inquired about the ability to add onto structures in the future.

Slack noted that he does not know that they can make the mixed use development work without a parking structure. Corrigan asked about the cost of building and the economic impact – R. Hunden will be looking at the economic development/costs

DeChant inquired about the ability to keep the parking structure in the mixed-use area Slack noted they are trying to put green links in wherever they can. Will be having their civil engineer look at designs for stormwater.

Buffers are put in to try to address noise in the surrounding area

Stubbs inquired about Lyckberg Park.

Slack noted that right now it is expanding the stormwater retention site. Will be less for recreation and more for a buffer/stormwater. Slack noted that they heard at the open

house that the property should just be bought
Stubbs noted that it's important to consider Lyckberg Park as well as additional access in and out of the campus that brings additional traffic through the neighborhood

Slack noted that the ring road addresses the issue of bringing traffic into the neighborhood

****Archer left at 4:40 pm****

Stubbs noted concerns about Lyckberg park and the need to get the kids off the streets. Neighbors would like to have a park more like a park. Corrigan asked about the ability to have the playground on campus vs. Lyckberg park.

Becker wants to note his skepticism for restaurants and retail to move into area. Slack noted that they tried to use some of the market data that they have. From a market standpoint, retail is a challenge. R. Hunden will come back with the market information.

Corrigan asked about residential possibilities in the campus. Slack noted that R. Hunden is looking at the possibilities of housing. Corrigan noted that having housing is something that the community has expressed. Slack noted that they will be looking at that.

The next meeting they will be looking at the financial aspects. VandeWalle presented the potential funding sources and the improvements. Harrington noted that the facilities have not been discussed. In terms of what has been shown, what facilities need to be/should be improved.

Slack noted that refinements have been generally okayed by group and he would like to send a survey about facilities and details to gather feedback.

3. Updated timeline

S. Harrington reviewed the updated timeline

F. Future Meeting Items and Dates

Looking at financial aspects

Date will be announced later

G. Public Comment on Items not on the Agenda

Discussion ensued:

R. Shutvet – two items put on AEC website, Willow Island Master Plan (2009) and Nolan Centennial Plan (2015) were not created in a public process. No way for the public to have input. Not approved by any governmental committee or body. Should have a disclaimer that they were not created in an open setting.

R Shutvet is concerned about why the public cannot participate in the whole process for the destination district.

His document is buried but others that were not created in an open meeting are featured. Believes that the DDVS should be public. Corrigan noted that the DDVS is an information gathering initiative and that there will be a public hearing in September.

*Harrington noted that there was a neighborhood meeting about this on June 6
Gottshalk noted that many of the items have such specific nature that they are relying on experts/staff. Want to make sure any recommendations are even feasible.*

Archer will be hosting tours of CrossFit, will be receiving an invite for a tour

VandeWalle created a postcard of where people can get information

Clarke wanted to note that 5 very specific public meetings for public and only 2 for the user group

H. Such Other Business as Allowed by Law

There was no such other businesses as allowed by law.

I. Adjourn

A motion was made by HALVORSON, seconded by DECHANT, that the meeting be adjourned at 5:18 p.m. The motion carried by a voice vote.

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

[2018](#)
[RPT-179](#)

7-16-18 Registrations

Attachments: [AEC 7-16 Registrants](#)