



# Dane County

## Minutes - Final Unless Amended by Committee

### Alliant Energy Center Redevelopment Committee

*Consider:*

*Who benefits? Who is burdened?*

*Who does not have a voice at the table?*

*How can policymakers mitigate unintended consequences?*

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Monday, July 15, 2019

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

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Alliant Energy Center Conference Room, 1919 Alliant Energy Center Way

#### A. Call To Order

*The meeting was called to order at 3:04 p.m. by S. Corrigan.*

**Present** 10 - RUBEN ANTHONY, SHARON CORRIGAN, TOM DECHANT, DEB ARCHER, DAVE RIPP, BREWER STOUFFER, TERESE BERCEAU, GARY WOLTER, MARK CLARKE, and HEATHER STOUDE

**Excused** 3 - SHELIA STUBBS, SHERI CARTER, and ROBERT CRAIN

*Others Present: Alvarez, D. Morgenthaler, S. Harrington, T. Violante, P. Nelson, L. Wood, K Peterson Thurlow, Jule Stroick and Jeff Greger (Madison Planning Staff)*

#### B. Consideration of Minutes

[2019  
MIN-131](#)

Minutes of the 6/17/19 Alliant Energy Center Redevelopment Committee meeting

**Attachments:** [2019 MIN-131](#)

A motion was made by STOUFFER, seconded by RIPP, that the minutes be approved. The motion carried by a voice vote of 10-0.

#### C. Action Items

*There were no action items.*

#### D. Presentations

*There were no presentations.*

#### E. Reports to Committee

## 1. Follow-up Breakout Panels Discussion

*Corrigan indicated there is an interest in reconvening the break-out groups for further development.*

*Harrington reviewed each of the initial discussion points from the previous meeting. He began with project messaging and building county-wide support. Discussion ensued regarding the need to have a strong message and to be able to address why redevelopment is critical. Members noted the equity imperative to create jobs in the neighborhood and also the likelihood of business loss without redevelopment. Anthony indicated the redevelopment was the best/highest economic use of this area.*

*Berceau spoke of a project in Toronto building housing areas with technology, known as Smart City, and the need for a theme to draw investment. Anthony said there should be a branding name for the initiative. Clarke said 50% of calls to the Alliant Energy Center are people wanting to contact the utility. Corrigan pointed out that Hunden's first study talked about the authentic WI experience.*

*Ripp underscored the need for an elevator speech for residents in rural areas. There is a concern with parking.*

*Harrington noted that those surveyed said the most important was quality of life. We need to speak to how the center impacts people locally. Stouder urged the committee not to lose the versatility piece because that could make the center less equitable. Wolter suggested that the theme could be "Community Gathering Space" -emphasizing that there is something for many.*

*Harrington next reviewed the discussion group regarding corporate outreach. DeChant indicated a focus on new possibilities, while Clarke said AEC is reaching out to corporate contacts to see what would draw people here to work. Companies define the demographics they want and that can help to guide AEC marketing. The question is: What sort of facilities would lead to new industry coming to the area? Archer urged not building for one sector, and Clarke said that flexibility is key.*

*The third group discussed local tax funding options. Harrington indicated that an Expo District would require legislative action. Instead, the discussion focused on room tax sharing. Monona Terrace gets a funding from the room tax. Corrigan noted the imperative of working with other parts of the state regarding any needed legislative change. Harrington pointed out that Superior is on round 3 to get support for their expo district. If the Legislature approves the Superior request, then there may be a path forward. Discussion ensued regarding the pros and cons of an expo district. The state would control who is on the expo district board.*

## 2. South Madison Plan Presentation

*Jule Stroick and Jeff Greger of the City of Madison Planning Staff addressed the committee. The South Madison Plan is an update and will be the first mid-range plan of 15 years. The plan will include an action plan for implementation. There will be a robust community engagement plan.*

*Neighborhood ambassadors will get a small stipend. They may have resident teams as well. There will be a project website. They consider this committee a major stakeholder in the planning process. The project Kick-off is Thursday, September 19, 2019. There will be three open houses this calendar year. Park Street will be a major focus area.*

*Wolter asked how the plan would work with AEC master plan. Stroick indicated the city will look for opportunities for the plans to dovetail and inform. They are looking at the destination district and how to respect that input. She said the plan will address affordable housing, including strategies such as land banking. The city will do a market study as well. There will be an interagency staff group to include city parks and city engineering as well as the town of Madison. South Park will be reconstructed in 2021.*

## 3. Private Development Strategy Discussion

*Harrington addressed the committee regarding the private development strategy. He showed four parcels the county owns which could be areas for development.*

*Perkins & Will, the firm that developed the master plan, had three concepts:*

- 1. Residential*
- 2. Hotels/Restaurants*
- 3. Sports/Entertainment*

*Harrington spoke to the first two steps: Informal discussion with developers, and project time schedule/sequencing. The questions are whether development needs to wait for county investment or not? What can be done short of \$90 million investment? When do we RFP? Can we move forward? How could the plan be achieved incrementally? How do you act in the uncertainty?*

*Discussion ensued regarding the pros and cons of incrementalism. Vandewalle will provide advice on incrementalism versus comprehensive planning and will look at market receptivity.*

## 4. Report out on Destination District Task Force

*Archer reported on the Destination District Task Force. The group will expand and will work to complement the South Madison Plan. There are opportunities to generate tax base.*

*Again, messaging is critical and the Destination District is considering developing a short video.*

*Archer indicated that a key concern is how we connect the campus to the park.*

## **F. Future Meeting Items and Dates**

*The next meeting will be held Monday, September 16, 2019.*

## **G. Public Comment on Items not on the Agenda**

*There were no public comment on items not on the agenda.*

## **H. Such Other Business as Allowed by Law**

*There was no other business.*

## **I. Adjourn**

**A motion was made by ANTHONY, seconded by ARCHER, that the meeting be adjourned. The motion carried by a 9-0 voice vote.**

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