



Alliant Energy Center Master Plan Summary & Implementation Update 2026

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Working Draft

Prepared by:





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ACKNOWLEDGEMENTS

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EXECUTIVE SUMMARY

The Alliant Energy Center (AEC) Campus is a regional destination for entertainment, agriculture, commerce, and community events. The 2018 Master Plan established a long-term vision to strengthen the campus as a year-round activity center while preserving its role as the home of the Dane County Fair and other signature events. Since adoption of the 2018 plan, the campus area has transitioned from the former Town of Madison into the City of Madison, increasing the importance of clear planning and redevelopment direction. This condensed plan reaffirms that vision while summarizing the key land use, transportation, redevelopment, and facility improvements needed to guide future decisions.

KEY RECOMMENDATIONS

The [2018 Master Plan](#) envisions a more connected, active, and financially sustainable campus. Key recommendations include:

- Modernization and reinvestment in existing facilities
- Expansion of Exhibition Hall
- Renovation or replacement of the Coliseum
- Improvements to traffic circulation, stormwater management, and stronger connections to surrounding neighborhoods and regional destinations
- Opportunities for mixed-use redevelopment areas that could support hotels, restaurants, entertainment, office, residential, and other year-round activity generators

A central theme of the plan is transforming the campus from a largely event-based destination into a more vibrant, year-round district. Mixed-use redevelopment is intended to complement core event and fairground functions while creating new revenue and supporting reinvestment in public facilities. The plan also emphasizes flexibility. Future redevelopment will occur incrementally and require coordination between Dane County, the City of Madison, campus partners, and the surrounding community. Overall, this condensed Master Plan provides a practical framework for future planning, zoning, capital investment, and redevelopment decisions.

VISION

The Alliant Energy Center is a key regional asset that serves as a dynamic convening campus providing an exceptional and authentic experience for the community and visitors alike. The seamlessly integrated campus serves as a catalyst for a vibrant destination district, driving tax base growth and increased access to economic opportunity for area residents.

- 2019 AEC Master Plan, Page 7



BIG IDEAS

The 2018 Master Plan was guided by several overarching “Big Ideas” intended to shape the long-term evolution of the Alliant Energy Center campus. These concepts focused on improving circulation and access, strengthening pedestrian connectivity and public spaces, and creating a more cohesive and recognizable campus experience that supports both major events and year-round activity.



BIG IDEA: RING ROAD



BIG IDEA: GREEN LINKAGES



BIG IDEA: REINFORCE THE HEART

RING ROAD

The ring road will provide enhanced connectivity to campus and create an enhanced street network to alleviate traffic circulation issues during the largest campus events.

GREEN LINKAGES

Enhance the public realm streetscape with pedestrian amenities and enhanced lighting. The enhanced streetscaping will occur primarily along Alliant Energy Center Drive and other internal streets on campus. This idea also identifies the opportunity to enhance pedestrian connectivity from existing and future parking lots into the heart of the campus. The enhanced connections should include improved sidewalks, improved crossings, ADA accessibility, and stormwater management improvements.

REINFORCE THE HEART

Create a central campus and community gathering space that is designed to be flexible to support a variety of campus-wide programming. The gathering space should also provide outdoor gathering space for campus visitors, reinforce the regional character, and create a sense of place on the campus.

IMPLEMENTATION STATUS

MASTER PLANNING AND DESIGN EFFORTS

Since adoption of the 2018 Master Plan, the overall campus framework has continued to evolve to better reflect operational needs, market opportunities, and ongoing technical analysis. The updated master plan graphic refines several key elements, including relocation of the arena slightly to the south to avoid major utilities. An additional new hotel/parking structure is planned to integrate with and directly connect to the Exhibition Hall, strengthening the campus's ability to support multi-day events and enhance the visitor experience.

The plan also acknowledges the flexible approach to open areas, with portions of the surface parking fields designated as “fairgrounds” land use, allowing these spaces to continue to accommodate tents, temporary structures, and expanded event programming when needed.

In parallel, continued coordination with engineering teams has advanced the stormwater management strategy and refined campus circulation, resulting in a more cohesive and implementable framework for future phases. Collectively, these updates maintain the original vision while better aligning the plan with current operations, infrastructure realities, and redevelopment opportunities.



PUBLIC ENGAGEMENT

Public input from before the 2018 Master Plan creation through 2026 has consistently emphasized maintaining the Alliant Energy Center's identity as a premier regional event campus while modernizing facilities and improving the overall visitor experience. Stakeholders have supported reinvestment in core assets, along with better site organization, clearer circulation, and enhanced pedestrian connections. There has also been strong interest in making the campus more active year-round, with amenities that support events but also create a more welcoming and cohesive destination.

Previous Engagement Efforts (Master Planning 2017-2018)

Community Outreach

- Event Booth at Brat Fest (May 26-28, 2017)
- Polco Survey (300+ responses) (May – Aug 2017)
- Vision Workshop at Urban League of Greater Madison (July 2017)
- Neighborhood Information Meeting (June 2018)
- Open House (June 2018)
- Destination District Public Event (Sept 2018)
- Joint Campus Plan and Destination District Public Event (October 2018)

Project Presentations to Organizations

- South Metropolitan Planning Council
- South Madison Business Association
- Greater Madison Convention and Visitors Bureau
- Monona Terrace Board
- Fitchburg Chamber of Commerce
- Downtown Madison, Inc.

Redevelopment Implementation Phase

- Neighborhood Open House (Sept 2023)
- Community Organizing Forum (October 2023)
- AEC Campus and Coliseum Renovation Town Hall (April 2025)

Common Engagement Themes

- Future investment translates into economic opportunity in the community – jobs and training
- Improved access to and through the campus
- Grow programming for diverse audiences
- Procurement and contracting, ensure neighborhood opportunity, DBE and living wage
- Maintain engagement conversations and put ideas into action
- Improved stormwater management
- Most important role of the center is quality of life through entertainment and informational offerings
- Maintain access to Quann Park
- Amenities on campus for public use
- Minimize noise impacts, especially operations

Recent Town Hall Topic Feedback

- Stormwater: advance stormwater improvements, maintain Lyckberg Park pond and screening, upgrade aging culverts/infrastructure, add utility infrastructure for operations.
- Traffic Circulation: support for the Ring Road while highlighting concerns about parking and event logistics. Emphasis was placed on safer crossings, better wayfinding, and improved bike/ped connections.
- Exhibition Hall Expansion: support for expansion concepts and requested clarity on construction phasing and hall availability, along with better multi-modal access.
- Mixed-Use Redevelopment Areas: supported authentic, year-round mixed-use activity with arts, culture, and family-friendly uses while maintaining adequate parking and bike access during major events.
- Destination District: strong support for a year-round destination district, paired with calls for better transit, bike/ped connections, and safer crossings across John Nolen Drive.

UPDATED MASTER PLAN

OVERALL SITE PLAN AND KEY CAMPUS ELEMENTS

A. Veterans Memorial Coliseum

The Veterans Memorial Coliseum is one of the most recognizable features on the campus and has been used for sporting events, large concerts, entertainment productions, graduation ceremonies, and other major gatherings. An RFP for the renovation of the Coliseum was let in late 2025 negotiations are currently underway. The anticipated outcome includes significant capital investment in the facility, with a renovated Coliseum expected to host approximately 70 to 100 events annually, including concerts, comedians, family shows, sporting events, and community events.

B. Exhibition Hall

Exhibition Hall is the campus' premier facility for conventions, meetings, banquets, trade shows, and large events. Since opening in 1996, the 255,000-square-foot facility has generated significant economic and community benefits and regularly attracts more than 500,000 annual visitors from across the region and beyond. The Master Plan identifies Exhibition Hall as a major economic driver and supports future capital investment, expansion opportunities, additional meeting space, and the potential for an attached hotel.

C. New Holland Pavilions

The New Holland Pavilions, totaling approximately 290,000 square feet, are the campus' primary livestock and equestrian facilities. They support many of the campus' signature agricultural events, including the World Dairy Expo and Midwest Horse Fair, along with numerous cattle and horse shows throughout the year. These facilities remain central to preserving the campus' agricultural identity and fairground function.



MASTERPLAN

SCALE: 1" = 200'-0"

TARGET COUNTS	
JCF #1	625 Spaces
JCF #2	600 Spaces
JCF #3	400 Spaces
JCF #4	1,040 Spaces
JCF #5	596 Spaces
TOTAL	3,261 Spaces

ALLIANT ENERGY CENTER 2026.03.09

Perkins&Will

D. Willow Island

Willow Island is a 29-acre outdoor venue surrounded by ponds and used for festivals, concerts, outdoor gatherings, and fair-related activities. The area supports New Holland Pavilion events and is home to major events such as the World's Largest Brat Fest. The Master Plan recognizes Willow Island as one of the campus' signature outdoor spaces and supports continued investment in event infrastructure, access, utilities, and landscaping. Willow Island is an essential component of the campus' fairgrounds activity including accommodation for overnight camping.

E. The Arena

The Arena contains approximately 22,000 square feet of exhibition space and supports a range of smaller events, including trade shows, consumer events, livestock activities, and staged performances. While the facility remains functional today, the Master Plan calls for replacing the arena with a new Ag/Equestrian focused Arena south of the Pavilions. The existing arena site is planned to become a new central plaza for event staging, outdoor gathering and exposition as a new center point to the campus.

F. Mixed-Use Redevelopment Areas

The 2018 Master Plan anticipates mixed-use redevelopment areas located along edges of the campus. These areas were envisioned to support complementary uses such as hotels, restaurants, entertainment venues, residential housing, and other year-round activity generators that could strengthen the campus as a regional destination while supporting reinvestment in core public facilities.

G. AEC Parking Areas and Fairgrounds

The campus contains more than 5,700 surface parking stalls that support major events and peak attendance periods. Many parking areas

also function as fairgrounds and flexible event space for tents, staging, carnival activities, overflow programming, and other operational needs. The Master Plan emphasizes maintaining this flexibility while improving circulation, stormwater management, pedestrian connections, and identifying select areas for future mixed-use redevelopment.



LAND USE FRAMEWORK

The 2018 Master Plan established a land use framework intended to preserve the Alliant Energy Center's role as a regional event, fair, and entertainment destination while creating opportunities for new investment and year-round activity. The framework organizes the campus into a series of coordinated activity areas that support different functions but operate together as one campus.

Campus Event and Exhibition Facilities

The center of the campus remains focused on the major event and exhibition facilities, including Exhibition Hall, the Coliseum, the Arena, the New Holland Pavilions, Willow Island, and supporting fairgrounds areas. These facilities continue to serve as the primary drivers of visitor activity and economic impact, and the Master Plan emphasizes continued reinvestment to maintain the campus' competitive position in the regional events market.

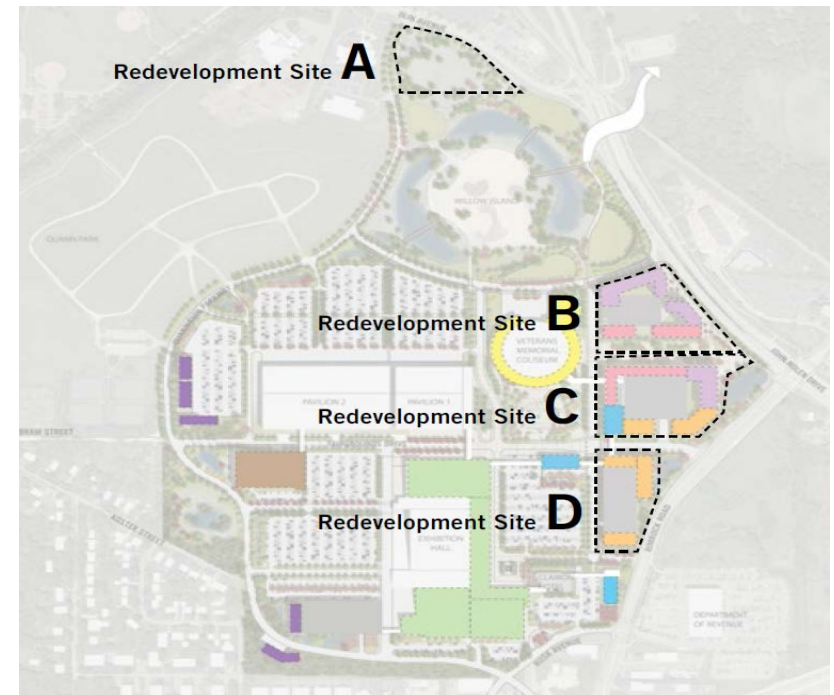
Parking, Circulation, and Fairground Functions

Large portions of the campus are also dedicated to parking, circulation, loading, staging, and fairground functions. These areas are essential to supporting major events, the Dane County Fair, and flexible operations throughout the year. Many parking areas are intended to continue serving multiple purposes, including outdoor exhibits, carnival space, temporary tents, overflow programming, and event logistics.

Mixed-Use Redevelopment Areas

Beyond the core event facilities, the Master Plan identifies several mixed-use redevelopment areas intended to introduce new year-round activity to the campus. These areas are generally located along major streets, campus gateways, and highly visible edges where redevelopment can strengthen the relationship between the campus and surrounding neighborhoods. Potential uses include hotels, restaurants, entertainment venues, office space, residential uses, and other complementary commercial development. Sites identified in the 2018 Master Plan are as follows:

- **Redevelopment Site A:** North of Willow Island, South of Olin Ave. This site anticipates potential residential or office development.
- **Redevelopment Sites B and C:** South of Willow Island, North of Fairgrounds Drive, and West of John Nolen Drive: Sites B and C are currently the location of surface parking to support the Coliseum, Arena building, and other campus uses. The proposed redevelopment will allow for a mix of uses including commercial, office, residential, hotel and other entertainment land uses. Structured parking, within Sites B and C, is anticipated to be built concurrently to support the new development.
- **Redevelopment Site D:** West of Rimrock Road, South of Fairgrounds Drive. It is anticipated that potential redevelopment of this site would be on a longer time frame than other redevelopment opportunities.



The exact mix and intensity of uses within the mixed-use redevelopment areas will be determined over time through continued coordination with Dane County, the City of Madison, and evaluation of future development proposals as they are received. While residential development may be appropriate within the identified mixed-use areas of the campus, the Master Plan does not guarantee housing within any specific redevelopment area. Future zoning and redevelopment frameworks should remain flexible to accommodate a range of complementary uses, whether including housing or focused on hospitality, entertainment, commercial, office, or other year-round activity generators.

Future mixed-use areas are intended to be self-sufficient from a parking perspective through a combination of structured parking, shared

parking strategies, and integrated site planning that minimizes impacts on core events and fairground operations.

A key theme of the framework is that mixed-use redevelopment should complement the campus' traditional event and fairground functions. New development is intended to create additional energy, expand revenue opportunities, support reinvestment in public facilities, and make the campus more active outside of event days.

Access and Connections

The framework also places strong emphasis on circulation, access, and connections. Internal roadways, pedestrian routes, transit access, and bicycle facilities are intended to better link the campus together and improve connections to surrounding neighborhoods, regional trails, and nearby destinations. Stormwater improvements, landscaping, and open space enhancements are also important components of the framework.

Overall, the land use framework provides a long-term structure for balancing event operations, fairground flexibility, redevelopment opportunities, and public investment. It is intended to guide future zoning, capital improvements, partnerships, and redevelopment

decisions across the campus, but does not establish specific development entitlements. Minor changes to future building footprints, site layouts, or development details are anticipated over time and would not necessarily require a formal amendment to this Master Plan.



STORMWATER FRAMEWORK

General Description

Stormwater management is a major component of the campus Master Plan due to the size of the campus, the amount of paved surface area, and longstanding flooding concerns in the surrounding area. Existing conditions include more than 50 years of development activity, areas of landfill waste and contaminated soils extending onto the campus, limited infiltration potential due to shallow bedrock and poor soils, and runoff that currently discharges from the campus at four general locations.

Existing Conditions

- Limited infiltration potential across campus
- Historic flooding concerns around the campus
- Majority of stormwater management features were not designed to reduce runoff rates, volumes or total suspended solids
- Expansive parking lots with high runoff rates and volumes

Key Objectives

- Exceed peak runoff rate reduction requirements for the Campus
- Exceed runoff volume reduction requirements for the Campus
- Improve rate and volume reduction toward the Bram Street storm sewer system
- Exceed Total Suspended Solid reduction requirement for the Campus
- Comply with Oil and Grease Control requirements

Public Input

Public and stakeholder feedback received is generally related to the following:

- Exceed city minimum standards with respect to water quality and quantity
- Reduce flooding in neighboring subdivision and maintain stormwater management in Lyckberg Park



Planned Improvements

The Master Plan proposes a combination of new stormwater facilities, upgrades to existing facilities, and green infrastructure improvements throughout the campus. However, the amount of infiltration that can occur is limited by poor soils, shallow bedrock, contaminated areas, and portions of the campus located within the landfill “waste limit.”

Proposed improvements include:

- Expansion of Lyckberg Pond
- Reconfiguring facilities along Quan Olin Parkway and Rimrock Road
- Improving Horseshoe Pond and raising low areas on Willow Island
- New features near the future Mixed Use site along Rimrock Road and adjacent to the Exhibition Hall
- Preserving wetlands and open land east of Rimrock Road for stormwater storage and infiltration

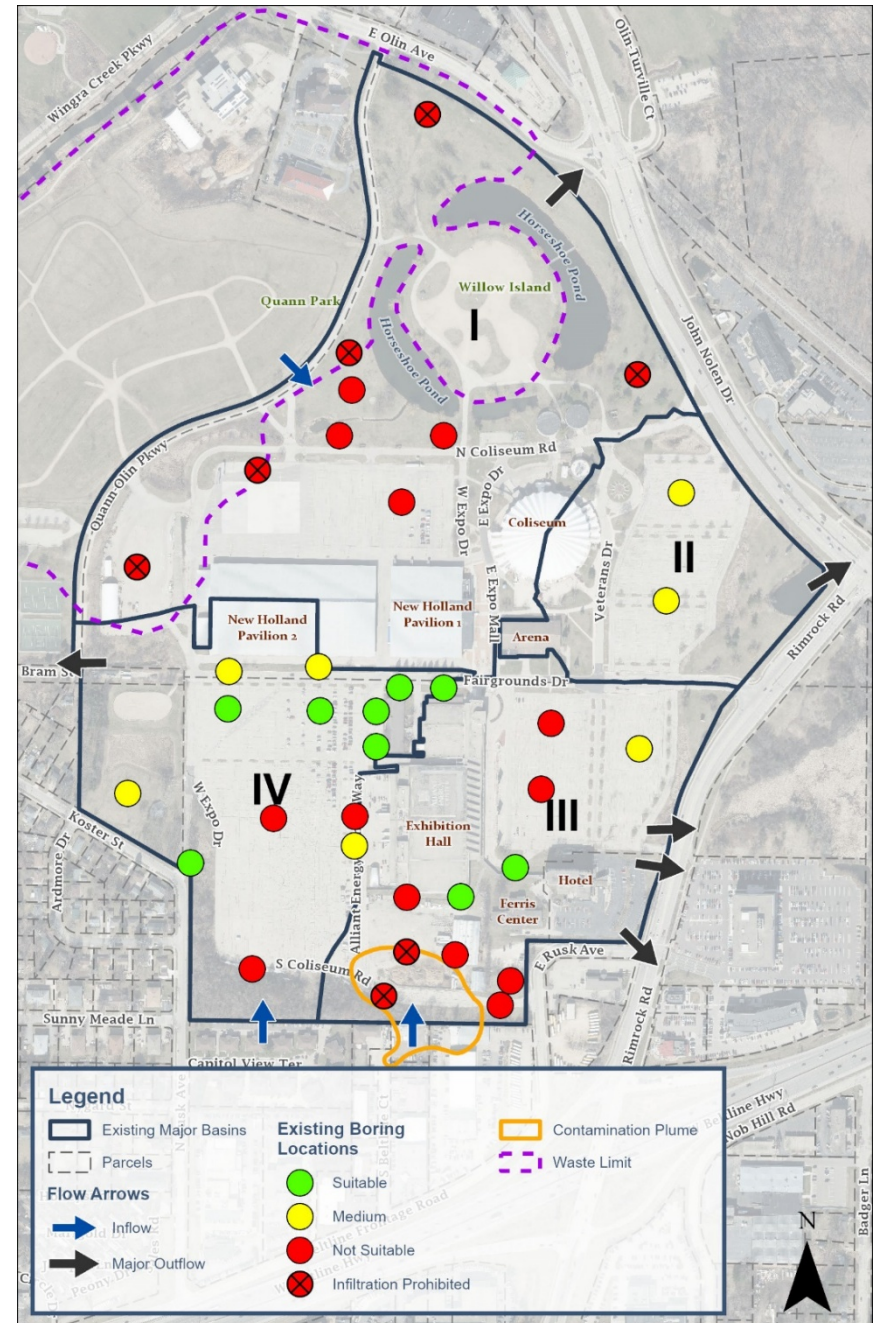
Types of Stormwater Facilities

The Campus will incorporate a variety of different best management practices. As specific campus improvements proceed, those projects will be encouraged to add additional green infrastructure to further improve water quality. Green infrastructure facilities include:

- Wet ponds
- Bioretention ponds
- Green roofs
- Bioswales
- Permeable pavers
- Tree islands
- Stormwater reuse



Overall, the stormwater strategy is intended to exceed City of Madison redevelopment standards by reducing peak runoff rates, lowering runoff volume, improving water quality, and addressing flooding concerns while supporting future redevelopment across the campus.



TRANSPORTATION, TRAFFIC CIRCULATION, AND ACCESS

TRAFFIC CIRCULATION AND ACCESS

General Description

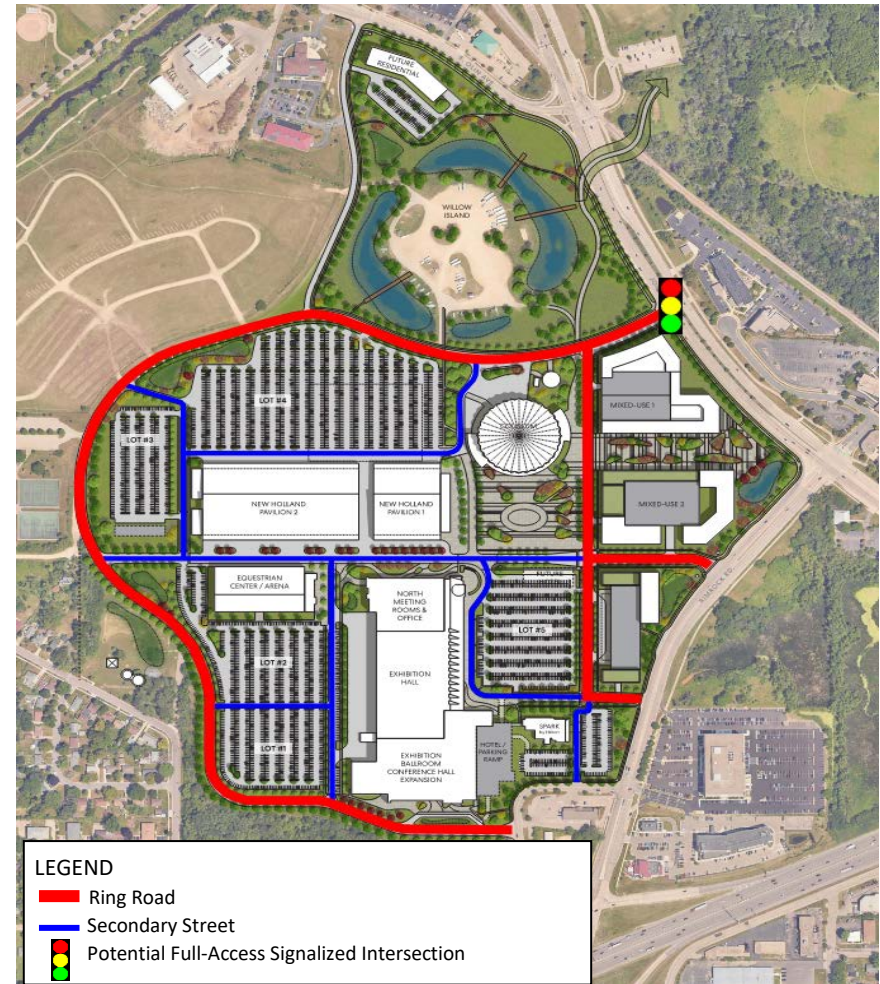
The campus Master Plan identifies transportation and circulation as essential to the long-term success of the Alliant Energy Center campus. The plan recognizes that existing event traffic, parking operations, pedestrian movement, and internal circulation can be challenging during major events and fairs. It also identifies additional land uses and development opportunities to activate the campus and attract visitors 365 days a year, which will increase the traffic coming to and from campus on a daily basis. To address these issues and the expected increase in campus activity, the Master Plan proposes a more organized network of roads, entrances, parking areas, pedestrian connections, bicycle facilities, and transit access. A new Ring Road concept, enhanced gateways, improved wayfinding, and stronger multi-modal connections are intended to improve campus operations, reduce conflicts, and better support future redevelopment and year-round activity.

Existing Conditions

- Limited access to campus from public streets with minimal internal circulation and wayfinding
- Significant traffic and congestion impacts to public streets during special events
- No designated areas for rideshare, transit, or other multi-modal users

Planned Improvements

- Four-Lane Ring Road
 - Improves internal access and circulation
 - Accommodates vehicle storage and queueing during events
 - Reducing impacts to public streets
 - Streetscaping and wayfinding to provide low-stress experience for visitors



- Secondary Street
 - Internal campus streets for improved connectivity
 - Flexibility for closure/restricted access during special events
- New Full-Access Intersection at John Nolen Drive and Coliseum Drive
 - Flexibility for access and traffic control during special events

BICYCLE AND PEDESTRIAN CONNECTIVITY

General Description

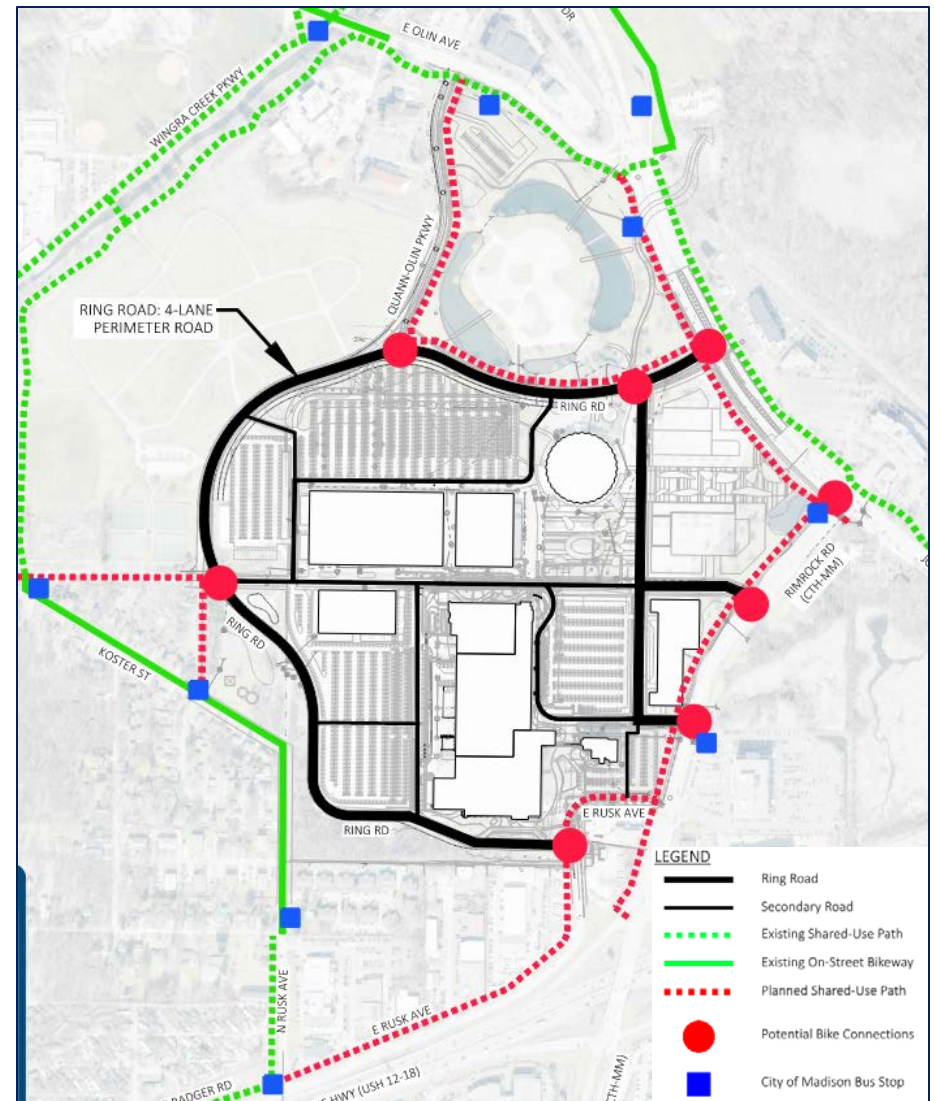
The 2018 Master Plan places strong emphasis on improving pedestrian, bicycle, and transit access throughout the Alliant Energy Center campus. Existing conditions are heavily oriented toward vehicles, with large parking areas and limited connections between facilities, surrounding neighborhoods, and regional destinations. The plan proposes enhanced sidewalks, pedestrian crossings, plazas, bike parking, bike lanes, shared-use paths, and stronger connections to nearby neighborhoods and the Capital City Trail. Additional improvements may include new transit stops, shuttle areas, and designated rideshare drop-off locations. These improvements are intended to create a safer, more connected, and more accessible campus experience.

Existing Conditions

- Limited bicycle and pedestrian connections
- Poor wayfinding
- Limited transit options

Planned Multi-Modal Improvements

- Pedestrians
 - Plazas/green spaces
 - Enhanced crossings/paths
- Bicycles
 - Bike parking, lanes/paths
 - Connections
 - East-side adjacent street facilities
 - Capital City Trail
 - West-side connections
- Ride-share drop-off locations
- Shuttle drop-off locations
- Transit
 - Potential for new bus stops and loading areas
 - Expanded routes/service



PARKING STRATEGY

The Alliant Energy Center parking system is intended to remain a flexible and operationally focused component of the campus that supports major events, fairgrounds activities, day-to-day operations, and future redevelopment. As the campus evolves over time, the Master Plan generally anticipates maintaining a parking supply similar to existing conditions through a combination of surface parking, structured parking, improved circulation, and more efficient site organization.

Rather than substantially increasing surface parking or single-occupancy vehicle accommodations, the Master Plan focuses on improving parking efficiency, multi-modal access, operational flexibility, and connections throughout the campus as redevelopment and year-round activity continue to expand.

Key Parking Principles

- Maintain overall parking capacity needed to support major campus events and daily operations
- Ensure mixed-use redevelopment areas are generally self-sufficient from a parking perspective, with parking needs accommodated within the redevelopment sites themselves. Access to these areas should remain functional and reliable during normal campus operations and major event activities.
- Preserve flexibility for fairgrounds, staging, temporary tents, equipment storage, and operational activities
- Recognize that large events such as the World Dairy Expo and Midwest Horse Fair require accommodations for oversized vehicles, trailers, livestock operations, and non-traditional parking arrangements
- Coordinate parking improvements with multi-modal improvements including enhanced pedestrian, bicycle, rideshare, and transit connections

- Support a more connected campus and stronger integration with adjacent neighborhoods and the City's urban fabric
- Allow parking improvements and redevelopment to occur incrementally over time based on operational needs, funding, and redevelopment timing

The timing and sequencing of parking improvements will continue to evolve alongside future redevelopment phases and facility investments, as discussed further in the Phasing section of this document.



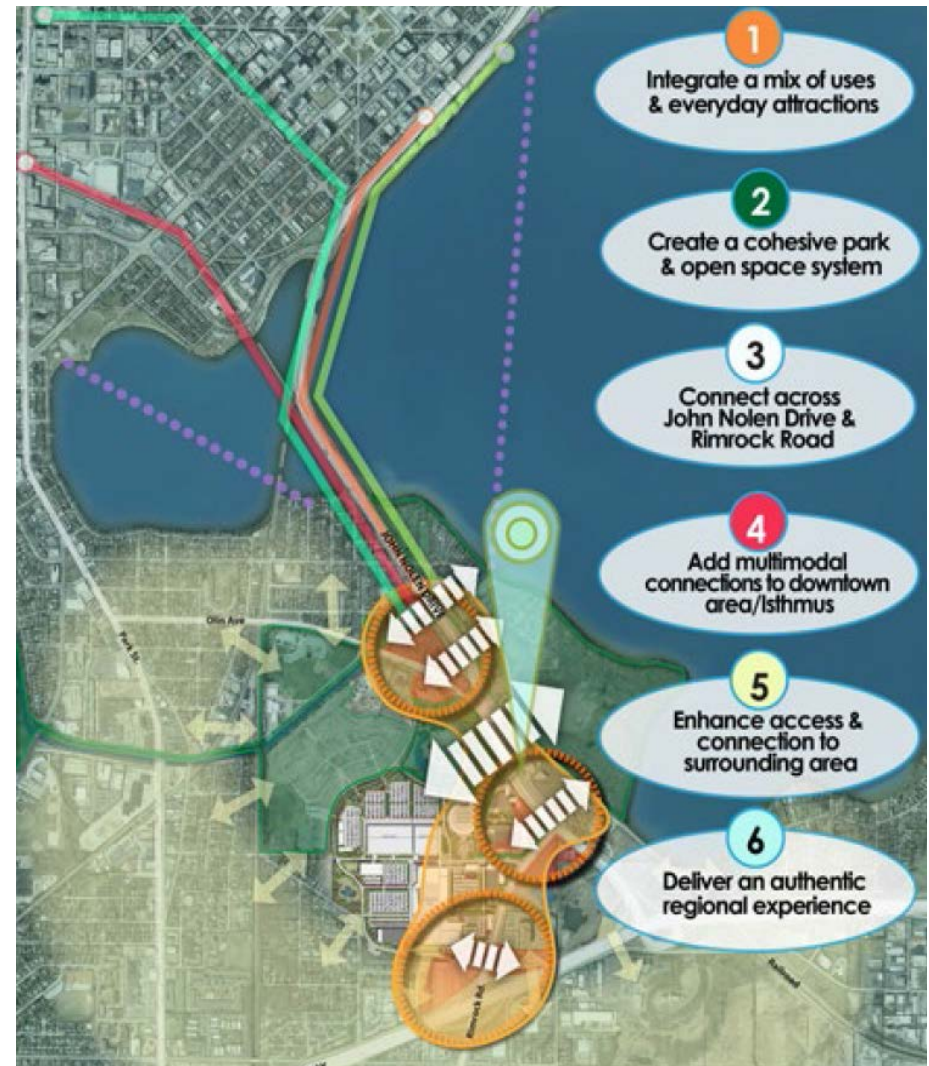
CONNECTIONS

The 2018 Master Plan was prepared alongside a broader Destination District Vision and Strategy effort focused on the stitching the campus with the numerous assets surrounding the campus. That work identified opportunities for additional hotels, restaurants, entertainment, mixed-use development, parks, trails, and improved connections to surrounding neighborhoods, downtown Madison, and Lake Monona.

A key goal was to create a more cohesive and recognizable district anchored by the Alliant Energy Center and activated waterfront. While the AEC does not have authority to plan or regulate land uses beyond its property boundaries, the campus continues to coordinate with other public and private partners working on the larger Destination District vision.

AEC will continue to monitor and coordinate with destination planning efforts that may improve connections between the campus and surrounding areas, including:

- Continue coordinating with broader planning efforts related to the Lake Monona waterfront, John Nolen Drive corridor, and South Madison to improve the campus' visibility and regional connectivity.
- Future improvements to the Capital City Trail and separated bicycle and pedestrian facilities along John Nolen Drive could strengthen connections between the campus, downtown, and nearby neighborhoods.
- Continue monitoring regional transit, rideshare, shuttle, and potential future bus service improvements that could better connect the campus to downtown Madison, hotels, the airport, and other destinations.
- Coordinate with nearby redevelopment efforts and the larger Destination District vision to reinforce the campus as a gateway to South Madison and a regional entertainment destination.



Strategies to Shape the Destination District

CAMPUS EXPERIENCE OVERLAY

The 2018 Master Plan envisions the Alliant Energy Center evolving from a primarily event-driven venue into a more cohesive, welcoming, and year-round destination. Today, much of the campus experience is defined by large parking areas, limited wayfinding, and disconnected spaces between facilities.

The experience overlay introduces a more intentional experience focused on creating a sense of place through improved site organization, enhanced public spaces, landscaping, and better pedestrian connections. The purpose of the overlay is to ensure that the redevelopment of the campus **REFLECTS THE DISTINCTIVE SPIRIT OF MADISON AND THE DANE COUNTY REGION**, creates an authentic, cohesive and *memorable* experience for residents and visitors steeped in our place-based assets.

Key Elements:

- Enhanced gateways and arrival experiences to improve visibility and orientation
- Plazas and open spaces to support gathering, events, and everyday use
- Improved wayfinding and internal circulation for visitors
- Landscaping, lighting, and streetscape elements to create a cohesive identity
- Stronger pedestrian connections between facilities and activity areas

An “experience overlay” is anticipated to be further developed during implementation to refine these elements and guide future design decisions across the campus.



PHASING OF CAMPUS IMPROVEMENTS

Campus improvements are expected to occur over many years and will likely advance in phases based on operational needs, funding availability, market conditions, and private development interest. A key principle of the Master Plan is that the campus must remain functional throughout implementation, with minimal disruption to events, parking, fair operations, and day-to-day activity.

Phasing Considerations

- Maintain uninterrupted campus operations and preserve adequate parking and event space during construction phases
- Coordinate public facility reinvestment with Dane County capital improvement planning and available funding sources
- Recognize that facility upgrades, such as Exhibition Hall expansion or Coliseum improvements, may help support or attract adjacent private mixed-use development
- Understand that mixed-use redevelopment will depend on City approvals, rezoning, market readiness, developer interest, and infrastructure timing
- Allow flexibility in the sequencing of projects, recognizing that priorities, partnerships, and economic conditions may evolve over time



Generalized Sequencing Framework

Implementation of the Alliant Energy Center Master Plan is anticipated to occur incrementally over many years and will be influenced by operational needs, funding availability, redevelopment interest, infrastructure timing, and market conditions. The phasing framework is intended to provide general direction while maintaining flexibility as individual projects evolve over time and ensuring that campus operations, events, and fairgrounds activities can continue throughout construction of multiple projects.

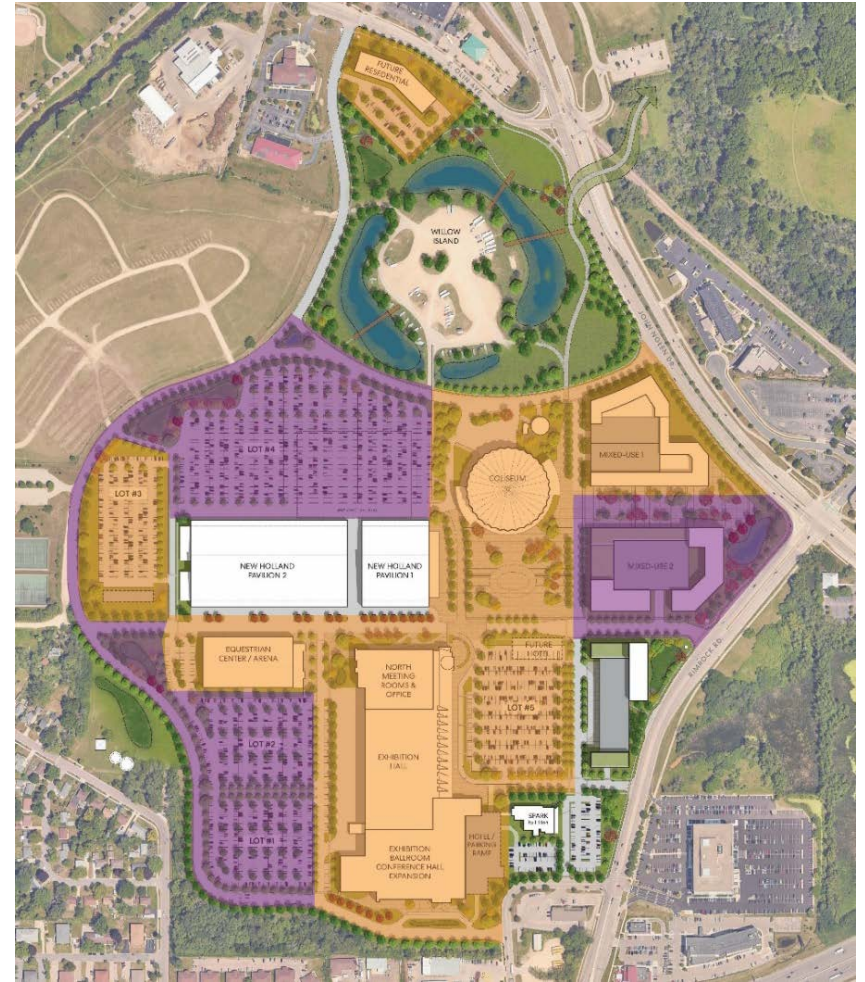
The graphic identifies a general sequencing approach in which Phase 1 improvements (orange) focus primarily on reinvestment in core campus facilities, circulation improvements, and redevelopment areas most closely tied to existing operations and infrastructure. Several Phase 1 projects may occur concurrently based on funding, partnerships, and operational priorities. Phase 2 improvements (purple) represent redevelopment opportunities and parking transitions that are anticipated to follow initial reinvestment efforts as market demand, redevelopment partnerships, and operational needs continue to evolve.

Phase 1 Priorities (Orange)

- Expansion and modernization of Exhibition Hall and related meeting facilities
- Coliseum reinvestment and surrounding public space improvements
- Initial mixed-use redevelopment areas near key gateways
- Circulation, access, and streetscape improvements associated with the Ring Road concept
- Stormwater infrastructure upgrades and landscape enhancements
- Preservation of adequate parking and fairgrounds operations during implementation

Phase 2 Priorities (Purple)

- Longer-term mixed-use redevelopment opportunities
- Completion of improvements associated with the Ring Road concept
- Improvement of surface parking areas over time



- Expanded pedestrian, bicycle, and multi-modal connections
- Continued refinement of open space, campus experience, and event-support facilities

A key principle of the phasing strategy is that the campus must remain fully operational throughout implementation. Future sequencing may change based on funding, partnerships, market conditions, and operational priorities, and the phases shown should be viewed as a flexible framework rather than a fixed development schedule.