

# Alliant Energy Center Redevelopment Committee

April 20, 2026

# Chair's Report

Summary of Coliseum Listening Session

Summary of Town Hall meetings

Summary of Committee of the Whole

# Coliseum Listening Session Feedback

Participants expressed broad support for moving forward with a renovation plan, recognizing the Coliseum's regional importance and the benefits of a revitalized facility

Viewing the partnership as a meaningful opportunity to restore the Coliseum's prominence



## ***Overwhelmingly positive and supportive of the direction***

### Key themes included:

- Support for local labor and workforce development, with importance of apprenticeship opportunities-trades/production, local players involvement
- Support from regional leaders, and individuals highlighting the project's economic and tourism benefits for surrounding Dane County communities
- A concern about market dominance, digital privacy, and app-based ticketing
- A concern voiced about Live Nation current lawsuit
- A desire to ensure the Coliseum remains accessible and affordable to a wide range of users, including low-income residents
- Interest in enhanced bike and pedestrian access, multimodal connectivity, and traffic improvements
- Desire for sustainability elements, and exceeding stormwater requirements
- Specific comments around traffic backups, and biking access and safety, encouragement to exceed basic expectations, and figure out how to say "yes" to new ideas vs finding reasons to say "No"

# Town Hall Meetings

**Purpose:** Update stakeholders on the recent progress on projects that advance the Master Plan and gather input on initial analysis and upcoming projects.

## Urban League Black Business Hub

Monday March 2, 2026

20 registered attendees

Targeted audience:

- Community organization leadership
- South side and adjacent neighborhoods and businesses
- General public

## Alliant Energy Center

Tuesday March 10, 2026

55 registered attendees

Targeted audience:

- Adjacent neighborhoods and businesses
- General public
- AEC campus clients



# March Town Hall Meetings

“Excellent Town Hall—top-notch presentations and truly impressive work from the entire team.”



- 75 Registered Attendees between the 2 Town Halls
- Appreciation for high-quality presentation and public engagement
- Attendees expressed strong overall support for moving the Alliant Energy Center Master Plan forward
- Enthusiasm for redevelopment momentum, improved public access, and a revitalized Coliseum
- Desire for redevelopment that strengthens local economy, neighborhood connections, and year-round activity

# Gateway



# Pathways



# Winter Activation

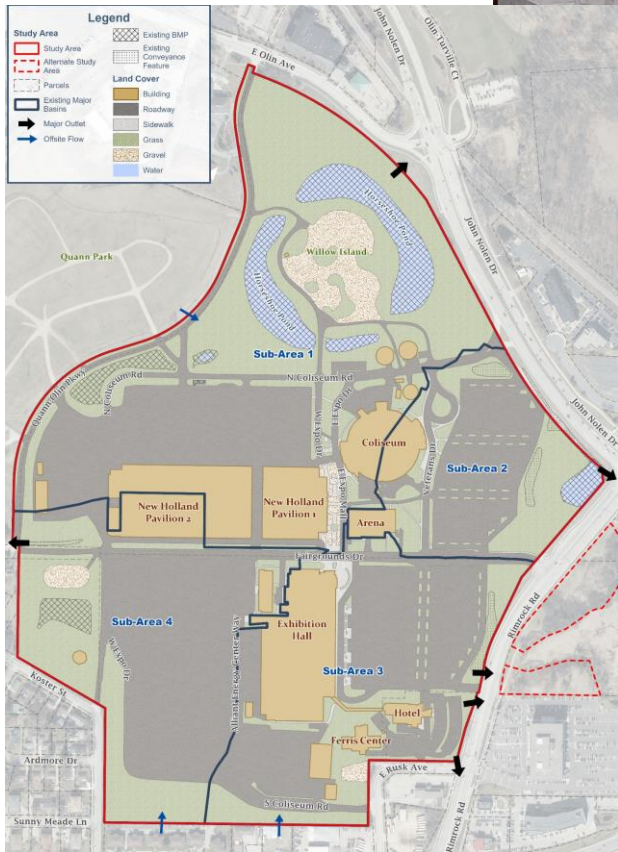


**WINTER AT THE RIBBON**  
Ice Skating Season runs  
November 15, 2025 through March 15, 2026



ALLIANT ENERGY CENTER REVITALIZATION

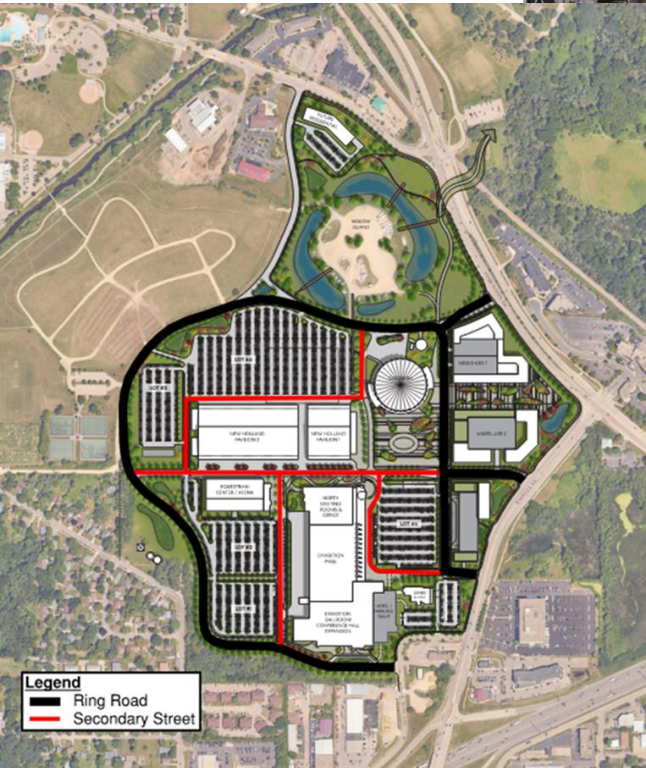
# Stormwater Improvements



## Comments emphasized:

- Concern about historic runoff impacts on nearby neighborhood/ better with recent improvement
- Interest in maintaining and improving Lyckberg Park pond and natural screening.
- Need to address debris-clogged culverts and functional stormwater infrastructure.
- Requests from World Dairy Expo for additional cattle wash stations with sanitary sewer access.

# Traffic Circulation



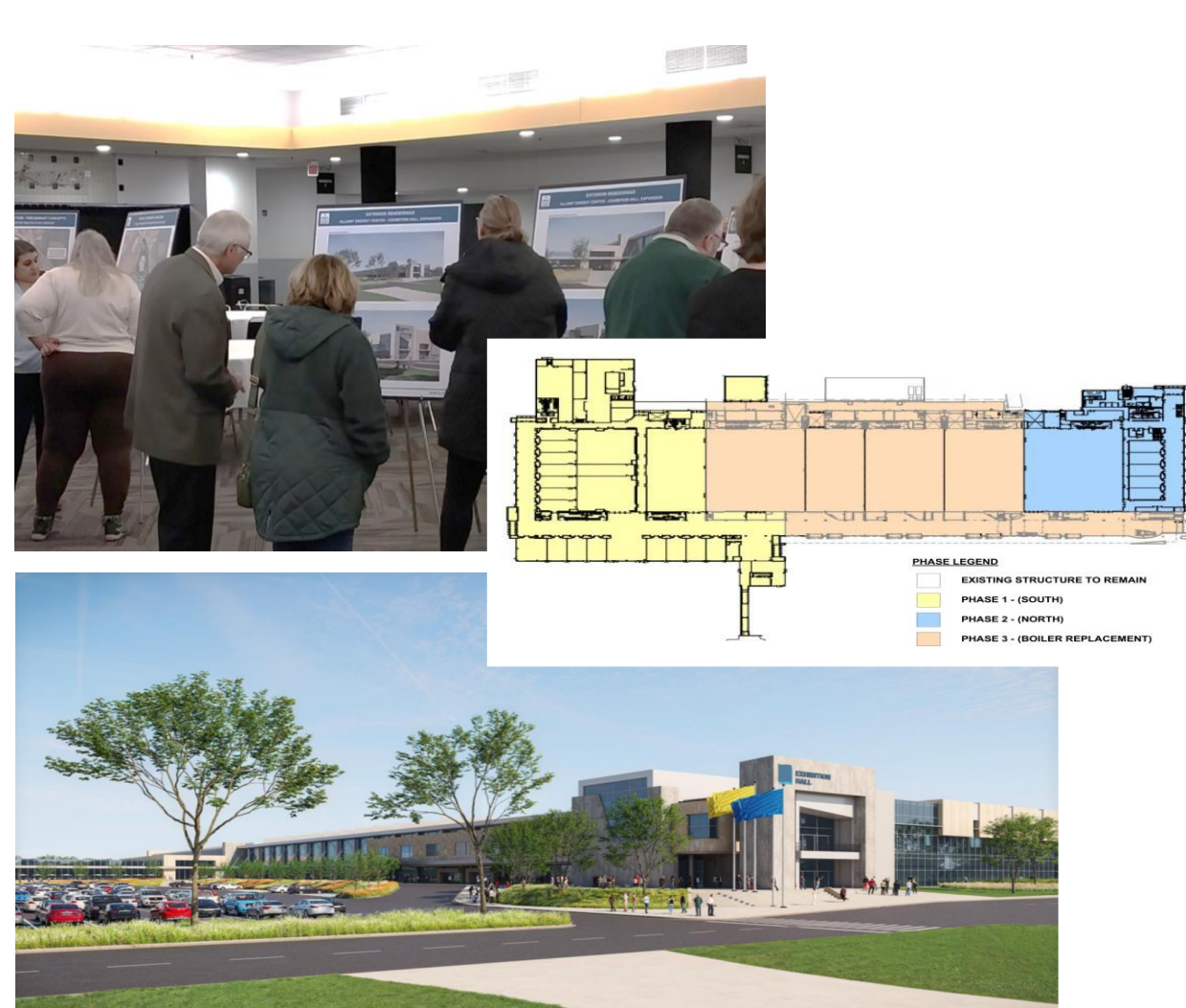
## Comments emphasized:

- Overall support for the **ring road**, with interest in reduced backups and improved internal circulation.
- How does ring road connect to Bram/Quan?
- Concerns about **parking supply**, structured parking ownership, mixed- use and event logistics.
- Strong call for **improved bike/ped access**, including links from Bram St., through Lyckberg Park, and South Madison.
- Desire for **safer crossings, clearer wayfinding**, and **better multimodal options** (bike parking, bus stops).
- Questions about wildlife crossings and **ecological sensitivity**.

# Exhibition Hall Expansion

## Comments emphasized:

- Generally positive reaction to expansion concepts.
- World Dairy Expo supportive but raised concerns regarding loading ramp clearances.
- Exhibitors requested clarity on hall availability during phased construction.
- Desire for better bus, bike, and pedestrian access/facilities to reduce reliance on driving for events



# Mixed-Use Redevelopment Areas



## Comments emphasized:

- Interest in outdoor activation beyond nightlife—arts, culture, family-friendly uses.
- Desire for authentic, local experiences (UW-inspired, Babcock ice cream, local music).
- Support for winter activation (skateway, skating ribbon, reflective pool/ice path).
- Avoiding “generic entertainment district” models like Rosemont, IL. Make local /authentic
- Having enough parking for all events, including Midwest Horse Fair
- Ensuring good bike connections



# Destination District-Making connections



## Comments emphasized the need for:

- Strong support for features that attract both visitors and residents outside event times
- Need for improved adjacent area connections, including across JND, from south of beltline neighborhoods
- Crossing John Nolen Drive described as “a nightmare”
- North/South connector through campus (Rusk to Olin)
- Limited Bus connections, south and downtown etc.