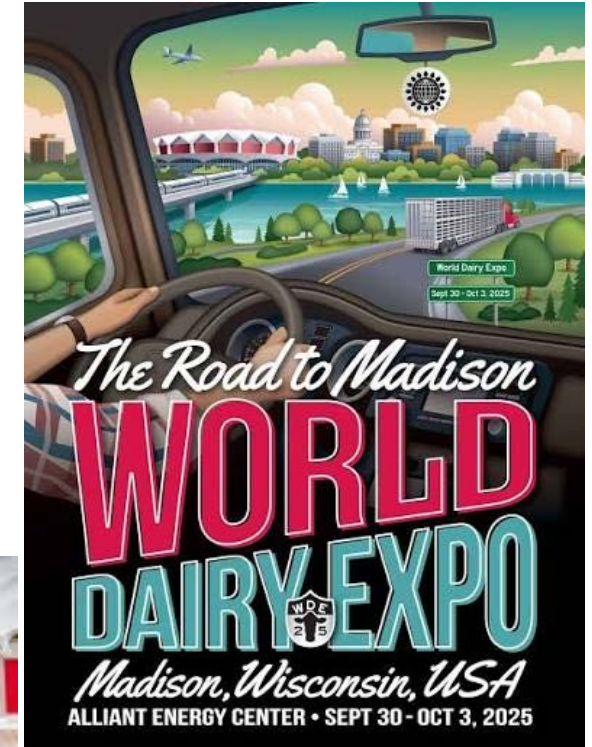


Alliant Energy Center Revitalization

AECRC – Mixed Use Discussion

Update on Agricultural Events



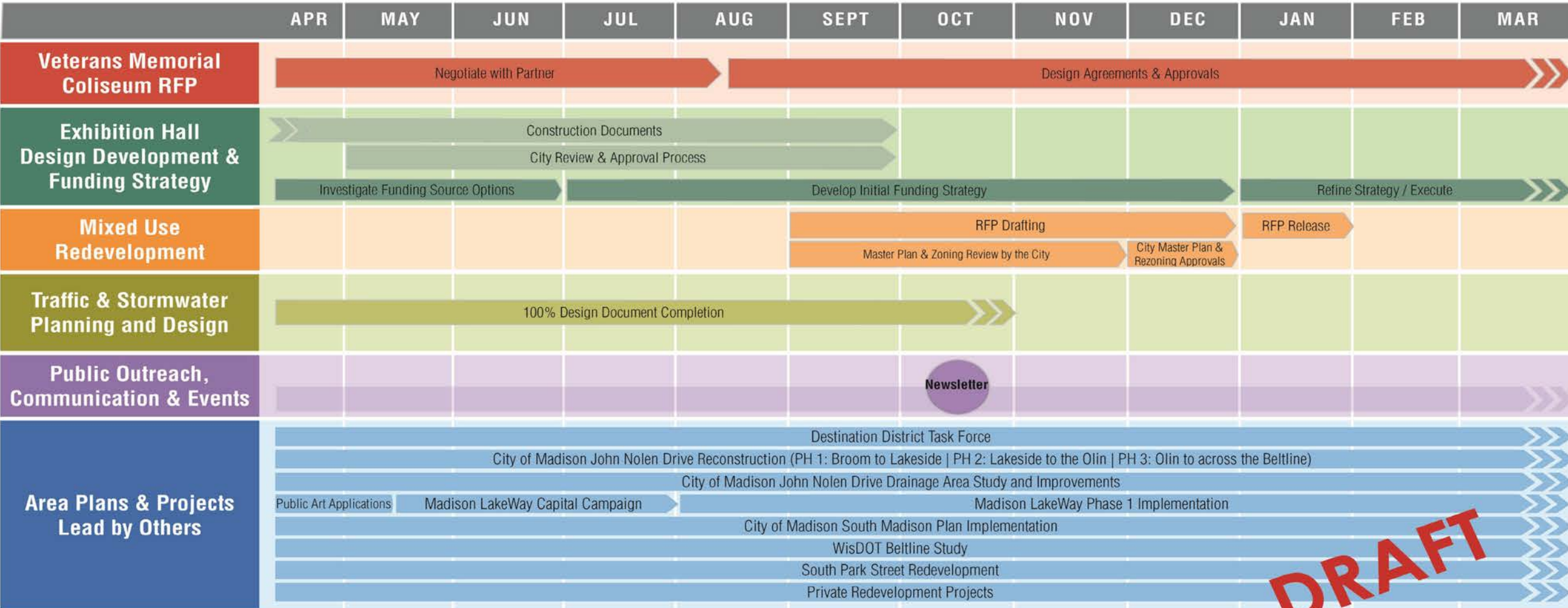
Planned Improvements Supporting Large Ag Events

- Ring Road-expedited ingress/reduced queue
- 2x Exhibition hall space/complete renovation
- New Ag Arena
- Renovated Coliseum
- Additional 300+ hotel rooms on campus with structure parking
- Net zero reduction in on campus parking including hotel stalls
- Activated campus with on site food and beverage/entertainment
- New outdoor exhibition Plaza
- Enhanced Ag Experience/Vibe/Storytelling on campus



Coliseum Bar Site / Range Hill Partners





DRAFT

TENTATIVE 6-MONTH COMMITTEE AGENDA TOPICS						
MEETING LOCATION: Board Room on the 2nd level of the Exhibition Hall	JULY 20	AUGUST 17	SEPTEMBER 21	OCTOBER 19	NOVEMBER 16	DECEMBER 21
• ADMINISTRATIVE • VMC RFP • EXPO DESIGN & FUNDING • MIXED-USE RFI • TRAFFIC & STORMWATER • COMMUNITY OUTREACH • PLANS BY OTHERS	• City submittal update • Mixed Use Master Plan and Zoning submittals	• City submittal update • Mixed Use Master Plan and Zoning submittals	• Mixed Use Master Plan and Zoning submittals • Mixed Use RFP	• Mixed Use Master Plan and Zoning submittals • Mixed Use RFP • Newsletter	• TBD	• TBD

VANDEWALLE & ASSOCIATES INC.

REVISED 4.17.2026

Review Mixed-Use Components of AEC Master Plan

Mixed-Use Sites

Recent discussions:

- Reviewed mixed-use components at the April and May AECRC Meetings
- RFI responses & responders
- Reviewed trends in convening centers/districts
- Discussed residential components of 2018 plan and campus compatibility



Why is Residential Development Important to Mixed-Use Event Districts? (Generally)

- **Foot traffic vibrancy:**

- Residents provide steady daily activity, helping ensure retail and dining spots thrive and are economically sustainable year-round, not just around event times

- **Economic vitality:**

- Higher urban density increase local property values and generates consistent tax revenue that can support infrastructure development

- **Sustainable transit use:**

- Residents are more likely to use public transportation, walk, or bike, which helps mitigate traffic congestion around large venues and supports campus transit alternatives

- **Placemaking:**

- Blending housing with entertainment creates a cohesive, desirable neighborhood where people want to live, work, and socialize

- **Event energy:**

- Mixed-use areas create a vibrancy to convening districts that event customers enjoy and helps keep them on site



Potential Benefits at the AEC Campus

Residential development could:

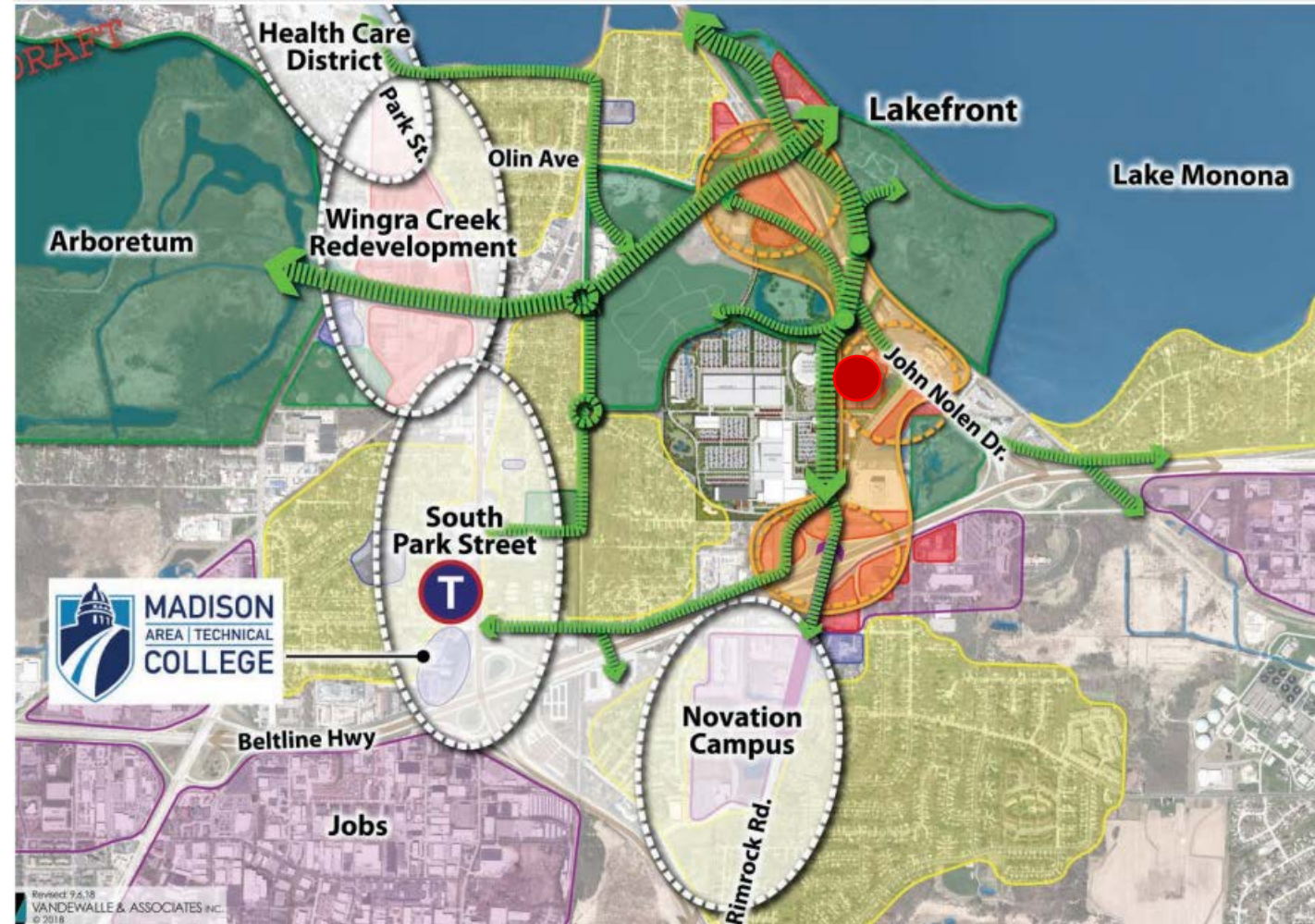
- Activate the AEC campus beyond event days
- Expand year-round economic activity
- Create new revenue streams to support Ex Hall expansion
- Improve the feasibility of structured parking
- Supports market feasibility of on-campus dining, hospitality and entertainment uses
- Helps to drive on-campus or campus-related public improvements
 - Bike trail, intersection improvements, public spaces



A Connected Hub to the Broader Neighborhood

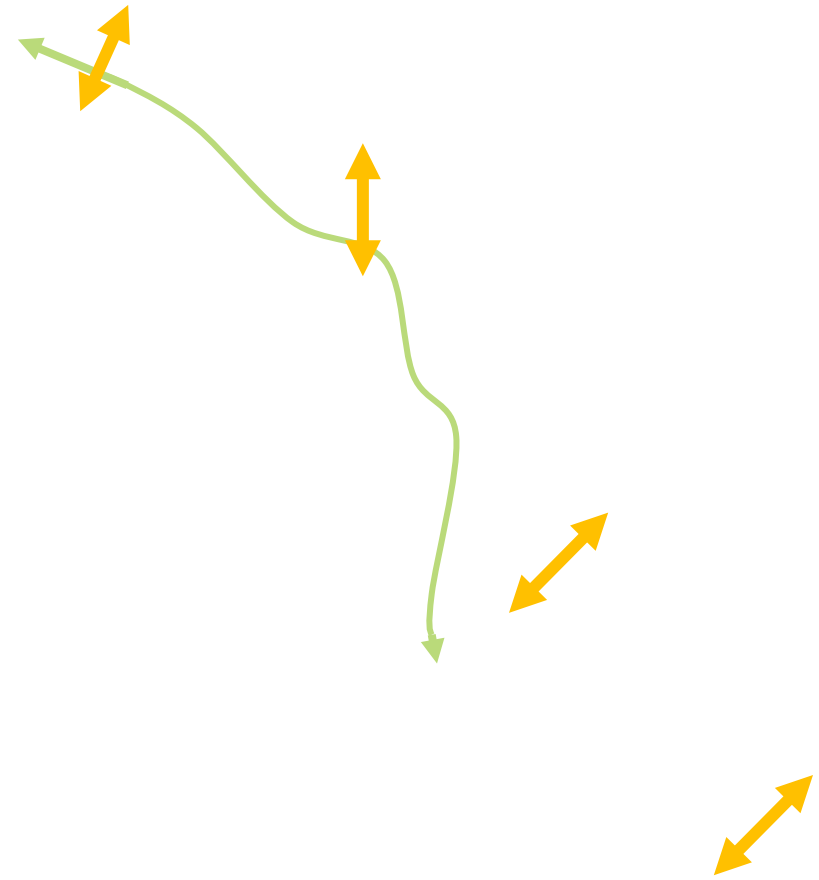
- A walkable activity hub to serve and support an emerging mixed-use corridor
- Enhance connections and integration with adjacent neighborhoods
- Create stronger relationship between the campus and existing residents and visitors

Destination District Strategy Plan p. 35



Integration of Mixed-Use Areas on the Campus Edge

- Public space enhancements and activation:
 - Between ponds and John Nolen Drive
 - Between mixed-use areas and Olin Ave redevelopment area
- Integrated ground floor uses where feasible vs. ground floor parking structure
- Significant bike and ped improvements
- Stronger connection/land bridge across John Nolen Drive to Olin Park
- B-Cycle station on John Nolen Drive
- Units at height to capture lake/city skyline views



Large Ag Events & Mixed-Use Areas

- Large agricultural events (World Dairy, Midwest Horse Fair)~ 200Acres
 - Surface parking for large vehicles, trailers
 - Surface “fairgrounds” area for large tents
 - Area for large animal movements
 - Ring road for related vehicle circulation
 - Use of all campus facilities during events
- Mixed-use areas ~15 Acres
 - At urban edges of campus
 - Related to larger urban district
 - Self-contained parking, shared circulation
 - Shared campus entries, gateways, nodes



Developer Responses (RFI)

Qualifications of RFI Responders

Responder		Description
Responder 1	Card & Associates	Real estate developer specializing in sports facilities including examples within significant mixed-use entertainment districts
Responder 2	Gensler	Global and regional metro developer with significant experience across all sectors including mixed-use urban development
Responder 3	Kothe	Developer focusing on commercial properties throughout the Midwest including multi-family, hotel, and mixed-use properties
Responder 4	MSP	Development, construction, and management firm primarily developing residential units across the Upper Midwest with a large portfolio of senior housing units
Responder 5	Range Hill Partners	Local/national multi-family development, focus on market-rate units
Responder 6	Alexander Company	Local and national developer in urban infill development and affordable housing including development, construction and management
Responder 7	Volk and Associates	National residential market analysis firm

Mixed Use RFI Response Summary

- High-density multi-family is essential
 - Unanimous amongst responders
- Entertainment, restaurants, and public spaces are key complements
- An activated Coliseum is critical to success
- The Olin Ave. site is important to include
- A phased project approach is recommended (market-rate housing first)



Financial Considerations

Order of Magnitude Value Comparisons Approximations for Planning Purposes

M I X E D - U S E D E V E L O P M E N T S C E N A R I O S			
	Lower Density	Medium Density	Higher Density
Multi-Family	0 units	520 units	700 units
Hotel	240 rooms	300 rooms	300 rooms
Restaurants	14,000 sf	20,000 sf	20,000 sf
Entertainment, Retail, Commercial	40,000 sf	50,000 sf	50,000 sf
Office	15,000 sf	15,000 sf	10,000 sf
Total Assessed Value	\$42 M	\$156 M	\$190 M
Potential Land Lease Revenue Per Year (All Uses)	\$300k-\$500k	\$800k-\$1M	\$1M-\$1.2M

Notes and assumptions:

- Assessed Values: \$200,000/residential unit, \$125,000/hotel room, \$230/sf restaurant, \$120/sf commercial, \$250/sf office.
- Residential land lease revenue based on \$22,500 per unit.
- Commercial land lease revenue based on \$15/sf land price.
- Does not include annual escalator
- All numbers are rounded

City TIF Policy Considerations

Potential AEC Campus TID Eligible Expenses

Key principle: Significant tax value is necessary to generate sufficient increment to fund a TIF agreement.

Potentially Eligible Expenses

- Structured parking
 - Mixed-use structured parking with financial gap
 - Public parking structure
 - Improved access (John Nolen Dr)
- Improved access (Rusk Ave)
- Public sewer infrastructure
- Public bike path
- Activated public space improvements
- Affordable housing gap assistance

Likely Ineligible Expenses

- Hotel development assistance
- Sports facility assistance
- Market rate or luxury housing
- Non-taxable projects
 - Coliseum
 - Ex Hall
- Private site improvements
 - e.g. Ring Road
- Surface parking improvements

Housing as Component of Mixed Use Overall

- Affirms 2018 Master Plan
- Residential with the mixed-use development can drive campus activation
- Financially supports other campus improvements
- Located at campus edge, in areas separated from overall campus events and operations
- Market feasibility and interest tested with development community

Potential Action:

- (1) Condensed Master Plan
- (2) Mixed-Use Rezoning

Why a summarized Master Plan?

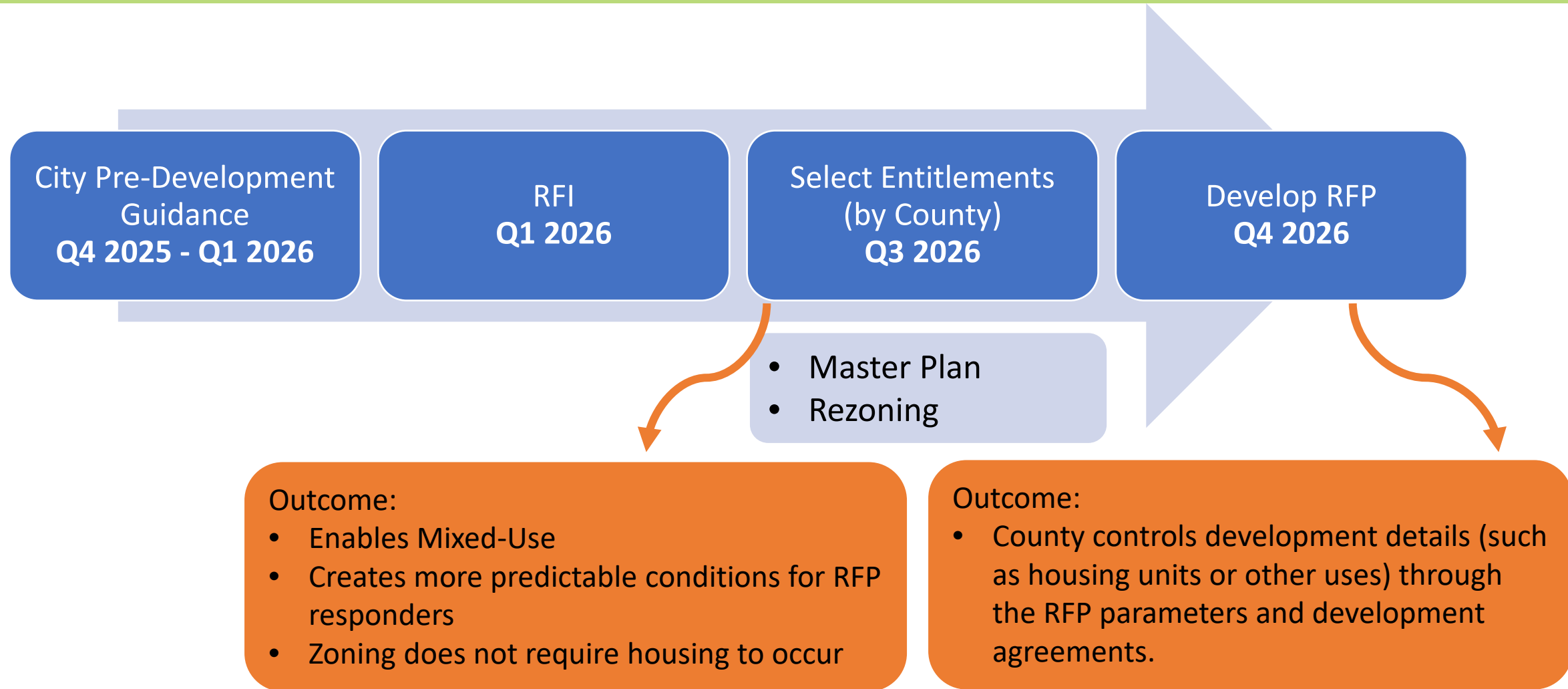
Madison Comp Plan –
Requires Master Plan
Adoption to Enable
Rezone

Most of Campus will
remain in existing PR
Zoning

Rezone necessary to
accommodate
change of use on
mixed-use sites



General Timeframe



AECRC Review of Draft “Master Plan Summary” Document

- Executive Summary
 - Key recommendations, big ideas
- Implementation Status
 - Master planning and design efforts
 - Public engagement
- Updated Master Plan
 - Overall site plan and key campus elements
- Land Use Framework
- Stormwater Framework
- Transportation, Traffic Circulation, and Access
 - Traffic circulation and access
 - Multi-modal connectivity
- Parking Strategy
- Regional Connections
- Campus Experience
- Phasing of Campus Improvements



Review PDF of Condensed Master Plan

Condensed Master Plan & Rezoning Submittal

Key Date	Task	Description
April & May (completed)	AECRC Meetings	Discuss mixed use redevelopment areas, master plan, and rezoning
July 20	AECRC Meeting	Committee potential approval/authorization to submit to City of Madison
August 7	City Requirement	30-day filing notices deadline (send earlier than 30 days for buffer)
August 17	AECRC Meeting	Continued discussion/potential action as needed
September 8	City Submittal	Submit Master Plan Summary & Rezone App.
November 4	City UDC Meeting	UDC Discussion (Master Plan)
November 16	City PC Meeting	Plan Commission Action
November 24	City CC Meeting	Common Council Action

**Potential
Schedule**

Potential Action

- Approval of the Condensed Master Plan
- Authorization to submit to the City of Madison for approval:
 - Condensed Master Plan
 - Rezoning application for the mixed-use sites