

August 2018 Newsletter Feature Article  
**Alliant Energy Center: A Master Plan is in the Works**

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After conducting multiple studies, engaging in an in-depth visioning process and collecting a plethora of public input, the Alliant Energy Center Master Planning Oversight Committee is now in the early phases of reviewing preliminary design plans for the 164-acre campus.

The designs, submitted by Perkins + Will, the master planning consulting firm hired earlier this year, reflect enhancements to three priority areas that have been identified through the planning process:

- [Veterans Memorial Coliseum](#)
- [Exhibition Hall](#)
- [Arena](#)
- [Campus](#)

John Slack, project principal for Perkins + Will, explained that these areas are viewed as having the greatest potential for growing and expanding both the functionality of the campus and increasing its appeal and usability for visitors and residents alike.

Numerous elements of the current master plan have been informed by past and current input from the Master Planning Oversight Committee as well as direct input from some of the largest facility users, residents from throughout Dane County at a [June open house](#) held at Alliant Energy Center, and from surrounding neighbors.

Perkins + Will has collected and documented all of the input and is considering it in the planning process. “Based on the feedback we have received,” explained Slack, “[the preliminary master plan](#) includes improved pedestrian connections to and through the campus; enhanced stormwater improvements on campus to reduce the amount of stormwater leaving the site; better vehicular circulation/access to Quann Park; and increased amenities on campus to improve the quality of life of community residents and neighbors.”

Ultimately, Perkins + Will is seeking to provide the county and community stakeholders a road map to guide future campus improvements. The future improvements will enhance current user experience on campus and allow for new programming and activities to occur on campus.

The master plan will also define private redevelopment opportunities on campus to allow for a mix of uses that will further and activate the campus to create a stronger regional destination. See next month’s newsletter to learn more about the work of a “Destination District” Committee that is simultaneously considering how to create a vision, goals, and strategy for a cohesive and recognizable destination district anchored by the Alliant Energy Center and the lakefront for the benefit of area residents and visitors.

Clearly, the Alliant Energy Center is a unique venue that offers a wide range of opportunities and has even greater growth potential. Slack noted, “A unique aspect of the project is all of the different and specialized activities, events and programming that can occur on campus. There are not many facilities that can host a music concert one night, a horse show the next day and an international athletics event the following week.”