



# Alliant Energy Center Comprehensive Master Plan

OVERSIGHT COMMITTEE

FEBRUARY 19, 2018

# Today's Discussion Topics

1. Facility Improvements Approach
  - A. Facility Improvements from Hunden Report
  - B. Proposed Criteria
  - C. Data & Analysis Needs
  - D. Next Steps - Committee Needs
  - E. Project Website Overview

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# AEC Improvements – Estimated Costs



AEC Improvements - Estimated Costs			
	Total Adjusted Cost	Additional Soft Costs	Total Project Cost
<b>Coliseum</b>	\$87,283,930	\$17,456,786	\$104,740,716
Renovation	<b>\$87,283,930</b>	<b>\$17,456,786</b>	<b>\$104,740,716</b>
<b>Exhibition Hall</b>			
Expo Addition Phase I	\$24,525,000		
Expo Addition Phase II	\$21,437,500		
Ballroom	\$19,075,000		
Offices	\$6,131,250		
Meeting Rooms	\$11,445,000		
Garage	\$14,715,000		
<b>Total</b>	<b>\$97,328,750</b>	<b>\$24,332,188</b>	<b>\$121,660,938</b>
<b>Pavilions - Show Ring</b>			
Show Ring	\$5,902,000		
<b>Total</b>	<b>\$5,902,000</b>	<b>\$1,180,400</b>	<b>\$7,082,400</b>
<b>Campus (incl. Willow Island &amp; Quan Park)</b>			
General Landscaping	\$1,090,000		
Wetlands Rejuvenation	\$6,540,000		
Technology Improvements			
<b>Total</b>	<b>\$7,630,000</b>	<b>\$763,000</b>	<b>\$8,393,000</b>
Total Campus Improvements w/o Hotels & Restaurants			<b>\$242 million</b>

# Proposed Criteria

## **1. Economic Return on Investment**

- a. Room nights, spending & jobs

## **2. Maximize Operating Revenue**

## **3. Stimulate Tax Base and Business Vitality in the Surrounding**

- a. Catalyzing private development in surrounding area
- b. Invigorate existing businesses

# Proposed Criteria

## 4. Advancing the Vision

- a. AEC Primary Role & Market Focus
- b. Impact and Return on Investment
- c. Walkable Destination District
- d. Connected and Cohesive
- e. Transit and Multi-modal Oriented
- f. Equity and Access
- g. Sustainability
- h. An Authentic Madison Region and Wisconsin Experience

# Proposed Criteria

## **5. Neighborhoods**

- a. Mitigating existing and future impacts
- b. Serving surrounding neighborhood needs

## **6. Non-county funding availability**

## **7. Create a vibrant and integrated campus with a recognizable identity**

# Data & Analysis Needs

## 1. Hunden Impact Breakdown

- a. Coliseum: Hunden recommended wrap around
- b. Exhibition Hall: Hunden consolidated improvements

## 2. General Market Demands (Existing & Future)

- a. Worksession with Mark and Deb to discuss market demands
- b. Meeting with SMG to discuss what would make the AEC more marketable
- c. Revisit Hunden interviews with major users
- d. Future market and potential
- e. Regional industry cluster potential

# Data & Analysis Needs

## **3. Community Needs/Desires**

- a. Analyze improvements recommended in Hunden Report to see how those improvements fulfill Vision Foundations
- b. Evaluate ability to serve surrounding neighborhood needs

## **4. Evaluate General Redevelopment Opportunities on Nearby Properties**

## **5. Evaluate Improvements for Visual Impacts and Creating Cohesive Campus**

# Next Steps – Committee Needs

## PRELIMINARY TIMELINE

VISIT: <https://aecstudy.countyofdane.com>

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY
<b>ALLIANT ENERGY CENTER MASTER PLANNING PROCESS:</b>													
<b>OVERSIGHT COMMITTEE</b>	<b>TASKS</b> <ul style="list-style-type: none"> <li>• Master Plan RFP Status</li> <li>• Draft Schedule/Workplan</li> </ul>												
	<ul style="list-style-type: none"> <li>• Facility Improvement Prioritization Discussions</li> <li>• Facility Improvement Prioritization Discussions</li> <li>• Facility Improvement Prioritization Discussions</li> <li>• Funding &amp; Governance Alternatives</li> <li>• Final Funding &amp; Governance Strategy</li> </ul>												
<b>CAMPUS MASTER PLANNING CONSULTANT</b>	<b>TASKS</b> <ul style="list-style-type: none"> <li>• Proposals Due</li> <li>• Consultant Interviews &amp; Selection</li> <li>PROJECT KICK-OFF:                             <ul style="list-style-type: none"> <li>• Scope &amp; Schedule Review</li> <li>• Past Plans &amp; Vision Review</li> <li>• Data Gathering</li> </ul> </li> <li>• Facility &amp; Grounds Evaluation</li> <li>• Facility &amp; Grounds Evaluation</li> <li>• Facility &amp; Grounds Evaluation &amp; Development of Facility Alternatives</li> <li>• Facility &amp; Grounds Evaluation &amp; Development of Facility Alternatives</li> <li>• Facility &amp; Grounds Evaluation &amp; Development of Facility Alternatives</li> <li>• Facility &amp; Grounds Evaluation &amp; Development of Facility Alternatives</li> <li>• Facility &amp; Grounds Evaluation &amp; Development of Facility Alternatives</li> <li>• Facility &amp; Grounds Evaluation &amp; Development of Facility Alternatives</li> <li>• Facility &amp; Grounds Evaluation &amp; Development of Facility Alternatives</li> <li>• Facility &amp; Grounds Evaluation &amp; Development of Facility Alternatives</li> <li>• Campus Layout Options</li> <li>• Finalize Campus Master Plan Layout &amp; Facility Improvements</li> </ul>												
	<ul style="list-style-type: none"> <li>• Initial Facility &amp; Grounds Improvement Alternatives</li> <li>• Campus Layout Options</li> <li>• Final Recommendations</li> </ul>												
<b>MULTI-JURISDICTIONAL CORRIDOR PLANNING (MJCP) PROCESS:</b>													
<b>MULTI-JURISDICTIONAL PLANNING TEAM</b>	<b>TASKS</b> <ul style="list-style-type: none"> <li>• Partnership Development</li> <li>• Partnership Development</li> <li>• Finalize Agreements, Advisory Group, &amp; Funding</li> <li>PROJECT KICK-OFF:                             <ul style="list-style-type: none"> <li>• Scope &amp; Schedule Review</li> <li>• Past Plans &amp; Vision Review</li> <li>• Data Gathering</li> </ul> </li> <li>• Data Gathering &amp; Base Map Development</li> <li>• Key Issues</li> <li>• Development of Alternatives for the Following Components:                             <ul style="list-style-type: none"> <li>- Land use &amp; intensities</li> <li>- Park improvements</li> <li>- Multi-modal transportation</li> <li>- Image</li> <li>- Lake access</li> <li>- Neighborhood connections &amp; buffering</li> <li>- AEC integration</li> </ul> </li> <li>• Development of Component Alternatives</li> <li>• Development of Component Alternatives</li> <li>• Development of Component Alternatives</li> <li>• Corridor Plan Refinement</li> <li>• Corridor Plan Finalization</li> </ul>												
	<ul style="list-style-type: none"> <li>• Visioning and Key Issues</li> <li>• Initial Concepts</li> </ul>												

# Website Overview

**DANE COUNTY Alliant Energy Center MASTER PLAN**

Home Committee Documents Past Plans Events Get Involved

## Shaping a new vision for the Alliant Energy Center Campus

### Oversight Committee kicks off Master Planning process

Dane County has begun its search for a consulting team to create a Campus Master Plan that builds on the Alliant Energy Center Vision and Implementation Framework. Based on recommendations from the Master Planning Oversight Committee, the County Board Finance and Public Works Committees endorsed the Vision and Framework document this fall along with moving forward with a full-on master plan. The County will be soliciting proposals that are due in January and hopes to have a consultant under contract by the end of March. The Master Planning Process is then expected to take 9-12 months to complete. For further information on the RFP please visit <https://www.danepurchasing.com/bids>.

The Vision and Framework document sets a course for strategically directing future investments in the facilities to increase the tax base and economic/event activity in a manner that best reflects the region's economic, social, environmental and equity priorities. The document represents the culmination of the second phase of a four-phase, multi-year effort to develop a strategic vision and market-driven,

**Documents**

- AEC Economic Analysis Huden Report 2017
- AEC Vision & Framework Document 2017

**News**

- 12/6/2017 - DANE COUNTY HEARS VISION FOR ALLIANT ENERGY CENTER

**Events**

- 2/19/2018 - Master Plan Oversight Committee Meeting

[See All Events](#)

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