

COUNTY SEEKS MASTER DEVELOPER TO HELP BRING CAMPUS MASTER PLAN TO LIFE

A significant step toward advancing the Alliant Energy Center Redevelopment effort was launched this spring with the issuing of a request for proposals (RFP) for a Master Developer. The RFP process is intended to identify a professional, highly experienced Master Developer to implement an award-winning, comprehensive, full-campus redevelopment in the hopes of expanding and enhancing the Alliant Energy Center facilities and grounds and bringing new events to the 164-acre campus.

“As we emerge from the challenges of the past year, this project offers opportunity for economic invigoration while bringing new events to Dane County,” Dane County Executive Joe Parisi said.

[Wisconsin State Journal, March 26, 2021](#)

The ultimate goal of the Master Developer is to bring to life the detailed Campus Master Plan that was completed in 2018 as a result of a multi-year effort to develop a strategic vision and market-driven, financially sustainable design and plan for the entire Alliant Energy Center campus. The multi-phase [Campus Master Plan](#) outlines strategies for redeveloping the campus and enhancing the adjacent property to create a Destination District that serves as a vital and thriving community gathering space that is flexible to support a variety of programming. The county’s hope is to serve Alliant Energy Center campus visitors, reinforce the regional character of Dane County and create a sense of place.

According to the RFP, the county is seeking the following as part of the redevelopment effort:

- A flagship, 5-star headquarter hotel walkable to all Alliant Energy Center locations
- A gateway plaza linking all aspects of the campus and parking areas.
- Green pedestrian linkages and enhanced streetscaping, and more than 2700 covered parking spaces.
- Integrate affordable workforce housing, retail, restaurant, office and entertainment.
- Improve vehicle and pedestrian access from John Nolen Dr. and Rusk Rd.
- Add multimodal transportation connections to downtown/isthmus area
- Incorporate a flagship entertainment/activity venue
- Evaluate and incorporate the Campus Master Plan and Destination District vision.

The Master Developer will build upon and support the work of the Alliant Energy Center Redevelopment Committee and the Destination District task force to improve the vitality of this significant community asset. Development plans are expected to incorporate expansion and facility upgrades to ensure long-term success and support the growth of the many legacy events of the Alliant Energy Center.

Proposals are due May 28 with vendor selection being planned for September 2021. Click [here](#) a full copy of the [RFP](#).