

The Alliant Energy Center hosted an information meeting for area neighbors on June 6, 2018 to gain their perspective on the biggest concerns and greatest opportunities for the area going forward as the Alliant Energy Center and surrounding non-residential areas grow and develop. There were 25 registered participants at the meeting.

Individual Responses:

1. As the Alliant Energy Center and surrounding non-residential areas grow and develop, what are the three biggest concerns that should be considered going forward?

- Maintaining surrounding neighborhood integrity and character
- Maintaining green space and areas that buffer the neighborhood
- Noise and light (3)
- Runoff
- Distance to walk
- Providing proper staffing for more/larger events
- Parking
- Traffic patterns – off John Nolen and Beltline Hwy
- Good progress that will serve all people/diversity group/Rich to low income and no income – event not to separate people by color, money, or education
- PA system
- To improve bus service between AEC and downtown and all the city
- Too many large events = shorter turnaround time for AEC set up and breakdown = more noise at night
- Stormwater – very limited options here
- Noise from performance bands, loud speakers, and other sources connected with events, races held at Alliant Center. This all is audible in surrounding neighborhoods.
- Ensure final evening end-time for events, so there is no spill-over into late night.
- Don't lose the agricultural focus of programming! No gentrification!
- Transportation: poor southside bus service in general and especially to events – shuttles?
- Conservation of neighbors – traffic, noise, parking, etc.
- Keep green space!
- The master planning process needs to respect the quality of life for residents of nearby neighborhoods
- Concern that the wishes and concerns of business stakeholders will be given more weight in developing the draft master plan over the ideas and concerns of the public, especially the nearby neighbors.
- Concern that the city and county will come up short with efforts to incorporate transit and multimodal opportunities
- How can the significant public funds being invested in AEC also address other significant public needs?
 - Housing – I was really pleased to hear housing mentioned
 - Good jobs – not turning into a money sink
- Making Alliant Energy Center more than a place that people drive into and then drive out of
- Surface parking destroys energy. How to address this?
- Respect the residential neighborhoods! Noise!



- Do not connect Bram Street to Park! That would be a disaster for the residential neighborhood
- Don't develop into Quann Park and dog area
- Traffic and parking
- Maintaining peaceful neighborhood vibe
- Will the development actually pay off?
- Are people who live in the neighborhoods surrounding AEC going to have amenities that can be used all year round?
- What type of population is considered that are going to be using AEC? Who is it for?
- Loss of Quann dog park
- Minimize negative impacts on adjacent neighborhoods
- Stormwater
- Making auto/truck/trailer traffic in and out as efficient as possible. Ramps and meters rather than ticket booths.
- Creating retail/grocery/restaurant opportunities available that will serve adjoining neighborhoods
- Look for opportunities to partner with neighbors to create employment opportunities for area residents
- Traffic – improve asset; Noise; Jurisdictional issues
- Don't make it a playground for rich/fit – make it focused on community economic needs
- Don't make it a fake shopping mall feel/economic model – no food court with national chains – make development authentic/local. Give preference to small/local business
- Don't make use/admission require money. Have free events and space. Green space/gardens, shaded space built on parking lots – fewer cars

2. As the Alliant Energy Center and surrounding non-residential areas grow and develop, what are the three greatest opportunities that should be considered going forward?

- Enhancing walking and biking connectivity – to neighborhoods and to bike paths and across highways
- Providing enough destinations and interest to neighborhood
- Stormwater management enhancement
- Connect to hotels, downtown, neighborhoods
- Revenue generated for City/County
- Job opportunities
- Jobs creator – hotel
- Open southwest entrance (Rusk & Bran connection)
- Jobs and affordable housing; continental festival events; revenue
- AEC as a showcase for cutting edge technology:
 - Cameras, motion sensors, engine cut offs, as alternative to back up beeping
 - Apps on phone as alternative to needing to use PA
 - Retention pond as some kind of water feature?
- Create public transportation
- Create green space/trees/plantings/barriers that will minimize noise, as part of a noise-absorption/abatement plan.
- Partnerships/connections with downtown and UW and new MATC campuses and pool



- Better transportation throughout downtown/southside and maybe a bus terminal
- New bike/boat corridors along RR tracks or across lakes or along shore
- Create a more inviting and attractive gateway entrance to Madison along the John Nolen Drive Corridor
- To Incorporate the area rail corridors into part of a well designed multi-modal transportation network for this area
- To create the best possible ped-bike connections and corridors. Add grade separation wherever possible.
- Simply the size – 168 acres inside the beltline gives huge opportunities
- Making transit a first-class citizen in the John Nolen approach to the city
- Setting Madison as a model for redeveloping this kind of space in a sustainable way
- Walkway across John Nolen to hotels
- Walkability (not traffic) to Park Street
- Enhanced green/park space
- Improved desirability of the surrounding residential neighborhoods
- Creating a destination that Madison residents want to go to, especially by bike, foot, or transit – enhancing a sense of community for residents
- The place could be used to develop the south side of Madison and stop redlining
- It could help to integrate the south side of Madison to the development that only happens in downtown or white neighborhoods
- Restaurants (not fast food)
- Mix and match with above!
- Allow neighborhood interaction throughout the campus to allow daily use of facilities
- Façade grants to neighbors
- Improved neighborhoods
- Inclusion – ethnicity, diversity, uniqueness
- Address equity in Madison. 10% for equity (percent of total \$'s)
- Meet people's needs – food; public gardens, orchards, grocery store on Rimrock parking lots; build for people, not cars; build an indoor pool to go with the Goodman Pool
- Build affordable/workforce housing – let people afford to live there after development – build on the parking lots across from Lyckberg Park – connect Bram & Rusk Street
- Build major new transportation hub on existing parking lots: new local bus terminal, intercity bus terminal, train station for future. Build raised parking for a park & ride – no surface parking – bring people in but not by car.

3. Please share any additional thoughts or comments to consider.

- My primary concern is maintaining Lyckberg Park as greenspace and a buffer, perhaps improving it and not allowing a traffic connection to Rusk.
- Remove ticket booths; parking included in ticket to event
- Growth, all kinds and types of events, flea market
- All kinds and types of transportation
- Food & beverage; Flea market; fireworks to events
- Children skating (6-11-year old's), sell pop and chips only



- More concerns: Farmers Market; Continue the Fair; Make events inclusive for all
- “Noise” is the new “second hand smoke”
- Lyckberg Park seems to vary on your maps as to whether it is included in the AEC Campus
- Open parking lots to commuter parking?
- Open Rusk entrance to complex
- We must respect the history of the AEC Campus in creating the AEC Master Plan. We must respect and preserve the natural beauty of surrounding parklands.
- I was really pleased to see housing mentioned as a potential component. Places without people are just going to be dead. Affordable housing as a continuing crisis in this area.
- Parking -where?
- Most of the suggested development is mainly for tourists, not residents. The focus should be on improving quality of life for residents. The ever-increasing number of Ag events are not compatible with the Quann landfill/dog park. Especially since AEC does not make repairs unless they are forced to. It is not theirs to destroy.
- The committee’s focus on room taxes – this is a classic positive feedback circuit. At some point (already) we need to consider whether this is really wanted or needed. Madison is growing in population, which already detracts from quality of life. We don’t need massive more tourism.
- Parking revenue as a percent?
- Mail invite via U.S. mail
- Something for local artists: galleries, rotating displays, outdoor displays (not another Bucky statue). 1% for art; make it green (LEED certified and green – forward looking – fewer cars.

Group Responses:

1. As the Alliant Energy Center and surrounding non-residential areas grow and develop, what are the three biggest concerns that should be considered going forward?

- Improve bus serve to and from AEC and other areas in the City – affordable housing and jobs to residents in the area
- We want whatever events to serve all income levels and diversity and be inclusive
- Make it real and local business to serve economic needs of the local people.
- Trash, traffic, noise
- Residents should be able to park in the AEC area.
- Congestion of traffic that impacts the south corridor
 - Eliminate ticket booth
 - Build parking ramps for cars
 - Metered parking
- Use Lyckberg Park for parking ramp
- Reconstruct Lyckberg Park
- Employment opportunities that serve adjoining neighborhoods
- Daily usage of campus for neighbors
- Quality of Life
- Competition for other businesses that impact your business
- No housing on the campus – permanent housing/condos
- Internal restaurant – express road for access to restaurants
- Jurisdictional issues: city, town, county
- Maintaining green space
- Festival events
- Traffic patterns: John Nolen; Beltline; Bram Street; RR tunnel
- Noise: fireworks; equipment; cars; PA system
- Stormwater
- Parking
- Distance to walk into facilities
- Potential economic disconnect with neighborhoods
- Maintaining peaceful neighborhood vibe
- Risk of becoming a sink for public funds with no benefit
- AEC, who is it for? Neighbors vs. tourism
- How to integrate the south side to city development (downtown, east side)?
- Don't just be a \$\$\$ destination, but rather become a community resource
- Surface parking destroys a sense of place – concentric development is not sustainable
- Noise – amplified
- Lighting
- Stormwater runoff – do not sue existing neighborhood stormwater facilities to fix it
- More weight will be given to stakeholders vs neighbors
- Destination center – competition with downtown – economically viable?
- Transportation issues:
 - True multi-modal solutions?
 - No cars on Bramms into AEC – traffic in neighborhood



- AEC increased use of Quann Park – neighbors and city-wide dog owners losing use
- Preservation of green space – buffer
- Gentrification (new MATC too)
 - Bramms
 - Capitol view
 - Burr Oaks

2. As the Alliant Energy Center and surrounding non-residential areas grow and develop, what are the three greatest opportunities that should be considered going forward?

- Enhance connections with downtown and UW and new MATC campuses
 - Job, recreation, improved bus service, flea markets, hotel, add a bus hub for bus Towlne like Chicago, Minneapolis, etc.
- Unknown based upon ongoing conversations (yea/nay)
- Business opportunities for existing south Madison businesses
- Culture/community engagement/input decision making process
- Mailing information/invites
- Sustainable efforts
- Branding
- Use technology to solve noise and other concerns: apps, smartphone use
- Pedestrian walk across John Nolen
- F & B/retail
- Integrated transportation options = more welcoming
- Promote more local business and jobs
- More permanent and affordable housing
- Improved desirability of surrounding residential neighborhoods
- Enhanced green space
- Madison could be a model for sustainably developing this kind of space
- Improve public transportation
- Better gateway to Madison along John Nolen Drive
- Linkage of two sides of John Nolen Drive
- Restaurants
- Best ped/bike connection – use grade separation

3. Please share any additional thoughts or comments to consider.

- I feel that other fun activities should be considered like skating for kids between 6 and 11 years old, all week.
 - The growth/free and low-cost activities