



ALLIANT ENERGY CENTER

ALLIANT ENERGY CENTER MASTER PLAN

MADISON, WISCONSIN
NOVEMBER 1, 2007

STRANG • LMNARCHITECTS

STRANG : LMN

1 November 2007

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Re: Alliant Energy Center Masterplan

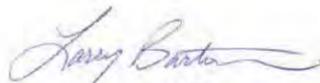
Dear John and Bill:

We are pleased to forward this report which documents the results of our Masterplan Study for the future expansion of the Alliant Energy Center.

This process analyzed the existing site conditions, established future expansion and improvement goals, and followed a step by step procedure to identify and locate phases of future construction. The alternatives recommended in this report have the exciting potential to significantly increase the positive image and strengthen Alliant Energy Center's position in the highly competitive convention/exhibition/agricultural event markets for many years into the future.

We have appreciated the support of the Center operations and administrative staff, the AEC Advisory Commission and facility users for their contributions to the process and the development of this report.

Sincerely,



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I. MASTER PLAN OBJECTIVES

The architectural firms of LMN/Strang, along with Schreiber-Anderson Associates, were selected in March, 2007 to perform a master planning study of the Alliant Energy Center campus and facilities in order to establish the long-term approach to expansion and development of new facilities on the 160 acre site owned by Dane County.

The objectives of this study are as follows:

- Analyze conditions existing on the campus, including traffic patterns, parking, and existing buildings
- Identify and define planning considerations such as vehicle, pedestrian and service access, adjacencies, future facility locations, and utilities
- Assess the condition of existing buildings and suitability for future service
- Develop a program summary, including existing and future buildings, to meet long-term goals and establish master planning parameters
- Accomplish a step-by-step planning process that develops site plan schemes for consideration, focuses on the options worthy of further study, and ultimately selects a preferred option, or hybrid of various schemes
- Describe the selected master plan design, including conceptual site and building plans, design features, key elements and concepts for phasing and sequencing of future construction
- Identify possible related development alternatives, such as hotel and restaurant locations on the property, and an outdoor amphitheater
- Develop order-of-magnitude cost information for Phase 1 of the preferred masterplan option



Figure 1 Existing Campus Aerial Photo

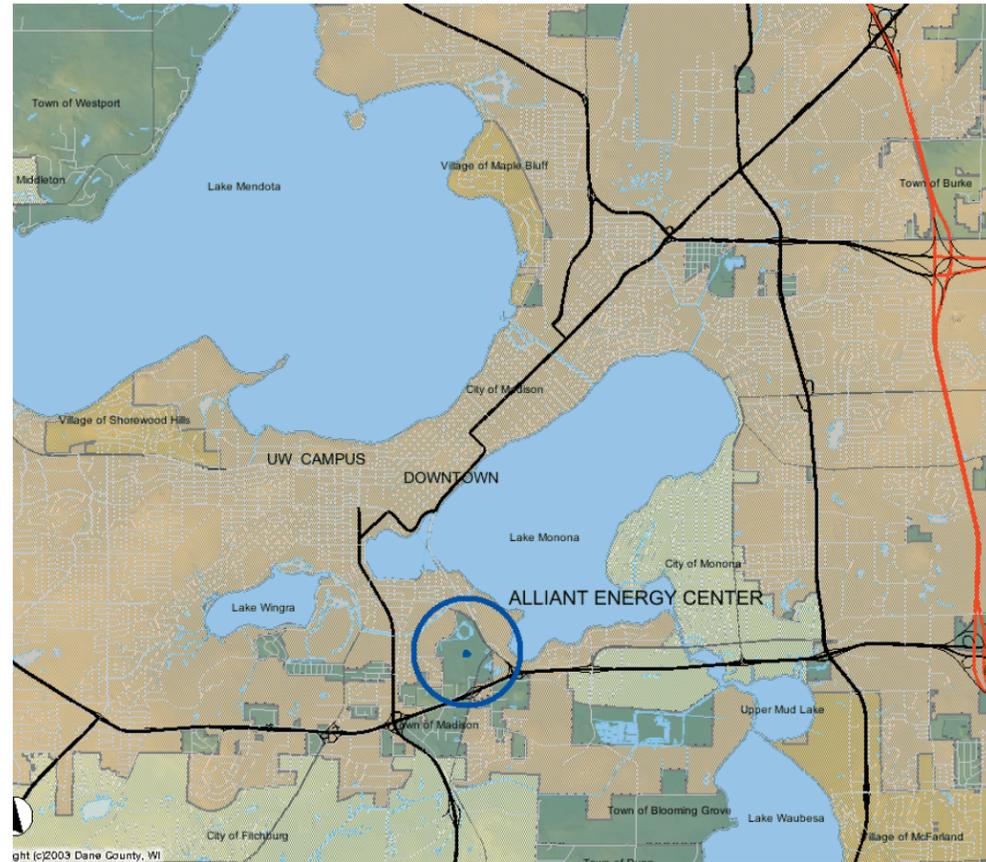


Figure 2 Area Map

II. ANALYSIS OF EXISTING SITE CONDITIONS

SITE LOCATION

The existing Alliant Energy Center, formerly known as the Dane County Expo Center, is located on approximately 160 acres of land in the unincorporated Town of Madison, about 2.5 miles south of downtown Madison and the University of Wisconsin campus. The site is in close proximity to the freeway Beltline, and is served by the Rimrock Road and Nolen Drive exits. Arterial streets bordering the site are John Nolen Drive, Rimrock Road, and Olin Avenue. John Nolen Drive from the Beltline is known as the “Gateway to Madison,” and is a scenic drive along Lake Monona to the center of the city.

LOCATION ADVANTAGES AND LIMITATIONS

Although the campus is well located in the Madison metropolitan area, and is within short distance and easy automobile access to the City Center and the Beltline, the Alliant Energy Center is in a suburban location that lacks the immediate pedestrian access to a choice of hotels, restaurants and other off-site entertainment facilities that are normally found in an urban convention center location.

However, the site affords a number of advantages that are not typically found in urban locations. The large acreage provides space for a park-like greenbelt on the perimeter, with room for on-site drainage wetlands. The abundance of space has allowed for the ample development of surrounding surface parking lots that is extremely rare in similar convention and exhibit facilities. In addition, this location and site allow the comfortable accommodation of large livestock and agriculture-related events that would not be feasible at a traditional downtown location.

The current site will allow a noteworthy number of alternatives for future development of an ambitious master plan, including large scale future building construction, good adjacency of parking, efficient on-site circulation, maintenance of the green-belt and water features, accommodation of livestock, space for hotel expansion, provision for overflow parking of trucks, trailers and RVs in Quann Park, and development of other amenities.

EXTERNAL TRAFFIC

The site is adjacent to the USH 12/18 corridor (Beltline) which carries over 110,000 vehicles per day. The two interchanges linking the site to the Beltline- Rimrock Road and John Nolen Drive carry 20,000 and 49,000 vehicles per day respectively. Olin Avenue, which defines the north side of the site, carries 11,000 vehicles per day.

The site is currently served by four entryways, providing controlled points of vehicle access, as shown on Figure 3. These are the Main Gate from Rimrock Road on the south-east; the Nolen Gate from John Nolen Drive on the east; the Olin Gate from Olin Avenue on the north; and the Rusk Gate from Rusk Avenue on the south.

The majority of the traffic accessing the site utilizes the Beltline Highway. Traffic coming from the east will exit/enter at John Nolen Drive. Traffic coming from the west will exit/enter on Rimrock Road. Traffic coming internally through the City of Madison (from the north) will either use John Nolen Drive or Park Street. This traffic is also more likely to use the Olin Avenue entry on the north.

Madison Metro bus service has regular stops along John Nolen Drive, Olin Avenue and Rimrock Road. There are currently two bus stops on Rimrock Road, two on John Nolen Drive, and one on Olin Avenue adjacent to the Alliant Energy Center.

Sidewalk is provided along the perimeter of Rimrock Road from Rusk Avenue to John Nolen Drive. The major section of sidewalk along Rimrock Road connects the Main Gate to a major cross walk at the signalized intersection of John Nolen and Rimrock Road. There is no sidewalk on John Nolen Drive except a short section from the bus stop near the intersection of Olin Avenue that wraps around to continue along Olin Avenue.

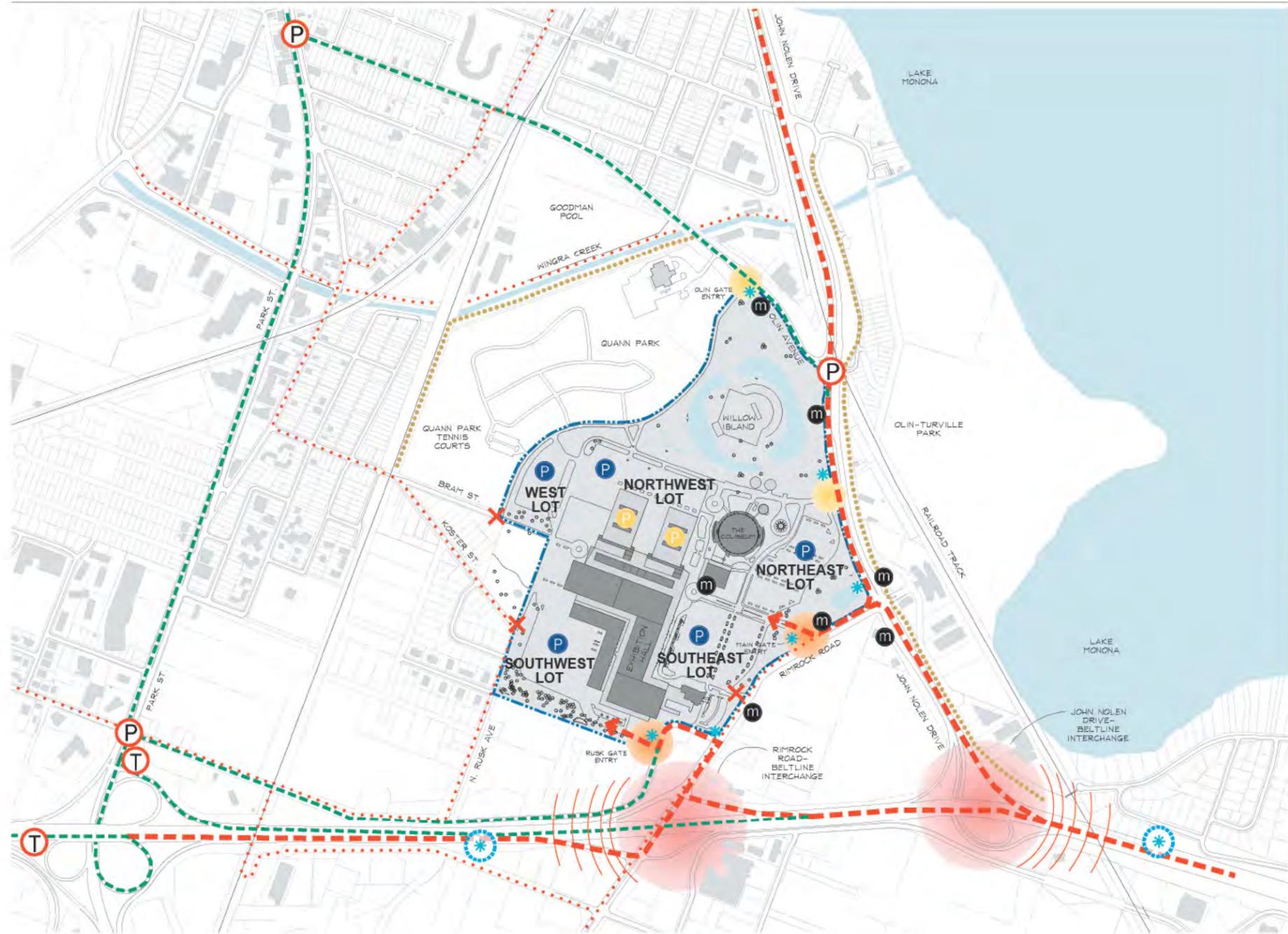
There are also two major bike path systems that provide connections the facility: The Wingra Creek Bike Path to the north follows Wingra Creek through Quann Park and connects to the Park Street and Fish Hatchery Road area. The other is the Lake Monona bike path system that runs along the east side of John Nolen Drive.

Proposed revisions to the existing traffic and access patterns are illustrated on the Vicinity Access Plan at Figure 3.

ON-SITE ACCESS and CIRCULATION

Once the campus is entered at one of the gates, vehicle circulation without manned traffic control becomes a poorly directed free-for-all where roadways often blend into parking lots and traffic routes are undefined. The primary through-access street is Fairgrounds Drive, which bisects the site from east to west, and provides the only internal means of moving from east to the west side of the site.

Internal pedestrian circulation is not well defined after entry into the Main Gate. Other than isolated walkway systems around the individual buildings and along the major corridor, there is no coordinated interconnected pedestrian system through the campus.



LEGEND

- PRIMARY VEHICLE CIRCULATION
- - - SECONDARY VEHICLE CIRCULATION
- - - OFF-STREET BIKE PATH
- - - ON-STREET BIKE PATH
- PROJECT LIMIT LINE
- BELTLINE ENTRY NODE
- PRIMARY ENTRY NODE
- SECONDARY ENTRY NODE
- P SURFACE PARKING LOT
- P PARKING STRUCTURE
- m METRO TRANSIT STOP
- X ABANDONED ENTRY
- * EXISTING PYLON SIGNAGE
- T PROPOSED TEMPORARY SIGNAGE LOCATION
- P PROPOSED PERMANENT SIGNAGE LOCATION

Figure 3 Proposed Vicinity Access Plan

EXISTING BUILDINGS

There is an extremely diverse collection of existing buildings on the site, in a wide variety of state-of-repair and useful life expectancy. These buildings range from the most utilitarian livestock barns and equipment sheds, to the Coliseum, Exhibition Hall and Clarion Hotel. A complete inventory and description of the existing buildings is included in the Appendix.

TOPOGRAPHY

The topography of the site has shaped the past development, and will continue to influence the location of future buildings. There are three prominent topographic elements that must be considered, all of which define a total variation in elevation of 28 feet across the site, as illustrated by Figure 4:

- **The Hill:** The southwest quadrant of the site is marked by a hill which rises 14 feet above the existing exhibit hall floor elevation to the edge of the parking pavement, and then rises steeply above that, on landscaped banks up to the property lines.
- **The Ridge:** This feature extends out of the hill, and runs to the northeast. The termination of the ridge provided the location for the Coliseum. The ridge is also the location of the existing Exhibition Hall structure, which establishes the point of reference for the floor elevation of future exhibit hall development.
- **The Low Ground:** Sloping away from the ridge toward the north, east and west are the site low areas, at 12 to 14 feet below the exhibit hall floor elevation. This provides good drainage over the site toward the location of the current and future detention ponds, raingardens and green belt.

Both the Hill and the Low Ground represent a significant variation in elevation of existing grade which must be recognized in the planning of large contiguous exhibit hall floor plates that should be at a consistent elevation to meet industry expectations for satisfactory exhibition utilization.

SUB-SURFACE CONDITIONS

There are areas of bedrock as well as former landfill sites and areas of uncompacted fill that must be considered. Although building in these areas has been avoided in the master plan, soil borings must be conducted prior to any building design and construction.



Figure 4 Natural Features



Figure 5 Buildings to Remain

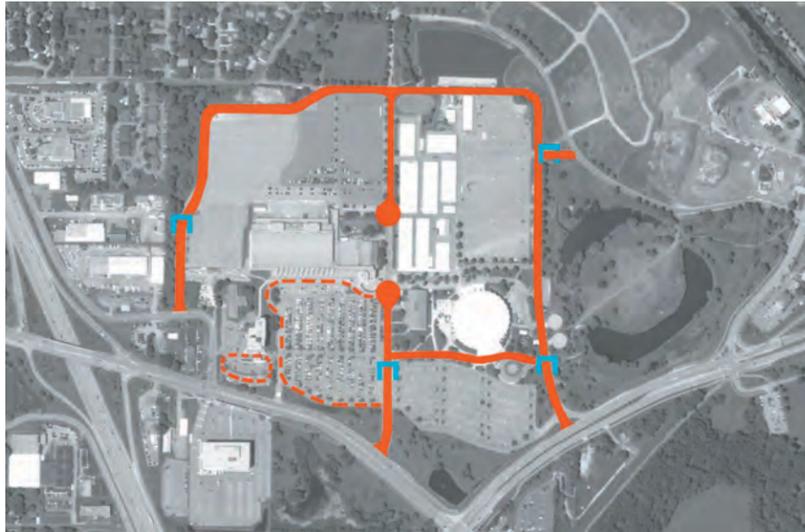


Figure 6 Loop Road Plan

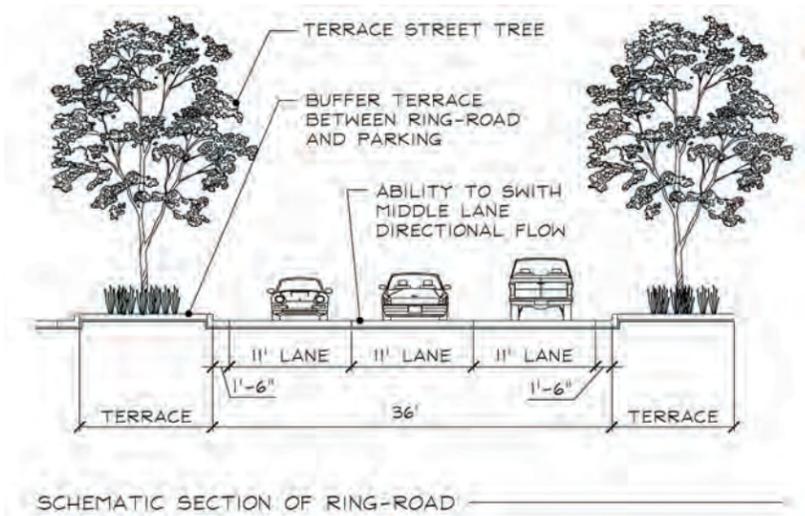


Figure 7 Loop Road Detail

III. SITE PLANNING CONSIDERATIONS

BUILDINGS TO REMAIN

The expected useful life, degree of complexity and replacement cost, as well as adaptability into the future development of the campus, has led to the designation of the following three buildings to remain on the site, as shown on Figure 5:

- The Coliseum: Arena building with 10,000 fixed seats, built in 1968, and used for sports, concerts and livestock exhibition events.
- The Exhibition Hall: 100,000 square feet of clear-spanned, 30 foot clear height, multi-purpose exhibit space with prefunction/lobby at the east edge and loading/service at the west edge; completed in 1995.
- The Clarion Hotel: Privately developed, 170 rooms on eight floors, with supporting meeting space and amenities; built in 1997.

VEHICULAR, SERVICE AND PEDESTRIAN ACCESS

There is a definite need to control vehicle circulation on the campus, and to provide credible and easily understood wayfinding assistance to drivers. In addition, the system of vehicle circulation will ideally provide access to all parking areas and functional locations for both patrons and service vehicles throughout the campus, regardless of the entry gate utilized. Vehicle traffic must also avoid crossing conflict with pedestrian circulation as much as possible.

The concept of a three lane Loop Road, similar to that which can be found surrounding a shopping mall, college campus, or large sports complex, is an obvious approach to the solution. The route for this roadway currently exists around three sides of the perimeter of the developed portion of the site, requiring only upgrading of the roadway as illustrated by Figure 6 and 7, with designation of through lanes, turn lanes and landscaped street edges with curb cuts to control the traffic and parking access. The loop road would connect each of the gates with a defined roadway system that would connect three sides of the campus. The connection of the hotel to the Exhibition Hall will prevent a connection at the fourth

point. The roadway also needs to be defined in the front of the facility from the Main Gate north around the Coliseum.

A major benefit of the Loop Road will be the distribution of the peak loads, allowing more of the exiting traffic to be directed to the Olin and Rusk Gates. Another advantage of placing the loop road on the external portion of the campus is that it reduces pedestrian/vehicle conflicts by placing the parking between the access road and the buildings, thereby allowing pedestrian access from parking to buildings with a minimum of crossing traffic. In addition, central pedestrian corridors are defined from north to south and east to west in the center of the campus that provide unimpeded connection from parking to the core buildings.

The Circulation and Parking Masterplan is illustrated on Figure 8.

Together with improvements to the circulation system, an improved wayfinding system must be provided for both pedestrians and vehicles. Electronic signage at each of the main entries will provide the ability to instantly update information on venues and parking. Well designed permanent signage along the loop road system will allow drivers to easily find their destination within the campus. Easily recognized parking lot identification and references will allow users to more easily locate their vehicles. Improved walkway signage and campus mapping will better define the campus locations for pedestrians.

ADJACENCIES

The location of the existing facilities and the use patterns on site suggest that the campus is divided into four general use quadrants as shown on Figure 9: these are the Exhibit Hall, Coliseum, Hotel and Livestock quadrants. The facilities in these quadrants currently provide appropriate adjacencies between the functions, and allow good proximity to parking in all areas.

Three of these quadrants are defined by existing buildings that will remain in the foreseeable future. Therefore, maintaining this general organization within the campus

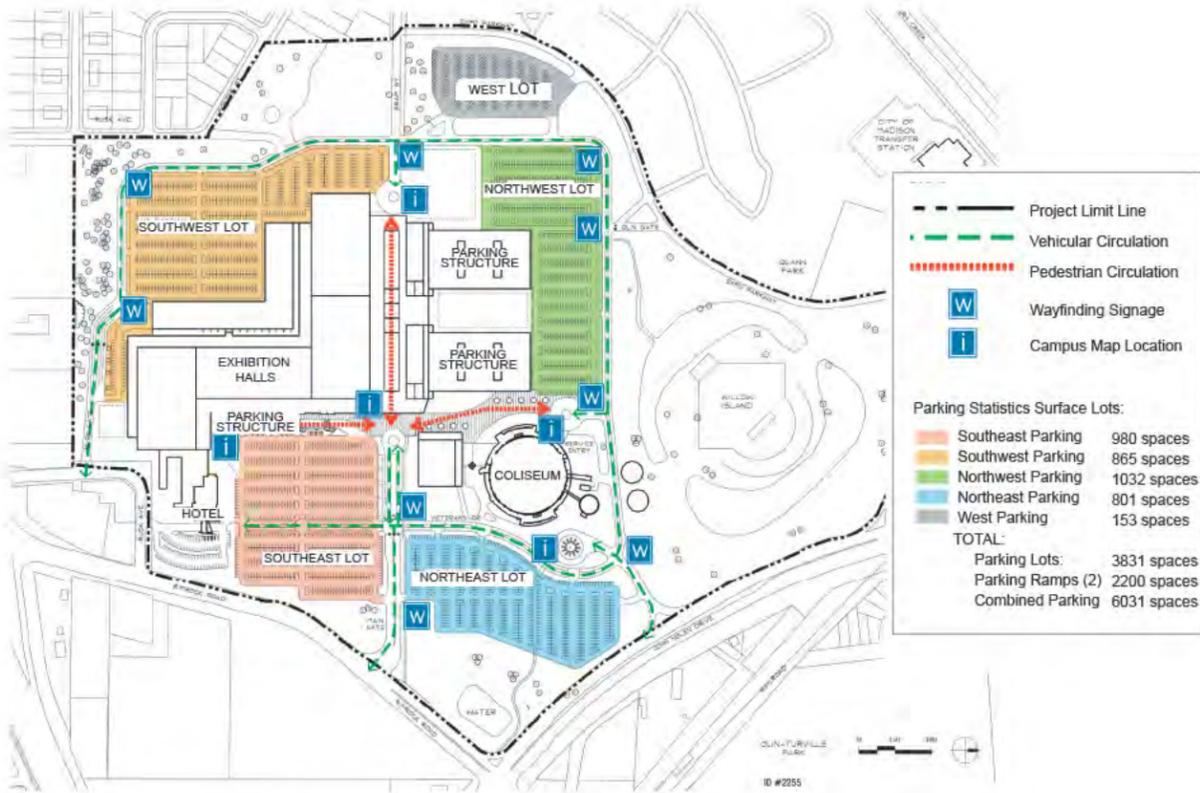


Figure 8 Access and Parking Masterplan



Figure 9 Site Quadrants

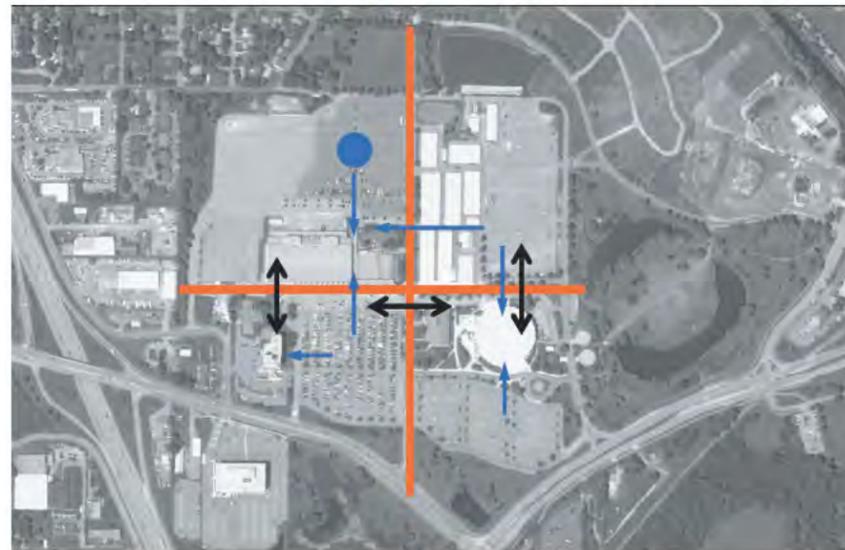


Figure 10 Adjacencies

is the most beneficial approach to the layout of future development. Adjacency of the activities and proximity to parking is illustrated in Figure 10.

FUTURE FACILITY LOCATIONS

As described above, the current site organization functions well and defines the area of location for each type of future building:

- The exhibit hall and related convention center functions must be contiguous to the existing exhibit hall structure. The existing Huber Center is located in a competing footprint for exhibition hall expansion that optimizes proximity to the existing (expanded) hotel.
- The Coliseum will remain the focal point for large events involving livestock, and the adjacency of the new livestock housing facilities to that arena must be maintained and enhanced. The Coliseum also is the venue for sports and concert events.
- The primary relationship of the Hotel is to the convention center activities, and so that proximity is the most important. Convenient and weather-protected connection to the public circulation areas of the convention center is required. The hotel also serves patrons of the Livestock and Coliseum quadrants, and indoor circulation through the convention center toward those quadrants will be beneficial.

PARKING

A major percentage of patrons at this regional facility will continue to arrive by private vehicle. The advantage of abundant and convenient parking must be maintained and enhanced as the campus is developed in the future. This requirement is exacerbated by the fact that future development increases the patron population, which increases the need for parking. As space is consumed by future buildings, all of the foregoing in combination will require structured parking to meet demand.

Currently there are about 5,800 parking spaces that are fairly evenly distributed in surface parking areas in each of the site quadrants. Up to 300 new surface parking spaces may be developed in the former Lichtberg Park site. In addition, significant area for overflow parking is available in Quann Park.

Along with the building expansions, additional parking in structures will be needed to accommodate the greater demand and loss of surface parking. Parking capacity may be adjusted to meet the program requirement of each expansion phase by increasing the size of footprint and /or number of levels of the parking structures.

Parking structures should be located so that they serve the Convention Center as well as events in the Coliseum. Multi-level parking will allow more cars to park closer to the function venues, thereby reducing walking distances, reducing pedestrian conflicts with major vehicle circulation, and providing a degree of weather protection between parking and building entrances.

The expanded hotel, which shares parking in the Southeast Lot, will require an additional 500 spaces, or more than half of the capacity of that prime location. One level of structured parking should be considered in this area along with the hotel expansion. If the siting of such a parking structure capitalizes on the existing grade on the east, it will remain low enough so that the view of the front of the Convention / Exhibition Center will not be blocked.

UTILITIES

A major utility right-of-way exists in Fairgrounds Drive. This corridor provides the sewer and water utility capacity to serve the existing and future campus development including an existing 42" sanitary sewer force main. There would be significant costs involved to relocate these utilities in the event that a major structure was to be constructed within that corridor. The existing central location of these utilities will facilitate connection of new construction at minimum cost. As a result, it is recommended that the utility corridor under Fairgrounds Drive should remain in place, to serve the campus into the future.

STORMWATER

Management of run-off from the large areas of impervious surface on the site will be of increasing importance as new County regulation is enacted to control and treat stormwater before it is released into the natural drainage system. As an element of environmental sustainability, stormwater may be retained and used for irrigation and other non-potable uses on the campus. Another sustainable and attractive option for treatment of stormwater is to route it through a raingarden, or swail, planted with wetland vegetation, that slows the run-off and filters sediment.

The need for an additional detention pond on the west edge of the site has been identified, and will impact the development of the loop road in that area.

**ALLIANT ENERGY CENTER MASTERPLAN
PROGRAM SUMMARY**

		EXHIBIT AREAS				
		Average Facility	Existing AEC	Expansion 1	Expansion 2	Expansion 3
FUNCTIONAL AREAS	Area %	100,000	100,000	200,000	300,000	400,000
Lobby/Prefunction Areas	14%	42,000	23,800	84,000	126,000	168,000
Exhibit Hall	33%	100,000	100,800	200,000	300,000	400,000
Exhibit Hall Support	5%	15,000	15,000	30,000	45,000	60,000
Meeting Rooms	14%	42,000	21,000	84,000	126,000	168,000
Meeting Room Support	2%	6,000	6,000	12,000	18,000	24,000
Administrative Offices	1%	4,000	4,000	8,000	12,000	16,000
Food Service	4%	12,000	12,000	24,000	36,000	48,000
Building Operations & Service/Dock	9%	27,000	27,000	54,000	81,000	108,000
Functional Area Totals (Net SF)		248,000	209,600	496,000	744,000	992,000
General Building Circulation	11%	32,000	32,000	64,000	96,000	128,000
Mechanical/Electrical Equipment	7%	20,000	20,000	40,000	60,000	80,000
Building Totals (Gross SF)	100%	300,000	251,200	600,000	900,000	1,200,000

Figure 11 Program Summary

IV. BUILDING PROGRAM

The underlying program objective of this master planning exercise is to show how an ultimate build-out of a convention / exhibition facility of 400,000 square feet of exhibition area can best be accommodated on the site. Meeting space and food service capacities, along with public lobby and pre-function spaces and back-of-house services are to be provided in proportion to the size of the sequentially developed exhibit halls, always maintaining a full service convention center at any point in its phasing. This facility will be designed to accommodate current and predicted future exhibition and convention business, and will need to provide all of the amenities expected by event planners in order to compete for and attract new convention business in the future.

Additionally, all other types of events that are currently using the Alliant Energy Center are to continue to be supported, including the World Dairy Expo, horse shows, concerts and sports events.

CONVENTION INDUSTRY AVERAGE FUNCTIONAL AREAS

The first column in the table at Figure 11 shows the general allocation of floor areas in an average convention center with 100,000 square feet of exhibit hall. These are the functional spaces that are expected in a complete facility by the nation-wide convention center industry.

EXISTING BUILDING AREA SHORTFALLS

The second column indicates the existing floor areas provided within the Exhibition Hall building of the Alliant Energy Center. The areas indicated in the boxes are below the industry averages for lobby/prefunction and meeting spaces, resulting in a total gross area that is about 50,000 square feet below the norm for a comparable facility offering 100,000 square feet of exhibition area.

FUTURE EXPANSION INCREMENTS

The remaining columns in the table show convention center expansion phases in 100,000 square foot exhibition hall increments, and indicate how the development of meeting and lobby/prefunction spaces needs to be emphasized over time to achieve parity with industry norms.

OTHER PROGRAM REQUIREMENTS

In addition to the typical convention center program requirements, there are a number of other major functions that will be provided at the Alliant Energy Center that are not always part of a convention center in an urban location:

- Due to the distance to downtown and the remoteness of many of the existing hotels in the Madison area, space on the Alliant Energy Center campus for 500 additional hotel rooms must be planned and made available to a hotel developer. Separate on-site locations for restaurant development is also desired.
- On-site parking, increased in proportion to the size of the expanded facilities, must be provided, due to the fact that there are no other sizable parking alternatives available for use by patrons on- or off-site.
- Temporary housing for livestock and facilities for those events will continue to be required and must be provided.
- The abundance of park-like open space suggests that facilities for warm weather outdoor events such as concerts, festivals and markets would create new business opportunities in a season of the year when such activity is possible.

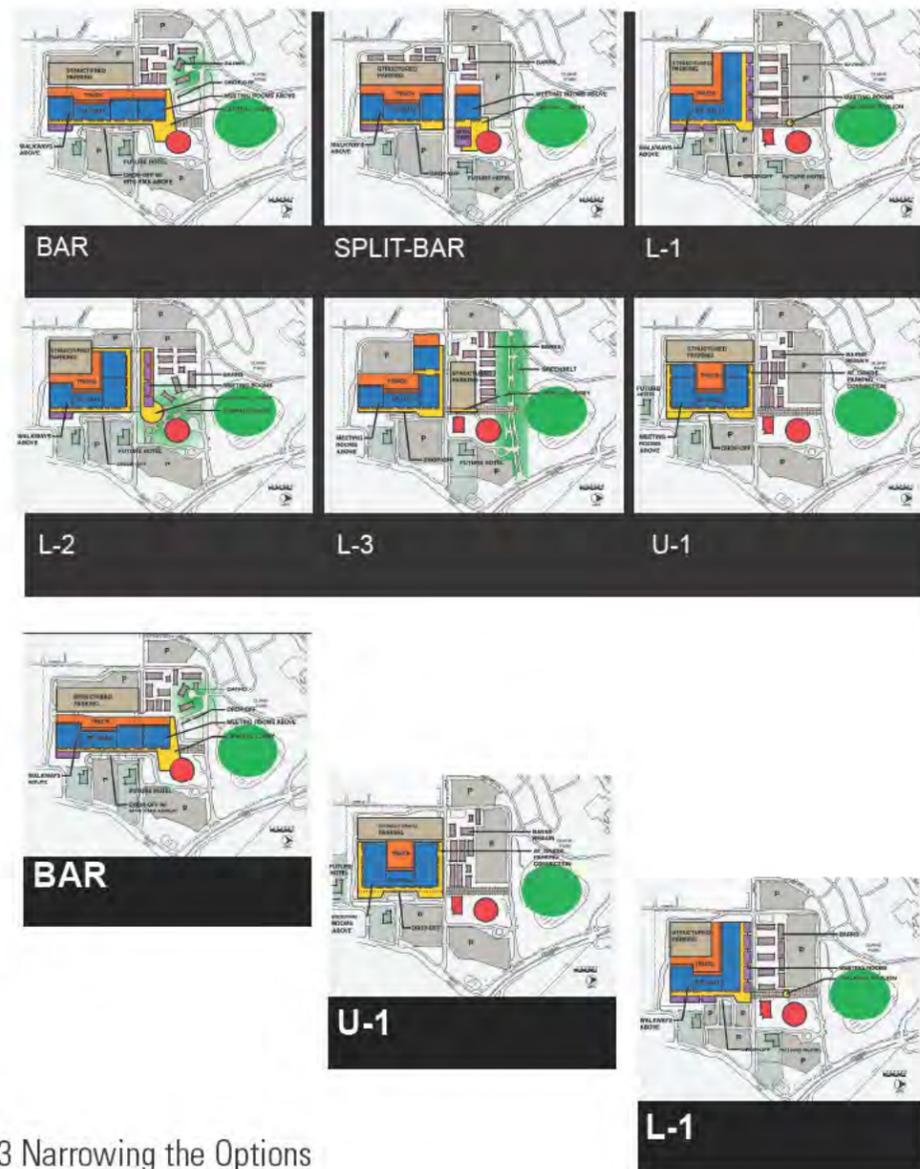


Figure 13 Narrowing the Options

V. MASTER PLAN DESIGN PROCESS

INITIAL CONCEPT OPTIONS

LMN/Strang developed six site plan concepts for presentation and discussion in the early stages of the planning process, as shown on Figure 12. Using the existing exhibit hall as the common starting point, there were two in-line versions (Bar and Split-Bar); three variations on an L-shaped configuration (L-1, L-2, L-3); and a U-shaped exhibit hall floor plan.

Once the site conditions were analyzed more completely and the planning parameters were more clearly defined, these options were used as the basis for development of hybrid options that merited further consideration.

NARROWING THE OPTIONS

Three options, representing the three potential exhibit hall configurations, were chosen as the ones having the most promise for the future exhibition facility. The resulting concepts are shown in Figure 13:

- The Bar Concept was developed as the most straight-forward expansion, and offered the benefit of extending the public circulation to the north to create a direct connection to the Coliseum.
- The U Concept offered the most compact footprint with potentially the most efficient operation. With wrap-around public circulation, good indoor access to a parking structure to the west could be provided.
- The L Concept combined much of the compactness of footprint that is provided by the U, while at the same time orienting the public circulation of the lobby/prefunction areas toward the other quadrants on the site.

SELECTION OF THE PREFERRED OPTION

Further study of the three concepts, including their accommodation of the program and

relationship to existing site conditions, revealed significant limitations in two of the options:

- The Bar Concept (Figure 14), extended the exhibit hall to the north (toward the Coliseum), building over the utility corridor. Expansion in that direction pushed into the Livestock quadrant, displacing barns to the west, and increasing the distance from barns to the Coliseum. The future parking structure was required to be to the west of the exhibit halls, creating a distant and indirect connection from parking to the lobbies on the east.
- The U Concept (Figure 15), remains within the Exhibit Hall quadrant, but extends south and west into the hill. Front-of-house public circulation wraps around the U and creates good access to a parking structure on the west, but the exhibit hall floor level and the lobby/prefunction on the south would be 14 feet below the existing grade, an undesirable “basement-like” condition for public space.

Through this process of evaluation, The L Concept exhibit hall configuration was chosen as the one offering the best fit on the existing site topography, while respecting the Quadrants of other uses on the campus, and allowing the best development of the loop road for access. The L Concept is depicted in detail in the “Selected Option” pages which follow.

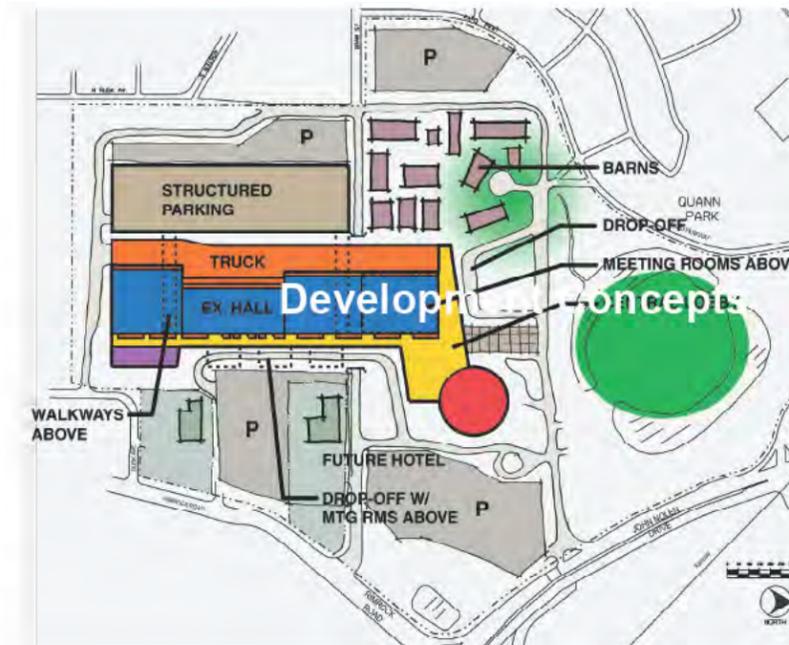


Figure 14 The Bar Concept

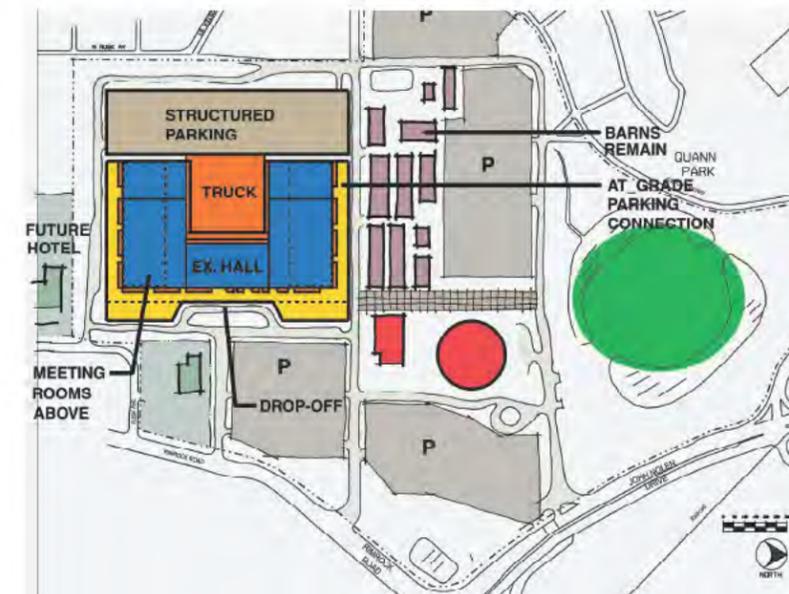


Figure 15 The U Concept

VI. THE SELECTED OPTION

The L-2 Concept (Figures 16 and 17), was chosen as the expansion approach that included the most potential advantages. To improve on the initial concept, and provide for the requirements of the program and the site planning considerations, a number of additional features were incorporated to create an efficient and cohesive overall plan:

KEY PLANNING STEPS

The following key concepts were added to the basic exhibit hall expansion plan to optimize the effectiveness and multiple use of all new facilities on the campus:

- **Parking/Barns:** To increase the benefit of structured parking to both the Convention Center and the Coliseum, new parking needs to be located adjacent to both, ideally in the Livestock Quadrant. The idea that new livestock housing at the grade level can be co-located with elevated levels of parking above provides a workable solution. There are examples elsewhere nationally that have large-scale livestock barn development with parking above which have functioned well for many years. This idea was discussed with World Dairy Expo and horse show representatives in user group meetings, and all recognized the inherent advantages of such a plan. An added benefit is that the existing barns, which are nearing the end of suitability for their use, would be replaced with new housing and support for livestock events. A movable stall system, similar to that currently in use in the barns, would allow for removal and thorough cleaning on a regular basis, so that the lower level can be converted to parking during the winter months when livestock events are inactive and conveniently located parking is most desired.

- **Hotel:** The market analysis report completed by CSL in 2006 identifies the need for 500 additional hotel rooms at the Alliant Energy Center. The preferred on-site location for this is the eastern side of the site, with visibility from Rimrock Road, John Nolen Drive and the Beltway. In the Hotel Quadrant, the location of a separate and competing hotel with sufficient "identity

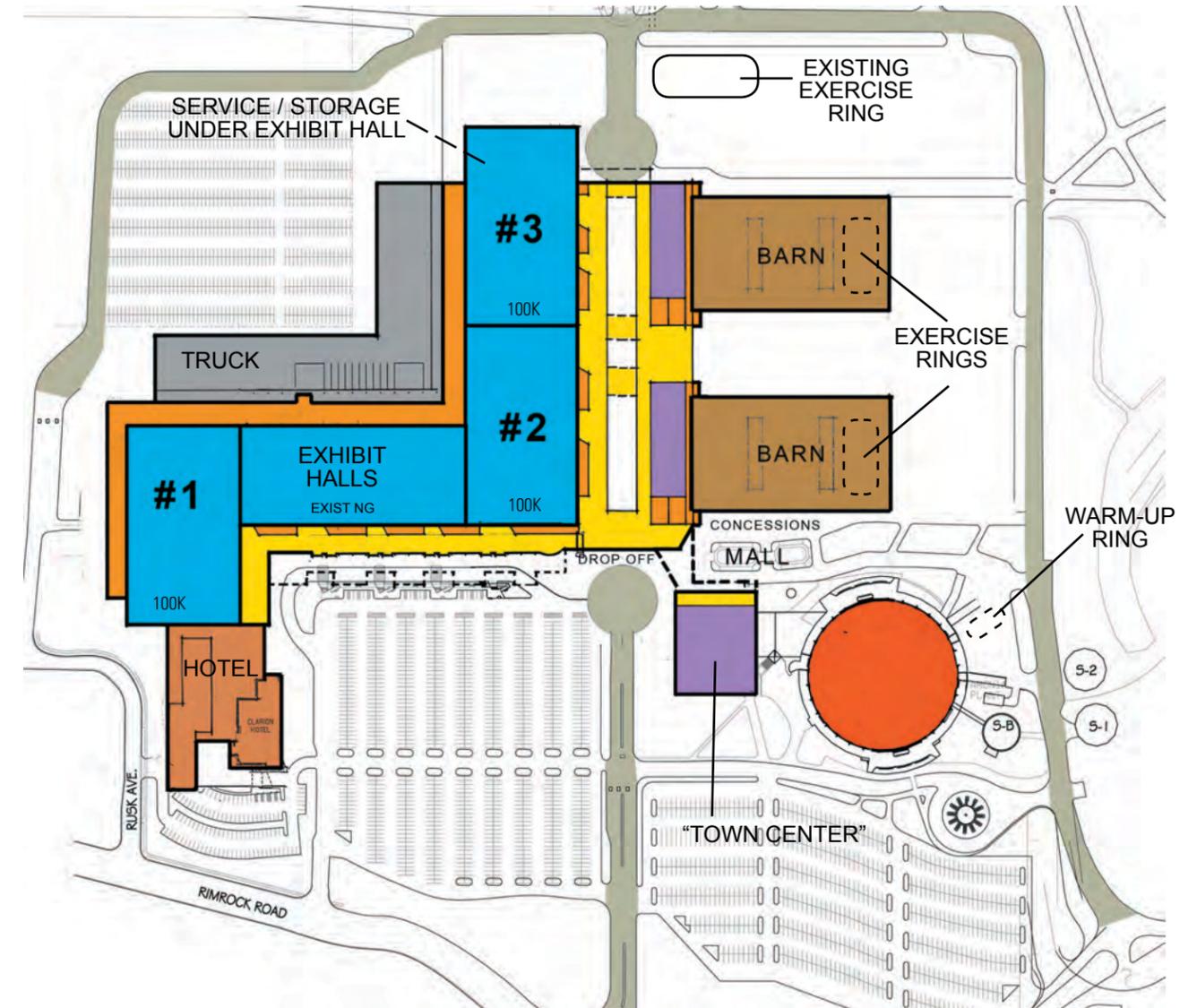


Figure 16 The Full Build-Out Ground Level

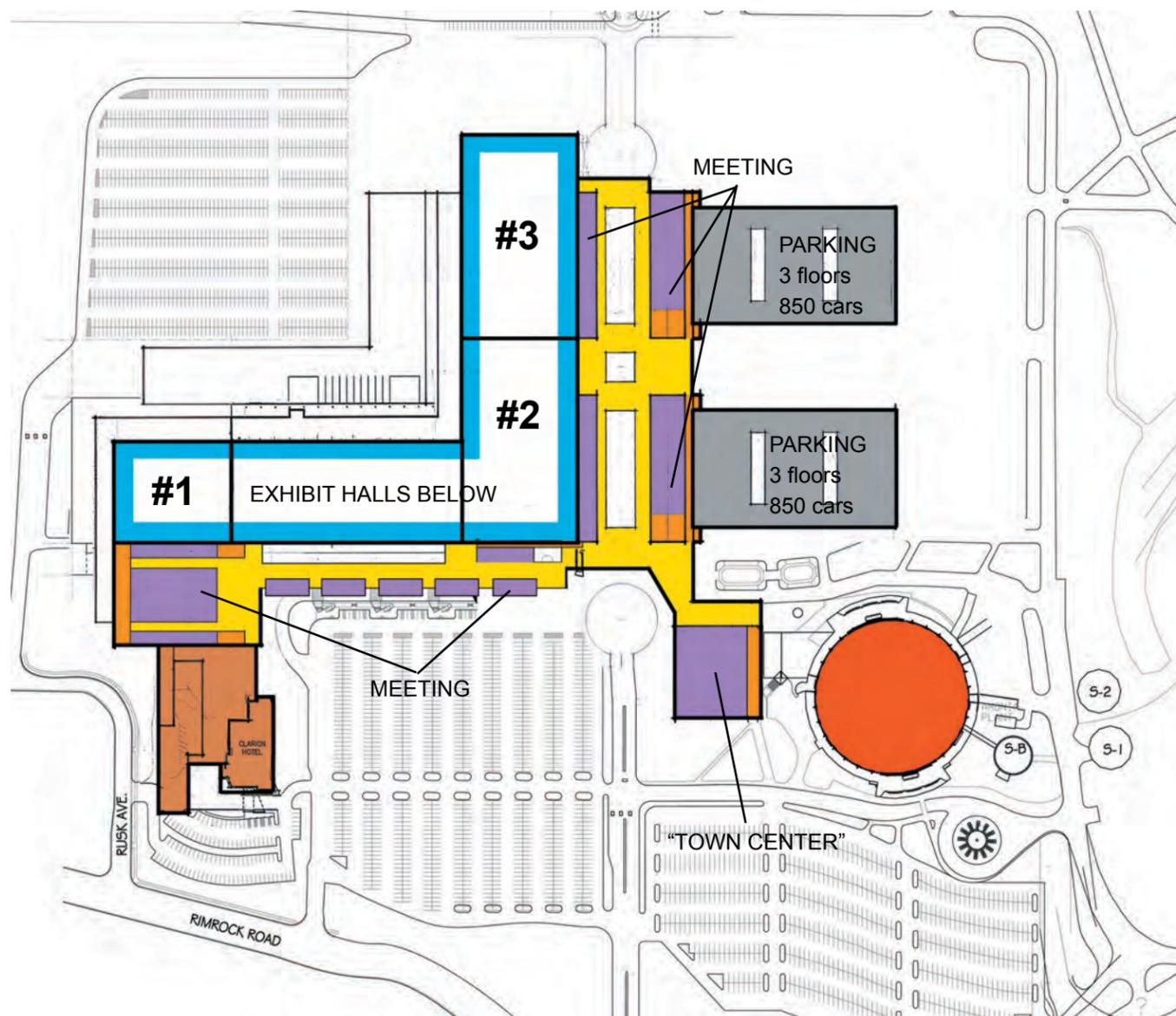


Figure 17 The Full Build-Out Upper Level

separation” from the existing hotel would consume valuable parking space and obstruct primary views of the front of the Convention Center. To mitigate these concerns, the master plan recommends that the hotel development be accomplished as an expansion of the existing hotel property, thereby eliminating the need for duplication of many hotel functions. A single facility has more presence as the “headquarters hotel” and is able to occupy the optimum location to make the connection to the convention center.

SITE DEVELOPMENT

Creation of the three-lane Loop Road, as described in Section 3, is the key to organizing and controlling vehicular traffic on the campus. Development of future facilities must contribute to the reinforcement of the loop as the means of approach for trucks and service vehicles as well as access to parking.

RECOMMENDED FULL BUILD-OUT

The majority of new construction required by the Program is related to the expansion of exhibition and meeting facilities of the convention center. Other new construction included in this master plan, as previously discussed, includes expansion of the hotel, addition of structured parking and replacement of livestock facilities.

Expansion of the convention facilities is envisioned as follows:

- Exhibit Halls (blue on graphic diagrams): The basic element for planning of the convention facilities is the exhibit hall, which is recommended to be added in increments that are planned on the industry-standard 30 by 30 foot exhibit booth layout module, at an overall nominal size of 240 feet by 420 feet for each phase. With the existing 210 feet by 480 feet exhibit hall as the starting point, Expansion #1 would be added in the area available to the south, configured to extend east toward the Hotel. This expansion will provide a flexible-use hall, suitable for large-scale dining or general assembly functions. Subsequent Exhibit Hall Expansions #2 and #3 would be added

parallel to Fairgrounds Drive on the north side of the existing hall, requiring demolition of the existing meeting rooms in the remodeled former Forum Building, to allow all exhibit halls to be combined into one contiguous floor area of over 400,000 square feet in a modified L configuration.

- Meeting Rooms (purple on graphic diagrams): A variety of meeting rooms are planned to be located across the full extent of the exhibit hall expansions, so that they are available for use in conjunction with exhibit activities by separate events that may be scheduled concurrently. Many of the meeting rooms would be located on a second floor level.

- Food Service: (purple on graphic diagrams): To support existing and expanded future needs for large scale banquet events, a series of large meeting rooms is planned with operable walls that allow the space to be combined into one hall of 25,000 square feet with a dining capacity of over 2000 people. This function is planned on a level above the Expansion #1, in close proximity to the connection to the expanded hotel.

- Lobby/Prefunction (yellow on graphic diagrams): These areas provide for indoor public circulation to all of the exhibition and meeting spaces in the convention center. In addition, they serve as registration, ticketing, light exhibit and lounge/break space for patrons. Weather protected access from the drop-off loop and the parking garages is also provided. To accomplish the incremental addition of meeting rooms as indicated in the program, public circulation is designed to bridge over the utility corridor at the second floor level, creating the landscaped Atrium Concourse along the former Fairgrounds Avenue, as illustrated in Figure 19 and 20, to connect to meeting space to the north of the exhibit halls.

- Back-of-House Service (orange on graphic diagrams): Loading docks, kitchen, service corridors, storage and operations facilities are located generally on the back side of the exhibit halls with easy in and out access for delivery and service vehicles to the Loop Road. Restrooms are distributed throughout the

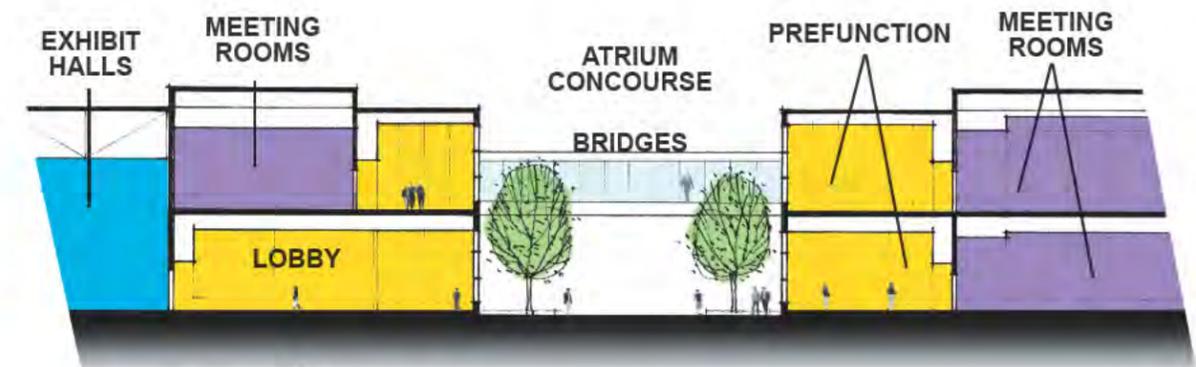


Figure 18 Atrium Concourse

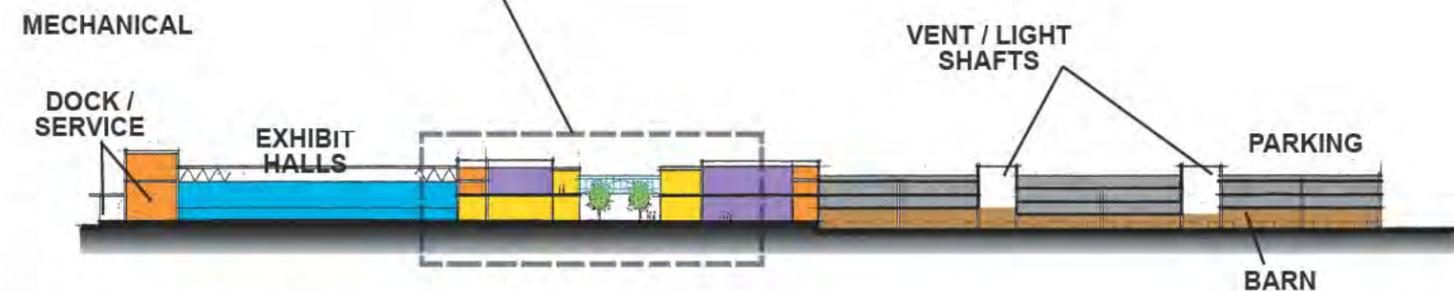


Figure 19 Phase 2 & 3 Section Looking West

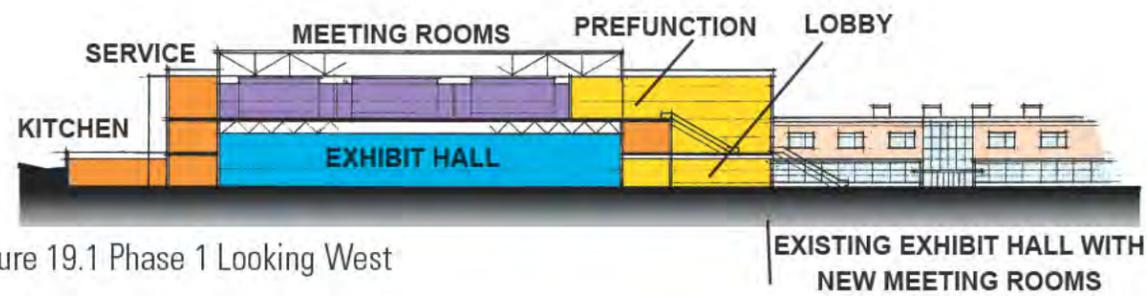


Figure 19.1 Phase 1 Looking West



Figure 20 Phase 2 looking South

lobbies, in relation to each increment of expansion.

Other new construction options which are included in the master plan:

- Parking/Barn structures (gray/brown in graphic diagrams): As described in the Key Elements above, an important concept is to integrate structured parking with the facilities of the Livestock Quadrant. This is accomplished with two large structures located to the north of Expansion #2 and #3. Housing for animals and related activities would be on the lower level, entered at grade from the low side on the north. The parking entrances would be on the second level of the buildings, with the number of floors determined by the parking space requirement. Floor areas shown will accommodate about 280 cars per building per parking level, and up to 550 livestock stalls on the ground level of each structure.

During winter months of inactivity for livestock events, animal stalls may be removed and the lower levels of the parking structures used for weather-protected parking.

As shown on Figure 20, the east parking structure becomes the west front of the existing Mall area, facing the Coliseum. As the slope rises, part of the adjacent parking floor could be dedicated as concession stands, serving outdoor customers in the Mall. Other walls of the buildings should be as open as possible, with internal, open air light and ventilation shafts extending from the barn level through the parking levels to the roof, as illustrated on Figure 19.

- Hotel Expansion (tan on graphic diagrams): An agreement should be made with the ownership of the Clarion Hotel to furnish the space required to provide an additional 500 rooms, along with expansion to proportionally sized amenities, such as lobbies, restaurant/lounges, exercise, swimming pool and other support facilities. Direct, indoor connection on two levels

to the south convention center expansion from the hotel is desired. Dedicated parking is required adjacent to or below the hotel, which may extend into the east parking lot in front of the Exhibition Hall building. Hotel expansion of this scale will require a high-rise structure of 10 to 13 floors or more in order to fit the footprint allocated in the master plan.

- The "Town Center": Several uses have the potential to be located in the prime, central location that is currently occupied by the Arena Building. Important public activity should be located here to contribute to the creation of a central plaza, oriented around the drop-off loop at the heart of the campus. With lobby bridges from the other convention center spaces, the public circulation would hinge around this focal point, and extend along the pedestrian mall toward the Coliseum. Following are possible activities that could be considered for inclusion singly or in combination in the Town Center Facility:

- A presentation auditorium with stage, sloped floor, theater seats and high level audio-visual systems
- Enhanced meeting (Board Room)
- Food Court
- An alternative on-site hotel
- Administrative offices

- Equine Show Ring, Training and Warm-up Ring:

The requirement for a 40' x 90' x 14' high covered warm-up ring, adjacent to the arena-level entrance to the Coliseum, may be met by a removable tent, to be installed on a seasonal basis in the driveway area to the north of the door. A portable structure is preferred because space is tight in that location due to the driveway access required to the Coliseum, the proximity of surrounding mechanical facilities and retaining walls, and the future need for space in the vicinity for the planned Loop Road.

A weather-protected equestrian exercise and training ring may be located in the north end of each new barn facility and in the current location of the uncovered ring on the west end of the existing barns- for a potential of three rings. The animal stall capacity of the proposed new barns exceeds the current barn capacity, and allows for some area in each new structure to be utilized for a warm-up ring. Space would also be available in those locations for movable bleachers to accommodate small spectator groups of up to a few hundred people.

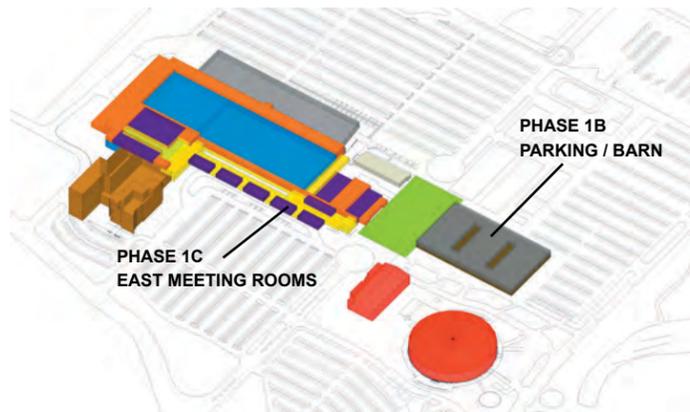


Figure 21 Expansion Phase 1

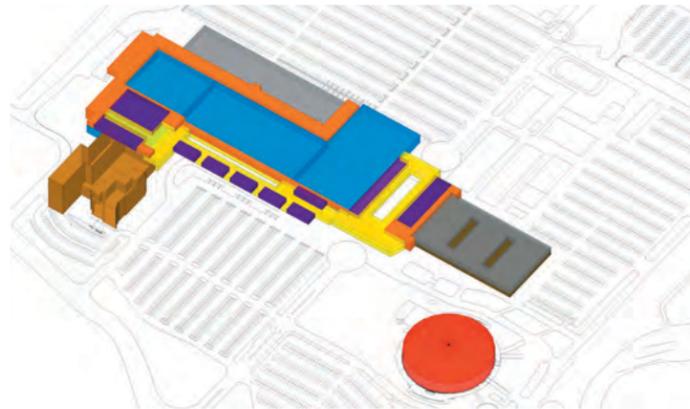


Figure 22 Expansion Phase 2

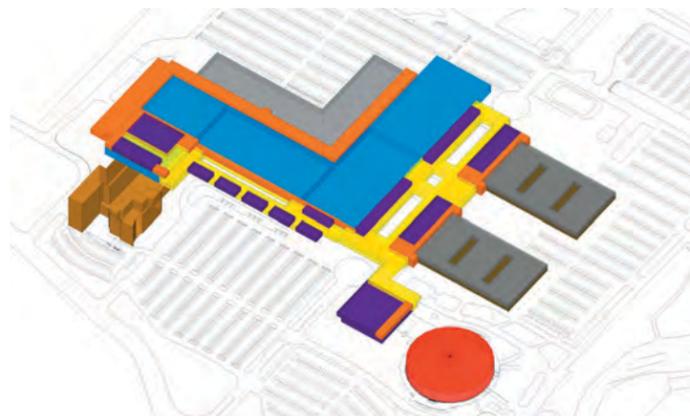


Figure 23 Expansion Phase 3

SEQUENTIAL PHASED DEVELOPMENT

This master plan envisions three major phases of development, corresponding to the three increments of exhibit hall expansion. Each major phase is intended to be completed in succession as utilization and market demands dictate, and includes a complete set of convention center program elements, to make the convention center an appropriately functional entity at any given time.

- Expansion #1 (Figure 21), includes a 100,000 square foot new exhibit hall to the south of the existing hall. This includes meeting rooms and banquet hall on upper levels, with kitchen and service corridor and service elevator on the south, and extension of the loading dock on the west. Lobby/prefunction is extended from the existing building to serve the new facilities on two levels, and continues to connect directly to the hotel. This first phase requires the removal of the Huber Center.
- Expansion #2 (Figure 22), adds another 100,000 square foot exhibit hall contiguous to the existing, on the north, requiring demolition of the former Forum Building and the former County Extension Offices Building. Lobbies will wrap around to the north side, bridging over Fairgrounds Drive to serve new meeting rooms and the drop-off loop.
- Expansion #3 (Figure 23), essentially duplicates Expansion 2, extending to the west and completing the program for total future build-out.

The future timing of Expansions #2 and #3 allows for the capture of economic return on the remaining useful life of the existing facilities in those footprint areas.

CONSTRUCTION SEQUENCE OPTIONS

Listed in general order of priority, other phases of construction may be accomplished independently, but preferably, and to the extent possible, will be combined in concert with expansion Phases 1-3:

1. The Loop Road and related site development is an improvement that is independent of building expansion, and will significantly improve vehicular circulation now, and also importantly, during construction of Expansion #1.
2. Seasonal Covered Warm-up Ring
3. Hotel expansion is required to support new business that will be pursued for Expansion #1.
4. Parking/Barn Structure #1 may precede Expansion #2 as a stand-alone structure. At the latest, it should be constructed a part of the Expansion #2 project.
5. Town Center
6. The Auditorium is an important amenity that is also a significant element in the creation of the central plaza, drop-off loop and main entrance- which will connect directly to Expansion #2.
7. Parking/Barn Structure #2 connects directly to Expansion #3.

VII. OPTIONAL DEVELOPMENT ALTERNATIVES

A DESTINATION SITE

The Alliant Energy Center will benefit significantly from site development that improves the “curb appeal” of the campus, creating the impression that this is an exciting and appealing destination for public entertainment and interaction. Extra effort to create a stand-alone destination is necessary to offset the fact that the attractions of the City Center or the University campus are at some distance.

HOTEL LOCATIONS

Beyond the 500 room expansion, additional hotel capacity will be required to support the full build-out of this master plan, and as an important part of the creation of a “destination” site. Potential additional hotel locations are indicated on Figure 24, and include the Rusk triangle site, where a credit union and other properties are currently located, as well as an alternative use for the prime central location of the present Arena Building. The area of the east parking lot, in front of the existing Exhibition Hall, is kept open for visibility of the convention center from the surrounding roadways.

RESTAURANT SITES

Possible restaurant development locations are also identified on Figure 24. These businesses will need perimeter locations in order to also serve off-site clientele, but are an important element in creating the perception that everything desired by convention patrons is easily accessible on the site.

AMPHITHEATER

The location of an outdoor amphitheater is shown on Willow Island, between the two existing ponds located to the north of the Coliseum (Figure 25). This will provide the venue for warm weather functions as listed in Section 4, by making use of previously undeveloped open space and activating this highly visible area during the summer months.

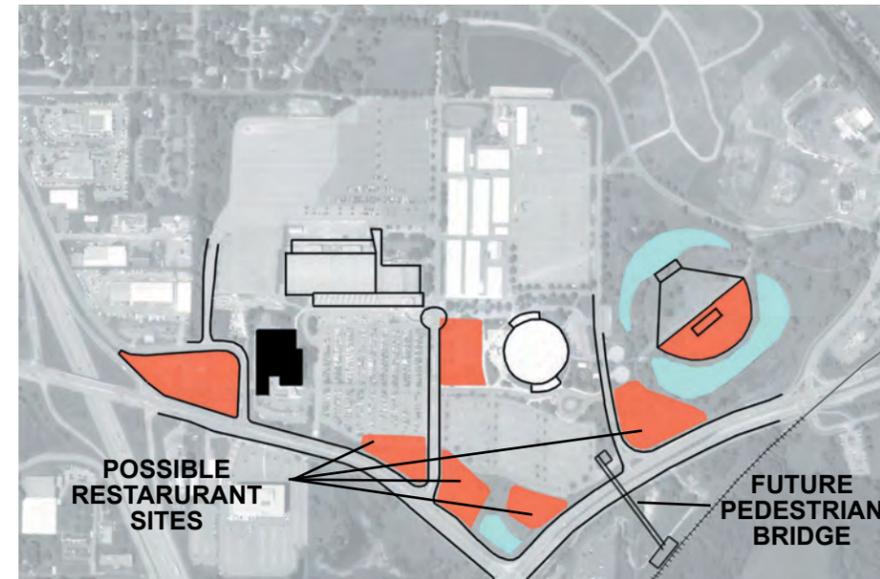


Figure 24 Potential Hotel and Restaurant Locations



Figure 25 Potential Outdoor Amphitheater

OTHER RECOMMENDED AMENITIES

- Enhanced Greenbelt and raingarden landscaping, along with an active water feature in a prominent location in one of the ponds.
- Implementation of shuttle bus service to the City Center to serve larger convention-type events.
- Improved pedestrian connection to public transit and planning for a convenient connection to a future light rail station as shown on Figure 24.
- Provision for the use and storage of electric golf carts by patrons during livestock events.

VIII. APPENDIX

BUDGET COST INFORMATION

EXISTING BUILDINGS SURVEY

BUDGET COST INFORMATION

The following budget cost information is provided for the initial Expansion Phase 1, including:

- **Construction Cost** based on square foot unit costs for the major components, as would be presented in a general contractor's bid, stated in 2007 dollars
- **Project "Soft Costs"** which are additional to construction cost and consist of agency fees, taxes, design fees, legal services, furniture/fixtures/equipment (FFE) purchase, project administration and similar project expenses which must be included in the total project cost
- **Cost Escalation** of both of the above to the anticipated start of Construction of Phase 1

Each of the foregoing is based on current industry information to forecast the cost of yet-to-be-designed facilities and future construction market economic conditions, all to facilitate order-of-magnitude budget and funding decision making.

A. CONSTRUCTION COST:	2007 Dollars (x1,000,000)
Expansion Phase One	
Demolition (Huber Center) and Site Prep	.20 - .30
Lobby / Prefunction	18.9 - 28.8
Exhibit Halls	22.0 - 34.0
Exhibit Hall Support	4.4 - 6.8
Meeting Rooms	13.2 - 20.2
Meeting Room Support	3.4 - 5.2
Food Service	3.1 - 4.8
Building Operations and Support	6.2 - 7.9
Site Development	1.0 - 2.0
<hr/>	
TOTAL CONSTRUCTION COST	\$72.4 - \$110

OPTIONAL ADDITIONAL FEATURES:

Phase 1A: Loop Road	\$1.25 - \$1.85
Phase 1B: Parking / Barn Structure	\$22.0 - \$27.5
Phase 1C: Additional 2nd Floor Meeting Rooms	\$6.6 - \$10.0

B. SOFT COSTS:

Soft costs with land acquisition can be as much as 50 percent of construction cost. Without land cost, we estimate soft costs for Alliant Energy Center expansions will be approximately 30 percent, as follows:

TOTAL SOFT COST: \$72.4M to 110M x 30% = \$21.7M to \$33.0M

Note that the Optional Additional Features above are not included in this calculation. If any of these features are added to the project, related soft costs must be included.

C. ESCALATION:

Data over the last two years indicates that project costs have been increasing at a rate of about 1% per month, and will likely continue to increase at the same rate in the near future. However, these are record rates of increase and long range forecasting may see reduced escalation that is more consistent with the historical average of 4 to 6 percent annually.

EXISTING BUILDINGS SURVEY

ARENA BUILDINGS

ALLIANT ENERGY CENTER
MADISON, WISCONSIN



View Looking North East

Statistics

Number of Levels	2 Story
Approximate Gross Area	40,582 S.F.
Year Constructed	1955

Building Overview	The Arena Buildings are located directly adjacent to the Coliseum. The primary functions of the building include ice hockey, animal shows, trade shows and other events.
Description	The original building is primarily a concrete block structure with metal roof framing and composite shingles. It is minimally heated with radiant heaters and gas unit heaters. The arena space includes high free span ceilings and large overhead access doors. In 1994, an earth-sheltered addition was constructed for hockey locker rooms and training facilities. Additional amenities include an elevator, meeting rooms and lounge space as well as mechanical systems to support the ice hockey operations.
Condition	The arena portion of the facility is in fair condition but is aging and will require significant maintenance to maintain its operation. The underground locker room facilities are newer and in better condition. With higher than average maintenance, these facilities should remain serviceable for another 5 to 10 years. Recent improvements have been made to provide ADA access to the facility. Future anticipated improvements include new overhead doors.
Recommendations	In the short term, higher than average scheduled maintenance will allow extended use of the Arena Buildings. Given the prime location of these buildings on campus, it is recommended that the Arena Buildings be eventually replaced with new facilities that can serve the highest and best use for this important location on site. The long term master plan identifies potential development options.

EXHIBITION HALL

ALLIANT ENERGY CENTER
MADISON, WISCONSIN



View Looking South

Statistics

Number of Levels	2 Story
Approximate Gross Area	207,499 S.F.
Year Constructed	1995

Building Overview	The Exhibition Hall is the newest structure on the Alliant Energy Center campus and it serves host to a variety of events including conventions, tradeshow, meetings, conferences, and public/consumer shows.
Description	The building is a steel framed structure with exterior materials consisting of glass, stone, concrete, metal panels and a built-up roof. The primary space within the facility is the 100,000 s.f. exhibition hall which is dividable into 4 halls of varying size offering flexibility and multiple events to occur simultaneously. The facility also includes state of the art loading and unloading facilities, a large pre-function area, storage, and support spaces. Additional amenities include flexible meeting rooms, on-site food service, dining room, and a modern board room overlooking the grounds.
Condition	Despite its extensive use, the facility remains in very good condition and is expected to remain serviceable for decades to come with regularly scheduled maintenance. Recent improvements were made to the exhibit hall lighting and a re-roofing is scheduled for 2016. Other anticipated future improvements include upgraded loading dock doors, fire alarm control systems, and replacement of fan room coils.
Recommendations	Expansions were pre-planned as part of the original construction which will help to facilitate the growth of this facility as well as potential connections to other structures on site. The long term master plan identifies these expansion opportunities.

COLISEUM BUILDING

ALLIANT ENERGY CENTER
MADISON, WISCONSIN



View Looking North West

Statistics

Number of Levels	3 Story
Approximate Gross Area	106,604 S.F.
Year Constructed	1967

Building Overview	The Coliseum is positioned on the north perimeter of the site and serves as the major performance venue at the Alliant Energy Center. The Coliseum also accommodates large indoor sporting events, horse shows, and product sales shows. Capacity is in excess of 10,000 for general admission events.
Description	The building is a circular steel framed structure with metal siding and roof. There are 3 primary floor levels serving the Coliseum seating and a wide perimeter circulation corridor to handle large crowds. Additional amenities include elevator access, service entrance, concessions stands, and two ticket sales lobbies, offices and luxury suites.
Condition	The Coliseum is now over 40 years old and is beginning to show the normal signs of wear and tear however, extra attention has been paid toward the maintenance and upgrade of the facility throughout its life. It is anticipated that the Coliseum will remain serviceable for another 20 to 25 years. Recent improvements include re-roofing, air circulating fans, coils, cooling towers, lighting, overhauling seats and restroom upgrades.
Recommendations	With proper maintenance the Coliseum can remain in operation for the foreseeable future. The performance functions housed in the Coliseum are uniquely suited for the facility therefore the long-range master plan calls for its continued operation.

SERVICE BUILDINGS SB1 AND SB2

ALLIANT ENERGY CENTER
MADISON, WISCONSIN



View Looking West

Statistics

Number of Levels	1 Story
Approximate Gross Area	4,863 S.F.
Year Constructed	1967 and 2000

Building Overview	The service building contains the boilers, compressors, emergency generator, water heaters serving the coliseum. Cooling towers are located on the roof of this building. There is also a small ammonia plant building directly adjacent to the service building.
Description	The service building is built with concrete walls half way up the exterior and metal wall system above. The roof is a tectum deck over steel bar joists. The floor is concrete slab on grade.
Condition	The service building and the adjacent ammonia plant are in fair condition for their age. It is anticipated that they will remain serviceable for another 15 to 20 years. Re-roofing and siding repairs are anticipated in the near future as well as replacement of the hot water heating system.
Recommendations	Conduct regularly scheduled maintenance to prolong the life of these buildings as long as possible in conjunction with the coliseum. The locations of these buildings on site do not conflict with the long-range master plan.

ADMINISTRATION BUILDING

ALLIANT ENERGY CENTER
MADISON, WISCONSIN



View Looking South East

Statistics

Number of Levels	1 Story
Approximate Gross Area	12,467 S.F.
Year Constructed	1976

Building Overview	The Administration Building is conveniently located adjacent to the Exhibition Hall and currently contains the Alliant Energy Center administrative offices as well as the Dane County Public Works and Veterans Services Departments.
Description	The building is a wood frame structure with exterior wood siding and composition shingled roof. The floor is concrete slab on grade. The facility includes vaulted ceilings and a balance of open office and private office space. Additional amenities include a reception area, small size meeting rooms and display space within the entrance lobby.
Condition	The facility is in good general condition with the exception of the mechanical system which has poor distribution systems and is in need of significant repairs. Some misc. roof leaks have also occurred recently during wind driven rains. Overall, the building is expected to remain serviceable for another 10 to 15 years.
Recommendations	In the short term, regularly scheduled maintenance in combination with a major mechanical repair project will allow extended use of the Administration Building. However, as the Exhibition Hall continues to expand, the Administration Building should be phased out. It is anticipated that the functions housed in the Administration Building would be relocated to new facilities on site with better connections to the exhibition hall facilities. The long term master plan identifies potential relocation options.

BARN 1 AND 2

ALLIANT ENERGY CENTER
MADISON, WISCONSIN



View Looking South West

Statistics

Number of Levels	1 Story
Approximate Gross Area	21,093 S.F. Each
Year Constructed	1965

Building Overview	Barns 1 and 2 were constructed at the same time and are connected with a shared canopy structure. Both barns are utilized for various agricultural and livestock events and Barn number 2 also contains a milking parlor. These barns are the most heavily used due to their close adjacency to the Coliseum and Arena.
Description	The buildings are steel framed structures with metal siding and roof. They are insulated and heated. A cultured stone façade was incorporated for added durability and appearance along the east facade. Other portions of the exterior have plastic stone-look panels added for aesthetics.
Condition	The buildings are in fair condition but are exposed to a considerable amount of abuse requiring ongoing repairs. It is anticipated that these buildings will remain serviceable for another 5 to 10 years. Recent improvements include the re-coating of the roof at Barn #1 and a roof replacement at Barn #2.
Recommendations	Conduct regularly scheduled maintenance to prolong the life of these buildings as long as possible. The long-term master plan recommends their eventual replacement with a combination barn/parking facility. The new facilities should provide wider corridors and larger livestock stalls for greater functionality.

BARN 3

ALLIANT ENERGY CENTER
MADISON, WISCONSIN



View Looking South West

Statistics

Number of Levels	1 Story
Approximate Gross Area	10,430 S.F.
Year Constructed	1965

Building Overview

Barn 3 is connected with a shared canopy structure to Barns 1 and 2. It is utilized for similar livestock events and highly utilized due to its proximity to the Coliseum and Arena.

Description

The buildings are steel framed structures with metal siding and roof. The floor is concrete slab on grade and the walls are un-insulated. A cultured stone façade was incorporated for added durability and appearance along the east facade. Other portions of the exterior have plastic stone-look panels added for aesthetics.

Condition

The building is in fair condition but is exposed to a considerable amount of abuse requiring ongoing repairs. It is anticipated that this building will remain serviceable for another 5 to 10 years. Overhead door replacements will be required in the near future.

Recommendations

Conduct regularly scheduled maintenance to prolong the life of this building as long as possible. The long-term master plan recommends the eventual replacement of this building with a combination barn/parking facility.

BARN 4

ALLIANT ENERGY CENTER
MADISON, WISCONSIN



View Looking North West

Statistics

Number of Levels	1 Story
Approximate Gross Area	29,762 S.F.
Year Constructed	1994

Building Overview

Barn 4 is utilized primarily for livestock and other animal events. Its extra width and wider aisles in comparison to other barns on site make it especially functional for livestock events.

Description

The building is wood framed with metal siding and roof. The floor is concrete slab on grade. This barn is un-heated.

Condition

The building is relatively new and in good condition but the quality of construction is below average. Noted quality deficiencies include light weight door systems, thin gauge metal wall and roof panels, ineffective exhaust fans, and the lack of floor drains. It is anticipated that this building will remain serviceable for another 10 to 15 years which is a considerably shorter life span than some of the older barns on site.

Recommendations

Conduct regularly scheduled maintenance to prolong the life of this building as long as possible. The long-term master plan recommends the eventual replacement of this building with a combination barn/parking facility.

BARN 5

ALLIANT ENERGY CENTER
MADISON, WISCONSIN



View Looking South West

Statistics

Number of Levels	1 Story
Approximate Gross Area	23,810 S.F.
Year Constructed	1964

Building Overview	Barn 5 is utilized for various livestock events and misc. storage.
Description	The building is steel framed with metal siding and roof. The floor is concrete slab on grade and the building is un-heated. Concrete knee walls were added around the interior perimeter to protect the metal siding. As a result, the metal siding fasteners and door tracks are no longer accessible complicating future repairs.
Condition	The building is in fair to poor condition difficult to repair due to the knee walls. Roof leaks are becoming more and more common. It is anticipated that this building will remain serviceable for another 5 to 10 years.
Recommendations	Conduct regularly scheduled maintenance to prolong the life of this building as long as possible. The long-term master plan recommends the eventual replacement of this building with a combination barn/parking facility.

BARN 6

ALLIANT ENERGY CENTER
MADISON, WISCONSIN



View Looking South West

Statistics

Number of Levels	1 Story
Approximate Gross Area	5,838 S.F.
Year Constructed	1970

Building Overview	Barn 6 is an open ended, unconditioned pole shed with a lean-to canopy. It is utilized primarily for dirt storage and periodically for livestock events.
Description	The building is steel framed structure with wood siding and a metal roof. Originally, the building was constructed as a pole structure with 4 open sides. In the 1070's wood siding was added to the two long sides.
Condition	The building is very old and in poor condition. It is anticipated that this building will remain serviceable for another 5 years +/- . Recent improvements include the addition of cattle wash racks and canopy structure. Future scheduled improvements include recoating of the roof and ongoing replacements and repairs as needed.
Recommendations	Conduct regularly scheduled maintenance to prolong the life of this building as long as possible. The long-term master plan recommends the eventual replacement of this building with a combination barn/parking facility.

BUILDING 7 – TOILETS AND SHOWERS

ALLIANT ENERGY CENTER
MADISON, WISCONSIN



View Looking South East

Statistics

Number of Levels	1 Story
Approximate Gross Area	1,953 S.F.
Year Constructed	1995

Building Overview	Building 7 is a toilet and shower facility serving both exhibitors and attendees of events primarily occurring at the barn areas.
Description	The building is of masonry construction with metal roofing over a wood framed roof deck. The floor is concrete slab on grade. The building is heated but not air conditioned.
Condition	The building is in good condition. It is anticipated that this building can remain serviceable for another 10 to 20 years.
Recommendations	Conduct regularly scheduled maintenance to prolong the life of this building as long as possible. The long-term master plan recommends the eventual removal of this building to make room for a combination barn/parking facility.

BARN 8 AND 11

ALLIANT ENERGY CENTER
MADISON, WISCONSIN



View Looking South West

Statistics

Number of Levels	1 Story
Approximate Gross Area	19,160 S.F.
Year Constructed	1968

Building Overview	Barn 8 and 11 are actually a single building with a partition dividing it into two sections numbered 8 and 11. Barn number 8 houses Alliant Energy Center's mechanical repair shop, carpenter shop, parts storage, and space for grounds keeper supplies. Barn number 11 is utilized for various livestock events and other specialty events.
Description	The building is a pre-manufactured metal building with steel frame, metal siding and roof. The floor is concrete slab on grade. Barn number 8 is heated and insulated. Barn number 11 is un-heated.
Condition	The building is in fair condition but of lower quality construction. It is anticipated that this building will remain serviceable for another 5 to 10 years. Incorporation of a metal fabrication shop is a future consideration for building number 8.
Recommendations	Conduct regularly scheduled maintenance to prolong the life of this building as long as possible. The long-term master plan recommends the eventual replacement of this building with a combination barn/parking facility. The operations currently housed in building number 8 should be relocated to a much larger space to accommodate the needs of the maintenance and grounds operations as well as the Alliant Energy Center's extensive fleet of vehicles.

BARN 9

ALLIANT ENERGY CENTER
MADISON, WISCONSIN



View Looking South West

Statistics

Number of Levels	1 Story
Approximate Gross Area	14,548 S.F.
Year Constructed	1964

Building Overview	Barn 9 is utilized primarily for livestock events.
Description	The building is steel framed with metal siding and roof. The floor is concrete slab on grade and the building is un-heated.
Condition	The building is in fair condition. It is anticipated that this building will remain serviceable for another 10 to 15 years.
Recommendations	Conduct regularly scheduled maintenance to prolong the life of this building as long as possible. The long-term master plan recommends the eventual replacement of this building with a combination barn/parking facility.

BARN 10

ALLIANT ENERGY CENTER
MADISON, WISCONSIN



View Looking South West

Statistics

Number of Levels	1 Story
Approximate Gross Area	16,964 S.F.
Year Constructed	1979

Building Overview	Barn 10 is utilized primarily for winter storage and grounds operations during the winter and livestock events in the summer.
Description	The building is steel framed with metal siding and roof. The floor is concrete slab on grade and the building is un-heated.
Condition	The building is in fair condition but roof leaks are becoming more common. It is anticipated that this building will remain serviceable for another 10 to 15 years.
Recommendations	Conduct regularly scheduled maintenance to prolong the life of this building as long as possible. The long-term master plan recommends the eventual replacement of this building with a combination barn/parking facility.

STORAGE BUILDINGS S-1 AND S-2

ALLIANT ENERGY CENTER
MADISON, WISCONSIN



View Looking North East

Statistics	
Number of Levels	1 Story
Approximate Gross Area	6,070 S.F. Each
Year Constructed	1968 and 1973

Building Overview	There are two round storage buildings located between the Coliseum and Willow Island. These buildings are used for general storage in support of the Coliseum and grounds. Typical stored items include electrical supplies, lamps, risers, etc.
Description	The faceted circular buildings are metal buildings with a modified bitumen roof over wood roof deck and trusses. The floor is concrete slab on grade. The buildings are not heated or air conditioned.
Condition	Both buildings are of a similar age and are in fair to good condition for this building type. It is anticipated that these storage buildings will remain serviceable for another 10 to 15 years. Building S1 recently received a new roof and siding and gutter repairs are anticipated in the near future.
Recommendations	Conduct regularly scheduled maintenance to prolong the life of these buildings as much as possible. Security improvements should also be considered due to the value of some items stored. The location of these buildings on site does not conflict with the long-range master plan.

STORAGE BUILDING 3

ALLIANT ENERGY CENTER
MADISON, WISCONSIN



View Looking East

Statistics	
Number of Levels	1 Story
Approximate Gross Area	3,500 S.F.
Year Constructed	1978

Building Overview	Storage Building 3 is utilized for the storage of various outdoor equipment, signage, barricades, etc.
Description	The building is steel framed with metal siding and roof. The floor is concrete slab on grade. The building is un-heated and does not have electricity supplied to it.
Condition	The building is in fair condition. It is anticipated that this building will remain serviceable for another 10 to 15 years.
Recommendations	Conduct regularly scheduled maintenance to prolong the life of this building as long as possible. The long-term master plan recommends the eventual replacement of this building with a combination barn/parking facility.

STORAGE BUILDING 4

ALLIANT ENERGY CENTER
MADISON, WISCONSIN



View Looking South East

Statistics

Number of Levels	1 Story
Approximate Gross Area	10,000 S.F.
Year Constructed	1995

Building Overview	Storage Building 4 is utilized for the storage of various parts and equipment utilized throughout the Alliant Energy Center.
Description	The building is wood framed with metal siding and roof. The floor is asphalt on grade and the building is un-heated. Large sliding steel doors are provided along the sides of the building.
Condition	The building is in fair to poor condition and of lower quality construction. The floor is lower than surrounding pavement height, which has caused problems with water accumulation and the floor and freezing in the winter. It is anticipated that this building will remain serviceable for another 10 to 15 years.
Recommendations	Conduct regularly scheduled maintenance to prolong the life of this building as much as possible. The long-term master plan recommends the eventual replacement of this building with a combination barn/parking facility.

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