

LAND USE APPLICATION - INSTRUCTIONS & FORM

LND-A

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Date Received 5/18/26 10:00 a.m.

☐ Initial Submittal

Paid _____

☐ Revised Submittal

All Land Use Applications must be filed with the Zoning Office. Please see the revised submittal instructions on Page 1 of this document.

This completed form is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the [Subdivision Application](#). If your project requires both Land Use and Urban Design Commission (UDC) submittals, a completed [UDC Application](#) and accompanying submittal materials are also required to be submitted.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.

Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.

Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.

APPLICATION FORM

1. Project Information

Address (list all addresses on the project site):

1919 Alliant Energy Center Way

Title: Alliant Energy Center Exhibition Expansion

2. This is an application for (check all that apply)

- ☐ Zoning Map Amendment (Rezoning) from _____ to _____
- ☐ Major Amendment to an Approved Planned Development - General Development Plan (PD-GDP)
- ☐ Major Amendment to an Approved Planned Development - Specific Implementation Plan (PD-SIP)
- ☐ Review of Alteration to Planned Development (PD) (by Plan Commission)
- ☒ Conditional Use or Major Alteration to an Approved Conditional Use
- ☐ Demolition Permit ☐ Other requests _____

3. Applicant, Agent, and Property Owner Information

Applicant name	<u>Larry Barton</u>	Company	<u>Strang, Inc.</u>
Street address	<u>811 E Washington Ave., Suite 200</u>	City/State/Zip	<u>Madison, WI 53703</u>
Telephone	<u>608-276-9200</u>	Email	<u>[REDACTED]</u>
Project contact person	<u>Jeff Connelly</u>	Company	<u>Strang, Inc.</u>
Street address	<u>811 E Washington Ave., Suite 200</u>	City/State/Zip	<u>Madison, WI 53703</u>
Telephone	<u>608-720-1842</u>	Email	<u>[REDACTED]</u>
Property owner (if not applicant)	<u>Mike Dunlap (Dane County Department of Public Works, Highway & Transportation)</u>		
Street address	<u>1919 Alliant Energy Center Way</u>	City/State/Zip	<u>Madison, WI 53713</u>
Telephone	<u>608-279-8934</u>	Email	<u>[REDACTED]</u>

APPLICATION FORM (CONTINUED)

5. Project Description

Provide a brief description of the project and all proposed uses of the site:

Exhibition building expansion adding exhibition halls, banquet rooms, meeting rooms, storage, new commercial kitchen, and office space.

Site will be classified as a Fairgrounds Use.

Proposed Square-Footages by Type:

Overall (gross): 308,445 Commercial (net): 292,745 Office (net): 15,700
Industrial (net): - Institutional (net): -

Proposed Dwelling Units by Type (if proposing more than 8 units):

Efficiency: - 1-Bedroom: - 2-Bedroom: - 3-Bedroom: - 4 Bedroom: - 5-Bedroom: -

Density (dwelling units per acre): - Lot Area (in square feet & acres): -

Proposed On-Site Automobile Parking Stalls by Type (if applicable):

Surface Stalls: 73 Under-Building/Structured: - Electric Vehicle-ready¹: - Electric Vehicle-installed¹: 8

*73 new stalls added, see C201 for net and existing to remain

¹ See [Section 28.141\(8\)\(e\), MGO](#) for more information

Proposed On-Site Bicycle Parking Stalls by Type (if applicable):

Indoor (long-term): - Outdoor (short-term): 90

Scheduled Start Date: 2028 Planned Completion Date: 2031

6. Applicant Declarations

- ☒ **Pre-application meeting with staff.** Prior to preparation of this application, the applicant is strongly encouraged to discuss the proposed development and review process with Zoning and Planning Division staff. Note staff persons and date.

Planning staff DAT Meetings and Pre-Application Meeting Date 9/4/25, 3/19/26, 2/26/26

Zoning staff DAT Meetings and Pre-Application Meeting Date 9/4/25, 3/19/26, 2/26/26

- ☐ **Posted notice of the proposed demolition on the [City's Demolition Listserv](#)** (if applicable). Date Posted -

- ☐ **Public subsidy is being requested** (indicate in letter of intent)

- ☒ **Pre-application notification:** The zoning code requires that the applicant notify the district alder and all applicable neighborhood and business associations **in writing no later than 30 days prior to FILING this request**. Evidence of the pre-application notification or any correspondence granting a waiver is required. List the alderperson, neighborhood association(s), business association(s), AND the dates notices were sent.

District Alder Alder Knox Date 4/06/2026

Neighborhood Association(s) Capital View Neighborhood Date 4/06/2026

Business Association(s) South Metropolitan Business Association Date 4/06/2026

The applicant attests that this form is accurately completed and all required materials are submitted:

Name of applicant Larry Barton Relationship to property Architect

Authorizing signature of property owner Date 14 May 2026