

PLANNING DIVISION STAFF REPORT

April 27, 2026



PREPARED FOR THE PLAN COMMISSION

Proposal: Zoning Text Amendment

Legistar File ID #: [92344](#) (Fairground Accessory Use)

Prepared By: Zoning Staff

[92344](#) – This code change adds a new accessory use, fairground, as a permitted use in the Parks and Recreation (PR) zoning district. This change is proposed due to some of the unique outdoor uses of the Alliant Energy Center property.

Alliant Energy Center (AEC) was attached to the City as part of the October 2022 Town of Madison attachment. AEC is now looking to make some improvements to their property. One of the zoning code requirements that would be triggered with an upcoming building addition is parking lot landscape islands. However, landscape islands are incompatible with some of the other uses of these areas which are sometimes used for parking and other times used for trailer parking and storage, tents and other temporary structures, amusement rides, carnivals, stages, concession stands, etc.

The proposed code change would allow AEC to designate outdoors areas on their site for the fairground accessory use. In these areas, parking lot islands would not be required. Instead, landscaping would be required along the entire perimeter of any designated fairground areas. Fairground areas would also be required to be setback at least 25 feet from adjacent residential districts, which they currently are.

Staff supports this amendment.