



Aerial view looking east

Background

In 2014, Ho-Chunk Gaming Madison (HCGM) engaged Urban Assets to identify potential additional land uses for the 47.75 acres surrounding its gaming facility. In addition to expanding the existing gaming facility, these included adding a hotel & conference center, heritage center, regional sports complex, retail, restaurants, and other entertainment uses. This proposed “destination entertainment district” expects to draw visitors from across the region due to the site’s gateway location along I-90 and proximity to downtown Madison.

Status

- A feasibility study for the **casino expansion, hotel and conference center** is complete and under review by Ho-Chunk leadership.
- A feasibility study for the **DeJope Heritage Center** is underway and expected to be complete in January 2017.
- A feasibility study for the **regional sports complex** is set to begin in November and be completed in early 2017. This study is managed by the Madison Area Sports Commission and jointly funded by the City and HCGM.
- **Master planning and rezoning** for the HCGM will begin pending tribal approval this year.

Ho-Chunk Gaming Madison / City of Madison Work Group



Collaboration and Engagement

A City of Madison workgroup with representation from Ho-Chunk Gaming Madison (HCGM), City planning, zoning, parks and traffic engineering has met, with support from Urban Assets (project consultant), for over a year to advance a collaborative planning process that contemplates redeveloping HCGM property into a “destination entertainment district” through the planned development process.

Due to the proximity of City and Ho-Chunk land at this location, the workgroup has involved the Madison Area Sports Commission in the process of exploring the opportunity to develop a regional sports complex with indoor and outdoor fields on both properties.

Related Planning Initiatives

- The **Yahara Hills Neighborhood Development Plan** anticipates new population and employment growth in the area and recommends a new interchange at US 12/18 and CTH AB to improve access and safety.
- The **City of Madison Parks and Open Space Plan**, soon to be updated, guides public policy and park facility decisions.
- The **Village of McFarland** anticipates completing an update to its comprehensive plan in early 2017, which includes a new business park south of Siggelkow Road and I-90/39.
- **Feasibility studies** for major components of future development, including an expanded gaming facility, new hotel and conference center, DeJope Heritage Center and regional sports complex are underway or complete.
- **Harley Davidson** has closed its Sauk Prairie facility and plans significant expansion at its Madison site over the next two years. Plans include the addition of winter bike storage and an all-weather training facility, which together with the dealership are expected to draw 75-80,000 visitors per year.

Next Steps – WisDOT Access

The workgroup has engaged the Wisconsin Department of Transportation in ongoing communication regarding the future access needs of these potential developments relative to WisDOT’s planning and recommendations for the I-39/90 & US 12/18 Interchange, and the US 12/18 Freeway Conversion.

This workgroup intends to pursue a joint advocacy process regarding current and future access priorities for the area. This will begin with a letter to WisDOT that articulates the need for an interchange at US 12/18 and CTH AB, and an extension of Meier Road from the north with an overpass of US 12/18. Anticipated signatories include the Ho-Chunk Nation, City of Madison, Village of McFarland, Ho-Chunk Gaming Madison and Harley Davidson.