



Graaskamp's participation in the convocation center debate. 1985-1986

[s.l.]: [s.n.], 1985-1986

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*Prof. James Graskamp
Landmark Research*

CITY OF MADISON
INTER-DEPARTMENTAL
CORRESPONDENCE

Date: August 13, 1985

TO: Alderperson Anne Monks, District Eight
FROM: George E. Austin, Director, Planning & Development
SUBJECT: Verified Petition - Convocation Center site rezoning, Rail Corridor

The subject rezoning could be verified in two possible ways. The first would be by property owners directly across the street and within 100 feet of the across-the-street line. The owners of the Bayview Housing Complex (across Regent Street) control in excess of the required 20% of the total area across the street (approximate 35%).

The second way would be by 20% of the electors who live in the buildings any part of which are located in the first 100 feet directly across the street. This alternative would require in excess of 20% of the electors in the North two buildings of both Bayview and the Gay Braxton Apartments.

The Gay Braxton Apartments, owned by the CDA, do not by themselves have enough across-the-street area to constitute the required 20%.

Please call Charles Dinauer on any questions.


George E. Austin, Director
Planning & Development

GEA:j1j/0/12

CITY OF MADISON
INTER-DEPARTMENTAL
CORRESPONDENCE

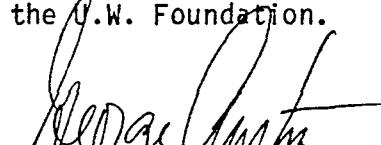
DATE: August 21, 1985

TO: Distribution

FROM: George Austin, Director, Department of Planning & Development
SUBJECT: University of Wisconsin Convocation Center Study

I received the attached letter from Joel Skornicka this morning regarding the U.W. Convocation Center Study. The U.W. Foundation has chosen a team headed by Flad & Associates of Madison. The services outline and timetable are also attached for your information.

Should you have any questions, I suggest that you contact Joel Skornicka at the U.W. Foundation.



George Austin

George Austin, Director
Director, Department of Planning and Development

GEA:jkj

Distribution:

Alderperson Jerry Born, 1st District
Alderperson Michael Blumenfeld, 4th District
Alderperson Rosa Escamilla, 5th District
Alderperson Anne Monks, 8th District
Alderperson Nicole Gotthelf, 9th District
Alderperson Eve Galanter, 10th District
Alderperson Sally Miley, 13th District
Alderperson Ron Trachtenberg, 21st District

University of Wisconsin Foundation

702 Langdon Street
Madison, Wisconsin 53706
Telephone: 608-263-4545

August 13, 1985

Mr. James W. Miller, President
Flad and Associates
6200 Mineral Point Road
PO Box 5098
Madison, WI 53705

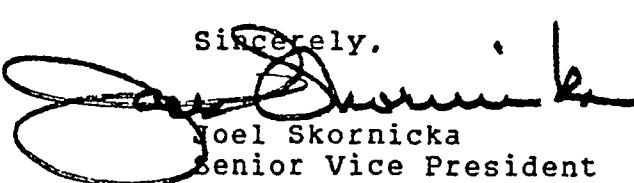
Dear Jim:

This letter authorizes the Flad/Ellerbe/Barton Aschman/Coopers and Lybrand team to proceed with consulting services relative to siting of a convocation center for UW-Madison. The tasks described in the attached services outline will be performed by the team starting August 15, 1985 and will be completed by December 15, 1985.

For these services, the University of Wisconsin Foundation agrees to compensate Flad and Associates \$46,000 plus out-of-pocket expenses for travel to and from Madison and subsistence while out-of-town team members are in Madison. Payment for these services shall be made on the basis of an initial 20% on August 15, 1985 and subsequently on the 15th of September, October, November and December 1985 upon receipt of a request from you which contains a report describing the team's progress to that time. Also, travel and subsistence billings should be submitted with consulting services requests for payment.

If this letter of agreement meets with your approval, please sign two copies and return to me. Thank you.

Sincerely,



Joel Skornicka
Senior Vice President

Approved:
Flad & Associates
By: _____
Title: _____
Date: _____

JS:tm
Enclosure

cc: Robert B. Rennebohm BCC: Chancellor Irving Shain
John W. Feldt Laszlo G. Fullop
Fred C. Winding Wayne F. McGown
Robert Hendricks
Dick Tipple
George Austin
Mallie Buckley

**UNIVERSITY OF WISCONSIN - MADISON CONVOCATION CENTER STUDY
SERVICES OUTLINE**
Flad/Ellerbe/Barton Aschman/Coopers & Lybrand

August 15 - September 2

**DATA
COLLECTION**

Collect data from University, City, County.
Develop list of contact persons, committees,
commissions.
Develop pertinent code and ordinance data.

**PROGRAM
REVIEW**

Review of preliminary program information as provided
by the Foundation. U.W. will describe functional spaces
desired; Flad/Ellerbe will describe all elements required
by facility to properly support those functions. A
central element in program review is an organized
event review:

- (A) New events in the community;
- (B) Events displaced from an existing facility in the
community; or a
- (C) Location change of events currently held on
campus.

The review will also provide preliminary facility
requirements for each type of event.

**EXISTING
FACILITY
REVIEW**

Review Existing Facilities: (U.W. Fieldhouse, Camp
Randall Stadium and Dane County Coliseum)

(A) Code Deficiencies

(B) Programmatic Deficiencies

(C) Potential for Remodeling

**FACILITY
FOOTPRINT**

Diagrammatic solution for new construction - non site
specific but showing general dimensional layout for use
in testing sites.

**CLIENT REVIEW
MEETING(S)**

August 27 - September 2

September 3 - October 7

SITE SELECTION FACTORS

Develop philosophy for site selection based on program review, and establish site selection factors and process accordingly. Working with U.W., establish priority factors such as parcel size, location/accessibility, and probable acquisition and development costs to select three to five possible sites for new Convocation Center.

SITE/FUNCTION ANALYSIS

An examination of each of three to five sites for issues related to size and configuration, general proximity, and land use appropriateness. All sites mapped at same scale (probably 1" - 100').

NATURAL FACTORS

Mapping and verbal analysis of critical factors of the natural environment for each of the sites:

- (A) Topography - Mapping and description.
- (B) Geologic Base and Soils - Depth to bedrock, soil suitability for construction.
- (C) Hydrography and Hydrology - Surface water, depth to watertable, precipitation and watershed analysis.
- (D) Vegetation - Plant cover, specimen trees, dominant plant communities.
- (E) Wildlife - Habitat description, species list, foraging patterns.
- (F) Climate - Macro-climate-prevailing winds, temperature ranges, degree days. Micro-climate-site orientation for sun and wind.

CULTURAL FACTORS

A critical analysis of all sites in the context of planning by the University and the wider community and of basic legal, economic and infrastructural issues.

- (A) Campus planning compatibility and important campus linkages.
- (B) Community planning appropriateness and important community linkages.

- (C) Density and land use issues as related to zoning.
- (D) Economic Issues
 - (1) Overall economic impacts upon the community.
 - (2) Economic impact differences among the sites including ways of development and spin off development.
 - (3) Ancillary facilities and support service development.
- (E) Traffic, Transit and Parking
 - (1) Develop trip generation of the center/arena.
 - (2) Develop center/arena parking requirements.
 - (3) Analyze accessibility and prepare accessibility plats for automobile, transit (including both existing bus system and light rail potential), and service vehicles at each site.
 - (4) Assign event generated trips to the arterial and local street system adjacent or serving each site and determine critical street intersection capacities.
 - (5) Conduct an air quality assessment for each site.
 - (6) Determine the environmental impact on adjacent neighborhoods and commercial areas in terms of traffic volumes and air quality at event times.
 - (7) Prepare preliminary geometric, circulation and access design optimum size utilization.
 - (8) Develop proposals to mitigate possible negative environmental impact on adjacent neighborhood/commercial areas for each site.
- (F) Utility service mapping and capacity analysis - water, sanitary, storm, gas, electricity and steam - prepare analysis of probable service requirements based upon optimum building design, siting, and engineering systems.

AESTHETIC FACTORS

An examination of existing site amenities and the visual effects of the siting of the Convocation Center from both site specific and wider contextual perspectives.

- (A) Visual identity/orientation - Graphic representations of views to and from the site, including verbal assessment of relationships to existing site amenities and provision of new amenities.

- (B) Site Plan(s)
- (C) Image elevations and sections (drawings).
- (D) Massing and materials studies.

PRELIMINARY MATRIX Develop matrix for sites based on numerical evaluations.

DRAFT STUDY Organization and production of draft report with preliminary recommendations as to existing facilities and sites.

CLIENT REVIEW MEETING(S) October 8 - 14

October 15 - November 11

STUDY REFINEMENT Analyses already performed will be refined with emphasis on site selection philosophy and process and study organization. Sketch graphics and writing clarified, modified, refined for presentation.

CLIENT REVIEW MEETING(S) November 11 - 18

UW & AGENCY PRESENTATIONS November 19 - 25

FINAL REVISIONS & GRAPHICS Final revisions and graphics based on client and other reviews.

PRINTING Offset printing (two colors), 200 copies.

J C
Copy Mailed
to Aldermen

City of Madison, Wisconsin

A SUBSTITUTE RESOLUTION

Receiving and supporting the recommendations
of the Convocation Center Committee
regarding a Convocation Center

Drafted by: Steve Anderson
Assistant to the Mayor

Date: July 17, 1986

Fiscal Note: NO APPROPRIATION REQUIRED

Presented _____
Referred Plan Commission *, Transporta-
tion Commission, CDA, and Common Coun-
cil Organizational Committee
Rereferred _____

Reported Back _____

Adopted _____ POF
Rules Susp. _____ Tabled _____
Public Hrg. _____

* * * *

Resolution No. _____
File Number _____
APPROVED
COMPTROLLER'S OFFICE
[Signature]

SPONSOR(S): Mayor F. Joseph Sensenbrenner, Jr. and Ald. Born

WHEREAS, the University of Wisconsin has proposed to build a Convocation Center in the West Washington Railroad Corridor; and

WHEREAS, on April 9, 1985, the Madison Common Council adopted a resolution requesting the University to do a site selection study; and

WHEREAS, the same resolution called for the joint creation of a joint ad hoc committee to review the site selection study and make recommendations to their respective planning and policy bodies; and

WHEREAS, the request to study has been completed and has been reviewed by a committee comprised of the following people:

Nicole Gotthelf, Madison Alderperson
Gerry Born, Madison Alderperson
Fred Arnold, Madison Plan Commission
Steve Anderson, Mayor's Office
Robert Skuldt, County Supervisor (replacing Supervisor Rod Matthews)
Clarence Olson, County Supervisor
Keith Yelinek, Downtown Madison, Inc. (Alternate: Tony Cattelino)
Wayne McGown, University of Wisconsin-Madison Chancellor's Office
Gary Seemann, WSA (replacing Brian Fielkow)
Laszlo Fulop, U.W. Planning and Construction
Ralph Neale, Athletic Department; and

WHEREAS, the Committee recommends that if a convocation center is constructed:

1. It should be located on Site C (i.e., the "Dayton Street Site") as recommended by the study consultant and the Committee; and
2. The facility, when not being used for University uses, would be available for non-University uses such as entertainment events, conventions, tradeshows, and note-worthy public speakers provided that the City of Madison would have defacto veto power over non-University uses of the facility for the purpose of minimizing potential impact upon a proposed Convention Center and the existing Dane County Coliseum facilities; and
3. The Committee further recommends that joint planning should be undertaken by the City and the University in consultation with the neighborhood to determine desirable land use in the vicinity of "Site C", with particular emphasis on the Committee's concern that there be adequate recreation and open and green space retained in the area as well as suitable parking and transportation routes; and
4. At least a 1,000 car parking ramp for the Convocation Center shall be constructed as a part of the Convocation Center or in conjunction with other development projects of the U.W. Foundation on lands adjacent to Site "C" that are presently owned by the U.W. Foundation; and
5. The University of Wisconsin will continue its commitment to undergraduate student housing in the South Campus area, and the U.W. Foundation will include Merit House-type housing as a part of their forthcoming Capital Campaign; and
6. An adaptive reuse of the railroad depot building shall proceed in a timely manner with a target date for a definitive proposal being no later than December 31, 1987; and
7. Joint planning shall be undertaken by the City and the University in consultation with the neighborhood relating to traffic dispersal from the Site with a particular emphasis on circulation patterns for Murray Street; and

WHEREAS, the Convocation Center Committee shall reconvene at the call of the Chair as affects the above numbered Items 1 through 7 2, 3, and 5;

NOW, THEREFORE, BE IT RESOLVED that the Convocation Center Committee's recommendations are received and supported by the Common Council.

DRAFT

Copy Mailed
to Aldermen

City of Madison, Wisconsin

A SUBSTITUTE RESOLUTION

Receiving and supporting the recommendations
of the Convocation Center Committee
regarding a Convocation Center

Drafted by: Steve Anderson
Assistant to the Mayor

Date: July 25, 1986

Fiscal Note:

Presented
Referred Plan Commission *, Transporta-
tion Commission, CDA, and Common Coun-
cil Organizational Committee
Rereferred

Reported Back

Adopted POF
Rules Susp. Tabled
Public Hrg.

* * *

Resolution No. _____
File Number _____

SPONSOR(S): Mayor F. Joseph Sensenbrenner, Jr. and Ald. Born

WHEREAS, the University of Wisconsin has proposed to build a Convocation Center in the West Washington Railroad Corridor; and

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Keith Yelinek, Downtown Madison, Inc. (Alternate: Tony Cattelino)
Wayne McGown, University of Wisconsin-Madison Chancellor's Office
Gary Seemann, WSA (replacing Brian Fielkow)
Laszlo Fulop, U.W. Planning and Construction
Ralph Neale, Athletic Department; and

DRAFT

WHEREAS, the Committee recommends that if a convocation center is constructed:

1. It should be located on Site C (i.e., the "Dayton Street Site") as recommended by the study consultant and the Committee; and
2. A neighborhood representative shall be appointed to the Convocation Center Committee on or before August 19, 1986; adequate/recreation/and/open/space/retained/in/the/area/as/well/as/sufficient/parking/and/transportation/routes; and
- 3/3. The facility, when not being used for University uses, would be available for non-University uses such as entertainment events, conventions, tradeshows, and note-worthy public speakers provided that the Mayor of the City of Madison in consultation with the Dane County Executive will have veto power over non-University uses of the facility for the purpose of minimizing potential impact upon a proposed Convention Center and the existing Dane County Coliseum facilities; and
- 3/4. The Committee further recommends that joint planning should be undertaken by the City and the University in consultation with the neighborhood to determine desirable land use in the vicinity of "Site C", with particular emphasis on the Committee's concern that there be no loss of existing recreation, open, and green space as presently on Site "C" and, if there is an impact due to the siting of the Convocation Center, then the University will take action to insure that there will be adequate recreation, open, and green space.; and
5. At least 1,000-1,300 parking ramp spaces shall be built at the same time the Convocation Center construction commences. It is understood that the 1,000-1,300 total may include joint usage by the proposed Convocation Center and office/commercial uses on the U.W. Foundation land to the south of Site "C". In the event there is no construction activity on the land owned by the U.W. Foundation that is south of Site "C", it is further understood that at least a 1,000 car parking ramp will be built for the Convocation Center. A further condition on the 1,000-1,300 car parking facility is that there will be no faculty parking allowed. A management plan for the parking facilities will need to be approved by the appropriate City review agency prior to construction of either the Convocation Center or office/commercial uses on the U.W. Foundation land to the south of Site "C"; and

DRAFT

6. The University of Wisconsin will continue its commitment to University-related housing in the South Campus area * and will make land available at a price of \$ per unit below appraised per unit market values for development of 500 additional units of housing in the South Campus area within the timeframe in which the Convocation Center is developed. Marketing of this land shall be done in concert with the City of Madison Planning and Development Department with the procedure to be determined. Also, the U.W. Foundation will include a minimum \$1 million goal for Merit House-type housing as a part of their forthcoming Capital Campaign; and
7. An adaptive reuse of the railroad depot building shall proceed in a timely manner with a target date for an acceptable development or redevelopment proposal being no later than July 15, 1987 and shall specifically address the questions of street access and parking, with particular emphasis on questions relating to Frances Court; and
8. Joint planning shall be undertaken by the City and the University in consultation with the neighborhood relating to traffic dispersal from the Site with a particular emphasis on circulation patterns for Murray Street. The review structure to focus on these traffic issues shall be a subcommittee of the Convocation Center Committee and will be composed of the alderperson, neighborhood representative, and City and University representatives of their respective Traffic and Planning Departments. This planning process should include development of parking policies and recommendations for those week-day hours when there could be a double demand for use of the parking facilities due to a week-day scheduled event at the Convocation Center. Included in the parking policies shall be a requirement that charter buses, school buses, and other buses used to transport people to the Convocation Center will not be parked in the immediate neighborhood and may be parked in Lot 60 or other non-public areas except for those times of drop-off and pick-up of their passengers. Shuttle buses shall also be provided for students during registration; and
9. The final architectural plans for the Convocation Center will be subject to Urban Development Commission approval; and

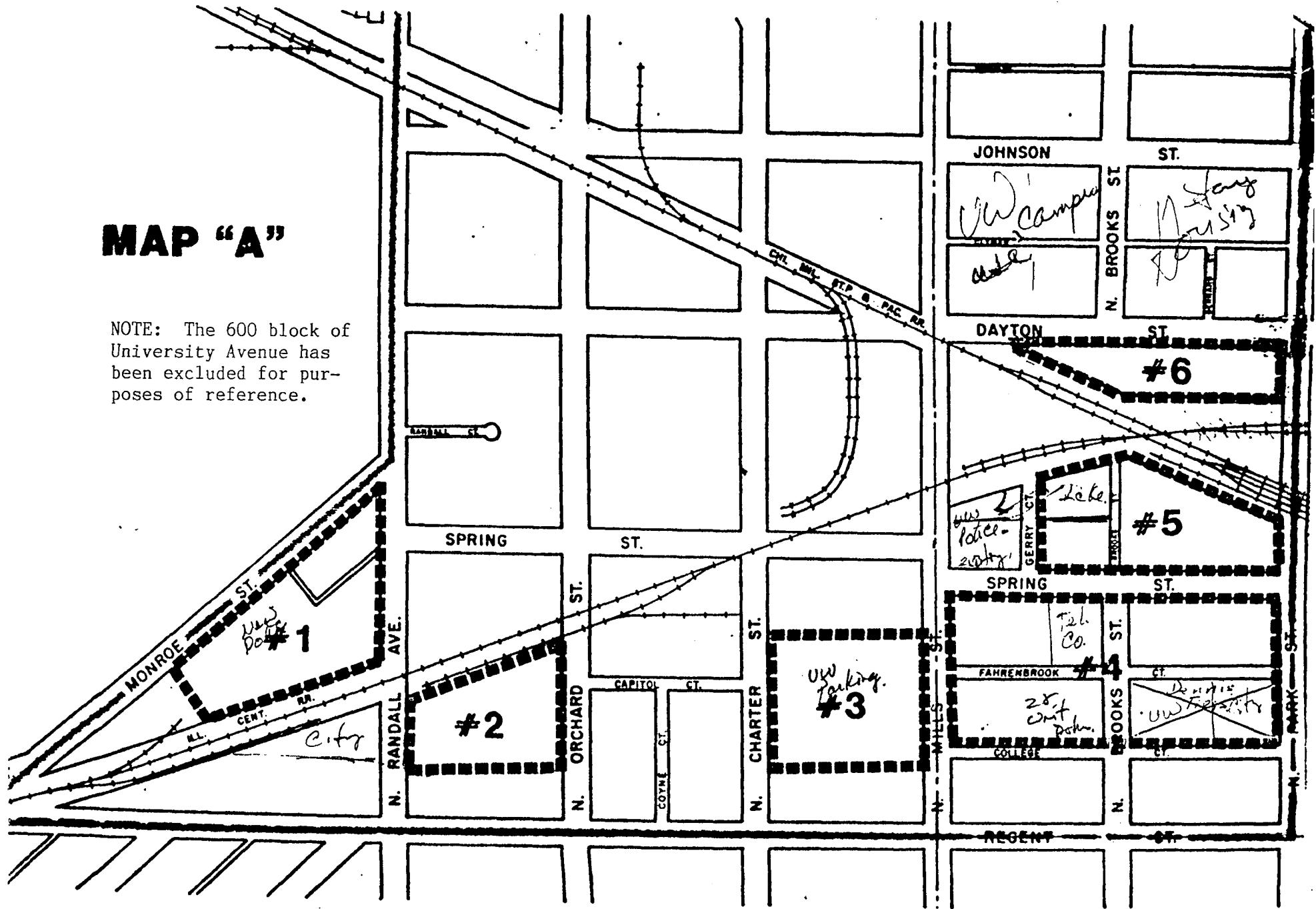
WHEREAS, the Convocation Center Committee shall reconvene at the call of the Chair as affects the above numbered Items 1 through 7 2, 3, and 5;

NOW, THEREFORE, BE IT RESOLVED that the Convocation Center Committee's recommendations are received and supported by the Common Council.

See Attached Map "A"

MAP "A"

NOTE: The 600 block of University Avenue has been excluded for purposes of reference.



POSSIBLE SUBSTITUTE WORDING FOR
RECOMMENDATION #5
OF THE CONVOCATION CENTER "SUBSTITUTE" RESOLUTION
(On Page Two)

6. The University of Wisconsin will continue its commitment to University-related housing in the South Campus area * and will make land available at market prices for the private development of University-related housing in the South Campus area. The University of Wisconsin will work with the City of Madison to develop a marketing strategy for this land and will further report back on or before October 1, 1986, to the City of Madison Department of Planning and Development regarding the viability of assisting housing in the South Campus area using the mechanisms outlined in the attached memo from Chancellor Shain to members of the South Campus Planning Committee. The University of Wisconsin and the City of Madison shall work cooperatively to outline the marketing process and the University of Wisconsin will work with a good faith effort toward a substantial number of new University-related housing units being provided prior to the groundbreaking for the Convocation Center. Also, the U.W. Foundation will include a minimum \$1 million goal for Merit House-type housing as a part of their forthcoming Capital Campaign; and

DRAFT

* See Map "A"

UNIVERSITY OF WISCONSIN-MADISON

Pfile: Campus Plan



CHANCELLOR
Bascom Hall • 500 Lincoln Drive
Madison, Wisconsin 53706
608-262-9946

September 15, 1980

TO: Members of the South Campus Planning Committee
FROM: Irving Shain, Chancellor

Irving Shain

This is in response to your request that I indicate to you the types of activities the UW-Madison would consider engaging in to encourage housing development in the central city.

On June 4, Mayor Skornicka and I held a joint news conference regarding the report of the Statutory Advisory Housing Committee. At that time I indicated that the UW-Madison intended to cooperate with the City and the private sector in helping to develop additional central city housing. In addition, our current draft version of the 1980 Campus Development Plan, which is scheduled to be acted on by the Campus Planning Committee in September 1980, identifies where the University might assist housing development.

In general, the University will assist with housing development in several ways. We will explore the specific ways the following categories of assistance can be applied as the South Campus Planning Committee works out the details for the housing it is planning.

1. Long-term, low-cost leasing of University-owned land for housing development;
2. Sale or trade of University-owned land for housing development;
3. University lease of privately-owned housing;
4. Management of privately owned housing through contract with the University;
5. Providing organizational, development, management, and other technical assistance to nonprofit housing cooperatives. The UW is already working with the Community Development Authority to identify ways in which this can be done.

These possibilities should not be viewed as an exhaustive list of the ways in which the University might become active in assisting housing development, but are illustrative of the mechanisms that have been discussed thus far. It must be recognized that there may be limitations in the manner in which the University can participate in the development of off-campus housing and that most proposals would require prior approval by the Board of Regents, State Building Commission, and the State Legislature.

jrs

University of Wisconsin Foundation

702 Langdon Street
Madison, Wisconsin 53706
Telephone: 608-263-4545

January 23, 1986

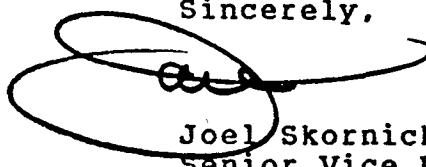
**Ald. Ann Monks
Madison Common Council
210 Monona Avenue
Madison, WI 53710**

Dear Ann:

Attached is a copy of the Convocation Center Study completed recently for the University of Wisconsin Foundation. This study was conducted by Flad & Associates at the request of the Foundation and reviews existing facilities and analyzes potential new sites for a convocation facility.

Since we have limited copies of the study, we would appreciate your sharing this copy with your colleagues. Please call on us if we can be of assistance.

Sincerely,



Joel Skornicka
Senior Vice President

JS:cd

Enclosure

Convocation Center Study

University of Wisconsin - Madison

**Flad & Associates
Ellerbe Associates
Coopers & Lybrand
Barton·Aschman Associates**

January, 1986

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EXECUTIVE SUMMARY

The University of Wisconsin-Madison Convocation Center concept addresses the need for a major sports and convening facility that is primarily for University use, but is also available for community events. In August, 1985, following a period of discussion and controversy about the development of a Convocation Center, a consultant team consisting of Flad & Associates, Ellerbe Associates, Coopers and Lybrand, and Barton-Aschman Associates were retained to execute this study.

It was the task of the four consultants to objectify the issues related to the development of a Convocation Center for the University of Wisconsin-Madison. The consultants were not asked to justify the need for such a Center, but rather to determine how best the existing and proposed program of events of the University and the wider community might be housed in such a facility.

The work was to be completed in time to be incorporated in the University of Wisconsin's 1986 Alumni Fund Drive.

The consultants were given two principal sequential tasks from which others evolved:

- (1) Review Existing Facilities - the University of Wisconsin Field House, Camp Randall Stadium, and the Dane County Coliseum;
- (2) Survey and Analyze Potential Sites for a New Facility

Task (1) - Summary and Conclusion

Prior to the retention of the consultant team, preliminary design work had been undertaken by the University's Department of Planning and Construction on the possible development of an Intercollegiate Athletic Center in conjunction with the Field House and Camp Randall--the most likely choices among the three facilities. The early presumption was that the preliminary design work by Department of Planning and Construction had been unfruitful. However, an objective opinion from outside the University was deemed necessary. In fact, the consultants determined that there are no cost-effective solutions for the expansion of facilities at any of these three sites. (See pages 10 through 13.)

Task (2) - Summary and Conclusion

Given architectural program information from the University, the consultants prepared a footprint for the Center. If built today this facility as programmed would cost approximately \$28 to \$35 million. Using this footprint, eighteen sites within or at the boundaries of the campus were reviewed. All sites were subject to evaluation based on five priority factors--construction feasibility, legal issues, acquisition cost, land use compatibility and accessibility. Four sites were given detailed scrutiny, and were evaluated on these and two additional factors - aesthetics and economic impact.

RECOMMENDATION

Analysis of all seven factors suggested that, if all parcels can be assembled, the 600

block of West Dayton Street (Site C), combined with a portion of lands to the south which were purchased by the University of Wisconsin Foundation, would make the best overall site for the Convocation Center.

Specifically the opportunity exists on this site to develop a facility which:

- (1) Serves the University's students by proximity to their residences.
- (2) Serves the Athletic Department by proximity to existing offices and support facilities.
- (3) Is compatible with other land uses in the area including the Southeast Recreational Facility, recreational open space, adjacent light industrial uses, and nearby commercial areas.
- (4) Allows for the largest amount of compatible development to occur on the bulk of the Railroad Corridor site owned by the University of Wisconsin Foundation and on other adjacent parcels.
- (5) Has the potential for access from arterial systems both north and south of the railroad tracks.
- (6) Provides an opportunity for the development of new parking while offering a large amount of existing parking space.

(7) Provides opportunities for an architecturally strong solution which are in scale with a diverse neighborhood.

(8) Is accessible by existing transit and potential future light rail service.

There is also the combination of all of these factors which effects the best opportunity to accomplish four important objectives: to reconnect the Triangle, long an urban island, back to the fabric of the city; to improve the appearance and function of the southeast corner of the campus; to close one part of the open seam of the city's west Rail Corridor; and to provide a model for future development of Rail Corridor lands in the City of Madison.

ALTERNATIVE OPTIONS

While the Dayton Street site (Site C) is the first choice, any of the other three sites could also be utilized. The rationale for selecting Site C suggests that the site on the corner of Regent and Murray Streets (Site D), would be a second choice which could also bring substantial benefits to the University and to the City, but perhaps at greater social costs to existing residents of the Triangle. It should also be stated that those sites near the Natatorium (and particularly the site west of the building- Site A) represent an opportunity to develop a facility that, because of its location would likely be completely devoted to University use. The relative economies of the existence of nearby surface parking may outweigh other problems of accessibility and the disadvantages of reduced added economic impact and greater impediments to construction.

PROJECT OVERVIEW

A TWOFOLD PROGRAM: INSTITUTIONAL AND COMMUNITY USES

The University of Wisconsin - Madison Convocation Center exists today as a concept which responds to two significant prerequisites for improvement and expansion of the overall capabilities of both the University and the community. On the one hand is the need to improve and expand the school's athletic and convening facilities - for basketball, hockey, graduation, registration, lectures, and other large-scale events. On the other hand is the need to provide a space within the community for events which might attract as many as 15,500 people; such as the WIAA basketball tournament, a major trade exhibit, or large-scale entertainment attractions. This twofold purpose is the fundamental rationale behind the architectural programming for the Convocation Center.

To date, the program exists in expanded outline form, largely through the efforts of the University's Department of Planning and Construction. The consultants on this study, using their experience with this building type, have added detail to the programming in an effort to elaborate and specify the concept in order to give realistic form to the Center. In general, the following types of uses for the building have been anticipated in the preparation of this study:

Possible Institutional Uses: Intercollegiate Sports - basketball, hockey, wrestling, gymnastics, volleyball, fencing, and special tennis events; Graduation Ceremonies; Registration; Seminars; and Lectures.

CONCLUSIONS

Summary of the Tasks

It was the task of the four consultants who executed this study to objectify the issues related to the development of a Convocation Center for the University of Wisconsin-Madison. The consultants were not asked to justify the need for such a Center, but rather to determine how best the existing and proposed program of events of the University and the wider community might be housed in such a facility.

In doing this work the first task was to review existing facilities—Camp Randall Stadium, the Field House and the Dane County Coliseum. It was determined that without expenditures equivalent to or greater than costs of a new facility, none of these buildings offered outstanding opportunities for a Center.

The next task was to select a site for a new building. Site selection for such a complex facility required a preliminary study of feasibility. The task here was to isolate the factors that affect feasibility—the five priority factors including: construction feasibility, legal considerations, acquisition cost, land use compatibility, and accessibility, and the two additional factors of economic development and aesthetics. Each of the sites was evaluated by studying these factors. Although Site C recorded the best score among the four most promising sites there was no obvious winner based on the feasibility matrix.

SITE SELECTION RATIONALE

Ultimately all factors of feasibility become proportional to the objectives that might be realized as a result of such a project, and the means of attaining those objectives are measured by the value of the objectives. Additionally, factors can combine to create a synergy that is greater than the simple sum of high scores versus low scores. For example, one may assume, based on the involvement of community leaders in this study, that the development of a Convocation Center which is primarily a University facility but which is also programmed for wider community use is a desirable objective. One may also assume that certain planning and design objectives, such as broadening the tax base, improving the design of edge areas, and closing gaps in the city's fabric, might be attained in this process because of the additional development that could be spurred by a Center which is open to wider community use. If one accepts these objectives and assumptions, it is fair to conclude that a Convocation Center near the southeast corner of the campus is one potentially desirable means to attain these objectives.

Other more specific conclusions can be drawn based upon this set of objectives. To shift the focus of activity north of the Rail Corridor while taking advantage of the Foundation's purchase of the Rail Corridor site, the preliminary planning for Site C represents a combination of University and privately owned lands and part of Site D. On the Dayton Street Site (Site C), many linking opportunities exist without significant traffic or architectural impact on those living in the Triangle. Of course, depending on the character of development that goes onto the Railroad Corridor Site, one should note that the further growth of the University may be limited by this decision.

If one hypothesizes the development of the Convocation Center on the Railroad Corridor Site (Site D), one can see the significant opportunity of relinking the Triangle to the neighborhood and campus to the north via the additional development generated by the Center. There are also certain long term advantages which may accrue to the University as a result of this "leapfrog approach" since it significantly extends the University's institutional limits of development. On the other hand, that advantage may be lessened in the eyes of the community during peak periods of use of the Center when the traffic impact on the Triangle would be most felt. It is also possible that the scale of the Center would be incompatible with development at the north edge of the Triangle.

Access to the Sites C and D is equally good. The exception in both instances is peak evening rush hour (4:00-5:00) when event patrons ideally would not be entering or exiting the Center. Existing parking opportunities are essentially equivalent. However, the funding of new parking may be dependent upon the amount of development that can be created on the Railroad Corridor Site since a parking ramp could be partially funded through tax incremental financing. This proposition gives Site C an advantage over Site D because there will be a greater increment created by the larger area available for development.

Given the objectives outlined and a combination of factors, overall, Site C satisfies more of the objectives than does Site D. Site C is the recommended site, with the following qualification described below.

It is obviously imperative for the University or the Foundation to purchase those

parcels on Site C which it does not currently own. Provided that the University, the Foundation, and the City of Madison can work together to assemble those parcels necessary to complete Site C, the opportunity for joint planning and marketing of the area is substantial. If those parcels cannot be assembled, the effort would logically shift to secure approvals for the Center on the Railroad Corridor (Site D).

UNIVERSITY OF WISCONSIN FOUNDATION ROLE

The continuing role of the University of Wisconsin Foundation is desirable since their record of community service and development is strong. Every effort should be made to secure the Foundation's continuing participation in the future of the Railroad Corridor. Developers will be attracted to the Railroad Corridor Site (Site D) regardless of the location of the Convocation Center. However, the character and quality of development will be significantly enhanced if the Foundation remains in the process. Conceived as a part of the redevelopment of this important part of the University and the City, the Convocation Center project represents an outstanding opportunity to establish a model for a public/private partnership process of a type that will be needed to secure the successful redevelopment of the entire west Railroad Corridor.



Graduate School of Business

University of Wisconsin-Madison

1155 Observatory Drive
Madison, WI 53706
608/262-0391

July 22, 1986

MEMORANDUM

TO: President Kenneth Shaw, University of Wisconsin System
Chancellor Irving Shain, Madison Campus
Dean James Hickman, School of Business
Robert Rennebohm, UW Foundation President

FROM: Prof. James A. Graaskamp
Chairman, Real Estate & Urban Land Economics

RE: *Stacy* Proposed Convocation Center

A number of responsible people within the University administration as well as citizens in the Madison community have asked me to express my reasons for concern about the proposal for a Convocation Center. I deeply believe that it is a misallocation of capital at a time when University capital must be used to address our highest priorities. More recently, I have also been concerned as to the less than forthright manner in which this project has been presented to the City and University decision making bodies. The attached memorandum is a hurried statement and partial rationale for these concerns forwarded to you by the loyal opposition.

July 5, 1986

PRELIMINARY DRAFT

MEMORANDUM

TO: Whom It May Concern

FROM: Professor James A. Graaskamp
Chairman, Real Estate & Urban Land Economics

RE: A Rationale For Opposing Development
of a University Convocation Center

It has been correctly reported that I am vigorously opposed to a proposal by the Chancellor's office to build a 15,000 seat Convocation Center, financed by the University of Wisconsin Foundation, because it represents:

- A. A waste of precious endowment capital
- B. A drain on future operating revenues of the Athletic Department and the University
- C. An affront to faculty governance and student priorities
- D. A disregard for city and county land use and facility planning and review procedures

First, let me say that I am a fierce supporter of the University of Wisconsin and its School of Business. I also subscribe to the premise that a state supported school must first respond to the needs of the students, the parents, the taxpayers, and the state. The State of Wisconsin desperately needs economic development if it is to continue to support the University of Wisconsin as it has in the past. State resources will be further strained by recent federal fiscal policies, with or without the Gramm-Rudman Act. Applied sciences like business, engineering, biochemistry, agricultural science, and other schools that lead to jobs should receive greater emphasis to enhance labor pool skills in the state. When 20 percent of the freshman want to be pre-business, then there is an obligation to gradually shift resources, as attrition permits, toward the Business School. I have always believed that the people generally have more common sense and are more in tune with the times than those who purport to lead them.

Without further philosophy, it follows that one thing we need to do is to expand the capacity of the Business School. It also follows that most of that additional capacity will have to come from private endowment because there are too many demands on state revenue. This reality comes as a shock to professors who find that endowment support follows long term, dedicated considerate treatment of students while they are on campus if they are to remain loyal after they return to the work force. Consideration does not imply a lack of rigor, hard work, or discipline as the Real Estate program has clearly shown. But neither can we dismiss student preferences, contrary to liberal arts spokesmen who say that students' desire for job related education is just a passing fancy like the hula hoop. Nor can we dismiss teaching skills in the classroom when teaching rather than publication wins future Alumni support from positive memories of their campus experience.

It is revealing to note the number of dollars spent per year on Business School students at each of the following universities:

Stanford	\$23,047
UCLA	8,229
Wharton	8,041
North Carolina	6,033
Michigan	5,127
Minnesota	4,830
Columbia	3,359
Washington-(St. Louis)	3,278
Indiana	2,715
Purdue	2,486
Illinois	2,403
Ohio State	2,316
Wisconsin	2,231
CCNY	2,042

Wisconsin is at the bottom because it lacks endowment. Primary sources for endowment of the Madison School of Business must be Wisconsin industry and Wisconsin Alumni. When the University of Wisconsin Foundation expects to raise \$100 million from Wisconsin industry and then squander the first \$30 million on a Convocation Center, I object to the misapplication of endowment. A 9 percent annual return on an investment of \$30 million is the \$2.7 million of lost investment income that could have increased the capacity of the School of Business by 60 percent, allowing us to take half of the freshman who applied to the School of Business, rather than 30 percent.

The lost investment income does not include the additional drain of negative operating revenues on existing resources of the Athletic Department and the University. Chancellor Shain vigorously opposed construction of a golf course unless operating losses were endowed. Today, he is maneuvering to

force construction of the Convocation Center without any forecast of the potential operating losses! The County Coliseum with 8,500 seats and reasonably aggressive merchandising continues to lose money for the County. Why will the University make money when it gives the impression that it will not compete in the private market for revenue events which could be handled by the County Coliseum or the proposed City Exhibition Center? Could it be that no one has made an estimate of loss for fear it would cause rational people to withdraw support for the Convocation Center? Currently, the hockey team is well housed at the Coliseum event though tickets are in a short supply. One hypothesis of the Convocation Center is that increased hockey ticket sales would produce a net profit for the Athletic program but no mention is made of the relationship of that increased profit to the operating losses of the Center. University officials argue that significant underutilization also suggests drastic operating losses or a utilization factor which is not cost effective for the few events that need the 15,000 seat capacity. Can prudent trustees of the public funds argue the project is feasible if there is no objective estimate of revenues and expenses or if there is such an estimate, that it is a closely held secret of the promoter. In contrast, the democratic process in the City of Madison required the mayor early in the discussions of a proposed Exhibition Center to appoint an independent committee of experts to analyze the operating expense risks that would be incurred by the City.

The Chancellor and Foundation officials admit that the shopping list of projects to be funded through Wisconsin Foundation efforts appears to be heavily weighted toward brick and mortar projects including expansion of medical research facilities, an indoor football practice field, and the Convocation Center, as well as a new Business School. Still, the Chancellor has created a special faculty committee to advise on spending of capital funds raised by the Foundation. This committee presumably favors improving teaching ratios and the competitive salary base, but has little direct influence as compared to the fund-raisers who argue that it is easier to attract gifts for tangible properties which appeal to multiple interests. Thus, the need for improved basketball facilities which might cost \$15,000,000 was expanded to include the popular hockey constituency and mass entertainment boosters for Madison, as well as an undefined convention market until this multi-purpose facility would cost \$30,000,000. This budget does not include an unreported capital cost to convert the old Fieldhouse to an administrative facility with offices around the perimeter four stories high and two gymnasiums for wrestling, women's sports, volleyball, stacked on top of each other in the core of the building. Presumably the State Building Board is expected to finance this flip side to the Convocation Center coin.

Given the great pride the University has in faculty governance

with student participation, where does this democratic process provide instruction to the Chancellor on the use of a \$100,000,000 or more gift from the Foundation and state resources? Does the Chancellor dare to have unrehearsed discussion in the Faculty Senate when:

1. Endowment funds would reduce the loss of real purchasing power in faculty salaries, the sharp cutbacks on teaching assistants, the number of sections available in basic courses, and the falling morale of faculty in applied sciences.
2. The hockey coach should not favor leaving the Coliseum and playing to 3,000 empty seats, or having implied responsibility to pay the bills of the Convocation Center.
3. If the truth were known and the basketball coach could speak out, he does not want to play basketball on a court laid over ice and adjust his schedule to the economics of a dual purpose Convocation Center; he wants a facility designed for basketball, not fund-raising. Basketball does deserve a modern facility and the UW Athletic Department could rehab the Field House for other needs. Both these project should not exceed \$15-\$20,000,000 of State funds!
4. The students would prefer to have more sections of courses they need for their educational goals and their careers rather than 15,000 seats under roof for a graduation which most of them would not attend.
5. The WSA representative in the city committee review process voted "no", but the silence of the student publications on the issue is amazing. It reflects the fact that the University fails to teach basic economics to the majority of students to whom it grants a degree and the premise of being educated. It may also reflect the choice of the University to push plans forward during the summer, when students and faculty are off-campus or otherwise distracted.

Insensitivity to faculty and student priorities is consistently carried forward by University officials to the politics of city, county, and state. University planners brushed aside a joint land use plan, barely a year old between the University and the City for the blocks impacted by the Convocation Center. The preferred location on Dayton Street lacks traffic capacity for a crowd of 15,000 basketball fans, not to mention the congestion of basketball tournaments with four games a day. The project was represented to contain a 1,000 car parking ramp. In fact, University officials admitted to the Planning Commission that the Convocation Center would have less than 250 parking stalls and that the other 750 would be south to the railway tracks and required for the proposed office park development.

Unfortunately, this was represented as the wish of the Mayor in an amazing accord drafted by the Mayor's office which conceded everything to the University and nothing to the University. It was wisely rejected by the Planning Commission. (See Exhibit 1.) Parking ratios and traffic solutions were justified by a feasibility study that included the use of all existing student parking in the area, the ramp at Madison General Hospital, the private parking lots of nearby commercial buildings, the lot at Block 600 at University Avenue, and the streets in all the adjacent neighborhoods! This objective feasibility study was the joint product of various design firms and engineers, who could have a professional fee interest in the construction of the project totalling almost 10 percent of the cost! As one high ranking University official put it, the parking problem would solve itself as it does for the football games! The University attitude is that what is good for the University is good for Madison, and yet these same intellectuals throw scorn on American industry when industry manifests the old Al Capp axiom, "What's good for General Bull Moose is good for the country." The University is pushing its plans for a Convocation Center and an oversized office park as though they were separate issues on a crash program during the summer while students are gone, citizens are mellow with the summer vacation, and City Hall is positioning the Mayor for the next election with the effort to achieve a consensus for the Exhibition Center.

The Alderpersons in the areas affected are now beginning to challenge the wisdom of a massive facility 100 feet high and four times the size of the South East Recreational Facility in a low rise residential area of congested streets. Traffic and parking studies were not available to the Planning Commission and there is a suspicion that the City's Site Selection Review Committee was stacked to avoid recommendation of a site near Lot 60 and to justify the hasty purchase of the railyard. A University process should be a model of forthright resources planning rather than aggressive self-aggrandizement at the expense of many citizens in Madison. The UW Foundation has imposed a false deadline on the City Planning process in the form of the kickoff date for fund raising. Those who contribute to convocation centers seldom need to know the legal description of the site. Why does the University presume the right to bully the City Planning process in any event?

The County Coliseum and related parking facilities may encounter serious funding deficits if it loses the hockey account, a fact which has precipitated City-County competition for hotel and convention facilities which should best be located downtown. Why not locate a new basketball facility near the existing hockey facility for better traffic, parking, and high school tournament control? Why not locate a basketball facility between Lot 60 and the School for Veterinary Medicine, and eliminate the need for new parking ramps altogether?

At the state level one can only wonder at the public relations impact of 1) asking Wisconsin business to endow convocation centers and parking ramps rather than Business and Engineering Schools, 2) asking Wisconsin legislators to fund more of the Wisconsin intramural athletic program, while the Athletic Department builds a duplicate ice hockey facility, or 3) asking future students to be loyal, contributing alumni when expansion of teaching resources during their stay on campus was thwarted for lack of a primary concern for student program preferences. A golf course, an indoor football practice field, and a \$30,000,000 barn for athletics could easily send the wrong message to the legislature about Madison campus priorities.

Real estate development has been a subject of great derision among the intellectuals of the land who see the developer and his single minded purposefulness as damaging to the quality of life, inflicting hidden costs on the citizens, and practicing anything but forthright political discussion of private projects. To call an athletic barn a Convocation Center is clever indeed; to argue that it won't cost the University a thing because it is built with private capital which carries no debt service constant is brilliant. But the hidden costs to the citizens are real; premature application to city committees wastes city official's energy, and the democratic process is being subverted. For a University in the pursuit of scientific and philosophic truth, the lack of objective dialogue, factual analysis of alternatives in terms of who benefits and who pays, in terms of the will of the majority is an interesting comment on the power of the Chancellor's office in an institution based on faculty government.

While many of us may be disappointed by the willingness of City officials to accede to the University development bulldozer, nevertheless, the real responsibility for the misallocation of capital is on the shoulders of the Regents, the faculty, and the students who are ineffective in their ability to organize and communicate economic reality to Madison campus boosters and administrators. Faculty and students have taken the easy way out, by hoping the City would use its land use control process to prevent this low priority Convocation Center, but the City doesn't care if the University squanders funds to clean up a dilapidated backwater of the former railyards. The Mayor's office and City Council quite properly see that the issue to build a Convocation Center as an internal value statement by the University governance process. Apparently this process doesn't work on matters of significance or has been confused by University administrators who pretend that it is a matter for external relations with the City of Madison or just an issue in site selection.



Graduate School of Business

University of Wisconsin-Madison

1155 Observatory Drive
Madison, WI 53706
608/262-0391

August 5, 1986

MEMORANDUM

TO: Board of Regents

FROM: Prof. James A. Graaskamp
Chairman, Real Estate & Urban Land Economics

RE: The Opportunity Costs of a Convocation Center:

1. Loss of endowment income and teaching capacity
2. Loss of integrity in the urban planning process
3. Loss of credibility in state fiscal debates

There is a significant number of talents both on and off the UW Madison campus who believe that the proposed Convocation Center is ill-timed, poorly conceived, and unfortunate in terms of public impact on the City of Madison.

The Convocation Center project involves a reported \$30 million of private endowment capital or revenue bonding by the Athletic Department, a \$10 million remodeling of the old field house, more than a million dollars of City of Madison infrastructure for traffic and other environmental impacts and operating losses to the Athletic Department which could approach \$1 million a year. A commitment of that scale cannot be considered a parochial campus matter.

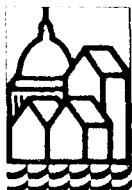
Many of us believe that it is a sensitive policy issue to be reviewed at the earliest possible time by the Regents and the Faculty Senate.

My personal views on the Convocation Center are stated in the attached position paper which has already been directed to key University administrators. Project feasibility, real estate siting, and responsible urban planning and fiscal management are my professional specialties. No economic justification or operating pro forma for alternative sites and structures to improve the Wisconsin basketball program have been presented. The Convocation Center project to date is a travesty of enthusiasm overriding professionalism at a University which prides itself on the wisdom of Richard Ely relative to land and public resources.

We respectfully request Regent review and direction.

Office of the Common Council

City of
Madison



July 24, 1986

Dear Neighbor:

Just an update on the Convocation Center and other matters of interest to the Ninth District.

The Plan Commission referred the comfort resolution which would approve the siting of a Convocation Center on the 600 block of West Dayton (the present location of the Frances Court apartments). The Convocation Center would be ten stories high and would seat 15,000 people and would require at least three parking ramps to accomodate such a capacity of enthusiastic athletic fans. The Plan Commission needs to hear from you on August 4th at 5:30 p.m. in Room 201 of the City-County Building on whether or not you want to support this development of a Convocation Center in the Ninth District. It is important for you to be heard by the Plan Commission as well as the Common Council. The Common Council will address this issue on August 5, 1986 at 7:30 p.m. in Room 201 of the City-County Building.

The University Foundation plans to develop the land on the 600 and 700 blocks of Regent Street (the original site of the Convocation Center). The Plan Commission referred this matter on July 21st for thirty days. The proposed plan is for offices, commercial development and parking ramps to accomodate the Convocation Center. The developer for the University Foundation will revise the plan for the proposed development. If you are interested in the specific plan for this site please call my office at 266-4071 and I will send you the revised proposal when available. I will also hold a neighborhood meeting in the near future regarding this project.

Other potential development along West Washington Avenue includes the siting of an inter-City bus terminal, either on the present site of Badger Bus Depot or including the Badget Depot and the site of Rohde's Steak House. If you are interested in this development, please call my office.

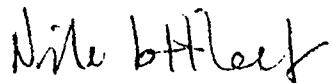
And finally, another potential development which has been getting a lot of play in the newspaper is the possibility of relocating a downtown MATC in the Klein-Dickert site on West Washington. However, no specific plans have been proposed for this site. I will keep you posted on this matter.

City-County Building
210 Monona Avenue, Room 107B
Madison, Wisconsin 53710
608 266 4071

Enclosed is a copy of the Lake Recreation Survey. The Madison Parks Commission, the Dane County Parks Commission and the Dane County Regional Planning Commission are currently studying the water recreation in the Yahara River chain of lakes. Since you live near Lake Wingra and Monona Bay, I thought that you might want to share your opinions with these governmental bodies regarding summer recreation on the lakes. Your opinion will better help us to serve your recreational needs.

I hope you are enjoying your summer and if you have any questions about any development or any problems within the neighborhood please feel free to call me at 266-4071 (office) or 251-7405 (home).

Sincerely,



Ald. Nicole Gotthelf
District Nine

NG:jm



Board of Regents of The University of Wisconsin System

Convo

1860 Van Hise Hall, 1220 Linden Drive
Madison, Wisconsin 53706
(608) 262-2324

August 14, 1986

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SECRETARY

Judith A. Temby
1860 Van Hise Hall
Madison 53706

Dear Professor Graaskamp:

I am in receipt of your August 5 memo describing your concerns with regard to the proposed convocation center. In that letter you indicate that you believe this matter should be reviewed by the regents and the faculty senate.

As you know, funding for the proposed convocation center would be included in the UW Foundation's fund drive. However, because it is to be a University of Wisconsin-Madison facility, the proposed project will ultimately have to be brought to the Board of Regents as well as the State Building Commission for approval. In such matters, however, regent oversight is usually limited to the question of potential operating obligations that could be incurred by the university and the state as a result of such projects and the extent to which they fit in with the larger mission of the university. Thus, there will be adequate opportunity for the board (and others) to consider the merits of the proposal; Chancellor Shain plans to report to the board on these issues at a meeting early this fall. If approved by both bodies, the project will also require enumeration as a part of the University of Wisconsin System's authorized capital building program. This would occur either as a part of a state biennial budget or through separate legislation if the siting issue cannot be resolved in time to coincide with a capital budget cycle.

With regard to the involvement of the faculty senate, I would suggest that that is a matter for campus governance and should be dealt with at the campus level.

Thank you for your interest and concern in this matter.

Sincerely,

Laurence A. Weinstein
President

567W

cc: Each regent
President Shaw
Chancellor Shain

WI.SJ 7/22/83

Mayor wants to save rail depot

By Doug Mell
City government reporter

The city of Madison will use "every resource possible" to protect the 80-year-old Milwaukee Road depot from demolition, Mayor Joseph Sensenbrenner said Thursday.

The bankrupt railroad has put the West Washington Avenue depot and 25 adjacent acres up for sale. And a railroad official said Thursday an offer that included demolition of the landmark would be accepted if the price was high enough.

"That is unacceptable to me and the city," Sensenbrenner said in an interview. "We intend to preclude it (the depot's demolition) by zoning (changes), which should be in place before any substantial activity could take place."

"This has got to be viewed as a business transaction," said William Bickley, the railroad's director of corporate relations, who was in Madison Thursday.

"We are aware of the significance of the depot," he said. "If it's to be torn down, that would be somebody else's decision."

However, there are indications the railroad is aware of the depot's potential value because of its historical significance and its location just outside the city's downtown business district.

Alderman Nicole Gotthelf, 9th District, had a telephone conversation with a railroad real estate official Thursday afternoon. She said the official said the depot "is what is going to sell that property."

Even if a developer wanted to buy the depot and tear it down, it appears unlikely that the necessary demoli-

tion and other permits would be easy to get.

The depot is on the National Register of Historic Places. More significantly for its preservation, the depot also has been designated a Madison landmark by the city Landmarks Commission.

Katherine Rankin, a city planner, said the landmark designation means the landmarks commission has the authority to approve or deny a demolition permit.

The national landmark designation means a developer would be eligible for sizable tax credits and other financial breaks if the depot was renovated, Ms. Rankin said.

The city Department of Planning and Development is about to propose a series of zoning changes for the rail land that is up for sale, said planner John Urich. The bulk of the land now is zoned for manufacturing, which is

one of the least restrictive designations.

Zoning changes being considered for the land will essentially conform to recommendations made by the consulting firm Landmark Research, Inc., which the city hired to study the best uses for the land.

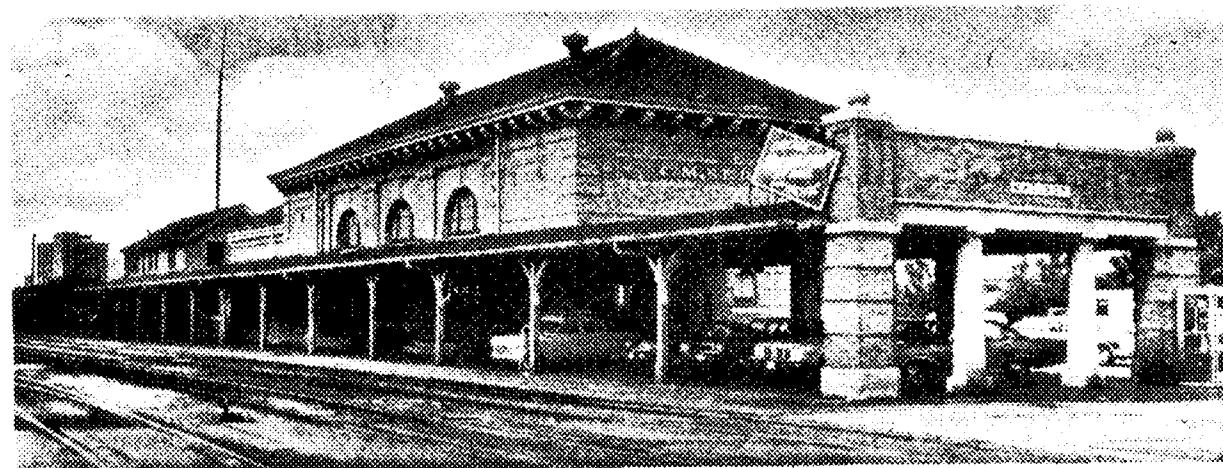
"In general, the 20 acres of development land in the West Washington corridor has multiple opportunities and more effective demand than most other development areas in Madison," the consultant said. "Moreover, the development potential is present despite the expectation of relative stagnant economic prospects" for the Madison area.

"It has always been the intent to make it (the railroad land) a mixed-use development," Ms. Gotthelf said. The development would include retail, commercial and apartment buildings, she said.

The consultant recommended a strong commercial development for 9.3 acres of land bounded by Regent Street, Murray Street and West Washington Avenue, an area that does not include the depot.

"To justify more housing in the isthmus, there must be more jobs," the consultant said. "The greatest unmet need in the isthmus is the availability of vacant, prepared building sites with which to attract and hold research and footloose professionals in the isthmus."

The consultant predicted the railroad would take bids for the restoration of the depot. The consultant emphasized the city tell the railroad about the parking needs of nearby businesses and recommended any development in the 3.9-acre area complement the 1890 "ambiance" of the Washington Hotel and the depot.



Mayor Sensenbrenner says Madison must protect the West Washington rail depot.

3/12/85 **UW arena proposal is criticized**

**By Peter Annin
Of The State Journal**

The University of Wisconsin-Madison's proposal to build a 15,500-seat arena along Regent Street near West Washington Avenue was criticized by UW Professor James Graaskamp and Madison Alderman Nicole Gotthelf during a hearing at the Memorial Union Monday night.

The hearing, attended by about 25 people, was sponsored by the city policy group of the Madison Socialists of America. No one representing the

UW was at the hearing.

Graaskamp, who teaches a course on real estate and is a partner in a real estate research firm, said the arena is a bad idea for the city.

"It makes sense for the university to buy it," he said. "It's a good buy.... But it's not such a good thing for the city."

Graaskamp, who said his company spent six months researching development possibilities for the railroad corridor, said he is a "pro-downtown developer."

"If we have land that has the

glamour of being close to the university and the Capitol... then we ought to use that resource to advance the city of Madison's economic base."

Ms. Gotthelf, who represents the area of the proposed development (the 9th District), said, "The university did not look at alternatives. It said, 'I want a convocation center. Where can I put it?' and plopped it on the railroad corridor.

"I really don't think the university looked at its own existing land."

Part of the land was bought for \$1.8 million late in February by the

University of Wisconsin Foundation, a private, non-profit university fund-raising organization, which will hold the land until university officials decide whether to build the arena, which would cost an estimated \$16 million to \$20 million.

Ms. Gotthelf said the city must still approve a zoning change before any construction on a convocation center could begin.

She also said she will ask the City Council to "express concern" over the university's current arena proposal and to propose a joint university-city committee to explore alternative sites.

She will propose that the council ask for building plans, a transportation study, an environmental impact statement and a site plan.

The ideal development for the area, Ms. Gotthelf said, would be creative use of the existing depot and office and residential development for the rest of the corridor.

Graaskamp said his research came up with a developer interested in the depot.

"The first people we got a call from was McDonald's," he said. "They want that restaurant so bad they can taste it."

He also said, "We resent very much that the university said there was no out of town demand for the land."

MADISON METRO/ *Edited by Marc Eisen*

New UW Arena Site Revives Corridor Plan

BY BETSY WING

A study released by the UW Foundation this week recommends linking the city's plans for developing the West Rail Corridor to construction of a ~~UW~~ arena and convocation center nearby.

"We're talking about that whole area for development," said UW Foundation Vice President Joel Skornicka.

The study by Flad & Associates ranked a site in the 600 block of West Dayton Street above the original proposed location in the rail corridor at Regent Street and West Washington Avenue.



BRENT NICASTRO

Rail land planner James Graaskamp.

However, Flad said both sites are viable, as are two others near the Natatorium on the western end of the campus.

City officials had opposed the rail corridor site because it would scotch plans set forth in a 1983 study for the city by Landmark Research Associates.

The study called for developing some housing as well as an office/research park on the land.

It also urged the city to act quickly to buy the land from the railroad for a land bank, which could then sell parcels to developers who would conform with city plans for land use.

The city did not buy the land. Instead, an option on it was sold to a Minneapolis man, who in turn sold his option to the UW Foundation.

UW Real Estate Prof. James Graaskamp, whose firm did the 1983 study, said in an interview this week that its recommendations were just as viable today as they were two years ago.

"The city should go ahead and make it an office/research park to compete with the west side," Graaskamp said. "The city can block the university because it would have to change the zoning [to allow a convocation center]. If the city stands firm, the university will have to make the rail corridor a commercial development."

Graaskamp said he also opposes construction of a convocation center on the nearby Dayton Street site.

"I don't think it should be in that area at all," Graaskamp said. "I think everybody is missing the point. Does a state as poor as Wisconsin need to raise \$28 million from private sources to build a big barn that will be used two or three days a week, when \$2.8 million a year in endowment could support 30 or 40 new professors? I'm not willing to concede they need a convocation center."

Ald. Nicole Gotthelf (Dist. 9) was also skeptical about the merits of building a convocation center on either the rail corridor or West Dayton sites, both of which are in her district.

Several local officials said the Dayton Street site would be much better than the rail corridor location.

Ald. Anne Monks (Dist. 8) noted that she is not yet con-

vinced of the need for the center, but added, "I think the Dayton Street site is in the ballpark of what would be acceptable, although parking and open space are things we'll have to look at."

Skornicka's statement that the UW Foundation would probably develop the land—possibly through linking the Dayton Street location to the UW Foundation's development of the rail corridor land—got a favorable reaction from several city officials, including Mayor Joseph Sensenbrenner, who called it "smart politicking."

Sensenbrenner said he'd be

delighted to see the UW or the UW Foundation develop the land "in the way the city wants." He said it's unlikely the city would try to buy the land from the foundation.

As for Graaskamp's continuing criticism of plans for the UW convocation center, Skornicka said that if the UW Foundation board approves the Dayton Street location, Graaskamp's "general concept" for land use in the rail corridor will probably be followed.

"We're almost coming full-circle to what he wanted," Skornicka said.

Convocation center idea draws fire

By Thomas M. Waller
Of The State Journal

A proposal to build a \$28- to \$35-million athletic and convocation center is "a poor piece of public relations" at a time when many of UW-Madison's best people are leaving for higher-paid jobs, a faculty member says.

"We could invest that much money and have a \$4-million per year endowment fund to help keep people here," said James Graaskamp, a land science professor. "What are our priorities?"

Foundation fund-drive planned

The University of Wisconsin Foundation is planning a \$130-million fund-raising campaign.

"We're in the planning stages now," said Robert Rennebohm, president of the foundation. "It will probably start late this year or early in 1987."

Rennebohm said the campaign, which will feature an appeal to corporations as well as individuals, will last two years, but pledges made during that time could be paid over a longer period of time.

About \$100 million would go toward academic programs, Rennebohm said, and about \$30 million for an athletic and convocation center.

"Our first priority is to enhance the plight of professors," he said. "In the last six or seven years the foundation has been able to endow over 60 Bascom professorships. We've been able to keep some of our stars (from leaving for more money elsewhere)."

Rennebohm said the foundation raises money for whatever the university says it wants, providing there is public acceptance.

"We won't try to raise money for the center unless the public supports the project," he said. "The early reading is that it does."

— By Thomas M. Waller

The comments by Graaskamp, who also operates Landmark Research Inc., a real estate development planning firm, came as he criticized a study of potential sites for the 15,500-seat center.

The University of Wisconsin Foundation hired Flad and Associates of Madison to do the \$50,000-study, which was completed in January. Flad collaborated with three Minneapolis consulting firms: Ellerbe Associates, consultants in arena and convocation center development and architecture; Barton-Aschman Associates, transportation and parking studies;

"The study is based on a presumed need," he said. "It is extremely slanted, subjective and loaded with so many statements of limiting conditions that the implied conclusion (of need) is invalid."

The study said it would cost no more to build a new center than to adapt either Camp Randall Stadium, the UW Field House or the Dane County Coliseum for use as a center. It said four sites are adequate and recommended one on Dayton Street.

In the "conclusion" section, the consultants said they were not asked to justify the need for a center, "but rather to determine how best the existing and proposed program of events of the university and the wider community might be housed in such a facility."

"Everybody says the chancellor (UW Chancellor Irving Shain) is pushing for this thing," said Graaskamp. "Joel Skornicka (UW Foundation senior vice president) is Shain's man."

Attempts to reach Shain and Skornicka for comment were unsuccessful.

UW Foundation President Robert Rennebohm said the foundation has received "very little flak" about the project, other than from Graaskamp and a few local government officials.

"We're very disappointed he has taken this position," he said. "He's a very able and learned guy."

Rennebohm said the foundation hired consultants with experience in

athletic arenas.

Harry Peterson, assistant to the chancellor, said the selection was designed to assure people that the study would be independent.

City and county officials objected after the foundation paid \$1.8 million for land in the West Washington railroad corridor, at Regent and Murray streets, and announced plans to build an arena there.

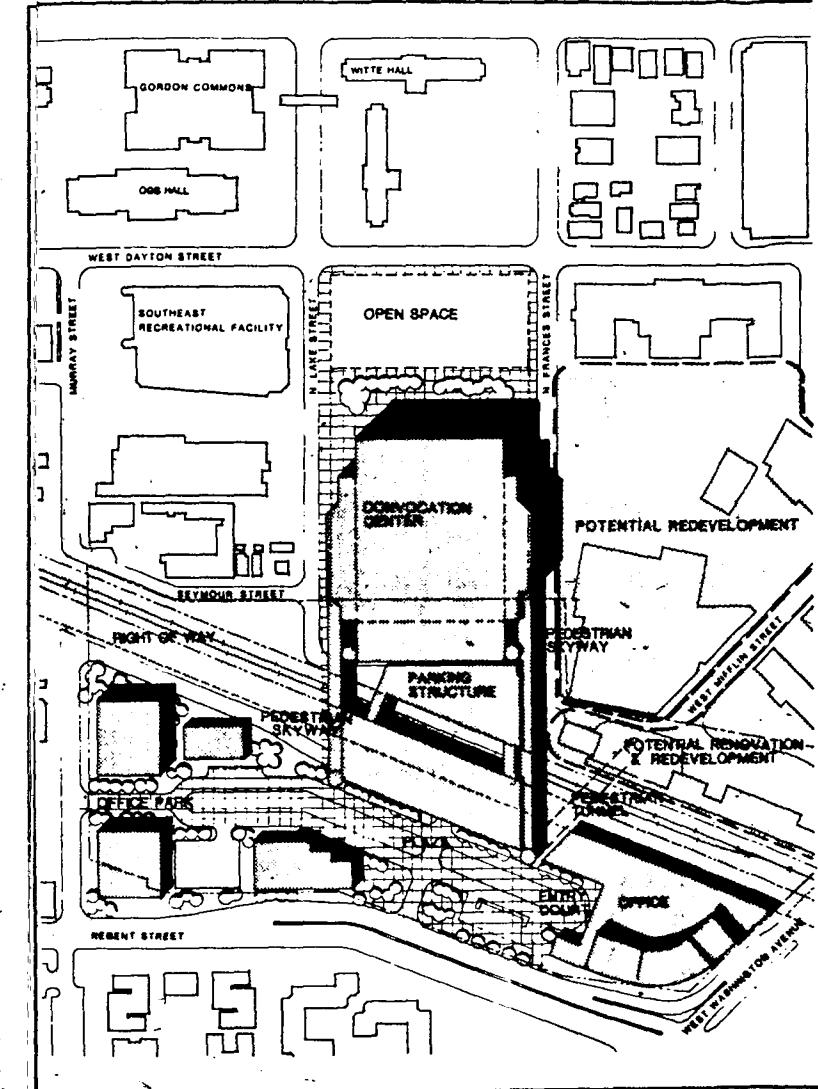
Their objections are based on a planning recommendation by Graaskamp that calls for redevelopment of the corridor.

Some officials also oppose the Dayton Street site, preferring to see more housing close to the campus. They favor two arena sites near the Natatorium on the west edge of the campus.

"The university would not have recommended purchase of the rail corridor land if we hadn't determined there is a need for a center," said Peterson. "Our current facility is inadequate for basketball, and we have to go off campus for hockey games. In addition, we have other needs which we believe can be met with a convocation center."

Peterson said academic priorities always come first at the university, but many people are more willing to give money for athletic facilities than for academic projects.

"We're interested in obtaining support for all programs," he said. "I regret that professor Graaskamp sees fit to impugn the motives of the people with whom he apparently disagrees."



Consultants have recommended this N. Lake Street site for a new UW arena and convocation center.

Map by Flad & Associates

UW arena switch revives rail corridor project

By MARC EISEN
Capital Times Staff Writer

Plans for a major office and commercial development in the West Rail Corridor of the central city have been quietly revived in the wake of the probable location change of the proposed University of Wisconsin arena and convocation center.

Moving the site to the 600 block of West Dayton Street should free up about 10 acres of the almost 14-acre rail tract for development, with the remainder of the land earmarked for a parking ramp attached to the arena, UW Foundation Vice President Joel Skornicka said last week.

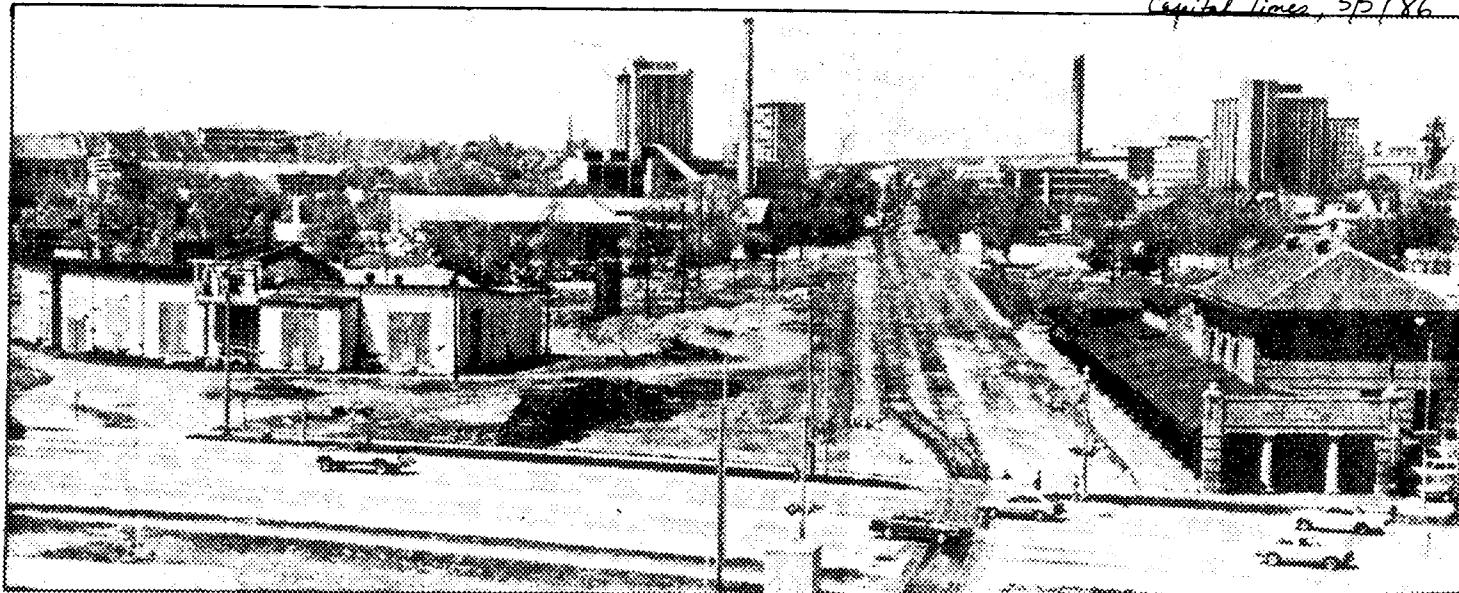
"We would develop that land commercially I would hope within a year," Skornicka said. He added, "We're running a considerable cost, including taxes, in just holding that land. We'd like to have our investment generating money for scholarships, professorships and lectureships."

The decision to move ahead with the development has received scant attention, but potentially it could be more important to the city than building a new home for the UW basketball and hockey teams.

Owned by the bankrupt Milwaukee Road railroad, the corridor was the target of a major city planning effort that resulted in its rezoning along the lines recommended by UW real estate expert James Graaskamp in 1983. But the city's ambitious plans for the corridor were unexpectedly derailed in late 1984 when a key portion of the land was snapped up by the UW Foundation as a site for a \$16 million to \$20 million sports arena and convocation center.

(See CORRIDOR, Page 5)

Capital Times, 5/5/86



RICH RYGH/The Capital Times

The likely location change for the UW arena and convocation center has given new life to plans for office and commercial

development of the rail corridor north of West Washington Avenue.

Corridor

There was more than a little irony in this: Developing this underutilized land was vital to the city, Graaskamp had said in his four-volume report, because the UW's efforts to build suburban research parks had "devastating implications" for the downtown.

Graaskamp's plan was for a quasi-public land bank to make a bulk purchase of the entire rail corridor, develop the area north of West Washington Avenue for office and research tenants, then use the new revenue from a special tax district to help relocate the older commercial tenants to the south side of Washington Avenue — J.H. Findorff & Son construction and A.J. Sweet produce, among others — so the land by Monona Bay could be converted to residential uses.

The catch was that while the city endorsed Graaskamp's development

plan, it balked at creating a land bank. The UW Foundation then stepped in to buy the land north of West Washington Avenue before a private developer could put a project together.

The purchase kicked up a storm of debate over the need for the arena and its siting, including some pointed jabs by Graaskamp, who denounced the arena plan as a squandering of UW resources and a major blow to the city's effort to create new jobs downtown and improve the housing stock.

"We feel quite strongly, and not without some background, that within two years — three at the outside — the West Rail Corridor would have been a developed, landscaped and very attractive aspect of Madison," Graaskamp told a campus

group last March when the UW seemed intent on building on the corridor.

But now a special committee of city, county and UW officials has seemingly met many of the siting objections by recommending that the arena be built closer to campus on Dayton Street. The recommendation goes to the City Council on May 20 when it will be referred to committee. A favorable reception is expected, though there is still some city sentiment for the arena be built on campus near the Natatorium.

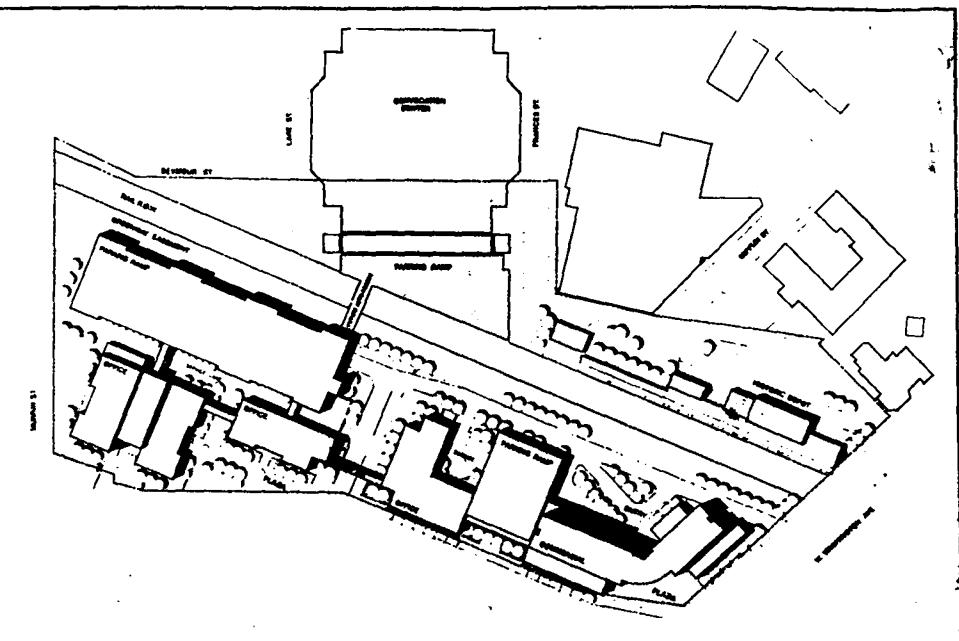
It may be slight consolation to Graaskamp, who still opposes building a arena, but the UW is picking up on his plan for developing the portion of the corridor it owns. Flad and Associates has worked up several preliminary plans, the most recent of which is reprinted here.

"In my own mind, it would be a prime site for development, possibly for offices and research associated with the university," said Craig Schiestl, a landscape architect with Flad. "The proximity is a good one. You're not too far removed from the Capitol. You're not too far removed from the university. And it's very accessible from major arterials. It's got high visibility."

Graaskamp also remains high on the site's potential, making the added point that its nearness to the medical facilities on the Triangle make it a good candidate for medical-related businesses.

Graaskamp had envisioned two-or-three story, suburban-style construction on the site, including surface parking, in order that the office space be priced competitively with space offered on the city's periphery.

"People can't afford \$16-a-foot space and up in high-rise offices that require heavy investment in parking ramps," he said. "What they want is surface parking and \$12- and \$14-a-foot office space in the low-rise construction we had proposed for there. That's what they're going to the suburbs for. If they had a suburban build-



This map shows the possible development (bottom) along the railroad corridor and the likely site (top) for the UW convocation center.

ing downtown, they would stay downtown."

Flad's preliminary plans call for higher density than Graaskamp had proposed — in particular, for two parking ramps, the larger of which (about 700 stalls) would be shared with the nearby arena.

Schiestl cautioned, though, that the development would be staged according to demand, and that his sketches showed the site at maximum use.

One potential snag — as well as an asset — in the redevelopment menu is the railroad depot complex, which is on the National Register of Historic Places and has the potential of offering lucrative tax breaks if rehabilitated for a new use.

But the buildings, which were constructed in 1903, are in poor repair and in need of stabilization while their rehabbing is considered, said Flad architect Bill Bula.

City officials, meanwhile, are pleased with the foundation's plans. "That is a very important piece of land, and I'm very encouraged that the foundation is planning to develop it," Mayor Joseph Sensenbrenner said Friday.

Ald Nicole Gotthelf, whose 9th Dis-

trict includes the property, was also supportive, saying it was "a very positive step."

Graaskamp's proposal for housing on the southern portion of the corridor hasn't been entirely forgotten either.

Findorff's has been looking into converting its two warehouses into townhouses and perhaps building condominiums on the southern tip of

its property, controller Dan Petersen said.

While the project was "on the back-burner," Petersen added, the favorable financial market "makes everything more feasible."

"We're looking at this as a phased approach, doing the warehouses first," he said of the company's interest in building housing on its property.

Will new UW arena compete with county Exposition Center?

By MARC EISEN
Capital Times Staff Writer

A new convention center for the downtown?

How about a new arena and convocation center for the University of Wisconsin?

Roy Guntow, the man who manages the Dane County Exposition Center, isn't worried about any potential competition. Like Clayton Dunn, an aide to County Executive Jonathan Barry, Guntow figures the Coliseum and the Forum — the two main draws on the 160-acre Expo site — are in a strong position to dominate their respective markets.

"Given the mission of the university, I don't think the convocation cen-

ter will be competitive with us," Dunn said.

So is everything cool? Not quite. Despite what seems to be considerable support for a new and major round of public construction, a few people are beginning to see problems.

The most vocal is UW School of Business professor James Graaskamp, who says the county is kidding itself if it thinks the university won't go after its Coliseum business. And he adds that the downtown will suffer from construction of the proposed 15,500-seat UW facility as well.

Calling it foolhardy to believe there won't be competition, Graaskamp said recently, "I can't believe the degree of cooperation the university is

*Includes county revenue for rent, concessions and parking.

The Coliseum:

*The Top 5 Grossing Events for the county in 1985**

1. UW Hockey (22 games): \$389,000.
2. Concerts (19 shows): \$271,500.
3. World Dairy Expo: \$158,000.
4. Wisconsin Arabian Horse Fair: \$93,000.
5. Wisconsin Farm Equipment Show: \$82,000.

*Includes county revenue for rent, concessions and parking.

getting from the city and the county when the convocation center is in neither of their interests."

Beside the estimated construction cost of \$28 million to \$35 million, the UW "will incur significant operating costs on that baby, and, therefore, it's

going to find every cash-paying event it can," Graaskamp warned.

Concerts, ice shows and political conventions are the sorts of events that the UW might try to pirate from

(See EXPO, Page 3)

Convo center irks expert Graaskamp

By MARC EISEN
Capital Times Staff Writer

A bur under the saddle?

A fly in the ointment?

A bull in the china shop?

No, it's only Jim Graaskamp sounding off about the University of Wisconsin's plans to build a new convocation center and sports arena.

Graaskamp, a nationally recognized expert in urban real estate and one of the UW business school's top professors, has been regularly rippling the UW for more than a year now for what he considers its bone-headed decision to build the convocation center.

Sports fans may roll their eyes at someone seriously opposing the UW Foundation raising money to build a new home for the Badger hockey and

(See GRAASKAMP, Page 3)

Graaskamp



Jim Graaskamp

basketball teams. After all, the money would be raised as part of a massive campaign by the foundation that may bring as much as \$135 million to the university, they point out.

But Graaskamp thinks it's a terrible missallocation of resources for the university to spend \$28 million to \$35 million — the most recent estimate — on a sports building at a time when the school's academic programs need to be bolstered.

A few months ago when the projected cost was lower, Graaskamp said that banking \$20 million as an endowment would produce between \$1.8 million and \$2 million in income a year. "That would increase the faculty budget available for the business school by 50 percent. That would allow us to increase the number of students who wanted to enroll but couldn't by at least a third. That's what we call effective use of endowment money."

The argument that the people who

give to the convocation center's building drive wouldn't contribute to academic programs doesn't cut it with Graaskamp.

"I think that's the university taking the easy way out rather than explaining to the friends of the university what our needs are and what our priorities are," he said.

Overlooked in the foundation's plans to raise the money are "the opportunity costs," Graaskamp said. By this, he means forgoing the yearly endowment income and tapping out contributors.

"They regard the capital as a free good because somebody gave it," he said of the university. "That's childish. There are no free lunches: \$30 million for free just doesn't exist. They will have exhausted the good will of many friends of the university to create that convocation center."

Graaskamp's ire with the convocation center is really double-barreled. The UW Foundation's purchase of the west rail corridor as a building site

KO'd a development plan Graaskamp's consulting company had drawn up for the city.

The UW has since moved the proposed site closer to campus, which frees up much of the corridor for the office and commercial uses Graaskamp had envisioned. But Graaskamp, who has attacked campus administration in the past as "bullheaded," still isn't satisfied.

He blasted the UW for considering the kind of high-density development that he says has little marketability in Madison.

Harry Peterson, an assistant to UW-Madison Chancellor Irving Shain who's frequently called upon to respond to Graaskamp's charges, contacted a reporter earlier this week to say that Shain was sending a note to Graaskamp suggesting the two men meet.

The topic? Jim Graaskamp's ideas on how the UW should proceed in developing the west rail corridor.

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Panel favors more study of UW project

By Amanda Todd
Of The State Journal

As befits a university project, the proposed UW-Madison convocation center is going to be studied some more.

This time it was the city Plan Commission, voting 7-2 Monday night after four hours of talk, deciding to do more research.

"There's so much we don't know about this project," Ald. David Wallner, 2nd District, said. "We need to consider this a lot more than we have done."

The 15,000-seat center is proposed for the 600 block of West Dayton Street.

The project, and proposed development of other university-owned land south of the site in the West Washington Avenue railroad corridor, needs a commission recommendation on rezoning, then approval by the City Council.

The center would cost the UW Foundation between \$28 million and \$36 million and would be used for basketball and hockey games, registration, large lectures, graduation ceremonies and entertainment events.

The UW Foundation plans to start a drive in September to raise \$150 million, part of which would pay for the convocation center, between 1,000 and 1,300 parking-ramp spaces, and a development project on the adjacent land, which would most likely be a small office building.

This site was recommended May 27 by the Convocation Center Committee, comprised of representatives

of the city and university.

Then, last Thursday, Mayor Joseph Sensenbrenner gave his conditional support to the proposal.

But Monday night, UW-Madison business Professor James Graaskamp spoke to the commission, leaving doubts in the minds of several commission members who admittedly came to the meeting intending to support the convocation center.

Graaskamp argued the city is being too accommodating of the university and should take advantage of the negotiating chips it holds to force the university into some concessions.

"Take some time, figure out what you want, and make some counter-proposals," he said.

There are several points the commission members would like to investigate more fully before deciding on the proposal:

✓ They want a report from the traffic engineer on what effect cars and buses going to and from the proposed 15,000-seat center would have on the neighborhood.

✓ They want a concrete proposal on the re-use of the historic railroad depot on the site no later than Dec. 31 — a year earlier than the university had said it would deliver one.

✓ They want to take a closer look at three other sites initially considered for a convocation center.

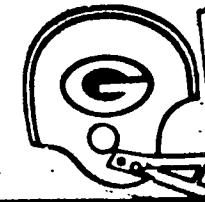
✓ They want to hear opinions from more UW-Madison professors and students.

✓ They want more input from people who live in the neighborhood, from whom, Ald. Nicole Gotthelf said, she has received negative feedback on the proposal.



Lombardi-era Packers speak out on current troubled team

Rob Schultz: Sports Section



JERRY KRAMER
WILLIE DAVIS
MAX McGEE
BART STARR
KEN BOWMAN

MADISON, Feb 7th 1987

THE CAPITAL TIMES

Prof: Regents helped kill convo center

By MARC EISEN -
and KAYE SCHULTZ
Capital Times Staff Writers

Plans for building a new University of Wisconsin convocation center-sports arena were killed due to opposition from the UW Board of Regents and the public, according to a leading critic of the proposal.

UW Business School professor James Graaskamp said Friday that

the announced reason of fund-raising problems "was a convenient way to save face" for the university.

"There was very definite resistance to the convocation center from among the regents," Graaskamp said.

He based this assertion, he said, upon conversations he had last summer with board members. While they were critical of the plan to build the 15,500-seat facility, "for protocol rea-

sons, their position was that they could not interfere directly at that time," Graaskamp said.

UW Acting Chancellor Bernard Cohen said he made the decision to cancel the fund-raising plans based on a negative report from a consultant studying a list of UW fund-raising projects totaling \$228.5 million.

He said he had "deep regrets" about the decision, but called it "a realistic assessment of the situation."

The regents shed no tears when they received the news at their monthly meeting Friday morning.

"Until the city and the university get their acts together as far as what's needed for convocation centers and convention halls, it (the convocation center) should be delayed," said Frank Nikolay, Abbotsford, chairman of the regents' physical planning committee.

If the city decides to go ahead with

plans for a convention center, Nikolay said, the UW "should take a hard look at" whether to build the convocation center at all.

"It would be better if the university did one of these major projects at a time," said regent Herbert Grover.

He cited other major fund-raisers for the athletic department currently in the works, including the McClain

(See CONVO CENTER, Page 4)

Capitol Times, Feb. 7, 1987

Convo center

From Page 1

indoor practice facility and a UW golf course. Meanwhile, Irving Shain, former UW-Madison chancellor, said he was not surprised by the decision to drop plans for the new facility.

Shain, a major backer of the arena, said he was "beginning to see signs of lack of private donor support at the needed levels of funding" before he left the UW in December to take a research post with the Olin Corp. in Stamford, Conn.

Had he still been chancellor, Shain said, he would have made the same decision.

"I was beginning to get some signals (in December) that the size of the project and the dollar estimate had increased to where it might not be feasible to proceed," Shain said. "I think it's probably healthy that we just put it on the back burner for a decade or so."

The convocation center was originally estimated to cost \$20 million, but the figure had been revised to at least \$28 million to \$35 million.

Graaskamp said plans for building the facility on the 600 block of West Dayton Street were "grandiose."

"There's still a need for a basketball court — there's no doubt about it — but that wasn't the way to go about it," he said.

Students also criticized the proposal, saying they resented a large amount of funds being committed to a "sports palace" while they face tuition increases and closed classes.

Some city officials disliked the idea, claiming it would disrupt a residential neighborhood and contribute to parking and traffic problems.

But Mayor Joseph Sensenbrenner and the City Council leadership struck a compromise with the UW last year linking construction of the facility with development of the West Rail Corridor and 250 units of new student housing being built in the south campus area.

Graaskamp, whose specialty is urban real estate, denounced that compromise as representing "a complete collapse of planning."

"(City) Traffic and Planning (departments) knew better, but they had the ground cut out from under them by self-serving council members and the mayor's office," he said.

District 4 Ald. Michael Blumenfeld, who fought the project, said the neighbors in the area would be pleased with the outcome.

"It was going to have a major negative impact on that downtown neighborhood," he said. "I hope the university will proceed with its plans for development of the rest of the land, which will be good for downtown."

The UW Foundation purchased 14 acres in the rail corridor in early 1984 for \$1.8 million as a home for the arena/convocation center.

Graaskamp's research company had earlier completed a four-volume study on how the city might develop the land for housing and office space.

Tree brings down high voltage wire

A falling tree brought down a high voltage power line in the 2600 block of Waunona Way early today, prompting firefighters to cordon off the area.

Madison firefighters responded to the scene at 1:58 a.m. and kept cars and pedestrians away from the live wire.

Repair trucks from Madison Gas and Electric arrived later and worked to restore the cable.

No injuries were reported. An MGE spokesman said there was no power blackout in the area.



'Amerika'

Can anybody take this show seriously?
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Update

What's happening with Vilas carouse?
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UW football

Badgers lose top recruit to Iowa
Sports Section

Royko

Reagan is a long hair
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Odanaland



City Final

THE CAPITAL TIMES

Friday afternoon, February 6, 1987

Madison, Wisconsin

35¢

Convo center axed

By Capital Times Staff Writers

The University of Wisconsin is dropping its current plan to build a convocation center/sports arena beside West Dayton Avenue after a consultant reported doubts that the money to pay for it could be raised.

University of Wisconsin Acting Chancellor Bernard Cohen announced the pullback this morning to the UW Regents and in letters to UW System President Kenneth Shaw, Madison Mayor Joseph Sensenbrenner and City Council President Eve Galanter.

Cohen told them a private fund-raising consultant has concluded that the UW Foundation — which an-

UW athletic department officials voice disappointment with the dropping of convocation center plans.
Story on Page 6.

nounced plans for the 15,000-seat arena in 1984 — would find it difficult to raise the \$28 million to \$35 million needed to build the facility in its upcoming \$228 million fund-raising campaign.

Barring emergence of a major donor, there are no plans to move forward with the center in the next three to five years, he said.

The plan has stirred controversy

over the best use of the land on Dayton Street and in the rail corridor along West Washington Avenue.

The university — which owns most of the land — had pushed for the complex and opponents pulled for more housing, particularly student housing, and private sector development.

City officials and mayoral candidates — with the exception of Thomas Imhoff — welcomed the change in plans and said they hope the decision will lend impetus to develop the rail corridor along the lines of what was proposed in a 1983 land-use study.

Baum, who has made opposition to the convocation center/sports arena

a centerpiece of her campaign, said the UW's decision was good news for the city. "The convocation center would have really wrecked the neighborhood," she said.

"I think the city should make the effort to implement and update the plans that were carefully worked out in the past," Baum said. "Those plans are very exciting and really enhance the residential character of the neighborhood."

Sensenbrenner said that's what he's looking for. "With this clarified, the city is now prepared to work more vigorously with the UW Foun-

(See CONVO, Page 6)

Convo

dation to develop that land consistent with our 1983 land use plan," he said.

The city can achieve its development goals for the area with or without the center, he said. The university had been planning to develop housing and office space on the southern section, as well as extra parking space.

"We would prefer a result where there's maximum development on the property for the property tax, but we have to look at a specific plan," he said.

District 9 Ald. Nicole Gotthelf, a major City Council opponent of the project, said she was "not surprised, frankly. It was like trying to pull something out of a hat. The university bought the property without really thinking it out."

Galanter noted that the city still has a commitment from the UW to raise \$1 million for a private housing facility in the area.

Imhoff, who supported the arena plan, said, "I think it's a little bit of a setback for developing the area. But I'm not faulting the university or the city for it. It's an unfortunate situation, and we have to work together."

University officials rejected suggestions that the decision was the result of growing political opposition to the proposal.

"It's not true," said Harry Peter-
son, an assistant to the UW-Madison
chancellor.

"We had the opposition last fall. We
could have chucked it then," he said.
"We've worked on this for two years.
We wouldn't have devoted that much
time to it if we hadn't thought it was
possible."

Cohen expressed "deep regret" at the decision, but emphasized that the project is merely down, not out. If major donors surface convocation center planning would move forward again, he said.

"If it should stimulate several angels to come forth, or down, and rescue the center, I would be most happy to change my mind," Cohen said.

"We have a terribly inadequate facility in the Fieldhouse, arguably the worst in the Big Ten," Cohen said.

The fund-raising consultants found that potential donors recognized the university's need for a convocation center, Cohen said, but did not display a sufficient level of enthusiasm or commitment to the project.

If the university moved ahead with the project now, Cohen said, much of the costs would fall to the operating budget of the athletic department, which he said would place too great a

From Page 1

long-term financial burden on it.

The center had been targeted for the 600 block of West Dayton Street, just east of the university's Southeast Recreational Facility. The center would be used for intercollegiate basketball and hockey as well as for academic programs such as commencement.

Capital Times reporters Mike Stamer, Barbara Mulhern, Kaye Schultz and Marc Eisen contributed to this story.



Capital Times
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EDITORIAL PAGE

Sports arena demise offers opportunity

ONE OF MADISON'S thorniest issues got clipped Friday.

The University of Wisconsin-Madison administration has decided to shelve its plans for a new sports arena and convocation center on West Dayton Street. The official reason was the potential difficulty in raising money. But there were many other good reasons to stop this project.

First of all, at a time when the university cannot provide enough classes to get undergraduates through the system in four years, at a time when the libraries are squeezed for funds, at a time when administrators are trying to convince the Legislature that the UW needs more money to maintain its academic excellence — at such a time, trying to raise money for a sports palace suggested a bad skewing of priorities.

Secondly, the UW System Board of Regents was skeptical of this project. Many city officials have serious questions about it. It faced tough sledding politically.

Thirdly, the proposed location for the project raised serious land-use issues for downtown Madison. This is an area that could be developed into housing and office space, bringing jobs and stability to another segment of the downtown. By putting the sports palace on the shelf, the city

can now start to move ahead with those plans.

One of the old ideas that ought to be resurrected is professor James Graaskamp's suggestion that this area be the base for a public/private land bank that could be used to nurture future development.

Right now, the UW Foundation owns the land where the convocation center was to be built. If the city were to buy that land from the university and create a land bank, then the city would be in a strong position to guide the development in this area in a way that would be consistent with city goals.

Such a land bank would also give private businesses an advantage. One of the tricky parts of any development is acquiring the land. The city would be in a position to quickly offer land to businesses whose plans met city expectations.

AS LONG AS the spectre of the sports palace loomed over the area, the visionary ideas for the land bank stayed locked up in file cabinets. Now there is an opportunity for the university, the city and the private sector to work together to unleash some truly creative development in this area.

They ought not let that opportunity slip away.