

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

X. COMMUNITY INVOLVEMENT - CITY, STATE, AND NATION

B. Graaskamp's Participation in the Convocation
Center Debate

1. Background Information

a. Assorted City of Madison
Inter-Departmental Correspondences,
August, 1985 - July, 1986

*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:jlj/0/12

CITY OF MADISON
INTER-DEPARTMENTAL
CORRESPONDENCE

DATE: August 21, 1985

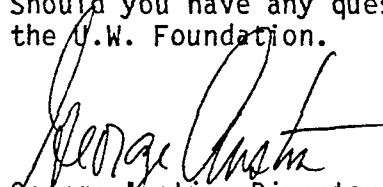
TO: Distribution

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, Director
Director, Department of Planning and Development

GEA:jkj

Distribution:

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

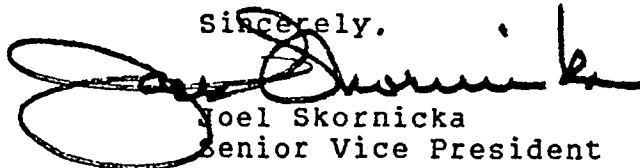
Dear Jim:

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
 Mollie Buckley

UNIVERSITY OF WISCONSIN - MADISON CONVOCATION CENTER STUDY
SERVICES OUTLINE
Flad/Elberbe/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/Elberbe 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 compatability 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 plans 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.

VC

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

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

Reported Back _____

Drafted by: Steve Anderson
Assistant to the Mayor

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

Date: July 17, 1986

* * * *

Fiscal Note: NO APPROPRIATION REQUIRED

Resolution No. _____
File Number _____

APPROVED
COMPTROLLER'S OFFICE

BY [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, tradeshow, 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

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

Reported Back _____

Drafted by: Steve Anderson
Assistant to the Mayor

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

Date: July 25, 1986

* * * *

Fiscal Note:

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

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

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 suitable parking and transportation routes; and
- 2/3. The facility, when not being used for University uses, would be available for non-University uses such as entertainment events, conventions, tradeshow, 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

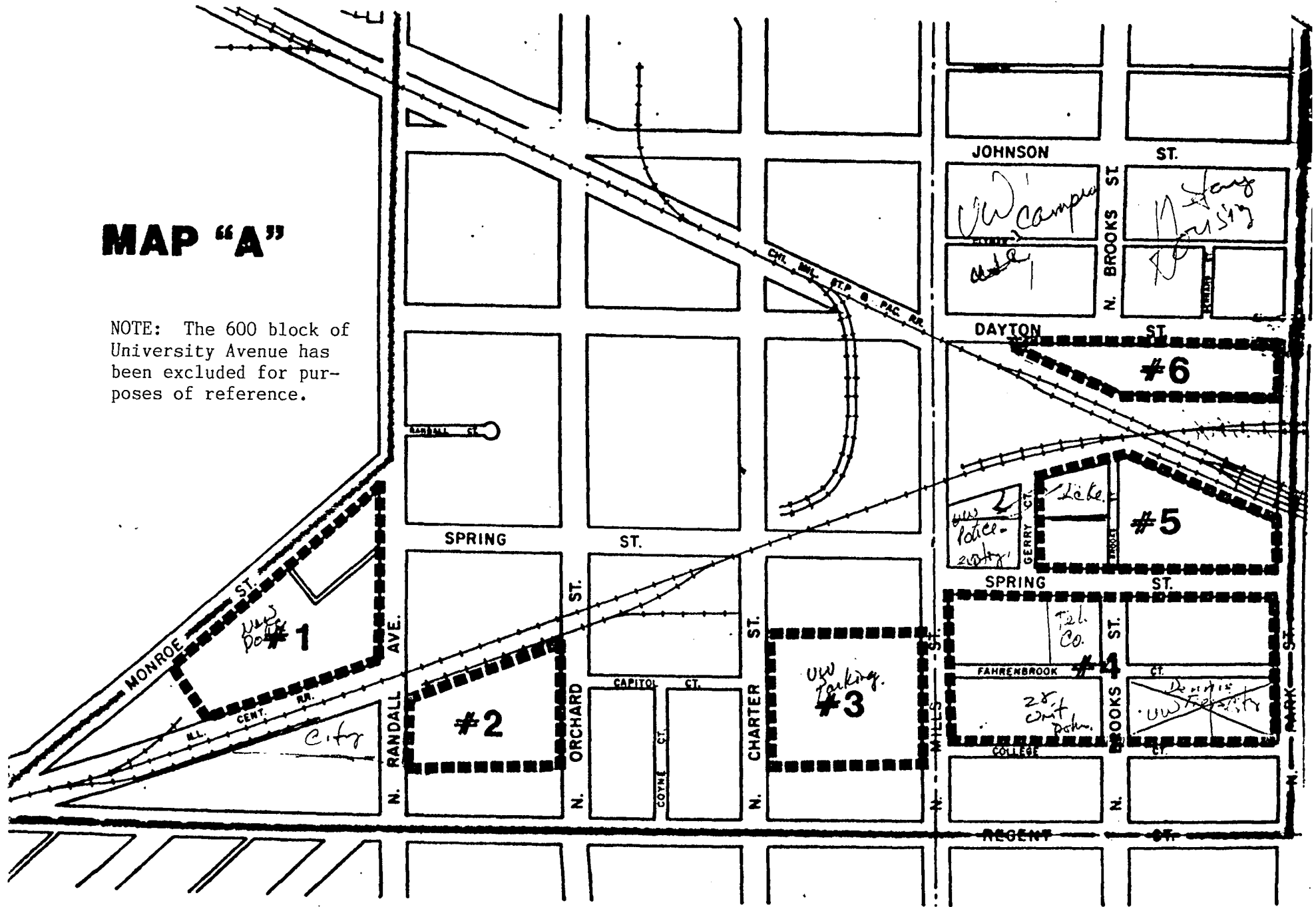
WHEREAS, the Convocation Center Committee shall reconvene at the call of the Chair as affects the above numbered Items 1 through 7 12/16/87;

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

Pl file: Campus Plan

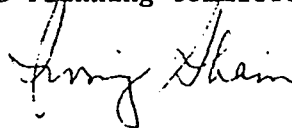


CHANCELLOR
Bascom Hall • 500 Lincoln Drive
Madison, Wisconsin 53706
608-262-9946

September 15, 1980

TO: Members of the South Campus Planning Committee

FROM: Irving Shain, Chancellor



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