

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

X. COMMUNITY INVOLVEMENT - CITY, STATE, AND NATION

C. Graaskamp and the Convention Center Controversy

1. Background Information: Selected pages from
the Capitol Square North Development Plan

Project Plan for
TAX INCREMENT DISTRICT #14
City of Madison

CAPITOL SQUARE NORTH



Prepared by :
Department of Planning and Development
Real Estate Development Unit

PLANNING AND DEVELOPEMENT

1. Capitol Square North Developement Plan - attached
2. TIF District Plan - attached

Jerry Tucker - Real Estate Unit of the Dept. of Planning and Developement - The priority of uses for TIF funds are still being considered. The skywalk system might be a high priority item. The TIF district has 5.4 million in funds of which 2.2 million has been allocated to the CDA.

3. Traffic Engineering - attached
 - a) 1985 Traffic Volume Map - attached
 - b) 1982 Pedestrian Counts Map - attached
4. Interview:

John Urich - Dept. of Planning and Developement-City of Madison, Principal Planner for the Capitol Square North Development Plan.

The Developement Plan is only a guideline as to what the city would like to see developed in this area. Preferably, they would like a private developer on his own, or with the cooperation of the individual owners of the block, take the initiative to follow the city's plan, without the use of eminent domain. The use of eminent domain is the most expensive route due to the relocation cost factor for the present occupants.

There are no plans for the extension of N. Carroll St. past State and W. Mifflin intersection. They have planned an entrance leading into the retail complex proposed for block 83.

Building height is limited to 187.2 feet above the water level of Lake Monona, which is the city datum. As a reference, 30 on the Square is close to the maximum building height.

Some proposals for the block the subject property is on is the expansion of the Concourse Hotel. The Concourse purchased the Brauthaus II possibly for access to the square. The Concourse may purchase the air rights over the block in order to protect its view to the Capitol. Two level underground parking is also proposed for the area. Parking for the north part of the square is a concern for the Planning Dept., expansion of the Dayton St. Ramp or possibly a new ramp located on the vacated half block of the MATC site are a consideration.

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**TAX INCREMENT FINANCE DISTRICT NO. 14
PROJECT PLAN**

INTENT AND PURPOSE

The City of Madison has established the revitalization of the Capitol Square as a top priority. To that end, the City intends to utilize the available tools, such as industrial development bonds, housing bonds, tax increment financing, rehabilitation loans and grants through the activities of the Community Development Authority, Urban Development Action Grants and other State or Federal tools that may be available.

The City of Madison is proposing to create Tax Increment Finance District No. 14 to (1) finance public works and improvements, (2) provide incentives to the private sector which will result in the elimination of blighted conditions on the north side of the Capitol Square and the 100-200 blocks of State Street, (3) stimulate planned commercial development and (4) provide essential services to all areas of the District. In recent years, the North Square area has been plagued by poor access, loss of retail businesses to shopping centers and a deteriorating building stock. Retail revitalization has not kept up with office development and Isthmus housing developments.

The key to realizing the development potential of downtown Madison and reversing this present trend will be to use the financial mechanisms of TIF. Public and private projects jointly financed by TIF and private lenders will result in the emergence of economic vitality in the area, thereby correcting blighting conditions while increasing the City's tax base.

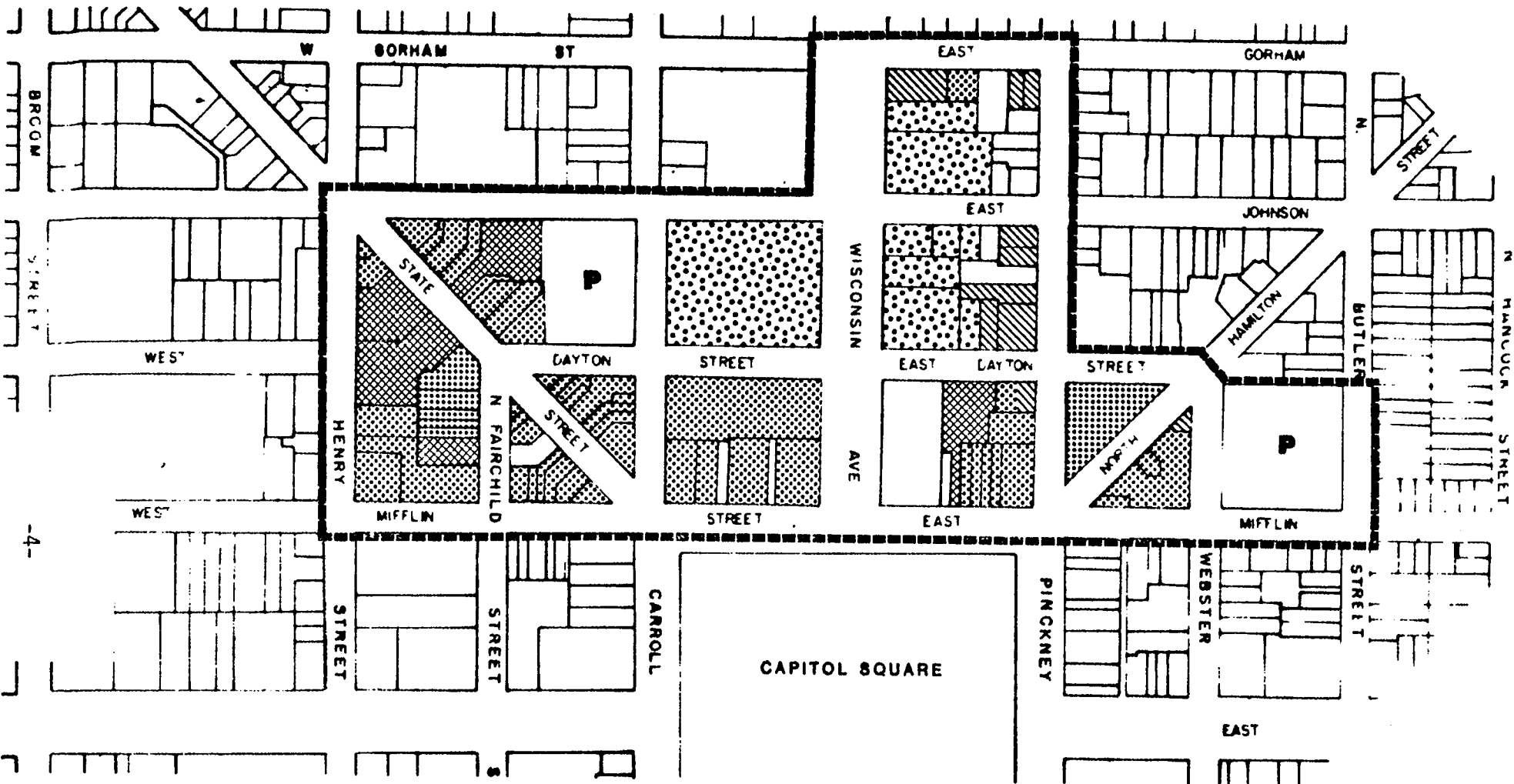
It is a high priority of the City to maintain the Central Business District as a healthy, vibrant area and a center of community activities. Due to the competitive disadvantage of development in the downtown area versus the periphery, the City must take affirmative steps to encourage commercial, housing and mixed-use development in the Square area. This type of strategy is a major goal of the City's Objectives and Policies, which also meets the basic statutory purpose of TIF as established by the State.

As more office workers come into new downtown development and residential development increases, retailing, with the assistance of City initiatives, can begin to be revived. The City of Madison has the opportunity to assist in the implementation of major projects which will affect the economic health and vitality of the central city area and the city in general for decades to come.

The implementation of major projects which will affect the economic health and vitality of the central city area and the city in general for decades to come. The City intends to achieve new development in forms and patterns which preserve and enhance the existing character of the Central Business District and the Central City area. To accomplish these objectives, a number of public improvements, including a pedestrian circulation system and property revitalization programs, are being planned. To this end, the preservation and enhancement of the value of places and objects of historical culture and architectural value to the community will be a high priority.







LEGAL DESCRIPTION - NORTH SIDE OF THE CAPITAL SQUARE

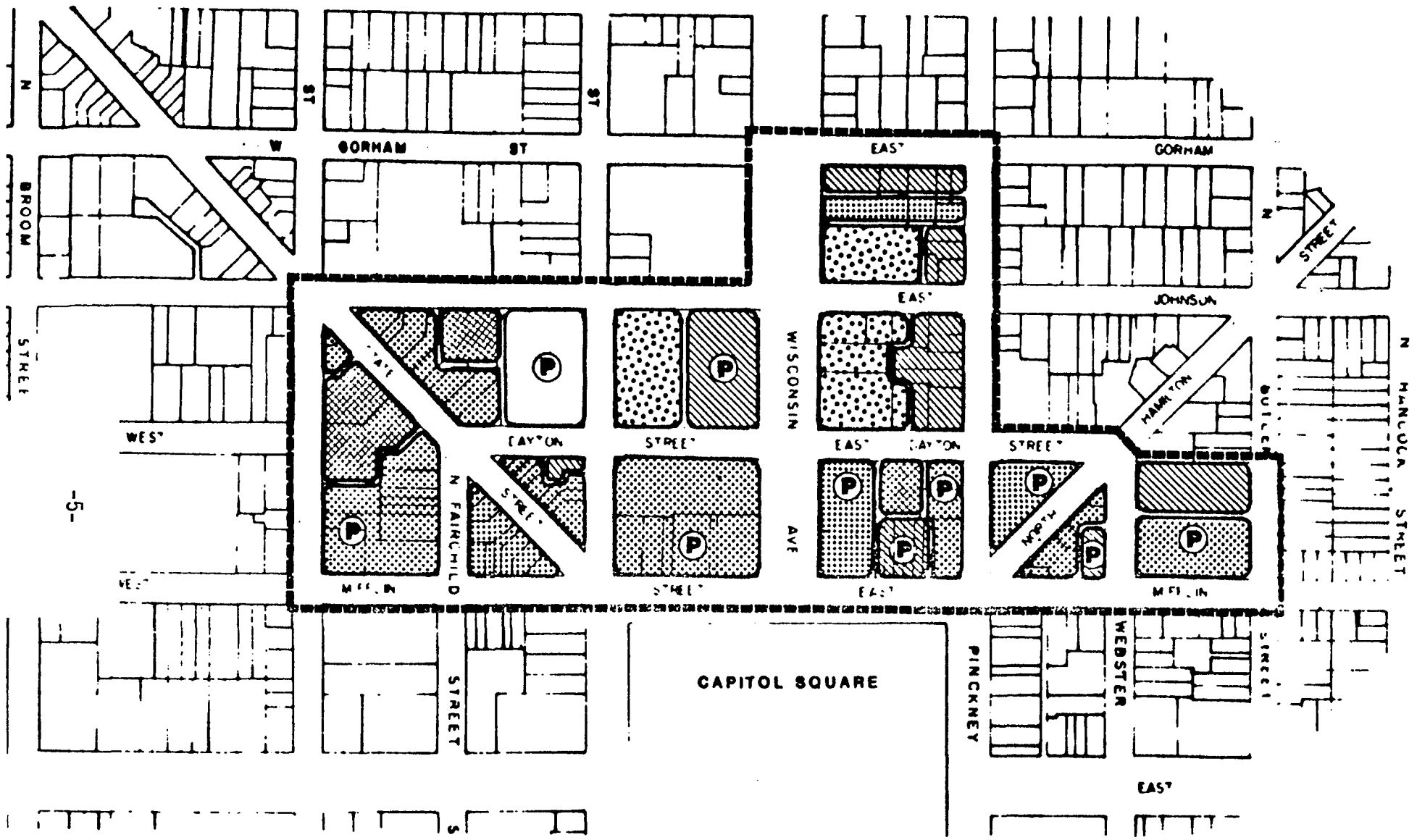
All of Blocks 64, 65, 76, 77, 82, 83, 90, 91, 92, 99, 100, Lots 5 through 12, inclusive, Block 110, Original Plat, City of Madison; all of Dayton Building Company's Replat of Block 64, Original Plat, City of Madison; and all of Nolden Replat of Block 65, Original Plat, City of Madison, Dane County, Wisconsin, together with all public street rights of way abutting said blocks.



EXISTING LAND USE

LEGEND

- | | | | |
|---|---------------|---|---------------|
|  | COMMERCIAL |  | INSTITUTIONAL |
|  | RESIDENTIAL |  | PARKING |
|  | ENTERTAINMENT |  | VACANT |



PROPOSED LAND USE

LEGEND

- 
RESIDENTIAL
- 
COMMERCIAL
- 
ENTERTAINMENT
- 
PARKING

PROPOSED PUBLIC WORKS AND IMPROVEMENTS

The kind, number and location of proposed public works or improvements are listed below and illustrated elsewhere in this Plan.

These public improvements include street renovation and the construction of public circulation systems.

Street Renovation

Since 1974, the majority of the streets in the District have been either reconstructed or resurfaced. The construction of the State Street Mall-Capitol Concourse, the "Outer Ring" improvements, and the Henry Mall contributed substantially to this renovation.

For that reason, only the following streets are recommended for renovation:

- a. Carroll Street - Remove and replace the curb and gutter on the East side between Dayton Street and Johnson Street. Since this abuts the MATC property, a tax exempt property, it is recommended that this improvement be done by that agency as part of their building improvements.
- b. Dayton Street
 1. State Street to Carroll Street - Replace sidewalk, curb and gutter and resurface pavement.
 2. Carroll Street to North Hamilton Street - Resurface at the end of the District's construction period.
- c. Fairchild Street - Replace curb and gutter on the West side of the street between State Street and Mifflin Street.

- d. Johnson Street - Reconstruct Johnson Street, including removal and replacement of the curb and gutter and pavement between Wisconsin Avenue and Pinckney Street. The design will try to mitigate the grade differential between the North and South sides of the street.

- e. Johnson Street
 - 1. State Street to Carroll Street - Reconstruct the pavement, curb and gutter and sidewalk.

 - 2. Carroll Street to Pinckney Street - Resurface the pavement between Dayton Street and Johnson Street.

Pedestrian Circulation System

A goal of this Plan will be to initiate the development of a pedestrian circulation system. Such a system will separate pedestrians from vehicles, as well as provide a climate-controlled environment in which shoppers and office workers can move about in comfort even during inclement weather.

The components of the system will be a series of bridges spanning streets and alleys within the District, linking major buildings and activity nodes with public parking facilities. In addition to the bridges, corridors within the connected buildings will become a part of the system.

The pedestrian bridges shown on the plan are intended to be publicly-financed improvements. The locations indicated are based upon a set of development assumptions and proposed land use patterns. Some modification may be necessary as actual development occurs.

Maintenance and operation of the elevated circulation system will require public and private cooperation and coordination. It is presently contemplated that the owners of buildings connected by circulation bridges, or through which the system passes, will assume full responsibility for the maintenance, repair or replacement of all segments of the circulation network.

Hours of operation will need to be standardized to simplify use of the walkways while taking into account the security requirements of those portions of the systems within private buildings.

Reconstruction of Wisconsin Avenue and Connection to a Parking Garage

Potential mixed-use development between Mifflin Street and Dayton Street adjacent to Wisconsin Avenue will require below ground parking. The reconstruction of Wisconsin Avenue between Mifflin Street and Dayton Street is proposed to create an access to that below ground parking. This entrance would be located within the public right of way, making use of the topography of the street which rises from Dayton Street to the Square.

Landscaping of McCormick Ramp and Reconstruction of Planters

The Plan proposes to reconstruct the attractive brick planters which are an integral part of the architectural theme for the McCormick Ramp. Freeze-thaw conditions have resulted in shifting of the bricks and mortar. Reconstruction will require revised construction details.

COMMUNITY DEVELOPMENT AUTHORITY REVITALIZATION ACTIVITIES

In addition to the traditional public improvements, such as streets and utilities, this TIF District includes a variety of other improvements aimed at improving the total area. In accordance with Section 66.431 of the State Statutes, the Community Development Authority plans to undertake a variety of revitalization activities in the TIF District.

Land Acquisition

In order to construct the public improvements or to allow for the development of contiguous properties, the acquisition of property and relocation of occupants will be necessary in this TIF District. The acquisitions could vary from rights-of-way and air space to entire parcels.

Site Improvements

A wide range of improvements is anticipated, which could include the razing of buildings, the preparation of sites for construction, the landscaping of sites, architectural and engineering work relating to the preparation of development plans for properties, and similar types of items.

Rehabilitation Loans and Grants

To improve the overall area, it is intended that below-market rate loans and grants will be made available to tenants or owners of housing, commercial and mixed-use properties. This will allow for the improvement of properties and to make architectural modifications to enhance existing business and the remodeling of vacant properties to accommodate new businesses and/or residential development.

Architectural modifications are anticipated to allow for (1) connections to the pedestrian circulation system, (2) the rehabilitation of buildings to allow for pedestrian passage through what have previously been private buildings and (3) the potential facade replacement or renovation in accordance with the Urban Design Commission's guidelines. Facade improvements could vary from minor architectural changes to the entire replacement of a facade. It also might include the restoration of historic facades presently covered by more recent treatments. Funds for this purpose could be made available by either grant or loan.

Moving Buildings

In order to assist economic development and preserve historic structures, moving buildings from their present locations to other sites to allow for development may occur as part of this District.