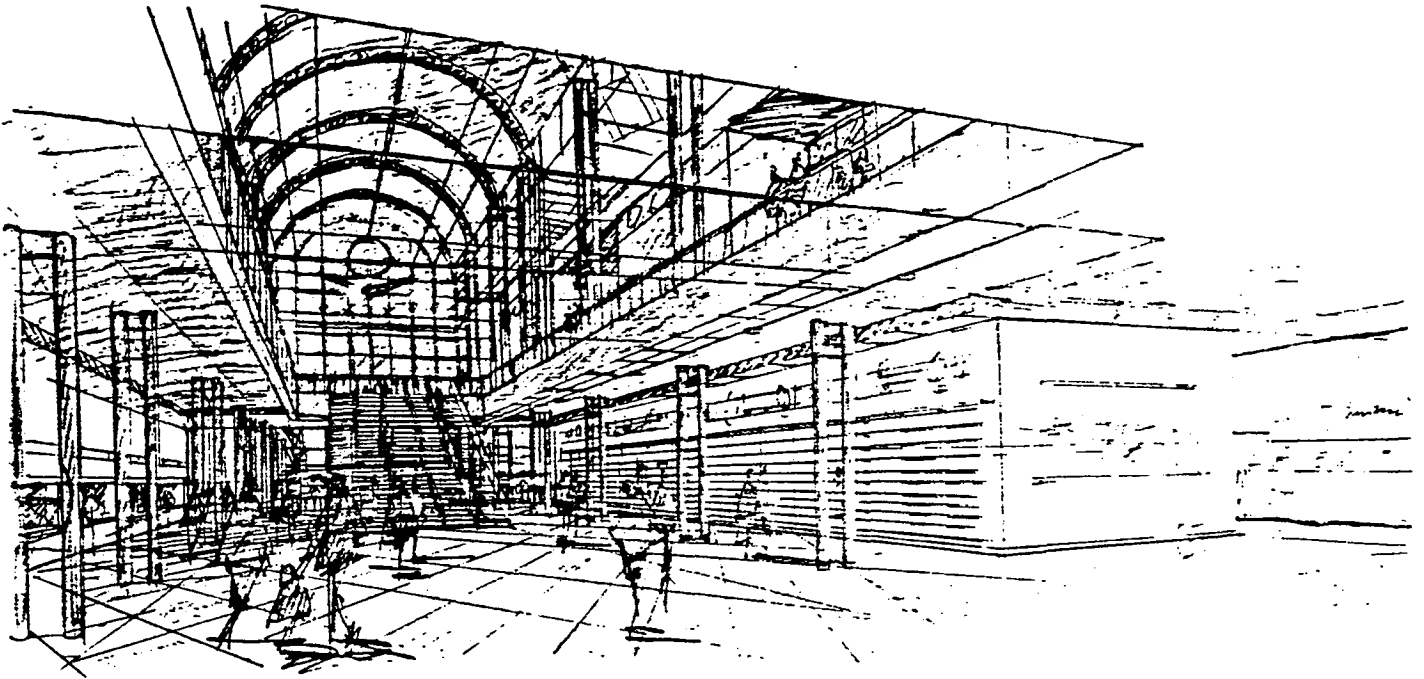


- JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS
- X. COMMUNITY INVOLVEMENT - CITY, STATE, AND NATION
    - C. Graaskamp and the Convention Center Controversy
      - 3. Other Proposals for Convention Center Sites:  
Selected excerpts from each proposal and City  
Attorney's Request for Proposals (RFP)

**HOTEL - CONVENTION CENTER  
FOR THE CITY OF MADISON**



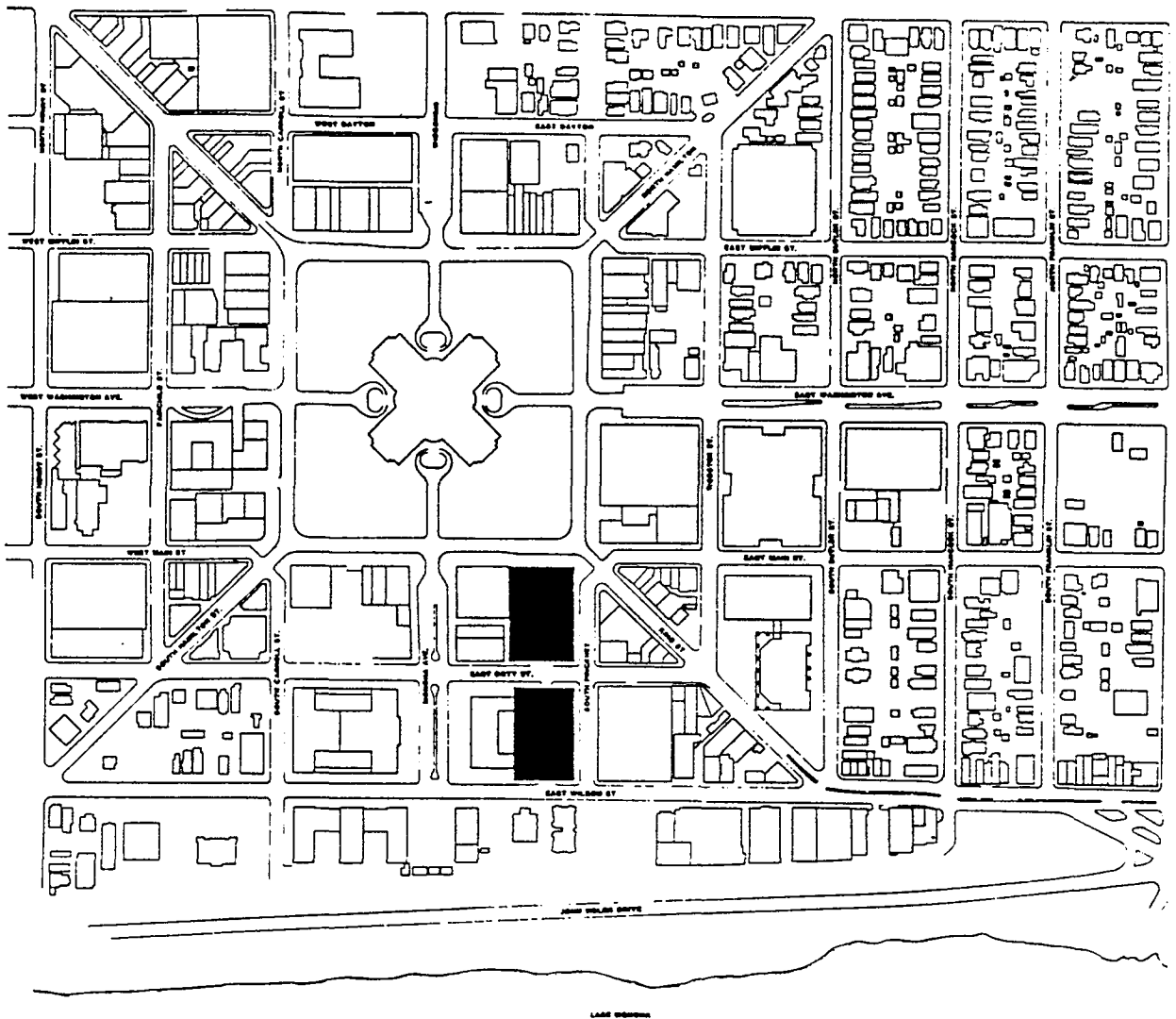
**BROOKS BORG AND SKILES  
PY-VAVRA DEVELOPMENT  
KENTON PETERS + ASSOCIATES**

## **INTRODUCTION**

The material presented in this report summarizes the conclusions and architectural concept developed in response to a professional services agreement signed November 6, 1986. This agreement was executed between the City of Madison and the Design Team composed of Brooks, Borg and Skiles (BBS) of Des Moines, Py-Vavra Development (PVD) of Orlando, and Kenton Peters and Associates (KPA) of Madison, to provide professional services for the planning of a new Downtown Convention Center and Hotel on Blocks 88 and 89.

## **SCOPE OF STUDY**

1. Identify the prospective users of the Madison Convention Center.
2. Determine the exhibit and meeting space required by these users.
3. Identify the Convention Center's access and service requirements.
4. Develop a full building program for the Convention Center identifying the size of each functional area.
5. On the basis of readily available information, recommend an appropriate size for the associated Hotel.
6. Develop a preliminary building program for the associated Hotel.
7. Determine the site area needed to accommodate the associated Hotel.
8. Estimate the parking demand generated by adjacent properties, the associated Hotel, and the Convention Center.
9. Survey the site and identify its configuration, topography, utility service, etc.
10. Evaluate the benefits of including the Penney's and Walgreen properties within the Convention Center/Hotel site.
11. Survey the South Square area and identify existing vehicular and pedestrian traffic patterns and possible parking locations.
12. Consider possible pedestrian linkages between the Convention Center and the surrounding neighborhood.
13. Evaluate the feasibility of a single kitchen serving both the Hotel and Convention Center.
14. Develop a range of conceptual plans illustrating how the Convention Center's program can be accommodated on the site.
15. Develop conceptual plans illustrating how the parking demand can be accommodated.
16. Evaluate the various conceptual plans and recommend one.
17. Provide a preliminary estimate for the cost of constructing the Convention Center and the necessary parking.
18. Meet with the Mayor, the Convention Center Criteria Committee, City Staff, Downtown Madison, Inc., Downtown Madison Partners, Inc., the Visitors and Convention Bureau, local hoteliers, prospective hotel developers, corporate meeting planners, association executives, the media, and members of the public to inform them of the progress of the plans for the Convention Center and to elicit their input, advice, and criticism.



## SITE CONFIGURATION

The site for the Convention Center/Hotel Complex is located on the eastern portion of Blocks 88 and 89.

Block 89 is bounded by Martin Luther King Drive, East Main, South Pinckney, and East Doty. It contains the existing offices of National Mutual Benefit and the proposed One East Main Office Development. The area available for the Center is approximately 186 feet in width by 264 feet in depth, or 49,100 square feet.

Block 88 is bounded by Martin Luther King Drive, East Doty, South Pinckney, and East Wilson. It contains the existing Municipal Building. The available area is approximately 168 feet in width and 264 feet in depth, or 44,400 square feet.

To the east of Block 38 is the existing 521 car Doty Street Ramp. It is 200 feet in width and 264 feet in depth, for a total land area of 52,800 square feet.

## **MADISON CONVENTION CENTER CIVIC CENTER SITE**

### **Preliminary Concept Proposal**

#### **PREFACE**

Dear Madison:

This proposal of Block 65 as the location of Madison's convention center, integrated with the Madison Civic Center (MCC), is founded on the basis of economy. This site should be analyzed on its economic merit, in the determination of feasibility of Madison building and operating such a facility. This study finds that the Block 65 site meets and exceeds current program requirements, allowing flexibility in forming your center to the convention marketplace.

Subsequent to the construction of the Capitol Concourse and the Civic Center, Madison awaited the influx of new private development. This development has come forth, but on a small scale, subject to the economic feasibility of each project and scattered throughout the Isthmus. It has been apparent, that a major economic stimulus was necessary to see further commitment. Targeting for the fulfillment of these Downtown public investment strategies now relies on the completion of economic goals of the State Street area.

The catalytic nature of the Convention Center will be the impetus for this future economic development in Madison. Growing confidence in the Downtown and private investment will be further stabilized by the construction of the Convention Center in the State Street area where those investments have occurred. I urge you to evaluate the Civic Center site, and to consider the particular economic and cultural benefits it offers the community.

# GLAD ASSOCIATES

Preface 1.2.

## MADISON CONVENTION CENTER CIVIC CENTER SITE

### Preliminary Concept Proposal

### CONCLUSION :

This proposal offers Madison a unique opportunity to solve a number of economic and planning issues. At the same time, a joint Madison Civic Center with the Convention Center will establish in the community, a Cultural District that conceivably, pays for itself. The charge of this study was to test the feasibility and fit of the Convention Center program on Block 65. This project is comparable, and in fact offers Madison greater flexibility in selecting an operational format. The Civic Center site exceeds program capacity on all levels.

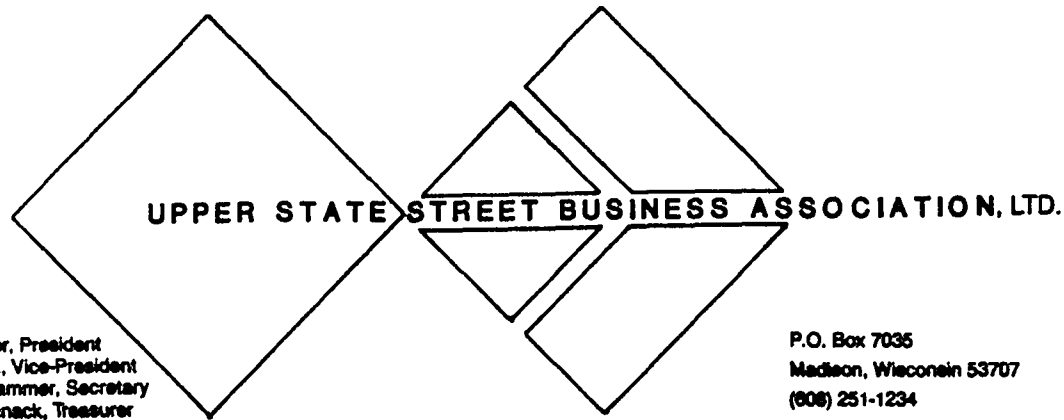
In short, this site should be analyzed on its merit simply as it;

- o Presents sound urban planning
- o Makes operational common sense by integrating both operations
- o Makes economic sense
- o Provides flexibility in facility planning
- o Is sound public policy

I remain an enthusiastic booster of Madison, and the unique form of urbanity that is Downtown Madison. As a professional from and of your community, I am proud to be involved in this important issue.

**RESPECTFULLY SUBMITTED;**

**JOHN J. GLAD, RA  
GLAD ASSOCIATES**



Honorable Mayor Joseph Sensenbrenner, Jr.

Members of the Common Council

Our Fellow Citizens:

It is with great pleasure that we present to you our proposal for a combined Civic and Convention Center in Madison.

We have paid great attention to the May 20, 1986 study by the National Feasibility Corporation, and the subsequent study of June 9, 1986 by Bowen, Williamson and Zimmerman, architects. We have also benefited by the personal testimony of people appearing before the convention committee. We believe both studies and the testimony as it pertains to the MATC site are applicable in their entirety to this proposed location, immediately adjacent to the MATC site.

Essentially, we are proposing that the north one-half of the Dayton Parking Ramp be removed, and that the convention center be built there with the removed parking replaced underground. The convention center would be directly connected to the Civic Center via escalators and a moving sidewalk under State Street.

We believe this proposed site, because of its direct connection to the Civic Center, is superior to the MATC site, and is overwhelmingly superior to any site suggested on the south side of the square.

The advantages are numerous: (1) Location. The essence of this proposal is to combine the utilization of the Convention Center and the Civic Center. We believe this would result in an operating profit for the Civic Center. For example, instead of simply selling a few more tickets, a combined usage would result in the rental of the Civic Center's 6,900 feet of meeting rooms, and 13,000 feet of crossroad space.

This combined usage likewise means it is unnecessary to build a larger convention facility initially, because existing Civic Center



space can be utilized, thus resulting in a significant cost savings to begin with. The 70,000 square foot facility proposed here is essentially net space, because its design has eliminated corridors and other wasted space; but the practical effect, because of its connection with the Civic Center, would be equivalent to a 100,000 square foot net facility when the Civic Center's meeting rooms, crossroad space and theatres are included. To achieve such a result for the projected cost of under \$5.4 million for the convention facility itself is, to say the least, a good buy for the city and can only result from combining the facilities.

(2) Location. This site is centrally located within the proposed pedestrian walkway system, as illustrated schematically herein. It is important to note that this system is simply a specific modification of the City Planning Department's existing plan, which is also shown for your reference. The construction of the convention center at this location would also serve to commence the implementation of this important plan.

The importance of such a walkway system, which essentially connects 'under one roof' the convention center with hotels, shopping and cultural outlets, was emphasized in both studies.

"Skywalks or other covered areas between the convention center and the parking hotels, shopping, restaurants, etc., should be accomplished wherever possible. This is important because of the period of inclement weather. The competitive center's main theme is "everything under one roof." (National Feasibility Study, p. 62)

Likewise, the Bowen report stated at page 22, as follows:

"Linkage. Competitive convention facilities throughout the state have generally been designed as multi-use developments that consolidate exhibition space, parking, hotel, retail, open space and an infrastructure of urban design amenities into one total package.... Consolidating a variety of uses and capturing a unique setting are, therefore, two very important considerations for the vitality and ultimate economic success of the Convention Center."

This same point was often made in the testimony before the committee by people who purchase convention space on behalf of their companies. They stated that convention goers do not like to go outside to cross a street, much less walk several blocks in the winter time.

We believe that the development of a pedestrian walkway as proposed would assure the success of the convention in this location. It would also have many other positive 'spin offs.' For example, this walkway would also be utilized by other tourists and visitors as well as Madisonians. It would be an attraction in itself and a warm and safe way to view the downtown. For the first time, senior citizens from Capital Centre would be able to get a book or a record from the library in February without wearing a coat. It is in this type of 'spin-off' that the city gets a lot back for the money spent.

We also believe that such a pedestrian system would act to upgrade and increase the usage of all of the public facilities connected into the system, including the Civic Center, the Art Center, the Community Center, the Public Library and the State Historical Museum.

The significance of this interconnection is perhaps best realized in the following statement from the National Feasibility Report, p. 62:

"The delegates must have the opportunity for a full schedule of activities after meeting hours if they wish to participate. Spouses who attend conventions must also be afforded the opportunity for a full schedule of events while others are attending meetings in order to prevent sitting in a hotel room with nothing to do. These activities can greatly influence the return of an affair to the Madison Convention Center."

If the financial success of the convention center is the first priority, as we think it must be, then it would be unbusinesslike in the extreme for Madison to ignore the concentration of its existing civic and cultural facilities. No other city in Wisconsin, or the midwest for that matter, could compete with the multitude and interesting variety of opportunities offered by this location, and all 'under one roof.'

(3) Location. It is near to the Concourse, Madison's largest quality convention hotel.

(4) Location. It is near to two additional hotel sites on the north side of the square.

(5) Location. It is near to the facilities of the University of Wisconsin.

(6) Location. It is adjacent to and part of the greater State Street area. The uniqueness of Madison's 'miracle mile' was often cited in the testimony before the committee as a significant attraction for the convention-goer.

(7) Parking. By replacing the existing 273 parking spaces, this location is literally surrounded by 545 parking spaces; by the creation of the pedestrian walkway system, it directly connects to the 629 additional spaces at the Capitol Center parking ramp. In addition there is the existing parking at the Concourse which would connect directly to the convention center.

(8) Entertainment. It is adjacent to upper State Street, which is suitable for a major up-grading in its dining and entertainment potential, including the Orpheum Theatre.

(9) Redevelopment. Despite assertions to the contrary, greater State Street is a marginal, under-utilized business district. Many second and third floor spaces remain vacant. For example, on the first block alone, 11,000 feet of space remain undeveloped above Kostas Restaurant, as well as the second floor of 118 State Street. Empty lots adjoin its periphery, and businesses come and go more frequently than desired. Given the economic boost of the proper siting of the convention center, this would change in a positive manner almost instantly, with a corresponding upward assessment of property values. Given the \$50 million base, no area in the city could possibly return to the city a greater increase in revenue, and at the same time benefit so many individuals. Assertions of 'spin-off' comparisons which fail to consider the marginal and under-utilized areas of greater State Street are inadequate and inaccurate, to say the least.

(10) MATC. Obviously, the heretofore controversy surrounding MATC is not involved in this proposal, as MATC's entire academic program will go forward. However, via skywalks, MATC can be an integral part of the convention center; and to the extent that students may benefit from the business experiences available therein, and from the Concourse across the street, we believe such are to be encouraged. We also believe that the city should actively pursue a cooperative policy with MATC and consider the construction of a vertical parking ramp on the east side of MATC, rather than surface parking, in order to maximize the available parking for all concerned.

(11) Historic Preservation. We desire to preserve what remains of this historic street, and to restore what we can. With a Carroll Street convention center, we believe this would encourage not only an improvement in appearance, but also lead to an historic district ordinance to help preserve the Street for our uniquely small and diverse businesses.

(12) Expansion. The southern half of the parking ramp allows room to double the capacity of the convention center, if and when this is economically sound to do; or to expand adjacent parking; or to build an on-site hotel.

(13) Cost. Like it or not, with the Civic Center -- and now a proposed Convention Center -- Madison is in business. And like any well-run business, it should consider operating in the most profitable manner possible and avoid burdening the taxpayers. That is why location is so important. We know it; the hotels know it; and the taxpayers know it. The Carroll Street location is the superior site for many reasons ;it is also the cheapest, both to construct and to operate.

The direct cost of illustrated convention center is \$5,344,000, based on a \$77/square foot Dodge Report estimate, adjusted for the midwest area. In addition, replacing the 273 parking stalls underground, at \$9,000 each, would be \$2,457,000. These figures do not include either a present value figure on the parking removed, which would have to be returned to the parking utility, or the construction of the connecting pedestrian walkway and tunnel to the Civic Center, which would be the only part of the proposed walkway system initially necessary for the operation of the convention center.

In terms of operating costs, a combined facility would obviously achieve savings in both maintenance and administration costs.

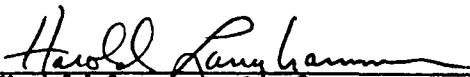
We believe the proposed convention center on Carroll Street would cost less than one-half of costs projected elsewhere, would be substantially paid for and possibly completely paid for by existing TIF funds, the proffered private assistance by the local hotel industry, the creation of a special assessment district as proposed by local property owners, the increased hotel tax revenues and the savings to the Civic Center budget.

This proposal offers by far the best opportunity for the city to profitably operate both the existing Civic Center and a new combined Convention Center. It is in that spirit of achieving the best and most efficient convention center for the City of Madison that we offer this proposal to you for your considered review.

Very truly yours,

  
\_\_\_\_\_  
John C. Garver, President

  
\_\_\_\_\_  
Daniel Milsted, Vice-President

  
\_\_\_\_\_  
Harold Langhammer, Secretary

  
\_\_\_\_\_  
Robert R. Paunack, Treasurer

The Concourse Hotel & Governor's Club  
announces the presentation of  
the proposal for expansion of facilities

### The Concourse

**Hotel \* Convention Center \* Governor's Club**

Tuesday, March 15, 1988

The Concourse Hotel & Governor's Club  
1 West Dayton Street  
Madison, Wisconsin

4:00pm Empire Room Second Floor

*Associates attending from*

Perkins & Will

Architects

Washington, D.C.

Gunter Buerk, Senior Vice President

Tim Revere, Associate

Laura Jensen, Associate

*Associates attending from*

Laventhol & Horwath

Certified Public Accountants

Chicago, Illinois

Richard Conti, Senior Principal

Tim Downey, Associate

Bob Lebamoff, Senior Consultant

RSVP by March 12, 1988 to Deborah Wickern

608-257-6000, ext. 1255



# Unlikely duo shakes establishment

9/27/86 CAPTIMES

## Lone wolves triumph on center siting

By MARC EISEN  
Capital Times Staff Writer

Who would have thought it? Kenton Peters and Bob Blettner, the two lone wolves of downtown development, have emerged as the leaders of the pack.

Peters, a well-known architect, has a reputation for cooking up bold, sweeping plans for remaking Madison's downtown that never quite seem to draw the political and business support they need to become reality.

Most recently, in 1984, he advocated building an underground shopping plaza, topped by a park, that would terrace down from the Capitol Square to the shores of Lake Monona at Law Park. He was labeled a "dreamer" — and worse — by skeptics.

Blettner, meanwhile, seemed to earn the enmity of every mover and shaker in the downtown last year for his one-man campaign against the public subsidy for Manchester Place, the \$14 million office building rising on the site of the old Manchester's Department Store.

Blettner, a mortgage banker and real estate investor, was castigated for his "untenable position" in a letter signed by the heads of Downtown Madison Inc., the business group whose directors include a "who's who" listing of the downtown's leading bankers, developers and merchants.

But in the pitched battle over siting a convention center on the Capitol Square, something strange happened: Last year's pariahs became this year's prophets when the City Council selected the south Square.

(See PETERS-BLETTNER, Page 16)



Kenton Peters (right) and Bob Blettner played pivotal roles in convincing the City Council that the south Square is the best site for a convention center.

# Peters-Blettner

The winning site includes the Penney's block and the back half of the block occupied by the Madison Municipal Building. The north Square site is the Madison Area Technical College block.

In pointed opposition to the MATC site favored by DMI and the upper State Street merchants, Peters and Blettner, who both belong to DMI, broke "the DMI-enforced code of silence" among business people, says Ald. Henry Lufler, District 16.

Peters, who took literally hundreds of hours out of his architectural practice to promote the south Square, was "invaluable" in arguing the site's merits, says Lufler.

Ever-eloquent in discussing his vision of a downtown renaissance, Peters told of the south-side development occurring in "tiers," spreading from the Square to Lake Monona.

The first and second tiers would be a new hotel on the Penney's block and the convention center behind the Municipal Building, followed by a surge of residential development on East Wilson Street overlooking Lake Monona, and finally a European-style hotel or possibly retail or more residential development at Law Park.

"I can't imagine going into some of the meetings I went into without having Kenton there," Lufler says.

But while Peters painted the big picture of revitalizing the downtown by placing the convention facility on a fallow portion of the Square, it was Blettner, along with hotelier Jerry Mullins, who said it all made business sense.

"I think it was absolutely critical to legitimizing the claims of the south-side advocates that Bob Blettner and Jerry Mullins chose to be pioneers (in advocating the site)," says Council President Eve Galanter, who with Lufler spearheaded the political support for the site.

"Kenton Peters," Galanter adds, "was clearly the prime mover in the private sector."

In the end, Peters and Blettner not only were instrumental in the south side's selection, but they jolted the downtown business establishment and called into question how effective the DMI leadership will be in guiding the central city's rebuilding.

As planning for the convention center progresses, you're bound to hear a lot more from this unlikely duo. Here's where they're coming from.

## Shrewd businessman

If Kenton Peters is the man you want to design your dream house, Bob Blettner is the guy you want to arrange the financing.



Kenton Peters

manding presence that Peters is, but he inspires confidence as a businessman who clearly knows his beans.

Blettner, 42, has made his fortune in real estate and finance as the president and sole owner of the National Group of Companies — a holding company with separate divisions in mortgage financing, investment banking, real estate management and real estate syndication of his own development projects.

The lion's share of his business is securing financing from insurance companies and financial institutions for real estate developers (that's known as mortgage banking) and for businesses needing capital for expansion or acquisitions (that's known as investment banking).

In 1985, he arranged about \$100 million in financing, Blettner says, including a \$25 million loan for a buy-out of the Ed Kraemer & Sons construction company in Plain, Wis.

Over the past three years, he's financed commercial real estate projects — an assortment of shopping centers, office buildings, hotels and industrial parks — in Illinois, Florida, Nebraska, Oklahoma, Iowa and Wisconsin.

"People keep track of your wins and losses," Blettner says. "To my knowledge, no lender has lost money on a project that National Mortgage Co. (his subsidiary) has financed through them."

"There has been a project or two that has gotten into trouble," he admits, "and there have been cases where I personally guaranteed mortgages where I had no financial interest in the project. When it got into trouble I stepped in, finished the project, and made sure all the bills were paid."

"That's going above and beyond, and lenders appreciate that," Blettner

National Mortgage handles only commercial real estate projects needing at least \$2 million in financing where trust and past performance weigh heavily.

"You see many of the same people time and again," he notes. "When you get up to a \$10 million loan, there certainly fewer than 100 institutions that do loans that large. And if you've been in the business 20 years like have, you get to know the players."

Blettner, who's married and has four children, came to Madison in 1967 to study real estate appraisal and investment in University of Wisconsin business professor James Graaskamp's graduate program.

One of Graaskamp's early work kids, he worked for two years in the city's housing and redevelopment authorities, including the Triangle and south Madison redevelopment efforts.

"I admit I found it pretty frustrating working in government," he says. "It seemed that the decision-making process was very slow and always tempered with politics."

In time, he moved on to the National Mortgage Corp., then owned by Fred Mohs and Nate Brand. In 1977, he bought out Brand's share of National Mortgage and two years later bought out Mohs. The company was heavily involved in financing apartment and single-family-home construction in Madison and across the state.

But mortgage and investment banking is a low-profile occupation. Only the pros know that he lined up financing for the South Towne shopping mall and the Dillon Inn motel chain. Madisonians probably best know Blettner as the co-developer of the \$6 million Tenney Plaza rehab project in 1984-85. As part of the refurbishing, a new atrium and parking ramp were added to the 10-story office building.

The project drew rave reviews but is not yet fully leased — a state of affairs that Blettner blames on the city for subsidizing Manchester Place which is located across the Square from Tenney Plaza.

Two law firms he had been courting for the top two floors of Tenney Plaza wound up taking space in Manchester Place, he complains.

Angry that the rival project has received tax-free bonds and a \$2.25 million federal grant, Blettner says "Most of these grant programs are for pump-priming to get things started. In Madison, one thing we had going for us was that the redevelopment of office buildings was proceeding properly. (Dick) Munz did take Tenney



"But within three or four months of me starting Tenney Plaza, the city seemed to be in a headlong rush to subsidize office development," he complains.

"Why didn't the city put that money into something that needed pump-priming?" he asks. "What they did tends to shut off private redevelopment."

Blettner's peppering of city and federal officials with objections finally prompted DMI to circulate a letter declaring that it "must strongly oppose this individual's effort to thwart our collective efforts to create positive change in the downtown."

Blettner, who was a minority of one on the issue, has no regrets. "The Manchester project wasn't needed in terms of office space," he emphasizes. "To throw the kinds of subsidies it did to make it go, the city forced a project that the market wasn't ready for. That will be obvious as time goes on."

### Maverick architect

Kenton Peters has carved out an even more singular — and at times controversial — role in Madison.

The veteran architect, who turned 55 on Monday, has designed some of the most distinctive buildings in the city — the brashly blue Federal Courthouse on Henry Street, the open and airy Farm Bureau Building on Mineral Point Road; the stolid and foreboding IBM building on the Beltline, as well as the shelters in James Madison Park (which some people will tell you are a downright disaster).

But it's as Citizen Peters that most Madisonians probably know him. Time and again over the past 20 years, Peters has taken it upon himself to draw up sweeping plans to make over the downtown.

In 1965, seven years before West Towne opened, he proposed that an enclosed shopping mall be built on the north side of the Square.

In 1974, when the seemingly endless fight over siting Madison Area Technical College's new campus was just beginning, he devised plans for a 900,000-square-foot campus downtown.

A few years later he drew up another plan to build a unified campus near MATC's Technical Center site on Commercial Avenue.

His boldest plan for MATC was unveiled in 1979 when he proposed that the new campus link the Capitol Square and Lake Monona by being built over John Nolen Drive and the Milwaukee Road railroad tracks at Law Park.

His controversial 1984 shopping park proposal, called Lake Park Plaza, is a variation of the MATC design.

For a variety of reasons, none of the projects was ever built. Some blame Peters himself, saying he lacks practicality and is too outspoken and independent in a town where consensus-building is the usual path to success.

But friend or foe, no one questions his commitment to the public weal. Citizen Peters throws himself into downtown issues like no one else in Madison.

He and James MacFadden, his architectural associate, spent from 400 to 500 hours apiece digging into the convention center issue this spring and summer, Peters says. "My clients finally got after me because I wasn't getting any work done," he admits.

Sitting back in his new office at 44 On The Square (following a six-year exile on the west side), Peters said that more than once he thought the convention center fight was lost.

"We were sitting here an army of two, and they had the paid staff of Downtown Madison Partners (DMI's planning offshoot). They had Foley & Lardner. They had Mohs, (John) Tye and (Darrell) Wild, the upper State Street people.

"We got really dejected in June or so when things looked like they were really moving toward the MATC site," he recounted. "Almost every day I would pick up the paper with trepidation, thinking they had come up with something new.

"Then when MATC seemed receptive I didn't think we could win it. But the more and more we looked at the issue — I have to say they didn't really address the things they should have addressed.

"There were two things that killed the north Square site," he said. "The first was that they couldn't get the whole MATC block because of costs. However you figure it, it's anywhere from \$5 million to \$10 million to move MATC.

"The clincher — and this was the work of Bob Blettner and Jerry Mullins — was taking the crew to the Des Moines convention center," he said.

They saw then that the MATC half-block solution would just not work. It would not allow the type of development, the flexibility that a successful convention center needs."

For Peters, the council's selection of the south Square was sweet vindication for a man whose big dreams have had few takers in the past.

Leaning back in his chair, he gestured toward a big picture window overlooking the northwest quadrant of the Capitol grounds where the Concerts on the Square are held every summer.

"All summer long I was asking myself, 'Why the hell am I doing this? Why am I spending this time?' Now I know why. It's right out there," he said.

### Betting on Square

For a convention center site that critics lambasted as "stupid," "insane," and "crazy," among other epithets, both Peters and Blettner are almost cockily confident about the south-side hotel and convention facility succeeding.

"Sure — no doubt about it," says Blettner. "As long as the political process holds together."

"But your money on the down-

town," advises Peters. "Right now, I don't think people can really imagine what's going to start happening when the convention center is built."

Peters, whose Lake Park Plaza plan is viewed skeptically by even supporters of the south-side convention facility, is purposely vague in assessing the impact of the facility on his plan.

"I proposed Lake Park Plaza ahead of its time," he says simply. "Now we're taking things one at a time. If we can take the city to the edge of the escarpment, that will be a major accomplishment."

Blettner, meanwhile, feels the next step for the downtown is connecting the Square and eventually State Street with a series of skywalks and other weather-protected walkways.

"Now if we can get a skywalk system built in conjunction with a convention center, we'll have the opportunity for just an unbelievable resurgence in the downtown — way more than what people anticipate," he says.

Both men, it should be noted, carefully weigh their words when they speak of DMI and DMPI. They praise its contributions to the convention center debate and its success in uniting the various downtown business interests.

Saying it's time to bury the hatchet, both men point out that business involvement is vital for planning a successful convention center.

Still, it's clear that their belief that DMI tried to gag business support for the south Square sticks in their craw.

Peters, who serves on both the DMI and DMPI boards, said at one meeting he was told to sit down after he rose to respond to a 45-minute presentation on behalf of the north side site. "I was asked to sit down because I was hogging the meeting," he recalls. "That was probably my most unpleasant moment."

DMPI all but pulled out Mullins' fingernails in a last-ditch effort to keep him from supporting the south side, Peters also suggests.

Blettner was sufficiently upset to join with Mullins in forming a rival business group called the All-Madison Council, which is made up primarily of property owners in the south Square area.

"I don't want to hurt the business community," says Blettner. "When the dust settles in a week or two, I'd like to sit down with (DMPI president) Dick Munz and some other people in DMI to see if our goals are the same.

"If they are the same, then we should work together," he says.

## DRAFT REQUEST FOR PROPOSALS

The City of Madison, Wisconsin, invites proposals to construct a Downtown Convention Center complex. While this request is not site specific, proposals must meet the following locational criteria:

1. The facilities must be within three (3) blocks of the Capitol Square (see map).
2. The Center must be adjacent to, or linked to, an existing hotel or a new hotel to be developed in conjunction with the Convention Center.

The accompanying market study prepared by Pannell Kerr Forster (PKF) documents the market conditions for both the Convention Center and hotel. Proposals for the Convention Center should be substantially consistent with the PKF size recommendations indicated on Table 29, pgs. VII - 14. Proposals should also include sufficient parking to serve the hotel and should address an estimated demand for an additional Four Hundred (400) parking spaces generated by the Convention Center.

Should you be interested in pursuing this development opportunity, you are invited to submit a formal proposal which should include the following:

1. A narrative description of the proposed development which:
  - a. Describes the site and responsibilities for land assembly.

- b. Includes a space summary of any proposed hotel facility, i.e., number of rooms, square footage of meeting rooms, exhibit space, required parking.
  - c. Describes pedestrian linkages between the Convention center and existing or proposed hotel.
  - d. Identifies the hotel affiliation anticipated and indicates the status of any franchise arrangement.
  - e. Indicates the extent of public participation required.
  - f. Describes the construction, ownership, management and operational responsibilities for each component of the Convention Center.
  - g. Provides estimates of development cost for each component of the proposal.
- 2. Sketch plans, elevations, perspectives and/or models developed to the extent necessary to enable the City to envision the architectural character of the proposed project.
  - 3. A description of the developer's background and experience with particular emphasis on projects similar to the one proposed.
  - 4. A timetable for development.

A Committee comprised of six members of the Common Council and chaired by the Mayor will evaluate the submissions on the basis of the following criteria:

1. Developer's Background and Experience
2. Level of Detail of the Development Proposal
3. Quality Level of the Proposed Development
4. Evidence of the Developer's Commitment to the Project
5. Extent of Public Participation Required
6. Preconditions for Development to Proceed

This evaluation will result in the selection of those firms to be interviewed. Based upon these interviews, the City will select one developer to begin negotiations on a Development Agreement.

Any questions concerning this Request or the process for selecting the Developer should be directed to either George Austin or John Urich of the Department of Planning and Development, Tel. (608) 266-4635. Submissions should be made to the Mayor's Office, Room 403, City-County Building, 210 Martin Luther King Jr. Boulevard, Madison, Wisconsin 53710 and should be received by 4:00 p.m. on \_\_\_\_\_.

ENCLOSURES:

- A. Location Map
- B. Market Studies

From Page 1



**Bob Blettner**

## ***Friends find themselves foes***

Madison can be an awfully small town at times.

Consider that in opposing the subsidy to Manchester Place, Bob Blettner also was opposing help for two former business associates — Fred Mohs and Nate Brand — from whom he purchased the National Mortgage Corp. in the 1970s.

Mohs and Brand, along with John Tye Jr. and another investor, are the general partners in Manchester Place. As it happens, Tye worked for Blettner at National Mortgage before starting the JTT Mortgage Co.

And, as it happens, in the conven-

tion center siting battle Tye and Mohs were prominent advocates of the north Square site, while Blettner pushed for the south Square.

Blettner says there's no bad blood at the heart of this.

"Any time a partnership breaks up or an employee leaves, I suppose it's something that either side isn't real happy about, or it wouldn't happen," Blettner says. "But in our case, it was done in an honorable way, in my opinion, by all parties concerned."

Fred Mohs agrees. "I don't have bad blood with anybody," he says.

— Marc Eisen

~~distinctions can be made between residential utility consumers and other consumers of utility services, in terms both of interests and representation before legislative and regulatory bodies. The interests of all residential utility consumers are to be represented by CUB and inclusion in the class is not limited to circumstances existing at the time ch. 199, Stats., became effective.~~

~~In summary, I believe the Wisconsin Supreme Court would find that the creation of CUB by ch. 199, Stats., promotes a legitimate public and statewide purpose as declared by the Legislature, and that ch. 199, Stats., is a general law rather than a special or private one. It is therefore my opinion that ch. 199, Stats., does not violate Wis. Const. art. XI, sec. 1, art. IV, sec. 31, or art. IV, sec. 32.~~

~~BCL:WCW~~

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*Bonds; Municipalities:* A city may avoid the referendum procedures normally attendant to the issuance of general obligation bonds, by using alternative methods of financing which do not require referenda, such as borrowing on promissory notes under sec. 67.12(12), Stats. OAG 42-80

July 3, 1980.

FRED A. RISSER, *President*  
*Wisconsin State Senate*

As chairman of the Senate Committee on Organization, you have requested my opinion on the following question: "Do the electors of a fourth class city lose their right to petition for a referendum when the Common Council borrows money on long terms by means of bank notes rather than raising money through general obligation bonds?"

Generally speaking, a city may avoid the referendum procedures which are normally attendant to the issuance of its general obligation bonds, by utilizing alternative methods to borrow needed municipal funds. One typical alternative is borrowing on promissory notes under sec. 67.12(12), Stats.

General obligation bonds are issued by cities under the general authority of ch. 67, Stats., which imposes limitations on the powers of

municipalities to issue such obligations, and sets forth the purposes for which and the procedures by which such bonds may be issued. *See* secs. 67.03, 67.04(2), 67.05, Stats.

Section 67.03(1), Stats., states that, except for the few categories of municipal borrowing exempted from ch. 67, Stats., by sec. 67.01(8), Stats., "municipalities may borrow money and issue municipal obligations therefor only for the purposes and by the procedure specified in this chapter."

Except where the statutes specifically provide otherwise, the question as to whether municipal bonds should be issued is subject either to a mandatory referendum of the electorate or to a petition procedure which may require such submission, depending on the purpose for which the bonds are proposed to be issued. Sec. 67.05(5)(b), (7)(b), Stats. Nevertheless, the provisions of sec. 67.05, Stats., which authorize or require referendums on the question of the issuance of bonds, are not applicable to the issuance of promissory notes under the provisions of sec. 67.12(12), Stats. Section 67.05(14), Stats., specifically provides as follows:

**Referendum not required for certain temporary borrowing.**

This section shall not be construed to require, or at any time before July 9, 1955, to have required, the submission to the electors for approval of any borrowing under s. 67.12, the provisions of said s. 67.12 being controlling as to such borrowing.

The power to borrow on promissory notes for the general municipal purposes set forth in sec. 67.12(12)(a), Stats., is clearly in addition to the power to borrow through the issuance of bonds. In fact, although such a note must be payable within ten years, it may be extended or refunded by a refunding note which may also be for a term not exceeding ten years. Furthermore, under sec. 67.125, Stats., a city may borrow an amount not exceeding its uncollected delinquent taxes to pay off promissory notes issued under sec. 67.12(12), Stats., as well as to pay current and ordinary expenses, by the issuance of bonds or other evidences of indebtedness payable within five years. The question of the issuance of bonds under that statute need not be submitted to the electors for approval. Sec. 67.125(1), (2), Stats.

Where the statutes have conferred a procedure upon a city, its electors may not demand the submission of a question which would

modify the statutory authority. *Heider v. Wauwatosa*, 37 Wis. 2d 466, 477, 155 N.W.2d 17 (1967). But if the electors of the city desire that indebtedness created by past city borrowing through bank notes be refunded through the issuance of general obligation bonds, the electors may adopt an initial resolution for that purpose by the initiative and referendum procedure set forth in sec. 9.20, Stats., and the question of bonding for refunding such indebtedness will be submitted to the electors. Secs. 67.04(2)(r), 67.05(2)(b), (5)(b), Stats.

BCL:JCM

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~~County Surveyor; Surveys; Duties of county and other land surveyors and minimum standards for property surveys discussed. OAG 43-80~~

~~July 8, 1980.~~

~~RALPH E. SHARP, *Corporation Counsel*  
*Dodge County*~~

~~You ask six questions concerning the duties of the county surveyor, especially with respect to "mortgage surveys" performed within the county by other licensed land surveyors. You define a "mortgage survey" as an inexpensive, perfunctory land survey performed by a licensed land surveyor, usually at the request of a property owner, broker or lending institution, to roughly establish boundary lines and the general location of structures on the property. You also point out that Chapter A-E 5.01 Wis. Adm. Code, prescribes minimum standards for property surveys with specifications for boundary location, descriptions, maps, and measurement accuracy.~~

~~Your first question is:~~

~~Is it legal for a licensed land surveyor to make such a "mortgage survey" and to publish it labeled "plat of survey" or describe it in any manner as a "survey"?~~

~~Although I am not sure what you mean by "publish," your question seems to be whether land surveyors must comply with the mini-~~