

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

X. COMMUNITY INVOLVEMENT - CITY, STATE, AND NATION

C. Graaskamp and the Convention Center Controversy

6. Downtown Madison, Inc. Involvement



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### CONVENTION CENTER LOCATION CONSIDERATIONS

Under consideration are two sites for the convention center. One of these is on the north side of The Square and is the current MATC downtown campus. The other, on the south side of The Square, is a combination of the Penney's block (Block 89) and land in back of the Municipal Building (Block 88). It is anticipated in the latter instance that the convention center would be located on Block 88 with the hotel situated on Block 89.

It should be noted that a convention hotel would need to be constructed and opened at or about the same time as convention center development on the south side, as no hotel currently exists adjacent to that location. On the north side, the timing of hotel development could await demand if such is necessary, as the MATC site is adjacent to the existing 376-room Concourse Hotel.

Reference is made to the matrix entitled "Convention Center Locational Analysis," page 3. The following is based upon that analysis:

With respect to land assembly and availability, it can be seen from that matrix that the Block 88/89 combination involved 13 parcels, having nine owners plus the City of Madison, which owns Block 88. Currently, there is no Tax Incremental District (TID) or Redevelopment District in place on the south side, nor are there private sector projects of any size which would generate a tax increment. Without a Redevelopment District it is not possible for the city to enter into eminent domain procedures, so one or more property owners could compromise land assembly. It is estimated that the establishment of a district would take a minimum of one year.

Alternatively, the MATC block has but one owner to negotiate with and is located within a TID and Redevelopment District. It is understood that the reason these north side districts are in place is the city's policy commitment to the north area of The Square for major downtown redevelopment activities. This commitment is evidenced by the recently successful construction start of Manchester Place. All of this is not meant to minimize the difficult choices confronting the city and MATC if the MATC site is selected, but in terms of ownership patterns and the availability of public financial incentives, the MATC site is considered superior to a Block 88/89 location.

As the matrix indicates, the potential for parking on the north side is higher by 394 spaces in terms of existing and potential spaces on-site and adjacent thereto (1,356 spaces vs. 1,750 spaces). This is an important consideration.

Critical to convention center development is adjacency to a convention hotel and the potential for future addition of rooms to meet additional demand created by a convention facility. A center located on Block 88 has only the potential for a new hotel located on Block 89. The MATC site is adjacent to the existing Concourse Hotel and has, in addition, three alternate hotel sites in the immediate vicinity. These include the MATC block itself in combination with a convention center, the 30 On The Square block in back of the Concourse Hotel, and the area in Block 90 between Manchester Place and 44 On The Square. It should be noted with respect to the latter that options are currently held by a developer proposing to do a housing project at that location. Should that project not proceed then presumably that site might become available and could be considered. If the housing project proceeds, then two sites remain.

The point here is that more alternatives exist in close proximity to the MATC block for new hotel rooms and/or further expansion of the existing hotel, thereby creating the potential over time for major room expansion to meet future demand created by a convention center on the MATC site.

Meeting planners and others stress the necessity of constructing convention facilities proximate to major shopping, restaurant and entertainment areas. There seems little disagreement that by this criteria the MATC site is far superior to any other identified downtown location. With approximately 700,000 square feet of specialty retail and restaurants along State Street (the size of a regional shopping mall), together with close proximity to the Civic Center, galleries and movie theaters, the north Square area offers many pluses. The south side simply cannot offer this diversity in the foreseeable future.

In addition, a convention center on the MATC block could trigger the economic impetus to develop a 100,000 square foot up-scale specialty shopping complex along West Mifflin Street in back of the Concourse Hotel, interconnected by climate controlled linkages with the Concourse and convention center blocks.

Further advantages include the prospect of economically strengthening the upper two blocks of State Street and increasing utilization of the Civic Center. With respect to the latter, meeting planners have stated the desirability of having this facility close to a convention center, as conferees could schedule plenary sessions in the Oscar Mayer Theater and/or the Isthmus Playhouse. In addition, blocks of tickets to entertainment offerings could be a part of conference packages.

In passing it should be noted that the consultant report prepared by National Feasibility Corporation rated the MATC block considerably higher than the south side location for many of the reasons given here. More importantly, however, are comments made by meeting planners who in effect would be the major users (the client) of a convention center complex. Without exception they have indicated that a north side location is far preferable. This was evidenced by their statements at the city's Convention Center Criteria Review Committee meeting held Tuesday, June 24, 1986, and again on Friday, June 27, 1986.

To conclude, by virtually all land use, economic and spin-off development potential criteria, the current MATC site is locationally stronger than the Block 88/89 combination.

DOWNTOWN MADISON PARTNERS, INC.  
CONVENTION CENTER LOCATIONAL ANALYSIS

<u>Site Criteria</u>	<u>Blocks 88/89<sup>1</sup></u>	<u>Block 82 (Block Total)</u>
1. No. of Parcels to Assemble	13+ National Mutual Benefit if included.	1
2. Availability	4 listed for sale, remainder may or may not be available. Offer being considered on 4 listed properties.	Available if relocation can be within MATC budget, and is timely.
3. Parking		
a. On-Site Capability	600 below grade, Block 88/89, (2 levels)	600 below grade, Block 82, (2 levels)
b. Attendant Ramp Spaces Adjacent to Site	471, Doty Ramp	520, Dayton Ramp
c. Adjacent Ramp Expansion Capacity	285, Doty Ramp	380, Dayton Ramp
d. Existing Hotel Parking Adjacent to Site	-0-	250
e. Total Existing & Potential Ramp Spaces On-Site and Adjacent to Site	1,356	1,750 (+394)
4. Accessibility	Via Wilson Street and outer ring of The Square	Via Johnson & Gorham streets, and outer ring of The Square
5. Adjacency to Existing Convention Hotel	No	Yes
6. Proximity to Other Hotels	One block from Inn On The Park; not as close as Block 82 to Concourse, Edgewater or Howard Johnsons.	Adjacent to Concourse, closer to Edgewater & Howard Johnsons Inn on the Park nearby but not as close as Blocks 88/89.
7. Proximity to Potential Hotel Sites Within One Block	1 (Block 89)	3 (Blocks 82, 83, 90)
8. Proximity of UW-Madison	Somewhat more distant	Closer

<sup>1</sup>Because no hotel is proximate to Block 88 Convention Center site, Block 89 must be included to accommodate a hotel.

<u>Site Criteria</u>	<u>Blocks 88/89</u>	<u>Block 82</u>
9. Adjacent to State Street Restaurants/Specialty Shops	No	Yes
10. Near Civic Center	No	Yes
11. Potential to Economically Drive New Development Proximate to Convention Center Site	Would positively effect Lake Park Plaza proposal two blocks away if found economically feasible and state "Public Trust" land interest could be changed by state legislature. Could stimulate development in back of M&I Bank, Anchor S&L and upgrade King St. corridor. Would generate new hotel.	Would positively effect upper 2 blocks of State Street, Civic Center and provide economic stimulus to develop 100,000-s.f. retail complex on 30 On The Square Block along W. Mifflin. Would generate new hotel. Would strengthen and build on existing downtown critical mass due to proximity to capitol, university and State Street.
12. City Policy Objectives	To develop hotel/office and support retail on Block 89. Olin Place Plan preceded this project specific proposal.	Capitol Square North Plan recommends among other matters development of north side of The Square as an integrated retail, office, housing complex with potential convention center on MATC block.
13. Current Availability of Specific Public Incentives	None	TID & Redevelopment District
14. National Feasibility Corporation Rating (100 rating is best)	62	89
15. Meeting Planners	No	Yes

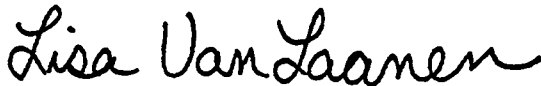
Membership Report: Mr. Alexander reported that nine members joined DMI during the past month. One new member was associated with the Manchester Place groundbreaking, one is a west-side professional firm, and the remaining are downtown retailers, many connected with Maxwell Street Days. He asked board members to either suggest membership to business associates or to pass their names to him. Mr. Alexander said he expects about 10 new memberships as a result of the Manchester Place ceremony.

Convention Center: Mr. Belden reported that the DMPI Convention Center Development Committee has been meeting 2-3 times weekly, and that the city Convention Center Criteria Subcommittee meets twice weekly. He said the DMPI committee last week presented detailed reports and testimony on a convention center locational cost analysis. He said the City Council needs to be educated on the convention center issue.

\* A motion to support the MATC block as the convention center site was approved unanimously.

There being no further business, the meeting was adjourned.

Submitted by,



Lisa Van Laanen  
Acting Secretary

DOWNTOWN MADISON PARTNERS, INC.  
Convention Center Resolution

Whereas Downtown Madison Partners, Inc. is desirous of locating a convention center in downtown Madison, and

Whereas the Board of Directors at its special meeting held August 1, 1986, by resolution voted that its preferred location for the site of a convention center is Block 82, and

Whereas the City of Madison Convention Center/Hotel Criteria Committee voted four in favor and one against Block 88/89 for the site of a convention center in downtown Madison,

Now therefore be it resolved that Downtown Madison Partners, Inc. re-affirms its position that Block 82 is its preferred location for a convention center, and

Be it further resolved that Downtown Madison Partners, Inc. re-affirms its desire to continue to work cooperatively with City of Madison officials to determine the most appropriate site for the convention center, and

Be it further resolved that the Board of Directors continues to authorize its Convention Center Development Committee to work towards successful resolution of locating the convention center on Block 82.