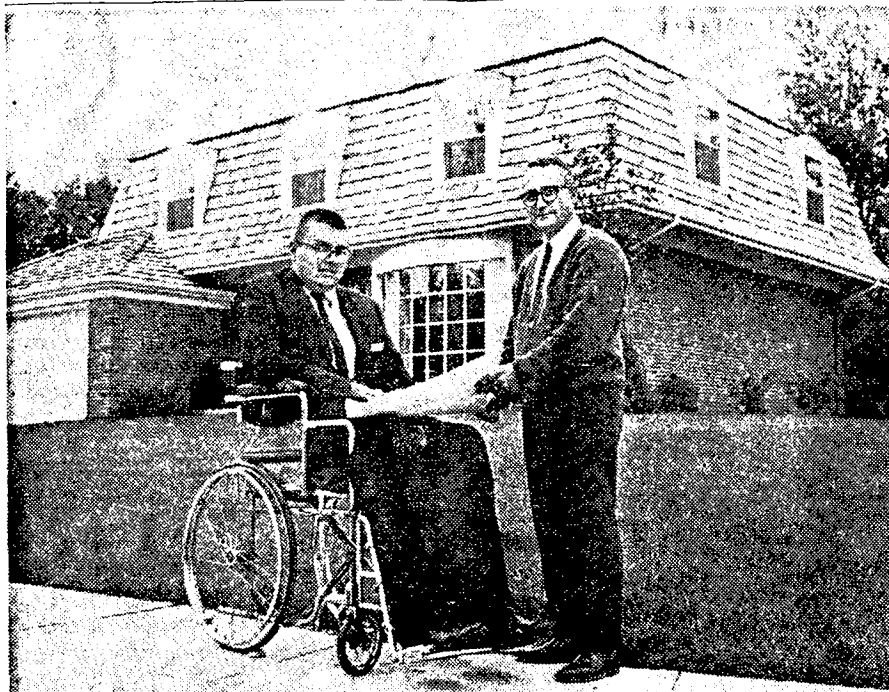


JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS .

XI. PERSONAL LIFE

D. Graaskamp as Real Estate Developer

1. Correspondence Concerning the Development of Applewood Hills



Two men who have had years of practical experience and years of theory and who are putting their theories to the test again are shown

above — Prof. James A. Graaskamp at the left and James Burkhard, at right. They're in front of one of the homes which their firm is building.

—State Journal Photo

UW Men Put Theories to Test: Build Houses

Every now and then, a professor gets a yen to go out and practice what he's been preaching.

This is what happened to Prof. James A. Graaskamp, commerce professor and administrator of the Light Building Industry program at the University of Wisconsin.

And it's virtually what happened to James Burkhard, studying for his doctor's degree in real estate at the university.

The two men have formed a corporation, and they're building houses, using the principles which they've expounded at the university.

They are starting on their eighth and ninth houses. Burkhard is so wrapped up in the building industry, that he's left the university. Prof. Graaskamp remains with the Light Building Industry program, making his house building a combined hobby and laboratory to see how his theories work out in practice.

Started with a Lecture

It all began when Prof. Graaskamp invited a representative of

Scholz Homes, Inc. of Toledo, O., Sanna Dairies, Inc. to address his class.

The firm was picked as an example of a firm which specialized in good design, copyrighted to protect the design, and in prefabrication coupled with good marketing methods in houses that ranged from \$20,000 to \$120,000.

"Any number of people can build houses," says Prof. Graaskamp, "but marketing them can be quite a trick."

Scholz' representative may or may not have sold the class on the theories he expounded, but he did sell the professor and the candidate for his doctor's degree.

"We figured it was time to fish or cut bait," says Prof. Graaskamp. "If we believed in our theories, we owed it to ourselves to prove them."

'Arrived' at Bluff

They formed a corporation called Realty Research and Development, Inc., and they began to build houses under the name of Landmark Homes.

The third house they built was in Maple Bluff, for an official of

"Normally you take a few more than two houses to work up to Maple Bluff," says Burkhard, "but we had a pretty well known

(Continued on Page 5)

UW Men Put Theory to Test

(Continued from Page 4)
product to sell, for the Landmark homes are the custom house of the prefabricated line."

The two men had had a feeling, through their knowledge of the Madison market, that there was a need for a house with a little added something in the way of design, and a house upon which they could quote a definite price in a matter of a few days.

The house is picked from a pattern book, and the components which require millworking are sent to Madison by truck from Toledo. The house is of standard construction.

Spread Costs

"The feeling has been to use prefabrication as a means of lowering cost by spreading the costs of good architectural design, merchandising, and all the rest over a wider base, not to save costs by skimping of material.

"As a matter of fact, the opposite is true. Only the best of materials is used."

The two men also are testing their theories that definite advantages flow from detailed and up-to-the-minute knowledge of costs.

As far as they know, they are the first home builders in the city to have a computerized accounting program. They use a computer service of a bank to get the intricate cost breakdown that tells them what labor task costs how much, what their materials

costs are, and . . .

"In general, whether we're making a profit," says Prof. Graaskamp.

Make Frequent Checks

"The beauty of the computer is that you can make frequent checks, to find out exactly where you stand. That way, you can correct mistakes you may be making before the situation deteriorates too far, or you can capitalize on the things you're doing right in order to make the utmost benefit."

Both of the men have roots of long standing in the building industry.

Prof. Graaskamp was starting out to be an architect when, as a senior at Milwaukee Day school, he was stricken with polio. The symptoms were masked in a football injury, and he spends his days in a wheelchair today.

He started work on a creative writing course at Rollins College, in Winter Park, Fla., and spent two years at Marquette getting a master's degree in marketing and securities analysis.

Had Own Firm

Next he taught at Marquette for a year and a half, and during those three and a half years he had his own building construction firm in Milwaukee. Days he was at school, and nights he was involved in building.

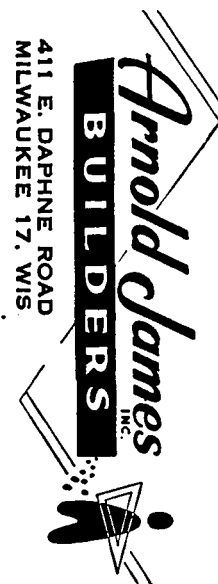
In the fall of 1958, he came to the university in Madison to get his doctor's degree in insurance

and real estate, and for the last three years has been head of the Light Building Industry program.

Burkhard was a journeyman carpenter by the time he graduated from high school; went on to architectural engineering; has a bachelor's degree in civil engineering; a master's degree in industrial management, and is well along toward his doctor's degree in real estate.

"Now," they say, "we're interested in seeing if our theories work."

"And, so far, they're working very well."



PLANNING DEPARTMENT

Room 414 266-4635



city-county building, madison, wisconsin 53709

CITY OF MADISON

February 28, 1968

Professor James A. Graaskamp
202 North Breese Terrace
Madison, Wisconsin

Dear Jim:

Subject: Annexation--Applewood Hills Plat, Holy Name Seminary

Our staff has not made much progress since your initial inquiry regarding annexation. As I recall our earlier conversation, you expressed an interest in annexation to the City of Madison on the part of the property owners in Applewood Hills Plat. While it was acknowledged that City water and sewer would be a long time coming, you pointed out that residents buying properties in the area were interested in their children attending Madison City schools. You pointed out that water lines will be installed to City standards so that at such time as water extensions were made into the area, the water system in the subdivision could be utilized. You did not point out specific reasons for interest by the Holy Name Seminary but we assume that one of these might be fire and police protection. We also assume that they are interested in water and sewer service.

On February 14, 1968 the Technical Review Annexation Committee discussed a preliminary report by our staff in regard to annexation plans that would include your plat and the Holy Name Seminary. Our report was based on utility service areas. Sanitary sewer extension to your area will be the most difficult. As you can see on the attached map, your property and the Seminary property fall at the high point of three drainage basins. All three basins will ultimately drain to the Sugar River interceptor that will be installed by Metro by 1970. Annexation might properly follow one of these drainage basins. From the standpoint of those areas that are ripe for development, we do not see the drainage basin to the south as a high priority area. The drainage basin to the north, (Pheasant Creek), could develop rapidly in the near future. Our prognostication, however, favors the drainage basin due east through the Ganser property. As a consequence, annexation alternatives which could include the Ganser properties and the Temkin property are enclosed. The Tanner-Luetke farm on the northeast

Professor James A. Graaskamp
Page 2
February 28, 1968

corner of the Beltline and Gammon Road is ripe for development as are properties formally owned by Allied Development Corporation and Alex Temkin on the east side of Gammon Road north of Schroeder Road. If all property owners were to be interested in annexation at approximately the same time, coupled with the interest of the Seminary and of your own interests, the entire area could be annexed by one action.

Water service is not as difficult a service matter. Ideally, a street through or along the Alex Temkin property would simplify water service to the area which could then be looped northerly on High Point Road and easterly on Mineral Point Road as the area develops. Without a routing across the Temkin property, the water would presumably have to be extended along the Beltline. If you do not intend to acquire the Barr and Byster properties, it may be awkward getting City water to your subdivision.

The analysis by the committee was as follows:

1. Utility extensions to the area will be costly because the Seminary and your plat are west of a tier of rather large farms which have not been committed for urban development. The cost of utility extensions presumably will be negotiated between the City and anyone requesting these utility services. Some of the assessment may be deferred by the City in agricultural areas. The ability of the City to first extend utilities and secondly to defer these assessments however, would be subject to the total cost of the project. Clearly, the City cannot absorb a high deferment cost. To assist the staff in evaluating the utility extension proposals and the entire annexation package, we would like a timetable prepared by you as an individual party and by the Seminary as an individual party. This would represent the time range in which you would like water and sanitary sewer. We can then measure your time schedule for these important utilities against our ability to provide these services.
2. An important point to be made at the outset is that any annexation proposal that includes your land and the Seminary land will represent a rather deep thrust into the Town of Middleton. You are aware that the Town had seriously considered a utility district in this general area to ward off further annexation by the City. We think there is an excellent chance that regardless of the shape of the annexation and regardless

Professor James A. Graaskamp

Page 4

February 28, 1968

in the City's attempt to make a rational pattern out of the annexation in this area? What is your utility timetable for service? Do you have any kind of a working relationship with Alex Temkin who owns 120 key acres on the west side of Gammon Road and smaller acreage fronting on Schroeder Road east of Gammon Road?

This bushel basket of questions will give you some material to start on. I have included some alternatives for annexation proposals that would include the Seminary and your plat. I assumed that you have acquired the Barr and Byster property and that we will obtain full support from the people in your plat as well as from the Seminary. For those alternatives that exclude the Ganser farm, they are prepared on the assumption that sewer could be extended via an easement through the Ganser farm. After you have had a chance to tackle some of these questions, give me a call and let's discuss it further.

Thank you.

Sincerely,



William S. Nichols
Principal Planner
Planning Department

WSN:kw

cc: Bob Corcoran
Ed Duszynski
James D. Burkhard