



**TO:** Urban Design Commission  
**RE:** 555 State Street—my old store  
**CC:** MuseumMile Mailing List—to a degree  
**FROM:** Dennis Amadeus de Nure July 10, 2013

As a partner of an \*enterprise at 555 State Street in 1987/88, and as a current tenant at 556 State Street, I am qualified to comment on the proposed development by Carol Mullins.

But more importantly, as the lone visionary offering specifics (*and you always offend someone when you talk specifics*) in the branding and development plan called—Madison's Museum Mile™, I thank you for taking the time to read my positive reaction to Carol's proposal. In a nutshell—encourage you, Mayor Soglin and the Council to approve the plans.

Yet, wouldn't it be neat if Carol's plans interacted with the proposed development called Judge Doty Square or Randy Alexander's development at the top of East Washington, or Eric Hovde's development on Johnson Street.

Using the museum idea, this project can build with the vision for a cultural and entertainment district on the magnitude of the Museum Mile Plan. Here are some ideas you and the system should consider:

- ◆ Move the UW-Geology Museum to Carols 555 State Street location
- ◆ Build a Trek Bicycle Museum inside Judge Doyle Square
- ◆ Have a Wisconsin Fire Museum inside Hovde's Johnson Street development (and across the street is the Wisconsin Police Museum—connected by a digital billboard skywalk.)
- ◆ Ask Randy Alexander if a museum dedicated solely to Madison's history is something he could support in his Pahl Tire re-development?

Future Mayor Dave and I happened to bike down State Street the other day and he made the comment he thought the Dalai Lama Museum idea was a good one. Thank you for your time and please note the attached idea page with respect to **20 ideas** in the museum proposal including Carousel Park & Bucky Ducks.

*\*It's interesting to note in 1987 I was in a partnership with Kenny Dichter, who founded the*

*Marquis Jet business. Maybe we can get Kenny to help move the UW-Geology Museum?*

**For the Urban Design Commission 7/10/13**

On a scale of 1-5 please rate the following museum ideas in the Museum Mile Plan:  
(1 = negative and 5 = positive)



The museum idea is a branding plan as well as an urban developing plan. The overall goal is the Wisconsin Museum Mile Camp. (a Dream Bank for YOU)

1.	Trek Bicycle Museum of Wisconsin	1	2	3	4	5
2.	Move the UW Space Place Museum	1	2	3	4	5
3.	Move the UW Geology Museum	1	2	3	4	5
4.	Move other UW Teaching Museums	1	2	3	4	5
5.	Lakeshore path between Alumni Park and James Madison Park (MaKa Path)	1	2	3	4	5
6.	Carousel Park (Ticket Sales to Bucky Ducks Here for the MaKa Path)	1	2	3	4	5
7.	Bucky Ducks Guided Tour Service using the MaKa Path, lakes & Carousel Park	1	2	3	4	5
8.	Wisconsin Dairy Museum	1	2	3	4	5
9.	Wisconsin Native American Museum	1	2	3	4	5
10.	Madison Historical Museum	1	2	3	4	5
11.	Bigger Better State Historical Museum	1	2	3	4	5
12.	Bigger Better State Veterans Museum	1	2	3	4	5
13.	Madison Golf Museum	1	2	3	4	5
14.	MuseMax 3D Theatre	1	2	3	4	5
15.	Wisconsin High School Sports Museum	1	2	3	4	5
16.	Electronic Theater Museum	1	2	3	4	5
17.	Wisconsin Women's Museum	1	2	3	4	5
18.	National Gay & Lesbian Museum	1	2	3	4	5
19.	Wisconsin Police & Firefighters Museum	1	2	3	4	5
20.	Wisconsin Skatepark Museum	1	2	3	4	5
21.	Earth Day Museum	1	2	3	4	5
22.	The Dalai Lama Museum	1	2	3	4	5