

From: [Murphy, Brad](#)
To: [Parks, Timothy](#); [Martin, Al](#); [Scanlon, Amy](#)
Subject: FW: Block 100 Project support
Date: Tuesday, February 28, 2012 5:01:27 PM

For your files.

Brad Murphy
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From: Katie Dowling Marcus [mailto:kdownlingmarcus@gmail.com]
Sent: Tuesday, February 28, 2012 5:00 PM
To: Murphy, Brad
Subject: Block 100 Project support

Dear Mr. Murphy,

I am writing you to express my support and enthusiasm for the Block 100 Foundation Project. As a city grows and the buildings age, it is necessary to make choices about how to lay a foundation for the future. The plans for the Block 100 of State Street reflect the progressive nature of Madison while maintaining a commitment to preserving and respecting the past.

The entrance to State Street from the Capitol Square is perhaps the most important intersection in our city. State Street is a bridge between the University and the Capitol Building, lined with colorful shops and restaurants as well as cultural treasures such as The Overture Center for the Arts and the Madison Museum of Contemporary Art. The Block 100 Project plans to beautify State Street's entrance by refurbishing and renovating the architecture. Although this includes preserving the historic Castle and Doyle building, other structures necessitate reconstruction or removal because of their poor condition. I believe the gains offered by this project far outweigh these losses. The project ensures the preservation of the scale and character of the block while offering improved efficiency, usability and accessibility. The proposed garden on Fairchild Street will create a miniature "museum campus," a pedestrian- and tourist-friendly green space connecting several cultural landmarks: Overture Center for the Arts, The Madison Public Library, and The Wisconsin Historical Museum.

In addition to these aesthetic and functional enhancements, this plan will contribute to the economic vitality of the Downtown neighborhood by creating permanent jobs and solidifying the Square as a shopping and dining destination. The 100 Block will also create additional tax revenue once the value of these properties is increased.

Finally, I want to emphasize the fact that this project looks far into the future to ensure the sustainability of Overture Center for the Arts. The 100 Block will become an endowment for Overture Center as the income generated from these properties creates a flow of gift money to the Center. I continue to be moved and heartened by the generosity of the Frautschis and their commitment to Madison's civic and cultural vibrancy. Their investment in this project is a gift to us and many future generations of Madisonians.

Thank you for hearing my voice with regards to this matter. I believe I speak for many in Madison when I express my support for the Block 100 Project.

Sincerely,

Katie Dowling-Marcus
Madison Museum of Contemporary Art Trustee

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