
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

June 10, 2009

Ald. Terry L. Witkowski
(414) 731-0472

Plans to be Unveiled for S. 27th St. Makeover, Business Improvement Districts *Design Competition for Artwork Also to be Launched During Friday News Event*

A state Department of Transportation allocation of \$1.5 million will help bring valuable street enhancements to a stretch of S. 27th St. that runs through Milwaukee and Greenfield, with the work expected to start sometime next year, **Alderman Terry L. Witkowski** said today.

Details of the project, including plans to create Milwaukee and Greenfield S. 27th St. business improvement districts (BIDs) that would serve to build momentum by funding significant additional improvements, **will be discussed during a news conference Friday, June 12, at 9:45 a.m. at S. 27th and W. Coldspring Rd.** In addition to Alderman Witkowski, participants will include **Greenfield Mayor Michael Nietzke**, a representative from the state Department of Transportation, and BID organizers/boosters Tara Cavazos of US Bank Greenfield and Mike Kresovic of Cameo Care Campus.

The enhancements to the approximate 4.5-mile stretch of S. 27th St. from College Ave. on the south to the Kinnickinnic River Parkway on the north would include tree plantings, gateway monuments, street markers, and light pole banners. Designed to give the business strip a stronger brand identity and an overall welcoming presence, the work would coincide with the first major push of local work on the I-94 interstate expansion and resurfacing project, the alderman said.

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S. 27th St. Makeover/ADD ONE

“Just as the work on the freeway and the interstate is getting into gear, we’ll see the street enhancements going up on S. 27th St. -- designed to bring increased economic development vitality and consumer traffic to one of the state and region’s longest contiguous commercial districts,” Alderman Witkowski said.

Mayor Nietzke, who helped come up with the “Historic Route 41” theme the S. 27th Street Business Association is using as one of the descriptive identifiers for the S. 27th St. stretch, said he is looking forward to working with Milwaukee and Greenfield officials to make the initiative a success. “I’m pleased with the positive energy that we have created and I look forward to seeing this project through so we can maintain and grow S. 27th St. as one of the area’s healthiest commercial zones,” he said.

The S. 27th Street Business Association is conducting a community wide contest to develop two distinctive graphic designs for the improvement districts. Area residents, artists and interested parties will have a chance to develop art work that can be reproduced on the signs, banners and monuments that will be constructed in the medians of S. 27th St. and W. Layton Ave., Alderman Witkowski said.

The winning artist will be notified by mid-July, and Milwaukee and Greenfield will award a decorative plaque recognizing the winning artist as a token of appreciation from the communities. In addition, a bronze plaque mounted on the median monument planter wall will display the artist’s name and year designed.

Contest details:

- The design should be colored and scaled. For example, a 2’x7’ banner could be submitted at 6” by 1’-9.” Hand drawings are acceptable, as are computer drawings.
- **Design deadline: 3 p.m. Tuesday, June 30, 2009.**
- Submit designs in a sealed envelope with the entrant’s contact information in the envelope.
- For questions and to submit designs please contact: Tara Cavazos, US Bank, 4333 S. 27th St., Greenfield, WI 53221.