



March 4, 2008

Ald. Tony Zielinski
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Bay View To Get "Eco-Friendly" Bar

Telluride to Open in May Along Kinnickinnic Avenue Business District

Ald. Tony Zielinski said he's very pleased with plans to turn a S. Kinnickinnic Ave. business property into an eco-friendly neighborhood tavern.

The location at 2155 S. Kinnickinnic Ave. (formerly Chaser's) will be significantly renovated before it opens in May as Telluride, named for the fun, trendy and environmentally aware ski area in Telluride, Colorado.

Ald. Zielinski, who has supported eco-friendly and "green" initiatives as a member of the Common Council, said Telluride should be a positive addition to the dynamic Bay View business community. "Telluride will offer an attractive, casual atmosphere in an environmentally friendly setting, and the owners' business plan shows a commitment to being a stable, positive force for the neighborhood," said Ald. Zielinski.

Brian Normoyle and partners Ryan Biechler and Luke Grant have said Telluride will include seasonal outdoor patio seating, with the beer garden utilizing existing green space and plantings, and overall eco-friendly practices such as green-space cultivation, solar energy use and capturing rainwater. The bar also plans to participate in Milwaukee's Fair Trade Initiative, which has included legislation sponsored by Ald. Zielinski designating Milwaukee as the nation's first "fair trade city."

Telluride is expected to open in early May.

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