



Department of City Development  
**News Release**

For Immediate Release  
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**City To Partner With UWM In Landmark East Side Project**

Milwaukee Mayor Tom Barrett announced today the Redevelopment Authority will consider issuing approximately \$68 million in bonds for the landmark Kenilworth project on Milwaukee's east side. The proposal will aid in the redevelopment of the quiet, mammoth building at 1925 E. Kenilworth, owned by the State of Wisconsin and managed by the University of Wisconsin-Milwaukee. The half-million square foot building will be converted to a public-private facility that offers a public arts center, retail, UW-Milwaukee art class space, student housing and private condominiums. Barrett said the Redevelopment Authority would consider the bond proposal at its next meeting on January 20.

"This project will transform a sleepy, dark building into an extension of a vibrant commercial neighborhood," said Barrett. "It's another case of this city turning a blight into a blessing."

The Kenilworth building once housed a World War II munitions factory and Ford Model T Plant. UW-Milwaukee assumed full ownership of the building upon completion of a thirty-year lease with the US government, which offered the building as part of its surplus program.

In November, the State Building Commission agreed to allow UW-Milwaukee to contract with Weas Development, a local development firm to redevelop the large building into something that serves both UW-Milwaukee, the East Side Business Improvement District and the surrounding neighborhood. The Kenilworth project represents the first time the State of Wisconsin has allowed a state-owned building to be developed in this taxpayer-saving manner.

"The project is a model for other cities and universities across the country," said Third District Alderman Michael D'Amato. "The rebirth of the Kenilworth Building will create a vibrant, dynamic destination for students, residents and visitors for many decades to come,"

A center section of the existing building will be deconstructed, turning the facility into two separate structures with complimentary functions. The east side of the building will house classrooms for the Peck School of the Arts, the only school of the arts in the UW system. The east building will also serve as a neighborhood public arts center by housing a film screening studio and art gallery on the first floor. A small portion of the east building will offer retail space.

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The upper floors of the west building will house graduate students and some upper-class students from UW-Milwaukee. The first floor will be dedicated to retail space. A total of 26,500 square feet of retail space will be leased to tenants who will serve the East Side Business Improvement District and the residential neighborhood. The building is expected to include 220 enclosed parking spaces, with 50 spaces allocated to retail customers.

The Kenilworth project will help UW-Milwaukee reach its goal to grow UW-Milwaukee's graduate programs by 40 percent over the next six years, as announced by Chancellor Carlos E. Santiago.

"Creating residential space for graduate and selected upper-class students is an integral part of my plans to expand UW-Milwaukee's research capacity and graduate student enrollment," said Santiago. "The Kenilworth project gives another avenue to recruit the best graduate students from around the world, and creates a live-and-learn environment for students in the renowned Peck School of the Arts."

The Kenilworth project will require zoning, lease and bond approval by the Redevelopment Authority, City Plan Commission, Common Council and Mayor Barrett. The Redevelopment Authority will consider the blight, lease and bond issues during its regular meeting January 20<sup>th</sup>.

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