
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

May 31, 2011

Ald. Terry L. Witkowski
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Grand Opening of Historic Route 41 Highlights Revival of S. 27th Street *Renaming of street from Kinnickinnic River Parkway to College Avenue becomes official Thursday*

Alderman Terry Witkowski will join **Mayor Tom Barrett**, **Greenfield Mayor Mike Neitzke** and **State Representative Josh Zepnick** to celebrate the ribbon cutting and grand opening of the newly-named Historic Route U.S. 41 on **Thursday, June 2**.

U.S. Highway 41, established in 1926, has been known in the area as S. 27th St. and served as a major north-south highway between Milwaukee and Chicago prior to the construction of Interstate 94 in the mid 1960s. The entire length of highway, however, runs from the Upper Peninsula of Michigan to Miami, Florida.

“South 27th Street has truly seen a revival and has become a go-to destination in Milwaukee,” Alderman Terry Witkowski said. “It not only provides regional access to destinations, communities, neighborhoods and businesses in the city, it also embraces a number of our iconic spaces that shore up the history of our city.”

Famous businesses on the U.S. Historic Route 41 stretch include Leon’s Frozen Custard Drive-in, Mazos Fine Foods and Wildenberg’s Hotel and Evergreen Resort. The cities of Milwaukee and Greenfield worked collaboratively with the S. 27th Street Business Association to upgrade the appearance of the business district in the area and the marketing, selected theme and street sign design contest were part of this partnership.

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Historic Route 41 /ADD ONE

“This area provides such a key role in commerce and is truly a gateway between communities,” Alderman Witkowski said. “We are thrilled to showcase this regional partnership and the winning design of the new highway markers. This historic designation can help the area continue to cultivate its economic success.”

The project is a cooperative venture between three new Business Improvement Districts that have formed along the historic route, the Wisconsin State Department of Transportation and the Cities of Milwaukee and Greenfield. The group has established the improved appearance and streetscaping for the highway.

The press event will include the S. 27th St. Business Improvement District’s announcements of weekend events that highlight the street’s new historic designation. Following the news conference, parties involved in the ribbon cutting will board classic cars at the event to showcase the area’s new Americana feel.

“The area covered by the S. 27th St. area BIDs is the longest continuous commercial shopping area in the City of Milwaukee,” Alderman Witkowski said. “I’m proud of the partnerships that brought this historic designation and new look to one of the healthiest business strips in town.”

The news event and ribbon cutting will be Thursday, June 2 at 10:00 a.m. at the western corner of S. 27th St. and W. Mangold Ave. with parking provided at Braeger. The press is invited to attend.