

# David V. Uihlein, Jr.

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322 East Michigan Street, Suite 204  
Milwaukee, WI 53202

Marty Brooks  
President & CEO  
Wisconsin Center District  
400 W. Wisconsin Ave.  
Milwaukee, WI 53203

Dear Mr. Brooks

I'm writing to you as a lifelong Milwaukeean, an architect and someone who appreciates Milwaukee's architectural heritage. I want to share my reasons for supporting the preservation of the Milwaukee Panther Arena, which serves the Wisconsin Center District and the larger community with its architectural beauty and functional utility.

Recent news coverage of your study to determine the feasibility of a site for a new convention headquarters hotel caused me to write this letter and make the following points:

1. The Arena is an architecturally significant building that is an excellent example of the "Streamlined Moderne" style of the late 1930s that stripped Art Deco of its ornament in favor of an aerodynamic design.
2. The new style was first popular on the East and West coasts and arrived in Milwaukee after World War II in time for the design and construction of the Milwaukee Arena in 1950, immediately making it a downtown landmark.
3. Designed by Milwaukee's famous architectural firm of Eschweiler and Eschweiler, the Arena has seen many memorable teams and events, including the 1971 world champion Milwaukee Bucks, the 1977 NCAA national champion Marquette basketball team and the 1997 champion Milwaukee Wave. The Beatles played there in 1964 and the Arena hosted many community events including the annual Milwaukee Sentinel Sports Show, the International Holiday Folk Fair and the Milwaukee Journal Indoor Track Meet.
4. Now housing the Wisconsin Sports Hall of Fame, the Panther Arena serves Milwaukee's college and minor league sports teams and is ideally sized for ice hockey and college basketball.

I urge you to consider other sites adjacent to the convention center as possible locations for a new hotel and to understand why Milwaukeeans have such a deep appreciation for their architectural heritage and for the historic Milwaukee Arena in particular. I am sharing these thoughts with you personally and would appreciate hearing your response.

Depending on your response, I am also prepared to share my thoughts with others in the community.

Sincerely,



David V. Uihlein, Jr.