



## Legislation Text

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**File #:** 090614, **Version:** 1

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090614  
SUBSTITUTE 1

ALD. WITKOWSKI, BAUMAN, DUDZIK, DONOVAN AND WADE

Substitute resolution declaring South 27<sup>th</sup> Street from Kinnickinnic River Parkway to College Avenue as "Historic U.S. Highway 41."

This resolution declares the portion of South 27<sup>th</sup> Street bounded by the Kinnickinnic River Parkway to the north and College Avenue to the south as "Historic U.S. Highway 41."

Whereas, U.S. Highway 41 is a north-south United States Highway, with a storied past, that runs from the Upper Peninsula of Michigan to Miami, Florida; and

Whereas, U.S. Highway 41, established in 1926, also known as South 27<sup>th</sup> Street, was constructed as the major north-south highway between Milwaukee and Chicago and served as such prior to the construction of Interstate 94 in the mid 1960's; and

Whereas, Especially the portion of South 27<sup>th</sup> Street bounded by the Kinnickinnic River Parkway to the north and College Avenue to the south provided regional access to destinations, communities, neighborhoods and businesses in the City of Milwaukee in addition to supporting a booming hospitality and retail industry in response to travelers utilizing U.S. Highway 41; and

Whereas, South 27<sup>th</sup> Street has long played a key role in commerce within the City of Milwaukee as a centrally located business district, including numerous restaurants, car dealerships, small businesses and shopping centers; and

Whereas, South 27<sup>th</sup> Street is in midst of a revival and continues to be a preferred destination for hospitality and retail commerce within the City of Milwaukee attracting citizens from all parts of the city and the larger metropolitan Milwaukee region to famous businesses such as Leon's Frozen Custard Drive-in, A & W All-American Food, Mazos Fine Foods, and Wildenberg's Hotel and Evergreen Resort; and

Whereas, The cities of Milwaukee and Greenfield working together with the S. 27<sup>th</sup> Street Business Association are coordinating revitalization of this business district including street landscaping and marketing and have selected the theme of "Historic U.S. Highway 41"; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that South 27<sup>th</sup> Street from Kinnickinnic River Parkway to College Avenue is declared "Historic U.S. Highway 41."

LRB09375-2  
AEH  
9/3/2009

Clerical correction -- jro -- 09/10/09