

27th Street Corridor Plan
Joint CDA Stakeholder Interview

1. What do you believe are the corridor's **strengths**? (10 minutes)
 - a. Increased development
 - b. Location between Milwaukee, Racine, Chicago, adjacent to the Airport with Interstate access
 - c. Available land
 - d. NW Mutual – setting the value of what can be reached for investments in the area
 - e. Out of the City
 - f. Greenspace – for pres./park
 - g. Expansion of tax base
 - h. Access to labor market
 - i. Growing econ base – lot of increased residential areas with above average income
 - j. Access to freeway
 - k. Borders to cities
 - l. Major transportation routes
 - m. Not upscale enough
 - n. Greater articulation
 - o. Developable lands

2. What do you believe are the corridor's **weaknesses**? (10 minutes)
 - a. Access to major trans.-linking workers to businesses
 - b. Traffic is now double, accept that but more development may be too much
 - c. Lack of unified aesthetics, design
 - d. Inconsistent zoning, lack of architectural standards
 - e. Fragmented ownership patterns – not configured/massed. Not conducive to doing big projects
 - f. Number of land owners
 - g. Power lines are a distraction, waste a lot of space
 - h. Franklin – M-1 zoning
 - i. Adult oriented businesses
 - j. Existing buildings on 27th are eyesores- trailer parks, used car lots
 - k. Lighting – no street lighting
 - l. Infrastructure – sewer, water (water stops at Ryan, sewer S.Oakwood)
 - m. 27th Street south of Rawson is not complete – needs help
 - n. No more trucking terminals
 - o. Scale of project so big
 - p. Storage units not appropriate for the area
 - q. Too many non-profits – do not contribute to tax base – churches, hospital, etc.
 - r. Expansion of city employees
 - s. Costs of stormwater/lighting

3. What do you believe are the corridor's **opportunities**? (10 minutes)

- a. Increased tax base
 - b. To demonstrate we have a progressive vision for 27th Street
 - c. Expanded opportunity for the work force (not just same level – up to CEO COO)
 - d. Opportunity to control development – zoning, area to develop arch standards, one big development, design guidelines financial expectations
 - e. Opportunity for organized planned development to meet a number of goals
 - f. To create next regional stopping place between Milwaukee and Chicago
 - g. Highest and best use – NM to set standards
 - h. To meet needs of residents – food, shopping, jobs, etc.
 - i. Keeping taxes down
 - j. Solicit companies/corporations to partner with existing companies
 - k. Potential investors can be entertained because a lot of value, example 10 story building, hotel, etc.
 - l. Lift 5-story height limit
 - m. Lift FAR
 - n. Unified participants to address development
4. What do you believe are the corridor's **threats**? (10 minutes)
- a. Additional development adds additional traffic congestion
 - b. Demands on services
 - c. Obstinate land owners
 - d. Wrong type of development (ex. Car dealership (traditional))
 - e. Not conducive to high end development
 - f. Unwillingness on the part of two cities to invest in infrastructure and/or lack of commitment to following thru with the plan
 - g. Developers cannot continue with their development
 - h. Traffic – timelines of DOT to follow thru with their plans in/with our development plan
 - i. DOT may have tendency to use 241 to move traffic between Milwaukee/Racine rather than to provide means for community
 - j. Land assemblage – how is it to be handled
 - k. NIMBY attitude
 - l. Do not put a huge hole in the ground – detention pond
5. What is the most important thing that should be accomplished on this corridor? (10 minutes)
- a. Separate business and home owners
 - b. Better lighting and roads and landscape to be uniform
 - c. Establish goals and planning
 - d. Complete and total cohesive development between cities, developers and land owners including communications between existing businesses and solicitation with potential new business
 - e. Traffic/access plans – upscale philosophy, building an upscale hotel
 - f. Cities must accept and implement zoning
 - g. Cities must adequately fund implementation – build infrastructure
 - h. Matching between the communities including zoning, architectural styles, appropriate mixed use covenants, etc. So the typical “outside” would never notice visually that it is two cities

- i. Development of a high profile corridor that enhances each cities tax base

27th Street Corridor Plan
Large Business Stakeholder Interview/Focus Group
September 29, 2004

1. *What makes this area a great place for you to work, conduct business, and/or own a business? What do you believe are the corridor's strengths for people working in this area?*
 - Long time presence – people know where they are. Right now it's a mess, different uses one atop another, Bluemound Road is a good comparison – could attract a lot of people, development potential
 - Right now not a lot of people recognize it as a destination.
 - Potential for businesses looking to build, attract density, react to market
 - From a regional developmental perspective – downtown, Pabst City, Pabst Farms, competition to attract businesses
 - Make sure development process is friendly for competitive edge
 - The Franklin and Oak Creek area is a great location but they are maybe not willing to see development

2. *Is it a competitive advantage or disadvantage to conduct business along the corridor? What is the competitive advantage or disadvantage and what might enhance or threaten this advantage?*
 - Easy access, easy to find
 - Further development will benefit existing businesses, especially financial institutions
 -

3. *What should be done to make it a better place for you to work? What are the corridor's weaknesses for businesses?*
 - Develop a seamless process that still offers guidance from officials
 - From a developers perspective Franklin is turning around with respect to its development process, Oak Creek is getting there
 - Franklin is most difficult with regard to building inspection – tough
 - Disorganized, quite a mess
 - Residential buildings used for business
 - Strip mall would be preferable
 - Needs an overall plan – plan could improve flow of traffic – places like Bluemound Road are not a good model from a traffic standpoint should try to avoid that.
 - What makes Bluemound Road difficult? Volume, access to businesses difficult, peak times, holiday weekend, 8-lane divided

a. *What improvements/changes to the physical character of the corridor would make it a better place to conduct business?*

- Nothing could improve. Place/Identity will come with development.
- Older development in the 50's, no real sense of place, anywhere USA, hodge-podge.
- Many people probably have driven 27th Street, but wouldn't remember it as a distinct place.

4. *What should the mix of uses (office, retail, residential, civic/open space, etc.) be along the corridor – and generally where might they be located (different areas for different uses)? Please think about: what uses should remain, what uses should discontinue, what new uses should be added and where?*

- More commercial businesses, could also serve residential, commercial
- Bluemound Road is a good example again – great mix, a lot of places to eat
- Retail surrounded by condos – mutual support
- Build in density to support retail
- Give us another Bluemound Road
- Add more subdivisions (suburban area)
- Condos, apartments on 27th
- Neighborhood parks
- Could this be urban or should it be suburban? Urban feel might work – break up 27th into districts – would want urban but not sure if it would fit
- What about the area at the far south? Commercial/office or residential
- Lacks a good drive-in movie theater
- Office buildings attractive yes, not sure if they are feasible in the market though
- Historically the trend here would not recommend office but might follow the rooftops with NW Mutual and convenience to downtown
- This could be a market for Class A office similar to Hwy 100

5. *Is there another corridor – or place – that you really like and think this corridor should/could resemble? Please think about what corridor and development along the corridor should/could look like – street lights, access, parking, landscaping, and building design, height, size, etc.?*

- Hatchery Hill in Fitchburg Wisconsin is a good example
- Place for architectural continuity? Thinks so but wants details before saying yes.
- Downtown Milwaukee for shops
- Brookfield Town Center (Brookfield and Capital)
- (Not sure if he's promoting that urban feel; understands that you still have to drive)
- New Berlin City Center

27th Street Corridor Plan
Elected Officials Stakeholder Interview/Focus Group (Oak Creek)
September 29, 2004

1. *What makes this corridor a great place, an important place? Why did the community invest in this planning process? What are the corridor's strengths?*

- Two communities working together – consistency
- Can't dictate development
- Should start at the south and work towards NML campus
- Could even set the bar higher – right at County boarder opportunity to create “golden gate” into Milwaukee County
- Why is Puetz and 27th considered a “key commercial intersection” Might be another access to interstate?

2. *What are the corridor's weaknesses? What should be changed?*

- Watch out for negative impacts to open space – potential to lose this asset
- Disjointed relationship between community and residents
- Reduce congestion between College and Rawson – plan rest of 27 to avoid that
- Too many access points, making 27th St. work is key to overall success
- Diversity of styles, mish-mash no unifying thread

3. *What should the mix of uses (office, retail, residential, civic/open space, etc.) be along the corridor – and generally where might they be located (different areas for different uses)? Please think about: what uses should remain, what uses should discontinue, what new uses should be added and where?*

- Highest and best use in interests of both cities
- Want something that is also complementary
- Imagine four (4) more NML's then develop from there, housing, condos, strip malls to serve those employment centers
- Not to dictate to developers, create zoning and ideas then go from there
- When trying to attract 4-5 more NML's need to develop the neighborhood as a place these types of users want to locate
- Look at residential development And ensure 27th St. development can support new neighborhoods and residents
- Office supply store
- Get an SBC or biotech company – services will grow around that
- Anchors – related – support – neighborhoods
- [Now] away from the corridor – segregated used on corridor more mixed/dense
- More businesses north of 27th – “lit up” moving south its darker, less inviting – needs better lighting
- Boulevard look – homey, welcoming
- Multi-modal transit opportunity
- 76th Street – more landscaping, similar to Howell

- Urban or suburban: Probably more suburban – airport will affect allowable height
- Generally prefer low density (from DOT/efficiency) perspective
- Street should function for mobility
- Parking around back
- No “M1” here

4. *Is there another corridor – or place – that you really like and think this corridor should/could resemble? Please think about what the corridor and development along the corridor should/could look like – street lights, access, parking, landscaping, and building design, parking, height, size, etc.?*

- Low density neighborhood feel, grocery, gym, clothing store
- (Pentagon Row, Northern Virginia) Well done, traditional facades. Felt like old fashioned downtown
- Kohler shops, warm welcoming, a place someone wants to come back to, a destination
- Look at business trends. Not manufacturing
- Biotech, communications
- Higher on the south end
- Allow flexibility (size, uses) might lose good development to restrictions

5. *What is government’s role in making this a great place?*

- Making it functional, Provide open space and connectivity (trails)
- Help create something that’s beneficial not burdensome to both communities
- Both chambers market this (Chicago, Dubuque)
- Community competition – role of an active Gov/CDA

27th Street Corridor Plan
Developers Stakeholder Interview/Focus Group
 September 29, 2004

1. *What makes this corridor a great place to invest in for growth and development?*

- Proximity to Milwaukee metro
- Good accessible location
- Condos on 27th & Puetz
- Diverse setting – attracts residents
- Healthy and growing median household income
- Proximity to airport, connection to Chicago market
- For many years Oak Creek had anti-development reputation, such that the market is now relatively underserved
- Unique approach with both communities coming together to plan for the future
- Traffic counts north-south & east-west – tied to I94 (for retail)
- South Milwaukee has seen an exodus of retail, that community is now coming here for services/retail and 27th is very close/convenient

- Older population looking at condos
- Place in regional market
- Willingness to drive here
- Businesses and citizens will want to be located along the corridor for access and to provide services

2. *What should be done to make it a better place for additional growth and development? What special characteristics make investing and developing along this corridor challenging?*

a. *What is needed for you to make additional investments in the downtown?*

- Previously commercial zoning in Franklin was very limited – with an antiquated list of business types included in the commercial zoning category
- Identify redevelopment opportunities, undesirable uses
- State highway – limits on access – better if Franklin/Oak Creek took over corridor
- Couldn't DOT and community come together
- Sewer/water extension issue
- Two cities willing to cooperate on service provider
- Strict architectural standards and flexible land uses for commercial development
- The major hurdle as I see it is WisDot. Creating a sense of place will require much better access to 27th, slower traffic, landscaping etc...you will also want to eliminate the perception of entitlement risk. Developers will want to be confident that if they have a qualified use with good architecture they can rely on approvals and not get held up by a beauty contest or political breeze...

3. *What should the mix of uses (office, retail, residential, civic/open space, etc.) be along the corridor – and generally where might they be located (different areas for different uses)? Please think about: what uses should remain, what uses should discontinue, what new uses should be added and where?*

- High standard set by NML shouldn't limit/prohibit other business from locating – room for light industrial and other types of non-office development
- Can this corridor compete in Class A office market? More now because of the existence of some high end residential / executive housing
- Potential down the road with supporting retail and adjacency to airport
- Reorganize potential for south end
- Mixed use, 27th probably not high-end residential, high quality
- Condos yes, not compact lot, corridor should provide retail for residents,
- Potential residents not likely to include families with children, more young singles, empty nesters, young professional couples etc.
- No more housing, yes mixed use. But what does that include
- Health care facility, look at regular vacancy rates
- Underserved for upscale casual dining – or even high end?
- Close to rooftops – industrial park, where are business lunches
- These are destination draws
- East Caledonia residents drive to Franklin
- No hardware store between S. 27th and Racine

- First define your timeframe. Are you willing to wait 30 - 50 years for build out or do you want this to be a 10 – 15 year build out. Some product types obviously move slower in this market (office and currently industrial) and there may not be the market drivers necessary in the short term (10 years) to facilitate building out a zoning plan that is heavy in the slow product types. If the desire is for this to be the main commercial corridor or “main street”, we need to bring the building closer to the street, improve the parkways and a median strip with significant landscaping and activate the area with high density housing opportunities. Be very, very careful about architectural standards....”encourage” good quality but beware of “requirements”.
 - Density to the North....less dense (perhaps office park) to the South.
 - Proximity to NML – higher end uses, facades
 - Park & Woodland could be used to facilitate cohesive development – land swap
 - Bishops Woods great setting for office park
 - Entertainment venue – supported by growth
 - Access at south end of interstate problem
 - Sharon Wilson Center in Brookfield improves area and brings in revenue for the county
 - Be fairly certain on uses but allow overlaps in various use focus areas -- flexibility
 - Balance between certainty and flexibility.
4. *Is there another corridor – or place – that you really like and think this corridor should/could resemble? Please think about what the corridor and development along the corridor should/could look like – street lights, access, parking, landscaping, and building design, height, size, etc.?*
- Capital Drive
 - Hwy. 38 Dist. Corridor & highway 76 corridor
 - Not like Hwy. 100
 - Commercial off of 294 incorporate greenspace & architectural controls to increase value
 - Oak Creek offers “country” feel
 - Lighting is an issue, run down, maintain utility poles
 - Deming Way in Madison
 - Good development indicative of cities that use zoning tools
 - Parking behind/side – avoid traditional “sea of parking”
 - College Blvd. – Overland Park, KS
 - Mayfair Road/Bluemound Road – quality buildings and substantial landscaping– focus on big box retailers with a residential mix behind
5. *What is the developer/investor’s role in making this a great place?*
- One company comes, executive homes and retail follow
 - Timeline – concise
 - Give clarity moving forward
 - Standards should be set and adhered to
 - Improvement takes money. Take developers’ pulse to ensure appropriate level of invest is there before making significant public investment
 - City will have to step forward and make it happen to attract invest

27th Street Corridor Plan
Vacant Property Owner Stakeholder Interview/Focus Group
September 29, 2004

Opening comments/questions

- Would cities consider joint TIF?
 - Imp. To south intersection? Working with DOT zoning coordination
 - Market analysis to determine best mix? What will market analysis consist of?
1. *Why do you own property along this corridor? What makes it a good place to own property and/or to invest in property? What are the corridor's strengths?*
 - Capitalist motivation
 - Saw the area as a good risk -- gateway to Milwaukee
 - Aware that they would have to hold great potential – similar areas in other cities use these places to define city – statement
 - Potential comes with keeping it intact and devel on a scale to make a real statement
 - Needs a master plan – coop effort by Franklin/Oak Creek
 - Pop here, traffic here, connectivity here (link to IL)
 - Resolve lack of certainty on zoning and moratorium

 2. *Why is your property vacant/undeveloped? Are you planning to develop it or sell it – in the near future? Is there something that could be done to encourage you to develop or sell it sooner than later?*
 - No changes to zoning in Oak Creek Plan
 - Develop a theme, name, guidelines for development
 - Improvements consistent with theme
 - Neighborhood theme should fit the master plan of both cities
 - Sense of place, paint a picture/vision
 - Existing spot zoning (in the code) has to be eliminated, not appropriate for future use either
 - Larger vision, leave status quo, political comfort zone
 - Think of the area south of Ryan – be open to a big vision here, the potential exists.
 - Owns 41 acres across from NML

 3. *What improvements should be made to this corridor? What should be done to make it a better place? What are the corridor's weaknesses? What needs to be changed?*
 - Antiquated, mish mash of zoning – uncertainty

 4. *What should the mix of uses (office, retail, residential, civic/open space, etc.) be along the corridor – and generally where might they be located (different areas for different uses)? Please think about: what uses should remain, what uses should discontinue, what new uses should be added and where?*

- Retail fronting on 27th, moderate office (mid- to high-end) , “Empty Nester” condos on the park (the topography supports this vision)
- Recognize that lightning won’t strike twice – take advantage Of NML
- Recognize there are no bad types of development, just levels of quality
- Don’t limit height, don’t stay with 2-3 story suburban
- Freeway should be urban
- Brookfield big buildings close to freeway
- Only place south out of Milwaukee with poss for devel – should be urban
- 27th St. & Wisc. Location for office out of downtown
- today’s downtown is the I-system for SE Wisc.
- Operators want to be on vis from interstate
- No reason this couldn’t be Schaumberg
- Avail. Rooftops incredible
- People drive to Brookfield other areas on "I" corridor for shopping (0 Chicago) want access
- Market should show rooftops - potential
- Absolutely an upscale corridor
- One mile of frontage on I94
- Hospitality with visability from 92
- Fragmentation now and in past - this corridor should be cohesive
- 20 years out this is the best
- Racine doesn't have the same potential
- Need a catalyst, image/investment
- Bring together developers/owners and politicians

5. Is there another corridor – or place – that you really like and wish this corridor should/could resemble? Please think about what corridor and development along the corridor should/could look like – street lights, access, parking, landscaping, and building design, parking, height, size, etc.?

- River, park area, open land – the area could support a good mix of condos, parkland, residential, or an office park with high visibility at the gateway. There should be some height involved.

6. What is government’s role in making this a great place? What is the property owner’s role? Developer’s role?

- Undesirables have to go – these decisions must be made by city governments (Elm St. cement plant, motels)
- Use TIF – Be willing to condemn properties, this has to happen to spur good new development
- As vacant property owners/developers the city is less willing to listen to us they wonder what agenda we’re bringing to the table
- This study could have a big impact

27th Street Corridor Plan
Small Business Focus Group
September 29, 2004

Index Card:

Please list 3 things you like about the corridor on one side (and clearly indicate "like"), and then list 3 things you dislike on the other side (and clearly indicate "dislike").

6. *What makes this area a great place for you to work, conduct business, and/or own a business? What do you believe are the corridor's strengths for people working in this area?*
- Close to freeway
 - Community character – Rafters, 41 Twin (nostalgia but not business)
 - History – what defined the area
 - Traffic counts
7. *Is it a competitive advantage or disadvantage to conduct business along the corridor? What is the competitive advantage or disadvantage and what might enhance or threaten this advantage?*
- Poor planning in Franklin Business park.
 - Industry is dead, why add more vacancy?
 - On hold right now, little new business. Poor treatment of small businesses by Planning Commission (example of Tri-City Foods)
 - Impression of Franklin (a lot of appointed people) with elected power
 - Mistrust Franklin a lot more than Oak Creek
 - Tied hands of businesses – Oak Creek
 - Ingrelli's on Rawson – bought in August wanted to open in October – small business guy wants to open to make money – opened in February due to prolonged development review
 - Business owner wanted to demolish, modernize on hold due to moratorium
 - Why spend money when cities can't get their act together
 - Doesn't trust Franklin at all, will take whatever she can get for her property regardless of development type. Hospital, Super Center, doesn't trust municipalities – won't wait for them
 - Elected officials in over their heads
8. *What should be done to make it a better place for you to work? What are the corridor's weaknesses for businesses?*
- Dislikes area between College and Rawson from a traffic standpoint, Takes 20th Street south to avoid stretch from College to Rawson to avoid 27th
 - Wants honesty from local governments

- a. *What improvements/changes to the physical character of the corridor would make it a better place to conduct business?*
 - Planning roads and development has to go hand in hand
 - Shouldn't plan that far south (Ryan & Puetz)

9. *What should the mix of uses (office, retail, residential, civic/open space, etc.) be along the corridor – and generally where might they be located (different areas for different uses)? Please think about: what uses should remain, what uses should discontinue, what new uses should be added and where?*
 - How will design guidelines affect business/property? How will they pay for improvements if required
 - Has heard Franklin doesn't want hotels
 - High end hotel next to restaurant
 - Medical complex.
 - Airport proximity, could get a subsidiary of a larger hospital
 - Would consider making her business (restaurant) part of a bigger development, thinks it would work well
 - Not enough NW Mutual's to go around
 - A variety of uses
 - Rawson & Drexel focus

10. *Is there another corridor – or place – that you really like and think this corridor should/could resemble? Please think about what corridor and development along the corridor should/could look like – street lights, access, parking, landscaping, and building design, height, size, etc.? No responses.*

27th Street Corridor Plan
Elected Officials Stakeholder Interview/Focus Group (Franklin)
 September 29, 2004

Index Card:

Please list 3 things you like about the corridor on one side (and clearly indicate "like"), and then list 3 things you dislike on the other side (and clearly indicate "dislike").

1. *What makes this corridor a great place, an important place? Why did the community invest in this planning process? What are the corridor's strengths?*
 - NML has changed complexion - setting the tenor for the whole place - increase property values - attracting higher end business and business customers
 - Demographics of the people coming to work here look good. Like these people to live here
 - Better opportunities for local people to work here in this area
 - Revenue opportunities to capture for people to stay here - living and working and shopping
 - Proximity to interstate
 - Proximity to airport

2. *What are the corridor's weaknesses? What should be changed?*

- History of street (motels and other buildings that are already there) - integrate it into the plan
- Common denominator - land owners want to make money but still have to deal with history
- Too much traffic if too much retail - must have other things than just retail. May create problems with this plan (i.e too much traffic)

3. *What should the mix of uses (office, retail, residential, civic/open space, etc.) be along the corridor – and generally where might they be located (different areas for different uses)? Please think about: what uses should remain, what uses should discontinue, what new uses should be added and where?*

- Not a lot of residential close to 27th (1 agree)
- Buffer residential with commercial from 27th St
- Other services - medical clinic
- Some office
- Hope for some major hotel/convention some place along the corridor
- Note sure if area will support office - if there is a market for it
- Hope with NML - it will set a precedence for office development
- Like Brookfield or Mequon
- More suited to office and mixed use
- Seeing economy shift in the market - creates an opportunity for office and emerging industry along the corridor - distribution would be an enormous mistake - freight is not an appropriate land use
- Relative to NML - they are self contained but they need a place to live and that will impact Franklin - it is. Residential push, quality business push
- Must be patient - cannot rush - quality business land will only become more valuable

4. *Is there another corridor – or place – that you really like and think this corridor should/could resemble? Please think about what the corridor and development along the corridor should/could look like – street lights, access, parking, landscaping, and building design, parking, height, size, etc.?*

- Like a medical complex (technical buildings for innovation, new ideas)
- Watertown Plank Rd
- More urban - higher buildings with greenspace
- Very important to incorporate landscaping into urban developments
- Backside of Franklin Business Park is utterly unacceptable, terrible, disaster. Need a buffer between business park and residential
- Need quality planning between residential and business - no light spillover, noise, etc but it can be done well

5. *What is government's role in making this a great place?*

- Problem is nobody takes ownership of these things
- Want to see business come in but take a NIMBY stance
- Low taxes

- Provide everybody with opportunity to participate - cannot wait for them. If they choose not to show up
- Less friction if they are involved, treated with respect - don't want them to be fearful - want them to say we don't hate it
- Enough quality and detail of the development so people understand it - the neighbors interests are on the minds of the city, developers, etc.
- Not big box
- Mix of office, etc.
- Slower on the development isn't bad, get planning and zoning in place first

27th Street Corridor Plan
Resident Stakeholder Interview/Focus Group
 September 29, 2004

Index Card:

Please list 3 things you like about the corridor on one side (and clearly indicate "like"), and then list 3 things you dislike on the other side (and clearly indicate "dislike").

1. What makes this area a great place for you to live? What do you believe are the corridor's strengths for people living in the area?
 - Convenient, close to airport and downtown Chicago
 - Also see Likes & Dislikes

2. What do you believe could make the corridor a better place to live? What are the corridor's weaknesses?
 - Clean up the old worn down look. Dress it up.
 - Quality developments
 - Also see Likes & Dislikes

3. What types (office, retail, residential, civic/open space, etc.) of new development would you like to see along the corridor and where?
 - Some of the thinking in the city cannot get out of the box because it's only halfway in the box - at least open the lid on the box
 - Look at business that needs 5 acres, 10 acres etc - then strategically locate those along the corridor
 - Don't spot zone - plan ahead. Give me 3 choices and I'll pick
 - Hospital
 - Condos
 - Rawson to Drexel – Franklin land is all used up. Oak Creek. Another NW

- Drexel - Puetz - residential in Oak Creek - concentrate on high grade, expand it
- Financial/insurance - across from NW
- Heartland Development - review this plan for upscale condos
- Woodlots for upscale condos
- Retail/shopping - Ryan and Puetz - lands still available
- N of hilltop (S of Ryan Rd)
- Hospital on the Mar Farm
- Small quality retail
- Parks
- Mix in office, residential and multifamily

4. Is there another corridor – or place – that you really like and think this corridor should/could resemble? Please think about what corridor and development along the corridor should/could look like – street lights, access, parking, landscaping, and building design, height, size, etc.?

- Nice to have a little residential between all the commercial
- Disagree
- Not much traffic with all the condos - unlike Bluemound Rd with traffic
- Minimal concrete looking
- Need color
- Need greenery - blend
- Port Washington Rd
- Schaumburg
- Bluemound most modern successful development in the area
- Need to look at infrastructure capacity for all the area
- It will be bustling - not dead looking. Everything closes at 9:00
- A couple high rise office buildings
- 42 stories
- Make a predictable development review process - efficient, fair, quick, fast, no waiting for vacations (city staff).
- Blue Ribbon Committee Study (previous plan to review for this process)
- Northern Illinois has several good corridor examples
- Quality development that is people friendly