

27th Street Corridor Plan

Likes & Dislikes

Likes

Good freeway access Rawson/Drexel
Falk Park as amenity
Great location for business park and commercial, but needs some high density residential.
Increased number of rooftops in area will support commercial development
Good transportation
Mixed use
Residential density/ arterial access
Green development opportunities
Planned growth is smart growth
NML
Broad, diverse service retail is an existing opportunity
Room to grow
Access from freeway
Potential for development – growth Franklin/Oak Creek
New NML building sets high standard
Potential for development
Access to interstate
Chance to make a large difference in the area
Plenty of open space – opportunities for good planning (Land Use & Transportation), for mixed uses
Functional arterial highway now
NML as a leader for redevelopment on the corridor
Definite areas of improvement
Open space for planned development/transportation elements
Access to Interstate/Airport
Sense of character/place
This area should be a destination
Good supply of retail at north end
Abundance of land at southern end
Available open space
Potential for good development that is well planned
Potential for economic development tax base
Tremendous opportunity, diversity of development
Major transportation access to expressway
(YWCA – NML)
No public transportation
Access to I94
Access to airport
New developments
Diversity of space
Increase in tax base

Potential for high-end growth
Openness of area
NML campus
Openness
Location
Northwestern Mutual
Natures Nook
Rafters
Potential to reshape regional image
Not a continuous strip of commercial
Falk Park
NML property
Access to I94
Available open space
Close proximity to retail and residential area
NML
Near interstate "94"
Green space
Northwestern Mutual
Rafters Restaurant
Development potential, tax base

Dislikes

There's not a great deal to excite one regarding the present status of the "corridor"
The moratorium put a complete hold on our life – we had a signed contract to sell our home. We are in our 70's and this is really disturbing
Political enthusiasm is weak. The city must invest to get the desired results
The corridor is dated. It looks like "anywhere" USA. The cities should upgrade the street landscaping and lighting, create a new signage plan.
Quality is key. Today the quality of the buildings (except NML) and lighting is at or below average.
Cement plant is bad
Freeway access between Rawson & Ryan
Interchange at County Line
Odd mix of residential in commercial areas
Infrastructure (sewer/water)
Strict zoning
Access restrictions
Little architectural appeal
Inconsistent sign codes
Poor pavement condition, overall traffic congestion
Will need I-94 interchanges on Drexel, Puetz, Oakwood
Underutilized "hard corners"
Old retail redevelopment needed
Random haphazard standard of buildings – old motels, etc. eyesores
Visual look of corridor – cluttered, etc.
Lighting at night

Being locked into one particular use (inflexible)
Potential to hamper market force
Expectations of landowners – money for land
Some of the land uses such as Gentleman's Club and Cupids Toy Store
Waste management truck facility
Less than "high-end" uses
Run down structures
Inconsistent land uses (old and new)
Too many driveways or access points to 27th Street
Congested traffic between College and Rawson
Long time owners – do they lose their rights, especially pertaining to business
Do businesses have to change their outlooks
Do property owners have a say so
Disjointed relationship between commercial/residential entities
Lack of retail at far southern end - right off Interstate
Traffic at northern end – College to Rawson
Traffic congestion
Diversity of development styles, buildings & streetscape
Access to Interstate; thru trucking problems
Potential to replace or eliminate open space and natural areas or create negative impacts to environment
Traffic flow
Ugly business aesthetics
Different zones
Home eyesores
Landscape lack
Loss of country space and feeling
More/increased traffic
Motels
Traffic
Zoning
Motels
Quality of road
Rundown state of older establishments
Some properties look "junky"
Traffic will only get worse "no Bluemound Road
Inconsistent development/barrier instead of "unifier"
Hodge podge of buildings
Traffic congestion at times
Too many motels
Traffic congestion
Zoning
Motels
Elm Street, cement plant
Small, not well kept hotels/motels
27th Street is not finished – curb, gutter, sidewalk, lighting

Miscellaneous Comments

Is the intent of the corridor plan to establish:

- a. Concept of zoning and layout with flexibility for ultimate developments
 - b. PUD or equivalent VISION w/leeway to accommodate MARKET
2. What is the timing of moratorium and “lifting” of such to allow development to proceed with VISION?
 3. Will there be ZONES with overlap for accommodating MARKET?

Joint effort with DOT for new exit/entry 27th St & I-94

Join planners to politicians

Gateway to Milwaukee

Create theme

TIF joint Oak Creek and Franklin

Planners – politicians common vision

Opening county line area access to I-94

Realizing “gateway to Milwaukee” geographic position

Think big – not small
