



# South 27<sup>th</sup> Street Implementation Information

June 2008

**27<sup>th</sup>** Street Corridor

# Implementation Status



## SOUTH 27<sup>TH</sup> STREET CORRIDOR PLAN

A Joint Project  
City of Franklin  
City of Oak Creek



Franklin and Oak Creek, Wisconsin

ACTIVITY	
<b>2</b>	<b>Public Improvements, cont.</b>
2.7	Work cooperatively to determine the location of east-west transit that will intersect South 27th Street. Coordinate with DOT.
2.8	Develop north-south collector streets parallel to South 27th Street to interconnect uses within each district.
2.9	Begin a comprehensive signage plan for the corridor including entry features; (b) street signs; and (c) wayfinding.
✓ 2.10	Develop funding mechanisms to support provision of public streetscape amenities on local streets in commercial areas, special assessment districts, TIF, etc.).
2.11	Work with Milwaukee County Parks to: (a) provide improved access to Falk Park; (b) determine future uses of County park purposes; and (c) preserve the Oak Creek and Root waterways and greenway corridors and expand these corridors to protect water quality from increased development traffic.
✓ 2.12	Develop a joint plan for the extension of sewer services to areas that are not currently served.
2.13	Work with Milwaukee County Transit (MCT) to extend transit along South 27th Street and to provide east-west transit along South 27th Street.
<b>3</b>	<b>Development, Redevelopment, and Infill</b>
✓ 3.1	Draft and adopt design overlay districts and include Design Ordinance in each City's Ordinance.
3.2	Develop a database of qualified developers (shared).
3.3	Consider developing Sub-Area Plans for the key districts (e.g., Retail District, Minnesota Avenue/Northwestern Mutual District, Branch Industrial Park to South County Line Rd District, and County Line Road District).
3.4	Create incentives to attract desired businesses.
3.5	Consider strategies for the remediation and redevelopment of brownfield sites along the corridor to aid in the overall development and economic well-being of South 27th Street.
<b>4</b>	<b>Marketing, Public Relations, and Business Development</b>
4.1	Develop a marketing image and logo for South 27th Street.
4.2	Post the Corridor Plan on the respective City websites, and distribute electronic copies of the Plan to community organizations.
4.3	Coordinate media campaigns to kick-off implementation and media relations.
4.4	Develop and continuously update business database (shared).
4.5	Jointly identify target retail businesses, offices and service users to recruit.
4.6	Assist Business Owners in Establishing the South 27th Street Development Committee.

Franklin and Oak Creek, Wisconsin

Table 5.1: IMPLEMENTATION MATRIX

	ACTIVITY	LEAD	PHASING PRIORITY
<b>1</b>	<b>Implementation, Coordination, and Administration</b>		
✓	Adopt Corridor Plan.	Oak Creek CDA, Franklin CDA	2005
✓	Adopt Oak Creek Sub-Area Plan.	Oak Creek CDA	2005
✓	Establish Implementation/ Joint Decision Making Processes.	Joint CDA	2005
1.4	Annual review and monitoring of completed implementation projects the South 27th Street Corridor Plan.	Joint CDA	Ongoing
1.5	Coordinate the recommendations in the adopted Corridor Plan with neighboring jurisdictions, relevant State of Wisconsin departments (Dept. of Administration, DNR, DOT), Milwaukee County, SEWRPC, and the Chamber of Commerce, and encourage them to consider this Plan when making land use, transportation, and economic development decisions.	Oak Creek CDA, Franklin CDA/EDC	Ongoing
1.6	Bi-annually, City staff from Franklin and Oak Creek will prepare a status report for the Joint CDA on the South 27th Street Corridor Plan that includes: 1) a summary or matrix evaluating progress toward achieving the Plan's objectives and implementing the recommendations, 2) any recommended amendments to the Corridor Plan or Sub-Area Plans, and 3) any staff recommendations regarding future years' funding for Plan recommendations and programs. All relevant departments from both communities should participate in the preparation of the report, and the report should be circulated to all relevant boards and commissions prior to a meeting of the Joint CDA and Planning Commissions and EDC. After this meeting on the status of the Plan, each Planning Commission should forward a report to their City Council on progress made in implementing the Plan and include any recommendations regarding the highest priority Plan recommendations that should be funded in the upcoming Capital Improvement Plan. Following the update to each City Council, a Public Meeting should be scheduled to discuss plan progress.	City Staff	Ongoing
✓	Consider creating and implementing Tax Increment Finance Districts (TIFs) to fund improvements along the corridor.	Oak Creek CDA, Franklin CDA	Ongoing
✓	Ensure that the Corridor Plan recommendations are incorporated into each of the Cities' Smart Growth Comprehensive Plans.	Oak Creek CDA, Franklin CDA/EDC	1-3 years
1.9	Coordinate with WISDNR to investigate the location and extent of the Butler Garter Snake habitat along South 27th Street.	Joint CDA, City Staff	2005
<b>2</b>	<b>Public Improvements</b>		
✓	Coordinate with the WISDOT to ensure that the 27th Street Implementation Priorities are included in their 6-year plans.	City Staff, DOT	Ongoing
2.2	Coordinate with the WISDOT to implement streetscape and intersection improvements as properties along the corridor develop/redevelop.	City Staff, DOT	Ongoing
✓	Coordinate with the WISDOT to identify a schedule for implementation of the access management plan.	City Staff, DOT	Ongoing
2.4	Coordinate with the WISDOT to develop a new I-94 interchange at Drexel and a full interchange at South County Line Road.	City Staff, DOT	Ongoing
2.5	Coordinate with the WISDOT to develop an off-street, multi-use path along South 27th Street.	City Staff, DOT	Ongoing
2.6	Coordinate with the WISDOT to ensure that pedestrian crosswalks and refuge islands are provided at all signalized intersections, ideally spaced at 1/2-mile intervals or less.	City Staff, DOT	Ongoing

Chapter 5: Implementation

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# 27<sup>th</sup> Street Corridor

# Implementation Process

Planning

Design

Implementation



27<sup>th</sup> Street Corridor

# Implementation Process



Planning

- Adopt Corridor Plan/Incorporate Smart Growth Comp Plans (2005)
- Adopt Oak Creek Sub-Area Plan (2005)
- Create TIF's (2005-2007)
- Coordinate with WisDOT (ongoing)
- Marketing/branding initiative (2007 – present)
- Establish Joint Decision Making Process (2008)



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# Implementation Process



Design

- Begin comprehensive signage plan for corridor
- Streetscape design development documents (preliminary)
- Coordinate with WisDOT to ensure inclusion of streetscape elements into road design
- Strategies for brownfield sites along the corridor
- Consider sub-area plans
- Stormwater planning and design



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# Implementation Process



Implementation

- Final engineering, design and ROW acquisition (2010)
- South 27<sup>th</sup> Street Reconstruction (2013)
- Incorporate streetscape elements into new developments along corridor



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# Implementation Timeline

Project	Year	Status
27 <sup>th</sup> Street Steering Committee is created	2003	Adopted
Corridor Plan (Land use Plan)	2004-2005	Adopted
Joint Zoning Districts	2005	Adopted
Urban Village Plan (Land use Plan)	2004-2005	Adopted
Urban Village Implementation Plan	2005-2006	Adopted
Tax Incremental Finance Districts are created	2005-2007	Adopted
Corridor Streetscape Manual (Conceptual Design)	2006-2008	Adopted
Marketing and Public Relations Services	2007-2008	In Progress
Zoning District revisions	2008	In Progress
Third Party Development Review Process	2008	In Progress
Streetscape Design Development Documents (P.E.)	2008	In Progress
Storm Water Management Corridor Plan	Future	Future Work
Sign Code (specific to Corridor)	Future	Future Work
Corridor Technology Enhancements	Future	Future Work



# WisDOT Timeline

Project	Year	Status
Access Management Plan	2004-2006	Adopted
Engineering and Reconstruction of W. Rawson Ave. & S. 27 <sup>th</sup> St. intersection	2007-2013	In Progress
Engineering and Reconstruction of I-94	2006-2015	In Progress
Engineering and Reconstruction of Interchanges (Elm Rd & Drexel Ave)	2006-2015	In Progress
S. 27 <sup>th</sup> Street Corridor Study	2007-2009	In Progress
Repaving of S. 27 <sup>th</sup> Street	2009	Future Work
S. 27 <sup>th</sup> Street Final Engineering Design & ROW Acquisition	2010-2012	Future Work
Reconstruction of S. 27 <sup>th</sup> St.	2013-2015	Future Work

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# Current Projects

Project	Year	Status
Marketing and Public Relations Services	2007-2008	In Progress
Zoning District Revisions	2008	In Progress
Streetscape Design Development Documents	2008	In Progress
Third Party Development Review Process	2008	In Progress



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