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**“Boomgaard District” Chosen for South 27<sup>th</sup> Street Corridor Development**  
*New Name Blossoms from Area’s History in Apple Orchards  
and Vibrant Future in Economic Development*

**Milwaukee, Wis. – April 23, 2008** – The Franklin Common Council and the Oak Creek Common Council both have endorsed the name “Boomgaard District” for the area surrounding the South 27th Street Corridor, which is located in both cities. The word “Boomgaard” is Dutch for “orchard,” and is significant to both the history and the vision of the South 27th Street Corridor development.

The “Boomgaard” name ties the agricultural economic history of the area to the future economic growth and development. Apple orchards once provided an income for local families in the areas that are now Franklin and Oak Creek. Many of the orchard owners sold their apples along the highway roadside of what is now South 27th Street. The region has a history of settlers living off of the land until the 1970s, when grocery stores became prevalent. In addition, the origin of “Boomgaard” also helps to underscore the Western European cultural influences of the area. In Oak Creek, Polish and German settlers began coming to the area in the 1830s and 1840s, and in Franklin, the earliest settlers were from Ireland in the 1830s, followed by the Dutch in the 1840s and Germans in the 1850s.

Looking to the area’s future, as a strong-sounding word that brings to mind thoughts of progress, momentum and positive energy, the “Boomgaard” name reflects the vision for the area as an attractive center of economic activity. The name also embodies the environmentally friendly vision for the Boomgaard District, which includes protecting sensitive natural features including woodlands, creek and river corridors and wetlands; establishing a system of greenways along streams, woodlands, open spaces, parks, and other natural features and providing walking and/or biking trail connections throughout the corridor.

“The ‘Boomgaard District’ name is as unique as the collaborative efforts between Franklin and Oak Creek,” said Oak Creek Mayor Dick Bolender. “The uniqueness of the name will set this development apart from others not only regionally, but nationally.”

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“The name ‘Boomgaard District’ is well-suited for the South 27th Street Corridor development,” said Franklin Mayor Tom Taylor. “The name helps preserve the history of the area, yet also symbolizes the shared vision that our two cities have for current and future development.”

Zizzo Group Advertising and Public Relations, an integrated marketing firm, was retained by the Joint South 27<sup>th</sup> Street Corridor Steering Committee to assist with brand identity for the Corridor. Input on the name was received from the Steering Committee, Mayors, City Administrators, and Alderman whose districts fall along the South 27<sup>th</sup> Street Corridor. After extensive research, discussion and deliberation, the Joint South 27th Street Steering Committee unanimously voted to recommend the name “Boomgaard District” as the name going forward for the Corridor to the Franklin and Oak Creek Common Councils, which have both endorsed the name.

The Boomgaard District’s prime location between Milwaukee and Chicago along I-94 will allow it to capitalize on the flow of people and commerce already attracted to the region. The Boomgaard District is in an ideal location less than four miles from Mitchell International Airport and near the new Amtrak airport railroad station. The Boomgaard District is already home to Northwestern Mutual Life Insurance. Facilities opening in 2008 include the phase II office complex at the Northwestern Mutual Franklin Campus to accommodate an additional 1,100 employees, the new six-story Wheaton Franciscan Healthcare medical center, the Liberty Corporate Preserve at Oak Creek, and a new five-story Staybridge Suites hotel. The Joint South 27th Street Steering Committee has been pleased with the level of interest from developers for the area so far, which further indicates that the Boomgaard District is an attractive destination for new, major development.

### **About the Boomgaard District**

The Boomgaard District is a smart, thoughtfully planned project that is the result of a unique collaboration between the cities of Franklin and Oak Creek. The Boomgaard District is strategically located between the City of Milwaukee to the north, and Racine County to the south. Running parallel to I-94, the Boomgaard District includes the six-mile stretch of South 27th Street between College Avenue and County Line Road, which forms the border between two rapidly-developing communities, Franklin and Oak Creek. Franklin and Oak Creek jointly received the 2007 Wisconsin Good Government Award for their cooperative planning efforts to prepare the South 27th Street Corridor for high-quality business development. The vision shared by both cities is that the Boomgaard District and the adjacent areas will be a preferred destination for developers, businesses, residents and the greater community.”

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