

South 27th Street Corridor Fact Sheet

May 30, 2008

Collaboration between Franklin and Oak Creek

- The cities of Franklin and Oak Creek have long recognized the economic potential of the South 27th Street Corridor. In 2003, the two cities agreed to form a cooperative alliance, along with Milwaukee County and the State of Wisconsin, to pursue their goals to grow the property tax base, create jobs, and spur economic activity for the area.
- The South 27th Street Corridor plan is the result of a unique collaboration between the cities of Franklin and Oak Creek. The planning process involves public and private representatives from within the two communities and around the region.
- 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 South 27th Street Corridor is a smart, thoughtfully planned project that will result in a win-win for both Oak Creek and Franklin.

Location

- The South 27th Street Corridor is strategically located between the City of Milwaukee to the north, and Racine County to the south. Running parallel to I-94, the South 27th Street Corridor 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.
- The South 27th Street Corridor is one of the Milwaukee metropolitan area's most vital, centrally located corridors. It is a major gateway into the cities of Oak Creek and Franklin as well as to Milwaukee County that provides access to regional destinations, communities, neighborhoods and businesses.
- The South 27th Street Corridor'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 South 27th Street Corridor is served by four existing interstate highway access points and a new, fifth interchange planned at Drexel Avenue. The South 27th Street Corridor is in an ideal location less than four miles from Mitchell International Airport and near the new Amtrak airport railroad station.
- The Joint South 27th Street Steering Committee is collaborating with the five different DOT teams that are working on projects that directly affect the South 27th Street Corridor.

Business development

- The South 27th Street Corridor 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 cities of Oak Creek and Franklin have a number of development proposals currently under review on both sides of the South 27th Street Corridor. However, it is premature to comment on the details of those projects until approved plans are in place. As development plans are approved, the information about the new expansion for the area will be shared with the public.
- 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 South 27th Street Corridor is an attractive destination for new, major development.