

Franklin, WI Economic Development Survey

Open-Ended Responses

**How important is it to try and recruit the following types of businesses to Franklin?
(Other responses):**

- Retreat centers, organic farms, art center
- Parks and Recreation - green space
- Clean automotive repair; clean home building and/or repair firms (that is not heavy construction yard); mid size retail such as a Best Buy (Best Buy is not big box!); small incubator space for start-up retail or manufacturing (Business Park is full of businesses that started as incubators in City such as Star Fire Extinguishers, Carmex).
- Agriculture, Automotive, Consulting
- Trader Joe's
- How about some help for the family run hotels on 27th? Maybe a Best Buy or electronics store on 27th St. I believe the above categories are too general, or don't target how I would like Franklin to develop. It's been my observation/experience that locally owned businesses exercise more care for the community and giveback to support it. I personally do not want more franchises here that take our money but don't give back.
- Get rid of WALMART 27th street
- Family entertainment: Movie theaters, mini golf, etc.
- Apple Store and a Dog Bark and Brew off of 27th street to bring in a new revenue stream
- Costco, Buc-ees travel center, Health and fitness: large like elite Brookfield.
- Trader Joe's, higher end retail that draws consumers
- Outdoor recreation, Expand bike trails. Take advantage of Root River and develop access for kayaking.
- Only if they aren't getting the huge tax break some of them receive.
- A company headquarters for the Northwestern Campus
- Please locate such businesses in our 'Holy Grail' business park or in places that make sense AND NOT across the street from residential areas (eg Carmex)
- Grocery (Trader Joe's), also a dog park
- Economic growth is a good thing.

- Professional music entertainment
- We need a Trader Joe's in this area. They drive traffic. We currently drive 30+ minutes monthly to one.
- I believe it's important to attract ALL business... not necessarily target or exclude anyone in particular. Diversity is key.
- would love more thinks for kids (Kidcadia, bug and goose), specialty grocery like whole foods or trader joes
- Costco would be nice
- Get a Trader Joes and an Aldi. Keep the Dollar Tree.
- Low income affordable housing, though I know that people don't want that in the suburbs
- Manufacturers, value add suppliers, high property value business
- Grocery Store variety, need more gas stations
- I want a mosque in Franklin
- Wine bar/shop
- Trader Joe's, TJMaxx
- No more ROC!!
- DON'T need more car washes
- Trader Joe's or whole foods
- Trader Joe's. Please
- Grocery stores
- Don't "recruit" any more large apartment complexes!-- Franklin is rapidly losing the rural feel that lured us here.

What kind of restaurants would you frequent in Franklin?

- Family-owned and chain mid-priced restaurants.
- Organic, healthy, gluten free. Ethnic. No chains. Independent, Native American
- local farm-to-table
- Small mom and pop places, not chain fast food restaurants.
- Healthy restaurants
- Ethnic restaurants, restaurants with vegetarian and vegan options
- Sit-down coffee places or brunch places
- More than fast food
- Non chain, family friendly restaurants
- Brewery

- the western part of Franklin needs more dine in, med priced restaurants
- mid to high end would be nice
- Pizza, supper club, sushi, soup/salad place, Mexican restaurant.
- Italian, Mexican
- Indian, Arab, Japanese, Chinese, Nigeria, British pub, German
- Mid-price restaurants. Don't need fast food or high end.
- Locally owned, none chain
- Sit down restaurants that are locally owned, not chain restaurants. We are open to a variety of different cuisines but have a strong preference for locally own, non-chain restaurants preferably sourcing local foods. We also want meat on the menu.
- Family-owned; high level
- Casual and supper club dining
- Mexican. Lebanese.
- We frequent all kinds and I know white table cloth restaurants always appear as survey responses, but they are few and far between and hard to attract and retain unless there is a local ownership niche, such as Fork in the Road Restaurant in Mukwonago. Suggest a restaurant with a breakfast menu in price range between fast food and Honey Butter; and need a good replacement for Michealango's. Rau's pizza was the best!
- Fast casual, brewpubs, buffet, casual sit down dining
- Locally owned. Non-chain restaurants offering variety of cuisine and price points.
- Mexican, Asian, Pub, Fine Dining
- Starbucks, Mexican, American
- ANYTHING! We have so many open spaces and we eat everywhere BUT Franklin!
- Family sit down, family fast food
- Bar and grill
- family restaurants
- Upscale, Sit Down, Non-chain
- Mexican
- Local taverns or bar/grill
- None come to mind; I feel that Franklin has a great selection of variety and quantity.
- Chick-fil-A
- Panera, frozen yogurt, tropical smoothie,
- Casual sit-down, and high-end restaurants.

- Supper club / family sit down, higher-end steak house, fried chicken, shake shack, Italian.
- Local Restaurants (Not chains)
- Mid range to higher end
- Breakfast
- Ethnic: Polish, German, Mexican, Indian, Japanese, Chinese, Arabic, etc
- Some Family friendly, some adult friendly (ie, supper club, coffee shop etc..) Small business, Not fast food
- Pizza
- Allergy friendly Italian and Mexican restaurants.
- Supper club, sports bar, greek restaurant
- Primarily ones that specialize in breakfast/lunch - not high scale
- Farm to table, high quality bar food (like Hale House in Hales Corners)
- Fast casual or informal sit-down restaurants.
- Moderately priced ones. Especially those that would serve dinner. We have a very poor representations of restaurants in the Franklin area.
- Small owned businesses. We need more
- I believe a restaurant is risky in this area. Perhaps popups may be a way to introduce Franklinites and a restaurant. I would recommend presale nonrefundable tickets with a menu selected at the time of ticket purchase (to minimize loss to the restaurant). Only refund if the event must be cancelled due to low ticket sales/lack of interest/not profitable. In my humble and uneducated-about-development opinion, mixed used similar to Oak Creek diner with supplemental business rentals might be the only way to avoid a "franchised and willing to operate at a loss" restaurant in Franklin.
- Casual Dining
- Mexican & Good homestyle family restaurants serving breakfast, lunch & dinner.
- High end and family style
- Italian
- Bar food, family sit down
- KFC, POPEYES, CHURCHE'S CHICKEN, CAPITAN D's.
- Family type
- Mexican
- Italian, Asian, Casual
- Usually fast food
- Small business restaurants like French and Italian

- Chik fil a
- Casual dining mostly, but would like to see another supper club type place
- More ethnic restaurants
- High end and upscale casual
- Sit down chain restaurants
- Nice casual
- Sit down
- Family owned restaurants
- Cheesecake Factory, Asian, Italian
- Fine dining
- Einstein Bagel, Chipotle
- Farm to table, steakhouses, non chain independent mid to high end dining.
- Dine in establishments that also offer liquor (wine, beer, and cocktails).
- Family to fine
- Family style restaurants, moderately priced.
- No chain restaurants
- Mediterranean, farm-to-table, brunch
- Upscale dining. Anything that isn't the fast food garbage that is there now
- Ethnic, specialty, diners, sit down
- Not chain restaurants!! Would like Mid to higher quality restaurants. Would like more ethnic options.
- It would be nice to have additional sit down casual restaurants that are not chains. And a higher end restaurant or two would be nice as well.
- Ethnic cuisine; no fast food or fast casual
- Breweries, small local businesses
- Italian/Pizza, Breakfast, Family
- Franklin needs more locally owned restaurants. There are enough chains in Oak Creek and surrounding areas, Franklin could stick out by steering hard into local places and avoiding chains
- Mulligans Hwy 41 mimosa the Roc lux golf root river bowling alley
- Fast food, casual
- Locally owned
- Variety that would include healthy options
- Anything but chain restaurants. I want to support the local small businesses.
- Clean Healthy unprocessed food. Open Later hours.
- More casual dining. Less fast food.

- Lil Cancun, Oscar's, Sweet Basil.
- Chinese restaurants
- Chinese, Mexican and Italian
- Bar & grills, cafes, family dining
- Quick meals - Culver's, Billy Sim's. I'm not overly impressed with Franklin's restaurants on the south side.
- Better Italian, sports bar w GOOD FOOD like Bushy's in New Berlin
- Higher-end in terms of quality.
- Reasonably priced, one-of-a-kind restaurants. Not restaurant chains.
- Pretty much only Culver's or on rare occasions Point After, otherwise there's not much else to chose from.
- Brew pubs, live music venues, fine dining.
- Independently owned
- Italian, Mexican, Fastfood
- Fast food and fine dinning
- Family type
- Locally owned
- Seat down dining
- Family owned, not national chain
- Steakhouse, authentic Mexican (using Mexican cheeses), family-style, Italian
- Fine dining, casual, Italian, non-chain pizza
- More medium priced family sit down, less fast food
- There are plenty of restaurants within a 5-10 mile radius
- Moderate price family casual eateries
- I can only give you a few examples of restaurants I patronize regularly and they're not in Franklin: Cafe LuLu, Honey Pie and Small Pie--Bay View. Not chain restaurants. The restaurants in downtown Greendale: The Eleanor Room, Ricardos and Vintage 38. Sadly, I hardly every dine in Franklin. Quaint and cozy neighborhood style coffee shops. And by the way: Get Us A Trader Joe's.
- I miss having a nicer sit down restaurant steak joint. I also wish we had a family style restaurant like the old Greek place for dinner.
- Anything other than fast food.
- Those with patios and live music. Casual more often. Fine dining occasionally
- All of them!

- Mid priced sit down and take out. Maybe a higher end restaurant for once and a while. The Rock like restaurants are over priced and I do not visit. Restaurants I do visit a few times a year: Point After**, Hideaway, Crossroads, Little Cancun
- Any. The more, the better!
- Sit down, waited on, family friendly, breakfast
- Culver's, McDonald's, Sub sandwich types
- Nicer fast food & take out restaurants (chik-fil-a, noodles, panera), mid-cost sit down restaurants (Pointe After, Root River Center, etc).
- Fine dining, casual dining and ethnic food
- Quality food at reasonable prices.
- Anything that's not a franchise and is a little upscale with dine-in ability.
- Ethnic, small unique non chain
- Full service
- Sports Bars that serve food. Micro Brewery Not fast food (Mcdonalds etc)
- Matty's Bar and Grill type place, NO FAST FOOD
- Bar/grill
- Sit down with full varied menus. Breakfast, lunch, and dinner.
- Locally owned and operated, more high end dining.
- Supper Club, pub, etc
- Middle cost sit down
- Anything except Fast Food
- White tablecloth mom & pop.
- Italian, mexican, american
- Family restaurant
- Higher End and Family. Quality food
- Places like Panera, Coopers Hawk,
- Family style
- Local owner owned and operated
- A variety
- Casual dining sit down restaurants
- Restaurants that are not chain or fast food. Our restaurant choices are pathetic, which is why everyone goes elsewhere.
- More sit-down, higher end restaurants
- Mexican, Italian, American Bar & Grille
- Nice restaurants that aren't high priced & fast food

- Casual sit down restaurants like Cafe Hollander or Benelux. A good Bar with music would also be good to have.
- Hollander. Milwaukee chains.
- Chipotle, Small business with good BBQ, not a chain, Elevated dining
- Any that opposite of formal attire. While biased toward more traditional "American" style food, I equally appreciate variety. I don't like eating at the same place over and over.
- Fine dining, ethnic, family
- Those that are not part of a national chain.
- All kinds
- Pubs, Chinese, Indian, Middle Eastern, fast casual
- Healthy food, fancy, bakeries
- Culver's, Taco Bell, Little Cancun, Arby
- Local places with good chefs to make menus; kid friendly places
- Small business restaurants (not chain restaurants), would love a good steak house and a farm to table option.
- Higher quality dining, similar to Cooper's hawk
- Local, family owned restaurants
- Mid-range dine-in restaurants, Higher range dine-in restaurants
- Non chain restaurants
- Casual sit down, not fast food
- High end type
- Full service
- Breweries, multicultural, kid focused, fine dining
- Don't care
- Fast food. Casual dining
- Pizza, casual, italian
- I like trying new things so I would frequent many.
- All Kinds, Middle Eastern/Indian, Asian (Vietnamese, Chinese, Japanese, Thai), American, Mexican, Italian.
- Locally owned but nice (like Kyoto or Jin's in Greenfield)
- Any of the kinds listed in question #6
- Casual fare and supper club style establishments
- Casual dining and fine dining, Eat in Chinese
- Any - ethnic food, sit-down restaurants, take-out.
- Fast-casual, chain sit down restaurants, bar/pub, supper club.

- Steakhouses, Ethnic,
- None available to frequent
- Locally owned destination restaurants where people from other towns/cities would travel to Franklin for dinner/lunch. No chains. More ethnic options like Sweet Basil which is an outstanding Thai/Loa restaurant. The pizza, Mexican, and Italian places in Franklin are not very good which is disappointing. I would love to for Franklin to have good Mexican restaurant. Mimosa and Honey Butter are overrated. I would rather drive 15 to 20 minutes to Blues Egg and wait rather than eat at either one. Outside of Sweet Basil and Indian Palace, I don't dine at Franklin restaurants (though I would have good back to Mr Green's BBQ if they hadn't closed).
- All
- Unique non-chain restaurants; family restaurants; ethnic food; high-end restaurants
- Small, casual, locally owned and operated, affordable
- Sit down Italian reasonably priced
- Family oriented. One or two "high end"
- You're wasting your time. No lunch trade and no market draw to the south and west.
- Upscale and casual.
- Small local owned, different ethnic foods
- Italian, Chinese, American
- Sports Pubs, Casual dining, Supper Club
- High end asian, mexican, american, steak house
- Fast casual and casual dining
- Chick Fil a
- Family style, Mexican, Chinese
- Family
- Fusion, reasonably priced
- Greek, Italian, Mexican, American
- All kinds. Like diverse options.
- Pizza place we miss Michelangelo's coffee place and bakery like gingerbread house
- Family restaurants, private mom & pop instead of chain
- A WIDE VARIETY OF RESTAURANT TYPES ARE NEEDED. UPSCALE, HIGHER-END, FORMAL DINING, WITH STEAK, SEAFOOD, ETC. GOOD, CASUAL FAMILY ORIENTED, BREAKFAST, LUNCH, AND DINNER. ALONG THE LINES OF THE OLD BIG BOY, PERKINS, ETC. WE'VE GOT ENOUGH HIGHER END BRUNCH PLACES (HONEY BUTTER, MIMOSA). SPORTS BARS WITH CASUAL DINING. AVOID ADDING MORE

CHAIN FAST FOOD JOINTS. PLACES LIKE ST. MARTIN'S INN BUT ON A BIGGER SCALE. NO FOOD TRUCK PARKING LOTS! MAYBE LINE THEM UP NEAR THE ROC, BUT NO ALONG 76TH ST., ETC.

- Higher end dining
- None, They are all terrible in Franklin, We go to Greendale
- Fine dining, moderately priced, some fast food.
- Organic
- Supper clubs, sit down family restaurants.
- American, breakfast/brunch, dinners
- Dine-in
- Mid range, independent fun places with fun beverages and unique healthy foods- not just bar food
- I don't think we should be this worried about restaurants and what kind of restaurants are in Franklin. I think we should remove the barriers and disincentives to businesses coming to Franklin. We should be lowering taxes for residence and businesses so they can thrive here. And we should remove regulations and local ordinances, that dissuade businesses from operating here. I don't want my tax dollars spent trying to attract new businesses. I want my representatives in local government to remove the barriers to business is coming here. I want to see our local government drastically cut their spending. I want the government to get out of the market and let the market do its thing.
- Arabic food
- Breakfast, coffee shop, Mexican
- Supper Clubs
- A Cafe Hollander Restaurant, Goddess and the Baker, Coffee/Shoppe Sandwich Shoppe in the Lions Park Historical area outside the library w an inclusive play area and splash pad or in Whitnall Park.
- Local restaurants; no chains
- Nicer sit down restaurants
- Premium casual: Italian, American, Mexican cuisine. Diners.
- Ethnic and higher end
- Mexican, Asian, Pizza
- Fine Dining
- Upper tier chains
- Family restaurants and chains (cheesecake factory)
- Family
- Supper club, coffee lounge, family run pizza place

- Local based, organic local food;
- Family dining
- Family friendly pub style
- Fine dining
- Sit down family restaurants - we have way too many fast- food spots. Ethnic varieties are a plus!
- Ethnic, super clubs, Culver's, Chic filet etc
- Casual, ethnic, bagel, bakery.
- Fine Dining
- A mix of high end and middle price
- International /ethnic, family restaurant, pizza, American, Asian, dinner options. All types!
- Panera, casual fine dining
- Sit down family friendly and fine dining
- I am open to a variety of cultural cuisines or fusion restaurants that are non pretentious but use quality ingredients and locally sourced ingredients
- Bar restaurants
- small/family owned and operated
- Small, unique---not chain
- Bar & Grill, Italian, Hibachi
- Brew pubs. Sit down restaurants.
- Small, independent
- Ethnic and Fine Dining
- Wegner's
- Mid level chains like Carrabas, Bonefish Grill equivalents, niche restaurants that are mid level in pricing, Italian, Asian, Middle Eastern
- Casual, brunch, ethnic
- Local, non-chain restaurants. Most types of food.
- Sit down family type open during lunch and dinner
- Fine dining, casual dining, cafés, bistros, pizzerias, bakeries, Ethnic foods
- Local non-chain restaurants that offer a variety of foods.
- Texas Roadhouse, Culvers, Pizza, Breakfast
- Crossroads pizza few times a year
- Mexican, Italian, Supper Club, breakfast restaurants (similar to Omega & Forum)
- Breweries, outdoor venues
- Family like Texas Roadhouse

- Brewpub, seafood, ethnic
- Small specialty
- Steakhouse and supper club
- Higher end restaurants.
- Family style that is open after 3 PM.
- Various sit-down dining. Tap room.
- Authentic cuisine, Boutique sandwich shops, Boutique coffee shops
- Sports bars and family friendly places
- Better than we have now. Oak Creek did a good job with places like Bel Aire Cantina. But enough with fast food crap.
- Mid priced/casual
- A different variety from chains to private businesses
- Fast food / local bar/re
- Seafood (like St. Paul fish market), French, upscale Asian, bubble waffle or bubble tea
- More upscale options
- (Premium) casual dining and fine dining
- Coffee shop , Thai, burgers, healthier food/vegetarian, Pizza, breakfast
- Take out restaurants, Mid price range restaurants
- Casual family dine-in breakfast/lunch/dinner restaurants
- Affordable nicer sit-down restaurants.
- Anything other than fast food
- Sit down service
- Good ones
- Fine dining
- All
- Greendale has many that are close. Sushi, steak. Non bar places. Maybe Applebees, We enjoy the honey butter cafe. Need nice lunch into runner place
- Ethnic restaurants, family style restaurants.
- Quality restaurants not fast food
- Table cloth nice restaurants
- Sushi, Mexican, Steakhouse, Seafood, Tapas
- Various ethnic themed restaurants.
- All kinds but particularly independent offering diverse family fare.
- None! need more options
- Breakfast and lunch spots, reasonably priced dinner spots

- Polish and other ethnic restaurants.
- Casual, healthy alternatives
- All kinds
- Casual dining, and perhaps upscale dining
- Non fast food
- Unique, family owned, non-chain, mid-priced.
- Good ones.
- Southern, ethnic, and Contemporary casual, ghost restaurant.
- Not fast food. Moderately priced restaurants.
- Fastfood, specialty, dessert
- Sit down, more upscale. Seafood and steak, etc.
- Asian and Indian
- American
- Non-chain restaurants. Family owned. Connected to community.
- Chain restaurants as well as individually family owed restaurants too
- Restaurants that are not everywhere. Unique restaurants that don't have a lot of other locations.
- With vegetarian options. Healthy food, farm to table,
- Mid level to upscale
- Not fast food
- Mid/upper range steak house, Mid/upper range italian, Sit-down Mexican, fast food chicken, fast food Mexican (Chipotle), Panera, Noodles
- Unique / local / ethnic
- Mexican, Family
- Pub style restaurants, Breweries, etc.
- Family
- Maggiano's, Nice steak restaurants, Applebees,
- We love those like in the Oak Creek town center
- Local owned business, not more big changes. Authentic pizza, Italian, Mexican, supper club
- Local, no chains
- Anything besides fastfood and franchise restaurants. Higher end restaurants are sorely lacking in Franklin.
- Mid tier Chains (Carrabba's, PF Changs) and fine dining (Bartolatta)
- German, Italian, Mexican, American, must have a bar

- Cafes, a good pizza place, Chinese restaurant, not so heavy on fast and quick. We need actual sit down restaurants.
- Italian, pizza
- Family style
- Casual with relaxed atmosphere - sit down
- Less small chain restaurants. More high end restaurants, steak house etc.
- premium casual
- Mexican and Italian
- Franklin lacks many of the common fast food and other chain restaurants that other communities have. There are also not many local pizza restaurants.
- Good quality at moderate prices (premium quality). Not fast food. Local examples - Tenuto's, Collectivo, The Stillery, Bass Bay Brewhouse,
- Anything that is not fast food. That's basically the majority of what we have here.
- Any type.
- Italian, Mexican, American
- All
- The ones with good food
- None
- Family diners
- Mexican, Italian, Burgers, Pizza
- Mimosa and Culver's are in southern Franklin. I suspect that other areas of Franklin need a good brunch place like Mimosa and a good fast food place like Culver's.
- Sit down, casual
- Mexican, Authentic Chinese, unique ethnic food
- Sitdown
- All types
- Small business/family owned sit-down restaurants--- NO MORE FAST FOOD CHAINS
- mid market, fine dining
- Mexican, Chinese, Thai, BBQ, Pizza, sandwiches and wraps, buffets
- Casual dining
- High end. Steak house supper club.
- Nothing specific.
- Family restaurants
- Family friendly restaurants, non chain

- An in between option of Joey Gerard and Arby's. Sit down, full service.....something like Hale House.
- Family, coffee shops and high end restaurants
- Fast casual
- None
- Family owned, no corporate franchises
- Farm to table, casual dining, pizza restaurant,
- Not many in Franklin but I'm looking forward to the new taco restaurant on Lovers Lane that is being built. I frequent more in Hales Corners and Muskego.
- High end, farm to table, locally owned. No more chain restaurants.
- Bar and grill
- A variety would be nice
- Sports bar, Steakhouse, Anyplace Franklin family owned
- Sit down restaurants that would be a draw from surrounding communities.
Example: Cheddar's Scratch Kitchen. The closest Cheddar's is in Pleasant Prairie.

What type of business is Franklin missing?

- Big box stores and dept stores. Grocery stores other than PicknSave
- acupuncture, fair trade, farmer market, higher ed, recycling, environmental
- Yoga studio, art gallery, locally owned coffee shop, visitor/community hub
- Health food store
- Outpost Coop
- Music venues, coffee houses, farmer's market
- Franklin lacks a "downtown" or central shopping district.
- Costco
- General stores for goods that are less expensive
- Specialty grocery store, shoe store, clothing stores
- Clothing stores
- Bakery, movie theater, camp site, military armory, clothes store, shoes, day cares.
- Restaurants. Corporations to decrease tax burden.
- Retail, restaurants, gas stations, recreation, fix up the commercial areas we have
- Locally owned fine dining. Second hand store or consignment stores, antique shop, farm store, rock climbing gym, Froedtert footprint (get rid of private equality and out of state based healthcare),
- Retail shopping, decent restaurants

- Don't need additional financial institutions. Need to have shovel ready sites and/or building shells for the next new business trend that will be economically beneficial to the city. next new business trend
- Large financial services employer
- Retail Clothing, Specialty Retail, Fine Dining
- Food, fieldhouse
- Maybe more larger business like Northwestern Mutual / Carmex. Solid, respected organizations.
- Fill existing business areas before expanding
- Electronics, Manufacturing, Software Development, Marketing
- Tech
- Bike paths, parks and trails.
- Panera or other casual sit down dining. Italian restaurant.
- Casual to premium sit-down restaurants
- Clothing, family restaurants, sports equipment, movie theater.
- Farming
- Good Restaurants
- Retail like a Trader Joes
- Retail type
- None
- Trader Joe's and Chipotle
- WAC, supper clubs
- Any business that is interested in locating in our industrial park. Better food shopping options. More diverse (affordable) restaurants.
- Restaurants
- There are few dining options in Franklin especially on the western half of the city.
- Organic gluten free restaurants and vegan restaurants
- Shopping options and restaurants.
- More dining options
- I would prefer to minimize franchises, and encourage/support unique & locally owned businesses. Small business tends to care for and support the community. I've seen many FB requests for restaurants, however I truly do not believe that the Franklin community is ready to financially support them.
- Specialty shops, dining & at least one big box or similar store
- Mini golf, urgent care
- Recreational activities for kids

- Restaurants
- None
- Small business fine dining
- Few restaurants
- Trader Joe's would be great
- upscale shops and restaurants
- Dining, retail, senior living
- Restaurants & shopping
- Restaurant's, bakery's, evening entertainment, cocktail bar
- Dinning
- Something like trader Joe's, Outpost or whole foods
- Restaurants
- Independently owned businesses.
- Retail and dining
- Retail and dining
- More grocery store options besides Pick-N-Save (would love a Trader Joe's or another healthier grocery chain); healthier fast-casual restaurants
- Good restaurants and shopping
- Industrial, service, everything
- Independent coffee houses, non chain restaurants higher quality grocery stores
- restaurants, activities, shopping
- A good go to restaurant and pizza place. A good bar. Nightlife. A Buc-ee's gas station
- Italian Restaurant
- A large corporate center where people from surrounding suburbs drive too for work. Think white collar, NML type jobs
- Clothing, Apple, Best Buy, dog friendly
- A private recreation facility with a variety of activities offered, ie. swimming, tennis/pickleball, fieldhouse, exercise space, etc.
- Large healthy grocery store. Produce. Be something others are not. A place for walking biking, farmers markets. Save the only farmland left in the county and be different!
- We need a better variety of clothing, electronic, general merch retailers.
- A square type - like OC. National Car dealership and car rental, Fitness clubs-centers with indoor and outdoor pools. Also the ones I listed above.
- Retail stores and corporate offices

- Technology companies
- Small business shops like Greendale & Oak Creek
- Retailers of nicer clothing, housewares, furniture
- Not sure; I'd like us to get a Trader Joe's, a good floral/gift shop
- Top-notch shops & restaurants (no major chains).
- Hardware stores, but not "big box" types
- None
- Need more restaurants!
- Good Pizza
- Department store
- Restaurants, retail
- Central shopping area
- Need expansion or additional industrial park for warehousing, manufacturing or high tech
- Tech companies, small retail shops, specialty shops, clothing stores, grocery stores outside of Pick n Save or Sendiks
- Straus
- None
- A Trader Joe's. (We don't have that or Outpost).
- Dog park
- Kohls like clothing store.
- Outdoors / firearm shop
- Franklin should build a "downtown" with various small businesses, restaurants and green space.
- Recreational businesses
- Boutique retail, fine dining and cocktail lounge
- Theater (like S Milw Perf Art Center), Organic Meat Store (like Kettle Range), Woodmens
- Casual dining
- Restaurants
- Places to eat a good steak.
- General Aviation Municipal Airport.
- More casual dining
- Music, electronics and automotive
- Restaurants
- Construction

- High end retail.
- The ones that could reduce property taxes
- Clothing
- Restaurants
- more locally owned
- A variety
- Fine dining restaurant. Trader Joe's. Brewery/restaurant.
- Fine dining
- more restaurants
- Bar with good music and dancing.
- More sit down restaurants without side spaces
- Scalable manufacturing, larger CPA, engineering or Law firms. Only NML space could be leased to multiple firms, bringing high paying jobs to the area.
- It may not be a 'type' per se... simply a matter if you like Target, Walmart, or Meijer?
- Small specialty retail shops in a walkable center.
- Nothing
- Bakeries, good restaurants and cafes
- Industrial
- clothing and specialty options
- Premium / premium casual
- Need more dining and bar options that have outdoor seating options. Niche retail/specialty shops.
- Prime Quarter Steak House
- Family friendly cost , hang out places
- Good restaurants and popular retail
- Industrial
- None
- Kid activities, brewery, local coffee shops, pools, ice rink
- Bar grills
- A Main Street type area like greendale or oak creek
- More LOCAL restaurants and Trader Joes and Aldi.
- More bars and restaurants
- Aldi or Trader Joe's, higher-end convenience like Casey's, more variety of restaurants - something like Mod Pizza, Crumbl cookies, etc.
- A location for a number of business, Fountains of Franklin?
- Good Mexican and Italian restaurant. Fine dining.

- Everything Oak Creek and Greenfield have
- small locally owned business, not chain stores or big box stores, nature centers
- Brewery
- Large (< 250 employees) "green" manufacturing facility such as EV components, solar or wind components and the likes
- More tech and manufacturing. Forget restaurants and retail. They'll come when there's people to support them.
- Family entertainment.
- Retail
- Need more QUALITY grocery stores. Both Pick'n'Save are horrible. Need gas station and grocery store down loomis - there is nothing over here.
- Hospital
- Aldis, bakery
- Nature center Ecology education
- Formal. Medical supplies
- Gas station, bakery coffee independent like La Rev from Wauwatosa. Trader Joe's, Whole Foods, Costco specialty butcher shop,
- Manufacturing
- RETAIL & RESTAURANTS
- I cannot speak to what is missing
- Boutiques
- Better grocery stores
- Organic Restaurants
- Shopping, industrial, commercial
- Fun gift type shops and good restaurants
- The kinds that want to do business in Franklin. One thing I don't want is increased population density. I don't want a bunch of apartment buildings going up and low income housing in Franklin.
- Scuba diving suitable pool(deep pool)
- Fine Dining, More Big box stores
- Higher end clothing- Athleta Anthropologie
- Manufacturing,
- Diverse small businesses and retail
- Restaurants, mainly
- Restaurants, clothing shops, jewelers specialty shops,
- Specialty retail

- Big mixed use area. something on north side of rawson ave.
- Trader Joe's
- Family friendly dining
- A "downtown" experience, good dining options, cost-saving options for groceries (think Woodman's) little boutique stores for gifts, crafts, home decorating, etc.
- Outpost, Whole Foods, Trader Joe's, Room and Board furniture.
- Nicer restaurant, clothing retailers.
- We are close to so many other areas it's hard to say.
- Fine dining, Panera type coffee sandwich, recreational...movies, activities, grocery like Trader Joe's, clothing like TJMaxx
- Clothing and household goods
- Most people leave Franklin and go to Greendale to shop and eat.
- Kids fun zones
- Not sure
- Restaurants
- Fine dining, high-end retail, bakery, boutique
- More grocery options (Meijer/Woodman's).
- High-end clothing and furniture stores.
- Restaurants and family owned businesses, like some of those in Greendale.
- None
- Meijers, Steakhouse (like Longhorn or Carnivore), Entertainment (Axe throwing, indoor bocce and bags/cornhole, indoor pickleball), higher end Italian restaurant (like on Hwy 100 - Ann's or Amore
- Fine dining - community activities to draw other communities in
- Any retail and restaurants. Trader joe, whole foods, etc
- Craft
- More clothing and retail options
- Higher end restaurant
- Engineering and tech forms
- Trader Joe's, restaurants, swimming pool
- Sporting goods, movie theater
- No opinions
- Good quality, unique restaurants, and coffee/tea houses
- Upscale restaurants
- Bakerys delis
- More business park employers to utilizing our vacant buildings

- Good pizza place now that Michaelangelo's is closed; specialty grocery
- It would be nice to have an Aldi in the Hwy 100/Loomis area. This area also lacks restaurant and bar choices also.
- Good dining options
- Better restaurants and grocery stores
- Fine dining and performing arts
- Trader Joe's. Big hardware store.
- none you have already populated our roads by bringing in business that does not serve our residents well
- Manufacturing, office type,..
- Trader Joe's, Bookstore, Outdoor sporting goods, Clothing Boutiques, Costco
- Small craft and hobby type stores.
- Restaurants are the biggest one that frequently comes up in conversation. If two adults are looking to go out to dinner it has never been in Franklin.
- Dining
- Trader Joes, Panarea,
- Electronic and music stores.
- Farm to table, fresh food approaches to dining
- Experiential and small retail
- Drexeltown
- More Contemporary casual restaurants. Noche in Greendale is a good example.
- None
- specialty shops
- Kohl's, Trader Joes, Fine Dining options, more recreational options for youth.
- High tech
- Everything
- Everything. With the exception of the Roc development, there has been very little development in Franklin. Seems like Greenfield, Greendale and Oak Creek are much more aggressive in pursuing any economic development.
- Costco, trader joes
- Most
- Steakhouse, Gym with basketball courts and swimming
- Retail I go to Oak Creek
- Trader Joes, Costco
- Dining not big chains, boutiques/small retail
- High paying employers

- Restaurants!!!
- More restaurants!!!!
- Northwestern Mutual going away is very bad for us. How do we replace?
- None
- More dining options would be great.
- Restaurants
- high tech
- Small businesses for shopping
- Small grocery like Trader Joe's. Clothing or boutique gift shops
- Restaurants
- The old sentry building on 76th and Rawson should be put to use. Eye sore the longer it sits there.
- Apple, Ulta
- Costco
- Franklin is missing parks...3 or 4 more Kayla's Playgrounds are needed. I live near Kayla's Playground. The parking lot is full almost every day.
- Any light manufacturing or specialty manufacturer that requires semi skilled or higher labor (not just entry level/minimum wage)
- high tech,
- More restaurants so not to leave Franklin
- High end dining. Golf driving range.
- Restaurants and specialty stores.
- Trader Joe's. Higher level of manufacturing jobs.
- Retail
- Good dining
- Restaurants
- Lots and lots
- A vibrant downtown shopping and dining center, walkable, with a variety of offerings.
- As I get to other areas around Franklin it seems to me that other communities are growing with a good mix of commercial, retail & residential developments
- Clothing boutiques
- A destination dining business, meaning, people from other communities would come here to dine.

Any additional comments you wish to share?

- Franklin lacks a destination shopping/restaurant space
- Hoping we end sprawl. Build vertically in areas already built upon. Read Thomas Berry, David C. Korten, book: Spiritual Ecology The Cry of the Earth. THANK YOU!
- Franklin is a great place to live and grow your family
- No one wants to live by apartment buildings.
- I live near the ROC and the quarry. Preserving green space, quiet and environmentally safe air, water and sound is top priority for me in Franklin.
- I hope Franklin will not allow those appt bldgs that are being buildt all over,,,They are basically all boxy, ugly, cheap looking and the only diff in them is the color they paint them
- Good luck! Franklin is a great place to live.
- Turning lanes need to be added to intersections that traffic has increased. Ryan and 76th, Ryan and Loomis
- Franklin needs a “downtown” region where you can walk around with a variety of shopping, restraints, green space, entertain venues that is also a relaxing and beautiful space.
- Franklin has too much residential tax base. We need more commercial space to reduce property taxes.
- In going forward with an economic strategy, don't compare Franklin to Oak Creek, especially with the amount of retail development in OC. OC has the built-in advance of a huge retail trade area with no substantial retail competition and large population in SM, Cudahy, north Racine County and the south side of Milwaukee. Conversely, Franklin residents enjoy easy access just minutes away to retail northward via Loomis Rd., 76th St., and Hwy. 100. Add to that a market area roof top void with the quarry square mile area and the extensive Root River corridor, along with low density neighbors to the south/southwest, and lack of good, direct access to/from Muskego; all adding to the perpetual Franklin issue of retail attraction. City must start long-term planning to create a high tech/medical research hub extending westward from the quality medical and business development at 27th and Oakwood, along Oakwood to 76th St., and then northward to the SE corner of 76th and Hwy. 100; integrated with mixed use residential and the park-like setting of roads, trails and paths within the Root River floodplain/wetland corridor. It is about time Milwaukee County recognizes Franklin as a major economic engine of the County with access to and usefulness of the currently inaccessible corridor. The most recent comprehensive plan failed to address futuristic needs of the city that it could become. This is not a new idea--past ED Director Stan Kosmatka put forth the idea 30 years ago!

- The effect of lowering property taxes for citizens should be the criteria for any future development
- Bring in businesses to lower taxes for residents
- City has variety of shopping / dining / business and great schools. There are many empty store fronts to revitalize and target.
- I moved to Franklin to be in the country. We don't need more development.
- No slaughterhouses. Use existing vacant building/property instead of building new. Keep lots of green space. You don't have to develop every inch of Franklin.
- The Rock is disaster. We will not go to any venues at the Rock. Losing Strauss was a failure of municipal government. Quite trying to be Mequon! Get tenants for Northwest office building.
- I strongly hope that Franklin is doing all it can to preserve the farms, and green space remaining in the city. I would also encourage the city to look at ways of reducing spending, and pass those savings onto to it's residents in the way of lower taxes.
- Please.....keep Franklin green! We do not want to be like Oak Creek. So congested and loud. Too much traffic!
- Green space, a clean city, and unique sit-down restaurants, with unique shopping is a lure to attracting visitors and future residents to our cityrestaurants
- TIF/TIDs are the biggest scam of the 21st century, giving away our tax dollars for minimal value. Franklin also is currently famous for being anti-development and anti-business— it is common knowledge that the planning commission and inspections dept kill business deals. Change the process before trying to attract businesses, as right now it is the last option any area investor would choose to build in.
- Franklin is the last community in MKE County with farm land. Everything south of ryan rd should be 30+acre lots that must be used for agriculture. No more neighborhoods or manufacturing facilities.
- Honestly, I am retired. I like the quiet, close to country location that I have. I think retail should be only in certain areas as any manufacturing. Don't put near residential areas and don't use up all the green. I am not unhappy here.
- Work on lowering taxes not spending money
- I think it is important to keep improving the business and residential environments to keep Franklin a strong and growing community.
- We need additional stores but not mixed in with residential housing (apartments). Mixing car and pedestrian traffic is not a good idea. We do all of our shopping in Oak Creek or Greenfield. Pick & Save has a vey poor selection and Sendik's is very

expensive. I like the sense of community in Oak Creek - even the police cars display the Oak Creek Knights. The communal attitude filters down to many aspects of life. I know this to be true because 2 of my children live in Oak Creek.

- Grocery stores that only sell organic produce and organic fruits and vegetables
- Rental units decrease property values and the City overall. Renters typically have less investment in the community, and care for the surrounding less than owners. Condos are preferred to apartments. When foreigners ask me about where I live, they always ask about rental units. I ask why and they tell me that it's indicative of the community's wealth and health - that is whether it's a "good" area. ----- RE #6: The examples are all franchises / chains. :(Here's a specific list (bc I don't like chains): Hideway, Cubanitas (in OC), Oak Creek Diner, Mulligans, Michaelangelos, Kings Wok, Mimosas, Culvers. ----- RE #13: I wish there had been a 16-45 year and 45+ year category. I believe you would have seen a very noticeable difference between old-school Franklinites and those that moved here from Greendale in the 80s.
- Franklin needs more of a hometown feel versus just a suburban living area
- Little bit of everything.
- So good to see a Dairy Queen finally come to Franklin
- Shut down 27th Walmart/
- Don't turn Franklin into Oak Creek
- Franklin is missing a central downtown area
- Better planning for large industrial business like Carmex
- Franklin is stuck in the middle. With I-94 going through Oak Creek and I-894 going through Greenfield, it will be a long time before business of any kind will seek out Franklin. Franklin should be doing everything possible to keep every business they have!
- I would love to see bike paths!!!
- Less light pollution
- Franklin needs nice restaurants, stores and businesses that bring other communities into ours. I've spent too many trips going to places outside of Franklin. We need to change our image of a hard place to develop. We need an area like Drexel Town square. What happened to fountains of Franklin?
- Would love other grocery store options also a town center like Oak Creek's (I shop in Oak Creek a lot)
- Fix up the empty store front and get some actual businesses
- Franklin is not a family or single families; it presents little reason to shop or live here. I am very concerned the city is anti biking and walking friendly. 76 St is a race

track almost no cross walks or those that prioritize pedestrians, the corner of 76th and Forest ... going to the middle school. There should be flash lights defining school area, reducing speed levels etc

- Copy what Oak Creek has done along Howell Ave.
- There are enough big box and chain restaurants in this area. We lack quality, local restaurants
- Franklin should work with Mike County and Carmel IN parks and put in a revenue making dog park with a Bark and Brew like the 3rd ward to bring in a draw. Also there should be a no camping ordinance for all of the city to prevent homeless for squatting in our city. Get them to a care campus to take care of them and off the streets or parking lots
- Get a mayor who is not influenced by others
- When looking at potential development - bring it to the public BEFORE making the deal! Trying to make it look good by "bringing it to the public" when the deals have already been struck is a deceitful way to run government.
- Too much one on TIF areas not enough focus on being a sustainable community. Plant colorful trees. Put sandwich shops along bike trails. Use open spaces wiser. Be a place where people enjoy getting outside the walls of their homes.
- Forcing Meijers to select Oak Creek was a mistake. Losing Strauss Veal was a huge mistake. Losing Northwestern Mutual will ultimately be in the city's best interest, as NM will do what Franklin is incapable of and find a large, high paying employer to take its place.
- We could use another golf course. Oakwood(County) is getting stale. Club style.
- Learn from Oak Creek recent developments
- Franklin doesn't need anymore housing, it means more first responders and higher taxes to cover that cost. Franklin is not a destination city, there is not much to see or do here.
- I think we've developed enough sports facilities. Let's do something else to attract people to our community, that doesn't cost taxpayers more money. We also DON'T need to spend so much on our high school! We need to pay off the debt we owe for the middle school before spending such an extravagant sum as the new referendum calls for. Higher taxes will NOT attract more people here!
- Please for the love of GOD, no more dollar stores, crappy furniture stores or check cashing. It's embarrassing. Also, please clean up and redevelop the old Sentry Foods site
- How about bringing in an Outpost. Keep Franklin quaint.
- Would love to see more access to the Root River, especially for kayaks.

- Too much emphasis on expanding our schools and adding additional building.
- The city must do a better job of project management and strategic planning. We need to fix our issues before we keep taking on projects we can't afford.
- Everything needed is within a 5-10 mile radius
- One would think that having a City Planner for a number of years would have yielded us a more balanced and cohesive city of business, recreation, and residential that makes sense. As opposed to placing major manufacturing alongside residences. Scary how close we came to a slaughterhouse among single family homes.
- Dog park please
- Don't want franklin to be like Oak Creek Town Square. Drexel traffic is terrible. Should stay a healthy mix of residential, parks, and smaller businesses. Hwy100 could probably support some larger businesses. Probably growth potential to expand current industrial parks?
- Some businesses have left, because people in high priced homes don't want any business near their residence
- We need to reign in our residential expansion. That causes Franklin to hire more police and fire as well as building more schools. The extra tax burden is very hard on those of us who choose to stay in our homes in Franklin when we're retired.
- No Big Box Stores
- The world doesn't end at the city limits, the area is fully saturated with businesses, let's keep Franklin the desirable community it already is.
- Are Franklin schools trying to price retirees like me out of Franklin? Because they appear to be doing that.
- Always growth with respect for plenty of residential and natural coexistence
- A regional partnership isn't cooperating with Milwaukee when they steal our companies but having them complain about businesses moving from Milwaukee and we don't say anything. We should not be spending \$145 million on new school rooms when enrollment will most likely be declining in the future.
- Where is the "downtown"?
- No new business or housing development - retain existing green spaces
- Hopefully someday Franklin can become a destination instead of a place we leave for everything we need. Enough old folk homes and banks.
- Any attraction of new business should yield a reduction in tax burden for real estate nearby. This should be a goal to share the burden widely.
- We should focus on sustainable slow growth with neighborhoods and single family homes. Do not follow Oak Creek and start mass building luxury apartments and box stores. Keep the school district strong.

- Please don't over develop. We love it here because there's still open spaces and not a city scape.
- Thank you for asking these questions.
- Public transportation is a mess, as I travel Milwaukee and the suburbs the Milw. Co. buses are empty. There is no reason for the city to get involved in that mess. It is bad enough our county taxes go to support it. If it was a private business it would have been either bankrupt or run much differently. People should have access to public transportation but it needs to be run like a private business.
- Allowing commercial development next to established residential areas without a buffer will simply push people further out to the suburbs and out of Franklin.
- Franklin needs a downtown or a Main Street with small businesses
- There have been conversations in the past about making a "downtown" for Franklin, but that has failed to happen. It seems like our city stays stagnant and there are empty businesses that have sat empty for years without any activity.
- It is tough for single income families to stay in Franklin. If the cost of living continues to rise at the current rate in Franklin and Milwaukee county, more residents will find less expensive areas to live.
- Yes, Franklin common council chased out Walmart, and Woodsmen. Tax paying institutionsmen. thank you council
- No crocus, no low income, no group homes
- A farmers or makers market would be great!
- I lived in my house for 24 years and my taxes keep going up and they want more money for the schools and everything else and I'm over it
- More subdivisions and less apartments
- I go to oak creek, greenfield and greendale for just about all of my needs.
- Oak Creek, Muskego, Greenfield get all my money... Franklin gets pennies.
- The O'Malley owned property on the corner of hwy 100 & Loomis is absolutely awful. For a while there were truckers parking there overnight without working bathrooms?? In my daily work I associate and consult convenience/ gas station owners and I've been told the owners of this land are unwilling to sell. They will only lease. The issue is that no one will make investment and updated to a leased property. The place needs to be torn down, and a decent business like Casey's or Kwik trip would be fantastic here. Residents of Franklin need the city's help to work with O'Malley. The other side of the road is also a big opportunity for retail.
- What is happening with Northwestern Mutual?
- I've noticed a significant increase in cars running red lights and speeding in Franklin. At times, it sounds like a drag strip near Rawson and 27th street.

- Taxes! Everything needs to be done to reduce real estate taxes in our city! They are far too high!
- If Franklin had a stronger business district and downtown area, it would feel more like a town.
- MORE RURAL, NATURE areas, not business or more business districts eating up wetlands
- What is a partnership to explore regional economic development purposes????!!! Sounds like spending money we don't need to spend.
- As above. "Attracting retail" is a fallacy. Franklin is a fickle food market and restaurants and retail will have a difficult time surviving. Very little daytime customers, no draw from west of Hwy 100, South of Ryan and East of 51st retail goes to Oak Creek.
- My job is in the construction industry. For at least 30 years of my professional life Franklin Inspection Services Dept has been universally viewed in the construction industry as being extremely difficult to work with.
- Franklin has enough banks
- Don't give extended tax-free deals to businesses
- It'd be nice to see a community center such as Oak Creek's.
- We moved to Franklin over 25 years ago because it was convenient to big city but Not one. We were attracted to the wild spaces marshes, wooded areas seeing hawks and sandhill cranes and deer
- Need to remain competitive with adjoining communities
- Franklin has been very picky in choosing businesses to locate here in the past. Causing b is to lose out on opportunities. End up with eyesores or cacnt strips with old gas stations or homes.
- Give tax incentives but don't give away the city. There are ways to make city more diserable. Cory Savage he is a resident of Franklin would be a great person to work with Savage www.savagemke.com Also sidewalks on Hwy 76th street should go from puetz to ryan road. If you need help please use Savage
- We need a well developed strategic plan for all of Franklin. The objective is not to grow the population (see Oak Creek). Mostly single family homes - very few cheap apartment complexes (see Oak Creek)
- FRANKLIN NEEDS A FACE LIFT. WE'RE AN UPPER MIDDLE CLASS COMMUNITY THAT DOESN'T HAVE THE BUSINESSES THAT ARE COMMONLY ASSOCIATED WITH THE INCOME LEVEL. THERE'S LOTS OF SPACE THAT CAN BE DEVELOPED TO MEET THE NEEDS OF THE COMMUNITY THAT ARE MISSING. I TRAVEL AROUND THE STATE & COUNTRY, & IT JUST SEEMS LIKE FRANKLIN'S LAGGING BEHIND. TAX

INCENTIVES ARE NICE FOR THE BUSINESSES WANTING TO MOVE HERE, BUT THE BURDPN FALLS ONTO THE CITIZENS. NOT A FAN. LOOK AT NWM ON 27TH & DREXEL, THE ISSUES WITH THE ROC PAYING THEIR TAXES, ETC. NOT A HUGE FAN. I DIDN'T RECEIVE ANY INSENTIVES TO OPEN MY BUSINESS HERE 24 YEARS AGO, AND WE'RE DOING GREAT. JUST SAYING.

- I am not aware of the amount of resources being applied in Q4, thus - I cannot rate much with regard to effort on attracting business
- Franklin has so much land that is just sitting there doing nothing! I think so much more could be done with it to help to lower our taxes!
- Franklin needs to focus on lowering taxes. Current education in grade and high school should invest in STEM (Science Technology Engineering Math) education rather than sports. Adding auto mechanics to high school makes no sense.
- Many of our existing businesses are feeding tax dollars to Oak Creek. That needs to change.
- Overregulation, and excessive taxes will keep businesses from coming here. Lower taxes on residence and businesses and you will see how people will come here and the economic situation in Franklin will improve. Environmental stability to me, says more regulations and more local ordinances to protect an environment that everybody already cares about. We don't need more regulation and local ordinance.
- Lower the assessment.
- Have enjoyed living in Franklin the past 20 years. The mix of open land/green spaces and retail/industrial has been good. The future will bring about more development and less green spaces. Keeping a good balance will keep Franklin a special place to live.
- Residential street repair and fixing old 70's driveway gutters!
- We need to attract business that would offset/widen our tax base. Property values are increasing and taxes soaring. We need to build an area that could attract young families to an area to gather to play cool off eat and drink - near the library would be ideal. Squishing all the business on 76 th and Rawson would be a major traffic headache. Too much in one spot.
- Franklin needs to follow the lead of OC and how Drexel town square was created. There is no central shopping or retail
- mow the median on major access roads into the city
- Get rid of the Roc.
- Taxes are to high. Utility (sewer and water) ridiculous rates
- 27th street south of Drexel is an embarrassing area of our community

- Franklin residents are fortunate that if it's not offered in the city, a store/restaurant is easy enough to get to near by.
- Please, no more growth at The Rock or large housing projects like apartments or high rise condo complexes.
- More tax breaks for residents than for businesses
- Franklin needs a 20 year plan, with detailed plans for the next 5 years so that any improvements made in the first 5 years (and sequential 5 year periods) follow the long-term plan.
- Bike routes that connect to shopping, sidewalks, controlled lights
- I have lived in Franklin my entire life, born and raised myself and my children as well. As an adult, near the Loomis rd/Hwy 100 intersection. I have been in my current neighborhood for 32 years and have watched NOTHING happen to that major intersection. Deserted gas station, used car lot and empty lot where a run down nightclub once stood. It is embarrassing. An attempt was made to develop the 27th street area and now is heading toward desertion as well. Housing development approved in the shadow of the dump. We can and should do better. You will likely be losing this lifelong resident.
- Leave Franklin rural, stop the building
- I just got my tax bill. With all the building going on, it surprised me. It will pretty much kill the High School Ref, which is bad news for Franklin. So if more development is going to mean my tax bill will increase 50%, then that is a negative factor. We don't need more senior housing.
- Lower noise from ROC
- preserve green space; limit commercial development; address noise and light pollution; develop long-range plan for public schools; more visibility into city government decision making.
- We moved to Franklin 26 years ago. Why did it take this long to get serious about developing Franklin?
- Keep Franklin as a "bedroom" community. We moved here to enjoy peace and quiet and a lovely community.
- Expanding or retaining existing businesss except for The Rock. The stock has already ruined this neighborhood and we are looking to move out of the city because it has disrupted our quiet lifestyle.
- Wish Franklin was back to the dark, quiet, place that is was when I moved here twenty one years ago. Your rural charm is gone.
- Work to attract a few good /higher end bar/restaurant options
- Growth has never led to lower taxes / cost of living.

- People who move to Franklin love nature and the Parks and outdoor recreation activities available. New Business development should be done carefully and not detract from the green spaces.. New business development
- Proposed mixed use development at 76th/Rawson needs major housing-housing is too dense and not enough retail
- Too much housing building, now bring in dining and green space
- Don't want Franklin to become a city like Milwaukee. Moved here to be away from the large number of people. Like the upper middle class homes and open spaces.
- Thanks for asking
- I live in the NW part of Franklin, therefore I patronize the businesses in Muskego, Greenfield and Hales Corners.
- Let them pay property taxes like us ridiculous for a home thats 60 years old to go up 100,000 in value and business are given a huge break.
- Franklin needs an identity and it needs to finish developments rather than have 4-5 unfinished projects like hwy 100 and Drexel, 51st and Rawson, ...
- Franklin needs a downtown--a center for retail, jobs, services, and dining--with transportation options. Oak Creek has had great success with Drexel Town Square and surrounding areas. Franklin is being left behind. There is no "center" to Franklin. It is just sprawl and a mess. The Rock is NOT a downtown--it is a monopoly controlled by one poorly managed business group; we avoid it. Franklin needs an organized area where independent businesses can come together and thrive. That may take government leadership and foresight; it is not something that just happens. If picking a community today, we'd never choose Franklin. Aside from good schools, it has nothing young families want.
- Need improved class offerings through the Rec department. Refer to Greenfield and Greendale for ideass, t
- We need more senior centers.
- Focus on 76th and Rawson as a mixed use/ civic center area
- Don't expand The Rick, it's already screwed the neighborhood.
- Central shopping, dining, walk up access
- A better mix of restaurants would be a plus. Not just bar type restaurants/food.
- Focus less on The Rock ventures and elected officials in the back pocket of that entity, and more on other aspects of the economy within Franklin. Look for tenants of the NML building before they relocate back downtown. If assessments and property taxes continue to increase, I will be looking to move out of Franklin within the next 3 - 5 years.

- Franklin does NOT need to "have it all." With our close proximity to other municipalities, we should strengthen what we have instead of trying to have everything.
- Franklin is not very good for business. We are losing Northwestern Mutual and there will be nothing to replace that. Oak Creek and Greenfield/Greendale are getting all of the businesses - particularly the unique restaurants and the shopping areas (like Drexel Town Square).
- I feel Franklin is losing a lot if it's green space and feeling too built up
- Stop the corruption in the mayor's office and council
- The Franklin side of 27th Street south of Drexel is an absolute embarrassment. Can't something be done to encourage the closure of all the trashy 80+ year old motels along that stretch. The Oak Creek side of the same stretch of 27th is newly built up. Franklin's side sits in the 1930's. There was even a murder (of a prostitute ?) in one of those motels within the last year. Please look to the far eastern side of Franklin for development.
- We need more variety of restaurants. Honey Butter is just ok, but closes early. George Webb's closes early. We could use a great pizza/Italian place. Too much focus on fast food.
- I think it is important that Franklin does not get overdeveloped like Oak Creek. The Oak Creek town square area is great and nice to go to but otherwise they are becoming too developed.
- Every time this topic is brought up, it distracts from budgetary issues. If only we had more business in Franklin, it would offset property tax increases. I've been hearing this for 37 years.
- Stop using tax incremental financing. It has been abused for far too long, to our collective harm.
- Stop giving tax incentives to
- Ryan Road is terrible to drive on between 76th and Loomis Road. It should be two lanes both ways with safe turn lanes.
- I dislike that it seems like the only idea Franklin pushes lately is apartments as economic development and sprinkle in retail to try and make it more palatable. It is really corporate welfare.
- Public transportation and low cost housing bring crime. Let the market work.
- Franklin & Oak Creek need to work together. How about a Franklin-Oak Creek Family YMCA? Franklin is a little farm town that has become a suburb of Milwaukee.

Franklin-Oak Creek Family

YMCA? There is way too much competition and not enough collaboration between the two communities.

- NO MORE LARGE APARTMENT COMPLEXES!!!!!!!!!!!!!!
- Efforts to promote the NML site?
- Love living in Franklin. Need a Trader Joe's. Need retail stores.
- We should attract businesses that will be located within the Franklin School District so all taxes benefit our schools. The school portion of property taxes from any businesses near 27th Str. or Hwy 100 go to the Oak Creek or Whitnall Schools instead of Franklin School District.
- I wish we had an actual downtown like Greendale.
- Franklin needs to add businesses such a restaurants and coffee shops within walking distance. We need to drive wherever we go. We've lived in Franklin for 20 years and without school age children there is little to no sense of community.
- Franklin is a bedroom community. Keep it that way.
- I am concerned that everything is focused on the ROC. The ROC has not been kind to their neighbors.
- Property taxes are ridiculous! I also own a home in Topeka KS, how can my taxes there be literally an eleventh of what they are here. That's right an eleventh, they have roads and schools and all the things, what the hell is this money for?
- I think Franklin at least in the past as gotten a bad Reputation as city that's now real kind to developers so that being said they take their money and ideas and goes else where I know I would .
- No public transportation!!
- I am not a fan of ROC Ventures and very disappointed how the Mayor and Common Council kowtow to Zimmerman & co.