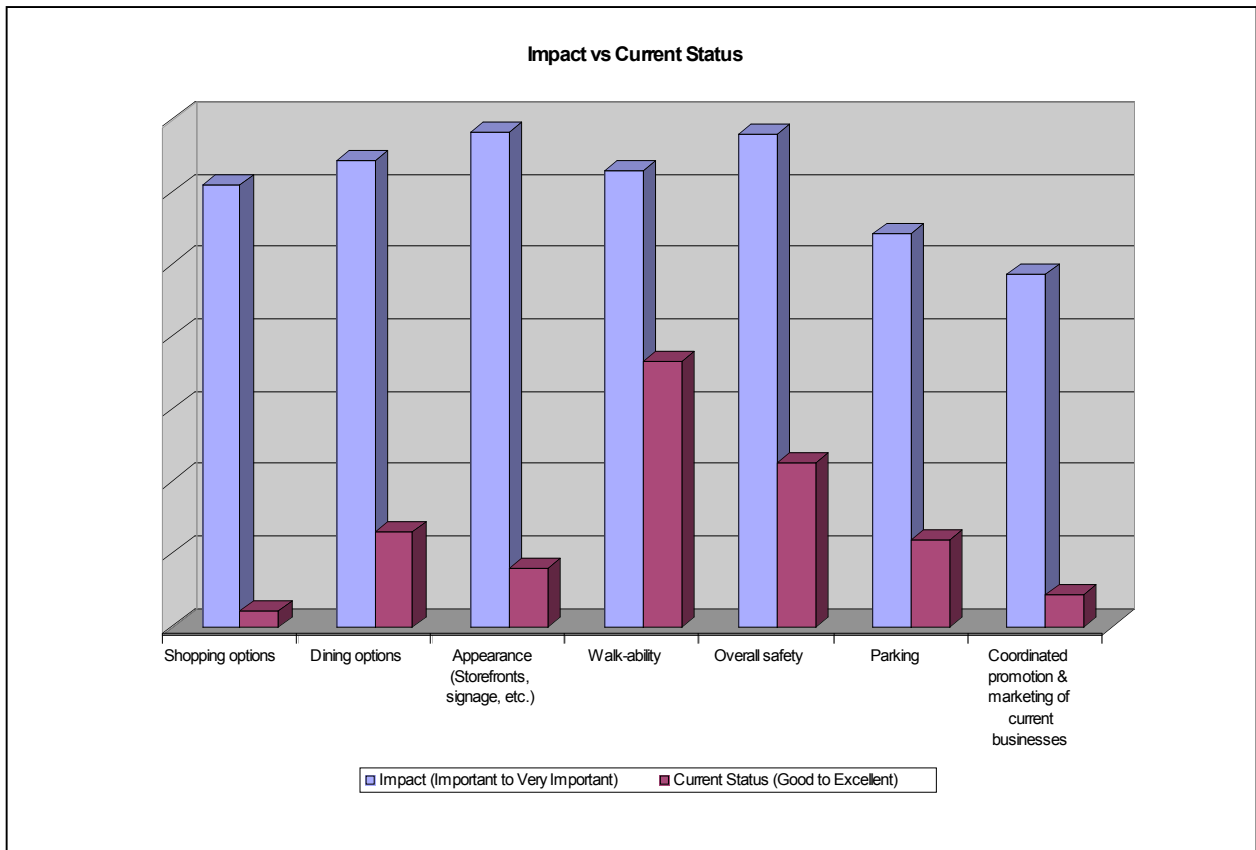


## North Avenue Neighborhood Alliance Community Survey Summary of Findings

This summary highlights the major findings of the North Avenue Neighborhood Alliance Community Survey. In this survey, over 350 residents of the Pabst Park and East Town neighborhoods responded to questions about how current businesses meet their needs, the types of business where they would likely spend money, and their perception of pedestrian safety and neighborhood crime.

The key topics addressed were shopping & dining options, appearance, walkability, overall safety, parking and coordinated business efforts. In the chart below, the **blue** columns depicts the impact of the key topics noted on the success and sustainability of North Avenue in East Town while the **purple** columns represents the respondents' perception of the current condition.



The following pages provide summary details of the top priorities, as noted by respondents. Responses are broken into three categories: safety, current businesses and new business opportunities. Where possible, statistical evidence and respondent observations and comments are included.

## **Safety**

1. Residents voiced concern about walking along North Avenue. Speed of traffic, incorrect usage of left turn lanes and noncompliance of yielding to pedestrians in cross walks were specifically noted as deterrents.

Sixty percent (**60.1%**) of survey respondents stated that the fact that traffic doesn't yield to pedestrians in crosswalks "impacts" or "greatly impacts" the walk ability of North Avenue. Over **90%** of respondents felt the walk ability of North Avenue is "important" to "very important" to the success of North Avenue.

- "Even with the narrow crosswalk intersections, it is still hard to cross."
- "Would like to see the state law walking signs in cross-walks."
- "Mark ped crossings more distinctly, signage to yield to peds in crosswalk – and ENFORCE it – It's the law. Ped crossings are dangerous due to car speeds."

2. Residents perceive a lack of safety and a rise in crime in these neighborhoods.

- "I always worry about the safety of North Avenue based on the crime reports."
- "Crime is increasing."
- "Public safety is the number one reason someone would choose to spend money at a venue. The sense of transition within this area has caused many people to decide to not spend their money on North Avenue."
- "I think safety is the #1 concern here."
- "Safety, or perceived safety, is a big issue. I live close to 64th and North, and I have concerns about a specific business on North Avenue – Radio Shack – that seems to have frequent burglaries and armed robberies. The armed burglar often runs down 64th street and through the neighborhood near my house."

## Current Businesses

1. Responses suggest that current businesses need to work together to promote their businesses to our neighborhoods and coordinate regular functions to draw people to this area for shopping.

**Over 70%** of respondents feel coordinated promotion and marketing efforts by businesses is “important” to “very important” to the success of North Avenue in East Town. **Over 93%** of respondents rated current efforts as “average” to “poor”.

- “Didn’t even know there were that many places there.” (Referring to the list on the survey of current offerings.)
- “I do not know what exists.” (referring to what types of businesses they would frequent on North Avenue in East Town)
- “Assuming that all are represented on North Ave (referring to the list provided in the survey) I was unaware of some of them.”
- “Poor promotion/ marketing of business”
- “It would be nice to have the neighbors notified of promotions and of what the businesses offer.”
- “I really don’t know about the services/ products being offered here. The promotion is poor. The businesses on North can affect change...by promotion.”
- “What happened to Stroll?”

2. Many of the current businesses and amenities do not offer variety nor do they cater to the needs of these neighborhoods.

- “We need businesses that will last and provide services and products long-term to the community.”
- “Too many nail salons and hair salons.”
- “A lot of services listed I just don’t use.”
- “I’d like to think that if I have a daily need, I could head out to this stretch of East Town & fulfill that need without having to head to a big box store.”

3. Blight, vacant buildings and constant turn-over of business is of great concern. There is also a dis-connect between property owners and the community.

Eighty-five (**85%**) percent residents feel appearance of store fronts are very important to the sustainability of this area BUT **88%** rated the current appearance as ranging from poor to average.

- “Too many out of town owners of empty “for rent” building; they don’t care how long building are empty or who they rent to.”
- “Store fronts (some of them) look trashy and unkempt.”
- “I have a comment about the building 65th and North – next to D.Q. What an eye-sore - and it has been this way for way too long. Please, if you want to improve the appearance of North Avenue, something must be done about this building.”
- “Many of the storefronts are old and pathetic.”
- “I really think we need to demolish the empty building on 65th and North. The owner needs to sell it so we can finally do something nice to that location!!”
- Businesses open and close. Numerous vacant, eye-sore buildings. Business development lacks continuity.”

## New Business

Given survey responses, residents would like to see North Avenue in East Town recognized as a safe, attractive, family-friendly environment, tied to the overall approach of Smart Growth – providing the amenities residents of these neighborhoods need and want within walking distance = on North Avenue.

- “More places geared towards families”
- “Family-oriented”
- “Model things similar to Brady Street.”
- “Look at the Chicago neighborhoods”
- “Look at KK, Brady, and Oakland.”

1. The products & services at which residents would be “likely” or “highly likely” to spend money are listed below. *The statistics noted are the percentage of residents who rated this category as “likely” to “highly likely.”*

Bookstore (94.4%), Garden Center (89.7%), Natural Foods / Neighborhood Grocery Store (84.8%), Gift / Novelty Shop (80.3%)

- “Children’s stores, toy/learning shop; bookstore.”
- “Computer with coffee and internet”
- “Bookstore, more dining options.”
- “Non-franchised.” “non Chain.”
- “Boutiques”
- “Bakery”
- “I think the closing of Drew’s was a HUGE loss to Wauwatosa.” “I think many people are missing Drew’s Variety store. Something like that would be great to have around. A place to buy arts and crafts and other variety store items.” “Losing Drew’s opens opportunities. I miss Drew’s for toys, stationary, sewing, kites. The 5 and Dime is extinct would be perfect!” “Small but quality variety store (like Drew’s) so I don’t have to drive to Target.”
- “Cafes and bookstores, small shops – gifts, paper/stationary, small grocery store would be great.”

2. The restaurants at which residents would be “likely” or “highly likely” to spend money are listed below. *The statistics noted are the percentage of residents who rated this category as “likely” to “highly likely.”*

Coffee Shop / Café / Bakery (96.3%), Mexican (94.7%), Italian (94.4%) Gourmet pizzas and sandwiches (93.4%), Family-friendly bar and grill (91.4%), Old fashioned soda fountain / diner (89.1%), Chinese (87.3%), Southwest Grill (83.5%)

- “A real Mexican not a chain.” “Mexican, sandwich and soup.” “Pizza”
- “Like outdoor seating!”
- “Anything completely smoke-free!”
- “Sit down, can walk to place that has good breakfast and lunch with outdoor seating in season. We have a diner and coffee shop that are open random times.”
- “Would love to see an Irish pub, Mexican restaurant or European cuisine.”
- “Ethnic cuisine”
- “Mom and pop. No chains.”