

Sustainability

Comments. Please provide additional comments regarding sustainability of North Avenue.

	Comment Text
1.	Due to some of the businesses safety is a concern. Store fronts (some of them) look trashy and unkept.
2.	Please no money loans or similar stores.
3.	Get rid of that stupid zig zagging. Admit was a mistake. Get rid of goofy blocks that don't stay put and fell up with wee which making North Ave look trash - neglected. Parking is so limited now, if I don't see a spot I just keep going. No more hair salons! Stop putting all our money into State Street. Put money and efforts into making North Avenue look great again. Shame on Tosa for turning North Ave (East) into slums.
4.	It would be great if businesses along North Avenue provided information (brochure, packet of flyers, booklet....whatever) to new people who move to the area. Might help market businesses on the street. Also, some marketing to homes west of 76th St. would be good...I have friends who live just a few blocks west of 76th St. and never come to North Ave. businesses in East Town Tosa.
5.	Additional off site parking; attraction of more viable business; businesses with more universal appeal; steps to ensure better safety for residents and businesses(i.e. cameras, more police presence, civilian participation)
6.	There are so many possibilities-bagel place (like Big Apple); custard place, book store, ethnic restaurant, pet store supplies. Any or all of these would help.
7.	need to create an environment for higher margin, higher value-added businesses (to keep rents and property manitenance up). Also need to combat turnover on east end of tosa in particular - better parking and perhaps consulting to small businesses before they lease the space...
8.	i personally think that the fast food chains need to go. i really think that the neighborhood needs more dining (but not that of food) and places to go out for folks that want to be able to walk down the street to get a beer vs. having to go out downtown. i think we need plenty of kid friendly place to eat as well. i see great potential for the street but i think we need to clear out the chains and bring in local restaurants like cranky's. how about an organic vegetarian restaurant/coffeehouse and bookstore. mabye where the cash checking place was going to be. it would be really cool to model north after brady street. who doesn't love the nomad. i would go crazy for that type of place on north and i could actually get my friends to come out from the city to hang. oh yeah, lose the porn shop.
9.	I believe the majority of businesses on North Ave could use a face lift at the least and we are always hoping for new dining and shopping options. The saftey and appearance of Noth ave directly affect the value of our homes.
10.	Parking is a major problem along parts of North Ave. Especially in the area of around 68th to 71st on North. With Al's, Ilmuto and Bartz there is just nowhere to park especially during dinning hours. I am sure this must be frustrating for for those places as well.
11.	The Businesses in that area are getting "Slimy"
12.	I would love to see another restaurant (NO CHAIN!) somewhat like Il Mito come in - something good, yet somewhat casual. I would also like to see reputable businesses that would draw both walking residents and others.
13.	We need more boutiques, restaurants and service. Fewer nail salons and hair places~!
14.	I always worry about the safety of North Avenue based on the crime reports.
15.	Crime is increasing. Too many vacant store fronts and not enough market diversity. How

many candy stores do we need?

16. I do not live in the area but live in Wauwatosa and have relatives whom I visit often in East Town. So safety, dining, shopping in this area affects all Wauwatosa residents.
17. Public safety is the number one reason, someone would choose to spend many at any venue. The sense of transition within that area has caused many people deciding not to spend their money on North Avenue. Sustainability of this area begins with safety, transfers to appearance, then shopping & dining options will then be available.
18. The addition of IL Mito has been great. A reasonably priced place with good food. Not just nuts is another great neighborhood store. Need to see more businesses like these two. Possibly and ice cream store and more restaurants.
19. Many of the merchants that we have along N. Ave are EXCELLENT merchants. Of the shopping and dining options that exist, they are EXCELLENT. They provide energy and vitality to the area. There are just not enough options. There are also some that have simply not kept up their businesses.
20. I remember years ago that the beautification of North Ave. was started, but it seems to have fallen to the wayside. Originally, I had heard that planters were going to be maintained by business owners. It looked like there were some a while ago, but I haven't noticed anything consistent recently.
21. just how many "beauty/nail salons" are needed in a 16 block shopping district? A diverse shopping experience is needed to sustain the area ie Shorewood, Whitefish Bay business districts.
22. North Ave should be more like Brady Street. Make it a dining destination.
23. The area could use more great restaurants like Il Mito
24. Things are getting much better in terms of options. There is good progress -- its easy to see near the Rosebud.
25. Need more variety of dining ethnic restaurants, and appearance of certain buildings need to improve.
26. I change my driving path home to avoid the very troublesome zig zag of left hand turns. What a poor way to drive thru this shopping area. UIt creates more danger for the drivers, walkers, parkers and shops to better attract clients. My stomach totally hates the Tosa Slide. The State law provides for right side move parking lane for avoiding a left car turning - why the need to keep a poor traffic flow!
27. Right now the selection of businesses that would be of interest to me is very limited. There are so many businesses but only a handful that I would go to.
28. I don't live in the area you are talking about, I live east of Lloyd a couple of blocks. But my son attends Washington, and we shop on North Ave for things. The biggest issue I see is poor upkeep of storefronts (I see LOTS of handmade icky signs in windows for sales and stuff) and also the perception of crime. Fashion Scent has been broken into a hundred times and the owner is a nice guy trying hard to do business. Unfortunately, when you open the crime report in the paper, usually the two major crime areas are North Ave and Mayfair.
29. My house fronts on North Ave, so everything that happens on North Ave affects us. I would like to see efforts to attract businesses to the empty storefronts. I'd also like to see more businesses putting some effort into making their properties look special - like the shops and restaurants on the south side of the street between 70th and 68th , especially Rosebud, El Mito, Cranky's, and North Star Music. It's an eclectic mix, but very appealing. I hope Aqua Terra will do something with their storefront when the weather gets better.
30. Overall safety is of growing concern. Perception is the better part of reality. Whether crime has increased or not, I wonder if its going to be an area in this city that will only see more

problems unless we band together to bring in business & patrons. to grow the area to the business and neighborhood needs. We need to serve our community and not that of some other community.

31. I believe the commerce has improved in the ten years I have lived in the east town
32. Including better lighting, general attractiveness
33. I was almost going rate the appearance category as a poor. There are some sections of storefronts near 64th and North that are very rundown looking and never seem open for business. The image displayed is terrible.
34. I would like to see more diversity in shops and restaurants. Please no more tanning beds, nail salons, or flower shops. Live music venues, cafe's, specialty shops, etc would be a welcomed addition to our neighborhood
35. I love that a group has formed to address this issue. It's silly to see the same types of businesses (ie hair dressers, dry cleaners, etc.) opening in such a small geographic area. Attracting the "right" businesses for the neighbors and neighborhood is so very important to sustainability and to the vitality of the area. That translates into better quality of life for those who live here as well as improved (or in this market, sustainable) property values.
36. Many of the buildings look run down (a la '70s) and many of the businesses have very little general appeal (like the wig shops, etc). Would like to see shops that encourage wanting to stroll North Ave., hang out, etc. Maybe a coffee house.
37. There is a need to better protect the area around Radio Shack, and lessen its magnetic attraction for the petty anti criminal.
38. You could get better busniesses on North ave if there wasn't a armed robbery once a week. We need more police presence(walking,bkies) from 60th to 68th streets
39. North Avenue is going down hill. Period. Let's just be honest and say it's pretty ghetto. Cranky Al's is he only family place to walk and get coffee/donuts. Rosebud is great as is the Italian restaurant. That's pretty much it. That Speedway needs to go. Our neighborhood is going down fast and something needs to be done. Our neighborhood/North Ave is becoming more and more ghetto. Crime is getting no better. I don't even look at the police blotter in the Tosa Times anymore. It's scary. I think we can all agree; Tosa is no where near what it used to be. Sad.
40. We try to patronize stores along North Ave. because we want to see thriving businesses. It will help the overall appearance and safety of the neighborhood.
41. Would love to see other family restaurants.
42. More dining options are essential. We have to leave the area to get a meal if we don't want to tap all the time in the same couple of restaurants.
43. We don't need any more candy shops. I'd love to see an Alterra-type shop. Some North Ave "events" would be a great idea to promote some emotional connection to the area. A mexican restaurant would be great. Can any of the locations build an outdoor dining/gathering area in back or to the side of their property? North Ave is too noisy & busy . . . but it'd be great to be able to be outside! How about a skateboard shop? Something for the pre-teens/teens!
44. Get Rid Of The Rose Bud And El Mito
45. in any other city, these urban storefronts would be boutiques and restaurants!!!! chicago, minneapolis/st.paul...why not here in wauwatosa?
46. I would love to see a great variety of unique shopping options (maybe a bookstore, antique store, trendy clothing boutiques, etc.) and more restaurants are always a good choice, as Tosans love their local restaurants over chains.
47. The city needs to do whatever it takes to attract good businesses and not drive any away.

48. The remodel and reconfiguration of North Ave a couple of years ago was a HUGE mistake. Resulting in a loss of parking space. It also makes parking difficult. BAD mistake!
49. I think safety is the #1 concern here. Personally, I try to stay away from 60th and North all together due to heavy traffic, garbage build up, and people waiting for the bus. The types of businesses I would like to see are casual eateries, nicer / clean pubs, bagel shops, etc.
50. Too many businesses that the local community in Tosa would not use
51. The business owners need to get together, like those in the Tosa Village, to work together and to promote each other! North Ave NEEDS NEW & DIFFERENT TYPES OF BUSINESSES. I don't know what it will take to attract more than just braiding shops . . . What incentive is the City of Tosa giving to new businesses on North Ave? How does it compare to what they are doing for the Tosa Village businesses? Also, what is the City of Tosa doing to RETAIN businesses??? The Home Brew Shop moved to West Allis. WHY? It will be VERY important to get a new restaurant in where Shiraz (Jake's) used to be as that is an anchor business on the East end of North Avenue. Perhaps the two neighborhood associations, TETNA & Pabst, could do more in their newsletters "highlighting" the businesses on North Ave. so that neighbors become more aware of what is available in "their own backyard". Also, encouraging them to become business members and advertise in the newsletters will help in reminding neighbors just what is available on North Ave. I don't know where things are at with the Speedway's request to rebuild but I hope that they do not succeed in getting a 3,000 sq ft convenience store, open 24 hrs a day. The size alone would detract from the neighborhood feel that I believe the majority of Eastside Tosa residents want. Thank you for your efforts to bring attention to this VERY important topic. I appreciate the time and energy you are putting into this cause. I hope you are planning to share the results of this survey in both the TETNA & Pabst newsletters so that both those of us who responded and people who did not have an opportunity to review the results. Thanks again!
52. Security for the business owners and employees and neighborhood safety are most important to me
53. Less wig shops, hair salons, and candy stores. More restaurants and specialty stores. People need to feel safe patronizing, businesses need to feel safe operating.
54. Storefront sponsored events like Sidewalk sales, concerts in the neighborhood, tree lighting ceremonies, etc would bring the community together.
55. I'd like to see more local restaurants instead of fast food and more shopping options.
56. Extremely important to continue to invest in our neighborhood shops / dining--as consumers and with our time (community meetings, city government, etc.)
57. Need stronger efforts to improve the quality and variety of retail in the Pabst Park part of North Avenue.
58. It would be nice to see a concentrated effort to clean up the area between 60th and 68th as there is great potential but a few of the current businesses have a negative impact on the area.
59. 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 Ave. (Radio Shack) that seems to have frequent burglaries and armed robberies, and the armed burglar often runs away down 64th street and through the neighborhood near my house. Can anything be done about Radio Shack? I also have a comment about the building on 65th and North, next to D.Q. What an eye-sore, and it has been this way for way too long (10 years or more, I guess)! Please, if you want to improve the appearance of North Ave., something must be done about this building. I really enjoy the Stoll the Avenue event, and do attend every year. What a great way to showcase the businesses!
60. The quality of the shops and their appearance needs to improve. There needs to be more variety and more businesses that cater to the immediate residents of the area.

61. I think without the cooperation of the residents, city government the sustainability of North Avenue is doomed
62. Need many high-end 'anchor stores' or grocers like Sendiks, Sentry or Aldi in the immediate area. Now mostly 'mom & pop' establishments.
63. Storefronts on North Avenue are fairly small which may make it difficult to attract new and varied tenants. I definitely do not want a check cashing store. I would love to see a bagel shop and other restaurants. We lived in Louisville, KY for a few years near a business district that could provide a model for North Avenue - Bardstown Rd. This was a relatively narrow 2 way street that boasted an extraordinary variety of restaurants, artisans, boutiques, and tattoo parlors (yes, the whole gamut) that attracted patronage from throughout the greater metropolitan area. All this with very poor parking! I never would have guessed it possible given the narrow street and otherwise residential nature of the whole neighborhood, but you would have to see it to believe it.
64. It would be nice to get a survey asking what neighborhood residents would like to see along that strip (what sort of businesses, etc).
65. Il Mito is a great addition! We also love Cranky Al's. Other businesses of that caliber would be wonderful. I'd love to see more restaurants too.
66. Get rid of the current North Ave. layout - I will not drive it unless absolutely necessary!
67. I completed a survey before N. Ave was "reconstructed", voicing a strong complaint about walkability, parking, etc....and was told that it was very walkable and that I should think of others ("walkers")....well, I am not a driver due to vision issues....and this set-up is horrid for me. It is nearly impossible to cross North Avenue most of the time. During this snowy weather, shopkeepers don't always shovel, especially at the corners (Basali and Radio Shack are good examples of poor shoveling.) Some shops look really tacky (a few of the hair salons, in particular...but Basali, Not Just Nuts, Healthways, Nana's, and Venturi's look great) and I am shocked at the few options for shopping. At one point a short time ago there were 17 hair braiding establishments within a few blocks of each other.....surely not for neighborhood use. These shops should cater to and be supported by the local neighborhood, and they certainly do not and are not. One or two would be fine, but 17??? I think we need an ordinance that there would be no more than two shops of the same type within a two-block area. I am offended by the All Africa grocery....makes it sound as if I am not welcome unless I am of African ancestry...or perhaps that I can only purchase African items there (not true). I am disgusted with East Towne, and I blame our politicians.
68. Many of the storefronts from 62nd to 66th are old and pathetic; the businesses do not serve the residents and are a draw for armed robberies. We witness this on a regular basis. We live here and we have rentals here and the North Ave businesses NEED AN UPGRADE!! I could only dream of the day when people actually wanted to shop in this area and parking was a problem.
69. The addition of establishments like Il Mito are great! We need more places like this, Cranky Al's and the theatre. Does Tosa offer any incentive for people to bring business into this area, if not they should consider this as an option to draw more things like this into the area. If we continue to support such things it will prevent places like check cashing establishments to come into this area. Please continue to get more to come this way such as Snap Fitness.
70. The businesses along North need to advertise more and draw in walk-in customers. They need the community to survive. We need a sit-down, family-oriented, moderately priced restaurant. It would be nice to have Stroll the Avenue again to promote a sense of neighborhood. People need to feel like they can walk along there without getting accosted. SOMETHING needs to be done about the businesses that keep getting robbed. More police presence? Security?
71. We need businesses that will last and provide services and products long-term to the

community. Businesses need to have offerings that will encourage repeat customers.

72. To many nail salons and hair salons.
73. Am puzzled by all the hair braiding salons, is there that much demand for such a specialized service? Would like to see more "mom and Pop" stores that offer something unique that target the neighborhood users.
74. Would like to see the state law walking signs in cross-walks. Would REALLY like to see development similar to Lockers!
75. Even with the narrow crosswalk intersections, it is still hard to cross. Consider obtaining or getting the City to pay for crosswalk signs in intersection like Shorewood and Whitefish Bay.
76. When I go to other communities, I see gathering spaces that have amazing landscaping, interesting buildings or shelters. We have no center, no "town square" feel. Perhaps a grouping of benches, some grasses and low maintenance plants somewhere. A fountain would be nice. -I have never had a problem parking for any businesses on North Avenue. I have, however, had trouble crossing the street.
77. I believe that we need to promote more businesses that relate to the people that live in the area vs. people from outside the area
78. My husband and I have often commented on how many hair braiding business North Avenue needs and how often business turn over. The business I like to patronize never seem to stay. For example, I really miss the Kitchen Pantry store.
79. more parking, better signage
80. It is very apparent that North Avenue is the main corridor to Mayfair Mall which has now become a big draw for a lot of the riff raff coming out of the inner city. With the closing of Northridge and Capitol Court Mayfair has become the "go to" place for said riff raff. As they travel up and down this corridor the residences both north and south of North Ave have begun to become targets for their activities. It doesn't matter what you do to/for the businesses on North Ave. What does matter is what is going to be done to stop the ever increasing criminal activity in the neighborhoods bordering North Ave. You stop that and the businesses will always be viable because the owners won't have to waste money and effort fighting all of this criminal activity.
81. Most businesses have nice storefronts. Because of traffic, it's very difficult to cross the street at times. I would never let my kids cross (visit the stores) alone.
82. Businesses should have signage, to help businesses grow and be noticed. City should be available to help businesses. No more hair salons please!
83. Please do not allow the Payday loan store to open up. If that opens up there we might move.
84. I feel that if North Ave becomes attractive and successful with current and new businesses then successful homeowners will remain in the area which will help strengthen property values, keep crime down and build an even stronger sense of community. GO for it! I hope you get plenty of people on board for this. Every other town area has done some revamping and now it is surely time to re-invest in North Ave before it is too late.
85. In regards to safety. There has been an increase in armed crime I believe. Bus routes and encroaching Milwaukee are a big concern! I'd like to see more police presence, maybe beats or bikes and an outpost at 60th st. We could fund it by increasing retirement age requirements of public employees which has been of growing disparity with the non public employees. Also a coordinated alarm system for easier and quicker response when trouble occurs. I also heard after the killings in the Chicago store that video is very important and we should have more video; can we help business obtain video equip, and how about the street up and down? Too many transients are hurting people walking near North and South of North ave too.....
86. On North Avenue as you get closer to 60th street, the shoppes become very poor in

appearance. I think there needs to be an update and buildings that are vacant doing something to get them occupied again. We should try and get some shops that are a little higher end specialty shops as well. People drive down north and do not feel safe to be walking around. more light would help as well

87. There don't have to be store fronts on North Avenue. Buying habits are different for consumers today & most head to malls & the like. I think it is important to have tenants in the buildings! Service based businesses and destination shops (not those that depend on walk-up/cross traffic) should be considered and approached by those property owners with vacancies.
88. Cross walk law displays should be used to stop vehicles when pedestrians are in crosswalk
89. we need more dining options. Whether it be family, sandwich shops or cafes, we need more variety.
90. safe yes, safe to cross N avenue - often no. Need to find a means to slow traffic for those trying to cross the street - this can be very difficult and dangerous at times! Very walk able from my residence - parking is of little importance for a walkable community - is needed for others coming in from out of town
91. I think the new additions to the area like Cranky's and others have been great! I wish there were more. We spend a lot of money outside this area. We would love to put more money directly into our community.
92. We have an opportunity, and it's not always going to be there - to be both a destination district and a neighborhood business district like a Brady Street, KK in Bayview or Oakland Ave in Shorewood.
93. Unless North Avenue becomes safer, less people will patronize the shops and restaurants along North Ave.
94. Great things are happening in the village, upscale stores, etc. There is nothing to draw anyone to the north avenue east area.
95. The sustainability of North Avenue depends on denying business such a pay check cashing loan sharks and developing businesses that are of interest to the wider population in East Town.
96. It seems like great progress is being made.
97. We would love more dining options.
98. Perception of crime worse than reality - need to overcome. Need huge upgrade in shopping options...not more wig or nail shops.
99. Parking remains a problem, especially on Saturdays, late afternoons and evenings. Crossing North Avenue is hard to do on foot as traffic is usually very heavy. You have to park on the same side of the road as the business you want to go to in order to feel safe with the heavy traffic flow. If I want to visit more than one business at a time, especially with one of them being across the street from where I have parked, I will more often than not just skip the one that is across the street to avoid having to cross the street, unless the traffic is very minimal, which is an occasion that rarely occurs.
100. There should be East Town signage and/or banners.
101. Businesses open and close. Numerous vacant, eye-sore buildings. Business development lacks continuity.
102. we need some retail spaces where people will want to linger. and we need better restaurants. il mito is a good start.
103. Too many out of town owners of empty "for rent" buildings; they don't care how long the buildings are empty or who they rent to; too many "hair braiding shops" I don't know any of my

neighbors who use those shops...are they reaching the demographic of people who live in the shopping district? Why isn't the city as concerned with the North Ave shops/business district as they are with the village?

104. There's a tremendous variance in the quality of the retail offerings on North Avenue. The good venues are very good (Rosebud, Cranky Al's, Il Mito) but the bad ones are really bad. We need to concentrate on fixing up the bad to make the good ones shine and bring more foot traffic to all.
105. Less kid snack shops. More family geared shops.
106. I love the neighborhood and the overall community. I dream, however, of ways that we might have a sort of Brady Street or even Downer Ave environment.
107. what happened to stroll the ave? no more wig and braiding shops. improve walkability of north ave. 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. (see north oakland in shorewood - it works there.)
108. I would like to see more middle-of-the road dining options. There's plenty of fast and cheap food, but it would be nice to have a couple more places like Il Mito - close to home, nice dining. A Sushi place would be great! :)
109. It would be nice to have the neighbors notified of promotions of what the business offer.
110. A more pedestrian-friendly North Avenue would be a great thing. There are times when crossing the street is near-futile due to traffic speed and volume.
111. Too many small storefronts. They are great for consultants, etc, but difficult to build a variety of businesses that generate lots of foot traffic
112. We actually have a good array of dining options, but the store options can improve greatly.
113. I enjoy the Mom and Pop feel of North Avenue. The small businesses keep it stable and I feel safe. I do not like the idea of large corporation coming in and destroying the decor of East Town Tosa.
114. A Mexican restaurant, similar to Cempazuchi, on Brady St., would be great, as would an Indian restaurant, like Maharaja on the East side.
115. I miss the kitchen store that used to be across from Venturi's--

Current Shopping Habits

Comment. Please comment about existing North Avenue East Town products and services. If relevant, be sure to include why you do or do not use specific products and services.

1. I was sorry to see our theater turned into an elite living room. If I want to sit on a couch and watch a movie, I'll sit on my own & rent a movie. New Italian restaurant I hear is good food but not open for lunch. Also too high end to go by myself.
2. there seems to be a lot of duplication of hair braiding establishments.
3. I am disabled and it is often difficult for me to park close enough for my limited abilities.
4. lack of promotion; shoddy appearance; or somewhat unprofessional appearance from outside
5. Although I do not frequent many of the stores available, I do like the variety North Ave provides
6. We love Cranky Al's, Il Mito, Not Just Nuts, Rosebud, The Parlor and Tosa Liquor. We frequent all as much as possible to support local business and keep them here.
7. Businesses get slimy towards 60th St

8. Fookies can go. The Soccer Shoppe needs better signage. Love Venturi's, Rosebud, Not Just Nuts, Ted's, Tower Optical, Cranky Al's, The Soccer Shoppe
9. Bars- don't go to them because they are too 'shady'. Many of the other shops are specialty shops and they sell things or services I do not need - fish, lighting, real estate service, bad hair salon, etc. I like to frequent places like Cranky Al's, Venturi's, and Il Mito because they are nice gathering places and sell what I need.
10. Didn't even know there where that many places there.
11. I think we have some very valuable services and products in East Town, I would simply prefer there to be more of them to make the walkability more appealing.
12. I try to use the stores as much as possible. I try not to go to home depot if I can go to Ace on Vliet. I think people just don't think about the effects on the neighborhood when they visit these other chains that seem "convenient" or have more money to market their "specials". Even the internet has had a huge impact on businesses. People will order online or go to that corporate store to get that extra 5 bucks off, but doesn't realize by spending that extra 5 bucks in the area greatly impacts that individual business and THEIR neighborhood. People want all these nice restaurants and businesses to make the area "trendy", but then don't use them! People don't realize how hard it is to have a small business and take it for granted. I think if any marketing needs to be done it needs to be to the neighborhood about these matters and how they can make a difference by trying to stick to their local stores and not WalMart.
13. I would never have a need for any African braiding or anything else within that category.
14. To many african braiding hair stores. Need more restaurants, what about Thai food.
15. There seems to be an over abundance of hair/nail salons. Our household enjoys the non-chain/franchised eateries on North Avenue and wish there were more than one market to shop at.
16. The quality of shops, etc. seem to be all over the map. Wish there were more restaurants like Il Mito and Cranky Al's.
17. again.....need more restaurants like Il Mito w/ the great bar area/atmosphere and NO SMOKING!!! Couldn't enjoy a night out more.
18. don't like how some buildings are kept up...
19. the parking is horrible and so many of the business are not kid freindly.
20. I believe that we have gone beyond the limit on African Hair shops. In the past we were told that they put a stop to any further Antique shops because too many existed, why not the same for this type of store?
21. maybe a better combined advertisement to our neighborhood with clear savings
22. If I see another nail/hair store go in I will be really depressed. How many do we need.
23. I deliberately don't go to Il Mito because the two times my husband and I went there, we couldn't get a table because they said they were booked, but both times there were a lot of empty tables. I also think their owner is incredibly arrogant. Love Royal Court and Aqua Terra. Bartz's is great, though the kids (teens) who work there are usually disinterested, bored, and unhelpful.
24. A lot of services listed I just don't use. There is no branch for my bank on North Ave. I'd use a hardware store if there was one here.
25. We need a bit more variety in some areas. I'm not sure if we need so many hair-braiding stores in such a small concentrated area. I'd like to think that if I have a daily need I could head out to this stretch of East Towne & fulfill that need without having to head to a big box store like Target, Walgreens, Home Depot and do it or my neighborhood.

26. have long term relationships with existing service providers - dental, health, etc
27. Other than the duplication in services among some businesses on North Ave., I like all that are provided. I only wish there were more business around. Since I work out of my home, I really have no need to leave the house or my neighborhood except to go to the office supply store, the post office and the banks. Except, on Mondays I'm often looking for a place to have lunch. Venturi's misses out on much of my business that day.
28. Love the Rosebud. Happy to see Il Mito open.
29. Would love to have an honest-to-goodness Co-op, on par with like Mifflin St Co-op in Madison. A small, community owned grocery store we can all walk to and feel good about. Outpost is nice, but why not something small and sustainable for our neighborhood? Team up with a nearby farm cooperative, run the numbers, see if it will work. If I could walk for groceries, I would buy them!
30. I think anything is better than empty store fronts. However, I don't think we need more than one african hair braiding shop or laundromat within a 1/4 mile
31. How about some educational services- speakers from several of the many universities, etc in our area. Someone from the Art Museum, Public Museum, etc
32. For some businesses we have never done business with, it is because we received a referral from another company, not because of anything negative about the particular business along North Ave.
33. A few too many stores are too specliazed to justify regular visits. Not enough stores that push you to go to this area on a regualr basis.
34. see previous note
35. ROse Bud And El Mito. To Much Problems Between Them And Other Business. They Are The Bullies Of The Neighbor Hood
36. I love the restaurants that we have, but having even more to choose from would be great! Overall, I think it is a great mix of shops of almost every retail area, which makes running out to buy something so convenient. Many times you don't even half to drive, especially in the summer, you can just walk. That's the best thing I love about living in Tosa...being able to walk along North Ave. and discovering shops with unique treasures to take home. I can't think of a better way to spend an afternoon!
37. There is more than enough fast food and most of these options are junky and getting worse. Il Mito, Cranky Al's, and Ted's are treasures!
38. I would like to see better stores along North Avenue. The same type of stores, but nicer. For example, I never go to the liquor store at 60th and North, instead I go to Tosa Liquor, or even better the Grocery Stores on State Street or Rays further West on North. My wife and are thinking of moving further west either closer to the Village or Parkway where the stores are nicer and neighborhood is safer & more walkable.
39. some of the ones I checked never because I don't use those services. Some I use services elsewhere
40. Too many targeting Milwaukee inner city
41. Many of the places are simply products I don't currently utilize. Some I don't utilize because there are better offerings nearby, like Ray's Liquor over the liquor store on 66th... or Sendik's for selection rather than the deli place there on 72nd.
42. more restaurants (sit down) would be great
43. I'd like to use the movie theater and non-fast food restaurants more often, but I have small children, making it difficult.

44. We have so much fast food - I would rather see more family run restaurants/take out places. I wish there was more "browseable" retail, too. Books, a little grocery store, kids/toys...
45. Several of the businesses I would use if I hadn't already established accounts prior to moving into the neighborhood.
46. I am thrilled to have the theatre, restaurants, deli, candy store, gas station, and bars. I don't feel we need any more salons or chinese restaurants. I really think we need to demolish the empty building on 65th and North next to Dairy Queen. The owner needs to sell it so we can finally do something nice to that location!!
47. I go to them as much as possible but the selection is so broad that some of them don't serve my market needs so I have to go elsewhere. I'm a big fan of adding more restaurants and cafes as that approach brings people into the shopping environment more frequently than going to see a massage therapist. It attracts a broader range of people which may ultimately stay around to look at the specialty shops. Right now, people go to one place and then leave.
48. When I see this list, I realize that there is a lot of variety of business on North Ave. Sometimes it feels like there are too many hair/braiding/nail shops, but maybe that is because I live on the east end of North Ave. The addition of more sit-down restaurants would be something I'd like to see. But I do see some really nice improvements on North Ave., so I'm hopeful that we will see more!
49. The businesses that I do patronize I think are great. The rest are either unnecessary for me, or appear to be poor quality (or both)
50. I am a senior citizen and generally I don't find the need for these services. That is not to say I don't want these businesses here on North Ave. However, I do not want hair braiding salons in such abundance. It seems to me that too many of one kind of business is harmful to the success of other businesses of the same kind.
51. Have not frequented some businesses because they do not apply to my needs or already have similar services elsewhere or find a concentration of services together (eg., shopping center).
52. There just are not that many things that I patronize on a regular basis. I used to make a point of shopping for supplies at McPets before they closed. Other things are on a more occasional basis and some things not at all.
53. My comment is that there are no good places right here in the neighborhood to go eat that is healthy food. It is either going to a bar a pasta place or going towards the mall - which is crappy choices or drive all the way to the east side.
54. I go to larger stores like Menards for home repair goods. Some of these shops, I didn't know their type existed (jewelry...)
55. Many of the stores provide services that don't seem to fit the demographic of the residents in the neighborhood. Also, many store fronts could use updating.
56. See previous notes. Too many businesses serve those outside of the community. Why haven't you listed Basali (I go there for massages and facials)
57. O'Gorman's - tried to give them my business - took my car in, charged \$135 to do nothing (no service performed) and make an inaccurate diagnosis of a head gasket problem - would never go back Speedway - snowblower sales/service - HORRIBLE - again, wanted to support North Ave. business - bought our snowblower there - broke within 4 uses, they've now had the unit for almost two months for repair and no sign that we'll get it back anytime soon, and I could see them giving it back after snow season (when we can't test it out) and then it doesn't work come snow season next year and the warranties up. SHADY business and we will be retrieving our snow blower and never bringing our (or anyone we know) business back to them.
58. There are businesses that we don't use that are responsible and good for the area; there are others that are not. For instance, when is someone going to do something to stop the armed

robberies at Radio Shack?? The businesses and landlords and law enforcement need to work together much more aggressively to combat this and the OTHER armed robberies. (Thank God for the guy at the Fish Store who took matters into his own hands!!) Honestly, how can they raise our tax assessments like our homes are in River Hills when the crime seeping in is pushing many families to Germantown, Pewaukee, or wherever they can know they are really getting AWAY??!! Even West Allis has upgraded Greenfield Ave. Why is Tosa so far behind with North Ave? We have rentals in both areas, and honestly, West Allis has fewer armed robberies. We CHOSE to live in Tosa because we thought it was better. The reality has been otherwise.

59. We do plan on visiting the new restaurant soon, just haven't had time. Would love to see more restaurant's and/or family venues. I have thought that the store fronts could look a lot nicer, coordinate, look a little more established/formal than run down, gives the appearance of a run down area.
60. The strip of stores that contains multiple hair braiding stores looks run down. I think it would be hard for any business to be successful (such as the pottery store)in that row of stores.
61. I love being able to walk to the theater, Bartz's, the Popcorn shop, Not Just Nuts, Dairy Queen and Cranky Al's. I think the Bridal Shop & Pottery Store are great additions. I do not use a lot of the professional services because I either have no need for them or I don't know much about them and would prefer to stay with people I already utilize.
62. Some products and services are not used because there are other places that give better value.
63. Do not care for some of the stores, don't cater to my needs and would rather shop at stores I'm use to.
64. Most of what I do not use are things that I already have vendors for ie tax and legal services, remodeling, real estate. Other small stores such as popcorn store are very niche that doesn't apply to me.
65. Avoid having any more Hair/Nail Salons. How many of them do we need and it ruins opportunity for complimentary businesses to move in.
66. I believe there are many businesses that would thrive on North Ave - East Town that are not currently located here. There are MANY young families and not so young families that could use many services that are not available currently.
67. It would be nice to have some more family friendly sit down dining options within walking distance other than fast food. It seems the Village attracts those restaurants more than the Eastown neighborhoods.
68. I have no problem with what is there now. Like the architecture in Wauwatosa there is a good deal of variety. Even though there are duplicate services it creates competition and within walking distance or a short drive.
69. I don't feel that the "higher end" sit down restaurant in Tosa East Town is very neighborhood friendly. They are rude & service is often poor.
70. We love Cranky's bakery and we wish there was a causal lunch/dinner option (non-bar) in the same vicinity.
71. I do not know what exists. Too hard to see while driving and paying attention to the road.
72. As I read the types of services - I recognize generally the shops they reflect on North Avenue. The "Never" responses are the result of 1. I already have a relationship with another vendor; or 2. The service/product isn't a need for me; or 3. I really don't know about the services/products being offered here. The promotion is poor. The businesses on North can affect change in the third option by promotion.
73. assuming that all are represented on N. Ave - i was unaware of some of them - tend to walk on the avenue alot - poor promotion / marketing of - or maybe my lack of observations? Would

tend to think poor promotion of

74. We patronize Cranky Al's at least once a week. We really enjoy walking down to North Avenue for a movie or something to eat. If there were more interesting shops to buy things in we would probably go in those too.
75. The majority of the services offered are of no value to our family.
76. Most of the businesses are service related (outside restaurants)--I therefore only go for a specific purpose (e.g. need flowers, need wrapping paper). I would like more browsing type stores.
77. It would be great to have more family dining options.
78. I like most of the North Avenue East Town business. I feel like there could be a better variety and better quality to give me more reason to walk around there.
79. Also used the Snow blower/mower shop
80. The toy deminsion is the best toy shop great stuff for my son, ots of star wars items that are hard too find.
81. Its a neighborhood in change. Love the theater even if, with small children, we can't get away. Its an asset. So is the new restaurant and bakery. Its great to see action at night.
82. Need more retail product sales, less professional services. Attracting a respected national retail chain storefront would bring creditability.
83. Even if we could slow down traffic, there are not really many reasons to stop. There's a real middle-of-the-road quality to almost all the businesses. I don't frequent many of them because I can find better providers elsewhere in the city. In general, it's a fairly head-scratching group of businesses. Who are they? What do they do? Why are they still in business?
84. Too many hair braiding and nail parlors
85. i do not need legal, accounting, vision or dental help from North Ave. we have insurance elsewhere. Stores that I frequent that are not on North Ave, are hardware, grocery and discount stores like Target. it would be great to have a craft supply store or a fabric store since there are none nearby anymore.
86. see previous comments
87. I would like to see an increase of sit down dining. Il Mito's has an excellent addition. Attractive and yummy. I think we have enough candy stores, what's that about?
88. I may frequant a 10 minute walk along North Ave (with my pre-teen boys) if there were a Game Stop along the way with a clothing store, gift shop ie:halmark, within a dense setting along the walk path.
89. I have found that quite a few business are not kid freindly. I had a horrible experince at cranky al's wiht my children. It would be nice if more business were mor welcoming of children since moms need to do stuff to!
90. There are too many beauty salons. They do not appeal to a broad market.
91. No need for a bed or thearpy. I believe a lot of these stores are not for general shopping/traffic, they are very specific (i.e. law, remodeling) so I am sure people who have lived here all their life haven't stepped foot in some of these places because there is no need for them.
92. we don't go to the bars near us due to smoky environments (per reports from others)--I think we would if there was a smoke free area. Also, I wish there was an eat-in Mexican restaurant in East Town tosa--we drive quite a distant to get decent mexican food (west allis)

Attitude toward Future businesses

Please comment on businesses you would like to see on North Avenue.

1. It would be great to see more health, oriented stores so we wouldn't have to travel out of the area.
2. Spice Shop
3. less hair and nail salons!
4. I already did this in previous response. I always try to shop at local places if I can. I use many services on North avenue now and would like more.
5. There is a good selection in your list above.
6. more sit down dining and bars/lounges. clothing is always good. again look at what downer used to be and how brady is but really look at the chicago neighborhoods
7. Starbucks or Einstein Bagels, Book store, Independantly owned collectable record store, Whole foods or Cosco and more restaurant/bars with outdoor seating in summer
8. A non-franchised ice cream shop. Outpost. Bookstore.
9. I would love to see a bookstore, a neighborhood natural foods store, or anything catering to children (clothing, hair, etc).
10. I would like to see more boutiques, clothing stores, bookshops, cafes, and entertainment.
11. more entertainment, restaurants and grocery store
12. Another restaurant would be nice in place of Shiraz
13. More family oriented businesses, less African Hair Braiding and NO RADIO SHACK!
14. Bookstore, more dining options
15. Everything on this list would make my North Avenue experience more enjoyable, and would like to spend my money in these categories.
16. I would like to see more clothing stores, another petshop close (we used McPets extensively) and craft stores (beads, fabrics). I would use a grocer frequently as well.
17. Why aren't there any art galleries around here? Tosa seems like the perfect area to have such a thing. A book store would be fantastic as would an art supply shop!
18. Mexican restaurant; Children's stores, toy/learning shop; bookstore;
19. More places geared towards families
20. I would not personally use the senior center because of my current age, but think that it would be very welcomed to the neighborhood.
21. Bread specialty baker, computer with coffee and internet, casual music and dining - waffle or breakfast special diner.
22. A bookstore would be nice. I still miss the Wickery. A nice antique shop
23. PET STORE!!!! PLEASE!!!!
24. Hardware store. I use Puehl's, but it would great to have one closer. A pharmacy would be nice, too, but in keeping with the neighborhood. No giant Walgreen's with the neon mortar and pestle looming over the neighborhood. Some mixed use buildings like Locker's Point (or whatever it's called) would be nice on the East side.
25. A few more apparel stores that meet the area residents needs mid scale shoes & clothin -NOT inner city / hip hop apparel. Kids mid-priced clothing stores.
26. Office supplies would be convenient for me as well as a lot of other home businesses in the area, but that doesn't seem workable considering the amount of space/parking the store would need to be profitable. Another sit down restaurant would be nice. Also, I'd like to be able to walk

someplace in the evening for a glass of wine or cup of tea where it is not smokey. And, I enjoy live music. It could be something as simple as a smoke-free micro-brew pub where an acoustic musician comes in a few nights a week. As for gift shopping, I often like to go to the Wisconsin-theme shops, whether it's Wisconsin products (honey, cranberries etc.) or just the theme items such as clothing stamped with Wisconsin words and pictures. I also do a lot of shopping at outdoor stores such as REI and Gander Mountain. Again, probably not practical in such a small area. (Just thinking aloud here.)

27. Would love an Alterra or Starbucks I could walk to.
28. I love the idea of a natural dry cleaner and bookstore.
29. Please don't bring a live theatre into the area unless there are clear directives concerning noise and loitering that everyone can agree on. After dealing with the early years of Shiraz's patio music blaring at all hours, I would hate to start all that again. I think our neighborhood values the peace and quiet we get at night, even though we are close to North Avenue.
30. gift/novelty shop's can get super cheesy so only if the shops carry higher end lines; unique funky items. same with apparel boutiques - higher end within reason. we don't live in River Hills.
31. More dining and bakery options. Small grocery market
32. More nice restaurants - either quick eating or nicer sit down, would love to have a Trader Joe's in the area if there was room for the store and parking, boutique type shops would fit in well - either closing or special gift type items, custard shop
33. I think many people are missing Drews Variety store. something like that would be great to have around. a place to buy arts and crafts and other variety store items.
34. see previous notes
35. anything like oakland/downer ave stores in shorewood!
36. family dining, irish pub w/ live music, pizza place
37. Boutique shops, higher end shops, dining options
38. You have listed a VARIETY of businesses which I believe North Avenue needs. I like to frequent local businesses, I often shop in the Tosa Village. I think the closing of Drews is a HUGE loss to Wauwatosa. A shop like that (ie Winkie's) would be an asset.
39. I would have liked to have seen an Alterra or a Stone Creek coffee in the spot where Snap Fitness opened.
40. We need a place like Community Pharmacy in Madison.
41. Restaurants
42. Hardware store would be appealing since so many have older homes in the Tosa area. Drugstore nearby. Grocery store
43. Bagel shop - have to go all the way to Bruegger's for good bagels.
44. Good breakfast - lunch place that includes outdoor seating in season that I can walk to. Better asian food than quality we have here now. Sushi place! Not the fast food kind - but sit down!
45. Cafe's and bookstores, small shops - gifts, used items, thrift/antique shop, eclectic gifts, paper/stationary shop (like Broadway Paper). Small grocery store/natural foods would be great. I think if we can model things similar to Brady Street that would draw more people to live and stay in the area. Especially down here at the East end of Tosa.
46. The choices above seem much more forward thinking/current/appropriate than what is available now. I've always said that we need a bagel shop too.
47. We need a bakery!

48. Those mentioned above.....also a "dime/novelty store, a hardware store, another deli
49. I guess I'd like to see ma/pa owned, non-chain unique businesses. I even have some ideas for businesses, but unfortunately, I am a health care professional, not an entrepreneur. Safety is an issue, I am sad to say. The bus line brings in customers and criminals, as does our proximity to West Milwaukee. Of all the things listed above - would LOVE to see a little grocery store, a shi-shi kid's toy/clothing store, a little bookstore, and the kid's salon. I would frequent all of those. I currently drive my kid's out to Menomonee Falls for their haircuts to a kid's salon out there. Maybe a summer North Ave. "Open House" for the neighborhoods to get to know the businesses on the street might help everyone "get to know" the businesses and their owners and let us all know what's available. Only other problem I have found is accessibility with a stroller. Major problem. In the PP neighborhood, there are a LOT of moms with small kids. Not being able to easily access these businesses with a stroller means no pedestrian traffic from the neighborhoods.....and putting my kids in the car to drive two blocks to go to one store just is silly. I'll end up somewhere else.
50. The list above is an excellent start!!!!!! Just because we wouldn't use a travel agency doesn't mean it wouldn't be good for the area. (I work for Midwest Airlines.)
51. more great restaurants like il mito
52. There are a lot of young families in our neighborhood, and I do not see that reflected in the stores in the area.
53. More family-friendly restaurants and fine dining as well. Alterra coffee shop.
54. Better up grade of stores.
55. More restaurants would be good, bookstore would be great! A nicer gas/grocery would be super.
56. An old fashioned ice-cream shop, hair salon for young and mid-age moms and daughters, US Postal Office (I know-out of our control), Mexican rest., Thai rest., grocer, Rainbow Books (they used to located on North Ave years ago), bookstore/coffee shop, much more outdoor dining, the popcorn wagon, bakery that sells artisan breads....
57. One of the biggest issues with business on the avenue are the hours. With so many of us working until 5:00 we often cannot visit the neighborhood business are they are closed by the time we can get to them on weekdays, which is when people often have time to shop.
58. I will really miss Drew's Variety Store and would love to see a similar store on North Ave.
59. Online gaming store would be great
60. We would love more kid-oriented shops- toys, books, clothes, etc. A bookstore would be FABULOUS. A Payday loan store would be the death of the neighborhood and we would probably move if that opens up.
61. Losing Drews opens opportunity. I miss Drews for toys, stationary, sewing, kites. The 5 and Dime is extinct but would be perfect
62. small but quality variety store (like Drews!!)so I don't have to drive to Targets, etc
63. When looking for vendors - consider the end user. There is a bridal shop on North Ave - are there other wedding based vendors? Do they work in tandem? I would like shops to come to - I drive to Cedarburg and other locations for a day of browsing & buying. These should be partnered with casual & fine dining. Parking is a dilemma.
64. A bookstore would be wonderful. Even a used bookstore! Shops similar to downtown Tosa would be fun and interesting. Wouldn't it be nice to see a lot of Tosans walking on North Avenue on Friday and Saturday evenings visiting the shops, having dinner and seeing movies and theater shows? With that many people out, it would curb the crime.
65. Some versions of these already exist in the village--clothing boutique, a book store, etc. I

patronize these frequently, and would hate for them to be affected by competition here on North Ave! North Ave. could, however, be better for having something like them....

66. Restaurant, Children's museum/activity center
67. There are some awesome ideas on this list- kids hair salon, bookstore, NATURAL FOODS STORE/NEIGHBORHOOD GROCERY, apparel and shoes for kids- really a lot of great ideas!
68. More clothing stores and art stores
69. With the theater and the people that come in for movies along with the success of the apparent success of the restaurant, I would love to see more entertainment options. I truly believe if it is brought here, they (people who live to the west) will come. I'd love to see more cafes and bookstore.
70. Additional fine or casual dining options. National chain retail specialty stores. Antiques, galleries, cooking school, live theatre
71. Nice, neat clean business with up to date displays and attractive window displays that lure a person in to see what the place is like. Antique style displays are great if they are suitable to the business, but they need to be well kept and changed occasionally. The store fronts on Main Street in Cedarburg are a good example, for the most part, of what I would like to see in Wauwatosa. Modern, up to date, yet tastefully done with keeping the small, hometown atmosphere that the town has.
72. More restaurant options. Especially, ethnic foods.
73. Wow! I never thought of a seasonal garden center. This would be great!!!! More antiques and apparel!!
74. Love to see more restaurants such as Mexican, Indian, Thai. Or a nicer bar. Kids hair salon is a good idea.
75. Bookstore, kids salon, craft supplies, antiques, garden center! you are speaking my language!
76. Now these options are more like it!!!!!!!!!!!!
77. A Hallmark-type store would be great, especially with Drew's gone. Here's an opportunity for North Avenue!
78. Just a note on the apparel...Fashion Scents or whatever that place is would not be the kind of apparel I would visit. We need shops that make you want to stroll and look around. Accentrics in Mequon...the selection of shops at Galleria West in Brookfield possible good examples. Though I think a balance of contemporary, but not too upscale would probably be more successful.
79. Bookstore and coffee shop. Thai or Mexican(or other interesting ethnic) restaurant.
80. nicer restaurants, groceries, pet supply, vet.
81. I like to see a mom/baby store. More boutiques and less chain stores.
82. More fast-casual restaurants, boutiques and an upscale bar/lounge would be great.
83. A quality convenience store with enough size to have substantial offerings.
84. Lots of people around here have dogs and cats, that would draw a need! Organic/Natural boom is happening and it would be nice to keep up with the trend.
85. I guess I already mentioned a Mexican restaurant would be great (and not taco bell type)--some place where you could get authentic food, beer or margaritas. a natural cleaner would be nice, as I use one in Brookfield--I missed the garden co. that was absent for the first time at the gas station at 70th and center this past season--it would be fun to have one I could walk to. The kitchen store is greatly missed--I didn't spend a lot, but I did purchase odds and ends about once a month. Everyone seems to love Sendiks down the road, and it's true, I buy a lot of my produce and deli there--not to mention other groceries too--I think people want quality produce,

deli and bakery at competitive prices. Cranky Al's used to offer a lot better selection of baked goods beyond the donuts--I miss that! However, there pizza is a welcome addition. Finally, my family loves books stores, and my husband and I love antique shopping--we would frequent both--

86. A healthy lunch/dinner spot, like the Good Earth Restaurant.

Attitude toward Future Restaurants

Please provide any additional comments about the types of restaurants you would like to see on North Avenue in East Town. Be sure to comment on quality or quantity you would like to see.

Comment Text

1. healthy food
2. high end
3. a real Mexican not a chain. A real Italian PIZZA restaurant.
4. I think a Mexican restaurant would draw a large variety of people (i.e. most people eat Mexican food). There are no Thai or Indian restaurants close by...we always go to Brookfield or downtown, so that would be a good option.
5. Mexican, sandwich and soup
6. I would go out to eat almost every Friday if there were more options. We really miss Shiraz-we went there many times. Like outdoor seating.
7. More of any of these would be great!
8. I commented "unlikely" for the restaurants we already have on North Ave or in the village, as I am pleased with them. I would love to see a bar/grill that is NOT a chain!!!! especially if it was an Irish one. I think Japanese (sushi-hibachi) would go over wonderfully here, as would a very casual French place, similar to Trocadero (downtown MKE)
9. I'd like to see more family friendly restaurants and a few upscale bars like downtown has.
10. A setting similiar to Il Mito or Fire Fly... without trying too hard on the food. Irish food is boring.
11. I would like to see several more sit down restaurants with prices similar to a Chili's/Applebees and several more fine dining options as well. Something with outdoor seating would be great!!
12. Pizza...there's only one place nearby but the hours they're open are minimal, and they don't deliver. An alternative/indie/local music venue would be very nice.
13. I would like to also see a Greek restaurant.
14. More "high-end" destinations, again, like Il Mito. This area needs to decide what it is. Currently, it's more like a rummage sale. A lot of little things with no plan in mind.
15. Less fast food and more sit down restaurants. Copy what Il Mito and Cranky Al's have done. Nice appearance and a nice eating/gathering environment. Hip Hop will only draw a bad crowd. Look what it did to summerfest.
16. Of course, I couldn't go to ALL of the above restaurants on a regular basis, so don't overdo it. I already frequent one of the Chinese takeouts. Two within a few blocks seems overmuch
17. Love Ted's, though every time I go in there it looks like they need updating. The wallpaper must be 30 years old and everything seems to be cluttered. The wait staff is nice, but they seem bored too.
18. Decent Chinese takeout - the current offerings are kind of bland.
19. Less drive thrus and chains. Affordable and family friendly. Places with take out BUT not drive thrus. Public parking to accomodate those areas that are seeing more traffic - 68th & North

Avenue.

20. German

- 21.** The Chinese selection is already good. Al's for coffee is also enough (considering how close so many other coffee shops are). A Beans and Barley-type place would be nice. A neighborhood friend and I once talked about how fun it would be if East Town had a theme like a Little Bohemia where businesses celebrate the fact that Tosa is stuck between the fashionable and the social outcasts. Here we're not in the city but it is no longer the suburbs, part blue collar and part white, not lower income yet not all upper either. Locally-owned businesses seem to appeal to our sense of community. East Town could be known as sort of a Local Lane where grassroots products and services are promoted. That's sort of what it already is, but we need more entrepreneurs to recognize that theme and capitalize on it. (Again, thinking aloud.)
- 22.** Anything completely smoke free. Ted's, Pagoda, and Ill Mitto are fabulous.
- 23.** Probably would go to see music genres not listed here, but would not encourage them to perform in my neighborhood unless the handling of noise and crowds could be handled appropriately, as mentioned previously.
- 24.** Restaurants need to be open when I'm home from work (after 6 PM).
- 25.** a good Thai restaurant would be great!
- 26.** No chain restaurants. More high quality or original restaurants like Il Mito.
- 27.** Cranky Al's is already my favorite bakery so I don't want to see any competition for Al and Susie. Mexican would be a nice addition. And smoke free bars would be a great addition.
- 28.** family friendly, irish music, outdoor seating in the summer. no high-end.
- 29.** Bringing in hip hop could contribute to higher crime rates based on the demographic this would attract! Sorry, but it's true!
- 30.** more sit down options
- 31.** Thai would be a great addition to North Ave :-)
- 32.** I already frequent the local restaurants/cafe's including Cranky Al's, Great Wall, Ted's and the East Town Cafe. I'd love to see more local ethnic options, especially those that Milwaukee doesn't already have in droves... but no more big national chains!
- 33.** We need everything on this list! If we had that kind of variety I would never eat anywhere else.
- 34.** No more fast food, casual dine in or carry out restaurants would be all right. They need to be quality places that are going to have staying power.
- 35.** I would like to see a higher quality chinese restaurant. But not in addition to the ones we have. We need to get rid of a few first.
- 36.** Il Mito has been a wonderful addition to North Ave. Any other restaurants that are similar in quality and value are welcome here! The "type of food" is not as important to me as other factors...good food, friendly staff, affordability, etc.
- 37.** There is not a decent chinese restaurant anywhere in Tosa. Cranky Al's, Teds, and Il Mito already serve some of the categories and do so excellently. No national chains, please.
- 38.** Although I do not eat out on a regular basis (maybe 3-4x/year in a restaurant and 1x/month carry-out), I do think that North Ave could attract people outside the area if it focused on small ethnic restaurants that would have special, unique appeal. Of course, I think we have to address the crime in the area. I find it very alarming that stores practically around the corner from my house are robbed on what seems to be becoming a regular basis.
- 39.** said in last comment - 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!

what's up with that!?

40. The environment needs to support restaurants, especially in the 65-60th and North area. People need to feel safe (my perspective is that because it is at the Milwaukee border, criminals cross into and out of Tosa for "safety" from the poice, therefore restaurant patrons in that area might be victims of crimes more easily.) It needs to be a safe, cool, hip, lively, (but not wild), happening area filled with more restraunts and high end bars as opposed to corner tavern-like places.
41. We have enough Chinese restaurants...I love Il Mito and Cranky Al's.....would love to see an Irish pub, Mexican restaurant, or European cuisine. I would expect them to be on par with Il Mito....mid to higher prices.
42. This is an excellent starting list.
43. Il Mito is great, inexpensive w/ great atmosphere & food
44. I would like to see a high end bar, kind of like Vino 100 but with wine and different types of beer, also would serve appetizers, would have outdoor seating and be smoke free. Elsa's anyone.
45. live music would be a great draw
46. other places we frequent...Trocadero/red light, The Social, Palms, Mo's Irish Pub, Elsa's, Art Bar, Knickerbocker, North Star American Bistro, Hi Hat Lounge/Garage
47. I don't think we should duplicate what's already offered in the village, because our downtown is as important to drawing people to live here as our immediate neighborhood is. Running established entitites out of business would be in noone's best interest. I prefer small, unique businesses on the avenue, but maybe the name from a small chain would pull more people in.
48. Higher quality Chinese restaurant (not buffet style) and other ethnic restaurants.
49. Good food with quality service
50. Love Il Mito, great food at great prices. Love Venturi's catering, great job. Love Shiraz Would love to see more small restaurants run/operated by owner/chefs like Il Mito
51. Now I'm hungry... The bars are dark and unwelcoming. I don't want to go to Il Mito because of the way they treated Cranky/Mrs Java. Not much else to choose from at this point besides fast food.
52. Of course any restaurant with high quality food would do well. I also believe that parking is not this big issue that the city believes. Many people that live in the neighborhood like how you can walk places. We want to walk to the restaurants, have a few drinks and walk home. Safety/crime, at least the perception of crime, is a MUCH bigger issue than parking! I actually take my wedding ring off when I walk in our neighborhood. More people out walking, hanging out would help the perception of safety.
53. More places that are fun, not necessarily highly upscale just middle of the road types
54. This survey is long!
55. Any GOOD quality & good value restaurants would be welcome!!
56. I enjoy all types of foods, although I don't eat out often.
57. We would really like to see a family-friendly casual place (non-bar).
58. classic rock too? Many local bands are terrific for instance Southbound!
59. More ethnic cuisine; particularly Asian
60. Outdoor dining in the summer months is delightful. How lovely to have a date by walking a few blocks, enjoying a meal outside & then taking in a movie, a live music performance or just conversing with neighbors & other patrons.

61. As a parent of a 9 and 10 year old, it would be nice to have places we could all go as a family, then after a certain time of night would be more for couples. There are so many children out in the evenings in the warmer times of the year, it would be nice to have a family oriented place to go to...within walking distance.
62. I do not see myself patronizing businesses that compete with places like Cranky Al's, for example. I would like something new to the area--Thai would be great. But as with Mexican or Chinese it would need to be good, a step up from the quality we already have in the area. I especially want to patronize businesses that are locally owned. I will not go to a chain, excepting Culvers.
63. Martini Bar
64. More restaurants that are kid friendly would be great!
65. I would like to see more family-friendly, but not fast food, mid-priced restaurants.
66. Live music would be great, maybe some djs too
67. We dine out a lot and love ethnic food.
68. Fine/casual sit-down, average check +/- \$25 per person. Seem demographic as IL Mito.
69. Someone should speak to Diablos Rojos restaurant group - Mike Eitel, Scott Johnson, Leslie Montemurro - they've had success with most of their endeavors (Hi-Hat, Trocadero, Nomad, Cafe Hollander, Balzac, Comet, Fuel, Palomino). Would have been nice to see them do something with the "AquaTerra" building. Lost opportunity. That parcel would have been prime for a tear down and redevelopment like the condos and Alterra on North and Swan (but not as ugly!).
70. Cafes, restaurants, and upscale pub-restaurants will attract from all over the city and surrounding area... as well as appeal to the neighborhood daily. Once you have a few anchor businesses, the bookstores, galleries, grocers will all be sustainable.
71. Greek restaurants!
72. I think we could have many more restaurants. We are in such a convenient location; 15 minutes from anywhere basically. The only deterrent might be parking. I think we could use another public parking lot in the low 60s if we could attract enough better businesses. Again, I think a contemporary, hip restaurant and not too upscale.
73. If Children's refers to Teen, it would be likely my family would visit.
74. Any run of the mill, mid-level chain restaurant is most unwelcome but would likely do well. Bars without food or which feature music that appeals primarily to a young crowd would be a problem. A bistro in the same vein as Il Mito would flourish, I think. A used book store and coffee shop--e.g., something like Downtown Books--would flourish, as well.
75. We don't have enough ethnic diversity in our food selection. it would be nice to get a thai or sushi place.
76. Would love to see an upscale asian (Thai, Japanese, etc.) restaurant that wasn't a buffet-focused chinese restaurant. An indian restaurant would be great as well.
77. I love El Mito and I think we need more upscale restaurants. We have plenty of fast food, not much to actually sit down and eat.
78. Small, cozy atmospheres lend themselves to our little community here--great service and quality are a must, casual to elegant doesn't matter as much--if the food, service and atmosphere work, people will come--as for quantity, between 60th and 76th street, I would say 6-8 sit down restarants (not counting fast food) would be great
79. Definitely Indian and Mexican and Thai.
80. Wine Bar!!!

Accessibility & Safety

Please comment about walk-ability of North Avenue in East Town.

Comment Text

1. several shops bring in certain customers that make us feel unsafe.
2. Stroll from 73 to 76 on south side - sidewalks have been reduced to almost single file. Those dumb bricks pop up and are full of weeds. Need more garbage containers on North.
3. Granted, this winter was extreme, but the businesses and city could/should have done a better job of cleaning sidewalks, crosswalks. I'm more inclined to walk during the daylight hours.
4. need to enforce 25mpg speed limit. put in a traffic round about at 60th and 76th in place of traffic lights. have lights for walkers to get a walk signal at lefeber and 64th or 65th
5. I live in the Pasadena Neighborhood so we will do this walk in the summer often, but not in the winter.
6. People that run lights and talk on cell phones and ignore walkers.
7. We walk quite often and never have a problem
8. The walk-ability of North is fine, but there the parking is terrible.
9. Traffic does NOT slow down. I walk with 3 young children and it scares the crap out of me.
10. Good til after dark, then we just don't feel safe enough
11. pretty good/safe
12. Break ins, robberies, and attempted crimes along North Ave negatively impact my desire to walk/shop on North Ave.
13. The posted speed is not the problem its the violators. Traffic does not yield to pedestrians. We need crosswalk signage placed in the road.
14. I find the walk ability pretty good I just find it hard to cross the street at times and I could see traffic deterring other walkers especially with small children. It would be nice to have degsinated areas to tie up dogs as you were in shops???
15. Crime reasons are why we don't walk to places on North Ave. during evening hours. It's a shame because we would patronize many things more frequently if the fear of being mugged or the business being robbed was lesser.
16. If there were more options to dine I would walk more.
17. most of the time cars nver yield or pay attention to pedestrians and during winter the sdewlaks are not cleared.
18. I have found North Ave to be very walkable. I like the way the street is configured to "calm" the idiot drivers. It would be better if cops monitored more often
19. I've almost been hit by a car at 68th and North. Cops caught the guy who ran the red light and almost hit me.
20. I'm physically disabled. I can walk, but not long distances. I generally drive, even when travelling just a few blocks. Traffic can be problem when I'm going from my car to a business. There are times when crossing from the town lot to Rosebud is virtually impossible because I can't get across the street. There aren't a lot of place for handicapped people to park. The HP spot is at the back of the town lot near 69th, which is kind of weird. Snow is a huge problem.
21. Nothing - including tables - belong on a side walk. They are for pedestrians. As my children become old enough to walk for an ice cream or to the library or McDonalds, I have 2 HUGE

FEARS - will they be seen by traffic and/or will they be robbed?

22. tough during winter
23. drivers ignore pedestrians & crosswalks on a regular basis.
24. Cold, cold Wisconsin.
25. The only uncomfortable stretch of sidewalk is the 7300 block on the south side.
26. Nothing to window shop.
27. At first I thought the North Ave. traffic design was smart but it does not work. It is like playing dodge the cars when you cross the street. Not cool.
28. More needs to be done to enforce the laws concerning prompt removal of snow and ice from sidewalks; frequently the business sidewalks are obstructed, most notably at the corners.
29. I like the improvements that were made a very years ago. It made it much easier to cross the street and find parking.
30. Aside from Cranky Al's, Italian restaurant and the Rosebud, there's really nowhere to go. My choices have nothing to do with traffic safety.
31. I'm a little concerned to take my young children along the street for safety reasons since the traffic goes so fast.
32. I hate the in and out diving of the turn only lanes. I always feel like the cars avoiding the turn lane are going to run up on the sidewalks.
33. Winter is a different story.
34. I only feel safe crossing at a light or when a crossing guard is on duty. There are a lot of businesses in between these!
35. also worried about crime
36. need to be more auto friendly. the sidewalks are fine
37. Winter has a big impact on walking on North Ave. It seems claustrophobic with the snow, the cars parked in every available spot. The bus stops add to the congestion feeling. I would be more inclined to walk if there were wider sidewalks or at least a feeling of more openness.
38. walkways and corners need to be cleared of snow. no access from streets to sidewalks
39. very good
40. The layout of North Avenue detracts from the current business - drivers are too busy swaying in and out to notice the shops they could stop and shop at!
41. For safety reasons, I'm hesitant to walk alone at night.
42. The sidewalks in certain stretches are narrow, uneven and impeded by lamp posts. We moved to this neighborhood because of the walkability, but there is room for improvement.
43. I live nearby, so will almost always walk to Cranky Al's, Il Mito, or the theater, if the weather is not inclement. There's not much of a draw to just wander by at other times, as the rest of the storefronts do not encourage window-shopping or browsing--there's just nothing really interesting to view. It would be great to have our own village-like atmosphere, but for now, I drive over to the actual village and browse there.
44. Winter with a stroller is definitely tough.
45. There has been a lot of snow this year ('07-'08) and the businesses have not done a adequate job of cleaning the sidewalks, it's almost impassable with a stroller.
46. I feel it is really hard to cross the street if you are not at a stoplight intersection. It's really hard when I have the kids with me. We usually have to try and dash across as quickly as possible

and that's after waiting forever for all the cars.

47. When walking on North Ave., I personally don't have problems with safety or accessibility, except in the winter when some of the businesses do not clear their sidewalks of snow in a timely manner.
48. As I don't drive and am a senior citizen and somewhat physically impaired because of age, all of the above questions affect me.
49. If you are not crossing at a light, it can be really hard to get across the street - lots of traffic.
50. I don't walk because there aren't enough places of interest to go in one section. most of the businesses I am not interested in, so walking would be harder if I wanted to go to more than 1 place.
51. As mentioned before, the traffic pattern is an abomination. Cars have difficulty crossing North Avenue , too.....not just pedestrians. Residents and businesses alike warned the council and the Mayor that it was a bad idea.....but they went ahead anyway....and what a mess we have now! I have friends who will not drive N Avenue because drivers also dislike it.
52. traffic speed and inattentive drivers makes North Ave. difficult to walk to, or even to park and exit a car (and for me, unload kids) - a HUGE turn-off
53. We enjoy this part of living here very much and walk as a family.
54. Impossible for wheelchair bound to get around in winter.
55. sidewalks are narrow
56. Crossing the street is tricky, but it's a busy corridor. It would be nice if people going through straight through the left turn lanes would be ticketed. It's not always apparent where cars are actually going and therefore hazardous to pedestrians. I think safety at night needs to be addressed. People read the police notice in the Tosa Now and are worried about being robbed, which does not promote walking around.
57. do not like that every other street is no left or right turns.
58. Think traffic patterns have helped slow down traffic but still lots of people "are on their way" thru and don't think about foot traffic
59. I seldom see the 25MPH speed limit being enforced.
60. I don't blame cars for not stopping - because if one way traffic stops, a pedestrian walks, then the oncoming traffic doesn't stop, the pedestrian is in danger. We need either walk/yield lights or cones or something to alert drivers that it is unacceptable to speed pass a crosswalk when someone is clearly trying to get across North Ave.
61. Try crossing north Ave south-north. Good luck.
62. Traffic is not a major concern for walk-ability for us
63. Weather permitting, we walk as much as we can to businesses on North Ave during the day, but my husband hates how congested North Ave is and would rather avoid it on foot altogether.
64. Weather is always a factor when walking. I have a big issue crosswalks being cleared of snow/ice in the winter time. Most of these are now handicap accessible. I believe this was done as a result of federal mandate to make sure that they were in compliance with the disability act. According to the city notices it is the responsibility of the property owner to make sure they are cleared and cleaned of snow and ice. the city does not enforce this therefore they are in violation of that law. Although I'm not handicapped per se, I do have arthsis in my feet and ankles and at my age I'm not as agile as I used to be. I'm getting tired of climbing over these obstacles and am ready to make a federal case out of the cities lack of effort to police this. Years back the city hired teenagers to walk through neighbor hoods and make note of which houses needed painting or had too many weeds in their lawn etc. I don't think Wauwatosa

wants another lawsuit to deal with especially when they can't afford to buy enough salt for the icy streets, plow the streets good enough, or pick up leaves all the way to the end of the season.

65. many parts of north ave is very narrow to walk side by side (trees in way)
66. It's impossible to cross North Avenue unless you cross at the lights at 68th.
67. walking in Colorado, California on trips recently show me that we are rude to pedestrians. When there are Pedestrians at the walk, cars stop. We have cars blowing by even when in the street. I'd love to see tough law enforcement there. Roll through stops, late through yellow red, illegal lefts, and my pet peeve R lane passing which is so dangerous!
68. No left turns are not enforced. Traffic then goes around turning cars. Cars go around busses. It is hard to read where cars are going. Build outs and lines are confusing to visitors and hidden in rain. Streetscaping should have never been done. It took parking spaces away and caused the swerving issue.
69. North avenue traffic is very unforgiving to foot traffic. A traffic light is needed betw. 68th and 74th.
70. We just need more to walk to. So sorry to see McPets leave. Glad that Aquaterra is taking over the space to expand.
71. I have two small children and I will not walk with them to stores unless my husband is with me. If you don't walk all the way down to a stop light it is FAR too dangerous to cross. Cars don't yield! This has been a problem for a long time. It greatly impacts how much money I spend with these shops. Many times when I am out and about in Brookfield and so on I stop at those stores just because it is easier and safer.
72. North Avenue is a great place to walk. If there were more stores and shops, it would be even better!
73. Crossing North Avenue is extremely difficult, especially with children. Because of this my use of North Avenue tends to be somewhat limited to one side of the avenue. .
74. we live on the east end of North Ave, and there aren't too many businesses relevant to us that are within walking distance. (Quite frankly, this is an issue which is inspiring us to move a bit west. We WANT to walk to everything!)
75. Display STATE LAW YIELD TO PEDESTRIAN IN CROSS WALK SIGN!!
76. I'm just used to driving and don't think about walking. Usually in a hurry.
77. It is the season/weather that most affects whether I walk on North Avenue.
78. I recently visited a small town in New Mexico, where cars actually stopped for pedestrians waiting to cross the street. It was amazing! That would be a huge help.
79. It seems that in many ways there is a gentrification of sorts taking place on North. The lower rent, seasonal offerings (like tax prep) will go and be replaced by shops and cafes for people with extra disposable income. This is positive.
80. It's walkable but not aesthetically pleasing.
81. I would say the speed limit is posted at a good speed, however it is the amount of traffic that travels on North Avenue that makes it hard to cross the street, especially if you are crossing the street at the corner of Lefebvre and North Ave. where there is a cross walk, but the traffic just seems to keep flowing. When there is a break in the traffic heading east, then the traffic heading west has been given a green light and vice versa making it difficult to get a clear path from both directions in order to cross the street. If you are at an intersection with stop lights, it isn't so bad to get across but I often times just skip going to a business across the street from the one I am at due to the difficult timing of the traffic flow. If I have time another day to stop at businesses on the other side of the street I will do so, but often times I would like to browse in a

shop across the street just to see something that looks interesting, but isn't something I am in need of at the time.

82. Flag the pedestrian walks like they've done on Brady Street. Put in bike racks. There are a lot of set back businesses with parking lots in front which really kills the urban walking experience. They should force new developments to conform to the traditional placement of structures - up close to the street - put the parking in the rear.
83. Not to mention the city not picking up leaves which adds to the snow problem.
84. in warmer months, it is wonderful to stroll down North Ave. I do walk if i am not in a hurry or have some other stop after shopping on North. Mostly I drive and park nearby, not because of safety but for convenience.
85. Sidewalks are too narrow for strollers or even two people to walk side by side, can't cross North Ave. unless there is a stop light and even with a stop light, you are concerned that drivers won't see you or yield to you.
86. The weather mainly impacts...we live on 62nd street and aside from Ted's and Blockbuster (just down the block)...most of the business we frequent are west of 68th street...coffee shop, Il Mito, Rosebud, Venturis, Barts, nail salon...unless it is summer I usually drive to those locatations
87. I would walk there more if there were more places to walk to!
88. In the winter, I worry more about the sidewalk being cleared and walkable. I don't like to cross the 76th/North Ave intersection. I would like to see more pedestrian signs up. The speed limit is great, just needs to be enforced. I like the left turn lanes; that has helped in judging what traffic will do. Before cars just whipped around and drove like it was four lane traffic. I hated that!
89. The biggest issue I see with the walk-ability of North Avenue is that there is not enough relevant businesses for me to walk to. There are many I have no interest in, so find myself not walking the strip, but rather going to the one business I am visiting. It would be nice if there were more if interest to walk around and see, visit.
90. It's very walkable. However, weather and workaday realities often restrict how much I/we do anything more than the minimum. Also, the physical appearance of the street seems neglected more often than not.
91. It's hard to walk fast enough through some intersections and a lot of cars are not aware of pedestrians.
92. We need more stoplights and tactics to slow down traffic.
93. Stop trying to find ways to blame traffic design on North Ave for the fate of struggling businesses! The problems are in the businesses themselves (the mix, the character, the products) and in a lack of local govt support for the area, not the traffic!
94. I still see people try and run through the lights on 68th/North because they do not pay attention that a green arrow comes up first. Not very safe crossing at any other area.
95. I think the lack of drivers willing to stop for pedestrians is terrible--I try to stop when I see someone trying to cross--often I feel like I'm about to get rear-ended for doing so! also, I think some of the businesses could do a better job of keeping the sidewalks cleaned up and cared for--some sidewalk areas are very narrow too
96. Only walk when weather in nice.