

M I L W A U K E E

Plan

comprehensive

DEPARTMENT OF CITY DEVELOPMENT

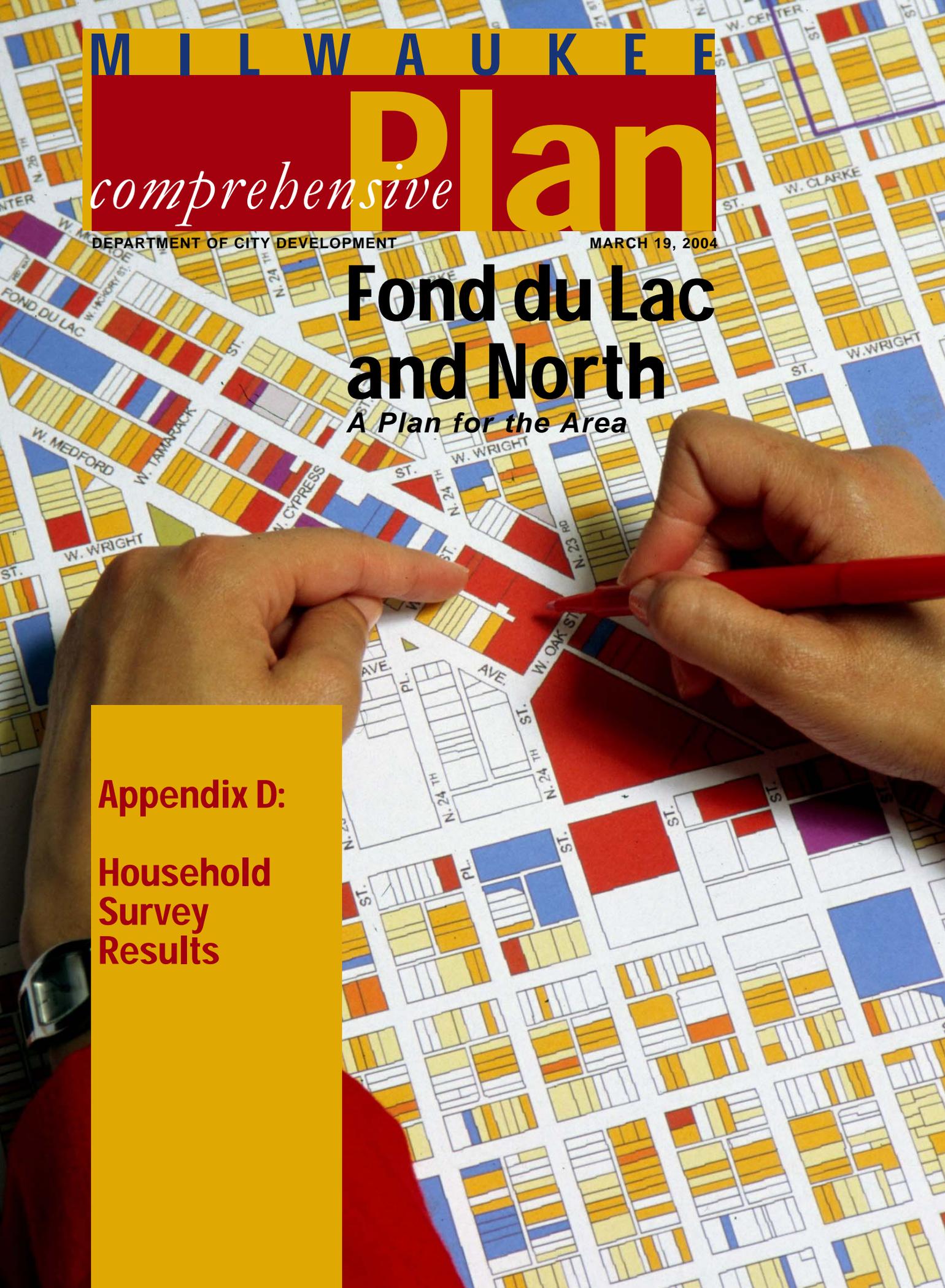
MARCH 19, 2004

Fond du Lac and North

A Plan for the Area

Appendix D:

**Household
Survey
Results**



Fond du Lac and North Neighborhood Comprehensive Plan

Appendix D: Household Survey Results

March 19, 2004

PLANNING AND DESIGN INSTITUTE

Submitted with:

Farr and Associates, Inc.
Hurtado Consulting, LLC
Norris and Associates

Fond du Lac and North Neighborhood Household Survey

RESULTS as of April 1, 2002

128 responses



For the purposes of this planning process, the Fond du Lac and North neighborhood is defined as the area within the gray boundary on the map to the left.

This survey is one component of the community participation process in the Neighborhood Plan. We need your input. Please tell us what you think about the issues.

Other forms of community input will be used to develop the Plan including interviews, focus groups and planning workshops to discuss and revise redevelopment opportunities.

Please contact Janet Grau, Department of City Development, at (414) 286-5724 for more information.

1. Please tell us who you are (check all that apply):

- | | | | |
|-------|--|-------|------------------------------|
| 60.2% | Resident | 98.4% | Lender |
| 14.1% | Business Owner | 2.3% | Community Development Agency |
| 5.5% | Developer/Building Owner | 16.4% | Other: _____ |
| 14.8% | Neighborhood Organization Representative | | |
| 3.1% | Government Official | | |

2. If you own investment property in the neighborhood, please check all those that describe your ownership, and list up to three location(s). example - 4300 block of 27th Street

- 38.9% Own commercial property
- 11.1% Own industrial property
- 55.6% Own residential rental property

Fond du Lac and North Neighborhood Household Survey

3. Do you own and operate a business in the neighborhood?

21.1% Yes
74.2% No

If yes, what type?

14.8% Retail goods
18.5% Retail service
14.8% Industrial
48.1% Other

Circle the letter(s) in which your business(es) is located.

A: Industrial Corridor 44.4%
B: Fond du Lac Avenue north of North Avenue 22.2%
C: Center Street 3.7%
D: North Avenue between I-43 and Fond du Lac 7.4%
E: Intersection of Fond du Lac and North Avenues XX%
F: North Avenue between Fond du Lac and 35th Street 14.8%
G: Fond du Lac Avenue south of North Avenue 7.4%
H: Walnut Avenue 7.4%

4. How long have you owned your business:

11.1% 0-2 years
11.1% 3-5 years
11.1% 6-15 years
66.7% more than 15 years
7.4% Not applicable

RETAIL AND BUSINESS

The following section is developed to gather feedback about the businesses the Fond du Lac and North neighborhood.

1. How adequate do you think the following elements are regarding retail conditions within the Fond du Lac and North neighborhood?

	Adequate	Needs some Improvement	Needs Significant Improvement
Visual Appearance			
Cleanliness of streets/sidewalks	4.7%	32.8%	46.1%
Appearances storefronts	3.1%	21.1%	60.2%
Business signage	3.9%	26.6%	50.8%
Streetscaping: lights, banners, public art, benches	3.1%	29.7%	48.4%
Other: _____	12.5%	37.5%	37.5%
Traffic and Circulation			
Enforcement of traffic laws	20.3%	39.1%	24.2%
Clearly defined crosswalks	25.8%	33.6%	24.2%
Accessible parking	15.6%	35.2%	30.5%
Bike racks	14.1%	26.6%	37.5%
Bus shelters	13.3%	32.0%	39.1%
Other: _____	XX%	XX%	XX%

Fond du Lac and North Neighborhood Household Survey

Safety and Security

	Adequate	Needs some Improvement	Needs Significant Improvement
Lighting on commercial streets	25.8%	39.1%	28.9%
Lighting on residential streets	19.5%	34.4%	38.3%
Lighting behind businesses in parking lots	9.4%	43.8%	35.2%
Police presence	17.2%	25.0%	45.3%
Other:	50%	100%	100%

2. What type(s) of additional businesses or uses do you WANT to see in the business district(s)?

32.8%	Grocery store	30.5%	Offices
30.5%	Clothing store	25.0%	Financial institutions
32.0%	Pharmacy	44.5%	Medical services
19.5%	Furniture store	28.1%	Legal services
25.8%	Audio/Video/Electronics store	48.4%	Bakery
15.6%	Convenience store	46.1%	Bookstore
64.8%	Sit-down Restaurants	31.3%	Hardware store
18.8%	Fast food Restaurants	16.4%	Daycare
13.3%	Sporting Goods store	7.8%	Storefront churches
16.4%	Resale shop	32.8%	Large Department store
24.2%	Gas Station	7.0%	Other: _____
29.7%	Discount Store		

3. What would increase your use of businesses within the Fond du Lac and North neighborhood? (check all that apply)

- More accessible parking 42.2%
- More store variety 60.9%
- More variety of products 36.7%
- Longer store hours 23.4%
- Improved store maintenance 53.9%
- Improved store management 46.1%

4. How often do you utilize home delivery, either from catalog, phone or internet shopping?

- Daily 2.3%
- 2-3 times week 4.7%
- Once a week 12.5%
- Once a month 18.0%
- Less than once a month 24.2%
- Not at all 27.3%

5. How often do you get to shopping by?

	Always	Often	Sometimes	Rarely	Never
walking	5.5%	9.4%	17.2%	18.0%	18.8%
bus	4.7%	3.9%	10.2%	15.6%	32.8%
taxi	2.3%	1.6%	5.5%	7.0%	48.4%
car	61.7%	14.1%	9.4%	1.6%	2.3%

Fond du Lac and North Neighborhood Household Survey

SAFETY/SECURITY

1. Is your household a part of a block watch program?
 28.9% Yes 28.1% No 18.0% Don't Know 10.2% Don't live in the neighborhood

2. How safe do you feel:

	Safe	Somewhat Safe	Neutral	Somewhat Threatened	Threatened
<i>On your block? (if you live in the neighborhood)</i>					
Day	27.0%	23.5%	11.3%	12.2%	1.7%
Night	10.4%	22.6%	13.0%	21.7%	7.8%
<i>In your immediate neighborhood (3-4 block radius)? (if you live in the neighborhood)</i>					
Day	15.7%	20.0%	15.7%	13.0%	6.1%
Night	7.8%	15.7%	8.7%	27.0%	11.3%
<i>In the Fond du Lac and North neighborhood? (all respondents)</i>					
Day	12.2%	22.6%	13.0%	17.4%	7.0%
Night	5.2%	12.2%	10.4%	26.1%	14.8%

3. In your opinion, how would each of the following improve overall safety and security in the Fond du Lac and North neighborhood?

	Greatly Improve	Somewhat Improve	Would Not Improve
Increased home ownership	62.5%	19.5%	2.3%
Decreasing speed on residential streets	35.9%	34.4%	10.2%
Decreasing speed on commercial streets	24.2%	43.8%	13.3%
Adding stop signs or traffic signals	31.3%	34.4%	15.6%
Increased block watch efforts	53.9%	27.3%	2.3%
Increased property maintenance	62.5%	20.3%	3.1%
Increased recreational programs	46.1%	33.6%	3.1%
Increased employment opportunities	66.4%	14.8%	3.9%

Fond du Lac and North Neighborhood Household Survey

4. In your opinion, how adequate are the following in the Fond du Lac and North neighborhood?

	Adequate	Needs Improvement	Needs Significant Improvement
Lighting in the neighborhood	11.7%	55.5%	21.9%
Lighting on major commercial streets	22.7%	44.5%	18.8%
Increased police presence	12.5%	41.4%	33.6%

5. Please provide any additional comments about the Fond du Lac and North neighborhood.

HOUSEHOLD INFORMATION – for Neighborhood Residents ONLY

1. How many years have you lived in the neighborhood?

- 0-2 17.1%
 3-5 21.4%
 6-10 10.3%
 11 to 20 5.1%
 Over 20 19.7%

2. How many years have you lived in your present location?

- 0-5 49.6%
 6-10 5.1%
 11 to 20 17.1%
 Over 20 XX%

3. Tell us why you live in the Fond du Lac and North neighborhood?

- | | |
|--|--|
| <input type="checkbox"/> Born/raised in 15.4% | <input type="checkbox"/> Proximity to transit 7.7% |
| <input type="checkbox"/> Community atmosphere 6.0% | <input type="checkbox"/> Job training 1.7% |
| <input type="checkbox"/> Appearance of neighborhood 7.7% | <input type="checkbox"/> Cost of living 15.4% |
| <input type="checkbox"/> Affordable housing 30.8% | <input type="checkbox"/> Low taxes 9.4% |
| <input type="checkbox"/> Safety and security 3.4% | <input type="checkbox"/> Good schools 3.4% |
| <input type="checkbox"/> Access to jobs 15.4% | <input type="checkbox"/> Religious institution(s) 4.3% |
| <input type="checkbox"/> Access to services 7.7% | <input type="checkbox"/> Proximity to lake 6.0% |
| <input type="checkbox"/> Proximity to shopping 6.8% | <input type="checkbox"/> Other: _____ 12.0% |
| <input type="checkbox"/> Proximity to metro area 11.1% | |

Fond du Lac and North Neighborhood Household Survey

4. Which of the following best describes your current resident status:

- Homeowner
How long?
 0-2 years 24.4% 3-5 years 17.1% 6-15 years 14.6% more than 15 years 41.5%
- Renter
How long?
 0-2 years 39.5% 3-5 years 30.2% 6-15 years 20.9% more than 15 years 9.3%

5. On which block do you live? Example: 4300 Block of 27th Street _____

6. What type of residential building do you live in?

- Single-family 28.2% Elderly housing 2.6%
 Two-family 18.8% Other _____ 11.1%
 Apartment building 6.8% Not applicable 32.5%

7. Number of children, under the age of 18, in your household:

- 0 25.6% 1-2 31.6% 3-5 11.1% 6+ 2.6%

8. How many people live in your household on a regular basis?

- 1 8.5% 2-3 37.6% 4-5 17.1% 6+ 7.7%

9. Where do you work?

- Fond du Lac/North Neighborhood 14.5%
 City of Milwaukee 40.2%
 Outside the City of Milwaukee 6.8%
 Outside of Milwaukee County 1.7%

10. How do you get to work?

- Private automobile 35.9%
 Car pool/van pool 12.8%
 Bus 12.0%
 Walk 4.3%
 Other _____ 4.3%

11. How many members of your household work?

Part-time? (less than 30 hours per week)

- 0 19.7% 1 29.1% 2 9.4% 3 1.7% 4+ 1.7%

Full-time? (at least 30 hours per week)

- 0 12.0% 1 30.8% 2 20.5% 3 0.0% 4+ 4.3%

Fond du Lac and North Neighborhood Household Survey

12. What is the total estimated annual income of all persons living in your household?

\$0-\$14,999 16.2% \$15,000-\$24,999 15.4% \$25,000-\$49,999 18.8%

\$50,000-\$74,999 9.4% \$75,000-\$99,999 2.6% \$100,000 + 1.7%

13. How often do you, or a household member, use the following retail services WITHIN the Fond du Lac and North neighborhood?

	Daily	2-3-times/week	Once/week	Once/month	Less/None
Grocery store	7.0%	19.5%	18.8%	8.6%	12.5%
Clothing store	0.8%	4.7%	3.9%	10.9%	39.1%
Pharmacy	1.6%	4.7%	6.3%	27.3%	25.0%
Furniture store	XX%	2.3%	0.8%	7.8%	46.9%
Audio/Video/Electronics store	0.8%	3.9%	XX%	11.7%	42.2%
Convenience store	2.3%	11.7%	8.6%	6.3%	32.8%
Sit-down Restaurant	1.6%	3.1%	5.5%	10.2%	39.8%
Fast food Restaurant	1.6%	4.7%	9.4%	18.0%	27.3%
Sporting Goods store	0.8%	0.8%	2.3%	6.3%	47.7%
Gas Station	7.8%	14.8%	15.6%	7.8%	22.7%
Financial institution	3.1%	7.0%	7.8%	5.5%	39.1%
Medical services	XX%	1.6%	1.6%	9.4%	44.5%
Legal services	0.8%	0.8%	XX%	2.3%	53.9%
Bakery	XX%	1.6%	5.5%	5.5%	43.0%
Bookstore	1.6%	1.6%	2.3%	10.9%	42.2%
Hardware store	1.6%	3.9%	6.3%	9.4%	41.4%
Daycare	XX%	0.8%	XX%	XX%	54.7%

Fond du Lac and North Neighborhood Household Survey

14. How often do you, or a household member, use the following retail services OUTSIDE of the Fond du Lac and North neighborhood?

	Daily	2-3-times/week	Once/week	Once/month	Less/None
Grocery store	5.5%	25.8%	21.9%	6.3%	10.2%
Clothing store	3.9%	8.6%	14.1%	26.6%	13.3%
Pharmacy	3.9%	6.3%	5.5%	32.0%	18.8%
Furniture store	2.3%	1.6%	2.3%	10.2%	45.3%
Audio/Video/Electronics store	2.3%	4.7%	3.9%	19.5%	29.7%
Convenience store	3.9%	8.6%	10.2%	16.4%	24.2%
Sit-down Restaurant	4.7%	5.5%	17.2%	24.2%	12.5%
Fast food Restaurant	6.3%	7.8%	19.5%	17.2%	14.1%
Sporting Goods store	3.1%	2.3%	5.5%	12.5%	36.7%
Gas Station	6.3%	13.3%	26.6%	5.5%	14.1%
Financial institution	2.3%	4.7%	23.4%	12.5%	19.5%
Medical services	3.1%	1.6%	6.3%	23.4%	28.9%
Legal services	4.7%	1.6%	1.6%	5.5%	50.0%
Bakery	2.3%	6.3%	11.7%	21.9%	21.9%
Bookstore	2.3%	2.3%	2.3%	27.3%	26.6%
Hardware store	2.3%	3.1%	6.3%	25.8%	28.1%
Daycare	6.3%	1.6%	0.8%	2.3%	50.0%

15. Please describe the racial and ethnic diversity of your household (check all that apply):

- | | |
|--|---|
| <input type="checkbox"/> White 4.7% | <input type="checkbox"/> Asian XX% |
| <input type="checkbox"/> Black or African American 60.2% | <input type="checkbox"/> Asian Indian |
| <input type="checkbox"/> American Indian or Alaskan Native XX% | <input type="checkbox"/> Chinese |
| <input type="checkbox"/> Hispanic or Latino XX% | <input type="checkbox"/> Filipino |
| <input type="checkbox"/> Mexican | <input type="checkbox"/> Japanese |
| <input type="checkbox"/> Puerto Rican | <input type="checkbox"/> Korean |
| <input type="checkbox"/> Cuban | <input type="checkbox"/> Vietnamese |
| <input type="checkbox"/> Other Hispanic or Latino XX% | <input type="checkbox"/> Other Asian |
| <input type="checkbox"/> Other _____ XX% | <input type="checkbox"/> Native Hawaiian and other Pacific Islander XX% |
| | <input type="checkbox"/> Native Hawaiian |
| | <input type="checkbox"/> Guamanian or Chamorro |
| | <input type="checkbox"/> Samoan |
| | <input type="checkbox"/> Other Pacific Islander |

16. What is your age?

- Less than 18 XX%
 18-21 0.8%
 22-35 25.0%
 36-55 34.4%
 56-65 7.0%
 65+ 5.5%

17. What is the highest level of education you have completed?

- Grade school 3.1%
 High school 16.4%
 Some College 27.3%
 College 23.4%

Fond du Lac and North Neighborhood Household Survey

18. How have these quality of life issues changed during the last 5 years?

	Much Better	Better	Same	Worse	Much Worse
Housing quality	10.9%	26.6%	14.1%	11.7%	4.7%
Parks and recreation	3.1%	21.1%	21.1%	11.7%	5.5%
Job opportunities	3.9%	15.6%	17.2%	15.6%	8.6%
Schools	6.3%	27.3%	15.6%	7.8%	2.3%

19. How do you think these quality of life issues will change in the NEXT 5 years?

	Much Better	Better	Same	Worse	Much Worse
Housing quality	25.0%	31.3%	7.0%	2.3%	2.3%
Parks and recreation	19.5%	28.9%	13.3%	1.6%	3.1%
Job opportunities	13.3%	26.6%	15.6%	5.5%	4.7%
Schools	16.4%	29.7%	13.3%	2.3%	3.1%