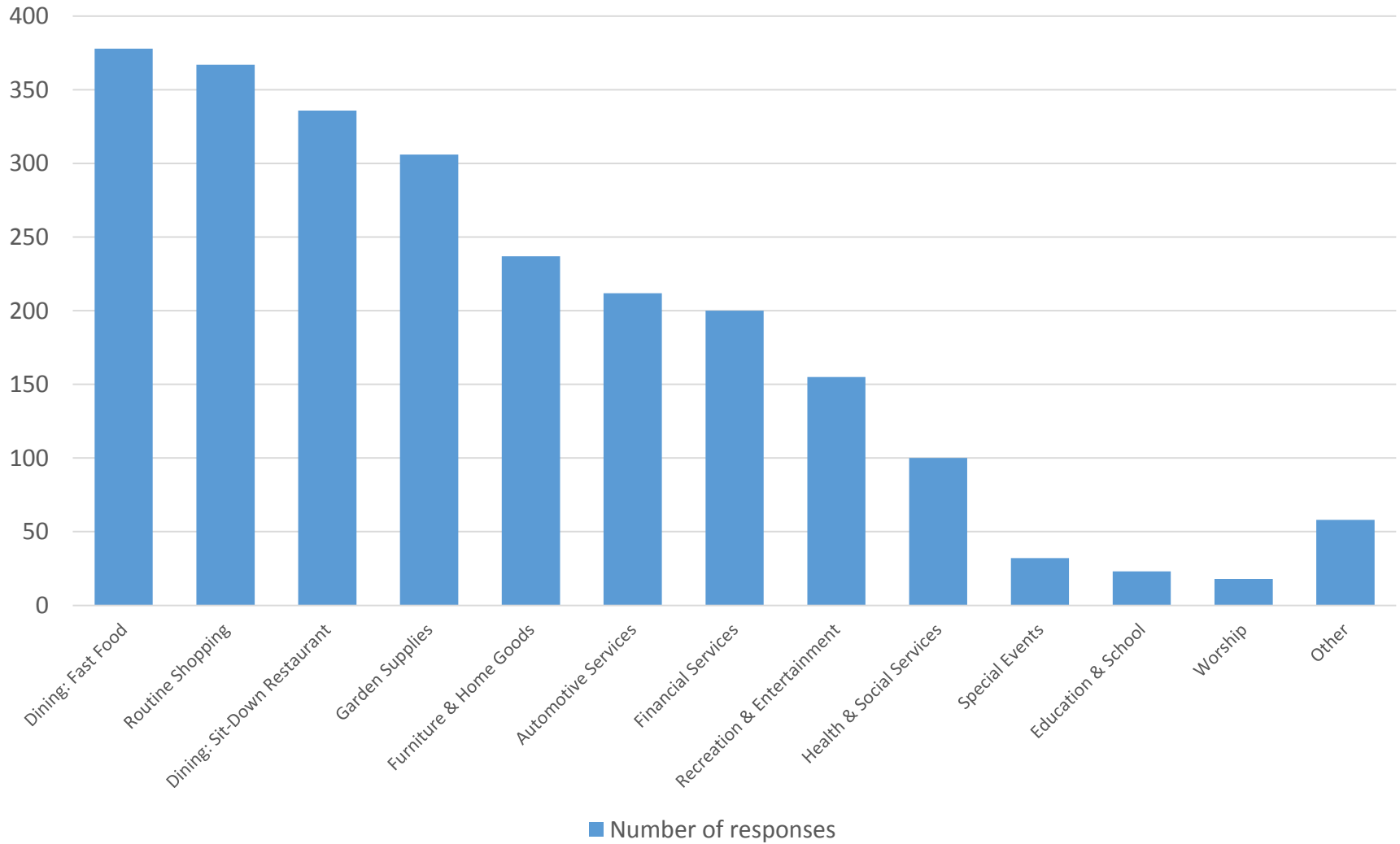


South 27th Street Strategic Action Plan

Residential Survey

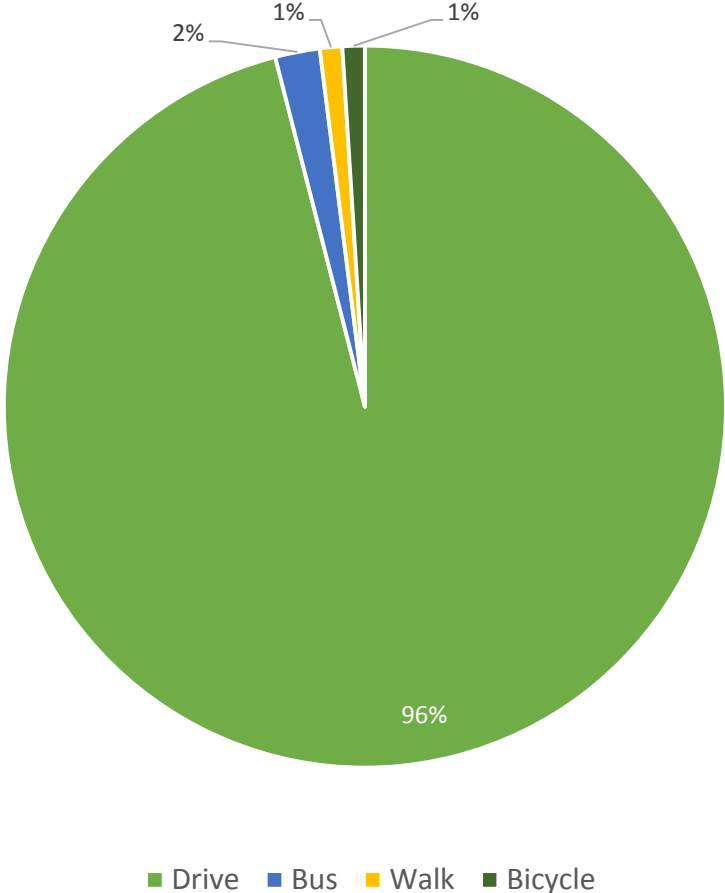
Conducted by the City of Milwaukee's
Department of City Development
between April 20 and May 20, 2016

Please select the types of businesses you typically visit on South 27th Street:



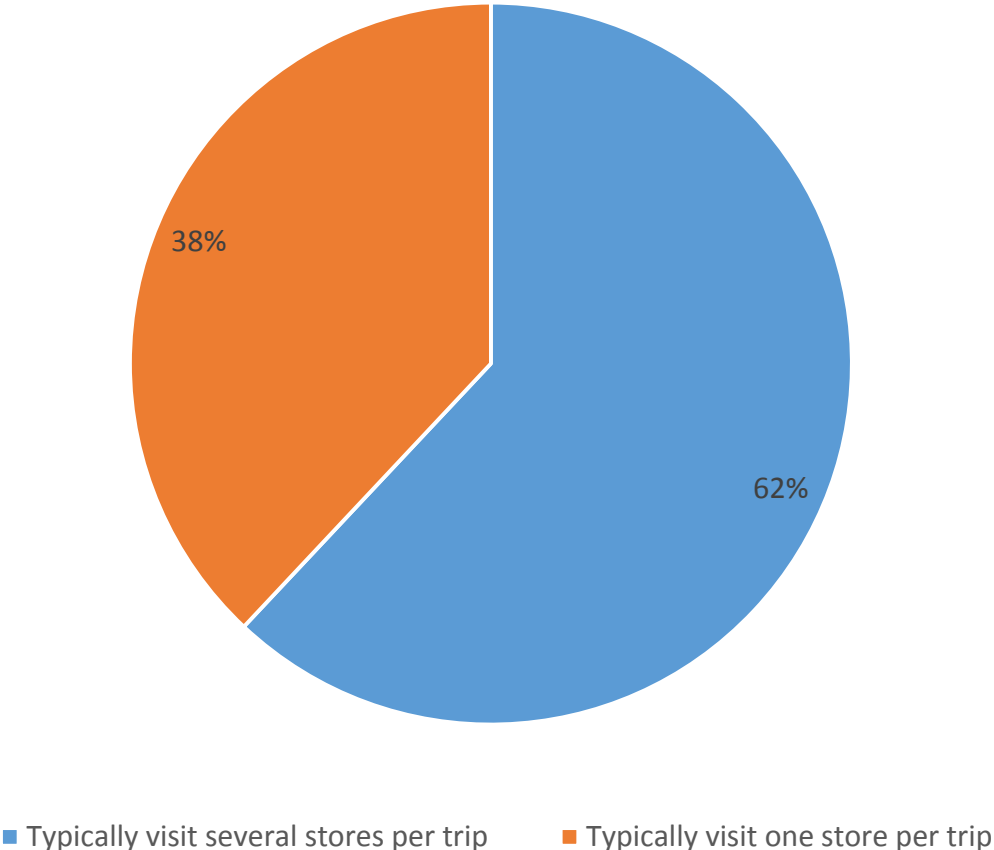
How do you most often arrive at your South 27th Street destination(s)?

Means of Transportation to South 27th Street



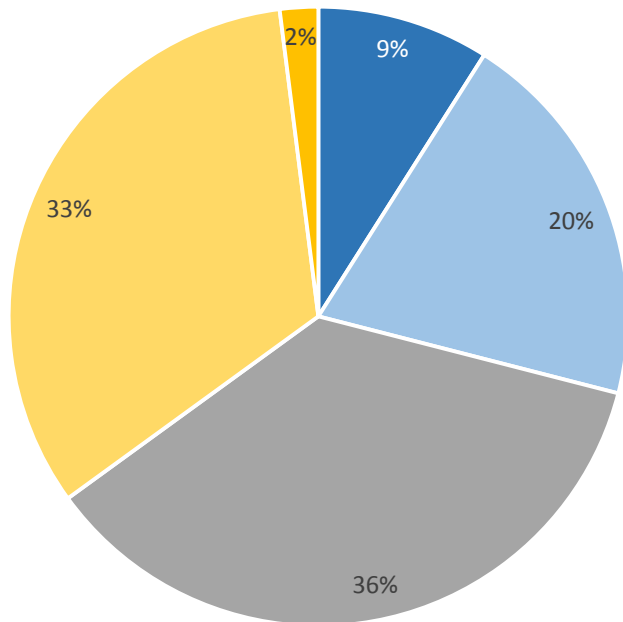
When you shop on South 27th Street, do you typically visit a single destination or visit multiple stores?

Shopping Habits

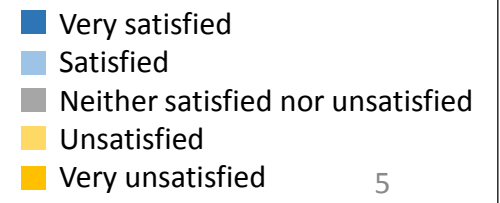
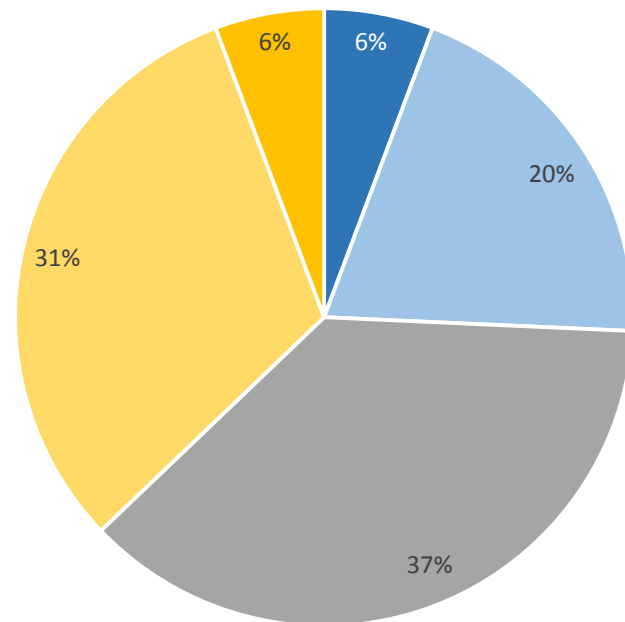


How satisfied are you with the following factors as they apply to South 27th Street?

Appearance of Buildings

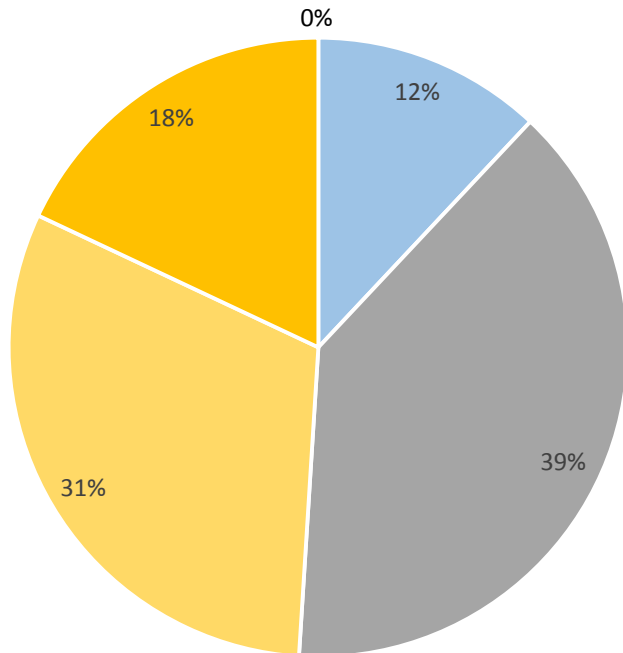


Appearance of Signage

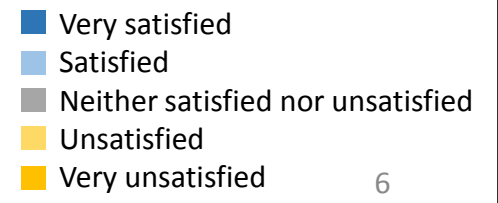
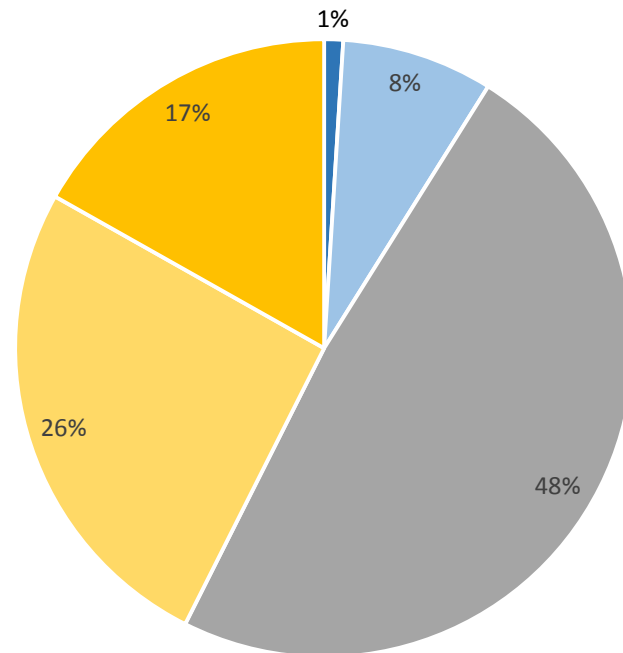


How satisfied are you with the following factors as they apply to South 27th Street?

Pedestrian Experience

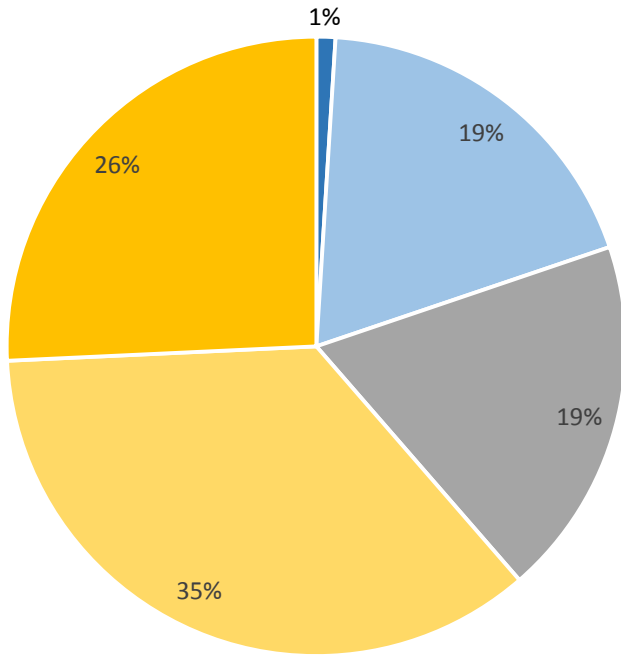


Bicycle Accommodations

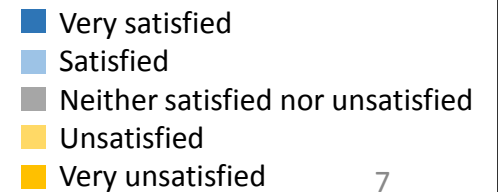
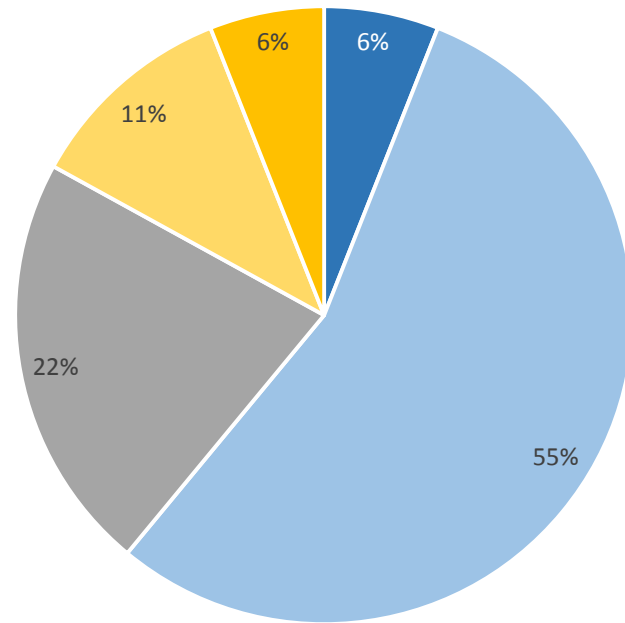


How satisfied are you with the following factors as they apply to South 27th Street?

Traffic Congestion

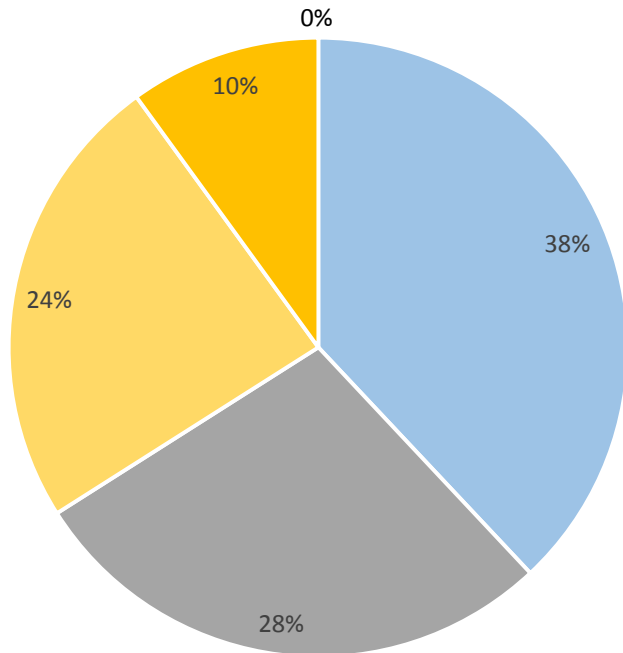


Parking Availability

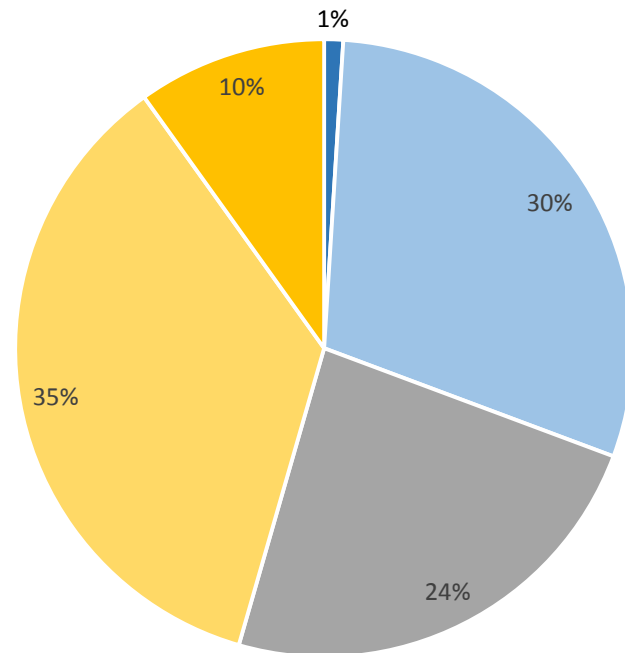


How satisfied are you with the following factors as they apply to South 27th Street?

Banners, Street Signs, Landscaping



Quality & Selection of Retailers



Very satisfied
Satisfied
Neither satisfied nor unsatisfied
Unsatisfied
Very unsatisfied

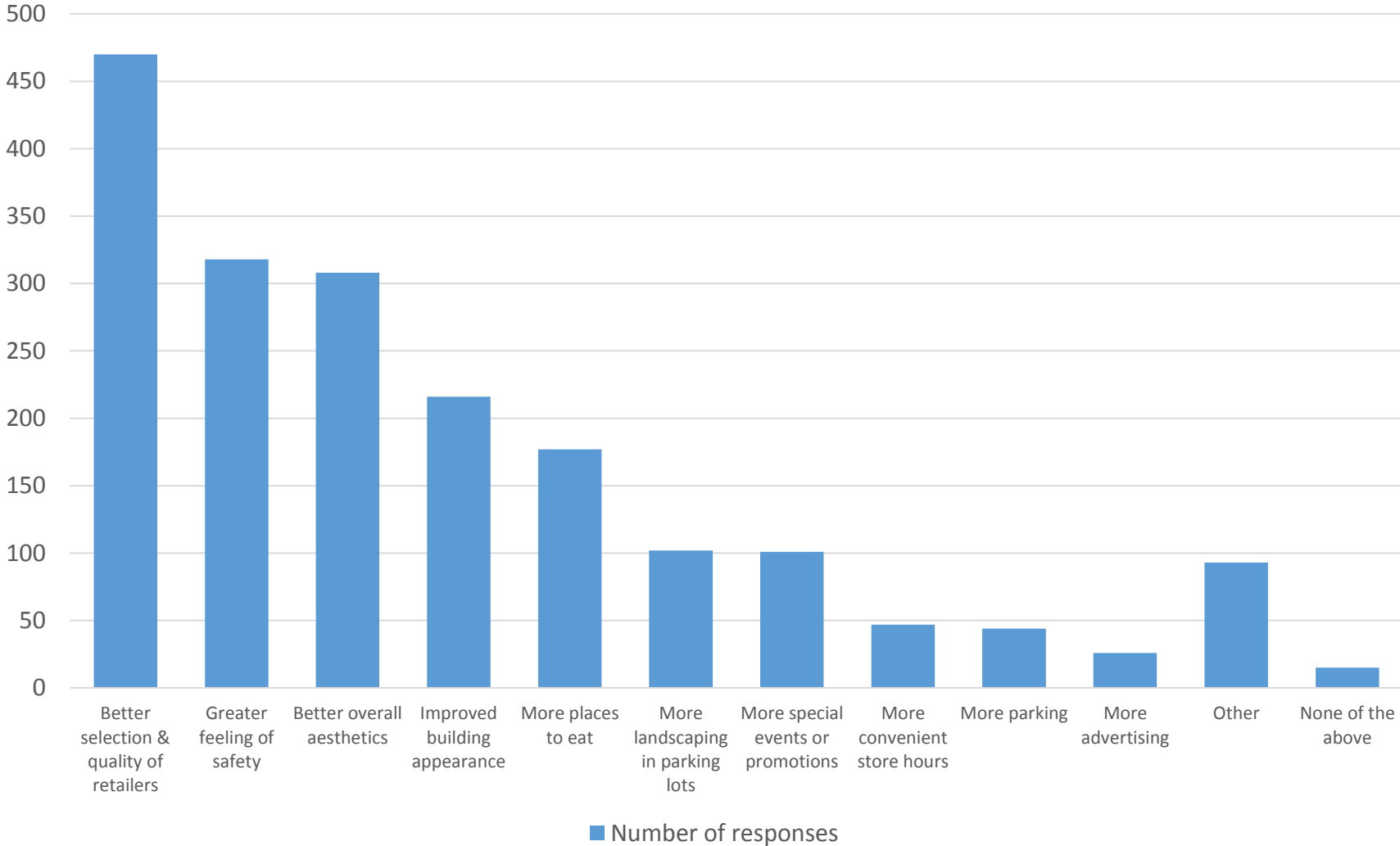
8

How often do you shop in these commercial areas?

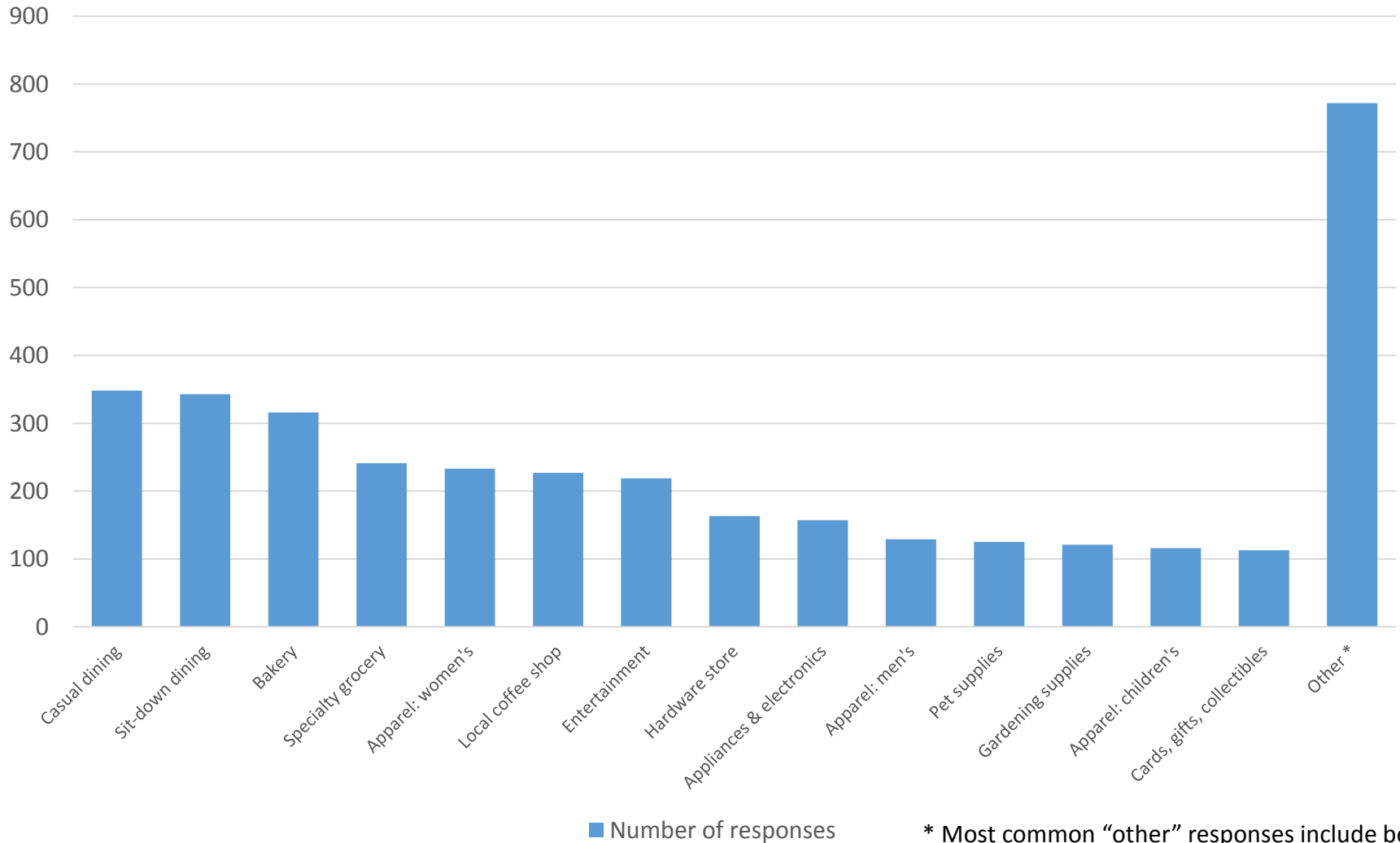
(Percentage of those responding “once a week” or “more than once a week”)

South 27 th Street (between College and Oklahoma).....	64%
Drexel Towne Center.....	30%
Southridge Mall / South 76 th Street.....	28%
Miller Park Way.....	25%
Kinnickinnic Avenue / Bayview.....	15%
Chase Avenue.....	15%
Downtown / Third Ward.....	11%
Mayfair Mall / Highway 100.....	6%
Other.....	18%

Of the following factors, which 3 factors would most likely make you shop more frequently on South 27th Street?



What types of businesses would cause you to visit South 27th Street more often if they were located on the corridor?



■ Number of responses

* Most common "other" responses include book store, beauty supply, Ikea, & general comments

Other Common Responses:

- Public safety is a concern
- Speeding and distracted motorists are a concern
- Some strip malls look dated and have noticeable vacancies
- More open space, parks, landscaping are desired
- More activity centers and play spaces for children and teens are desired
- Litter along some parts of the corridor needs to be addressed