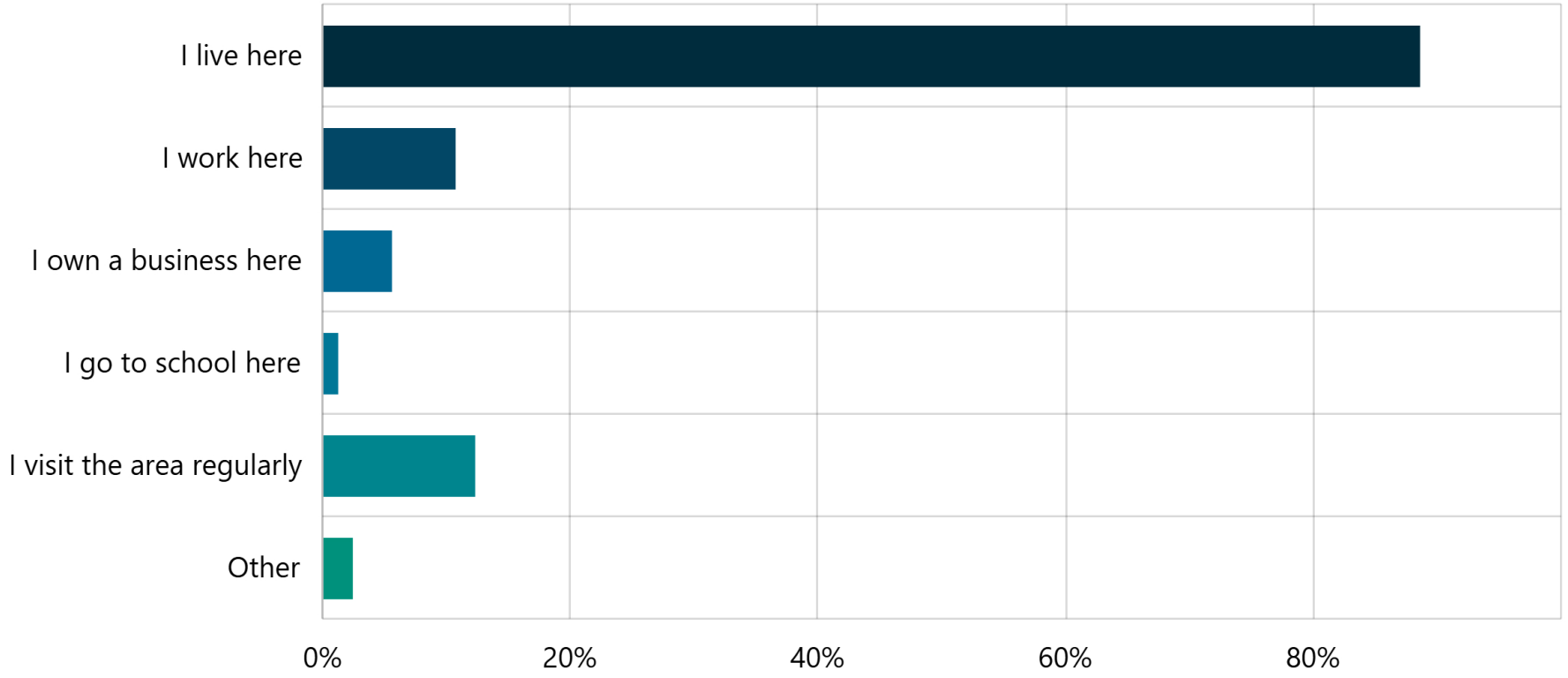
West Side Area Plan Update
Survey Results

In November of 2024, DCD launched an online survey to assist in establishing key priorities among residents and stakeholders. This document is a compilation of the responses.

The survey was launched in coordination with Community Meeting #1 and was advertised via e-notify, email, at aldermanic townhalls, at neighborhood association meetings, and social media. The survey was open through February 2025, and responses totaled 242. The survey was part of the initial kick-off phase of the planning process and will be used development the goals and strategic policies of the Plan.

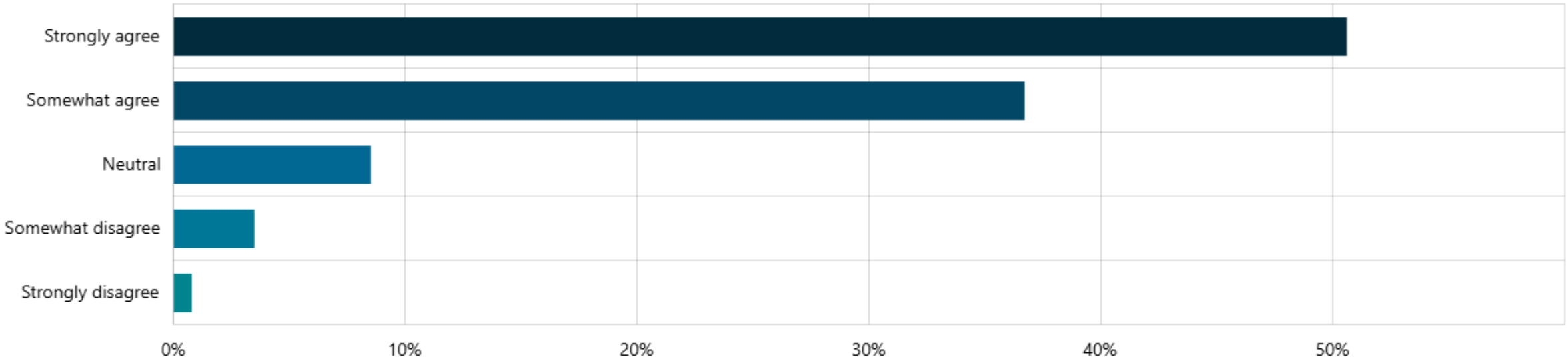
What is your relationship to the West Side Plan area?

About 90% of survey respondents live in the West Side Area

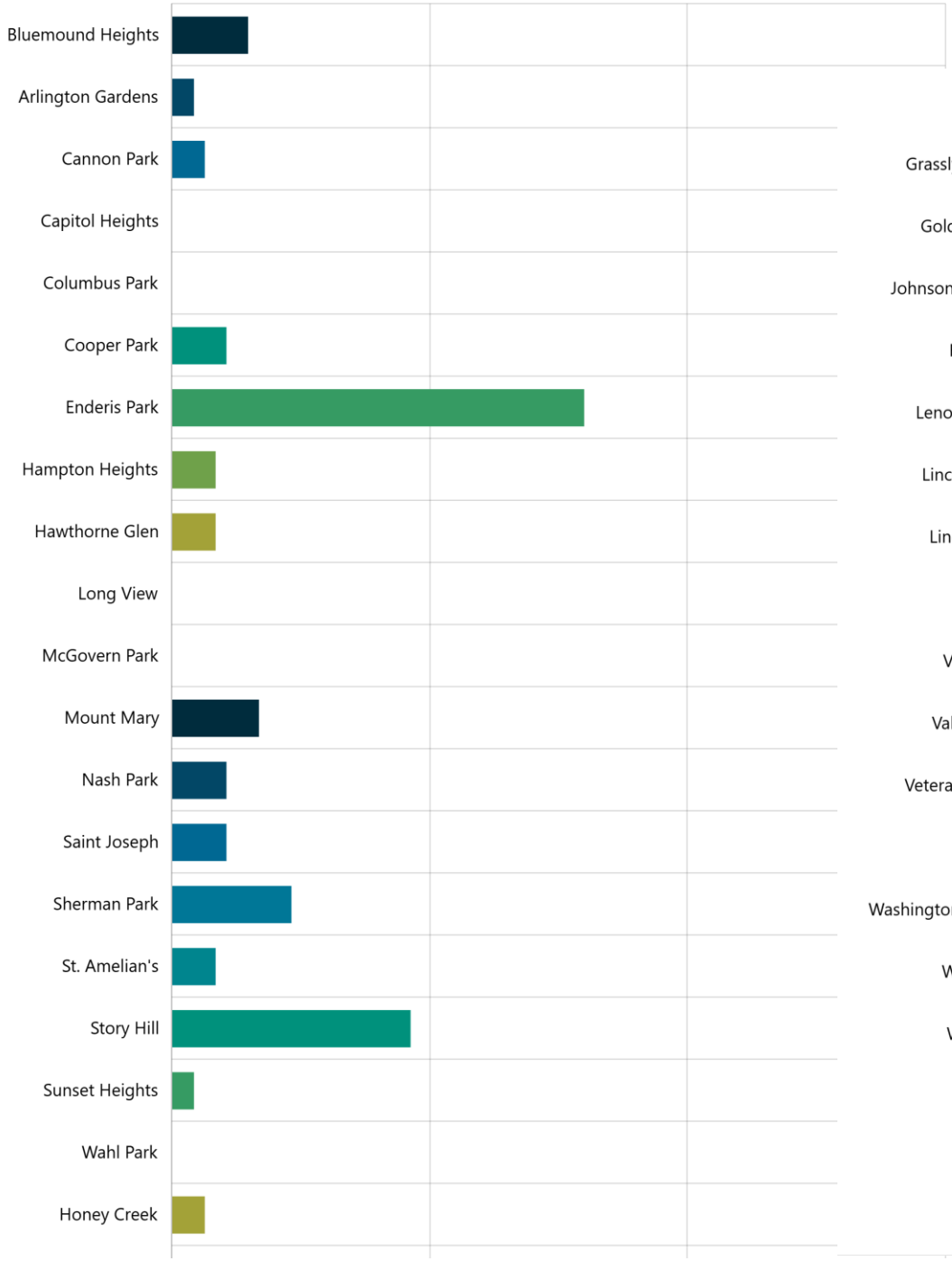


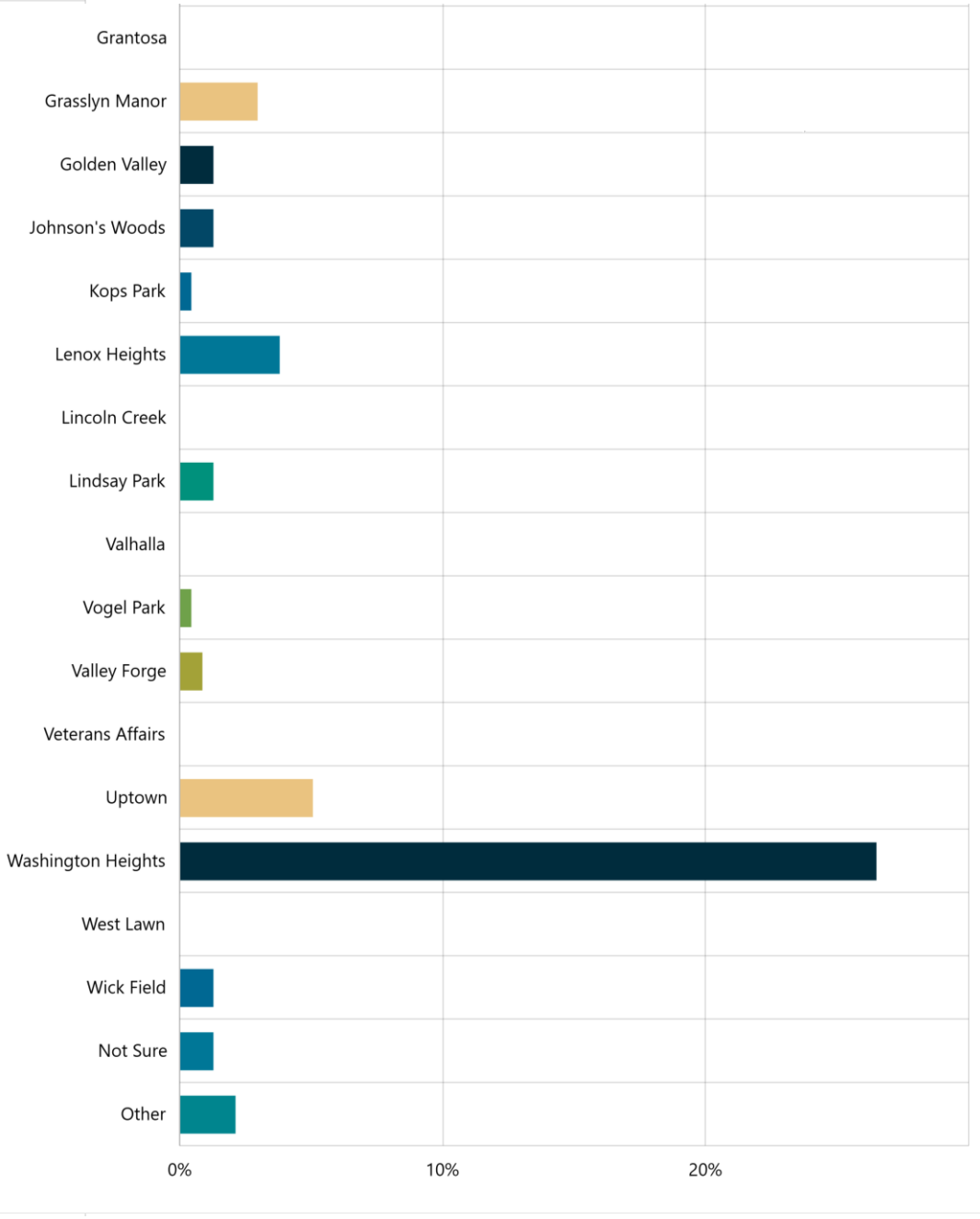
Rate how you feel about the following statement: I love my neighborhood!

86% strongly or somewhat agree with the statement: I love my neighborhood



28 different neighborhoods within the West Side plan area were represented in survey responses. Important to note is that how people identify their neighborhood may differ.



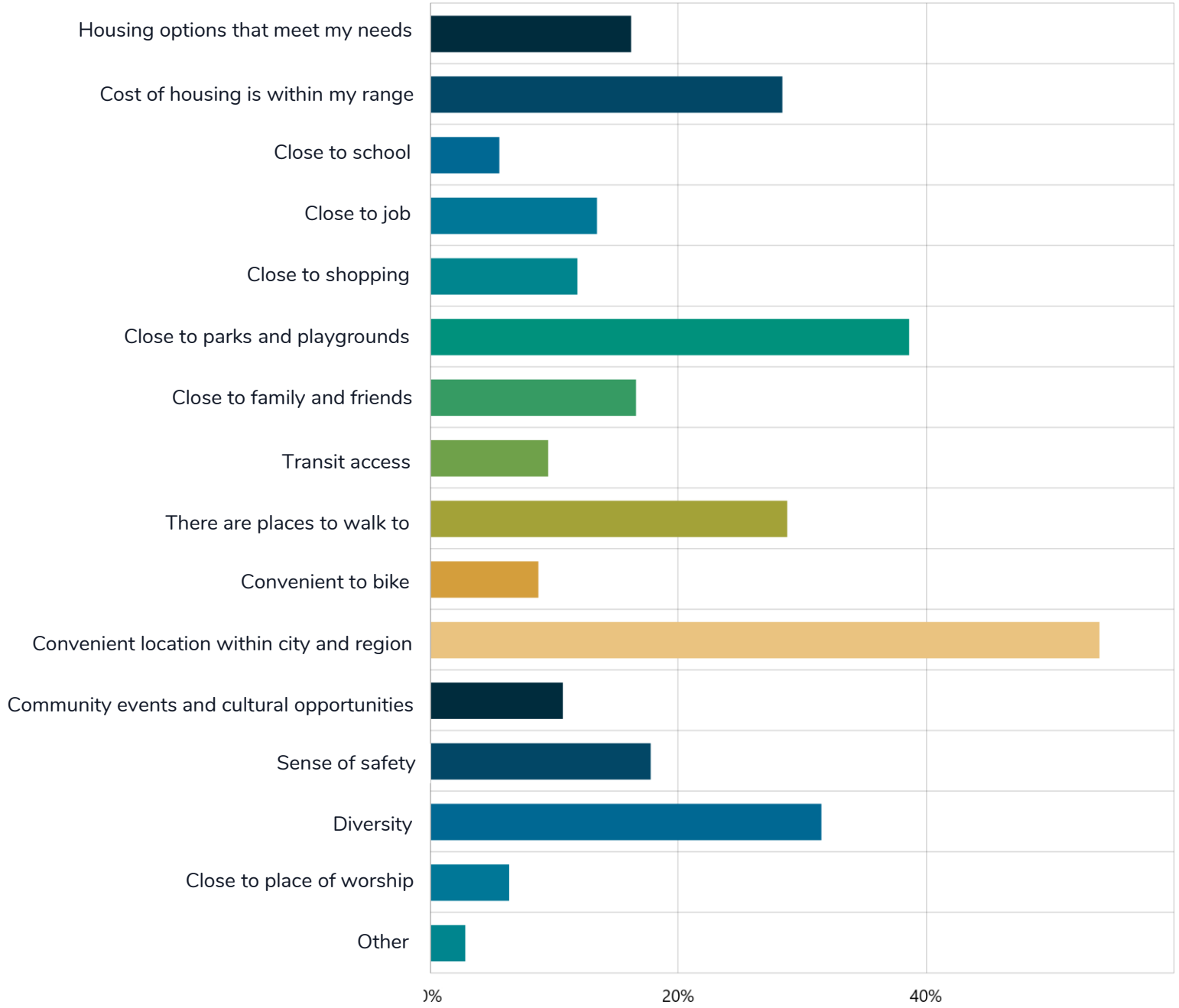


West Side
AREA PLAN UPDATE

What do you enjoy most about your neighborhood?

The top 5 answers were:

1. Convenient location within city and region
2. Close to parks and playgrounds
3. Diversity
4. Cost of housing is within my range
5. There are places to walk to

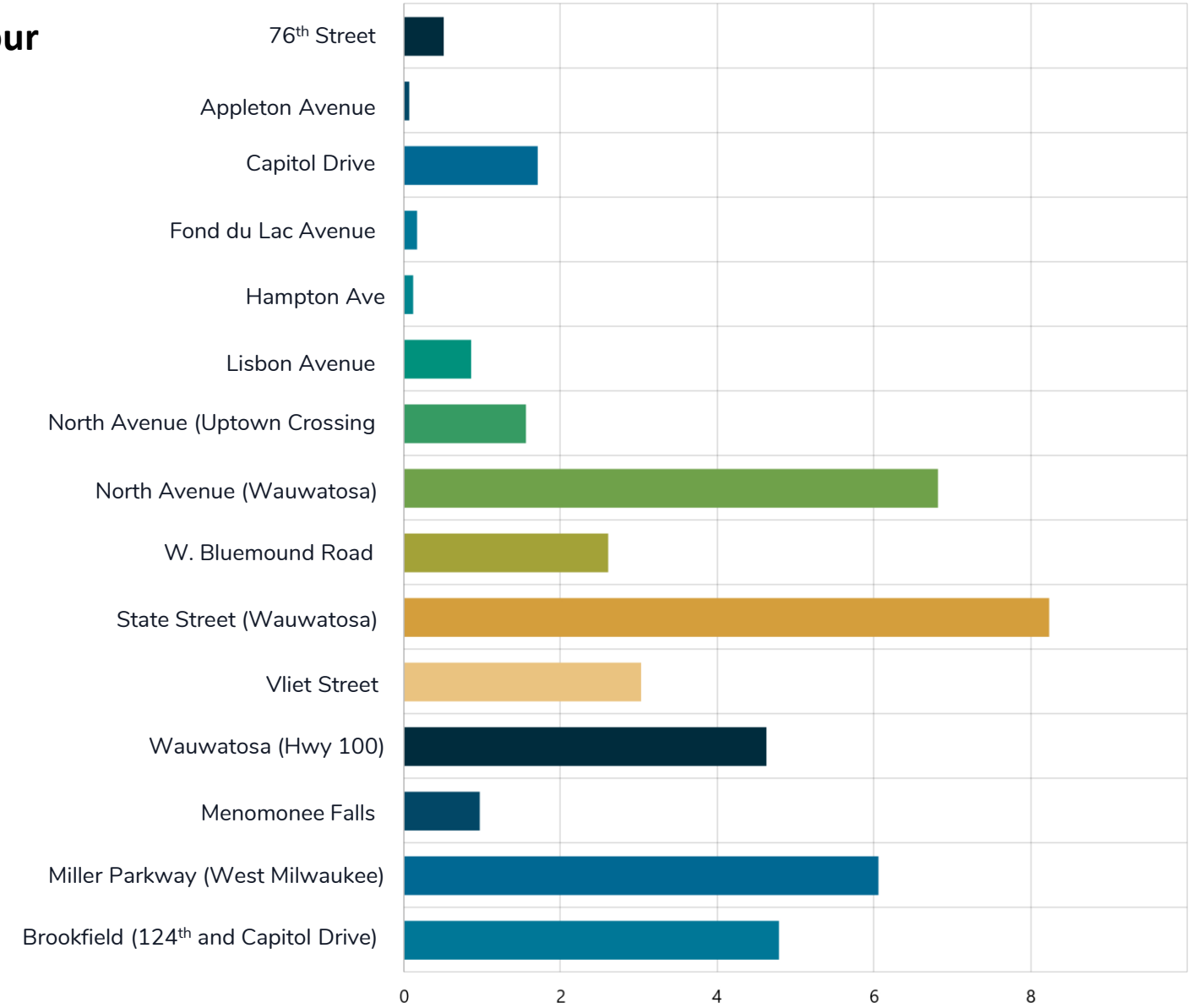


Please list the top three areas you do the most of your shopping?

The top 3 answers were:

1. State Street in Wauwatosa
2. North Avenue in Wauwatosa
3. Miller Parkway in West Milwaukee

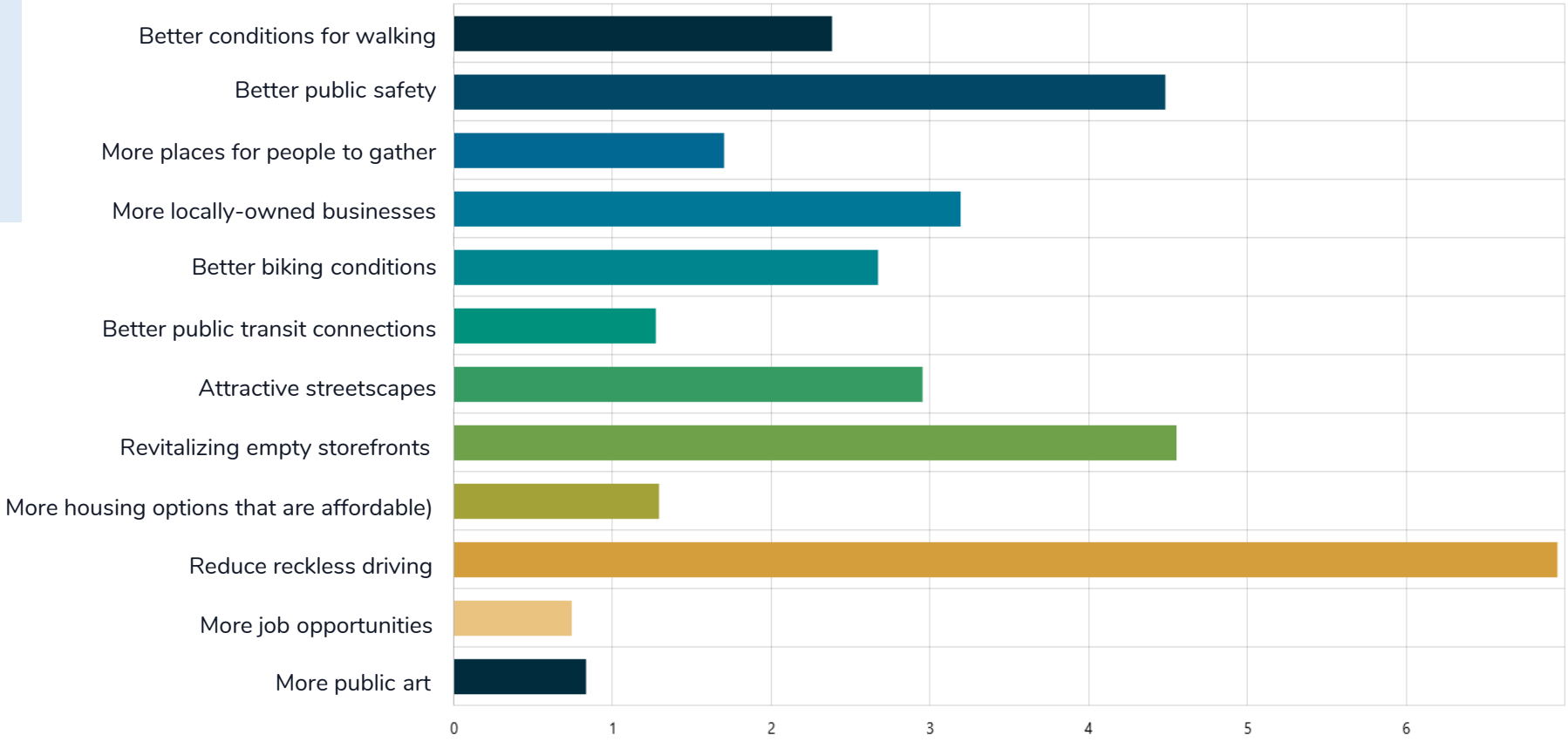
This indicates that many West Side residents are leaving their neighborhood to shop. It shows both that there is a lot of competitive options just outside the plan area, especially for big-box stores and grocery stores. It also indicates that there may be opportunities to strategize on ways to differentiate commercial areas in the West Side and/ or consider different uses.



Please rank your top 3 priorities for improvements in your neighborhood.

The top 3 answers were:

1. Reduce reckless driving
2. Better public safety
3. Revitalize empty storefronts



How would you prioritize improvements to transportation infrastructure in your neighborhood?

There was strong consensus among survey takers that maintenance/ repair of existing roads and calming traffic are top priorities.

