

Appendix B

Household Survey Results



Village of Whitefish Bay

Silver Spring Drive Master Plan Household Survey

You are invited to tell us what you would like to see in our village downtown area. The Village Board, and PDI, the consulting firm working on the Silver Spring Drive Master Plan, value your input. Please spend a few minutes to complete this survey. The information you will provide will be used as part of a strategic planning process to develop an enhanced and thriving Whitefish Bay business district. Your responses will be confidential and will not be sold for commercial use. If you have any questions, please call the Village Manager's Office at 962-6690.

The following survey results are based on 1470 survey forms. The number shown next to each box represents the percentage of times that box was checked.

BACKGROUND INFORMATION

Q1. How many years have you lived, or owned property, in Whitefish Bay?

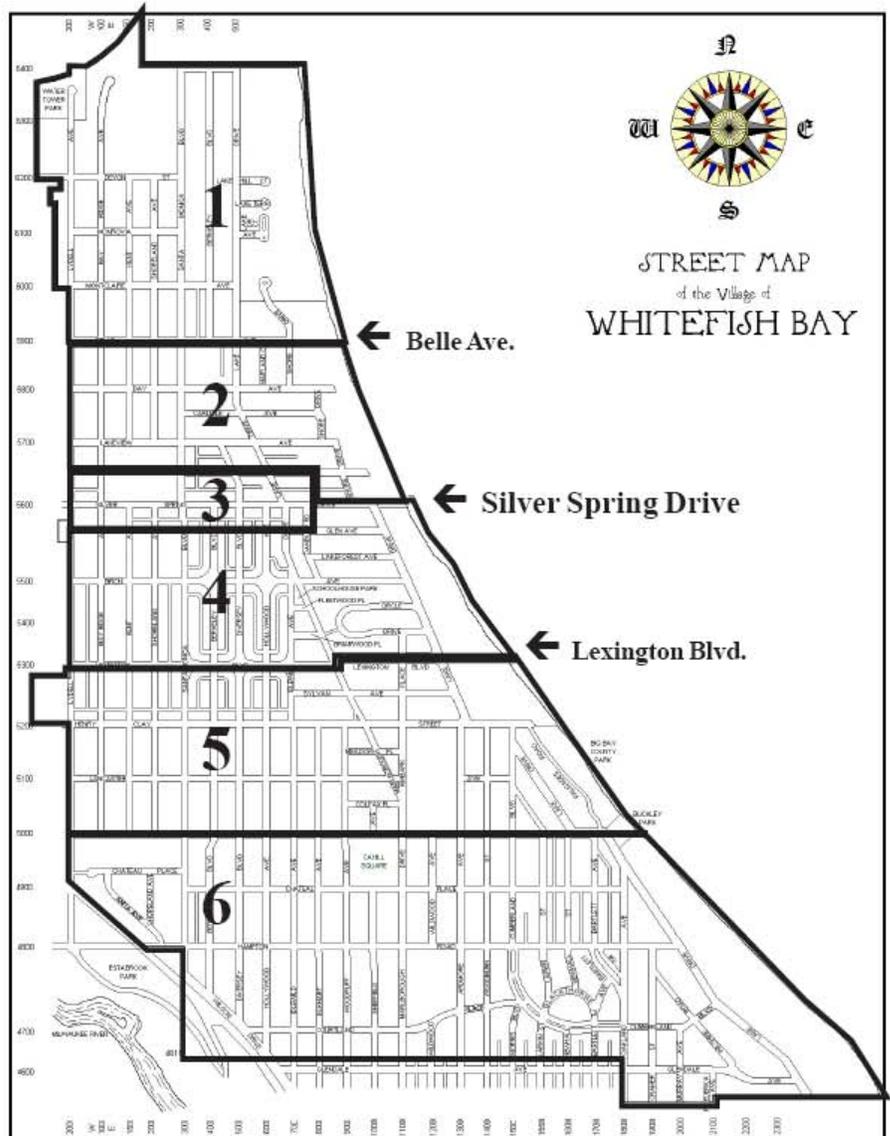
- 0-5 **21.9%**
- 6-10 **17.8%**
- 11 to 20 **20.1%**
- Over 20 **40.2%**

Q2. From the map on the right, please indicate the area where your residence is located.

- 15.2%** 1 4 **15.2%**
- 12.1%** 2 5 **20.0%**
- 4.0%** 3 6 **33.4%**

Q3. Number of children for whom your household is their primary residence:

- 0 **49.6%**
- 1-2 **37.4%**
- 3-5 **12.5%**
- 6+ **0.5%**



RETAIL AND BUSINESS

Q4. Where do you, or a members of your household shop?

	Almost Daily	At Least 1/week	About 1/month	Rarely	Never
Nearby Areas					
Silver Spring Drive	26.7% <input type="checkbox"/>	50.8% <input type="checkbox"/>	15.9% <input type="checkbox"/>	6.3% <input type="checkbox"/>	0.4% <input type="checkbox"/>
Oakland Avenue	7.3% <input type="checkbox"/>	32.3% <input type="checkbox"/>	26.2% <input type="checkbox"/>	28.3% <input type="checkbox"/>	5.9% <input type="checkbox"/>
Bay Shore Mall	3.0% <input type="checkbox"/>	44.3% <input type="checkbox"/>	46.9% <input type="checkbox"/>	5.7% <input type="checkbox"/>	0.1% <input type="checkbox"/>
Port Washington Road	2.2% <input type="checkbox"/>	30.7% <input type="checkbox"/>	42.7% <input type="checkbox"/>	22.1% <input type="checkbox"/>	2.4% <input type="checkbox"/>
River Point & Audubon Court	0.1% <input type="checkbox"/>	6.3% <input type="checkbox"/>	36.1% <input type="checkbox"/>	44.0% <input type="checkbox"/>	13.3% <input type="checkbox"/>
Downer Avenue	0.1% <input type="checkbox"/>	2.2% <input type="checkbox"/>	14.2% <input type="checkbox"/>	52.5% <input type="checkbox"/>	31.0% <input type="checkbox"/>
Brady Street	0.3% <input type="checkbox"/>	1.7% <input type="checkbox"/>	7.4% <input type="checkbox"/>	41.4% <input type="checkbox"/>	49.4% <input type="checkbox"/>
Downtown Milwaukee	1.2% <input type="checkbox"/>	2.6% <input type="checkbox"/>	12.5% <input type="checkbox"/>	53.7% <input type="checkbox"/>	30.1% <input type="checkbox"/>
Northridge Mall	---% <input type="checkbox"/>	0.1% <input type="checkbox"/>	2.5% <input type="checkbox"/>	30.0% <input type="checkbox"/>	67.2% <input type="checkbox"/>
Mequon	0.1% <input type="checkbox"/>	7.3% <input type="checkbox"/>	28.6% <input type="checkbox"/>	49.6% <input type="checkbox"/>	14.2% <input type="checkbox"/>
North Suburban (Other than Mequon)	0.1% <input type="checkbox"/>	4.0% <input type="checkbox"/>	18.6% <input type="checkbox"/>	44.6% <input type="checkbox"/>	32.6% <input type="checkbox"/>
Distant Areas					
Mayfair Mall	0.4% <input type="checkbox"/>	5.3% <input type="checkbox"/>	42.7% <input type="checkbox"/>	45.5% <input type="checkbox"/>	6.0% <input type="checkbox"/>
Brookfield Square Mall	---% <input type="checkbox"/>	1.0% <input type="checkbox"/>	16.8% <input type="checkbox"/>	49.9% <input type="checkbox"/>	32.2% <input type="checkbox"/>
West Suburban (Other than Mayfair & Brookfield Sq)	0.1% <input type="checkbox"/>	1.2% <input type="checkbox"/>	8.6% <input type="checkbox"/>	35.5% <input type="checkbox"/>	54.6% <input type="checkbox"/>
South Suburban	---% <input type="checkbox"/>	0.4% <input type="checkbox"/>	2.7% <input type="checkbox"/>	24.7% <input type="checkbox"/>	72.1% <input type="checkbox"/>
Suburban Chicago Malls	0.1% <input type="checkbox"/>	0.1% <input type="checkbox"/>	8.3% <input type="checkbox"/>	41.9% <input type="checkbox"/>	49.6% <input type="checkbox"/>
Suburban Chicago Community Shopping Districts	---% <input type="checkbox"/>	0.1% <input type="checkbox"/>	4.4% <input type="checkbox"/>	31.7% <input type="checkbox"/>	63.8% <input type="checkbox"/>
Downtown Chicago	0.1% <input type="checkbox"/>	0.1% <input type="checkbox"/>	4.5% <input type="checkbox"/>	51.0% <input type="checkbox"/>	44.2% <input type="checkbox"/>
Outlet Malls	0.1% <input type="checkbox"/>	0.4% <input type="checkbox"/>	9.0% <input type="checkbox"/>	57.8% <input type="checkbox"/>	32.6% <input type="checkbox"/>
Internet/Catalog	1.1% <input type="checkbox"/>	6.3% <input type="checkbox"/>	33.5% <input type="checkbox"/>	39.3% <input type="checkbox"/>	19.8% <input type="checkbox"/>

Q5. Do you feel that the Silver Spring Drive Business District is a valuable part of your community?

Yes 93.6%
 No 1.4%
 Neutral 5.1%
 Why/why not? _____

Q6. Do you bring family and friends from out of town to the Silver Spring Business District?

Often 20.3%
 Sometimes 48.4%
 Rarely 19.7%
 Never 11.5%

Q7. How do you rate the visual appearance of the Whitefish Bay Silver Spring Drive retail area?

	Very Good	Good	Neutral	Poor	Very Poor
Streets and sidewalks	<input type="checkbox"/> 14.5%	<input type="checkbox"/> 50.0%	<input type="checkbox"/> 25.8%	<input type="checkbox"/> 8.5%	<input type="checkbox"/> 1.1%
Storefronts and window displays	<input type="checkbox"/> 9.1%	<input type="checkbox"/> 40.8%	<input type="checkbox"/> 33.3%	<input type="checkbox"/> 15.4%	<input type="checkbox"/> 1.7%
Business signage	<input type="checkbox"/> 5.4%	<input type="checkbox"/> 26.7%	<input type="checkbox"/> 40.6%	<input type="checkbox"/> 23.8%	<input type="checkbox"/> 3.5%
Landscaping (trees, lighting, banners, etc.)	<input type="checkbox"/> 9.3%	<input type="checkbox"/> 40.2%	<input type="checkbox"/> 30.7%	<input type="checkbox"/> 17.3%	<input type="checkbox"/> 2.5%
Overall image – architectural style	<input type="checkbox"/> 7.7%	<input type="checkbox"/> 29.7%	<input type="checkbox"/> 36.9%	<input type="checkbox"/> 22.4%	<input type="checkbox"/> 3.3%

Any additional comments regarding general visual character: _____

Q8. How do you rate the following items within the Whitefish Bay Silver Spring Drive retail area?

	Very Good	Good	Neutral	Poor	Very Poor
Variety of Businesses	<input type="checkbox"/> 10.4%	<input type="checkbox"/> 50.0%	<input type="checkbox"/> 25.5%	<input type="checkbox"/> 13.1%	<input type="checkbox"/> 1.1%
Quality of Businesses (product offering, presentation, etc.)	<input type="checkbox"/> 20.6%	<input type="checkbox"/> 56.0%	<input type="checkbox"/> 18.8%	<input type="checkbox"/> 4.2%	<input type="checkbox"/> 0.4%
Retail Service (friendliness, helpfulness, etc.)	<input type="checkbox"/> 26.0%	<input type="checkbox"/> 57.8%	<input type="checkbox"/> 14.4%	<input type="checkbox"/> 1.5%	<input type="checkbox"/> 0.4%
Pedestrian Access	<input type="checkbox"/> 25.0%	<input type="checkbox"/> 53.9%	<input type="checkbox"/> 14.4%	<input type="checkbox"/> 5.7%	<input type="checkbox"/> 1.1%
Bicycle Access (bike racks etc.)	<input type="checkbox"/> 7.9%	<input type="checkbox"/> 29.5%	<input type="checkbox"/> 44.4%	<input type="checkbox"/> 16.8%	<input type="checkbox"/> 1.7%

Q9. How do you rate the hours of business operation in the Silver Spring Drive retail area? (check all that apply)

Not open early enough	6.8% <input type="checkbox"/>	Not open late enough	34.7% <input type="checkbox"/>	Open about the right amount	58.0% <input type="checkbox"/>	Open too late	0.3% <input type="checkbox"/>
-----------------------	-------------------------------	----------------------	--------------------------------	-----------------------------	--------------------------------	---------------	-------------------------------

Q10. How often do you or members of your household attend the following community events?

	Often	Sometimes	Rarely	Never
Fourth of July Events	<input type="checkbox"/> 67.2%	<input type="checkbox"/> 18.9%	<input type="checkbox"/> 7.6%	<input type="checkbox"/> 6.2%
Pumpkin Display	<input type="checkbox"/> 64.3%	<input type="checkbox"/> 23.6%	<input type="checkbox"/> 7.7%	<input type="checkbox"/> 4.4%
Summer Band Concerts	<input type="checkbox"/> 5.2%	<input type="checkbox"/> 26.2%	<input type="checkbox"/> 36.5%	<input type="checkbox"/> 32.1%
Bay Block Party	<input type="checkbox"/> 14.4%	<input type="checkbox"/> 27.3%	<input type="checkbox"/> 25.1%	<input type="checkbox"/> 33.1%
Sidewalk Sales	<input type="checkbox"/> 16.3%	<input type="checkbox"/> 38.4%	<input type="checkbox"/> 28.7%	<input type="checkbox"/> 16.6%
Ice Cream Social	<input type="checkbox"/> 5.5%	<input type="checkbox"/> 21.9%	<input type="checkbox"/> 29.7%	<input type="checkbox"/> 43.1%
Holiday Stroll	<input type="checkbox"/> 28.8%	<input type="checkbox"/> 25.6%	<input type="checkbox"/> 18.3%	<input type="checkbox"/> 27.3%
Silver Spring Bike Race	<input type="checkbox"/> 22.4%	<input type="checkbox"/> 23.1%	<input type="checkbox"/> 19.3%	<input type="checkbox"/> 35.2%

Q11a. What type(s) of NEW business uses do you WANT to see on Silver Spring Drive?

Q11b. How often do you use/shop at these types of businesses?

	Want	No Opinion	Don't Want	Almost Daily	At Least 1/week	About 1/month	Rarely	Never
Neighborhood Retail								
Delicatessen	<input type="checkbox"/> 64.4%	<input type="checkbox"/> 26.9%	<input type="checkbox"/> 8.6%	<input type="checkbox"/> 5.3%	<input type="checkbox"/> 50.2%	<input type="checkbox"/> 27.5%	<input type="checkbox"/> 14.4%	<input type="checkbox"/> 2.5%
Hardware store	<input type="checkbox"/> 33.6%	<input type="checkbox"/> 29.0%	<input type="checkbox"/> 37.3%	<input type="checkbox"/> 1.1%	<input type="checkbox"/> 32.5%	<input type="checkbox"/> 57.4%	<input type="checkbox"/> 8.0%	<input type="checkbox"/> 1.1%
Electronics	<input type="checkbox"/> 10.0%	<input type="checkbox"/> 39.5%	<input type="checkbox"/> 50.4%	<input type="checkbox"/> 0.3%	<input type="checkbox"/> 1.9%	<input type="checkbox"/> 23.1%	<input type="checkbox"/> 64.7%	<input type="checkbox"/> 10.0%
Video/ music store	<input type="checkbox"/> 18.3%	<input type="checkbox"/> 33.2%	<input type="checkbox"/> 48.5%	<input type="checkbox"/> 0.7%	<input type="checkbox"/> 13.9%	<input type="checkbox"/> 34.4%	<input type="checkbox"/> 39.6%	<input type="checkbox"/> 11.4%
Copy center	<input type="checkbox"/> 13.4%	<input type="checkbox"/> 35.1%	<input type="checkbox"/> 51.4%	<input type="checkbox"/> 0.8%	<input type="checkbox"/> 8.1%	<input type="checkbox"/> 23.6%	<input type="checkbox"/> 49.7%	<input type="checkbox"/> 17.8%
Florist	<input type="checkbox"/> 42.7%	<input type="checkbox"/> 41.6%	<input type="checkbox"/> 15.6%	<input type="checkbox"/> 0.3%	<input type="checkbox"/> 6.3%	<input type="checkbox"/> 37.4%	<input type="checkbox"/> 49.8%	<input type="checkbox"/> 6.0%
Bookstore	<input type="checkbox"/> 57.9%	<input type="checkbox"/> 28.4%	<input type="checkbox"/> 13.8%	<input type="checkbox"/> 1.6%	<input type="checkbox"/> 24.9%	<input type="checkbox"/> 55.3%	<input type="checkbox"/> 15.7%	<input type="checkbox"/> 2.4%
Clothing	<input type="checkbox"/> 51.6%	<input type="checkbox"/> 36.9%	<input type="checkbox"/> 11.5%	<input type="checkbox"/> 1.1%	<input type="checkbox"/> 24.8%	<input type="checkbox"/> 55.1%	<input type="checkbox"/> 16.5%	<input type="checkbox"/> 2.4%
Restaurants								
Sandwich shop	<input type="checkbox"/> 56.0%	<input type="checkbox"/> 31.8%	<input type="checkbox"/> 12.2%	<input type="checkbox"/> 5.1%	<input type="checkbox"/> 40.9%	<input type="checkbox"/> 32.6%	<input type="checkbox"/> 17.7%	<input type="checkbox"/> 3.8%
Family restaurant	<input type="checkbox"/> 52.9%	<input type="checkbox"/> 30.4%	<input type="checkbox"/> 16.8%	<input type="checkbox"/> 1.6%	<input type="checkbox"/> 35.3%	<input type="checkbox"/> 42.1%	<input type="checkbox"/> 16.7%	<input type="checkbox"/> 4.2%
Natural foods	<input type="checkbox"/> 37.7%	<input type="checkbox"/> 41.7%	<input type="checkbox"/> 21.0%	<input type="checkbox"/> 1.6%	<input type="checkbox"/> 16.0%	<input type="checkbox"/> 22.5%	<input type="checkbox"/> 31.4%	<input type="checkbox"/> 28.4%
Gourmet restaurant	<input type="checkbox"/> 52.4%	<input type="checkbox"/> 32.0%	<input type="checkbox"/> 15.7%	<input type="checkbox"/> 0.7%	<input type="checkbox"/> 15.7%	<input type="checkbox"/> 43.1%	<input type="checkbox"/> 30.2%	<input type="checkbox"/> 10.2%
Ice cream/yogurt shop	<input type="checkbox"/> 44.2%	<input type="checkbox"/> 37.5%	<input type="checkbox"/> 18.3%	<input type="checkbox"/> 1.2%	<input type="checkbox"/> 24.0%	<input type="checkbox"/> 42.1%	<input type="checkbox"/> 26.5%	<input type="checkbox"/> 6.1%
Cafe	<input type="checkbox"/> 66.4%	<input type="checkbox"/> 24.9%	<input type="checkbox"/> 8.6%	<input type="checkbox"/> 4.9%	<input type="checkbox"/> 38.5%	<input type="checkbox"/> 37.3%	<input type="checkbox"/> 13.9%	<input type="checkbox"/> 5.4%

Q11c. OTHER businesses you WANT to see: _____

Q11d. OTHER businesses you DO NOT WANT to see: _____

TRAFFIC & CIRCULATION

Q12. How do members of your household get to Silver Spring Drive? (check all that apply)

Walk	Bus	Bicycle	Car	Don't go to Silver Spring Dr.
72.0% <input type="checkbox"/>	1.8% <input type="checkbox"/>	37.6% <input type="checkbox"/>	89.1% <input type="checkbox"/>	0.6% <input type="checkbox"/>

Q13. How difficult is it for pedestrians to cross Silver Spring Drive at the following locations?

	Very Difficult	Difficult	Neutral	Easy	Very Easy
Silver Spring and Lake Drive	<input type="checkbox"/> 13.1%	<input type="checkbox"/> 25.5%	<input type="checkbox"/> 27.1%	<input type="checkbox"/> 29.8%	<input type="checkbox"/> 4.5%
Silver Spring and Berkeley (Fox Bay)	<input type="checkbox"/> 13.1%	<input type="checkbox"/> 36.5%	<input type="checkbox"/> 30.8%	<input type="checkbox"/> 17.9%	<input type="checkbox"/> 1.6%
Silver Spring and Santa Monica	<input type="checkbox"/> 2.2%	<input type="checkbox"/> 8.1%	<input type="checkbox"/> 30.8%	<input type="checkbox"/> 50.0%	<input type="checkbox"/> 8.8%
Silver Spring and Kent (Dominican)	<input type="checkbox"/> 6.1%	<input type="checkbox"/> 23.9%	<input type="checkbox"/> 41.7%	<input type="checkbox"/> 24.7%	<input type="checkbox"/> 3.5%
Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q14. Does traffic move too fast through the Silver Spring Business District?

Yes	No	Neutral
30.2% <input type="checkbox"/>	51.5% <input type="checkbox"/>	18.3% <input type="checkbox"/>

Q15. How do you rate the following parking areas in the Silver Spring Drive business district?

	Very Inconvenient	Inconvenient	Neutral	Convenient	Very Convenient
Municipal Lot behind Winkies	2.7% <input type="checkbox"/>	3.9% <input type="checkbox"/>	10.4% <input type="checkbox"/>	55.5% <input type="checkbox"/>	27.3% <input type="checkbox"/>
Parking Lot behind Fox Bay buildings	2.9% <input type="checkbox"/>	7.9% <input type="checkbox"/>	17.1% <input type="checkbox"/>	50.0% <input type="checkbox"/>	22.1% <input type="checkbox"/>
On Silver Spring East of Santa Monica Blvd.	4.1% <input type="checkbox"/>	17.2% <input type="checkbox"/>	36.4% <input type="checkbox"/>	35.4% <input type="checkbox"/>	6.8% <input type="checkbox"/>
On Silver Spring West of Santa Monica Blvd.	4.3% <input type="checkbox"/>	19.6% <input type="checkbox"/>	44.6% <input type="checkbox"/>	26.9% <input type="checkbox"/>	4.6% <input type="checkbox"/>

ATTITUDE TOWARDS NEW DEVELOPMENT AND REDEVELOPMENT

Q16. How should the Village approach change within the Silver Spring Business District?

Major Change	Minor Change	Do Nothing
34.7% <input type="checkbox"/>	60.2% <input type="checkbox"/>	5.0% <input type="checkbox"/>

Q17. If new development/redevelopment is proposed by businesses, what factors are important when considering plans?

	Very Important	Somewhat Important	No Opinion	Somewhat Unimportant	Very Unimportant
Architectural quality and materials	71.2% <input type="checkbox"/>	23.4% <input type="checkbox"/>	3.9% <input type="checkbox"/>	0.9% <input type="checkbox"/>	0.6% <input type="checkbox"/>
Building Height	51.5% <input type="checkbox"/>	30.6% <input type="checkbox"/>	11.2% <input type="checkbox"/>	4.7% <input type="checkbox"/>	2.0% <input type="checkbox"/>
Minimal traffic impact	42.4% <input type="checkbox"/>	40.8% <input type="checkbox"/>	10.5% <input type="checkbox"/>	5.4% <input type="checkbox"/>	0.9% <input type="checkbox"/>
Parking	48.2% <input type="checkbox"/>	37.2% <input type="checkbox"/>	8.8% <input type="checkbox"/>	4.6% <input type="checkbox"/>	1.1% <input type="checkbox"/>
Job creation	18.6% <input type="checkbox"/>	36.3% <input type="checkbox"/>	26.0% <input type="checkbox"/>	13.0% <input type="checkbox"/>	6.0% <input type="checkbox"/>

Q18. How do you feel about property tax dollars being spent on the following?

	Very Supportive	Somewhat Supportive	No Opinion	Somewhat Unsupportive	Very Unsupportive
Street Furniture & Landscaping (benches, planters, etc.)	<input type="checkbox"/> 35.5%	<input type="checkbox"/> 46.3%	<input type="checkbox"/> 6.3%	<input type="checkbox"/> 6.9%	<input type="checkbox"/> 4.9%
New Lighting Fixtures	<input type="checkbox"/> 26.5%	<input type="checkbox"/> 36.9%	<input type="checkbox"/> 14.5%	<input type="checkbox"/> 14.0%	<input type="checkbox"/> 8.0%
Village Purchase of Land/buildings for Additional Parking	<input type="checkbox"/> 8.8%	<input type="checkbox"/> 28.6%	<input type="checkbox"/> 19.3%	<input type="checkbox"/> 25.9%	<input type="checkbox"/> 17.3%
Village Purchase of Land/buildings for Public Open Space, Plazas	<input type="checkbox"/> 19.0%	<input type="checkbox"/> 32.0%	<input type="checkbox"/> 16.5%	<input type="checkbox"/> 18.9%	<input type="checkbox"/> 13.6%
Village Purchase of Land/buildings for private redevelopment	<input type="checkbox"/> 8.6%	<input type="checkbox"/> 21.6%	<input type="checkbox"/> 23.4%	<input type="checkbox"/> 24.0%	<input type="checkbox"/> 22.4%
Business Recruitment	<input type="checkbox"/> 22.4%	<input type="checkbox"/> 36.7%	<input type="checkbox"/> 20.5%	<input type="checkbox"/> 12.4%	<input type="checkbox"/> 8.0%
Pedestrian Safety Measures	<input type="checkbox"/> 40.7%	<input type="checkbox"/> 34.3%	<input type="checkbox"/> 16.2%	<input type="checkbox"/> 5.4%	<input type="checkbox"/> 3.4%
Grant/Loans for Facade Improvement	<input type="checkbox"/> 24.5%	<input type="checkbox"/> 37.7%	<input type="checkbox"/> 16.8%	<input type="checkbox"/> 12.4%	<input type="checkbox"/> 8.5%
Public Art (sculptures, murals, etc.)	<input type="checkbox"/> 19.3%	<input type="checkbox"/> 29.8%	<input type="checkbox"/> 17.4%	<input type="checkbox"/> 18.2%	<input type="checkbox"/> 15.3%

