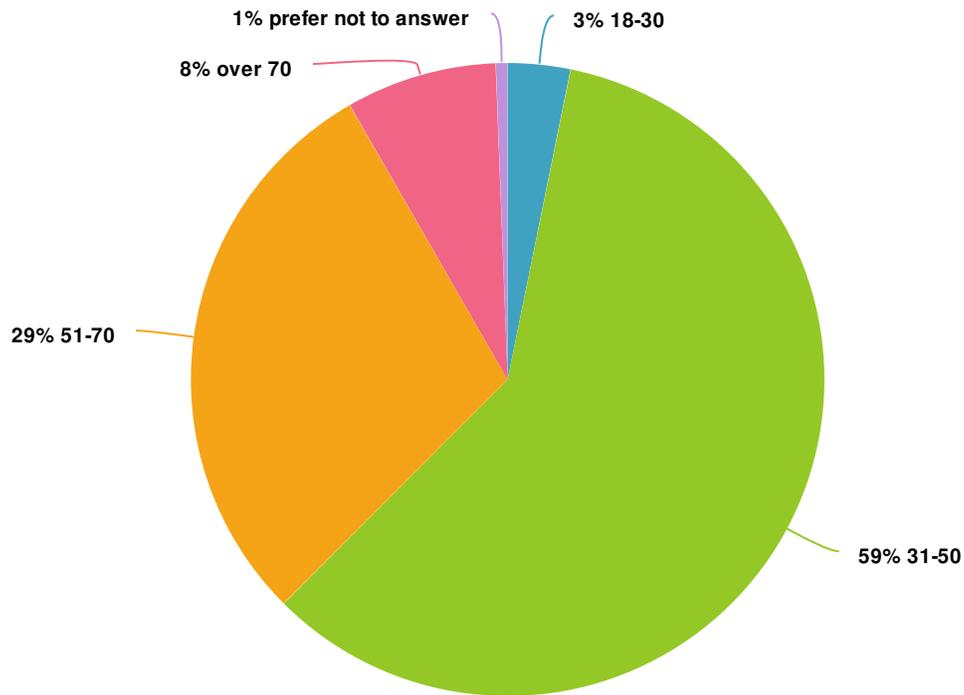


Report for Elm Grove Downtown Master Plan Redevelopment Survey

1. What is your age?



Value	Percent
18-30	3.2%
31-50	59.3%
51-70	29.2%
over 70	7.7%
prefer not to answer	0.6%

2. What are three words or phrases that best describe Downtown Elm Grove's strengths or assets?



ResponseID	Response
102	small town feel
103	Handy, great places to eat, easy parking
104	Easy to navigate, not too much traffic
105	Vital, safe, old-fashioned
106	close together
107	quaint, quiet, safe
108	park, zisters, mill
109	Charming, walkable, family friendly
110	pretty, accessible, walkable
111	walkable, small town charm, sidewalks,
112	centrally located in village
113	Charming, Quiet, Needs more restaurants
114	Central location. Size reflective of community. Room for improvement.
115	Convenient; Accessible

ResponseID Response

116 Quaint

117 Quaint, quiet, trees

118 Community, small, friendly

119 Cozy, safe, classy

120 Walkable compact

121 Walkable. Cute. Potential.

122 Walkability, Community,

123 Quaintness

124 concentrated, quaint, high potential

125 OD's, walkable, charming

126 Charming

127 River convent castle

128 Walkable, small town feel, well kept

129 Walkability, quaint, well-maintained

130 Norman Rockwell Community

131 Convenient, uncrowded, unique

132 small town feel, quaint, location

133 Already has village feel and storefronts, infrastructure in place.

134 Great potential for development. Need more housing within walking distance (for older citizens).

135 friendly business owners, sense of community, small town feel

136 Small easy cute

137 Quiet, Safe, Family

138 Potential, thriving community

ResponseID Response

139 Local family owned

140 Safety, serenity and stability

141 Retro, small town, not busy

142 Charming, walkable, good people

143 Small town feel

144 Location, potential, walkability

145 Quaint Village Vibe

146 charming, historic, unique

147 Pedestrian friendly , safe, inclusive

148 Location

149 Walkable, local business, gathering places

150 Quaint, Quiet, Safe

151 Historic, cozy, hidden

152 Sendiks, quiet, flower baskets

153 potential, small businesses, walkable

154 Quaint, Quiet, friendly

155 Quaint, established businesses, accessible

156 compact, ample parking

157 small, quaint, potential

158 Opportunity, potential, natural beauty

159 Small,accessible

160 Quaint

161 Sleepy

162 Accessible location

ResponseID Response

164 Small, quiet, homey

165 Community. Small. Not overcrowded.

166 Quaint, clean, nostalgic

167 Quaint, community and historic

168 Close, quaint, local

169 quaintness

170 private original accessible

171 Walkable

172 Location, walking friendly, small

173 Small local businesses

174 Nothing at all

175 Charming, independent,

176 Walkable, beer, bakery

177 Pretty flowers, quiet, bike friendly

178 walking distance

179 Walkable, quaint, small/local business

180 People, Potential, Peaceful

182 People, Potential, Peaceful

183 Quaint, private, non-commercial

184 Quaint, walkable, community

185 Location, access, full-of-possibilities

186 RJ's, the park, walkable

187 Space, growth.c

188 Community feel

ResponseID Response

189 Small, RJs, Crumby Art

190 Clean, inviting, people friendly

191 Lacking variety

192 Privacy..quaint

193 Walkable, quaint, friendly

194 Small, RJ's Ice Cream and Crumby Art

195 Quaint. Walkable. Safe. Charming. O'donoghue's. Sendiks. Rj's Park. Library.

196 Walkable, friendly, convenient

197 Quaint. Sufficient. Safe.

198 Accessible, peaceful, vintage

199 Norman Rockwell like

200 quaint, pretty

201 Cute shops, safe, accessible

202 Quaint, Charming, Small Town

203 Quaint, bustling, friendly

204 Geographical location, character, safety

205 Charm, safe and quaint

207 smaller, ample parking, accessible

208 quaint, local, small

209 Dated, struggling, missing a pizza place

210 Safety, charm, opportunity/potential

211 Location, Wealth of residents, blank space (much needs to be scraped)

212 Quaint, great location, can walk it easily

213 Quaint, private, quality

ResponseID Response

214 Charming, nostalgic, slow moving

215 quaint, non-transient community, safe

216 quaint, convenient,

217 Quaint, local, clean

218 Walkable, safe, clean

219 Charming, quaint and quiet

220 Charming, walkable, small-town feel

221 Community, surrounding nature, potential style

222 Community, quaint, accessible

223 Quaint, accessible, clean

224 Quaint, small, slow

225 Charming, water feature. Walkable

226 Safe, Accessible, Cute

227 Convenient, walkable,

228 So much potential. Great location for the hub of our village. Easy to access from all over the village.

229 Small town feel, very homey

230 Walk Accessible, Local Businesses, Active

231 Cute, small, local businesses

232 Charm, landscape, accessibility

233 Quaint, accessible, delicious

234 Park and shop

235 Small town charm

236 Exclusive quaint pride

ResponseID Response

237 Charming, safe, congested

238 Looks like 1950's.

239 Small town feel, friendly, welcoming

240 Walkable, friendly, space available for rent!

241 Not meeting potential

242 Walkable, local, friendly

243 comfortable, neighborhood, friendly

244 Local stores, lack of chain stores, charm

245 Easily accessible

246 Food, Post office, Proximity

247 quite, central, safe

248 quaint

249 homey, neighbor community

250 Quaint, local owners, safe

251 Walkable, Compact, Traditional

252 charm, walkability, potential

253 Access for residents

254 Historic, small, no crime

256 Walkable from homes

257 Potential-Functioning-Small Town

258 unsettled

260 Quaint, safe, clean

261 Small town quaint

262 Quaint, accessible, Sendiks

ResponseID Response

263 Quiet, safe, not many renters

264 small town scale

265 Some charming properties, small-town feel, safe

266 Community/small town feel, walking paths and places to stop for young families, not too busy/congested

267 River (even though its hidden), range of ammenties, restaurants

268 Walkable, charming, lighting

269 Quaint, community, historical

270 Variety, accessible, quaint

271 Safe, mature, secluded

272 O'Donoghue's, Zisters, and Sendiks

273 Quaint. Family friendly. Welcoming.

274 Vintage, quaint, safe

275 Cute, friendly, small town feel

276 quaint, limited traffic, small-business owners

277 walkability, variety of businesses, quaintness

278 walkable, cute, good offerings

279 walkable, cute, good offerings

280 Quaint, Leafy, Quiet

281 Walkable

282 silver spur and bread store

283 walkable, convenient, clean

284 Charming quaint safe

285 Quaint / rarely overcrowded / walkable

ResponseID Response

286 accessible, desirable retail, safe

287 charming, business owners support each other

288 Cozy, walkable, potential

289 local, nice, safe

290 Heart of our town, central shopping and eating area, a destination

291 safe, cute, Americana

292 odonahues, zister, sendik

293 walkable decorated friendly

294 Accessible quaint quiet

295 Quaint, charming, and quality

296 convenient, eclectic, walkable

297 compact, convenient, walkable

298 Friendly, welcoming

299 charming, growing

300 local businesses

301 Accessibility, Family-Friendly, Cozy feel

302 quaint,

303 Quaint, kid-friendly, small

304 small quaint

305 not too large

306 pedestrian scale oriented

307 Central, charming, available parking

308 1) walkable; 2) lots of parking; 3) diverse

309 Outdated, tired and ugly

ResponseID Response

310 Small. Community. Manageable traffic

311 Family, nature, walkable

312 Potential, walkable, growing

313 Charming, unique, picturesque

314 convenient, efficient, elm grove park and shop sign

315 Quaint quiet small

316 Quiet, diverse, pedestrian friendly

317 good location

318 Quaint simple accessible

319 Quaint unimposing quiet

320 Quaint, walkable and safe

321 Walkable, small town charm, basic necessities available

322 Strong Community, central location, small town feel

323 Small community with deep roots

324 Local

325 Quaint authentic

326 Quaint, unique shops

327 Opportunity to be quaint, hip and trendy

328 Small simple potential

329 Quaint walkable unique

330 Easy to access from homes

332 quiet

333 calm, residents only, safe

334 Small town charm

ResponseID Response

335 compact, community, affluent

336 There really isn't any

337 getting there appearance

338 quaint, charming, walkable

339 Quaint, walkable,

340 small town feeling

341 small town feel, sense of place, small businesses

342 Needs better parking

343 Small town feel

344 Unique, supportive, community

345 Quaint, walkable, central

346 Walkability, networking between businesses, uniqueness

347 cute

348 cute, sendicks, nice businesses

349 Safe, friendly and small

350 Light commercial capacity, potential charm, seclusion

351 Potential, untapped, retro

352 Not over-built

353 Rural feel, Proximity to everything.

354 Community

355 quaint, convenient, safe

356 Walkable, all-ages, convenient services

357 Nothing

358 Small, personal, quaint

ResponseID Response

359 Centrally located.

360 walkable, quaint, potential

361 Safe, quaint, friendly

362 Parking, community, small

363 Quaint Central spacious

364 Quaint, family, welcoming

365 Close knit small community, great location and close to all,

366 Potentially quaint, still economically vibrant

367 Quiet & attracts mostly Elm Grove residents,

369 Charming, potential, safe

370 Independent stores

371 Friendly, comfortable, pretty

372 Quaint, close knit, community driven

373 Quaint

374 Small shops

375 Convenient, multiple amenities

376 Available storefronts, affluent neighborhood, untapped demand

377 CHARMING, QUIET, QUAIN

378 Accessibility. Proximity to medical center, downtown MKE. Grocery & popular local bar.

379 Have mainly mom and pop businesses versus franchise businesses; small compact downtown area like a traditional village; every business/bank in downtown village area is walkable to each other.

380 Peaceful. Convenient Great Stores for Shopping and Restaurants

381 Opportunity

382 Small town feel.

ResponseID Response

383 close, diverse, good parking

384 Unique small businesses that know the residents by name

385 location, resident commitment, potential

386 Convenient, walkable, has potential to be nice

387 Fun Events. Diverse businesses. consolidated.

388 Walkable, long-term potential

389 friendly, unique, landscaping is attractive

390 central, eclectic, walkable

391 Quaint, convenience, cozy

393 Could be very quaint and charming. The potential is there

394 Clean, nice flowers.

395 small quiet peaceful

396 small quiet peaceful

397 Small town, walkable, scenic

398 Attractive Quiet

399 small village feeling

400 Convenience, small town feel, quaint

401 Disjointed, most retail shops I have never used in 25 years as a resident

402 Quaint, charming, convenient

403 All the necessities

404 Not alot there

405 Community

406 Small, quiet, community

407 Easy-access, quaint, united

ResponseID Response

408 Hometown feel

409 Size, location, style

410 Charm, perfect, home

412 small, community-based, upscale

413 Home sweet home

414 River- get it daylighted ASAP

415 Quaint, independent local businesses, oldschool

416 Quant, charming

417 Accessible, friendly community feel, clean

418 Walkable, traditional, and safe

419 Central Small Character

420 convenient/close/parking available

421 Convenient, local, easy

422 Charming, easily accessible, decent variety

423 Small town feel, low traffic, nostalgic

424 Flowers, Centrally located, Zisters helps to make the village cuter/friendly/inviting

425 quaint village

426 Accessible and parking friendly, functional, independent (businesses)

428 Mid-century modern

429 Safe, History, Quaint

430 consolidated,,quaint, nice seasonal decorations

431 Great traffic patterns

432 sendiks, quaint, dry cleaning

434 Charm. Nature. Community.

ResponseID Response

436 Safe, convenient shopping

437 nice shops

438 Quaint, where everybody knows your name, easy to navigate

439 Quaint Safe Local

440 community walkability quaint

441 Family friendly, quaint village, strong sense of communiti

442 Walkability, small town feel, friendly atmosphere

443 compact,accessible,varied

444 Diversified businesses; parking access; walkable

445 Walkable restaurants and shops

446 EASY TO NAVIGATE. COZY. SAFE.

447 Family friendly focus

448 Small town feel

449 Quaint friendly clean

450 quaint

451 Close, easy, quaint

452 Oasis. local. Walking.

3. What are three words or phrases that best describe Downtown Elm Grove’s needs or weaknesses?



ResponseID	Response
102	lack of charm
103	Watertown Plank can be congested at times,
104	More restaurants
105	Congested, unexciting, traffic
106	parking & shops
107	yarn, quilting, dry cleaning
108	more business
109	Can't think of any.
110	sidewalks, repair shop, dry cleaners
111	unused space like Village Ct. building, lack of parking, coffee shop/bakery, train traffic
112	not connected to village park
113	More dining, more nighttime activity,
114	Need more gathering spaces. Need reinders eye sores fixed. Better architecture more in line with traditional village.

ResponseID Response

115 Needs updating

116 Disjointed Unattractive Boring

117 Aged, uninteresting, layout

118 Walkability, restaurants, shops

119 Too much traffic, not enough businesses to walk to, too many financial businesses

120 Dated more options housing

121 Trendy-ness, landscaping, coffee

122 Dated buildings, underground creek, lack of density

123 Lack of decent shopping

124 old, outdated, designed around the needs of the past not the future

125 sidewalks, speeding, unsafe crossings

126 Tired, eyesore at reinders property

127 Trains traffic poor shopping

128 More restaurants, traffic congestion,

129 Vacancies, needs updated design, improved variety of shops/restaurants

130 Needs Commercial Entertainment

131 Traffic engineering, retail variety, architecture

132 fractured, uninspired, too much asphalt

133 Limited restaurant and retail – the ones that exist hardly appeal to young families

134 Needs more condominium development for citizens.

135 better accessibility both by foot and bikes, get rid of the entire Village Court building and also rebuild Sendiks, open up the stream and run a walking path along it from the park to the existing path by the yard. Build a larger, better quality, grocery store. Add more drive up to park businesses like Fazios, post office, etc. - like the convenience of driving right up to places. Add more casual dining, but not fast food types.

136 No water lines

ResponseID Response

137	Character, Center, Life
138	Outdated, dead, quilting
139	More for younger people
140	Dated, dowdy and a hodgepodge of incongruent building styles that don't look happy together
141	Outdated, vacant, no plan
142	Safe crosswalk, more activity, family restaurants
143	Mix of stores not quite right
144	Creek daylighting to develop green space and walkability. Connect the path system through the village center. Attract business-coffee shop(collectivo), beer garden accessible by a path behind studio 890, family friendly pizza spot, etc.
145	Life, Energy, Beauty
146	lack of commitment to development style
147	Traffic flow, pedestrian friendly, bicycle friendly
148	Restaurants
149	COFFEE!!!, more dining options
150	lack of quality eateries
151	Not walkable, not cohesive, lacking good businesses
152	Outdated, poor landscaping around park and shop, underutilized I
153	aging,
154	quiet, boring, not enough variety
155	Green space, new businesses, lots of parking is nice but big lots not attractive
156	need more everyday shops, trains cause traffic jams
157	empty buildings, unattractive,
158	Underdeveloped, restaurants & coffee shop, too much parking / wasted space

ResponseID Response

159 More businesses

160 Not pedestrian friendly

161 Night life

162 Donut shop, coffee shop, pizza restaurant

164 Empty storefronts, needs more small businesses, shops, restaurants

165 Run down. Empty store spaces. Aesthetics

166 Green space, traffic flow optimization, update industrial buildings

167 Facelift but tastefully done.

168 Not enough variety, stores /restaurants to attract younger crowd

169 more walkable, more restaurants, more stores

170 needs neapolitan pizza

171 Empty 890 buildings

172 Outdated, empty

173 Need coffee /pizza shop

174 Parking, aesthetic, limited selections

175 Not biker/walking friendly, not open late enough, not enough safe spots for kids

176 traffic, longevity

177 Need family pizza place, better layout behind Sendicks, Asian takeout

178 Variety of restaurants, out dated shops, lack of a GOOD coffee shop

179 Lacking diversity, empty storefronts, limited hours of operation

180 Strange businesses that are never open, few community-building businesses like coffee shops, Village seems reluctant to change.

182 Strange businesses that are never open, few community-building businesses like coffee shops, Village seems reluctant to change.

ResponseID Response

183 More green space, better parking, clear foot paths that are stroller and handicap accessible

184 Out-dated, unrealized potential, doesn't meet social potential

185 Dull, no after-hours draws, not pedestrian/bike friendly

186 Coffee shop,

187 Food fun options

188 Playground needs improvements/ sidewalks

189 Old, accessibility, sewing stores

190 Low people density, untapped property value, low number of outdoor gathering places

191 Coffee and shops

192 Need for more visible natural water flow

193 Coffee shop, river beautification

194 Not pedestrian/bike friendly, River walk with more green space, less sewing/knitting stores

195 Elm grove road intersection.

196 Safer for pedestrians

198 Limited dining options, poor walkability

199 Not much there

202 More restaurants, more shops, needs fountain

203 Outdated (except for the cool Elm Grove Park and Shop sign), lacking key attractions, tired

204 sub par walkability, sub par usage, need for more businesses

205 Non-chain restaurants/coffee shops

207 mismatched, dated, not pedestrian friendly

208 need to fill vacant shops

ResponseID Response

209	Pizza place, coffee place, parking
210	Needs better walkability; needs more businesses that appeal to young families
211	flooding, Large ownership of Reinders property with owner unwilling to clean his property and wanting welfare.
212	Parking, unattractive signage and building fronts, lack of retail
213	Modernize but keep quaint, restaurants,
214	Tired, lacking curb appeal, old
215	Need to fill shops on WTP Rd, Caroline's soups needs to go, parking lot and cement car stops at Sendiks look in terrible condition.
216	not walkable, too much traffic/congestion, train
217	Underutilized and unknown
218	Unkempt, boring, few dining choices
219	Restaurants, walkability, donut shop
220	Sleepy, lack of quality restaurants, unhip
221	Outdated shops, no community gathering spot (fountain, etc), lacks a theme
222	Vibrancy, police
223	Commercial store front, nature/river, activity
224	Sendik's, Reinders, Martinizing
225	Outdated, unused spaces, 890 building
227	Not family-friendly, outdated, disjointed
228	Desperately needs updating with new vibrant coffee shops and local modern stores
229	Very little evening draw
230	Railroad tracks area safety, limited restaurants/bars, parking
231	Sidewalks or paths to have better accessibility to village on foot or bike, nicer downtown (like Tosa), more local/independent restaurants and retail

ResponseID Response

232 Updated retail, congestion during rush hour, parking

233 Needs to be updated, no city water, hidden businesses.

234 Need more variety

235 In need of updating

236 Ugly out of date uncoordinated

238 Needs a facelift.

239 Lacking sidewalks, signs, bike safety concerns

240 Too many open storefronts, old-fashioned, unappealing to young families

241 Better businesses needed

242 Lack of variety, expensive,

243 sleepy, scarce, lack of local shops

244 Not pedestrian/bike friendly, lack of dining (bakery, coffee shop) options, lack of green space

245 No coordinated purpose

246 Stale, Stagnant, Non-diversified

247 access, lack of destination

248 need more restaurants

249 vacant,dated,misssed opportunity

250 More restaurants , shops

251 Ugly buildings, neglected, Unused

252 underutilized, unnatural traffic flow,

253 Lacking businesses to draw customers

254 Antiquated, no shopping, kind of ugly

255 Lack of shopping/dining options

ResponseID	Response
256	Needs a refresh.
257	Intimidating-Old School-Intimidating
258	?
260	Old, outdated, not enough to do with the exception of a few establishments
261	Traffic empty warehouse
262	Closed businesses, non-traffic-driving businesses
263	No cohesive look, easy parking, old buildings in fair condition
264	need more dining choices /outdoor venues
265	train, traffic flow, condition of some of the business properties along WPR
266	Aesthetics/greenery, there are shops I didn't know existed
267	Hidden river, under-utilized, Reinders sea of asphalt
268	Good coffee shop, more outdoor dining, parking f
269	Old, many storefronts empty or need updating
270	Tired, underutilized, disorganized
271	Limited, old school, tired
272	More diverse businesses that serve the needs of the community.
273	Variety. Activity. People.
274	No chain restaurants should be allowed, village court is a complete eye sore and a disaster. I cannot believe a company that is not in WI owns that building.
275	More walkability, more dining, coffee shop
276	continued safety for children, pedestrians & cyclists; replace the old/brown/890 building; more restaurants (enjoy restaurants within walking distance)
277	lack of cohesiveness in design, lack of restaurants/coffee shops, lack of parking if Village is successful businesses move in
278	needs more cultural diversity

ResponseID Response

279	needs more cultural diversity
280	Proper businesses, divert thru traffic away, open 124th St to Bluemound. Straighten Elm Grove Road.
281	Green space
282	lack of restaurants
283	family-friendly, healthy food, inexpensive
284	Traffic from the train, not enough shops
285	Out dated / lack of options / sleepy
287	uninteresting; lacks a focal point or points of interest
288	Dangerous traffic pattern for pedestrians and bikers, needs revitalization, empty storefronts!!,
289	variety, outdoor, music
290	Tired, but getting better
291	accessibility, variety, youthfulness
292	coffeeshop, pizza, winebar
293	pedestrians retail
294	Building Updates, Roads, & more diverse shopping
295	Outdated, too much concrete, businesses that are unnecessary
296	microbrewery, coffeeshop, tired
297	lack of variety, limited selection, doesn't encourage socialbility
298	sleepy businesses, no gathering places and few restaurants
299	not walkable, too many offices
300	outdated, parking and driving patterns. poor landscaping
301	Dated Look. Disconnectedness of elements.
302	poor accessibility for strollers/wheelchairs

ResponseID Response

303 Train tracks, beautification, easy pedestrian walkways

304 vacant, disconnected, poor design

305 traffic

306 contemporary look

307 Small, not walkable, little variety

308 1) no big franchise restaurants/cafes; 2) no residential life; 3) no water feature

309 Mixed use, have Reinders pay to clean up their contaminated land, more restaurants

310 Rundown. Outdated. Empty stores

311 Parking

312 Lack of business association leadership, no night life, see downtown tosa

313 No night life and we could use another restaraunt in the area with musical entertainment

314 needs better pedestrian flow, needs more diverse dining options for families, condos

315 Underutilized not Walker friendly

316 More food, fixed parking lots

317 lack of suscessfull businesses

318 Rundown wasted space

319 No weaknesses fine

320 The train, confusing layout of existing shops (ie RJ's location), lack of options for dining and retail

321 Out dated, lack of restaurant options, lack of weekend evening events

322 Need more interesting shops & cafes/restaurants—a reason to walk around and browse (like Cedarburg, for example); need not walkable space

323 Limited scope in terms of retail and dining

324 Old, needs more restaurants and things to do

325 anchor stores

ResponseID Response

326	Parking, signage, business access
327	Tired, dated, uncohesive sprawl
328	Historic merchants destination
329	Ugly outdated disconnected
330	Nothing really to draw you down there, no fun shops and few cool restaurants
332	dated, unattractive
333	kids playground, green space, sidewalks
334	Small town charm
335	no connectivity
336	More nightlife
337	Appearance, restaurants, retail
338	lack of dining, coffee shops, trails/paths, and gathering spaces
339	Family friendly businesses, more destination businesses, more housing
340	relevant restaurants and shops
341	poorly laid out beyond Watertown Plank Road, underutilized, dead areas
343	More upscale dining
344	Locally owned shops and restaurants
345	Rundown and outdated, odd shops that are empty or closed, lacks continuity
346	Additional new business, a great coffee shop, occasionally too internally focused
347	empty offices/stores
348	more condos, more investment behind sendicks
349	Run down, old buildings, bad traffic pattern
350	Lifeless, non-complementary to walking lifestyle, for a previous generation
351	Stagnant, lack of vision, status quo.

ResponseID Response

352 Back-up of traffic

353 Trains

354 Streets, Access, Walkability

355 lack of variety (of shops/restaurants), hard for businesses to succeed (rent? lack of traffic?), very little open at night

356 Fill empty business spaces, more dining, more natural landscapes

357 Better shops and restaurants

358 Variety,

359 Not a great mix of retail.

360 vacancies, lack of dining and desirable retail, could be so so much more

361 Awkward, archaic, messy

362 Old, irrelevant, uninspired

363 Older business

364 Capacity. Food. Fun

365 Traffic backup during busy hours and during train passing thru.

366 No cohesive, coordinated look or identity; no significant draw or reasons that make it a must

367 Outdated buildings. Unattractive.

368 sleepy, needy, quite

369 Restaurants, walkable, new business

370 Street crossing, cycling

371 Vacant, empty, underutilized

372 Lacking thriving business, liveliness, intrigue in things to do

373 Speed limit, flooding, aesthetics

374 Need more restaurants

ResponseID Response

375 Lots of asphalt, need more landscape

376 Needs more evening activity, Needs more restaurants

378 Missing a coffee shop, small pizza place and another shopping venue (antique store, children's toy store/bookshop). Need to appeal to the young families that are moving from Tosa and outside elm grove.

379 Seems outdated to newcomers (but they, like me, come to quickly appreciate its quirkiness compared to other community's franchise-ville); wider sidewalks; need for a pizza and/or Italian restaurant.

380 Park & Shop parking lot could use some updates.

381 Underdeveloped, outdated

382 Bring back the residential apartment plan for Elm Grove Rd. and Watertown Plank Rd.

384 Unorganized locations without focus on a gathering space

385 boring, underdeveloped, missed opportunity

386 Old, Dated, Limited choices

387 Poor signage. Odd layout for business behind Sendik's. Better marketing of events.

388 little nightlife, all businesses closed after work hours,

389 pizza , parking, advertising

390 Old, tired, outdated

391 Visibility -- plaza behind Sendiks is always struggling; family pizzeria would be nice, coffee shop, not chain

393 Congested. Not esthetically cohesive. Poor retail.

394 Dated, junky, tired

395 traffic too much noise growth

396 traffic too much noise growth

397 Restaurants, entertainment, face lift/appearance

398 Private well water

ResponseID Response

399	lack of water
400	Could be cuter, the parking lot by the strip mall is too huge, set up is odd
401	Usable shops and more restaurants that gather people together. Zisters is a nice addition, especially the outdoor dining
402	Hidden businesses, lack of signage, odd layout
403	Coffee shop
404	Shops and dining
405	Non
406	Single lane, train, lack of diverse businesses
407	Incohesive aesthetically, not stately, dated
408	No businesses
409	More modern businesses, better food offerings
410	Viability in area of Studio 890
413	More restaurants
414	Reinder's eyesore, need more retail w/ condos/apartments above, having retail that is poorly marked & doesn't face the street (ie by the post office)
415	Small, lacks good coffee shop, more green spaces
416	Old Dated buildings
417	Limited selection of retail & dining, too much concrete, outdated buildings
418	Nothing there, lack of choices, poor facade
419	Housing Walkability Nature
420	no stores/restaurants of interest
421	Train crossing
422	coffee shop void, large unused spaces/vacancies, not able to handle a large housing unit
423	Needs a coffee shop, too many vacant spaces

ResponseID Response

424	Old buildings in need of repair or revision, No real beautiful, need to daylight the river,
425	poor variety of upscale stores
426	Venues (entertain/music/beer, wine coffee/donuts) , pizza, boring
428	Updating with a unified plan
429	Aging
430	disjointed,poorly planned,not enough green space
431	Lack of restaurants
432	not bike friendly
434	1. quality family restaurant 2. Buildings need a purposeful connection with walkability
436	Okay the way it is. Feels like a small friendly town... not Brookfield or Wauwatosa
437	traffic pattern.Trains
438	No coffee shop. Not enough dining options. No commerce.
439	Train Restaurants Better shopping
440	dull boring inconsistent
441	Limited walk-ability, limited eating options,
442	Better layout, more dining, more attractive to business owners
443	jumbled parking, coordinate signage for identifying parking areas
444	Left turn arrow when traveling west on Watertown Plank Rd at Elm Grove Rd.; too much delay from trains at peak times; too congested through business district on WT Plank
445	Pretty charm and character. Open up the river, put in sidewalks, plant trees
446	NONE
447	Need more food
448	Cohesiveness
449	Old fashioned small limited

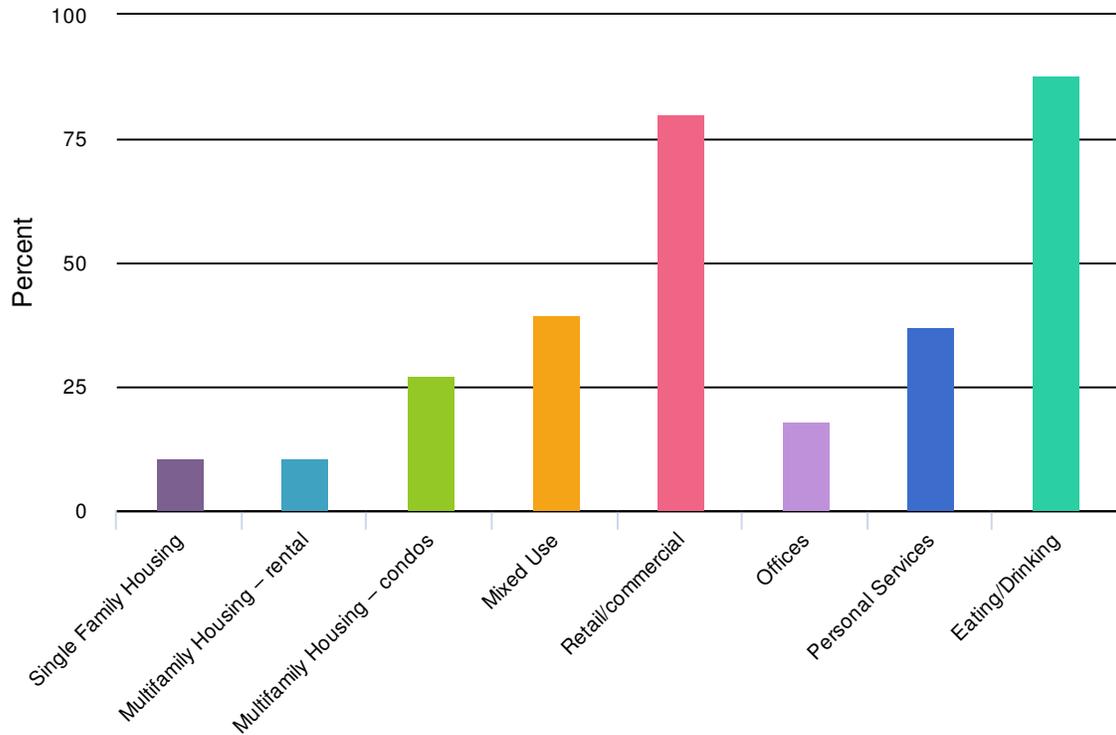
ResponseID Response

450 Poor layout

451 tired, uninspiring, drab

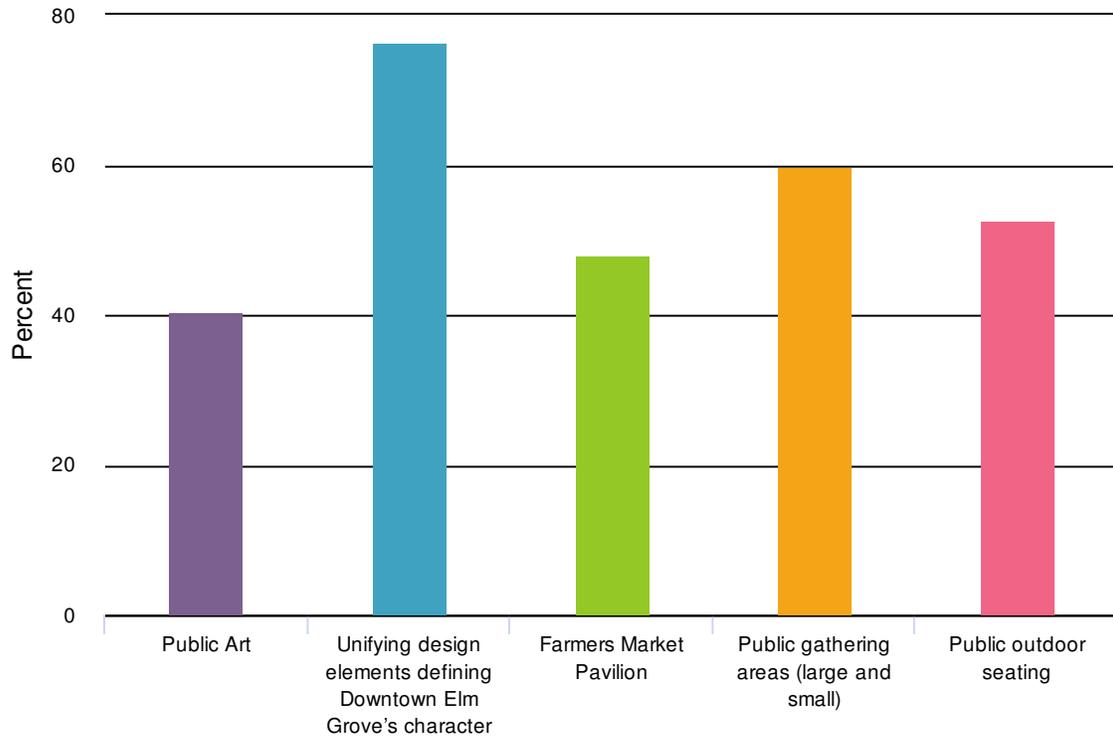
452 Parking. Isolated shopping mall where studio 890 is located

4. What land uses should be the priority of Downtown Elm Grove’s redevelopment?
(select all that apply)



Value	Percent
Single Family Housing	10.5%
Multifamily Housing - rental	10.5%
Multifamily Housing - condos	27.4%
Mixed Use	39.4%
Retail/commercial	79.9%
Offices	17.8%
Personal Services	37.3%
Eating/Drinking	88.0%

5. Which of these design elements do you feel are important to include in Downtown Elm Grove's redevelopment? (select all that apply)



Value

Percent

Public Art		40.5%
Unifying design elements defining Downtown Elm Grove's character		76.5%
Farmers Market Pavilion		47.9%
Public gathering areas (large and small)		59.8%
Public outdoor seating		52.7%

6. Related to Downtown Elm Grove, please indicate the level to which you agree or disagree with these statements

	strongly agree	agree	disagree	strongly disagree	Responses
Downtown is walkable Row %	34.4%	44.9%	18.1%	2.6%	343
Downtown is bike friendly Row %	10.2%	37.7%	45.3%	6.7%	342
More on street bike lanes are needed Row %	25.0%	39.4%	29.7%	5.9%	340
More off street dedicated bike lanes are needed Row %	31.6%	43.4%	21.2%	3.8%	339
I can usually find adequate parking downtown Row %	35.8%	56.1%	7.8%	0.3%	344
Streets in Elm Grove are generally well maintained Row %	29.7%	62.1%	7.0%	1.2%	343
Elm Grove has a strong sense of place Row %	36.6%	45.6%	15.7%	2.0%	344
Totals Total Responses					344

7. How frequently do you visit the following downtown destinations?

	1/day	1/week	1/month	1/year	never	Responses
Workplace/work related meeting Row %	9.5%	10.1%	10.7%	11.6%	58.2%	337
Library Row %	2.9%	21.9%	45.3%	20.5%	9.4%	342
Park Row %	20.1%	46.4%	28.0%	5.0%	0.6%	343
Place of Worship Row %	4.4%	24.3%	10.6%	9.1%	51.6%	341
Service business Row %	14.1%	44.6%	26.1%	6.7%	8.5%	341
Restaurant Row %	1.5%	32.1%	57.1%	7.3%	2.0%	343
Bar/Tavern Row %	0.9%	21.3%	53.6%	17.8%	6.4%	343
Village Hall Row %	0.6%	4.7%	30.2%	56.4%	8.1%	344
Entertainment/Cultural Venues Row %	0.6%	5.3%	28.4%	39.9%	25.7%	338
Post Office Row %	2.0%	21.8%	50.9%	20.9%	4.4%	344
Totals Total Responses						344

8. Please let us know if you have any additional comments:

ResponseID Response

103	When the trains come through it seems to stop all traffic. Turning in and out of the shopping center and businesses across the street can be difficult.
105	In case you're trying to make sense of my words, I love the old-fashioned feel of downtown EG - RJ's ice cream, etc. But I also think it could benefit from something more modern and useful to residents, like a Starbucks or a bagel restaurant (Einstein's?) I was hoping Zisters would be a good replacement for Penelope's and maybe it'll get there, but right now I find the service and the food lacking. That's a disappointment since Penelope's was such a warm, welcoming cornerstone of the downtown area.
107	Downtown master planning sure sounds great, but the current path of daylighting a creek is without merit. The last project was a terribly offensive and massive development. This is not what we want in EG. The village seems revenue hungry not focused on residents and our quaint village.
110	let's not chase Tosa. let's be EG. let's look at building a better downtown without sacrificing developers goals to our own. This is not neil palmer's legacy project. This is our community's legacy.
111	Please address congestion, especially with train traffic, and especially at rush hour.
112	Opening the creek up and having a connection between the village shopping areas and the village hall and park is essential.
114	Look at Delafield for inspiration.
117	There is very little that brings me downtown except for Sendiks. I find the stores and restaurants uninteresting/average. The entire village for the most part is not bike or walking friendly which is a shame for such a quaint village.
119	Please be as environmentally conscientious as possible when making changes
120	Times are changing. The snow birds who have lived here 50 years need to understand that well thought out development of downtown will be an asset. Heck, even Mequon is doing it!
123	The shops at Elm Grove seem to be outdated. Zisters is the only new venue. I never buy anything from the Irish or chocolate shop . The barbershop and post office are waste of prime space. Need more upscale dining. Bring back to the Grove restaurant.
124	The buildings and mix of businesses is highly out of date. It's not charming - it's just old. We don't need professional services, banks, sewing shops and cheap apartments. We need more contemporary businesses (cool retail, hot restaurants and bars, etc.) not sewing shops and banks. Things with a younger, broader demographic appeal.

ResponseID Response

- 125 Don't stray from our identity. Evolution, not revolution. Spending is fun for government officials and staff. Don't get excited about spending. Get excited about our culture and our unique community. The unicorn never wanted to be a horse.
- 126 Reinders property should have moved forward, but the vocal minority won. Now we have to stare at that run down property for the foreseeable future
- 130 Elm Grove Downtown has a great opportunity to be like Greendale WI. I feel Elm Grove is also a Norman Rockwell community that separates it's self from surrounding community such as Brookfield and Wauwatosa.
- 131 Some suggestions: - Daylight the creek, yes! Huge step forward. Signature path with nature and benches is huge benefit to the look of downtown. - Avoid over-density, bad traffic. I'd rather have quaint and less popular than choked and dangerous. Kids need to be able to bike/walk safely. Needs to be family-friendly. - Create usable public spaces, independently (e.g. daylighting creek w/path) and as part of any large projects. - Maintain the special "green tunnel" road character of EG Road. Always keep the Park N Shop sign (unique landmark). - Use the space of Village Court and Reinders industrial property for multi-family. Those are not great retail locations but would be great for high-end apartments/condos. Avoid trying to gain approval for MAXIMUM DENSITY proposals. Work with developers on appropriate scale from early in projects. - Make sure to keep residents, including children (not business owners, developers or individual parcel owners) as the top priority in planning.
- 132 It would be nice to see some sort of reworking of the Sendiks/Elm Grove Park & Shop are so it is less of a giant field of asphalt and more like a tree lined city street with parking areas to connect the area better to Wall Street. That last development proposal with apartments, especially studio apartments, was a terrible idea. At least condos give a sense of ownership and civic attachment.
- 133 Elm Grove has tons of new families moving in and it would be wonderful to have retail and restaurants for them/us. Independent coffee shops, wine bars, toy stores, restaurants would be great. As well as a more walkable and bikable downtown.
- 135 We need to make the downtown area more inviting. Zisters and Fazios have both done an outstanding job of creating a hometown, friendly, up to date feel in our village. Facelift the entire front of the building they are in. Keep angle or front parking! Open up the stream and put sidewalks along it with hanging baskets, planters, etc. Re-locate the Sendiks building with back facing Elm Grove Road and facing stream / walking path. Demolish the Village Court building and design office, restaurant space that lines the stream / walking path. Have angle parking there just like the building with the post office. We need more charm and walk-ability. Village Court is dated, empty and wasted space. Time for it to go. People prefer drive up places like the post office.
- 136 Don't screw this up Village Park is great Downtown could be also
- 137 Downtown is lacking charm you see in other small towns across the US. It's looks tired and old. Sisters is a step in the right direction. The roads / lines are very poorly maintained and unsafe for adults and children.

ResponseID Response

140 Elm Grove is a lovely community with great residential areas, a top notch park, library and convenient village government services. The downtown business/commercial district is not attractive. I liked some aspects of the now defunct Reinders development, but without the high density apartment complex. A mix of townhouse style condos and rental units coupled with an overall exterior remodel of various other downtown facades would help. The parking areas need some better streetscaping and landscape maintenance. Paving/re-paving of many village streets should become a governmental priority.

143 If condos appear downtown they need to be super high end.

144 It would be great to see these changes move forward. The village tends to take way too long to take action. ie., 20 years to get a path down Juneau blvd, 4 summers of a broken kiddie pool with no timeline or plan in place to update it. With the high taxes payed in the village the village center and village amenities should reflect that and maintain Elm Grove as a high quality place to live. Having a disjointed downtown with most of the 890 building vacant, a broken pool in the park and the rundown parking lot behind Sendick's toward the dump is not reflective of the 'best suburbs' title. Please make some changes to reflect what other high quality communities have been able to implement and accomplish-Whitefish Bay, Tosa, etc

145 Would love to see EG focus on attracting businesses that are forward thinking and environmentally friendly. Adding an "environment" element to EG might attract young families.

146 The walking path on Juneau has been a huge success. It has allowed much greater interaction between people who live on the East and West sides of Elm Grove. There needs to be a similar path put on Highland, which is HORRIBLY UNSAFE for pedestrian and bike traffic. Citizen and resident safety should be the Village's primary concern. Get this path done, please!

147 1. It's important that walking/biking paths connect with each other 2. It would be nice to have a walk/bike path connecting Watertown plank, with Juneau along elm grove road (west of Reinders. (allowing children access to the park with traveling through downtown)

151 We need a plan that allows for young families to gather and have fun. I would love to be part of the committee- Robert Surma (262-672-1954)

152 The park and shop looks terrible, outdated, the landscaping is not maintained and the parking it is falling apart. Why so many quilt shops and dry cleaners? What about more coffee shops? Retail? What about making the creek the center of focus with landscaping and a walkway that eventually connects w the bike path south of downtown? Please don't bring in a huge condo complex to bring tons more people to downtown

153 I love how many locally owned businesses there are in Elm Grove -- but so many are "hidden" away from easy foot-traffic discoverability. I hope to see more local businesses come in. And can we please get a coffee shop!

ResponseID Response

154 we need a pizza place or coffee shop

155 Need to improve walkability in Elm Grove. We are fortunate to live on Juneau so we have access to walking path. We walk to the park several times per week. In the village, we could use more high quality (not necessarily high priced) restaurants. Would love a coffee shop like colectivo as well.

156 Traffic through downtown is a major headache at rush hour, especially when trains pass through. I love having the post office downtown, that gives everyone a reason to come downtown at least every so often. A pharmacy would also attract more people, it's something everyone needs (and would be nicer than having to go to Walgreens). I hope an acceptable housing development can be proposed, we need more people! It makes me sad that so many people in Elm Grove are hesitant to accept change. Opening up the river would be nice, I hope that is still the plan.

158 So much potential downtown! Very much looking forward to the daylighting project and downtown development.

162 Please build safe pathways for walking and biking

164 Do not wish to see traffic increase of vehicles going through elm grove to get to brookfield or Wauwatosa. Worry about increase in crime, accidents, etc.

165 Not in favor of any more condos

169 Need more walking paths throughout the village. The path on Juneau has been a godsend. We need paths to connect that path to the ones on Pilgrim and another to parallel Highland to North Ave.

170 An additional few restaurants. Zisters a great start. Love OD'd but I will die if I eat there too much. Silver Spur has its moments, but not many. Love the lack of "tosaness"

175 No additional comments, I'm just thrilled that Elm Grove is seeking community input to develop downtown!

177 I think the downtown needs to be updated to accommodate a younger population. The 890 building should be demolished and a more walkable area with an outdoor coffee shop cafe should be constructed.

179 I think there is a lot of opportunity to grow and develop businesses and a sense of community in downtown. It has the potential to become a destination vs a place of convenience. But please, please, please no condos or apartments! That's why we left Wauwatosa!

180 I'm excited the village is getting a plan in place! We need a vibrant downtown to match the energy of the community.

ResponseID Response

182	I'm excited the village is getting a plan in place! We need a vibrant downtown to match the energy of the community.
183	I am extremely wary of plans for high volume housing in the downtown village. I would like to see single family housing, townhouses, or condos. Any concept that we are going to be the next Wauwatosa is fool hardy. It's like putting a round peg in a square hole, it just doesn't fit the community.
184	Just moved here. Has so much potential but the downtown is lacking in restaurant/retail. 890 needs updating and has huge potential. Lived here for 10 months before knew what it was. Would love local shops/restaurants/etc
185	Downtown should be friendly, walkable/bikable and inviting. Not everything needs to look the same (signs, colors, designs, etc), but it should look nicely put together. Look what Honest Teeth Dentistry did with that old building they're now in. It looks great. Restaurants/shops on first floor with condos/apartments on the second and third floors would be a great way to incorporate the "downtown living" idea, especially for older EG residents who want to downsize but not leave their friends. We do not need 5 stories of apartments. That would create too much traffic. Elm Grove has a lot to offer.
187	It would be lovely to have a more defined downtown area. More restaurants and places to gather would be awesome. More use of the space between sendicks and the library/park would be prime to connect to community
188	Sidewalks n Ed to place on highland to allow people to get to downtown on bike or foot-street is too busy to not have something Playground needs an uplift and remodel! Old worn equipment; doesn't do it justice
190	Elm Grove downtown needs a nearby vibrant population to encourage higher quality business prospects, which will pay-off for the entire community. Elm Grove is a great place to live now, but a stronger downtown will make it even better!
193	Thank you for asking
195	Need to improve sidewalks along Watertown plank for walking and cycling. Need to redevelop the reinders property to good dense residential, but make it high end. Need to fix the disjointed intersection of elm grove road and Watertown plank. Bad potholes on Juneau blvd.
200	Would LOVE to see more restaurants and boutique-type shops downtown
203	We are excited about the redevelopment of the creek. We'd like to see a facelift of the Elm Grove Park and Shop area (but keep the cool sign) and also the 890 (?) building. It seems that it's hard for businesses to make a go of it there. Also, it would be nice to have a coffee shop, brewpub.....some additional places where people can gather. I'm not sure where all of the bike questions came from, but WALKING/bike areas can be improved downtown.

ResponseID Response

204	I would love to see more community buy in to downtown Elm Grove and the many businesses we do have, as well as recruiting more businesses to join Elm Grove. The more community members support these businesses the more likely it is that these businesses will stay in business and other businesses will want to make Elm Grove their home.
205	Strongly believe that space should not be used for residential housing of any kind. Would love to see more service businesses, non chain restaurants, etc to meet the current needs of elm grove folks. Elm grove is a top destination to live for so many. And once we are here—keep us here.
207	Downtown Wauwatosa did a wonderful job redeveloping the village. It would be nice to see something similar in Elm Grove.
208	hope we can keep the small / quaint feel that makes Elm Grove such a great place! Would hate to see it become too commercial / new or big box taking away from the small town nod to a past era
212	It's essential that there be a change in the regulations surrounding signage. There is no room for creativity and aesthetics that would enhance the Village area and make it easier for people to find the establishments especially in the Village Court.
219	Elm Grove needs to improve overall walkability with sidewalks or walking lanes (Highland, Gebhart, etc) to access park, schools and downtown. Would love a donut and coffee shop in the village.
221	Elm Grove has a great opportunity to reinvent the downtown atmosphere. Embrace the good, be aggressive with cleaning out the old. If successful, it will be a great image and gathering place for our community.
222	People move to EG for a combination of community and safety. It would be nice to have more downtown events but do not want to see us develop into an area with a large portion of rental units. Most of the residents here grew up here and came back because it is one of the few communities that have continued to foster our "togetherness"
224	There's a lot of room between 1/month and 1/year.
228	With the demographics of EG changing and getting a lot younger, it would be great to see more footpaths and bike paths on the busier roads. Also more cafes, trendy bars and a good family friendly restaurant would be a great addition to Zisters. Also a couple of street lights would be great on some of the intersections please 😊
233	Too much construction in the past has shut down businesses for too long. What ever is done should not interfere with the usage and accessibility of Watertown Plank Rd.
234	Fill the reinders property. Don't let the select few dictate what should go there. There was a good plan that got shot down

ResponseID Response

- 236 I would love a unifying classic look to our downtown
- 237 I believe it is important to keep our downtown area updated and in good physical shape. Some of the buildings are old and outdated. At the same time, I am opposed to trying to lure a lot more commercial businesses due to the increased traffic it will bring to our area. We are close enough to Brookfield and Tosa to access their commercial amenities.
- 238 Don't approve plan to connect Brookfield's Wisconsin Avenue with EG'S Watertown Plank Road. That would cause congested traffic in EG's downtown and necessitate widening of WPR throughout its entire EG length impacting existing homes and businesses with no true benefit to residents. Wider streets and increased traffic would bring the city to EG and remove EG'S character as a quiet, friendly and safe place to live, not just another busy suburb open for business. I like that EG's current image as a clean, safe and quiet community for young and old, where property's are maintained and property values rise because people want to be a part of the existing Elm Grove. Don't fix what's not broke.
- 240 I recently spoke with Che Michael Feker (of Il Mito) about the Grove's need for more family friendly, casual restaurants. He seemed quite interested in the former Le Cakery/Sweet Tooth building, particularly if the owner would sell him the building. I think having a well-known, successful restaurant owner invest in downtown EG would be a great anchor for the village and would spur other established business owners to move into the area. Beyond a family-friendly place to eat, another significant need is a coffee shop to fill the market gap that Sweet Tooth was serving. A place for retirees to read the paper & drink their coffee and for baby boomers and millennials to have casual business meetings or catch up with friends. A Colectivo, Fiddleheads, or Stone Creek would be ideal. The 890 building needs better signage for residents to be aware of the businesses back there. Thanks for conducting this survey. Downtown EG has so much potential!
- 241 More walk/bike paths from gebhardt and highland so more people will wander into village without fearing for their lives on these busy roads
- 244 I love the local nature of downtown and it's uniqueness. What we don't want is Elm Grove to look like every other suburban village - strip malls, chain stores & restaurants, glass office buildings, luxury condos. Keep Elm Grove weird. What we could really use is more pedestrian-friendliness - sidewalks, crosswalks, etc, as well some green space. The parking lot in front of Sendiks dominates the space and could be drastically cut down in size.
- 245 I don't think that a major overhaul is necessary but more than just nibbling around the edges is prudent. It's critical to balance the community wellbeing with private property rights. I'm not in favor of imposing expensive requirements on private property owners the way the committee that approves private home projects loves to do. That is fundamentally un-American.

ResponseID Response

246 NOTHING has been done to enhance to village image since winning the Best Suburb award! The village needs events to attract people more frequently and make it a "go to" destination. Not only is the downtown stagnant the board of Trustees is stagnant and unimaginative and does not see the whole picture and enormous possibilities. A great need for new blood on the board of Trustees. Maybe (!?) the survey could have been better constructed. R. Inden MD

248 please add a pizza restaurant and coffee shop! Cranky Als would be perfect soooooo happy with what Zisters has added to the village

249 there are so many vacant store fronts. we need a coffee shop (Collective, Stone Creek), variety of restaurants , pizza place, (Noodle,large well known chain), destination places bakery, fine dining with special event, music, connected to each location. beer garden. a reason to gather with other at night, weekends or weekdays. there is no activity or reason to go to tbe village. have a restaurant/ bar connected with the sunset players. develop the area where crumble art is right now. something like north ave grill too.fun outdoor lighting. a place that spealizes in breakfast

251 Elm Grove should model her downtown after Delefield which integrated mixed use buildings which all have a similar design theme which is traditional and 'classic' looking. The downtown should not be called "downtown" which communicates big city but rather something like the "Village Center" or "Village Commons" or "Village Square" Some things work against the district. First is the train tracks going directly through. Ideally a viaduct could be constructed at Juneau or WTP or both. Second is the cemetery but that is not going anywhere. There are many buildings however which could be replaced. Top on the list is Patch Works, Bigsby Sewing center, Marinizing dry cleaning, the elm building with four shops, and the plank road office building. Lower down on the list for redevelopment are buildings with shops that are nice but occupy underutilized space and would fit better in a mixed use retail plus office/condos. These include the Rays Auto, Elm Grove Travel, Sweet Tooth, three shops at 13300, Silver Spur, and Odonoghue's Large surface parking should be avoided but small streets behind retail buildings would allow adequate space.

252 I'd love to see more intentional utilization of space in the downtown area. The park and shop/parcels north of the Park and Shop needs significantly less parking spaces than what is allotted on each parcel. In a world of decreased dependence on vehicles [increasing popularity of alternate modes of transport, rideshare, < 10 year time horizon to driver-less technology] the need for tons of parking will decrease. A much more thoughtful and efficient use of space could be achieved and also allow the uncovering of the stream under the parking lot. Boost greenspace build tasteful higher density living/working space and make Elm Grove's unique charm something more people can enjoy. Make it easy enough NOT to take the car there in the short term to allow development without encouraging traffic problems.

254 Elm Grove is a community of professional people and their families. We need to have the downtown reflect this. Should model our community after ones such as Lake Forest IL etc.

ResponseID Response

255 I think putting in a walking/biking path on Highland would be great, as well as putting in more restaurant or shopping options similar to Wauwatosa, which is where we used to live. I believe Elm Grove could have similar success with trying this type of development on a smaller scale.

257 I own a business and home in Elm Grove for the past 4 years, and I am originally from Wauwatosa. I feel Elm Grove is not progressive and any talk of change is met with resistance by the individuals running the village and by many of the long term residents.

260 Looking forward to exciting changes/additions to our downtown!

261 Who put the brakes on the last development proposal? We have been staring at a vacant decrepid warehouse for over a year now. That doesn't attract people or business! Stop letting a few people take over and stop development in Elm Grove.

262 I am definitely visit these places more than once a year, but less than once a month.

263 Downtown high density residential rental development is not something the village should look to encourage. Mixed use high density residential condos is the right development for this community where pride of ownership is the standard.

265 Could the Village encourage commercial property owners to spruce up their facades and landscaping?

266 Critical to keep look/feel of EG that makes it unique from Brookfield

267 Downtown is nice but has so much more potential. Needs money invested, a face lift and a strong sense of character injection. Coffee shops/ cafe, pizza joint, river walk, more trees and landscaping. Just some thoughts. Walkability throughout the village, not just downtown. All paths should easily connect to downtown. Hard with rail road tracks though.

270 Appreciate the work being done on this

272 Unmotivated business owners with limited hours and duplicate businesses (do we need three dry cleaners?) are holding places where more vibrant businesses could be placed. The shops behind Sendiks would make great multi family housing. Move the restaurants/businesses up close to Wtr. Twn Plank and you have a visible destination.

274 Love the flower baskets in the summer. Thank you! Love the American flags. Christmas decorations could be refreshed, but appreciate that we have them. We need to somehow have a bike path on the north side of street In front of Great Harvest Bldg. Dangerous for the kids. We desperately need a bike/walking path on one of the most beautiful street in Elm Grove. It's a shame we have never had one and people can't enjoy that gorgeous street more. What street? Elm Grove Road

275 I would love to see a local coffee shop downtown, and more family friendly options to accommodate the younger families moving into Elm Grove.

ResponseID Response

276	If the downtown area is going to include new housing, it needs to be consistent with the current housing market (cost) in Elm Grove. Upscale condos (for retiring EG citizens who want to sell their homes & move into downtown EG) would be a good idea. Building cheap apartment rentals is a TERRIBLE idea. It will potentially change the demographic and socioeconomic status of EG, bringing with it potential for badness. Generally speaking, it is expensive to live in Elm Grove (as compared to very close by surrounding areas) from a housing standpoint. Some of the reasons I pay more to live here is that it is safe (both from burglary & traffic standpoint), quiet, conveniently located, beautiful landscape & parks/public areas, supports small-businesses, and I feel my children are growing up in a more protected "small town" feel. I want to keep it that way. So do my neighbors!
277	would love a pizza place in the village that offers sit down as well as carry out - like a pizzeria Piccola
279	I hope you will share the survey results.
280	If you want an example of a nice place look at Glendale.
282	Need more restaurants so we can walk or ride bikes for an eating adventure.
285	Need to find a way keep down town quaint and accessible but add more things to do/options for locals to gather.
286	our main roads need repair!!!
288	The residents of Elm Grove have a very strong sense of community- would love to see safe access to more thriving businesses to match!! Thank you
291	Breathing some new life into the downtown area would be great--adding new shops, restaurants, bars and such. Another BIG thing is adding bike lanes. Elm Grove is small enough and safe enough otherwise that we residents should be able to bike around the village; however, right now, biking safely (especially with children in tow) is difficult. Thanks so much for your consideration!
292	With the success of Zisters, parking is becoming a problem. Imagine a few more viable businesses in the park and shop. Keep the creek as close to the railroad tracks as possible and as small as possible. It's a ditch anyways. Save the parking
294	Need to modernize the roads & sidewalks, as well as work to attract a more diverse set of businesses that can sustain more active shopping/dining traffic
295	I think it would be a mistake to "metropolitanize" the downtown area. I feel we should maintain the small quaintness of the downtown while updating the buildings and creating more green space.
296	Design elements of balance, harmony and quality conforming with the characteristics of the village.

ResponseID Response

297 Elm Grove would benefit by having more casual restaurants.

299 Elm Grove could really benefit from a careful revitalization of its downtown as Wauwatosa has. A charming, walkable downtown & park/trail system combined with a variety of solid food & drink offerings would really enhance the character. Redevelopment of some of the parking lot space, daylighting of the creek, and addition of more and more walk/bike paths all over Elm Grove will only increase the livability of this town.

300 We need some new restaurants.....More walking pathways are needed.....we support a Village wide water system...redesign the Village Court area to make the businesses more accessible and appealing....connect that Court area someway to the Downtown....How do you define "downtown"?.....bring back new ideas for the area north of Watertown Plank and east of Elm Grove Road.....

302 I frequently visit downtown businesses. Very difficult to navigate stroller to Ottoman Society, RJs, and Great Harvest safely. Can't imagine what this would be like for someone with a wheelchair. Would highly prioritize wheeled accessibility in new plans. A large number of rental units would dramatically change the character of Elm Grove and cause more congestion. I do think having some rental units - particularly low income - could benefit our village by drawing more diversity. I love the high percentage of locally-owned, non-chain businesses in Elm Grove's downtown. Would continue to encourage this. Can we do anything to lure Sweet Tooth back?

304 connect the village with more walking paths and naturalize the creek and develop a river walk connecting the park to the business district

306 Overall downtown image is very "dated" and should be brought up to date to project more contemporary image with mixed use and allowing 2-3 story buildings to provide a sense of enclosure at pedestrian-scale. Off street bicycle and pedestrian connectivity is lacking in certain areas

307 I have a young family and we would love for the downtown area to be more walkable. We would also love to see more variety in stores and restaurants - we almost always go to another town outside of Elm Grove for shopping or eating.

308 Opening up the river would be nice. I thought there was a plan to do this in the recent past? Also, since Subway is now closed, I think we need another similar quick, fast-food-type option in the downtown area.

316 Please do not add apartments to downtown!

319 Don't build apartments. We need to attract people devoted to the community.

321 We are a new family to the area and would love to have some great restaurant/entertainment/activities downtown that my husband and our kids can participate in. Live music at least once a week in the summer, farmers market, more food options, art walk, etc.

ResponseID Response

- 323 It would be wonderful to see additional affordable family dining options available in downtown.
- 324 Would love to see a coffee shop and pizza!!
- 325 Please do not mess with the character of Elm Grove .. this constant need to change which was already fabulous is so frustrating... why didn't people move to Brookfield or Tosa. The biggest loss was Phillips Pharmacy that hasn't been replicated - it was mixed use and had a lots of foot traffic. Do not change the Park n Shop sign ... ugh make "Elm Grove Great Again" it always has been .. also Reinder's tearing down B'Lou for a subway parking that is now closed was a mistake anyone could see coming ... don't repeat mistakes ...
- 326 Will the redevelopment also include the addition of city water?
- 327 It's about time! Good for you for finally getting this underway. There's SO MUCH POTENTIAL for downtown Elm Grove to be chic, fun, hip and relevant.
- 329 E G has SUCH potential!!! It NEEDS to be updated and quickly! More emphasis on cute retail, service, walkable, attractive, all updated, minimal new housing, relaxed environment.
- 331 Downtown buildings need to be updated !!
- 333 Let's be clear - EG is not Tosa, not Brookfield. Consultants often think all communities have the same aspirations. That's not the case here. We want better sidewalks, a more attractive downtown, BUT NOT strangers. We don't want to be a destination. We are happy being a tiny enclave for our residents. Our obligation is not to the businesses. We can have offices galore. Businesses love to locate in Elm Grove. We have too little office space. We don't need 3-4 story buildings. That was made incredibly clear last time around. We must respect the School Sisters of Notre Dame and NOT view their building as a comparable building for new developments in height/density. They founded this town! Townhomes/brownstones seem to be the best idea to differentiate this town and be congruent with our community feel and culture. Don't run amuck of elm grove residents with density, height, and developer or business centric thinking. We want to send our kids to downtown and know they will have safe sidewalks (and area for improvement) but also know they won't run into outsiders. We like our cocoon...let us be clear.
- 337 The overall esthetics of the village needs improvement, business owners need more participation, diversity of retail and dining, planning on condo or rental density too much before
- 338 strongly against condos/apartments!
- 340 Absolutely no multifamily rental properties.

ResponseID Response

343 There needs to be some more upscale dining and retail shops. It feels too sleepy and old. Need a place that people of all ages want to visit. Our restaurants are old and need refurbished. Some of the retail shops in town are not really a good fit and belong more on side streets.

344 No apartments

345 Downtown Elm Grove has so much potential. It has the potential to be a quaint adorable practical entertaining area. Instead the downtown Watertown plank Road is a strange, odd bazaar assortment of kitschy shops. The Elm Grove shops are by and large odd run down store fronts. The 890 building is so bizarrely run down. It is such a confusing unkept empty place. I'm not sure who manages the Sendick's parking lot, the 890 buildings, or the buildings just north of Watertown plank Road downtown area, but it seems to be they are certainly not people who live in Elm Grove nor are interested in the prosperity or development of Elm Grove. I love The park and library area, and all of the families and Elm Grove in sundecks. But I do not understand what is going on with the village planning of downtown elm Grove. I'm very grateful that people are giving thought to it. So thank you! Lastly, as a person who has a child with a wheelchair, I find the downtown sidewalks very unfriendly to those with physical handicaps. At the intersection of Elm Grove Road in Watertown plank, the street light/red light cuts into the sidewalk so much that you cannot get a wheelchair around it. Something should be done about that sidewalk area to ensure it is handicap friendly.

350 The downtown is ripe for filling with a great mix of restaurants and personal services that would be easily walked-to by the community. We are a new family to elm grove, 35, and hope to see more places attuned to our millennial mindset where we can frequent and spend our tax dollars!

351 Village officials need to work towards progress and not fold to a loud vocal few. They had a great project on the table that supported much of the proposed plan objectives, but seemed to lack the courage, vision and leadership to close the deal. This is at least the third time they have spent money on plans, only to get cold feet and do little or nothing with them. If I'm wrong on my history or characterization, I welcome the opportunity to learn more. I'm easy to find. Jim Gage 13330 W. Juneau Blvd.

354 Streets (Elm Grove Rd., Legion, Watertown Plank, etc.) and parking need to be redesigned in master plan to allow for future growth. Unify downtown into something truly special. Has a lot of potential but, right now, is broken up into little "islands."

358 Do not like the idea of apartments. We love the fact that the people that live here are very much a part of keeping up their properties and caring about the area. I feel apartment rentals would not be the same.

359 Connect the shopping areas with the park areas better.

ResponseID Response

360 please improve downtown elm grove. there is so much potential. look at nearby communities that have been successful. if you build they will come. and there is such a desire for this among young families who live in the community. not a gathering goes by when we don't discuss "why isn't downtown thriving"? we would all support local high quality dining/shops. pizza parlor, wine bar, shopping boutiques, great coffee or donut shop!! art gallery. work space.

364 More outdoor seating at restaurants and bars. Family fun for the kids

366 Elm Grove sits between North Ave, Pilgrim Parkway and Bluemound Road, with Watertown Plank and Hollyhock tying all those key destination thoroughfares together. Build a major through street to the West of Hollyhock and Tonawanda School to tie together North, BMnd and WPlkRd into the downtown via Elm Grove Road, South of downtown. Meandering residential streets return to being residential.. major 4-way stoplight intersection let's "through traffic" do that, and traffic drawn to downtown have easy access.

367 Please keep retail to a minimum. We have Brookfield for that. NO multi-family rental properties! It would destroy our community character !!!

369 We moved from Wauwatosa and witnessed the amazing efforts in the redevelopment of east tosa and the village. We love the community of elm grove, but it's downtown lacks vibrancy. We hope it's future holds opportunity for more restaurants and businesses in the village as well as safe ways to travel by foot or bike.

370 Bike trail is very hard to follow through downtown sendiks parking lot - would love to see it connect to Oak Leaf Trail. Better signage and maps would be beneficial too. New zisters outdoor area is great. Also would love to see old Sweettooth and Subway spaces filled

372 We need events, things to do, thriving businesses, community drivin outings

373 City water needed

375 I LOVE Elm Grove! Thank you for your efforts on all our behalvs.

378 EG is such a charming, safe town. We love it and would love to support businesses in it. The farmers market is in desperate need of revival (ie, better vendors, dedicated space), the one coffee shop is out of the way of downtown and there is no place for families to gather on a Friday night (ie local pizza place w/ a couple games & take out pizza)

379 Please do not "unify" the design of buildings downtown. It's quirkness of a mixture of old (Elm Grove 50's Neon Sign for downtown village shop area) to new ((RJ's/Otto's Resale) and everything else in btwn representing certain decade styles, is what makes Elm Grove unique and different from all the other surrounding communities. Please do not make it cookie-cutter!

ResponseID Response

381	Downtown needs life and energy soon!
382	I think it was very unfortunate that the proposed residential apartment complex partly on the Reinders property was rejected. I would likely have moved in.
384	What happened to the Master Plan from years ago that was never implemented? Are we just doing this again to let it sit again? Please keep this moving forward. Could there be an effort to purchase the land from Reinders to include in this plan and really do this right once and for all. It would be great to have a connection between the village and the park with green space.
385	Elm Grove should follow the lead of East Tosa or Shorewood in redevelopment of the downtown area. There is so much potential to have a beautiful, mixed use space attracting both EG residents and consumers from nearby municipalities
386	Municipal water is critical missing element in bring Elm Grove up to date. It is must have if Elm Grove is to become closer to a "Best in Class" community
387	Parking and walkability is odd downtown. Sidewalks are too narrow for strollers, and bikes in some areas / corners. Bike lanes, and dedicated crossing sections with traffic yield signs would greatly help. Make it easier to get across the Watertown Plank. Consolidate businesses onto Watertown Plank. Businesses behind Sendik's are hidden unless you know about them.
388	Downtown Elm Grove needs more residents to help feed local businesses and restaurants which will in turn foster economic development and growth.
394	Have heard about opening the creek for years! Like that idea. Downtown is such a mish mash of buildings, signs, traffic direction. Love the Mill look.
395	too small village to put more traffic places we are surrounded by so much already do not need to bring more people in for things
396	too small village to put more traffic places we are surrounded by so much already do not need to bring more people in for things
400	Keep it quaint and quiet and cute . I grew up in greendale and frequent cedarburg... those community downtowns are cute
403	A coffee shop with outdoor seating would be a fantastic addition! Also, highland desperately needs a sidewalk
404	I've always thought a good addition to Elm Grove would be a family friendly pizza restaurant. With so many young families with young children, it would be nice to have more family friendly restaurants/venues. There is so much potential for Elm Grove which it is not living up to right now. If Elm Grove wants to continue to flourish, it needs to think of its young families.

ResponseID Response

- 407 Downtown Elm Grove has so much opportunity to be a beautiful gathering place. I grew up in Lake Forest, IL, where Market Square(a similar layout to downtown Elm Grove), has always been a place that brings people together all year round.
- 411 I attended the meeting and would suggest you get photos of the two plans up and on the website, Facebook, etc. Public needs access to these concepts to study them. I searched and searched and can't find either concept drawing online. I wanted to look at them more closely. Get these drawings in the hands of the residents please.
- 412 Please do not include plans for rental unit or condos. Also, I am in the healthcare field and recently ran into a certified nursing assistant who has some grave concerns regarding the healthcare facility located right by Sunset Playhouse. Additional green space would be a strong asset.
- 414 Reference the third ward of Milwaukee (or Cedarburg) as an example for what downtown elm grove could be like. non-chain retail at ground level residential above
- 416 Making walkable/billable access to Elm Grove from nearby neighborhoods is a must. Need to update the old and dated buildings. Seems out of the 60's and 70's. Need a destination retail or restaurant to bring in people on a more regular basis.
- 418 The downtown area should be more inviting. We frequently go to Wauwatosa to go out to dinner and enjoy the beer garden
- 422 Keep the PO, it is such a unique community within the community. Don't add a large housing complex downtown that doesn't account for the current traffic levels and how bad the congestion currently gets at 5PM.
- 424 Please do this! We need to do something to keep business and make our village "cuter" and more welcoming. Some of the buildings are just old. Need something to unify this downtown to make it more "walk and shop" friendly.
- 425 Keep it's charm. Don't urbanize it! Have the businesses clean up their chemical pollution before land can be developed. Don't create high density apartments or condos that will create more traffic congestion. Don't bring in Brookfield water! The quality isn't any better than what we have. In some cases far worse (Radon!) What I want is: really good restaurants, quality gift shops, quality art stores, high end clothing shops for men and women. This would create a reason to go downtown. I would also love Elm Grove to have a separate community center located in the park or on Reinder's property that could be rented for weddings, family reunions and parties. It could also be used for children's classes, and adult classes (art, chorus, fitness, enrichment etc). By having that separate facility the Recreation Department's schedule would not impinge on the programs that the library offers (which are very well attended. It would make downtown special.
- 426 Zisters has been a great addition! Need a great pizza place and a destination for coffee and donuts (like a colectivo). The farmer's market pavilion is a great idea! How about a golf dome, pickleball courts, german beir garden.

ResponseID Response

427	You need to put the concepts up on the web page so people can get an idea of what is being proposed!
428	I lived in Delafield and it was a directionless mess until Bob Lang took a leadership role. This is the sort of unified vision we need for downtown Elm Grove.
430	Although EG is walkable, there is not really a destination for just walking. the 890 building area is really wasted. Nothing really goes on there and businesses come and go. When the art gallery was there I was hopeful that the combination of a restaurant and the gallery would give more options for strolling.
431	Zisters really brought the area to life. Would love to see more of the same spark. GHome is wonderful too. Why can't we get a good restaurant at 890? Would love Mr. Bartolotta to open a pizza/wine bar!!
434	No more housing. Traffic and crime come with the housing You proposed. Police can't handle the traffic now. Buildings in the Grove appear to have more vacancies. Improve what you have. With charm. With focus. Art. Music. Food and beverage. Take a look. At the small communities in SC and NC. Tryon. Saluda. Hendersonville. Please don't use a developer that creates a Mini Brookfield ghosttown that reeks of greed. Develop and go! 🤔
440	The shopping is stagnant, Elm Grove Rd is decrepit from Bluemound Rd. to Wall Street. Old buildings overgrown trees. It is the main drag into the downtown area and is disgusting looking!
441	We need more restaurants and activities for families. The community demographics have changed, so the downtown needs to advance to meet the needs of families.
442	Safer sidewalks please. Very uneven. A lawsuit in the making!
443	When the 890 buildings had restaurant(s) I went there regularly, otherwise every few months for others. Post Office every few months. Park probable 2-3 times a year. Flowers on light poles was great addition.
444	My driveway is on Watertown Plank Road at the bend into village. When there are trains we can't get out of our driveway. It's a problem that was made worse when the stoplight was placed at 124th and WTP Rd.
445	Downtown needs charm, character, nicer looking parking lots, open the creek, add trees and park benches, take down Martinizing Bldg. Bikable, walkable sells houses! Encourage more retail space... why do the courtyard spaces have to cost so much to rent? Maybe a T if district for funding?
446	NO
447	More retail and good options please

ResponseID Response

451 It would be great to properly connect the park to the path that runs along the yard-waste facility and UPS. A central "downtown park" would be amazing - something small, maybe with a band shell? Bottom line, our most prominent downtown feature can't be a parking lot.

452 We should not aspire to be like Wauwatosa or provide a downtown that attracts large numbers of nonresidents. Whatever plan is developed it should cater to EG residents.