

2019 Community Survey Results

Survey Timeline:

September 9, 2019-
November 1, 2019

TOTAL SURVEY
RESPONDENTS

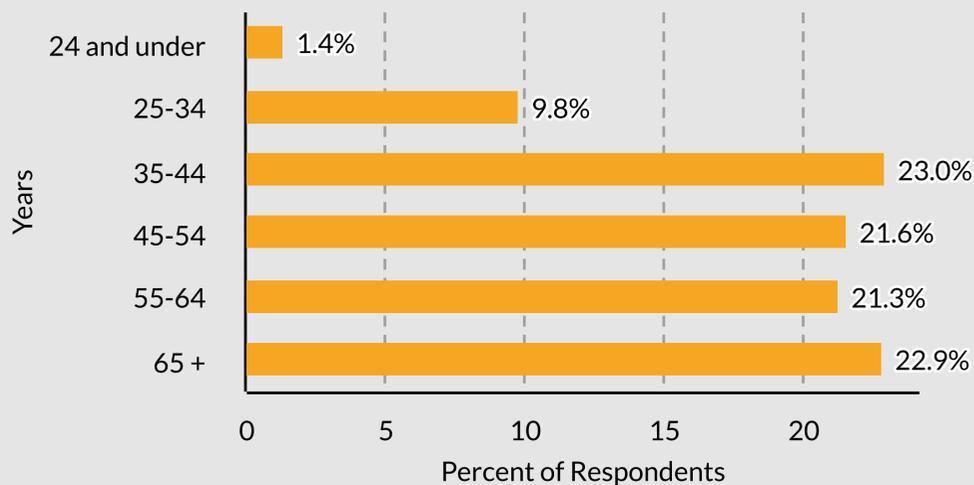
1,819

AVERAGE RESPONSES
PER QUESTION

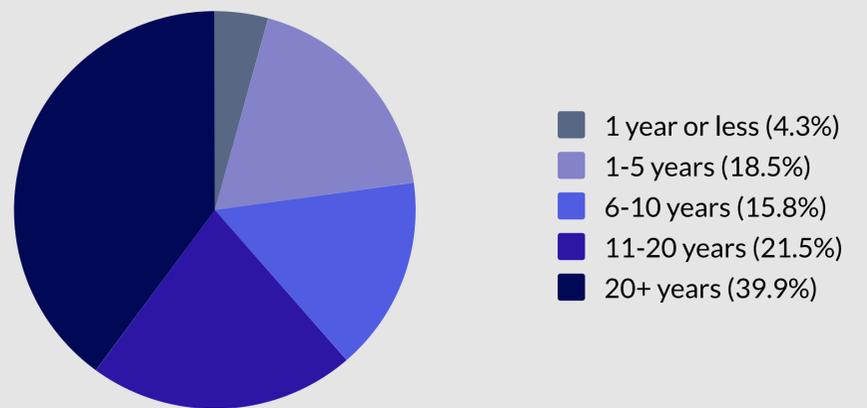
1,633

BACKGROUND

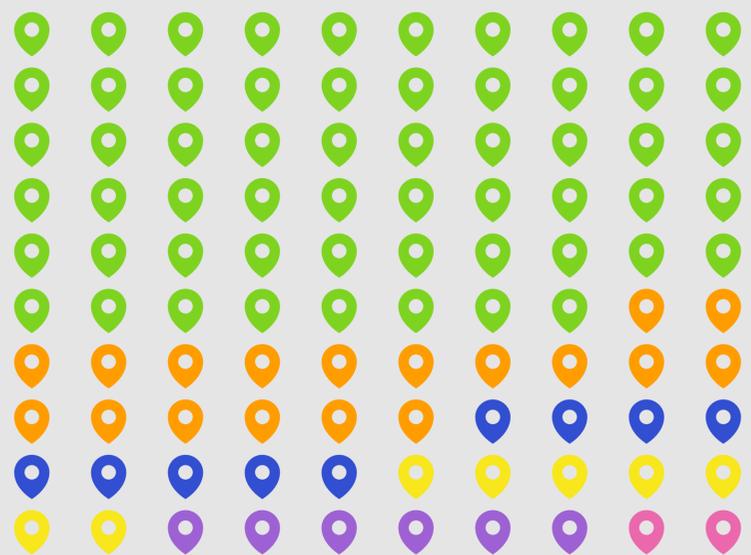
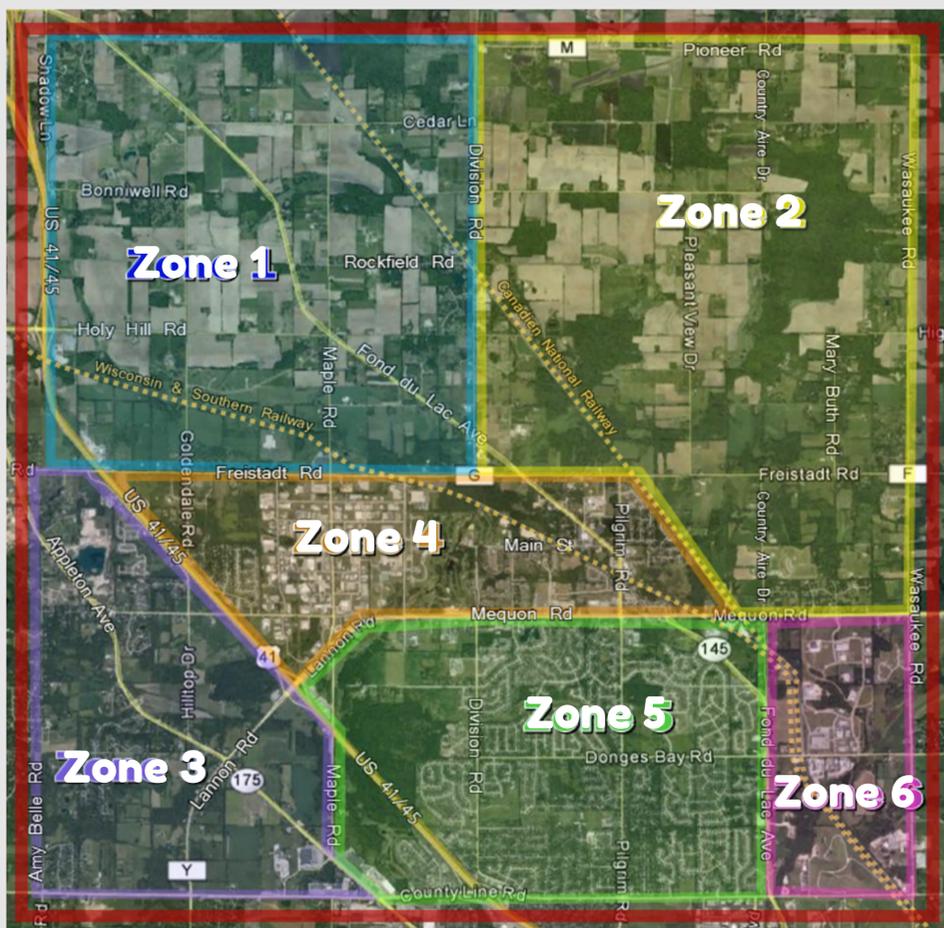
What is your age?



How long have you lived, worked, or owned property in the Village of Germantown?



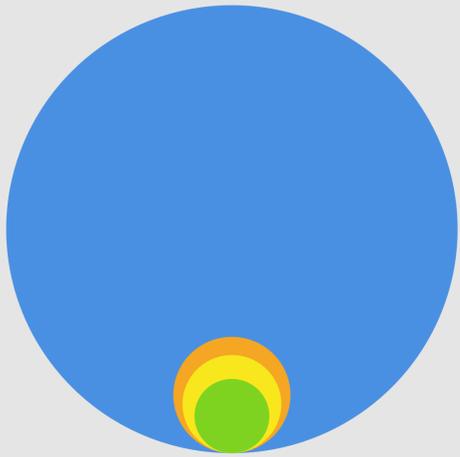
Where in the Village do you live, work, or own property?



■ Zone 5 (Green) (57.9%) ■ Zone 4 (Orange) (18.3%)
■ Zone 1 (Blue) (9.2%) ■ Zone 2 (Yellow) (7.3%)
■ Zone 3 (Purple) (5.8%) ■ Zone 6 (Pink) (1.5%)

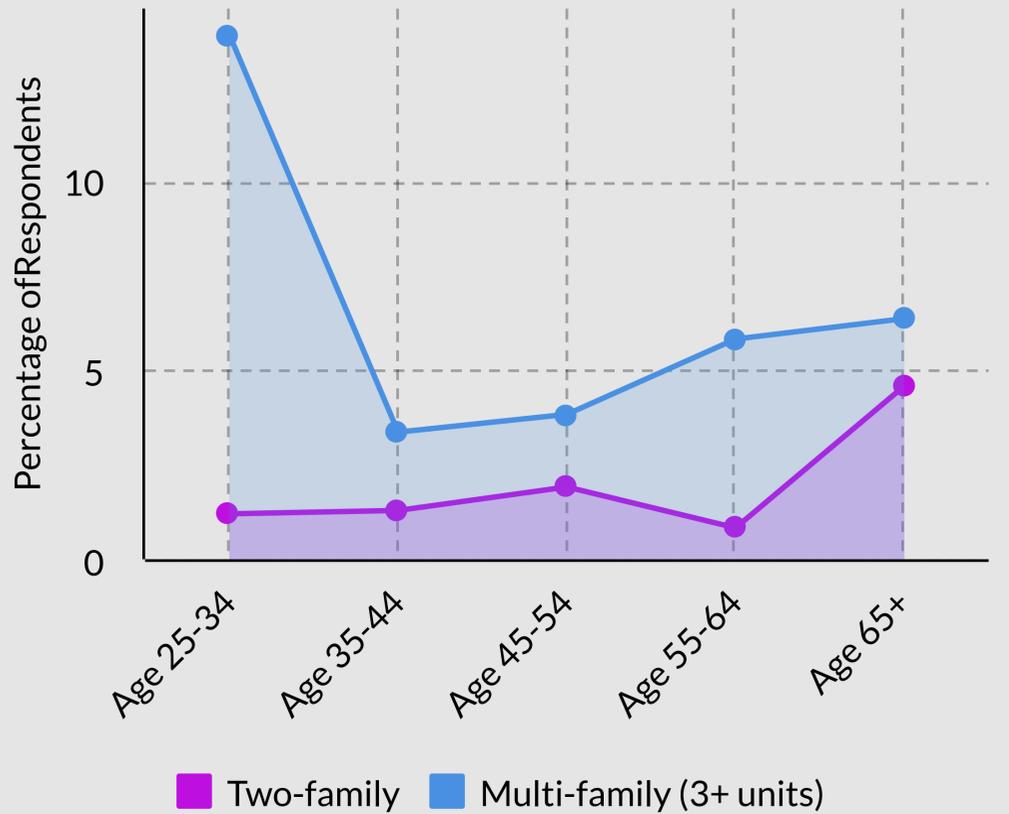
BACKGROUND

In which residential building type do you live?



- Single-family (87.5%)
- Multi-family (3+ units) (5.9%)
- Two-family (2.4%)
- Other (4.2%)

Age and Multi-family Housing Type



Do you work in Germantown?

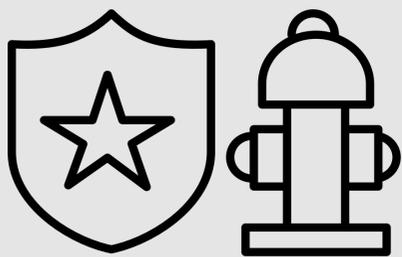


■ Yes (20%) ■ No (80%)

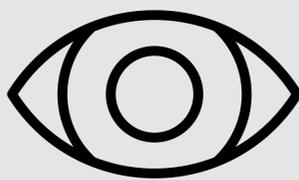
44% of respondents have children under 18 living in their household.

QUALITY OF LIFE

Three Most Important Factors on Quality of Life



Public Services
(Police/Fire)



Low Crime

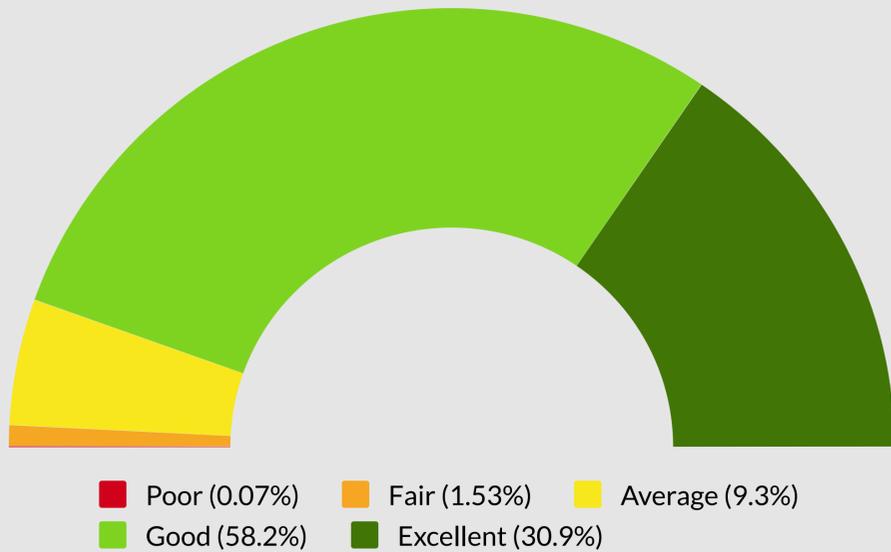


Good Neighbors

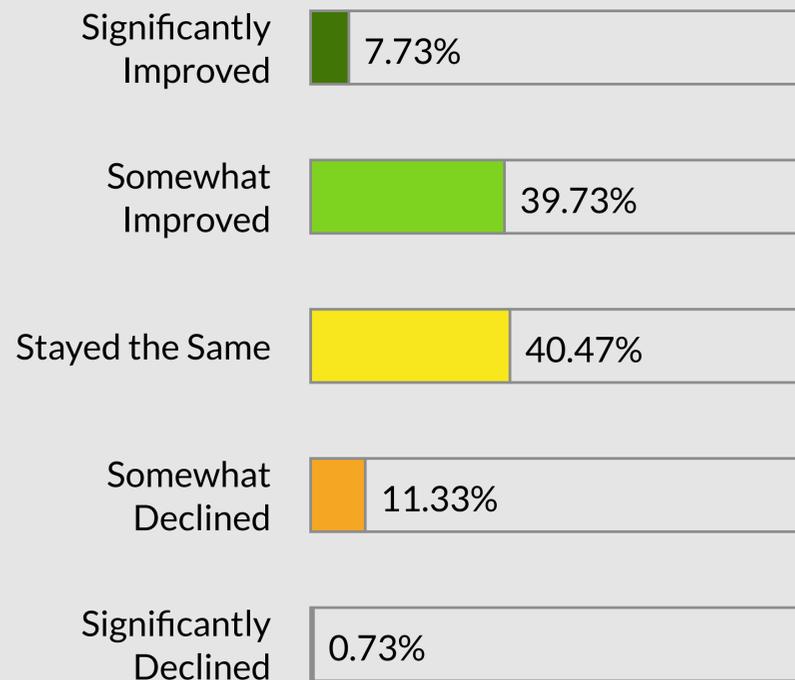
QUALITY OF LIFE

2015 RESULTS

Quality of Life in Germantown 2015



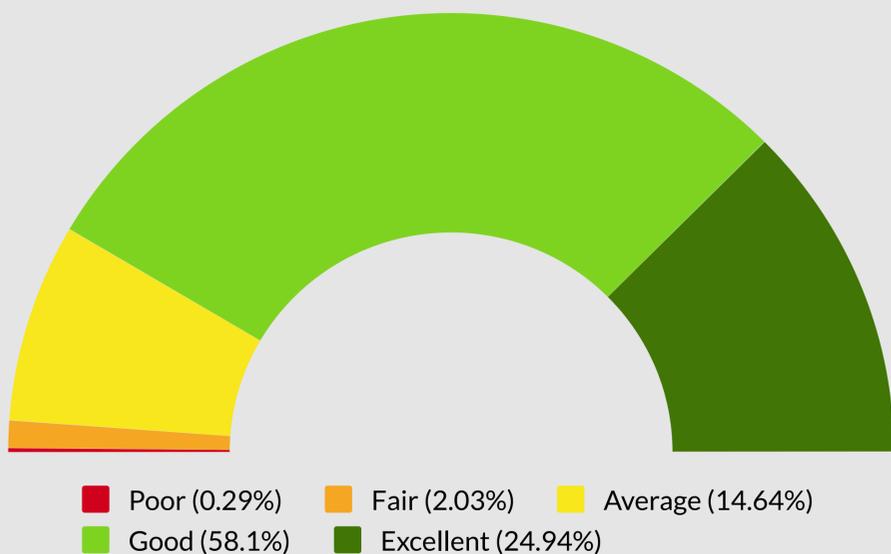
How has the quality of life changed over your time in the Village?



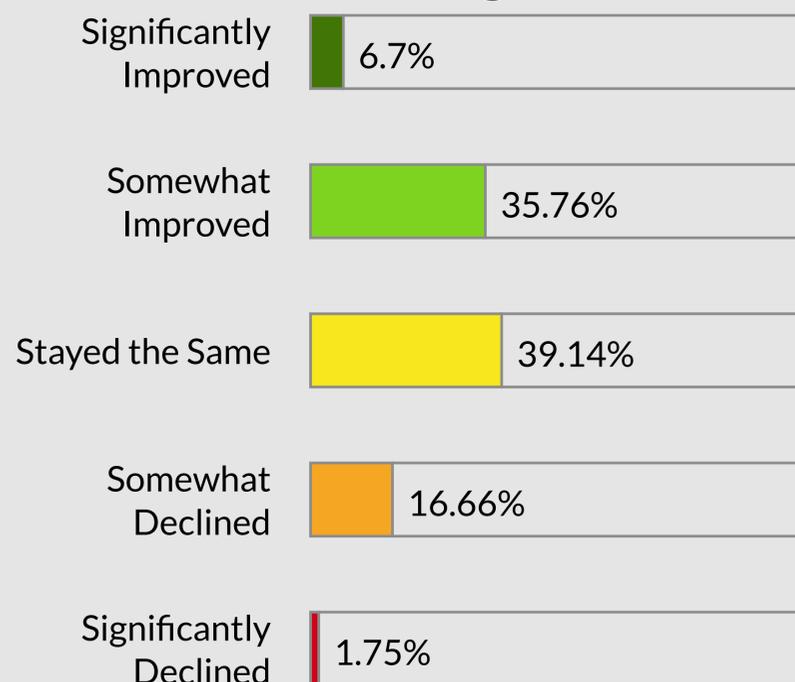
VS.

2019 RESULTS

Quality of Life in Germantown 2019



How has the quality of life changed over your time in the Village?



FUTURE DEVELOPMENT

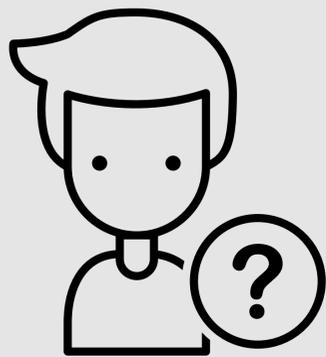
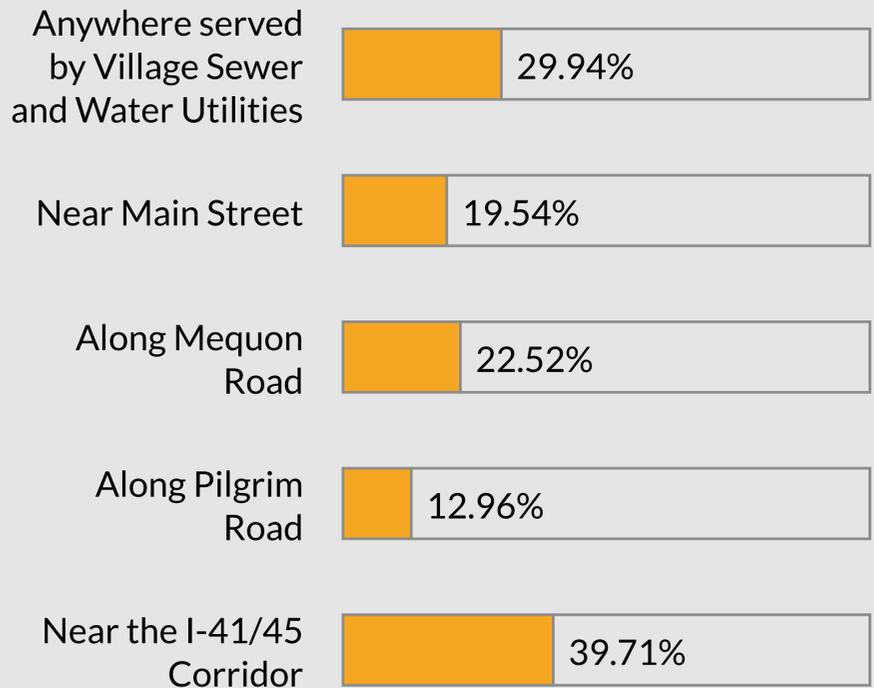
85%

of respondents agree that there is a need for additional Sit-down & Family Restaurants in Germantown.

61%

of respondents agree there is a need for additional Entertainment and Attractions in Germantown.

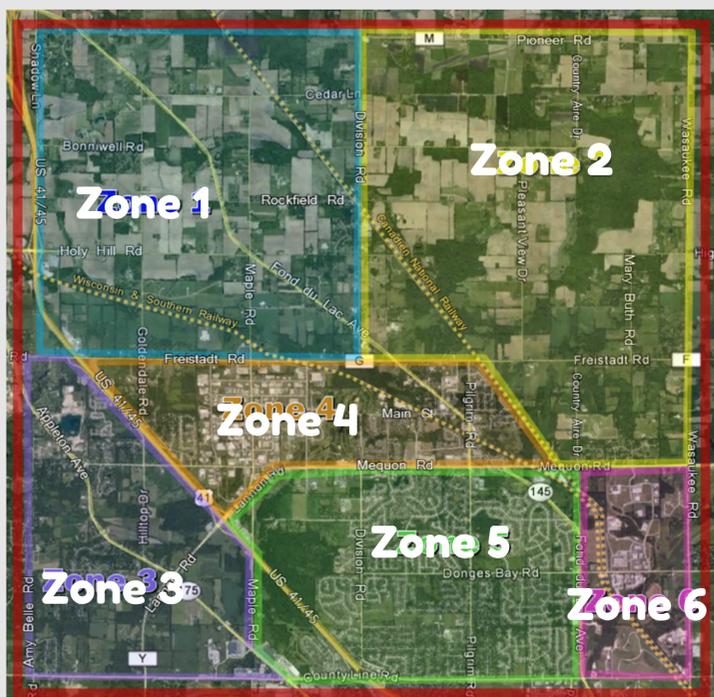
Which areas of the Village are the most appropriate for multi-family development?



"How were these results influenced by where a respondent lives in the Village?"



Most appropriate areas for multi-family housing by location in Village



	Anywhere served by sewer and water	Near Main Street	Along Mequon Road	Along Pilgrim Road	Near the 1-41/I-45 Corridor
Zone 1 (Blue) Northwest	26.12%	32.09%	32.09%	28.36%	19.40%
Zone 2 (Yellow) Northeast	26.17%	15.89%	29.91%	14.02%	48.60%
Zone 3 (Purple) Southwest	35.62%	20.55%	19.18%	26.03%	20.55%
Zone 4 (Orange) Central	33.46%	17.47%	18.59%	14.87%	41.64%
Zone 5 (Green) South Central	29.68%	18.71%	21.69%	8.58%	42.55%
Zone 6 (Pink) Southeast	19.05%	14.29%	19.05%	14.29%	52.38%

FUTURE RESIDENTIAL DEVELOPMENT



What type of residential housing do you think the Village should allow to develop?

✓ **Single-family Detached**

75% of respondents agree Single-family detached homes should be encouraged to develop.

✓ **Multi-family Condominium**

45% of respondents 65 years and older agree multi-family condominiums should be developed.

✓ **Conservation Subdivisions**

47% of respondents believe that more Conservation Subdivisions should be encouraged to develop.

✗ **Manufactured Homes**

65% of respondents disagree that additional manufactured homes should be developed.

✗ **Conventional Subdivisions**

10% of respondents believe that only more conventional subdivisions should be encouraged to develop.



FUTURE RURAL DEVELOPMENT



What type of land uses should be allowed in the undeveloped rural areas outside of the "Urban Service Area"?

✓ **Hobby Farms (10+ acres)**

66% agree Hobby Farms should be allowed to develop outside the "Urban Service Area".

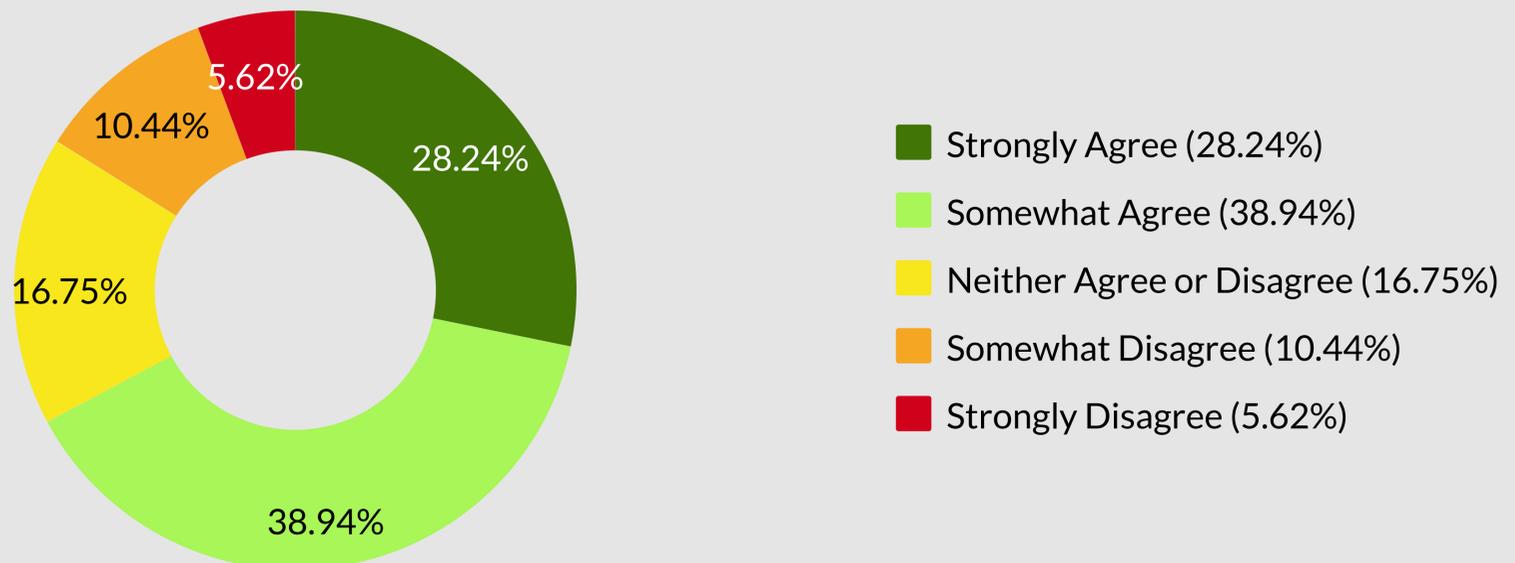
✗ **Multi-family Residential**

71% disagree that multi-family residential development should be developed outside the "Urban Service Area".

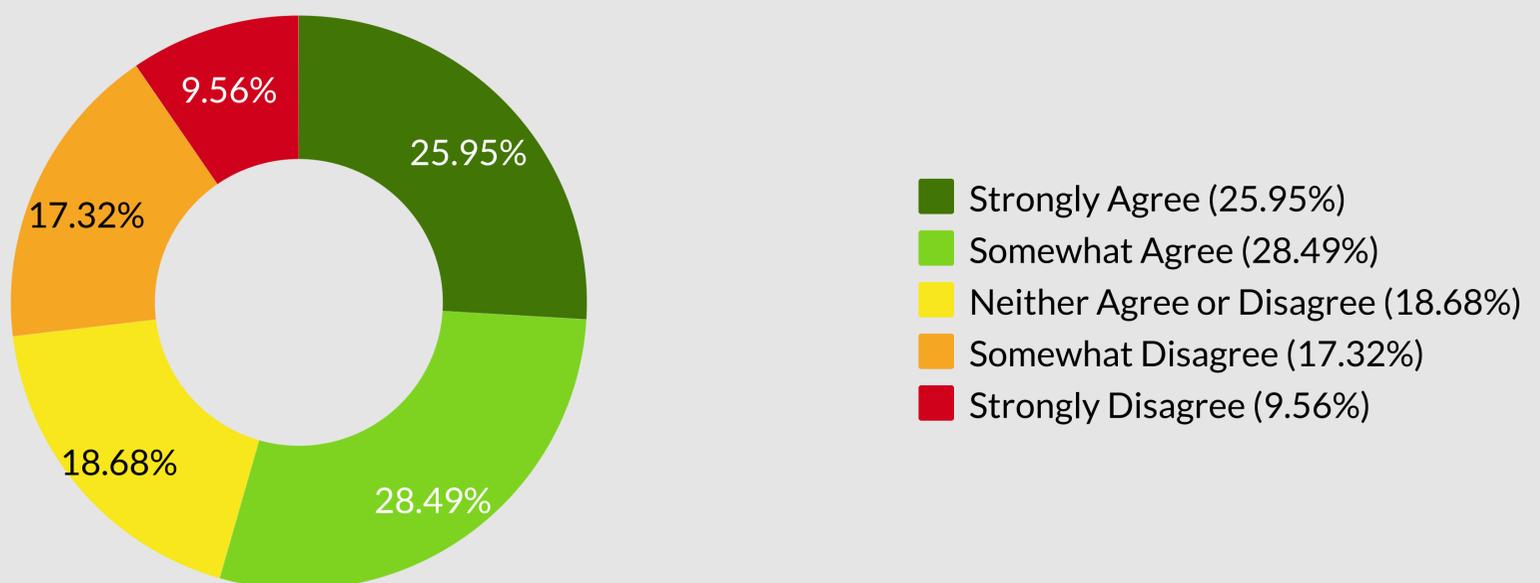


ATTITUDES TOWARD FUTURE RURAL DEVELOPMENT

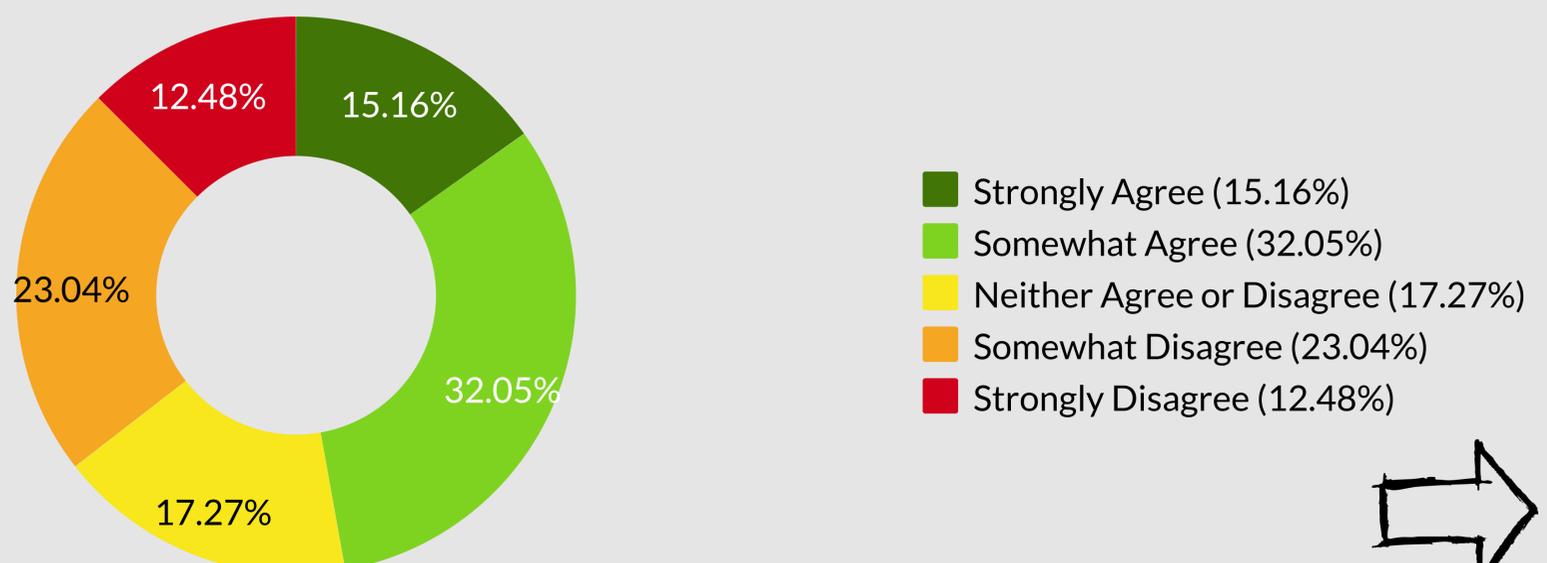
Existing undeveloped farm and other agricultural land anywhere in the Village should be allowed to develop, but only in a way that preserves the rural character.



The Village should protect ALL existing undeveloped farm and other agricultural land from future development.



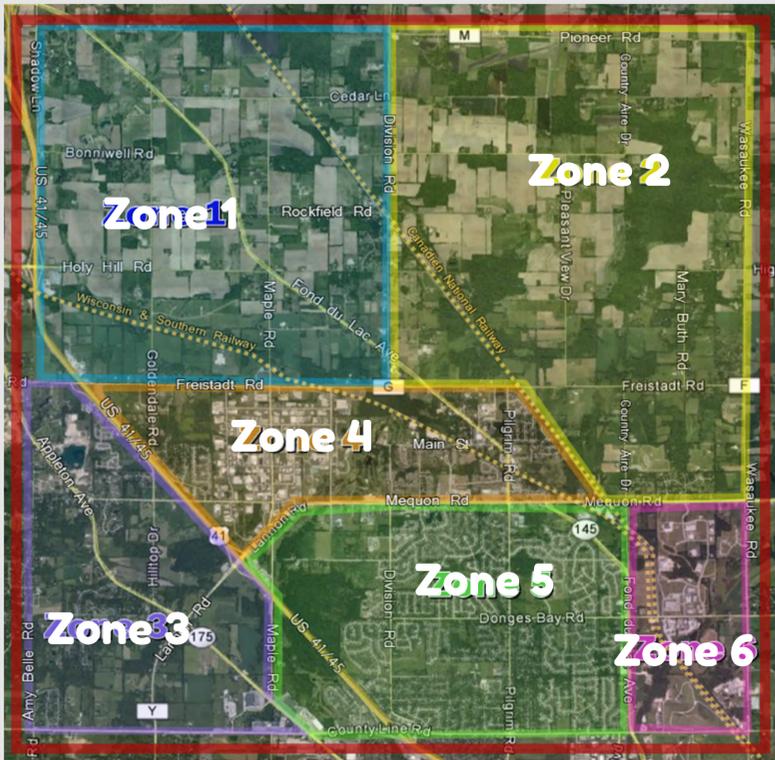
Existing undeveloped farm and other agricultural land should be allowed to develop as the property owners choose.



ATTITUDES TOWARD FUTURE RURAL DEVELOPMENT



"Do attitudes change based on where a respondent lives in the Village?"



Rural Areas

Zone 1, 2, 3

33%
STRONGLY AGREE

41%
STRONGLY AGREE

12%
STRONGLY AGREE

VS

Suburban Areas

Zone 4, 5, 6

26%
STRONGLY AGREE

22%
STRONGLY AGREE

16%
STRONGLY AGREE

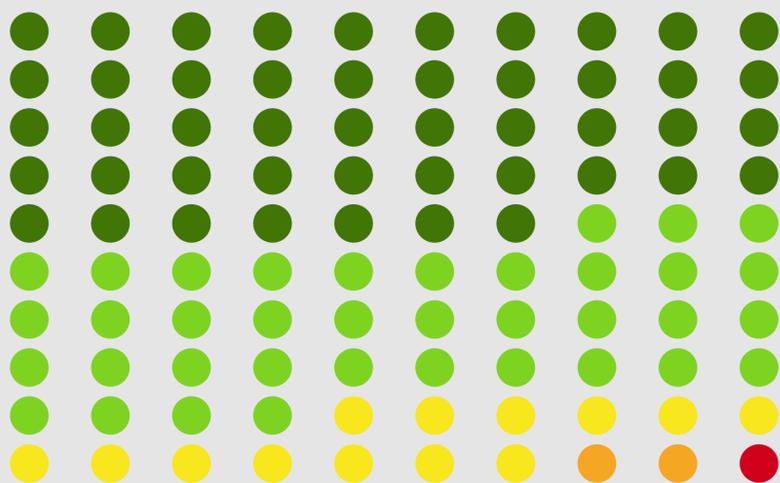
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PARKS, RECREATION & OPEN SPACE

Overall, how satisfied are you with the quality of Germantown's parks?



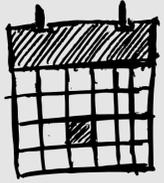
■ Very Satisfied (47%)
 ■ Somewhat Satisfied (37%)
■ Neutral (13%)
 ■ Somewhat Disappointed (2%)
■ Very Disappointed (1%)



73%

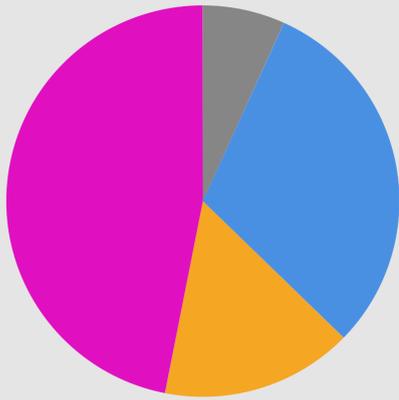
of respondents think it is important that the Village of Germantown acquires land for linear parks along the Menomonee River and other environmental corridors with paths for walking, hiking, biking, nature observation, and water access, where appropriate.





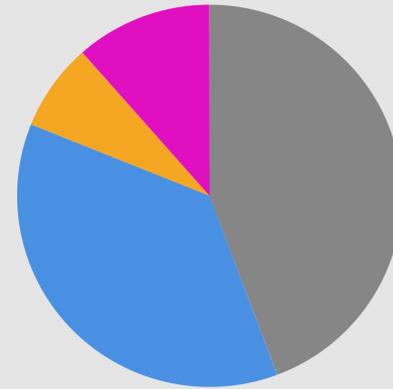
In the past year, how many times have you or members of your household...

Visited any of the Parks in the Village of Germantown?



■ Not at All (6.78%) ■ 1-5 Times (30.53%)
■ 6-10 Times (15.78%)
■ More than 10 Times (46.91%)

Participated in any of the Recreational Programs offered by the Village of Germantown?



■ Not at All (44.28%) ■ 1-5 Times (36.82%)
■ 6-10 Times (7.4%)
■ More than 10 Times (11.49%)

Top Parks Amenities desired by Respondents

- 1  Paved Trails
- 2  Concessions/Beer Garden
- 3  Outdoor Pool/Aquatic Center
- 4  Canoe/Kayak Launch
- 5  Unpaved Trails

73%

of respondents think Germantown has enough public "active recreation" land such as baseball diamonds, soccer fields, tennis courts, basketball courts, etc.

46%

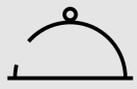
of respondents think Germantown could use more "passive recreation" land such as walking trails, wildlife observation, canoeing, kayaking, bird watching, bicycling, picnicking, etc.

SUPPORTED DEVELOPMENT TYPES

"Germantown Gateway" Area



Most Supported Types of Development



Sit-down & Family Restaurants



Specialty Retail & Boutiques



Large-Lot Single-family Residential



Grocery Stores



Least Supported Types of Development



Multi-family Residential (apartments & condos)



"Big Box" Retail/ Department Stores



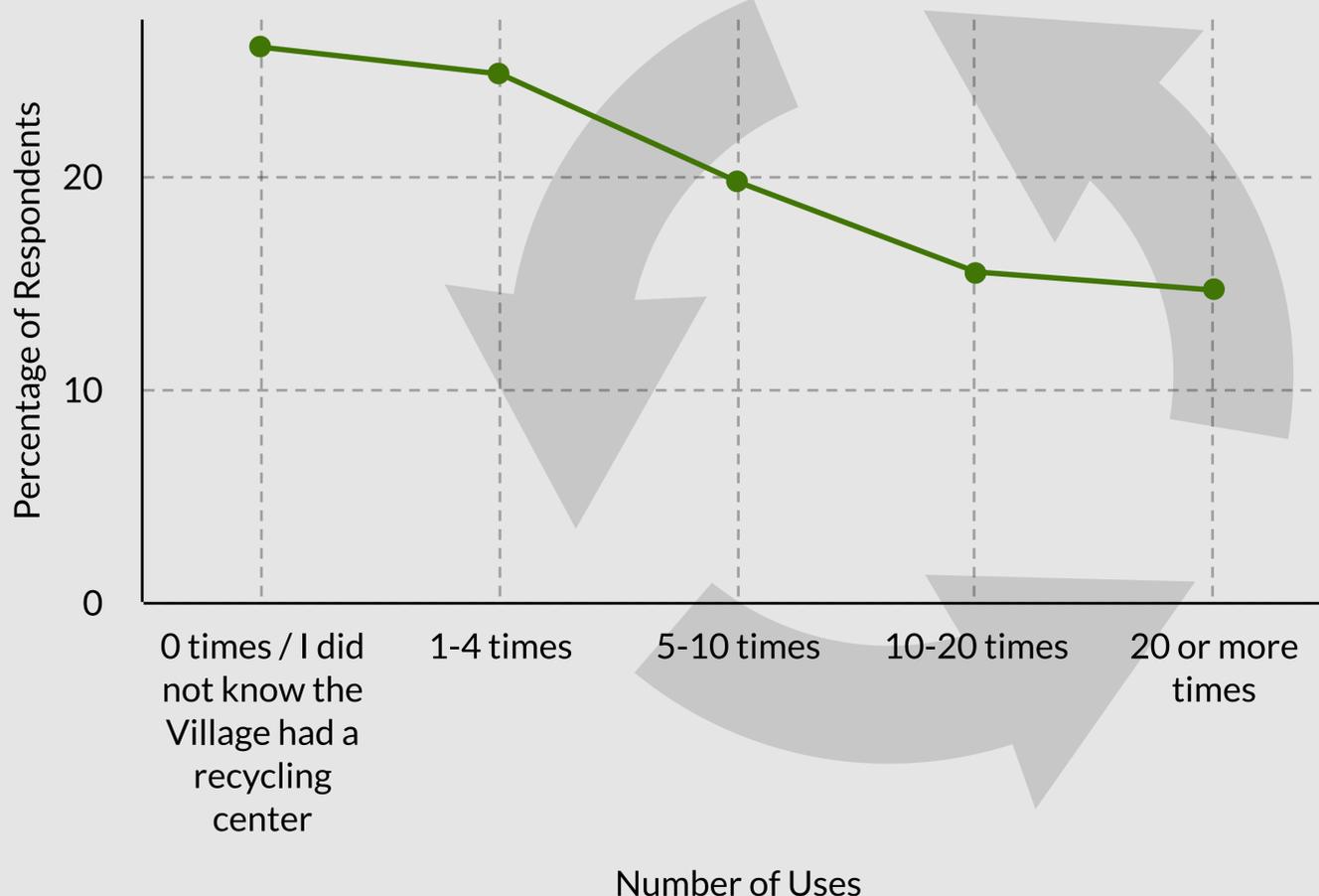
Independent & Assisted Senior Housing



Offices, Banks & Financial Institutions

VILLAGE SERVICES

Over the past year, how many times have you used the Village's Recycling Center?



58%

of respondents would prefer the Village's Recycling Center be relocated within Germantown, if the existing operation needs to be modified in the future.

40%

of respondents would prefer the Village's Recycling Center be eliminated and an alternate recycling service be provided, if the existing operation needs to be modified in the future.