



## 2006 Grafton Downtown Business Association Survey Results

In order to find out more about the businesses that are located in Downtown Grafton, the Downtown Association, in conjunction with the Village of Grafton, conducted the following survey. Surveys were sent to 154 downtown businesses, and, as of March 1, 2006, 52 were returned. Not all respondents answered every question.

A very similar survey was conducted in 2004. At that time, 58 surveys were returned.

1. Which of the following classification best represents your business?

2006	2004	
15%	12%	Finance and Insurance
15%	22%	Retail Trade
11%	6%	Real Estate Renting and Leasing
9%	8%	Other Services
7%	12%	Manufacturing
7%	12%	Professional, Scientific and Technical Services
5%	2%	Construction

2006	2004	
4%	5%	Wholesale Trade
4%	0%	Educational Services
4%	2%	Public Administration
2%	0%	Information
2%	8%	Accommodation & Food Service
2%	5%	Arts, Entertainment and Recreation
2%	0%	Computer Software IT or Data Entry

2. How many employees does your business currently employ at your downtown location?  
**Average of 17 employees per business.**

3. Has your business health improved, stayed the same or declined over the last 2 years?

2006	2004	
57%	33%	Improved
39%	58%	Stayed the Same
2%	9%	Declined

**Comments:**

- **So you call this progress. So sad how we polluted Grafton. I can't open my windows any more, dirt noise, lost my view of the woods, chopped down now appt. town houses built there. What a mess. Why do you think people moved from Milwaukee? To get away from the noise, traffic, stores, people, robberies. Now you are bringing in the noise, traffic, stores, people, thieves, busing in workers from Milwaukee. You know if I want to shop to stores we do have a car. We don't shop here because the kids don't want to look alike, each other. Too many strangers**

walking the street selling stuff. So you are trying to find out how long we are going to be in the business when we are going to expire. When you can bull doze us over and start all new like Port Road. I bet you will not post all the findings on the website. All this is to change the small town atmosphere. We want to keep it small. Many clients like shopping in small stores not giant. Why does the mini mart work so well around here old and young like it quick in and out. Less traffic. It takes 2 lights through the intersection of Ozaukee Bank. Why should Village buy property? Is the village part of the Heritage of Grafton? Sure looks good on paper. No one wants to live in it! You will do what you all want to do.

4. Does your business anticipate an expansion in the next 2 years?

2006	2004	
33%	21%	Yes
67%	79%	No

**Comments:**

- Not Sure
- Possible

5. When does your present lease expire for the building space that your business occupies?

2006	2004	
23%	16%	Month-to-Month
6%	2%	More than 4 Years from Now
4%	8%	2 to 4 Years From Now
4%	11%	1 to 2 Years From Now
0%	2%	6 to 12 Months From Now
0%	6%	Within the Next 6 Month
63%	58%	Not Applicable – Own the Building

6. What is your perception regarding the cleanliness of the Downtown?

2006	2004	
23%	23%	Very Clean
56%	62%	Okay
21%	16%	Needs Improvement

**Comments:**

- The last 4 years there is more peddlers and strangers selling books, Sam's cards, candy every week. The door of the store is locked from them.

7. What is your perception of the relative safety (non-traffic) in the Downtown?

2006	2004	
29%	38%	Very Safe
36%	40%	Relatively Safe
23%	16%	Safe
12%	6%	Not Safe

**Comments:**

- Cross Walks Needed

8. What are the top three factors that you like most about Downtown: (possible factors are listed but space is available for general comments)

2006	2004	
31%	31%	Small Town Atmosphere
23%	24%	Central Location for Customer Base
20%	18%	Initial Streetscape Improvements and Promise for More
15%	9%	Low Rent/Low Property Cost
7%	13%	Milwaukee River
2%	5%	Availability of Employees

**Comments:**

- Good retail stores to bring in customers.
- I am annoyed that the “powers to be” think it is prudent to limit growth just outside “downtown revitalization”, but for those of us who wish to expand business there are no opportunities to do so within the downtown.
- Expand business = increased tax base.
- Grafton is a town where people get things done from shopping to services.
- Promise by the Village for continued development and façade improvements.
- The projects that are in the works for the downtown will be a huge improvement for the downtown!
- Probably wouldn't be here if we weren't already established here. We have looked at alternative sites but have stayed rather than disrupting employees commute.
- Wisconsin Avenue is too busy; East town mall looks like it's from the 50's wires hanging over the streets.
- Streetscapes should be done to improve the accessibility not to make it more difficult to get around.
- A top factor also being, what it could be, or become, with improvements. Location is great, however façade improvements in great need to draw the “type” and greater traffic.

9. What are the top three factors that are needed to improve the business climate for Downtown: (possible factors are listed but space is available for general comments)

2006	2004	
20%	12%	Additional Mix of Business Needed
18%	20%	More Property Owner Pride in Building Maintenance Needed
18%	14%	More Restaurant Options Needed
10%	14%	More Streetscape Improvements
10%	14%	More Parking Needed
9%	10%	More Façade Renovations Needed
8%	11	Lower Property Taxes
4%	6%	Need Joint Marketing Effort
3%	*	More Residential Base to Provide Customers <i>* not asked in 2004</i>

**Comments:**

- 2 pet stores? That's dumb.
- More parking needed-not on the street in front of buildings.
- Remove K-mart sign
- Allow growth!
- All items above are all great ideas, but the future is 60 & I-43 we are not another Cedarburg-day to day things get done in Grafton.

- The Landlords need to take pride in the buildings they own. This is what reflects on the downtown area. The buildings need to be maintained. You can put any business in a building, but if the building is run down, who is going to patronize that building.
- Get rid of the utility wires hanging on the new streetlights.
- Downtown area is nice but some buildings need a little help-landscaping is also needed.
- Something has to be done with the Grafton Hotel and the lumberyard site. They are an embarrassment to the Village.
- No more coffee shops, 1 downtown is enough. Why 2 liquor stores?
- Something needs to be done about the old Grafton Hotel, and soon!
- We need more small business in the downtown and less of the service type (and the “Big Box” in the surrounding area). Also, we need a more “pedestrian friendly” traffic situation. The law requiring cars to stop for pedestrians in the road needs to be enforced. If you live in the downtown area any length of time, you realize the problem of noise, fights and vandalism after “bar time”. This is a serious problem once the weather warms up. More police presence in this area at select times may help. Also, bar owners need to discourage any loitering after patrons leave.
- More property owner pride in the Grafton Hotel Building.
- Better traffic flow. I hear from clients about the difficulty of getting to our business due to excess traffic.

10. Is the amount of available parking (private and public) sufficient for your business?

2006	2004	
84%	81%	Yes
16%	19%	No

If No, what are the possible options that you favor to increase parking?

2006	2004	
53%	42%	All new developments should provide sufficient off – street parking to meet their own needs.
18%	32%	Village should buy properties and build parking lots.
18%	16%	Encourage individual property owners to create more private parking (i.e. rear yard).
11%	10%	Restrict hours of on – street public parking to 2 hours in order to encourage employees from taking prime customer parking spaces

**Comments:**

- Currently fine-5 Corners plaza will severely limit our access, especially for the elderly and handicapped which is increasingly becoming a significant source of patients.
- Sufficient for us-we have a parking lot, but people going to all other businesses on our block try to park in our lot. That makes it hard for our tenants and clients. Thanks for asking.
- I do have 2 hour parking in front of the store and I really appreciate it. For the most part, it works great!!