



Zone Tosa for All.

CITY OF WAUWATOSA
EQUITABLE ZONING & LAND USE INITIATIVE

FINAL REPORT | OCTOBER 20, 2021



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CITY OF WAUWATOSA



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SECTION 1: **INTRODUCTION**

INTRODUCTION



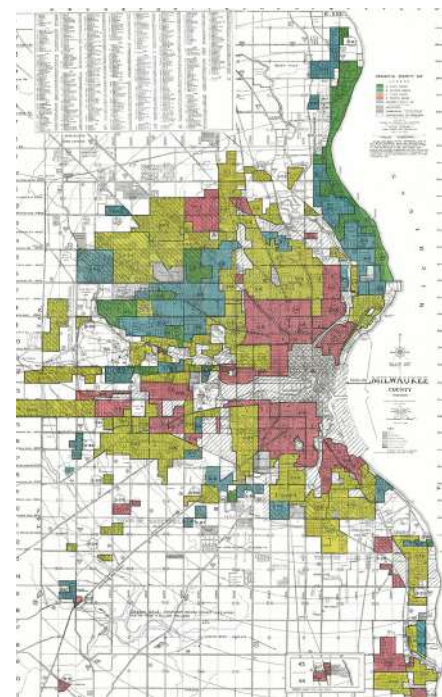
Small Business

Families

Future Generations

The Environment

Seniors



Milwaukee Redlining Map

Project Overview

Zone Tosa for All is a planning project, led by the City of Wauwatosa and community partners, to identify possible changes to the city’s zoning ordinance and development approval processes that would:

- Support and encourage local business growth
- Create policies that allow for a range of housing options and ensure discrimination is not a barrier
- Ensure all residents have equal access to housing, parks, and transportation
- Increase accessibility for people with disabilities
- Create a structure to review zoning and land use decisions through an equity framework

Issues + Barriers

Zoning regulations and land use policies have historically had, and continue to have, a disparate impact on marginalized communities. As a result, this project was initiated to carefully identify changes in practice to help ensure that Wauwatosa is truly zoned for all. The process was structured around a series of issues and barriers that we identified by city staff, community representatives, and stakeholders:

- Lack of affordable housing options
- Limited access to mobility & transportation
- Unwelcoming attitudes to “outsiders”
- Gentrification & displacement
- Lack of investment in disadvantaged businesses
- Negative health outcomes
- Environmental injustice
- Lack of engagement

The City of Wauwatosa is deeply committed to being a place that is equitable, safe, and prosperous for everyone—including our older adults and seniors, Black and Brown residents and business owners, individuals with disabilities and exceptional needs, and those living in poverty. In order to make Wauwatosa a place for all, the city and its commissions—including the Equity and Inclusion, Senior, and Disability Commissions—are undertaking strategic initiatives to create an equitable community. One such initiative, *Making Wauwatosa More Inclusive*, engaged over 70 representative stakeholders on conversations around equity and inclusivity. Zone Tosa for All aims to build on this work, targeting equitable policies for land use and zoning initiatives.

Core Definitions

The following definitions, crafted by the Equity and Inclusion Commission, were applied to this process:

- **Equity** is the fair treatment, access, opportunity, and advancement for all people, while at the same time striving to identify and eliminate barriers that have prevented the full participation of some groups. Improving equity involves increasing justice and fairness within the procedures and processes of institutions or systems, as well as in their distribution of resources. Tackling equity issues requires an understanding of the root causes of outcome disparities within our society.
- **Inclusion** is the act of creating environments in which any individual or group are welcomed, respected, supported, and valued to fully participate. An inclusive and welcoming climate embraces differences and offers respect in words and actions for all people. It’s important to note that while an inclusive group is by definition diverse, a diverse group isn’t always inclusive. Increasingly, recognition of unconscious or ‘implicit bias’ helps organizations to be deliberate about addressing issues of inclusivity.
- **Diversity** includes all the ways in which people differ, encompassing the different characteristics that make one individual or group different from another. While diversity is often used in reference to race, ethnicity, and gender, we embrace a broader definition of diversity that also includes age, national origin, religion, disability, sexual orientation, socioeconomic status, education, marital status, language, and physical appearance. Our definition also includes diversity of thought: ideas, perspectives, and recognize that individuals affiliate with multiple identities.

Project Timeline

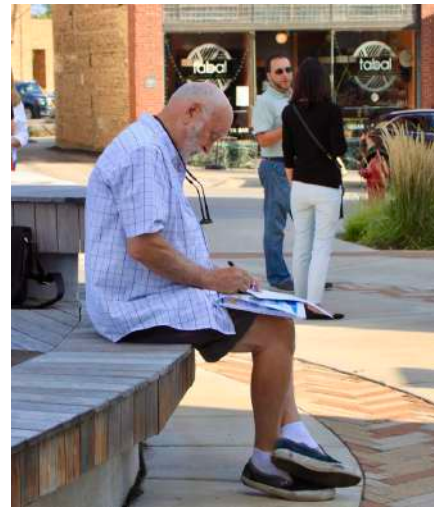


What Comes Next

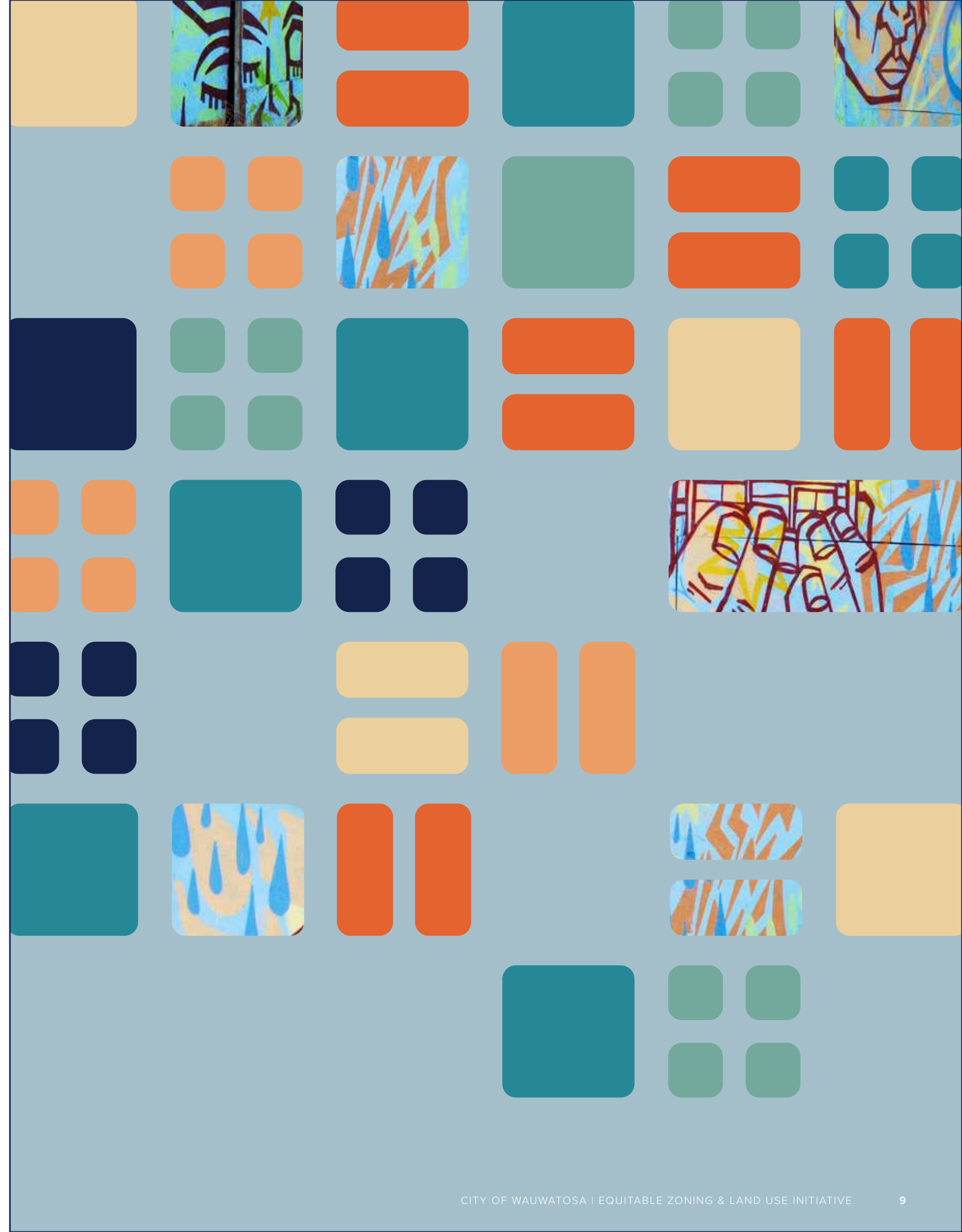
To date, the Zone Tosa for All initiative has focused on:

1. Engaging residents in a conversation centered around the role that zoning and land use regulations can play in fostering a more equitable and inclusive community.
2. Identifying possible regulatory and process changes that realize the project's equity and inclusion goals.

The recommendations offered in this report will be presented to city leaders for consideration and possible further study. Based on the results of those reviews, the city may elect to pursue some, all, or none of the recommended changes. Any actual amendments to zoning regulations would come about only after the preparation of proposed amendment language and be the subject of an open and transparent public review and adoption process.



Public Workshop #2



SECTION 2: ENGAGEMENT

ENGAGEMENT PROCESS



The City of Wauwatosa, alongside project partners, designed a community engagement process that involved various voices throughout the community and collected input around zoning, land use, and city communications through multiple participation efforts. In addition to the engagement opportunities highlighted in this section, City staff launched two informational campaigns (featured on the project website and social media). The first aimed to capture stories of the community and lived experience regarding accessibility, affordability, and belonging. The second campaign, which accompanied proposed recommendations, aimed to break down the nuances of zoning and dispel misinformation regarding housing, density, and economic development.

Project Campaigns

SOME OF THE VISUAL CONTENT THAT HAS BEEN CREATED FOR THE PROJECT CAMPAIGNS - SUCH AS A LOGO BRAND, INFOGRAPHICS, AND PROJECT FLYER.

RECOMMENDATION:
Expand Public Hearing Notice.

Right now, notices regarding zoning-related public hearings are only mailed to property owners. This recommendation expands notices to include residents and requires public hearing signs be placed on properties that are the subject of zoning-related public hearings.

WHAT WILL CHANGE?
Increases engagement opportunities for **All**, including underserved communities who are less likely to own property.

Recommendation Updates

Social Post (GIF)

Zone Tosa for All.

Small Business
Families
Future Generations
The Environment
Seniors

Wauwatosa is filled with one-of-a-kind places—its parks, schools, neighborhoods, and business areas. But what makes our city truly unique are the people who live, work, and spend their time here. The future of our city rests on creating places for everyone—places for families and businesses to grow, young people to establish their roots, older adults to age in place, and disabled communities to thrive.

Zone Tosa for All is a planning project, led by the City of Wauwatosa and Community Partners, to make our zoning and land use decisions more equitable for all, with the goal of:

- Supporting and encouraging local business growth
- Creating policies that will allow anyone who wants to stay in Wauwatosa to do so (and allow anyone who wants to move to Wauwatosa to do so)
- Ensuring all residents have equal access to housing, parks, and transportation
- Increasing accessibility for people with disabilities
- Creating a structure to review zoning and land use decisions through an equity lens

We recognize zoning regulations and land use policies have historically had a disparate impact on marginalized communities. Our aim for this process is to set a new course for the future of Wauwatosa.

LEARN MORE & GET INVOLVED AT: WAUWATOSA.NET/ZONE

Project Flyer

MYTH: Wauwatosa is welcoming to all.

FACT: Wauwatosa and the entire Milwaukee metro has an unfortunate legacy of racially-segregated policies, including "redlining," "sundown laws," and racially restrictive covenants. The effects of those practices are still evident today.

(Regional Analysis of Impediments to Fair Housing, 2020)

MYTH: Financing and finding qualified employees are the chief barriers to establish a small businesses in Tosa.

FACT: Start-up costs and workforce needs are indeed challenging, but zoning and regulatory obstacles can also be daunting for small business owners. Restrictions on where businesses can operate, regulations governing parking and outdoor operations, and permitting fees are sometimes significant barriers to entry for those looking to start a business.

"In order to paint a diverse and inclusive path forward in Wauwatosa, us residents must be the change we seek and truly be welcoming to all."

SEAN LOWE
EQUITY AND INCLUSION COMMISSION

"I am still experiencing hardships and obstacles in my business as it relates to permit restrictions and securing grants/loans. As a double minority (being a woman and African-American), I've had to deal with the unfortunate details of not being eligible for certain financial assistance."

MIA REDMOND
OWNER, PLATE PLEASURES

Storytelling Campaign

Small Business
Families
Future Generations
The Environment
Seniors

Zone Tosa for All.

Zone Tosa for All Messaging

Engagement Recap

The Zone Tosa for All engagement process provided several opportunities for community members to share input and ideas through conversations, in-person and virtual workshops, surveys, and social media.

COMMUNITY CONVERSATIONS #1

April 2021

Six focus group conversations took place between **April 26-27, 2021**. Focus group participants were chosen because of their unique perspectives and representation within the community. In total, there were 33 participants, including elected and appointed officials, residents, business owners, county representatives, school board members, members from senior and disability organizations, developers, fair housing council members, and the Wisconsin Housing & Economic Development Authority.

PUBLIC WORKSHOP #1

June 2021

A virtual public workshop was held on the evening of **June 3, 2021**. Participants engaged in conversations facilitated in **six breakout rooms**. Attendees shared their experiences and perspectives on **zoning and land use** in Wauwatosa and then contributed ideas aimed at **positively impacting the community's overall growth**.

Watch a video of the June public workshop [here](#). A list of questions and answers from before, during, and after the public workshop were compiled and can be found [here](#).

The following themes were discussed throughout this workshop:

- Limited access to transit networks
- Lack of investment in disadvantaged businesses
- Lack of engagement
- Environmental injustice
- Unwelcoming attitudes to outsiders
- Gentrification + displacement
- Lack of affordable options
- Negative health outcomes

PUBLIC SURVEY #1

July 2021

The first survey featured a series of questions related to the themes discussed in the public workshop, including **how often individuals attend city meetings; reasons for attending; barriers they face to attending meetings; how they hear about the meetings; ideas for improvement;** and other recommendations.

ENGAGEMENT BY THE NUMBERS:

33

PARTICIPANTS JOINED

COMMUNITY CONVERSATIONS #1

71

ATTENDED THE

PUBLIC WORKSHOP #1

98

PARTICIPANTS TOOK THE

ENGAGEMENT SURVEY #1

COMMUNITY CONVERSATION #2

July 2021

Two focus group conversations took place on **July 28, 2021** to review and discuss draft recommendations, as well as engagement strategies for the upcoming workshops.

PUBLIC WORKSHOP #2

AUGUST 2021 (IN-PERSON + VIRTUAL)

In-person (at Root Common Park) and virtual public workshops were held on **August 30-31, 2021** to review draft recommendations around zoning and engagement and solicit feedback. Presentation boards from the in-person workshop (also on [the project website](#)) were displayed at the Wauwatosa Public Library through September to encourage others to take the survey and provide their input.

Watch a video of the August public workshop [here](#). A list of questions and answers from before, during, and after the second round of public workshops were compiled and can be found [here](#).

PUBLIC SURVEY #2

SEPTEMBER 2021

The second survey included a list of both zoning and community engagement draft recommendations and asked participants to specify their level of support for each. Highlights of the survey can be found on the Phase #2 theme pages.



Public Survey #2

SOCIAL MEDIA CAMPAIGNS

August - October 2021

We heard from stakeholders that zoning can be complex and needs to be simplified so that all community members can fully understand the concepts and participate in conversations. A series of social media campaigns—on Facebook, Twitter, and LinkedIn—were launched to explain the nuances of zoning, address questions we heard around recommendations, and engage the community in a visual way.

ENGAGEMENT BY THE NUMBERS:

55

ATTENDED THE

PUBLIC WORKSHOP #2

111

PARTICIPANTS TOOK THE

ENGAGEMENT SURVEY #2

3

SOCIAL MEDIA

COMMUNICATION CHANNELS

Phase #1 Engagement Themes

Here are the overarching themes—what we’ve heard through the engagement process:

MAKING WAUWATOSA MORE WELCOMING

Many participants expressed the desire to create a more welcoming Wauwatosa, one in which people from different backgrounds feel welcomed *and* included. Participants openly shared their concerns pointing out that Wauwatosa is generationally diverse but has very little racial/ethnic diversity. Participants also noted the idea that communities that embrace residents’ backgrounds and cultures are ultimately more economically diverse and resilient.

Community Conversation Highlights

- » “I don’t think we need to get bigger. I think we need to get more diverse.”
- » “Sometimes there is a lack of acceptance to new families, especially families and individuals of color.”
- » “The ‘City of Homes’ tagline and concept is burned into a lot of peoples’ heads and is a barrier to other types of housing.”
- » “Milwaukee is a region that is pressed with a lot of great people, so we have to figure out how to come together.”



© Milwaukee Journal Sentinel

Public Workshop #1 Highlights

- Economic and social resiliency stems from new and diverse people moving to Wauwatosa.
- That begins with being more welcoming to “Tosa outsiders.”
- Residents have the responsibility of turning the stories around for future generations. Preserving and telling the story of Wauwatosa’s history—both the good and the bad—is critical.



© Friends of Hoyt Park



© Visit Milwaukee

LACK OF AFFORDABLE HOUSING

Stakeholders indicated that there is an overall lack of affordable housing in Wauwatosa. Many participants in the community conversations and public workshop expressed concern that some community members can no longer afford to live in Wauwatosa. It was noted that these current residents are being forced to move out to more affordable areas. On the flip side, students, young families, and aging populations that would like to move to Wauwatosa are not able to because of a lack of affordable options. As a result, they too are increasingly having to look outside of the city.



© Zillow, Wauwatosa

Community Conversation Highlights

- » *“How is a younger, first time home-buyer going to compete with older adults who have grown their wealth? We need multiple types of housing as different options.”*
- » *“Housing costs are too high to provide affordable options to younger people and families.”*
- » *“I can’t pay the entry fee to get into Wauwatosa.”*

Public Workshop #1 Highlights

- Many aging residents experience limitations—from affordability, to accessibility, to a diverse set of options for housing choices.
- Housing has become increasingly unaffordable.
- Landlords are not taking rental assistance, which makes it even more challenging for residents to find available housing within a certain budget.



© Harwood Place Senior Living

INCREASE HOUSING OPTIONS

Many participants expressed a desire for increased housing options. In general, there was a consensus that the City needs to be creative about the types of density increases and where they should occur. In particular, there was a push for creating zoning regulations that directly address sustainability. Participants shared that “balance” is key, and that density doesn’t necessarily equate to affordability. Concerns about density near single-family homes—resulting in large buildings blocking light and increased traffic—were also raised in these discussions.

Community Conversation Highlights

- » *“I don’t think you are going to achieve the goals we are talking about without more density.”*
- » *“I would absolutely support up-zoning. Everyone says they would support equity and inclusion but then they have the ‘buts’. There is deep-rooted hatred regarding this issue when people feel like their neighborhood is going to be impacted by that.”*
- » *“Balance is key.”*
- » *“A mixed-development that everyone could live in. Tosa is ready to embrace that, and the residents want that so badly.”*

Public Workshop #1 Highlights

- There is a lack of single-story and accessible housing options adequate for seniors, disabled residents, and low-income families.
- A fair-focused housing neighborhood program would provide housing opportunities for young families and all ages, avoiding segregation.
- Young families are finding it increasingly harder to move into Wauwatosa. There is a lack of diverse and affordable housing options in the community.
- The community should integrate zoning and housing plans to build common ground.
- Zoning strategies must focus on areas of expansion and opportunities for growth, while limiting some areas on minimum density levels.
- This process should include minimizing lot sizes and parking requirements.



© Wauwatosa School District



Tosa Tonight, © CBS 58

ENHANCING ACCESSIBILITY

Mobility and transportation were important themes throughout the discussions. As many participants pointed out, a lack of public transportation options is one of the biggest challenges that Wauwatosa faces compared to other cities within close proximity. These mobility challenges are especially pronounced on the west side of the city and for disabled communities. Participants emphasized the need for this process to think about land use changes in the context of transportation.

The disability community and its advocates discussed accessibility challenges they face in three main areas: accessible housing, transportation, and job opportunities. They emphasized how negatively impacted by mobility barriers their lives are, preventing them from finding accessible housing and businesses. Additionally, it was noted that there is a high rate of residents living with disabilities who are either unemployed or underemployed.

Community Conversation Highlights

- » *“Accessible, affordable, and available housing for people with disabilities is something that is very hard to find in Wauwatosa.”*
- » *“Geographically not the easiest place for limited mobility residents—not very ride-able or walkable.”*
- » *“The aging population in Wauwatosa has limited options once they want to move out of their single-family home.”*



© Wauwatosa Now, staff photo by Rory Linnane



© Milwaukee County Transit System

Public Workshop #1 Highlights

- Getting around Wauwatosa via public transit is difficult due to the limited frequency of routes.
- Better transportation options for seniors and those with disabilities are needed.
- The disability community is challenged by the lack of sidewalks.
- The lack of transportation limits growth opportunities.
- People want to have greater access to job opportunities.
- More development must be accompanied by public transit investment so roads do not get even more congested.

EMPOWER BUSINESSES—ESPECIALLY SMALL BUSINESSES

Another theme that was discussed was the idea that business investments need protection and support from the City. Many voiced that local authorities need to focus on and implement more efficient and accessible permitting solutions.



Froedtert Medical College of Wisconsin,
©Visit Milwaukee

Community Conversation Highlights

- » *The Medical Campus and Mayfair are two of the largest employment centers within Wauwatosa. Because of this, the City needs to coordinate with them to understand housing needs of their employees and work to build to meet that demand in a sustainable way.*
- » *Home ownership incentives are needed for workers.*
- » *Currently, there are a number of barriers for small business owners to launch in a storefront.*



Stock House Brewing ©Milwaukee Journal Sentinel

Public Workshop #1 Highlights

- This process should result in more opportunities for small neighborhood businesses and increase minority-owned businesses.
- There is a need to facilitate the permitting processes for business owners when they want to implement new initiatives to overcome unexpected challenges.



Hoyt Park © Visit Milwaukee

ENHANCE PUBLIC ENGAGEMENT

Public engagement is the crux of a more equitable land use and zoning future. Throughout our initial engagement efforts, participants contributed their thoughts to what is working and what parts of the engagement process could be improved. Highlights included the need for:

- More education, as many people don't understand what zoning is and the power it has on impacting communities.
- More collaboration between the City and residents.
- Easier, more accessible ways to get involved and share input.
- Greater outreach and intentional support to minorities so public meetings can increase community representation.
- Residents' input and concerns are heard and included as new development projects are being designed for implementation.



Public Meeting © Milwaukee Journal Sentinel

Community Conversation Highlights

- » *“Public workshops needed to educate people on what zoning is and why it matters.”*
- » *“Rather than more rules, are there other models that could inspire certain populations to participate?”*
- » *“The City website is a bit of a challenge to navigate.”*



© Wisconsin Examiner

Public Workshop #1 Highlights

- Zoom is a great resource to join meetings when community members can't attend in person.
- There are very few non-native English speakers at events and meetings.
- The City should share public meetings agendas sooner.
- Long community engagement conversations generally lead to intangible results. Community members wonder if citizen input is being disregarded by local authorities (i.e. affordable housing).
- There is a need for local authorities and community members to find common ground once points of agreement are found.
- While community members are willing to attend public meetings, agendas are difficult to find and interpret.
- Community members find it hard to understand why some proposals/initiatives move forward and why others do not.



City of Wauwatosa Online Meeting Portal

Survey #1 Highlights

- 45% of respondents did not attend a City meeting in the last five years. Most (77%) had attended less than 4 meetings.
- An overwhelming 62% of respondents did not attend meetings because they didn't know about them. Others (32%) did not attend because they found the time of the meetings inconvenient. Location of meetings and lack of childcare were also identified as barriers to attendance.
- For those that attended, most did so to either voice support or opposition to a particular plan or project or learn about a specific development or zoning project.
- 78% of respondents hear about City meetings and public hearings via social media, less than half from the City website; and about a quarter by word of mouth.
 - » *“More social media posting about when & where meetings are happening would be helpful.”*
 - » *“It would be easy to amplify that these meetings are happening (and sooner).”*
 - » *“Send directly to the homeowner/taxpayer of Wauwatosa via email and/or text. Not everyone is on social media or check it often.”*
 - » *“I would like it if meetings weren't so late at night. I would like an easy way to submit a comment on something online.”*
 - » *“Curating communication by topic. There is so much to keep track of, so anything that can simplify awareness and opportunities to participate is a step in the right direction.”*

SURVEY RESULTS:

45%

ATTENDED NO COMMUNITY MEETINGS

IN THE PAST 5 YEARS

62%

NOT KNOWING MEETINGS ARE HAPPENING

CITED THE MAIN BARRIER TO PARTICIPATION

78%

HEAR ABOUT CITY MEETINGS & PUBLIC HEARINGS

VIA SOCIAL MEDIA

Phase #2 Engagement Themes

WHAT WE HEARD



Public Workshop #2

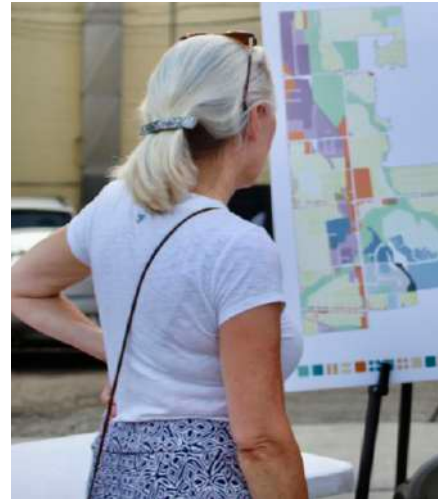
*“I want to see **more affordable housing** embedded into existing residential neighborhoods. I want to **see more city staff hired to work on communications** and to **host more public meetings**. We want more communication and involvement. I would like to see **changes made to how ADU's have to be built**- it's cost prohibitive today to build one.”*

*Offer **more unique smaller boutiques and smaller non franchised restaurants**. And open up the definition of “Single family household.”*

***Engage the community as early as possible!** Decisions are made when we are too far into the process and that is frustrating.*

*“How is this good for the citizens of Wauwatosa and how will it **impact the value** of our real estate investments?”*

Survey #2 Highlights



Digital Survey #2

LEVEL OF SUPPORT

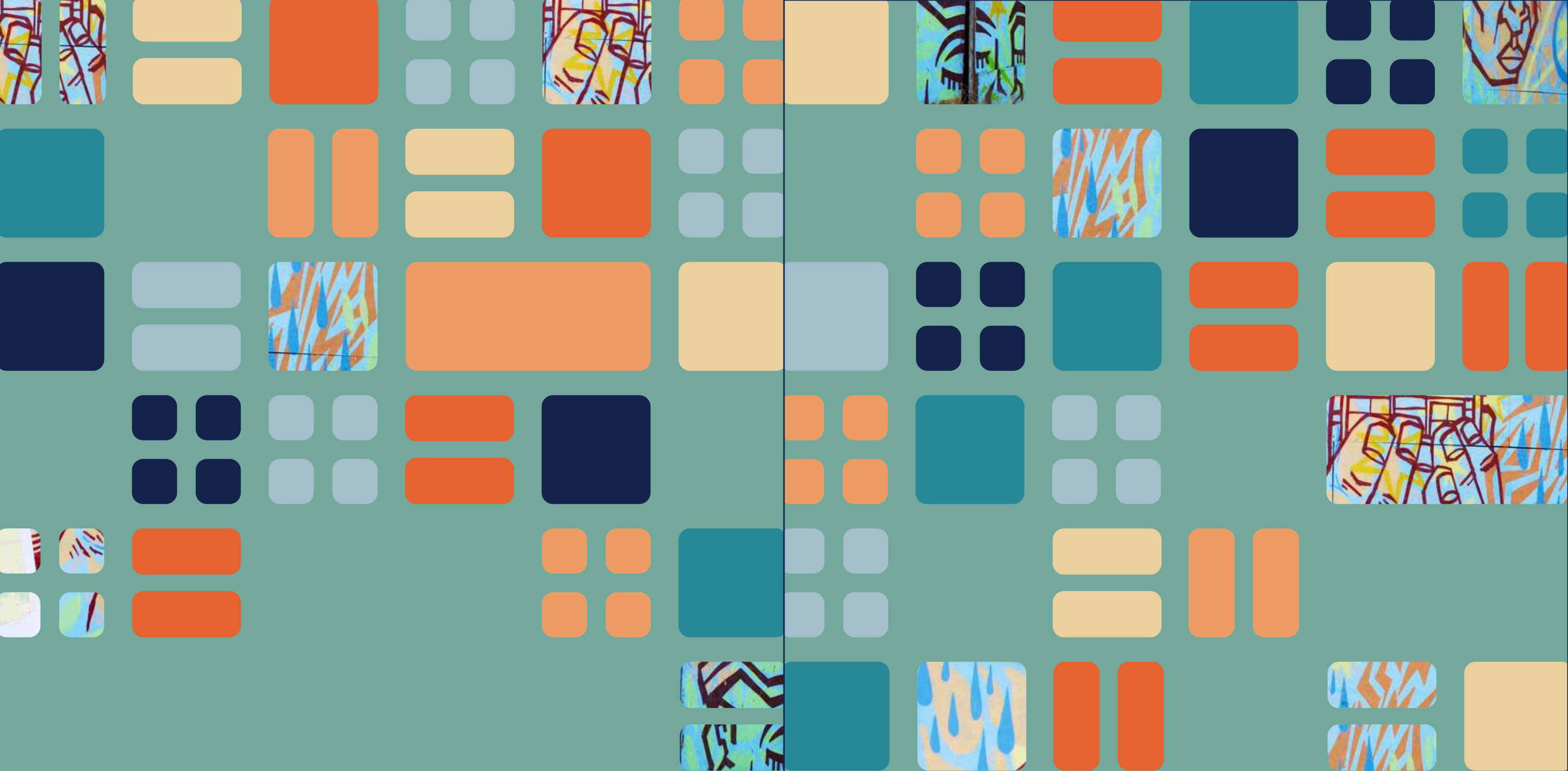


RECOMMENDATIONS THAT RECEIVED THE HIGHEST LEVEL OF SUPPORT ARE BOLDDED BELOW.

THE LEVEL OF SUPPORT REPRESENTS THE AVERAGE OF EVERY SURVEY RESPONDENT'S RANKING (0 -100) OF EACH SPECIFIC RECOMMENDATION.

Communications Recommendation	Initiative Description	Level of Support out of 100
1	Continue and expand on opportunities to make hybrid meetings more accessible and engaging for the public.	72
2	Help spread the word about development-related public meetings through existing communication channels.	76
3	Enhance coordination by hosting quarterly meetings between departments and agencies to plan sync-up engagement efforts.	65
4	Highlight transparency by creating informative features on the City's existing website.	78
5	Use digital engagement software for active plans and projects, which could supplement in-person meetings.	70
6	Ensure residents are engaged earlier in the development approval process.	80
7	Educate the public on zoning and its importance.	71

Zoning Recommendation	Initiative Description	Level of Support out of 100
1	Expand public hearing notice	68
2	Use same minimum lot size for duplexes and 1-unit houses.	41
3	Remove artificial limits on density; focus on building size/scale.	36
4	Amend "household" definition.	38
5	Consolidate and simplify "group living" uses.	33
6	Allow larger accessory dwelling units (ADUs) publicize program.	35
7	Reduce minimum motor vehicle parking requirements.	24
8	Update bicycle parking regulation.	51
9	Add "reasonable" accommodation procedure.	45
10	Reduce reliance on "Conditional Uses".	38
11	Revise the R2 district regulations to permit more "missing middle" housing types.	34
12	Revise the planned unit development (PUD) overlay to include provision of affordable housing units as a public benefit that may justify approval of a PUD.	34
13	Amend zoning approval criteria to include consideration of a proposed development's expected impacts on displacement and naturally occurring affordable housing.	35
14	As part of comprehensive plan update, consider rezoning some R1-zone areas to R2 based on transit access and other factors.	35



SECTION 3: RECOMMENDATIONS

ENGAGEMENT + COMMUNICATIONS (E+C) RECOMMENDATIONS



E+C1: Increase awareness about when meetings are happening and what is being discussed.

WHY THIS MATTERS:

Throughout this process, many community members noted:

- They are unaware that land use and zoning-related meetings are happening or find out too late in time to participate. (The City posts agendas on Fridays before the Tuesday meeting).
- Only certain elements of a development or zoning project (and not others) are being considered in a particular meeting or event. For example, stakeholders may come out to a Council meeting to provide input on the design of a project, when that's already been approved and not the focus of the meeting.

In order to address these issues, the City should make it easier for residents to track what topics are going to be discussed when and notify them of when (and how) these discussions will take place.

RECOMMENDATIONS:

1A. Post Committee and Council agendas earlier on the website (at least three business days prior to a public meeting).

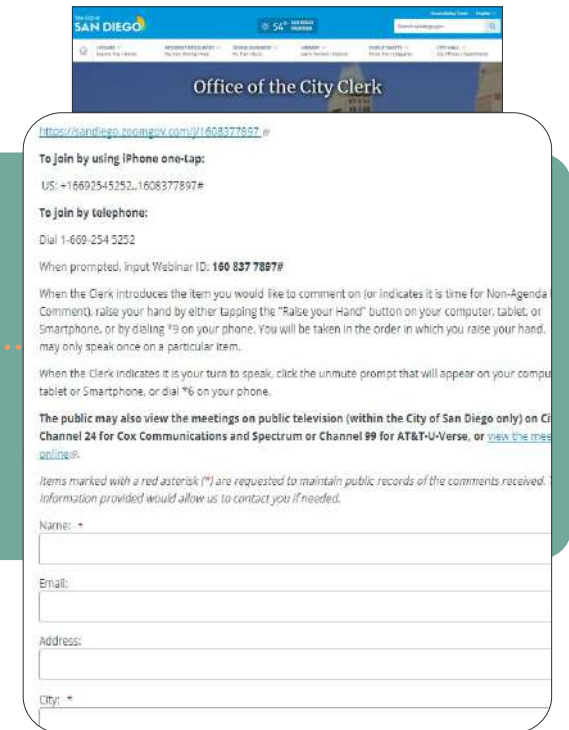


1B. Use an agenda software program that allows users to submit comments while viewing the agenda in the areas that are open for public comment. Many cities are facilitating these virtual submissions through an agenda software management program that makes it easy to see what items are coming up, where there's the opportunity for public input, and to submit public comments that commissioners and/or Council members will read in their packets.



WHAT'S BEING DONE IN OTHER CITIES...

The City of San Diego, CA offers an opportunity to submit comments related to agenda items digitally.



© City of San Diego

E+C2: Combat planning fatigue.

WHY THIS MATTERS:

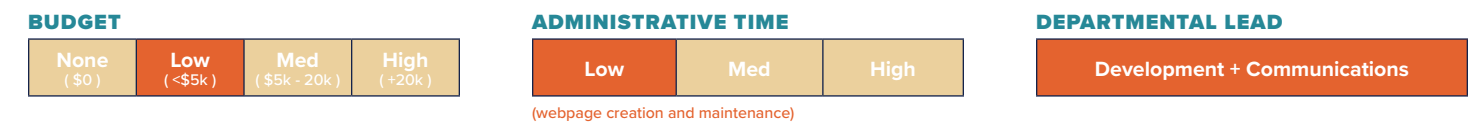
When a number of planning processes are happening all at once, the community can experience engagement fatigue. This is further exacerbated when stakeholders don't clearly see the outcome of their input, especially as one process blends into the next. Over time, this results in frustration and reduces the chances of future participation. In order to get and keep people, it's crucial to ensure there is coordination around all engagement and that stakeholders clearly see the outcome of their input, especially as a plan is implemented.

RECOMMENDATIONS:

2A. Enhance coordination by hosting quarterly meetings between City departments (Economic Development, Planning, Public Works, Communications) to plan and sync up engagement efforts.



2B. Highlight transparency by creating features on the City's existing website that lists active development and zoning projects. This could include creating a web page that lists active development and zoning projects or using graphics to showcase a plan, a development project's timeline and where you currently are in the process, and public input from surveys/meetings.



2C. Make it easier for stakeholders to find about the issues they are most interested in by creating a filterable upcoming events calendar (by themes), which includes City and development meetings.

While the City of Wauwatosa has a list of upcoming events/meetings, their calendars are not filterable. This new feature would be embedded in the city’s website and allow residents to search for meetings by topic area. Staff should sync up both events and meeting calendars to include this feature.

BUDGET

None (\$0)	Low (<\$5k)	Med (\$5k - 20k)	High (+20k)
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ADMINISTRATIVE TIME

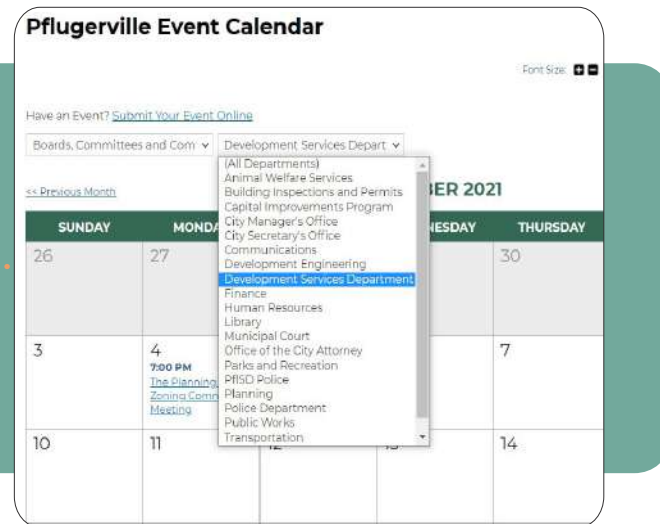
Low	Med	High
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DEPARTMENTAL LEAD

City Clerk

WHAT’S BEING DONE IN OTHER CITIES...

The City of Pflugerville’s website features an event calendar that people can filter by category or department.



© City of Pflugerville, TX

E+C3: Help spread the word about development-related public meetings through existing communication channels.

WHY THIS MATTERS:

Many residents noted that they are finding out about projects or planning initiatives too late in the process, or sometimes not at all. As a way to ensure that those willing to provide feedback get involved, the City should spread the word about development-related public meetings and ongoing planning projects through existing communication channels—finding people where they’re at.

RECOMMENDATIONS:

3A. Use Facebook events and ads aimed at targeted specific geographic areas.

BUDGET

None (\$0)	Low (<\$5k)	Med (\$5k - 20k)	High (+20k)
------------	-------------	------------------	-------------

ADMINISTRATIVE TIME

Low	Med	High
-----	-----	------

DEPARTMENTAL LEAD

Communications

3B. Build trust and boost participation by creating a communication network with community organizations to help spread the word (digitally and in-person) and engage residents on zoning and land use plans and development projects.

BUDGET

None (\$0)	Low (<\$5k)	Med (\$5k - 20k)	High (+20k)
------------	-------------	------------------	-------------

ADMINISTRATIVE TIME

Low	Med	High
-----	-----	------

Departmental Lead

Development + Communications

E+C4: Expand engagement offerings and begin earlier in the process.

WHY THIS MATTERS:

In-person meetings present an accessibility issue for some members of the community due to location, inconvenient time, and lack of childcare. As a result, many residents are not able to provide their feedback. Supplementing (but not replacing) in-person meetings is an excellent way to make sure that all community members who want to participate can.

In addition to accessibility, one of the major problems with outreach in zoning is that engagement takes place too late in the process. If members of a neighborhood aren’t engaged until a public hearing that occurs later in the process, residents and other stakeholders oftentimes hear about a project in a negative light, relying on information that may or may not be accurate. By the time they do hear about it, some stakeholders haven’t had the opportunity to voice or contribute their thoughts and suggestions aren’t able to actively contribute to shaping the project.

As part of the PUD process, developers must conduct a neighborhood meeting as stated in the ordinance. This requirement should be expanded to include other types of zoning approvals.

RECOMMENDATIONS:

4A. Specify requirements for developers to engage residents and property owners earlier in the development process and to discuss their engagement efforts and input during the approval process.

BUDGET

None (\$0)	Low (<\$5k)	Med (\$5k - 20k)	High (+20k)
------------	-------------	------------------	-------------

Administrative Time

Low	Med	High
-----	-----	------

(developer coordination)

DEPARTMENTAL LEAD

Communications (with cross-departmental coordination)

(depending on the project)

4B. Provide easy-to-access outreach guidelines for developers as a resource for engaging the community.

BUDGET

None (\$0)	Low (<\$5k)	Med (\$5k - 20k)	High (+20k)
------------	-------------	------------------	-------------

ADMINISTRATIVE TIME

Low	Med	High
-----	-----	------

(creation of guidelines and materials)

DEPARTMENTAL LEAD

Communications (with cross-departmental coordination)

(depending on the project)

4C. Require developers to use digital engagement software platforms in addition to print and in-person engagement.

BUDGET				ADMINISTRATIVE TIME			DEPARTMENTAL LEAD
None (\$0)	Low (<\$5k)	Med (\$5k - 20k)	High (+20k)	Low	Med	High	Development

(coordination with developers)

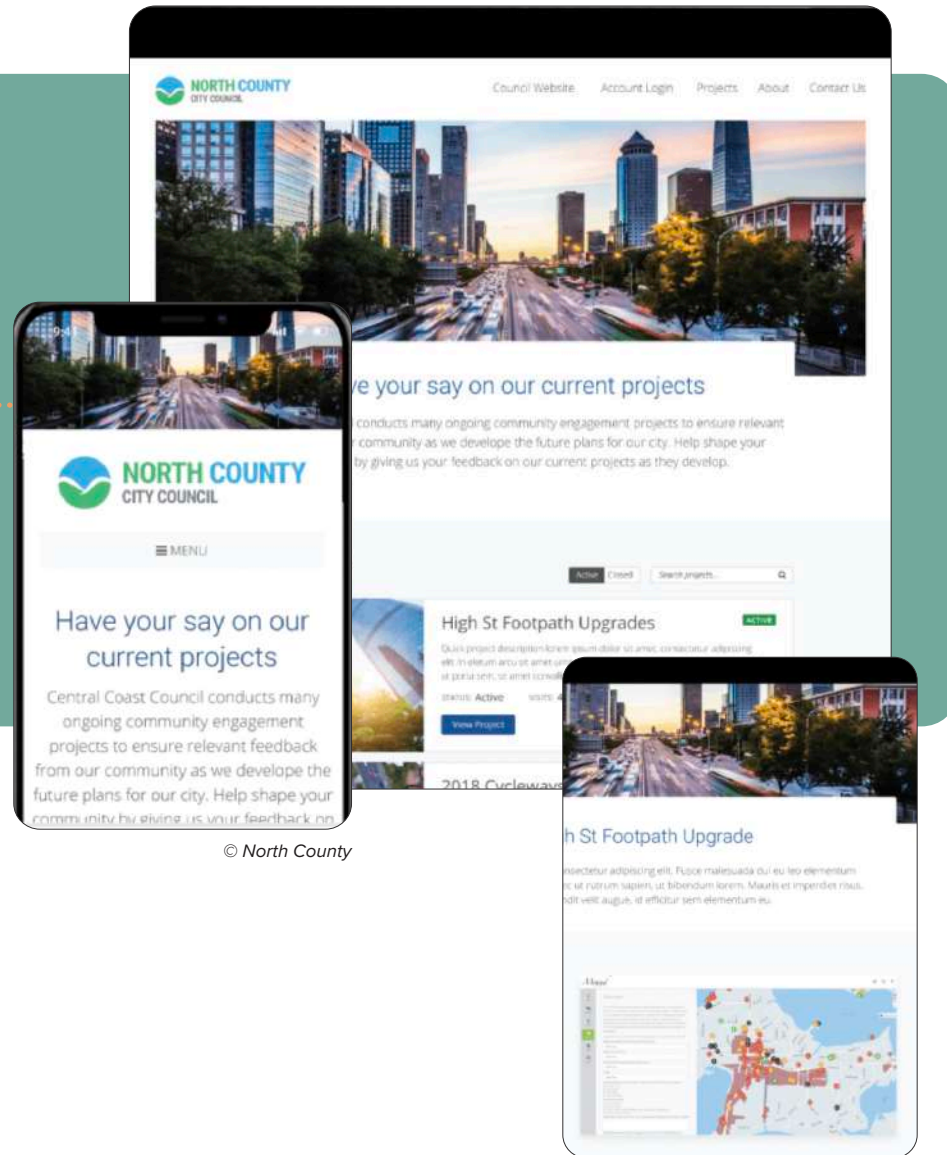
4D. City to invest in engagement software and pair it with the planning and development-related project webpage. While investments in digital engagement should be made, ensure non-digital methods for residents who are not tech-savvy or do not have access to a computer are still an option.

BUDGET				ADMINISTRATIVE TIME			DEPARTMENTAL LEAD
None (\$0)	Low (<\$5k)	Med (\$5k - 20k)	High (+20k)	Low	Med	High	Communications (with cross-departmental coordination)

(depending on the project)

WHAT'S BEING DONE IN OTHER CITIES...

PinPoint and Bang the Table are leading digital engagement tools that enable communities to build hybrid participation strategies.



E+C5: Educate the public on zoning and its importance, making the zoning and approval process less confusing and more navigable.

WHY THIS MATTERS:

The zoning and approval process can be really confusing. If residents and other stakeholders don't understand the process, they don't know how to participate or feel like their input matters. Educating community members on zoning and its importance allows for more people to engage and provide their feedback on projects and planning initiatives that impact them and their neighborhoods.

RECOMMENDATIONS:

5A. Create educational materials for the public about the development review process, how to participate, and why their input matters.

BUDGET				ADMINISTRATIVE TIME			DEPARTMENTAL LEAD
None (\$0)	Low (<\$5k)	Med (\$5k - 20k)	High (+20k)	Low	Med	High	Communications + Development

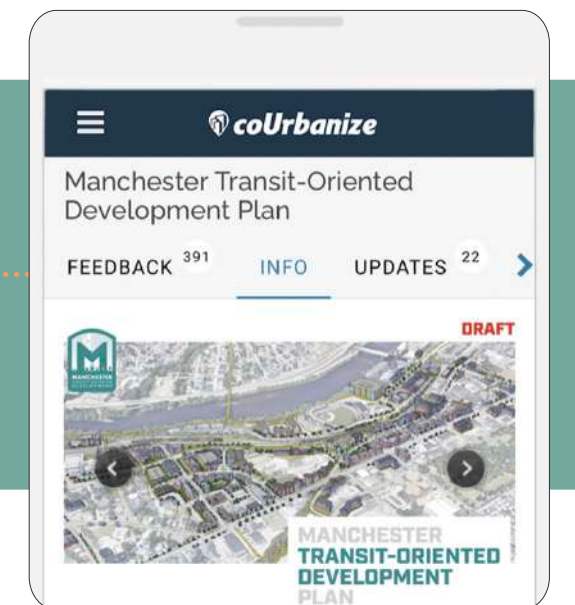
(content coordination and distribution)

5B. Host meetings or a booth at a public event or festival that serves to educate people on the development process they are interested in by creating a filterable, upcoming events calendar.

BUDGET				ADMINISTRATIVE TIME			DEPARTMENTAL LEAD
None (\$0)	Low (<\$5k)	Med (\$5k - 20k)	High (+20k)	Low	Med	High	Communications + Development

WHAT'S BEING DONE IN OTHER CITIES...

Courbanize offers these virtual engagement features for developers and specific projects.



HOW DO WE MAKE TOSA MORE ATTRACTIVE TO COMMUNITIES OF COLOR?



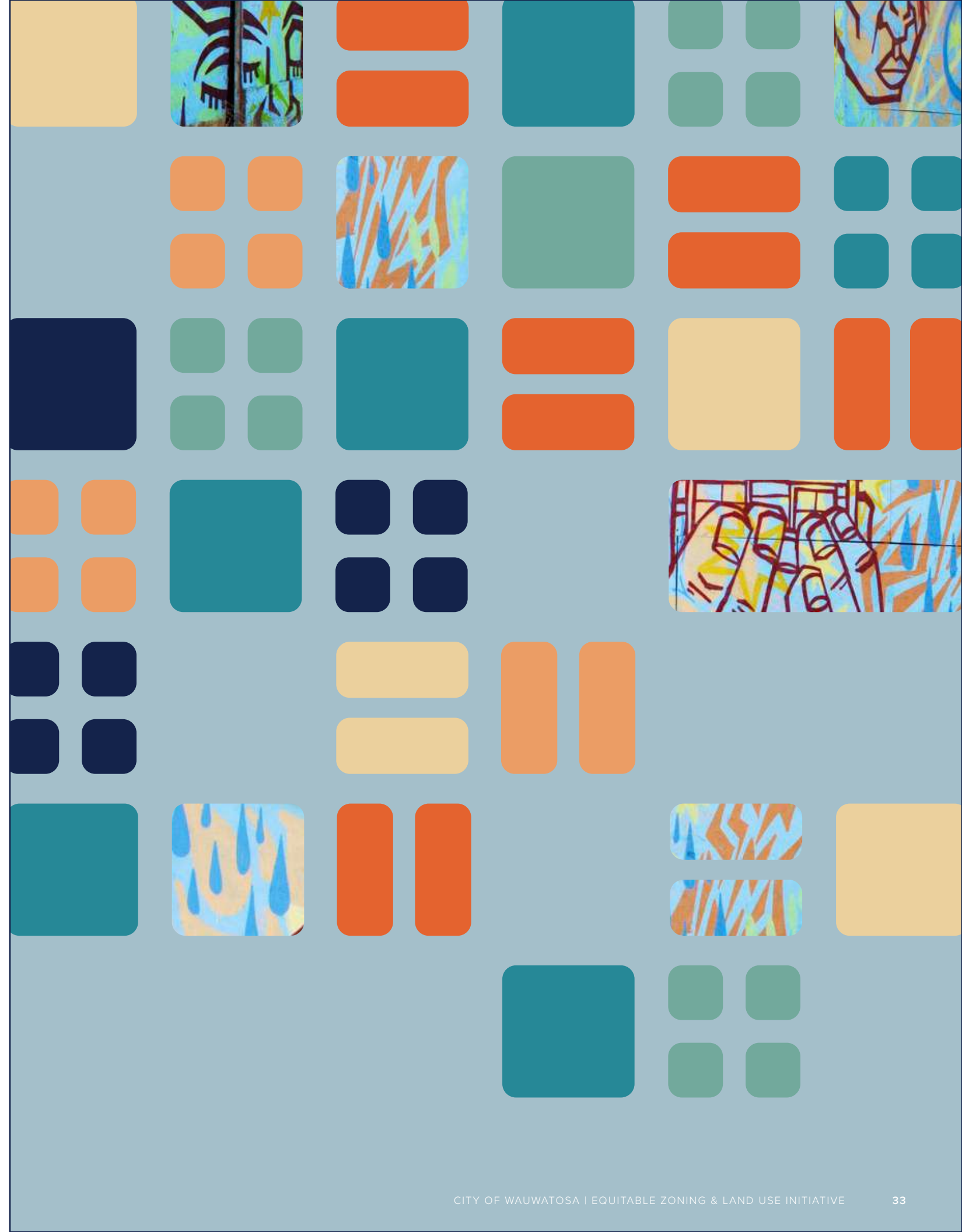
By creating spaces where people see themselves as part of the fabric of that public space. Public spaces—parks, streets, alleyways, and municipal facilities—reflect and shape the communities they serve. Because of this, they are incredibly powerful places to bring together people of different backgrounds, ages, abilities, and income levels.

In parks and other public spaces, programming and placemaking that celebrate culture, engage the public, and are fun for the community can be impactful ways to foster a sense of belonging for different communities within Wauwatosa. Building on the festivals, concert series, and murals that currently exist to highlight the cultural significance of different lived experiences can work to address what has been identified as a lack of belonging. Other programming and placemaking recommendations include:

- Concerts and performances featuring Black and Latinx artists.
- Storytelling campaigns that live in the public realm (wheat paste posters or murals), which celebrate the history of the area and serve as a platform for all different types of stories—cultural stories, female stories, and disability stories.
- Participatory, temporary public space displays that acknowledge and tell the stories of the more difficult histories of Wauwatosa and their enduring impacts.
- Ensuring that the design (and redesign) of public spaces provide for this type of flexible programming, with equity front and center.

In addition, **municipal spaces, such as City Hall and its Council Chambers, exist for the public.** But when members of the community don't feel welcome, civic engagement can't happen to its fullest extent. Designing ways that all Wauwatosa stakeholders feel a sense of belonging to and within these facilities is critical to equitable processes. Examples could include:

- Featuring videos or infographics that illustrate the Council and Commission meeting process and what to expect. Before a meeting, prominently featuring information on what will be covered in the meeting (and what will not) so that stakeholders are aware of what they can submit comment on.
- Redesigning spaces that promote accessibility and feel more approachable to the general public. (Think less formal and more accommodating.)
- Using City Hall as a space to host and introduce groups, such as small business owners and community organizations, to familiarize others with the space and to offer programming within the walls for events beyond traditional public meetings.



ZONING RECOMMENDATIONS



Z1: Expand public hearing notice.

RECOMMENDATIONS:

- 1A. Mail public hearing notices to all occupants of nearby property.
- 1B. Post public hearing notice signs on or near properties that are the subject of a zoning hearing.

WHY THIS MATTERS:

The City's current zoning ordinance (and state law) requires that notice of public hearings on zoning-related matters be mailed to nearby property owners. While this practice is not uncommon, it would be more equitable to provide public hearing notice to owners *and tenants*. Posted notice signs are also an effective way to provide notice to passersby. These changes would increase accessibility and engagement for all residents of Wauwatosa, including underserved communities who are less likely to own property.

WHAT'S BEING DONE IN OTHER CITIES...

Austin, Louisville, Seattle, and Raleigh have amended their ordinances to broaden the reach of mailed zoning notices. Posted notice signs are very common.



© Raleigh

Z2: Use same minimum lot size for duplexes and single-unit detached houses.

RECOMMENDATION:

- 2A. Amend R2, R4, and R8 zoning district regulations to allow two-unit houses on 6,000 square-foot lots, which is the same minimum lot area required for single-unit houses.

WHY THIS MATTERS:

The zoning ordinance currently allows two-unit houses (duplexes) in R2, R4, and R8 zoning districts, but mandates that such buildings be on larger lots than required for single-unit houses in the same districts. The recommended change has potential to expand housing opportunities in the city by permitting two-unit houses on lots that are now exclusively limited to single-unit detached houses.

TABLE Z2.1: RECOMMENDED CHANGE

	R1-15	R1-9	R1-6	R2	R4	R8
Minimum Lot Area (square feet)						
Single-unit house	15,000	9,000	6,000	6,000	6,000	6,000
Two-unit house	NA	NA	NA	7,200 6,000	7,200 6,000	7,200 6,000

TABLE Z2.2: AREA AFFECTED BY PROPOSED CHANGE

Zoning District	Acres	Residential-Zoned Area of City
R2	374	10.5%
R4	50	1.4%
R8	110	3.1%
TOTALS	534	15%

Z3: Remove artificial limits on density; focus instead on building size/scale.

RECOMMENDATIONS:

- 3A. Eliminate Sec. 24.09.070, which currently limits buildings in R4 and R8 zoning districts to no more than 4 and 8 dwelling units, respectively.
- 3B. Eliminate minimum lot area per dwelling unit (density) restrictions from R4, R8, C1, and C2 classifications and instead rely on building setback, lot coverage, building height, and building code regulations to be the controlling factors on residential density.

WHY THIS MATTERS:

Residential buildings occupied by 3 or more dwelling units are allowed in R4, R8, C1, and C2 zoning districts but are subject to strict density limitations—expressed in terms of minimum required lot area per dwelling unit. Moreover, the City's existing R4 and R8 zoning classifications impose absolute limits on the number of units allowed within a building (4 and 8 units, respectively), regardless of the size of lot upon which the building is located. Since nearly all zoning districts impose limits on the physical size of buildings that can be constructed, these numerical density limitations represent an artificial, zoning-imposed limit on the number of dwelling units allowed within a building. Such limits stifle multi-unit housing construction, particularly related to smaller, more affordable dwelling units.

By removing artificial density limits, these recommended changes have the potential to:

- Increase the supply of smaller, more affordable dwelling units in multi-unit buildings; and
- Allow more flexibility for multi-unit building developers to offer units of varying sizes and price points, from small micro-unit and studio apartments to 2 bedroom and larger units.

Z4: Amend the definition of a “household.”

RECOMMENDATIONS:

4A. Expand the zoning ordinance’s current “household” definition to allow adults of any relationship to live together as part of a household if they function as a “non-profit housekeeping unit.”

4B. Add a definition for “Non-Profit Housekeeping Unit” to address the concept of a “functional family,” whereby individuals live together and share household activities and responsibilities, such as meals, chores, rent, and expenses.

WHY THIS MATTERS:

The zoning ordinance defines a “household” as “any number of individuals related by blood, marriage or adoption living together on the premises as a single housekeeping unit...,” plus up to “3 additional persons not related to household members.” Since the zoning ordinance limits occupancy of dwelling units to a single household, the existing “household” definition limits the ability of larger, unrelated families; “found” families, blended families; and roommates to live together in houses and apartments.

Amending the definition of “household” would allow more unrelated adults to live together, thereby reducing per capita housing costs.

The change would also reflect changing lifestyle preferences and better serve:

- Multi-generational families
- Multiple families sharing housing
- Adults sharing housing as roommates or “found” family
- Couples who want/need to take one or more roommates
- Anyone who needs to share mortgage or rent costs

Z5: Consolidate and simplify “group living” uses.

RECOMMENDATIONS:

5A. Consolidate and simplify the “group living” use category (Sec. 24.08.020-B) into two basic subcategories based not on people but rather on the number of individuals living together and the services provided to those individuals:

- **Congregate Living:** A building providing residential occupancy for persons who do not live in a household...
- **Residential Care:** A residential building in which guests receive treatment, supervision, emergency shelter, personal care, protective oversight, or other similar care or services, from on-site staff as a condition of the guests’ residency...

5B. Permit congregate living and small residential care uses by right in higher intensity zoning districts.

5C. Do not impose spacing restrictions between congregate living uses or small residential care uses. Re-evaluate spacing and density restrictions for large residential care facilities.

WHY THIS MATTERS:

The zoning ordinance defines and regulates two general categories of residential use: “household living” and “group living.” The “group living” category includes residential occupancy of a dwelling by other than by a household and is further broken down into subcategories differentiated by the people who live in the building. The subcategories are:

- Adult Family Homes
- Community Living Arrangements
- Foster Homes/Treatment Foster Homes
- All other group living

Existing regulations governing group living uses are based in part on age, ability, or other characteristics of the people living together. The recommended change would accommodate a more equitable distribution of group living uses and remove distinctions and restrictions (e.g., spacing/separation) rooted in bias. The current regulations do not address groups who simply choose to live together (“intentional communities”).

Z6: Allow larger accessory dwelling units (ADUs); publicize program.

RECOMMENDATIONS:

6A. Amend the current ADU size limitation to state that ADUs may not exceed 900 sq. ft. or the floor area of the principal dwelling unit, whichever is less.

6B. Publicize and promote the accessory dwelling unit option.

WHAT'S BEING DONE IN OTHER CITIES...

Eugene (OR) encourages the construction of ADUs by offering property owners a selection of pre-approved, downloadable ADU building plans.



www.eugene-or.gov/4707/Pre-Approved-ADU-Plans

WHY THIS MATTERS:

Wauwatosa's zoning ordinance was amended in 2019 to expressly permit ADUs on lots occupied by a detached house, semi-detached house, or attached house. Several supplemental regulations apply to ADUs, including a limitation on the maximum size of an accessory dwelling unit (i.e., 650 square feet). The recommendation to increase the allowed maximum floor area would help accommodate larger households within ADUs, which could benefit older residents and underserved communities seeking additional, more affordable housing options.

Z7: Reduce minimum motor vehicle parking requirements.

RECOMMENDATIONS:

7A. Eliminate minimum residential parking ratios at least for small dwelling units in multi-unit buildings.

7B. Reduce minimum off-street parking requirements overall and consolidate uses that now have separate parking ratios into the fewest categories possible.

WHY THIS MATTERS:

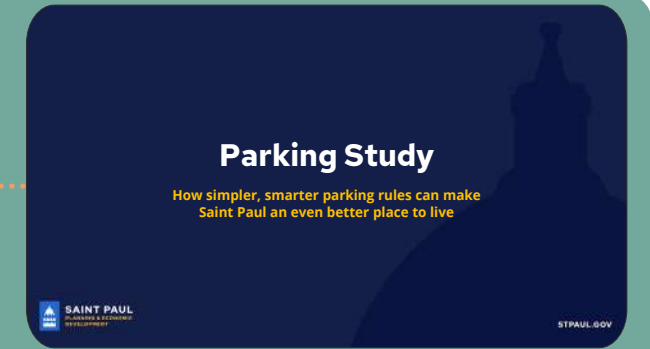
The zoning ordinance currently mandates the provision of off-street parking spaces for nearly all residential and nonresidential uses. For household living uses, the minimum requirement is generally 2 spaces per dwelling unit, although two-bedroom and smaller dwelling units in multi-unit buildings require fewer spaces.

Minimum requirements for commercial uses generally range from 2.5 to 4 spaces per 1,000 square feet of floor area. Sit-down restaurants must provide at least 8 parking spaces per 1,000 square feet of floor area. Parking is expensive to build. A typical surface parking stall costs at least \$5,000 to \$10,000 to construct. A single parking space in an above- or below-ground garage can cost \$25,000 to \$50,000.

Ordinance-mandated minimum parking requirements reduce housing affordability and impose various citywide economic and environmental costs. Eliminating and/or reducing minimum parking requirements can be expected to provide cost savings for businesses, increased housing affordability, and improved community design.

WHAT'S BEING DONE IN OTHER CITIES...

St. Paul (MN), Buffalo (NY), Hartford (CT), Fayetteville (AR), and other cities throughout the U.S., have revised their zoning ordinances to eliminate minimum off-street parking requirements.



www.stpaul.gov/sites/default/files/2021-04/Saint-Paul-Parking-Study-Presentation.pdf

Z8: Update bicycle parking regulations.

RECOMMENDATION:

8A. Update the zoning ordinance's bicycle parking regulations to require provision of long-term bicycle parking for multi-unit residential and employment uses and update the minimum bike parking ratios to reflect national best practices.

WHY THIS MATTERS:

Bicycle parking requirements were added to the City's zoning ordinance during the last comprehensive ordinance update, in 2013. The current regulations, which have not been changed since their original adoption, call for provision of "short-term" (outdoor parking racks) as a proportion of the total number of motor vehicle parking spaces provided. No "long-term" (weather-protected, secure) bike parking is required.

In light of recommendations provided in the City's *Bicycle & Pedestrian Facilities Plan*, the City's desire to support non-motorized travel options, and policies in support of transportation equity, it is time for a re-examination and update of bike parking regulations. Regulations in support of cyclists and pedestrians can help ensure that residents have a true choice when it comes to modes of travel. Such policies also have a particular benefit for lower-income and underserved populations who may not have regular access to private motor vehicles.

WHAT'S BEING DONE IN OTHER CITIES...

The City of Milwaukee updated its bike parking regulations in 2017. This approach may serve as a useful starting point for revision of Wauwatosa's ordinance.



Z9: Add “reasonable accommodation” procedure.

RECOMMENDATION:

9A. Add a “reasonable accommodation” procedure to the zoning ordinance. Such a procedure would establish a specific process for granting zoning relief to individuals with disabilities or developers of housing for persons with disabilities.

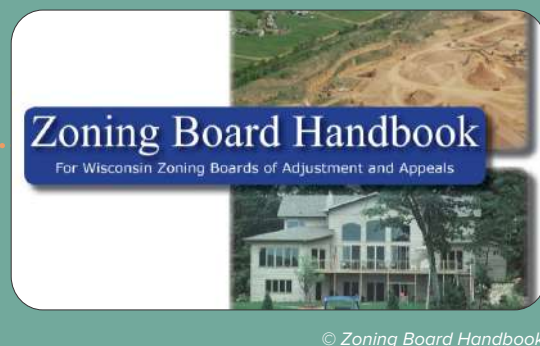
WHY THIS MATTERS:

Federal fair housing laws require that local governments provide individuals with disabilities or developers of housing for persons with disabilities, flexibility in the application of land use and zoning and building regulations, practices, and procedures. In some cases, cities must even waive certain requirements when it necessary to eliminate barriers to equitable housing opportunities.

Providing reasonable accommodation is one way for local governments to provide relief from zoning regulations and procedures that have the effect of discriminating against the development, siting and use of housing for persons with disabilities. Although the zoning variance provisions of the zoning ordinance offer a means of seeking zoning relief in general, such provisions are not adequately tailored to addressing barriers to compliance with fair housing laws. By revising the ordinance to include reasonable accommodation procedures the city will further signal its commitment to promoting housing opportunities for persons with disabilities.

WHAT'S BEING DONE IN OTHER CITIES...

Reasonable accommodation procedures are discussed in Chapter 16 of the *Zoning Board Handbook for Wisconsin Zoning Boards of Adjustment and Appeals*.



Z10: Reduce reliance on conditional uses.

RECOMMENDATION:

10A. Evaluate the range of uses that currently require conditional use approval and consider reclassifying at least some of those uses to be permitted as of right. Possible candidates include:

- Group living
- Day care
- Restaurants

WHY THIS MATTERS:

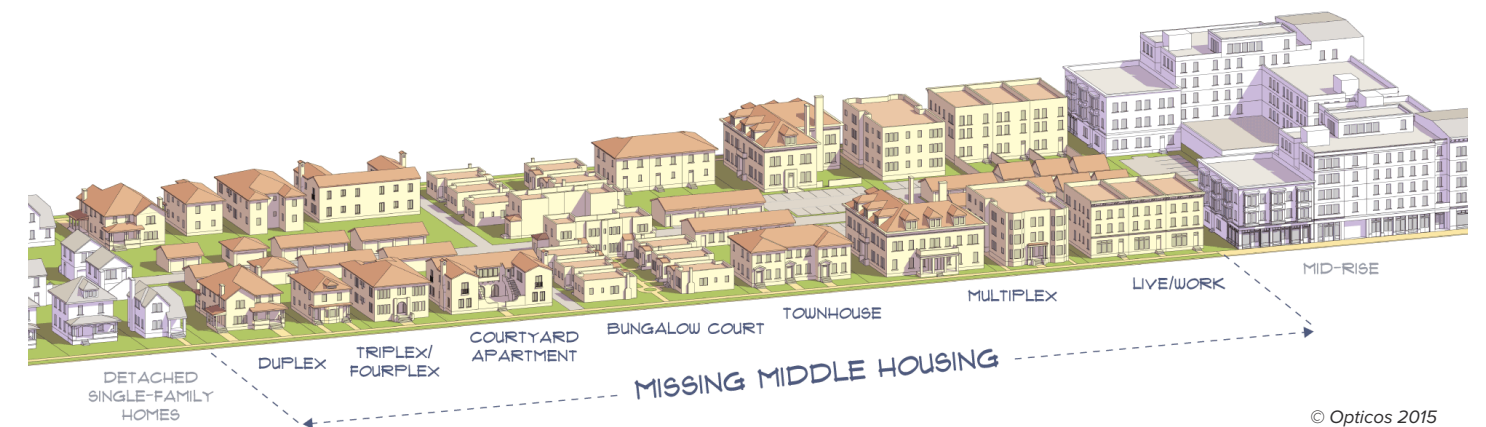
The cost of the development approval process includes direct costs (holding costs for land, costs for consultant time at meetings) and indirect costs in the form of risk (uncertainty regarding timing impacts on interest rates and construction costs, uncertainty about whether and under what conditions a proposed project will be approved). These costs can serve as a barrier to entry, especially for those unfamiliar with navigating the approval process and for smaller projects that cannot absorb such costs. The establishment of more by-right uses would reduce cost and risk, which could be a particular benefit for small businesses and start-ups.

“Permitted uses” are allowed as-of-right if they comply with ordinance requirements. “Conditional uses” require case-by-case review by plan commission and a final decision by the common council.

Z11: Revise the R2 district regulations to permit more “missing middle” housing types.

RECOMMENDATION:

11A. Revise the zoning ordinance to permit 3- and 4-unit residential (multiplex) buildings and cottage courts in the R2 zoning district (see also recommendation Z12).



WHY THIS MATTERS:

So called “missing middle” housing types occupy a middle ground between single-family, detached houses and large multi-unit condo/apartment buildings. Two examples of missing middle housing types under Wauwatosa’s existing zoning ordinance are 3- and 4-unit “multiplex” buildings and cottage courts.

Multiplex buildings are generally more affordable than single-family homes and are also more energy-efficient since they share walls and/or ceilings. Under the current ordinance, such buildings are regulated in the same way as their larger apartment complex counterparts and relegated to the R4 and R8 zoning districts.

Cottage courts, which consist of a group of small, attached, or detached dwellings arranged around a central open space or courtyard, represent a neighborhood-oriented residential style that was popular in the early 20th century, especially on the west coast. Cottage courts have seen a resurgence in recent years as demand for smaller, more walkable housing styles has increased. The building style is not expressly allowed under current zoning regulations.

Z12: Study possibility of applying R2 zoning in more areas of the city.

RECOMMENDATION:

12A. As part of comprehensive plan update, consider rezoning some R1-zoned areas to R2 based on transit access and other factors. (see also recommendation Z11)

WHY THIS MATTERS:

Zoning regulations that favor single-family houses have disproportionately hurt and excluded lower-income households. Applying R2 zoning in more areas of the city, in combination with the recommendation to allow additional “middle housing” types in the R2 zone, could help expand housing opportunities in the city.

Z13: Revise the planned unit development (PUD) overlay to specifically address affordable housing.

RECOMMENDATION:

13A. Revise the existing PUD overlay provisions of Sec. 24.05.040 to include “production of affordable housing” as a public benefit that may justify approval of a planned unit development.

WHY THIS MATTERS:

The city’s existing PUD overlay district is a very flexible zoning tool that is intended to “accommodate development that may be difficult if not impossible to carry out under otherwise applicable zoning district standards.” The ordinance lists the following public benefit features as possible justifications for use of the PUD overlay:

- Protection of Natural Resource Areas
- Energy Conservation/Sustainability
- Traditional Urban Development
- Mixed-use Development

Expressly identifying provision of affordable housing as public benefit feature to justify use of the PUD overlay could make it easier for developers to gain approval of projects that meet local affordability criteria.

A NOTE ON PLANNED UNIT DEVELOPMENTS...

Because of their lack of predictability and heavy emphasis on case-by-case negotiation of development projects, PUDs are a highly imperfect tool. Ideally, other recommended ordinance changes will reduce the need to rely on PUD-type approval procedures in the future, with the PUD overlay being reserved for projects that offer extraordinary public benefits and that would be nearly impossible to carry out under other applicable zoning provisions.

Z14: Amend zoning approval criteria to include consideration of possible equity impacts.

RECOMMENDATION:

14A. Amend rezoning, conditional use, and PUD review and approval criteria to expressly address a proposed development’s expected impacts on the loss of naturally occurring affordable housing and resident displacement.

WHY THIS MATTERS:

While development and redevelopment can result in new services, amenities, and opportunities, it is not always positive for all residents. Residents who have lived in neighborhoods for years sometimes fear that new investment will bring increased property tax rates, higher rents, loss of older “naturally occurring affordable housing units” and involuntary displacement.

TECHNICAL/CLEAN-UP AMENDMENTS



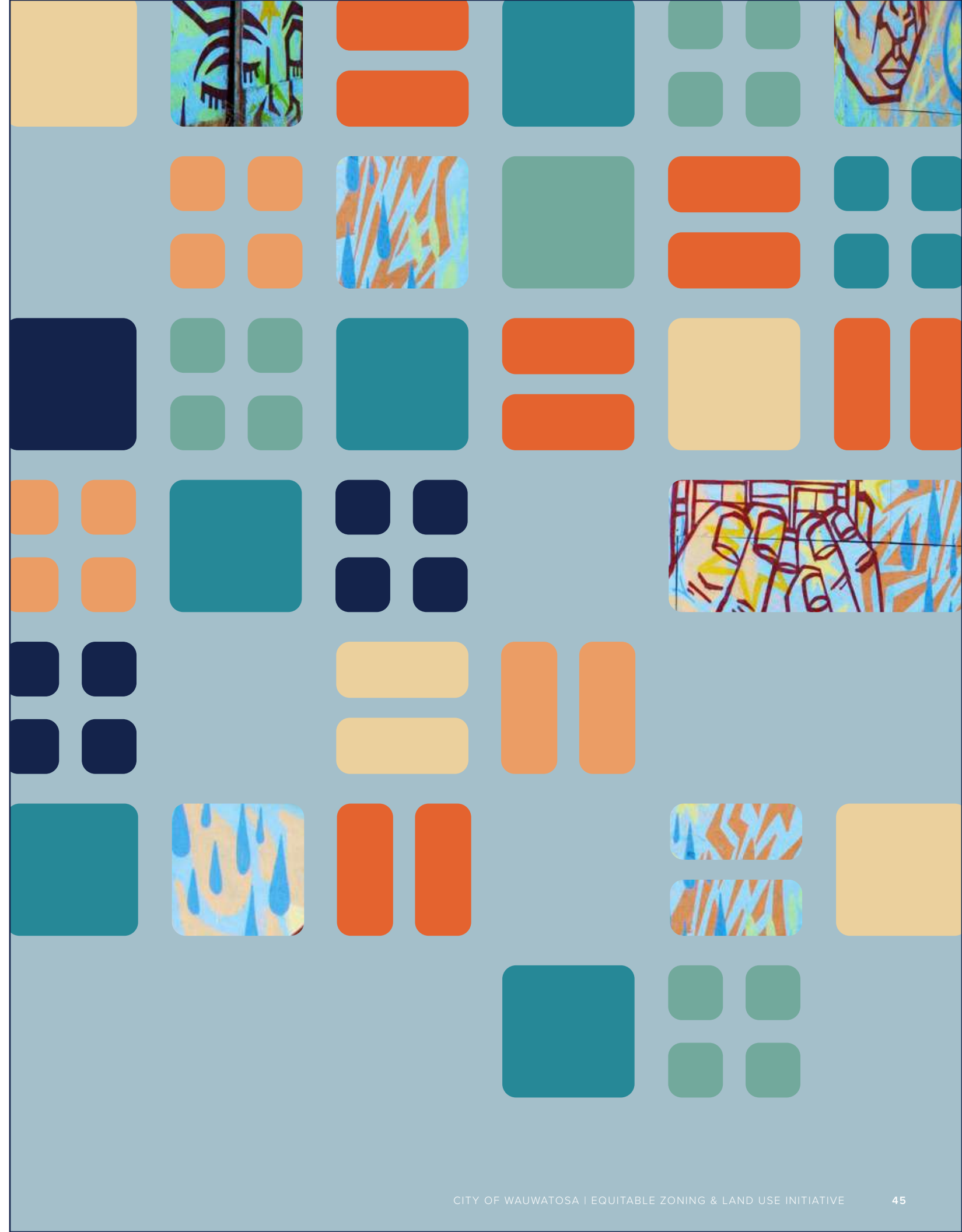
The following suggested ordinance amendments are considered “non-substantive” in nature. They are intended to clarify existing regulations and address observed technical issues.

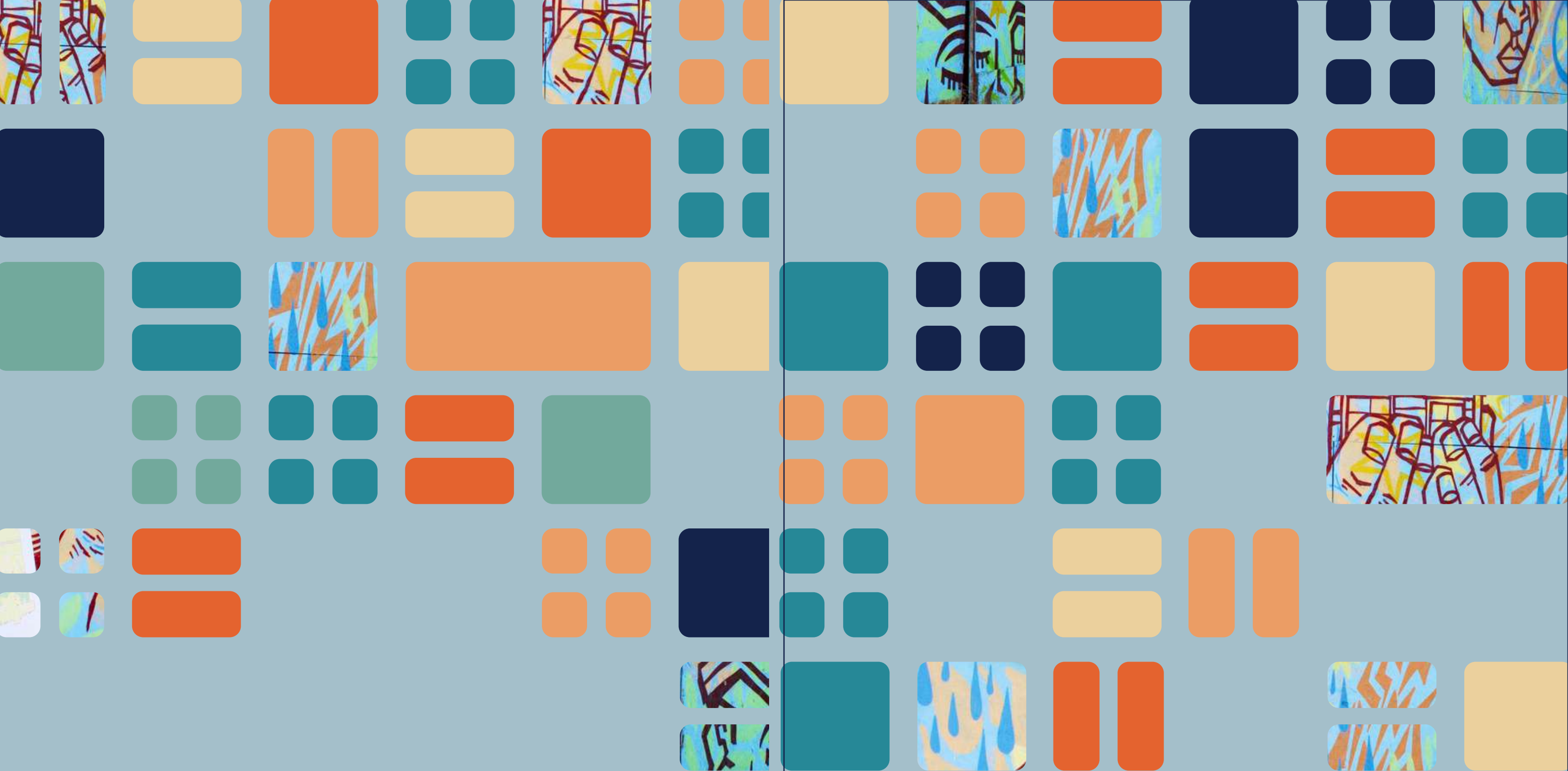
Z15: Revise definition of “lot” to require permanent deeded access to a public street rather than “frontage on a public street.”

Z16: Add ordinance provision allowing administrative (staff-level) approval of “lot combinations” and “lot line adjustments” that do not create new lots.

Z17: Amend split-zoning provisions to clarify the rules for lots split by “parking” zone and another classification.

Z18: Streamline process of setting common council public hearing date for rezoning applications.





SECTION 4: APPENDICES

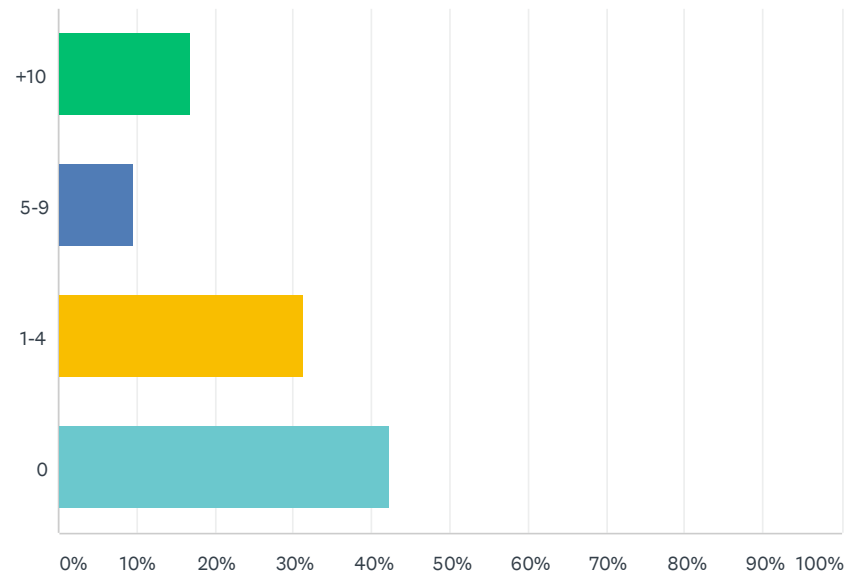
APPENDIX A: DIGITAL SURVEY #1



Wauwatosa Community Survey

Q1 How many City meetings or hearings have you attended in the last 5 years?

Answered: 83 Skipped: 0

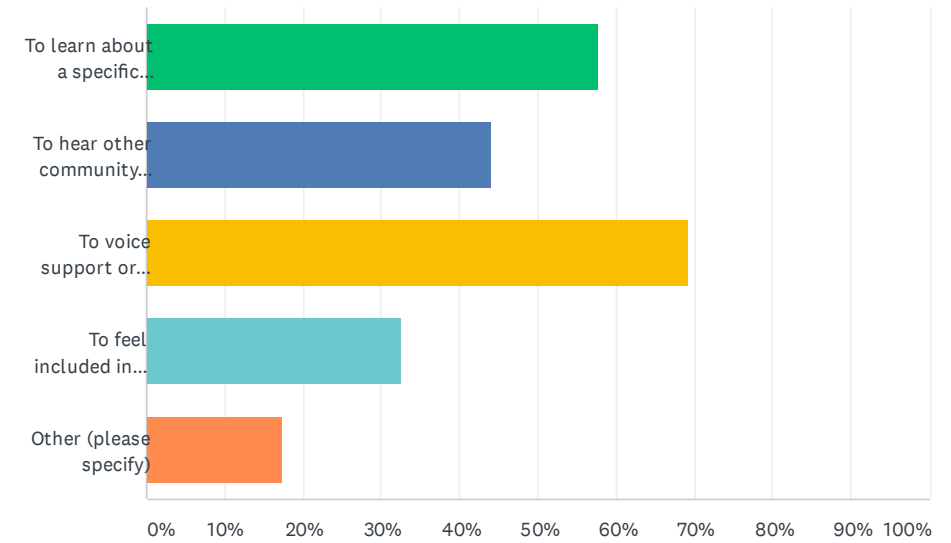


ANSWER CHOICES	RESPONSES	
+10	16.87%	14
5-9	9.64%	8
1-4	31.33%	26
0	42.17%	35
TOTAL		83

Wauwatosa Community Survey

Q2 If you have participated in City meetings or hearings, what are the reasons? (select all that apply)

Answered: 52 Skipped: 31

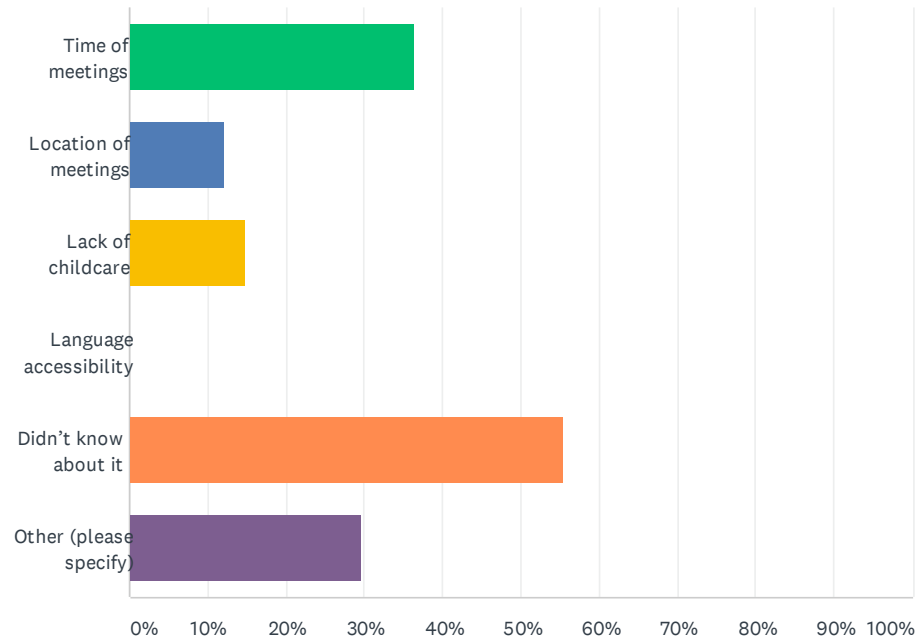


ANSWER CHOICES	RESPONSES	
To learn about a specific development or zoning project	57.69%	30
To hear other community members' opinions regarding a plan or project	44.23%	23
To voice support or opposition for a plan or project	69.23%	36
To feel included in civic duty	32.69%	17
Other (please specify)	17.31%	9
Total Respondents: 52		

#	OTHER (PLEASE SPECIFY)	DATE
1	n/a	6/8/2021 8:11 PM
2	In support of a particular ordinance	6/8/2021 3:41 PM
3	n/a	6/8/2021 3:29 PM
4	I have not participated.	6/8/2021 2:21 PM
5	To make sure you don't mess up more	6/8/2021 1:51 PM
6	MidTown Tosa planning team	6/8/2021 1:50 PM
7	to answer questions about a permit application	6/8/2021 1:17 PM
8	For architectural approval at my property	6/8/2021 1:04 PM
9	I watch on. Tv when I can find them	6/8/2021 12:53 PM

Q3 What are the barriers to you participating in City meetings or public hearings, if any? (select all that apply)

Answered: 74 Skipped: 9



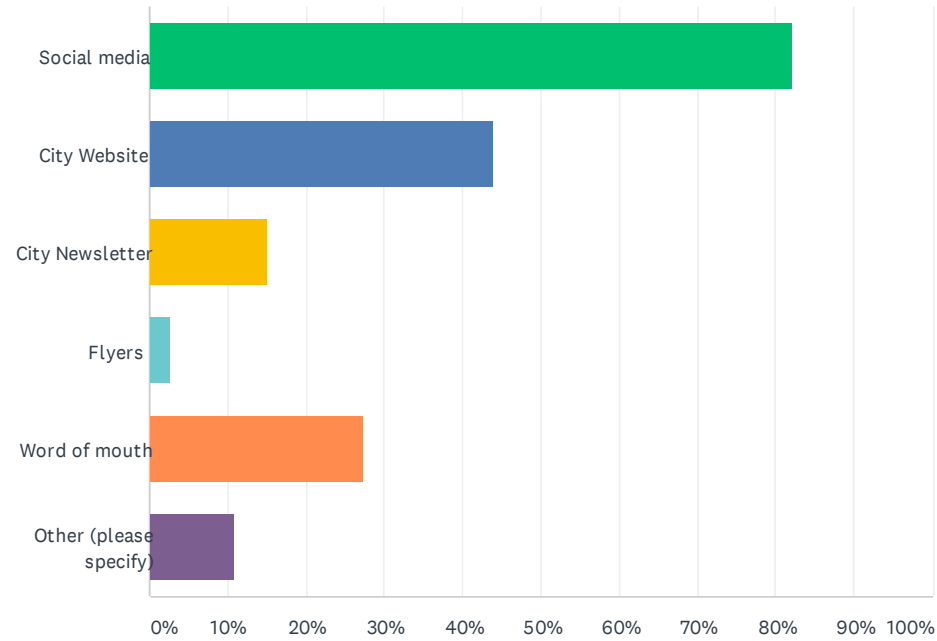
ANSWER CHOICES	RESPONSES
Time of meetings	36.49% 27
Location of meetings	12.16% 9
Lack of childcare	14.86% 11
Language accessibility	0.00% 0
Didn't know about it	55.41% 41
Other (please specify)	29.73% 22
Total Respondents: 74	

#	OTHER (PLEASE SPECIFY)	DATE
1	Health issue	6/9/2021 6:12 AM
2	time	6/8/2021 10:33 PM
3	Nothing prevents attendance besides interest in topics	6/8/2021 9:50 PM
4	It's easier for me to join a virtual meeting	6/8/2021 9:37 PM
5	work	6/8/2021 8:11 PM
6	Not being able to go to city hall for the meeting. Being shut out.	6/8/2021 7:21 PM
7	Other obligations when meetings are held	6/8/2021 7:07 PM

8	Don't feel concerns expressed make any difference	6/8/2021 4:39 PM
9	Y'all need to get back to holding public meetings in-person and allowing public in-person testimony again— this is no longer a public health restraint, this is now blocking the voice of the people	6/8/2021 4:16 PM
10	Things come up in life	6/8/2021 3:46 PM
11	Need more than one notice of a meeting and also plenty of notice about it	6/8/2021 3:24 PM
12	remote access	6/8/2021 2:54 PM
13	not in person	6/8/2021 2:35 PM
14	The time I know I'm going to have to invest when I'm already busy	6/8/2021 2:33 PM
15	Lack of disposable time	6/8/2021 2:18 PM
16	Did virtual because of covid.	6/8/2021 2:13 PM
17	Other obligations	6/8/2021 2:06 PM
18	Outcomes often predetermined. Same voices at all meetings. Lack of broad participation representing a brought range of thought and opinion.	6/8/2021 1:50 PM
19	Interest	6/8/2021 1:16 PM
20	It's not great or ideal to have to work a full day and then jump on or attend another hour+ meeting. But you have to do certain inconvenient things to save the place you live, ya know?	6/8/2021 1:07 PM
21	Finding them on ch. 25	6/8/2021 12:53 PM
22	Meetings need to be in person, virtual allows for city government to hide behind screens and not face or deal with the public.	6/8/2021 12:53 PM

Q4 How do you hear about City meetings and public hearings?

Answered: 73 Skipped: 10



ANSWER CHOICES	RESPONSES
Social media	82.19% 60
City Website	43.84% 32
City Newsletter	15.07% 11
Flyers	2.74% 2
Word of mouth	27.40% 20
Other (please specify)	10.96% 8
Total Respondents: 73	

#	OTHER (PLEASE SPECIFY)	DATE
1	Facebook	6/8/2021 10:33 PM
2	I don't hear enough or regularly - my fault for not seeking info out	6/8/2021 9:50 PM
3	city emails	6/8/2021 3:46 PM
4	Neighborhood association emails	6/8/2021 2:33 PM
5	Newspaper	6/8/2021 2:13 PM
6	It's rarely well or easily communicated.	6/8/2021 1:07 PM
7	Facebook	6/8/2021 12:59 PM
8	Look for them on Ch 25	6/8/2021 12:53 PM

Q5 How could City communications around meetings and public hearings be improved?

Answered: 39 Skipped: 44

#	RESPONSES	DATE
1	Mailings might help, access to computer, etc. might be limited for people	6/9/2021 6:12 AM
2	When meetings were happening for Tosa East field work proposals and student neighborhood parking, both happened so quickly it almost looked intentional to keep neighbors from voicing their opinions. Both have had HUGE impacts on Olde Hillcrest residents. It would be easy to amplify that these meetings are happening (and sooner), but I suspect the City doesn't want opposing voices to their plans and agendas.	6/9/2021 3:21 AM
3	I think it would help to publish short versions of agendas each week to create awareness of topics individuals may be interested in. Facebook and website seem like the best options.	6/8/2021 10:33 PM
4	This is excellent. More social media.	6/8/2021 10:15 PM
5	Not sure - haven't been to city website recently. Can one subscribe to notifications?	6/8/2021 9:50 PM
6	NA	6/8/2021 9:37 PM
7	It's fine the way it is	6/8/2021 9:36 PM
8	Always offer a virtual option too	6/8/2021 9:29 PM
9	I would love to receive email communications	6/8/2021 8:34 PM
10	emails to all taxpayers	6/8/2021 8:11 PM
11	Advance notification through multiple channels	6/8/2021 8:08 PM
12	Free beer	6/8/2021 7:52 PM
13	I won't often be able to make live meetings. But if there could be a way to listen after the fact (at a more "mom of littles" convenient time) and still provide some feedback that would be great. Even if the meeting/feedback was open for a week after the meeting.	6/8/2021 7:37 PM
14	Get in city hall. Covid is over so stop using it as an excuse to shut people out.	6/8/2021 7:21 PM
15	We should receive mail pieces about important events like a public process for police chief, and several contacts (wish y'all would institute city texting), for people to know about big events like that. There's been very little communication about the police chief search.	6/8/2021 4:16 PM
16	Improve accuracy of meeting records and minutes so I can catch up the next day when I can't make a meeting. Make alders accountable for responding to citizens with concerns.	6/8/2021 4:15 PM
17	Better communication, better outlines of what is expected to be covered.	6/8/2021 3:41 PM
18	Send directly to the homeowner/taxpayer of Wauwatosa via email and/or text. Not everyone is on social media or check it often.	6/8/2021 3:24 PM
19	Mail a newsletter with updated information and meeting times.	6/8/2021 2:35 PM
20	Education on what the overall process even means and why each step is necessary.	6/8/2021 2:33 PM
21	I would like it if meetings weren't so late at night. I would like an easy way to submit a comment on something online.	6/8/2021 2:21 PM
22	Email sign up for committee meetings/hearings/updates that are of interest to people (allow people to select which updates they'd like to receive)	6/8/2021 2:15 PM
23	Perhaps a notification card mailed to our home.	6/8/2021 2:13 PM
24	It's sufficient. People just have responsibilities that interfere.	6/8/2021 2:06 PM

Wauwatosa Community Survey

25	I'm honestly not sure, beyond curating communication by topic. There is so much to keep track of, so anything that can simplify awareness and opportunities to participate is a step in the right direction.	6/8/2021 2:05 PM
26	More advanced communication, not day/week of...having each Alderperson communicate with those in their district more effectively either with a dedicated email list or social media page dedicated to issues for our neighborhood.	6/8/2021 2:04 PM
27	Agendas and minutes are impossible to search through. You have to click through date after date to find something. Spend more time making data accessible.	6/8/2021 1:57 PM
28	Better advertising in all parts of Tosa, improved accessibility	6/8/2021 1:50 PM
29	It would be helpful to regularly post on the Facebook page the monthly schedule. I know it's on the website but you would reach more people this way	6/8/2021 1:42 PM
30	n/a	6/8/2021 1:17 PM
31	Mailings or an email list	6/8/2021 1:08 PM
32	More frequent social media posts and email/text blasts, if residents opt in to this service.	6/8/2021 1:08 PM
33	Direct communication with neighborhood organizations so they can help spread the word through their networks. Also, make sure that alderpeople have advance information about items affecting their districts before the news appears in the press or social media so they can answer questions.	6/8/2021 1:07 PM
34	A much better and less convoluted website, schedule, portal, etc. the Wauwatosa website is just "too much" to find anything you're really looking for. "Buried" a bit almost.	6/8/2021 1:07 PM
35	More online survey and PPT options so we don't have to attend meetings to stay informed or provide feedback	6/8/2021 1:04 PM
36	Agenda posted on the Facebook page	6/8/2021 12:58 PM
37	Have an annual meeting schedule that is published and can be planned for in advance by interested parties.	6/8/2021 12:58 PM
38	Post broadcast times	6/8/2021 12:53 PM
39	The communications are fine, plenty of mediums but they need to be in person. Move them to the civic hall in the basement of city hall if social distancing is needed.	6/8/2021 12:53 PM

Wauwatosa Community Survey

Q6 Please recommend specific people or organizations that you want to make sure are a part of this process.

Answered: 27 Skipped: 56

#	RESPONSES	DATE
1	All	6/9/2021 6:12 AM
2	Include as many Facebook groups as possible, all neighborhood groups especially.	6/8/2021 10:33 PM
3	Tosa Together The Persisters Wauwatosa Chamber of Commerce Milwaukee County Housing Division	6/8/2021 9:37 PM
4	A variety of businesses....not just the large players....small businesses too.	6/8/2021 9:29 PM
5	wauwatosa taxpayers and residents	6/8/2021 8:11 PM
6	Business leaders.	6/8/2021 7:52 PM
7	I would like the assessors office to tell us what affect this has on surrounding property values. I would like the police department to tell us how crime will be affected by low income housing.	6/8/2021 7:21 PM
8	NOT people outside of tosa like your protesters who have destroyed the city	6/8/2021 7:07 PM
9	The community: there's still a lot of teaching that needs to occur. I'd recommend a door knocking team visiting homes like with the referendum to educate those who don't event know what questions they should be asking, or what they should be looking for. Thank you!	6/8/2021 4:16 PM
10	Every neighborhood association and residents on the email newsletters.	6/8/2021 4:15 PM
11	the average citizen. It seems like the ones who know about this are the activists and special interest groups	6/8/2021 3:41 PM
12	Young people	6/8/2021 3:29 PM
13	Taxpayers of Wauwatosa. We have a vested interest in the direction of the city.	6/8/2021 3:24 PM
14	all taxpayers only. No influence from people who are not homeowners/taxpayers.	6/8/2021 2:35 PM
15	Neighborhood associations	6/8/2021 2:33 PM
16	Everyone should be part of the process.	6/8/2021 2:13 PM
17	Those that pay Wauwatosa property taxes. You need not cater to parties outside the city or the Equity and Inclusion Committee for that matter. Alternatively, just zone to make Tosa more pedestrian and cyclist-friendly. No minimum parking requirements would be a good start.	6/8/2021 2:06 PM
18	Send neighborhood specific information to each neighborhood association or tag specific neighborhoods in social media posts. Have the Aldermen share the social media posts and tag the neighborhoods.	6/8/2021 2:04 PM
19	Specific to zoning - Why would you think replacing one system that has too much city involvement, with a different system that has too much city involvement will improve things. Don't try to create a system with specific targets - Create a system that simply allows for more freedom. Disband the planning commission.	6/8/2021 1:57 PM
20	I don't know. Honestly, anyone with a middle/moderate viewpoint is shut out of having value over yelling from the extremes. People with a sensible, compromise-friendly viewpoint is simply not interested in being shouted down by extremists on both sides who dominate the agenda.	6/8/2021 1:50 PM
21	I would appreciate a safety meeting to hear the mayor's snd council's ideas on decreasing the escalating crimes. My neighborhood has had a meeting with the police and I have reached out to my alder who was very responsive. However , crime is not an issue I have heard much from the city on: With the increase in crime and the severe decrease in officers , we are in crisis. I	6/8/2021 1:42 PM

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appreciate the communications on the the chief selection, but it is disturbing that the city is not addressing this to a greater degree. After one particular crime spree on my block in February, 4 houses went up for the sale the very next week - 3 directly parallel to the arrest of the 9 suspects - 7 were released that night Wauwatosa is on the edge of losing its desirability; if we don't get crime under control, no one will want to live here or move here. Thank you .

22	Tosa NAC, district alders, local business owners.	6/8/2021 1:17 PM
23	No recommendations.	6/8/2021 1:08 PM
24	Actually the opposite. Stop involving and giving decision making power/influence to all of these 3rd party firms and all the various boards/commissions/committees (30-35 of them! If I counted right on Tosa's website). It literally feels and is known that Tosa residents have VERY LITTLE say or impact in any decisions within the city WE pay for and live in. We have so many different "advisory bodies" full of "experts" to our "leadership" that it has become a joke. Before it's too late...which it's already close...stop trying to make Wauwatosa what it isn't and shouldn't be.	6/8/2021 1:07 PM
25	The Peoples Revolution	6/8/2021 12:58 PM
26	Organizations that are frequent applicants of residential building permits.	6/8/2021 12:58 PM
27	The common council needs to meet with the public and hold their meetings in public not virtual.	6/8/2021 12:53 PM

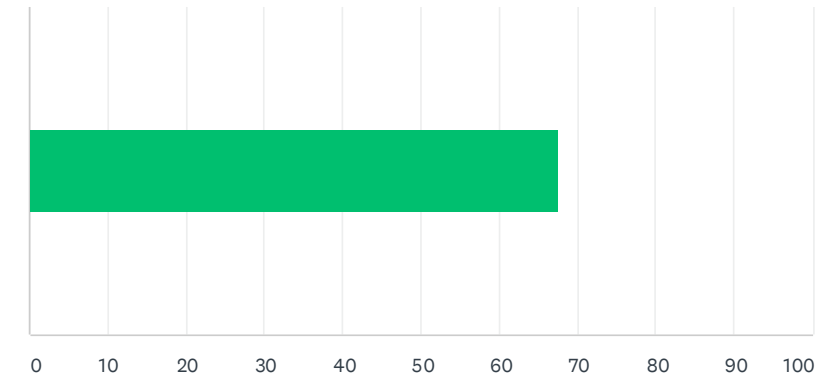
APPENDIX B: DIGITAL SURVEY #2



Wauwatosa Community Workshop Survey

Q1 ZONING RECOMMENDATION 1. Expand public hearing notice

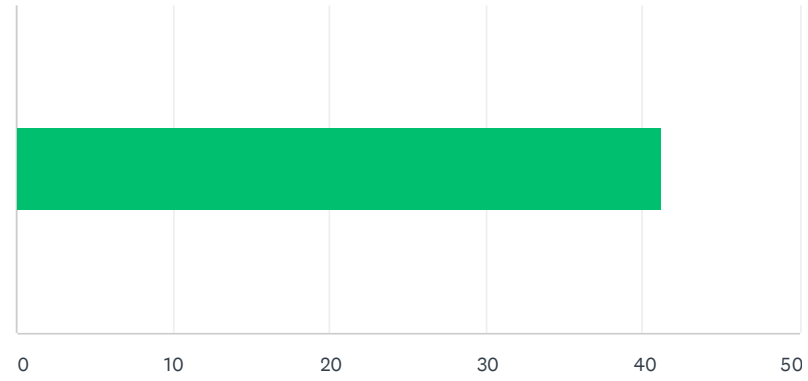
Answered: 109 Skipped: 2



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	68	7,373	109
Total Respondents: 109			

Q2 ZONING RECOMMENDATION 2. Use same minimum lot size for duplexes and 1-unit houses

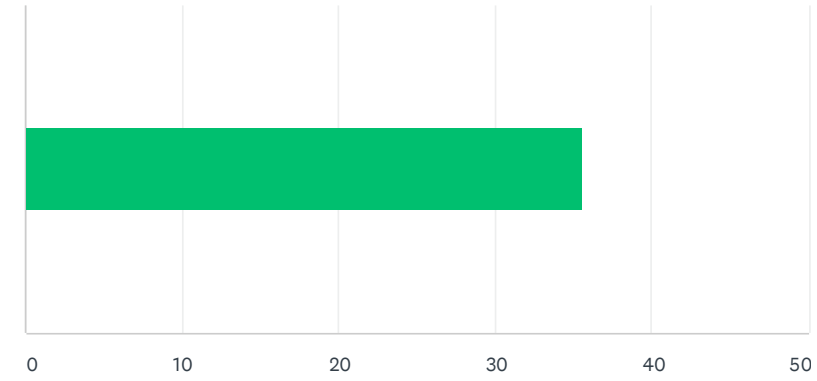
Answered: 109 Skipped: 2



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	41	4,489	109
Total Respondents: 109			

Q3 ZONING RECOMMENDATION 3. Remove artificial limits on density; focus on building size/scale

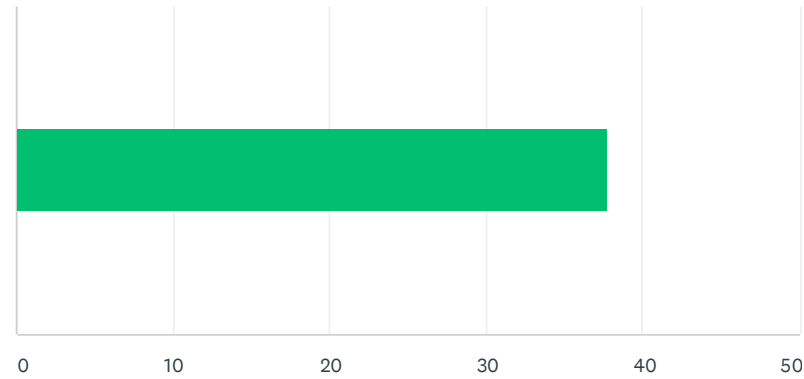
Answered: 105 Skipped: 6



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	36	3,739	105
Total Respondents: 105			

Q4 ZONING RECOMMENDATION 4. Amend "household" definition

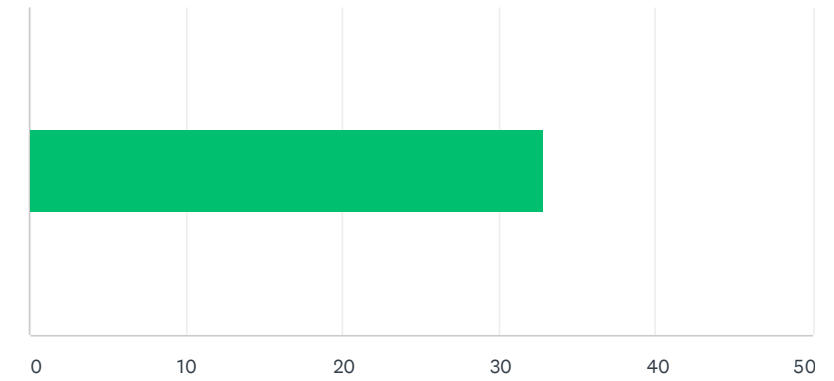
Answered: 106 Skipped: 5



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	38	4,004	106
Total Respondents: 106			

Q5 ZONING RECOMMENDATION 5. Consolidate and simplify "group living" uses

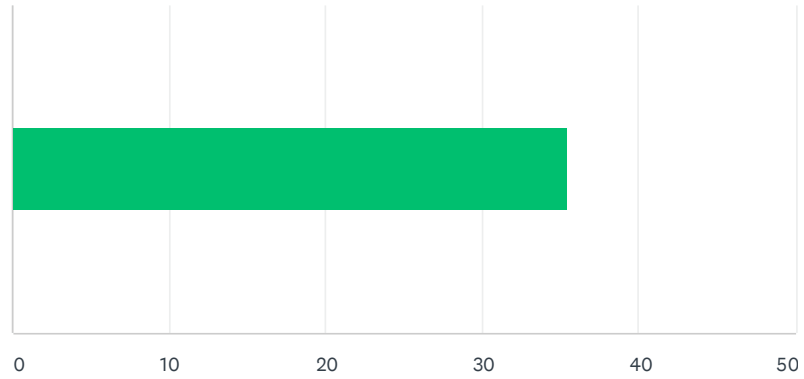
Answered: 105 Skipped: 6



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	33	3,450	105
Total Respondents: 105			

Q6 ZONING RECOMMENDATION 6. Allow larger accessory dwelling units (ADUs); publicize program

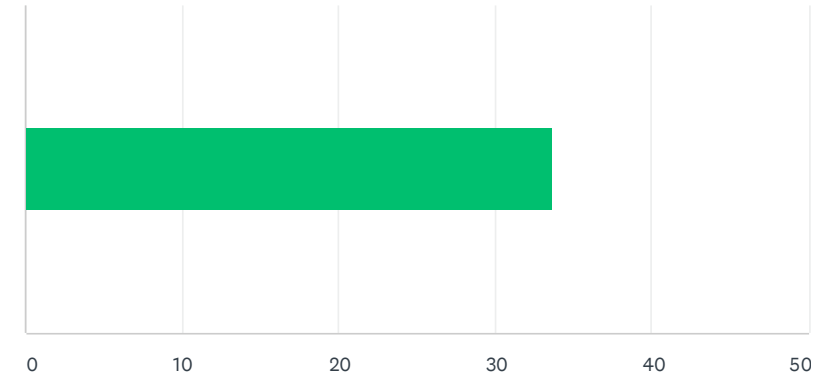
Answered: 103 Skipped: 8



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	35	3,652	103
Total Respondents: 103			

Q7 ZONING RECOMMENDATION 7. Reduce minimum motor vehicle parking requirements

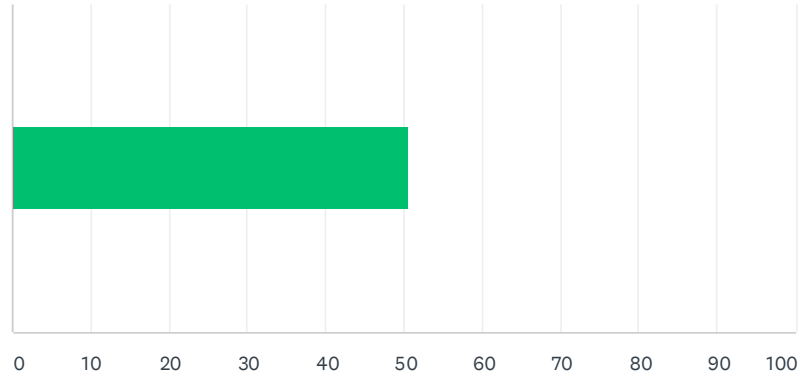
Answered: 104 Skipped: 7



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	34	3,503	104
Total Respondents: 104			

Q8 ZONING RECOMMENDATION 8. Update bicycle parking regulations

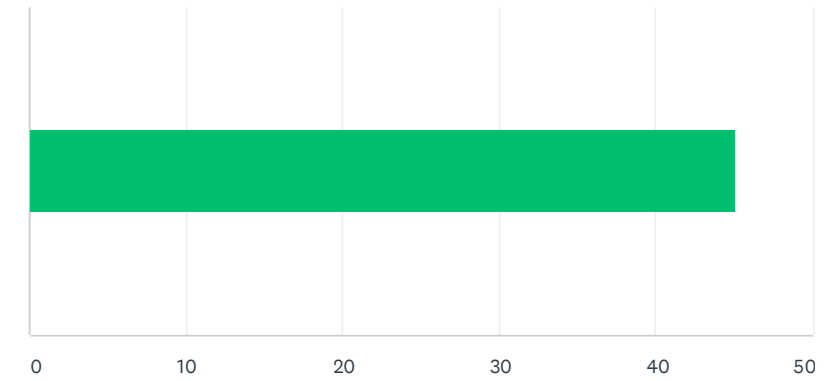
Answered: 104 Skipped: 7



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	51	5,271	104
Total Respondents: 104			

Q9 ZONING RECOMMENDATION 9. Add "reasonable accommodation" procedure

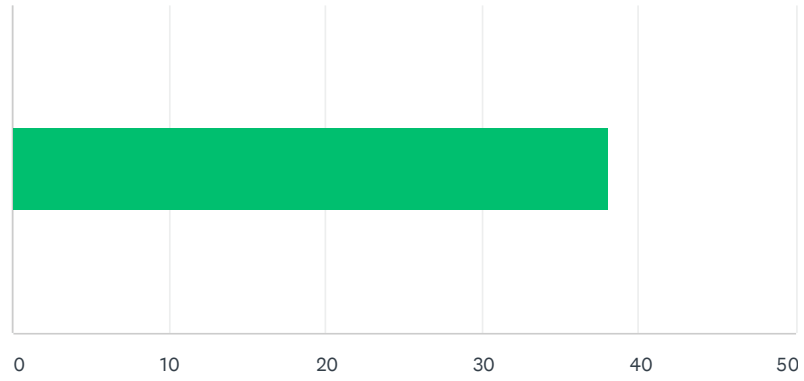
Answered: 103 Skipped: 8



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	45	4,639	103
Total Respondents: 103			

Q10 ZONING RECOMMENDATION 10. Reduce reliance on "Conditional Uses"

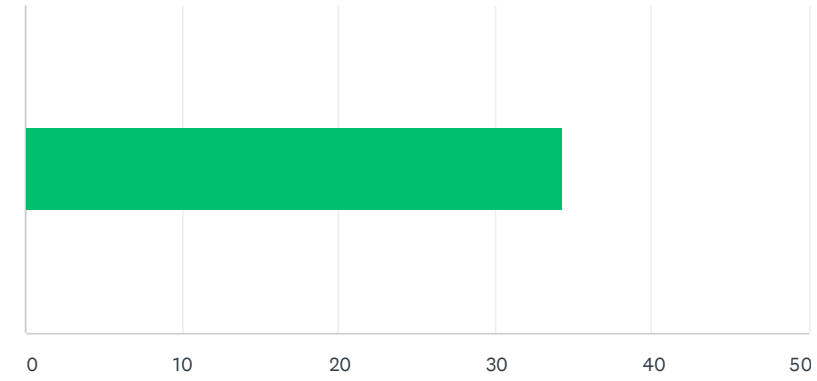
Answered: 100 Skipped: 11



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	38	3,805	100
Total Respondents: 100			

Q11 ZONING RECOMMENDATION 11. Revise the R2 district regulations to permit more "missing middle" housing types

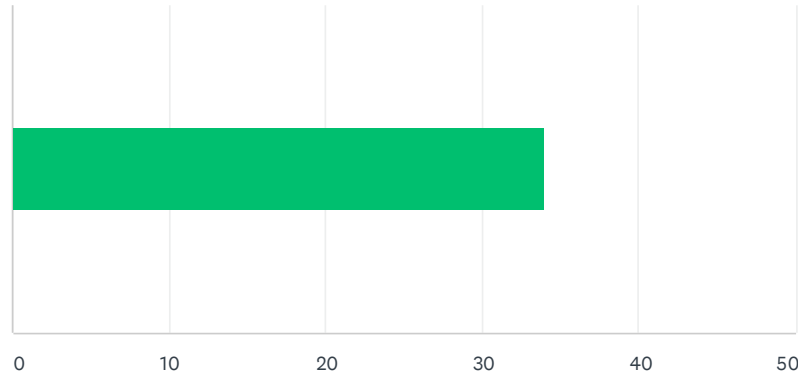
Answered: 100 Skipped: 11



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	34	3,434	100
Total Respondents: 100			

Q12 ZONING RECOMMENDATION 12. Revise the planned unit development (PUD) overlay to include provision of affordable housing units as a public benefit that may justify approval of a PUD

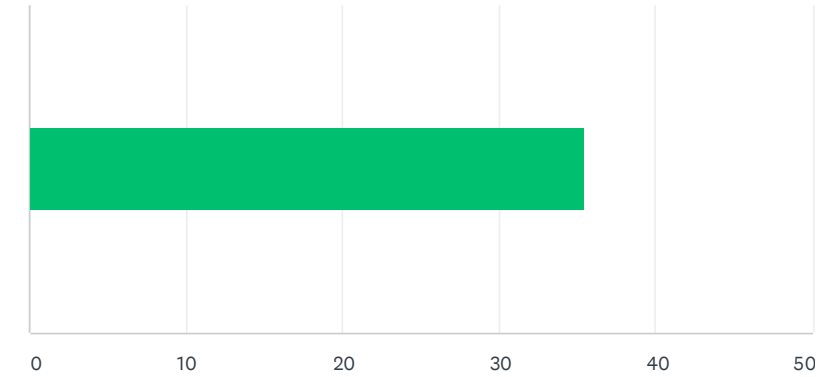
Answered: 104 Skipped: 7



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	34	3,536	104
Total Respondents: 104			

Q13 ZONING RECOMMENDATION 13. Amend zoning approval criteria to include consideration of a proposed development's expected impacts on displacement and naturally occurring affordable housing

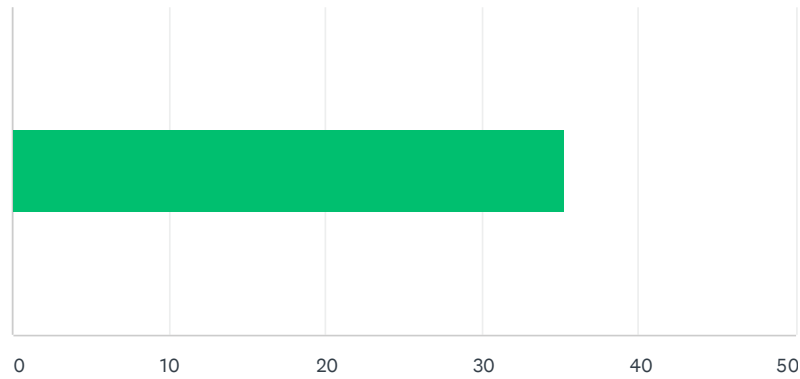
Answered: 105 Skipped: 6



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	35	3,720	105
Total Respondents: 105			

Q14 ZONING RECOMMENDATION 14. As part of comprehensive plan update, consider rezoning some R1-zoned areas to R2 based on transit access and other factors

Answered: 102 Skipped: 9



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
		35	3,595
Total Respondents: 102			102

Q15 What is missing from these zoning recommendations that you would support?

Answered: 42 Skipped: 69

#	RESPONSES	DATE
1	Public input on development aesthetics. Would NOT support overnight parking.	9/21/2021 7:30 AM
2	Informing the Wauwatosa citizens of this Zoning Commission and its purpose. Educate the citizens on what is behind these changes and what they mean. Though it is mentioned there was a process of meetings, it seems a very large percentage if not most Tosa citizens are unaware of this work in process. More notices in new ways and outlets need to inform Tosa citizens of what is taking place. And if anything, please stay away from building plain looking buildings that have been popping up all over Tosa as large apartment complexes. Tosa has so many vacant and available housing units. Overbuilding with no vacancy in years to come does no community well. Please inform the wider population of Tosa of your work and ideas. Thank you.	9/20/2021 5:07 AM
3	No more high rise or large apartment complexes in Wauwatosa.	9/16/2021 7:52 AM
4	Nothing	9/15/2021 10:20 PM
5	This is just an AFFH scam. DO NOT APPROVE!	9/15/2021 6:33 PM
6	Extending government controls over the zoning will be detrimental to the quality and affordable housing. New York and San Francisco have had little success in making their cities affordable. The poor have been driven out of the city and it leave the rich and the homeless.	9/15/2021 6:33 PM
7	Putting the actual tax paying residents needs first. We need to fight discrimination if it happens but reducing everyone's property values so that anyone can afford to live here We need to contend with discrimination if it happens but this is not equity. These changes will drive more of your taxpayers out. People have been fleeing. You will increase crime and decrease our property values. I'd like to see more concern on helping out existing small businesses who are struggling post pandemic. I struggle to pay these taxes and can't leave my car in the driveway. I was told crime is decreasing but weekly shootings are now a given There is plenty to fix here. This is missing the boat can afford to live here	9/15/2021 5:12 PM
8	More condo development less apartments...	9/15/2021 5:11 PM
9	I do not support the idea that "luxury apartments" will add equitable housing as stated with the now defunct Vallasso project	9/15/2021 4:51 PM
10	more affordable and accessible housing	9/13/2021 9:08 PM
11	What about more mixed residential and business buildings? I think we need to have more parking structures as well, especially in the village and on North ave.	9/13/2021 7:29 PM
12	Increase in single family home zoning	9/12/2021 7:12 PM
13	I support increased notice of development to all residents not just property owners - however, I don't support introducing new ways for people to obstruct development.	9/9/2021 9:37 AM
14	inglewood	9/8/2021 7:48 PM
15	This survey is limited and hard to understand. What are the consequences of doing some of these things?	9/7/2021 7:18 PM
16	You don't define well in the survey what these recommendations mean in terms of impact to current zoning. From where we're starting.	9/4/2021 8:25 AM
17	More restrictions on large housing developments in areas that are primarily single-family housing.	9/2/2021 6:25 PM
18	Zone it appropriate to the adjacent houses in the neighborhood and let the market dictate the	9/2/2021 4:11 PM

Wauwatosa Community Workshop Survey

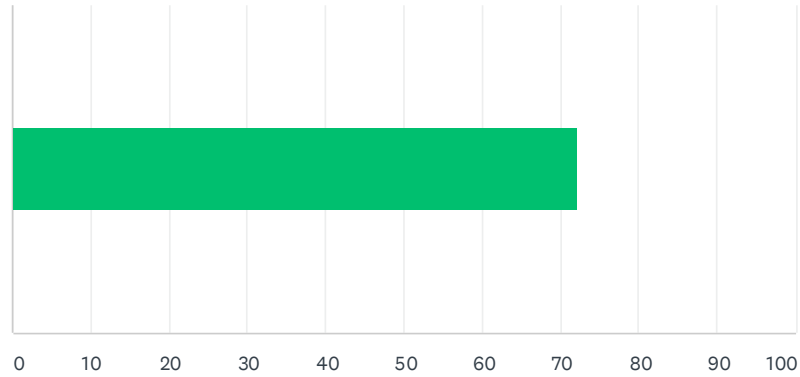
	value.	
19	Public awareness. Honesty. Clarity. Public input.	9/2/2021 2:37 PM
20	I want to see more affordable housing embedded into existing residential neighborhoods. I want to see more city staff hired to work on communications and to host more public meetings. We want more communication and involvement, but the city doesn't find enough resources for that department. I want to see just as much effort by the city planners in getting minority owned businesses to open as they spend on apartment complexes. I would like to see changes made to how ADU's have to be built- it's cost prohibitive today to build one. I think we would have better ideas about equity if the city employed more minorities, especially in planning.	9/2/2021 2:27 PM
21	There is a huge shortage of single family homes. Changing zoning to build more duplexes and multiple family units doesn't fix the problem and edges families out of the City.	9/2/2021 2:20 PM
22	I would support a ban on large scale housing/apartment building in Wauwatosa. We do not need nor want that density and the crime/problems that come with it. I have lived in Wauwatosa my entire life, am a graduate of Wauwatosa schools, and am horrified by the current direction of our city. This is not what I or we want. Let's keep Wauwatosa special and our quality of life intact. If the city leadership wants to turn us into a suburb of Chicago, then let's send them back to Chicago. We are Wauwatosa and we like it!	9/2/2021 1:45 PM
23	More consideration for an already congested area. Please do not do anything that will increase traffic. You are losing site of the residents and safety of children walking and biking.	9/2/2021 1:35 PM
24	Communication. Spend money to let taxpayers know when "affordable" housing is being considered. Send postcards, emails. The school district has no problem sending letters telling us to pick up a commemorative brick,	9/2/2021 12:33 PM
25	Comprehensive explanations of how, concretely, these changes impact the stated goals.	9/2/2021 12:28 PM
26	I do not support these rezoning recommendations. I think they would take away from what makes Wauwatosa what it is. You will lose people who have called Wauwatosa home for 40 years (myself included).	9/2/2021 12:18 PM
27	Leave our city alone.	9/2/2021 11:01 AM
28	Protect our home values and our neighborhoods. Last summer was horrendous and not forgotten. Many house sales as a result. Leave Wauwatosa alone!	9/2/2021 10:48 AM
29	Environmental impact is ignored!!!	9/2/2021 8:46 AM
30	Allow overnight street parking	9/1/2021 10:02 PM
31	Remove overnight parking ban	9/1/2021 2:12 PM
32	Building that apartment tower on Mayfair at Bluemound....	9/1/2021 1:58 PM
33	What's missing is the potential risk and harm you may do to established residential neighborhoods. Please do not alter the character of our homes and neighborhoods which we work hard to afford and which pay the bills for this city.	9/1/2021 1:45 PM
34	Need less apartments and more condominiums. Single family housing should continue to be primary focus	9/1/2021 1:00 PM
35	This seems all about benefiting developers and attracting to new residents. I'm not hearing any benefit to existing residents. They are not attending these meetings; they are simply moving. Our crime is escalating ; no restrictions on over night parking would add to this. I didn't participate because it seemed like you were selling your product and not really looking to hear real concerns. This was not what I had hoped for	8/31/2021 7:38 PM
36	For the items I gave a 65% approval rating - I need more information and understand unintended consequences.	8/31/2021 7:31 PM
37	Don't wait for comprehensive plan update process to consider #14. I am afraid it won't happen. There must be a way to suggest reasonable changes as part of this process or to include a commitment to make it happen.	8/31/2021 7:28 PM
38	Go further in rezoning R1 to R2.	8/31/2021 7:27 PM
39	Eliminate single family zoning completely.	8/30/2021 10:10 PM

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40	Residential Parking: minimum of 2 parking spaces per family unit Commercial & Industrial Parking: start reducing available land for Parking and have business build "up" (multi level) Parking structures	8/30/2021 7:53 PM
41	Allow duplexes in all zones Unlimited and or minimum density near Mayfair, medical center, and zoo	8/30/2021 6:23 PM
42	More affordable housing and more apartment buildings. Also, offer more unique smaller boutiques and smaller non franchised restaurants. Also, open up the definition of "Single family household".	8/30/2021 4:28 PM

Q16 ENGAGEMENT RECOMMENDATION 1. Continue and expand on opportunities to make hybrid meetings more accessible and engaging for the public

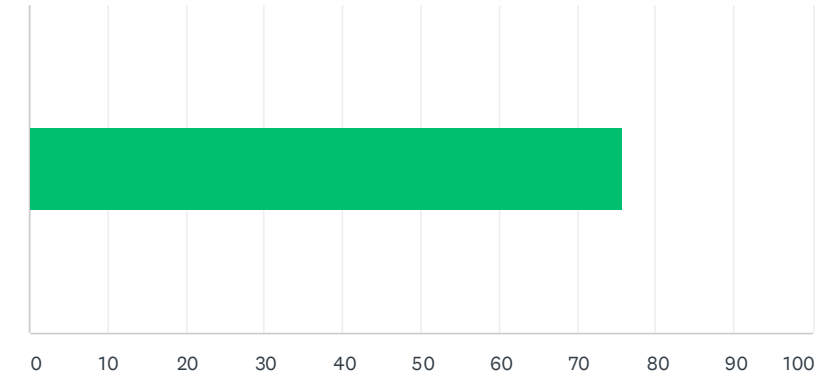
Answered: 107 Skipped: 4



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	72	7,719	107
Total Respondents: 107			

Q17 ENGAGEMENT RECOMMENDATION 2. Help spread the word about development-related public meetings through existing communication channels

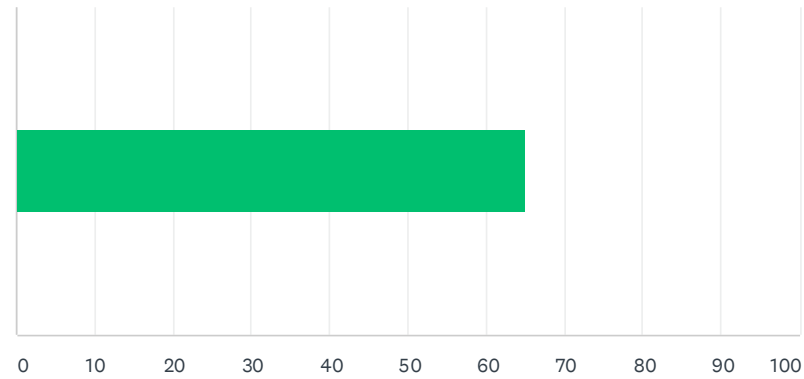
Answered: 107 Skipped: 4



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	76	8,104	107
Total Respondents: 107			

Q18 ENGAGEMENT RECOMMENDATION 3. Enhance coordination by hosting quarterly meetings between departments and agencies to plan sync-up engagement efforts

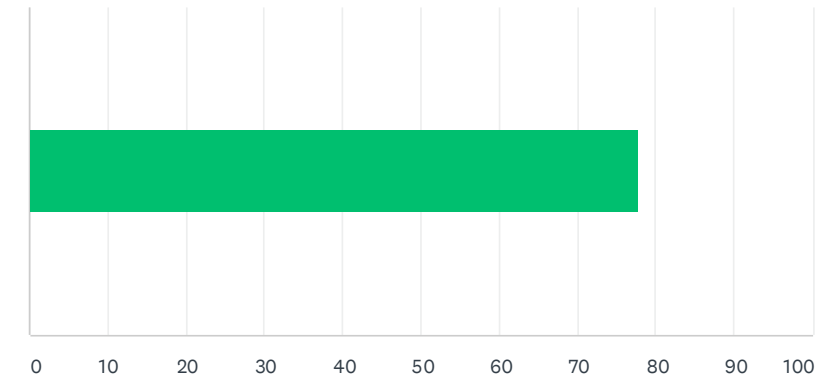
Answered: 105 Skipped: 6



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	65	6,836	105
Total Respondents: 105			

Q19 ENGAGEMENT RECOMMENDATION 4. Highlight transparency by creating informative features on the City's existing website

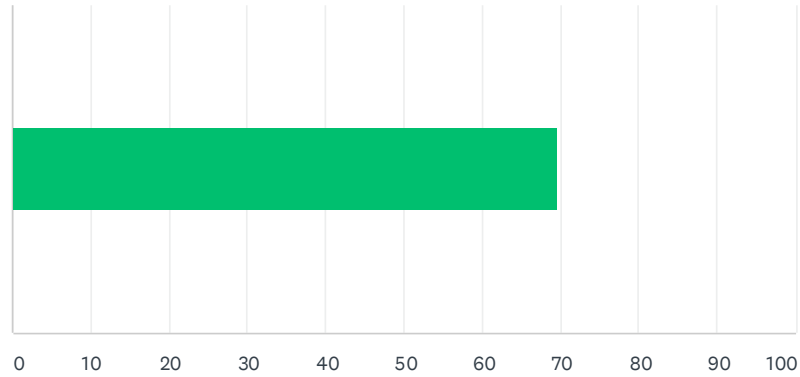
Answered: 106 Skipped: 5



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	78	8,247	106
Total Respondents: 106			

Q20 ENGAGEMENT RECOMMENDATION 5. Use digital engagement software for active plans and projects, which could supplement in-person meetings

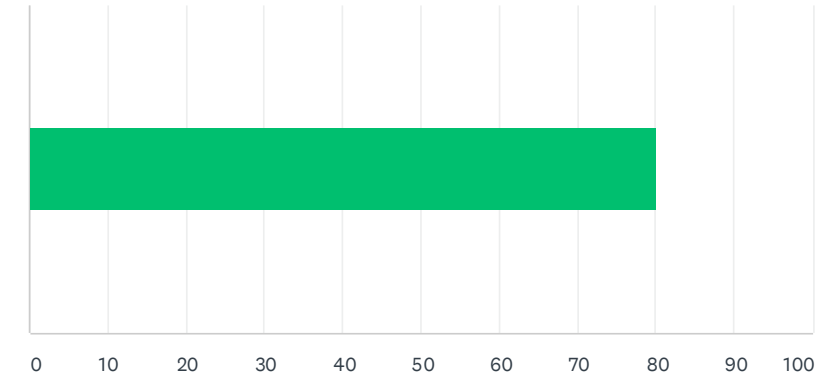
Answered: 106 Skipped: 5



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	70	7,394	106
Total Respondents: 106			

Q21 ENGAGEMENT RECOMMENDATION 6. Ensure residents are engaged earlier in the development approval process

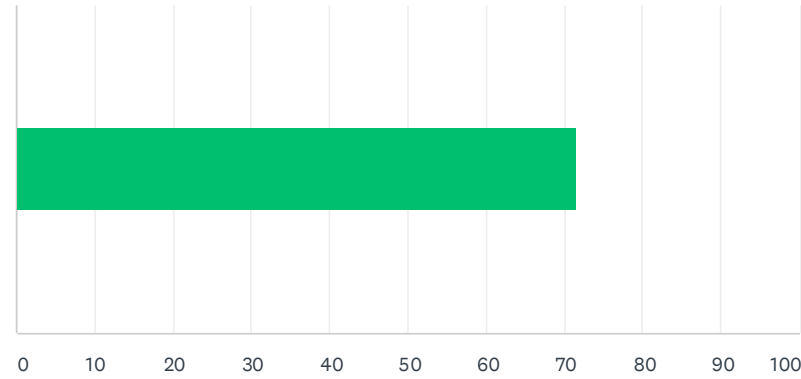
Answered: 107 Skipped: 4



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	80	8,573	107
Total Respondents: 107			

Q22 ENGAGEMENT RECOMMENDATION 7. Educate the public on zoning and its importance

Answered: 106 Skipped: 5



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	71	7,574	106
Total Respondents: 106			

Q23 What is missing from these engagement recommendations that you would support?

Answered: 29 Skipped: 82

#	RESPONSES	DATE
1	Public input on aesthetics of developments.	9/21/2021 7:31 AM
2	Apologize my comments on previous page was about engagement as did not know as survey advanced there'd be a section on this topic. Thank you for asking. My biggest concern is engagement of Tosa citizens. I learned from a friend of this zoning Committee and proposals a few days ago. I asked many friends in Tosa if they were aeate and not one knew. Need new outlets to inform. At least a few paper mailings to each resident in Tosa at a minimum to inform each household. It is done for other issues such as was done to inform the community on the renovations of old and building of new schools. More education to the community is needed. Again, thank you.	9/20/2021 5:24 AM
3	N/A	9/15/2021 10:21 PM
4	Stop listening to the loud few who don't live in wauwatosa!	9/15/2021 6:36 PM
5	This is very vague. It appears to be a method of approving low income housing without describing any pros and cons to residents that the need to make an informed decision. The city leading this development appears to be a risky operation that will lead to higher taxes. I do not support the city leading a development.	9/15/2021 4:26 PM
6	level the power of citizens to the \$\$ special interests controlling so much of these decisions	9/13/2021 9:11 PM
7	More opportunities to voice suggestions and concerns when someone can't make it to a meeting on the day it is held.	9/13/2021 7:31 PM
8	Make engagement exclusive to Wauwatosa residents. Make identification a requirement or mail surveys and info only to residents. This survey is open to the entire world which makes it absolutely worthless. How can a glaring obvious flaw like that be overlooked? Are Wauwatosa decisions being made by outsiders? The honors system isn't going to work. There are political groups and others agenda driven people who will obviously abuse this.	9/12/2021 7:37 PM
9	I would like explanations and examples of the problems that are being addressed. I see a lot of things being done that do not make sense. There have not been any problems that needed to be addressed but for some reason tosa government is creating issues where there are not issues. I do not like that. Focus on real problems like crime and stop focusing on the "woke" agendas that do nothing but divide residents and create problems.	9/8/2021 7:51 PM
10	I want to know about how changing zoning to include on street parking and low income housing and multi unit rentals affects crime and property upkeep in neighborhoods.	9/8/2021 12:02 PM
11	Simplify the language so people can understand.	9/7/2021 7:19 PM
12	Questions and proposals appear to be predetermined. Maybe because this is further down the project path. You rely perhaps too heavily on digital approach which isn't as accessible to the entire community (e.g., seniors). Also the questions suggest a bias towards a final outcome. Who does the plan serve. City government, residents, future residents and businesses? The purpose of rezoning isn't clear at the start of the survey.	9/4/2021 8:34 AM
13	You are deliberately trying to obfuscate. I have found out through 3rd parties as only parts of community are being engaged.	9/2/2021 2:41 PM
14	Common sense. I didn't pay what I paid for my house to have the neighborhood dragged down. There is already enough crime around me. Low income housing won't make it better.	9/2/2021 2:34 PM
15	More neutral language in the presentations. State the facts, don't make assumptions or present innuendo. This entire program is slanted to the claim that Tosa and Tosan's are inherently and irredeemably racist, I disagree and resent the implications of your messaging.	9/2/2021 1:53 PM

Wauwatosa Community Workshop Survey

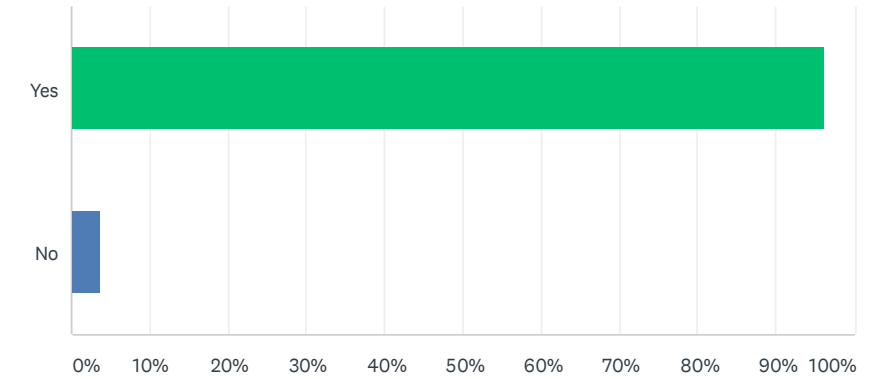
Clean it up, present the facts and answer the following questions: how is this good for the citizens of Wauwatosa and how will it impact the value of our real estate investments?

16	We have a plan that was approved for growth and planning, yet it is being ignored in favor of really large, and in my opinion, stupid developments. Why not impose a moratorium on new construction until we figure this out?	9/2/2021 1:49 PM
17	If you host quarterly meetings, taxpayers should be included AND told about them.	9/2/2021 12:36 PM
18	Providing comprehensive, neutral, factual data to the public who are generally uninformed and pick up on elements of a project or argument without understanding the full impact socially and economically and the larger civic picture.	9/2/2021 12:31 PM
19	Engage the community as early as possible! Decisions are made when we are too far into the process and that is frustrating.	9/2/2021 12:19 PM
20	If people need more money they should get a second job. There are plenty of jobs available.	9/2/2021 11:03 AM
21	Keep politics out and avoid loop holes	9/2/2021 10:50 AM
22	Support existing homeowners and taxpayers. Don't push your socialist agenda.	9/1/2021 8:02 PM
23	The City needs to recognize that it's boards, meetings and participants are an echo chamber. Please don't continue to believe everything you hear, especially when opposing viewpoints are not present. Too many meetings feature the same viewpoints with many citizens unrepresented. These viewpoints are often accepted (sometimes happily) by the city when the recurring viewpoint happens to be the one the council or board likes to hear.	9/1/2021 1:48 PM
24	Concern for current residents. If you remove the charm of Wauwatosa, you will lose the desirability of this area. Tosa residents want to live in a suburb, not a city.	8/31/2021 7:40 PM
25	I support all of these - but would like to understand the taxpayer cost. To me the most important piece is early and real engagement with the public before things are set in stone	8/31/2021 7:34 PM
26	have accountable measures in the requirements/guidelines for developers to engage community. It should not be a check the box that the developer communicated with the community. It needs to be more than lip service.	8/31/2021 7:29 PM
27	The Tosa planning/zoning website sucks ... can NOT find any of these recommendations and their associated explanations anywhere!!!	8/30/2021 7:54 PM
28	A solution that deals with the problem that extra notifications/engagement tend to benefit the well informed and well connected, as opposed to the average person who isn't connected in. It's a hard problem to tackle, maybe focus groups by random sampling?	8/30/2021 6:37 PM
29	Possibly make the public parking lots and parking structures accessible to overnight parking without the threat or worry of getting a citation or towed.	8/30/2021 4:30 PM

Wauwatosa Community Workshop Survey

Q24 Do you live in Wauwatosa?

Answered: 105 Skipped: 6



ANSWER CHOICES	RESPONSES
Yes	96.19% 101
No	3.81% 4
TOTAL	105

Q25 If yes, which neighborhood do you live in?

Answered: 91 Skipped: 20

#	RESPONSES	DATE
1	East Town	9/21/2021 7:31 AM
2	Ludington Commons.	9/20/2021 8:44 AM
3	Ludington Commons	9/20/2021 8:39 AM
4	Barrett Woods	9/19/2021 9:19 AM
5	Old hillcrest	9/16/2021 10:00 PM
6	Bluemound Gardens	9/16/2021 12:07 PM
7	Historic Heights	9/15/2021 10:32 PM
8	Lowell Damon	9/15/2021 10:21 PM
9	Ludington Commons	9/15/2021 10:17 PM
10	Lowell Damon Woods	9/15/2021 9:58 PM
11	What does that matter?	9/15/2021 6:36 PM
12	Ravenswood	9/15/2021 6:34 PM
13	Pabst Park	9/15/2021 5:34 PM
14	Pasadena. And I am wondering why non residents would be a part of this survey	9/15/2021 5:14 PM
15	west tosa	9/15/2021 4:53 PM
16	Pasadena	9/15/2021 2:09 PM
17	Mayfair Park	9/15/2021 1:47 PM
18	Sheraton Lawns	9/15/2021 1:47 PM
19	WVNA	9/13/2021 9:11 PM
20	Quarry Heights	9/13/2021 7:31 PM
21	Hillcrest	9/12/2021 7:37 PM
22	Mayfair Park	9/10/2021 4:28 PM
23	Downtown village	9/9/2021 9:38 AM
24	inglewood	9/8/2021 7:51 PM
25	East	9/8/2021 12:02 PM
26	Mayfair Park	9/7/2021 7:19 PM
27	Olde Hillcrest	9/6/2021 12:12 PM
28	Brookside Addition. People may not even know it's the subdivision. No signs recognize our neighborhood yet. City has added those only for older neighborhoods.	9/4/2021 8:34 AM
29	East side by high school	9/3/2021 2:54 PM
30	Pasadena	9/3/2021 7:49 AM
31	Pasadena	9/2/2021 9:56 PM
32	Pasadena	9/2/2021 9:52 PM

33	Pasadena	9/2/2021 6:27 PM
34	Why does it matter?	9/2/2021 6:25 PM
35	Pasadena	9/2/2021 6:25 PM
36	Wauwatosa. Doesn't matter which neighborhood.	9/2/2021 4:14 PM
37	Pasadena	9/2/2021 2:41 PM
38	Pasedena	9/2/2021 2:34 PM
39	West wauwatosa	9/2/2021 2:28 PM
40	Pasadena	9/2/2021 2:21 PM
41	Pasadena	9/2/2021 1:53 PM
42	Ludington Commons	9/2/2021 1:49 PM
43	Pasadena	9/2/2021 1:41 PM
44	Swan. This survey hardly addresses several of the recommendations. Why weren't there questions for each recommendation?	9/2/2021 1:37 PM
45	Pasadena	9/2/2021 1:25 PM
46	Olde Hillcrest	9/2/2021 1:07 PM
47	Pasadena	9/2/2021 1:01 PM
48	Tosa East Towne	9/2/2021 12:36 PM
49	TETNA	9/2/2021 12:31 PM
50	Glenview Heights	9/2/2021 12:19 PM
51	Hillcrest	9/2/2021 12:15 PM
52	swan blvd	9/2/2021 11:32 AM
53	Old Hillcrest	9/2/2021 11:03 AM
54	East Wauwatosa	9/2/2021 10:50 AM
55	Pasadena	9/2/2021 10:47 AM
56	Pasadena	9/2/2021 10:38 AM
57	2410 N 81st St.	9/2/2021 10:04 AM
58	Highlands	9/2/2021 9:57 AM
59	Swan Park	9/2/2021 9:26 AM
60	Pasadena	9/2/2021 7:42 AM
61	Mayfair Park	9/2/2021 6:38 AM
62	East Tosa	9/2/2021 6:27 AM
63	Pasadena	9/1/2021 10:47 PM
64	Pasadena	9/1/2021 10:03 PM
65	Fisher Woods	9/1/2021 8:10 PM
66	Pasadena	9/1/2021 8:02 PM
67	Pasadena	9/1/2021 7:11 PM
68	Pasadena	9/1/2021 6:49 PM
69	Highlands	9/1/2021 5:32 PM
70	Washington Heights. I work in Tosa, grew up in Tosa, and would like to move there.	9/1/2021 3:50 PM

Wauwatosa Community Workshop Survey

71	2300 block 88th Street	9/1/2021 3:05 PM
72	Pasadena	9/1/2021 2:26 PM
73	Tosa village	9/1/2021 2:13 PM
74	East Town	9/1/2021 2:00 PM
75	Pasadena	9/1/2021 1:59 PM
76	Pasadena.	9/1/2021 1:48 PM
77	Pasadena	9/1/2021 1:38 PM
78	Wellauer heights	9/1/2021 1:01 PM
79	Pasadena	9/1/2021 12:52 PM
80	PasadenaCon	8/31/2021 7:40 PM
81	Mayfair Park	8/31/2021 7:34 PM
82	Recommendations 6 is most important. Then 5 & 1.	8/31/2021 7:30 PM
83	Pasadena Neighborhood	8/31/2021 7:29 PM
84	The village	8/30/2021 7:54 PM
85	Village	8/30/2021 7:29 PM
86	73rd and North - East Town, I guess?	8/30/2021 7:04 PM
87	East Tosa	8/30/2021 6:50 PM
88	Washington Heights. Work, shop, kid school in tosa.	8/30/2021 6:37 PM
89	Historic Heights	8/30/2021 6:15 PM
90	Jacobus Park	8/30/2021 5:29 PM
91	Tosa Village. Wauwatosa ave.	8/30/2021 4:30 PM

