

# *DOWNTOWN GREEN BAY*



## *HOUSING SURVEY RESULTS*

March 2013



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[greenbaywi.gov/economicdevelopment](http://greenbaywi.gov/economicdevelopment)



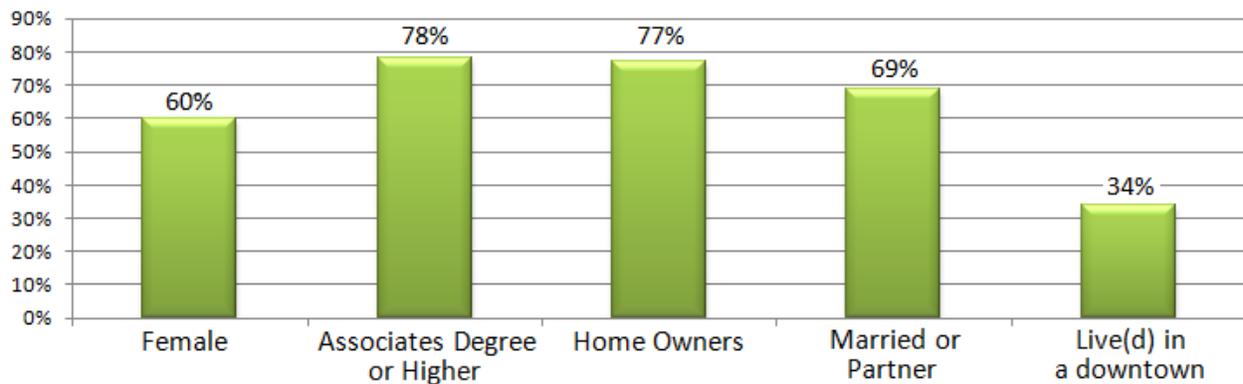
# Downtown Housing Survey

Green Bay, WI

In a joint effort by the City of Green Bay Economic Development Department and urban economic development agencies: On Broadway Inc., Olde Main Street Inc & Downtown Green Bay Inc. the following online survey results were produced. The objective was to gauge downtown housing interest; regardless if the respondents would ultimately choose to live downtown. Furthermore, the survey connects community housing interest with an assessment of downtown lifestyle amenities and needs.

The survey was conducted in January of 2013 via the online platform Survey Monkey. Many major downtown employers agreed to participate, including Wisconsin Public Service, Associated Bank, Schreiber Foods and the City of Green Bay among others. It was also promoted heavily through the downtown e-newsletters, "What's Up, Downtown" and the "Broadway Beat". All told, 1,891 responses were received.

## The Participant Profile



Annual Household Income	%
90,001 or more	39%
25,000 to 40,000	14%
40,001 to 50,000	10%

Current Residency	%
City of Green Bay	41%
City of De Pere	12%
Outside of Brown County	10%

Current Mortgage Expense	%
\$1,000 to \$1,499	33%
\$750 to \$999	21%

Current Rent Expense	%
\$500 to \$749	52%
\$750 to \$999	22%

Downtown GB Live / Work relationship	%
Do not live or work	48%
Work	44%
Live	5%

Age	%
31 to 40	25%
51 to 60	23%
41 to 50	23%



### The Future

The respondents' current residential style and future considerations.

Housing Choices	Current	Future	Change
Detached single family home	76%	41%	-35%
Apartments	12%	14%	2%
Condo / Townhouse	5%	32%	27%



Interest and price point for downtown Green Bay living.

Consideration	%	When Considering	People	Price Point	%
Live there now	9%	Next 6 months	66	\$600 - \$799	31%
Considering it	25%	Next few years	291	\$800 - \$999	21%
Not considering it	46%	Years from now	371	\$1,000 - \$1,599	28%
Don't know	13%			More than \$1,600	7%

- ◆ 53% declared they would pay more for a river view.

### Urban Life Preferences

**On Site** - The valued amenities within a downtown housing unit or complex.

Most Important	Least Important
Washer/dryer in unit	Community Room
Secure locked lobby	Fitness Area
In-unit storage	Business Center
Patio or balcony	Swimming Pool



### Parking

- ◆ Although 83% prefer indoor/underground, 92% found ramp and/or garage parking acceptable.
- ◆ Surface lot parking was acceptable to 65% of the respondents.

**Near Site** - The valued amenities desired near the downtown housing area.

Most Important	Least Important
Grocery store	Nightlife (bars, karaoke, dancing, etc.)
Open spaces and parks	Cultural amenities (museums, art, etc.)
Secured parking	Dog park / exercise area
Option to walk / bike to most destinations	Medical & dental services
Specialty retail / coffee / dining	Schools / library

**Downtown Ratings** - Satisfaction ratings on current downtown Green Bay amenities.

Satisfied	Rating	Dissatisfied	Rating
Special events (markets, CityDeck, etc.)	90%	Standard or staple retail	67%
Entertainment (Meyer Theater, etc.)	73%	Visual interest in architecture	44%
Street & sidewalk maintenance	73%	Variety of available housing	40%
Access to rivers	72%	Appearance of downtown	39%
Feeling of personal safety	62%	Quality of available housing	37%

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### *Additional Comments*

Respondents of the survey were also encouraged to express their opinion on issues that may not have been fully covered within the questionnaire. More than 450 respondents added additional comments. Below is a collection of responses indicative of the sentiments expressed most often.

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- ◆ We need stores which serve residents' daily needs such as food and medicine, and we'd need those things on both sides of the river.
- ◆ The need for grocery, department, pharmacy, and other living need stores in the downtown and Astor Park area is really needed to get more people interested in living downtown like I do and I love living here!! I love being able to walk to so many things. The grocery and a store like Festival or Copps is really needed downtown. The sooner the better!
- ◆ Green Bay needs more secure, affordable middle class housing in the downtown area. Apartments are great, but home ownership is much better. A downtown grocer might bring these types of people to live in GB.
- ◆ The parking lot next to APAC building needs to go. In it's place should be Green Space! A park and performance stage in the summer and spring months and an ice skating rink in the fall. Similar to the 400 block in downtown Wausau, Wisconsin.
- ◆ I grew up there, and while away now, as I age there may be a need for me to move back, and I do visit occasionally, and like where Green Bay is headed. I would love an apartment in the city in the future.
- ◆ I am excited to see how it is changing into this metropolitan area! Keep up the good work.
- ◆ I currently live in DePere and love living there, but I would sell in a heartbeat to get a no maintenance condo in downtown Green Bay. I'm an avid boater and love the new board walk and the buzz that is beginning to surface in Green Bay in summer.
- ◆ Keep looking into additional green spaces, shopping for convenience items, and quality housing options, complimented with job opportunities that people could walk from where they live to where they work.
- ◆ I hope to see more business/retail downtown. I also would like Green Bay to have a bigger hotel, so visiting NFL teams and fans could come and stay and spend their money in downtown Green Bay.
- ◆ Would love to see older buildings with architectural character (exposed brick walls, beams, arched doorways, original wood floors) converted into apartments/condos.
- ◆ If I moved downtown, I would want to have a situation where I rarely needed to drive. Downtown is definitely moving in the right direction. Currently the big issue is the lack of a grocery store in the area.
- ◆ I absolutely would have considered moving downtown Green Bay after my relocation to Green Bay from Chicago this fall but was unable to find a nice condo/apartment that was available. I'd love to see new construction, a modern feel and a continued effort to improve Downtown Green Bay.
- ◆ As a 25 year old who lives on Washington Street downtown, I would like more than anything a grocery store within walking distance; that has fresh quality veggies, fruits and meats. That would really be amazing and make downtown complete for me.

*For more information about the downtown districts, please follow the links below.*

[DowntownGreenBay.com](http://DowntownGreenBay.com)

[OnBroadway.org](http://OnBroadway.org)