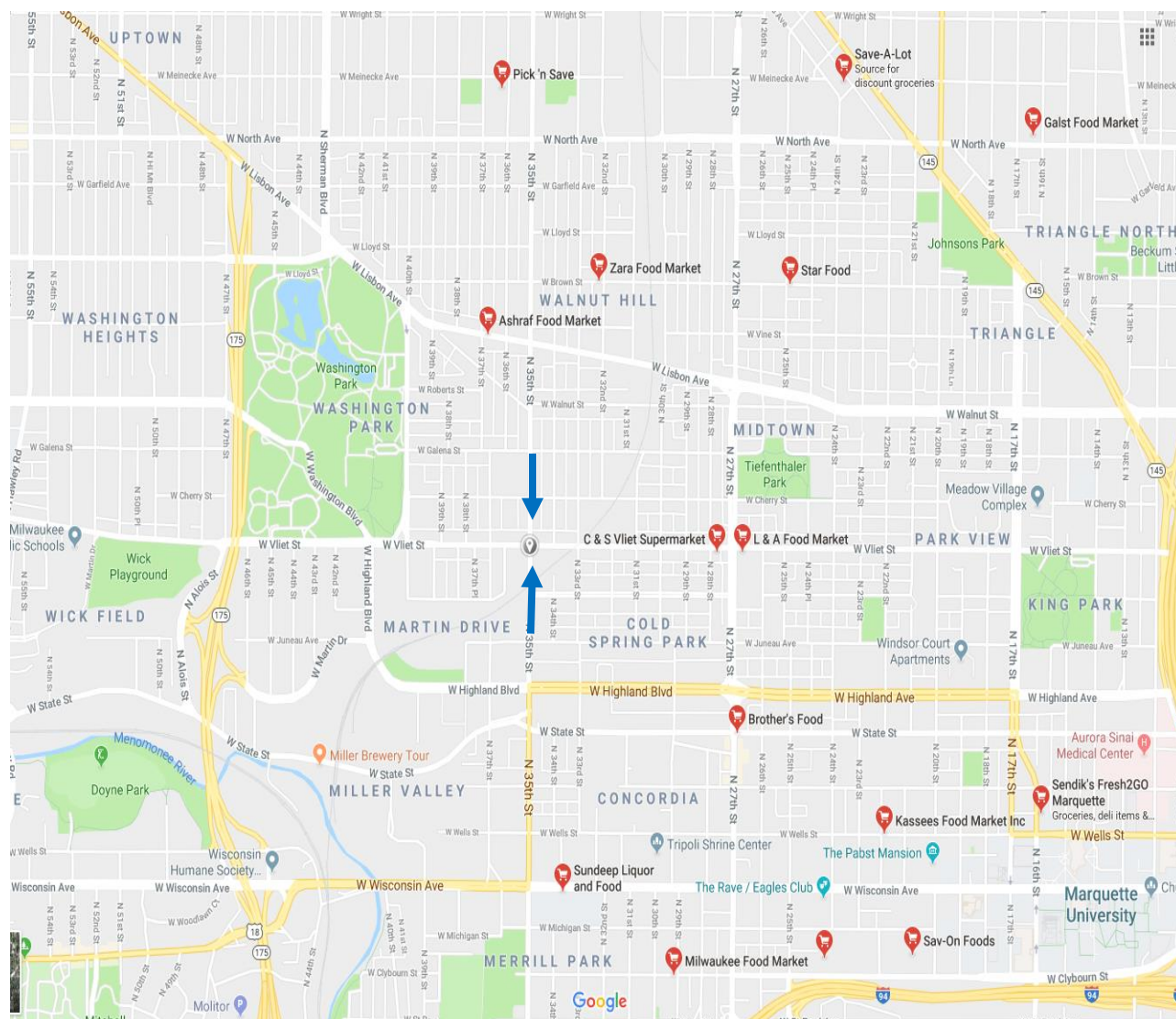


The Need for Full Service Grocery Store in the Near Westside Milwaukee

Using N 35th Street & W Vliet Street in the Near Westside Milwaukee as a case study to show the need for a source of real food in the Near Westside Food Desert.

- According to American Association of Retired Person (AARP) Livability Index, proximity to grocery stores and farmers' markets are good indicators to ascertain the level of neighborhood's access to healthy food, which is defined as the number of grocery stores and farmers' markets within a half mile (0.5 mile) radius.

Fig 1: Grocery stores near the case study location.



Source: Map data@google2018 United States. <https://www.google.com/maps/search/grocery+store/@43.0494555,-87.9629474,15z/data=!4m7!2m6!3m5!1sgrocery+store!2s43.048718,+87.957645!4m2!1d-87.9576446!2d43.0487176>

The above map shows all the grocery stores including supercenters, supermarkets, discount, and convenience stores within the study location. **Most of the grocery stores shown on the map are not within the .5-mile radius with the exception of three establishments: C&S Vliet Supermarket, Ashraf Food Market and L&A Food Market.**

C&S Vliet Supermarket

2729 W Vliet St
Milwaukee, WI 53208
Hours: 9AM-7PM
Distance from study location: .5 miles



C & S Vliet Supermarket: image capture Aug 2017@2018 google U.S

Ashraf Food Market

3627 W Lisbon Ave
Milwaukee, WI 53208
Hours: unknown
Distance from study location: .5 miles



Ashraf Food Market: image Aug 2017@2018 google U.S

L & A Food Market

2631 W Vliet St
Milwaukee, WI 53205
Hours: unknown
Distance from study location: .5 miles

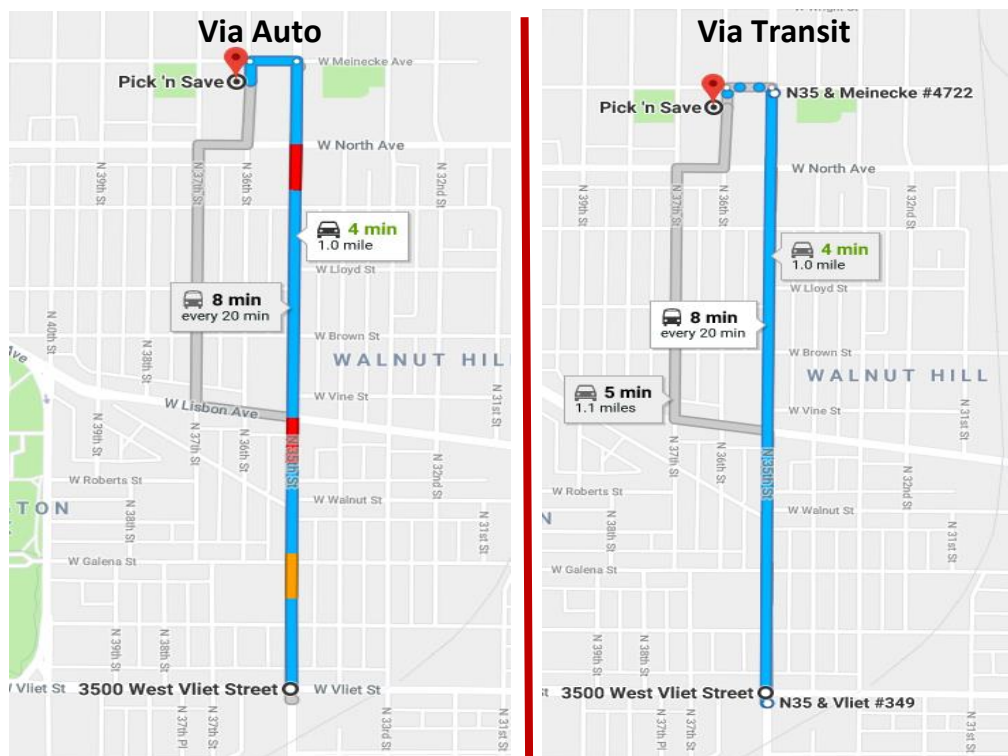


L & A Food Market: image capture Aug 2017@2018 google U.S

The previous three images were the only grocery stores within a half mile distance of the study location. Although they are called “supermarkets” on the signage, they do not appear to be full service grocery stores and they may not have enough food or capacity to serve the neighborhood’s grocery needs.

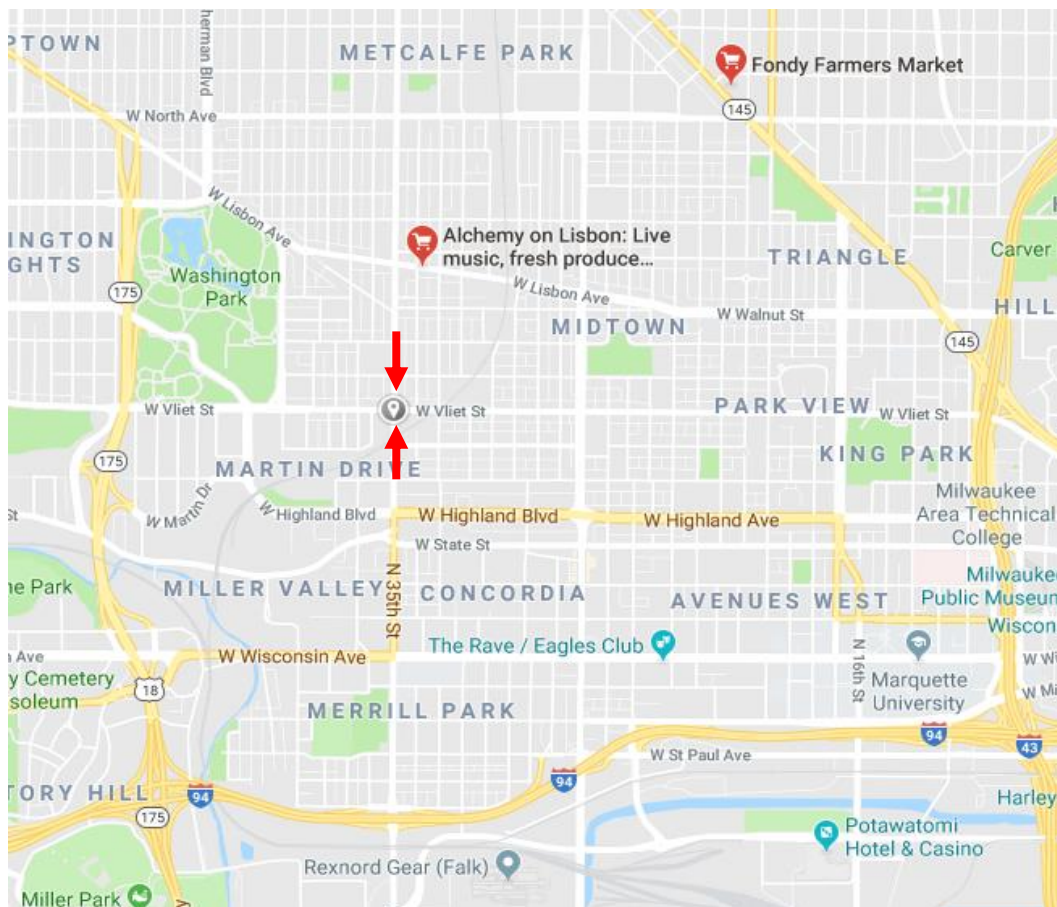
According to members of the committee, most of the food outlets are corner stores with virtually no fresh produce or meat. Even the local Dollar Store at 35th and Juneau, where many people bought their groceries, closed recently. There is a new Asian store at about 30th and Clybourn and one at 27th and Vliet. The NWSP has initiated a weekly Farmer’s Market on Thursday afternoons behind the Center for Independence at 20th and Kilbourn. The Farmer’s Market at 34th and Lisbon is only for two hours on Friday evenings and draws neither many customers or farmers.

Resident have expressed a preference for shopping at bigger grocery stores/supercenters where they can buy everything they want under one roof. Only one supercenter (Pick ‘n Safe) was found within the area, but it is approximately 1 mile north, which is exceeds the .5-mile recommended standard for “walkable” distance and may be more challenging to those residents who do not have access to a car.



Looking at the above map, you can see that there is one transit option to get to the Pick ‘n Safe grocery store. Missing the bus may mean waiting out in the cold for at least 20 more minutes.

The AARP indicator also used proximity to farmers' markets as a criterion. The image below shows the closest farmers' market (Alchemy on Lisbon fresh produce market), which is 0.5 miles north of the study location. It is important to note that given the relatively short growing season in Milwaukee, this is seasonal availability at best.



Other items that could be explored are identified below.

Additional indicators used by the American Planning Association (APA) in its "Metrics for Planning Healthy Communities" by Anna Ricklin and Sagar Shah, (2017), include the following indicators to assess access to healthy food.

- Density of fast food restaurants
- Percentage of low-income population not within walkable distance of a full-service grocery store
- Percentage of corner stores that have healthy food options
- Acres of urban land available for community gardens or urban agriculture.

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