APPENDIX D:
CITYWIDE PLANNING SURVEY 2005 - CITYWIDE RESULTS

City of Franklin 2005 City Planning Survey

Citywide Results

BACKGROUND INFORMATION

1. Please tell us who you are (check all that apply): Resident: 98.9% Business owner in Franklin: 3.5%
   Developer/Building owner in Franklin: 0.9% Farmer and land owner in Franklin: 0.8% Do not live in Franklin: 0.2%

2. If you are a Franklin resident, do you Own or Rent your home? Own: 94.1% Rent: 5.1%

3. What is your gender? Male: 46.00% Female: 52.3%

4. What is your age? 18-24: .4% 25-34: 9.5% 35-44: 21.5% 45-54: 26.6%
   55-64: 20.7% 65-74: 12.3% 75-79: 4.6% 80+: 3.4%

5. How many years have you lived in Franklin?
   0-5: 28.8% 6-10: 21.0% 11-20: 21.8% over 20: 27.6% Own land, but don't live in Franklin: .2%

6. How many people live in your household on a regular basis?

Adults	Children				
1: 17.9%	Children under age 6:	0: 85.5%	1-2: 13.3%	3-5: 1.0%	6+: 0.1%
2-3: 74.9%	Children ages 6-10:	0: 86.6%	1-2: 12.8%	3-5: 0.4%	6+: 0.1%
4-5: 4.7%	Children ages 11-14:	0: 88.4%	1-2: 11.1%	3-5: 0.3%%	6+: 0.1%
6+: 0.5%	Children ages 15-18:	0: 89.2%	1-2: 10.3%	3-5: 0.2%	6+: 0.3%

7. What is your education level?
   High school: 29.3% Associate degree: 15.5% Bachelor degree: 34.5% Graduate degree: 15.6%
   PhD/Post Doctoral: 3.5%

8. Please describe your total household income (before taxes). $0-$24,999: 4.6% $25,000-$49,999: 14.6%
   $50,000-$74,999: 18.4% $75,000-$99,999: 20.5% $100,000-$149,000: 21.7% $150,000 and over: 8.7%

9. If you own property in Franklin, other than your primary residence, please check all those that describe your ownership:
   Own commercial or industrial property: 2.2% Own residential property: 9.0% Own land with the intent of developing: 1.1%
   Own land with the intent of NOT developing: .8% Does not apply: 60.1%

10. If you live in a single family home, how would you describe your residential parcel?
    1/2 acre or less: 43.7% 1/2 acre to 1 acre: 27.7% 1 to 5 acres: 7.0% Over 5 acres: 1.6% Does not apply: 13.7%

11. In which type of residential building do you live? (if applicable)
    Single family: 76.3% Duplex: 1.4% Multi-family (3-6 units): 0.7% Multi-family (6+ units): 2.4%
    Multi-family (elderly): 0.7% Condominium: 16.5% Other: 1.8%

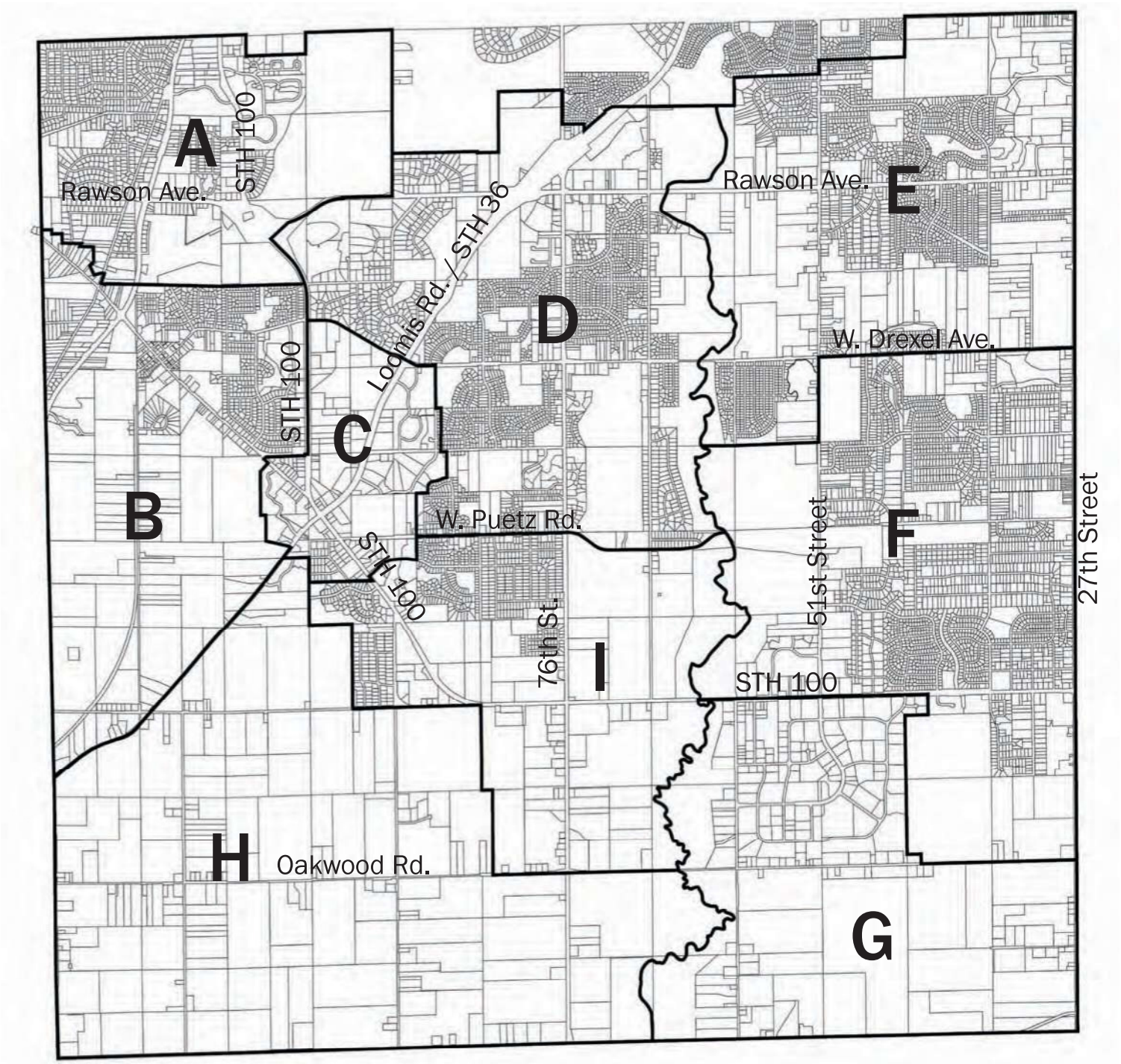
12. Where are the primary places of employment for the adult members of your household? (check all that apply)
    Franklin (non-farm): 16.1% Western suburbs (Brookfield, Waukesha, etc.): 16.9%
    Franklin (farm): 0.7% South of Franklin (Kenosha, Chicago, etc.): 7.9%
    Milwaukee: 44.8% Retired: 24.5%
    North of Milwaukee: 5.5% Other: 18.5%

13. How do members of your household get to work and daily activities (school, volunteer, work)? (check all that apply)

Work at home/telecommute: 7.3%	Shared ride transit/bus: 5.9%
Private automobile: 91.4%	Walk or bike: 4.4%
Car pool/van pool: 4.9%	Other:: 6.8%

14. From the location map below, please indicate the area where your primary residence/property is located.

A: 12.5% B: 8.2: C: 5.1% D: 23.5% E: 18.4% F: 22.3% G: 0.8% H: 1.5% I: 7.6%



HOUSING

15. As new housing occurs in the City, what building types do you favor?

	Very Favorable	Favorable	No Opinion	Unfavorable	Very Unfavorable
a. Single family	63.2%	24.4%	4.7%	1.4%	1.5%
b. Duplex	11.7%	26.1%	19.7%	26.6%	11.4%
c. Townhomes (attached with individual entrance)	10.8%	40.4%	18.1%	14.6%	6.7%
d. Condominiums (apartment style building)	8.8%	36.6%	16.8%	20.1%	8.9%
e. Apartments	2.2%	9.0%	14.8%	36.8%	27.4%
f. Variety of residential development types	12.8%	27.1%	26.7%	14.5%	10.0%
g. Senior housing	16.3%	43.2%	22.4%	7.1%	4.5%

16. How important are the following when considering plans for *new single-family* residential development?

	Very Important	Important	No Opinion	Unimportant	Very Unimportant
a. Compatibility with surrounding neighborhood	58.2%	30.2%	5.5%	1.6%	0.7%
b. Size and scale of home	40.5%	40.9%	9.2%	4.5%	0.7%
c. Size and scale of overall development	41.0%	40.8%	10.4%	2.8%	0.7%
d. Architectural quality and design	43.3%	39.5%	9.8%	2.3%	0.7%
e. Variety of appearance within subdivisions	41.7%	40.1%	10.2%	3.0%	0.9%
f. Lot sizes and setbacks	36.3%	43.4%	11.6%	3.3%	0.8%
g. Inclusion of a variety of housing types within the overall development	26.9%	35.9%	18.0%	10.8%	4.3%

17. How important are the following when considering plans for *new multi-family* residential development?

	Very Important	Important	No Opinion	Unimportant	Very Unimportant
a. Form of ownership (condominium vs. rental)	51.1%	29.0%	11.9%	2.8%	0.7%
b. Exclusive use for elderly	15.2%	38.1%	29.1%	10.0%	2.0%
c. Close to commercial uses	11.8%	36.0%	32.4%	13.7%	1.9%
d. Buffered from other residential uses	27.3%	36.0%	22.7%	6.8%	1.2%
e. Includes substantial amount of open space	32.7%	42.3%	15.2%	3.8%	0.8%
f. Adds little traffic to local residential streets	41.3%	37.5%	12.1%	4.2%	0.9%
g. Architectural quality and design	42.2%	38.0%	11.1%	2.0%	1.6%

18. Would you be supportive of additional neighborhood retail service within one mile of your home?

Yes	No	No Opinion
52.0%	38.1%	7.7%

19. What types of businesses would you like to see in Franklin? _____

_____

_____

20. What types of businesses would you NOT like to see in Franklin? _____

_____

_____

21. Do you support the City spending tax dollars on these items within commercial areas in Franklin?

	Yes	No	No Opinion
a. Street furniture and landscaping (benches, planters, etc.)	48.6%	37.9%	11.5%
b. New lighting fixtures	56.4%	29.0%	12.4%
c. City purchase of land for small parks and plazas	65.4%	24.4%	7.9%
d. Sidewalks and crosswalk improvements	59.3%	27.9%	10.2%
e. Trails and paths that link commercial and residential developments	53.6%	33.2%	11.1%
f. Landscaping in parking areas	37.4%	45.7%	14.2%

COMMUNITY FACILITIES and OPEN SPACES

22. Indicate your level of support for the following:

	Very Supportive	Supportive	No Opinion	Unsupportive	Very Unsupportive
a. The City should develop a local community center.	17.2%	32.8%	21.4%	18.8%	7.7%
b. The City should develop a local teen center.	11.9%	28.7%	25.2%	21.8%	10.1%
c. The City should develop a public swimming pool.	16.2%	23.9%	19.2%	25.0%	13.7%
d. The City should develop a performing arts center.	11.5%	18.1%	20.7%	30.2%	17.3%
e. The City should provide parks, playgrounds and recreational facilities to serve neighborhoods.	29.9%	43.9%	9.8%	9.7%	5.1%
f. The City should identify and create an outdoor recreational trail system throughout the City.	28.0%	32.3%	17.8%	13.1%	7.1%

INFRASTRUCTURE

23. How would you rate traffic and circulation on state and county highways (Loomis, Rawson, 27th Street, STH 100, etc.) ?

Never Congested: 5.4% Rarely Congested: 28.6% No Opinion: 2.9%

Occasionally Congested: 51.8% Always Congested: 9.4%

24. Do you support the following?

	Yes	No	No Opinion
a. The City should install sidewalks/paths along major streets.	52.2%	36.1%	10.1%
b. Sidewalks should be constructed on all residential streets.	15.9%	74.0%	15.9%
c. The City should install bicycle lanes along major streets or streets leading to public facilities such as public parks and schools.	56.9%	28.8%	12.7%
d. The City should install street lighting on major streets such as Drexel and Ryan.	51.8%	33.1%	13.8%

PUBLIC POLICIES and COMMUNITY INFORMATION

25. How do you rate the overall quality of each of the following in the City of Franklin?

	Very Satisfied	Satisfied	No Opinion	Dissatisfied	Very Dissatisfied
a. Residential neighborhood quality	34.4%	59.3%	2.4%	2.2%	0.3%
b. Shopping convenience and variety	18.0%	52.8%	5.0%	19.0%	3.5%
c. Access to jobs	11.6%	41.6%	34.8%	7.9%	1.1%
d. Road maintenance (roads, road signs)	12.8%	61.5%	8.0%	13.5%	2.5%
e. Police	32.2%	52.9%	10.6%	2.9%	0.4%
f. Fire and emergency medical	33.7%	48.4%	15.3%	0.9%	0.6%

26. How do you currently receive information about community issues? (check all that apply)

HUB: 44.7%
Journal Sentinel: 57.6%
City newsletter: 76.4%
City website: 16.6%
City publications: 28.4%
Public meetings: 11.5%
E-mail: 4.8%
Word of mouth: 50.1%
Other: 3.4%

27. What City information would you like to know more about? (check all that apply)

City services: 40.4%
Master Plan updates: 55.4%
Public meetings: 27.8%
"Good neighbor" guidelines: 25.6%
City Council policy decisions: 42.3%
Economic development activities: 45.1%
City's financial status: 39.0%
Recreation programming: 34.8%
Infrastructure updates (roads, storm-water, etc.): 46.6%