APPENDIX E:
DESIGN PREFERENCE SURVEY - CITYWIDE RESULTS

Design Preference Survey: Citywide Results

Over 475 Franklin residents and property owners participated in the Design Preference Survey, held in conjunction with the Listening Session meetings. The participants rated 78 images in seven categories and discussed why they scored the images as they did. The design preference results are a general indicator of citizens' preference of various architectural styles, site layouts, streets types, and public spaces. The results were tabulated for each planning area and then used to calculate citywide results, while allowing for comparison between neighborhoods.

Citywide Results: Commercial Retail

Highest Rated Images

Lowest Rated Images

Residents selected images on the left as their three highest rated images out of 28 images. Preferred images typically exhibited specific features desired by participants in the survey, including landscaping features integrated into site plans, traditional architecture, heights of two stories or less, and adjacent parking with features to minimize its visual impact. Larger buildings, including multi-story or "big box" style buildings were generally disliked due to their scale or lack of detail. Blank, unarticulated facades were generally rated significantly lower than detailed storefronts.

Citywide Results: Commercial Office

Highest Rated Images

Lowest Rated Images

The commercial office category results were similar to the commercial retail category. Residents preferred smaller, non-repetitive, detail oriented buildings with parking areas screened from view. Well maintained landscape was rated highly while images that appeared unkept were not.

Citywide Results: Institutional

Highest Rated Images

Lowest Rated Images

Highly rated images featured well-kept landscaped areas, including both hardscaped and plant features. Mature trees were preferred but younger trees were accepted as well. Again, traditional architecture was preferred, with a general preference for pitched roofs over flat ones. Natural materials, such as brick and stone also appeared to be preferred. Contemporary architecture was rated poorly, as well as images with parking immediately adjacent to the building.

Citywide: Results Single Family Residential

Highest Rated Images

Lowest Rated Images

Preferred single family residential images tended to exhibit well maintained landscaping on larger lots. The size of the house, and architectural features, such as porches, seemed to not impact ratings significantly. Images dominated by garages or driveways were generally disliked. Houses on smaller lots that were close to the street and sidewalk were not preferred. Sidewalks, however, did appear in both preferred and disliked images.

Citywide Results: Multifamily Residential

Highest Rated Images

Lowest Rated Images

Multifamily buildings were preferred if located on well landscaped grounds with significant open space surrounding the building. Smaller scale buildings, measured in both height and total units, were generally preferred. Additionally, multifamily buildings that resembled single family homes in architectural style were rated highly. Buildings with a reliance on large surface parking areas, as opposed to garage parking, were generally disliked.

Citywide Results: Road Design

Highest Rated Images

Lowest Rated Images

Landscaped, curving roads were rated highest within the road design section. Preferred images generally exhibited buildings set back from the street. Sidewalks were found in both liked and disliked images and appeared to have no impact on the ratings. Curb and gutter style streets also seemed to have little impact on the rating.

Citywide Results: Open Space

Highest Rated Park Images

Lowest Rated Park Images

Preferred open spaces tended to be highly landscaped areas with paths and mature trees, screened from adjacent development and roads. Well-maintained active and passive recreation areas both scored highly, while spaces receiving less maintenance or more natural unkept areas tended to score lower.

Citywide Results: Open Space

Highest Rated Plaza Images

Lowest Rated Plaza Images

Preferred "plazas," or "urban" open spaces, emphasized seating areas integrated into significant landscaping. In preferred images, decorative paving is typically present in hardscaped area. Garden walls and decorative fencing also tended to increase an images score. Plazas ranked lower tended to have less, or younger, landscape features.

Design Preference Survey: Neighborhood Results

The following images were rated in the top or bottom three of there respective category in one or more of the neighborhood planning areas. These images were not in the citywide top or bottom three and illustrate the differences between the neighborhoods' preferences.

Neighborhood Results: Commercial Retail

Highest Rated Images

This scored in the top three in areas B and C

This image scored in the top three in areas E and G

This image scored in the top three in area C

This image scored in the top three in area H

This image scored in the top three in area D

This images scored in the top three in area H

These images were ranked in the top three in one or more planning areas and showed variation from city-wide images.

Neighborhood Results: Commercial Retail

Lowest Rated Images

This image scored in the bottom three in areas B, G and H

This image scored in the bottom three in area C

This image scored in the bottom three in areas D and G

This image scored in the bottom three in area E

These images were ranked in the top three in one or more planning areas and showed variation from city-wide images.

Neighborhood Results

Commercial Office

This image scored in the top three in areas B and I and in the bottom three in areas C, D and H

Institutional

This image scored in the top three in areas G and H

This image scored in the bottom three in area D

Road Design

This image scored in the bottom three in areas B, C, F and I

This image scored in the bottom three in area H

These images were ranked in the top three in one or more planning areas and showed variation from city-wide images.

Neighborhood Results: Residential

Single Family

This image scored in the top three in areas A, C, D and H

This image scored in the top three in B, C and I

This image scored in the bottom three in areas A, B, C, E and I

Multifamily

This image scored in the bottom three in area G

These images were ranked in the top three in one or more planning areas and showed variation from city-wide images.

Neighborhood Results: Open Space

Highest Rated Images

This image scored in the top three in area G

This image scored in the top three in area H

This image scored in the top three in area I

Lowest Rated Images

This image scored in the bottom three in areas B, D and G

This image scored in the bottom three in area G

These images were ranked in the top three in one or more planning areas and showed variation from city-wide images.