

On-Line Survey Results

Community Design Visioning Committee

October 15, 2007



Survey Goals

- Engage residents in design issues
- Determine sensitivity / establish baseline & expectations
- Gauge reaction to different design approaches
- Foster discussion



Methodology

- On-line Citizens Advisory Panel (OCAP)
 - 1,000 household distribution
- 500+ responses (50%)
- Two week circulation



Demographic Profile

- 94% of respondents are homeowners
- Age?
 - 35% 35 to 44
 - **27% 45-54**
- Length of Residency?
 - 19% 10 to 15 years
 - 18% 5 to 7 years
 - 17% 7 to 10 years



Variables

- Design is subjective, not "black & white"
- Photographs contain variables beyond control (e.g., weather)
 - Photo background can influence opinion



Survey Components

- Demographic distribution (age, neighborhood, years in residence, etc.)
- Preference-based questions (rate your opinion of...)
- Residential design preferences (most favorite vs. least favorite)
- Commercial design preference (most



Preference Questions -Overall Design Quality

- Rate the overall design quality (1-5) of:
 - "Large-lot" residential (3.8)
 - Large commercial retail centers (3.6)
 - Neighborhood shopping centers (3.6)
 - Multi-family residential (3.2)
 - "Smaller-lot" single family (3.1)



Preference Questions -Shopping Center Trends

- Rate opinion on shopping center trends (1-5):
 - Overall appearance (3.8)
 - Architectural style or themes (3.7)
 - Pedestrian friendliness or "walkability" (3.4)
 - Parking and circulation (2.9)



Preference Questions -Design Impact

- What is the impact of residential design on:
 - The selection of your neighborhood? (3.8)
 - Your decision to reside in Roseville? (3.3)
- What is the impact of commercial design on:
 - Your choice of one store vs. another for a similar purchase? (3.0)
 - Your decision to reside in Roseville? (2.9)

* Scale: 1-5



Bulk and Variety of Form (Compact Res.)



Rating = 6.2



Rating = 3.7



Location of garages



Rating = 5.3



Rating = 4.8



Creation of Shade & Shadow (Commercial)



Rating = 7.2



Rating = 3.6



Multiple Colors (Commercial)





Residential Examples



Least favorite (32%)



Most Favorite (28%)







Commercial Most - Favorite



Commercial - Least Favorite



How Would you Spend Extra 5%?

- Question: How would homeowners spend an additional 5%?
 - Energy efficiency (28%)
 - More livable space (27%)
 - Down Payment (11%)
 - Does not apply (8%)
 - > Other (7%)
 - Exterior appearance (7%)





Consistent Themes

- Energy efficiency
 - Reduce utility costs
 - Environmentally friendly
 - Future resale value
- More livable space Growing families
 - Can't afford to move
- Exterior appearance
 - Avoid "cookie-cutter" design
 - Preserves property value



Consistent Themes - Commercial

- Design should be timeless, not "trendy"
- Gas Stations on corners ugly, but necessary
- Use color carefully
- Avoid "Disneyfication" of retail design
- Design between centers too similar (copycat)



Ah-Ha! Moments

- Impression of commercial design quality has improved over 5 years
- Project design not a significant influence on where to shop
- Residential design meaningful in neighborhood selection, but not decision to live here
- More varied responses from 15+ year residents



Bus Tour Survey Results

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Commercial

Pleasant Grove Retail



Avg. Total = 29.8

Stone Point Retail



Avg. Total = 71.1

Compact Residential

Strada Condominiums



Avg. Total = 47.6

Denby Square



Avg. Total = 64.0



Questions?