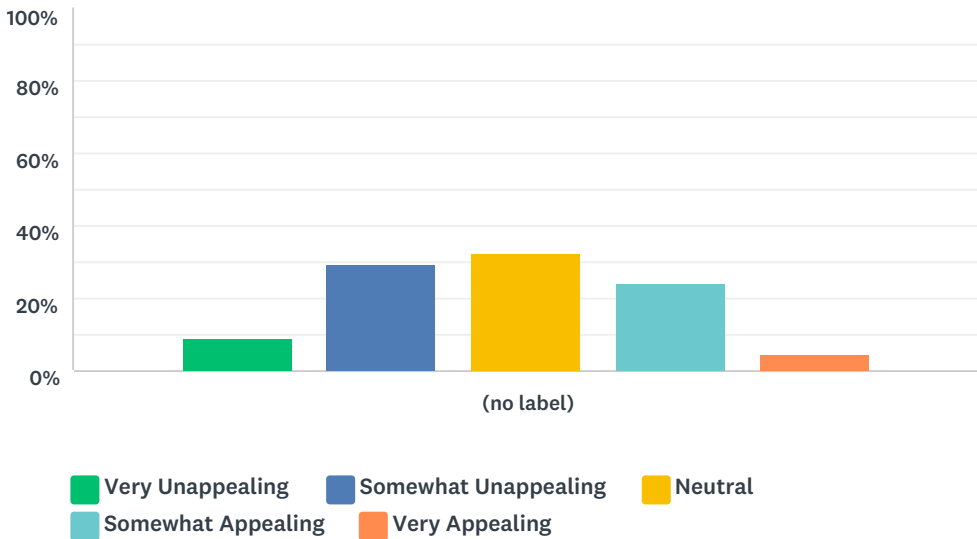


Q1 Assess the visual appeal of the building.

Answered: 1,062    Skipped: 0

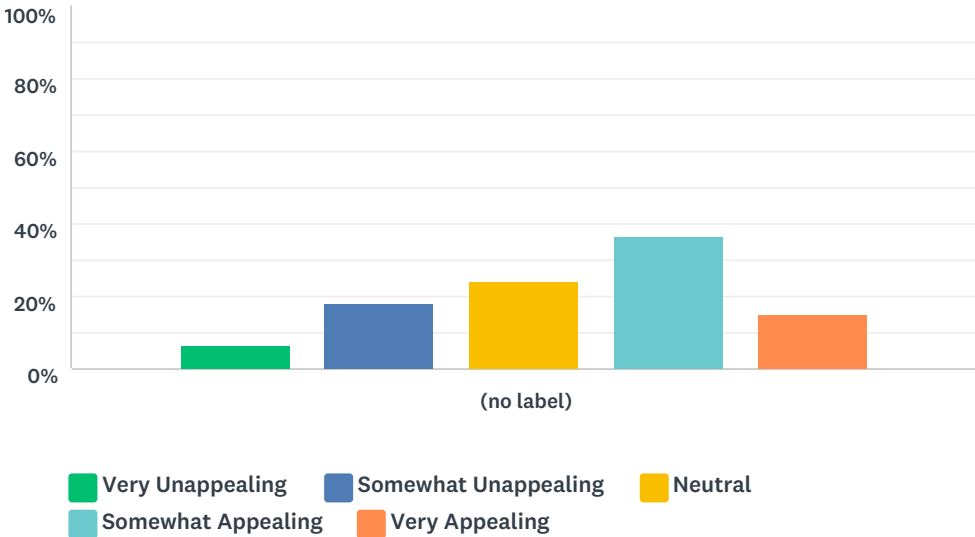


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	9.23% 98	29.47% 313	32.67% 347	24.11% 256	4.52% 48	1,062	1.00



Q2 Assess the visual appeal of the building.

Answered: 1,062    Skipped: 0

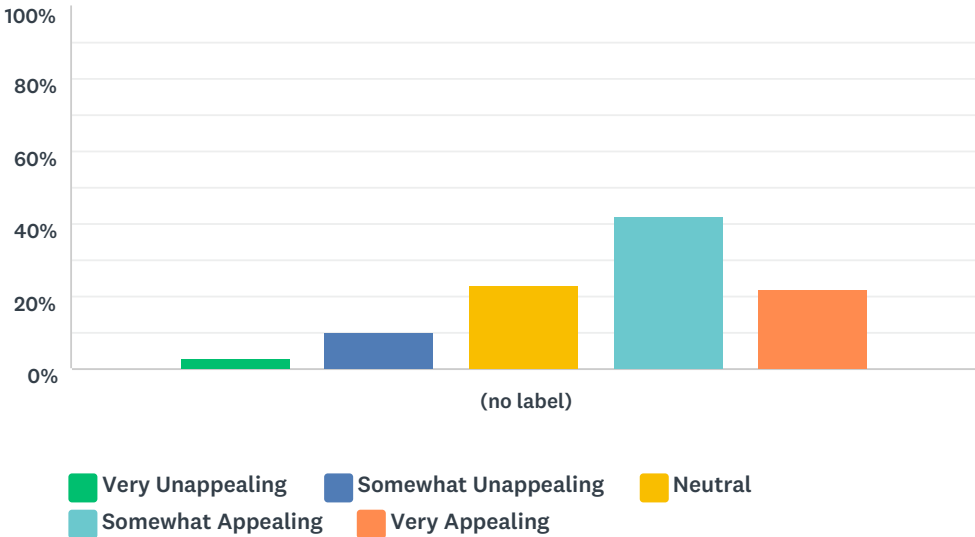


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	6.40% 68	18.08% 192	24.11% 256	36.25% 385	15.16% 161	1,062	1.00



Q3 Assess the visual appeal of the building.

Answered: 1,062    Skipped: 0

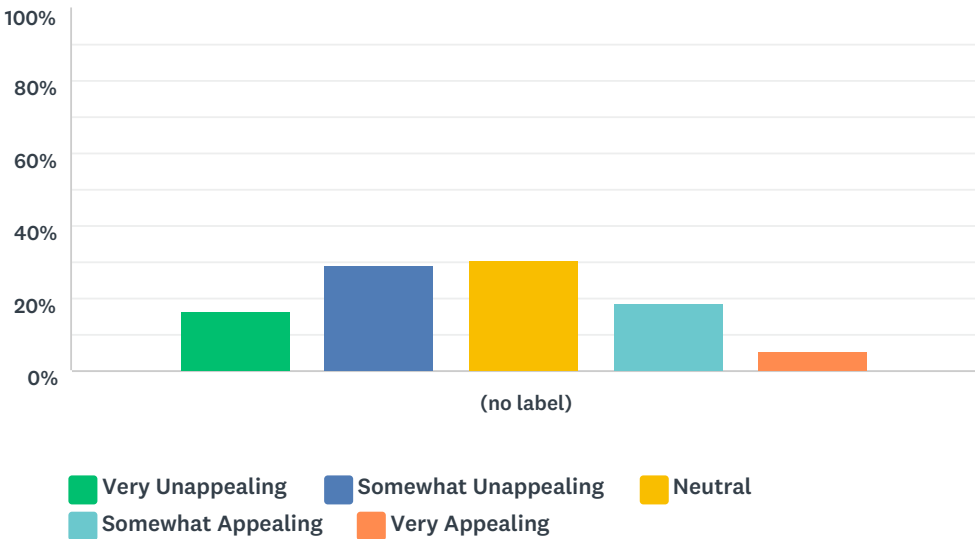


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	3.11% 33	9.89% 105	22.88% 243	42.18% 448	21.94% 233	1,062	1.00



Q4 Assess the visual appeal of the building.

Answered: 1,062    Skipped: 0

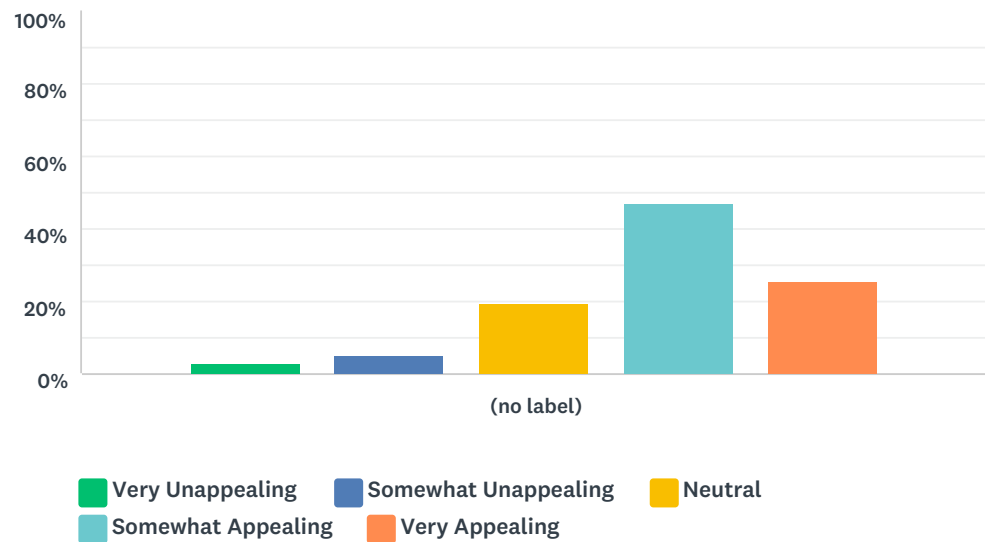


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	16.38% 174	29.10% 309	30.70% 326	18.55% 197	5.27% 56	1,062	1.00



Q5 Assess the visual appeal of the building.

Answered: 1,062    Skipped: 0

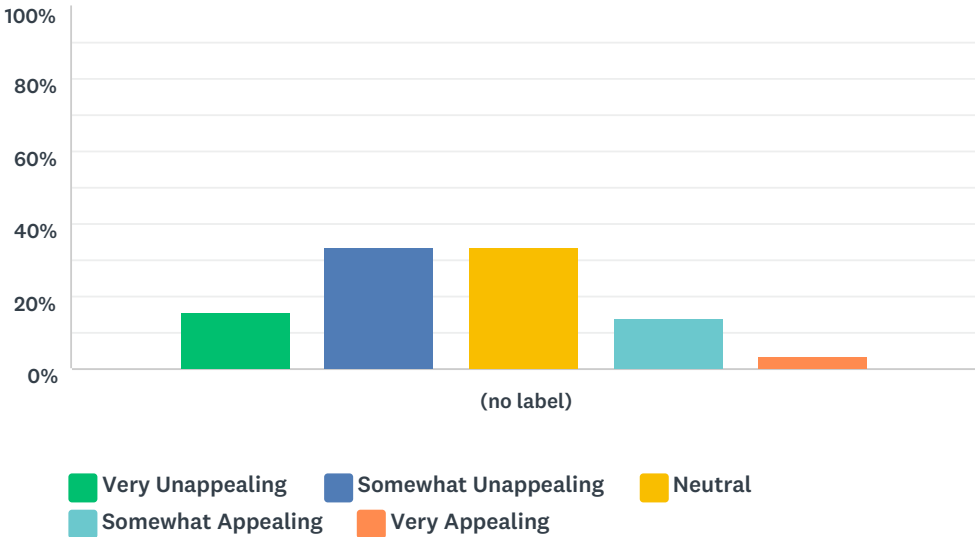


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	3.01% 32	5.18% 55	19.30% 205	46.80% 497	25.71% 273	1,062	1.00



Q6 Assess the visual appeal of the building.

Answered: 1,062    Skipped: 0

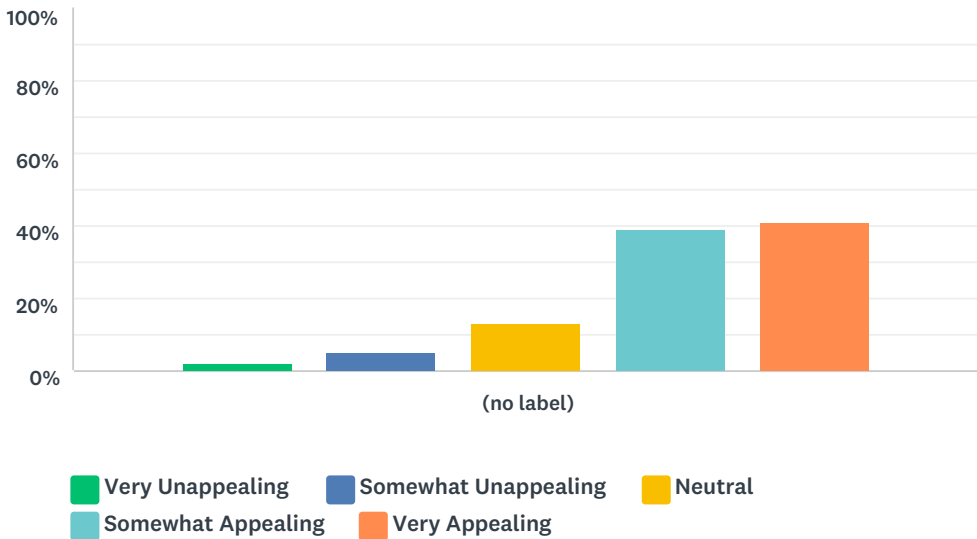


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	15.73% 167	33.43% 355	33.43% 355	13.94% 148	3.48% 37	1,062	1.00



Q7 Assess the visual appeal of the building.

Answered: 1,062    Skipped: 0

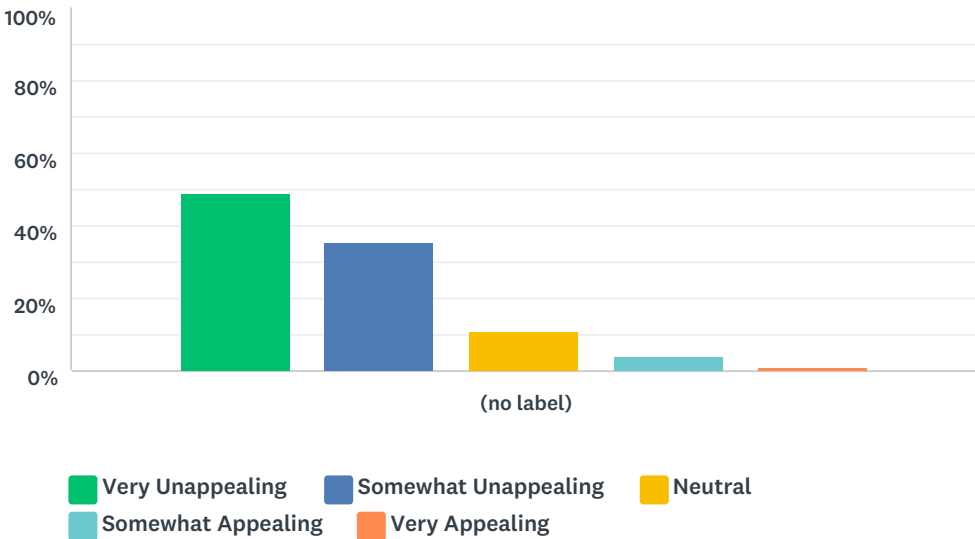


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	1.98% 21	4.80% 51	12.90% 137	39.17% 416	41.15% 437	1,062	1.00



Q8 Assess the visual appeal of the building.

Answered: 1,062    Skipped: 0

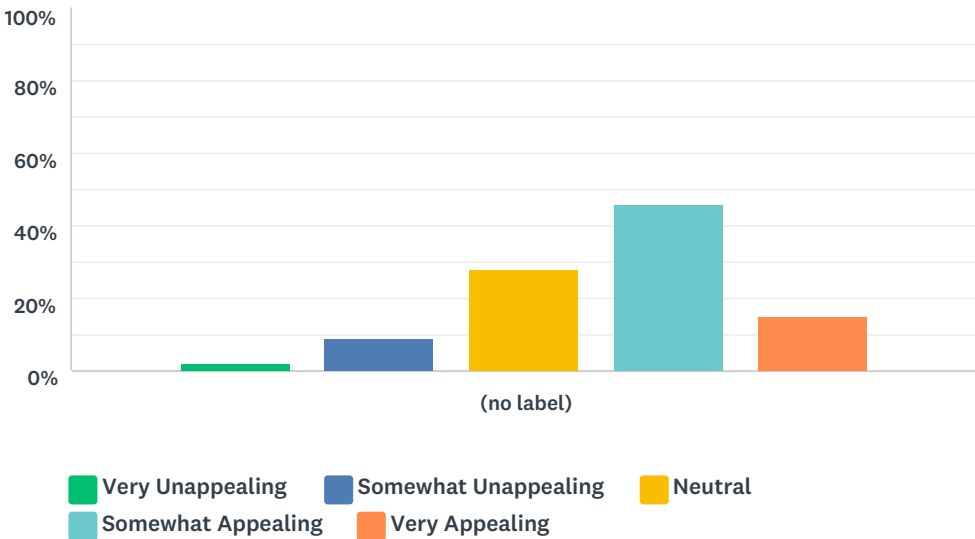


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	49.15% 522	35.40% 376	10.83% 115	3.77% 40	0.85% 9	1,062	1.00



Q9 Assess the visual appeal of the building.

Answered: 1,062    Skipped: 0

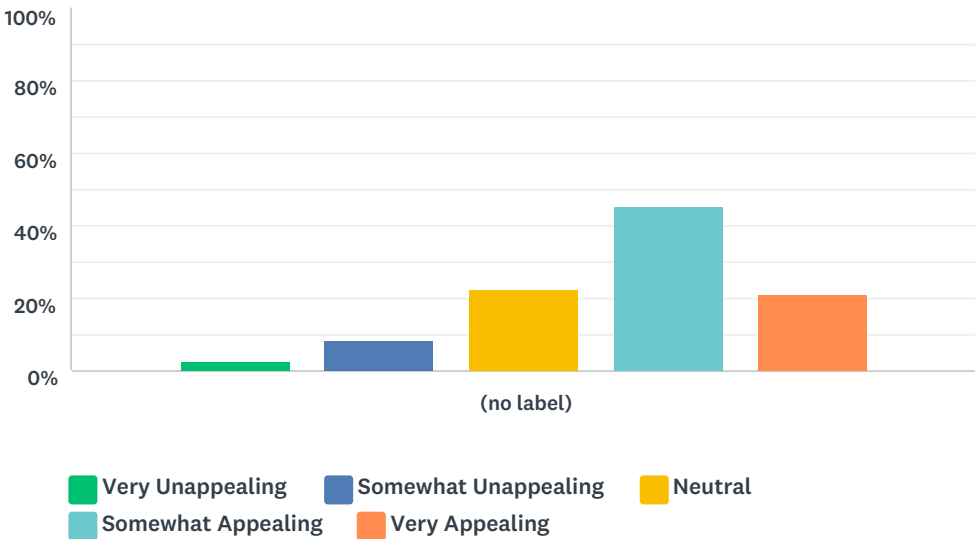


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	2.07%	8.76%	28.25%	45.95%	14.97%	1,062	1.00
	22	93	300	488	159		



Q10 Assess the visual appeal of the building.

Answered: 1,062    Skipped: 0

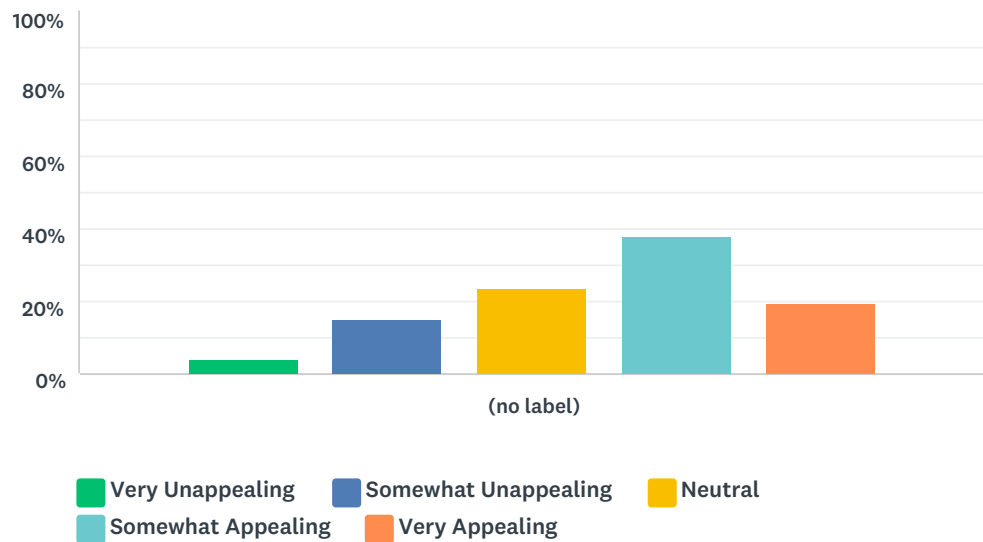


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	2.45%	8.38%	22.60%	45.48%	21.09%	1,062	1.00
	26	89	240	483	224		



Q11 Assess the visual appeal of the building.

Answered: 1,062    Skipped: 0

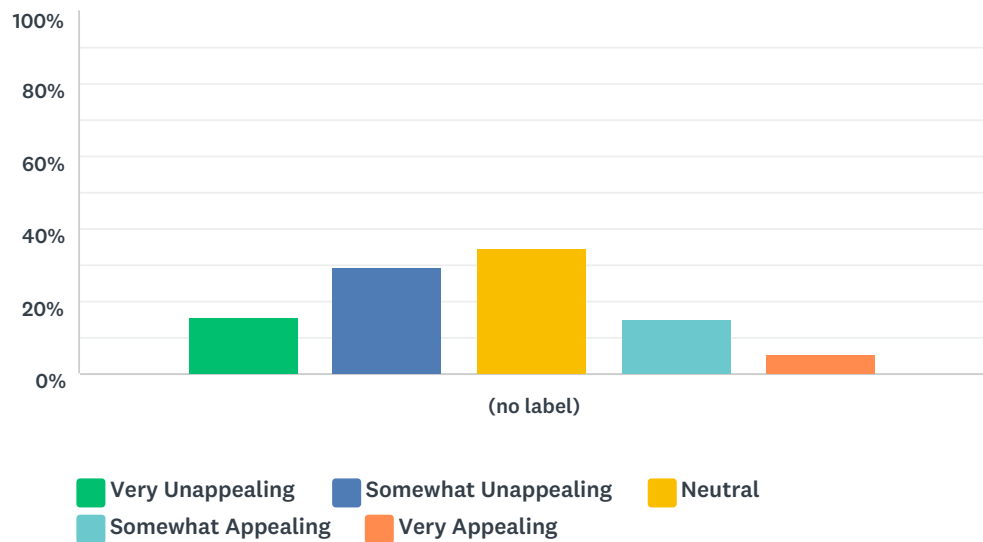


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	3.77% 40	15.07% 160	23.73% 252	37.85% 402	19.59% 208	1,062	1.00



Q12 Assess the visual appeal of the building.

Answered: 1,062    Skipped: 0

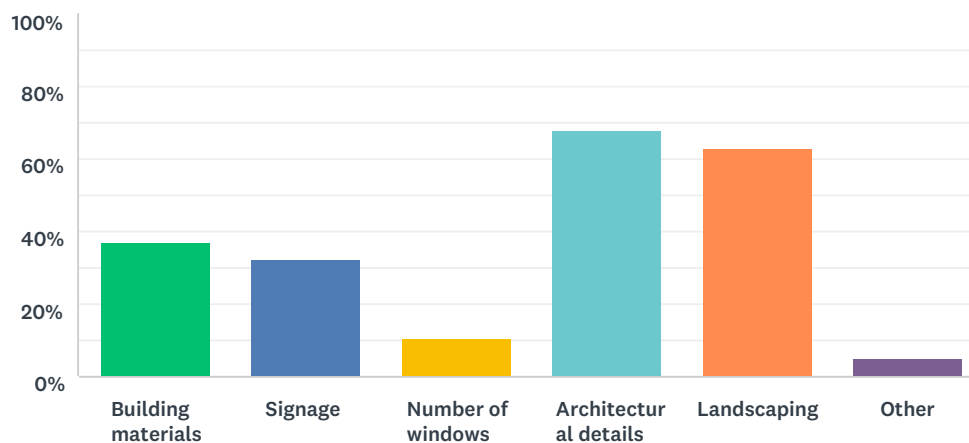


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	15.35% 163	29.66% 315	34.56% 367	15.16% 161	5.27% 56	1,062	1.00



## Q13 What factors are most important to the visual appeal of buildings? (Select TWO)

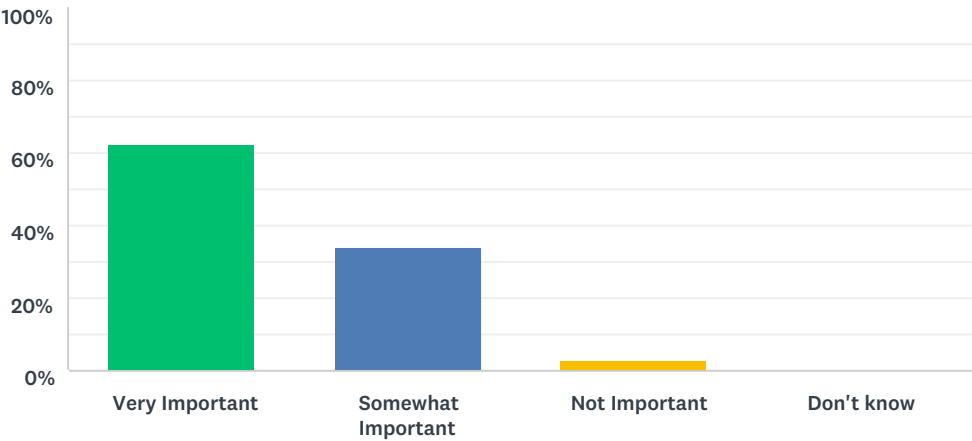
Answered: 1,062 Skipped: 0



ANSWER CHOICES	RESPONSES	
Building materials	37.19%	395
Signage	32.39%	344
Number of windows	10.36%	110
Architectural details	68.17%	724
Landscaping	63.18%	671
Other	5.18%	55
Total Respondents: 1,062		

# Q14 How important is building design to the visual appeal of a community?

Answered: 1,062 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very Important	62.62%	665
Somewhat Important	33.80%	359
Not Important	2.92%	31
Don't know	0.66%	7
TOTAL		1,062

# 2018 Topeka Planning Department Visual Appeal Survey

## VAS Responses REGARDING BUILDINGS

- 1 windows, curb appeal, entrance/exit points, parking; color of building materials; landscaping.
- 2 The size of parking lots compared to what is actually used.
- 3 Buildings need to fit in with the neighborhood so that its aesthetically pleasing.
- 4 Anything that don't look cheaply made
- 5 What I liked most is that the buildings and surrounding areas were clean, not a lot of trash in and around the areas.
- 6 You over regulate the building look, and you will drive business to a less restrictive environment or force them to raise prices to cover the additional facility overhead.
- 7 Brick with proper signage. Landscaping and access.
- 8 I think I liked the buildings that were closest to the street and the ones that had varying depths in their facades. The ones I disliked the most looked flat to the street and were boring.
- 9 Colorful
- 10 I realized the buildings with utility poles and power lines were least appealing
- 11 Can we try to get the number of electrical poles that drape the city to a minimum and the signage under control. Ultimately more diverse building materials, stone, wood, colors, etc. And landscaping make a huge difference
- 12 Parking lots matter too. Busted up parking lots and tin siding look cheap and make our community look like we woke up late.
- 13 Please do a survey about use of space. Topeka has so much wasted space between buildings and between housing.
- 14 being neat and clean
- 15 Corrugated metal is very unappealing when combined with large unattractive signage
- 16 Maintenance of building and landscaping are helpful.
- 17 Most we're boring, little architectural risk taken, Topeka needs to get away from the "wanamakaer" style
- 18 Metal buildings are temporary looking and do not connote community and pride for a city.
- 19 The crappy streets and parking lots matter as well. That needs to be a part of the response.
- 20 Windows are nice, and if well-made can be cost-effective. Green spaces and seating or visually/functionally-improved built environments involve multiple layers, including health-related features. Other resources worth looking into:
  - <http://www.buildhealthyplaces.org/>
  - <http://spacemakersconstruction.com/>
  - <https://nextcity.org/>
  - <https://smartgrowthamerica.org/resources/>
  - <http://www.nlc.org/>
- 21 The signage of the facility or building needs to be easily seen from the road. A very large stylized sign on the structure that a person can read at a glance is desirable.
- 22 Brighter colors, well maintained and working signs along with buildings that are made from lasting materials.
- 23 Like buildings with appealing landscape and architectural design with quality building materials.
- 24 Having too many signs on one building is over whelming and not nice looking. One monument sign with all listed entities would be good enough. When looking down Topeka Blvd. All you see are signs...messy looking. Eliminate the use of temp signs or go to a maximum of 2 week use of temp signs approved by the city. Topeka needs to stop looking so junkie with signage which is why, I hope, you are asking these questions.
- 25 They mainly just look like chain stores without much pedestrian-friendly curb appeal.
- 26 Buildings with too much signage, poor landscaping and an overall "busy" or stopping/unattended look are unappealing.
- 27 Topeka has not emphasized architectural appeal in its retail buildings.
- 28 Some of them are all crammed together, making them somewhat overwhelming. To many signs, not enough room to unload passengers who are not mobile, as they lack adequate parking, and are hard to get in and out of.
- 29 Too much other junk in front of building (ice machine, propane, sandwich board).
- 30 The amount of pavement is very unappealing
- 31 Metal building not appealing
- 32 Buildings that weren't too loud visually but also weren't too boring were the most appealing to me.

## 2018 Topeka Planning Department Visual Appeal Survey

- 33 Bare parking lots in front, no trees, tacky architecture, and big signs are a really bad combination
- 34 I don't like commercial properties with loud, obnoxious signs. They feel like the architectural version of monster trucks. A little refinement is needed. Landscaping is also very important to the overall feel of a property. I'm also not a big fan of all the chain businesses. I'd rather see something locally owned that's a bit unique.
- 35 The large parking lots take a TON away from the visual appeal.
- 36 None
- 37 Parking in front decreases what visual appeal the building does have. Non-functional details mimicking functional structures such as high-set, short, perforated awnings are also annoying.
- 38 Metal skin buildings, while I'm sure cheaper also look cheaper. Brick and stone add to visual appeal, especially when used in combination with street level windows.
- 39 Windows on all sides, landscaping that is more than just the "2 shrubs and a tree", building designs that don't look like every other city, I actually didn't mind the little white building with the "King" something sign because it looked vibrant and vital.
- 40 Metal buildings with no decorative features, no landscaping and no adjacent green space are not attractive.
- 41 Too many signs make them look trashy
- 42 function
- 43 Liked most: small size and appropriate proportion, mix of design elements, including windows.  
Liked least: buildings with few details, too large, and/or dominated by parking lots.
- 44 Excessive signage with multiple colors was very unattractive however, signs that so to speak flowed with the building design and color were easier to view
- 45 Not one building was built foremost for people.
- 46 Every one, very busy. Not one building was built for people.
- 47 metal buildings are not appropriate unless in an industrial setting. they make the community look 'junky' in retail & commercial settings.
- 48 To help our city. Reliable Roofing LLC will underbid any bids received on updates and repairs. Sean Miller is one heck of a business owner 7854235023
- 49 Dislike that many buildings would look nearly identical if painted the same color. So many of them just look the same.
- 50 Some were just functionl as need to be
- 51 Even a metal building can have some appeal as long as there is good signage and neat, well kept landscaping. The Dollar General-type store tend to look very dated and cluttery because of the ice machines and other vending apparatus outside the front door.
- 52 There was some visual interest through materials or architectural details, rather than a plain building with a simple sign.
- 53 I prefer signs that coordinate with the materials of the building. Also uniformity in the color of the signage is important.
- 54 The appearance and the landscaping.
- 55 But what pulled back a couple of my responses was the parking lot! In the first picture I was going to rated higher but the parking lot pulled it back. Also buildings that are flat in the front are unappealing.
- 56 Topeka leaders must come up with a plan to handle the number of vacated commercial buildings. They are nothing short of depressing and an eyesore. We are trying to lure higher income people to move and stay in Topeka along with more companies? We must work on what isn't working and from there work on how businesses look.
- 57 More plants!
- 58 The metal buildings suggest slapdash, cheap, and semi-permanance.
- 59 not everyone has mega dollars when starting a business.  
I am for as long as clean and honest... I don't like this survery, it is like you want to force small business to go in debt over fancy signs and that is wrong.
- 60 Morton buildings are fine in the right place, but, in general, no they aren't aesthetically appealing.
- 61 The trees and green yard really kept the auto repair place from being unappealing.
- 62 Topeka needs to be more aesthetically pleasing.
- 63 We have lived in cities that had much more strict rules on building exteriors. Many of the buildings allowed in Topeka would not be approved in other large cities in Texas for example.
- 64 Dislike.... concrete jungle..... needs to be balanced with green space and ??

# 2018 Topeka Planning Department Visual Appeal Survey

- 65 Strip mall and big boxes gotta go
- 66 Clean, uncluttered surroundings; landscaping; clean looking parking lots with defined spaces; color of building.
- 67 I liked the lines on the ones I liked. Signage was unappealing on others
- 68 Don't like metal buildings  
Like unique brick/stone & mortar  
Signage that is easy to read
- 69 did not like color yellow on the Dollar store.
- 70 Outward appearance of cleanliness and organization. Clutter, overuse of ad posters, signs takes away attractiveness.
- 71 Even a few architectural details can make even a metal building visually more appealing. Landscaping also helps the commercial buildings more attractive.
- 72 These are businesses that need to attract persons to their location so signs must be large to attract attention. The location of the business also impacts the materials of the building and design. What I noticed was the parking lots, those that were not well maintained were not attractive, same with the painting of the building and signs. Worn out paint is not attractive.
- 73 green space helps, cleanliness helps
- 74 No thanks
- 75 You can not place a standard on beauty or aesthetics. What one person may like, another may dislike. Also some businesses have a national brand, logo, building style. Are we going to say no use of New Times Roman font? Do I say that the Marilyn Monroe statue in Spangles is offensive? Or that 50's sock hop style decor is too dated for the 21st century. I think Red is too aggressive of a color. Signs can not be over 20 feet off the ground, or consume more than 200 watts of power. I just don't get the intent of this proposed concept and how it will improve Topeka.
- 76 Easy to tell what the business name is is a plus, cramped or unavailable parking is a definite drawback
- 77 Several were unattractive Morton style buildings, more suitable for an industrial setting .
- 78 The newer brick with nice architectural details are the nicest.
- 79 Durable materials & attractive design with balance & nice windows.
- 80 windows covered, lighting, boring detail
- 81 The less signage the better, too cluttered is unattractive.
- 82 Brick and stone are most appealing, definitely need to have landscaping.
- 83 Landscaping does make a big difference
- 84 Too many signs on one building makes the appearance confusing and complex.
- 85 All of the buildings were just fine -- I really liked the Taco place, but maybe that's because I'm hungry right now! - Sometimes city regulations are a little too much, so please be careful about how much you regulate things that affect people's livelihood, and their wallets. Thanks for asking.
- 86 Signage and address are central requirements over architecture and accoutrements
- 87 Parking lots also influence the visual appeal of the buildings
- 88 Too trashy on the unappealing buildings...Need more landscaping, clean up the property, good building detail, windows, paint, etc. Less posters in windows. Make sure signs in grass do not block vision of cars entering or exiting building. Topeka is a very Trashy town, too many blighted, empty buildings with graffiti, broken windows, plywood in windows, terrible paint on buildings, discarded broke, rusty items in yards, overgrown shrubs, hanging tree limbs, branches, etc. Too much crime because of the filthy residential areas as well as business districts....
- 89 Some were a bit garish
- 90 Simplicity, cleanses and practical. Neatness and well kept.
- 91 Trees, grass, shrubs and flowers make a huge difference. They should be everywhere.
- 92 Most had clean appearance
- 93 Dislike buildings with garish signs and no landscaping. None of the buildings had interesting architecture—all are just boxes of various sizes. Some upgrades in architectural interest would certainly add to the improvement gained by landscaping and modest, tasteful signage.
- 94 Having more green space and maintained property helps keep community pride and real estate value high
- 95 Landscaping was good. Accessible parking is needed. One building didn't have a visible sign to see what the business was.

# 2018 Topeka Planning Department Visual Appeal Survey

- 96 Design and landscape make Topeka look more attractive to the world ,but for the love of god can we get are streets fix.Topeks Blvd form 29th to 17th looks horrible for a Main Street.Plus you have to do something with slum lord in Topeka,they're killing the city .
- 97 I believe landscaping is of utmost importance.
- 98 There is a way to make a butler metal building to look somewhat appealing. Signage needs to be tamed!
- 99 The signage is important and colors make it stand out. One building was to crowded with signs
- 100 Require adequate green space with required landscaping including trees, shrubs and flowers!
- 101 Buildings should be art, not just utilitarian.
- 102 Very square and uninteresting!
- 103 building design, signage & landscaping should enhance, not compete with, the surrounding area
- 104 The metal shipping container look looks very cheap, and the standard square design of a building is somewhat boring. I enjoy diversity, even if it means some raised eyebrows. As long as the structure is safe, deviant looks are fine by me.
- 105 Reviews across the country would show Topeka truly has cheap looking structures, compared to other cities our size, unless it is an historic building.
- 106 Keep in mind that some of the designs are expensive to achieve and that design is often subject to cost of construction and then achievable rental rents for the area. If you are in a \$20/SF rental area verses \$8/SF this will impact what design features are economically viable. The same goes for signs.
- 107 The visual appeal is dependent upon the physical location. An industrial building looks proper in an industrial setting but not in a residential setting. More information should have been provided.
- 108 Plain rectangular metal sided buildings are not attractive as a whole. They are a little better when there is plenty of glass that is placed in an appealing location and look.  
The amount and size of signage on the building walls can either enhance or deter from the appeal of a building. The oversized CVS/pharmacy on both corners of the building along with the added smaller tag lines took away from the nice EIFS and brick building. Looked disproportionate for the height and wall length of a building. Random placement of signs also deters from the viewer's ability to read them all and get a good sense of what the business is for.
- 109 Need to make your eyes lol not so many businesses grouped together
- 110 Lack of balance between the size of the building, parking and landscaping in all of the pictures. I also disliked the lack of architectural detail.
- 111 It would appear the photos were slanted to make one think "the more landscaping, the more appealing" Most people don't care when it comes to commercial buildings, as they are usually destination driven. In my opinion too much about landscaping is regulated by the City.
- 112 Use and location are important in determination of appeal. What is good here is not so good over there.
- 113 too much signage and electrical poles detract from appeal.
- 114 Good masonry materials on the ones I liked.
- 115 I think that design standards are a good thing as long as it does unduly burden small business and limit thier ability to advertise and compete with national chains. I note the survey photos were mainly devoted to national chain retail and several of the pictures were from Topeka while others were from other locations.
- 116 Timeless, classic yet classy styles will look nice for a longer time. Trendy looks stupid in 15 years. Metal buildings can look nice if they are high quality. 'Busy' (too much going on) looks messy. Well maintained parking areas (including pavement) are important. Well maintained landscaping is also key.
- 117 I seemed to like the buildings that had landscaping - grass, bushes more than those that didn't. I liked the buildings that had only one sign. I don't think size matters. The front view is neater with fewer signs.
- 118 Buried utilities! Buried utilities! Buried utilities! Greenspace. Signage. Buried utilities! Palo Alto has all the same stores we have, but it all looks soooooo much better with low signage, greenspace, and buried utilities. I have heard people say that Wanamaker looks like Calcutta. That's exaggerated, but wow we missed our moment when we developed that strip. Those retailers would have done whatever we asked. We didn't ask.
- 119 I like clean. Clean lines, clean but not overwhelming signage.
- 120 Buildings need to be unique with some "real materials-brick, etc." Landscaping is also important to avoid the appearance of an asphalt ocean.
- 121 All suburban development. All low quality investments. All low quality returns.

# 2018 Topeka Planning Department Visual Appeal Survey

- 122 most were cheap looking and in poor scale/proportion.
- 123 Corporate architecture is boring and fails to add a sense of place to a community. It is the architecture of everywhere and nowhere.
- 124 Focus on businesses only; may have been helpful to have pictures of businesses that are interspersed with residential properties and have them rated
- 125 Architectural style of the building such as CVS and Walgreens are nice. Also safe, well lit parking lots in my opinion is a big concern especially since we have seen an uptick in the crime in Topeka.
- 126 Many look outdated and old.
- 127 OK, It's not the same thing for a local business in an existing building as a corp. chain moving in with tons of money. In a perfect world we would all like new shiny things (Emerald City). When I travel to other City's I try to avoid the Corp. establishments and look for more of the Mom & Pop place's. And as I have traveled, every city looks the same with the same establishments same building designs even color scheme (Boring). All though I do believe in having codes, and don't want blighted eye sores, I do not want to price the small entrepreneur out. I do know this is hard to balance. Just keep it reasonable.
- 128 I most like the cleanliness and pride of ownership shown in these buildings.
- 129 I think multiple signs, or great big repeating signs, are unattractive. But if there are multiple businesses in a strip, hard to let people know you're there without big signage - unless you use monument signage. I don't like CVS signage but don't mind Walgreen's. Maybe Walgreen's is more subdued.
- 130 They were ok
- 131 I like brick.
- 132 Modern and upkeep buildings are easy on the eye. Lots of color and clutter is not so much.
- 133 Appealing equals inviting and welcoming. One wants to see a parking lot that is smooth with no hindrances to walking, a sidewalk that has no obstacles or cracks that could lead to falls or tripping. Finally the area is trash free and has landscaping to enhance the property and the building but doesn't obstruct the view of the driver when he is exiting the driveway onto the street. Also, while signage is necessary for locating a business there needs to be continuity to size and height. Keeping signage limited to store front is appealing and perhaps preferable.
- 134 None of the photos show.
- 135 Like most:  
Landscaping (Trees, vegetation)  
Parking lot edging (Distinct curbs, no parking humps out of alignment)  
Building materials (Discount Tire matching brick wall!, no corrugated steel)  
Clean image (consistent presentation of paint and decor, organized logo with appropriate sizing to store front and surrounding area)
- 136 Unique designs, less power lines in the air, not cluttered with signage, well maintained and well constructed
- 137 Even the most appealing building can look bad when landscaping are parking lots are not maintained.
- 138 Trashy, disorganized parking around the structures and too many signs were distracting and unappealing to me. Having some building detail looked better than big boxes.
- 139 Looked to be in good shape.
- 140 The landscaping stands out the most to me. A clean looking building also helps with the attraction of the space
- 141 The building with well manicured landscaping were more appealing. Grass growing in the sidewalks and light poles right in front of the building are not attractive.
- 142 Some of them were visually cluttered with a lot of utility lines running to the building, unpleasing parking areas, haphazard parking curb placement.
- 143 More green space required. No large signs at the road side or in the air. Restrict aerial signs. enforce lighting standards to make lighting neutral and not distracting to driving or contribute to light pollution.
- 144 Too commercial and cookie cutter. Revitalize what is already in existence.
- 145 Whatever the construction material, crisp clean curb appeal and clean windows are important. It says we care about about detail.
- 146 I find the visual appeal increases when a building feels accessible - so sidewalks, crosswalks, etc. are also important. Feels more complete.
- 147 For me, it was a combination of good design, high-quality materials, maintained landscaping, and minimal signage.
- 148 Nothing in this town really matches or provides a cohesive look.
- 149 I liked buildings that looked architecturally interesting, preferably brick, neat, uncluttered.

## 2018 Topeka Planning Department Visual Appeal Survey

- 150 Buildings set apart from others and landscaped with greenery are most appealing. Businesses attached to each other in mini-malls are unappealing.
- 151 More interesting (I liked) when unique/different and not "cookie cutter."
- 152 I would be interested in reviewing images from a city whose codes align with architectural aesthetics.
- 153 Brick is most appealing.
- 154 Landscape and clear visual signs are important.
- 155 Have some nice landscaping makes a big difference in the way the whole city looks.
- 156 Too much asphalt parking for the minimal number of customers or small size of the buildings shown.
- 157 They are business buildings and it should be up to the business owners to upkeep or upgrade their buildings.
- 158 some of the the plain metals buildings look a little dumpy.
- 159 I first noticed if there was grass, well kept, bushes, nature around the building. Then the building, if it has any architectural interest and was clean.
- 160 The landscaping has a huge impact. Even if there isn't any green space keeping the area neat clean and organized is a big impact. Don't like too much signage.
- 161 I liked the buildings that had clean parking lots and architecturally interesting facades. It also helps dramatically if the building is surrounded by nice landscaping.
- 162 Prefer power wires to be hidden (buried) and utility equipment not on the front or exposed side of the building.
- 163 Most -- uncluttered  
Least -- cheaply constructed metal buildings, no landscaping
- 164 Most of these looked appealing. The thing I find most unappealing about any building in Topeka are the items in and around the buildings. For instance cigarette butts and garbage. Topeka needs to encourage their residents to take some pride in their community and start enforcing the litter law. That is if there is one.
- 165 Even though the newer buildings look nicer, I don't care for the current architectural style being used and I don't think that it will age well.
- 166 Very little green space. I think every commercial building should be required to have some green space, not just big blocks of concrete. Flowers, shrubs, trees, hanging plants all soften the outside and make it feel less commercial. Some of these buildings look "clean" but "unwelcoming". When I visit towns like Boulder, Colorado or even in Europe, there are plants and flowers everywhere. We just have brick boxes with signs. Shopping isn't an event to look forward to...may as well stay home and shop on amazon.
- 167 I really like brick facade.
- 168 It was the run down buildings that i didn't like. So long as a building appear scared for, I like it.
- 169 None of the buildings were unique. The landscaping was "forced" or sparse. Signage was terrible in half of instances.
- 170 They mostly looked unimaginative and tired.
- 171 I can't stand metal buildings or boring oversized modern structures that appear to have no thought about aesthetics or good design.
- 172 It's getting businesses to spend a bit more on uniform design . However topeka s biggest challenge is getting businesses in less areas until we make one area great. I don't we need to be as much as a dictator to businesses as Lawrence where a lot of the pictures came from however the cheap buildings with one nice side need to stop.
- 173 I liked the ones with stone best. Buildings need to be more than just rectangles.
- 174 I feel critiquing privately owned buildings, that we as a community are not wanting to pay to redo, seems a bit absurd and unfair. Part of what make any town unique is some of the funky old buildings. embrace them and help them. they have been members of your community for a long time. We don't need everything to look like every exit along the way from here to St. Louis. can't we stand out another way?
- 175 Mostly just blah.
- 176 Clean lines. Quality building products. Simple signage. All help keep good appearances
- 177 Elements to create more than a plain cheap box help!
- 178 The design of a building is very important along with quality materials. Pre-fab and poorly maintained parking lots is very unappealing. Materials like stone, brick and handsome landscaping feel more quality.
- 179 Large industrial buildings with no windows are least appealing. I do not want to visit those businesses.
- 180 Buildings look good when they are well maintained, painted, clean and landscape and windows are important too.

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- 181 Landscaping plays a big part, as does the parking lot. If there are a lot of weeds and cracks, it makes it look run down.
- 182 some buildings needed more up keep(maintenance,landscaping,cleanup)
- 183 Most of them had a painted facade and didn't look like hell, which is the bare minimum the city should demand. I'm more concerned about derelict looking businesses than I am about the architectural values about buildings. If Topeka can get serious about the derelict looks of many businesses (most of the samples chosen I think were of chains which I assume have aesthetic demands), we would go a LONG way for visual clean-up. Parking lots, with pot holes and worn striping, are also an issue that needs to be addressed.
- 184 Landscaping is also important - the upkeep of property is also key.
- 185 Good landscaping can somewhat overcome ugly architecture and signage and bad landscaping can detract from good architecture and signage.
- 186 Mostly blah.
- 187 When windows are kept up in design, well maintained building materials and roof lines look updated. When rows of store fronts are in one complex they look cohesive and that is important.
- 188 The signage in some of the strip malls is "messy" looking, even though the building design is OK.
- 189 Only Monument signs should be allowed in the City of Topeka.
- 190 The multiplex units looked progressive and the CVS and the Walgreens stores design had a curb appeal as well.
- 191 I liked clean signage that's not too busy. I like neat landscaping. I don't like exposed HVAC units right out in front.
- 192 Overall, these buildings were fine. However, I do find the vacant commercial buildings very unappealing. Especially the ones that have been vacant for 10 years plus. Some examples include White Lakes mall and both former Walgreens buildings Walgreens vacating before more right across the street. There should be something in place to stop this from happening. Businesses who chose to move locations should have to do one of two things before building/moving to a new location: 1) make sure the former building is leased/bought 2) destroy the old building. I've heard rumors that even more stores are closing at West Ridge Mall. I'd hate for that huge amount of land to turn into the former White Lake Mall location. That brings down the value for the entire city.
- 193 Those that had character from their style and material had more appeal. This is key when individuals visit our city.
- 194 Some of the industrial buildings lacked appeal due to their design. However, they had good landscape in the depictions. I rated the building not the landscaping.
- 195 Clear well kept signage is important. Overall architecture of the building may not be important as those level of changes may not be possible for small businesses or existing structures.
- 196 As long as they are not cluttered, have a good manicure and do not have trashy lots or lots with potholes and cracks...paved nicely.
- 197 Landscaping is instrumental in the pleasant appeal of a business as, of course, is architectural design. Parking areas contribute to the overall impact of a building. Lots need to have less pavement and more landscaped area within the parking area. The design of the now being remodeled K-Mart building on East 29th is a good example of how nothing but asphalt looks so bad and contributes to flooding. Since it is part of an improvement district some of the pavement should be removed and some islands of land with nice landscaping. The current two businesses do not have enough customers to fill a big parking lot and storage units won't add a lot of traffic and need for additional parking. The building itself could have been designed by an elementary student using blocks.
- 198 Stone and brick deliver a higher perceived aesthetic than other materials. Some of these buildings are driven by retail standards that the city has little control over. The masonry type-buildings, when kept up and with proper landscaping, in the correct parts of the city, can help beautify areas in an economic way.
- 199 Cheap metal siding is very unappealing.
- 200 The quality of the parking lot is a big factor for me. If it looks sketchy I'm less likely to want to go there
- 201 From Topeka and travel back and forth from Overland Park, KC and always think to myself how much cleaner and more aesthetic KC is in a lot of aspects. I believe Topeka has the potential to have appealing architecture and landscape
- 202 Overall cleanliness and regular upkeep make a huge difference.

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- 203 The buildings I rated poorly look plain run down, no upkeep to the parking lots/exterior. New stripmall and shopping center developments downtown would be good.
- 204 Clean parking, nice landscaping, clean lines, kept up appearance. Weeds, parking barriers askew are things that detract from the overall appearance.
- 205 Clean, neat and well maintained lots along with well kept signs and architectural features. They need a stylish wow factor not sloppy and in buildings that don't look like they will blow down in a major storm. (cheap aluminum bldgs) Plenty of parking and nice landscaping pride in ownership.
- 206 I liked the architecture and landscaping the most and disliked the deterioration and poor maintenance of buildings.
- 207 clean and orderly
- 208 None of the buildings helped create a sense of place. They look like they could exist everywhere and some looked really sketchy. I wouldn't be impressed with a city if these at the types of buildings I saw everywhere.
- 209 The buildings with mixed materials and some architectural thought created a much more welcoming environment... the box stores are sort of neutral for me (looks ok, just a bit lifeless) for the most part and the corrugated steel/sheet metal buildings for me give off a very depressing air unless they are very well outfitted/maintained
- 210 Ok
- 211 Some are more inviting than others
- 212 Topeka need to cater more toward the look of the Greater Kansas City area, Lawrence, or Manhattan. Let's take pride in how our streets, signs, welcome to Topeka, and landscape architecture looks. Excited that you are working to make our city more appealing and committed to excellence!
- 213 Topeka sucks.. buildings are outdated and old.. been that way for years but nothing ever gets done. Dump some money into the city or people will continue to leave.
- 214 I like the buildings to have their own unique style not a boring old strip mall style. You have to go to a business that you can see what they are selling not guess. Topeka is not a tourist place to visit. Taxes are extremely to high for anything. This is why no one is gonna invest it's future here until you drop the residents taxes. People will just continue to move out of this market. Vehicle taxes are astounding. Home owner tax is astounding. Grocery tax is astounding. Alcohol tax is astounding. Put a up a casino. Put up a sports lodge ymca look at Wichita, you build it they will come make money the old fashion way by bringing people here not pushing them all away.
- 215 A couple of the bery basic square ones with metal aspects or just cement looked like stone and metal shacks. That made it unappealing, but the brick buildings looked much smarter.
- 216 businesses we have represent our demo - so we tend to get what the market calls for - sad that we are this way
- 217 Box cut buildings are unappealing and so is poor landscaping. I appreciate detail, quality and pride in a structure's contribution to the community it lives.
- 218 I liked the building made of brick materials vs. the metal siding. Landscaping and makes a big difference and is probably the most important factor of a visually appealing building as long as the building is well maintained.
- 219 Metal buildings not appropriate for non-industrial areas. Strip malls quickly become an eye sore if not upscaled design originally. Cheap buildings are easily abandoned after 10 years as new part of town developes.
- 220 Clean and simple and less colors is more appealing
- 221 Everything was very plain and similar to each other. There was no unique qualities to any of the buildings.
- 222 The buildings I liked the least were smaller and their signs were less visible or not visible at all. The buildings I liked the most were clearly marked and were larger, with multiple stores in one building.
- 223 Landscaping and attractive parking lots can add A lot to the visual appeal. Metal "Morton buildings" are extremely unattractive and cheap looking. I I would also like to suggest that our city starts burying powerlines. Especially in anything new construction. The unsightly powerlines in our city are one of the most unappealing things about it.
- 224 Building with numerous shops can be busy and confusing if not ample space between signs
- 225 Strip malls are very unappealing. More windows is helpful to making a building more inviting, but I think the state of the parking lot is incredible important, too. If I look at a parking lot and see tons of potholes, out of place parking barriers, etc. I will go to a different business.
- 226 I prefer the low-profile brick buildings w/ planned & executed landscaping
- 227 Building design and materials are so important, but if a good building is simply surrounded by a sea of parking with no landscaping it doesn't matter. Clutter like too many pole signs, utility poles and electrical wires create a junky look, despite a nice building.
- 228 Clean lines, modern, signage not overpowering to the structure.
- 229 Landscaping is also important
- 230 With larger printed signage, it is more noticeable from the street when driving.

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- 231 Some of the building have a better appears than do other. I fill that it could be the location of some of the building presenceted.
- 232 I like unique clean buildings with signage that is appropriate for the building. No paper signs on the building or in the windows. No steel or Morten type buildings.
- 233 Clean, well cared for. Not a lot of junk or over abundance of signage. Need to know what the building is but not 101 other things about it.
- 234 Clean, updated, well-maintained buildings are the most visually appealing. Doesn't necessarily have to be a certain style.
- 235 I didn't really like any of them. Signage plays a big part in all those buildings and I didn't care for much of the signage design or building design
- 236 Most of the buildings were pre-manufactured metal buildings. Nothing special or desirable except for the cost.
- 237 More important than design of the building is upkeep and care of the area. This would include parking lots.
- 238 Don't care for the ones that look like a Morton building. Prefer brick or stone façade.
- 239 What our community looks like matters. It represents who we are.
- 240 Good landscaping and clean exterior can make a metal building look good. Too many signs in a small area starts to look junky
- 241 I think that the ones looked newer and had more going on, on the building looked better than the older ones that had very little going on building sides.
- 242 The buildings I checked as neutral were mostly shop-type service businesses, not places people shop, so it's logical that those places may not have as expensive looking "pretty" buildings. Wouldn't change my mind about patronizing those businesses because of the type of building they have.
- 243 It was obvious that some building owners did not/could not spend a lot for signage or architectural designs. It was uncomfortable to rate them as unappealing just because they obviously did not have a lot of money to spend.
- 244 Signage is usually overwhelming.
- 245 Designed land scape is essential for stand alone buildings.
- 246 some signs just not blending into the community and some signs not visual enough to see
- 247 Character, cleanliness, and curb appeal.
- 248 The cities I have always been impressed with are Lawrence's downtown, where the buildings look different but uniform. Also, Santa Fe Mexico. I realize Santa Fe's downtown has a certain nostalgic look, but even the car washes had that adobe façade. Some parts of Topeka look very blighted--especially in the eastern part of town from 29th & Topeka out to California.
- 249 Topeka needs help with cleaning of abandon strip malls and buildings to help aid the community so it doesn't look so poverty stricken
- 250 The buildings that were unappealing were just boring, nothing interesting to see. I like color or nice architecture.
- 251 Architecturally appealing with quality landscaping and signage. Remember to water landscape and lawn for quality appeal.
- 252 none
- 253 It was very apparent that your mind can easily distinguish between completely unappealing buildings and completely appealing buildings in seconds, with all others falling somewhere in between. Since the first part of this survey said you were rating "the building", I did not take into account the landscaping when rating the property.
- 254 I want the city to look well taken care of. Lots of landscape that is well maintained. Modern style buildings with lots of windows and warm colors are attractive. Clean lines and visible signage that is properly placed makes a location seem put together and polished. I love when older buildings are cleaned up and the charm of the building is emphasized.
- 255 Most buildings were newer, whereas many of the unappealing buildings in Topeka are dilapidated.
- 256 Cluttered areas are not appealing at all.
- 257 The most appealing buildings are the ones whose appearance invite you in and make you want to look inside.
- 258 Some of the buildings viewed were chain stores and might be guided by corporate uniformity requirements but some improvements to "neighborhood" esthetics could be implemented.

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- 259 Many times it depends the location of the building. Is the building in an industrial park or on a main thoroughfare? I may be more accepting to the design if in the industrial park. Overhead lines around the building are also a detraction. Look at the buildings in Wichita and OP, the area look better. Landscaping, signage and design are all indicators of attitude and pride in the community.
- 260 Overwhelming signage; lack of architectural detail; no landscaping
- 261 An overabundance of signs distracts from the visual appeal. Architectural design is important.
- 262 I want business to prosper. I want the codes to ensure that businesses can grow.
- 263 Prefer the images that are clean and un-cluttered
- 264 I like buildings that are adjacent to the street, without a parking lot between road and building. The new Walgreens on 29th and Gage is gross. Good community design would make Topeka a much nice place to live.
- 265 The appealing buildings were newer. Not a surprise.
- 266 I liked the buildings that weren't flat on the front and that had a variety of levels visually. The buildings that had several textures/building materials were also appealing. I am not a fan of large garrish signage.
- 267 A style with brick or stone, harkening back to Topeka's roots. Signage should be clearly visible but understated-
- 268 I like that none of these buildings are vacant. I think a huge eyesore for Topeka is all the abandoned strip malls and buildings and their unoccupied parking lots. Another unattractive part is the roads that have been made wider. Don't we want locals and people passing through to slow down and SEE our city? I think what is missing from these photos is unique architecture that I can really make a place special. We have MANY talented architects in this city, who do quality work, who really put the emphasis on making spaces that are human-centered and modern as well as maintain integrity of historical structures.
- 269 None of them are vacant. I think some big eyesores in Topeka are specifically those abandoned strip malls and buildings that are left to crumble, with large unoccupied parking lots. I think what's missing from these photographs is unique architecture that stand above and outside the mold.
- 270 just a lot of square boxes that looked rundown
- 271 Cheap is not pretty.
- 272 Just wish we had a more consistent code system for new building. Dollar general is an oversized Morton building. We can do better then that.
- 273 I spent twenty years of my life in beautiful parts of California—the Monterey Peninsula and San Rafael. Topeka can better its appearance with landscaping, and by formulating aesthetic standards that commercial buildings should have to adhere to. If the city cheats on its own standards just so it can attract business, the whole issue is a waste of time. I don't think that building materials are as important as landscaping and as having and enforcing good standards, because most building materials these days can be finished in an aesthetically pleasing manner and businesses should be required to consider aesthetics in what they build and how they finish and sign their buildings. Standards can involve issues like size and color and lighting of signs and of mall-front billboards. Better road signage can eliminate the practical need for huge store signs just so people can find them. A number of store groups along Wanamaker have "Backdoor streets" whose main use is supplying products to the stores. But they also ease traffic flow and should be paved and marked for that. I am against animated signs or at least in favor of limiting animations, because they distract drivers and are a hazard—besides being garish and looking cheap. Topeka should not look like Las Vegas.
- 274 there weren't older buildings to rate
- 275 The buildings that had more architectural details to them were more appealing as long as it does not get over done or too fake looking. The second building while mostly industrial materials with little ornamentation, is well thought out and a cohesive palate of materials and appropriately sized openings and rhythm.
- 276 The strip malls with multiple signage was confusing as to what businesses were there.
- 277 clutter in front of store in not appealing
- 278 Topeka looks like a working class or low class town. It lacks all charm of nearby towns like Lawrence and manhattan.
- 279 The entire landscape added to the appeal of the building.
- 280 Landscaping and larger signage is best
- 281 Clean & clearly identifies the business
- 282 I think visual appeal is EXTREMELY important for quality of place, with building materials and landscaping being the most important, but I would have also liked to be able to select architectural details. Good landscaping and architectural design made two of the buildings that were morton buildings far more visually pleasing, while poor landscaping made some of those with decent architectural design look less appealing.

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- 283 Thank you for taking the time to study this. Topeka has a huge problem of looking ugly. It effects community pride as well as the perception of visitors.
- 284 buildings should be built to fit the architectural look of the surrounding neighborhood.
- 285 Commercial buildings are not the problem in Topeka. It's the residential homes and apartment complexes that are the problem. Enforce more codes on homeowners and landlords if you want to clean up the image of Topeka.
- 286 I like to se natural materials in building and also with a master plan for the area that they are being put into.
- 287 junk around them takes away from any building. Great landscaping helps even the most mundane building
- 288 Brick and stone materials are desirable, as well as simple landscaping that is easy to maintain and looks nice throughout the seasons.
- 289 Landscape is critical in my opinion in making a property more visually appealing. I HATE stores that plaster their entire windows with ads - smoke shops, some liquor stores are notorius for that!
- 290 I tend to like brick exterior better than metal.
- 291 Hate square, box type contemporary buildings.
- 292 Buildings clean parking lot.
- 293 I mostly looked for whether the building was appropriate. Neutral on Dollar General; it looks like a discount store. The tire place looks great for a tire place, and Strathman knocked itself out on the warehouse. Too many doors, windows and signs on the strip.
- 294 Too much signage in a small space looks messy and cluttered.
- 295 Too many buildings / shopping centers throughout Topeka look like 1970s era and need major update and curb appeal, including the signs - especially Gage center, it looks better since painted but needs updating!!
- 296 the plane metal one was ugly
- 297 Mainly don't like the colors on the building. Too many earth tone. Need to add some red or green other colors than tan and brown shades.
- 298 Need to easily read a sign on building as to what it is--it's hard to read signs while driving past buildings. Make them simple and large, without other words on them.
- 299 I liked landscaping and less large parking areas
- 300 I really disliked the buildings with metal siding. Having multiple businesses crammed together looks tacky to me.
- 301 It is all new stand alone construction.
- 302 When several are grouped together, they need to be consistent in color and signage, otherwise they are just messy. Especially if they have extra stuff like ice machines, 'on sale' stuff, and junk like that sitting outside.
- 303 They appear nondescript. Nothing you would point to and say "That is a nice looking business/building." Landscaping really helps. Metal buildings in general look "cheap."
- 304 Parking is not about cars, but people; well-considered parking can enhance the overall experience of a place, while ultimately determining the success and profitability of the structure. Parking is often the first thing people experience when arriving at a destination, and the last thing they experience when leaving. If the parking experience is unpleasant, it will have an impact on their decision to return.
- I believe that a business in Topeka should be required have to more access for disabled people along with designing and implementing parking parent and toddler bays and called stork parking or stroller parking, say that pregnant women, or women with small children need the convenience of these designated spots that are often very close to the door of stores with visible parking lot signage and striping. However, I would like to see my local grocery stores have stork parking. This will encourage toddler safety and service providers who pro-actively provide good accessible parking are likely to reap the benefits of the custom and spending power of a growing section of society.
- 305 Consistency of material and signage when several businesses are together make it look a lot better. and also skip all the junk outside of the building! such as 'on sale' stuff and extra billboards - they look trashy!
- 306 The buildings that were unappealing not only need to be updated, but their parking lot and landscaping need to be addressed too.
- 307 I like clean landscape and area around the stores/parking lots/sidewalks. Trashy turns me off even the best of places. Keep trash out of hedges or adjacent wooded areas. These places were clean and cared for.
- 308 did not like broken and unkempt parking lot asphalt
- 309 big, bold signs, clean looking appearance

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- 310 I prefer buildings that blend with the existing structures or provide a visual improvement to a neighborhood.
- 311 I also like most of the older buildings in Topeka. I think the Morton building stores look cheap.
- 312 I like it when you can view the signage coming from different directions.
- 313 Nice landscaping
- 314 Buildings should be built with quality materials with interesting architectural details. Signage should be mandated to be low to the ground and unobtrusive and visually appealing
- 315 Neatness and an uncluttered look.
- 316 I look at the overall appearances and how modern it looks with the materials, landscaping and design. These reflect how well the appearance will age with the community or neighborhood.
- 317 Classy looking versus rundown cheap looking
- 318 Topeka seems to be struggling as far as growing a capital city. This town was thriving 40 years ago. I don't know what has happened. Any business brought to this town, is a good thing.
- 319 Landscaping and right up to the curb. Broken curbs, grass growing over curb, weeds instead of grass. Family Dollar on SE 29th looks like crap because landscaping is poor and trash. I want this place to succeed and it looks bad. Landscaping, cleanliness and landscaping.
- 320 The upkeep of the parking lot and the surrounding areas has a lot to do with 1st impressions and whether or not people would want to stop in.
- 321 Almost none of these buildings have easy pedestrian access
- 322 Signage can be overpowering as well as the architectural details & landscaping. All 3 work together.
- 323 The buildings with too many things on it (Signage) and were close together made the buildings look rushed and unkempt.
- 324 Ideal to use more neutral colors and avoid signage using colors of bright yellow or red.
- 325 Some need to work to them.
- 326 All commercial business should be held responsible and accountable for picking up trash in their area regardless if they put it there or not. This city is trashy! It shows a lack of respect for one's surroundings and we can at least get the businesses to help out by picking up their area, then it is a big start.
- 327 The buildings I did not care for appeared unattractive to me because of their very simple plain boring looks. I admire and enjoy the old architectural design of older buildings that have personality, ornate design, history. It seems we tear down some beautiful old buildings because of the cost to take out asbestos, etc rather than look at their beauty and great appeal if we took the time and energy and finding to do things right and restore old beautiful buildings. New buildings could have much more appeal by not looking like they were prefab, or boxy, or like dome offices in town....all look like they were made from the same cookie cutter....same windows, same color of bricks on the outside, etc. Do something daring and challenging for once! I do not want Frank Lloyd Wright looking buildings. I would like to see some gorgeous, eye catching, unique architecturally designed buildings like what you would see in Europe....buildings that everyone is in awe of and will drive miles just to admire and architectural students will study.
- Topeka could have much more beauty and a great charm with having some lovely old world architecturally designed buildings. Please, no more plain, boxy cracker box buildings, buildings with no windows, or new age arch windows, or Frank Lloyd Wright looking buildings. I challenge you to be more creative in any new buildings being built. They need to be gorgeous...outside and inside and ornate....I know this is costly but do it and the people will come! In the mean time, tear down the abandoned rat infested homes throughout our city that trash up neighborhoods, enforce code hard on homes that are not being cared for by owners that now are infested with rats, homeless have taken over (I am thinking of the home at the corner of Huntoon and Gage). Put dome teeth into your code enforcement and actually DO SOMETHING to those who junk up their yards, do not maintain their yards, have a home no one is living in and fail to maintain it and care for it, etc. Yes...it may mean legal battles...just do it. If you want to beautiful Topeka....correct the blight by helping homeowners afford to fix up their homes and tear down old abandoned rat infested homes that druggies and homeless hide out in.
- 328 Clean parking lots, signs not overdone-not too many.
- 329 Metal buildings remind me of farm out buildings, not businesses. I like to see some interesting architectural components, not just a box of a building. Brick and rock add appeal.
- 330 Landscaping would add to the appeal of all of these buildings. I rated some of the buildings as "somewhat appealing" if the buildings were attractive...but none had landscaping that I felt was aesthetically appealing.
- 331 Some looked more run down and others lacked landscaping and were less appealing.

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- 332 Most buildings that are unappealing are those with an unorganized or non-well thought out exterior space, typically businesses that use a space that was designed for that type of business.
- 333 N/a
- 334 Some seemed cleaner in appearance & less dirty or perhaps dirty industrial is more what I felt. Topeka has a grimy, dirty feel to most areas. Even KC doesn't feel the same way. Need to reinvest in areas & buildings we have currently instead of continuously building new. Commercial rental prices should be lowered as well to draw more businesses in.
- 335 Topeka needs to put strict guidelines requiring developers to plant landscaping including watering, mowing and general maintenance both for commercial and residential developments as well as taking care of parking lots and trash. Building design and materials need to be very strict. Topeka needs to look into guidelines from Overland Park, Leawood, Highlands Ranch, CO and Frisco, TX as examples.
- 336 All newer architecture and a lot of historic buildings are more appealing! Biased toward large commercial companies.
- 337 Good variety.
- 338 More color
- 339 The variety of businesses like Little King!!!
- 340 I was surprised by how much the parking lots affected my decision appealing vs unappealing
- 341 I'm not terribly interested in the visual appeal, as long as it's not too loud/tacky/distracting.
- 342 Quality building materials with architectural appeal with attractive signage and professional landscaping are all important factors. I do like a lot of windows, but I can also appreciate the additional security challenges they present in some areas.
- 343 Reduce and break up the parking with landscaping
- 344 Most are cookie cutter designs. Other than landscaping they match everywhere else in the country.
- 345 Signage generally looks trashy. The signage restrictions in Lawrence improve the appearance of businesses.
- 346 No Comment
- 347 appendages, color and staggered heights
- 348 Not falling apart - clean
- 349 I liked green space, well done, and it all has to look clean: building, green space and concrete.
- 350 Properties should not be all asphalt around them as it raises the temperature of the overall area. There should be a required sq footage off green space and a required number of shade type trees to help offset the summer temperatures. These green spaces could be flower beds or sod as this leaves a pleasant place to shop and makes the city a cooler place to live and work. There should also be catch basins to catch and hold storm water to allow slower run off to help with flooding on streets and intersections.
- 351 I liked best the buildings with some architectural features and nice landscaping. I disliked the prefab buildings even though they were well maintained and had nice landscaping.
- 352 Well manicured landscape and/or exterior ground cover is important too! Clean and Visually stimulating should be a focus in the presentation.
- 353 Most of the buildings I viewed were very generic. It would help if they have unique architectural details or nice landscaping. it would help if they have unique architectural details or nice landscape. Good signage would help too.
- 354 Parking lot maintenance was another big factor.
- 355 "Fake buildings" can look pretty good when new, but soon grow weary. Substantial buildings with architectural interest, and big windows, and no garish signage are my preference. Signs built only to attract attention...large, and red or other shouting colors...make me look away.
- 356 upkeep or maintaining the building and surrounding area is important. Parking, clutter, contribute to a first impression, if you will do business with them or in that area and if you feel safe.
- 357 The one I disliked the most looked cheap and poorly organized, with a cruddy parking lot. Small businesses can be clustered right next to each other, but they should build on each other, not wear each other down.
- 358 Large, flat surfaces with no other lines (windows, etc.) are unappealing. Large signs cause the same reaction. Many signs more than multiply the unappealing factor.
- 359 I think business need to limit signage and keep up their landscaping and trash. Many businesses don't clear their sidewalks after snowfall.  
Portable sine age just looks trashy.  
Code enforcement is key.

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- 360 do not care for buildings that have all utility hookups visible from street
- 361 The Dollar Generals have too many items sitting in front like it's a flea market. To me it looks like a mess and a bit tacky. It is nice when there are trees, flowers...something attractive that draws a person to a particular location besides a store sign.
- 362 I like buildings that have architectural appeal, nice landscaping, and a sign that is located on ground not high where it clutters the skyline
- 363 I think metal buildings look cheap. Bold, clear signage is important.
- 364 Some of them are too busy with too many signs on them. Also some of them could use a better facade.
- 365 Clean architecturally, professional signage, nice landscaping
- 366 I think all the buildings are fine. The type of building depends upon the type of business it represents.
- 367 Commercial properties need to alert the public they are there and inform the public. As a community we need to understand this and appreciate businesses and their need for signage. Without those businesses we would not have jobs or tax revenues to operate our current government.
- 368 Clean curbs, parking lots, and landscape are very important to my eye. Clear signage also is appealing.
- 369 .
- 370 Have building codes the promote consistency in visual appearance is very appealing. Promoting green space and outdoor engagement is also important.
- 371 Don't really like the cluttered looking ones. Broken curbing is a turn off. I like clean designs but without proper signage, who would know what is there?
- 372 Good landscaping makes all the difference to me I think every building should have a portion of funds for this. Look at the restaurants that are national here like Red Lobster etc
- 373 clean
- 374 I like most the buildings that are close to the curb with parking in the back. It is much easier for pedestrians to access and looks a lot friendlier.
- 375 Window treatment, architectural detail and landscaping are most important.
- 376 Love clean landscaping. Not too many signs.
- 377 I think the most important thing is being able to walk or bike to local businesses... otherwise all we see is a giant parking lot.
- 378 Commerical buildings in Topeka should require brick or stone over a much greater percentage of the structure. Concrete blocks not included. Other cities require this and are far more visually appealing as a result.
- 379 Don't like big Colorful signs
- 380 They need to appear cared for; not trashy
- 381 Clean and neat around the building is most important.
- 382 Make look up dates
- 383 Realistic access for pedestrians/bicyclists and an architecture of permanence were also lacking in many of those photos.
- 384 visual signage important  
stuff piled in the entrance, poles, wires not good
- 385 SOME HAD NO APEAL ORHER'S SEEM'ED COLD=+ others u have no way of telling what there saleing if driveing at20/30mi a hr
- 386 The strip shopping centers could do with a lot less signage maybe just a single large sign that has all of the businesses listed on them with a small sign by their door
- 387 Entrances that look accessible and inviting.
- 388 I liked the clean lines and coordinated color schemes. I don't like too fancy or too dull, there is a happy medium which can be enjoyed by all age groups but ultimately they will choose something less cluttered and clean with a new clean infrastructure surrounding it and having bold, but never overwhelming color schemes. Less clutter makes for a cleaner mind.
- 389 Morton type building look cheaper, they have a place in town, I would not own one but looks would not stop me from going to one either
- 390 I THINK IT IS DIFFICULT TO BALANCE BETWEEN ECONOMICS IN BUILDING & ESTHETICS. however IF YOU WISH TO DO BUSINESS IN TOPEKA I BELIEVE THE COMMUNITY SHOULD BE ABLE DEMAND A LEVEL OF VISUAL APPEAL IN THE BUILDING & GROUNDS. MANY COMMUNITIES FROM CHICAGO ILL. TO LAWRENCE KS. HAVE ENFOIRCED REQWUIREMENTS.
- 391 most look cheap.

## 2018 Topeka Planning Department Visual Appeal Survey

- 392 Good roads leading to easy access and ample parking.
- 393 Clean buildings with windows seem most inviting
- 394 Less parking more landscaping
- 395 Direct access to sidewalks and a lack of cars and parking between the sidewalk and the building are vital to me.
- 396 They look cheap, lack character and visual interest.
- 397 They look cheap, lack imagination and visual appeal. They have no character.
- 398 Most liked the amount of greenery and disliked the trashy look to the parking lots and lack of green energy
- 399 Morton buildings are cheap to build. They look cheap too. With some exterior work they can be appealing. That's an extra expense for a small business, though. But it still looks lousy.
- 400 Some parking areas were poorly maintained
- 401 Majority were very generic or looked cluttered do to signage
- 402 Dollar General Very unattractive Signage and building design.
- 403 I like to immediately know what the business is
- 404 They need to be neat and in charge of their area.
- 405 I like well-planned architectural designs. Having mixed or very plain designs is not so appealing.
- 406 Buildings were kind of bland and needed colors that are aesthetically more pleasing.
- 407 Nothing was really aesthetically pleasing.
- 408 More buildings made of brick or stone. And less made from metal.
- 409 Commercial Building owners or tenants do not provide adequate maintenance of thr grounds surrounding the building. The grounds need to be policed and picked up at least daily and in high business volume settings, at least 4or more times daily.
- 410 Some were just meh. Nothing that made them stand out.
- 411 Every one of the examples was a single prupose built suburban building. The classic multi-purpose urban buildings are much more appealing.
- 412 Liked permanent looking materials, landscaping, limited but classy signage
- 413 The I like clean & organized! Don't like when it looks cluttered - with too many signs, weeds in the parking lot or broken curbs etc. - those things all degrade the appeal.
- 414 Liked the ones where signs blended into the overall effect, rather than stand out.
- 415 Don't like big ugly signs
- 416 buildings that are Morton buildings look cheap  
buildings that have a nice structural appeal but then are allowed to adorn windows and exterior with banners, plastic tarp like signs, beer endorsed or created signage looks very trashy, painted advertisements on windows  
parking lots for buildings should have clearly depicted parking lines, building fronts should not be permitted to house propane fill centers, red box machines, soda machines  
landscaping should be a priority, simple yet sleek, no weeds growing in curbs of parking lots to buildings  
buildings should not be permitted to hang tarp like signage from their roof, on windows, on the egress or storefront area  
needs to be some uniformity
- 417 I didn't mark signage above but that is also very important to building appeal. A broken parking lot with weeds growing ruins the visual appeal of a building.
- 418 I really liked the visual architectural appeal on some of the buildings, but wondered what a few of them were since there was no signage on them.
- 419 Taco Johns is closed and 2 pics of dollar general is too many
- 420 Having a parking lot that has clear parking lanes and that doesn't have pot holes or broken down parking blocks helps with the appeal.
- 421 Some were almost ugly. We really like the new McDonald's on Wanamaker. It's subtly artistic.
- 422 I noticed I did not seem to like small businesses in a row.

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- 423 The first pic of the Taco John's and the eighth pic with Godfather's Pizza and Little King are endemic of many Topeka/Shawnee county businesses. More often than not, the buildings exterior appearances are not necessarily so much the entire problem... but the ridiculously non-maintained and non-clean parking lots/landscaping/weeds (along with the city's rough roads) does nothing for showing this is a modern community. Business owners (AND home/apartment owners/landlords) need to be held to a higher standard of the conditions of their properties. It is absolutely unacceptable that this community allowed somebody like Kent Lindemuth (and many out-of-town private structure absentee landlords) to run the entire community into the ground over the last 30-40 YEARS!!!! It should be seen to that the likes of him (and the other types) can NEVER be allowed to be a blight on this community AGAIN! Our code enforcement and rules regulating this kind of thing are severely lacking and wanting! Please do something to make this community a place people want to be instead of trying to figure out how to get out of as soon as they possibly can! Please re-develop old blighted areas and quickly tear down old structures that are clearly past their "sell-by date!" Better to have a vacant blank canvas, than the eye-sores like 29th & Fairlawn with the old parking lots and signs still standing! Get some teeth and enforcement to our laws, that other forward thinking communities have already been doing for a long time.
- 424 Landscaping is also important
- 425 I liked the more up to date building styles that featured windows. Low or no window buildings greatly benefited from nice landscaping.
- 426 None of these places looked objectionable. I question whether it's the business of government to intrude into aesthetic considerations.
- 427 They all seemed neat and in good repair
- 428 Clean Designs
- 429 Most of the buildings in Topeka are just neutral. I would like to see something done with the abandoned hotel at 10 and I think Jefferson. Behind the jail. It is a eyesore.
- 430 Cookie cutter boxes  
All glass fronts. Things liked the least  
Tacky theme designs
- 431 architectural design - rock buildings  
Standard metal buildings not as good looking
- 432 Fixing old architectal pleasing buildings is such a huge expense that we have so many empty in Topeka. Could we not sell some by auction and get them off our tax roll?
- 433 The more surroundings by a nice landscaping the more appealing they are. Metal constructions are not appealing, brick is nicer
- 434 Do not like plain box design with clutter of visual elements, signage, etc.
- 435 I want to be able to see who is in the building, where the entrance/exits are, and see the signs from a ways down the road so I can prepare to be in the correct lane.
- 436 Building materials are important and signage on the building is very important. Topeka has far too many signs and they are ugly!!!!!!!!!!
- 437 Landscape goes a long way on the visual
- 438 I think the ones that have complementary colors to their landscaping are most appealing. Kind of needs a total package - a poorly maintained parking lot is a big turnoff for me.
- 439 I prefer architectural styles that use natural materials that are locally available. Craftsman and Prairie styles for example though more modern styles work too.
- 440 the most important thing is to be able to identify the business
- 441 In addition to landscaping, the cleanliness of a parking lot is important as well. I know it would be difficult for Topeka businesses to keep their lots clean because most Topekans have little sense of decorum.
- 442 The worst were the metal buildings.
- 443 Some look new but renovated buildings done right add historical value. Topeka has torn down most of the historical buildings taking away character.
- 444 I only voted one as neutral the rest were acceptable. I consider the cost to get a business to build in what would otherwise be a blighted location. I don't necessarily like Dollar General buildings but I also know they are looking at certain demographics in the neighborhoods they locate so an inexpensive 'box store' in their circumstances serves the prospective customers with some groceries and other staples at a fair cost AND probably improved the aesthetics of the block.
- 445 I love how recently buildings are starting to have similar coloration. It is appealing and makes us look like a community rather than a bunch of different businesses trying to grab our attention like gaudy commercials

## 2018 Topeka Planning Department Visual Appeal Survey

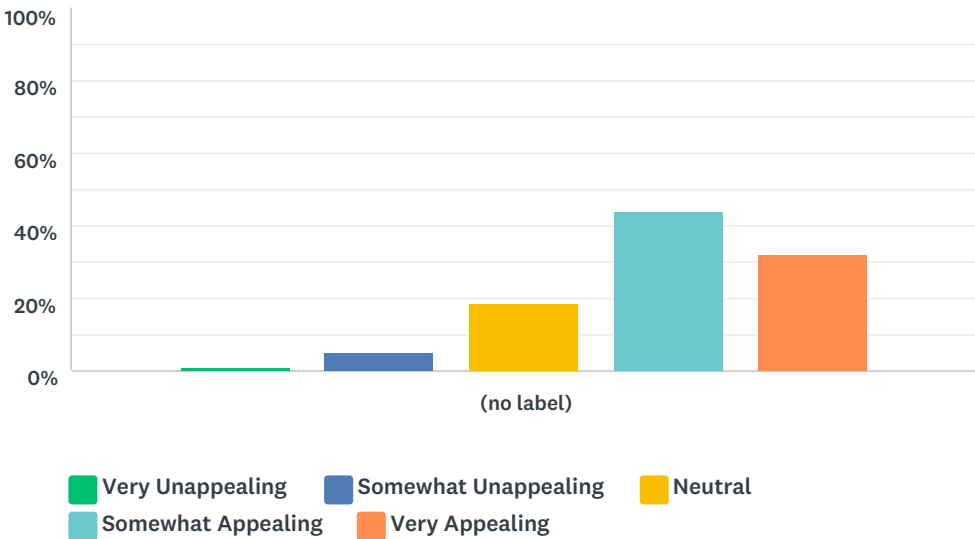
- 446 The busier the details, especially multiple colored signage, the less appealing. Also, the electrical lines and poles are very unappealing.
- 447 I think the businesses should take pride in the outside and not have overgrown weeds or weeds/grass in the parking lot. It makes employees take pride in where they work, creating a better atmosphere to shop in.
- 448 I understand the cost factor of aluminum or Morton buildings being less but they're generally less appealing, much like simple four-wall, square buildings with little signage.
- 449 Buildings with a lot of signs is very unappealing, cheap metal buildings do not look good and fall apart very quickly, all parking and no landscaping is very unappealing.
- 450 Some stores got lost with all the signs combined too busy and some had signs although big and stood out their curb appeal was like I don't care.
- 451 Metal buildings are typically not appealing. Buildings need brick and stone, landscaping, and signs need to be kept to a minimum.
- 452 In some cases, the parking lot detracted from the appeal of the building.
- 453 Should well maintained area surrounding should be well kept.
- 454 I prefer buildings that are set on the sidewalk. Ped access should always be a first.
- 455 Thank you for providing the summary and this survey
- 456 .
- 457 The nice it looks the more it makes you want to go in.
- 458 Promote small business. Out with large chain/box stores, that will eventually leave that site abandon. Use the buildings & structures already in place!
- 459 Most of these were appealing...However, Topeka has a tremendous amount of buildings that are blighted, broken windows, cardboard, plywood, unpainted, awnings falling in a mess, poor landscaping, overgrown trees, shrubs, trash beside the buildings, wrecked cars, old furniture on front area or side areas..nothing is hauled off, breeds crime & looks absolutely terrible for a Capital City...Just talking about all the crime in Topeka and how so many are leaving because nothing is being done about cleaning up this town.
- 460 I also consider parking lots too.
- 461 Commercial metal buildings need more architectural and site details to make them visually appealing. Landscaping is a major factor. Parking lots, while necessary, are the least attractive features, unless they are well lighted, landscaped and kept clean.
- 462 Some of them looked like dumps. Just thrown together with no ascetic at all.
- 463 I like the different colors of buildings and nice looking parking lots. If the parking lot does not look nice the building automatically looks horrible. However, if a building has too many windows the insulation and heat may be hot inside in the summer.
- 464 Buildings with less clutter are much more visually appealing to me. Brick always looks better, and one sign is much more attractive than multiple signs on the same building.
- 465 Did not find the Morton Building types very appealing
- 466 Landscaping
- 467 Most of the pictures look like farm buildings
- 468 I don't like the metal on the outside of the buildings, sides or roofs, and I don't like all the wires, signs and clutter in the grassy areas and attached to buildings. Like a home looks better, all of these buildings need better landscaping. Parts of N Kansas City are being revived and look better. I think COT planners need to meet with N KC city planners and do some research that doesn't cost anything with communities that have revived their cities and have received positive feedback.
- 469 Unappealing looks are from dated store fronts and with little to no architectural designs
- 470 Topeka is a dump.
- 471 signage, easy access and parking
- 472 I like buildings with bold, visible signs, stating the name of the business only and updated architecture with well kept landscaping.
- 473 I like the clean design of the building with landscaping
- 474 I believe location plays a big part of the appeal. In Oakland, for example, the first picture maybe more appealing than on Wanamaker RD, because of the cultural influence. Also, if there were more structure with similar style in the area would be more appealing. If there is only one structure with that style it become a sore thumb.
- 475 Some of these pictures are from another city. NOT TOPEKA.

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- 476 i like green spaces and landscaping as well as clean modern design and clear signage. strip mall signs are too crowded and difficult to read at a glance. Would really enjoy not having concrete medians separating lanes or turn lanes any more. They are simply a hazzard and begging to be driven over and crumble...which looks crappy all over town right now.
- 477 Clean designs with less signage that has landscaping is the most appealing.
- 478 Landscaping and ability to view the entire façade is appealing. If trees or poles are blocking the front or if the road markings are worn or the landscaping is subpar, it really brings down the whole aesthetic.
- 479 Most of the issues I have with the places I found unappealing had to do with the condition of the parking lots and poorly painted stalls.
- 480 I'm tired of steel buildings being popped up all over Topeka. We need to raise our architectural standards, I also am tired of sign poles being left up for buildings that have been demolished or closed. We need to require signs to be removed when a business closes.

Q16 Assess the visual appeal of the sign(s).

Answered: 964    Skipped: 98

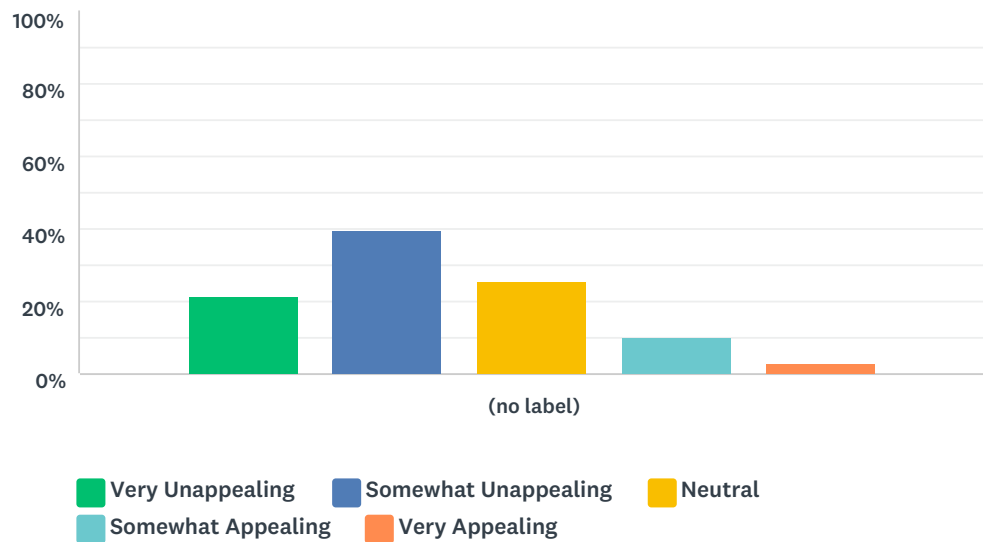


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	0.83%	4.77%	18.46%	43.98%	31.95%	964	1.00
	8	46	178	424	308		



Q17 Assess the visual appeal of the sign(s).

Answered: 964    Skipped: 98

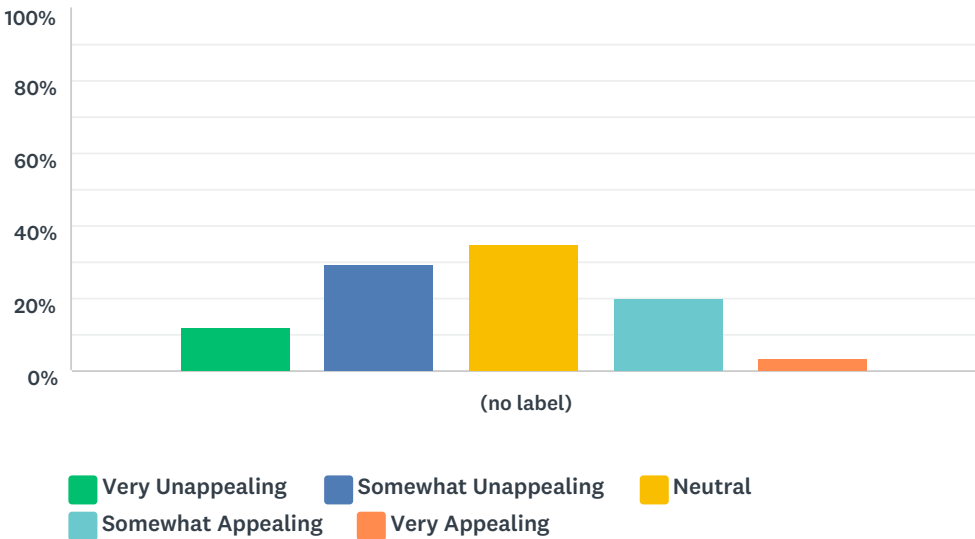


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	21.58% 208	39.63% 382	25.41% 245	10.17% 98	3.22% 31	964	1.00



Q18 Assess the visual appeal of the sign(s).

Answered: 964    Skipped: 98

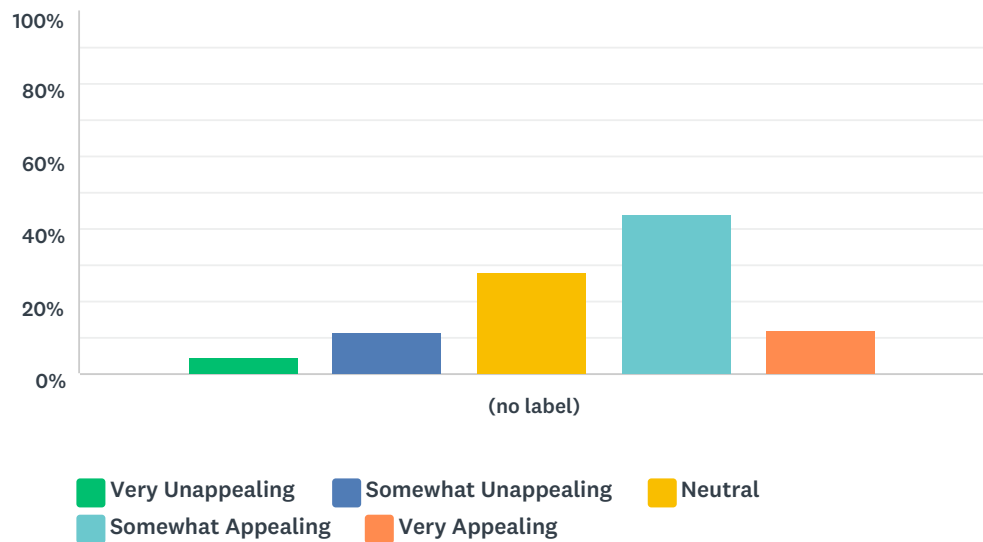


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	11.83% 114	29.46% 284	34.85% 336	20.12% 194	3.73% 36	964	1.00



Q19 Assess the visual appeal of the sign(s).

Answered: 964    Skipped: 98

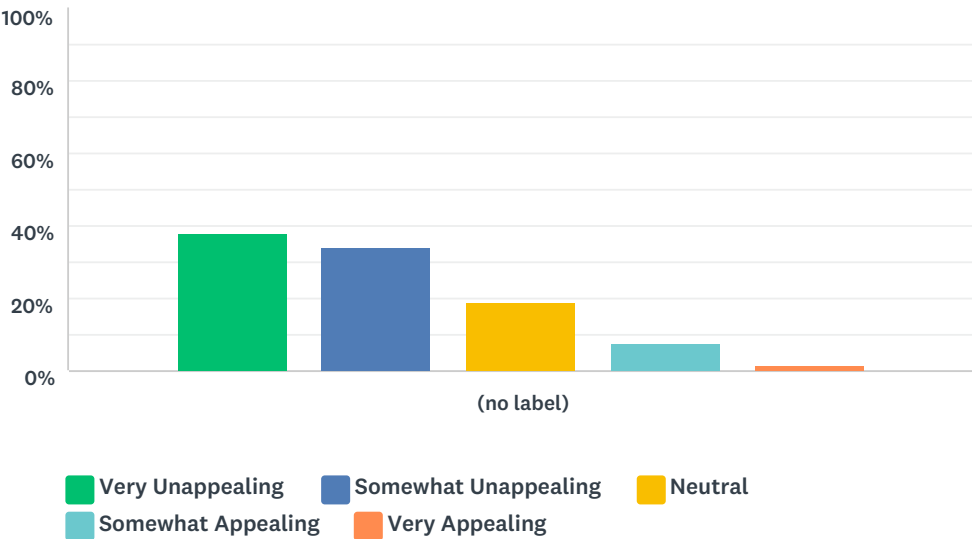


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	4.56% 44	11.31% 109	27.90% 269	43.98% 424	12.24% 118	964	1.00



Q20 Assess the visual appeal of the sign(s).

Answered: 964    Skipped: 98

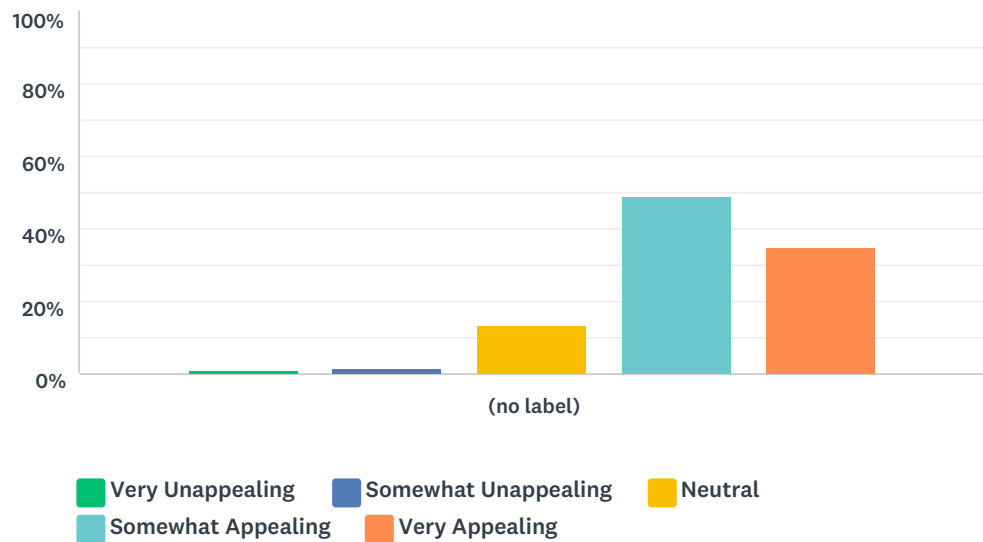


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	38.17% 368	34.02% 328	18.88% 182	7.47% 72	1.45% 14	964	1.00



Q21 Assess the visual appeal of the sign(s).

Answered: 964    Skipped: 98

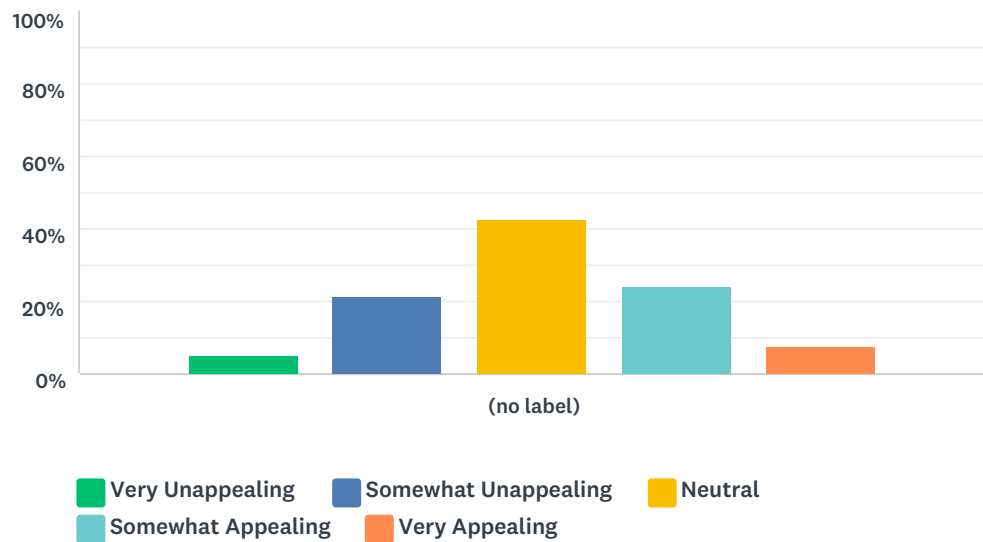


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	0.83% 8	1.35% 13	13.69% 132	48.96% 472	35.17% 339	964	1.00



Q22 Assess the visual appeal of the sign(s).

Answered: 964    Skipped: 98

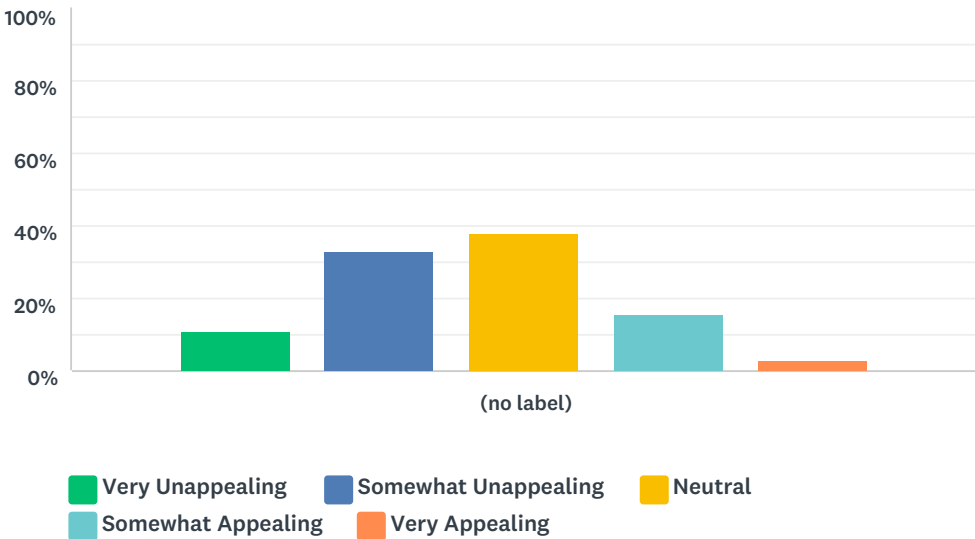


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	4.77% 46	21.47% 207	42.32% 408	23.76% 229	7.68% 74	964	1.00



Q23 Assess the visual appeal of the sign(s).

Answered: 964    Skipped: 98

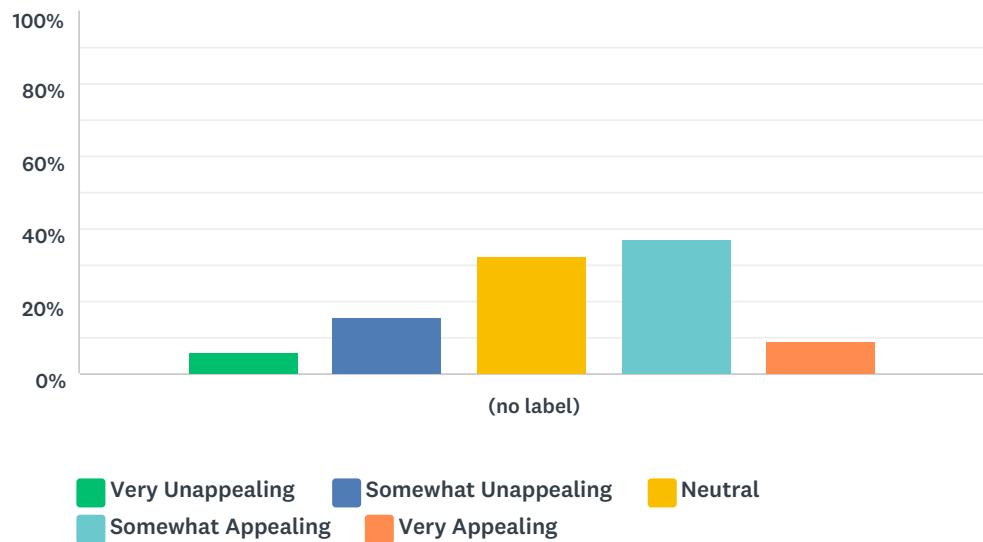


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	10.89% 105	32.99% 318	37.86% 365	15.35% 148	2.90% 28	964	1.00



Q24 Assess the visual appeal of the sign(s).

Answered: 964    Skipped: 98

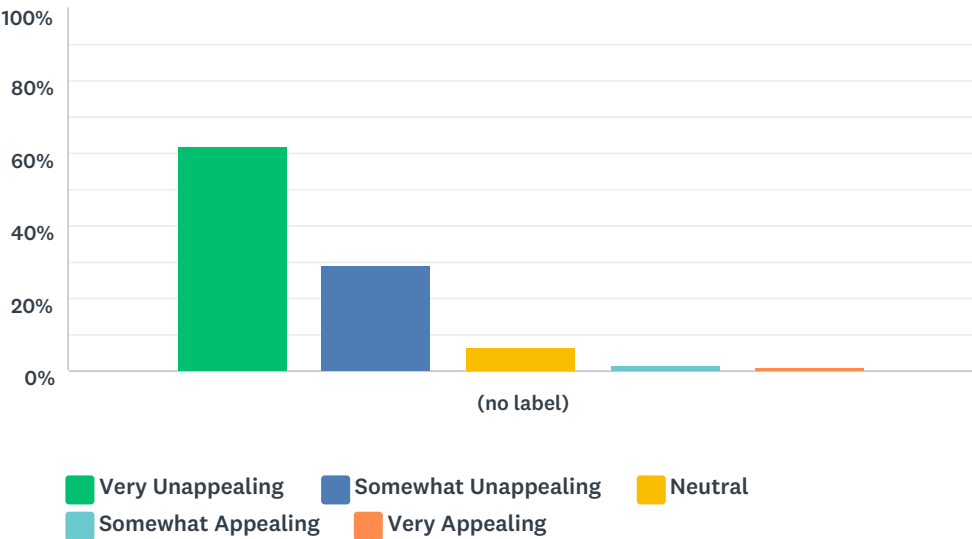


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	6.02% 58	15.35% 148	32.37% 312	37.24% 359	9.02% 87	964	1.00



Q25 Assess the visual appeal of the sign(s).

Answered: 964    Skipped: 98

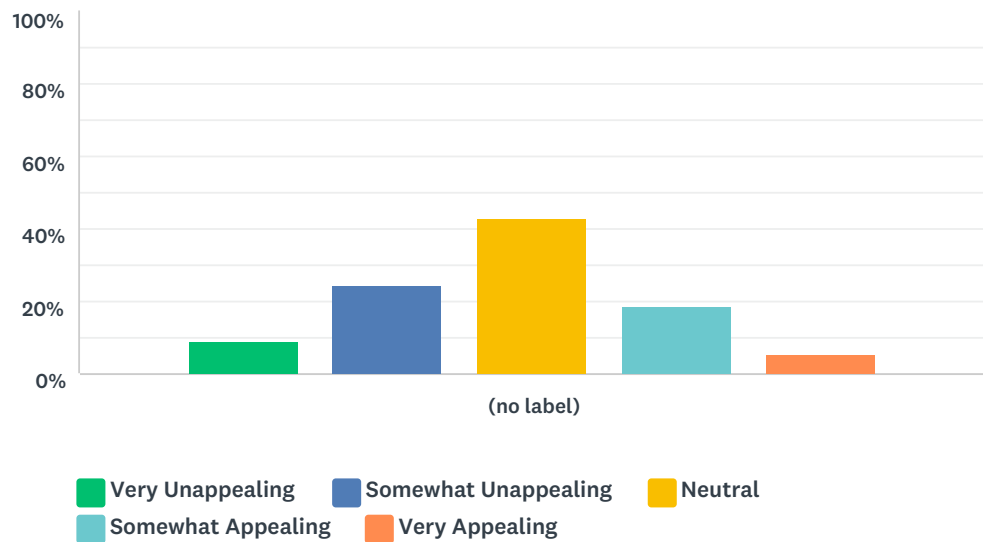


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	62.03% 598	28.84% 278	6.74% 65	1.56% 15	0.83% 8	964	1.00



Q26 Assess the visual appeal of the sign(s).

Answered: 964    Skipped: 98

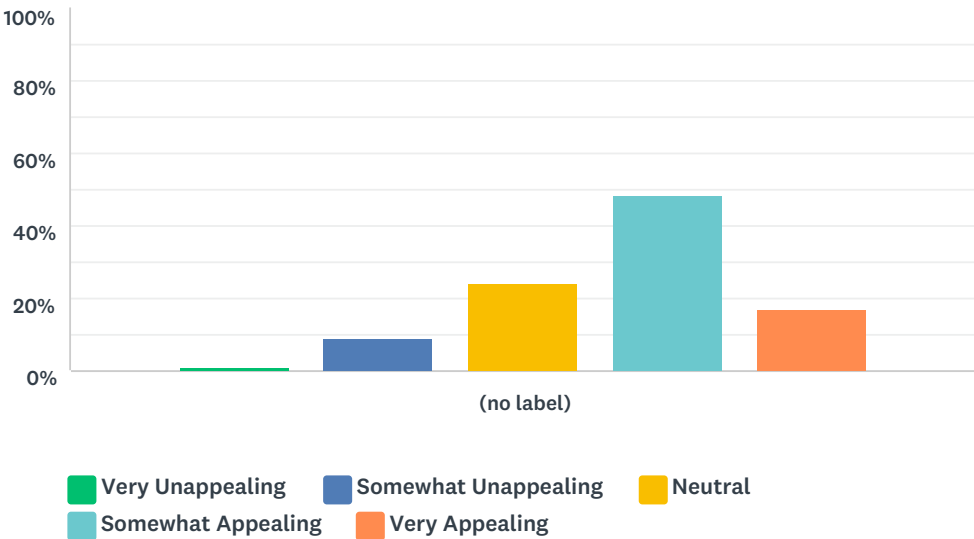


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	8.82% 85	24.38% 235	42.84% 413	18.67% 180	5.29% 51	964	1.00



Q27 Assess the visual appeal of the sign(s).

Answered: 964    Skipped: 98

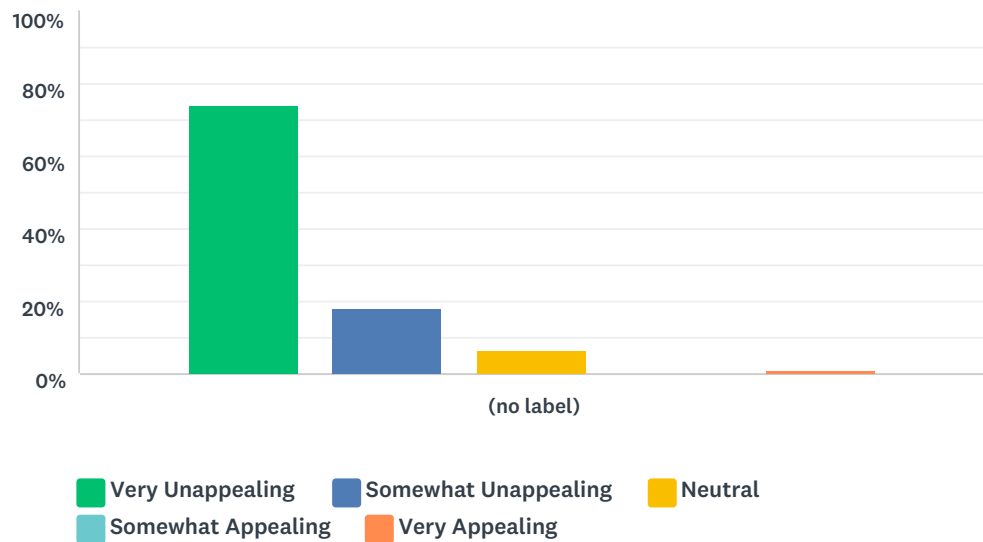


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	1.24% 12	9.02% 87	23.96% 231	48.65% 469	17.12% 165	964	1.00



Q28 Assess the visual appeal of the sign(s).

Answered: 964    Skipped: 98

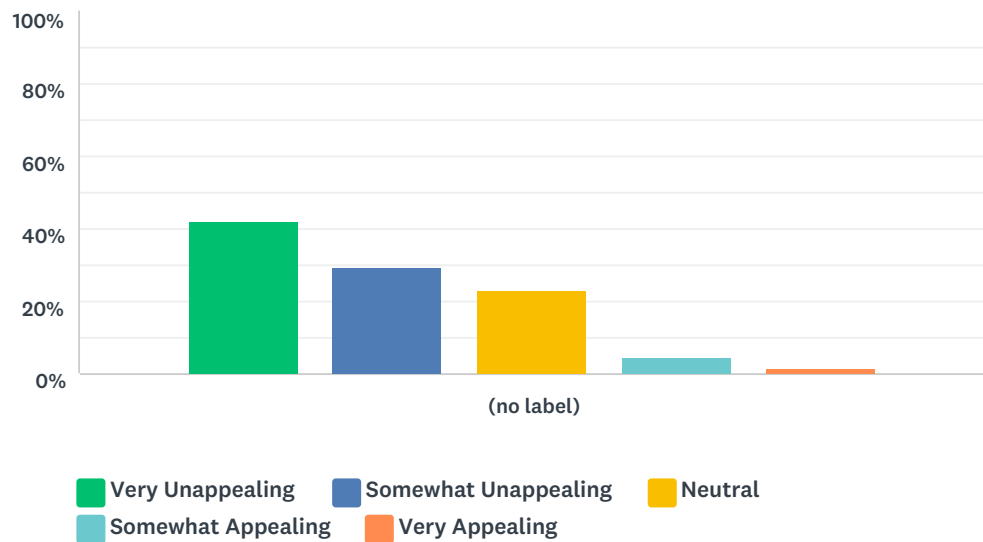


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	74.07% 714	17.84% 172	6.43% 62	0.73% 7	0.93% 9	964	1.00



Q29 Assess the visual appeal of the sign(s).

Answered: 964 Skipped: 98

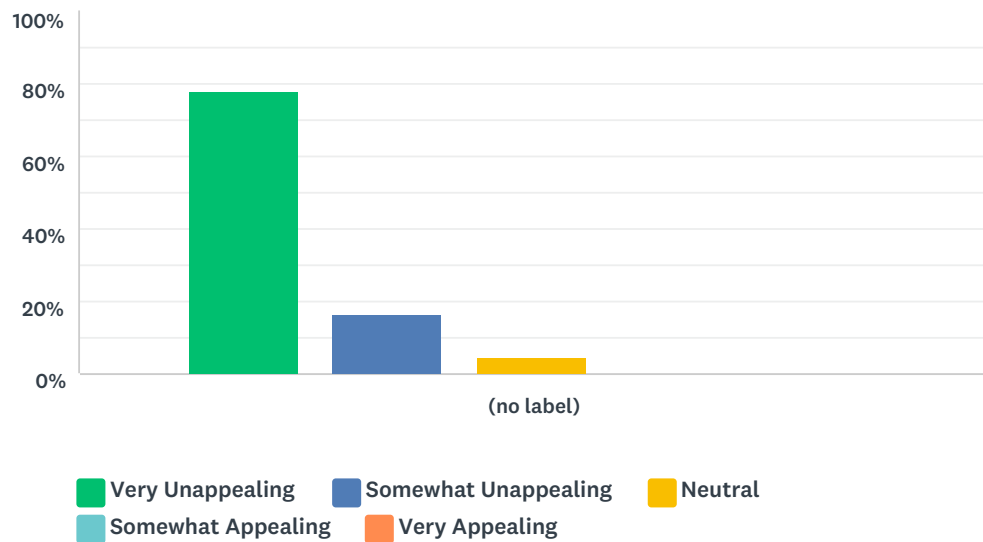


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	41.80% 403	29.56% 285	22.93% 221	4.36% 42	1.35% 13	964	1.00



Q30 Assess the visual appeal of the sign(s).

Answered: 964    Skipped: 98

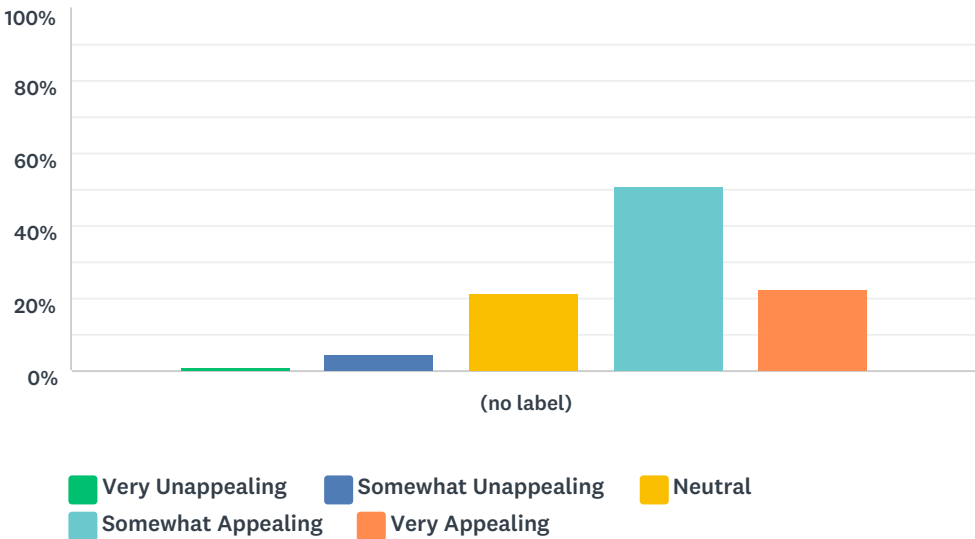


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	78.22% 754	16.39% 158	4.25% 41	0.52% 5	0.62% 6	964	1.00



Q31 Assess the visual appeal of the sign(s).

Answered: 964    Skipped: 98

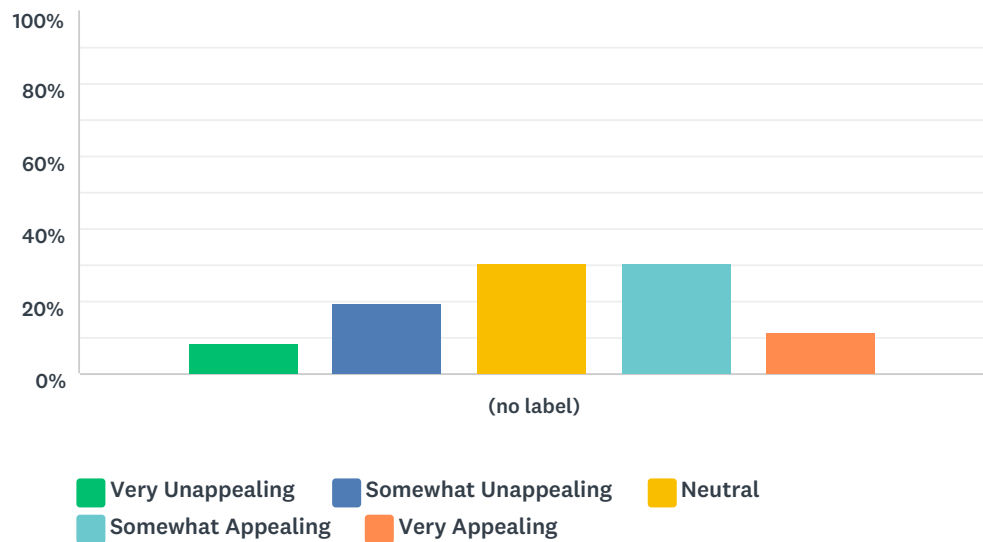


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	0.83% 8	4.25% 41	21.37% 206	50.83% 490	22.72% 219	964	1.00



Q32 Assess the visual appeal of the sign(s).

Answered: 964    Skipped: 98

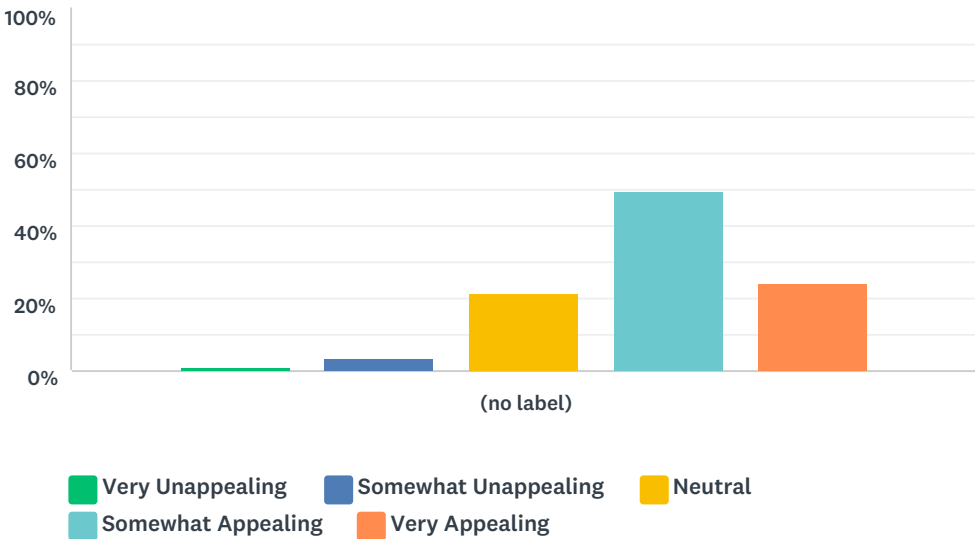


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	8.30% 80	19.40% 187	30.39% 293	30.60% 295	11.31% 109	964	1.00



Q33 Assess the visual appeal of the sign(s).

Answered: 964    Skipped: 98

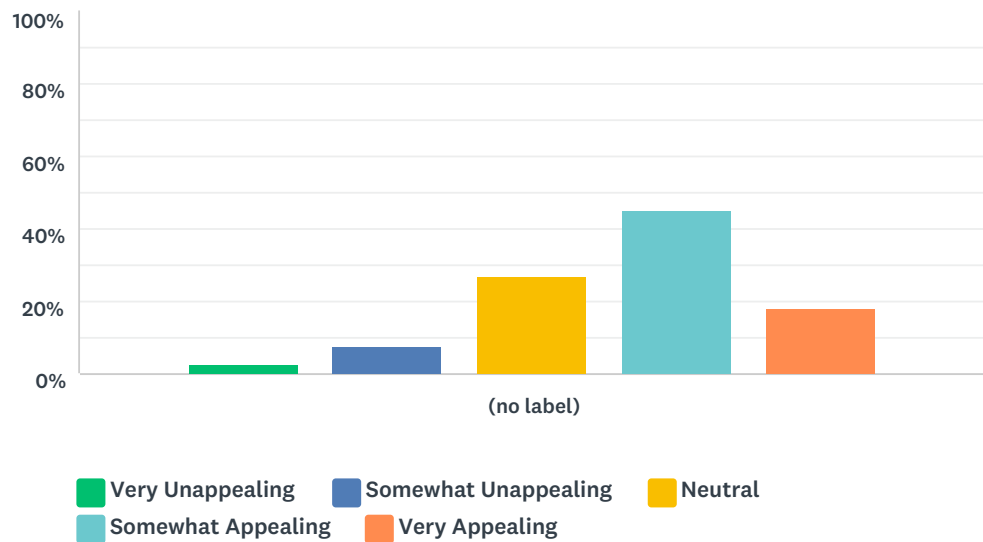


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	1.24% 12	3.63% 35	21.58% 208	49.38% 476	24.17% 233	964	1.00



Q34 Assess the visual appeal of the sign(s).

Answered: 964    Skipped: 98

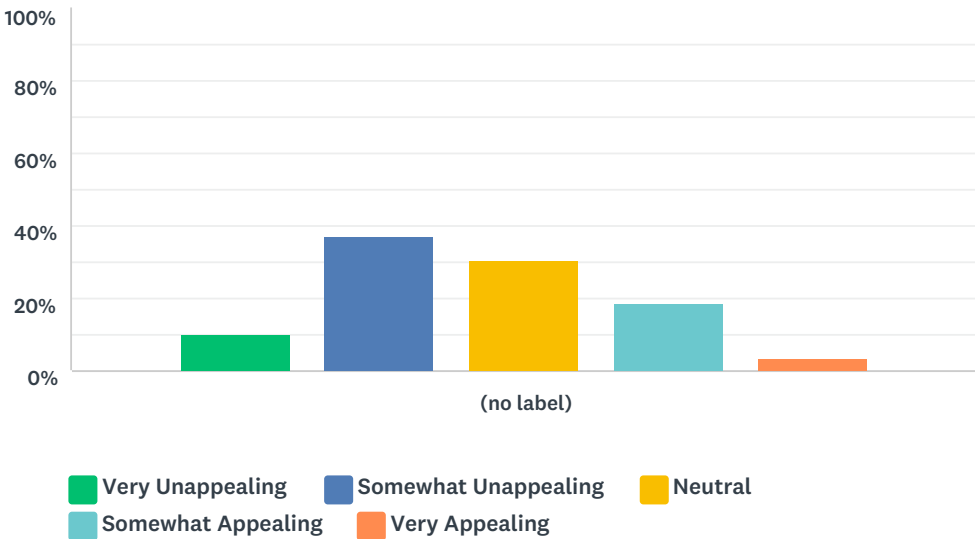


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	2.28%	7.68%	26.97%	44.92%	18.15%	964	1.00
	22	74	260	433	175		



Q35 Assess the visual appeal of the sign(s).

Answered: 964    Skipped: 98

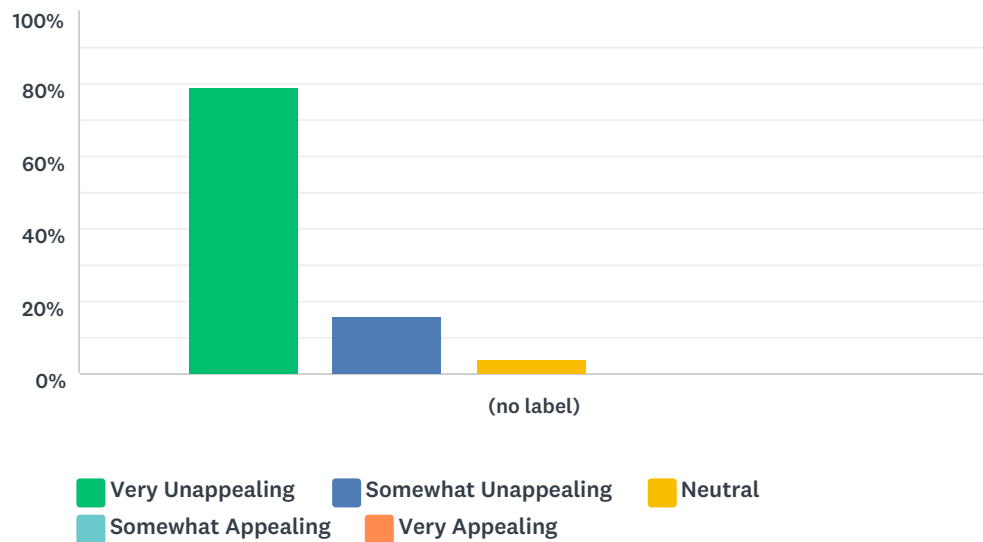


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	10.06% 97	37.14% 358	30.71% 296	18.36% 177	3.73% 36	964	1.00



Q36 Assess the visual appeal of the sign(s).

Answered: 487    Skipped: 575

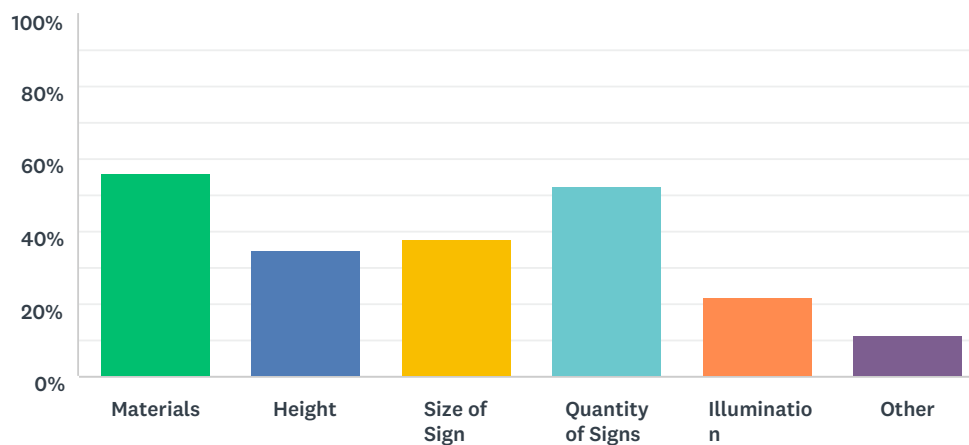


	VERY UNAPPEALING	SOMEWHAT UNAPPEALING	NEUTRAL	SOMEWHAT APPEALING	VERY APPEALING	TOTAL	WEIGHTED AVERAGE
(no label)	79.06% 385	16.02% 78	4.11% 20	0.41% 2	0.41% 2	487	1.00



## Q37 What factors are most important to the visual appeal of signs? (Select TWO)

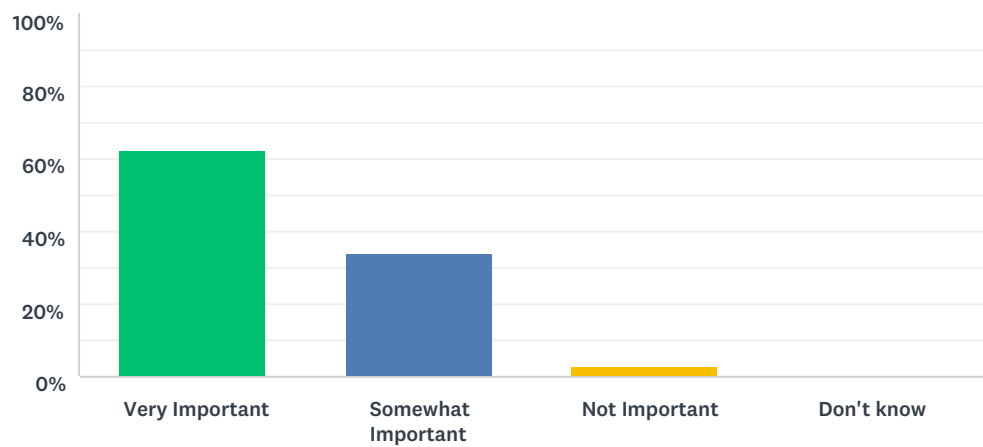
Answered: 964 Skipped: 98



ANSWER CHOICES	RESPONSES	
Materials	56.22%	542
Height	34.96%	337
Size of Sign	38.17%	368
Quantity of Signs	52.49%	506
Illumination	22.10%	213
Other	11.62%	112
Total Respondents: 964		

Q38 How important is the appearance of signs to the visual quality of a community?

Answered: 964   Skipped: 98



ANSWER CHOICES	RESPONSES	
Very Important	62.34%	601
Somewhat Important	34.23%	330
Not Important	2.90%	28
Don't know	0.52%	5
TOTAL		964

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## VAS Responses REGARDING SIGNS

- 1 signs that were not too big, simple, blending in with building, not overbearing in size, lettering, etc., not cluttering up given area.
- 2 Clutter and upkeep around signs
- 3 The signs were easy to read, and provided enough information in an easy to ready format b/c most times one has to read the information quickly.
- 4 Too many, lettered billboards, and height all are unappealing. Low signs within landscape with matching materials to buildings are appealing.
- 5 I liked the signs that looked designed and permanent. My favorites are the ones that are low to the ground and match the architectural style of the buildings that they correspond to. The tall ones that are made of steel just distract from the street and they draw our eyes upward toward unsightly telephone poles and lines.
- 6 Keep signs low. Identify business but do not blast us with signage.
- 7 Do not like clutter
- 8 Signs that are moving are distracting and visually unappealing
- 9 Monument signs look nice. Temporary signs or stand alone without any landscaping detract.
- 10 Most signs out on wanamaker are annoyingly tall, they contribute to the idea of Topeka being a town only with chains, we need more local businesses to get creative with signage
- 11 Too many, too tall and temporary do not show investment in the community.
- 12 Clutter and cramped is very unappealing.
- 13 Everytime I pass a sign that says "Huge Kids Sale Today!" I think..."wow, that's really sad and mean to call kids huge."
- 14 The signage must be directly labeled without clutter. Example: "MOE'S DINNER".
- 15 Most of the signage is aging, which is making the areas less inviting.
- 16 Like signs lower to ground with landscaping and the use of quality building material.
- 17 Location of sign is important
- 18 See previous comments.
- 19 The read ability is very important, especially when you are driving.
- 20 Good landscaping adds to the attractiveness of signage
- 21 Get rid of Boyles signs!
- 22 Although I don't live in Topeka, I work and shop there.
- 23 Balancing information value with clutter is tough but less clutter on a sign is better. Clearly temporary signs look tacky but I tend to give them a visual pass unless they are permanent signs with temporary messages (as with letter boards).
- 24 I like the more subtle signs. The giant signs on huge poles really ruin the view. With the increased use of technology, it's easier to find businesses than it used to be.
- 25 None
- 26 Signs on high poles are always unappealing. Nicer monument signs are undermined by large surface parking lots. Signage is often nicest in downtown commercial areas.
- 27 Signs should be respectful of the streets they are being viewed from. Skyscraper signs do not serve motorists travelling along those streets and clutter the streetscape.

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- 28 The temporary signs are pretty bad. They look like no one cares and they often stay up too long and there are too many (the example of the temporary signs all in a row saying "huge sale") just look like litter.
- 29 Numerous tall pole signs or temporary signage are not attractive and make an area visually busy. They detract from the positive features of the area such as landscaping and building materials.
- 30 Temp. signs should be temporary and not allowed for the long term. Signs should be limited in number and should be lowered to all be no more than 20' high.
- 31 more on sign more cost
- 32 Disliked the non permanent signs or signs that were just a skinny pole and then a rectangle.
- 33 Portable readerboard signs look trashy and make Topeka look like a small trashy town with no pride. Multiple banner-type signs on liquor stores and convenient stores are ugly. Shorter signs on bases should be encouraged instead of tall signs on poles.
- 34 Signs used to be creative expressions of the business and product. Commerce has been homogenized into one-size-fits-all, dumbed-down public suppository.
- 35 too many signs on commercial corridors makes it appear cluttered and junky
- 36 Reliable Roofing LLC doesn't just do Roofing. There isn't a job too big or too small Reliable Roofing does it all. Helping Our city one project at a time
- 37 signs that are unappealing and/or not kept in repair are uninviting and likely turn potential customers away.
- 38 Bright colours are jarring
- 39 I prefer the signs that are on a solid base and lower. However, more than once it has been helpful to locate a business on the over-crowded Wanamaker corridor due to its height. The really wordy signs are completely wasted on me. I'm not going to read all that while I'm driving. The fabric signs are nice as a temporary way of announcing an opening or something, but shouldn't be used as a permanent way of identifying a business.
- 40 I liked signs that don't look typical, with nice landscaping.
- 41 Dislike signs that are not professionally created. Like ones that blend in to the structure of the building or surroundings.
- 42 Some businesses are kinky and cluttered
- 43 Clear writing, easy to read when I glanced at, permanent.
- 44 Combine signs to reduce numerous small signs.
- 45 Those Boyles rental signs with interchangeable letters are incredibly tacky and should be banned.
- 46 not everyone has franchise dollars or the dollars of big business... let's help the little guy get a leg up without harrasing him over a silly sign and let's not give all the favor to big business... they all started somewhere.
- 47 Cheap, tacky signs are just detrimental to the community.
- 48 Tall signs, ones with oversized letters, and with too much information are an eyesore... so are quantities of signs. I also dislike billboards.
- 49 Other cities have more strict laws governing sign usage. New parts of KC look much better than what we allow in Topeka. I understand there is a cost factor.
- 50 Typeface easy to read ++
- 51 Don't like the very tall signs or the ones that look like banners attached to the building.
- 52 I liked the ones that were carefully designed to fit the architecture and coloring of the building themselves. Hate those temp signs on wheels with the stolen letters!!

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- 53 Temporary signs ugly. Cheap looking signs give a negative impression. I prefer the block signs over the tall pole placements. Landscaping improves appeal
- 54 Small clusters of signs should be illegal.  
Signs should name and address but not a bunch of ad verbage
- 55 When in other towns which have low profile signs, I often miss the place I am looking for. Takes more concentration to see smaller signs, taking aware that concertration from driving safely. Tall signs should be allowed, perhaps there is correlation to higher accidents rates, and same signs in commercial areas.
- 56 The more substantially constructed signs are more appealing, such as those on brick or stone fondation. Also the lower height of the sign is more attractive.
- 57 clusters of mixed style of signs, especially on one building or mixed-retail storefronts is least visually appealing to me. Size, height, location, landscaping and complimentary design to the business's building make signage attractive to me.
- 58 The height of signs depends on the location of the business and whether it's attempting to attract customers off a highway. The size of the sign depends on the location. If it is along a street with many businesses it must get the attention of the driver to turn into the driveway. I don't like all the banners covering the windows. I don't like the signs on rebar. I do like signs that are landscaped beneath them.
- 59 I hate all the signs along wanamaker, such an unattractive "collection" we need to get rid of the over heard power lines too- bury the lines!
- 60 No thanks
- 61 most of them were eye appealing while others were to tall, large, or not well displayed.
- 62 If you're interested in having visitors in town, you need signage that is high enough up so it's easily visible, and large enough that it can be actually read.
- 63 Large enough to read located at a strategic location to be easily seen from a car without taking eyes far from the road
- 64 Often the quality of the sign equates to the quality, or lack thereof, of the product or service being sold. Also, how does poor quality signage reflect to persons traveling through our city? It would be interesting to see what signs in more progressive communities look like.
- 65 Do not like the portable signs or when there are several of the same yard sign all down the block.
- 66 unkempt, missing letters if I was driving wouldn't be comfortable to look up that far
- 67 Need to get rid of all the tall signs on wanamaker and all the billboards within the city limits, looks trashy. Wanamaker would look so much better with out the 80ft signs everywhere. Really no need for them to be that tall when 90% of the business facing wanamaker
- 68 I liked signs which matched the building materials and design with landscaping. I did not like the generic signs on a pole with no landscaping. Two or more temporary/banner signs on a building or pole are confusing and tacky.
- 69 Most important thing about signs, is that it delivers the message of 'what' is at that location, or 'what' they're trying to sell, and does it with as few words as possible!
- 70 Signs need to be clean and visible to the public
- 71 Do not use block or large pipes for signs, as these block view of traffic. Make sure signs are high, not to block vision and can be seen several blocks away...Lighting on all signs on buildings and advertising signs should be well lit. Replace light bulbs in signs immediately, show some pride in the advertisement of businesses.

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- 72 All commercial buildings should have landscaping. Signs on buildings and freestanding should have size limits and design requirements. Only one illuminated sign per compass-quarter of each business. No animated signs. Limits on light-pollution of the skies by signs.
- 73 View of street with lots of signs looked cluttered.
- 74 No signs will make the streets look better . Street are falling a part faster than being repaired.Fix the streets .Who is going to put a well designed building with landscaping on a street that has fallen apart.
- 75 Don't allow temp. Signs except in emergency(tornado), fire and construction including road construction.
- 76 Very clean and easy to read. Some are just plain ugly
- 77 The flashing portable lights are hideous and make the community look like a ghetto
- 78 low to the ground is best with landscaping  
nice building materials make a difference
- 79 These need to be discreet, not in-your-face, artsy, not awful.
- 80 Temporary signs (such as the Now Open and arrow signboards) are fine for a VERY limited time (less than 2 weeks)
- 81 Temporary signs are fine for a new business or one that is doing a repair or remodel. This includes those signs that I just commented on as being "very unappealing". I really appreciate signage that is new and more complex than just a logo on a stick.
- 82 Too many pylon signs are allowed in Topeka. Monument signs with more bulk appearance and low-lying landscaping are much more appealing than the painted poles with a large panel on top. There needs to be a limit on the height and width allowable for building signs as well as limiting the amount of signage allowed per face of building. The Topeka NG building signage detracts from the building architecture and makes the appearance less attractive than it could be. Also, window signage should be limited so that the owners don't have the ability to fill their windows with more signs. The more reading materials for motorists, the less safe motorists are with attentive driving.  
Temporary signs should still be tastefully done and limits should be placed on portable signs. Portable signs should be regulated as to appearance (clean, rust free, not dented, etc) and should have restrictions on the duration of use.
- 83 Signs on wheels need to be eliminated
- 84 Make them big print
- 85 Scale in comparison to surrounding green area is not correct.
- 86 Here again, I believe the images were arranged to make you think" the more landscaping around a sign, the better" Portable & paper signs do look trashy, but maybe the City should pay for upscale signage versus the business owner having to bear the cost.
- 87 Windsor Heights Iowa has a plan like you are fishing for, it is HATED and businesses avoid it and people drive out of their way because they're made it a speed trap because of lost tax revenue.
- 88 Signs have a purpose - sell, direct, inform. Each location, business and schedule may need a different sign. Signs have to be different. Worst case is trees in front of signs.
- 89 Very tall signs are unsightly but short signs are extremely frustrating. I can't see them through the traffic. Somewhat tall signs can be a good balance but need to be tasteful and professionally designed. The current style is solid instead of on a pole, but it has to have a timeless design.

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- 90 If the business has street frontage and they have adequate building face, I think a big sign there and not also right at the street. I realize they want to be seen while I am driving looking forward but it is hard to pick the sign out from among the others anyway. Now days if I want to find a business, I google it and their location comes up instantly. Would not having a store sign right at the street really hurt their bottom line?
- 91 I HATE reader signs!  
They have been institutionalized in the community and I HATE them. Boyles Joyland's sign business was protected for many years and the result is the blight we see today. Is it possible to get the horse back in the barn?? I hope so!
- 92 I get it that some locations need height to be seen/found, but wow that low signage in clean landscaping is a gift to the eyes.
- 93 Signs need to be well maintained and landscaped. Not a big fan of illuminated signs.
- 94 Both building signs and freestanding signs are important to the business and the consumer, yet it is becoming increasingly more difficult to find them through the clutter, such as landscaping and street trees.
- 95 90% of the signs included in the survey were clutter. Clutter is not appealing.
- 96 most were basic in content and presentation and not very creative
- 97 Signs that are well made are better
- 98 A good variety/styles provided
- 99 One's again, when you are traveling tall signs are great (along HWY) Intercity where you know where things are the lower signs work well and do look better. I do think that signs with a covering around the pole do look better as in Pic # 9.
- 100 "Less is more."
- 101 Do not like the portable signs
- 102 Tall signs suck.
- 103 It is difficult to assess what constitutes as appeal - while some signs are not appealing in a purely aesthetic way, I might find them appealing in how it signals to me, for example, that the shop has low prices - which in turn is dependent on what I might purchase at the shop.
- 104 Comment on the last set of questions. Height and size are the most important criteria, next is material. I feel Lawrence has done a great job on signage codes. I would prefer seeing a brick format with several businesses then individual signs. I also like signage on the the building alone.
- 105 Again, none of the photos appear.
- 106 Liked most:  
Logo clarity (Large, clear, concise, appropriate size to adjacent logo)  
Less advertising (okay lettering inside of window frame at auto shop, no changeable text or statements on building)  
Materials (Plain materials, no plastic, no message boards, no brick wall signs/bordering is okay, okay LED with minimal display)
- 107 Well designed, visual appeal, well maintained, unique and clearly readable
- 108 Too many signs is distracting and over stimulating.
- 109 I understand that a business needs to be noticed and that is done through signage. The higher signs and the lower signs are more appealing to me. The medium height signs tend to block your view of the storefront and therefore make a mess of your visual impression. Also too much signage on a building is messy and counter productive for the business. There needs to be a certain amount of clear building showing. Otherwise one tends to overlook the whole mess rather than trying to read each one.
- 110 Good communication without overload.

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- 111 The more signs I see the more it makes you feel like your in a crowded area which in my opinion makes it less attractive
- 112 Poorly maintained and dilapidated signs are very telling about ones type of neighborhood / community. Also, ridiculously tall signs are just that, ridiculous.
- 113 I like to have the signs big enough and with large enough lettering that they can be read easily while driving. I also liked the sign with the street address in large lettering. It is much less distracting to drivers if they don't have to strain to figure out what an address is or where they need to go if they are not familiar with the area.
- 114 Temporary signs need to be permitted. aerial signage shoe be restricted\prohibited. Lighting need to ensure that it does not interfere with night driving of light pollution.
- 115 Regardless of community, signage can can speak to image. Poor signage can have a very negitive impact on community image.
- 116 We need to incorporate more monument signs and eliminate or limit the amount of pole signs and banners.
- 117 Low to the ground signs or those with solid structures and not on a pole which use nice materials and are landscaped well are preferred. This gives an immediate sense of quality to the business.
- 118 Signs need to readily readable.
- 119 I understand and appreciate the need for temporary yard signage but when they become a permanent fixture it gets unsightly.
- 120 A lot of signs give the impression of cheap clutter. A more favorable and inviting impression is given when the sign is not a billboard, but a dignified size, with a base that looks like quality material matching somewhat the other signs and buildings on the street
- 121 Individual signs say more about a business than those which list several businesses together.
- 122 I liked the landscaped one as it was unique.
- 123 Good design considers color, image, white space, relationship to environment
- 124 Least is printed banners - most is brick entrance signage keeping visual of the street clean.
- 125 Signs with more detailed information had a better appearance.
- 126 Signs should be limited in height, with phone gps and navigation signs are less important in our current culture. The abundance of yard art signs must GO!
- 127 Size and height should be in relation to the building/location it advertises.Stand alone signage is not attractive in most instances
- 128 For the signs that are just staked in the ground....if it's announcing a recent opening, that's fine because it's temporary. Otherwise, ugly.
- 129 Too many signs in one area is cluttered and can lead to inattentive driving when trying to identify the location of the business.
- 130 Buildings with lots of banners look dumpy. Looking down a street with a hundred different signs is unappealing and confusing. Would be better if the we all on the ground made of nice materials and not blocking the skyline. Letters should be large and bold.
- 131 How clean, neat is the sign area is important. also, taller signs are just unappealing. smaller, well designed, clean signs are best.
- 132 I do not like temporary signs, especially when there are multiples. I also do not like the "industrial" look of big posts with a sign on top. Size matters. I realize they have to be big enough to see and read, but too big and tall is very unappealing.
- 133 The signs that are built with materials such as stone and have more bulk and nice colors look the best. The temporary type signs look very haphazard.

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- 134 Place time restrictions on when signs like the one in the last picture can be used (the sign on wheels with the big arrow on top and a large space for text). There should be a 5-7 day limit on using those signs, and they should not be used permanently.
- 135 I do not think non-permanent signs for businesses should be allowed, this include rolling display signs, paper stick in the ground signs or vinyl signs on sides of buildings or held up by poles. I am not talking about temporary garage sale signs. That was idiotic of the city to go after a few years ago. I mean business signs which are out of control in this town. They are HUGE. I feel like I live in Las Vegas without the glitz, only the clutter and mess.
- 136 The closer to the ground a sign is, the better.
- 137 There are so many tall signs that are ugly or vacated. There are few signs that agree with the architecture of the building and include landscaping.
- 138 Lack of any kind of uniformity.
- 139 Dislike portable signs, over use of banners and yard type signs that clutter a roadway
- 140 More uniform signs or signs that match the design, color scheme and materials of the building.
- 141 I think the curb maintenance, and tending too could be just as beneficial. get us some flowering baskets around the capital city!!
- 142 Don't like clutter or areas that are too busy. But, lettering and signage should be large enough and clear enough that motorists can find their destinations easily.
- 143 Too many just clutter the landscape and are unappealing. Consistency and uniformity is important
- 144 Taking a distant picture of several signs is a cheap shot. Businesses need to advertise, and on premise is the cheapest for a local business. Eliminate the trashy banners and portable signs but leave on premis signs alone...your local business people need them!
- 145 When the signage is placed in good landscaping it seems to help anchor the sign. Quality materials is also very important. Anything well thought out and placed, versus just sat in is always going to look more appealing.
- 146 Again, clear message, clean and well maintained, materials make them look better
- 147 The other is readability and upkeep. Topeka needs to create laws (or enforce current ones) to rid the city of signage for businesses that no longer exist. We have too many skeleton signs. One sign like that in an area destroys the other ten decent signs. We need to stop looking like Appalachia-- like a depression has hit this area. Also, we should eliminate all (even those grandfathered) all portable marquee (i.e. Boyles signs). They are ugly and often neglected by the business owner (letters missing etc). One of those signs destoroys the visual beauty of the environment.
- 148 Wanamaker is a mess - visually unappealing and actually hard to find businesses because of the excessive signage.
- 149 Again, the landscaping can help or hurt. Lower, rather than tall are more appealing. The high amount of power poles/lines reduce the visual appeal.
- 150 No comments
- 151 Being able to see the signs easily and quick is the most important. Landscaping, building materials and clean curb appeal also important.
- 152 Clean lines and uncluttered signs, combined with landscaping, are more appealing to me.
- 153 Small businesses may not have the financial resources to start big in advertising but there must be a minimum standard established for start up expenses when dealing with the risk of comprise to moving ahead with our intentions to welcome growth in the community.
- 154 Only Monuments signs should be allowed in the City of Topeka
- 155 The material and design of the sign makes it appealing or not. Temporary signs like rental signs and big posters on the building looks terrible.

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- 156 Signs that are too tall or just on a pole are not as appealing. The building is more important than the sign.
- 157 One look at the signs on Wanamaker Road show what can happen when signs are not required to be pleasing. I hate to go over there because that strip is so ugly. Going to Lawrence is more pleasant although South Iowa Street doesn't look much better.
- 158 More expensive signs look better than cheaper signs.
- 159 LIKE: Landscaping, attractive materials, not too tall, simple information  
DISLIKE: High on metal poles, temporary materials, too much information
- 160 Signage is very important. Usually the first thing someone notices about a business
- 161 overcrowdedness and lack of consistency can be very oppressive and detrimental.
- 162 Use quality materials and landscaping for your signage and I am much much more likely to go to your place of business.
- 163 Too many is unappealing as are small lettering and the junky wheeled arrow signs or the wire stick in the ground type.
- 164 Associated landscaping very desirable
- 165 Signs that are balanced with the size of the business are good. They also need care and maintenance so that they look as good as the property.
- 166 If sign is temporary be creative, if it must to read don't display all at once, if selling tires display a tire, if chicken display one at all about location
- 167 I like signs that are well maintained and convey the permanence of the business and dislike signs that are not maintained and convey the temporariness of the business.
- 168 Home made looking signs and unprofessional signs don't give the appearance of quality. Also, people need make sure that all of the lights are working in their signs.
- 169 The signs that aren't too big, have good materials and a bit of green space around them look miles better than those that didn't. Some of the less appealing signs aren't so bad in isolation, but when grouped along a busy street they really do look dreadful.
- 170 Its ok
- 171 Too many signs in one area is a problem
- 172 I wouldn't put so much emphasis on the quality of a sign that it becomes cost-prohibitive for local business owners.
- 173 From an aesthetic perspective, lower signs are more visually appealing. Taller signs are generally easier to see when driving, though, and can help cut down on sudden stops when you're looking for a business you've never been to before.
- 174 Too many signs of cheap quality looks tacky.
- 175 You can tell the wealthier parts of Topeka, and the poorer parts of Topeka simply on the look of the buildings and the quality of the signs. It makes you nervous driving around when you start seeing the low quality signs.
- 176 I do not like tall and obtrusive signs that interrupt the horizon or stick out like a sore thumb in relation to the height of the surrounding architecture. It looks sorely competitive or self-serving only and not what's best for the community or neighbor. appreciate landscaping around signs and signs that are quick and easy to read without being more obtrusive than they need be. They do not need to stick out boldly or take up a lot of space. I also prefer stone signage or signage made of quality material that does not look cheap like plastic or something that deteriorated quickly like certain metals or paints.
- 177 Low profile signs with good landscaping are better.
- 178 Trailer style temp signs are ugly.
- 179 communities where signage is similar from business to business makes a cohesive and appealing look

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- 180 The ones made of sturdy materials - like brick - that were clear and clean looked the best. The height is less important if it's made out of the correct materials.
- 181 Signs that are clear and neatly done are more appealing than a poster for a sign
- 182 I prefer brick signs
- 183 The pole signs need to go, so unsightly. Landscape needs to required around all monument signs and materials should include brick, stone, or some other quality material.
- 184 Number of signs in one area is important, too
- 185 Signs tell a story about the type of business that is located there. So the way the sign looks tells that story for that business.
- 186 Signs should be part of the architectural design.
- 187 Clean, crisp, uncluttered, well-maintained
- 188 Quality of materials on signs and scale are most important
- 189 Signs in good repair and cared for are more receptive than those in disrepair or cluttered.
- 190 The more solid looking foundations were appealing to me. Also nice landscaping around the sign is helpful.
- 191 Consistency matters
- 192 do not like signs high up on posts  
signs at ground level of good quality material lend to a perspective of a clean, well kept community
- 193 The newer signs looked way better and if they were big with easy to ready letters were way better too.
- 194 Signs that are straight to the point are most appealing. Less is more fits, in my opinion.
- 195 Absence of clutter is important
- 196 We don't want to have our business signage look like flea market signs. Too big, bright and ugly.  
more modern signs is very appealing. also the landscaping is important.
- 197 The following are the ones I seemed to like:  
Well landscaped, uncluttered, well kept
- 198 It gets chaotic to read many signs . . . simplicity and readability should be factored into the design and placement.
- 200 Too many signs all bunches together is too much clutter! Nice big modern signs looks very appealing.
- 201 Appreciate common heights, with quality materials and design with quality landscape. Establish covenants and manage them.
- 202 Na
- 203 The quality of the sign and graphics made the most difference to me. Materials used, also played a part in dressing up the sign and making it more pleasing to the eye.
- 204 none
- 205 Multiple and temporary signs make the area appear poorly planned. Basically visual pollution. Well designed co-located signs look so much better.
- 206 There needs to be governance related to signs. Height, how close to the road, size, material, even the amount of illumination. Some of the newer flat screen signs are tactful and helpful, other are obnoxious.
- 207 Too big and imposing. Too much cheap material signifies desperation and acceptance of substandard things in our community.

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208

Please consider the cost to businesses. Signage means we are open for business. This is very important to being a business friendly community. Please do not forget about the prosperity of a community that has businesses and specifically small businesses by taking them out of the equation because they can't afford the signage you need. Banners and promos are drive business and create success - please please consider the impact of business growth through signage - not just the visual quality. Please make sure that Topeka stays OPEN for business and you don't hinder the opportunities for young small businesses that are not big enough to afford what others might. PLEASE!!

209 Businesses need signs to attract customers and for customers to find them. They have a direct impact on a business' sales. Especially a new business trying to get established. If we want a thriving retail economy then we need to work with businesses signage.

210 It's important to have the address clearly visible.

211 The big signs on Wanamaker make me sad.

212 Big, tall signs are certainly visible and show you where a particular business is. But overall, a street filled with a cacophony of signs is not attractive.

213 I like the signs that match their buildings, and that are not too tall or massive in size.

214 Monster signs disrupt the view and appearance of the landscape. Make commercial areas appear identical to commercial areas across the country

215 The signs that are lower to the ground, have rock or other materials supporting/surrounding them look nicer than just "basic" signs on large black posts sticking way up in the air. The large black post signs look cheap and tacky.

216 No more big ugly poles. Cover them with a nice material. Looks cheap and ugly with big poles

217 Huge temp signs are just as blightful as unoccupied commercial property

218 I already talked about this. But I'll say more. Landscape helps signs a lot. But one sign in the survey was made ugly because it blocked a lovely natural view behind it. It showed that whoever put the sign there didn't give a damn about how his sign would damage the view. So signs should be integrated into the overall balanced plan.

219 lower signs look nice but does it take revenue away from businesses that have higher signs and more signs

220

The signs with solid bases were definitely more appealing. signs on posts are appropriate in some places. the biggest detractor is the amount of signs in an area and the visual clutter they give.

221 In Other above, how clean and bold the sign design is....is important to me.

222 I didn't like the signs that were too busy or too small

223 Multiple signs and metal signs are unappealing as well as signs that are high up. To me, the appealing signs are lower to the ground with brick or materials around it and landscape.

224 Businesses need to advertise without too many restrictions

225 Viewable by size

226 Tall signs lined up on skinny posts are terribly unappealing, as well as those that look temporary. Shorter, well landscaped signs are much more appealing.

227 some signs make the area look tacky. Make the signs easy to read as you drive by. We have enough things in cars to distract us.

228 Vinyl signs nailed to side of the buildings are the worst

229 need regulation on the size no flyer signs

230 Too many signs junk up any building

231

I like the lower signs that include stone work or brick. The look classier. I have noticed in other communities things look "cleaner" when there are lower more uniform signs. Less visual clutter!

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- 232 I like colorful, clear to read signage. Not tarps.
- 233 On the major thoroughfares, the tall signs are necessary, or you'll have people getting rear-ended as they look for where they want to turn in. That's just reality.
- 234 Clean signs are better than dirty signs.
- 235 It helps signs look nicer if they're closer to the ground, made out of stone or brick materials and are nicely landscaped around them.
- 236 Too many signs and signs are too high along Wanamaker, and signs along Topeka Blvd and Kansas Ave (especially SW) are outdated from 70s era
- 237 Clutter and readability
- 238 simplicity is good, clutter is bad.
- 239
- I like the signs closest to the ground made out of brick and arrayed in a landscape. I believe in a town this size huge signs are unneeded. Temporary signage is horrible and no one ever takes them down.
- 240 Too many signs create visual garbage.
- 241 Signs for malls with several shops help identify if I will find the one I am looking for..but prefer 1 sign with several names. Dr's office, etc., I prefer large sign on the ground.
- 242 I prefer they be the same size if two or three are framed together.
- 243 Signs that look cheap are not appealing. Multiples in a small area look "jammed in/junky." Illumination is important but should not be "blinding."
- 244 I did not like to see Home Depot/DicksSporting Goods signs. It looks cheap. A business should have a sign with visual quality of lighting and within sight of driver on street.
- 245 I like tall signs with large print I can read from a distance. I don't like the small stuck in the ground that I have to stretch and twist to see/read. Color is nice if doesn't blend in w/background. Like signs to tell me where places are located not just what they sell.
- 246 Liked signs that were designed well and neat and uniform, regardless of the business.
- 247 easy to read, not too much info at once
- 248 Huge, glaring, blinking signs are ugly and distracting.
- 249 I like the simplicity of the ones I chose and the more modern styles. I did not like busy-busy groups or really tall signs.
- 250 I like the big signs that mentioned which business was in that strip mall. You can read the sign farther away. Don't care for the yard signage, but I do understand why we have it.
- 251 Signage should be mandated by the city council to be low to the ground and built with quality materials. The current situation is ugly and just screams of each company going ohhh I got my sign higher the yours. It is rather desperate and sad
- 252 Don't like signs that are so high that you can see them for blocks, but not read them.
- 253 low to the ground with landscaping looks good. Trashy signs on buildings and tall signs detract from the appearance of the community
- 254 The large size of the signs, so you can see places you are looking for without being distracted looking for smaller signs or addresses.
- 255 Again, cleanliness and landscaping around the signs
- 256 Landmark-style signs look nice. Billboard style signs just add visual clutter. It's pretty clear just looking at the Wanamaker photo..
- 257 -----
- 258 The signs need to be clean, uniform, and not over done. Too much on a sign holder or too cheap can make it detract from the view the driver has.
- 259 Use better materials such as brick with signs to make them more appealing.
- 260 Too many signs are overwhelming and make the city look cluttered

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- 261 I believe many of the signs shown on your survey appeared trashy . They were cheap, ugly and unattractive, I cannot stand signs on poles or many signs clumped together or placed on a building like cheap pieces of paper with different type print, colors, etc.....looks do tacky and trashy. How about some classy and visually appealing signs. Quit allowing junky signs that have the appeal of the old portable arrow signs that once blighted Topeka .....ugly/ cheap/ trashy looking. Invest in beautiful signs and store fronts that are very appealing to the eye Topeka has a lot of work to do on both buildings and signs to improve the beauty of this city.
- 262 One very clear sign or no more than 3 in one spot, impossible to see multiple signs at once without slowing down in traffic to read them
- 263 I most like signs with shape & color, best with natural materials like stone as a base. I least like those upon a tall black pole and where there were lots of signs creating clutter. I would rather see multiple business listed on one sign than see 6 separate signs all in a row. And banners/poster board signs should only be used for temporary uses like a grand opening or occasional special sale but NOT in groups like political campaign signs.
- 264 Simple, attractive signs that are well maintained and easy to read are the most positive.
- 265 Some were too tall and plain
- 266 Signs in the same general area should be similar, that is in height and in size. Especially commercial street signs. They should not insecure one another, and be easily read near the entrance to the parking lot of that business
- 267 Banners and temporary signs are very unappealing and don't encourage me to shop at that business
- 268 Easy to read, large, descriptive
- 269 Signs need to be at ground level, and not tall cluttering the view and appearance of the city. Signs need to add to a neat, clean and quality appearance of the city. The city needs to begin to put electrical lines underground to clean up the appearance and first impression of the city since most people see Wanamaker first when they visit Topeka. A clean and beautifully designed and landscaped city will attract businesses, young people and working families.
- 270 Clean lines for signs.
- 271 Prefer low height signs with quality graphics and landscaping, the Sams's Club/Target sign was my personal best choice.
- 272 Font quality, size, design and distraction are key
- 273 Flashing signs can distract drivers.
- 274 Again, not terribly invested in this but I will say that I don't like having a bunch of signs crowding a space. It's expected and acceptable to have a sign outside your business, but lining the street with numerous signs is ugly. I prefer a small, solid-looking sign that makes it easy to see what business is there. I don't like a sign 40' tall and 10' wide, that's just overbearing. And those spotlights at McDonalds have GOT to go.
- 275 Too many signs look cluttered. No one wants to see a bunch of signs. Makes the place look like a ghetto.
- 276 I like them to look substantial, like they won't blow over. The smaller banners and yard signs don't bother me.
- 277 color and neatness
- 278 Banners should be short term, small signs only on weekends put them out Friday night and picked up by Sunday night. Limited signs for bldgs on per side no price advertising on bldgs.
- 279 Signs just need to get your attention - whether it be nice to look at or several of them.
- 280 I liked the very clean, easy to read, aesthetically appealing graphics signs.
- 281 I preferred signs with large lettering that were easy to read and did not overload the viewer with verbiage or images.

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- 282 Don't like cluttered signs. Too many businesses on one sign is messy. Need cleanliness and clarity. No banners or yard signs. Be creative with colors and designs. If the sign is on a pole, make the pole unique!
- 283 A stone base is attractive. Huge signs are horrible as are signs that tower. Signs all over a building are disgusting.
- 284 They were very generic. Better font or more attractive collars would help. They were very generic. Better font or more attractive colors would help.
- 285 Temp signs (fabric) have a place but shouldn't be tattered.
- 286 Signs that are crisp, clear, and bold are the best - the ones that are faded, hard to distinguish, and overly crowded are annoying. I've seen shopping centers pack a dozen store names on and they're very hard to make out because they're plain black text.
- 287
- Liquor stores and gas stations can be the worst at plastering too many signs. It portrays desperation!
- 288 I like tasteful signs that are located at ground level
- 289 Don't like tall signs that litter the appearance of the street and landscape. Shorter professional signs at the ground level possess a much more professional and clean appearance
- 290 The one looked like a bunch of garage sale signs. Also many are too plain. More architectural appeal would be nice in signs.
- 291 The size of the signs depends upon the type of business. Not all signs should be the same.
- 292
- Although some signs may be more visually appealing to me I recognize the need for customers and potential customers to be able to see the store and where to access the store as they travel down the street. Reducing speed limits may have more impact on sign readability.
- 293
- An over abundance of temporary banner signs gives the impression of "bad neighborhood" to me personally. Signs that are clear and easy to read to help people to find where they might be going.
- 294 .
- 295 More important is there are too many overhead wires making the areas look trashy. Those should be buried and NOT put on those gargantuan poles like down west 6th.
- 296 Information is really important Signs need to be large enough to be seen.. That doesnt mean they shouldnt be professional looking
- 297 keeping signage consistent and minimal looks better
- 298 Needs to be easy to read/ not cluttered.
- 299 I prefer signs that are low to the ground and are architecturally interesting.
- 300 the super tall overbearing signs every 50ft needs to end.
- 301
- The most important thing about a sign is being able to quickly spot the place you need to go - in areas with high density of businesses, it's just so busy. Anything to help cut through the clutter would be good.
- 302 Don't like big bright colors. Like neutral colors.
- 303 We need to eliminate the use of big signs on the top of super tall metal posts. Also requiring some amount of brick or natural stone to retail signs would certainly enhance the visual appearance of our community.
- 304 Too Many small, cluttered signs look terrible

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305

Too many businesses on 1 sign is a waste. Signs aren't even necessary except on the actual Storefront where it should be loud, simple and illuminated during evening business hours. But in the future signs will be a thing of the past in our Right-Of-Ways as our phones and electronics tell us exactly where to go anyway. Use that additional money you would have spent on ROW signs and put it toward a fund that.....well, I wont get into that. Signs in the ROW are ugly, a waste of money and a target for vehicles and pedestrians alike to hit and or run over. They also limit our views at times while traveling here and there. A sign can also look good but when surrounded by crumbling infrastructure the sign itself becomes an ugly eye sore also. If you want to know what would really make this Great City shine then wrap the thought of putting all utilities underground. That would bring in many jobs, quality companies to install, and top notch phone/cable/electric/etc. companies to provide their services. This would be a serious makeover for the City and a major step in beautification. For instance look E. of Branner Traffic Way on 6th Street, signs, wires and ugly buidings everywhere. Look along Crane Street or 3rd Street E. of the Topeka Blvd. Bridge, yea a lot of areas just need to be bulldozed and rebuilt along the river front. Ok ill shut up.

306 If the signs are clean and well printed. In Mexico many are hand lettered, poorly.

307 signs that indicate name of store only are best.

some signs had WAY more information than needed.

308 Visual appeal and landscape around the signs also comes into play.

309 Bright colors, easy to read fonts, and looking well made and put together.

310 Less is more, clean lines better.

311 Attractive, quick information and ease of instruction.

312 Design ,design,design.

313 Quality signs that are visible in front of the property, but not miles away are the way to go. Unless you are on a highway frontage, they don't need to be identified from space.

314 Most liked the amount of greenery around them and stones. Disliked the unprofessional trashy look of some and lack of greenery

315 Cheap signs make an entire street look bad.

316 Some signs looked cheap and poorly placed.

317 Signs must look neat and orderly. Paper signs look sloppy.

318 It seems if it is a franchise of a national corporation, then they have the best signage, because they have the financial resources.

319 Temporary banners are very unappealing. Too many logos, sizes of letters make signs hard to read. Stone or brick bases and good landscaping make signs much better.

320 It's best not to be cluttered with so many signs. Keep it clean looking.

321 When there were a lot of signs either on buildings or in the grass it was not appealing at all.

322 It is very difficult to make any sign appealing along a very ugly, poorly design road, as most of these examples are along. Signs like these aren't even all that necessary in a more traditional urban environment.

323 Bright colors are very appealing.

324 Ladscaping at the base of the sign is very important to me.

325 Can't tell illumination from sigh should not be a question. More concerned about non-permanent signs that make neighborhood look like trash. Increase in bicycle signage that may not be legal should be a MAJOR concern to the City.

326 Signs should provide information & be visible without looking garish

327 I like the signs that are built on a structure rather than on poles. Color also makes a difference.

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- 328 Signs should be a part of the overall esthetic, not stand out because they are ugly, too tall, too busy, not tastefully done.  
Important to convey, the single most negative to signage in Topeka is those god awful portable signs. Diminishes the city, looks like the Ozarks.
- 329 the tarp like banner signs, especially the ones that are created by adult beverage companies that are hung on buildings, around building or on windows are terrible
- 330 Loud obnoxious signs are annoying. Unpleasant
- 331 More latitude on size of signs at ground level, & latitude depending on other signs in vicinity
- 332 The clearer visual is better and least cluttered makes it easier to read as you drive by. Landscaping around it makes it more attractive.
- 333 Signs need to be updated to be appealing.
- 334 Signs that stand too high, are too big, too temporary and too numerous. Picture 10 of the liquor store with all the banners and window signs is too cluttered. Some of the signs and landscaping are too simple and boring. Many of the signs are just way too tall, but shorter signs should not block views for people trying to turn onto roadways and intersections.
- 335 Signs plastered on building and signs stuck in the grass are VERY unappealing.
- 336 I feel many signs on the sides of busy streets are distracting for drivers.
- 337 Some are too busy.
- 338 I'm not a huge fan of skinny pole signs.
- 339 None of these signs was particularly unappealing--except, maybe, the photo with the large number of signs. Other than really badly hand-lettered or so big they're a hazard to safety, minimal regulation ought to be the goal.
- 340 Over involvement of sign laws by local Government can cost consumers in the long term.
- 341 I think it is totally possible to advertise your store or location without screaming "look at me"!
- 342 signs that were in good repair, made of good materials, not too high, and had more of a professional appearance made for better appeal.  
Those that were made of temporary materials and where several were in the same image, it quickly became cluttered and I wasn't reading them anyway so they just looked junky.
- 343 So many in some areas, so many bunched together, you aren't able to read any of them from the street.
- 344 No clutter..lower to the ground is better.
- 345 Professional hard scape eye level signage is ascetically pleasing in cities verses vertically looming over a business. Hilton head island and other communities have strict signage rules that lend to quality signage
- 346 Signs that are low in height tend to clutter landscaping and are difficult to read in a "timely" manner.
- 347 Ones that are permanent, substantial, well-groomed area around, and high and large enough to see and USE are the most appealing to me.
- 348 The number, size and setback of signs is very important along with the material being complimentary to the building and landscaping.
- 349 Signs need to be tasteful and not gaudy
- 350 Can understand a temporary banner when a store just opens, but the yard signs or temporary signs plastered on a building are ugly and wasteful. The tall signs are ok, and sometimes necessary, but the lower signs with stone/other features appear nicer.
- 351 Landscaping made signs look better because it brought some beauty to the area. The better kept the area was the better the sign looked. The neater the sign, the better it looked.
- 352 the bigger and higher the better

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- 353 Signs that are grouped closely together or unkept tell me to stay away from the area. Gives it a rundown look. As to those little lawn signs.
- 354 Sign size and set back are important along with the number of signs - we allow way too many signs along with poor quality and poor taste resulting in our City being very tacky and ugly.
- 355 Too many competing
- 356 Signs need to announce but not be gaudy. I think that there are ways to draw attention without shoving it in our face.  
There's McDonalds with just an M that is very pretty.  
Additionally, many stores can just figure out a nice brand and use that as opposed to large letter and full names.  
Simplicity is the key.
- 357 If driving by a glance might be the only time to take notice especially if it's in with other stores so if it's big enough and tall enough easier to find and takes your eyes away from busy signs that's formed all together and focus on it individually.
- 358 Paper and plastic signage plastered to building is very unattractive.
- 359 Signs need to be ground level. When you look up and down Wanamaker road there are hundreds of pole signs that are 30-50 feet in the air. This is not appealing at all. Signs on buildings need to be more permanent materials and not banners.
- 360 Signs that looks like someone cared about the quality of construction and attention to detail make better visuals for the community.
- 361 Location of sign is important also
- 362 Too tall signs very unattractive.banners ok for awhile.tacky cluttered signs distasteful.
- 363  
A sign that gives a little bit of detail, such as the McDonald's sign that says that they have free WiFi makes a world of difference and a sign Lily the ones displaying academy sports and home Depots shopping centers look bunches and like maybe they could use some space around them, I like the one at the 29th and Topeka one where it clearly displays the names of the stores and doesn't look like there competing as much as that they are trying to help the customer find there business
- 364 Please ban the arrowsigns.
- 365 Still need to be able to find these places when I'm going for the first time. I don't like having to drive around when I can't see the business.
- 366  
Pole signs are ugly. Monument signs are better - shorter preferred. Vinyl/temporary signs ugly. Number of signs should be limited. Way too much sign clutter - i.e. many areas look like crap.
- 367 Keep signs out of lines of vision for traffic driving or turning at intersections. Signs should all be illuminated to draw attention to the business and signs should be placed at heights so not to block vision. Do not use solid foundations for signs, use heavy metal poles so as not to block visions or have crime of people hiding behind signs....Remember to keep signs tall and illuminated to help with crime in the dark hours.
- 368 I understand the shorter signs can be more visually appealing, but it is frustrating to visit somewhere and not be able to see the signs from a distance.
- 369 Tarps attached to buildings are least appealing of all.
- 370 Some of those look very cheap.
- 371  
One large sign is much more visually appealing than multiple small ones. The signs with the brick supports look more sturdy and stable and thus more appealing than the long skinny legged ones.

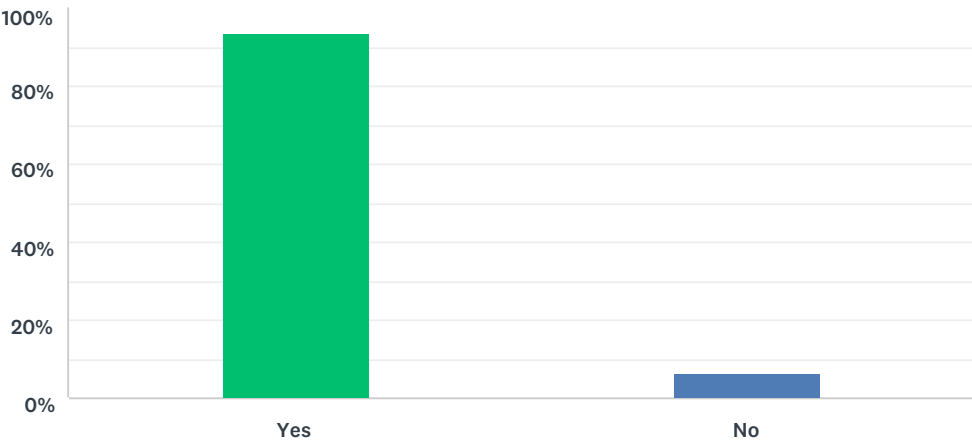
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- 372 Vinyl signs draped on buildings is terrible. Signs stuck in ground of right of ways or elsewhere is trashy looking. Johnson County has a clean professional look. I miss chose on the first sign selection, it was nice. NFPA 704 should and shall be on bldgs when applicable and FD connections should be professionally ID'd.
- 373 Smaller and nice quality
- 374 I honestly think signs should be on the building only, and not in the grassy areas. If they are in the grassy areas, they need to be landscaped and made with quality materials. Since most people have GPS, signs are necessary, and too many signs make everything look cluttered. I prefer no signs on poles and only attached to the building.
- 375 most look horrible. Wanamaker is very trashy with signs
- 376 Signs need be no more than 10 feet tall. Signs do not grab my attention to shop at businesses. I frequent these places because I need or want it now. Online shopping has changed everything.
- 377 Topeka has done poorly to plan the layout of this town.
- 378 I prefer updated and illuminated signs the best and I don't like combo signs.
- 379 Visibility, clearly readable, color, and upkeep
- 380 Not really an issue with me
- 381 Too many signs becomes hard to read while driving and becomes very unappealing. It becomes similar to junk in the neighbors yard. Simple and clear to read signs are the best.
- 382 Consistency  
Non intrusive
- 383 Monument signs with landscaping are the most appealing. There should be no ground signs permitted in the right of way
- 384 This is very "broken window" theory based. If it looks better, it will attract the right people for the right reasons and if it looks bad it will attract the wrong people for the wrong reasons.
- 385 Please make businesses fix their run down signs and get rid of banners that are just stuck up by fence posts
- 386 Smaller signs are better. Exposed poles are ugly. Temporary signs are an eyesore.



Q40 Do you live in Shawnee County?

Answered: 824 Skipped: 238



ANSWER CHOICES		RESPONSES	
Yes		93.57%	771
No		6.43%	53
TOTAL			824