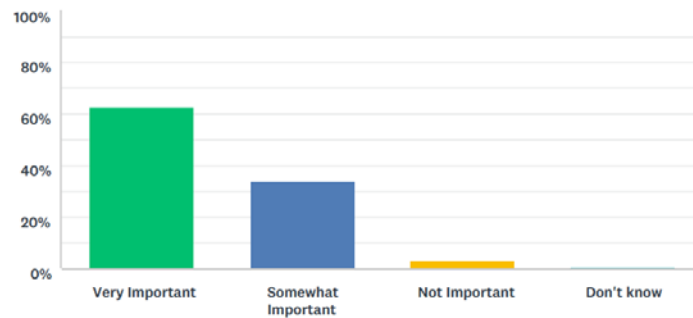


Building Design Visual Appeal Survey Key Takeaways

- **1,062** took the building design survey and **480** provided written comments
- Building design matters – 96% of survey respondents rated the importance of building design to the visual appeal of a community as “Very Important” or “Somewhat Important”.

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

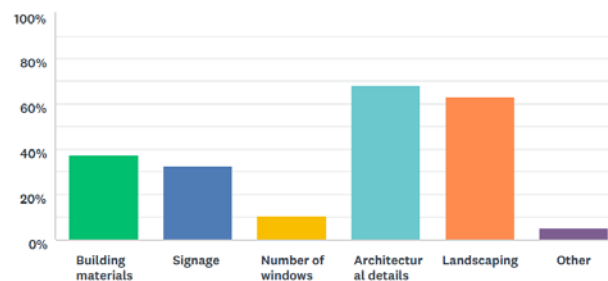
Answered: 1,062 Skipped: 0



- The two factors rated most important to the visual appeal of buildings were: “Architectural Details” and “Landscaping”.

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

Answered: 1,062 Skipped: 0



Building Design Images

- The images that lacked landscaping were rated less appealing than those images that had well developed landscaping.
- Images with higher quality building materials, many architectural details, and more windows rated as more appealing overall.

Building Design Comments

- Quality building design is important.
- Landscaping is important.
- The condition of the parking lot (landscaping was mentioned in this context too) can enhance or take away from the appeal of a building design.
- There were a few comments on the cost impact of design standards on small business.
- Metal buildings are not appealing.
- Importance of well-maintained properties (e.g. paint, signs in windows, etc.).
- Too many signs can impact the appeal of a property.
- Brick preferred in design.