



FRAMEWORK
FOR OUR FUTURE

A REGIONAL PROSPERITY PLAN
FOR NORTHWEST LOWER MICHIGAN

Let Our Resources Work For You.



**Northwest Michigan
Council of Governments**

Workforce • Business • Community



With rapid changes in economic and demographic trends, it is increasingly necessary to critically examine how to plan for these changes. The choices of how we shape the built environment greatly impact the economic vitality and resiliency of our communities.



Introduction

Visual preference surveys (VPS) are designed to gather the public's preferences for the natural and built environments of their community. The process often entails viewing a series of images and collecting the overall desirability. The Framework For Our Future VPS was designed to delve deeper into the images to gauge the desirability of specific elements.

The focus of this VPS study was on design elements for commercial corridors. The aesthetics of commercial areas, their functional design choices, and offered public amenities are crucial to economic health of commercial corridors and downtowns. In the increasingly competitive retail marketplace, it is difficult to compete based on price alone. If our brick and motor stores are to survive against online competitors, we need to create vibrant environments to entice and retain commercial activity. Thus insuring the long-term economic viability of our local businesses.

This VPS was conducted for the counties of Antrim, Benzie, Grand Traverse, Kalkaska, Leelanau, and Wexford in 2013 and Charlevoix, Emmet, Manistee, and Missaukee in 2014. The 2013 online survey collected a total of 514 responses from July to September. The 2014 online survey collected a total of 32 responses from May to July.

The images were selected from Sitephocus, an on-line image library of the built environment. Images were limited to communities outside the Grand Vision region to reduce local biases. A separate report is available for each of the Grand Vision counties and includes data summaries for each image from the respective report county with comparison data from all survey participants.

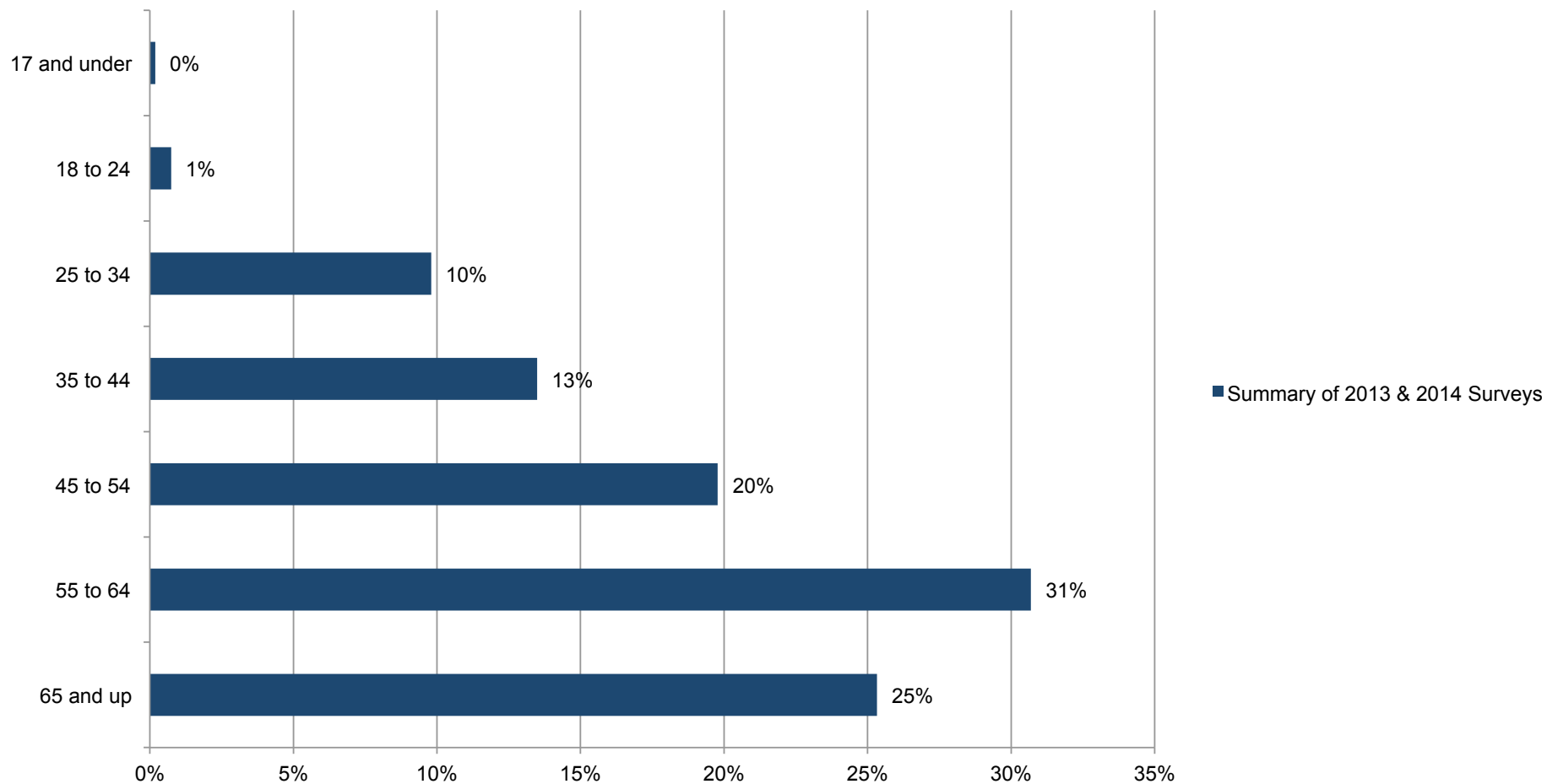
Many of the images contained a question where the survey participant was asked to indicate if the site depicted in the image was appropriate for Main Streets in smaller communities, Downtowns in larger communities, and Highway/Arterial Road Commercial Corridors. The highest and lowest scoring images were indicated for both the selected county and the total survey population.

The survey contained additional questions asking participants about their interest in various housing types, their views on potential growth areas, as well as a limited amount of demographic questions. The results of these none image based questions are contained in the first few pages of the report.



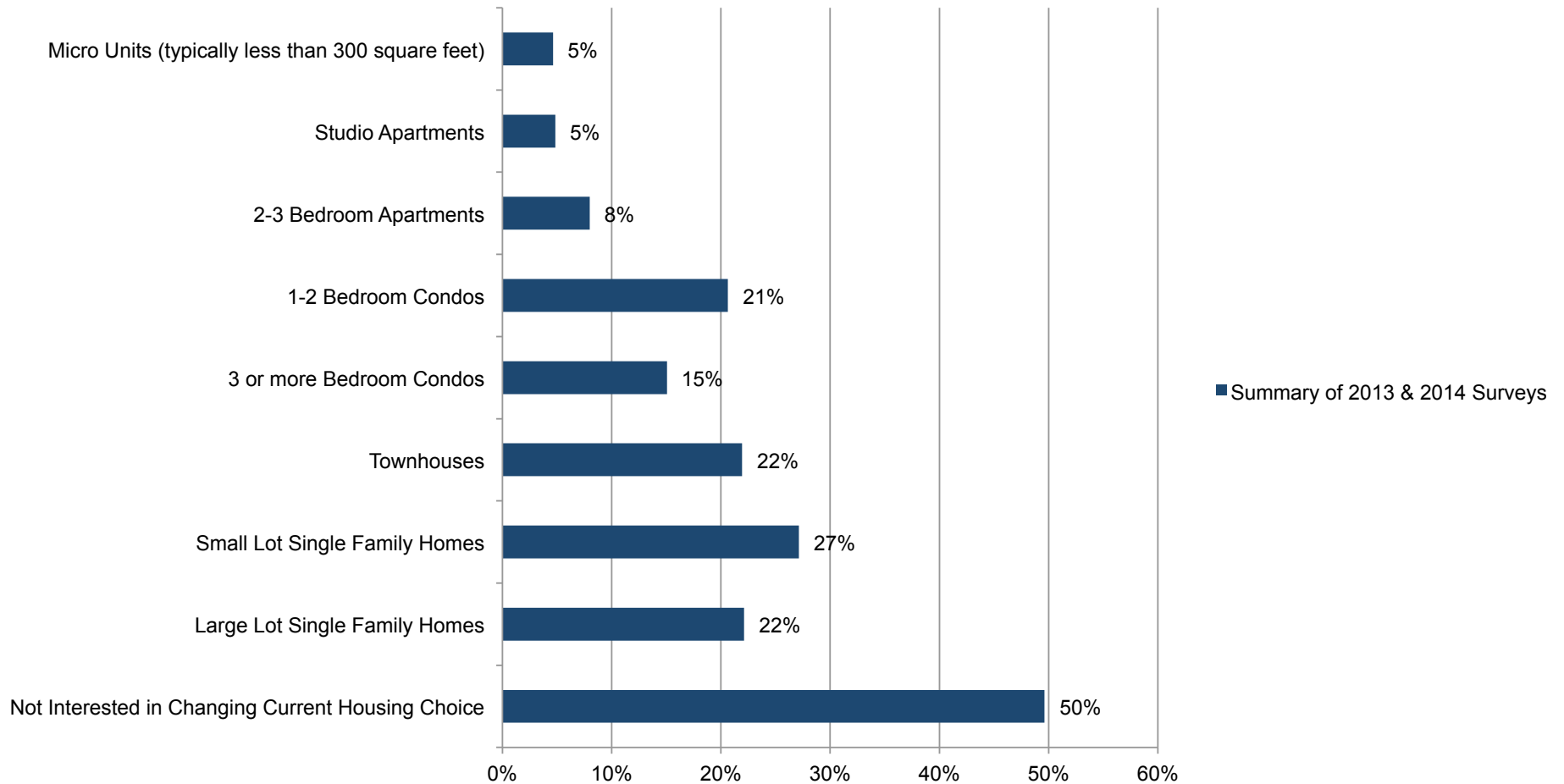
Which age group are you in?

Summary of 2013 & 2014 Surveys

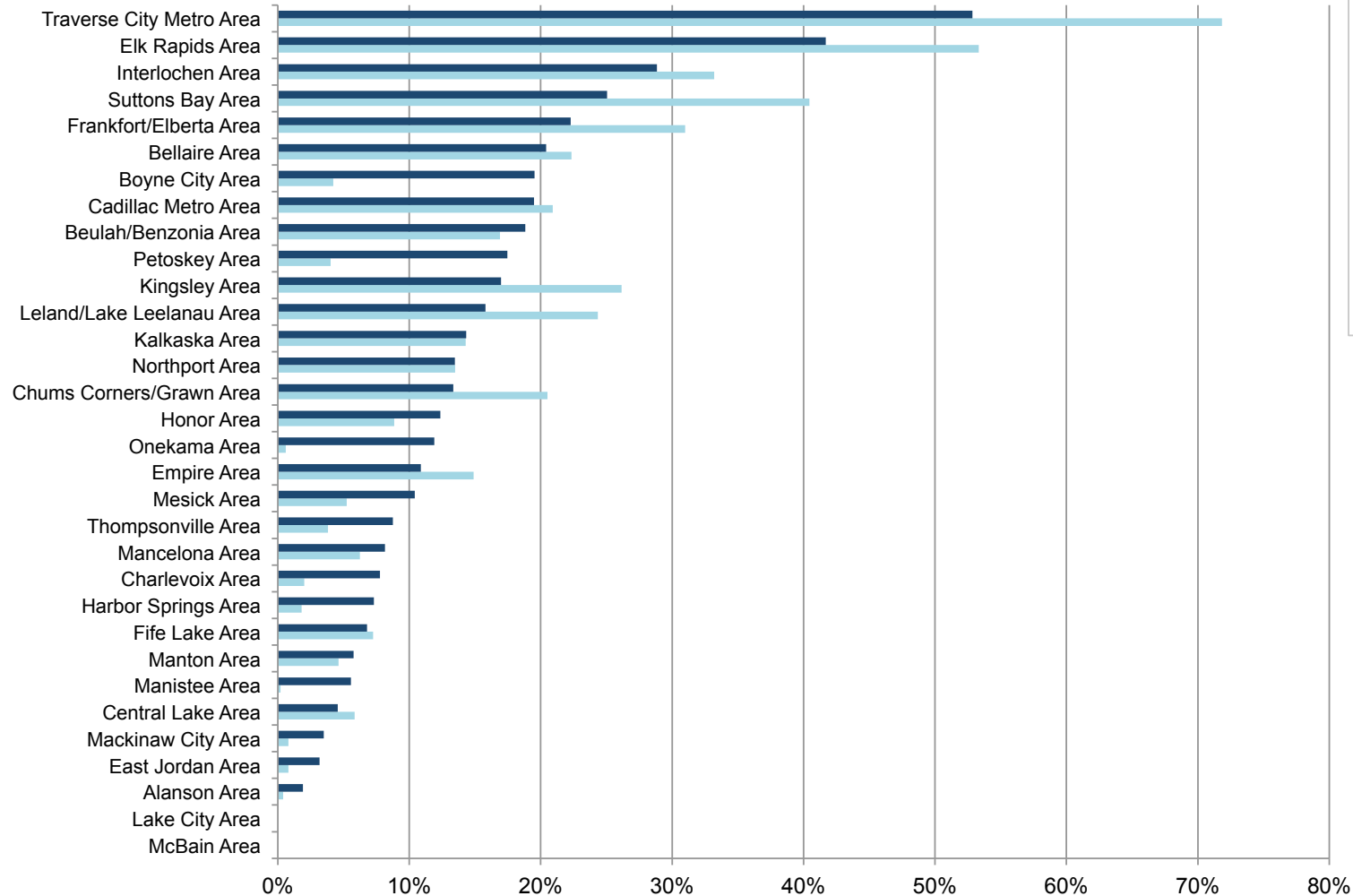


What type(s) of housing would you be interested in living in (you may select more than one)?

Summary of 2013 & 2014 Surveys



Which existing population centers do you feel have potential for attracting new residents and businesses (please select up to 5)?

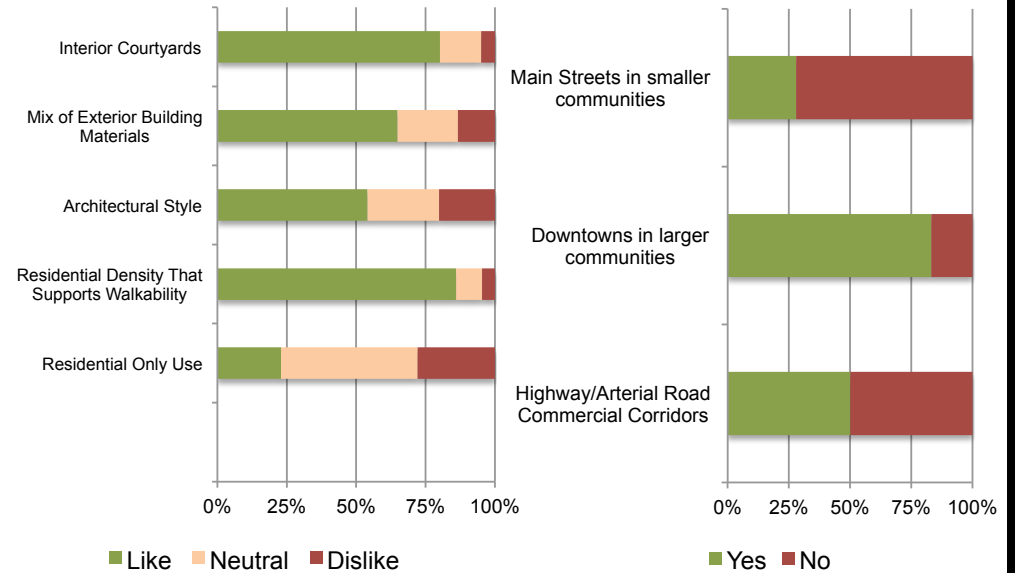


Disclaimer

Respondents from the previous Antrim, Benzie, Grand Traverse, Kalkaska, Leelanau, and Wexford Counties survey did not contain the option of selecting population centers from Charlevoix, Emmet, Manistee, and Missaukee Counties. As a result, these areas may be underrepresented in the survey preferences. Additionally, the Manistee and Missaukee Counties respondent sample sizes were small or non-existent.

■ Equally Weighted
Average of Counties

■ Summary of 2013 &
2014 Surveys



Question 6

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

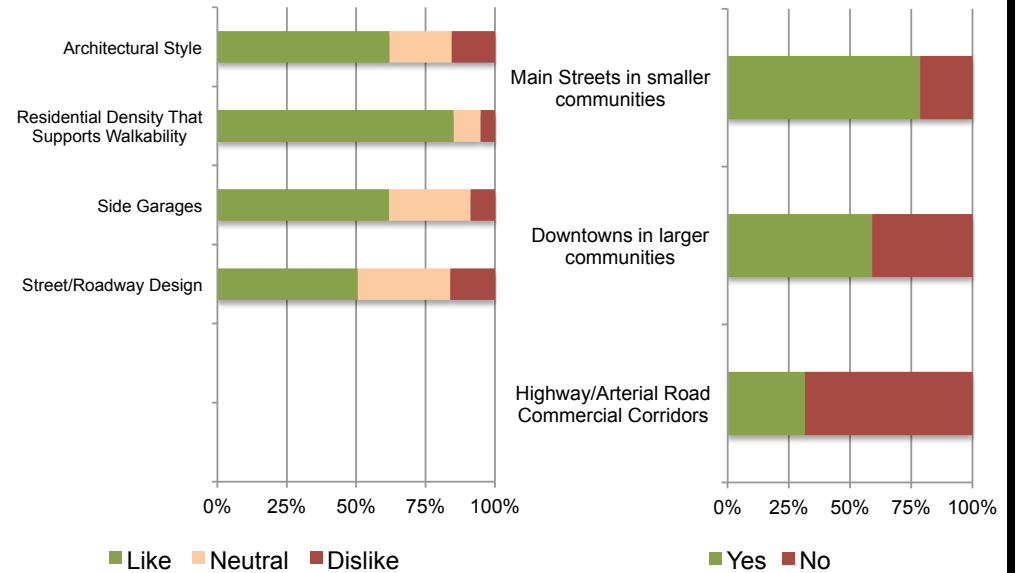
Results				Highest/Lowest Rating
Yes	No	Responses		
28%	72%	472		
83%	17%	499		
50%	50%	465		

Question 7

Please indicate your preferences for the following design qualities.

- Interior Courtyards
- Mix of Exterior Building Materials
- Architectural Style
- Residential Density That Supports Walkability
- Residential Only Use

Results				
Like	Neutral	Dislike	Responses	
80%	15%	5%	501	
65%	22%	13%	501	
54%	26%	20%	497	
86%	9%	5%	500	
23%	49%	28%	484	



Question 8

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

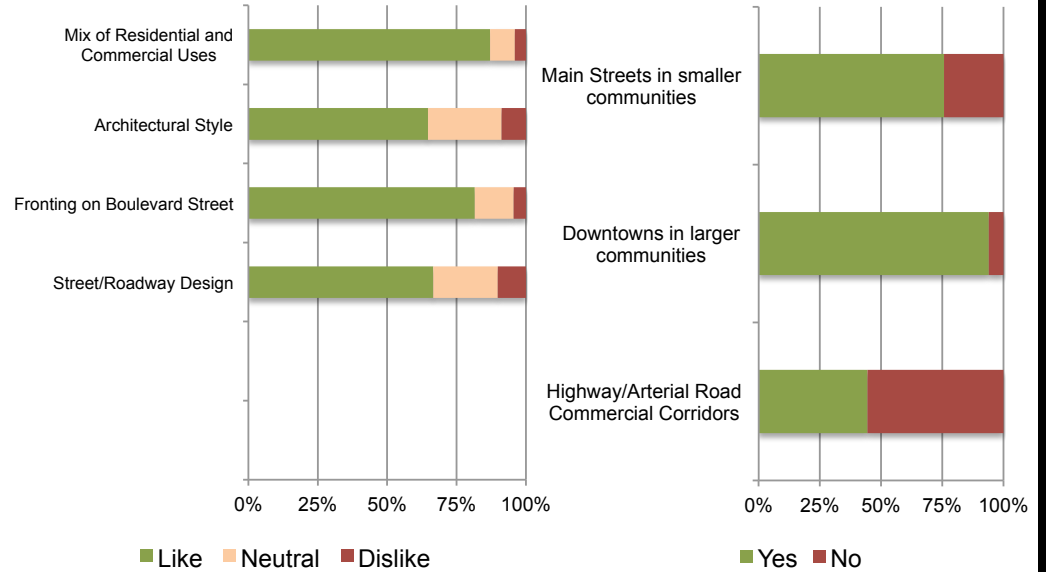
Results				Highest/Lowest Rating
Yes	No	Responses		
79%	21%	487		
59%	41%	481		
32%	68%	468		

Question 9

Please indicate your preferences for the following design qualities.

- Architectural Style
- Residential Density That Supports Walkability
- Side Garages
- Street/Roadway Design

Results			
Like	Neutral	Dislike	Responses
62%	22%	16%	487
85%	10%	5%	485
62%	29%	9%	487
51%	33%	16%	478



Question 10

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

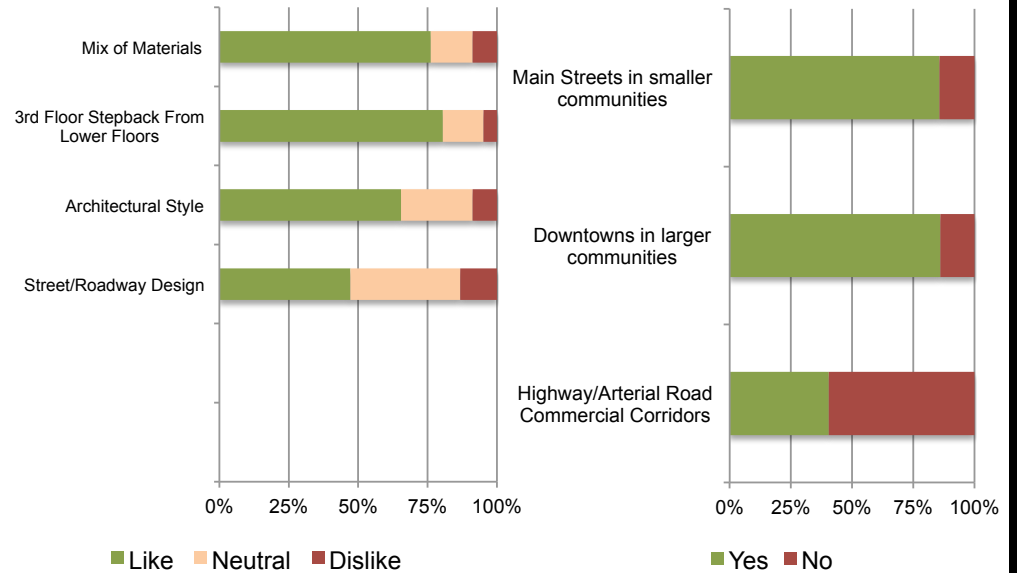
Results			Highest/Lowest Rating
Yes	No	Responses	
76%	24%	474	
94%	6%	478	
44%	56%	459	

Question 11

Please indicate your preferences for the following design qualities.

- Mix of Residential and Commercial Uses
- Architectural Style
- Fronting on Boulevard Street
- Street/Roadway Design

Results			
Like	Neutral	Dislike	Responses
87%	9%	4%	480
65%	27%	9%	479
82%	14%	4%	478
67%	23%	10%	474



Question 12

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

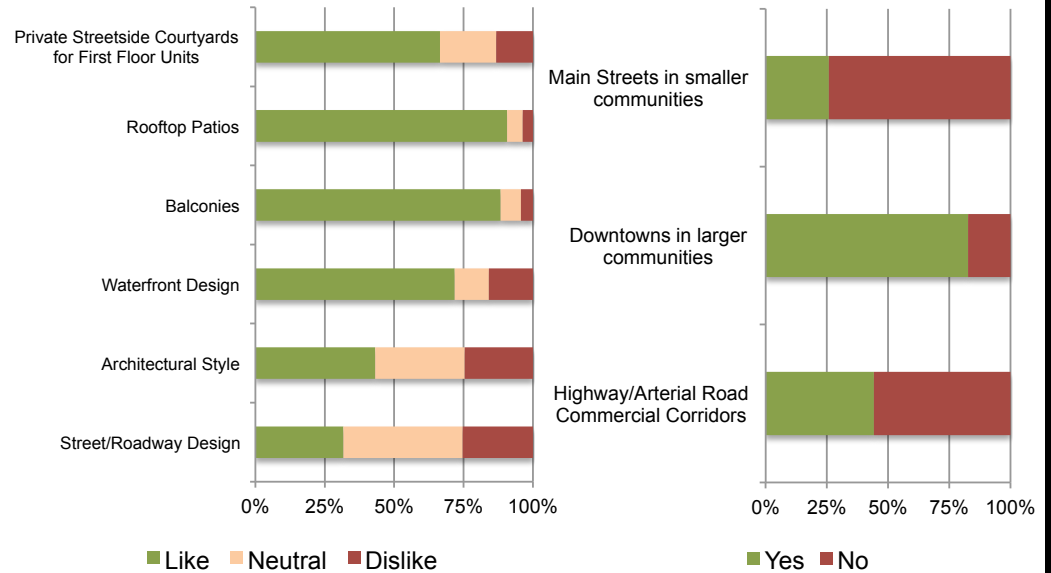
Results				Highest/Lowest Rating
Yes	No	Responses		
86%	14%	470		
86%	14%	466		
40%	60%	452		

Question 13

Please indicate your preferences for the following design qualities.

- Mix of Materials
- 3rd Floor Stepback From Lower Floors
- Architectural Style
- Street/Roadway Design

Results				
Like	Neutral	Dislike	Responses	
76%	15%	9%	469	
80%	15%	5%	471	
65%	26%	9%	469	
47%	40%	13%	462	



Question 14

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

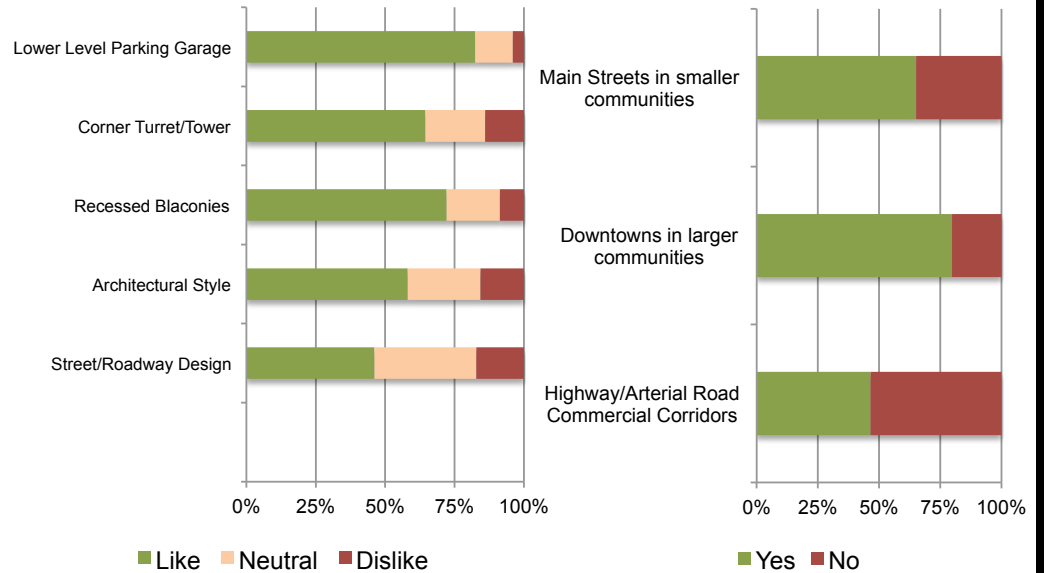
Results				Highest/Lowest Rating
Yes	No	Responses		
26%	74%	446		
83%	17%	462		
44%	56%	441		

Question 15

Please indicate your preferences for the following design qualities.

- Private Streetside Courtyards for First Floor Units
- Rooftop Patios
- Balconies
- Waterfront Design
- Architectural Style
- Street/Roadway Design

Results				
Like	Neutral	Dislike	Responses	
67%	20%	13%	460	
91%	6%	4%	460	
88%	7%	4%	462	
72%	12%	16%	461	
43%	32%	25%	456	
32%	43%	25%	447	



Question 16

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

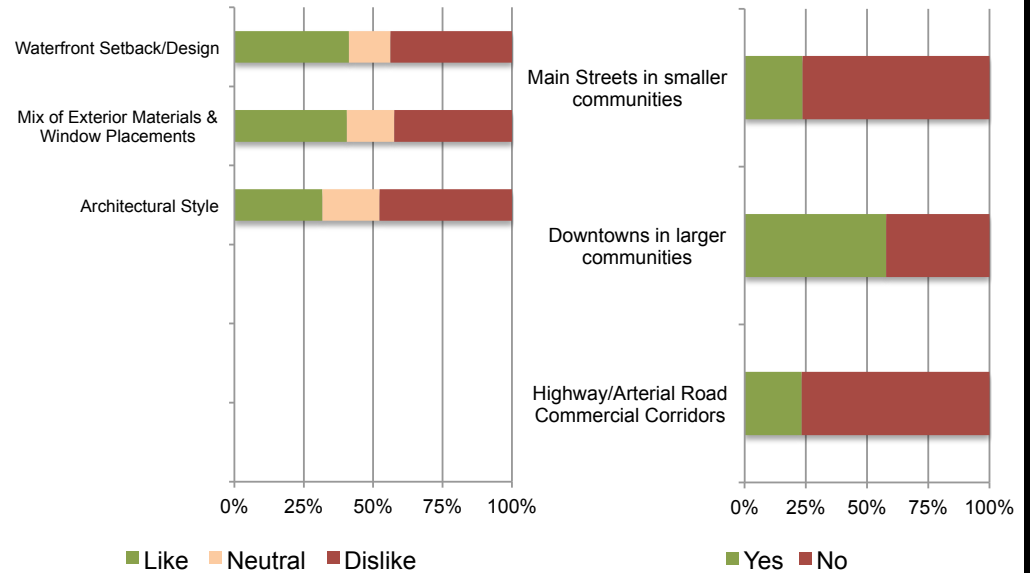
Results				Highest/Lowest Rating
Yes	No	Responses		
65%	35%	450		
80%	20%	450		
46%	54%	435		

Question 17

Please indicate your preferences for the following design qualities.

- Lower Level Parking Garage
- Corner Turret/Tower
- Recessed Balconies
- Architectural Style
- Street/Roadway Design

Results				
Like	Neutral	Dislike	Responses	
82%	14%	4%	454	
64%	22%	14%	450	
72%	19%	9%	452	
58%	26%	16%	447	
46%	37%	17%	444	



Question 18

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

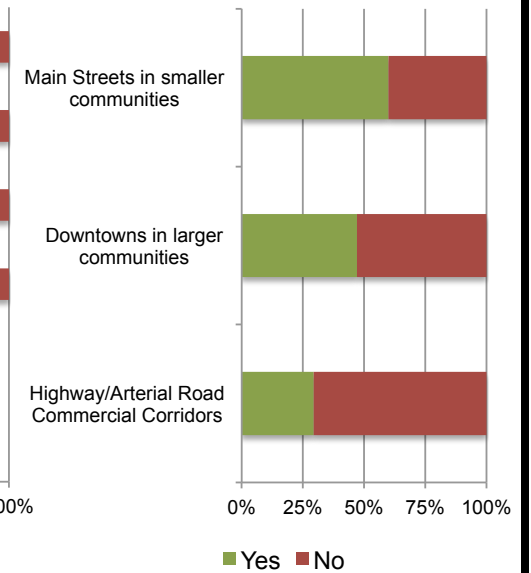
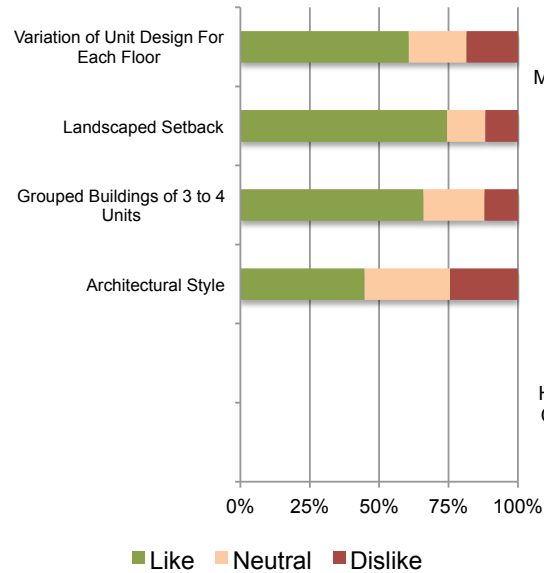
Results			Responses	Highest/Lowest Rating
Yes	No			
24%	76%		431	
58%	42%		443	
23%	77%		421	

Question 19

Please indicate your preferences for the following design qualities.

- Waterfront Setback/Design
- Mix of Exterior Materials & Window Placements
- Architectural Style

Results				Responses
Like	Neutral	Dislike		
41%	15%	44%		441
41%	17%	42%		439
32%	21%	48%		438



Question 20

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

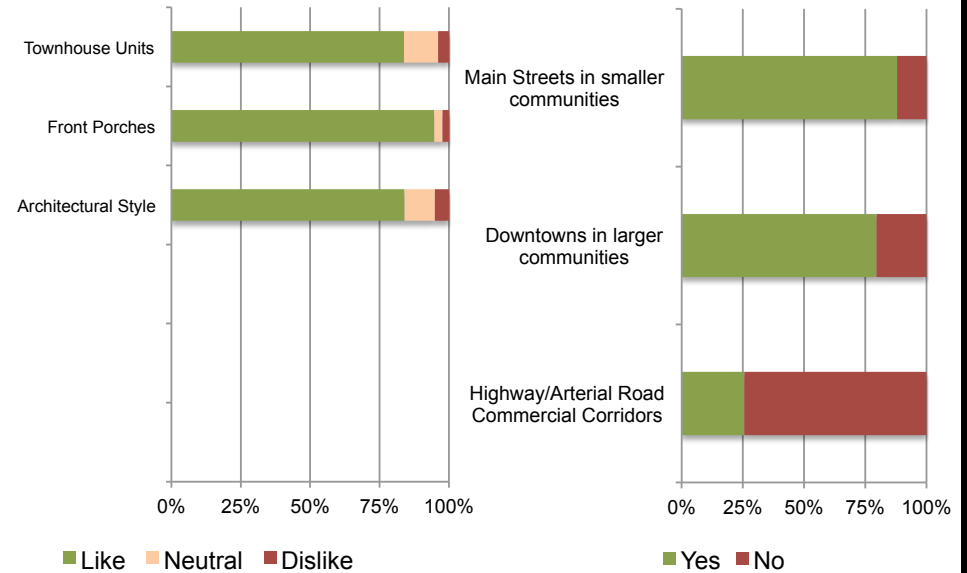
Results				Highest/Lowest Rating
Yes	No	Responses		
60%	40%	435		
47%	53%	433		
29%	71%	422		

Question 21

Please indicate your preferences for the following design qualities.

- Variation of Unit Design For Each Floor
- Landscaped Setback
- Grouped Buildings of 3 to 4 Units
- Architectural Style

Results				
Like	Neutral	Dislike	Responses	
61%	21%	19%	437	
74%	14%	12%	435	
66%	22%	12%	438	
45%	31%	24%	429	



Question 22

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

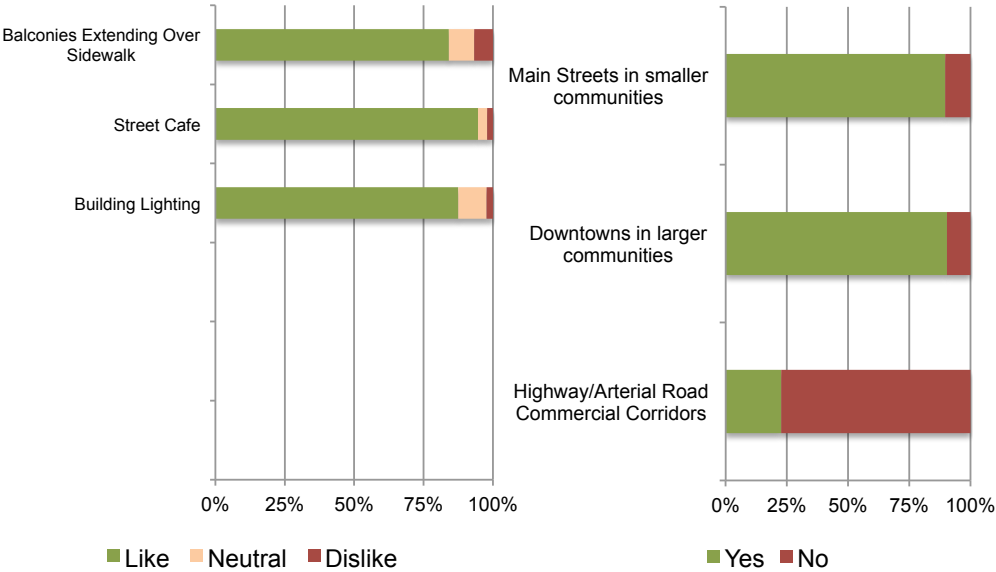
Results				Highest/Lowest Rating
Yes	No	Responses		
88%	12%	434		
80%	20%	430		
26%	74%	414		

Question 23

Please indicate your preferences for the following design qualities.

- Townhouse Units
- Front Porches
- Architectural Style

Results				
Like	Neutral	Dislike	Responses	
84%	12%	4%	431	
95%	3%	2%	435	
84%	11%	5%	431	



Question 24

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

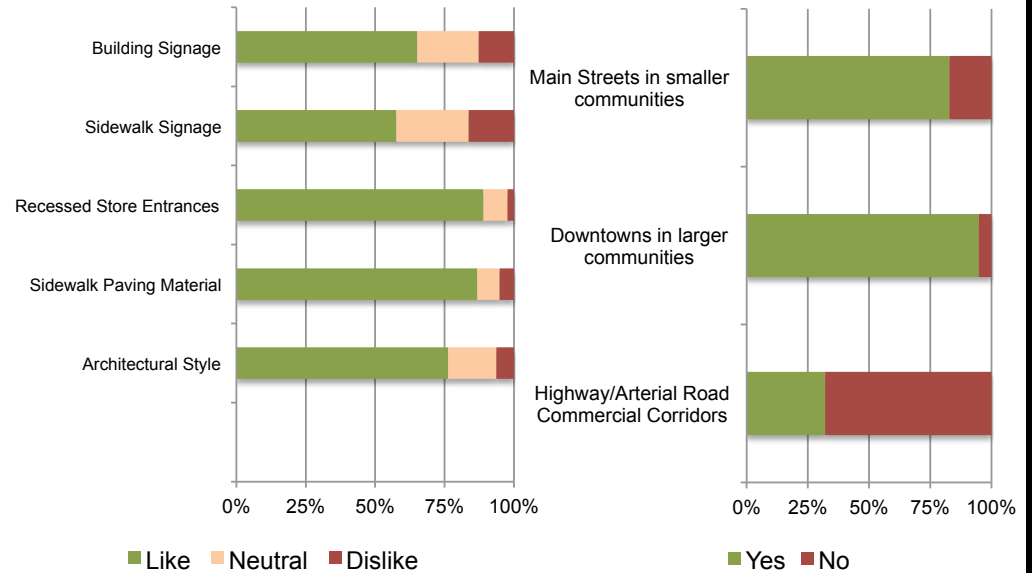
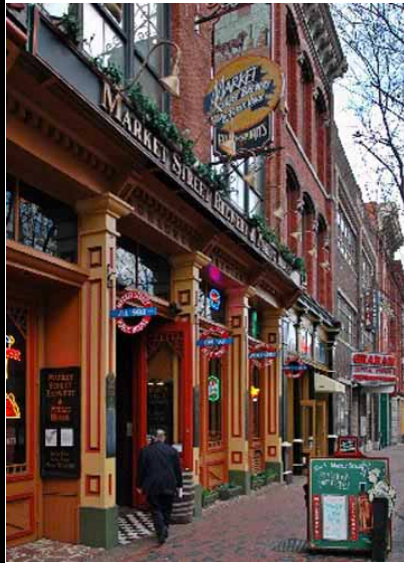
Results			Highest/Lowest Rating
Yes	No	Responses	
90%	10%	426	Lowest
90%	10%	425	
23%	77%	401	

Question 25

Please indicate your preferences for the following design qualities.

- Balconies Extending Over Sidewalk
- Street Cafe
- Building Lighting

Results			
Like	Neutral	Dislike	Responses
84%	9%	7%	427
95%	3%	2%	426
88%	10%	2%	425



Question 26

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

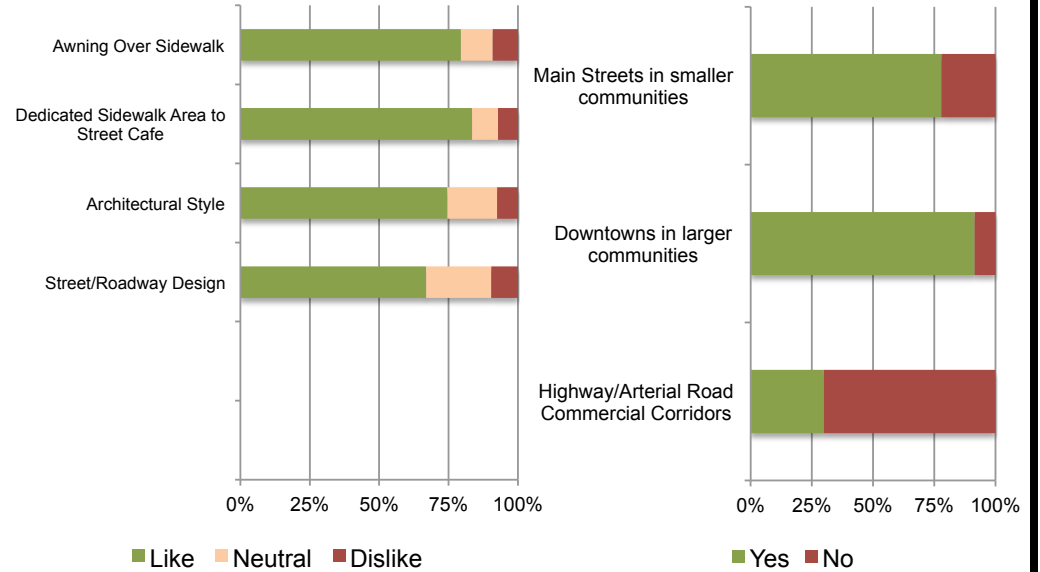
Results				Highest/Lowest Rating
Yes	No	Responses		
83%	17%	424		Highest
95%	5%	427		
32%	68%	399		

Question 27

Please indicate your preferences for the following design qualities.

- Building Signage
- Sidewalk Signage
- Recessed Store Entrances
- Sidewalk Paving Material
- Architectural Style

Results			
Like	Neutral	Dislike	Responses
65%	22%	13%	424
58%	26%	16%	424
89%	9%	2%	426
87%	8%	5%	423
76%	17%	6%	413



Question 28

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

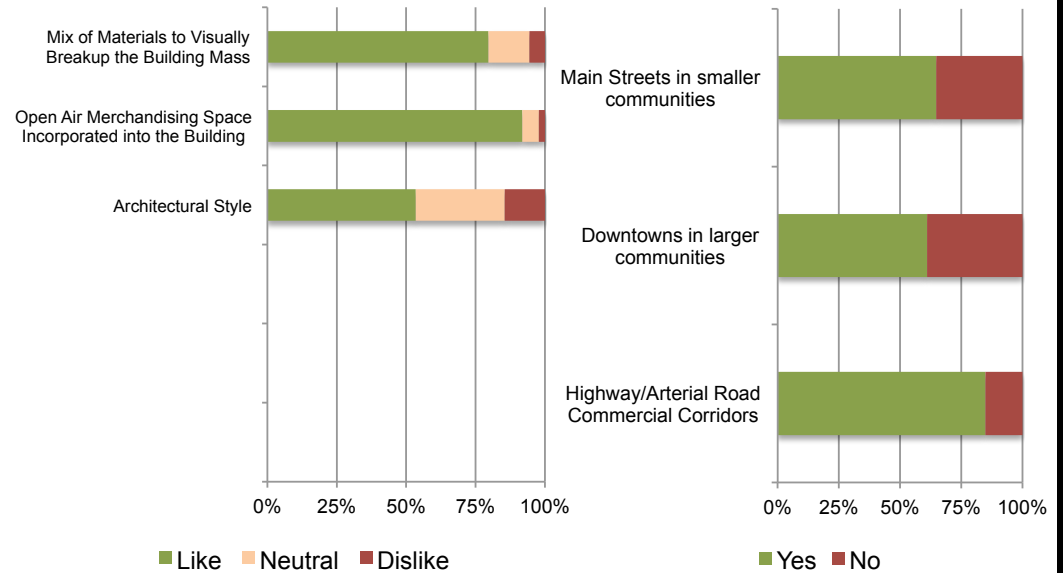
Results			Highest/Lowest Rating
Yes	No	Responses	
78%	22%	412	
91%	9%	420	
30%	70%	392	

Question 29

Please indicate your preferences for the following design qualities.

- Awning Over Sidewalk
- Dedicated Sidewalk Area to Street Cafe
- Architectural Style
- Street/Roadway Design

Results			
Like	Neutral	Dislike	Responses
79%	11%	9%	419
83%	9%	7%	418
75%	18%	7%	416
67%	23%	10%	405



Question 30

Is this grocery retail form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

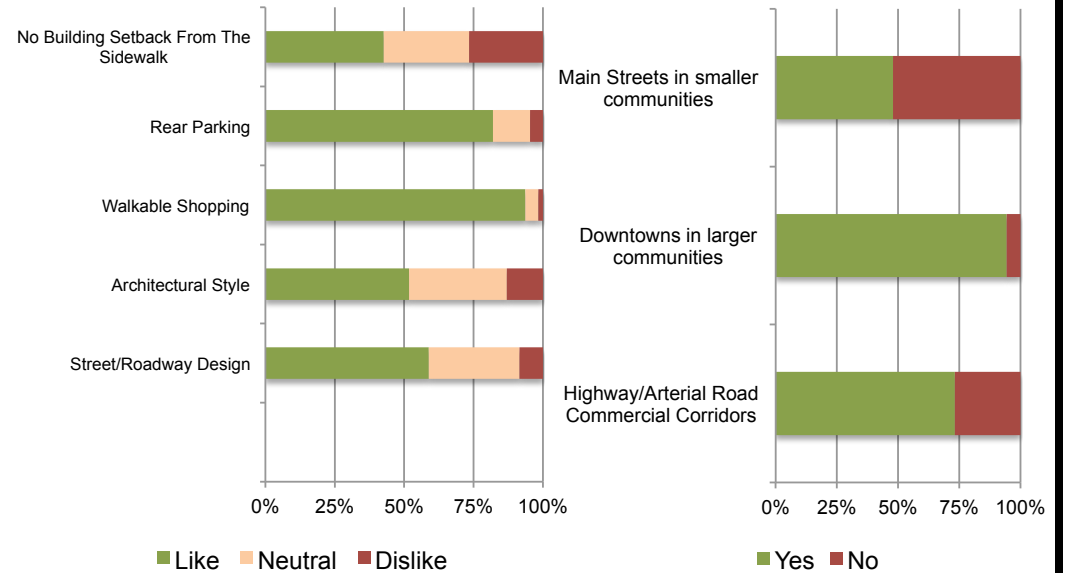
Results				Highest/Lowest Rating
Yes	No	Responses		
65%	35%	415		
61%	39%	408		
85%	15%	410		Highest

Question 31

Please indicate your preferences for the following design qualities.

- Mix of Materials to Visually Breakup the Building Mass
- Open Air Merchandising Space Incorporated into the Building
- Architectural Style

Results			
Like	Neutral	Dislike	Responses
80%	15%	6%	414
92%	6%	2%	416
53%	32%	14%	415



Question 32

Is this grocery retail form appropriate for...

Main Streets in smaller communities
Downtowns in larger communities
Highway/Arterial Road Commercial Corridors

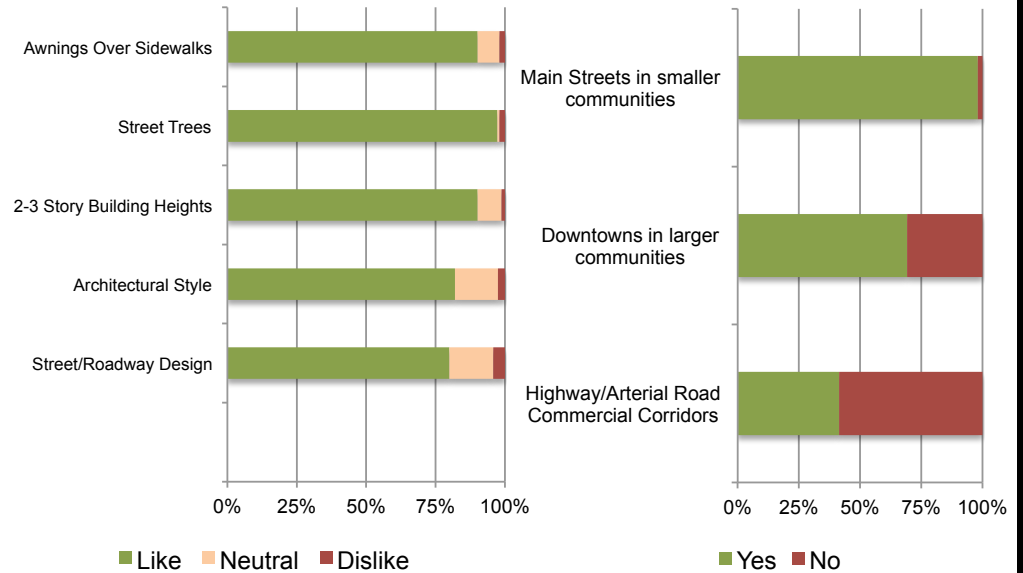
Results			Highest/Lowest Rating
Yes	No	Responses	
48%	52%	392	
94%	6%	410	
73%	27%	391	

Question 33

Please indicate your preferences for the following design qualities.

No Building Setback From The Sidewalk
Rear Parking
Walkable Shopping
Architectural Style
Street/Roadway Design

Results			
Like	Neutral	Dislike	Responses
43%	31%	27%	410
82%	13%	5%	410
94%	5%	2%	410
52%	35%	13%	406
59%	33%	8%	404



Question 34

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

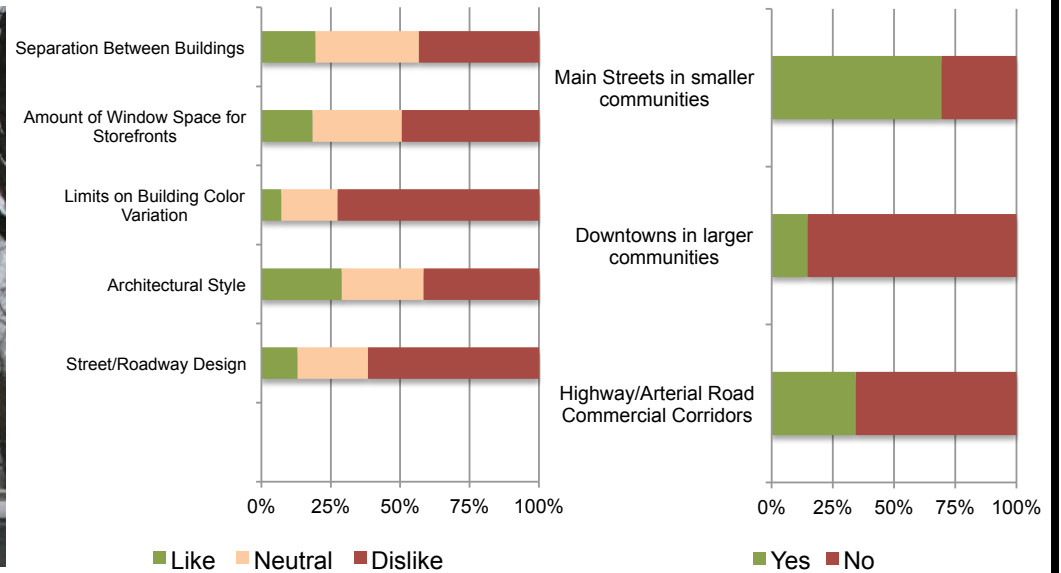
Results				Highest/Lowest Rating
Yes	No	Responses		
98%	2%	408		Highest
69%	31%	393		
41%	59%	389		

Question 35

Please indicate your preferences for the following design qualities.

- Awnings Over Sidewalks
- Street Trees
- 2-3 Story Building Heights
- Architectural Style
- Street/Roadway Design

Results				
Like	Neutral	Dislike	Responses	
90%	8%	2%	407	
97%	1%	2%	405	
90%	9%	1%	406	
82%	15%	2%	401	
80%	16%	4%	400	



Question 36

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

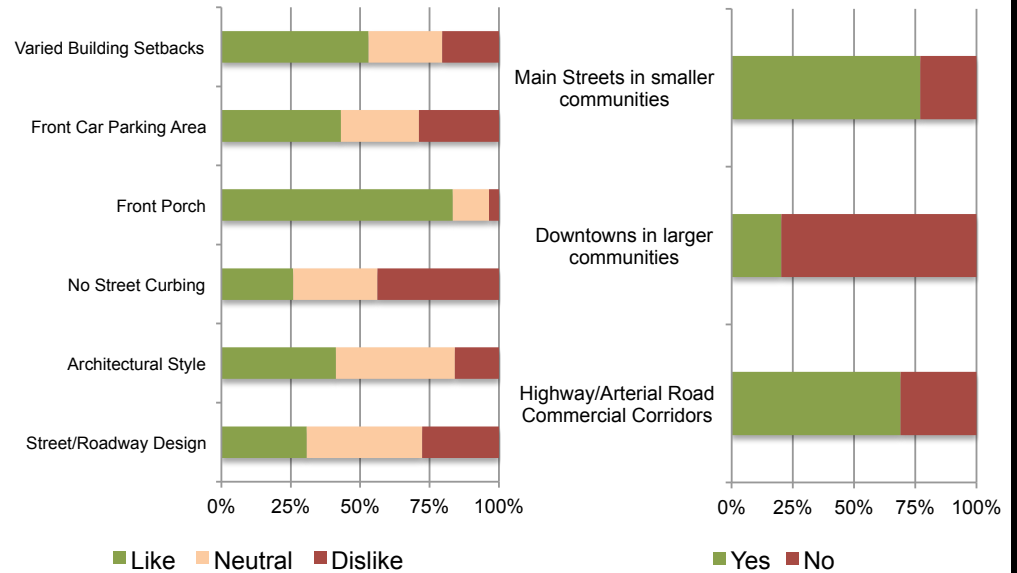
Results				Highest/Lowest Rating
Yes	No	Responses		
69%	31%	401		
15%	85%	384		
34%	66%	382		Lowest

Question 37

Please indicate your preferences for the following design qualities.

- Separation Between Buildings
- Amount of Window Space for Storefronts
- Limits on Building Color Variation
- Architectural Style
- Street/Roadway Design

Results				
Like	Neutral	Dislike	Responses	
20%	37%	43%	400	
18%	32%	49%	401	
7%	20%	73%	400	
29%	29%	42%	397	
13%	25%	62%	398	



Question 38

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

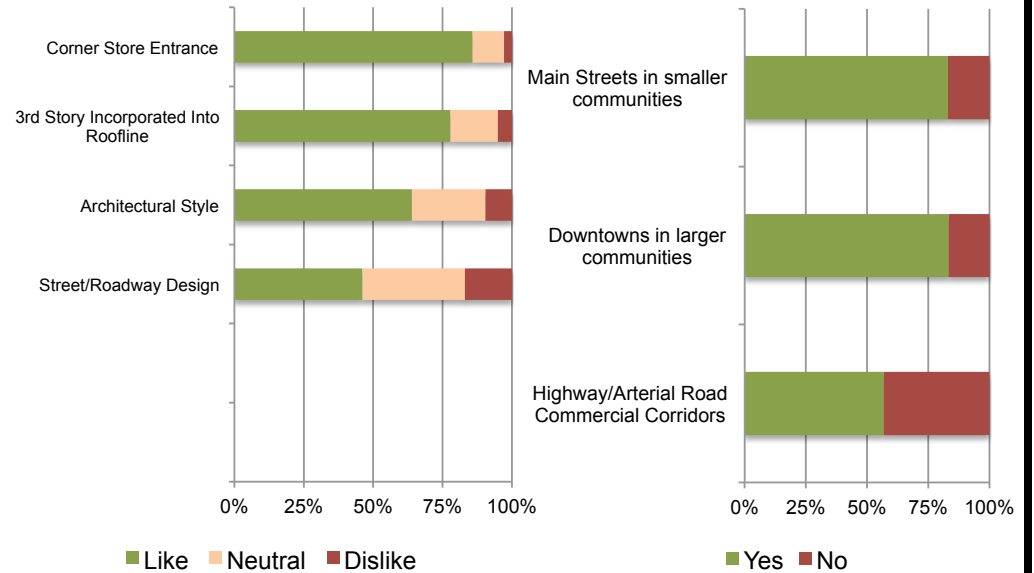
Results				Highest/Lowest Rating
Yes	No	Responses		
77%	23%	391		
20%	80%	379		
69%	31%	387		

Question 39

Please indicate your preferences for the following design qualities.

- Varied Building Setbacks
- Front Car Parking Area
- Front Porch
- No Street Curbing
- Architectural Style
- Street/Roadway Design

Results				
Like	Neutral	Dislike	Responses	
53%	27%	20%	392	
43%	28%	29%	392	
83%	13%	4%	392	
26%	30%	44%	391	
41%	43%	16%	390	
31%	42%	28%	383	



Question 40

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

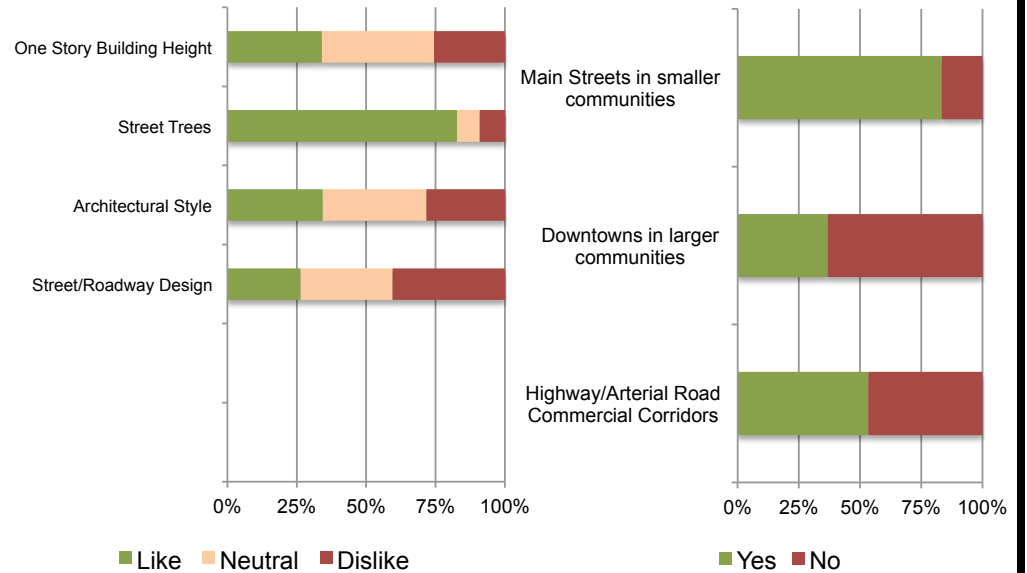
Results				Highest/Lowest Rating
Yes	No	Responses		
83%	17%	390		
83%	17%	389		
57%	43%	375		

Question 41

Please indicate your preferences for the following design qualities.

- Corner Store Entrance
- 3rd Story Incorporated Into Roofline
- Architectural Style
- Street/Roadway Design

Results			
Like	Neutral	Dislike	Responses
86%	11%	3%	394
78%	17%	5%	393
64%	26%	10%	389
46%	37%	17%	384



Question 42

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

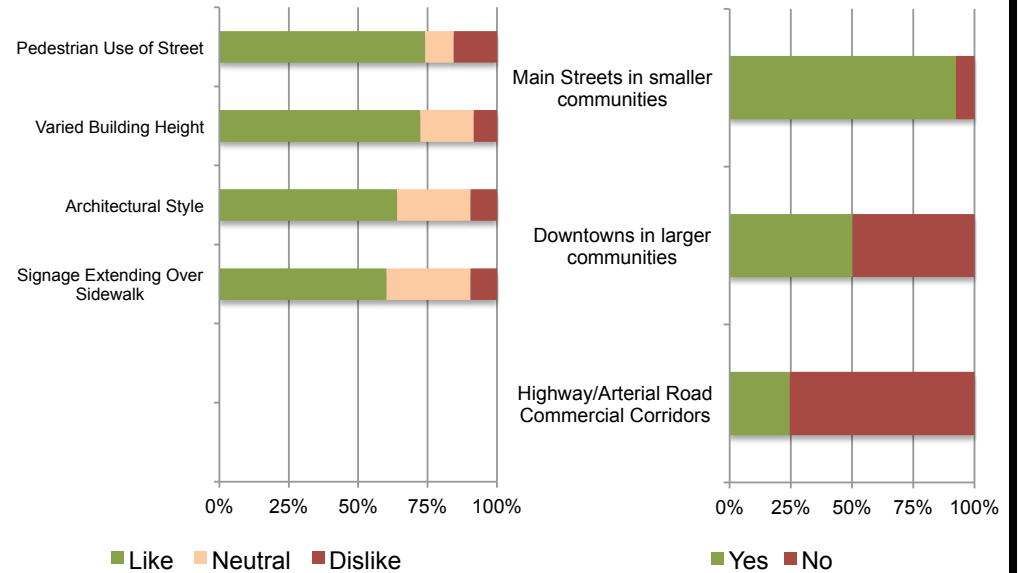
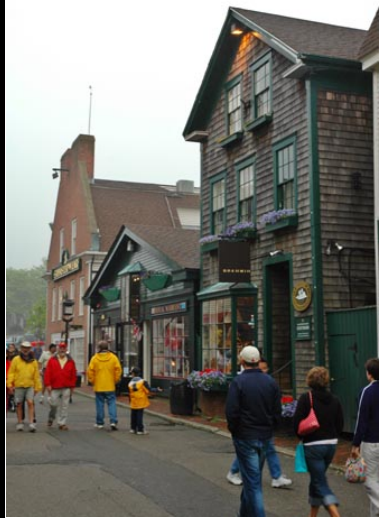
Results			Highest/Lowest Rating
Yes	No	Responses	
83%	17%	384	
37%	63%	376	
53%	47%	373	

Question 43

Please indicate your preferences for the following design qualities.

- One Story Building Height
- Street Trees
- Architectural Style
- Street/Roadway Design

Results			
Like	Neutral	Dislike	Responses
34%	40%	26%	388
83%	8%	9%	387
34%	37%	28%	381
26%	33%	40%	383



Question 44

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

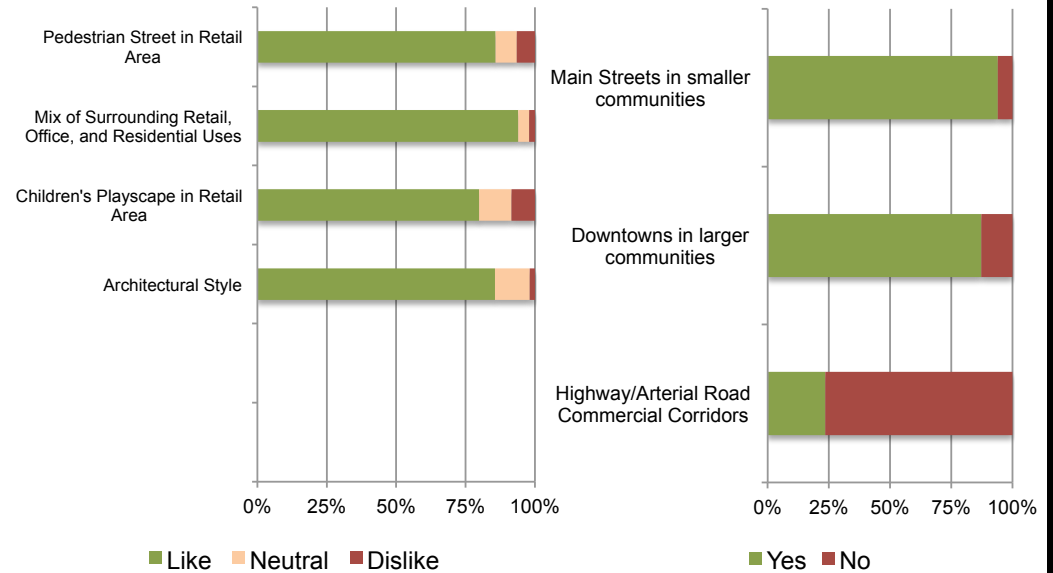
Results				Highest/Lowest Rating
Yes	No	Responses		
92%	8%	384		
50%	50%	372		
24%	76%	368		

Question 45

Please indicate your preferences for the following design qualities.

- Pedestrian Use of Street
- Varied Building Height
- Architectural Style
- Signage Extending Over Sidewalk

Results			
Like	Neutral	Dislike	Responses
74%	10%	16%	386
72%	19%	8%	384
64%	26%	10%	378
60%	30%	10%	377



Question 46

Is this public space appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

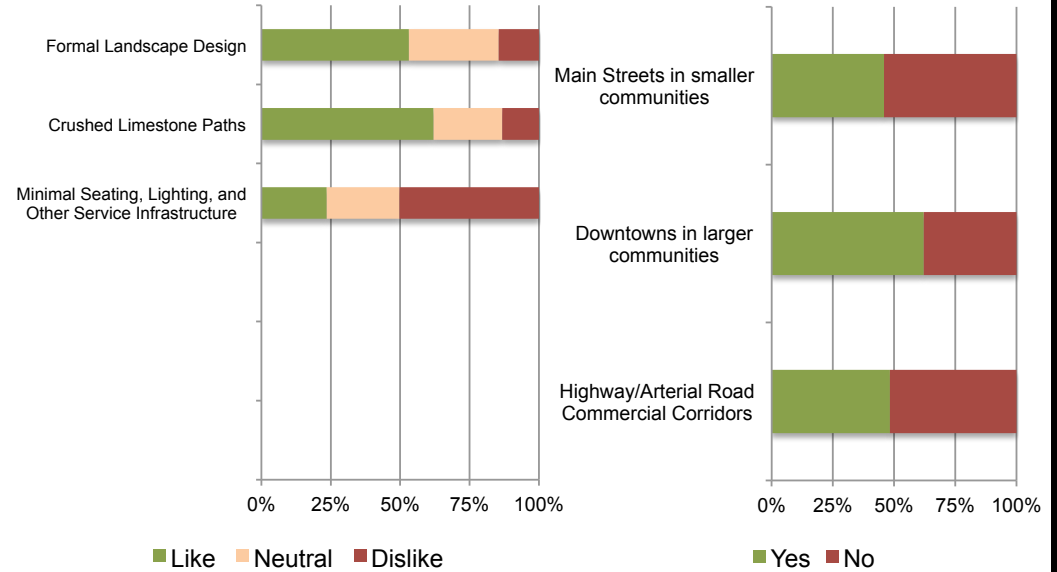
Results			Highest/Lowest Rating
Yes	No	Responses	
94%	6%	380	
87%	13%	377	
23%	77%	362	

Question 47

Please indicate your preferences for the following design qualities.

- Pedestrian Street in Retail Area
- Mix of Surrounding Retail, Office, and Residential Uses
- Children's Playscape in Retail Area
- Architectural Style

Results			
Like	Neutral	Dislike	Responses
86%	8%	7%	381
94%	4%	2%	380
80%	12%	8%	377
86%	13%	2%	376



Question 48

Is this public space appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

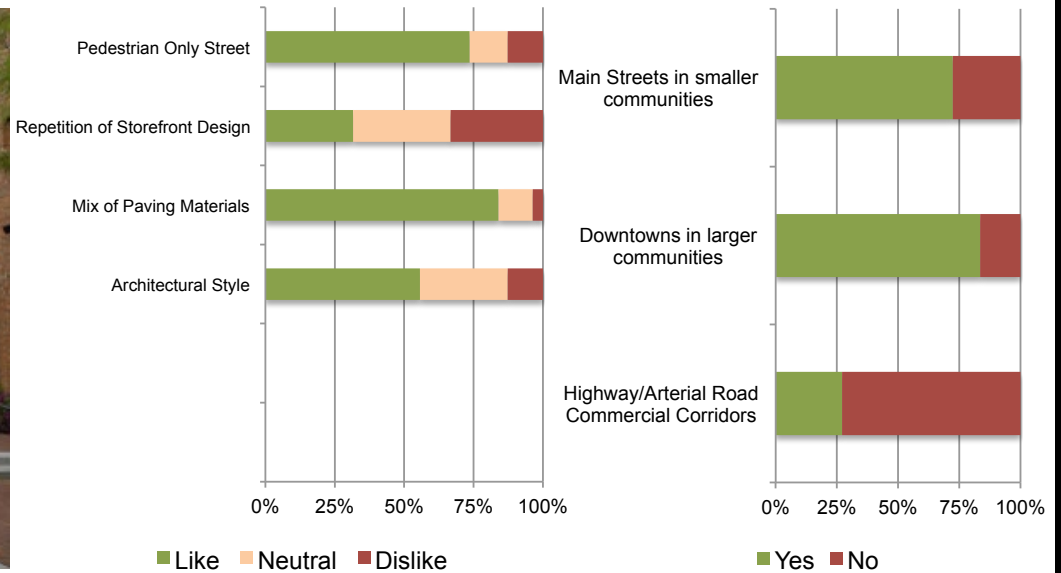
Results			Responses	Highest/Lowest Rating
Yes	No			
46%	54%		368	
62%	38%		372	
48%	52%		362	

Question 49

Please indicate your preferences for the following design qualities.

- Formal Landscape Design
- Crushed Limestone Paths
- Minimal Seating, Lighting, and Other Service Infrastructure

Results			
Like	Neutral	Dislike	Responses
53%	32%	14%	380
62%	25%	13%	379
24%	26%	50%	378



Question 50

Is this public space appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

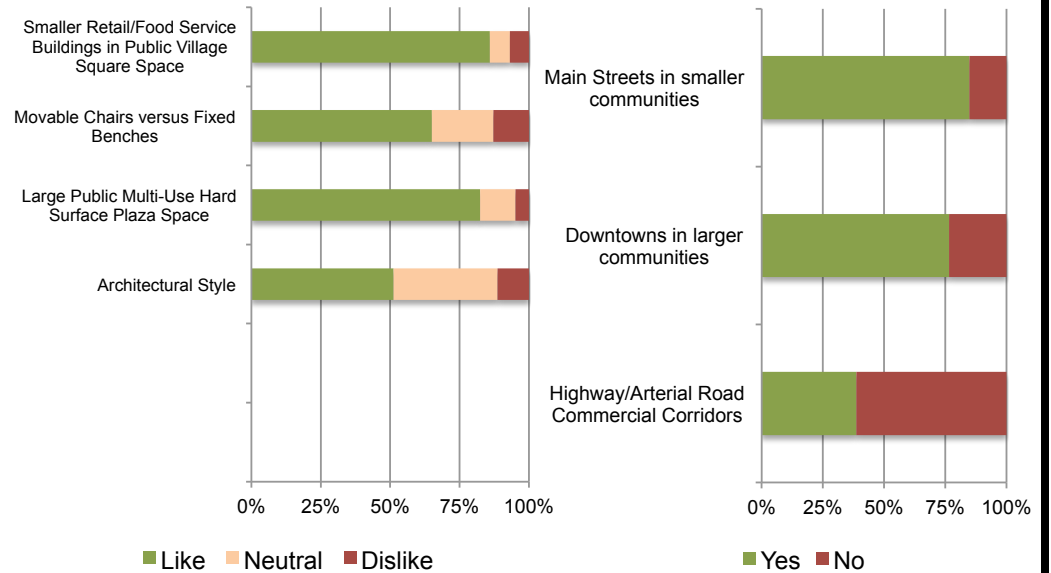
Results			Highest/Lowest Rating
Yes	No	Responses	
72%	28%	369	
84%	16%	371	
27%	73%	358	

Question 51

Please indicate your preferences for the following design qualities.

- Pedestrian Only Street
- Repetition of Storefront Design
- Mix of Paving Materials
- Architectural Style

Results			
Like	Neutral	Dislike	Responses
74%	14%	13%	379
32%	35%	33%	376
84%	12%	4%	381
56%	32%	13%	370



Question 52

Is this public space appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

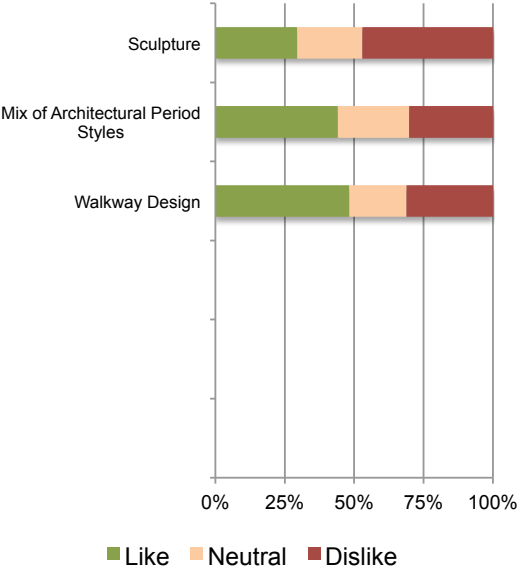
Results				Highest/Lowest Rating
Yes	No	Responses		
85%	15%	377		
77%	23%	371		
39%	61%	354		

Question 53

Please indicate your preferences for the following design qualities.

- Smaller Retail/Food Service Buildings in Public Village Square Space
- Movable Chairs versus Fixed Benches
- Large Public Multi-Use Hard Surface Plaza Space
- Architectural Style

Results			
Like	Neutral	Dislike	Responses
86%	7%	7%	377
65%	22%	13%	375
82%	13%	5%	375
51%	37%	11%	371

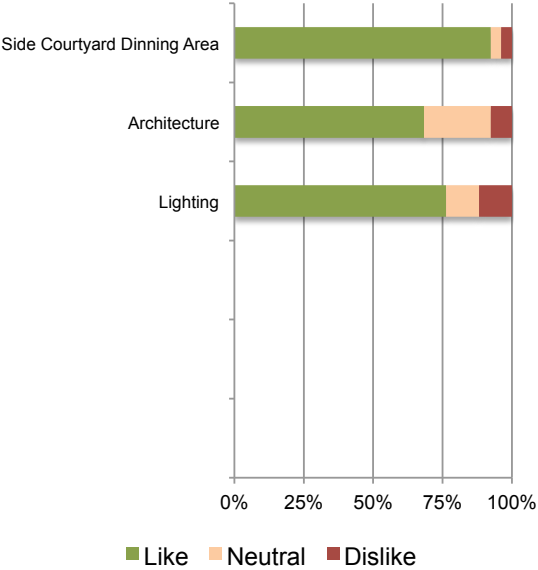


Question 54

Results

Please indicate your preferences for the following design qualities.

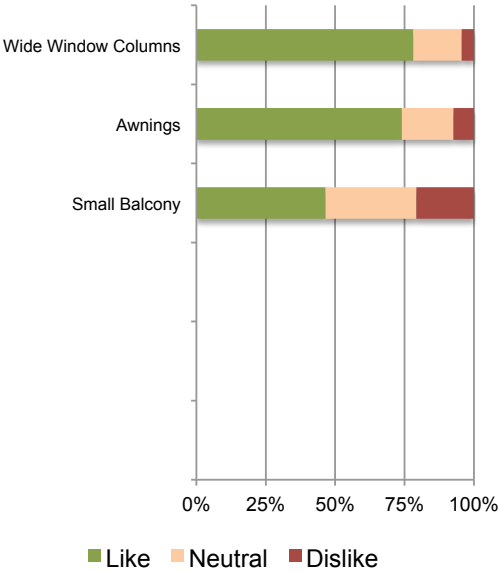
	Like	Neutral	Dislike	Responses
Sculpture	29%	23%	47%	380
Mix of Architectural Period Styles	44%	26%	30%	381
Walkway Design	48%	21%	31%	379



Question 55

Please indicate your preferences for the following design qualities.

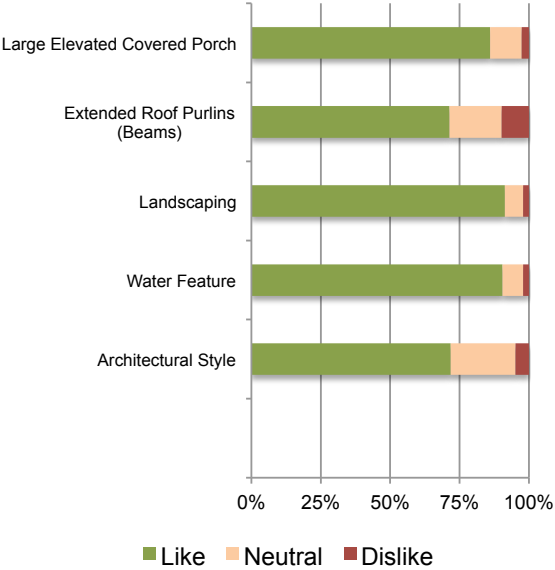
	Results			Responses
	Like	Neutral	Dislike	
Side Courtyard Dinning Area	92%	4%	4%	381
Architecture	68%	24%	8%	379
Lighting	76%	12%	12%	379



Question 56

Please indicate your preferences for the following design qualities.

	Results			Responses
	Like	Neutral	Dislike	
Wide Window Columns	78%	17%	4%	381
Awnings	74%	19%	7%	381
Small Balcony	47%	33%	21%	376

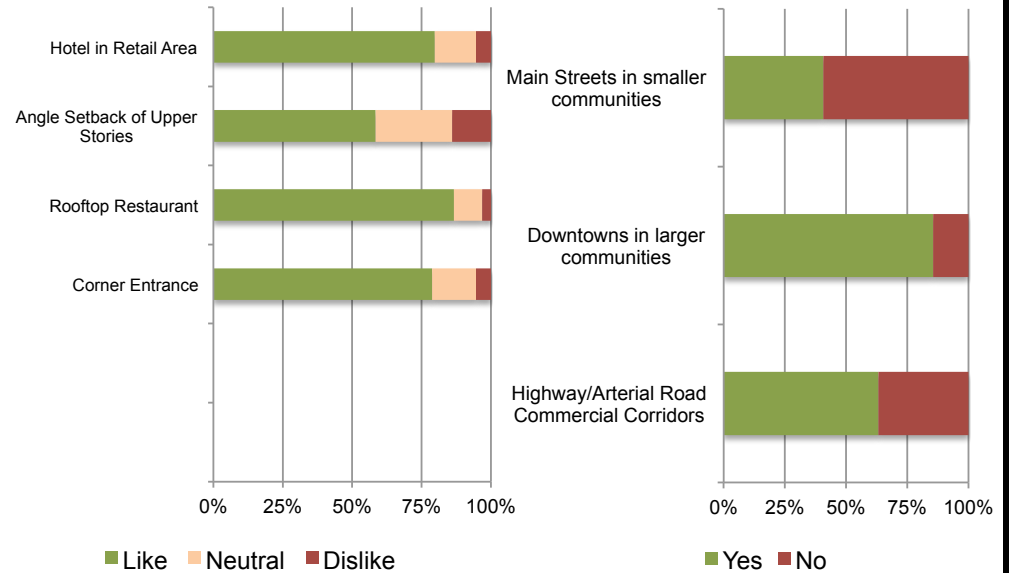


Question 57

Results

Please indicate your preferences for the following design qualities.

	Like	Neutral	Dislike	Responses
Large Elevated Covered Porch	86%	11%	3%	380
Extended Roof Purlins (Beams)	71%	19%	10%	378
Landscaping	91%	7%	2%	379
Water Feature	91%	7%	2%	379
Architectural Style	72%	23%	5%	373



Question 58

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

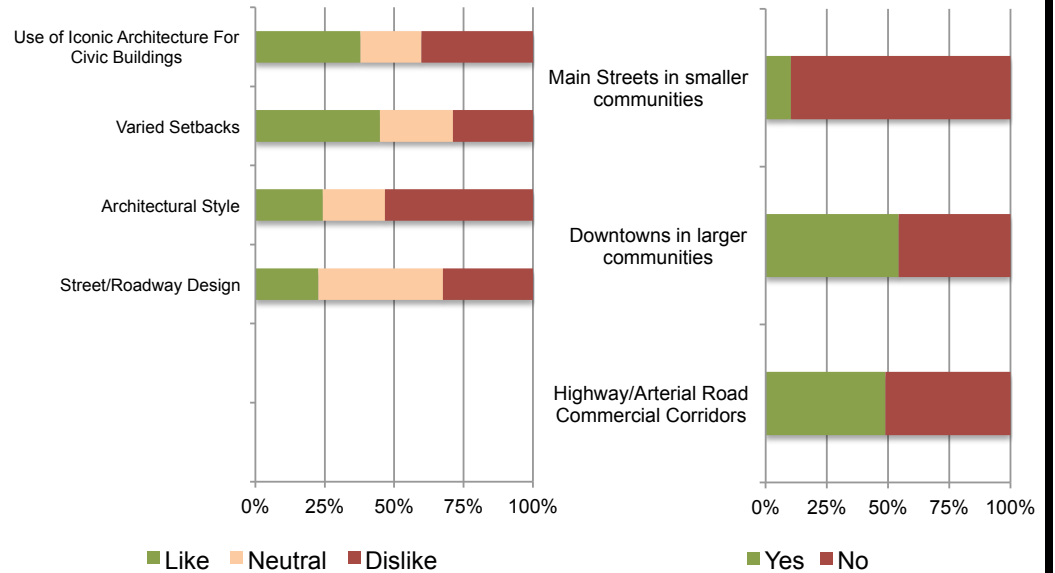
Results				Highest/Lowest Rating
Yes	No	Responses		
41%	59%	356		
86%	14%	374		
63%	37%	361		

Question 59

Please indicate your preferences for the following design qualities.

- Hotel in Retail Area
- Angle Setback of Upper Stories
- Rooftop Restaurant
- Corner Entrance

Results				
Like	Neutral	Dislike	Responses	
80%	15%	5%	375	
58%	28%	14%	373	
87%	10%	3%	375	
79%	16%	5%	372	



Question 60

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

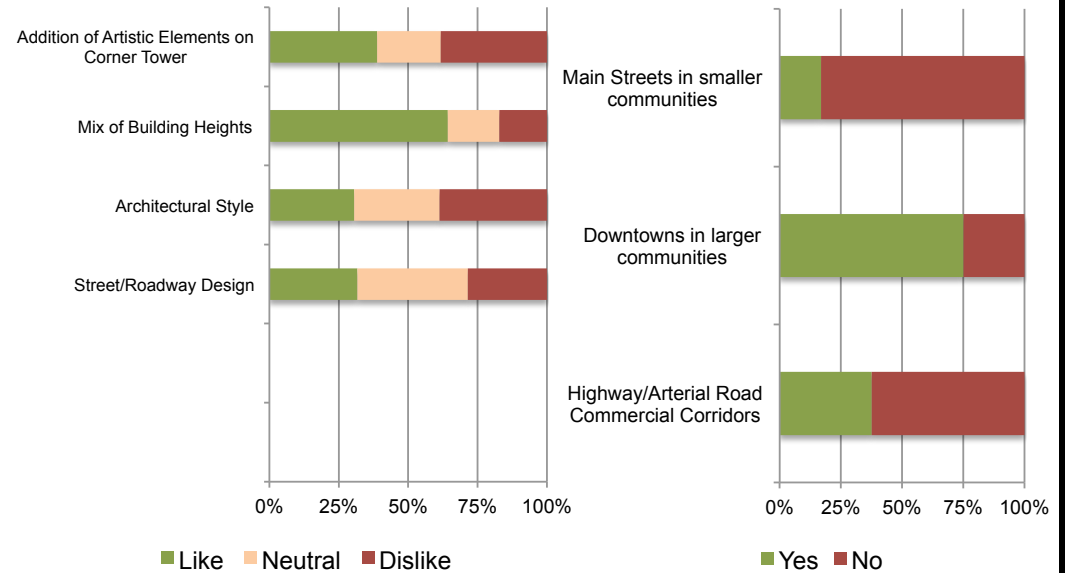
Results			Highest/Lowest Rating
Yes	No	Responses	
10%	90%	361	Lowest
54%	46%	370	
49%	51%	366	

Question 61

Please indicate your preferences for the following design qualities.

- Use of Iconic Architecture For Civic Buildings
- Varied Setbacks
- Architectural Style
- Street/Roadway Design

Results			
Like	Neutral	Dislike	Responses
38%	22%	40%	378
45%	26%	29%	374
24%	22%	53%	371
23%	45%	32%	370



Question 62

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

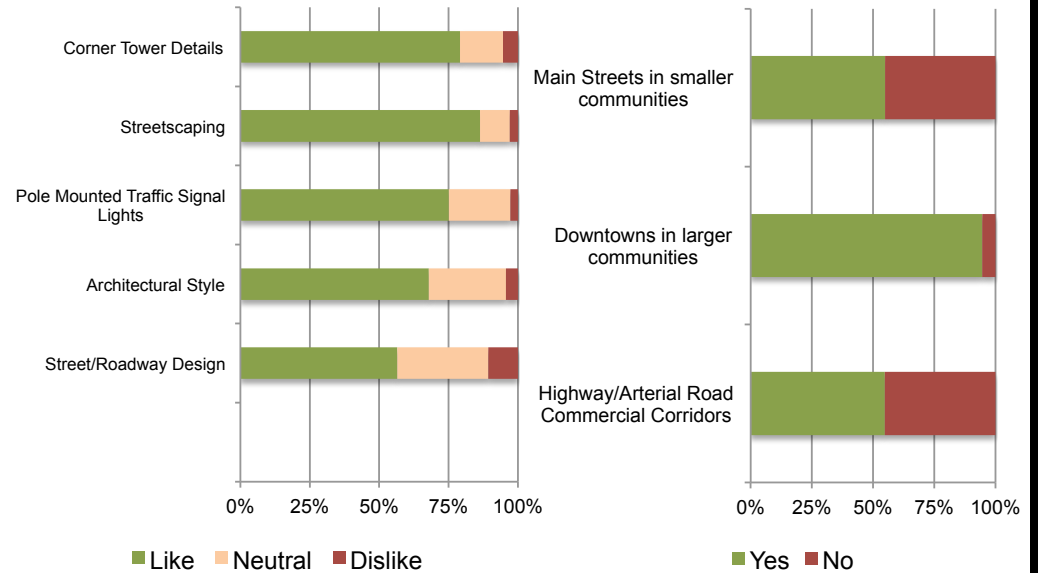
Results				Highest/Lowest Rating
Yes	No	Responses		
17%	83%	361		
75%	25%	373		
38%	62%	348		

Question 63

Please indicate your preferences for the following design qualities.

- Addition of Artistic Elements on Corner Tower
- Mix of Building Heights
- Architectural Style
- Street/Roadway Design

Results			
Like	Neutral	Dislike	Responses
39%	23%	38%	371
64%	19%	17%	372
31%	31%	39%	370
32%	40%	28%	369



Question 64

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

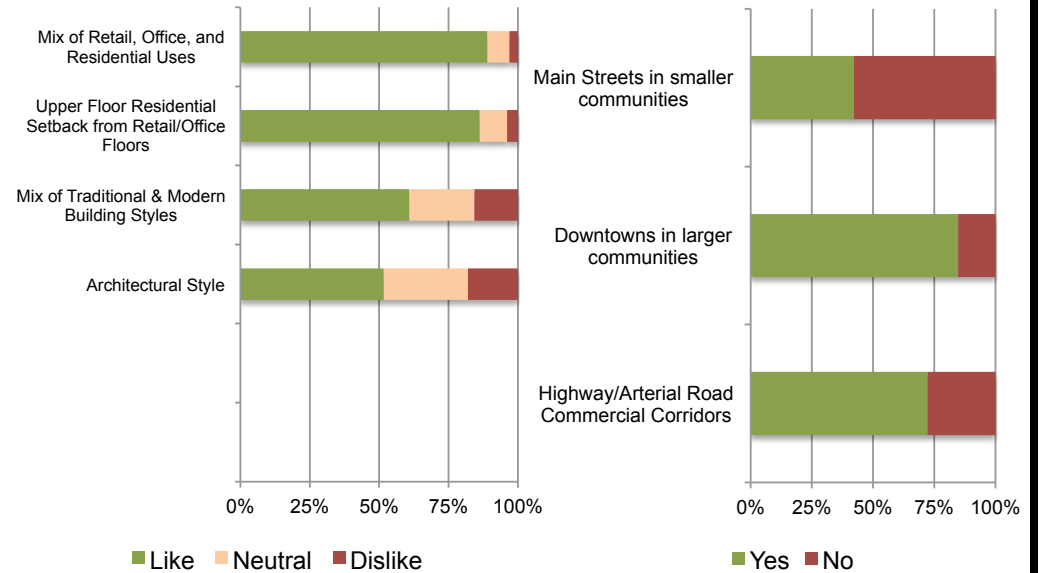
Results				Highest/Lowest Rating
Yes	No	Responses		
55%	45%	361		
95%	5%	370		
55%	45%	352		

Question 65

Please indicate your preferences for the following design qualities.

- Corner Tower Details
- Streetscaping
- Pole Mounted Traffic Signal Lights
- Architectural Style
- Street/Roadway Design

Results			
Like	Neutral	Dislike	Responses
79%	15%	5%	369
86%	11%	3%	372
75%	22%	3%	369
68%	28%	4%	367
57%	33%	11%	366



Question 66

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

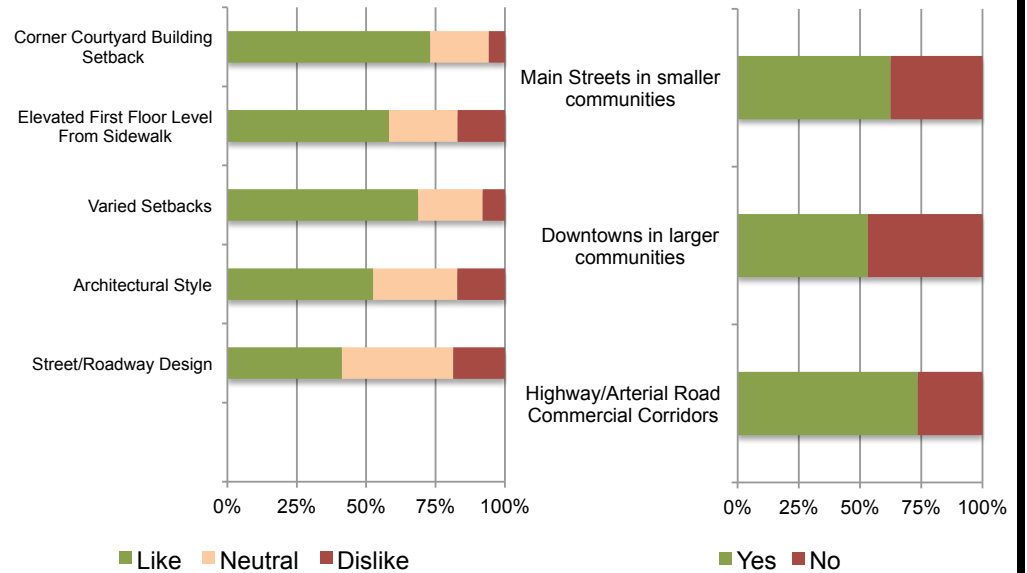
Results			Highest/Lowest Rating
Yes	No	Responses	
42%	58%	353	
85%	15%	360	
72%	28%	353	

Question 67

Please indicate your preferences for the following design qualities.

- Mix of Retail, Office, and Residential Uses
- Upper Floor Residential Setback from Retail/Office Floors
- Mix of Traditional & Modern Building Styles
- Architectural Style

Results			
Like	Neutral	Dislike	Responses
89%	8%	3%	364
86%	10%	4%	362
61%	23%	16%	363
52%	30%	18%	360



Question 68

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

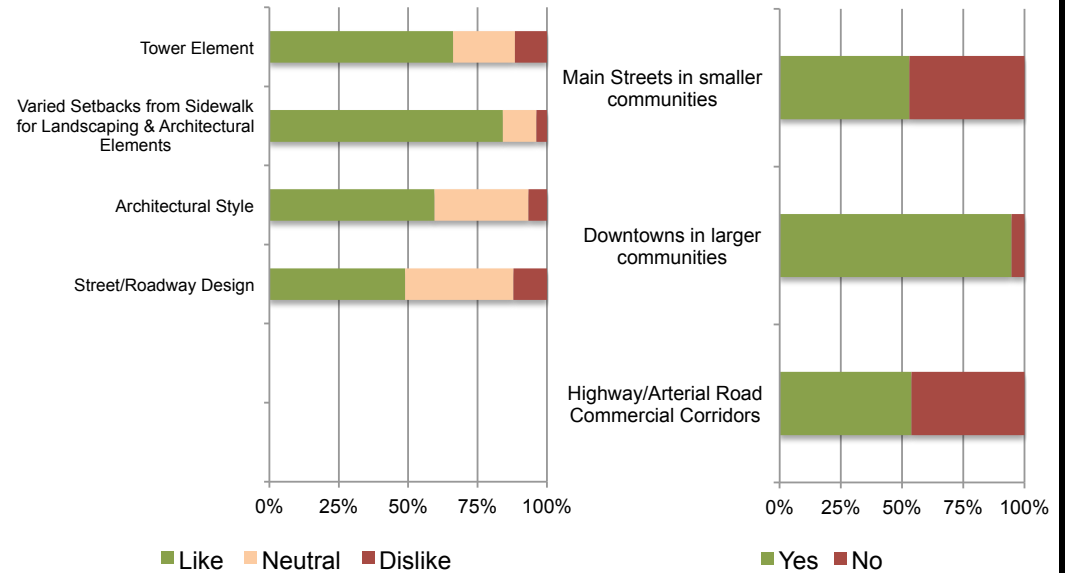
Results			Highest/Lowest Rating
Yes	No	Responses	
63%	37%	355	
53%	47%	355	
74%	26%	351	

Question 69

Please indicate your preferences for the following design qualities.

- Corner Courtyard Building Setback
- Elevated First Floor Level From Sidewalk
- Varied Setbacks
- Architectural Style
- Street/Roadway Design

Results			
Like	Neutral	Dislike	Responses
73%	21%	6%	364
58%	25%	17%	364
69%	23%	8%	362
52%	30%	17%	362
41%	40%	19%	354



Question 70

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

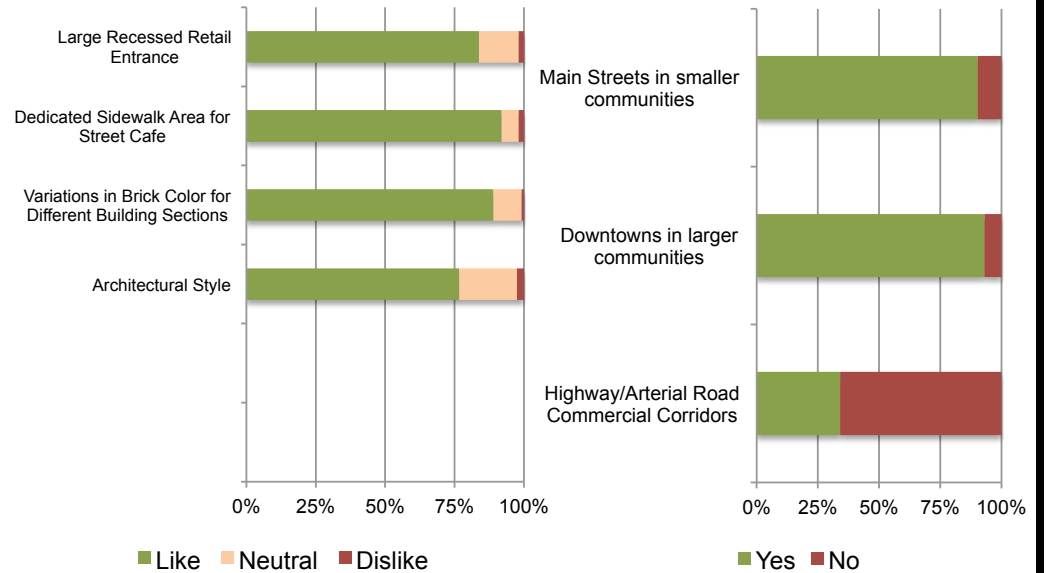
Results			Highest/Lowest Rating
Yes	No	Responses	
53%	47%	349	
95%	5%	361	
54%	46%	342	

Question 71

Please indicate your preferences for the following design qualities.

- Tower Element
- Varied Setbacks from Sidewalk for Landscaping & Architectural Elements
- Architectural Style
- Street/Roadway Design

Results			
Like	Neutral	Dislike	Responses
66%	22%	12%	364
84%	12%	4%	365
60%	34%	7%	361
49%	39%	12%	356



Question 72

Is this building form appropriate for...

- Main Streets in smaller communities
- Downtowns in larger communities
- Highway/Arterial Road Commercial Corridors

Results				Highest/Lowest Rating
Yes	No	Responses		
90%	10%	358		
93%	7%	360		
34%	66%	346		

Question 73

Please indicate your preferences for the following design qualities.

- Large Recessed Retail Entrance
- Dedicated Sidewalk Area for Street Cafe
- Variations in Brick Color for Different Building Sections
- Architectural Style

Results				
Like	Neutral	Dislike	Responses	
84%	14%	2%	363	
92%	6%	2%	363	
89%	10%	1%	362	
77%	21%	3%	356	