

**APPENDIX D:  
CITYWIDE PLANNING SURVEY 2005 - CITYWIDE RESULTS**



**City of Franklin 2005  
City Planning Survey  
Citywide Results**

## BACKGROUND INFORMATION

---

1. Please tell us who you are (check all that apply): Resident: 98.9% Business owner in Franklin: 3.5%  
Developer/Building owner in Franklin: 0.9% Farmer and land owner in Franklin: 0.8% Do not live in Franklin: 0.2%
2. If you are a Franklin resident, do you Own or Rent your home? Own: 94.1% Rent: 5.1%
3. What is your gender? Male: 46.00% Female: 52.3%
4. What is your age? 18-24: .4% 25-34: 9.5% 35-44: 21.5% 45-54: 26.6%  
55-64: 20.7% 65-74: 12.3% 75-79: 4.6% 80+: 3.4%
5. How many years have you lived in Franklin?  
0-5: 28.8% 6-10: 21.0% 11-20: 21.8% over 20: 27.6% Own land, but don't live in Franklin: .2%
6. How many people live in your household on a regular basis?
- | Adults     | Children              |          |            |            |          |
|------------|-----------------------|----------|------------|------------|----------|
| 1: 17.9%   | Children under age 6: | 0: 85.5% | 1-2: 13.3% | 3-5: 1.0%  | 6+: 0.1% |
| 2-3: 74.9% | Children ages 6-10:   | 0: 86.6% | 1-2: 12.8% | 3-5: 0.4%  | 6+: 0.1% |
| 4-5: 4.7%  | Children ages 11-14:  | 0: 88.4% | 1-2: 11.1% | 3-5: 0.3%% | 6+: 0.1% |
| 6+: 0.5%   | Children ages 15-18:  | 0: 89.2% | 1-2: 10.3% | 3-5: 0.2%  | 6+: 0.3% |
7. What is your education level?  
High school: 29.3% Associate degree: 15.5% Bachelor degree: 34.5% Graduate degree: 15.6%  
PhD/Post Doctoral: 3.5%
8. Please describe your total household income (before taxes). \$0-\$24,999: 4.6% \$25,000-\$49,999: 14.6%  
\$50,000-\$74,999: 18.4% \$75,000-\$99,999: 20.5% \$100,000-\$149,000: 21.7% \$150,000 and over: 8.7%
9. If you own property in Franklin, other than your primary residence, please check all those that describe your ownership:  
Own commercial or industrial property: 2.2% Own residential property: 9.0% Own land with the intent of developing: 1.1%  
Own land with the intent of NOT developing: .8% Does not apply: 60.1%
10. If you live in a single family home, how would you describe your residential parcel?  
1/2 acre or less: 43.7% 1/2 acre to 1 acre: 27.7% 1 to 5 acres: 7.0% Over 5 acres: 1.6% Does not apply: 13.7%
11. In which type of residential building do you live? (if applicable)  
Single family: 76.3% Duplex: 1.4% Multi-family (3-6 units): 0.7% Multi-family (6+ units): 2.4%  
Multi-family (elderly): 0.7% Condominium: 16.5% Other: 1.8%
12. Where are the primary places of employment for the adult members of your household? (check all that apply)  
Franklin (non-farm): 16.1% Western suburbs (Brookfield, Waukesha, etc.): 16.9%  
Franklin (farm): 0.7% South of Franklin (Kenosha, Chicago, etc.): 7.9%  
Milwaukee: 44.8% Retired: 24.5%  
North of Milwaukee: 5.5% Other: 18.5%

13. How do members of your household get to work and daily activities (school, volunteer, work)? (check all that apply)

Work at home/telecommute: 7.3%

Shared ride transit/bus: 5.9%

Private automobile: 91.4%

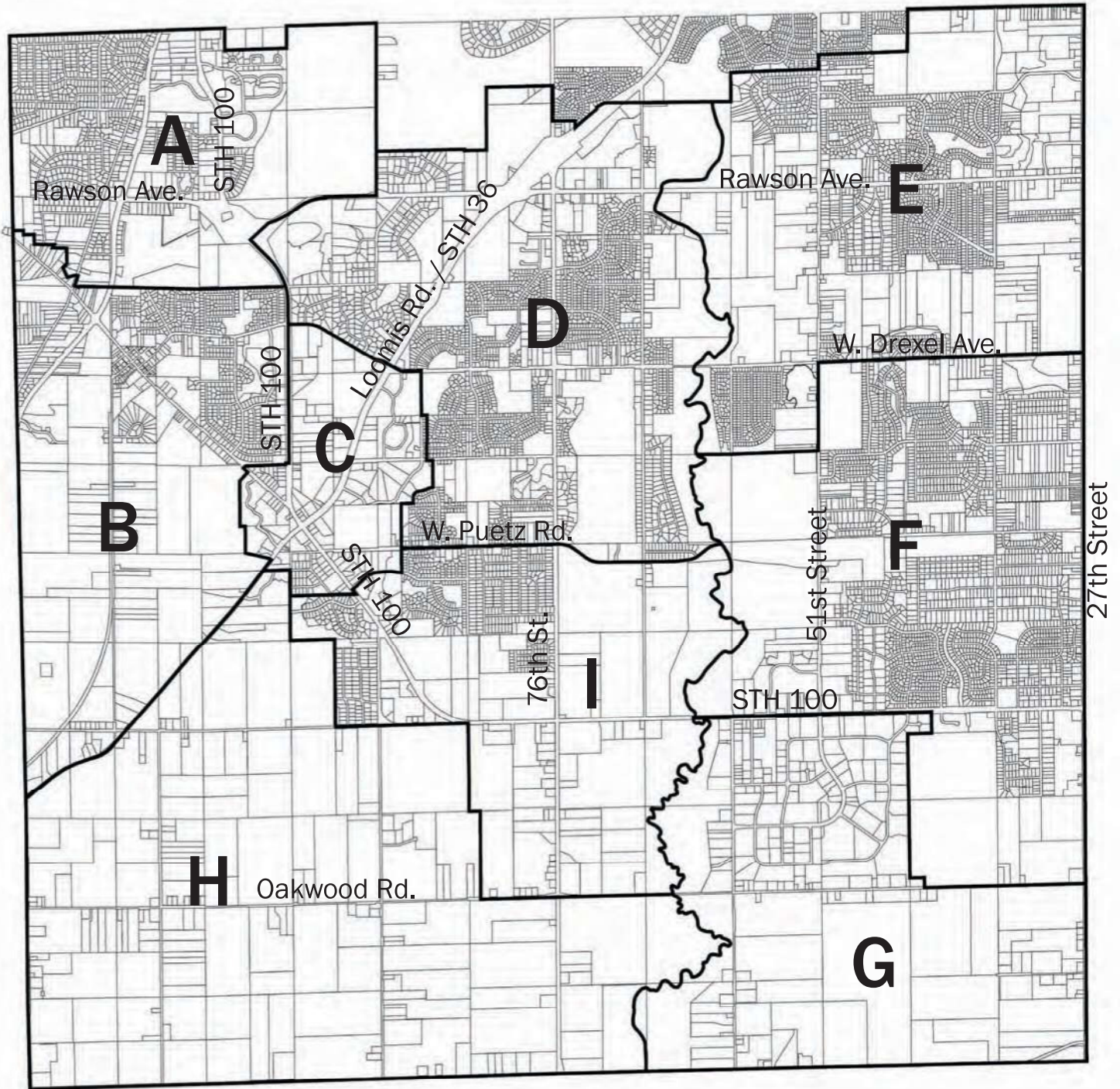
Walk or bike: 4.4%

Car pool/van pool: 4.9%

Other:: 6.8%

14. From the location map below, please indicate the area where your primary residence/property is located.

A: 12.5% B: 8.2% C: 5.1% D: 23.5% E: 18.4% F: 22.3% G: 0.8% H: 1.5% I: 7.6%



# HOUSING

15. As new housing occurs in the City, what building types do you favor?

	Very Favorable	Favorable	No Opinion	Unfavorable	Very Unfavorable
a. Single family	63.2%	24.4%	4.7%	1.4%	1.5%
b. Duplex	11.7%	26.1%	19.7%	26.6%	11.4%
c. Townhomes (attached with individual entrance)	10.8%	40.4%	18.1%	14.6%	6.7%
d. Condominiums (apartment style building)	8.8%	36.6%	16.8%	20.1%	8.9%
e. Apartments	2.2%	9.0%	14.8%	36.8%	27.4%
f. Variety of residential development types	12.8%	27.1%	26.7%	14.5%	10.0%
g. Senior housing	16.3%	43.2%	22.4%	7.1%	4.5%

16. How important are the following when considering plans for *new single-family* residential development?

	Very Important	Important	No Opinion	Unimportant	Very Unimportant
a. Compatibility with surrounding neighborhood	58.2%	30.2%	5.5%	1.6%	0.7%
b. Size and scale of home	40.5%	40.9%	9.2%	4.5%	0.7%
c. Size and scale of overall development	41.0%	40.8%	10.4%	2.8%	0.7%
d. Architectural quality and design	43.3%	39.5%	9.8%	2.3%	0.7%
e. Variety of appearance within subdivisions	41.7%	40.1%	10.2%	3.0%	0.9%
f. Lot sizes and setbacks	36.3%	43.4%	11.6%	3.3%	0.8%
g. Inclusion of a variety of housing types within the overall development	26.9%	35.9%	18.0%	10.8%	4.3%

17. How important are the following when considering plans for *new multi-family* residential development?

	Very Important	Important	No Opinion	Unimportant	Very Unimportant
a. Form of ownership (condominium vs. rental)	51.1%	29.0%	11.9%	2.8%	0.7%
b. Exclusive use for elderly	15.2%	38.1%	29.1%	10.0%	2.0%
c. Close to commercial uses	11.8%	36.0%	32.4%	13.7%	1.9%
d. Buffered from other residential uses	27.3%	36.0%	22.7%	6.8%	1.2%
e. Includes substantial amount of open space	32.7%	42.3%	15.2%	3.8%	0.8%
f. Adds little traffic to local residential streets	41.3%	37.5%	12.1%	4.2%	0.9%
g. Architectural quality and design	42.2%	38.0%	11.1%	2.0%	1.6%

18. Would you be supportive of additional neighborhood retail service within one mile of your home?

	Yes	No	No Opinion
	52.0%	38.1%	7.7%

19. What types of businesses would you like to see in Franklin? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

20. What types of businesses would you NOT like to see in Franklin? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

21. Do you support the City spending tax dollars on these items within commercial areas in Franklin?

	Yes	No	No Opinion
a. Street furniture and landscaping (benches, planters, etc.)	48.6%	37.9%	11.5%
b. New lighting fixtures	56.4%	29.0%	12.4%
c. City purchase of land for small parks and plazas	65.4%	24.4%	7.9%
d. Sidewalks and crosswalk improvements	59.3%	27.9%	10.2%
e. Trails and paths that link commercial and residential developments	53.6%	33.2%	11.1%
f. Landscaping in parking areas	37.4%	45.7%	14.2%

**COMMUNITY FACILITIES and OPEN SPACES**

22. Indicate your level of support for the following:

	Very Supportive	Supportive	No Opinion	Unsupportive	Very Unsupportive
a. The City should develop a local community center.	17.2%	32.8%	21.4%	18.8%	7.7%
b. The City should develop a local teen center.	11.9%	28.7%	25.2%	21.8%	10.1%
c. The City should develop a public swimming pool.	16.2%	23.9%	19.2%	25.0%	13.7%
d. The City should develop a performing arts center.	11.5%	18.1%	20.7%	30.2%	17.3%
e. The City should provide parks, playgrounds and recreational facilities to serve neighborhoods.	29.9% 28.0%	43.9% 32.3%	9.8% 17.8%	9.7% 13.1%	5.1% 7.1%
f. The City should identify and create an outdoor recreational trail system throughout the City.					

**INFRASTRUCTURE**

23. How would you rate traffic and circulation on state and county highways (Loomis, Rawson, 27th Street, STH 100, etc.) ?

Never Congested: 5.4%      Rarely Congested: 28.6%      No Opinion: 2.9%  
 Occasionally Congested: 51.8%      Always Congested: 9.4%

24. Do you support the following?

	Yes	No	No Opinion
a. The City should install sidewalks/paths along major streets.	52.2%	36.1%	10.1%
b. Sidewalks should be constructed on all residential streets.	15.9%	74.0%	15.9%
c. The City should install bicycle lanes along major streets or streets leading to public facilities such as public parks and schools.	56.9%	28.8%	12.7%
d. The City should install street lighting on major streets such as Drexel and Ryan.	51.8%	33.1%	13.8%



## **PUBLIC POLICIES and COMMUNITY INFORMATION**

---

25. How do you rate the overall quality of each of the following in the City of Franklin?

	Very Satisfied	Satisfied	No Opinion	Dissatisfied	Very Dissatisfied
a. Residential neighborhood quality	34.4%	59.3%	2.4%	2.2%	0.3%
b. Shopping convenience and variety	18.0%	52.8%	5.0%	19.0%	3.5%
c. Access to jobs	11.6%	41.6%	34.8%	7.9%	1.1%
d. Road maintenance (roads, road signs)	12.8%	61.5%	8.0%	13.5%	2.5%
e. Police	32.2%	52.9%	10.6%	2.9%	0.4%
f. Fire and emergency medical	33.7%	48.4%	15.3%	0.9%	0.6%

26. How do you currently receive information about community issues? (check all that apply)

HUB: 44.7%	City website: 16.6%	E-mail: 4.8%
Journal Sentinel: 57.6%	City publications: 28.4%	Word of mouth: 50.1%
City newsletter: 76.4%	Public meetings: 11.5%	Other: 3.4%

27. What City information would you like to know more about? (check all that apply)

City services: 40.4%	"Good neighbor" guidelines: 25.6%	City's financial status: 39.0%
Master Plan updates: 55.4%	City Council policy decisions: 42.3%	Recreation programming: 34.8%
Public meetings: 27.8%	Economic development activities: 45.1%	Infrastructure updates (roads, storm-water, etc.): 46.6%