



H I S T O R I C
F R A N K L I N
T E N N E S S E E

CITIZEN SURVEY RESULTS

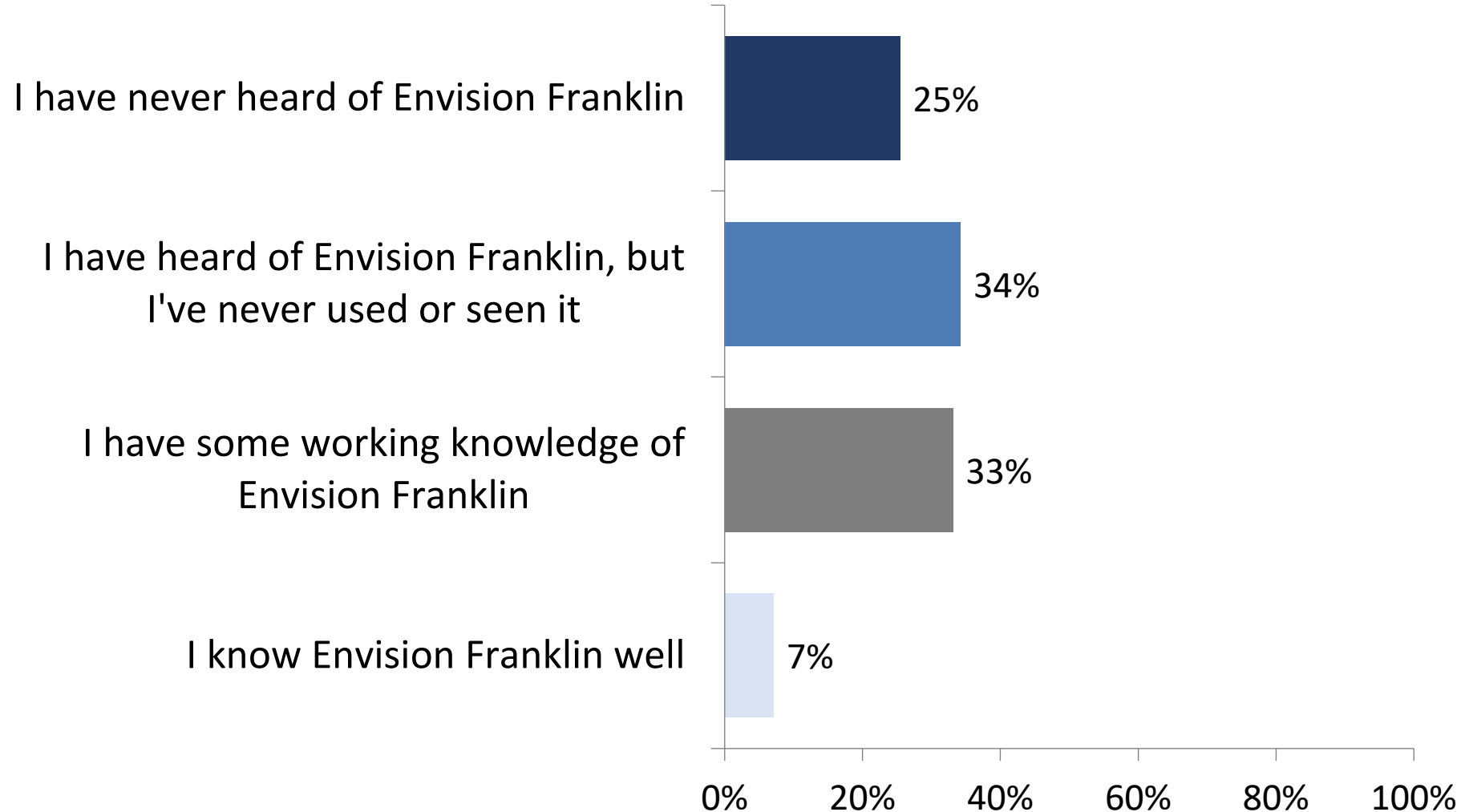
Joint Conceptual Workshop
May 25th, 2023





Q1: How Familiar are you with Envision Franklin?

Answered: 1,147

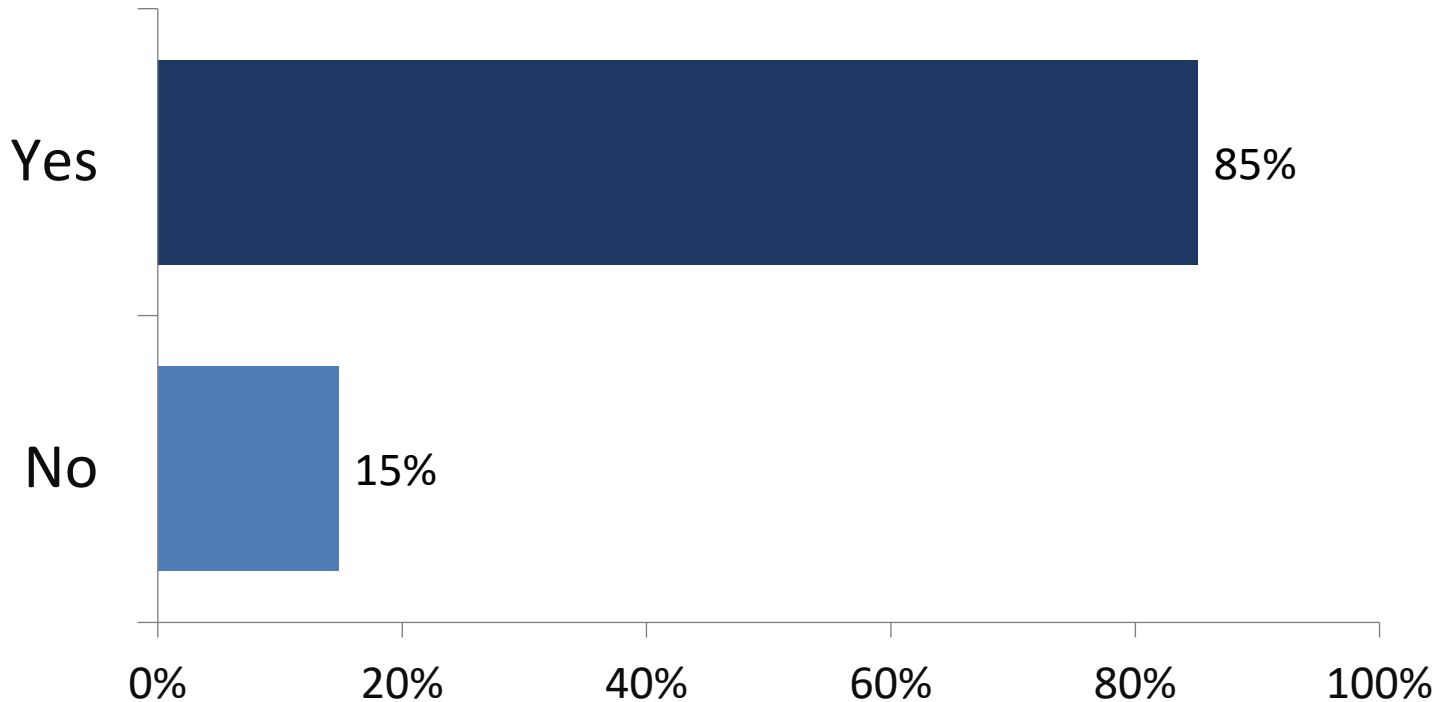




Q2: Do you agree with the current vision statement of Envision Franklin?

"Franklin will be a connected community of vibrant neighborhoods anchored by its historic downtown. The City seeks to strategically manage growth while preserving historic resources and natural beauty. Exceptionally designed places will enhance Franklin's distinctive character and foster continued economic vitality."

Answered: 1,136

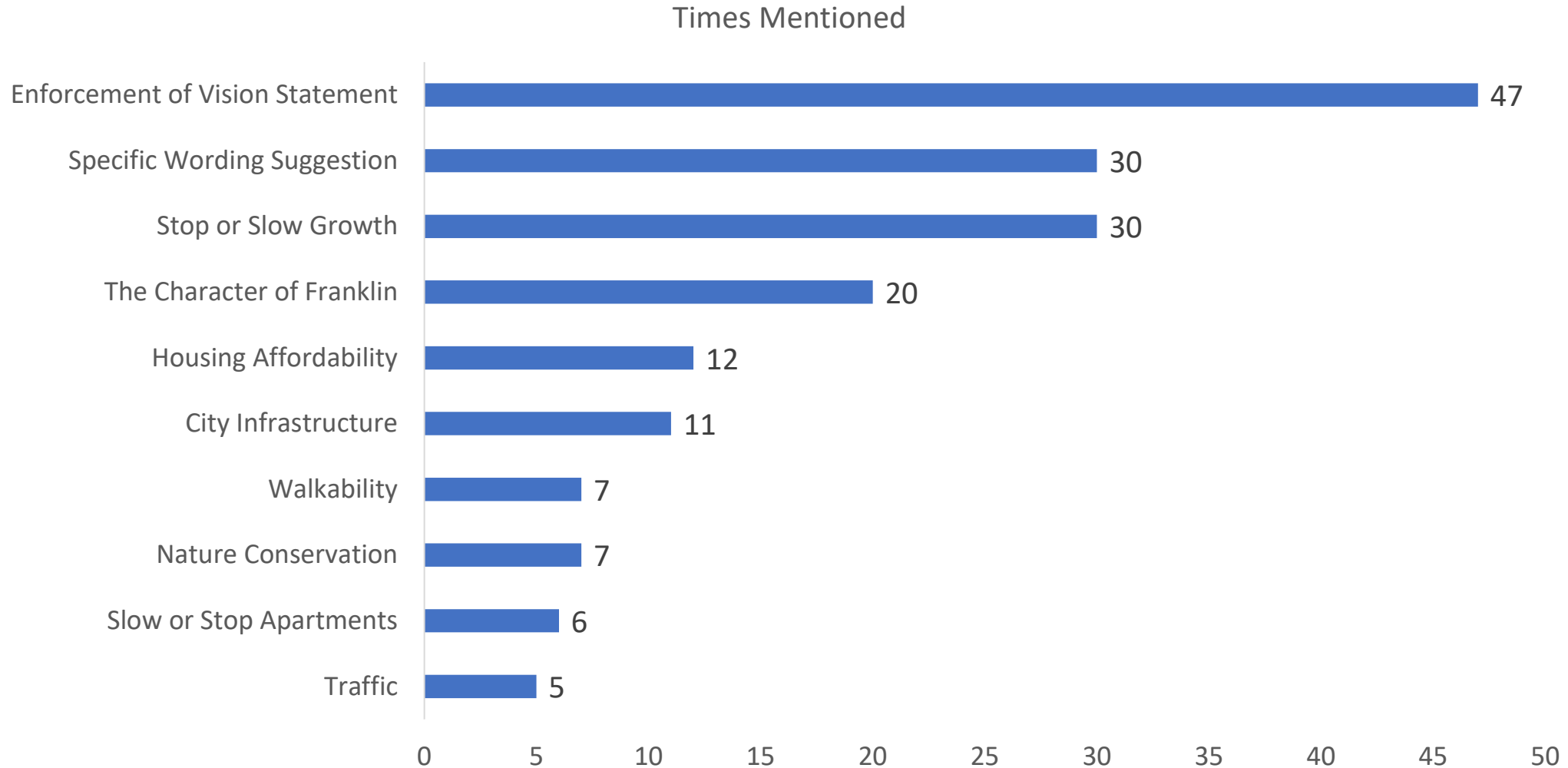




Q2: Do you agree with the current vision statement of Envision Franklin?

If not, why? What Changes do you recommend?

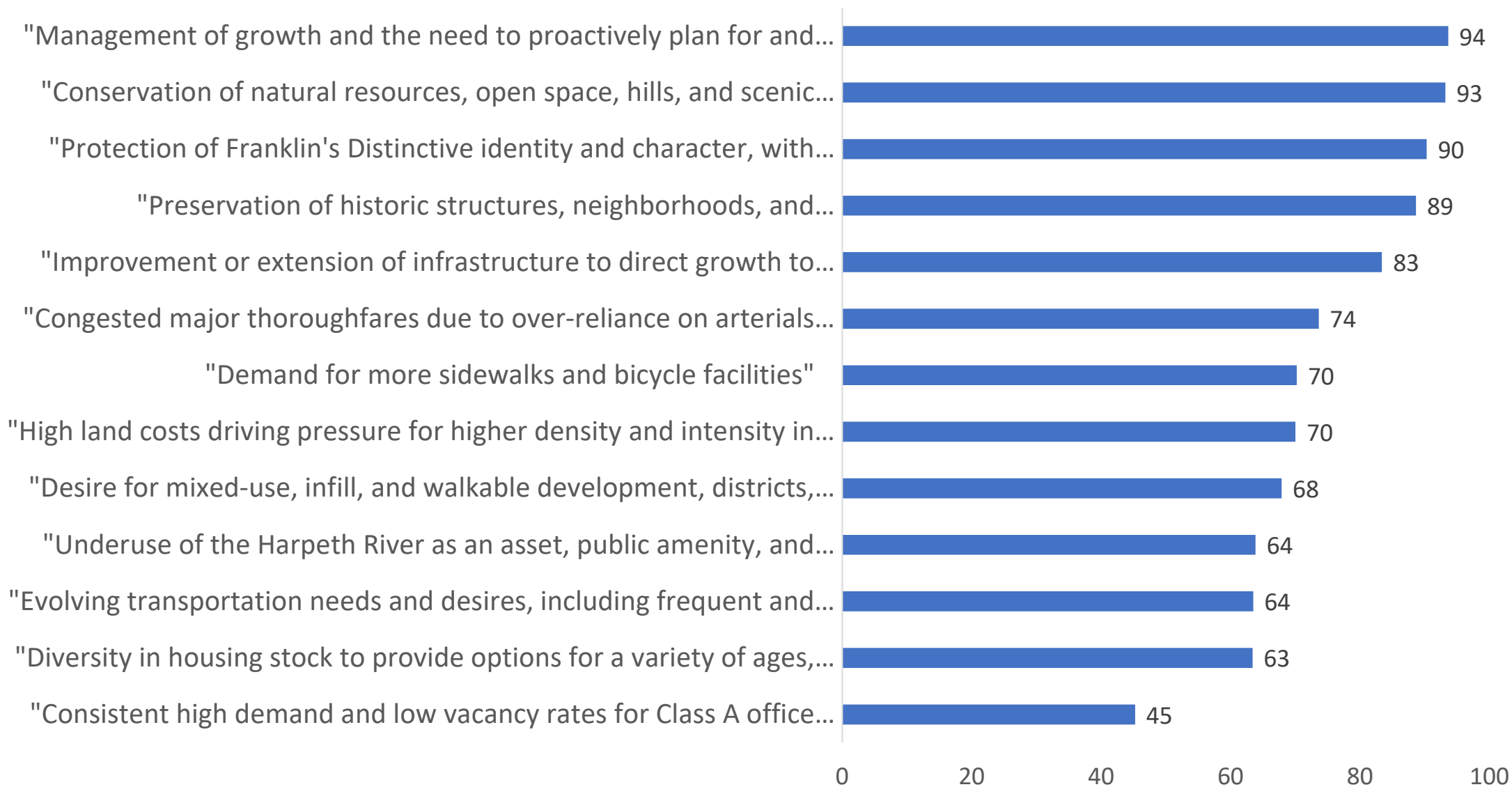
Answered No: 168





Q3-Q15: On a Scale from 1-100, 100 being "Very Important", how Important are the current Key Planning Issues to you?

Respondent Average

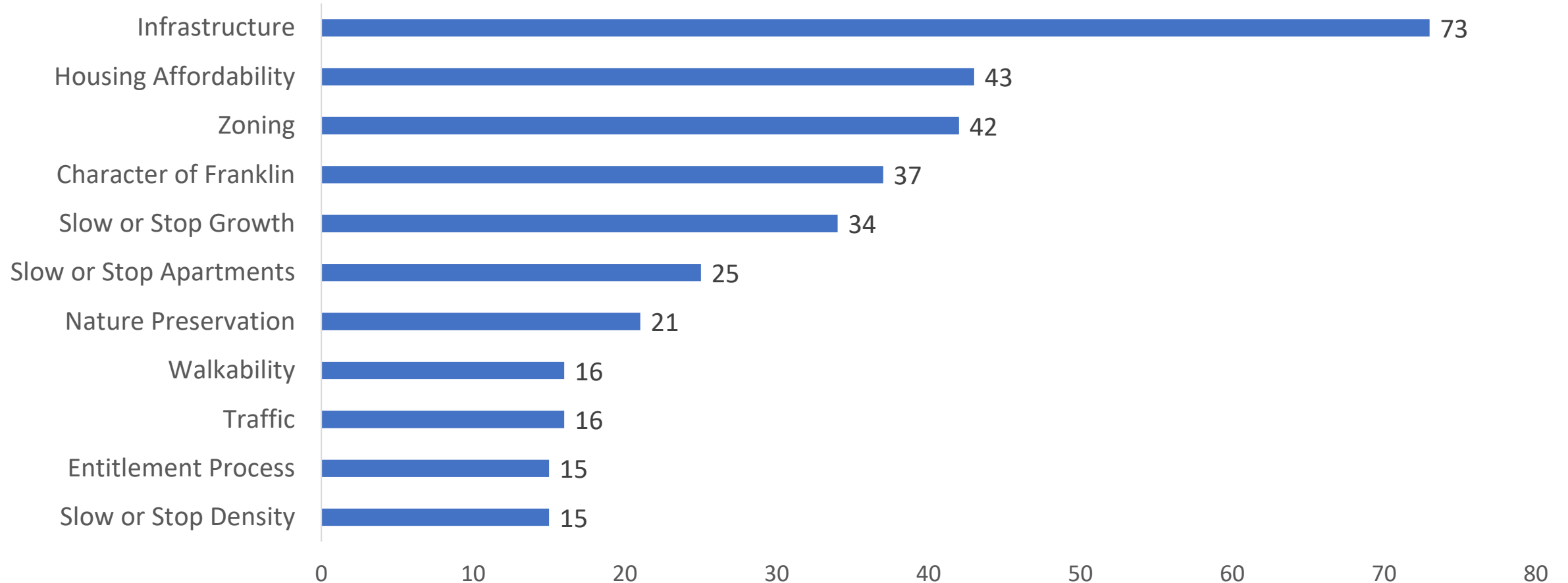




Q16: Are there any other Planning Considerations facing Franklin that you would like to see addressed in the Envision Franklin Update?

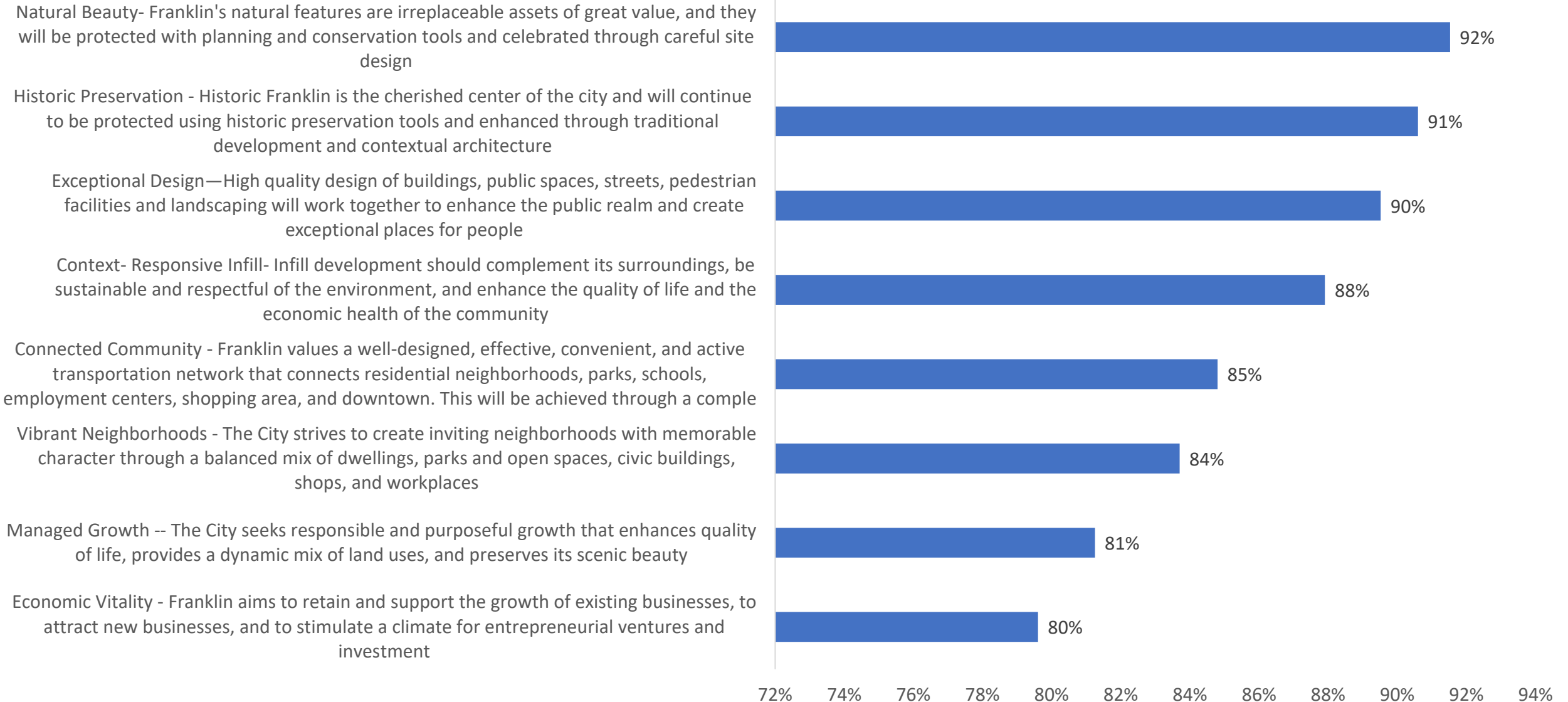
Answered: 409

Times Mentioned





Q17-Q24: Percent of Respondents who Voted to Keep the Corresponding Guiding Principle As Is





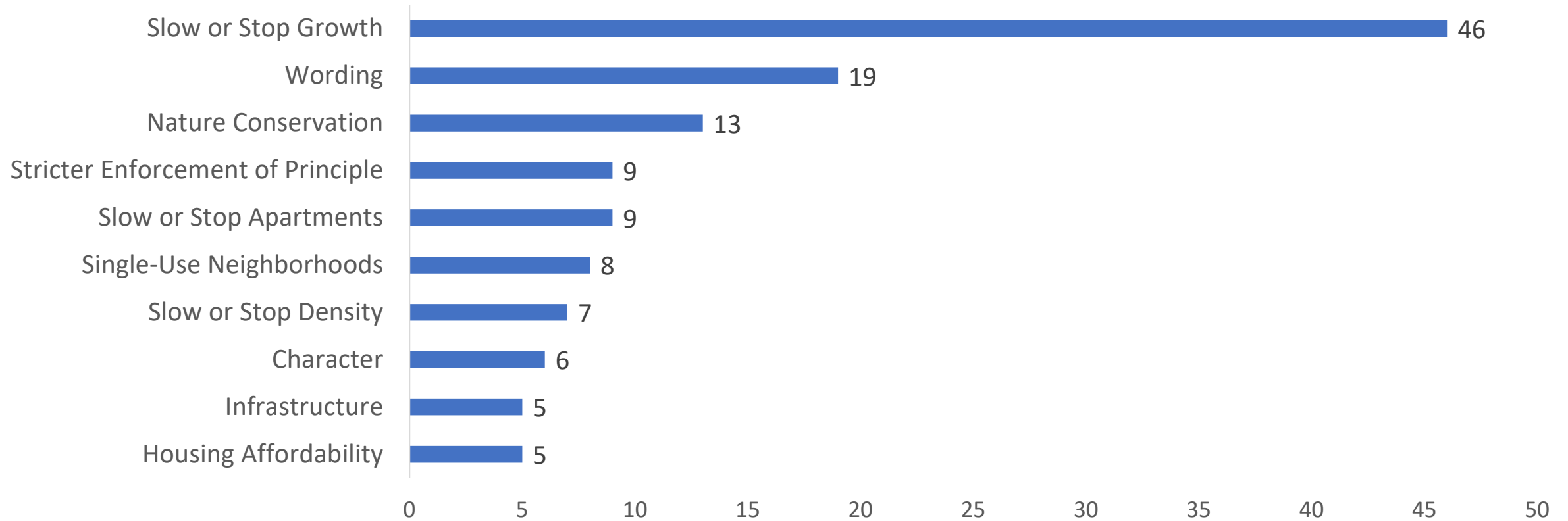
Q17: Managed Growth -- The City seeks responsible and purposeful growth that enhances quality of life, provides a dynamic mix of land uses, and preserves its scenic beauty.

This Should not be a guiding principle or it should be refined (please detail why not or what should be refined)

Answered Keep As Is: 663 (81%)

Answered it Should be Changed: 152 (19%)

Times Mentioned





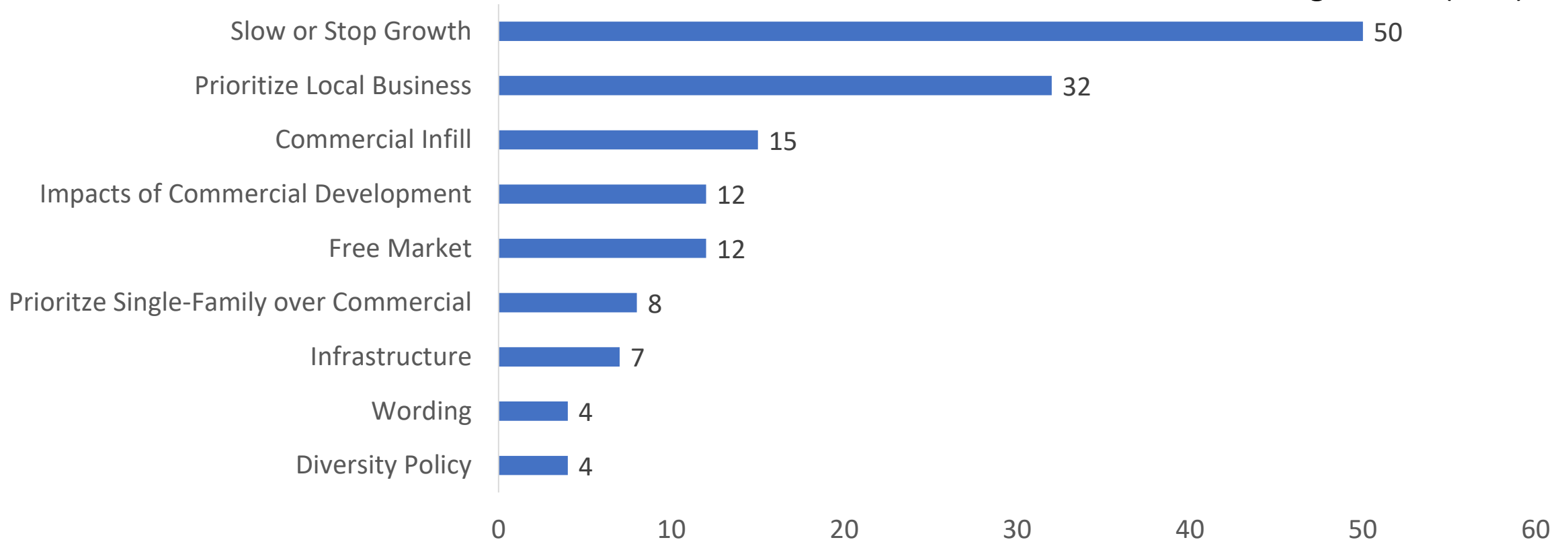
Q18: Economic Vitality - Franklin aims to retain and support the growth of existing businesses, to attract new businesses, and to stimulate a climate for entrepreneurial ventures and investment

This Should not be a guiding principle or it should be refined (please detail why not or what should be refined)

Answered Keep As Is: 648 (80%)

Answered it Should be Changed: 165 (20%)

Times Mentioned



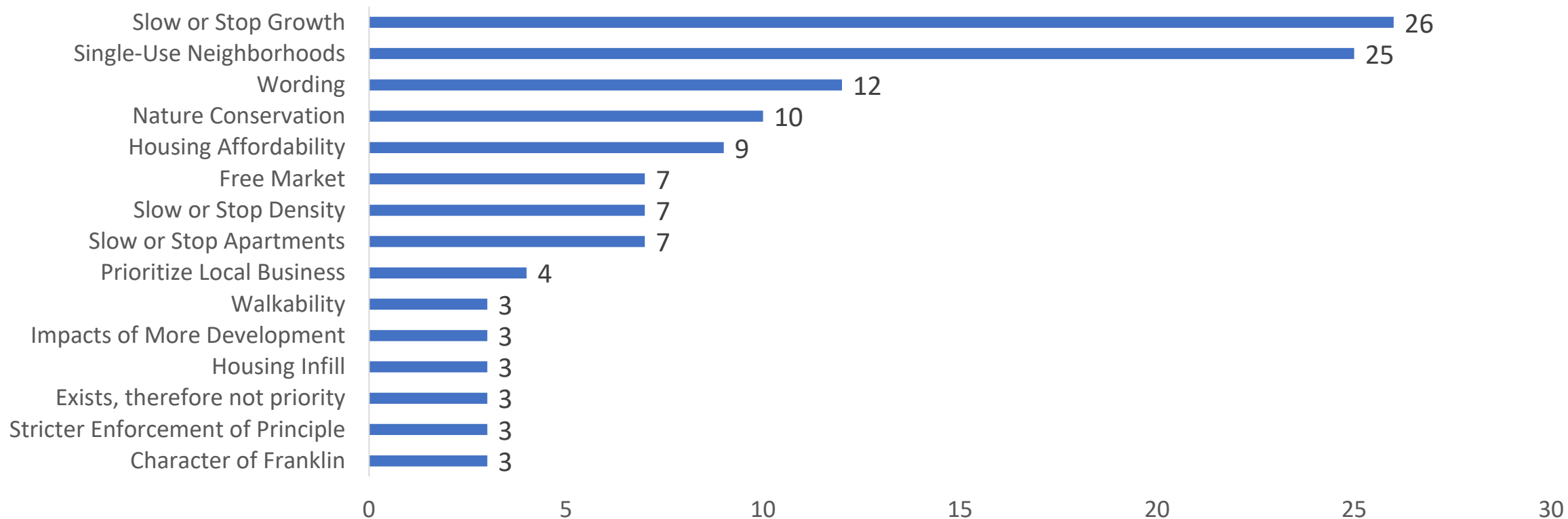


Q19: Vibrant Neighborhoods - The City strives to create inviting neighborhoods with memorable character through a balanced mix of dwellings, parks and open spaces, civic buildings, shops, and workplaces

This Should not be a guiding principle or it should be refined (please detail why not or what should be refined)

Answered Keep As Is: 683 (84%)

Times Mentioned Answered it Should be Changed: 132 (16%)



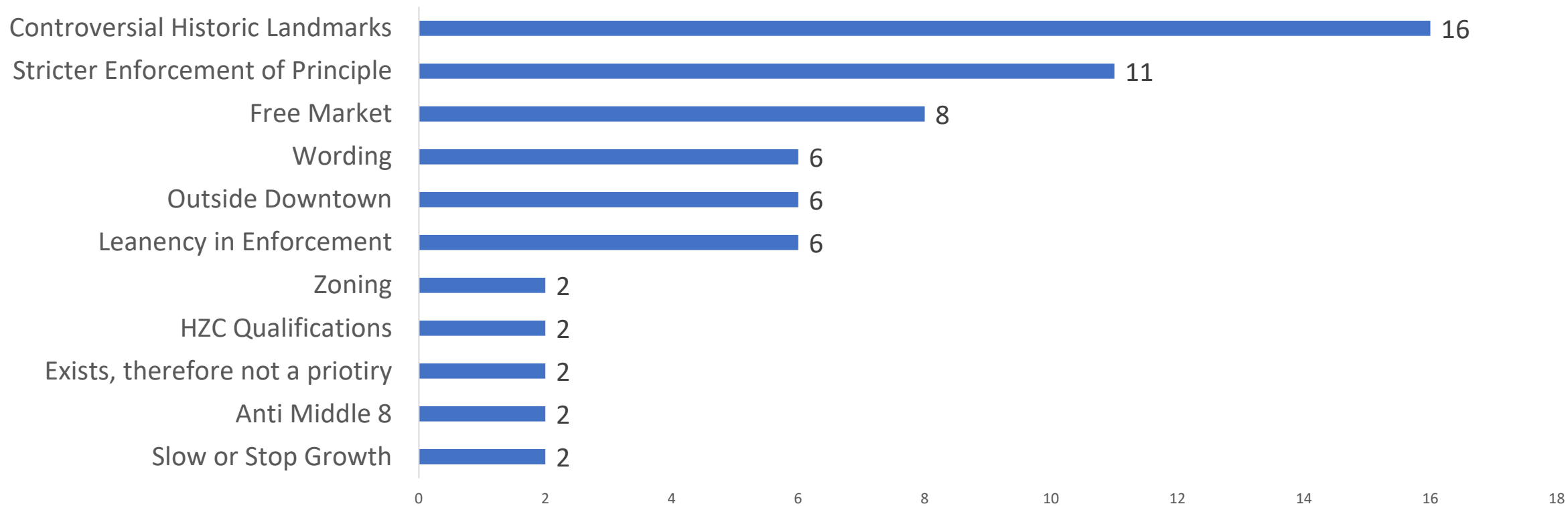


Q20: Historic Preservation - Historic Franklin is the cherished center of the city and will continue to be protected using historic preservation tools and enhanced through traditional development and contextual architecture

This Should not be a guiding principle or it should be refined (please detail why not or what should be refined)

Answered Keep As Is: 742 (91%)

Times Mentioned Answered it Should be Changed: 76 (9%)





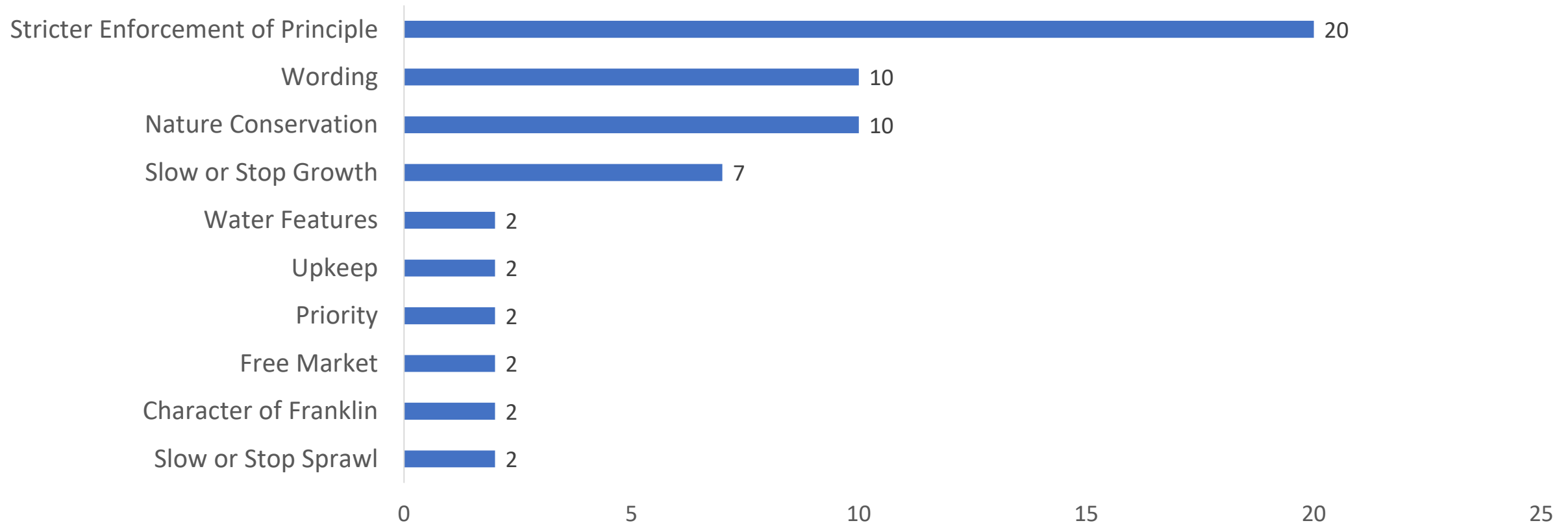
Q21: Natural Beauty- Franklin's natural features are irreplaceable assets of great value, and they will be protected with planning and conservation tools and celebrated through careful site design

This Should not be a guiding principle or it should be refined (please detail why not or what should be refined)

Answered Keep As Is: 745 (92%)

Answered it Should be Changed: 68 (8%)

Times Mentioned



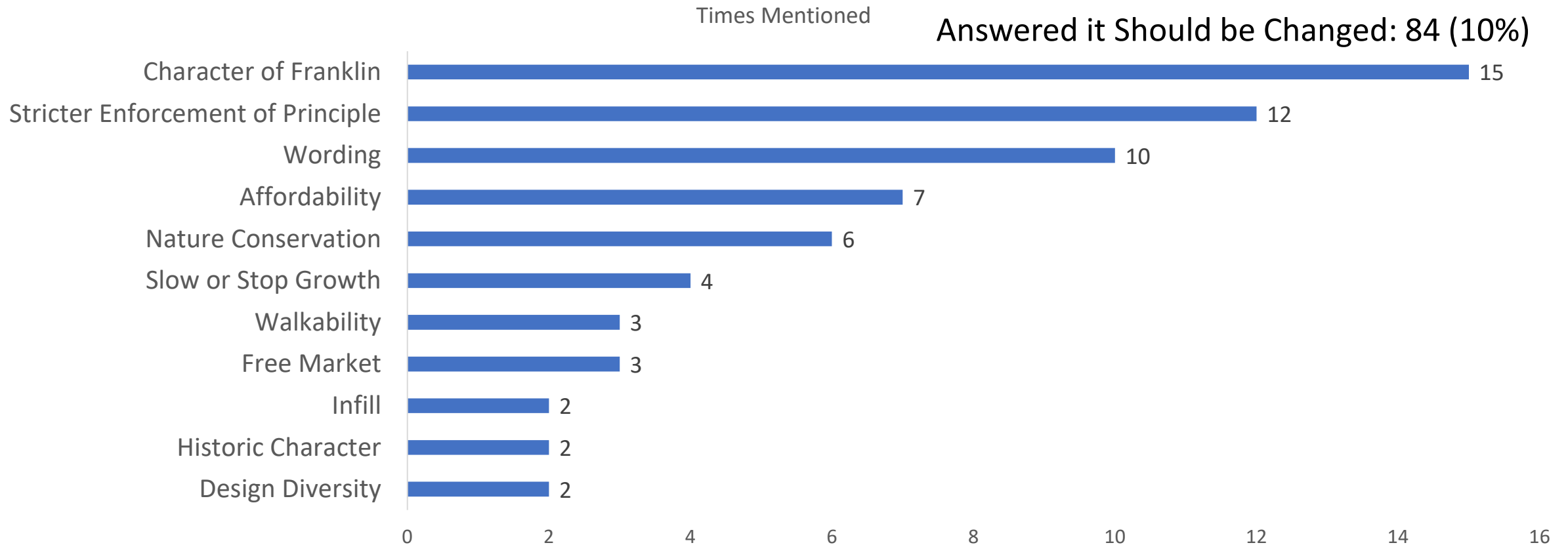


Q22: Exceptional Design—High quality design of buildings, public spaces, streets, pedestrian facilities and landscaping will work together to enhance the public realm and create exceptional places for people

This Should not be a guiding principle or it should be refined (please detail why not or what should be refined)

Answered Keep As Is: 726 (90%)

Answered it Should be Changed: 84 (10%)





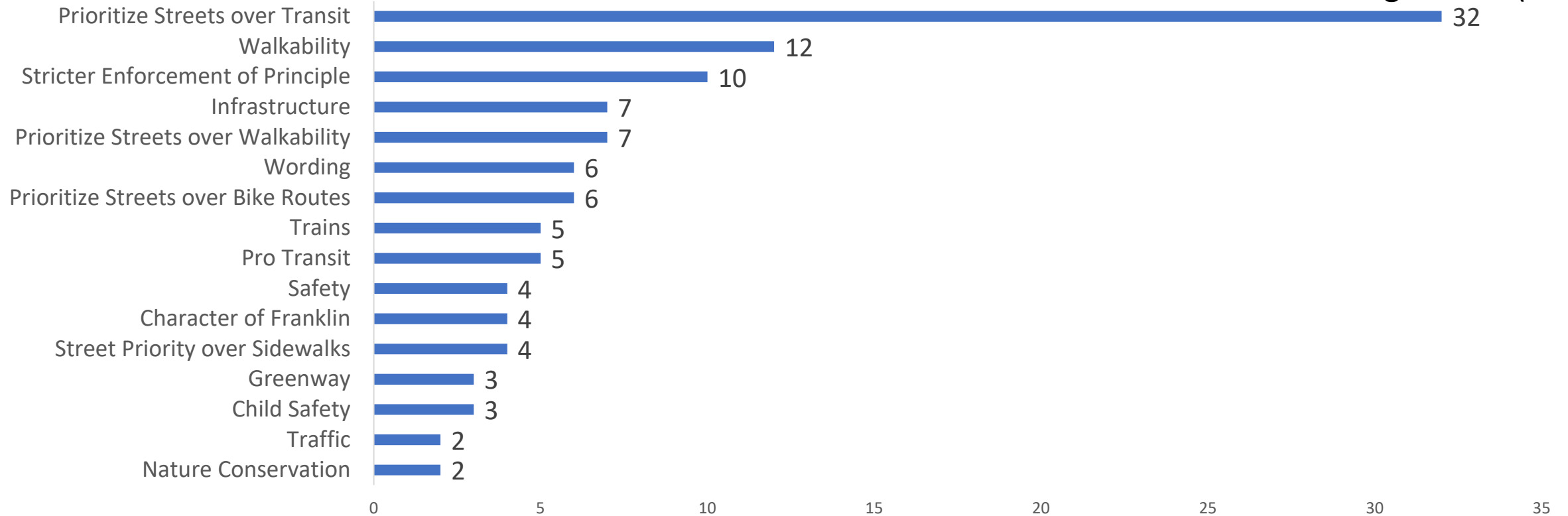
Q23: Connected Community - Franklin values a well-designed, effective, convenient, and active transportation network that connects residential neighborhoods, parks, schools, employment centers, shopping area, and downtown. This will be achieved through a complete system of streets, bicycle and pedestrian routes, and transit, not only within the city, but also to the greater metropolitan region

This Should not be a guiding principle or it should be refined (please detail why not or what should be refined)

Answered Keep As Is: 686 (85%)

Answered it Should be Changed: 122 (15%)

Times Mentioned





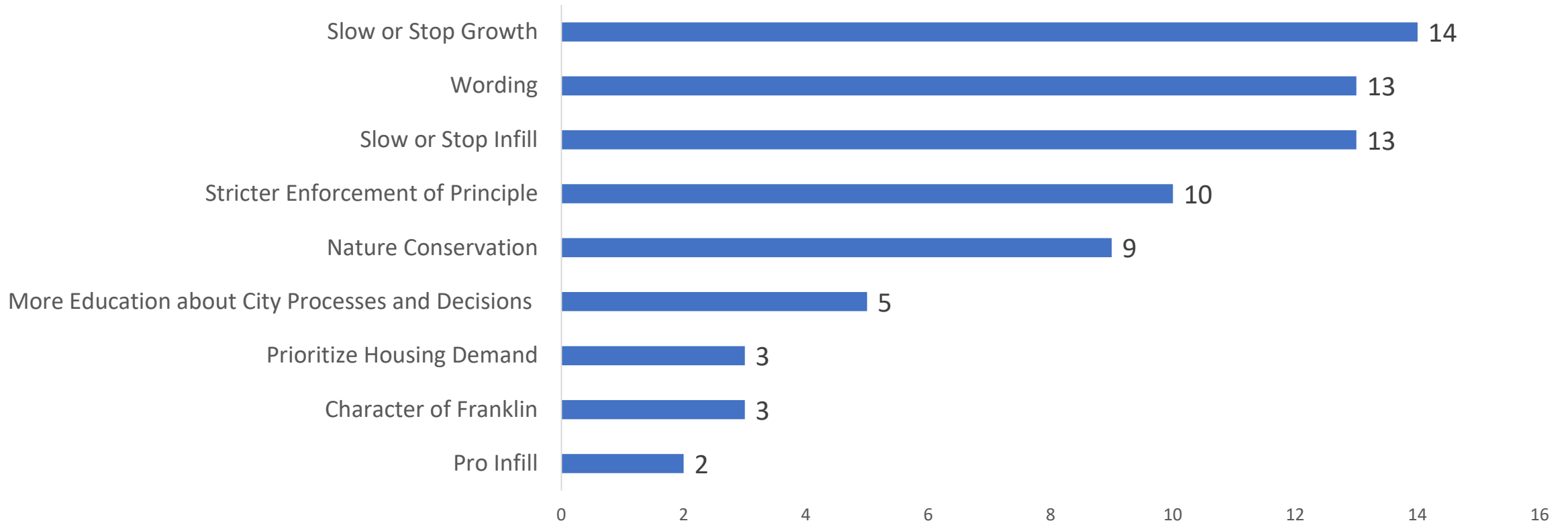
Q24: Context- Responsive Infill- Infill development should complement its surroundings, be sustainable and respectful of the environment, and enhance the quality of life and the economic health of the community

This Should not be a guiding principle or it should be refined (please detail why not or what should be refined)

Answered Keep As Is: 705 (88%)

Answered it Should be Changed: 96 (12%)

Times Mentioned



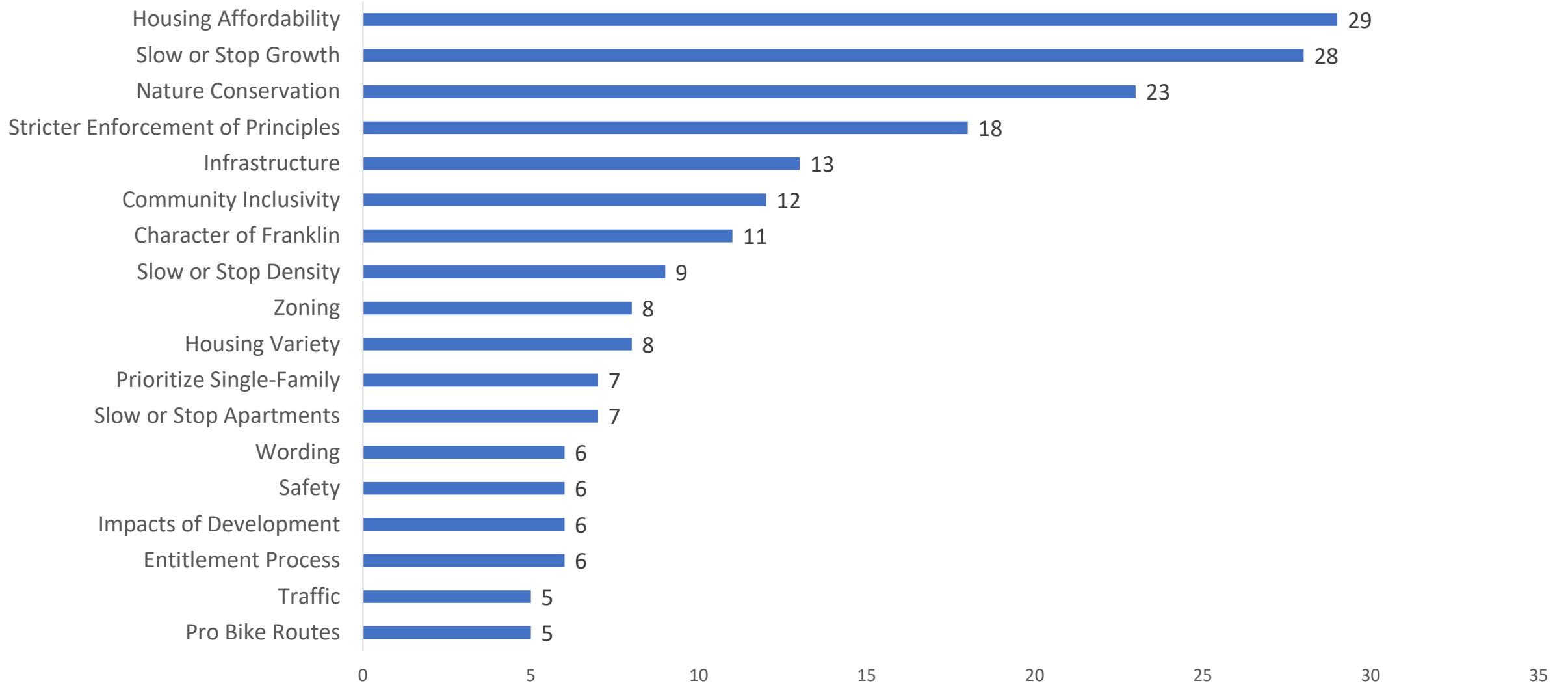


Q25: Do you think there is anything missing from the Guiding Principles?

Answered No: 524 (69%)

Answered Yes: 240 (31%)

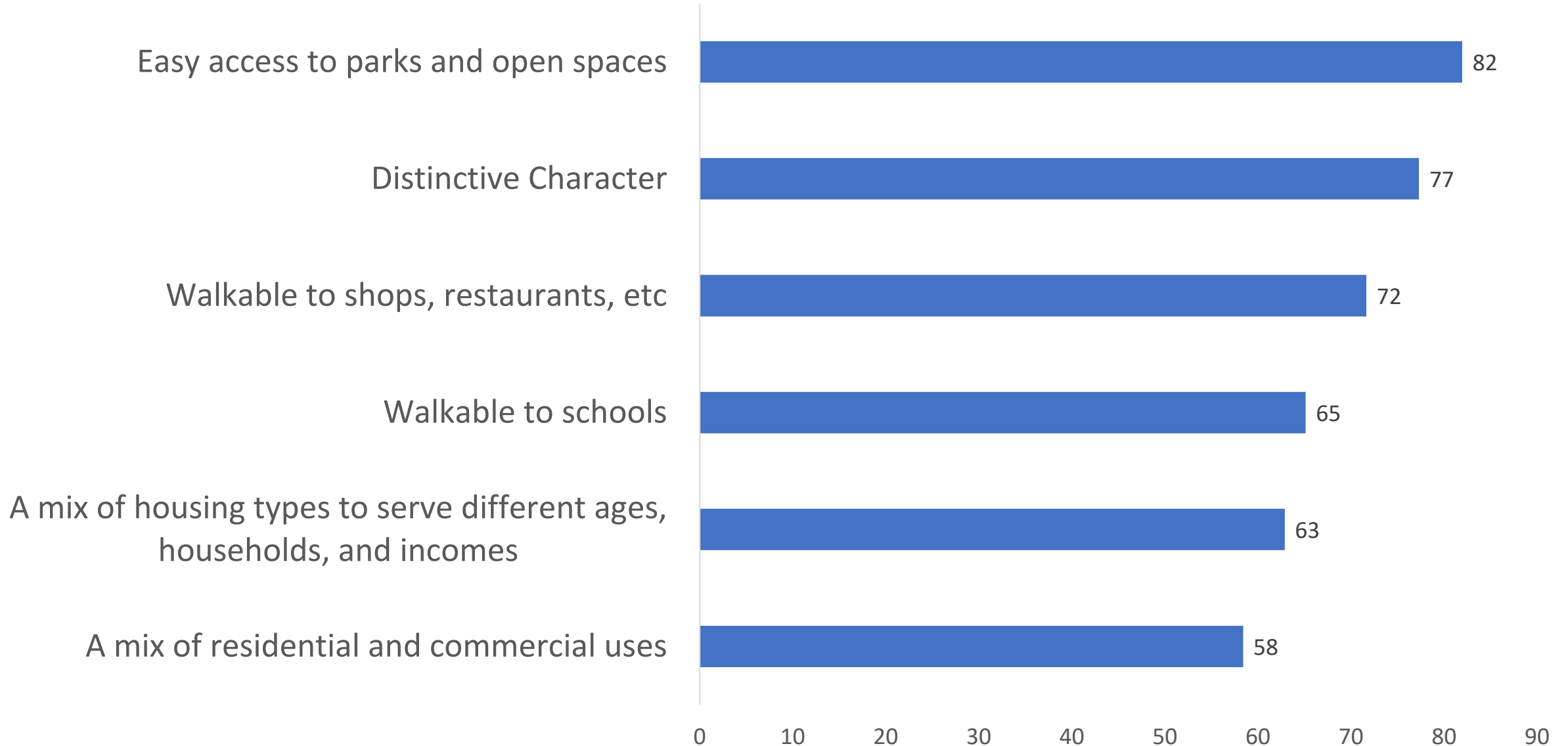
Times Mentioned





Q26-Q31: How Important on a scale from 1-100, 100 being “Very Important”, are the following Elements to Creating a Vibrant Neighborhood?

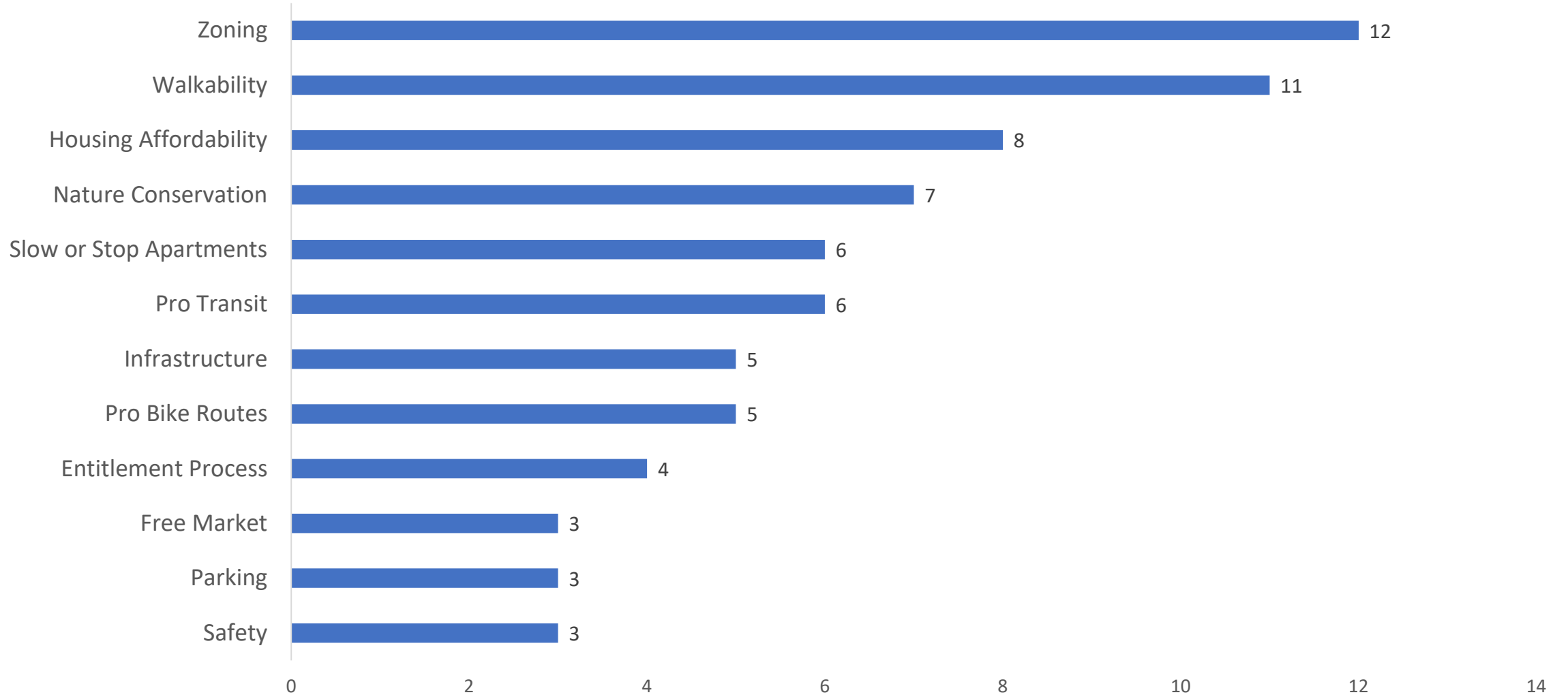
Respondent Average





Q32: Other Elements that create a Vibrant Neighborhood

Times Mentioned



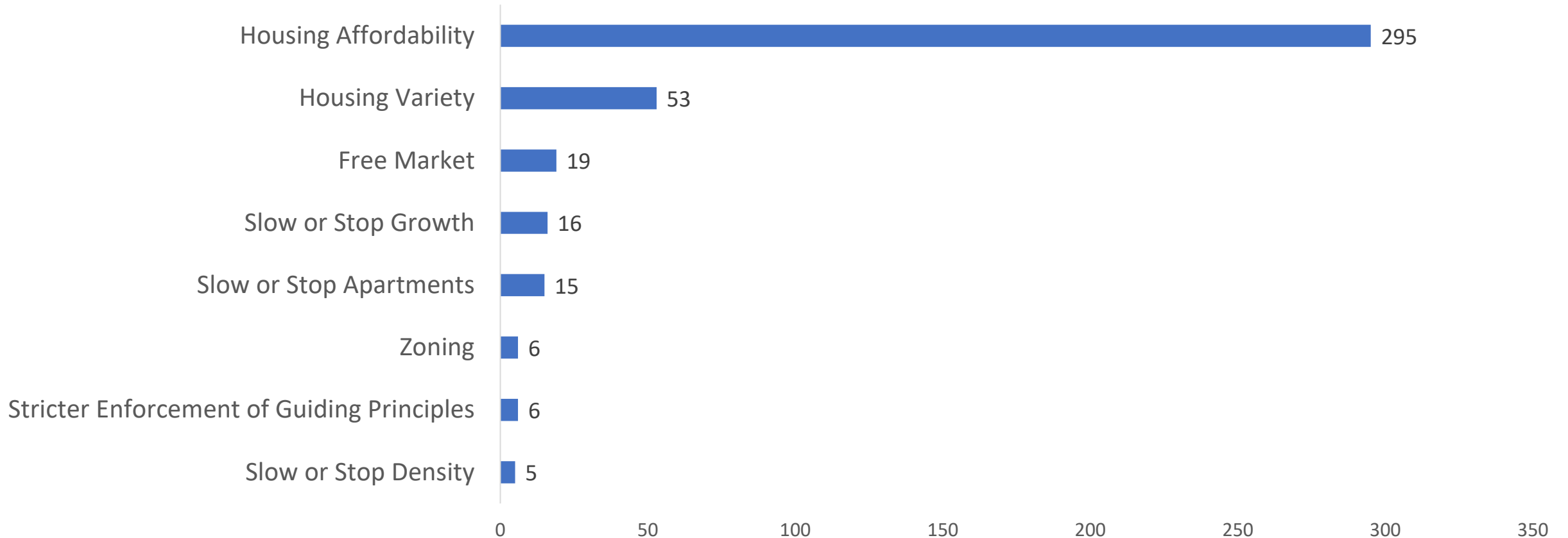


Q33: People seek different housing options depending on household size, stage of life, job/school locations, transportation needs, budget, convenience, quality of life, and more. Do you think new residential developments in Franklin are providing enough housing variety for the range of ages, incomes, and family sizes that want to live in Franklin?

Answered Yes: 376 (47%)

Answered No: 421 (53%)

Times Mentioned

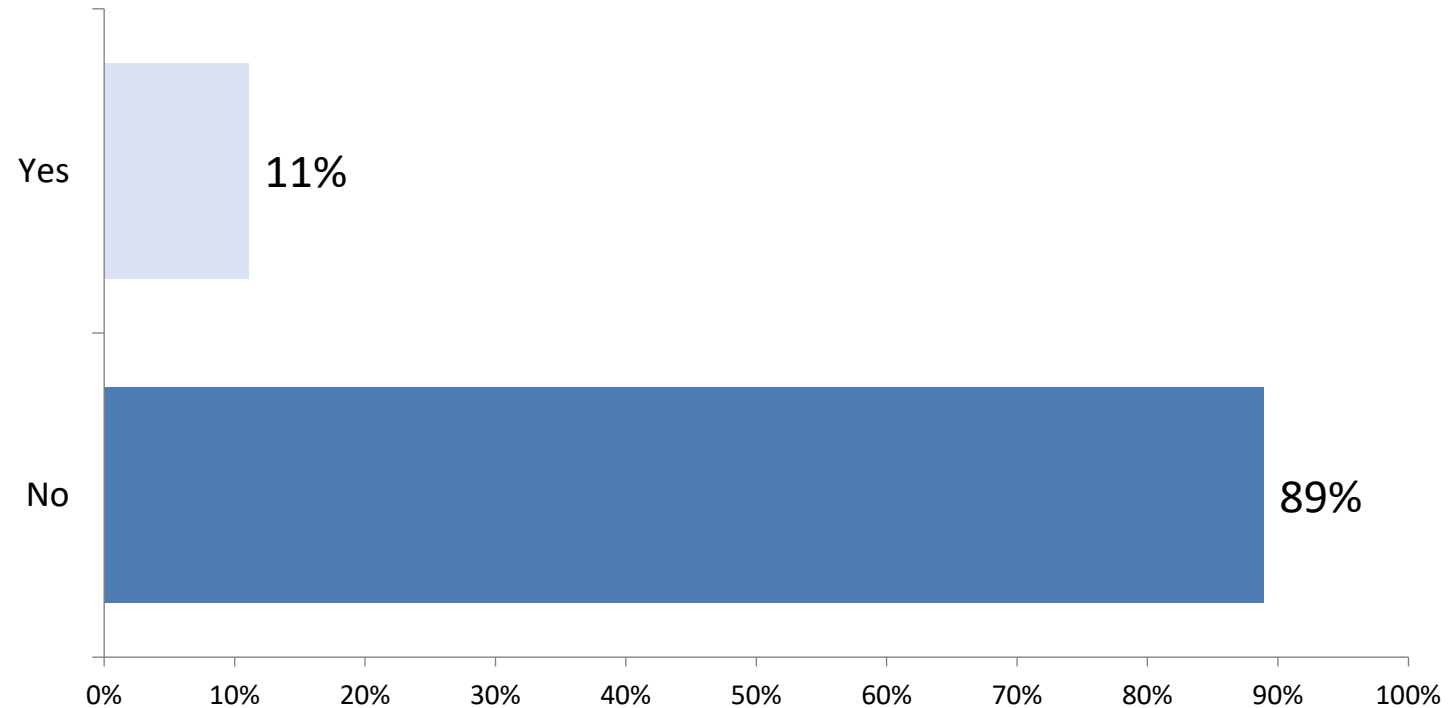




Q34: Did you attend the Factory District Community Workshop on February 16th or one of the open house meetings held on March 22nd?

Answered Yes: 88

Answered No: 706

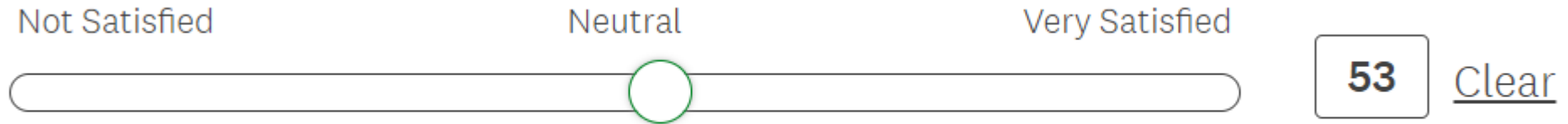




Q35: Were you satisfied with your overall experience at the meeting(s) you attended? (On a Scale from 0-100)

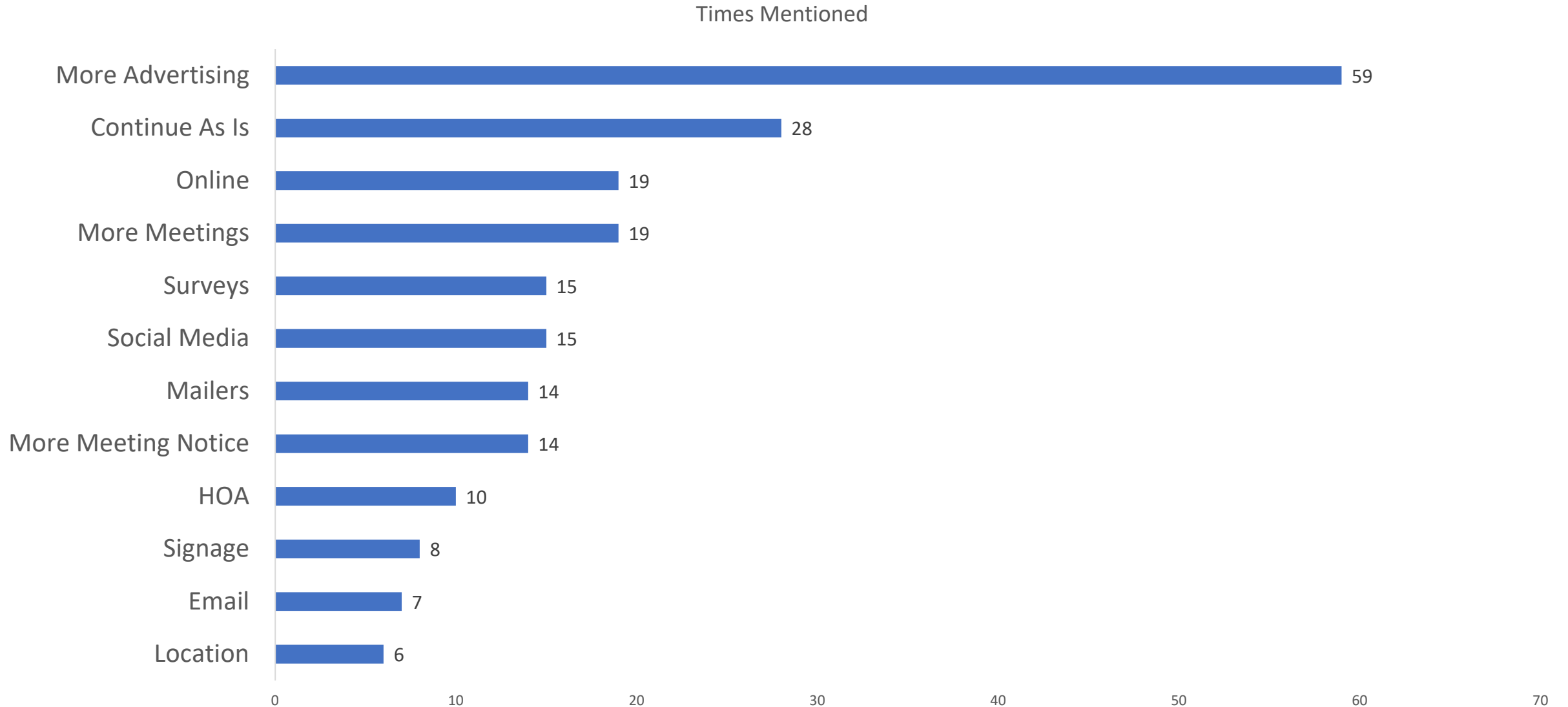
Respondent Average

Answered: 238



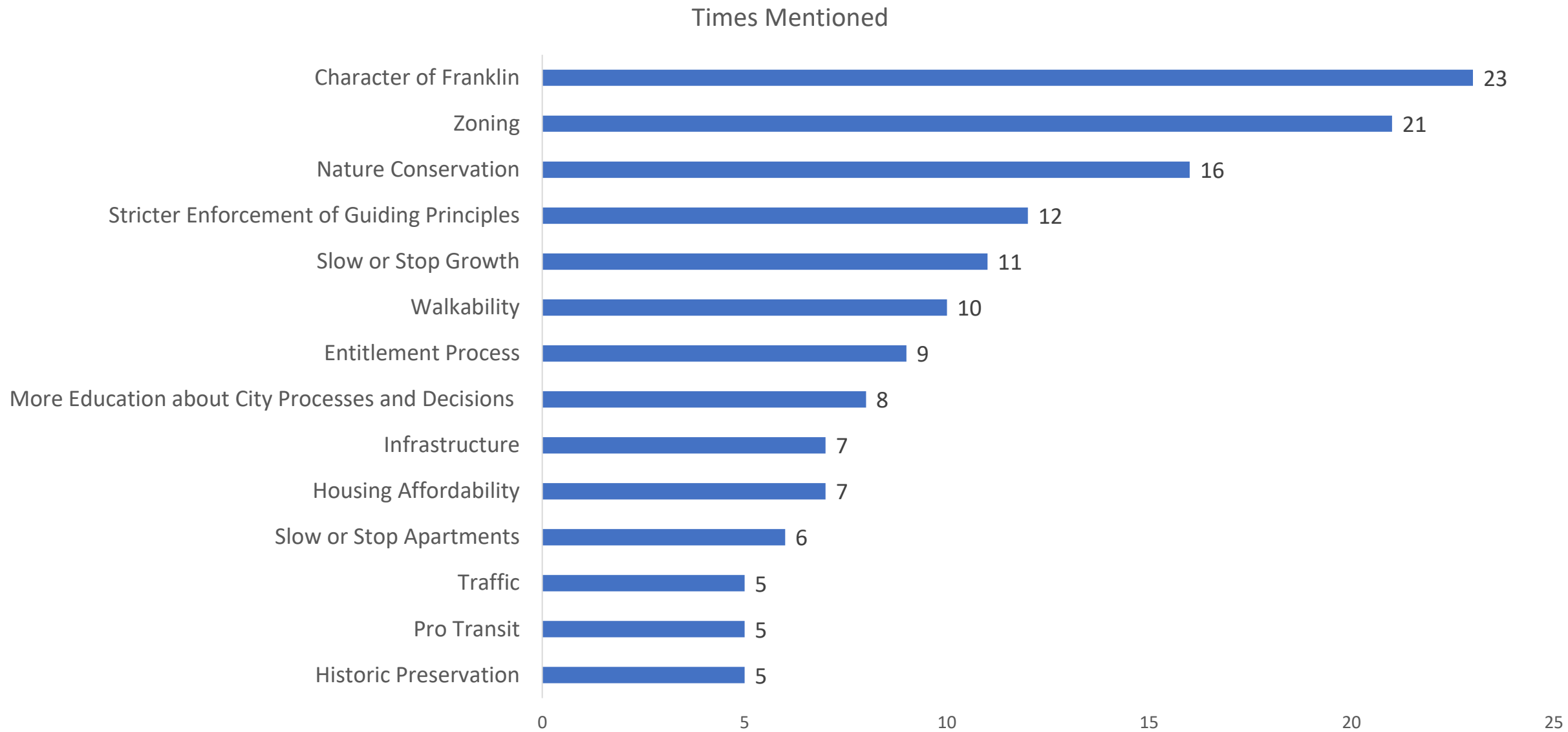


Q36: How can the City of Franklin Improve future public outreach efforts?





Q37: Are there any other considerations that staff should include in the update to Envision Franklin?





SUMMARY

- The Survey captured a population mostly outside of those who came to in-person meetings, expanding our pool of feedback to more residents
- 85% of Respondents agree with our current Vision Statement
- The Guiding Principles all received at least 80% of respondents' approval and almost 70% of respondents do not believe anything is missing from our current list of Guiding Principles; staff will make some refinements but overall in good shape
- 12 out of 13 Key Planning Issues were still ranked as Important to Respondents
 - Infrastructure and Housing Affordability ranked high for write-ins
- Survey results will be used to help shape updates to the plan
- Staff to improve advertising efforts for future meetings