

Survey of Image Preferences

- Residential Character
- Mixed Use Character
- Commercial Character
- Office/Industrial Character
- Building Setbacks
- Streetscapes
- Site Amenities
- Parking Areas
- Signage

Top 5, Bottom 5
Rankings:

Positive

~Positive

~Modest

Negative

Marshalltown Comprehensive Plan



Residential Character

- Single Family



11

Positive

4.8



8

Positive

4.7



6

Positive

4.3



3

Positive

4.2



1

~Positive

3.6



15

~Modest

2.9



5

~Modest

2.9



4

~Modest

2.9



9

Negative

2.6



2

Negative

1.9

Residential Character

- Multi-Family



19

Positive

5.7



27

Positive

5.3



39

Positive

5.2



20

Positive

4.9



23

Positive

4.9



44

Negative

2.1



24

Negative

1.8



41

Negative

1.7



38

Negative

1.7



32

Negative

1.4

Mixed Use Character



45

Positive

4.8



58

Positive

4.8



47

Positive

4.7



61

Positive

4.4



46

Positive

4.3



60

~Modest

3.3



51

~Modest

3.2



62

~Modest

3.2



53

~Modest

3.1



63

~Modest

3.0

Commercial Character

- Retail (including franchise retail)
- Consider:
 - Overall impression
 - Building type/style
 - Materials
 - Architectural design
 - Height
 - Roof lines/type
 - Features



65

Positive

4.9



78

Positive

4.4



70

Positive

4.3



71

Positive

4.3



75

Positive

4.2



69

Negative

1.8



91

Negative

1.8



96

Negative

1.7



73

Negative

1.3



89

Negative

0.9

Office and Industrial Character

- Consider:
 - Overall impression
 - Building type/style
 - Materials
 - Architectural design
 - Height
 - Roof lines/type
 - Features



105

Positive

4.2



104

Positive

4.0



103

~Positive

3.9



100

~Positive

3.9



110

~Positive

3.9



114

~Modest

2.9



119

Negative

2.2



117

Negative

1.1



106

Negative

1.0



101

Negative

0.7

Building Setbacks



127

Positive

4.7



133

Positive

4.6



124

Positive

4.2



121

Positive

4.2



123

Positive

4.2



132

~Modest

3.4



125

~Modest

3.4



128

~Modest 2.9



126

Negative 2.2



131

Negative

2.0

Streetscapes



145

Positive

5.0



150

Positive

4.9



143

Positive

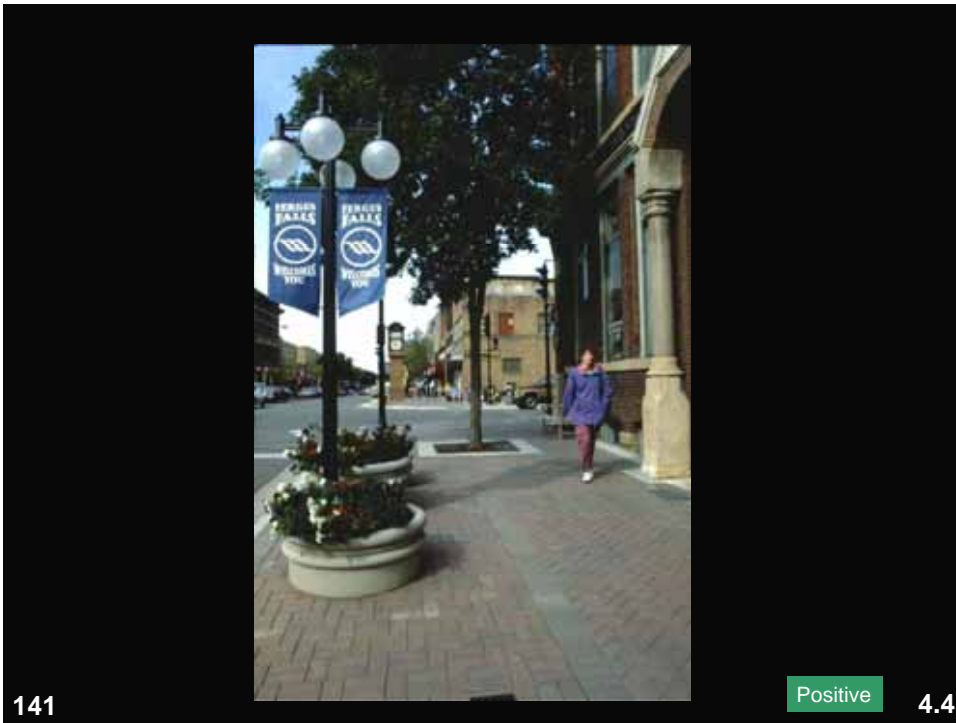
4.8



146

Positive

4.7





154

~Modest

3.3



152

~Modest

3.2



Site Amenities

- Consider:
 - Lighting
 - Water features
 - Fountains
 - Screening
 - Sculpture
 - Benches
 - Outdoor seating areas
 - Plazas



159

Positive

5.3



158

Positive

5.2



161

Positive

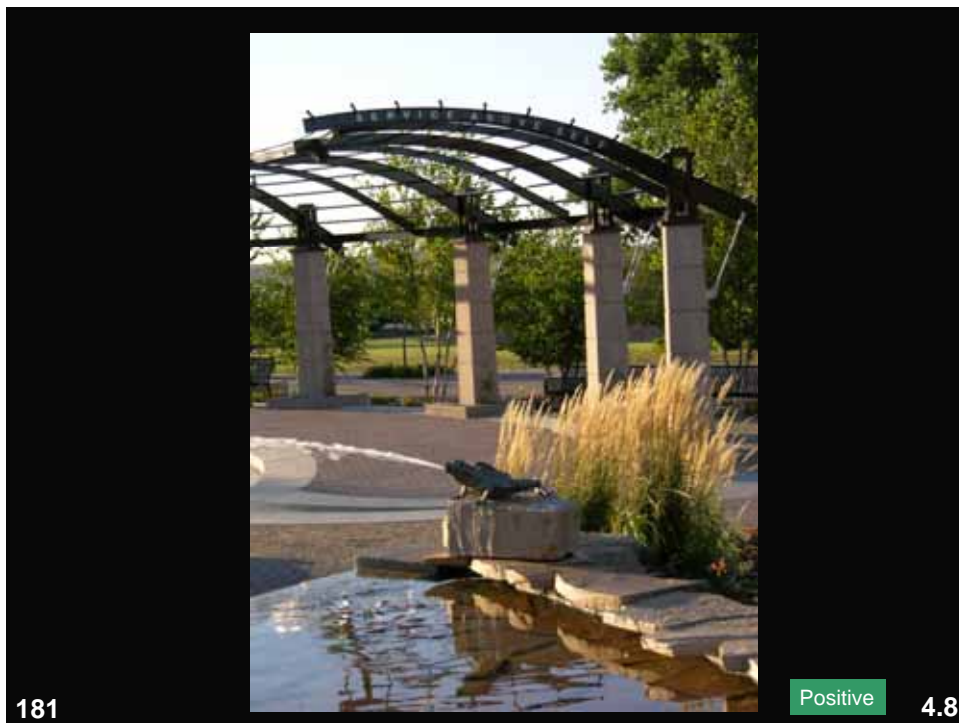
4.9



163

Positive

4.8



181

Positive

4.8



170

~Modest

3.8



171

~Modest

3.2



174

~Modest

3.2



175

~Modest

3.2



165

~Modest

3.1

Parking Areas

- Consider:
 - Lighting
 - Location of parking to buildings
 - Buffering of parking lots
 - Landscaping treatments within parking lots
 - Signage treatments
 - Overall feel of parking area



189

Positive

4.0



183

~Positive

3.9



195

~Positive

3.8



190

~Positive

3.8



185

~Positive

3.7



186

Negative

1.1



199

Negative

1.0



201

Negative

1.0



194

Negative

0.9



196

Negative

0.9

Signage

- Monument
- Pylon
- Wall
- Projecting



235

Positive

5.2



216

Positive

4.9



211

Positive

4.7



224

Positive

4.6



206

Positive

4.4



207

Negative

1.4



228

Negative

1.4



239

Negative

0.8



221

Negative

0.6



227

Negative

0.4