

**Appendix K: Design Preference Survey Results**

# City of New Berlin 2020 Comprehensive Plan

## Neighborhood “A” Meeting Design Preference Survey: Results July 23, 2008



Applied Ecological Services (AES)  
Ehlers and Associates  
HNTB

# Commercial Retail

# Area A

## Highest Rated Images



2.08



1.23



0.92

## Lowest Rated Images



-1.08



-1.38



-2.31

# Business Office/Light Industrial

# Area A

## Highest Rated Images



0.08



-1.54



-1.71

## Lowest Rated Images



-3.00



-3.21



-3.21

# Multi-Family Housing

# Area A

## Highest Rated Images



-0.14



-1.21



-1.29

## Lowest Rated Images



-2.79



-2.93



-3.00

# Road Design

# Area A

## Highest Rated Images



2.36



1.71



1.41

## Lowest Rated Images



-2.14



-3.79



-4.29

# Parking

# Area A

## Highest Rated Images



1.21



1.21



0.79

## Lowest Rated Images



-0.29



-2.00



-3.29

# Open Space

# Area A

## Highest Rated Images



2.50



2.43



2.14

## Lowest Rated Images



-0.43



-1.07



-1.21

# Commercial Signage

# Area A

## Highest Rated Images



1.86



1.50



1.21

## Lowest Rated Images



-1.00



-2.00



-2.36

# City of New Berlin 2020 Comprehensive Plan

## Neighborhood “B” Meeting Design Preference Survey: Results September 10, 2008



Applied Ecological Services (AES)  
Ehlers and Associates  
HNTB

# Commercial Retail

# Area B

## Highest Rated Images



-1.70



-2.37



-2.57

## Lowest Rated Images



-3.22



-3.39



-4.28

# Business Office/Light Industrial

# Area B

## Highest Rated Images



-1.61



-2.54



-2.59

## Lowest Rated Images



-3.46



-3.74



-3.80

# Multi-Family Housing

# Area B

## Highest Rated Images



-2.54



-2.80



-3.20

## Lowest Rated Images



-2.67



-4.06



-4.15

# Road Design

# Area B

## Highest Rated Images



2.37



0.80



0.63

## Lowest Rated Images



-2.69



-3.15



-3.57

# Parking

# Area B

## Highest Rated Images



-1.46



-1.67



-2.22

## Lowest Rated Images



-2.48



-2.81



-3.59

# Open Space

# Area B

## Highest Rated Images



3.72



1.65



1.65

## Lowest Rated Images



-2.31



-2.69



-2.98

# Commercial Signage

# Area B

## Highest Rated Images



-0.74



-0.80



-0.89

## Lowest Rated Images



-2.20



-2.46



-2.78

# City of New Berlin 2020 Comprehensive Plan

## Neighborhood “D” Meeting Design Preference Survey: Results January 14, 2009



Applied Ecological Services (AES)  
Ehlers and Associates  
HNTB

# Commercial Retail

# Area D

## Highest Rated Images



-1.09



-1.94



-1.94

## Lowest Rated Images



-3.16



-3.38



-3.88

# Business Office/Light Industrial

# Area D

## Highest Rated Images



-2.55



-2.88



-3.09

## Lowest Rated Images



-3.63



-3.56



-3.41

# Multi-Family Housing

# Area D

## Highest Rated Images



-1.53



-1.56



-1.88

## Lowest Rated Images



-2.78



-2.78



-2.88

# Road Design

# Area D

## Highest Rated Images



2.47



1.53



1.31

## Lowest Rated Images



-2.69



-3.09



-3.12

# Parking

# Area D

## Highest Rated Images



-1.24



-1.44



-1.79

## Lowest Rated Images



-2.71



-2.88



-3.97

# Open Space

# Area D

## Highest Rated Images



3.35



3.30



3.03

## Lowest Rated Images



-1.50



-1.74



-1.82

# Commercial Signage

# Area D

## Highest Rated Images



0.06



-0.06



-0.21

## Lowest Rated Images



-1.21



-2.24



-2.88

# City of New Berlin 2020 Comprehensive Plan

## Neighborhood “E” Meeting Design Preference Survey: Results November 25, 2008



Applied Ecological Services (AES)  
Ehlers and Associates  
HNTB

# Commercial Retail

# Area E

## Highest Rated Images



1.00



1.00



0.50

## Lowest Rated Images



-1.88



-2.75



-3.43

# Business Office/Light Industrial

# Area E

## Highest Rated Images



0.88



-0.25



-2.25

## Lowest Rated Images



-2.75



-3.38



-3.88

# Multi-Family Housing

# Area E

## Highest Rated Images



0.63



0.38



-0.25

## Lowest Rated Images



-1.88



-1.88



-3.38

# Road Design

# Area E

## Highest Rated Images



1.50



1.25



1.13

## Lowest Rated Images



-2.25



-2.75



-2.88

# Parking

# Area E

## Highest Rated Images



2.38



1.38



0.88

## Lowest Rated Images



-0.63



-1.13



-3.50

# Open Space

# Area E

## Highest Rated Images



3.00



2.13



2.13

## Lowest Rated Images



0.38



0.13



-1.50

# Commercial Signage

# Area E

## Highest Rated Images



1.13



1.13



1.13

## Lowest Rated Images



-0.88



-1.25



-1.50

# City of New Berlin 2020 Comprehensive Plan

## Neighborhood “F” Meeting Design Preference Survey: Results November 25, 2008



Applied Ecological Services (AES)  
Ehlers and Associates  
HNTB

# Commercial Retail

# Area F

## Highest Rated Images



-3.10



-3.10



-3.15

## Lowest Rated Images



-4.15



-4.36



-4.89

# Business Office/Light Industrial

# Area F

## Highest Rated Images



-3.89



-4.11



-4.47

## Lowest Rated Images



-4.63



-4.79



-4.82

# Multi-Family Housing

# Area F

## Highest Rated Images



-1.98



-2.75



-2.38

## Lowest Rated Images



-3.54



-3.72



-4.02

# Road Design

# Area F

## Highest Rated Images



1.38



0.72



-0.34

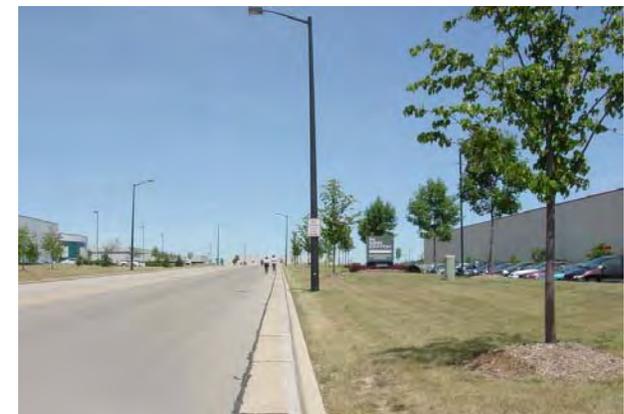
## Lowest Rated Images



-2.24



-2.39



-2.59

# Parking

# Area F

## Highest Rated Images



-1.73



-1.82



-2.21

## Lowest Rated Images



-3.19



-3.84



-3.95

# Open Space

# Area F

## Highest Rated Images



2.83



2.42



2.41

## Lowest Rated Images



-1.37



-2.29



-2.66

# Commercial Signage

# Area F

## Highest Rated Images



-1.84



-1.85



-1.87

## Lowest Rated Images



-3.05



-3.06



-3.56

# City of New Berlin 2020 Comprehensive Plan

## Neighborhood “G” Meeting Design Preference Survey: Results April 18, 2008



Applied Ecological Services (AES)  
Ehlers and Associates  
HNTB

# Commercial Retail

# Area G

## Highest Rated Images



-0.50



-0.92



-0.83

## Lowest Rated Images



-1.83



-1.96



-2.32

# Business Office/Light Industrial

# Area G

## Highest Rated Images



-0.12



-0.44



-0.44

## Lowest Rated Images



-1.88



-2.52



-3.04

# Multi Family Housing

# Area G

## Highest Rated Images



0.08



-0.24



-0.92

## Lowest Rated Images



-2.08



-2.44



-3.32

# Road Design

# Area G

## Highest Rated Images



1.72



1.08



1.00

## Lowest Rated Images



-1.68



-1.68



-2.44

# Parking

# Area G

## Highest Rated Images



-0.20



-0.24



-0.36

## Lowest Rated Images



-1.04



-1.92



-2.32

# Open Space

# Area G

## Highest Rated Images



2.36



2.13



2.08

## Lowest Rated Images



-0.64



-1.04



-1.44

# Commercial Signage

# Area G

## Highest Rated Images



0.00



-0.04



-0.12

## Lowest Rated Images



-1.20



-1.28



-1.56

# City of New Berlin 2020 Comprehensive Plan

## Neighborhood “I” Meeting Design Preference Survey: Results September 24, 2008



Applied Ecological Services (AES)  
Ehlers and Associates  
HNTB

# Commercial Retail

# Area I

## Highest Rated Images



-2.53



-2.53



-2.77

## Lowest Rated Images



-3.93



-4.02



-4.42

# Business Office/Light Industrial

# Area I

## Highest Rated Images



-3.00



-3.26



-3.74

## Lowest Rated Images



-3.95



-4.00



-4.16

# Multi-Family Housing

# Area I

## Highest Rated Images



-3.44



-3.84



-3.84

## Lowest Rated Images



-4.35



-4.40



-4.47

# Road Design

# Area I

## Highest Rated Images



1.70



0.88



0.67

## Lowest Rated Images



-1.58



-3.19



-3.40

# Parking

# Area I

## Highest Rated Images



-0.98



-1.30



-1.49

## Lowest Rated Images



-2.30



-3.37



-4.23

# Open Space

# Area I

## Highest Rated Images



2.53



1.33



0.98

## Lowest Rated Images



-1.79



-2.07



-2.40

# Commercial Signage

# Area I

## Highest Rated Images



-0.79



-0.93



-1.42

## Lowest Rated Images



-2.33



-2.56



-2.98