



# Franklin Forward

2040

SMALL TOWN, BIG HEART

## Community Survey Results.

OCTOBER 2022



# Franklin Community Profile Survey Results

## EXECUTIVE SUMMARY

In preparation for the process of updating the comprehensive plan for the City of Franklin, Franklin Forward 2040, the City Commission administered a survey of residents to elicit opinions from those living in Franklin or Simpson County about what is important to them—entitled the Franklin Community Profile Survey. The topics focused on preferences for future development within the area, key problems that the comprehensive plan should address, current ratings of specific amenities and other characteristics of Franklin, and what sources of information residents consume about the City of Franklin government and its activities.

Survey results suggest that area residents are very passionate about where they live and invest in, ensuring future planning preserves the essence of Franklin. This fact is underlined by over **1,100 residents voicing their opinions** and many providing specific details about what they would like to be addressed in Franklin Forward 2040. Ideally, every resident would provide their opinion. At the same time, we believe this survey provides a solid foundation for developing a plan that includes all residents and will address the most critical development areas. We appreciate the time and thoughtful consideration that many residents granted to guide our planning efforts.

**One of the primary reasons residents choose to live in Franklin is because the area is where their family is, or they were born and raised here, have parented children, and have a strong connection with this community.** Even among those who are new here, they like what the area has to offer. There is a strong desire to move Franklin ahead in its evolution, but with a nearly identical desire for it to maintain its inviting, small-town charm. This is a common desire among many towns and cities in the US to balance what may seem to be competing outcomes, and likely one of the most challenging aspects of developing a comprehensive plan.



**1,100 RESIDENTS**  
VOICED THEIR OPINIONS

### REASONS RESIDENTS CHOOSE FRANKLIN



FAMILY IS  
HERE



BORN &  
RAISED



RAISED  
KIDS



COMMUNITY

# EXECUTIVE SUMMARY



# 69%

## USE SOCIAL MEDIA FOR CITY GOV'T NEWS

## PROBLEMS IN FRANKLIN

39% | DRUGS

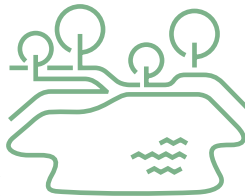
15% | TRAFFIC VIOLATIONS

13% | VANDALISM & PROPERTY CRIME



## FOCUS ON

AGRICULTURE, PARKS,  
OPEN SPACE, NATURAL AREAS,  
AND RECREATIONAL AMENITIES



As seen in current trends, area residents tend to get their news from social media, as **69% indicated they view social media as a major source of information on city government activity.** This can be a double-edged sword, but the opportunity is to utilize these tools to provide clear information to area residents, engage with them, and provide space to expand participation in the planning process. In general, quality of life was rated good, with the highest marks for the feeling of safety among area residents. In terms of areas of improvement, recreational amenities, in general, were cited, with specific concerns focused on the **availability of paths, and more attention on parks, open space, and natural land.**

In terms of problems residents felt were either major or extreme, **drugs were cited by 39%**, followed far behind by **traffic violations (15%)** and **vandalism and property crimes (13%).** **Agriculture-related businesses were cited by nearly 4 of 5 residents as businesses that were very important or essential to the area.** This is consistent with resident opinions that the comprehensive plan should focus growth on parks, open space, natural areas and recreational amenities, rounded out among the top 3 by affordable housing, particularly in Franklin. Lakes/Streams and parklands were noted as the natural resources requiring the most attention to maintain the quality of life within the area.

The largest portion of the survey invited residents to voice their opinion on the most important aspects of subjects specific to community, quality of life, mobility and transportation, the environment, and the economy. Results indicate many respondents were neutral on these items, with small percentages considering them most or even somewhat important. Finally, types of development residents felt a comprehensive plan should encourage included **recreational facilities, family farms, and agriculture-related businesses,** with development of **single-family, affordable housing, and senior housing complexes** as the top 3 housing development types cited as most important.



## DATA SOURCES & METHODS

The Franklin Community Profile Survey was distributed to solicit residents' thoughts and opinions on broad planning topics. The survey results will inform Comprehensive Plan, Franklin Forward 2040. Survey results were tabulated to identify the most prominent trends and community preferences. This report provides data specific to those respondents who indicated they resided in Franklin (City Limits) or Simpson County. Thirty-one respondents indicated they were visitors or did not answer the residence question. These individuals are not included in the following results.

**A total of 1,160 respondents completed the survey, with 1,129 indicating that they resided in Franklin or Simpson County.**

Survey distribution was executed in such a way as to gather opinions from as diverse a population as possible. Through email distribution to as many civic groups as possible, posting on social media, the city website, yard signs, interviews on local radio, and emails to parents of school children, among other channels. A concerted effort was made to be inclusive and encourage all to provide their voice and complete the survey.

# Respondent Profiles

## DEMOGRAPHIC PROFILE<sup>1</sup> & COMPARISON TO POPULATION

The survey collects information related to resident demographic characteristics, including employment status, residence housing type, presence of children under 17 years, household income, race, Hispanic origin, gender, and age cohort. A general comparison of the survey results with the most recent US Census data for Simpson County would suggest that the survey data is generally representative of the area. A few places where there is under-or over-representation would include:

 **Under-representation of the youngest age cohort (18-34 years)**

 **Over-representation of the middle-aged cohorts (35-54 years)**

 **Under-representation of the oldest age cohorts (55+), particularly among those 65+**

 **Under-representation of the non-white/Hispanic population**

 **Over-representation of women**


 **Over-representation of higher-income individuals**

 **Over-representation of owner-occupied households**

A general overview of the respondents related to other characteristics indicates that the **largest age cohort is 35-44 years** (26% of respondents), primarily **white and non-Hispanic** (92% and 97%, respectively), with **63% of respondents being women** and a fairly large percentage of **households with children** (57%). This last item indicates an over-representation of these individuals compared to the most recent US Census data<sup>2</sup>. Thirty-three percent of households have someone under 18 years of age. The vast majority of respondents who had children living in their homes indicated that **their children attended public school** (more than 90%).

  
**83%**  
OWN A HOME

  
**74%**  
WORK FULL-TIME

  
**54%**  
LIVED IN FRANKLIN  
FOR 25+ YEARS

  
**92%**  
HAVE ACCESS TO A  
COMPUTER AT HOME

Eighty-three percent of respondents indicated that they **own their residences**, and most housing units were **single-family detached** (92%). Nearly three-quarters of respondents (74%) **work full-time**, with 12% indicating they were fully retired, and of those respondents who work (either full-time or part-time), the largest percentage **work in Professional Services** (34%), **followed by education and industrial/manufacturing**. More than half (54%) have **lived in the area for more than 25 years**, with 20% having lived there less than ten years. Regarding access to technology, 92% of respondents have a computer at home, 98% have access to email at home (76% have access at work), and 75% use a computer at work. **Ninety-three percent of respondents have access to the internet**, and 79% characterize their internet access as high-speed.

<sup>1</sup> Demographic profile is isolated to those living in Franklin or Simpson County, excluding visitors and those who did not answer the residence question.

<sup>2</sup> Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates.



## REASONS FOR CHOOSING FRANKLIN

Respondents provided all the reasons why they chose to live in Franklin. The majority indicated they live in Franklin because **their family lives here or were born and raised in Franklin (60%)**, followed by 28% who indicated **their job** was here, and 26% mentioned **affordable housing**. Other items indicated by at least 20% include a **safe community (21%)** and a three-way tie (20%) among the **attractive community, good neighborhoods, and good schools**. Those living in Franklin were significantly more likely to mention affordable housing and an attractive community than those living in Simpson County. At the same time, those in Simpson County were significantly more likely to mention that their family lived or were born here.

For those living in Simpson County (outside of Franklin), results were like those of Franklin, with a few areas of significant difference. **A higher proportion of respondents in Simpson County indicated that their family lives here or they were born and raised (75%), and a lower proportion indicated affordable housing (18%) and an attractive community (14%)**. Nearly equal percentages mentioned other items compared to Franklin residents. Interestingly, only a small percentage of respondents cited the ability to work from home, 5% in Franklin and 3% in Simpson County. However, 18% of respondents living in the area for less than five years mentioned the ability to work from home as a reason to live there, perhaps suggesting an influx of new residents due to the COVID-19 pandemic. The number one reason mentioned among this cohort was affordable housing (54%), and this difference was significant when compared to all other cohorts by the length of residency.

## USE OF INFORMATION SOURCES

One item in the survey asks respondents to rate the extent to which they use sources of information about the City of Franklin government and its activities. Table 1 indicates sources respondents consider major in descending order. By far, all respondents' information sources most relied upon include social media channels and word-of-mouth. Given this result, the City of Franklin should consider extending the use of social media channels to provide information to city residents, as this is where many of them congregate. Almost half of the residents use the city website for information, though they consider this a minor source.

Residents of Franklin (City Limits) are more likely than those in Simpson County to consider the city website a major source of information (23% in Franklin vs. 13% in Simpson County). Inversely, residents in Simpson County are more likely than city residents not to consider the website a source of information (27% vs. 36%, respectively). Other areas of divergence between City of Franklin residents and Simpson County residents include the following:

- **Direct mail updates (city residents more likely to consider as a major source);**
- **Social media as a major source (72% of county residents compared to 66% of city residents); and,**
- **County residents view word-of-mouth as a major source (68% vs. 62% for city residents).**

**TABLE 1: USE OF INFORMATION SOURCES**

Source of Information	Major Source	Minor Source	Not a Source
Social Media Channels	69%	20%	6%
Word-of-Mouth	65%	27%	3%
City Website	19%	46%	31%
City Employees	17%	40%	35%
City Commission Members	14%	37%	41%
Direct Mail Updates	14%	39%	40%
Local Newspaper	12%	33%	50%

*Q: Please rate the extent to which you use each of the following as sources of information about Franklin government and its activities, if at all. Based on the City of Franklin & Simpson County residents (1,129), percentages do not include those who did not answer this question.*

# Key Findings

## QUALITY OF LIFE INDICATORS

Table 2 below provides information collected from the survey that solicited residents’ opinions on key quality-of-life indicators for Franklin and Simpson County. Indicators included in the table were measured based on a scale: poor, fair, good, and excellent. These items were converted into mean scores where 1 represents poor, and 4 represents excellent. Table 2 includes mean scores and the percentage of respondents indicating either good or excellent.



**TABLE 2: QUALITY OF LIFE INDICATORS SURVEY RESULTS**

Component	Mean Score (4-Point Scale)	% Indicating Good or Excellent
Overall Feeling of Safety in Franklin	3.06	85
Quality of Life	2.94	79
Quality of Overall Natural Environment in Franklin	2.88	76
Overall Image or Reputation of Franklin	2.82	72
Overall Opportunities for Education & Enrichment	2.57	54
Overall Economic Health of Franklin	2.52	54
Health and Wellness Opportunities in Franklin	2.40	47
Overall Established “Built Environment” of Franklin	2.37	45

*Q: Please rate each of the following characteristics as they relate to Franklin as a community. Based on the City of Franklin & Simpson County residents (1,129).*

The components above are listed in descending order by mean scores. Results indicate that the overall feeling of safety in Franklin, quality of life, quality of the overall natural environment, and the overall image or reputation of Franklin are generally good or excellent. Based on these results, suggested areas of improvement include the overall “built environment” (e.g., overall design, buildings, parks, and transit systems), health and wellness opportunities, economic health, and opportunities for education and enrichment.

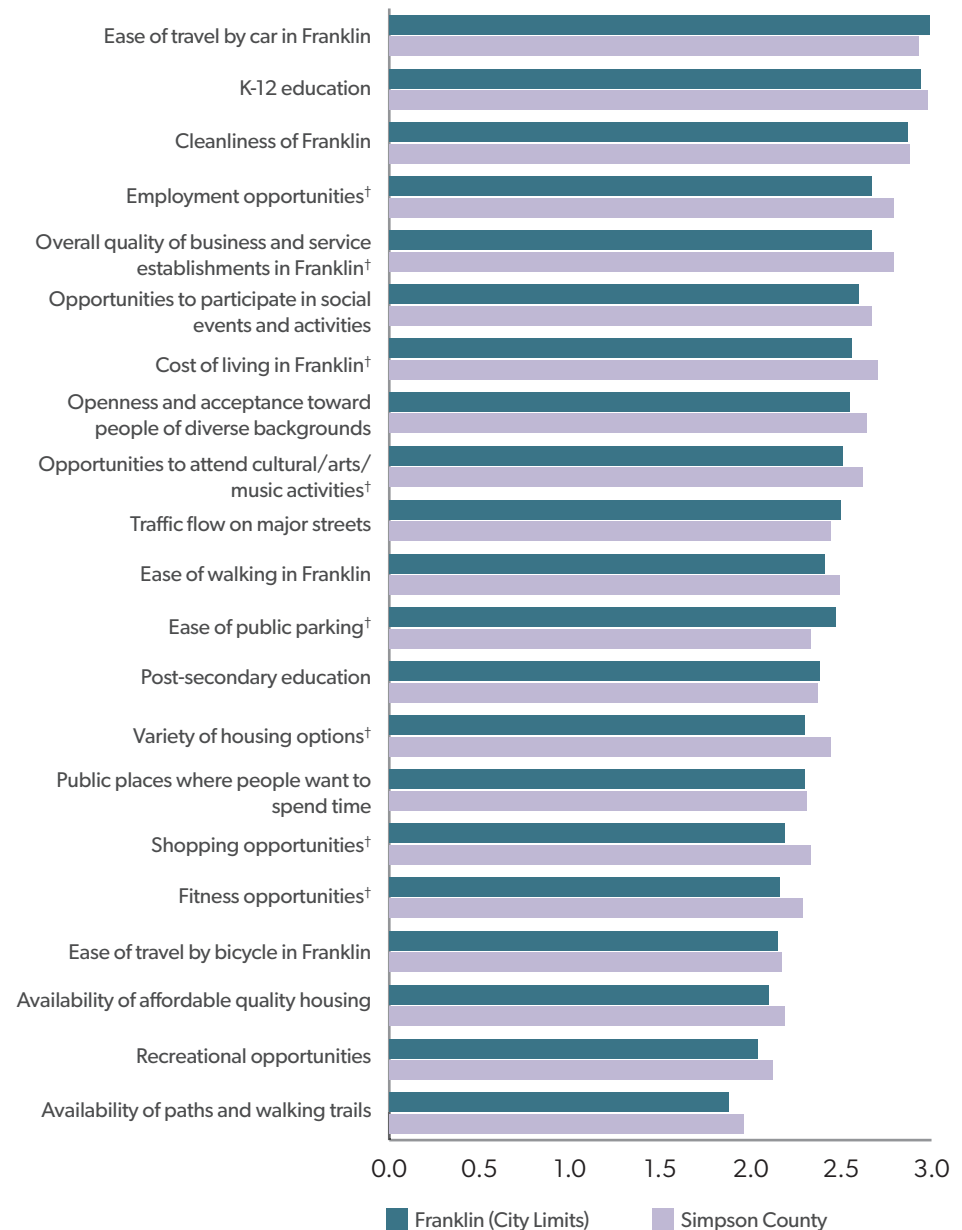
# RATINGS OF COMMUNITY CHARACTERISTICS

A large part of the survey prompted respondent ratings of various community characteristics on a scale including poor, fair, good, and excellent. Figure 1 provides mean scores on this 4-point scale comparing respondents who live in Franklin (City Limits) and Simpson County. Where applicable, we have indicated significant differences between these groups. Most ratings were very similar between respondents living in Franklin and those residing in Simpson County. Except for ease of public parking, all significant differences indicated a higher rating among those living in Simpson County. Ratings in Figure 1 are in descending order by all respondents (including visitors).

Most ratings indicated that respondents view community characteristics as generally favorable, with the highest marks for **ease of travel by car in Franklin, K-12 education, and cleanliness of Franklin**. Respondents gave the lowest marks to the **availability of paths and walking trails, recreational opportunities, and availability of affordable quality housing**. Results were similar by age cohort, with the only significant differences being slightly higher scores among those aged 55 and older. This result occurred on the following items: **cleanliness of Franklin, public places where people want to spend time, variety of housing options, post-secondary education, employment opportunities, and cost of living**. Those living in the area for less than five years rated several items significantly higher than other cohorts who have lived there for more than five years. The highest rated among this segment included **ease of travel by car in Franklin (3.29), cleanliness of Franklin (3.09), and traffic flow on major streets (2.90)**.

The area rated lowest – the only rating less than 2.0, which would generally indicate a poor rating – is the **availability of paths and walking trails**. This low rating was consistent across all studied segments, including residence, age cohort, length of residency, and housing tenure (owner/renter). With recreational opportunities also being rated low, comprehensive planning should focus on identifying opportunities to develop paths and walking trails and increasing the number of recreational facilities available to area residents.

Fig. 1 Community Ratings by Residence (Mean Scores)



† Indicates a significant difference between Franklin and Simpson County. Q: Please rate each of the following characteristics as they relate to Franklin as a whole. Based on the City of Franklin & Simpson County residents (1,129).



# Planning-Related Indicators

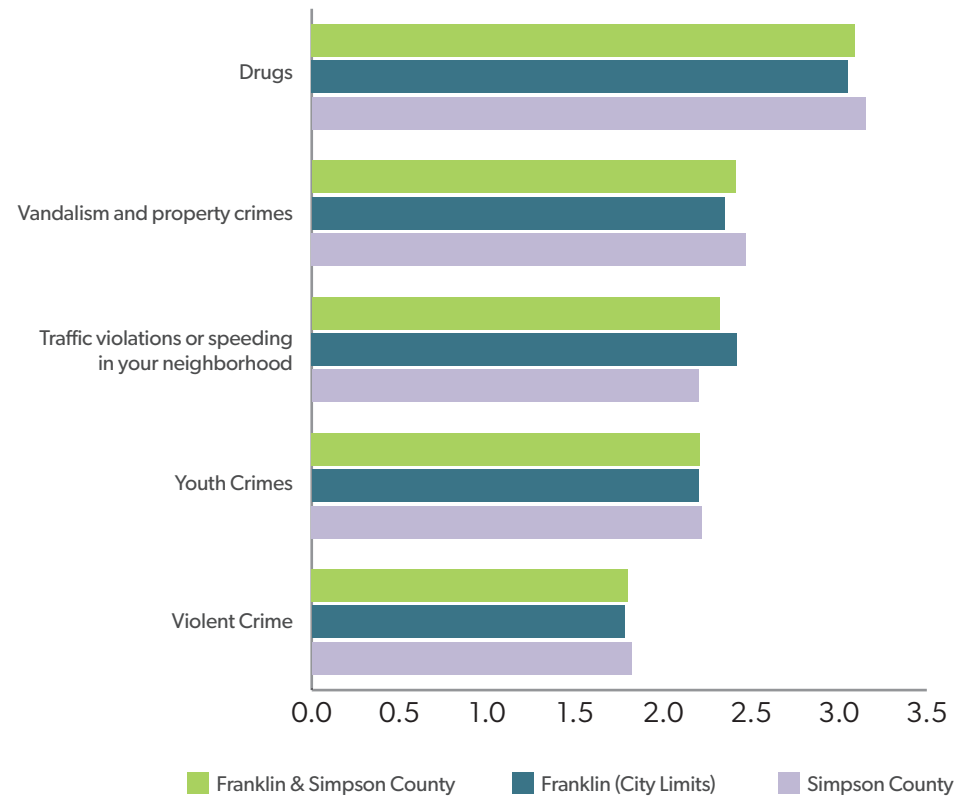
The following section provides results regarding residents' assessment of major problems impacting Franklin (and Simpson County), the level of importance residents attach to the types of businesses needed, and the areas the region should focus on related to growth.

## ASSESSMENT OF MAJOR PROBLEMS IMPACTING FRANKLIN

Respondents are asked in the survey to indicate their opinion on the extent to which specific problems rise are major problems or not, according to a scale of 5 options: extreme problem, major problem, moderate problem, minor problem, and not a problem. Opinions were solicited for the following problems: traffic violations or speeding in your neighborhood, violent crime, drugs, youth crimes, and vandalism and property crimes.

There are relatively few differences in responses according to respondent residence, with the only exception being that traffic violations or speeding in the neighborhood were a larger problem among Franklin city residents over those living in Simpson County. Among all residents, the percentage of respondents that **indicated a problem was major or extreme was 15% (traffic violations), 2% (violent crime), 39% (drugs), 7% (youth crimes), and 13% (vandalism and property crimes).**

Fig. 2 Problem Level Mean Scores by Residence (Scale 1-5)



Q: Please rate how much of a problem, if at all, you feel each of the following is in Franklin. Based on the City of Franklin & Simpson County residents (1,129).

# IMPORTANCE: TYPES OF BUSINESSES NEEDED & FOCUS OF GROWTH

A section of the survey asks respondents for their opinions on the most important types of businesses needed in the local area. Mean scores are based on the scale representing options for respondents, where one is not at all important, and four is essential.

**TABLE 3: RESPONDENT PREFERENCES FOR BUSINESS TYPES**

Business Type	Mean Score (4-Point Scale)	% Indicating Very Important or Essential
Agriculture Related	3.28	78
Service Industries	2.91	67
Technology Related	2.87	63
Commercial and Retail	2.85	64
Industrial & Manufacturing	2.80	59
Tourism and Recreation	2.79	60
Home-based Businesses	2.55	45

Q: How important are the following types of businesses based on the needs of Franklin residents? Based on the City of Franklin & Simpson County residents (1,129).

Based on these results, **the most important business type is agriculture-related businesses**, based on the mean score on the scale described above, with the lowest (meaning closest to not at all important) home-based businesses. Table 3 also indicates the percentage of respondents indicating the business type was either essential or very important. These results are generally consistent with mean scores, with a clear difference between agriculture-related (1st) and service industries (2nd).



Regarding areas of growth in urban areas, respondents felt **a comprehensive plan should include parks, open space, and natural land; areas of recreation; and affordable housing** (among residents in both Franklin and Simpson County). Two-thirds of respondents indicated that affordable housing should be an area of focus, slightly less among respondents who live in Simpson County (outside of Franklin).

**TABLE 4: PERCENTAGE OF RESPONDENTS INDICATING PREFERENCE FOR URBAN AREA GROWTH FOCUS**

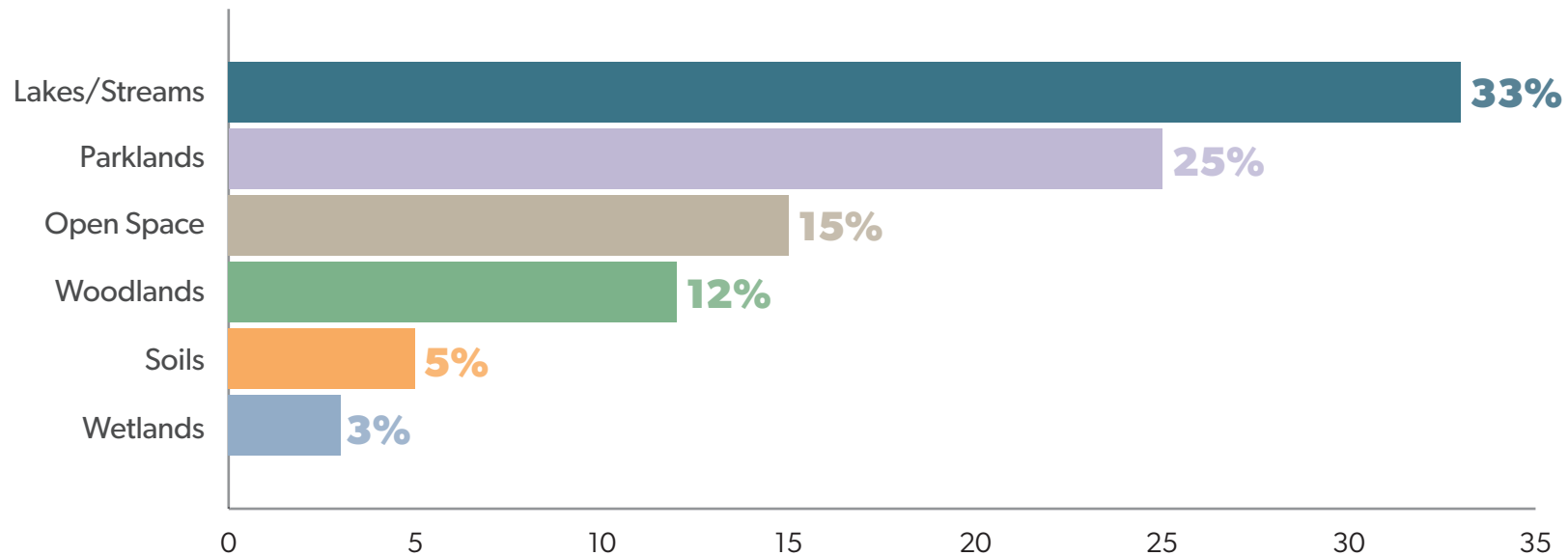
Area	Franklin (City Limits)	Simpson County
Parks, Open Space, Natural Land	77%	73%
Recreation	74%	69%
Affordable Housing <sup>†</sup>	70%	61%
Education <sup>†</sup>	68%	61%
Employment <sup>†</sup>	58%	51%
Agricultural Production	40%	44%
Retail Development <sup>†</sup>	42%	35%
Transportation Improvements	39%	36%
Tourism <sup>†</sup>	33%	26%
Manufacturing	21%	23%
Industrial Development	20%	20%
Service Sector	17%	19%

<sup>†</sup> Significant difference between Franklin and Simpson County; table sorted in descending order by total (both areas). Q: Growth in urban areas should focus on? Based on the City of Franklin & Simpson County residents (1,129).

# IMPORTANCE: TYPES OF BUSINESSES NEEDED & FOCUS OF GROWTH

Respondents provided opinions about the natural resources that need the most attention to improve the quality of life in Franklin and Simpson County. **Lakes/Streams were cited by the largest percentage of respondents (33%), followed by parklands (25%).** Open space and woodlands were in the middle of the pack, and a small percentage of respondents mentioned soils and wetlands. These results are consistent with other findings above related to areas a comprehensive plan should focus on in managing growth.

Fig. 3 Natural Resources Needing Attention to Improve Quality of Life



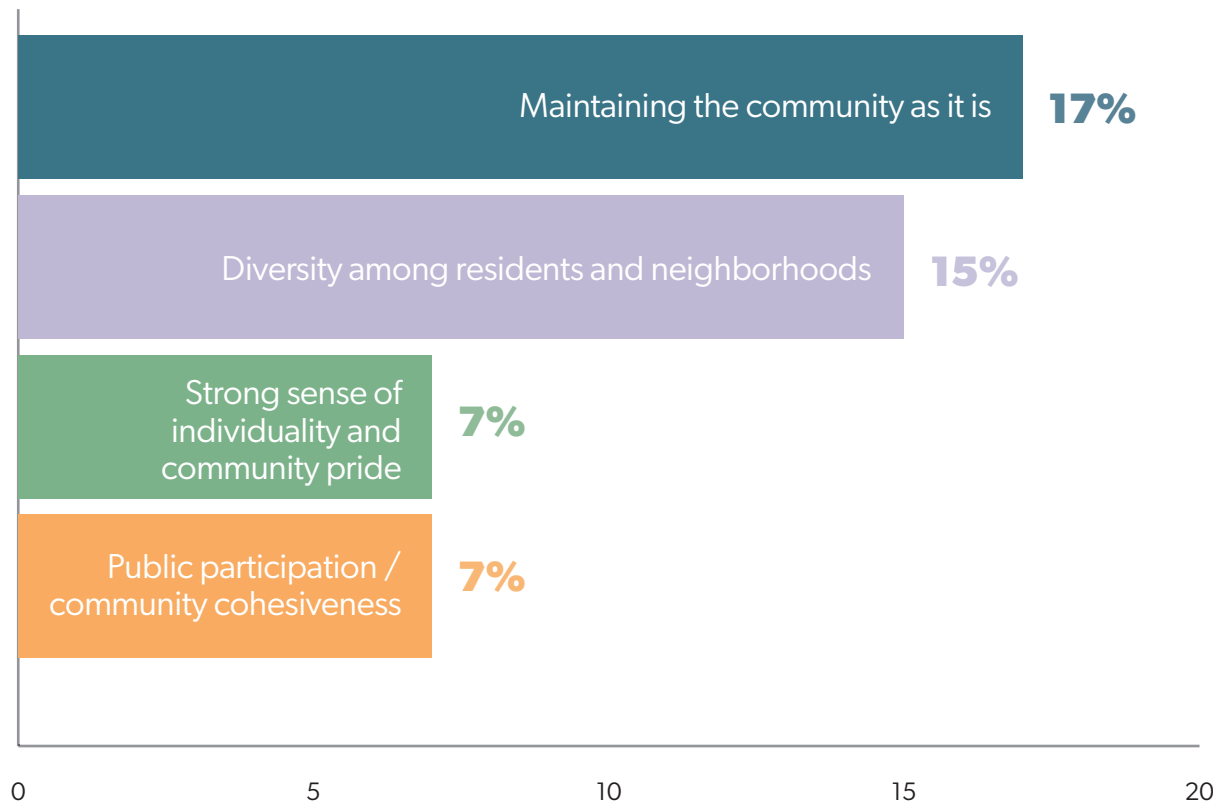
Q: Which natural resources need the most attention in order to improve or maintain the quality of life in Franklin and Simpson County? Based on the City of Franklin & Simpson County residents (1,129).

Based on these results, the most important business type is agriculture-related businesses, based on the mean score on the scale described above, with the lowest (meaning closest to not at all important) home-based businesses. Table 3 also indicates the percentage of respondents indicating the business type was either essential or very important. These results are generally consistent with mean scores, with a clear difference between agriculture-related (1st) and service industries (2nd).

# Community Areas of Importance

One of the largest portions of the survey asked respondents to rate their level of importance associated with local amenities, broken down into four components: quality of life, mobility & transportation, environment, and economy.

Fig. 4 Percent Indicating Somewhat or Most Important (Community)



## IMPORTANCE: COMMUNITY

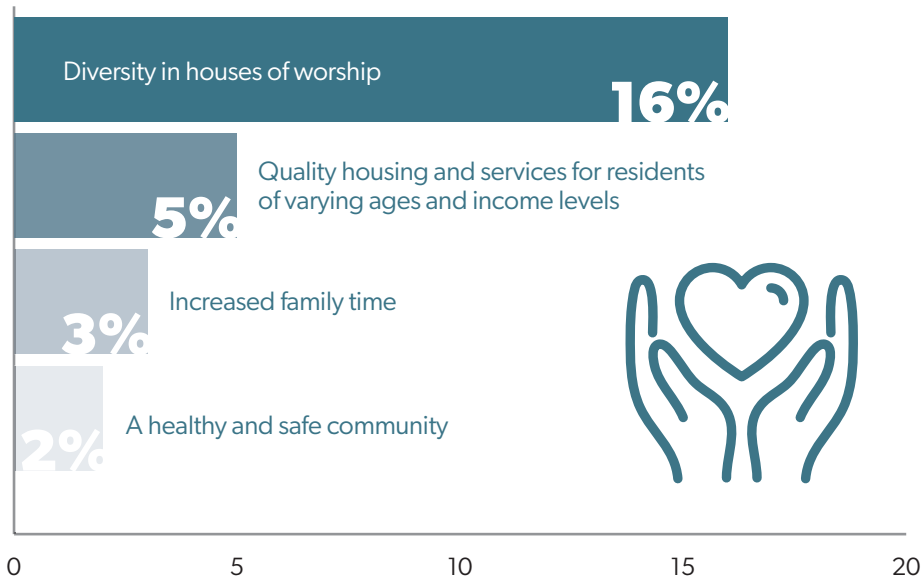
Items related to the community include a strong sense of community pride or diversity among residents and neighborhoods. Figure 4 indicates the percentage of respondents that stated each item was either somewhat important or most important. **The results suggest that most respondents did not attribute much importance to any of these items**, with more than 80% indicating a neutral position, somewhat unimportant, or not at all important. There are no significant differences between Franklin City residents and those of Simpson County.

Q: Please rate the statements below regarding the importance of the subject to you. Based on the City of Franklin & Simpson County residents (1,129).

## IMPORTANCE: QUALITY OF LIFE

Items related to the quality of life include a healthy and safe community or increased family time. Figure 5 indicates the percentage of respondents that indicated each item was either somewhat important or most important. Similar to items associated with the community, most respondents indicated these items were either neutral, somewhat unimportant, or not at all important. This percentage, except for diversity in houses of worship, was above 90%; in the case of diversity in houses of worship, 83% were neutral or felt this item was somewhat unimportant or not at all important.

Fig. 5 Percent Indicating Somewhat or Most Important  
(Quality of Life)

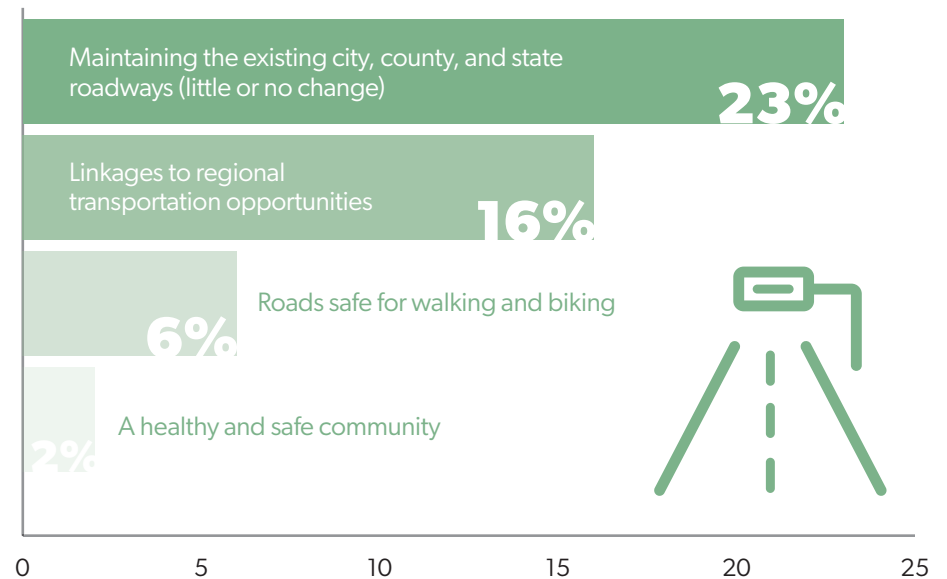


Q: Please rate the statements below regarding the importance of the subject to you. Based on the City of Franklin & Simpson County residents (1,129).

## IMPORTANCE: MOBILITY & TRANSPORTATION

Items related to mobility & transportation include roads safe for walking and biking or linkages to regional transportation opportunities. Figure 6 indicates the percentage of respondents that indicated each item was either somewhat important or most important. Results on this component contrasted with previous results, with a **higher percentage of residents indicating that maintaining the existing City, County and State roadways (with little or no change) was somewhat important or most important (23%)**. Linkages to regional transportation opportunities ranked second, with 16% indicating somewhat important or most important. The only significant difference between those living in the City of Franklin and Simpson County was for roads safe for walking and biking, based on a converted mean score. Residents of Simpson County were twice as likely as those in the City of Franklin to indicate this item as somewhat or most important.

Fig. 6 Percent Indicating Somewhat or Most Important  
(Mobility & Transportation)

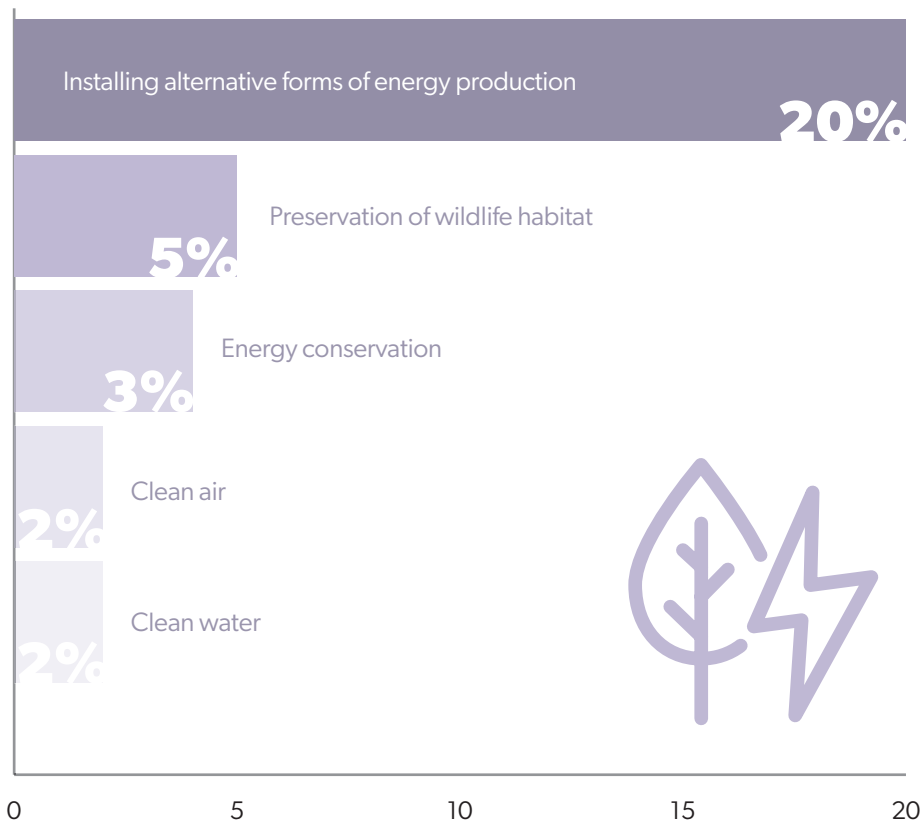


Q: Please rate the statements below regarding the importance of the subject to you. Based on the City of Franklin & Simpson County residents (1,129).

## IMPORTANCE: ENVIRONMENT

Items related to the environment include the preservation of wildlife habitat, clean air and clean water, and installing alternative forms of energy production, among others. Figure 5 indicates the percentage of respondents that indicated each item was somewhat important or most important. More than 90% indicated that all items were somewhat unimportant, not at all important, or they were neutral, except for *installing alternative forms of energy production* (e.g., windmill/wind turbines or solar panels).

Fig. 7 Percent Indicating Somewhat or Most Important (Environment)

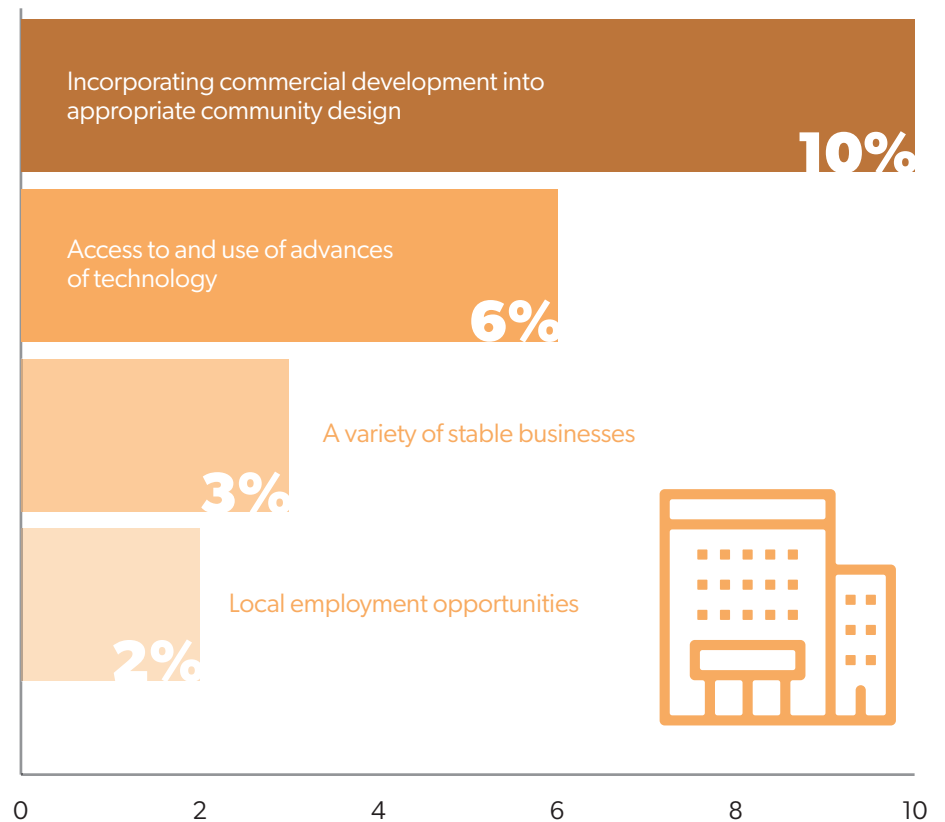


Q: Please rate the statements below regarding the importance of the subject to you. Based on the City of Franklin & Simpson County residents (1,129).

## IMPORTANCE: ECONOMY

Items related to the economy include having a variety of stable businesses or access to and use of advances of technology. Figure 8 indicates the percentage of respondents that indicated each item was somewhat important or most important. The only item that generated 10% or more of those indicating it was somewhat important or most important includes **incorporating commercial development into appropriate community design**. Apart from this item, 90% or more of respondents indicated the items were not at all important, somewhat unimportant, or neutral.

Fig. 8 Percent Indicating Somewhat or Most Important (Economy)



Q: Please rate the statements below regarding the importance of the subject to you. Based on the City of Franklin & Simpson County residents (1,129).

# Preferences of Types of Development & Housing Priorities

Respondents were presented with a series of development types that the city of Franklin might encourage, allow but not encourage, or discourage. The top five development types which respondents indicated as those future comprehensive plans should encourage include recreation facilities, family farms, agriculture-related businesses, hobby farms, and shopping centers or other results. Respondents supported agriculture-related items, including related businesses and farms, and encouraged service-oriented development, evidenced by support for retail and service-related businesses, such as restaurants, health services, etc.

TABLE 5: PREFERENCES FOR TYPES OF DEVELOPMENT

Development Type	Encourage	Allow, Not Encourage	Discourage	Net
Recreation Facilities	79.1%	15.9%	3.2%	+76
Family Farms	77.4%	18.3%	2.6%	+75
Agriculture-Related Businesses	66.6%	28.1%	2.9%	+64
Hobby Farms	63.8%	29.9%	4.0%	+60
Shopping Centers or Other Retail	59.9%	30.5%	7.5%	+52
Other Services (e.g., health, gasoline, restaurant)	57.7%	34.6%	5.3%	+52
Single-Family Residential on Large, Scattered Lots	55.4%	32.6%	10.3%	+45
Light Industry and Manufacturing	42.8%	44.7%	10.4%	+32
Other Office-Type Businesses	33.5%	52.5%	10.7%	+23
Office Parks	32.2%	50.1%	14.1%	+18
Single-Family Residential in Clustered Subdivisions	31.8%	43.7%	22.5%	+9
Heavy Industry and Manufacturing	30.3%	45.7%	21.7%	+9
Mixed-Use Developments	25.4%	48.4%	23.5%	+2
Large Corporate Livestock Farms	24.4%	46.5%	26.9%	-3
Multi-Family Residences	23.3%	47.4%	26.6%	-3
Duplexes	21.7%	50.3%	26.0%	-4

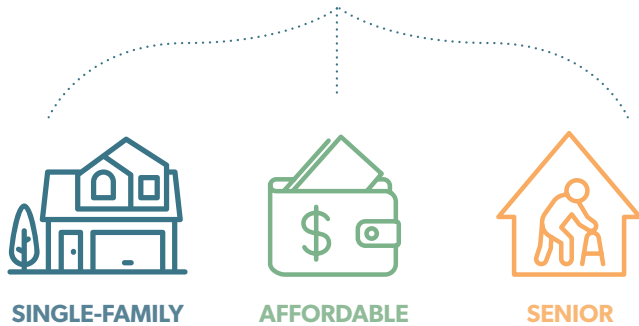
Q: Future population growth will result in an increased number of land-use decisions facing the City. Do you believe Franklin should encourage, allow but not encourage, or discourage the following types of development? Based on the City of Franklin & Simpson County residents (1,129).



These results seem consistent with an additional item in the survey which asked respondents for their agreement with the statement that **Preserving existing agricultural land should be a planning priority for Franklin**. Fifty-nine percent of respondents strongly agreed with this statement, with 55% of those living in Franklin indicating strong agreement and 65% of residents of Simpson County also indicating strong agreement.

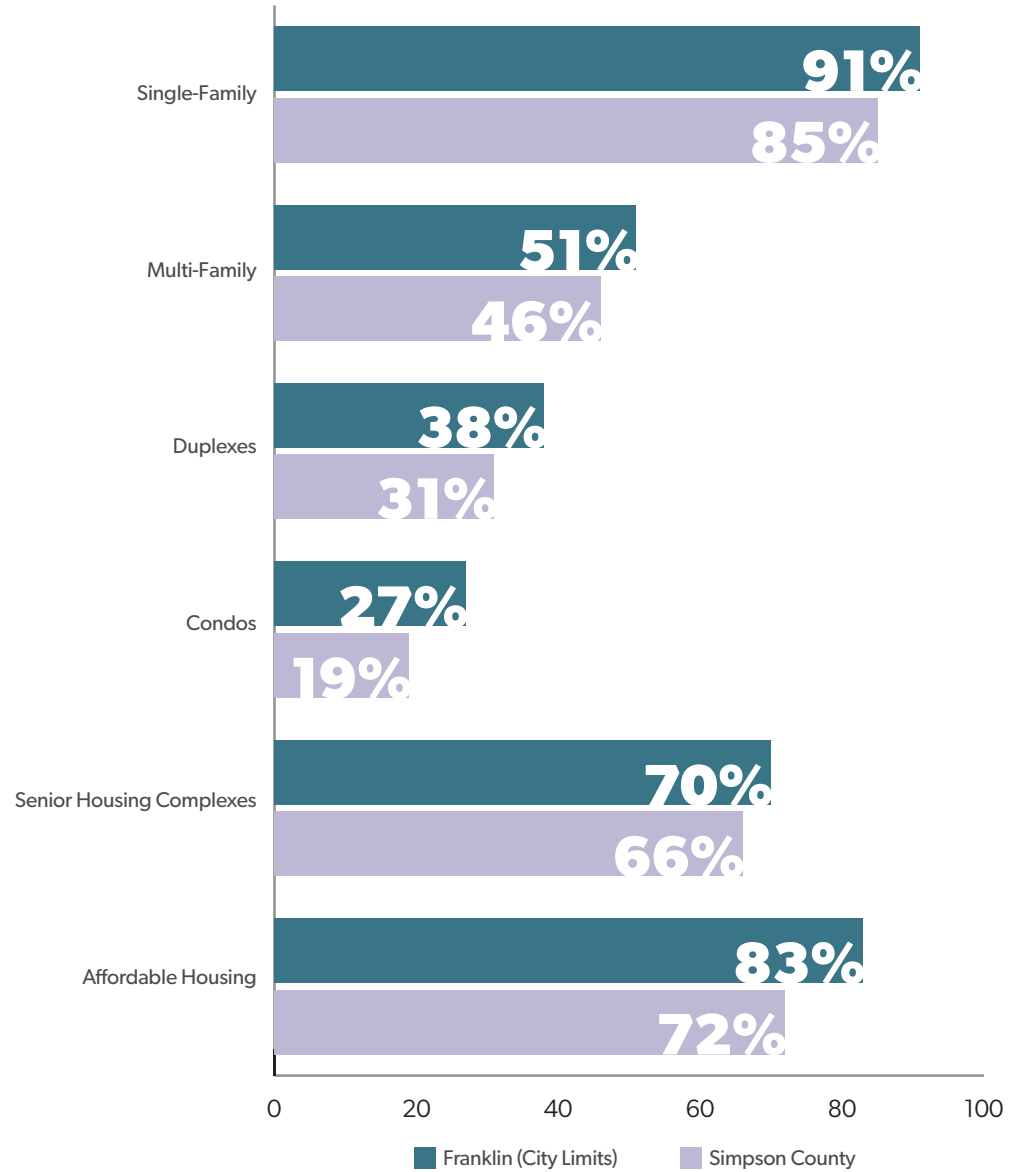
Respondents rated the importance of housing types in Franklin (urban areas). These development types include single-family, multi-family, duplexes, condos, senior housing complexes, and affordable housing. Figure 9 indicates the percentage of respondents that view each housing type as very important or essential, with comparisons between those residing in Franklin (City Limits) and Simpson County. **Respondents in both areas indicated that single-family, affordable housing, and senior housing complexes as the most important development types.** In all cases, residents of Franklin lent higher importance than those in Simpson County. Significant differences between Franklin and Simpson County of those who answered very important or essential regarding single-family, condo, and affordable housing development. Residents in Simpson County were also more likely to find condo development as not at all important (39% vs. 29% in Franklin and Simpson County, respectively).

### MOST IMPORTANT DEVELOPMENT TYPES



Respondent preferences for new housing areas indicate that 36% of residents prefer new housing to be developed along existing corridors, followed by 29% prefer development in both urban and rural areas. Smaller percentages of respondents opted for new villages styled in a traditional village/neighborhood design (15%) or new mixed-use town center design (commercial, office, residential) (10%).

Fig. 9 Percent Indicating Very Important or Essential (Housing Types)



Q: How important are the following types of housing in Franklin (urban areas)? Based on the City of Franklin & Simpson County residents (1,129).





# Summary of Respondent Comments

Many respondents provided comments, a testament to the interest in the community that residents of this area share. Comments were diverse, touching on a wide range of topics, suggestions to improve the local area, and components that the comprehensive plan should address. **Many comments expressed the need for additional recreational amenities like parks, hiking trails, and other recreational resources.** This result is consistent with some of the other findings described in this report. Many tied these amenities to addressing young people's need for recreational activities. A good number of comments requested that a **community pool** be part of the comprehensive plan.

**A similar number of comments also focused on services outside of recreational amenities, with a number mentioning a shortcoming of the area being the lack of entertainment services.** In terms of economic development, a number mentioned the **importance of the town square** and other **service-oriented development** that could satisfy the needs of residents and **strengthen the tourism industry.** Many commenters lamented that they thought Franklin was losing its **small-town feel** and indicated a strong desire to try and keep that aspect prominent in managing future growth. This sentiment is common, particularly among areas of the US that have experienced growth of residents from outside the local area. Finally, many comments mentioned sidewalks as an area that needs to be addressed – either in **repairing existing sidewalks or establishing sidewalks** in peripheral areas where they do not currently exist.