

Summary Overview

The City of Murrieta hosted a survey online to gather feedback regarding community preference to architectural style and residential design. The survey was accessible through the city’s webpage or using the QR codes and links provided by the city. The survey was advertised at city hall, online, through social media and using the city’s newsletter. It was available from November 16, 2022, to February 9, 2023, and was both educational and interactive; it provided participants with the following information:

- What are Objective Design Standards (ODS)?
- Why is the city developing and implementing Objective Design Standards?
- The overall goals and intention for the development of Objective Design Standards

The survey gathered feedback on three primary topics, outline below:

- Architecture and Design: **56** total responses
- Open Space and Mobility: **34** total responses
- Demographic Information: **29** total responses

Below is a detailed summary of the results and responses of each topic.

Architecture and Design

Participants were provided with an overview of the various architectural styles for consideration in the design guidelines, including Mission Spanish Colonial, Craftsman, American Mercantile, Tuscan, Modern and Farmhouse. The survey asked the following questions:

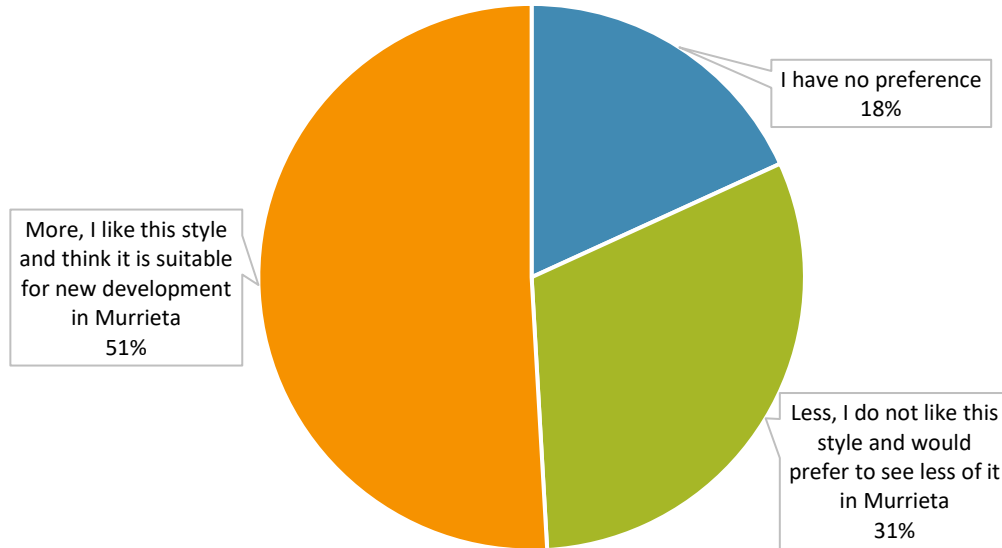
- Would you like to see more or less of this style?
- What area of the city is most appropriate to accommodate this style?
- What do you like or dislike about this style?

Below is a summary of the results for each architectural style.

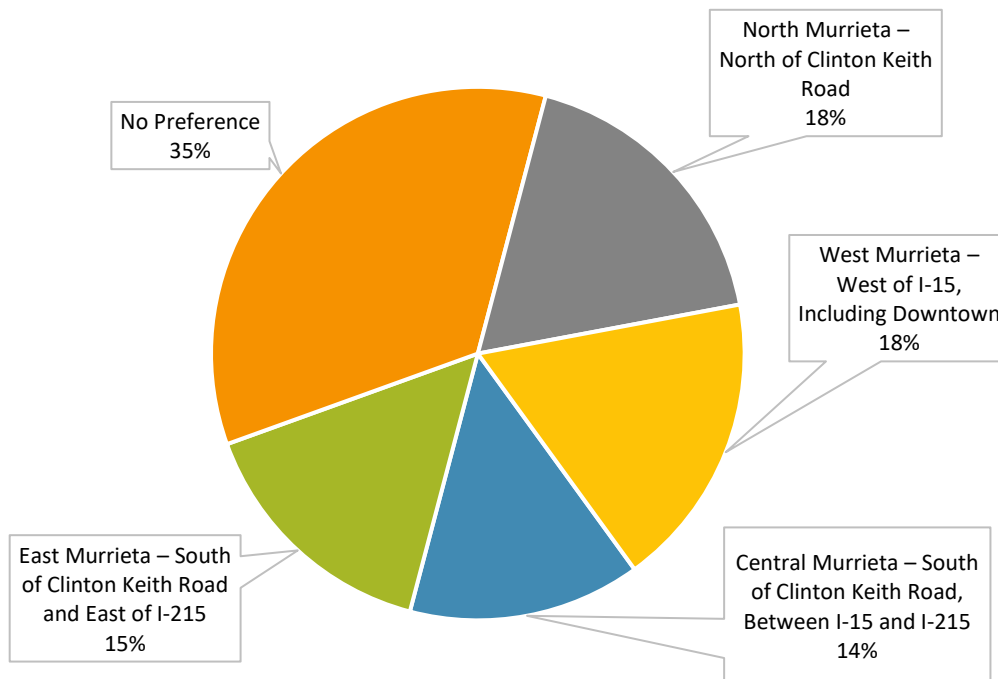
- Participants were interested in the Mission Spanish Colonial Style, noting that it was appropriate throughout the city with preference shown to North Murrieta and West Murrieta, including downtown.
- Participants were also interested in the Craftsman style, noting its classic design and consistency with the overall City. Participants felt it was appropriate throughout the city with some preference shown to West and East Murrieta.
- Participants were highly interested in the American Mercantile style, expressing primary interest in seeing this style in west Murrieta, with a focus on downtown.
- Participants expressed a dis-interest in the Tuscan style, noting it can feel dull or plain and often has too much brown. Participants primarily had no preference as to where this style should be throughout the city, but some noted it would be appropriate in North and East Murrieta.
- Participants showed little interest in the modern style, noting it does not seem consistent with Murrieta characteristics. Overall, participants had primarily no preference as to where this style should be throughout the city.
- Participants were highly interested in the Farmhouse style, expressing primary interest in seeing Farmhouse in the Downtown or central Murrieta. Participant felt this style fit well in Murrieta.

Mission Spanish Colonial

Would you like to see more or less of this style?

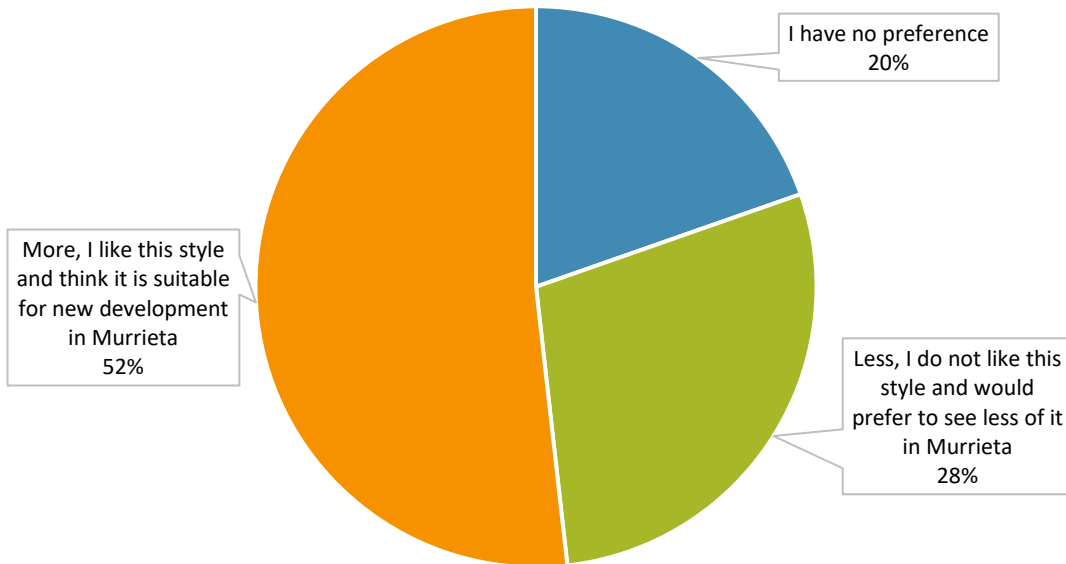


What area of the city is most appropriate to accommodate this style?

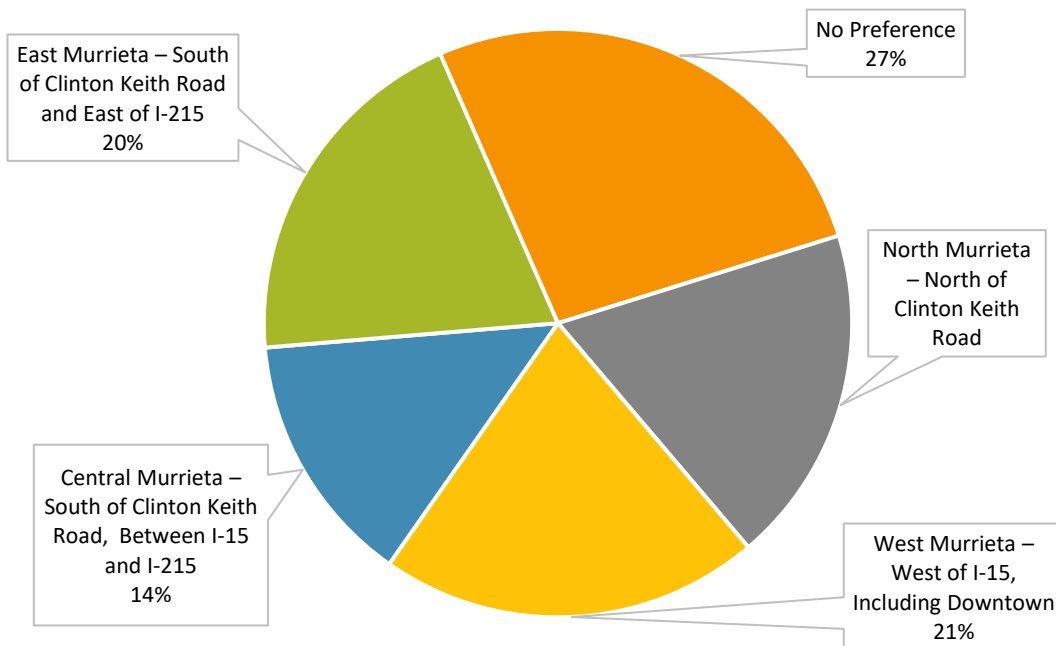


Craftsman

Would you like to see more or less of this style?

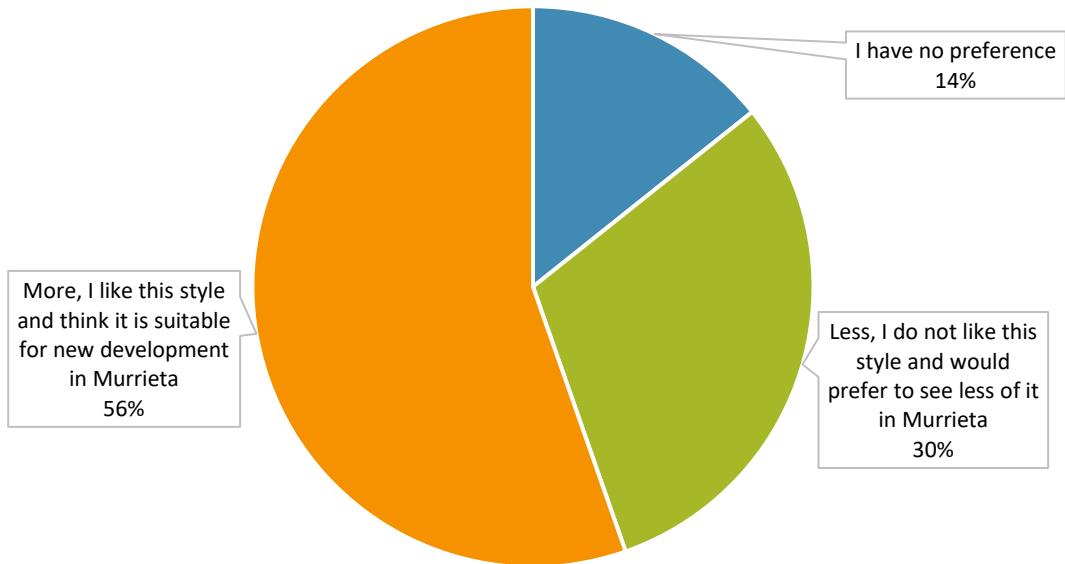


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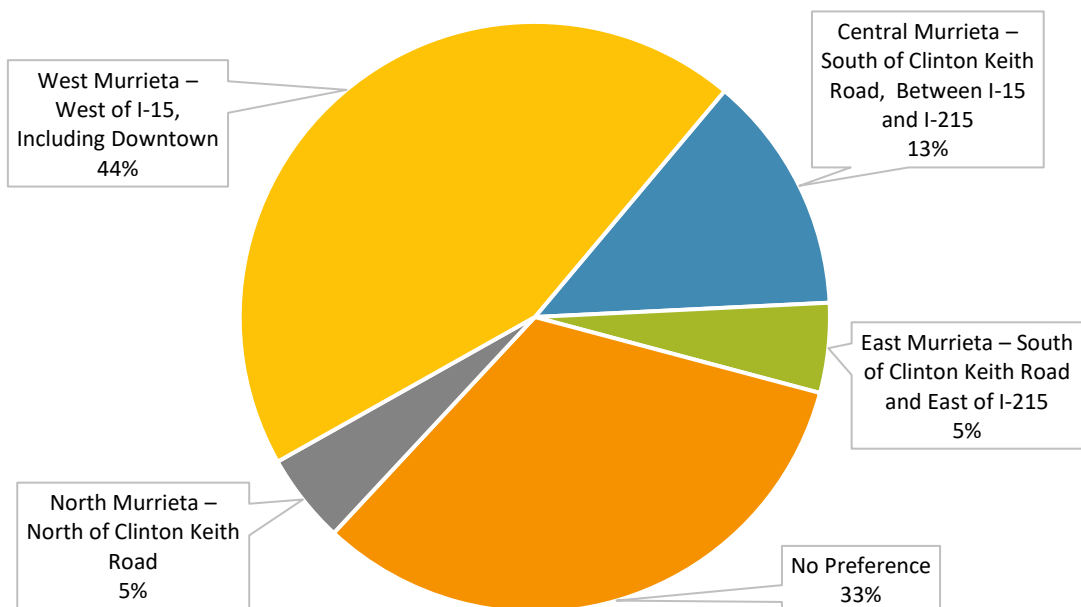


American Mercantile

Would you like to see more or less of this style?

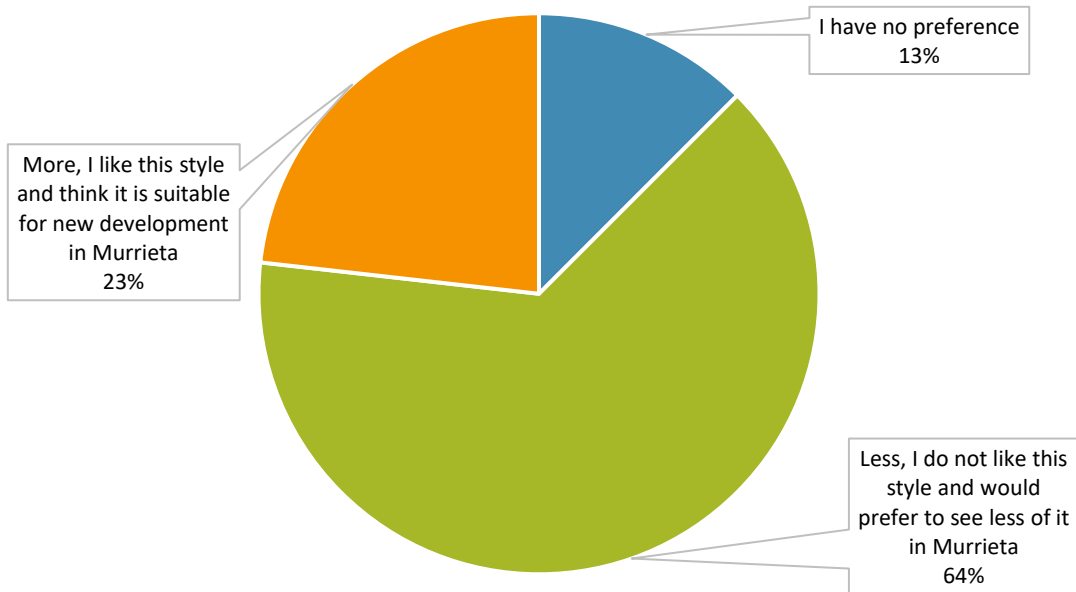


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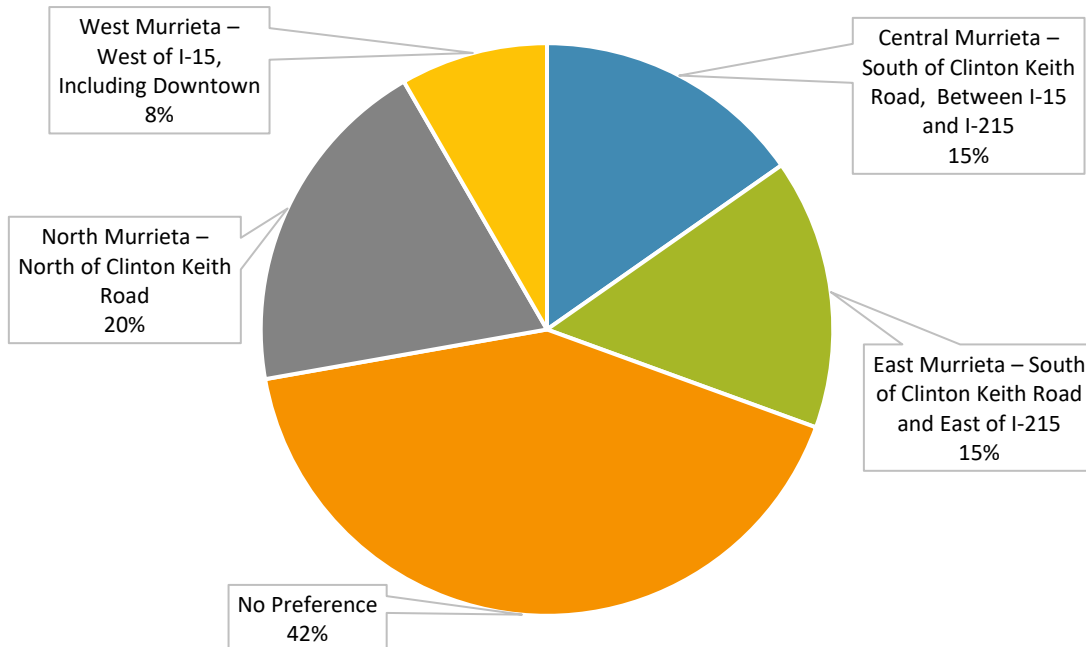


Tuscan

Would you like to see more or less of this style?

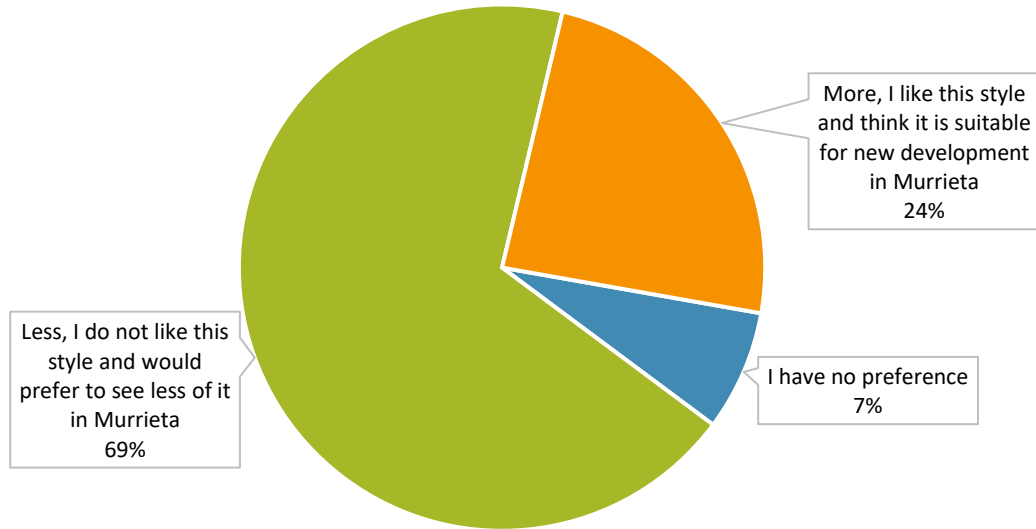


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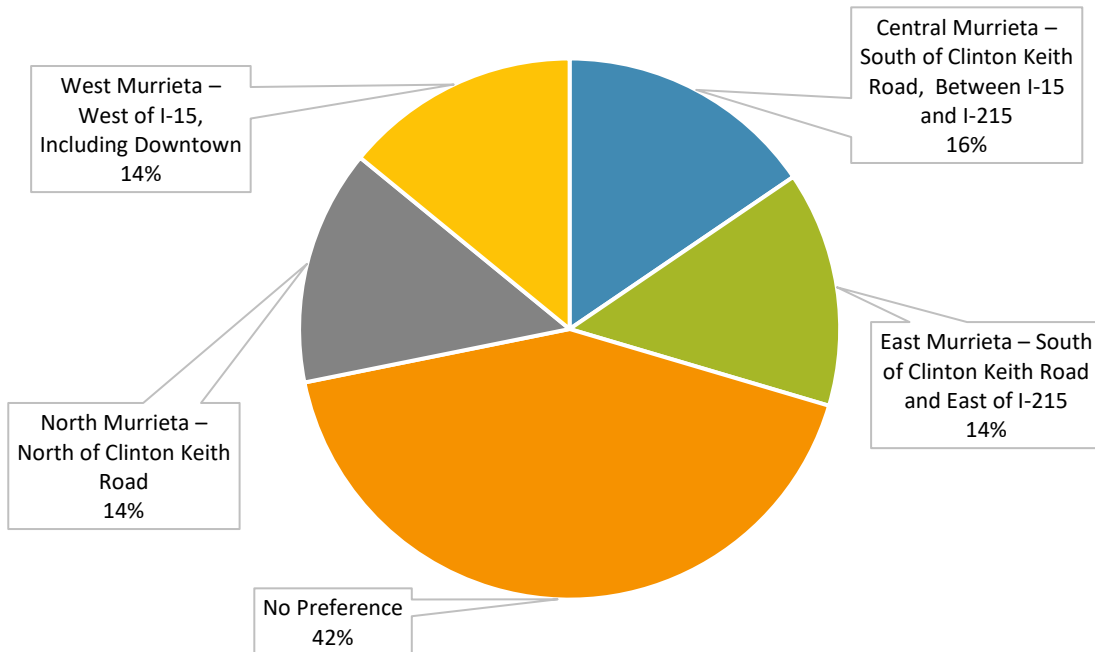


Modern

Would you like to see more or less of this style?

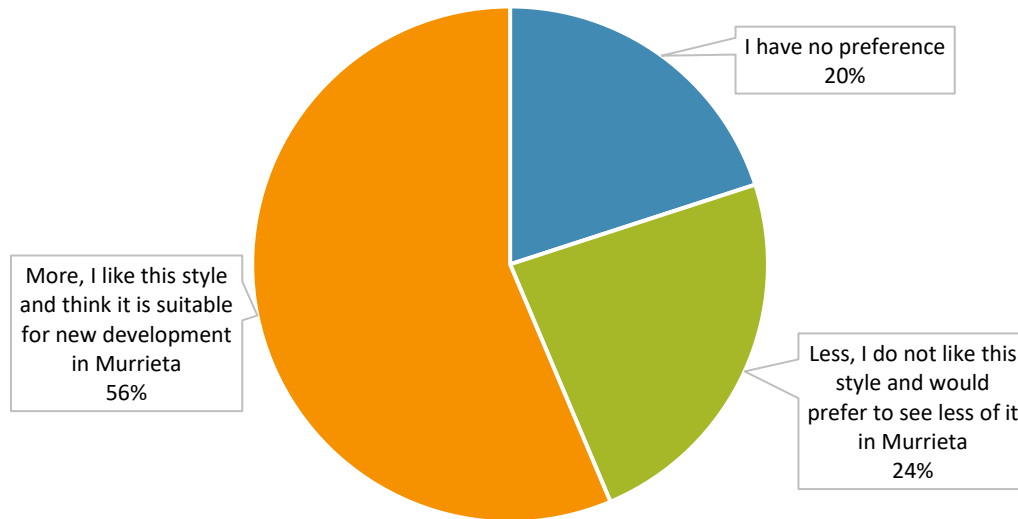


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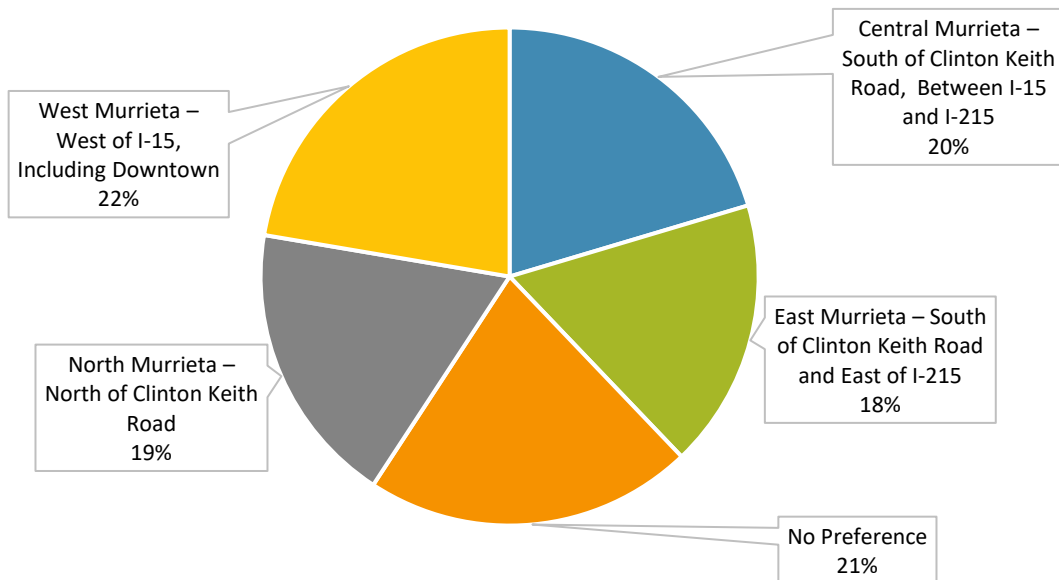


Farmhouse

Would you like to see more or less of this style?



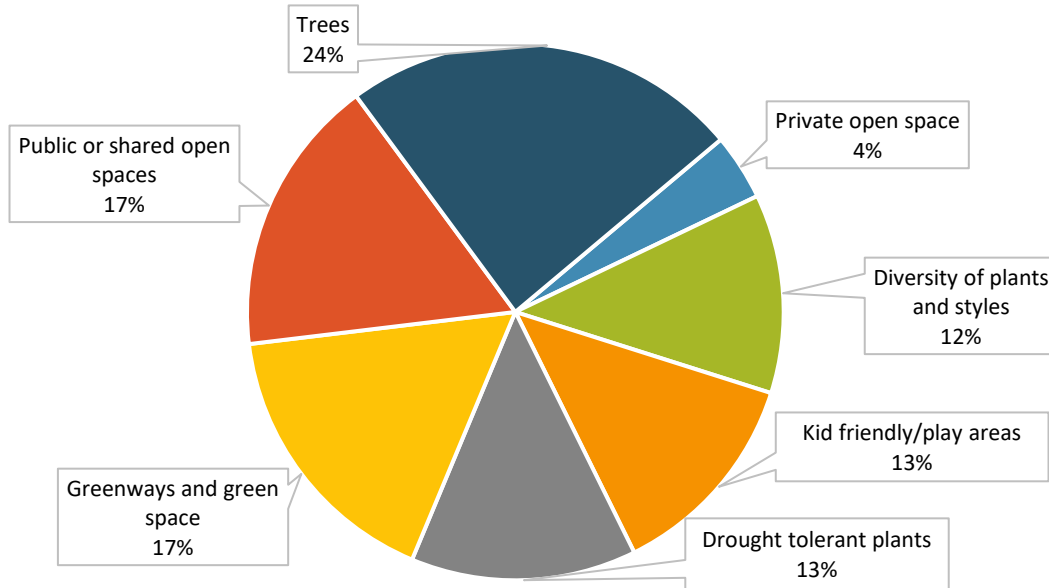
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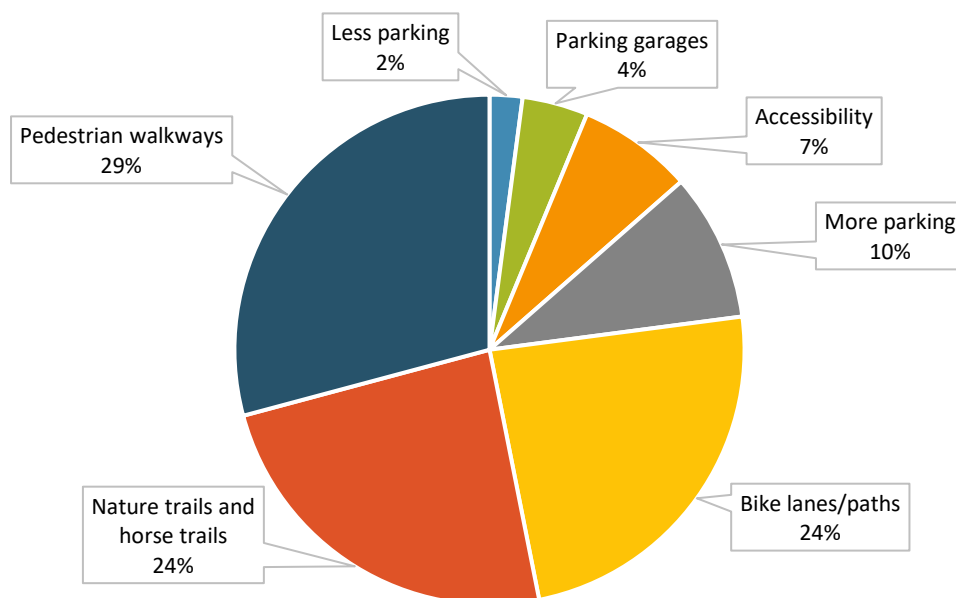
Open Space and Mobility

Participants prioritized various amenities related to open space and mobility. Regarding open space and landscaping, participants were most interested in the provision of trees along with development. Following trees, participants identified public and shared open spaces, and greenways and green space as priorities. Regarding mobility, pedestrian walkways was the number one priority for participants, followed by bike lanes and nature trails and horse trails.

What is most important to you regarding open space and landscaping?



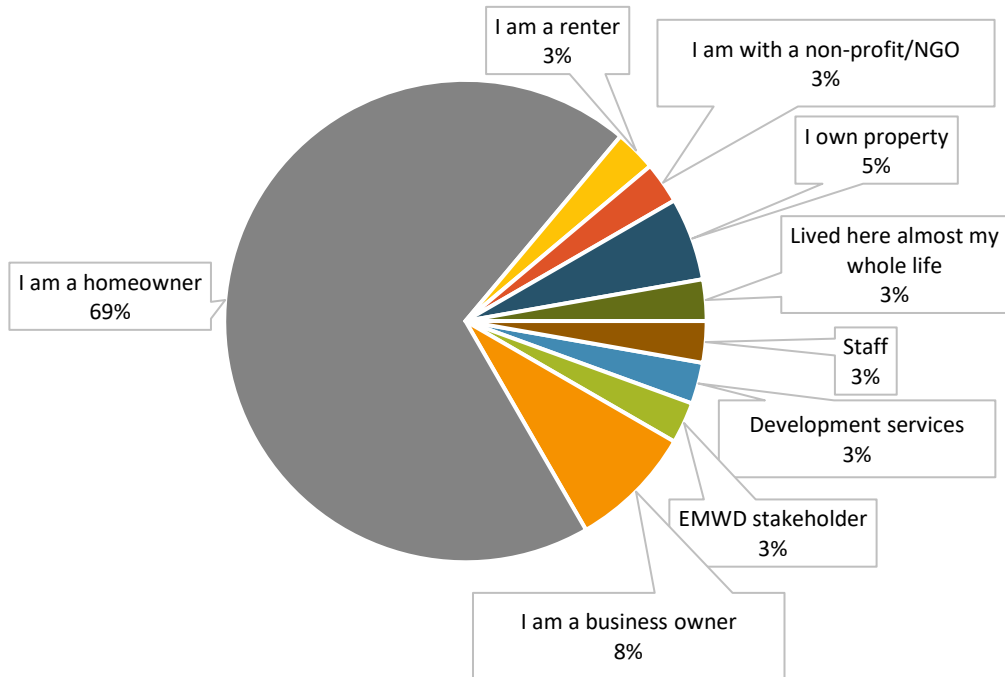
What is important to you regarding mobility?



Demographic Information

At the end of the survey, participants were asked to provide some basic demographic information. Majority of survey participants were homeowners in Murrieta followed by business owners and various stakeholders. Of the homeowners and resident show participated, most lived in District 3, followed by District 4 then District 2.

What is your relationship to the City of Murrieta?



What district do you live in?

