



Town of Chapel Hill

Ephesus Fordham Design Guidelines

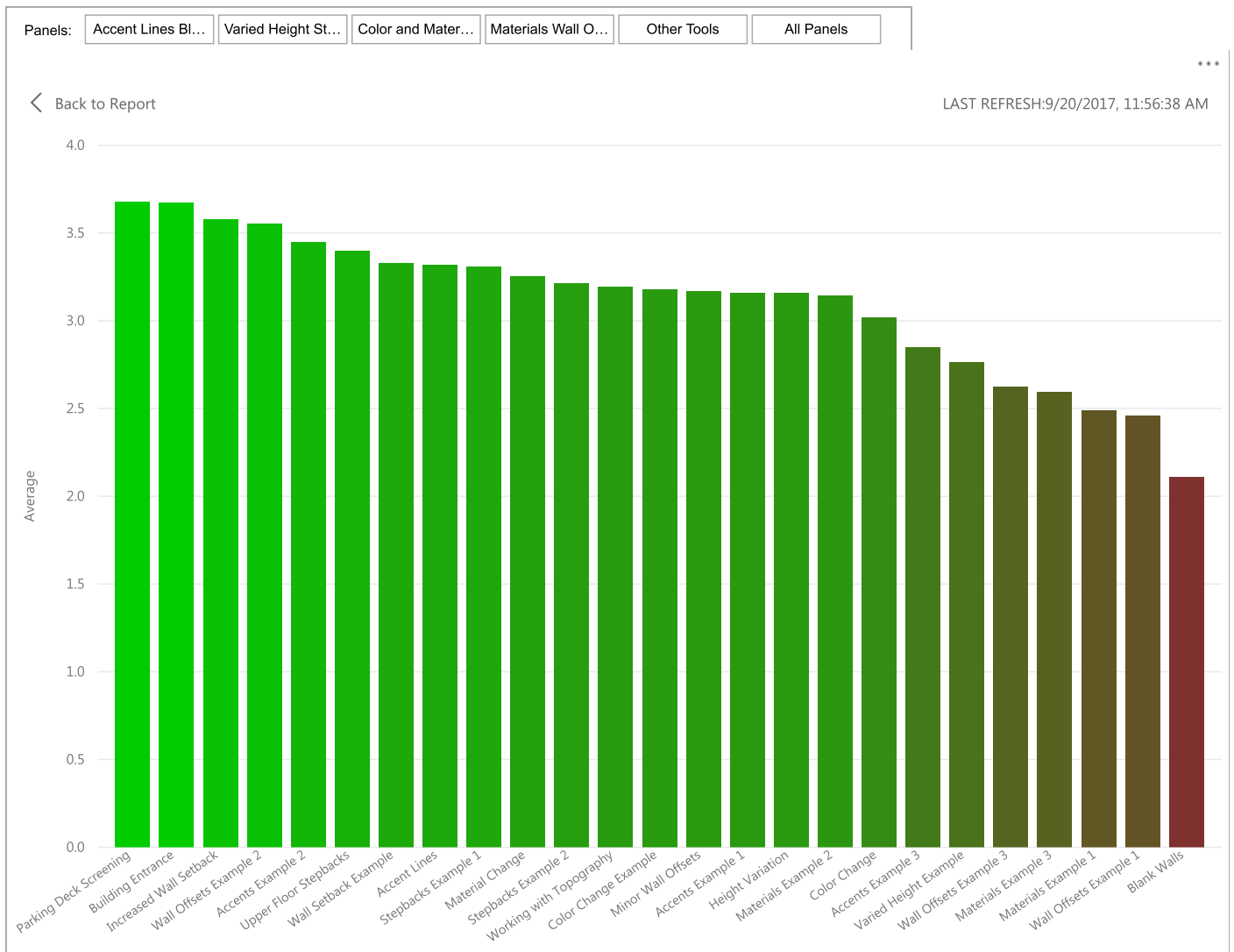
Aug 08, 17 - Sep 11, 17

Screen 2



ARCHITECTURAL DESIGN TOOLS IMAGE RATING RESULTS

The average rating of each item for all participants.



Data points for this Screen:

Ratings: 3371

Comments: 232



↓ Below: Each rating item, showing how many times each item was given each rating, sorted by average rating.

Accent Lines Blank Walls

Blank Walls	Accents Example 3	Accents Example 1	Accent Lines	Accents Example 2
1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
44 (32%) 56 (40%) 20 (14%) 18 (13%) 1 (1%)	14 (10%) 46 (33%) 34 (25%) 35 (25%) 9 (7%)	16 (12%) 25 (18%) 25 (18%) 65 (47%) 7 (5%)	12 (8%) 22 (15%) 34 (23%) 72 (48%) 11 (7%)	12 (9%) 18 (13%) 24 (17%) 64 (46%) 20 (14%)
Times rated: 139 Average rating: 2.108	Times rated: 138 Average rating: 2.848	Times rated: 138 Average rating: 3.159	Times rated: 151 Average rating: 3.318	Times rated: 138 Average rating: 3.449

Varied Height Stepbacks

Varied Height Exam...	Height Variation	Stepbacks Example 2	Stepbacks Example 1	Upper Floor Stepba...
1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
23 (17%) 37 (27%) 29 (21%) 45 (33%) 3 (2%)	11 (8%) 21 (16%) 41 (31%) 54 (41%) 5 (4%)	12 (9%) 27 (20%) 31 (23%) 54 (39%) 13 (9%)	11 (8%) 25 (18%) 27 (19%) 62 (45%) 14 (10%)	11 (8%) 16 (11%) 34 (24%) 69 (48%) 13 (9%)
Times rated: 137 Average rating: 2.766	Times rated: 132 Average rating: 3.159	Times rated: 137 Average rating: 3.212	Times rated: 139 Average rating: 3.309	Times rated: 143 Average rating: 3.399

Color and Materials

Materials Example 1	Color Change	Materials Example 2	Color Change Exa...	Material Change
1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
23 (17%) 54 (41%) 25 (19%) 30 (23%) 1 (1%)	14 (10%) 28 (20%) 43 (31%) 49 (35%) 5 (4%)	15 (11%) 29 (22%) 21 (16%) 60 (45%) 9 (7%)	13 (10%) 22 (17%) 31 (23%) 62 (47%) 5 (4%)	12 (9%) 18 (14%) 33 (25%) 61 (47%) 7 (5%)
Times rated: 133 Average rating: 2.489	Times rated: 139 Average rating: 3.022	Times rated: 134 Average rating: 3.142	Times rated: 133 Average rating: 3.180	Times rated: 131 Average rating: 3.252

Materials Wall Offsets

Wall Offsets Examp...					Materials Example 3					Wall Offsets Examp...					Minor Wall Offsets					Wall Offsets Examp...				
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
19 (15%)	54 (42%)	36 (28%)	20 (15%)	1 (1%)	23 (17%)	46 (33%)	36 (26%)	30 (22%)	3 (2%)	15 (12%)	48 (37%)	40 (31%)	25 (19%)	2 (2%)	10 (8%)	17 (13%)	48 (37%)	51 (39%)	4 (3%)	8 (6%)	15 (11%)	19 (14%)	76 (58%)	14 (11%)
Times rated: 130 Average rating: 2.462					Times rated: 138 Average rating: 2.594					Times rated: 130 Average rating: 2.623					Times rated: 130 Average rating: 3.169					Times rated: 132 Average rating: 3.553				

Other Tools

Working with Topo...					Wall Setback Exam...					Increased Wall Set...					Building Entrance					Parking Deck Scree...				
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
13 (10%)	26 (20%)	24 (19%)	55 (43%)	11 (9%)	13 (10%)	24 (18%)	17 (13%)	59 (45%)	17 (13%)	6 (5%)	13 (10%)	32 (24%)	59 (45%)	21 (16%)	10 (8%)	6 (5%)	24 (19%)	65 (50%)	24 (19%)	10 (8%)	10 (8%)	17 (13%)	68 (52%)	25 (19%)
Times rated: 129 Average rating: 3.194					Times rated: 130 Average rating: 3.331					Times rated: 131 Average rating: 3.580					Times rated: 129 Average rating: 3.674					Times rated: 130 Average rating: 3.677				

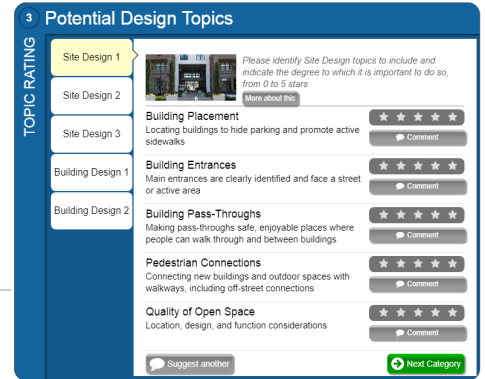


Town of Chapel Hill

Ephesus Fordham Design Guidelines

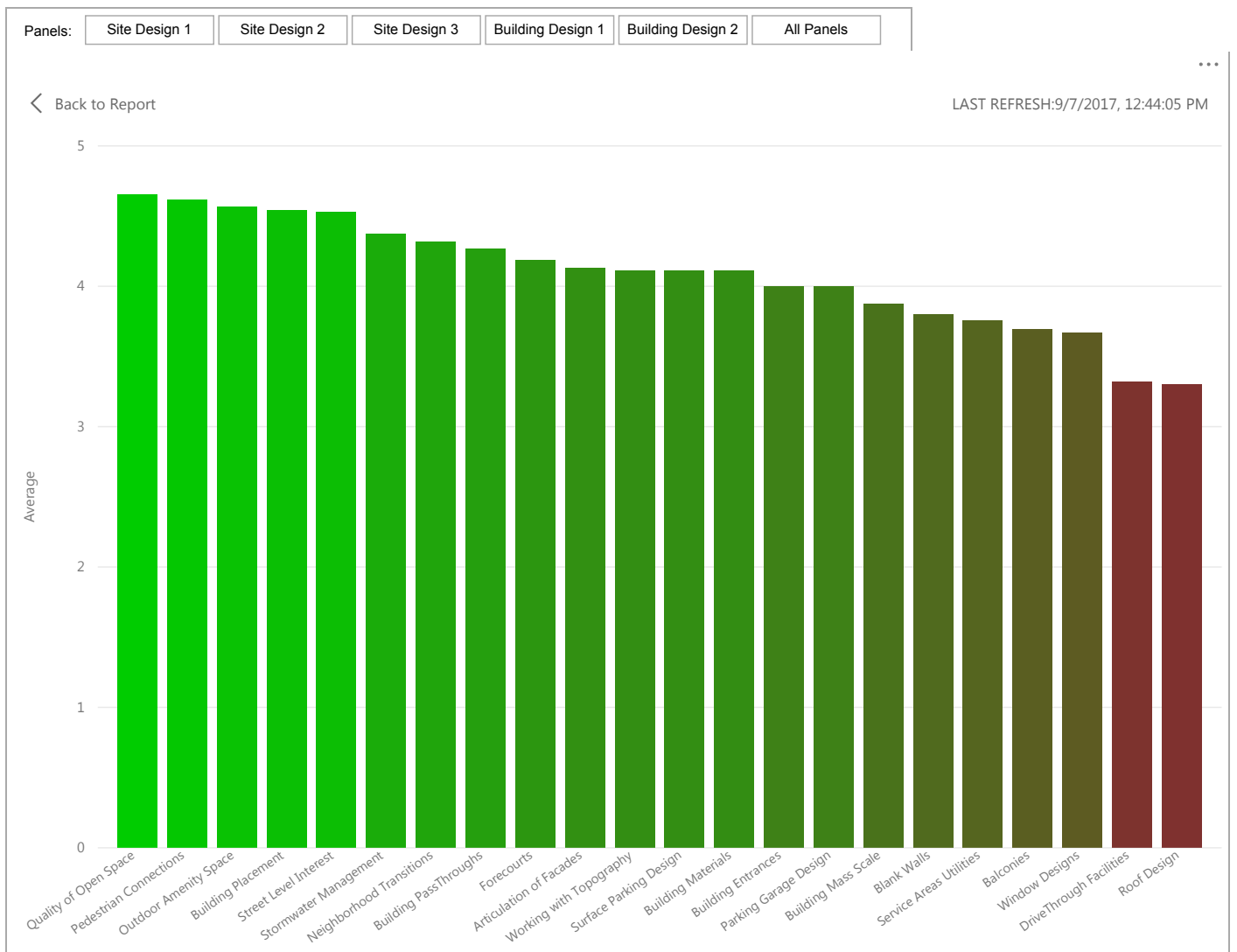
Aug 08, 17 - Sep 07, 17

Screen 3



POTENTIAL DESIGN TOPICS TOPIC RATING RESULTS

The average rating of each item for all participants.



Data points for this Screen:

Ratings: **2417**

Comments: **194**



Town of Chapel Hill | Ephesus Fordham Design Guidelines

Aug 08, 17 - Sep 07, 17 | Screen 3

↓ Below: Each rating item, showing how many times each item was given each rating, sorted by average rating.

Site Design 1

Building Entrances	Building PassThro...	Building Placement	Pedestrian Connec...	Quality of Open Sp...																																																																											
<table border="1"> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>2</td><td>7</td><td>26</td><td>29</td><td>46</td></tr> <tr><td>(2%)</td><td>(6%)</td><td>(24%)</td><td>(26%)</td><td>(42%)</td></tr> </table> <p>Times rated: 110 Average rating: 4.000</p>	1	2	3	4	5	2	7	26	29	46	(2%)	(6%)	(24%)	(26%)	(42%)	<table border="1"> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>1</td><td>3</td><td>19</td><td>30</td><td>57</td></tr> <tr><td>(1%)</td><td>(3%)</td><td>(17%)</td><td>(27%)</td><td>(52%)</td></tr> </table> <p>Times rated: 110 Average rating: 4.264</p>	1	2	3	4	5	1	3	19	30	57	(1%)	(3%)	(17%)	(27%)	(52%)	<table border="1"> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>1</td><td>2</td><td>11</td><td>20</td><td>80</td></tr> <tr><td>(1%)</td><td>(2%)</td><td>(10%)</td><td>(18%)</td><td>(70%)</td></tr> </table> <p>Times rated: 114 Average rating: 4.544</p>	1	2	3	4	5	1	2	11	20	80	(1%)	(2%)	(10%)	(18%)	(70%)	<table border="1"> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>-</td><td>1</td><td>11</td><td>18</td><td>81</td></tr> <tr><td>(0%)</td><td>(1%)</td><td>(10%)</td><td>(16%)</td><td>(73%)</td></tr> </table> <p>Times rated: 111 Average rating: 4.613</p>	1	2	3	4	5	-	1	11	18	81	(0%)	(1%)	(10%)	(16%)	(73%)	<table border="1"> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>1</td><td>1</td><td>6</td><td>20</td><td>85</td></tr> <tr><td>(1%)</td><td>(1%)</td><td>(5%)</td><td>(18%)</td><td>(75%)</td></tr> </table> <p>Times rated: 113 Average rating: 4.655</p>	1	2	3	4	5	1	1	6	20	85	(1%)	(1%)	(5%)	(18%)	(75%)
1	2	3	4	5																																																																											
2	7	26	29	46																																																																											
(2%)	(6%)	(24%)	(26%)	(42%)																																																																											
1	2	3	4	5																																																																											
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(1%)	(3%)	(17%)	(27%)	(52%)																																																																											
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(1%)	(2%)	(10%)	(18%)	(70%)																																																																											
1	2	3	4	5																																																																											
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(0%)	(1%)	(10%)	(16%)	(73%)																																																																											
1	2	3	4	5																																																																											
1	1	6	20	85																																																																											
(1%)	(1%)	(5%)	(18%)	(75%)																																																																											

Site Design 2

Service Areas Utilit...	Parking Garage De...	Surface Parking De...	Working with Topo...	Outdoor Amenity S...																																																																											
<table border="1"> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>1</td><td>12</td><td>30</td><td>32</td><td>31</td></tr> <tr><td>(1%)</td><td>(11%)</td><td>(28%)</td><td>(30%)</td><td>(29%)</td></tr> </table> <p>Times rated: 106 Average rating: 3.755</p>	1	2	3	4	5	1	12	30	32	31	(1%)	(11%)	(28%)	(30%)	(29%)	<table border="1"> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>3</td><td>6</td><td>18</td><td>40</td><td>39</td></tr> <tr><td>(3%)</td><td>(6%)</td><td>(17%)</td><td>(38%)</td><td>(37%)</td></tr> </table> <p>Times rated: 106 Average rating: 4.000</p>	1	2	3	4	5	3	6	18	40	39	(3%)	(6%)	(17%)	(38%)	(37%)	<table border="1"> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>1</td><td>4</td><td>22</td><td>35</td><td>45</td></tr> <tr><td>(1%)</td><td>(4%)</td><td>(21%)</td><td>(33%)</td><td>(42%)</td></tr> </table> <p>Times rated: 107 Average rating: 4.112</p>	1	2	3	4	5	1	4	22	35	45	(1%)	(4%)	(21%)	(33%)	(42%)	<table border="1"> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>1</td><td>5</td><td>22</td><td>31</td><td>47</td></tr> <tr><td>(1%)</td><td>(5%)</td><td>(21%)</td><td>(29%)</td><td>(44%)</td></tr> </table> <p>Times rated: 106 Average rating: 4.113</p>	1	2	3	4	5	1	5	22	31	47	(1%)	(5%)	(21%)	(29%)	(44%)	<table border="1"> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>-</td><td>3</td><td>10</td><td>19</td><td>78</td></tr> <tr><td>(0%)</td><td>(3%)</td><td>(9%)</td><td>(17%)</td><td>(71%)</td></tr> </table> <p>Times rated: 110 Average rating: 4.564</p>	1	2	3	4	5	-	3	10	19	78	(0%)	(3%)	(9%)	(17%)	(71%)
1	2	3	4	5																																																																											
1	12	30	32	31																																																																											
(1%)	(11%)	(28%)	(30%)	(29%)																																																																											
1	2	3	4	5																																																																											
3	6	18	40	39																																																																											
(3%)	(6%)	(17%)	(38%)	(37%)																																																																											
1	2	3	4	5																																																																											
1	4	22	35	45																																																																											
(1%)	(4%)	(21%)	(33%)	(42%)																																																																											
1	2	3	4	5																																																																											
1	5	22	31	47																																																																											
(1%)	(5%)	(21%)	(29%)	(44%)																																																																											
1	2	3	4	5																																																																											
-	3	10	19	78																																																																											
(0%)	(3%)	(9%)	(17%)	(71%)																																																																											

Site Design 3

DriveThrough Facil...	Stormwater Manag...	Neighborhood Tran...																																													
<table border="1"> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>14</td><td>14</td><td>24</td><td>27</td><td>24</td></tr> <tr><td>(14%)</td><td>(14%)</td><td>(23%)</td><td>(26%)</td><td>(23%)</td></tr> </table> <p>Times rated: 103 Average rating: 3.320</p>	1	2	3	4	5	14	14	24	27	24	(14%)	(14%)	(23%)	(26%)	(23%)	<table border="1"> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>1</td><td>8</td><td>12</td><td>13</td><td>70</td></tr> <tr><td>(1%)</td><td>(8%)</td><td>(12%)</td><td>(13%)</td><td>(67%)</td></tr> </table> <p>Times rated: 104 Average rating: 4.375</p>	1	2	3	4	5	1	8	12	13	70	(1%)	(8%)	(12%)	(13%)	(67%)	<table border="1"> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>-</td><td>1</td><td>9</td><td>28</td><td>65</td></tr> <tr><td>(0%)</td><td>(1%)</td><td>(9%)</td><td>(27%)</td><td>(63%)</td></tr> </table> <p>Times rated: 103 Average rating: 4.524</p>	1	2	3	4	5	-	1	9	28	65	(0%)	(1%)	(9%)	(27%)	(63%)
1	2	3	4	5																																											
14	14	24	27	24																																											
(14%)	(14%)	(23%)	(26%)	(23%)																																											
1	2	3	4	5																																											
1	8	12	13	70																																											
(1%)	(8%)	(12%)	(13%)	(67%)																																											
1	2	3	4	5																																											
-	1	9	28	65																																											
(0%)	(1%)	(9%)	(27%)	(63%)																																											

Building Design 1

Window Designs	Blank Walls	Building Mass Scale	Building Materials	Articulation of Facade
1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
4 12 28 24 31 (4%) (12%) (28%) (24%) (31%)	6 5 25 31 33 (6%) (5%) (25%) (31%) (33%)	7 11 15 25 45 (7%) (11%) (15%) (24%) (44%)	4 4 15 32 46 (4%) (4%) (15%) (32%) (46%)	3 6 18 23 52 (3%) (6%) (18%) (23%) (51%)
Times rated: 99 Average rating: 3.667	Times rated: 100 Average rating: 3.800	Times rated: 103 Average rating: 3.874	Times rated: 101 Average rating: 4.109	Times rated: 102 Average rating: 4.127

Building Design 2

Roof Design	Balconies	Neighborhood Tran...	Forecourts	Street Level Interest
1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
10 16 30 20 23 (10%) (16%) (30%) (20%) (23%)	4 9 30 29 29 (4%) (9%) (30%) (29%) (29%)	5 8 15 18 57 (5%) (8%) (15%) (17%) (55%)	2 7 17 22 56 (2%) (7%) (16%) (21%) (54%)	- - 16 16 70 (0%) (0%) (16%) (16%) (69%)
Times rated: 99 Average rating: 3.303	Times rated: 101 Average rating: 3.693	Times rated: 103 Average rating: 4.107	Times rated: 104 Average rating: 4.183	Times rated: 102 Average rating: 4.529

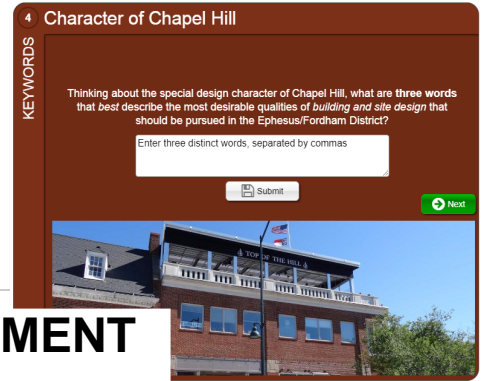


Town of Chapel Hill

Ephesus Fordham Design Guidelines

Aug 08, 17 - Sep 07, 17

Screen 4

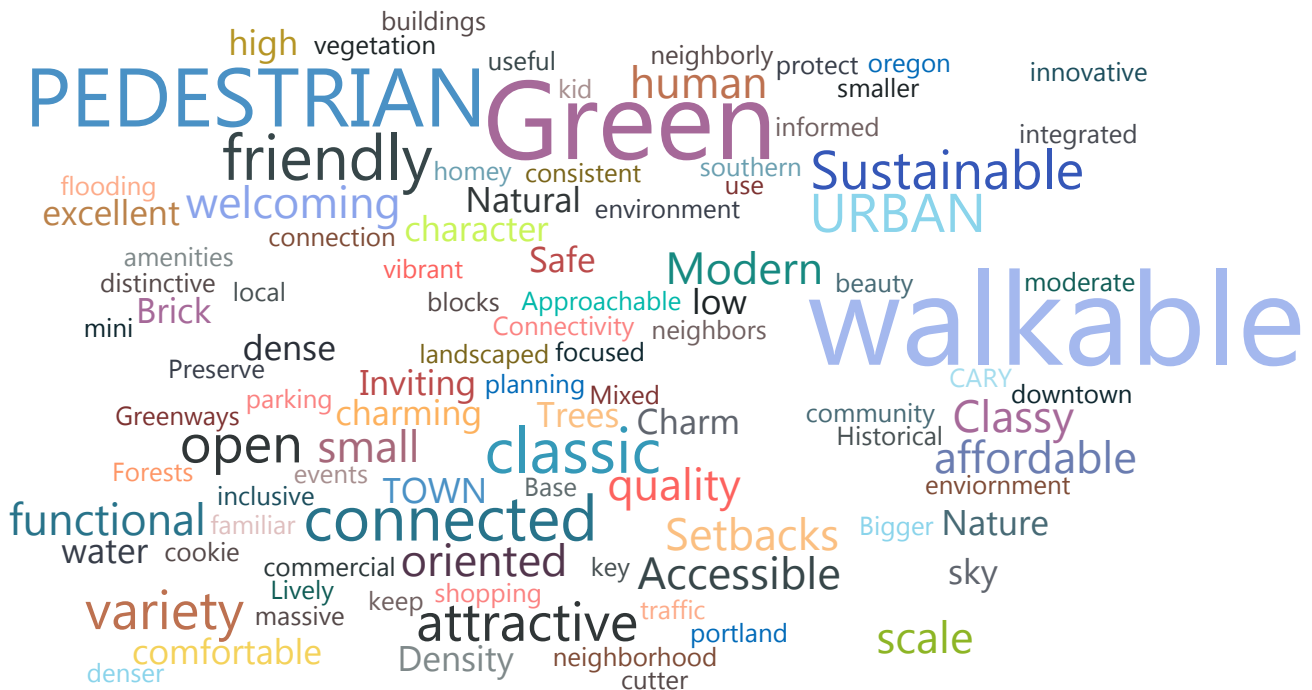


DESIGN CHARACTER VISION STATEMENT WORD CLOUD RESULTS

Top words found in comments, showing more frequent words larger.

Comments:

66



Data points for this Screen:

Comments: 65

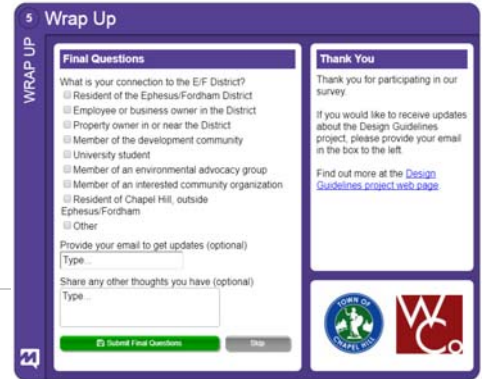


Town of Chapel Hill

Ephesus Fordham Design Guidelines

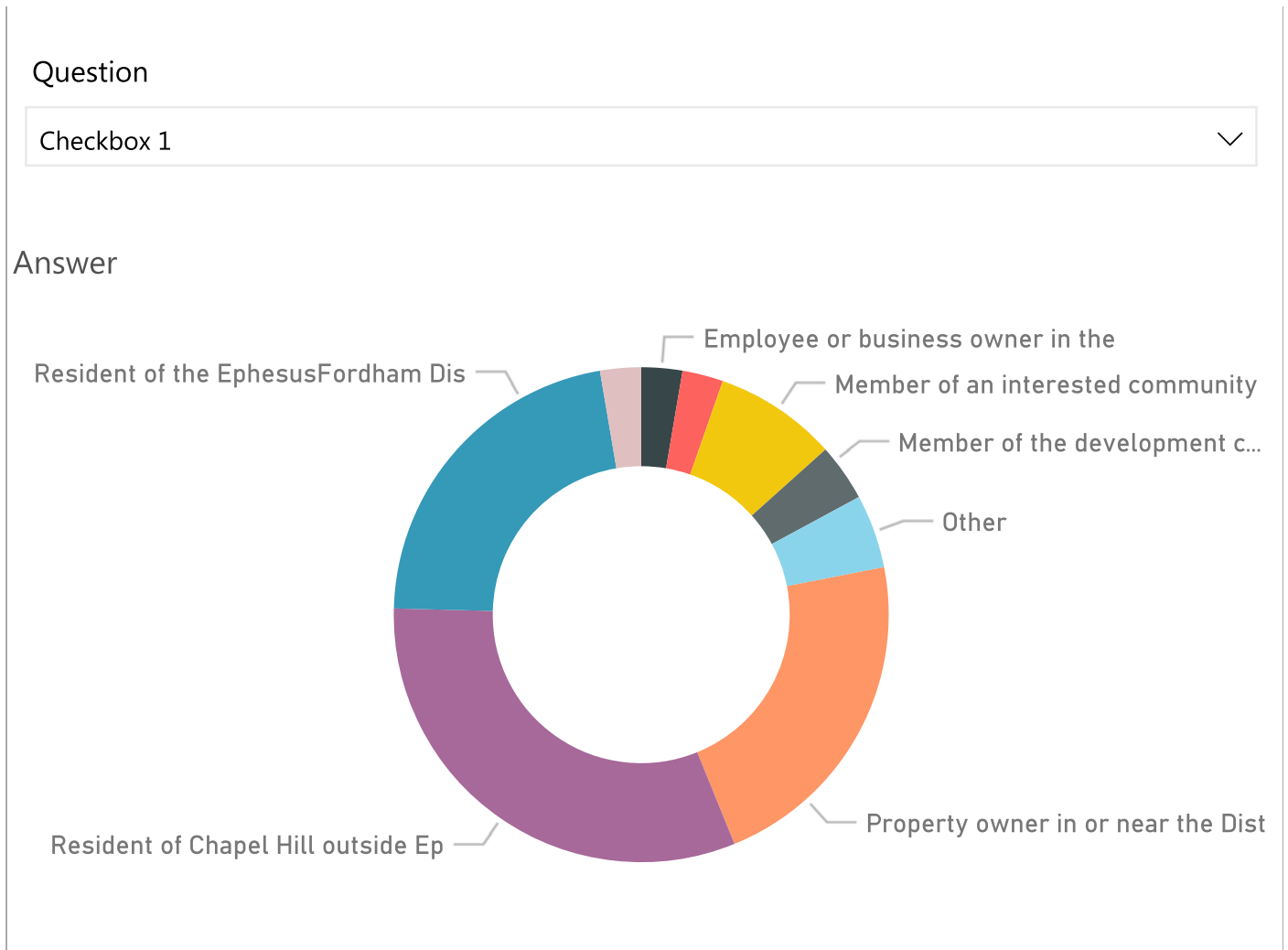
Aug 08, 17 - Sep 11, 17

Screen 5



What is your connection to the E/F District?

Distribution of answers by question.



Data points for this Screen:

Reponses: **228**

Private: **41**

Comments: **58**



Town of Chapel Hill | Ephesus Fordham Design Guidelines

Aug 08, 17 - Sep 11, 17 | Screen 5

↓ Below: Wrap Up questions showing answer breakdowns.

Checkbox 1	
59	Resident of Chapel Hill outside Ep
41	Property owner in or near the Dist
41	Resident of the EphesusFordha...
15	Member of an interested comm...
9	Other
7	Member of the development co...
5	Employee or business owner in ...
5	Member of an environmental ad...
5	University student
<hr/>	
187	Total