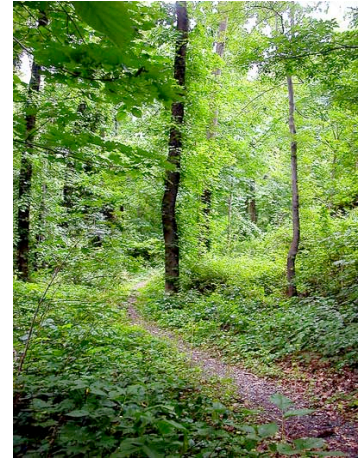


Photo Preference Survey Results by Subject

Open Spaces, Parks, Public Places (photos 1-14)

Highly rated features included active agricultural land, pristine-looking streams wooded areas with possible public trails that were largely unimproved. A picnic pavilion constructed of wood and placed in a park setting was also highly rated.



Residential Development (photos 15-37)

The highest rated residential photo included a rural residence surrounded by agricultural fields with no neighbors in sight. A few other residential scenarios that stood out include the following; medium-to large-lot residences surrounded by thick and mature trees, residential street that was divided by a grass median with trees, quiet-looking residential street with sidewalks and green space on each side of the street, and larger homes somewhat close together that utilized stone and brick construction with ample vegetation and landscaping.



Signs (photos 38-53)

The highest rated signs included features such as presence of natural or local building materials including stone as a decorative foundation, as well as landscaping and greenspace around the signs. High-rise and internally illuminated signs were rated poorly in this category.



Parking Areas, Access Roads, and Commercial Development (photos 54-89)

Highly rated photos included parking areas around commercial buildings that included landscaping, plantings such as flowers, shrubs, trees, etc. Parking lots that were separated from the road by a vegetative buffer were rated highly. Other highly rated features for parking areas included curbing to control traffic, establish planting areas for trees and shrubs, etc.



The highest rated commercial buildings were those that either used historic buildings and preserved architectural integrity of such buildings, or those that were constructed to meet local design standards or sensitivity to local character. A colonial-style bank was rated the highest, while a federal style house converted to a popular coffee shop was the second-highest. Buildings that used gable architectural features were preferred to flat-roofed buildings. Corporate identity in architecture was not highly rated. Therefore, architecture and colors that identify national or widely-recognized commercial establishments were not preferred. Shopping areas that were arranged in clusters and constructed with brick were rated better than strip development with large parking lots.



Transportation (photos 90-100)

A boulevard with grass median, trees, and some lighting was clearly preferred to a wide two-lane or four-lane road with little landscaping. Streets lined with trees and sidewalks in residential neighborhood are preferred. Highly visible crosswalks, bicycle paths, and other visual amenities for alternative forms of transportation are preferred to simple white crosswalk markings or no defined bike lane.

