

# APPENDIX C: VISUAL PREFERENCE STUDY

## DOWNTOWN THEME AND STREETScape ELEMENTS

A Visual Preference Survey is a series of photographs representing the various aspects of a downtown streetscape plan. Six (6) images representing twelve (12) aspects of a downtown streetscape plan were presented to downtown business and property owners. Those filling out the survey were asked to rank each photograph (six total) in a category on a scale of -3 to +3, with 0 being neutral, -3 being strongly dislike, and +3 being strongly like. Images were selected to demonstrate a range of design possibilities.

### Visual Preference Survey Results

Fifty (50%) percent Response Rate (distributed to 22 downtown business and property owners, received 11). A “preferred picture” was determined by average score received and most reoccurring score (mode). Images with high ranking scores had an average score of two (2) and a mode of three (3). The results have been split into two (2) categories. The first is set of pictures is where one (1) picture was the clear winner or “preferred picture” among the six (6) choices. The second set of pictures is where two (2) or three (3) pictures could be selected as the “preferred picture.”

#### Clear Winners:

*Pedestrian Environment*  
(Average Score: 1.9 Mode: 3)



*Trash Receptacles*  
(Average Score: 1.3 Mode: 2)



*Wayfinding Signage*  
(Average Score: 2.3 Mode: 3)



*Gateway Signage*  
(Average Score 2.0 Mode: 3)



*Street Furniture (Benches)*  
(Average Score: 1.5 Mode: 2)



*Façade Style*  
(Average Score: 2.3 Mode: 3)



*Public Art*  
(Average Score: 1.3 Mode: 2)



**Multiple Preferred Pictures:**

Lighting Fixtures

(Average Score: 2.0 Mode: 3)



(Average Score: 1.8 Mode: 3)



Pavement Materials

(Average Score: 2.3 Mode: 3)



(Average Score: 2.1 Mode: 3)



Landscape Materials

(Average Score: 1.8 Mode: 3)



(Average Score: 1.9 Mode: 2)



Fencing Style

(Average Score: 2.4 Mode: 3)



(Average Score: 2.4 Mode: 3)



(Average Score: 2.0 Mode: 3)



Public Space

((Average Score: 2.1 Mode: 3)



(Average Score: 2.2 Mode: 2)



(Average Score: 1.8 Mode: 3)

