

JOSH Image Preference Survey

OVERVIEW

An Image Preference Survey (IPS) is a method for assessing a community's desires about specific elements related to a visioning process. The purpose for an IPS is to establish a range of public preferences that could guide stakeholders toward a preferred future. It is the intention that results from the IPS will be translated back in to the study as potential recommendations. Furthermore, in the case for the JOSH community, the results could potentially lay the foundation for possible design guidelines, which will help build a sense of identity for the JOSH community.

The JOSH IPS focuses on use and development characteristics that are typically seen in suburban neighborhoods. Residential, commercial, office and mixed-use development types that are consistent with Neighborhood Activity Centers and transitional uses are the primary focus of the survey. In addition, other survey questions are related to Parks, Greenspace, Trails, Stormwater Management, and Streetscapes. The images are intended to illustrate conceptual ideas and do not represent specific or actual proposals.

The JOSH IPS includes six categories:

- Residential Development
- Commercial Development
- Mixed-Use Development
- Parks, Greenspace, & Trails
- Stormwater Management
- Streetscape Elements

Utilizing online survey tools, staff developed and administered the JOSH IPS. The survey consisted of a total of 91 questions and was open for two months, from May 7, 2018 to July 6, 2018. In addition to the online survey, there were two other opportunities to take the survey. The first opportunity was during the third community meeting which was held on May 8, 2018, at Chestnut

Ridge Christian Church and the second opportunity was administered to the Chimney Lakes Homeowners Association on June 4, 2018. Surveys that were conducted in person were via a slideshow coupled with wireless voting devices.

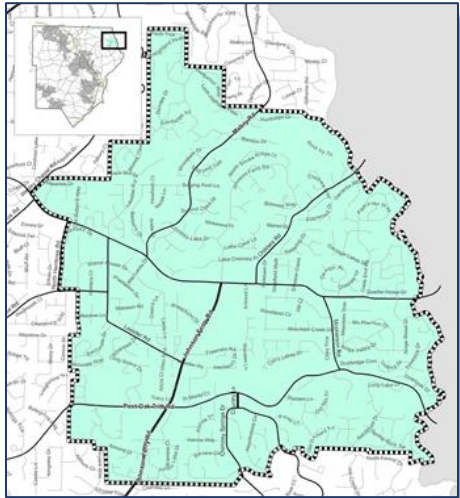
Over 458 responses were collected as part of the JOSH IPS. The online survey collected 372 responses. During the third community meeting, 49 responses were collected with 37 participants taking the survey during the Chimney Lakes Homeowners Association meeting. Some respondents chose to skip questions that they were uncomfortable answering.

For each category, respondents were asked to compare two different images based on the categories and the question asked. Participants were to select the image they felt would positively contribute to the overall quality of life. Survey takers were instructed to respond to their first impression of each image with a focus on the characteristics and elements of each image and not brand or store names.

Participants who took the survey online also had the opportunity to provide comments to each question. Comments were provided for all 91 questions. Specific comments are included in this report.

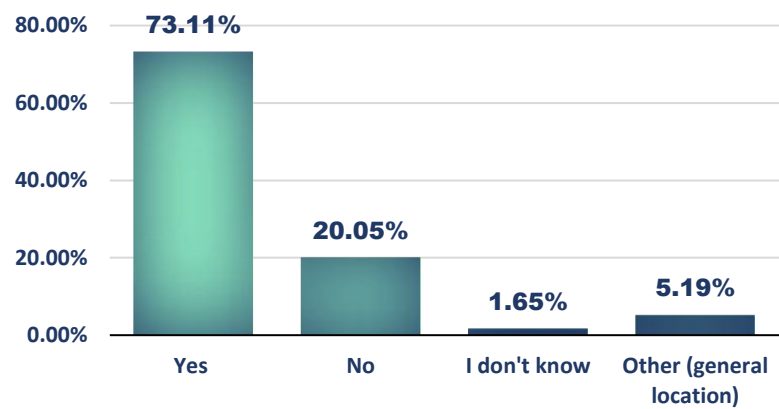
WHERE DO PARTICIPANTS LIVE

To get a better understanding of where the respondents lived, the initial question on the survey asked, if the respondents lived inside the study area. A map of the study area was provided to help orient the participants. The following data details the results.



The majority of the respondents (73.1%) lived within the JOSH study area, while 20% lived outside of the study area. Almost 7% either didn't know or lived in another location.

Respondents who chose "Other" were provided an opportunity to comment on the general location of where they lived. Those responses can be found in the JOSH IPS Appendix.



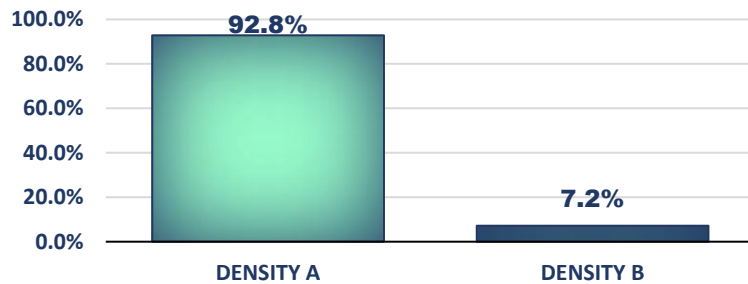
RESIDENTIAL DENSITY SUMMARY

Questions 1 – 3

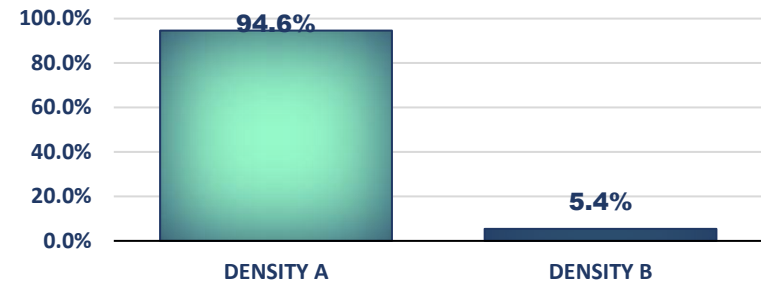
The first three questions of the IPS relate to residential density of neighborhoods. These questions were developed to get a better idea of the community's viewpoints on the perceived density of neighborhoods.

The respondents prefer less dense neighborhoods, larger lots, greater separation between homes and more trees and greenspace.

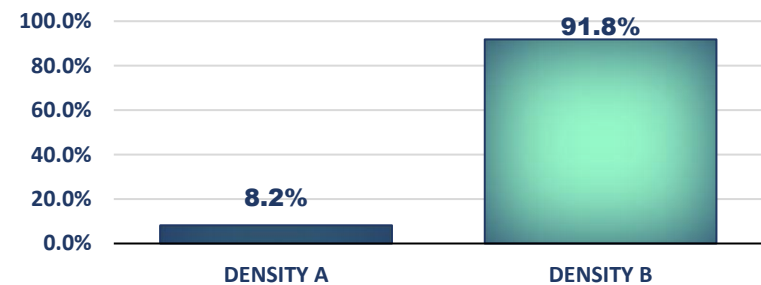
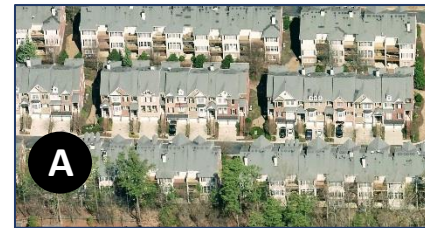
Q1. Which Density do you prefer?



Q2. Which Density do you prefer?



Q3. Which Density do you prefer?



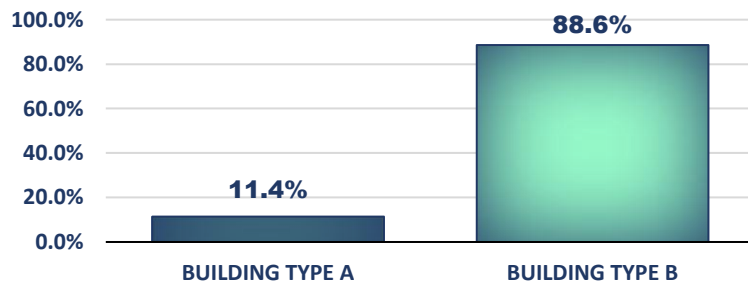
RESIDENTIAL BUILDING TYPE SUMMARY

Questions 4 – 8

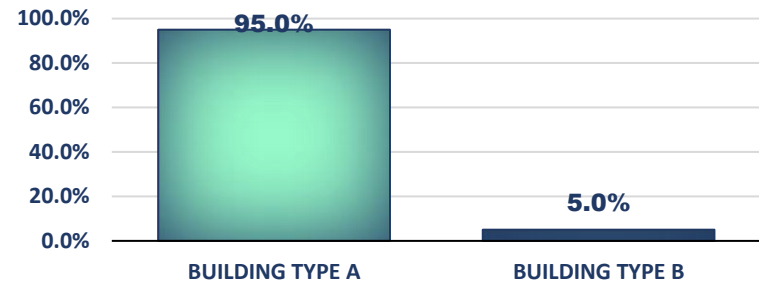
The purpose for questions 4 through 8 is to find out what type of homes the community prefers. Participants were shown images depicting single-family homes, attached single-family homes, and townhomes of varying styles.

The results show survey respondents desire detached housing over attached housing or townhomes. The greater the side setbacks, the better.

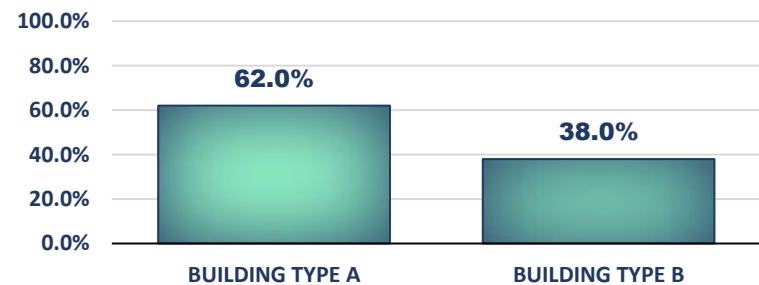
Q4. Which building type do you prefer?



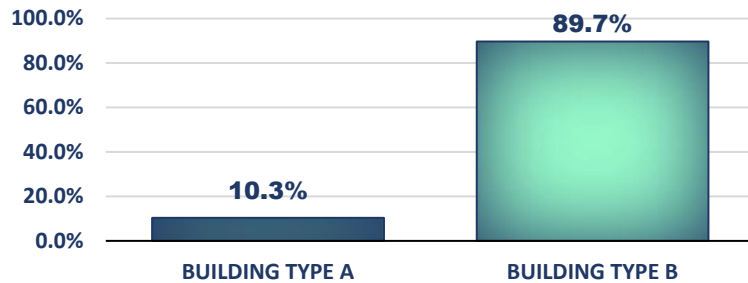
Q5. Which building type do you prefer?



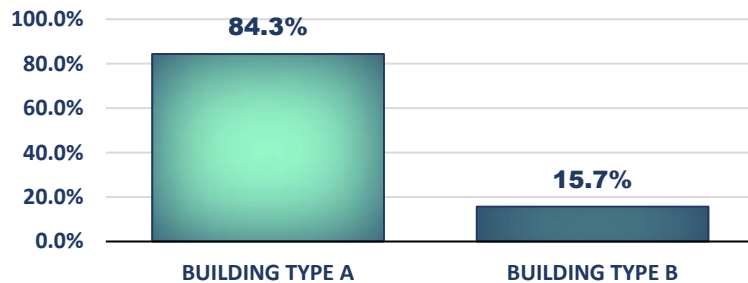
Q6. Which building type do you prefer?



Q7. Which building type do you prefer?



Q8. Which building type do you prefer?



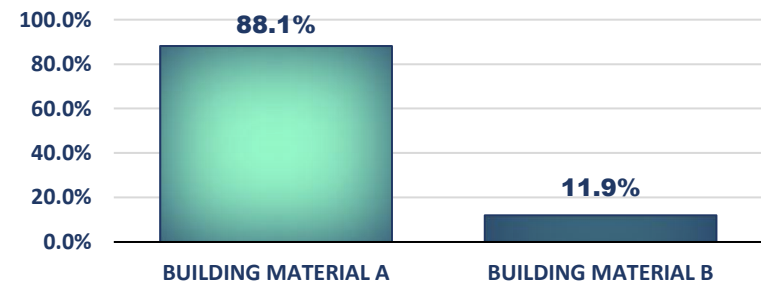
RESIDENTIAL BUILDING MATERIAL SUMMARY

Questions 9 – 11

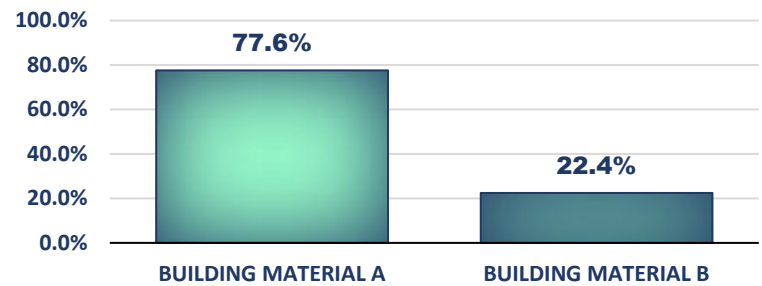
The purpose for questions 9 through 11 is to get an idea of opinions on residential, exterior, façade treatments. Participants were shown images depicting a variety of exterior façade options for residential structures.

Results show participants prefer brick over all other materials. However, to keep from creating a homogeneous setting, the community would be receptive to a combination of façade options on individual homes. According to comments, siding would be an option as long it is not vinyl or metal.

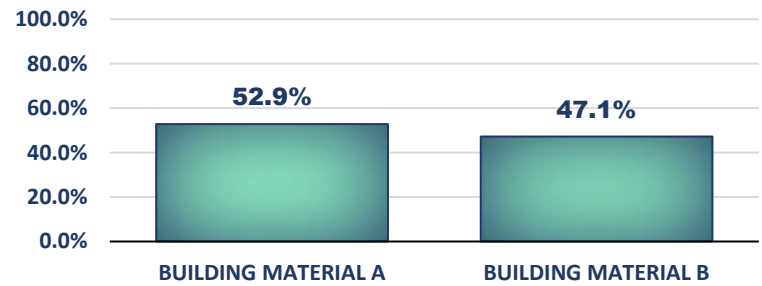
Q9. Which residential building material do you prefer?



Q10. Which residential building material do you prefer?



Q11. Which residential building material do you prefer?



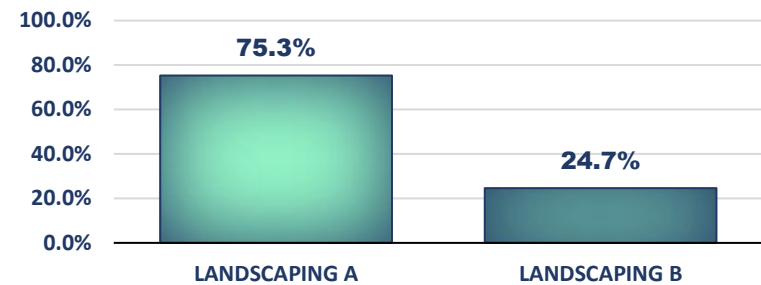
RESIDENTIAL LANDSCAPING SUMMARY

Questions 12 – 14

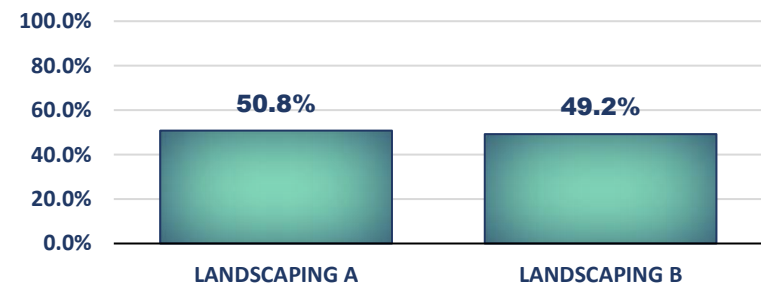
Participants of the IPS were shown several residential landscape styles ranging from a typical backyard lawn to common areas. They were also presented with subdivision landscaping options. Lastly, question 14 compares landscaping adjacent to trails traversing between homes.

Respondents prefer individually owned yards over common landscaped areas. Half of the responses prefer sidewalks with landscaping, while the other half prefer sidewalks and limited landscaping. However, the difference in front setbacks between the images may have skewed results. Participants also favor trails within a more natural setting over open pathways with limited landscaping.

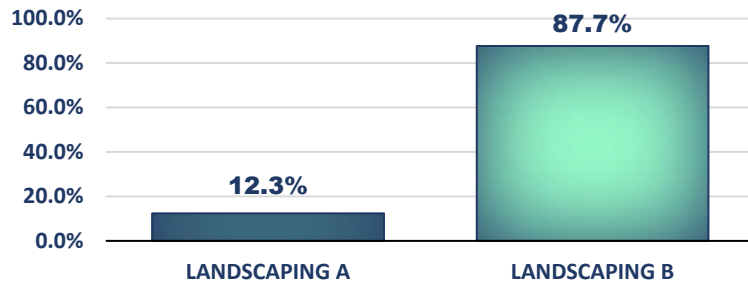
Q12. Which landscaping style do you prefer?



Q13. Which landscaping style do you prefer?



Q14. Which landscaping style do you prefer?



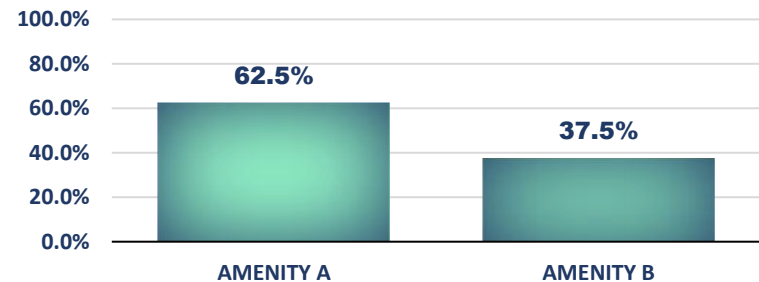
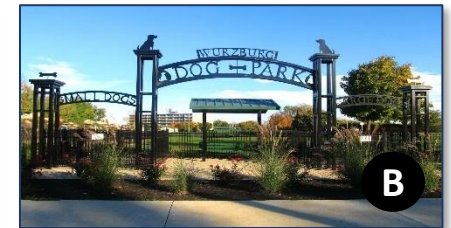
RESIDENTIAL AMENITIES SUMMARY

Questions 15 – 17

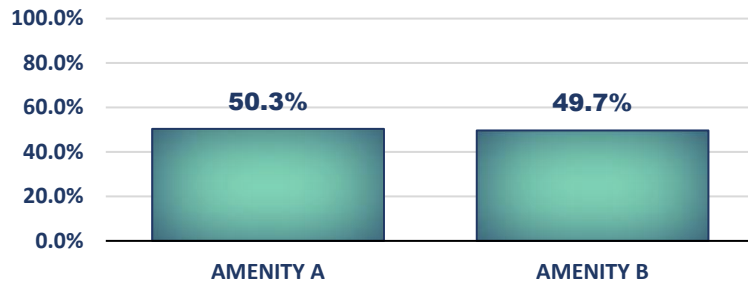
Participants were shown several images of residential amenities including; playgrounds, a dog park, open fields, greenspace with trees and shrubs, and neighborhood parks with gazebos and gardens.

Participants prefer to see areas where kids can play safely but according to comments would also enjoy a dog park. Respondents also value open space and/or greenspace with open areas and amenities, such as gazebos and community gardens.

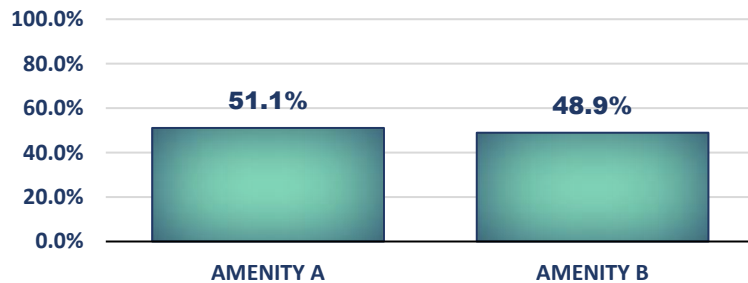
Q15. Which residential amenity do you prefer?



Q16. Which residential amenity do you prefer?



Q17. Which residential amenity do you prefer?



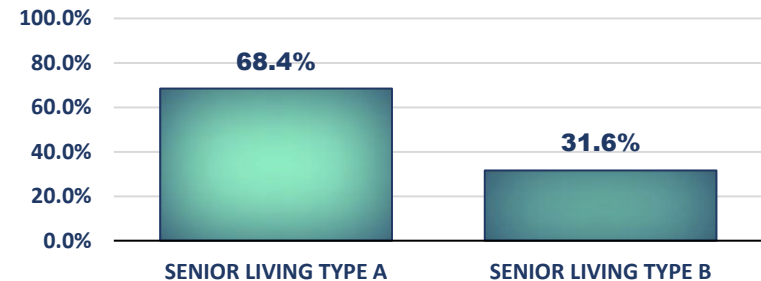
RESIDENTIAL SENIOR LIVING SUMMARY

Questions 18 – 21

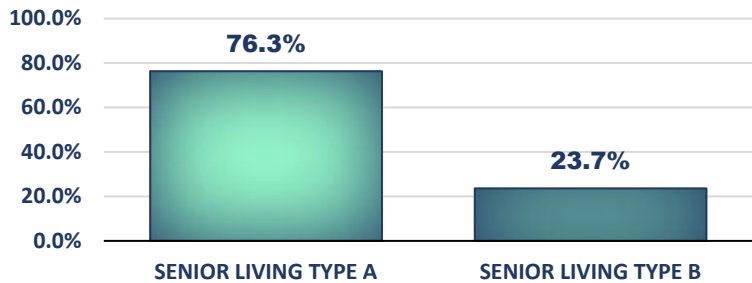
Another type of residential living that the survey touched on was senior living. The point of this part of the survey is to get an understanding of the different types of senior living communities that would be desired.

Respondents desire single-story retired senior living homes over multi-story units. They also prefer detached single-family cottages over attached units. In addition, individual retired senior living homes are preferred over senior living complexes or structures that appear to be similar to assisted living facilities. However, according to comments assisted living facilities are necessary.

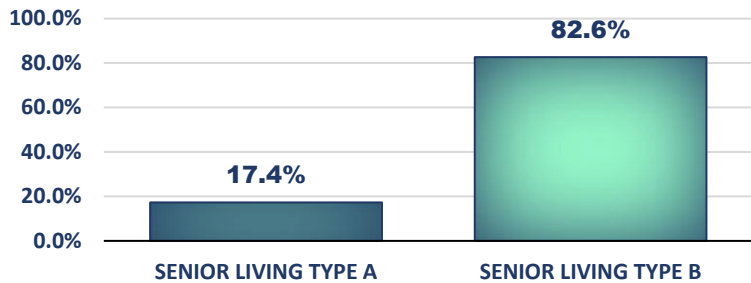
Q18. Which senior living type do you prefer?



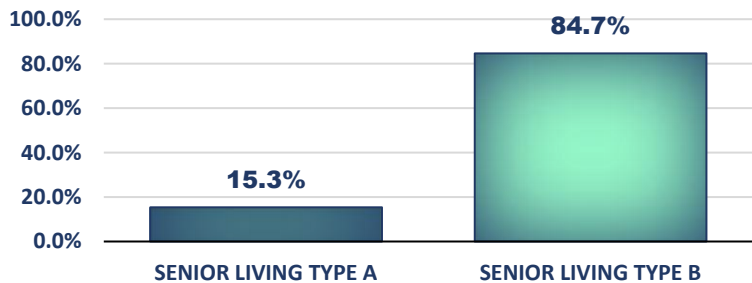
Q19. Which senior living type do you prefer?



Q21. Which senior living type do you prefer?



Q20. Which senior living type do you prefer?



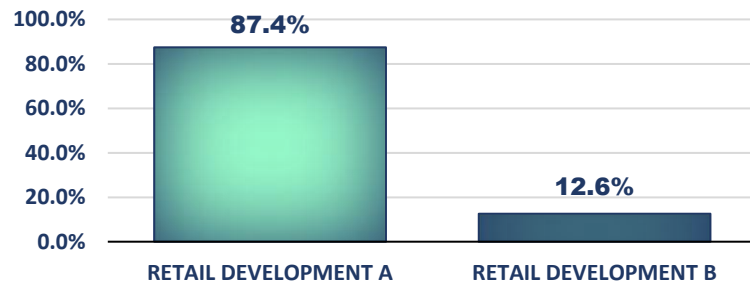
COMMERCIAL INTENSITY SUMMARY

Question 22 - 25

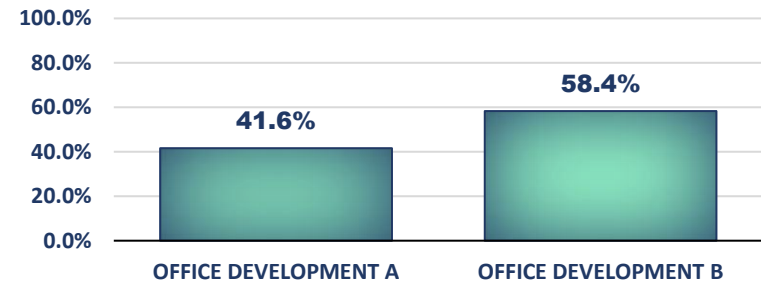
The Commercial Intensity portion of the survey was used to gather feedback on intensity preferences of retail and office uses, two of the most prominent commercial uses at the intersection of Johnson Ferry Road and Shallowford Road.

Small, strip, retail centers are the preferred option over "big-box" retail stores and smaller, single, outparcel, retail buildings. The respondents prefer office space with a larger building footprint and less height. The community also prefers attached office space rather than individual office buildings.

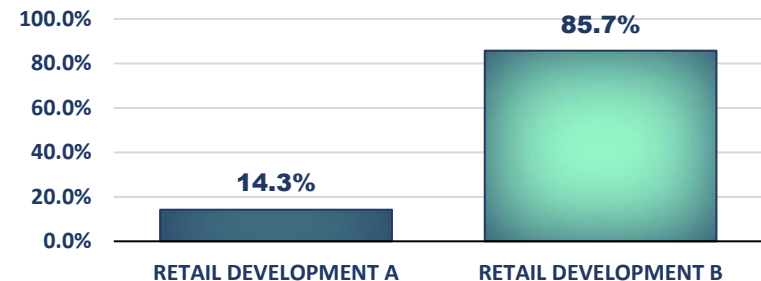
Q22. Which retail development do you prefer?



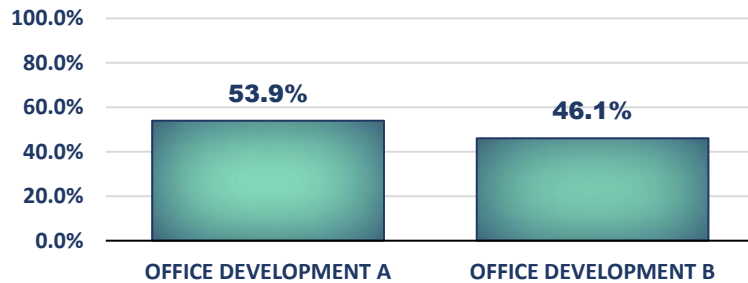
Q23. Which office development do you prefer?



Q24. Which retail development do you prefer?



Q25. Which office development do you prefer?



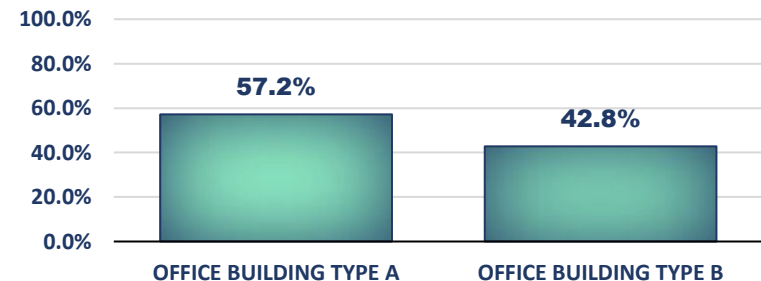
COMMERCIAL BUILDING TYPE SUMMARY

Question 26 - 32

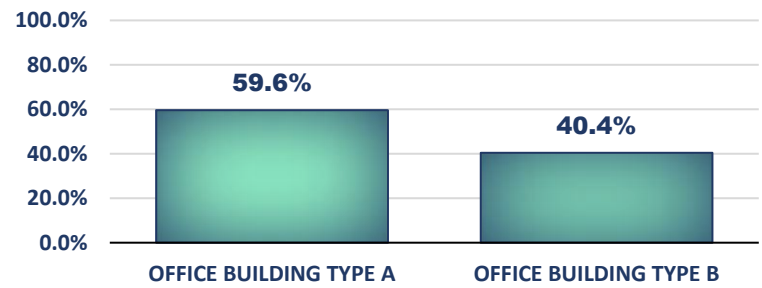
A variety of commercial building types were polled through the JOSH IPS.

Participants favor office buildings with gabled roofs and a more residential character. However, the community does not prefer single-family homes converted to office space. As for retail, survey respondents chose single-story retail centers with a mixture of architecture, including outparcels with vibrancy and outdoor seating. Furthermore, participants prefer national retail chains to modify their store fronts to fit within the character of the neighborhood.

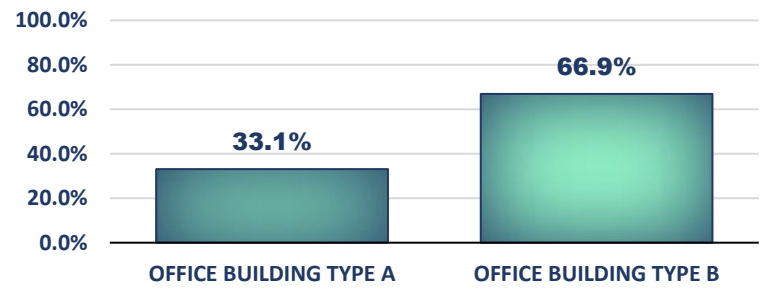
Q26. Which office building type do you prefer?



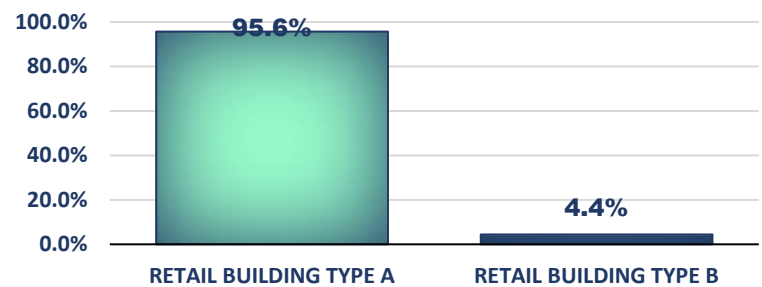
Q27. Which office building type do you prefer?



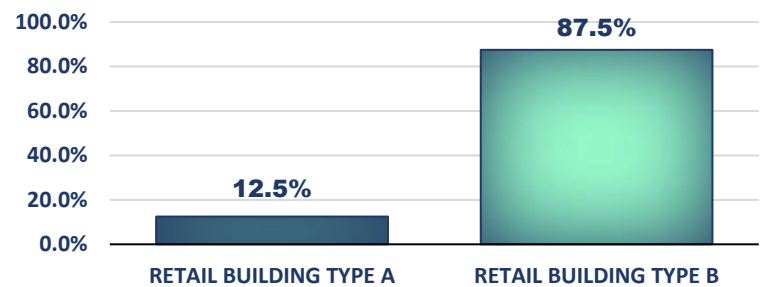
Q29. Which office building type do you prefer?



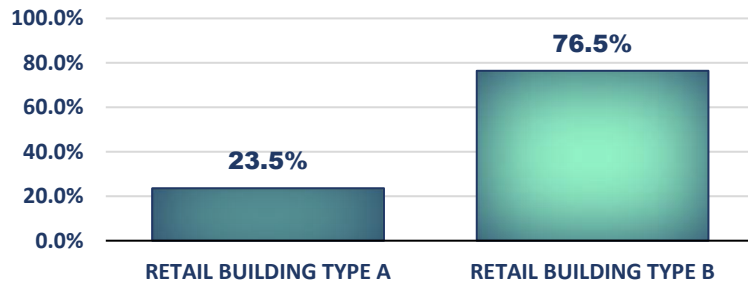
Q28. Which retail building type do you prefer?



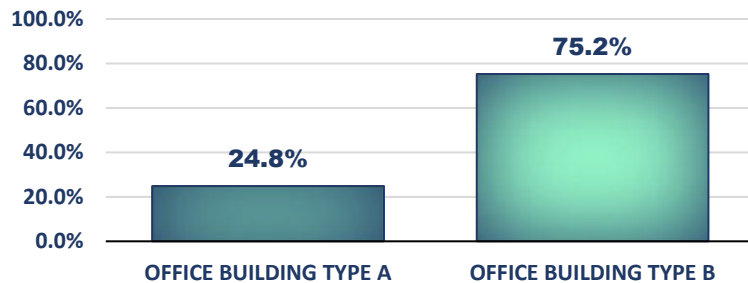
Q30. Which retail building type do you prefer?



Q31. Which retail building type do you prefer?



Q32. Which office building type do you prefer?



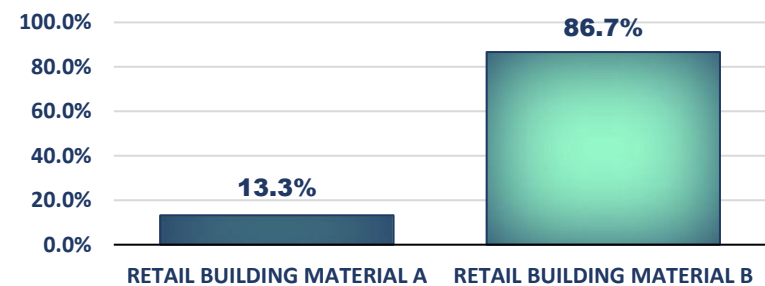
COMMERCIAL BUILDING MATERIAL SUMMARY

Questions 33 – 40

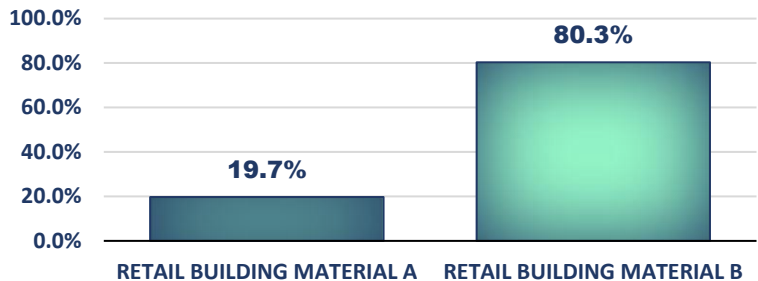
Façade treatments are a key component to design and character of the area. Different building materials are compared to see where respondents stand as it relates to the “look” of commercial buildings.

Overwhelmingly, respondents favor brick façade treatments. They are also in favor of a mixture of brick and other elements for exterior materials of retail and/or office buildings.

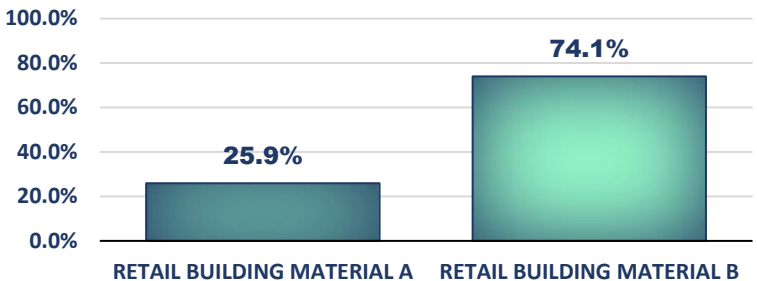
Q33. Which retail building material do you prefer?



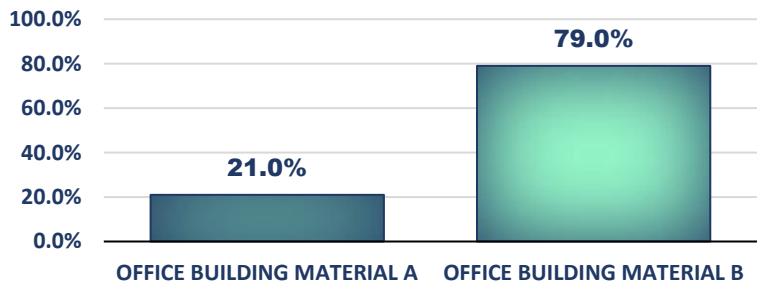
Q34. Which retail building material do you prefer?



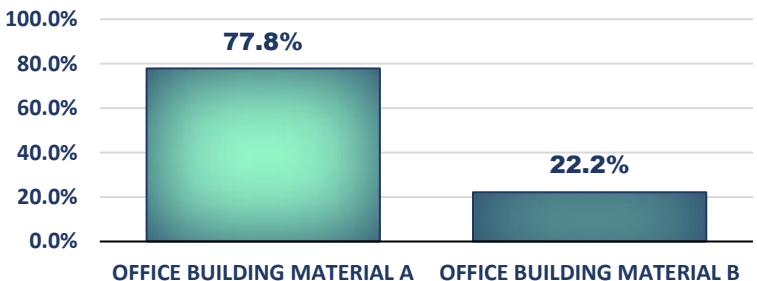
Q36. Which retail building material do you prefer?



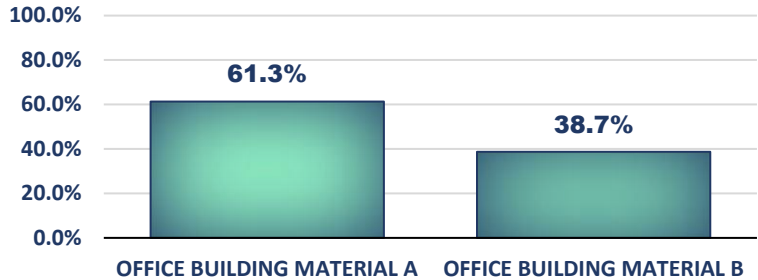
Q35. Which office building material do you prefer?



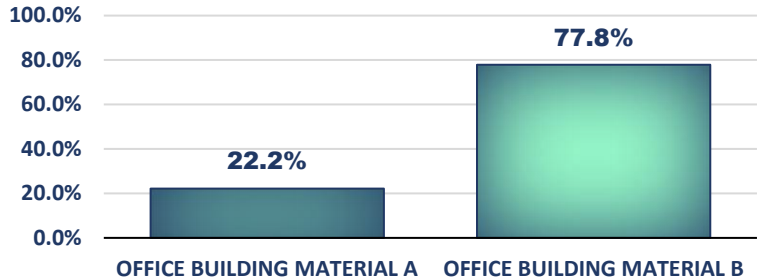
Q37. Which office building material do you prefer?



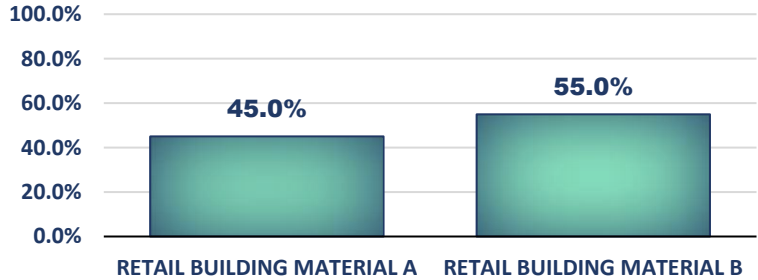
Q38. Which office building material do you prefer?



Q40. Which office building material do you prefer?



Q39. Which retail building material do you prefer?

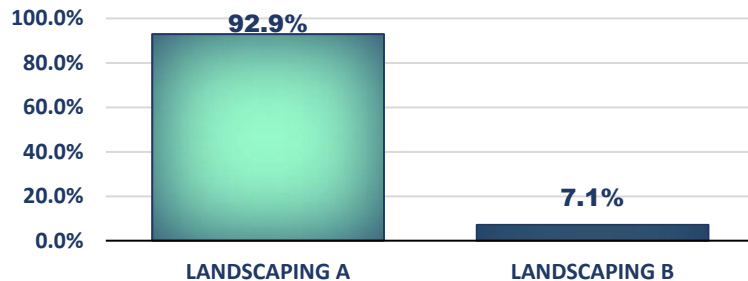


COMMERCIAL LANDSCAPING SUMMARY

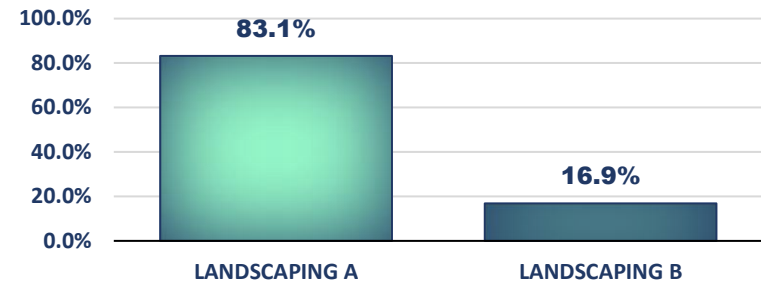
Questions 41 - 43

Regardless of where the landscaping is, whether it is within a landscaped parking island or surrounding an office building or retail center, the respondents prefer heavily landscaped developments. They also prefer a variety of trees, shrubs, and plants.

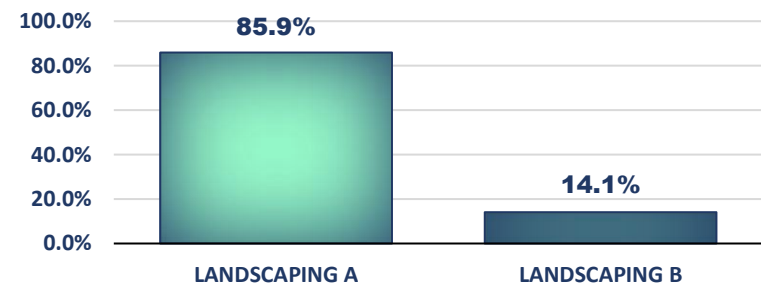
Q41. Which landscaping do you prefer?



Q42. Which landscaping do you prefer?



Q43. Which landscaping do you prefer?



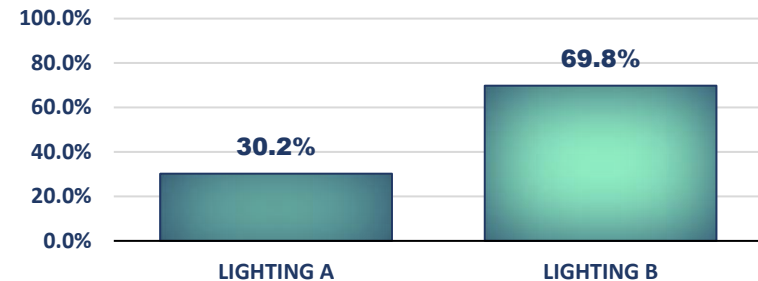
COMMERCIAL LIGHTING SUMMARY

Questions 44 - 48

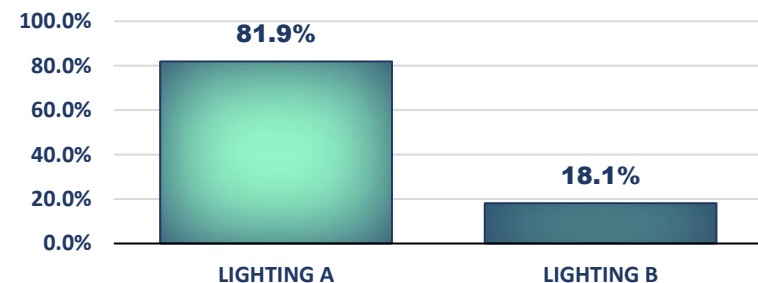
As part of the design aspects of commercial areas, the survey sought to get thoughts on commercial lighting. Several images with varying light styles and different technologies were compared.

Survey respondents prefer commercial lighting projecting upward from the ground compared to wall lighting. They prefer standard lighting color for most commercial buildings, but may welcome more colorful lighting options on retail buildings during certain times. Survey participants continue to prefer the "shoe-box" style street light. A more contemporary look would be the choice in decorative lighting for any commercial buildings within the JOSH study area.

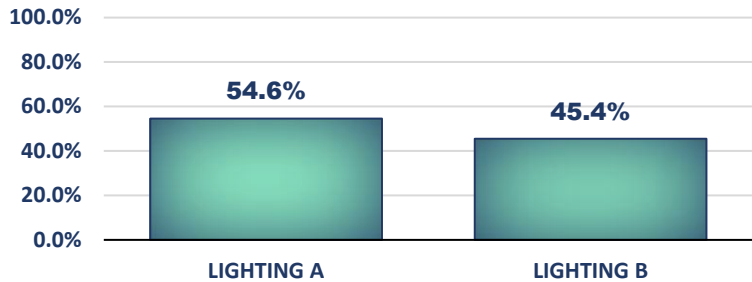
Q44. Which lighting do you prefer?



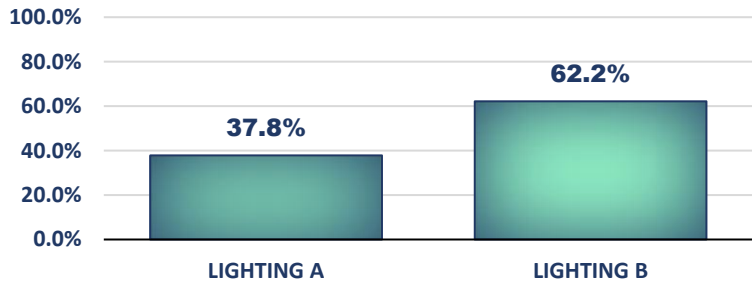
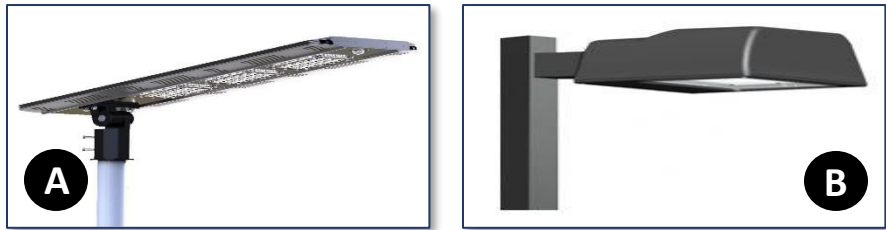
Q45. Which lighting do you prefer?



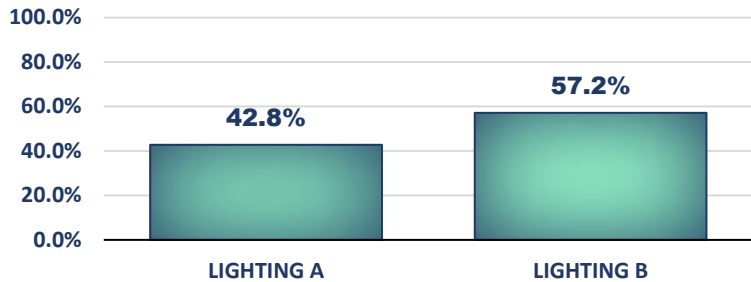
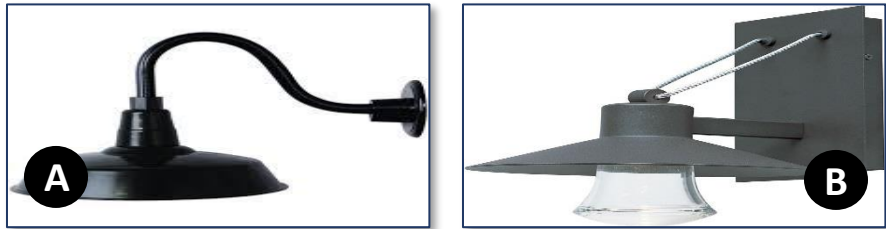
Q46. Which lighting do you prefer?



Q47. Which lighting do you prefer?



Q48. Which lighting do you prefer?

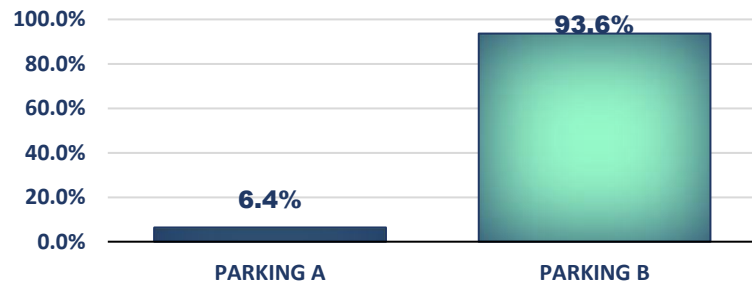


COMMERCIAL PARKING SUMMARY

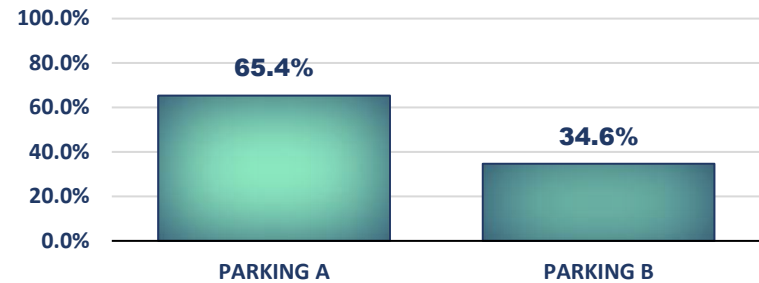
Questions 49 - 54

Several images of commercial parking lots were compared. Respondents prefer landscaped islands with angled parking stalls. If the commercial building is set to the street with sidewalks and on-street parking, the respondents would again prefer angled parking stalls over parallel stalls. Pedestrian pathways within large parking lots with direct access to commercial buildings are a plus, as are brick pavers as a surface. If policy warrants, environmental friendly parking surfaces with partial impervious surface is favored over fully pervious parking stalls.

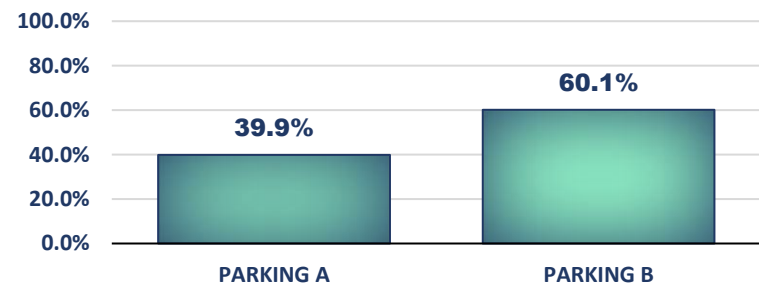
Q49. Which parking do you prefer?



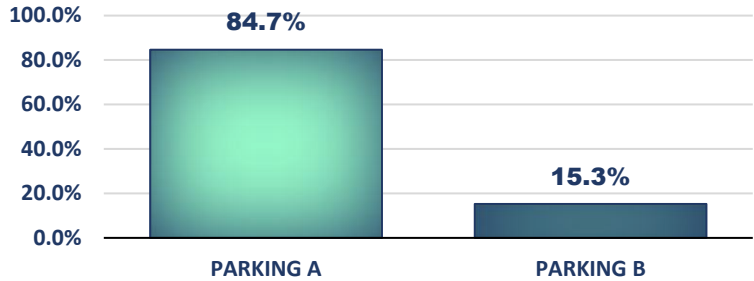
Q50. Which parking do you prefer?



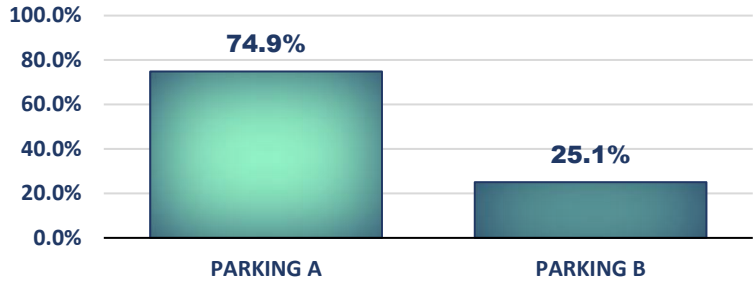
Q51. Which parking do you prefer?



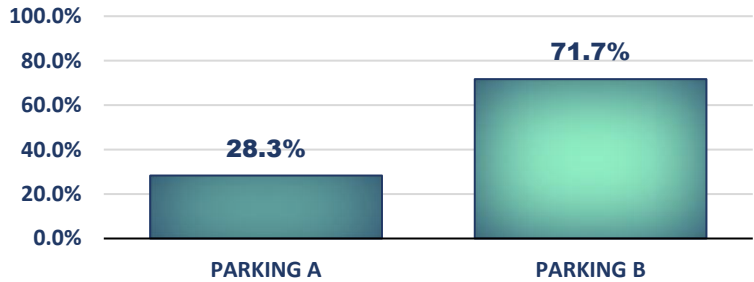
Q52. Which parking do you prefer?



Q54. Which parking do you prefer?



Q53. Which parking do you prefer?



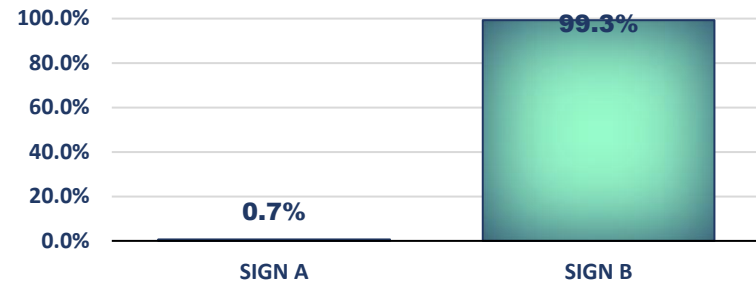
COMMERCIAL SIGNAGE SUMMARY

Questions 55 - 57

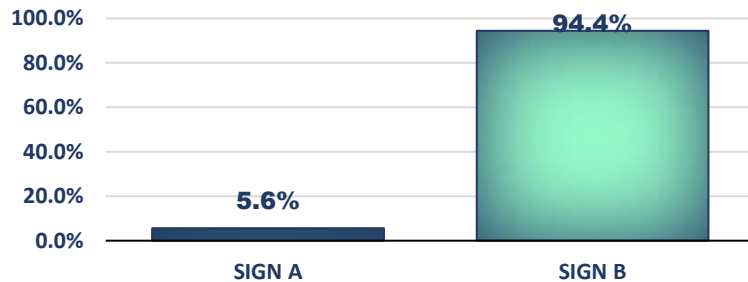
Another important aspect to commercial design and character is signage. Several different images of signs were compared to get a better understanding of how the community views signage.

When it comes to commercial signage the majority of respondents prefer decorative, monument style signage with brick treatments and a particular level of beauty and value. This includes design, color, form, and quality of craftsmanship. As long as it is monument based and the aesthetic design is pleasing, front or back lit signage does not matter.

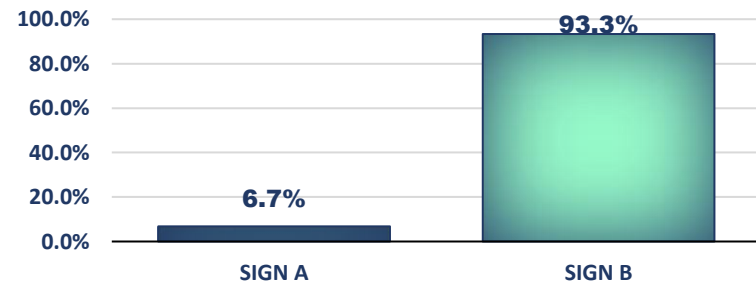
Q56. Which sign do you prefer?



Q55. Which sign do you prefer?



Q57. Which sign do you prefer?



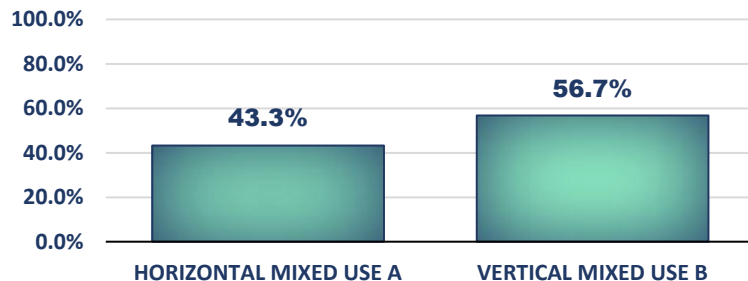
MIXED USE SUMMARY

Questions 58 - 59

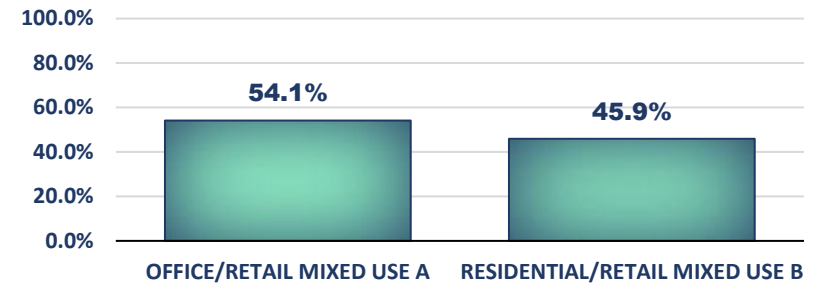
There were two survey questions related to mixed use. The first question is to see how the respondents feel about horizontal mixed use versus vertical mixed use. The second question was designed to see what types of uses should be mixed together (i.e. retail/residential or retail/office).

According to survey results, respondents were split almost equally on mixed use options. Participants, mostly preferred vertical mixed use over horizontal mix use. In addition, just over half preferred a mix of office and retail versus residential and retail.

Q58. Which mixed use development do you prefer?



Q59. Which mixed use development do you prefer?



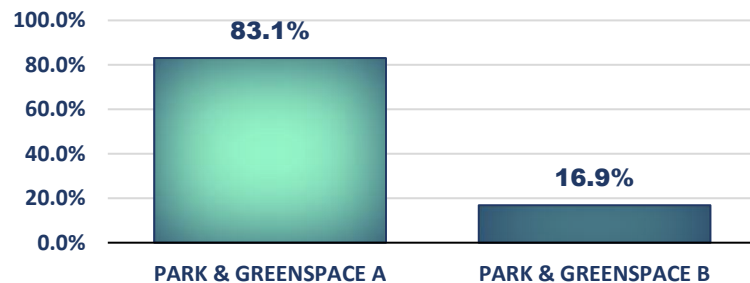
PARKS, GREENSPACE & TRAILS SUMMARY

Questions 60 - 63

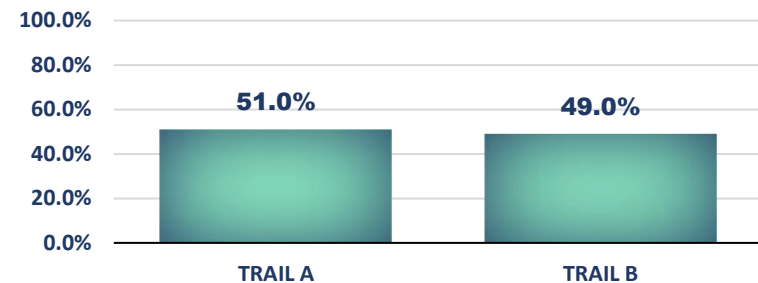
Ideas and thoughts about parks, greenspace and trails were part of the JOSH IPS.

Survey participants enjoy natural parks with amenities. Parks with amenities, such as, playgrounds and gardens are welcoming. More natural pocket parks are also preferred. As it relates to trails, responses were practically equal. About half prefer natural walking trails while the other half prefer hard surface trails to allow bikes and strollers. Overall, natural greenspace with trails are favored in the community.

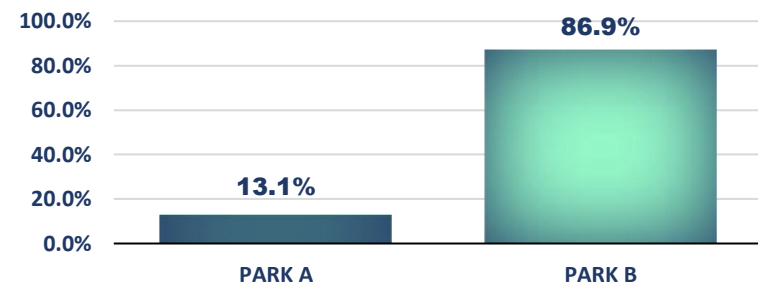
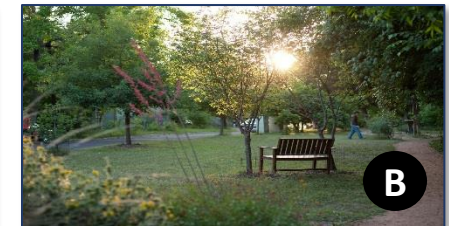
Q60. Which park and greenspace do you prefer?



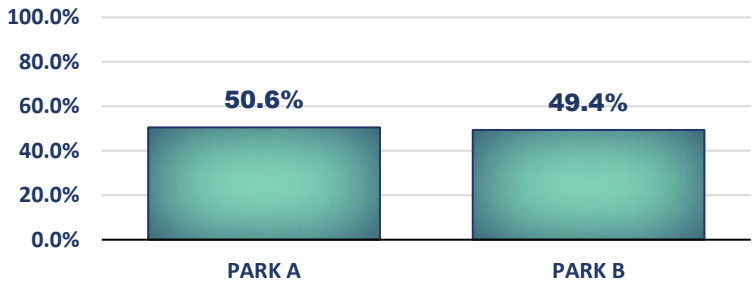
Q61. Which trail do you prefer?



Q62. Which park do you prefer?



Q63. Which park do you prefer?



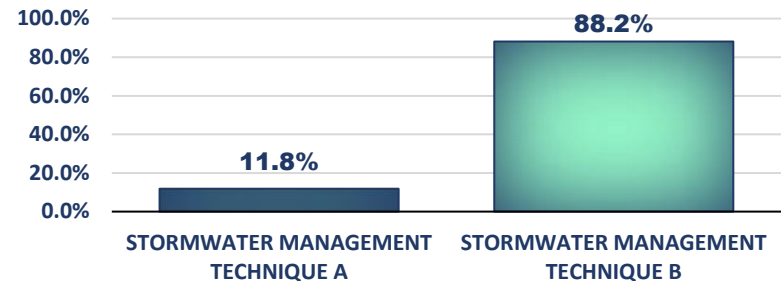
STORMWATER MANAGEMENT SUMMARY

Questions 64 - 67

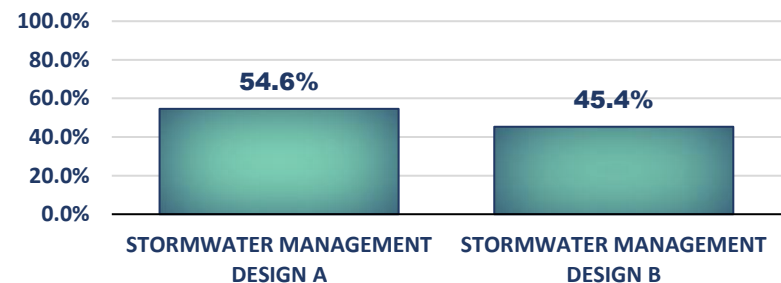
Stormwater management was a point of concern from community members within the JOSH study area. The Stormwater Management IPS focuses more on the design of the management techniques, as well as, whether or not the community would prefer low impact development (LID) techniques or alternative development principles to minimize impacts from stormwater runoff.

According to the stormwater management component of the survey, respondents prefer retention ponds over detention ponds. They favor more natural stormwater management techniques. Based on images depicting recreational features coupled with stormwater management facilities, the participants are open to stormwater management with passive park design. Non-structural management techniques are favored, as well as, bioswales, rain gardens, and other LID techniques. However, maintenance of those designs is a concern.

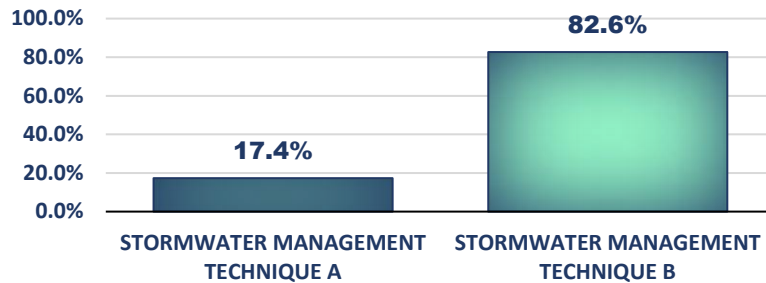
Q64. Which stormwater management technique do you prefer?



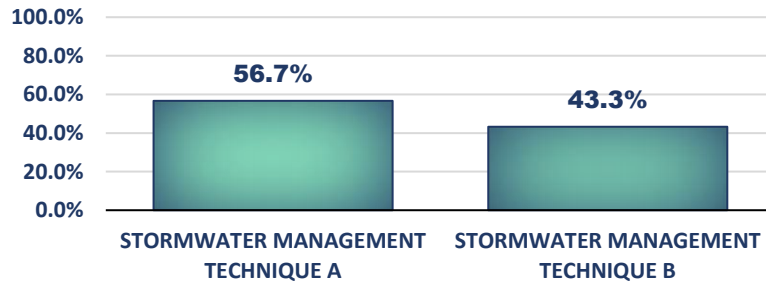
Q65. Which stormwater management technique do you prefer?



Q66. Which stormwater management technique do you prefer?



Q67. Which stormwater management technique do you prefer?



STREETSCAPE ELEMENTS SUMMARY

Questions 68 - 90

Streetscape elements were surveyed to understand design features that are desired within the public realm.

Decorative sidewalks with pavers or brick borders are a more desirable choice when it comes to sidewalk surfaces. Also, participants prefer wider sidewalks and landscaped buffers between sidewalks and back of curb.

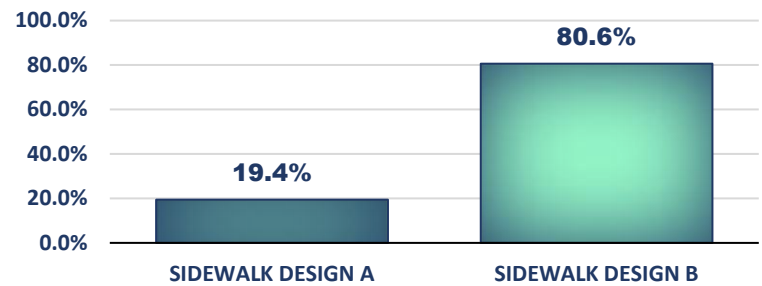
Decorative crosswalks are also the preferred choice. If refuge islands are needed at mid-block crossings, the respondents would rather see islands heavily landscaped.

As it relates to pedestrian lighting, respondents prefer dark colored post with banner mounts and fixtures that overhang sidewalks. Respondents are also open to contemporary lantern style pedestrian lights with banner mounts, as well.

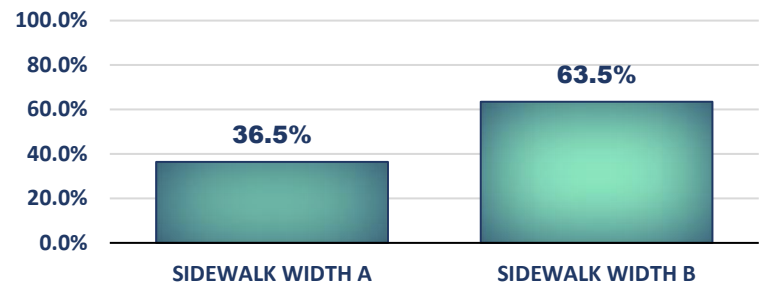
The preferred decorative pole street lights that utilize traditional power methods are favored over poles with visible solar panels. However, respondents would be open to solar powered lights as long as the solar panels are not easily visible.

Regarding street furniture, participants prefer traditional style dark colored, metal trash receptacles. In addition, several comments suggest adding recycling bins as well. would be and dark colored, metal benches. Artistic street furniture was not looked upon as a favorable option.

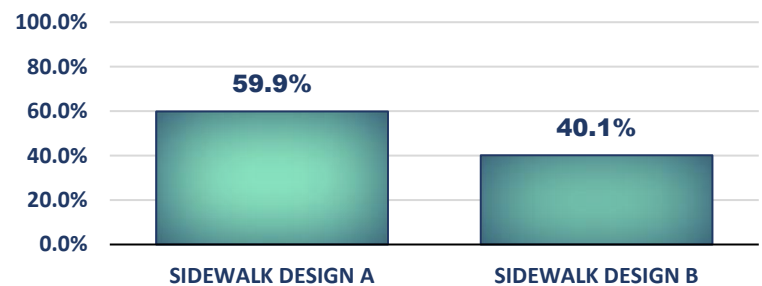
Q68. Which sidewalk design do you prefer?



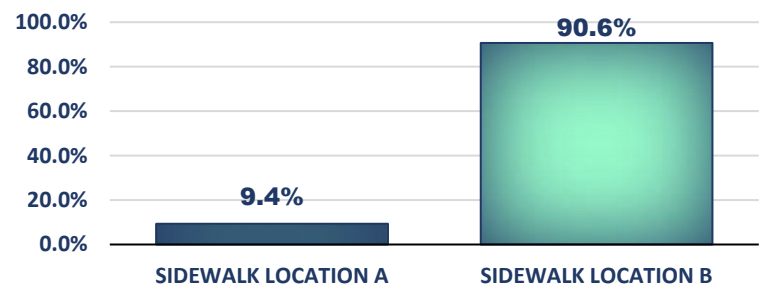
Q70. Which sidewalk width do you prefer?



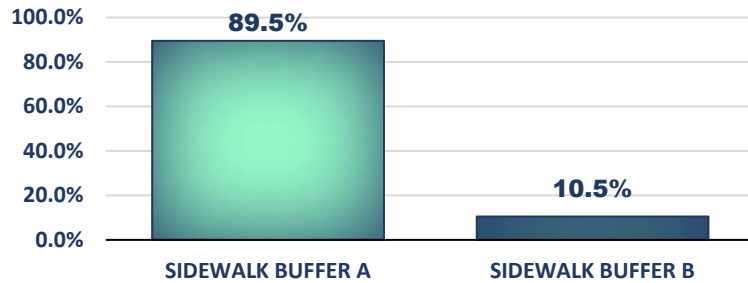
Q69. Which sidewalk design do you prefer?



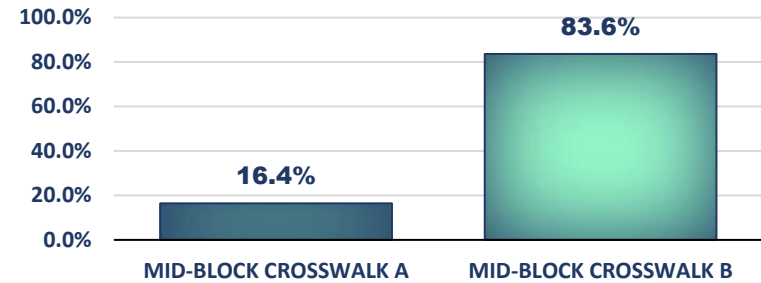
Q71. Which sidewalk location do you prefer?



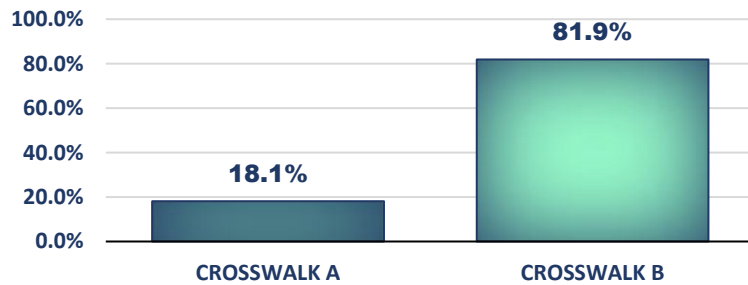
Q72. Which sidewalk buffer do you prefer?



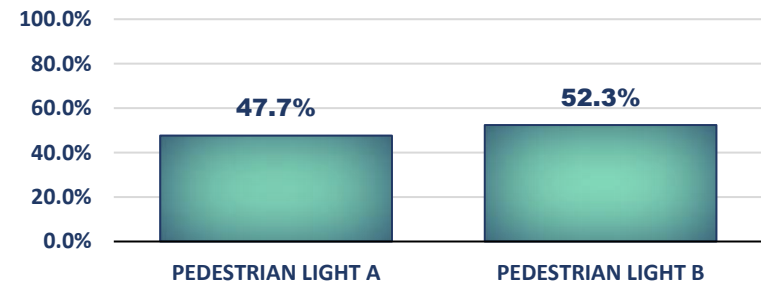
Q74. Which mid-block crosswalk do you prefer?



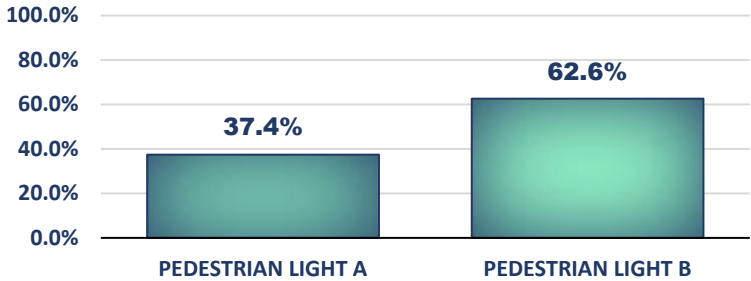
Q73. Which crosswalk do you prefer?



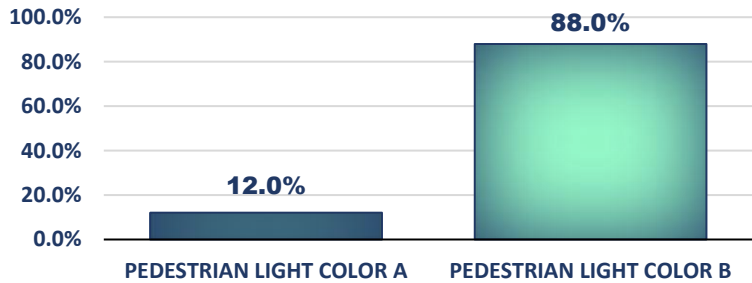
Q75. Which pedestrian light do you prefer?



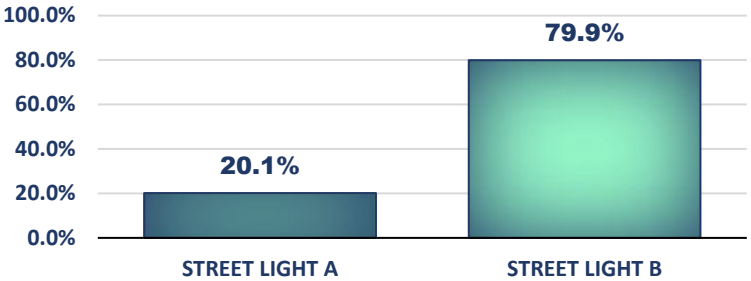
Q76. Which pedestrian light do you prefer?



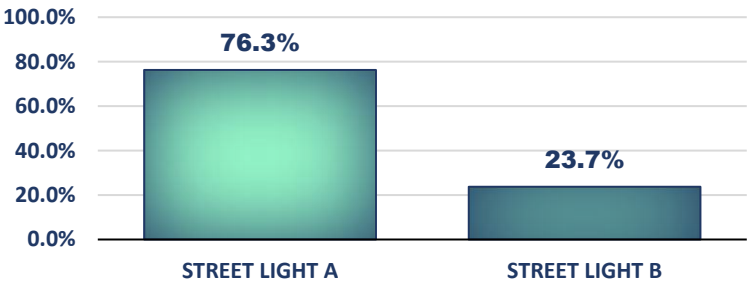
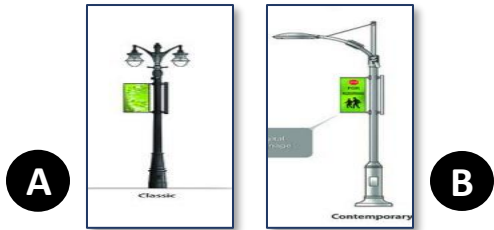
Q77. Which pedestrian light color do you prefer?



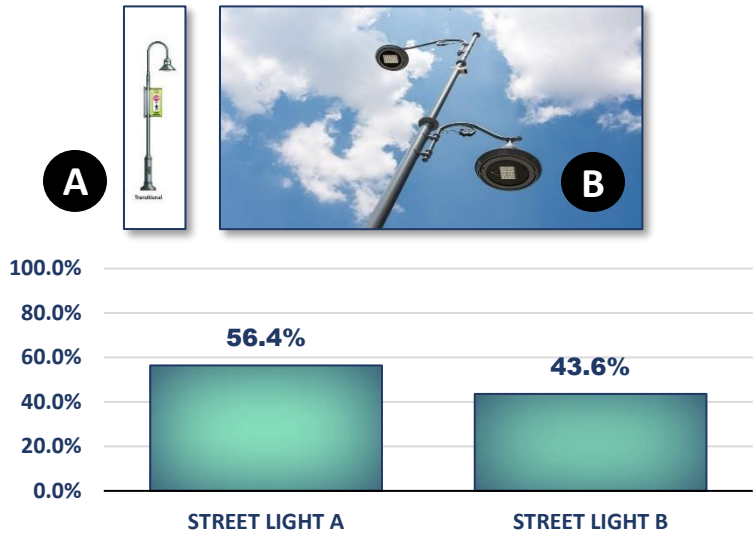
Q78. Which street light do you prefer?



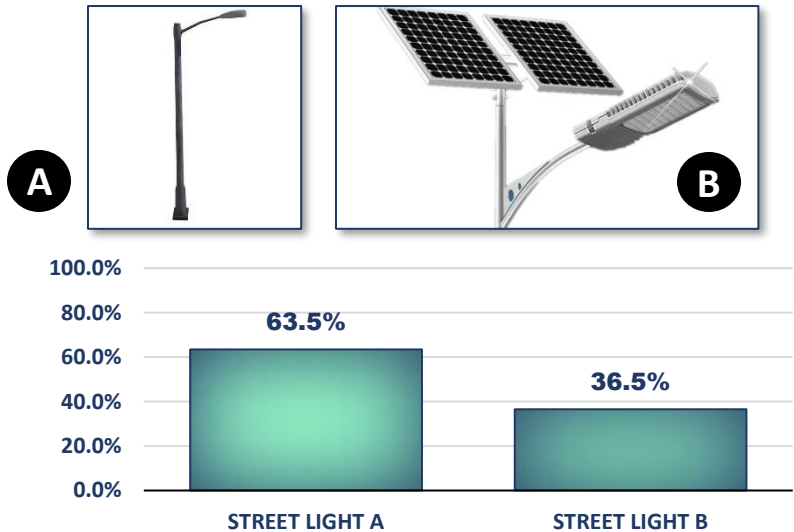
Q79. Which street light do you prefer?



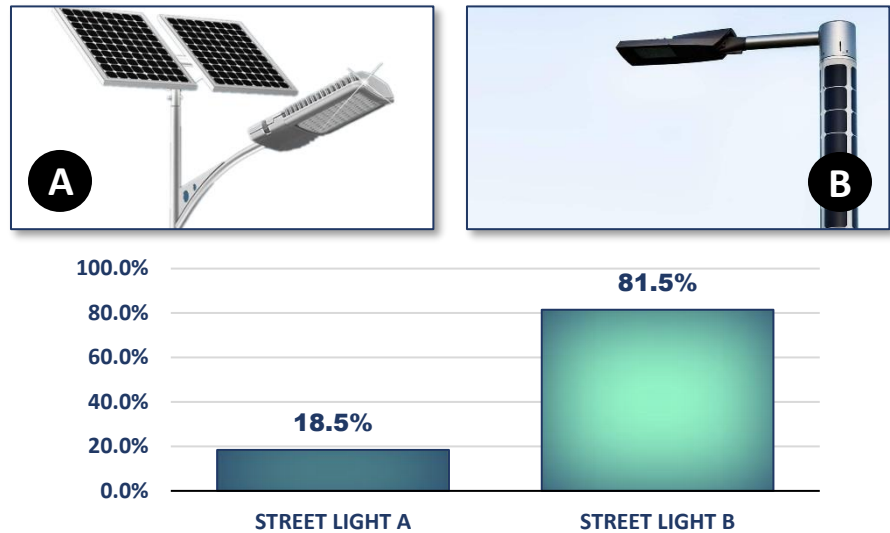
Q80. Which street light do you prefer?



Q81. Which street light do you prefer?



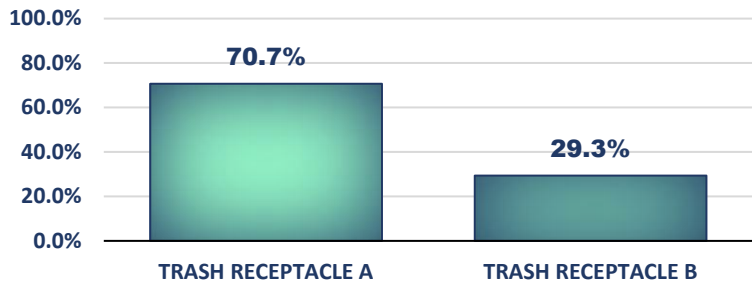
Q82. Which street light do you prefer?



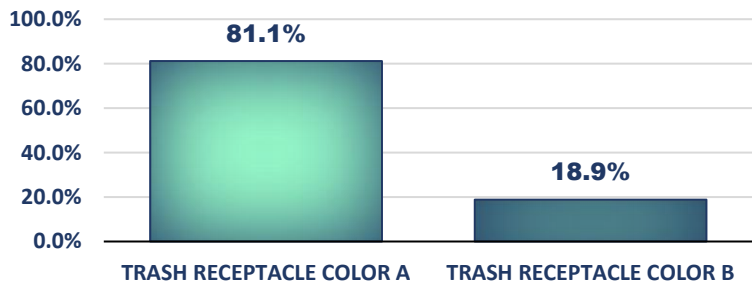
Q83. Which trash receptacle do you prefer?



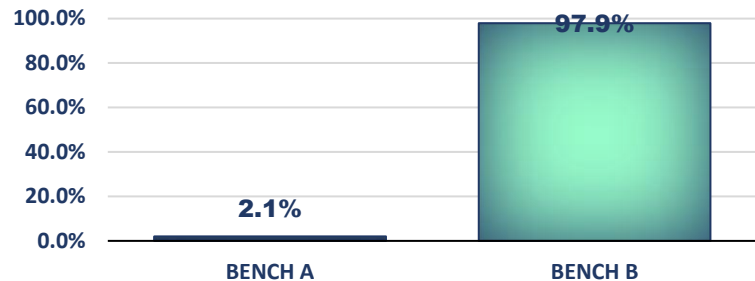
Q84. Which trash receptacle do you prefer?



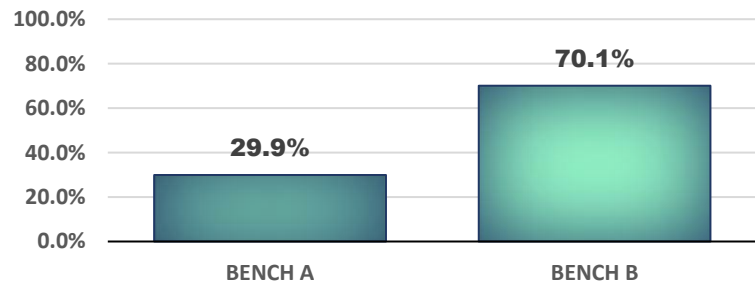
Q85. Which trash receptacle color do you prefer?



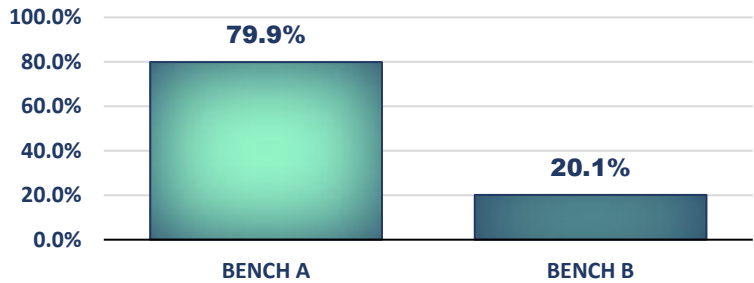
Q86. Which bench do you prefer?



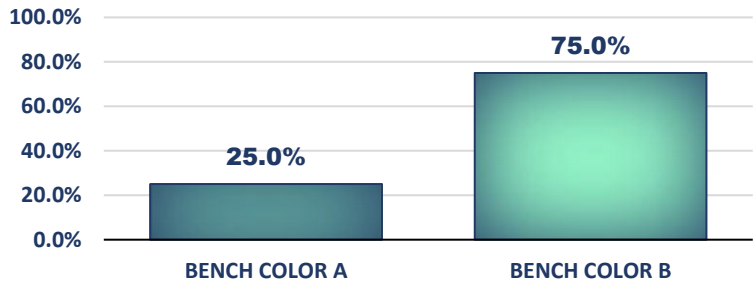
Q87. Which bench do you prefer?



Q88. Which bench do you prefer?



Q90. Which bench color do you prefer?



Q89. Which bench do you prefer?

