



Maple Avenue Commercial (MAC) Visual Preference Survey Survey Results Data

Survey Open October 10, 2018 to November 12, 2018

Note: The purpose of the survey was to collect broad feedback from the community. The images used in the survey are for initial gathering of information for the visual design guidelines. None of the images are intended to represent a specific project or singular architectural style being proposed for the MAC.

Maple Avenue Commercial (MAC) Zone - Visual Preference Survey

The following is the text as it was shown in the survey:

This visual preference survey is being administered by the Town of Vienna. The purpose of the survey is to help shape a vision for Maple Avenue by having residents and business and property owners rate their favorability of each image on a scale of 1-5 on a collection of photos of up to four-story, mixed-use buildings from around the country. You may use the same score for more than one image. The images were selected to demonstrate a range of characteristics including placemaking and building and site design.

The images included in the survey are not representative of any specific architectural style nor are they an endorsement of support for what should be built on Maple Avenue. The results of the visual preference survey will inform development of new design guidelines for the Maple Avenue Commercial (MAC) Zone and may result in code revisions to MAC design standards.

The MAC Zone is a voluntary zone district and applies to properties located on Maple Avenue between East Street and the western Town line. The purpose of the MAC Zone is to encourage compact, pedestrian-oriented, mixed-use development and redevelopment along the Maple Avenue corridor to reinforce Maple Avenue's role as the Town's main street.

The MAC Zone includes design standards, which describe quantitative (numbers and dimensions) of design attributes and requirements that must be followed. Design guidelines are more descriptive, subjective, and flexible; easier for laypeople to understand; and provide for a broad range of outcomes.

The survey should take approximately 15 minutes to complete. The intent is to score each image on its own and not to compare any of the pictures to another. After you select the star rating for the image, click the "Next" button to view and score the next image.

Please note that you may only take the survey once. When you start the survey, it must be completed. Your results will not be saved if you close out of your browser mid-survey.

There will be an opportunity to provide comments at the end of the survey.

For more information contact the Planning and Zoning Department at 703-255-6347 or by email at dpz@viennava.gov.

We appreciate your feedback!

Maple Avenue Commercial (MAC) Zone - Visual Preference Survey

Respondents were asked to please complete the questions below about themselves.

Only one survey may be completed per person.

* What is your connection to the Town of Vienna? (Please check all that apply.)

- ☐ I am a resident.
- ☐ I am a business owner/tenant.
- ☐ I am a commercial property owner.

* What is your email address?

* What is your home or business address?

What is your age?

- ☐ Under 18 ☐ 45-54
- ☐ 18-24 ☐ 55-64
- ☐ 25-34 ☐ 65 or older
- ☐ 35-44

Are you:

- ☐ Male
- ☐ Female
- ☐ Prefer not to answer

Resident	92%
Business Owner/Tenant	2%
Commercial Property Owner	1%
Resident & Business Owner/Tenant	4%
Resident & Commercial Property Owner	0%
Business Owner/Tenant & Commercial Property Owner	1%
Resident, Business Owner/Tenant & Commercial Property Owner	1%

Under 18	0.5%
18-24	1.2%
25-34	7.5%
35-44	25.7%
45-54	26.9%
55-64	21.1%
65 or older	15.6%
No response	1.5%

Male	38%
Female	57%
Prefer not to answer	4%
No response	1%

Maple Avenue Commercial (MAC) Zone - Visual Preference Survey

Building Design and Form

This section of the survey included images that address architectural features, building massing, mixture of materials, etc.

Each of the following images was rated from 1 to 5 stars, 1 being **least appropriate** to 5 being **most appropriate** for the Maple Avenue Commercial (MAC) Zone.

The following images are numbered in the order they were shown in the survey. The scores are provided in a table by image order number.



Maple Avenue Commercial (MAC) Zone - Visual Preference Survey

Building Design and Form

9



10



11



12



13



14



15



16



Maple Avenue Commercial (MAC) Zone - Visual Preference Survey

Building Design and Form Results

“Picture Number” correspond to the order the images were shown in the survey.

Picture	Number of Stars					Average	Median	Mode
	1	2	3	4	5			
1	14%	17%	25%	28%	17%	3.18	3	4
2	47%	23%	15%	10%	6%	2.05	2	1
3	31%	22%	23%	17%	7%	2.47	2	1
4	51%	26%	15%	5%	2%	1.81	1	1
5	40%	26%	20%	10%	4%	2.12	2	1
6	13%	16%	23%	27%	21%	3.28	3	4
7	21%	22%	24%	22%	10%	2.79	3	3
8	11%	16%	26%	31%	15%	3.22	3	4
9	35%	25%	21%	13%	6%	2.28	2	1
10	18%	19%	22%	23%	17%	3.02	3	4
11	36%	24%	19%	14%	7%	2.32	2	1
12	51%	25%	15%	7%	2%	1.86	1	1
13	62%	22%	10%	5%	2%	1.62	1	1
14	50%	26%	16%	6%	2%	1.83	1	1
15	31%	21%	24%	18%	6%	2.47	2	1
16	35%	23%	21%	15%	6%	2.34	2	1

Maple Avenue Commercial (MAC) Zone - Visual Preference Survey

Site Design and Streetscape

This section of the survey included elements of a site that you would interact with as a pedestrian including the sidewalks, storefronts, landscaping, lighting, open space and special amenity features that give the site character. Each of the following images was rated from 1 to 5 stars, 1 being **least appropriate** to 5 being **most appropriate** for the Maple Avenue Commercial (MAC) Zone.

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Site Design and Streetscape

7



8



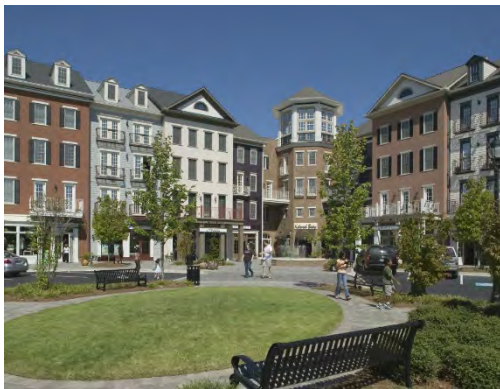
9



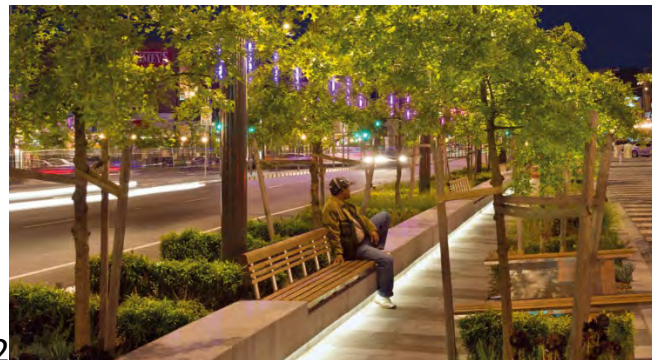
10



11



12



13



Maple Avenue Commercial (MAC) Zone - Visual Preference Survey

Site Design and Streetscape Results

“Picture Number” correspond to the order the images were shown in the survey.

Picture	Number of Stars					Average	Median	Mode
	1	2	3	4	5			
1	6%	11%	33%	30%	19%	3.44	3	3
2	24%	27%	24%	17%	7%	2.57	2	2
3	6%	12%	22%	33%	27%	3.64	4	4
4	53%	25%	14%	6%	3%	1.80	1	1
5	12%	13%	22%	30%	23%	3.39	4	4
6	22%	23%	27%	21%	8%	2.70	3	3
7	37%	24%	17%	14%	7%	2.31	2	1
8	23%	26%	29%	16%	6%	2.57	3	3
9	29%	16%	21%	20%	14%	2.75	3	1
10	22%	18%	25%	21%	14%	2.88	3	3
11	16%	15%	27%	26%	16%	3.10	3	3
12	10%	14%	23%	31%	22%	3.41	4	4
13	11%	19%	27%	29%	15%	3.18	3	4

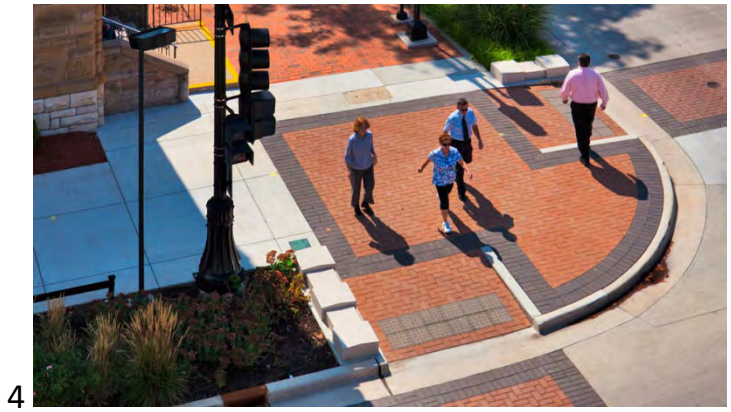
Maple Avenue Commercial (MAC) Zone - Visual Preference Survey

Key Intersections and Gateways

This section of the survey included how sites located on corners of key road intersections along Maple Avenue could be identified through architecture and/or streetscape features.

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Key Intersections and Gateways

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Maple Avenue Commercial (MAC) Zone - Visual Preference Survey

Key Intersections and Gateways Results

“Picture Number” correspond to the order the images were shown in the survey.

Picture	Number of Stars					Average	Median	Mode
	1	2	3	4	5			
1	21%	19%	24%	21%	14%	2.89	3	3
2	24%	22%	27%	19%	8%	2.66	3	3
3	20%	22%	27%	23%	8%	2.79	3	3
4	19%	23%	28%	22%	9%	2.79	3	3
5	26%	22%	22%	19%	11%	2.67	3	1
6	22%	24%	30%	17%	6%	2.62	3	3
7	47%	26%	17%	7%	2%	1.93	2	1
8	37%	29%	21%	11%	3%	2.13	2	1
9	21%	25%	27%	18%	8%	2.68	3	3
10	26%	26%	25%	16%	6%	2.49	2	2
11	22%	21%	22%	23%	13%	2.84	3	4
12	25%	24%	29%	17%	5%	2.53	3	3