



TOWN OF VIENNA

MAPLE AVENUE COMMERCIAL (MAC)

VISUAL PREFERENCE SURVEY - INITIAL RESULTS

November 15, 2018

Work Session

Staff Presentation of the Maple Avenue Commercial (MAC) Zone Visual Preference Initial Survey Results

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.

The purpose of this presentation is to reveal the initial results of the survey only. No further analysis has been completed at this time.

This is the first step towards the development of accessible visual design guidelines for the MAC.

Maple Avenue Commercial (MAC) Zone – Visual Preference 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.

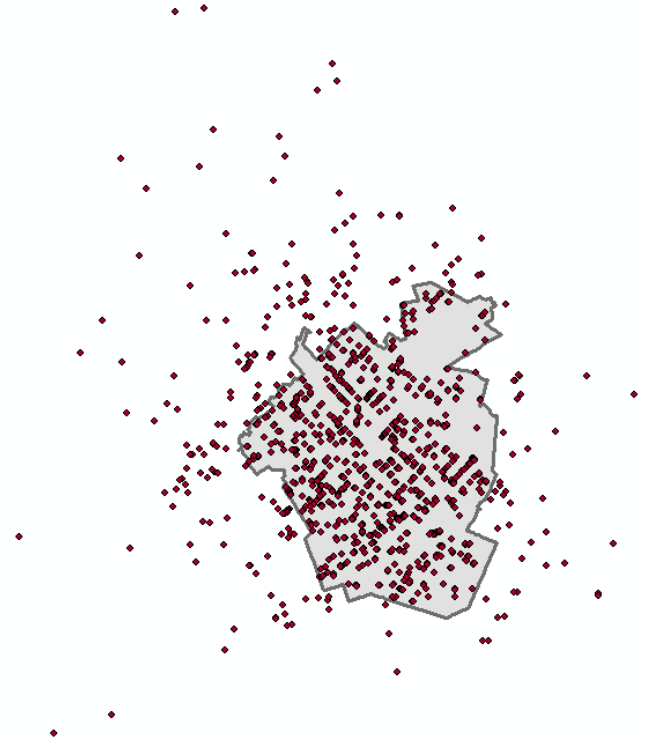
The images included in the survey are not representative of any specific architectural style nor are they an endorsement of support for what should be built on Maple Avenue. The results of the visual preference survey will inform development of new design guidelines for the Maple Avenue Commercial (MAC)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

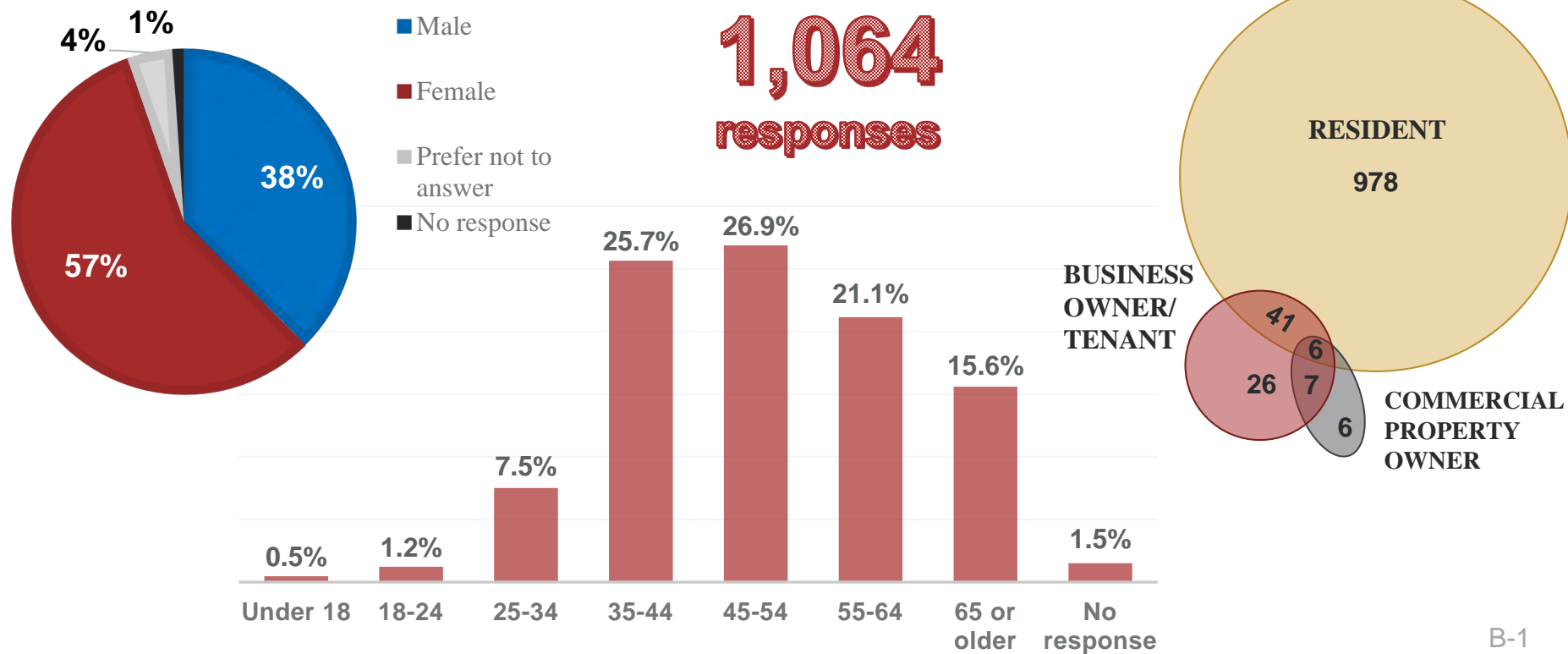
The MAC Zone includes design standards, which describe quantitative (numbers and dimensions) of design attributes and requirements that must be followed. Design guidelines are more descriptive, subjective, and flexible; easier for laypeople to understand; and provide for a broad range of outcomes.

Who took the survey?

- Survey was open from Oct 10 to Nov 12
- Collected 1,400 responses
- 1,064 responses after verification process



Who took the survey?



Maple Avenue Commercial (MAC) Zone – Visual Preference Survey

There are three sections of photos to review and score:

- 1) **Building Design and Form:** This section of the survey includes images that address architectural features, building massing, mixture of materials, etc.
- 2) **Site Design and Streetscape:** This section of the survey includes images that address 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.
- 3) **Key Intersections and Gateways:** This section of the survey includes images that address how sites located on corners of key road intersections along Maple Avenue could be identified through architecture and/or streetscape features.

Preferred Images

(Average score of 3 stars or more, in descending order)



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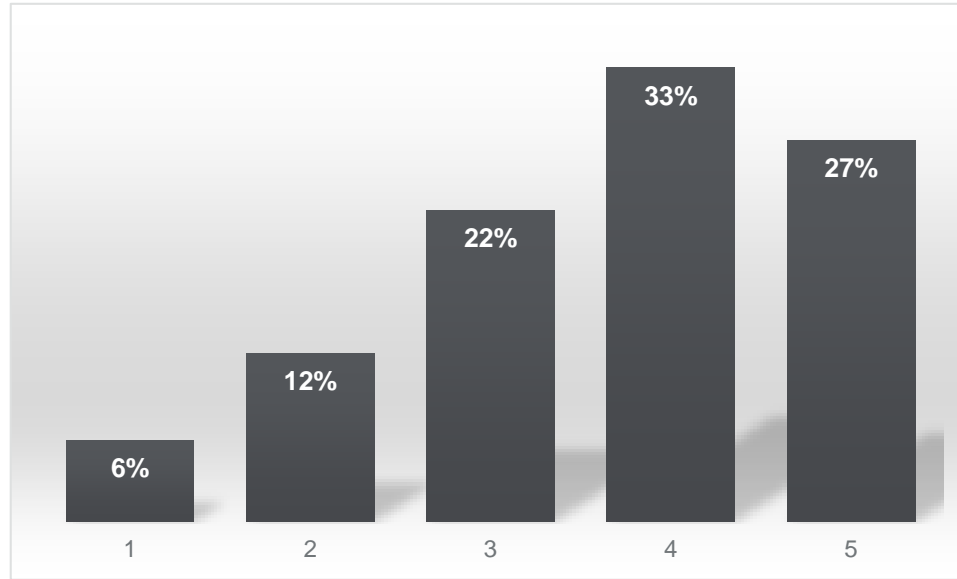


Preferred Images

(Average score of 3 stars or more, in descending order)

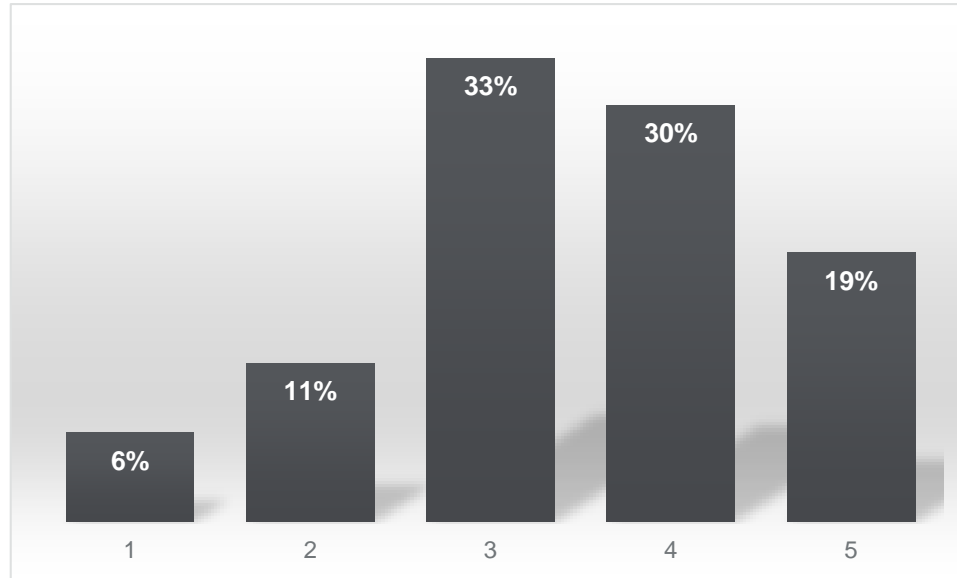


Site Design and Streetscape



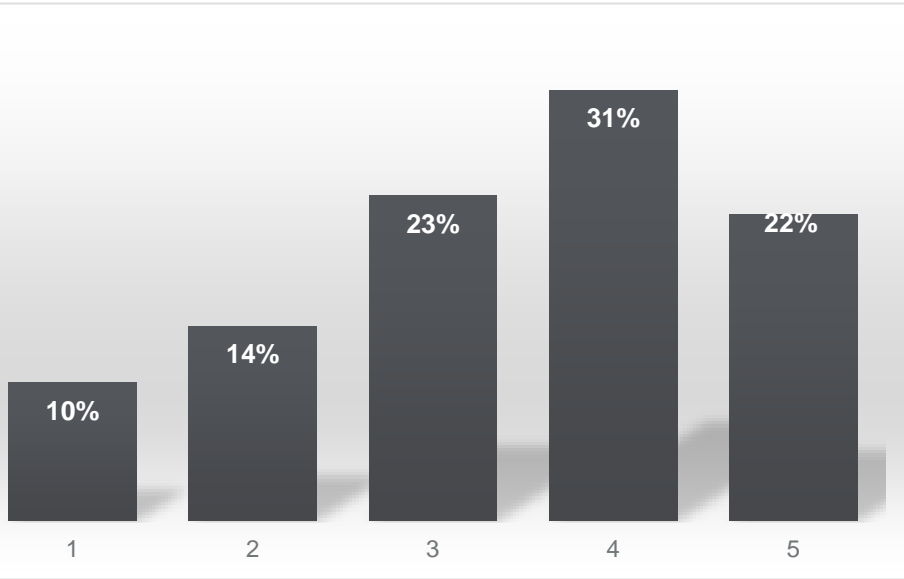
Average: 3.64 Median: 4 Mode: 4

Site Design and Streetscape



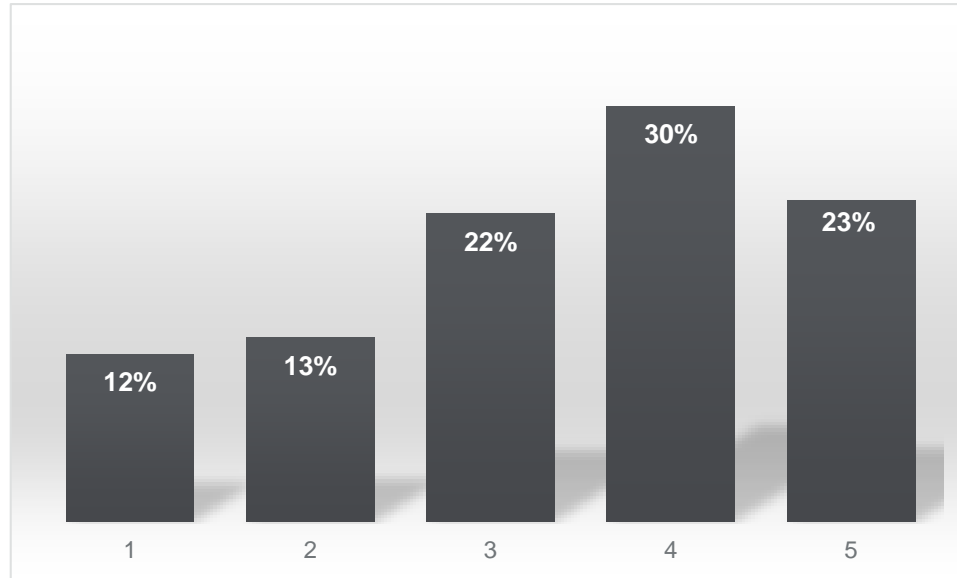
Average: 3.44 Median: 3 Mode: 3

Site Design and Streetscape



Average: 3.41 Median: 4 Mode: 4

Site Design and Streetscape



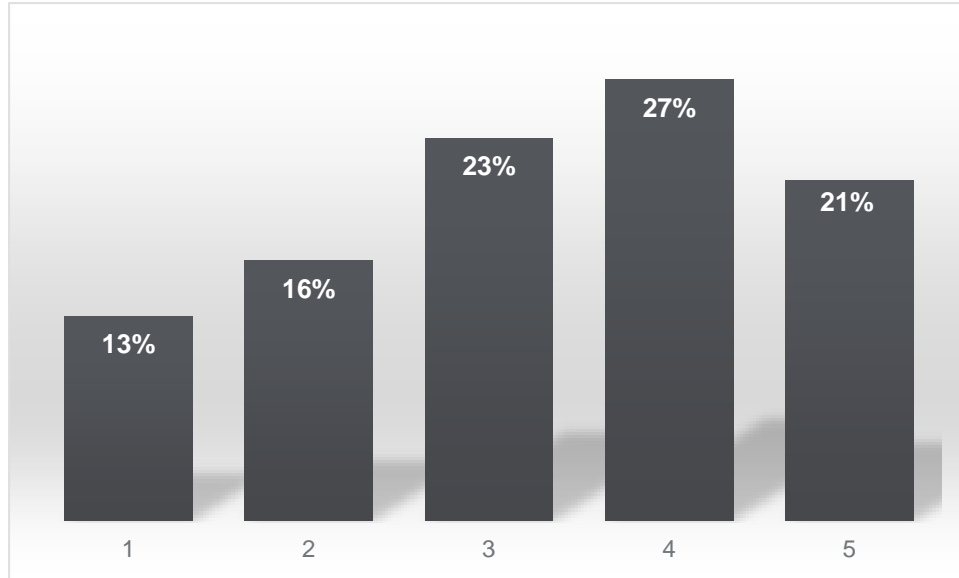
Average: 3.39

Median: 4

Mode: 4

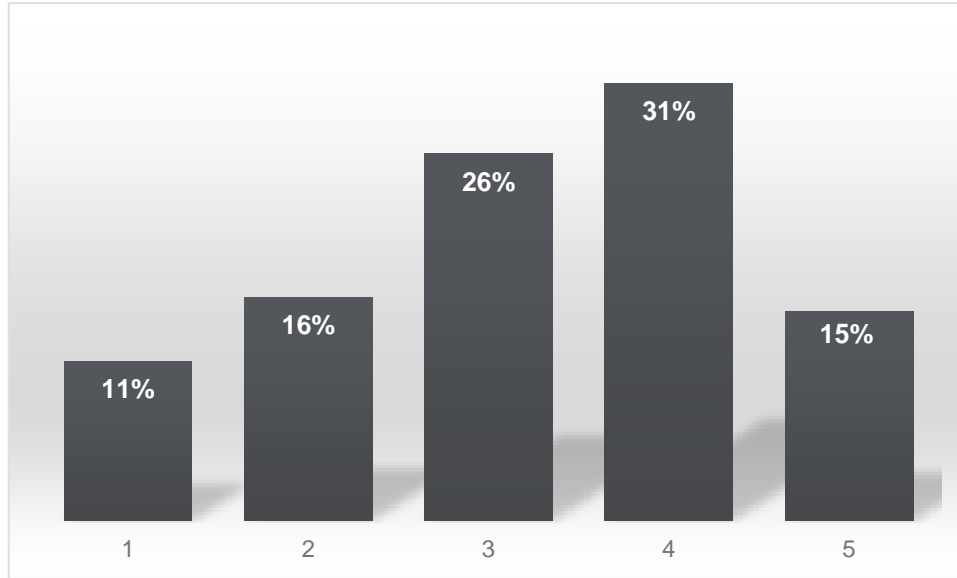


Building Design and Form



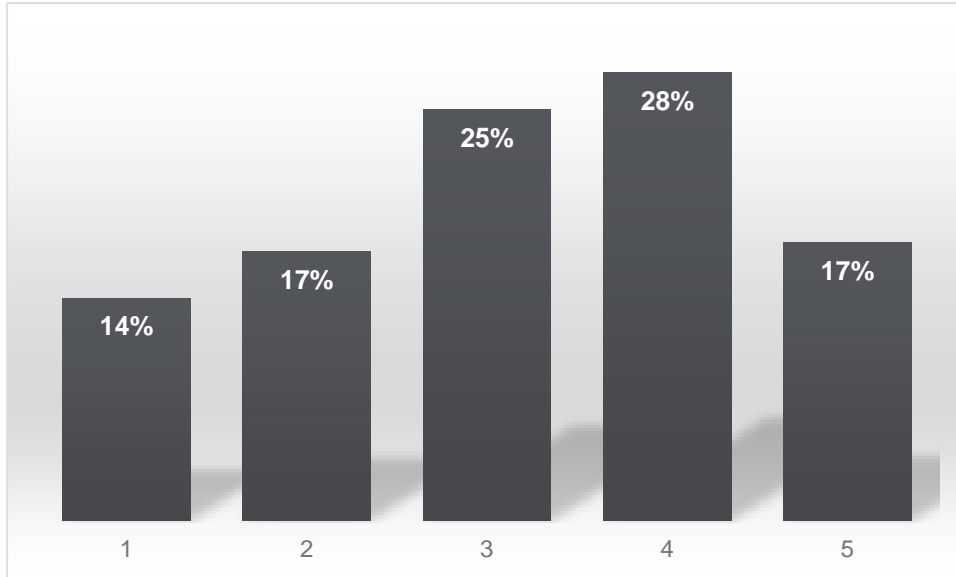
Average: 3.28 Median: 3 Mode: 4

Building Design and Form



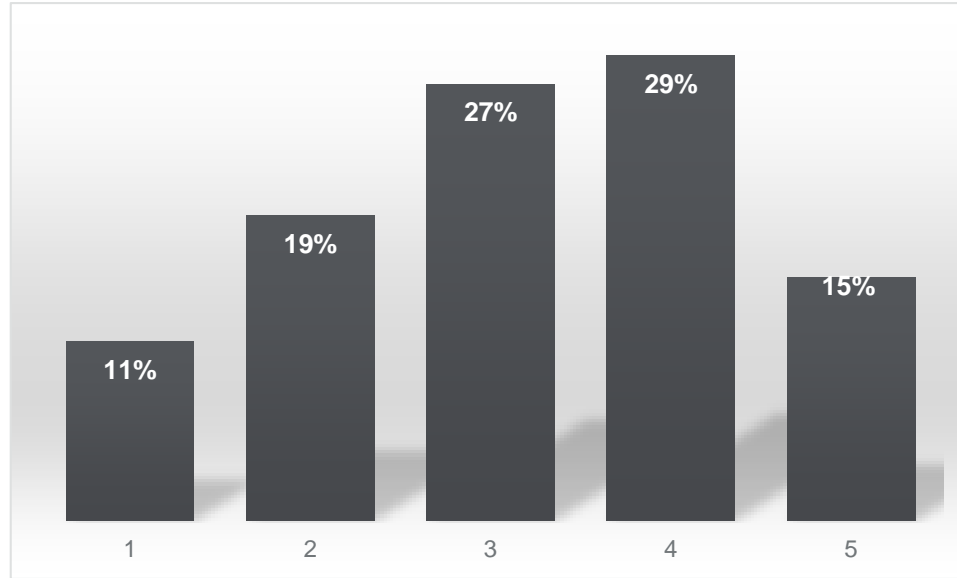
Average: 3.22 Median: 3 Mode: 4

Building Design and Form



Average: 3.18 Median: 3 Mode: 4

Site Design and Streetscape

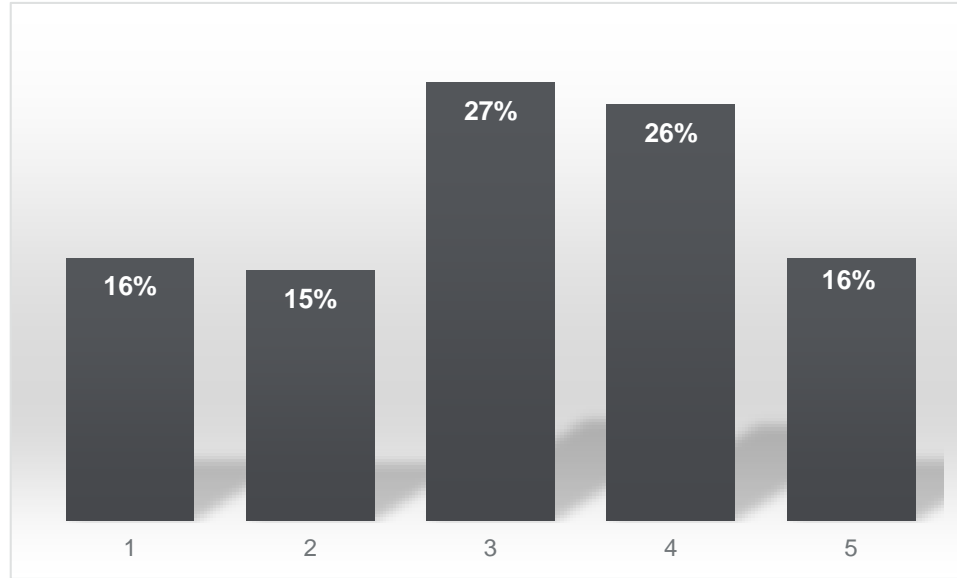


Average: 3.18

Median: 3

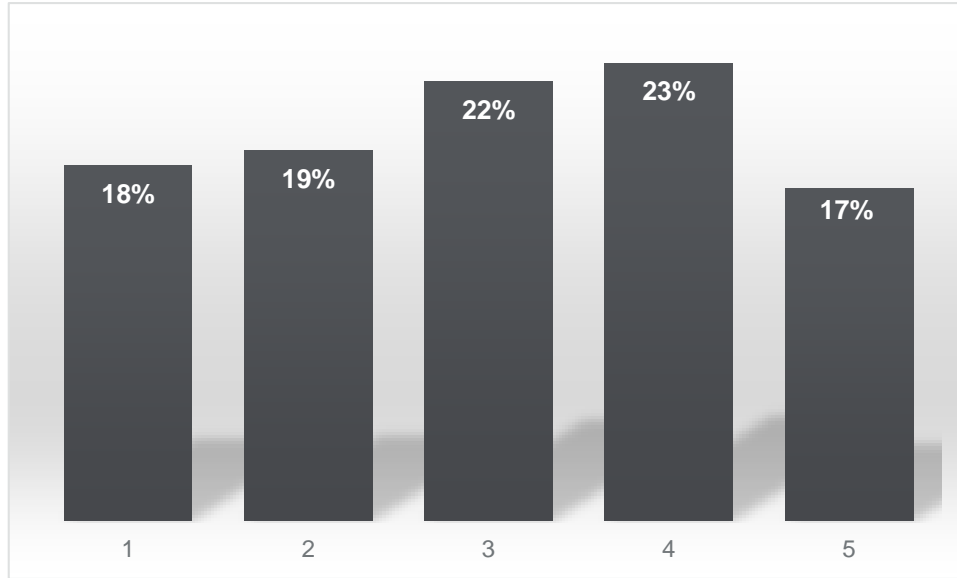
Mode: 4

Site Design and Streetscape



Average: 3.10 Median: 3 Mode: 3

Building Design and Form



Average: 3.02

Median: 3

Mode: 4

Remaining Images in Descending Order by Average Score



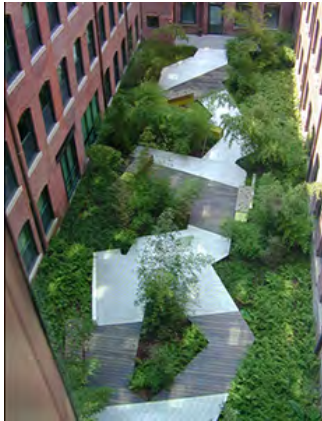
Remaining Images in Descending Order by Average Score



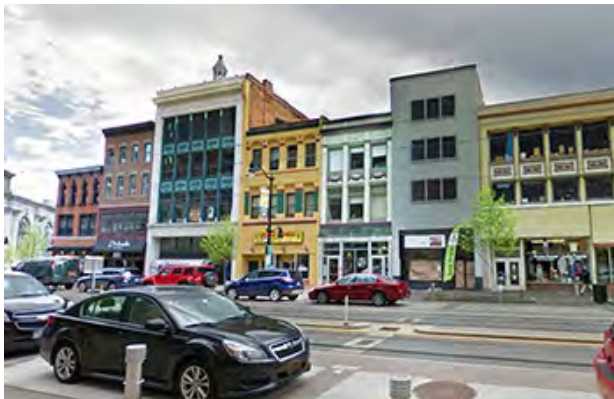
Remaining Images in Descending Order by Average Score



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