

City of Sanford

Visual Preference Survey™

What is a Visual Preference Survey?

The Visual Preference Survey is one of the tools for the public to give feedback on planning and design alternatives and to participate in the formulation of the Downtown Enhancement Plan for the City of Sanford. A visual preference survey is a tool that allows citizens to rate visual concepts of existing and non-existing types of building designs, landscape characteristics, community fabric, architectural styles, signs, growth patterns, etc.

Why should I take the Visual Preference Survey?

Your participation in the Visual Preference Survey provides one way for you to influence (1) the content of the Downtown Enhancement Plan and (2) the future look of your City.

How to take the Survey?

You must indicate your preference among a series of images used to illustrate various options for development of open space. To do this you will need to rank **each** photo in a common category, on a scale of -3 to +3, with 0 being neutral. It is acceptable to use the same score for more than one image. Images were selected to demonstrate a range of design possibilities, some subtle, some more exceptional.

Your responses to the images should be noted on the last sheet of this packet. For your convenience feel free to remove the response sheet from this packet before you begin.

Why your opinion counts?

The value of the survey is in the range of opinions, the shared common ground, and the desires expressed by the public, giving a sense of what they would like to see in the community. The objective is to further define the vision for the future development of the City.

QUESTION 1 OF 9

RANK EACH PHOTO OF A PARKING SCREENING METHOD

A



B



C



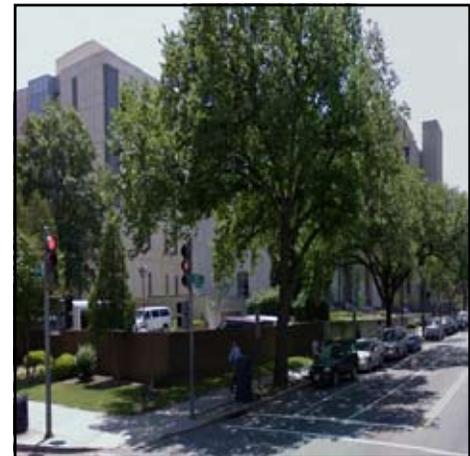
D



E



F



QUESTION 2 OF 9

RANK EACH PHOTO OF WALL TYPES

A



B



C



D



E



F



QUESTION 3 OF 9

RANK EACH PHOTO OF AN ALLEY

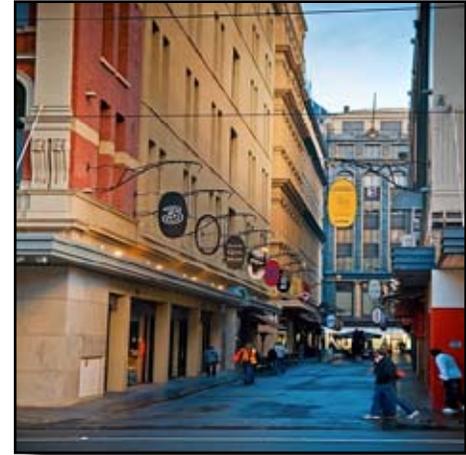
A



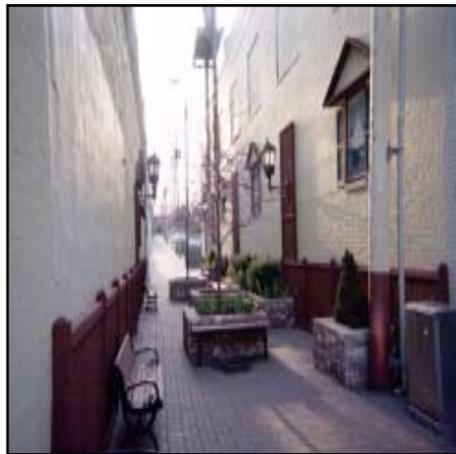
B



C



D



E



F



QUESTION 4 OF 9

RANK EACH PHOTO OF A CROSSWALK

A



B



C



D



E



F



QUESTION 5 OF 9

RANK EACH PHOTO OF A GATEWAY MARKER

A



B



C



D



E



F



QUESTION 6 OF 9

RANK EACH PHOTO OF A SIDEWALK

A



B



C



D



E



F



QUESTION 7 OF 9

RANK EACH PHOTO OF A WAYFINDING DEVICE

A



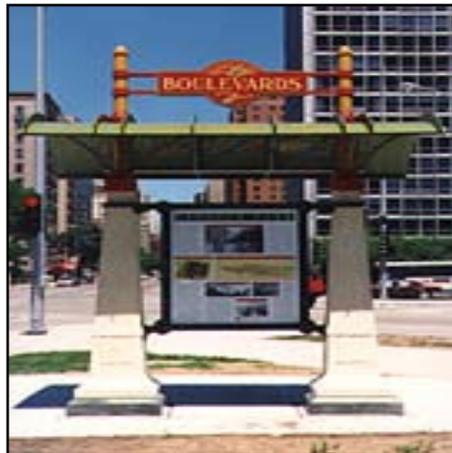
B



C



D



E



F



QUESTION 8 OF 9

RANK EACH PHOTO OF AN INTERSECTION

A



B



C



D



E



F



QUESTION 9 OF 9

RANK EACH PHOTO OF A STREET CORRIDOR

A



B



C



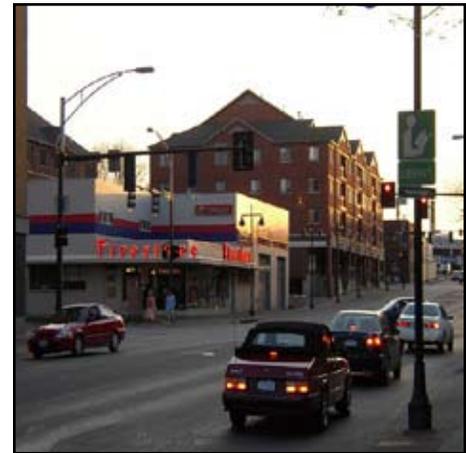
D



E



F



RESPONSE SHEET

Please rank each photo in a common category, on a scale of **-3 to +3, with 0 being neutral**. Images were selected to demonstrate a range of design possibilities, some subtle, some more exceptional.

QUESTION 1 (Parking screening methods). A ___ B ___ C ___ D ___ E ___ F ___

QUESTION 2 (Wall types). A ___ B ___ C ___ D ___ E ___ F ___

QUESTION 3 (Alleys). A ___ B ___ C ___ D ___ E ___ F ___

QUESTION 4 (Crosswalks). A ___ B ___ C ___ D ___ E ___ F ___

QUESTION 5 (Gateway markers). A ___ B ___ C ___ D ___ E ___ F ___

QUESTION 6 (Sidewalks). A ___ B ___ C ___ D ___ E ___ F ___

QUESTION 7 (Wayfinding kiosks). A ___ B ___ C ___ D ___ E ___ F ___

QUESTION 8 (Intersections). A ___ B ___ C ___ D ___ E ___ F ___

QUESTION 9 (Street corridors). A ___ B ___ C ___ D ___ E ___ F ___

Please circle the selection that applies.

1. **Please indicate your gender** - Female or Male
2. **Please select your age group** - (0-12), (13-17), (18-25), (26-35), (36-45), (46-55), (56-65), (66-80), (80+)
3. **Please indicate what area of town you live near.** – Jonesboro, Downtown Sanford, City of Sanford suburbs (not near Jonesboro or Downtown Sanford), Lee County (outside Sanford city limits), Other
4. **Please list any additional comments you may have in the space below and on the back of this sheet:**