

# LOWER VILLAGE VISUAL PREFERENCE SURVEY RESULTS

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# Lower Village Visual Preference Survey – Summer 2013

**Survey based on preference scale from -5 to +5**

Number of Survey  
Participants

- Online - 111
- Forum - 12



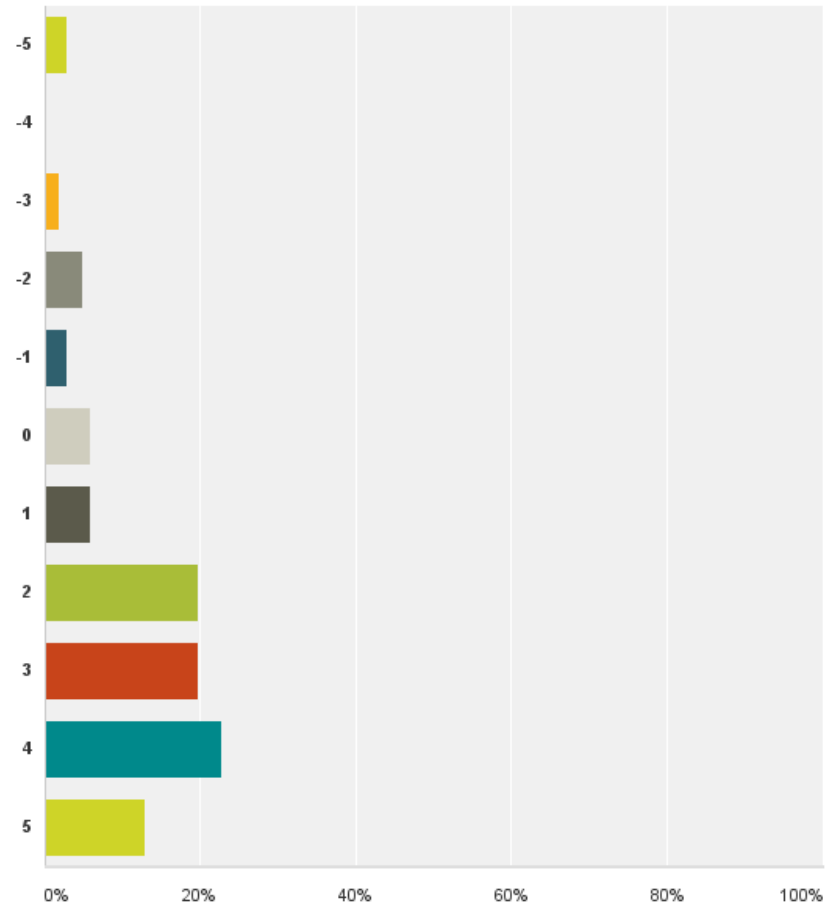
# High Scoring Images

Mean scores > 2.4

Survey based on preference scale from -5 to +5







Mode: 4



Mean Forum  
Score: **3.08**



Mode: 4



Mean Forum  
Score: **3.08**



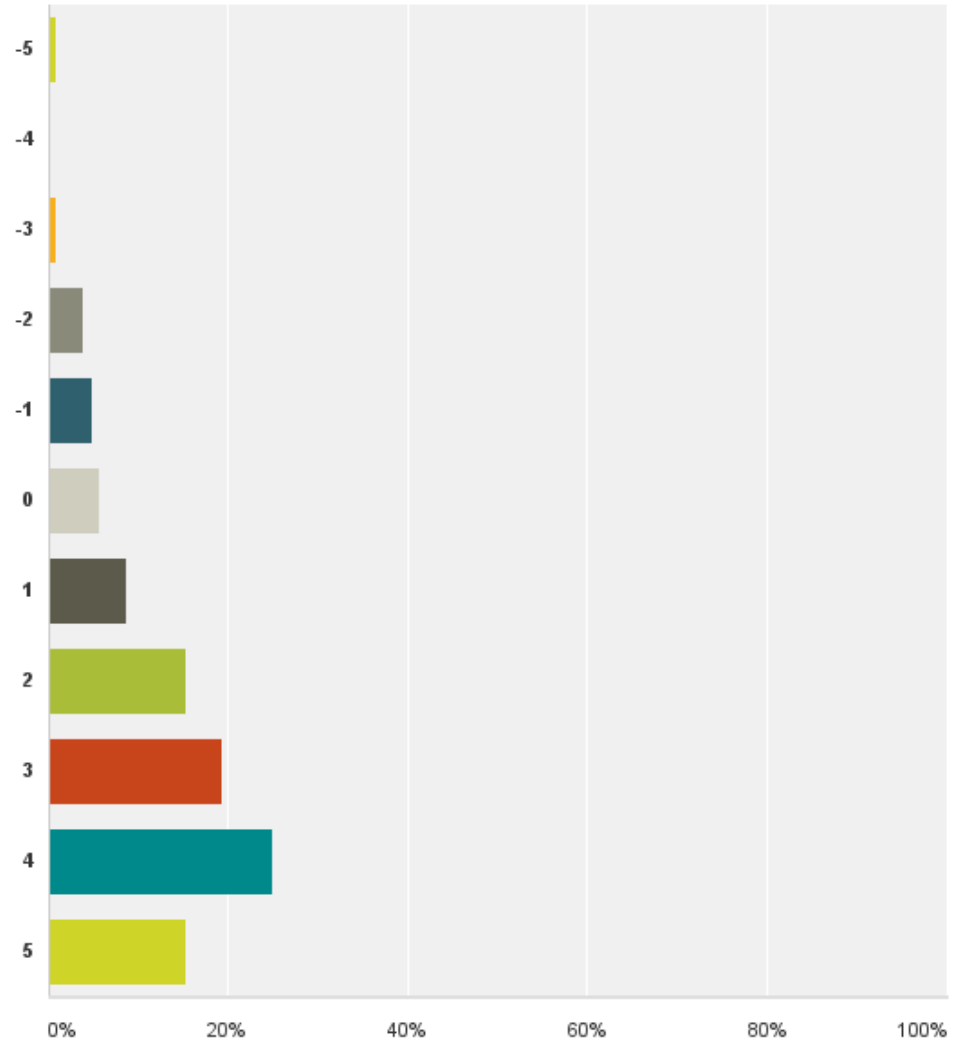


Mode: 4



Mean Forum  
Score: **3.08**







Mean Online  
Score: **2.48**



Mean Forum  
Score: **2.66**

Mode: **3**

wood windows West Acton style front much build yet without  
buisness Stupid phoney colonial bottom view need clapboard road  
New England feel. Like great original glass imagine frame  
Small townish nice good country like  
commercial Love Stow's colonial background  
Looks more new country than commercial larger storefronts Village  
Vernacular Where is the parking way Lower Village  
Very nice west acton run down Stow house conveniences  
tough Put most parking back touristy making  
architecture looking Traditional Stow making  
Like on street parking main buildings varying roof lines  
old looks updating pedestrian appeal Southside  
love dormer line stores compare parking Decent  
retail

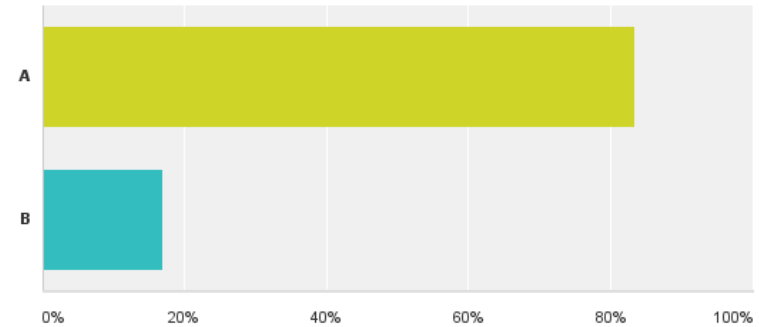
Mean Online  
Score: **2.48**



Mean Forum  
Score: **2.66**

wood front style West Acton much build yet view need clapboard without  
buisness Stupid phoney colonial bottom original glass imagine frame  
New England feel. Like great nice good country like  
Small townish commercial Love Stow's colonial background  
Looks more country than commercial store fronts  
Vernacular Where is the parking larger way Lower Village  
Very nice west acton run down Stow making  
tough Put most parking back touristy house never  
architecture looking Traditional Stow making  
Like on street parking main buildings varying roof lines  
old looks updating pedestrian appeal Southside  
love dormer line stores compare parking Decent retail

A



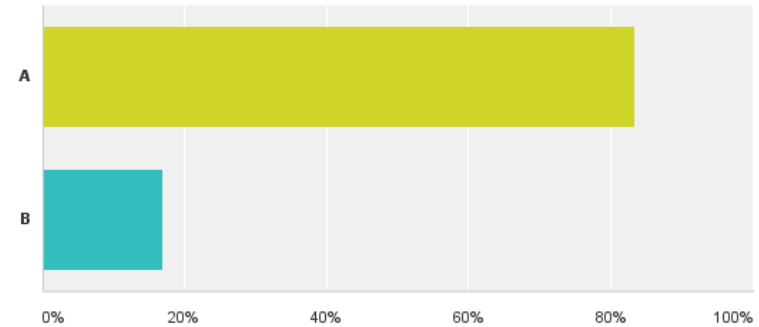
Mean Forum Score: **2.4**

Mode: **3**

million times better  
Nice country look  
what is with all the columns  
barn-esque  
fake chimney could be taken off character country  
Stow fits in Stow YES  
colonial Much prefer the peaked roof  
attractive to me barn compliments the country feel  
Looks like it belongs here roof line and windows and scale more appropriate  
A would look better in Stow to pillars and porch Love Country  
way too busy better  
vastly better  
predominance of white and columns unattractive our town  
looks like Building Materials more appropriate

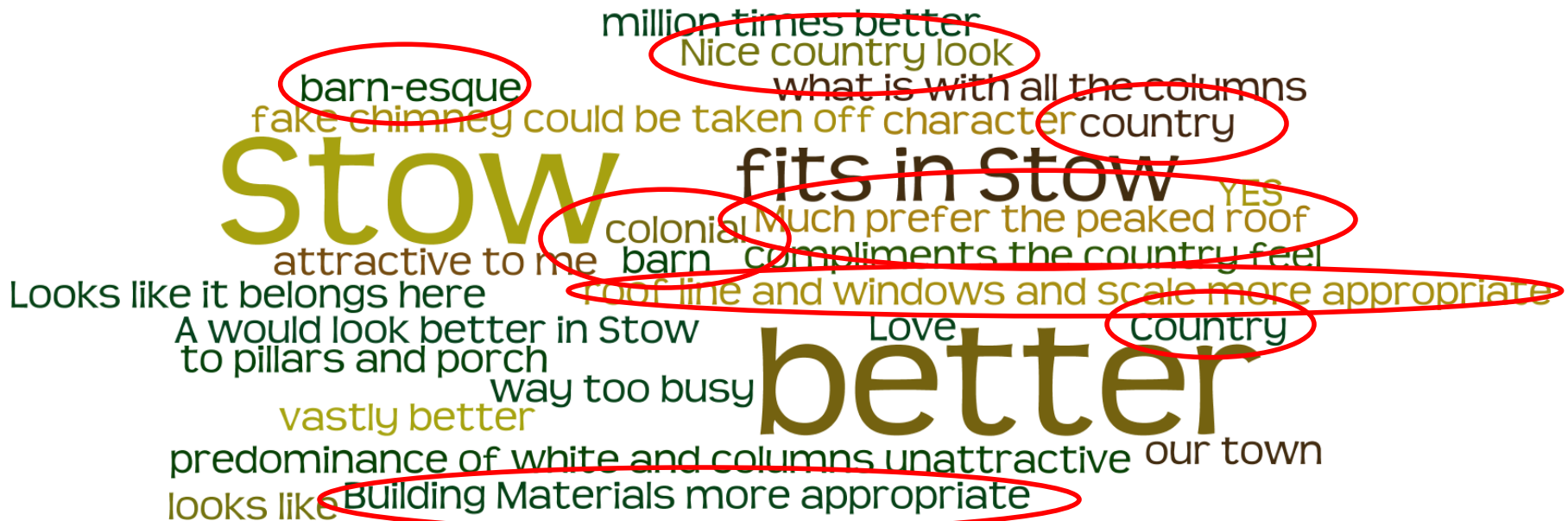


A



Mean Forum Score: **2.4**

Mode: **3**



# Lowest Scoring Images

Mean scores < - 2.4

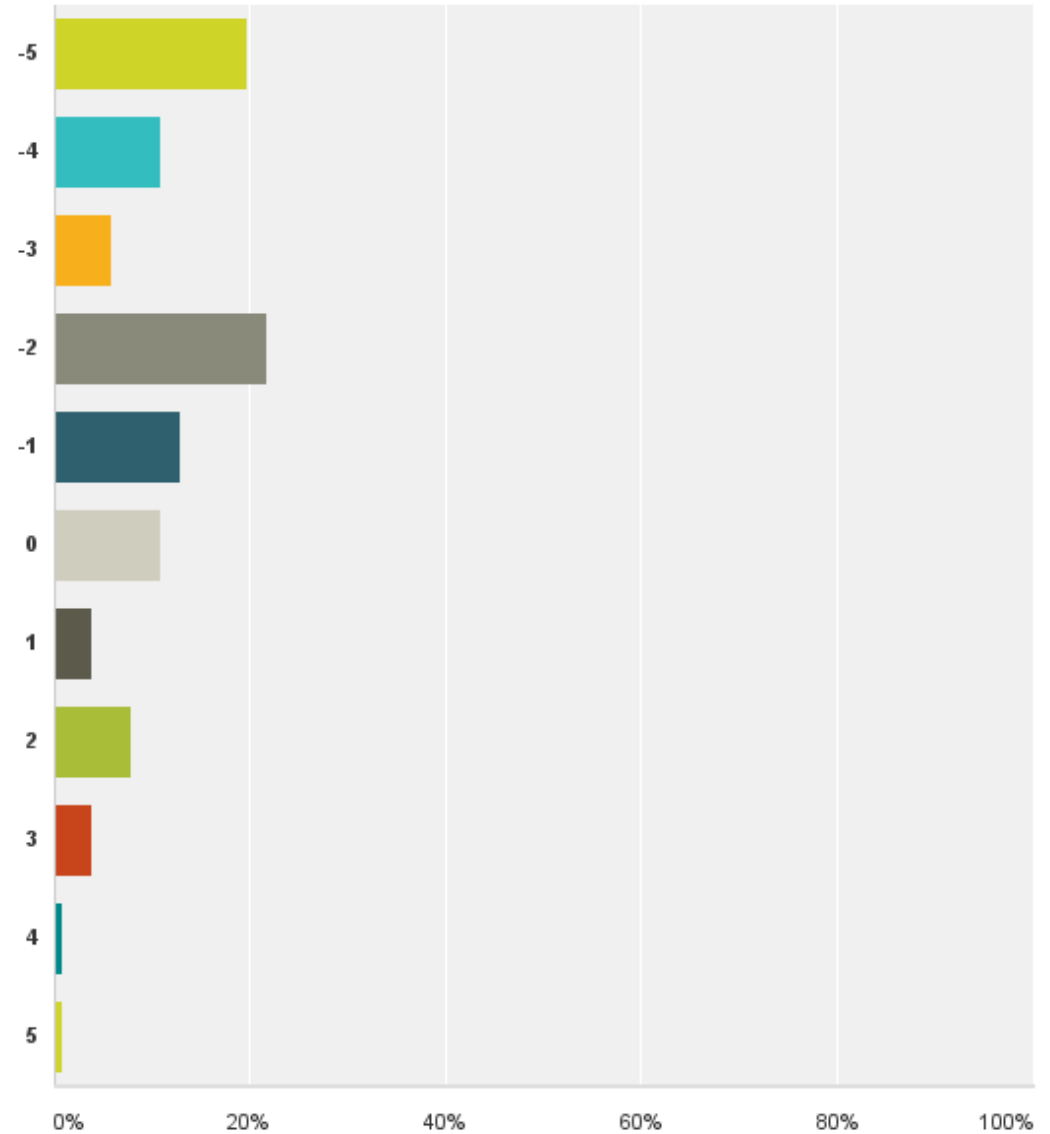




Mean Online Score: - 1.7

Mean Forum Score: - 2.5

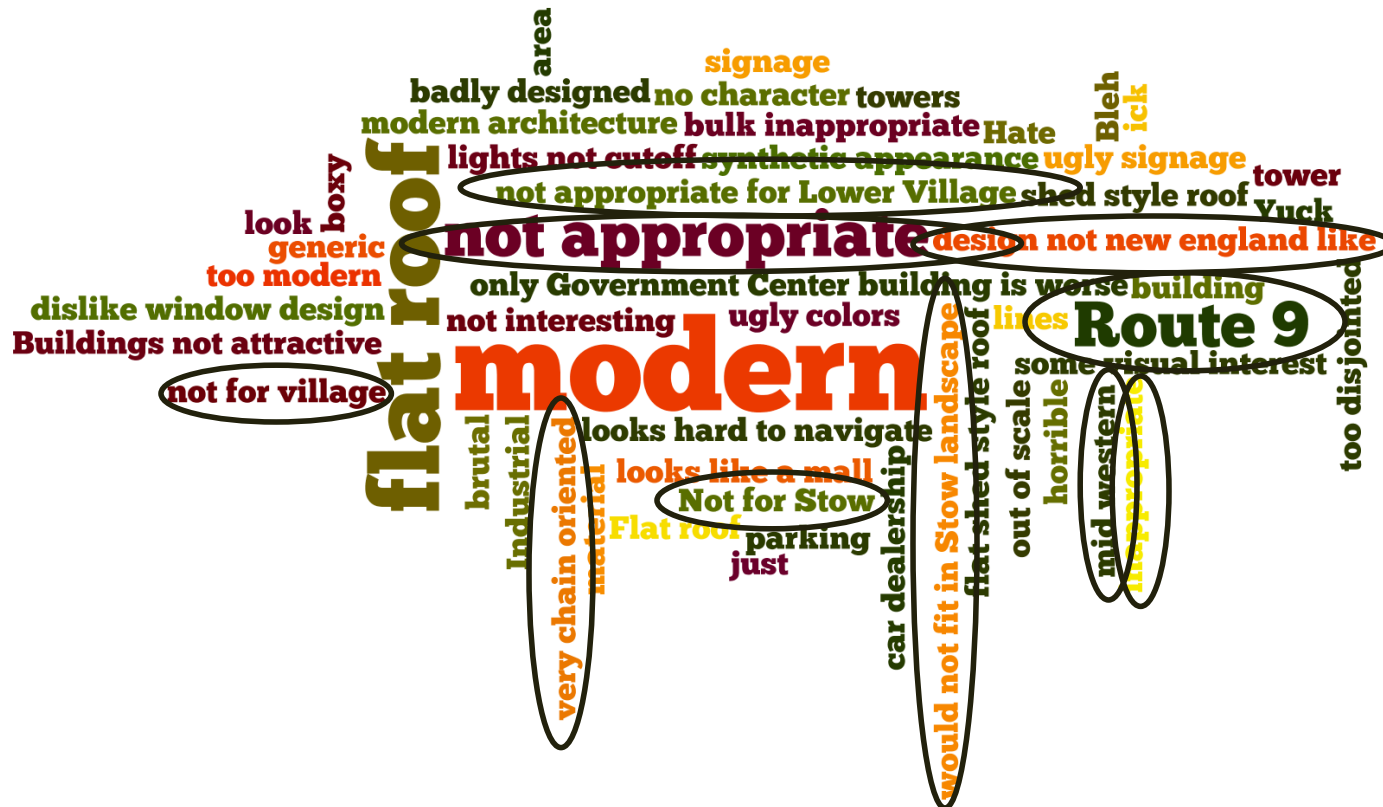
## Online Survey Scores

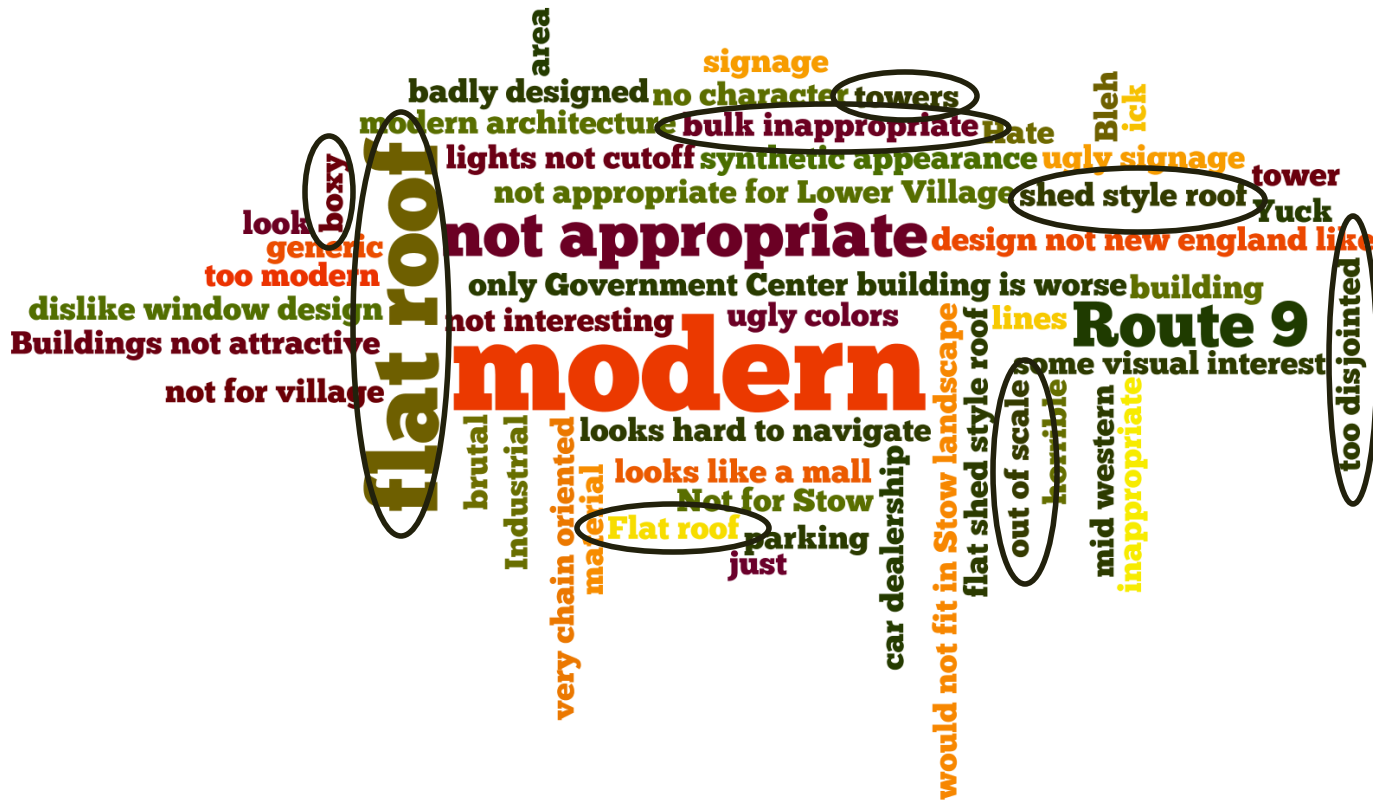






area  
 signage  
 badly designed no character towers  
 modern architecture bulk inappropriate Hate  
 lights not cutoff synthetic appearance ugly signage tower  
 not appropriate for Lower Village shed style roof Yuck  
 look boxy  
 generic  
 too modern  
 dislike window design  
 Buildings not attractive  
 not for village  
**flat roof**  
 brutal  
 Industrial  
 very chain oriented  
 material  
 looks hard to navigate  
 looks like a mall  
 Not for Stow  
 Flat roof  
 parking  
 just  
 car dealership  
 would not fit in Stow landscape  
 flat shed style roof  
 out of scale  
 horrible  
 mid western  
 inappropriate  
 some visual interest  
**Route 9**  
 too disjointed  
**modern**  
**not appropriate**  
 design not new england like  
 only Government Center building is worse building  
 not interesting ugly colors  
 lines  
 too disjointed





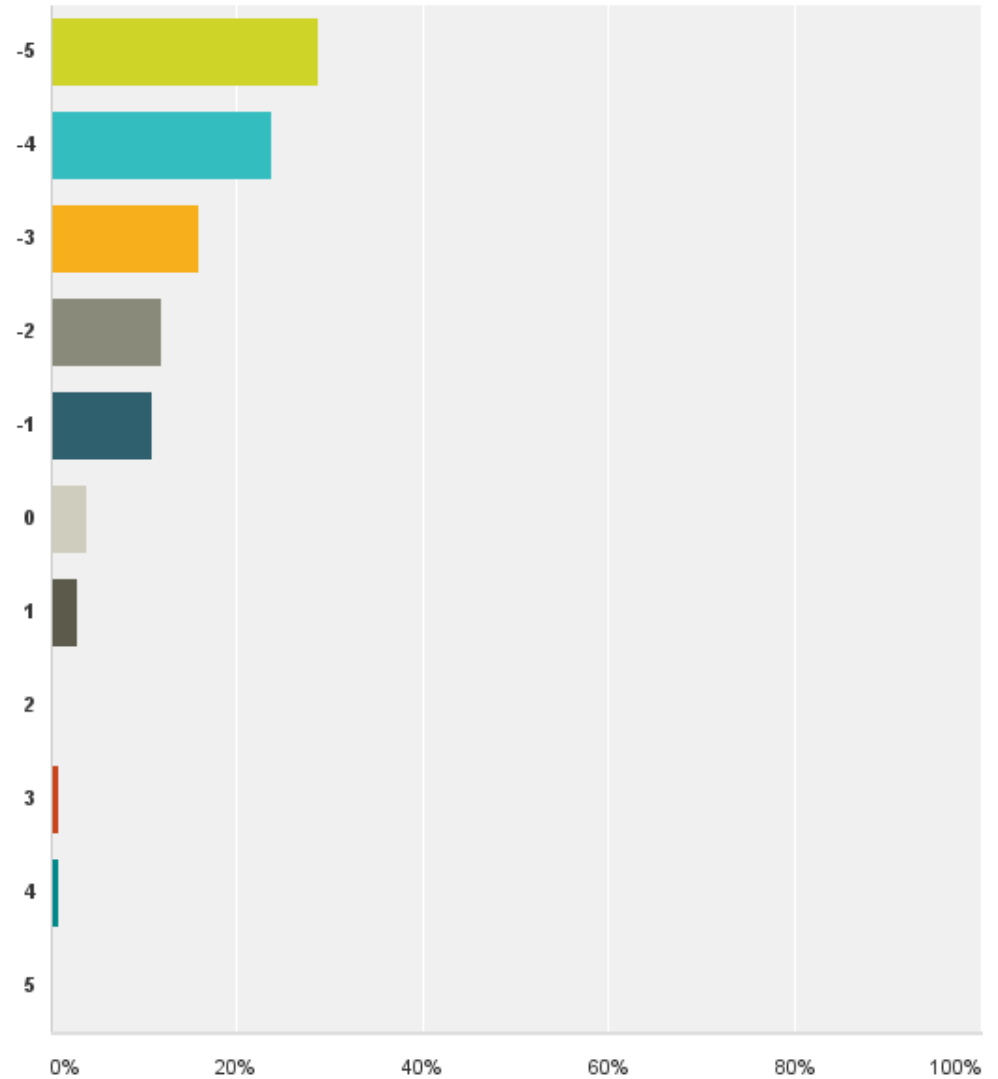




Mean Online Score: - 3.4

Mean Forum Score: - 2.91

## Online Survey Scores





Too utilitarian  
small sidewalk too ordinary God no  
roof big box Sorta ghetto Nowhere  
Not good  
very low end No imagination  
looks like Watertown Mall  
Flat roof not interesting flat  
No character  
no personality  
No greenery  
Must walk in parking lot  
strip mall architecture commercial  
Not what you expect in small town functional  
Bleah boring do not like length of building  
terrible do not like striped awnings  
Do not like flat roof Ewww

# Controlling Factors to Check Results

**Comparing images with at least one consistent factor allows for more focused analysis.**





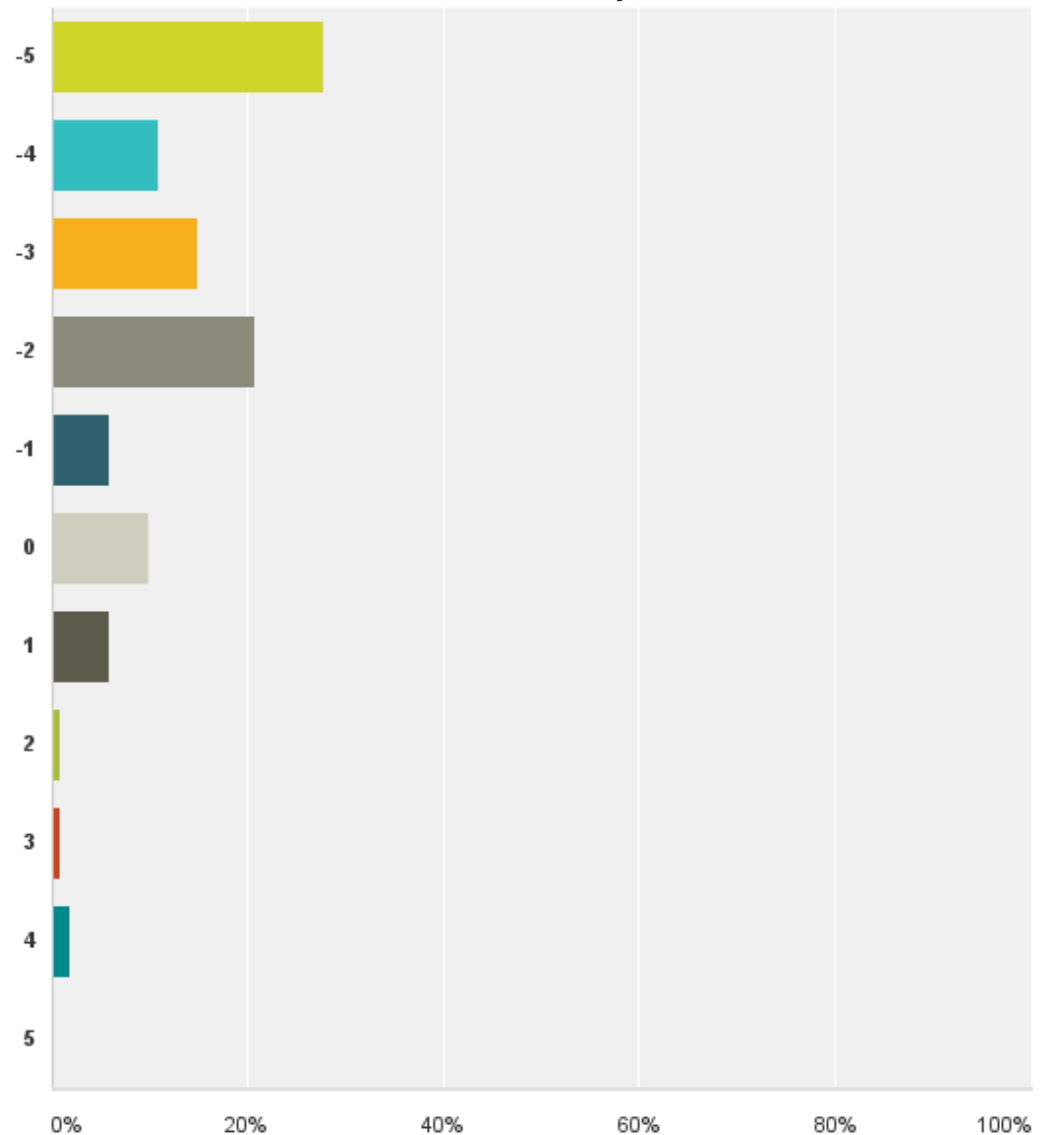
# Control for Franchise...



Mean Online Score: **- 2.5**

Mean Forum Score: **N/A**

Online Survey Scores



# Control for Franchise...

Mean Online  
Score: **-2.5**



not great Brick is nice big color  
eye sore LIKE idea of Stow moderate signage  
signage objectionable Lacks village appeal artificial  
CVS in Stow Big Fit our look not vice versa The ugliest so far  
Please please do not allow big franchise places into Stow Yuck Completely boring  
Large chain Signage way too big letters Negative 5 for image utilitarian  
blocky too urban Too large ugly signs too big GIANT sign boxy  
GIGANTIC SIGNAGE

# Control for Franchise...

Mean online score: .4



previous DORMERS  
might second overhang.Almost nicer fake  
Much less obtrusive signage very cookie-cutter-ish  
Good example for village area Like design elements  
Dormers Slightly more New England  
area floor 2nd story windows note  
really dislike fake  
Building seems long acceptable  
New England look for Stow  
Interesting Gables are nice  
still disguised actually  
used phoney even Large windows far from lovely  
first sidewalk WINDOW Roof issues colonial  
FAKE though Better

**much better**

# Control for Franchise...

Mean online score: .4





# Control for Franchise...

Mean online score: .4



# Control for Modern Rooflines...

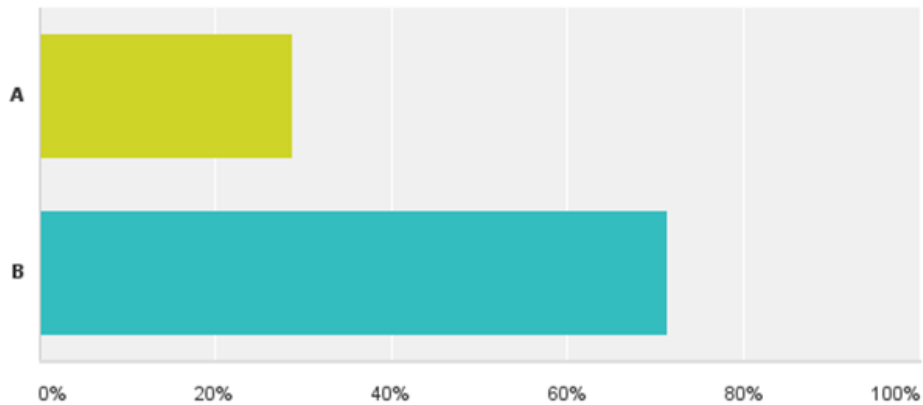


# Control for Repeating Gables...



A

B





# Control for Gables and Franchise...



Landscaping likely plays a role in some image preferences

- Landscape elements can be drawn from the survey to guide acceptable site plans



# Control for Landscaping and Varied, Gabled Rooflines...



These images  
scored even



# Control for Landscaping and Varied, Gabled Rooflines...

Even





# Control for Landscaping and Flat Rooflines...



Even



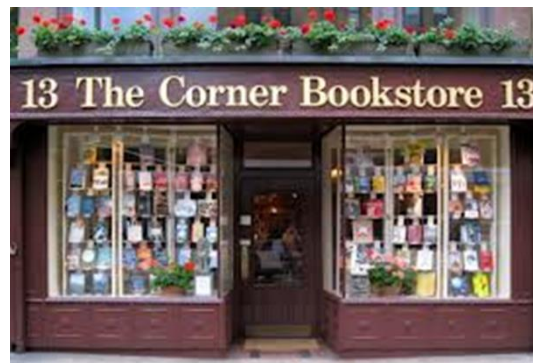
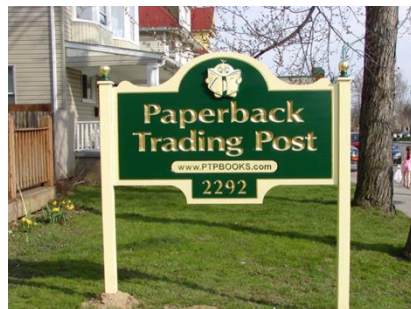
# Control for Size and Massing...





# High Scoring Images – Mean Score > 2.4

- ❑ Pedestrian scaled
- ❑ Textured appearance
- ❑ Many natural materials



## Low Scoring Images – Mean Score $> -2.4$

- ☐ Scaled to the automobile
- ☐ Synthetic appearance
- ☐ Designed for visibility at higher traffic speeds or greater distances

