

Visual Preference Survey Results

December 20, 2010

TOLLAND VILLAGE AREA

3

Overview

The Tolland Planning and Zoning Commission conducted a Visual Preference Survey at its November 30, 2010 Special Meeting. The results of the survey will:

- Be used to create a 3-D computer model of a possible village scenario for this area
- Help the Commission create design guidelines for the Tolland Village Area

The first part of this booklet summarizes key findings / design principles that emerged from the workshop; it is not intended to cover all design aspects but will start the discussion. The second part contains all images and their scores.

Survey Process

Fifty-eight (58) attendees participated in the survey. Participants were shown images of streetscapes, main street style buildings, hotels, and houses and asked to rate the images based on whether they would like to see similar styles in the Tolland Village Area. The rating scale was:

I do not like this				I like this		
←		→		←		→
-3	-2	-1		+1	+2	+3
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:						

Participants were also asked to write down comments about each image. The image score in this booklet is the sum of all ratings. The highest possible rating is 174 (if all 58 rated an image +3) and the lowest possible rating is -174 (if all selected -3). The majority of participants rated images as +/- 1 or +/-2; as a result very few image scores approach the maximum possible high or low.

After scorecards were collected, attendees discussed favorable and unfavorable aspects of the images.

Part 1: Key Findings

Main Street Streetscapes

1. Trees and greenery are very important overall.
2. Buffers can help create a feeling of “openness” and improve the pedestrian environment by separating the street from the sidewalk. Green buffers (lawns, trees) are preferable.
3. Outdoor space should offer more than a place to park a car. Outdoor dining in particular is desirable; but there should be enough sidewalk space so that it does not look or feel crowded.
4. The space between a building and the sidewalk should remain “public” and not be cut off with fences, or other treatments.
5. Details such as benches, lampposts, interesting store windows, and sidewalk texture are important in completing a village streetscape.

Examples:



Green area between building and sidewalk

Green buffer between sidewalk and cars.



Trees

Creative landscaping; area feels public



Outdoor dining is a plus – but remaining sidewalk space feels “crowded”.



Benches

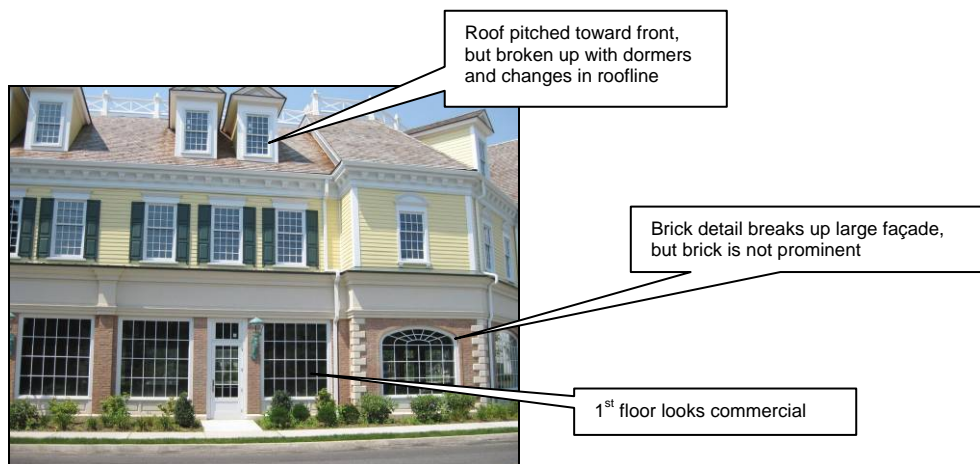
Landscaping creates buffer

Store windows

Main Street Buildings

1. Almost all highly rated buildings are 2.5 stories.
 - Taller begins to feel “urban”, “overwhelming” or simply “not Tolland”.
 - Most shorter buildings were perceived as “strip style” or too low density for a Village Area.
2. Facades on larger buildings should be broken up (e.g., with color, variety in materials, architecturally).
3. Roofs:
 - No buildings with flat roofs scored well
 - Roofs that are pitched toward the main street should be broken up, such as with dormer windows, gables, etc., unless the building is not very wide
4. Building materials: brick is acceptable for accent work, but generally should not be used as the predominant building material. Concrete facades are undesirable.
5. “Multi-use” look is important. First floor store-fronts should look like retail / commercial space rather than residential.

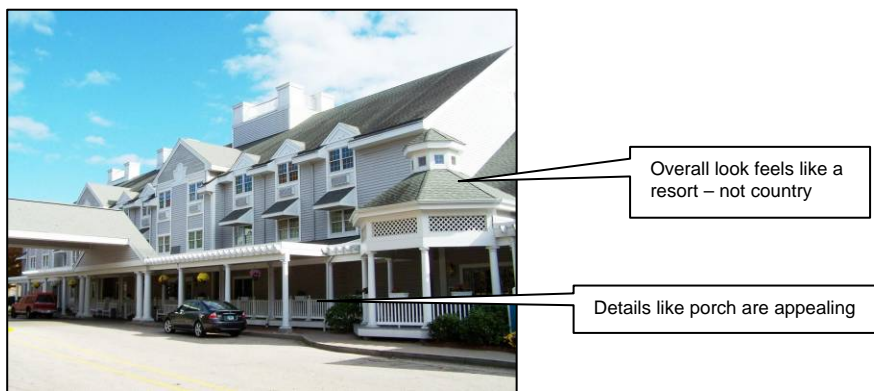
Examples:



Hotels

1. A hotel style should look unique to Tolland and not look like a typical chain hotel.
2. A hotel should look like an inn (rather than apartments or dormitories) and fit a country village setting (rather than feel like a resort).
3. The roofline should be pitched, rather than flat.
4. Certain features can add charm and warmth including:
 - First floor overhangs and porches
 - Lampposts
 - Site details, such as stonewalls, greenery, etc.
5. Building materials: brick is acceptable for accent work, but generally should not be used as the predominant building material. Concrete facades are undesirable.
6. Buildings over 3 stories felt too big or too tall.

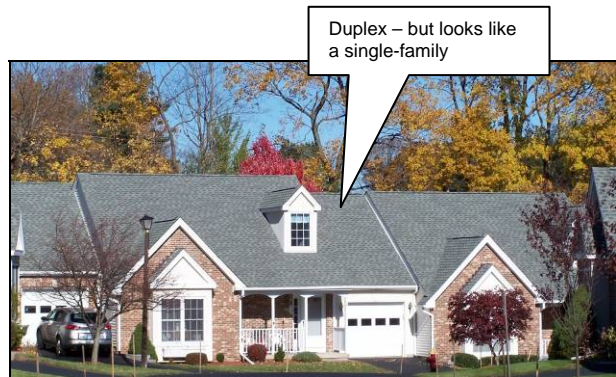
Examples:



Houses

1. Single-family and townhouses were most favorable; many simply do not like duplexes unless they look similar to a single-family house.
2. Variety in layout and house design is desirable.
3. Garages should not dominate the front of houses.
4. Houses should have some green area / lawn between the house and the road.
5. Front porches were highly favorable.

Examples:



Lacking lawn area / too close to parking



Front porches, landscaping

Part 2: Full Results

Main Street Streetscapes

Positive Scores

<p>Score: 86</p>  <p>Why?</p> <ul style="list-style-type: none">• Reflects Tolland's character (rural, quaint)• Like sidewalk, gazebo	<p>Score 57</p>  <p>Why?</p> <ul style="list-style-type: none">• Green space / openness• Mixture of uses• Benches, inviting storefronts, feels rural	<p>Score: 52</p>  <p>Why?</p> <ul style="list-style-type: none">• For pedestrians• Cozy, overall feel & character• Outdoor sitting space
<p>Score: 38</p>  <p>Why?</p> <ul style="list-style-type: none">• Landscaping• Outdoor uses• "Nice"	<p>Score: 30</p>  <p>Why?</p> <ul style="list-style-type: none">• Greenery• Open feeling• Wide sidewalks	<p>Score: 26</p>  <p>Why?</p> <ul style="list-style-type: none">• Outdoor eating space• Greenery• Benches, railings
<p>Score: 6</p>  <p>Why?</p> <ul style="list-style-type: none">• Brick sidewalk, greenery• Separation between people and cars• Attractive		

Negative Scores




Score: -5	Score: -16	Score: -25
 <p>Why?</p> <ul style="list-style-type: none">• Too urban, not Tolland• Lack of greenery	 <p>Why?</p> <ul style="list-style-type: none">• Cars too close to sidewalk• Lack of character, feels like "back door"• Crowded	 <p>Why?</p> <ul style="list-style-type: none">• Too "commercial"• Not Tolland• Too much pavement, too little green

Score: -31
 <p>Why?</p> <ul style="list-style-type: none">• Feels crowded• Drab• Not Tolland

Main Street Buildings

Positive Scores




<p>Score: 104</p>  <p>Why?</p> <ul style="list-style-type: none"> • New England character • Creative • Appealing split level design, porch 	<p>Score: 98</p>  <p>Why?</p> <ul style="list-style-type: none"> • Mix, blend of styles & colors • New England character • Density, scale 	<p>Score: 75</p>  <p>Why?</p> <ul style="list-style-type: none"> • Façade detail, how façade is broken up • Density
<p>Score: 70</p>  <p>Why?</p> <ul style="list-style-type: none"> • Classy-looking, high quality • Variety of styles, colors • Windows 	<p>Score: 64</p>  <p>Why?</p> <ul style="list-style-type: none"> • Fits Tolland (country, colonial) • Nice height • Quaint, inviting 	<p>Score: 54</p>  <p>Why?</p> <ul style="list-style-type: none"> • New England character • Quaint, feels like a village • Colors, rooflines
<p>Score: 52</p>  <p>Why?</p> <ul style="list-style-type: none"> • Overall appearance (elegant, new yet with character) • Windows • Mixed use look 	<p>Score: 49</p>  <p>Why?</p> <ul style="list-style-type: none"> • Overall appearance – classy, nice • Height 	<p>Score: 42</p>  <p>Why?</p> <ul style="list-style-type: none"> • Size • New England character • Overall look




Score: 39	Score: 38	Score: 34
		
<p>Why?</p> <ul style="list-style-type: none"> • Colonial, quaint • Good proportions • Architectural detail 	<p>Why?</p> <ul style="list-style-type: none"> • Rural look • Color • Roof 	<p>Why?</p> <ul style="list-style-type: none"> • Colonial feeling, character




Negative Scores


Score: -5	Score: -11	Score: -12
		
<p>Why?</p> <ul style="list-style-type: none"> • Too big • Too modern • Not Tolland ("beachy") 	<p>Why?</p> <ul style="list-style-type: none"> • Strip-mall feeling • Not dense enough • Not Tolland 	<p>Why?</p> <ul style="list-style-type: none"> • Too big and / or tall • Urban, not Tolland


Score: -13	Score: -21	Score: -22
		
<p>Why?</p> <ul style="list-style-type: none"> • Density too low, not a village • Plain, outdated looking 	<p>Why?</p> <ul style="list-style-type: none"> • Façade, too "commercial" • Not Tolland 	<p>Why?</p> <ul style="list-style-type: none"> • Too big and / or tall • Urban, not Tolland • Don't like brick

<p>Score: -24</p>	<p>Score: -47</p>	<p>Score: -50</p>
		
<p>Why?</p> <ul style="list-style-type: none"> • Too tall • Bland • Flat roof 	<p>Why?</p> <ul style="list-style-type: none"> • Too big • Appearance (plain, modern) • Mall-like, uninviting 	<p>Why?</p> <ul style="list-style-type: none"> • Overall appearance, facade • Not Tolland

<p>Score: -51</p>	<p>Score: -52</p>	<p>Score: -54</p>
		
<p>Why?</p> <ul style="list-style-type: none"> • Too contemporary • Feels urban • Boxy, concrete 	<p>Why?</p> <ul style="list-style-type: none"> • Boxy • Feels urban, not Tolland • Don't like brick 	<p>Why?</p> <ul style="list-style-type: none"> • Too big • Too modern • Not village style


<p>Score: -56</p>	<p>Score: -57</p>	<p>Score: -58</p>
		
<p>Why?</p> <ul style="list-style-type: none"> • Too big, bulky • Too modern • Busy-looking 	<p>Why?</p> <ul style="list-style-type: none"> • Strip-style • Little variety • Too many colors, no cohesion 	<p>Why?</p> <ul style="list-style-type: none"> • Urban • Too big

Score: -75	Score: -94	Score: -109
 <p>Why?</p> <ul style="list-style-type: none"> • Overall appearance • Not dense enough 	 <p>Why?</p> <ul style="list-style-type: none"> • Too big, crowded looking • Not a village feel • Overall look is plain, unappealing 	 <p>Why?</p> <ul style="list-style-type: none"> • Too "commercial", plain • Large • Many don't like brick




Score: -154
 <p>Why?</p> <ul style="list-style-type: none"> • Plain appearance • Too big • Feels urban




Hotels




Positive Scores

Score: 100

<p>Why?</p> <ul style="list-style-type: none"> • New England style, country • Good height and scale, fits in • Roofline, stonewall

Negative Scores




Score: -13	Score: -13	Score: -54
		
<p>Why?</p> <ul style="list-style-type: none"> • Not Tolland, feels "beachy" • Too big 	<p>Why?</p> <ul style="list-style-type: none"> • Feels institutional • Too big • Don't like brick 	<p>Why?</p> <ul style="list-style-type: none"> • Looks residential • Too big • Not a village style




Score: -60	Score: -74	Score: -81
		
<p>Why?</p> <ul style="list-style-type: none"> • Overall appearance • Too big 	<p>Why?</p> <ul style="list-style-type: none"> • Too big • Overall appearance 	<p>Why?</p> <ul style="list-style-type: none"> • Not unique • Looks residential • Too big

Score: -89	Score: -92	Score: -162
 <p>Why?</p> <ul style="list-style-type: none"> • Not unique • Too big /tall • Not village style 	 <p>Why?</p> <ul style="list-style-type: none"> • Not unique • Too big/tall • Not village style 	 <p>Why?</p> <ul style="list-style-type: none"> • Not unique, boxy • Not for Tolland • Too big


Houses

Positive Scores

Score: 50	Score: 49	Score: 44
 <p>Why?</p> <ul style="list-style-type: none"> • Overall appearance • Variety of styles, but cohesive • Lawns, porches 	 <p>Why?</p> <ul style="list-style-type: none"> • Variety, mix • Has character, nice features • Good use of space / density 	 <p>Why?</p> <ul style="list-style-type: none"> • Variety of styles, not in straight line • Green, colors, porches

Score: 43	Score: 42	Score: 19
 <p>Why?</p> <ul style="list-style-type: none"> • House appearance, porches • Village-like • Greenery 	 <p>Why?</p> <ul style="list-style-type: none"> • Charm • Village feel, good density • Variety 	 <p>Why?</p> <ul style="list-style-type: none"> • Overall style • Porches, stone accent, dormer windows

Score: 15	Score: 15	Score: 11
 <p>Why?</p> <ul style="list-style-type: none"> • Attractive • Could appeal to many household types 	 <p>Why?</p> <ul style="list-style-type: none"> • Variety • Character, architecture • Porches 	 <p>Why?</p> <ul style="list-style-type: none"> • Overall appearance



Score: 6
 <p>Why?</p> <ul style="list-style-type: none"> • General concept "ok" • Overall appearance

Negative Scores

<p style="text-align: center;">Score: -7</p>  <p>Why?</p> <ul style="list-style-type: none"> • Overall look • Not village style 	<p style="text-align: center;">Score: -8</p>  <p>Why?</p> <ul style="list-style-type: none"> • Too uniform (layout, appearance) • Overall appearance 	<p style="text-align: center;">Score: -36</p>  <p>Why?</p> <ul style="list-style-type: none"> • Too uniform (layout, appearance) • Not Tolland
<p style="text-align: center;">Score: -36</p>  <p>Why?</p> <ul style="list-style-type: none"> • Overall appearance, too boxy • Roofs 	<p style="text-align: center;">Score: -46</p>  <p>Why?</p> <ul style="list-style-type: none"> • Too big / tall • Not Tolland 	<p style="text-align: center;">Score: -47</p>  <p>Why?</p> <ul style="list-style-type: none"> • General appearance • No porches
<p style="text-align: center;">Score: -54</p>  <p>Why?</p> <ul style="list-style-type: none"> • Prominent garages • Too uniform, despite color variety 	<p style="text-align: center;">Score: -58</p>  <p>Why?</p> <ul style="list-style-type: none"> • Overall appearance • Too uniform 	<p style="text-align: center;">Score: -68</p>  <p>Why?</p> <ul style="list-style-type: none"> • Lack of residential feeling • Too much cement • Not village style

Score: -70	Score: -70	Score: -70
		
<p>Why?</p> <ul style="list-style-type: none"> • Too tall • Overall character, lack of residential feeling 	<p>Why?</p> <ul style="list-style-type: none"> • Too big / tall • Feels urban 	<p>Why?</p> <ul style="list-style-type: none"> • Too massive / monolithic • Brick

Score: -73	Score: -77	Score: -83
		
<p>Why?</p> <ul style="list-style-type: none"> • Overall appearance, lack of detail 	<p>Why?</p> <ul style="list-style-type: none"> • Too modern, plain • Too tall / big 	<p>Why?</p> <ul style="list-style-type: none"> • Too uniform, plain

Score: -95	Score: -114
	
<p>Why?</p> <ul style="list-style-type: none"> • Overall appearance ("flat", "dated") • Not Tolland 	<p>Why?</p> <ul style="list-style-type: none"> • Outdated appearance • Brick