

VISUAL PREFERENCE SURVEY

RESULTS SUMMARY

September 5, 2012

Purpose

The Visual Preference Survey was used as a tool for the public to provide feedback on architectural design preferences. Staff is developing Architectural Design Guidelines as an amendment to the Stafford County Comprehensive Plan.

The Survey was developed by the Planning and Zoning Department, whom selected the survey questions and photos. The Survey is based on surveys that have been conducted in other localities across the country.

When and How the Survey was Conducted

Several ways to provide input were offered to the community.

1) Two Public Meetings were held on the following dates, times, and locations.

Wednesday, July 25, 2012 (6:30 p.m. – 8:30 p.m.)
England Run Library

Tuesday, July 31, 2012 (6:30 p.m. – 8:30 p.m.)
Porter Library

2) The Survey was made available online through the Stafford County website. The online comment period extended from Monday July 23, 2012 through Friday August 3, 2012.

3) An option of visiting the Department of Planning and Zoning and filling out the survey in person was available.

Notification of these public input options were advertised in the newspaper, placed on the County's cable access channel, a press release was prepared, and posted on the County's twitter and Facebook pages. A total of 131 participants with 100 completed surveys.

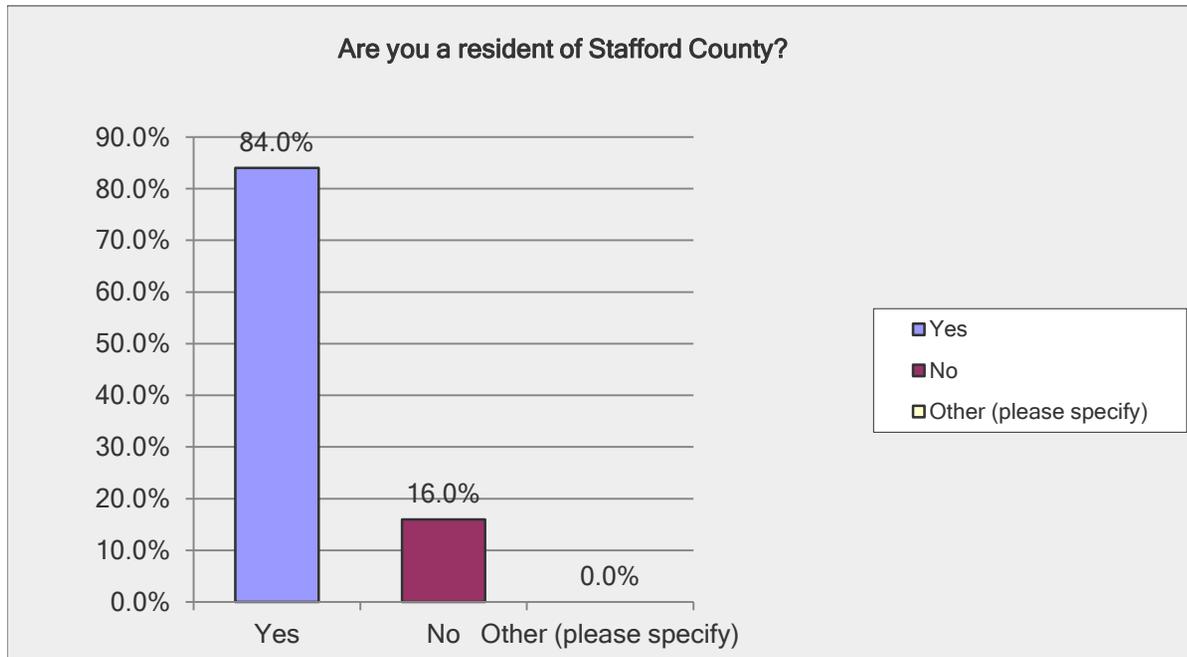
The Survey allowed for participants to indicate their preferences among a series of images that illustrate options for development, including the design of various types of buildings, infrastructure, streetscape features, and landscaping methods.

The survey included 155 total questions. Initial questions addressed demographics of the survey participants. Following questions were grouped in categories based on building types and development features. Each category included a group of images that participants were asked to rate individually from +3 (Very Positive) to -3 (Very Negative). A rating of 0 means Neutral. Then all of the images were displayed and people were asked to identify the image they liked the most and why and least and why.

The results identify the average rating of all scores provided for each individual image. Then the image that were voted as being the most and least preferred are identified with a summary of the general reason why people liked or disliked the images.

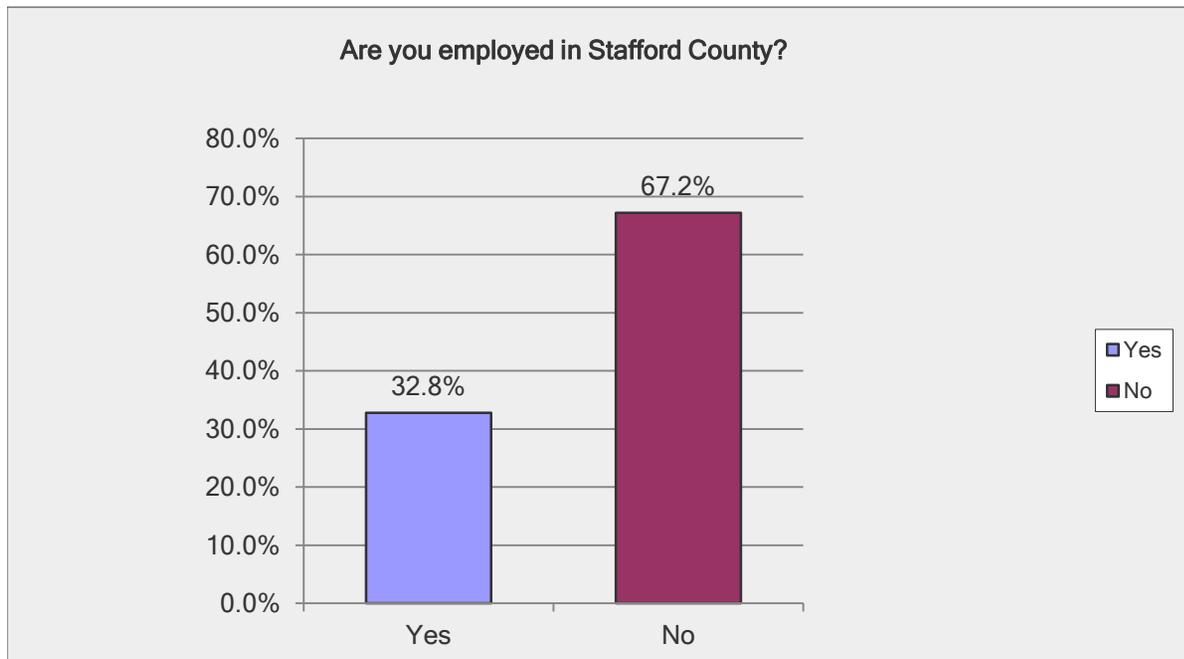
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1) Are you a resident of Stafford County?		
Answer Options	Response Percent	Response Count
Yes	84.0%	110
No	16.0%	21
Other (please specify)	0.0%	0
<i>answered question</i>		131
<i>skipped question</i>		0



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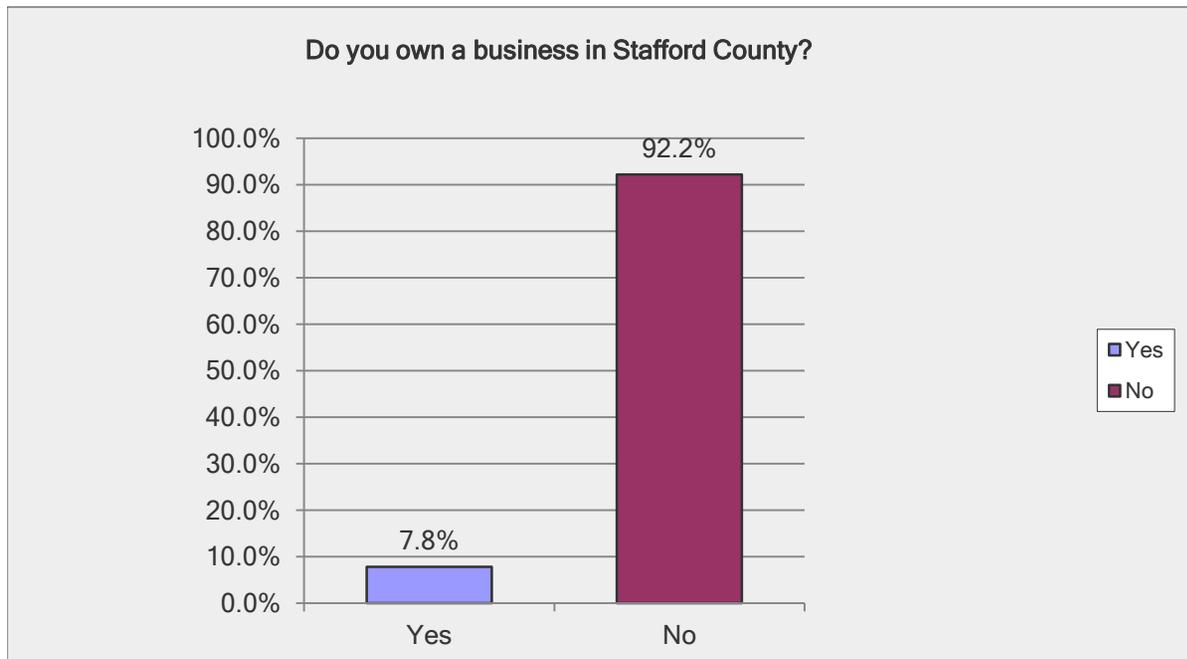
2) Are you employed in Stafford County?		
Answer Options	Response Percent	Response Count
Yes	32.8%	43
No	67.2%	88
<i>answered question</i>		131
<i>skipped question</i>		0



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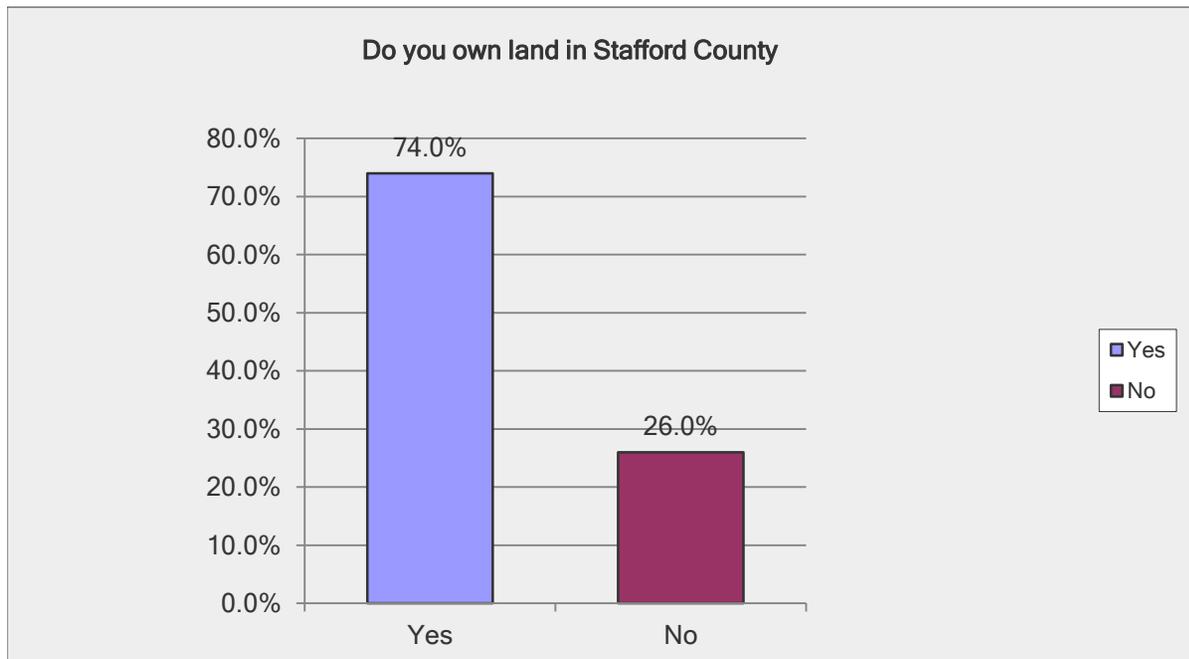
3) Do you own a business in Stafford County?

Answer Options	Response Percent	Response Count
Yes	7.8%	10
No	92.2%	118
<i>answered question</i>		128
<i>skipped question</i>		3



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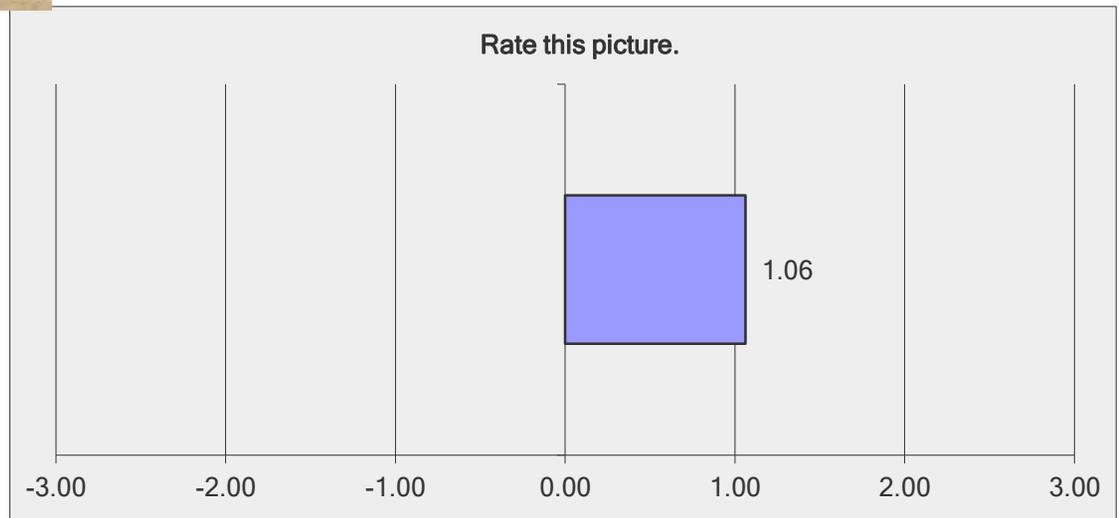
4) Do you own land in Stafford County		
Answer Options	Response Percent	Response Count
Yes	74.0%	97
No	26.0%	34
<i>answered question</i>		131
<i>skipped question</i>		0



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5) Rate this picture.

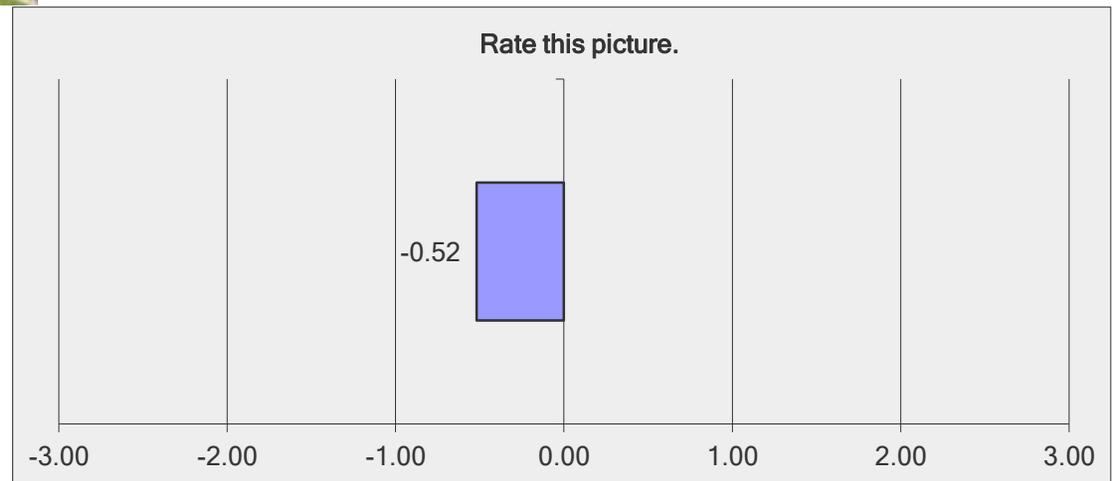
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	7	8	8	13	30	37	26	1.06	129
								<i>answered question</i>	129
								<i>skipped question</i>	2



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6) Rate this picture.

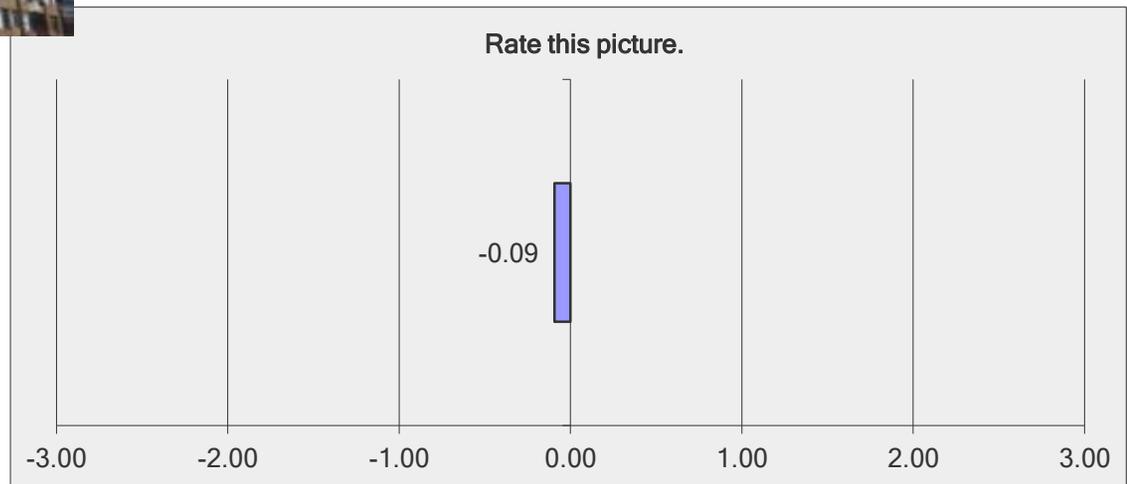
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	22	24	19	21	26	11	6	-0.52	129	
									<i>answered question</i>	129
									<i>skipped question</i>	2



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7) Rate this picture.

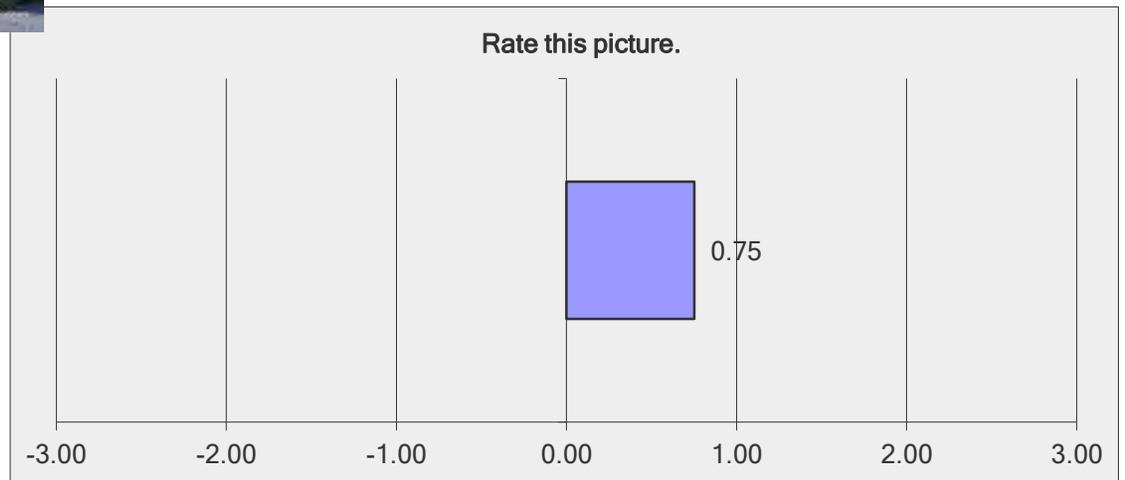
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	20	15	22	17	21	23	11	-0.09	129	
									<i>answered question</i>	129
									<i>skipped question</i>	2



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8) Rate this picture.

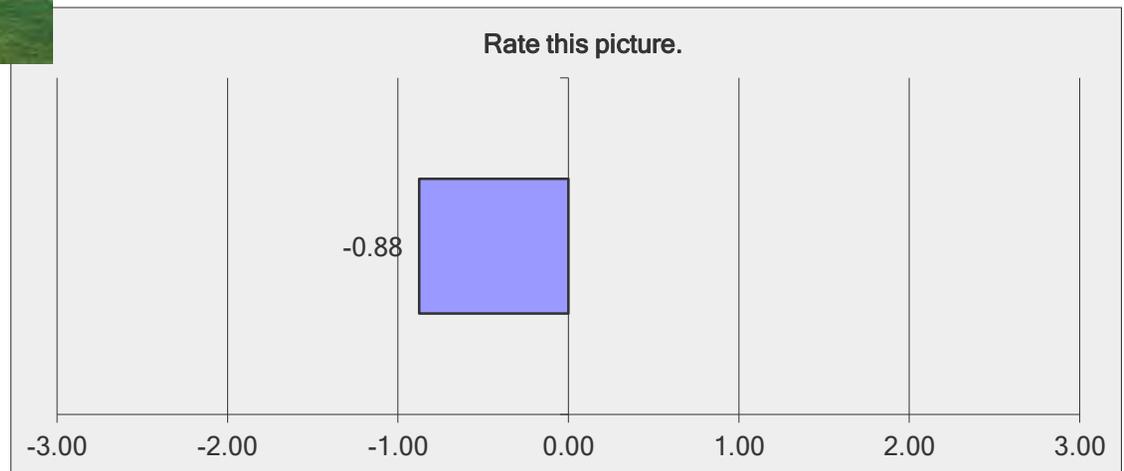
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	8	8	15	21	22	35	20	0.75	129
<i>answered question</i>									129
<i>skipped question</i>									2



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9) Rate this picture.

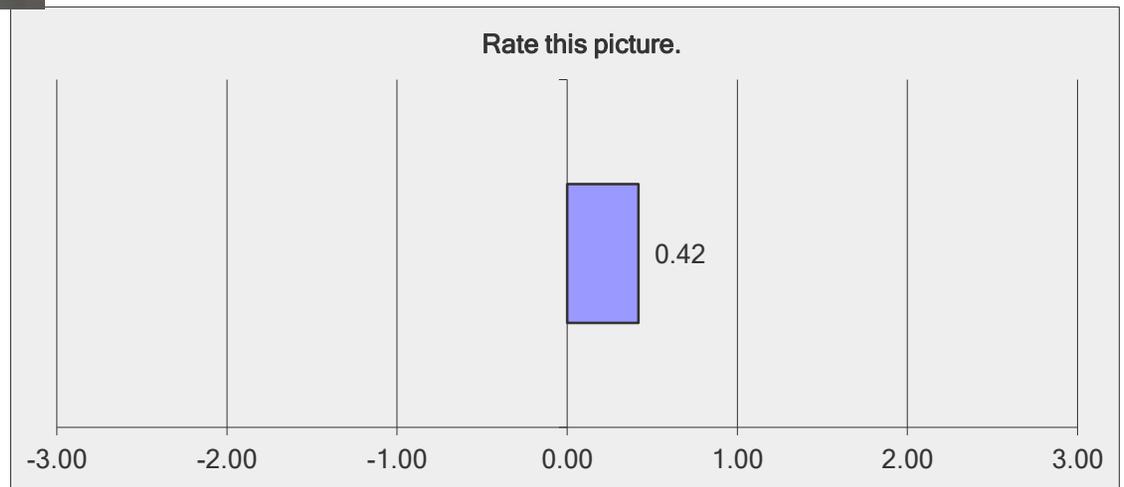
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	24	23	33	19	25	2	3	-0.88	129	
									<i>answered question</i>	129
									<i>skipped question</i>	2



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10) Rate this picture.

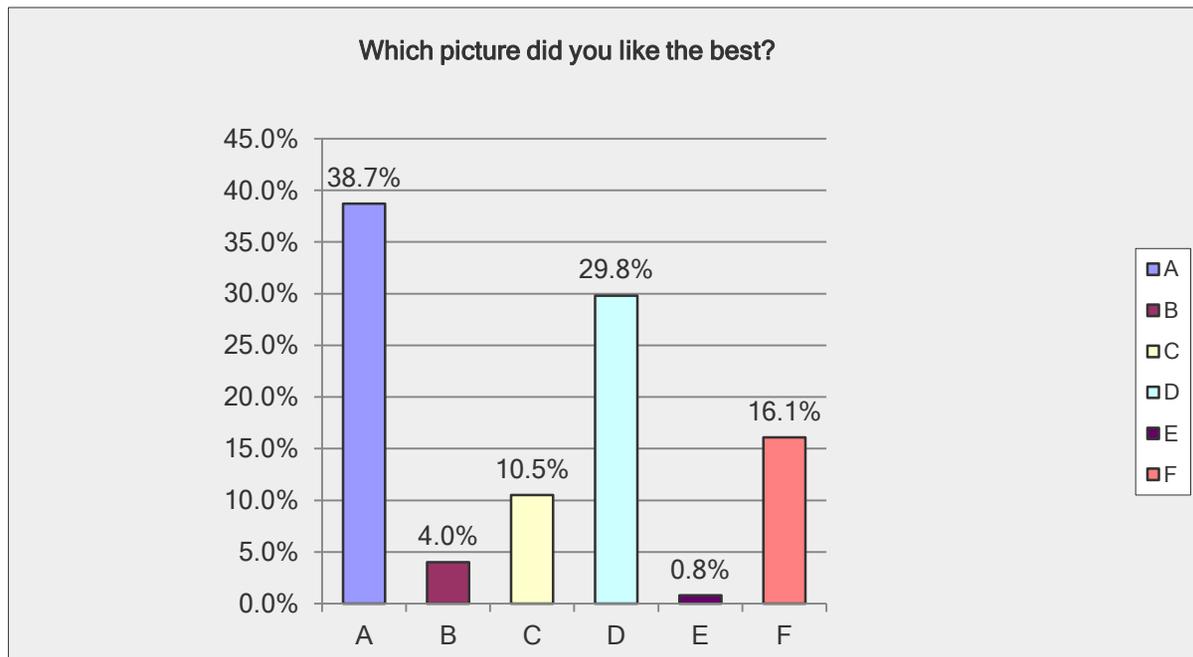
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	8	10	13	27	39	24	8	0.42	129
								<i>answered question</i>	129
								<i>skipped question</i>	2



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11) Which picture did you like the best?

Answer Options	Response Percent	Response Count
A	38.7%	48
B	4.0%	5
C	10.5%	13
D	29.8%	37
E	0.8%	1
F	16.1%	20
<i>answered question</i>		124
<i>skipped question</i>		7



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12) Why did you choose this picture?

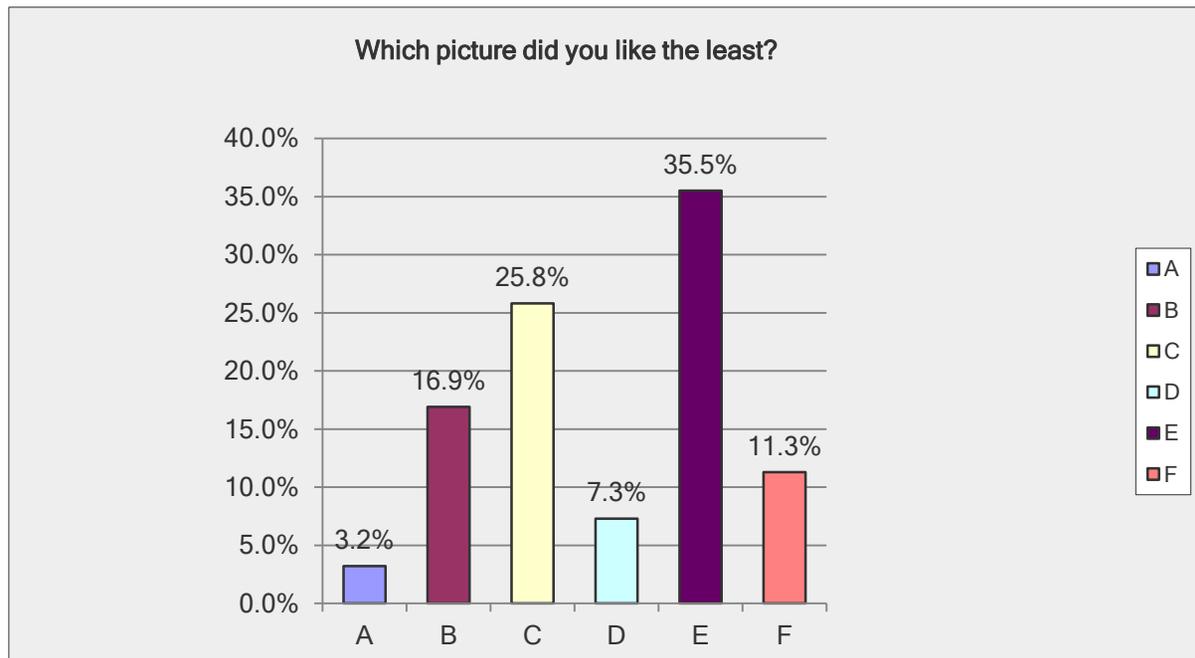
Answer Options	Response Count
	99
<i>answered question</i>	99
<i>skipped question</i>	32

- The groundslike nice and the building looks clean and bright
- Unique architecture. Simple lines but detail at top
- The landscaping around the building is well designed. The building looks inviting and stately.
- Open courtyard
- Contemporary, clean style
- Mern, clean, landscaped
- modern, greenery, no visual vehicles
- clean look, green space
- Classy, doesn't look commercial or cheap. Next best was F.
- Aesthetically pleasing.
- It has a look of modernity, quality and taste; is well landscaped; and the parking is tastefully placed behind the facade of the building.
- liked green area, inviting, modern
- It's away from the road, looks neatly manicured, the patios give a nice asthetic appeal, building is overall appealing
- Contemporary. Looks great. Does not appear cheap
- more traditional, clean lines, LOOKS like it's well made and not cheap "throw-ups-overnight"
- This building is nicely landscaped, uses natural, "earth" colors, and parking is hidden. It resembles a resort type of hotel!
- It has a clean look and traditional style that also has a modern feel to it. Others such as B, E, & F are a cookie cutter, thrown together, cheap look.
- Because it is a refreshed version of staffords apartment buildings now
- It looks modern yet comfortable
- looks well made, modern, this style might be an asset to Stafford County
- Little more interesting architecture
- Sophisticated, clean lines, "C" would be my second choice.
- it shows a building with lots of class
- landscape and dimension, appeared more inviting
- Look is fresher, not the same old thing
- Great landscaping.
- It looks contemporary and updated without looking out of place in Stafford.
- Modern lines of the building

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13) Which picture did you like the least?

Answer Options	Response Percent	Response Count
A	3.2%	4
B	16.9%	21
C	25.8%	32
D	7.3%	9
E	35.5%	44
F	11.3%	14
<i>answered question</i>		124
<i>skipped question</i>		7



Architectural Design Guidelines - Stafford County, VA

14) Why did you choose this picture?

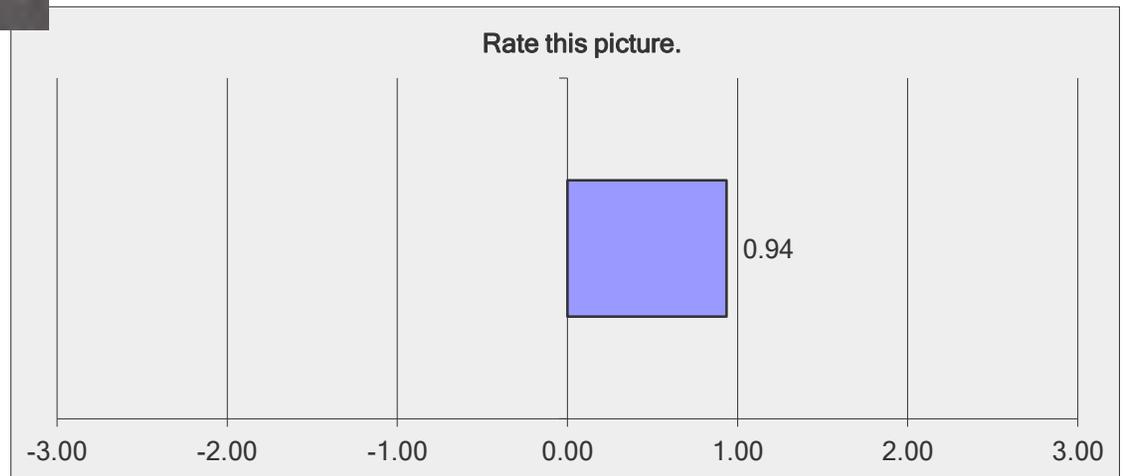
Answer Options	Response Count
	101
<i>answered question</i>	101
<i>skipped question</i>	30

- Little too simple- will cheapen in time
- too busy, reminds me of lots of apartments, too many vehicles, congestion
- low rent condos/apartments
- typical apt setting
- The building looks like cheap apartments and all the cars in front don't help
- looks like so many apts. already in area that go downhill fast
- This building looks like it was thrown together quickly, with little or no thought to residents' quality of living. I don't dare for the colors and abhor the highly visible parking lots.
- look like any old rental
- Portrays a poor image, looks cheap.
- It looks tacky and ugly.
- Uninteresting, disjointed,
- pic of the same buildings we already have everywhere in stafford
- No side walks, a feeling of being cramped and the presentation or landscaping.
- typical boring multifamily design
- Looks plain and like every unit is the same. No variety.
- It looks very typical and doesn't stand out from most outdated developments.
- Looks inexpensive
- looks very dated
- It looks run down and outdated. Not very appealing to new people moving in to Stafford.
- The interior of this building seems like it would be very dark with very little natural lighting.
- It looks cheaply made and little style
- Cheap chopped up look
- Parking in front for one thing. Both B and E are totally ugly, common, and lacking in visual interest.
- LOOKS TOO COMMON, LIKE CONSTRUCTION IN FLORIDA.
- It was a close race with B, but I cannot stand this look, which looks like an attempt to tart up section 8 housing. It had no neighborhood appeal, gives the look of something not well-constructed, even if it is, and had no character.
- looks like a motel
- very non creative in arch
- horrible!--cookie cutter design

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15) Rate this picture.

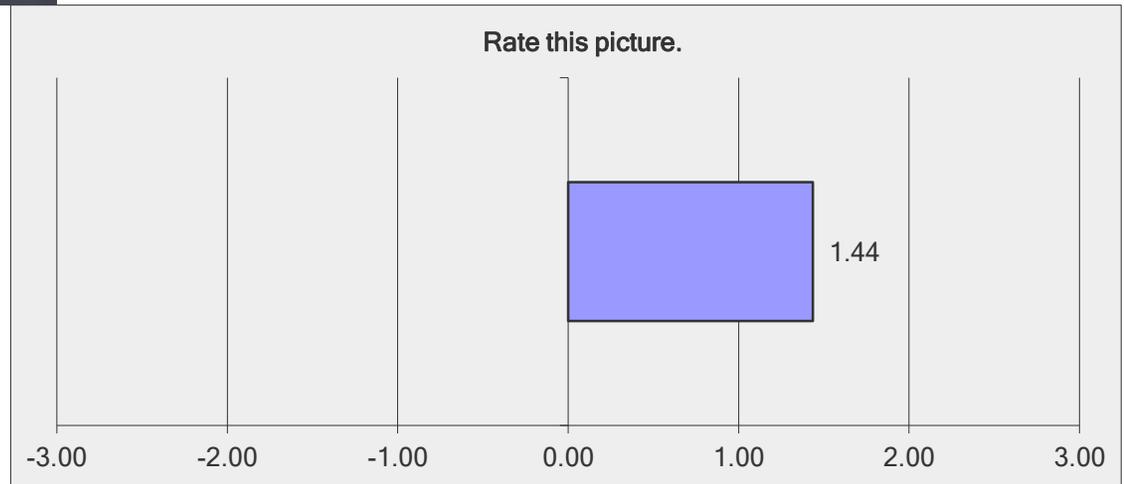
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	4	7	9	18	35	37	14	0.94	124
<i>answered question</i>									124
<i>skipped question</i>									7



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16) Rate this picture.

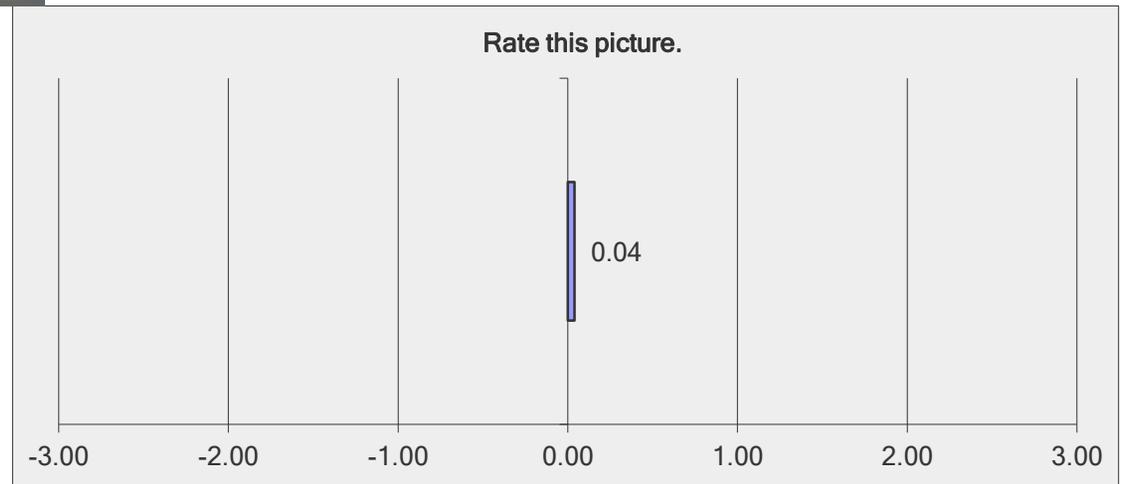
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	2	2	6	16	32	36	30	1.44	124
	<i>answered question</i>								124
	<i>skipped question</i>								7



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17) Rate this picture.

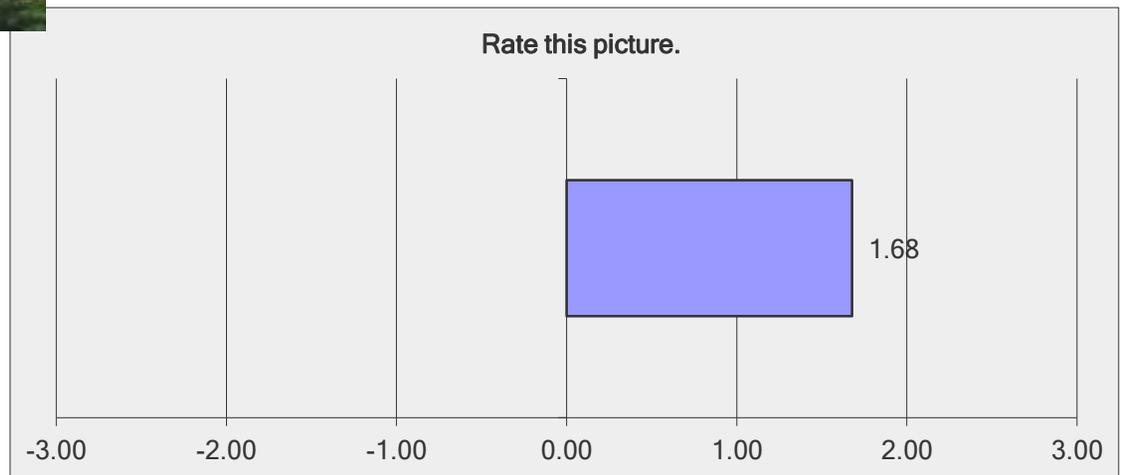
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	9	12	23	26	32	19	3	0.04	124
	<i>answered question</i>								124
	<i>skipped question</i>								7



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18) Rate this picture.

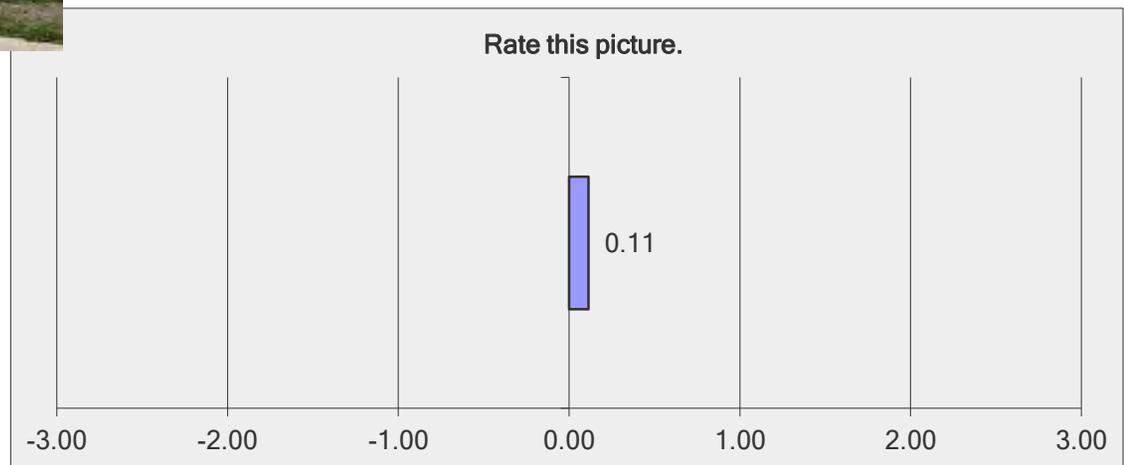
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	2	1	6	15	20	38	42	1.68	124	
									<i>answered question</i>	124
									<i>skipped question</i>	7



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19) Rate this picture.

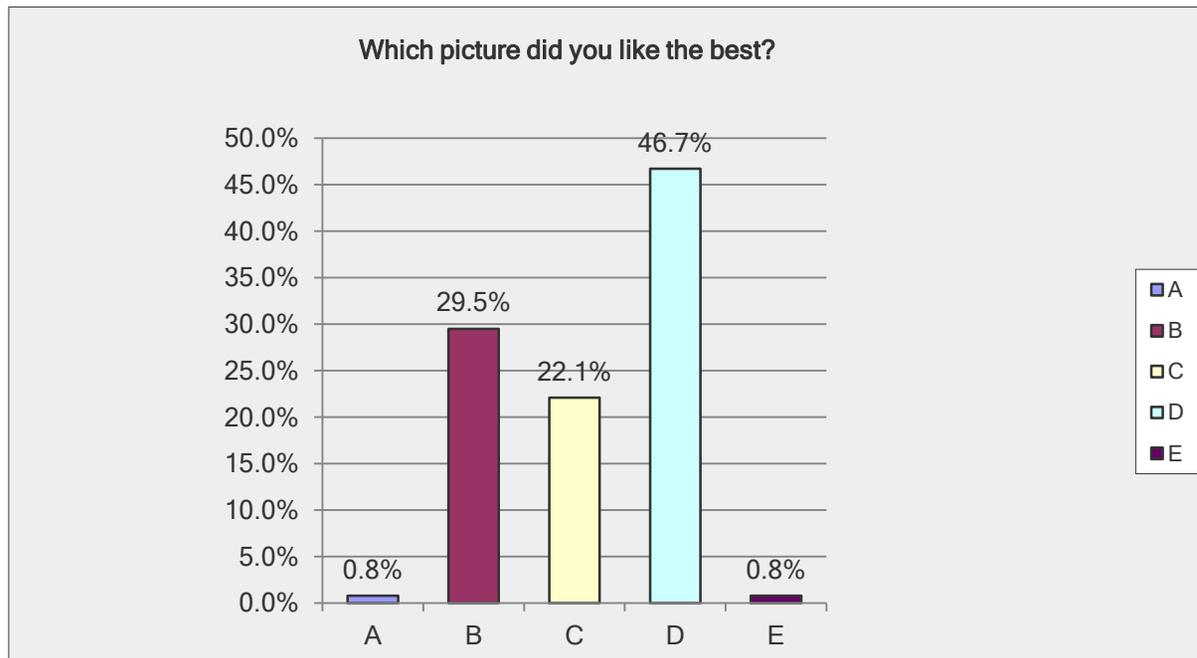
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	9	13	15	28	38	19	2	0.11	124	
									<i>answered question</i>	124
									<i>skipped question</i>	7



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20) Which picture did you like the best?

Answer Options	Response Percent	Response Count
A	0.8%	1
B	29.5%	36
C	22.1%	27
D	46.7%	57
E	0.8%	1
<i>answered question</i>		122
<i>skipped question</i>		9



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21) Why did you choose this picture?

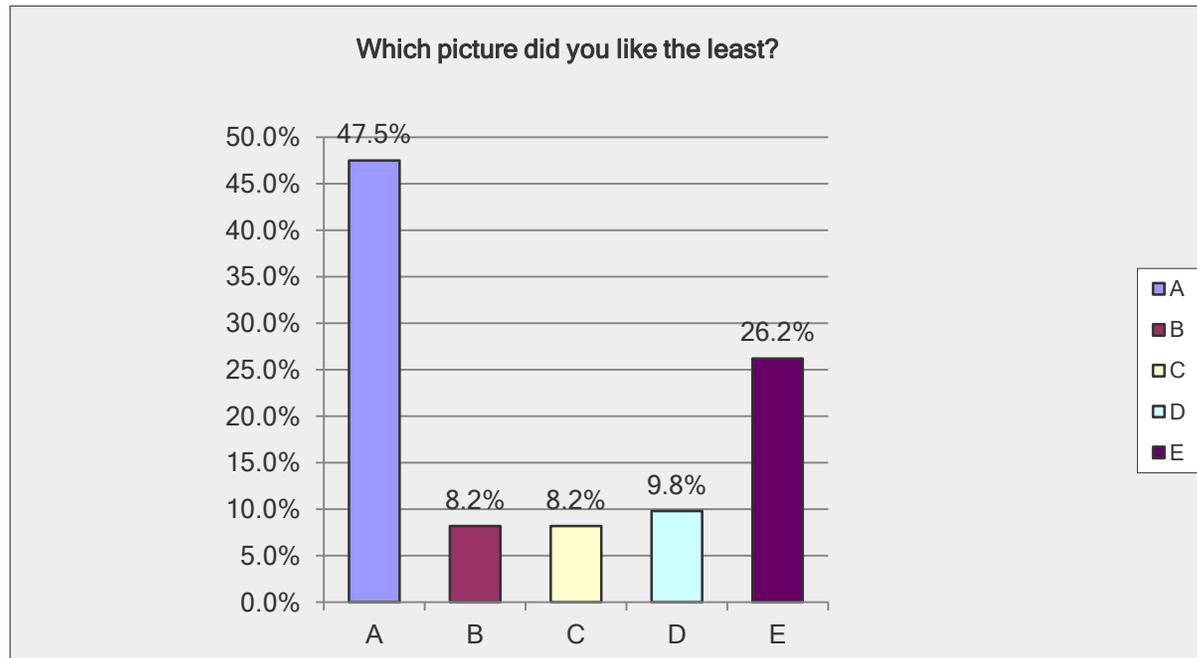
Answer Options	Response Count
	97
<i>answered question</i>	97
<i>skipped question</i>	34

- It has an old time look about it. The streets are lined with trees and there are pathways.
- Charm, doesn't look like the typical neighborhoods popping up in the majority of the suburbs in America.
- inviting no garage in front
- I like the colonial design of this home and especially like the red, metal roof over the porch. The porch invites a neighbor for a visit and the white picket fence adds a cozy touch. There seems to be a variety in the landscaping with different trees as well as ages of vegetation.
- Historical, not a cookie cutter house, charming.
- house looks somewhat unique, not your typical crackerbox
- For an "urban" residence, looks the nicest. Mature trees, sidewalks
- Looks spacious, has a yard, yet still provides an economy of land use.
- Traditional Housing form, appropriate scale and setback from street, sidewalk, porch
- Traditional Design/ w neighboring feel (porchesm small front yard)
- Charming Garage in back sidewalk not cookie cutter landscaping
- Established neighborhood look - main street usa. Mature trees.
- It feels quaint and like something in a small town. It's close to the road and has curb appeal. Feels like home.
- Smaller lot/house with smaller lot, yet it looks stately. Also has smaller setback from road.
- House has charm and character. Note the tin roof on the porch and the fence. Detail adds character.
- Mature landscaping. Also depends on where the homes were located. In an urban setting D, in a traditional neighborhood C, and I like the pastoral setting of B, just not the houses.
- This type of neighborhood would encourage social interaction and a exudes family friendly look
- trees, sidewalk, front porch, yard..not packed in.
- This one reminds me of homes built in the early 20th century. It's a very clean and modest appearance. I like that it's not a cookie cutter neighborhood with houses on top of each other.
- curb appeal, looks like a small town street
- Homey small town feel
- I like the streetscape with the patio being close to the sidewalk. On street parking gives it a nice urban feel
- It is the only style that provides something different than what is already readily available in Stafford; a home town living experience.
- Historical quality, garages hidden from street, trees, sidewalks
- Neighborhood feel, trees, not over developed, country living.
- It has more character and appears to be in a walkable community.

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22) Which picture did you like the least?

Answer Options	Response Percent	Response Count
A	47.5%	58
B	8.2%	10
C	8.2%	10
D	9.8%	12
E	26.2%	32
<i>answered question</i>		122
<i>skipped question</i>		9



Architectural Design Guidelines - Stafford County, VA

23) Why did you choose this picture?

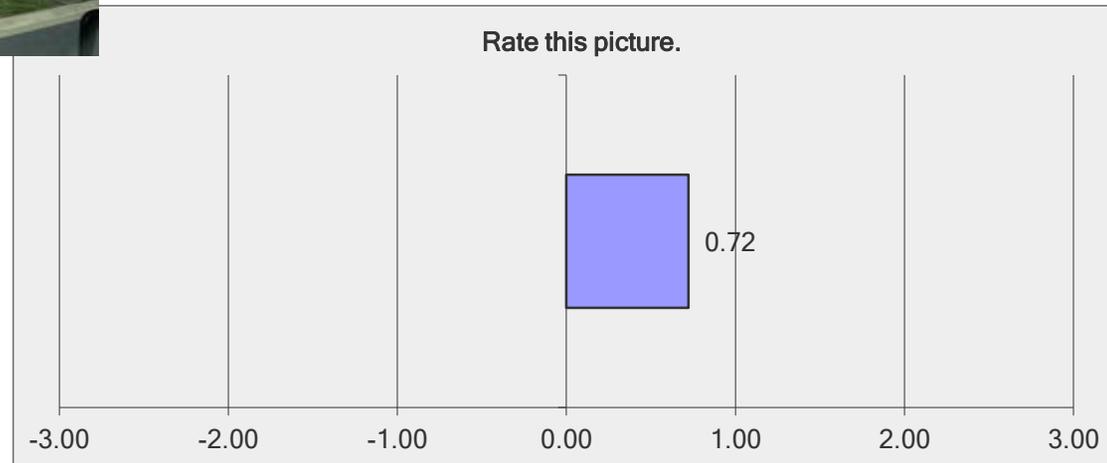
Answer Options	Response Count
	95
<i>answered question</i>	95
<i>skipped question</i>	36

- It's a series of ugly houses on postage stamp lots. Looks like a neighborhood in a sardine can.
- Too much, horrible looking garages in front. Too close together
- The one level structure with two car garage jutting out from the front is unattractive
- cookie cutter, all look alike, crowds people together
- dislike densely-packed, cheap-looking homes of the exact same model with garages protruding to the street. One side of this model has no windows. Sad looking
- Small unit with no curb appeal - All garage - low roof lines
- Single story rancher looks out of place for Stafford
- All the houses look the same...and I do not like houses that lead with a garage.
- the garage makes the house look really ugly, it is way too big
- structures looked ugly even though almost similar to C, boring no dimension
- It screams boring. There was no thought into making this look appealing or welcoming. And, I hate garage doors as focal points. It also says elderly. It is my hope when I need a home that size it at least looks inviting.
- Every house the same
- ugly - the garage doors are the largest feature
- I hate garages as the main focal point of a house
- Cookie cutter, too close together.
- Looks like the typical suburb home, little variety.
- overly prominent garages (tail wagging dog), repetitive/ boring setback and spacing among homes.
- garage in front same setback each house
- Garages are in front of the house. Strange set-up.
- It looks like a cluttered community of people in "cookie-cutter" homes. They are very close together and small. Why not combine large and small homes in the same neighborhood?
- Its really non descript... a lot of cookie cutter homes plopped down in a development.
- I can't stand such prominent double-car garages. I would much rather see the house. A garage is utilitarian and should never be before the Front Door Entrance, and is very uninviting. Build E instead if a smaller home is needed for affordability.
- all houses look alike, not keen on garage fronts being the prominent part of a house's facade
- Houses looked too close together
- Not inviting.
- Do not like houses that just have huge garage doors and not much else.
- Highly dense neighborhoods with frontage garages appears highly industrial and unwelcoming.
- garages stand out, short drive

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24) Rate this picture.

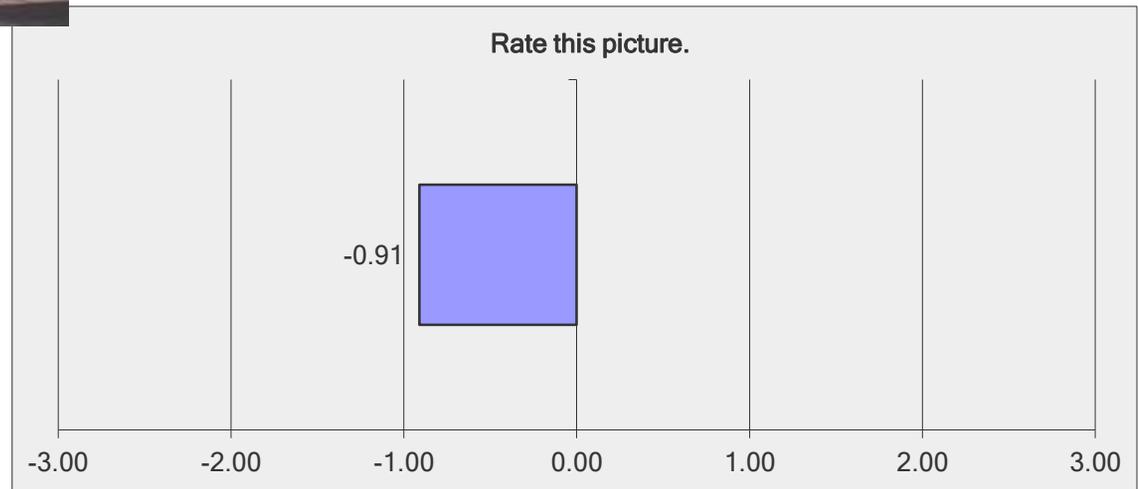
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	7	4	6	29	38	29	9	0.72	122
<i>answered question</i>									122
<i>skipped question</i>									9



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25) Rate this picture.

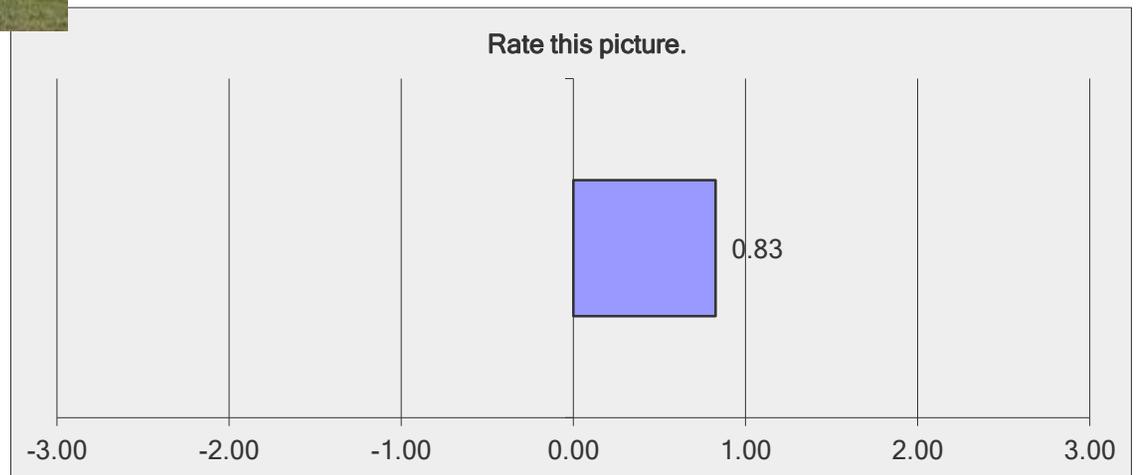
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	27	21	33	14	13	10	4	-0.91	122	
									<i>answered question</i>	122
									<i>skipped question</i>	9



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26) Rate this picture.

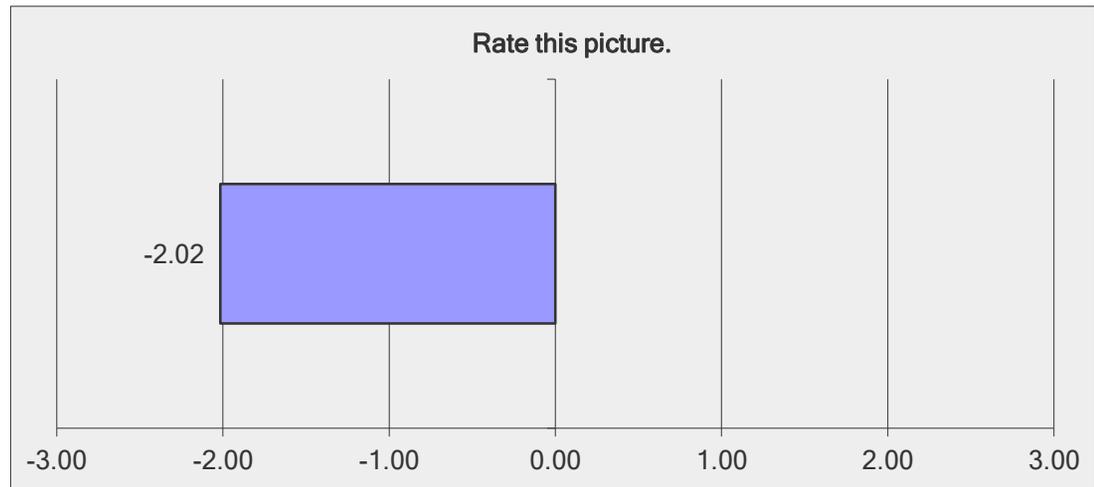
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	5	7	7	20	40	30	12	0.83	121	
									<i>answered question</i>	121
									<i>skipped question</i>	10



Architectural Design Guidelines - Stafford County, VA

27) Rate this picture.

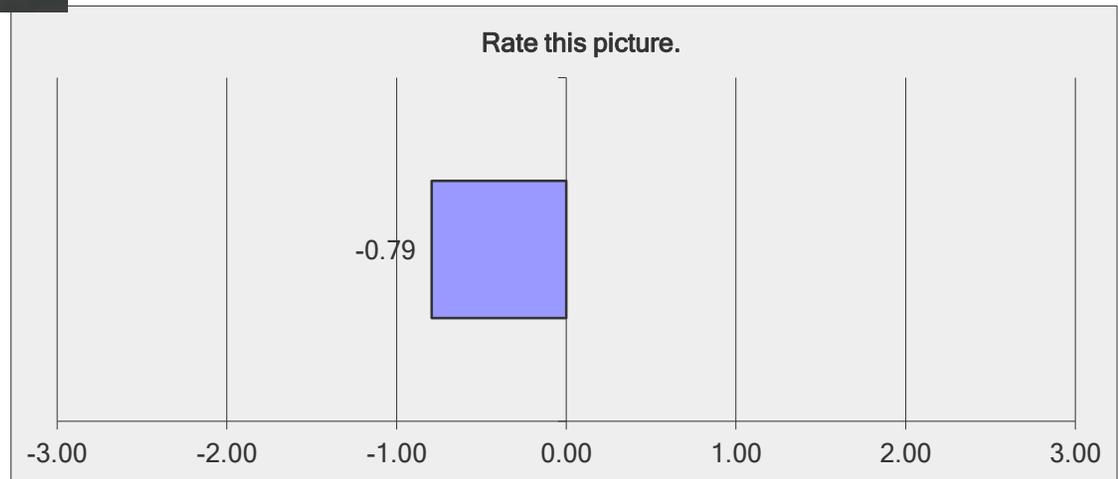
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	57	31	18	9	5	1	0	-2.02	121	
									<i>answered question</i>	121
									<i>skipped question</i>	10



Architectural Design Guidelines - Stafford County, VA

28) Rate this picture.

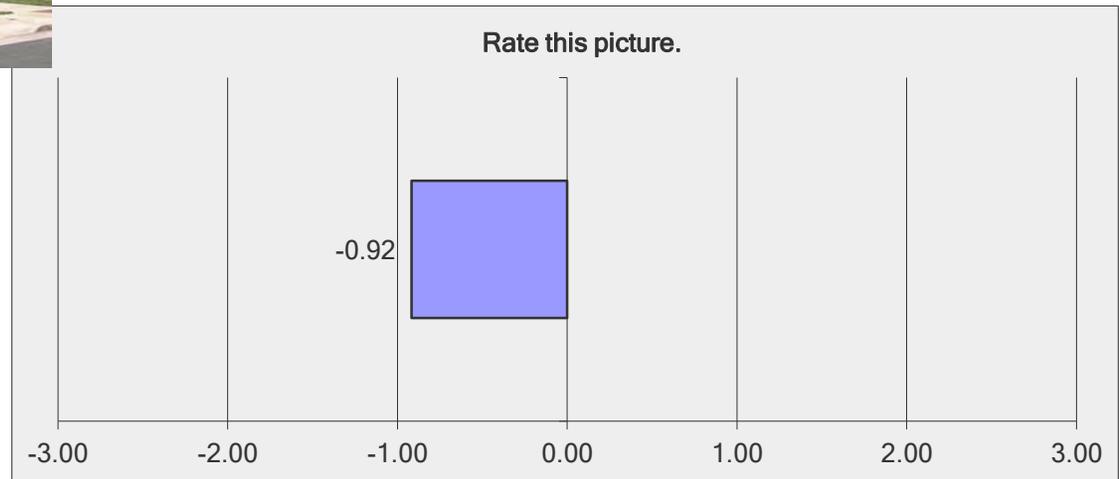
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	23	26	21	21	16	12	2	-0.79	121	
									<i>answered question</i>	121
									<i>skipped question</i>	10



Architectural Design Guidelines - Stafford County, VA

29) Rate this picture.

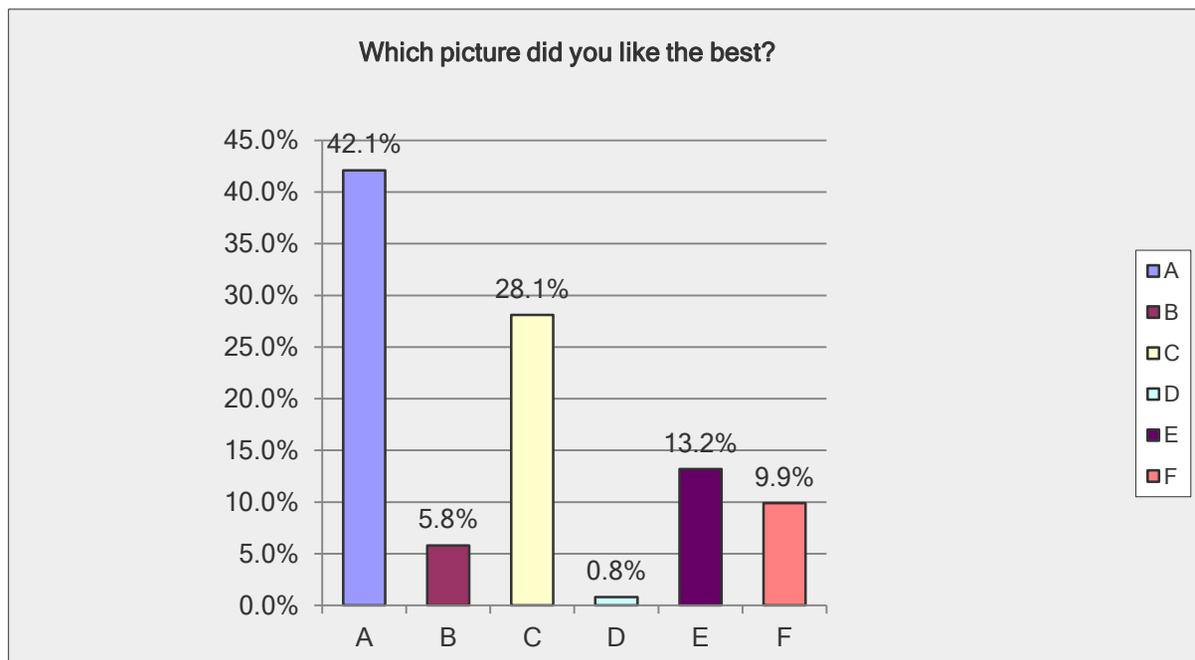
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	40	12	23	16	13	8	9	-0.92	121	
									<i>answered question</i>	121
									<i>skipped question</i>	10



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30) Which picture did you like the best?

Answer Options	Response Percent	Response Count
A	42.1%	51
B	5.8%	7
C	28.1%	34
D	0.8%	1
E	13.2%	16
F	9.9%	12
<i>answered question</i>		121
<i>skipped question</i>		10



Architectural Design Guidelines - Stafford County, VA

31) Why did you choose this picture?

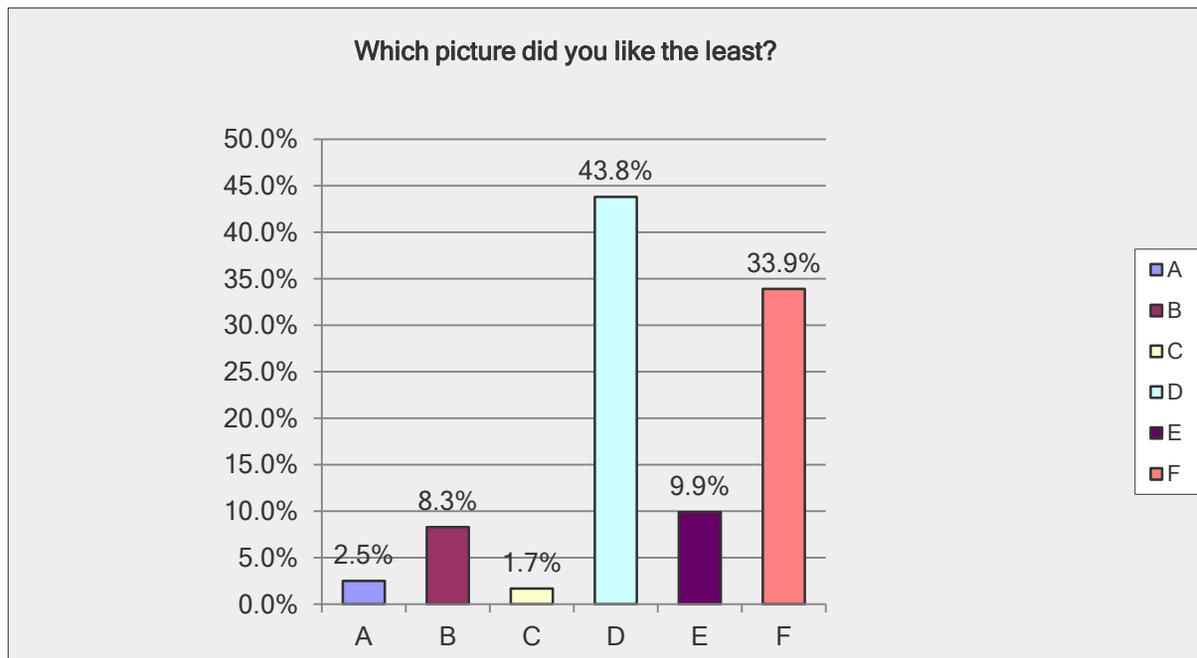
Answer Options	Response Count
	95
<i>answered question</i>	95
<i>skipped question</i>	36

- Gives you the sense of homes in the cities, everyone is different with its own personality
- looks inviting and clean
- TOWNHOUSES, BUT WITH A SMALL TOWN FEEL TO THEM, LIKE A VILLAGE.
- inviting front stoop directly to sidewalk, promotes neighborly communication
- They look nice and different. The steps to the door is a good touch. However, I'm concerned about parking. Is there a garage in the back? If not, then, B would be better.
- Historical, Georgetown feel, would go well with Stafford's colonial background.
- the units have some small distinction from each other, the landscaping adds to it. But a large complex which just repeats this theme would get tiresome.
- Two-story brick gives a downtown feel without being overwhelming in size. Staircase entrance gives a bit of privacy to the homes.
- If those are my only choices, then that's the best due to the varied designs.
- A better combination of exterior design touches with sidewalk/trees.
- The townhouse have some variety to their style.
- Higher off the main level and I like the landscaping.
- Landscaping, trees, character.
- A is very streamlined and looks neat. F is very modern in a pleasing way.
- I like the variety of home fronts, brown stone look. Appearance is of an established neighborhood
- Has that traditional look. Looks friendly. I like the front stoops and sidewalks and architectural details.
- Nice urban look with stoops and sidewalks close to the street
- None they all look absolutely horrible havens for crime and every thing bad about society
- Blends individualism of units
- each townhouse has a different look..
- The front door is inviting. The units are not cluttered w/cars or other junk for all to see as you have w/garages on the front
- mix of different front views.
- They look inviting. But I hate townhouses. Too many people, too much noise.
- The townhomes have a variety of elevations - both in style and in means the elevations were finished (brick, siding). I like the streetlight, the mailboxes in front of each home, and the landscaping. It shows that homeowners here care.
- Each unit is a bit different
- It has a nice mix of style and color. It could use even more of a mix up.
- I like A because it's not all matchy matchy. There is some versatility. The homes are clean and contemporary
- There is good variation on building style. Landscaping is attractive.

Architectural Design Guidelines - Stafford County, VA

32) Which picture did you like the least?

Answer Options	Response Percent	Response Count
A	2.5%	3
B	8.3%	10
C	1.7%	2
D	43.8%	53
E	9.9%	12
F	33.9%	41
<i>answered question</i>		121
<i>skipped question</i>		10



Architectural Design Guidelines - Stafford County, VA

33) Why did you choose this picture?

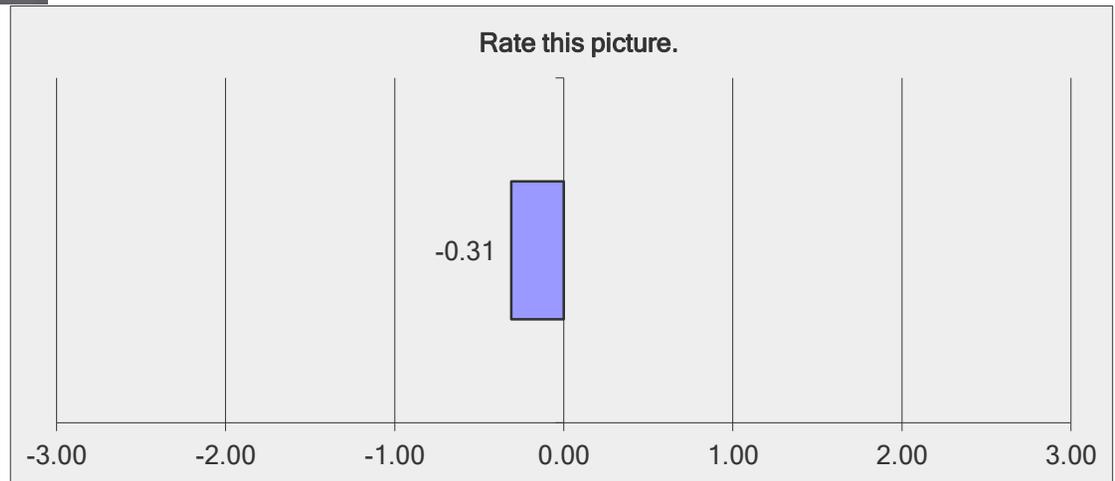
Answer Options	Response Count
	95
<i>answered question</i>	95
<i>skipped question</i>	36

- Looks cheap
- look rundown and cheap
- Old looking and worn looking
- Too much like low end projects from the 60s and 70s
- Architecturally dated.
- Old and ugly.
- Looks like low income trash
- Boring, Reminds me of low income housing
- Looks like a college apartment building
- Reminded me of war housing (WWII)
- E and F were close behind. Looks cheap- not classy.
- It looks like it is from the 1970's. We need to think about planning communities in a different way. This is not forward-thinking.
- Looks like cheap uninspired government housing.
- Roach Extended Stay Hotel. 'Nuff said? No, well how about it is just plain ugly and it looks like it is poorly constructed. People need some noise buffering, no matter how little they can afford, too.
- The housing looks outdated.
- I think this could be become a problem with lots of children. Overpowering
- looks like cheap low income apartments. no yard space for 2nd floor families;resulting in caring less for the home spaces.
- It looks trashy
- These townhomes look rundown and cheap.
- No variation. Gives the impression of low-income.
- Style is too borrowing not enough appeal. I personally wouldn't be interested in buying or renting a place that looks like this. Stafford county has large open spaces. Stafford county has to build up to be aesthetically pleasing.
- Cheap looking construction with front doors too close together. The shutter design is overused and too uniform to give individuality to the units.
- Cheap looking. Can have affordable housing without it looking run down and cheap.
- motel look, unbecoming look for stafford
- Too 1970 ish! Cheap siding and little style
- Low income appearance.
- Looks inexpensive
- typical low income units

Architectural Design Guidelines - Stafford County, VA

34) Rate this picture.

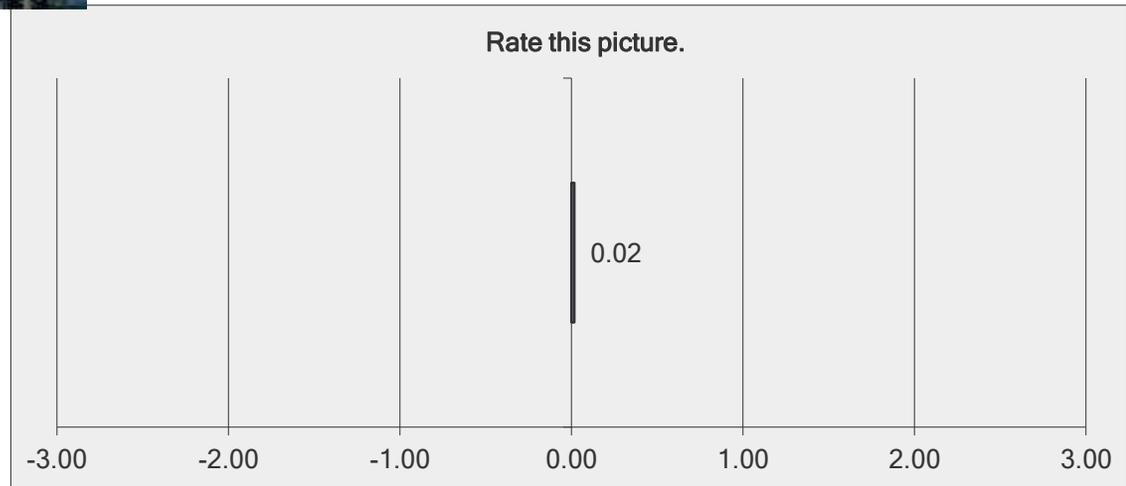
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	11	12	19	42	25	6	1	-0.31	116
<i>answered question</i>									116
<i>skipped question</i>									15



Architectural Design Guidelines - Stafford County, VA

35) Rate this picture.

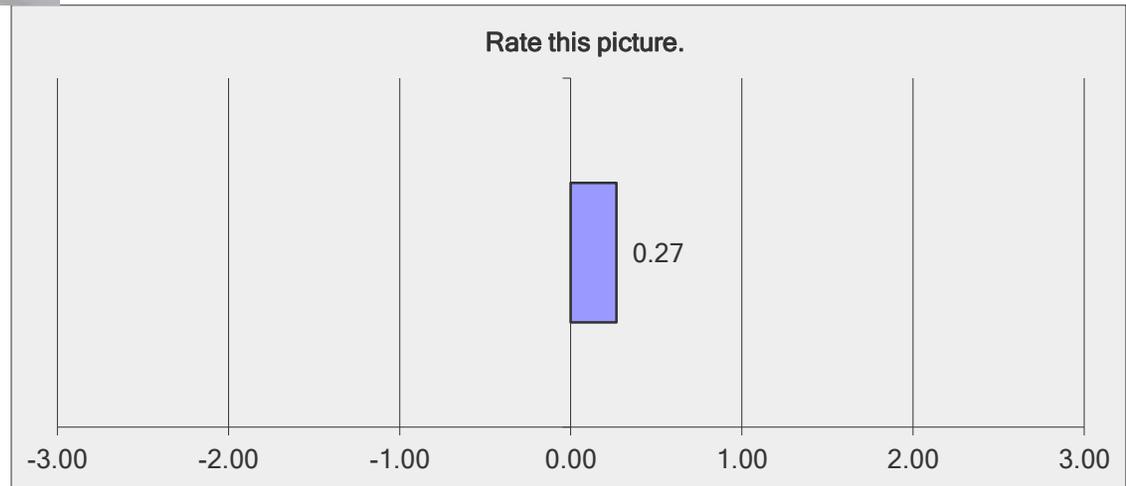
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	11	14	18	25	26	11	11	0.02	116
<i>answered question</i>									116
<i>skipped question</i>									15



Architectural Design Guidelines - Stafford County, VA

36) Rate this picture.

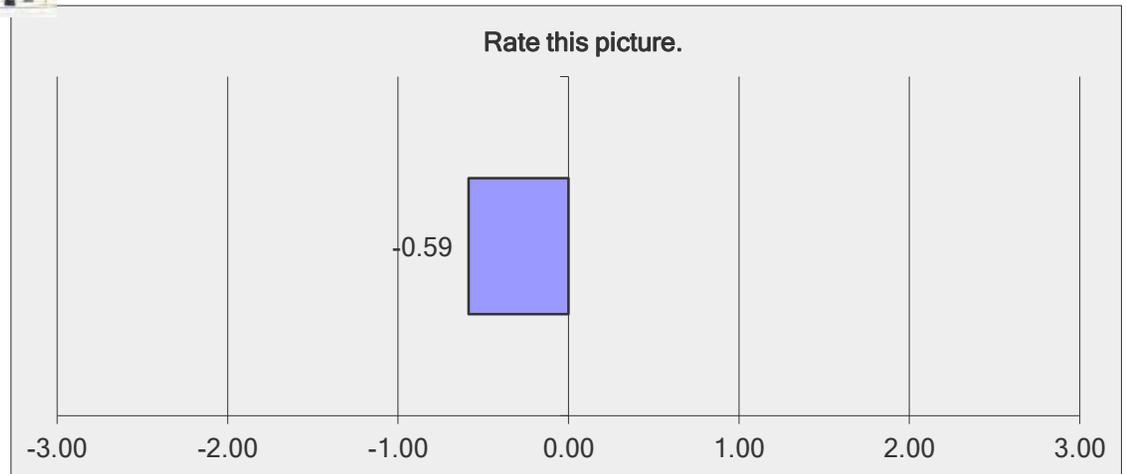
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	13	8	17	18	29	19	12	0.27	116	
									<i>answered question</i>	116
									<i>skipped question</i>	15



Architectural Design Guidelines - Stafford County, VA

37) Rate this picture.

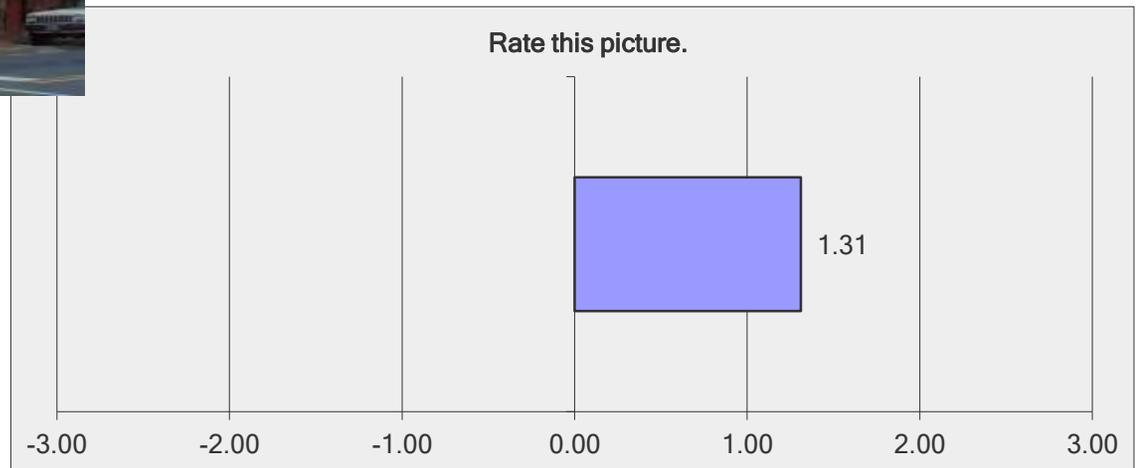
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	25	13	25	20	14	13	6	-0.59	116	
									<i>answered question</i>	116
									<i>skipped question</i>	15



Architectural Design Guidelines - Stafford County, VA

38) Rate this picture.

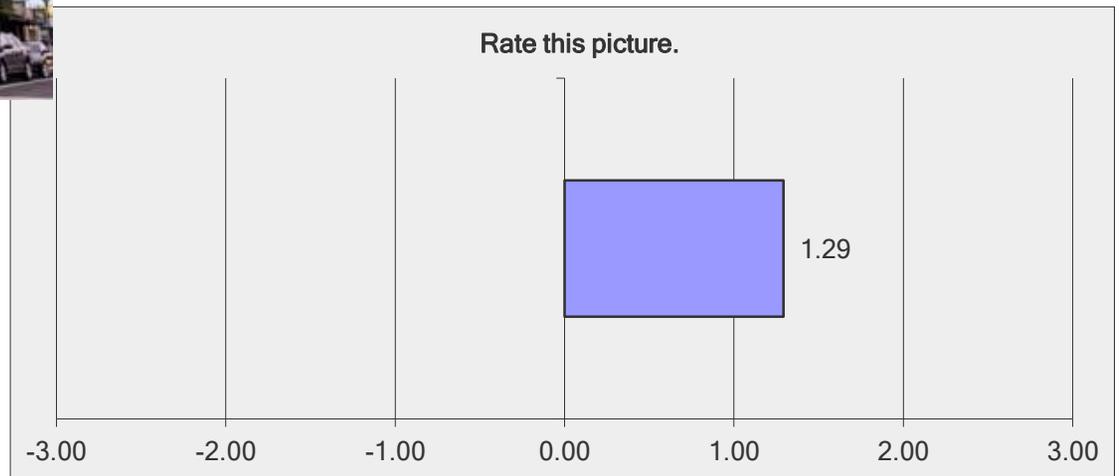
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	4	4	4	18	22	38	26	1.31	116	
									<i>answered question</i>	116
									<i>skipped question</i>	15



Architectural Design Guidelines - Stafford County, VA

39) Rate this picture.

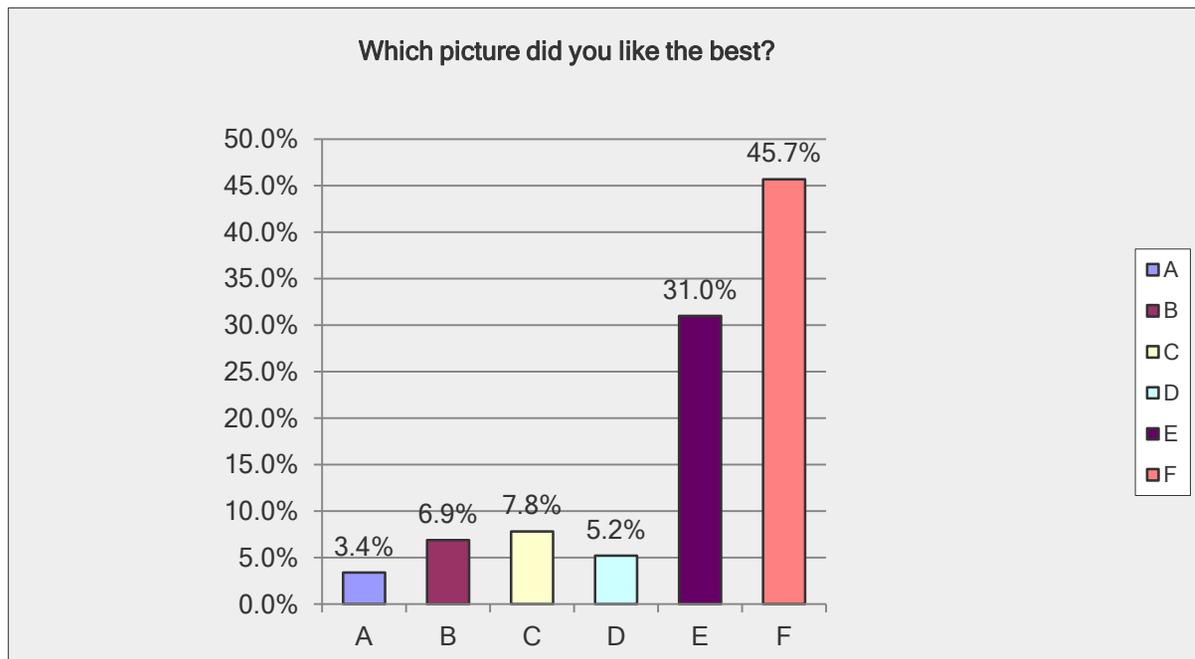
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	5	4	6	6	36	34	25	1.29	116
<i>answered question</i>									116
<i>skipped question</i>									15



Architectural Design Guidelines - Stafford County, VA

40) Which picture did you like the best?

Answer Options	Response Percent	Response Count
A	3.4%	4
B	6.9%	8
C	7.8%	9
D	5.2%	6
E	31.0%	36
F	45.7%	53
<i>answered question</i>		116
<i>skipped question</i>		15



Architectural Design Guidelines - Stafford County, VA

41) Why did you choose this picture?

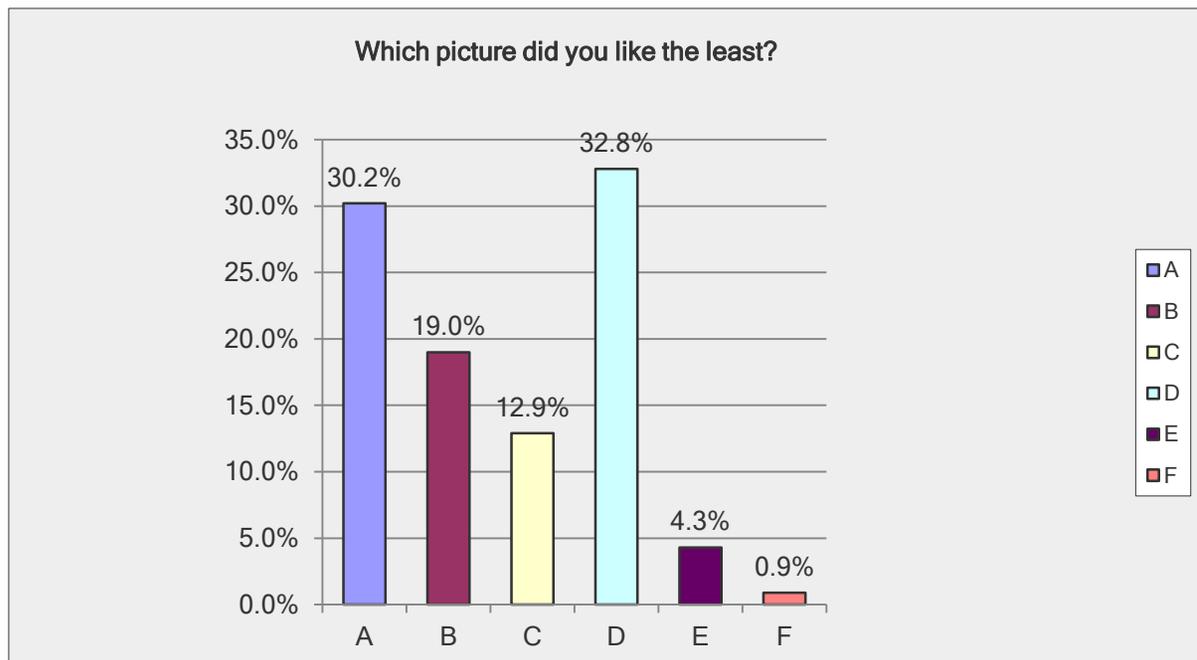
Answer Options	Response Count
	89
<i>answered question</i>	89
<i>skipped question</i>	42

- I prefer a mixture of businesses on the bottom, including different sizes with only one or two stories above them. An alley should be available to provide parking behind the buildings.
- It looks like it is open and airy, similar to the malls in Hawaii. It seems so refreshing.
- Pedestrian- Friendly yet in human proportions
- The buiding shows an attractive use of a corner. The image is warm and inviting.
- Old fashioned with a modern touch
- like the glass and brick mix and the open lower level
- good use of multipurpose space--style ties in with historical image of Stafford--where's the parking?
- Good mix of traditional and modern combination.
- best combination of traditional & current look. useful design.
- I like the modern flare, but the use of bricks still gives it a traditional styling.
- very contemporary. Updated Old Town feel
- Modern yet it has a small town feel as well
- This has interesting architectural lines and is visually something people would like to look at and visit. The entryway looks very light and inviting.
- It is modern yet traditional.
- Main street look with a modern twist. Great look
- Very modern and inviting. Makes Stafford look like it is a current and forward thinking location.
- I like the design great for storefront shopping and office space. Most people when shopping for a resident property to rent or buy want a balcony, if it's a condo or apartment. My experience as a Realtor has taught me this.
- construction and look of building
- A new version of classic, with nice brick details but modern lines and style.
- I like the mixed use design
- It has a great welcoming feel and adds modern elements.
- This is very modern and unique yet appears functional
- This appeals to me. It makes me want to walk down the street and check out the various establishments.
- Like that it's upscale w/out being too austere.
- Looks modern without being too big city.
- It looks clean and modern yet fits the colonial era of Stafford County. I would go shopping there!
- I like brick w/ the modern flair, trees, sidewalk detail. Nice downtown feel.
- I prefer the architecture of the bricks and glass on this commercial/residential unit. I like the inviting, glass commercial area on bottom.

Architectural Design Guidelines - Stafford County, VA

42) Which picture did you like the least?

Answer Options	Response Percent	Response Count
A	30.2%	35
B	19.0%	22
C	12.9%	15
D	32.8%	38
E	4.3%	5
F	0.9%	1
<i>answered question</i>		116
<i>skipped question</i>		15



Architectural Design Guidelines - Stafford County, VA

43) Why did you choose this picture?

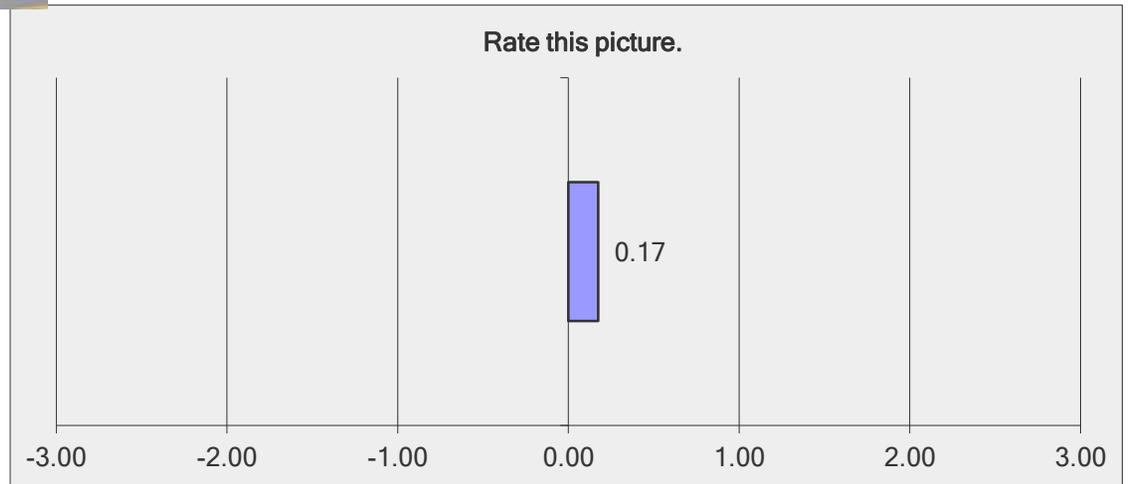
Answer Options	Response Count
	89
<i>answered question</i>	89
<i>skipped question</i>	42

- Reminds me of some buildings I saw in European cities. boxy and cold.
- Cold, sterile, institutional, Soviet-bloc appearance. No brick
- Looks more big city.
- Too urban for Stafford
- As said before, save the modern designs for a larger city. Doesn't fit in here.
- Too flashy
- This would work well in say Tysons Corner..but not Stafford. The large size and odd colors would seem out of place...
- too modern, too high of structure, color, "porches"
- Not my taste
- Too modern. Not appealing to me.
- Horrible urban design i would not call the fire department if i saw building like this burning
- Too urban. Looks like a prison with color!
- Belongs in an urban environment.
- looks last century, trying to update
- Design and color. Too city-like.
- Look too far from existing architecture
- To block design and square for a town wanting to keep a small town feeling but have all the great amenities that Woodbridge and Fredericksburg have.
- Too yellow, too patterned, too boxy.
- way too modern for the area
- I don't like to think of a suburban county as having a need for 5 story buildings, period.
- Gaudy
- It's just God Awful. Cold and looks like it belongs in a industrial area.

Architectural Design Guidelines - Stafford County, VA

44) Rate this picture.

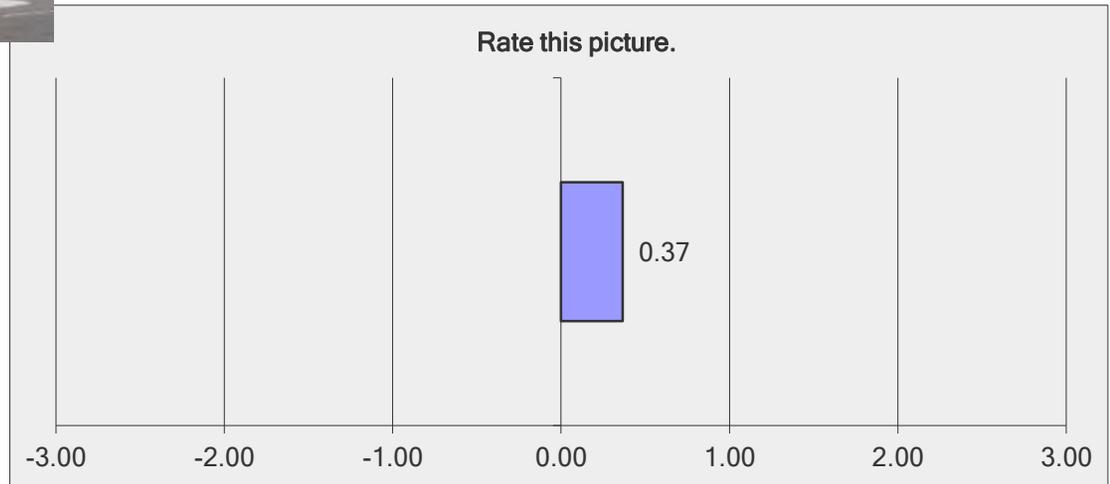
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	8	7	13	42	24	16	5	0.17	115	
									<i>answered question</i>	115
									<i>skipped question</i>	16



Architectural Design Guidelines - Stafford County, VA

45) Rate this picture.

Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	8	2	19	28	32	21	5	0.37	115	
									<i>answered question</i>	115
									<i>skipped question</i>	16



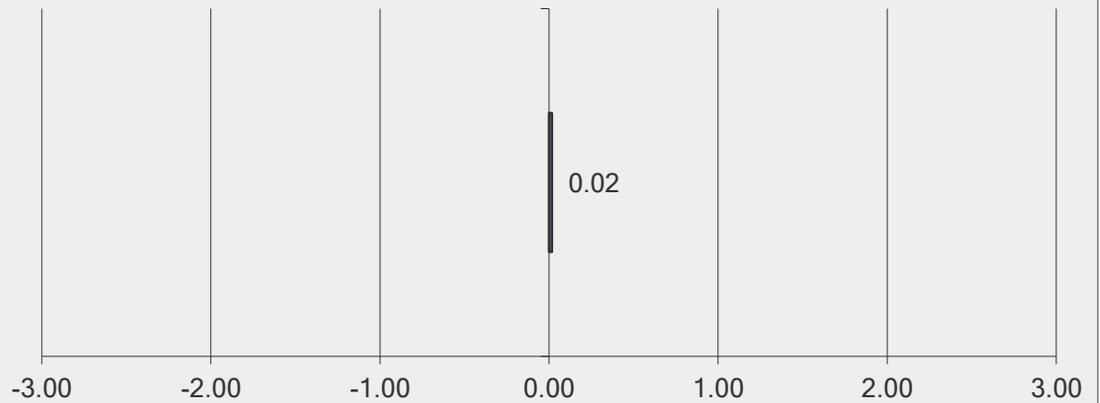
Architectural Design Guidelines - Stafford County, VA

Rate this picture.

Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	5	8	24	36	28	13	1	0.02	115	
									<i>answered question</i>	115
									<i>skipped question</i>	16



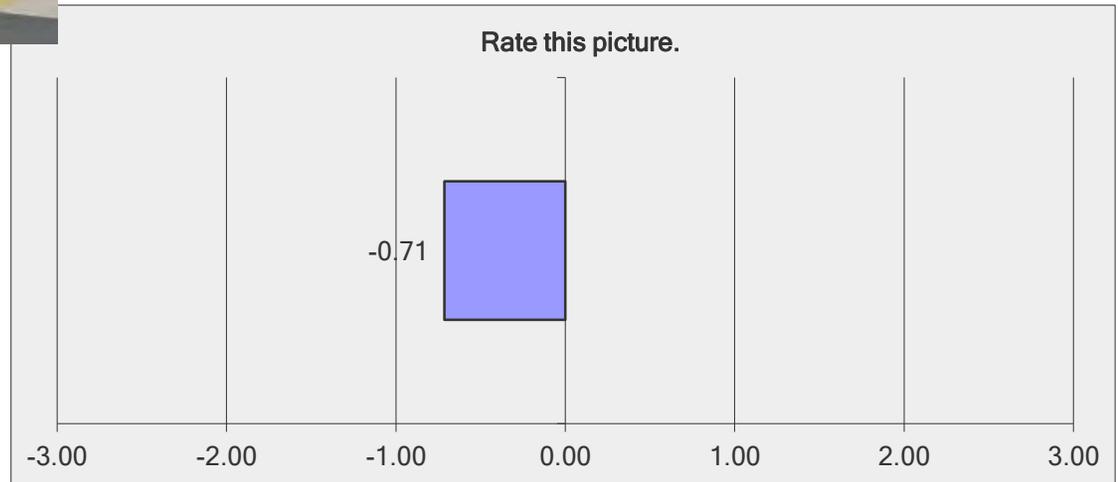
Rate this picture.



Architectural Design Guidelines - Stafford County, VA

47) Rate this picture.

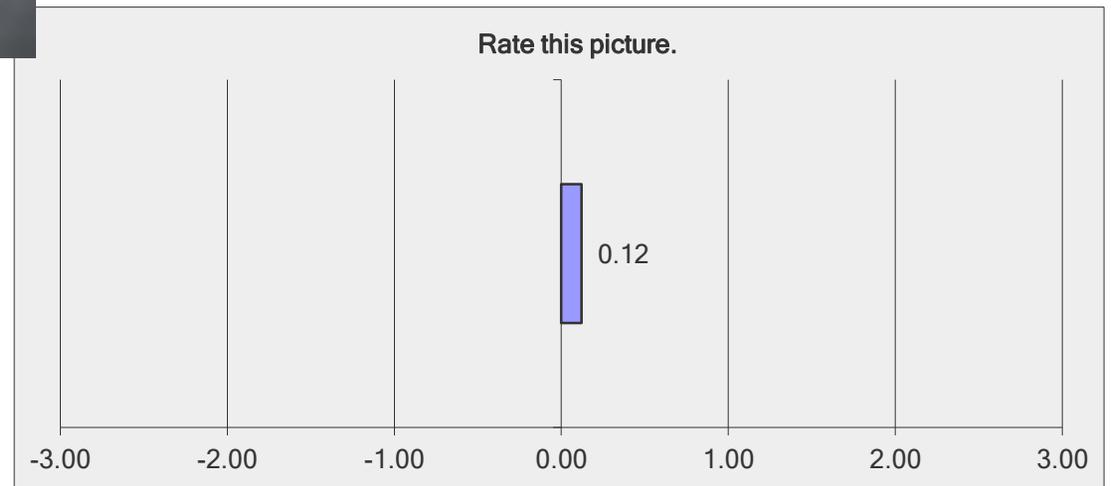
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	23	10	29	27	17	8	1	-0.71	115	
									<i>answered question</i>	115
									<i>skipped question</i>	16



Architectural Design Guidelines - Stafford County, VA

48) Rate this picture.

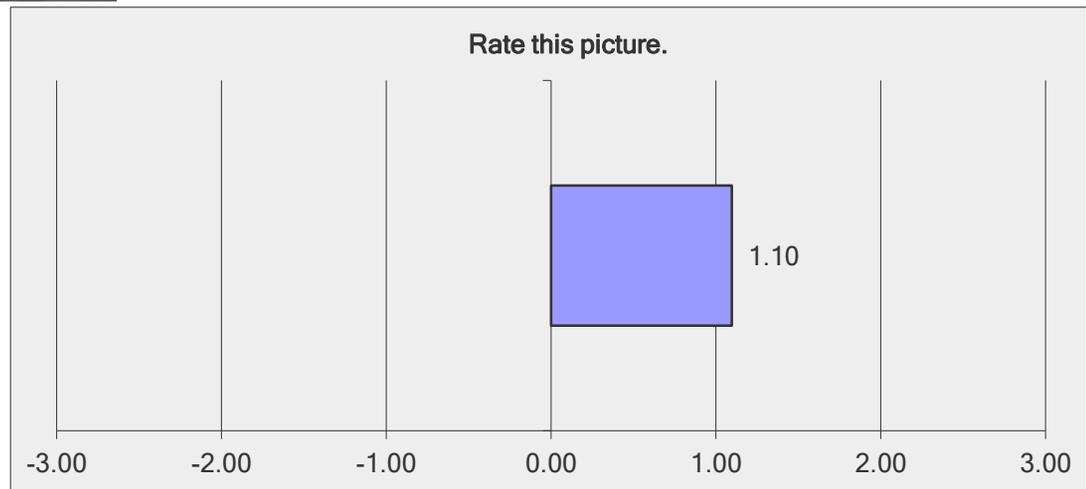
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	6	3	17	47	32	7	3	0.12	115	
									<i>answered question</i>	115
									<i>skipped question</i>	16



Architectural Design Guidelines - Stafford County, VA

49) Rate this picture.

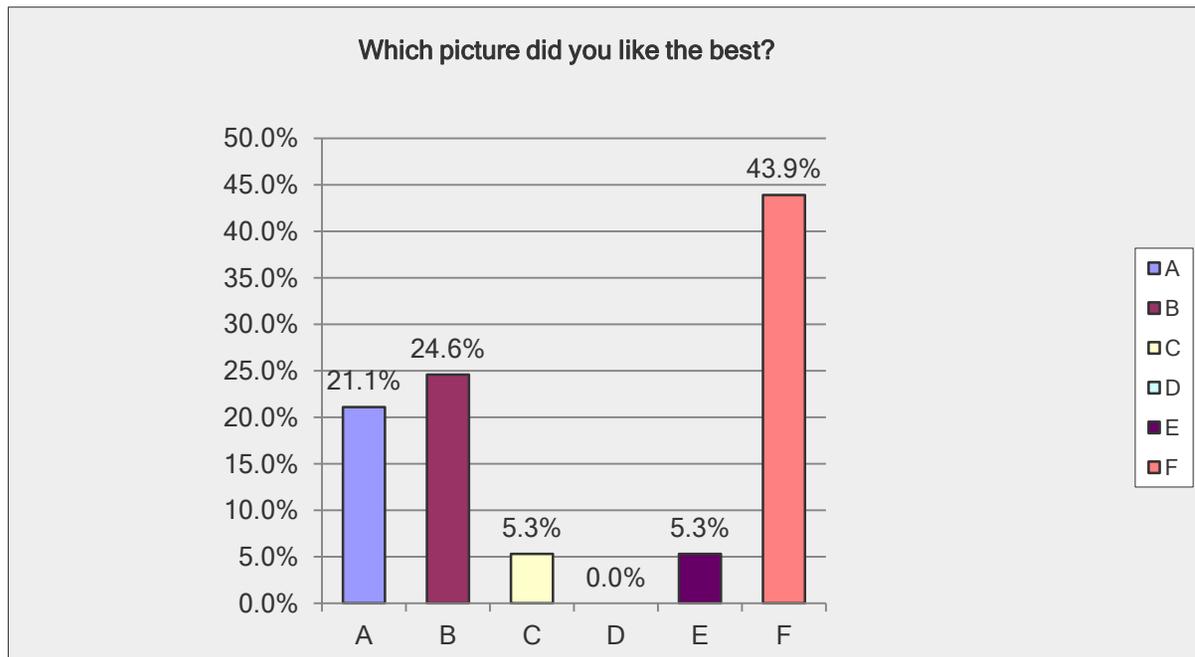
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	3	2	6	12	52	25	14	1.10	114	
									<i>answered question</i>	114
									<i>skipped question</i>	17



Architectural Design Guidelines - Stafford County, VA

50) Which picture did you like the best?

Answer Options	Response Percent	Response Count
A	21.1%	24
B	24.6%	28
C	5.3%	6
D	0.0%	0
E	5.3%	6
F	43.9%	50
<i>answered question</i>		114
<i>skipped question</i>		17



Architectural Design Guidelines - Stafford County, VA

51) Why did you choose this picture?

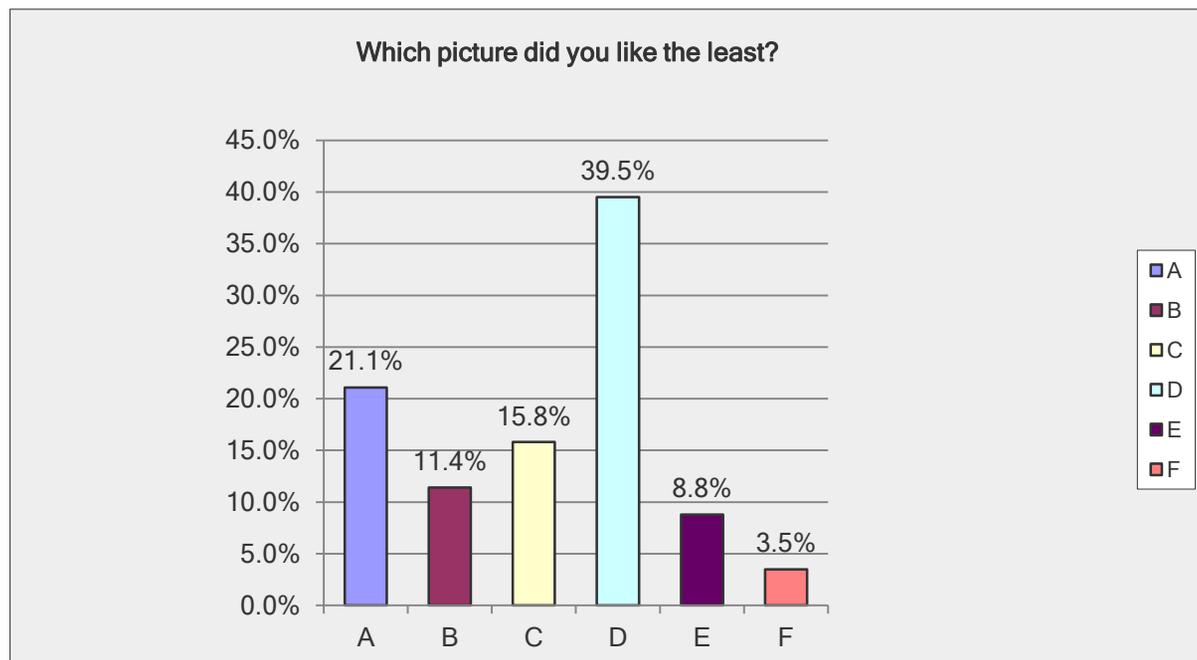
Answer Options	Response Count
	78
<i>answered question</i>	78
<i>skipped question</i>	53

- Looks like a traditional building, can blend in with any neighborhood.
- Again, fits our traditional, historical past.
- I like the colonial look yet it is up to date and modern. Also prefer the red brick look.
- in keeping with the colonial look that Virginia is known for but still modern looking
- Classic and clean will never go out of style
- Blends with communities best
- Brick good for a historic community stylish
- It gives a little hint of the history of the area.
- Stately and warm
- Pleasant design although devoid evergreen plants.
- Makes sense in our historical area and I like the look.
- It is colonial looking but it needs better landscaping
- Fits into the area's character.
- brick, roofline, open feeling curved windows
- Because it is a timeless design and will not grow dated.
- I like the brick structure best. Would fit in my view of a home town. Pic E close second. Not obtrusive.
- Has that traditional architecture that should be in this historical area. Feels inviting.
- Looks like something you would see in Williamsburg (something similar to historic looking).
- the architecture, style and brick
- Not really impressed with any, but this one looks a bit more individualistic.
- I like the brick and the detail on the windows.
- All are bad, but this as a semi-traditional look.
- Classic "eastern" look made with bricks which are long lasting and don't look run down
- Like the lines of the building mixing old with the new.
- This building shows more classical design and even has details in the brickwork. I like the small windows above the door and front windows. The shingles are the color of slate.
- Old town feel
- Has some interest, not all brick/glass and cold looking
- Distinctive without gawdiness
- The building is well proportioned and uses high quality materials.

Architectural Design Guidelines - Stafford County, VA

52) Which picture did you like the least?

Answer Options	Response Percent	Response Count
A	21.1%	24
B	11.4%	13
C	15.8%	18
D	39.5%	45
E	8.8%	10
F	3.5%	4
<i>answered question</i>		114
<i>skipped question</i>		17



Architectural Design Guidelines - Stafford County, VA

53) Why did you choose this picture?

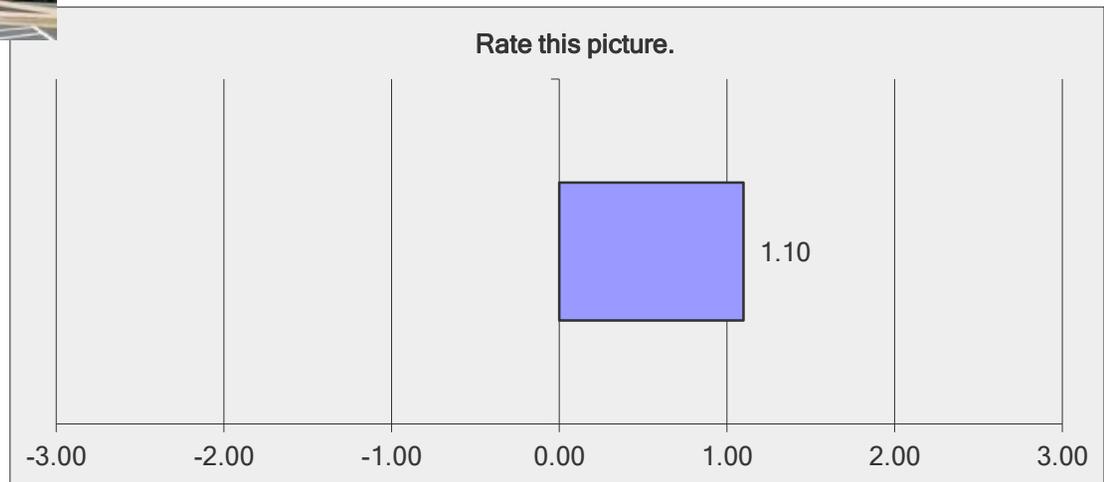
Answer Options	Response Count
	81
<i>answered question</i>	81
<i>skipped question</i>	50

- No imagination used in the design.
- just too plain
- See these everywhere.
- No strong character
- Dull.
- Some old buildings
- soulless
- Says "Strip Mall"
- Looks like a brick box with no windows.
- The photo speaks for itself.
- Boxy and cheap
- Yet another brick box. This set combines various types of commercial buildings and various uses. However a pad site building can be built with more interest than a cube - especially if it will be placed in typical pad site location as on street frontage.
- Too boxy.
- Ugly is not inviting to go into
- does not fit it's use and looks disjointed
- Buildings like this are a deterrent to people who want to move to a nice new modern location.
- An unsuccessful example of trying to blend the business identity with the history of this region. Neither the business nor the history are well represented.
- Plain, no character, block design, boring.
- Needs a update on it's architecture.
- well, it's a 7-11. nothing noteworthy about it.
- Run down looking
- Very box like
- This seems to be a clash between a convenience store, with brick and stone details and a metal roof, and the modern signage. I just don't think it works well.
- It looks like a box that was set there and not much thought was given to it.
- No architectural design.
- too blocky

Architectural Design Guidelines - Stafford County, VA

54) Rate this picture.

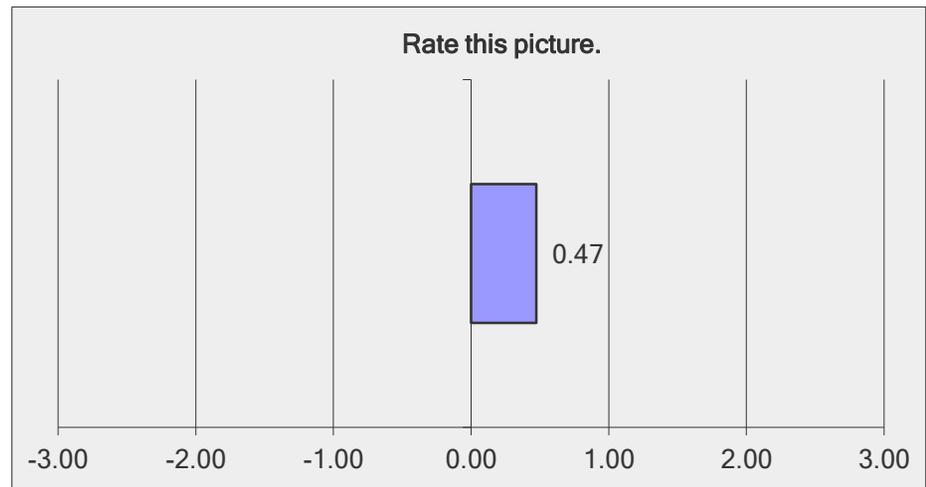
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	4	1	7	20	34	28	18	1.10	112	
									<i>answered question</i>	112
									<i>skipped question</i>	19



Architectural Design Guidelines - Stafford County, VA

55) Rate this picture.

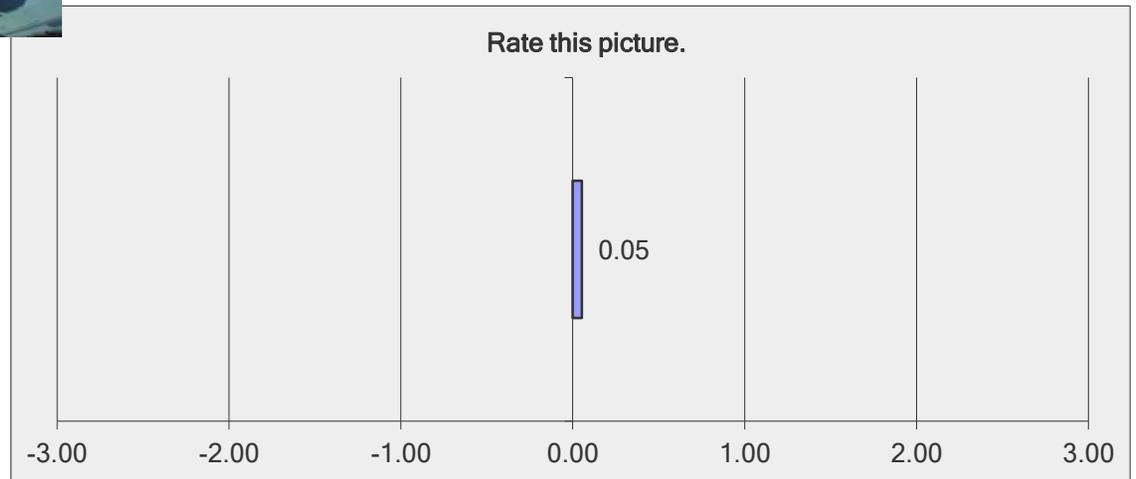
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	9	5	9	23	40	19	7	0.47	112	
									<i>answered question</i>	112
									<i>skipped question</i>	19



Architectural Design Guidelines - Stafford County, VA

56) Rate this picture.

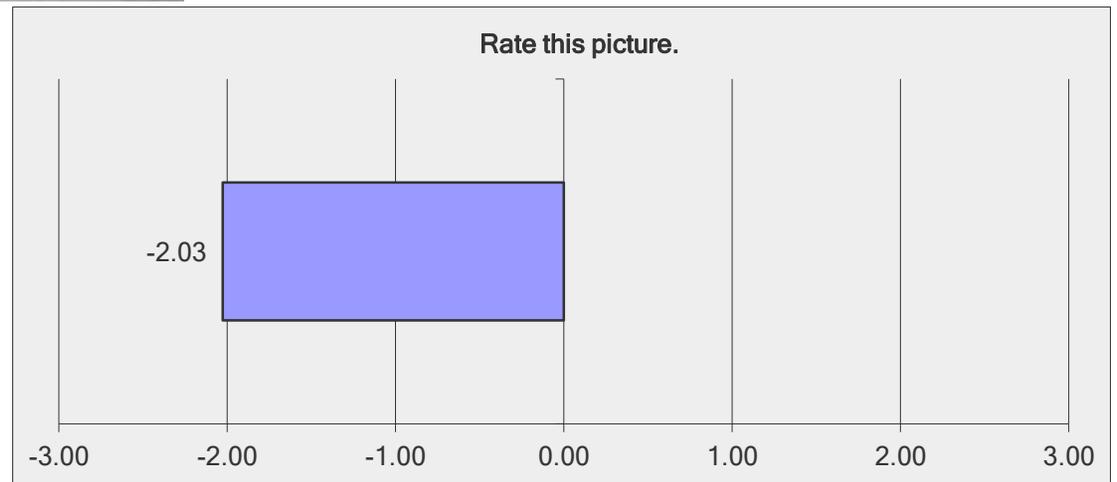
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	7	11	13	31	40	8	2	0.05	112	
									<i>answered question</i>	112
									<i>skipped question</i>	19



Architectural Design Guidelines - Stafford County, VA

57) Rate this picture.

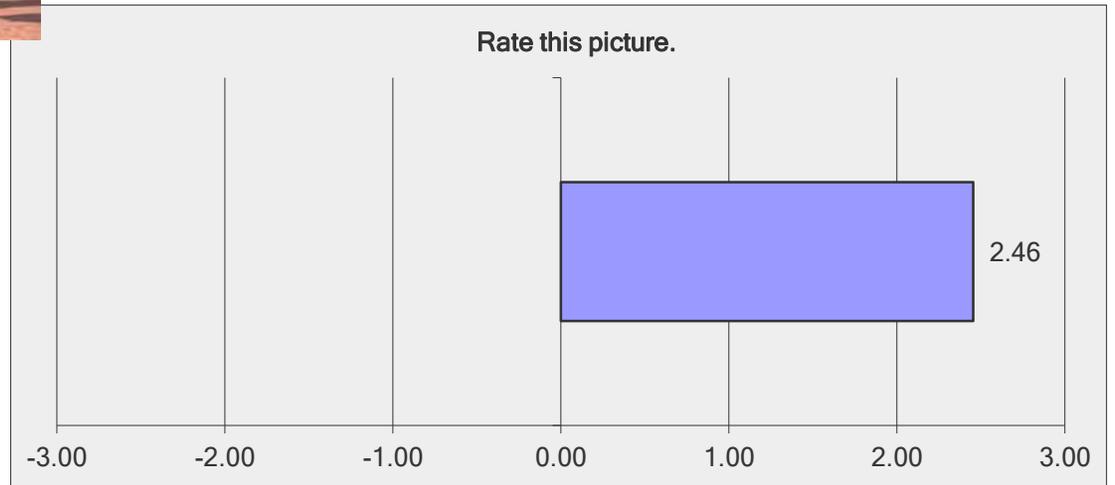
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	61	16	20	11	1	2	1	-2.03	112	
									<i>answered question</i>	112
									<i>skipped question</i>	19



Architectural Design Guidelines - Stafford County, VA

58) Rate this picture.

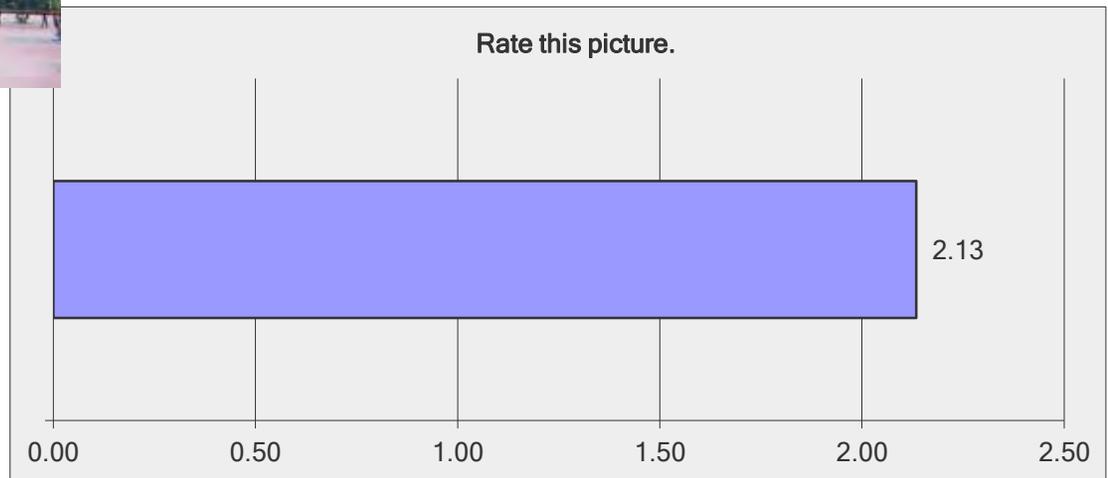
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	1	0	1	1	11	26	72	2.46	112
<i>answered question</i>									112
<i>skipped question</i>									19



Architectural Design Guidelines - Stafford County, VA

59) Rate this picture.

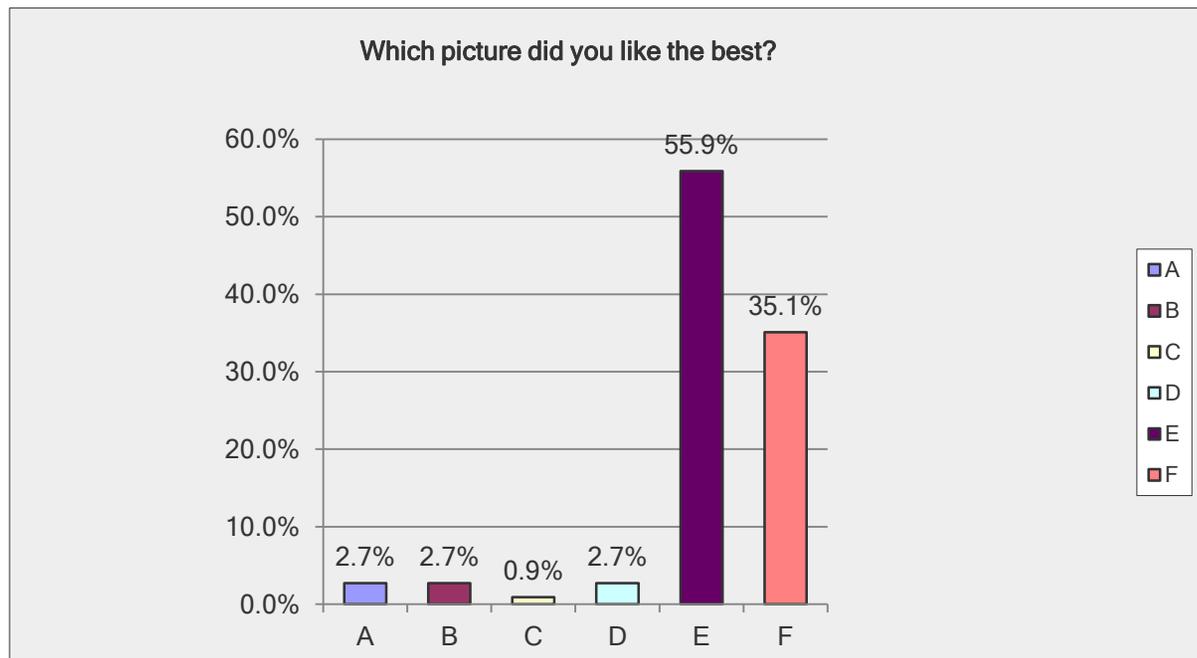
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	2	1	1	5	15	31	57	2.13	112	
									<i>answered question</i>	112
									<i>skipped question</i>	19



Architectural Design Guidelines - Stafford County, VA

60) Which picture did you like the best?

Answer Options	Response Percent	Response Count
A	2.7%	3
B	2.7%	3
C	0.9%	1
D	2.7%	3
E	55.9%	62
F	35.1%	39
<i>answered question</i>		111
<i>skipped question</i>		20



Architectural Design Guidelines - Stafford County, VA

61) Why did you choose this picture?

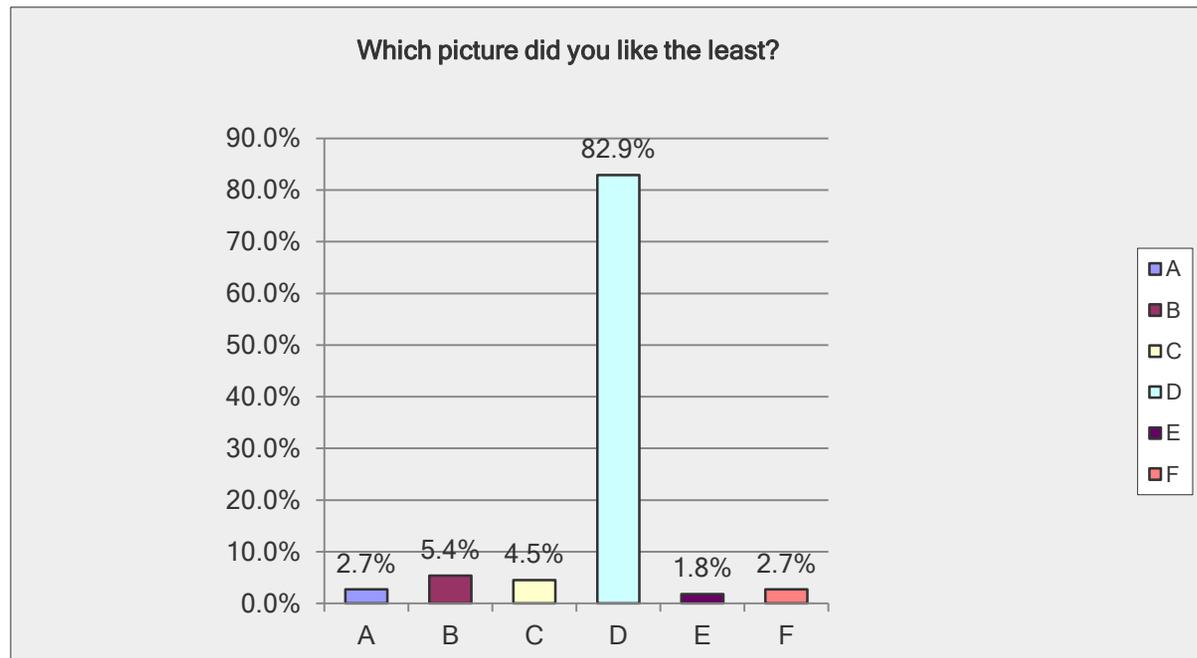
Answer Options	Response Count
	81
<i>answered question</i>	81
<i>skipped question</i>	50

- Looks European. Nice open-air design. Inviting.
- It looks like Main Street USA, a nice place to relax and shop
- Like old traditional storefront look with pedestrian-only space to meander and mingle. Like idea of parking building in back.
- plenty of sidewalk room and places to install bike racks for bike travel
- I like a retail shopping area where you can walk and eat outside, sit and enjoy the scenery and yet have a small town atmosphere. "F" would be a close second.
- It offers everything- nice looking buildings, bike/walkways, and the option for eating outdoors at individually owned restaurants, not the box stores like Applebees etc.
- Has character, no vehicles, variety and nice gathering places for people
- I like the town-like atmosphere and the walkability.
- Traditional commercial space made pedestrian friendly
- Walkable multi-use neighbourhood
- Creative buildings. We need to think in a more European way in regards to architecture. Pleasing to the eye and open and inviting. People want to walk around there. Trees are important, and benches welcome people to just visit. Bikes are welcome and it's wide sidewalks in brick are nice too. Is that a shadow of a street lamp?
- Great mix of sidewalk, outdoor cafes, seating areas.
- Looks like it would attract a tourist crowd as well as the high-end shoppers for its quaint appearance and it has the look of a long-standing business. I do also like F, though, which radiates success. But will people really spend more money? And there are not enough mature trees. Big difference in that.
- most "hometown" community feeling.
- Wide sidewalks, benches, very tourist and patron friendly environment.
- Cozy, walking distance stores, home town feel. Store fronts vary, not cookie cutter.
- traditional, and high quality without being stuffy
- It brings a little of the small town along with an upscale feeling and a wonderful touch of nature.
- A balance - the ideal of a mixed type of area which I have seen in Columbia, Missouri. Presumably this is what Aquia Town Centre would be like - if ever built.
- Overall it gives more of a feeling of, I'd like to go there. Not sterile. Friendly.
- I like the brick walkway, the classic design of the buildings, the canopies over the windows, the plants and trees that are part of the picture. It has a very inviting look to it.
- Love the town square concept
- It has a great downtown feel and incorporates a public plaza for gathering.
- Human scale and contact. Very pedestrian friendly.
- This picture shows ideal pedestrian space with interesting achitecture. This is a destination for shoppers to enjoy.

Architectural Design Guidelines - Stafford County, VA

62) Which picture did you like the least?

Answer Options	Response Percent	Response Count
A	2.7%	3
B	5.4%	6
C	4.5%	5
D	82.9%	92
E	1.8%	2
F	2.7%	3
<i>answered question</i>		111
<i>skipped question</i>		20



Architectural Design Guidelines - Stafford County, VA

63) Why did you choose this picture?

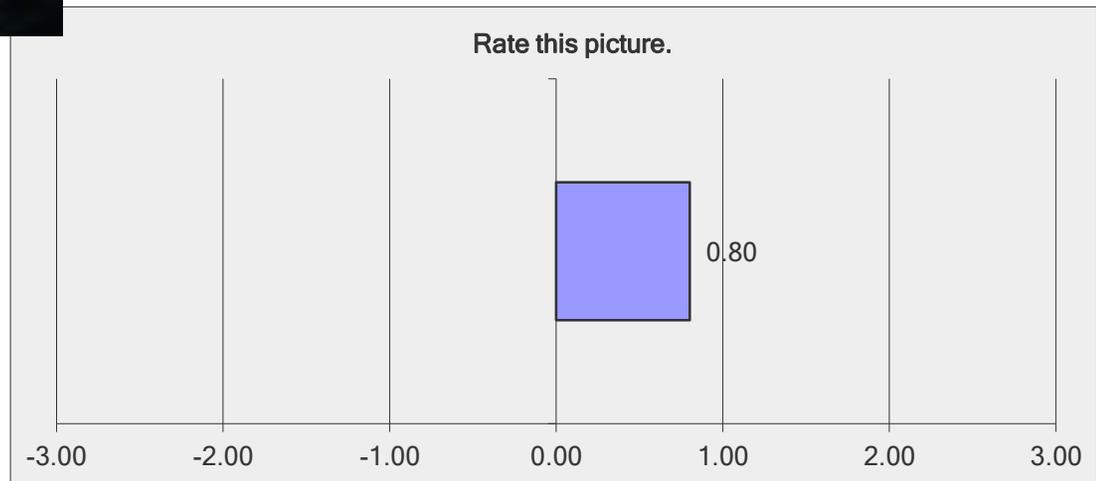
Answer Options	Response Count
	81
<i>answered question</i>	81
<i>skipped question</i>	50

- looks cheap and crowded, screams "cheap strip mall"
- Old and tired. Not keeping with a more traditional style
- TYPICAL STRIP MALL - UGH.
- Looks old and run down.
- Not pedestrian friendly. Already looks dated.
- flat, old, ugly, does not do anything for the businesses to entice you to shop and visit, A, B, E, F welcomes you to visit and shop as well as stay for a while
- When I see this, I think, I'm not stopping there; it may not be safe. I think crime, dirty and outdated.
- Is this really the image you want to "move forward" with?
- Looks like no thought went into the design, just what is cheap, easy to build
- Cluttered space, no architectural interest, NOT pedestrian friendly
- Does not make good use of space (single-story with inadequate parking). No green space and building architecture non-existent: looks like a long trailer.
- It was only built for people to swing by quickly and spend their money on gas. Nothing to see here. No reason to stay.
- Long and uninteresting...cars are the focus
- Ugly. No architectural interest. Too much asphalt; too little shade trees.
- There is nothing attractive about that shopping area and cars getting gas could have accidents with the shoppers.
- parking too close to gas pumps, squatty looking flat roof, asphalt
- Strip malls mean in and out shopping only, no money will be made in areas like this, plus they are an eye sore as some stores usually end up closing
- looks cheap and the kinds that nondescript stores will go into.
- Very old structure and style not appealing, I would not be interested in shopping in this type of structure appears to be run down. Does not appear to be a professional place to shop.
- Run down looking, boring, plain, not attractive, I would miss when I drive by what stores are even in there. Nothing to draw my attention to for me to want to buy from there.
- Garish!
- No personality. Strip mall. Just cold uninviting.
- This is a cookie cutter copy of dozens of other little strips with gas station, dry cleaner, restaurant, and nail salon. I would rather not see more of this built. We also need to encourage the shop owners to take pride in their business' appearance.
- It's cheesy, tacky, low class looking
- It's your typical terrible strip mall.
- Ugly gas station shopping center. Eye sore
- I hate the look of this building. It looks like it was just erected for the profit without a sense of the community.

Architectural Design Guidelines - Stafford County, VA

64) Rate this picture.

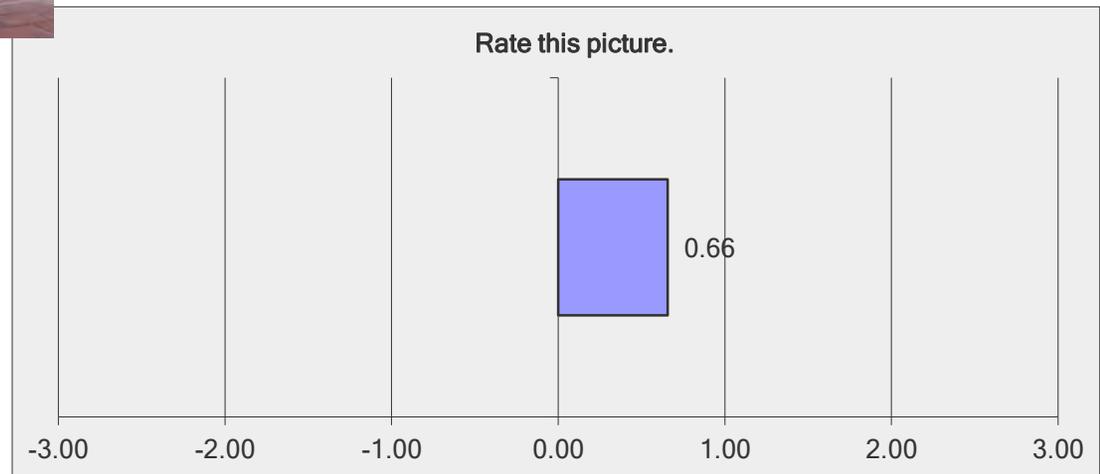
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	6	2	7	26	33	26	11	0.80	111
<i>answered question</i>									111
<i>skipped question</i>									20



Architectural Design Guidelines - Stafford County, VA

65) Rate this picture.

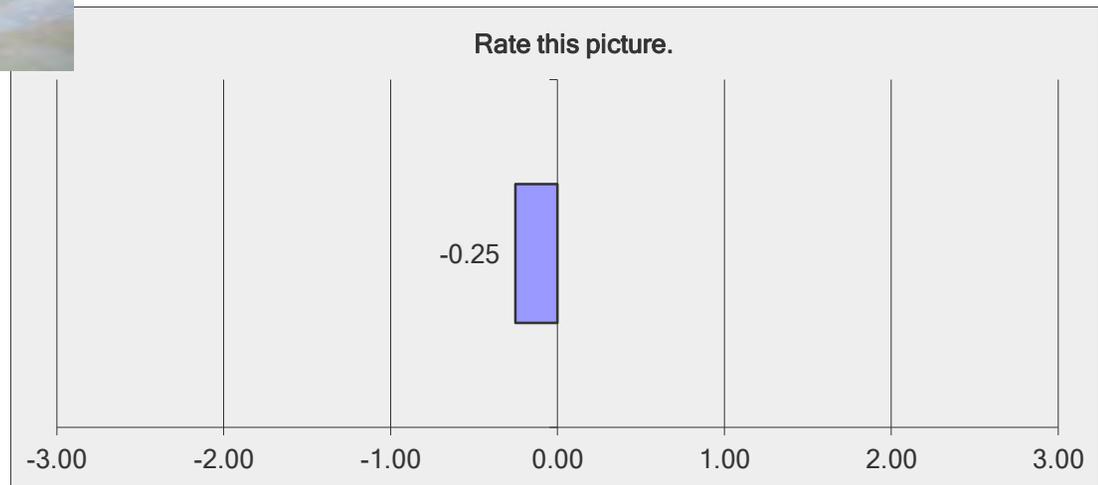
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	8	7	9	18	29	29	11	0.66	111
<i>answered question</i>									111
<i>skipped question</i>									20



Architectural Design Guidelines - Stafford County, VA

66) Rate this picture.

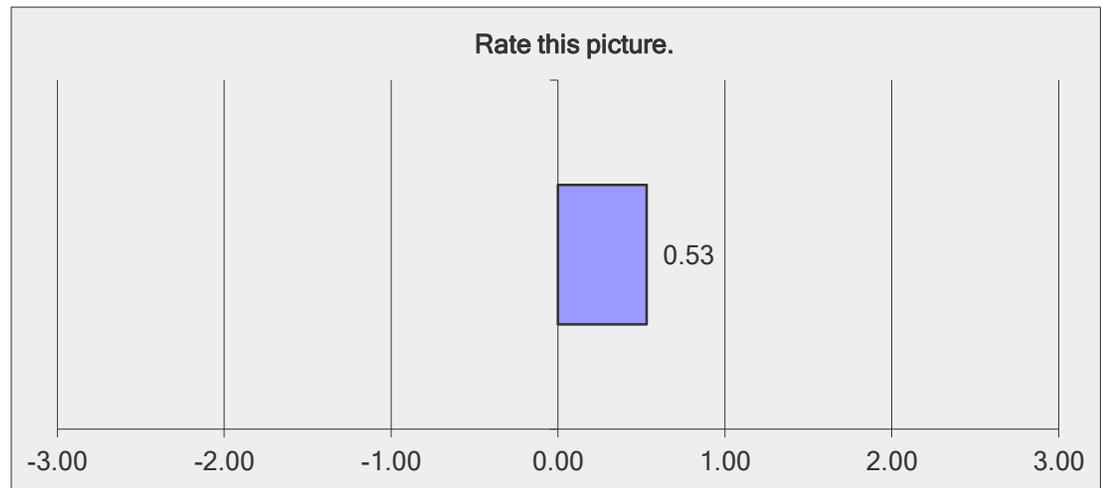
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	23	9	18	15	24	13	9	-0.25	111
<i>answered question</i>									111
<i>skipped question</i>									20



Architectural Design Guidelines - Stafford County, VA

67) Rate this picture.

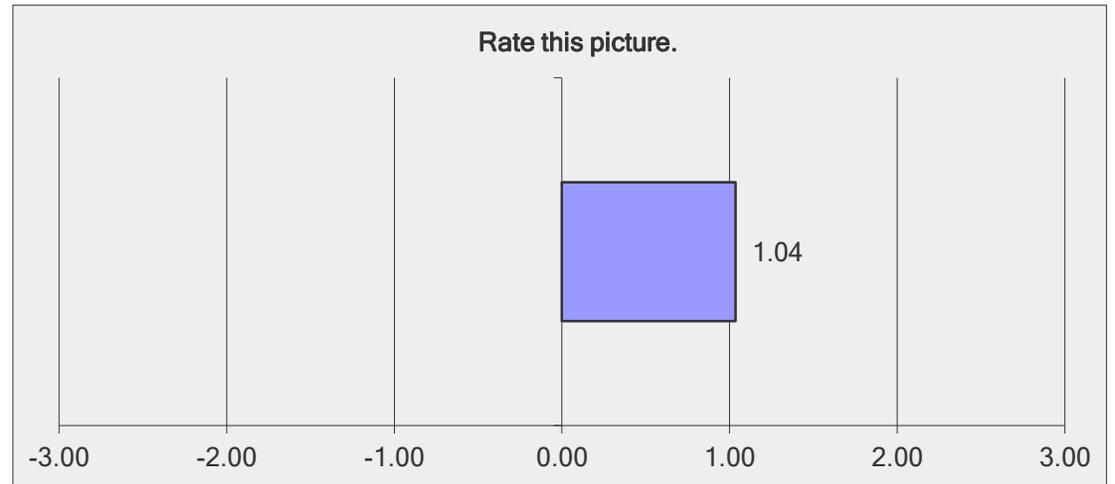
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	7	6	13	17	37	25	6	0.53	111
<i>answered question</i>									111
<i>skipped question</i>									20



Architectural Design Guidelines - Stafford County, VA

68) Rate this picture.

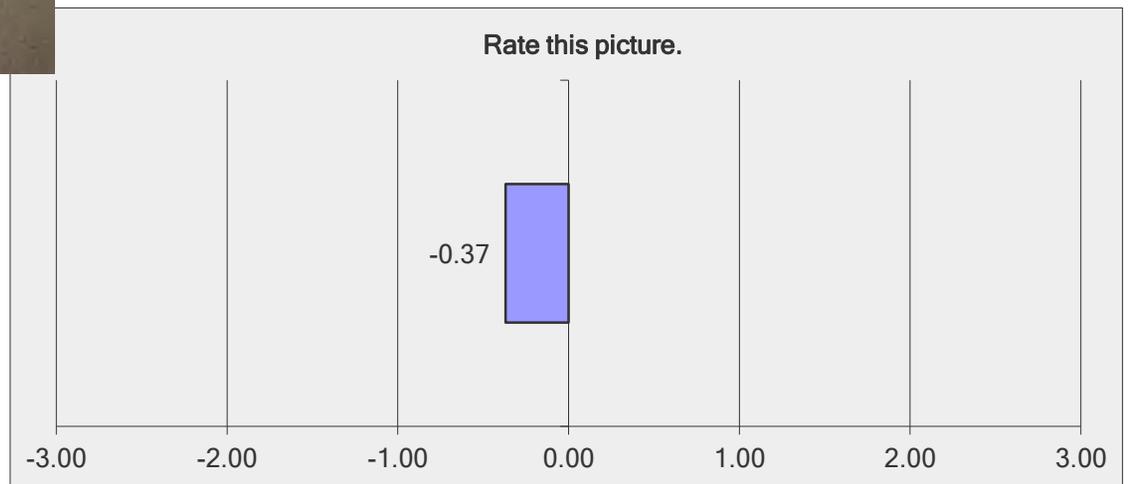
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	0	1	5	36	29	27	13	1.04	111
<i>answered question</i>									111
<i>skipped question</i>									20



Architectural Design Guidelines - Stafford County, VA

69) Rate this picture.

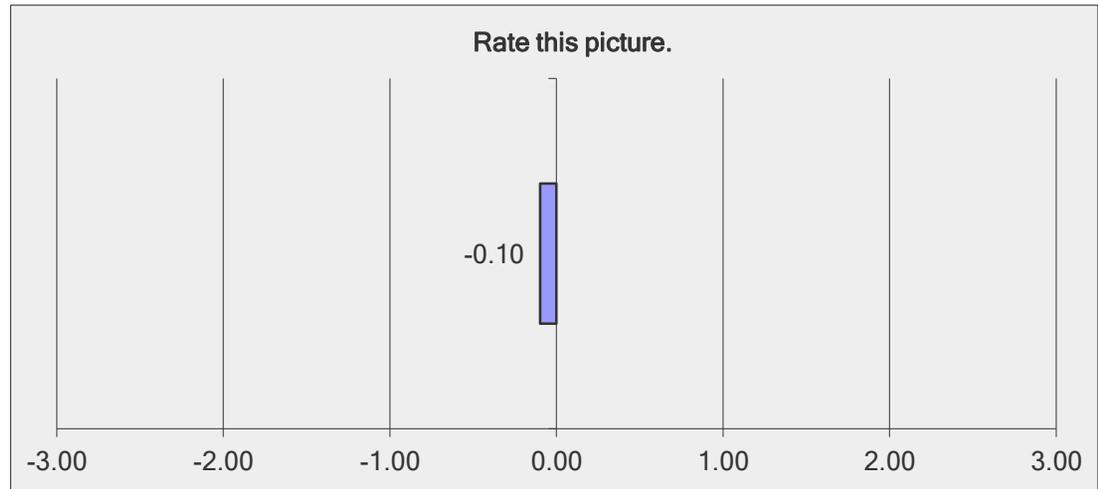
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	16	11	26	26	16	9	7	-0.37	111
<i>answered question</i>									111
<i>skipped question</i>									20



Architectural Design Guidelines - Stafford County, VA

70) Rate this picture.

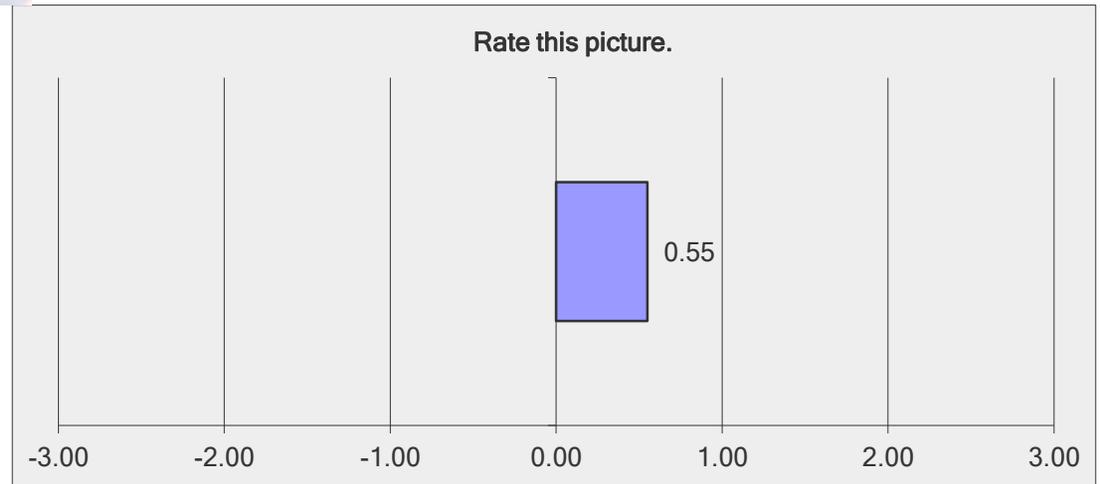
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	9	11	19	32	27	9	4	-0.10	111
<i>answered question</i>									111
<i>skipped question</i>									20



Architectural Design Guidelines - Stafford County, VA

71) Rate this picture.

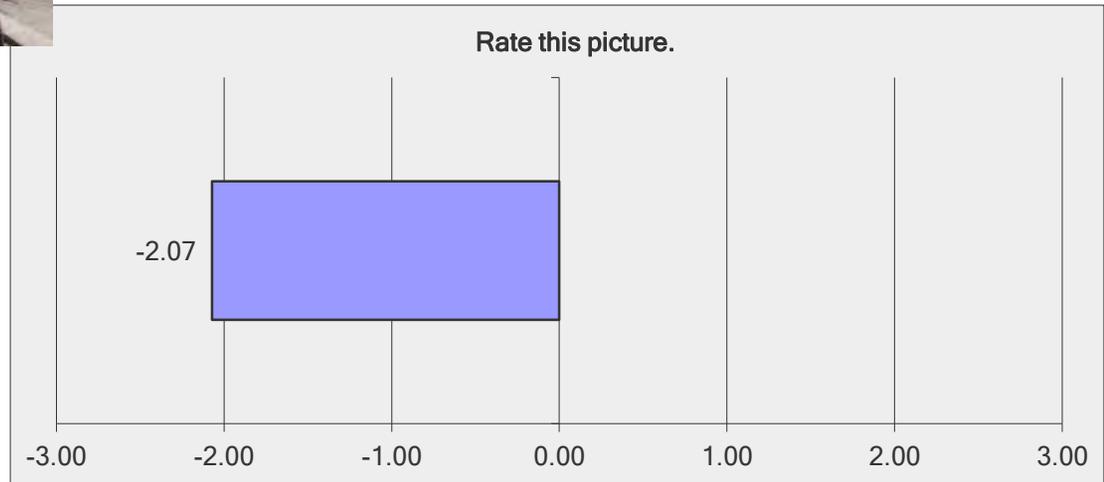
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	9	8	14	16	25	24	15	0.55	111	
									<i>answered question</i>	111
									<i>skipped question</i>	20



Architectural Design Guidelines - Stafford County, VA

72) Rate this picture.

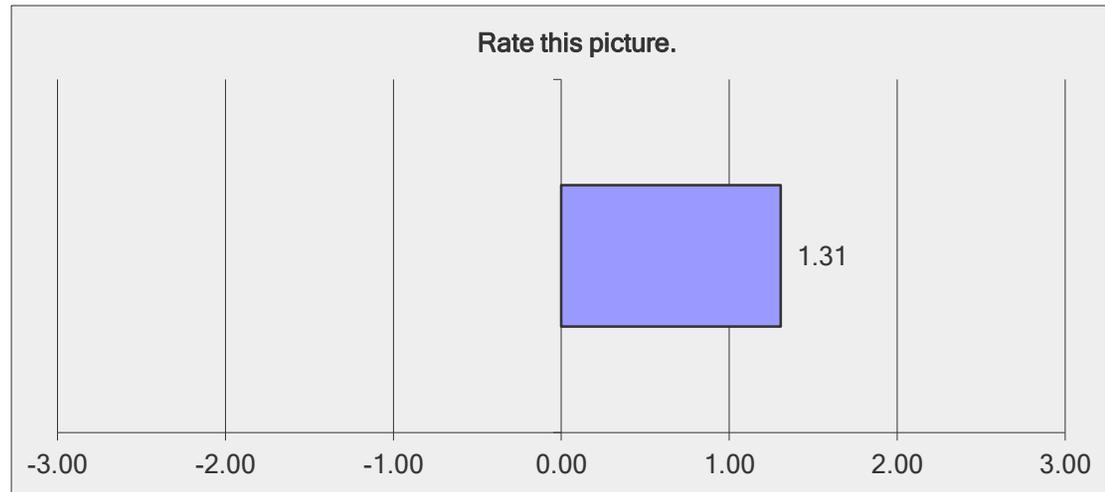
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	60	19	19	9	2	1	1	-2.07	111	
									<i>answered question</i>	111
									<i>skipped question</i>	20



Architectural Design Guidelines - Stafford County, VA

73) Rate this picture.

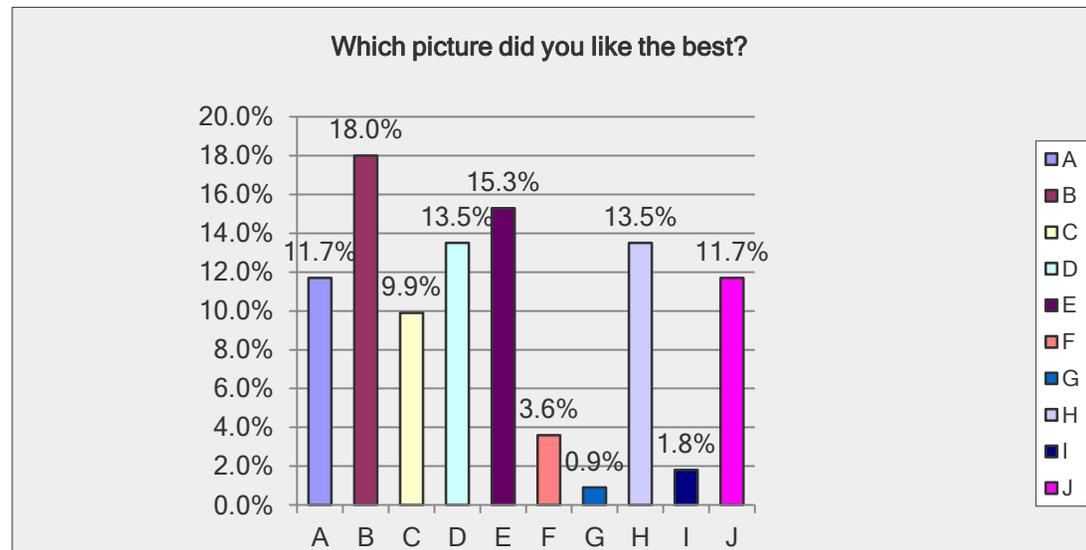
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	0	1	3	25	33	30	19	1.31	111
<i>answered question</i>									111
<i>skipped question</i>									20



Architectural Design Guidelines - Stafford County, VA

74) Which picture did you like the best?

Answer Options	Response Percent	Response Count
A	11.7%	13
B	18.0%	20
C	9.9%	11
D	13.5%	15
E	15.3%	17
F	3.6%	4
G	0.9%	1
H	13.5%	15
I	1.8%	2
J	11.7%	13
<i>answered question</i>		111
<i>skipped question</i>		20



Architectural Design Guidelines - Stafford County, VA

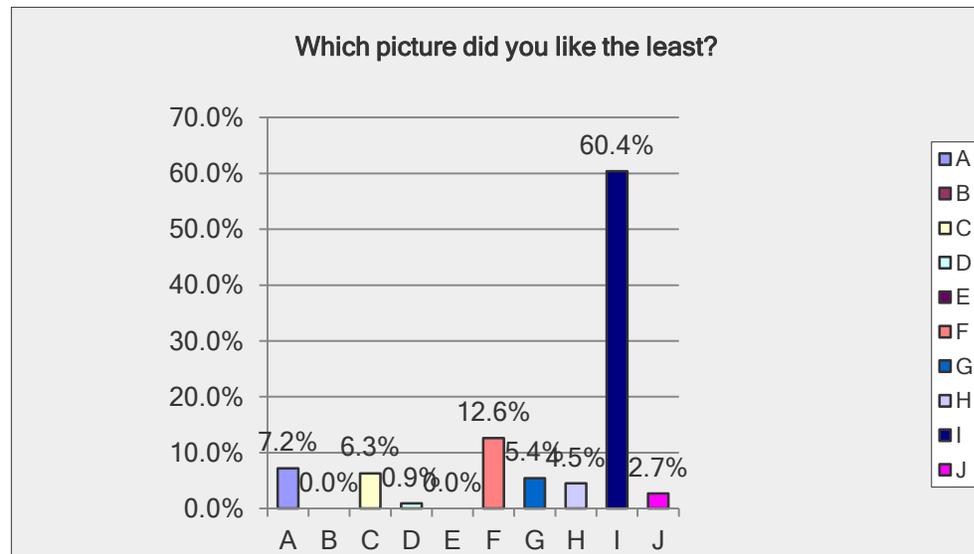
75) Why did you choose this picture?	
Answer Options	Response Count
	80
<i>answered question</i>	80
<i>skipped question</i>	51

- unique but clean
- Modern clean lines that will blend well with whatever the surrounding
- best use of space, can sit on both sides. looks good.
- Contemporary but more warm and inviting than C
- nice blend of natural materials and manmade, modern, functional
- Love any area that has sidewalks and a wonderful place to sit down to take a break
- Good design. C is also good design both are needed
- Balance between comfort (bench) and trees.
- brick side walk and bench
- seems more functional.

Architectural Design Guidelines - Stafford County, VA

76) Which picture did you like the least?

Answer Options	Response Percent	Response Count
A	7.2%	8
B	0.0%	0
C	6.3%	7
D	0.9%	1
E	0.0%	0
F	12.6%	14
G	5.4%	6
H	4.5%	5
I	60.4%	67
J	2.7%	3
<i>answered question</i>		111
<i>skipped question</i>		20



Architectural Design Guidelines - Stafford County, VA

77) Why did you choose this picture?

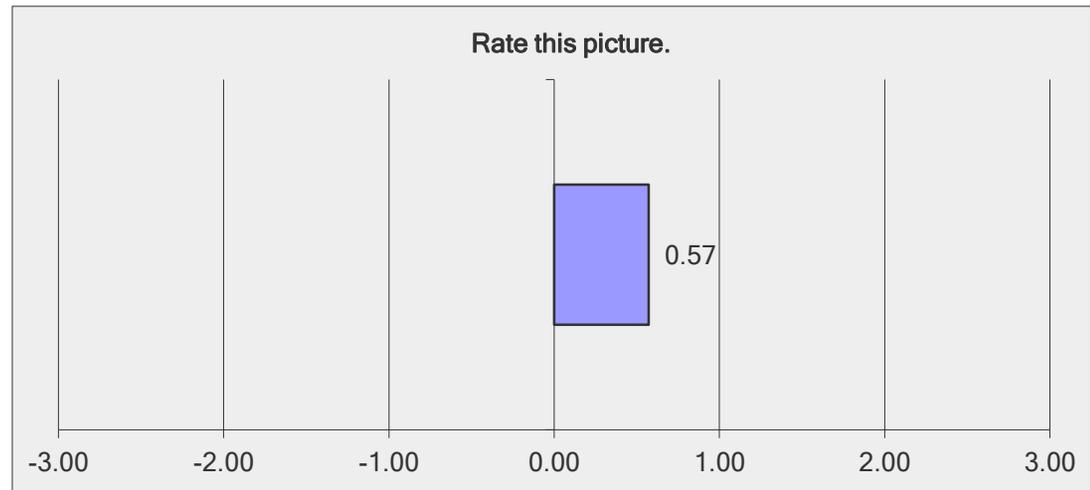
Answer Options	Response Count
	81
<i>answered question</i>	81
<i>skipped question</i>	50

- looks tacky and crowded
- cluttered mess
- Cluttered bike storage
- Too junky, trashy.
- no planned bike rack storage
- Messy, eyesore
- looks cluttered and unkept
- Lack of infrastructure for storage of bikes...not pretty or safe.
- When there are no places to put bicycles, folks will lean them against anything. Suggest racks that can accommodate more than three bicycles. Along the lines of H.
- looks cluttered and doesn't encourage bike riding
- jumbled mess, not easy to lock bike to something
- Shows no planning on the communities part. County is not meeting the community needs. Must address/accommodate commuters, bikers, and public transportation.
- Trees are not a place to lock up bicycles
- Very clutter looking not appealing.
- Cluttered and is a safety concern for pedestrians.
- its functionable but not appealing. But really, it works and wont cost any money for improvements.
- this is a mess for the public eye
- Invitation to theft and likelihood of damage to personal property as well as public property
- limited functionality

Architectural Design Guidelines - Stafford County, VA

78) Rate this picture.

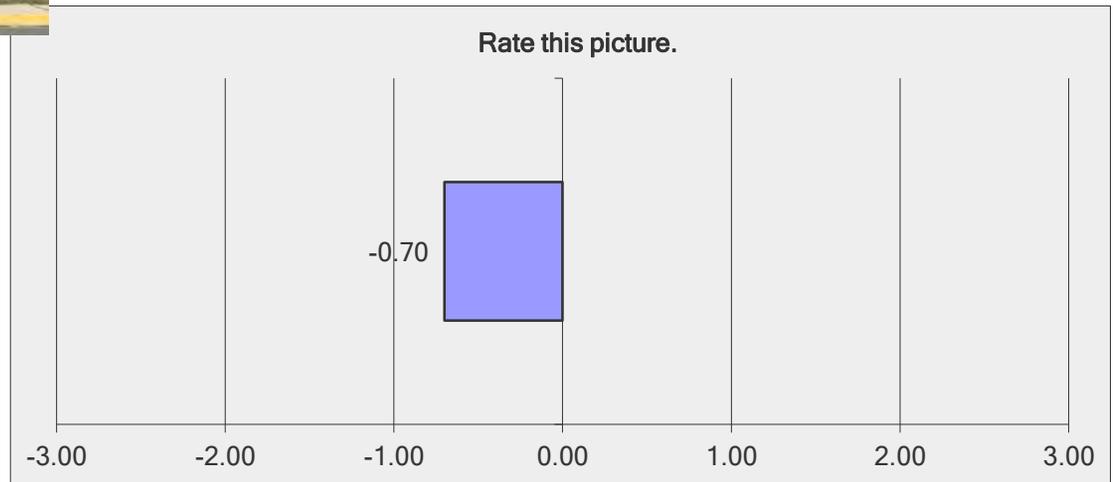
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	1	6	6	43	32	14	8	0.57	110	
									<i>answered question</i>	110
									<i>skipped question</i>	21



Architectural Design Guidelines - Stafford County, VA

79) Rate this picture.

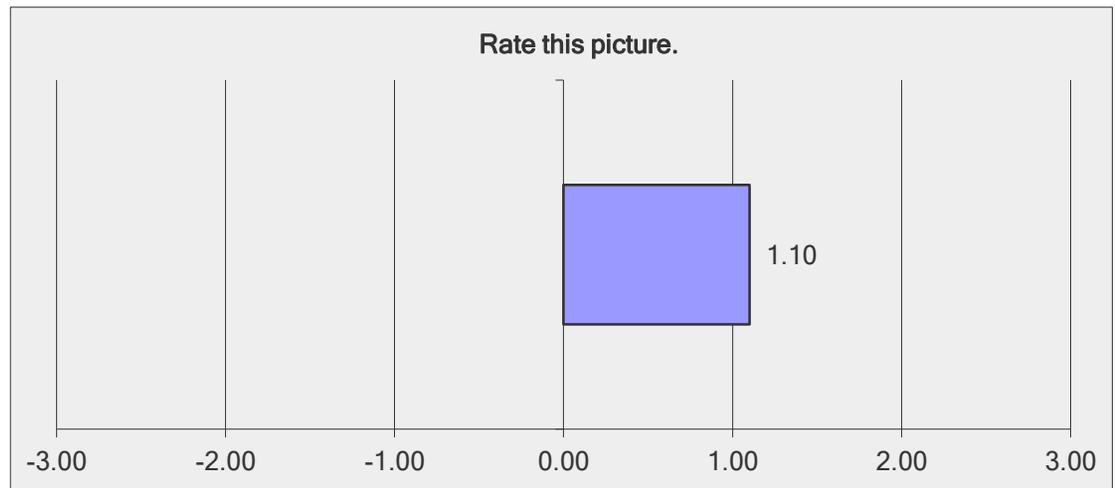
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	14	18	27	29	17	4	1	-0.70	110
	<i>answered question</i>								110
	<i>skipped question</i>								21



Architectural Design Guidelines - Stafford County, VA

80) Rate this picture.

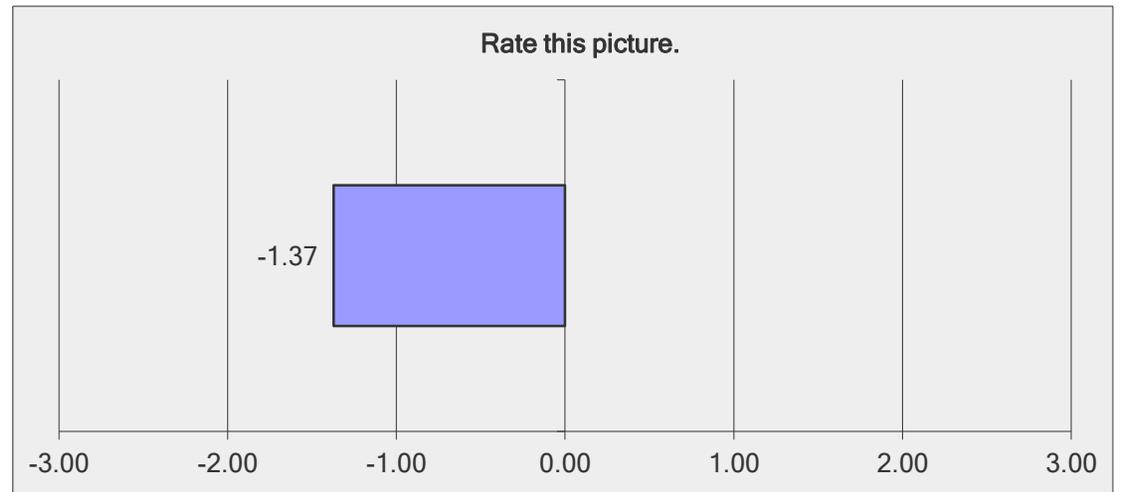
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	0	6	6	15	39	32	12	1.10	110
	<i>answered question</i>								110
	<i>skipped question</i>								21



Architectural Design Guidelines - Stafford County, VA

81) Rate this picture.

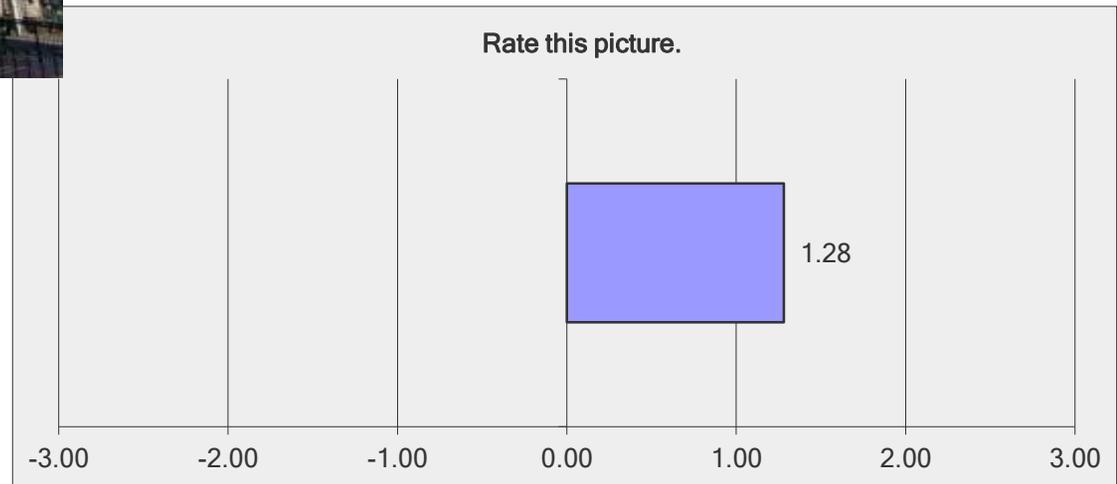
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	35	21	23	20	6	2	3	-1.37	110
	<i>answered question</i>								110
	<i>skipped question</i>								21



Architectural Design Guidelines - Stafford County, VA

82) Rate this picture.

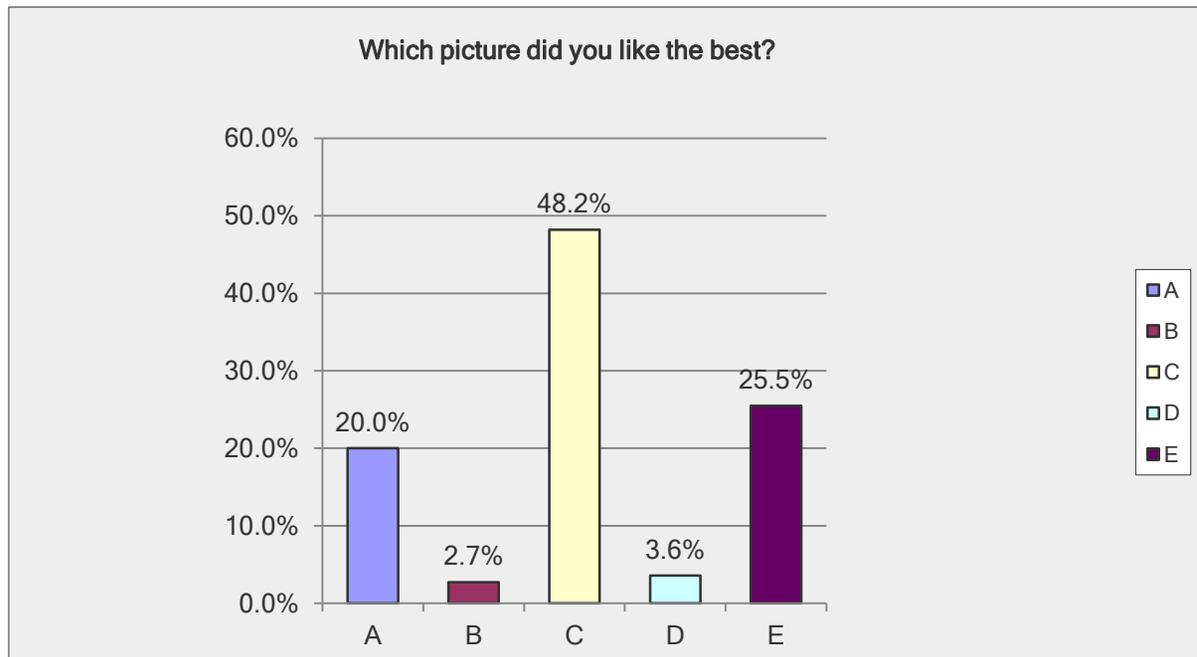
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	1	0	0	25	37	34	13	1.28	110	
									<i>answered question</i>	110
									<i>skipped question</i>	21



Architectural Design Guidelines - Stafford County, VA

83) Which picture did you like the best?

Answer Options	Response Percent	Response Count
A	20.0%	22
B	2.7%	3
C	48.2%	53
D	3.6%	4
E	25.5%	28
<i>answered question</i>		110
<i>skipped question</i>		21



Architectural Design Guidelines - Stafford County, VA

84) Why did you choose this picture?

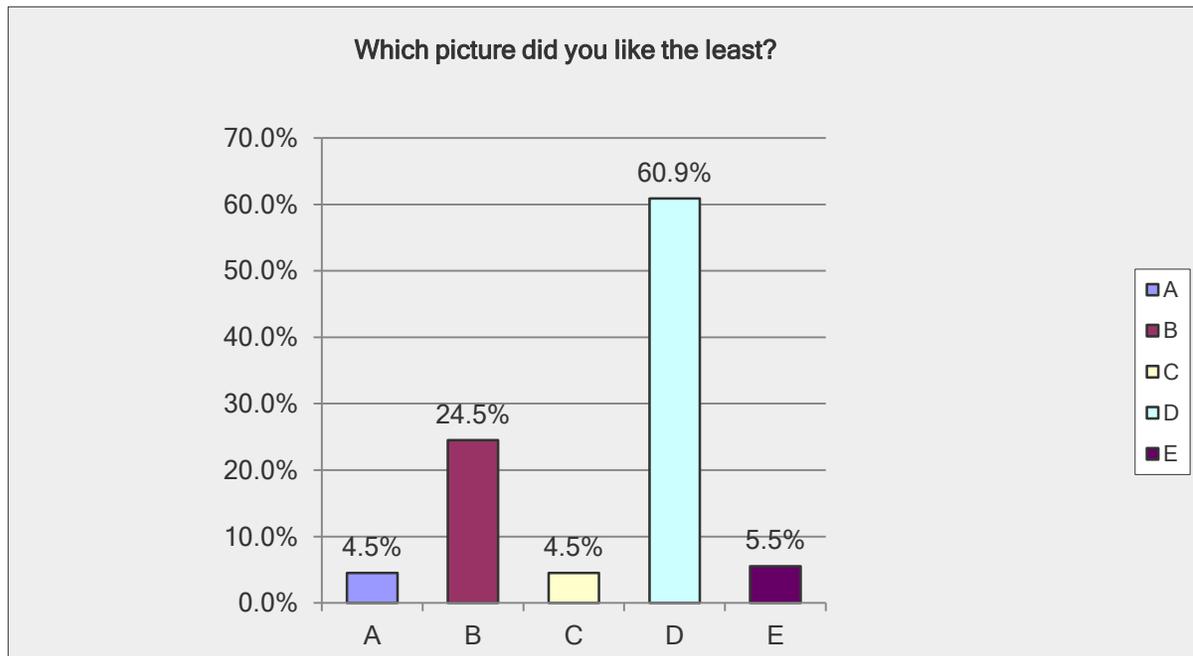
Answer Options	Response Count
	73
<i>answered question</i>	73
<i>skipped question</i>	58

- has some style
- like the style --depends on how much light they produce
- Esthetically pleasing
- REMINISCENT OF OLD GAS LAMPS.
- Blends well with a town center look
- Very charming.
- updated styling but still in keeping with the colonial look
- Stylish lamp covering, facing down as as to reduce light pollution
- More style than the square box ones
- Traditional feel but gives off a lot of light
- it has a continental look--stylish
- All the lights serve different purposes. However this I found most interesting
- downward focus but high enough to cover area, more historical feel than other
- Personal taste. Once again lighting should blend with everything else and be weather proof and damage proof so that the lights are not having to be replaced or always out.
- Nice street lamps
- I like this light fixture for a parking lot or street as long as the lighting was adequate. Pic E is the only choice available for a building. and I do like that as much as Pic C.
- graceful and gets the job done- also doesn't stick out from landscape
- Elegant
- It spotlights the community not the stores.
- Friendly classic lights
- Just preferred the look to the others.
- lighting more as background vs the feature
- Modern yet classic
- It has character

Architectural Design Guidelines - Stafford County, VA

85) Which picture did you like the least?

Answer Options	Response Percent	Response Count
A	4.5%	5
B	24.5%	27
C	4.5%	5
D	60.9%	67
E	5.5%	6
<i>answered question</i>		110
<i>skipped question</i>		21



Architectural Design Guidelines - Stafford County, VA

86) Why did you choose this picture?

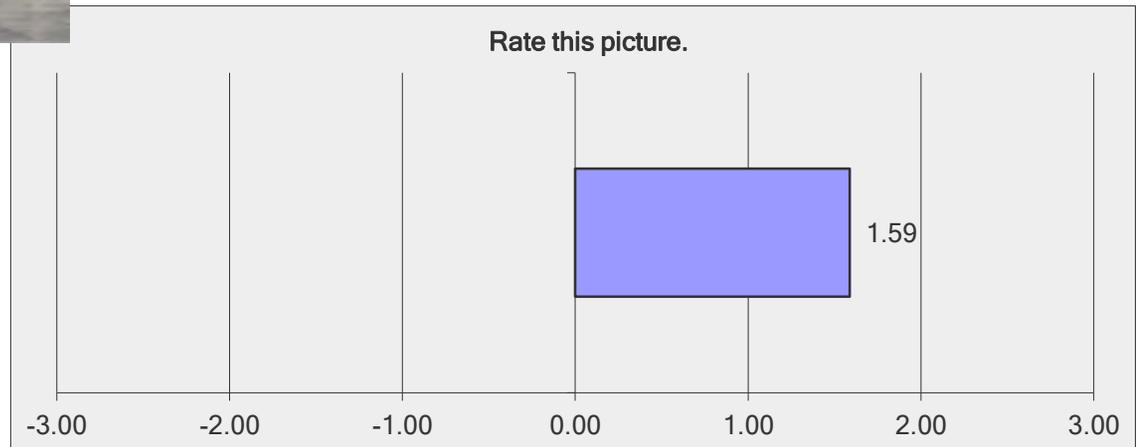
Answer Options	Response Count
	74
<i>answered question</i>	74
<i>skipped question</i>	57

- too industrial--depends on where it's placed and how much light is needed
- cold and common
- Looks like a highway light.
- its so ugly and way too BIG
- ugly, almost looks alien like war of the worlds
- Too vintage.
- UGLY, outdated
- Looks like example of function over form.
- Too high up, boring, awful bulb color.
- Utilitarian, possibly higher (likely) and more diffuse than necessary
- Lighting doesn't have to be ugly and devoid of interest.
- Works for parking lots and highways...not so great for neighborhoods
- It's a light. I get it, but can it not have some aesthetic value?
- too industrial - light spread all directions
- Much too utilitarian and industrial looking for general use.
- Too artificial
- all the really high parking lot lighting seems a little old style and that the lighting could be lower and more decorative as picture c
- Reminds me of something you would see on a highway
- The lighting is generic.
- It doesn't lend itself to the ambience of the environment

Architectural Design Guidelines - Stafford County, VA

87) Rate this picture.

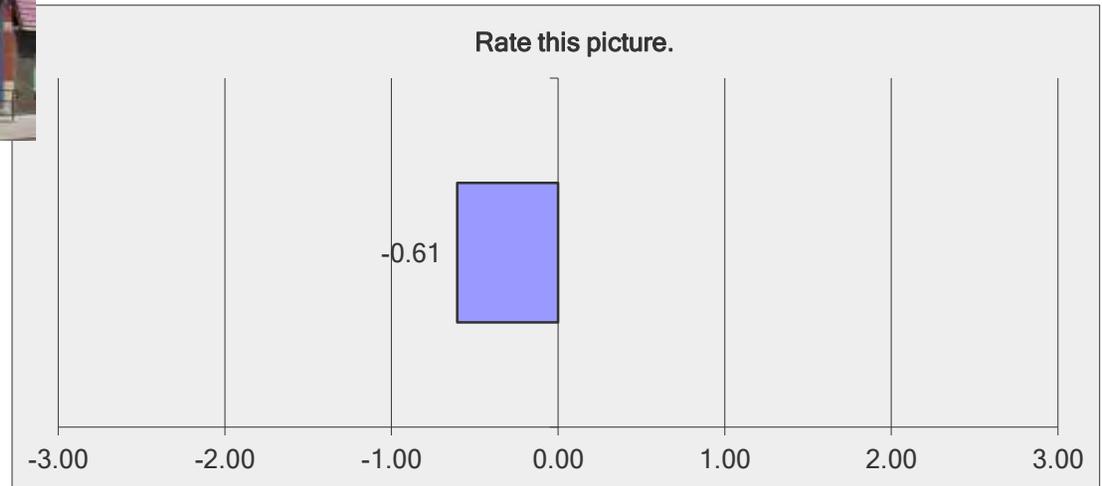
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	3	3	3	15	15	34	36	1.59	109
<i>answered question</i>									109
<i>skipped question</i>									22



Architectural Design Guidelines - Stafford County, VA

88) Rate this picture.

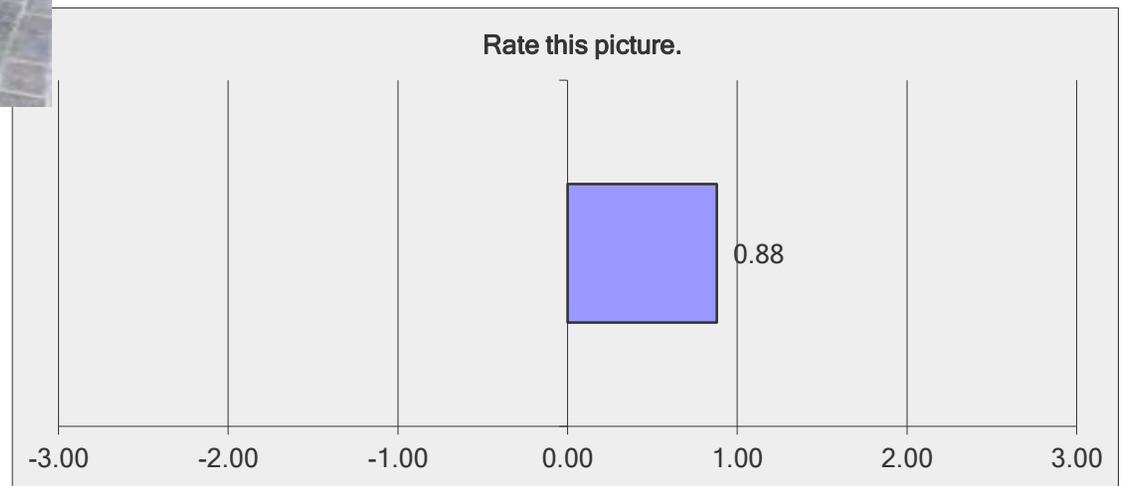
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	32	8	16	12	24	13	4	-0.61	109
	<i>answered question</i>								109
	<i>skipped question</i>								22



Architectural Design Guidelines - Stafford County, VA

89) Rate this picture.

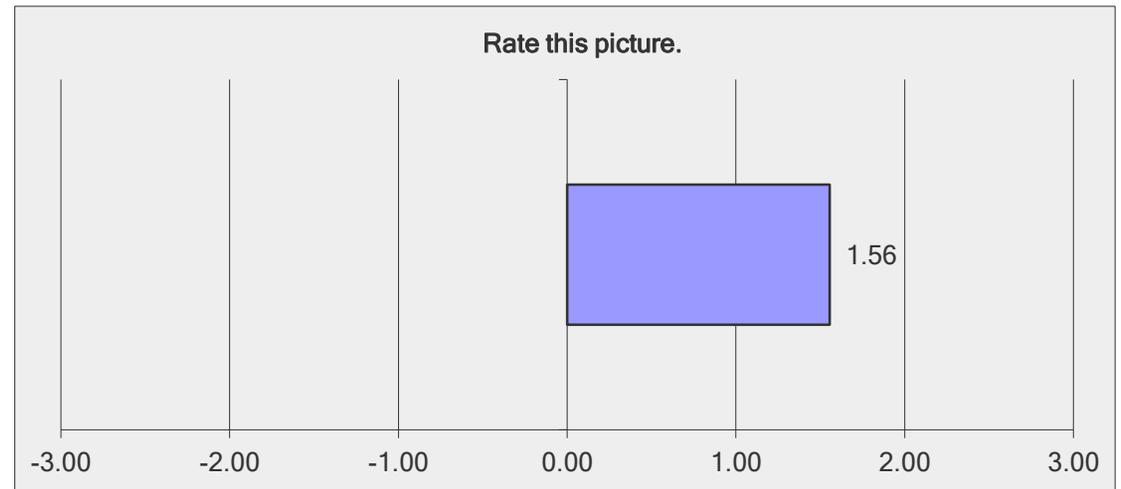
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	5	6	7	23	25	22	20	0.88	108	
									<i>answered question</i>	108
									<i>skipped question</i>	23



Architectural Design Guidelines - Stafford County, VA

90) Rate this picture.

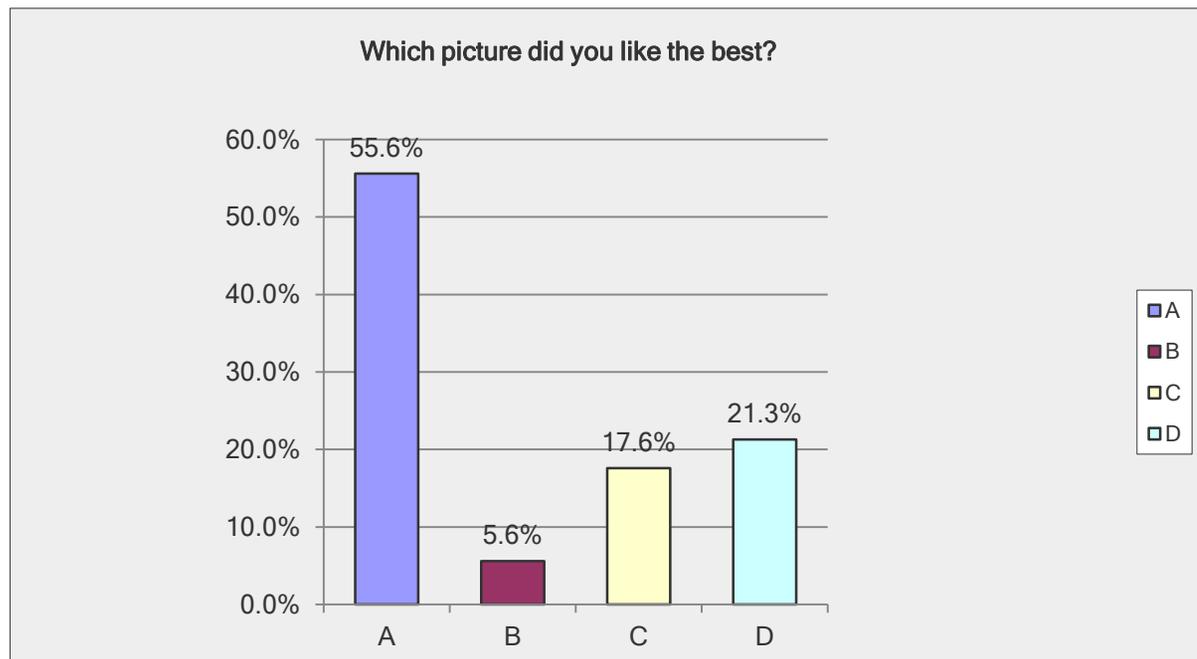
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	1	0	1	13	39	29	25	1.56	108
<i>answered question</i>									108
<i>skipped question</i>									23



Architectural Design Guidelines - Stafford County, VA

91) Which picture did you like the best?

Answer Options	Response Percent	Response Count
A	55.6%	60
B	5.6%	6
C	17.6%	19
D	21.3%	23
<i>answered question</i>		108
<i>skipped question</i>		23



Architectural Design Guidelines - Stafford County, VA

92) Why did you choose this picture?

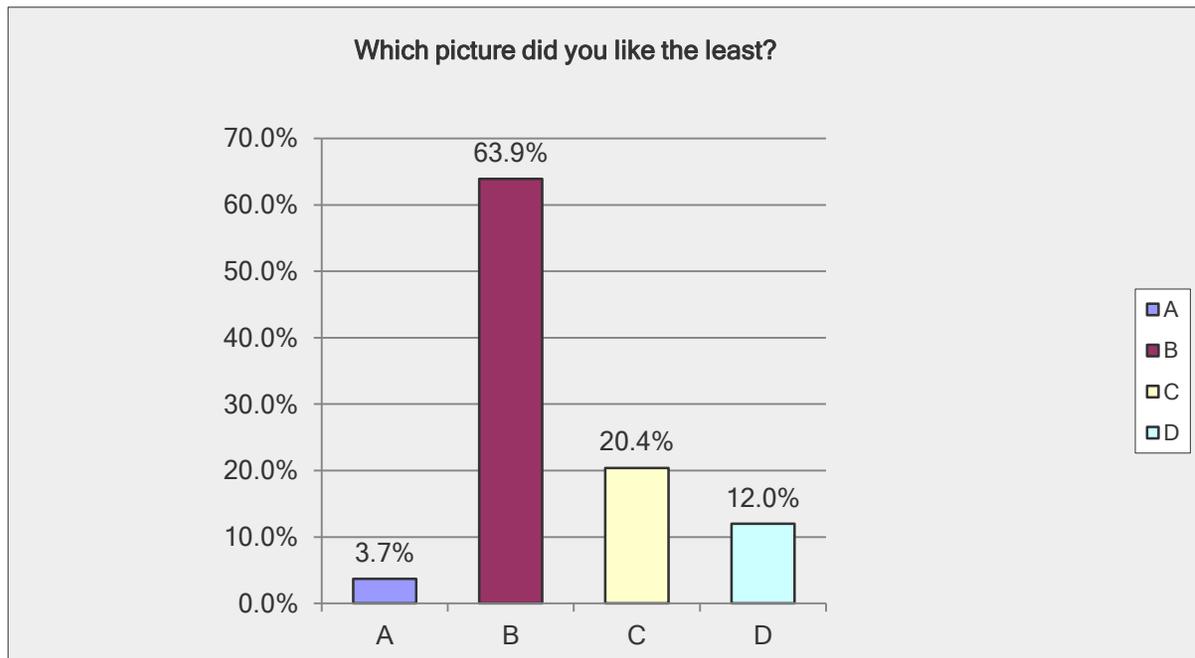
Answer Options	Response Count
	78
<i>answered question</i>	78
<i>skipped question</i>	53

- Old world and modern. Also like D
- like the idea of creating a fun, cheerul pedestrian space in commerical area or town square
- Looks like a great place to go. Love public art of any kind!
- Because my kids love these
- I want to be there. Looks fun, makes you laugh and remember when you were young. Looks like a happy place
- It says our town is for families and you are invited to be a part of us! And, it gives children a place to have fun. If children are happy, their parents will be happy. C & D are very nice, too. Reminds me of Disney World.
- Water is an excellent addition to public space as it encourages people to gather together.
- Beauty and kid friendly
- Community meeting area
- The fantastic architecture of the buildings and the make-up of the stone sidewalk. Love that!
- Water fountains are fun in the hot summer...
- Very European looking and fun
- Beautiful to look at and interactive.
- This one was hard to choose best. All are creative and interactive with people, they draw your attention to the item. But A actively interacts, allowing the individual to participate. The proper setting for this would include seating so people could sit and relax and enjoy the water sounds.
- A fun and inviting place to gather. Kids will love.
- People are using the public space
- Not only would this be a modern interpretation of art, it would be a great place to bring kids when it is hot outside.
- mixed use of space, promotes family time, fountain can be turned off in early morning late evening for other usage
- Brings people together as a meeting space.
- I really did like them all because any art is just that - art and no matter how ugly - it is still appreciated because it is art
- It's interactive, entertaining and just pure fun! It's fun for the children and the young at heart to play in. It's fun for those who cannot or will not participate because they can view all the innocence or stupidity running amok. I love it!
- This gets people togeth to have some clean fun,
- Looks nice and can be fun for kids
- This just looks like so much fun - and it is! There is a similar, but smaller, public water feature at George Mason University. It's fun to get wet in this and it's even more fun to watch small children explore it.
- It gives people of all ages something to gather around. Kids can play while parents mingle and others gather to watch.
- Promates human contact
- This art has useful play value.
- This provides another opportunity for people to come together.

Architectural Design Guidelines - Stafford County, VA

93) Which picture did you like the least?

Answer Options	Response Percent	Response Count
A	3.7%	4
B	63.9%	69
C	20.4%	22
D	12.0%	13
<i>answered question</i>		108
<i>skipped question</i>		23



Architectural Design Guidelines - Stafford County, VA

94) Why did you choose this picture?

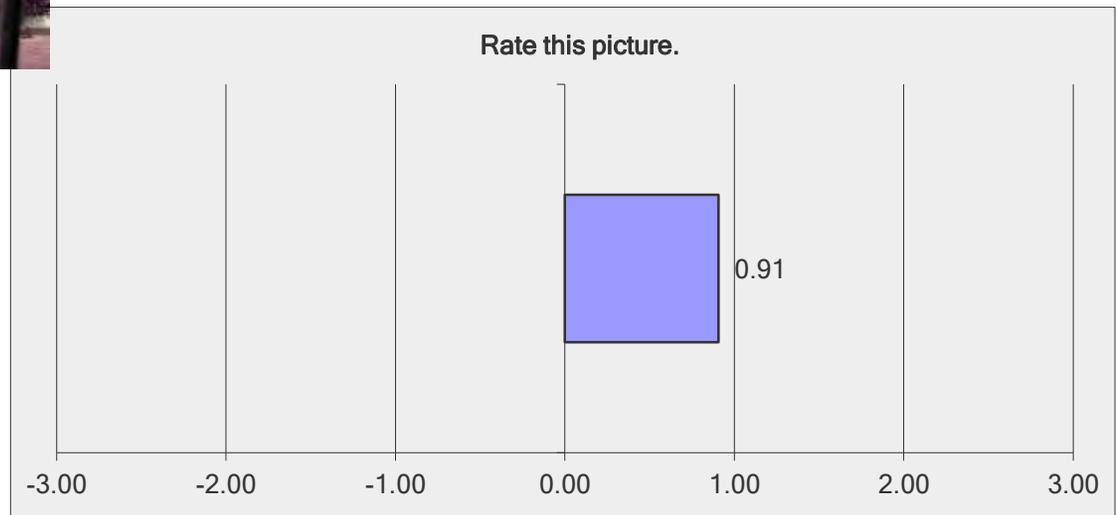
Answer Options	Response Count
	80
<i>answered question</i>	80
<i>skipped question</i>	51

- looks too much like graffiti, or a way to cover up distastful graffiti
- Must be in the right location to work
- We've had enough of the "paint the bricks to tell a story" look. It's outdated. If done right, it could be nice, but I think it's time to get past this look.
- Too distracting
- Wall paintings can improve the side of an old building to some degree and makes it look a little less run down, These paintings are not to my taste however and they do not cover enough of the wall.
- it's how you cover graffiti when your neighbourhood is on its way down
- a little to gawdy for Stafford
- The painting is attractive but the building looks rather seedy
- ok in certain neighbourhoods but too bold
- It brightens up the derelict building but not in any other building.
- I hate seeing murals painted on buildings. It's a distraction. It really is a preference if you like the art that painted on the building.
- that's more for a small town or historic area of a city
- While some murals are incredible, they can actually make an area look more out of date if it is not done correctly.
- Like the art, but do not care for the building. I can see art like this in the community randomly.
- The context for the art is a building that is past its useful years. The art does not improve the looks of the building and the building detracts from the art. The various panels of the art carry no overarching theme or message.
- Too urban. Doesn't fit Stafford
- Looks abused, run down, vandalism of people's property, police can't control. If it was designed differently for artists like the Wyland paintings then that would be different.
- I don't care for the murals on old brick. Why not incorporate the old brick into a new structure? What about a brick and wood pergola, or a covered patio for tables and chairs?

Architectural Design Guidelines - Stafford County, VA

95) Rate this picture.

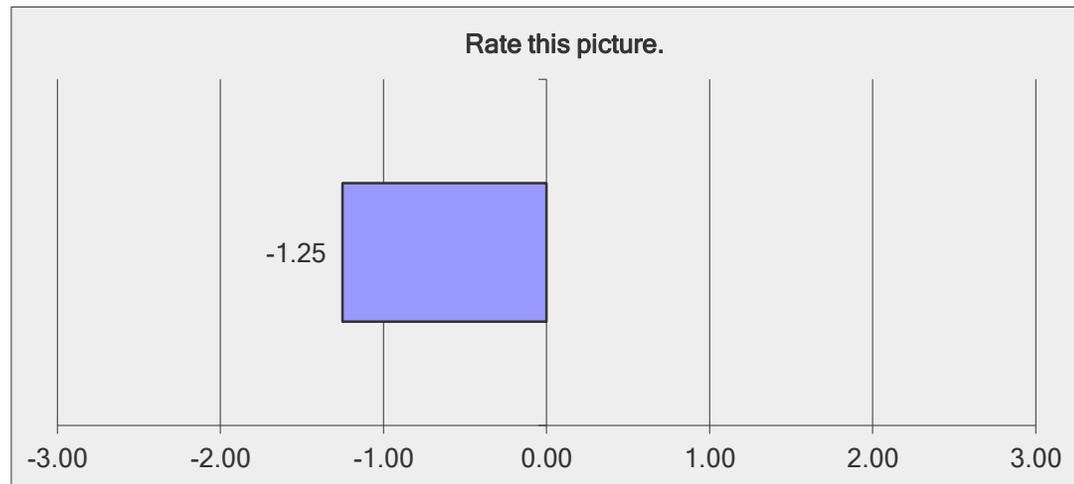
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	2	5	5	24	36	23	12	0.91	107
								<i>answered question</i>	107
								<i>skipped question</i>	24



Architectural Design Guidelines - Stafford County, VA

96) Rate this picture.

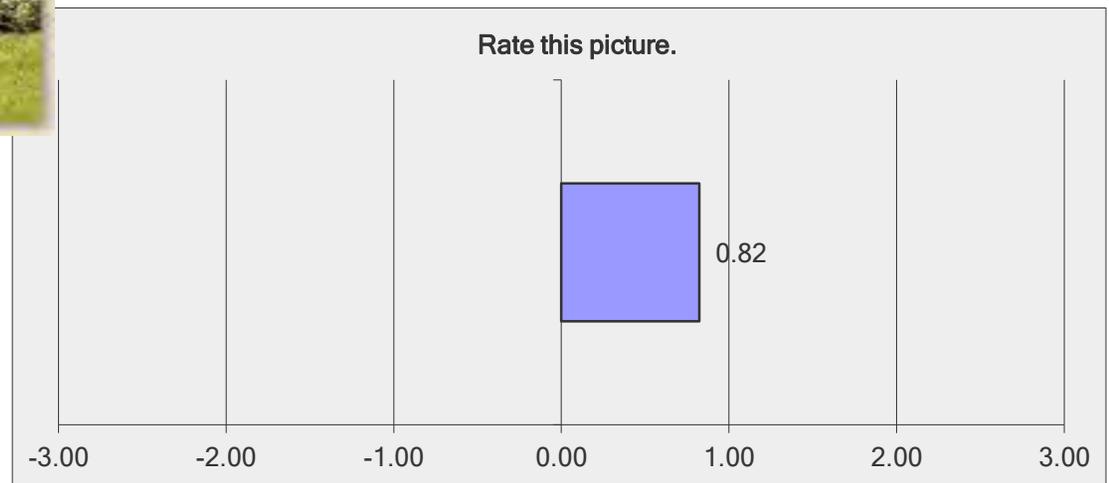
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	28	26	20	21	6	2	4	-1.25	107	
									<i>answered question</i>	107
									<i>skipped question</i>	24



Architectural Design Guidelines - Stafford County, VA

97) Rate this picture.

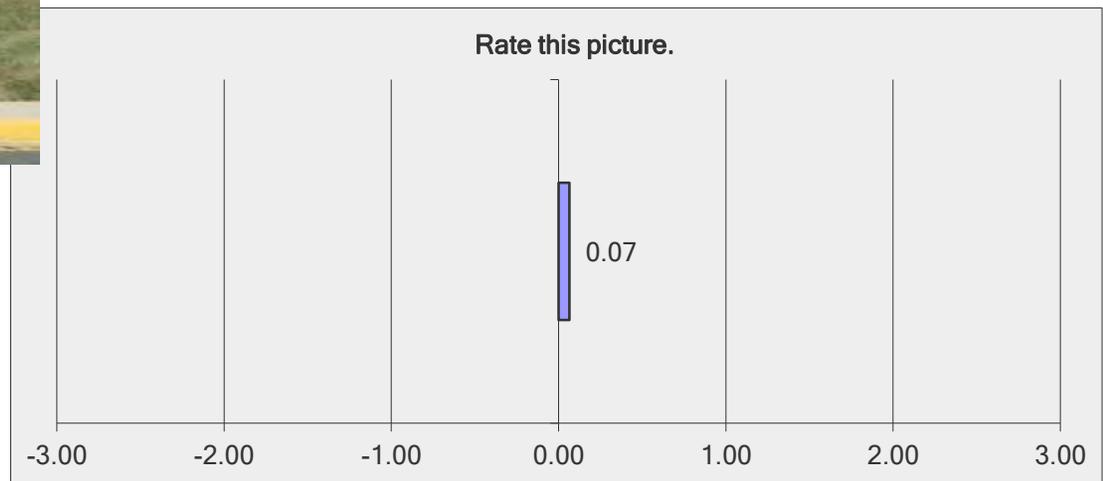
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	3	1	4	34	37	18	10	0.82	107	
									<i>answered question</i>	107
									<i>skipped question</i>	24



Architectural Design Guidelines - Stafford County, VA

98) Rate this picture.

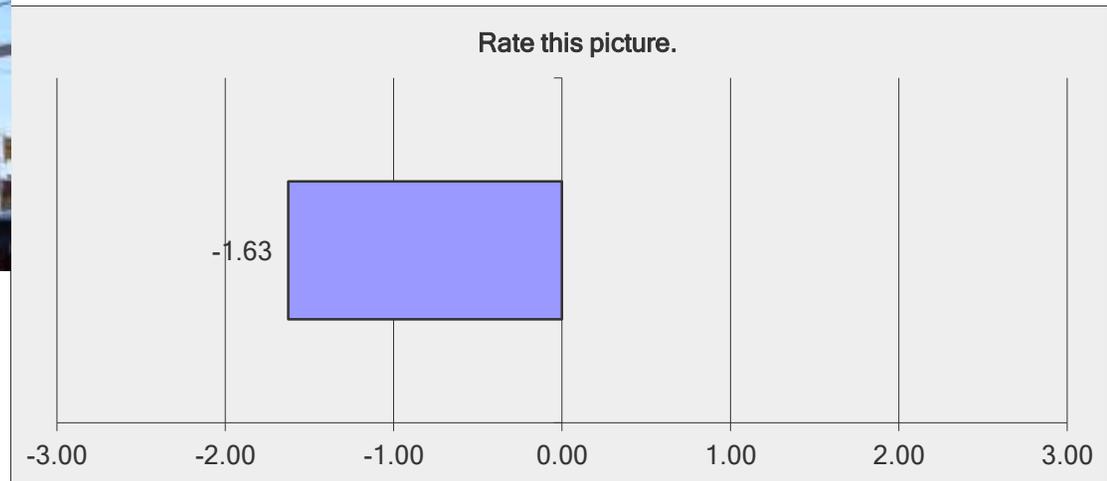
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	8	7	18	32	25	13	4	0.07	107	
									<i>answered question</i>	107
									<i>skipped question</i>	24



Architectural Design Guidelines - Stafford County, VA

99) Rate this picture.

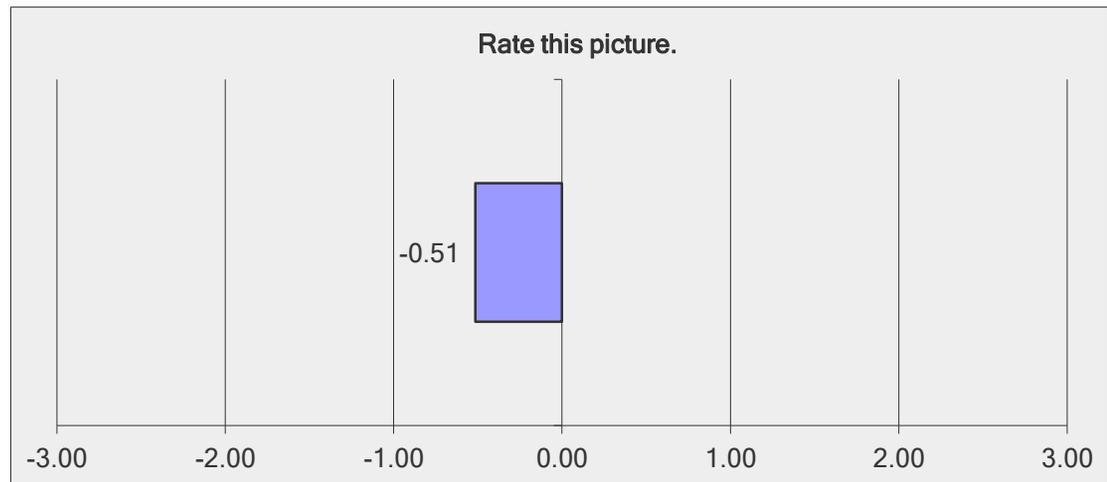
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	45	16	15	24	6	1	0	-1.63	107	
									<i>answered question</i>	107
									<i>skipped question</i>	24



Architectural Design Guidelines - Stafford County, VA

100) Rate this picture.

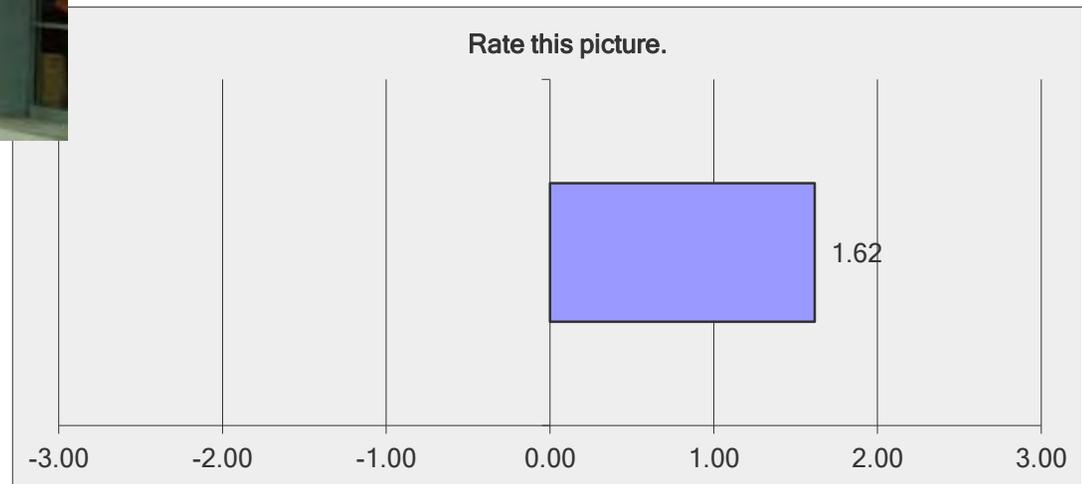
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	26	7	16	20	27	7	4	-0.51	107	
									<i>answered question</i>	107
									<i>skipped question</i>	24



Architectural Design Guidelines - Stafford County, VA

101) Rate this picture.

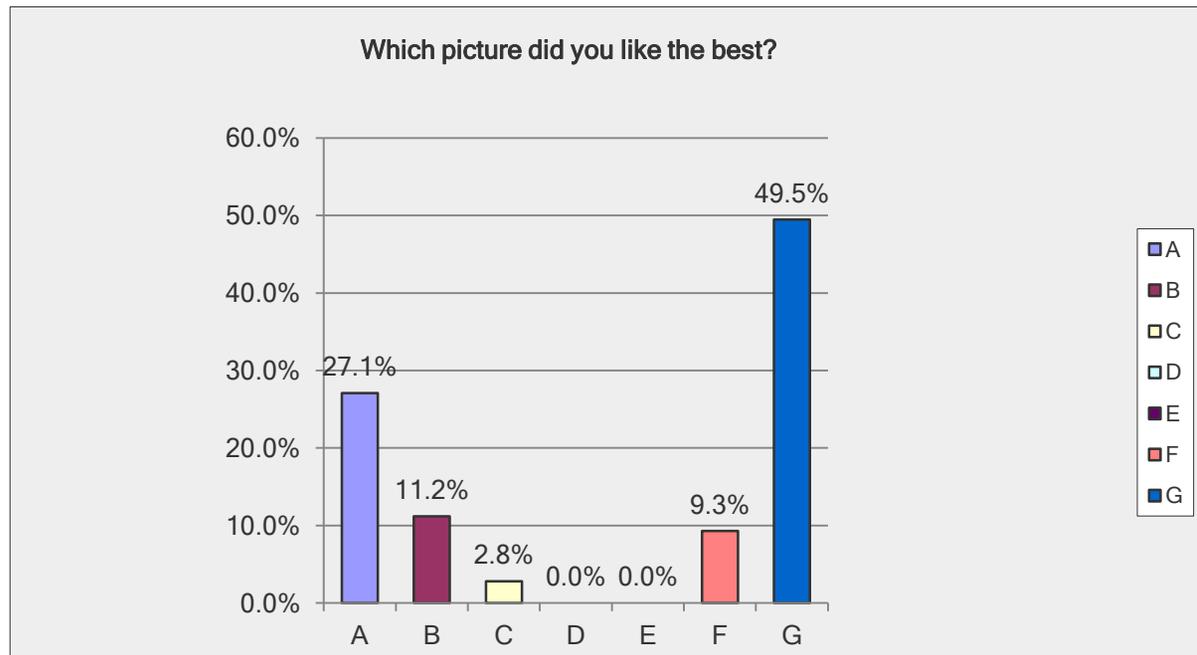
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	1	1	0	13	36	26	30	1.62	107	
									<i>answered question</i>	107
									<i>skipped question</i>	24



Architectural Design Guidelines - Stafford County, VA

102) Which picture did you like the best?

Answer Options	Response Percent	Response Count
A	27.1%	29
B	11.2%	12
C	2.8%	3
D	0.0%	0
E	0.0%	0
F	9.3%	10
G	49.5%	53
<i>answered question</i>		107
<i>skipped question</i>		24



Architectural Design Guidelines - Stafford County, VA

103) Why did you choose this picture?

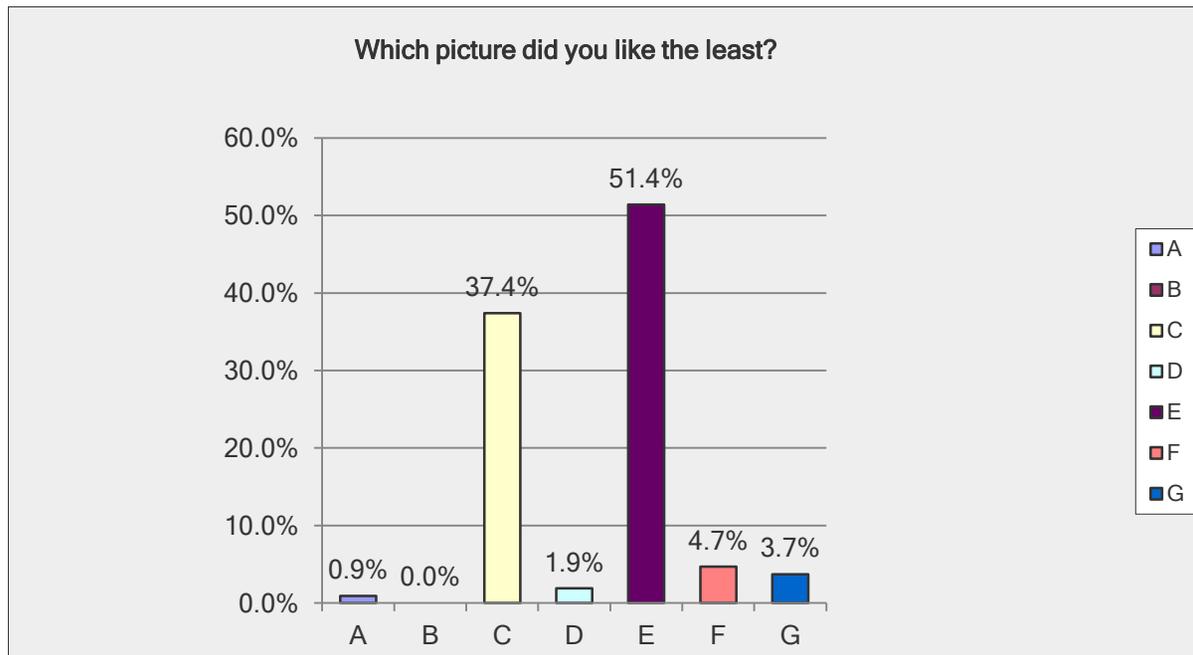
Answer Options	Response Count
	78
<i>answered question</i>	78
<i>skipped question</i>	53

- quaint, elegant, understated
- BEAUTIFUL AND FUNCTIONAL, KEEPS PEOPLES EYES ON THE STORE FRONTS.
- cleanest look, doesn't overpower view
- I know businesses want for everyone to know that they are there, but it should be earned by reputation rather than the largest sign possible. I like the small signs that are not thrust feet into the air.
- Signs do not have to be huge to get you to notice. For walkability, this is perfect. If you drive, you need E and F but F is better with the border. Does not stand out so much as an ugly sign like E/C
- small signs, blend in nicely with frontages, some plants mixed in,
- Small, tasteful signs, one per store meaning none are omitted.
- Architecture is primary, signs unobtrusive
- Roadside signs should only be as big/ high as required for drivers to see them in time to stop/ turn ok. Big signs are for high speed roads.
- dignified store/ shop design
- These signs are architecturally coordinated and very classy. An elegant look is nice when people go out on the town. They want to feel special and be someplace special.
- Home toem pedestrian signage
- Not ugly and cheap looking; different story here - this is in a historic district - other signs in shopping center or apartment complex.
- The smaller the better, where it fits in, looks historic, quaint or upscale, depending...
- Traditional downtown feel
- refinement
- Quaint and inviting.
- Easy to see, uniform in size, type and location.
- A looks very nice as an entrance to a housing or shopping area. G very very nice the sign doesn't hit ouy in the face.
- Like the small town feel. Appropriate signage for the building style.
- simple, informative and not tacky
- Gives town feel
- it give individual notice for each business without being ostentatious.
- Less offensive; reminds of mHyde Park, New York - where large and awful commercial signage contribute little to the community other than visual polution and playing to business.
- The signs in front of the shops could've been there for decades. They remind me of old colonial tradeshop signs. They show you where each shop is located in signs that don't overwhelm the landscape.
- I live the individuality and the appearance of a small town or shopping area
- Signs do not dominate.
- The signs are subtle and doesn't detract from the environment

Architectural Design Guidelines - Stafford County, VA

104) Which picture did you like the least?

Answer Options	Response Percent	Response Count
A	0.9%	1
B	0.0%	0
C	37.4%	40
D	1.9%	2
E	51.4%	55
F	4.7%	5
G	3.7%	4
<i>answered question</i>		107
<i>skipped question</i>		24



Architectural Design Guidelines - Stafford County, VA

105) Why did you choose this picture?

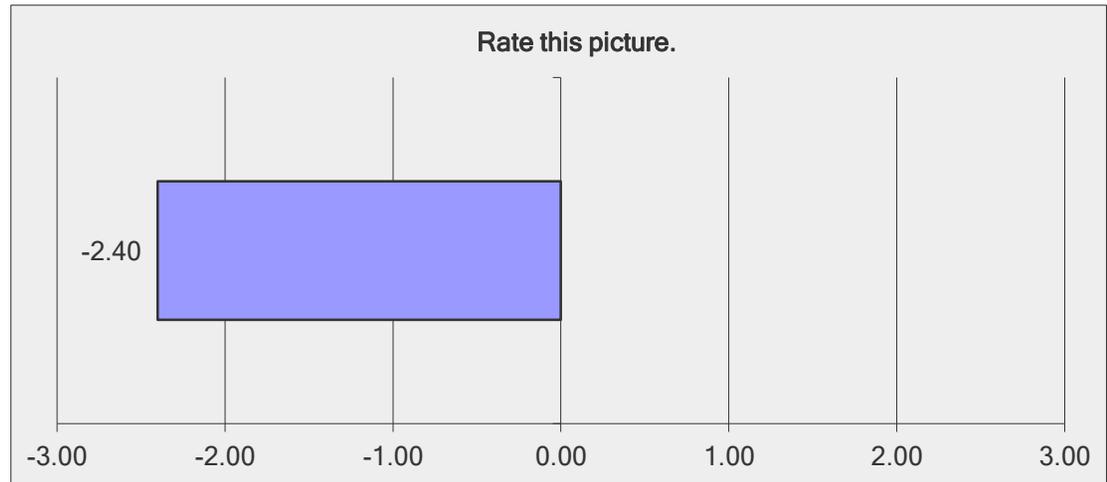
Answer Options	Response Count
	75
<i>answered question</i>	75
<i>skipped question</i>	56

- You'll wreck your car before you can read all the signs.
- Too busy and not appealing to the eye. Same with F. Lacks uniformity and tradition.
- flamboyant, obnoxious
- Too large and no style!
- Too big box and intrusive
- cramped styling/ messy looking and hard to read
- A jumble - too distracting
- Monument signs are better and more attractive. This is too tall and ugly
- Ugh! Visual blight.
- Too busy. I'd only be able to read the top 3 retail names when driving by.
- It is big and ugly and decreases visibility to the stores behind
- extreme harshness on the eyes--clutter
- Hard to read and could cause an accident just seeing what's there.
- distracting, very unattractive almost trashy.
- Although helpful to located services, gaudy and Vegas like.
- Boring big box store sign. Could have been designed better.
- too busy-no one can read all the signs, gets in the way of car safety
- Too much inequity in size of signs. Hard to read smaller business signs compared with the larger.
- Looks very messy and to low. Signs should be easy to see giving shoppers plenty enough time to see when driving off a highway or road.
- Unlike the best pick, this sign represents several businesses which is a good thing for its purpose. However, the sign is gaudy and has no uniformity or artistic appeal. It does not add visual quality to the environment.
- Tacky. One can tell who spent the most money by the size of the sign. Whether or not this is the case, this is what it looks like.
- Everyone has a cell phone with a clock or a wristwatch. However, I do like the artistic design of the piece art. Lack of Proportion on store placement it is hard to see the smaller panel store names and needs a artistic designed structure.
- These giant signs are so obnoxious!!! They lack any style and make our community look cheap. I also detest those super tall giant fast food signs, a normal sized sign can still be noticed.
- This sign is awful - first, it's ENORMOUS. Surely there is some way to show what businesses are here without this monstrosity. Some of the smaller signage is difficult to read unless you're up close.
- Just awful. Takes too long to read too.
- Too much information. This sign is a distraction to drivers.

Architectural Design Guidelines - Stafford County, VA

106) Rate this picture.

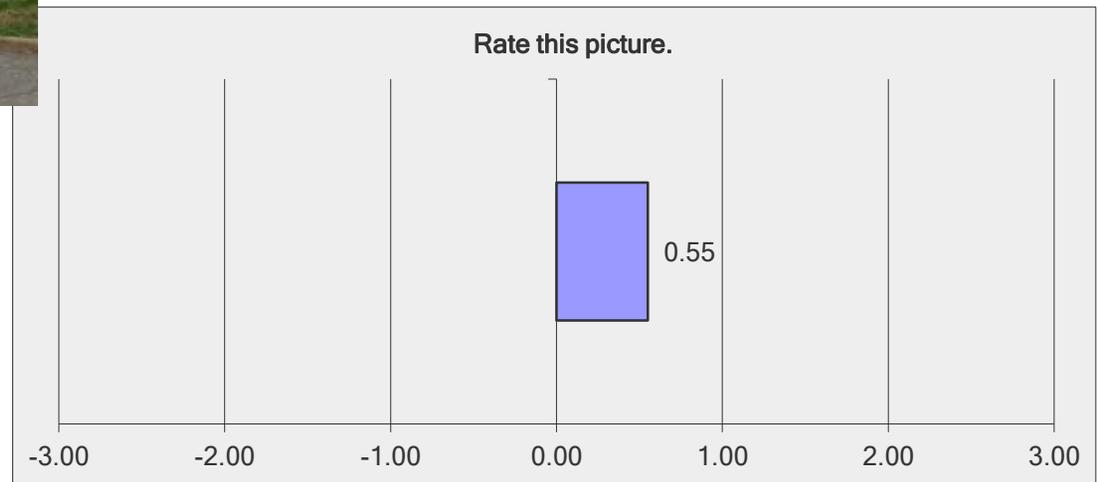
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	67	24	11	4	0	0	1	-2.40	107	
									<i>answered question</i>	107
									<i>skipped question</i>	24



Architectural Design Guidelines - Stafford County, VA

107) Rate this picture.

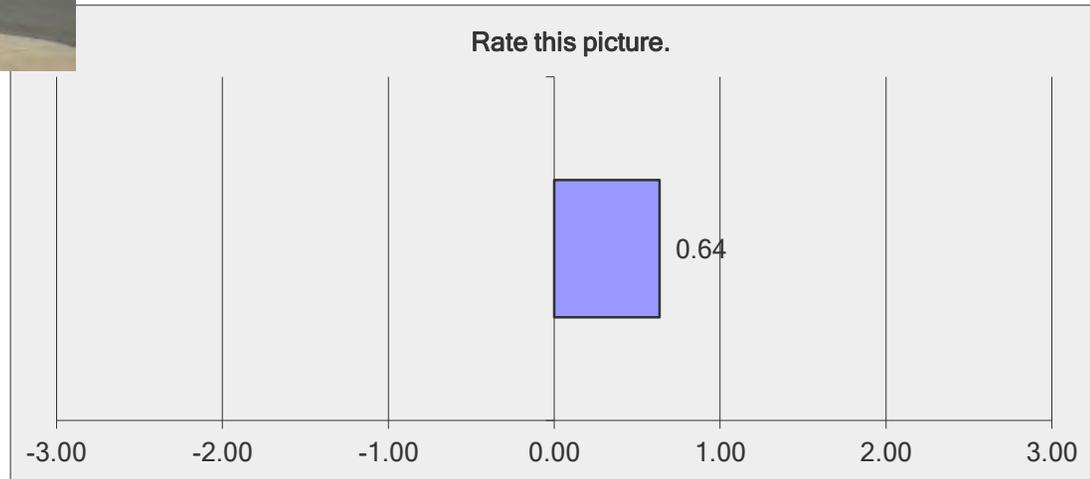
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	3	7	10	22	44	15	6	0.55	107	
									<i>answered question</i>	107
									<i>skipped question</i>	24



Architectural Design Guidelines - Stafford County, VA

108) Rate this picture.

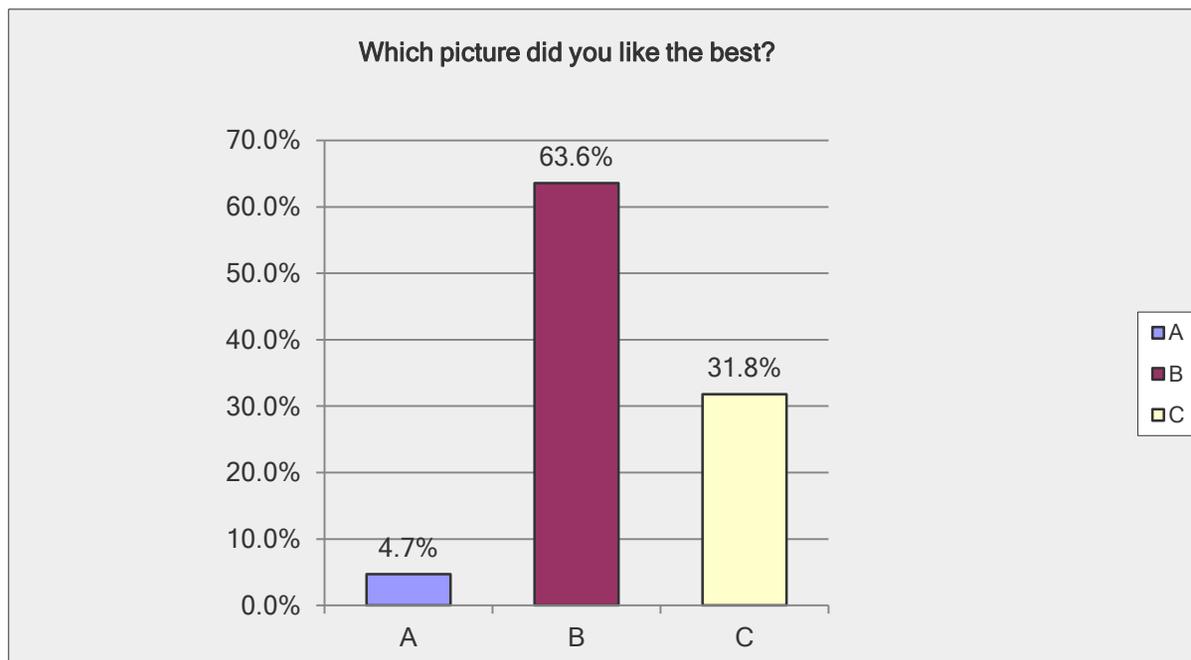
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	1	1	13	32	38	18	4	0.64	107	
									<i>answered question</i>	107
									<i>skipped question</i>	24



Architectural Design Guidelines - Stafford County, VA

109) Which picture did you like the best?

Answer Options	Response Percent	Response Count
A	4.7%	5
B	63.6%	68
C	31.8%	34
<i>answered question</i>		107
<i>skipped question</i>		24



Architectural Design Guidelines - Stafford County, VA

110) Why did you choose this picture?

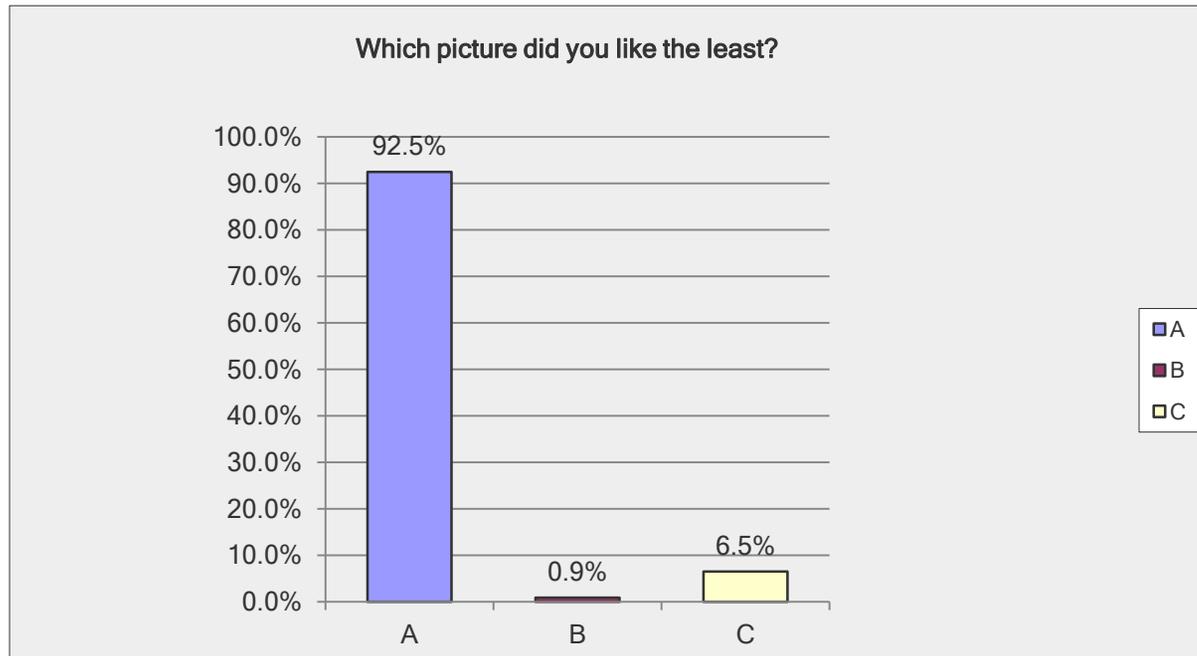
Answer Options	Response Count
	76
<i>answered question</i>	76
<i>skipped question</i>	55

- Hides the ugliness of trash cans.
- trash out of sight, area looks clean
- blends in the environment, don't notice its there
- subtle and blends in with the building it supports
- MATCHES THE ARCHITECTURE OF THE BUILDING.
- same material as building, most stable, looks like a permanent building
- Matches building design
- The trash is well hidden, the gates are almost completely closed. The poles will keep people from parking there.
- could pass for something else from most angles, matches building
- sturdy wall and less likely to be dirty
- For a business, it blends in with the building
- clean, compact, blends with the building.
- functional and in keeping with the building design
- matches the building--better choice of materials
- Sturdy, totally hidden from view
- Looks clean and stable. The white one will get dirty eventually.
- screens without standing out too much (like the stark white)
- As modern and updated as trash can be. Matches with the building.
- looks neat, tough to choose because of vandalism and ease of usage
- trash retainer reflects the architecture of the building and is compatible.
- The brick or stone hides the trash, it also coordinates with the building very appealing.
- Building materials are the same as the building and express the quality and permanence of the building it serves while providing visual screening, security, neatness and servicability.
- There are no good choices with regard to garbage. out of sight out of mind is best. preferable in a backy alley way.
- Serviceable and blends in with the structure it is with.
- Blends in and "screens" the trash bins
- The cinder block adds actual screening and matches the building.
- Provides complete screening and appears durable
- screened but does not draw attention to it
- The facility is well constructed and ties in with the building it serves.

Architectural Design Guidelines - Stafford County, VA

111) Which picture did you like the least?

Answer Options	Response Percent	Response Count
A	92.5%	99
B	0.9%	1
C	6.5%	7
<i>answered question</i>		107
<i>skipped question</i>		24



Architectural Design Guidelines - Stafford County, VA

112) Why did you choose this picture?

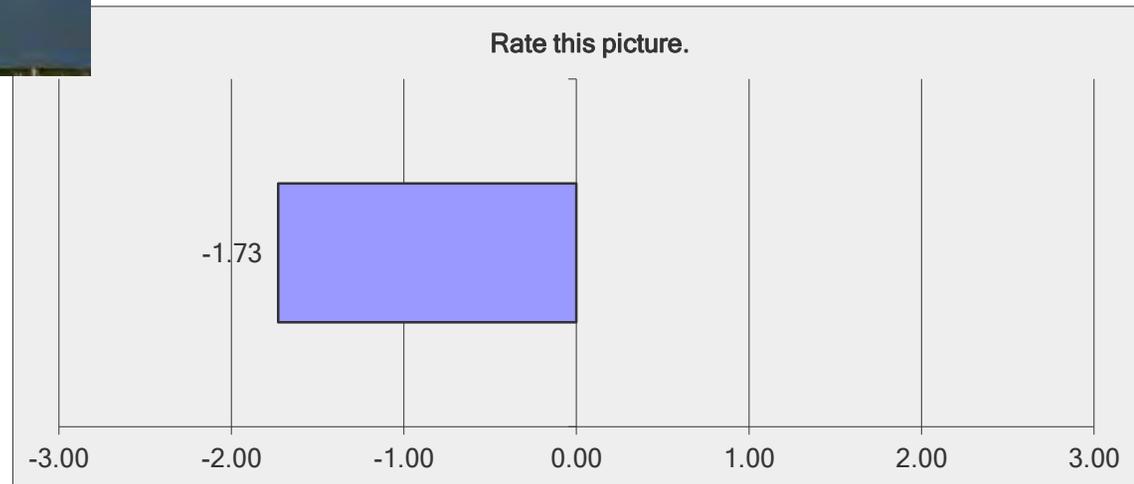
Answer Options	Response Count
	78
<i>answered question</i>	78
<i>skipped question</i>	53

- Puts the ugliness of trash cans on display.
- looks "trashy"
- Can see the trash laying around.
- UGLY, DOESN'T HIDE A THING.
- Open containment gives it a cluttered look
- It looks like a mess.
- not maintained, ugly, nuisance and shows the business does not care
- If the gates were closed and in good order, it wouldn't be so bad, but this says the person has lost interest and doesn't care.
- Screening does not work, not maintained, detracts from whatever is around it
- Ineffective screen, disorderly
- your usual dumpster screening that doesn't really screen
- I thought this was a question about trash screening? It doesn't.
- Dumpster is very visible and looks like it could attract rodents
- unpleasing metallic look--clutter
- horrible looking and did nothing to hide the fact that it was a trash bin.
- What screen? The whole thing looks like a waste dump.
- trashy, literally
- Sloppy and trashy, messy
- Looks ugly and busted up. I'm pretty sure no one picked this as their favorite!
- doesn't look neat, again tough to choose because of vandalism and ease of usage
- Not appealing does not match with building looks like it smells stinky.
- There is no security or visual screening nor relevance to the building it serves except for its proximity to the building.
- Vary noticeable and is likely to be damaged.
- The fencing doesn't prevent us from seeing the trash. The fencing is also not hanging level (the right side is higher than the left). In addition, the fencing isn't closed like the other two screens (in B and C) are.
- It does very little to screen the dumpsters.
- Minimal consealment and likely to be damaged easily

Architectural Design Guidelines - Stafford County, VA

113) Rate this picture.

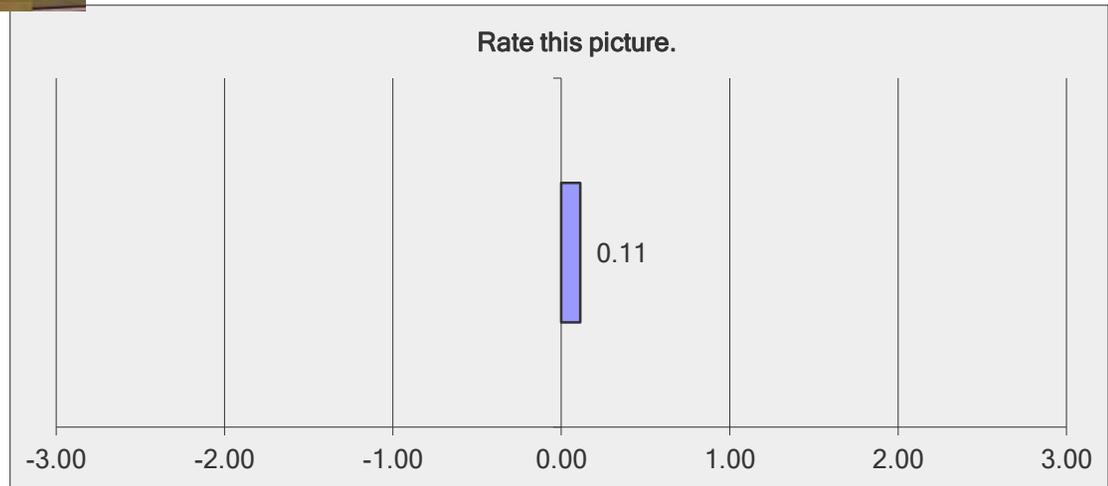
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	42	20	24	18	1	2	0	-1.73	107	
									<i>answered question</i>	107
									<i>skipped question</i>	24



Architectural Design Guidelines - Stafford County, VA

114) Rate this picture.

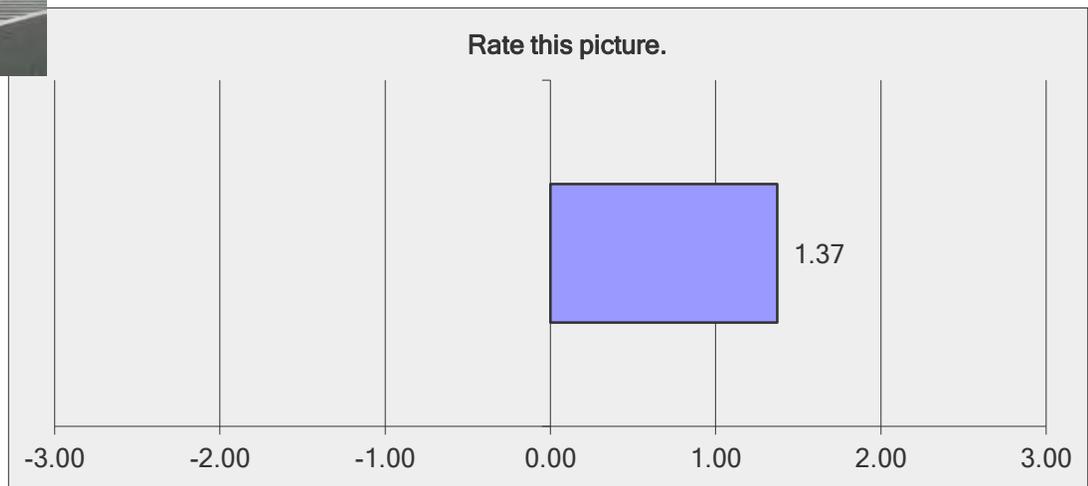
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	4	6	16	44	25	9	3	0.11	107	
									<i>answered question</i>	107
									<i>skipped question</i>	24



Architectural Design Guidelines - Stafford County, VA

115) Rate this picture.

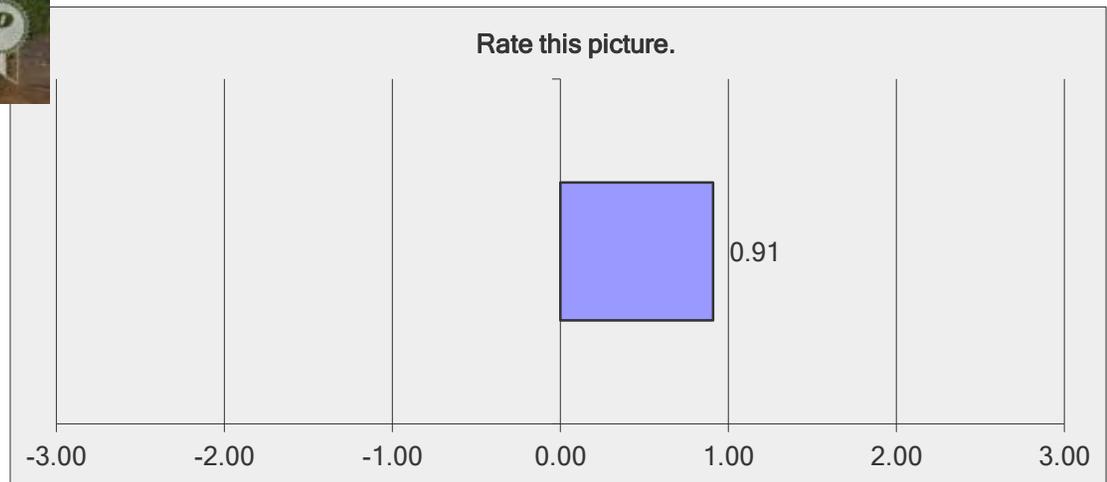
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	3	0	4	12	35	34	19	1.37	107	
									<i>answered question</i>	107
									<i>skipped question</i>	24



Architectural Design Guidelines - Stafford County, VA

116) Rate this picture.

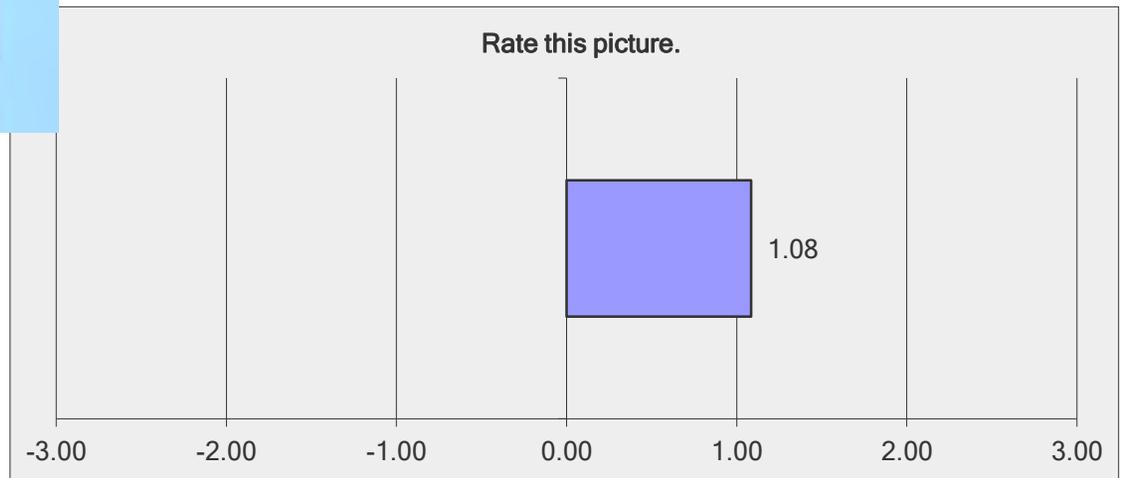
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	1	0	1	10	30	33	32	0.91	107	
									<i>answered question</i>	107
									<i>skipped question</i>	24



Architectural Design Guidelines - Stafford County, VA

117) Rate this picture.

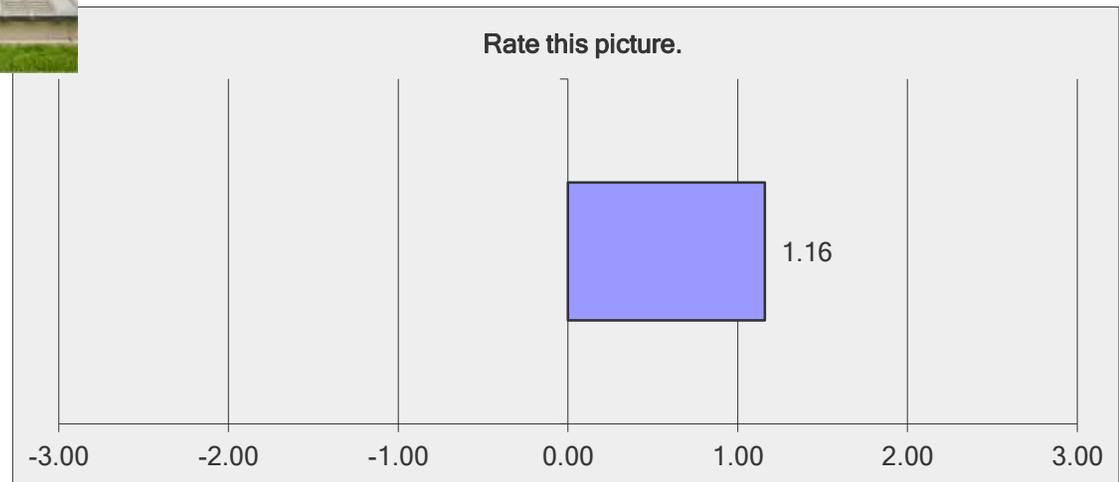
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	6	5	5	14	22	38	17	1.08	107
	<i>answered question</i>								107
	<i>skipped question</i>								24



Architectural Design Guidelines - Stafford County, VA

118) Rate this picture.

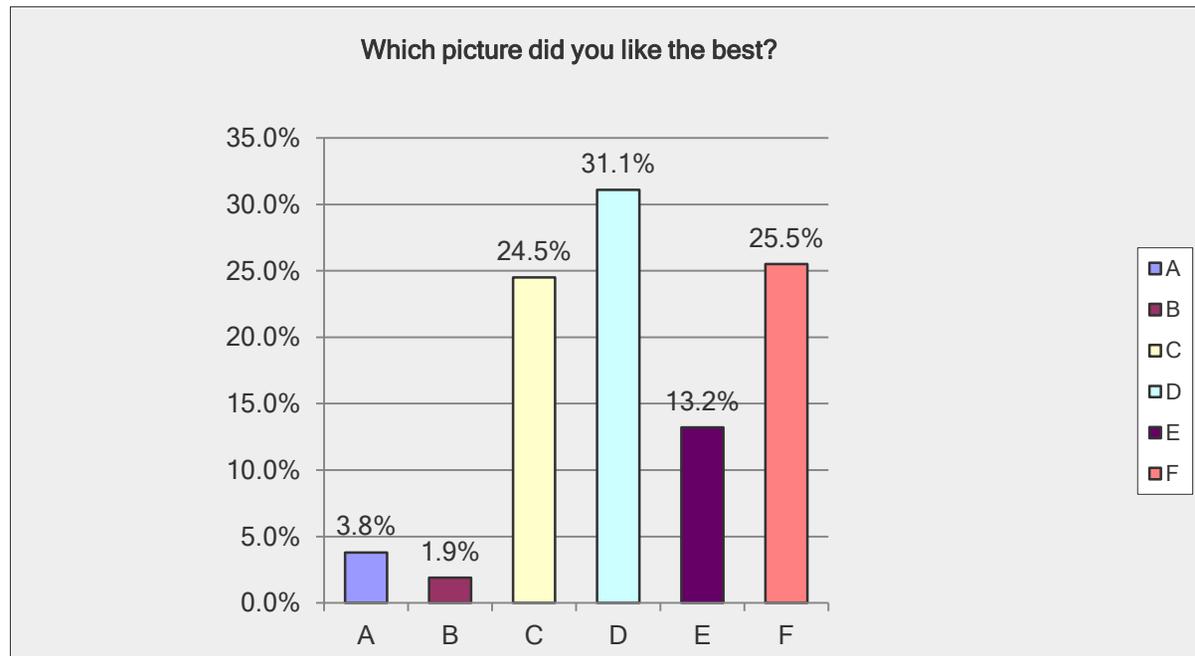
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	5	2	7	17	21	34	20	1.16	106	
									<i>answered question</i>	106
									<i>skipped question</i>	25



Architectural Design Guidelines - Stafford County, VA

119) Which picture did you like the best?

Answer Options	Response Percent	Response Count
A	3.8%	4
B	1.9%	2
C	24.5%	26
D	31.1%	33
E	13.2%	14
F	25.5%	27
<i>answered question</i>		106
<i>skipped question</i>		25



Architectural Design Guidelines - Stafford County, VA

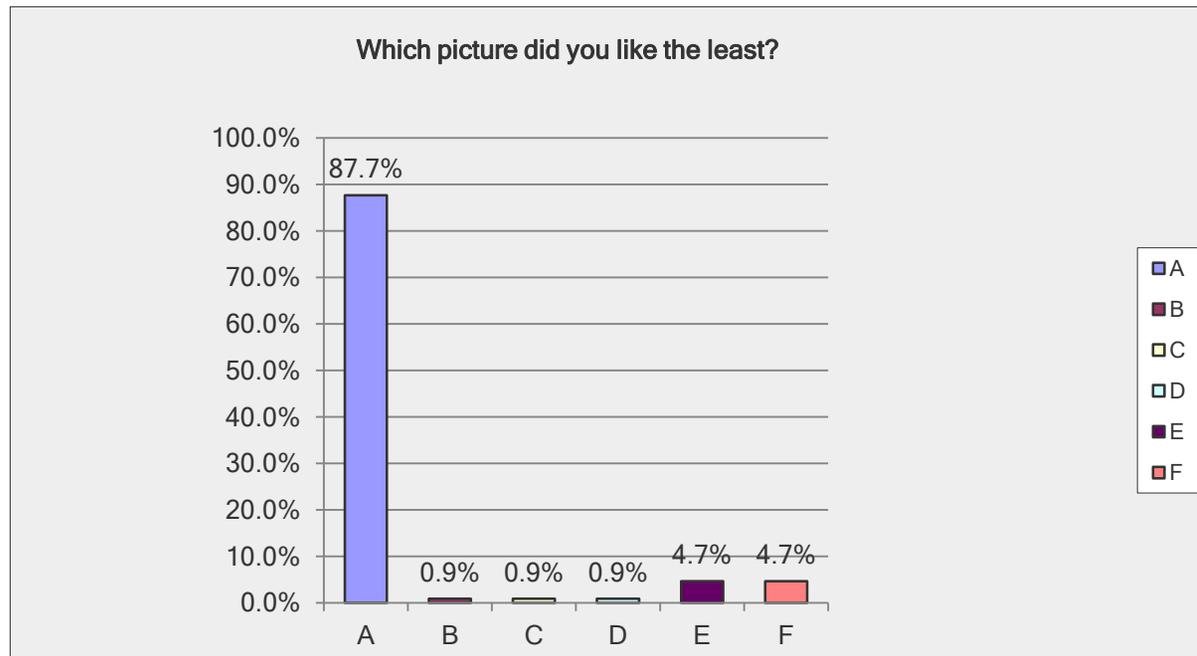
120) Why did you choose this picture?	
Answer Options	Response Count
	73
<i>answered question</i>	73
<i>skipped question</i>	58

- out of sight, neat
- Ties in with the building it supports. Same with C
- difficult call, residential is D, commercial is C(brick on brick-blends in), industrial/larger buldings next to others- E & F tie; these also are pleasant looking-hiding the ugly part of what is necessary
- Shows warmth
- Attractive design and color and well-maintained. Charming, pleasant to look at if you glance that way.
- seems appropriate with building design
- Traditional look and hides ac unit
- it has class--eye pleasing
- I like the lattice work. Not so cold looking.
- Again, this is more aesthetically pleasing than a huge brick wall. However capacity is limited to small facilities. For larger facilities E was my favorite, by placing equipment out of eye level and screening with non-assuming elements that blend with the structure
- Looks detailed. Looks colonial. Looks traditional.
- simple, probably inexpensive and gets the job done
- functional. appears to match surrounding structure.
- The fencing is attractive and looks like it fits in with the building it's beside. I like the color of the fencing, the grass around it, and the shrub nearby.
- Actually attractive while doing its job

Architectural Design Guidelines - Stafford County, VA

121) Which picture did you like the least?

Answer Options	Response Percent	Response Count
A	87.7%	93
B	0.9%	1
C	0.9%	1
D	0.9%	1
E	4.7%	5
F	4.7%	5
<i>answered question</i>		106
<i>skipped question</i>		25



Architectural Design Guidelines - Stafford County, VA

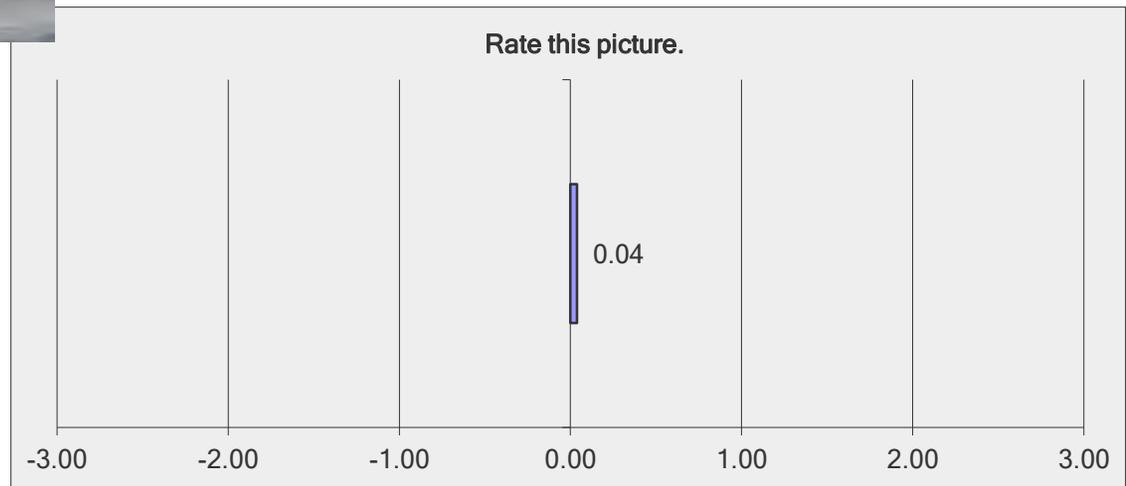
122) Why did you choose this picture?	
Answer Options	Response Count
	72
<i>answered question</i>	72
<i>skipped question</i>	59

- looks messy and like they're trying to hide something
- UP THERE FOR ALL TO SEE.
- no screening and makes it more noticeable. looks trashy, unkempt
- Is not hidden at all, looks mechanical, detracts from whatever building design is present
- Ineffective screening, disorderly, untidy
- Equipment ugly and visible
- It is ugly and may be harder for crew to maintain
- mechanical looking--no screening
- What screening? Plain to see the equipment from the side yard.
- Appears no attempt to shield mechanical systems.
- No attempt was made to hide or enhance the visual impact of the ugly utilitarian features of the building. It detracts from the building as well as the surrounding environment.
- there is no hiding these utilities
- There is NO visual screen. The fabric hanging on the fence looks awful, and the vegetation growing over the fence needs some attention.
- It detracts from the environment

Architectural Design Guidelines - Stafford County, VA

123) Rate this picture.

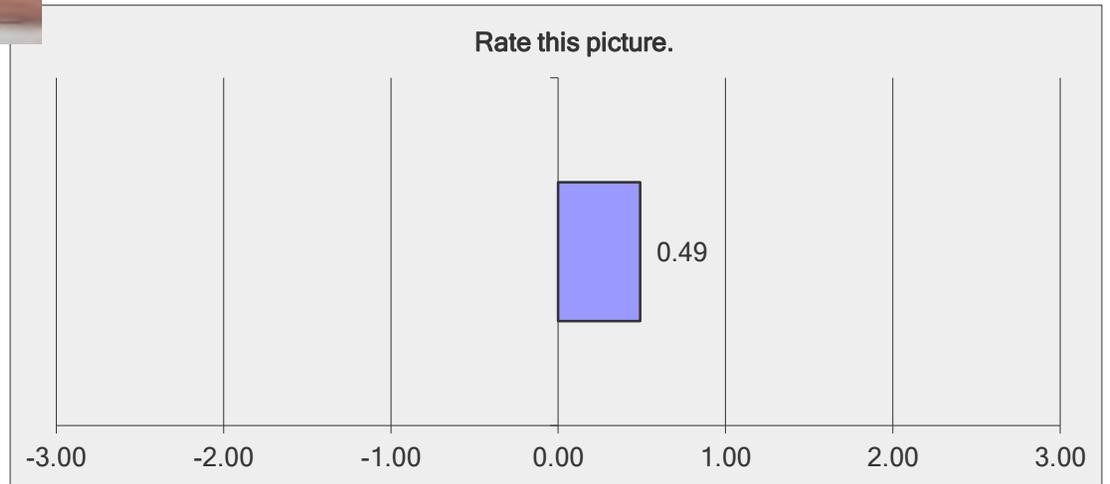
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	5	10	11	47	20	9	4	0.04	106
	<i>answered question</i>								106
	<i>skipped question</i>								25



Architectural Design Guidelines - Stafford County, VA

124) Rate this picture.

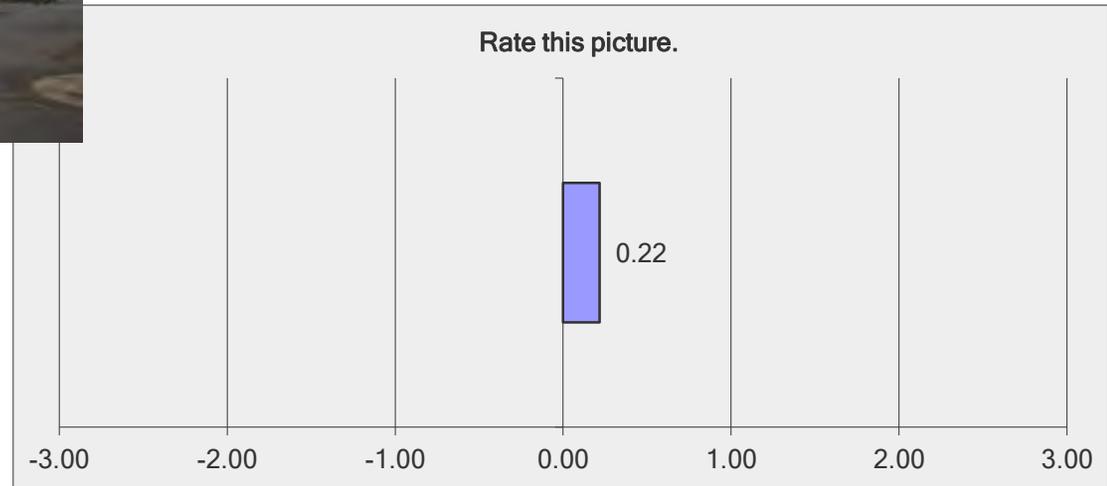
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	3	3	10	32	41	15	2	0.49	106
								<i>answered question</i>	106
								<i>skipped question</i>	25



Architectural Design Guidelines - Stafford County, VA

125) Rate this picture.

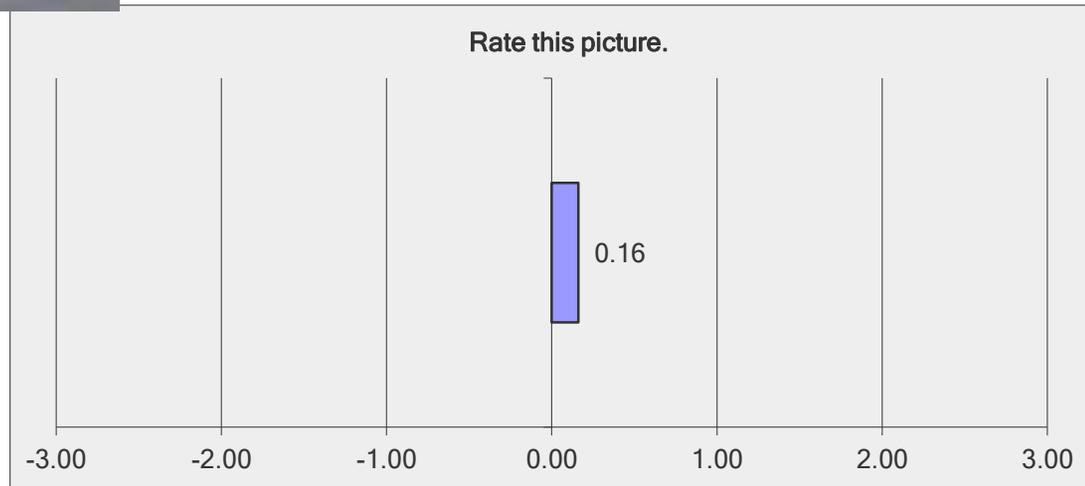
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	4	6	13	38	32	11	2	0.22	106	
									<i>answered question</i>	106
									<i>skipped question</i>	25



Architectural Design Guidelines - Stafford County, VA

126) Rate this picture.

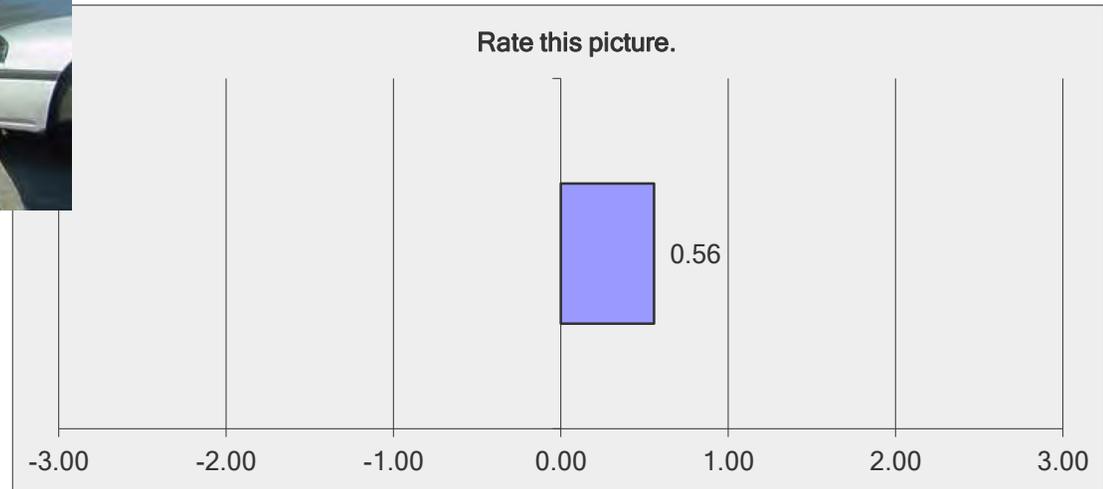
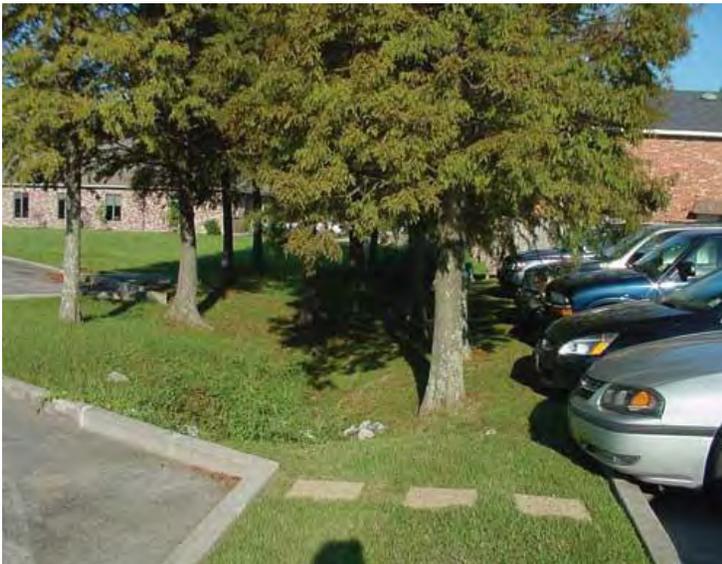
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	5	8	14	37	25	14	3	0.16	106	
									<i>answered question</i>	106
									<i>skipped question</i>	25



Architectural Design Guidelines - Stafford County, VA

127) Rate this picture.

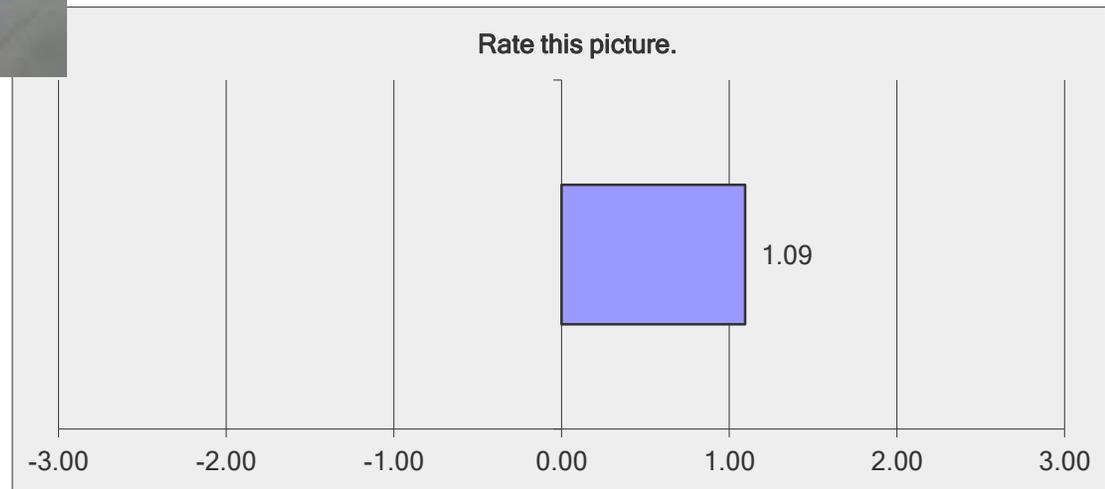
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	1	4	8	38	38	11	6	0.56	106
<i>answered question</i>									106
<i>skipped question</i>									25



Architectural Design Guidelines - Stafford County, VA

128) Rate this picture.

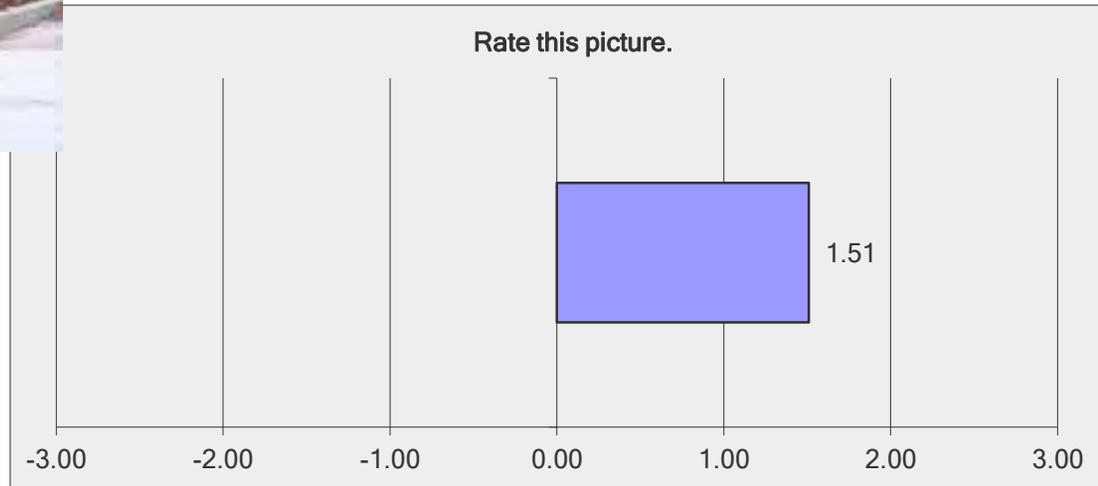
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	1	0	8	18	41	28	10	1.09	106
<i>answered question</i>									106
<i>skipped question</i>									25



Architectural Design Guidelines - Stafford County, VA

129) Rate this picture.

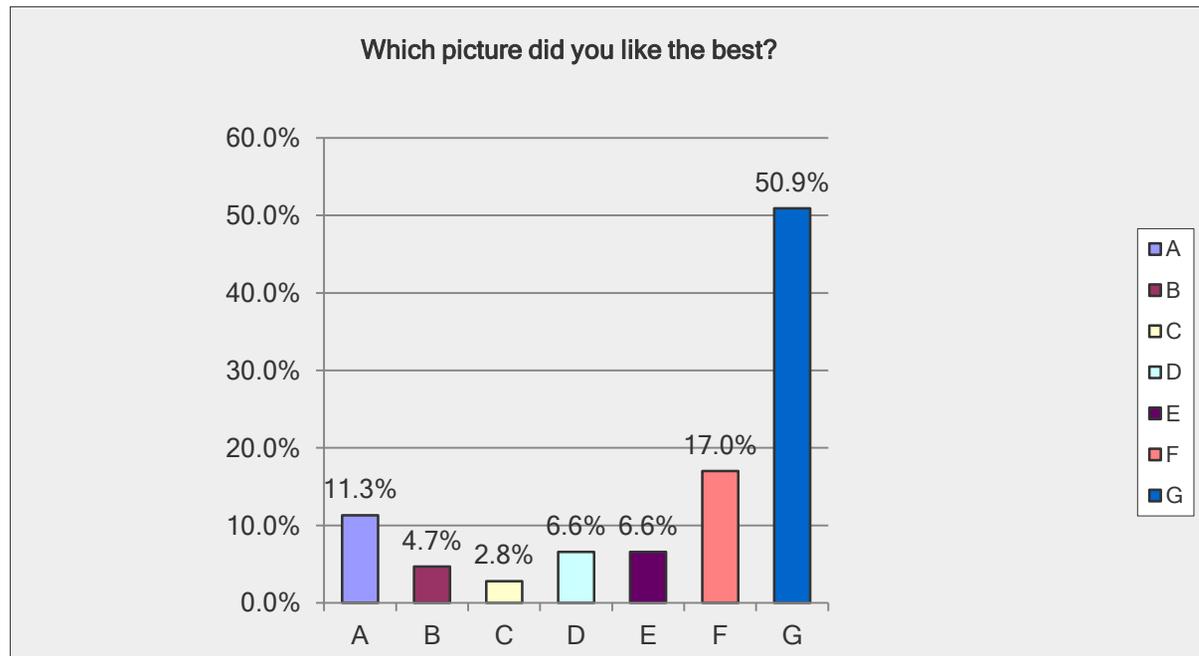
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	2	1	5	10	31	29	28	1.51	106
								<i>answered question</i>	106
								<i>skipped question</i>	25



Architectural Design Guidelines - Stafford County, VA

130) Which picture did you like the best?

Answer Options	Response Percent	Response Count
A	11.3%	12
B	4.7%	5
C	2.8%	3
D	6.6%	7
E	6.6%	7
F	17.0%	18
G	50.9%	54
<i>answered question</i>		106
<i>skipped question</i>		25



Architectural Design Guidelines - Stafford County, VA

131) Why did you choose this picture?

Answer Options	Response Count
	75
<i>answered question</i>	75
<i>skipped question</i>	56

- clean and organized
- I like the combination of the fence and landscaping to screen.
- MELDS LANDSCAPE WITH HARDSCAPE NICELY.
- I like the idea of fencing, brick, trees and shrubs.
- Clean lines and orderly
- I like the mixture of man made (fence of wood and brick--nice touch) with the trees and shrubs. All trees or all shrubs can begin to look unruly.
- A fence gives not only screening to homes, but also provides a great back drop for plants and trees.
- This is the one that I hate the least.
- Functional and attractive
- Tidiest, low profile wall w/ architectural elements
- Love the look of the wood and brick together. Nicely finished with shrubs and mulch. HOPEFULLY, it will be maintained.
- Neat , thoughtful and fulfills the purpose
- Mixture of evergreens and decidous plantings
- I surprised myself that I preferred the fence to a stand of trees! Very attractive, but I am big on preserving trees nonetheless.
- Attractive and easy to maintain
- I only choose this because it is the least one I dislike. I like that it is clean, uniform, maintained.
- Looks finished. Looks planned and intentional. Very pretty.
- Good design makes use of various elements
- Good combination of man made and natural setting
- The picture is very nice and neat. I love to see area that look like this. I also like communities that have the orginal trees. I love to see homes built within the natural landscape.
- The fence provides an effective screen in a small space. The trees, brick columns, wood fence and low shrubs provide color variation and visual interest while providing ease of maintenance.
- I like the fence only without the big trees because the trees will damage the fence in ten years. Also like the clean line of the fence.
- I like to look of the fence with the trees and bushes
- While I like this the best, I wonder how low-maintenance it would be. Instead of mulch, perhaps some sort of groundcover, like periwinkle, could be used. I like the brick.
- Having the brick columns gives the fence a great look. I would like to see more of a landscape strip to accomodate larger trees.
- good choice of materials and a good blend not boring

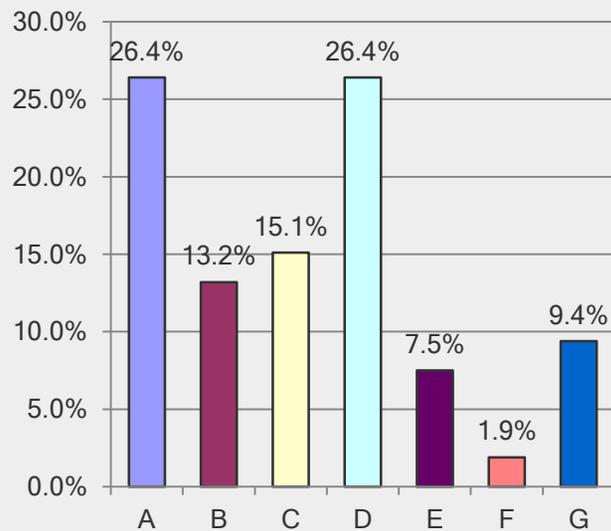
Architectural Design Guidelines - Stafford County, VA

132) Which picture did you like the least?

Answer Options	Response Percent	Response Count
A	26.4%	28
B	13.2%	14
C	15.1%	16
D	26.4%	28
E	7.5%	8
F	1.9%	2
G	9.4%	10
<i>answered question</i>		106
<i>skipped question</i>		25



Which picture did you like the least?



- A
- B
- C
- D
- E
- F
- G

Architectural Design Guidelines - Stafford County, VA

133) Why did you choose this picture?

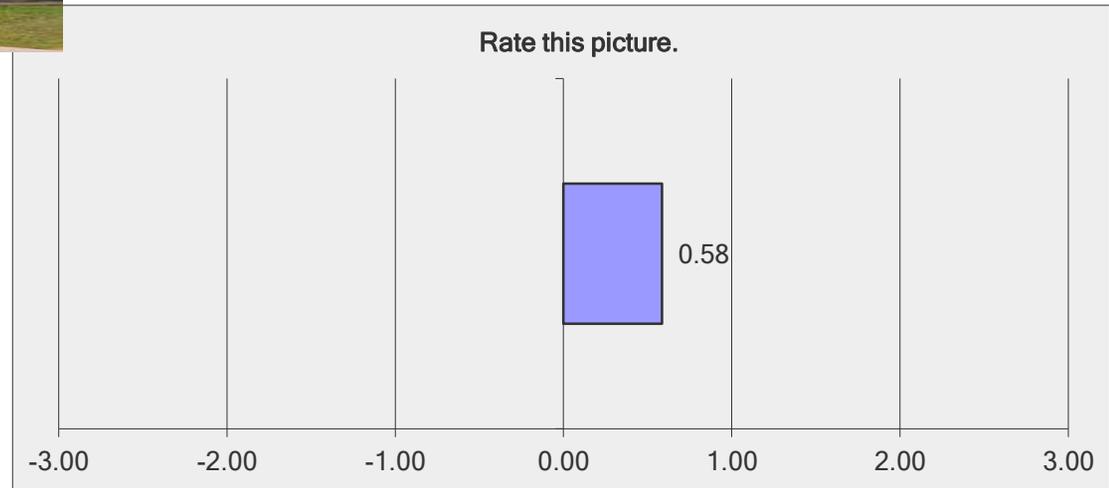
Answer Options	Response Count
	73
<i>answered question</i>	73
<i>skipped question</i>	58

- Looks over grown and out of control
- ATTACK OF THE KILLER HEDGE.
- Too much a solid wall.
- I would worry about public safety
- Looks like it would be harder to maintain and trees would be bare in winter
- looks a little too wild and unkept.
- It's just a wall of green. These walls can be unsafe as anyone could hide behind the screening waiting for an unsuspecting victim.
- too massive, all 1 species so if 1 gets disease, they all get it.
- The screen is too massive needs more complexity
- These trees are a mess, if they were trimmed and manicured it would look better. The trees lined close to the street is not appealing also.
- Trees in back of cars do not conceal much!
- The greenery reminds me of kudzu and it looks too big for the height of the screen; looks like it may all topple over onto the cars.
- the hill and the houses on top look silly.
- Not too much shading here.
- poor layout of plantings
- attempted but not quite complete
- Inadequate plantings and no indication of use (for shade/community use, screening?)
- This is a recently landscaped area and looks like the grass is struggling to fill in (a not uncommon problem in our region). Good to keep as many trees/shrubs/plants in the ground to reduce run-off..and provide better visual setting
- I cannot stand scorched-earth development and this place (I know where it is) looks like an Austin Run-style landslide waiting to happen. No tall trees remaining. UGLY
- Those shrubs require maintenance and are too short to enhance a hill-side residential setting.
- looks unfinished--like someone walked off the job and had no idea what they were doing
- Horrid, looks as though no thought went into this landscaping
- It looks like someone started landscaping and stopped. It is not completed, unplanned.
- Bad attempt to landscape
- too much dry grass
- The shrubs and trees have not had time to mature enough to hide the bare hill and the houses. The greenery is not that interesting and does not do its job to hide the unsightly elements in the picture.

Architectural Design Guidelines - Stafford County, VA

134) Rate this picture.

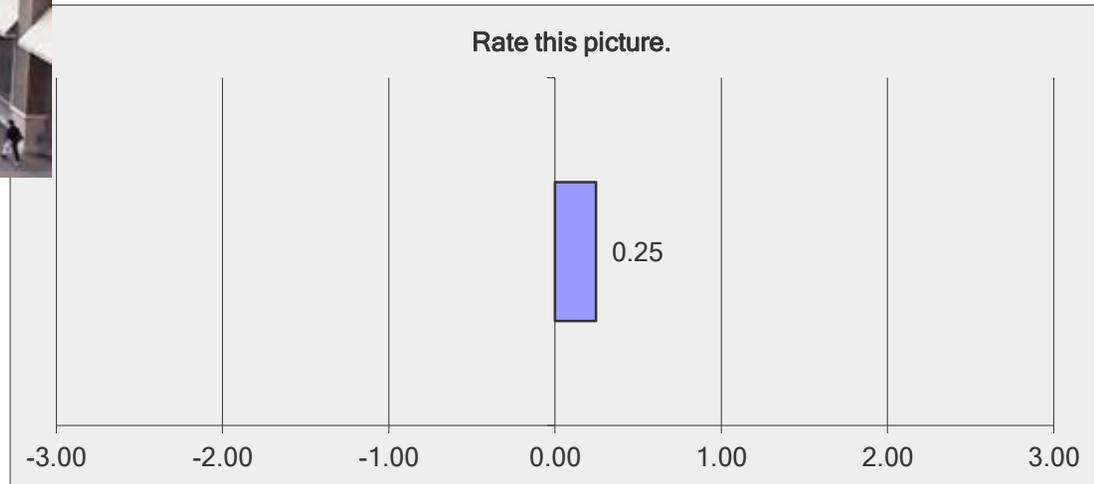
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	6	6	6	30	28	20	10	0.58	106	
									<i>answered question</i>	106
									<i>skipped question</i>	25



Architectural Design Guidelines - Stafford County, VA

135) Rate this picture.

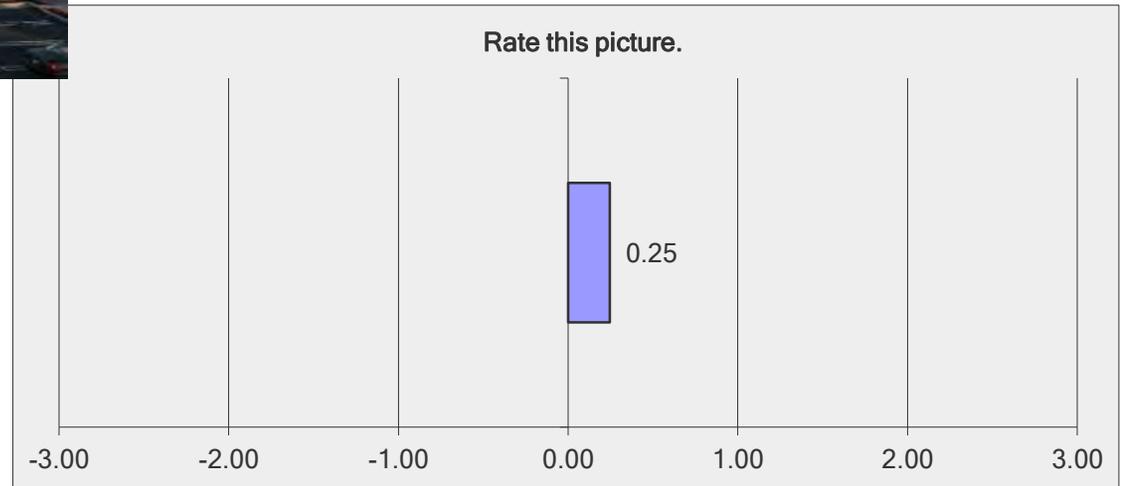
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	4	8	17	31	30	7	9	0.25	106	
									<i>answered question</i>	106
									<i>skipped question</i>	25



Architectural Design Guidelines - Stafford County, VA

136) Rate this picture.

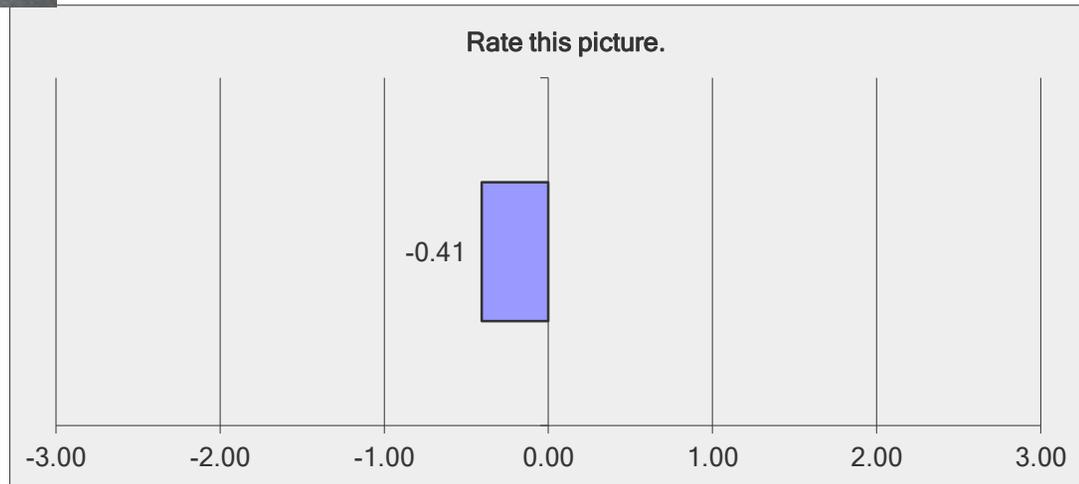
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	6	5	14	33	32	12	4	0.25	106	
									<i>answered question</i>	106
									<i>skipped question</i>	25



Architectural Design Guidelines - Stafford County, VA

137) Rate this picture.

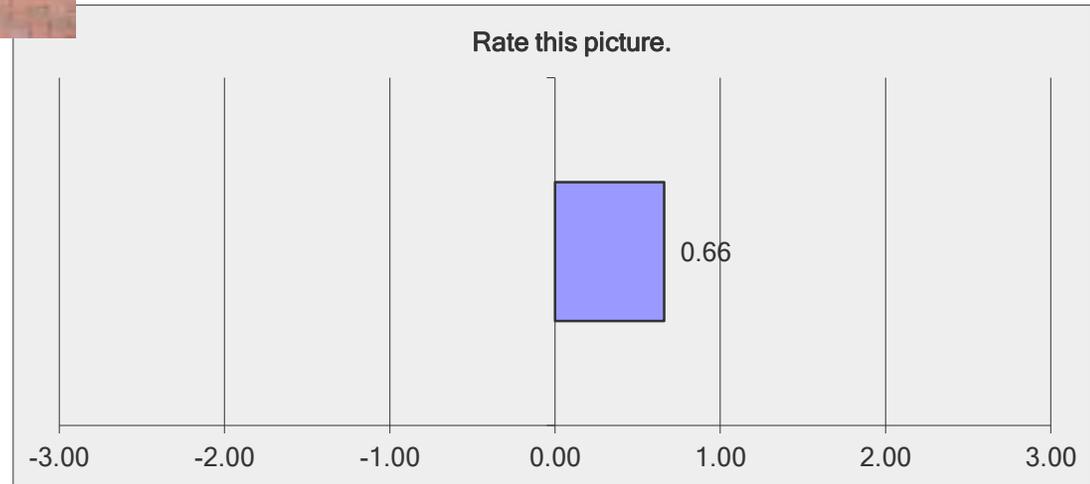
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	17	8	19	33	17	10	2	-0.41	106	
									<i>answered question</i>	106
									<i>skipped question</i>	25



Architectural Design Guidelines - Stafford County, VA

138) Rate this picture.

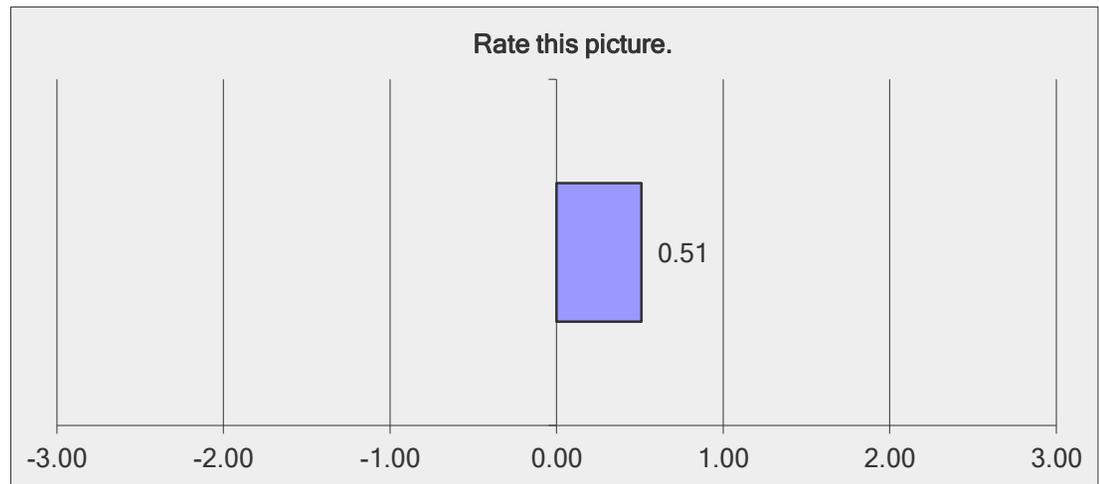
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	5	3	9	27	31	24	7	0.66	106
<i>answered question</i>									106
<i>skipped question</i>									25



Architectural Design Guidelines - Stafford County, VA

139) Rate this picture.

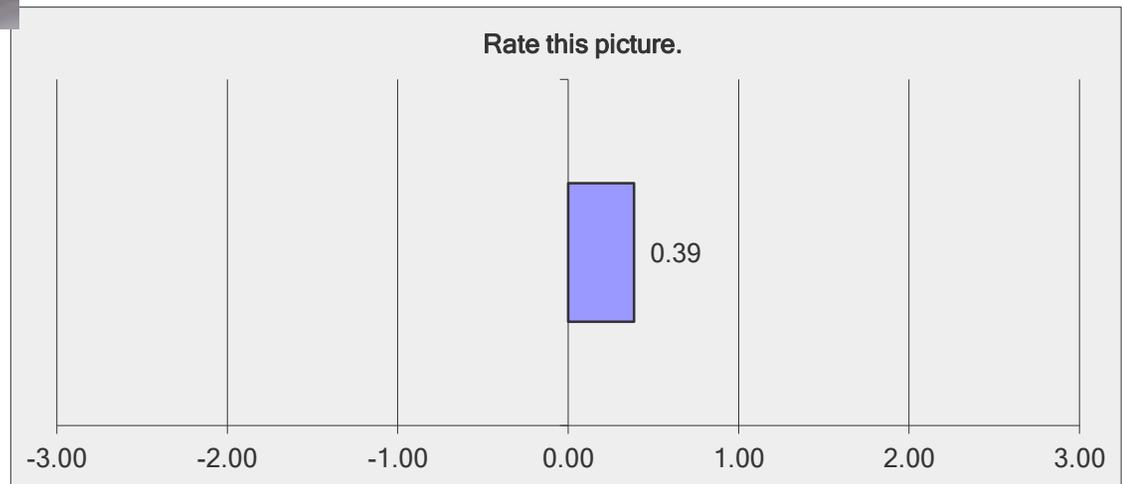
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	3	2	11	36	34	16	4	0.51	106
								<i>answered question</i>	106
								<i>skipped question</i>	25



Architectural Design Guidelines - Stafford County, VA

140) Rate this picture.

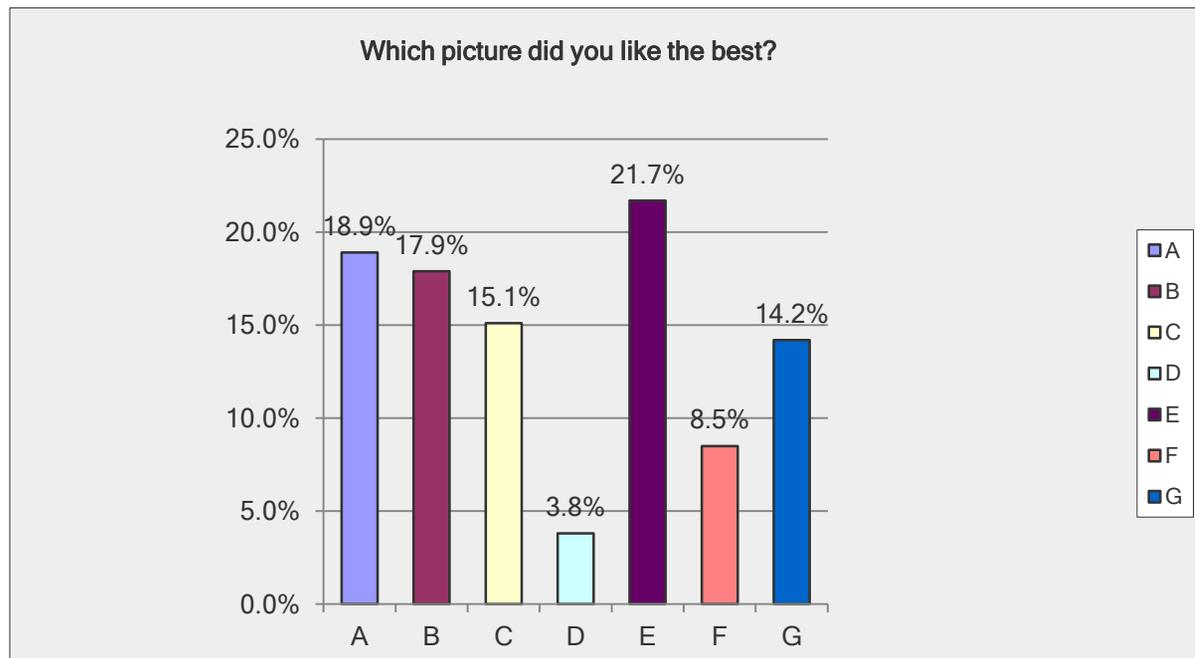
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	7	9	8	29	26	19	8	0.39	106	
									<i>answered question</i>	106
									<i>skipped question</i>	25



Architectural Design Guidelines - Stafford County, VA

141) Which picture did you like the best?

Answer Options	Response Percent	Response Count
A	18.9%	20
B	17.9%	19
C	15.1%	16
D	3.8%	4
E	21.7%	23
F	8.5%	9
G	14.2%	15
<i>answered question</i>		106
<i>skipped question</i>		25



Architectural Design Guidelines - Stafford County, VA

142) Why did you choose this picture?

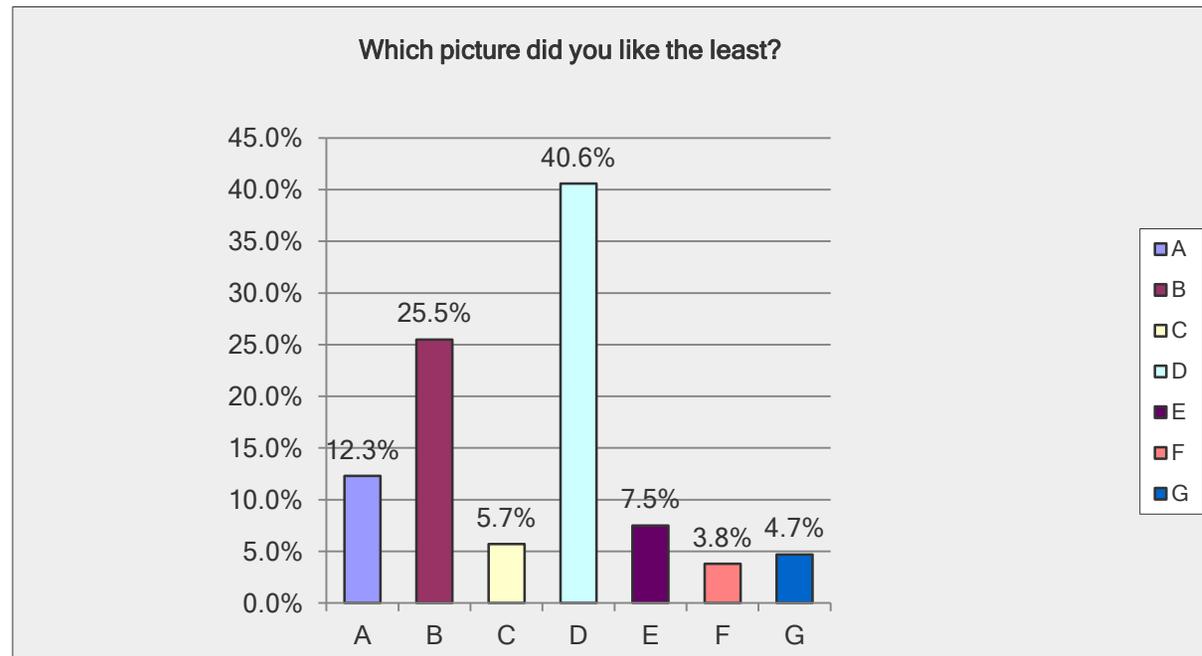
Answer Options	Response Count
	70
<i>answered question</i>	70
<i>skipped question</i>	61

- B&E are good, entices you to walk to the businesses and enjoy the surroundings. Others are more industrial and work better to make the parking decks less noticable (A&G). can get more in a smaller area
- The brick adds to the overall charactor, has some trees
- Orderly, easy to park, encourages getting out and walking.
- easy access to stores brick walk slanted parking *also like G
- Easy attractive parking
- Brick and plantings
- Smaller closer in parking. Parking garages also work (pic G) and save considerable space.
- I like parking closer to the door than developers want me to.
- easy street parking
- natural elements--brick--trees
- More quaint and not so wide open.
- looks nice and would hold more cars (i would think) than traditional street parking.
- atractive and functional
- Still small town feel, good use of spacing
- I think more "community" when I see this image.
- artistic design
- Fits in nicely
- The streetscape is interesting and attractive.
- It has a friendly town feel with plenty of parking

Architectural Design Guidelines - Stafford County, VA

143) Which picture did you like the least?

Answer Options	Response Percent	Response Count
A	12.3%	13
B	25.5%	27
C	5.7%	6
D	40.6%	43
E	7.5%	8
F	3.8%	4
G	4.7%	5
<i>answered question</i>		106
<i>skipped question</i>		25



Architectural Design Guidelines - Stafford County, VA

144) Why did you choose this picture?

Answer Options	Response Count
	70
<i>answered question</i>	70
<i>skipped question</i>	61

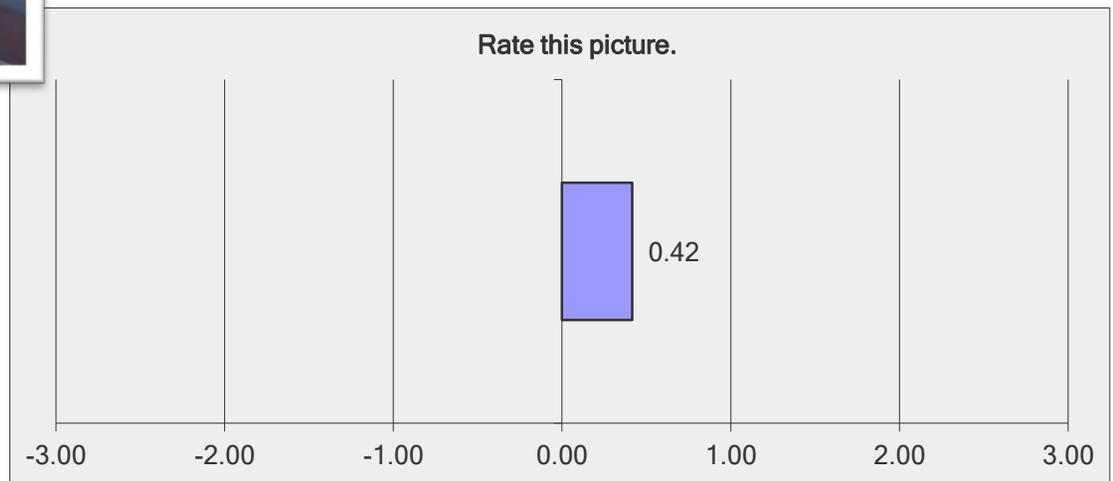
- utilitarian no aesthetics
- too much sprawl, inefficient use of land for parking. Central Park?
- Too spread out and all asphalt
- no designated walking area, just a huge stretch of asphalt.
- wasted spaces not used. overparked
- vast areas of asphalt with some trees, lot of inefficient use of land.
- Big hot parking lot with a lot of unused spaces.
- Miles of pavement, inhospitable
- Crowded
- Too much cement shops too spread out
- Large impervious surface with no landscaping
- Too much asphalt not enough exterior plantings
- Wide open parking lot-lots of run-off , few trees...this is a typical parking lot in Stafford.
- looks like way too much parking lot!!! Is it ever full???
- Big and ugly, making stores too scattered out
- Vast blacktop with little or no shade. I also don't like B street parking (unless on small in busy street) - they cause accidents and unnecessary congestion. To maintain that convenience and small town feel, best to use diagonal parking as in E or small parking areas between a group of buildings.
- too expansive asphalt
- This is just a concrete jungle, make stores less attractive
- too much parking only used during certain times of the year
- It looks like a lot of wasted space that could have been put to better use.
- Wasted space.
- Simply awful, ugly, and part of the dangerous shopping center driving and parking areas which are all over Stafford county - and surrounding areas.
- What a barren wasteland!
- Too large footprint
- too much pavement

- There is no real landscaping or pedestrian access. Distances to stores is too great.

Architectural Design Guidelines - Stafford County, VA

145) Rate this picture.

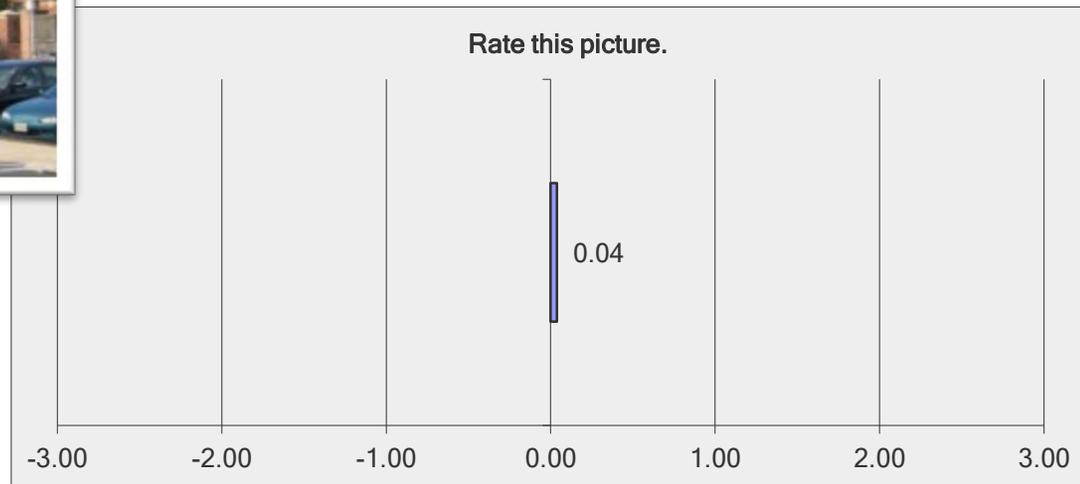
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	6	5	11	30	35	9	10	0.42	106	
									<i>answered question</i>	106
									<i>skipped question</i>	25



Architectural Design Guidelines - Stafford County, VA

146) Rate this picture.

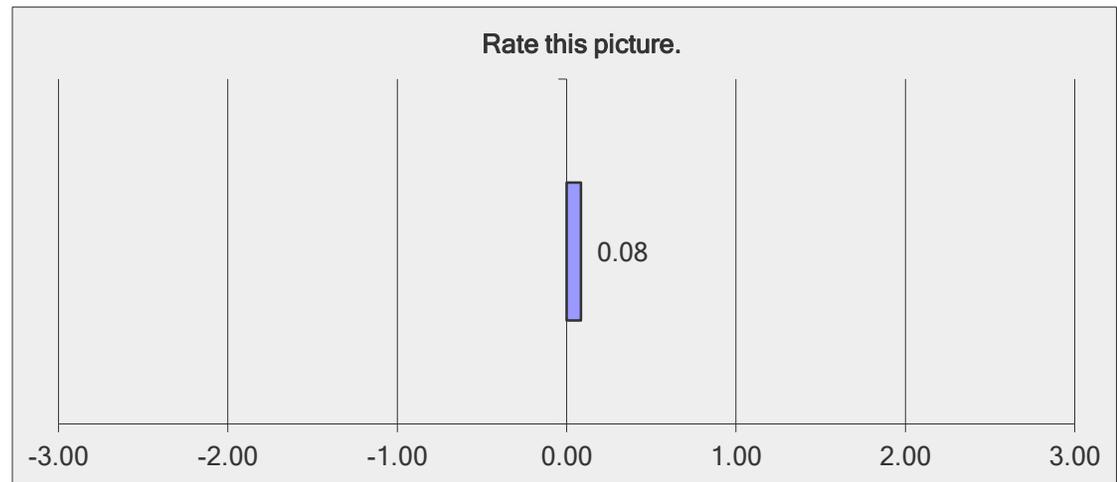
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	3	9	15	43	28	6	2	0.04	106
<i>answered question</i>									106
<i>skipped question</i>									25



Architectural Design Guidelines - Stafford County, VA

147) Rate this picture.

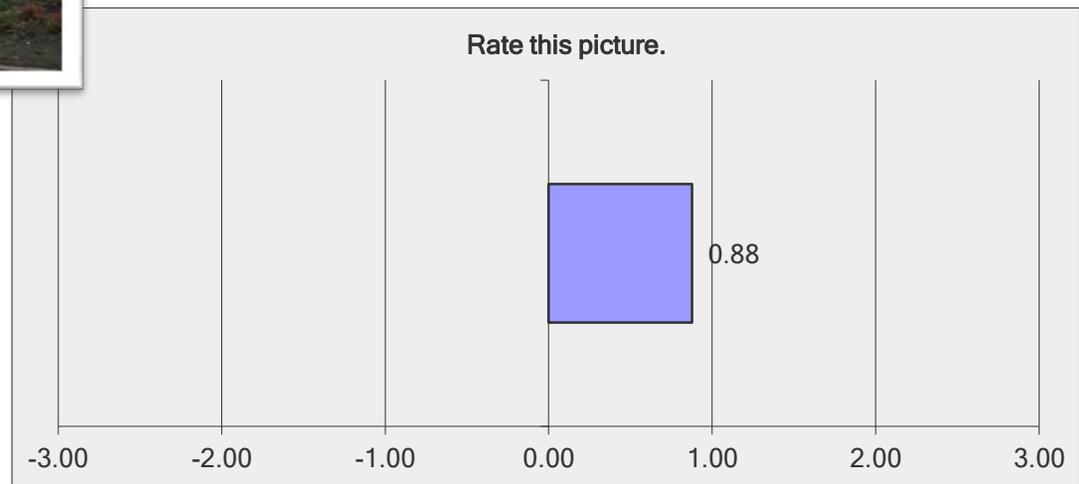
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count	
	7	7	21	23	34	11	3	0.08	106	
									<i>answered question</i>	106
									<i>skipped question</i>	25



Architectural Design Guidelines - Stafford County, VA

148) Rate this picture.

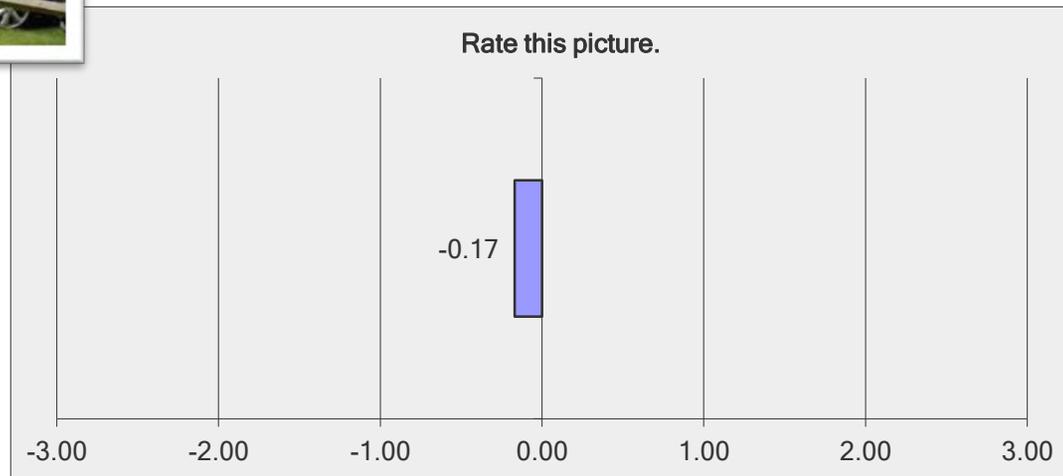
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	1	1	8	22	47	22	5	0.88	106
<i>answered question</i>									106
<i>skipped question</i>									25



Architectural Design Guidelines - Stafford County, VA

149) Rate this picture.

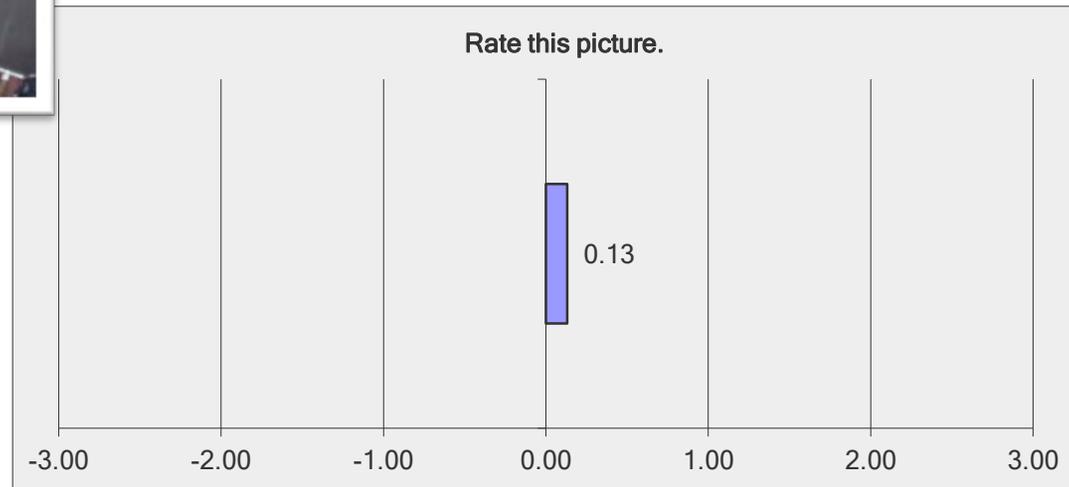
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	7	8	20	38	28	4	1	-0.17	106
<i>answered question</i>									106
<i>skipped question</i>									25



Architectural Design Guidelines - Stafford County, VA

150) Rate this picture.

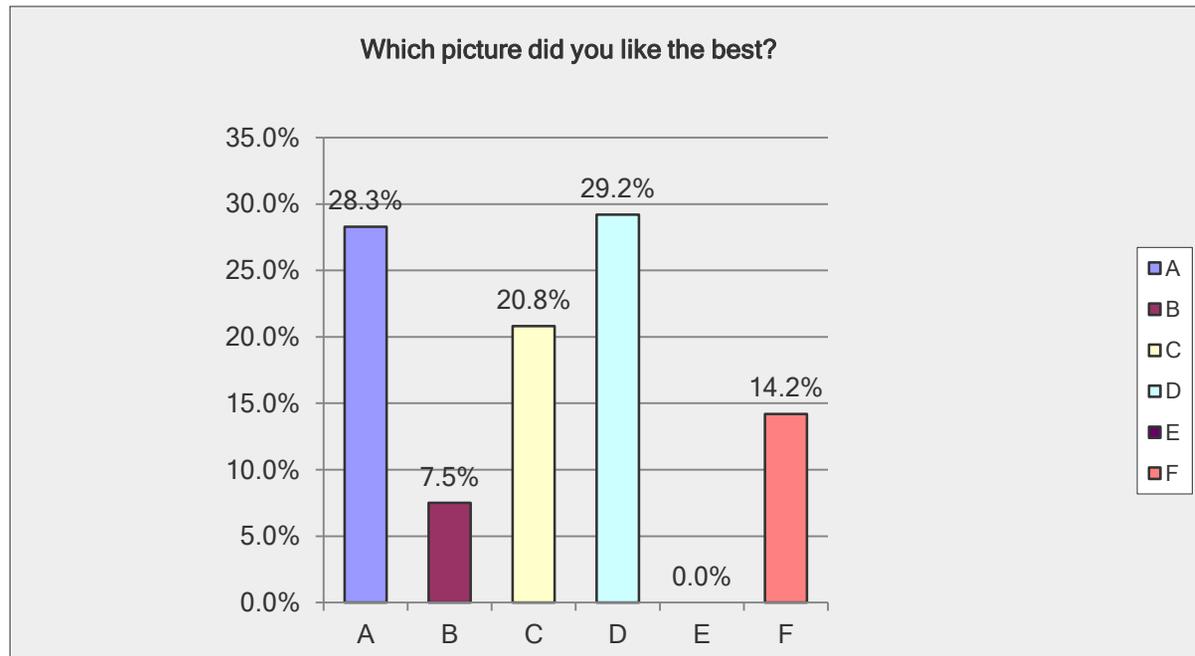
Answer Options	-3	-2	-1	0	+1	+2	+3	Rating Average	Response Count
	6	4	16	38	29	12	1	0.13	106
<i>answered question</i>									106
<i>skipped question</i>									25



Architectural Design Guidelines - Stafford County, VA

151) Which picture did you like the best?

Answer Options	Response Percent	Response Count
A	28.3%	30
B	7.5%	8
C	20.8%	22
D	29.2%	31
E	0.0%	0
F	14.2%	15
<i>answered question</i>		106
<i>skipped question</i>		25



Architectural Design Guidelines - Stafford County, VA

152) Why did you choose this picture?

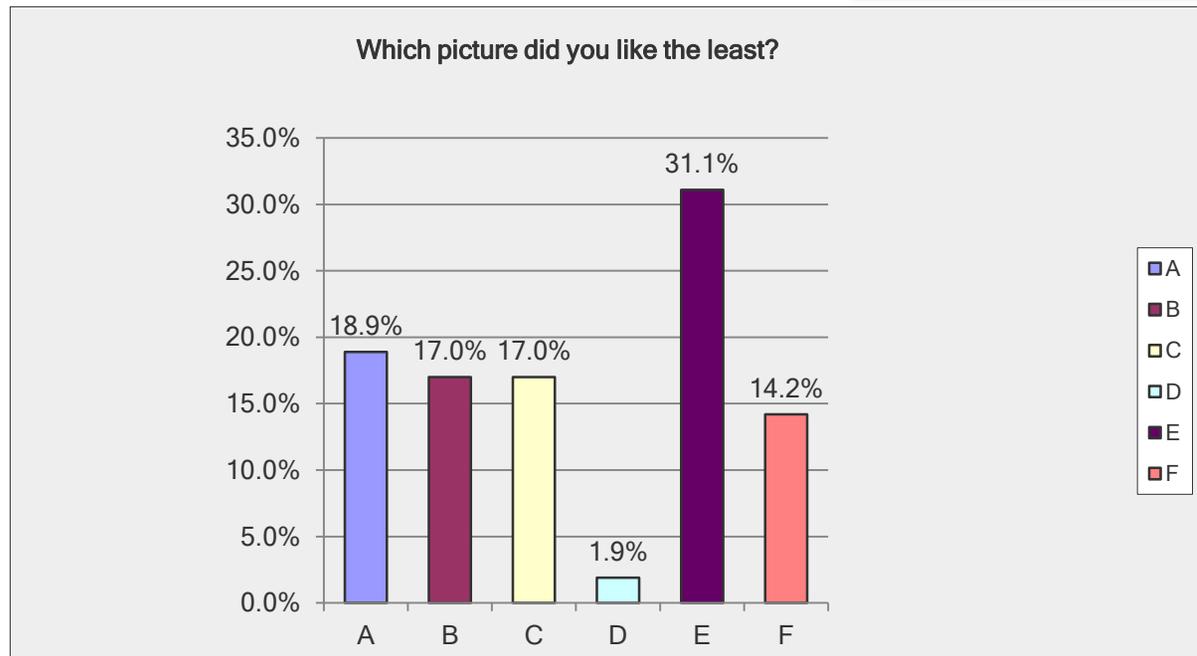
Answer Options	Response Count
	65
<i>answered question</i>	65
<i>skipped question</i>	66

- looks like convenient parking for building
- parking seems to be arranged aesthetically for blocks of housing units
- Place parking in unique places - smaller spots but more of them - plan it into your overall project
- It is the closest to ideal parking and it appears there may be garages for people to use.
- Parking behind homes in an alley is very nice; I.e., the Kentlands in Gaithersburg, MD
- Parking close to buildings but attractive
- Rear access, tidy, compartmentalized
- parking not obvious tasteful close to residence
- Nice and more cars can fit when there is not horizontal parking.
- it appears to be hidden from the street
- Like the whole environment, brick drive. Prefer A but not feasible with multi-car families
- Very appealing, easy access, feels safe.
- Like that parking is on the back so building designs are shown unobstructed of cars. People can work on cars without being in the front of their house and lastly people aren't parking on street which causes traffic concerns with children and pulling in/out.
- I like the garage plus parking lot option. This is nice
- It looks like to parking area was made with pavers, which I like. It also looks like it may be situated on the back of the building, instead of the front.

Architectural Design Guidelines - Stafford County, VA

153) Which picture did you like the least?

Answer Options	Response Percent	Response Count
A	18.9%	20
B	17.0%	18
C	17.0%	18
D	1.9%	2
E	31.1%	33
F	14.2%	15
<i>answered question</i>		106
<i>skipped question</i>		25



Architectural Design Guidelines - Stafford County, VA

154) Why did you choose this picture?

Answer Options	Response Count
	62
<i>answered question</i>	62
<i>skipped question</i>	69

- since when do people park on a well manicured grass area?
- Please control development. Consider first the infrastructure
- looks like we are camping
- Looks like a public park not at this time
- Would like to see appealing shopping centres where it is partially covered like brick buildings that are clean and bright looking.
- This is nothing more than seeing how many you can park in one area at a time. There isn't even concrete to park on. Was this for a concert or something?
Stafford needs more charm
- Looks a little like an afterthought, just park where there is an open space. Stafford has a great deal of potential. Thank you for working hard to make it a wonderful place to live.
- Uninspired
- great for burglars and it looks cheap.
- low budget effort on this one
- It looks like a cattle call. Line 'em up, move 'em out. It's supposed to be residential, right?
- A challenge for anyone developing such multi-family buildings - with each one having one or more vehicles. Simply not eye pleasing, but this is what we see too often - all over the country. Glad for the survey. Some items were hard to select due to what appeared to be mixed use or function. Looking forward to the publishing of the guidelines.

Architectural Design Guidelines - Stafford County, VA

155) Are there additional comments you would like to share?	
Answer Options	Response Count
	66
<i>answered question</i>	66
<i>skipped question</i>	65

Architectural Design Guidelines - Stafford County, VA

155) Are there additional comments you would like to share?

Answer Options	Response Count
	66
<i>answered question</i>	66
<i>skipped question</i>	65

SUMMARY COMMENTS FROM THE SURVEY

Many citizens want a walkable central location in Stafford where all ages are welcome. There should be a mix of uses like retail, office, commercial and residential. Large sidewalks with similar street fixtures would enhance the pedestrian experience. Parking should be behind buildings and if a parking structure is needed, it should blend in with the architecture.

Stafford citizens want to have sense of ownership and pride in their community and having a cohesive “downtown” setting will make Stafford County stand out. This downtown will be a cultural, historical and center to conduct business and to reside.

Below are the general comments from the final question of the survey. It is broken down in common themes that will help staff better understand what the public is looking for in the design guidelines. The spelling and grammar was left in its original format.

Vision

I would love to see **places where kids can play**, a dog park, pretty **areas to walk and shop and dine**. And bring in some great restaurants and maybe a Dave and Busters for teens. **Make Stafford a place where people want to spend their time. I always drive** to other places to do this. Oh yeah, and an updated movie theater

Make buildings appealing to draw my attention to wanting to come in. Also would like the great stores Fredericksburg and Woodbrige get so I can give my large spending dollars to Stafford vs other counties.

I think that Stafford County has a lot of potential. There are a lot of concerned citizens who live and work here who would benefit and enjoy a better planned out community. We could use some better shopping. **South Stafford County needs a lot of work and could be really cute!** Please give some thought to the **Falmouth area**. It has the history and location to be a destination in our area.

Town Center feel and More Pedestrian Friendly

need **more mixed use development** where residential & commercial are integrated into the design.

I would suggest you look at Ft. Collins, CO for an example of a nice city should be planned. They have done a great job of joining residential/commercial/etc. together. Everything is clean and up to date. And, there are plenty of sidewalks and parks for those who want to ride bikes and walk. That would be an ideal town to me. Don't get me wrong; I love Stafford, but if we are planning and dreaming, Ft. Collins would be a place to consider.

Stafford needs more **charm**

Stafford's **new buildings should feel timeless**. They should feel like they belong in historical Stafford. Stafford has rich heritage and history and our architecture should reflect that. It should **feel like a hometown. We need main street area or a main hub of Stafford**. We need to feel like a real community, not just a "friendly business community". We live here. The landscaping in Stafford is extremely lacking. We need more of it and more variety, it needs to be pretty and paid attention to. I was recently in Independence, OH and was impressed how their main street was laid out. All the **street signs, stoplights and street lights matched**. The landscaping was gorgeous and it was extremely clean. All the buildings along the main drag seemed to follow the same type of design. It was very impressive and reminded me of how I felt Stafford should feel and look. I'm tired of Stafford being an accessory to Fredericksburg, this is my home- I grew up here and chose to remain here and work here. Stafford needs to make a name for itself and hopefully we are on the right path to take us there. Let's make this great and come in to our own!

Stafford County lacks a sense of community. Carefully planned development can encourage a community feeling.

Stafford needs a contemporary face lift so that outsiders no longer consider it to be an out of date location. This will attract younger families and more people in general. This will bring in more retail and help Stafford grow.

I am concerned that **Stafford has no central focus for its commerce and cultural activities**. The rural areas are not really rural and the scattered shopping areas are not concentrated enough to be convenient. Also, Stafford is in a position to develop an identity that expresses the 21st century. Fredericksburg, Spotsylvania and Virginia in general seem to be stuck in time about 150 to 250 years ago. Do we have something to offer the future? Or will we continue to try to reinvent the past?

Traditional

Keep in touch with the history and age of our area and don't go ultra modern or cheap

don't put modern crap in a city full of history

Keep Stafford traditional, not tacky or gaudy. This modern architecture phase will pass, and then we'll be stuck with a bunch of blocky, uneven buildings. And NO MORE subdivisions packing houses in like sardines!

Would like to see appealing shopping centres where it is partially covered like brick buildings that are clean and bright looking.

Stafford should highlight its **colonial heritage** in design.

more modern, cutting edge structures won't fit in with the area because stafford is still fairly rural in many areas. we should also try to **stay true to virginia architecture**.

I don't care for the modern architectural designs for this area. It should be kept more inline with its **cultural heritage**.

more brick, it makes the community look more stable, is attractive and not as susceptible to changes in design which dates some buildings.

keep the **small town USA** feel.

Site Design

Need some **sidewalks at intersection**. Need to give people some more **opportunity to walk**.

I would like to see Stafford County adopt a **traditional and open community plan**. Do not build houses on top of each other. Have retail buildings with the **traditional brick and mortar look with low profile signs**.

Each project must be looked at separately for size, style, and complexity. I would be careful in setting any of these as "the standard" for all projects - It really depends on where a project is located; (i.e. downtown, in an existing community or ongoing project, or a new open field) Must be nimble and react to each project and need. Good Job!

Our modern planning needs to be looked at as a way to bring people together. We should want to take ownership of it, and enjoy it for decades and not for the short term cash flow.

There were many great designs. Not always can both modern and traditional be used in the same place. That does not mean one is better than the other. The most important part is to be consistent within the project. **Push the envelope, no one wants the same old design**. In some instances you can blend modern with traditional. And always make it effective. Design should not trump functionality, you can have both.

When parking is designed, the path of sun should be considered so **cars can get in shade and walkways clearly marked. Pervious Paving! Roofs w/ slant to drain sturdy mat'l that will last**. Some historical details to keep w/ history of Stafford.

Keep the Trees!!! Keep the character; make it look like a neighborhood rather than each house a fortress. **No more looming garage-door faces on houses**. Quit with the scorched-earth, mass-produced development. I can't stand it!

Infrastructure

Stafford County has had in essence uncontrolled growth in recent decades, becoming potentially like Prince William and Spotsylvania counties. This is evident in both residential and business areas. **Infrastructure has not kept pace** with this, no matter what this growth looks like. At least keep space and a traditional look!

Please control development. **Consider first the infrastructure**

How much will some of the more sophisticated items and landscaping cost the county for upkeep over time?

Other Comments

We the people of stafford county the long time residents(home owner of a 5 bedroom 2 acer lot)of stafford county do not like or appreciate people ruining the city and town we love

You did not include enough choices. Some choices were in very poor taste. But thanks for allowing my input; this is the first time I have been asked for input in over 20 years of living in Stafford County. I grew up overseas as the son of a diplomat and came to appreciate what some countries try to do for their citizens who have limited space, especially in Europe

What in the world is happening to Aquia Towne Center

Thank you for allowing me to share my thoughts on the future development of Stafford county. I am excited in knowing that there is potential growth coming soon. I am hoping that Warrenton Rd (Rt. 17) is a consideration. I feel missed economical opportunity in the area. I live in Stafford Lakes and have seriously considered moving out of Stafford county because there hasn't been any growth in the area. As a Local, quality of life is very important to me and is not in the area. Warrenton Rd has a lot of traffic, no shopping, parks, lakes, trees, Doctors etc. Warrenton Rd is very un-appealing. It seems Stafford county has put this area last on their list. There is no buses, no places for the children to have activities nothing nearby. Hope that expansion happens soon a lot of the residents in the community and neighboring communities are not happy and considering moving to other counties. A lot of the residents shop in Spotsylvania county because of the abundant places to shop. The traffic that comes down Warrenton Rd can be detour some if there were more places to shop and eat. Most of the shopping areas are not up to date, buildings look ran down. Streets and landscaping are not kept up. You can't really see the shopping and eating off the Warrenton Rd, Signage and utilities wire are everywhere. Warrenton Rd should be widen because of all the traffic. It is really a shame that Warrenton Rd has been neglected, when most of the county has been brought up to date. Please, I ask that you consider developing Warrenton Rd area near Wal-Mart, University Mary Washington and CelebrateVirginia North and Geico. This area is in despaired need of help and not a pleasant place to live. Most importantly it does not provide quality of life for the residents.

thanks for the opportunity to contribute

Would need to have more specifics to accurately choose likes and dislikes. Further, the only ones who want a Town don't live in the immediate area. Less concrete and asphalt

Thank you for sharing!

why did you put in signs as a category

Survey is a great idea...thanks!

It was great to have this opportunity to offer my opinion. I think Stafford really needs to rein in the designs that are being approved. For example, the building next to the Mexican restaurant on Route 610 across from the Hardee's. The color is atrocious - why did they paint the brick white? Why did the trim get painted emerald green? We really need to have guidelines and approval for businesses in our community.

Stafford has a great deal of potential. Thank you for working hard to make it a wonderful place to live.

Good effort, thank you for the chance to comment

Residential Parking is always an issue when there aren't enough spaces for both residents and visitors!

It's really hard to compare houses on 1+ acre lots with subdivisions having <1/4 lots

State of repair (poor) made some options less attractive than they would otherwise have been

Very well-done survey! good choices

Glad for the survey. Some items were hard to select due to what appeared to be mixed use or function.

Looking forward to the publishing of the guidelines.

You should have said how long the survey would take

Sometimes we were comparing apples and oranges. Was not able to like two...thinking of screening...really liked the high rise screen of railing to hide utilities on top of building

Wish I had more time to comment but have a meeting to attend

The electronic billboards (Route 610, Route 1, and Route 17) are major distractions.

Bring more business to South Stafford-Ferry Farm/218 area

This is an exceptional survey. A resident would have to really want to make the effort to complete it. Thanks for the opportunity.

the pictures were good and showed how many choices there are

this is a waste of money when teachers are not getting raises. People and companies have to do what is right for them, and they can afford. Stafford County complains about budget but wastes money like this

Please do something with Aquia. Building were torn down with big plans to put in a new theatre, shops, etc. I know the economy went bad, but it has been years and the net ire area is such an eye sore. Just level it, take down the fence and plant some trees. This is now the new Stafford county shame since the Cedar Post has finally been torn down and refurbished. Shame on Stafford County for letting these 2 highly visible areas being neglected for so long.