

# City of Fairhope

2018

## Visual Preference Survey



HPE

Hall Planning & Engineering, Inc.

DESIGN + PLANNING

CPLA

ALABAMA . MISSISSIPPI

855.539.5086

[cpladesignplanning.com](http://cpladesignplanning.com)



## OVERVIEW

This report analyzes visual preference survey results from a study administered with the City of Fairhope, AL in advance of the city's Comprehensive Plan update. The survey provides a "Citizen Vision" of the community by documenting stakeholder responses to images, and questions about those images. The analysis and summary in this report will inform elected officials and staff about citizens' preferred visions, such as the following ideas:

- The position of buildings in relation to the street
- The compactness of building placement
- The types of parking
  - On street
  - In Lots
  - In Garages
- Plus, many other physical characteristics of the city

These elements will help establish the focus to be pursued for the Comprehensive Plan. The images, and responses to questions can provide clear guidance in es-

tablishing a physical vision for Fairhope. Subsequently, the images can help inform updates to ordinances and codes related to the Comprehensive Plan Update.

Analysis of the Fairhope Visual Preference Survey shows that citizen respondents prefer a pedestrian oriented city. These preferences apply to mixed-use commercial areas oriented towards the street and housing pulled up to the street with specific placement of elements such as front porches and landscaping. Positive responses emerged for images resembling Fairhope's historic center for both commercial and residential districts. Conversely, images resembling newer suburban style development were seen as less positive.

We recommend using these characteristics to evaluate and revise zoning and development codes. The City should target redevelopment and investment to ensure that favorably rated images are allowed and promoted, and negatively rated images are discouraged or prohibited.



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# The Survey

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## INTRODUCTION

The images presented through public participation are essential in the planning process. The greater the level of participation, the more likely that a plan will reflect the interests of the community. There will also be a greater sense of ownership by the community for the plan and therefore easier for public officials to support a thoroughly reviewed and vetted plan. There are many methods to gather public input and engage a community in the planning process, including traditional surveys, visual surveys, visioning exercises, and alternative scenarios.

The City of Fairhope, in preparation for updating the Comprehensive Plan, selected a traditional, visual survey as their preliminary method of engaging citizens. The survey was administered during November and December 2018, in two meetings where residents were asked to view images and questions regarding preferred development patterns. Other citizens were invited to take the survey on-line at a time convenient to their personal schedules.

Results of a text-based survey can be difficult to interpret because terms such as “walkable” and “historic” can be interpreted differently by different people. To better support policy planning and changes, supplemental data are now available in the visual preference survey results.

Visualization techniques allow for a “common language” for both technical and non-technical participants. While helping guide participants through the visioning process, and informing them on potential development alternatives, the citizens grow more comfortable with the key planning elements. This allows for broader audience communication than would be possible through other participation techniques.

A visual preference survey allows respondents to react to images rather than words, generating valuable supplemental information in establishing a vision for Fairhope’s future as well as providing images to base code and policy revisions on.

## **PARTICIPANTS**

Survey respondents were 92% Fairhope residents. This was the goal, to hear from local residents.

Just under 50% have lived in Fairhope for 10 years or more and 27% are newer at 5 years or less. Thus, the duration of residency is balanced; all ranges are represented.

## **SUMMARY RECOMMENDATIONS**

Fairhope citizens' responses expressed a preference for compact, mixed-use walkable development patterns. Architecture in traditional styles drew consistently favorable high scores. Parking on the street is also a comfortable feature that should be continued on almost all streets. Building height is a sensitive issue, with three floors for the highest, central area. Otherwise, two floors should occur for most of the other buildings. The Comprehensive Plan update will have clear guidance from this survey as future visions are implemented in the guidance for growth and redevelopment.

# Definitions

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## **STREETSCAPE**

The term “streetscape” refers to the visual elements of a street, including the road, adjoining buildings, sidewalks, street furniture, trees and open spaces, etc., that combine to form the street’s character.



## **VILLAGE CENTER**

Village Centers are strategic and concentrated activity centers, located in the middle of a generally radial market area that supports it. They are typically located at the intersection of two regionally connected streets.

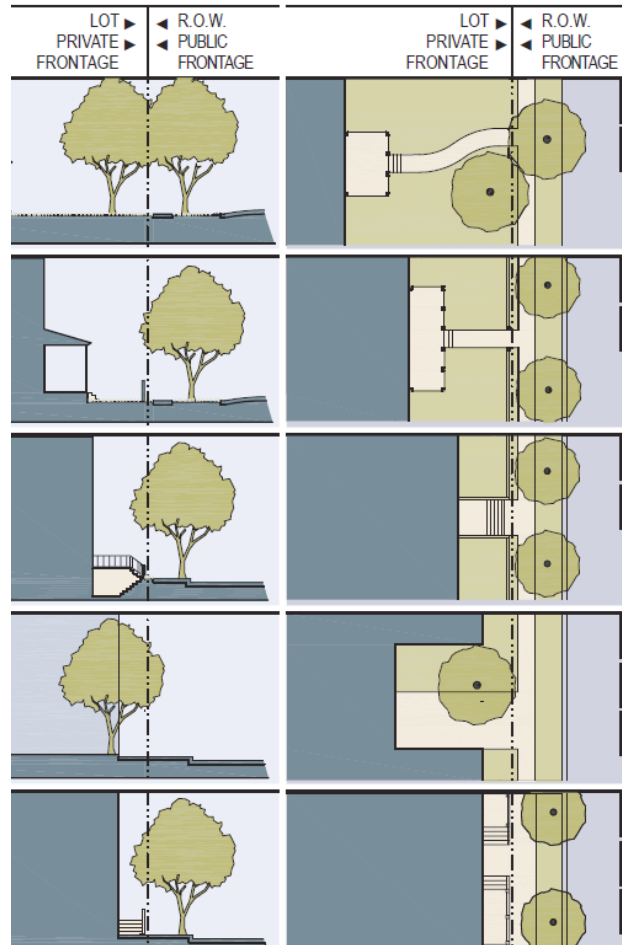
Within the center, patterns are more compact and integrated, with multiple connections to surrounding areas in all directions. They provide efficient dispersion of traffic through short, well-defined blocks. It is a highly pedestrian-oriented environment.

Through traffic is not a priority as the center is destination - traffic either moves more slowly through the center or makes use of the multiple connections that disperses traffic to adjacent destinations.

## BUILDING PLACEMENT/ RELATIONSHIP TO THE STREET

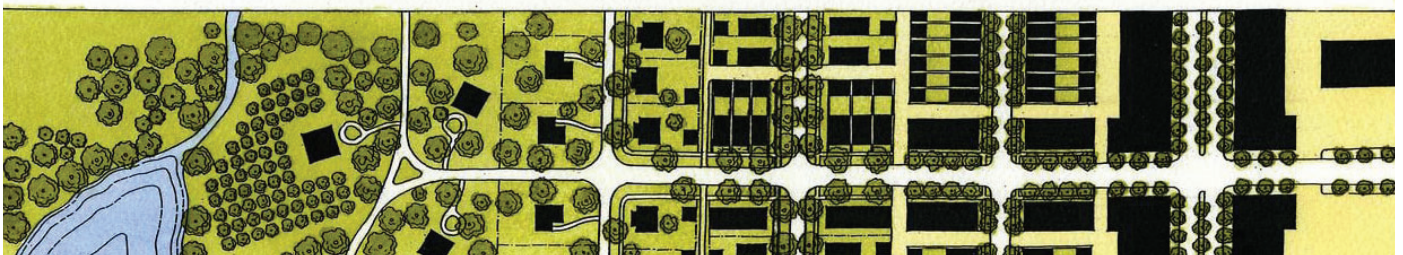
We are referring to whether or not you like how the building interfaces with the street.

The graphic to the right depicts several development conditions. Beginning at the top of the illustration, you will find the buildings set further back from the street or road. As you get closer to the bottom of the image, the buildings are depicted as being closer to the street or road.



## TRANSITIONAL

A “Transitional” area, as described in the survey, is the area beyond the Village Centers, where development density transitions from urban to rural. The image below depicts that condition, transitioning from the right side (urban) to the left side (rural).



# Part I: Central Business District

The focus of this series of questions was to obtain feedback on architectural scale, building placement, parking, streetscape and signage as related to the downtown - Central Business District (CBD).

The CBD is outlined in RED below. The yellow circles represent a 1/4 mile and 1/2 mile radius from the main intersection in the downtown (Fairhope Avenue and Section Street). Those distances represent a five and ten minute walk respectively.



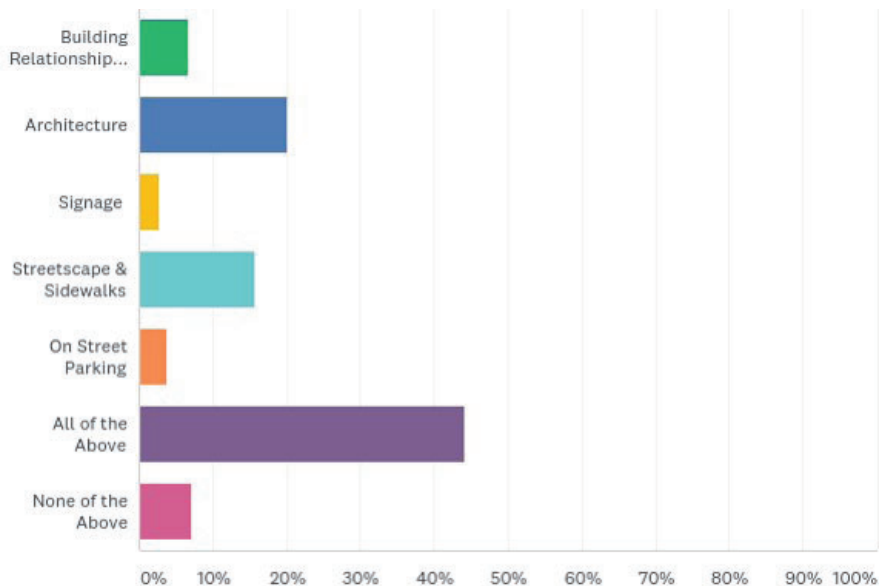


### QUESTION 3

What do you like about the image below? (Pick One)



### RESULTS:



In addition to a 44% vote for “all of the Above,” Architecture scored 20% and Streetscape 16%. With “None of the Above” trailing at 7%, this vision of a traditional two lane commercial street with trees, parking and two-story buildings is clearly a favorite. The image also illustrates an “urban” scale and street relationship that is representative of a classical business district.

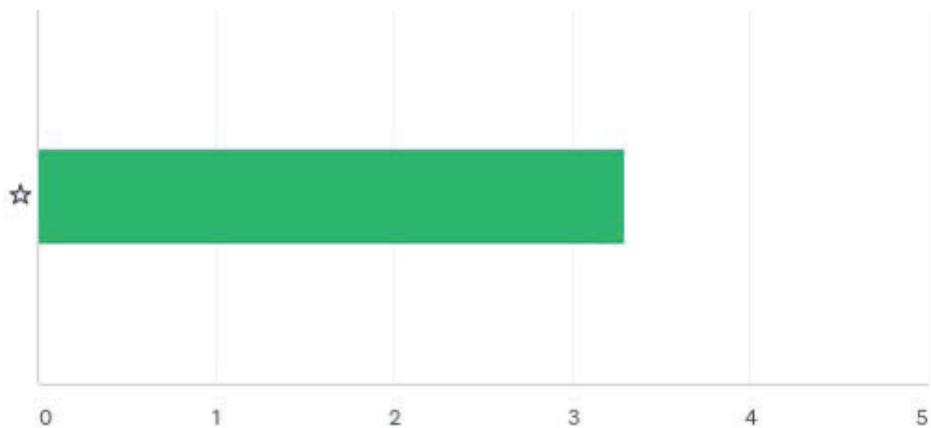
## QUESTION 4

Rate the image below in the context of Downtown. (5 is Best)



## RESULTS:

Another traditional town street, with features similar to the Q3 image, but with a large 4 story building, scored a 3.3 of 5 weighted average. Ratings 3 and 4 scored 26% and 33% respectively (combined 59%). This is a better than average scoring. A variety of building scales provides scale and texture to the urban fabric.



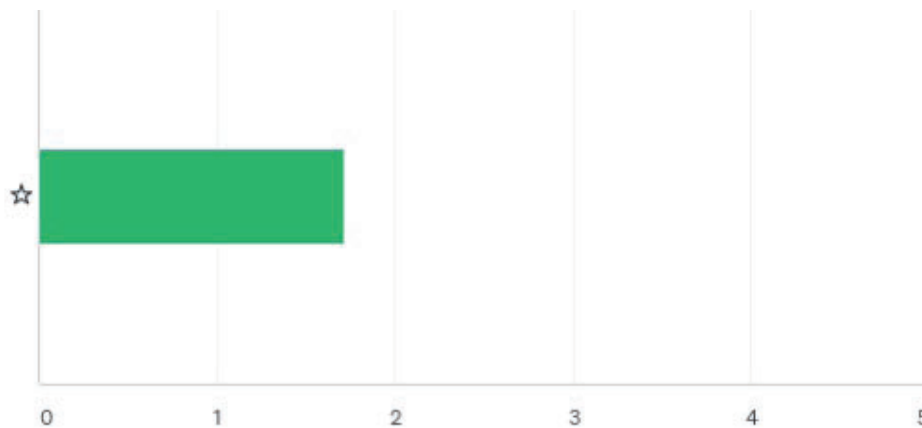
	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	9.79%	14.95%	26.32%	33.47%	15.48%	756	3.30
	74	113	199	253	117		

## QUESTION 5

Rate the image below in the context of Downtown. (5 is Best)



## RESULTS:



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	54.05%	26.83%	13.94%	3.72%	1.46%	753	1.72
	407	202	105	28	11		

This 4 story building with 3 residential floors above street level commercial was not seen by residents as a Fairhope vision. The rating of 1.72 had 54% voting at level one. This is not recommended, without serious modification. While of a similar scale to similar images, differences in materials, proportions, and details highlights the importance of quality design.

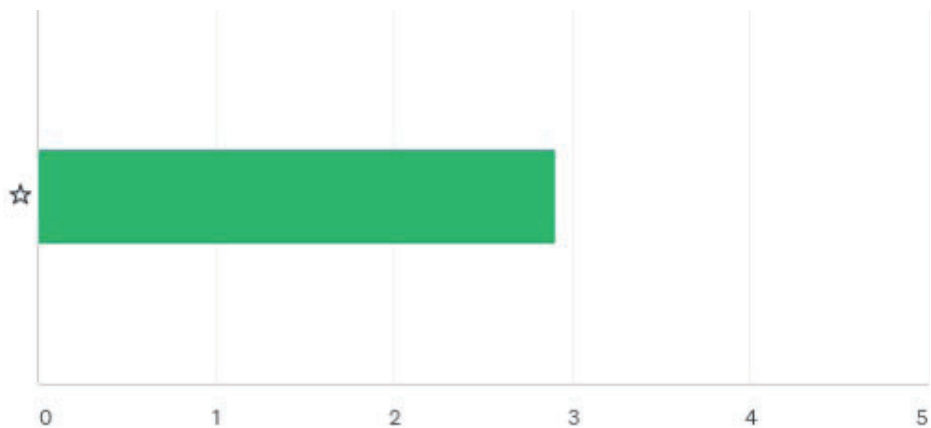
## QUESTION 6

Rate the image below in the context of Downtown. (5 is Best)



### RESULTS:

This 2 story commercial building scored a 2.91 with a combined 51% for levels 3 and 4. The Above Average rating shows positive, but mixed feelings about this vision. Differences may be due to lower building height, angled parking, or lack active building uses.



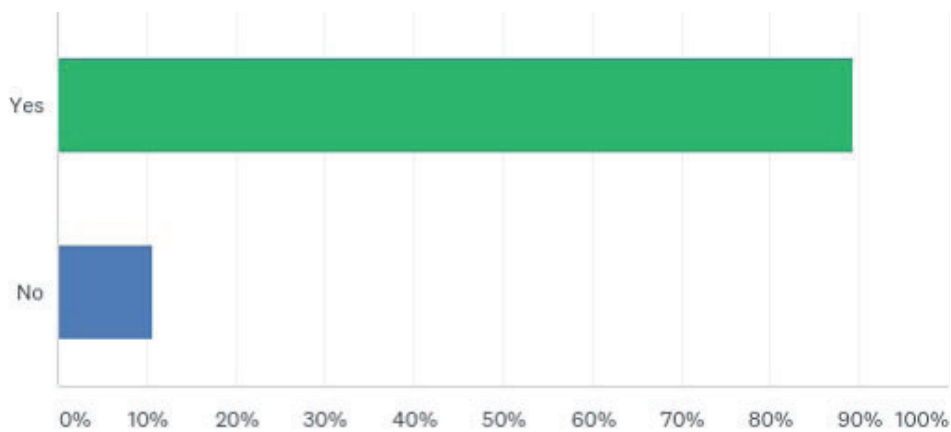
	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	18.63%	18.89%	26.55%	24.44%	11.49%	757	2.91
	141	143	201	185	87		

## QUESTION 7

In the context of Downtown Fairhope: Do you like the building's relationship to the street in the below image?



## RESULTS:



The question focused on the Street Relationship shown. Citizens voted 87% Yes for this street to building arrangement. Clearly a favorite for Fairhope where balconies, active uses, details, and signage all add to a lively streetscape.

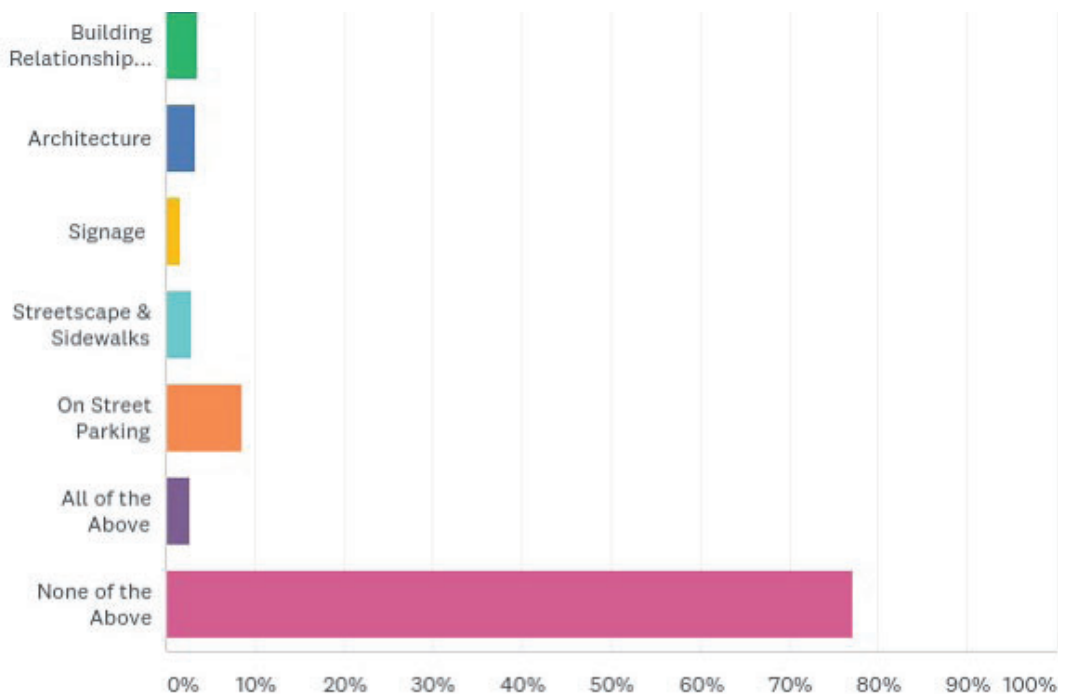
## QUESTION 8

What do you like about the image below? (Pick One)



## RESULTS:

Over 77% voted “None of the Above” for this two-story building without trees and with shrubs against the building front. The architecture scored 3% and On Street Parking scored 9% but overall this is not a favored Fairhope image/vision. The image highlights the challenges of creating lively streetscapes with single-use buildings.

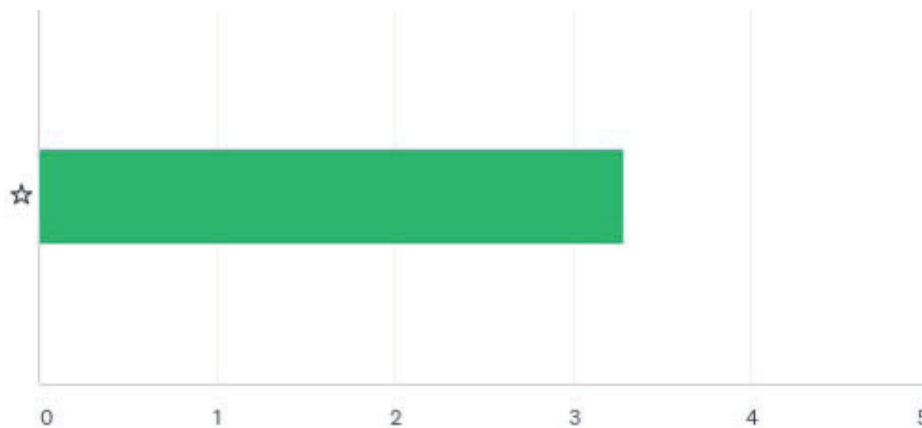


## QUESTION 9

Downtown Parking Methods: Rate the image below for On Street Parking  
(1 Dislike -5 Like)



## RESULTS:



The parallel parking arrangement with trees planted in the parking lane rated 3.28 on average. Again, 3 & 4 scored a total of 57%, with 26% and 31% respectively. This above average score should encourage a test project with this pattern. The narrower tree line spacing helps manage vehicle speed. From Glenwood Park in Atlanta.

	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	13.70%	11.37%	26.03%	31.10%	17.81%	730	3.28
	100	83	190	227	130		

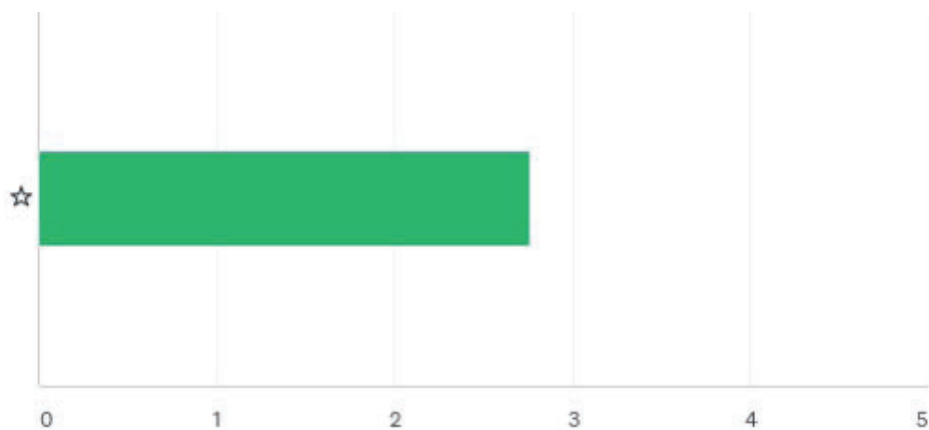
## QUESTION 10

Downtown Parking Methods: Rate the image below for Parking Garages  
(1 Dislike - 5 Like)



### RESULTS:

When faced with image Q10, however the average approval dropped to 2.67, however lukewarm preference was split with 26% disliking to a 1 level and 24% neutral at level 3. The range of opinions on the image could be a response to any structured parking or the lack of active ground floor uses and overall scale of the structure pictured.



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	26.02%	17.62%	24.39%	18.02%	13.96%	738	2.76
	192	130	180	133	103		

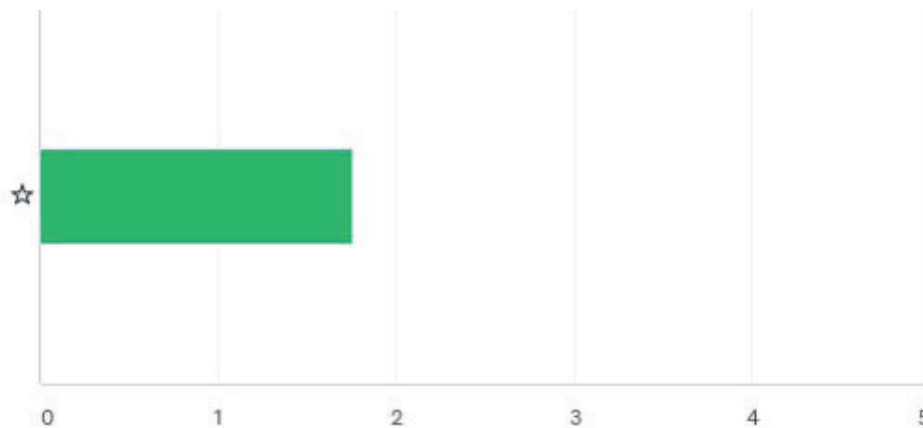


## QUESTION 11

Downtown Parking Methods: Rate the image below for Paid Parking  
(1 Dislike - 5 Like)



## RESULTS:



Showing Parking meters at on street spaces took a resounding 65% level 1 dislike and level 2 and level 3 votes in the 11% and 14% respectively. Paid Parking is still unpopular in Fairhope. There are newer technologies that remove the clutter of meters, but the bigger issue is likely the cost.

	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	64.56%	11.32%	13.75%	4.31%	6.06%	742	1.76
	479	84	102	32	45		

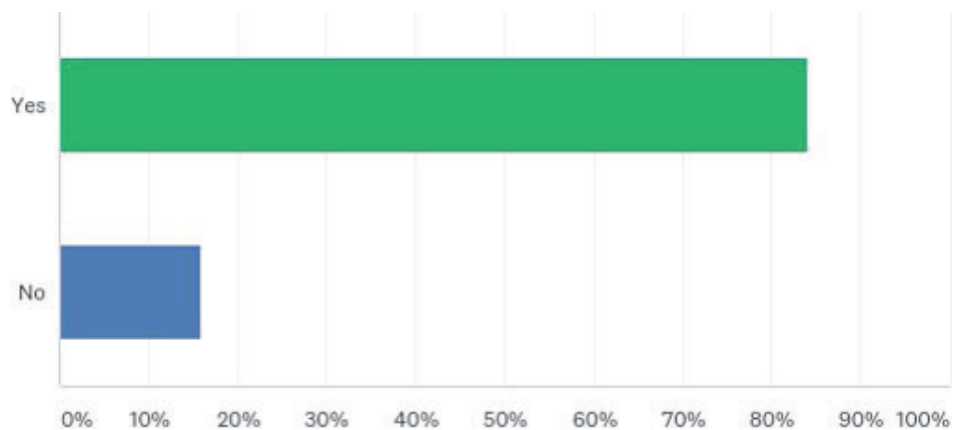
## QUESTION 12

Downtown Signs: Do you like the building signage shown below?



### RESULTS:

This response shows that externally lit signage in subdued colors, ranked over 80% positive. The sign illustrates clean design choices that are refined and well thought out.



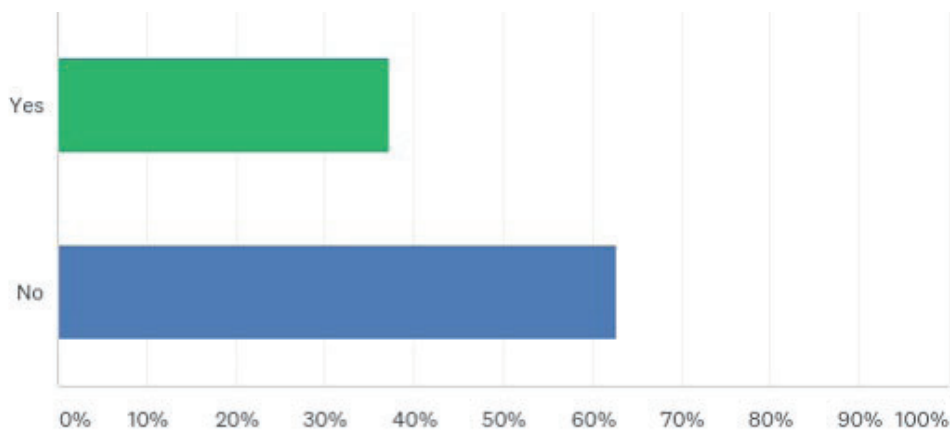
ANSWER CHOICES	RESPONSES	
Yes	84.20%	618
No	15.80%	116
TOTAL		734

### QUESTION 13

Downtown Signs: Do you like the building signage shown below?



### RESULTS:



Signage with internal lighting scored a low 37% yes, and 63% no. Survey results suggest that future regulations should lean away from internally lit signs that are less refined.

ANSWER CHOICES	RESPONSES	
Yes	37.31%	275
No	62.69%	462
TOTAL		737

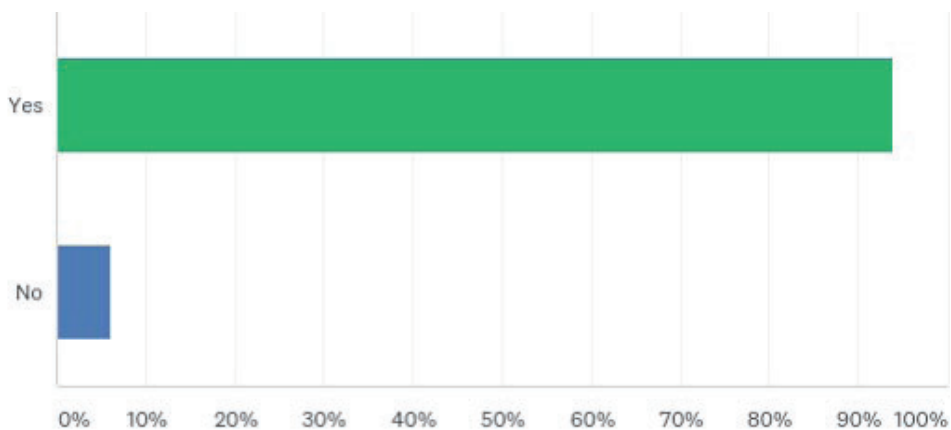
## QUESTION 14

Downtown Signs: Do you like the building signage shown below?



### RESULTS:

A perpendicular mounted sign garnered a 94% Yes. While perpendicular to the street, the sign is also intimate in scale and contributes to the pedestrian experience.



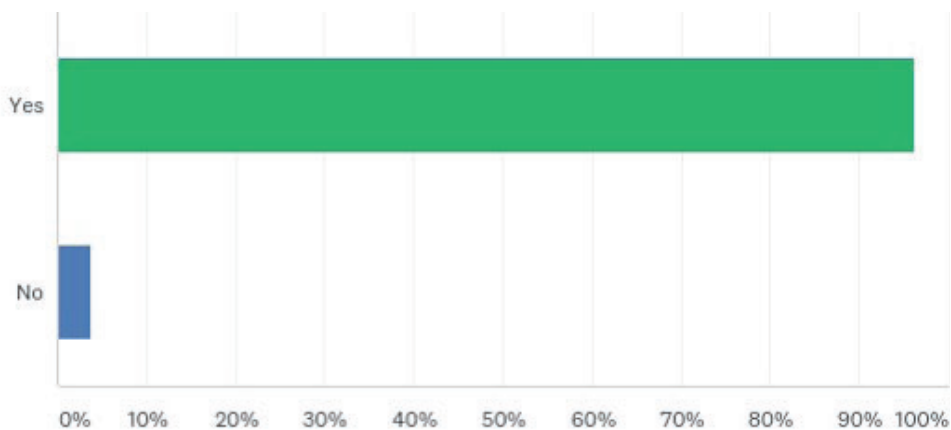
ANSWER CHOICES	RESPONSES	
Yes	94.02%	692
No	5.98%	44
TOTAL		736

## QUESTION 15

In the context of Downtown Fairhope: Do you like outdoor seating/dining areas?



### RESULTS:



Images with views of outdoor seating/dining areas are very popular at 96% YES. Citizens want more outdoor dining space, which will require intentional designed, flexible spaces created for seating in the streetscape.

ANSWER CHOICES	RESPONSES	
Yes	96.22%	713
No	3.78%	28
TOTAL		741

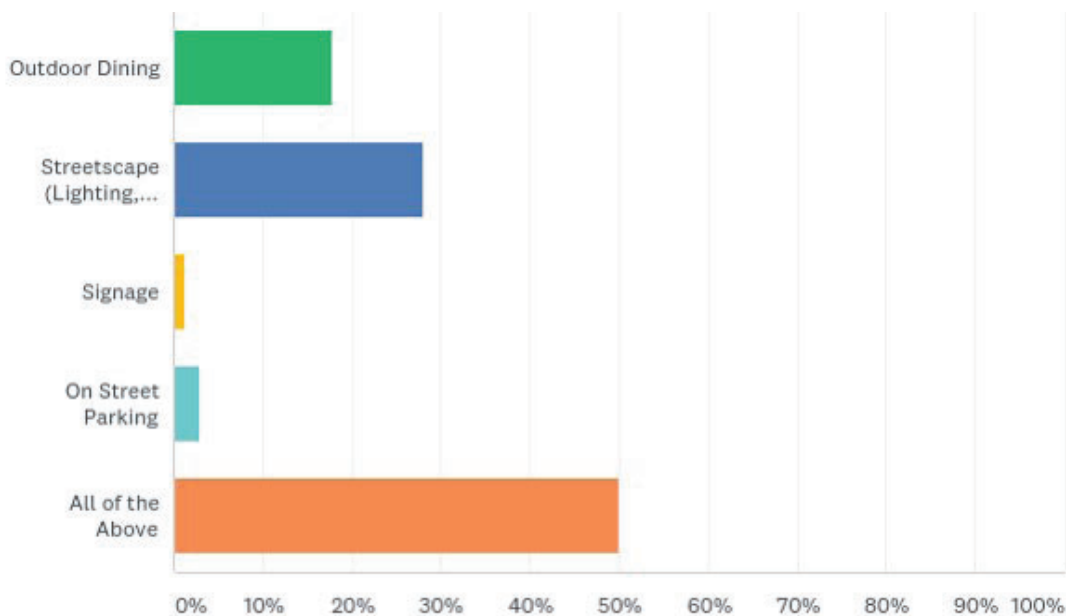
## QUESTION 16

What do you like about the image below? (Pick One)



## RESULTS:

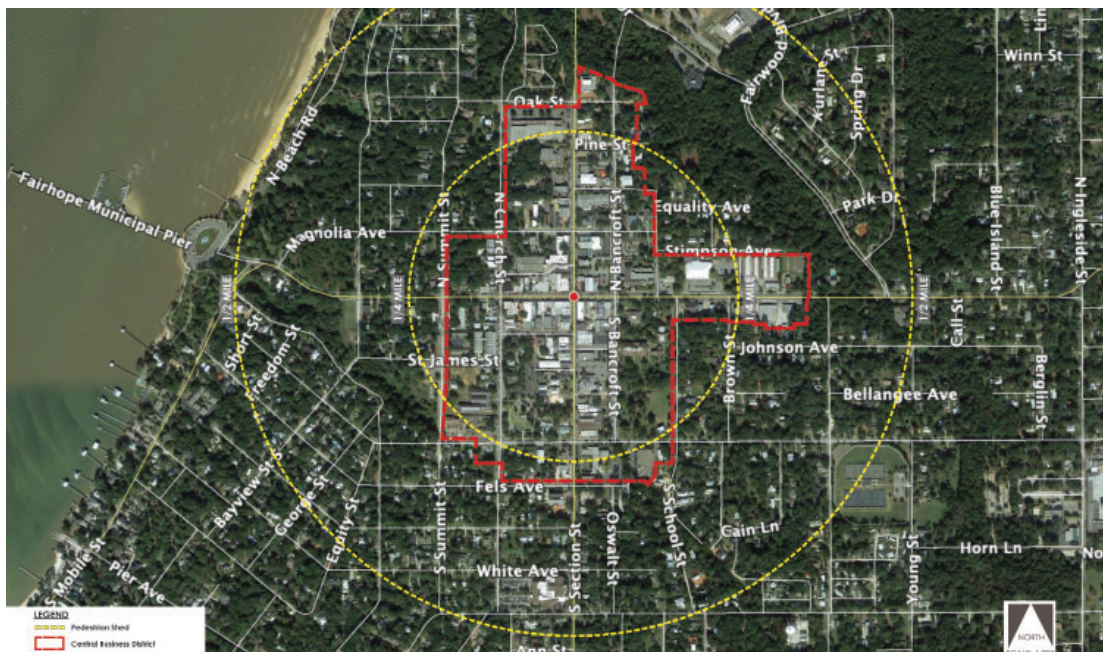
This photograph showing a parked street, with single story commercial and trees scored 50% for All the Above. Outdoor Dining gained another 18% and Streetscape/Lighting/Trees gained 28%. Overall, the image reflects a strong mix of uses that engage the street to make a lively street scene with plenty of shade.



# Part I Central Business District

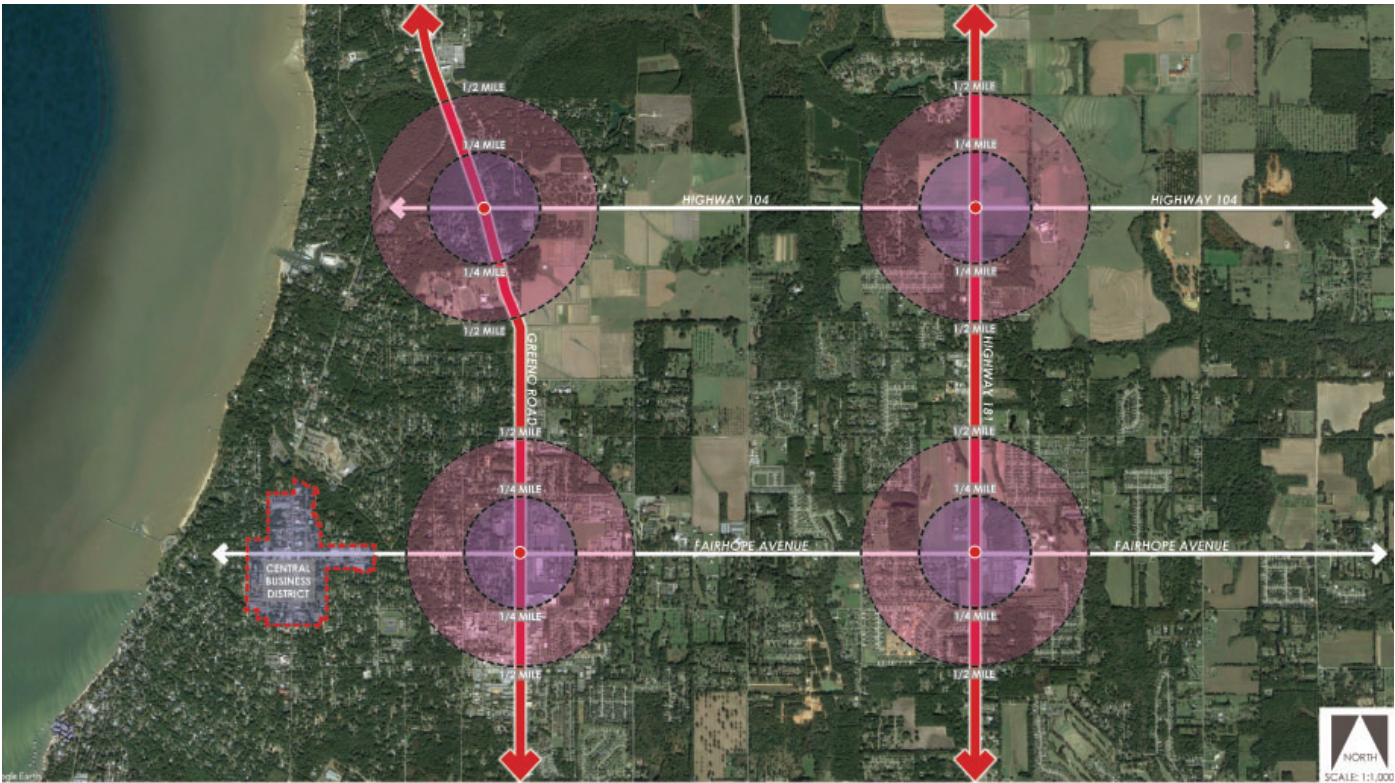
## Summary

The focused feedback for Downtown Fairhope from the survey responses reflects the desire for a mixture of uses in buildings primarily two and potentially three story buildings. A strong emphasis was placed on the character of the street frontages, with buildings placed within close proximity of the street. Outdoor dining, street trees, proportionate architecture and vibrant storefronts all scored well in the survey. Static signs, either hanging or down lit are clearly desired over internally lit or back lit signs. The majority of survey respondents are in favor of on-street, free parking, with a parking garage as a secondary option.



# Part II: Village Centers

The focus of this series of questions was to obtain feedback on architectural scale, building placement, parking, streetscape and signage as related to Village Centers. (Centers shown below are at major intersections where Fairhope Avenue and Highway 104 intersect with Greeno Road and Highway 181)



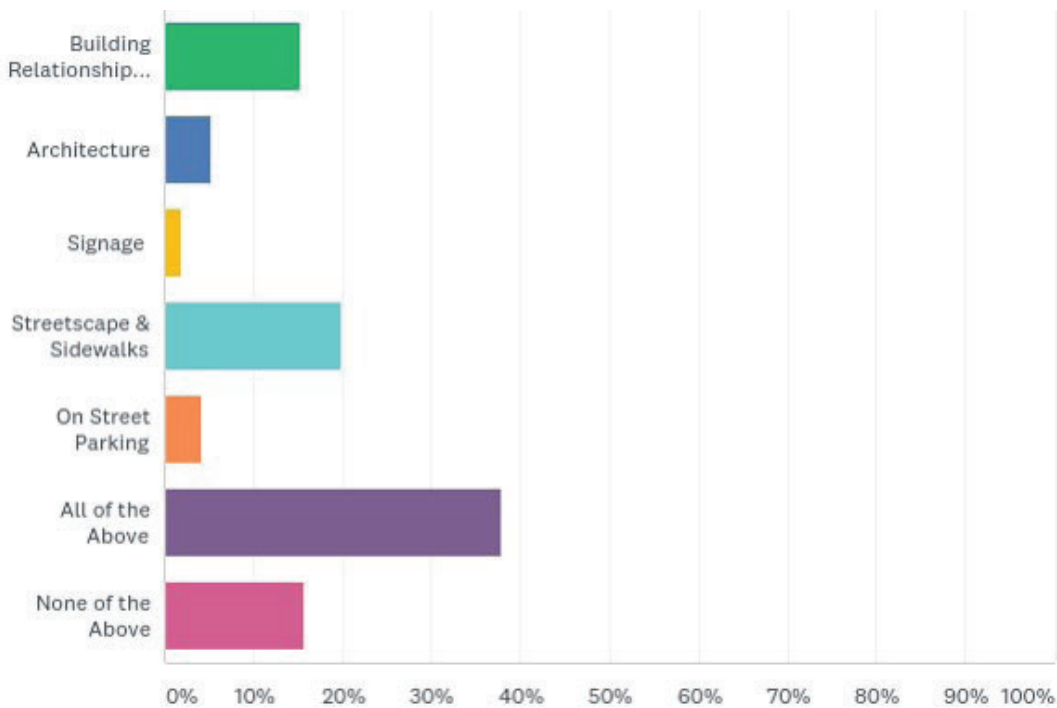


## QUESTION 17

What do you like about the image below? (Pick One)



## RESULTS:



The grocery store, located in Tallahassee, scored 38% for "Like All the Above." Relationship to the Street added 15% and Streetscape and Sidewalks added 20% to the "I like" category. A moderate 16% voted "Like None of the Above" features. This shows optimism for a potential grocery store facing the street edge with parking in the rear.

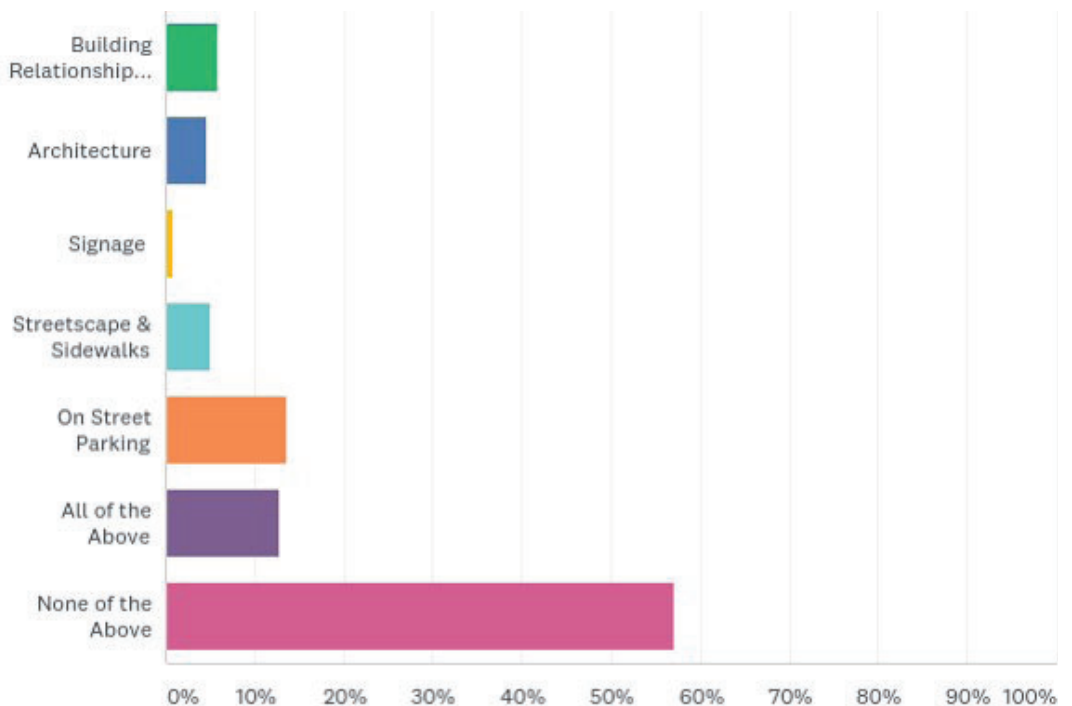
## QUESTION 18

What do you like about the image below? (Pick One)



## RESULTS:

The Village Center style showed disfavor for off street parking in lots. In spite of the 5% vote for upscale architecture, Image 18 captured a resounding 57% vote of “I like None of the Above”. Some parking was accessed from a side street, earning a 14% “like” grade. Even the Village Center setting should not have front facing parking lots, according to the citizens surveyed.

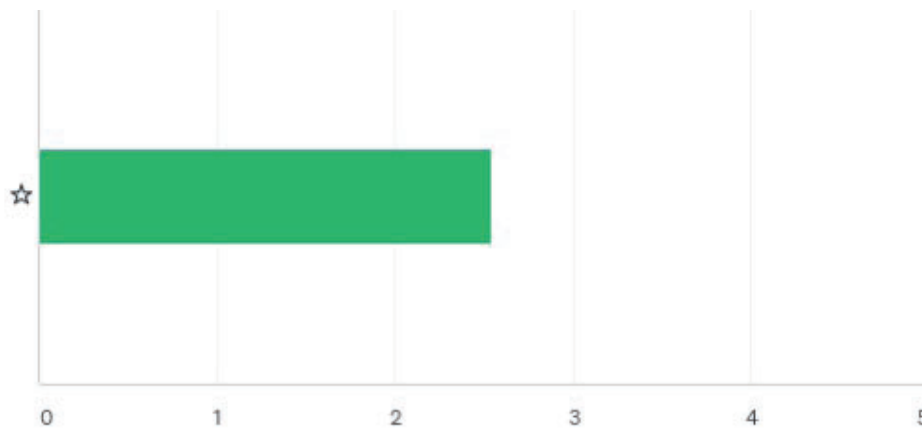


## QUESTION 19

In the context of a Village Center: Rate the image below? (5 is best)



### RESULTS:



A Beverage Store with off Street, "Head In" Parking scored a lower than average 2.54 with 75% total in levels 1, 2 & 3 (with 25, 24 and 29 percent respectively). This evenly distributed voting showed a lower than positive vote, but no strong consensus on this pattern.

	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	25.36%	24.22%	28.92%	13.82%	7.69%	702	2.54
	178	170	203	97	54		

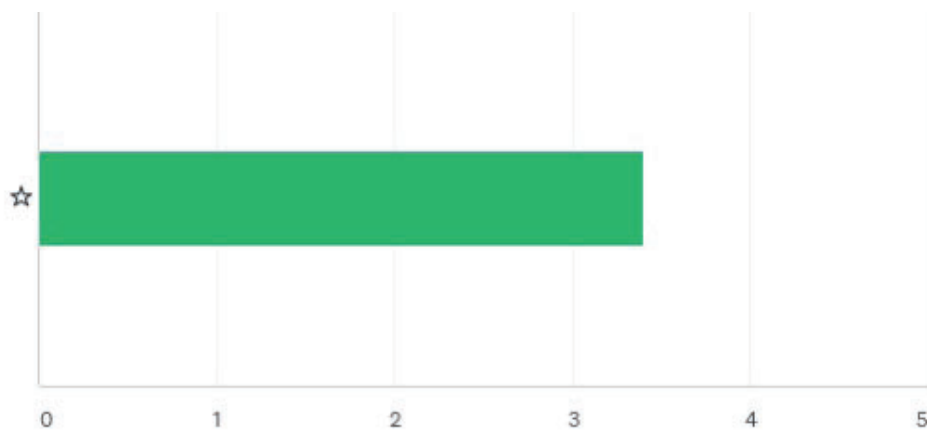
## QUESTION 20

In the context of a Village Center: Rate the image below? (5 is best)



### RESULTS:

This three-story Building with first floor Commercial and street trees scored 3.4 average by recording 53% in levels 4 and 5 combined. This strong scoring shows fairly citizen support for this urban design arrangement.



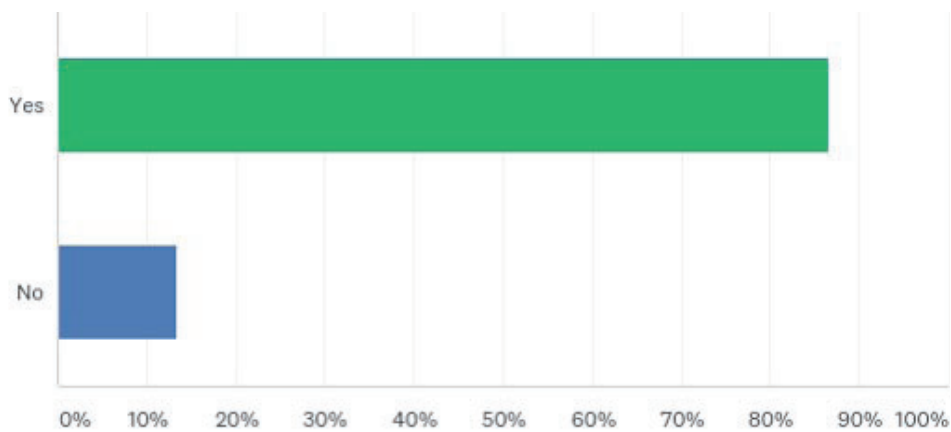
	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	10.50%	14.47%	21.99%	30.92%	22.13%	705	3.40
	74	102	155	218	156		

## QUESTION 21

Would you like to see this type of development happen in a Village Center?



### RESULTS:



The image shows a slight contrast to the downtown typologies, where more greenspace and trees compliment a rich urban fabric.

ANSWER CHOICES	RESPONSES	
Yes	86.62%	615
No	13.38%	95
TOTAL		710

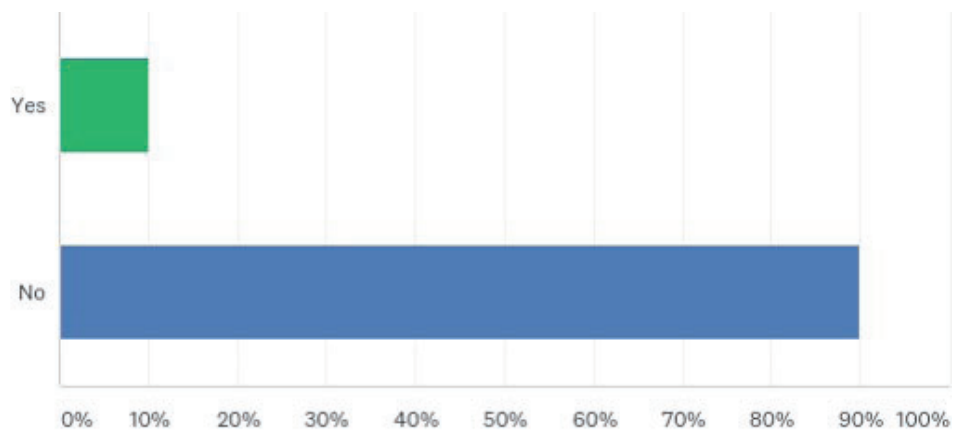
## QUESTION 22

Would you like to see this type of development happen in a Village Center?



### RESULTS:

This view of a Mall with large parking fields received 90% NO votes, reflecting the national decline in Mall construction.



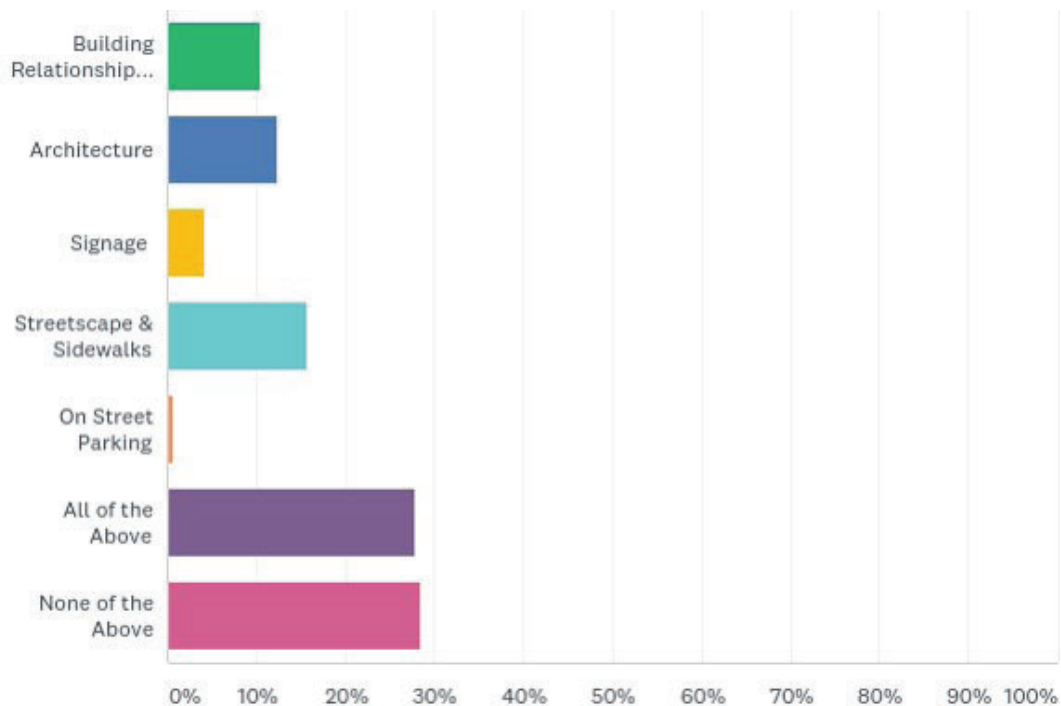
ANSWER CHOICES	RESPONSES	
Yes	10.01%	71
No	89.99%	638
TOTAL		709

## QUESTION 23

What do you like about the image below? (Pick One)



## RESULTS:



The Walmart Neighborhood Market, displaying an on street location, trees and well lit front glass, tied at 28% for All of and None of the above liked. The placement, architecture and Streetscape were positive. The lack of street parking and internally lit sign rated low. The ability to integrate “big-box” stores into a walkable urban fabric provides a variety of retail options for citizens without the commute.

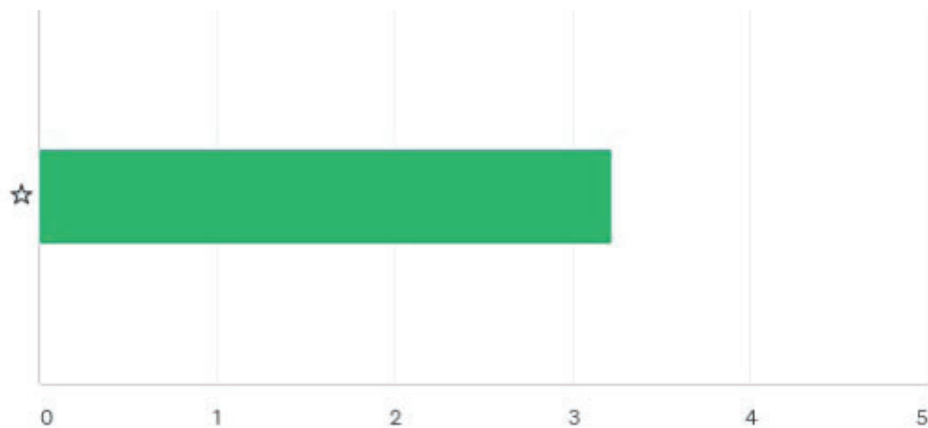
## QUESTION 24

Village Center Parking Methods: Rate the image below for parking areas between buildings (1 Dislike - 5 Like)



### RESULTS:

Parking areas between buildings got a score between the endpoints. The 3.22 average rating recorded 60% for combined 3 & 4 levels. The preference for parking between buildings is rated above average, thus, should be considered acceptable.



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	11.13%	13.06%	33.38%	27.45%	14.99%	674	3.22
	75	88	225	185	101		

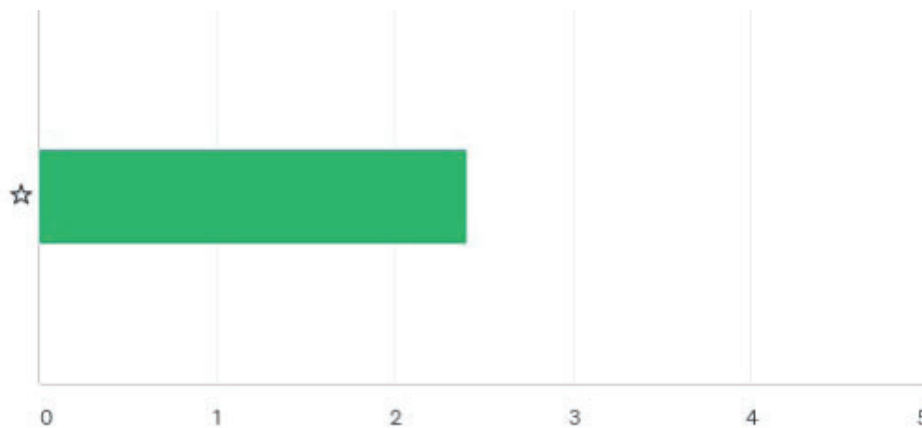


## QUESTION 25

Village Center Parking Methods: Rate the image below for large front loaded parking lots (1 Dislike - 5 Like)



## RESULTS:



This image tested large, front facing parking fields again and the 2.41 average score ranked just below average. Votes were spread evenly on the low end with 1, 2 & 3 ranking 25, 24 and 29 percent respectively. The realities of retail development demand parking. Careful integration of parking lots to minimize visual impact is a difficult balancing act.

	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	35.77%	19.12%	22.63%	13.72%	8.76%	685	2.41
	245	131	155	94	60		

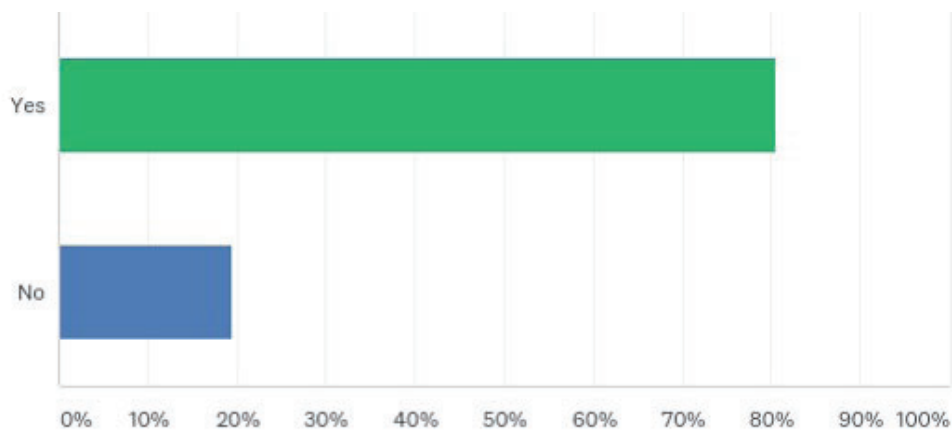
## QUESTION 26

In the context of a Village Center: Would you prefer a Mixture of Uses as shown below?



### RESULTS:

Mixed Use patterns, intensely built in the Village Center, gained a resounding 81% YES. The image also illustrates a narrow street corridor where pedestrians feel safe and cars are forced to slow down due to deliberate design decisions.



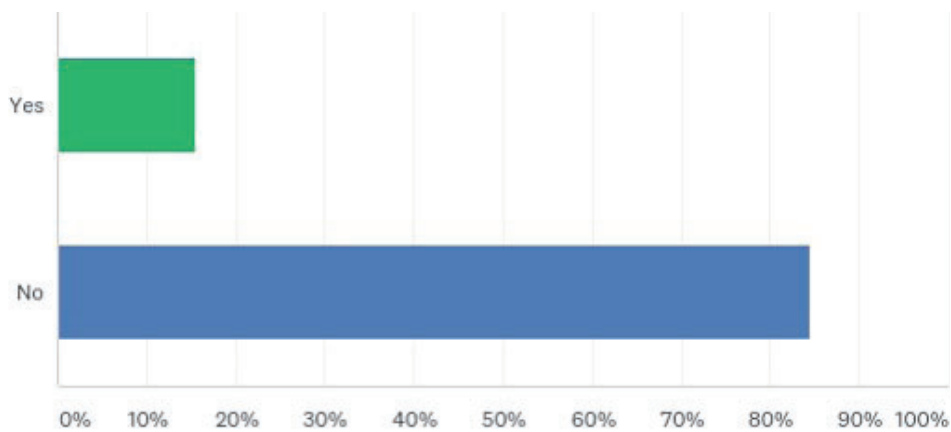
ANSWER CHOICES	RESPONSES	
Yes	80.55%	555
No	19.45%	134
<b>TOTAL</b>		<b>689</b>

## QUESTION 27

In the context of a Village Center: Would you prefer Singular Uses as shown below?



## RESULTS:



Single use buildings, were voted 84% No for Village Center areas. This result offers clear guidance.

ANSWER CHOICES	RESPONSES	
Yes	15.57%	107
No	84.43%	580
TOTAL		687

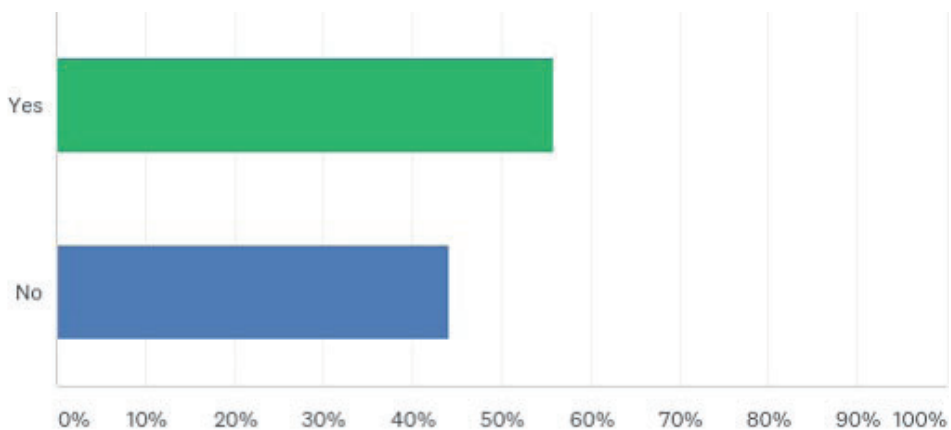
## QUESTION 28

Village Center Signs: Do you like the SCALE of the building signage shown below?



### RESULTS:

The Scale of signage shown in image 28 is slightly favored, with a 56% YES vote, over a 44% No vote. The close vote illustrates that more information and context is likely needed to help voters to decide.



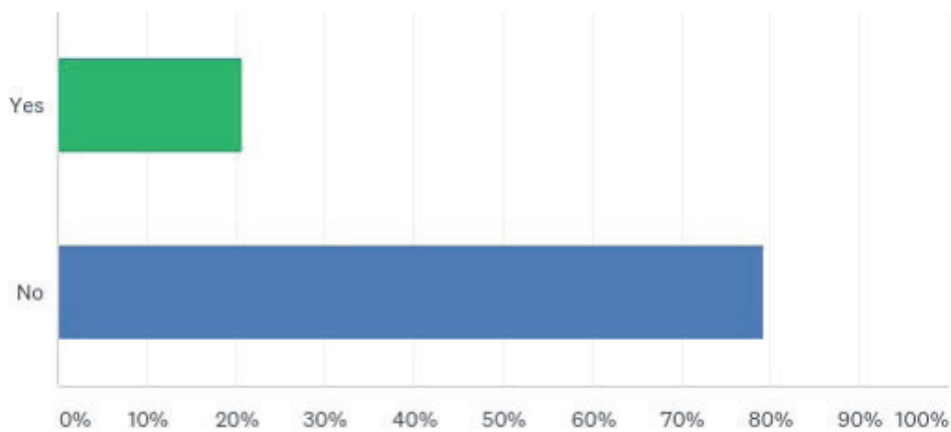
ANSWER CHOICES	RESPONSES	
Yes	55.96%	385
No	44.04%	303
TOTAL		688

## QUESTION 29

Village Center Signs: Do you like the SCALE of the building signage shown below?



## RESULTS:



In contrast to the previous image, image 29 is clearly not favored by citizens as proper signage scale for Village Centers. Voting is 21% Yes and 79% NO!

ANSWER CHOICES	RESPONSES	
Yes	20.64%	142
No	79.36%	546
TOTAL		688

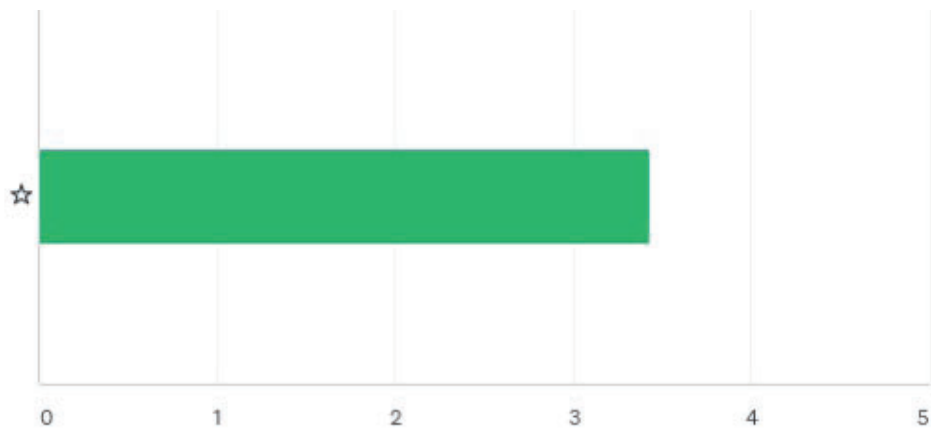
### QUESTION 30

Do you prefer a DENSE landscape buffer between buildings and major roads?  
(1 Dislike - 5 Like)



### RESULTS:

A dense landscape buffer fronting buildings is viewed as Positive with an average rating of 3.43. Voters choose "5" 35% in of the votes. Some further discussion may be needed since each other score is evenly distributed between 13 to 19 percent.



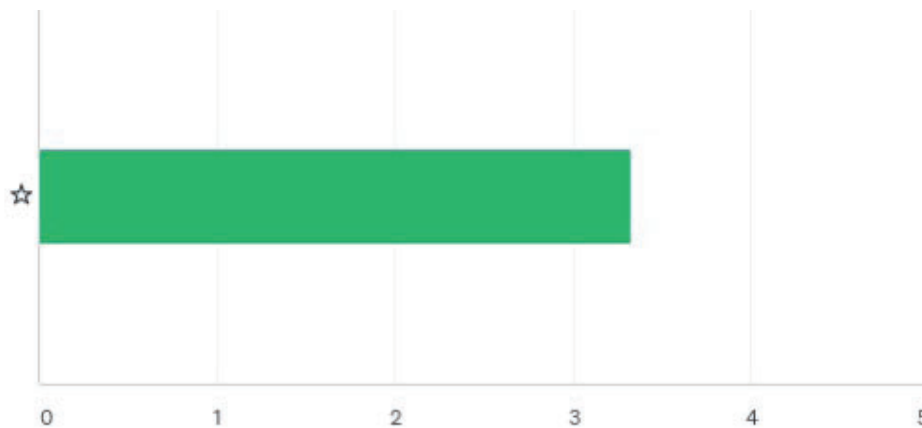
	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	13.44%	16.25%	19.50%	15.81%	35.01%	677	3.43
	91	110	132	107	237		

### QUESTION 31

Do you prefer a LIGHT landscape buffer between buildings and major roads?  
 (1 Dislike - 5 Like)



### RESULTS:



A light Landscape Buffer is viewed as only slightly less positive with a 3.33 average score. Voters chose 3, 4 & 5 with 25, 28 & 21 percent scores. Again further discussion is suggested with a better understanding of context.

	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	11.96%	13.74%	25.26%	27.62%	21.42%	677	3.33
	81	93	171	187	145		

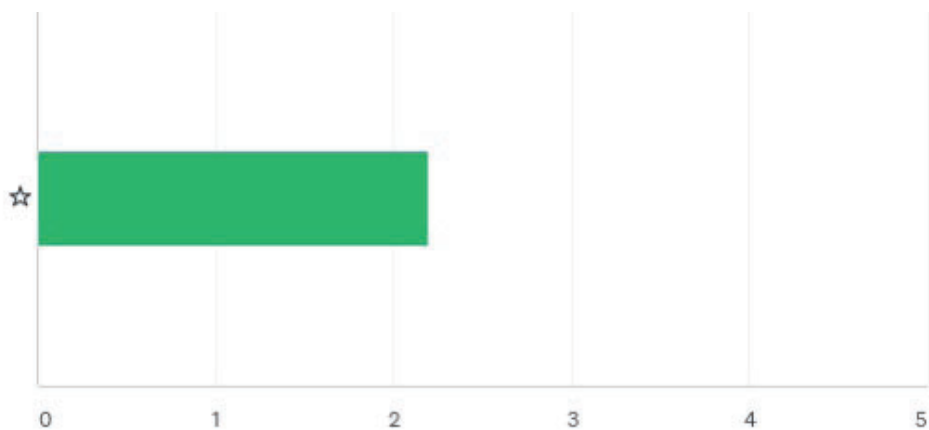
## QUESTION 32

In the context of a Village Center: How do you rate this image? (1 Dislike - 5 Like)



### RESULTS:

Overall, it's difficult to clearly understand what voters were responding to negatively in this image. Other images with greater density were favored, so they were likely not reacting to scale. The negative impression is likely more in response to a disjointed urban fabric and wide street that seems difficult to navigate.



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	36.72%	25.25%	23.22%	11.18%	3.63%	689	2.20
	253	174	160	77	25		

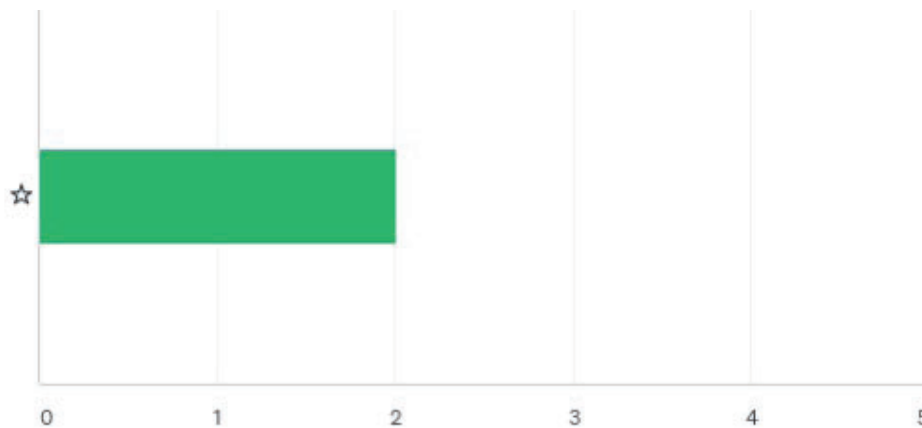


### QUESTION 33

In the context of a Village Center: How do you rate this image? (1 Dislike - 5 Like)



### RESULTS:



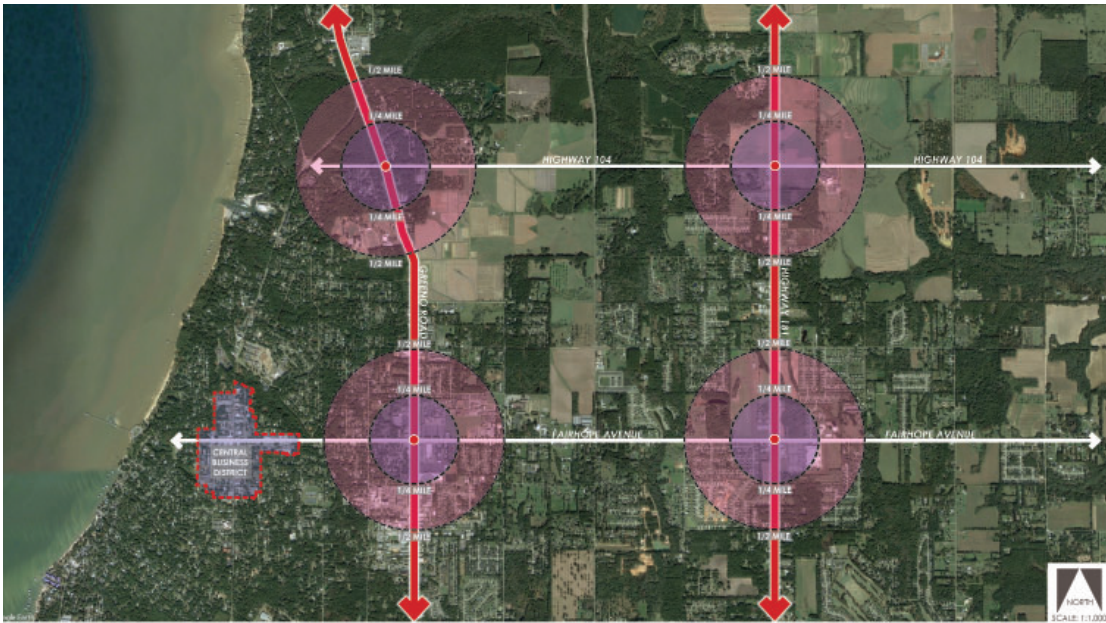
A tall, 5 story building is not on Fairhope's horizon according to the 44% level "1" votes received. Overall average was just 2.01. In actual numbers, 301 of 688 respondents marked to "1" level. A total of 69% voted for 1 & 2.

	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	43.75% 301	25.15% 173	20.35% 140	7.85% 54	2.91% 20	688	2.01

# Part II: Village Centers

## Summary

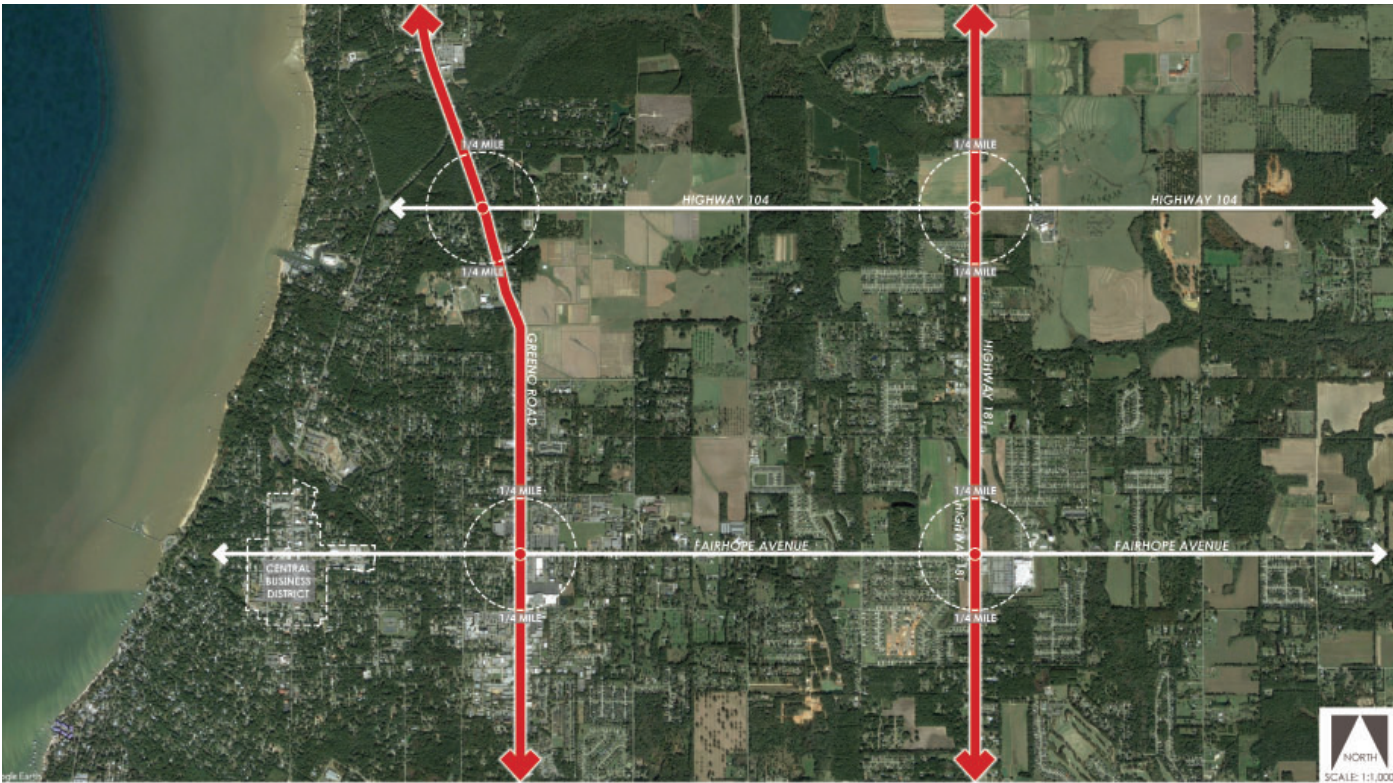
The survey respondents provided excellent feedback pertaining to current and anticipated Village Centers in Fairhope. The desire for a mixture of uses, clear circulation, tasteful and consistent signage was evident. The responses illustrate a preference for more urban/walkable developments with compact and well designed parking lots compared to a distaste for single-use suburban strip centers with deep setbacks behind large parking areas. Citizens of Fairhope like the idea of landscape buffers, but seem okay with light and dense landscape typologies as long as there is the presence of trees.





# Part III: Corridors

The focus of this series of questions was to obtain feedback on architectural scale, building placement, parking, streetscape and signage as related to major CORRIDORS in Fairhope (Primarily Greeno Road & Hwy 181).



### QUESTION 34

What do you like about the image below? (Pick One)



### RESULTS:

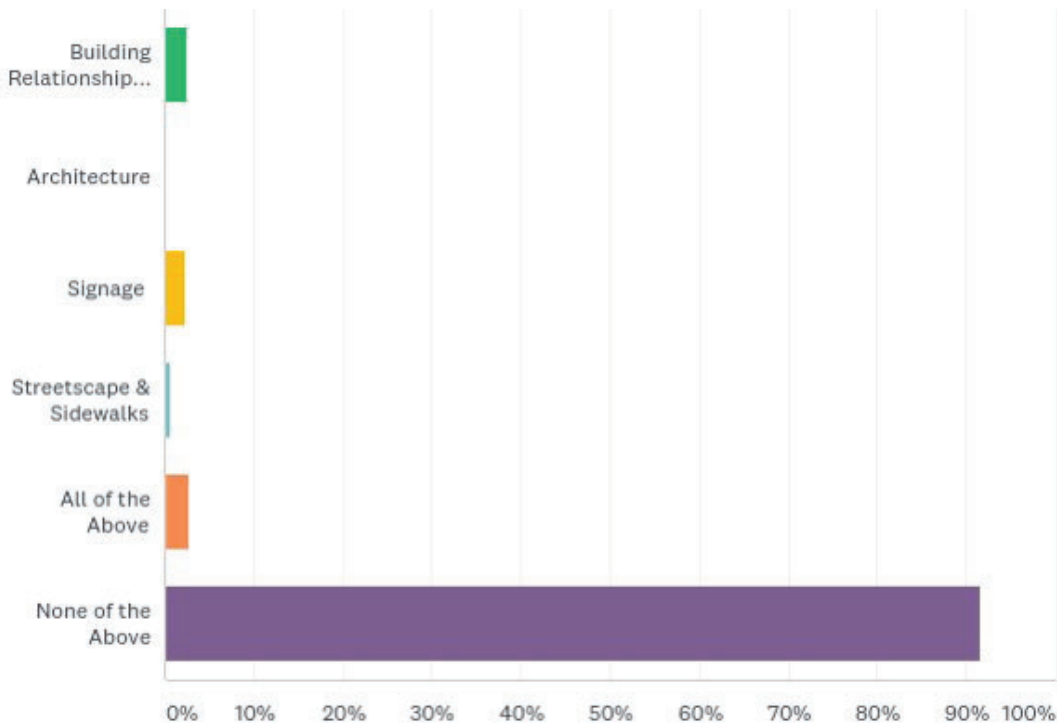


Image 34 received 94% votes liking of “None of the Above”. This is one of the strongest negative reactions in the survey. Strip commercial has no place among Fairhope’s surveyed citizens.

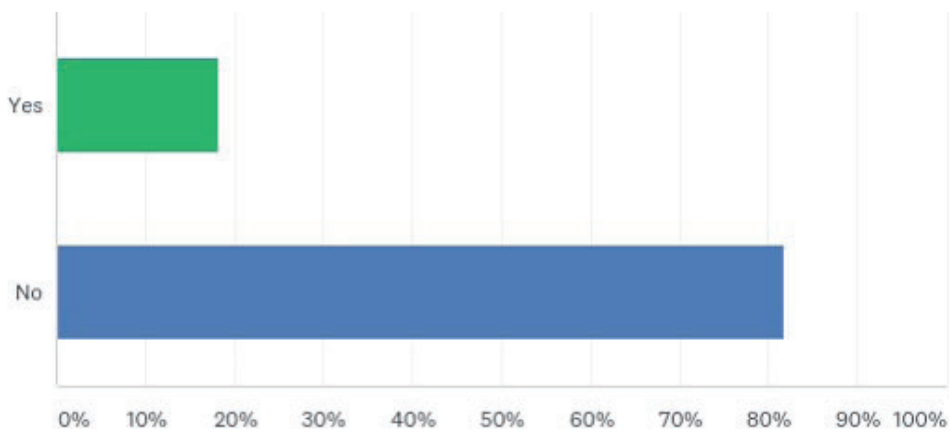
### QUESTION 35

Would you prefer this type of Development along Greeno Road or Hwy 181?



### RESULTS:

Single use strip commercial garnered 82% NO votes, or 551 of the 673 surveys responding to the image. The response is clear; change is desired.



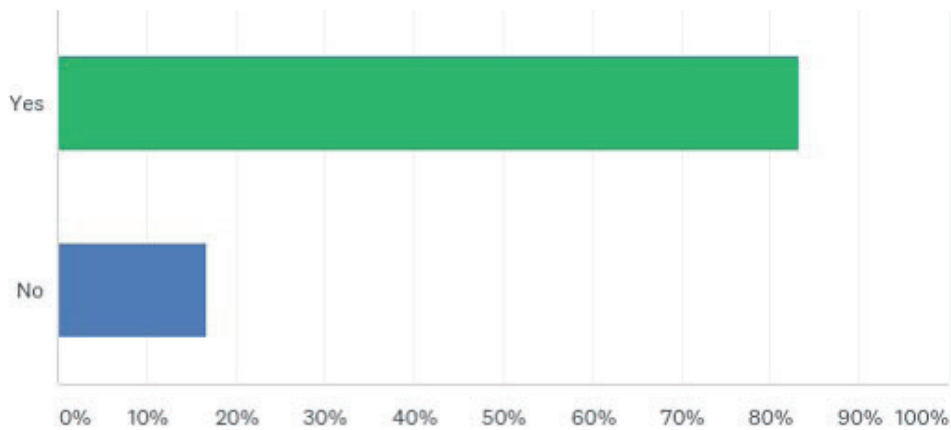
ANSWER CHOICES	RESPONSES	
Yes	18.13%	122
No	81.87%	551
TOTAL		673

### QUESTION 36

Would you prefer this type of Development along Greeno Road or Hwy 181?



### RESULTS:



Over 83% responded YES to this pattern of more traditional buildings with a tree lined edge. Again, it shows a greener urban fabric in contrast to the business district.

ANSWER CHOICES	RESPONSES	
Yes	83.31%	564
No	16.69%	113
TOTAL		677

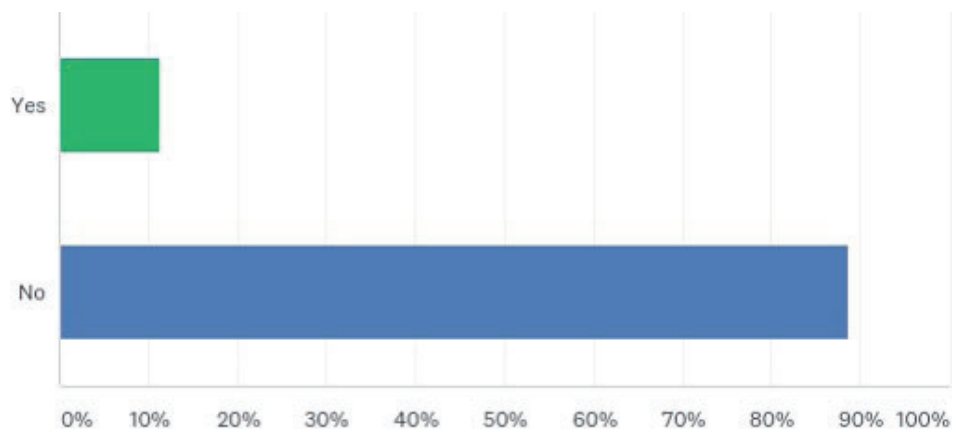
### QUESTION 37

Would you prefer this type of Development along Greeno Road or Hwy 181?



### RESULTS:

Voters choose NO on 89% of the surveys collected. Strip centers set back, with parking in the front, are not seen as part of Fairhope's future.



ANSWER CHOICES	RESPONSES	
Yes	11.28%	76
No	88.72%	598
TOTAL		674

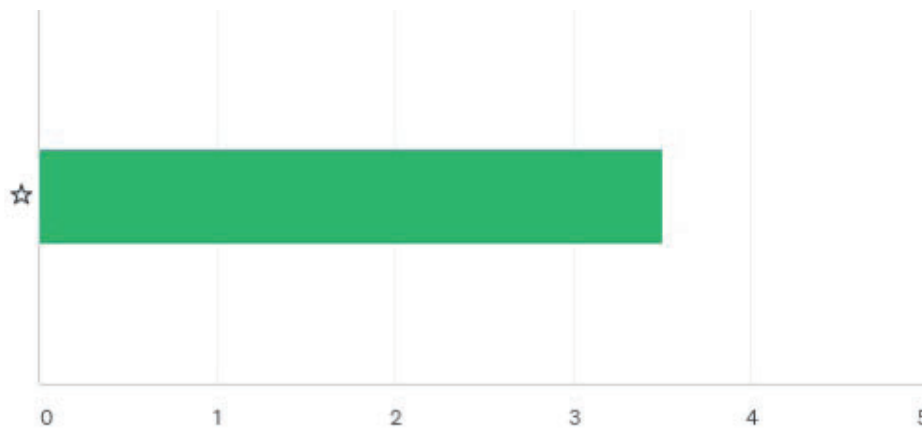


**QUESTION 38**

Rate the scale of the business signage depicted below. APPROXIMATELY 6' TALL  
(1 Dislike - 5 Like)



**RESULTS:**



Scale of the 6 foot signage on corridors is rated a very positive 3.5 average. Level 4 & 5 garnered 27 & 28 percent preference. The monument sign, as apposed to the large pole sign, may be the underlying choice being illustrated in the voting.

	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	11.57%	10.24%	23.15%	27.15%	27.89%	674	3.50
	78	69	156	183	188		

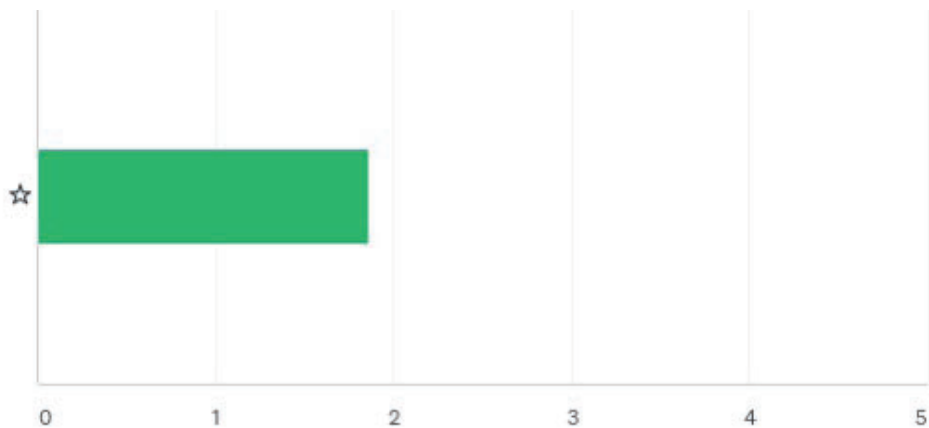
### QUESTION 39

Rate the scale of the business signage depicted below? APPROXIMATELY 18-20' TALL (1 Dislike - 5 Like)



### RESULTS:

However, another scale, 18 feet, with grouped business signs is not favored. Overall average score is 1.86 and level "1" had a 52% response. Clearly, there is a point at which signs begin to overpower the streetscape.

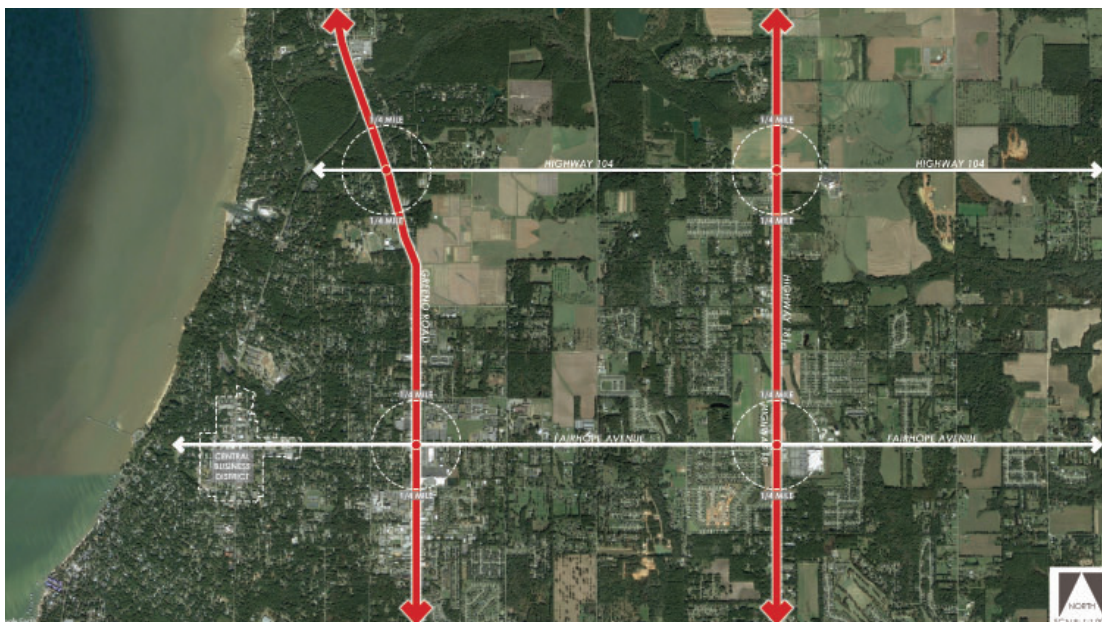


	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	52.24%	22.24%	15.67%	6.57%	3.28%	670	1.86
	350	149	105	44	22		

# Part III: Corridors

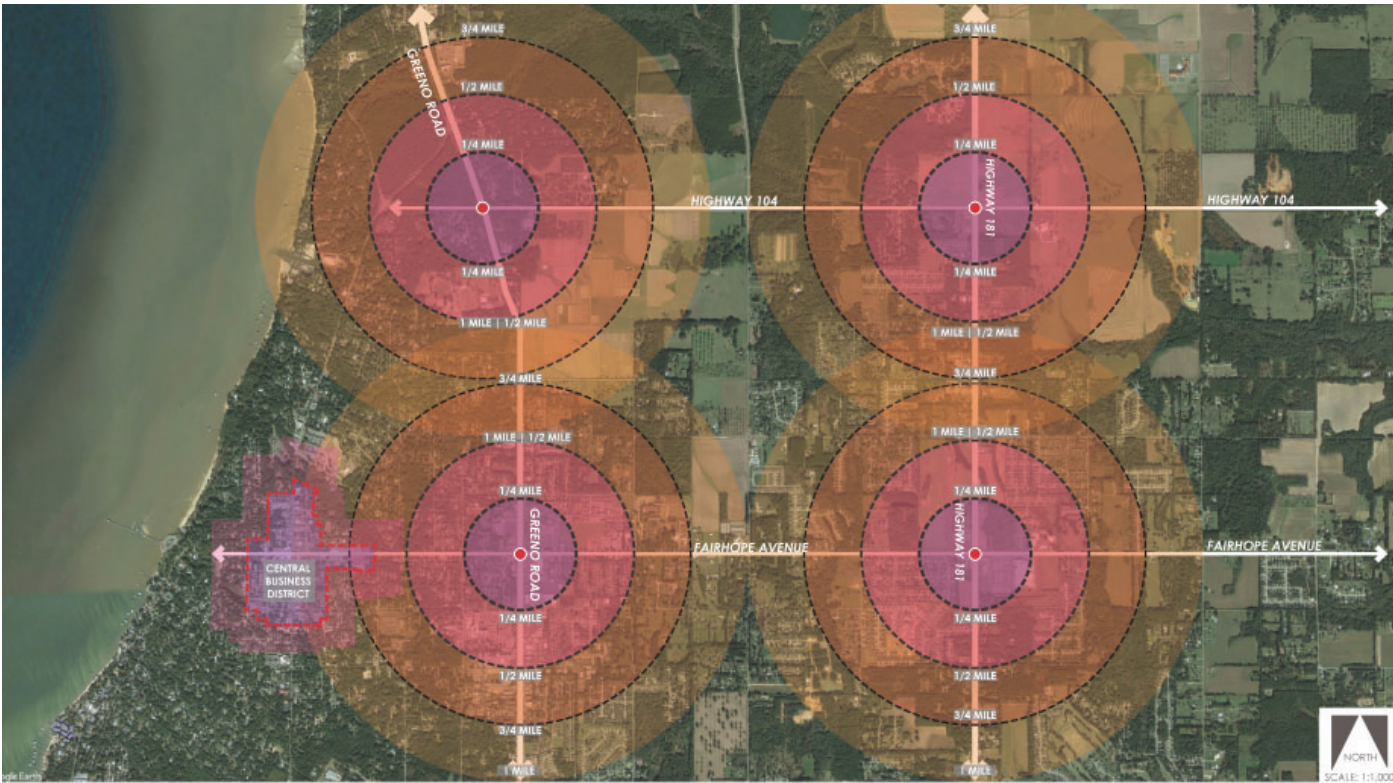
## Summary

It is clear from the survey that respondents do not like the idea of strip center developments along the corridors. Preferences lean toward compact development, with multiple stories, a mixture of uses, and a variety of architecture. Respondents preferred smaller individual business signs along the corridors as opposed to large signs (18-20' tall) with multiple businesses displayed.



# Part IV: Transitional Areas

This section of the survey will also allowed participants to provide feedback on the transitional areas from Higher Density to Lower Density (depicted in the gradation from the Village Centers in the image below).

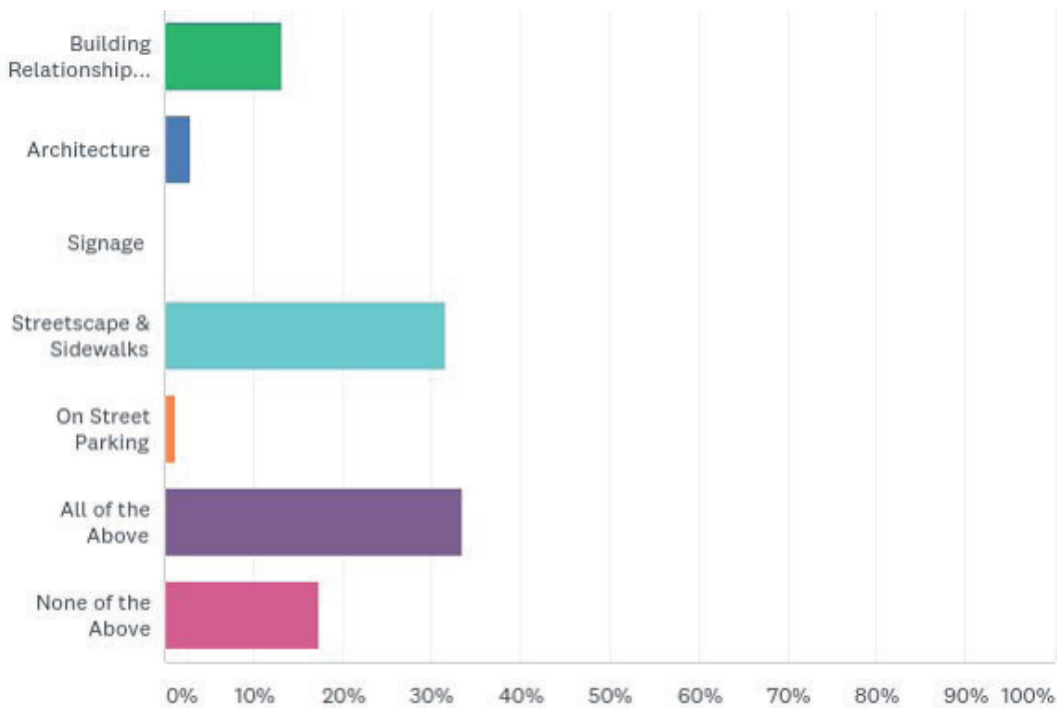


## QUESTION 40

What do you like about the image below? (Pick One)



### RESULTS:



This less compact residential pattern had mixed reviews with 34% for “All of the Above” liked and 17% for “none” liked. Streetscape has a 32% positive response. More study is needed for this image, but Green is seen as good.

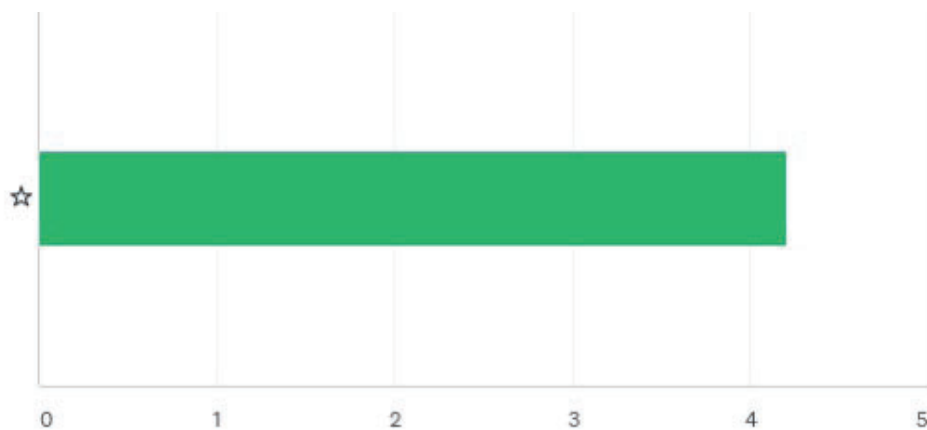
## QUESTION 41

Rate the image below in the context of the Transitional Areas. (5 is best)



### RESULTS:

This residential section with buildings addressing a leaf shaded sidewalk is highly favored with a 4.2 average and 48% at level “5”. A high level of walkability with clear transitions between private and public space in a narrow corridor was appealing to the voters.



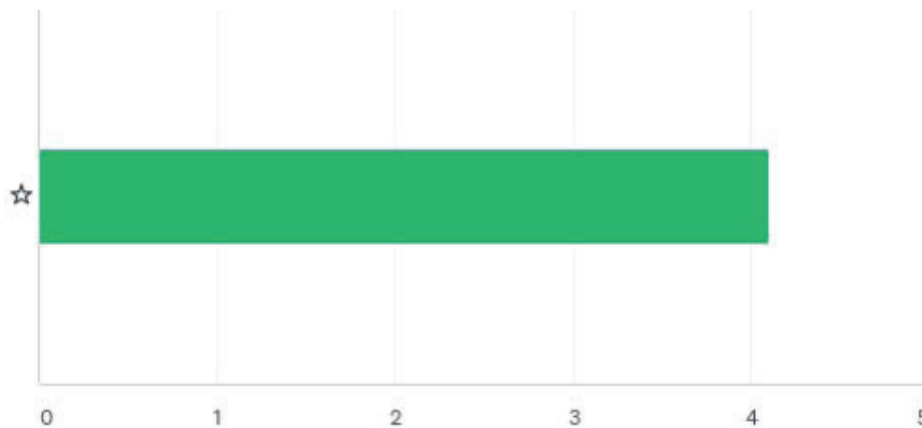
	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	2.27%	2.72%	15.71%	31.12%	48.19%	662	4.20
	15	18	104	206	319		

## QUESTION 42

Rate the image below in the context of the Transitional Areas. (5 is best)



### RESULTS:



The shady, traditional street shown in image 42 achieved a positive 4.10 average and a 44% level of "5" votes. Again, traditional styles, patterns and scales appear favored.

	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	2.27%	4.39%	19.06%	30.11%	44.18%	661	4.10
	15	29	126	199	292		

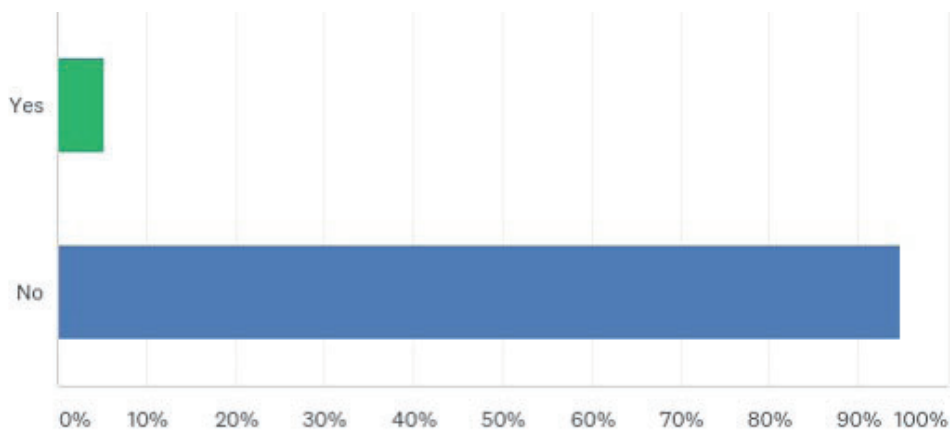
### QUESTION 43

Do you prefer this type of residential development?



### RESULTS:

The garage front homes in this image and the homogeneity of pattern garnered a 95% NO preference vote by respondents. Ordinances can prevent this pattern where cookie cutter patterns create mundane communities where the car's front door is the most important.



ANSWER CHOICES	RESPONSES	
Yes	5.30%	35
No	94.70%	625
TOTAL		660

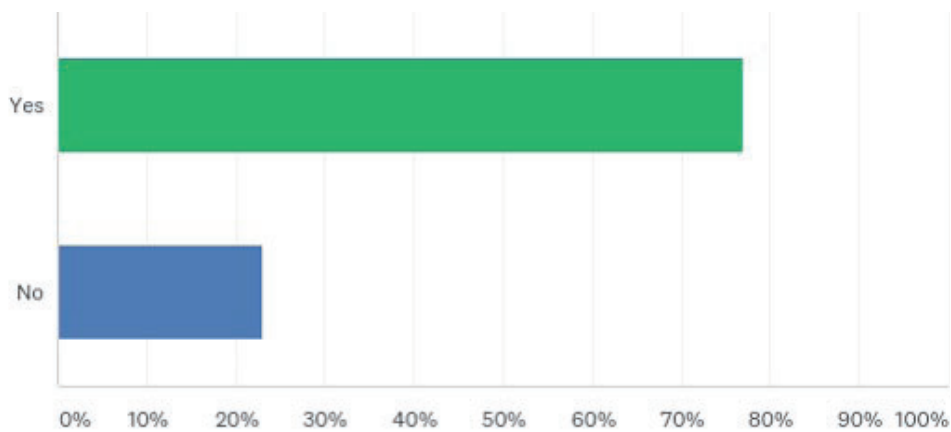


## QUESTION 44

Do you prefer this type of residential development?



## RESULTS:



A balance in street design earned a 77% yes for this tree lined, residential street. Walking appears to be inviting here.

ANSWER CHOICES	RESPONSES	
Yes	76.93%	507
No	23.07%	152
TOTAL		659

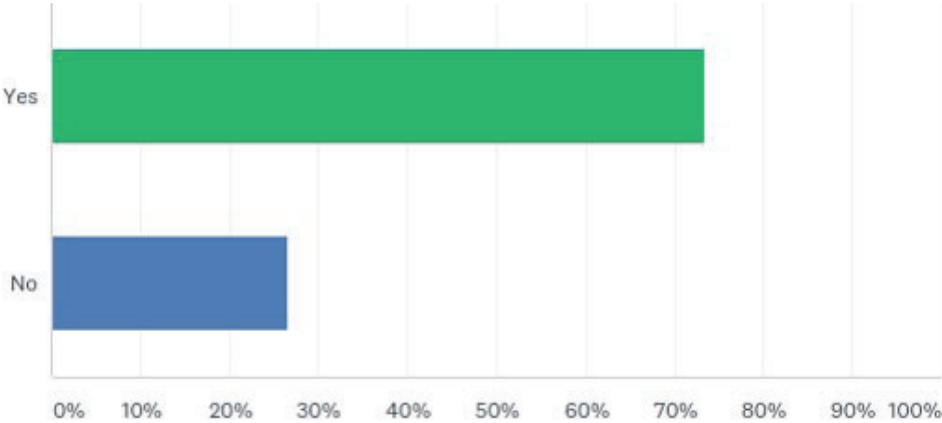
**QUESTION 45**

Do like the way that these homes are set back off of the road in a residential area?



**RESULTS:**

Transition areas with a deep home setback are favored 74% to 26% as shown in this image. This would provide a variety of residential patterns if a balance exists between larger lots with deep setbacks and the more compact patterns.



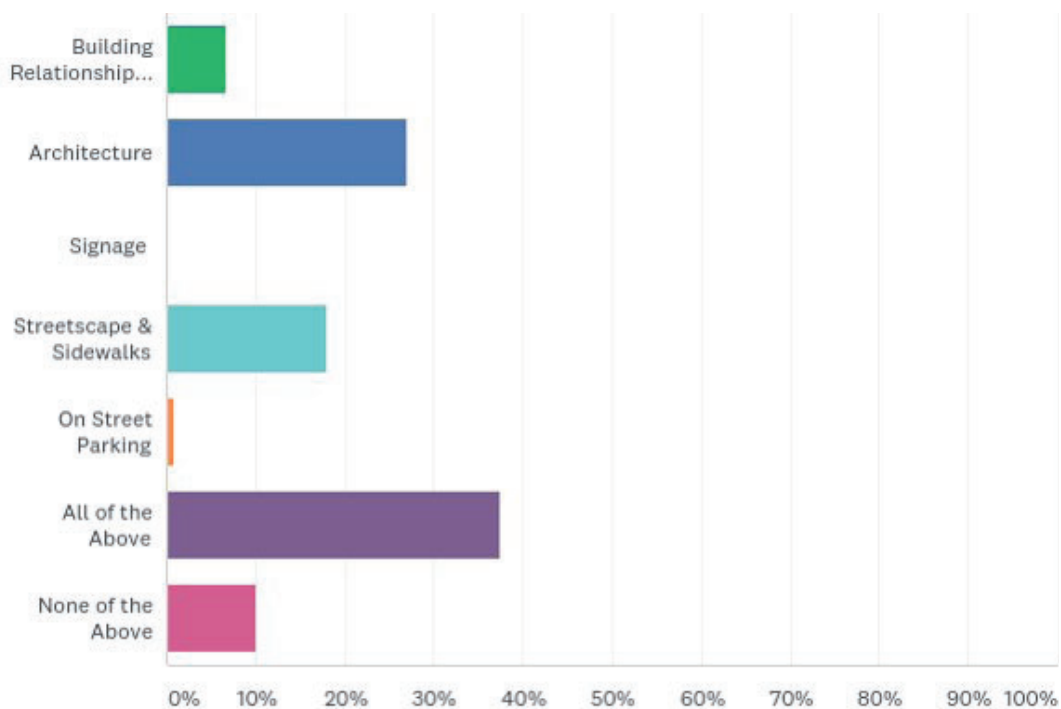
ANSWER CHOICES	RESPONSES	
Yes	73.52%	486
No	26.48%	175
<b>TOTAL</b>		<b>661</b>

## QUESTION 46

What do you like about the image below? (Pick One)



## RESULTS:



This image has a 37% like “All of the Above” vote with a strong showing in 27% Architecture and 18% Streetscape & Sidewalks.

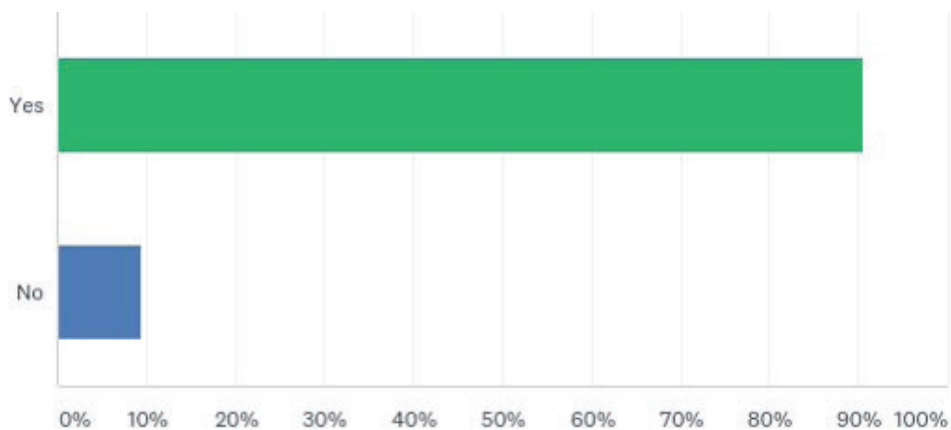
## QUESTION 47

Do you like the idea of having small “Neighborhood” commercial near your home to minimize automobile trips and promote a more walkable lifestyle?



## RESULTS:

Responders like the idea of small commercial in walking distance by 91%. This reduction on miles traveled by Motor Vehicles is essential for balanced, mixed use communities like Fairhope.



ANSWER CHOICES	RESPONSES	
Yes	90.53%	602
No	9.47%	63
TOTAL		665

# Part IV: Transitional Areas

## Summary

The transitional area responses provide good feedback for future development patterns. Respondents welcomed the idea of neighborhood commercial incorporated into residential development to minimize vehicular trips from housing areas to commercial or village centers. Conventional development patterns scored low in the survey where garages dominated the streetscape. In contrast, narrower tree-lined streets, homes with front porches, and vibrant architecture scored extremely high. Attached housing products seem to have a positive reaction as well.

