Visual Preference Survey

- For each slide, those surveyed ranked the image:

  -3 = Dislike 0 = No Opinion 3 = Like

- Below the ranking, comments those surveyed had regarding the image are listed.

This is about preference and desire, those surveyed gave a gut reaction.

Residential - 1

AVERAGE: 2
MEDIAN: 2

- Too Close
- Nice setback (2)
- Historic look/feel
- Nice and walkable
- Lots of green
- Ok, not great (2)
- Neighborhood feel
- Very appealing
- Lots of green (3)
- Old house in good condition

Residential - 2

- Needs trees (2)
- Too sterile
- Minimal landscaping
- Porch is nice (3)
- Too cookie cutter
- OK, not great (2)
- Fence feels standoffish
- Old house in good condition
- Set back is good
- Well kept

Residential - 3

AVERAGE: -1
MEDIAN: -2

- Waste of water (2)
- Can't do
- Ugh
- Florida
- High density (2)
- Kind of crowded – no public access
- No trees
- No good
- Artificial
- Too planned
- Cookie cutter
- Not ideal for Dover

Residential - 4

AVERAGE: -3
MEDIAN: -3

- Looks worse from the sky
- Even worse (2)
- Too crammed and over crowded (4)
- Very high density
- Eek – big city
- Yuck
- Terrible
- Cookie Cutter (2)
- Not ideal for Dover

Residential -5

- Not creative
- Ugly power lines (4)
- Traditional neighborhood, remove p-lines
- Chain link fence is ugly
- Acceptable
- Boxy
- NE Box
- Nice square – awful porch
- Ugly house

Residential - 6

AVERAGE: 1
MEDIAN: 2

- Looks old

- Nice walkway

- Pleasant architecture and landscaping (2)

- Affordable

- Roof too steep

- Houses very close

- Where are the neighbors?

- Imbalance in buildings (2)

- OK (2)

- Cozy

Residential - 7

AVERAGE: 0
MEDIAN: 1

- Funky
- Too car centric
- Zoning should make size and style consistent
- Out of scale with neighbors (2)
- House close and odd size (2)
- Infill opportunity
- Needs trees
- Small is good, mixed community
- Disparity between homes

Residential - 8

AVERAGE: -1
MEDIAN: -1

- Too Crowded
- Needs cosmetic upgrades
- Like closeness, but not design
- Ok for downtown
- Affordable houses
- Would preserve exiting housing
- Crummy porch
- Too close
- Trashy house

Residential - 9

- Impossible
- Sprawl
- 1984
- Over developed, convenient to build
- Not here
- No personality
- Tacky
- No neighborhood
- Cookie cutter (2)
- Needs open space

Residential - 10

- Obtrusive, needs shutters
- Needs better landscaping
- Ok for downtown (2)
- Nice varied facades (3)
- OK for limited places
- Conceptual for city
- Affordable housing
- Could be anywhere

Cheap feel

Too congested

Needs older trees

Residential - 11

AVERAGE: 0
MEDIAN: -1

- Front door not street level, unfriendly
- Row house – yes, uniformity – no
- No variety
- OK for limited places
- Cookie clutter
- High density
- These are hideous
- Some nice roof lines
- Downtown feel
- Out of place

Residential - 12

AVERAGE: 1
MEDIAN: 1

- Only in OSS
- Looks lonely – too large
- Typical NE (2)
- Looks historic
- Nice rooflines
- Good use of older buildings
- Underground utilities

Residential - 13

- No community
- OK for limited places
- Boring
- Traditional development
- Nice neighborhood feel
- Bad street
- Ugly
- Close together (3)
- Garages?

Residential - 14

AVERAGE: 0
MEDIAN: 1

- Sprawl
- Should be clustered
- As long as style is varied
- Lot size is ok
- Traditional development
- Could be worse
- Good setbacks
- At least houses are different
- OK
- Preserve trees (2)

Residential 15

AVERAGE: 2
MEDIAN: 2

- Keep development together don't separate open space
- Good open space (3)
- Leave the open space (3)
- Green land

Residential - 16

AVERAGE: 2
MEDIAN: 2

- Not my style by nice
- Pretty house (2)
- Should be in limited places
- Too much brick
- Adorable
- Quality house
- Nice style

Residential - 17

AVERAGE: 0
MEDIAN: 1

- McMansion (6)
- Ugly design (2)
- Disgusting – irresponsible
- Too many styles
- Bad design
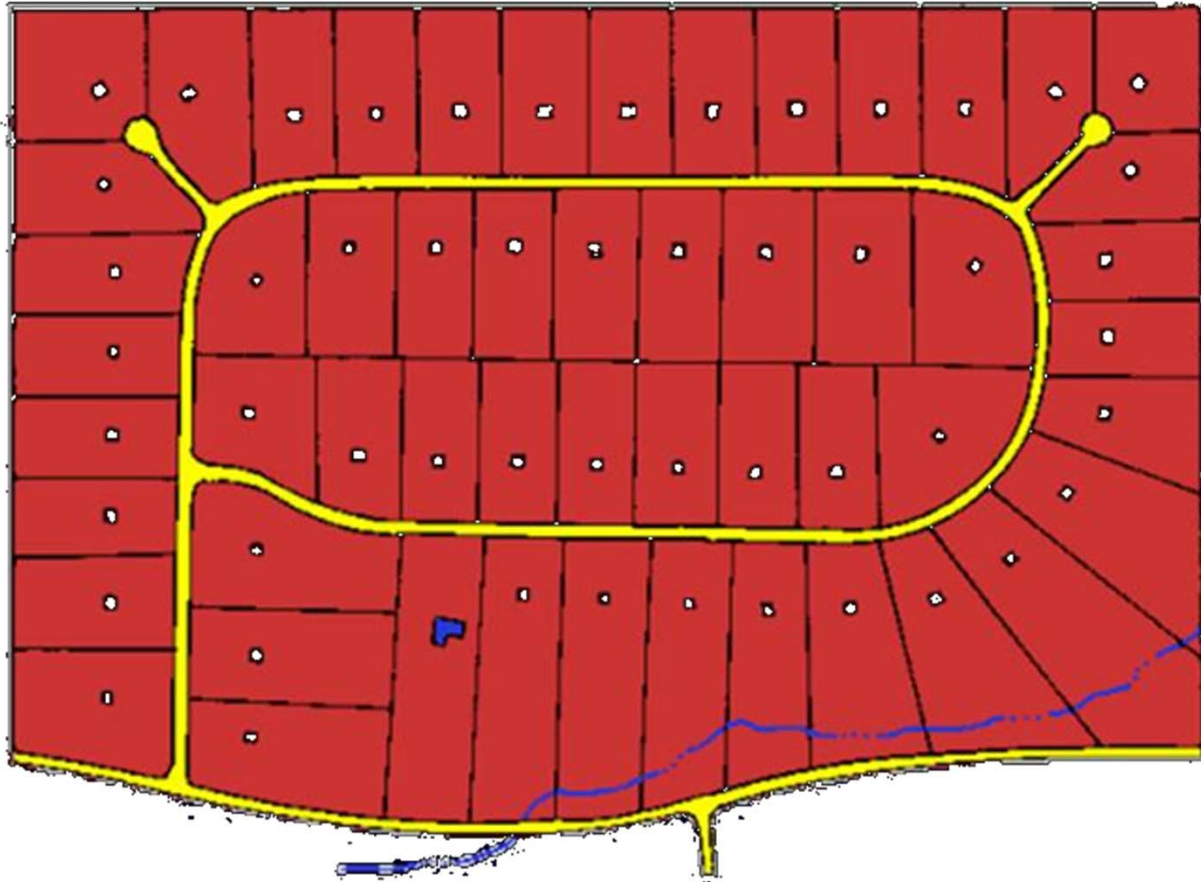- Ostentatious

Residential - 18

AVERAGE: -1
MEDIAN: -1

- Only in downtown
- Out of scale (5)
- Obviously built later
- Context (2)
- Should not be built
- Ugly/incongruent
- Too large for surrounding homes
- Too vertical (2)
- Box house
- Bad design
- Pre-fab

Residential - 19

AVERAGE: -1
MEDIAN: -2

- Typical cul-de-sac
- Really don't like cul-de-sac
- Too much density – use OSS (4)
- Who's your neighbor
- No green space (2)
- Cookie cutter
- Crowded/bland

54 Units

Residential - 20

- Clustering a plus
- Better, but needs contiguous open space
- Better, but don't like cul-de-sac (4)
- Too dense
- Green space helps (2)
- Move to CA
- Neighborhood feel
- OK

54 Units

Residential - 21

- Stark from ground
- Too crowded, lacks architectural variety (3)
- BAD
- Boring
- High density
- Help!
- No green space
- What a maze
- Cookie cutter

Residential - 22

AVERAGE: -1
MEDIAN: -1

- Where the cars live
- Ugly (2)
- Dated
- Affordable
- Small yard
- Pave it
- Poor design
- Ugly and stark
- Queens, NY?

Residential - 23

AVERAGE: 1
MEDIAN: 1

- No personality
- No sidewalk
- Should be an OSS
- Good space between homes
- No character
- Boring
- Neighborhood feel
- Pre-fab
- Not bab
- NE like
- Harmonious

Residential - 24

AVERAGE: 0
MEDIAN: 1

- Sidewalk is nice
- Needs open space
- No variety (4)
- Stepford
- Little soldiers coifed
- OK for limited places
- Nice for downtown
- Boring
- High density boxes
- Never find your way home
- Close, but has potential

Commercial - 1

AVERAGE: -2
MEDIAN: -3

- Ugh
- Tacky
- Urban Sprawl – ugh (2)
- Rt 1 Saugus
- No sidewalks
- No, No, No
- Awful
- Bad signage
- Strip mall
- Anywhere USA
- Visual assault

Commercial - 2

AVERAGE: 2
MEDIAN: 2

- Could use more trees (2)
- Good varied use
- Ok
- Good use of older building
- Nice downtown feel
- Where do you park?
- Mixed use is good
- More character
- Harmonious

Commercial - 3

AVERAGE: 1
MEDIAN: 1

- Can't judge by itself
- OK
- Historic effect
- Too many cars
- Fairly attractive
- Parking
- Best use of space?

Commercial - 4

AVERAGE: -1
MEDIAN: -1

- Necessary service (2)

- Looks too spacious for just a gas station

- Not near residential

- Pave over the world

- Gas stations should be on the edge of town

- No landscaping

- "Old school"

- Dirty

- Too much concrete

Commercial - 5

- Vast asphalt wasteland

- Not pedestrian friendly (2)

- This is our community – not throughway

- Too many ads

- Boring

- Too much concrete

Commercial - 6

- Good downtown mixed use (2)
- Nice walkable shopping (2)
- Good if parking nearby
- A bit non decrepit
- Nothing green (2)
- Cute
- Local businesses
- Needs more parking
- Neat
- Good sense of place
- Better character

Commercial - 7

AVERAGE: 1
MEDIAN: 2

- Building is OK, but too isolated
- Boxy
- Nice landscaping (2)
- If must build
- Cut off from the rest of the world
- Ok (2)
- Auto centric

Commercial - 8

- Weirdly bare/empty
- Strip mall trying to look good
- Needs more landscaping
- It's a store
- Flat front – no good
- No cart corral
- Ok for a grocery store (2)
- Looks like any pharmacy
- Could be OK

Commercial - 9

- Out of place
- Good idea, but needs connection to the street
- Some good points
- Good blend of residential and commercial (2)
- Buildings differ – good
- Nice reuse
- Possibility
- Looks like good rehab
- Streetscape is nice

Commercial - 10

AVERAGE: 1
MEDIAN: 2

- OK, more greenery (4)
- Good access
- Needs more plants
- Drive, drive, drive
- Could be worse

Commercial - 11

- Get rid of signs (3)

- Has potential though

- Needs facelift

- Uses are bad, not building (2)

- Too rundown (3)

- Great "period character" lots of potential

- Funky and real

- Renovate it and it could work (2)

Commercial - 12
AVERAGE: -1
MEDIAN: -1

- Looks OK, but efficient use of space?

- Strip mall

- Too many mini-strip malls

- Clean it up

- Ugly

- More exhaust, please

Not attractive

Sprawl

Not inviting

Commercial - 13

AVERAGE: 0
MEDIAN: 0

- Hard to tell what it is
- Not good next to residential
- Pretending to be something else
- Nice look for a gas station (2)

Commercial - 14

- Probably looks better from ground
- Step in the correct direction
- Good for suburbs, not downtown
- Too much asphalt (2)
- A necessary evil
- OK for groceries (3)
- Needs landscaping
- Looks fake
- Impervious surface

Commercial - 15

AVERAGE: 1
MEDIAN: 1

- Nice symmetry
- Prefer all the same
- Needs more angles
- But I hate angle parking
- Angle in parking isn't effective
- Too much pavement
- Nice downtown, could be cleaner (2)

Commercial - 16 AVERAGE: -2 MEDIAN: -2

- Unused concrete space is wasteful
- Nice pavement
- Looks rundown
- All about the cars
- Asphalt desert
- No imagination
- Ugly
- Parking is an eyesore

Commercial - 17 AVERAGE: -1 MEDIAN: -1

- Out of place (2)

- Access management?

- Asphalt desert

- Landscaping?

- Looks abandoned, too much impervious surface

- Needs curbs, sidewalk

- Powerlines are ugly

- Not good for runoff

Commercial - 18

AVERAGE: 0
MEDIAN: 0

- Big box in small space
- Design isn't bad, but the location of the building is.
- Fence should be painted
- Boxy – overhang is too big
- Roof overhang is nice in rain
- OK but too square
- Don't like parking in front

Commercial - 19

AVERAGE: -3
MEDIAN: -3

- These always look worse from above
- Waterfront must be open to the public
- More green space
- Strip mall
- But a little urban
- Concrete well
- Too big
- Needs open space
- Too much pavement (2)
- Cookie cutter

Commercial - 20

- Storefronts would be nice
- Needs windows on first floor
- A fact of life
- Looks rundown
- Keep out
- Needs to be redeveloped
- Abandoned (2)
- Not aesthetically pleasing (2)

Commercial - 21

AVERAGE: -2
MEDIAN: -2

- Bad sign (2)
- Mix of commercial and residential is OK
- Outdated needs repairs
- Ugly but I like mixed use (2)
- Needs clean up
- Rundown
- Devoid of activity

Commercial - 22 AVERAGE: 1
MEDIAN: 1

- Like brick sidewalks, but needs to be greener
- Streetscape is good
- Sidewalk is good (3)
- Could be worse
- Should be multi-story
- Human scale

Commercial - 23

AVERAGE: 2
MEDIAN: 2

- Towering
- Large and imposing (3)
- Multi-use parking garage is what we need (2)
- Too modern looking (2)
- Not here (2)
- Interesting design

Commercial - 24

AVERAGE: 0
MEDIAN: -1

- Pedestrian friendly, mixed use

- Looks friendlier than some more walk-ins

- Orchard St could look like this

- Older feel is good

- Mixed use

- Comforting scale (2)

- Traditional NE design

- Sense of place

- Good use of building

- Good for downtown

- Harmonious design

Commercial - 25
AVERAGE: 2
MEDIAN: 3

- Pretty but inefficient use of space

- Watch out for preserving open space with lots of these

- Boxy/dated

- Edge of town

- No thanks

- Turf is OK

- Not all cement

Commercial - 26
AVERAGE: 0
MEDIAN: 1

- Enclosed look OK
- Like "U" shape, not enough parking
- Depending on location
- Too fake looking
- Too Crowded
- Overdone curbing
- Nice landscaping don't like parking
- Would be nice in Newington
- Too much concrete

Commercial - 27

AVERAGE: 0
MEDIAN: 1

- Too much asphalt
- Too much impervious surface
- Watch out for preserving open space with lots of these
- Like Cupolas
- Too car friendly
- Not very attractive
- Too much space for a bank
- Too much concrete

Commercial - 28

- Watch out for preserving open space with lots of these

- Grass near road is good

- Sidewalk
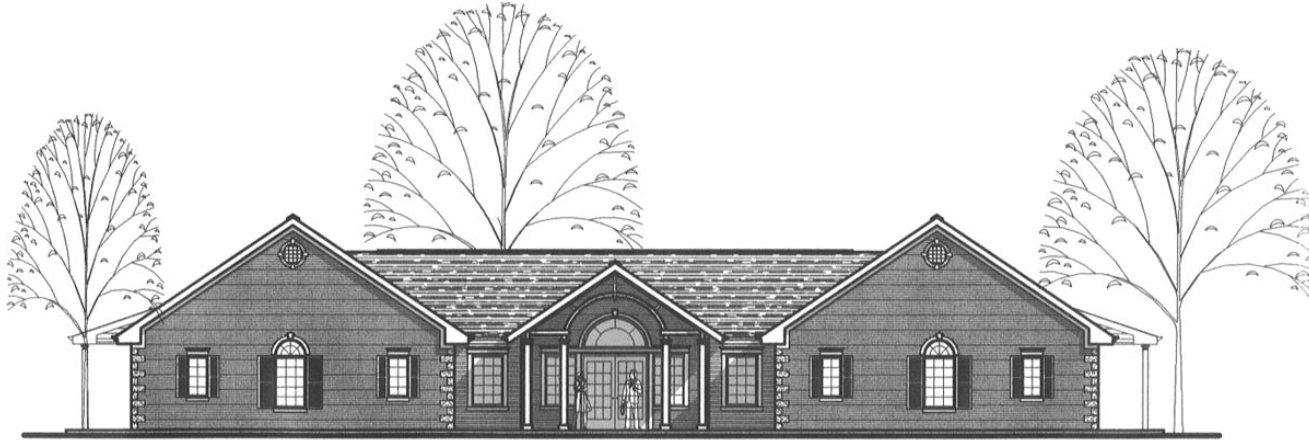
Commercial - 29

AVERAGE: 0
MEDIAN: 0

- Sidewalk's a plus
- Made for autos
- Sidewalk is positive
- Main roads become parking lots
- Good use of industrial coverage
- Some green space
- That's a lot of road
- Greenery is good
- Power line is ugly
- Too wide a road

Commercial - 30

AVERAGE: 1
MEDIAN: 1

- Needs more context

- Watch out for preserving open space with lots of these

- Context (2)

- Boring, disconnected

- More trees (2)

Commercial - 31

AVERAGE: 0
MEDIAN: 1

- Commercial and residential should be separated
- Commercial? (2)
- Poor signage
- Limited uses ok
- Ugly, but mixed use

Commercial - 32
AVERAGE: -1
MEDIAN: -1

- Limited uses OK in residential
- Needs green space
- Ugly, sea of concrete
- Out of place
- Too much asphalt
- Eyesore

Commercial - 33
AVERAGE: 1
MEDIAN: 1

- Like alternate use of old building

- Good re-use

- More quaint

- Keep old buildings

- Like reuse of old building (3)

Commercial - 34

AVERAGE: -1
MEDIAN: 0

- Wasted space share parking with others

- Needs greenery

- No landscaping

- Powerlines

Commercial - 35

AVERAGE: 0
MEDIAN: 1

- Commercial and residential should be separated

- Blends well with neighborhood

- How is it not residential? (2)

- Very limited uses

- Unattractive

- What is it?

- Parking should be in rear

Commercial - 36 AVERAGE: -2 MEDIAN: -2

- Must have some of these
- In an industrial park this is OK
- Too boxy
- Industrial maybe
- Sea of concrete
- Unattractive
- Ugly, no character (2)
- Metal buildings have no place in Dover

Commercial - 37

AVERAGE: 1
MEDIAN: -1

- Prisonlike (3)
- Blocky
- Must have some of these
- Federal Building
- Boring
- Could be worse
- Too institutional
- Decent campus office building
- Too much concrete

Commercial - 38

AVERAGE: -1
MEDIAN: -1

- Fake façade is gross
- Prefer 37
- Must have some of these
- Too much like apartments
- Horrible brick pattern
- No landscaping
- Out of date
- Not best use of in town buildings
- Too 50s

Commercial - 39

AVERAGE: 1
MEDIAN: 1

- Nice landscaping (2)
- More interesting
- Must have some of these
- Dated too much brick
- Trying harder
- Not inviting
- Green
- Nice landscape, ugly building

Commercial - 40

AVERAGE: 0
MEDIAN: 1

- Like the roof
- Ugly
- Drive on in
- Too much asphalt
- Needs landscaping

Commercial - 41

AVERAGE: 1
MEDIAN: 1

- Big building in middle of nowhere
- Boring
- Must have some of these
- Too flat
- Less impact on nature
- Where does the bus stop
- OK for size
- Good in the right areas of the City
- Decent Style
- Needs landscaping

Commercial - 42

AVERAGE: 0
MEDIAN: 1

- Efficient use of space, too high rise looking

- We need things like this

- Traditional corporate HQ

- Good use of existing space

- A bit corporate for Dover

- We have enough mills

- Less impact on nature

- Good in the right areas of the City

Industrial - 1

AVERAGE: 0
MEDIAN: -1

- Looks like barn
- Well disguised
- Boxy
- Butler building
- Ugly
- Unattractive façade
- Clean
- Modest attempt to make it pretty
- Not harmonious

Industrial - 2

AVERAGE: 0
MEDIAN: -1

- Factory
- Green surrounds are nice
- Sign distracts from seeing building
- Like use of trees
- Car focused
- Good for Ind. Prk.
- Ugly building

Industrial - 3

- Not bad for university/school
- Passive solar – yes
- Good design
- Nice for industrial
- Nice trees
- Nice for what it is

Industrial - 4

Hosted by Cyburbia – www.cyburbia.org

- Hidden in industrial park
- Thrown together with no plan
- Looks more compact – good next to residential land
- Creepy
- Ugly
- Out of context
- Too many different building elements

Industrial - 5

AVERAGE: -1
MEDIAN: -1

- Boring
- Cleaner
- Sterile
- Some attempt to soften is needed

Industrial - 6

AVERAGE: -1
MEDIAN: -1

- Liked that its tucked away, but ugly

- Limited use

- Too much asphalt (2)

- Needs makeover

- Not the best use of downtown

Industrial - 7

- No windows (2)
- Boxy
- Ugly
- Who wants to work here?
- Feels out of place
- Fine, in the right context
- Stands out too much

Industrial - 8

AVERAGE: 0
MEDIAN: 0

- Very interesting, European (2)

- Retro

- No truck terminals

- Cool design (2)

- Modern feel, doesn't feel industrial

- Need more innovative architecture

Industrial - 9

AVERAGE: 0
MEDIAN: -1

- For lease for a reason
- Too flat/boxy (2)
- No wonder its for lease
- Too close to road
- Monolithic too big for site

Industrial - 10

- Better, but no greenery
- Needs landscaping
- Hide in an industrial park
- Seen this everywhere
- Clean, need some green
- No trees

Industrial - 11

AVERAGE: 0
MEDIAN: -1

- Waste of good land (2)
- Factory in middle of nowhere
- Needs more trees
- Shame to have not worked into the surroundings
- Hide in an industrial park
- Doesn't enhance landscaping (2)
- How do you get there?
- Out of place

Industrial - 12

- Hideous
- Box
- Hide in an industrial park
- Looks like a house/apartment building
- Nasty entrance
- Could have been a lot better
- Needs landscaping

Industrial - 13

- Enclosed area seems efficient for saving space

- Pretentious

- Hide in an industrial park

- Well planned

- Too Southwest

- Interesting

- Nice concept

- Interesting style

Industrial - 14

- Make it better
- To be used for something else?
- Has potential
- Great architectural character
- Convert to artists and artisans space
- Clean up (2)
- Rehab potential (3)
- Use what you've got
- Looks abandoned

Industrial - 15

AVERAGE: 0
MEDIAN: -1

- Big box
- Stark
- Hide in an industrial park
- West coast feel
- Monolithic
- Good for want it is

Industrial - 16

- Interesting façade, line breaks
- Looks specialized
- Cool design
- What is it?
- Modern Feel
- No style ugly

Industrial - 17

AVERAGE: -1
MEDIAN: -1

- Fix up
- Love the old buildings, needs upkeep
- Got potential
- Condominiums
- Looks forgotten
- Shouldn't be on water
- Bad use of water-front property (2)
- Lovely
- Needs to be cleaned up

Industrial - 18

- Nice job with older buildings (2)

- Save history

- Convert to artists and artisans space

- Mill building

- Nice but not along waterfront (2)

- What a view

- Waterfront feel green

- Re-using existing structure

- Beautiful building

Streetscape - 1

- Stores should be on street, not separated so much

- Pretty

- Lots of brick and trees

- Like it

- Cozy, wide sidewalk (2)

- Good sense of place

- Good pedestrian

Streetscape - 2

AVERAGE: 2
MEDIAN: 2

- Like sidewalks and bump-outs (2)

- No cars, yes

- Streets are narrow

- Get the bike off the sidewalk

- Like it

Streetscape - 3

AVERAGE: -1
MEDIAN: 0

- No, too flat
- Trees? (3)
- Old City
- Urban Jungle (2)
- Not pedestrian friendly
- Too closed, uninviting
- Needs landscaping (2)
- Devoid of life

Streetscape - 4

AVERAGE: 2
MEDIAN: 2

- For people
- Mix residential and commercial
- West coast feel
- Outdoor dining is good (2)
- Sidewalk not wide enough

Streetscape - 5

- For cars
- Access management (2)
- Its probably just the angle that's bad
- Sprawl
- Dull
- Chaos
- No sidewalk, ugly (2)
- Not harmonious
- Blah

Streetscape - 6

AVERAGE: -2
MEDIAN: -3

- Erosion waiting to happen

- Sledding hill?

- Ick

- Good for skiing

- Unfinished

- Concrete

Streetscape - 7

AVERAGE: 2
MEDIAN: 2

- Trees, street ending in focal point

- Faneuil Hall

- Cobblestone St is excellent

- Don't put cobblestone in streets

- Quaint

- Inviting

- Street is too narrow

- Sense of place

Streetscape - 8

AVERAGE: 2
MEDIAN: 3

- Park benches under trees (3)

- Places to sit

- Faneuil Hall

- Few cars

- Pedestrian friendly (3)

- Sense of place

- Nice materials

- Inviting

- Historic feel

Streetscape - 9

AVERAGE: -2
MEDIAN: -1

- Someplace to rush by
- Too much concrete
- Fact of life
- Not welcoming
- Stark
- Concrete jungle
- Devoid of life
- Intimidating
- Barren
- Institutional

Streetscape - 10

AFTER

- Who wants to sit next to a road?
- Nice try, needs personality
- Outdoor cafes are good (3)
- Where is the parking garage
- WOW
- Lots of brick and trees
- Much better
- Quality materials
- Good scale

Streetscape - 11

AVERAGE: 0
MEDIAN: 1

- Good for cars, not people
- Too long for a crosswalk
- OK for a big city
- Not here
- Too many intersections
- Too wide
- Would you cross this street?
- Intimidating

Streetscape - 12

AVERAGE: -2
MEDIAN: -1

- Bleech

- Henry Law Ave after waterfront project completed

- Too much traffic (2)

- Is that a mile lane

- Congested (2)

- Intimidating

- Poorly maintained

- Barren

Streetscape - 13

- Scary
- Windows please
- Needs storefronts on building (3)
- Power lines are ugly (2)
- Needs to redevelopment
- Poor vision
- Building needs something to improve it

Streetscape - 14

AVERAGE: 2
MEDIAN: 1

- Like the one lane
- A little precious
- Sidewalk is nice
- Good scale
- Too close

Streetscape - 15

AVERAGE: 2
MEDIAN: 2

- Like pedestrian malls

- Like street trees and lamps

- Needs benches and dining

- Hooray for plazas

- Artificial

- Bike and pedestrian friendly (2)

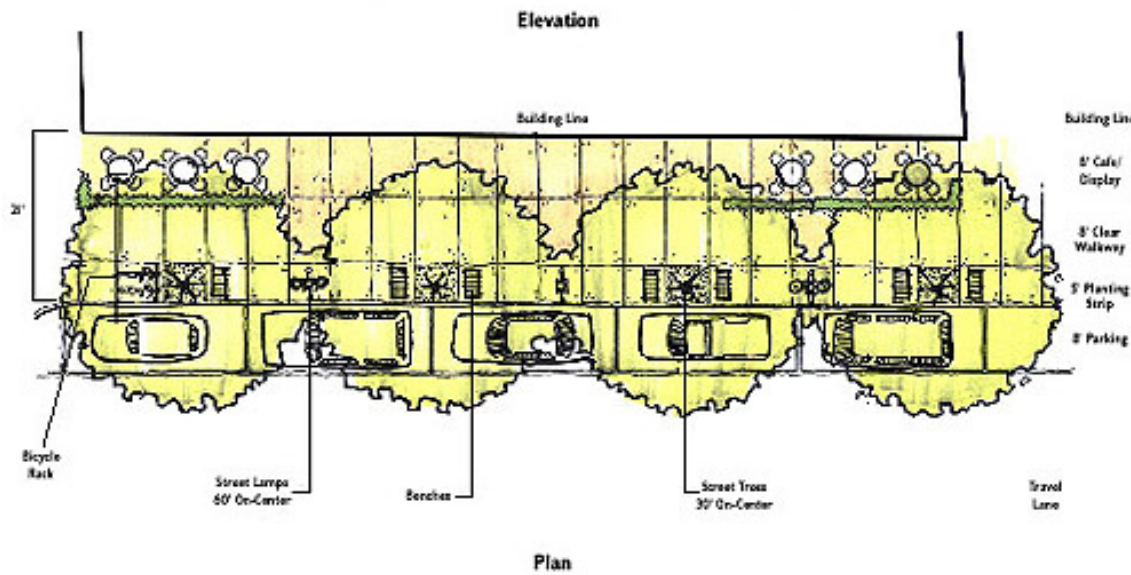- Innovative use of mixed materials

Streetscape - 16

AVERAGE: 2
MEDIAN: 2

Elevation

Plan

- We need a parking garage

- Can't quite see it

- Clean design

- We need a plan like this

- Pedestrian friendly

Streetscape - 17

AVERAGE: 0
MEDIAN: 1

- Too wide (8)
- Road is wide and pedestrian unfriendly
- Existing
- Trees good
- Could be worse
- Trees need to be trimmed
- Historic character

Streetscape - 18

AVERAGE: 0
MEDIAN: 0

- Better, but still too wide (4)

- Parking is rear diagonal (2)

- Back in parking and bike lanes are great (2)

- Don't like back in parking

- Trees are to scale