

VISUAL PREFERENCE SURVEY

October 2003

I. Most highly-rated single-family dwellings

Image 1



Image 3



Image 7



2. Most highly-rated multi-family dwellings

Image 10



Images 12-14



Image 25



3. Most highly-rated mixed-use buildings

Image 41



Image 39



Image 31



Image 30



Observations: Design Preferences of Survey Respondents in Acton

- 1) Respondents overwhelmingly prefer that housing styles, rooflines and garages vary throughout a subdivision to create visual variety and create character. Respondents like new subdivisions to look like they were built over time and not produced in a “cookie-cutter” manner.
- 2) Respondents also strongly support trees, landscaping and sidewalks and think they are a necessity despite the additional cost.
- 3) Natural resource protection, open space protection and less-expensive housing are all equally important goals for cluster subdivisions. Respondents also think community and safety, intimate and friendly neighborhoods, efficiency, shared services and good design should be goals for cluster subdivisions.
- 4) They think the houses in cluster subdivisions should have character and charm, include a variety of housing types (single and multi-family), respect the topography of the site and should create a sense of privacy for each unit.
- 5) An equal number of respondents said they like row houses, town houses, garden apartments and multi-family houses that look like single-family houses. None of the respondents like apartment buildings.
- 6) Respondents think two and three-family houses, townhouses and subdivided historic structures can be integrated into a neighborhood with single-family housing.
- 7) Retail and neighborhood services (bank branches, barber, small grocer) mixed with apartments is the most preferred type of mixed-use structure. Respondents frequently stated that they like a pedestrian scale and pedestrian amenities.