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

AVERAGE: 1
MEDIAN: 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

AVERAGE: 0
MEDIAN: -1

- 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

- 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

AVERAGE: 0
MEDIAN: 1
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

AVERAGE: -1
MEDIAN: -1

• Impossible
• Sprawl
• 1984
• Over developed, convenient to build
• Not here
• No personality
• Tacky
• No neighborhood
• Cookie cutter (2)
• Needs open space
Residential - 10

AVERAGE: 0
MEDIAN: -1

- 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

AVERAGE: -1
MEDIAN: -1

• 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

AVERAGE: -2
MEDIAN: -2

- 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

• 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

AVERAGE: -2
MEDIAN: -2

- Vast asphalt wasteland
- Not pedestrian friendly (2)
- This is our community – not throughway
- Too many ads
- Boring
- Too much concrete
Commercial - 6

AVERAGE: 2
MEDIAN: 1

• 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
AVERAGE: 1
MEDIAN: 1

- 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
AVERAGE: 1
MEDIAN: 1

- 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  
AVERAGE: -1  
MEDIAN: -1

- 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

AVERAGE: 0
MEDIAN: 0

• 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
Commerical - 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  
AVERAGE: -2  
MEDIAN: -2

• 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

- 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

- 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

AVERAGE: 0
MEDIAN: 1
Commercial - 28

AVERAGE: 0
MEDIAN: 1

- 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

- 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
AVERAGE: 2
MEDIAN: 2

- Not bad for university/school
- Passive solar – yes
- Good design
- Nice for industrial
- Nice trees
- Nice for what it is
Industrial - 4

AVERAGE: -2
MEDIAN: -1

• 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 it’s tucked away, but ugly
- Limited use
- Too much asphalt (2)
- Needs makeover
- Not the best use of downtown
Industrial - 7
AVERAGE: 0
MEDIAN: 0

- 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 it's for lease
• Too close to road
• Monolithic too big for site
Industrial - 10

AVERAGE: 0
MEDIAN: 0

- 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

AVERAGE: 0
MEDIAN: -1

- 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

AVERAGE: 1
MEDIAN: 1

• Enclosed area seems efficient for saving space
• Pretentious
• Hide in an industrial park
• Well planned
• Too Southwest
• Interesting
• Nice concept
• Interesting style
Industrial - 14

AVERAGE: 0
MEDIAN: 1

- 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 waterfront property (2)
• Lovely
• Needs to be cleaned up
Industrial - 18

AVERAGE: 2
MEDIAN: 2

- 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

AVERAGE: 2
MEDIAN: 2

- 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

AVERAGE: -2
MEDIAN: -2

• 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

- 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

AVERAGE: 2
MEDIAN: 2
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  
AVERAGE: -2  
MEDIAN: -2

• Scary
• Windows please
• Needs storefronts on building (3)
• Power lines are ugly (2)
• Needs to redevelopement
• 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

- 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