



THIS VERSION OF THE SURVEY CONTAINS THE IMAGES AND SCORES COMPILED DURING A COMMUNITY VISIONING EXERCISE JUNE 18-19, 2010.

THE IMAGES ARE ALSO ARRANGED BY THE MOST FAVORED TO THE LEAST FAVORED. THE NUMBER IN **GREEN** IS THE SCORE. THE NUMBER IN **RED** IS THE NUMBER OF THE SLIDE IN THE ORIGINAL SURVEY.

VISUAL PREFERENCE SURVEY

Reisterstown June 18, 2010

What Makes a Successful Place?

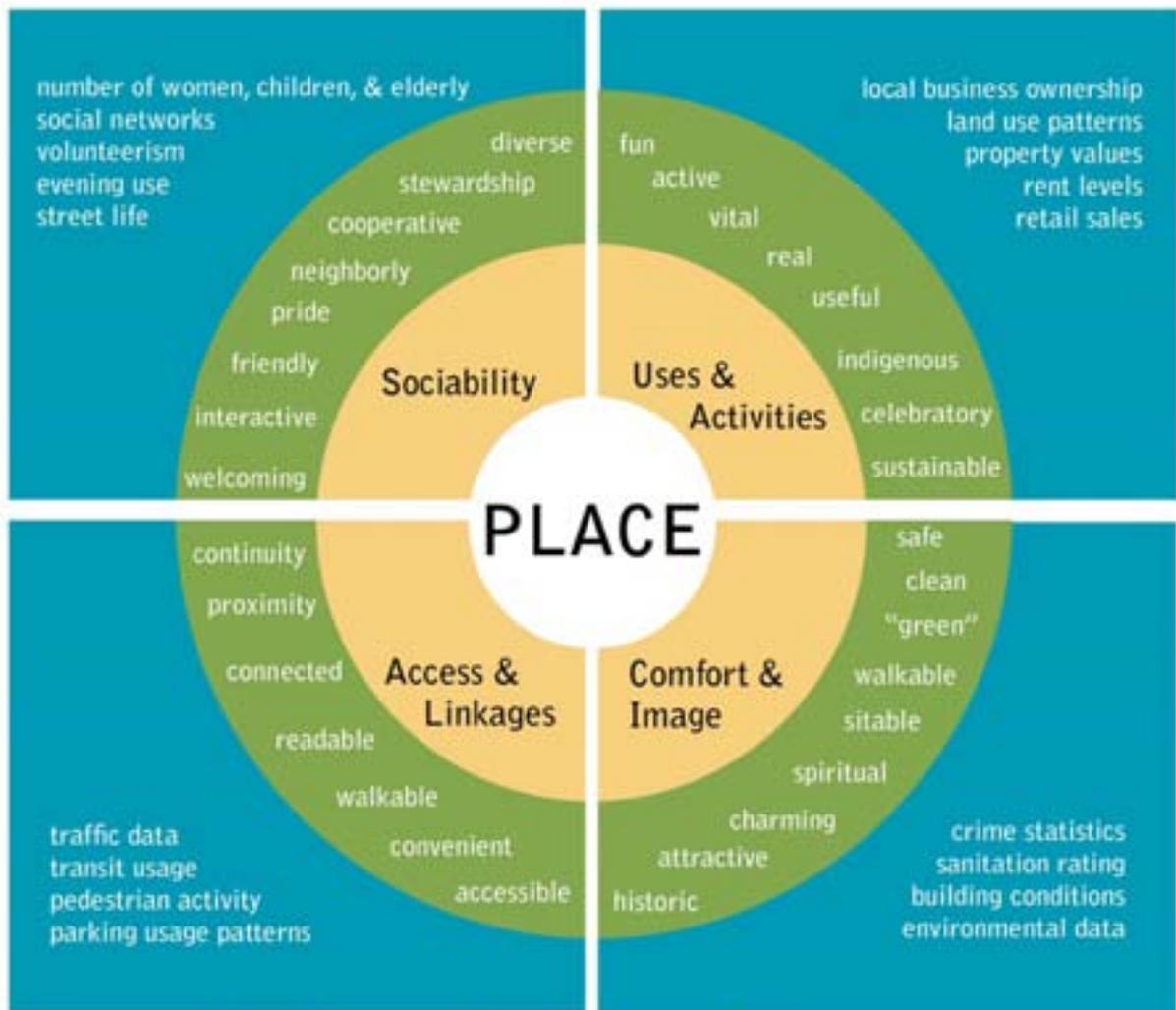


They are accessible

People are engaged in activities there.

The space is comfortable and has a good image.

It is a sociable place, one where people meet each other and take people when they come to visit.



Measurements
 Intangibles
 Key attributes



VISUAL PREFERENCE SURVEY

Reisterstown June 18, 2010





VISUAL PREFERENCE SURVEY

Reisterstown June 18, 2010



VISUAL PREFERENCE SURVEY

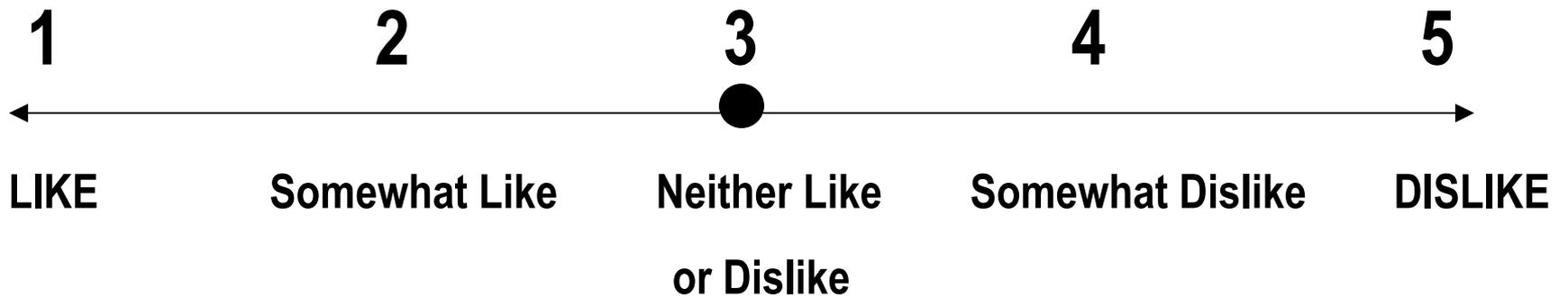
Reisterstown June 18, 2010

What is a Visual Preference Survey?

Provides a basis to rate or score visual concepts of existing and non-existing types of building designs, site layout, landscape, and similar design features.

Visual preference surveys assist communities in determining which components of a policy, plan, or project contributes positively to a community's overall image, sense of place, historic character, and surrounding environment

Once the images are scored they provide ideas that can be incorporated into goals or recommendations of a plan or project.



VISUAL PREFERENCE SURVEY

Reisterstown June 18, 2010



As you view the following images, please keep the following in mind:

- 1) Evaluate the characteristics of the images as opposed to evaluating the quality of the photo or time of year (i.e. summer vs. winter)
- 2) The images are intended to illustrate conceptual ideas. They do not represent specific proposals for specific places
- 3) The images are not intended to set expectations. They are here to help imagine what may be possible
- 4) View the images with an open mind.

For each of the images respond to the following question:

How appropriate or inappropriate are the characteristics of the place you are seeing, now and in the future, for your neighborhood?

Access & Linkages

You can judge the accessibility of a place by its connections to its surroundings, both visual and physical. A successful place is easy to get to and get through.



1.36

26



1.45

27



1.45

25



1.45

31



1.50

1



1.55

23



Fountain Place
BREAKFAST & LUNCH

Fountain Place

1.64

17



NOTICE
SINGLE AXLE
VEHICLES
ONLY

BANANA REPUBLIC

BANANA

1.64

24



1.73

21



TWILA FARRELL

Leaves & More Shoppe

1.73

19



1.80

32



1.82

33



1.82

11



1.82

10



1.91
28



1.91
20



56
BUS STOP

1.91

7



2.00

18



2.18
9



2.18

4



2.45

29



2.45

22



2.64

6



carpenter center

2.73

14



2.73

30



2.82

15



2.82

16



3.00

8



3.00

13



3.10

12



ONE FLIGHT UP

TONINO'S PASTORA

ESSENCE OF ALABAMA
DANCE HALLS
HOUSTON

Main St
Pastora St
Manover Rd

3.18

2



3.82

3



3.82

5



3.91

34

Comfort & Image

Whether a space is comfortable and presents itself well—has a good image—is key to its success. Comfort includes perceptions about safety, cleanliness, and the availability of places to sit.

LA BOUTIQUE DE
Mon Amie
GIFTS • JEWELRY • HOME

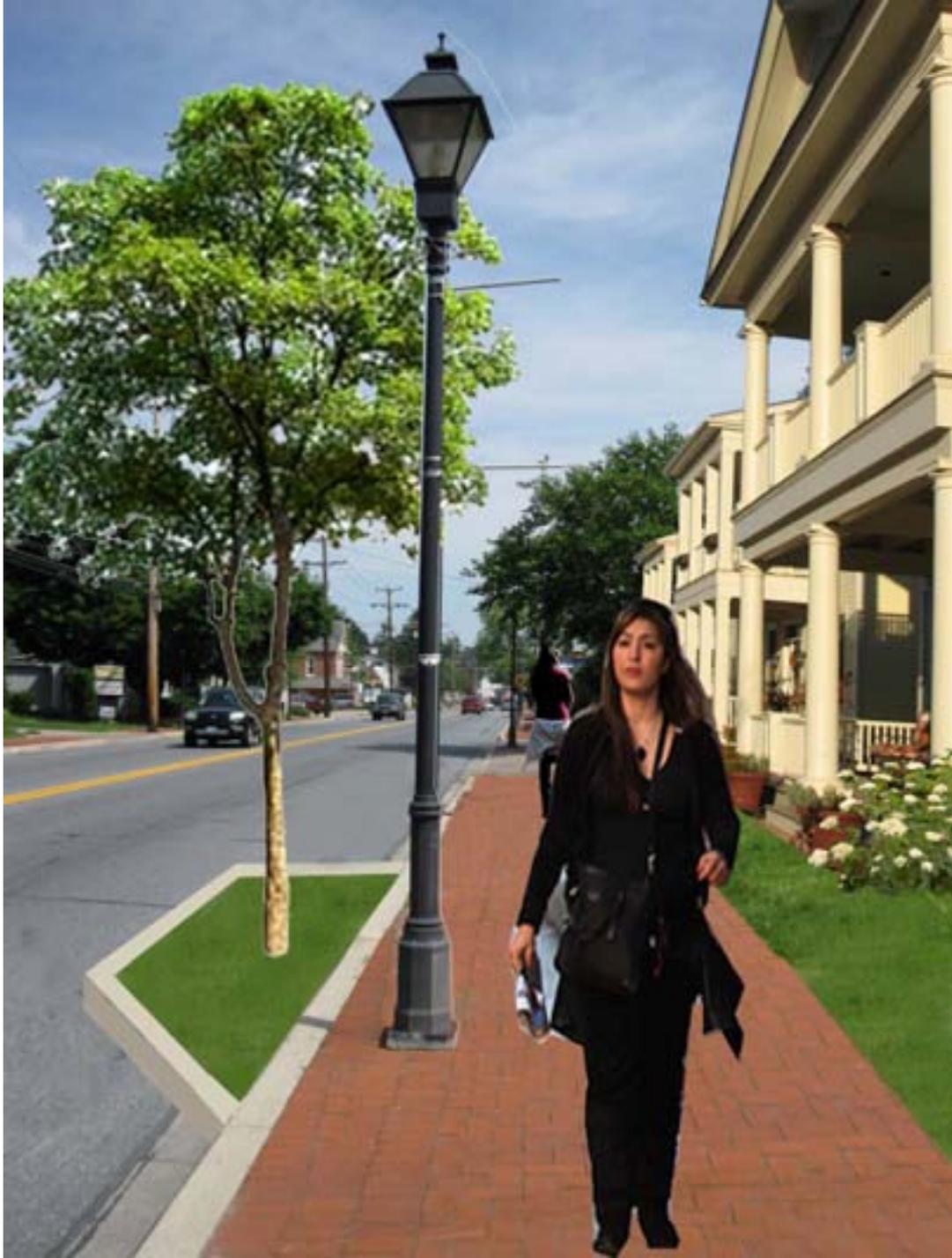
Open

1.36

54



1.55
50



1.55

58



1.64
35



1.64
75



1.70

59



The
COW

Frozen Custard
& Indian Ice

MOO

THE COW

1.73

36



WELCOME

JOSHUA GARDEN
MAINTENANCE, GOLF & GOLFING EQUIPMENT
410-517-0200

1.73

46



1.82

47



1.91

55



St. Carm

PHARMACY

Wholesale Cleaners

Wholesale Cleaners

1.91

48



1.91

42



1.91

49



SALE!

1.91

40



2.00

38



2.00

45



McDonald's

2.09

73



2.09
39



2.09

57



BRICK BODIES

2.09

44



2.40

62



DeLeonardo, Smith,
& Associates, L.L.C.
Attorneys-at-Law

H. F. FAVORITE
SWEET STORE

2.45

41



2.55

67



2.55

74



2.55
61



1100

MARNER BANK

DO NOT
ENTER

COMING SOON
The
MARNER
BANK

2.64

69



2.73

64



2.82

37



2.91

70



2.91

52



STARBUCKS COFFEE

3.09

76



metro • home • style

3.09

68

WINNER BUILDING
429

PDQ INVESTIGATORS
& PROCESSORS, INC.
INSIGHTS COUNSELING CENTER

PIRATE'S DEN

OFFICE RENTALS
410-563-7577



3.09

51



3.09

56



3.18

63



NOTICE

NO THRU TRUCKS OVER 3 & 4 TON G.V.W.

More MORE SHOPPES



UNIVERSITY LEASE FOR DENNELL LLAQUE FOR SA... BRIGHT REGIONAL M... B...

Precious G

3.20

60



3.27

72



SALE!

TINA'S
SALE!

SALE!

3.55

66



3.64

71



3.91

43

PETE'S PICKINS
ANTIQUES

4.09

65

Uses & Activities

Activities are the basic building blocks of a place. Having something to do gives people a reason to come to a place—and return.



HISTORIC REISTERSTOWN
FARMER'S MARKET
THURSDAY AND SATURDAY

SALE!

1.36

82



1.36

85



1.36

84



1.45

87



1.55

93



The White Seafood

1.55

86



1.73

79



1.82

96



1.82

95



1.91

92



1.91

89



1.91

77



INTELIUS

1.91

78



2.18

90



2.36

97



2.37

88



2.45

91



2.73

81



2.82

80



MS. MORGAN'S...
LUSTRE

2.82

83



3.45

94