

## Visual Preference Survey Results

Slide		Like	Neutral	Dislike	Notes
1	A	32	22	16	Like driveways and less density; Everything looks squeezed in; Street parking is a turn-off; East Coast look; I like the porches; Garages should be in alleys; Too common; No front yard; Too close together
	B	31	15	24	Too close together; Don't like the garages in front; Front-facing garages are not nice; Bland; Looks like suburbs; Only see garages
2	A	40	17	13	Bland; Classic look; Too close to street; Too monolithic
	B	44	6	20	Really cute; Very charming; Inviting; Love this idea for Original Aurora; Too busy; Like this concept
3	A	32	16	22	If it's an office, I like it; Like the modern look; I like it, just not next door
	B	20	24	26	Too boring; Plain and generic; No landscaping; Doesn't incorporate the corner; Looks old and common; No trees; Too cold; Ugly shape
4	A	56	6	8	Like the green; Spacious and green; Like the grass and green area; Grass is pretty; Love the courtyard; Like the green space; Like the green
	B	4	8	58	Looks like 1950's; Looks like a motel; Institutional; Looks like an old, cheap hotel; Looks affordable; No landscaping; Run down; Dull; Bland; Institutional
5	A	19	19	32	Too cookie cutter; Garages are ugly; Hate focus on garages; Front door should be before garage; Neutral about duplexes; Too similar; Don't like garage setup; Too much garage
	B	44	12	14	Looks better than the other because you can't see the garages; Pretty; Doesn't have enough color; Similar to where we live
6	A	23	24	23	Too close together; Too suburban; No garages allowed in front of duplexes; Not green enough; Not enough space
	B	41	18	11	Like all the windows; Maybe too contemporary; Beautiful; Like that the garage doors are in the back; Windows give it better style; Like no garage in front
7	A	47	10	13	Reminds me of old brownstones; Good massing; Appropriately urban; Love the streetscape; Like the architecture; Not us; Nice trees
	B	11	15	44	Too much like slums; Visually boring; Industrial looking; Plain; Looks old and needs to be updated; No landscaping; Nowhere to park; No trees; No greenery; Simple



Top 10 Most Liked



Top 10 Most Disliked

Slide		Like	Neutral	Dislike	Notes
8	A	19	25	26	Like the ground floor retail; Good architecture; Like the nostalgia; Really dislike
	B	39	18	13	Looks historical; Like the brick; Brick is nice; Okay but needs modern updates; Looks renovated and classic; Need more brick on buildings; Like the traditional look
9	A	45	16	9	Open, green and park-like; Like the green space; Love the courtyard; No one uses these parks; I like green; Greenbelt; Like the green spaces
	B	1	17	52	Need green space; No green space; Looks like a motel; Too much concrete; No green space; No green; Old and tired; Run down; No color; Cheap motel look
10	A	46	15	9	ADU's would be great; Very cute; Looks better than a regular garage; Cool way to make garages look nice; Small area
	B	9	19	42	Too much driveway; Concrete in bad shape; Invite graffiti; Run down; Like garage space; Ugly
11	A	36	18	16	Like the mixed-use; Great for retail; Too commercial; Pedestrian oriented; Good opportunity for small businesses; Vibrant mixed-use; Nice corner element; Classic fits better; Like the mixed-use
	B	22	20	28	Convenience; Too focused on cars; Too commercial; Too vehicular-oriented; Don't like big box stores; Too common; Not us; Too much commercial; Barren
12	A	50	9	11	ADU's would be great; I like tiny houses; Well built; No landscaping; There are lots of these in large cities, good use; Like tiny houses; Ugly design
	B	35	25	10	Attractive
13	A	65	3	2	Trees make it look nice; Like the trees; Like the streetscape; Good landscaping; Trees help; Friendly
	B	5	22	43	Too suburban; Needs trees; No trees; Gross; Plain; Needs trees; No bike lanes or sidewalks; Needs more landscaping; Not enough trees; Needs trees
14	A	9	24	37	Ugly drive-thru; Tacky; Need more food in the neighborhood; Awful
	B	34	26	10	Love the patio and plants; Like the outdoor seating; Great patio and outdoor space; Nice restaurant; Outdoor space is great



Top 10 Most Liked



Top 10 Most Disliked

Slide		Like	Neutral	Dislike	Notes
15	A	33	13	24	Neat architecture; Looks dangerous; Great for small lots; Weird; Traditional; Colorado style is wood; Ugly; Too narrow
	B	20	11	39	Looks like a broken Lego; Neat architecture; Modern; Great for small lots; Weird; Like the modern feel; Ugly; Too modern; Narrow
16	A	11	25	34	Looks run down
	B	43	14	13	Love the ADU; Good use of garage
17	A	26	22	22	Like the mixed-use; Dense but good; Have local businesses as much as possible; Retail is nice; Modern looking
	B	28	18	24	Like the urban feel; Dense but good; Too much like New York City; No streetscape; Building is nice but no Wal-Mart; No landscaping; Would like a grocery store like this; Already have a Wal-Mart
18	A	18	29	23	Needs more landscaping; Boring; Looks affordable; No walkways; No emphasis on communal space; Looks old; Disconnected
	B	52	9	9	More community friendly; Community; Visually interesting; Interconnected paths; Good open space; Too busy; Community feel; Don't want to face all my neighbors
19	A	40	19	11	Looks crowded; Vibrant; Like that people are walking; Wider sidewalks and seating are nice; Looks inviting
	B	48	15	7	Vibrant; Like how you can use the sidewalks in different ways; Like that people are walking; Good outdoor seating; Like that there are no cars; Inviting
20	A	18	25	27	Big height difference; Too tall; Inappropriate scale; Parallel parking; Parking like this is good like in Old Town Fort Collins; Like the uniform design; Small building next to large building
	B	26	22	22	Good scale; Looks old, needs to be updated; Too different; No taste; Too many colors; Funky
21	A	23	25	22	Fire hazard
	B	45	19	6	Like but too similar to each other; Minimize vehicular traffic coming over pedestrians; Like the spacing of the buildings



Top 10 Most Liked



Top 10 Most Disliked

Slide		Like	Neutral	Dislike	Notes
22	A	6	25	39	Generic; Don't like apartments with no retail; Not appealing; Looks like a school; Ugly
	B	32	16	22	Need private balconies; Generic; Love balconies; Balconies save it; Balconies are nice; Don't like apartments with no retail; Balconies help; Balconies are nice; Ugly
23	A	9	21	40	Boring; Crap; Ugly but useful; Strip shops; No outdoor patio area; Ugly
	B	48	16	6	Too hipster; Beautiful; Looks amazing; More identity and pedestrian oriented; Vibrant; Good outdoor seating; Great outdoor space; Outdoor seating makes connections; Landscaping is nice
24	A	3	26	41	Ugly
	B	54	9	7	Vibrant; Beautiful corner; Love the trees; Like the retail on the ground floor; Looks great; Inviting storefront and has parking; Great use of corner; Windows make it connect; Inviting; Like the trees; Mixed-use
25	A	21	27	22	Not welcoming; Old
	B	26	28	16	Like the house conversion to retail; Nice outdoor space; Too busy upfront; Unique but stylish; Good concept but looks cluttered
26	A	5	22	43	Concrete jungle; We do love our cars still; Too much parking and no landscaping; Lots of parking; No landscaped islands
	B	49	17	4	Trees are good; Like the trees; Bland; Don't like to have to drive around trees in parking lot; Need more landscaped islands; Trees rock; Like landscaping; Nice parking lot
27	A	43	12	15	No place to park; Mixed-use is nice; Love mixed-use; Beautiful mixed-use with nice benches; Too big; Pedestrian-oriented; Vibrant mixed-use; Want the storefronts on Montview Blvd to look like this
	B	15	22	33	All concrete; Too vacant; Oriented towards vehicles too much; Office space is nice; Looks like the strip mall on Montview Blvd that I don't like; Yesterday's style
28	A	49	21	0	Need more ranch houses; Great porch; Love the porch; Good architecture, not too modern; Nice porch, makes it feel safe; Well taken care of; Welcoming
	B	62	7	1	Great porch; Love the porch; Good architecture, not too modern; Nice porch, makes it feel safe; Love the windows; Nice house; Good lines



Top 10 Most Liked



Top 10 Most Disliked

Slide		Like	Neutral	Dislike	Notes
29	A	5	18	47	This is truly awful; Ugly; Very ugly; Not vibrant; Unnecessary
	B	17	34	19	Nice main floor activity level; Not vibrant; Ugly
30	A	33	22	15	Pedestrian oriented; Walkways are friendly
	B	5	18	47	Ugly; Doesn't look safe for pedestrians; Signs are useful but ugly; Not pedestrian oriented; Only built for vehicles; Too much signage; Strip malls are so yesterday; Cluttered
31	A	21	37	12	Love all the glass; Tidy; Looks repurposed; Charming old style
	B	12	37	21	Tidy; Charming old style
32	A	6	24	40	Old hotel; Old hotels need to go; Flat; Looks low end
	B	39	22	9	Cool lights; Needs landscaping; Like the retail on the ground; Need for-sale units; Lighting rocks; Nice lights
33	A	37	24	9	Like the residential above the retail; Wide corners are nice; Convenient; Appealing corner
	B	37	24	9	Love trees and lights on the street; Must be a walkable neighborhood; Wide corners are nice; Convenient mixed-use but looks old
34	A	36	25	9	Still like some older buildings; Like mixed-use; Mixed-use is good; Don't like the building but at least it has retail; Definitely nice; Love it, very San Francisco
	B	11	27	32	Generic; Bland; "Cell block" construction; Boring
35	A	41	20	9	Good variation in materials; Modern feel; Like the retail on the bottom; Don't like curve of façade; Too commercial; Big city feel in a good way
	B	19	37	14	Building is dated; Bland; Don't like curve of façade; Awnings make this better; Too commercial; Too downtown; Too many people for here




Top 10 Most Liked



Top 10 Most Disliked

Slide		Like	Neutral	Dislike	Notes
36	A	54	11	5	Looks better than a strip mall; Pedestrian oriented; Good traffic flow
	B	15	26	29	No more strip malls; Don't like the strip mall; Boring chains; Bad colors; Looks phony; Made only for cars; Old style; Too busy; Really dislike; Looks silly; Cold; No unity
37	A	23	22	25	No malls; Malls are dying; Only okay at Christmas time; Malls are dying off
	B	49	17	4	Like outdoor shopping; Love the greenery and bike racks; Outdoor oriented; Outside malls are better; Outdoor shopping is better; Outside rocks; Trees make a big difference
38	A	34	21	15	Good size; Like the design but not the color; No spirit; Very cool
	B	12	15	43	Don't build high rises; This is ugly; Too tall; Too big; Looks like it should be in Miami; Needs step backs; Too high; No buildings this tall; No high rises; Ugly
39	A	37	10	23	More of this please; Very nice and decorative; I dig it, embrace the funkiness; Like the art; Art and murals better than empty walls; More local artists needed; This fits us; More murals needed; Mural is nice but building isn't
	B	3	19	48	Boring; Very ugly
40	A	26	19	25	Cool re-use of old motel; Needs more character; Neat
	B	5	23	42	I like the oldness; Restore but don't change; Looks rundown; Affordable; Motels need to go; Needs more character
41	A	51	15	4	Gather outside, not inside; People oriented; Great for our 300 sunny days; Like being outside; Love the outdoors; Open space; Community feel; People can actually talk to each other
	B	22	29	19	Looks like Central Market; Not us
42	A	51	13	6	Like the trees; Walkable; Pedestrian friendly; Continuous walkways; Bike paths are good
	B	1	14	55	Dangerous; Jaywalking; Unsafe; Not pedestrian friendly; Uninviting

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 Top 10 Most Disliked

Slide	Like	Neutral	Dislike	Notes
43	A	19	28	23 Not usable space; Green space; Not an interesting landscape; Very nice
	B	43	23	4 Love the food trucks; Need more food truck areas; Usable civic park; Nice green space; Need a central food truck spot; Great place
44	A	42	24	4 Interesting architecture; Like the architecture
	B	34	25	11 Visually interesting; Stylish; Nice architecture; Good building design
45	A	50	13	7 Like the patio seating; Like outdoor seating; Cool outdoor seating; Occupiable sidewalks; Outdoor seating rocks; Outdoor seating is always a plus
	B	21	32	17 Too many cars



Top 10 Most Liked



Top 10 Most Disliked