

DRAFT LAND USE PLAN, VISUAL PREFERENCE SURVEY & OPEN HOUSE



City of Fitchburg
North Fish Hatchery Road Improvement Plan
March 31, 2004




Visual Preference Survey (VPS)

- Purpose:** To identify characteristics you prefer/ do not prefer by using pictures of existing development.
- 2-step process:**
 - I will BRIEFLY show a picture – 13 seconds.
 - You circle a number on the scorecard -10 to +10.
- Results:** To determine development standards or guidelines that should be created, and what they might address.

1 gateway /entrance



AVERAGE SCORE
3.23

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

2 gateway /entrance



AVERAGE SCORE
1.23

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

3 gateway /entrance



AVERAGE SCORE
-2.5

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

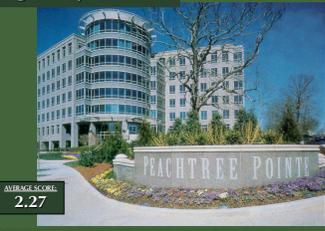
4 gateway /entrance



AVERAGE SCORE
.4

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

5 gateway /entrance



AVERAGE SCORE
2.27

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

6 gateway /entrance



AVERAGE SCORE
2.27

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

7 gateway /entrance



AVERAGE SCORE
-5.46

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

8 gateway /entrance

AVERAGE SCORE: -1.5

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

9 gateway /entrance

AVERAGE SCORE: .53

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

10 gateway /entrance

AVERAGE SCORE: 2.4

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

Gateway/Entrance Features

What do you think about Gateway / Entrance Features? Please take 1-2 minutes to briefly write on the scorecard what you think the City should consider with regard to the appearance of the Gateway/Entry to Fitchburg.

1 streetscape

AVERAGE SCORE: 3.47

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

2 streetscape

AVERAGE SCORE: 2.37

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

3 streetscape

AVERAGE SCORE: 3.53

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

4 streetscape

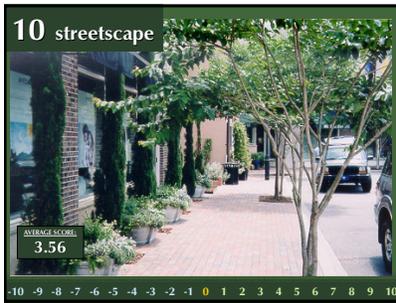
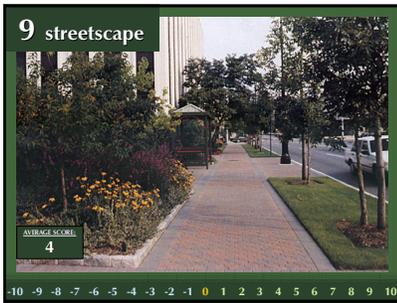
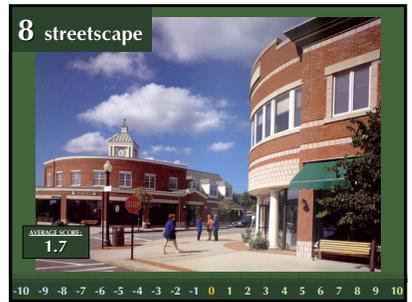
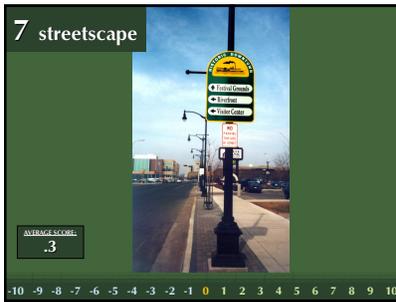
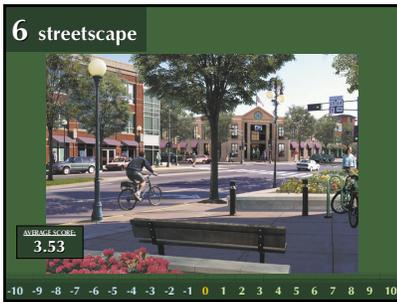
AVERAGE SCORE: 3.1

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

5 streetscape

AVERAGE SCORE: 1.33

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10



Streetscaping

What do you think about Streetscape Elements? Please take 1-2 minutes to briefly write on the scorecard what you think the City should consider with regard to the appearance and function of North Fish Hatchery Road and other streets in the district.

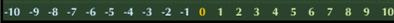




13 signage



AVERAGE SCORE
1.26



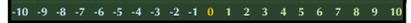
Signs

What do you think about signs? Please take 1-2 minutes to briefly write what you think is important for the signage in the North Fish Hatchery Road district.

1 commercial



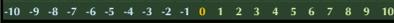
AVERAGE SCORE
3



2 commercial



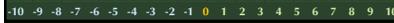
AVERAGE SCORE
4.32



3 commercial



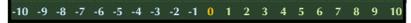
AVERAGE SCORE
3.35



4 commercial



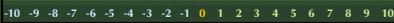
AVERAGE SCORE
2.75



5 commercial



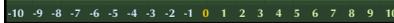
AVERAGE SCORE
-.82



6 commercial



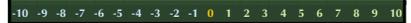
AVERAGE SCORE
2.93



7 commercial



AVERAGE SCORE
2.75





17 commercial

AVERAGE SCORE: -3.31

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

18 commercial

AVERAGE SCORE: 1.34

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

19 commercial

AVERAGE SCORE: .21

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

20 commercial

AVERAGE SCORE: 1.72

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

21 commercial

AVERAGE SCORE: .07

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

22 commercial

AVERAGE SCORE: 2.59

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

23 commercial

AVERAGE SCORE: -.76

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

24 commercial

AVERAGE SCORE: 2.89

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

25 commercial

AVERAGE SCORE: .97

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

26 commercial

AVERAGE SCORE
1.93

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

27 commercial

AVERAGE SCORE
1.24

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

28 commercial

AVERAGE SCORE
4.07

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

29 commercial

AVERAGE SCORE
3.48

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

30 commercial

AVERAGE SCORE
3.52

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

31 commercial

AVERAGE SCORE
4.07

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

32 commercial

AVERAGE SCORE
4.10

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

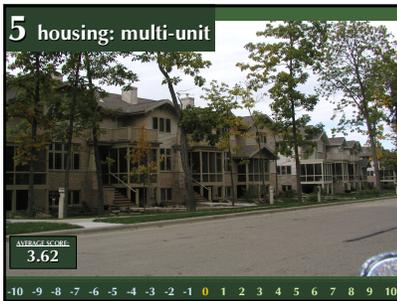
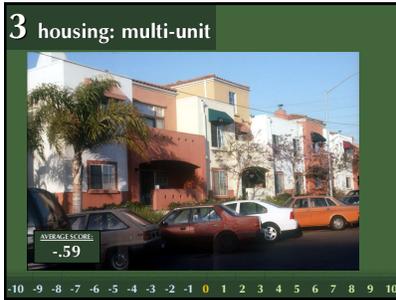
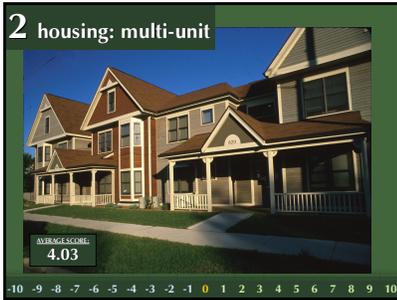
Commercial Development

What do you think about commercial development? Please take 2 minutes to briefly write what you think is important for the City to consider when reviewing such developments.

1 housing: multi-unit

AVERAGE SCORE
.97

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10



Housing: Multi-Unit

What do you think about multi-unit housing developments? Please take 2 minutes to briefly write what you think is important for the City to consider when reviewing such developments.

1 housing: single-unit



AVERAGE SCORE
3.59

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

2 housing: single-unit



AVERAGE SCORE
2.83

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

3 housing: single-unit



AVERAGE SCORE
4.03

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

4 housing: single-unit



AVERAGE SCORE
-1.55

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

5 housing: single-unit



AVERAGE SCORE
4.07

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

6 housing: single-unit



AVERAGE SCORE
2.93

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

7 housing: single-unit



AVERAGE SCORE
4.03

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

8 housing: single-unit



AVERAGE SCORE
3.41

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

9 housing: single-unit

AVERAGE SCORE: 4.52

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

10 housing: single-unit

AVERAGE SCORE: 3.48

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

11 housing: single-unit

AVERAGE SCORE: 1.28

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

12 housing: single-unit

AVERAGE SCORE: 1.9

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

13 housing: single-unit

AVERAGE SCORE: 3.14

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

14 housing: single-unit

AVERAGE SCORE: .76

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

Housing: Single-Unit

What do you think about single-unit housing developments? Please take 2 minutes to briefly write what you think is important for the City to consider when reviewing such developments.

1 office

AVERAGE SCORE: 4.1

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

2 office

AVERAGE SCORE: 1.66

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

3 office

AVERAGE SCORE: 2.17

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

4 office

AVERAGE SCORE: 1.17

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

5 office

AVERAGE SCORE: 4.24

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

6 office

AVERAGE SCORE: 4.68

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

7 office

AVERAGE SCORE: 1.03

-10 -9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9 10

Office Development

What do you think about office development?
Please take 1-2 minutes to briefly write what you think is important for the City to consider when reviewing such developments.

THANK YOU!

SAA City of Fitchburg North Fish Hatchery Road Improvement Plan March 31, 2004