

# Village Center Zoning



Town of Sutton, MA  
VPS Results 7/7/2016



# What is a Visual Preference Survey (VPS)?

- A planning tool to establish community design preferences and inform policymaking
- Participants view a series of images
- They are asked to rate the images based on personal preferences on a scale (in this case) of -10 to +10
- The tabulation of answers is used to identify desired design elements and schemes

# NOTES:

- Several Individuals rated most, if not all, images as a negative 10 which lowered overall results across the board. However, ratings can still be compared to each other to see which images were preferable to others
- The ratings for each image are the numbers in black at the top of each page
- Notes that participants wrote on their surveys have been added below each images

0.476

## Storefront Development Pattern

1



- Ok for center at smaller scale
- Historic evolution
- Not enough parking
- Too close to street

- Too cluttered
- Cars, busy
- Buildings too densely built



- Touristy
- Good Looking
- Walkable

## Commercial Building

**-9.000**



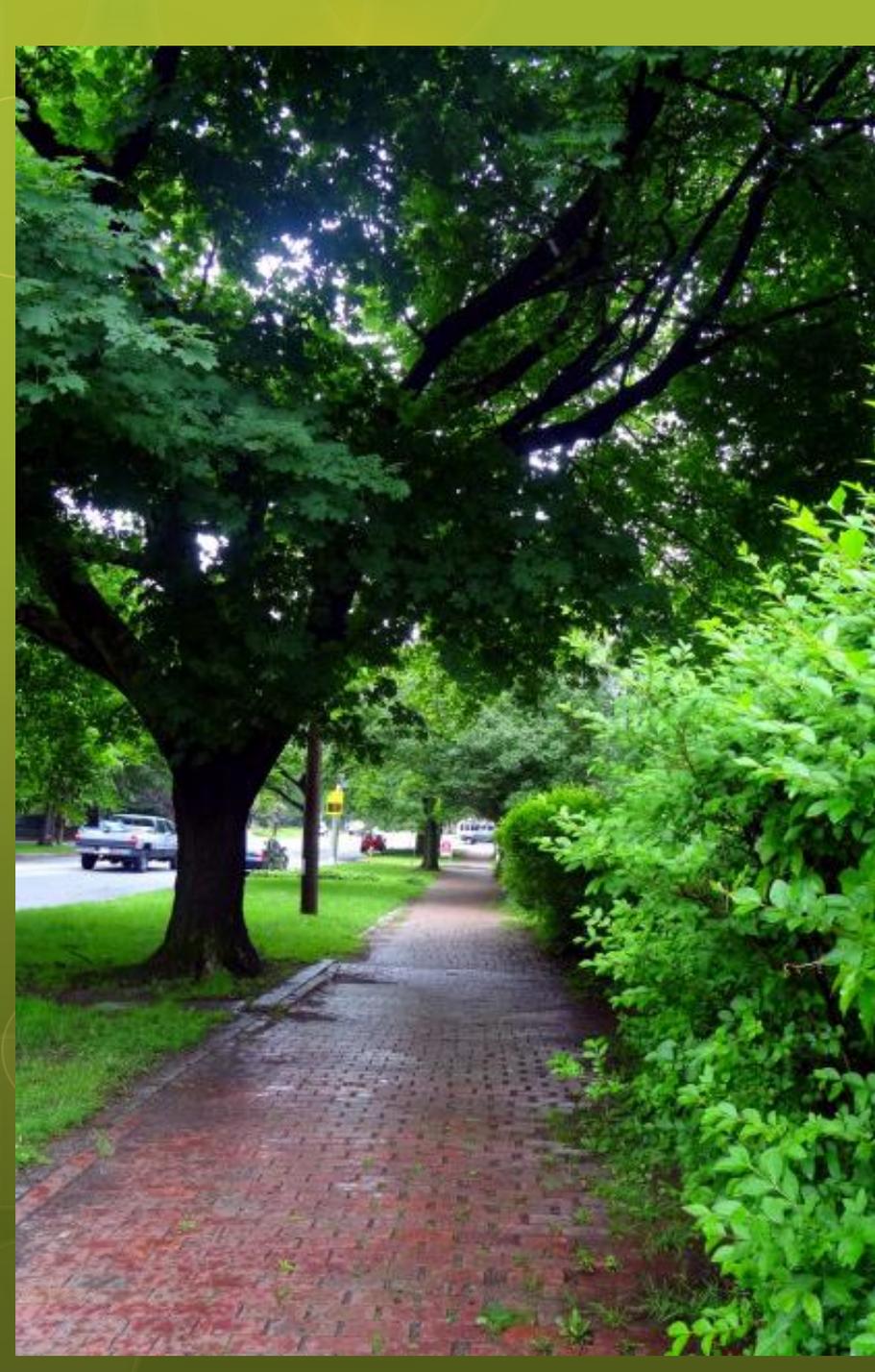
- Not for village
- Ugly
- Tin does not look good

**3**

## Sidewalk and Tree Lawn

### 6.571

- Places/ways to walk could make S. Sutton or W. Sutton work better
- Very nice
- Lovely
- Good for walking, green is good
- Nice, but too much mortar
- Visually appealing
- Would work in either location



-0.857

## Sidewalk and Streetscape Landscaping

- Too much concrete
- Wide sidewalk but not pretty
- Looks good but maybe not for S. Sutton



## Sidewalk Cafe

**3.667**

- Inviting
- Good use of space
- Pipe dream





- No
- Awful
- Not good looking
- Private use, no bylaw rules
- Looks haphazard and uncared for



- Not in Sutton center or West Sutton-Too big
- Nice-Too much concrete
- Good use of space
- We need sidewalks!
- Only for mill district
- Nice, but a bit formal for such a small town



## Small Suburban Strip Shopping Center

9

-7.048

- Not for historic village
- Ugly
- No way
- Not in these areas
- Only for mill district

10

Small Commercial Bldg.

4.810



- Yes, for both areas
- Okay
- Good use of space
- Charming
- Seems appropriate
- This seems right on



- Crosswalks are visually appealing
- Nice
- Nice crosswalks and sidewalks
- Elements are nice, a bit urban
- We have these now

12

Crosswalk

-2.238



- Could be nicer, might work fine
- Serviceable
- Plain
- No

## Small Town Streetscape w/ Sidewalks and Landscaping

**13**

**-3.381**



- Looks uncared for
- Ugly
- Old, no lighting
- Looks like clown town
- Wasted potential



- Could be nice meeting place for neighbors
- Era seems right, country casual
- Looks like Sutton
- Okay
- Inviting



0.095

- Too big
- Okay for new mill village
- Okay, seems large
- Too big
- Not appealing
- Not in W. Sutton

16

5.048



- Kind of typical
- Lovely for our villages
- Sidewalk and Streetlights
- Downtown Maine
- Moderately charming, small town feel

## Small Town Commercial (New) w/ Sidewalk and Streetscape

17

2.143



- If a new building went in at beehive, could look better than this
- Cape Cod, a bit "touristy"
- Okay
- Built with history in mind

**-3.190**

- Interesting, looks like reuse of old building
- Junk
- Too much building and parking
- Not Sutton

## Sidewalk and Streetscape in Commercial District

19

0.524



- Could use slightly better pedestrian streetscape especially if there was more business
- Interesting
- Sidewalk/Streetlights
- Better than 18
- Use of brick helps

20

## Ice Cream Stand and Parking

3.857



- It is okay except for gravel in front
- Farm standy
- Cute
- Set back okay
- Okay
- Small town charm, inviting

3.429

## Old Fire House and Parking



- Cooler looking than existing fire house
- Love it
- Lousy color
- Embraces town history

3.429

## Commercial Building in Town Business Area



- Seems down to earth, very New England
- Looks like natural evolution
- Good front
- Small town, good



- This looks awesome, just not here
- Fabulous, but not in our villages
- Building okay, sign not
- Junk food-no



- This is the right idea
- Very nice
- Good on front
- Perfect for this town

## Commercial Use (Restaurant) w/ Landscaping



- Sad attempt at “historic looking disguise”
- Not fast food
- Good mash of usage, if that’s what folks want
- No chains! Building design okay
- Too big
- Looks nice, McDonald’s hidden
- Respectful of local architecture

# 26

## Commercial Use (Bank) w/ Landscaping

1.762



- Don't know it's there, is that good for business?
- We have enough banks
- Landscape needs work
- Nice
- Just okay

27

Commercial Use (Retailer) w/ Parking

-0.667



- Okay, a bit casual
- Looks cheap

**3.905**

- Could use better streetscape
- Nice
- Too big
- Almost okay
- Embraces town history

Commercial Use (Bank) w/ Parking and Landscaping

-2.476



- Too much paved area
- Lovely, but for what usage?
- Keep banks on highway
- Takes up too much space
- Typical

**30**

Strip Commercial Center w/ Parking and Landscaping

**-5.619**



- Even if bustling, this would be the wrong idea
- Don't care for it
- No
- Too big
- A little too much, parking looks bad

# 31

## Commercial Use (Pharmacy) w/ Parking and Landscaping

**-3.714**



- Chain stores should not be here
- Not in a village
- Better, but how big?
- Good layout
- Okay
- Not for areas in question but good design

# 32

## Commercial Use (Pharmacy) w/ Parking and Landscaping

-4.429



- No chains
- Too big
- No
- Nice parking scheme
- Not for areas in question, but good design

33

Commercial Use (Retailer) w/ Parking and Landscaping

-3.952



- Not "villagey" – more "strip mally"
- Hate the steeple
- Too big
- Clean



- Okay, but better sidewalks and outdoor areas
- Touristy
- Good looking
- Capeish
- Great, but would be better with brick walls

35

Offices w/ Parking and Landscaping

-7.571



- Too big
- Bad layout
- Plain

**36**

Offices w/ Parking and Landscaping

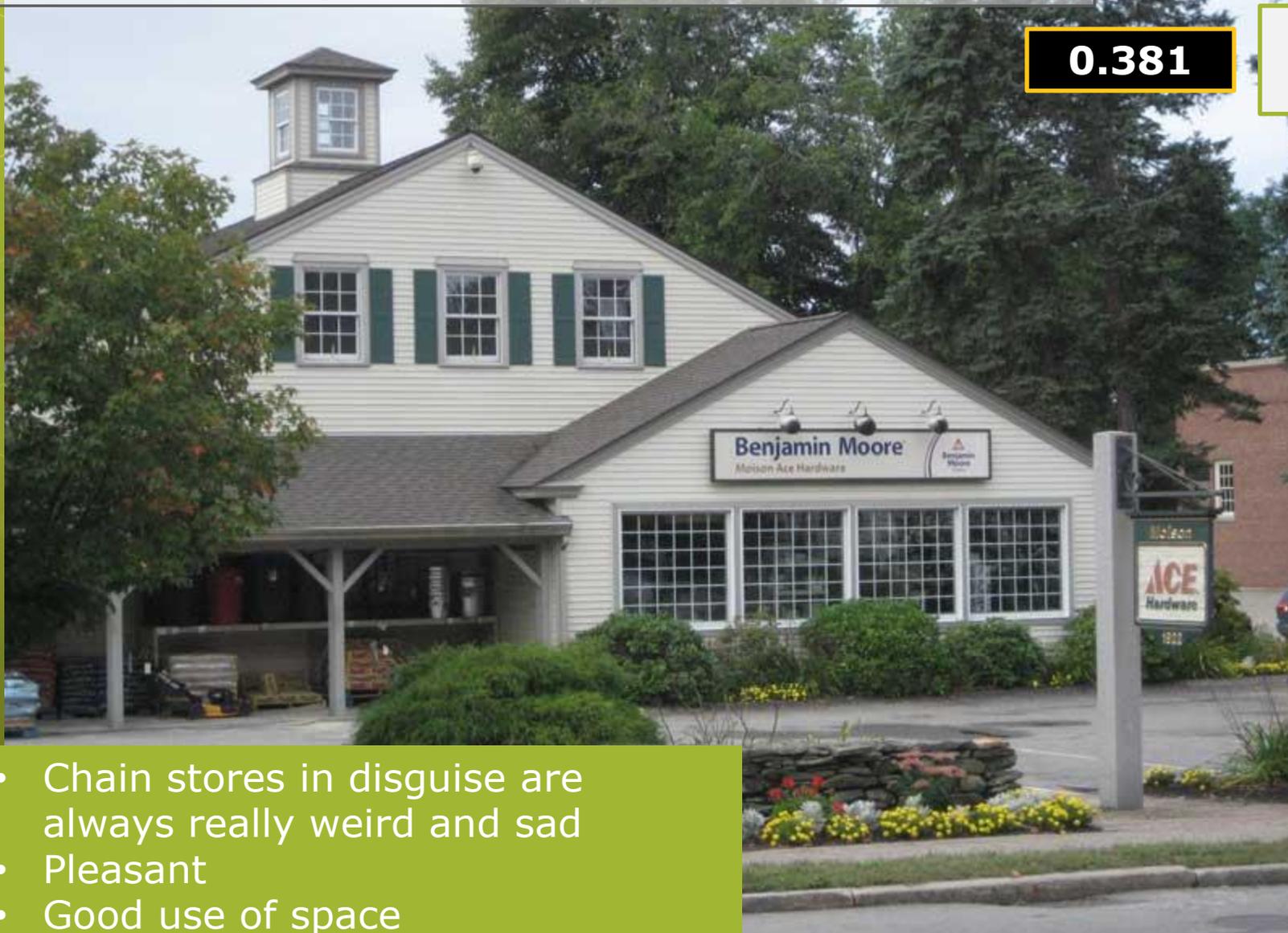
**-4.714**



- Too big
- No, too imposing
- Lousy parking

0.381

37



- Chain stores in disguise are always really weird and sad
- Pleasant
- Good use of space
- Clean, nice
- Respectful design

-6.333



- Commercial looking
- Not charming, but low okay
- Not good layout
- Plain

## Commercial Use (Restaurant) w/ Parking and Landscaping

39

-1.476



- Too architectural, trying too hard
- Good layout
- A little more style than 38

# Commercial Use (Restaurant) w/ Parking and Landscaping

40

-5.619



- No fast food
- Don't like it
- No chains
- Too big
- Very well hidden, no arches



**3.381**

- This is great, but out of scale for S.C
- Do we have the "draw" to make this work
- Charm
- Nice
- If we got sidewalks

# Commercial Use (Retail) w/ Parking and Landscaping

42

-7.619



- Keep on highway
- We have one already