

4.4 ON-LINE SURVEY RESULTS

Image Preference Survey Central Martinez Area Study

Totals for submitted entries are as follows:

Survey Description:

This survey will show you variety of images of different types of places. You will be asked to score each image based on how desirable you believe it is for the future Central Martinez.

Some of the images show an existing condition. If you believe that this condition is desirable in the future, then score the image high. If you would like it to change, please score each image low.

There is no 'right' or 'wrong' answer.

Please score images based on your initial or 'gut' reaction.

The entire survey should take approximately 25 minutes. Complete the questions in order until you reach the end of the survey.

CONTINUE ██████████ - 9 (100%)

9 - Overall Total

Instructions for Rating Images: Please score each image for how desirable it is for the future Central Martinez using this scale:

Extremely Undesirable (-5) ----- Neutral (0) ----- Extremely Desirable (5)

CONTINUE ██████████ - 13 (100%)

13 - Overall Total

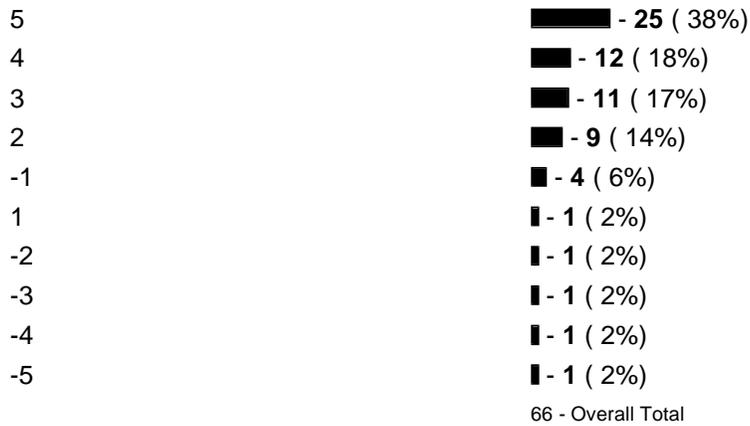
Commercial/Mixed-Use Character

- This first portion of the survey focuses on commercial and mixed-use buildings.
- You will see several types of photos:
 - Single use: Buildings serving only one use
 - Mixed use: Buildings with a mixture of uses .
- Uses will include retail, office and residential.
- Please keep in mind that we are asking you to consider the desirability of these images over the next 20 years.

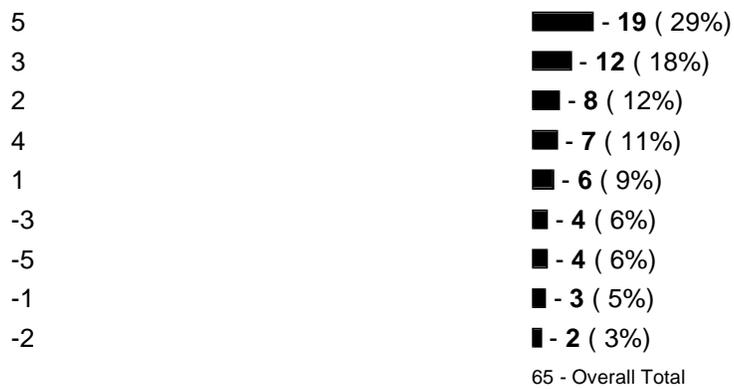
CONTINUE ██████████ - 10 (100%)

10 - Overall Total

Three story retail and flats above



Two story with retail and offices above

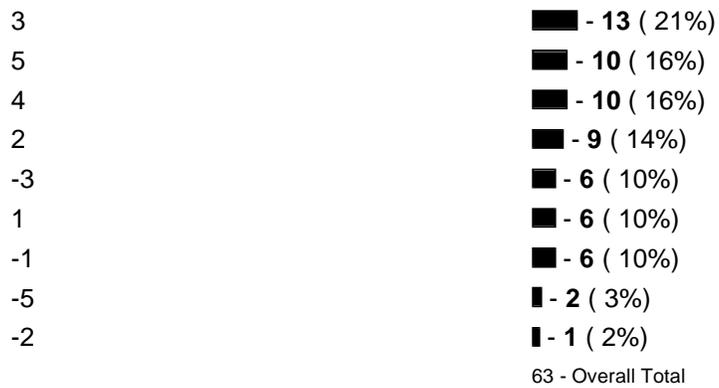


One story retail



2	■ - 12 (20%)
3	■ - 11 (19%)
1	■ - 9 (15%)
-5	■ - 5 (8%)
4	■ - 5 (8%)
5	■ - 4 (7%)
-1	■ - 4 (7%)
-3	■ - 4 (7%)
-2	■ - 3 (5%)
-4	■ - 2 (3%)
	59 - Overall Total

Two story with retail and flat above



One story big-box retail



2	■ - 12 (20%)
-2	■ - 10 (16%)
3	■ - 8 (13%)
4	■ - 6 (10%)
-5	■ - 6 (10%)
1	■ - 5 (8%)
5	■ - 5 (8%)
-3	■ - 4 (7%)
-4	■ - 4 (7%)
-1	■ - 1 (2%)
	61 - Overall Total

One story retail



2	■ - 11 (20%)
-5	■ - 8 (15%)
-2	■ - 8 (15%)
1	■ - 7 (13%)
-1	■ - 5 (9%)
-4	■ - 4 (7%)
3	■ - 4 (7%)
-3	■ - 4 (7%)
4	■ - 3 (5%)
5	■ - 1 (2%)
	55 - Overall Total

One story retail



-5	■ - 31 (48%)
-3	■ - 14 (22%)
2	■ - 5 (8%)
-4	■ - 4 (6%)
-1	■ - 4 (6%)
1	■ - 3 (5%)
-2	■ - 2 (3%)
4	■ - 1 (2%)
5	■ - 1 (2%)
65 - Overall Total	

Two story office buildings



3	■ - 15 (23%)
2	■ - 14 (21%)
1	■ - 12 (18%)

-3	■ - 6 (9%)
-5	■ - 5 (8%)
-1	■ - 4 (6%)
4	■ - 4 (6%)
-4	■ - 3 (5%)
5	■ - 2 (3%)
-2	■ - 1 (2%)
	66 - Overall Total

Three story live-work units



3	■ - 15 (24%)
4	■ - 14 (22%)
2	■ - 8 (13%)
1	■ - 6 (10%)
5	■ - 5 (8%)
-2	■ - 5 (8%)
-3	■ - 3 (5%)
-1	■ - 3 (5%)
-5	■ - 2 (3%)
-4	■ - 2 (3%)
	63 - Overall Total

Two story big-box retail



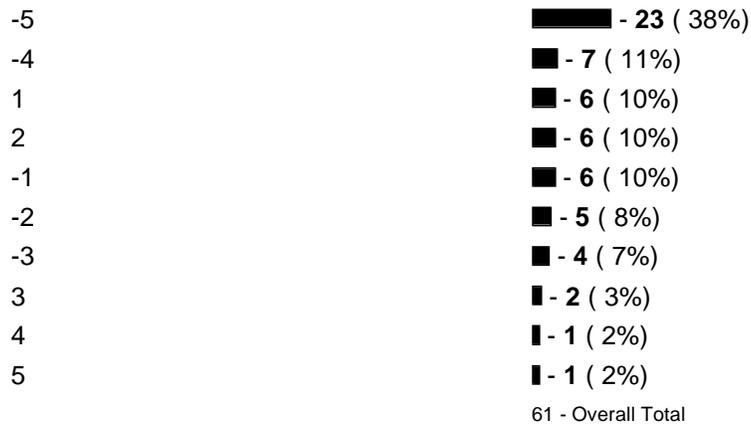
3	■ - 11 (17%)
1	■ - 11 (17%)
2	■ - 10 (16%)
4	■ - 9 (14%)
5	■ - 7 (11%)
-3	■ - 4 (6%)
-5	■ - 3 (5%)
-4	■ - 3 (5%)
-1	■ - 3 (5%)
-2	■ - 2 (3%)
	63 - Overall Total

Three story live-work units

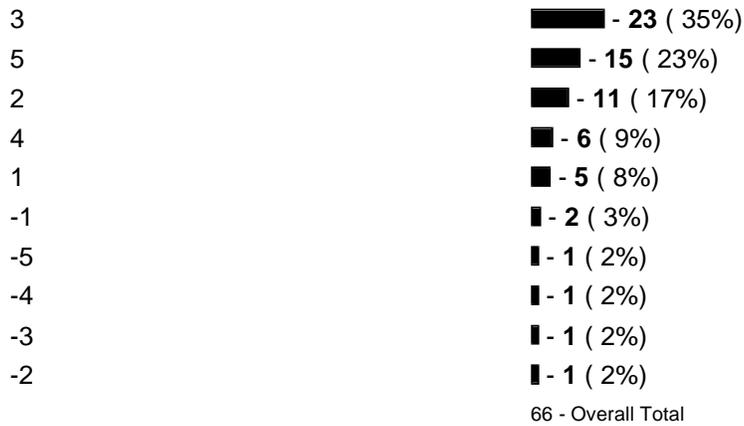


4	■	- 17 (25%)
3	■	- 14 (21%)
5	■	- 10 (15%)
2	■	- 10 (15%)
1	■	- 6 (9%)
-2	■	- 5 (7%)
-5	■	- 3 (4%)
-3	■	- 1 (1%)
-1	■	- 1 (1%)
		67 - Overall Total

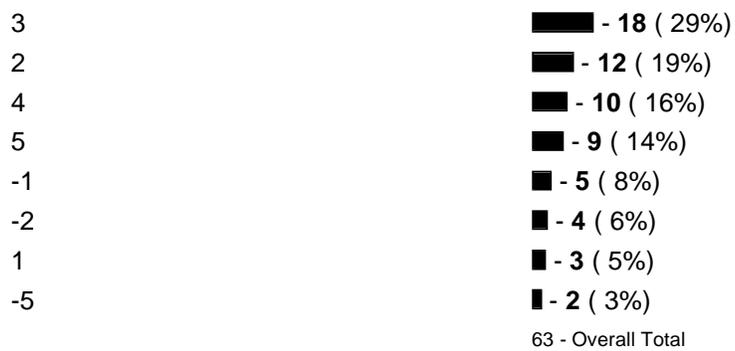
One story big box retail



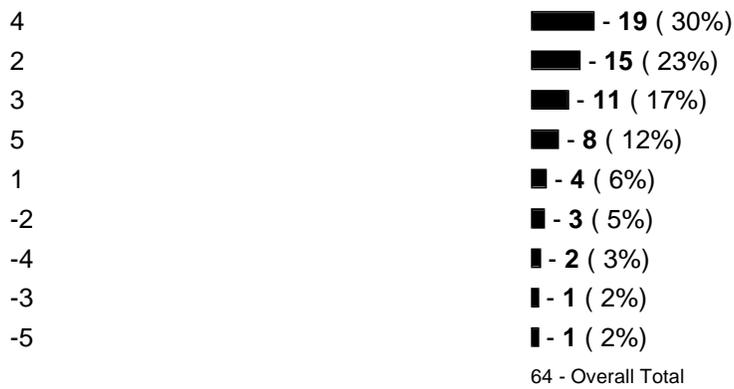
Two story with retail and flats above



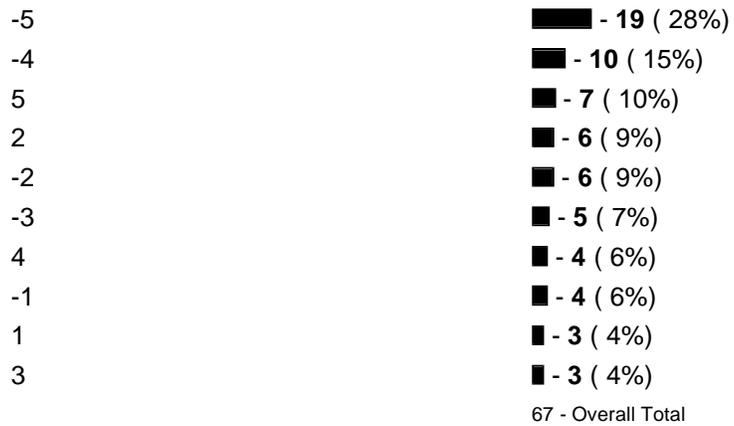
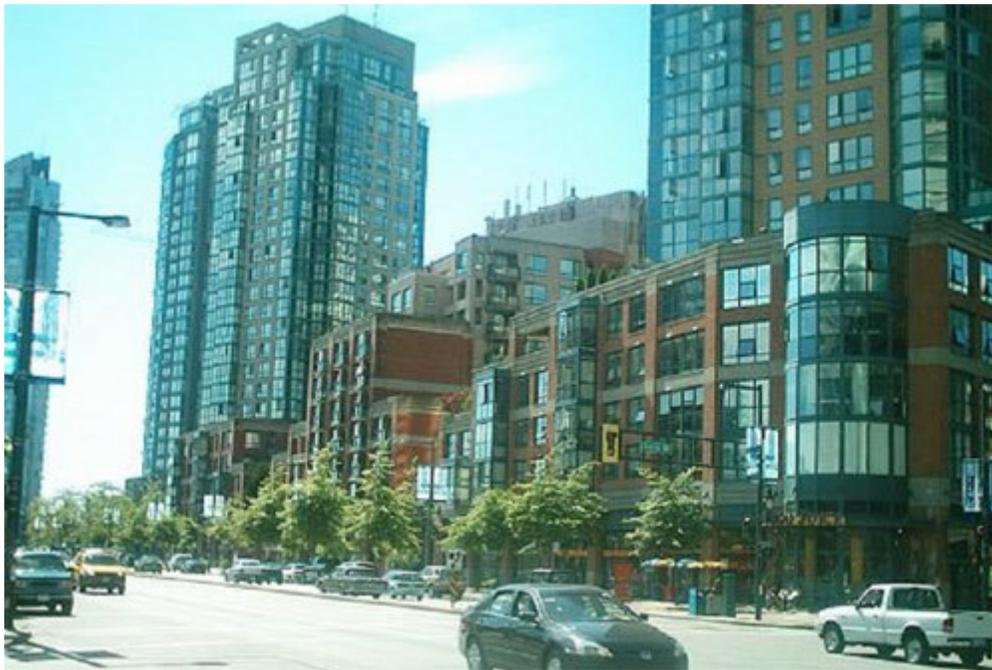
Three story with retail and flats above



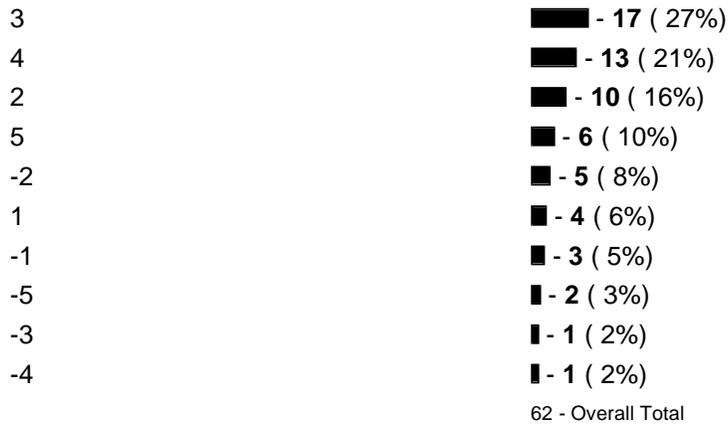
Two story with retail and offices above



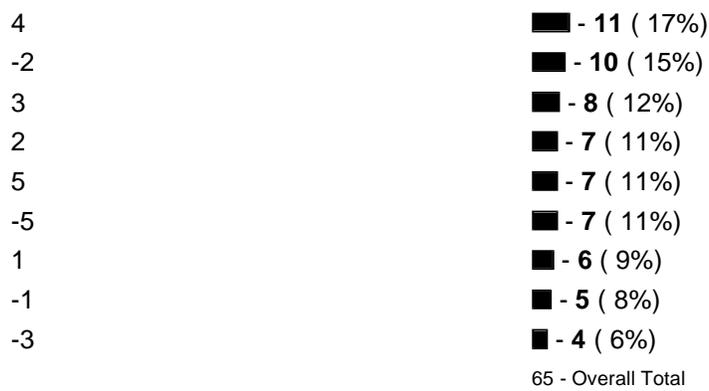
High-rise multifamily with ground floor retail



Two story with retail and offices above



Six story with two-level retail and flats above

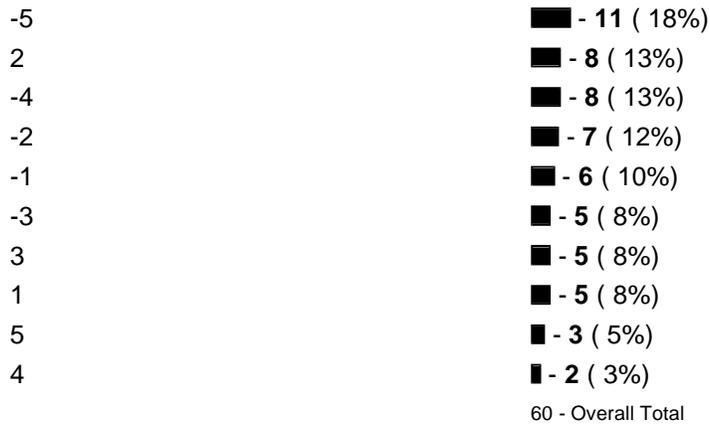


One story big box retail



2	■ - 11 (17%)
-5	■ - 11 (17%)
3	■ - 10 (15%)
1	■ - 8 (12%)
-2	■ - 7 (11%)
-1	■ - 6 (9%)
-3	■ - 4 (6%)
-4	■ - 4 (6%)
5	■ - 3 (5%)
4	■ - 2 (3%)
	66 - Overall Total

Six story with retail and flat above

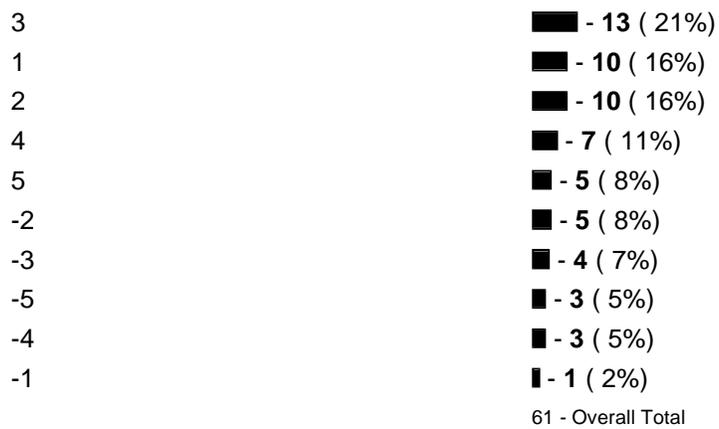


Two story with retail and flats above

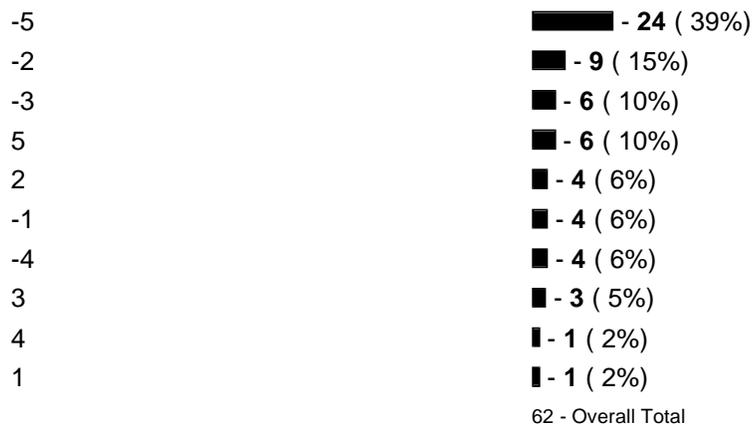


3	■ - 18 (29%)
1	■ - 15 (24%)
4	■ - 10 (16%)
2	■ - 8 (13%)
5	■ - 3 (5%)
-5	■ - 2 (3%)
-3	■ - 2 (3%)
-2	■ - 2 (3%)
-1	■ - 2 (3%)
	62 - Overall Total

Four story with retail and flats above



High-rise office building



One-story retail



3	■	- 22 (35%)
2	■	- 10 (16%)
1	■	- 7 (11%)
4	■	- 5 (8%)
5	■	- 5 (8%)
-5	■	- 4 (6%)
-3	■	- 4 (6%)
-2	■	- 4 (6%)
-1	■	- 2 (3%)
		63 - Overall Total

Four story with retail and flats/offices above



2	■ - 16 (24%)
3	■ - 13 (20%)
5	■ - 10 (15%)
-3	■ - 7 (11%)
1	■ - 6 (9%)
4	■ - 5 (8%)
-5	■ - 4 (6%)
-4	■ - 3 (5%)
-1	■ - 2 (3%)
	66 - Overall Total

One story retail



3	■ - 17 (28%)
2	■ - 16 (26%)

5	■ - 7 (11%)
4	■ - 7 (11%)
1	■ - 6 (10%)
-5	■ - 4 (7%)
-3	■ - 2 (3%)
-2	■ - 1 (2%)
-1	■ - 1 (2%)
61 - Overall Total	

Mid-rise office building



-5	■ - 12 (20%)
3	■ - 10 (16%)
-1	■ - 9 (15%)
2	■ - 8 (13%)
-4	■ - 6 (10%)
1	■ - 5 (8%)
5	■ - 4 (7%)
4	■ - 3 (5%)
-2	■ - 3 (5%)
-3	■ - 1 (2%)
61 - Overall Total	

Three story office building



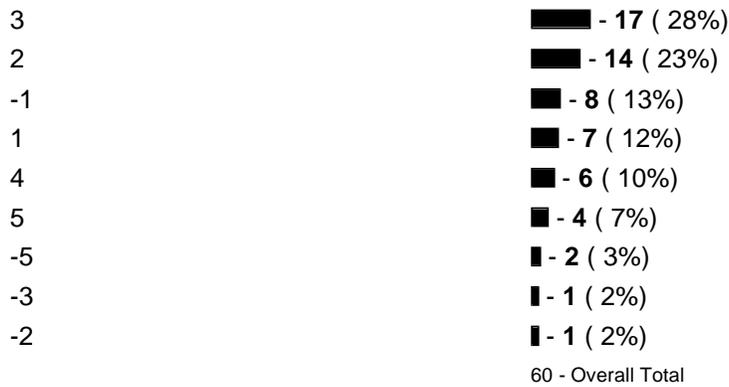
3	■ - 14 (24%)
2	■ - 13 (22%)
-1	■ - 9 (15%)
-2	■ - 8 (14%)
-3	■ - 6 (10%)
-5	■ - 5 (8%)
5	■ - 2 (3%)
4	■ - 1 (2%)
1	■ - 1 (2%)
59 - Overall Total	

One story retail



-2	■ - 12 (20%)
-5	■ - 10 (17%)
3	■ - 9 (15%)
-1	■ - 7 (12%)
2	■ - 7 (12%)
1	■ - 4 (7%)
5	■ - 4 (7%)
-3	■ - 4 (7%)
-4	■ - 2 (3%)
4	■ - 1 (2%)
	60 - Overall Total

Two story with retail and offices above

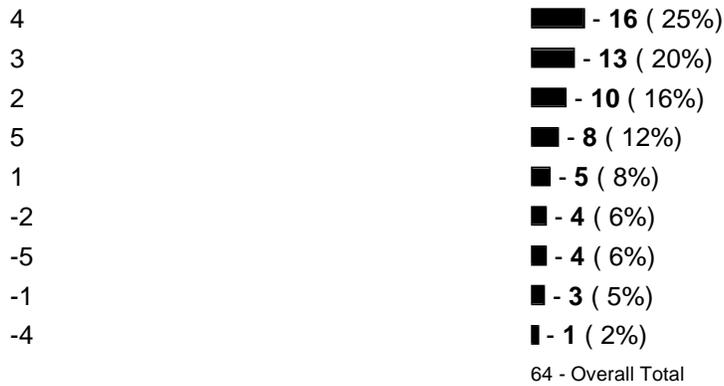


One story big box retail

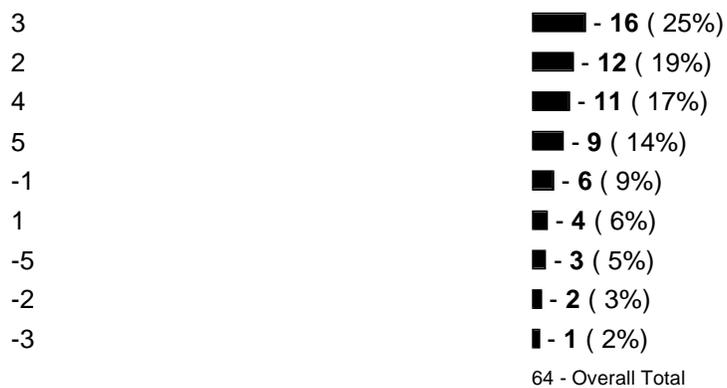


3	■ - 13 (22%)
1	■ - 12 (20%)
2	■ - 7 (12%)
-5	■ - 6 (10%)
5	■ - 5 (8%)
-2	■ - 5 (8%)
-1	■ - 5 (8%)
4	■ - 3 (5%)
-3	■ - 2 (3%)
-4	■ - 1 (2%)
	59 - Overall Total

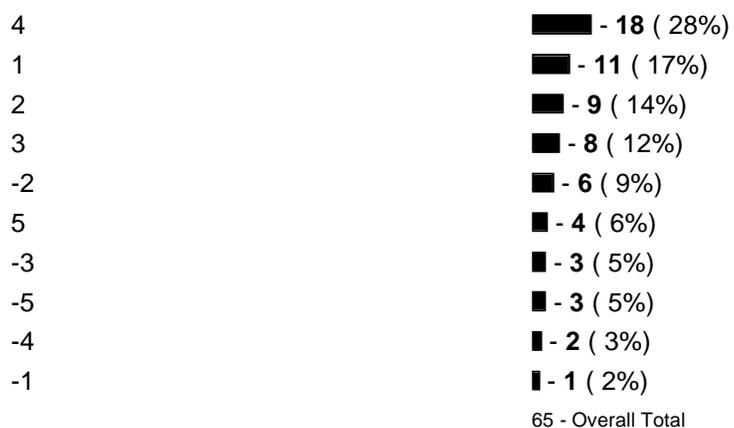
Four story with two floors of retail and flats above



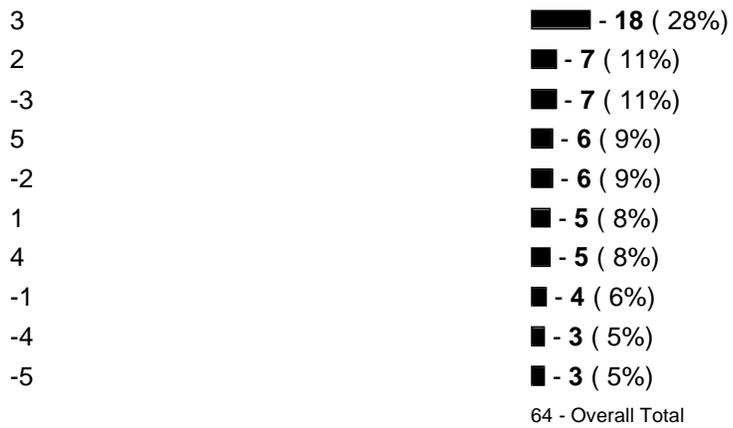
Three story with retail and flats above



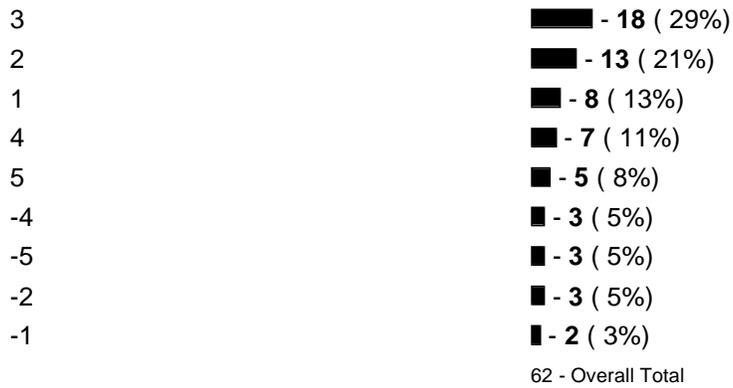
Three story with retail and office above



One story retail with false second floor



One story retail



Three story office building



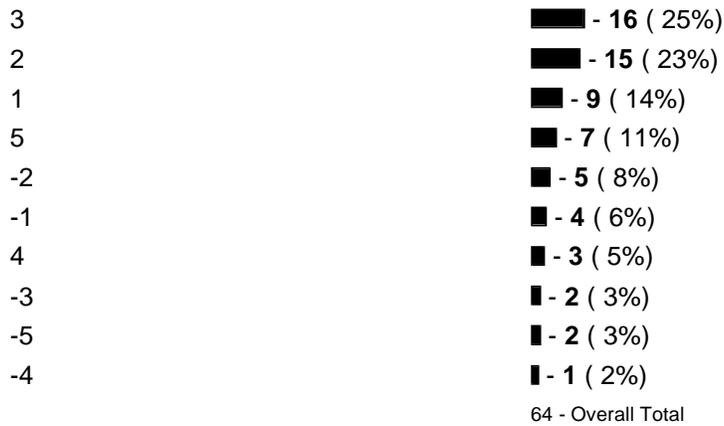
-2	■ - 11 (18%)
2	■ - 9 (15%)
-1	■ - 8 (13%)
1	■ - 8 (13%)
-5	■ - 7 (11%)
3	■ - 7 (11%)
-3	■ - 4 (7%)
5	■ - 3 (5%)
-4	■ - 2 (3%)
4	■ - 2 (3%)
61 - Overall Total	

One story big box retail

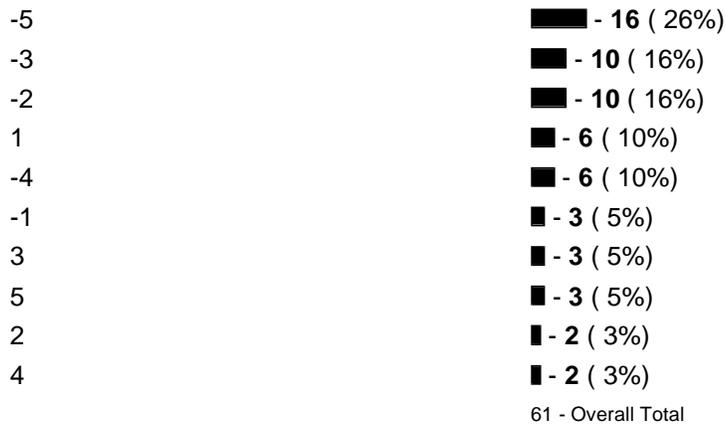


-5	■ - 10 (16%)
2	■ - 9 (14%)
-1	■ - 9 (14%)
-3	■ - 8 (13%)
3	■ - 8 (13%)
1	■ - 7 (11%)
-2	■ - 5 (8%)
5	■ - 4 (6%)
4	■ - 3 (5%)
63 - Overall Total	

Two story retail



Big-box retail with offices above

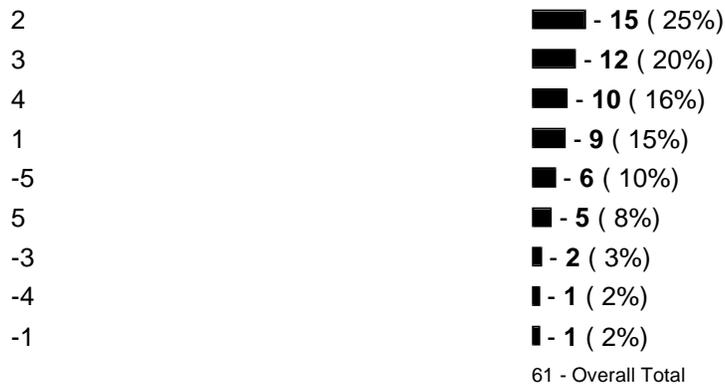


Residential

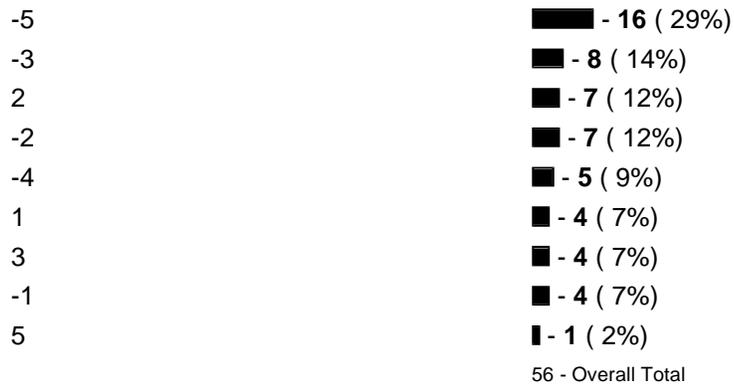
- Residential uses could play an important role in the future of Central Martinez.
- This second portion of the survey focuses on the range of residential uses that could occur in the future.



Two story townhomes



Four story multifamily building



Two story townhomes