



Design Guidelines

DRAFT

Visual Preference Survey Results Summary

PREPARED FOR
City of Chesapeake, Virginia

PREPARED BY
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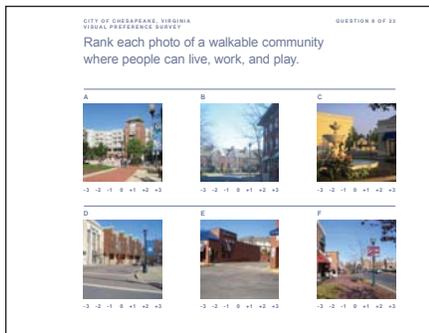
MAY 2006



Visual Preference Survey Results Summary

Introduction

The Visual Preference Survey is one of the tools for the public to give feedback on planning and design alternatives and to participate in the formulation of the Design Guidelines Manual for the City of Chesapeake from the very beginning of the process. Survey questions and photos were selected by the Planning Department and the firm of EDAW, urban designers and landscape architects, based in Alexandria, Virginia. The survey was conducted from March 28 through April 24, 2006. People indicated their preferences among a series of images used to illustrate various options for development, infrastructure, streetscape and open space, light standards, screening, landscape features, and other elements which might be found in the Urban, Suburban, or Rural Overlay Districts of the City. The value of the survey is in the range of opinions, the shared common ground, and the desires expressed by the public, giving a sense of what they would like to see in their community. The objective is to define the vision for the future development of the City. This document presents the tabulated results.



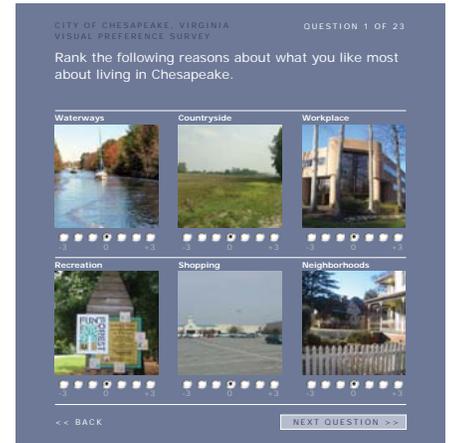
The survey was available at public libraries as printed handouts for those without internet access or preferring to complete the survey with pen and paper.

Methodology

The survey presented 23 total questions. The first 21 questions asked participants to rank each of a series of photos in a common category, on a scale of -3 to +3, with 0 being neutral. Images were selected to demonstrate a range of design possibilities, some subtle, some more exceptional. Question 22 asked the participant to write the neighborhood in which they live, and question 23 provided a space for comments.

The survey was administered in two ways: (1) an online web survey and (2) printed handouts available at listening stations located in the public libraries and the Planning Department. The customized online survey was promoted on the City of Chesapeake website, and hosted by EDAW. In the first two weeks of the survey, technical difficulties were experienced by some participants when submitting their surveys. These issues were resolved promptly and no errors were reported in the remaining weeks. A total of 347 participants completed the survey online. Surveys in the printed handout format were submitted by a total of 113 participants. These were collected by the City and results were tabulated and combined with the online results. In all, 460 responses were received.

Photo rankings are shown using three figures. The *sum* simply adds (or subtracts) each participant's selected ranking. With 460 completed surveys, the highest sum possible would be 1380 (+3*460), the lowest -1380 (-3*460). When inputting handwritten responses, any photos left unranked were assigned a 0 value, neither adding to or subtracting from the sum. The *mode* is the numerical ranking (-3, -2, -1, 0, +1,



The online version of the survey guided users through 23 questions using "radio-buttons" to rank each photo.

+2, or +3) selected the most number of times. While this is helpful in seeing a majority preference it does not show the second or third most common ranking, which may be an opposing preference. The *mean*, or average, divides the sum by the total number of responses, giving an accurate reading of overall preference on the scale -3 to +3. Some results show clear negative or positive responses (as demonstrated by a mean closer to -3 or +3), while others show either a neutral or polarized response (as demonstrated by a mean closer to zero). For example, the results of photo 3A with a sum of -50, mode of 0, and mean of -0.11 shows a rather neutral response to the image. Photo 7F, on the other hand, with a sum of -48, mode of -3, and mean of -0.1 shows that while the greatest number of participants ranked the photo as -3, a large number also ranked the photo favorably, moving the average to a more neutral range.

Chesapeake Design Guidelines Visual Preference Survey

March 28 –
April 24, 2006

30 x 48 inch posters were displayed in the libraries to raise public awareness of the survey and design guidelines process.

1 Rank what you like most about living in Chesapeake.

Waterways Countryside Workplaces Recreation Shopping Neighborhoods

2 Rank each photo of residential architecture.

3 Rank each photo of a place to go shopping.

4 Rank each photo of a new house which might be built in South Norfolk.

5 Rank each photo of a new single family residential neighborhood.

6 Rank each photo of a townhouse neighborhood.

7 Rank each photo of an apartment or condominium neighborhood.

8 Rank each photo of a walkable community where people can live, work, and play.

9 Rank each photo of a residential parking location.

Side Garage Front Driveway On the Street Rear Garage

10 Rank each photo of parking near shops.

11 Rank each photo of leisure time activity outdoors.

12 Rank each photo of screening method.

13 Rank each photo of street lighting on a main street.

14 Rank each photo of a roadside commercial sign.

15 Rank each photo of planting on a residential street.

16 Rank each photo of a public sidewalk.

17 Rank each photo of a town center development.

18 Rank each photo of a drainage feature.

19 Rank each photo of a new park.

20 Rank each photo of a gateway to Chesapeake when entering the city from one of the adjacent cities (Suffolk, Portsmouth, Norfolk, or Virginia Beach).

21 Rank each photo of a gateway to Chesapeake when entering the city from North Carolina.

The City of Chesapeake is creating a Design Guidelines Manual for future development and redevelopment pursuant to the implementation of the 2026 Comprehensive Plan.

Your participation in this Visual Preference Survey provides one way for you to influence (1) the content of the Design Guidelines Manual and (2) the future look of your City.

You can access the survey on line at www.cityofchesapeake.net.

You can also pick up copies of the survey at all Chesapeake public libraries as well as the Chesapeake Planning Department located in City Hall.

When you are finished, place the completed survey in the drop box at this location or mail it (before April 24, 2006) to:

Chesapeake Planning Department
P.O. Box 15225
Chesapeake, VA 23308

Chesapeake Design Guidelines

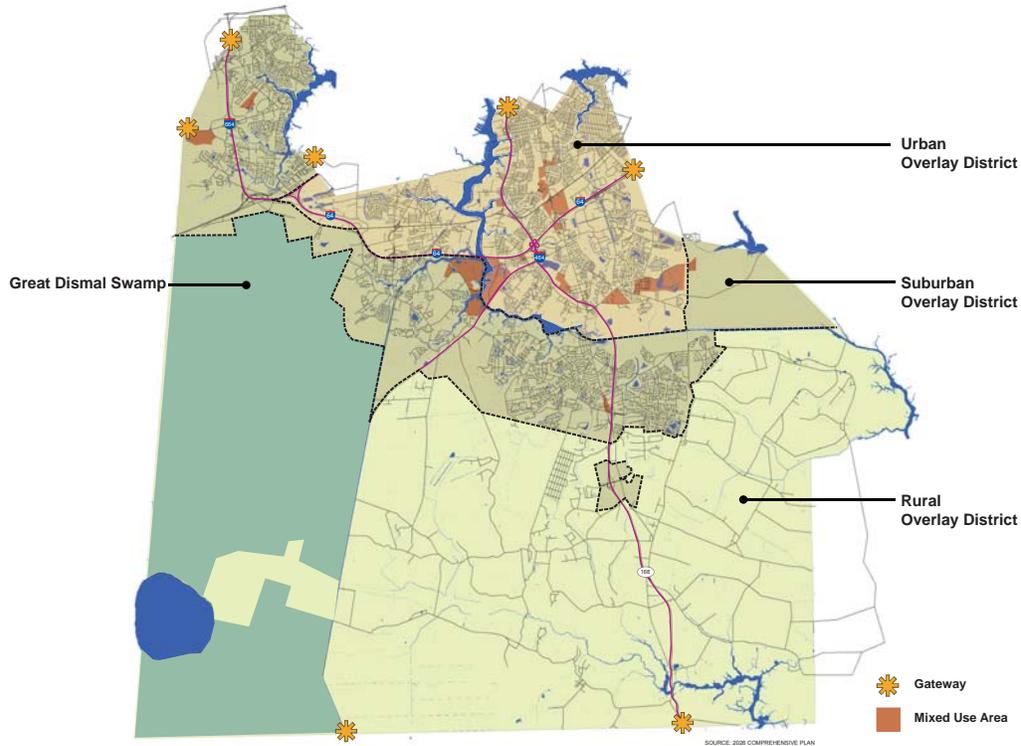
Visual Preference Survey

March 28 –
April 24, 2006

“Chesapeake is a combination of an old county, a city, and many villages and settlements.”

“In Chesapeake, natural landforms and the location of waterways have always influenced the pattern of settlement and development and continue to do so today.”

“The City is very diverse in terms of its land use patterns... urban, suburban, or rural in nature, the City exhibits all three.”



Why Design Guidelines?

Design guidelines provide a consistent framework for high quality development and redevelopment within the City of Chesapeake. Chesapeake is a city composed of villages, neighborhoods, and districts that often have distinct settings and separate design characters. By emphasizing quality in the design of the built environment, these disparate places can be enhanced and harmonized with the look of the City as a whole.

Chesapeake's 2026 Comprehensive Plan contains a goal to create a distinctive and high quality design for the City in order to strengthen the city's economic base and long-term desirability as a place to live, work, and play. To best reflect the City's development pattern, the Comprehensive Plan establishes three character districts: Urban, Suburban, and Rural. Given the unique character

of each of these districts, the Comprehensive Plan calls for the City to develop distinct design guidelines for the mixed use and infill areas within each of the districts.

In addition to the three character districts, the Comprehensive Plan calls for the establishment of distinctive gateways at key entry points into the City. The quality of Chesapeake's gateways, edges, and main transportation corridors leaves an important impression on visitors and residents alike. The current sameness and lack of visual distinctiveness to much of the City's gateways and corridors presents a key opportunity to strengthen Chesapeake's image and identity.

The Design Guidelines project will establish the design principles and standards in a cohesive manual to give

guidance and direction to the City for the review of proposed structures, site amenities, landscaping, and streetscape improvements. Guidelines provide a design context for site planning, building design, and landscape plans. They are intended to provide flexibility to allow for individual diversity but at the same time provide a comprehensive framework to promote a unique and identifiable character for the City and its neighborhoods. Design inspiration should be drawn from the local geography, climate, vegetation, history, and the City's social and cultural patterns. As the City continues to thrive and grow, future development and redevelopment should be appropriate to Chesapeake's history, culture, and natural setting.

PREPARED BY **EDAW**

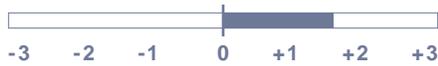
Rank what you like most about living in Chesapeake.

Waterways



SOURCE: ALACHUA FREENET

sum 711 mode 3 mean 1.55



Countryside



sum 739 mode 3 mean 1.61



Workplace



sum 188 mode 0 mean 0.41



Recreation



sum 484 mode 2 mean 1.05



Shopping



sum 335 mode 1 mean 0.73



Neighborhoods



sum 749 mode 3 mean 1.63



Summary of Results

Neighborhoods, Countryside, and Waterways ranked the highest, followed by Recreation, Shopping, and Workplace.

QUESTION 2 OF 23

Rank each photo of residential architecture.

A



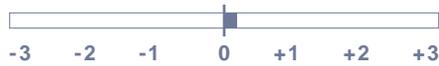
sum 228 mode 2 mean 0.50



B



sum 78 mode 1 mean 0.17



C



sum 206 mode 1 mean 0.45



D



sum 172 mode 1 mean 0.37



E



sum 323 mode 2 mean 0.70



F



sum 633 mode 3 mean 1.38



Summary of Results

House F was a clear favorite among respondents, followed by E, A, C, D, and B.

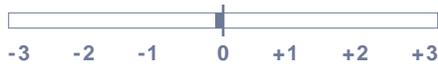
QUESTION 3 OF 23

Rank each photo of a place to go shopping.

A



sum **-50** mode **0** mean **-0.11**



B



sum **548** mode **2** mean **1.19**



C



sum **650** mode **3** mean **1.41**



D



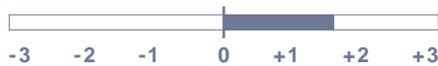
sum **-194** mode **-3** mean **-0.42**



E



sum **708** mode **3** mean **1.54**



F



sum **397** mode **1** mean **0.86**



Summary of Results

Shopping places E, C, B, and F received positive responses in that order. A and D were ranked in the negative.

QUESTION 4 OF 23

Rank each photo of a new house which might be built in South Norfolk.

A



sum 104 mode 1 mean 0.23



B



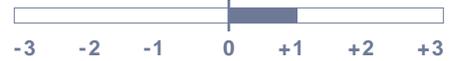
sum 504 mode 1 mean 1.10



C



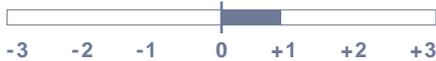
sum 437 mode 3 mean 0.95



D



sum 385 mode 3 mean 0.84



E



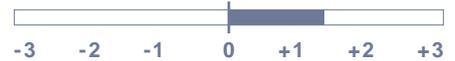
sum -169 mode -3 mean -0.37



F



sum 614 mode 2 mean 1.33



Summary of Results

F, B, C, and D ranked highest, while E - a 4-story apartment building - yielded negative responses.

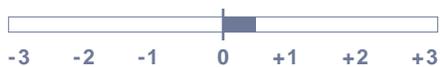
QUESTION 5 OF 23

Rank each photo of a new single family residential neighborhood.

A



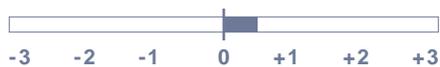
sum 209 mode 2 mean 0.45



B



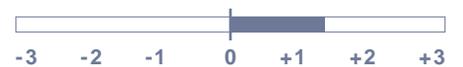
sum 219 mode 1 mean 0.48



C



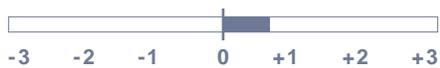
sum 604 mode 2 mean 1.31



D



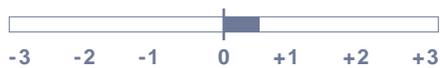
sum 295 mode 1 mean 0.64



E



sum 230 mode 1 mean 0.50



Summary of Results

Neighborhood C was the clear first choice.

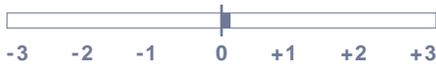
QUESTION 6 OF 23

Rank each photo of a townhouse neighborhood.

A



sum **54** mode **1** mean **0.12**



B



sum **-252** mode **-3** mean **-0.55**



C



sum **-499** mode **-3** mean **-1.08**



D



sum **689** mode **2** mean **1.50**



E



sum **218** mode **1** mean **0.47**



F



sum **-180** mode **-3** mean **-0.39**



Summary of Results

Townhouse neighborhood D was the clear first choice. C, B, and F were ranked in the negative.

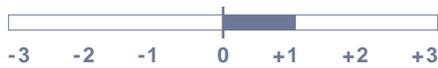
QUESTION 7 OF 23

Rank each photo of an apartment or condominium neighborhood.

A



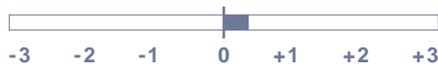
sum 463 mode 2 mean 1.01



B



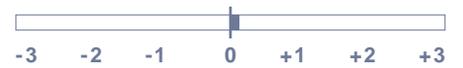
sum 153 mode 2 mean 0.33



C



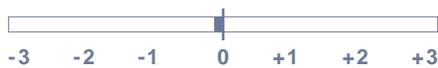
sum 52 mode 1 mean 0.11



D



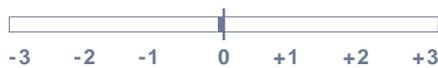
sum -54 mode 1 mean -0.12



E



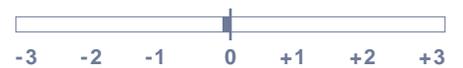
sum -33 mode 0 mean -0.07



F



sum -48 mode -3 mean -0.10



Summary of Results

A was the clear first choice, with B and C slightly positive and D, E, and F all ranked in the negative.

QUESTION 8 OF 23

Rank each photo of a walkable community where people can live, work, and play.

A



sum 536 mode 1 mean 1.17



B



sum 260 mode 1 mean 0.57



C



sum 640 mode 1 mean 1.39



D



sum 9 mode 1 mean 0.02



E



sum -473 mode -1 mean -1.03



F



sum 341 mode 1 mean 0.74



Summary of Results

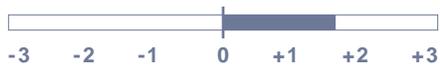
C and A received high rankings, followed by F and B. E was clearly in the negative.

Rank each photo of a residential parking location.

Side Garage



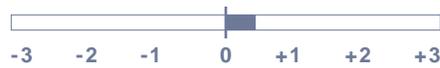
sum 719 mode 2 mean 1.56



Front Driveway



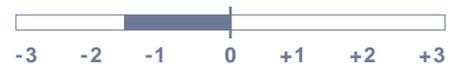
sum 189 mode 1 mean 0.41



On the Street



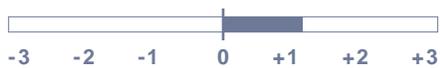
sum -675 mode -3 mean -1.47



Rear Garage



sum 507 mode 3 mean 1.10



Summary of Results

Side Garage ranked highest, followed by Rear Garage, then Front Driveway, with On the Street clearly in the negative.

QUESTION 10 OF 23

Rank each photo of parking near shops.

A



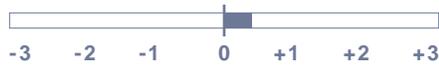
sum 163 mode 1 mean 0.35



B



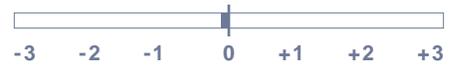
sum 175 mode 1 mean 0.38



C



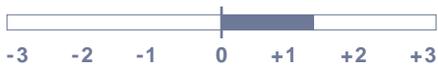
sum -44 mode 1 mean -0.10



D



sum 587 mode 2 mean 1.28



E



sum 524 mode 2 mean 1.14



Summary of Results

D and E received the highest rankings, followed by A and B, with C slightly negative.

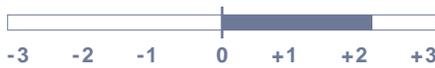
QUESTION 11 OF 23

Rank each photo of leisure time activity outdoors.

A



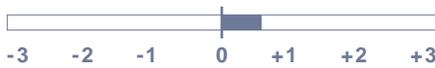
sum **1104** mode **3** mean **2.40**



B



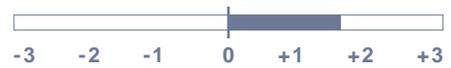
sum **255** mode **1** mean **0.55**



C



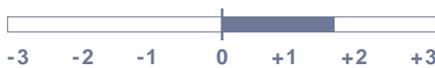
sum **715** mode **3** mean **1.55**



D



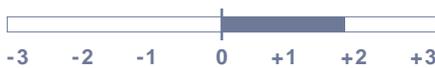
sum **715** mode **3** mean **1.55**



E



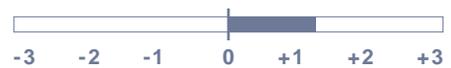
sum **789** mode **3** mean **1.72**



F



sum **556** mode **3** mean **1.21**



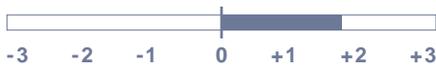
Summary of Results
 A was the clear first choice.

Rank each photo of screening method.

A



sum **772** mode **3** mean **1.68**



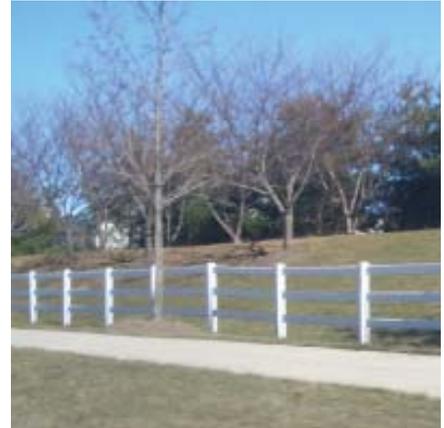
B



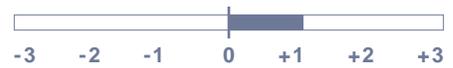
sum **-1042** mode **-3** mean **-2.27**



C



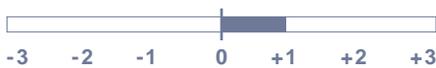
sum **476** mode **1** mean **1.03**



D



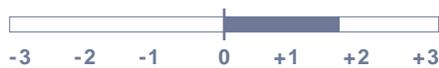
sum **417** mode **1** mean **0.91**



E



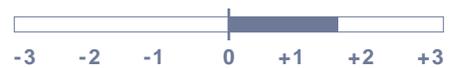
sum **743** mode **3** mean **1.62**



F



sum **698** mode **2** mean **1.52**



Summary of Results

A, E, and F were the most preferred, followed by C and D. B was clearly in the negative.

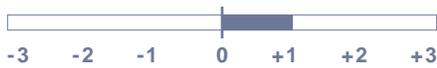
QUESTION 13 OF 23

Rank each photo of street lighting on a main street.

A



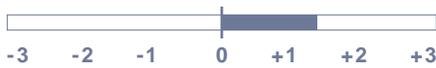
sum 454 mode 1 mean 0.99



B



sum 609 mode 2 mean 1.32



C



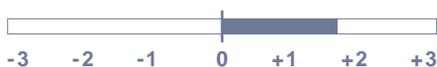
sum -1027 mode -3 mean -2.23



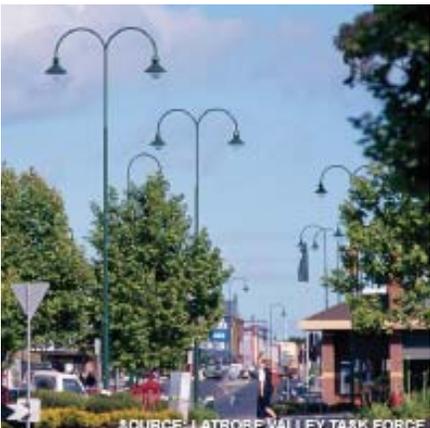
D



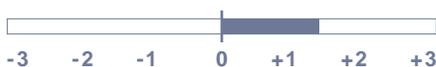
sum 737 mode 3 mean 1.60



E



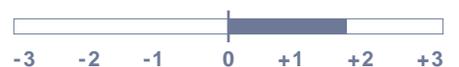
sum 628 mode 2 mean 1.37



F



sum 758 mode 3 mean 1.65



Summary of Results

F received the highest ranking and C the lowest.

QUESTION 14 OF 23

Rank each photo of a roadside commercial sign.

A



sum **-836** mode **-3** mean **-1.82**



B



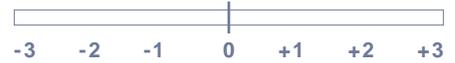
sum **819** mode **3** mean **1.78**



C



sum **-6** mode **1** mean **-0.01**



D



sum **898** mode **3** mean **1.95**



E



sum **488** mode **1** mean **1.06**



Summary of Results

D and B were ranked highest and A lowest.

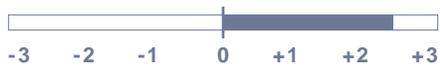
QUESTION 15 OF 23

Rank each photo of planting on a residential street.

A



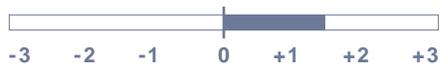
sum 1090 mode 3 mean 2.37



B



sum 651 mode 2 mean 1.42



C



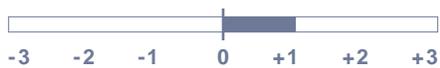
sum 155 mode 1 mean 0.34



D



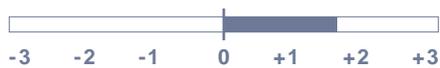
sum 463 mode 1 mean 1.01



E



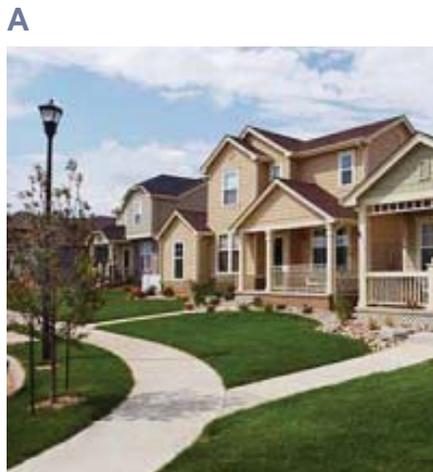
sum 720 mode 2 mean 1.57



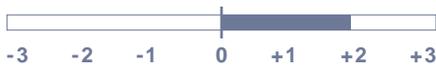
Summary of Results

A was the clear first choice.

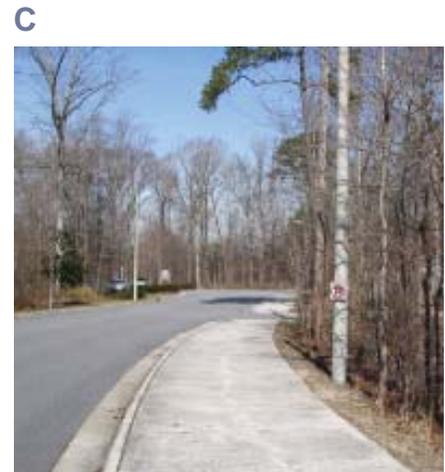
Rank each photo of a public sidewalk.



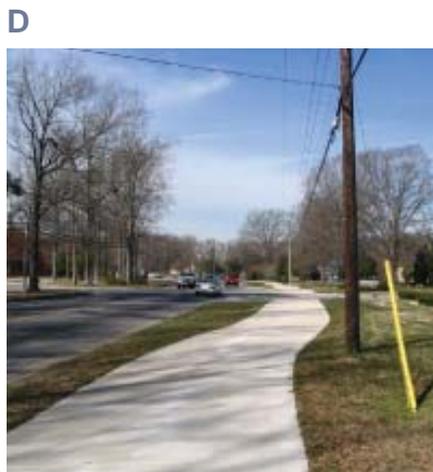
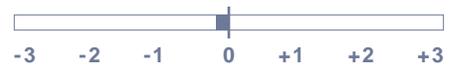
sum **829** mode **3** mean **1.80**



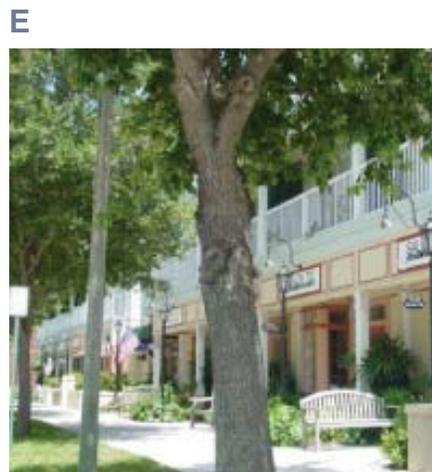
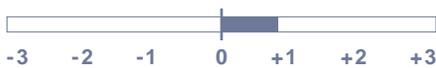
sum **498** mode **2** mean **1.08**



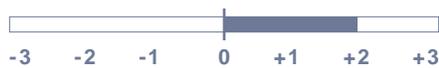
sum **-76** mode **0** mean **-0.17**



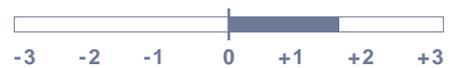
sum **362** mode **1** mean **0.79**



sum **853** mode **3** mean **1.85**



sum **711** mode **3** mean **1.55**

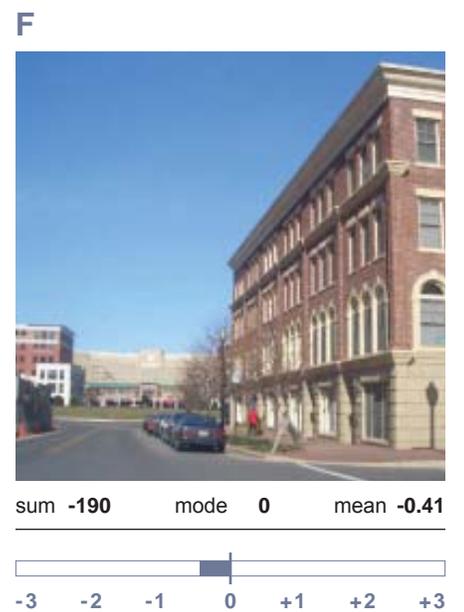
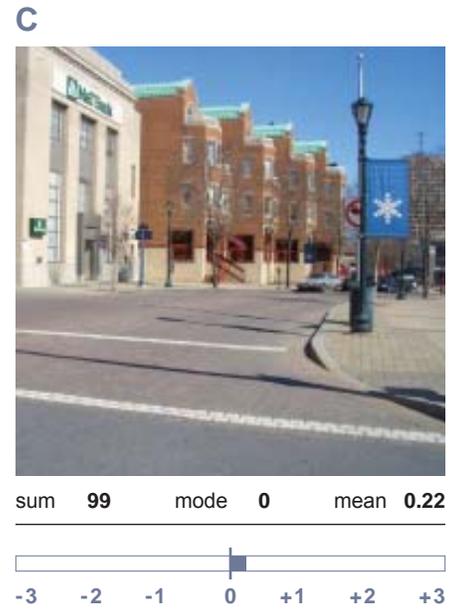
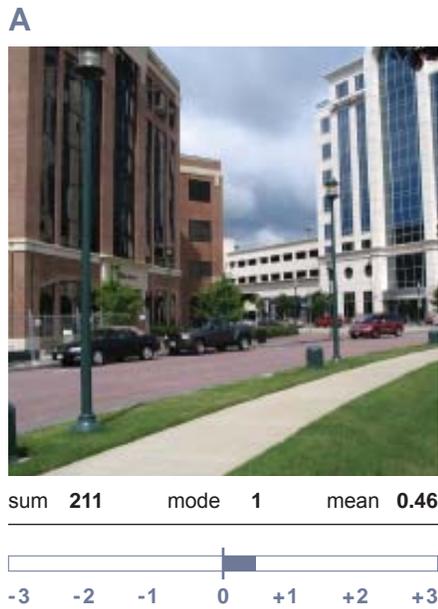


Summary of Results

E, A, and F were the most preferred, while C ranked in the negative.

QUESTION 17 OF 23

Rank each photo of a town center development.



Summary of Results

B, E, and D ranked the highest and F the lowest.

Rank each photo of a drainage feature.

A



sum **824** mode **3** mean **1.79**



B



sum **327** mode **3** mean **0.71**



C



sum **-336** mode **-3** mean **-0.73**



D



sum **390** mode **1** mean **0.85**



E



sum **676** mode **2** mean **1.47**



F



sum **624** mode **3** mean **1.36**



Summary of Results

A, E, and F were ranked the highest and C the lowest.

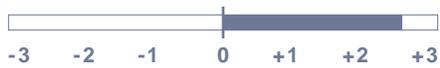
QUESTION 19 OF 23

Rank each photo of a new park.

A



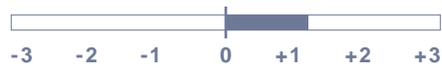
sum 11450 mode 3 mean 2.50



B



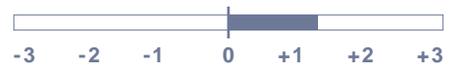
sum 529 mode 1 mean 1.15



C



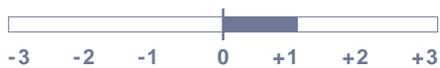
sum 577 mode 2 mean 1.25



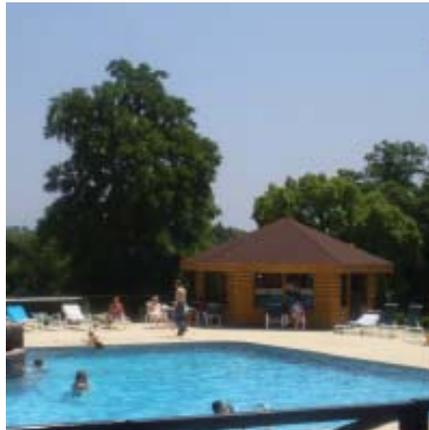
D



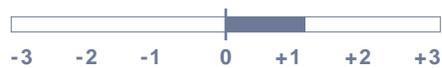
sum 474 mode 1 mean 1.03



E



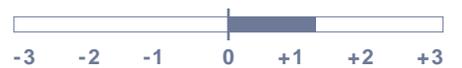
sum 504 mode 3 mean 1.10



F



sum 560 mode 3 mean 1.22



Summary of Results

A was the clear first choice.

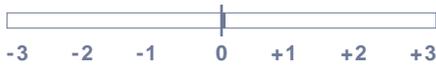
QUESTION 20 OF 23

Rank each photo of a gateway to Chesapeake when entering the city from one of the adjacent cities (Suffolk, Portsmouth, Norfolk, or Virginia Beach).

A



sum 24 mode 1 mean 0.05



B



sum -572 mode -3 mean -1.24



C



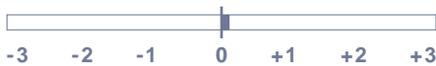
sum -248 mode -3 mean -0.54



D



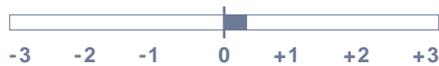
sum 40 mode 0 mean 0.09



E



sum 145 mode 1 mean 0.32



Summary of Results

E, D, and A yielded positive rankings while C and B were ranked in the negative.

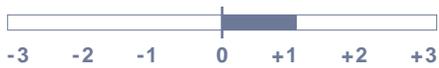
QUESTION 21 OF 23

Rank each photo of a gateway to Chesapeake when entering the city from North Carolina.

A



sum 478 mode 1 mean 1.04



B



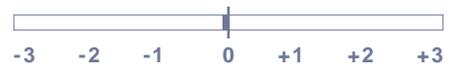
sum -114 mode 0 mean -0.25



C



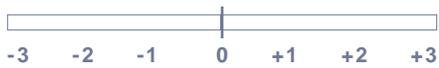
sum -27 mode 0 mean -0.06



D



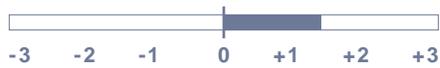
sum -12 mode 0 mean -0.03



E



sum 623 mode 3 mean 1.35



Summary of Results

E and A received strongly positive rankings while D, C, and B were all in the negative.

Which neighborhood do you live in?

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> 2 Albemarle Acres 3 Albemarle Acres West Albemarle Colony East 2 Albemarle Farms North Alden Square 2 Battlewood Meadows Bayberry Place Bayberry Woods, Greenbrier Bells Mill Bells Mill Corridore Brandermace Breezy Point 3 Briarwood 4 Briarwood Meadows Britney Woods Broadmoore Bryant Farms Buskey Road 3 Cahoon Plantation 3 Camelot 3 Caroon Farms Carriage House Estates 4 Cedar Lakes Cedar Pines Cedar Pointe Meadows Cedar Road 4 Cedarwood Centerville Farms Centerville Turnpike 2 Chadwick Terrace 4 Chesapeake Chesapeake Colony Estates Chesapeake Estates 4 Cheshire Forest 2 Cheshire Meadows City Hall / Mann Drive Clarke Farm Clearfield Club Villas At Greenbrier Cornland 2 Coventry Meadows Creekwood 2 Creekwood South Crystal Lake Estates-Portsmouth 25 Deep Creek Deep Creek (Elmwood Landing) Deep Creek Forest Deep Creek Shores 2 Deer Crossing 2 Dock Landing 3 Dominion Lakes Dominion Pines Dove Acres 3 Dunedin Etheridge 4 Etheridge Lakes 6 Etheridge Manor Etheridge Meadows Etheridge Oaks Etheridge Pines 2 Etheridge Pointe 4 Etheridge Woods | <ul style="list-style-type: none"> Fairways 4 Falls Creek Fentress Fernwood Shores Firman Estates 3 Forest Lakes Foxgate Quarter Georgetown Colony 4 Glenwood 4 Grassfield 16 Great Bridge Great Bridge Acres Great Bridge Waterford 2 Green Meadow Point 16 Greenbrier Greenfield Acre Greenwood Estates Hall Heights Hall Manor Hampshires At Greenbrier Hartwood Trace 5 Heritage Point 6 Hickory Hickory Ridge Hickory-St. Brides Holly Point Apartments Homes By The Hickory High School 2 Hunningdon Lakes 3 Hunningdon Woods Hunters Quay Indian Creek Area 5 Indian River Indian River Estates Indian River Homesites Indian River Homesites Jester Gardens 2 Kemp Meadows 3 Kemp Woods Knells Ridge Lake Placid 8 Las Gaviotas 2 Lindale Lochaven Estates 3 Logan's Mill 2 Loxley Gardens 3 Marsh Creek Miars Plantation Mill Creek Harbor Millers Run Millville Moyock Mt. Pleasant 2 Mt. Pleasant Heights Myers Farm 2 New Mill Landing 3 Norfolk Highlands North Trail At The Arboretum Norvica O C Meadows 2 Oak Grove Meadow 2 Oak Manor Oak Manor Woods | <ul style="list-style-type: none"> Oakbrooke Oakbrooke Meadows Parkview Pinewood Run 2 Plantation Lakes Pleasant Grove Point Elizabeth Townhomes Poplar Ridge 3 Poplar Ridge South 4 Portlock Princeton Halls Providence Pointe Condo Neighborhood Providence Square Annex – Lanier Street Red Mill Reservoir Estates Riverside Homes / Norfolk Highlands 9 Riverwalk 2 Rollingwood Estates Royal Grove Saint Andrews in Greenbrier Sawyer's Mill Sawyer's Mill Scarlet Oak Ct N 2 Schoolhouse Crossing Sherwood Forest 2 Ships Crossing Silverwood Oaks 2 Silverwood West South Battlefield/168 South 30 South Norfolk 2 South Norfolk Historic District South Of Great Bridge, Off Hillwell Rd. Southern Chesapeake Starford Esates On Kettle Creek Terrace Stewart Street 6 Stonegate Tanglewood The Cedars Apartments / Battlefield and Volvo The Country of South Chesapeake The Crossings The Preserve On The Elizabeth 2 Tunbridge Station Urban Village Farms Virginia Beach 3 Warrington Hall Washington 23320 Waterford 2 Waters Road 2 Wellspring 4 Wellington West Chadswyck Terrace 9 Western Branch Western Branch (Dock Landing) Western Branch / Weaver Spring Wickford Wildwood Heights Wilmund Place 4 Wilson Heights Wittington Woodards Mill 2 Wynn Gate Place |
|--|--|--|

We appreciate your feedback!

Please use the space below to give us any additional comments, suggestions, or questions you have.

Question 23 asked survey respondents to provide additional comments or feedback in writing. The responses, which were both general and specific in nature, were on multiple topics. These topics included visual quality, reasons for moving to Chesapeake, natural and cultural resources, people and economic development, controlling growth, planning, traffic, alternative modes of transportation, parking, infrastructure, maintenance, health and wellness, community and neighborhoods, infill development, affordable housing, schools, safety, land use, the pedestrian environment, streetscape design, open space and recreation facilities, site planning, architecture, gateways, and town centers. The range of opinions among the respondents on these topics and their individual issues and concerns are reflected in the excerpts from the written comments listed below.

Several respondents mentioned other places that they especially liked or disliked—as models for future development or examples of what Chesapeake should not become. There were suggestions as to what developers/builders should be required to provide in their development plans. A few respondents proposed themes for the city. Comments on the survey itself, its form, and content, were generally but not universally positive. Finally, we have listed some questions directed to the City.

Visual Quality

“Chesapeake used to be really beautiful...country roads, wetlands, ...fresh air...”

“Everything is scattered, and ugly.”

“We need to be more cognizant of what our city looks like to the people [who] want to live here and the people who are visiting.”

“A friend once described the area as ‘a little bit of country in the city.’ Please try to keep that type of historic atmosphere.”

“Please keep the rural atmosphere.”

“Keep the city traditional and simple with lots of open space.”

“Keep it simple and not congested, like an upscale small town.”

“[South Norfolk needs] much brighter street lights, upgraded city landscaping, removing inoperable vehicles from sight...”

“Allow individual expressions to flourish. Don’t make everything look the same... Keep good taste, but allow the variety & diversity in cultural expression.”

“Modern, artistic, and natural aesthetics are good if not over-done. Need more of a city feel. The quaint looks of older and more densely urban type areas are very nice in both appearance and feel. More urban type areas need a little improvement. Traditional bedroom suburban areas need to be reduced in number and in size.

Undeveloped rural areas need, and should be left alone to remain as natural as can be, for as long as possible.”

“Establishing an overall visual direction will be difficult, if not impossible, to implement and I’m not sure it would be something the majority of taxpayers will support.”

“Chesapeake...needs to find a unique sense of place and identity for each of its areas...”

“Establish a direction for [the] consistent appearance of our streets & buildings.”

“Establish criteria for cohesive design that reflects a quality of life throughout the communities and shopping areas.”

“Greenery softens the look and makes you appreciate the city you live in.”

“I would like to see planted greenery against noise walls.”

“...pretty up the medians .”

“Plant flowers at intersections.”

“Focus on quality.”

“Chesapeake is an awesome city to live in, but it could definitely use a visual update to capture the vibrancy and charm of the city.”

We Moved To Chesapeake Because...

“The City of Chesapeake, Virginia is a nice place to live and bring up a family.”

“Chesapeake is a wonderful community with a great deal of history...”

“Personally, we moved to Chesapeake because we enjoy the small town feel it can have while not being too far from good shopping centers.”

“Preserve land and trees please! That is what originally drew me to this area.”

“We moved to Chesapeake for it’s country-type atmosphere.”

“I believe that it is important to maintain a simple visual in our city. That is what drew me here to begin with.”

“The thing that most impressed me with Chesapeake when I moved here three years ago was the trees along the streets, the wooded areas and the flower plantings but, especially the TREES.”

“We moved to Chesapeake from Virginia Beach in 2002. The fact that we moved to a rural route according to the post office reaffirmed escaping from the urban feel. Keep the greenery, and the hometown feel. Develop Greenbrier into our downtown, but preserve the Southern Section as the ideal place to raise a family, and get away from the hustle and bustle of city life.”

Economic Development

“Something needs to be done now to keep people from leaving Chesapeake.”

“We are losing our young people. The area is building too costly housing. People are over their heads financially, going bankrupt...leaving the area. Bankruptcy hurts all of us.”

“I think if the more shops we have the more people will come to visit and it will boost our economy.”

“[Attract more] industry for a stable tax base.”

“Industry and light rail are compatible; one will attract the other.”

“[Attract more] high tax base service/ manufacturing businesses.”

“Love living in Chesapeake! How could we attract tourists???”

Natural and Cultural Resources

- "...natural resources abound in Chesapeake."
- "Natural areas, wooded areas and water features are the greatest assets in the City of Chesapeake."
- "Keep as many trees as possible, and plant more."
- "Save the Trees!' as much as you can. Trees are such a precious commodity for any area."
- "Trees prevent flooding and beautify. Removing all trees and sparsely replanting will give Chesapeake the cold appearance of Virginia Beach."
- "I hope Chesapeake keeps its focus on its waterways and historic and open space features..."
- "Chesapeake is a wonderful community with a great deal of history..."
- "The city should use its history more in promoting itself. Don't forget about its water ways."
- "You have not included any reference to cultural arts preferences in this survey. We have one small museum in South Norfolk (NOT SoNo) and one planned for Great Bridge to honor its Revolutionary War significance. We are honored with the graciousness of Tidewater Winds performances in the summer months at varied locations. Our tax dollars still go to Norfolk and Portsmouth for theatre performances at Chrysler Hall, Willet Hall, Virginia Stage Co. etc. What a shame we no longer have the old theater in South Norfolk that could be renovated into a real stage performance center."
- "More wooded parks..."
- "Create and preserve more green spaces, wetlands, and natural areas."
- "[Establish] more conservation areas like the Arboretum."
- "No obvious plan to preserve Chesapeake's rural nature."

Controlling Growth

- "It is blatantly clear that Chesapeake is growing out of control!!! The schools are overcrowded, streets are in disrepair and neighborhoods are popping out each day, without control."
- "Chesapeake has grown out of control with little to no foresight on the future."
- "It is possible for Chesapeake to grow and still maintain it's small town charm. ...please allow for more density in new developments so as our children grow up they will also be able to afford to live here in Chesapeake with...their family."
- "...control the growth. ...plan very carefully."
- "[Plan for an] adequate, conservation-responsible, long-term growth rate (next 50 years)."
- "We do not want to go too fast a pace in our Beautiful-Peaceful City. Help keep us at a normal pace."
- "[I prefer] more green space and LESS DENSITY."

"...slow development and stop re-zonings that INCREASE density."

Planning

- "Let's plan ahead..."
- "...it would have been nice if we had had a long term, thoughtful plan that would have introduced a similar architectural design to the area's new development so that it would look cohesive and esthetically pleasing rather than the patchwork of development that we now have. There is nothing unique or special about the new development in our area..."
- "More New Urbanist principles should be incorporated in future development."

"Plan, Plan, and More Planning"

Traffic

- "[Consider] innovative ways to reduce congestion."
- "Traffic flow is better than it used to be but it is still dangerous to make turns across the traffic."
- "Decrease semi-truck traffic in the area."
- "Railroad traffic and bridge lifts literally gridlock the surrounding area."
- "[We need improved] access through our neighborhoods."

Transportation Alternatives

- "...shift our focus to provide outdoor recreation that will allow people to walk, skate, bike, jog... rather than having to use a car to get every where."
- "More consideration should be given to biking, especially with gas getting so expensive."
- "Buses [are] needed to come through the neighborhood instead [of] around it, with bus shelters."
- "Don't forget bike trails and parking at commercial places."

"...buses, running more frequently, covering a wider area."

"LIGHT RAIL"

Parking

- "Believe that all property out the back door of our complex should be made parking and a garage. Some of our citizens have special needs and the handicapped parking we have is poor, and can seem quite long, when walking, also we have an awful lot of senior citizens [who] have a harder time walking the long distance from the parking lots."
- "We need more parking ramps in Chesapeake."
- "I like to go shopping and have plenty of parking available."
- "No more giant parking lots with bright lights."

Infrastructure

- "Roads are important – start there."
- "Provide designated space on the side of the streets for bicycle riding."
- "Underground the utilities."
- "Get rid of ditches on side of road:
1. Always full of trash
2. bug problem
3. too many cars fall inside
4. just plain ugly to the area
5. need under water drainage for whole area"
- "The driveways/streets need to be of materials that promote drainage."
- "The style of drainage has to be compatible with the area in which it is located. There isn't one perfect type for the entire city."
- "Development appears helter skelter; infrastructure doesn't keep up with development; builders, hence buyers are not defraying the cost of infrastructure with the builder's fees/costs. Approving development seems to be unaware of ...development impact on existing infrastructure..."

Management And Maintenance

- "This area...needs street cleaning on a regular basis."
- "...codes [are needed] that make homeowners keep their properties up."
- "We need to encourage homeowners to keep up their properties."
- "Existing walkways should be maintained by the city."

Health and Wellness

- "...providing health and exercise outlets to its residents would be progressive and very much appreciated. I have to drive to a different neighborhood and/or park in order to walk for exercise."
- "...our children have no real room to run and play which leads to much weight gain. ...children need a lot of exercise..."
- "Trees improve air quality."

"...leave some trees to cool down the summers and make clean air for us to breathe."

"Emphases are on rest, recreation, nature, enjoyment on the weekends. We have more bicycles than cars on our roads...It is a good thing!!!!"

Infill Development

- "...concentrate on revitalization and rebuilding older areas of the city."
- "[I am concerned about the] deterioration of neighborhoods."
- "[Redevelopment] to improve the quality of what is already in place is an excellent thing..."

Community and Neighborhoods

"...when I was a child there was a movie theater, grocery store, post office, library, community center, band concerts, high school parades, ice cream and candy shops, and all the schools were centralized. I know we can't go back in time, but the joy and security of knowing your neighbors, because you had opportunities to interact with them, was wonderful."

"We are losing our community closeness."

"I like to see subdivisions that have a community feel."

"Prefer a community that has a solid traditional look which blends in with the environment and landscape for the area. Prefer one that has long-lasting durable qualities and not faddish or temporary looking. Should be comfortable and relaxing, with a sense of openness and accessibility. Should be attractive to all age groups and represent a unique flavor to our community."

"Build affordable communities."

"(Develop) walkable communities with mixed use and a cohesive look – this isn't a modern place, it's comfortable and welcoming."

"...better connections, both vehicular and pedestrian, between neighborhoods."

"Education is the basis of a thriving community, regardless of the size of that community."

"...develop a series of 'neighborhoods.' Places where people could meet their basic needs for food, entertainment, etc within walking/biking distance."

"I would love to see more large trees being planted in Chesapeake neighborhoods."

"[I prefer] neighborhoods with a variety of building styles."

Affordable Housing and Schools

"It would be nice to be able to afford a home in a nice area in a good school district."

"What might be affordable to a more established older person is not the same as affordable to the young adults."

"Houses should be smaller and more affordable."

Safety

"My children can't safely get to a store to even get a candy bar."

"...safe places for kids to play and learn, more community centers for kids to hang out, enjoy the outdoors, especially after school and on Friday evenings."

"More sidewalks are needed, it is dangerous for children and adults riding bicycles, and walking, especially on narrow streets."

"I ABSOLUTELY love the idea of wide, winding sidewalks within the new developments. It's safer for the kids, residents (particularly those in wheelchairs), and pets."

"Curbing in all neighborhoods and sidewalks would help with the safety of children in neighborhoods."

"More lighting."

"...brighter street lights..."

"...with [the] price of gas more people would bike 1-3 miles to a store, but most would be run over by cars."

"...establish SAFE cycling lanes."

"While I understand the value of roadway aesthetics, safety is paramount."

"The area is also way too dark, can't read street signs and some stop signs are obstructed by vehicles parked too close to the corner."

"Clean up the crime in our neighborhoods, and get rid of drugs, gangs and pollution."

"...the lights are so far apart, and there are no crosswalks..."

"I will not walk to the library because I am afraid I will be hit by a car. I understand that walk buttons and signs must be expensive, but with the rise in assessments, surely the city can consider it. At the very least, some paint to make crosswalks would go a long way toward making the streets safer."

The Pedestrian Environment

"There should be more walkable community space."

"Chesapeake does not...include public sidewalks in its new road development plans. Chesapeake is sorely lacking in this department and is definitely not a pedestrian-friendly city."

"...more pedestrian-friendly features."

"Encourage retail/shopping areas which promote parking and walking to individual stores."

"Would like some places to go shopping that I could walk too, including movies, restaurants, parks, etc."

"I crave a sidewalk closer to home."

Land Use

"I miss local mom & pop neighborhood stores and farmers markets."

"Fewer strips like shopping centers, more small shops."

"Please consider keeping the residential sections zoned for residential and not mixing commercial or light industrial w/in them. Great Bridge Blvd... used to be quaint and had commercial properties at either end of Battlefield & Dominion - with a middle section for commercial property that was to help give the River Walk residents easy access to some services (e.g., doctor's offices, etc since the assisted living facility was in the area). Now Great Bridge Blvd has a mix of residential w/ commercial and warehouse properties right next door to newly developed communities."

"The area along the water on both sides of the Great Bridge would be improved by adding small shops and restaurants that could be accessed by walking only."

"[Provide] mixed income housing."

"Integrate shopping and living areas."

"[Locate] commercial within a 5 minute walk of most neighborhoods."

"Please try to avoid ugly clustering of townhouses."

"Neighborhood impressions are important. It's not impressive to see a single-family home built beside a storage facility, followed by a bait-n-tackle box next to a 4-plex and a few more single-family homes."

"We could use more support from the city – and more money – to improve services to the community – we need community-sustaining businesses (supermarkets, etc.) not more hair & nail salons & pawn shops."

"...South Norfolk...needs a video store, an upscale restaurant, massive home remodeling..."

"Our grand old homes, restoration dollars and need for more local short trips for necessities and small luxuries make our area a prime candidate for a thriving downtown with varied business enterprises for all income levels. Remember the small towns of the 1950's?"

"My Dream: Each neighborhood should be close to schools, library, grocery stores, doctor's offices, place of worship, park and ideally place of work in a nature environment with walking/biking access to all these places."

Streetscape

"community-centered neighborhoods with front porches facing walkways with streets, trash cans and garages in back of the homes."

"In this area sidewalks are important."

"...Sidewalks and front yard picket fences."

"Wide sidewalks..."

"...Chesapeake needs large hardwood trees – obviously this is not an over-night possibility for change, but please consider planting lots of oaks, elms, sycamores, etc., along streets."

"Bushes and trees are good screens – less walls."

"[Add] brick accents on sidewalk corners to break up the white concrete."

"[Install] modern or old fashioned street lights like the ones in northern VA urban retail areas."

Open Space and Recreation Facilities

"More parks, one for every neighborhood."

"...more natural places, (parks, paths, etc)."

"Keep as much open spaces in neighborhoods and shopping areas as possible. Have sidewalk seats or cafes in shopping areas."

"...water parks..."

"...more bike and walking trails."

"Paved bike trails, along waterways if possible."

"We need new parks with playgrounds."

"Create recreation centers with pools."

"...municipal swimming pools and golf courses..."
dog parks

"small basketball/baseball areas"

"LARGE NATURAL areas for children to experience (vs. schoolyard/competitive atmospheres and TV/computer obsessions)."

"...concentrated housing needs small parks with open space and play areas like Lakeside Park."

"...low-income areas need community pools, but so do higher income areas."

"More areas like Northwest River Park are sorely needed."

"Clean up our river-fronts for parks - Jordan Bridge and Great Bridge Locks parks are good examples."

"...a town boating/aquatic center to support kayaking, high school and club rowing along the canal."

"more neighborhood parks"

"walking/biking trails"

"bike and hiking trails"

Site Planning

"Set houses, condos and apartments at least twenty five feet back from the road and between units."

"I'd like to see new housing areas that have offset setbacks instead of common 30' and boring rows of houses and cul-de-sacs. I've seen TV shows that feature beautiful curved streets with different set-backs which make's more privacy for each person."

"...houses [are] too close to major roads..."

"...15000 SF minimum lot size for single family homes (vs. VA Beach 10000 SF)..."

"Discourage 3,000+ sq. ft. houses on quarter acre lots."

Architecture

"We need to keep the architecture in tune with the natural landscape that makes our city so beautiful."

"No more monumental 'City Hall' conglomerations. That just does not fit the landscape."

"The buildings are ugly."

"I hate homes where the first and biggest thing that you see are the garages out front or as I call them ---garage facades. A garage isn't beautiful like windows and doors..."

"I... don't like neighborhoods with four or less models and 30 houses built with one of the four plans---BORING!"

"I chose my house because I liked it. It was not designed by the city. Restrictions were imposed by the developer (owner) not the city. It is outrageous that we have government involved in dealing with aesthetic issues, even with "input" from a small group of citizens. How did we ever reach this point???? Who asked the government to be involved in this manner?"

"Don't mind condos but please always have a garage."

"Chesapeake is losing its charm fast with the same old architecture everywhere you look, 3 or 4 peak brick homes..."

"Less cookie cutter houses."

"Stay away from modern architecture!!"

"I think Chesapeake needs to bring in the new without changing the Old Colonial Style."

"[I prefer] shopping centers in the style of Virginia Beach by Nimmo Pkwy, Princess Anne Road area. This is a very nice design and includes a Wal-Mart and Home Depot that are tastefully done."

"...what about considering earth homes, solar homes?"

"Choose classy architecture that will stand the test of time."

"[Establish an] Architectural Committee to review new construction."

Historic Preservation

"When improving our city we need to keep some of our older look..."

"I am eager to see improvements in South Norfolk, both residential and commercial, provided that the character of the neighborhood is maintained (small town feel, architecture, etc.)."

"Please don't ruin South Norfolk with architectural styles that do not fit in with those that exist already within the historic district."

"South Norfolk has significant and unique architectural features and deserves more attention and effort at preservation. Once the historical/ architectural fabric is compromised – it is gone forever."

"The historic district(s) should not have so many restrictions that people cannot afford to fix up their homes or build new ones."

Other Places Mentioned

Several respondents mentioned places that they like as potential models for mixed use areas in Chesapeake. These included:

Leesburg, VA
Charlottesville, VA.
Williamsburg, VA
Governor's Point in Suffolk, VA
Alexandria, VA
Reston, VA
Riverside County in California
Winchester Greens in Richmond, VA
Cedarburg, Wisconsin
The Fan District in Richmond, VA
Celebration, FL
The Ghent area in Norfolk, VA
Colonial Parkway in York County, VA

Several respondents mentioned places mentioned that they do not want Chesapeake to look or feel like:

Southern California
Los Angeles, CA
San Diego, CA
New York, NY
New Jersey
Columbia, Maryland
Virginia Beach, VA

"I've been in Chesapeake 14 years and there really is nothing I would brag about to friends in other cities. VA. B. has it all over us, in schools + services + recreation; we are the step child of VA. B."

However, some respondents mentioned the attractions that Virginia Beach has to offer its neighbors in Chesapeake.

Suggested Themes

"...always keep nature in mind when developing our city..."

"...a pleasant and enjoyable environment to live and work in..."

" * No Signage * Limit Concrete * Blend with Nature * "

Gateways

- "Great ideas for new parks and gateway signs."
- "Please keep the gateway going into Chesapeake from North Carolina country. This is a great feature for our city!"
- "Signs into the City need some more work."
- "Your border signs on 168 from North Carolina need much improvement."
- "Don't waste money making monuments."
- "The idea that Chesapeake needs some sort of symbol (like Norfolk's mermaids) or defining slogan seems silly to me. What do you think of when you see those mermaids anyway??? The CURRENT quality of life, with the exception of traffic, speaks for itself and needs no advertising. A big sign welcoming visitors to Chesapeake will not overcome any bad traffic experiences."
- "Don't worry about big fancy signs introducing the traveler to the fact they're in Chesapeake..."
- "...maintain the scenery surrounding the travel areas to represent a very clean and neat appearance."
- "I like the gateway idea especially the column-like structures, (B&D in #'s 20-21), but the columns shown look too modern and are not aesthetically pleasing."
- "I did not really like the suggestions for the gateways to the cities. I think there can be more creative and clean approaches to this."
- "When I enter Chesapeake I would like to see a brick sign to welcome me to the next city or state. I would like for there to be cut, green grass."
- "Place decorative plants near gateway signs."
- "The gateways to the city should have a flower garden surrounding the sign."
- "Gateway: 290B exit off of I-64 in the Volvo/ Battlefield intersection. This sets a tone for entering what folks really believe is Central Chesapeake."
- "Create a grand entranceway to each neighborhood. ...a brick wall lining the entire front on both sides and in the middle if a median exists."
- "Putting an excellent sign and/or attraction coming into Chesapeake from North Carolina (another state) would reap great benefits and it brings more excitement coming into our area. It also shows that we are proud of who we are."

Town Center

- "a very appealing and lucrative initiative for the city. I look forward to having a location close to my residence to attend in lieu of traveling to Down Town Norfolk or the Virginia Beach town Center. I hope there are at least some up-scale eating establishments in an around the center."
- "Create a strong town center, a multipurpose mixed-use development with retail, office, home, park..."
- "...would like a nice town center like [Virginia Beach] is building... The new modern look and feel of the Virginia Beach Town Center would make a great addition to Chesapeake and would highly increase the desirability of living here. "
- "I think it would be horrible to over-develop this city as Virginia Beach has done and bring in a Town Center when we can access those things in Norfolk and Virginia Beach."
- "Town Centers are good, but parking should be somewhere other than on the streets."
- "...plan building while preserving green spaces... develop healthy spaces to live, work and play. Healthy neighborhoods...with mixed use areas surrounded by preserved green spaces, pocket parks, farmers markets...connected by numerous walkways between areas and communities. Allowing bike and walking paths along all areas...encourage people to get out and walk or bike to work, play and go to school in a safe and enjoyable manner. Chesapeake would become one of the best places to live, work and play by encouraging daily activities among its residents. It is going to take more than individual efforts to help change the current American trends toward healthier lifestyles and increasing obesity. Walking to school and work would again become a way of life if new neighborhoods were required to ensure parks for children and adults with safe sidewalks and bike paths connecting all surrounding areas. Chesapeake would become a place that others would flock to live and no one would want to leave such a beautiful place to live."
- "Create a strong town center, multipurpose mixed-use development with retail, office, home, park"
- "Don't need a Town Center."

New Development

- "[We need] proper and responsible development."
- "[Our area] could have benefited from an overall design that required developers to introduce buildings that would reflect a 'small town' atmosphere."
- "Require all developers to underground utilities, put in sidewalks, landscape front yards and pay for additional police, fire, schools and city services that will be impacted by new developments."
- "All new developments should provide sidewalks..."
- "All of the large trees that are cleared in order to build should be replaced by the developer...if not in the same development, then in city-owned locations, including schools and parks."
- "Clear cutting to build should be discouraged, and leaving as many large trees in a development as possible, rewarded."
- "Require developers to install large street-side trees and leave treed areas within neighborhoods."
- "Please insist that developers are more mindful of our historic heritage when it comes to planning."
- "[Require] front yards that are fully planted, including several trees."
- "Builders should be required to either build schools with their subdivisions or contribute a significant amount to a fund for new schools. Why should our children's education suffer for the profits of builders?"
- "Please do not allow builders to take over all our pretty farm land."
- "Builders should build family homes costing \$200,000.00 with children's recreation areas with trees."
- "Too many cities let developers dictate the appearance..., resulting in a lack of architectural character and attractive streetscapes."

Comments On The Survey

"I'm glad you're doing this now. It is unfortunate this was not done 10-15 years ago."

"I'm glad to have the opportunity to participate in the survey. I will keep checking the website for updates. Our city needs improvement in the way it presents itself. Hope this effort results in changes. Thank you."

"I applaud your efforts to try to figure out what the residents' preferences are as far as the look of future developments."

"It is nice that the city is providing surveys to Chesapeake residents and including our opinions on the future 'look' of the city."

"There are some great ideas presented here. Thank you for the opportunity to participate."

"FABULOUS...I'm so glad to see a survey like this!"

"Nice job in preparing this survey."

"GREAT IDEA and survey - allowing us to have some input. Will we be able to see any results as to the result of the survey?"

"Thanks for asking for our opinion!"

"Thanks for the opportunity to give input!"

"There are some great ideas presented here. Thank you for the opportunity to participate."

"I think a lot of these examples would be great for our city."

"I appreciate the opportunity to review and vote for the future of my city."

"Keep up the good work, moving Chesapeake in the right direction."

"...you are on the right track. This visual survey is great! Keep it up!"

"Thanks for the opportunity to participate in this next phase!!! I'm excited for Chesapeake."

"Appreciate the survey and look forward to the results"

"This was fun; thank you for asking."

"I hope you really use this survey to do what the people want and don't just pretend to care."

"You have not included any reference to cultural arts preferences in this survey."

"For the survey, you may want to give a little description about each of the choices in each category so that we know the look you are asking about in each picture. You may also want to give cost differentials within each category as we would not want to raise our taxes substantially for frivolous amenities and it would influence our final choice."

"I think while planning for the new city suggestions, you need to give the citizens a better view of what you are asking for, as well as take into consideration the photos you have displayed are not the best you could have done. Please re-think this through, and give the citizens a better look at what currently is out there in other cities, and give the same point of view on each photo, because as we all know, you can switch any photo around to make someone think it 'looks' better."

"What a waste of the City's money. Picture surveys can't be reliable. Questions with multiple answers would be a more accurate picture."

"You would get a lot better qualified input if you asked questions and had multiple choice answers instead of silly pictures which are too easily confusing to most."

"... I don't think the [survey] results will be an accurate reflection of community opinion."

"Survey is too long. Break into smaller pieces, and have at different times."

Citizens' Questions For The City

"What are you doing with the empty lot at Poindexter and Bainbridge?"

"I am very concerned that when plans are submitted to the Planning Commission and are approved - and have had the public input prior to approval - that if the developer changes the materials to the building, or changes the footprint to build the structure, the residents are not informed and then have no recourse with the Planning Council, etc. to express their concerns. When the new property is constructed of a material that was not represented when proposed and includes signage that is 100% opposite of what was presented, the residents / taxpayers feel as if they are not really important to the success of Chesapeake's ... that the developers have the upper hand. If a plan is presented and approved, the developer and property owner should be held responsible for delivering the product as originally presented, in my opinion - or another hearing should occur. What recourse does a property owner have once a structure has been built and does not reflect the original (approved) proposal? I truly don't know and would like to know what one can do."

"I'd like to see the area's along George Washington hwy /military hwy heading to Portsmouth cleaned up. It seems that all of ches is getting a face lift with the exception of that particular area. Are there any plans for changes in that area/if so when?"