

Observations of Slides from Community Image Survey – Town of Peru

Common Characteristics of Negative Slides:

- Large, complex signs having multiple businesses advertised on one sign.
- Parcels have large expanses of pavement between road and building
- Long to excessive setbacks of structures
- Multi-lane roads
- Lack of street trees
- Landscaping not apparent
- Typical franchised buildings that are common
- Pedestrian system unapparent, car oriented images
- Multi-family housing complexes
- Treeless subdivisions, subdivisions with repeating housing styles, garages oriented towards street

Mixed Results (equal number of people rating negative and positive resulting in “0” average score):

- Conventional Subdivision (most of the subdivision slides fell in this mixed result category) – all had lack of shade trees, no sidewalks, houses built on obvious former open field.
- Single-family residences set in middle of open field or large expanse of grass
- Some of the stand-alone commercial buildings such as CVS, Wendy’s, etc. (most were characterized by parking in front, lack of landscaping, no shade trees, large signs)
- Many of the scenes had structures that when close up- were rated positively, but taken into context with the entire sites setting, received mixed results. These slides typically had longer setbacks, no sidewalks, little or no landscaping, lots of parking and a view of asphalt between structure and road.
- Multi-family apartments, town house styles, etc.

Common Characteristics of Positive Slides:

- Ample shade trees and highly apparent landscaping
- Buildings have shallow setbacks from road
- Signs smaller and lower, and/or attached to buildings
- Sidewalks visible in slide
- Narrow roads, country roads
- Tree-lined streets
- Commercial buildings are of traditional “downtown” style (multi-story, brick and flat-topped) and house-like in appearance 0
- Buildings of traditional architecture
- Houses closer together with garages typically setback from main structure
- Houses with large trees screening substantially from road
- All scenes showing farmland, undeveloped natural areas, orchards

Slides from Peru

Characteristics of Negative Slides:

- Backside of Tops Grocery (lack of windows, doors, factory-like) as seen from street
- Complex of road signs along road (road side clutter)
- Franchise buildings
- Streets and buildings with lack of landscaping or apparent pedestrian system

Mixed Results (equal number of people rating negative and positive resulting in "0" score):

- Front of Tops Store from parking lot
- Post Office
- Long scene of Bear Swamp Road
- Mobil Mart
- Hamlet residential street

Characteristics of Positive Slides:

- Hamlet downtown area (received higher scores than commercial areas on Bear Swamp Road)
- Hamlet downtown hardware store
- Heyworth Building – historic
- All scenes of open space and orchards (especially open spaces with mountains in background)
- Single well-designed sign seen as stand alone (no other signs visible) (they like the design of individual sign, but not the clutter of seeing multiple signs)
- Residential streets having large trees screening structures (including new homes screened by apple trees)
- Gazebo
- Church near gazebo