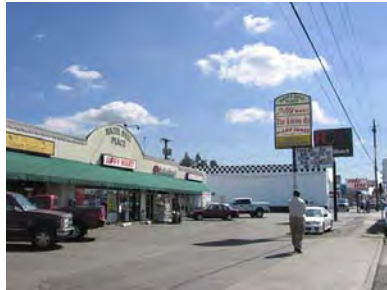


**First Impressions: The Good, the Bad, and the Ugly? For each image below, please select either: Fantastic, Desirable, Neutral, or No way would you like to see similar development designs along Highway 99.**

Commercial



Answer Options	Response Percent	Response Count
Fantastic!	0.00%	0
Desirable.	3.00%	3
Neutral.	25.70%	26
No Way!	72.30%	73
answered question		101
skipped question		22



Answer Options	Response Percent	Response Count
Fantastic!	4.10%	4
Desirable.	33.70%	33
Neutral.	37.80%	37
No Way!	25.50%	25
answered question		98
skipped question		25



Answer Options	Response Percent	Response Count
Fantastic!	4.10%	4
Desirable.	38.80%	38
Neutral.	45.90%	45
No Way!	12.20%	12
answered question		98
skipped question		25



Answer Options	Response Percent	Response Count
Fantastic!	37.80%	37
Desirable.	50.00%	49
Neutral.	11.20%	11
No Way!	1.00%	1
answered question		98
skipped question		25



Answer Options	Response Percent	Response Count
Fantastic!	6.10%	6
Desirable.	46.90%	46
Neutral.	37.80%	37
No Way!	10.20%	10
answered question		98
skipped question		25



Answer Options	Response Percent	Response Count
Fantastic!	9.30%	9
Desirable.	59.80%	58
Neutral.	23.70%	23
No Way!	8.20%	8
answered question		97
skipped question		26



Answer Options	Response Percent	Response Count
Fantastic!	27.80%	27
Desirable.	44.30%	43
Neutral.	24.70%	24
No Way!	4.10%	4
answered question		97
skipped question		26



Answer Options	Response Percent	Response Count
Fantastic!	56.60%	56
Desirable.	33.30%	33
Neutral.	9.10%	9
No Way!	2.00%	2
answered question		99
skipped question		24



Answer Options	Response Percent	Response Count
Fantastic!	4.00%	4
Desirable.	29.30%	29
Neutral.	44.40%	44
No Way!	23.20%	23
answered question		99
skipped question		24



Answer Options	Response Percent	Response Count
Fantastic!	51.50%	50
Desirable.	43.30%	42
Neutral.	6.20%	6
No Way!	0.00%	0
answered question		97
skipped question		26



Answer Options	Response Percent	Response Count
Fantastic!	0.00%	0
Desirable.	22.20%	22
Neutral.	42.40%	42
No Way!	36.40%	36
	answered question	99
	skipped question	24



Answer Options	Response Percent	Response Count
Fantastic!	0.00%	0
Desirable.	2.00%	2
Neutral.	15.20%	15
No Way!	83.80%	83
	answered question	99
	skipped question	24



Answer Options	Response Percent	Response Count
Fantastic!	36.40%	36
Desirable.	44.40%	44
Neutral.	16.20%	16
No Way!	4.00%	4
	answered question	99
	skipped question	24



Answer Options	Response Percent	Response Count
Fantastic!	2.10%	2
Desirable.	11.30%	11
Neutral.	51.50%	50
No Way!	36.10%	35
	answered question	97
	skipped question	26



Answer Options	Response Percent	Response Count
Fantastic!	44.90%	44
Desirable.	48.00%	47
Neutral.	7.10%	7
No Way!	1.00%	1
	answered question	98
	skipped question	25



Answer Options	Response Percent	Response Count
Fantastic!	0.00%	0
Desirable.	5.10%	5
Neutral.	28.30%	28
No Way!	67.70%	67
	answered question	99
	skipped question	24



Answer Options	Response Percent	Response Count
Fantastic!	6.10%	6
Desirable.	47.50%	47
Neutral.	40.40%	40
No Way!	7.10%	7
	answered question	99
	skipped question	24



Answer Options	Response Percent	Response Count
Fantastic!	6.20%	6
Desirable.	46.40%	45
Neutral.	40.20%	39
No Way!	8.20%	8
	answered question	97
	skipped question	26



Answer Options	Response Percent	Response Count
Fantastic!	60.20%	59
Desirable.	32.70%	32
Neutral.	7.10%	7
No Way!	1.00%	1
	answered question	98
	skipped question	25



Answer Options	Response Percent	Response Count
Fantastic!	22.20%	22
Desirable.	55.60%	55
Neutral.	20.20%	20
No Way!	3.00%	3
	answered question	99
	skipped question	24



Answer Options	Response Percent	Response Count
Fantastic!	0.00%	0
Desirable.	8.30%	8
Neutral.	45.80%	44
No Way!	46.90%	45
	answered question	96
	skipped question	27



Answer Options	Response Percent	Response Count
Fantastic!	17.50%	17
Desirable.	44.30%	43
Neutral.	32.00%	31
No Way!	7.20%	7
	answered question	97
	skipped question	26



Answer Options	Response Percent	Response Count
Fantastic!	4.20%	4
Desirable.	44.80%	43
Neutral.	42.70%	41
No Way!	9.40%	9
	answered question	96
	skipped question	27



Answer Options	Response Percent	Response Count
Fantastic!	15.60%	15
Desirable.	51.00%	49
Neutral.	29.20%	28
No Way!	5.20%	5
	answered question	96
	skipped question	27

Mixed Use



Answer Options	Response Percent	Response Count
Fantastic!	0.00%	0
Desirable.	14.40%	14
Neutral.	45.40%	44
No Way!	41.20%	40
	answered question	97
	skipped question	26



Answer Options	Response Percent	Response Count
Fantastic!	29.60%	29
Desirable.	54.10%	53
Neutral.	12.20%	12
No Way!	5.10%	5
answered question		98
skipped question		25



Answer Options	Response Percent	Response Count
Fantastic!	23.50%	23
Desirable.	40.80%	40
Neutral.	31.60%	31
No Way!	5.10%	5
answered question		98
skipped question		25



Answer Options	Response Percent	Response Count
Fantastic!	21.40%	21
Desirable.	46.90%	46
Neutral.	30.60%	30
No Way!	2.00%	2
answered question		98
skipped question		25



Answer Options	Response Percent	Response Count
Fantastic!	6.10%	6
Desirable.	36.70%	36
Neutral.	40.80%	40
No Way!	17.30%	17
answered question		98
skipped question		25



Answer Options	Response Percent	Response Count
Fantastic!	4.10%	4
Desirable.	31.60%	31
Neutral.	48.00%	47
No Way!	17.30%	17
answered question		98
skipped question		25



Answer Options	Response Percent	Response Count
Fantastic!	25.50%	25
Desirable.	53.10%	52
Neutral.	17.30%	17
No Way!	5.10%	5
answered question		98
skipped question		25



Answer Options	Response Percent	Response Count
Fantastic!	17.30%	17
Desirable.	55.10%	54
Neutral.	23.50%	23
No Way!	5.10%	5
answered question		98
skipped question		25



Answer Options	Response Percent	Response Count
Fantastic!	9.40%	9
Desirable.	37.50%	36
Neutral.	50.00%	48
No Way!	4.20%	4
answered question		96
skipped question		27



Answer Options	Response Percent	Response Count
Fantastic!	0.00%	0
Desirable.	6.10%	6
Neutral.	59.20%	58
No Way!	35.70%	35
answered question		98
skipped question		25



Answer Options	Response Percent	Response Count
Fantastic!	15.30%	15
Desirable.	39.80%	39
Neutral.	39.80%	39
No Way!	6.10%	6
answered question		98
skipped question		25



Answer Options	Response Percent	Response Count
Fantastic!	15.50%	15
Desirable.	56.70%	55
Neutral.	26.80%	26
No Way!	2.10%	2
answered question		97
skipped question		26



Answer Options	Response Percent	Response Count
Fantastic!	26.50%	26
Desirable.	46.90%	46
Neutral.	24.50%	24
No Way!	3.10%	3
answered question		98
skipped question		25



Answer Options	Response Percent	Response Count
Fantastic!	11.30%	11
Desirable.	38.10%	37
Neutral.	42.30%	41
No Way!	9.30%	9
answered question		97
skipped question		26

Residential



Answer Options	Response Percent	Response Count
Fantastic!	0.00%	0
Desirable.	4.10%	4
Neutral.	33.00%	32
No Way!	63.90%	62
answered question		97
skipped question		26



Answer Options	Response Percent	Response Count
Fantastic!	14.60%	14
Desirable.	56.30%	54
Neutral.	22.90%	22
No Way!	7.30%	7
answered question		96
skipped question		27





Answer Options	Response Percent	Response Count
Fantastic!	39.10%	36
Desirable.	46.70%	43
Neutral.	10.90%	10
No Way!	4.30%	4
answered question		92
skipped question		31



Answer Options	Response Percent	Response Count
Fantastic!	27.20%	25
Desirable.	50.00%	46
Neutral.	19.60%	18
No Way!	4.30%	4
answered question		92
skipped question		31



Answer Options	Response Percent	Response Count
Fantastic!	4.40%	4
Desirable.	1.10%	1
Neutral.	38.50%	35
No Way!	57.10%	52
answered question		91
skipped question		32



Answer Options	Response Percent	Response Count
Fantastic!	30.40%	28
Desirable.	57.60%	53
Neutral.	9.80%	9
No Way!	3.30%	3
answered question		92
skipped question		31



Answer Options	Response Percent	Response Count
Fantastic!	1.10%	1
Desirable.	15.90%	14
Neutral.	56.80%	50
No Way!	27.30%	24
answered question		88
skipped question		35



Answer Options	Response Percent	Response Count
Fantastic!	16.90%	15
Desirable.	58.40%	52
Neutral.	23.60%	21
No Way!	2.20%	2
	answered question	89
	skipped question	34



Answer Options	Response Percent	Response Count
Fantastic!	18.90%	17
Desirable.	58.90%	53
Neutral.	22.20%	20
No Way!	1.10%	1
	answered question	90
	skipped question	33



Answer Options	Response Percent	Response Count
Fantastic!	12.00%	11
Desirable.	42.40%	39
Neutral.	37.00%	34
No Way!	9.80%	9
	answered question	92
	skipped question	31



Answer Options	Response Percent	Response Count
Fantastic!	13.00%	12
Desirable.	54.30%	50
Neutral.	26.10%	24
No Way!	7.60%	7
	answered question	92
	skipped question	31



Answer Options	Response Percent	Response Count
Fantastic!	20.90%	19
Desirable.	63.70%	58
Neutral.	14.30%	13
No Way!	2.20%	2
	answered question	91
	skipped question	32



Answer Options	Response Percent	Response Count
Fantastic!	8.80%	8
Desirable.	46.20%	42
Neutral.	37.40%	34
No Way!	8.80%	8
answered question		91
skipped question		32



Answer Options	Response Percent	Response Count
Fantastic!	0.00%	0
Desirable.	6.60%	6
Neutral.	51.60%	47
No Way!	42.90%	39
answered question		91
skipped question		32



Answer Options	Response Percent	Response Count
Fantastic!	12.10%	11
Desirable.	50.50%	46
Neutral.	31.90%	29
No Way!	6.60%	6
answered question		91
skipped question		32



Answer Options	Response Percent	Response Count
Fantastic!	1.10%	1
Desirable.	25.30%	23
Neutral.	59.30%	54
No Way!	15.40%	14
answered question		91
skipped question		32



Answer Options	Response Percent	Response Count
Fantastic!	1.10%	1
Desirable.	25.30%	23
Neutral.	59.30%	54
No Way!	15.40%	14
answered question		91
skipped question		32



Answer Options	Response Percent	Response Count
Fantastic!	0.00%	0
Desirable.	3.30%	3
Neutral.	34.10%	31
No Way!	63.70%	58
	answered question	91
	skipped question	32



Answer Options	Response Percent	Response Count
Fantastic!	6.70%	6
Desirable.	14.60%	13
Neutral.	44.90%	40
No Way!	34.80%	31
	answered question	89
	skipped question	34



Answer Options	Response Percent	Response Count
Fantastic!	1.10%	1
Desirable.	1.10%	1
Neutral.	17.80%	16
No Way!	81.10%	73
	answered question	90
	skipped question	33



Answer Options	Response Percent	Response Count
Fantastic!	25.60%	23
Desirable.	58.90%	53
Neutral.	13.30%	12
No Way!	3.30%	3
	answered question	90
	skipped question	33



Answer Options	Response Percent	Response Count
Fantastic!	23.10%	21
Desirable.	48.40%	44
Neutral.	26.40%	24
No Way!	3.30%	3
	answered question	91
	skipped question	32



Answer Options	Response Percent	Response Count
Fantastic!	1.10%	1
Desirable.	1.10%	1
Neutral.	19.60%	18
No Way!	79.30%	73
answered question		92
skipped question		31



Answer Options	Response Percent	Response Count
Fantastic!	7.70%	7
Desirable.	54.90%	50
Neutral.	30.80%	28
No Way!	7.70%	7
answered question		91
skipped question		32

Trails, Public Spaces, Amenities



Answer Options	Response Percent	Response Count
Fantastic!	46.70%	42
Desirable.	52.20%	47
Neutral.	2.20%	2
No Way!	0.00%	0
answered question		90
skipped question		33



Answer Options	Response Percent	Response Count
Fantastic!	60.40%	55
Desirable.	37.40%	34
Neutral.	3.30%	3
No Way!	0.00%	0
answered question		91
skipped question		32



Answer Options	Response Percent	Response Count
Fantastic!	36.30%	33
Desirable.	47.30%	43
Neutral.	16.50%	15
No Way!	1.10%	1
answered question		91
skipped question		32



Answer Options	Response Percent	Response Count
Fantastic!	1.10%	1
Desirable.	0.00%	0
Neutral.	6.50%	6
No Way!	93.50%	86
	answered question	92
	skipped question	31



Answer Options	Response Percent	Response Count
Fantastic!	37.00%	34
Desirable.	55.40%	51
Neutral.	8.70%	8
No Way!	0.00%	0
	answered question	92
	skipped question	31



Answer Options	Response Percent	Response Count
Fantastic!	23.90%	22
Desirable.	40.20%	37
Neutral.	25.00%	23
No Way!	12.00%	11
	answered question	92
	skipped question	31



Answer Options	Response Percent	Response Count
Fantastic!	14.30%	13
Desirable.	50.50%	46
Neutral.	26.40%	24
No Way!	9.90%	9
	answered question	91
	skipped question	32



Answer Options	Response Percent	Response Count
Fantastic!	57.10%	52
Desirable.	38.50%	35
Neutral.	5.50%	5
No Way!	0.00%	0
	answered question	91
	skipped question	32



Answer Options	Response Percent	Response Count
Fantastic!	11.00%	10
Desirable.	58.20%	53
Neutral.	28.60%	26
No Way!	3.30%	3
answered question		91
skipped question		32



Answer Options	Response Percent	Response Count
Fantastic!	4.40%	4
Desirable.	36.30%	33
Neutral.	47.30%	43
No Way!	13.20%	12
answered question		91
skipped question		32



Answer Options	Response Percent	Response Count
Fantastic!	16.50%	15
Desirable.	52.70%	48
Neutral.	28.60%	26
No Way!	3.30%	3
answered question		91
skipped question		32



Answer Options	Response Percent	Response Count
Fantastic!	12.20%	11
Desirable.	45.60%	41
Neutral.	40.00%	36
No Way!	3.30%	3
answered question		90
skipped question		33

Wall Treatments



Answer Options	Response Percent	Response Count
Fantastic!	2.20%	2
Desirable.	12.10%	11
Neutral.	57.10%	52
No Way!	29.70%	27
answered question		91
skipped question		32



Answer Options	Response Percent	Response Count
Fantastic!	0.00%	0
Desirable.	6.50%	6
Neutral.	39.10%	36
No Way!	55.40%	51
	answered question	92
	skipped question	31



Answer Options	Response Percent	Response Count
Fantastic!	24.20%	22
Desirable.	59.30%	54
Neutral.	16.50%	15
No Way!	1.10%	1
	answered question	91
	skipped question	32

Signs



Answer Options	Response Percent	Response Count
Fantastic!	1.10%	1
Desirable.	0.00%	0
Neutral.	9.80%	9
No Way!	90.20%	83
	answered question	92
	skipped question	31



Answer Options	Response Percent	Response Count
Fantastic!	0.00%	0
Desirable.	6.70%	6
Neutral.	37.80%	34
No Way!	56.70%	51
	answered question	90
	skipped question	33



Answer Options	Response Percent	Response Count
Fantastic!	6.60%	6
Desirable.	48.40%	44
Neutral.	34.10%	31
No Way!	12.10%	11
	answered question	91
	skipped question	32





Answer Options	Response Percent	Response Count
Fantastic!	0.00%	0
Desirable.	3.40%	3
Neutral.	24.70%	22
No Way!	71.90%	64
	answered question	89
	skipped question	34



Answer Options	Response Percent	Response Count
Fantastic!	3.40%	3
Desirable.	46.10%	41
Neutral.	38.20%	34
No Way!	12.40%	11
	answered question	89
	skipped question	34



Answer Options	Response Percent	Response Count
Fantastic!	0.00%	0
Desirable.	0.00%	0
Neutral.	21.10%	19
No Way!	78.90%	71
	answered question	90
	skipped question	33



Answer Options	Response Percent	Response Count
Fantastic!	1.10%	1
Desirable.	27.30%	24
Neutral.	56.80%	50
No Way!	14.80%	13
	answered question	88
	skipped question	35



Answer Options	Response Percent	Response Count
Fantastic!	0.00%	0
Desirable.	19.10%	17
Neutral.	60.70%	54
No Way!	20.20%	18
	answered question	89
	skipped question	34



Answer Options	Response Percent	Response Count
Fantastic!	0.00%	0
Desirable.	14.40%	13
Neutral.	58.90%	53
No Way!	26.70%	24
	answered question	90
	skipped question	33



Answer Options	Response Percent	Response Count
Fantastic!	8.90%	8
Desirable.	47.80%	43
Neutral.	34.40%	31
No Way!	8.90%	8
	answered question	90
	skipped question	33



Answer Options	Response Percent	Response Count
Fantastic!	5.70%	5
Desirable.	45.50%	40
Neutral.	43.20%	38
No Way!	5.70%	5
	answered question	88
	skipped question	35



Answer Options	Response Percent	Response Count
Fantastic!	10.10%	9
Desirable.	56.20%	50
Neutral.	32.60%	29
No Way!	1.10%	1
	answered question	89
	skipped question	34



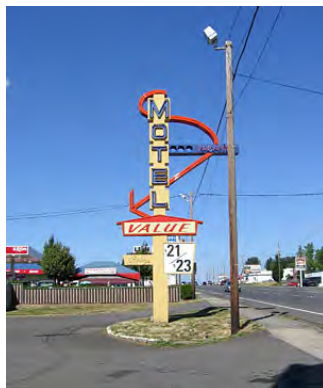
Answer Options	Response Percent	Response Count
Fantastic!	17.80%	16
Desirable.	55.60%	50
Neutral.	26.70%	24
No Way!	0.00%	0
	answered question	90
	skipped question	33



Answer Options	Response Percent	Response Count
Fantastic!	18.00%	16
Desirable.	37.10%	33
Neutral.	38.20%	34
No Way!	6.70%	6
answered question		89
skipped question		34



Answer Options	Response Percent	Response Count
Fantastic!	21.10%	19
Desirable.	55.60%	50
Neutral.	21.10%	19
No Way!	2.20%	2
answered question		90
skipped question		33



Answer Options	Response Percent	Response Count
Fantastic!	1.10%	1
Desirable.	1.10%	1
Neutral.	11.10%	10
No Way!	86.70%	78
answered question		90
skipped question		33

## Key Findings

- Encourage development that provides a sense of place and a feeling of community.
- Encourage pedestrian-oriented development.
- Provide progressive mixed use.
- Promote cohesive site design that integrates uses.
- Provide efficient use of public services and facilities.
- Reduce traditional big-box design.
- Promote monument signs.
- Promote walking paths and open spaces.
- Introduce design elements that encourage developments reflective of positive images.