



CITY OF BROWNFIELD

2006 COMPREHENSIVE PLAN

**APPENDIX A: VISUAL CHARACTER SURVEY (VCS) –
OVERVIEW AND ANALYSIS**

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Introduction

A Visual Character Survey (VCS) is a technique where respondents are asked to score a series of photographs (images) based on their preferences with regard to what they find to be visually preferable. The images illustrate various aspects of the developed environment. The VCS is an effective method of receiving attitudinal, aesthetic-based input, since the survey allows respondents the ability to view real-world examples of developed areas and elements. The VCS, consisting of 105 images, was administered to the Comprehensive Planning Advisory Committee (CPAC) on May 31, 2005.

The various subjects presented in the VCS were the following:

- Multiple-family development;
- Manufactured home development;
- Single-family development;
- Residential driveways and garages;
- Residential screening;
- Community gateway features;
- Median designs for highways;
- Open storage screening;
- Nonresidential screening (refuse containers);
- Retail/office/commercial development;
- Signage; and
- Downtown area.

Respondents were asked to rate 105 images that related to these subjects according to the following scale:

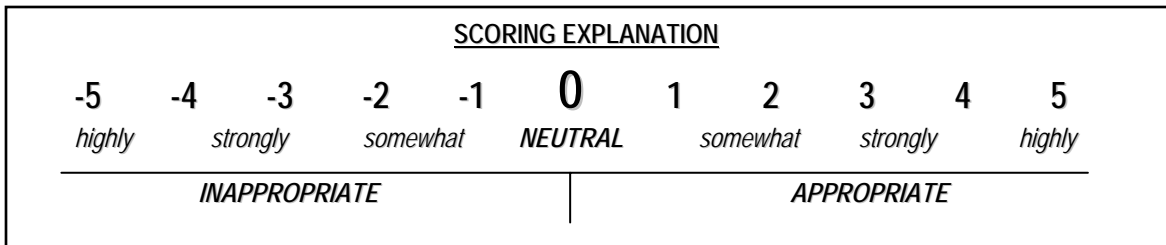


Illustration A-1
Visual Character Survey – Scoring Scale

Respondents were asked to consider several questions about each image as they rated them:

- Do I like or dislike the image?
- By what value [or rating] do I like or dislike it?
- Is it appropriate or inappropriate for Brownfield?

Two primary statistics were used to evaluate the results of the VCS: the average score of each image and the standard deviation (abbreviated as “S. Deviation”) that resulted from the scoring of each image. Standard deviation is a measure of how widely values are dispersed from the average value (the mean)^{A-1}, or in other words, how tightly various values are clustered around the average in a set of data^{A-2}. The images below graphically

²⁻¹ Microsoft Excel calculation description.

²⁻² Niles, Robert. *Standard Deviation*. Journalism.org website.

depict the concept of high and low standard deviation. In the case of the VCS images, standard deviation can be described as a measurement of the consistency or inconsistency in individual responses to a specific image.

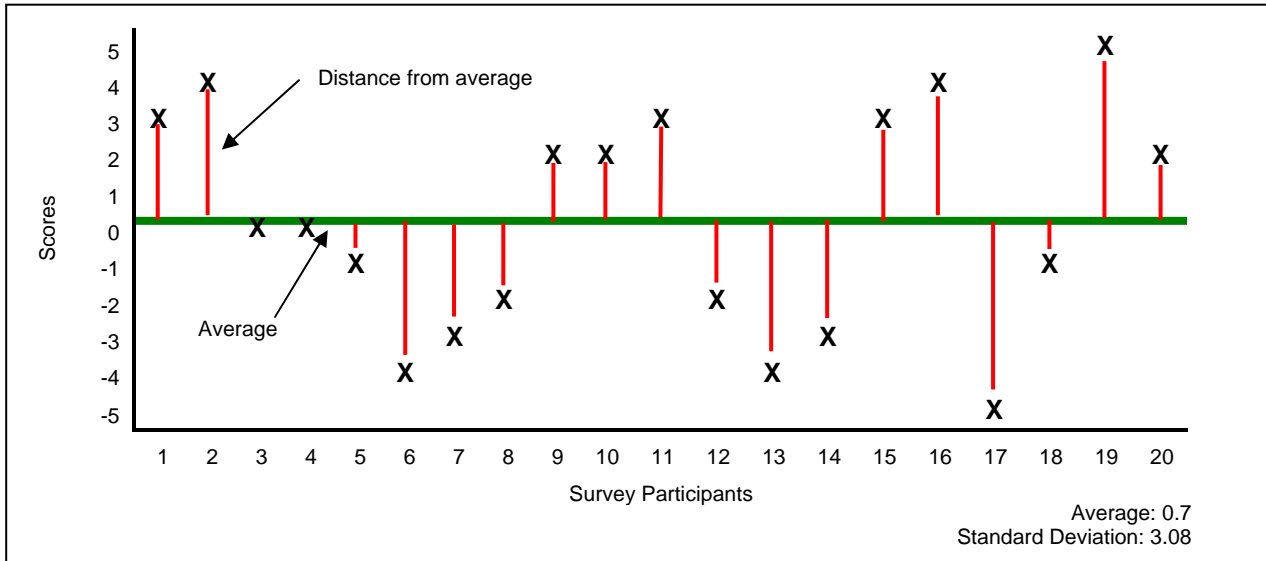


Illustration A-2
 Example Image Illustrating High Standard Deviation in Relation to VCS Scoring

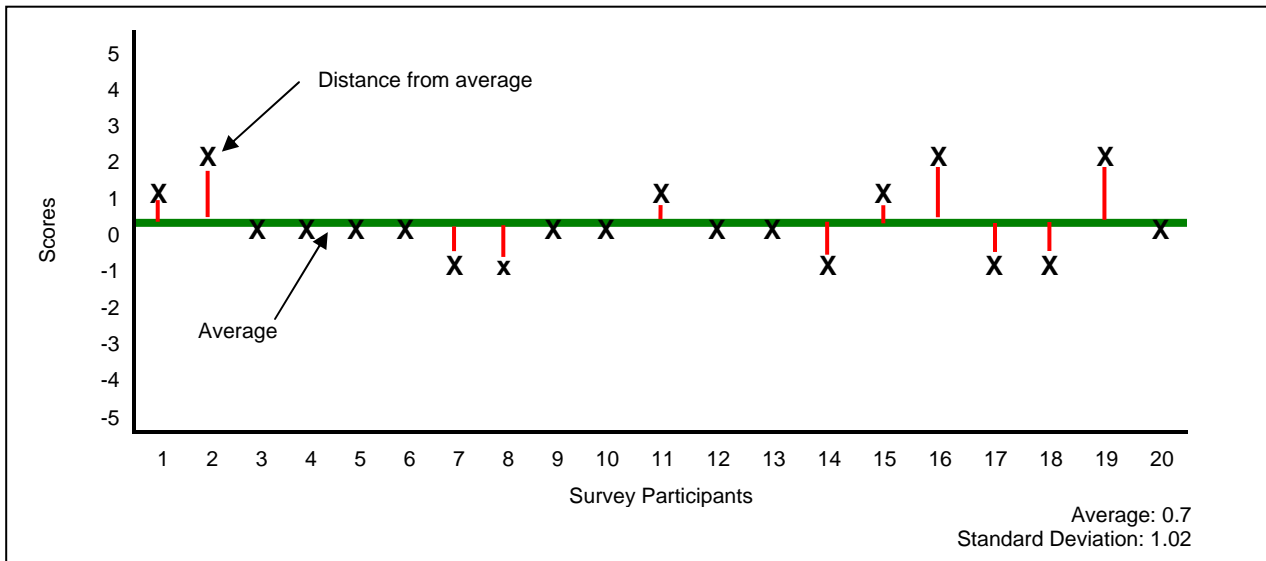








Illustration A-3
 Example Image Illustrating Low Standard Deviation in Relation to VCS Scoring








Highlighted VCS Images

The following images, grouped in different sections by topic, scored high or low in either the average score or standard deviation. These images invoked the strongest and most notable responses from the survey participants. A complete list of all 105 images and the corresponding final average and standard deviation scores can be found in *Appendix B*.

Images With <u>Highest</u> Overall Averages (Generally the Top 10%)				
Image #	Subject	Avg Score	SD	Image
IMAGE 3	Multiple-Family	4.4	0.74	
IMAGE 9	Single-Family	3.8	1.38	
IMAGE 70	Retail/Commercial	3.8	0.73	
IMAGE 12	Single-Family	3.6	1.17	
IMAGE 72	Retail/Commercial	3.6	0.80	
IMAGE 68	Retail/Commercial	3.5	1.18	
IMAGE 99	Downtown/CBD	3.4	1.18	
IMAGE 4	Multiple-Family	3.4	2.13	

Images With <u>Highest</u> Overall Averages (Generally the Top 10%)				
Image #	Subject	Avg Score	SD	Image
IMAGE 16	Single-Family	3.4	1.17	
IMAGE 52	Office/Retail	3.4	0.93	
IMAGE 94	Downtown/CBD	3.4	1.87	
IMAGE 100	Downtown/CBD	3.4	1.90	

Images With <u>Lowest</u> Overall Averages (Generally the Lowest 10%)				
Image #	Subject	Avg Score	SD	Image
IMAGE 48	Open Storage	-2.4	1.69	
IMAGE 45	Open Storage	-2.0	1.84	

Images With <u>Lowest</u> Overall Averages (Generally the Lowest 10%)				
Image #	Subject	Avg Score	SD	Image
IMAGE 47	Open Storage	-1.9	1.98	
IMAGE 105	Downtown/CBD	-1.8	2.74	
IMAGE 44	Open Storage	-1.5	2.24	
IMAGE 51	Nonresidential Screening	-1.3	1.96	
IMAGE 46	Open Storage	-1.2	1.64	
IMAGE 55	Retail/Commercial	-0.5	2.37	
IMAGE 57	Retail/Commercial	-0.5	2.21	




Images With <u>Lowest</u> Overall Averages (Generally the Lowest 10%)				
Image #	Subject	Avg Score	SD	Image
IMAGE 74	Retail/Commercial	-0.5	2.07	
IMAGE 61	Retail/Commercial	-0.4	2.18	
IMAGE 69	Retail/Commercial	-0.4	2.27	



Image with the Lowest Standard Deviation (Most Consistent)				
Image #	Subject	Avg Score	SD	Image
IMAGE 70	Retail/Commercial	3.8	0.73	

Image with the Highest Standard Deviation (Most Inconsistent)				
Image #	Subject	Avg Score	SD	Image
IMAGE 10	Single-Family	1.9	3.04	

Highest and Lowest Average Scores By Subject

MULTIPLE-FAMILY

Highest

Image #	Subject	Avg Score	SD
IMAGE 3	Multiple-Family	4.4	0.74



Lowest

Image	Subject	Avg Score	SD
IMAGE 1	Multiple-Family	-0.1	2.62



MANUFACTURED HOME

Highest



Image #	Subject	Avg Score	SD
IMAGE 6	Manufactured Home	1.5	1.41







Lowest



Image #	Subject	Avg Score	SD
IMAGE 7	Manufactured Home	0.8	1.81







SINGLE-FAMILY				
Highest				
Image #	Subject	Avg Score	SD	
IMAGE 9	Single-Family	3.8	1.38	
Lowest				
Image #	Subject	Avg Score	SD	
IMAGE 8	Single-Family	1.9	2.16	



DRIVEWAYS				
Highest				
Image #	Subject	Avg Score	SD	
IMAGE 23	Driveways	3.1	1.36	
IMAGE 24	Driveways	3.1	1.14	
Lowest				
Image #	Subject	Avg Score	SD	
IMAGE 20	Driveways	1.4	2.76	



SCREENING				
Highest				
Image #	Subject	Avg Score	SD	
IMAGE 28	Screening	3.3	1.05	
Lowest				
Image #	Subject	Avg Score	SD	
IMAGE 25	Screening	1.2	2.30	

GATEWAYS				
Highest				
Image #	Subject	Avg Score	SD	
IMAGE 31	Gateways	2.9	1.39	
Lowest				
Image #	Subject	Avg Score	SD	
IMAGE 33	Gateways	1.3	1.57	



MEDIAN DESIGN FOR HIGHWAYS				
Highest				
Image #	Subject	Avg Score	SD	
IMAGE 39	Median Design for HWYs	2.2	2.36	
IMAGE 40	Median Design for HWYs	2.2	2.31	
Lowest				
Image #	Subject	Avg Score	SD	
IMAGE 42	Median Design for HWYs	0.0	2.32	





OPEN STORAGE				
Highest				
Image #	Subject	Avg Score	SD	
IMAGE 46	Open Storage	-1.2	1.64	
IMAGE 48	Open Storage	-2.4	1.69	
Lowest				
Image #	Subject	Avg Score	SD	
IMAGE 48	Open Storage	-2.4	1.69	

NONRESIDENTIAL SCREENING				
Highest				
Image #	Subject	Avg Score	SD	
IMAGE 50	Nonresidential Screening	2.3	1.40	
Lowest				
Image #	Subject	Avg Score	SD	
IMAGE 51	Nonresidential Screening	-1.3	1.96	

OFFICE/RETAIL				
Highest				
Image #	Subject	Avg Score	SD	
IMAGE 52	Office/Retail	3.4	0.93	
Lowest				
Image #	Subject	Avg Score	SD	
IMAGE 63	Office/Retail	2.4	2.55	

RETAIL/COMMERCIAL				
Highest				
Image #	Subject	Avg Score	SD	
IMAGE 70	Retail/Commercial	3.8	0.73	
Lowest				
Image #	Subject	Avg Score	SD	
IMAGE 55	Retail/Commercial	-0.5	2.37	
IMAGE 57	Retail/Commercial	-0.5	2.21	
IMAGE 74	Retail/Commercial	-0.5	2.07	

SIGNAGE				
Highest				
Image #	Subject	Avg Score	SD	
IMAGE 80	Signage	2.8	1.55	
Lowest				
Image #	Subject	Avg Score	SD	
IMAGE 84	Signage	0.2	2.33	

DOWNTOWN/CBD				
Highest				
Image #	Subject	Avg Score	SD	
IMAGE 99	Downtown/CBD	3.4	1.18	
IMAGE 94	Downtown/CBD	3.4	1.87	
IMAGE 100	Downtown/CBD	3.4	1.90	
Lowest				
Image #	Subject	Avg Score	SD	
IMAGE 105	Downtown/CBD	-1.8	2.74	

Summary of Highlighted VCS Images

The following is a bulleted summary of the key concepts taken from the Visual Character Survey (VCS) by subject.

MULTIPLE-FAMILY DEVELOPMENT

- Units with a significant amount of landscaping received higher scores than units with limit amounts landscaping
- Two and three-story units were rated favorably
- Units with porches and patios ranked higher than units without porches or patios

MANUFACTURED HOME DEVELOPMENT

- Units were rated favorably
- Standards such as skirting and landscaping appeared to be desirable

SINGLE-FAMILY DEVELOPMENT

- All units were rated favorably
- A range of single-family units appeared to be desirable
- Small homes and large homes received high scores

RESIDENTIAL DRIVEWAYS AND GARAGES

- Images with garages as the predominate feature received lower scores, but were still rated as favorable
- J-Drives received more favorable responses than having the garage and driveways perpendicular to the street.

RESIDENTIAL SCREENING

- Screening was rated as a positive concept
- Natural screening walls, such as a trees or other vegetation, were rated very favorably and ranked higher than masonry walls and combination brick-natural screening walls
- Screening between a residential use and a street appeared to be favored

COMMUNITY GATEWAY FEATURES

- All units were rated favorably
- Stone or masonry gateways appeared to be more favored than gateways constructed from wood
- Quality gateways appeared to be strongly favored

MEDIAN DESIGNS FOR HIGHWAYS

- The only image to received a non-positive score (Image 42 with a average score of 0.0) depicted a high with a continuous left-turn land or “suicide-lane”

- The designs with the highest scores had trees and curbs down the median

OPEN STORAGE SCREENING

- All images of outside storage received negative (unfavorable) scores
- Screening open storage appeared to be an important issues for the community

NONRESIDENTIAL SCREENING (REFUSE CONTAINERS)

- Images that had screening were favored
- The image of a refuse area that was not screen was viewed unfavorably

RETAIL/OFFICE/COMMERCIAL DEVELOPMENT

- Images with higher quality building materials were preferred to ones with lower quality building materials
- Landscaping elements were well received by the survey participants
- Building with very little visual interest were rated unfavorably
- Building with visual interest (e.g., design, windows, architectural features) were rated favorably
- Areas with visual clutter (such as signs at multiple locations and an abundance of utility pose) rated poorly

SIGNAGE

- Monument signs were preferred to pole signs
- Pole signs that had their pole encase in brick were preferred to one that did not have brick encasings
- Landscaping around signs appeared important
- An attractive hanging sign from a downtown building received a positive score

DOWNTOWN AREA

- The only image to receive a negative score was one from Downtown Brownfield
- Pedestrian-friendly places rated extremely high
- Walkways that were covered (with awnings, trees, or overhangs) were rated favorably
- Trees appeared to be a positive element with survey participants
- Quality buildings and buildings that mimic a historic image appeared to be favored by participants

The Hand-Out Questions

The CPAC members who attended on May 31, 2005 were asked to answer three open-ended questions at the end of the VCS handout. The following three questions were asked of the participants and their responses (if given) have been listed.

Question #1: What is the best characteristic of Brownfield?

- Western city atmosphere – Lost Draw attraction
- Individuals that live in Brownfield that have pride in the community
- Downtown has much potential – People want and can be convinced that positive changes can occur
- Multicultural town whose major economic contribute is farming –
- The friendliness of those that live here
- Single family housing far southeast side of town
- Good people and a slower time
- Coleman Park has possibilities – location
- It is the center of six major highways
- The weather; the mildness of the climate; a lot of open areas
- Location – It is on the way to New Mexico where people go to ski
- The wonderful people who live here
- Brownfield does not have one
- Brownfield has the potential to become a better place to live
- We have some beautiful churches
- Land layout – has potential but just makes use of its natural beauty
- Southeast side; newer development

Question #2: What is the worst characteristic of Brownfield?

- Lack of ownership pride – lack of imagination
- Those that don't have pride in anything
- Lubbock Rd. – Gateways – junky businesses – signage
- Aesthetics of Downtown's main thoroughfare
- Run down store fronts and vacant buildings in downtown area
- Nothing for kids to do and need jobs
- Dilapidated and eyesore places
- Not much to offer to tourism
- Businesses that have a lot of open storage space. It presents a pretty ugly picture of certain parts of town
- Downtown – empty
- The entry from the north on the Highway – Need to change image – from the junk yard to progressive community – work on looks
- As you enter Brownfield from the south there are too many places with weeds and trash; like the tractor shop on 6th Street
- Lack of communication among different groups. More public awareness; We need the support of all the residents in Terry County
- We aren't neat and clean. We need to take pride in our town and clean it up. The junk yards on the Lubbock Highway are awful
- Streets – sidewalks – vacant houses – not enough affordable housing
- Central Business District – Entrance and Exits, no golf course

Question #3: If you could change one thing about Brownfield, what would it be?

- Pride awareness – "winning attitude" at all levels
- Everyone to work together to make this a beautiful place that we could all be proud of
- City entrances
- The perception of the schools and community – also outward appearance
- Changing from a dry to wet county
- Require all store fronts be kept up in good condition
- Playground facilities for small children
- Upgrade the Downtown and recreational areas
- The entryways on all four sides of town – dress them up and make it something to be proud of
- Revitalize Downtown
- The appearance as you enter from all highways
- Clean all entry ways and cut weeds
- For Brownfield citizen to be more united to accomplish our goals
- Make the entrances and highway through town more attractive
- It's name – bad image
- Build a nice golf course to try to entice people to stay/come to Brownfield