Residential Design Standards Update
Visual Preference Survey

Planning Commission

February 23, 2021

HB 2001 Implementation
Visual Preference Survey (VPS) Overview

▶ HB 2001 draft development code amendments – include new development and design standards for single-family dwellings as well as middle housing types.

▶ Goal - identify key development and design characteristics to incorporate into the proposed development and design standard amendments and to better understand the community's preferences, if any, related to various design treatments.

HB 2001 Implementation
VPS Format

▶ Survey consisted of 117 questions and was available online from January 19 to February 5, 2021

▶ "Drag and Drop" ranking feature, re-categorization of the characteristics to be addressed in each Housing Group

▶ "Glossary of Terms" was provided

▶ Front of building (Architectural Projection/Recession, Architectural Rhythm, Asymmetric)

▶ Façade (Articulation, Building Texture and Color, Window Coverage)

▶ Massing/Articulation (Building form and massing)

▶ Parking (Off-Street, Rear Access, On-Street)

▶ Setback/Landscaping

VPS - Who Took the Survey?

▶ 219 respondents (between 192 and 198 respondents answered each demographic question.

▶ 88.6% are Sherwood residents

▶ 83.6% are homeowners

▶ 83% live in single-family homes

▶ 53% are between 40 and 54 years of age, followed by 19% between 25-39 years of age

▶ 57% have a household income of more than $100,000 per year, followed by 16% of households earning $80,000-$100,000

VPS- What did it tell us?
Housing Group Themes

▶ Preference for highly articulated building facades

▶ More positive response to traditional massing than modern massing; very negative response to "edgy" modern massing

▶ Strong negative response to examples that only provided on-street parking; some preference for parking that was visible but not visually dominant

▶ Preference for deeper, landscaped setbacks rather than shallow or zero lot line setbacks

▶ For triplex and fourplex examples, a preference for less urban massing (e.g. sloped roofs preferred over flat roofs)

▶ For courtyard cluster examples, a clear preference for generous, well-landscaped courtyards as opposed to linear and/or hardscaped courtyards

VPS - Two **units** per structure
Front of Building

▶ Apparent preference for highly articulated facades

Example 3
Like/Strongly Like: 58%
Dislike/Strongly Dislike: 18%

Example 5
Like/Strongly Like: 30%
Dislike/Strongly Dislike: 58%

VPS– Two **units** per structure
Façade

▶ Preference for highly articulated facades

Example 3	Example 2
Like/Strongly Like: 56% Dislike/Strongly Dislike: 20%	Like/Strongly Like: 51% Dislike/Strongly Dislike: 26%

Example 5	Example 6
Like/Strongly Like: 30% Dislike/Strongly Dislike: 56%	Like/Strongly Like: 30% Dislike/Strongly Dislike: 53%

VPS - Two units per structure
Massing/Articulation

▶ Respondents appreciated more traditional massing and articulation

Example 2	Example 3
Like/Strongly Like: 46%	Like/Strongly Like: 50%
Dislike/Strongly Dislike: 27%	Dislike/Strongly Dislike: 18%

Example 5	Example 6
Like/Strongly Like: 25%	Like/Strongly Like: 26%
Dislike/Strongly Dislike: 51%	Dislike/Strongly Dislike: 54%

VPS - Two units per structure
Parking

Example 3
Like/Strongly Like: 50%
Dislike/Strongly Dislike: 29%

Example 5
Like/Strongly Like: 4%
Dislike/Strongly Dislike: 90%

▶ Preference Parking present but not visually dominant

VPS – Two units per structure
Setback/Landscaping

Example 1	Example 3	Example 5
Like/Strongly Like: 64%	Like/Strongly Like: 61%	Like/Strongly Like: 10%
Dislike/Strongly Dislike: 18%	Dislike/Strongly Dislike: 15%	Dislike/Strongly Dislike: 79%

▶ Preference for deeper, landscaped setbacks as opposed to shallow or no setbacks
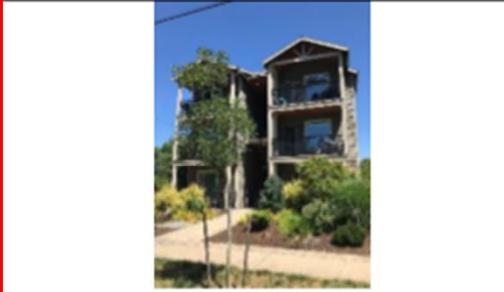
VPS - Three units per structure
Front of Building, Façade, Massing/Articulation, Parking, Setback/Landscaping

Example 7	Example 8	Example 9	Example 10
Like/Strongly Like: 44% Dislike/Strongly Dislike: 38%	Like/Strongly Like: 87% Dislike/Strongly Dislike: 4%	Like/Strongly Like: 36% Dislike/Strongly Dislike: 46%	Like/Strongly Like: 41% Dislike/Strongly Dislike: 41%
Like/Strongly Like: 45% Dislike/Strongly Dislike: 35%	Like/Strongly Like: 87% Dislike/Strongly Dislike: 4%	Like/Strongly Like: 34% Dislike/Strongly Dislike: 44%	Like/Strongly Like: 39% Dislike/Strongly Dislike: 41%
Like/Strongly Like: 35% Dislike/Strongly Dislike: 39%	Like/Strongly Like: 81% Dislike/Strongly Dislike: 5%	Like/Strongly Like: 24% Dislike/Strongly Dislike: 50%	Like/Strongly Like: 34% Dislike/Strongly Dislike: 37%
Like/Strongly Like: 36% Dislike/Strongly Dislike: 42%	Like/Strongly Like: 72% Dislike/Strongly Dislike: 13%	Like/Strongly Like: 5% Dislike/Strongly Dislike: 91%	Like/Strongly Like: 45% Dislike/Strongly Dislike: 29%
Like/Strongly Like: 14% Dislike/Strongly Dislike: 64%	Like/Strongly Like: 88% Dislike/Strongly Dislike: 4%	Like/Strongly Like: 8% Dislike/Strongly Dislike: 85%	Like/Strongly Like: 42% Dislike/Strongly Dislike: 37%

▶ Preference for less urban (sloped roof) and traditional massing

▶ Negative reaction to zero setback examples – preference for (very) generous setbacks

VPS - **Four units** per structure
Front of Building

Example 11	Example 12	Example 13	Example 14
Like/Strongly Like: 63%	Like/Strongly Like: 25%	Like/Strongly Like: 46%	Like/Strongly Like: 50%
Dislike/Strongly Dislike: 19%	Dislike/Strongly Dislike: 52%	Dislike/Strongly Dislike: 32%	Dislike/Strongly Dislike: 29%

▶ Apparent preference for buildings with porches/stoops

VPS - **Four units** per structure
Façade

Example 11	Example 12	Example 13	Example 14
Like/Strongly Like: 36%	Like/Strongly Like: 25%	Like/Strongly Like: 42%	Like/Strongly Like: 49%
Dislike/Strongly Dislike: 19%	Dislike/Strongly Dislike: 55%	Dislike/Strongly Dislike: 31%	Dislike/Strongly Dislike: 30%

▶ Apparent preference for buildings with porches/stoops

VPS - **Four units** per structure
Massing/Articulation

Example 11	Example 12	Example 13	Example 14
Like/Strongly Like: 50%	Like/Strongly Like: 26%	Like/Strongly Like: 41%	Like/Strongly Like: 43%
Dislike/Strongly Dislike: 23%	Dislike/Strongly Dislike: 50%	Dislike/Strongly Dislike: 33%	Dislike/Strongly Dislike: 33%

▶ Apparent preference for buildings with porches/stoops

VPS - **Four units** per structure
Parking

Example 11	Example 12	Example 13	Example 14
Like/Strongly Like: 6%	Like/Strongly Like: 3%	Like/Strongly Like: 51%	Like/Strongly Like: 50%
Dislike/Strongly Dislike: 87%	Dislike/Strongly Dislike: 92%	Dislike/Strongly Dislike: 26%	Dislike/Strongly Dislike: 27%

▶ Strong negative response to on-street parking as the only parking option

VPS - **Four units** per structure
Setback/Landscaping

Example 11	Example 12	Example 13	Example 14
Like/Strongly Like: 40% Dislike/Strongly Dislike: 30%	Like/Strongly Like: 58% Dislike/Strongly Dislike: 26%	Like/Strongly Like: 61% Dislike/Strongly Dislike: 18%	Like/Strongly Like: 27% Dislike/Strongly Dislike: 45%

▶ Strong negative response to shallower setbacks

VPS - 3-6 units per structure
Front of Building, Façade, Massing/Articulation, Setback/landscaping

Example 15	Example 16	Example 17	Example 18	Example 19	Example 20	Example 21
Like/Strongly Like: 42% Dislike/Strongly Dislike: 29%	Like/Strongly Like: 32% Dislike/Strongly Dislike: 51%	Like/Strongly Like: 36% Dislike/Strongly Dislike: 35%	Like/Strongly Like: 27% Dislike/Strongly Dislike: 50%	Like/Strongly Like: 7% Dislike/Strongly Dislike: 82%	Like/Strongly Like: 48% Dislike/Strongly Dislike: 27%	Like/Strongly Like: 34% Dislike/Strongly Dislike: 43%
Like/Strongly Like: 43% Dislike/Strongly Dislike: 30%	Like/Strongly Like: 30% Dislike/Strongly Dislike: 54%	Like/Strongly Like: 36% Dislike/Strongly Dislike: 35%	Like/Strongly Like: 25% Dislike/Strongly Dislike: 53%	Like/Strongly Like: 6% Dislike/Strongly Dislike: 82%	Like/Strongly Like: 47% Dislike/Strongly Dislike: 28%	Like/Strongly Like: 33% Dislike/Strongly Dislike: 43%
Like/Strongly Like: 40% Dislike/Strongly Dislike: 33%	Like/Strongly Like: 26% Dislike/Strongly Dislike: 48%	Like/Strongly Like: 40% Dislike/Strongly Dislike: 37%	Like/Strongly Like: 25% Dislike/Strongly Dislike: 49%	Like/Strongly Like: 8% Dislike/Strongly Dislike: 78%	Like/Strongly Like: 46% Dislike/Strongly Dislike: 29%	Like/Strongly Like: 30% Dislike/Strongly Dislike: 45%
Like/Strongly Like: 29% Dislike/Strongly Dislike: 17%	Like/Strongly Like: 17% Dislike/Strongly Dislike: 65%	Like/Strongly Like: 28% Dislike/Strongly Dislike: 44%	Like/Strongly Like: 27% Dislike/Strongly Dislike: 43%	Like/Strongly Like: 4% Dislike/Strongly Dislike: 87%	Like/Strongly Like: 43% Dislike/Strongly Dislike: 26%	Like/Strongly Like: 23% Dislike/Strongly Dislike: 57%

- Strong dislike for more edgy/modern facades and example 19 overall
- No strong preference for traditional massing forms such as Example 17
- Strong dislike for zero setback buildings

Example 19

VPS - **3-6 units** per structure
Parking

Example 15 — Like/Strongly Like: 50% / Dislike/Strongly Dislike: 20%
Example 19 — Like/Strongly Like: 35% / Dislike/Strongly Dislike: 41%
Example 20 — Like/Strongly Like: 66% / Dislike/Strongly Dislike: 15%

▶ No clear direction on parking, but slight preference for driveway parking that is not the dominant feature

VPS - 4-8 units per structure   Front of Building

Apparent preference for generous, well-landscaped common space

Example 22
Like/Strongly Like: 47%
Dislike/Strongly Dislike: 27%

Example 23
Like/Strongly Like: 35%
Dislike/Strongly Dislike: 35%

Example 24
Like/Strongly Like: 75%
Dislike/Strongly Dislike: 10%

Example 25
Like/Strongly Like: 72%
Dislike/Strongly Dislike: 11%

VPS 4-8 units per structure Façade and Massing/Articulation

Preference for traditional massing and highly articulated facades

Example 22	Example 23
Like/Strongly Like: 46%	Like/Strongly Like: 31%
Dislike/Strongly Dislike: 28%	Dislike/Strongly Dislike: 36%
Like/Strongly Like: 44%	Like/Strongly Like: 33%
Dislike/Strongly Dislike: 27%	Dislike/Strongly Dislike: 35%

Example 24	Example 25
Like/Strongly Like: 75%	Like/Strongly Like: 67%
Dislike/Strongly Dislike: 10%	Dislike/Strongly Dislike: 12%
Like/Strongly Like: 68%	Like/Strongly Like: 58%
Dislike/Strongly Dislike: 13%	Dislike/Strongly Dislike: 16%

VPS - 4-8 units per structure   Parking

Negative response to shared parking, very negative response to on-street parking only

Example 22
Like/Strongly Like: 5%
Dislike/Strongly Dislike: 85%

Example 23
Like/Strongly Like: 46%
Dislike/Strongly Dislike: 29%

Example 24
Like/Strongly Like: 52%
Dislike/Strongly Dislike: 28%

Example 25
Like/Strongly Like: 60%
Dislike/Strongly Dislike: 17%

VPS - 4-8 units per structure Setback/Landscaping -
Preference for generous, well-landscaped common space

Example 22
Like/Strongly Like: 47%
Dislike/Strongly Dislike: 25%

Example 23
Like/Strongly Like: 40%
Dislike/Strongly Dislike: 31%

Example 24
Like/Strongly Like: 74%
Dislike/Strongly Dislike: 11%

Example 25
Like/Strongly Like: 54%
Dislike/Strongly Dislike: 20%

VPS – Streetscapes Characteristics Ranking and Themes

▶ Sidewalk - Strong preference for sidewalks separated from the street by landscaping

▶ Parking Location - no clear direction about parking location (in front of or rear of buildings)

▶ Greenspace/Landscaping - positive response to more robust landscaping

▶ Building Massing/Form - neutral response to streetscape variety, though the streetscape with the most similar homes received the highest Dislike/Strongly Dislike rating

VPS– Streetscapes
Sidewalk

Example 26
Like/Strongly Like: 81%
Dislike/Strongly Dislike: 7%

Example 27
Like/Strongly Like: 40%
Dislike/Strongly Dislike: 37%

Example 28
Like/Strongly Like: 82%
Dislike/Strongly Dislike: 7%

Example 29
Like/Strongly Like: 28%
Dislike/Strongly Dislike: 44%

▶ Strong preference for sidewalks separated from the street by landscaping

VPS– Streetscapes
Parking Location

Example 26 — Like/Strongly Like: 37% — Dislike/Strongly Dislike: 28%

Example 27 — Like/Strongly Like: 33% — Dislike/Strongly Dislike: 42%

Example 28 — Like/Strongly Like: 41% — Dislike/Strongly Dislike: 24%

Example 29 — Like/Strongly Like: 34% — Dislike/Strongly Dislike: 38%

► No clear direction about parking location (in front of or rear of building

VPS– Streetscapes
Greenspace/Landscaping

Example 26	Example 27	Example 28	Example 29
Like/Strongly Like: 52% Dislike/Strongly Dislike: 16%	Like/Strongly Like: 33% Dislike/Strongly Dislike: 33%	Like/Strongly Like: 67% Dislike/Strongly Dislike: 10%	Like/Strongly Like: 27% Dislike/Strongly Dislike: 36%

▶ Positive response to more robust landscaping.

VPS– Streetscapes
Building Massing/Form

Example 26	Example 27	Example 28	Example 29
Like/Strongly Like: 41% Dislike/Strongly Dislike: 34%	Like/Strongly Like: 39% Dislike/Strongly Dislike: 29%	Like/Strongly Like: 53% Dislike/Strongly Dislike: 22%	Like/Strongly Like: 18% Dislike/Strongly Dislike: 57%

► Neutral response to streetscape variety, though the streetscape with the most similar homes received the highest Dislike/Strongly Dislike rating

Residential Design Standards Timeline & Public Engagement

► **Project Schedule and Key Public Engagement Activities**

  ► Evaluation and Existing Conditions/Code Audit: October – December 2020 - **Completed**

  ► Stakeholder Interviews: November – December 2020 – **Completed**

  ► Online Visual Preference Survey: mid-December – January 2021 – **Completed**

  ► **Initial Draft Code and Design Standards: March – June 2021**

  ► Public Workshop (tentatively online/web based): April 2021

  ► Draft Code Amendments and Code Graphics: June 2021

Residential Design Standards – Next Steps

▶ **Draft Ready Code Amendments** - Once the Planning Commission has reviewed the code audit and provided direction on items requiring further discussion, the consultant team will draft amendments for review and discussion at a public open house and at Planning Commission work sessions.

▶ It is anticipated that the City will adopt Residential Design Standards in summer/fall of 2021.

▶ The City has until **June 2022** to adopt code updates to comply with Oregon House Bill 2001, Housing Choices.

▶ From June 2021 to June 30, 2022, further discussions can occur along with additional public engagement.

Questions?

▶ Contact Joy Chang, Senior Planner at 503-625-4214 or changj@sherwoodoregon.gov

▶ Project Webpage - https://www.sherwoodoregon.gov/planning/page/house-bill-2001-residential-design-standards-update