DEVELOPMENT PREFERENCE SURVEY

ACTIVITY OBJECTIVES

This activity is intended to get you thinking about different types of development that exist in rural areas, to build your awareness of the characteristics of development that you find more or less attractive, and to increase your understanding of the impacts of land use and development decisions on the character and economic development potential of rural communities and regions.

INSTRUCTIONS

1. RATE THE PHOTOS

The instructor will present a series of photos on the screen. These photos illustrate various types and forms of development. When looking at each photo, please assign a rating to each type of development using the following rating system:

1	2	3	4	5
Don't like it at all!	Not my thing	Neutral	I like it	I love it!

While you review each photo also, consider the following questions:

- What is it about this type development that you like or dislike?
- In your opinion, would this type of development enhance or detract from your region's character and economic development potential?

Record your responses to these questions in the comment space provided next to each photo.

2. IDENTIFY TOP LIKES AND DISLIKES

After each photo has been presented and rated, please review all of your ratings and responses and select your top 3 likes and top 3 dislikes. Record these top likes and dislikes by listing the photo number in the spaces provided on the last page of your worksheet.

Next, try to identify any common characteristics among these different types of development that make you like or dislike them (for example, landscaping, building materials, site orientation, etc.) Record your observations on the worksheet.

The instructor will then ask volunteers to report out to the group on their most and least preferred photos and their reasons for liking or disliking them.

Photo #		Rating (1-5)	Comments
1			
2			
3			
4			
5			
6			
7			
8			

Photo #		Rating (1-5)	Comments
9			
10			
11			
12			
13			
14			
15			
16			

PHOTOS YOU LOVE (TOP 3)

Photo #	Do these photos you love have any common characteristics?

PHOTOS YOU DON'T LIKE AT ALL (TOP 3)

Photo #	Do these photos you don't like have any common characteristics?