



## Form-Based Code Community Preference Survey

The Gainesville Planning Department would like to invite you to complete the ***City of Gainesville Form-Based Code Community Preference Survey***. The survey was designed to communicate citizen preferences on development patterns to the City and its consultant, as they prepare to incorporate form-based code principles into the City's land development code.

Understanding that the study area for this project encompasses neighborhoods with very different characteristics, and also that it would be impossible to complete surveys for the many neighborhoods included, five areas have been selected for this exercise:

1. **NW 13<sup>th</sup> Street.** This area includes the large retailers, such as Lowes, Wal-Mart, Sam's and Plaza Verde, located at the intersection of NW 13<sup>th</sup> Street and NW 23<sup>rd</sup> Avenue.
2. **Urban Village.** This is the area north and south of SW 20<sup>th</sup> Avenue, north of Butler Plaza west of 34<sup>th</sup> Street. Currently, this area includes a number of apartment complexes behind the retail along 34<sup>th</sup> Street.
3. **Five Points.** The area surrounding the intersection of University Avenue, Hawthorne Road and 15<sup>th</sup> Street.
4. **Downtown Core.** Truly the core of Gainesville, where uses such as the City Hall and County Offices are located, together with the various restaurants, hotels and cultural facilities.
5. **North Main Street.** This corridor encompasses both sides of Main Street, extending from NE 8<sup>th</sup> Avenue to NE 16<sup>th</sup> Street.

We have provided an extra column on the scoring sheet in case you prefer to address a different area of the City. Please keep in mind that the area you select would still need to be within the study area boundaries (also depicted with a solid red line on the map). When ready to complete the survey, please do the following:

1. Go to the following website to download the Survey file:  
<http://www.cityofgainesville.org/GOVERNMENT/CityDepartmentsNZ/PlanningDepartment/LandDevelopmentCodeUpdate/tabid/709/Default.aspx>
2. Open the file and read the instructions on the divider slides to understand what you will be focusing on for each section.
3. Take a look at each photo displayed and rate it based on first impression. Do not try to over-analyze the photos. We recommend spending no more than 7 seconds per slide if you are completing the survey for only one area, or 15 seconds for all of the recommended areas.
4. When done scoring the photos, please mail, fax or e-mail your completed survey to the Planning Department (see contact information below).
5. **The deadline to submit scoring sheets to staff is May 4, 2012.**

Over 40 people gathered on April 18 to complete the survey. We would like to have many more citizens, business owners, community leaders, developers, etc. participate in this exercise. Please feel free to forward the information to anybody else you think would like to participate.

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# Study Area and Survey Areas.

