



Brownfield Industrial Park Web-based Questionnaire: Version 1

Web-based Survey: Perceptions of Alternative Designs for Brownfield Industrial Parks.

In 2002, we conducted a nationwide survey of industry managers, agency professional staff involved in brownfield redevelopment, and brownfield neighborhood residents. Respondents viewed one of four different questionnaires: each showing a different set of designed alternatives. This is a copy of one of those questionnaires.

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[View Questionnaire](#)



Welcome to the Business Park Landscape Design Survey!

Would you like to:

Share your opinions about how business parks should look?

Learn about innovative business park design?

Please participate in this survey!

COMPLETE A SURVEY
NOW

(Average time to complete: 10 minutes)

[Survey Purpose](#)



Information for Respondents

- You must be 18 years of age to complete the survey.
- This survey should take about ten minutes.
- Your participation is completely voluntary. You may stop participating at any time. Skip any questions that you feel uncomfortable answering.
- All responses will be anonymous. No person will be identified or identifiable when results of the survey are reported.
- This questionnaire is divided into two sections.
 - First we will show you pictures of different designs for business parks, and ask how you perceive them.
 - Then, we will ask you a few questions about yourself.

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Landscape Images - Example

- You will see a sequence of 10 to 12 computer-generated pictures of landscape designs for different locations in a business park.
- You'll be asked to rate each alternative in seven ways: **attractiveness**, **neatness**, **naturalness**, how well **cared for** the landscape appears to be, how much **pride of ownership** you think the landscape shows, and whether you think the landscape is **good or bad for the business and neighborhood**.
- In each case, rate the landscape based on what the words (attractive, natural, good care, neatness, pride of ownership, good/bad) **mean to you**. As you view each image, rate it compared with other business parks you have seen in your region.
- Each item to be rated is separate from the others. For example, the messy-neat scale may or may not be related to the attractive-unattractive scale.
- Please respond based on *your opinion* about how the landscape looks. Some images may appear similar to each other, and it is fine to give similar ratings if you think images look alike.
- **Please Do This Example:**



	1	2	3	4	5	6	7		1	2	3	4	5	6	7	
messy								neat	does <u>not</u> show pride of ownership							shows pride of ownership
artificial								natural	bad for the business							good for the business
attractive								unattractive	bad for the neighborhood							good for the neighborhood
good care								poor care								

- Please click the circle in each row that corresponds to your own opinion. For example, if you think that the landscape design is very neat, you would click the circle labeled 7, which is closest to the word "neat." If you think the landscape design is very well cared for, you would click the circle labeled 1, which is closest to the words "good care." In all cases, the circles labeled 4 are neutral.

Computer Suggestions

- To see the picture better, you may click on each image to enlarge it. You may test this with the image above.
- If you decide you want to erase your answers on a page and start over rating that picture, press the "Reset Page" button.
- If you are having difficulty viewing the images, please check that your monitor is set to at least 16-bit color. If your monitor is set below 16-bit color, the images may not display properly (PC users: Under the "Start" menu, choose "Settings", then "Control Panel", then "Display", then "Settings").
- This survey is optimized for viewing at 1024x768 resolution with the browser window maximized.

[Start](#)

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