

# Keystone-Odessa Community Visual Preference Survey

## **What is a Visual Preference Survey?**

The Visual Preference Survey is one of the tools for the public to give feedback on planning and design alternatives and to participate in the formulation of the Community Based Plan for the Keystone. This visual preference survey is a tool that allows citizens to rate visual concepts of existing and non-existing roadway design options.

## **Why should I take the Visual Preference Survey?**

Your participation in the Visual Preference Survey provides one way for you to influence (1) the content of the Keystone-Odessa Community Plan and (2) the future look of your community.

## **How to take the Survey?**

You must indicate your preference among a series of images used to illustrate various options for development of roadway design. To do this you will need to rank **each** photo in a common road category, on a scale of -3 to +3, with 0 being neutral. It is acceptable to use the same score for more than one image. Images were selected to demonstrate a range of design possibilities for roadway design, some subtle, some more exceptional.

***Your responses to the images should be noted on page two (page 2) of this packet. For your convenience feel free to remove the response sheet from this packet before you begin.***

## **Why your opinion counts?**

The value of the survey is in the range of opinions, the shared common ground, and the desires expressed by the public, giving a sense of what they would like to see in the community. The objective is to further define the vision for the future development of Keystone-Odessa.

Please rank each photo on a scale of **-3 to +3**, with **0 being neutral**. Images were selected to demonstrate a range of design possibilities, some subtle, some more exceptional. Please pay particular attention to design features including sidewalks, crosswalks, signage, curbing, bike lanes and the combination of.

### Roadway Design Possibilities



-3 -2 -1 0 +1 +2 +3



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