

# Visual Preference Surveys for Keystone

Tony LaColla, AICP

# Planning is about Preferences

---



- ❑ Each person has different ideal for their community.
- ❑ Each community has different set of collective values.
- ❑ Planning determines community consensus around values.

# Visual Preference Survey

---

- ❑ **Tool for the public to give feedback on planning and design alternatives.**
- ❑ **Makes you more aware of the design of where you live, work and travel.**
- ❑ **Makes you aware of how design features influence attractiveness or comfort level.**
- ❑ **Typically use photos to gauge desires of the community.**

# How does it work?

- Series of photos - each to be evaluated one by one
- Each photo receives a score based on personal preference.



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



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

# Examples of VPS



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



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



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



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

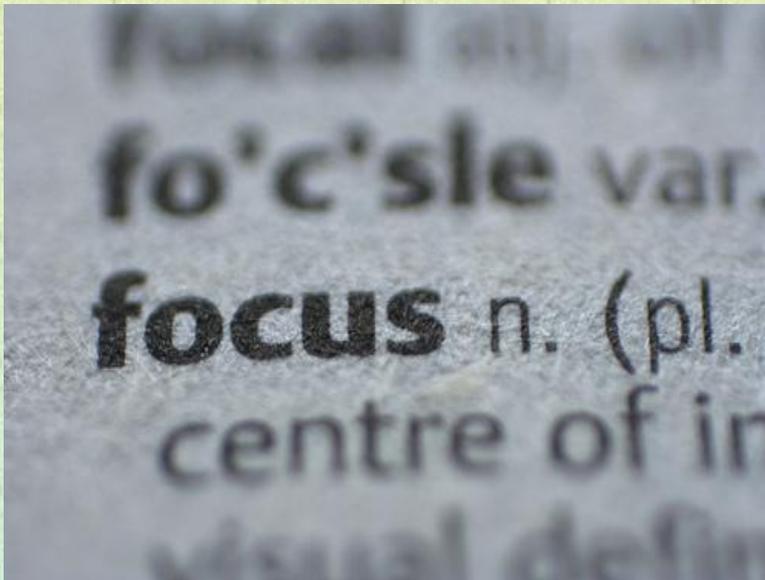
# Why a VPS?



- **Help communities express judgments about landscape or design features, which will be incorporated in the goals, objectives, design guidelines for the plan or future projects.**

# How Results Are Used?

---



- ❑ **Focus community opinion on projects and plans**
- ❑ **Catalyst for further group discussions**
- ❑ **Educate about design or plan choices**

# Treatment Options

---

- ❑ **Bicycle Lanes**
- ❑ **Turn Lanes**
- ❑ **Medians**
- ❑ **Roundabouts**
- ❑ **Sidewalks and Walkways**
- ❑ **Curbs**
- ❑ **Roadway Lighting**

# Bicycle Lanes



- ❑ Create on-street travel facilities for bicyclists
- ❑ Narrow the roadway to encourage lower motor vehicle speeds



- ❑ Provide additional separation between pedestrians and motor vehicles
- ❑ Reduce the distance pedestrians must travel to cross automobile lanes

# Turn Lanes

- ❑ Added safety
- ❑ Added efficiency



# Medians

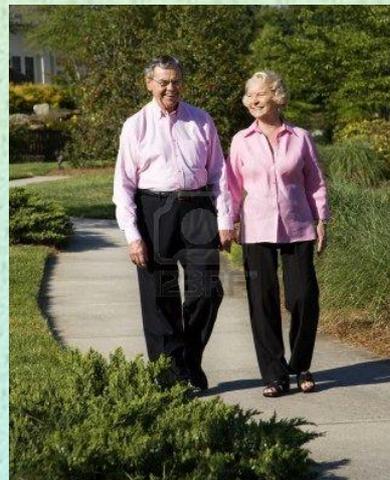
- ❑ **Manage traffic and provide comfortable left-hand turning pockets**
- ❑ **Provide a landing for pedestrians crossing the street**
- ❑ **Provide space for street trees and other landscaping**



# Sidewalks and Walkways



- ❑ Create the appropriate facility for walking area in the public right-of-way.
- ❑ Improve pedestrian safety dramatically.



# Curbs



- ☑ Safer for crossing
- ☑ Provide ease for those crossing with wheelchairs, strollers, walkers, bikes, etc.



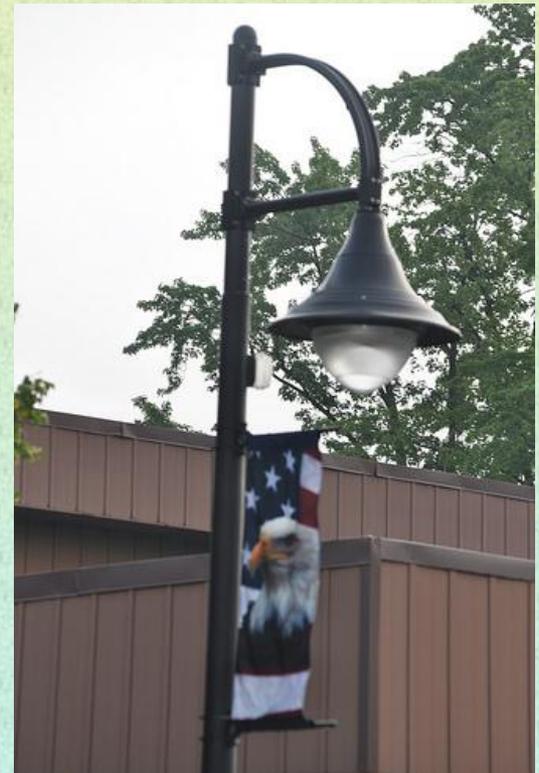
# Roundabouts

- ❑ **Improve safety at intersections, particularly those experiencing a large number of angle collisions**
- ❑ **Convert signalized intersection to improve traffic flow efficiency**
- ❑ **Reduce speeds at an intersection**
- ❑ **Create a gateway into an area**



# Lighting

- ❑ Enhance safety for pedestrians
- ❑ Enhance commercial areas



# Signage

- Enhance community character/sense of place
- Improved navigation



# Next Steps

---

- ❑ **Observe your environment**
- ❑ **Observe other environments**
- ❑ **What works?**
- ❑ **What doesn't work?**
- ❑ **Think about your community 10, 20, and 30 years from now!**
- ❑ **VPS at next meeting**