Visual Preference Surveys for Keystone

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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.
Examples of VPS
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