



Eastgate/I-90

Land Use & Transportation Project



Visual Preference Survey Summary Report

Prepared by the
Transportation and
Planning & Community
Development Departments,
June 2011

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Visual Preference Survey

Introduction

Visual preference surveys (VPS) are useful at assessing the public’s perspective on images of natural and built environments. The process involves asking participants to view and rate a wide variety of images depicting streetscapes, land use, site design, building type, aesthetics and amenities. The intent of the survey is to gauge general opinions of respondents and to inform the planning process.

As part of its outreach efforts in support of the Eastgate/I-90 Land Use and Transportation Project, the City of Bellevue released an online VPS to the public from February 2011 to April 2011. The survey consisted of a series of pictures, each picture was rated using four options: Very Desirable, Somewhat Desirable, Neutral, and Undesirable. The rating for each picture indicates which types of developments and treatments would be more appropriate for the Eastgate Area.

Respondents

A total of 273 responses registered into the system. Various types of people who reside, work and commute in Eastgate Area responded on what they thought were either “Desirable” or “Not Desirable” for the Eastgate/ I-90 Corridor.

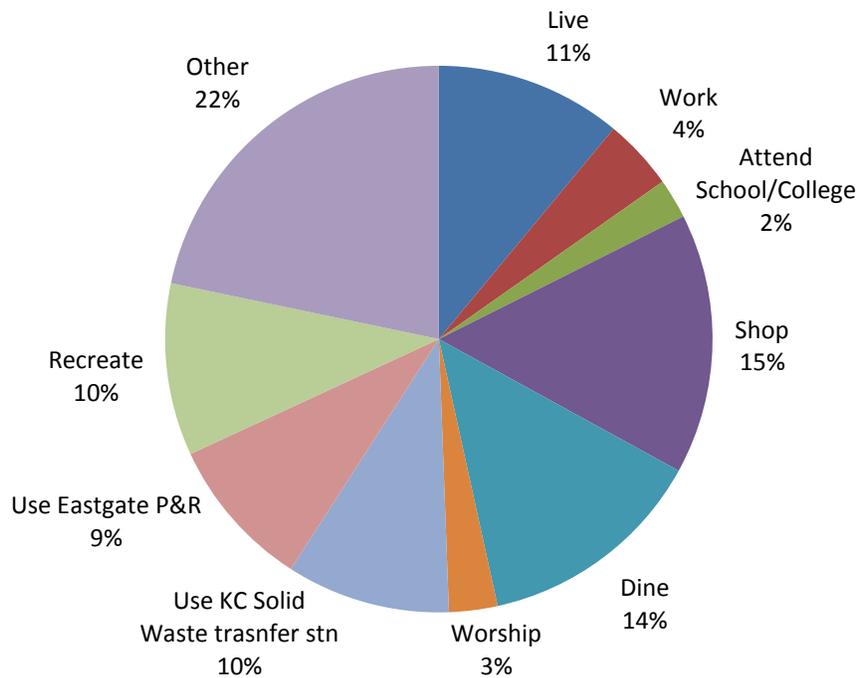


Figure 1. Respondents' reasons for being in the Eastgate Area.

The respondents varied in the types of activities they do in the Eastgate Area. Figure 1 shows the percentages of respondents with their activities. It is important to note that each respondent could be doing more than one activity in the area. Aside from the listed activities, respondents indicated “other activities,” such as biking, walking the dog, meeting business associates, and visiting relatives.

Visual Preference Survey Report

Respondents to the Visual Preference Survey (VPS) reacted to which images they deemed “Desirable” or “Not Desirable” for the Eastgate Area. The survey provided four different options to gauge the respondents’ opinions. The options were Very Desirable, Somewhat Desirable, Neutral, and Undesirable. Follow-up comments were not asked as part of the survey to determine why people found an image desirable or undesirable; therefore, the conclusions presented below are based on staff interpretation.

Buildings

The VPS tool sought input from respondents on the different types of buildings that could be developed in the Eastgate Area. There were four (4) types of buildings: offices, mixed use, retail and multifamily residential. Each type has its own set of pictures in which the respondents rated each to what they consider as “Very Desirable” to “Not Desirable.”

Offices

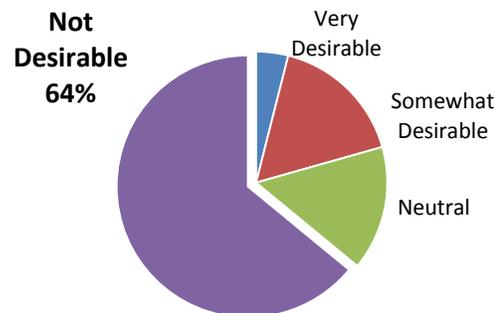
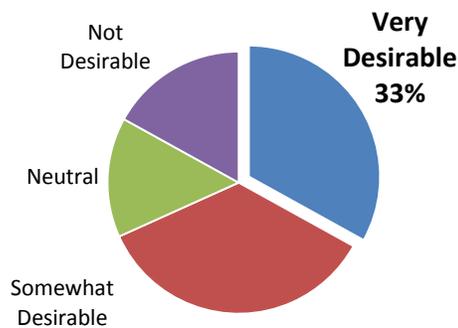
Within the total 273 respondents, an average of 229 responses were received for each office picture. The responses indicated they would prefer an office building that features greenery, natural lighting and of medium height (approximately 5 stories tall), as shown below in Figure 2. It can also be noted that the image which received high “Very Desirable” response showed greenery not only on its compound, but in its surroundings, as well. Respondents found office buildings without character, sterile and flat façade, and minimal greenery to be “Not Desirable,” as shown in Figure 3.



Figure 2. Most Desirable Office Image



Figure 3. Least Desirable Office Image



Mixed Use

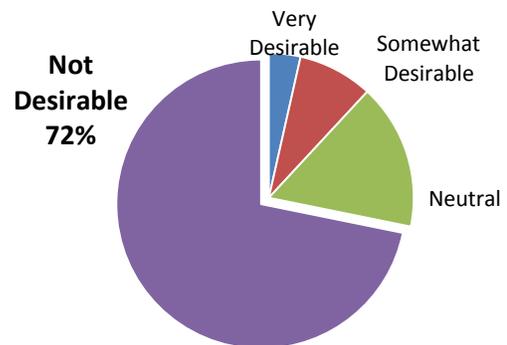
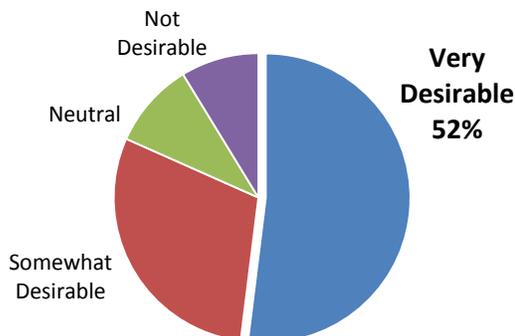
An average of 228 respondents gave their opinion on the types of mixed use buildings that might be developed in the Eastgate Area. The mixed use buildings were indicated to the respondents as multi-purpose buildings that can be used as retail on the bottom floors and offices or residential spaces on the top floors. The respondents found mixed use buildings with pedestrian friendly walkways along the building “Very Desirable.” In addition, the results of the survey suggested that respondents desire mixed use spaces with clear distinction between the retail/business section and the residential/office section. Many considered it “Not Desirable” for buildings without this distinction. Also, respondents did not desire buildings with minimal greenery and flat facade. Figures 4 and 5 below show the most desired and least desired mixed use space.



Figure 4. Most Desirable Mixed use Image



Figure 5. Least Desirable Mixed Use Image



Retail

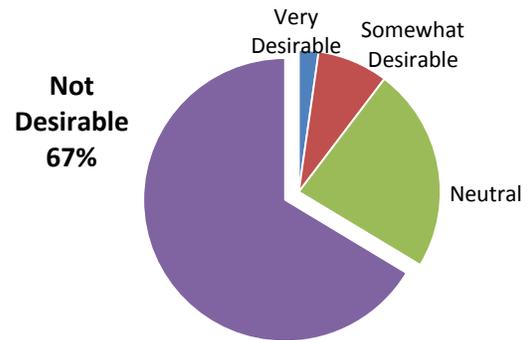
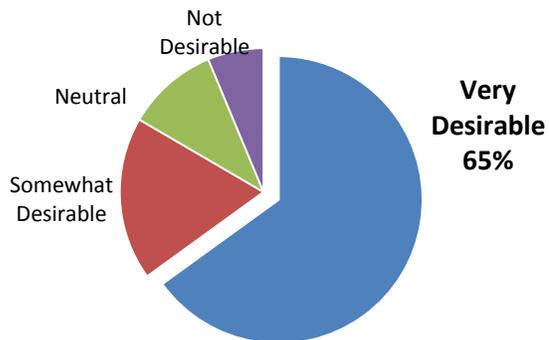
The retail images on the VPS tool were rated by the respondents on the types of retail buildings they desire to see on the Eastgate Area. Out of 273 responses, the retail section received an average of 222 responses. The respondents suggested desirable retail stores which provide a pedestrian friendly walkway and great landscaping. Retail stores where shoppers can walk enjoy both outdoor space and a building with an inviting façade, as shown in Figure 6, were much desired. Generic one-story, large-sized buildings with minimal outside space or greenery were “Not Desirable” to the residents, as presented in Figure 7. The survey results displayed that respondents desired a boutique style shopping experience and a great outside space.



Figure 6. Most Desirable Retail Image



Figure 7. Least Desirable Retail Image



Multifamily Residential

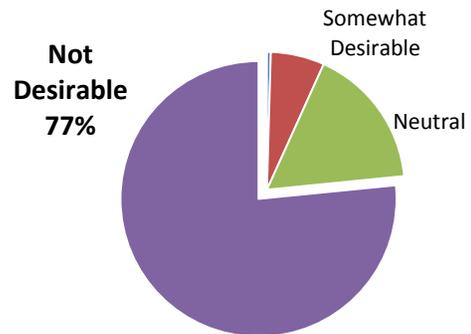
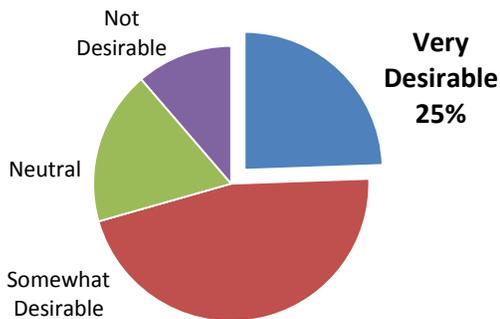
There were five (5) different multifamily residential images presented on the VPS tool. This section received an average of 220 responses. The image shown in Figure 8 received the most “Very Desirable” votes of 25% due to its varying color, texture and façade levels. In addition, the image found to be highly desirable had outdoor spaces. VPS results showed flat faced buildings with minimal greenery were “Not Desirable” for the Eastgate Area, as shown in Figure 9. The simple architectural design of the building and its single textured exterior received “Not Desirable” votes by many respondents. Also, the image lacked outdoor space and pedestrian walkway which were not desired by the respondents.



Figure 8. Most Desirable Multifamily Residence Image



Figure 9. Least Desirable Multifamily Residence Image



Streetscape Treatments

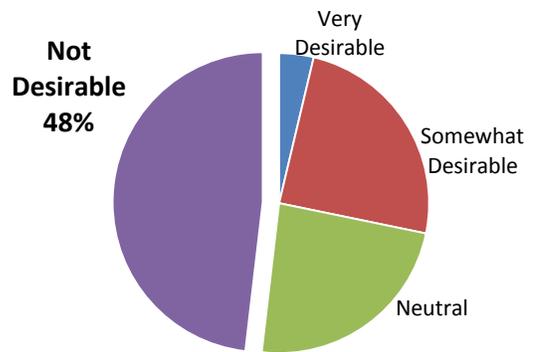
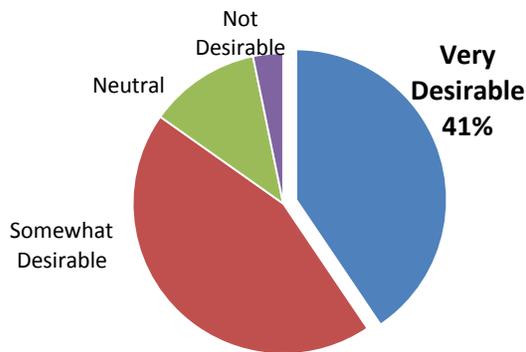
The VPS tool provided images for residents to evaluate the type of streetscape treatments they would find desirable for the Eastgate Area. Treatments vary from the type of plants and the size of the strips that can be found in the area. An average of 216 respondents rated the images that depicted the streetscape treatments they deemed desirable in the area. As shown in Figure 10, the image that was highly desirable by the respondents consisted of very green plants and used as a median barrier. This provided green environment to drivers in a busy street. However, respondents did not desire planter strips with low and poorly maintained shrub, as displayed in Figure 11. The responses indicated that planter strips with vibrant colors and shrubs of different heights are more desirable for the Eastgate Area.



Figure 10. Most Desirable Streetscape Treatment Image



Figure 11. Least Desirable Streetscape Treatment Image



Signs

The VPS tool sought input from the respondents on the type of signs they desire to see on the Eastgate Area. The images of signs for the survey include a variety of shapes and sizes. Out of the total 273 respondents, this section of the survey received an average of 217 responses. The responses suggested that the desired sign is simple design with iron work and only displays one business per sign, as shown in Figure 12. Respondents found signs that are cluttered, showing multiple business signs to be “Not Desirable.” They found the sign in Figure 13 undesirable due to its generic design and its disordered layout.

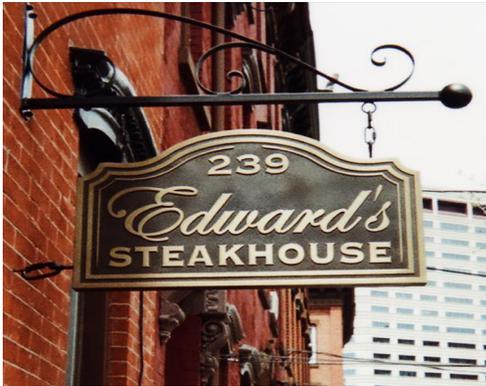
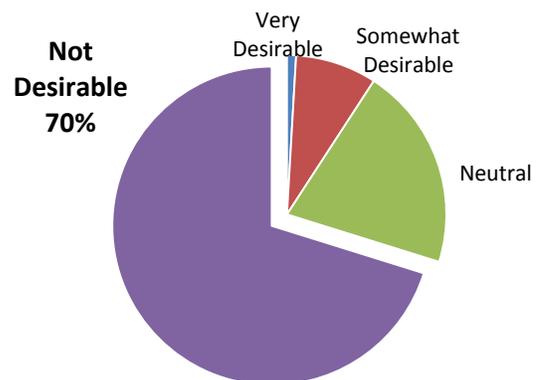
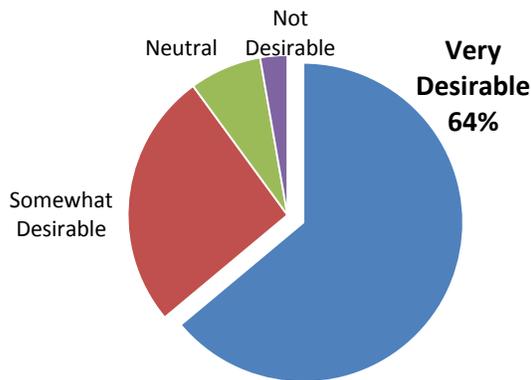


Figure 12. Most Desirable Sign Image



Figure 13. Least Desirable Sign Image



Parking

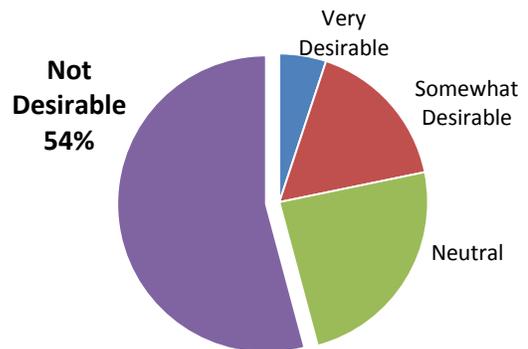
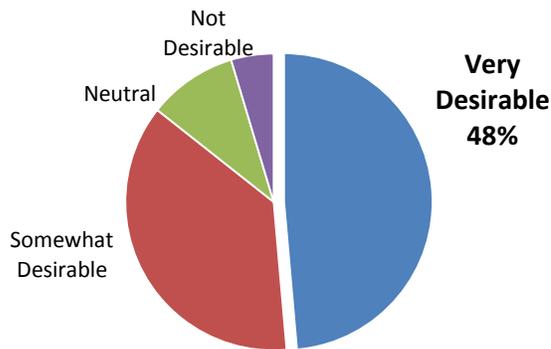
The respondents were asked to rate a series of images based on the type of parking structures they desire to get developed in the Eastgate Area. The images showed a variety of parking options, such as street parking, lot parking and garage parks. With an average of 215 respondents per image, the survey suggested that the public desired parking lots with sufficient greenery that could provide shade for the cars, such as Figure 14. On the contrary, the respondents did not find it desirable to have a large-sized parking lot with minimal greenery, as shown in Figure 15. Other parking images on the online tool were garage parking structures which received a neutral response.



Figure 14. Most Desirable Parking Image



Figure 15. Least Desirable Parking Image



Treatments

There are many types of treatments included in the VPS online tool. The City wanted input from the public on the types of landscaping and green treatments for freeways, boulevards, bike and pedestrian lanes they desire to see in the Eastgate/I-90 Area. Each type of treatment has its own set of pictures in which the respondents rate to what they consider as “Very Desirable” to “Not Desirable.”

Freeway Treatments

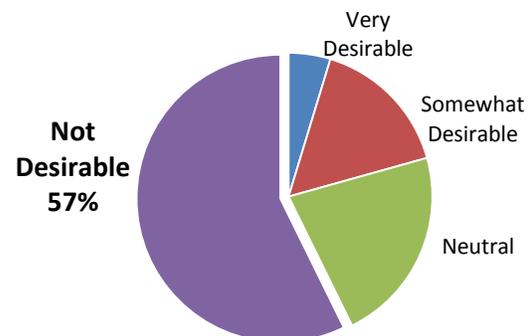
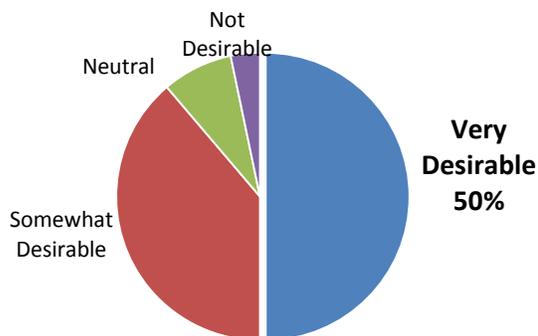
Freeway treatments include landscaping of the median or the retaining walls. Out of the 273 responses, the section received an average of 213 responses. The respondents preferred treatments that are pleasing to the eyes through various types of shrubs and landscaping features. As shown in Figure 16, the image which received a high “Very Desirable” response of 50% has vibrant colored flowers and well manicured grass. Other well received freeway treatments had the same characteristics, both on the median and the ramps. Retaining walls with overgrown plants and barbed wire were “Not Desirable” for the respondents, as shown in Figure 17. Other freeway treatments that were not received well by the respondents consisted of flat, undecorated walls and medians.



Figure 16. Most Desirable Freeway Treatment Image



Figure 17. Least Desirable Freeway Treatment Image



Bike Lanes

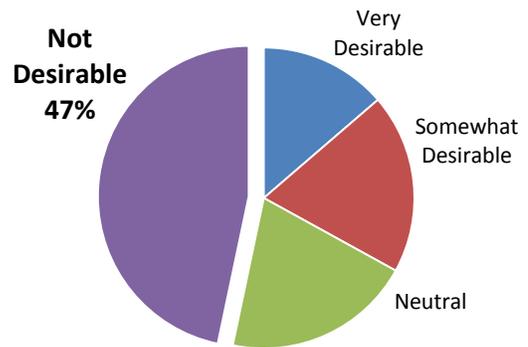
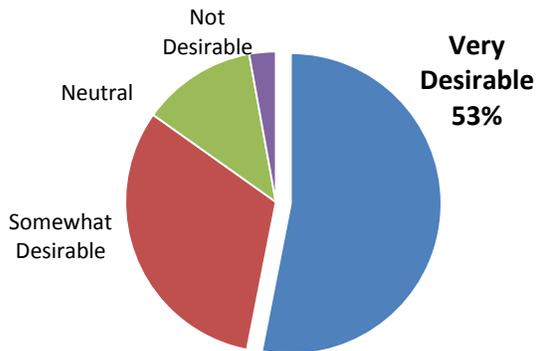
The VPS tool provided bike lane images for the respondents to assess whether each image is “Desirable” or “Not Desirable” for the Eastgate Area. Most of the bike lane images received high “Very Desirable” and “Somewhat Desirable” responses which indicated that many of the respondents would approve of this development on the Eastgate/ I-90 Corridor. Respondents preferred bike lanes that were separated from the motorists. They gave “Very Desirable” responses to images where the bike lane is separated from the main road by a planter strip or a barrier, as displayed in Figure 18. The image below, Figure 19, received 47% “Not Desirable” response, has no separation from vehicles.



Figure 18. Most Desirable Bike Lane Image



Figure 19. Least Desirable Bike Lane Image



Sidewalks

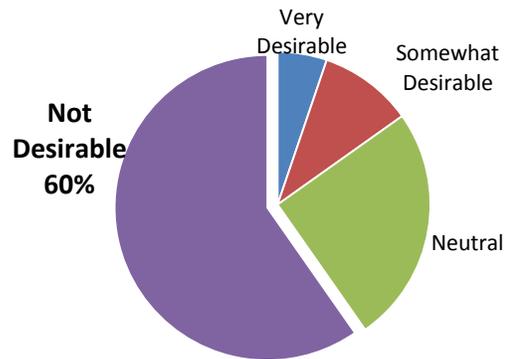
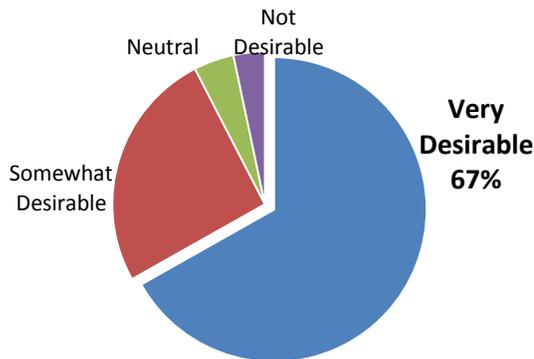
Respondents rated the sidewalk and pedestrian lane images they desired to have in the Eastgate Area. This section averaged a response of 211 respondents out of the 273. Pedestrian friendly walkways with various types of greenery along them are most desirable for the respondents. Similar to the bike lanes, respondents preferred sidewalks that have a clear separation from the busy street. The “Very Desirable” image, Figure 20, provides a more aesthetically pleasing concrete walkway with a well maintained planter strip. This image was favored by 67% of the respondents of this section. As shown below in Figure 21, the sidewalk with a close distance to the main street received many undesirable responses.



Figure 20. Most Desirable Sidewalk Image



Figure 21. Least Desirable Sidewalk Image



Boulevard

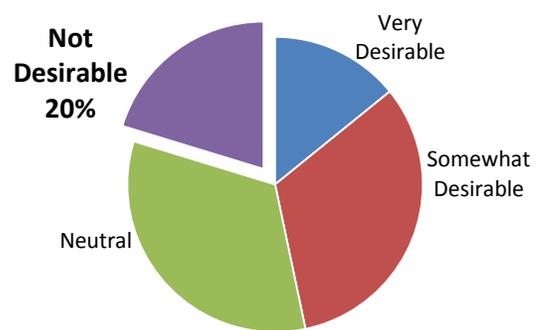
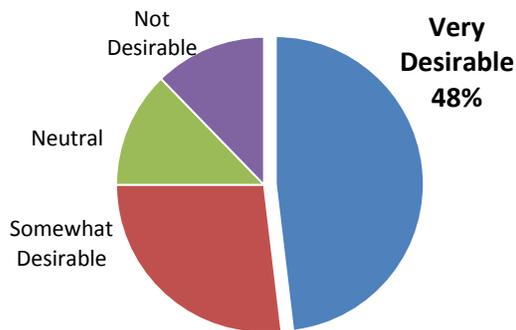
Boulevard treatment images were also included in the VPS tool. The respondents indicated which of the images they found to be desirable or undesirable for the Eastgate Area. Within the 273 responses, an average of 212 responses were received for each image in this section. The highly desirable images showed boulevard treatments which included vibrant colored planter strips separating pedestrians from motorized vehicles. In addition, these boulevards also have medians with well maintained shrubberies to separate the two directions of traffic. The most desired image is shown below in Figure 22. Figure 23 received a high “Not Desirable” response possibly due to minimal greenery and its poorly maintained appearance.



Figure 22. Most Desirable Boulevard Image



Figure 23. Least Desirable Boulevard Image



Trail Treatments

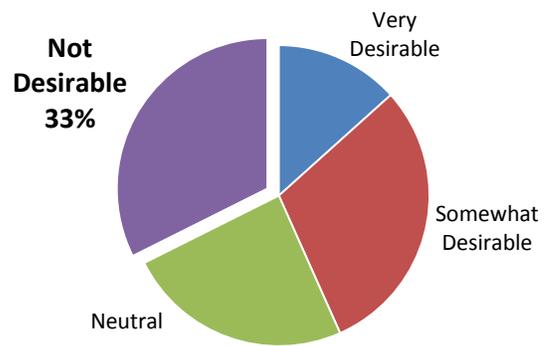
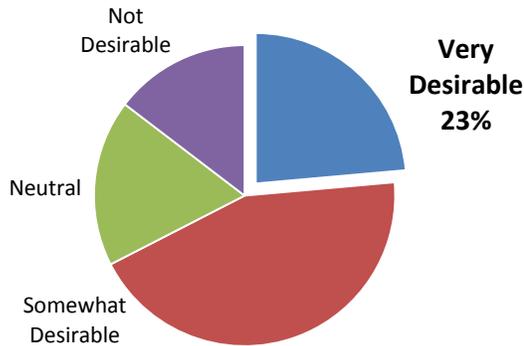
The VPS tool provided images of trail options that could possibly be developed in the Eastgate Area. The 210 responses received in this section indicated that there is no high desire for trail development in the area. As shown in Figure 24, the image which received a high desirable response only had 23% “Very Desirable” approval. This image contained a trail shared with the main road. However, it is secluded and receives only a small amount of traffic. The image undesired by the respondents is also a trail shared by both motorists and joggers separated by a concrete barrier. Figure 25 received a high “Not Desirable” response. The close proximity to a high volume traffic street and less greenery were undesired by respondents.



Figure 24. Most Desirable Trail Image



Figure 25. Least Desirable Trail Image



Non-Motorized Bridge Crossings

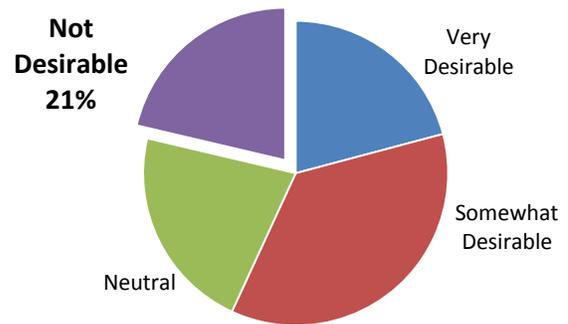
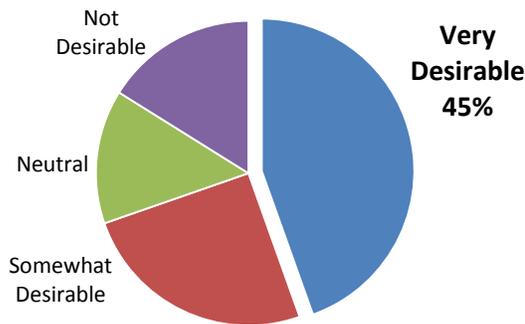
An average of 211 responses were received for each image of the Non-Motorized Bridge Crossings. None of the respondents had a significant dislike with this type of development for the Eastgate area. However, none of the images also sparked high desire on the respondents. The respondents favored bridge crossings that have greenery and simple artistic designs, such as Figure 26. Also, the respondents found bridge crossings with short distances “Very Desirable.” The image which received a high “Not Desirable” response showed a bridge crossing that is long distanced and has minimal greenery, as shown in Figure 27.



Figure 26. Most Desirable Non-Motorized Bridge Image



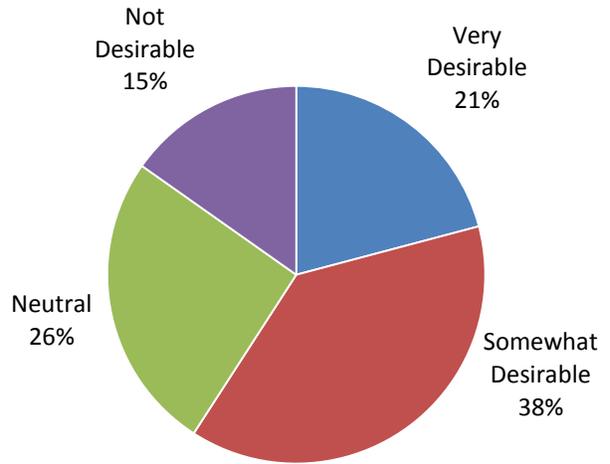
Figure 27. Least Desirable Non-Motorized Bridge Image



Appendix A. Visual Preference Survey Full Results



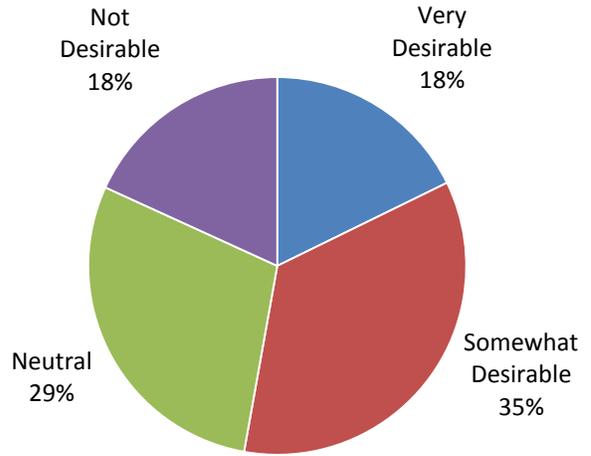
Office 1



Total Respondents: 230



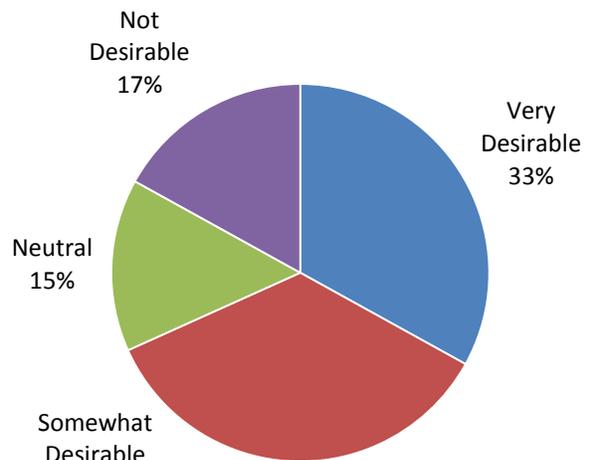
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Total Respondents: 231



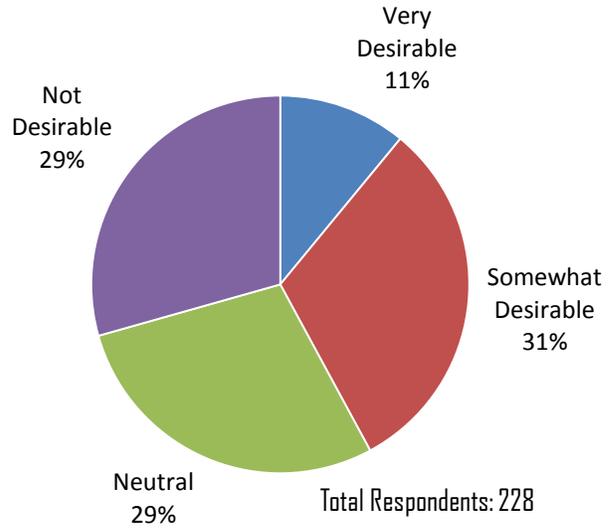
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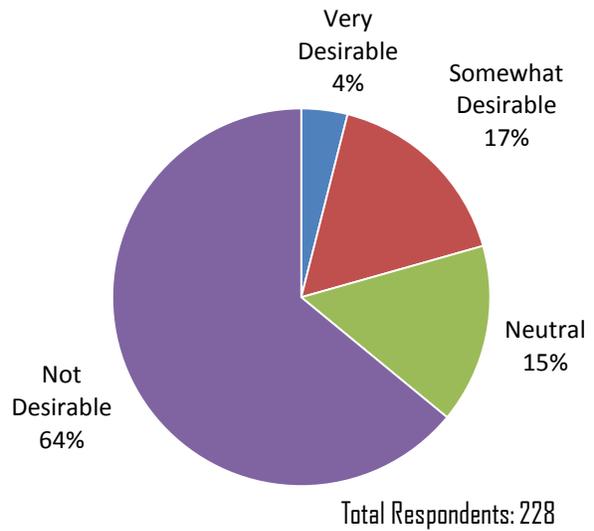
Total Respondents: 230



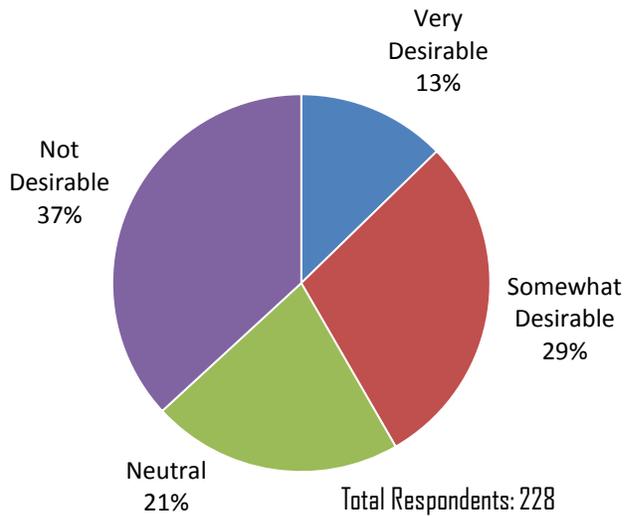
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Office 5

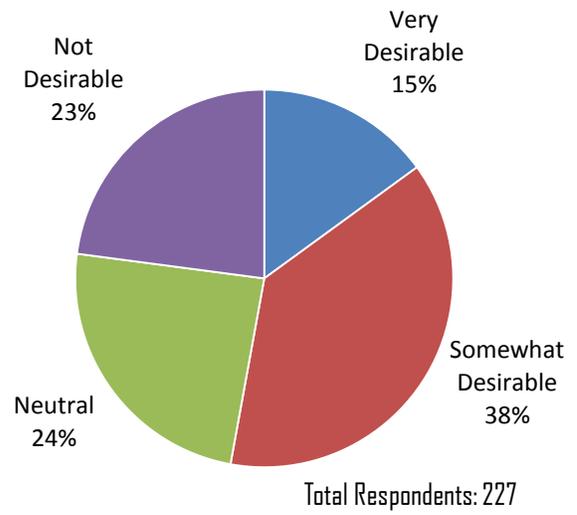


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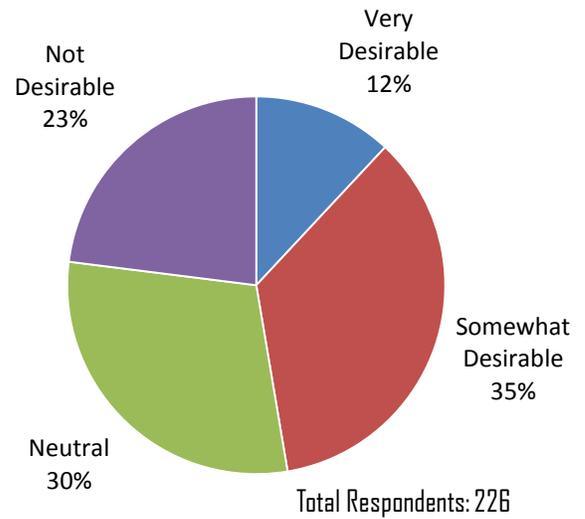




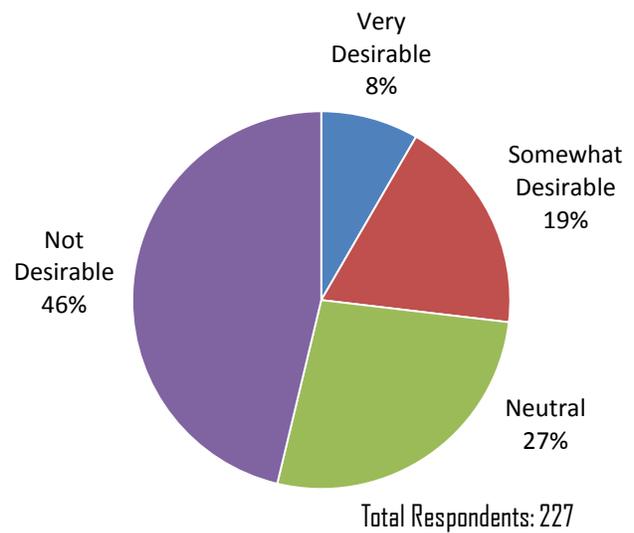
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Mixed Use 1

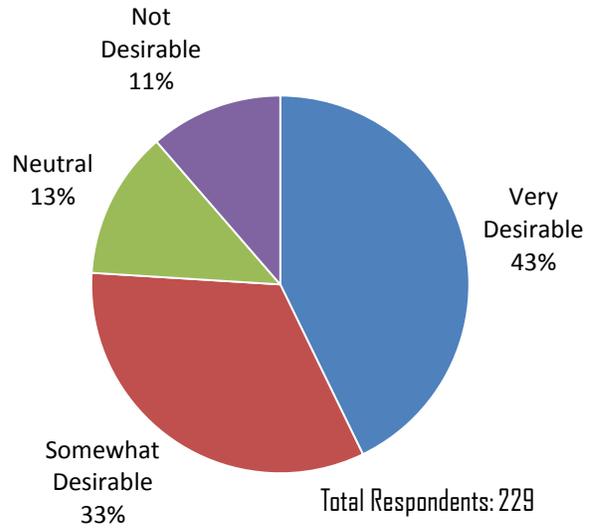


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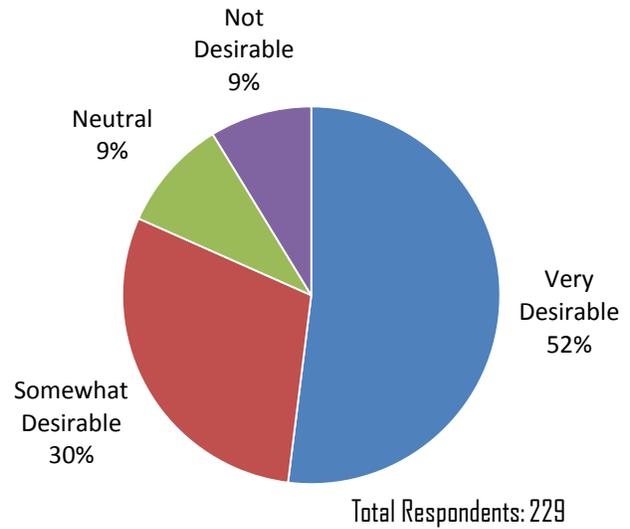




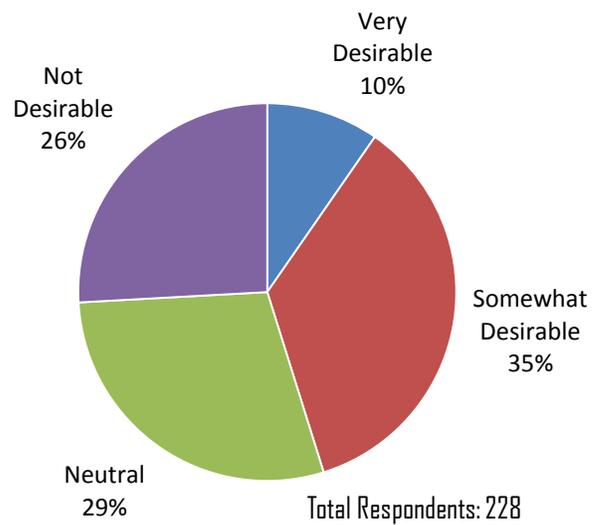
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Mixed Use 4

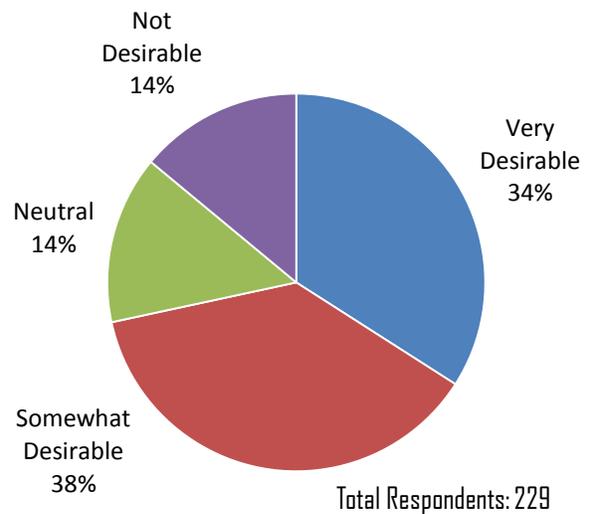


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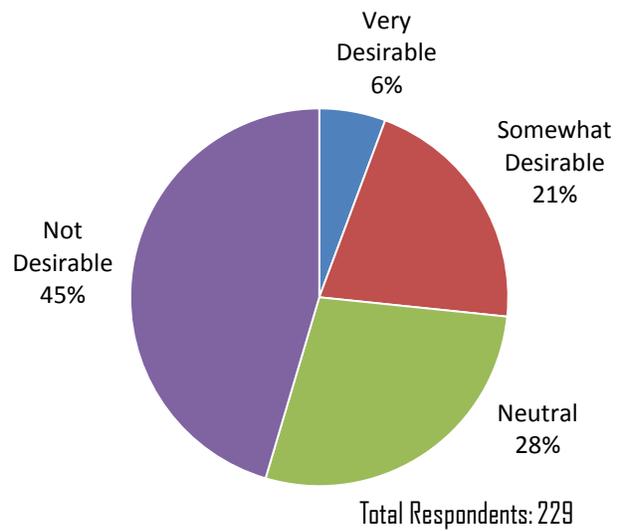




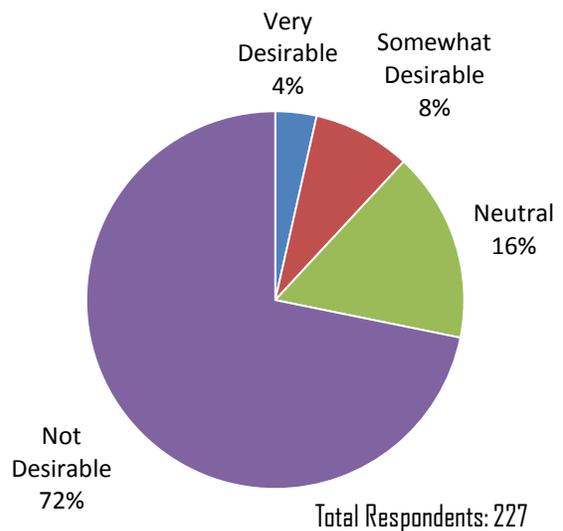
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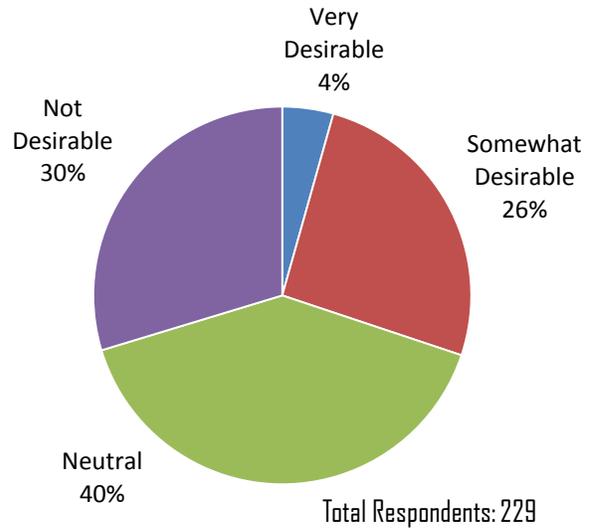


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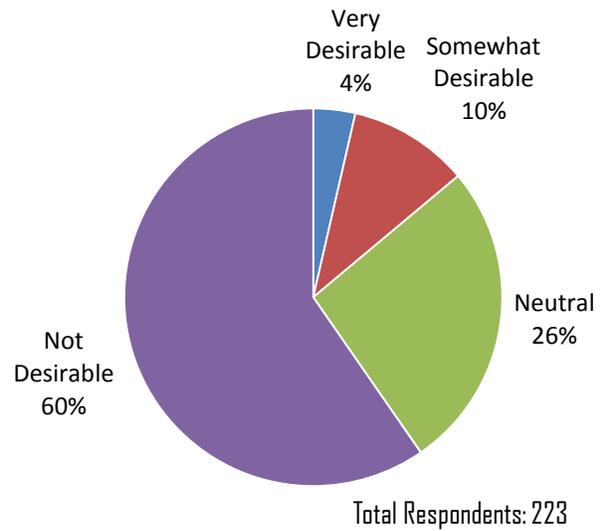




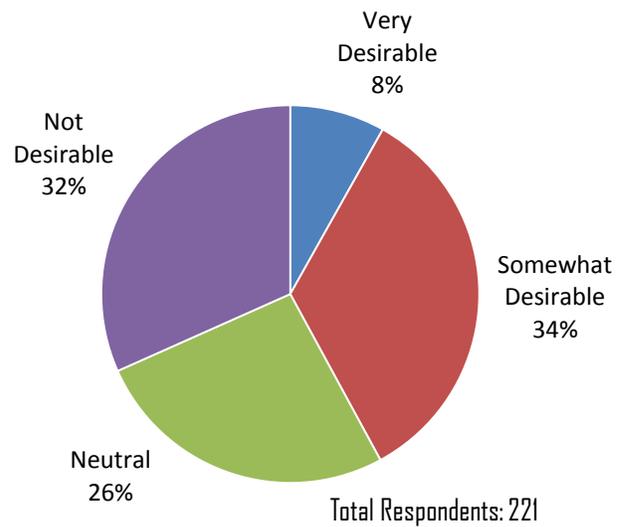
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Retail 1

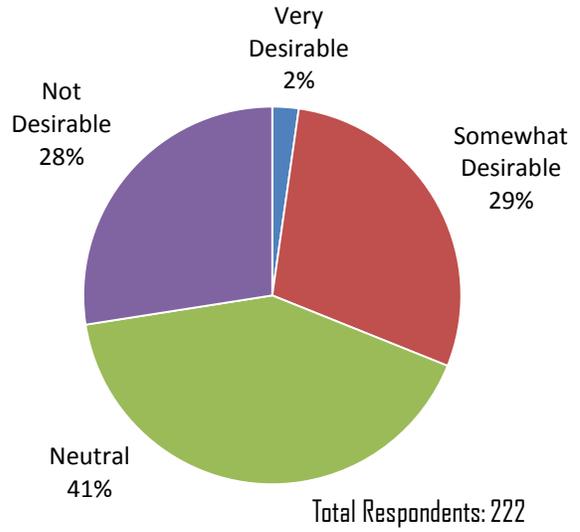


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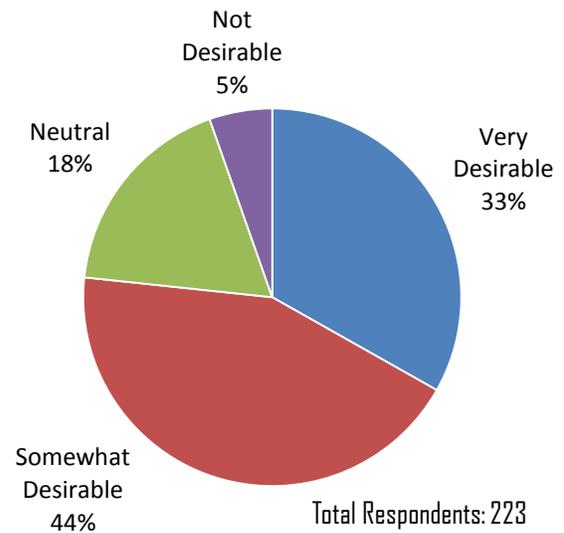




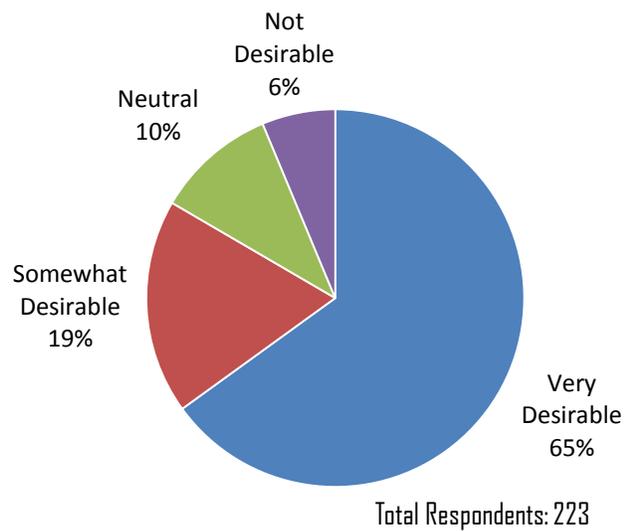
Retail 3



Retail 4

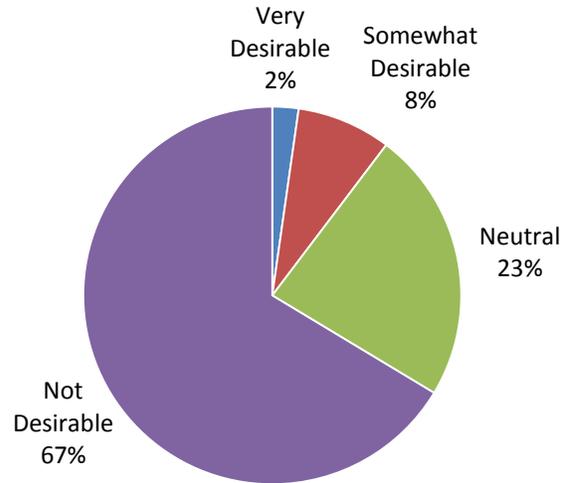


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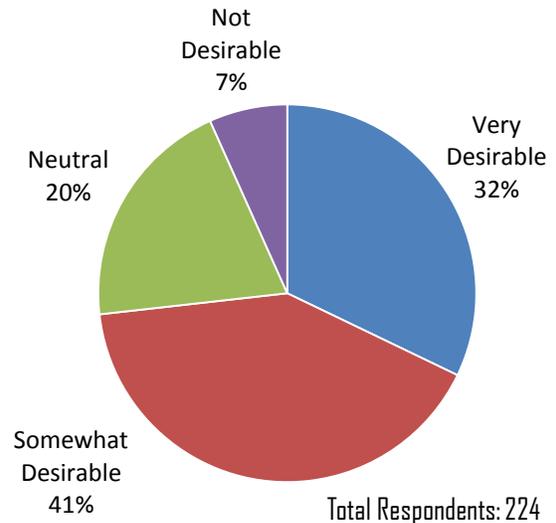
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Total Respondents: 223



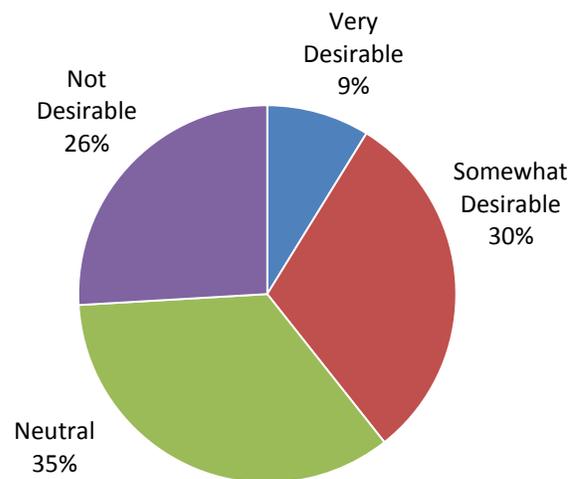
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Total Respondents: 224



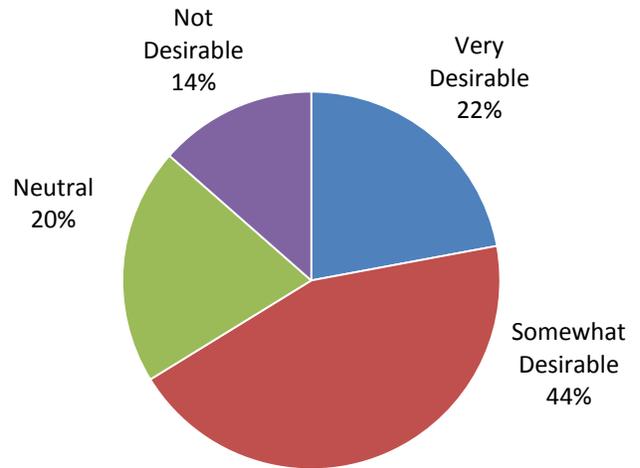
Multifamily residential 1



Total Respondents: 216



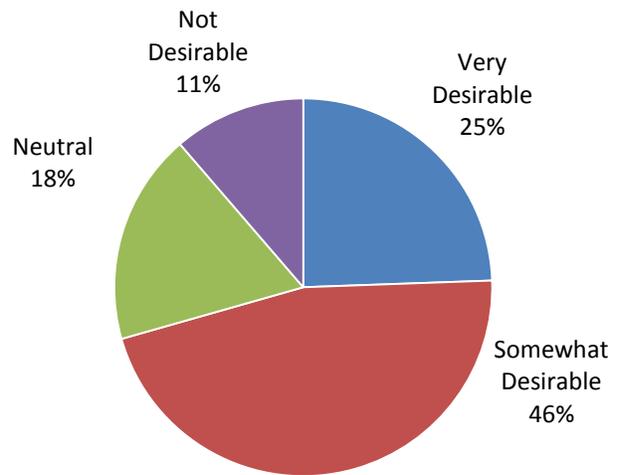
Multifamily Residential 2



Total Respondents: 222



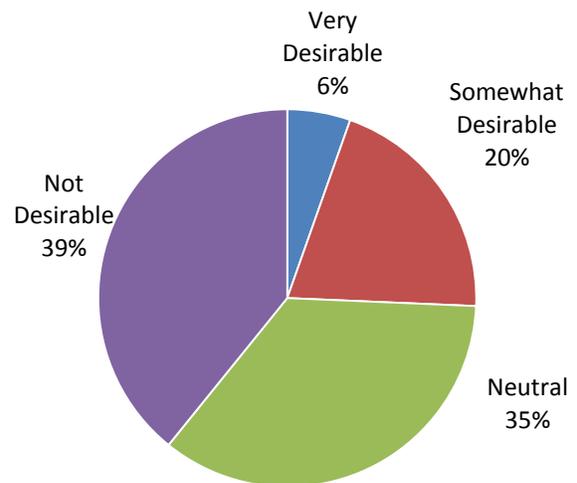
Multifamily Residential 3



Total Respondents: 221



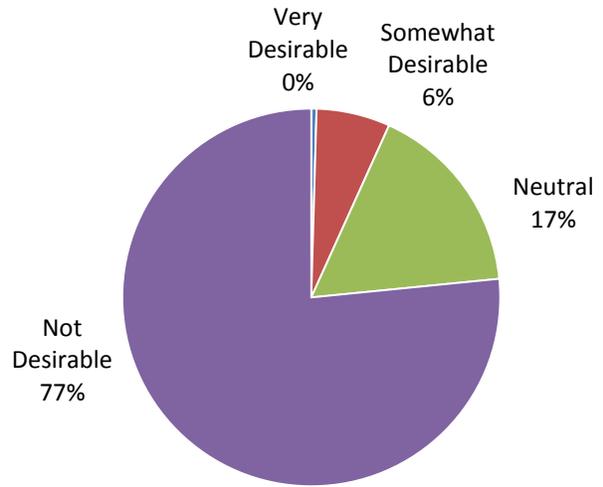
Multifamily Residential 4



Total Respondents: 222



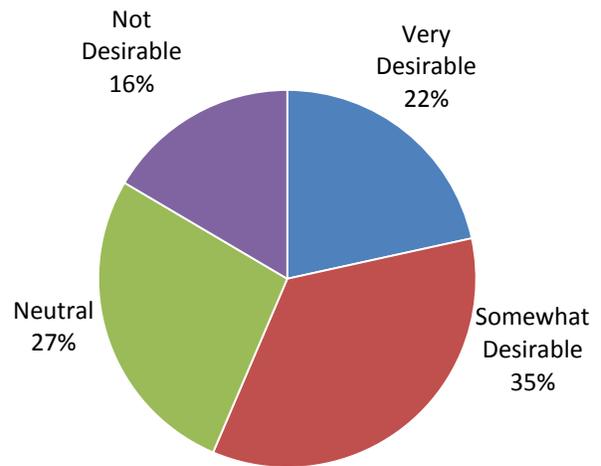
Multifamily Residential 5



Total Respondents: 222



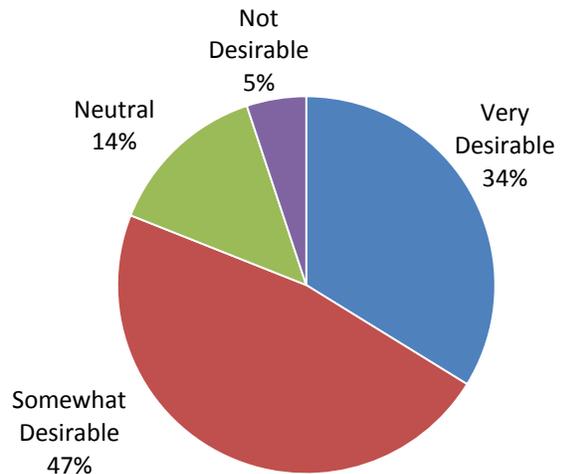
Streetscape 1



Total Respondents: 218



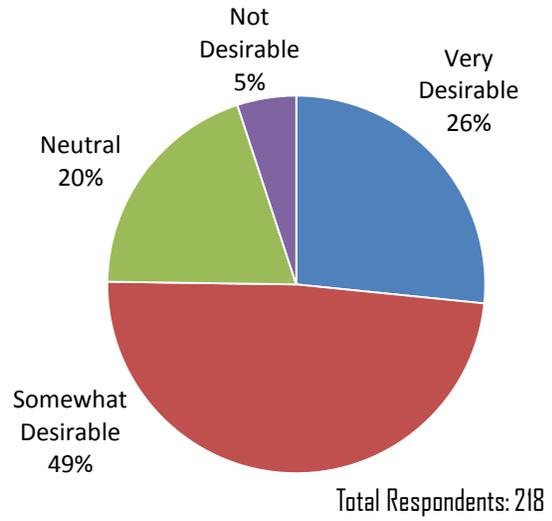
Streetscape 2



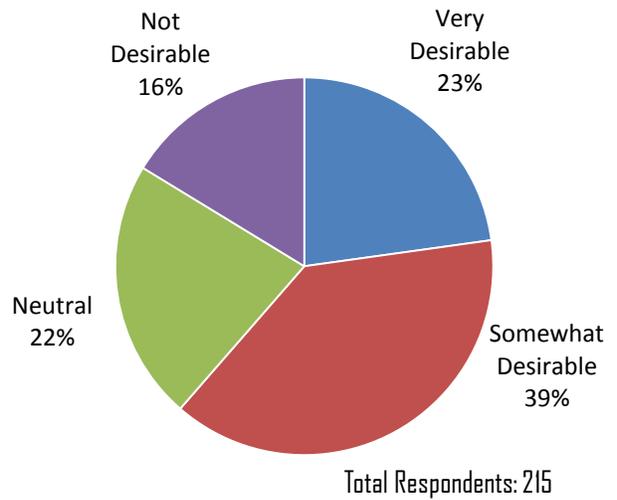
Total Respondents: 216



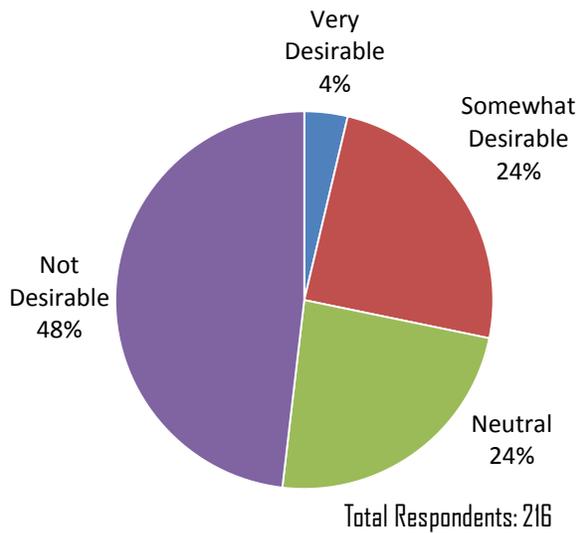
Streetscape 3



Streetscape 4

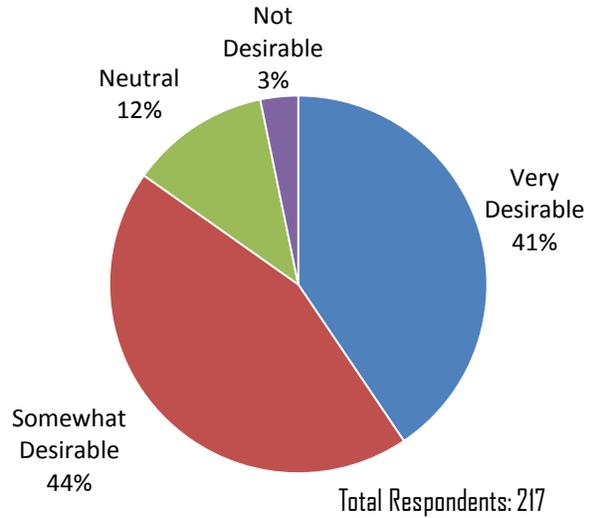


Streetscape 5

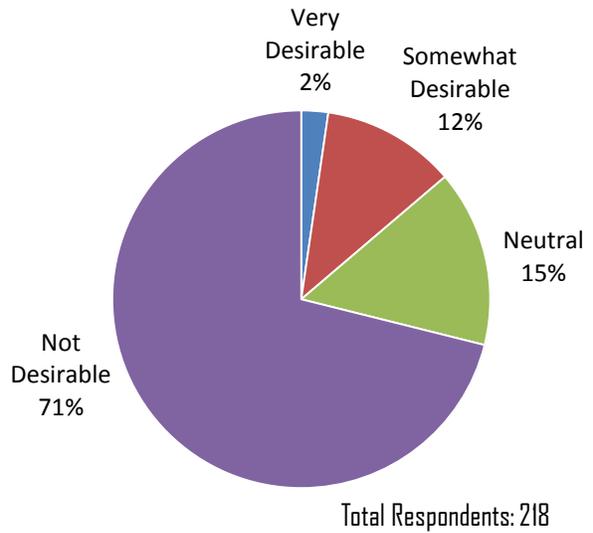




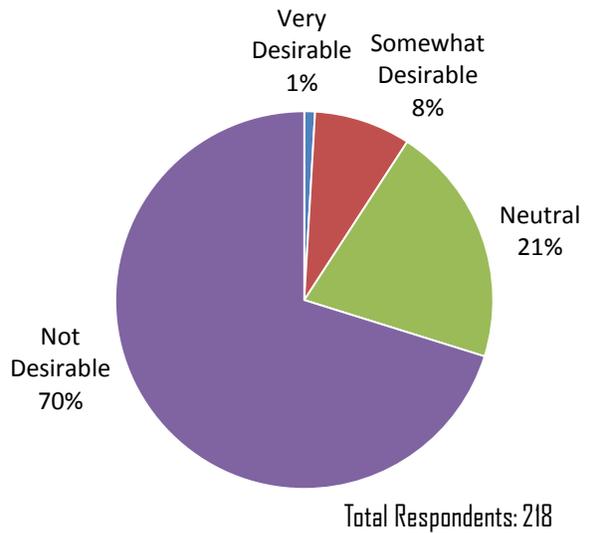
Streetscape 6



Sign 1

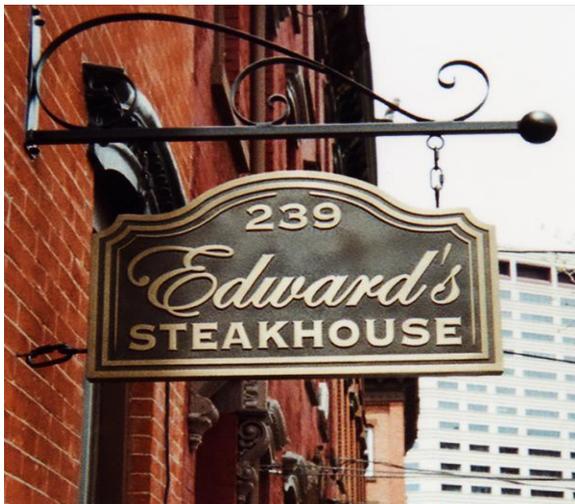
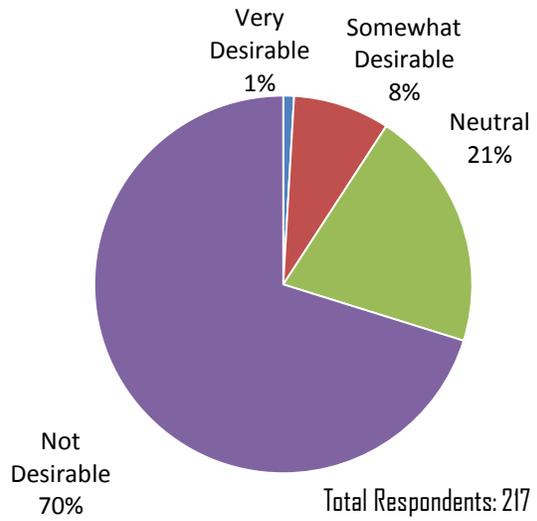


Sign 2

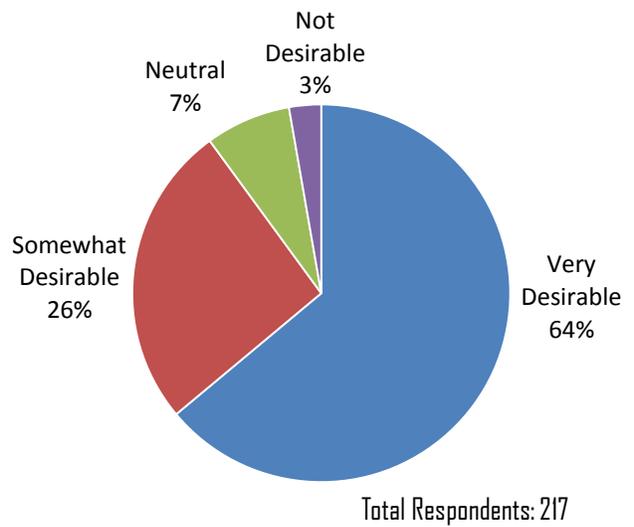




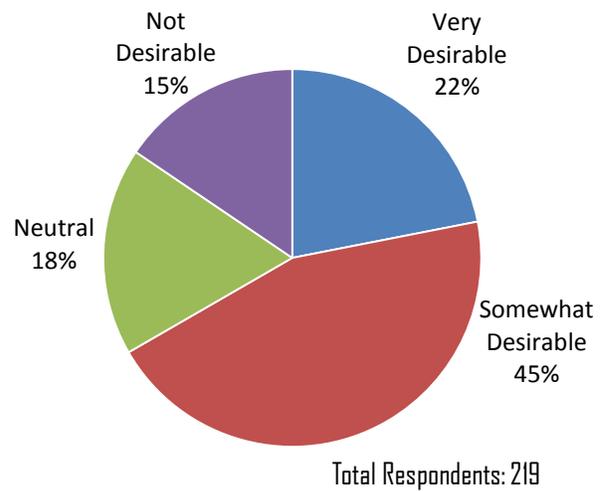
Sign 3



Sign 4

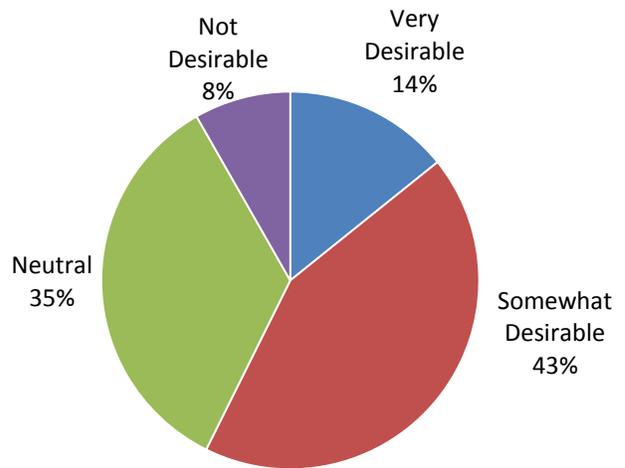


Sign 5





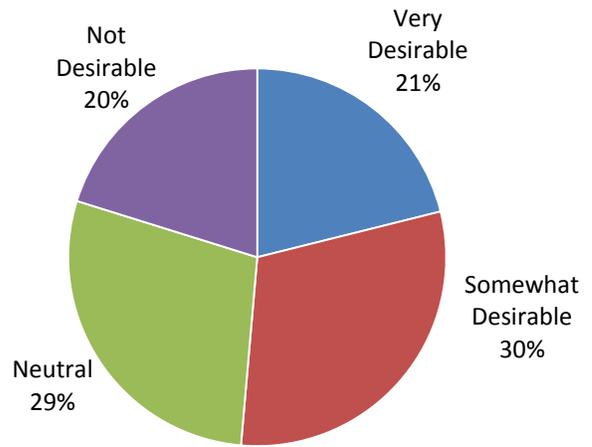
Sign 6



Total Respondents: 218



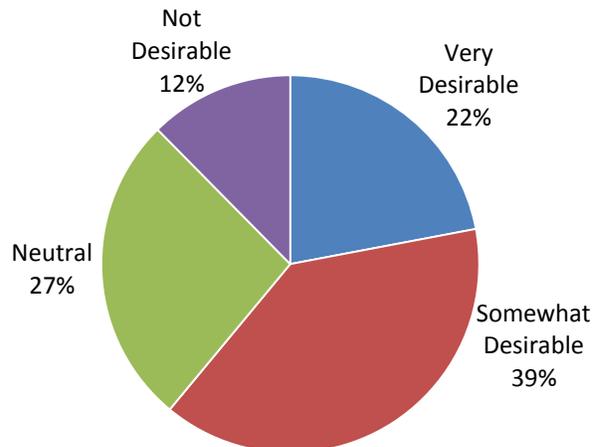
Sign 7



Total Respondents: 218



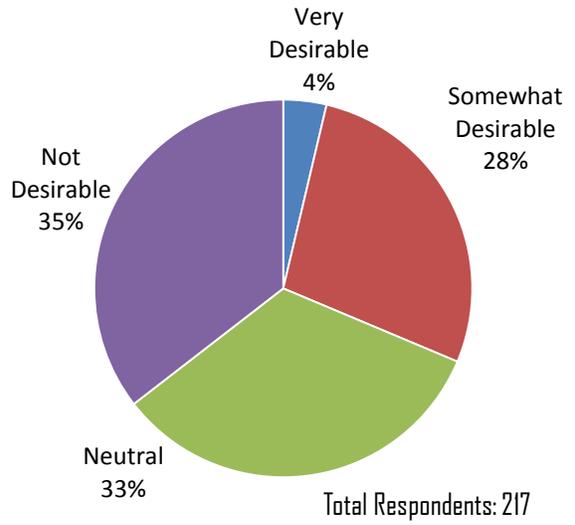
Sign 8



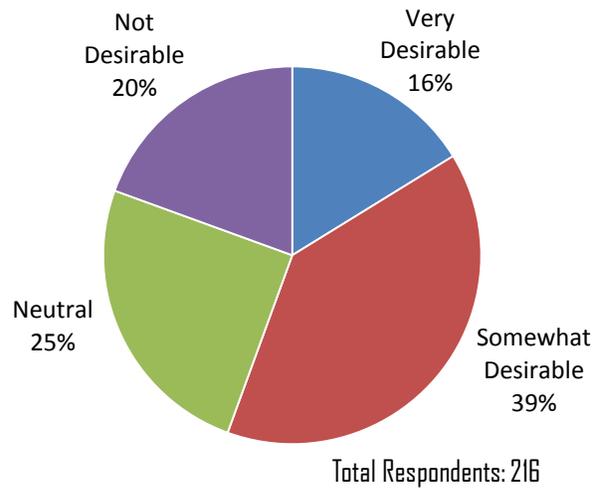
Total Respondents: 218



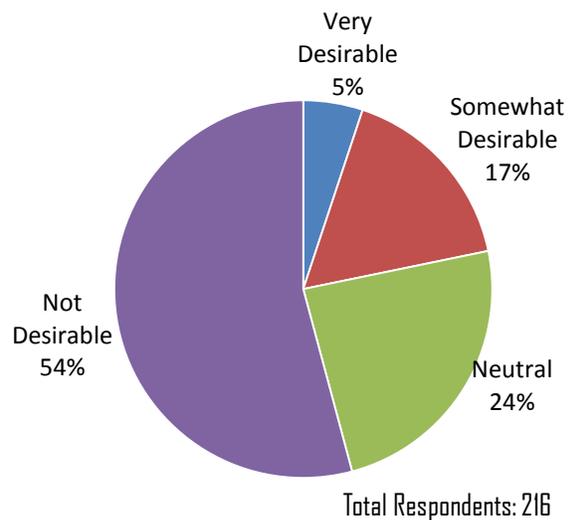
Sign 9



Parking 1

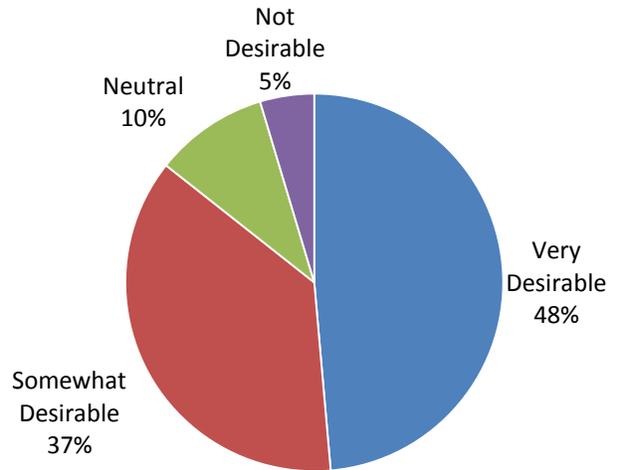


Parking 2





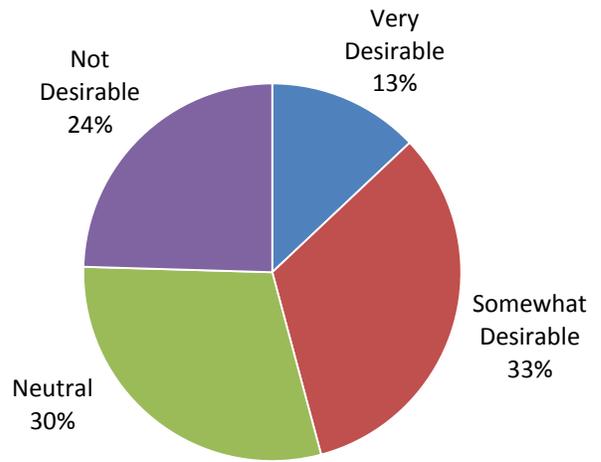
Parking 3



Total Respondents: 216



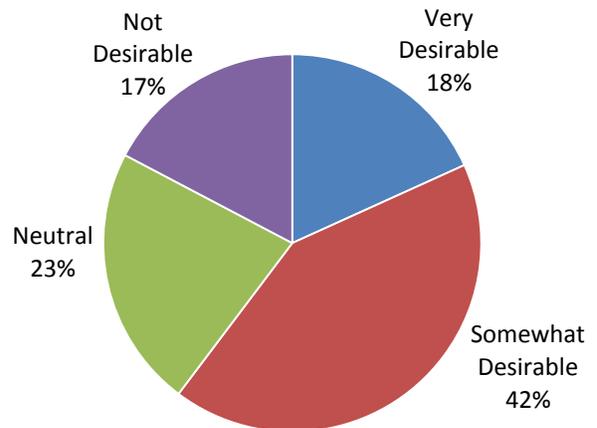
Parking 4



Total Respondents: 216



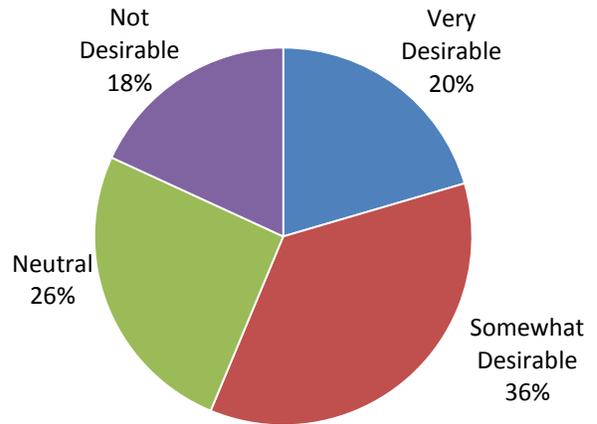
Parking 5



Total Respondents: 214



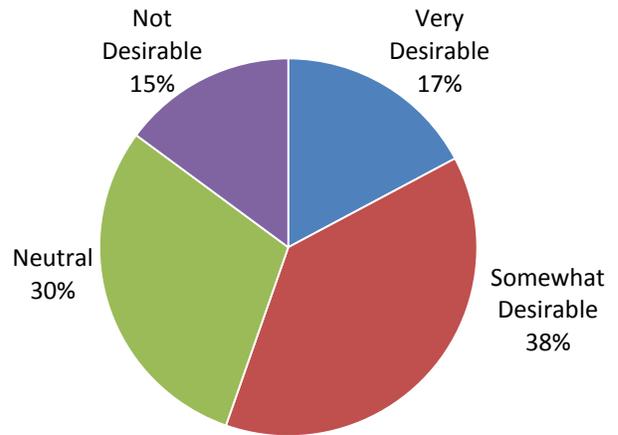
Parking 6



Total Respondents: 215



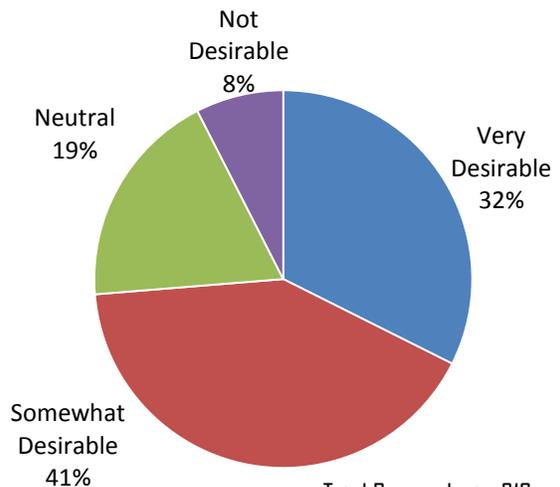
Parking 7



Total Respondents: 215



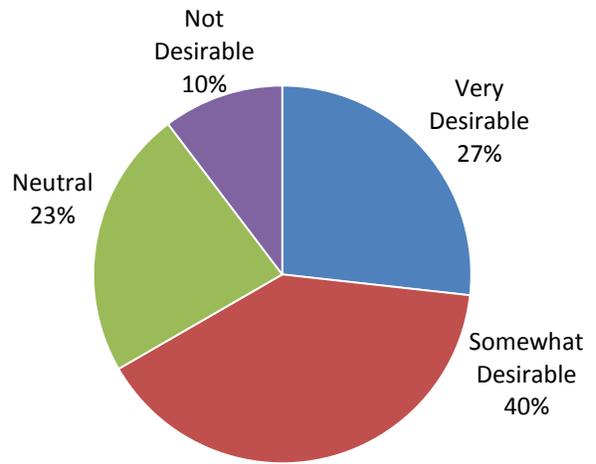
Freeway Treatment 1



Total Respondents: 213



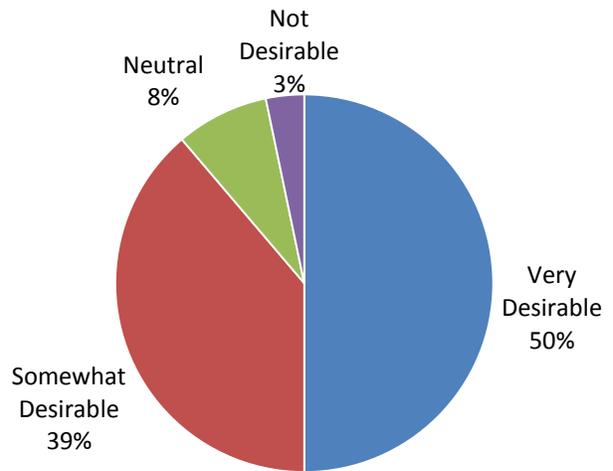
Freeway Treatment 2



Total Respondents: 213



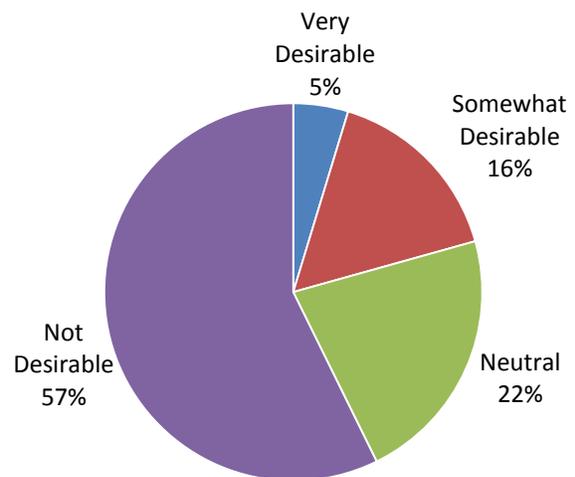
Freeway Treatment 3



Total Respondents: 214



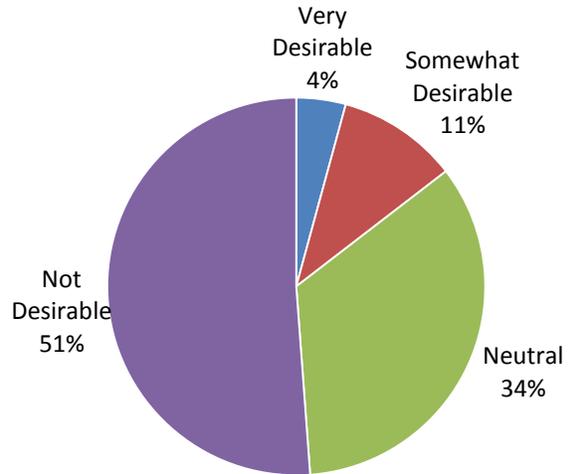
Freeway Treatment 4



Total Respondents: 213



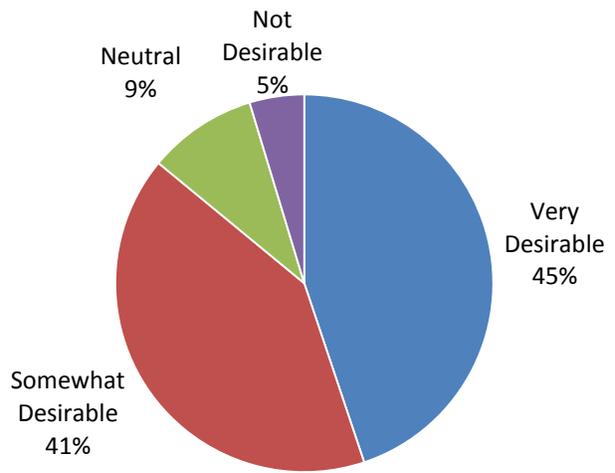
Freeway Treatment 5



Total Respondents: 213



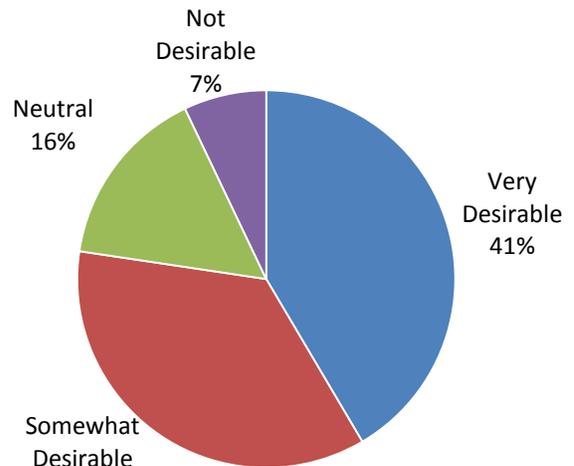
Freeway Treatment 6



Total Respondents: 214



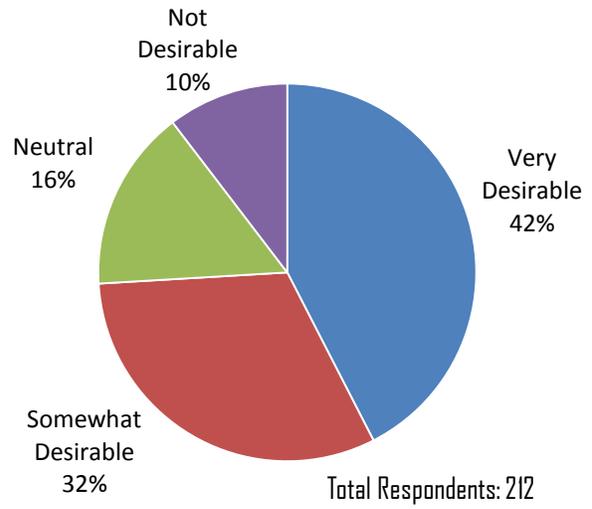
Bike Lane 1



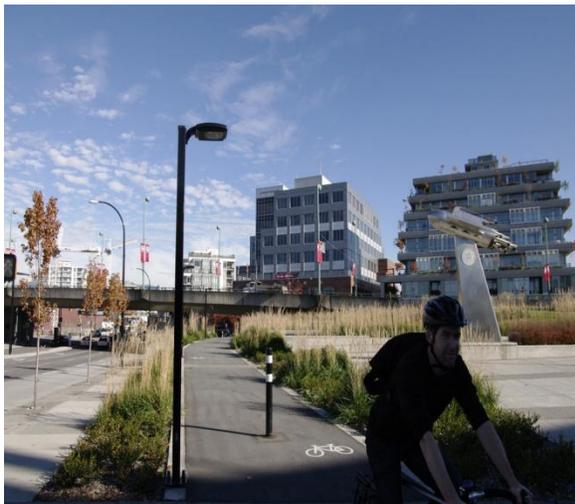
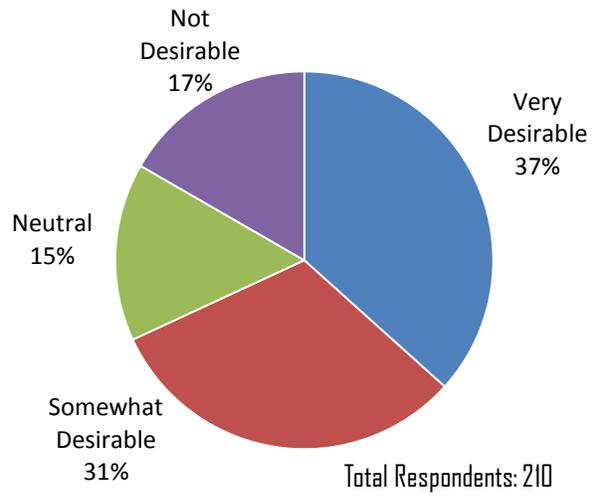
Total Respondents: 212



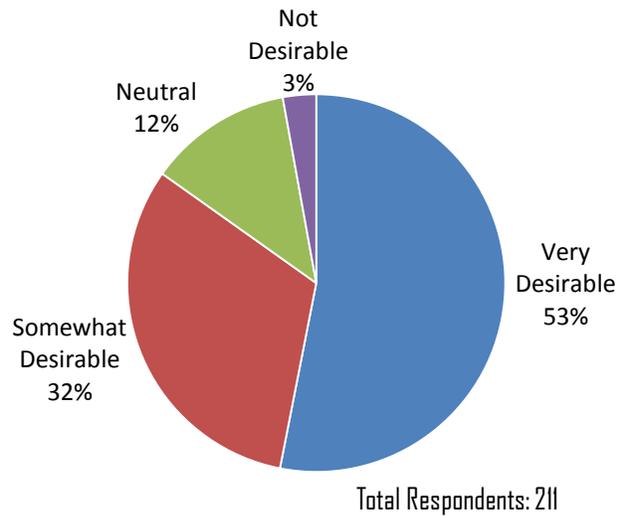
Bike Lane 2



Bike Lane 3

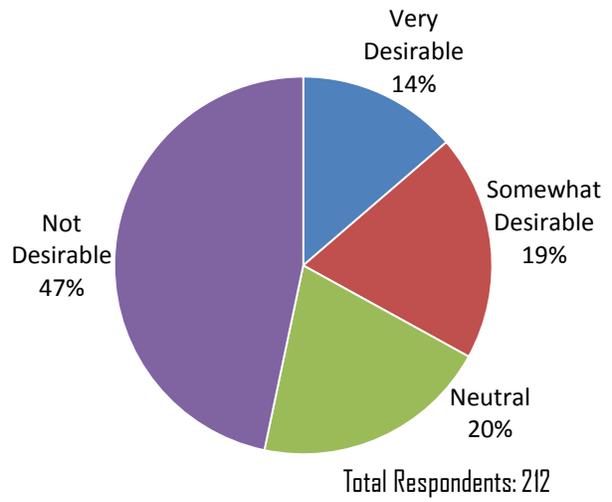


Bike Lane 4

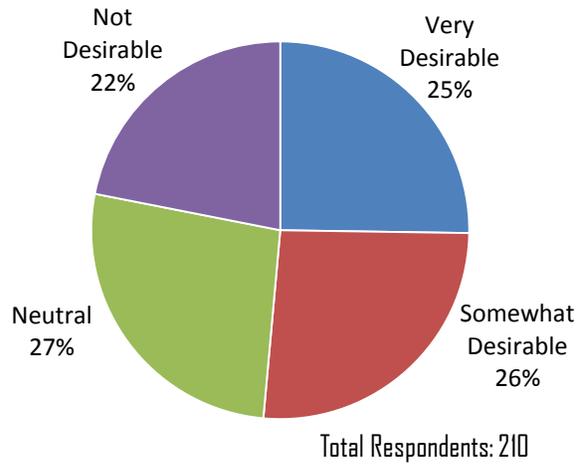




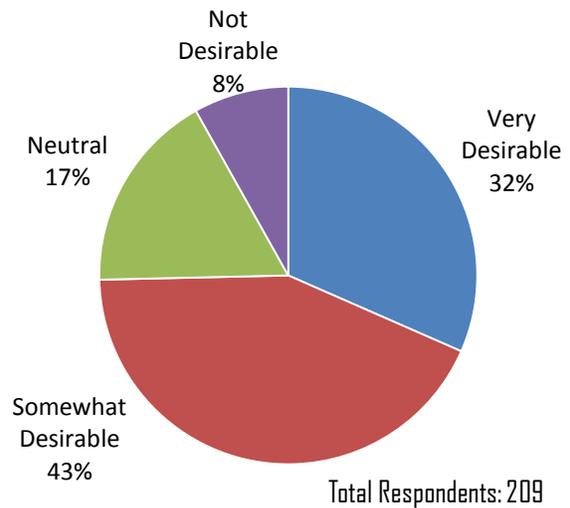
Bike Lane 5



Bike Lane 6

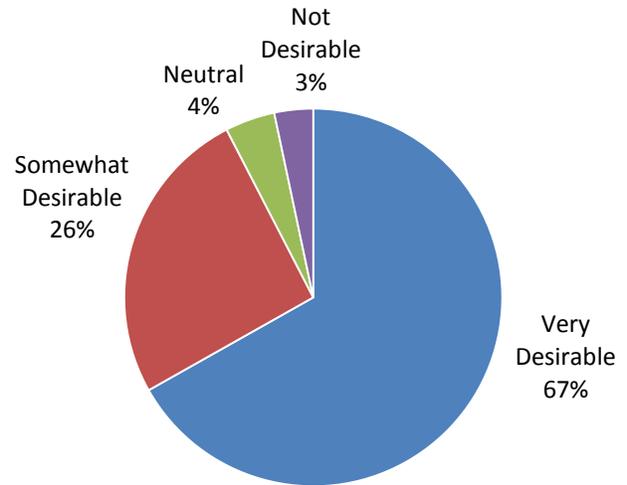


Sidewalk 1

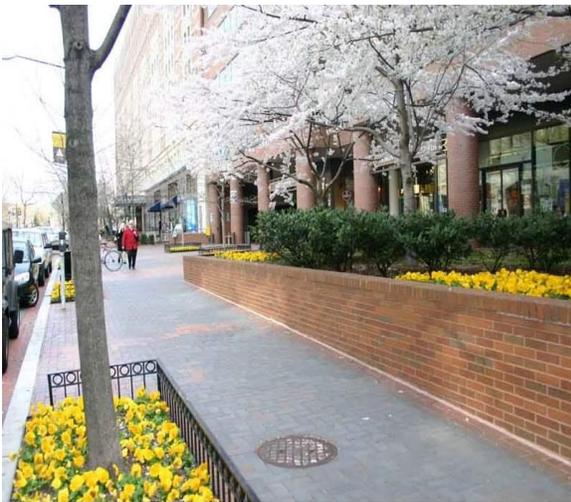




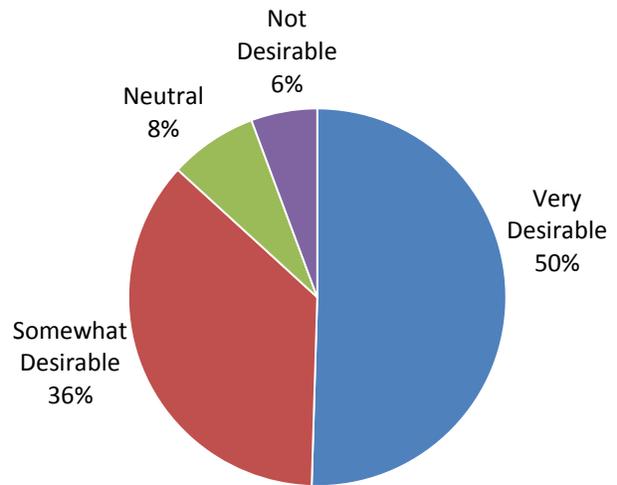
Sidewalk 2



Total Respondents: 211



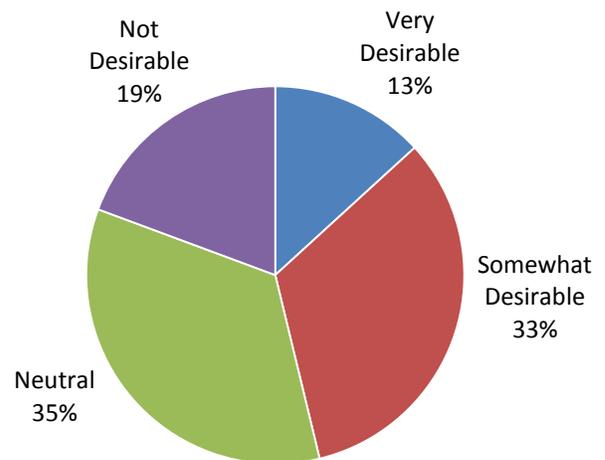
Sidewalk 3



Total Respondents: 212



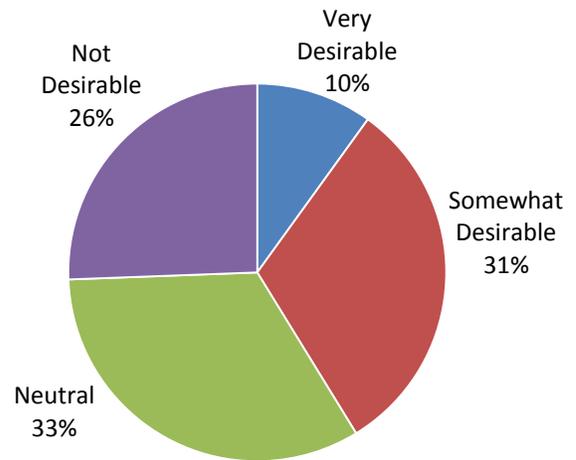
Sidewalk 4



Total Respondents: 212



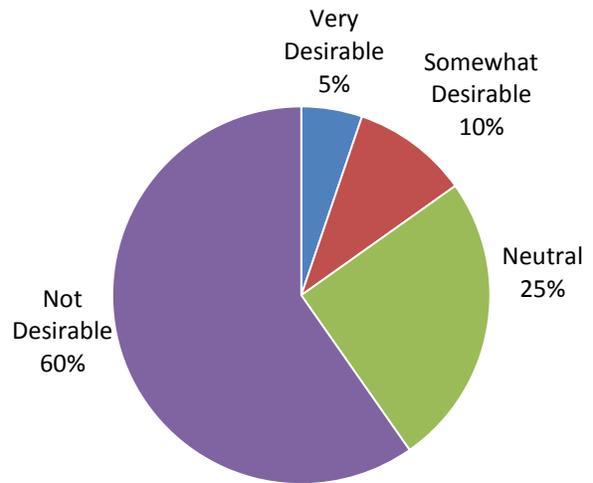
Sidewalk 5



Total Respondents: 211



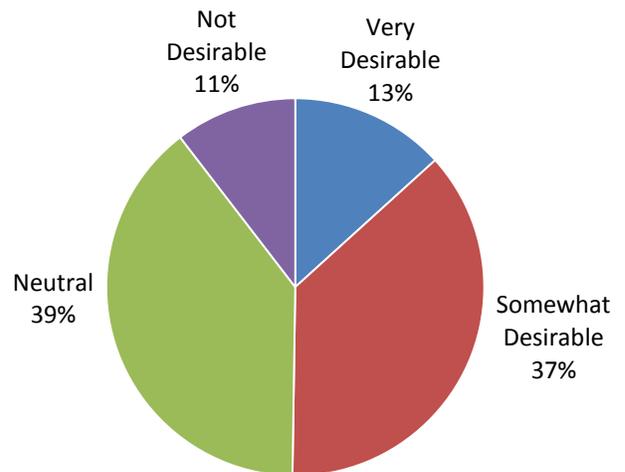
Sidewalk 6



Total Respondents: 211



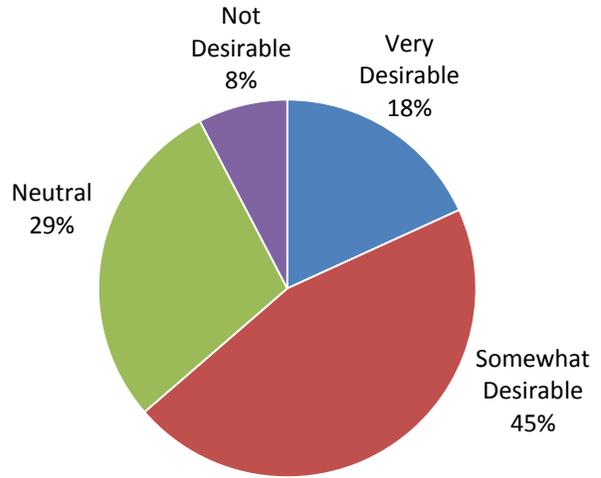
Sidewalk 7



Total Respondents: 211



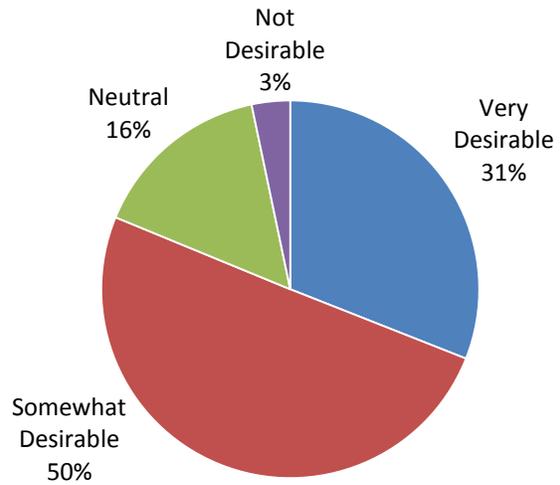
Boulevard 1



Total Respondents: 209



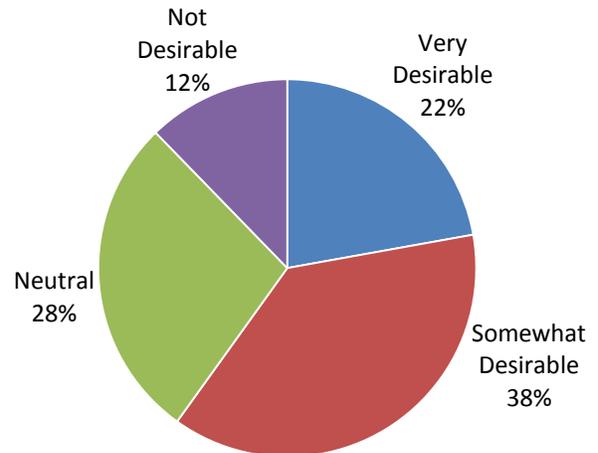
Boulevard 2



Total Respondents: 213



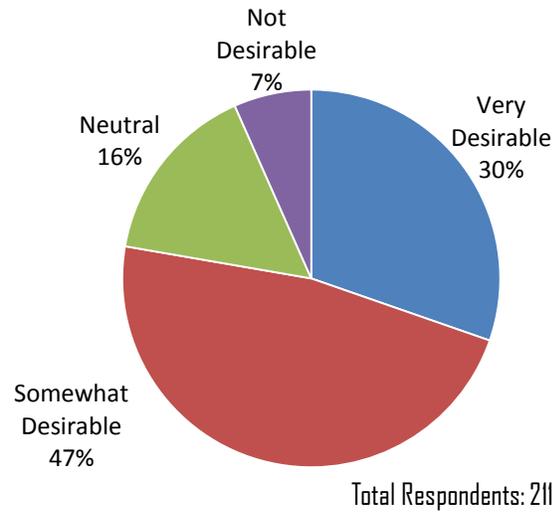
Boulevard 3



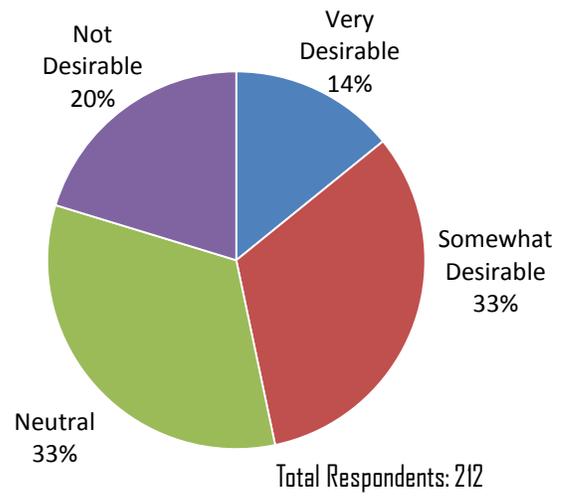
Total Respondents: 212



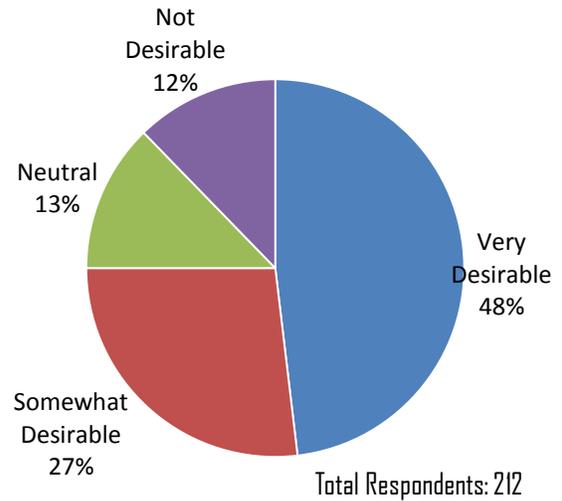
Boulevard 4



Boulevard 5

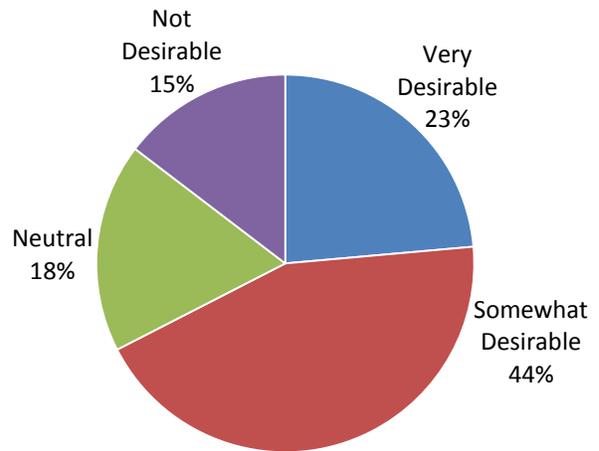


Boulevard 6





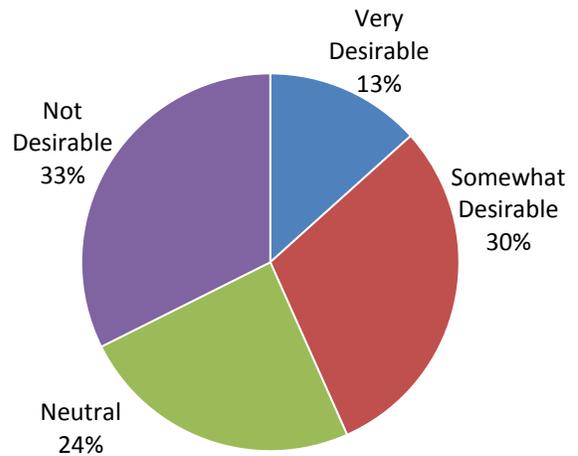
Trail Treatment 1



Total Respondents: 212



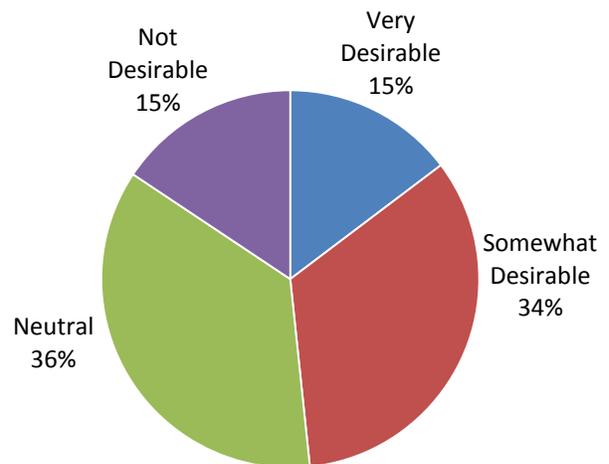
Trail Treatment 2



Total Respondents: 210



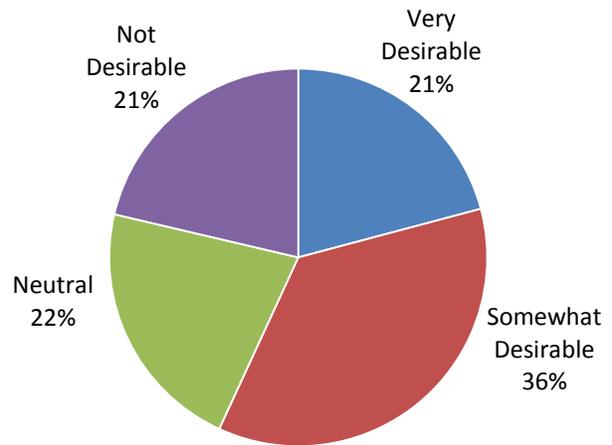
Non-Motorized Bridge Crossings 1



Total Respondents: 211



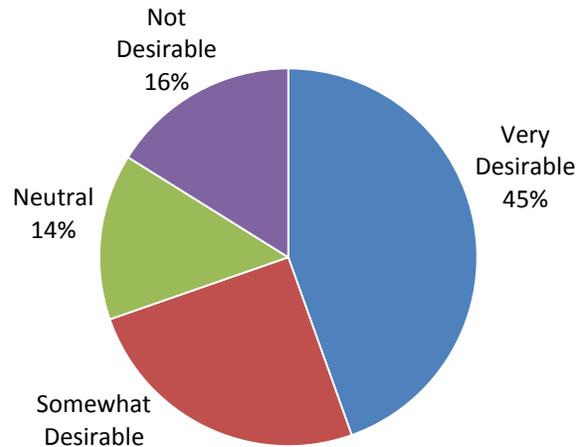
Non-Motorized Bridge Crossings 2



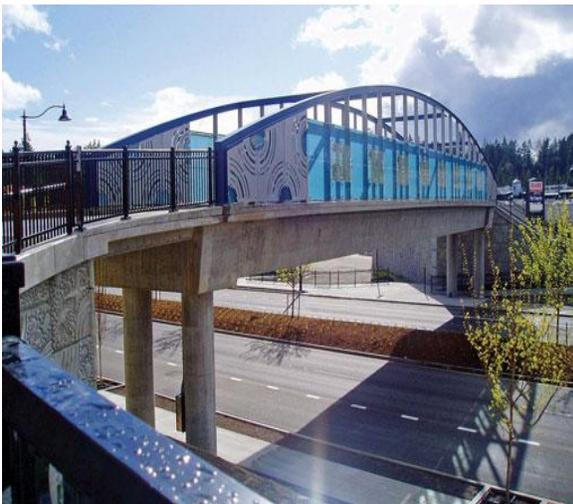
Total Respondents: 211



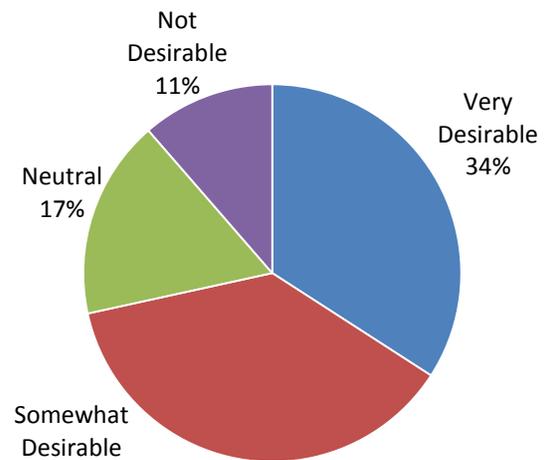
Non-Motorized Bridge Crossings 3



Total Respondents: 211



Non-Motorized Bridge Crossings 4



Total Respondents: 211