

5th Avenue NE Streetscape Design Project Visual Preference Survey Results

The Visual Preference Survey (VPS) is a method of presenting a variety of images in a short period of time to elicit an immediate like/dislike reaction to the features conveyed in each slide. We conducted this survey to collect information to inform the City's designers as they develop different design concepts for 5th Avenue NE, and these results will be used in conjunction with other technical and community-provided information. In addition to providing information for design concepts, another goal of the VPS is to assist members of the Northgate community in determining which components of the built environment contribute to a street's overall image, and which aspects of those elements they prefer.

The VPS was taken by 65 members of the Northgate community including general citizens, residents of two senior retirement apartment facilities, and members of the business community. Participants were told that the slides were not intended to represent what 5th Avenue could or should become, and should not be analyzed in how they may or may not apply to 5th Avenue. The intent was simply to provide participants with images of different streetscapes and then have them record their likes and dislikes about the different things they saw in these images.

Each participant was given a scorecard and asked to rate their preference for the highlighted elements in each slide on a -5 to +5 scale. A -5 indicates that the viewer strongly disliked what they saw, a zero indicates they did not have any strong feelings for it one way or another, and a +5 means that they strongly liked what they saw.

The slides are arranged into five categories related to the pedestrian environment. At the beginning of each category participants were told what elements were being highlighted within each that particular grouping of slides. The survey administrator intentionally moved quickly through the slides, reciting each slide number as it was shown so participants could follow along on the scorecard.

Space was provided on the score card after each category and participants were given a couple of minutes to write down some brief notes about any of the slides in that category that were particularly memorable, whether positively or negatively. After the VPS was over, there was a short discussion about the participant's observations.

The scores for each slide were tabulated by averaging each score received. Subscores are also given for each image with a breakdown into "citizen", "senior" and "business person" categories.

Streetscape: In this category participants were asked to note the overall impression they have of the streetscape. This includes the uses, activities, buildings, sidewalks, landscaping and other physical elements in the street right-of-way.

Streetscape Category Comments:

- Most had no pedestrian appeal. Must have wide sidewalks and planting.
- Like slides with activity (stores & shopping) with parking available on the street.
- I was disappointed there weren't any I really liked. I like the pictures of photos out in the main room comparing Queen Anne, Broadway and Madison.
- Trees, scale of buildings, windows in the buildings really seem to make a difference.
- Blank walls are boring.
- It's amazing what one building can do - Lake City corner new building and the Greenlake building with "6 Degrees" restaurant.
- Bad - flat, blank, walls; strip malls; uniformity. Good - variety in street frontage; greenery.
- Not good evidence of strong examples shown.
- Nothing too exciting.
- Foliage is what makes a street look friendly.
- Use lots of trees, arches. Don't make it look like a strip mall.
- Like sidewalks, greenery, attractive buildings, underground wiring.
- Building up to the street with blank wall - yuck! On street parking, yeah!
- I like a median with distinct pedestrian crossings. The added on-street parking is also nice.

Slide 1

Overall Mean Score: 0.5

Citizen Mean Score: 1.0

Senior Mean Score: 0.1

Business People Mean Score: -0.7



Slide 2

Overall Mean Score: -2.8

Citizen Mean Score: -3.3

Senior Mean Score: -2.2

Business People Mean Score: -3.3



Slide 3

Overall Average Score: 2.0

Citizen Average Score: 2.3

Senior Average Score: 1.6

Business Person Average Score: 3



Slide 4

Overall Average Score: -3.1

Citizen Average Score: -2.9

Senior Average Score: -3.1

Business Person Average Score: -4.0



Slide 5

Overall Average Score: -1.1

Citizen Average Score: -0.4

Senior Average Score: -1.7

Business Person Average Score: -1.0



Slide 6

Overall Average Score: 1.0

Citizen Average Score: 1.2

Senior Average Score: 0.7

Business Person Average Score: 1.3



Slide 7

Overall Average Score: -0.9

Citizen Average Score: -0.6

Senior Average Score: -1.0

Business Person Average Score: -2.0



Slide 8

Overall Average Score: -1.5

Citizen Average Score: -0.9

Senior Average Score: -1.8

Business Person Average Score: -2.7



Slide 9

Overall Average Score: -3.0

Citizen Average Score: -3.6

Senior Average Score: -2.5

Business Person Average Score: -3.3



Sidewalks: In the sidewalk category participants were asked to focus on the physical sidewalk and to note its width and materials, its relationship to the street and adjoining buildings, and the activities that occur on it.

Sidewalk Category Comments:

- Again, wideness and planting.
- #29, keep the dog.
- Like slides with parking sidewalk and sidewalk wide enough to allow for walking and eating.
- I like more urban than suburban. I moved back to the City to escape suburbia and hate the suburban feel of Northgate.
- I hope you're not looking for real consistency. I find myself changing my mind in midstream.
- + People on benches and cafes; '+ sidewalk sandwich boards and varied storefront widths, heights, materials. #22 would be a "+5" if it had signs for stores or other signs of active retail.
- Bad - narrow, dull. Good - variations in width; mixed uses - seating, strolling; mixed materials, colors.
- Best when plaza area opens to and enlarges sidewalk.
- All of the #3 are welcoming, friendly - invites you to stay awhile.
- Like modulation, color, different textures.
- An uneven sidewalk or small flat areas are hard to walk upon with a walker or a cane.
- Needs to be even. I like the European feel of benches, tables/cafes like at U Village, Redmond Town Center. Vegetation.
- Like wide sidewalks, now crowded by buildings or businesses. Like sidewalks that attract pedestrians and are safe for disabled people.
- Cars to buffer, good. Interesting things to look at - sense of community.
- I prefer the wider sidewalks with clear pedestrian paths.

Slide 11

Overall Average Score: -1.2

Citizen Average Score: 0.5

Senior Average Score: -2.6

Business Person Average Score: 1.7



Slide 12

Overall Average Score: 1.1

Citizen Average Score: 1.0

Senior Average Score: 1.0

Business Person Average Score: 2.7



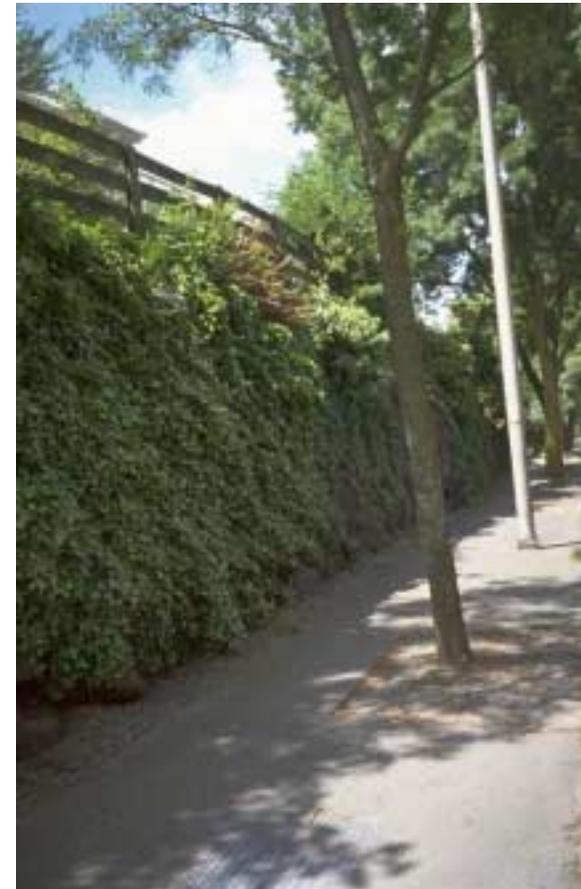
Slide 13

Overall Average Score: -0.9

Citizen Average Score: -1.5

Senior Average Score: -0.5

Business Person Average Score: -1.7



Slide 14

Overall Average Score: 2.1

Citizen Average Score: 1.0

Senior Average Score: 2.8

Business Person Average Score: 2.7



Slide 15

Overall Average Score: 2.2

Citizen Average Score: 2.4

Senior Average Score: 2.1

Business Person Average Score: 2.0



Slide 16

Overall Average Score: -0.5

Citizen Average Score: -1.2

Senior Average Score: 0.1

Business Person Average Score: -0.7



Slide 17

Overall Average Score: 1.6

Citizen Average Score: 2.4

Senior Average Score: 0.9

Business Person Average Score: 4



Slide 18

Overall Average Score: 1.5

Citizen Average Score: 2.6

Senior Average Score: 0.6

Business Person Average Score: 3.3



Slide 19

Overall Average Score: 1.6

Citizen Average Score: 0.8

Senior Average Score: 2.1

Business Person Average Score: 2.0



Slide 20

Overall Average Score: -0.5

Citizen Average Score: -0.4

Senior Average Score: -0.8

Business Person Average Score: -1.0



Slide 21

Overall Average Score: -0.9

Citizen Average Score: -1.4

Senior Average Score: -0.5

Business Person Average Score: -0.7



Comments: Participants were asked to disregard this slide, due to the darkness of the image.

Slide 22

Overall Average Score: 1.6

Citizen Average Score: 2.3

Senior Average Score: 0.9

Business Person Average Score: 3.3



Slide 23

Overall Average Score: 2.6

Citizen Average Score: 2.5

Senior Average Score: 2.7

Business Person Average Score: 1.7



Slide 24

Overall Average Score: 0.4

Citizen Average Score: 1.2

Senior Average Score: -0.1

Business Person Average Score: 0.3



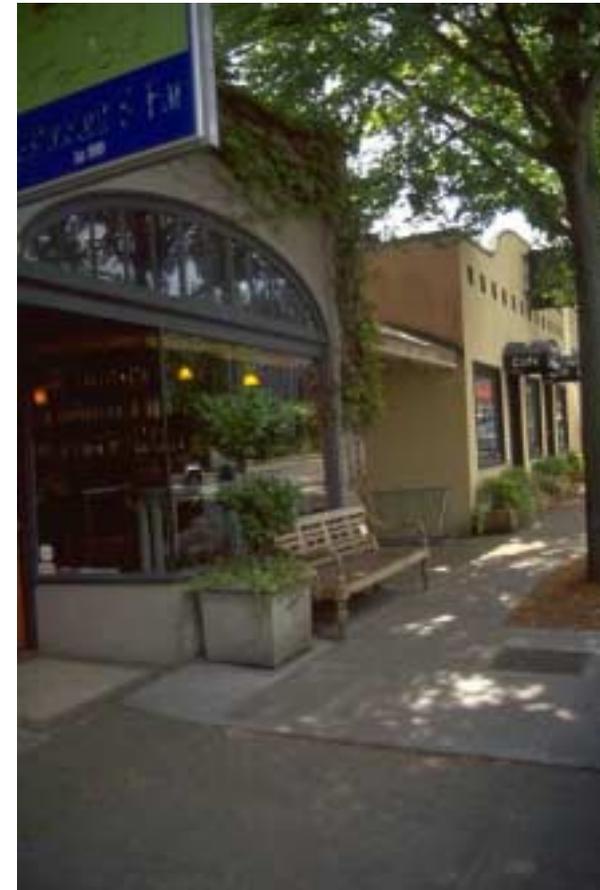
Slide 25

Overall Average Score: 2.4

Citizen Average Score: 3.0

Senior Average Score: 1.9

Business Person Average Score: 3.0



Slide 26

Overall Average Score: 2.6

Citizen Average Score: 2.6

Senior Average Score: 2.6

Business Person Average Score: 3.0



Slide 27

Overall Average Score: 1.2

Citizen Average Score: 2.2

Senior Average Score: 0.5

Business Person Average Score: 2.0



Slide 28

Overall Average Score: -2.5

Citizen Average Score: -3.7

Senior Average Score: -1.9

Business Person Average Score: -0.3



Slide 29

Overall Average Score: 1.0

Citizen Average Score: 2.2

Senior Average Score: 0.0

Business Person Average Score: 4.7



Slide 30

Overall Average Score: 3.6

Citizen Average Score: 3.0

Senior Average Score: 3.9

Business Person Average Score: 5.0



Landscaping: In this grouping of slides, participants were asked to note the different ways that landscaping helps shape and define the pedestrian environment.

Landscaping Category Comments:

- Like a lot of greenery but prefer landscaping that gives an open feeling as opposed to dark and fence-like.
- Some cluttered.
- Median strips with trees need bulb at end for pedestrians to "land" on. Hard-edged planters seem cold.
- Good - use of high and low mixes, colors.
- Best to combine variety of shapes and street furniture.
- Should not overwhelm or curtail pedestrian movement.
- Something good year round.
- Too many trees in #36.
- Picture (slide) too dark.
- Too much growth seems to take over the sidewalk.
- More planters, flowers, trees. No strip mall look.
- Like vegetation that is attractive, doesn't unduly restrict sidewalk access, easy to maintain.
- Trees + shrubs + flowers, wow! Maintained, tall & short, visual interest.

Slide 32

Overall Average Score: 0.7

Citizen Average Score: 1.3

Senior Average Score: 0.1

Business Person Average Score: 2.3



Slide 33

Overall Average Score: 2.5

Citizen Average Score: 1.9

Senior Average Score: 2.8

Business Person Average Score: 4.3



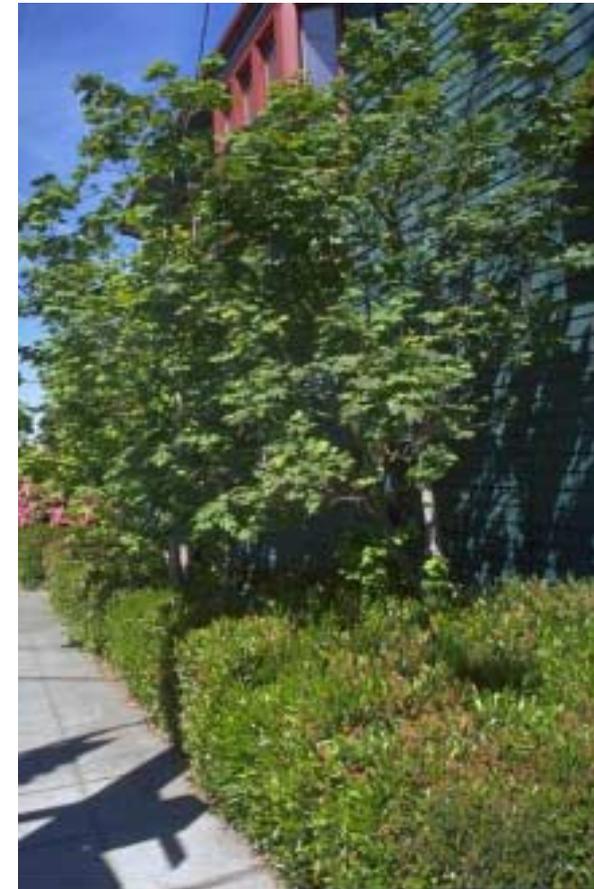
Slide 34

Overall Average Score: 0.0

Citizen Average Score: 0.8

Senior Average Score: -0.7

Business Person Average Score: 2.7



Slide 35

Overall Average Score: 1.4

Citizen Average Score: 1.5

Senior Average Score: 1.1

Business Person Average Score: 3.7



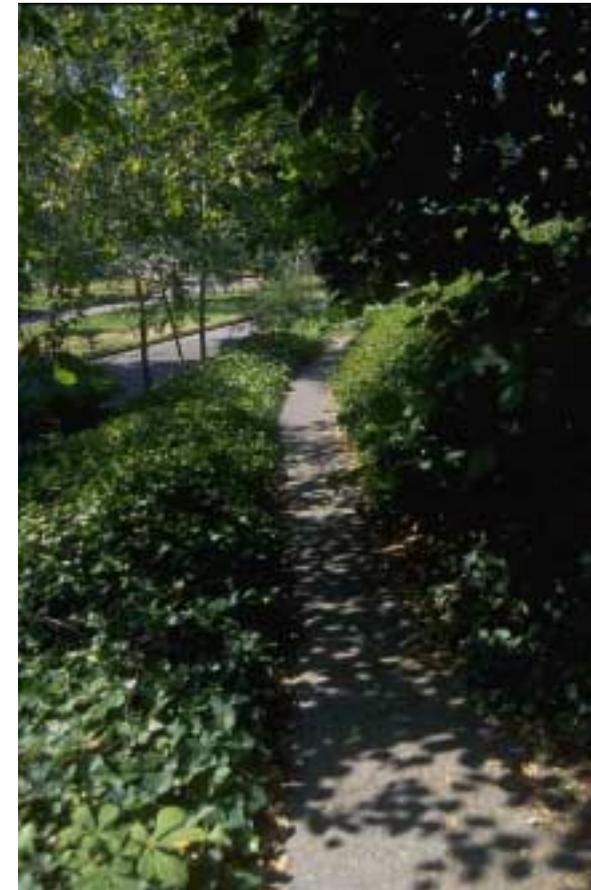
Slide 36

Overall Average Score: -0.1

Citizen Average Score: 0.6

Senior Average Score: -0.6

Business Person Average Score: 0.7



Slide 37

Overall Average Score: 1.5

Citizen Average Score: 1.4

Senior Average Score: 1.3

Business Person Average Score: 3.7



Slide 38

Overall Average Score: -0.6

Citizen Average Score: -0.6

Senior Average Score: -0.5

Business Person Average Score: -1.0



Slide 39

Overall Average Score: 0.9

Citizen Average Score: 0.0

Senior Average Score: 1.2

Business Person Average Score: 4.0



Slide 40

Overall Average Score: 2.9

Citizen Average Score: 2.9

Senior Average Score: 2.7

Business Person Average Score: 4.3



Comments: #40 is probably not practical. I prefer low landscaping to allow for better visibility of storefronts and pedestrian activity.

Bus Stops: In this category of slides, participants were shown several different types of bus stops. They were asked to note how the bus stops affect the sidewalk and streetscape environment.

Bus Stop Category Comments:

- Beautiful passenger shelters don't look like they'll provide weather protection.
- Given the weather in Seattle, prefer bus stops with cover.
- Bus stops must have benches and seats. We have retirees in this neighborhood.
- We need more stops with cover - our climate demands it (I'm willing to pay higher fares for it.)
- Shelter important.
- Need shelter from rain and trees for shade. Just a single pole sign doesn't cut it for a major stop.
- Good - use and placement of deciduous trees to provide summer shade.
- Useless.
- * Prefer neighborhood specific distinctive designs - not plain brown shelters.
- Shelter is desirable.
- Trash cans at bus stops.
- A seat is best.
- Safety important. Good to have seating and cover.
- Lots of seating + cover + landscaping, neat!

Slide 42

Overall Average Score: 1.2

Citizen Average Score: 0.9

Senior Average Score: 1.3

Business Person Average Score: 1.3



Slide 43

Overall Average Score: 3.0

Citizen Average Score: 2.6

Senior Average Score: 3.1

Business Person Average Score: 4.3



Slide 44

Overall Average Score: 0.6

Citizen Average Score: 0.7

Senior Average Score: 0.5

Business Person Average Score: 0.7



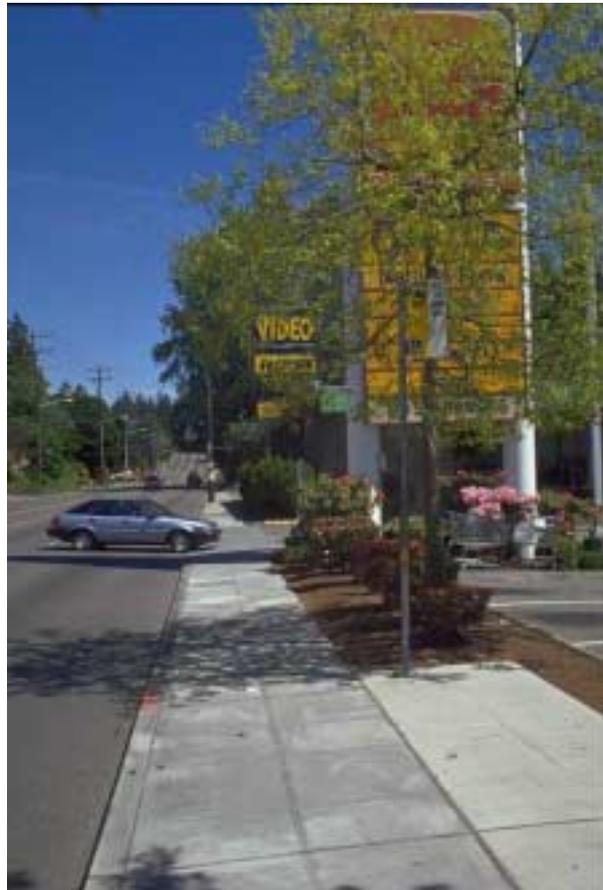
Slide 45

Overall Average Score: -1.5

Citizen Average Score: -1.3

Senior Average Score: -1.8

Business Person Average Score: -1.0



Slide 46

Overall Average Score: -1.7

Citizen Average Score: -1.2

Senior Average Score: -2.1

Business Person Average Score: -1.0



Amenities: This category included many different "accessories" that are used to enhance a pedestrian environment. This covers a broad variety of elements including special lighting, fountains, plazas, etc.

Amenity Category Comments:

- I hate banners. They get torn and dirty.
- Please keep the costs down.
- + Lightposts that are shorter and decorative. + Fountains with low seating. + Outdoor seating. + Manhole covers. + Different textures (brick & concrete). + Statues that are interactive, especially for kids.
- Bad - silly banners and flags that have nothing to do with the neighborhood. Good - public seating that invites sitting, lingering.
- Widen sidewalks with variety of amenities is best.
- Flowers, fountains, lampposts, sculptures - all positive.
- Sculptures are nice.
- Wider sidewalks are best.
- Like outside seating, plants - pedestrian friendly place to be that are attractive.
- All these things are really nice and would be cool!
- The bronze in the sidewalks and the statues are too much art.
- 1. Sidewalks wide enough for walkers. 2. Bricks are very hard to walk on - with walkers or cans or just walking - too easy to trip. Stops lights are not long enough to walk across.

Slide 48

Overall Average Score: -0.7

Citizen Average Score: -0.6

Senior Average Score: -0.9

Business Person Average Score: 1.0



Slide 49

Overall Average Score: 2.4

Citizen Average Score: 2.3

Senior Average Score: 2.4

Business Person Average Score: 4.3



Slide 50

Overall Average Score: 2.4

Citizen Average Score: 2.5

Senior Average Score: 2.3

Business Person Average Score: 2.0



Slide 51

Overall Average Score: -1.2

Citizen Average Score: -0.9

Senior Average Score: -1.6

Business Person Average Score: 1.3



Slide 52

Overall Average Score: 2.0

Citizen Average Score: 1.7

Senior Average Score: 2.1

Business Person Average Score: 3.0



Slide 53

Overall Average Score: 3.0

Citizen Average Score: 3.1

Senior Average Score: 2.8

Business Person Average Score: 4.3



Slide 54

Overall Average Score: 1.2

Citizen Average Score: 1.4

Senior Average Score: 0.9

Business Person Average Score: 3.0



Slide 55

Overall Average Score: 2.0

Citizen Average Score: 1.3

Senior Average Score: 2.5

Business Person Average Score: 2.0



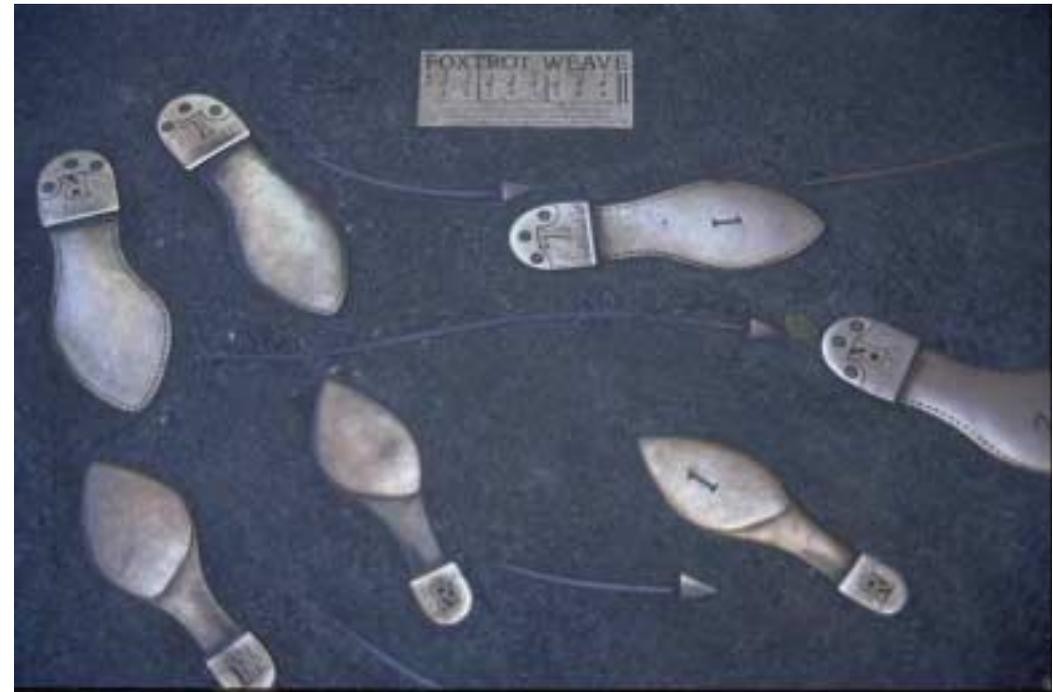
Slide 56

Overall Average Score: -0.3

Citizen Average Score: 1.3

Senior Average Score: -1.6

Business Person Average Score: 2.3



Slide 57

Overall Average Score: 1.5

Citizen Average Score: 2.0

Senior Average Score: 0.9

Business Person Average Score: 3.3



Slide 58

Overall Average Score: 2.5

Citizen Average Score: 2.4

Senior Average Score: 2.5

Business Person Average Score: 4.0

