

City of Hutchinson Comprehensive Plan

Appendix D Survey of Visual Preferences

APPENDIX D

SURVEY OF VISUAL PREFERENCES RESULTS

A survey of visual preferences was conducted on October 29th as part of the Economic Development / Parks and Recreation Topic Meeting for the Hutchinson Comprehensive Plan.

The purpose of the survey of visual preferences is to attempt to identify physical elements or characteristics of development that participants feel are positive and should be encouraged in the future. From this, we can identify strategies to encourage positive development in Hutchinson throughout the development of the comprehensive plan. Likewise, by identifying attributes and features that should be avoided, we can develop strategies to discourage similar development from occurring in the future.

Each participant was provided with a worksheet and was asked to rate a series of 26 slides that show various types of development within the following categories:

- Highway Oriented Development
- Urban Development
- Industry and Business Park
- Signs

Following are the results of the survey of visual preferences. We have ranked these categorically from highest to lowest with the average score shown below the picture. The highest score possible is 3, while the lowest is -3. These results reveal the following general trends:

- Participants tended to like development that was newer and not cluttered.
- Positive Urban Development featured traditional downtown pedestrian-oriented development with clear pedestrian walks and human-scaled buildings.
- Generally, participants liked urban-type development over the highway-oriented examples shown. Development that included trees, wide sidewalks, and a general feel of activity rated the highest. Development with wide streets and buildings with no character rated the lowest.
- Newer models of business/industrial parks which included trees, landscaping and open space were ranked favorably by participants.
- Participants ranked older and large signage lower than newer/smaller scale signage.
- Participants overwhelmingly liked developments that were well-landscaped and those that included adequate buffering between incompatible uses and/or unsightly features (such as refuse areas or mechanical systems).

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HIGHWAY ORIENTATED DEVELOPMENT



1.40



1.13



1.05



0.15



-0.63



-1.33

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URBAN DEVELOPMENT



2.33



1.85



1.48



1.40



1.25



-1.15

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-1.48



-1.53

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INDUSTRY & BUSINESS PARK



2.38



2.13



1.90



0.80



-2.50

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SIGNS



1.80



-0.33



-0.85



-0.98



-1.00



-1.13

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-2.08