

Grantville Master Plan

Visual Preference Survey

Survey Results

41 surveys submitted

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CIVITAS **ICF** Jones & Stokes
an ICF International Company

Visual Preference Survey

How It Works

A range of images in a common category are shown. Rank each image from a value of -5 to +5, based on the following question:

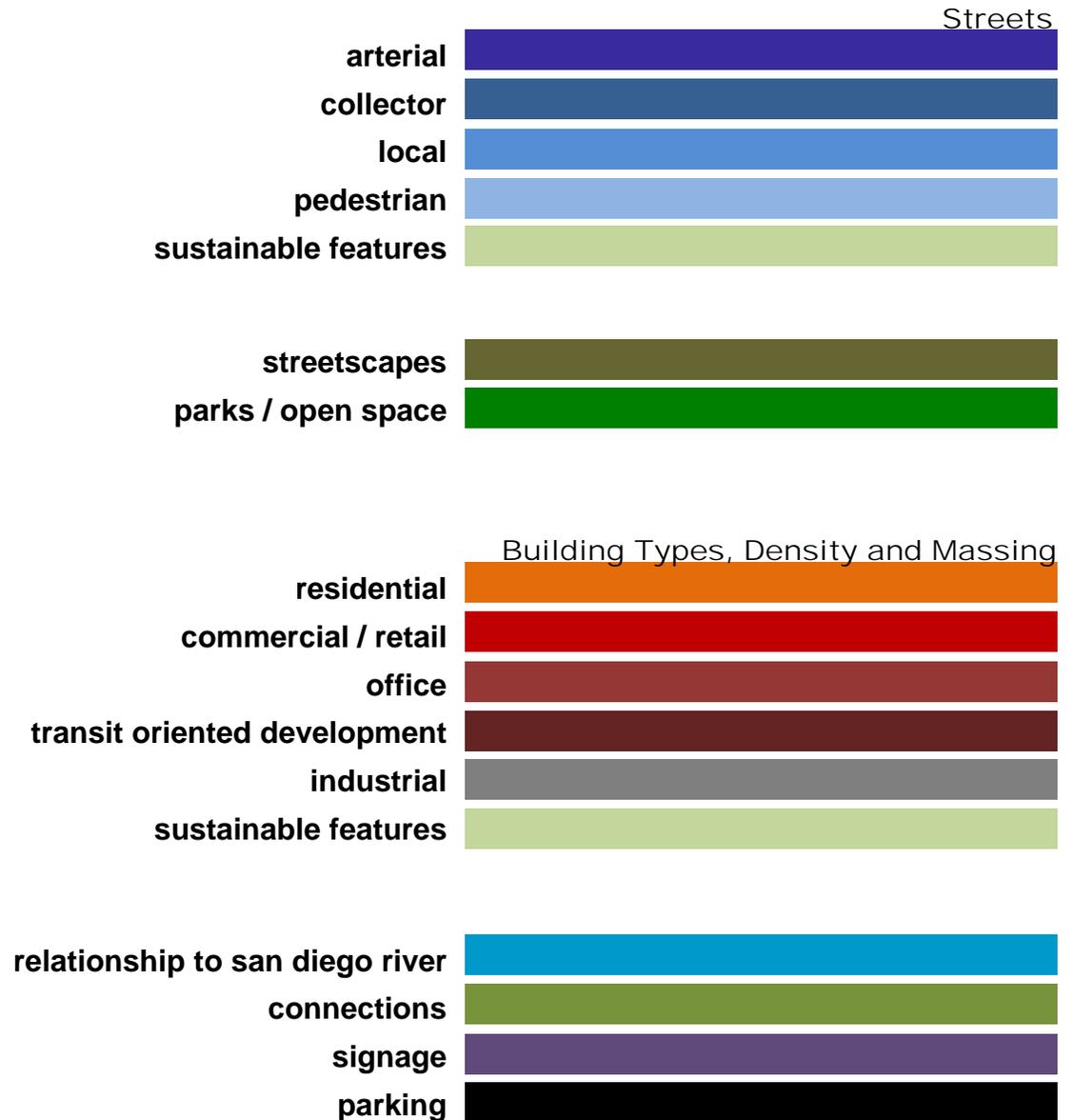
“How desirable or undesirable are the characteristics in the photo for the future of Grantville?”

Images that receive positive responses illustrate characteristics that are desirable in Grantville. The images that receive the highest values within each category will be given preference in the Grantville Master Plan.

A ranking of 0 indicates a neutral opinion of the image.

Images that receive negative responses are examples of places that may be undesirable in Grantville. If such places currently exist, redevelopment of those areas into community assets will be a priority.

In addition to filling in the circle that corresponds to your preference, please comment on what it is you do or don't like about each photo, or provide us with any additional information that could help shape the vision for Grantville.



Streets

arterial

-5 -4 -3 -2 -1 0 1 2 3 4 5

Streets - Arterial

Average Score: 1.5



existing arterial, mission gorge road

image #1

Streets - Arterial

Average Score: 1.5

Comments:

Desirable

- Fine for Grantville. Businesses are 'drive to', not 'walk to'. Because of traffic volume, bicyclists should be diverted to dedicated paths away from traffic.

Undesirable

- There is nothing appealing currently on Mission Gorge Road
- Too much clutter
- Remove all on-street parking and re-stripe to add a lane in both directions
- This is built on an automobile scale, with inefficient land use, and no congruency between design or building uses.
- Changing Mission Gorge to a 6 lane one way street will not improve the character of the area - adding trees will
- Needs upgrading, has mis-matches of uses
- Sidewalk should not be next to curb
- Can't get much ?? - Doesn't work for retail. Access could be much better.

existing arterial, mission gorge road

image #1

Streets - Arterial

Average Score: -1.0



arterial with bike lanes

image #2

Streets - Arterial

Average Score: -1.0

Comments:

Desirable

- It like bike lanes but we need more traffic lanes unless it is one way.
- Speaks for itself
- I like the clear designation. It serves as a design and functional feature.
- I like the color "coded" areas for pedestrians & bikes & wide sidewalks, but, street width is too large - dislike dedicated rt turn lane

Undesirable

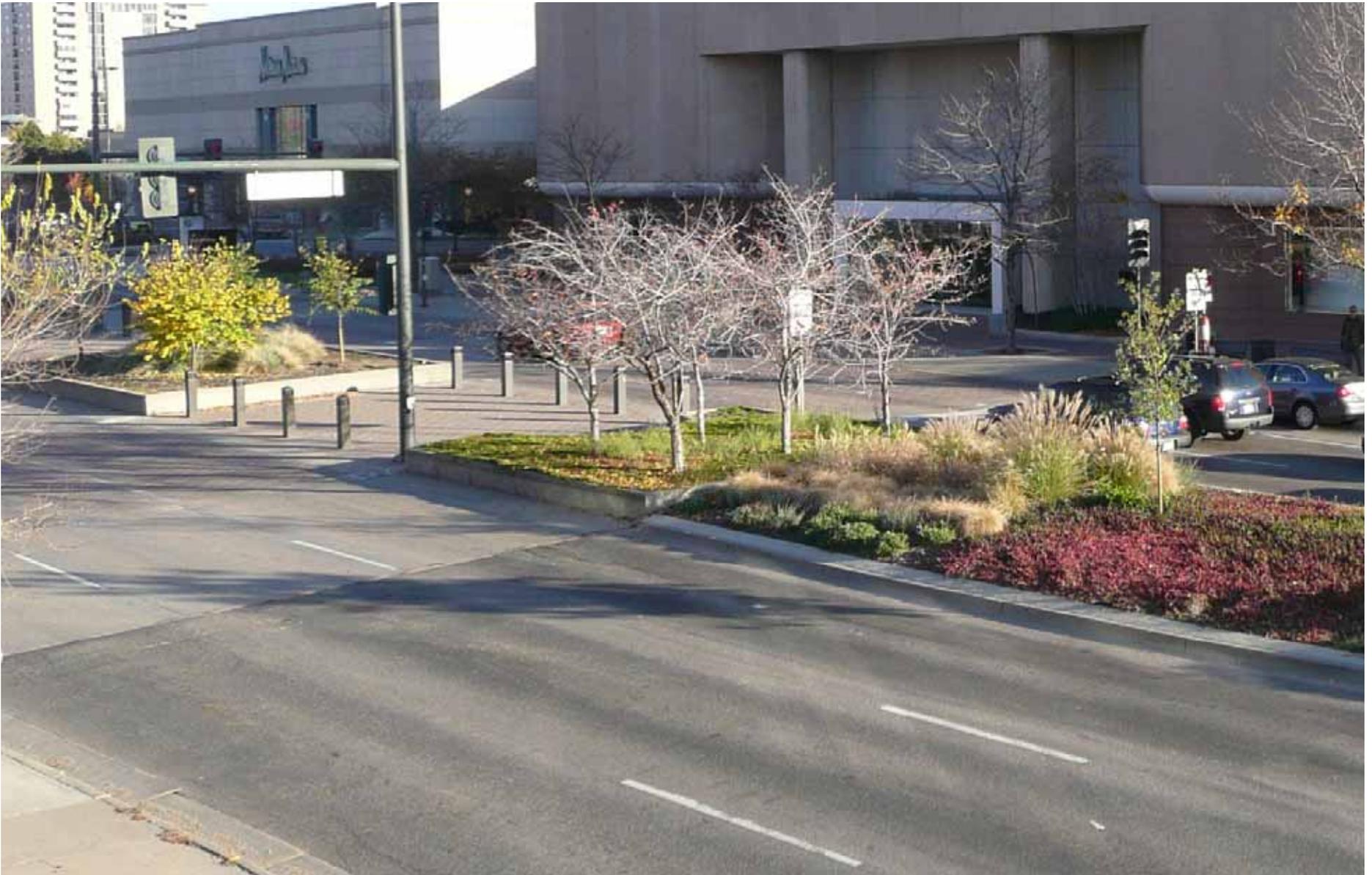
- Confusing
- Bad example of intent
- Congested appearance
- No on-street parking. With large traffic volume, streets bike lanes are not appropriate. Sidewalks are too wide for apparent use.
- Takes up too much area. A good look when you have a big area.

arterial with bike lanes

image #2

Streets - Arterial

Average Score: 1.4



arterial with median

image #3

Streets - Arterial

Average Score: 1.4

Comments:

Desirable

- Promotes walking and pedestrian access to commercial sites.
- Like large median
- Landscaping is good - but this is a very poor representation.
- Great except arterials could be one way with no median
- Good landscape
- A median with landscape would be ideal if it is a one way street

Undesirable

- Median is too wide.
- Cost of maintenance of vegetation and watering is a negative
- Bad example of intent
- Not needed and a waste of valuable roadway space

arterial with median

image #3

Streets - Arterial

Average Score: 1.3



arterial with median and strong building edge

image #4

Streets - Arterial

Average Score: 1.3

Comments:

Desirable

- See businesses easier since they are close to street
- Has both good and bad points
- The buildings create a sense of place
- Curb cuts for parking is a positive
- Clean - a good look
- Better. Would prefer no parking and only bike lanes.
- This will allow for parking in rear.

Undesirable

- Bad example of intent
- Congested and ugly
- Median and deciduous trees are a negative - too much maintenance

arterial with median and strong building edge

image #4

Streets

collector

-5 -4 -3 -2 -1 0 1 2 3 4 5

Streets – Collector

Average Score: -.2



existing 2 lanes, detached sidewalks, setback buildings

image #5

Streets – Collector

Average Score: -.2

Comments:

Desirable

- **Fine for Grantville. Bike lanes could be added. Street parking appears to be storage for large motor vehicles.**

Undesirable

- **Who chose these pictures? Slightly biases. Very poor representation. Prefer openness of the area**
- **No set backs, need to underground utilities**
- **Dumpy looking**
- **Remove all on-street parking to allow for improved movement of traffic in the area of centerpointe at Grantville**
- **Excessive amount of pavement**
- **Truly sucks.**
- **Again. No visual appeal.**

existing 2 lanes, detached sidewalks, setback buildings

image #5

Streets – Collector

Average Score: 1.0



2 lanes, detached sidewalks, strong building edge

image #6

Streets – Collector

Average Score: 1.0

Comments:

Desirable

- Nice touch
- If Grantville businesses can survive in this sort of dense design, this would be ideal
- Scale is nice, like street parking, would be nice place to walk
- Trees are good
- A clean look

Undesirable

- Too cramped. Not Open. Too much shade, cold, closed in. Buildings should be tiered, perhaps 3 story.



2 lanes, detached sidewalks, strong building edge

image #6

Streets – Collector

Average Score: 1.2



2 lanes, wide sidewalks, tree lawns, mid-rise scale

image #7

Streets – Collector

Average Score: 1.2

Comments:

Desirable

- The scale of the buildings would be nice but it is hard to see them being utilized very often on a collector street.
- Curb cuts for parking a positive, Slows down traffic - who will maintain landscape?
- The 4 streets should have wide sidewalks with landscaping as they ca all be direct pathways to the river. I like 2 way streets.

Undesirable

- I believe the sidewalks should be wider with bike lanes as they provide direct access to the river.
- Too much wasted space, Unrealistic, Retail wants parking
- Nice touch in little Italy, but not enough space in Grantville
- Cold again. Not open. Too high buildings. Not enough space and trees
- Sidewalks appear to be bike routes also. Too wide. Could angle parking with reduced sidewalk width
- To cramped. Not Open. Trees are good.
- Too much shade, cold, closed in. Buildings should be tiered, perhaps 3 story.

2 lanes, wide sidewalks, tree lawns, mid-rise scale

image #7

Streets – Collector

Average Score: -1.1



3 lanes, on street parking, strong building edge

image #8

Streets – Collector

Average Score: -1.1

Comments:

Desirable

- Has a very urban quality, almost too urban for Grantville
- Curb cuts are positive.
- Good option for needed housing units, three-story limit

Undesirable

- A strong building edge does not belong on these roads. Need bike lanes.
- Too wide of street for purely residential, might work with commercial base
- Like building edge, but street seems desolate, 3 lanes of 1 way traffic would turn this street into high speed arterial
- Awful. Typical complex in San Diego without enough off street parking required by the city.
- One way street a negative. Building height too high. Tier if 4 stories. Break up long strings of 4 story building with 2nd and 3rd story.
- Don't like two story buildings too close to street. Looks stark.
- Too wide of street for purely residential, might work with commercial base
- Don't like curbside parking. Get a shuttle.

3 lanes, on street parking, strong building edge

image #8

Streets – Collector

Average Score: 1.3



2 lanes, on street parking

image #9

Streets – Collector

Average Score: 1.3

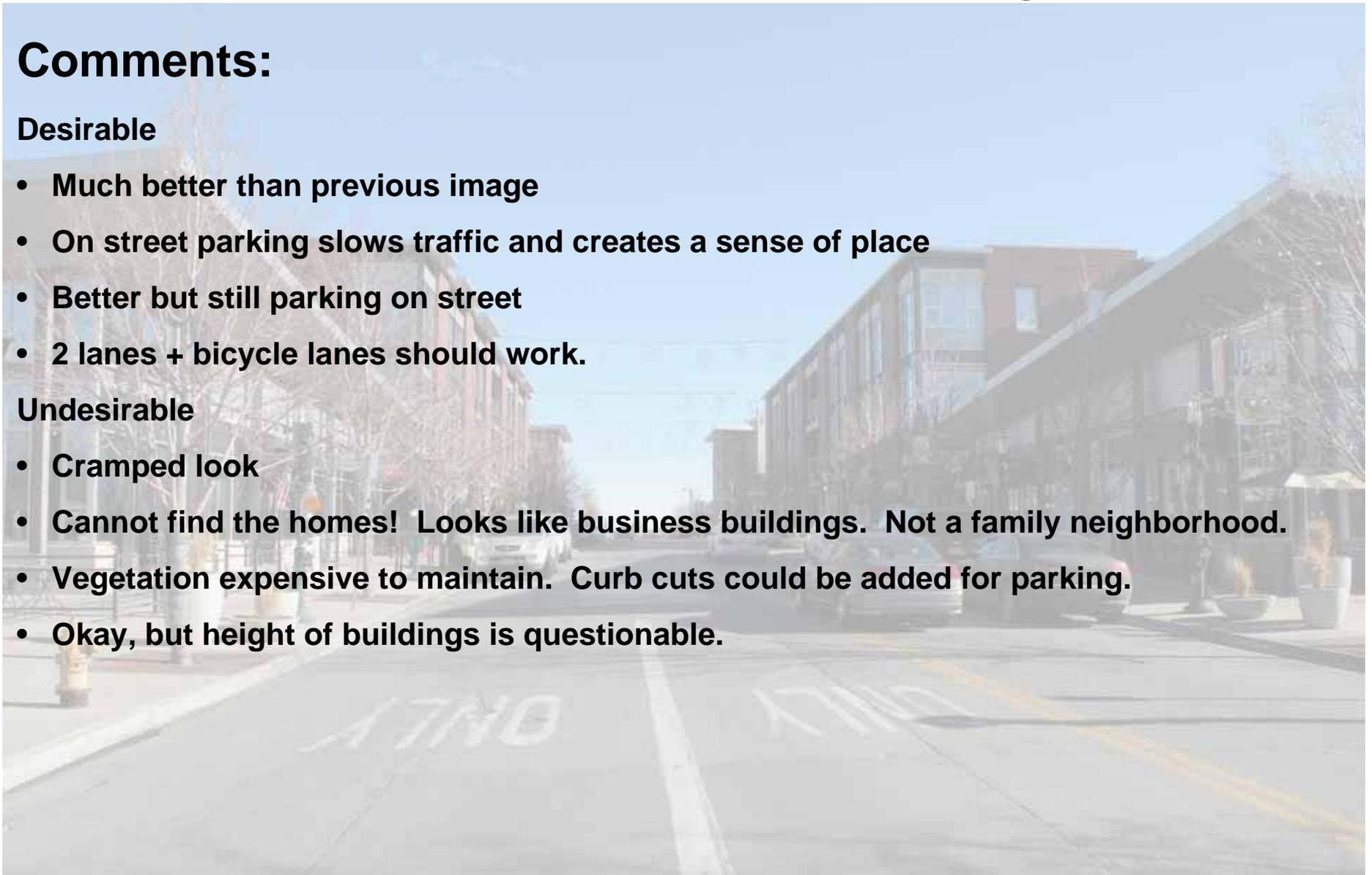
Comments:

Desirable

- Much better than previous image
- On street parking slows traffic and creates a sense of place
- Better but still parking on street
- 2 lanes + bicycle lanes should work.

Undesirable

- Cramped look
- Cannot find the homes! Looks like business buildings. Not a family neighborhood.
- Vegetation expensive to maintain. Curb cuts could be added for parking.
- Okay, but height of buildings is questionable.



2 lanes, on street parking

image #9

Streets – Collector

Average Score: -2.6



skinny street / alley, no on street parking, low speeds

image #10

Streets – Collector

Average Score: -2.6

Comments:

Desirable

- To be used selectively
- This could be a good filler in the redevelopment process where space and access is needed
- As an alley, is very nice. pavers & green make this a nice place to walk through

Undesirable

- Don't like this image, space is valuable
- Not a good use of streets. Uncontrolled growth
- Awful vegetation maintenance costs. Could draw rats, cold, uninviting
- A bad over-grown look
- To narrow with limited walkway
- Great fantasy - must rain a lot.
- Terrible solution

skinny street / alley, no on street parking, low speeds

image #10

Streets – Collector

Average Score: .6



complete street (car – bike – pedestrian)

image #11

Streets – Collector

Average Score: .6

Comments:

Desirable

- **Wow! what a great concept**
- **Great way to promote multiple modes of transportation and accessing business**
- **Nice idea, design is stark & needs help**
- **Great. Balanced. Could use a little landscape to be perfect.**

Undesirable

- **Weak example of intent- could be better design solution**
- **Bike paths are good, but again too much concrete. Not a family environment.**
- **Open. Walkers and bikers separated by identifiable pavement. Parking not apparent in foreground.**
- **Too much area used for bikes.**

complete street (car – bike – pedestrian)

image #11

Streets

local

-5 -4 -3 -2 -1 0 1 2 3 4 5

Streets – Local

Average Score: .8



existing local street

image #12

Comments:

Desirable

- Looks good, but needs sidewalks/curbs and underground utilities
- Homes are well kept, but need increased tree canopy & underground utilities

Undesirable

- Looks like in every street. Nothing to make it distinctive.
- Yikes! phone poles. Love the utility lines.
- No street trees, ugly utilities, wide
- Change would be difficult to make in allied gardens on local streets
- Fairly typical single family residential set up but there should at least be some sidewalks or something to bring a communal feel.
- S.D. City - Why aren't the poles removed? I am disgusted by the biased pictures. If you were trying to degrade Allied Gardens you were successful. I am offended as are others who saw this picture.

Streets – Local

Average Score: 2.2



local street with tree lawns and street parking

image #13

Streets – Local

Average Score: 2.2

Comments:

Desirable

- good urban design
- Aesthetically pleasing and functional for neighborhood activities.
- Looks clean, but needs more setback with height of buildings.

Undesirable

- Like landscaping, dislike that entrances don't seem to face street
- Landscaping should be improved. The buildings are very unattractive.
- Have meandering sidewalks.



local street with tree lawns and street parking

image #13

Streets – Local

Average Score: -.5



local street with median

image #14

Streets – Local

Average Score: -.5

Comments:

Desirable

- Nice looking feature. Could be a bit wasteful in terms of utility and land efficiency
- Nice touch.
- Pleasant. Vegetation costs a negative. Remove most trees. Add curb in parking.

Undesirable

- Don't like parkway, ie strip between street and sidewalk.
- Landscaping should be improved. The buildings are very unattractive.
- No medians in neighborhoods
- Poor architecture, urban design purpose?
- Not in favor, wasted space for the median
- Landscaping an improvement. Buildings still look awful.
- Don't like the look for our area.

local street with median

image #14

Streets

pedestrian

-5 -4 -3 -2 -1 0 1 2 3 4 5

Streets – Pedestrian Street

Average Score: 3.4



pedestrian mall

image #15

Comments:

Desirable

- Everybody like Boulder
- Great potential in Grantville
- With enough space, people would love this feature.
- Very nice.
- This is a nice fun look in a shopping area.
- I like this very much. It is similar to the pedestrian mall adjacent to the Green Valley Resort in Henderson, NV.
- Good if space is available. Could be access to river.

Undesirable

- Planner's fantasy. Maintenance? Retail would not work.

Streets – Pedestrian Street

Average Score: 2.8



retail paseo

image #16

Streets – Pedestrian Street

Average Score: 2.8

Comments:

Desirable

- Hard to create history & spontaneity
- Like the concept
- Promotes spending and socializing
- Love it but would not work
- Perfect for break-up of long stretches of commercial for access to adjacent streets or parking facilities.
- Similar to side streets connection to pedestrian mall

Undesirable

- Too cramped.



Streets – Pedestrian Street

Average Score: 1.0



residential alley

image #17

Streets – Pedestrian Street

Average Score: 1.0

Comments:

Desirable

- Okay, good for pedestrians
- In high density living complexes, alleys are great for land use efficiency
- Realistic
- Vegetation is HOA responsibility which is good. Provides both on-street and off-street parking. Building height good with design breaks

Undesirable

- Don't like this
- Awful looking buildings. Very cramped
- I do not think this has any character

Streets – Pedestrian Street

Average Score: .9



planted promenade

image #18

Streets – Pedestrian Street

Average Score: .9

Comments:

Desirable

- Very nice.

Undesirable

- Definitely don't like this
- Seems like there would be an irrigation and crime issue.
- Nice idea but potential place for criminals to hide and lack of lighting for night use
- Too over-grown look. Could be a safety factor
- Not realistic. Too much landscape

Streets

sustainable features

-5 -4 -3 -2 -1 0 1 2 3 4 5

Streets – Sustainable Features

Average Score: -1.9



existing alvarado creek

image #19

Comments:

Desirable

- With some solid thought and follow through, this could be a viable waterway. takes a lot of work for initial maintenance - oversight needed

Undesirable

- Should be covered to make better use of land in this area
- An ugly look. Not functional.
- Collects junk and impedes flow.
- Very slanted. Again, who ????? tried to degrade our community? Whose job was it to keep Alvarado Creek clean of weeds?
- Should be covered to make better use of land in this area.
- lots of room for improvement, but the channel itself isn't awful
- Not very aesthetically pleasing but with better design features (sidewalks, bridge, etc.) this has potential.
- Great place to gather trash.

Streets – Sustainable Features

Average Score: 2.3



open channelized creek

image #20

Streets – Sustainable Features

Average Score: 2.3

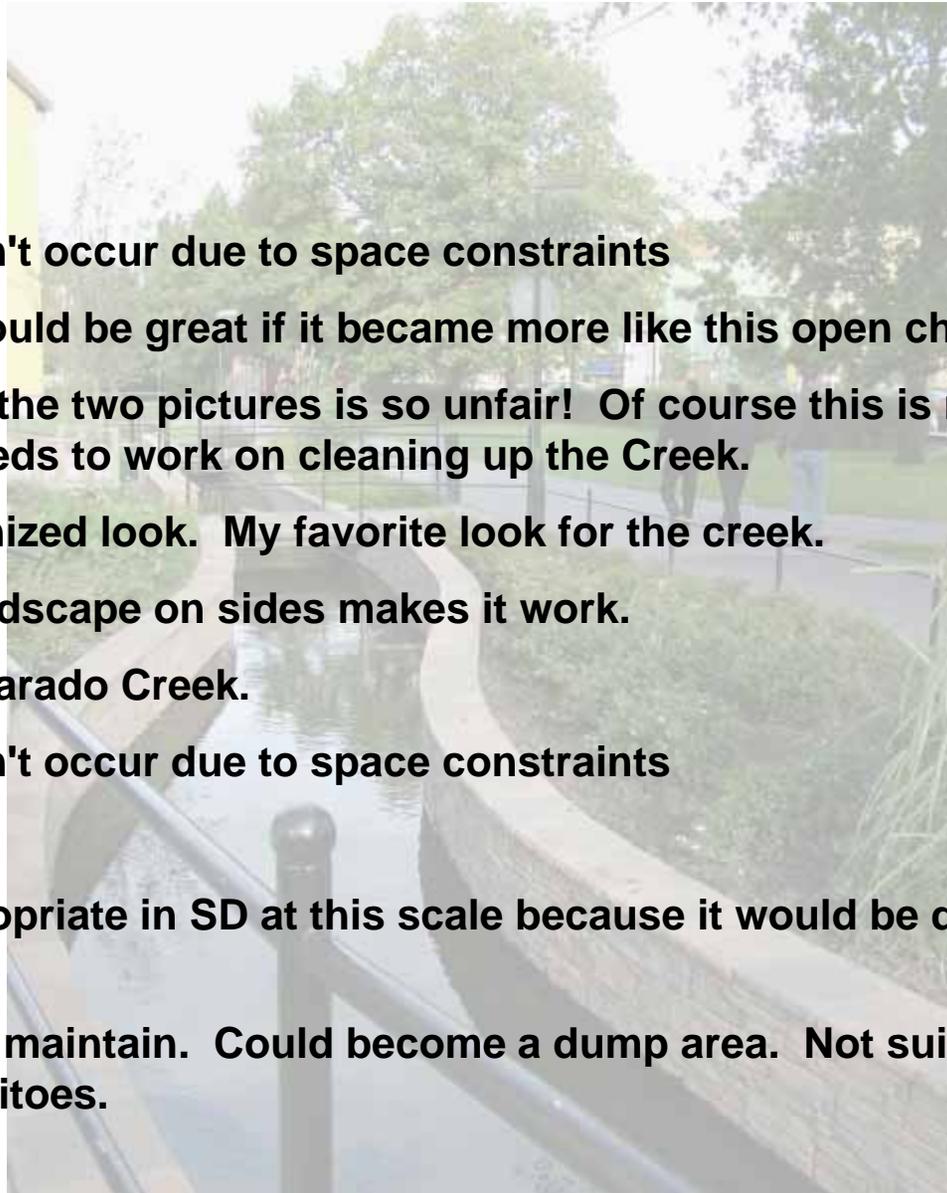
Comments:

Desirable

- Good idea that can't occur due to space constraints
- Alvarado Creek would be great if it became more like this open channelized creek.
- Wow. Comparing the two pictures is so unfair! Of course this is more beautiful. Maybe the City needs to work on cleaning up the Creek.
- A very clean organized look. My favorite look for the creek.
- Wonderful and landscape on sides makes it work.
- This works for Alvarado Creek.
- Good idea that can't occur due to space constraints

Undesirable

- Nice, but not appropriate in SD at this scale because it would be dry channel most of year
- Too much work to maintain. Could become a dump area. Not suitable for small kids because of mosquitoes.



open channelized creek

image #20

Streets – Sustainable Features

Average Score: 2.3



open natural flowing creek

image #21

Comments:

Desirable

- Also beautiful.
- A pleasant open look.
- Room for both types where appropriate
- With some major work, this can occur. Sure beats image 20
- If the bodies of water that come in are given attention and draw people, a natural creek could be very desirable.
- Perfect for Alvarado creek & SD river
- More like the San Diego River. Would give a + if there is not a lot of maintenance - Rebuild after flooding. Not suitable for Alvarado Creek - Would be weeds during hot weather.
- This works for the river.

Undesirable

- No flow 95% of the year.

Streets – Sustainable Features

Average Score: -.5



rain garden

image #22

Streets – Sustainable Features

Average Score: -.5

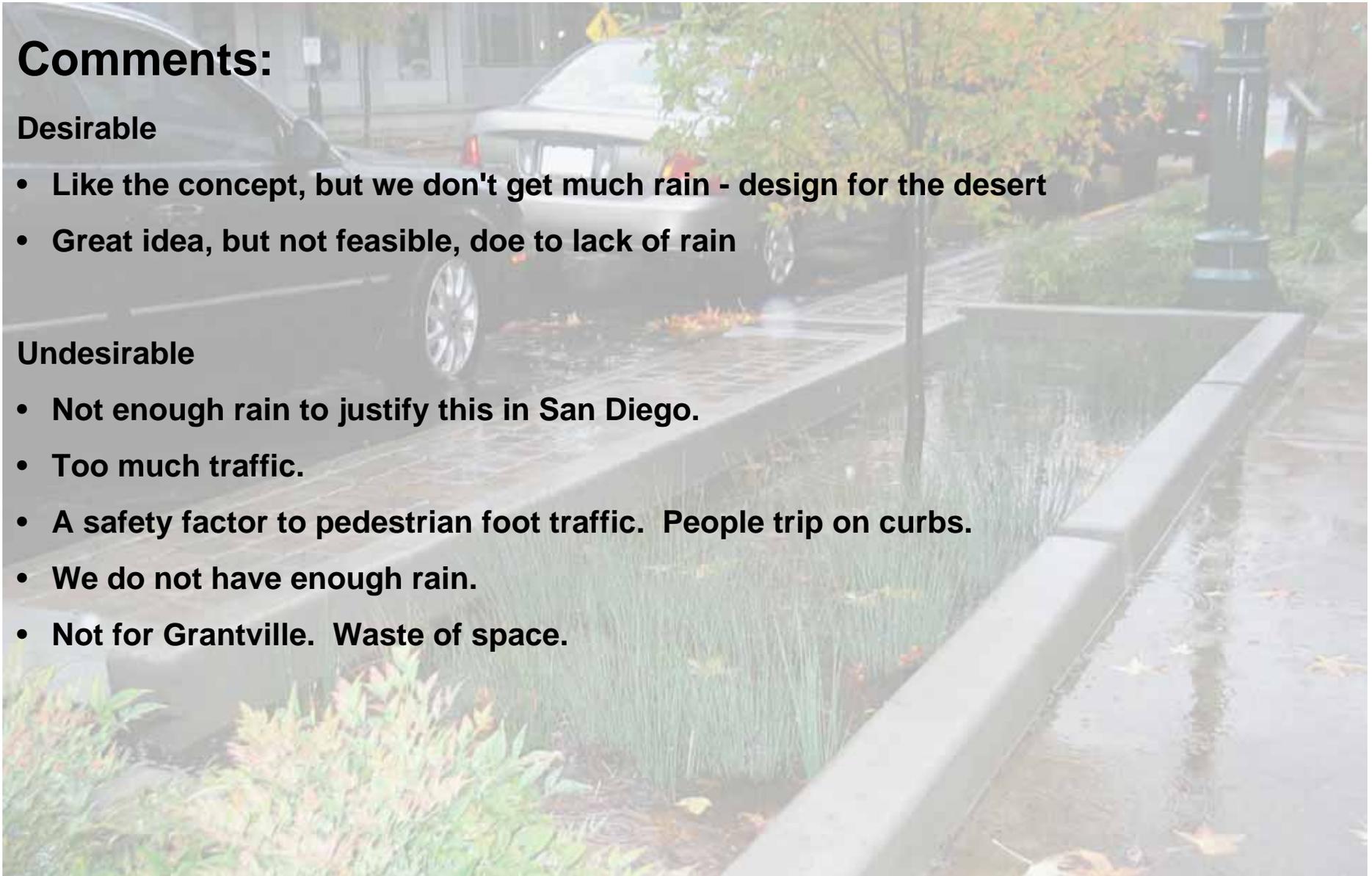
Comments:

Desirable

- Like the concept, but we don't get much rain - design for the desert
- Great idea, but not feasible, due to lack of rain

Undesirable

- Not enough rain to justify this in San Diego.
- Too much traffic.
- A safety factor to pedestrian foot traffic. People trip on curbs.
- We do not have enough rain.
- Not for Grantville. Waste of space.



rain garden

image #22

Streets – Sustainable Features

Average Score: .4



planted bulb outs

image #23

Comments:

Desirable

- Bulb outs are good where they don't impede turn movements
- Love the look, Not feasible in Grantville
- These seem attainable and great way to quickly fix up an area.
- Can we achieve this intensity of planting & tree cover in this climate without expensive waste use?
- They work well as traffic calming measures
- Nice for residential. Too many trees and vegetation. Bulb outs should be hardscape
- Very nice

Undesirable

- Nice look, but takes up too much area

Streets – Sustainable Features

Average Score: 1.4



bike lanes

image #24

Comments:

Desirable

- We need bike lanes
- Promotes safety and biking.
- Like color 'coded' bike lane
- Also very nice
- A must except for the Mission Gorge Rd. Too much traffic.

Undesirable

- Nice look, but used too much area for bike traffic. Could be some confusion with cars crossing bike traffic.
- Bike lanes should be part of sidewalk (adjacent to).

