Grantville Master Plan
Visual Preference Survey

Most Positive Survey Results

41 surveys submitted
January 27, 2009

Visual Preference Survey Score Range

-5 -4 -3 -2 -1 0 1 2 3 4 5
Undesirable Neutral Desirable

Streets - Arterial

Average Score: 1.4
arterial with median

Average Score: 1.3
arterial with median and strong building edge

Streets – Collector

Average Score: 1.0
2 lanes, detached sidewalks, strong building edge

Average Score: 1.2
2 lanes, wide sidewalks, tree lawns, mid-rise scale

Visual Preference Survey Results Summary
Visual Preference Survey Results Summary

Streets – Collector
- Average Score: 1.3
- Image #9

Streets – Local
- Average Score: 2.2
- Image #13

Streets – Pedestrian Street
- Average Score: 3.4
- Image #15

Streets – Pedestrian Street
- Average Score: 2.8
- Image #16

Streets – Pedestrian Street
- Average Score: 1.0
- Image #17

Streets – Sustainable Features
- Average Score: 2.3
- Image #20

2 lanes, on street parking

Local street with tree lawns and street parking

Pedestrian mall

Retail paseo

Residential alley

Open channelized creek
Streets – Sustainable Features

- Open natural flowing creek
  - Average Score: 2.3

- Bike lanes
  - Average Score: 1.4

Streetscapes

- Detached sidewalks
  - Average Score: 1.9

- Street trees and plantings
  - Average Score: 2.4

- Specialty paving for districts and crossings
  - Average Score: 2.5

Parks and Open Space

- Existing park
  - Average Score: 4.0
Parks and Open Space

Average Score: 1.9

Urban plaza

Average Score: 2.5

Pocket park

Average Score: 3.5

Playground

Average Score: 3.1

Passive park

Average Score: 1.6

Natural open space

Average Score: 1.5

Community garden
Building Types, Density and Massing  

**Average Score: .4**

- Mixed-use residential / retail

**Average Score: 1.9**

- Single story retail

**Average Score: 1.5**

- Entertainment / movie theater

**Average Score: 1.3**

- Existing office

**Average Score: 1.4**

- Low-rise office

**Average Score: 1.5**

- Small scale mixed-use retail / office
Building Types, Density and Massing  

**Average Score: 2.2**

Existing Grantville Trolley Stop  

**Average Score: 2.5**

Existing San Diego TOD, surrounded by retail  

**Average Score: 1.7**

Light rail surrounded by mid-rise mixed use  

**Average Score: 1.5**

Flex space  

**Average Score: 1.6**

LEED Building  

**Average Score: 1.2**

Green roof on residential buildings
Building Types, Density and Massing

Average Score: 1.3

green roof on commercial building

Image #67

Building Types, Density and Massing

Average Score: 3.5

solar panels

Image #68

Relationship to the San Diego River

Average Score: 2.8

natural buffer between river and development

Image #71

Relationship to the San Diego River

Average Score: 1.6

development buffered with park

Image #72

Relationship to the San Diego River

Average Score: 1.5

development with setback

Image #73

Relationship to the San Diego River

Average Score: .8

development abutting river

Image #74
Relationship to the San Diego River  Average Score: 1.2
retail along river  

Relationship to the San Diego River  Average Score: 1.0
mixed-use retail / office along river

views to river, space and access between buildings  Average Score: 1.6

Connections  Average Score: 2.7
multi-use paths along road

Connections  Average Score: 2.7
multi-use paths separate from road

Connections  Average Score: 3.7
shuttles
Connections

**Average Score: 4.4**

![Buses Image](image #89)

Signage

**Average Score: 3.0**

![Auto Oriented Monument Sign Image](image #92)

**Signage**

**Average Score: 3.9**

![Town Center Sign Image](image #93)

**Signage**

**Average Score: 4.5**

![Pedestrian Oriented Directory Image](image #94)

**Signage**

**Average Score: 3.6**

![Pedestrian Oriented Wayfinding Sign Image](image #95)

Parking

**Average Score: 2.1**

![Surface Lot Screened with Planting and Fencing Image](image #99)
Visual Preference Survey Results Summary

- **Surface lot behind buildings**
  - Average Score: 2.8
  - Image #100

- **Surface lot with solar panels**
  - Average Score: 3.1
  - Image #101

- **On street parallel parking**
  - Average Score: 2.2
  - Image #102

- **On street angled parking**
  - Average Score: 2.6
  - Image #103

- **Existing stand alone parking garage**
  - Average Score: 2.2
  - Image #104

- **Parking garage wrapped with retail**
  - Average Score: 2.5
  - Image #105
Visual Preference Survey Results Summary

- Parking garages with green roofs: Average Score: 1.8
- Parking garage with solar panels: Average Score: 2.6
- Below ground parking: Average Score: 1.2