



Visual Preference Survey – Commercial Corridors

PURPLE LINE TRANSIT NEIGHBORHOOD PLAN

Which images contain key elements of the built environment that should be incorporated in new developments on the following types of commercial corridors? Place a **GREEN** dot next to the image that **BEST** exemplifies your preference and a **RED** dot next to the image that **LEAST** exemplifies your preference. In addition, place a **BLUE** dot next to the building element is **MOST IMPORTANT** to you.

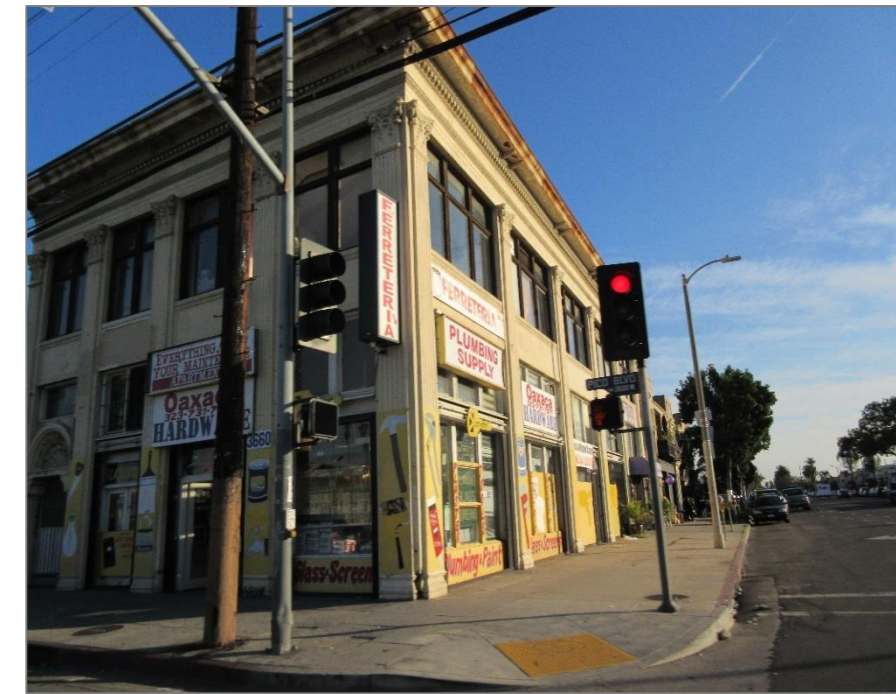
Urban Main Street

Wilshire Corridor & Major Intersections

Building Scale – Overall size of a building in relation to the size of the lot



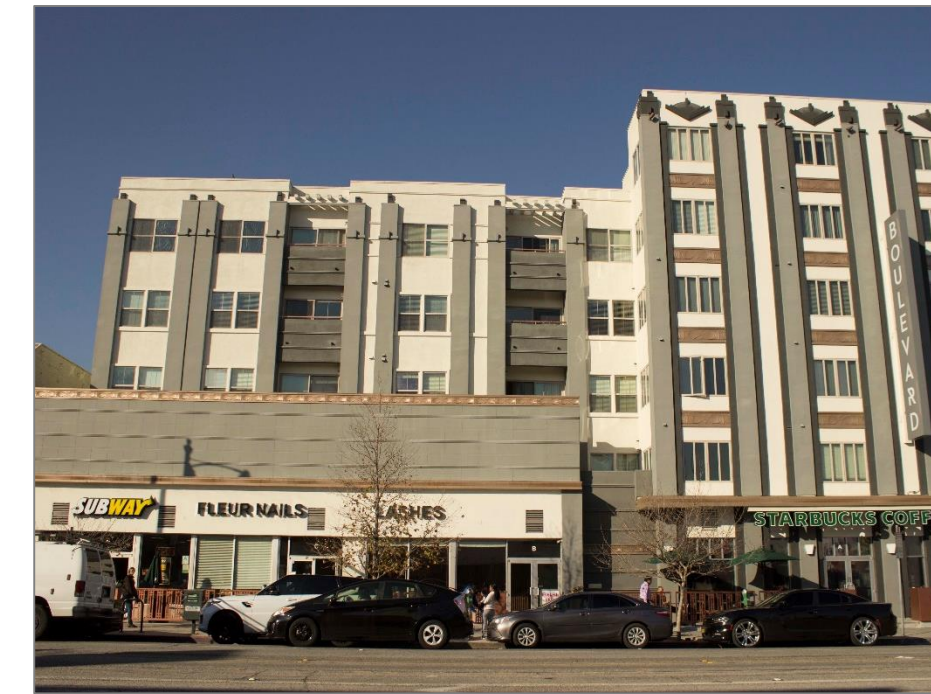
2-3 stories, building covers a portion of the lot



2-3 stories, building covers a majority of the lot



4-6 stories, building covers a portion of the lot



4-6 stories, building covers a majority of the lot

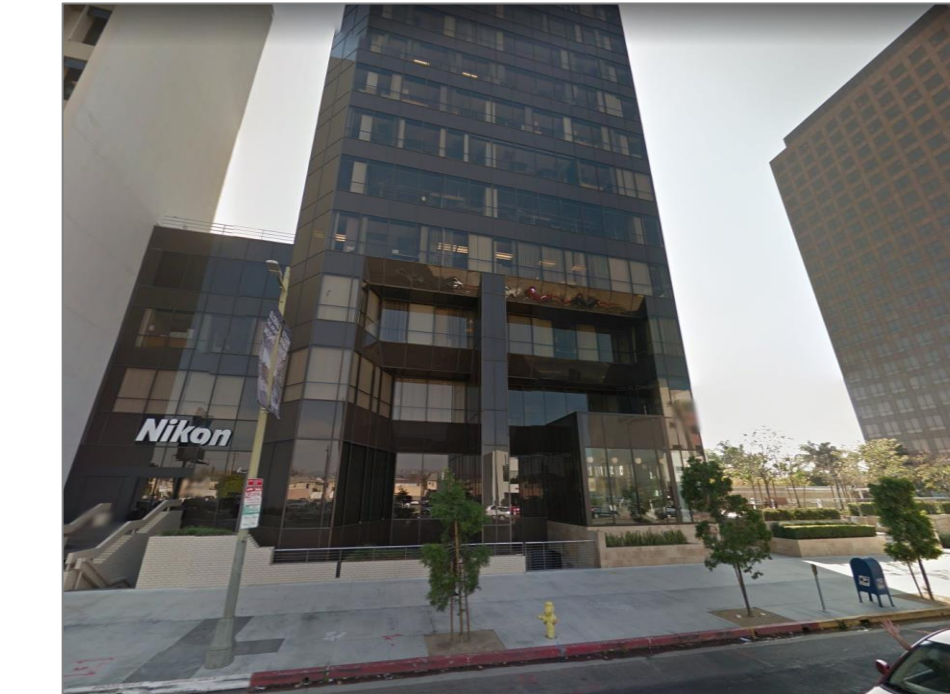
Building Scale – Overall size of a building in relation to the size of the lot



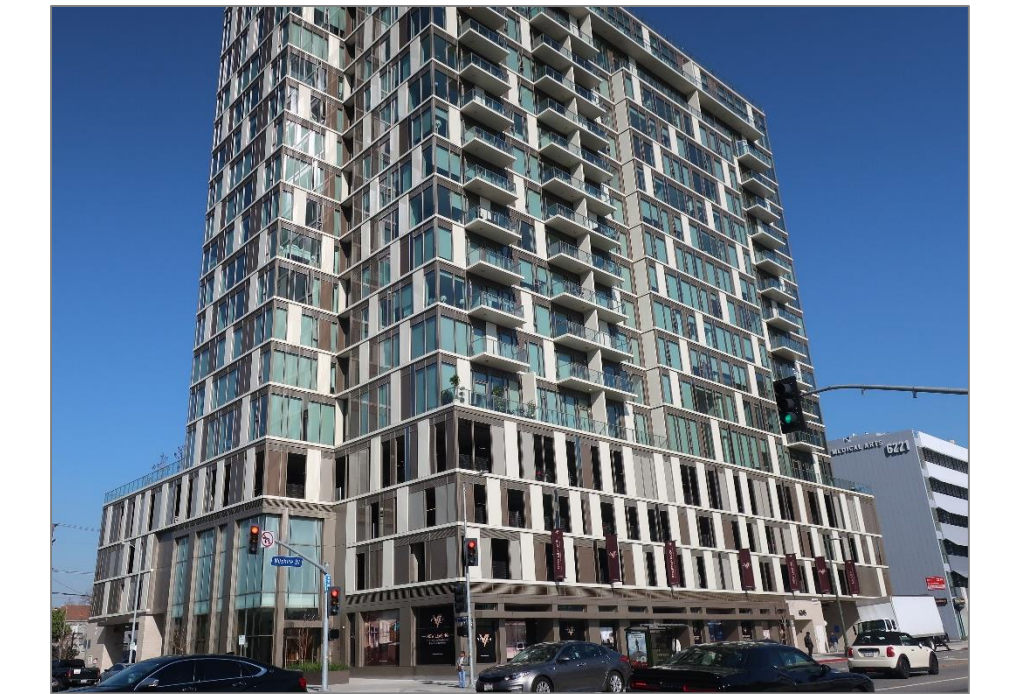
7-9 stories, building covers a portion of the lot



7-9 stories, building covers a majority of the lot



10+ stories, building covers a portion of the lot



10+ stories, building covers a majority of the lot

Building Massing – How the overall volume of a building is arranged



Solid building mass



Stepped back at upper stories



Variations in building plane at upper stories



All set back

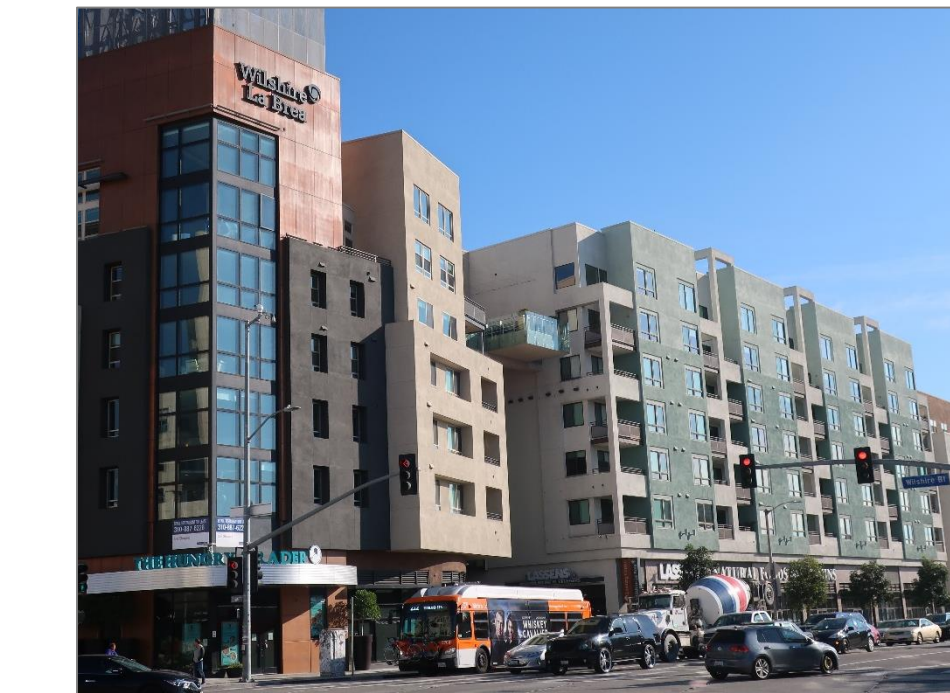
Building Massing – How the overall volume of a building is arranged



Solid building mass



Stepped back at upper stories

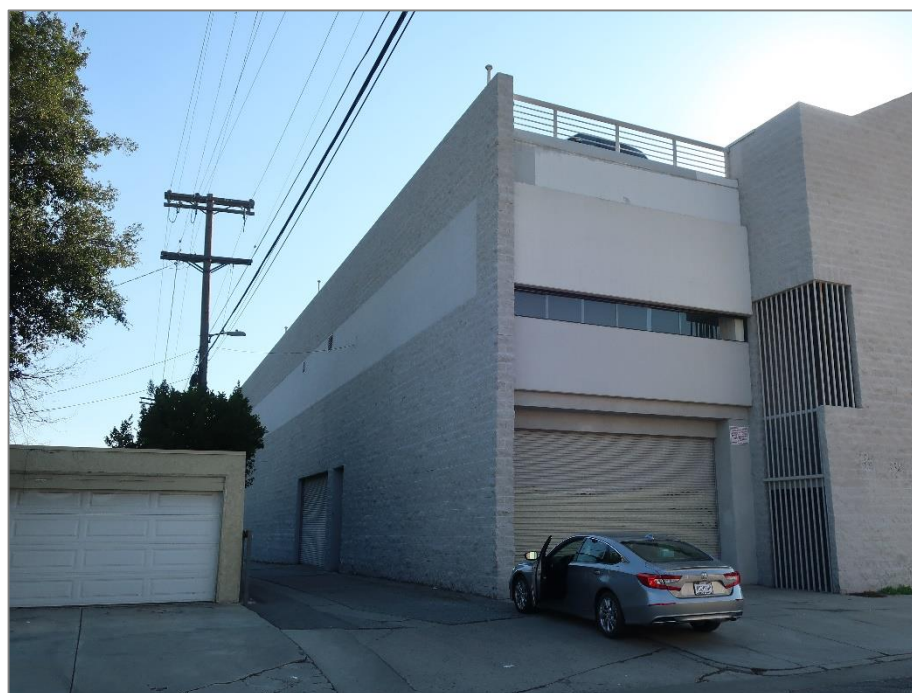


Variations in building plane at upper stories



All set back

Transitions – The way buildings transition to adjacent low-scale residential areas



Smaller whole-building buffers



Single upper-story stepback



Multiple upper-story stepbacks

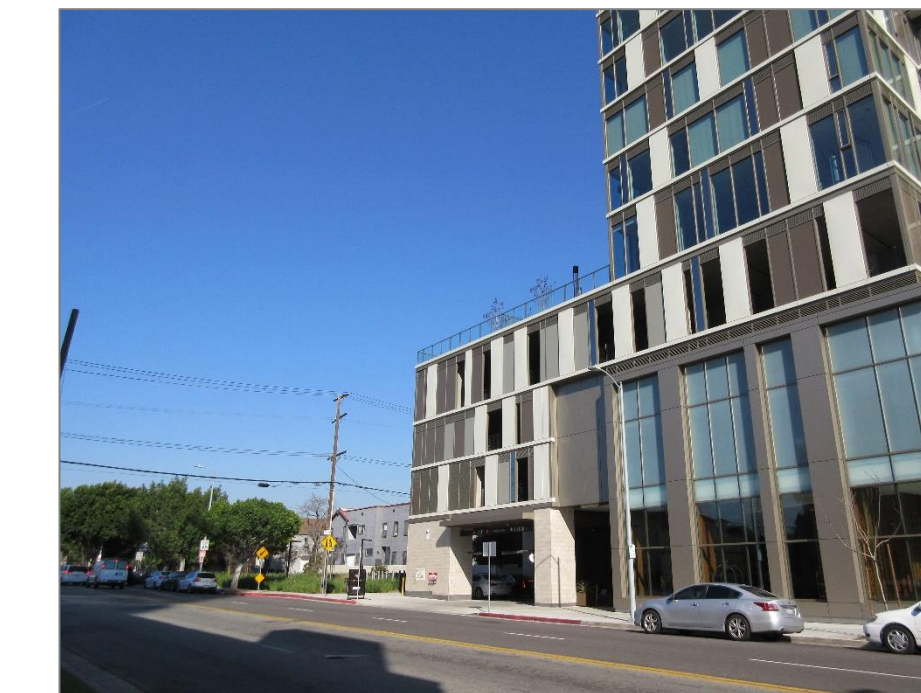


Larger whole-building buffers

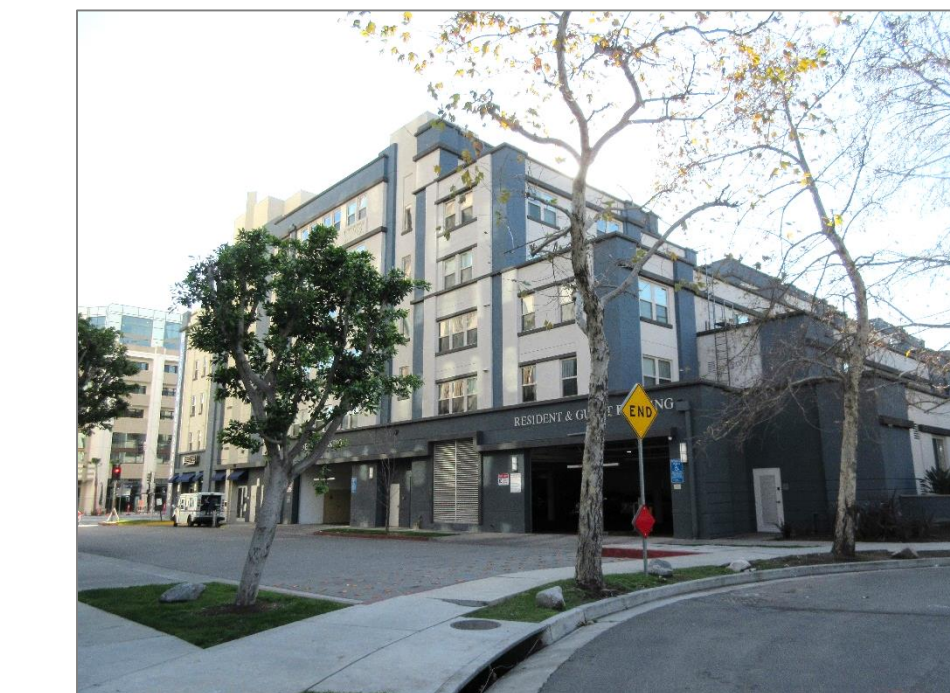
Transitions – The way buildings transition to adjacent low-scale residential areas



Smaller whole-building buffers



Single upper-story stepback



Multiple upper-story stepbacks



Large landscape buffers

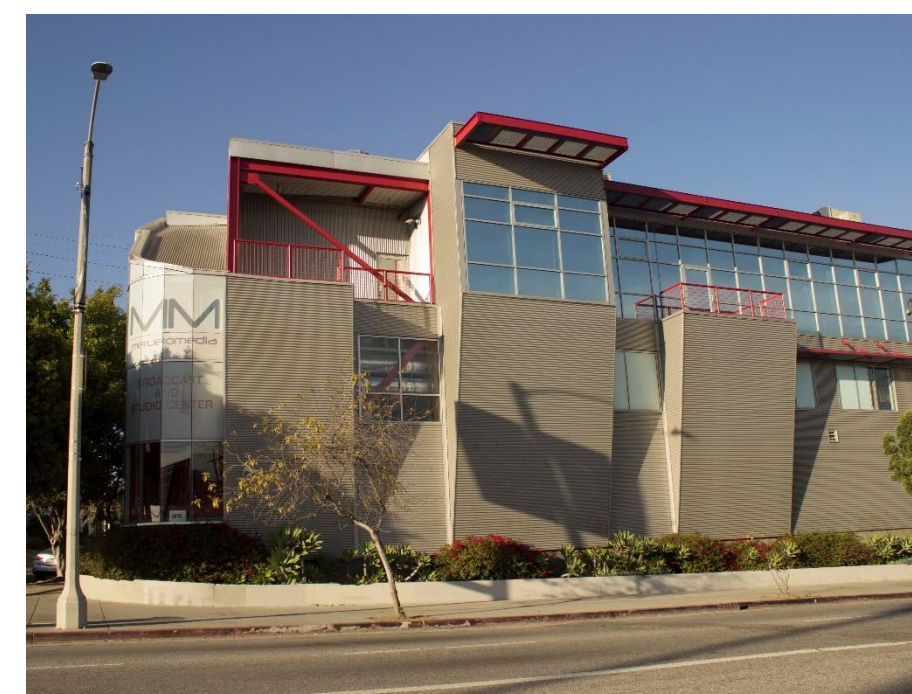
Street Frontage – How a building interacts with the public realm at the ground floor



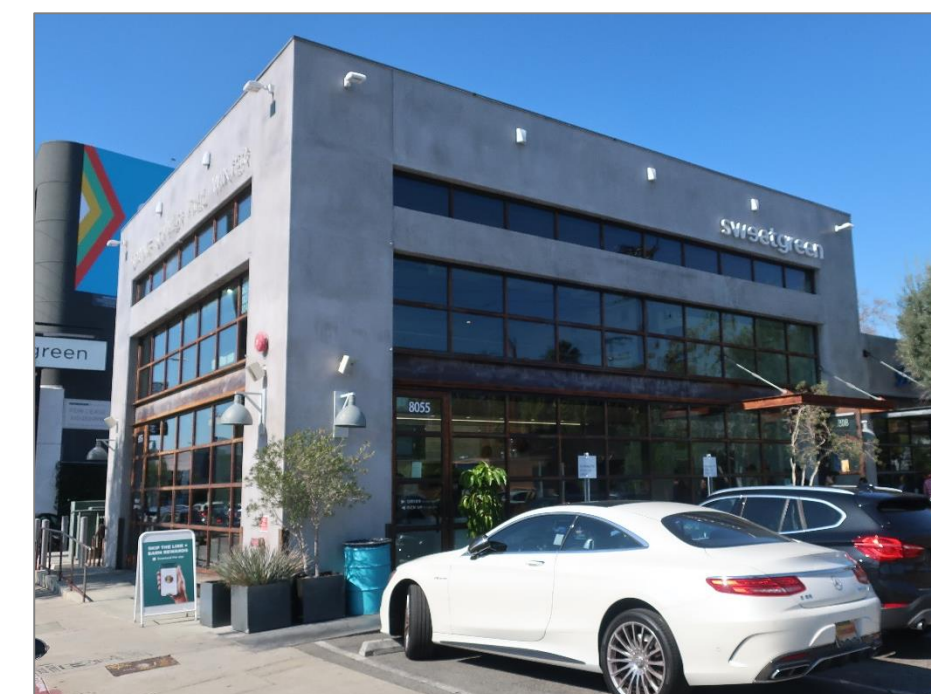
Central entrance, lower visibility



Central entrance, higher visibility



Offset entrance, lower visibility



Offset entrance, higher visibility

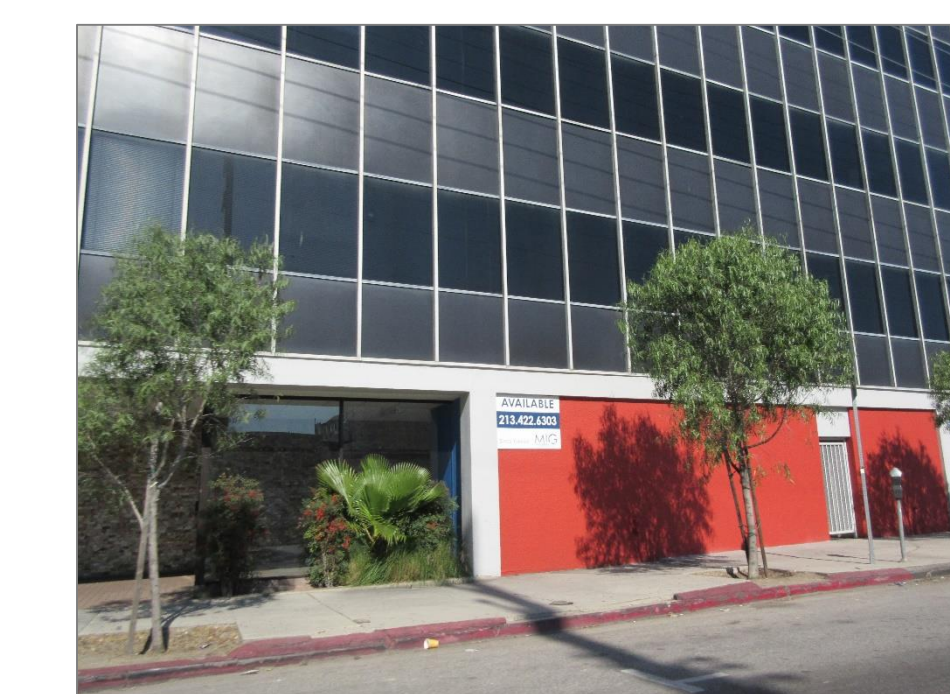
Street Frontage – How a building interacts with the public realm at the ground floor



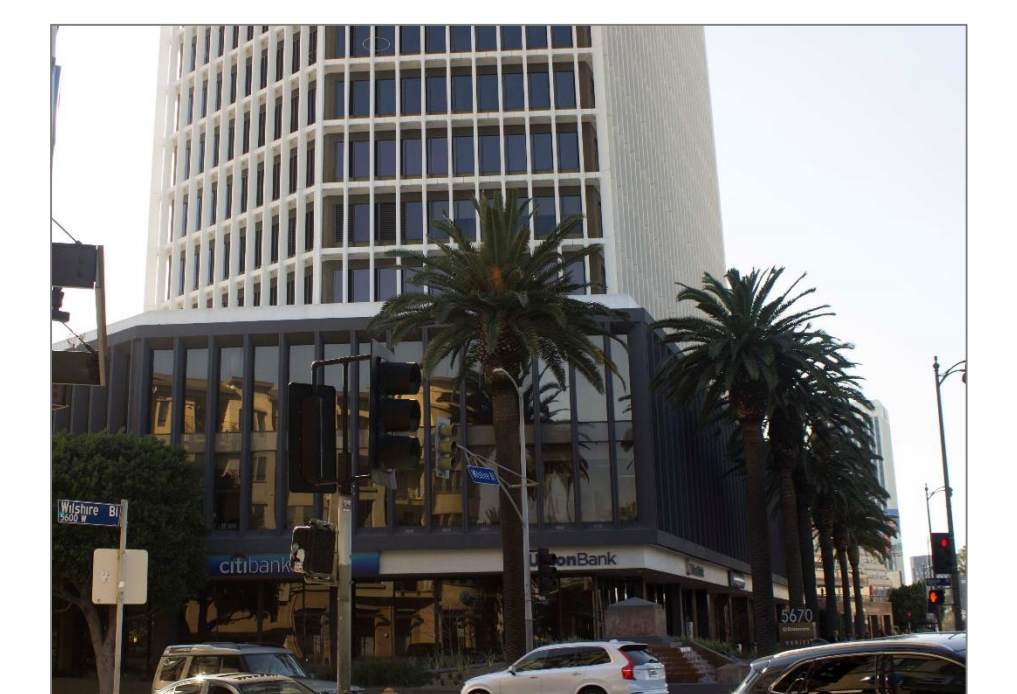
Central entrance, lower visibility



Central entrance, higher visibility

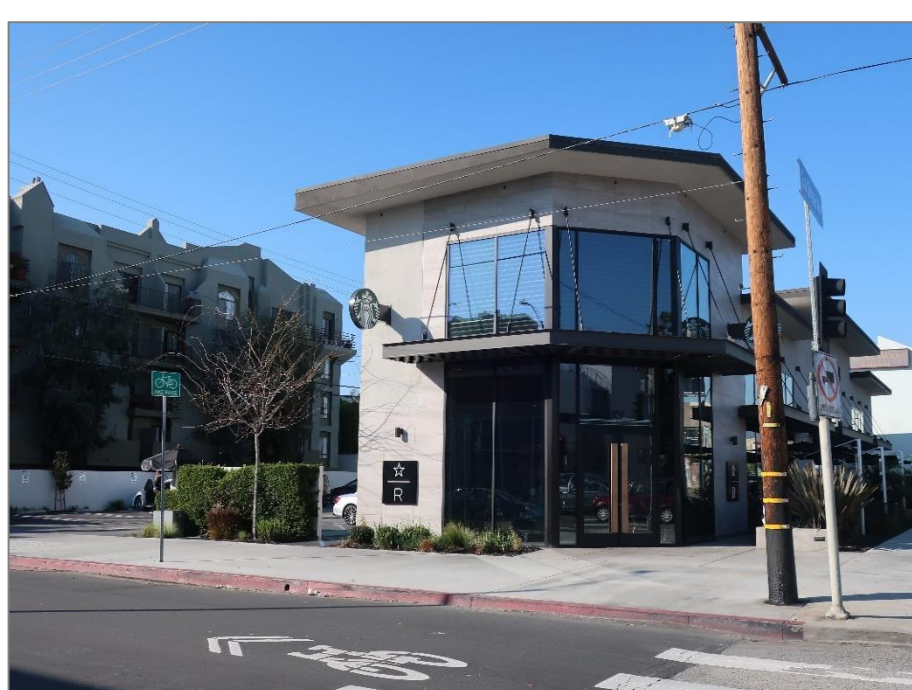


Offset entrance, lower visibility

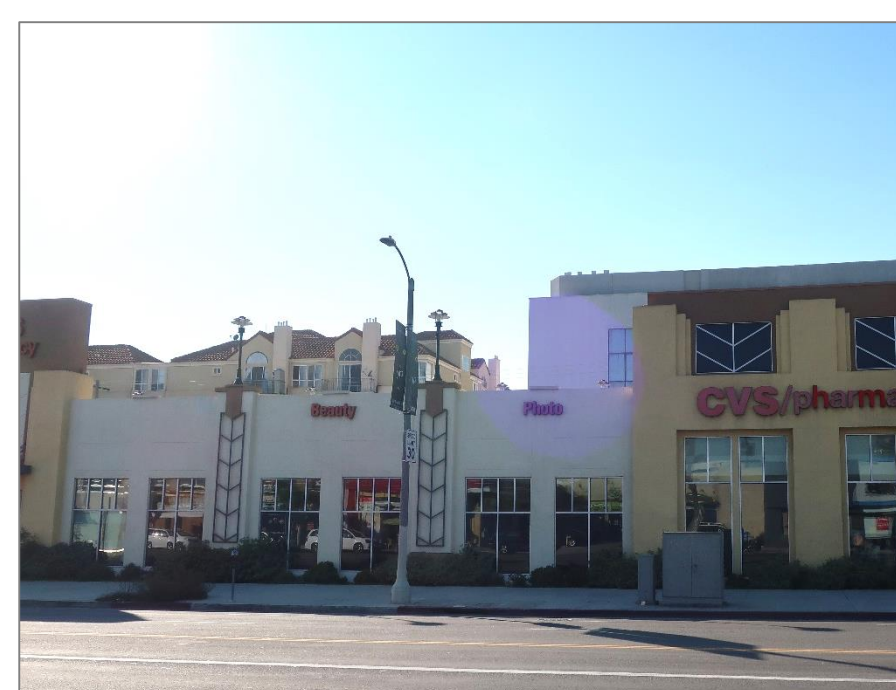


Offset entrance, higher visibility

Parking Location/Access – Where cars and parking entrances are located



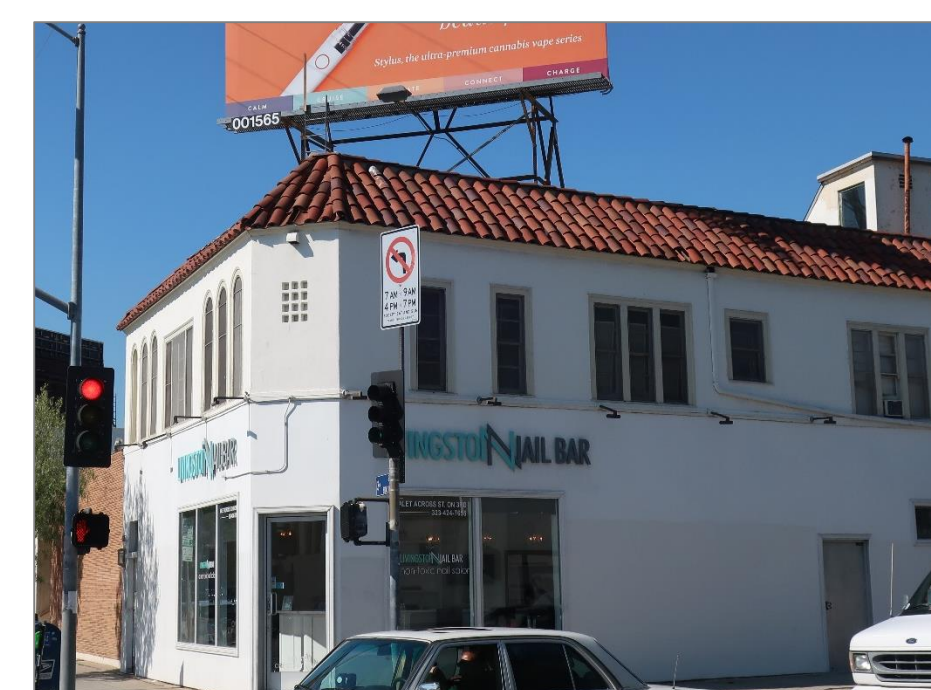
Surface parking with side driveway



Rooftop parking



No visible parking, offset driveway

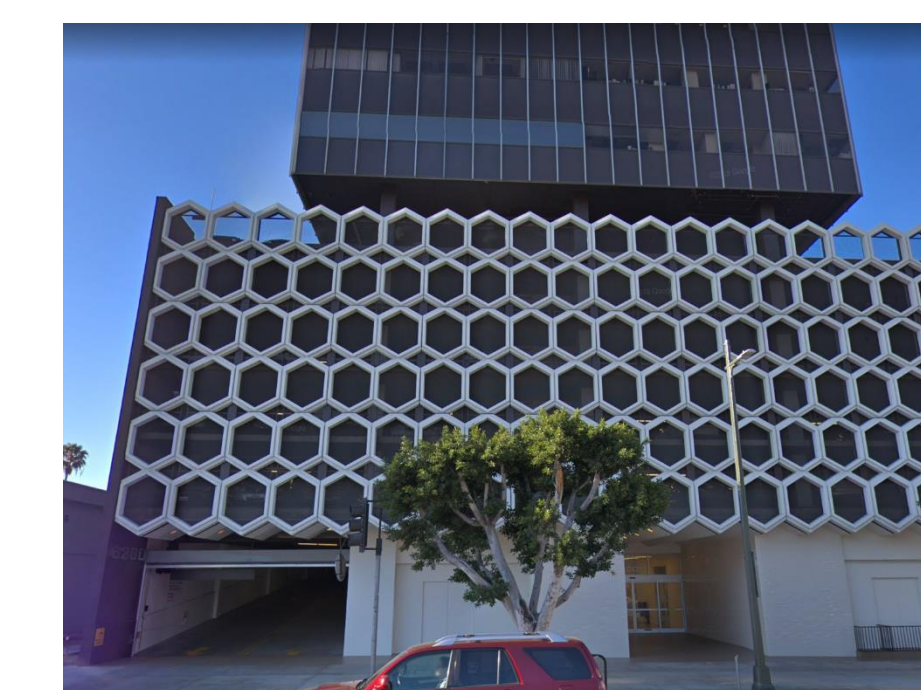


No visible parking or driveways

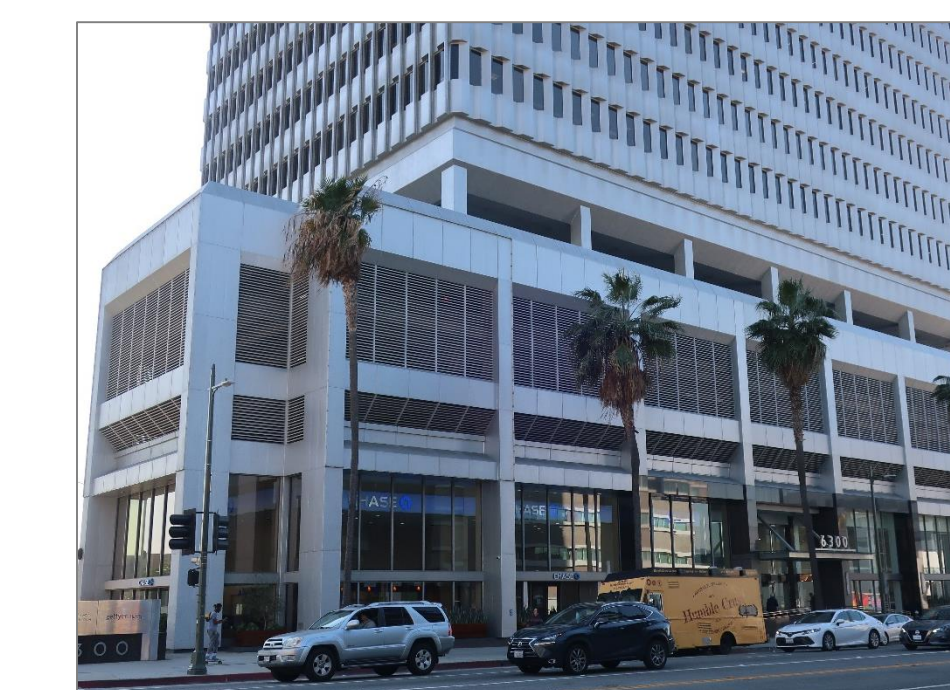
Parking Location/Access – Where cars and parking entrances are located



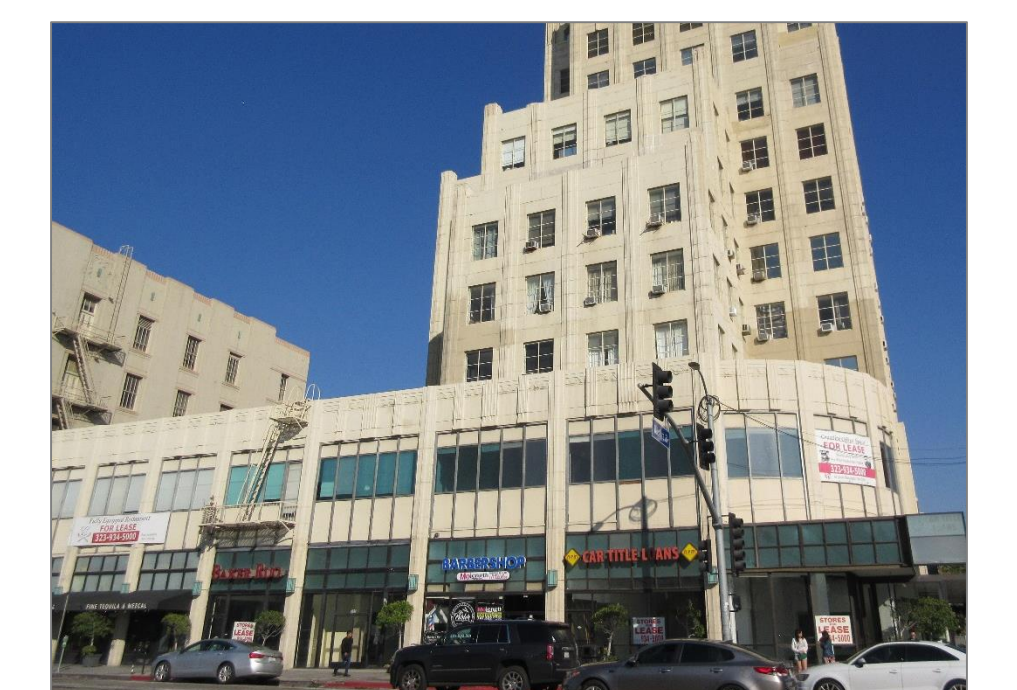
Underground with visible driveway



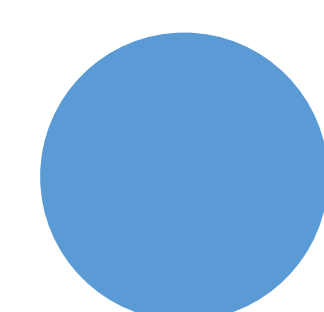
Building on top of aboveground garage with visible driveway



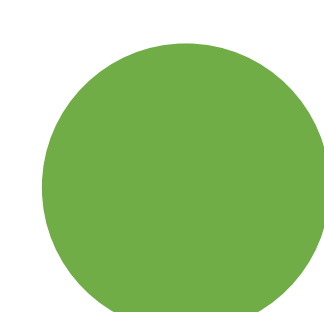
Building on top of aboveground garage with no visible driveway



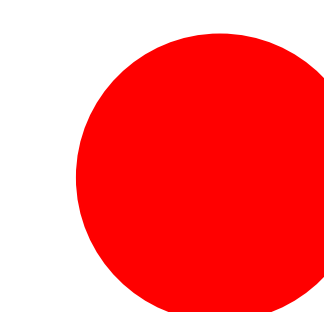
No visible parking or driveways



Your most important building element



Your **MOST** preferred feature within each building element



Your **LEAST** preferred feature within each building element

