

ROY CITY GENERAL PLAN & LAND USE UPDATE



Landmark Design
LANDSCAPE ARCHITECTURE & PLANNING

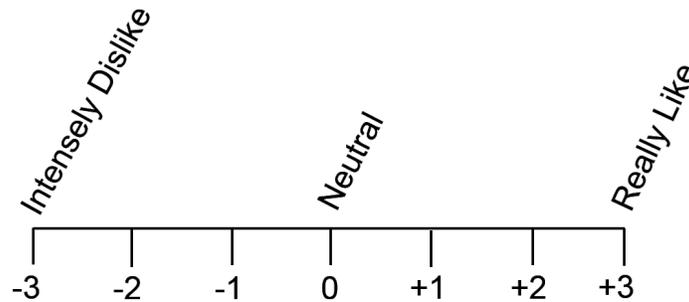
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Visual Preference Survey

A visual preference survey was conducted both online and as part of focus groups held during the public input process. The purpose of the survey was to help gauge public preference for different land uses and activities, with a focus on the visual qualities of existing and future uses.

A small number of the images are of existing sites and uses in and around Roy, with the remaining images from other areas, highlighting potential uses, activities, and city forms. The images encompassed a range of residential, commercial, park, recreation, open space, trail and industrial uses, as well as illustrating a range of place-types, neighborhoods and districts.

A series of 50 images were shown to survey participants, who scored each image and, if desired, wrote a comment. As indicated in the scale below, each image could be scored between +3 if highly liked and -3 if highly disliked.



Analysis

The scores for each image were totaled and divided by the number of responses, resulting in a mean score for each. The highest mean score was **+2.28** and the lowest was **-1.16**. The images are presented in the following pages from highest to lowest scores, with positive scores indicated in **green** text and negative scores in **red** text.

The analysis concludes with ranked results of the top and bottom three images in the following five categories:

Category 1: Overall

The top ten images overall portray outdoor spaces and activities, including parks, open spaces and trails. The top four of these images were highly-liked, with no mean score lower than **2.13**. It should be noted that the top three images were dominated by trees, which supports general public sentiment for more trees in the city.

In contrast to the most positive images, the three most disliked images portray a mobile home park, an industrial building, and aging commercial property located on 1900 W. Each of the images were low ranked, with scores ranging from **-1.12** to **-1.18**. This aligns with a general public commentary that the city is in need of beautification and maintenance.

Category 2: Parks, Open Space & Trails

The images from this category dominated the overall survey. The highest ranked image is of a park walking trail lined with shade trees, with the second- and third-place images portraying tree-lined allees in a park setting. The fourth- and fifth-ranked images depict modern playground equipment and water play. It should be noted that all but one of the images in this category are highly-ranked overall, with only two images ranking lower than **1.63**. Those two images portray an undeveloped open canal and a power line corridor, much like those that run through the west part of the city. This information supports the public interest in trees and updated parks throughout the city, as well as the general distaste for areas that have an unkept appearance.

Category 3: Residential Uses and Neighborhoods

The highest ranked images in this category are of single-family residences of recent construction and architecture. The highest-ranked image illustrates a large, new home with a large and manicured yard. The second most-liked image portrays a traditional subdivision typical of those found on the west side of Roy, with homes sited fairly close to each other. The third-ranked image portrays an older neighborhood with large street trees, highlighting the public desire for trees previously discussed. The highest score was **1.71** and the lowest **1.48**, all indicating the images are well-liked.

In contrast, the bottom three images illustrate older single family homes and a mobile home park, typical of the housing stock found in the east and north parts of the city. The manufactured homes ranked lowest, while the next two lowest-ranked images are of a small brick rambler and a split-level ranch style house. It should be noted that the age and style of all of the structures is over fifty years, and that the slightly negative scores all indicate that the images are only somewhat disliked, ranging from **-0.19** to **-1.16**.

Category 4: Roads, Trails and Transportation

The image rankings in this category formed a natural split between well-liked pedestrian and bicycle-oriented infrastructure and less favored auto-oriented infrastructure. The top two images tied with scores of **1.54**, and depict the D&RG rail trail in Roy and a signal-controlled mid-block pedestrian crossing. The third-ranked image depicts a two-way bicycle lane separated from the roadway.

In contrast, the three lowest-ranked images depict the commercial strip along 1900 West, a busy street with a cyclist using a shared lane, and a railroad crossing, each only receiving slightly negative scores. The results in this category may indicate that there is a desire for more human-scale transportation options, and while the public is not entirely pleased with their current automobile infrastructure, they are somewhat resigned to accept what they have.

Category 5: Commercial, Retail and Industrial

The top three images all received very positive rankings (scores ranged from **1.53** to **1.72**). The top-ranked image depicts a Winco grocery store with an expansive, well-treed parking lot, the second highest ranked image showing the local hospital entrance, and the third of a newer urban-style shopping center.

The least-liked images depict an industrial warehouse, aging commercial development along 1900 West, and a contemporary mixed-use townhome building, with scores of **-1.07**, **-0.89**, and **0.34**, indicating that the participants are not happy with such uses or places.

Summary

The results of the Visual Preference Survey align closely with comments received in other focus group meetings and the general comments that have been received. Both indicate support for a greener, cleaner, more modern city. The generally positive scoring suggest that opposition to new ideas is not strong, and there is some support for changes that will enhance the quality of life in Roy.

Overall



Top 1: (2.28)



Bottom 1: (-1.16)



Top 2: (2.26)



Bottom 2: (-1.07)



Top 3: (2.19)



Bottom 3: (-0.89)

Parks, Open Space, and Trails



Top 1: (2.28)



Bottom 1: (-0.83)



Top 2: (2.26)



Bottom 2: (0.35)



Top 3: (2.19)



Bottom 3: (1.63)

Residential Uses and Neighborhoods



Top 1: (1.71)



Bottom 1: (-1.16)



Top 2: (1.52)



Bottom 2: (-0.22)



Top 3: (1.48)



Bottom 3: (-0.19)

Roads, Trails, and Transportation



Top 1: (1.54)



Bottom 1: (-0.78)



Top 1: (1.54)



Bottom 2: (-0.32)



Top 3: (1.43)



Bottom 3: (-0.22)

Commercial, Retail, and Industrial



Top 1: (1.72)



Bottom 1: (-1.07)



Top 2: (1.69)



Bottom 2: (-0.89)



Top 3: (1.53)



Bottom 3: (0.34)