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

**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 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

**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

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### Wilshire Corridor & Major Intersections

**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

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

- Smaller whole-building buffers
- Single upper-story stepback
- Multiple upper-story stepbacks
- Larger 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

**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

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Your most important building element
Your MOST preferred feature within each building element
Your LEAST preferred feature within each building element