



CROSSROADS HEALTH IMPACT ASSESSMENT

Neighborhood Wish List Meeting
Visual Preference Report



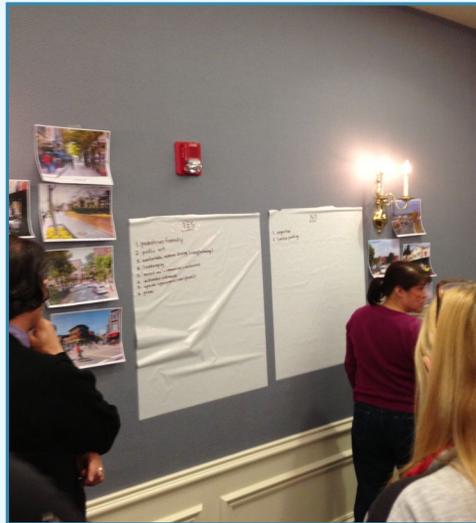
MIDTOWN
NEIGHBORHOOD ALLIANCE

Process



Approximately thirty nearby residents gathered on April 23, 2013 at the UNO Thompson Alumni Center to create a neighborhood wish list for the redevelopment of the Crossroads area. A major component of creating this wish list was a visual preference exercise in which each table selected pictures that represented the type of redevelopment they wanted and pictures that represented what they didn't want. Samples were provided but participants were also encouraged to bring their own pictures. Participants at each table then detailed their reasons for selecting particular pictures.

The participants for the visual preference exercise represented Midtown Neighborhood Alliance, Aksarben-Elmwood Park Neighborhood Association, Dundee Memorial Park Neighborhood Association, Elmwood Park Neighborhood Association and Fairacres Homeowners Association. The meeting was hosted by the Douglas County Health Department as part of a Health Impact Assessment (HIA).



Crossroads Health Impact Assessment

Visual Preference Results

Front Left Table

Yes

- Walkable
- Transit - Bus Lane
- Quiet
- Exclusive - Special Place
- Diverse Styles

No

- Barren
- Cluttered
- Cheesy
- Not Cohesive
- Strip Mall
- Trendy



Crossroads Health Impact Assessment

Visual Preference Results



Front Center Table

Yes

- Pedestrian Friendly
- Public Art
- Comfortable, Outdoor Dining (Cozy/Relaxing)
- Landscaping/Gardens
- “Mixed Use” = Commercial + Residential
- Activated Sidewalks
- Upscale Appearance
- Plaza
- People Space
- Beautification - flowers/ café setting/cleanliness/ trees (provide shade)/ shrubs/pots
- Texture (e.g. Brick)

No

- Congestion
- Surface Parking
- Excessive/ Dominant Signage
- Lack of Culture
- Deterioration of Buildings
- Poorly Groomed Landscape



Crossroads Health Impact Assessment

Visual Preference Results



Front Right Table



- Streetscape
- Vegetation
- Trees with Canopy
- Unconventional Layout
- Nooks, Crannies, Alleys
- Outside Dining
- Small Distinct Signage (Quaint)
- Colorful
- Upscale and Casual Atmosphere
- 2-6 Stories
- Separate Cars from "People & Shops"
- Hide Parking Garages
- Small & Staggered Building Heights and Facades
- Building Fronts on Sidewalks
- Human Scale - Old World Charm - Open Space Mixed In
- Awnings - Lamp Posts - Fencing Unique



- Corporate Signage
- Cement - Parking Lots
- Emphasize Auto Convenience Over People
- Sterile Boxy Architecture
- Simple & Cheap
- Strip Mall Look
- Overhead Power Lines
- Too Much Traffic
- Worn, Trashy



Crossroads Health Impact Assessment

Visual Preference Results

Back Left Table

Yes

- Pedestrian Friendly - Designed for It
- Places to Congregate (e.g. Piazza-style)
- Parks (as Central Focus)
- Mature Trees
- Mixed Use
- Connectivity to Bike/Transit
- Outdoor Seating
- Separation Between Peds and Vehicles
- Small, Locally-owned Businesses
- Well-designed Buildings

No

- Strip Mall
- Fast Food Chains
- No Sidewalks
- No Mixed Use
- Too Much Uniformity
- No Green Space or Trees
- Not Walkable/Bikeable
- Big Signage
- Big Surface Parking Lots
- Electrical Lines



Crossroads Health Impact Assessment

Visual Preference Results



Back Right Table

Yes

Lots of Trees,
"Green Space"
Walker Friendly
Outdoor Dining/Nature

No

Strip Mall/Old Style
All Concrete
Gaudy Signs
(Too Big)
"Too Much
Traffic Look"

