

# Context Sensitive Design

- **Danny Pleasant**, Charlotte Department of Transportation
- **Phil Myrick**, Project for Public Spaces
- **Harold Peaks**, Federal Highway Administration
- **James Martin**, Institute of Transportation Research & Education
- **Tracy Newsome**, Charlotte Department of Transportation

**What do they want?**

# Michigan Visual Preference Survey



# Michigan Visual Preference Survey



# National Association of Realtors

“Six in 10 prospective homebuyers said they preferred a neighborhood with a shorter commute and amenities such as shops, restaurants, schools, libraries and public transportation within walking distance over a large-lot neighborhood with a longer commute and limited options for walking.”

*National Association of Realtors & Smart Growth America Study*

“Another outdated idea is that wide neighborhood streets are safe and desirable. In fact, just the opposite is true. Wider streets encourage people to drive faster and more carelessly...

...Yet, in most communities, local regulations still require wide streets, thereby encouraging faster-moving traffic.”

**Building on Common Ground**

*by Joseph R. Molinaro, AICP*

*National Association of Homebuilders*

*From Issue 12 of the PCJ, Fall 1993*

# North Carolina Department of Transportation

“NCDOT will work to make its projects and activities fit into the human and natural environment, rather than alter the environment to fit its projects and activities.”

*Source: NCDOT Context Sensitive Solutions training material*

## Least Preferred Commercial Street Image



*City of Charlotte Visual Opinion Survey*

**Overall Rating: -2.77**

## Most Preferred Commercial Street Image



Photo by: Urban Advantage, Berkeley, CA

**Overall Rating: 3.51**

*City of Charlotte Visual Opinion Survey*

# Streets Stakeholders Don't Like



# Streets Stakeholders Like



Tryon Street (uptown)



Colony Road



The Plaza



Queens Road West

**What do they want?**