



Lake Saint Louis Comprehensive Plan

Appendix B *Results of Visual Preference Survey*

March 2017

Our City.
Our Plan.
Our Future.



Visual Preference Survey

OVERVIEW

The Visual Preference Survey is a tool to start to translate what has been heard into a preferred community design. The images are intended to illustrate conceptual ideas and do not represent specific or actual proposals.

There were eight categories of images with five images in each category. Categories include:

- Residential
- Office
- Retail
- Walkability
- Community Enhancements / Gateways
- Hwy N Corridor
- Uptown
- Meadows

Participants had two opportunities to take the Visual Preference Survey. The first opportunity was at the second open house for the comprehensive plan on January 26, 2017, at the Lake Saint Louis City Hall. The second opportunity was online from February 1st through the 28th via the project website at www.MyFutureLakeSaintLouis.com.

Over 260 responses were collected as part of the Visual Preference Survey. 220 responses were collected via the online survey with the remaining responses from the January 26th open house.

Participants were shown a series of five images in each of the categories. For each image, they reported on how desirable that type of development would be from “Highly Desirable” to “Highly Undesirable”. Participants also voted on which image was most preferred among the five shown in each category.

Participants were instructed to respond to their first impression of each image with a focus on the characteristics and elements of each image and not brand or store names.

Participants who took the survey online also had an opportunity to provide open ended responses to each category that asked, “What elements or characteristics to you find desirable? Undesirable?” For some categories, over 55% of the online participants provided additional comments. Representational comments are included in this report that reflect the comments received.

BACKGROUND OF PARTICIPANTS

Online participants were asked several background questions in addition to the Visual Preference Survey. Background information included:

- 90% of respondents lived in Lake Saint Louis.
- 8% lived and worked in Lake Saint Louis.
- 2% worked in Lake Saint Louis.

Age of respondents:

1%	20 - 24 years old
8%	25 - 34 years old
18%	35 - 44 years old
16%	45 - 54 years old
25%	55 - 64 years old
22%	65 - 74 years old
10%	75 and over

Respondents lived or worked in Lake Saint Louis:

15%	Less than 2 years
21%	2 - 5 years
21%	6 - 10 years
29%	11 - 20 years
13%	Over 20 years



Attendees at the January 26th Open House took the Visual Preference Survey using key pad polling devices.

Rate each image:

RESIDENTIAL

#2

A

Category	Percentage
Highly Desirable	16%
Desirable	49%
Neutral	27%
Undesirable	7%
Highly Undesirable	2%

#1

B

Category	Percentage
Highly Desirable	29%
Desirable	51%
Neutral	17%
Undesirable	3%
Highly Undesirable	0%

C

Category	Percentage
Highly Desirable	6%
Desirable	34%
Neutral	27%
Undesirable	24%
Highly Undesirable	9%

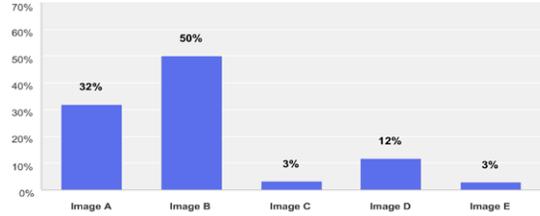
D

Category	Percentage
Highly Desirable	11%
Desirable	23%
Neutral	31%
Undesirable	27%
Highly Undesirable	9%

E

Category	Percentage
Highly Desirable	4%
Desirable	12%
Neutral	19%
Undesirable	37%
Highly Undesirable	28%

Which image do you most prefer:



Top two preferred images are labeled for each category

Representational Comments

BRICK AND STONE EXTERIOR

“I prefer brick and the stone is beautiful”

“I like one story homes. I like the landscaping and the brick.”

“The brick on the front of the house and the look at the whole picture. It is a clean look.”

TREES AND SIDEWALKS

“Tree lined streets with sidewalks; walkable community; friendly.”

“Trees and Sidewalks.”

“Sidewalks, generous grassy lots, trees, modest Midwest house styling with classic lines. Nothing avant-garde or McMansionesque.”

“Desirable trees, sidewalks, open green spaces. A, B, C, and E could all be desirable if complemented by common green spaces.”

“Trees and Natural Beauty.”

“I prefer houses that have brick and look well kept. I do not mind seeing a variety of houses. I think this adds to the community. I love being able to see trees and greenery.”

RESIDENTIAL

DESIRABLE HOUSING

“Desirable: Quality and size of housing. Undesirable: Small yard high density single family residence.”

“Desirable - brick front, manicured lawn. Undesirable-multiple family units; lack of conformity of home prices on same street; modern, sterile architecture.”

“Nice curb appeal with a good sized front yard.”

“Single family preferred. Traditional architecture preferred.”

“Established residential home with mature trees with sidewalks for walking. Home is well maintained and homey.”

“Single family, middle class, family oriented.”

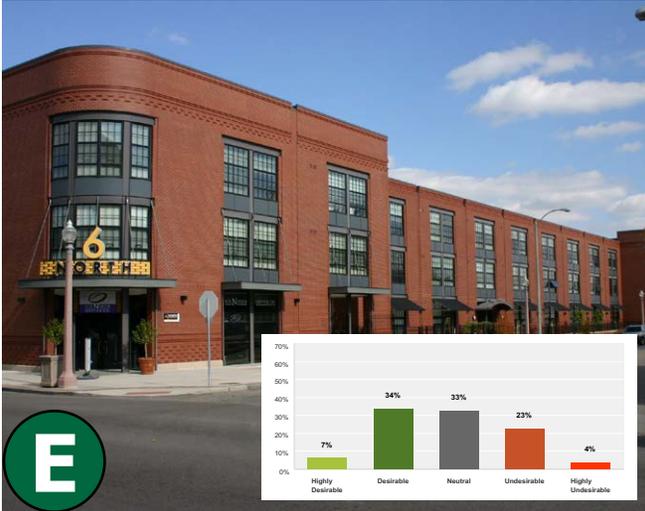
“Modern look, brick front, landscaping under control and not overdone.”

“Rural atmosphere, country living with city convenience.”

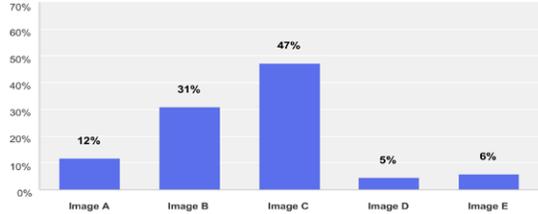
“Desirable - Nice homes, not huge, but good for a range of residents from young families to older mature with a range of incomes.”

Rate each image:

OFFICE



Which image do you most prefer:



Top two preferred images are labeled for each category

Representational Comments

BUILDING DESIGN

“Modern design and landscape makes this agree with the area plus is the most appealing.”

“Clean and new but also reminiscent of old town atmosphere.”

“The brick and city feel. Like a Kirkwood.”

“Park like setting with glossy outside. Modern looking. Maybe a bit too tall for a building.”

“Brick looks good as well as architect dual design.”

“I don’t like the large mirrored buildings, to me, that doesn’t say ‘home.’”

USES

“Offers residential and commercial.”

“There are many options with this. Combination of office, restaurant, boutique shops on bottom and condo/lofts on top floors.”

OFFICE

PARKING

“Parking should be disguised or in the rear of the building. A lot with many cars is very unattractive. We should not want our commercial offices to look like used car lots.”

“These appear to be various community business options. The least desirable is image D, the old style parking lot configuration, that option needs much more buffer landscaping.”

LANDSCAPING

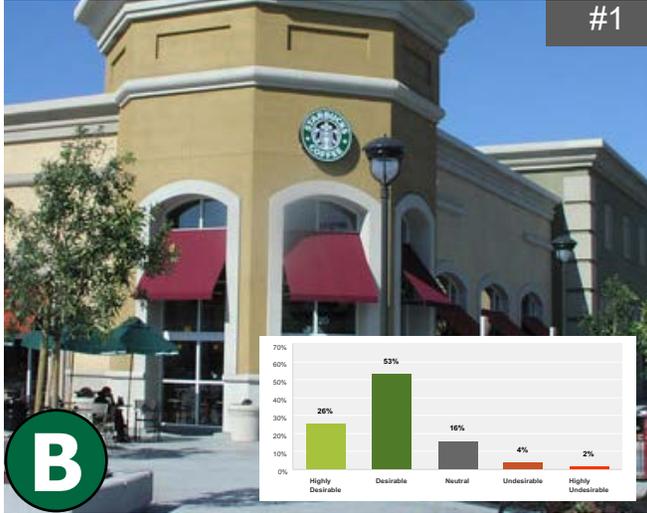
“Green space on A is very nice. B in Kirkwood has unique architecture, but the parking is unsightly. C and E are pedestrian friendly. D is a sea of parking with few trees and medians, etc to break it up.”

“Surrounded by trees and greenery with nice landscaping. Not just a building on a street corner.”

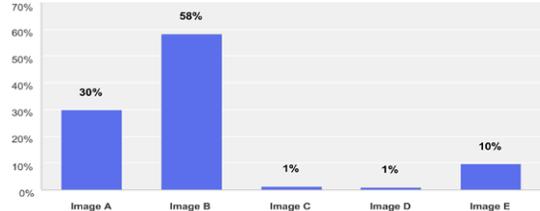
“The reflective nature of the materials in Image A helps the building blend in well with the green space. Also, it actually has green space.”

“There are trees planted in front and the design is not imposing.”

Rate each image:



Which image do you most prefer:



Top two preferred images are labeled for each category

Representational Comments

DISLIKE OF STRIP MALL CONFIGURATION

“Again, I enjoy the modern look, and dislike the box store look.”

“Looks European and inviting. Dislike the strip mall look”

“Standard strip malls are just pretty boring.”

“Please don’t allow the basic strip mall design to become the norm. Throughout the area, there is wasted, half-filled spaces that loom over empty parking lots creating a sense that the area is on a downward trend and the locale is not desirable. Create a sense of scarcity and vibrancy that is present when occupancy rates are high.”

UNIQUE AND DESIRABLE APPEARANCE

“Desirable - the building has character in the use of roof lines and texture.”

“I like how image E appears to have been in heritage building that has been renovated for a new purpose.”

“Appearance. Convenience of shopping in one location.”

RETAIL

“Again keeping building codes strict and having high standards keeps things classy. It draws people in.”

“The design, windows and awnings are very nice.”

“B. Some landscaping, benches, nice sidewalk, no shopping cart. Inviting colors.”

“Clean, classy and updated - everything else looks a little dated, with the exception of Option A, which is OK too.”

“I like the look of a small town feel but in modern times”

“Upscale and pleasant to the eye.”

MULTI-FUNCTIONAL USES

“Convenience parking, architectural interest, landscaping around the building, green space around it.”

“Offers commercial and bench for relaxing time.”

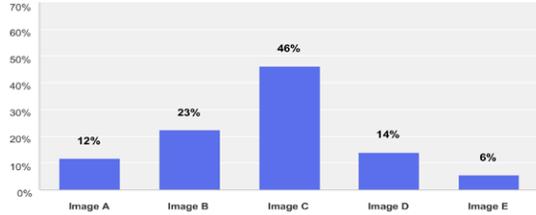
“Convenient parking is nice, and the architecture is a good mix.”

Rate each image:

WALKABILITY



Which image do you most prefer:



Top two preferred images are labeled for each category

Representational Comments

WALKABILITY

“Nice sidewalks, tree-lined common ground strip between street and road.”

“Wide sidewalks with mature plantings to protect walkers from the sun is desirable. We understand there was a plan a number of years ago to have a hiking/biking/exercise path around the lakes. This would be a wonderful feature for the whole community.”

“Love the fence.”

“Like tree-lined sidewalks and uniformity.”

“I want to be able to walk everywhere in Lake St. Louis. I care less about how it looks and more about availability. Bike trails too please!”

“I’m happy with the sidewalks. The road is so dangerous.”

WALKABILITY

SAFETY

“Attractive, walkable, safe sidewalks are always a big draw when we have looked at moving around the country. Many of these were good from that perspective, but having a grass verge between the sidewalk and the street is nicest-good visual break and a safety bumper zone.”

“All walking/outdoor spaces are highly desirable. Connecting urban sidewalks to nature walk trails is a must...”

TREES AND LANDSCAPING

“Mix of nature and development good.”

“Prefer something that looks “finished” with landscaping, safety fences that are attractive.”

“Trees soften the exterior.”

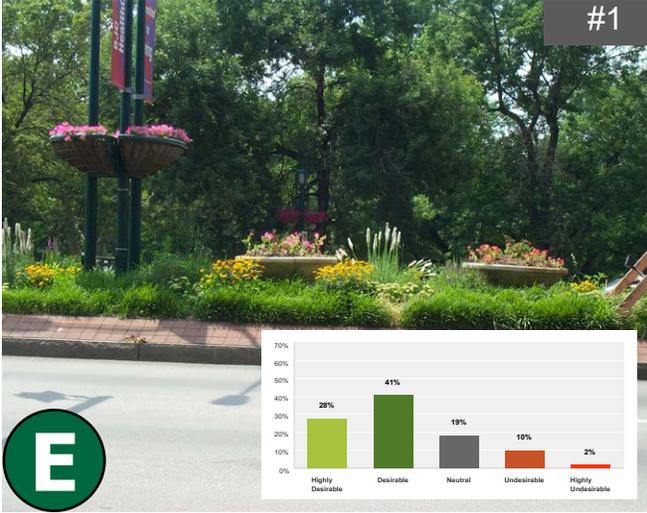
“Mature trees around it and it feels like a neighborhood.”

“Lake Saint Louis is a ‘Tree City’ and Image C has the most trees. While Image D has trees, it has less green space.”

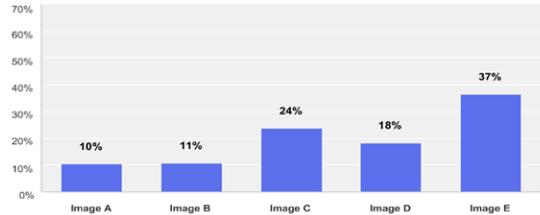
“Like walking under trees and near water. Don’t like straight, flat views with no landscaping.”

Rate each image:

COMMUNITY ENHANCEMENTS/ GATEWAYS



Which image do you most prefer:



Top two preferred images are labeled for each category

Representational Comments

LANDSCAPING

“The landscape is beautiful.”

“E has flowers and greenery making it bright and fresh”

“I prefer Image C because overall it looks more natural, even though it is obviously planned out.”

“Greenery is what is most beautiful about the area. We come from an area that brown is the color of everything dead...grass, trees...etc. Emphasize the beauty of the area. Stay away from lots of concrete.”

“To see the highways with flowers and mowed.”

“I like crisp looking landscaping and not overgrown.”

“Uncluttered and inviting!”

“Large plantings of shrubs and flowers give a welcoming image to an area.”

“I like the upgraded landscaping in medians for all to enjoy during drives through our community.”

COMMUNITY ENHANCEMENTS/GATEWAYS

MATERIAL ELEMENTS

“I really like the brick sidewalk with the stone architecture. Feels as if one is entering a sculpture park.”

“Sometimes less is more. Something simple can be more appealing than trying to do too much. Trying to keep up with the maintenance of the others will be timely and costly.”

“Structures and landscape that create character are best.”

MAINTENANCE

“Color and upkeep are the most important features. Brick, stone, hanging baskets and banners are all plus.”

“You want something that says ‘Welcome’ and is well manicured and well kept. If it is worth having, it is worth doing well.”

“Shrubbery needs to be maintainable or sooner or later is being to look bad. Maintenance costs and labor should be the driving force behind these decisions.”

Rate each image:

HIGHWAY N. CORRIDOR

#2

A

Category	Percentage
Highly Desirable	8%
Desirable	39%
Neutral	39%
Undesirable	12%
Highly Undesirable	2%

B

Category	Percentage
Highly Desirable	0%
Desirable	2%
Neutral	14%
Undesirable	48%
Highly Undesirable	35%

C

Category	Percentage
Highly Desirable	5%
Desirable	37%
Neutral	39%
Undesirable	17%
Highly Undesirable	3%

#1

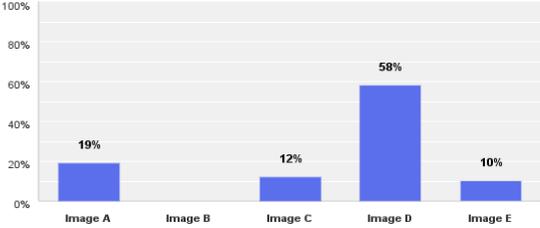
D

Category	Percentage
Highly Desirable	34%
Desirable	47%
Neutral	12%
Undesirable	6%
Highly Undesirable	1%

E

Category	Percentage
Highly Desirable	2%
Desirable	31%
Neutral	47%
Undesirable	16%
Highly Undesirable	4%

Which image do you most prefer:



Top two preferred images are labeled for each category

Representational Comments

LANDSCAPING

“I like the use of landscaping.”

“Love the trees.”

“Wide, tree-lined, not overdeveloped and more sidewalks.”

“Show the trees and the beauty.”

BICYCLE AND PEDESTRIAN ACCOMMODATIONS

“It has great traffic management, bike lanes, sidewalks separated from the street, good visibility for traffic, and good green areas adjacent to the street.”

“Looks like I want to take a nice walk.”

“Loving the trees and the wide walking/bike path in D. The others are OK. Image B has very small bike lanes that looks dangerous since it is so close to the traffic.”

“Good idea of separate off road paved bike trail and sidewalk.”

“Ease access to parking and shopping.”

HIGHWAY N. CORRIDOR

TRAFFIC SAFETY

“Cutting down the number of entrances cuts down on accidents. Streamlining traffic to one main entrance directed by a stop light/sign is better than trying to play frogger every 50 feet because people are turning in and out of multiple entrances.”

“Ample roadways with well-designed sidewalk and median areas and turn lanes.”

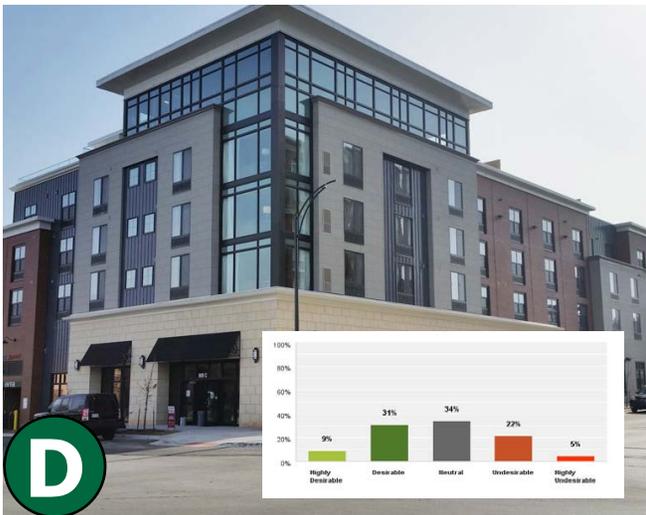
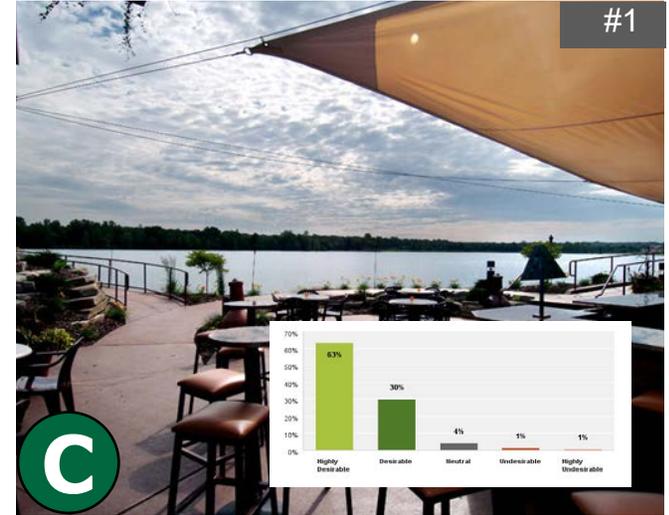
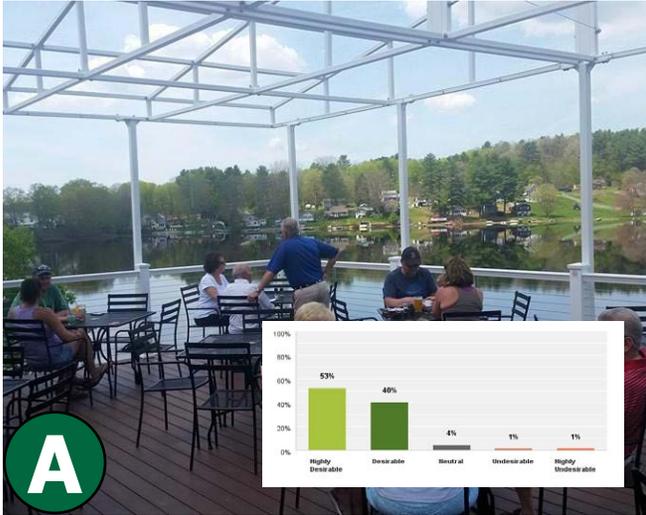
“Images A and D have areas designated for bicycles. I prefer Image D because it looks safest and most likely to encourage self-propelled travel modes.”

“Love the idea of a separate off road paved bike trail and sidewalk!”

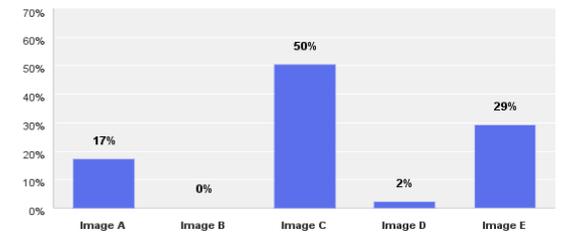
“Highway N needs more lanes for cars, safe pedestrian areas and bike lanes throughout.”

Rate each image:

UPTOWN



Which image do you most prefer:



Top two preferred images are labeled for each category

Representational Comments

AREA AESTHETICS

“Relaxing, clean, vacation like.”

“The use of coverage and open air is a great combination.”

“Open walkways EVERYONE can enjoy, not specialized views and sport for only a few.”

“Image A, C and E are reasons to live in Lake Saint Louis.”

BUSINESSES

“I think there should be more restaurants that have a view of the lake.”

“It would be amazing to have restaurants and entertainment with a water view. What are great way to meet others in the community and enjoy the beauty of our city.”

“Hard choice, I like the idea of sitting outside enjoying the lake, but also know we need to have commercial buildings too.”

UPTOWN

CONNECTIONS TO THE LAKE

“Relaxing atmosphere around the water is always enjoyable.”

“Image E allows everyone to use and appreciate the area around the lake. Image B and D are detractors from a lake setting. Images A and C preclude some from enjoying due to financial constraints.”

“Natural setting, very well landscaped with walkway and safety fencing.”

“Outdoor dining is wonderful!”

“We have a wonderful asset with Lake Saint Louis. It would be great to use it as a backdrop to bring in restaurants and clubs that people to live and work both in or outside of Lake Saint Louis to enjoy.”

“A public place that will attract visitors and growth.”

“We need more restaurants on the lake or available from the lake for residents who use the lake to enjoy while boating.”

“View of the water is always a plus.”

Rate each image:

THE MEADOWS

#1

A

Category	Percentage
Highly Desirable	56%
Desirable	38%
Neutral	6%
Undesirable	1%
Highly Undesirable	0%

#2

B

Category	Percentage
Highly Desirable	40%
Desirable	43%
Neutral	15%
Undesirable	3%
Highly Undesirable	0%

C

Category	Percentage
Highly Desirable	24%
Desirable	37%
Neutral	23%
Undesirable	14%
Highly Undesirable	2%

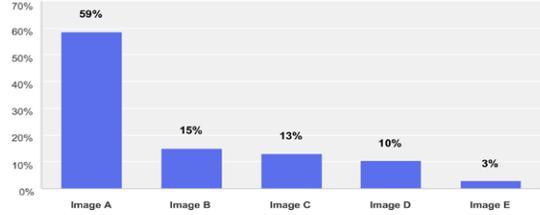
D

Category	Percentage
Highly Desirable	28%
Desirable	45%
Neutral	18%
Undesirable	7%
Highly Undesirable	2%

E

Category	Percentage
Highly Desirable	13%
Desirable	36%
Neutral	34%
Undesirable	12%
Highly Undesirable	5%

Which image do you most prefer:



Top two preferred images are labeled for each category

Representational Comments

DINING AND BUSINESS FACILITIES

“Outdoor dining and activities.”

“We need more privately owned restaurants and other food items (coffee, ice-cream, etc.) that will attract families and seniors into the Meadows.”

“Like places where people can congregate. Like places where people are doing something. Dislike places that appear exposed all around.”

“While Image C is very nice, the Meadows already has way too many vacant store fronts. While we need more dining options and outside seating is nice, no one wants to navigate through people trying to eat while others are trying to shop.”

“Would like to see more eating establishments in the Meadows.”

“Outdoor dining in a natural or landscaped patio preferred as opposed to bullpen fencing.”

“I have always loved the city outdoor cafe look. It brings the community together and there is not a lot of places to grab a breakfast or lunch or a beverage and sit on sidewalk.”

THE MEADOWS

A VILLAGE CENTER

“More things for the kids to do/enjoy in the midst of retail/commercial.”

“A sense of community, fine dining and good balance of nature and industry.”

“I love the idea of having a district similar to the Lofts in St. Charles. It would be great to develop the night life with original restaurants and clubs and to build apartments for singles and young professionals to help revitalize the area. The Meadows would be a good area to expand in that regard.”

“Please save the Meadows!”

“Walkable neighborhood with outdoor dining is highly desirable. Apartments over storefronts would bring in younger residents and increase foot traffic and patronage of the meadows stores.”

“Water feature attractive and kids can play in it.”



www.MyFutureLakeSaintLouis.com

Last Updated 3/20/2017