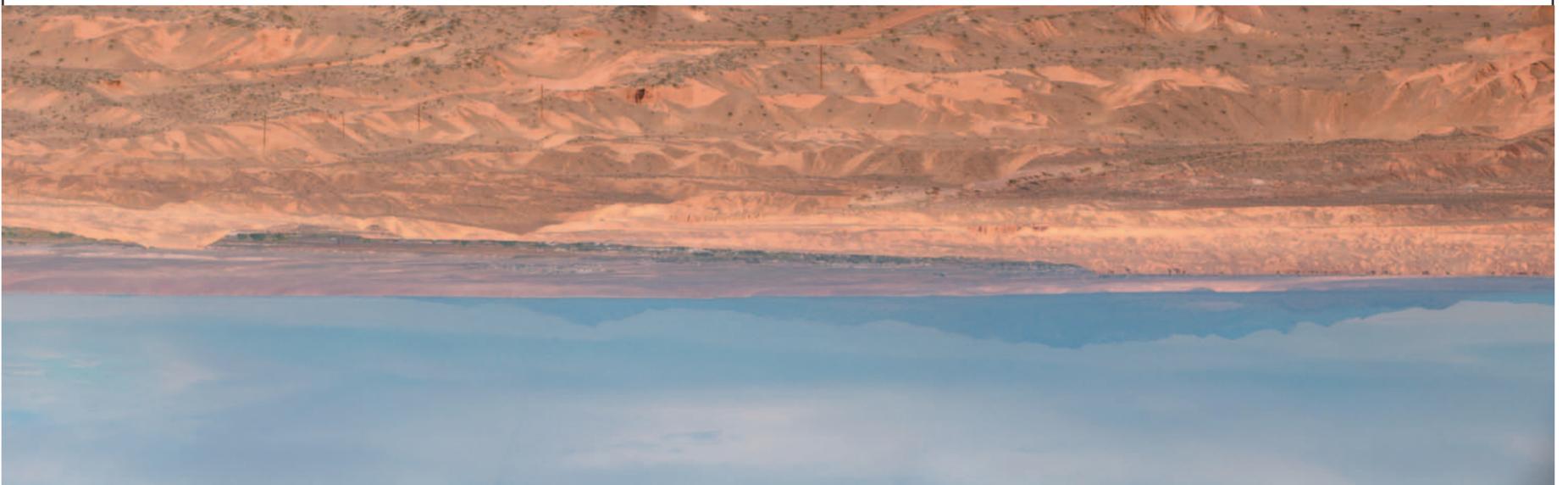




MOAPA VALLEY VISIONING STUDY



INSTRUCTIONS for residents

MOAPA VALLEY VISUAL PREFERENCES SURVEY

Urban Environmental Research located in Las Vegas, NV. and Phoenix, AZ. is very pleased to be working with the residents of Moapa Valley on the visioning program for the future of Moapa Valley. Under contract with Clark County Department of Comprehensive Planning and as part of the visioning exercises, UER has built a VISUAL PREFERENCE SURVEY for the Moapa Valley residents to complete.

A Visual Preference Survey will not tell you what will be built or designed or where new developments will take place in Moapa Valley. A Visual Preference Survey will provide MOAPA Valley residents, leaders and planners as well as Clark County personnel, with general ideas and concepts of what people in the Moapa Valley would like to see their community look like.

The survey includes 23 existing visual features of Moapa Valley plus two alternative designs for each of the 23 features. The visual preference survey asks you to look at each of the three photo and note your preference on a scale that includes 'very desirable', 'desirable', 'undesirable' and 'very undesirable'. These features include streets, view sheds/landscapes, buildings, sites, residential developments and even walls.

For each of these features the survey asks you to identify what you like and dislike about the feature.

Remember there are 23 photos of existing places in the Moapa Valley and two alternative designs options for the 23. These photos fall into seven categories. These are:

1. Community Identity
2. Street Improvements
3. Commercial Improvements
4. Community Design
5. Viewsheds
6. Residential Improvements
7. Conceptual Green-Belt

“The pictures depicted within each of the alternatives are examples only and do not represent any recommendation for an actual change at any specific location. The visual examples are meant to only suggest different types of design characteristics to help the community identify their preferences”.

B. Information on socio-demographics.

This section asks some questions on your demographics. The data are collected without any identification who you are. These data will be assembled and will be generalized to the larger community.

1. How many years have you lived in Moapa Valley? _____ Years.
2. Do you work in Moapa Valley? Yes _____ No _____
3. If no, to question #2, where do you work? (City) _____
4. Is your employment in:?
 - a. Commercial retail _____
 - b. Wholesale _____
 - c. Self-employed _____
 - d. Agriculture _____
 - e. Industry _____
 - f. Other (specify) _____
5. How many children are there in your household under 18 years of age living in Moapa?
Number of children: _____
6. Do you reside in the Logandale or the Overton area of Moapa Valley?
 - a. Logandale _____
 - b. Overton _____
7. Do you do full-time agriculture? yes _____ no _____
Part-time agriculture? Yes _____ no _____
8. Would you say you are (check one)
 - a. Between 15 and 18 years of age _____
 - b. " 19 to 30 _____
 - c. " 31 to 40 _____
 - d. " 41 to 50 _____
 - e. " 51 to 60 _____
 - f. older than 60 _____
9. Is your family gross income? (check one)
 - a. Between \$ 10 and \$ 19 thousand _____
 - b. " \$ 20 and \$ 29 " _____
 - c. " \$ 30 and \$ 39 " _____
 - d. " \$ 40 and \$ 49 " _____
 - e. " \$ 50 and \$ 59 " _____
 - f. " \$ 60 and \$ 69 " _____
 - g. " \$ 70 and \$ 79 " _____
 - h. " \$ 80 and \$ 89 " _____
 - i. above \$ 90,000 _____
10. Do you do equestrian (horse ride) type of activity in the Moapa Valley? _____
 - a. active equestrian activities _____
 - b. seldom " " _____
 - c. never " " _____

Existing condition



1)
Lost City Museum Entrance

REMARKS:

Like:

*

*

Don't Like:

*

*

Alternative 1



Alternative 1

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 1: parking and sidewalk facilities on SR 169 entrance. distinctive sign and gateway to match the community's gateway. landscaping with native plant material that requires low water and low maintenance.

Alternative 2:



Alternative 2

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 2: distinctive sign and gateway to match the community's gateway. additional lighting and community banners, landscaping with native plant material that requires low water and low maintenance.

Existing condition



2)
Logandale Community Park

REMARKS:

Like:

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*

Don't Like:

*

*

Alternative 1



Alternative 1

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 1: concrete sidewalk and low-retaining wall/fence to separate automobile traffic from pedestrians, and provide safety environment to park users .

Alternative 2



Alternative 2

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 2: reconfiguration of parking lot and extension of park to sidewalk, concrete sidewalk and low-retaining wall/fence to separate automobile traffic from pedestrians, increased lighting and distinctive banners

Existing condition:



3)
Trail at conservation area,
Overton

REMARKS:

Like:

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Don't Like:

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Alternative 1:



Alternative 1

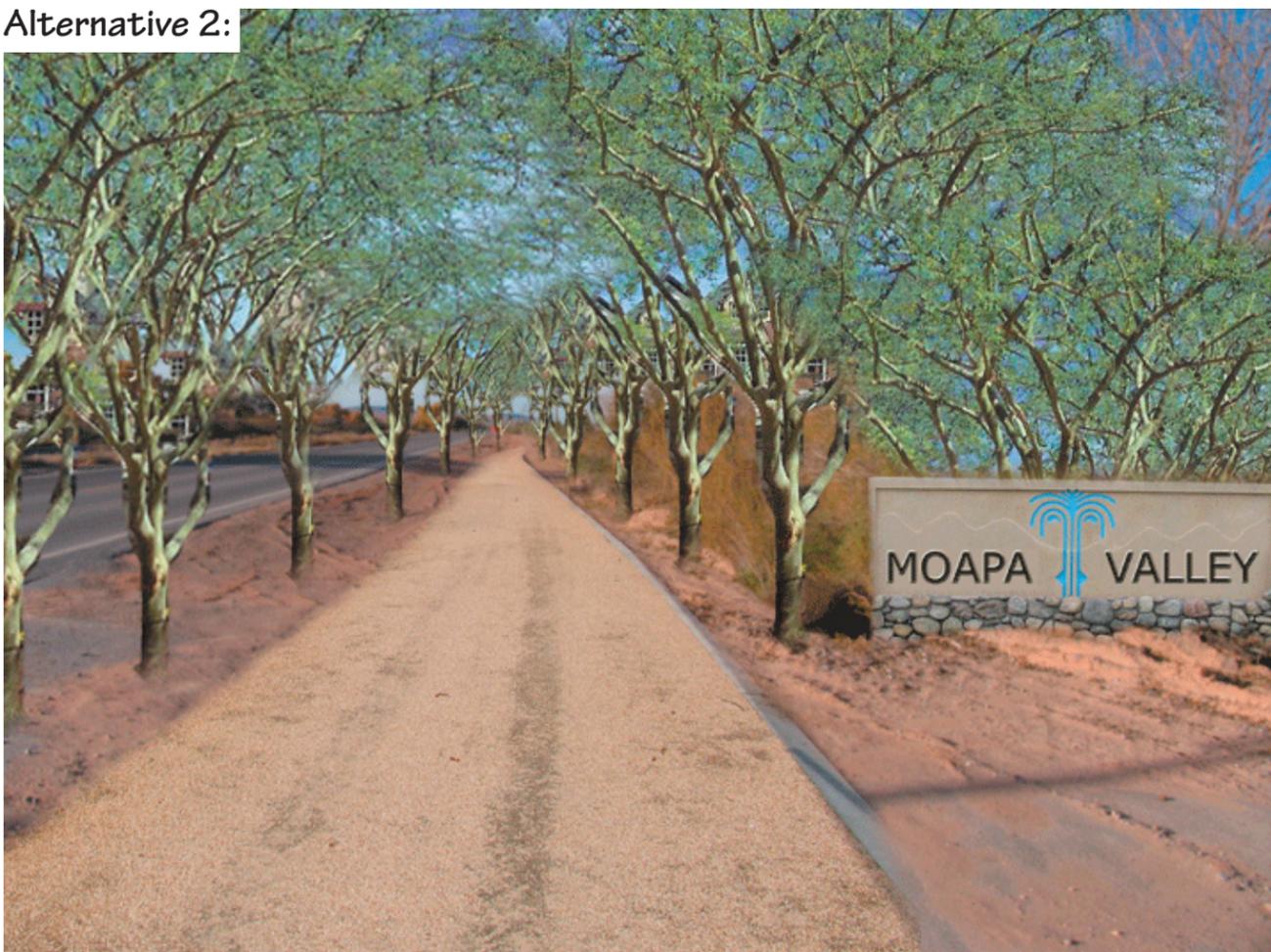
Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 1: decomposed granite and sand based pedestrian and equestrian trail. the trail will be connected to a larger trail network and community greenbelt.

Alternative 2:



Alternative 2

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 2: decomposed granite and sand based pedestrian and equestrian trail. community gateway at the entrance and exit points of the trail to identify the community. Native tree planting along the trail.

Existing condition:



4)
SR 169 South Gateway,
Overton

REMARKS:

Like:

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Don't Like:

*

*

Alternative 1:



Alternative 1

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 1: distinctive gateway at exit and entrance of Moapa Valley, made up concrete and stone with engraved logo.

Alternative 2:



Alternative 2

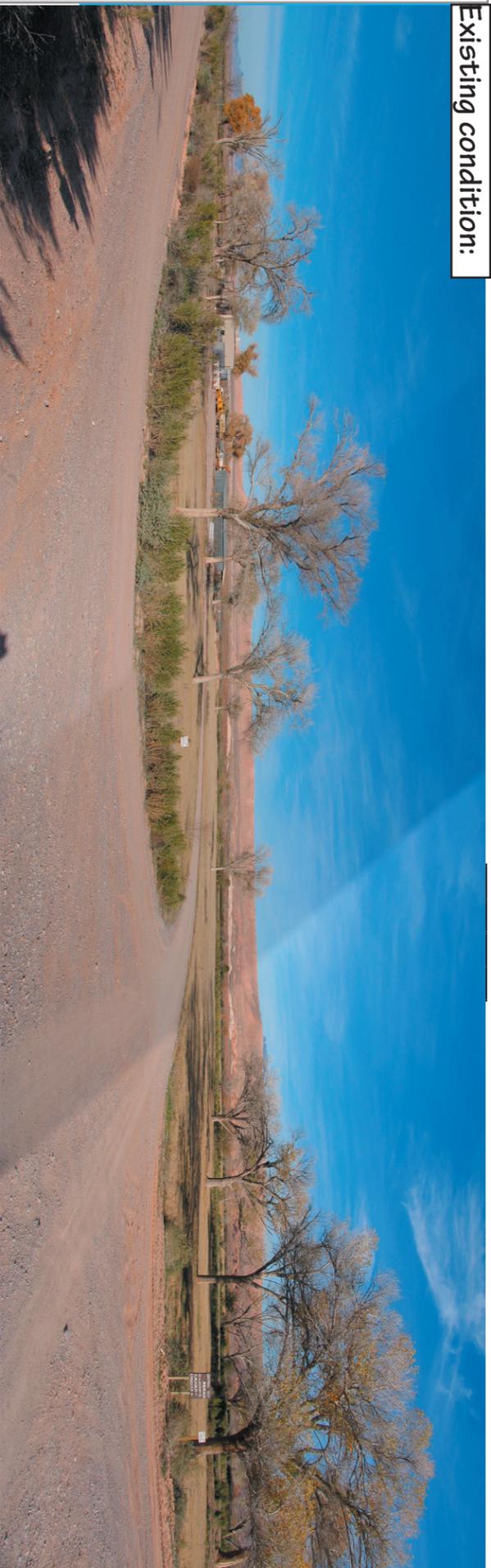
Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 2: rest and information area with community map and drinking fountain, distinctive gateway at exit and entrance of Moapa Valley, made up concrete and stone with engraved logo.

Existing condition:



REMARKS:

5) Conservation Area/Interpretation Center, Overton

Like:

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Don't Like:

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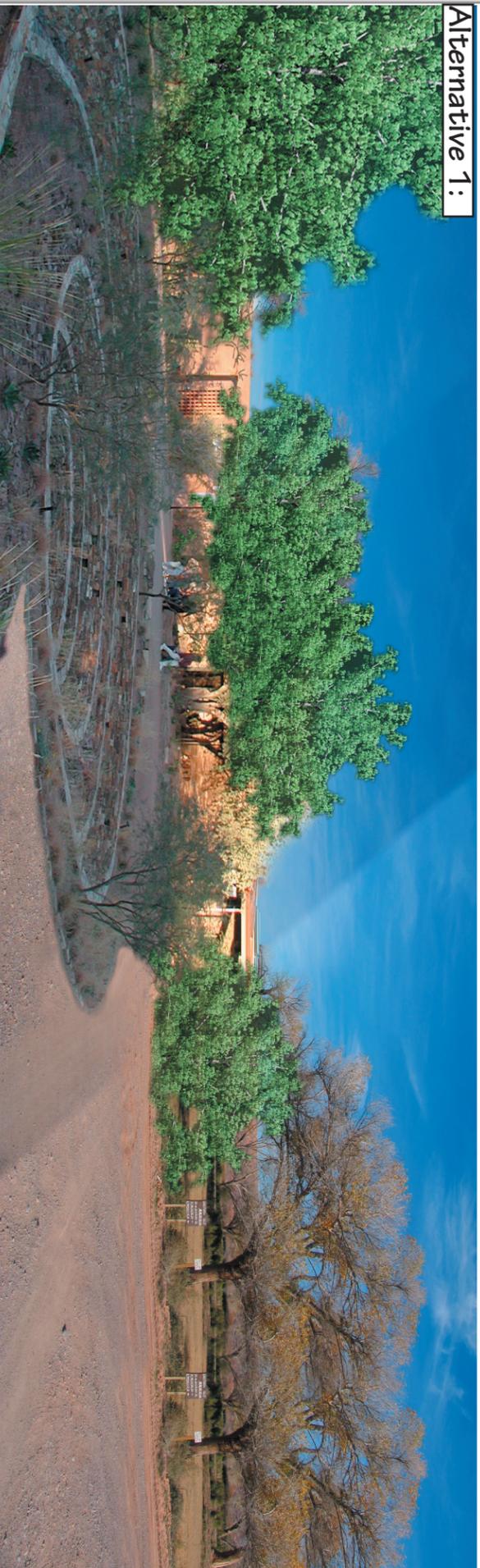
Alternative 1

Evaluation : Please check one

4	very desirable
3	very desirable
2	undesirable
1	very undesirable

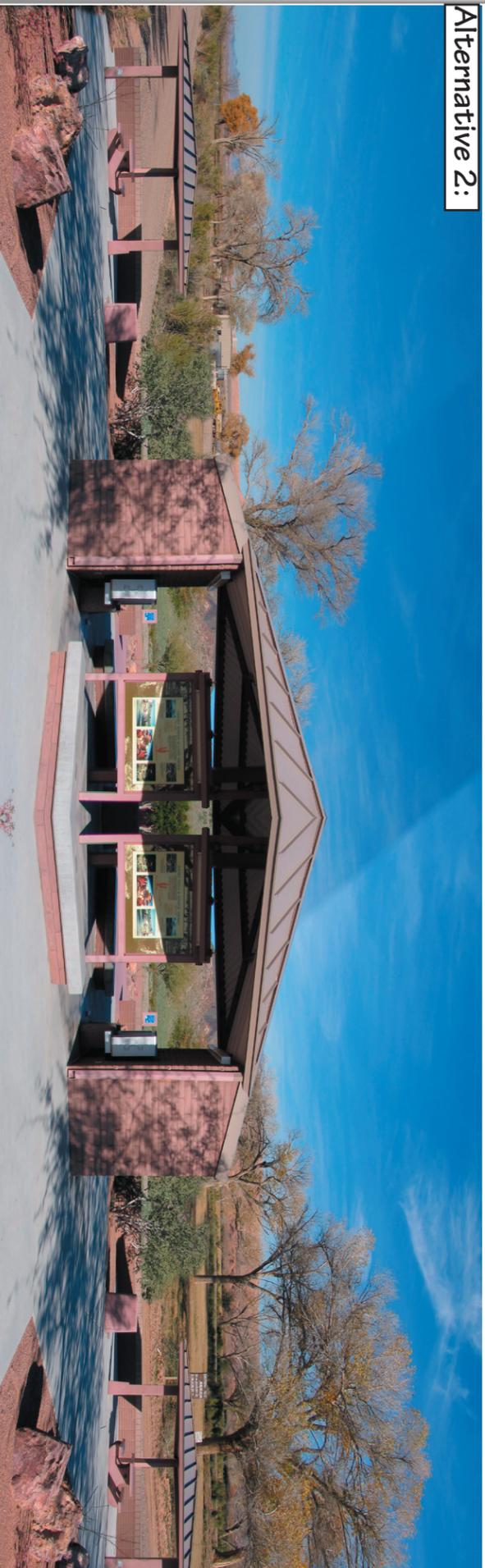
Description:

Alternative 2: conceptual interpretation center, restroom and picnic facilities, outdoor classroom facilities, access point to green-belt area.



Alternative 1:

Alternative 2:



Alternative 1

Evaluation : Please check one

4	very desirable
3	very desirable
2	undesirable
1	very undesirable

Description:

Alternative 1: conceptual interpretation center about the flora and fauna in the area.

Category: Community Identity

Existing condition:

Rest Area-Gateway-Information Center, Logandale

REMARKS: 6)

Like:

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Don't Like:

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Alternative 1:

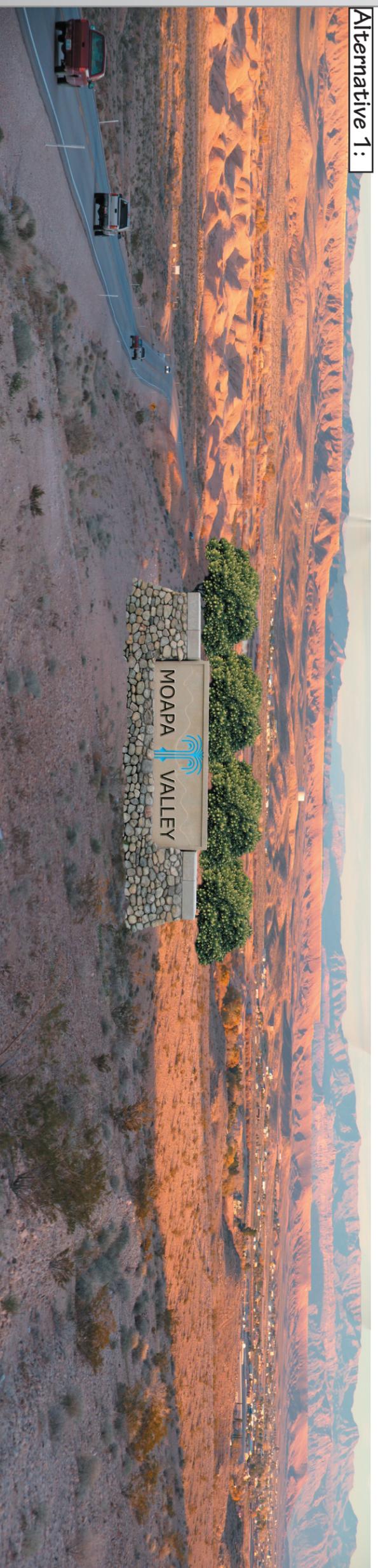
Alternative 1

Evaluation : Please check one

4	very desirable
3	very desirable
2	undesirable
1	very undesirable

Description:

Alternative 1: distinctive gateway at exit and entrance of Moapa Valley, made up concrete and stone with engraved logo. some native shrubs to highlight gateway.



Alternative 2:

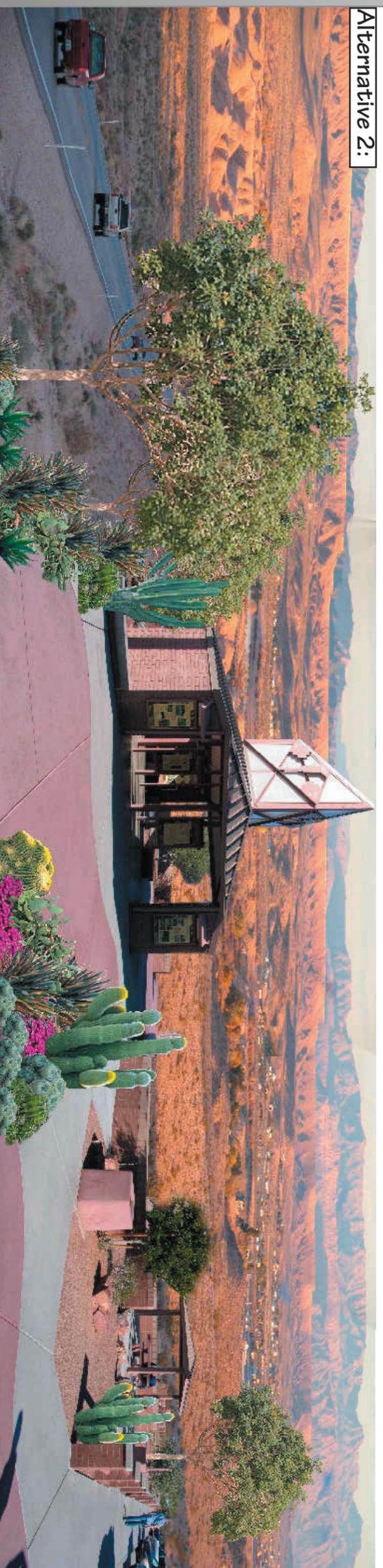
Alternative 1

Evaluation : Please check one

4	very desirable
3	very desirable
2	undesirable
1	very undesirable

Description:

Alternative 2: major gateway to Moapa Valley with tourist information, rest-and-park area with vistas and information about the entire valley and its surrounding attractions.



Existing condition:



7) Street Enhancement
(diagonal parking, vegetation & streetscape)

REMARKS:

Like:

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Don't Like:

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Alternative 1:



Alternative 1

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 1: concrete and brick sidewalk with native and low-water consumption tree planters, bollards and benches.

Alternative 2:



Alternative 2

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 2: increased retail and commercial area to increase the sense of old-town, additional diagonal parking to provide a buffer zone from speeding traffic on Moapa Valley Blvd.

Existing condition:



8) Improving Moapa Valley Blvd. Median, Overton

REMARKS:

Like:

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Don't Like:

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*

Alternative 1:



Alternative 1

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 1: concrete median with native and low-water consumption landscaping.

Alternative 2:



Alternative 2

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 2: concrete median with native and low-water consumption landscaping, tree planting and tree grates on both sides of the street to promote community identity and increase pedestrian flow.

Existing condition:



9) Whipple St. Crossing

REMARKS:

Like:

*

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Don't Like:

*

*

Alternative 1:



Alternative 1

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 1: brick and concrete pedestrian crossing area, pedestrian crossing signals

Alternative 2:



Alternative 2

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 2: raised brick and concrete pedestrian crossing area, increased lighting, distinctive community banners as unifying element within the area, installation of traffic light and pedestrian controlled signals to increased safety.

Existing condition:



10)

Pedestrian and Commercial designs

REMARKS:

Like:

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Don't Like:

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Alternative 1:



Alternative 1

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 1: street furniture, awnings and lighting, native and low water consumption landscape, tree grates and finished sidewalks.

Alternative 2:



Alternative 2

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 2: street furniture and amenities, coordinated lighting, outdoor cafes and place to eat, native street trees and planters along sidewalk.



**11) Mixed Use Development/
Infill**

REMARKS:

Like:

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Don't Like:

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*



Alternative 1

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 1: small scale commercial development, native and low water consumption landscape, tree grates .



Alternative 2

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 2: higher density mix-use development commercial/residential along major street.

Existing condition:



12) Street Amenities

REMARKS:

Like:

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Don't Like:

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*

Alternative 1:



Alternative 1

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 1: distinctive community banners and lighting.

Alternative 2:



Alternative 2

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 2: increased commercial areas along Moapa Valley Blvd, street furniture and amenities, distinctive community banners.

Existing condition:



13) Residential Development
Gated Community & Mixed-use

REMARKS:

Like:

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*

Don't Like:

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*

Alternative 1:



Alternative 1

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 1: high density and exclusive gated community.

Alternative 2:



Alternative 2

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 2: open design residential area connected to the surrounding neighborhoods and facilities.

Existing condition:



14) Conceptual Community Sports center

REMARKS:

Like:

*

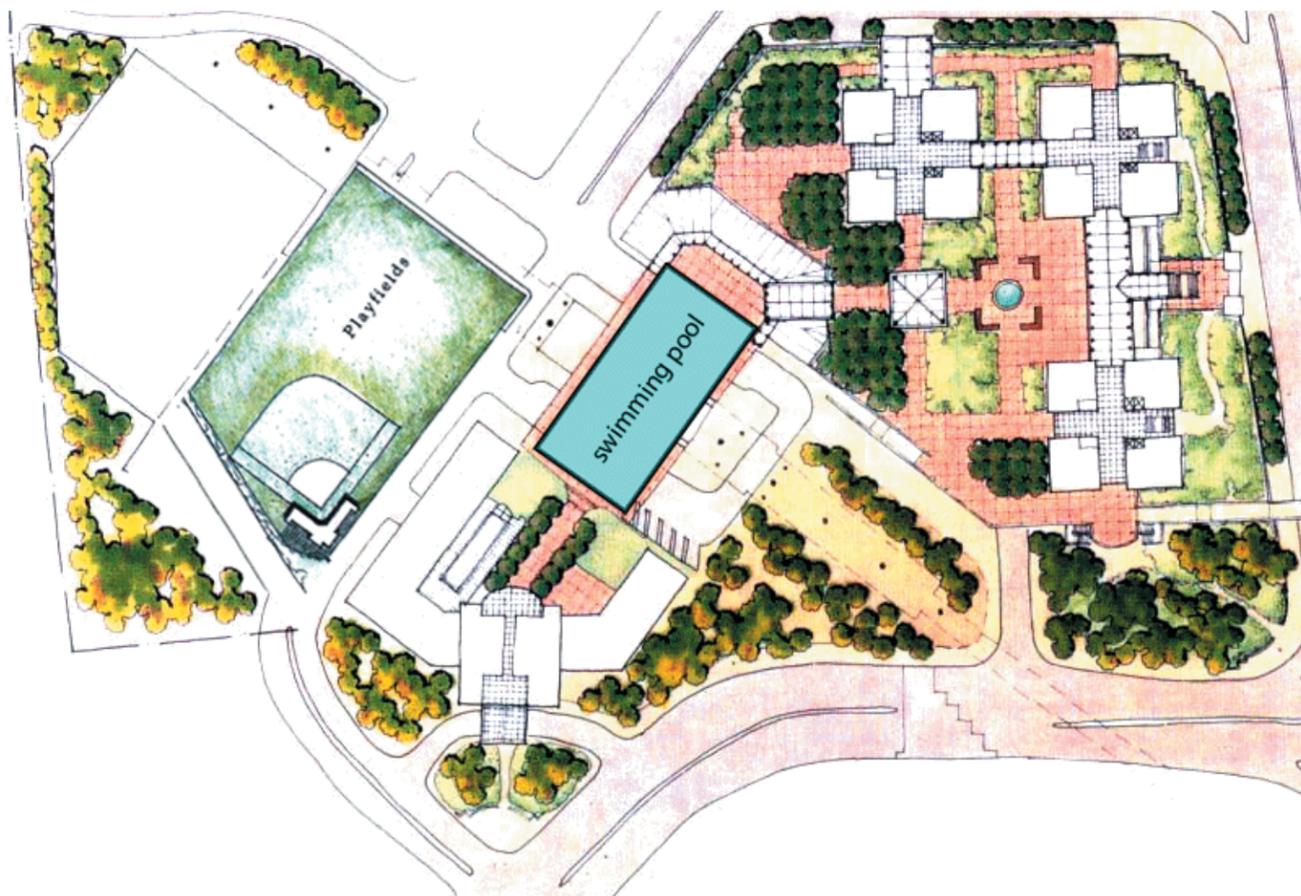
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Don't Like:

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Alternative 1:



Alternative 1

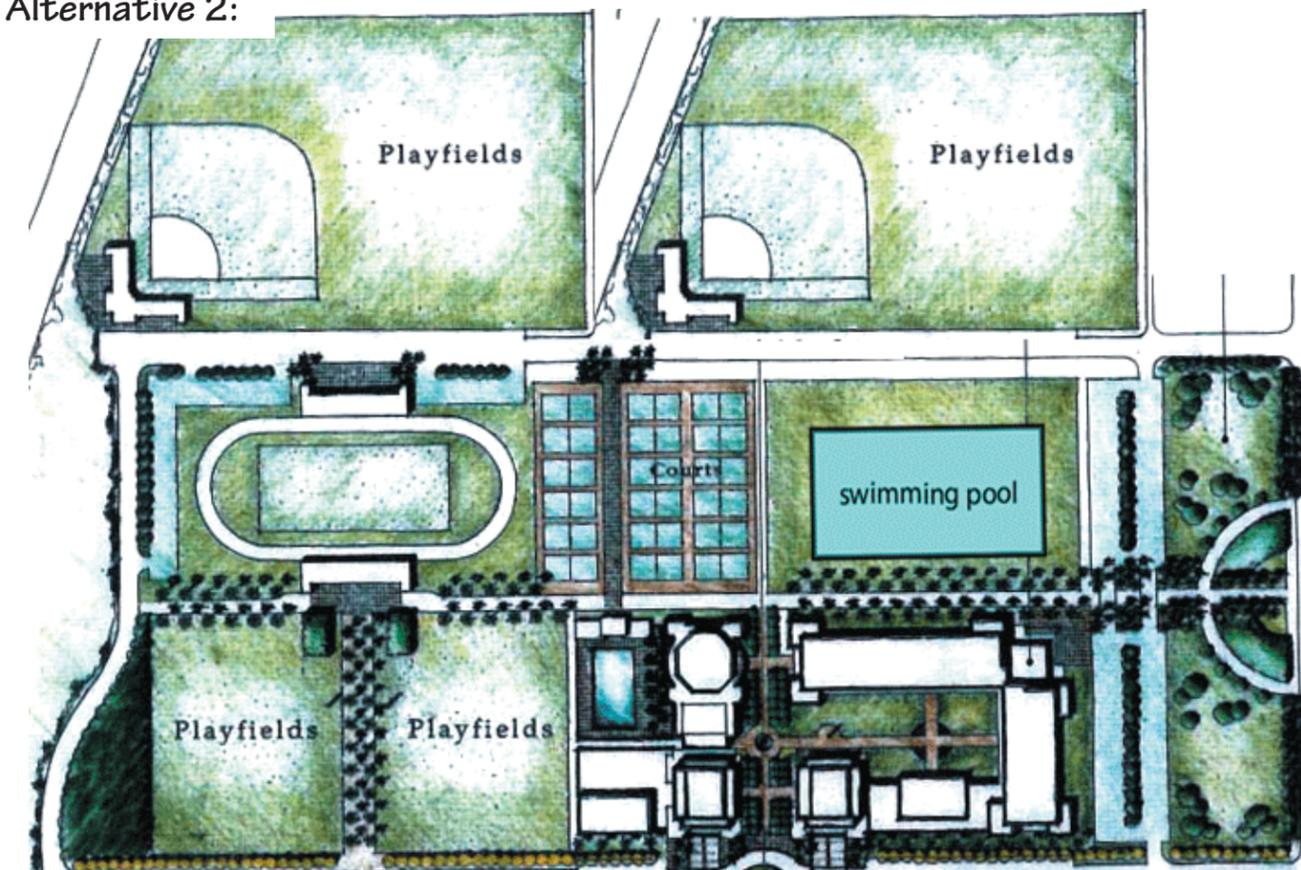
Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 1: sports center and community meeting space, indoor sports and large swimming pool and play field.

Alternative 2:



Alternative 2

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 2: sport complex with swimming pool, play fields, tennis courts and running track as well as space for indoor activities.

Existing condition:



15) Conceptual Community Design

REMARKS:

Like:

*

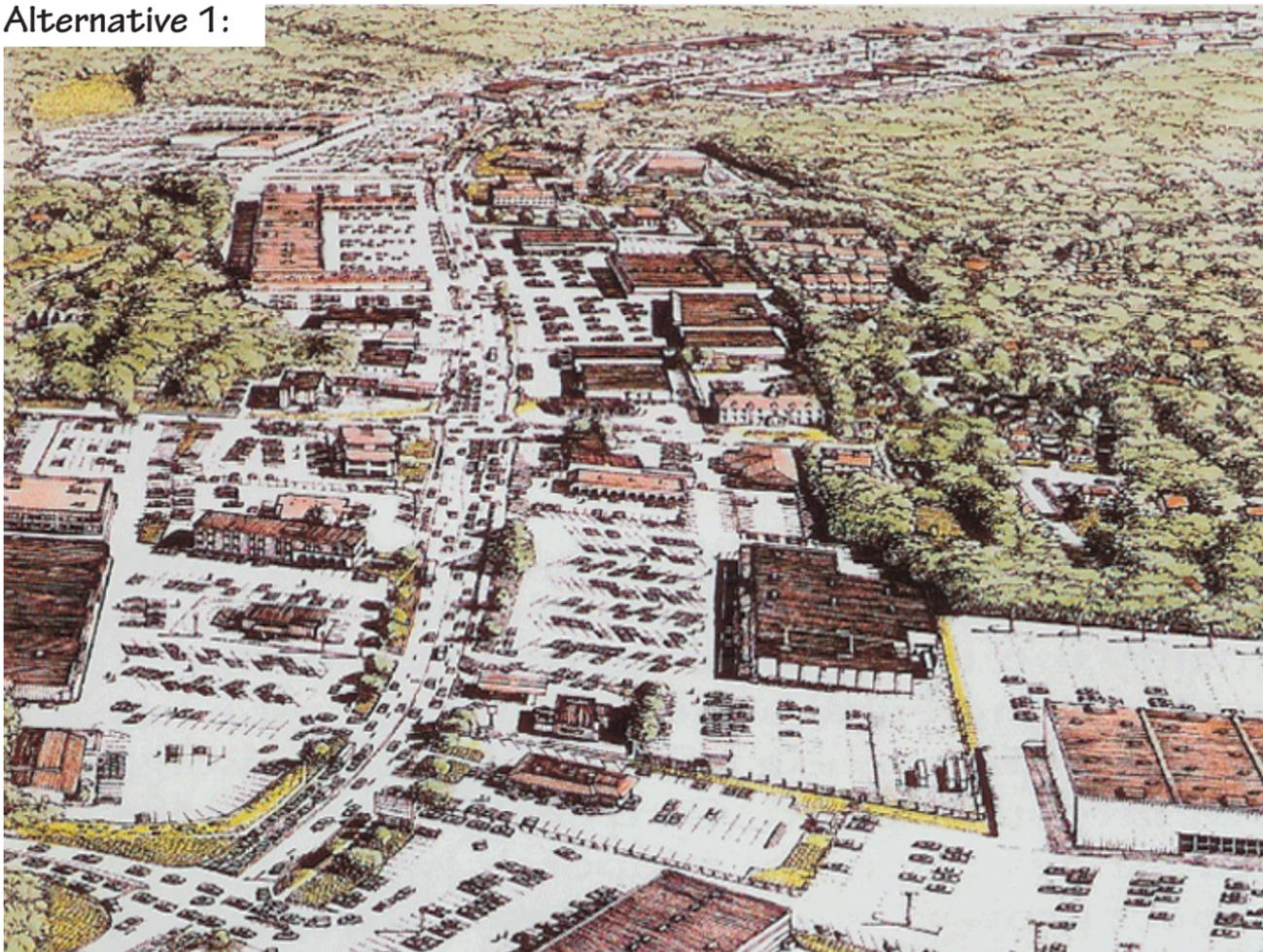
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Don't Like:

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Alternative 1:



Alternative 1

Evaluation : Please check one

<input type="checkbox"/>	4	very desirable
<input type="checkbox"/>	3	very desirable
<input type="checkbox"/>	2	undesirable
<input type="checkbox"/>	1	very undesirable

Description:

Alternative 1: car oriented community with plenty of parking lot along the main street.

Alternative 2:



Alternative 2

Evaluation : Please check one

<input type="checkbox"/>	4	very desirable
<input type="checkbox"/>	3	very desirable
<input type="checkbox"/>	2	undesirable
<input type="checkbox"/>	1	very undesirable

Description:

Alternative 2: mix-use development along the main street with tree lined streets and outdoor amenities.

Existing condition:



Conceptual Residential Development

REMARKS:

Like:

*

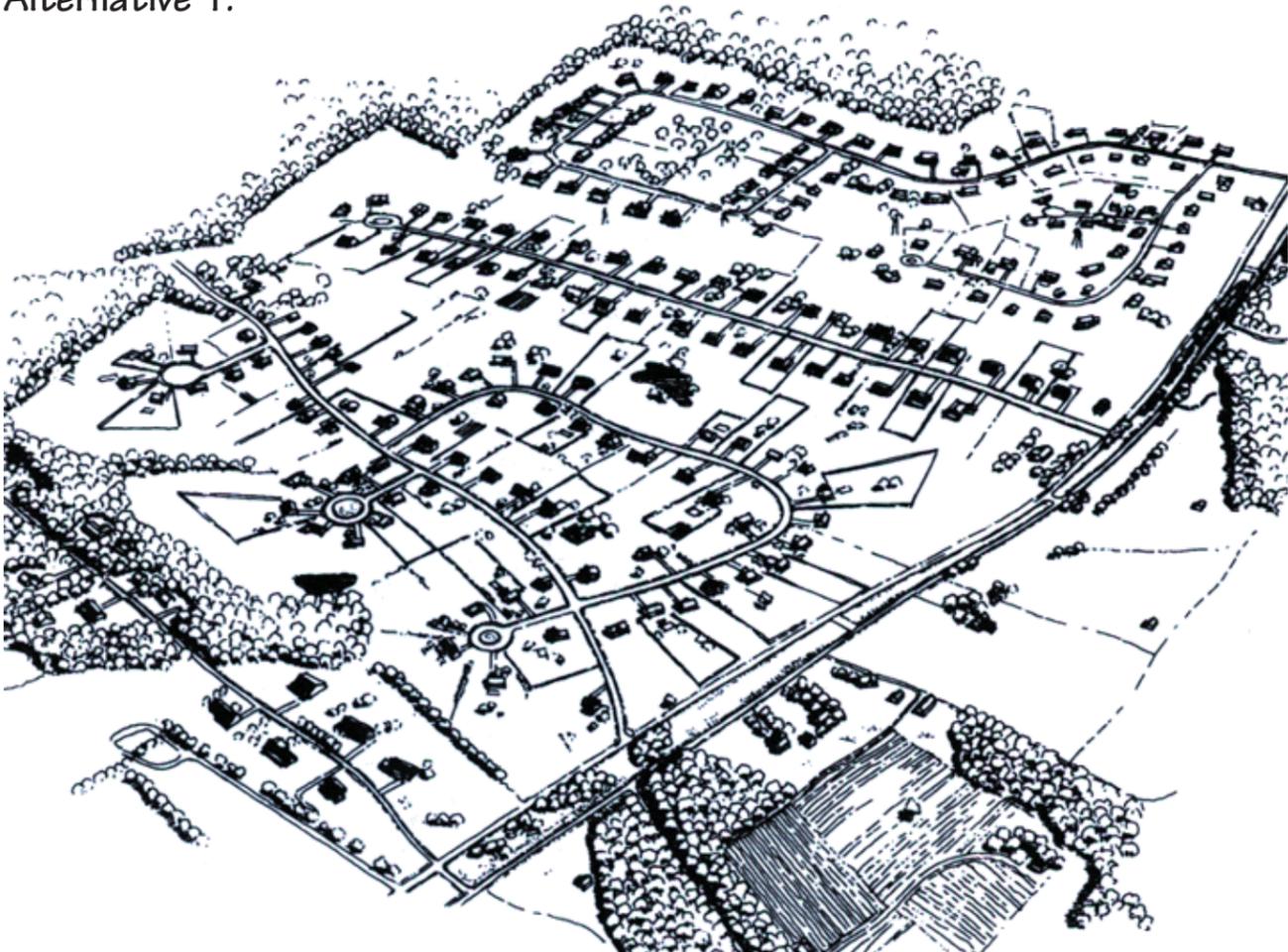
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Don't Like:

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Alternative 1:



Alternative 1

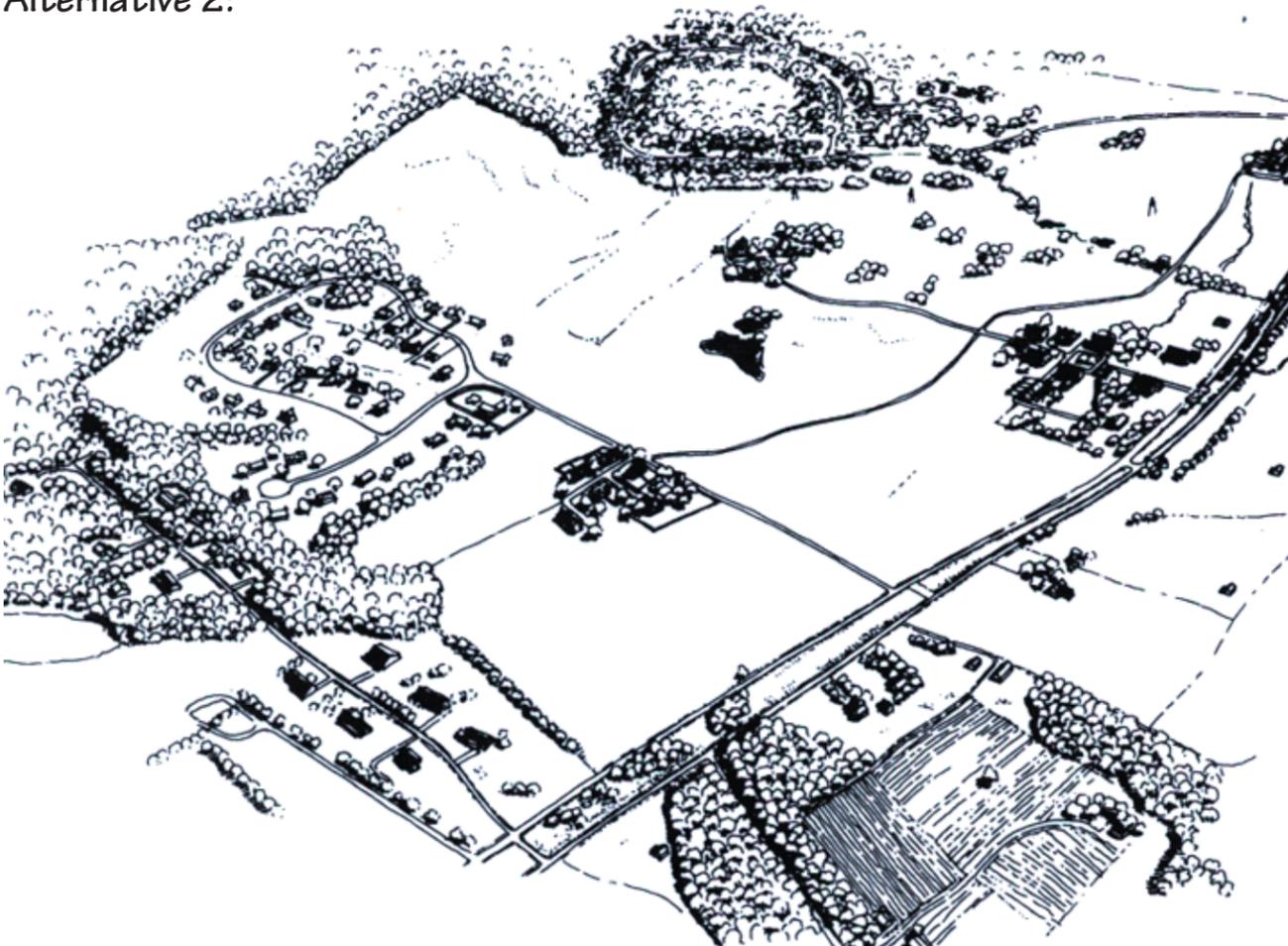
Evaluation : Please check one

<input type="checkbox"/>	4	very desirable
<input type="checkbox"/>	3	very desirable
<input type="checkbox"/>	2	undesirable
<input type="checkbox"/>	1	very undesirable

Description:

Alternative 1: typical suburban 1/2 to 1 acre lot development.

Alternative 2:



Alternative 2

Evaluation : Please check one

<input type="checkbox"/>	4	very desirable
<input type="checkbox"/>	3	very desirable
<input type="checkbox"/>	2	undesirable
<input type="checkbox"/>	1	very undesirable

Description:

Alternative 2: semi rural two and plus acre lot development.

Existing condition:



REMARKS:

Like:

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Don't Like:

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Alternative 1:



Alternative 1

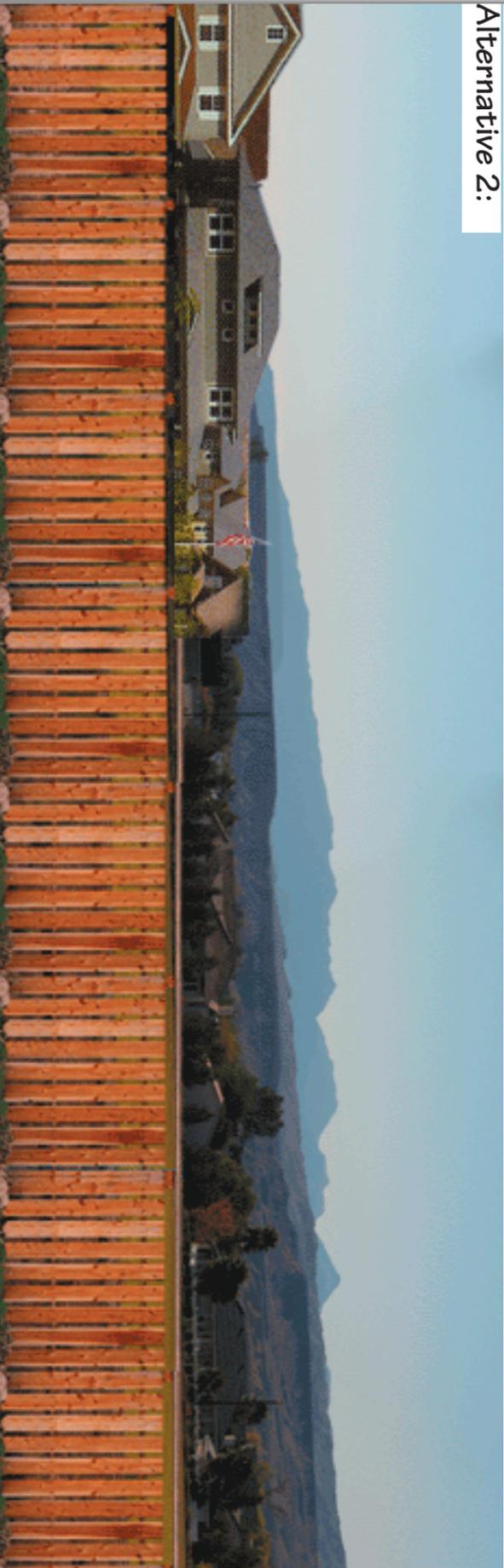
Evaluation : Please check one

4	very desirable
3	very desirable
2	undesirable
1	very undesirable

Description:

Alternative 2: Uncontrolled development and increasing density has the potential for blocking viewsheds.

Alternative 2:



Alternative 1

Evaluation : Please check one

4	very desirable
3	very desirable
2	undesirable
1	very undesirable

Description:

Alternative 2: Controlled growth and development can contribute to the preservation of viewsheds and vistas and can enhance the rural sense of community.

18) Preservation and Residential Development Options

REMARKS:

Like:

*

Don't Like:

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*



Alternative 1

Evaluation : Please check one

4	very desirable
3	very desirable
2	undesirable
1	very undesirable

Description:

Alternative 2: Uncontrolled development and increasing density has the potential for blocking viewsheds.



Alternative 1

Evaluation : Please check one

4	very desirable
3	very desirable
2	undesirable
1	very undesirable

Description:

Alternative 2: Controlled growth and development can contribute to the preservation of viewsheds and vistas and can enhance the rural sense of community.



Existing condition:



19) Sand Operations Facilities

REMARKS:

Like:

*

*

Don't Like:

*

*

Alternative 1:



Alternative 1

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 1: native trees and hedges, with low-water consumption along the highway SR 169 to screen-out the sand operation facilities.

Alternative 2:



Alternative 2

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 2: native trees and low water consumption vines along the highway. low retaining wall with stone wooden fence wall to screen-out the sand operation facilities.

Existing condition:



20) Block Wall Treatment

REMARKS:

Like:

*

*

Don't Like:

*

*

Alternative 1:



Alternative 1

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 1: green buffer zone between highway and residential area, native trees and low water consumption plant material, vines and ivy along brick walls.

Alternative 2:



Alternative 2

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 2: block wall replaced with wooden fence and hedges to provide amore permeable view, native trees and low water consumption landscaping, sidewalks and pedestrian areas to service local residents.

Existing condition:



21) Residential Street

REMARKS:

Like:

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Don't Like:

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Alternative 1

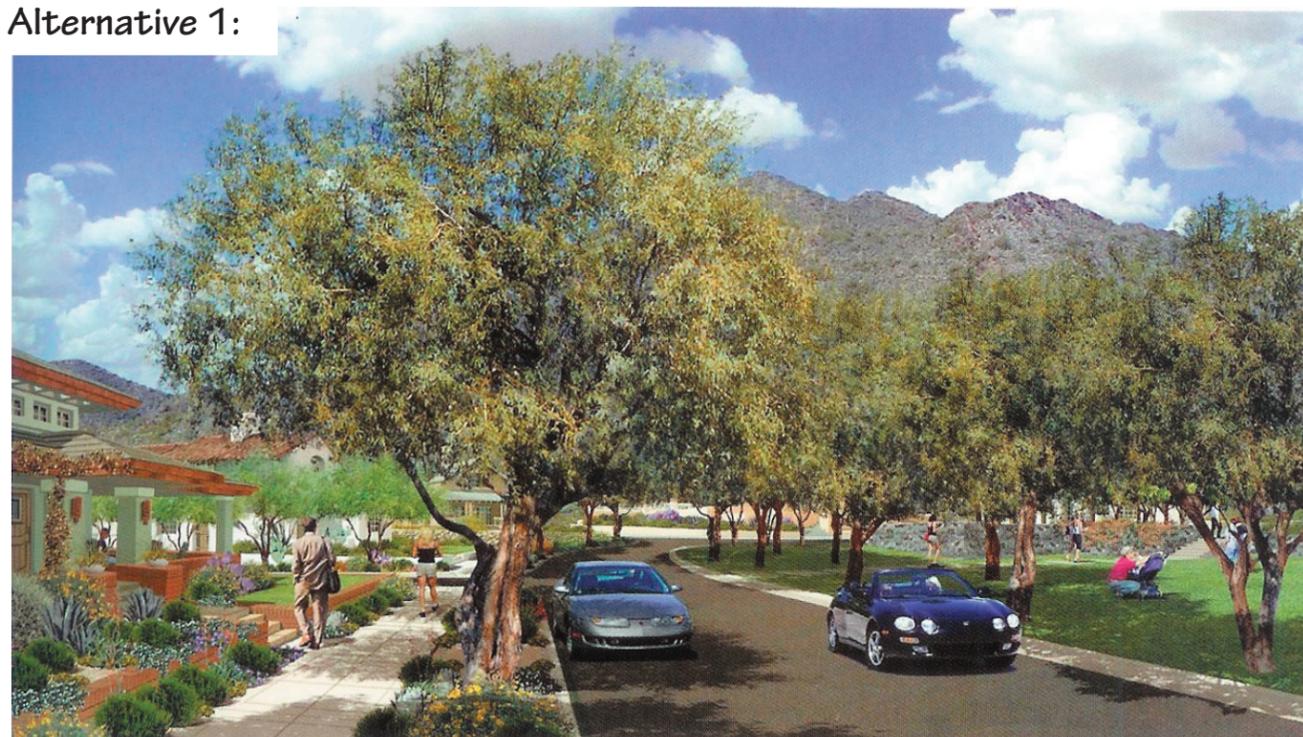
Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 1: native trees and shrubs with low-water consumption an low maintenance. higher density with narrow streets and houses close to the side-walks.

Alternative 1:



Alternative 2:



Alternative 2

Evaluation : Please check one

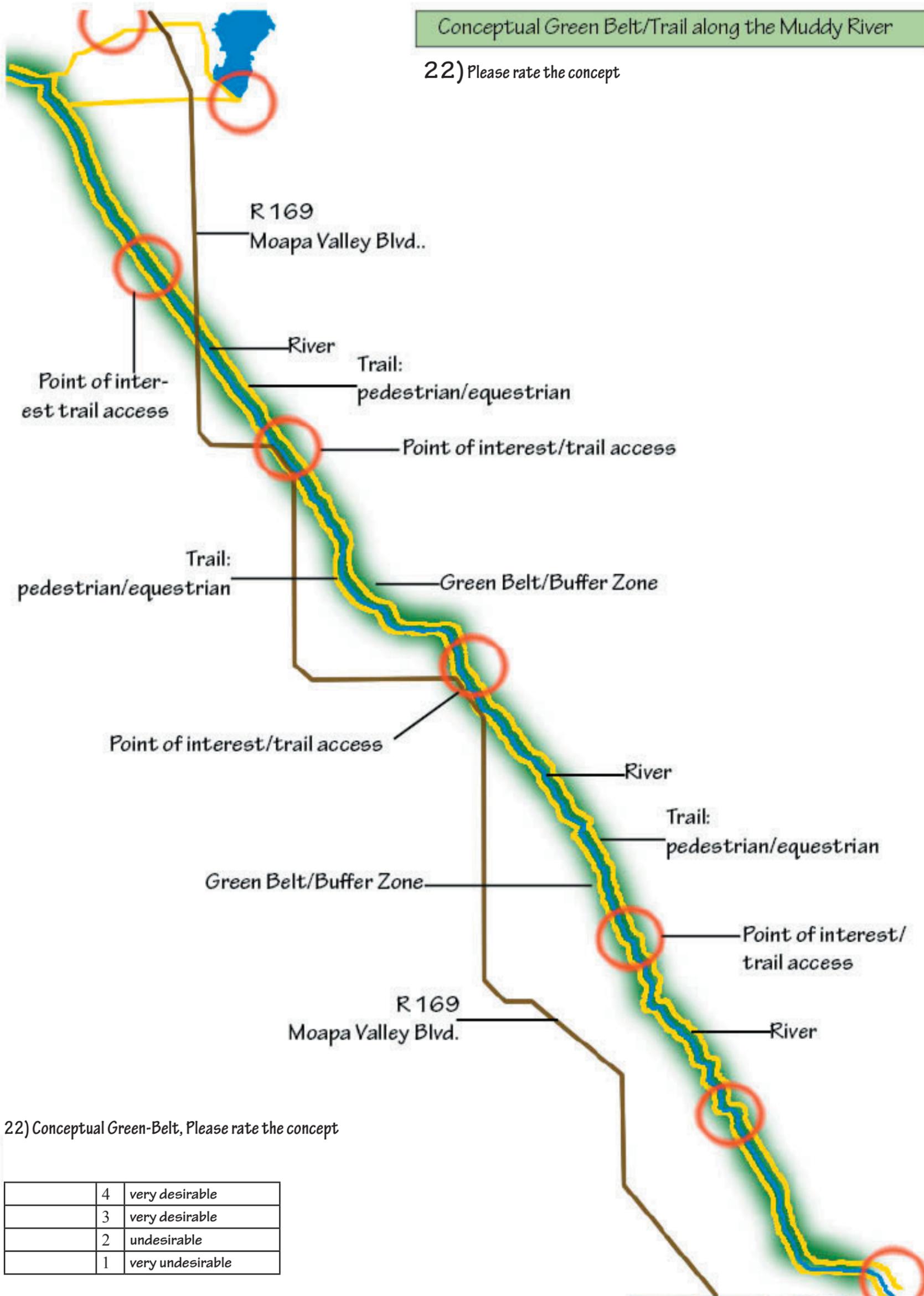
	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Alternative 2: native trees and shrubs with low-water consumption an low maintenance. low density housing development with open areas such: parks, sports facilities and other recreation amenities.

Conceptual Green Belt/Trail along the Muddy River

22) Please rate the concept



22) Conceptual Green-Belt, Please rate the concept

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Design Concept: the idea behind of this greenbelt/trail is to establish a common open space throughout the entire community of Moapa Valley. It makes sense to establish this green corridor along the banks of the Muddy River in order to take advantage of the natural ecological and hydrological conditions of the site.

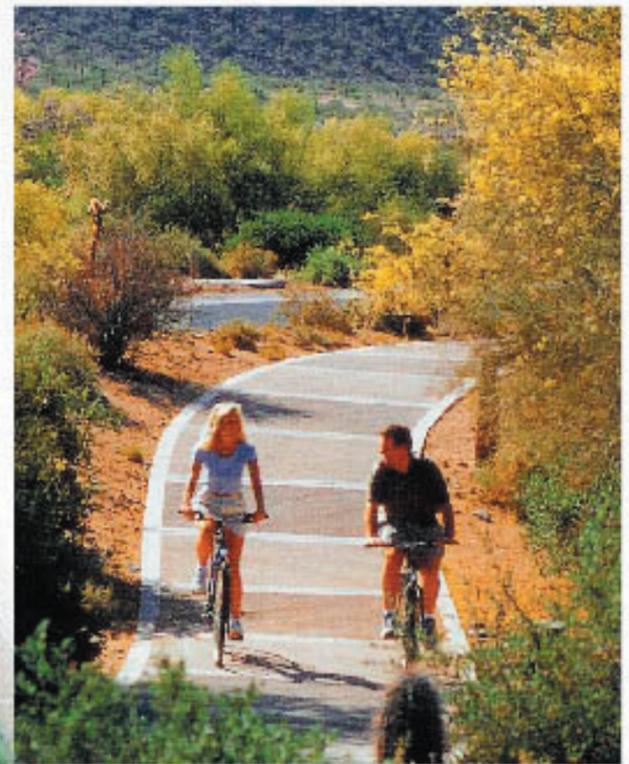
The conceptual greenbelt includes equestrian and pedestrian trails with access and gateway points throughout the community. This will link the communities of Overton and Logandale with is natural assets providing opportunities for learning and recreation, and making the area a destination point.



Conceptual Green Belt/Trail along the Muddy River



Trail: pedestrian/equestrian



Green Belt/Buffer Zone



Point of interest/trail access



Trail: pedestrian/equestrian



Point of interest/trail access





23) Moapa Valley Informal Signage

REMARKS:

Like:

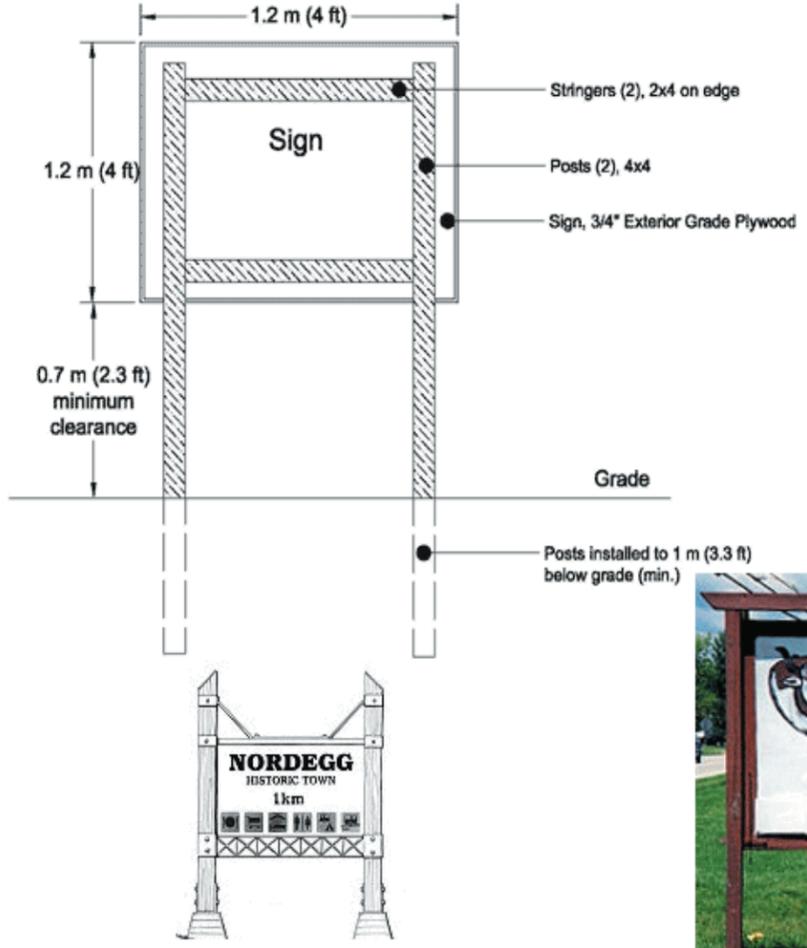
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Don't Like:

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Alternative 1

Evaluation : Please check one

	4	very desirable
	3	very desirable
	2	undesirable
	1	very undesirable

Description:

Recommendations: informal and temporary signage should be regulated in terms of where they should be located and what kind of design and materials should be used. Formal signage, should be integrated so they become natural part of the building and its surroundings. Some of the elements that need to be taken in consideration are: the overall character and building design, size, shape, color, texture, and lighting. Signs locations should be integrated with the overall design of the site and adjacent street escape.