AIMS Research Goals

To create a practical tool for:

- analyzing public perceptions of existing and proposed highway views
- decision-making about highway design and management decisions
- monitoring traveler's and neighbor's visual experiences and preferences

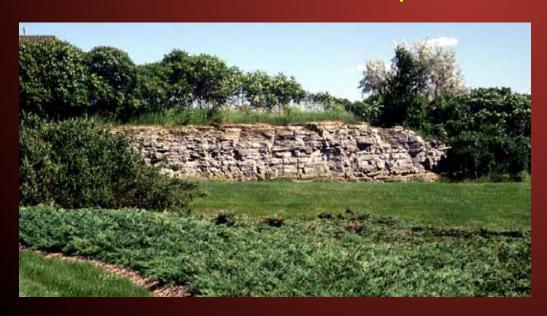
AIMS Research Concept

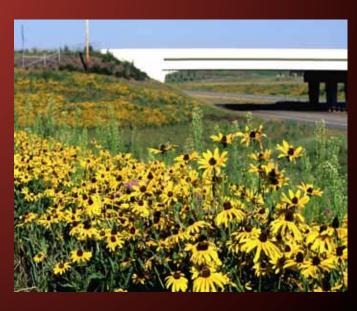
Two-Phase Process:

Phase I - focus group traveler's responses to many views (in vans)

Phase II - large population sample of traveler's responses to specific views (online visual survey)







AIMS Research Phase I Rankings

Attractiveness:

- 1. Good fit of highway with context
- 2. Good design within the right-of-way
- 3. Good maintenance
- 4. Presence of nature 5. Attractive context

Unattractiveness:

- 1. Poor maintenance
- 2. Poor design
- 3. Poor fit with context

AIMS I Lessons Learned

FHWA Environmental Excellence Award for Research

- To achieve attractiveness and to avoid unattractiveness, invest in maintenance.
- Views of landscape context create the most attractive views.
- Highway location and design should intentionally open or screen views.
- All urban highways should include a comprehensive planting design strategy.
- All structures in the right-of-way should meet a minimum level of aesthetic quality.