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.