

THE EVALUATIVE IMAGE OF THE CITY.

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In 1960, Kevin Lynch wrote *The Image of the City*, which transformed the way design professionals and social scientists dealt with the urban form and design. *The Evaluative Image of the City* follows the work of Lynch and further explores the role of human evaluations of the cityscape. This book describes how to assess, plan, and design the appearance of cities to please inhabitants. It presents a series of studies on evaluative images, discusses methodologies, findings, and applications to design and planning at various stages. Urban designers and planners, architects, business people, and the general public will find this book a valuable guide for improving the image of their surroundings.

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PREFACE

This book examines city appearance, whether appearance matters, and what we can do to make our cities look better. Cities can evoke a sense of delight and pleasure. Part of the ambiance arises from social and cultural factors. The apparent "politeness" of the British, "rudeness" of the New Yorker, or changes in atmosphere from immigration in cities such as London, Sydney, or Miami reflect socio-cultural influences on the ambiance. The ambiance of a city also arise from its physical form. Good city appearance is not an abstract aesthetic phenomenon. It depends on the evaluations of the people who regularly experience the city. If they appreciate and value the appearance, the city has a good visual form.

City form evolves from many actions by many entities both public and private. Through regulations, design review, and individual development decisions, we can shape the visual form of our communities for better or worse. We do not do so just for the sake of visual form. We do it to improve its meaning and appearance for the many people who experience it.

In considering community appearance, this book looks at resident and visitor evaluations of the visual form of two American cities: Knoxville Chattanooga, TN. It also describes evaluations of other places in the US, Canada and Australia. It suggests methods that allow citizens to improve the visual character of their communities, and it offers guidelines for design. The book introduces the concept of the evaluative image, the rationale for studying it, and the need for a scientific approach. It also presents case studies, design principles derived from the research, and discussion of the application of the findings and methods for city design.

Many groups have an interest in shaping community form: citizens, members of design review or planning commissions, members of chambers of commerce, undergraduate and graduate students, and professionals in such fields as architecture, landscape architecture, environmental design, city planning, environmental psychology, real estate, public policy, and urban design. I hope this book can help such groups make our cities more enjoyable places to live.

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