

Vision Statement

In 20 years, the Union neighborhood is envisioned to be a diverse, thriving community that is walkable and safe. A variety of restaurants and retail make it a destination for residents and visitors alike. Thriving employment and services support those who live and work here. The area is easy to navigate and travel through. The natural beauty of ample landscaping and open space offers tranquility in this vibrant corridor.

The Union neighborhood shall be:

- Safe, with amenities to improve walkability and protected alternative paths for walking and biking.
- Thriving, with amenities, businesses, services, and jobs that support its community and visitors.
- Attractive, with landscaping and design that enhances the area's role as a community and destination.
- Diverse, with a variety of uses to create a thriving destination.
- Green, with ample open space and sustainable design.

How did we get there?

We reviewed the responses in all 136 surveys received from the Vision exercise for the keywords and concepts that people were talking about most. Here are the top keywords and concepts used in response to the first question:

Please finish this sentence: "In 20 years, the Union neighborhood should be a place that..."

	KEYWORDS / CONCEPTS REFERENCED IN OPEN RESPONSES	NUMBER OF REFERENCES
1	Is walkable and/or pedestrian-friendly	33
2	Has more restaurants (or a greater variety of restaurants)	28
3	Has good traffic flow / is an efficient corridor	23
4	Is safe / no crime / safe for pedestrians and bikes	20
5	Has retail / shopping / stores	18
6	Is vibrant / great place / is a destination / thriving / enjoyable / inspires pride	16
7 (tie)	Has open space/parks/trails/green space	15
	Has less density or limited growth	
8	Has less traffic, less congestion, fewer cars	14
9	Has less residential (apartments, multifamily, condos)	13
10 (tie)	Has residential (general, non-specific)	12
	Is a commercial (general)/business center	

TOPIC 1A SURVEY RESULTS

Top 3 Entertainment Building Styles for Each Planning Area

Planning Area 1

61%



B STAND-ALONE LOW-SCALE RESTAURANTS (LOCAL)

36%



H MULTI-STORY CENTER WITH MIX OF RETAIL AND ENTERTAINMENT

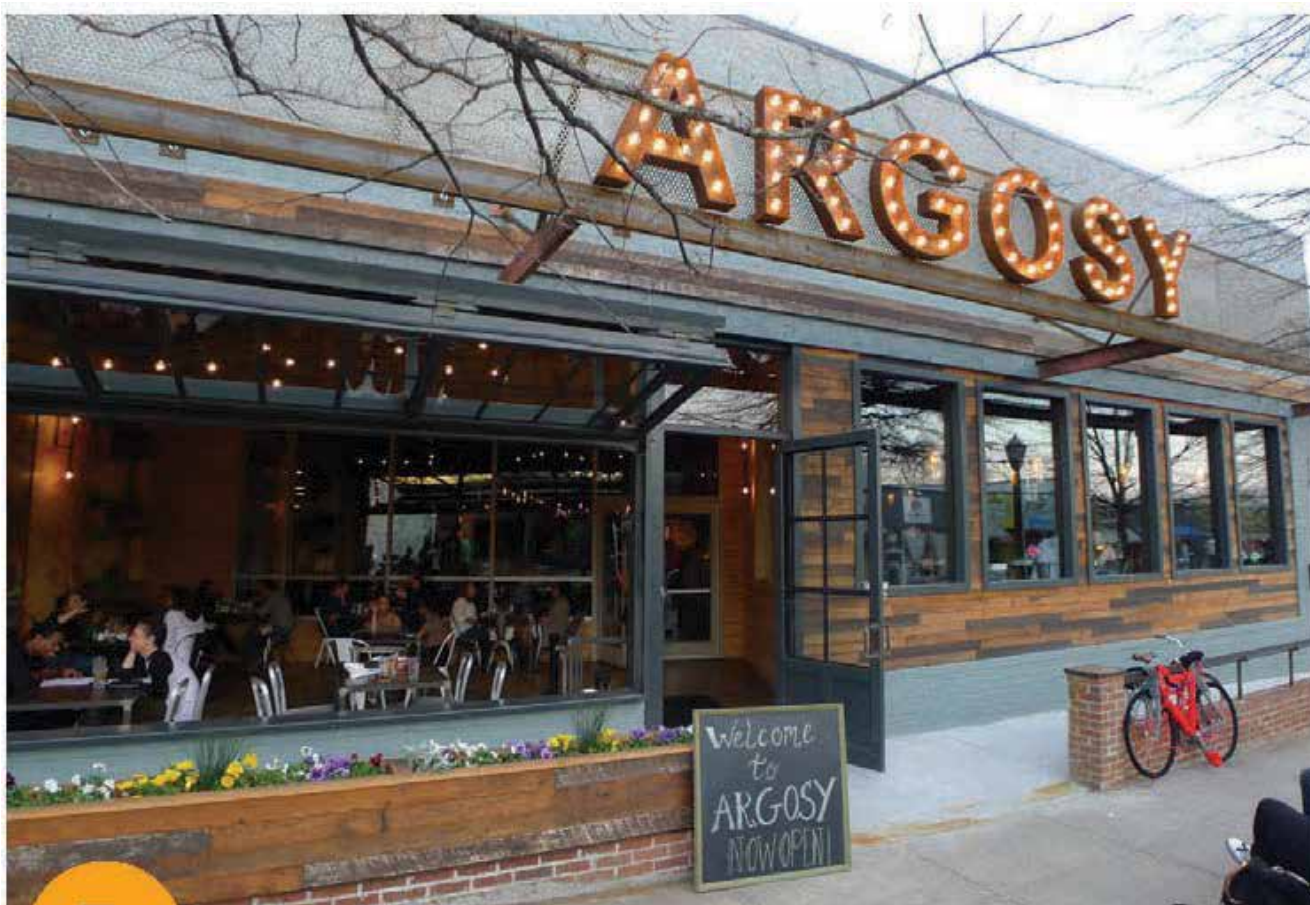
35%



I BREWERY

Planning Area 2

59%



B STAND-ALONE LOW-SCALE RESTAURANTS (LOCAL)

46%



G CONNECTED STOREFRONTS WITH MIX OF RETAIL AND RESTAURANTS

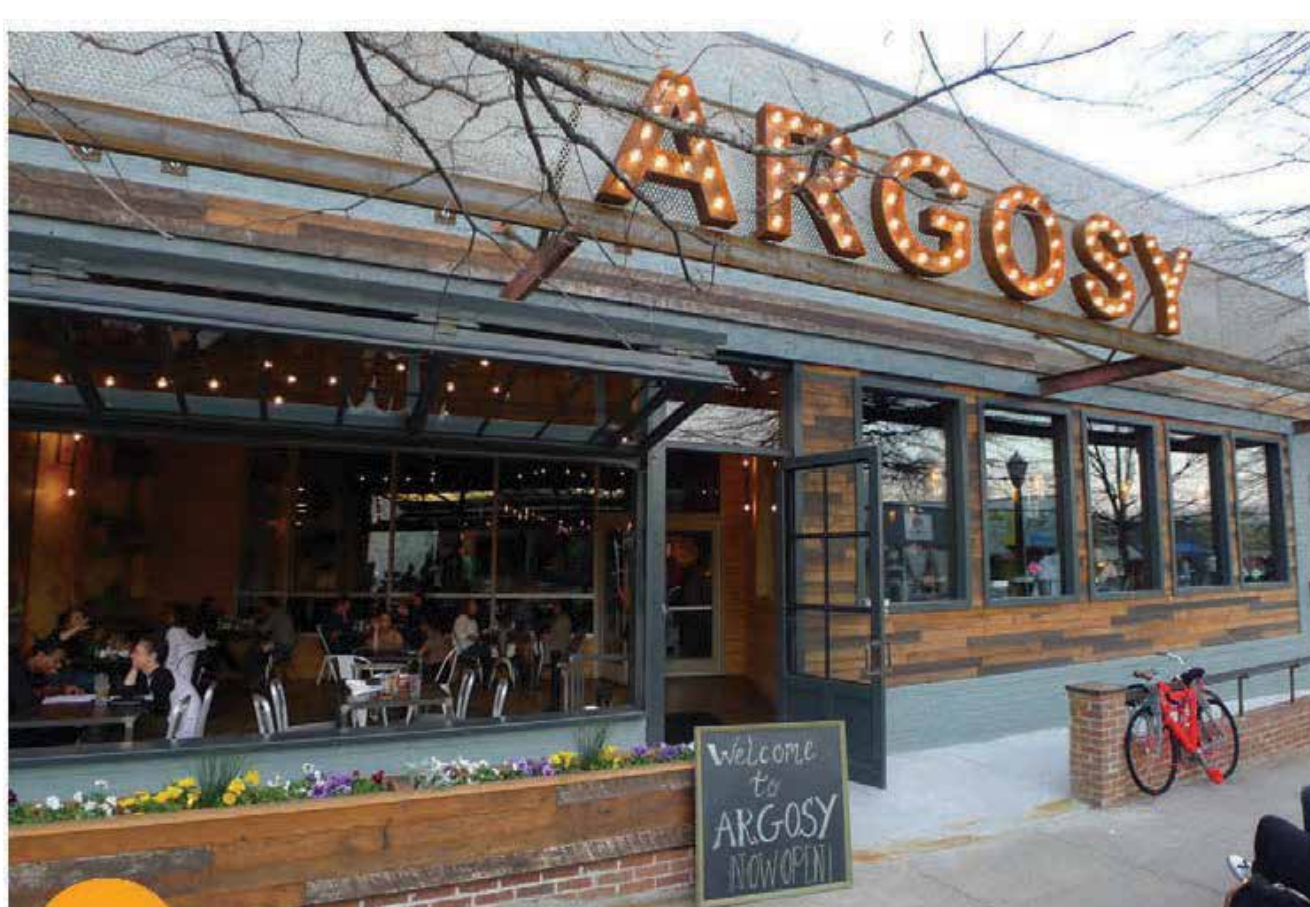
37%



I BREWERY

Planning Area 3

66%



B STAND-ALONE LOW-SCALE RESTAURANTS (LOCAL)

45%



I BREWERY

30%



G CONNECTED STOREFRONTS WITH MIX OF RETAIL AND RESTAURANTS

TOPIC 1B SURVEY RESULTS

Top 3 Residential & Employment Building Styles for Each Planning Area

Planning Area 1

37%

34%

30%



C OFFICE WITH RETAIL ON GROUND FLOOR



M CIVIC BUILDING SUCH AS: SPORTS STADIUM, PERFORMING ARTS (OR SIMILAR)



A STAND-ALONE LOW-SCALE OFFICES

Planning Area 2

36%

29% (tie)

28%



A STAND-ALONE LOW-SCALE OFFICES



F MAKER SPACE / ARTIST STUDIOS (DIY CRAFTS AND CLASSES)



H RESIDENTIAL WITH RETAIL ON GROUND FLOOR



I TOWNHOMES

Planning Area 3

44%

38%

37%



F MAKER SPACE / ARTIST STUDIOS (DIY CRAFTS AND CLASSES)



I TOWNHOMES



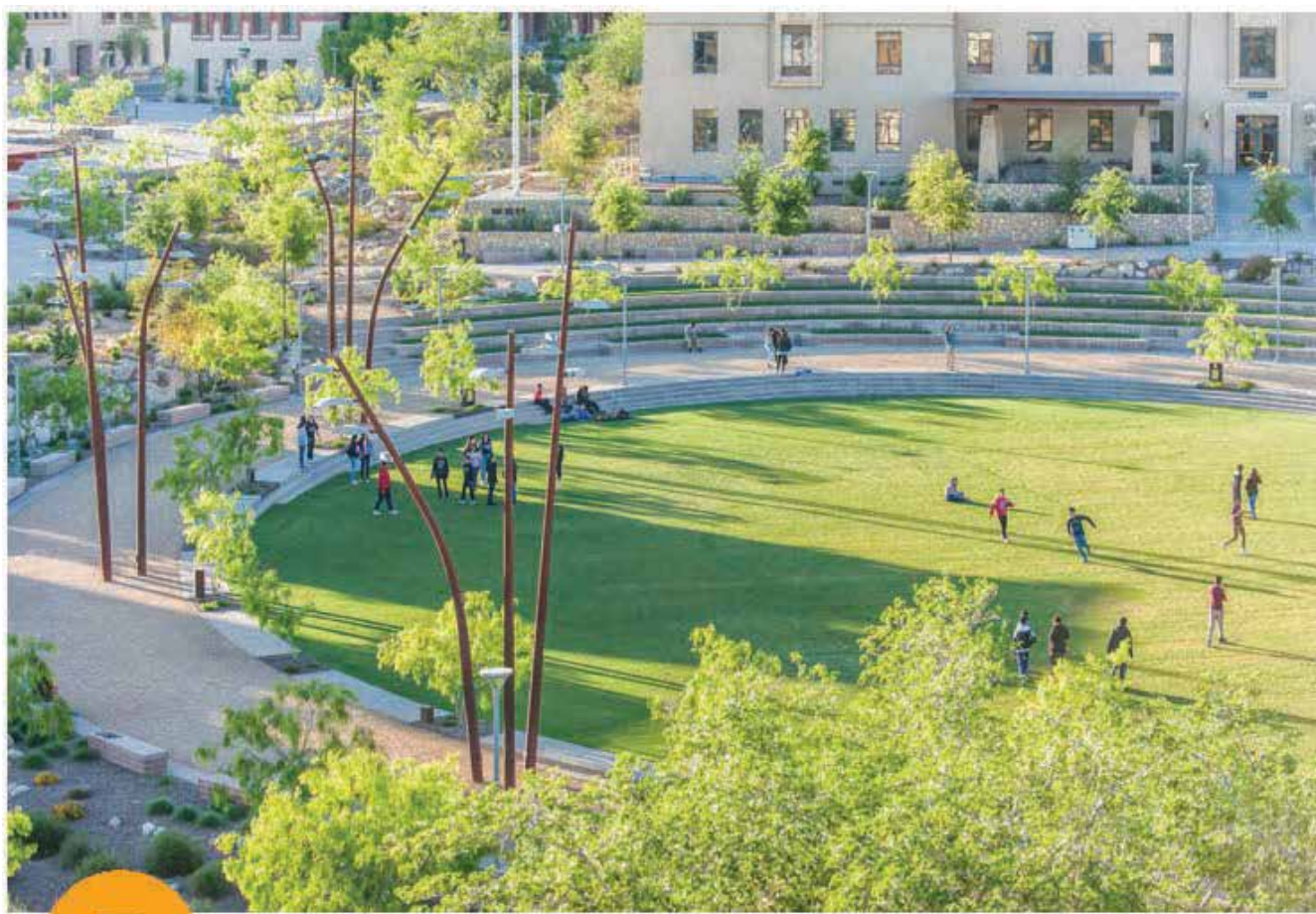
A STAND-ALONE LOW-SCALE OFFICES

TOPIC 2 SURVEY RESULTS

Top 3 Development Priorities for Each Planning Area

Planning Area 1

58%



E LARGE-SCALE SHARED PUBLIC SPACE SUCH AS: PARK OR PLAZA

45%



C ACTIVE AREAS BETWEEN SIDEWALK AND BUILDING TO ENLIVEN EXPERIENCE

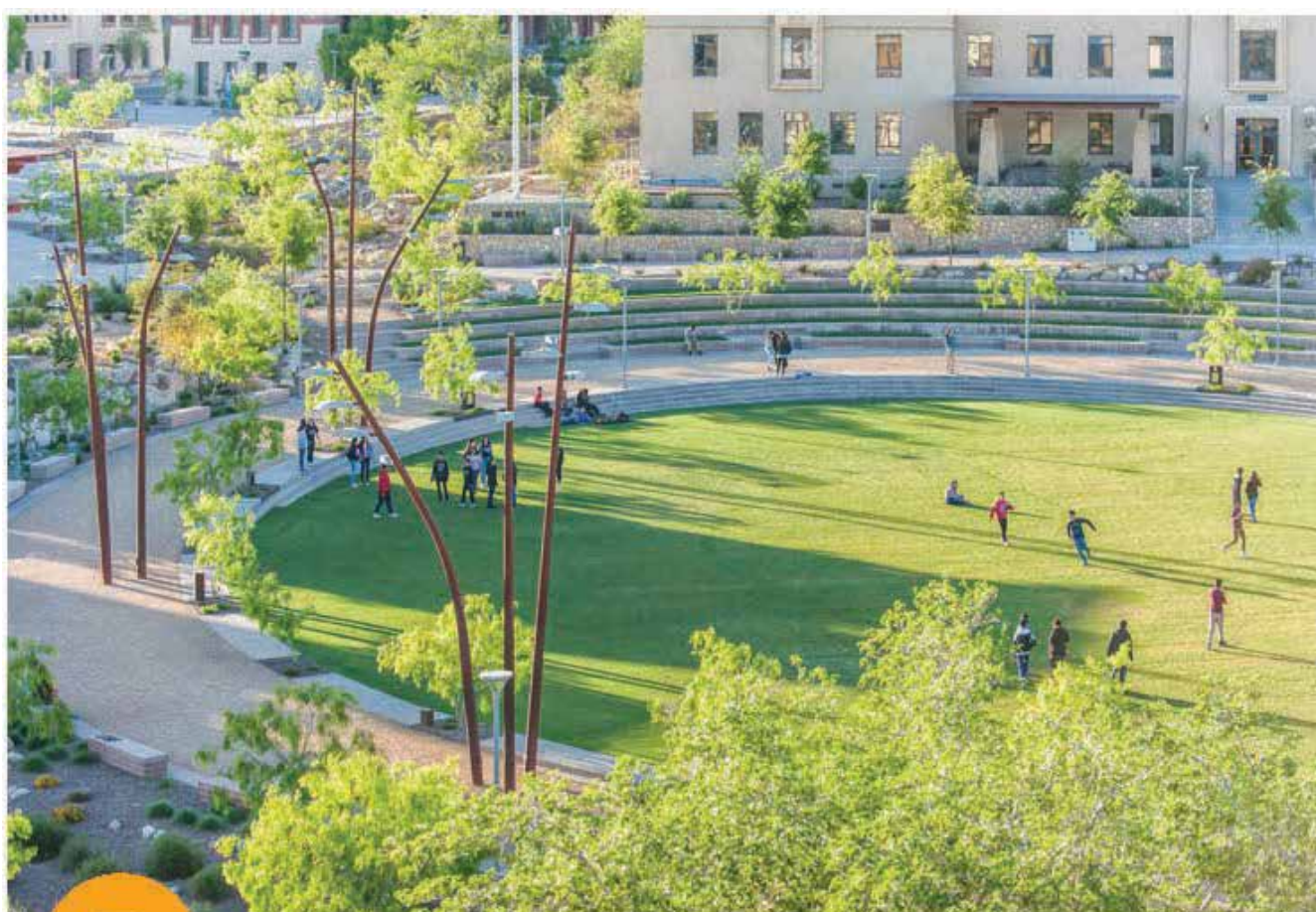
44%



F SUSTAINABLE DESIGN FEATURES SUCH AS: GREEN ROOFS, WIND, SOLAR, LOW ENERGY USE, ETC.

Planning Area 2

58%



E LARGE-SCALE SHARED PUBLIC SPACE SUCH AS: PARK OR PLAZA

45%



F SUSTAINABLE DESIGN FEATURES SUCH AS: GREEN ROOFS, WIND, SOLAR, LOW ENERGY USE, ETC.

42%



C ACTIVE AREAS BETWEEN SIDEWALK AND BUILDING TO ENLIVEN EXPERIENCE

Planning Area 3

48%



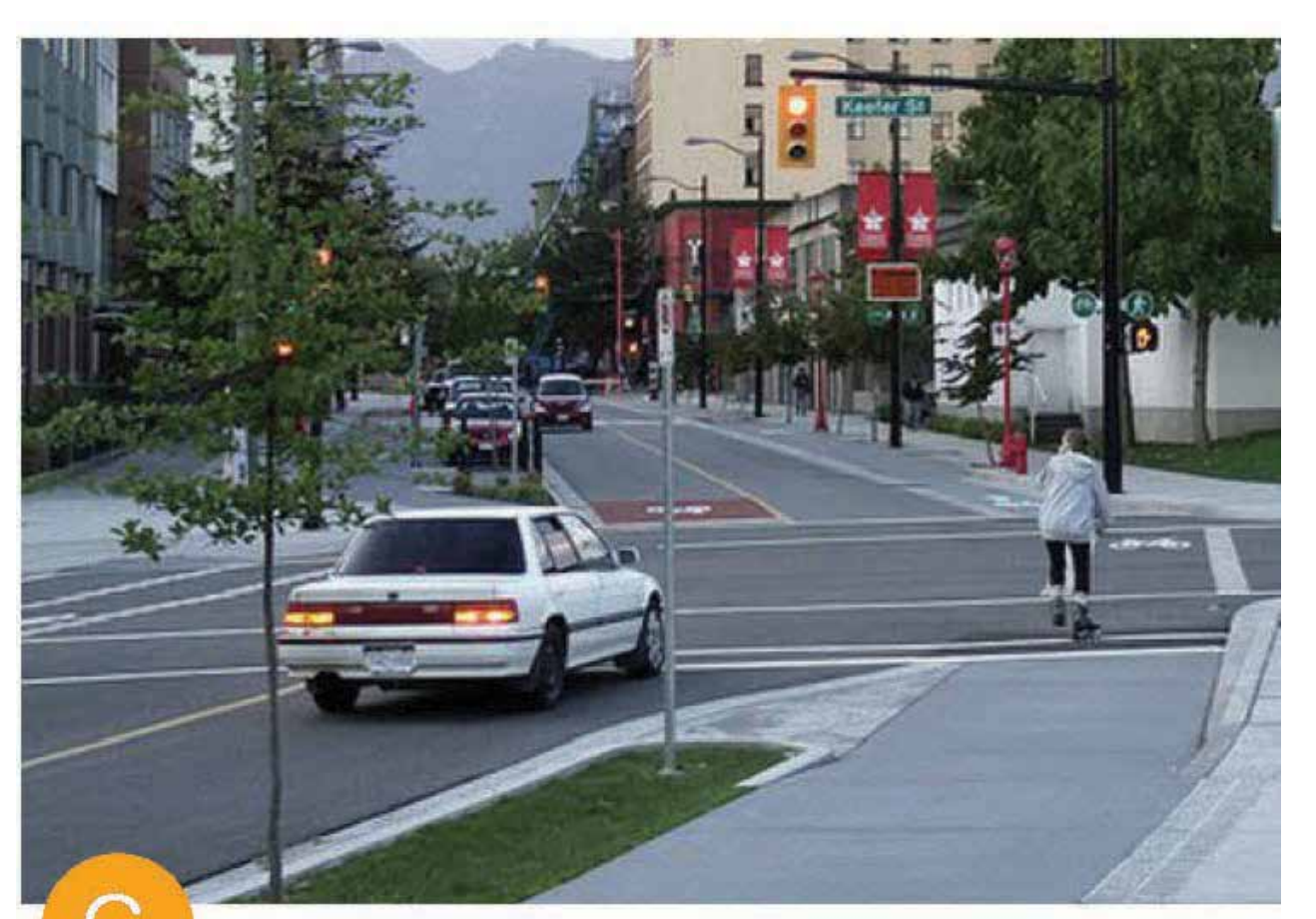
E LARGE-SCALE SHARED PUBLIC SPACE SUCH AS: PARK OR PLAZA

45%



F SUSTAINABLE DESIGN FEATURES SUCH AS: GREEN ROOFS, WIND, SOLAR, LOW ENERGY USE, ETC.

41%



G SAFE MULTI-MODAL CONNECTIONS TO DESTINATIONS

Building Design: Mass & Scale

Building Massing

37%



C VARIED MASSING WITH STEP DOWN IN SCALE AT SIDES

23%



B HORIZONTAL LINES (UPPER FLOORS STEPPED BACK)

21%



A SIMPLE, PROPORTIONAL MASSING

9%



D UNTRADITIONAL / CURVILINEAR

Other = 10%

Roof Forms & Heights

63%



B A MIX OF BUILDING HEIGHTS

24%



A BUILDINGS OF SIMILAR HEIGHTS

Other = 13%

One to Two Stories



Traditional

Eclectic

1	2	3	4	5
21%	16%	23%	21%	19%

Three to Four Stories



Traditional

Eclectic

1	2	3	4	5
20%	23%	20%	21%	16%

Five or More Stories



Traditional

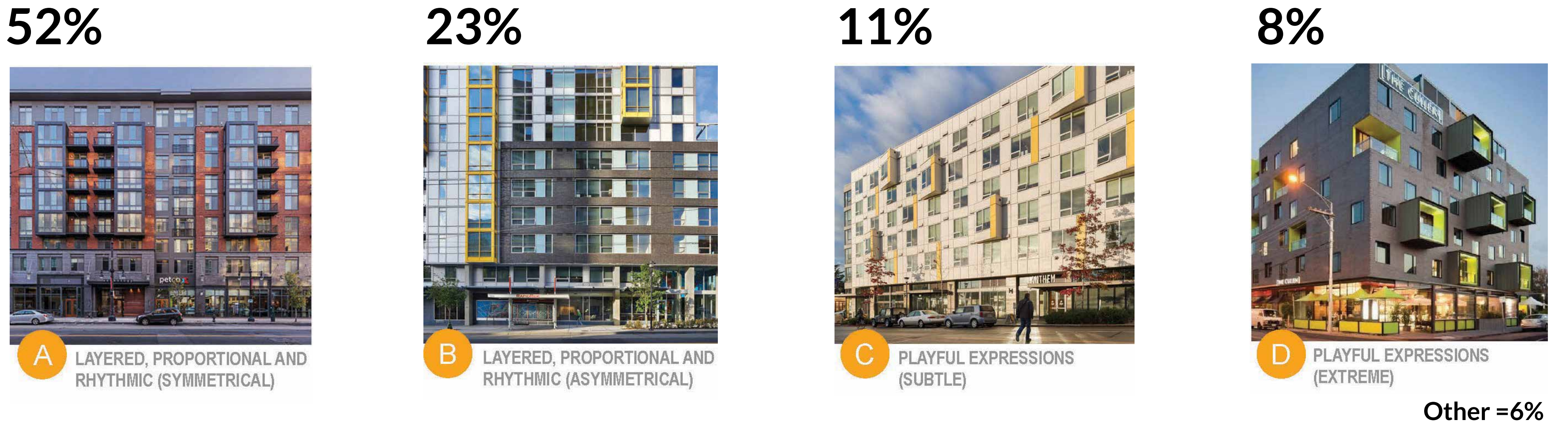
Eclectic

1	2	3	4	5
29%	14%	28%	13%	16%

TOPIC 3B SURVEY RESULTS

Building Design: Facade Composition

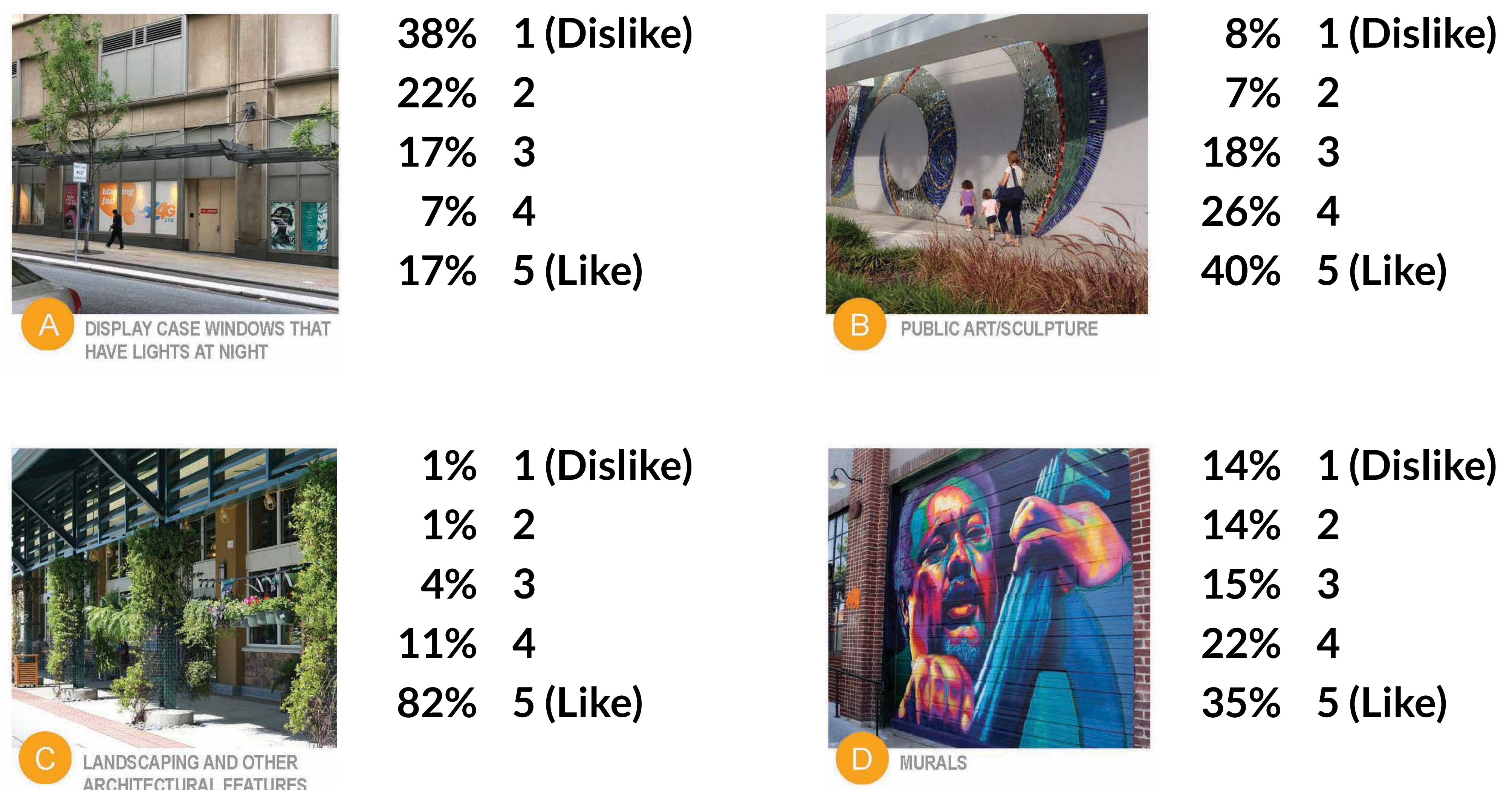
Facade Articulation



Transparency



Ground Floor Design



Building Design: Material & Color

Material Composition

59%



B TWO TO THREE MATERIALS

20%



A SINGULAR, PRIMARY MATERIAL

15%



C MORE THAN THREE MATERIALS

Other = 6%

Color

63%



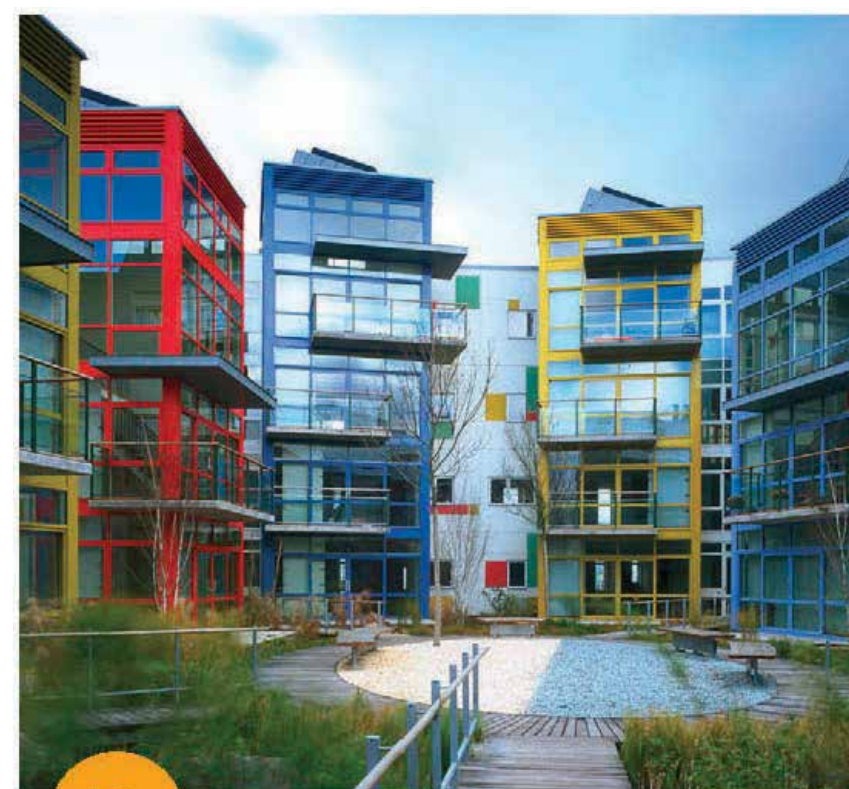
B EARTH TONES

20%



C POP OF COLOR

9%



D VERY COLORFUL

6%



A MONOCHROMATIC

Other = 3%

Materials: Top 3

60%



E STONE MASONRY

47%



A RED BRICK

31%



C DARK/GRAY BRICK

Street Design: Top 3 Priorities

Union Boulevard

58%



A STREET TREES

41%



D MULTI-USE PATH

35%



B SAFE PEDESTRIAN CROSSINGS

Other Streets (Van Gordon, 2nd, 4th, etc.)

68%



A STREET TREES

42%



C LANDSCAPE TREATMENT FOR WATER QUALITY

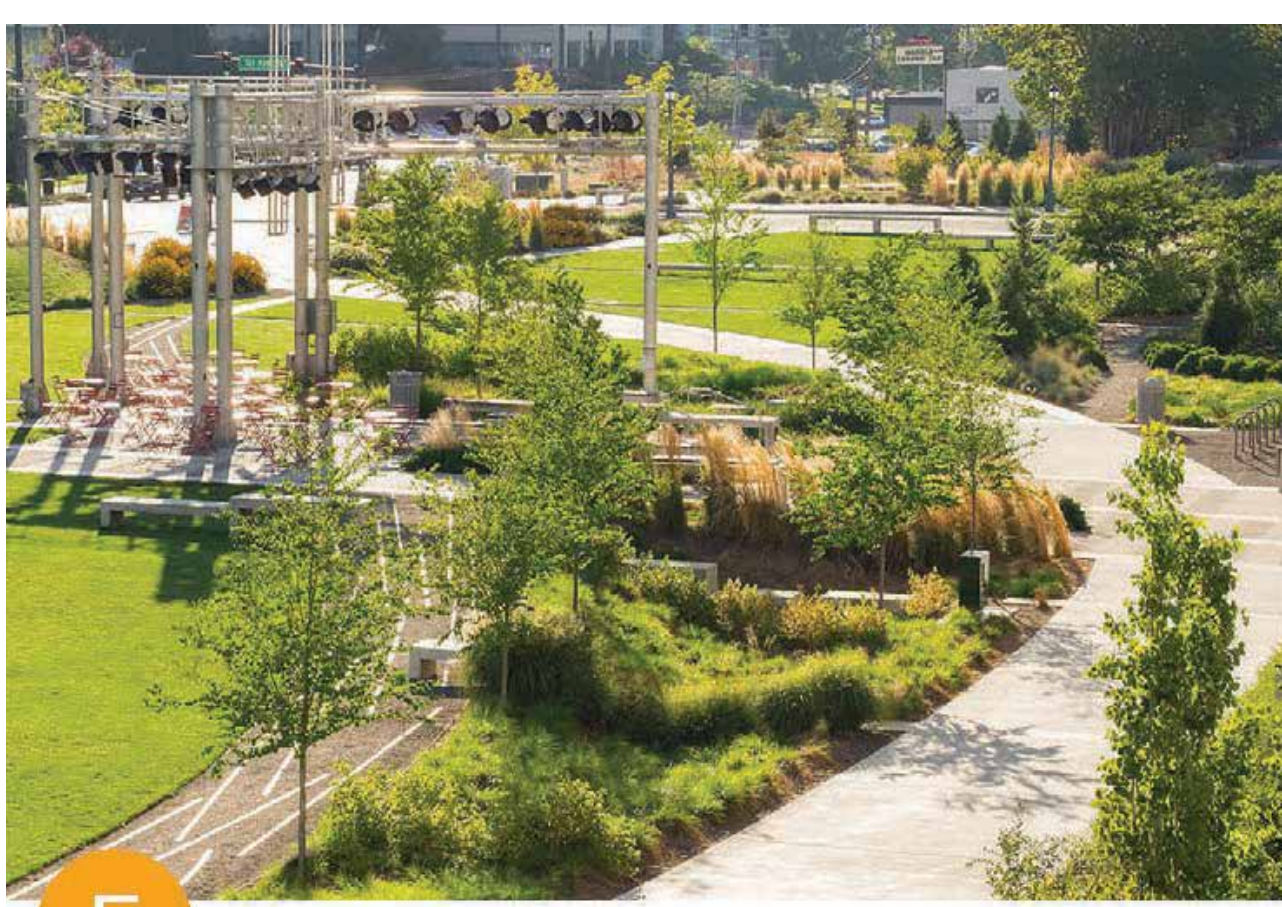
38%



B SAFE PEDESTRIAN CROSSINGS

Public Plaza: Top 3 Priorities

76%



F CONNECTIONS TO WALKING/JOGGING PATHS

50%



E SEATING AREAS

47%



D PUBLIC ART / SCULPTURES