**TOPIC 1A SURVEY RESULTS**

**Top 3 Entertainment Building Styles for Each Planning Area**

### Planning Area 1

- **61%**
  - **B**: Stand-alone low-scale restaurants (local)
  - **H**: Multi-story center with mix of retail and entertainment
  - **I**: Brewery

### Planning Area 2

- **59%**
  - **B**: Stand-alone low-scale restaurants (local)
  - **G**: Connected storefronts with mix of retail and restaurants
  - **I**: Brewery

### Planning Area 3

- **66%**
  - **B**: Stand-alone low-scale restaurants (local)
  - **I**: Brewery
  - **G**: Connected storefronts with mix of retail and restaurants

- **36%**

- **35%**

- **46%**

- **37%**

- **45%**

- **30%**
Top 3 Residential & Employment Building Styles for Each Planning Area

**Planning Area 1**
37%  
![Office with Retail on Ground Floor](image)

34%  
![Civic Building Such as: Sports Stadium, Performing Arts (or similar)](image)

30%  
![Stand-Alone Low-Scale Offices](image)

**Planning Area 2**
36%  
![Stand-Alone Low-Scale Offices](image)

29% (tie)  
![Maker Space / Artist Studios (DIY Crafts and Classes)](image)

28%  
![Residential with Retail on Ground Floor](image)

**Planning Area 3**
44%  
![Maker Space / Artist Studios (DIY Crafts and Classes)](image)

38%  
![Townhomes](image)

37%  
![Stand-Alone Low-Scale Offices](image)
Top 3 Development Priorities for Each Planning Area

### Planning Area 1

- **E** LARGE-SCALE SHARED PUBLIC SPACE SUCH AS: PARK OR PLAZA
- **C** ACTIVE AREAS BETWEEN SIDEWALK AND BUILDING TO ENLIVEN EXPERIENCE
- **F** SUSTAINABLE DESIGN FEATURES SUCH AS: GREEN ROOFS, WIND, SOLAR, LOW ENERGY USE, ETC.

- 58%
- 45%
- 44%

### Planning Area 2

- **E** LARGE-SCALE SHARED PUBLIC SPACE SUCH AS: PARK OR PLAZA
- **F** SUSTAINABLE DESIGN FEATURES SUCH AS: GREEN ROOFS, WIND, SOLAR, LOW ENERGY USE, ETC.
- **C** ACTIVE AREAS BETWEEN SIDEWALK AND BUILDING TO ENLIVEN EXPERIENCE

- 58%
- 45%
- 42%

### Planning Area 3

- **E** LARGE-SCALE SHARED PUBLIC SPACE SUCH AS: PARK OR PLAZA
- **F** SUSTAINABLE DESIGN FEATURES SUCH AS: GREEN ROOFS, WIND, SOLAR, LOW ENERGY USE, ETC.
- **G** SAFE MULTI-MODAL CONNECTIONS TO DESTINATIONS

- 48%
- 45%
- 41%
Building Design: Mass & Scale

Building Massing

- 37%
- 23%
- 21%
- 9%

Roof Forms & Heights

- 63%
- 24%

One to Two Stories

<table>
<thead>
<tr>
<th>Traditional</th>
<th>Eclectic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 21%</td>
<td>2 16%</td>
</tr>
<tr>
<td>2 16%</td>
<td>3 23%</td>
</tr>
<tr>
<td>3 23%</td>
<td>4 21%</td>
</tr>
<tr>
<td>4 19%</td>
<td></td>
</tr>
</tbody>
</table>

Three to Four Stories

<table>
<thead>
<tr>
<th>Traditional</th>
<th>Eclectic</th>
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</thead>
<tbody>
<tr>
<td>1 20%</td>
<td>2 23%</td>
</tr>
<tr>
<td>2 23%</td>
<td>3 20%</td>
</tr>
<tr>
<td>3 20%</td>
<td>4 21%</td>
</tr>
<tr>
<td>4</td>
<td>5 16%</td>
</tr>
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</table>

Five or More Stories

<table>
<thead>
<tr>
<th>Traditional</th>
<th>Eclectic</th>
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<tbody>
<tr>
<td>1 29%</td>
<td>2 14%</td>
</tr>
<tr>
<td>2 14%</td>
<td>3 28%</td>
</tr>
<tr>
<td>3 13%</td>
<td>4</td>
</tr>
<tr>
<td>4 16%</td>
<td></td>
</tr>
</tbody>
</table>
Building Design: Facade Composition

Facade Articulation

52% 23% 11% 8%

Transparency

48% 24% 15% 6%

Ground Floor Design

38% 1 (Dislike) 8% 1 (Dislike)
22% 2 7% 2
17% 3 18% 3
7% 4 26% 4
17% 5 (Like) 40% 5 (Like)
1% 1 (Dislike) 14% 1 (Dislike)
1% 2 14% 2
4% 3 15% 3
11% 4 22% 4
82% 5 (Like) 35% 5 (Like)
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
# TOPIC 4 & 5 SURVEY RESULTS

## Street Design: Top 3 Priorities

<table>
<thead>
<tr>
<th>Union Boulevard</th>
<th>Other Streets (Van Gordon, 2nd, 4th, etc.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>58%</td>
<td>68%</td>
</tr>
<tr>
<td><img src="image1" alt="A" /></td>
<td><img src="image2" alt="A" /></td>
</tr>
<tr>
<td>STREET TREES</td>
<td>STREET TREES</td>
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<tr>
<td>41%</td>
<td>42%</td>
</tr>
<tr>
<td><img src="image3" alt="D" /></td>
<td><img src="image4" alt="C" /></td>
</tr>
<tr>
<td>MULTI-USE PATH</td>
<td>LANDSCAPE TREATMENT FOR WATER QUALITY</td>
</tr>
<tr>
<td>35%</td>
<td>38%</td>
</tr>
<tr>
<td><img src="image5" alt="B" /></td>
<td><img src="image6" alt="B" /></td>
</tr>
<tr>
<td>SAFE PEDESTRIAN CROSSINGS</td>
<td>SAFE PEDESTRIAN CROSSINGS</td>
</tr>
</tbody>
</table>

## Public Plaza: Top 3 Priorities

<p>| |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>76%</td>
</tr>
<tr>
<td><img src="image7" alt="F" /></td>
</tr>
<tr>
<td>CONNECTIONS TO WALKING/JOGGING PATHS</td>
</tr>
<tr>
<td>50%</td>
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<tr>
<td><img src="image8" alt="E" /></td>
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<tr>
<td>SEATING AREAS</td>
</tr>
<tr>
<td>47%</td>
</tr>
<tr>
<td><img src="image9" alt="D" /></td>
</tr>
<tr>
<td>PUBLIC ART / SCULPTURES</td>
</tr>
</tbody>
</table>