
Union Square Redevelopment Visual Preference Survey Results

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STUDY AREA



The Process

Gather opinions on design elements and uses that may be appropriate for the Union Square District and the Riverfront.

“I know what I like when I see it”

If enough consensus, Design Guidelines to be implemented to guide redevelopment.

414 Responses received between Oct. 9th and Oct. 19th

The Survey

Seven Categories:

1. Community Character
2. Economic Vitality
3. Riverfront Access & Use
4. Mobility / Pedestrians
5. Mobility / Bicycles
6. Public Spaces
7. Gateways

Choose a reaction from -3 to +3

+3 = Strongly Appealing

+2 = Appealing

+1 = Somewhat Appealing

0 = Neutral

-1 = Somewhat Unappealing

-2 = Unappealing

-3 = Strongly Unappealing

Your response is based on a gut reaction about the image.

There is no right or wrong answer.

Community Character

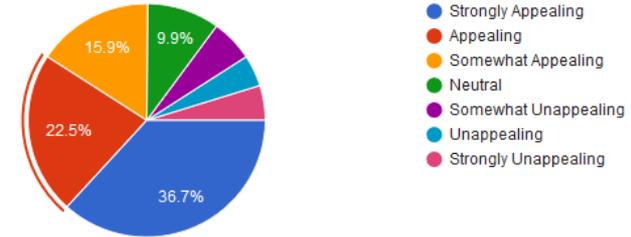


COMMUNITY CHARACTER





Community Character (414 responses)



36.7% found it Strongly Appealing

Economic Vitality

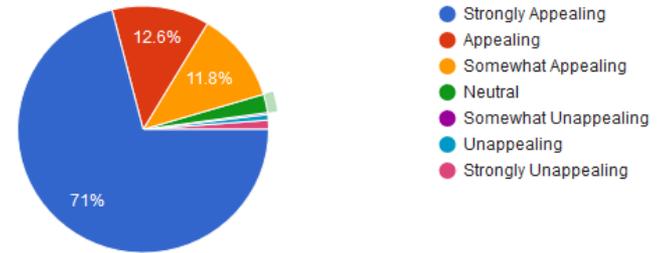


ECONOMIC VITALITY





Economic Vitality (414 responses)



71% found it Strongly Appealing

Riverfront Access & Use



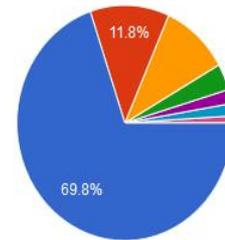


RIVERFRONT ACCESS/USE



11

Riverfront Access & Use (414 responses)



- Strongly Appealing
- Appealing
- Somewhat Appealing
- Neutral
- Somewhat Unappealing
- Unappealing
- Strongly Unappealing

69.8% found it Strongly Appealing

Mobility / Pedestrians



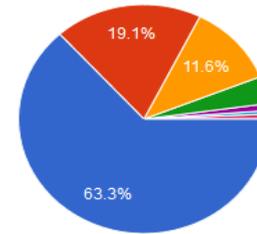


MOBILITY / PEDESTRIANS



13

Mobility - Pedestrians (414 responses)



- Strongly Appealing
- Appealing
- Somewhat Appealing
- Neutral
- Somewhat Unappealing
- Unappealing
- Strongly Unappealing

63.3% found it Strongly Appealing

Mobility / Bicycles



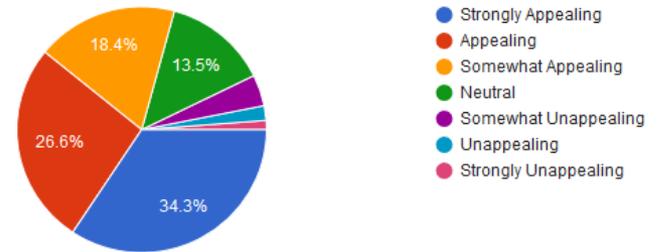
MOBILITY / BICYCLES





17

Mobility - Bicyclist (414 responses)



34.3% found it Strongly Appealing

Public Spaces



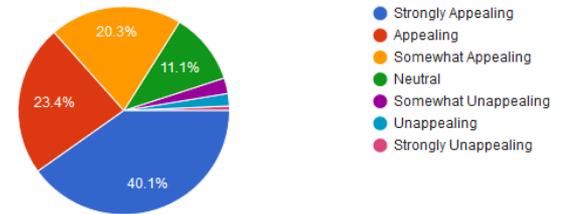


PUBLIC SPACES

21



Public Spaces (414 responses)



40.1% found it Strongly Appealing

Gateways



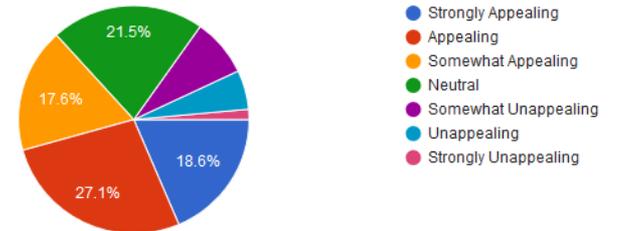


GATEWAYS

27



Gateways (414 responses)



27.1% found it Strongly Appealing

THANK YOU!

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