

27th Street Business District

University Place

27th Street Visioning Survey Results



Survey Results

- Time Span: launch 3/17 - end 4/17
- Total responses: - 681
 - Flash Vote – 446
 - Survey Monkey - 235
- Events / Outreach:
 - Flashvote sent out to 750 people
 - Posters put up around city
 - Posted on social media

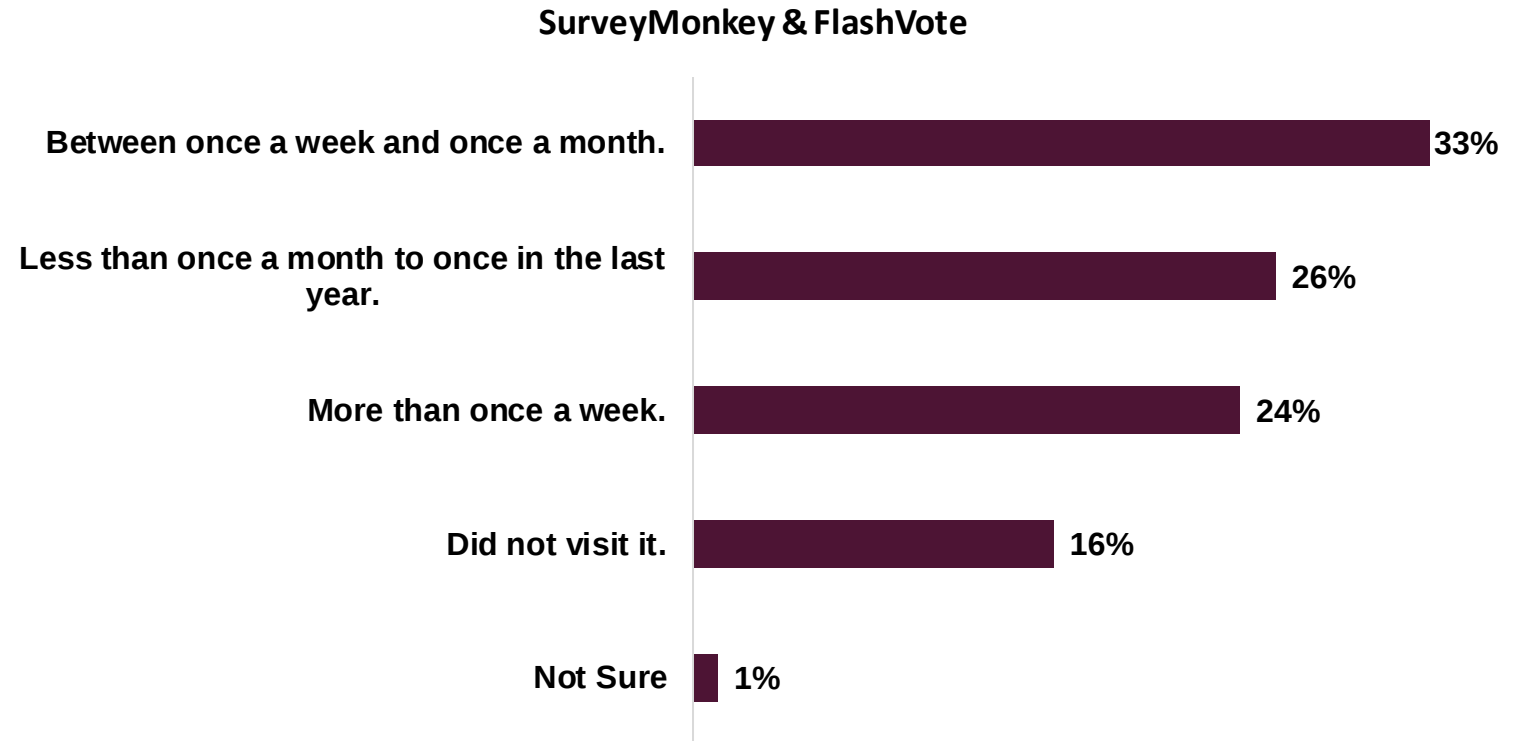
Survey Overview

The Visioning Survey was presented in two forms; one hosted on SurveyMonkey which consisted of a comprehensive set of eight questions. Another form of the survey was hosted through FlashVote which consisted of five of the eight questions.

Where there is overlap in the answers, both sets of answers have been combined into one set of responses.

Question 1 – How often have you gone to visit the 27th Street Business District?

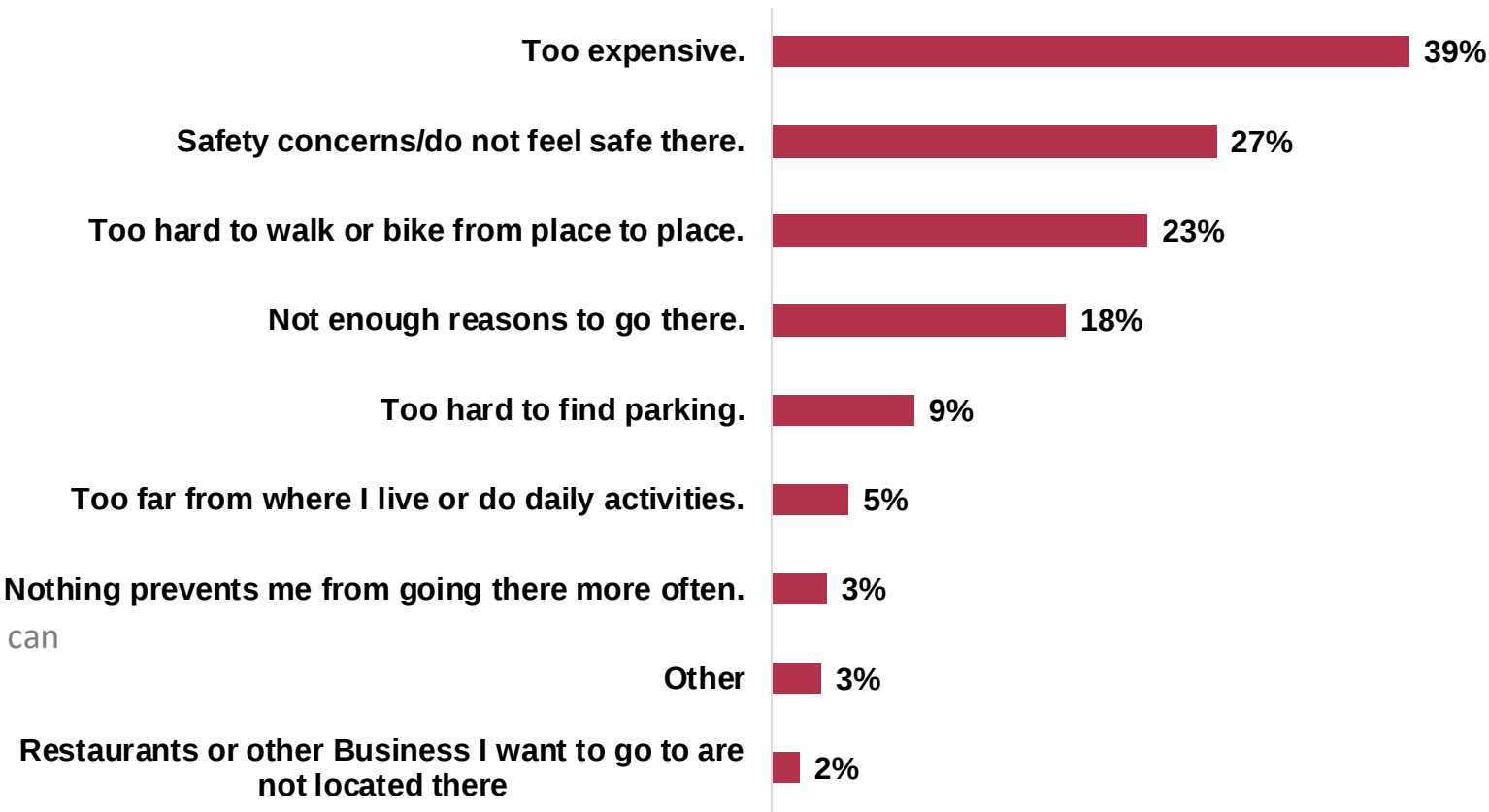
- Total Responses: 626
 - SurveyMonkey: 233
 - FlashVote: 393



Question 2 – What prevents you from going to the 27th Street Business District more often?

- Total Responses: 595
 - SurveyMonkey: 235
 - FlashVote: 360

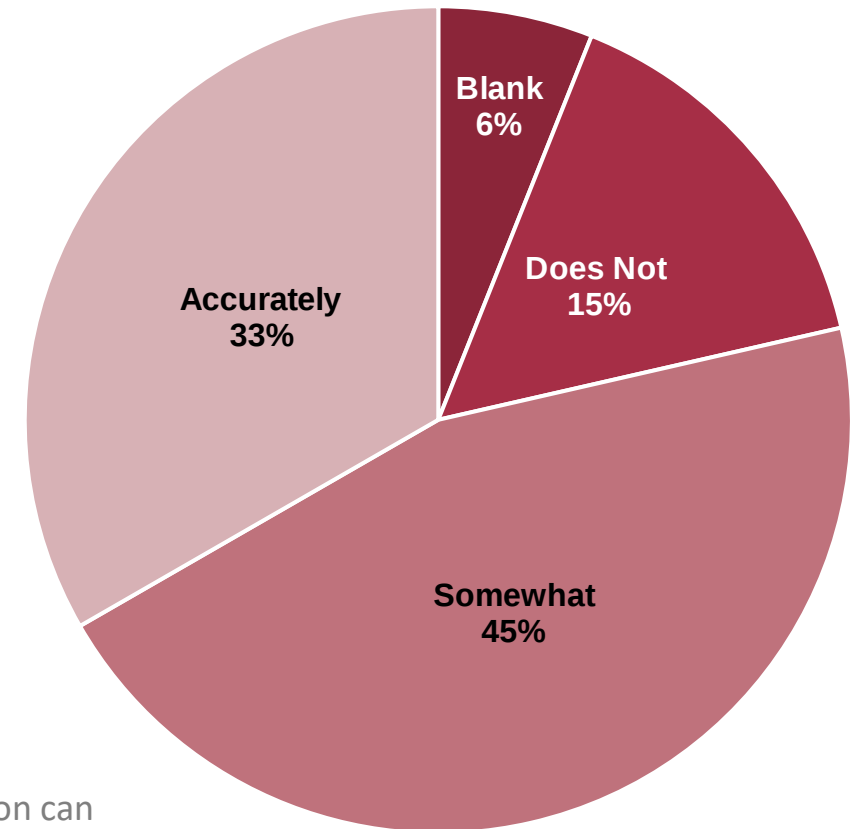
SurveyMonkey & FlashVote



A full list comments received for this question can be found in a separate attachment.

Question 3 – Does the following Vision statement align with your view of the 27th Street Business District in the future?

- **Total Responses: 236**
 - All responses come from SurveyMonkey
- 72 respondents provided additional comments:
 - Concern over density of future developments
 - Desire for more food and quality restaurants
 - Interest in promoting a more walkable area
- About half of respondents who provided comment indicated that the Vision statement somewhat aligned with their views of the District in the future.



A full list comments received for this question can be found in a separate attachment.

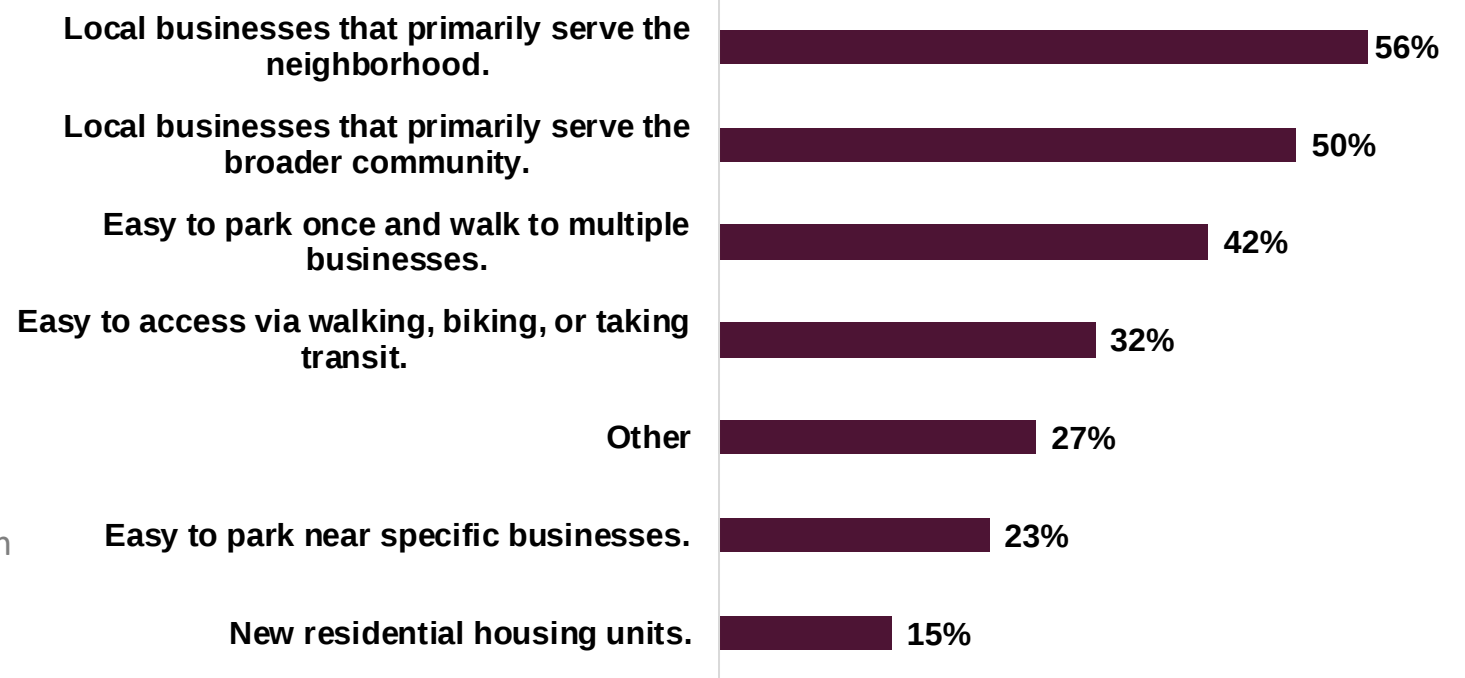
Q3 Open Responses

- Respondents who **supported** the vision statement generally commented a desire for pedestrian improvements and support for retail
- Respondents who somewhat supported the vision statement generally commented a dislike for denser development and noted some language changes to move away from an “urban village”
- Respondents who did not support the vision statement generally commented a strong dislike for denser housing or any additional housing development in the District.

Question 4 – Which of the following would you like to see as the 27th Street Business district develops over the next 20 years?

- Total responses: 597
 - SurveyMonkey: 235
 - FlashVote: 362

SurveyMonkey & FlashVote



A full list comments received for this question can be found in a separate attachment.

Question 5 – Which of the following do you think the 27th Street Business District needs the most?

- Total responses: 591
 - SurveyMonkey: 235
 - FlashVote: 356

Six most common responses of the 16 options provided:

1. Small Scale restaurants, coffee shops, and pubs. (70%)
2. Small retail shops. (41%)
3. Greener streets (more trees and landscaping in public areas) (37%)
4. Parks and recreational opportunities. (34%)
5. Nearby groceries and “daily” shopping needs. (34%)
6. Walking and / or biking improvements / trails. (23%)

Question 5 Open Responses

Five key themes were present in the open responses given to Question 5. The key themes, and the needs those participants chose in Question 5 are listed below.

Supportive of more Housing:

- Parks & Rec opportunities - 2
- Small restaurants - 1
- Childcare opportunities – 1

More Dining Opportunities:

- Small restaurants - 1
- Parks & Rec opportunities - 1
- Greener Streets - 2
- Nearby Employment - 1
- Nearby Groceries - 1
- More affordable Housing - 1
- Small retail - 1
- Arts / Cultural Activities – 1

Better Urban Design/Connectivity:

- Walking / Biking improvements - 1
- Small retail - 2
- Small restaurants - 2
- Greener streets – 1

Youth Activities Options:

- Parks & Rec opportunities - 2
- Nearby Groceries - 2
- Arts / Cultural activities - 3
- Childcare opportunities - 1
- Small restaurants - 2
- Greener streets – 1

Concerned about Apartments:

- Small retail - 2
- Nearby groceries - 1
- Parks & Rec opportunities – 1
- Nearby Employment - 1

A list comments received for this question can be found in a separate attachment.



Question 6 – Name one thing you would like to make sure is improved in the 27th Street Business District

- Total responses: 202
 - All responses originated from SurveyMonkey.

The most specific locations mentioned were the vacant lot around / behind Lefty's as well as the intersection of 27th and Grandview.

The general retail and dining experience were large focus areas for respondents with 79 responses mentioning at least one or both.

Improvements to transportation, pedestrian infrastructure, and walkability were also significant with 43 responses mentioning at least one of the topics.

Notable Quotes:

“Shopping and activities that promote interest in visiting the area.”

“Sense of district. Town center looks like a town center. What is 27th street Business District suppose to look like? If neighborhood commercial, than let's get neighborhood design standards and enforce them.”

“There being businesses that are local (not chain) that young couples and families want to go to. And that they are safely walkable.”

A full list comments received for this question can be found in a separate attachment.

Question 7 – What do you want University Place and the 27th Street Business District to be known for in the next 20 years?

- Total responses: 316
 - SurveyMonkey: 192
 - FlashVote: 124

Top five answer categories:

- General retail
- Community character
- General dining
- Walkability
- Place to go

Notable Quotes:

“Would like to see some mixed-use buildings- retail on lower level and residential above.”

“Independent businesses with desirable walking area, green space, trees and variety of restaurants.”

“Would love to see this area more walkable, more business-like restaurants, cute shops, and places to go and hangout at.”

A full list comments received for this question can be found in a separate attachment.

Question 8 – What events, organizations, or businesses in the 27th Street Business District or surrounding area should we reach out to for future engagement?

- Total responses: 157
 - All responses originated from SurveyMonkey.

Five most common specific answers:

- Lefty's (8 responses)
- Pine Cone Café (5 responses)
- UPPC (3 responses)
- Presbyterian Church (2 responses)
- Fircrest Parks & Rec (2 responses)

Five most common general answers:

- Local businesses (24 answers)
- General activities (22 responses)
- Local restaurants (18 responses)
- Farmers Market (12 responses)
- Family-oriented organizations (11 responses)