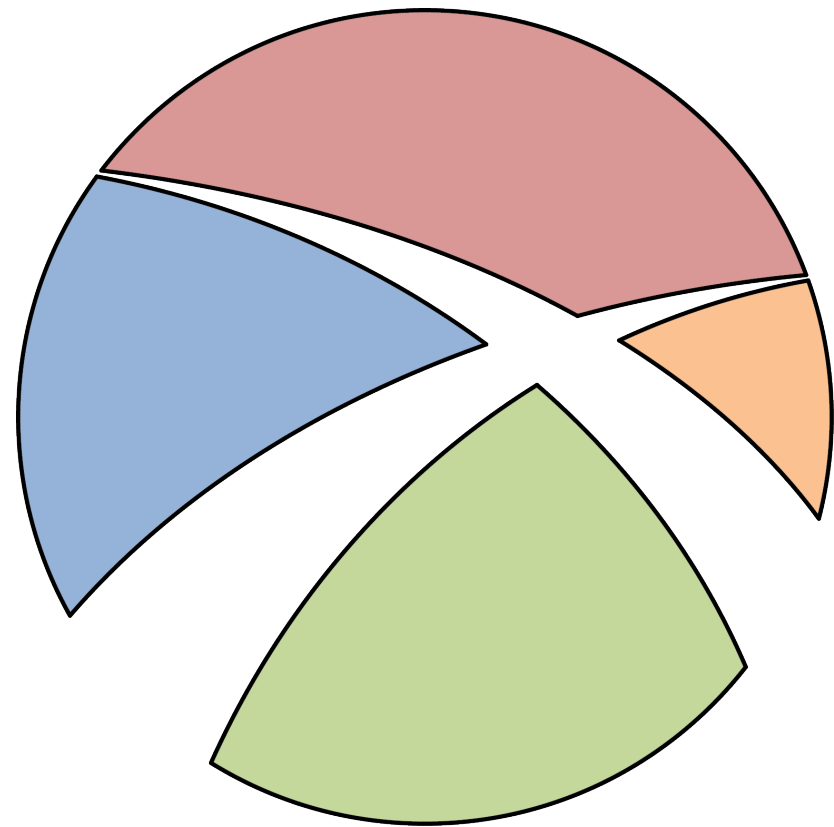


# CROSSROADS AT UNION VILLAGE



## VISUAL PREFERENCE REPORT



W C R P C

# TABLE OF CONTENTS

---

## PREFACE

Table of Contents.....i  
Study Area Map.....ii

## CHAPTER 1: INTRODUCTION

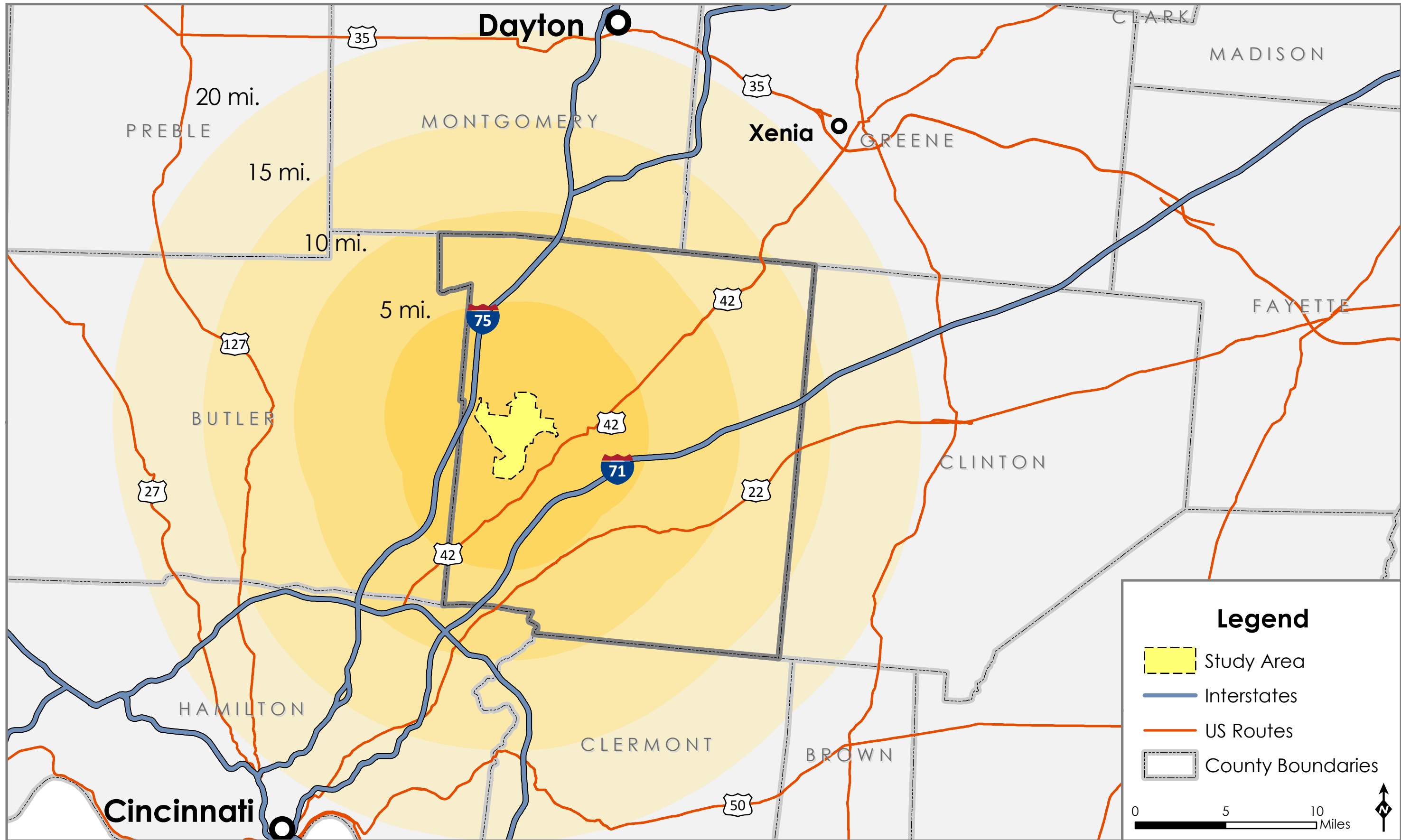
Crossroads at Union Village Plan.....1-1  
Visual Preference Report.....1-1  
Figure 1.1 | How to Interpret Data.....1-2

## CHAPTER 2: SURVEY RESULTS

Streetscapes.....2-1  
Office Buildings.....2-2  
Single-Family Residential.....2-3  
Multi-Family Residential.....2-4  
Landmarks & Gateways.....2-5  
Bike & Pedestrian Trails.....2-6  
Commercial Centers.....2-7

## CHAPTER 3: CONCLUSION

Streetscapes.....3-1  
Office Buildings.....3-1  
Single-Family Residential.....3-2  
Multi-Family Residential.....3-2  
Landmarks & Gateways.....3-2  
Bike & Pedestrian Trails.....3-2  
Commercial Centers.....3-2



# INTRODUCTION

---

## CROSSROADS AT UNION VILLAGE PLAN

The Crossroads at Union Village corridor is located along State Route 63 and State Route 741 in western Turtlecreek Township (Study Area seen in Map 1.1 on page ii.). The Crossroads corridor has the potential to evolve as a place with more employment, a greater range of businesses, more vibrant neighborhoods, and beautiful public spaces. The Crossroads Plan is to be the product of foresight and anticipation in the midst of possible change. Spurred by State Route 63 improvements as well as emerging market conditions, area leaders saw the need to prepare for future growth. The Plan will contain a comprehensive set of recommendations that will serve as a guide for the design and development of the corridor. Specific criteria for streetscape, roadway design, roundabouts, gateway, land uses, and site design, will be outlined to ensure that all new development and improvements within and outside the right-of-way fulfill the vision for a welcoming and coherent corridor.

## VISUAL PREFERENCE REPORT

This document, The Crossroads at Union Village Visual Preference Report is a component of a larger year long planning process that began in Spring 2016. A Visual Preference Survey was launched on the Crossroads at Union Village Plan's website in June 2016, the survey received over 174 completions (144 of which were local residents). The purpose of the Visual Preference Survey was to receive public input on how potential improvements and future developments may be designed. Specifically the Visual Preference Survey included seven different sections: streetscapes, office buildings, single-family residential, multi-family residential, landmarks and gateways, bikes and pedestrian trails, and commercial centers. This Report is intended to present the results of the Visual Preference Survey in as clear of a manner as possible. The Visual Preference Report as well as a public workshop scheduled on August 9th will allow residents to learn about the study area and offer their input on corridor issues and opportunities. The public participation received will be an essential element in the planning process and formulation of the Crossroads at Union Village Plan, it will influence all levels of government in the decision making process to reflect the public's needs and desires.

## HOW TO INTERPRET DATA

The following chapter, "Survey Results," contains all the data received from the Visual Preference Survey, this data is categorized into seven sections: streetscapes, office buildings, single-family residential, multi-family residential, landmarks and gateways, bikes and pedestrian trails, and commercial centers. Each section consists of four different images, participants were asked to rank each image from one to four (four being the most desirable and one being the least desirable). Each rank has been assigned a specific color; dark green representing desirable, light green representing somewhat desirable, yellow representing somewhat undesirable, and red representing undesirable. The results for each image are represented using two different graph types, a pie chart and a bar graph both of which can be found in a column below its corresponding image. The pie chart displays the percentage of votes an image received at each rank, while the bar graph displays the exact number of votes an image received at each rank.

In each section the four images are ranked comprehensively (Image 1 on the left is always the highest comprehensive rank, while image 4 on the right is always the lowest comprehensive rank). This comprehensive rank is based on a point system; undesirable votes were given a multiplier of one, somewhat undesirable votes were assigned a multiplier of two, somewhat desirable votes were assigned a multiplier of three, and desirable votes were assigned a multiplier of four. These points were then totaled to rank each image comprehensively. Figure 1.1 on page 1-2 provides further explanation on how to read and interpret the survey results. The Visual Preference Survey results can be seen in the following chapter on pages 2.1 - 2.7.

FIGURE 1.1 | HOW TO INTERPRET THE DATA

Section Title — SINGLE-FAMILY RESIDENTIAL

IMAGE 1 COLUMN      IMAGE 2 COLUMN      IMAGE 3 COLUMN      IMAGE 4 COLUMN



**IMAGE 1:**  
Comprehensively ranked the most desirable of the four images in this section

**IMAGE 4:** Comprehensively ranked the least desirable of the four images in this section

**IMAGE 4:** 67 percent of votes received were undesirable (red), 17 percent of votes were somewhat undesirable (yellow), 7 percent of votes were somewhat desirable (light green), and 9 percent desirable (dark green).

**COLOR KEY**

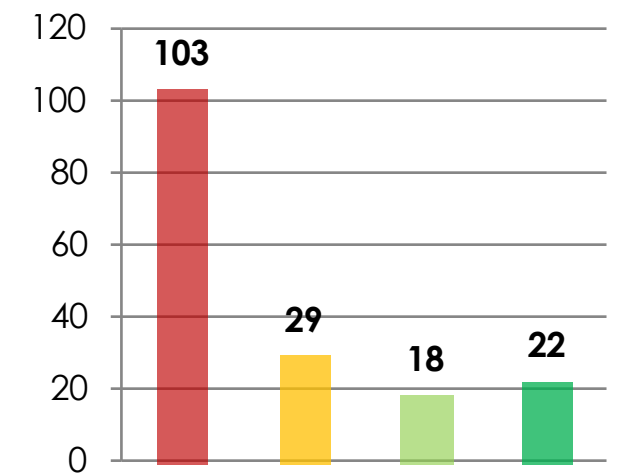
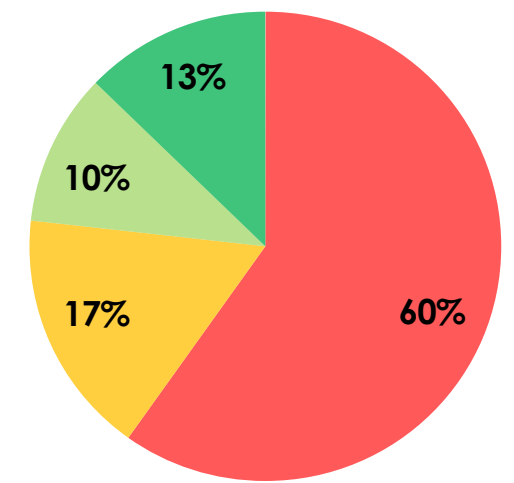
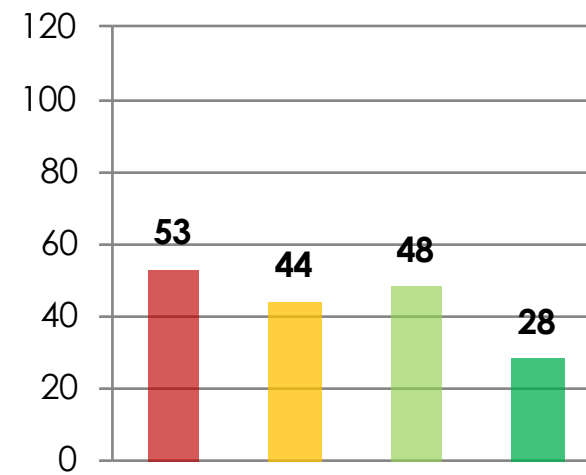
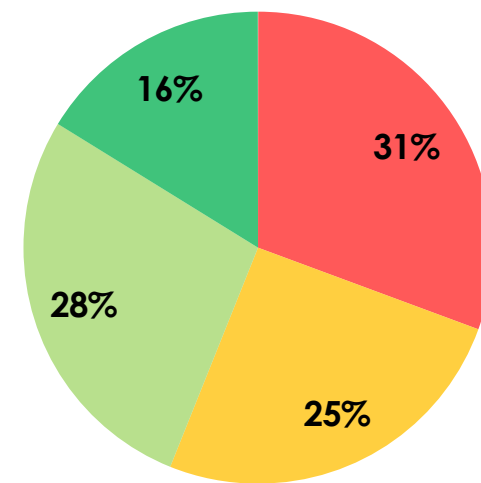
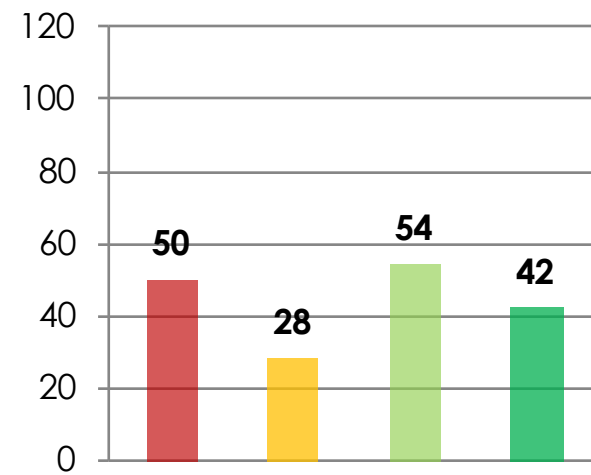
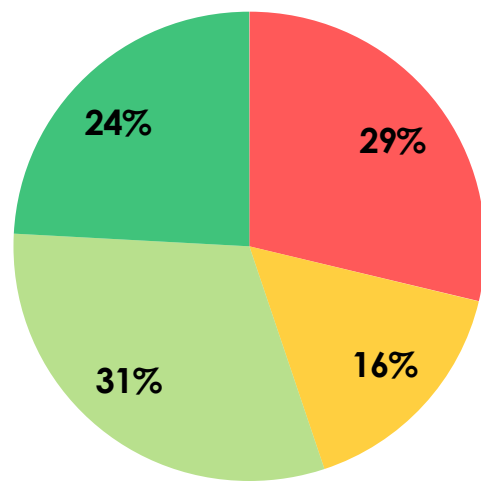
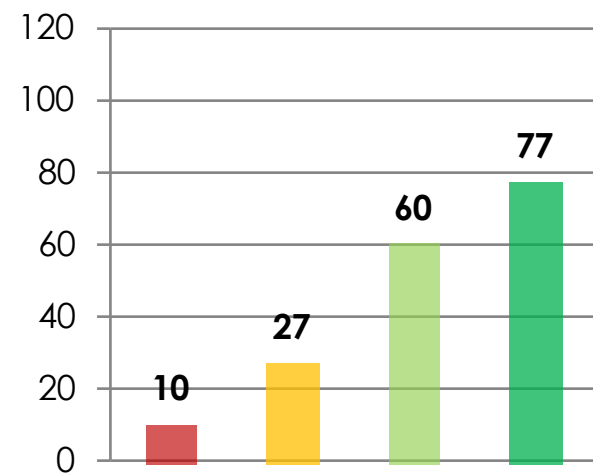
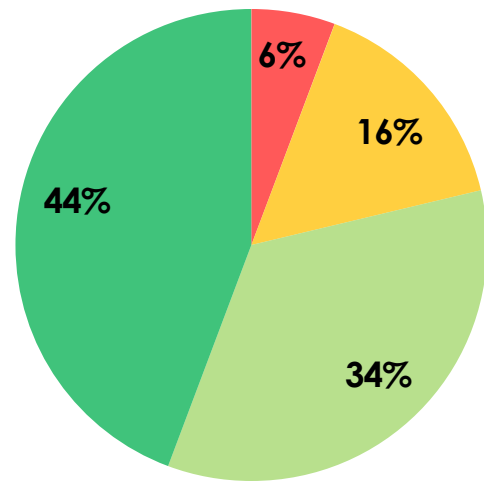
- Desirable
- Somewhat Desirable
- Somewhat Undesirable
- Undesirable

**COMPREHENSIVE POINT SYSTEM:**

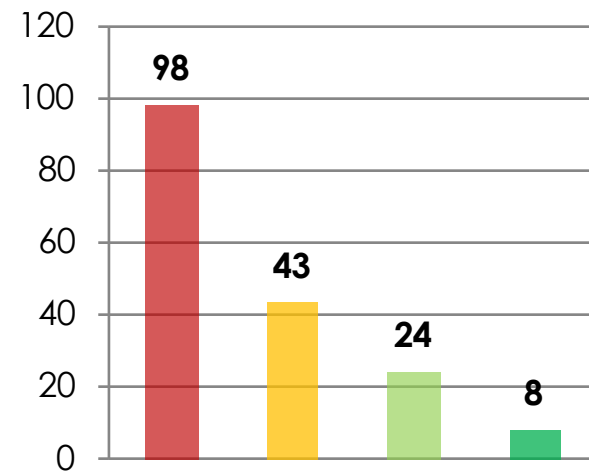
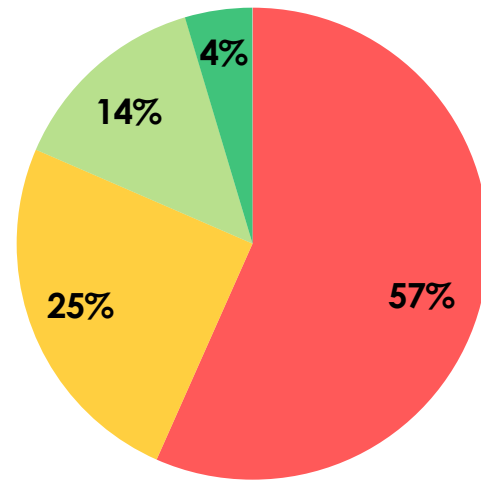
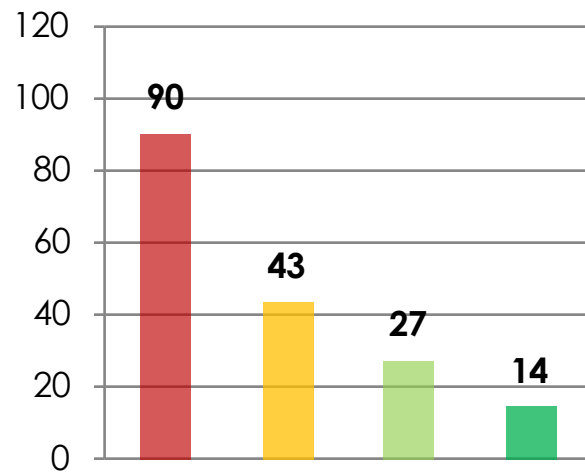
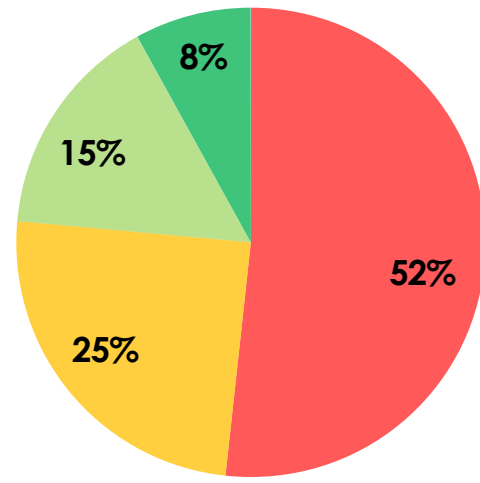
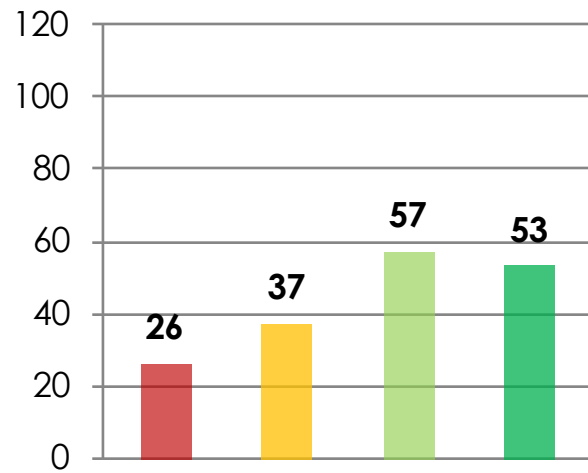
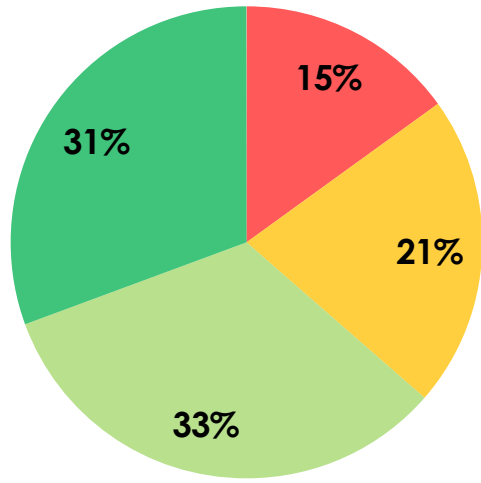
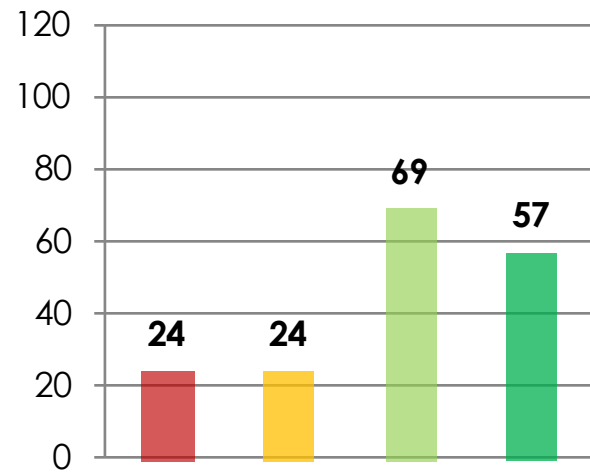
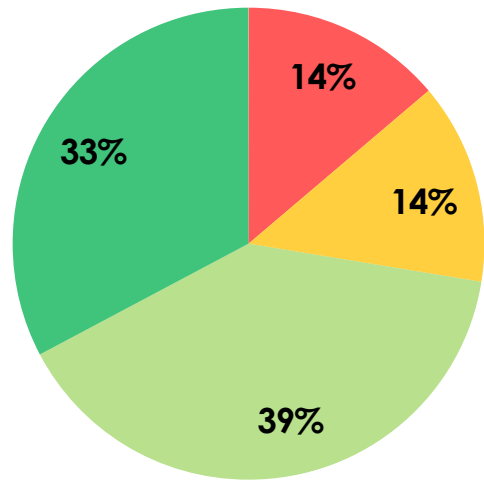
|       |   |        |   |        |   |        |   |              |
|-------|---|--------|---|--------|---|--------|---|--------------|
| Votes | + | Votes  | + | Votes  | + | Votes  | = | Total Points |
| 14    | + | (15x2) | + | (47x3) | + | (63x4) | = | 437          |

**IMAGE 4:** received 93 undesirable votes (red), 24 somewhat undesirable votes (yellow), 9 somewhat desirable votes (light green), and 13 desirable votes (dark green).

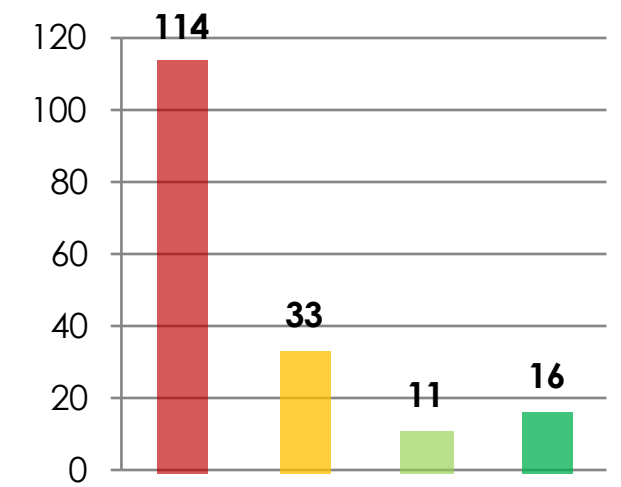
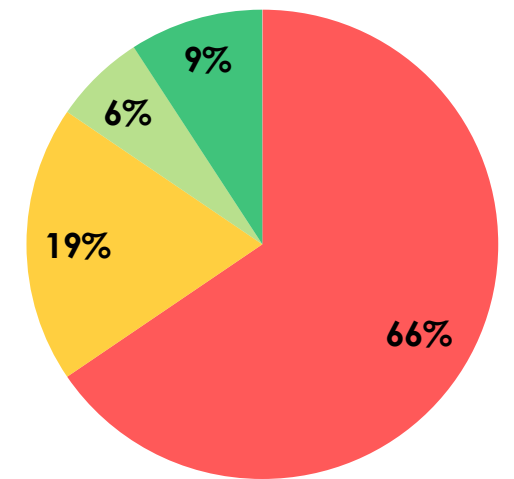
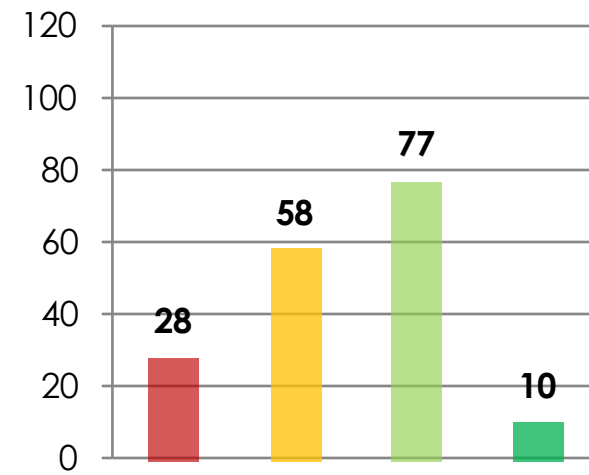
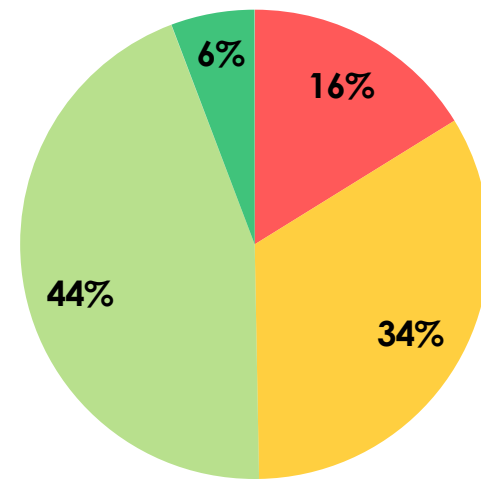
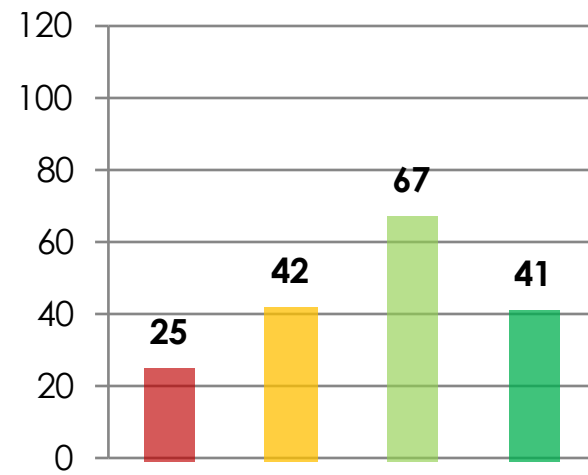
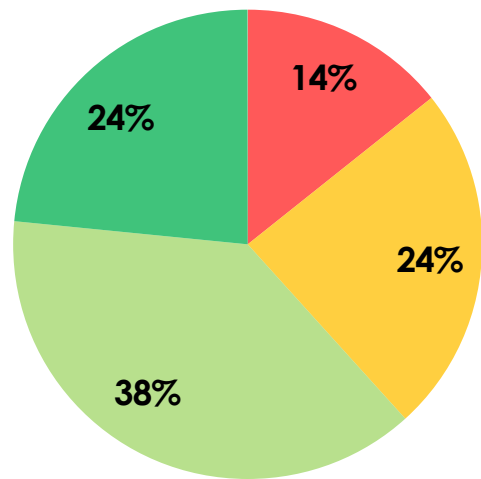
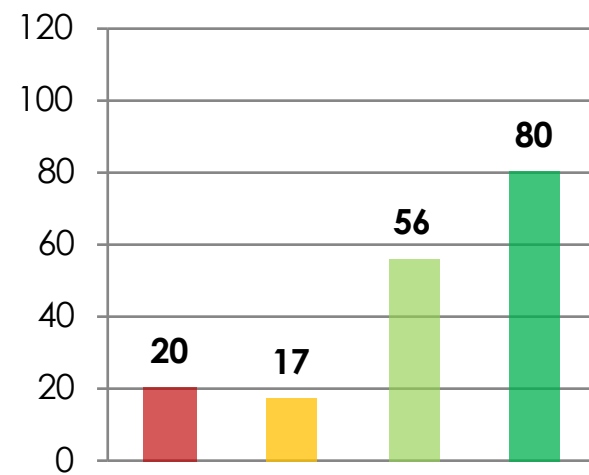
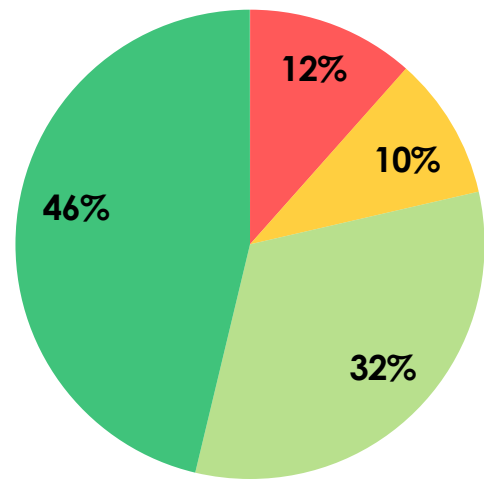
# STREETSCAPE



# OFFICE BUILDINGS

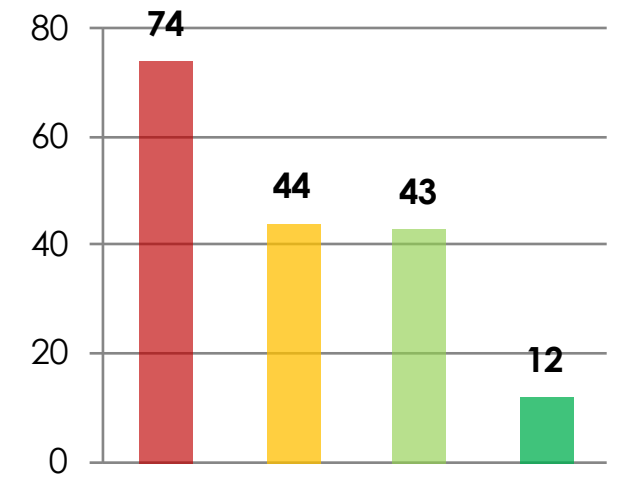
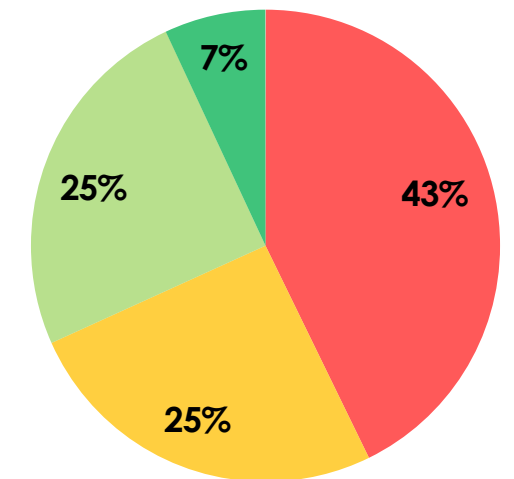
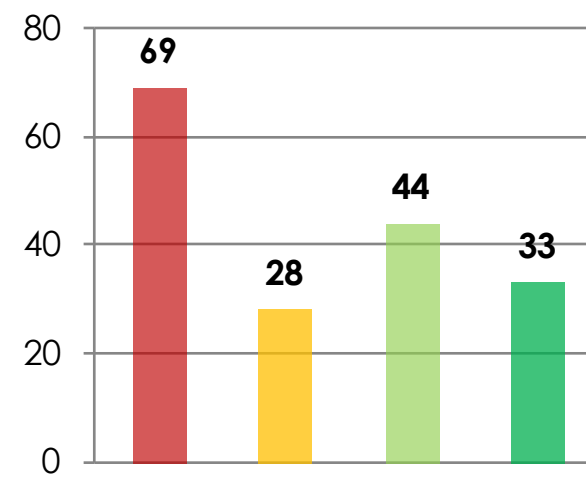
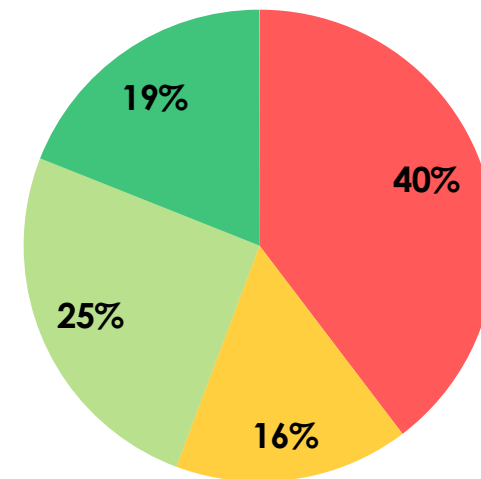
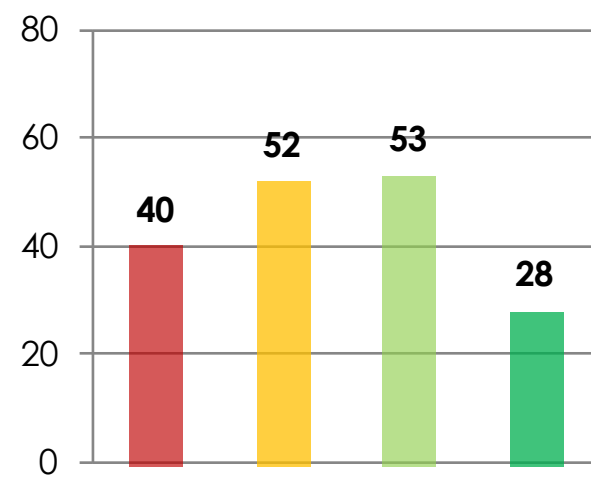
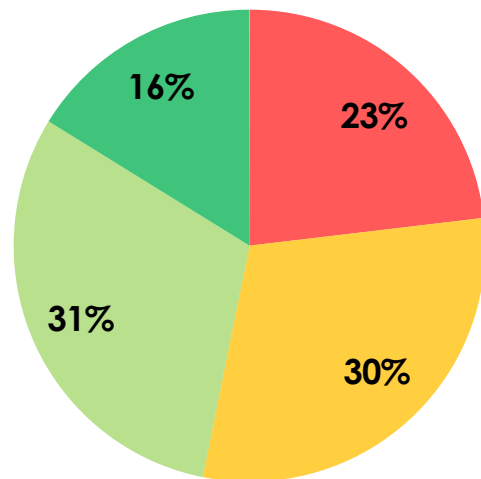
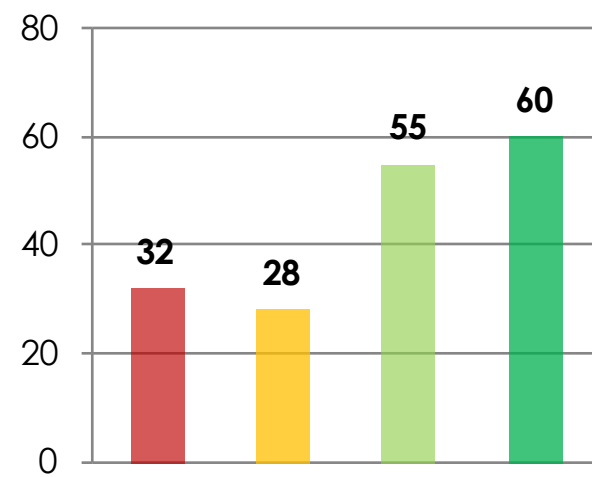
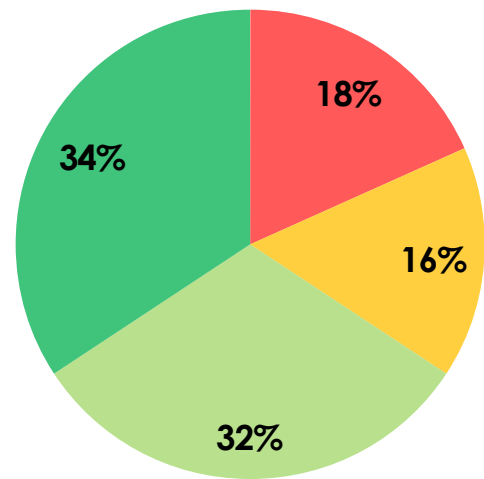


# SINGLE-FAMILY RESIDENTIAL

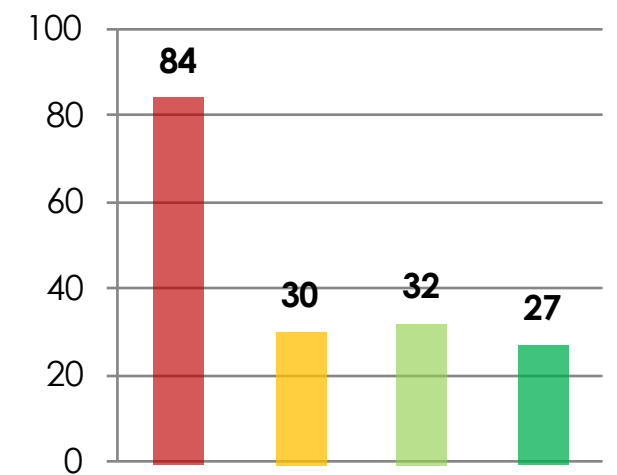
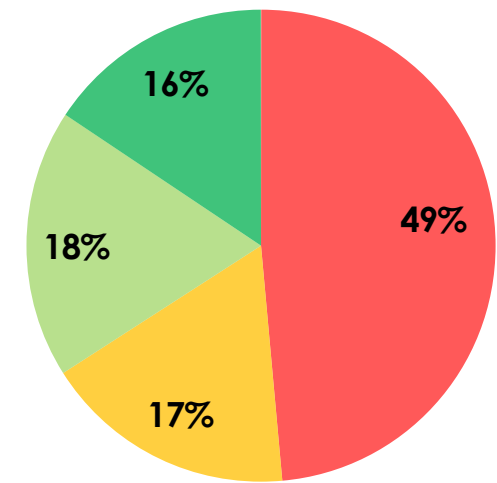
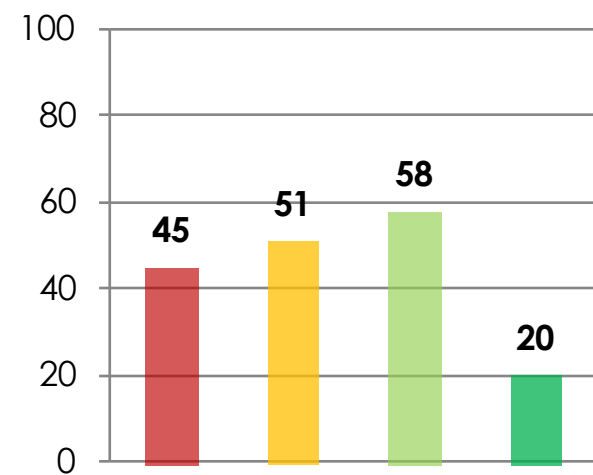
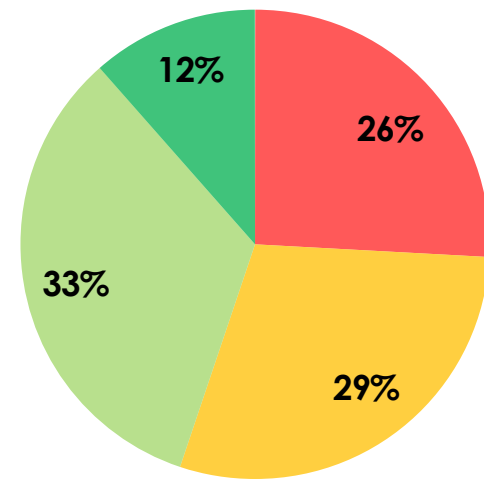
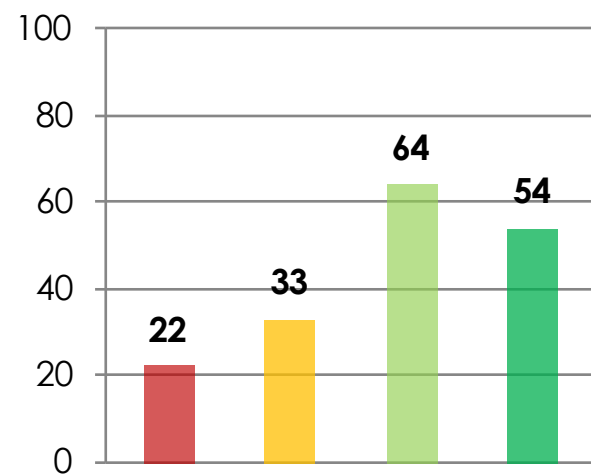
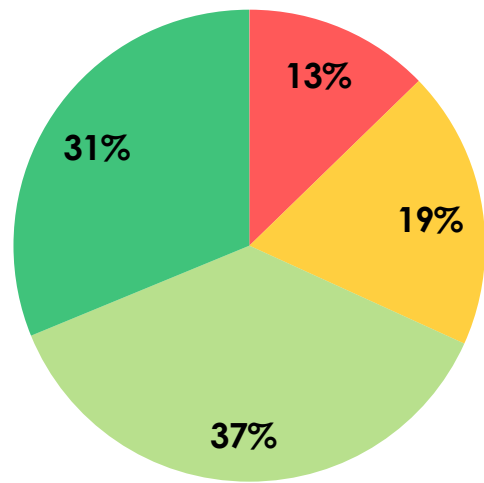
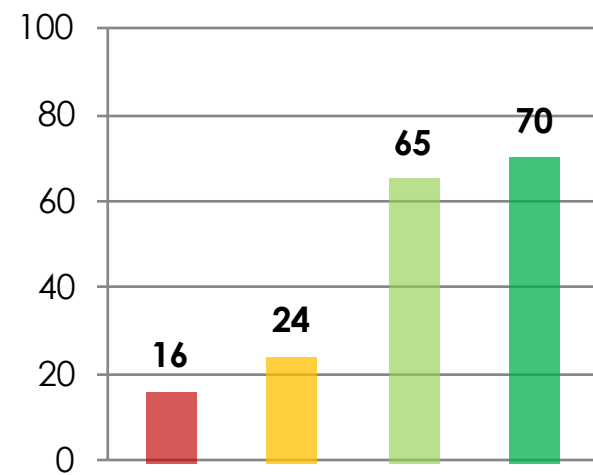
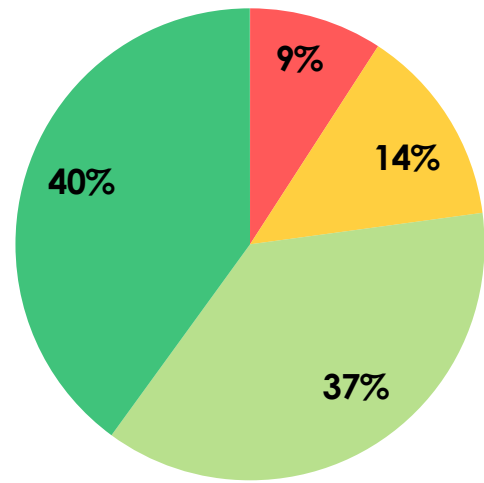




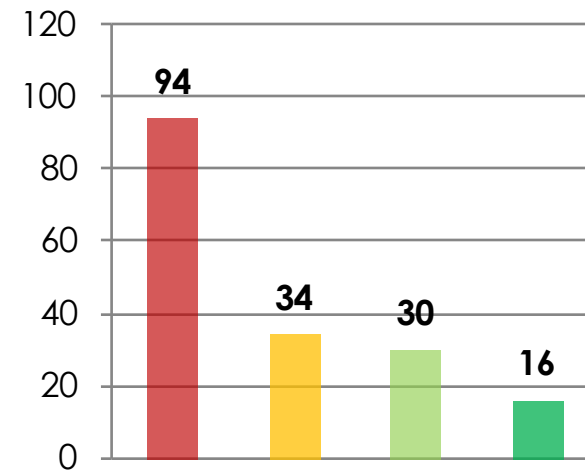
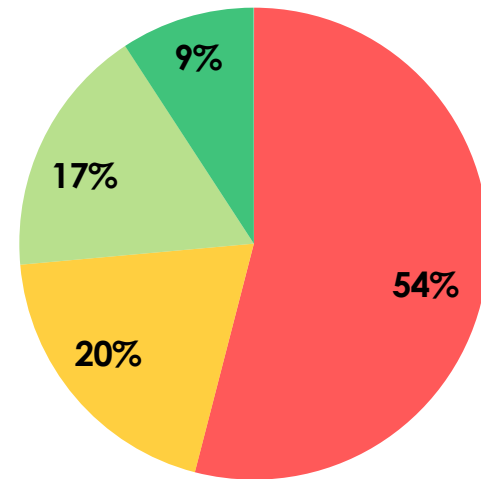
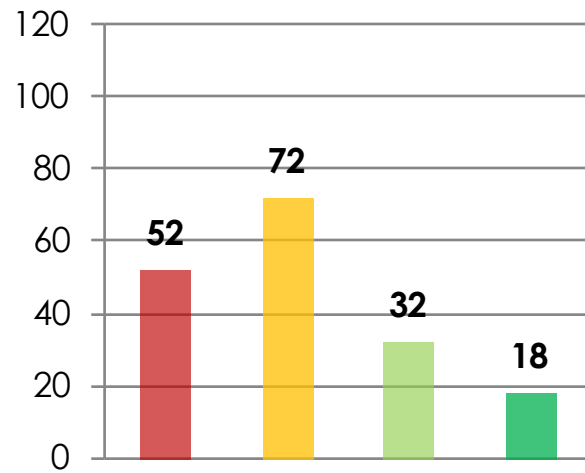
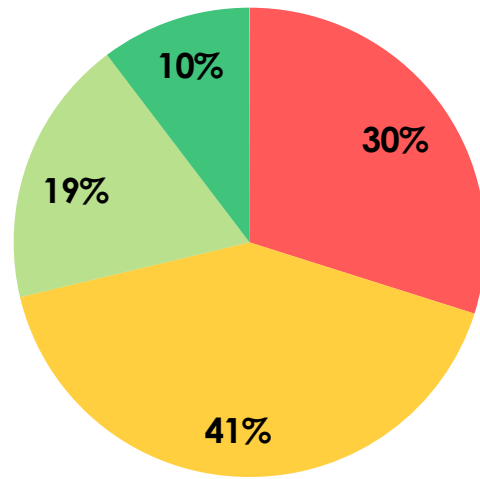
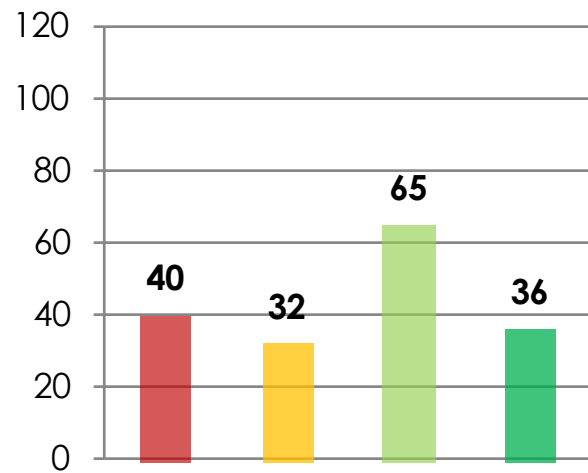
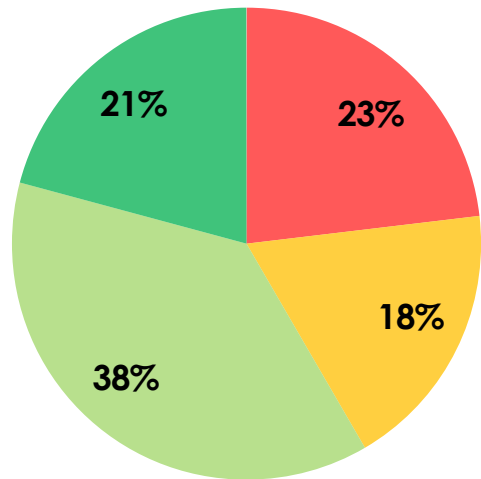
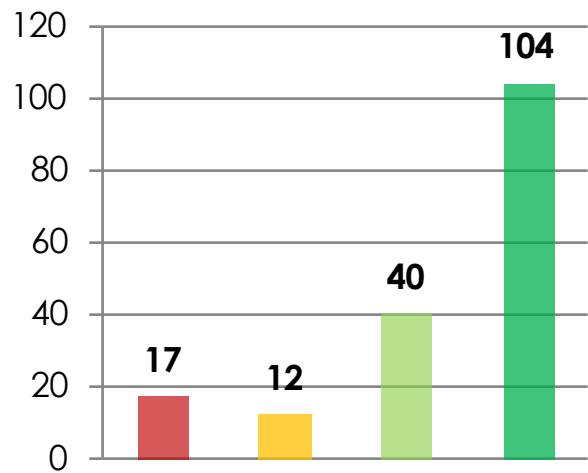
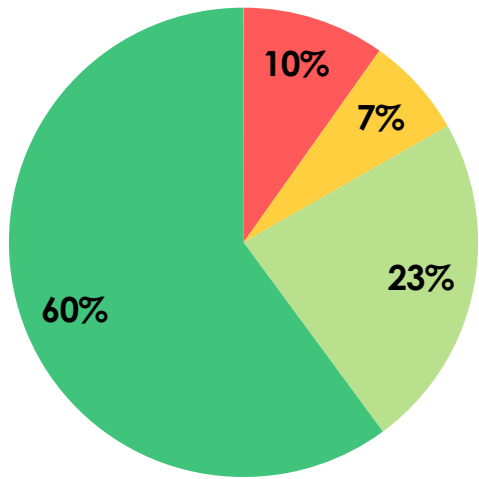
# MULTI-FAMILY RESIDENTIAL



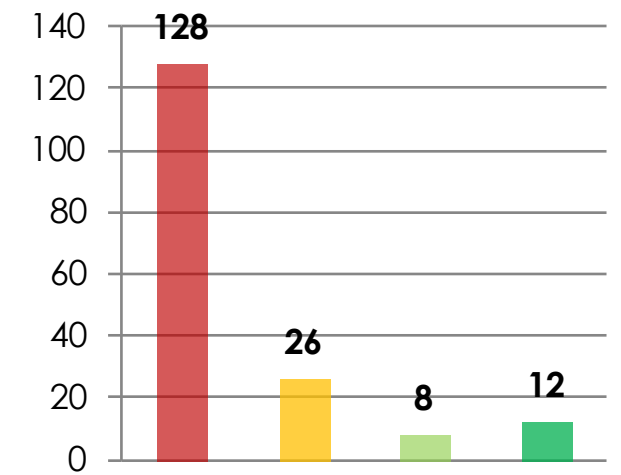
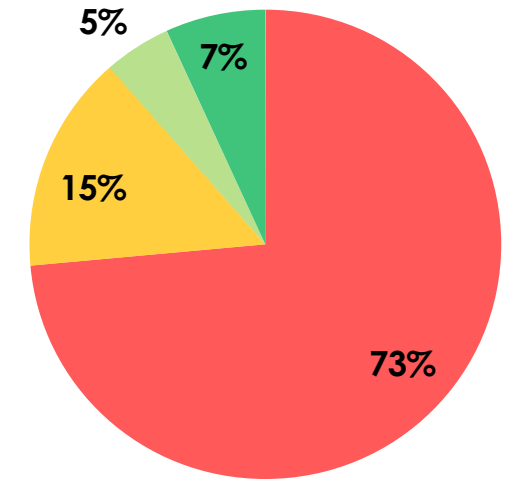
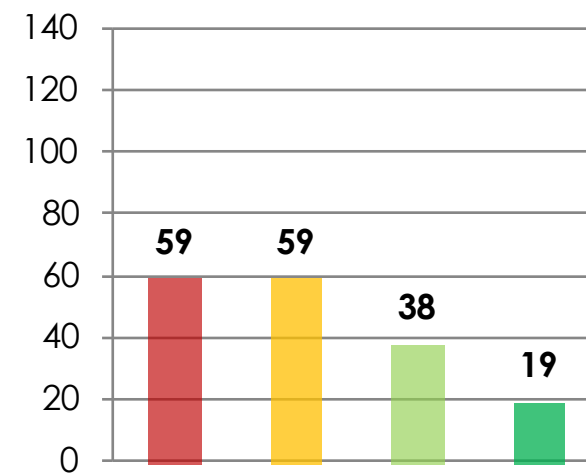
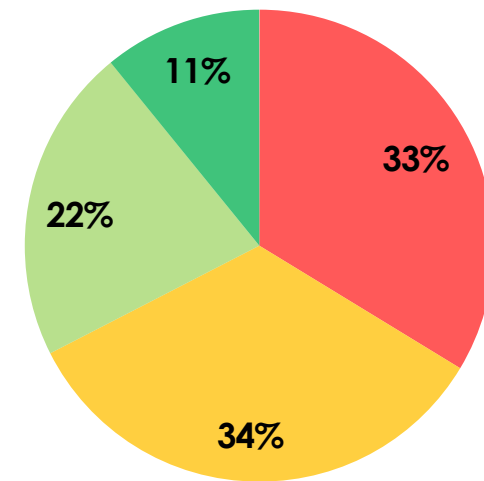
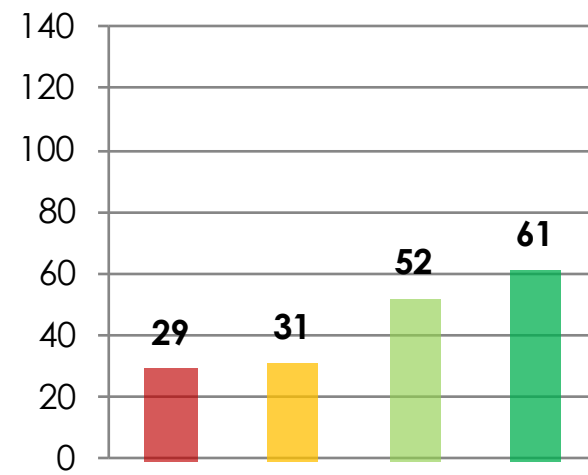
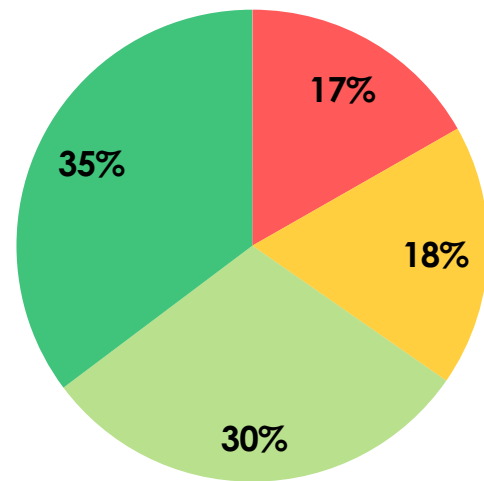
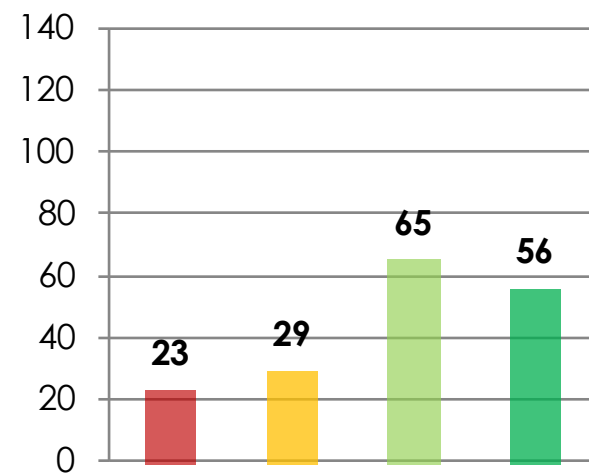
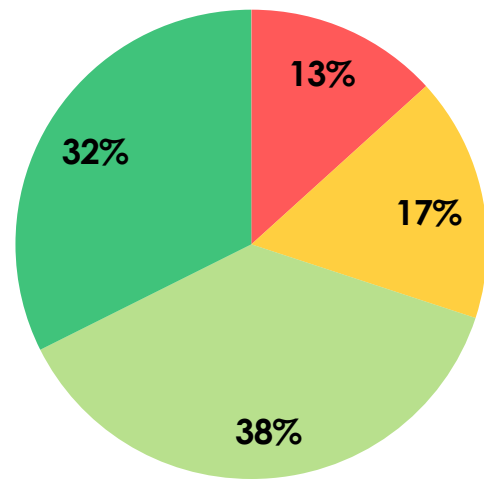
# LANDMARKS & GATEWAYS



# BIKE & PEDESTRIAN TRAILS



# COMMERCIAL CENTERS





# CONCLUSION

Chapter 4, "Conclusion" analyzes the results from the Visual Preference Survey located in the previous chapter, "Survey Results." Each of the seven sections are analyzed separately and a conclusion is established for each. The conclusions for each section contain a definition explaining what visual feature the section is referencing and an analysis of the most desired image (left column) and the least desired image (right column), based on the survey's results.

## STREETSCAPES

Streetscapes include all visual elements of a street. These visual elements are comprised of the road, adjoining buildings, sidewalks, street furniture, trees, open spaces, and etc.. All of these different elements unite to form a street's character, helping create a sense of place. The visual preference survey results indicated that the most desirable streetscape included four lanes of through traffic, a median, on-street bike lanes, street trees, and sidewalks on both sides of the roadway. The least desirable streetscape based on the survey results included 2 lanes of through traffic, wide roadway shoulders, and large setbacks from buildings.



## OFFICE BUILDINGS

Office buildings are any structure used primarily for the act of business relating to the administration, clerical services, consulting, and other client services not related to retail sales. Office buildings can hold a single or multiple firms. The highest ranking office building image from the visual survey included a 3-story building with a brick and glass facade, a parking lot, trees, and other environmental features. The least desirable office building image consisted of a 4-story building with concrete and glass facade, a parking lot, parking lamp posts, and islands consisting of limited vegetation.



## SINGLE-FAMILY RESIDENTIAL

A single-family residence, also called a single-family detached dwelling is a free-standing residential building. This means that the building is usually occupied by just one household or family. The most desirable image based on the visual survey results consisted of two-story homes, large porches, low density, driveways, side facing garages, unique architecture, and large yards. The least desirable image included two-story homes, high density, forward facing garages, "cookie-cutter" homes, driveways, and smaller yards.





## MULTI-FAMILY RESIDENTIAL

Multi-family residential, also known as a multi-dwelling unit, is a classification of housing where multiple housing units for residential inhabitants are contained within one building or several buildings within one complex. Based on the Visual Preference Survey's results the most desirable image was one consisting of townhomes ranging from one to two and a half stories, brick and glass facade, vegetation, small setbacks, and sidewalks. The least desirable image consisted of apartments three stories high, facades consisting of siding, glass, and brick, porches or decks, larger setbacks, sidewalks, and vegetation.

## LANDMARKS & GATEWAYS

A gateway is a means of access or entry to a place, gateways usually consist of landmarks or gateway features to create a sense of place. These gateway features can range from a street sign, gathering space, fountain, or etc.. The most desirable gateway image was one that consisted of a gathering space paved with brick. The space included a fountain, seating areas, vegetation, and was surrounded by various land uses. The least desirable image was a contemporary gathering space with tables and chairs located underneath a large awning.

## BIKE & PEDESTRIAN TRAILS

Bike and pedestrian trails come in many different forms, these are pathways for alternative modes of transportation. These pathways can be located directly on a roadway or entirely separate from a roadway. The most desirable bike and pedestrian trail based on survey results was one completely separated from the roadway system. The least desirable was a share-o lane where bikes and pedestrians share the right-of-way with motor vehicles.

## COMMERCIAL CENTERS

Commercial centers are centers in which economic, social, cultural, and administrative services of a community are concentrated. It is a complex of retail stores and related facilities planned as a unified group that offers goods and services for profit and the performance of various financial and office functions. The most desirable commercial center image was that of one centered on a green space with shops and other uses located around the edge of this green. The surrounding buildings ranged from four to six stories and consisted of a brick and glass facade. The least desirable image was that of a commercial center located in a parking lot with a concrete and glass facade. This image included buildings ranging from four to ten stories. Vegetation is present in both images.