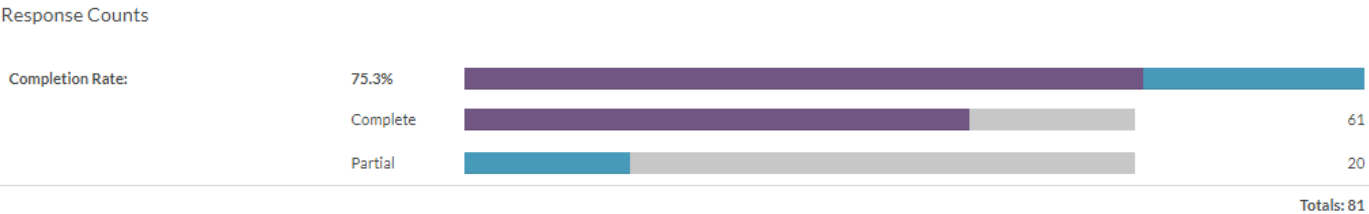


# Report for Opportunity Areas Visual Preference Survey

The Millcreek Together Big Ideas Opportunity Areas Visual Preference Survey corresponds with the Virtual Workshop Survey by exploring what the identified opportunity areas could look like if development or redevelopment were to happen.

The following set of opportunity areas have been selected through conversations with the public, staff and the Envision Committee regarding areas of the City that could or should develop or redevelop in the future.

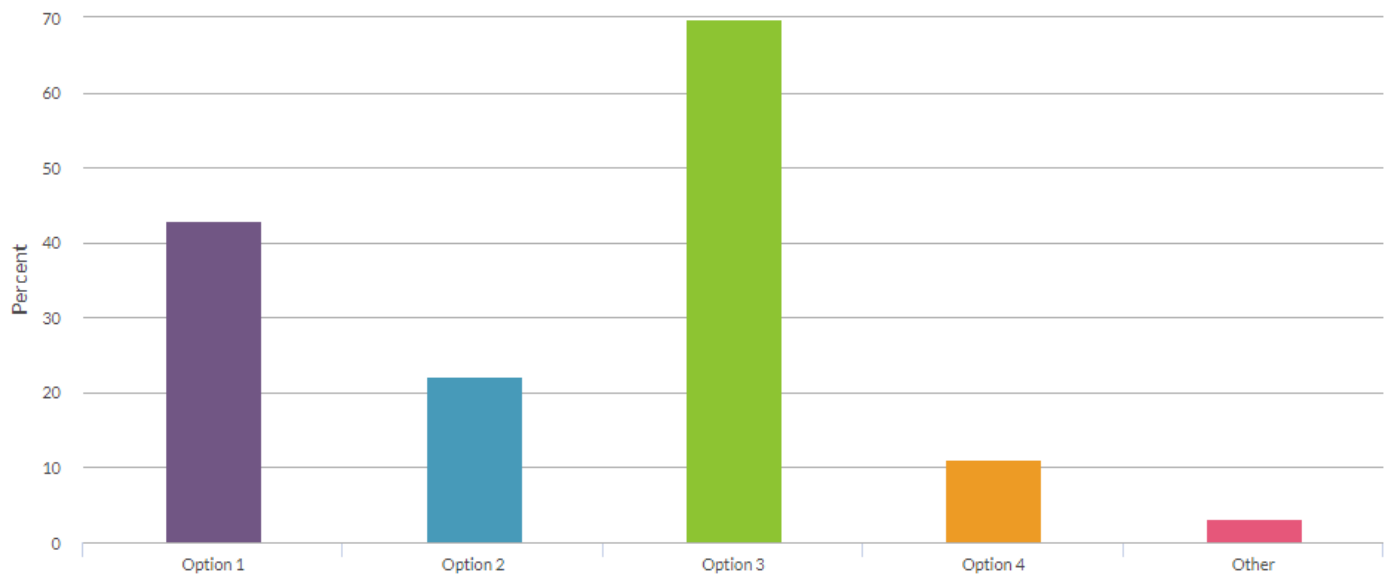
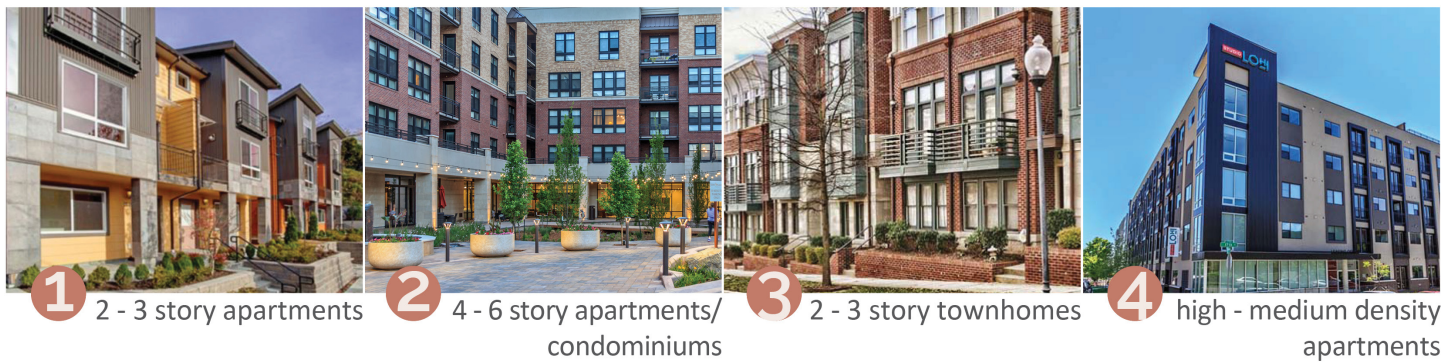
- The opportunity areas include the following:
- Town Center: The Wedge/ 3300 South 1300 East
  - Village Center: 2300 East 3300 South
  - Village Center: Olympus Hills Area
  - Urban Center: Meadowbrook/ Main Street
  - Village Center: Highland Drive/ Murray Holladay Road



Town Center: The Wedge/ 3300 South 1300 East



1. Looking at residential options, which images do you think may be most appropriate to accommodate within the Wedge? (3300 S 1300 E)



Value		Percent	Responses
Option 1	<div><div></div></div>	42.9%	27
Option 2	<div><div></div></div>	22.2%	14
Option 3	<div><div></div></div>	69.8%	44
Option 4	<div><div></div></div>	11.1%	7
Other (click to view)	<div><div></div></div>	3.2%	2

2. Looking at mixed-use/retail/office options, which images do you think may be most appropriate to accommodate within the Wedge? (3300 S 1300 E)



1

upscale big box development



2

pedestrian-only retail areas



3

housing above retail



4

amenity/entertainment-oriented retail/pedestrian only



5

neighborhood services



6

hospitality/hotel



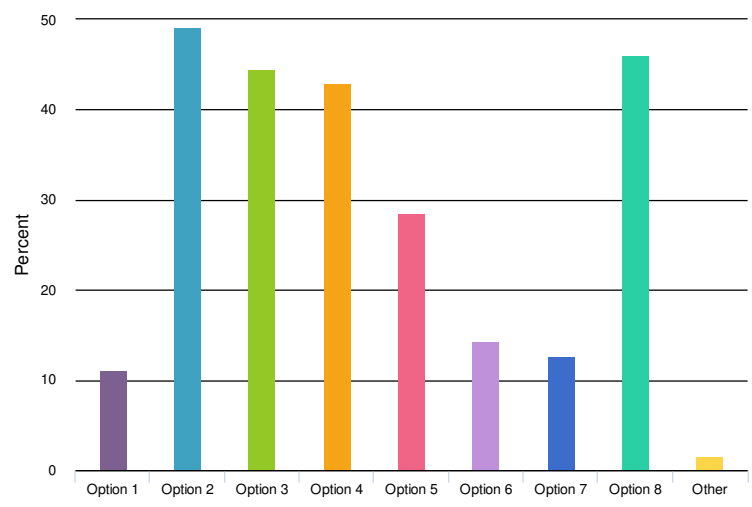
7

banner retail format












8

city campus (city hall, police, library, etc.)





Value		Percent	Responses
Option 1		11.1%	7
Option 2		49.2%	31
Option 3		44.4%	28
Option 4		42.9%	27
Option 5		28.6%	18
Option 6		14.3%	9
Option 7		12.7%	8
Option 8		46.0%	29
Other		1.6%	1

3. Looking at civic/community amenities options which images do you think may be most appropriate to accommodate within the Wedge? (3300 S 1300 E)



1

plazas



2

integrated public art



3

Food truck access



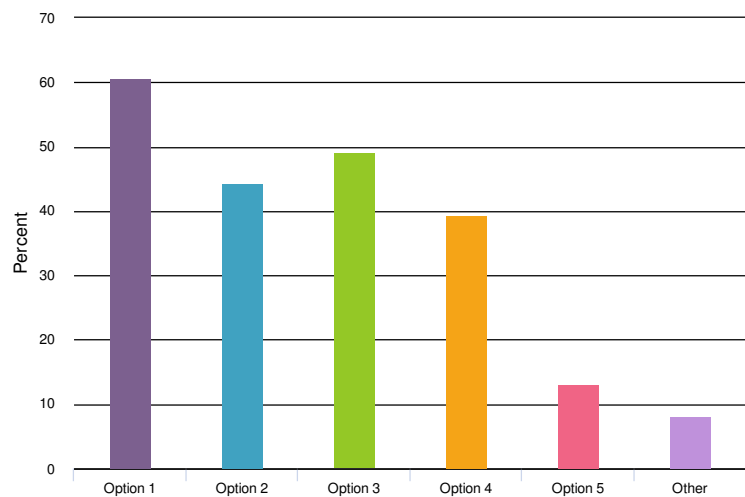
4

water features/  
fountains









5

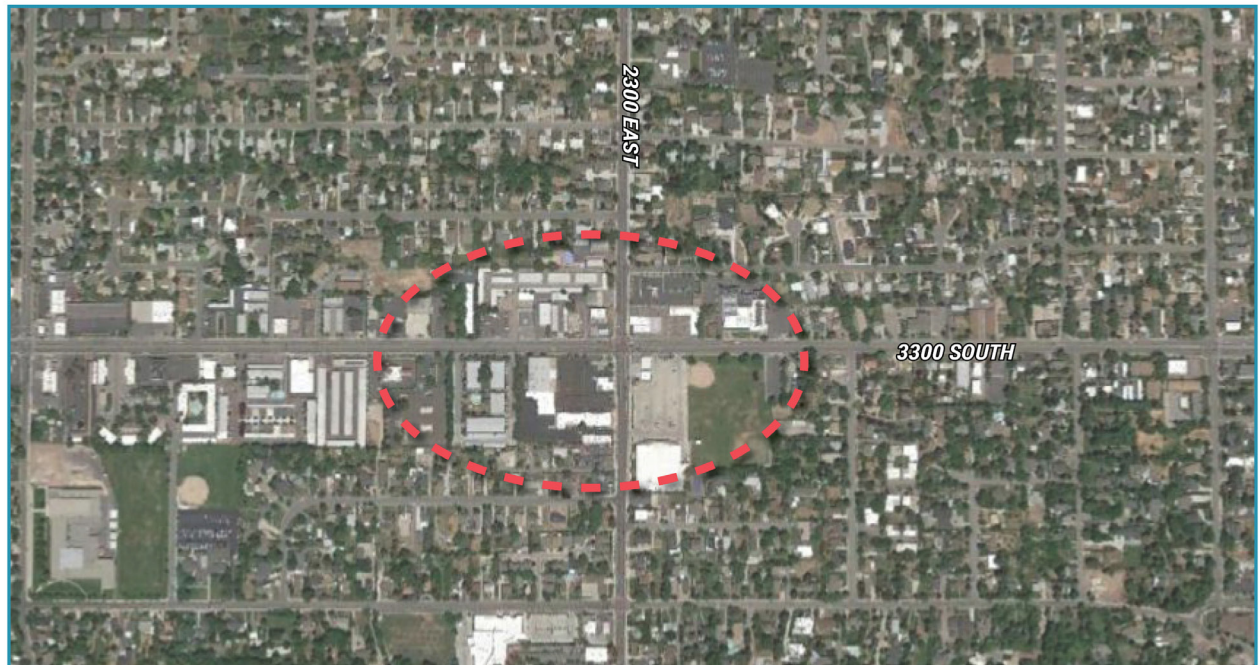
signage/  
branding





Value		Percent	Responses
Option 1		60.7%	37
Option 2		44.3%	27
Option 3		49.2%	30
Option 4		39.3%	24
Option 5		13.1%	8
Other		8.2%	5

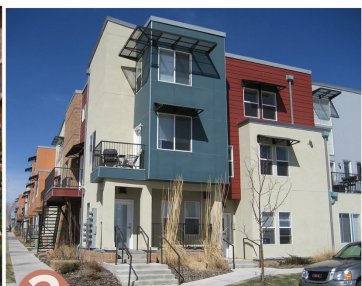
### Village Center: 2300 East 3300 South



4. Looking at residential options, which images do you think may be most appropriate to accommodate within the Village Center? (300 E 3300 S)



**1** single-family home with ADU



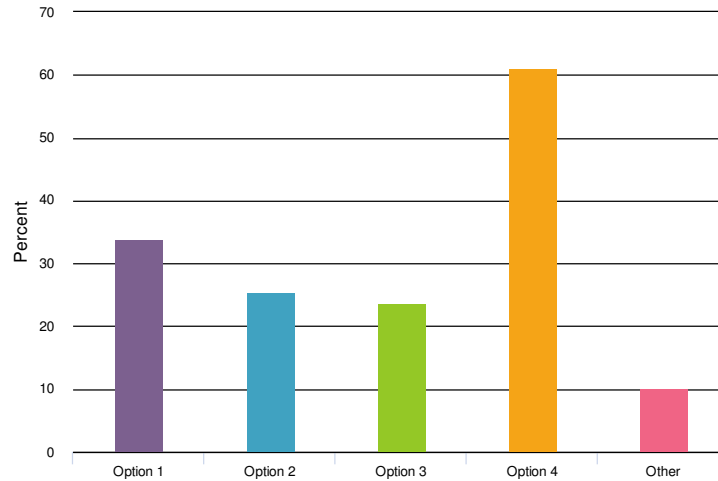
**2** live/work options



**3** 2 - 3 story townhomes



**4** retail, housing above



Value		Percent	Responses
Option 1		33.9%	20
Option 2		25.4%	15
Option 3		23.7%	14
Option 4		61.0%	36
Other		10.2%	6

5. Looking at retail/mixed-use options, which images do you think may be most appropriate to accommodate within the Village Center? (300 E 3300 S)



1 small scale retail



2 retail with gathering areas



3 adaptive reuse retail



4 destination dining



5 Retail with patio dining



6 "main street" retail, office above

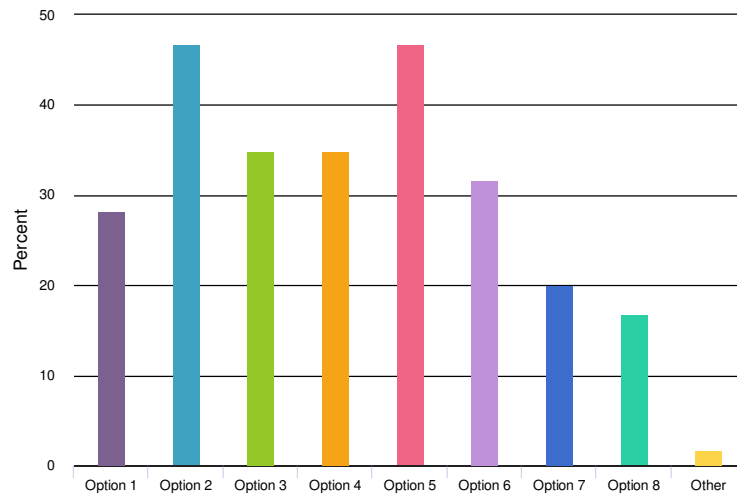


7 "main street" type retail and street design



8 retail, including corner towers



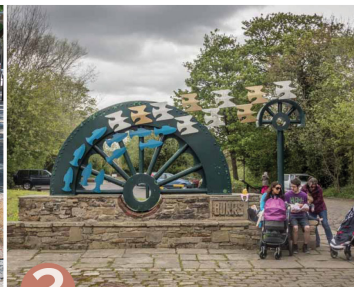


Value	Percent	Responses
Option 1	28.3%	17
Option 2	46.7%	28
Option 3	35.0%	21
Option 4	35.0%	21
Option 5	46.7%	28
Option 6	31.7%	19
Option 7	20.0%	12
Option 8	16.7%	10
Other	1.7%	1

6. Looking at civic/ community amenity options, which images do you think may be most appropriate to accommodate within the Village Center? (300 E 3300 S)



1 plazas/ water features/ fountains



2 integrated history/ public art

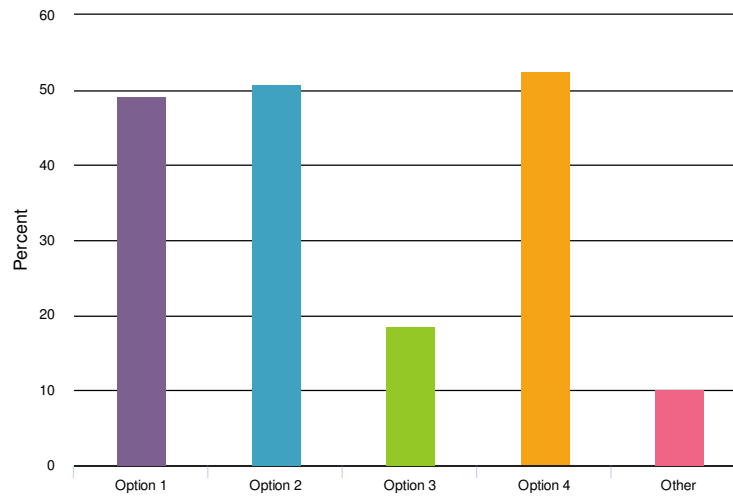







3 signage/branding



4 bike lanes





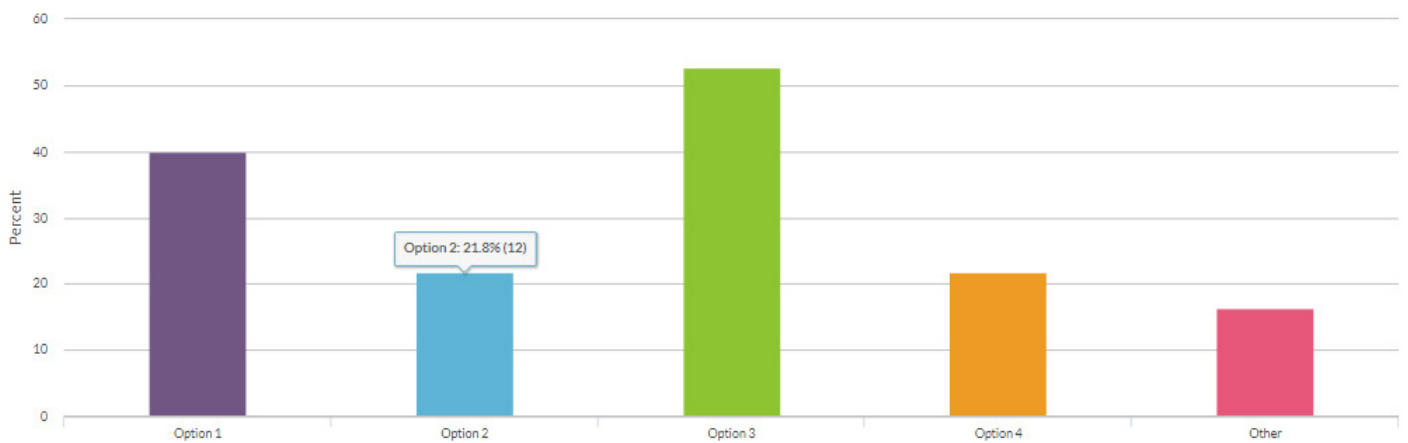
Value		Percent	Responses
Option 1		49.2%	29
Option 2		50.8%	30
Option 3		18.6%	11
Option 4		52.5%	31
Other		10.2%	6

## Village Center: Olympus Hills Area



7. Looking at residential options, which images do you think may be most appropriate to accommodate within Olympus Hills?

appropriate



Value		Percent	Responses
Option 1	<div><div style="width: 40.0%;"></div></div>	40.0%	22
Option 2	<div><div style="width: 21.8%;"></div></div>	21.8%	12
Option 3	<div><div style="width: 52.7%;"></div></div>	52.7%	29
Option 4	<div><div style="width: 21.8%;"></div></div>	21.8%	12
<a href="#">Other (click to view)</a>	<div><div style="width: 16.4%;"></div></div>	16.4%	9

8. Looking at retail/mixed-use options, which images do you think may be most appropriate to accommodate within Olympus Hills?



1 destination retail



2 neighborhood retail



3 hospitality



4 amenity/entertainment-oriented retail



5 urban-format employment



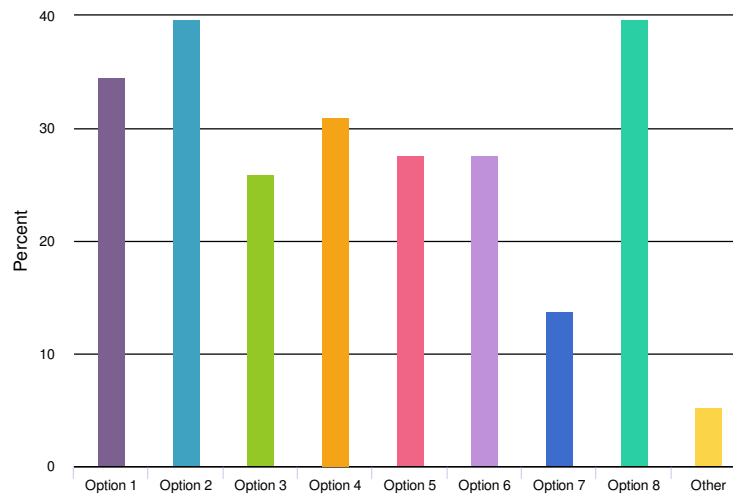
6 1 - 3 story office




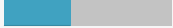







7 corner tower retail



8 neighborhood center retail with gathering areas





Value		Percent	Responses
Option 1		34.5%	20
Option 2		39.7%	23
Option 3		25.9%	15
Option 4		31.0%	18
Option 5		27.6%	16
Option 6		27.6%	16
Option 7		13.8%	8
Option 8		39.7%	23
Other		5.2%	3

9. Looking at civic/community amenity options, which images do you think may be most appropriate to accommodate within Olympus Hills?



1

plazas/ water features/  
fountains



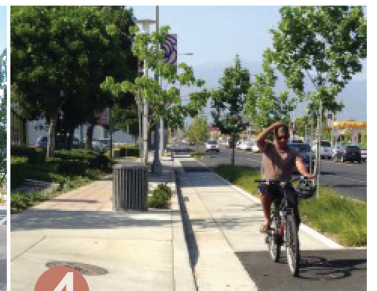
2

festival/event space



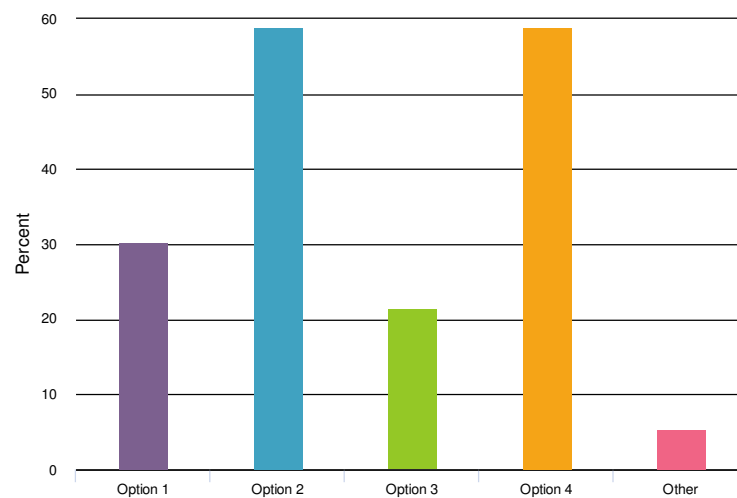
3






signage/branding



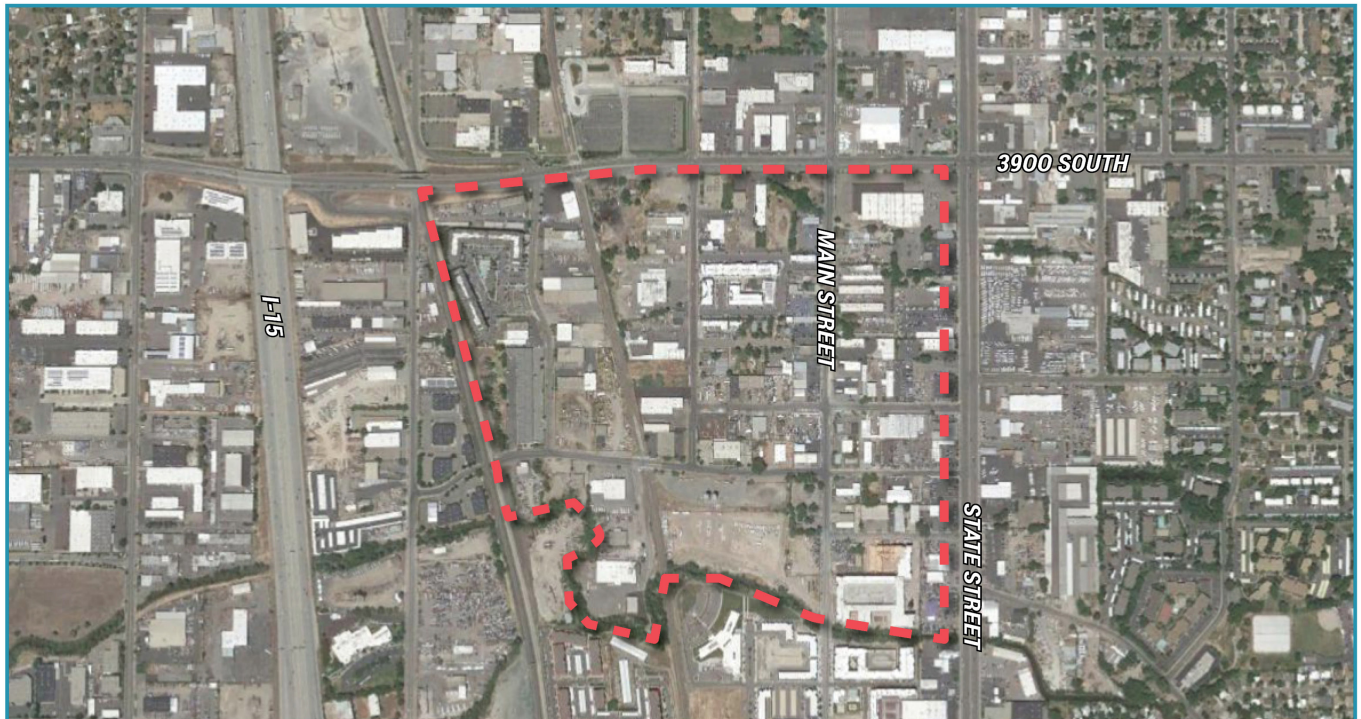
4

bike lanes

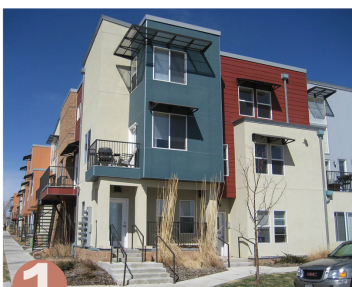


Value		Percent	Responses
Option 1		30.4%	17
Option 2		58.9%	33
Option 3		21.4%	12
Option 4		58.9%	33
Other		5.4%	3

## Urban Center: Meadowbrook/ Main Street



10. Looking at residential amenity options, which images do you think may be most appropriate to accommodate within Meadowbrook?



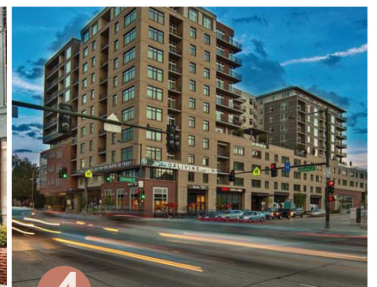
**1** live/work options



**2** 4 - 6 story apartments/  
condominiums

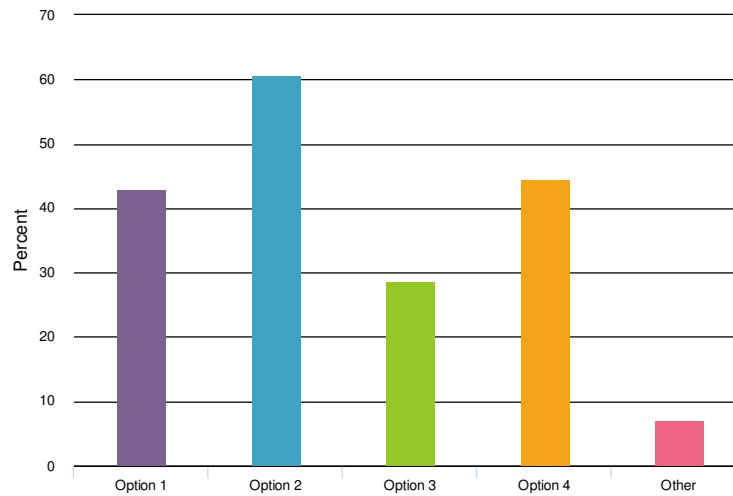


**3** 2 - 3 story townhomes



**4** high - medium density  
housing





Value		Percent	Responses
Option 1		42.9%	24
Option 2		60.7%	34
Option 3		28.6%	16
Option 4		44.6%	25
Other		7.1%	4

11. Looking at retail/office/flex options, which images do you think may be most appropriate to accommodate within Meadowbrook?



1

small-scale industrial/  
warehousing



2

commercial



3

incubator/office/flex  
space



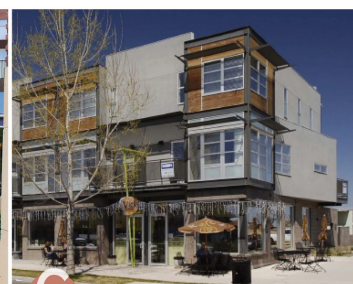
4

warehouse/ flex space



5

neighborhood retail



6

integrated retail/high-  
density housing



7

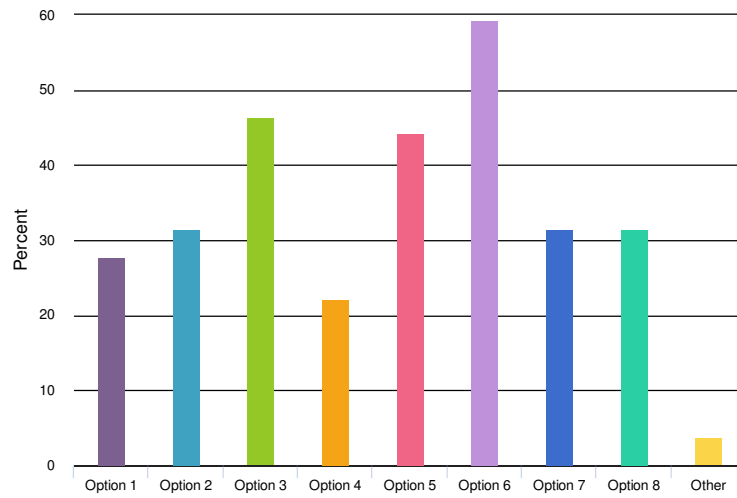
adaptive reuse retail



8

3 story and under office





Value	Percent	Responses
Option 1	<div><div></div></div> 27.8%	15
Option 2	<div><div></div></div> 31.5%	17
Option 3	<div><div></div></div> 46.3%	25
Option 4	<div><div></div></div> 22.2%	12
Option 5	<div><div></div></div> 44.4%	24
Option 6	<div><div></div></div> 59.3%	32
Option 7	<div><div></div></div> 31.5%	17
Option 8	<div><div></div></div> 31.5%	17
Other	<div><div></div></div> 3.7%	2

13. Looking at civic/community amenity options, which images do you think may be most appropriate to accommodate within Meadowbrook?



1

park space



2

signage/branding



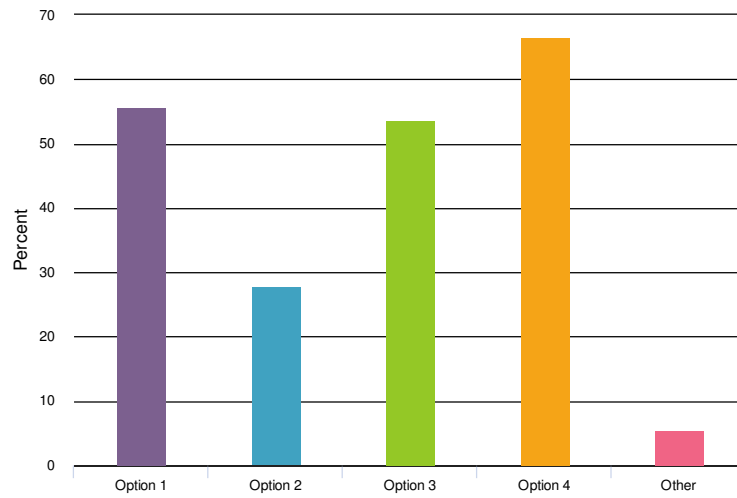
3


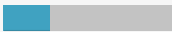



enhanced streetscape/  
crossings



4

transit facilities



Value		Percent	Responses
Option 1		55.6%	30
Option 2		27.8%	15
Option 3		53.7%	29
Option 4		66.7%	36
Other		5.6%	3

Urban Center: Meadowbrook/ Main Street



13. Looking at residential options, which images do you think may be most appropriate to accommodate within Highland Drive/Murray Holladay Road?



1 2 - 3 story apartments



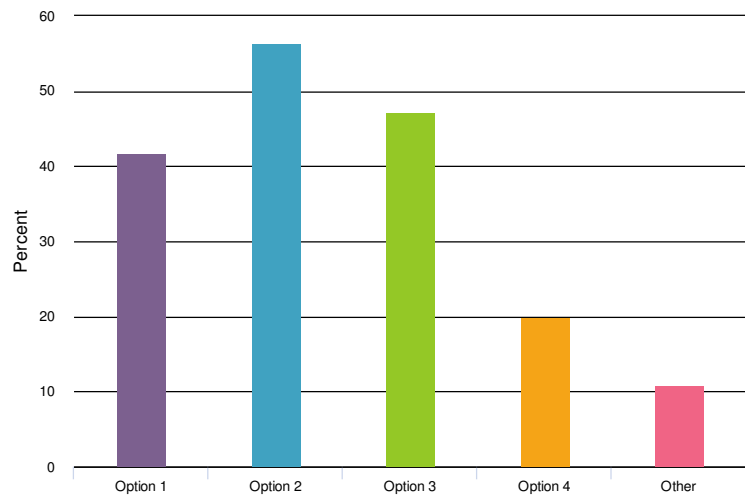
2 co-housing (private homes, shared amenities)



3 2 - 3 story townhomes



4 alley-loaded apartments/ townhomes



Value		Percent	Responses
Option 1	<div><div></div></div>	41.8%	23
Option 2	<div><div></div></div>	56.4%	31
Option 3	<div><div></div></div>	47.3%	26
Option 4	<div><div></div></div>	20.0%	11
Other	<div><div></div></div>	10.9%	6

13. Looking at retail/office options, which images do you think may be most appropriate to accommodate within Highland Drive/Murray Holladay Road?



1 medium-scale office



2 small-scale office

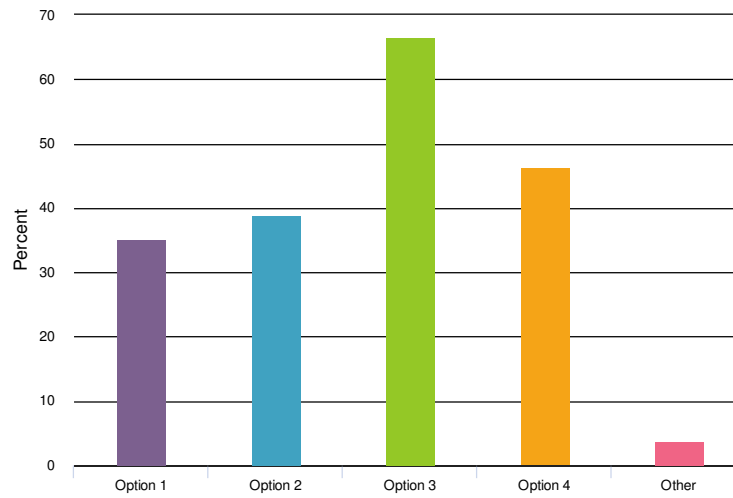







3 neighborhood retail



4 convenience retail





Value		Percent	Responses
Option 1		35.2%	19
Option 2		38.9%	21
Option 3		66.7%	36
Option 4		46.3%	25
Other		3.7%	2

13. Looking at civic/community amenity options, which images do you think may be most appropriate to accommodate within Highland Drive/Murray Holladay Road?



1

enhanced streetscape/crossings



2

bike lanes



3

enhanced bus service



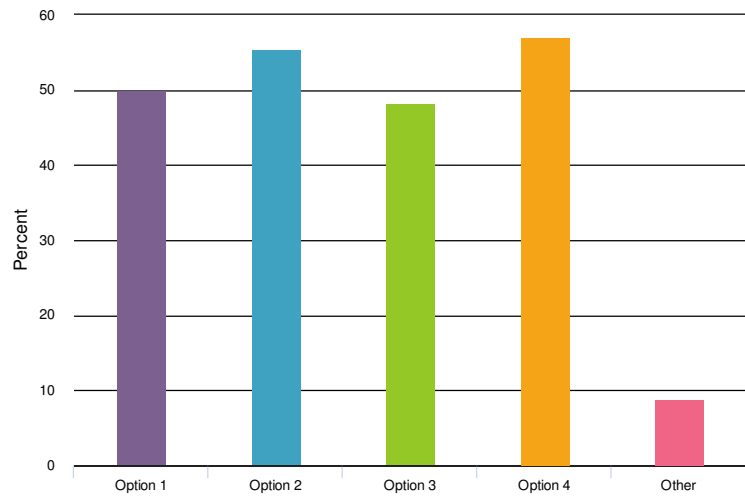
4

park/trail connections



5

signage/branding



Value		Percent	Responses
Option 1	<div><div></div></div>	50.0%	28
Option 2	<div><div></div></div>	55.4%	31
Option 3	<div><div></div></div>	48.2%	27
Option 4	<div><div></div></div>	57.1%	32
Other	<div><div></div></div>	8.9%	5