

POWELL STREET

IMPROVEMENTS PROJECT

COMMUNITY SURVEY

PRELIMINARY RESULTS

March 22, 2024

UNION  
SQUARE  
ALLIANCE

fieldoperations

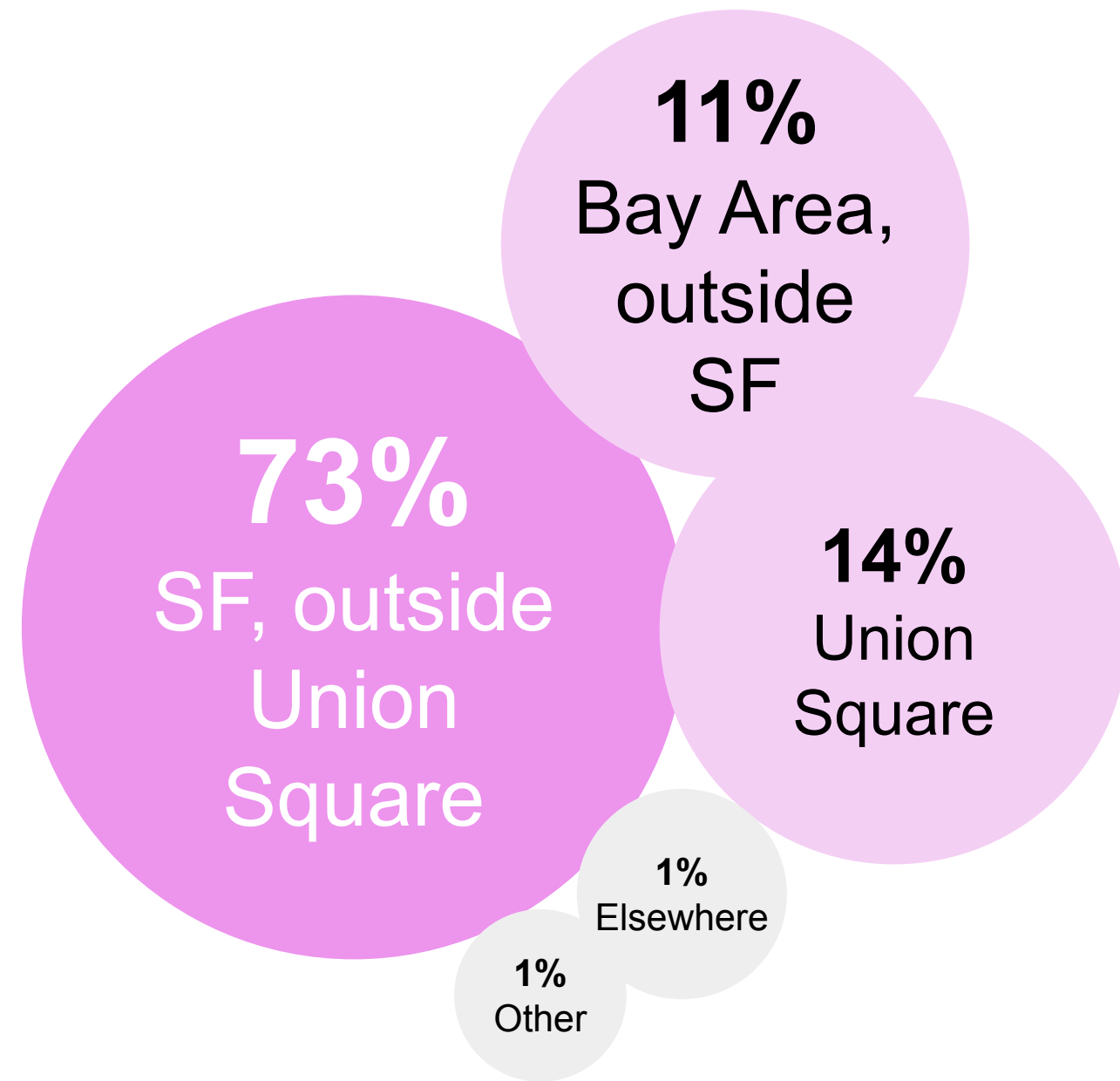
SITELAB urban studio



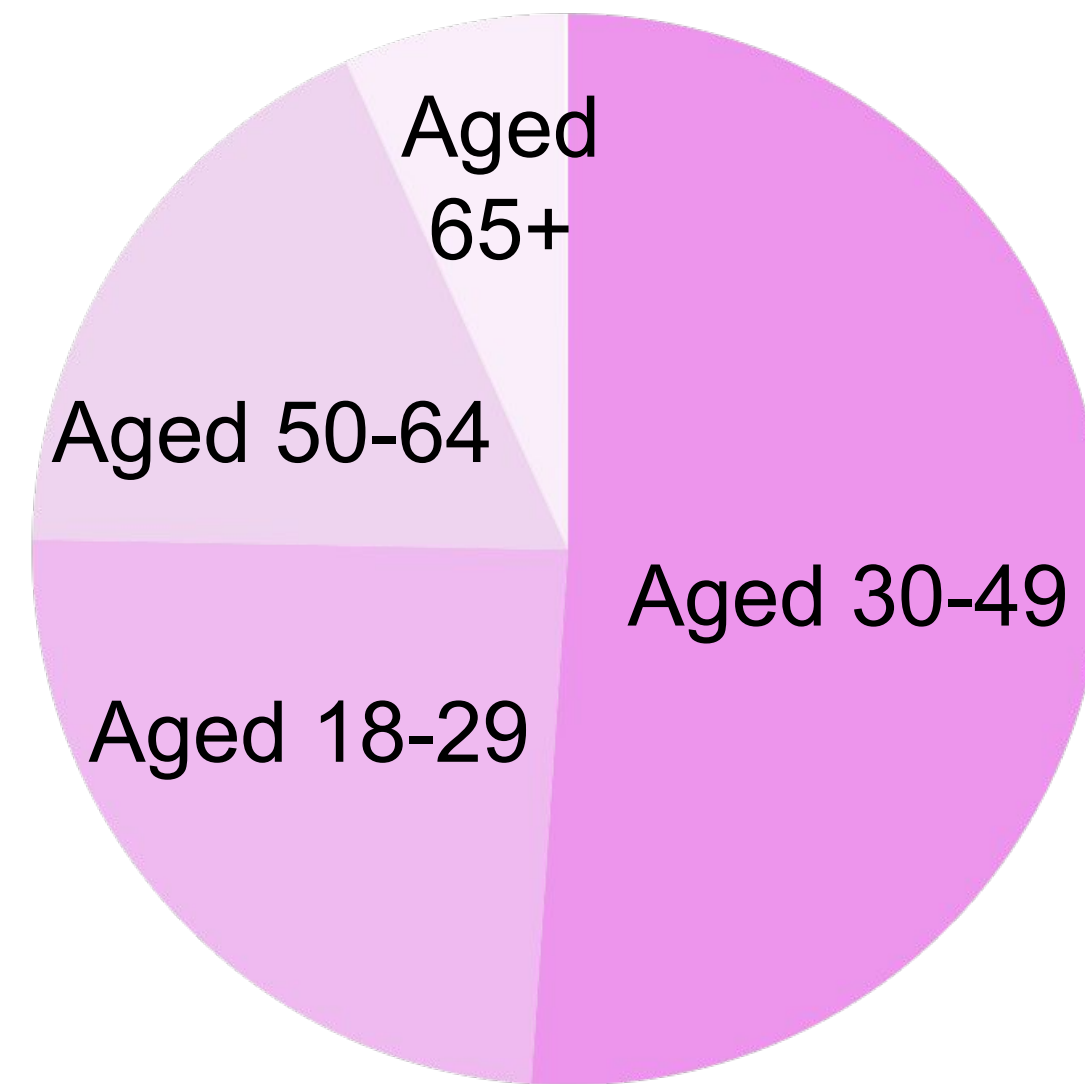
# Respondent Info

## *General Public*

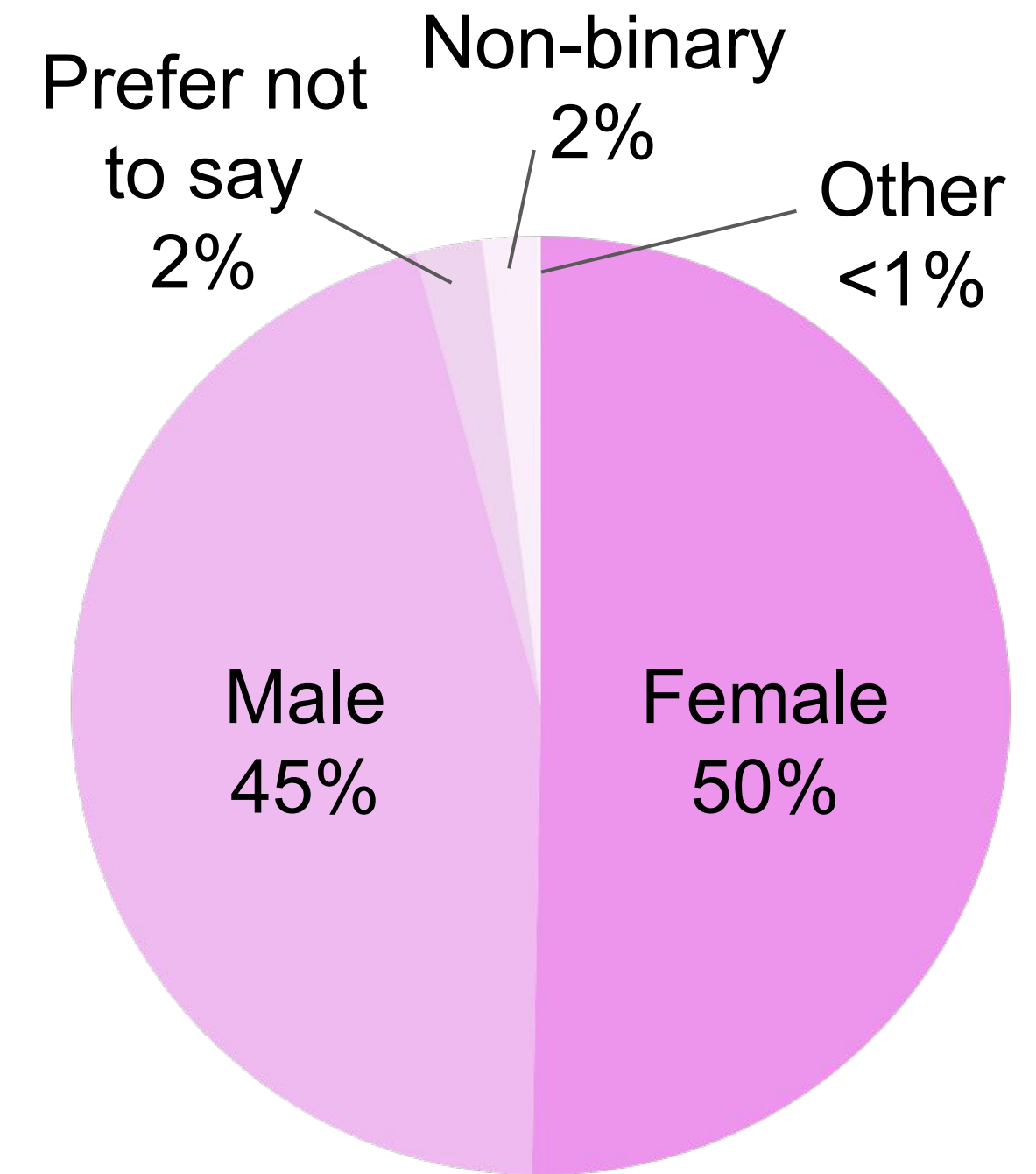
# 992 people responded to our survey



87% of respondents are SF Residents.



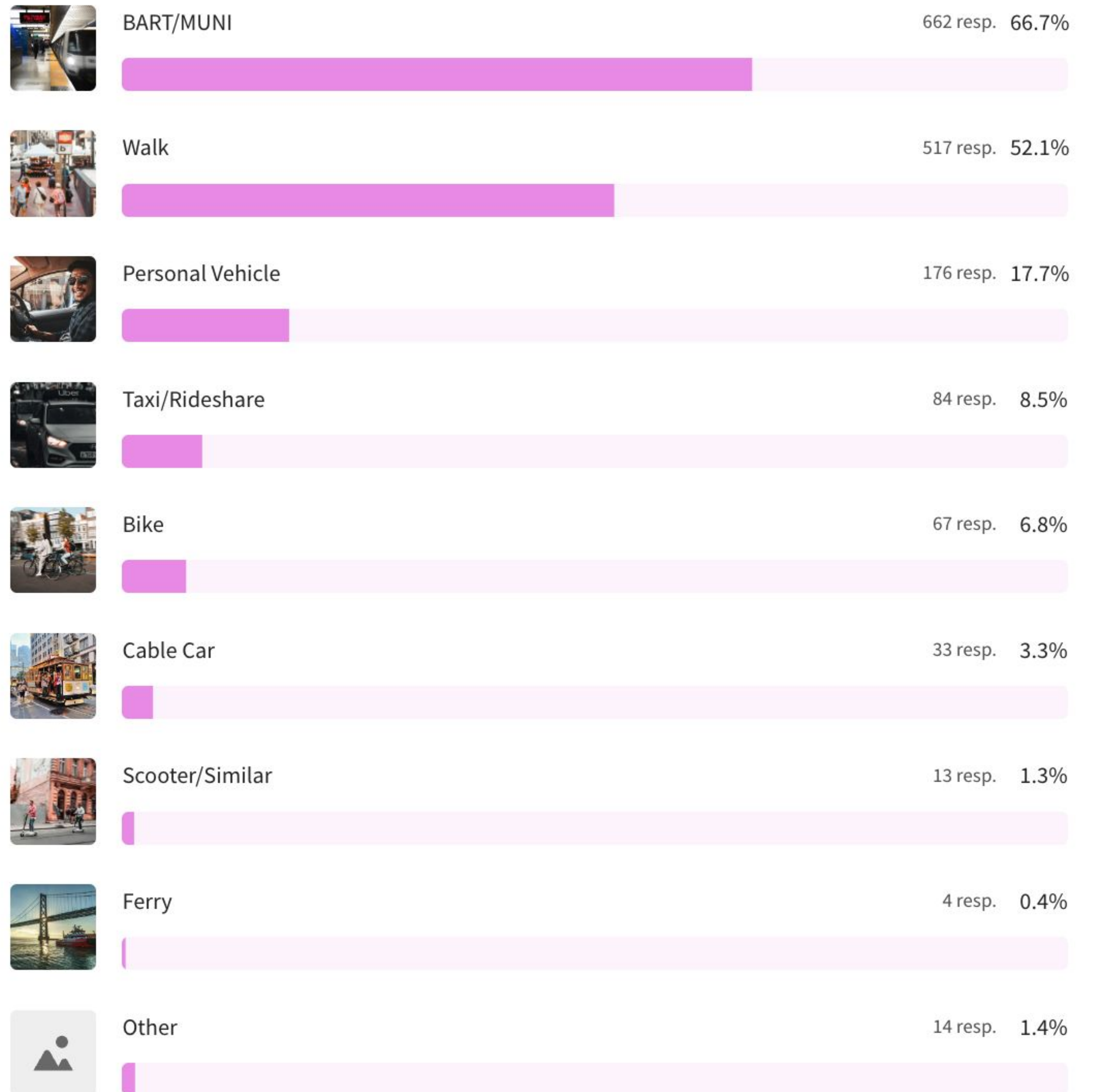
Over half of the public fall within the range of 30-49 years old.



Half of respondents identified as female, and nearly half as male.

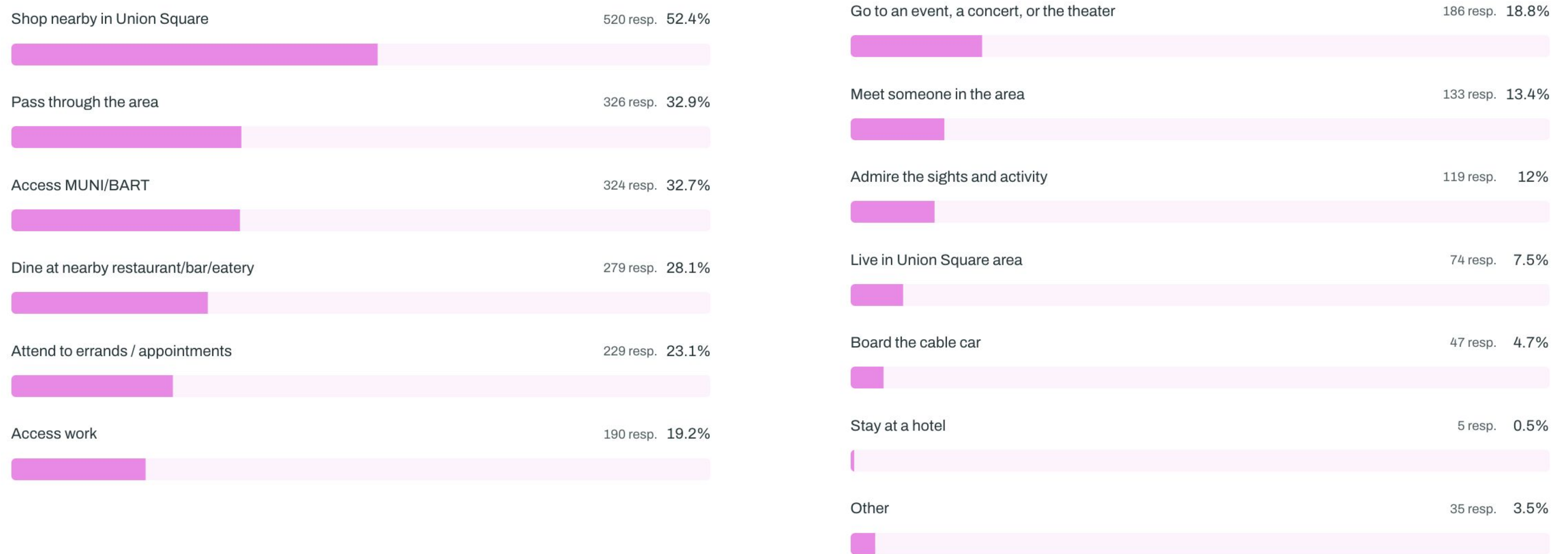
Most people arrive at Powell Street via **BART/MUNI** or by **walking**.

How do you usually get here?



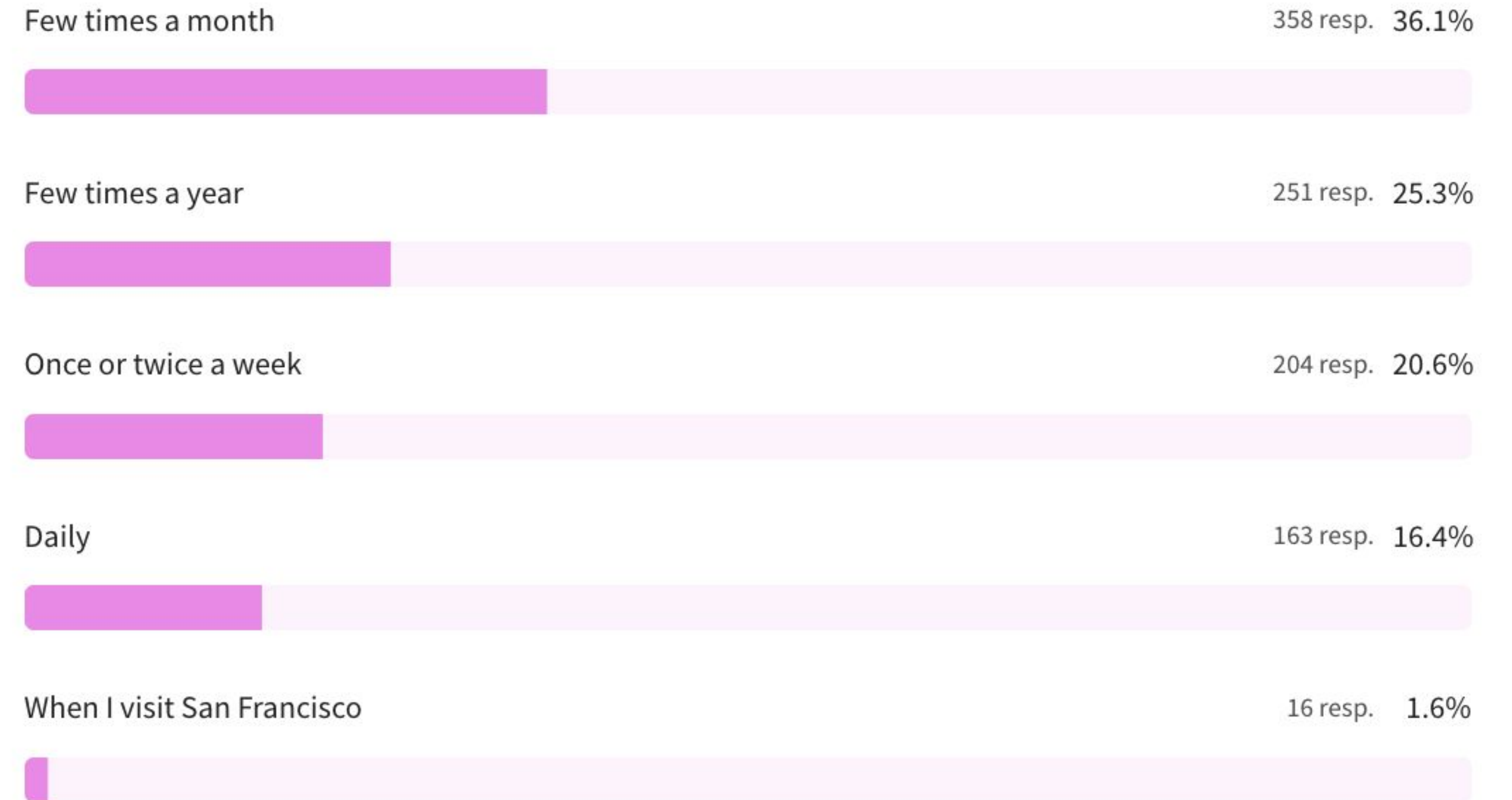
# Many come to Powell Street to shop nearby in Union Square, to pass through the area, and to access MUNI/BART.

*What are your typical reasons for visiting Powell Street?*



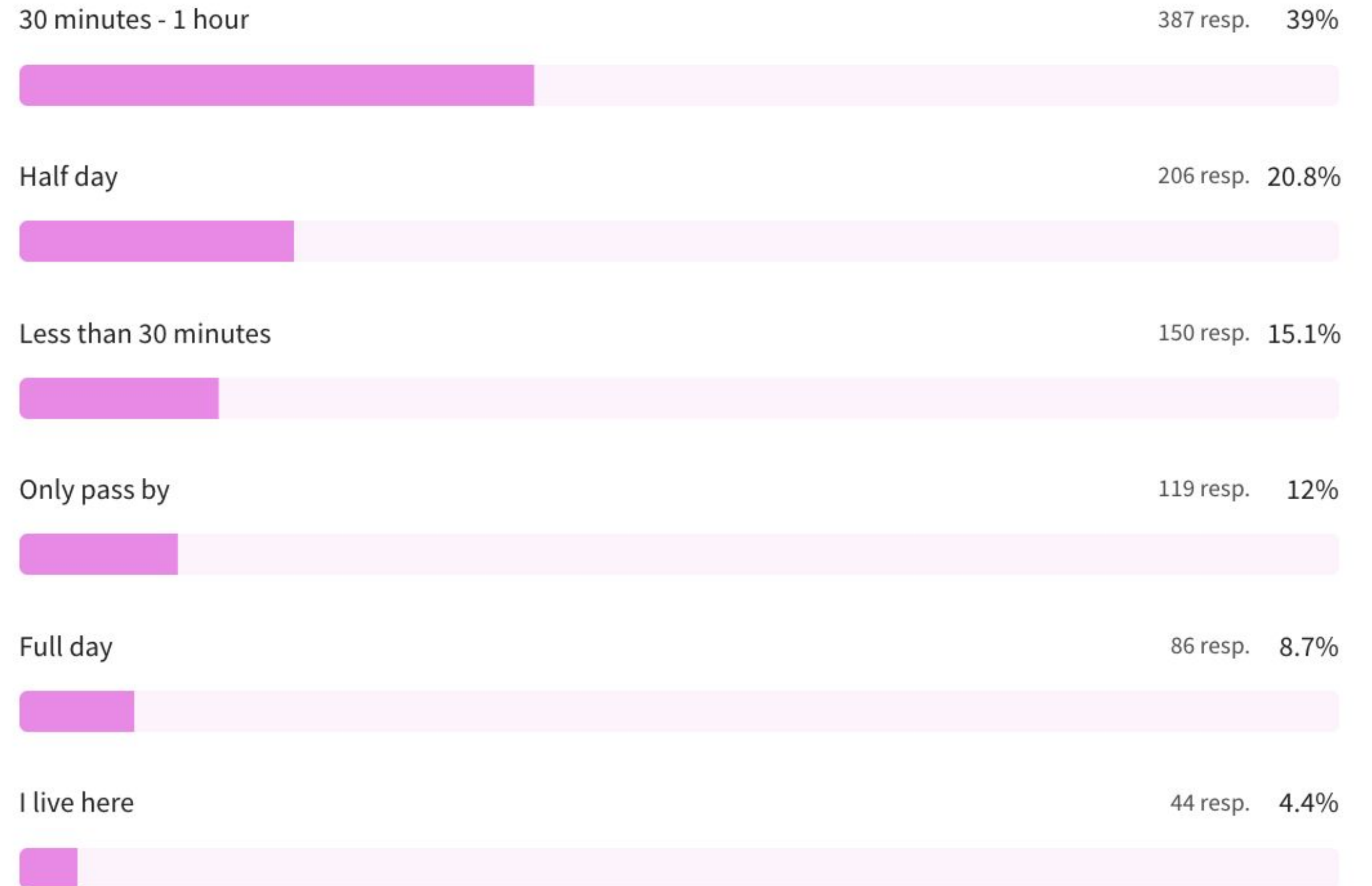
The frequency of visiting Powell Street varies among respondents, with **the majority visiting a few times a month.**

*How frequently do you come to Powell Street, between Market and Geary Street?*



The majority (66%) typically stay for **1 hour or less** in the Union Square area, while 29% will still stay **half day or longer**.

*How long do you typically stay in the Union Square area?*



# Perceptions

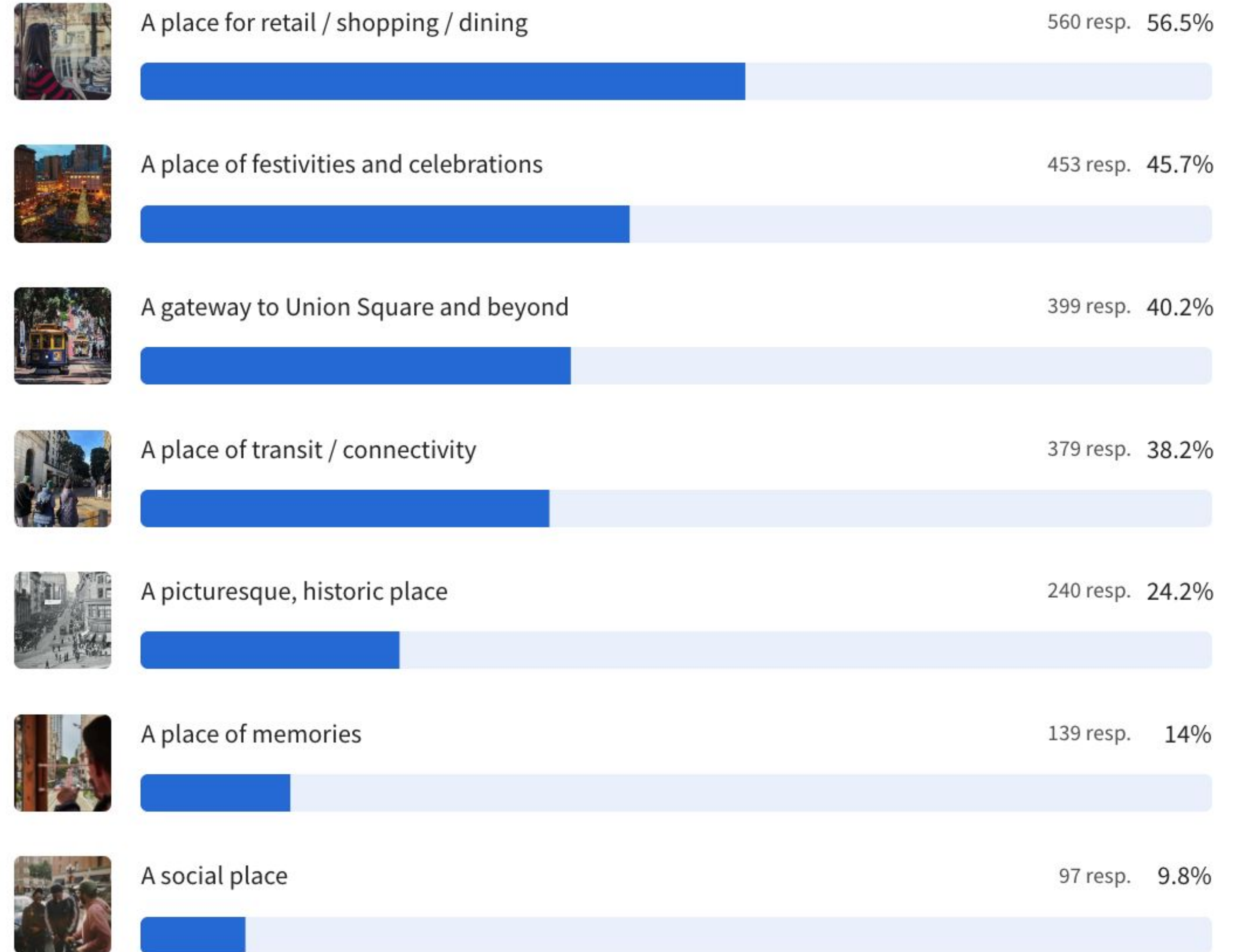
## *General Public*



Many see Powell as a place to gather for **retail, shopping, and dining, and festivities and celebrations.**

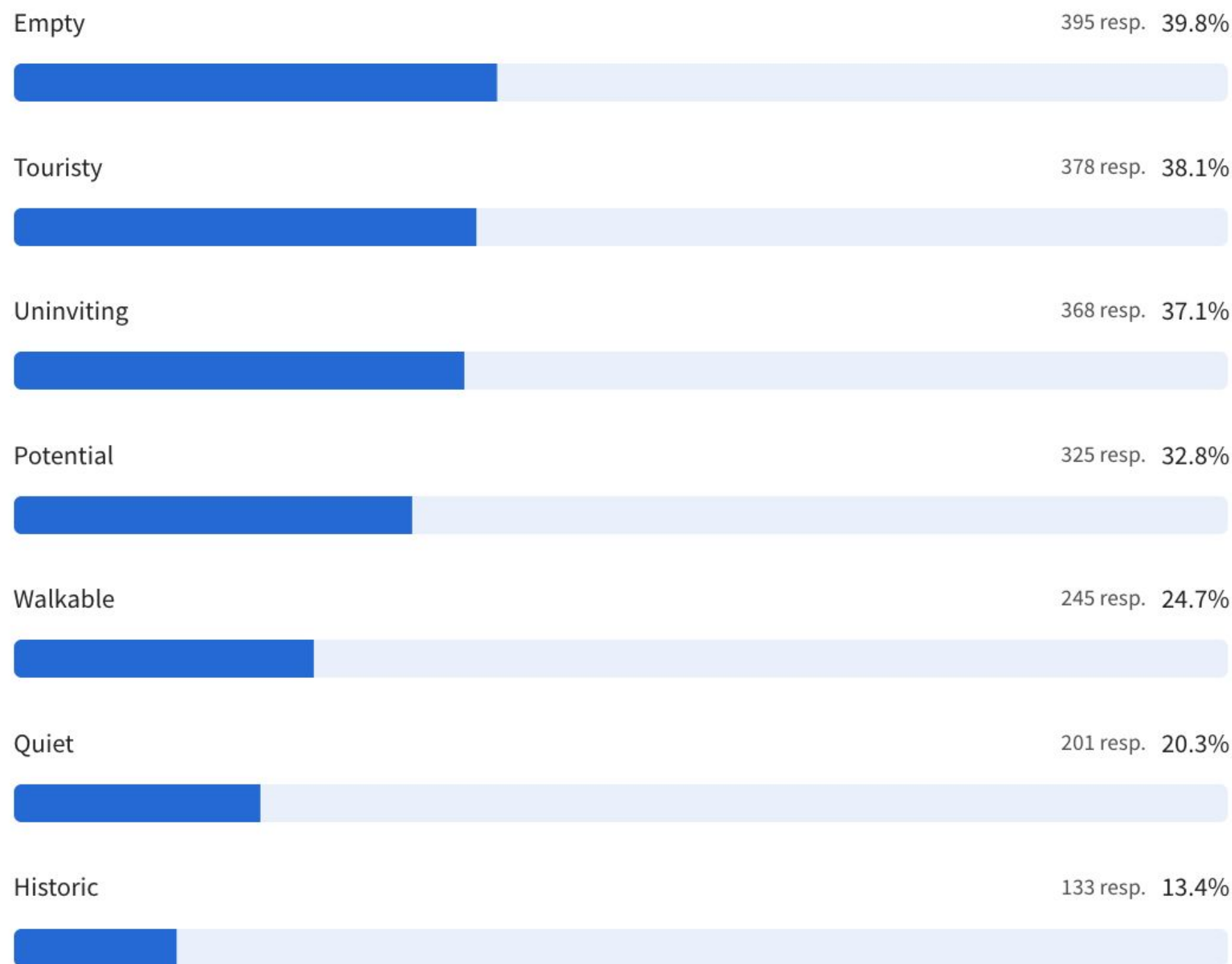
It's also seen as a **gateway to Union Square and beyond and a place of transit/connectivity.**

*What is Powell Street to you?*



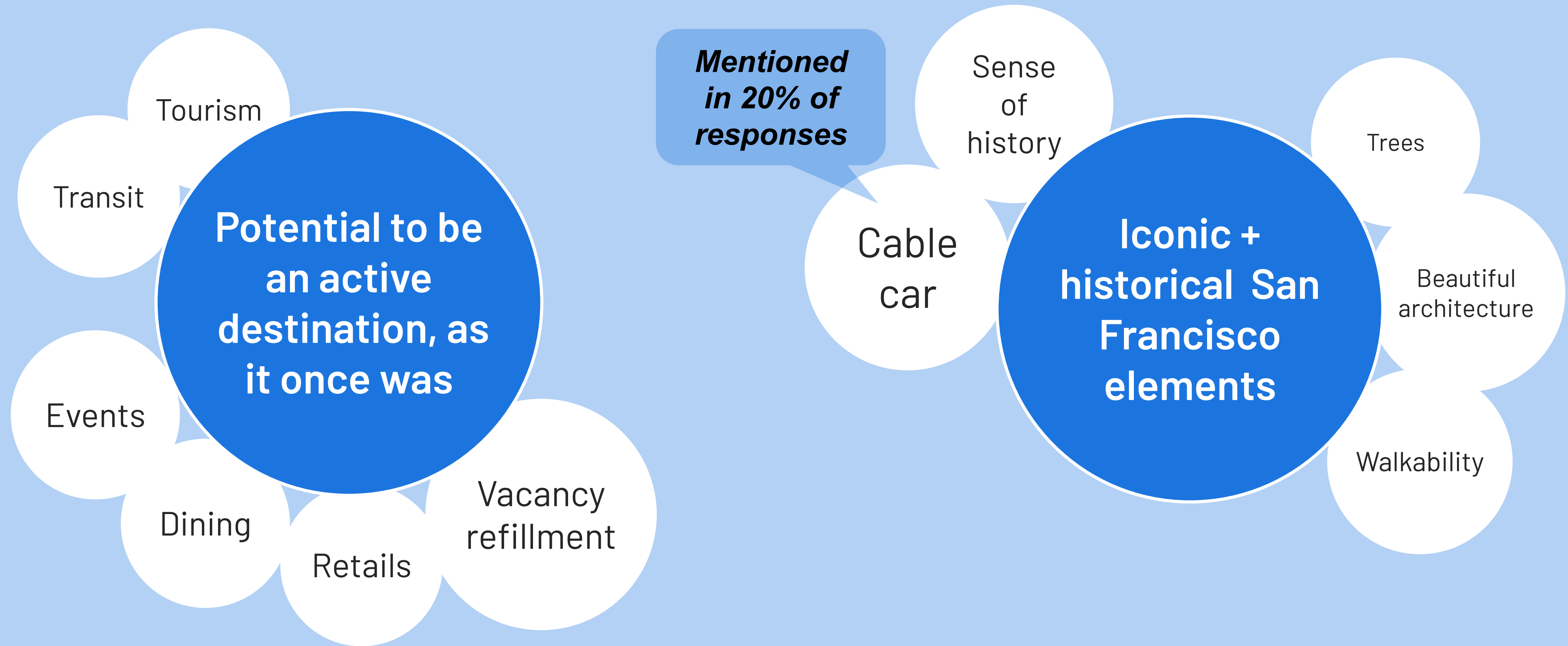
However, “**Empty**” and “**Uninviting**” are highly mentioned when describing Powell Street today, while also optimistically noting its a place attracting **tourists**, and its “**Potential**”.

*How would you describe Powell Street today?*



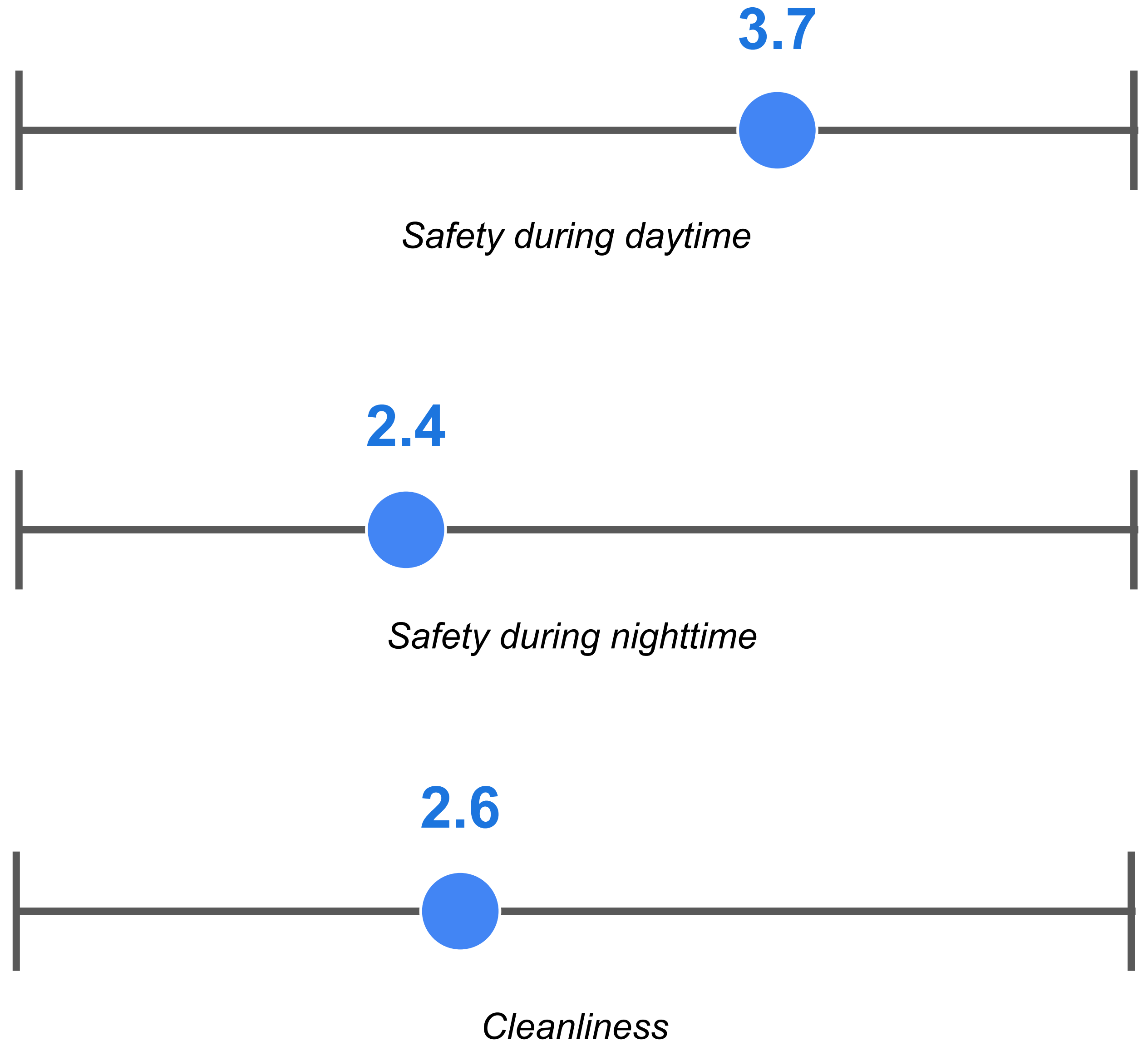
People are excited to see the **potential of this area to revitalize,** and elevate its **iconic and historic charm.**

*What excites you about Powell Street?*



The general public **feels relatively safe during the daytime**, and moderate about nighttime safety and cleanliness.

But we need to do better to bring vitality to the street.



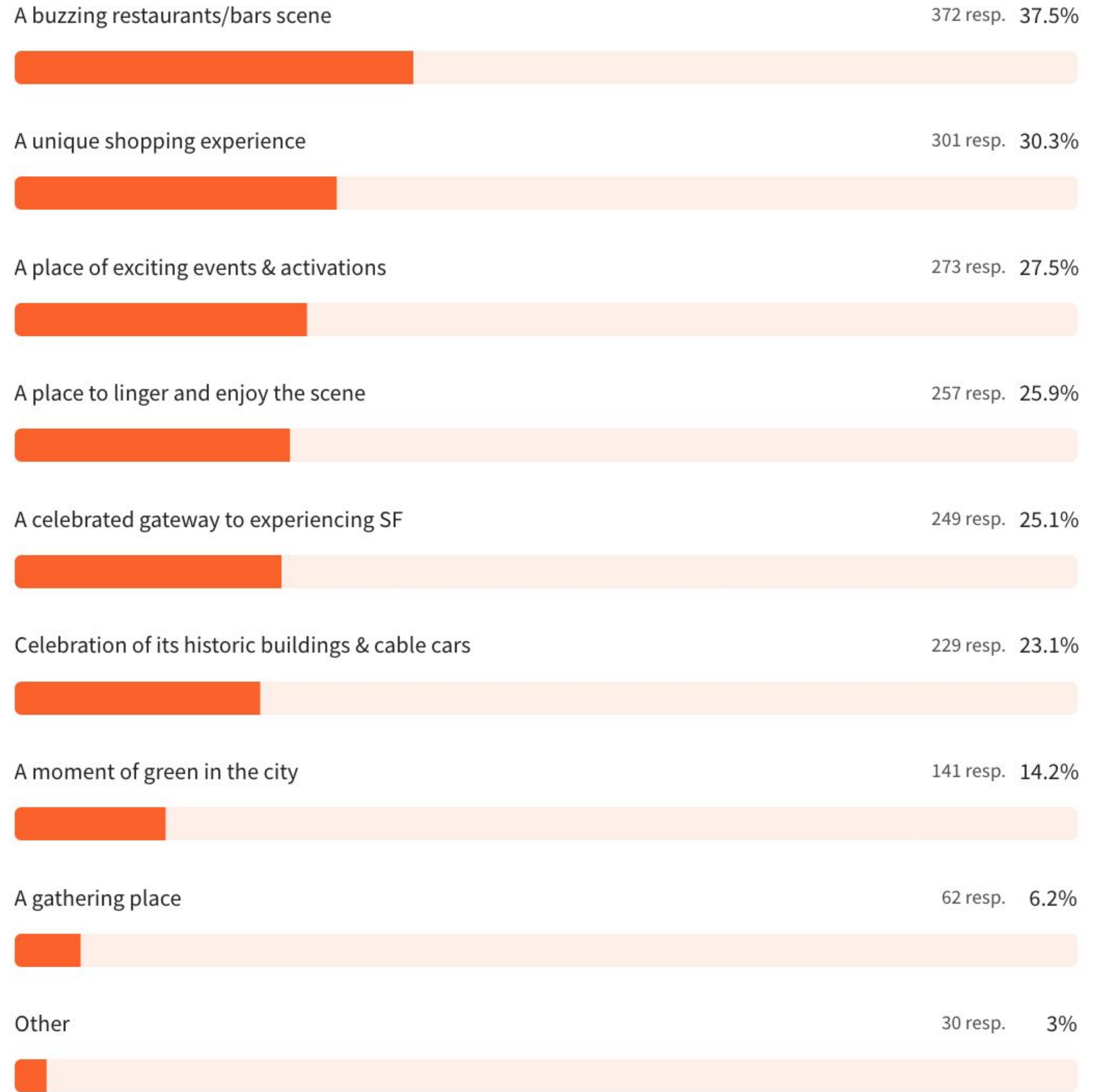
# Aspirations

## *General Public*

Many want Powell Street to be a **buzzing restaurants/bars scene**, a **unique shopping experience**, and a place of **exciting events & activations**

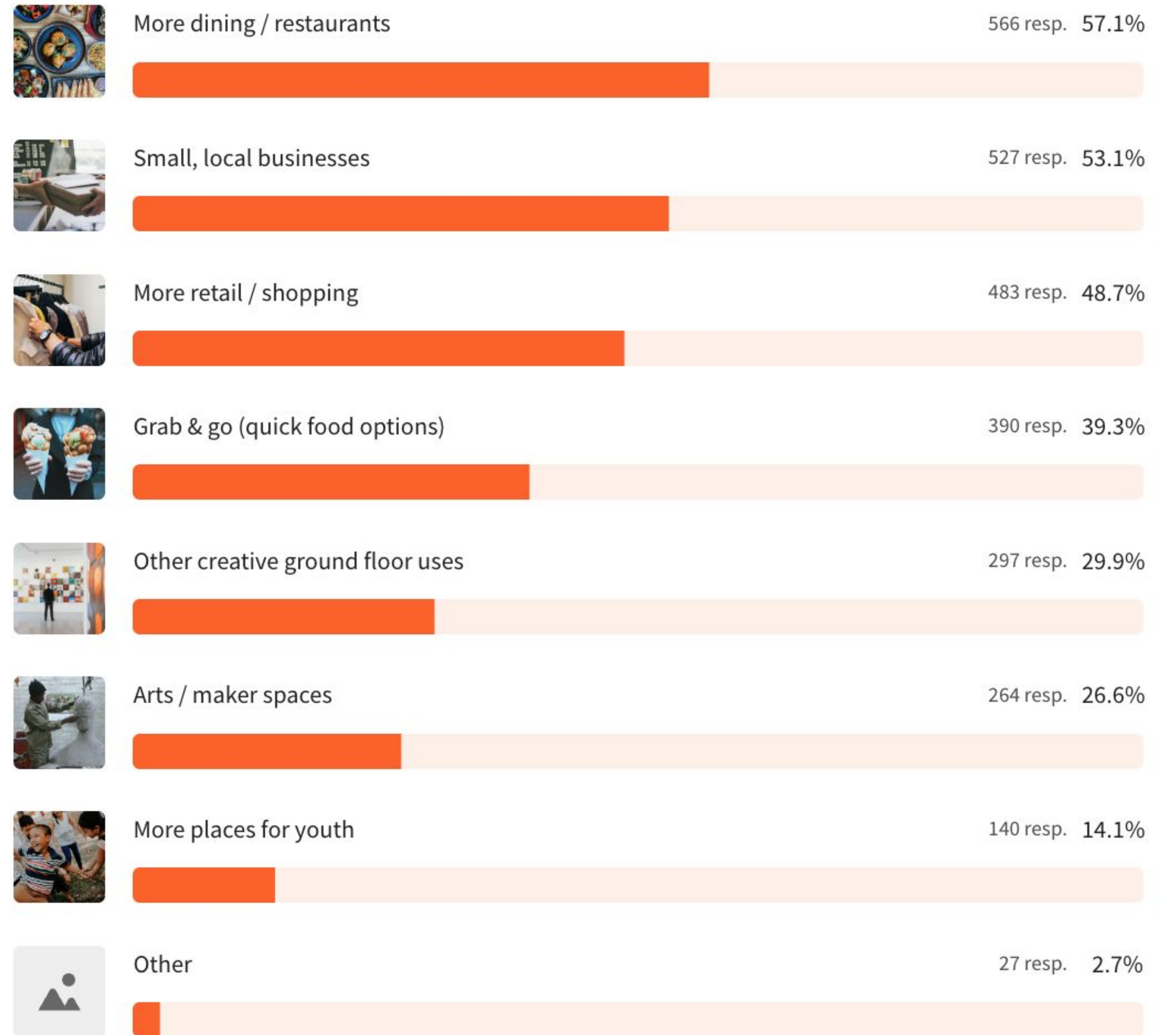
“A mix of all the above”

What should Powell Street be in the future?



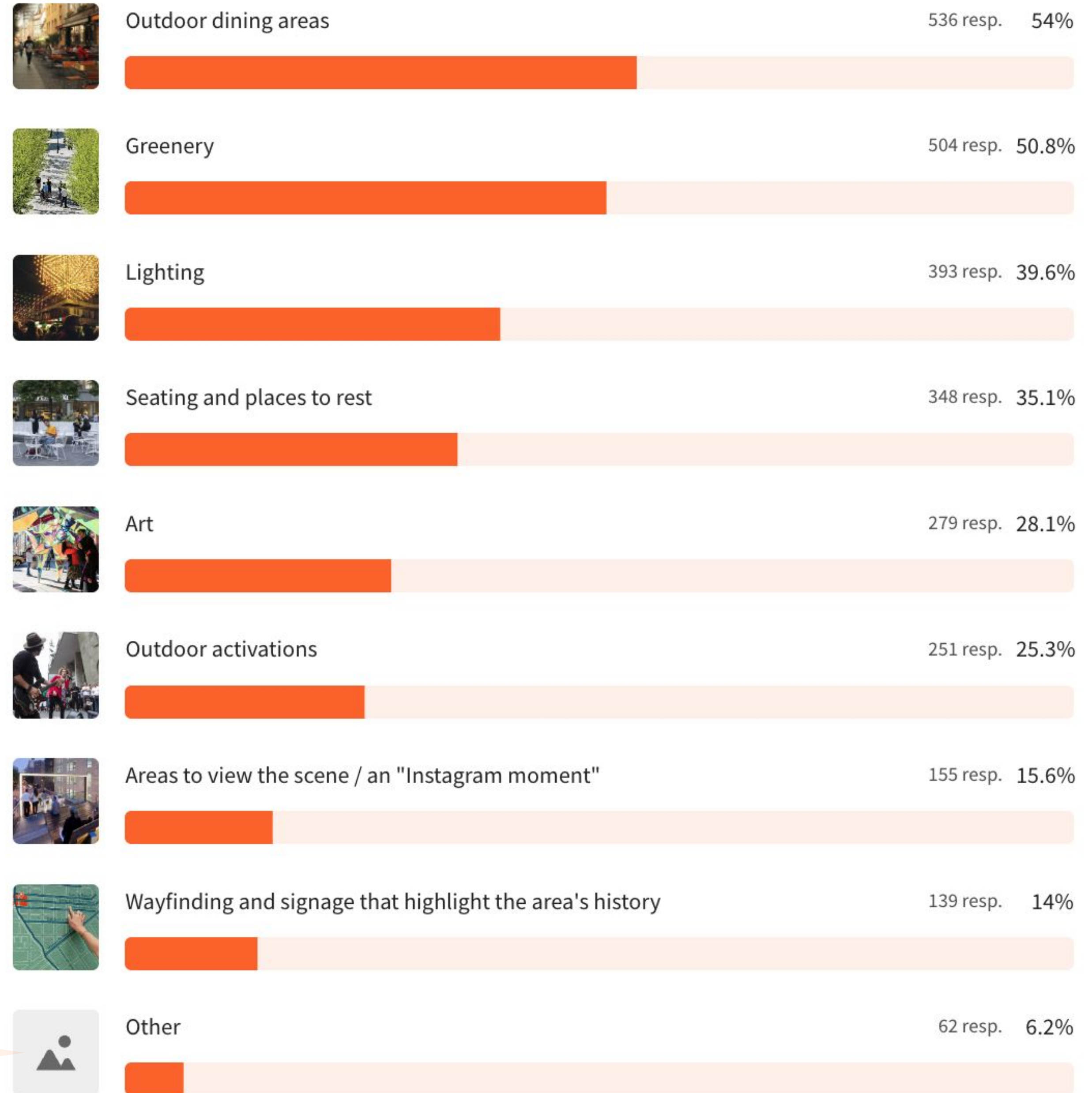
Similarly, many reinforced a desire for **more dining/ restaurants** as well as **small, local businesses** and **retail/shopping**

*What additional programs would you look forward to at Powell Street?*



Lighting, greening, and outdoor dining are the top improvements that the public wants to see.

What would be great to see at Powell Street?



“Refilled stores”

“A safe and clean place to walk through”



For final thoughts, many shared their expectations on narrating the story for both the locals and the tourists and a more appealing experience.

“More “third places” for people to mingle and hang out; free art/galleries/events to **bring people off the streets and then entice to stay longer/explore**”

“It’s a really great opportunity to **upgrade cable car experiences.**”

“**Focus on local artist and brands!**”

“It should be a beautiful, comfortable/safe and social place for **locals** to hang out in. As well as a place for **tourists** to sightsee and learn about the history of sf.”

“Prioritize **foot traffic** and turn the streets into bike lanes. **De-prioritize the cars** running through the area.”

“**Bring Powell St back for San Franciscans**”

“Theater/music/poetry festivals!”

“There’s a lot of potential here!! **supporting small business retail** with lower rents should be a priority too!”