



COTTONWOOD HEIGHTS

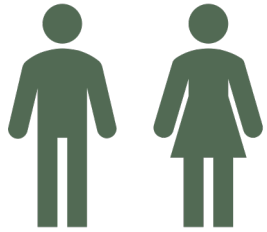
2023 HOUSING PRIORITIES SURVEY



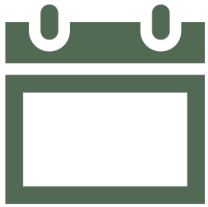
1. While the majority of residents give above-average ratings to trails and open spaces and commercial business options in the city, *approximately 1-in-3 residents report that walkability (35%), public transit (32%), and affordable housing options (40%) are each in need of improvement.*
2. Of all the types of housing that could be added to Cottonwood Heights, *residents are most enthusiastic about adding traditional single-family housing, followed by condensed lot single-family housing and townhomes.* Condominiums and apartment buildings are the least popular housing development options.
3. When asked about potential locations for new multi-family housing development, *residents cite the need to keep developments close to commercial areas and away from the canyons and existing single-family neighborhoods* to reduce the potential for traffic congestion and reduced property values.
4. With that said, when presented with potential complete packages for housing developments, *residents naturally gravitate to developments with mixed housing and recreation uses rather than business uses. They also strongly prefer developments built within existing low-density neighborhoods to those built in commercial or undeveloped areas of the city.*
5. Although residents are divided about a lot of housing-related issues, *the two priorities with the most consensus are planning for development of small, walkable neighborhood commercial centers and spreading new development throughout the city,* rather than concentrating it in high traffic areas of the city.

RESULTS AT A GLANCE

SURVEY METHODOLOGY



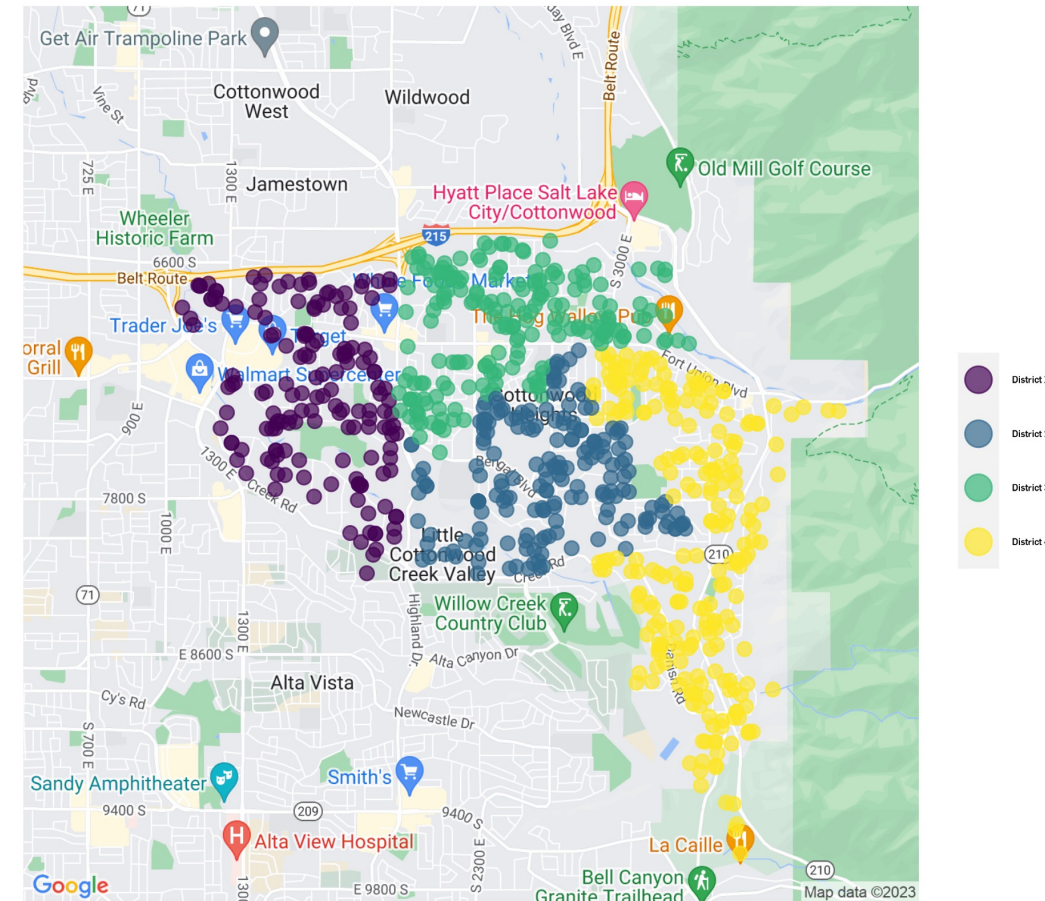
782 Cottonwood Heights residents, the data were weighted with regard to age, gender, home ownership, and race to reflect the demographic composition of CH as a whole.



Survey fielded from February 7- March 8, 2023. Surveys were administered online, and sampled residents were contacted via mailed postcard, email, and text message



The margin of error for this survey is ± 4.2 percentage points



2022 SURVEY OVERVIEW

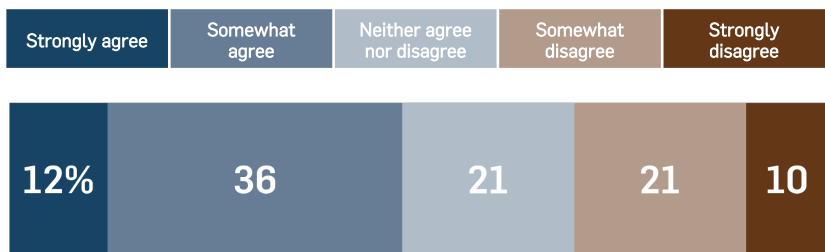


When asked about the **most important issues** facing Cottonwood Heights today, residents reported that **traffic, managing growth, and housing density** were among their top concerns. In addition to these concerns, residents cited **water conservation** as an important issue for the future.



To what extent do you agree or disagree with the following statements about Cottonwood Heights?

Cottonwood Heights is growing and developing in a positive way.



Overall, I am happy with the affordability of housing options in Cottonwood Heights.



In your opinion, which of the following features are most needed in Cottonwood Heights? (n = 752)

Small shopping center	41%
Mixed-use developments	27%
Single family homes with large yards	26%
Single family homes with shared open space	23%
Accessory Dwelling Units	22%
Townhomes with individual yards	20%



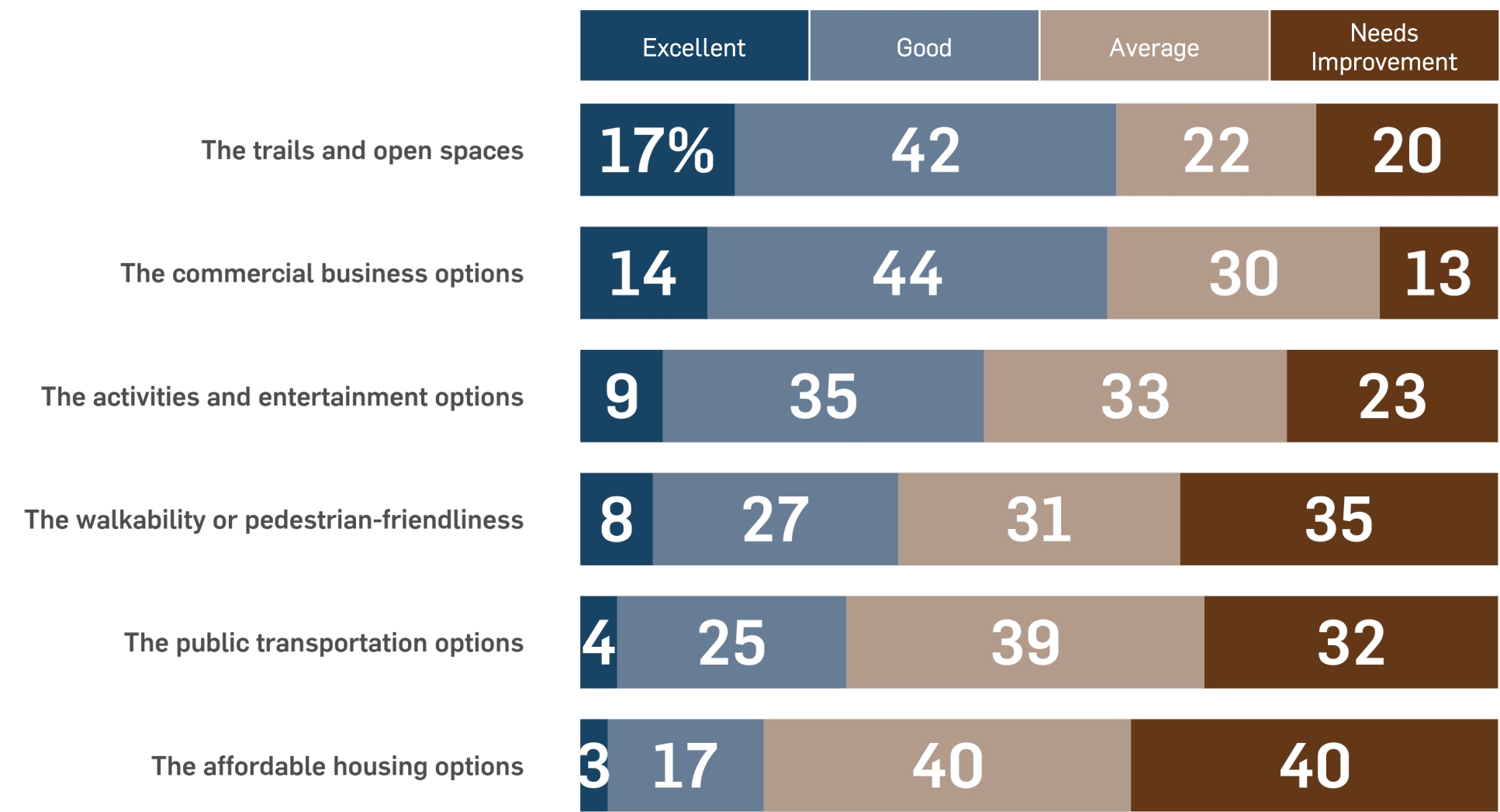
Thinking about planning for the future of Cottonwood Heights and the aspects of the community you live in, how important are each of the following potential priorities to you personally? (top2box)

Preserving the skyline and neighborhood views	94%
Having a place for my children/family to live in the community	82%
Making communities more walkable	89%
Providing affordable housing	73%

CURRENT DEVELOPMENT EVALUATIONS

RESIDENTS SEE NEED TO IMPROVE HOUSING, TRANSIT, & WALKABILITY

While the majority of residents give above-average ratings to trails and open spaces and commercial business options in the city, approximately 1-in-3 residents report that walkability (35%), public transit (32%), and affordable housing options (40%) are each in need of improvement.



Homeowners are less likely than renters to give above-average ratings to trails and open spaces. Renters, however are more likely to report that affordable housing needs improvement.

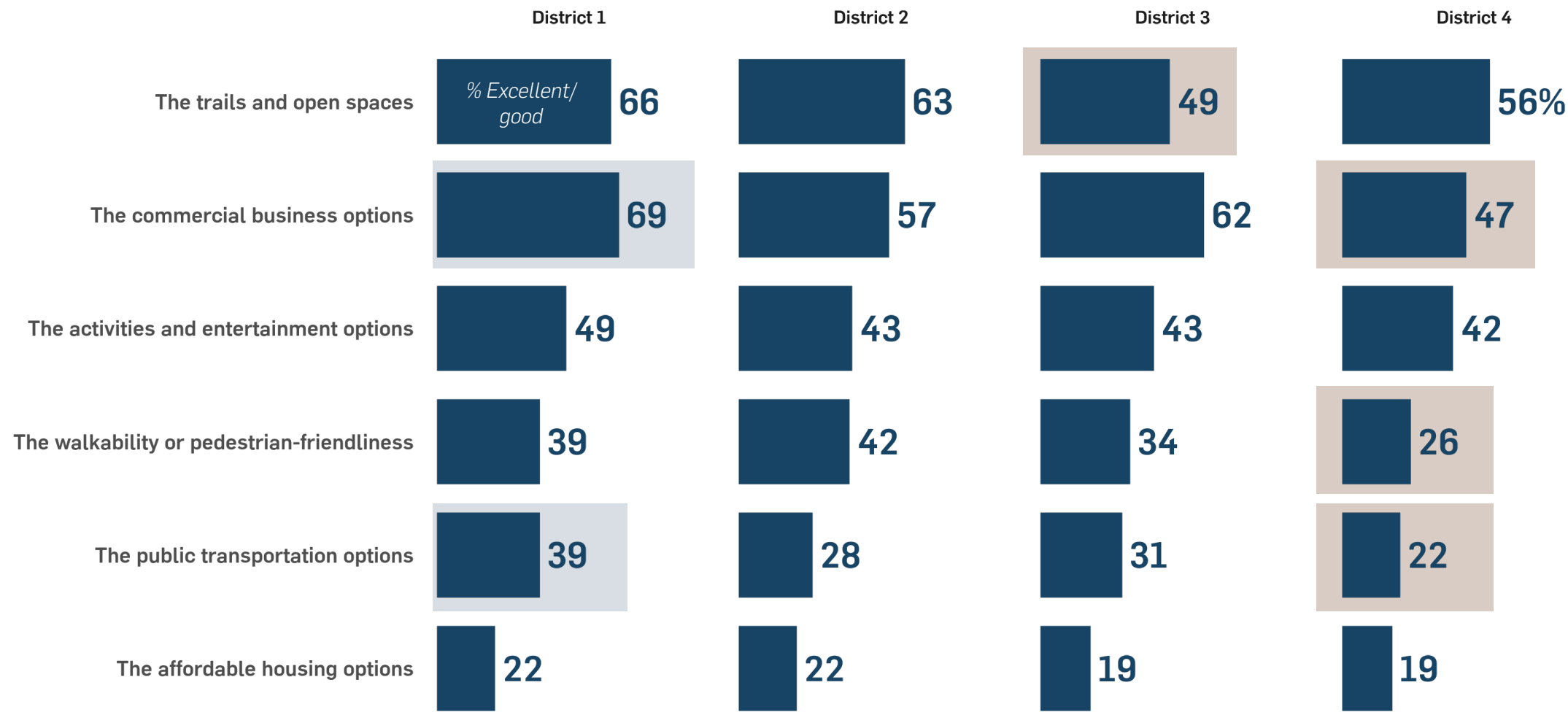


The highest income group (150k+) report the lowest satisfaction with activities and entertainment (36%), walkability (23%), and trails and open spaces (50%)

Q: How would you rate each of the following aspects of Cottonwood Heights? (n = 739 -751)

RATINGS VARY BY DISTRICT

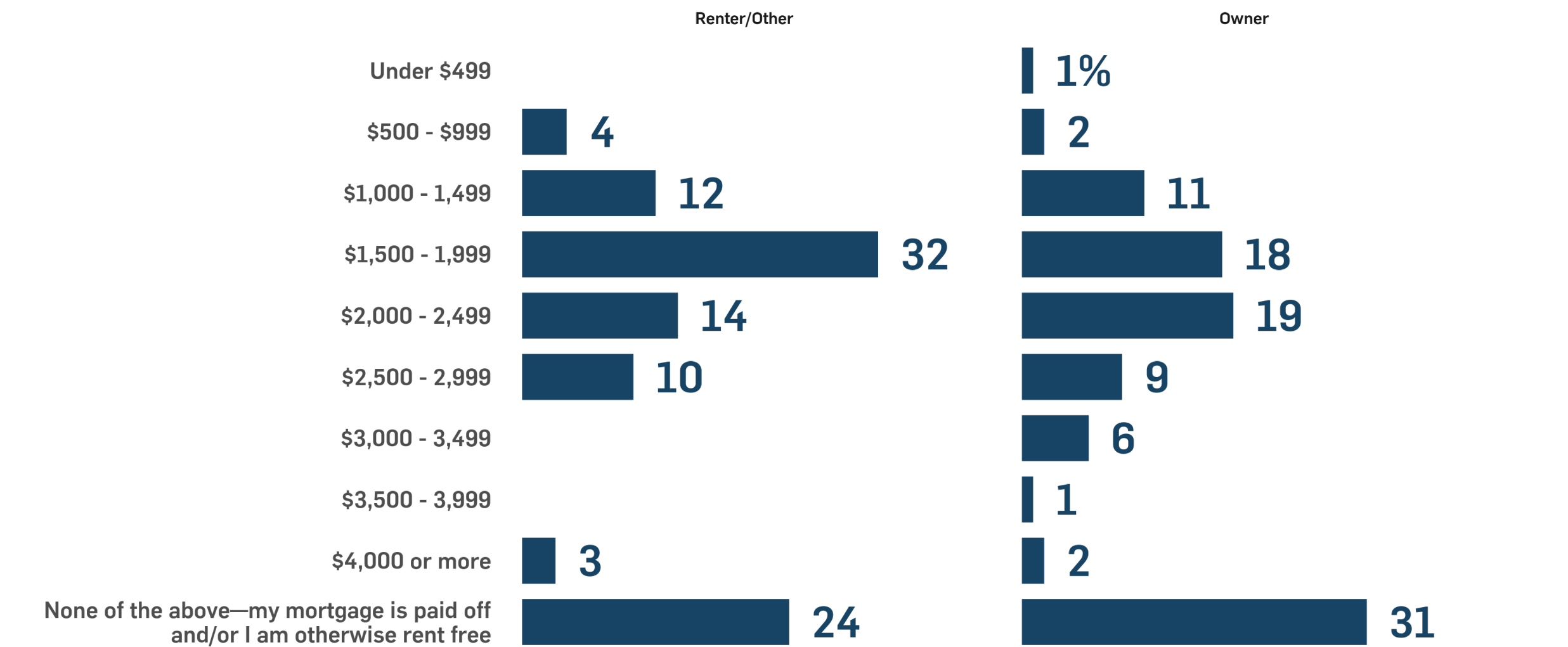
Compared to other districts, residents in District 1 report the highest ratings overall, particularly with commercial business and public transport options. Residents in District 4 report some of the lowest ratings, particularly for commercial business, walkability, and public transit. Residents in District 3 report particularly low satisfaction with trails and open spaces in the city.



Q: How would you rate each of the following aspects of Cottonwood Heights? (n = 739 -751)

MEDIAN RENT IS \$1500-1999; MORTGAGE SKEWS SLIGHTLY HIGHER

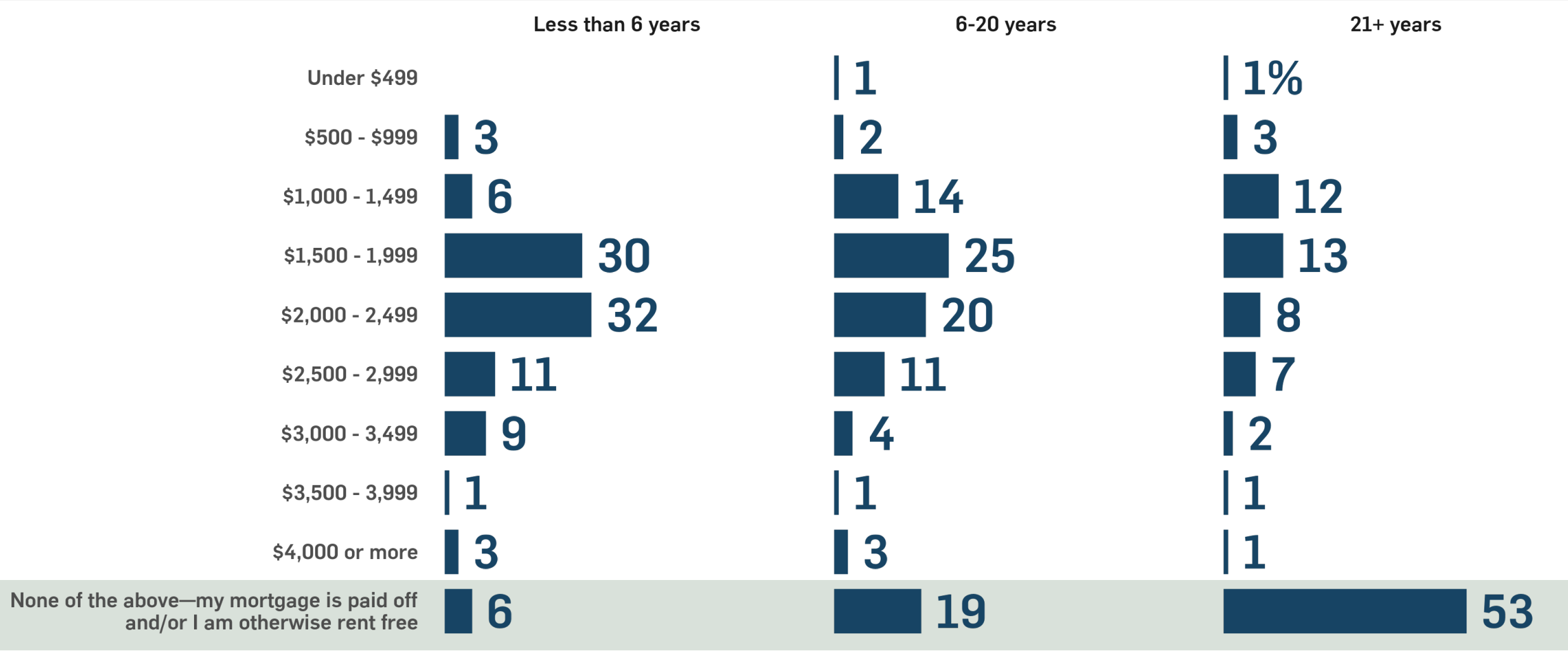
While monthly housing costs vary across residents, a plurality of renters (32%) report paying between \$1500-1999 a month. A plurality of homeowners (31%) report that their mortgage is already paid off. Among those who haven't yet paid off their mortgage, most pay between \$1500-\$2499 a month.



Q: Thinking about your monthly rent or mortgage payment, approximately how much does your household pay per month for your housing in Cottonwood Heights? (n = 733)

OVER HALF OF LONG-TIME RESIDENTS HAVE PAID OFF THEIR MORTGAGE

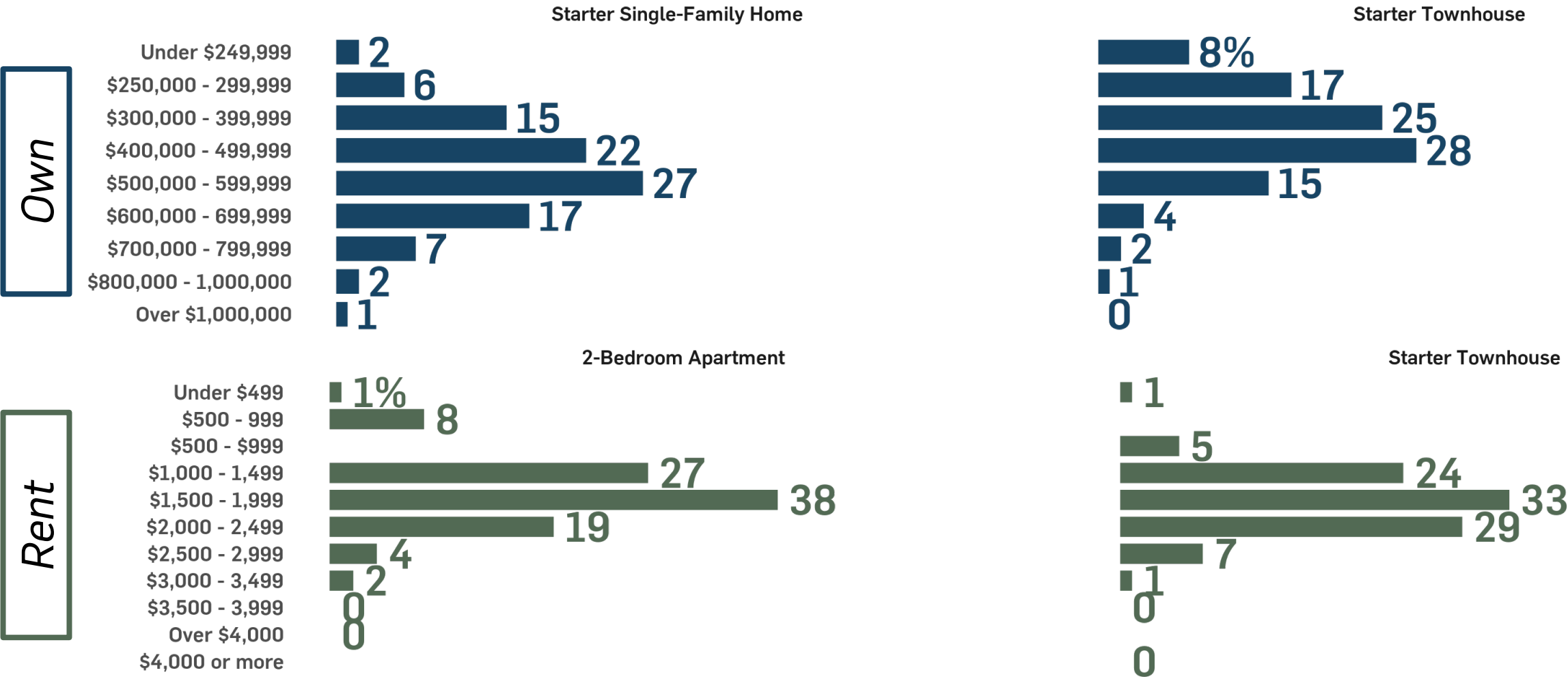
Monthly housing costs vary by time spent in the city. Newer move-ins to Cottonwood Heights spend more per month for housing on average than longer time residents. Residents who have lived in the city for 21 or more years report lower monthly payments on average and over half say they have already paid off their mortgage or are otherwise rent free.



Q: Thinking about your monthly rent or mortgage payment, approximately how much does your household pay per month for your housing in Cottonwood Heights? (n = 733)

HIGH EXPECTED COSTS FOR HOUSING IN COTTONWOOD HEIGHTS

On average, residents expect to pay between \$400k-600k for a starter single family home in Cottonwood Heights. The average expected cost for a starter townhome is slightly lower, at \$300k-500k. Most residents expect to pay about the same price (around \$1,000 – 2,500 per month) for a two-bedroom apartment or starter townhouse.



Q: How much would you expect to pay to [OWN/RENT] a [HOUSETYPE] in Cottonwood Heights? (n = 711-723)

EXPECTATIONS FOR HOUSING COSTS DIFFER FOR RESIDENT SUBGROUPS

While housing cost estimates follow similar patterns across different subgroups of the population, certain groups tend to estimate higher costs than others on average than others. Groups that estimate the highest costs for housing are renters, new move-ins, and residents in Districts 2 and 4.



Compared to renters, homeowners estimate lower monthly payments on average for owning a starter home. Homeowners and renters estimate similar monthly figures for rental housing.



Lower income residents (under 75k) estimate lower monthly rent on average than higher income residents.



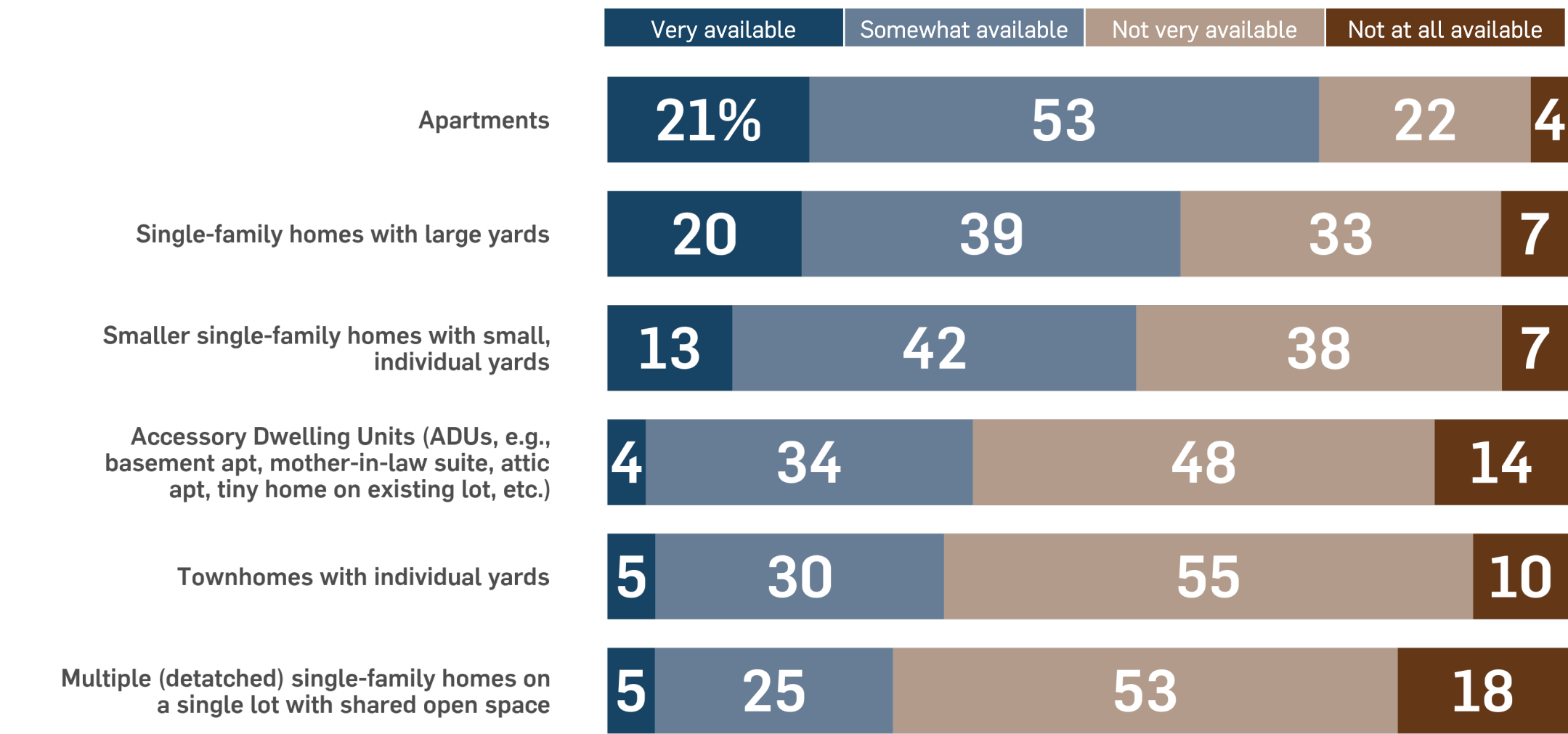
Compared to older time residents, those that have lived in Cottonwood Heights for 5 years or less estimate higher monthly payments on average for owning a starter single family home and renting an apartment. Both groups estimate similar figures for renting and owning a townhome.



Residents in Districts 1 and 3 estimate slightly lower rental and house prices on average than residents in Districts 2 and 4.

APARTMENTS & SINGLE FAMILY WITH YARDS MOST AVAILABLE IN C.H.

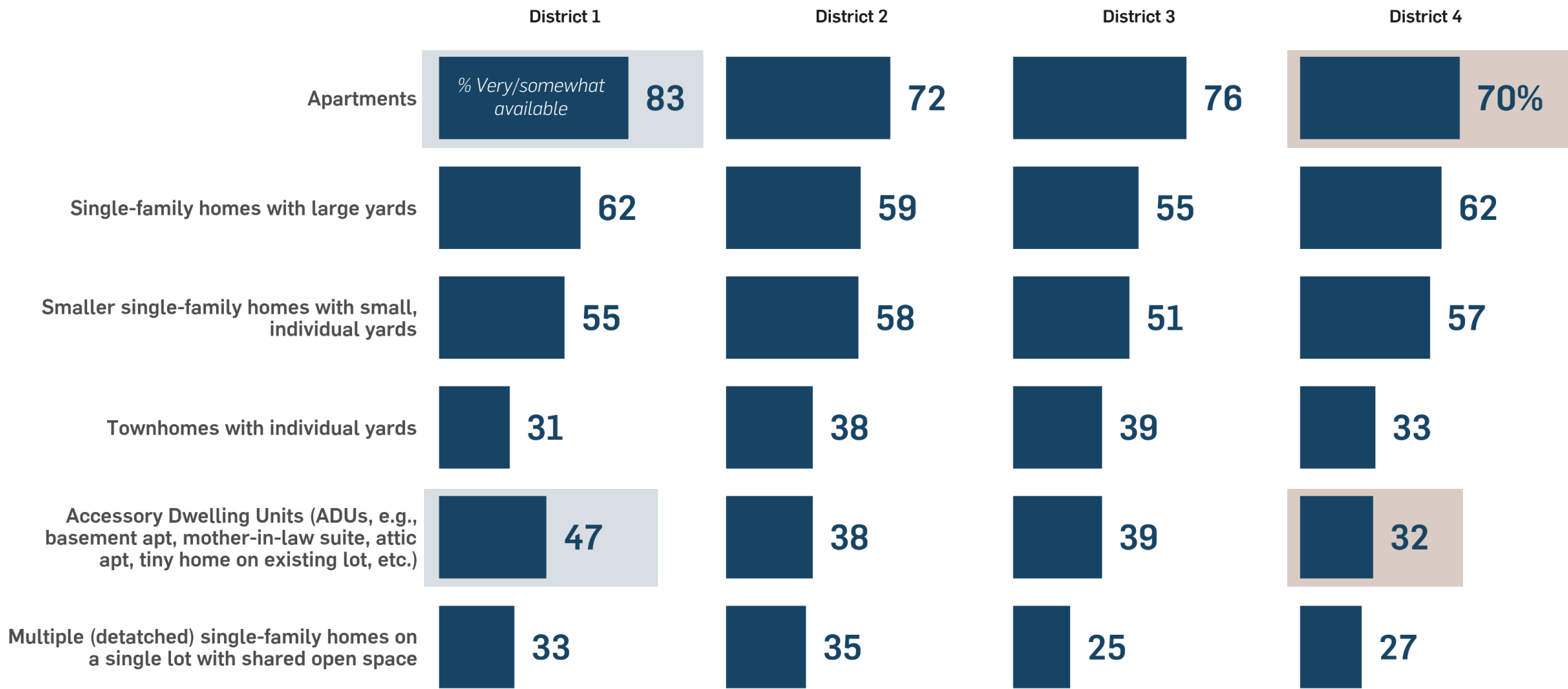
When it comes to the current housing stock in the city, apartments and single-family homes are the housing type considered by residents to be most widely available in the city. By comparison, ADUs, townhomes, and single-family homes with shared open space are considered relatively less common.



Q: In your opinion, how available are each of the following types of housing options in Cottonwood Heights? (n=654-663)

AVAILABILITY OF HOUSING TYPES VARIES BY GEOGRAPHY

Availability of higher density housing options varies by region of the city. Residents are more likely to identify apartments and ADUs as being at least somewhat available in District 1, rather than other parts of the city, particularly District 4.

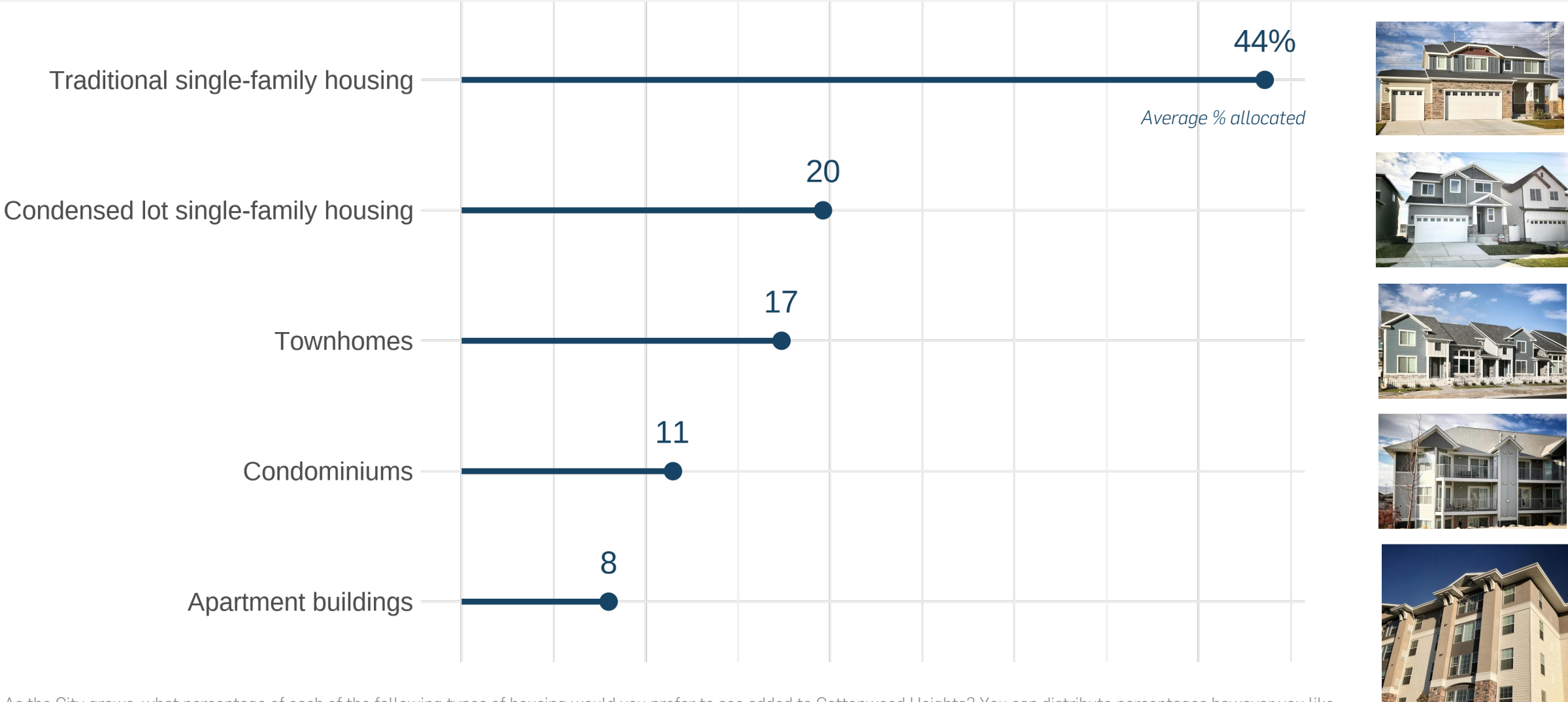


Q: In your opinion, how available are each of the following types of housing options in Cottonwood Heights? (n=654-663)

PRIORITIES & PREFERENCES

RESIDENTS WOULD PREFER ADDITIONAL SINGLE-FAMILY HOUSING

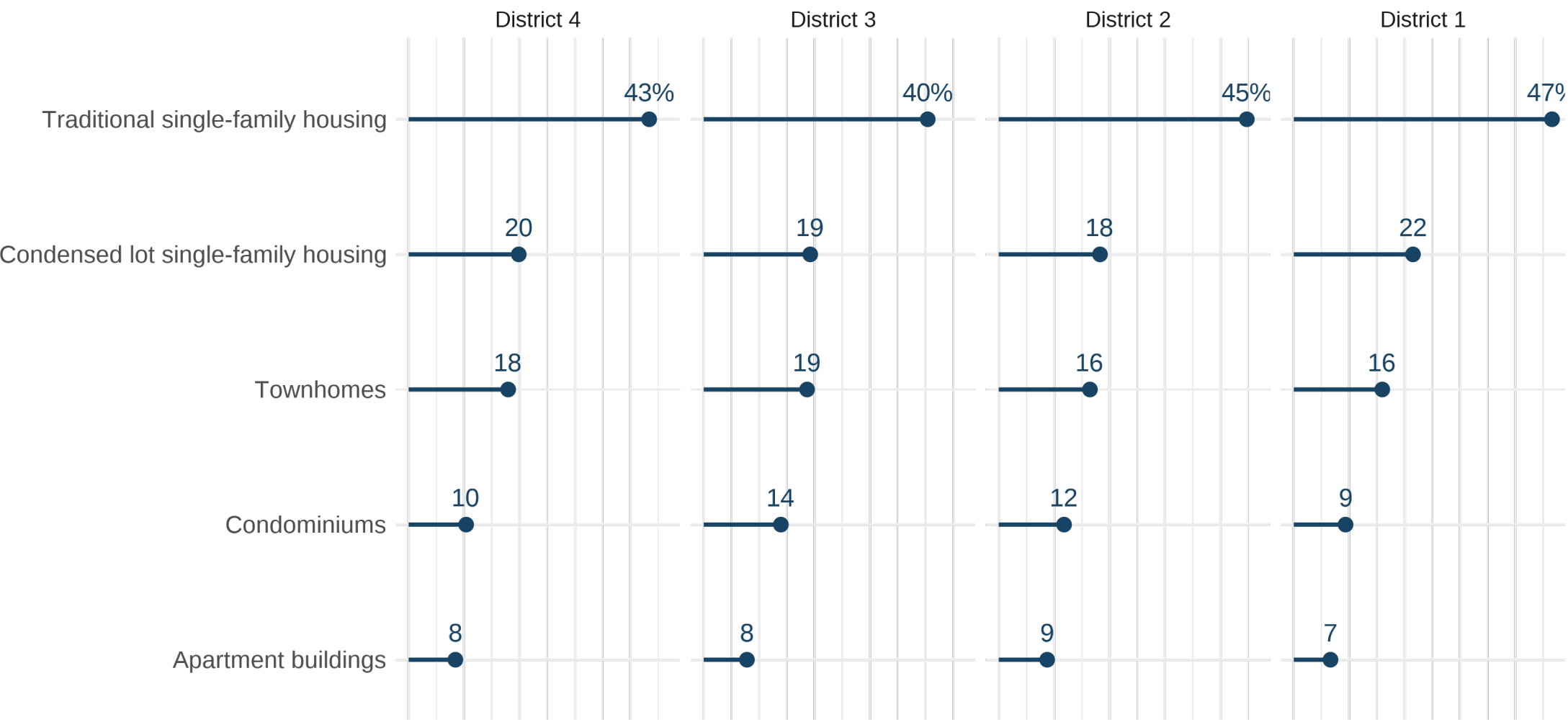
When it comes to additional housing development in Cottonwood Heights, residents would most prefer to see traditional single-family housing. On average, residents report that they would like to see 44% of additional housing development be traditional single-family housing. Condensed lot single-family housing is second most popular, followed by townhomes. Condominiums and apartment buildings are the least popular on average.



Q: As the City grows, what percentage of each of the following types of housing would you prefer to see added to Cottonwood Heights? You can distribute percentages however you like, but the total must add up to 100%. (n = 578)

HOUSING SHARE PREFERENCE IS CONSISTENT ACROSS DISTRICTS

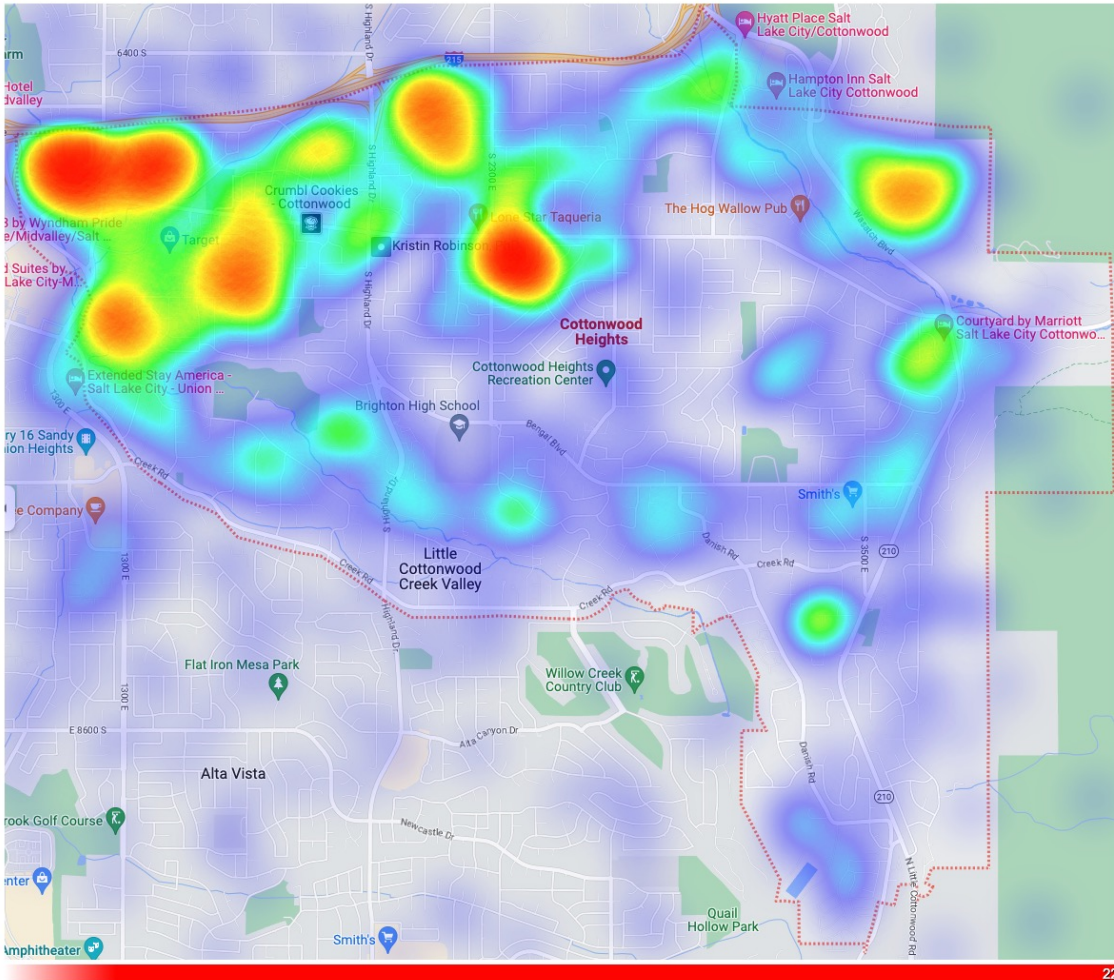
Consistent across all districts, residents prefer to see the greatest share of new housing development dedicated toward single-family housing and are least enthusiastic about higher density options.



Q: As the City grows, what percentage of each of the following types of housing would you prefer to see added to Cottonwood Heights? You can distribute percentages however you like, but the total must add up to 100%. (n = 578)

KEEP DEVELOPMENT NEAR AMMENITIES & AWAY FROM CANYON

The majority of residents would prefer new development be built near existing commercial areas, where new residents would have easy access to amenities without adding to traffic congestion, especially near the mouths of the canyons. Residents also note that they prefer to keep new development out of existing single-family neighborhoods to minimize the chances of adversely affecting property values.



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“Definitely at the old Reams site. It’s a huge site with potential to become a great multi-use complex.”

“Only minor development should take place east of Hillside, to preserve the character of existing neighborhoods”

“Along public transit and amenities routes”

“Near shopping and main roads away from single home residential.”

“Available open space”

“Should be developed near businesses to allow for a more walkable/bikeable community and to help ease traffic problems associated with more cars due to high density housing.”

“They should be dispersed throughout the city. Not in one location”

“By Target to keep congestion away from canyon mouths.”

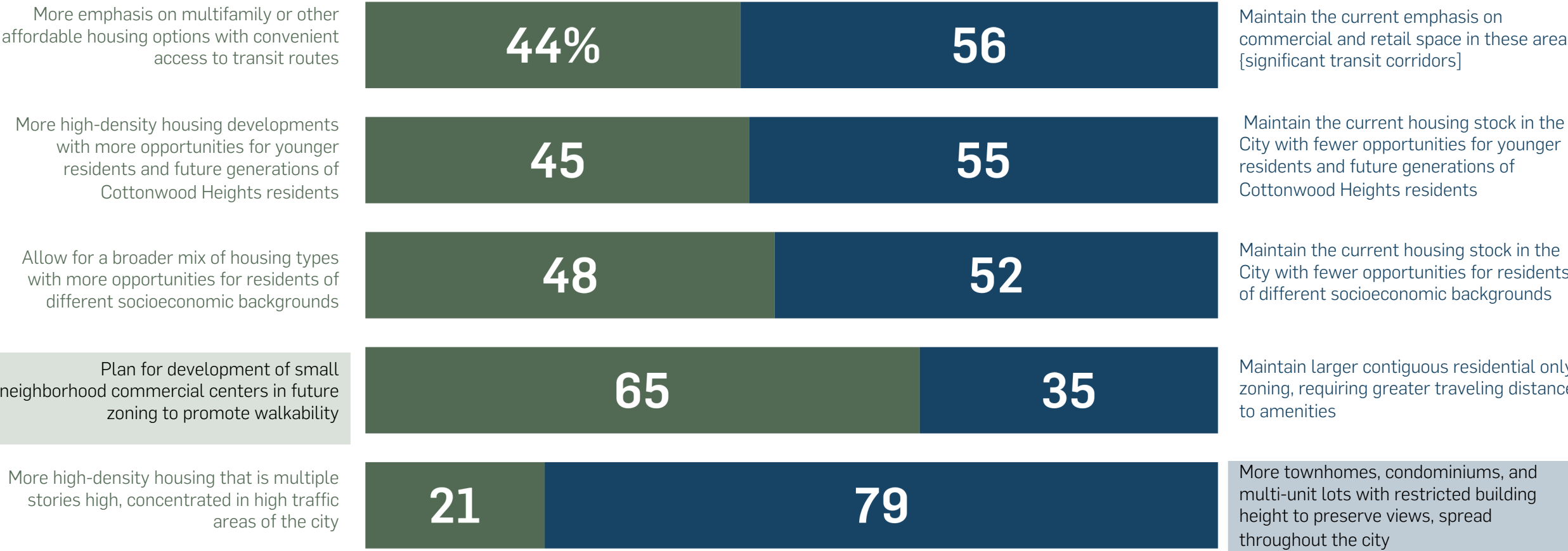
“Access to freeways and businesses.”

“Blend in affordable housing near commercial zones”

Q: As residential growth occurs in Cottonwood Heights to accommodate the growing population in Utah, if additional attached housing (i.e. townhomes or twin homes) and/or multi-family housing (i.e. apartments or condominiums) were to be built in the City, where would you prefer to see that growth occur? Please indicate your top three (3) preferred locations by clicking on the map below. Q: Please explain why.

RESIDENTS AGREE ON WALKABILITY & PRESERVING VIEWS

When presented with various trade-offs, residents are evenly divided on issues of whether to build more development along transit corridors or maintain the areas for retail and commercial space, and about whether additional housing opportunities should be provided for younger residents and residents of different socioeconomic backgrounds. The two issues with the most consensus are planning for development of small, walkable neighborhood commercial centers and spreading new development throughout the city, rather than concentrating it in high traffic areas of the city.



Q: ...would you prefer to see more emphasis on multifamily or other affordable housing options with convenient access to transit routes or maintain the current emphasis on commercial and retail space in these areas? (n = 551)
Q: ...would you prefer to see a broader mix of housing types to accommodate for future generations of Cottonwood Heights residents or to maintain the current housing stock in the City? (n = 555)
Q: ...would you prefer to see a broader mix of housing types to accommodate for residents of different socioeconomic backgrounds or to maintain the current housing stock in the City? (n = 546)
Q: ...would you prefer that the City plan for development of small neighborhood commercial centers in future zoning to promote walkability or maintain larger, contiguous residential only zoning, requiring greater traveling distance to amenities? (n = 555)
Q: ...would you prefer to have more high-density housing available that is multiple stories or more townhomes, condominiums, and multi-unit lots with restricted building height in residential zones? (n = 543)

PREFERENCES VARY BY DEMOGRAPHIC SUBGROUPS

Compared to their counterparts, older, wealthier, and longer-time residents are most opposed to additional and higher density housing developments. They are also more in favor of keeping continuous residential-only zoning. Preferences also vary by race and geography.



Compared to homeowners, renters are more likely to express support for multifamily development along transit corridors (54% vs 41%), higher density options (55% vs 43%) and a broader mix of housing types (64% vs 44%).



Higher income residents (150k+) are more likely to express support for multifamily development along transit corridors (62% vs 41%), Lower income residents are more likely to support for spreading development throughout the city.



Compared to older, residents ages 18-34 are more likely to express support for higher density options (56% vs 43%) and a broader mix of housing types (63% vs 46%). Residents ages 55+ are more likely to support keeping continuous residential-only zoning (42% vs 29%) and spreading development throughout the city (84% vs 74%)



Compared to older time residents, those that have lived in Cottonwood Heights for 5 years or less are more likely to express support for higher density options (55% vs 42%) and a broader mix of housing types (60% vs 45%). Longer time residents (particularly those who have been in Cottonwood Heights for 21+ years, are more likely to support keeping continuous residential-only zoning (38% vs 25%).



Residents in District 4 are most supportive of multifamily development along transit corridors, higher density options, and a broader mix of housing types, while Residents in District 1 are least supportive.

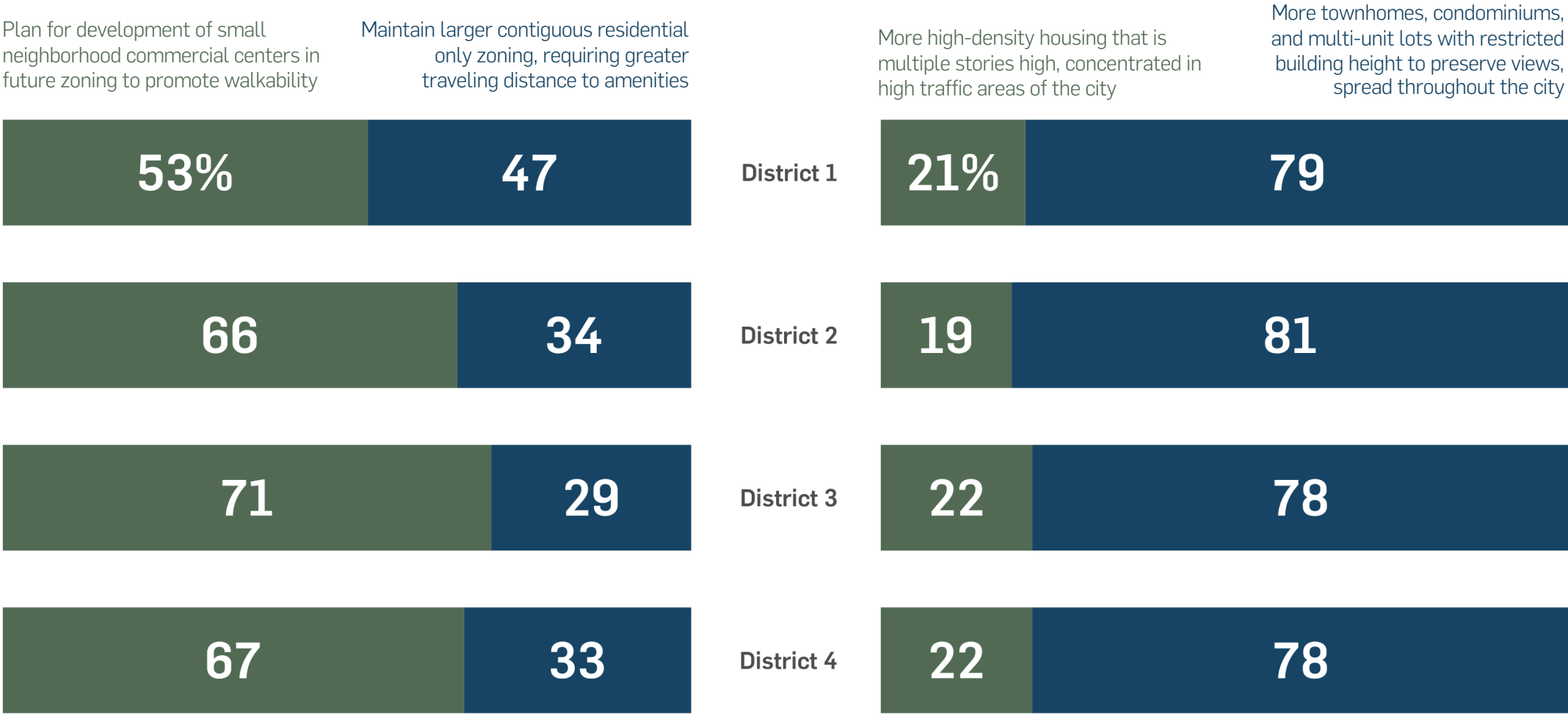


Compared to BIPOC residents, white residents are more likely to opt for higher density housing to accommodate younger residents, (48% vs 33%) rather than maintain the current housing stock.

Q: ...would you prefer to see more emphasis on multifamily or other affordable housing options with convenient access to transit routes or maintain the current emphasis on commercial and retail space in these areas? (n = 551)
Q: ...would you prefer to see a broader mix of housing types to accommodate for future generations of Cottonwood Heights residents or to maintain the current housing stock in the City? (n = 555)
Q: ...would you prefer to see a broader mix of housing types to accommodate for residents of different socioeconomic backgrounds or to maintain the current housing stock in the City? (n = 546)
Q: ...would you prefer that the City plan for development of small neighborhood commercial centers in future zoning to promote walkability or maintain larger, contiguous residential only zoning, requiring greater traveling distance to amenities? (n = 555)
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PRIORITIES RELATIVELY CONSISTENT ACROSS DISTRICTS

XXX



Q: ...would you prefer that the City plan for development of small neighborhood commercial centers in future zoning to promote walkability or maintain larger, contiguous residential only zoning, requiring greater traveling distance to amenities? (n = 555)

Q: ...would you prefer to have more high-density housing available that is multiple stories or more townhomes, condominiums, and multi-unit lots with restricted building height in residential zones? (n = 543)

CONJOINT EXERCIZE

CONJOINT EXPERIMENT

Deriving complex preferences from simple choices

Often, we find that the types of questions we'd like to gather public opinion about are complex, with multiple varied and nuanced dimensions.

Public opinion is generally not well-equipped to answer individual, policy specific, and often jargon heavy questions about preferences across various dimensions--especially not with consistency or clarity.

However, public opinion is very well suited to express preferences around outcomes.

If we can simplify—or even gamify—the way in which we are asking the public the questions we care about, there are statistical tools that allow us to glean a great deal of insight from the data without over burdening respondents.

CONJOINT ANALYSIS FEATURES AND TRAITS

Conjoint Analysis is a method used to determine how residents value different attributes that make up a preference decision--in this case, what type of downtown redevelopment they would prefer.

Features tested for hypothetical developments:

TYPE

- Single-family homes
- Townhomes
- Condominiums
- Luxury apartments
- Apartments

OWNER

- Owner-occupied
- 70% owner-occupied and 30% rental units
- 30% owner-occupied and 70% rental units
- Rental units

PROXIMITY

- Parks, schools, recreation, shopping, and restaurants are all within a 10-minute walking distance of the development
- Parks, schools, recreation, shopping, and restaurants are all within a 10-minute drive of the development

LOCATION

- Built in an area that is mostly commercial with high density
- Built in an area that currently undeveloped open space
- Built on the edge of an existing neighborhood with medium density Built inside an existing neighborhood with lower density

YARD TYPE

- Individual yards with fully fenced yards
- Multi-unit lots with fully fenced shared yards (i.e., yard shared between two duplex or townhome units)
- Multi-unit lots with shared common space including courtyards and plaz

MIXED-USE

- Contains a mix between housing, businesses, and recreational features such as walking paths and parks
- Contains a mix between housing and recreational features such as walking paths and parks
- Contains a mix between housing and businesses
- Contains only units for housing

TRANSIT PROXIMITY

- Can bike or drive a short distance to connect to mass transit such as buses, Trax, and Frontrunner
- Can walk to mass transit such as buses, Trax, and Frontrunner.
- Can most easily get around relying on a personal vehicle rather than mass transit

SIMPLIFIED APPROACH

Deriving complex preferences from simple choices

Including individual questions about each of these features of a development would be a lot to ask of respondents and would fail to take into consideration that the combination of features matters here.

Rather than asking respondents to make many choices between all of these options, we can boil things down to a random combination of features in two options, and then ask respondents to tell us which they prefer.

EXAMPLE

Survey respondents were presented with a scenario like the one below, where they were asked to choose their preferred option out of two hypothetical developments.



Imagine for just a moment that a housing development is going to be built in your community. You need to decide which of the following two different housing developments you would prefer to be built in your community.

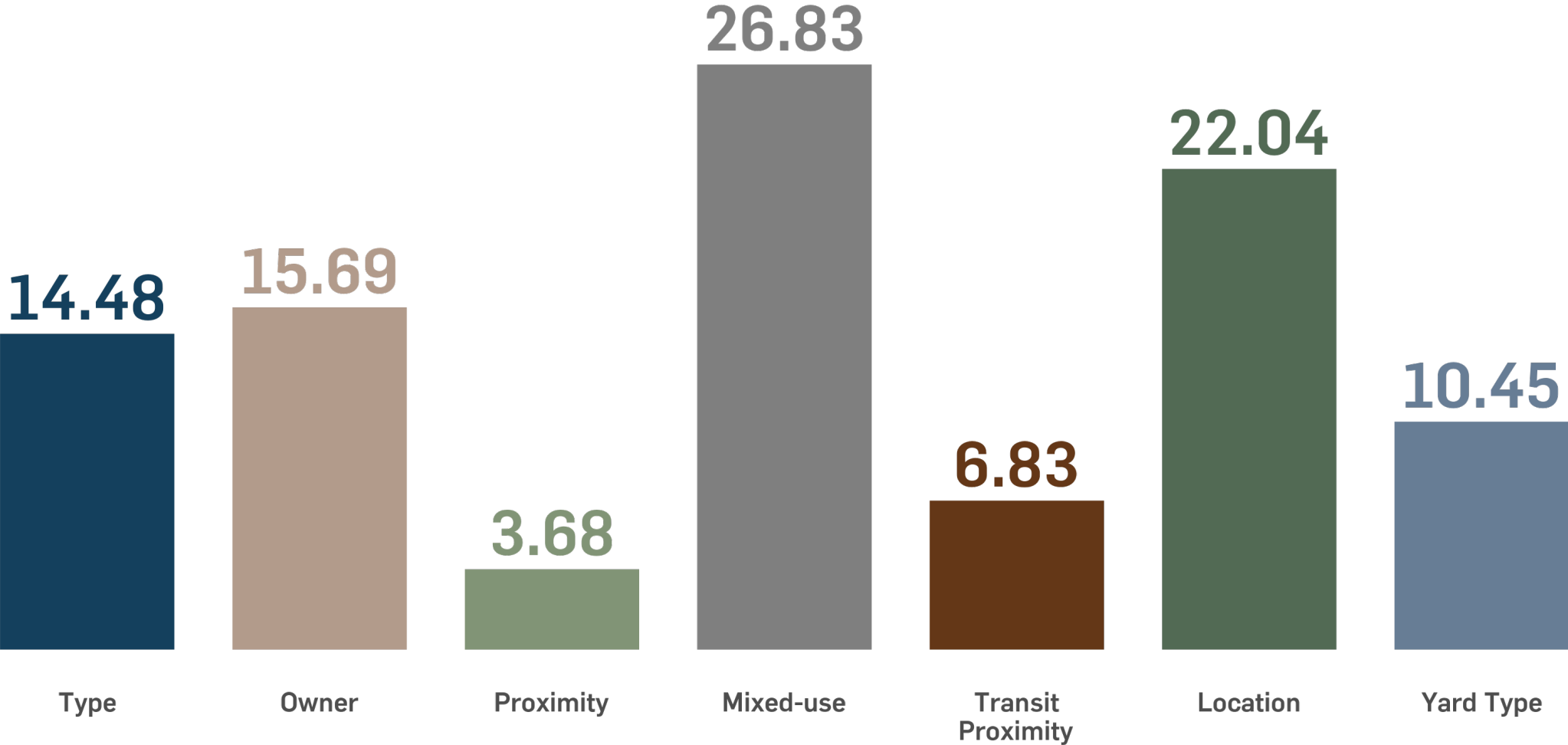
Please read the descriptions of the two types of housing developments that could be built in your community. Then please indicate which of the two housing developments you would most prefer in your community.

If you think that neither is preferable or that both are preferable, just pick the one that you think is the most preferable.

Development Option 1	Development Option 2
Single-family homes	Luxury apartments
Owner-occupied	Renter-occupied
Parks, schools, recreation, shopping, and restaurants are all within a 10-minute walking distance of the development	Parks, schools, recreation, shopping, and restaurants are all within a 10-minute drive of the development
Built in an area that is mostly commercial with high density	Built in an area that currently undeveloped open space
Individual yards with fully fenced yards	Individual yards with fully fenced yards
Contains a mix between housing and businesses	Contains only units for housing
Can walk to mass transit such as buses, Trax, and Frontrunner.	Can most easily get around relying on a personal vehicle rather than mass transit

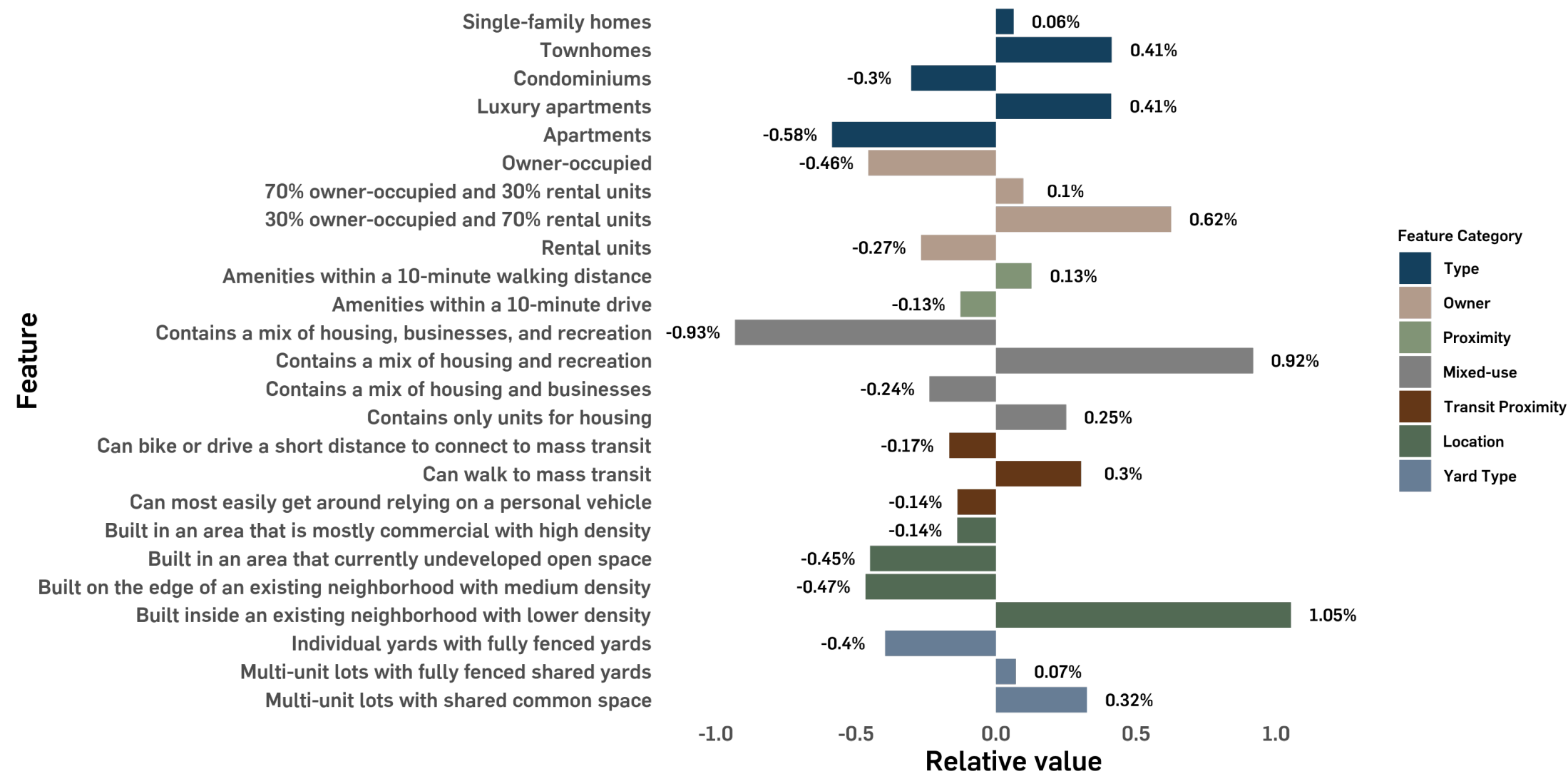
MIXED USE & LOCATION MOST DETERMINATIVE FACTORS

This chart shows the relative impact each feature category has on an option being selected. When determining which option combination they will select, the most important consideration for Cottonwood Heights residents are development use and location, followed by type and ownership.



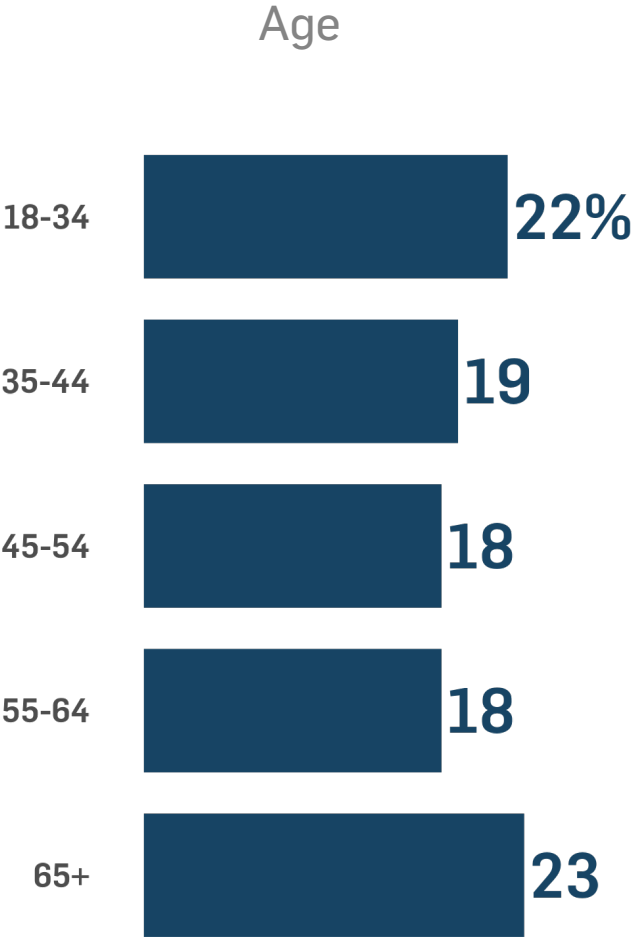
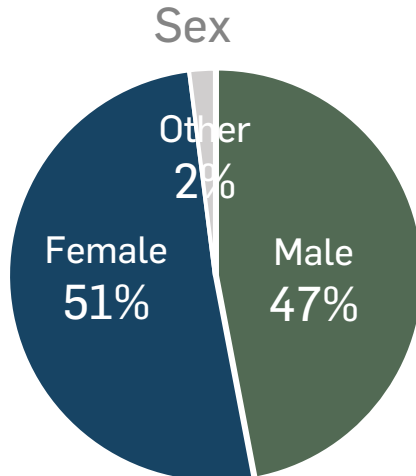
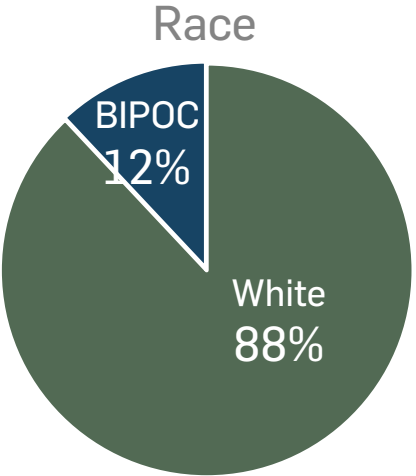
RESIDENTS PREFER LOWER DENSITY WITH MIXED RECREATION USE

Residents much prefer developments with mixed housing and recreation use to those that incorporate businesses. Developments built within existing low-density neighborhoods are preferable to those built in commercial or undeveloped areas of the city. Residents also express openness to non-traditional lots such as townhomes, luxury apartments and multi-unit lots with shared common space.



SAMPLE COMPOSITION

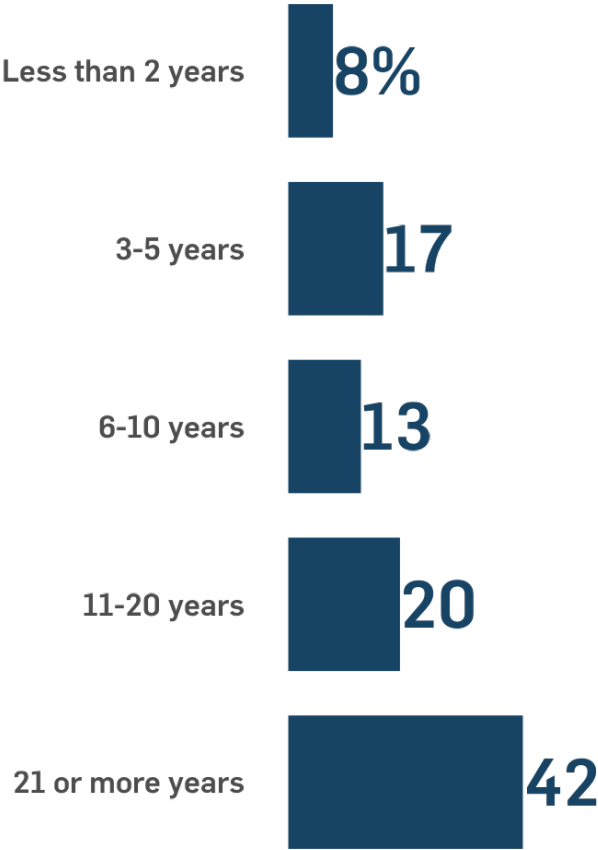
BASIC DEMOGRAPHICS



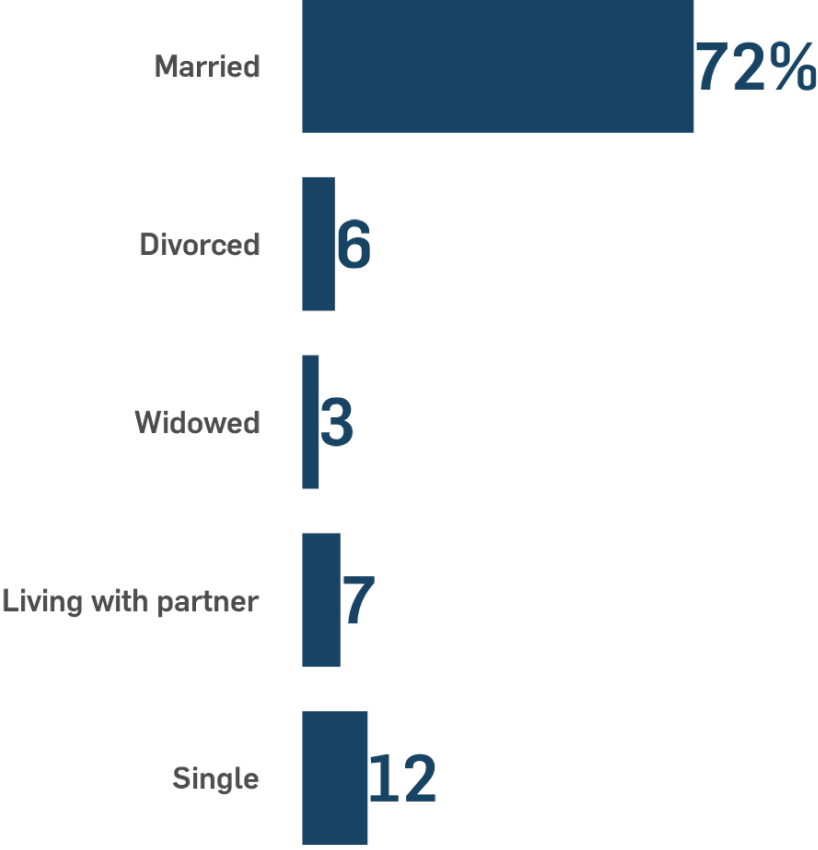
Q: Are you: : (n = 500)
Q: Which of the following best describes how you think of yourself? (n = 510)
Q: Please enter the year you were born (YYYY, e.g., 1975): (n = 495)

HOME AND FAMILY DEMOGRAPHICS

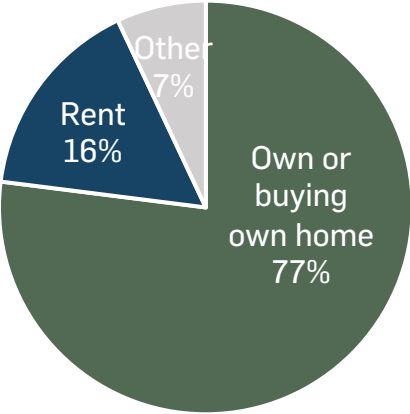
Time Lived in Cottonwood Heights



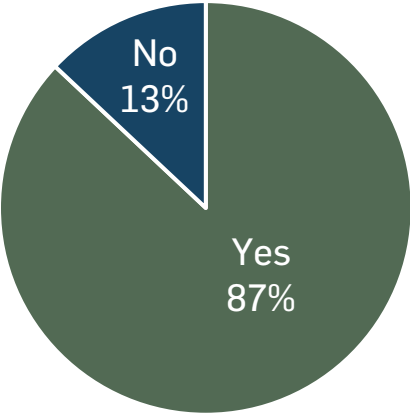
Marital Status



Own and Rent



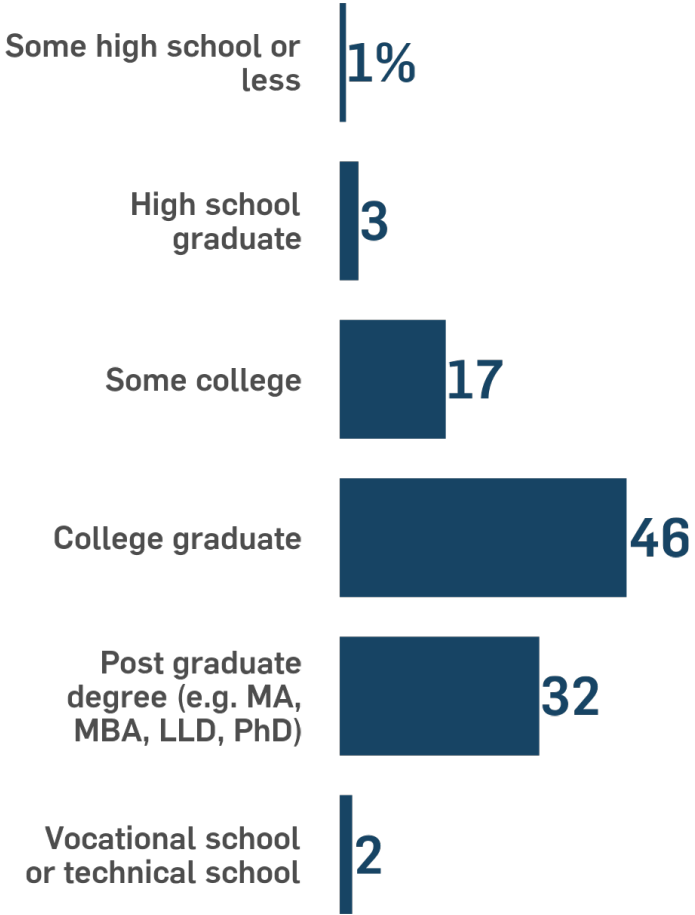
Children at Home



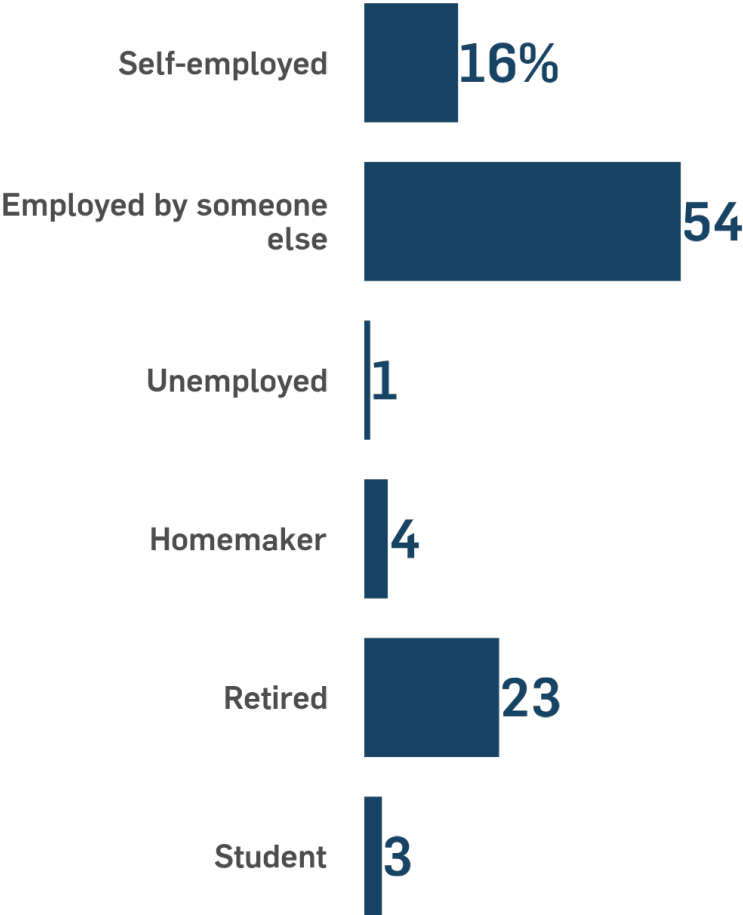
Q: How long have you lived in Cottonwood Heights? (n = 508)
Q: Are you currently... (n = 497)
Q: Which of the following best describes where you are currently living? (n = 506)
Q: How many children under the age of 18 live in your home, if any? (n = 505)

SES AND BACKGROUND

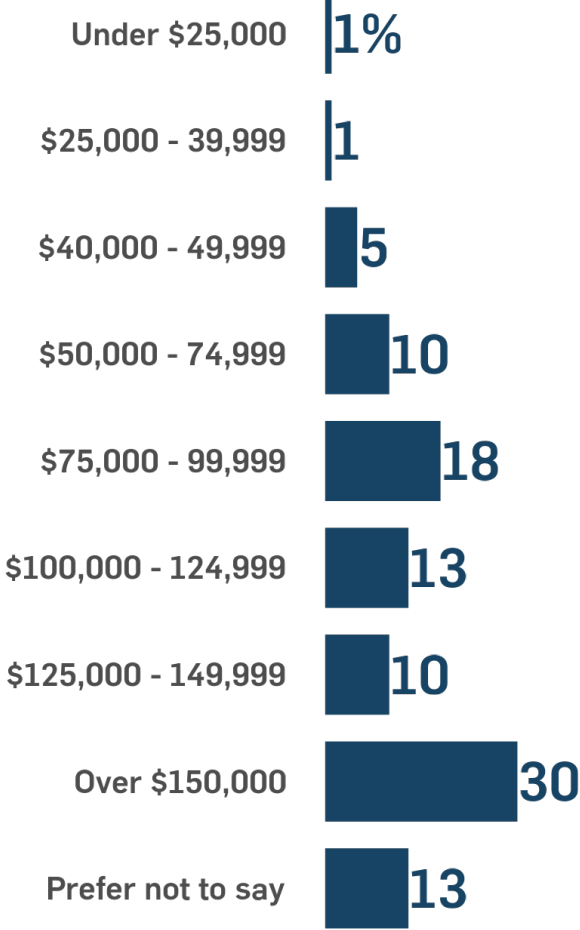
Education



Employment



Income



Q: What is the last year of school you completed? (n = 503)
Q: What is your employment status? (n = 502)
Q: What do you expect your 2023 family income to be? (n = 497)