

Conditional Use Project – Preliminary results of quality of life and neighborhoods phone survey

Conducted by: Dan Jones & Associates

As a part of the conditional use project with Frank Gray and Wilkinson Ferrari & Company, Dan Jones & Associates conducted a phone survey regarding quality of life and neighborhoods – constituents were asked about their current neighborhood and what they would like to see in their “ideal” neighborhood. A random sample of 700 people was surveyed (100 from each district). Brian Wilkinson shared preliminary results with participants in the conditional use workshops that were held last Friday and Saturday (May 16/17). Key findings are outlined below. Dan Jones & Associates is still working on tabulating the entire survey. Final tabulated survey data will be available soon.

- Safety and a low crime rate are, by far, the single most important quality of life element to respondents.
- In their “ideal” neighborhood, respondents want to be within walking distance of transit, parks and recreational fields, small markets and neighborhood retail shops.
- Respondents believe that their current neighborhood has a mix of single family houses, duplexes and townhomes, apartments, accessory dwellings and condos. Their “ideal” neighborhood closely mirrors this mix. Respondents say they value the mix of people and the variety of housing types.
- A high percentage of respondents say their current neighborhood has small neighborhood-oriented businesses; 68 percent says this is a positive thing.
- 89 percent want to see small neighborhood-oriented businesses in their “ideal” neighborhood; 81 percent want to see clusters of small businesses akin to 9th and 9th. All of the types of these uses that we asked about received marks above the consensus level (66 percent) except for drive-through or fast food restaurant (only 35 percent prefer) and video/music store (58 percent). Conversely, 92 percent want a neighborhood grocery store nearby.
- Just over half (52 percent) say they prefer locally owned businesses in their neighborhood; 40 percent say like both locally owned and national chain stores.
- The most-positive aspect of having neighborhood retail businesses is convenience/having shopping and dining nearby; the most-negative aspect is traffic congestion.
- Most respondents believe their neighborhood already contains small office buildings and professional services such as doctors offices. Interestingly, respondents overwhelmingly said they want these uses in their “ideal”

neighborhoods: 94 percent say one-story office buildings belong in their “ideal” neighborhood; 84 percent want to see professional offices. However, overall, half of respondents say having commercial buildings in the neighborhood is positive; 36 percent say it’s negative.

- Respondents want to see libraries, elementary schools and fire stations in their “ideal” neighborhood.
 - In response to the questions about the importance of regulating various activities in neighborhoods, the highest scores (5 is highest) were for:Regulating noise (4.25)
 - Regulating the size and design of buildings (4.21)
 - Regulating parking (4.09)
 - The other items (landscaping, location of driveways, hours of operation and signs) also scored quite high; no item was below 3.82.
- Among the demographics, it’s interesting to note that 91 percent of respondents identify as Caucasian/white, 80 percent say they’ve lived in SLC for more than 10 years and that 85 percent are homeowners. Dianne at Dan Jones tells me these demos mirror other SLC-specific surveys they’ve done. It points out that ethnic communities/non-English speakers are underrepresented to some degree.