



DOWNTOWN REVITALIZATION

2017 PUBLIC OPINION RESEARCH



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- 1 Residents like the things about Lehi that make it feel like a small town with character and history. These features of downtown Lehi receive high ratings overall.
- 2 Downtown Lehi is not currently seen as a destination, and while a majority of residents support revitalization efforts—even if funded by tax dollars—most are only lukewarm about the idea.
- 3 When we present residents with a series of options for what downtown Lehi could look like, local retail and restaurants are the strongest driving factors. When residents are presented with individual trade offs, preferences reinforce the findings from the conjoint analysis modelling.
- 4 Several of residents' preferences are inconsistent, sometimes distinctly opposing one another. For example, a walkable downtown with open space is preferred, but so are wider streets without slowed traffic.

FINDINGS TO REMEMBER

SURVEY METHODOLOGY

SURVEY METHODOLOGY



Sampling frame of Lehi City resident panelists, gathered to panel through email addresses from households in the Lehi City utilities accounts.

28%

Of the 2,027 delivered email invitations, 564 citizens responded by completing online surveys. This results in a response rate of approximately 27.8% overall. Each email address could respond only once.

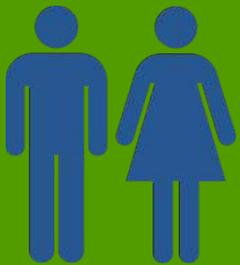
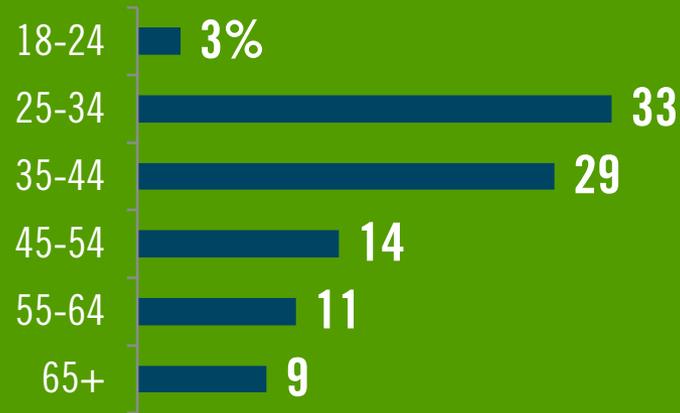
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564 interviews among an estimated adult population of 33,162 results in a margin of error for the survey of plus or minus 4.1 percentage points. Responses were weighted to better approximate city demographic composition.

SURVEY METHODOLOGY



Response rates in this survey were lowest among the **youngest residents**.



After our statistical weighting, responses among men and women were roughly even.

51% MALE

48% FEMALE

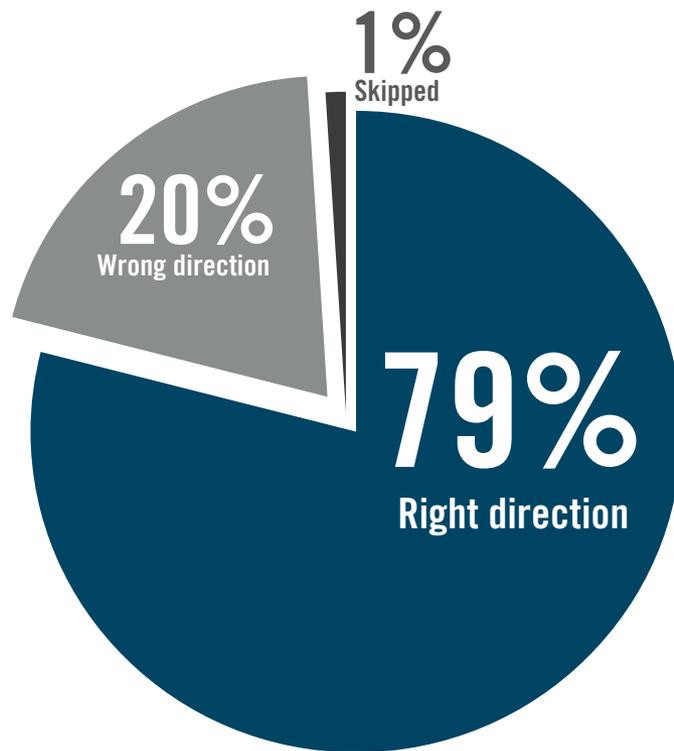
GENERAL CITY SENTIMENTS

OVERALL DIRECTION

Large majority of residents believe the city is headed in the right direction, though this number is marginally lower than the rating from January.



Do you feel things in Lehi City are going in the *right direction* or the *wrong direction*?

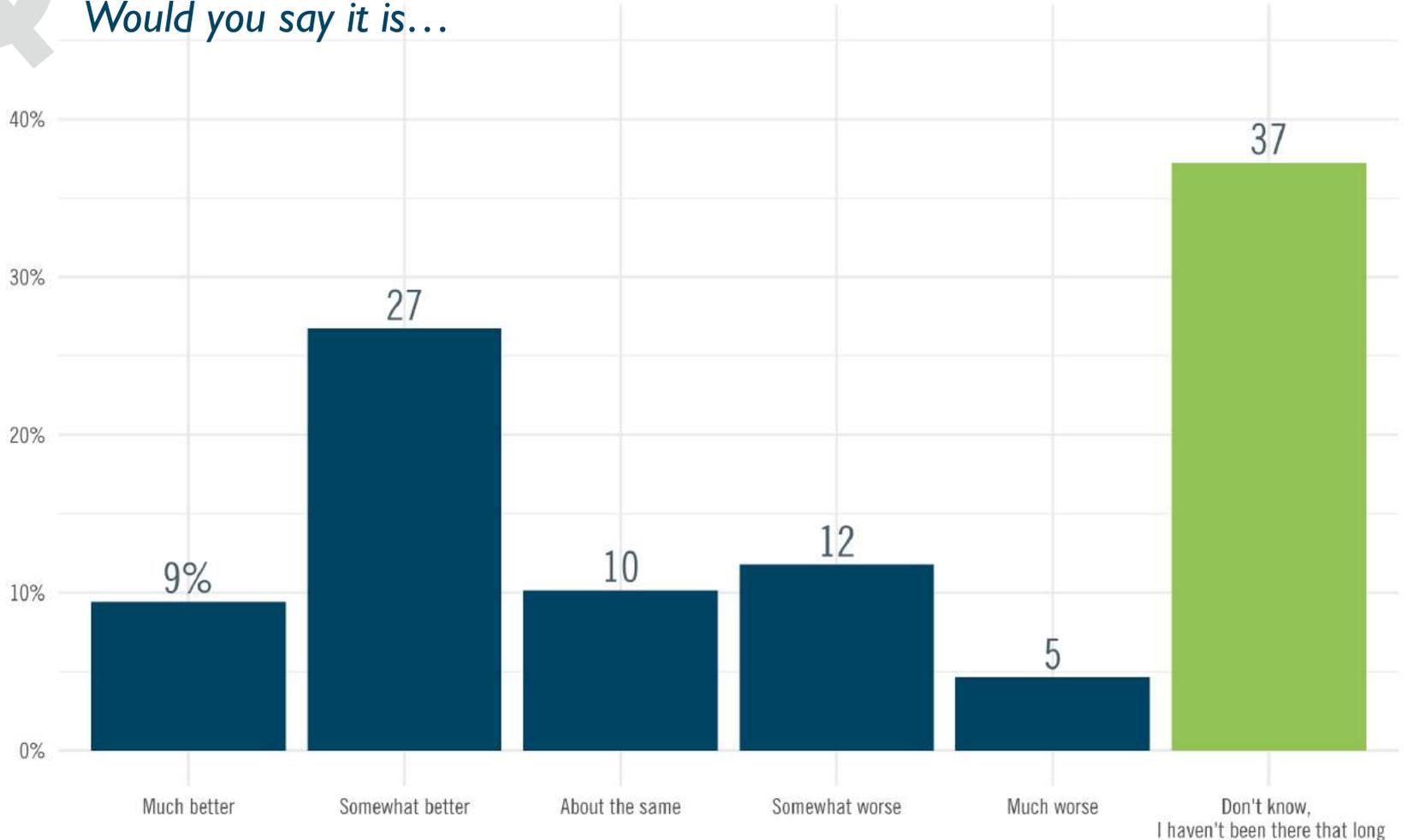


5-YEAR RATING

37% of Lehi residents say they haven't lived in the City long enough to compare it today to the way it was five years ago.



*How would you rate the City of Lehi today compared to five years ago?
Would you say it is...*

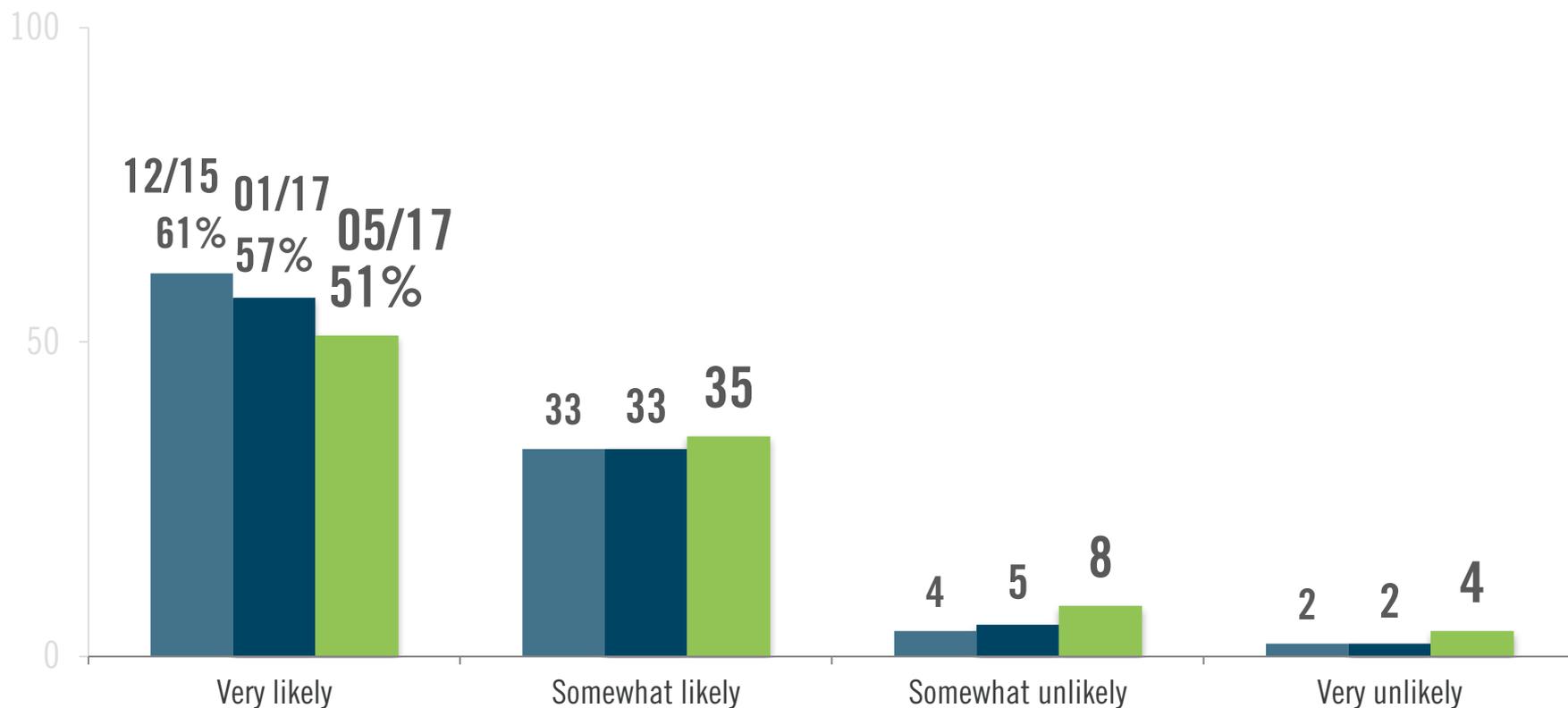


RECOMMENDING LEHI

Consistent with prior surveys, a large majority of respondents are likely to recommend Lehi to others as a good place to live, although this measure of satisfaction is trending slightly downward.



How likely are you to recommend the City of Lehi to others as a good place to live?

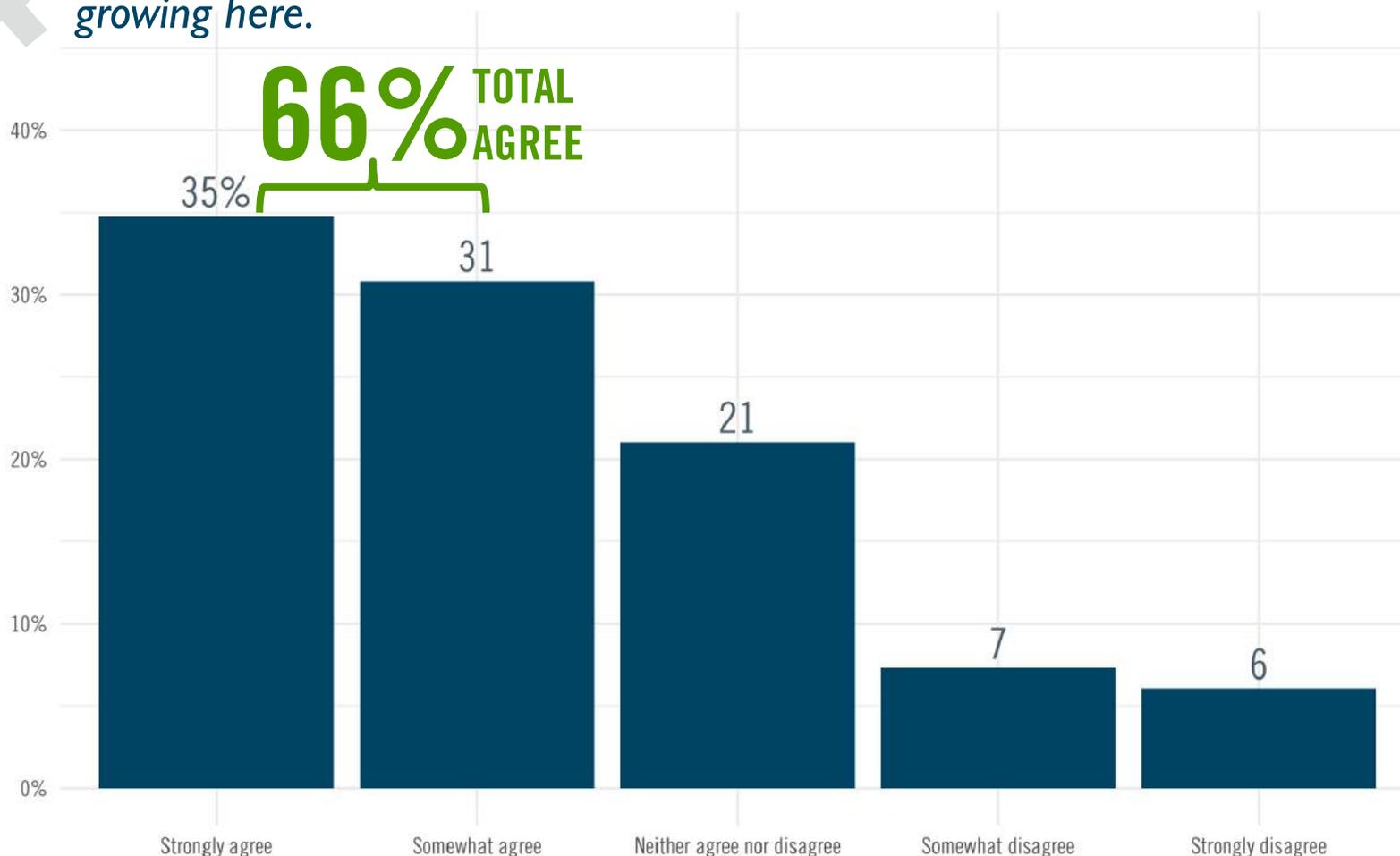


QUALITY OF LIFE INDICATORS

Two-thirds of residents say that they enjoy the business environment and job market in Lehi.



Do you agree or disagree with the following statements about Lehi City? – I like living in Lehi because of the businesses and job opportunities that are growing here.

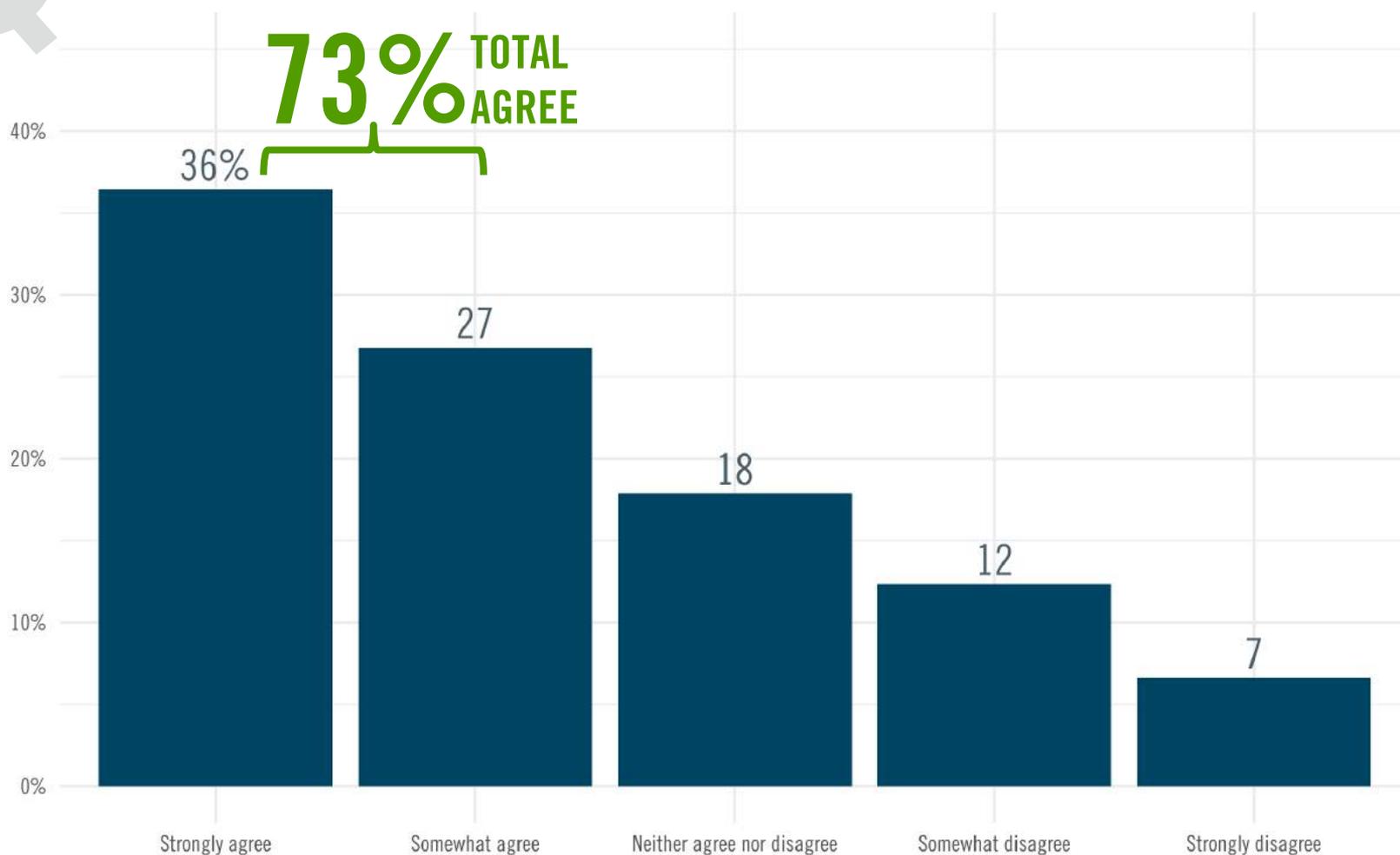


QUALITY OF LIFE INDICATORS

Nearly three-quarters of residents like the rural atmosphere in Lehi.



Do you agree or disagree with the following statements about Lehi City? – I like the rural, small town feel of Lehi.

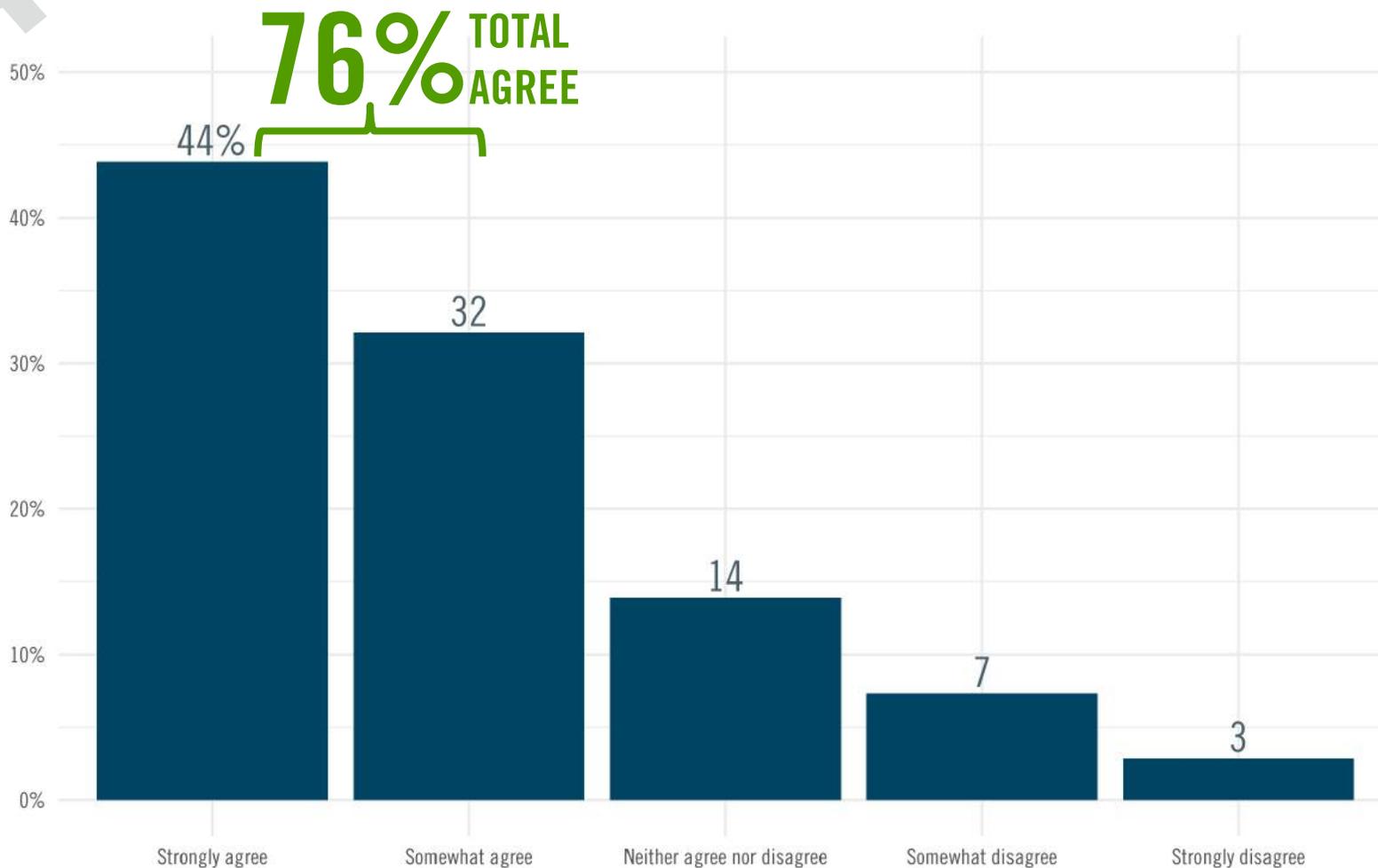


QUALITY OF LIFE INDICATORS

76% of residents like the historic character of the Main Street area.



Do you agree or disagree with the following statements about Lehi City? – I like the historic buildings and character of the downtown Main Street area.

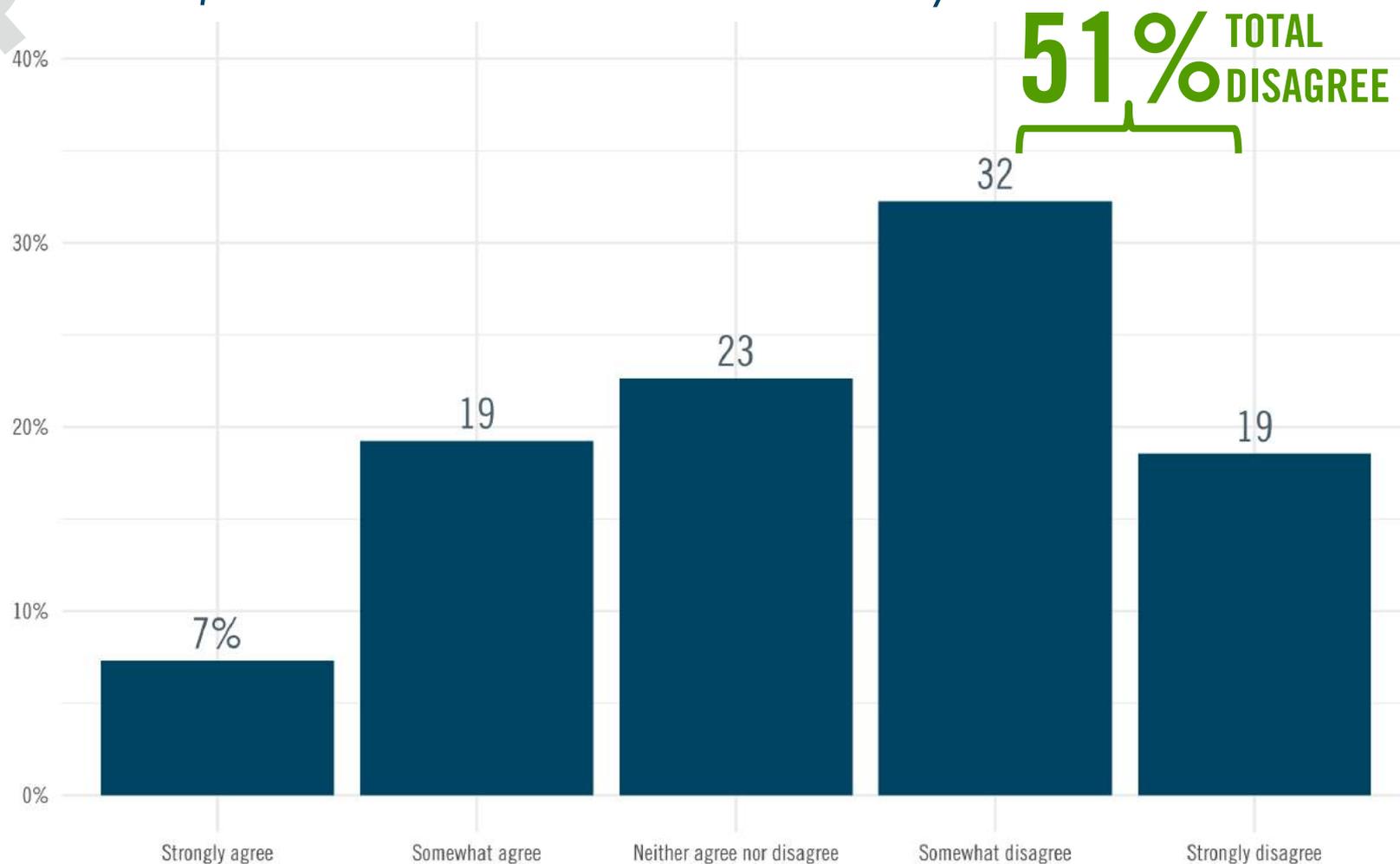


QUALITY OF LIFE INDICATORS

However, only 26% of respondents view downtown Lehi as a destination.



Do you agree or disagree with the following statements about Lehi City? – I think of downtown Lehi as a destination in the city.

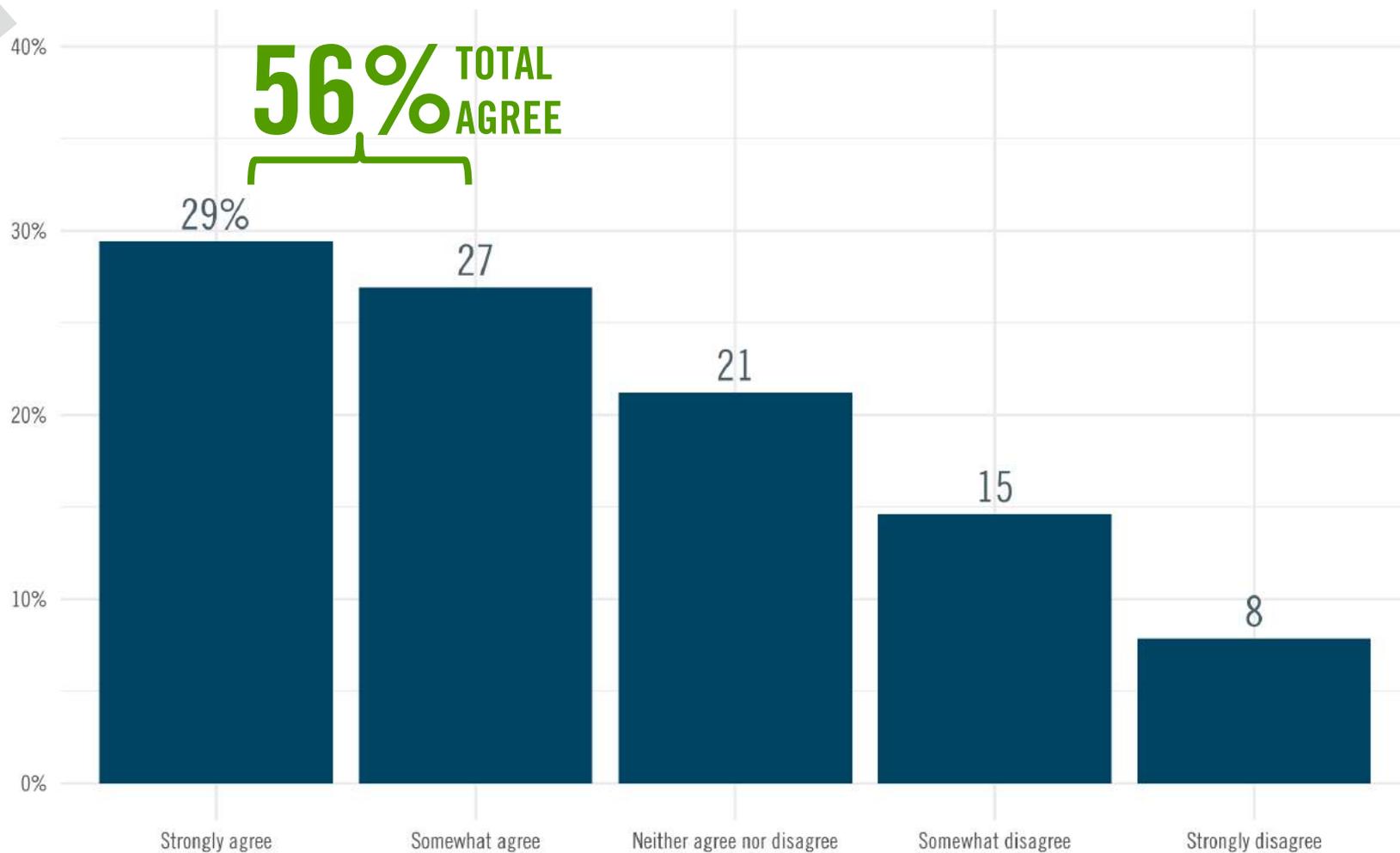


QUALITY OF LIFE INDICATORS

A majority of residents agree that they would like to see downtown Lehi updated, but while there is little opposition to the idea, there is also seemingly little enthusiasm.



Do you agree or disagree with the following statements about Lehi City? – I would like to see downtown Lehi updated with more attractions.



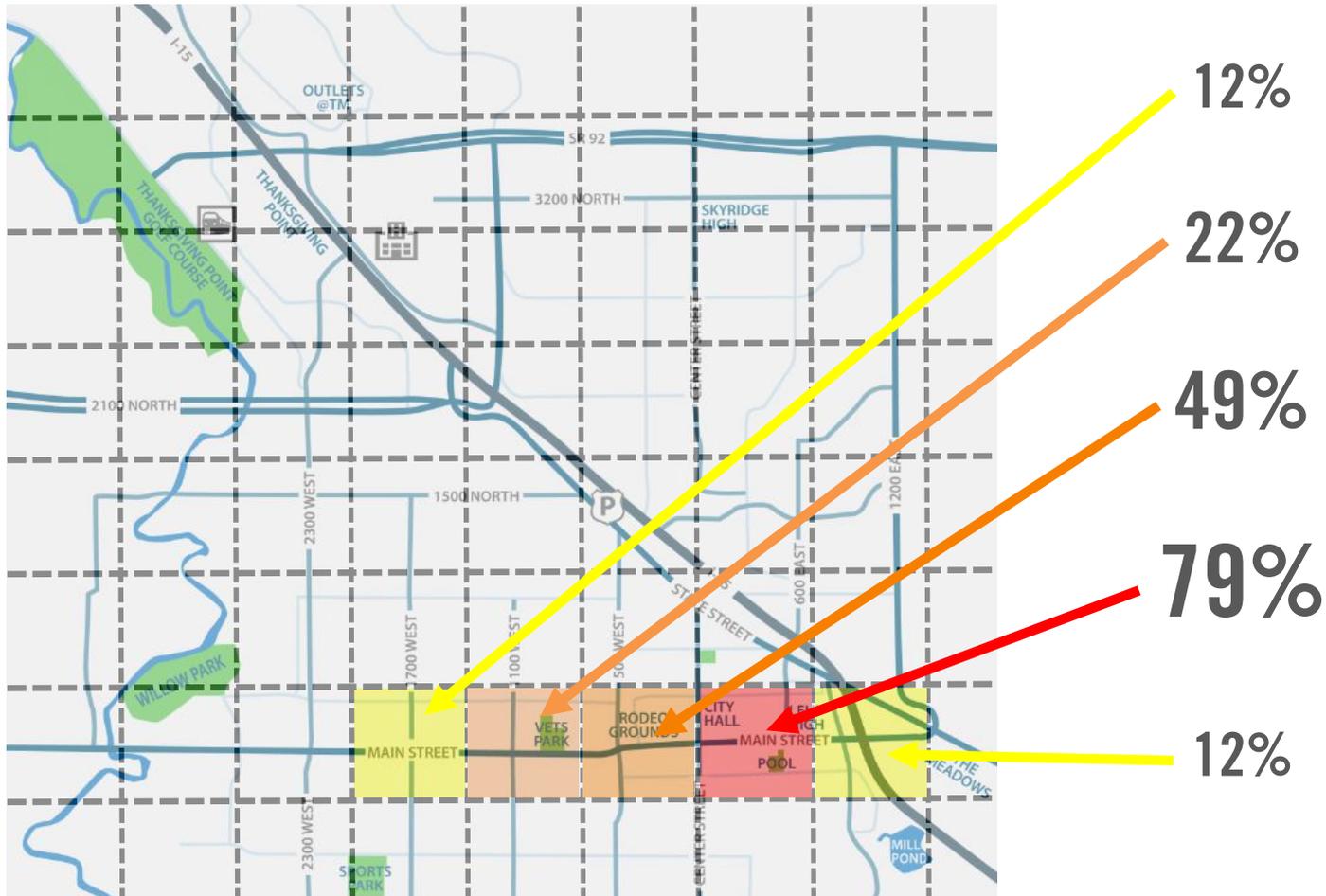
DEFINING “DOWNTOWN LEHI”

WHAT IS DOWNTOWN LEHI?

Residents seem to have a fairly consistent idea of what part of the city qualifies as “downtown.” The strongest consensus places downtown right around City Hall and Lehi High School on Main Street.



Below is a map of Lehi City. On the map, please highlight the area that you think of when you hear the words “Downtown Lehi.”

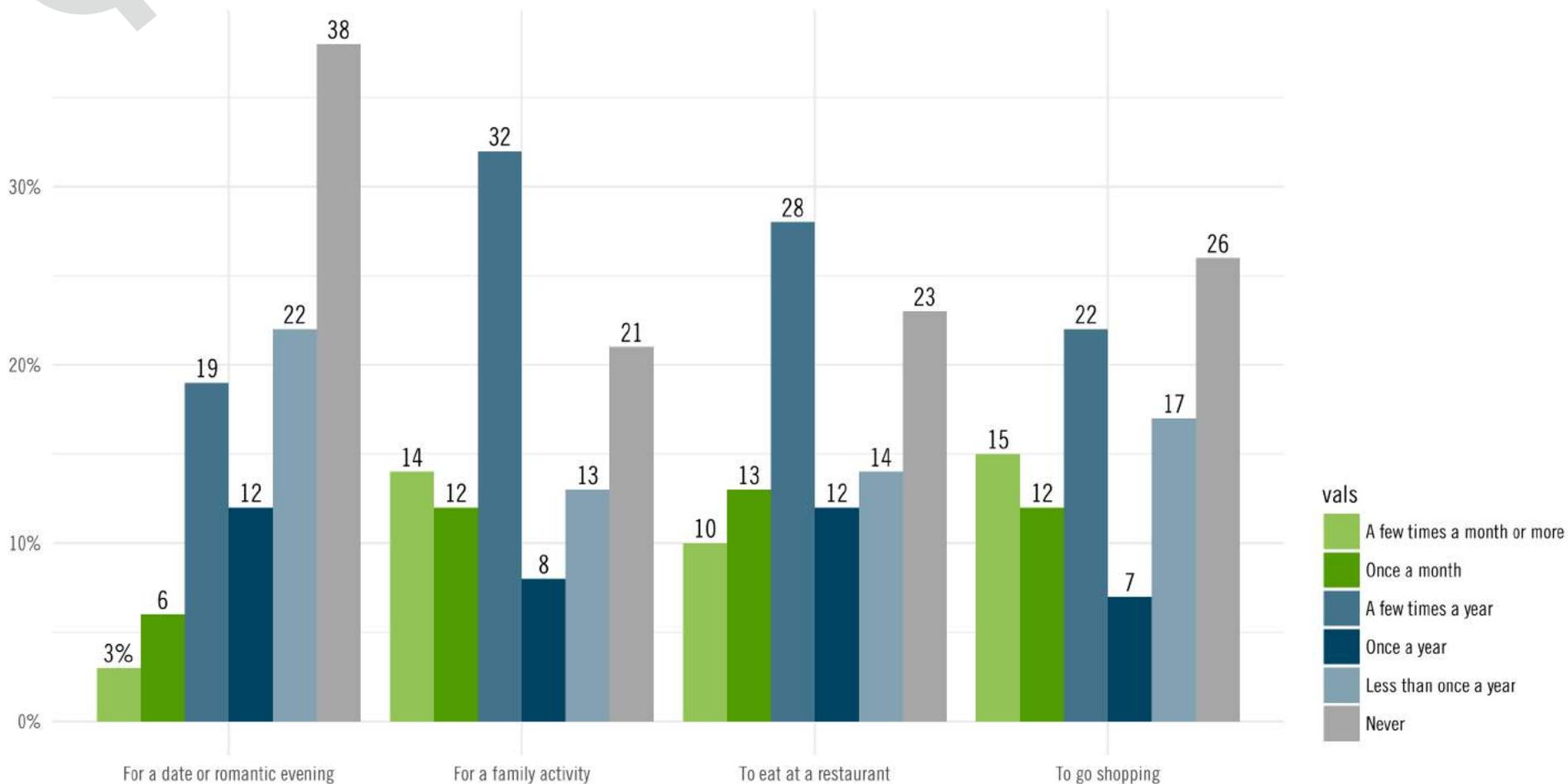


DOWNTOWN ACTIVITIES

Large proportions of residents rarely or never participate in activities downtown. The most popular reason to visit downtown frequently is for family activities, followed by shopping.



How often do you or your family members visit downtown Lehi for each of the following activities?

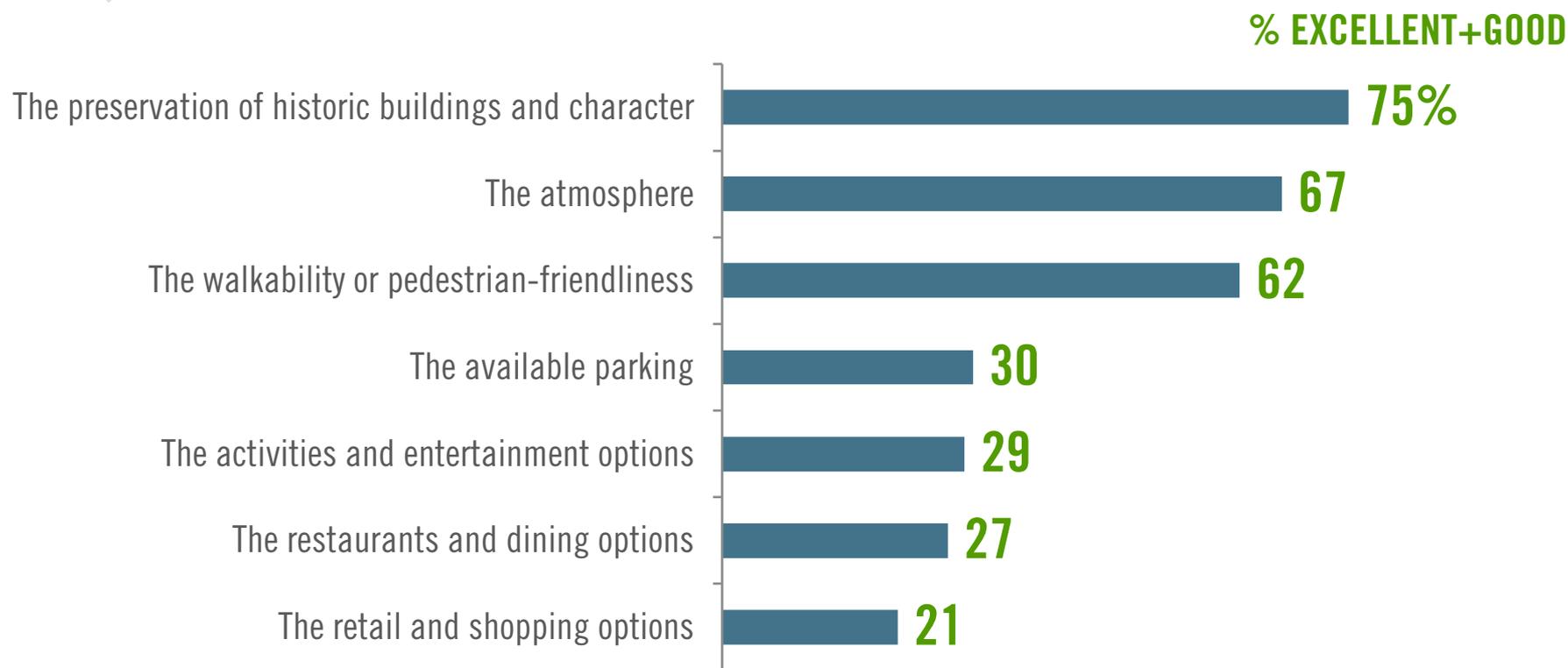


CURRENT RATINGS

The traits of downtown Lehi that affect it's look and feel receive significantly higher ratings than the features relating to commercial appeal and entertainment.



How would you rate each of the following aspects of downtown Lehi?



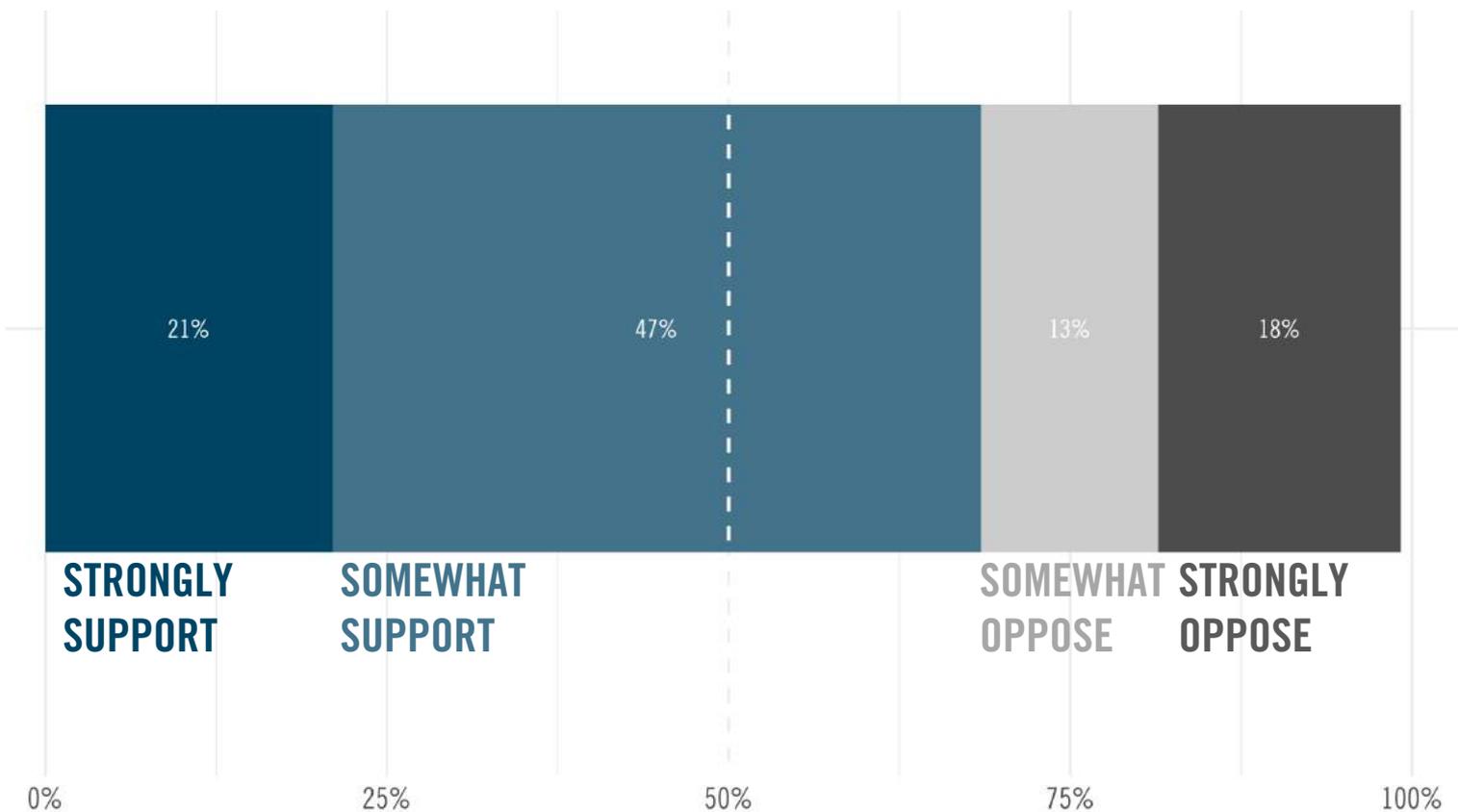
REVITALIZING DOWNTOWN

INVESTING IN DOWNTOWN

A majority of residents would support using tax dollars to revitalize downtown Lehi, but that support is mostly soft.



Would you support or oppose the city using tax dollars to invest in the downtown Lehi area by purchasing property or constructing new city buildings on Main Street?

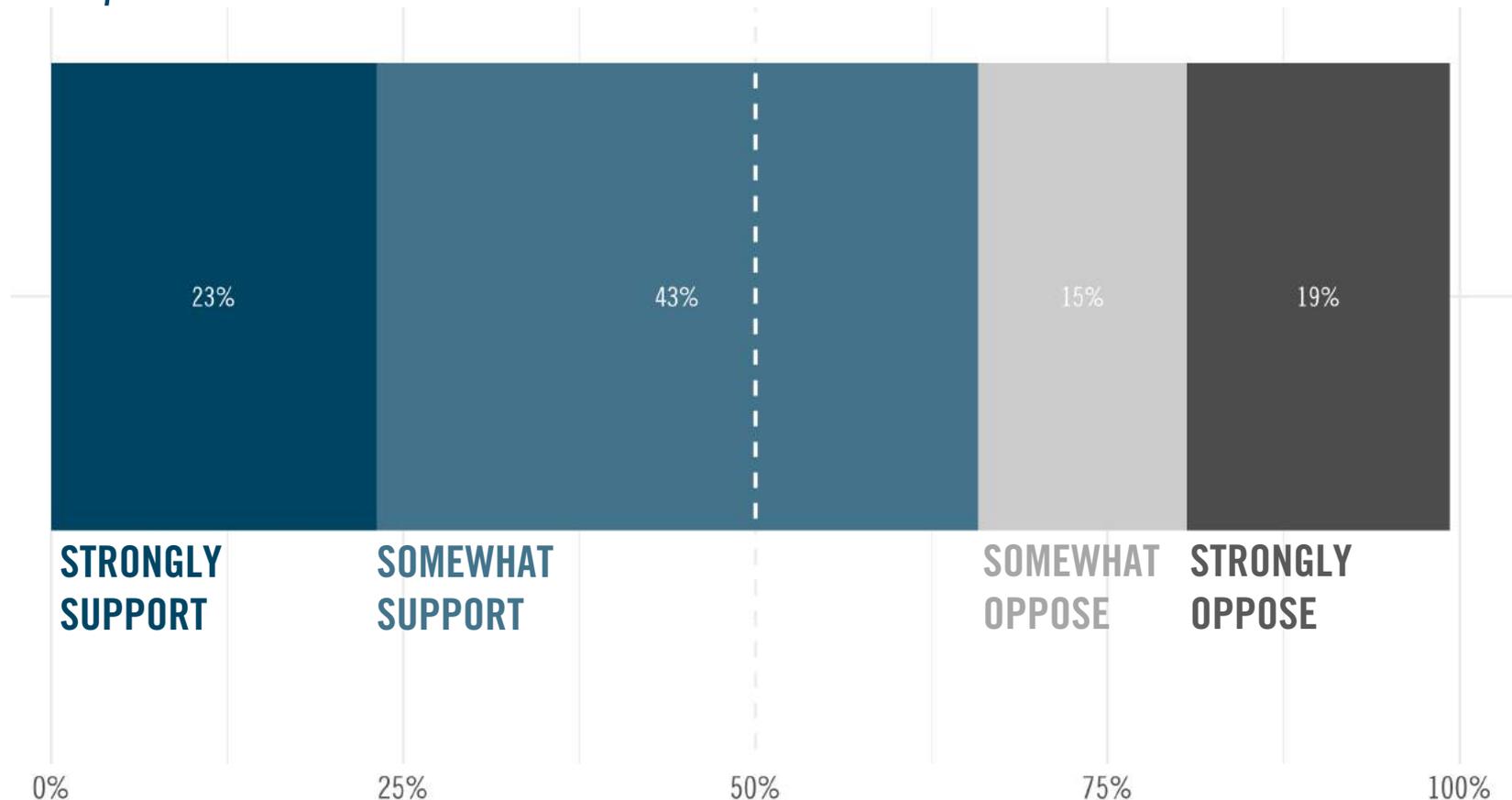


REPLACING HISTORIC BUILDINGS

While residents seem hesitant to modernize downtown Lehi, a majority support replacing old buildings with new ones that maintain the historic character of the area.



If the city were to update downtown Lehi, would you support or oppose the city replacing some historic buildings with new buildings that maintain a historic look and feel?

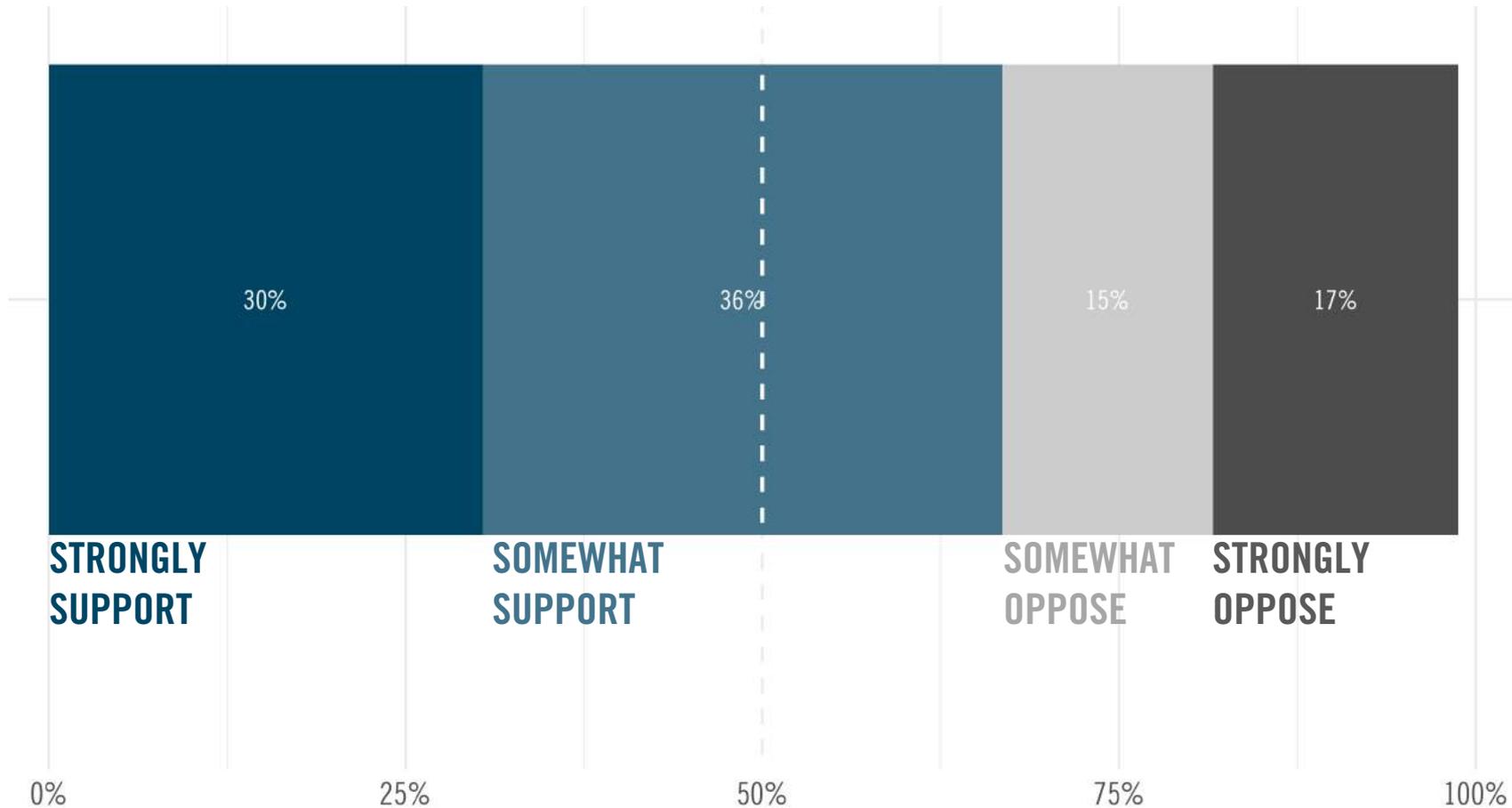


WALKABLE DOWNTOWN

Residents are split on whether they would support slowing traffic and broadening sidewalks on Main Street.



Would you support or oppose slowing traffic and broadening the sidewalks to make Main Street more pedestrian friendly in downtown Lehi?



PRIORITIES & PREFERENCES

CONJOINT ANALYSIS

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 Lehi they would prefer.

ATTRIBUTES INCLUDED:

- Retailers
- Restaurants
- Atmosphere
- Parking
- Housing
- Appearance

CONJOINT ANALYSIS

Our survey randomly assigned one trait from each of the following categories to two options of what downtown Lehi could look like.

RETAILERS

- National big box and department store chains
- Small boutiques and local retailers

RESTAURANTS

- Independently-owned restaurants
- National chain restaurants

ATMOSPHERE

- Walkable with slower traffic
- Major thoroughfare
- Plaza closed to traffic

PARKING

- On-street parking
- Parking lot nearby
- Parking structures

HOUSING

- Traditional, single-family homes
- Apartment buildings with mixed retail and office space at street level
- High-density housing (apartments and townhomes)
- Limited housing with a commercial focus

APPEARANCE

- Visible storefronts and building facades
- Trees and streetscapes

CONJOINT ANALYSIS

The question wording and table below show an example of the options survey respondents were asked to evaluate.



Below is a pair of descriptions combining different attributes for potential updates to Downtown Lehi. Some of the features in these combinations may be the same across both options, or all of the features may be different.

*After reading the descriptions for both options, please select the option that represents your most preferred **combination** of atmosphere, retailers, appearance, restaurants, housing, and parking.*

Downtown Lehi Descriptions

	Option 1	Option 2
Atmosphere	Major thoroughfare	Major thoroughfare
Appearance	Trees and streetscapes	Visible storefronts and building facades
Parking	On-street parking	On-street parking
Housing	Limited housing with a commercial focus	Limited housing with a commercial focus
Retailers	Small boutiques and local retailers	National big box and department store chains
Restaurants	National chain restaurants	National chain restaurants

CONJOINT ANALYSIS

Scores below show the relative effects of each trait compared to the baseline model, which included the following attributes: visible storefronts and building facades, high density housing (apartments and townhomes), national chain restaurants, big box and department store chains, making the street a major thoroughfare, and parking structures. Traits with positive scores indicate a respondent is more likely to select an option where that trait is present.



Below is a pair of descriptions combining different attributes for potential updates to Downtown Lehi. Some of the features in these combinations may be the same across both options, or all of the features may be different.

*After reading the descriptions for both options, please select the option that represents your most preferred **combination** of atmosphere, retailers, appearance, restaurants, housing, and parking.*

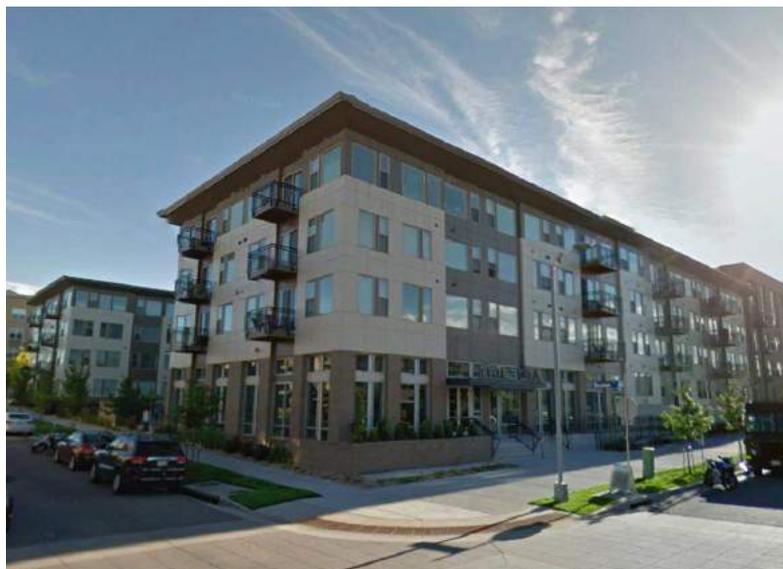


IMAGE TESTING

A large majority of residents prefer traditional architecture to a more modern aesthetic.



Next you will see a few different sets of images of potential features of downtown Lehi if it were updated. For each set of images, select the image you most prefer.



Modern architecture

27%



Traditional architecture

72%

IMAGE TESTING

Most residents would like to see mixed-use commercial and residential space rather than traditional residential development downtown.



Next you will see a few different sets of images of potential features of downtown Lehi if it were updated. For each set of images, select the image you most prefer.



Residential

39%



Mixed use

60%

IMAGE TESTING

Given the two options below, a majority of residents prefer three-story buildings.



Next you will see a few different sets of images of potential features of downtown Lehi if it were updated. For each set of images, select the image you most prefer.



Two-story buildings

41%



Three-story buildings

57%

IMAGE TESTING

A majority of residents prefer the look and idea of a civic building to the commercial building.



Next you will see a few different sets of images of potential features of downtown Lehi if it were updated. For each set of images, select the image you most prefer.



Civic building

56%



Commercial building

44%

IMAGE TESTING

Residents overwhelmingly prefer the walkable open space to its alternative.



Next you will see a few different sets of images of potential features of downtown Lehi if it were updated. For each set of images, select the image you most prefer.



Open space

82%



No open space

17%

IMAGE TESTING

Most residents prefer an elaborate streetscape to a basic one.



Next you will see a few different sets of images of potential features of downtown Lehi if it were updated. For each set of images, select the image you most prefer.



Basic streetscape

39%



Elaborate streetscape

59%

IMAGE TESTING

More than half of residents prefer wide streets to narrow ones for downtown Lehi.



Next you will see a few different sets of images of potential features of downtown Lehi if it were updated. For each set of images, select the image you most prefer.



Narrow street

42%



Wide street

56%

IMAGE TESTING

Two-thirds of residents would prefer streets with a median to those without.



Next you will see a few different sets of images of potential features of downtown Lehi if it were updated. For each set of images, select the image you most prefer.



Median

66%



No median

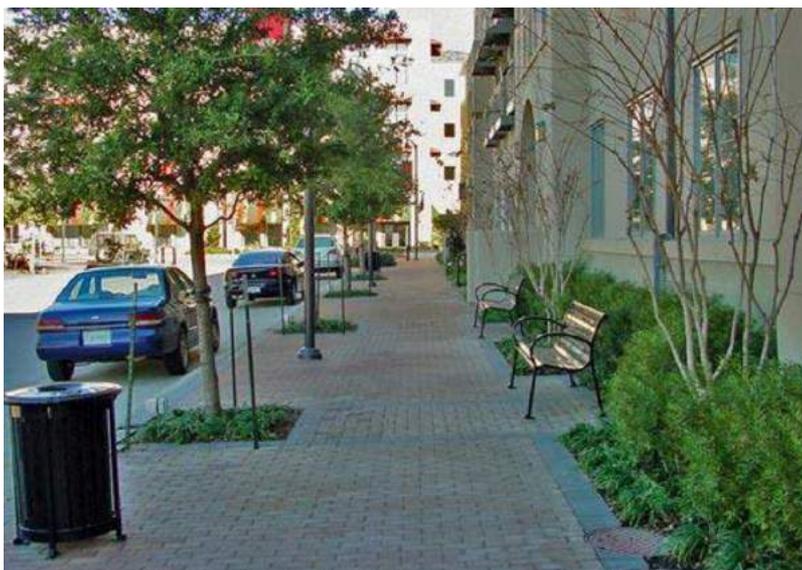
32%

IMAGE TESTING

79% of residents would prefer wide sidewalks.



Next you will see a few different sets of images of potential features of downtown Lehi if it were updated. For each set of images, select the image you most prefer.



Wide sidewalk

79%



Narrow sidewalk

20%



Scott Riding, Managing Partner

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