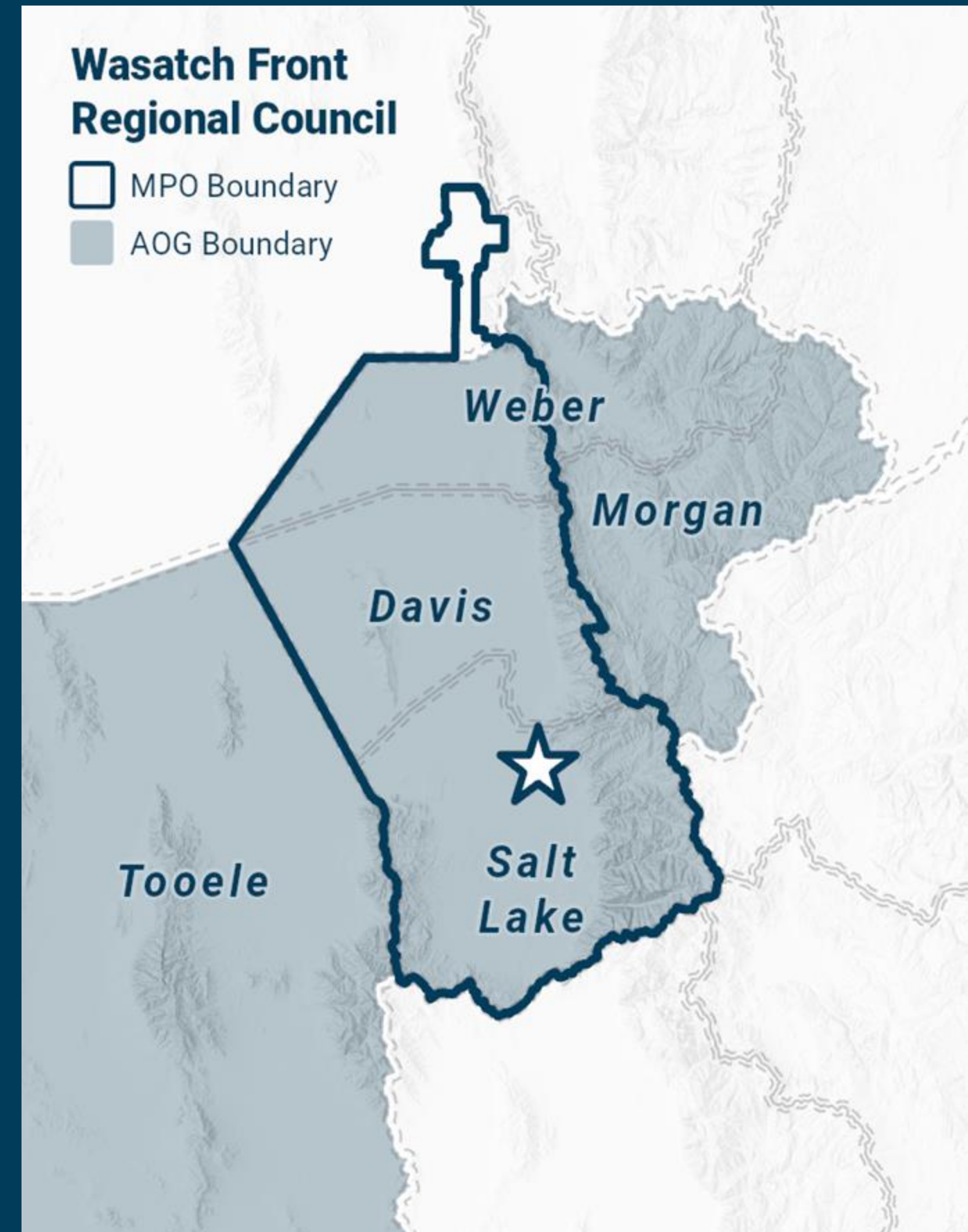
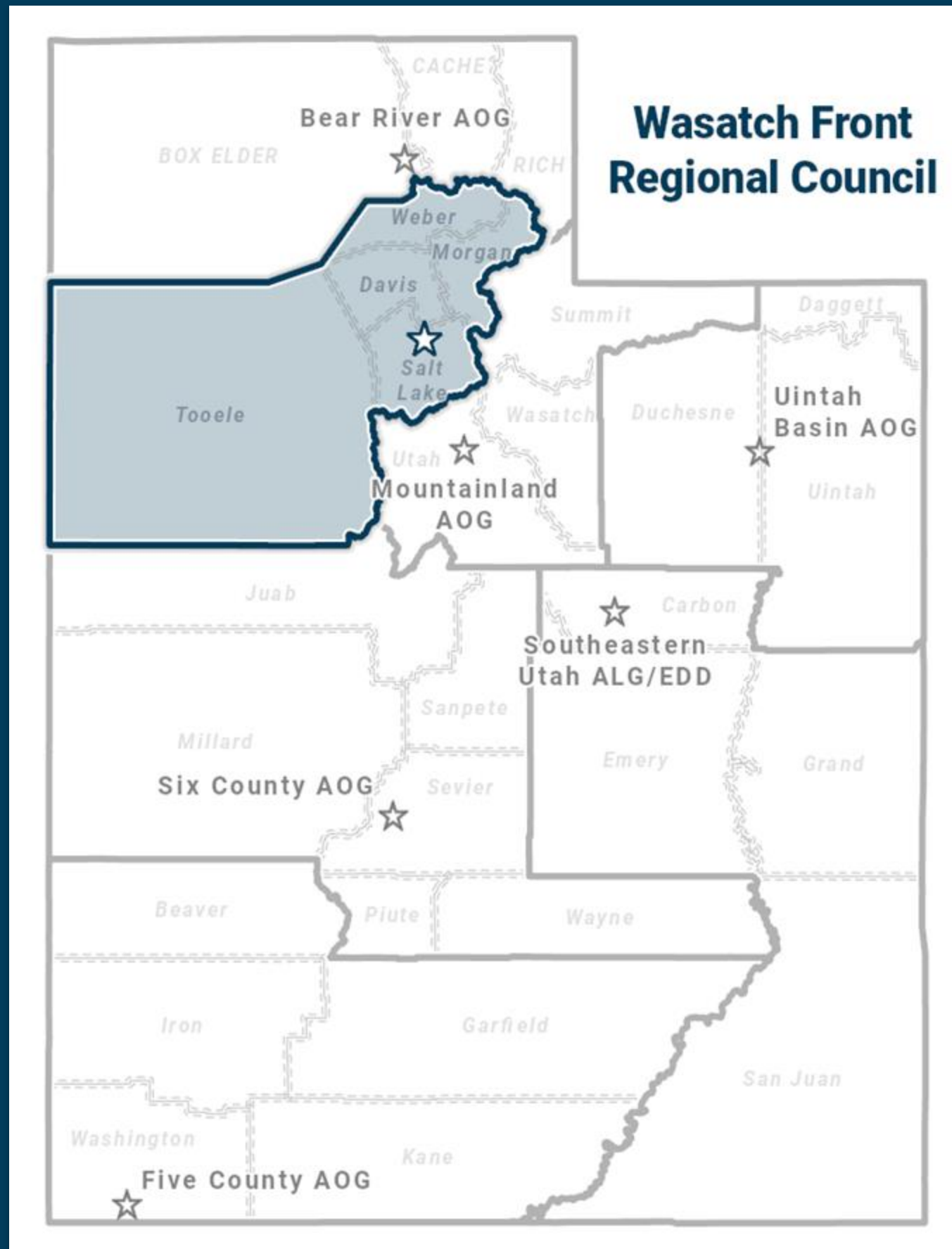


# WASATCH FRONT REGIONAL COUNCIL







# Wasatch Choice Map #wherematters

- Vision
- Transportation
- Centers & Land Uses
- Economic Opportunities
- Parks & Public Spaces
- +



Utah is growing... and we have a plan. Our future quality of life depends on the choices we make today. Wasatch Choice Vision is our communities' shared vision for coordinated transportation investments, development patterns, and economic opportunities. The Wasatch Choice Vision map and key strategies show how advancing the Vision can enhance quality of life even as we grow.

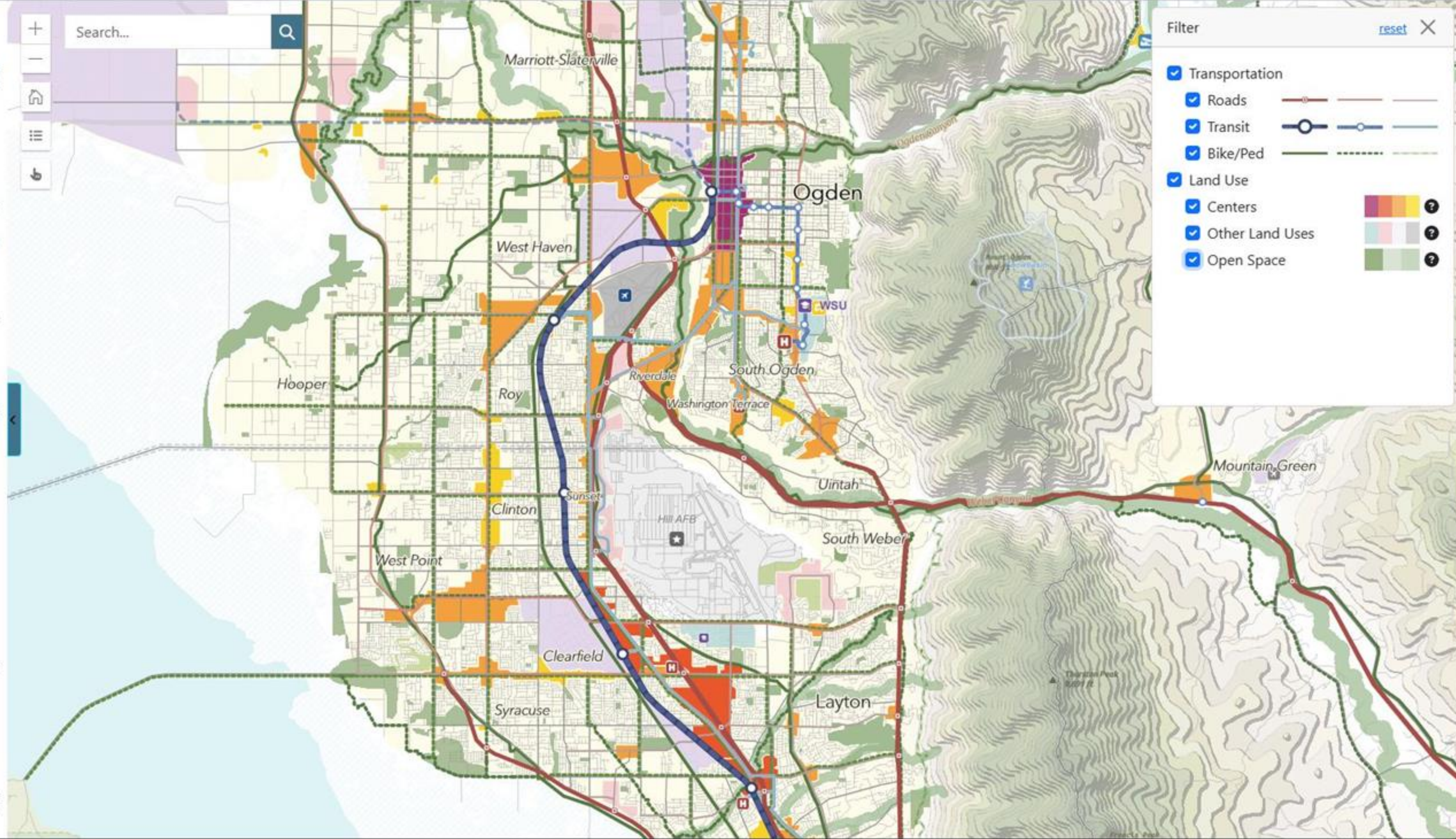
## Key Strategies

Wasatch Choice Vision key strategies for a thriving region and communities:

- Transportation choices**  
Provide people with real choices in how they get around - by driving, transit, biking, and walking - so people can easily reach their destinations.
- Housing options**  
Support housing types and locations that meet the needs of all residents.
- Parks and public spaces**  
Ensure ample and convenient parks, public spaces, and open land for gathering and recreating.
- City and town centers**  
Create and enhance city and town centers as the hearts of our communities - walkable areas where activity is focused, with places to live, work, and play.

## Goals and Benefits

The Vision is designed to improve quality of life now and for generations to come.



Filter [reset](#) X

- ☒ Transportation
  - ☒ Roads
  - ☒ Transit
  - ☒ Bike/Ped
- ☒ Land Use
  - ☒ Centers
  - ☒ Other Land Uses
  - ☒ Open Space



***What does the Wasatch Choices Vision say  
about housing & housing affordability?***

## Wasatch Choice Vision key strategies for a thriving region and communities:



### Transportation Choices

Provide people with real choices in how they get around - by driving, transit, biking and walking - so people can easily reach their destinations.



### Housing Options

Support housing types and locations that meet the needs of all residents.



### Parks & Public Spaces

Ensure ample and convenient parks, public spaces, and open land for gathering and recreating.



### City & Town Centers

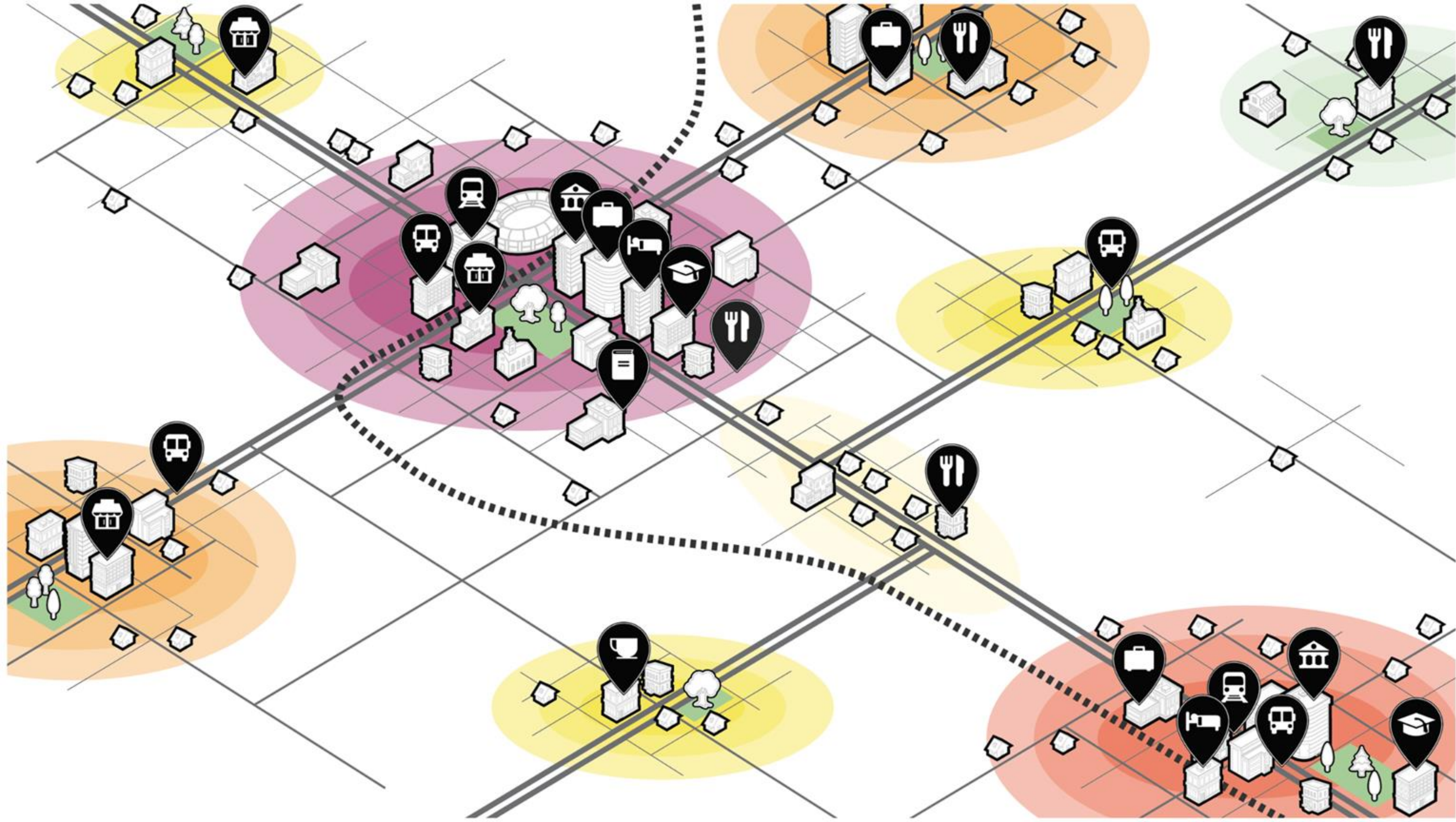
Create and enhance city and town centers as the hearts of our communities – walkable areas where activity is focused, with places to live, work and play.





URBAN CENTER | Scenario B - View 2

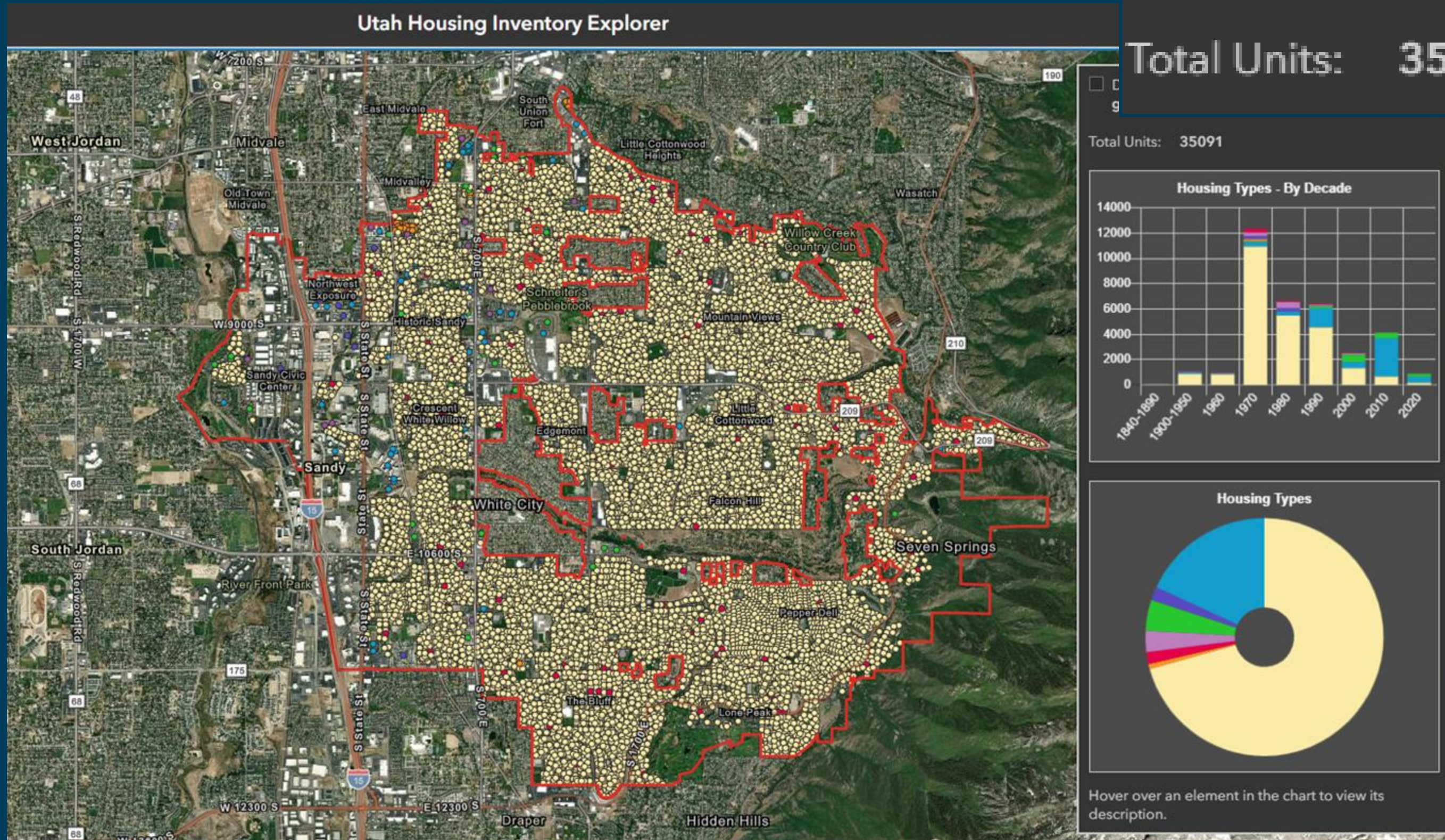






# *How is transportation impacting housing and housing affordability?*

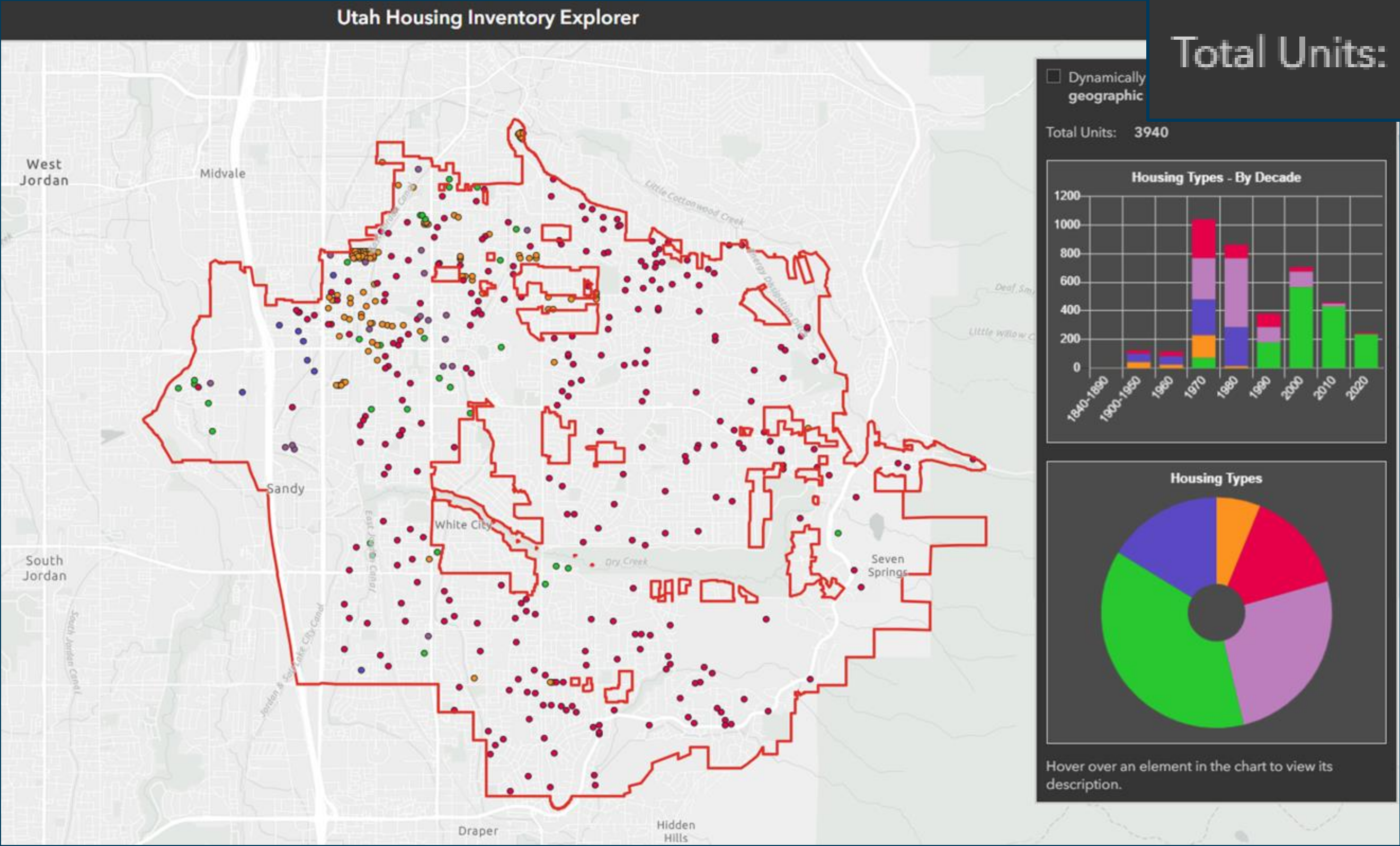
# ACCESS





*How is transportation impacting housing and housing affordability?*

ACCESS



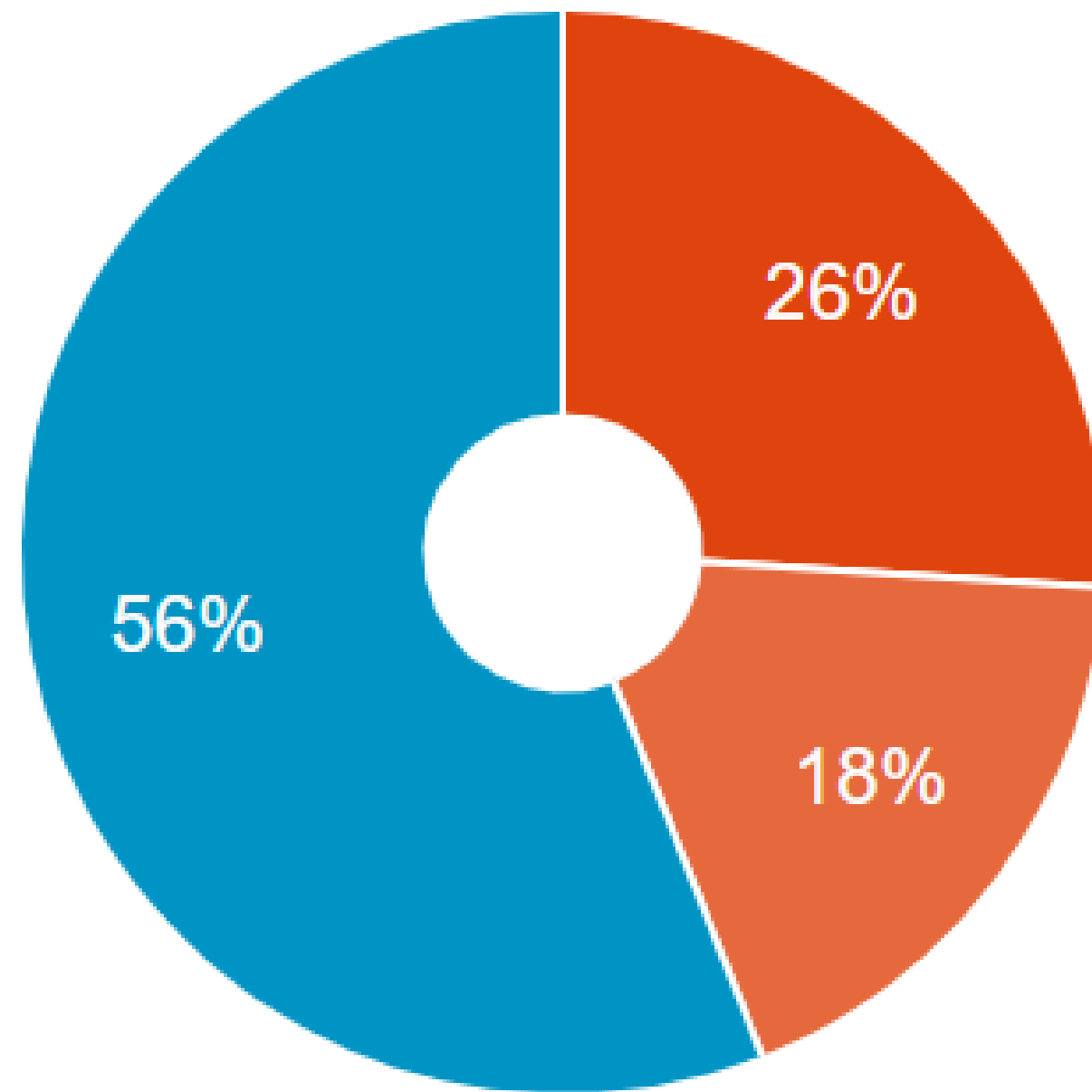


# Housing + Transportation Cost

Average Housing + Transportation Costs % Income

SANDY,

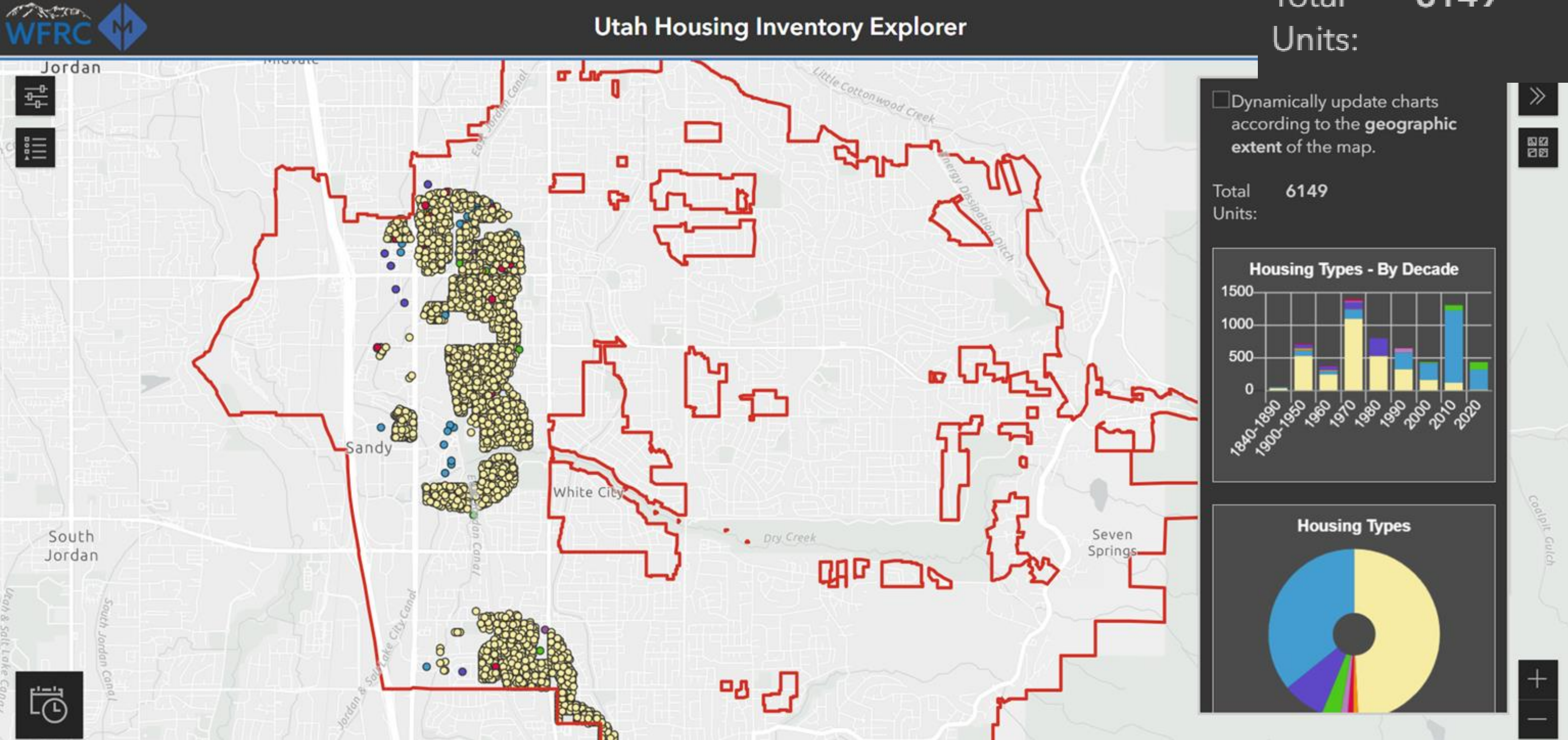
- Housing
- Transportation
- Remaining Income





*How is transportation impacting  
housing and housing affordability?*

ACCESS



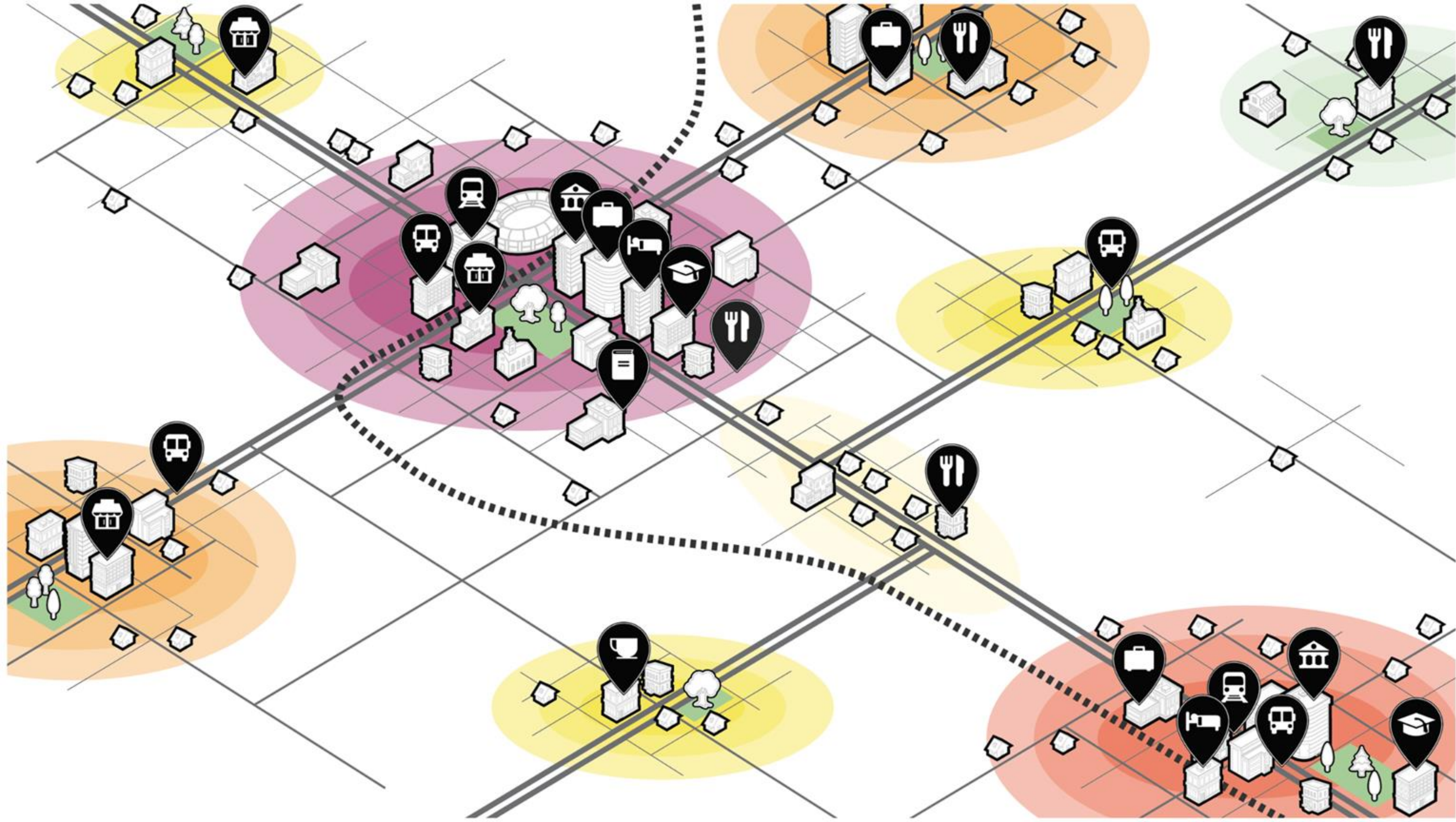


***How is transportation  
impacting housing and housing  
affordability?***



***How is housing and housing affordability  
impacting transportation?***









URBAN CENTER | Scenario B - View 2



### STADIUM VILLAGE MASTER PLAN

The Stadium Village Master Plan was adopted in 2019 and looked at development of the Stadium Study Area in The Cairns. The Master Plan focuses on increasing vitality of the area around the America First Field by adding in additional housing, retail, office, and entertainment uses.

The preferred scenario includes almost 5,600,000 square feet of new construction. More than half of these new buildings (59%) will include new multi-family housing, followed by 26% of the buildings being new offices. Retail and restaurant uses will take up 7% of the new buildings. The development scenario also includes a new hotel, storage, and 44 townhomes to be used as a buffer. At buildout, the Stadium Master Plan proposes 3,197 new units.



Source: Stadium Village Master Plan

FIGURE 11: STADIUM VILLAGE PREFERRED SCENARIO





# OBSTACLES TO

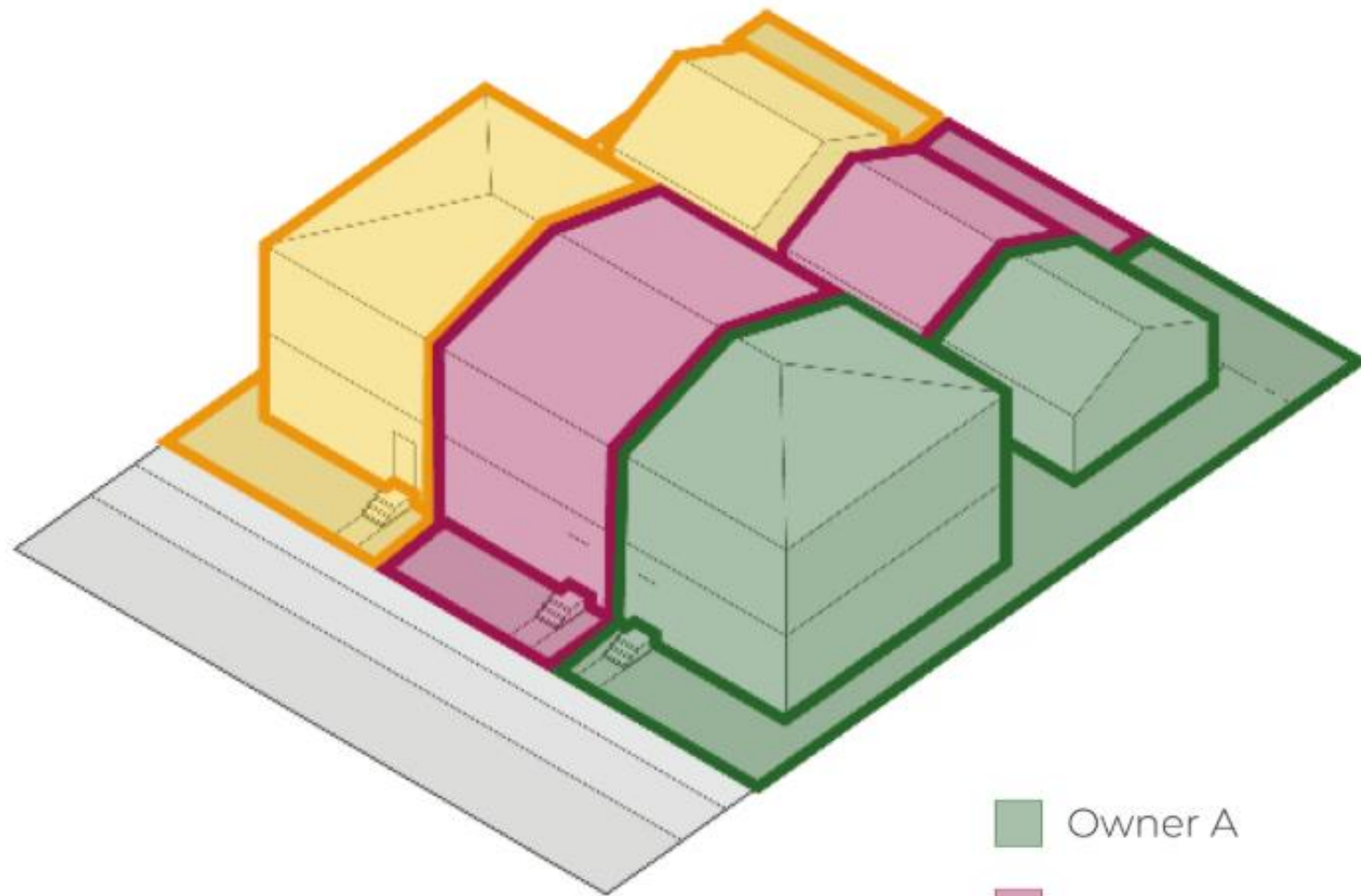
...CONDOS, MISSING MIDDLE, MIXED USE DEVELOPMENT





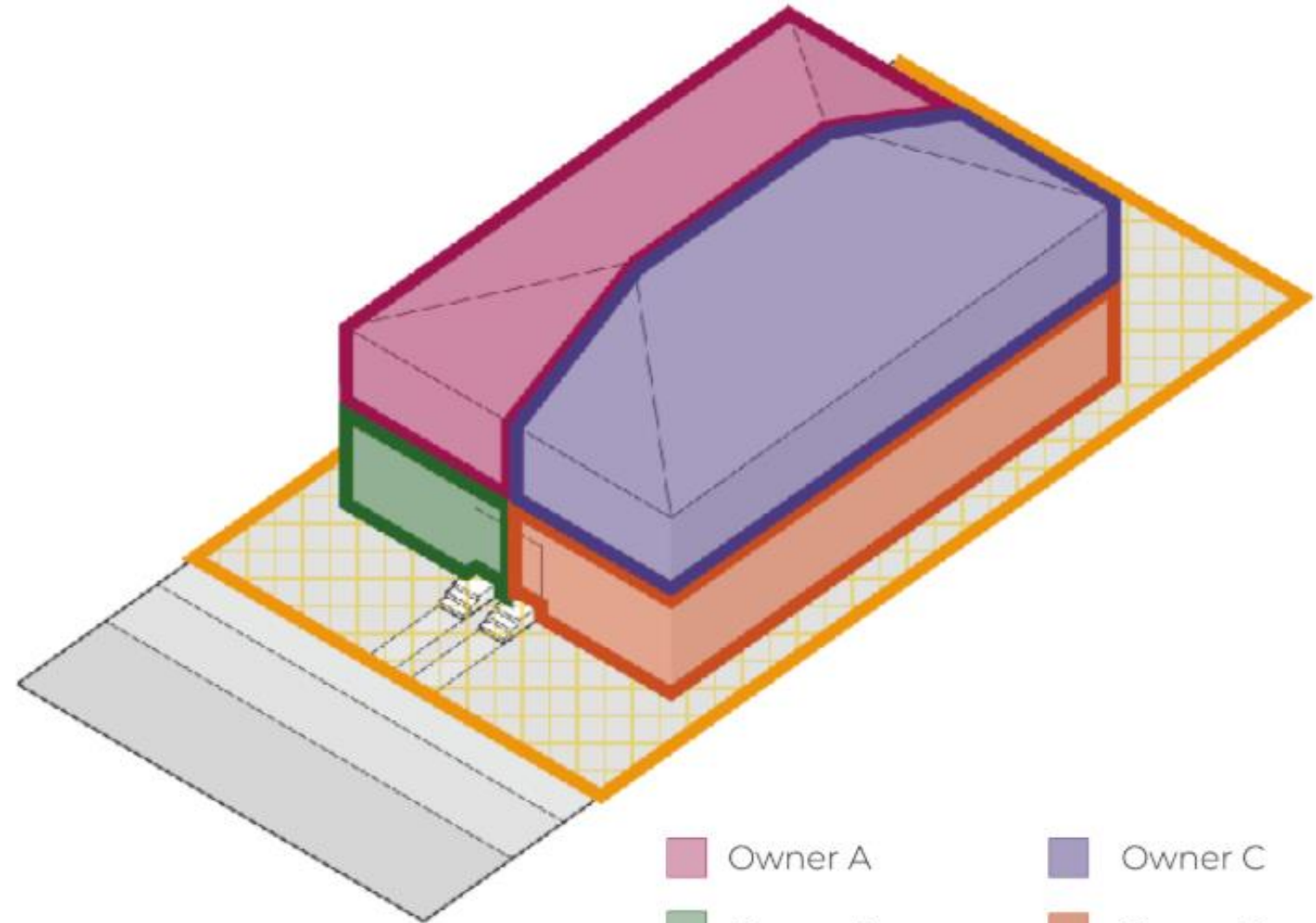
# CONDOS

Fee Simple  
Ownership



- Owner A
- Owner B
- Owner C

Condo  
Ownership



- Owner A
- Owner B
- Owner C
- Owner D
- Joint Ownership



# OBSTACLES TO CONDOS

## Insurance (developer wrap policies)

litigation practices = risk

“surplus lines” are expensive

## Financing

higher rates

presale requirements

absorption

## Cost

customization

parking

*Stigma*





# WHY CONDOS?

- space
- market entry
- demographic change

*By 2040, Utah needs (2024):*

**0 large lots**

**90k small lots**

**100k attached homes**



**Orchard Townhomes**  
**9-10 units/acre**





## WHY CONDOS?

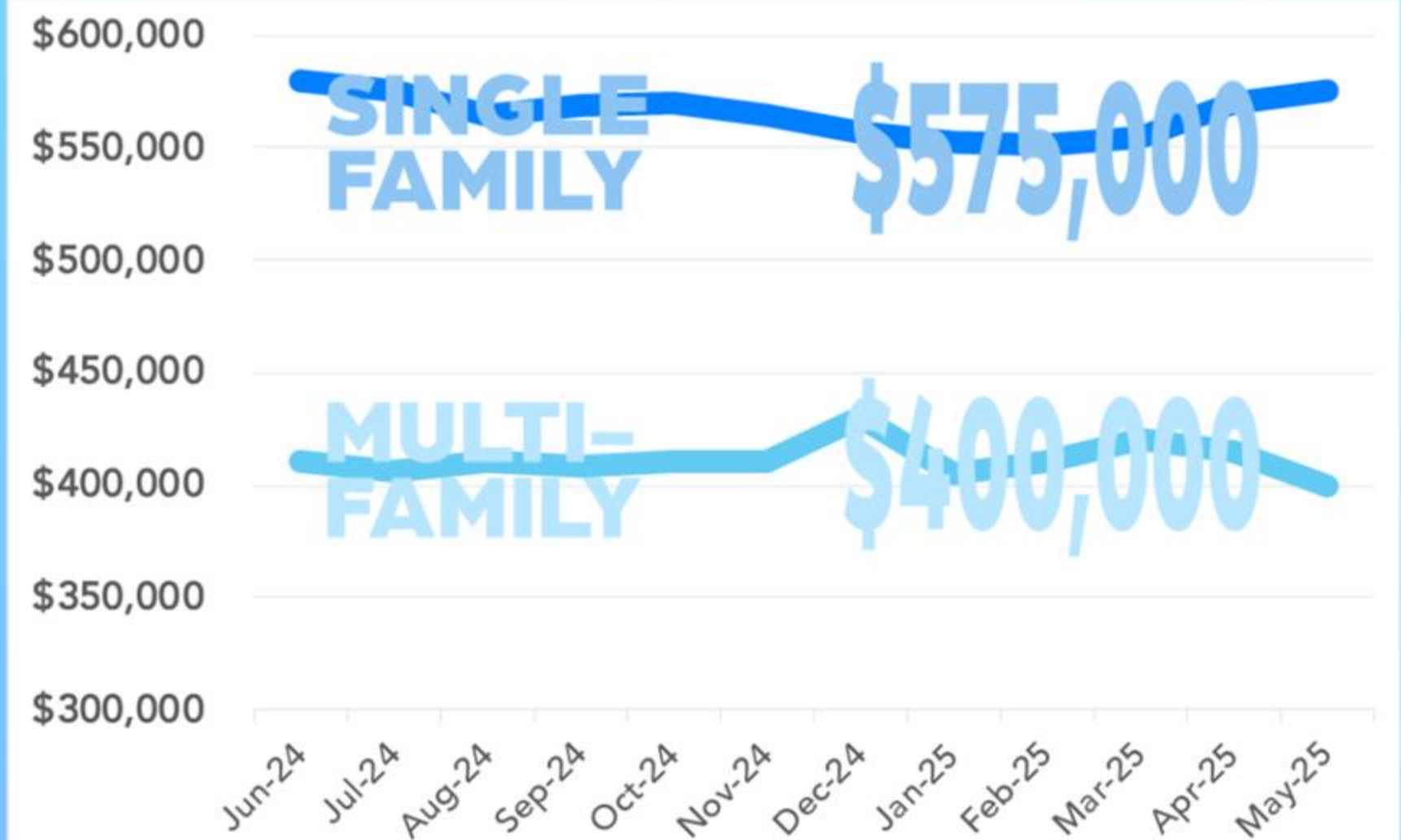
- space
- market entry
- demographic change

*90-94% of UT renters can't afford the median home \$ in their county*

## Median Home Prices in Utah

Last 12 Months

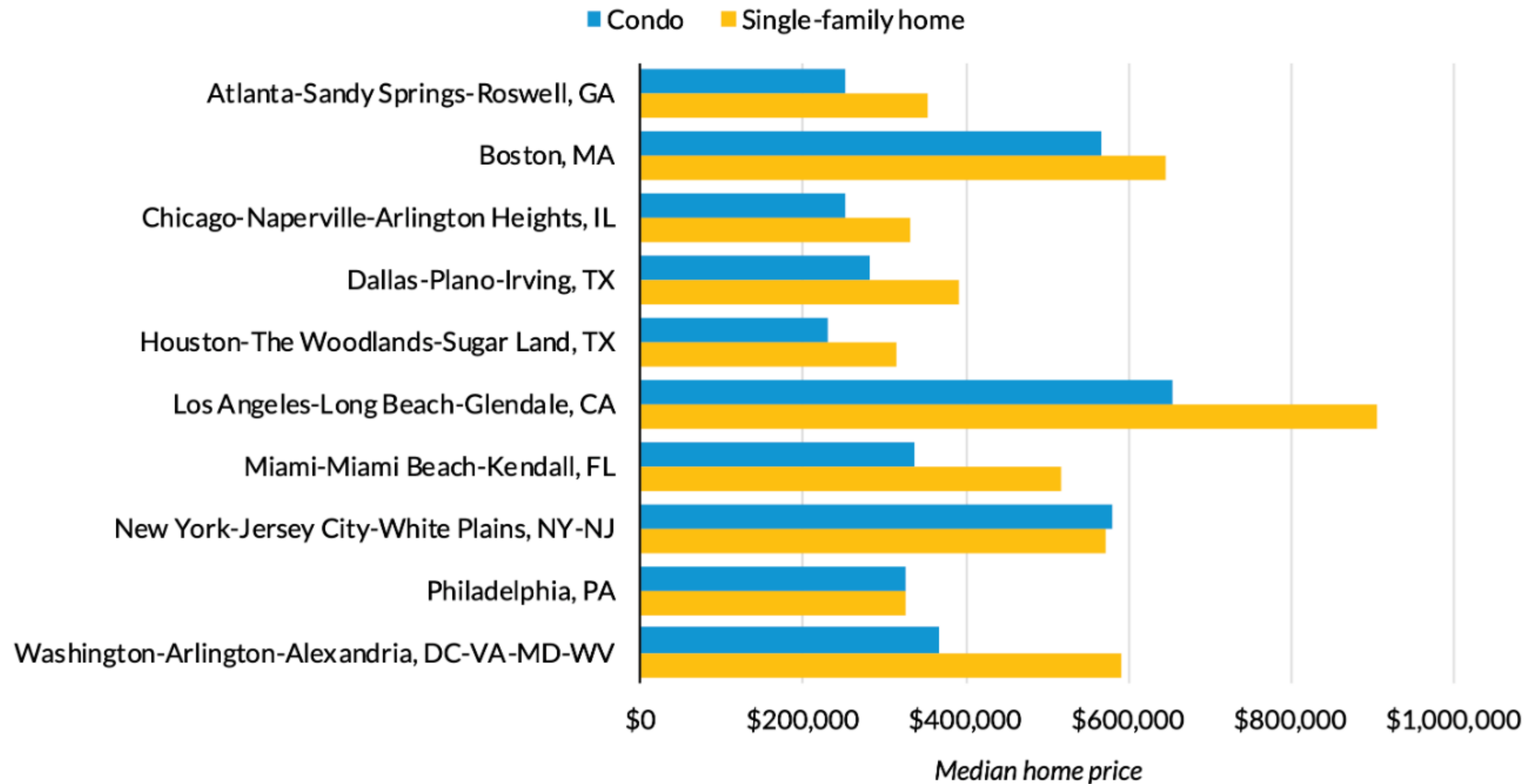
May  
2025





# WHY CONDOS?

## Condos Are More Affordable Than Single-Family Homes in Most Major Cities



Source: Black Knight HPI.

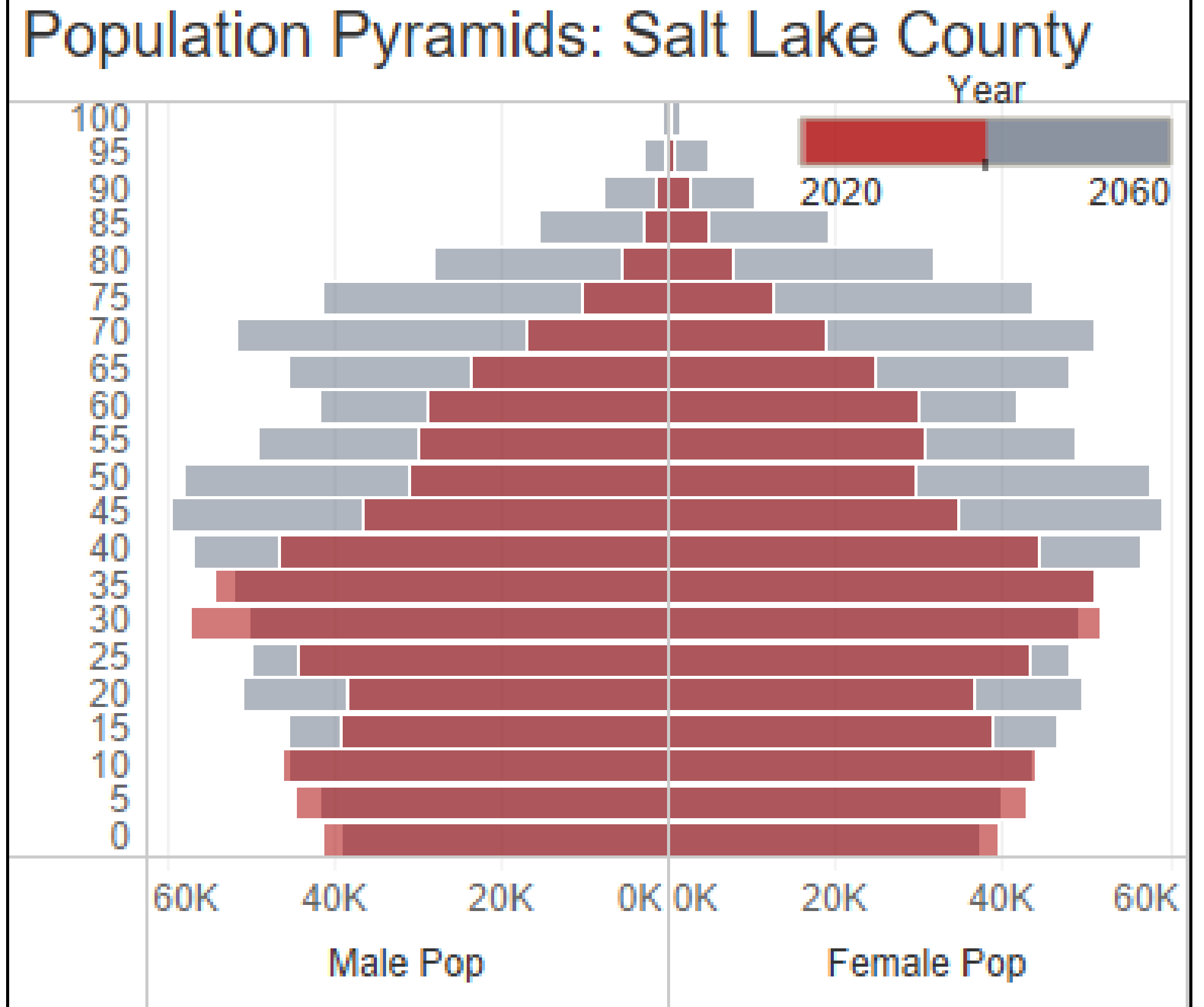
URBAN INSTITUTE



# WHY CONDOS?

- space
- market entry
- demographic change

*the median age in Utah is projected to continue increasing*





**Meg Padjen**

***Community & Economic Development***

***Director***

**WASATCH FRONT REGIONAL COUNCIL**

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