

Browns Point/Dash Point Community Plan Survey Results

April 2006



Prepared by:

Pierce County Planning and Land Services Department
Advance Planning Division

In consultation with:

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BACKGROUND

In March 2006, Pierce County Planning and Land Services (PALS) distributed a community planning survey to households and businesses within the Browns Point/Dash Point Community Plan area. The survey was developed by PALS staff and based on a format used in various communities throughout Pierce County in previous land use planning efforts. The survey is intended to help PALS staff and community planning board members assess the community's views regarding a variety of topics including quality of life, land use, the economy, and public facilities and services.

Methodology:

Pierce County Planning & Land Services mailed 1,395 questionnaires to residents in the Browns Point and Dash Point Community Plan area. Mailings were sent to "postal customers" on 3 mail routes in the 98422 ZIP code as well as specific addresses. Included in the 1,395 were 160 questionnaires sent to property owners outside the target area ZIP.

At the time of cut-off for tabulation, 386 questionnaires were returned completed. This represents a return rate of 28% on the basis of the 1,395. This represents a very acceptable response rate and sample size for statistical tabulation purposes. For statistical purposes, a sample of 386 has a maximum margin of error of +/- 5.0% at the 95% confidence level. This means the results from the survey would not vary by more than +/-5% had all residents in the survey area completed and returned a questionnaire and that this result would occur 95 times out of 100. The results were produced in a cross-tabulation format showing how results break out by geographic area and length of residence.

SURVEY SUMMARY

The survey asked questions regarding quality of life; condition of the built and natural environment; economic development; land use planning and related controls; and levels of support for a variety of public facilities and services. There is a general satisfaction with the state of the community reflected in the survey results. The questions attempted to identify and anticipate certain issues such as view protection and redevelopment in order to gauge community sentiment. It should be noted that the geographic area tally, Dash Point vs. Browns Point, did not show neighborhood attitudes were particularly different. Longevity was also considered. The results were provided in three groups, by length of time as a resident: 10 years or less, 11 to 20 years, and 20+ years. Where there were differences, they are noted in the following section.

The survey results will be used by the community planning board as an aid in the development of the Browns Point/Dash Point Community Plan. Complete survey results are provided in the following section of this report.

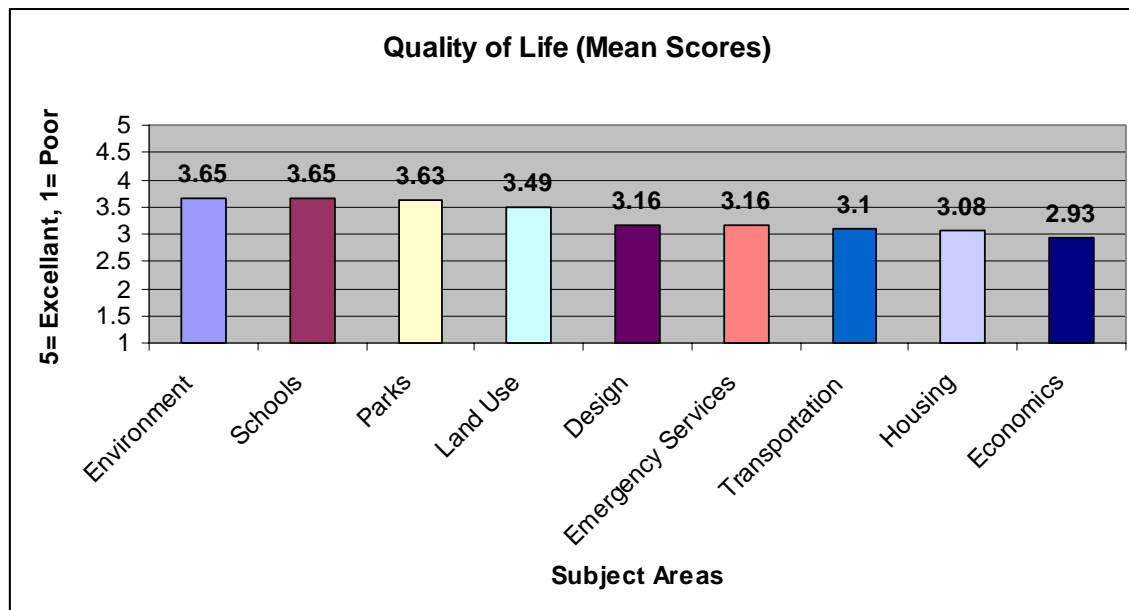
BROWNS POINT/DASH POINT COMMUNITY PLAN SURVEY RESULTS

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RESULTS ARE IN PERCENT OF RESPONSES RECEIVED

*Please rate the following conditions. Please check the box that reflects your opinion:
1= Poor, 5= Excellent*

A. QUALITY OF LIFE	1 <u>Poor</u>	2	3	4	5 <u>Excel</u>	<u>Mean Score</u>
1. Environment: condition of shorelines, streams, wetlands and other natural features	2%	9%	33%	37%	20%	3.65
2. Land Use: pattern of land development and relationship between residential, commercial	6%	11%	31%	30%	22%	3.49
3. Economics: local job opportunities and retail services	13%	26%	31%	18%	13%	2.93
4. Housing: price and availability	8%	19%	41%	22%	10%	3.08
5. Design: quality of architecture	8%	12%	46%	25%	9%	3.16
6. Transportation: traffic conditions and transit services	11%	18%	32%	28%	11%	3.10
7. Emergency Services: police, fire, and paramedics	12%	19%	26%	26%	17%	3.16
8. Schools: instruction and facilities	3%	10%	29%	37%	21%	3.65
9. Parks: playgrounds, athletic fields, recreational programs, picnic areas, and trails	5%	10%	25%	34%	25%	3.63



The chart above shows the ranking of the subject areas, left to right. The environment, schools, parks, and land use scored higher. There is only a 0.72 difference between the lowest and highest means. The others listed scored lower, but the scores did not indicate a high level of dissatisfaction, just areas that may need improvement.

When longevity (length of time living in the area) is considered newer residents scores were higher for Housing and Transportation and lower for Schools. Long time residents

(20+ years) scores were higher for Emergency Services and Schools. The only area where Browns Point was different than Dash Point was Land Use, with a Browns Point mean of 3.36 and a Dash Point mean of 3.74, with a 3.49 total mean score. In reviewing the entire survey for the Browns Point and Dash Point neighborhoods, this was the only issue that had a noticeable difference.

Please answer if you **agree, are neutral, or disagree** with the statement. Check the box matching your opinion. *(Highest is highlighted)*

B. NATURAL ENVIRONMENT	Agree	Neutral	Disagree
1. Protection of the natural environment is very important to me.	86%	11%	3%
2. Existing natural resources should be protected throughout the community.	87%	10%	3%
3. New development should be required to maintain or replant a minimum amount of vegetation on the site.	81%	12%	7%
4. New development should be required to maintain a minimum amount of open space.	74%	18%	9%
5. Current stormwater facilities adequately manage water during storm events.	41%	34%	25%
6. Urban stream systems should be better protected.	59%	33%	8%
7. Shoreline areas should be better protected.	60%	29%	11%
8. Shoreline/Beach access for the public should be increased.	31%	29%	41%

The survey identified stormwater facilities in certain areas may need attention. Shoreline access appears to be acceptable at this time. There appears to be sympathy for environmental protection.

C. ECONOMICS	Agree	Neutral	Disagree
1. There should be incentives to retain/attract businesses	39%	27%	35%
2. Browns Point/Dash Point should have more home-based businesses	23%	51%	26%
3. The majority of my commercial goods are purchased outside of Browns Point/Dash Point	92%	6%	2%
4. There is enough commercial property available	63%	25%	12%
5. I am satisfied with the distance I travel for professional and personal services	73%	17%	10%

Incentives for business retention and home based business was mixed. Most people shop outside their neighborhoods. As shown in the tables below, Question 4, when broken out by longevity, showed a broader range, with 51% of newer residents (10 years or less) and 77% of long time residents (20+ years) agreeing with the statement. Question 5 had similar results.

There is enough commercial property available			
	Under 11 years	11-20 years	20+ years
Agree	51%	54%	77%
Neutral	32%	34%	15%
Disagree	17%	12%	8%

I am satisfied with the distance I travel for professional and personal services			
	Under 11 years	11-20 years	20+ years
Agree	64%	72%	78%
Neutral	21%	18%	16%
Disagree	15%	10%	5%

Most people feel commercial uses in the area are adequate. Many of the comments from the survey indicated existing commercial uses are struggling to survive. When combined with industrial growth in question 4 below, 78% were against expansion more intense uses.

Please answer if you **agree, are neutral, or disagree** with the statement. Check the box matching your opinion. *(Highest is highlighted)*

D. COMMUNITY CHARACTER	Agree	Neutral	Disagree
1. There should be design standards that address height, location, number, color, and type of signs	69%	19%	12%
2. New developments should have landscaping requirements	76%	12%	12%
3. I feel good about the appearance of the community	55%	30%	15%
4. I would like to see more commercial/industrial growth in the area	6%	16%	78%
5. Redevelopment of residential uses should include design standards	50%	29%	21%
6. Redevelopment or new commercial uses should include design standards	71%	17%	12%
7. I would like to see more residential growth in the area	7%	25%	68%

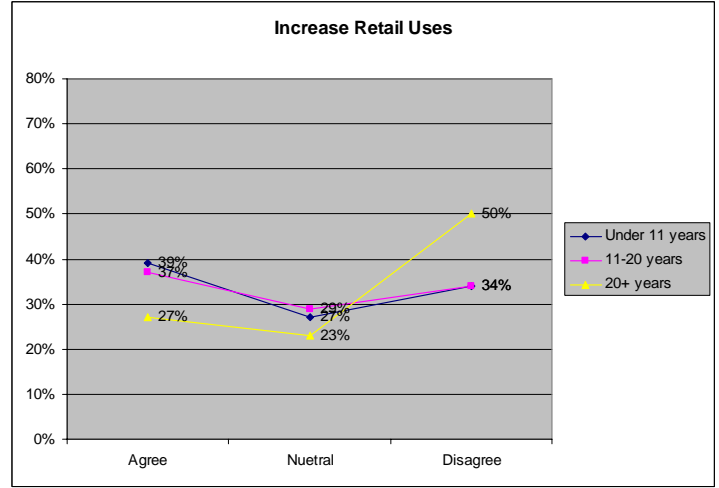
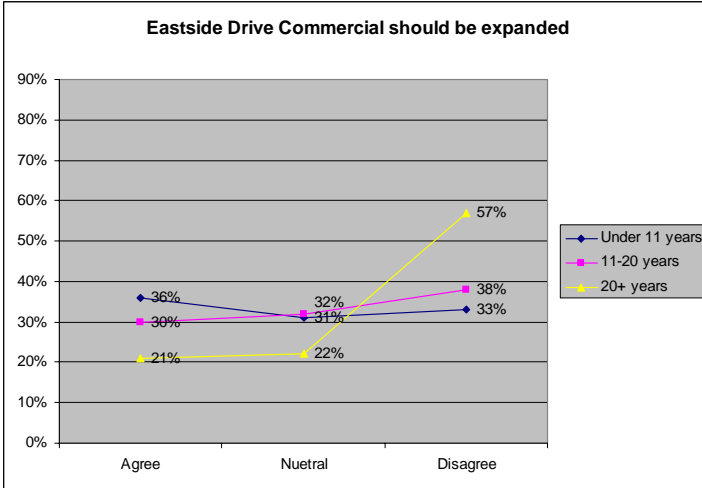
The answers regarding Community Character indicated commercial uses with design standards would benefit the community. It was not as clearly demonstrated with residential uses, with 50% in favor of design standards for redevelopment. The community would not like to see more residential or commercial growth.

H. LAND USE	Agree	Neutral	Disagree
1. Existing nonconforming uses should be allowed to expand	10%	26%	64%
2. Existing commercial uses should be allowed to expand in residential neighborhoods.	7%	15%	78%
3. The commercial area at Eastside Drive should be expanded to accommodate new retail or mixed use development	29%	27%	44%
4. Increasing retail uses should be encouraged	33%	26%	41%
5. Views of the surrounding area from private residences are important and should be protected	89%	7%	4%
6. If you agree with #5, then expansion of existing structures should be limited	78%	11%	11%
7. Opportunities for multifamily residential development should be increased	8%	18%	74%

There was strong support for view protections that was reduced slightly when restrictions on redevelopment are considered. Multifamily residential is not supported.

The commercial use picture becomes a little clearer here as neither nonconforming uses nor commercial uses were supported for expansion. The existing commercial center was given more latitude by the community as its commercial focal point.

The community is divided when looking at Questions 3 & 4, as the following charts indicate. Question 3 in particular had a large difference in response based on longevity, with newer residents agreeing at 36% and long time residents at 21%. Disagreement with Question 3 was 33% for newer residents and 57% with long time residents. Question 4, was similarly divided as shown in tables below. Again, comments at the end of the survey indicated the struggling existing smaller scale retail need some support in order to continue.

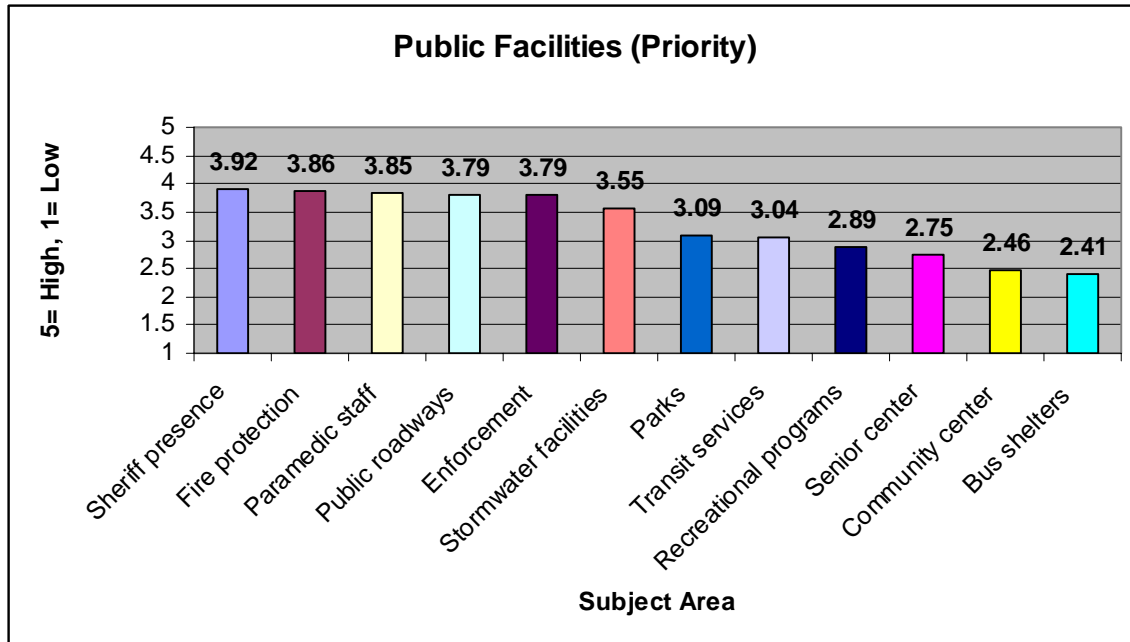


E. FACILITIES AND SERVICES: TRANSPORTATION	Agree	Neutral	Disagree
1. Roads should be equipped with bicycle lanes	54%	22%	24%
2. Roads should be widened to accommodate more cars	13%	16%	71%
3. Public transit should be improved to provide direct, frequent connections between homes and services	39%	41%	20%
4. Roadway grids should be completed to connect neighborhoods	22%	37%	42%
5. New roads should be constructed to provide alternate routes of travel	16%	29%	55%
6. Sidewalks should be provided	49%	19%	32%
7. Major arterials (e.g., Eastside Drive NE) should be built with medians in the middle	8%	23%	69%
8. Priority should be placed on improving alternate modes of transportation (bike lanes, transit services, sidewalks) over widening roads	59%	19%	22%

The transportation related questions had mixed results. There was not a lot of support for larger road projects. Transit, sidewalks, and bike lanes received some support.

Please check the box that reflects your opinion regarding which additional public facilities and services you see a need for? 5 = Highest Priority, 1 = Lowest Priority

F. FACILITIES AND SERVICES: PUBLIC FACILITIES	1 Low	2	3	4	5 High	Mean Score
1. Parks	23%	12%	22%	20%	23%	3.09
2. Bus shelters	28%	26%	27%	12%	6%	2.41
3. Community center	33%	19%	26%	12%	10%	2.46
4. Sheriff presence	9%	7%	15%	19%	49%	3.92
5. Fire protection	10%	9%	16%	18%	48%	3.86
6. Paramedic staff	9%	7%	19%	17%	47%	3.85
7. Maintenance of stormwater facilities	8%	13%	25%	24%	30%	3.55
8. Maintenance of public roadways	5%	8%	25%	28%	35%	3.79
9. Enforcement of illegal building activities	7%	13%	18%	19%	44%	3.79
10. Transit services	12%	19%	36%	18%	14%	3.04
11. Recreational programs at County parks	17%	19%	33%	18%	13%	2.89
12. Senior center	23%	16%	34%	16%	11%	2.75



The graph above ranks the subject areas by priority of need, highest on the left, lowest on the right. Emergency Services, road and stormwater maintenance, and building enforcement were higher priority. Community Center, Bus Shelters, and parks/recreational programs were lower priority.

DEMOGRAPHICS QUESTIONS

(percentage of surveys that answered the questions)

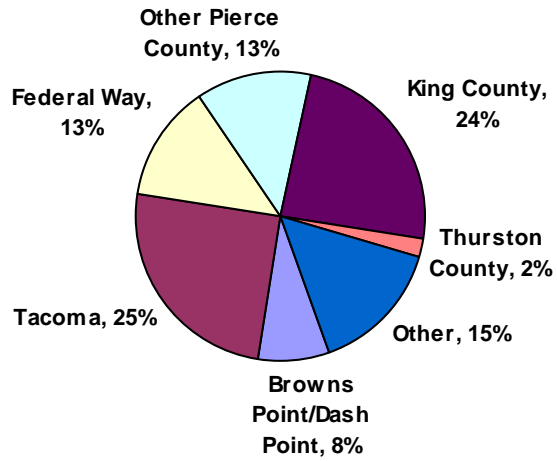
How long have you lived in the Browns Point/Dash Point area?

0-1 years	4%
2-5 years	14%
5-10 years	13%
11-15 years	10%
16-20 years	12%
20+ years	47%

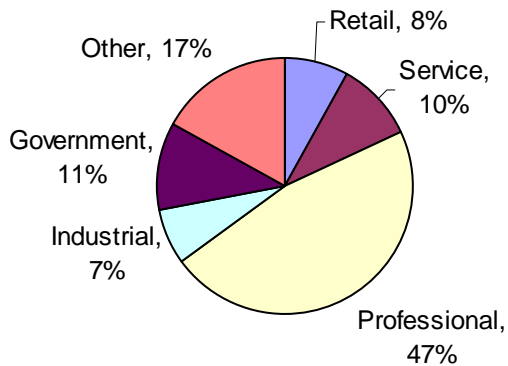
What type of house do you live in?

Single Family	94%
Duplex	4%
Multi-family	2%

Where do adults in your household work?



In what type of employment are adults employed?



Which area of Browns Point/Dash Point do you reside in?

Browns Point	65% (233 surveys)
Dash Point	35% (128 surveys)

SURVEY COMMENTS

The following themes were identified in the survey comments. The entire set of comments was provided separately.

- Community identity and quality should be preserved.
- The annexation issue (some for/some against)
- Police presence/Crime
- Residential Redevelopment (large new homes)
- Transportation/Streetscapes (sidewalks, streetlights, paving, bike lanes, traffic calming, bus service, road widening)
- Views: underground utilities, residential redevelopment
- Property Taxes too high
- Sewers in Dash point area.
- Commercial development: generally not for new commercial, encourage certain types of businesses though, such as a grocery store and restaurants.
- Preserve existing open spaces, wild areas