

# **La Cienega Land Use Survey**

**November 30, 2010**

**Presented by:**

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President**

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# Methodology

## Research Objectives:

To gain public input regarding possible uses of the recently purchased 470 acres of the Santa Fe Canyon Ranch land

## Populations:

1) Residents living in the greater La Cienega area (n=128). Questionnaire mailed to all households with invite to web based survey.

2) Santa Fe residents countywide (n=163). Web based survey filled out by self selected respondents.

## Field Dates:

La Cienega residents

July 2010- October 8, 2010

Santa Fe county residents

September – October 2010

# Attributes of Living in the La Cienega Area

## Favorite Attributes

### Top 4 Verbatim Responses

***Peace and Quiet***

***Rural Setting***

***Open Space***

***Friendly People***

## Least Favorite Attributes

### Top 5 Verbatim Responses

***Trash/Junk***

***Roads (Poor  
Condition/Maintenance)***

***Air Traffic/Noise***

***No Natural Gas Service***

***Speeding***

# **Programs and Services Needed Most in the La Cienega Area**

*Top 7 Verbatim Responses*

***Recreation facilities (parks, etc.)***

***Community center***

***Walking/running trails***

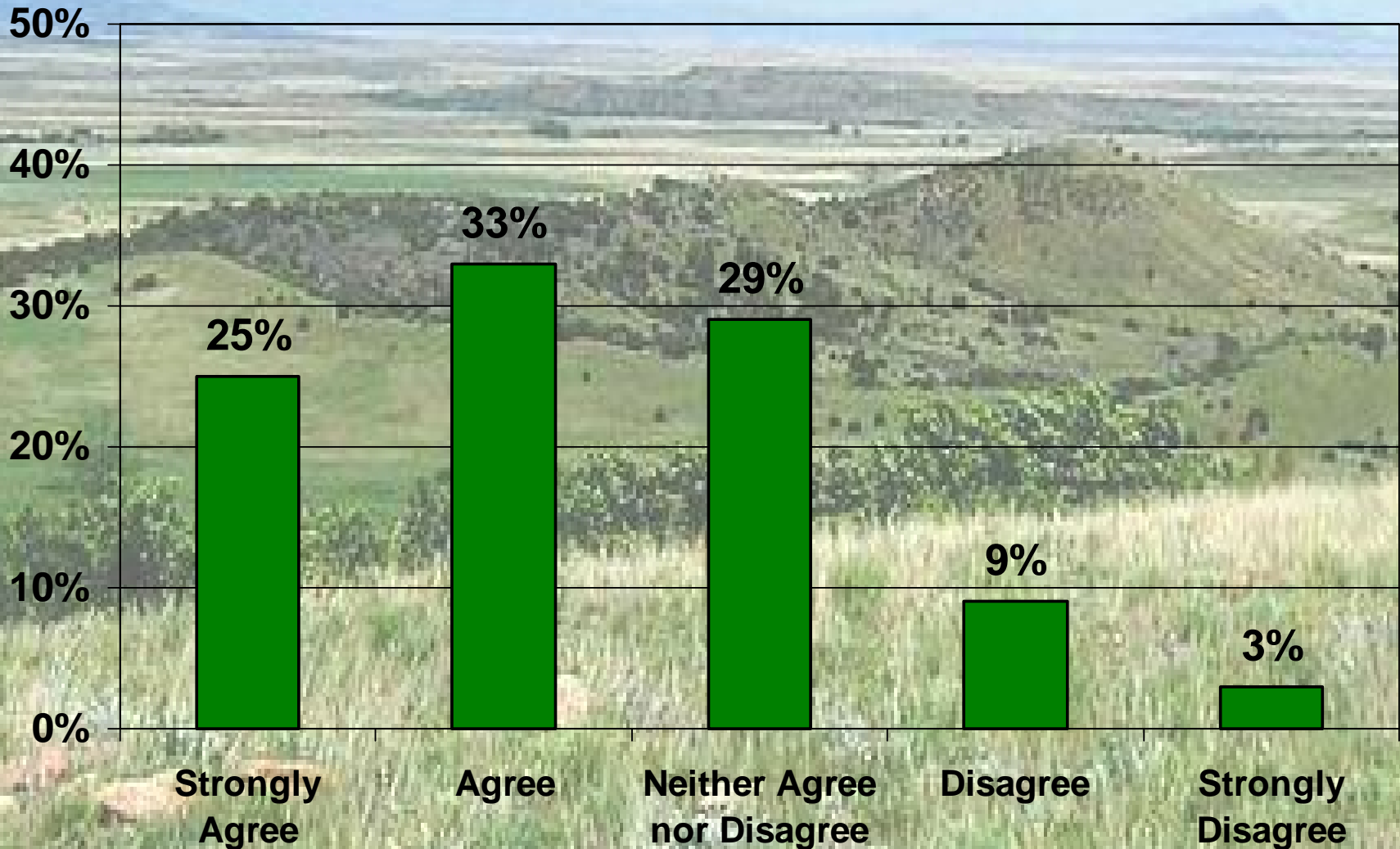
***Road maintenance***

***Fire/sheriff protection***

***Youth programs***

***Grocery store***

# “There Is a Strong Connection to the Community Among Residents Living in the Greater La Cienega Area”



# Perceived Need for Various Facilities, Services and Programs in the Greater La Cienega Area

## (La Cienega Residents)

	<i>Needed 4 &amp; 5 (combined)</i>	<i>Neutral 3</i>	<i>Not Needed 1 &amp; 2 (combined)</i>	<i>Mean †</i>
Parks and recreation areas	68%	16%	16%	3.8
Youth programs	65%	20%	16%	3.8
Hiking trails	65%	19%	15%	3.8
More police services	59%	28%	13%	3.7
Community center	59%	22%	19%	3.6
More fire protection	58%	30%	11%	3.7
Senior programs	58%	25%	17%	3.6
Entertainment venues	34%	20%	45%	2.8
Medical/Dental services	32%	25%	42%	2.8
BMX (bike) park	30%	18%	52%	2.6
ATV (all terrain vehicle) park	20%	12%	68%	2.1

† The mean score is derived by taking the average score based on the 5-point scale. The Greatly Needed response is assigned a value of 5; the Not Needed At All response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

# Support or Oppose Various Features That Could Be Included When Developing a Master Plan for the 470-Acre Santa Fe Canyon Ranch

	<i>Support 4 &amp; 5 (combined)</i>	<i>Neutral 3</i>	<i>Oppose 1 &amp; 2 (combined)</i>	<i>Mean †</i>
<b>Walking trails</b>				
La Cienega Area	84%	6%	10%	4.3
Santa Fe County	71%	12%	16%	4.0
<b>Open space</b>				
La Cienega Area	83%	8%	10%	4.3
Santa Fe County	72%	7%	21%	4.0
<b>Parks</b>				
La Cienega Area	75%	11%	14%	4.1
Santa Fe County	68%	12%	21%	3.9
<b>Conservation purposes – leave the land the way it is</b>				
La Cienega Area	72%	14%	13%	4.1
Santa Fe County	72%	6%	22%	3.9

† The mean score is derived by taking the average score based on the 5-point scale. The Strongly Support response is assigned a value of 5; the Strongly Oppose response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

# Support or Oppose Various Features That Could Be Included When Developing a Master Plan for the 470-Acre Santa Fe Canyon Ranch *(cont.)*

	<i>Support 4 &amp; 5 (combined)</i>	<i>Neutral 3</i>	<i>Oppose 1 &amp; 2 (combined)</i>	<i>Mean †</i>
<b>Community gardens</b>				
La Cienega Area	69%	15%	16%	3.8
Santa Fe County	53%	18%	29%	3.4
<b>Community center that would house senior, youth and other community programs</b>				
La Cienega Area	59%	18%	22%	3.6
Santa Fe County	27%	19%	54%	2.5
<b>Playing fields (soccer, baseball, etc.)</b>				
La Cienega Area	57%	19%	24%	3.5
Santa Fe County	31%	21%	47%	2.7
<b>Renewable energy projects</b>				
La Cienega Area	55%	21%	25%	3.5
Santa Fe County	38%	17%	46%	2.8

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# Support or Oppose Various Features That Could Be Included When Developing a Master Plan for the 470-Acre Santa Fe Canyon Ranch *(cont.)*

	<i>Support 4 &amp; 5 (combined)</i>	<i>Neutral 3</i>	<i>Oppose 1 &amp; 2 (combined)</i>	<i>Mean †</i>
<b>Botanical garden</b>				
La Cienega Area	47%	24%	29%	3.2
Santa Fe County	46%	19%	36%	3.1
<b>Ranch museum</b>				
La Cienega Area	46%	23%	31%	3.2
Santa Fe County	38%	21%	41%	2.9
<b>Demonstration farm/ranch</b>				
La Cienega Area	41%	26%	32%	3.2
Santa Fe County	30%	24%	37%	2.7
<b>Commercial greenhouses</b>				
La Cienega Area	37%	16%	48%	2.8
Santa Fe County	18%	20%	61%	2.3

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# Support or Oppose Various Features That Could Be Included When Developing a Master Plan for the 470-Acre Santa Fe Canyon Ranch *(cont.)*

	<i>Support 4 &amp; 5 (combined)</i>	<i>Neutral 3</i>	<i>Oppose 1 &amp; 2 (combined)</i>	<i>Mean †</i>
<b>Veteran's rehabilitation center</b>				
La Cienega Area	29%	27%	44%	2.8
Santa Fe County	19%	19%	62%	2.3
<b>Visitors center</b>				
La Cienega Area	27%	34%	39%	2.8
Santa Fe County	24%	24%	53%	2.5
<b>Artist studios and galleries</b>				
La Cienega Area	26%	23%	51%	2.5
Santa Fe County	10%	16%	74%	1.9
<b>Indigent (low income) cemetery</b>				
La Cienega Area	24%	19%	58%	2.4
Santa Fe County	12%	18%	69%	2.0

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# Support or Oppose Various Features That Could Be Included When Developing a Master Plan for the 470-Acre Santa Fe Canyon Ranch *(cont.)*

	<i>Support 4 &amp; 5 (combined)</i>	<i>Neutral 3</i>	<i>Oppose 1 &amp; 2 (combined)</i>	<i>Mean †</i>
<b>Neighborhoods with detached single family homes</b>				
La Cienega Area	24%	19%	57%	2.4
Santa Fe County	15%	6%	78%	1.8
<b>Resort and spa</b>				
La Cienega Area	16%	17%	68%	2.1
Santa Fe County	8%	8%	83%	1.6
<b>Mixed residential housing including higher cost and lower cost housing units</b>				
La Cienega Area	15%	13%	72%	1.9
Santa Fe County	12%	7%	81%	1.7

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# Support or Oppose Various Features That Could Be Included When Developing a Master Plan for the 470-Acre Santa Fe Canyon Ranch

	<i>Support 4 &amp; 5 (combined)</i>	<i>Neutral 3</i>	<i>Oppose 1 &amp; 2 (combined)</i>	<i>Mean †</i>
One way some of the land could be used is to build a park and recreation center. In addition to park lands for recreation use, an event center could be designed to host weddings, parties and other public events. Botanical and demonstration gardens could also be included in the park.				
La Cienega Area	61%	21%	19%	3.6
Santa Fe County	35%	23%	42%	2.9
Some people have proposed using some of the land to build a retirement community for residents 55 years of age or older. This planned community would feature affordable housing units, clubhouse, and recreational/activities center.				
La Cienega Area	32%	27%	41%	2.8
Santa Fe County	15%	17%	67%	2.1
Some people have proposed using parts of the land for film production which could include movie sets and other production activities.				
La Cienega Area	N/A	N/A	N/A	N/A
Santa Fe County	16%	17%	66%	2.0

† The mean score is derived by taking the average score based on the 5-point scale. The Strongly Support response is assigned a value of 5; the Strongly Oppose response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

# Thank you

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**Questions?**

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