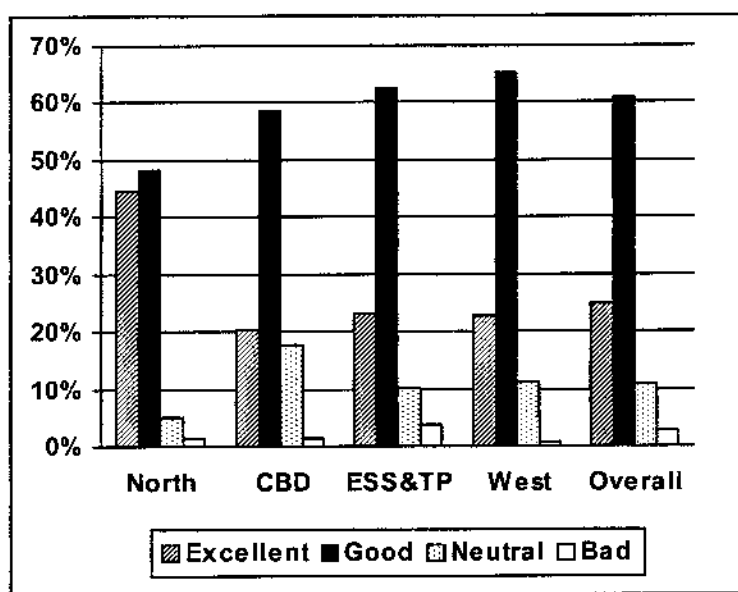


CHAPTER 2

NEIGHBORHOOD SATISFACTION

- Most respondents consider their neighborhoods good places to live. In fact, 85 percent rated their neighborhoods “good” or “excellent.” Less than 3 percent said their neighborhoods are a “bad” place to live. North Silver Spring residents were the most content, almost 45 percent rated the neighborhood “excellent;” a total of about 93 percent chose “good” or “excellent.” East Silver Spring and Takoma Park received the most negative ratings, almost 4 percent “bad.” Nonetheless, a strong majority of 85 percent rated that area “good” or “excellent.” Residents of the Central Business District (CBD) were the most neutral, over 17

Figure 2-1 Neighborhood Rating as a Place to Live



percent chose “neither good nor bad” to describe the community. As the first survey of this type, there are no comparables, but a more neutral reaction is probably typical of a predominantly rental area. Overall, responses to this question were very positive.

- When asked what respondents liked best about their neighborhoods, “quiet” was mentioned most frequently, 17 percent, but transportation related answers were also very common. When combined, “near transportation,” “convenient to work,” and “convenient to the beltway” garnered 27 percent of the first responses. (Respondents were allowed to mention two reasons if they wished.) “Friendly neighbors”, “proximity to parks” or “shops and restaurants”, and “diversity” also received between 5 and 12 percent of the first responses. The second responses were similar.

- When asked what they liked least about their neighborhoods, 18 percent of the residents said “crime,” while 40 percent could not identify anything in particular. Only “traffic” at just under 10 percent also received a significant share of the responses. The exception to this pattern

was North Silver Spring, where 21 percent chose “traffic” and only 9 percent mentioned “crime.” When asked for a second response, the dominant answer, 42 percent, was “nothing else.” No other answer received a large share of responses. In the individual master plan areas, the only second answers receiving at least 10 percent were “traffic” in North Silver Spring and “poor city/County services” in Silver Spring CBD.

- *“Inadequate redevelopment” combined with “delays in redevelopment” constituted the most important issue facing Silver Spring/Takoma Park, according to almost one-third of the respondents. Over 18 percent said that they did not know what the most important issue was and 17 percent selected “crime” as the issue. Over half of the North Silver Spring residents chose “redevelopment issues,” as did 38 percent of the CBD residents. “Crime” was mentioned in almost 20 percent of the cases in East Silver Spring and Takoma Park. No other issues received 10 percent or more of the responses in any of the master plan areas.*

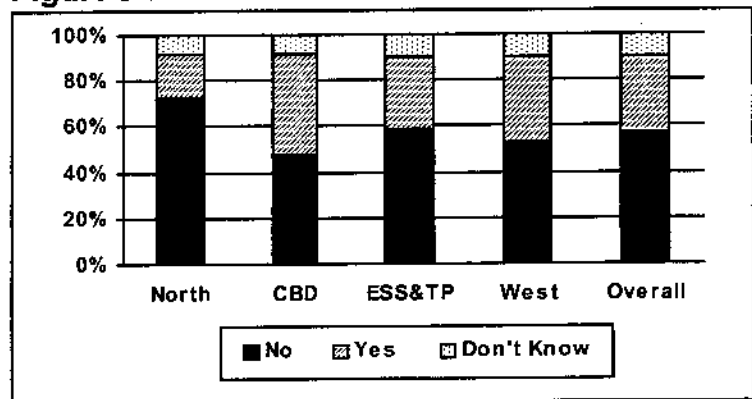
- *The most frequently mentioned reason for moving to the Silver Spring/Takoma Park area was “reputation,” the reason given by over 20 percent of the respondents. Other common reasons were “price of housing,” 16 percent; “commute,” 14 percent; “general location,” 11 percent; and “public transportation,” 10 percent. “Reputation” was especially important in North Silver Spring and East Silver Spring and Takoma Park, accounting for more than 22 percent each. “Public transportation” received a quarter of the responses in the CBD, while “commute” received a quarter in West Silver Spring.*

Area’s Appeal:
 Reputation
 Housing Prices &
 Commuting Options

Moving Plans

- *About one-third of the respondents expect to move within two years. As might be expected because of the concentration of renters, more CBD residents expect to move than residents of the other areas; 44 percent plan to move within two years. West Silver Spring residents had the second highest percentage planning to move, over 37 percent. North Silver Spring residents are least likely to plan to move within two years, only 19 percent do.*

Figure 2-2 Plan to Move



- *Respondents planning to move were about evenly divided between those who plan to stay in Silver Spring/Takoma Park, 43 percent, and those who do not, 42 percent.* The remainder said that they did not know where they would move. However, half of West Silver Spring and CBD potential movers plan to move outside the area, as do 47 percent of North Silver Spring residents. The immediate area remains a draw for almost half of the East Silver Spring and Takoma Park residents considering moving.
- *Among those who plan to move, "commute" was the most frequently mentioned important factor influencing choice of a new house, 21 percent.* "Price" was second at 17 percent, followed by "better neighborhood," 15 percent; "schools," 11 percent; and "larger home," 10 percent. "Better neighborhood" was most important in North Silver Spring, 23 percent, while "commute" and "price" led in the other planning areas.

SURVEY OF SILVER SPRING & TAKOMA PARK RESIDENTS

Table 2-1 Rate your neighborhood as a place to live

Question 2	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Excellent	1554	44.5%	1030	20.5%	4603	23.0%	1007	22.8%	8194	24.9%
Good	1687	48.3%	2941	58.6%	12505	62.5%	2873	65.1%	20006	60.8%
Neither good nor bad	178	5.1%	882	17.6%	2051	10.3%	498	11.3%	3609	11.0%
Bad	45	1.3%	66	1.3%	789	3.9%	26	.6%	926	2.8%
Don't know	27	.8%	99	2.0%	52	.3%	11	.3%	189	.6%
Total	3491	100.0%	5017	100.0%	20000	100.0%	4416	100.0%	32923	100.0%

Table 2-2 What do you like most about your neighborhood as a place to live?

Question 2.1	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Quiet	668	19.2%	592	11.7%	3649	18.2%	668	15.1%	5576	16.9%
Friendly neighbors	521	14.9%	115	2.3%	2692	13.5%	428	9.7%	3756	11.4%
Near transportation	218	6.3%	1112	22.0%	1549	7.7%	549	12.4%	3429	10.4%
Convenient to work	282	8.1%	838	16.6%	1431	7.2%	530	12.0%	3081	9.4%
Near parks	312	9.0%	214	4.2%	2043	10.2%	498	11.3%	3067	9.3%
Convenient to Beltway	285	8.2%	422	8.4%	1160	5.8%	542	12.3%	2409	7.3%
Diverse	105	3.0%	88	1.7%	2049	10.2%	151	3.4%	2393	7.3%
Nearby shops/restaurants	174	5.0%	816	16.2%	705	3.5%	278	6.3%	1973	6.0%
Attractive	254	7.3%	164	3.3%	827	4.1%	177	4.0%	1422	4.3%
Safe	170	4.9%	279	5.5%	745	3.7%	160	3.6%	1354	4.1%
Sense of community	175	5.0%	49	1.0%	887	4.4%	66	1.5%	1177	3.6%
Nothing in particular	70	2.0%	66	1.3%	649	3.2%	80	1.8%	865	2.6%
General location/convenient	84	2.4%	131	2.6%	210	1.0%	130	2.9%	555	1.7%
Schools	35	1.0%	33	.7%	422	2.1%	49	1.1%	538	1.6%
Established neighborhood	47	1.4%	66	1.3%	341	1.7%			453	1.4%
Place of worship			66	1.3%	218	1.1%	37	.8%	322	1.0%
Don't know	42	1.2%			211	1.1%	39	.9%	293	.9%
Cost	8	.2%			162	.8%	26	.6%	195	.6%
Other	31	.9%			52	.3%	6	.1%	90	.3%
Total	3483	100.0%	5050	100.0%	20000	100.0%	4416	100.0%	32948	100.0%

Table 2-3 Is there something else that you like about your neighborhood as a place to live?

Question 2.2	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
Nothing else	324	10.6%	411	9.2%	2481	15.0%	602	15.7%	3817	13.7%
Near transportation	253	8.3%	493	11.0%	1460	8.8%	336	8.7%	2542	9.1%
Friendly neighbors	412	13.6%	257	5.8%	1511	9.1%	247	6.4%	2427	8.7%
Convenient to Beltway	244	8.0%	575	12.9%	1280	7.7%	243	6.3%	2341	8.4%
Nearby stores/restaurants	191	6.3%	619	13.9%	1020	6.2%	400	10.4%	2229	8.0%
Attractive	372	12.2%	279	6.3%	1101	6.6%	275	7.2%	2027	7.3%
Safe	184	6.0%	197	4.4%	1291	7.8%	272	7.1%	1945	7.0%
Near parks	173	5.7%	279	6.3%	1132	6.8%	341	8.9%	1925	6.9%
Quiet	170	5.6%	296	6.6%	1213	7.3%	223	5.8%	1901	6.8%
Convenient to work	182	6.0%	362	8.1%	580	3.5%	308	8.0%	1432	5.1%
Don't know	134	4.4%	279	6.3%	880	5.3%	127	3.3%	1420	5.1%
Sense of community	92	3.0%	66	1.5%	1021	6.2%	71	1.9%	1250	4.5%
Diverse	55	1.8%	49	1.1%	535	3.2%	83	2.2%	722	2.6%
Schools	63	2.1%	16	.4%	360	2.2%	97	2.5%	536	1.9%
Good city/county services	58	1.9%	142	3.2%	164	1.0%	101	2.6%	465	1.7%
General location/convenience	92	3.0%			204	1.2%	32	.8%	328	1.2%
Other	16	.5%	131	2.9%	109	.7%	51	1.3%	308	1.1%
Established neighborhood	28	.9%	11	.2%	122	.7%	6	.2%	167	.6%
Cost					52	.3%	26	.7%	78	.3%
Place of worship					52	.3%			52	.2%
Total	3041	100.0%	4464	100.0%	16568	100.0%	3841	100.0%	27913	100.0%

Greater Washington Consumer Research, "Survey of Silver Spring/Takoma Park Residents" (1/98); Research & Technology Center, Montgomery County Department of Park & Planning.

Table 2-4 Is there anything that you dislike about your neighborhood as a place to live?

Question 2.4	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Nothing in particular	1090	31.3%	1813	36.4%	7495	37.5%	1990	45.1%	12389	37.7%
Crime	326	9.4%	816	16.4%	4167	20.8%	588	13.3%	5897	17.9%
Traffic	734	21.1%	329	6.6%	1665	8.3%	344	7.8%	3071	9.3%
Rundown	124	3.6%	246	4.9%	911	4.6%	320	7.2%	1601	4.9%
Crowded	59	1.7%	257	5.2%	711	3.6%	87	2.0%	1115	3.4%
Parking	80	2.3%	214	4.3%	590	2.9%	96	2.2%	979	3.0%
Far from stores	82	2.3%	164	3.3%	485	2.4%	241	5.5%	972	3.0%
Poor city/county services	90	2.6%	230	4.6%	543	2.7%	71	1.6%	934	2.8%
Noise	150	4.3%	82	1.6%	511	2.6%	153	3.5%	896	2.7%
No quality stores	125	3.6%	164	3.3%	425	2.1%	104	2.4%	818	2.5%
Neighbors not friendly	42	1.2%	99	2.0%	592	3.0%	32	.7%	764	2.3%
Parks/recreation	97	2.8%	246	4.9%	288	1.4%	63	1.4%	695	2.1%
Downtown	186	5.3%	93	1.9%	230	1.2%	84	1.9%	593	1.8%
Not enough sidewalks	134	3.9%	33	.7%	183	.9%	111	2.5%	461	1.4%
Littering	24	.7%			380	1.9%	37	.8%	441	1.3%
Culture clash	21	.6%	33	.7%	218	1.1%	11	.3%	283	.9%
Transient	18	.5%	33	.7%	216	1.1%			267	.8%
Not enough street lighting	38	1.1%	82	1.6%	135	.7%			255	.8%
Schools	27	.8%	33	.7%	175	.9%			234	.7%
Don't know			16	.3%	79	.4%	52	1.2%	147	.4%
Other	34	1.0%					32	.7%	66	.2%
Total	3480	100.0%	4984	100.0%	20000	100.0%	4416	100.0%	32880	100.0%

Greater Washington Consumer Research, "Survey of Silver Spring/Takoma Park Residents" (1/98); Research & Technology Center, Montgomery County Department of Park & Planning.

Table 2-5 Is there anything else that you dislike about your neighborhood as a place to live?

Question 2.5	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Nothing else	690	35.3%	1002	38.4%	4348	43.7%	951	46.0%	6990	42.2%
Don't know	176	9.0%	362	13.9%	1253	12.6%	308	14.9%	2098	12.7%
Crime	77	3.9%	99	3.8%	1036	10.4%	92	4.4%	1304	7.9%
Poor city/county services	161	8.2%	274	10.5%	771	7.7%	76	3.7%	1282	7.7%
Traffic	261	13.4%	131	5.0%	738	7.4%	143	6.9%	1274	7.7%
Noise	109	5.6%	214	8.2%	105	1.1%	24	1.2%	452	2.7%
Parking	16	.8%	99	3.8%	288	2.9%	26	1.3%	429	2.6%
Parks/recreation	16	.8%	99	3.8%	271	2.7%	26	1.3%	411	2.5%
Rundown	144	7.4%	33	1.3%	164	1.6%	23	1.1%	364	2.2%
Far from stores	30	1.5%			214	2.2%	114	5.5%	358	2.2%
No quality stores	76	3.9%	131	5.0%			83	4.0%	291	1.8%
Schools	12	.6%			183	1.8%			195	1.2%
Not enough street lighting			33	1.3%	162	1.6%			194	1.2%
Littering	26	1.3%			105	1.1%	63	3.1%	194	1.2%
Culture clash			33	1.3%	102	1.0%	32	1.6%	167	1.0%
Neighbors not friendly	16	.8%	33	1.3%	105	1.1%	13	.7%	167	1.0%
Not enough sidewalks	93	4.7%	33	1.3%			37	1.8%	163	1.0%
Downtown	19	1.0%	33	1.3%	52	.5%	11	.5%	115	.7%
Transient					52	.5%			52	.3%
Crowded	31	1.6%					6	.3%	38	.2%
General location							37	1.8%	37	.2%
Total	1953	100.0%	2607	100.0%	9949	100.0%	2068	100.0%	16577	100.0%

Greater Washington Consumer Research, "Survey of Silver Spring/Takoma Park Residents" (1/98); Research & Technology Center, Montgomery County Department of Park & Planning.

Table 2-6 What is the most important issue facing Silver Spring/Takoma Park today?

Question 2.7	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Inadequate redevelopment	1156	33.3%	1265	25.1%	3189	16.0%	1119	25.4%	6729	20.5%
Don't know	342	9.9%	849	16.8%	4098	20.5%	790	17.9%	6079	18.5%
Crime	417	12.0%	504	10.0%	3958	19.8%	708	16.1%	5587	17.0%
Delays in redevelopment	737	21.3%	652	12.9%	2090	10.5%	571	13.0%	4051	12.3%
Other	199	5.7%	345	6.8%	1521	7.6%	153	3.5%	2218	6.7%
Overdevelopment/ Growth	138	4.0%	394	7.8%	1301	6.5%	330	7.5%	2163	6.6%
Traffic	167	4.8%	230	4.6%	1239	6.2%	302	6.9%	1939	5.9%
Economy	161	4.7%	290	5.7%	887	4.4%	182	4.1%	1521	4.6%
Schools	69	2.0%	99	2.0%	690	3.5%	83	1.9%	940	2.9%
Need more recreational/ entertainment/ eating establishments	50	1.4%	290	5.7%	299	1.5%	107	2.4%	747	2.3%
Culture clash	24	.7%	33	.7%	432	2.2%	52	1.2%	541	1.6%
Drugs			33	.7%	188	.9%			221	.7%
Problems in DC	8	.2%	66	1.3%	52	.3%	6	.1%	132	.4%
Total	3467	00.0%	5050	00.0%	19945	00.0%	4404	00.0%	32867	00.0%

Table 2-7 When did you move into your present residence?

Question 3.2	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
1980 or earlier	1041	30.4%	592	11.9%	4204	21.7%	631	14.5%	6467	20.1%
1981 - 1985	289	8.5%	378	7.6%	1827	9.4%	284	6.5%	2778	8.6%
1986 - 1990	692	20.2%	745	15.0%	3601	18.6%	887	20.4%	5925	18.4%
1991 - 1995	1028	30.0%	1786	35.9%	4719	24.3%	1583	36.4%	9116	28.4%
1996	169	4.9%	641	12.9%	1870	9.6%	438	10.1%	3118	9.7%
1997	147	4.3%	794	16.0%	3190	16.4%	472	10.8%	4603	14.3%
1998	56	1.6%	33	.7%			54	1.2%	144	.4%
Total	3424	100.0%	4968	100.0%	19410	100.0%	4350	100.0%	32152	100.0%

Greater Washington Consumer Research, "Survey of Silver Spring/Takoma Park Residents" (1/98); Research & Technology Center, Montgomery County Department of Park & Planning.

Table 2-8 What was the most important reason for choosing your current residence?

Question 3.3	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Reputation	770	22.6%	816	16.5%	4408	22.6%	613	14.1%	6608	20.5%
Price of housing	451	13.2%	378	7.6%	3942	20.2%	458	10.5%	5229	16.3%
Commute	539	15.8%	674	13.6%	2224	11.4%	1056	24.3%	4492	14.0%
General location	365	10.7%	865	17.5%	1677	8.6%	561	12.9%	3468	10.8%
Public transportation	197	5.8%	1232	24.9%	1420	7.3%	470	10.8%	3319	10.3%
Type of housing	424	12.5%	498	10.1%	1662	8.5%	363	8.4%	2948	9.2%
Other	199	5.8%	214	4.3%	1826	9.4%	357	8.2%	2595	8.1%
Schools	261	7.7%	181	3.7%	1349	6.9%	284	6.5%	2074	6.4%
Access to parks	163	4.8%	93	1.9%	475	2.4%	97	2.2%	829	2.6%
Don't know	35	1.0%			485	2.5%	90	2.1%	610	1.9%
Total	3404	100.0%	4951	100.0%	19467	100.0%	4350	100.0%	32172	100.0%

Table 2-9 Do you plan to move in the next two years?

Question 3.4	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS& TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Yes	675	19.3%	2224	44.0%	6319	31.6%	1659	37.6%	10877	33.0%
No	2533	72.6%	2415	47.8%	11663	58.3%	2317	52.5%	18928	57.4%
Don't know	283	8.1%	411	8.1%	2018	10.1%	439	9.9%	3151	9.6%
Total	3491	100.0%	5050	100.0%	20000	100.0%	4416	100.0%	32956	100.0%

Table 2-10 Do you plan to stay in the Silver Spring/Takoma Park area?

Question 3.5	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Yes	255	37.9%	783	35.2%	3108	49.2%	492	29.6%	4638	42.6%
No	317	47.0%	1095	49.3%	2273	36.0%	836	50.4%	4522	41.6%
Don't know	103	15.2%	345	15.5%	938	14.8%	332	20.0%	1717	15.8%
Total	675	100.0%	2224	100.0%	6319	100.0%	1659	100.0%	10877	100.0%

Greater Washington Consumer Research, "Survey of Silver Spring/Takoma Park Residents" (1/98); Research & Technology Center, Montgomery County Department of Park & Planning.

Table 2-11 What will be the most important factor influencing the choice of your next home?

Question 3.6	Assigned Master Plan Area								Total	
	North Silver Sp		SS CBD		East SS & TP		West Silver Sp		Count	Col %
Commute	73	10.9%	652	29.3%	1181	18.7%	348	21.0%	2254	20.7%
Price	103	15.3%	362	16.3%	969	15.3%	386	23.3%	1820	16.7%
Better neighborhood	158	23.4%	329	14.8%	912	14.4%	219	13.2%	1618	14.9%
Schools	67	9.9%	175	7.9%	813	12.9%	190	11.4%	1244	11.4%
Larger home	46	6.9%	66	3.0%	874	13.8%	104	6.3%	1090	10.0%
Safer neighborhood	45	6.7%	181	8.1%	599	9.5%	141	8.5%	966	8.9%
Different type of home	62	9.2%	82	3.7%	380	6.0%	148	8.9%	672	6.2%
Don't know	18	2.7%	33	1.5%	485	7.7%	32	1.9%	568	5.2%
Other	4	.6%	66	3.0%	52	.8%	26	1.6%	148	1.4%
Larger lot	24	3.5%	66	3.0%			39	2.3%	128	1.2%
Climate	31	4.5%	66	3.0%			26	1.6%	122	1.1%
Ownership			66	3.0%	55	.9%			120	1.1%
Close to family/friends	4	.6%	82	3.7%					86	.8%
Smaller home	39	5.8%							39	.4%
Total	675	100.0%	2224	100.0%	6319	100.0%	1659	100.0%	10877	100.0%

Greater Washington Consumer Research, "Survey of Silver Spring/Takoma Park Residents" (1/98) Research & Technology Center, Montgomery County Department of Park & Planning.