



Urban Land Institute Heritage Oaks Golf Course Study Survey

Survey Response Summary Report
July 9, 2021

The City of Harrisonburg conducted a study regarding the City-owned property bordered by Garber's Church Road and the City's Hillandale Park that currently is home to the Heritage Oaks Golf Course.

The study sought to understand how best the property can be used to benefit Harrisonburg residents presently and in the future.

The input survey contained 17 questions.

The survey was open from June 28, 2021 to July 7, 2021.

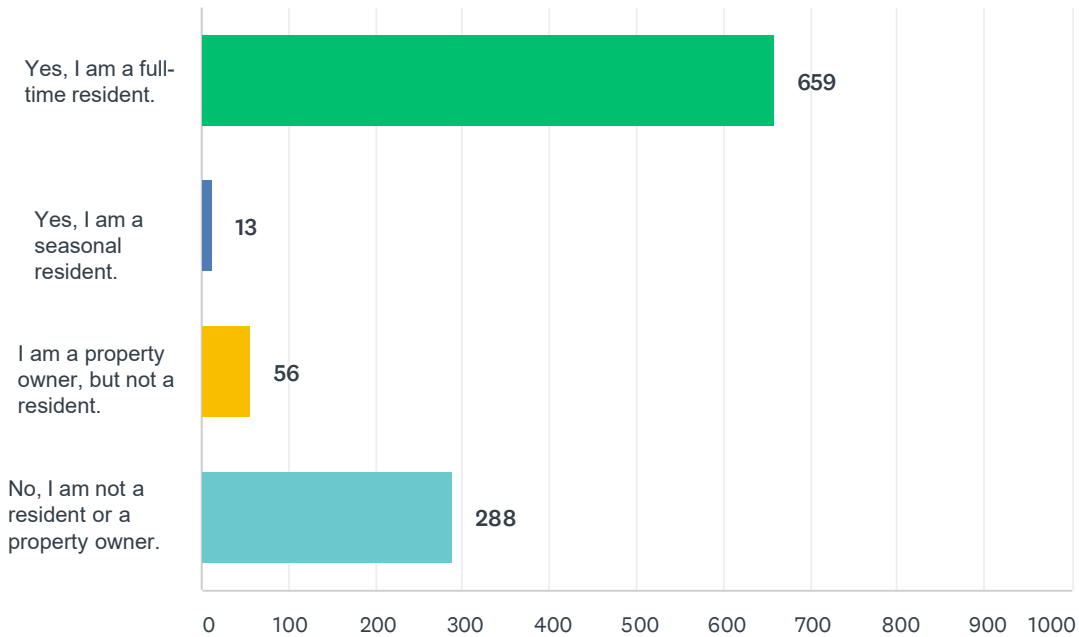
Survey Responses: 1043
Completion Rate: 97%



Part I. Demographic Information

Q14 Are you a resident of the City of Harrisonburg?

Answered: 1,016 Skipped: 27

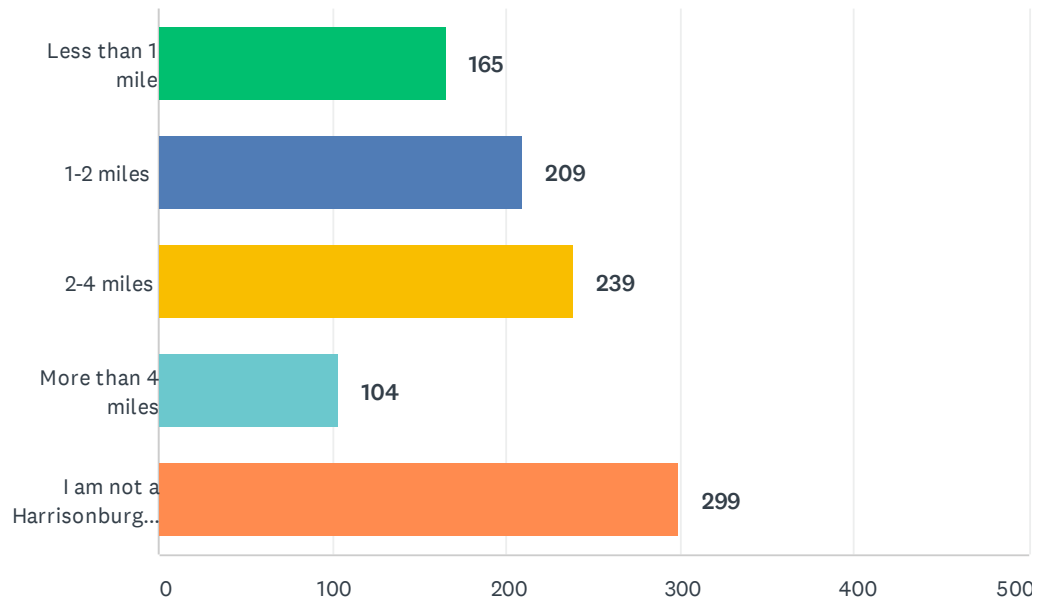


71.7% of the respondents were full-time residents, seasonal residents, or property owners.

28.3% of the respondents were not a resident or a property owner.

Q15 If you are a Harrisonburg resident, how far away do you live from Heritage Oaks Golf Course?

Answered: 1,016 Skipped: 27



Q16 Please indicate the total number of persons within your household that fall into the following age categories.

Answered: 1,016 Skipped: 27



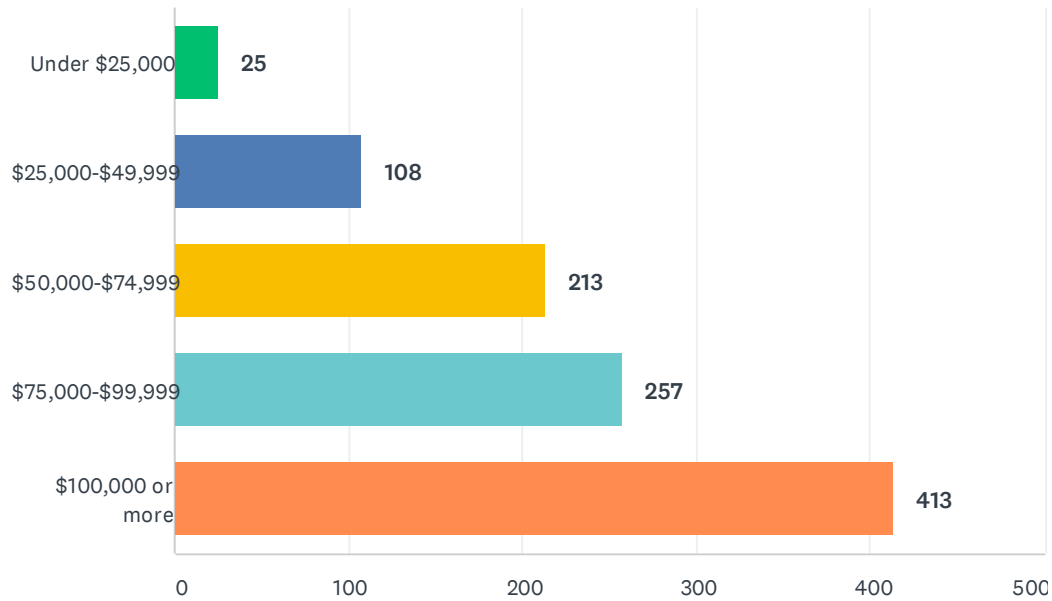
Household Make-Up of Respondents

Under 10 years	254 individuals	15%
10-19 years	199 individuals	12%
20-34 years	256 individuals	15%
35-54 years	446 individuals	26%
55-69 years	366 individuals	21%
70 or older	182 individuals	11%

1703 individuals total in all respondent households

Q17 What is your annual household income?

Answered: 1,016 Skipped: 27



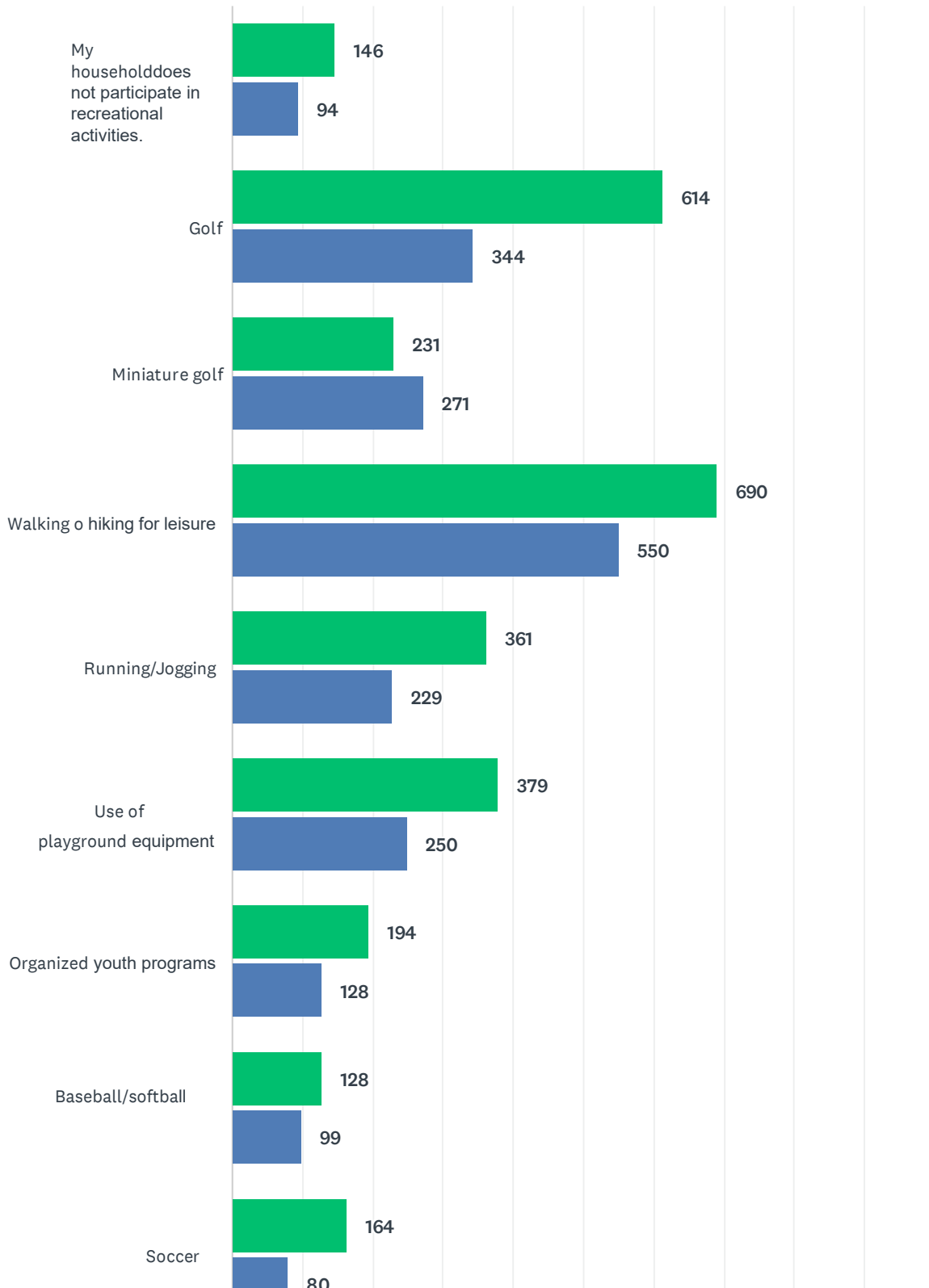
Annual Household Income of Respondents (%)

Under \$25,000	2.5%
\$25,000-\$49,999	10.6%
\$50,000-\$74,999	20.9%
\$75,000-\$99,999	25.3%
\$100,000 or more	40.6%

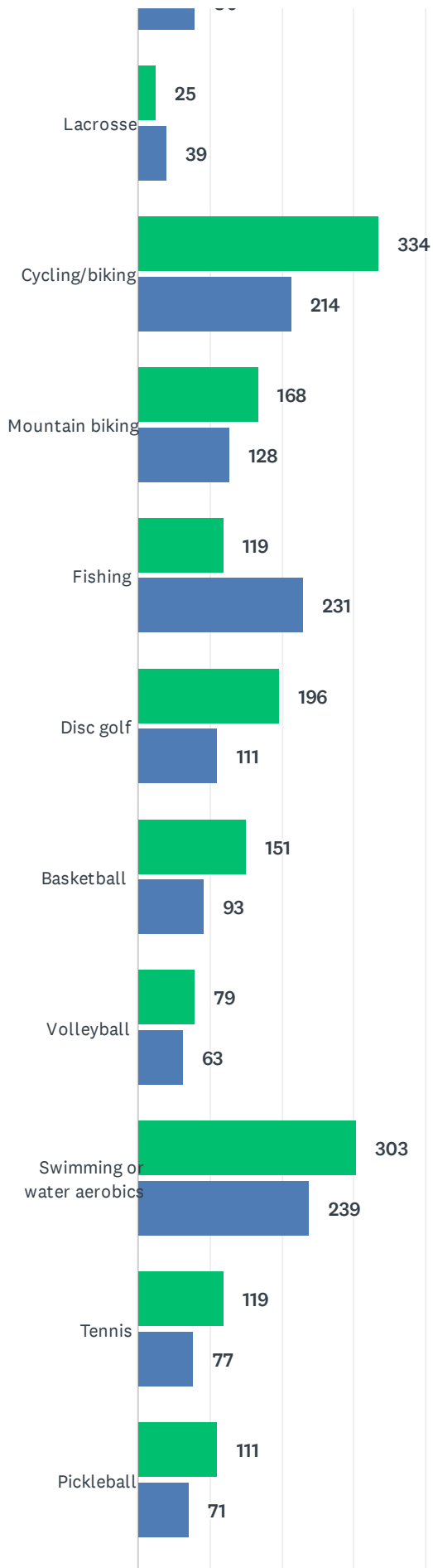
Part II. Recreation

Q1 In the last 24 months which of these recreation activities have you or anyone in your household participated in– in Harrisonburg or another community? (Please select all that apply)

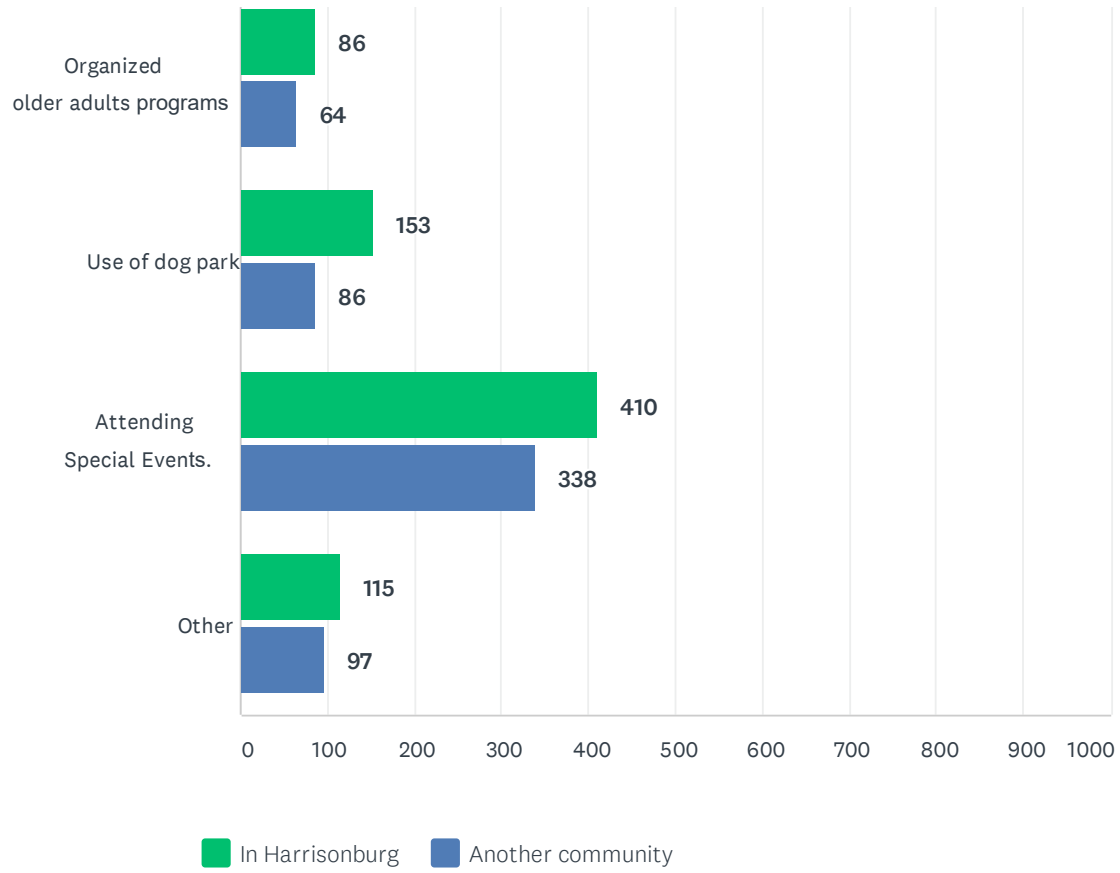
Answered: 1,043 Skipped: 0



Urban Land Institute Heritage Oaks Golf Course Study Survey

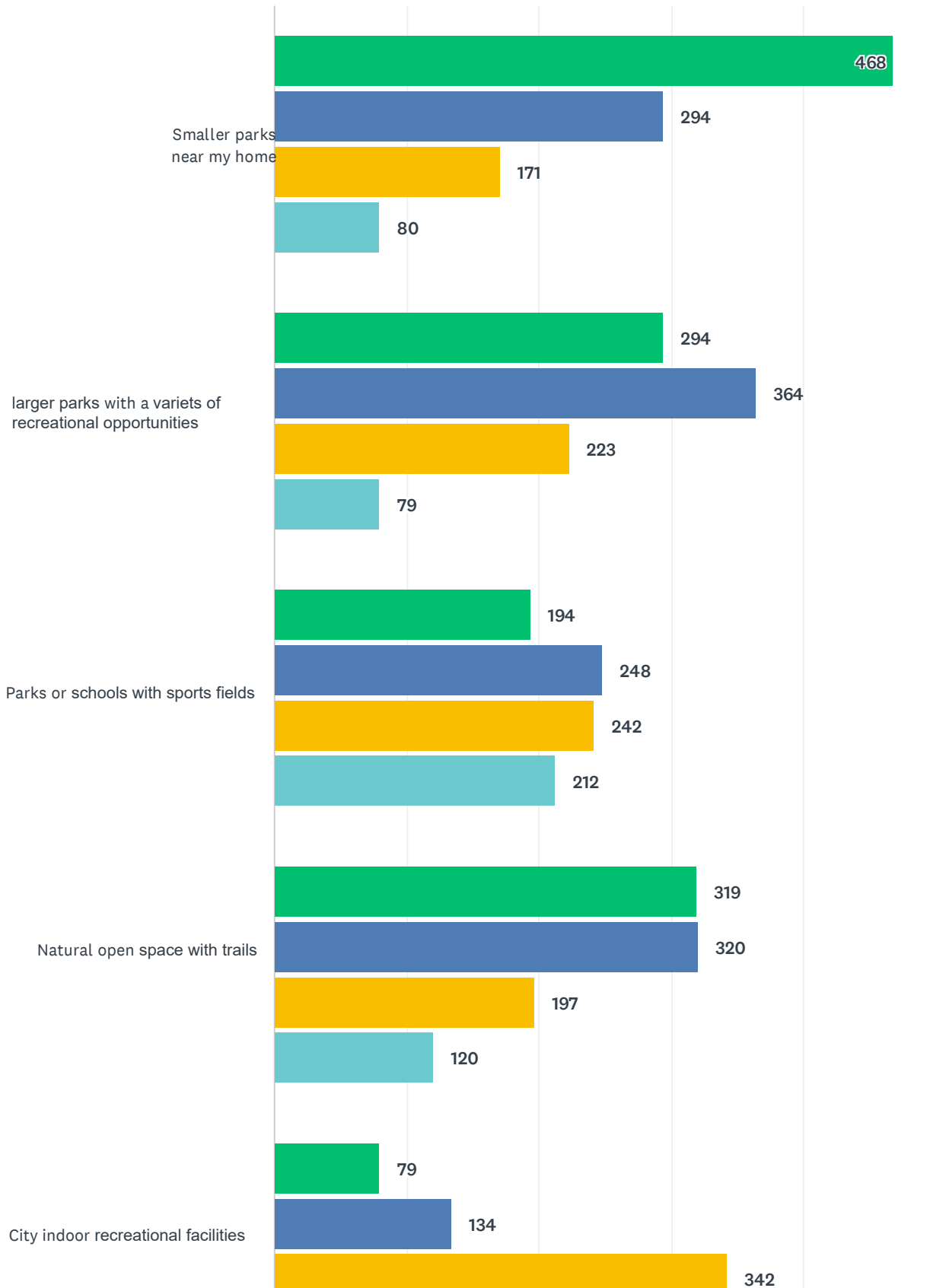


Urban Land Institute Heritage Oaks Golf Course Study Survey

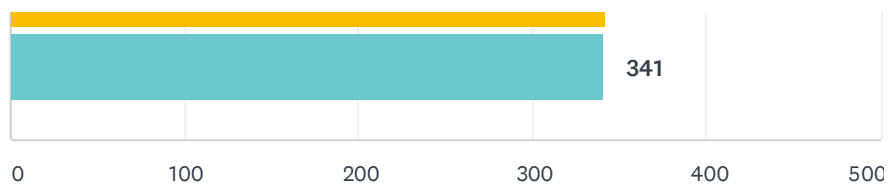


Q2 How frequently do you visit these parks and recreation facilities?

Answered: 1,043 Skipped: 0



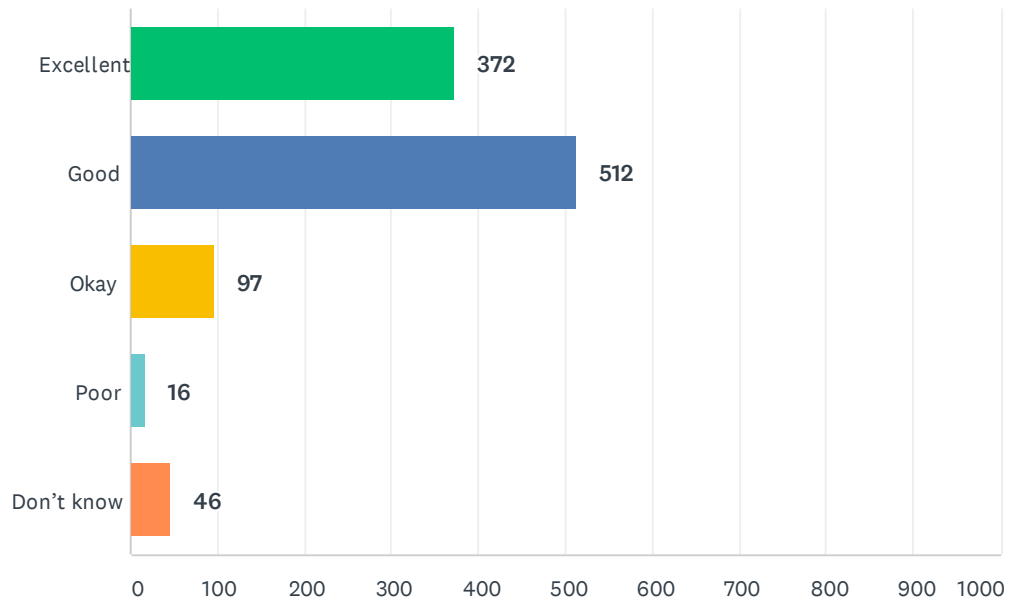
Urban Land Institute Heritage Oaks Golf Course Study Survey



- Frequently (one a week or more)
- Sometimes (1-2 times a month)
- Rarely (Less than 5 times a year)
- Never

Q3 How would you rate the general upkeep and maintenance of the existing parks in Harrisonburg?

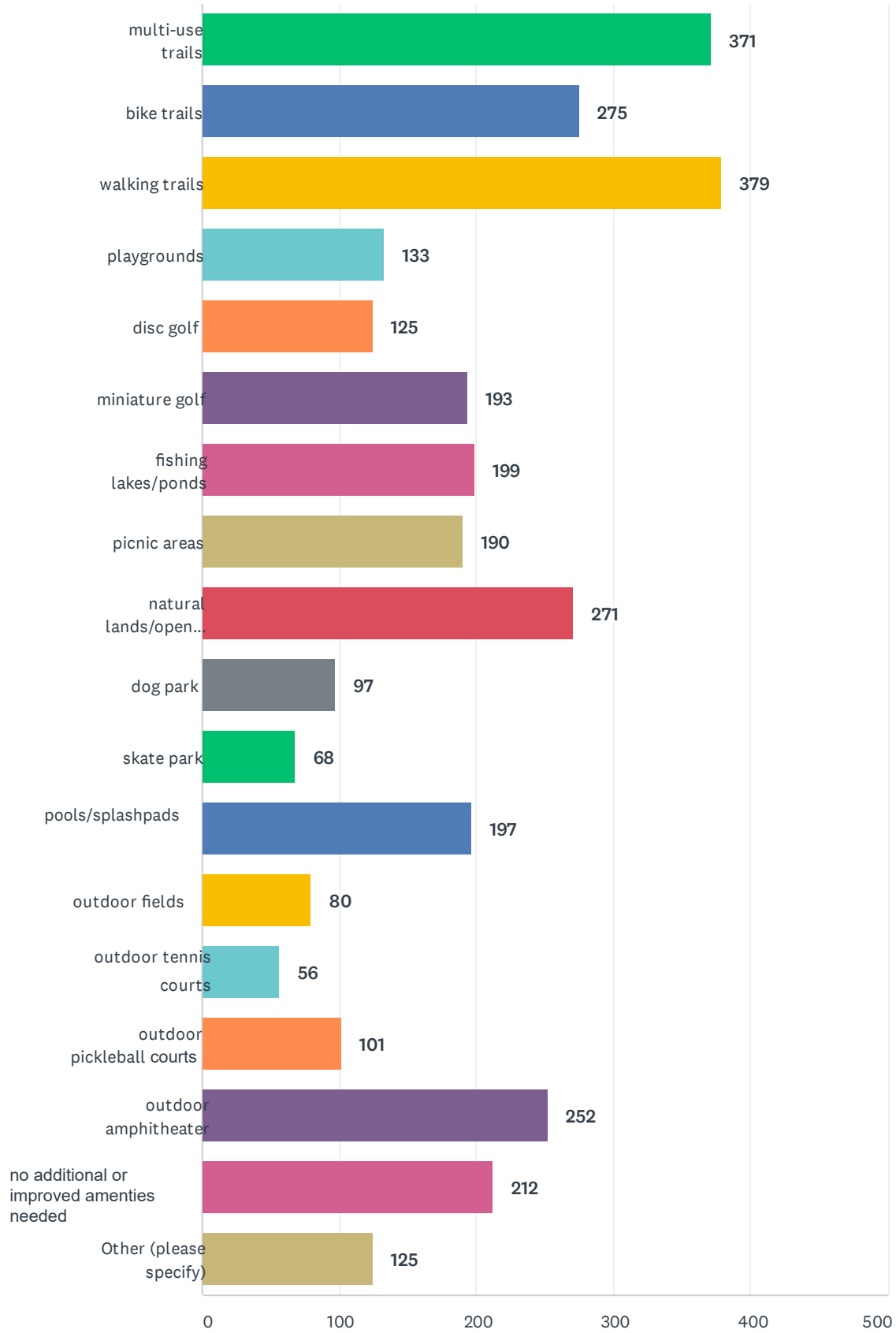
Answered: 1,043 Skipped: 0



Q4 Which types of additional or improved recreational amenities do you think are needed in Harrisonburg? (Select all that apply)

Answered: 1,043 Skipped: 0

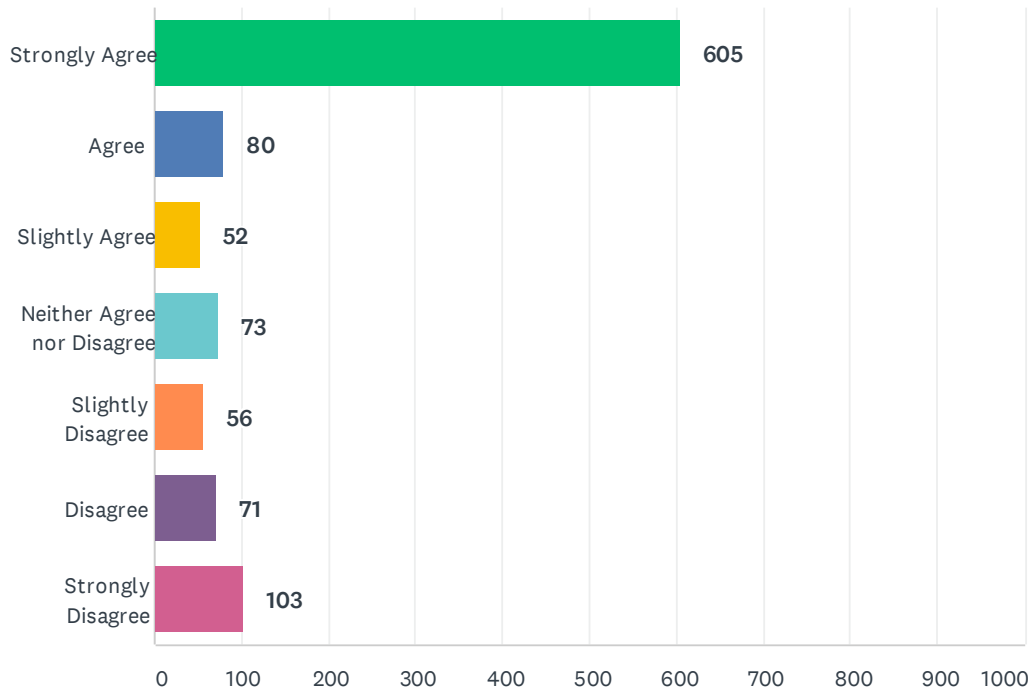
Urban Land Institute Heritage Oaks Golf Course Study Survey



Part III. Opinions of Heritage Oaks Golf Course

Q5 Heritage Oaks Golf Course is a benefit to our community.

Answered: 1,040 Skipped: 3



Strongly Agree 58.17%

Agree 7.69 %

Slightly Agree 5.00%

Neither Agree nor Disagree 7.01%

Somewhat Disagree 5.38%

Disagree 6.82%

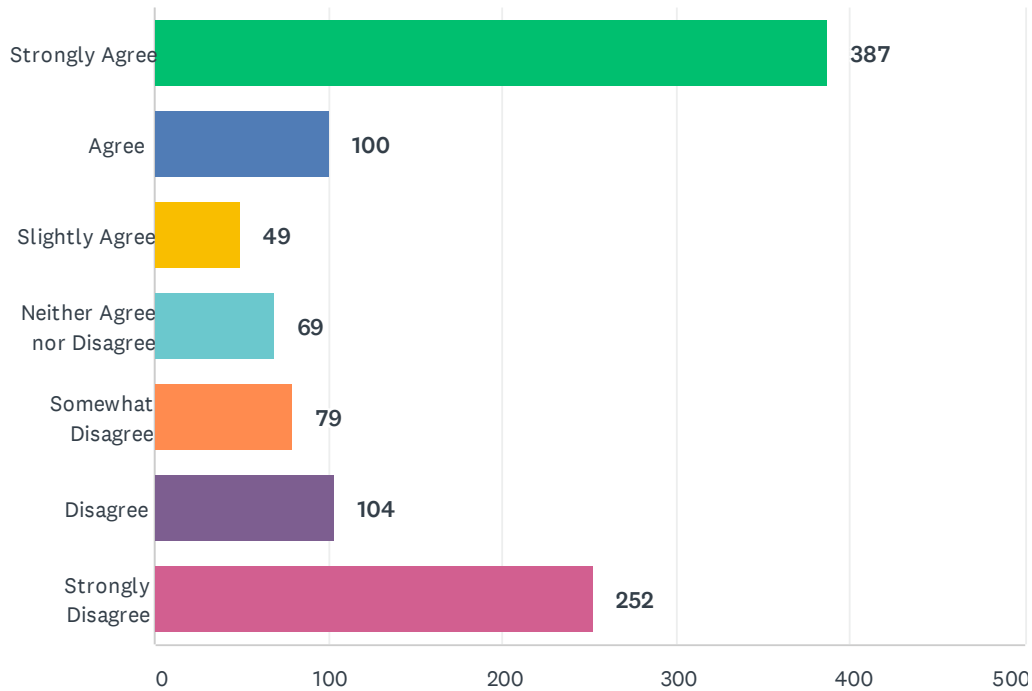
Strongly Disagree 9.90%

Strongly Agree/Agree 65.86%

Strongly Disagree/Disagree 16.72%

Q6 Heritage Oaks Golf Course should continue as an 18-hole golf course with no other recreational activities allowed on the park property (e.g. walking, biking, special events).

Answered: 1,040 Skipped: 3



Strongly Agree 37.21%

Agree 9.61%

Slightly Agree 4.71%

Neither Agree nor Disagree 6.63%

Somewhat Disagree 7.59%

Disagree 10%

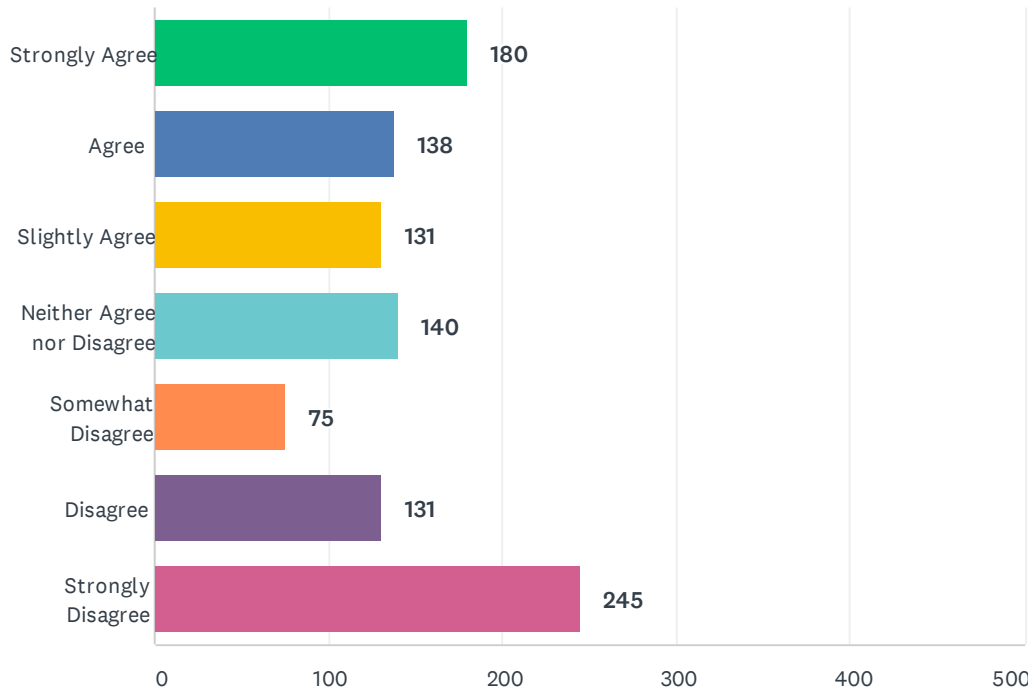
Strongly Disagree 24.23%

Strongly Agree/Agree 46.8%

Strongly Disagree/Disagree 34.2%

Q7 Heritage Oaks Golf Course should continue as an 18-hole golf course only if other recreational activities are allowed on the park property (e.g. walking, biking, special events).

Answered: 1,040 Skipped: 3



Strongly Agree 17.3%

Agree 13.27%

Slightly Agree 12.60%

Neither Agree nor Disagree 13.46%

Somewhat Disagree 7.21%

Disagree 12.60%

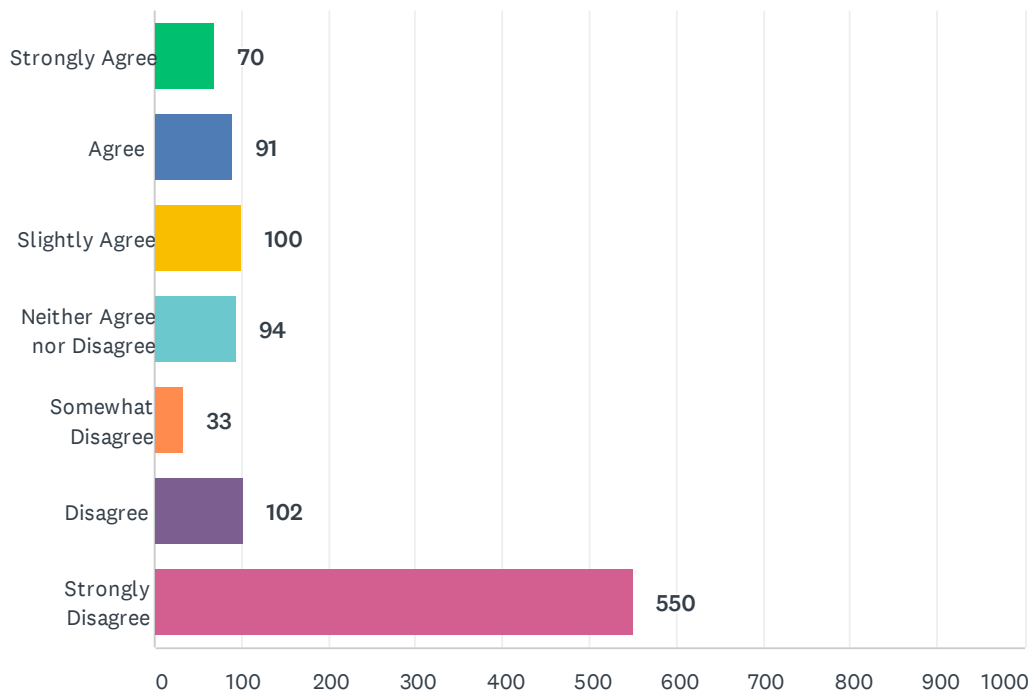
Strongly Disagree 23.56%

Strongly Agree/Agree 30.6%

Strongly Disagree/Disagree 36.15%

Q8 Heritage Oaks Golf Course should be converted to a 9-hole golf course, and the remainder of the property used for a different purpose.

Answered: 1,040 Skipped: 3



Strongly Agree 6.73%

Agree 8.75%

Slightly Agree 9.6%

Neither Agree nor Disagree 9%

Somewhat Disagree 3.2%

Disagree 9.8%

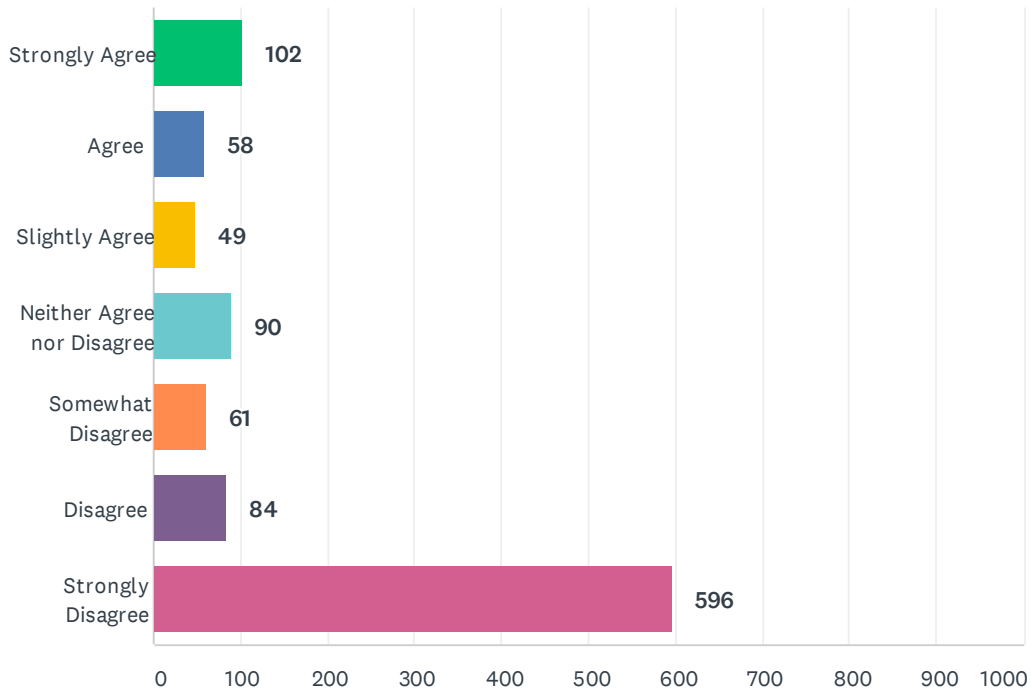
Strongly Disagree 52.9%

Strongly Agree/Agree 15.5%

Strongly Disagree/Disagree 62.7%

Q9 Heritage Oaks Golf Course should be closed and the property converted back into a passive park, as it was before the development of the golf course.

Answered: 1,040 Skipped: 3



Strongly Agree 9.8%

Agree 5.58%

Slightly Agree 4.7%

Neither Agree nor Disagree 8.65%

Somewhat Disagree 5.87%

Disagree 8.08%

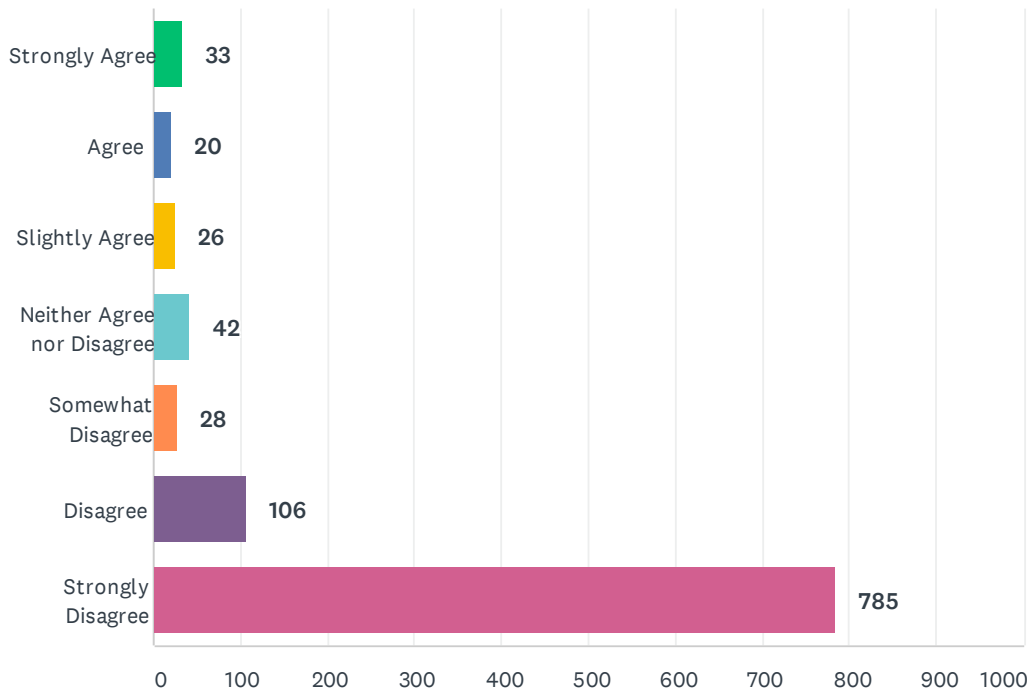
Strongly Disagree 57.31%

Strongly Agree/Agree 15.38%

Strongly Disagree/Disagree 65.38%

Q10 Heritage Oaks Golf Course should be closed and the property sold to be re-developed into another use.

Answered: 1,040 Skipped: 3



Strongly Agree 3.17%

Agree 1.92%

Slightly Agree 2.5%

Neither Agree nor Disagree 4.04%

Somewhat Disagree 2.69%

Disagree 10.19%

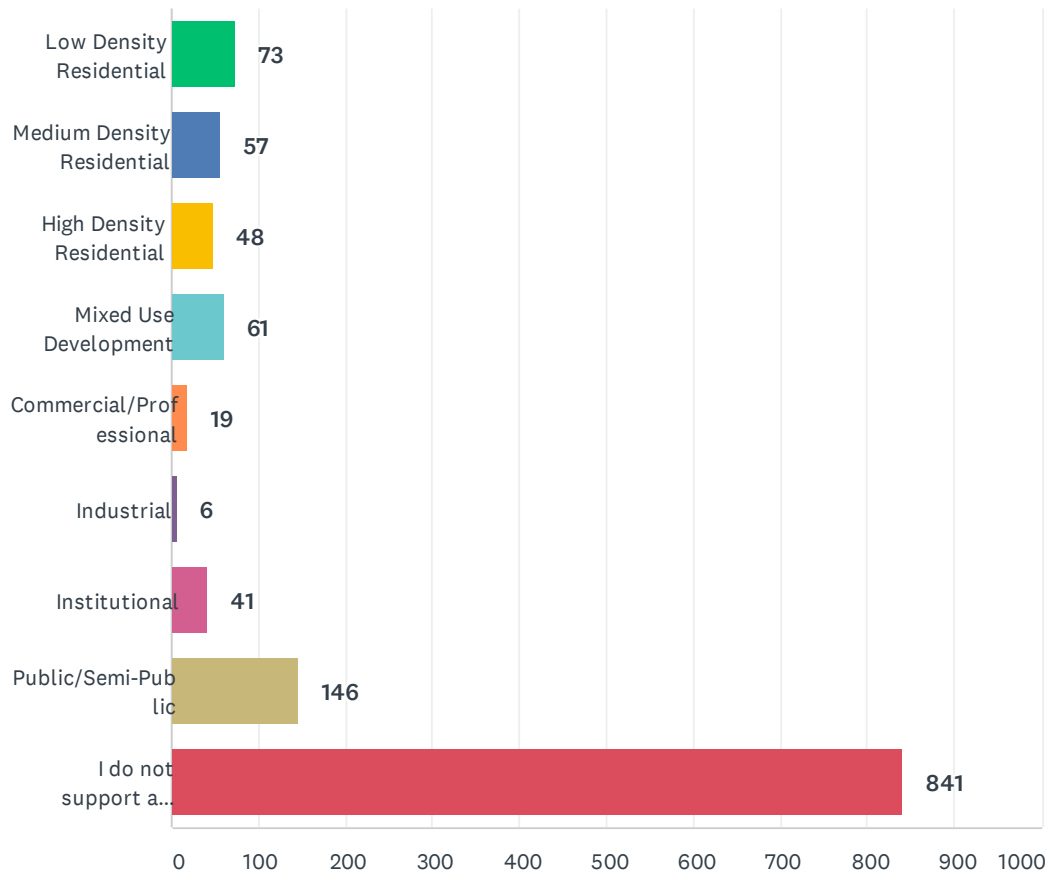
Strongly Disagree 75.48%

Strongly Agree/Agree 5.09%

Strongly Disagree/Disagree 85.67%

Q11 Please select all the images of types of uses you would support replacing Heritage Oaks Golf Course.

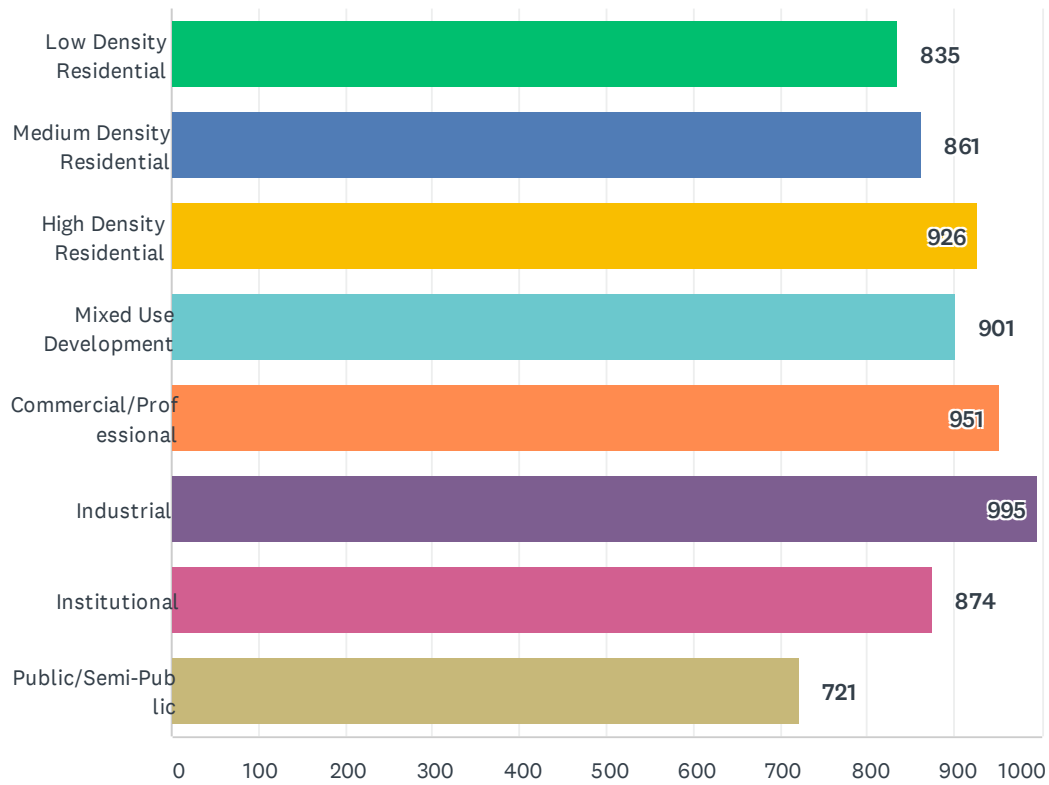
Answered: 1,028 Skipped: 15



Part IV. Alternative Land Uses

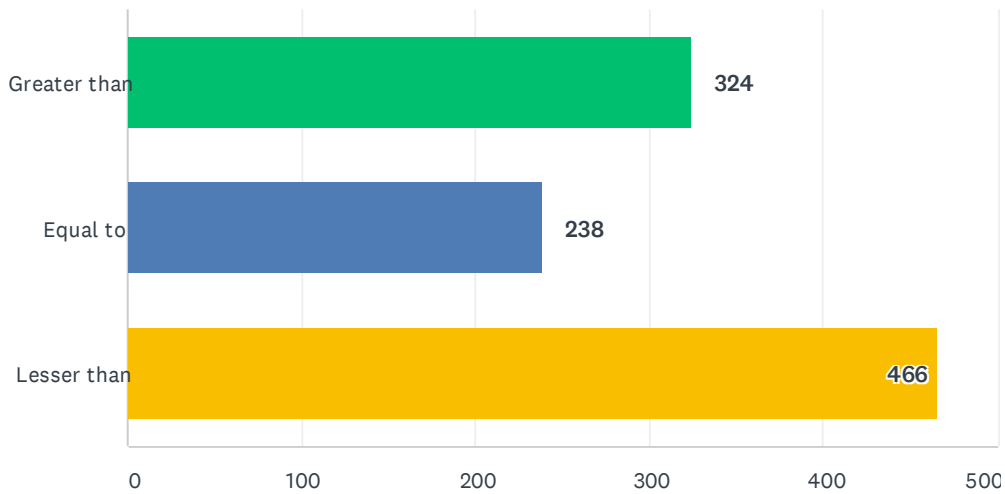
Q12 Please select all images you would oppose replacing Heritage Oaks Golf Course.

Answered: 1,028 Skipped: 15



Q13 If Heritage Oaks Golf Course was re-developed into a non-recreational use, do you think the annual cost to provide public services (e.g. water, sewer, road maintenance, public safety) for the new use should be greater than, equal to, or lesser than the current cost to operate and maintain the 18-hole golf course?

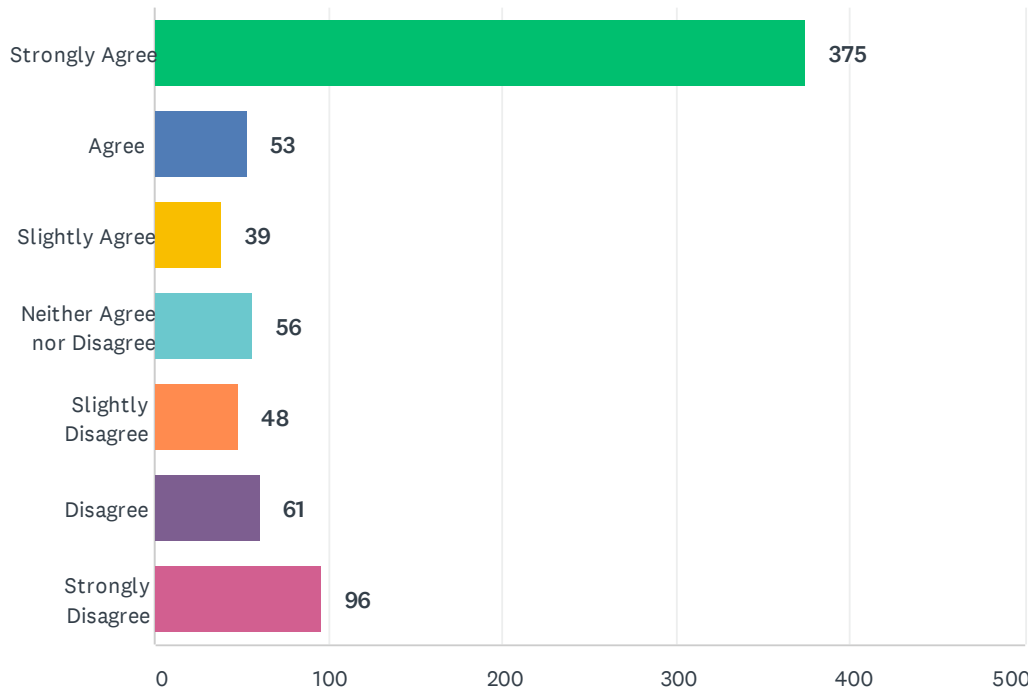
Answered: 1,028 Skipped: 15



Appendix A. Responses of City Residents or Property Owners Only
Questions 5-13

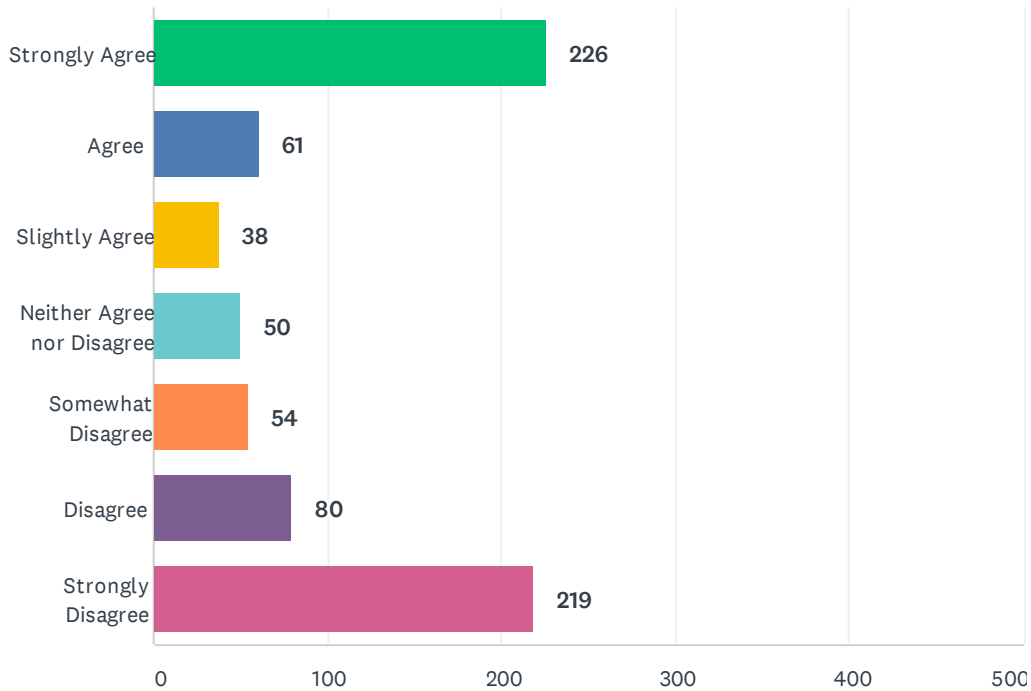
Q5 Heritage Oaks Golf Course is a benefit to our community.

Answered: 728 Skipped: 0



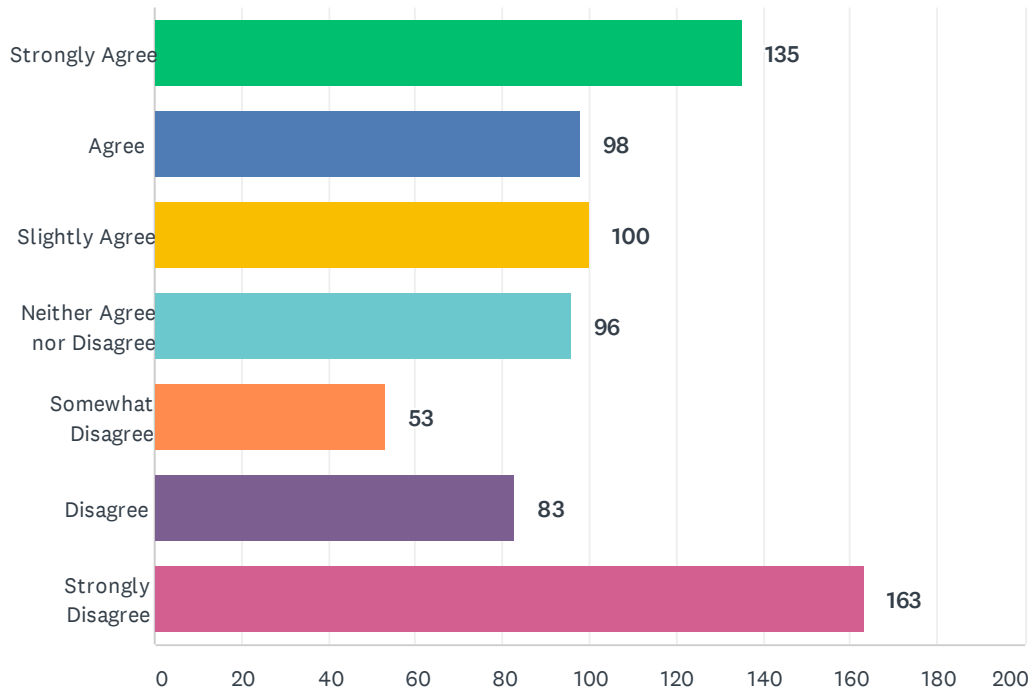
Q6 Heritage Oaks Golf Course should continue as an 18-hole golf course with no other recreational activities allowed on the park property (e.g. walking, biking, special events).

Answered: 728 Skipped: 0



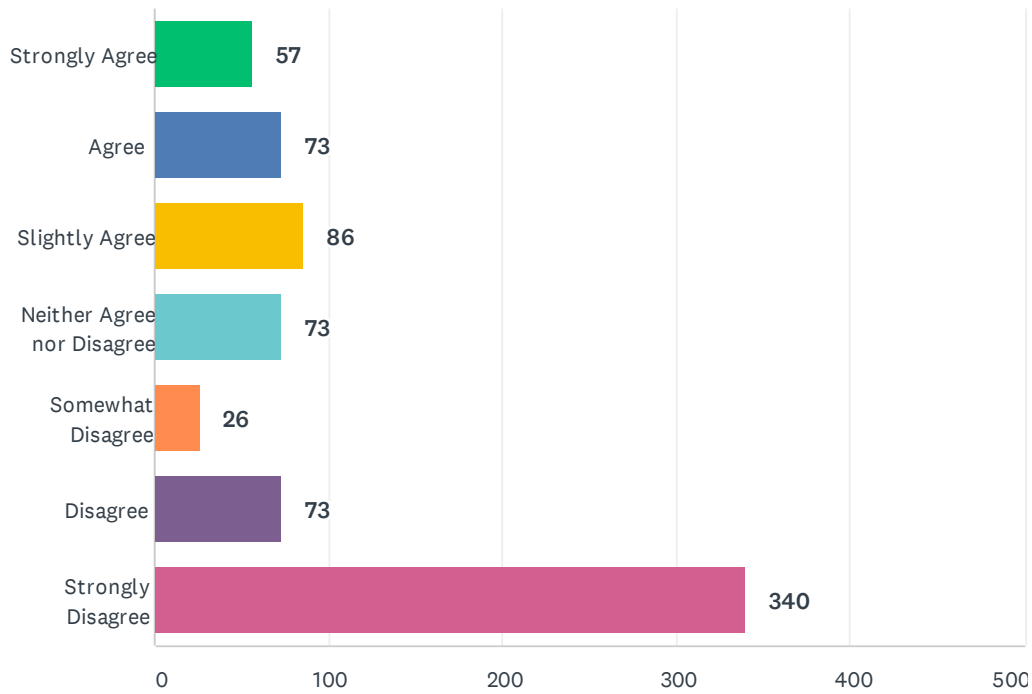
Q7 Heritage Oaks Golf Course should continue as an 18-hole golf course only if other recreational activities are allowed on the park property (e.g. walking, biking, special events).

Answered: 728 Skipped: 0



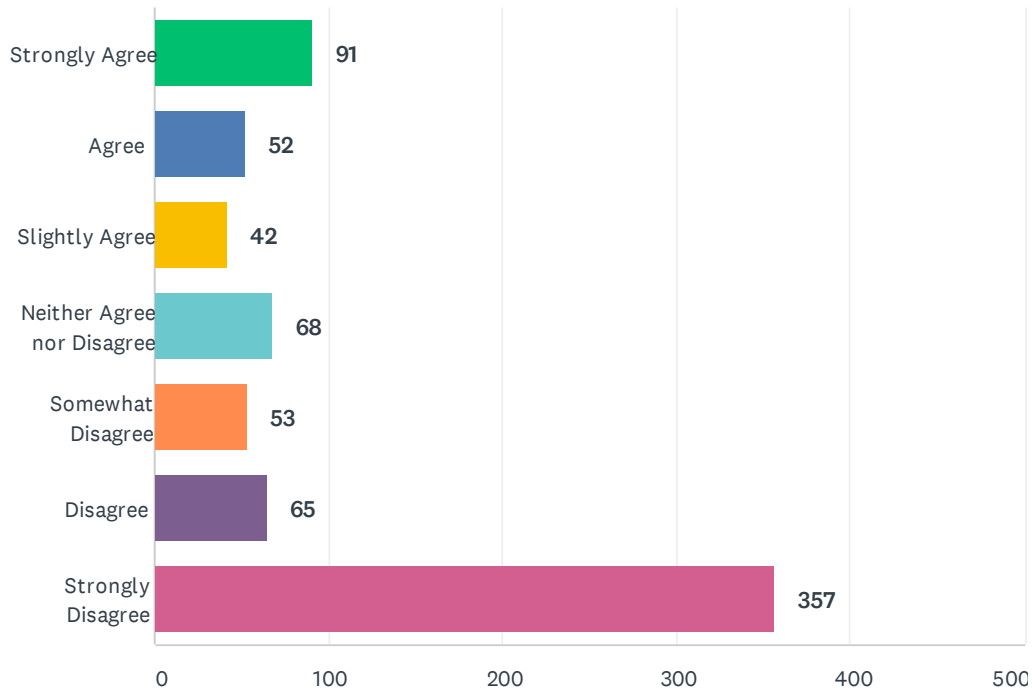
Q8 Heritage Oaks Golf Course should be converted to a 9-hole golf course, and the remainder of the property used for a different purpose.

Answered: 728 Skipped: 0



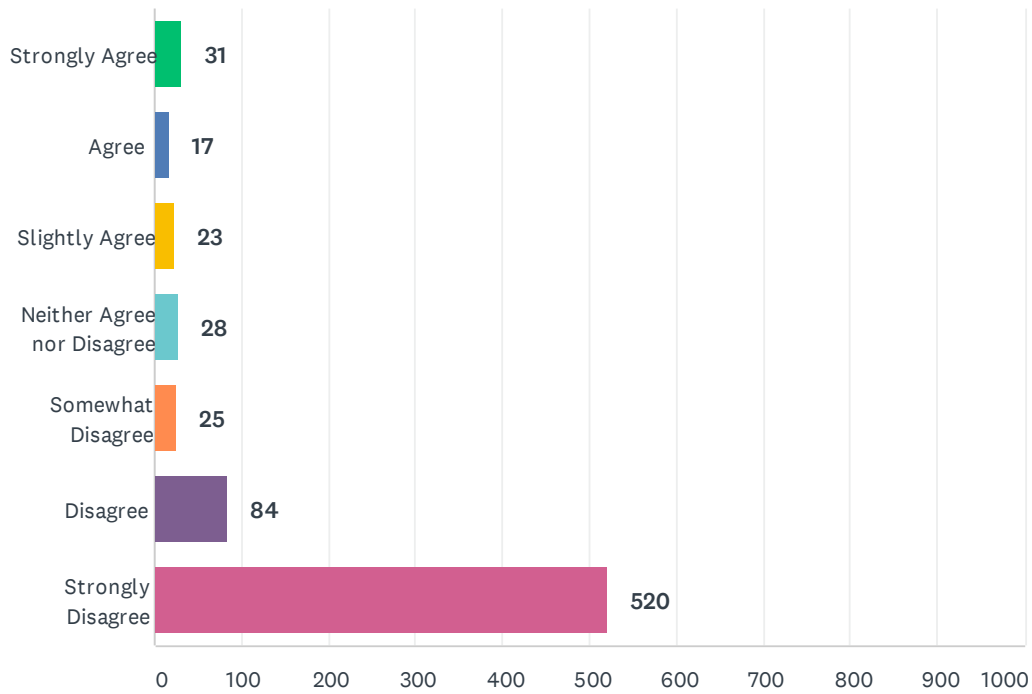
Q9 Heritage Oaks Golf Course should be closed and the property converted back into a passive park, as it was before the development of the golf course.

Answered: 728 Skipped: 0



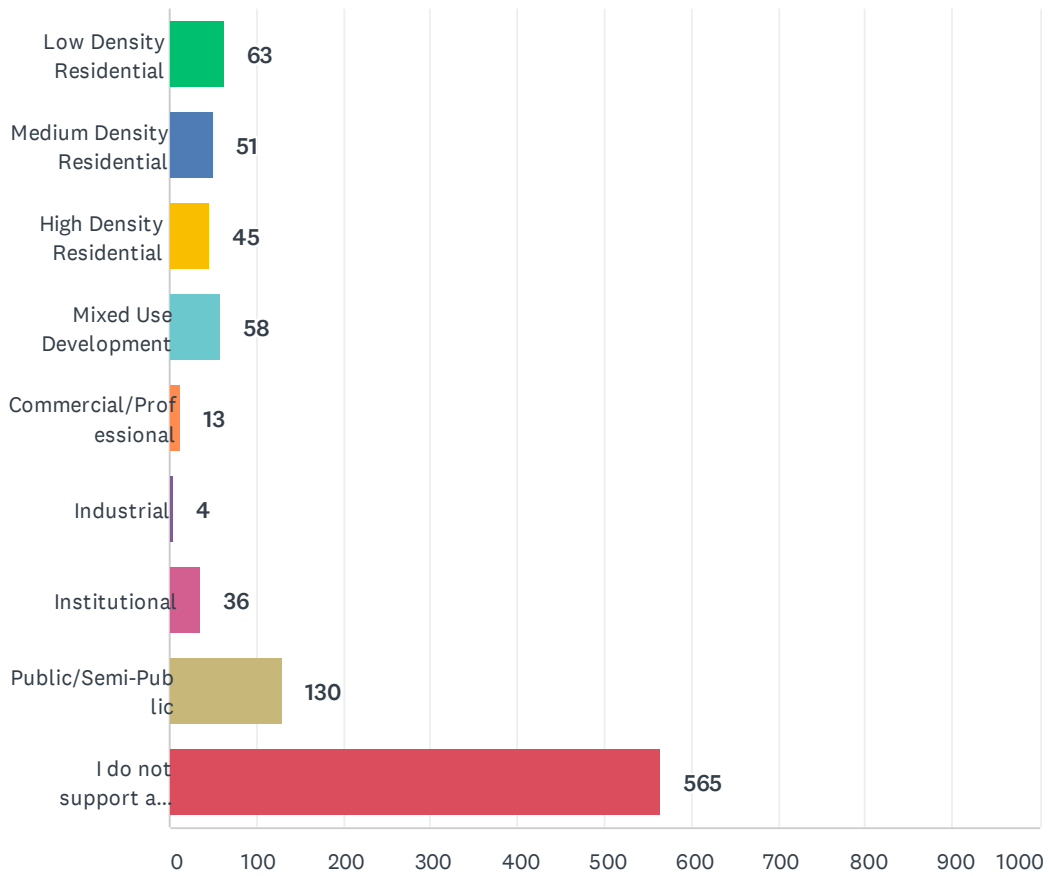
Q10 Heritage Oaks Golf Course should be closed and the property sold to be re-developed into another use.

Answered: 728 Skipped: 0



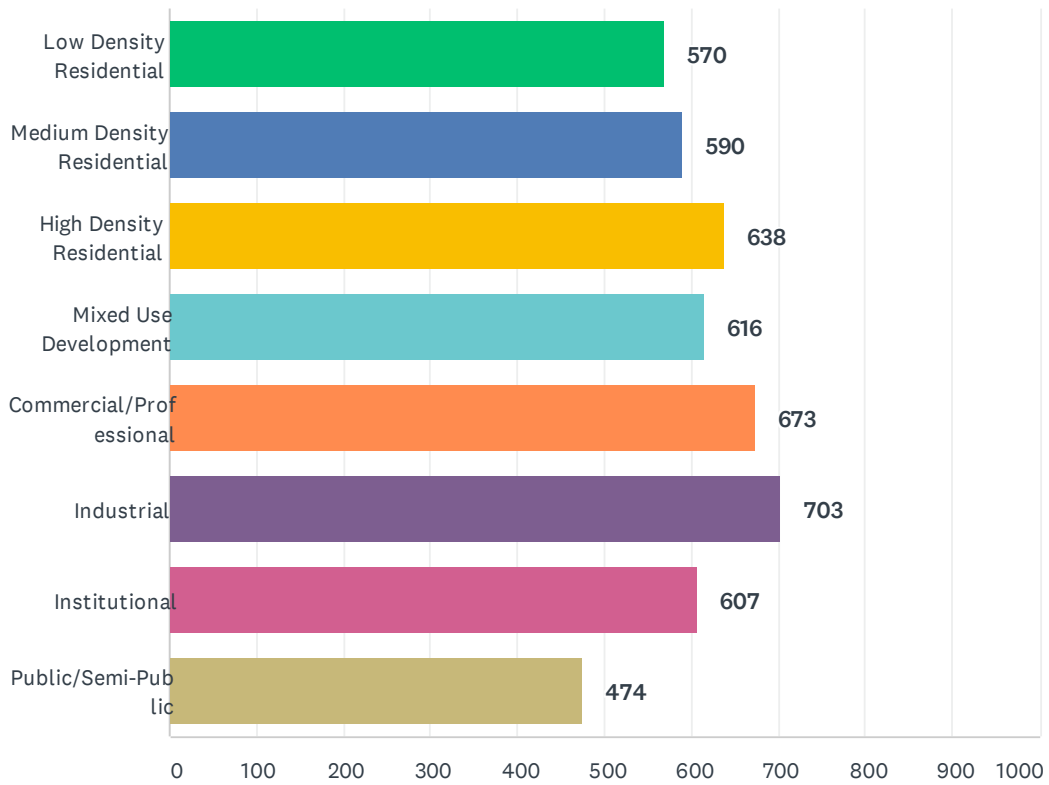
Q11 Please select all the images of types of uses you would support replacing Heritage Oaks Golf Course.

Answered: 728 Skipped: 0



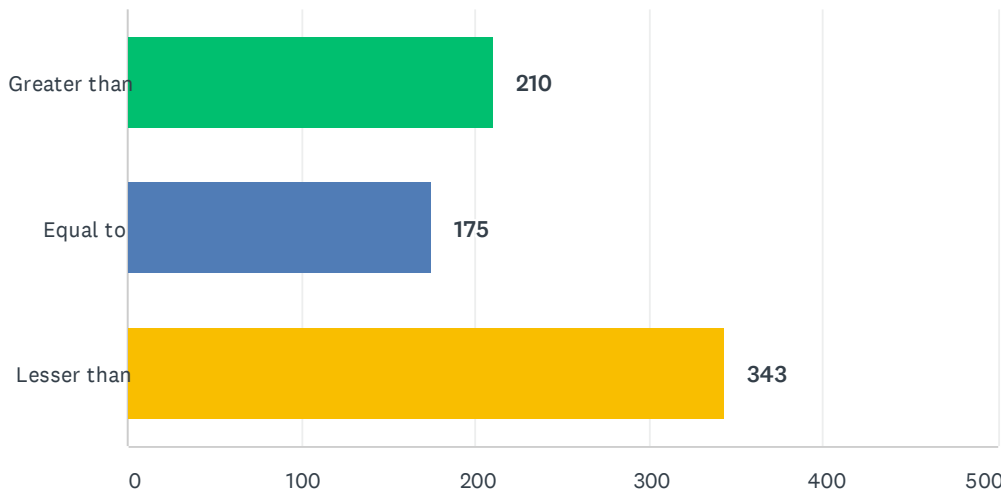
Q12 Please select all images you would oppose replacing Heritage Oaks Golf Course.

Answered: 728 Skipped: 0



Q13 If Heritage Oaks Golf Course was re-developed into a non-recreational use, do you think the annual cost to provide public services (e.g. water, sewer, road maintenance, public safety) for the new use should be greater than, equal to, or lesser than the current cost to operate and maintain the 18-hole golf course?

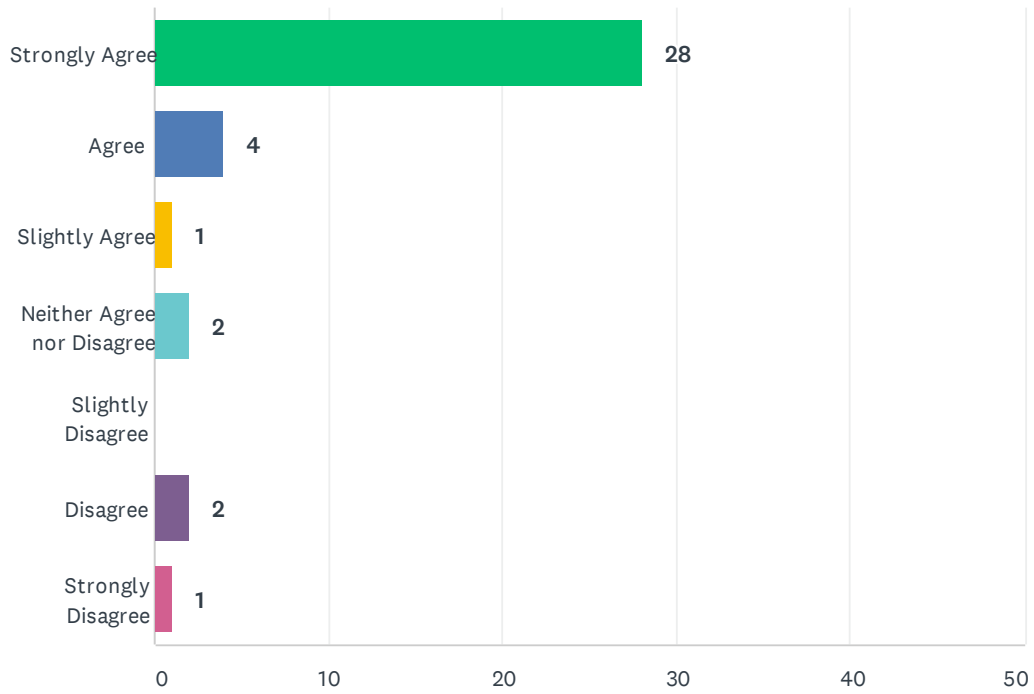
Answered: 728 Skipped: 0



Appendix B. Responses of Households with Individuals Over 55 Only
Questions 5-13

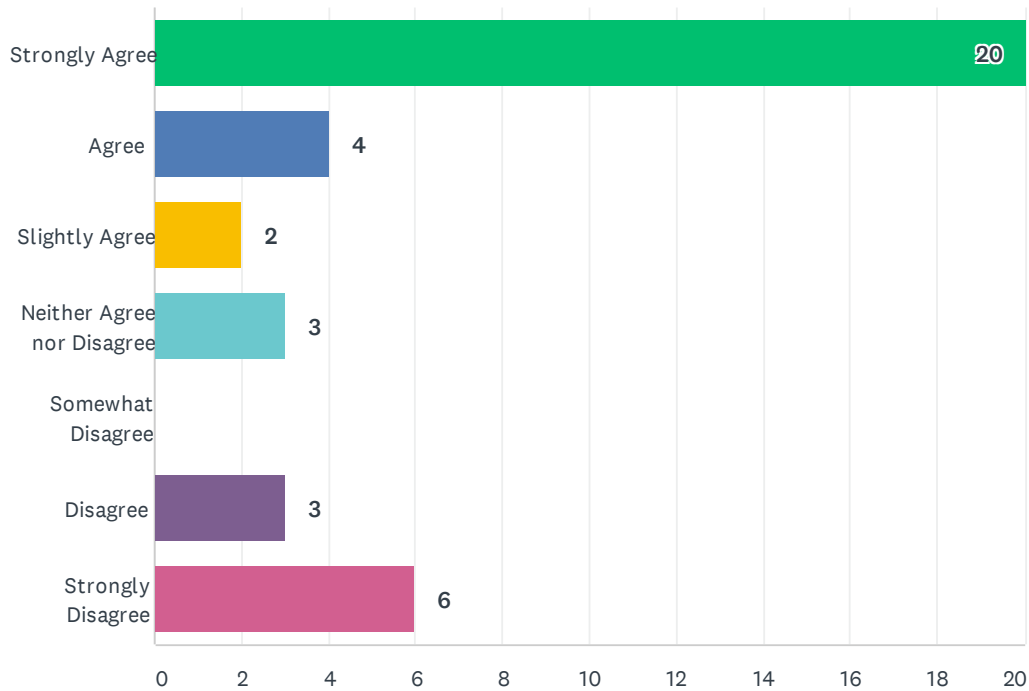
Q5 Heritage Oaks Golf Course is a benefit to our community.

Answered: 38 Skipped: 0



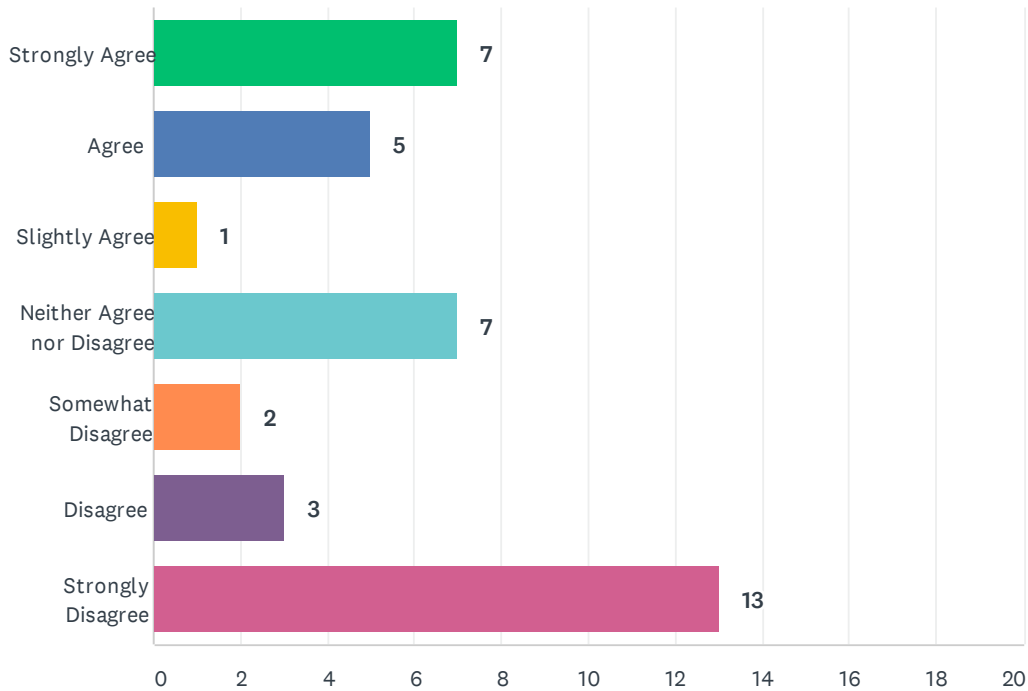
Q6 Heritage Oaks Golf Course should continue as an 18-hole golf course with no other recreational activities allowed on the park property (e.g. walking, biking, special events).

Answered: 38 Skipped: 0



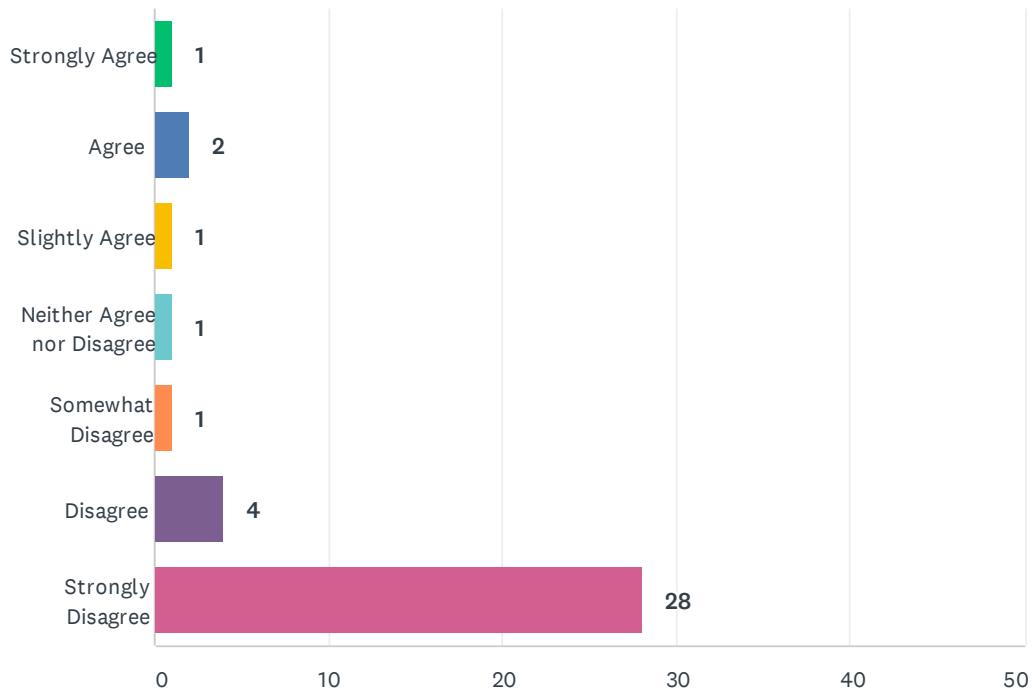
Q7 Heritage Oaks Golf Course should continue as an 18-hole golf course only if other recreational activities are allowed on the park property (e.g. walking, biking, special events).

Answered: 38 Skipped: 0



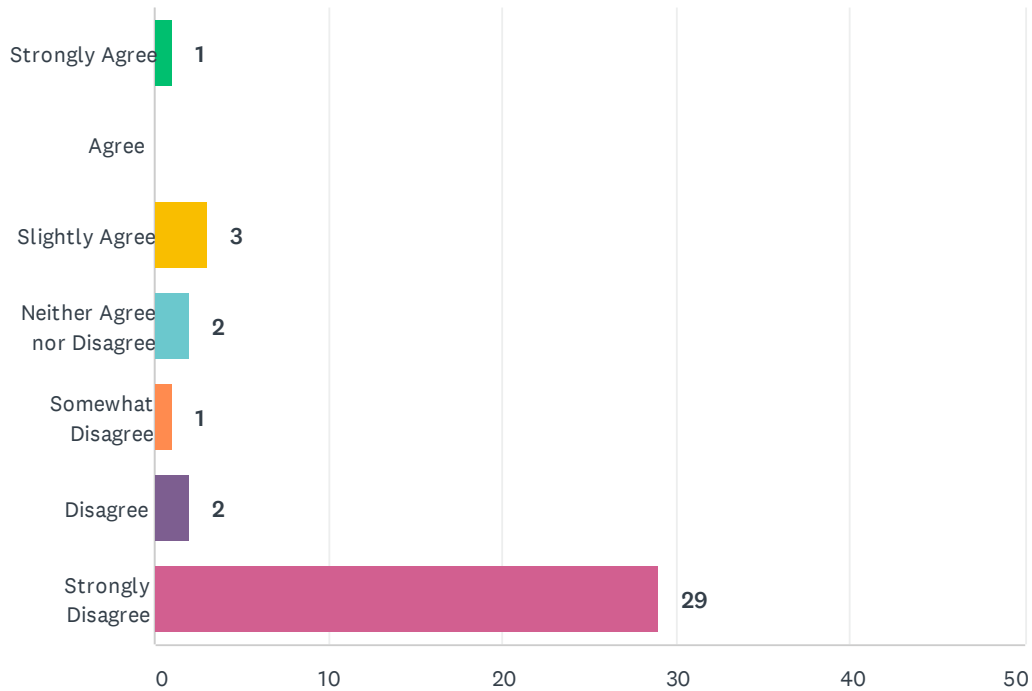
Q8 Heritage Oaks Golf Course should be converted to a 9-hole golf course, and the remainder of the property used for a different purpose.

Answered: 38 Skipped: 0



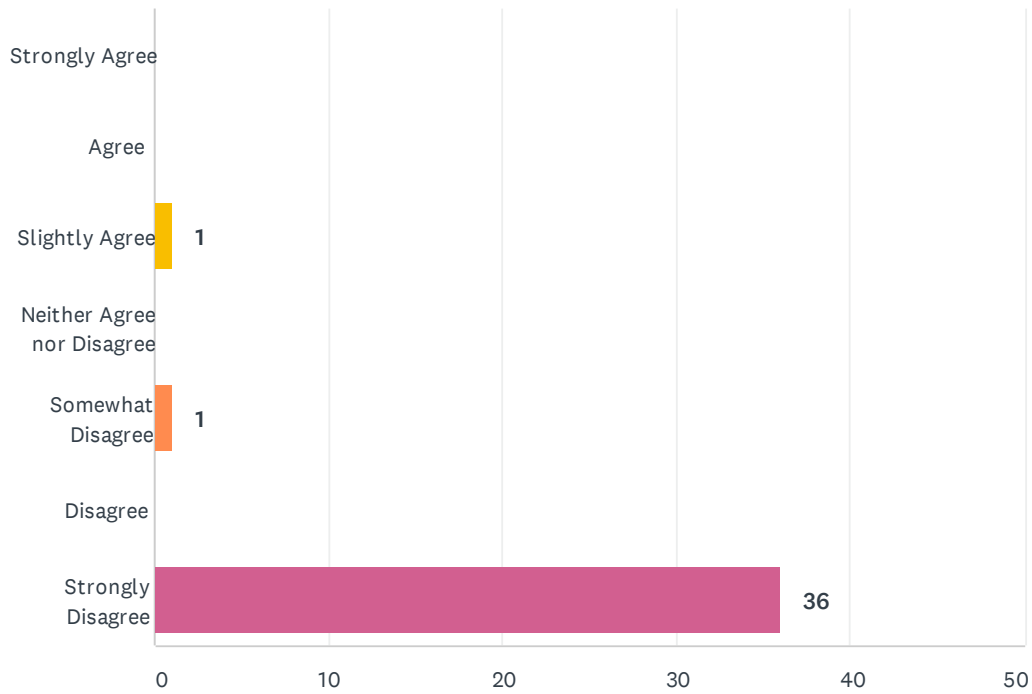
Q9 Heritage Oaks Golf Course should be closed and the property converted back into a passive park, as it was before the development of the golf course.

Answered: 38 Skipped: 0



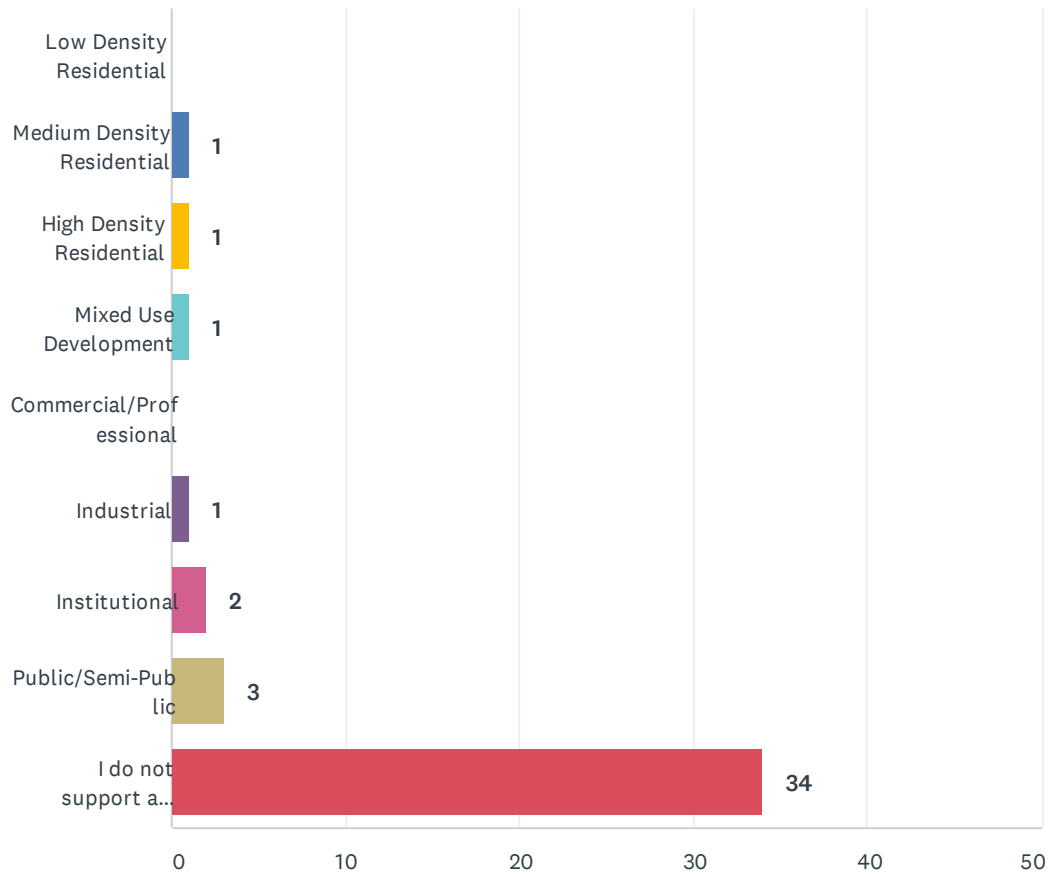
Q10 Heritage Oaks Golf Course should be closed and the property sold to be re-developed into another use.

Answered: 38 Skipped: 0



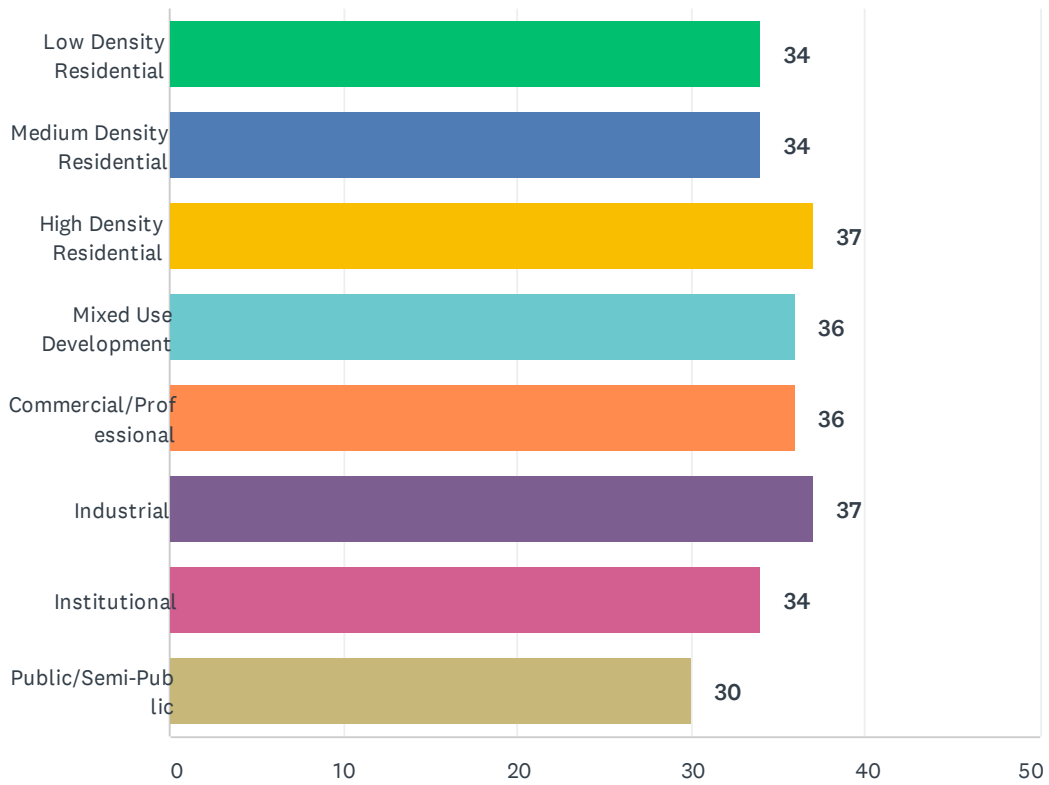
Q11 Please select all the images of types of uses you would support replacing Heritage Oaks Golf Course.

Answered: 38 Skipped: 0



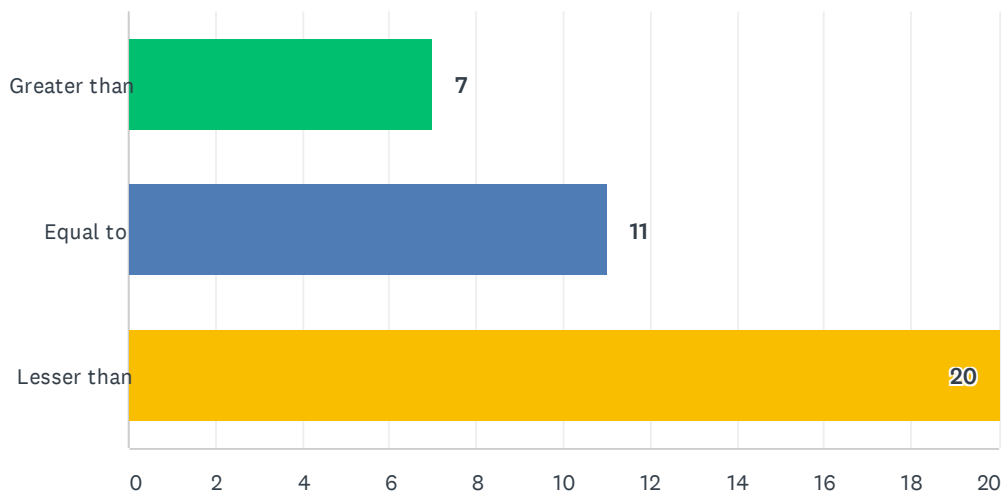
Q12 Please select all images you would oppose replacing Heritage Oaks Golf Course.

Answered: 38 Skipped: 0



Q13 If Heritage Oaks Golf Course was re-developed into a non-recreational use, do you think the annual cost to provide public services (e.g. water, sewer, road maintenance, public safety) for the new use should be greater than, equal to, or lesser than the current cost to operate and maintain the 18-hole golf course?

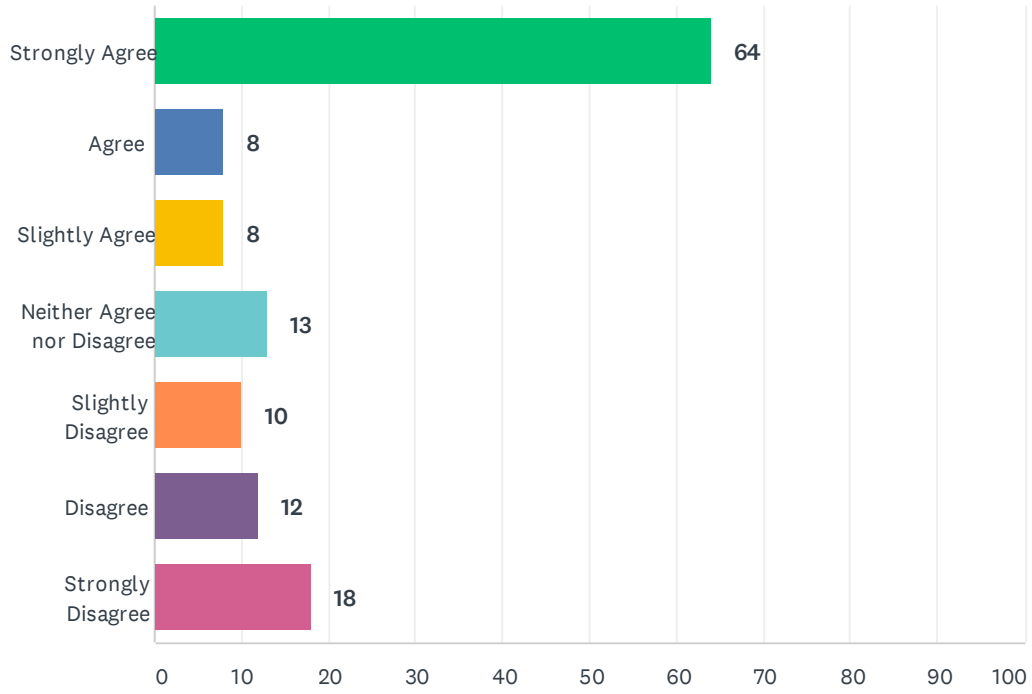
Answered: 38 Skipped: 0



Appendix C. Responses of Households with Incomes Under \$50,000 only
Questions 5-13

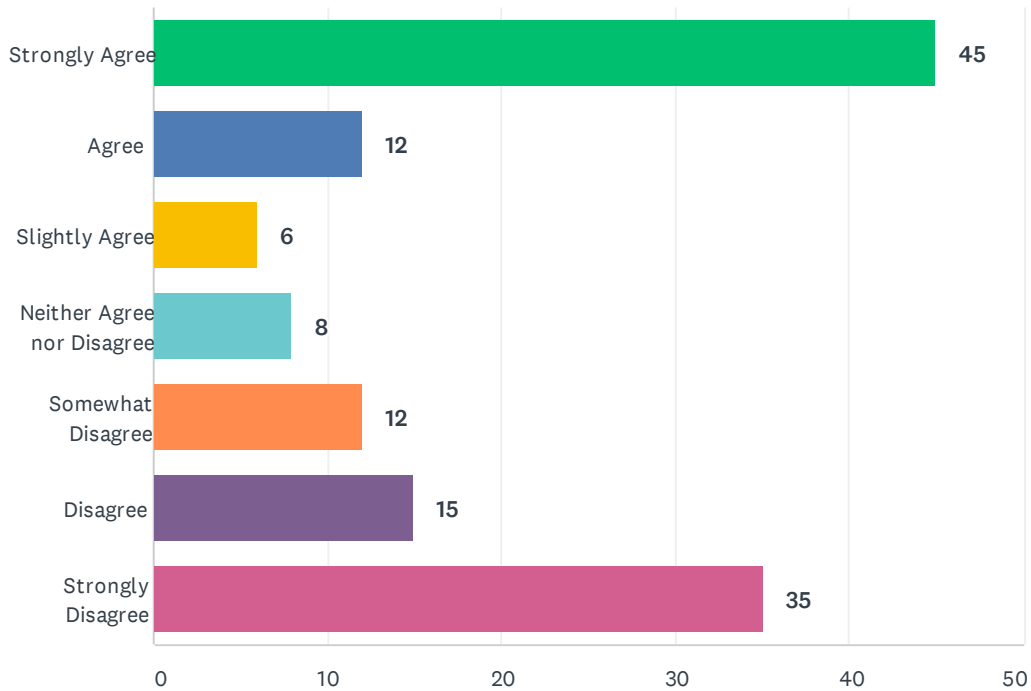
Q5 Heritage Oaks Golf Course is a benefit to our community.

Answered: 133 Skipped: 0



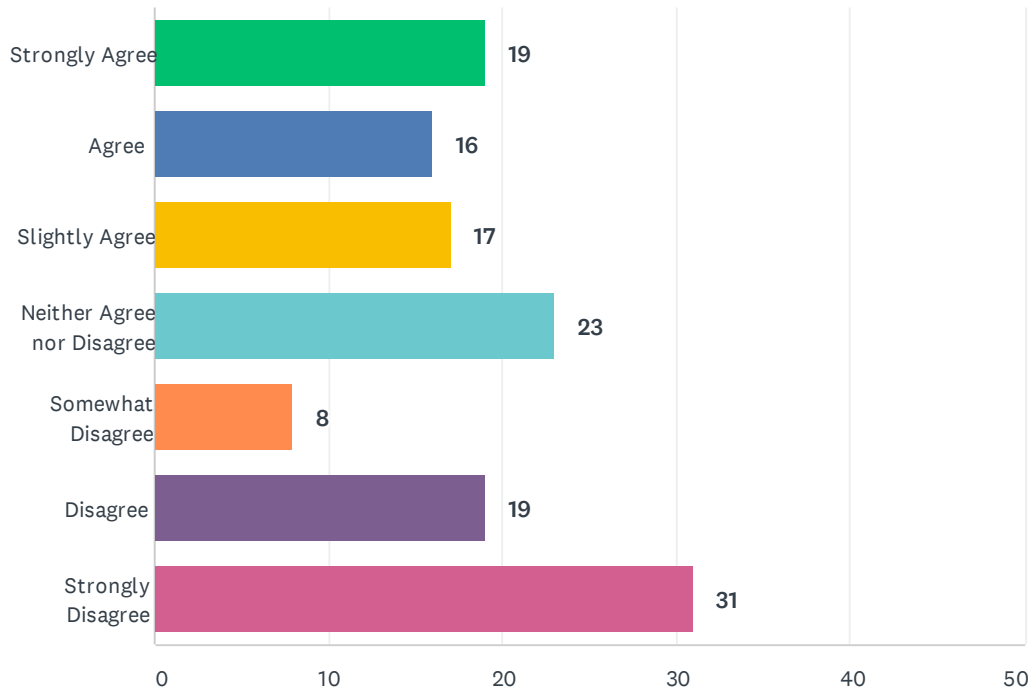
Q6 Heritage Oaks Golf Course should continue as an 18-hole golf course with no other recreational activities allowed on the park property (e.g. walking, biking, special events).

Answered: 133 Skipped: 0



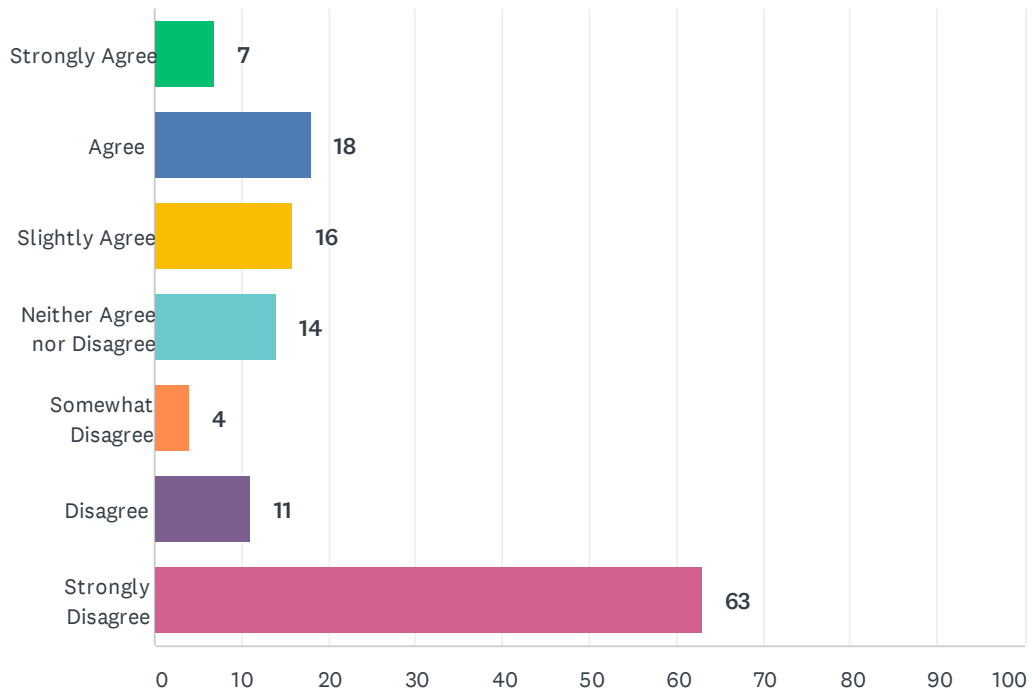
Q7 Heritage Oaks Golf Course should continue as an 18-hole golf course only if other recreational activities are allowed on the park property (e.g. walking, biking, special events).

Answered: 133 Skipped: 0



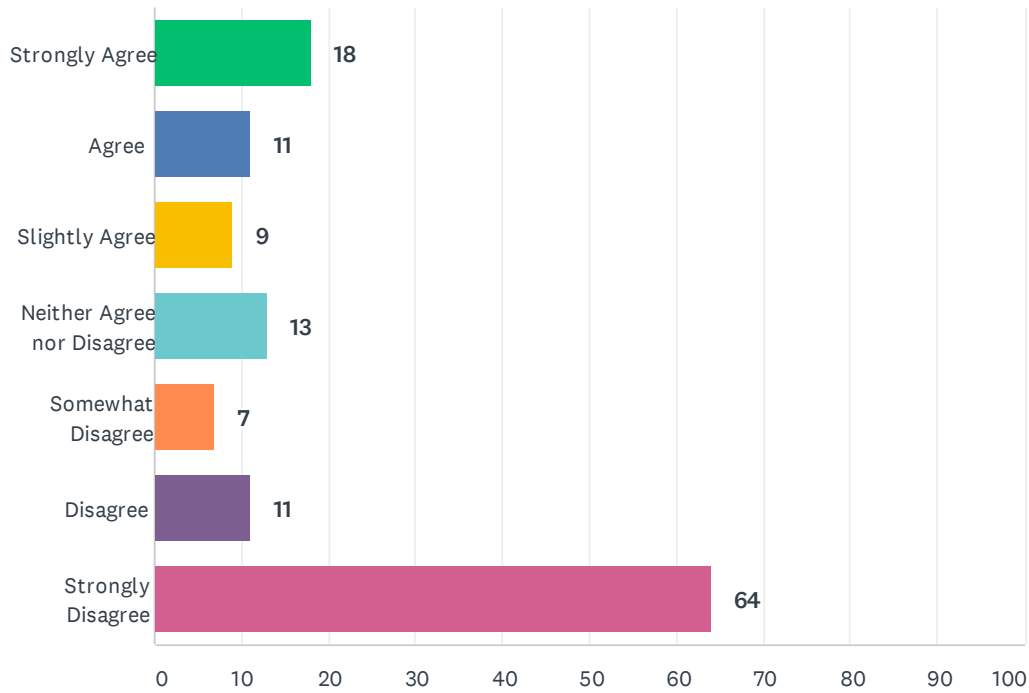
Q8 Heritage Oaks Golf Course should be converted to a 9-hole golf course, and the remainder of the property used for a different purpose.

Answered: 133 Skipped: 0



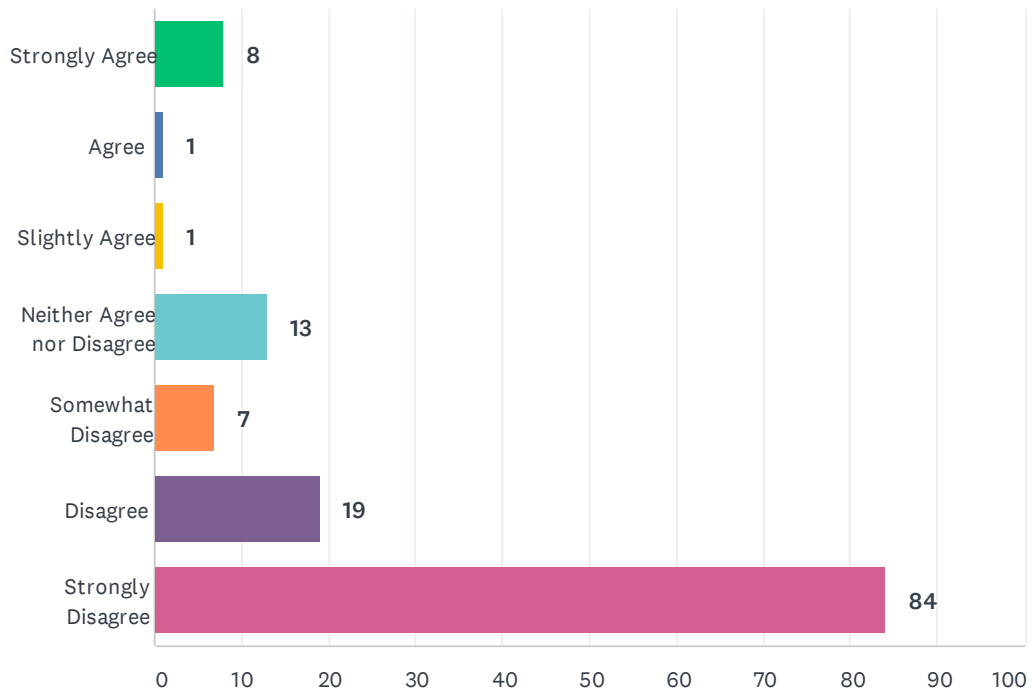
Q9 Heritage Oaks Golf Course should be closed and the property converted back into a passive park, as it was before the development of the golf course.

Answered: 133 Skipped: 0



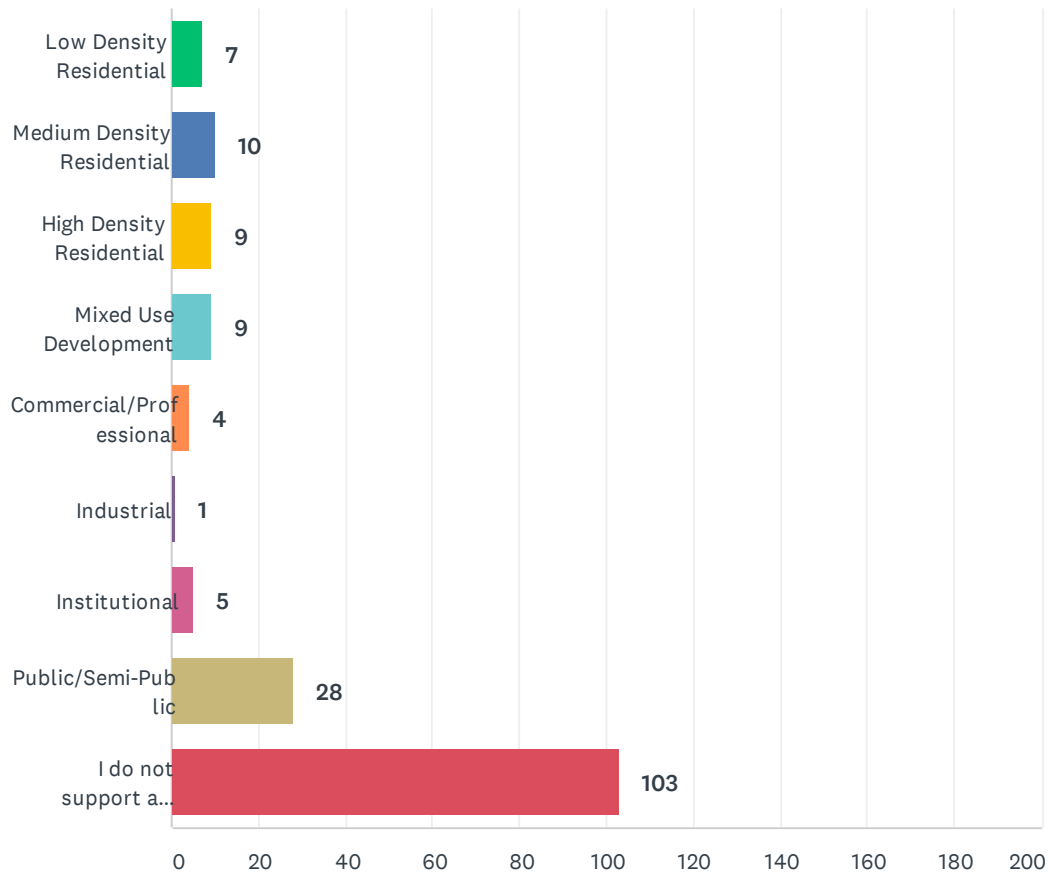
Q10 Heritage Oaks Golf Course should be closed and the property sold to be re-developed into another use.

Answered: 133 Skipped: 0



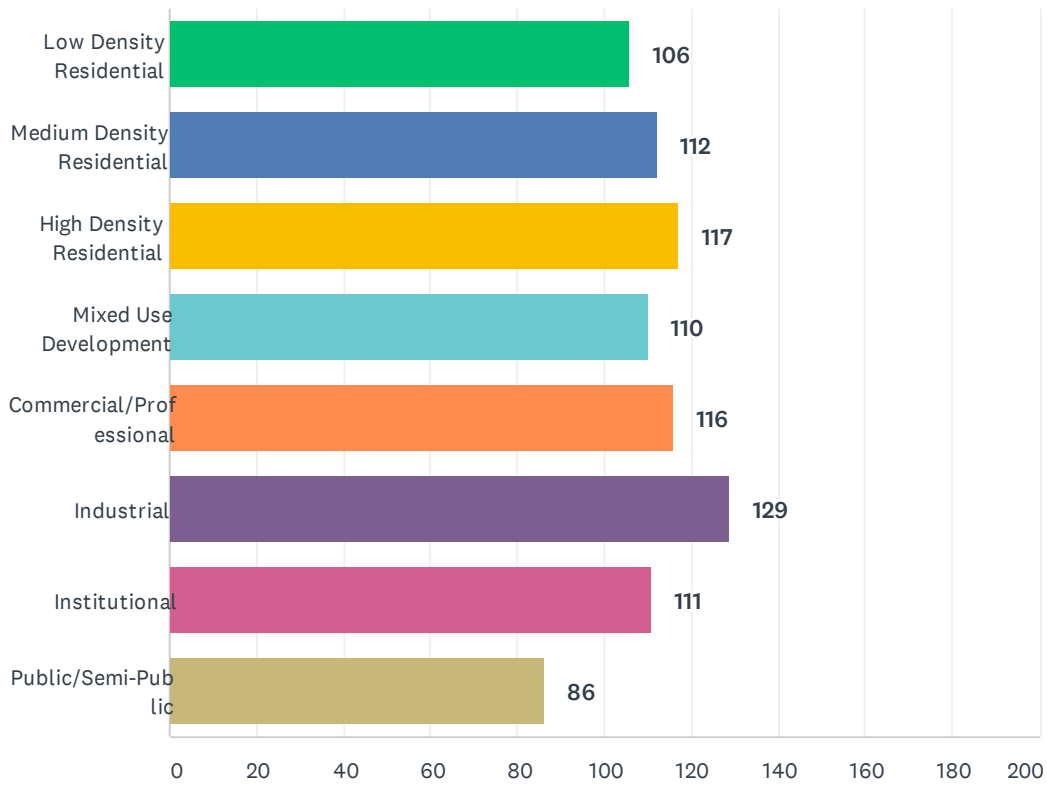
Q11 Please select all the images of types of uses you would support replacing Heritage Oaks Golf Course.

Answered: 133 Skipped: 0



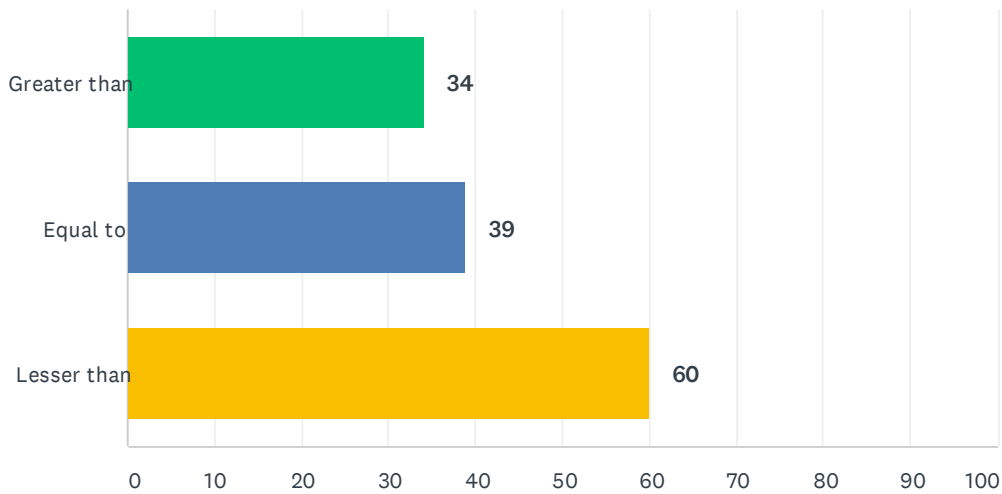
Q12 Please select all images you would oppose replacing Heritage Oaks Golf Course.

Answered: 133 Skipped: 0



Q13 If Heritage Oaks Golf Course was re-developed into a non-recreational use, do you think the annual cost to provide public services (e.g. water, sewer, road maintenance, public safety) for the new use should be greater than, equal to, or lesser than the current cost to operate and maintain the 18-hole golf course?

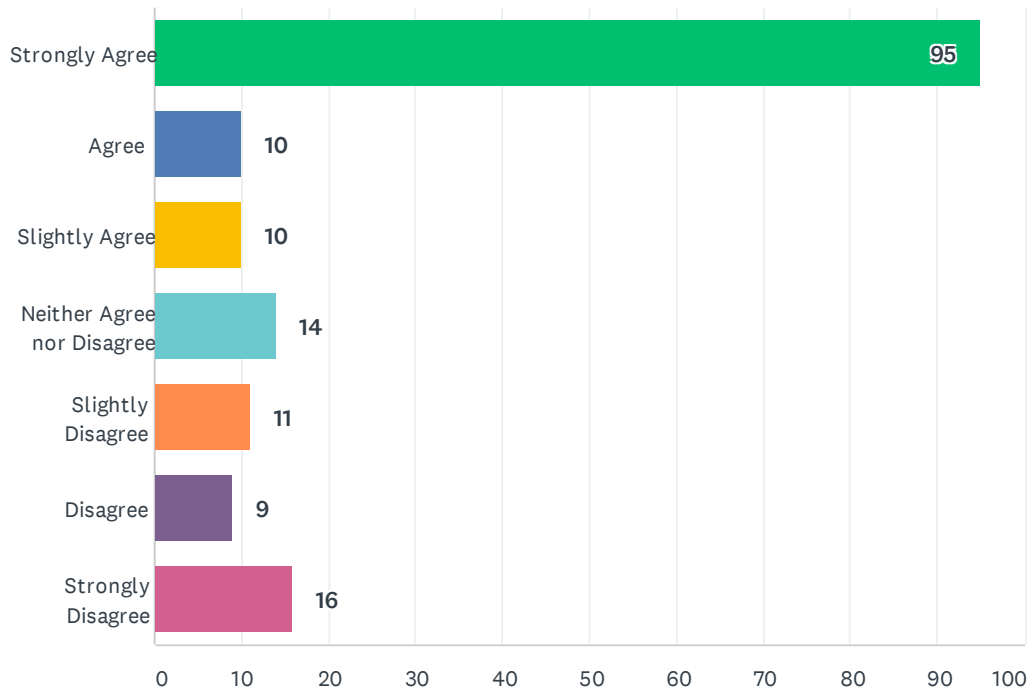
Answered: 133 Skipped: 0



**Appendix D. Responses of Households Residing Less than 1 mile from the
Property
Questions 5-13**

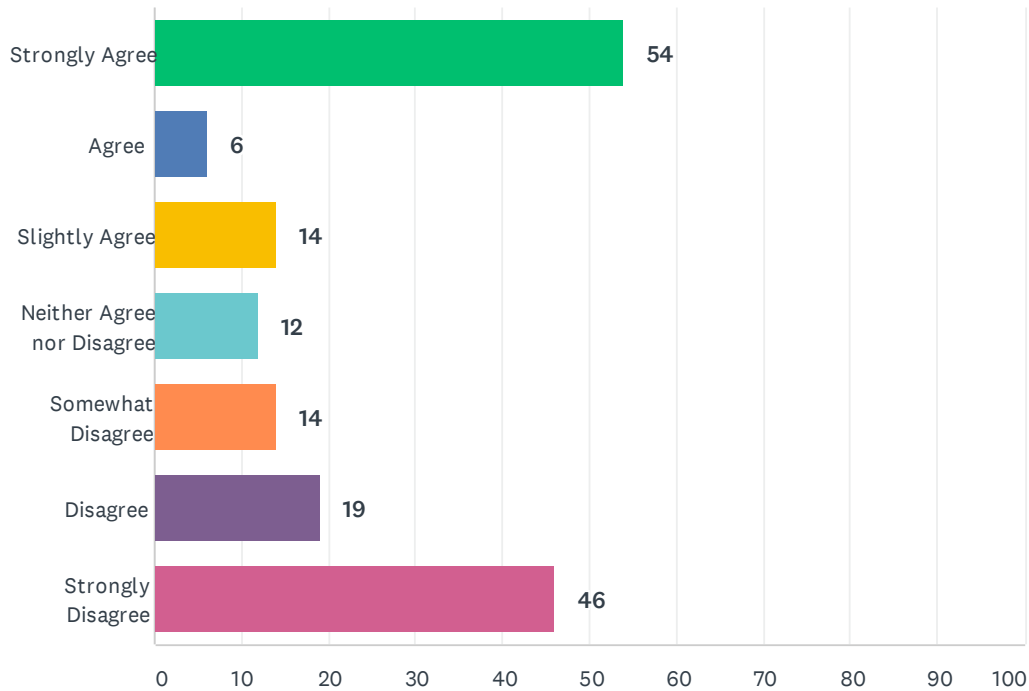
Q5 Heritage Oaks Golf Course is a benefit to our community.

Answered: 165 Skipped: 0



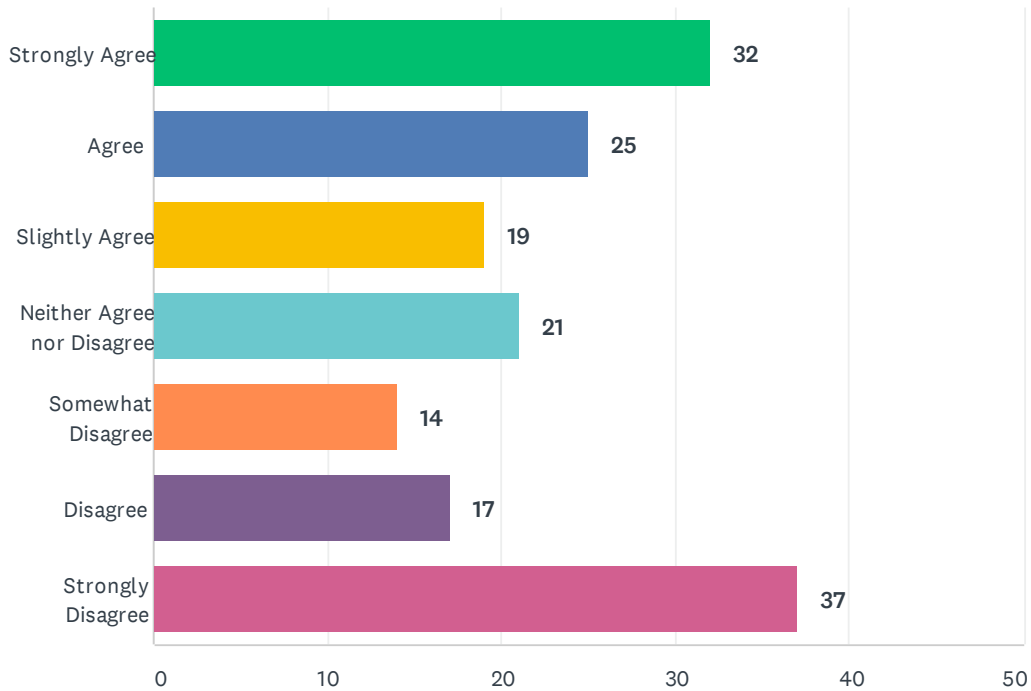
Q6 Heritage Oaks Golf Course should continue as an 18-hole golf course with no other recreational activities allowed on the park property (e.g. walking, biking, special events).

Answered: 165 Skipped: 0



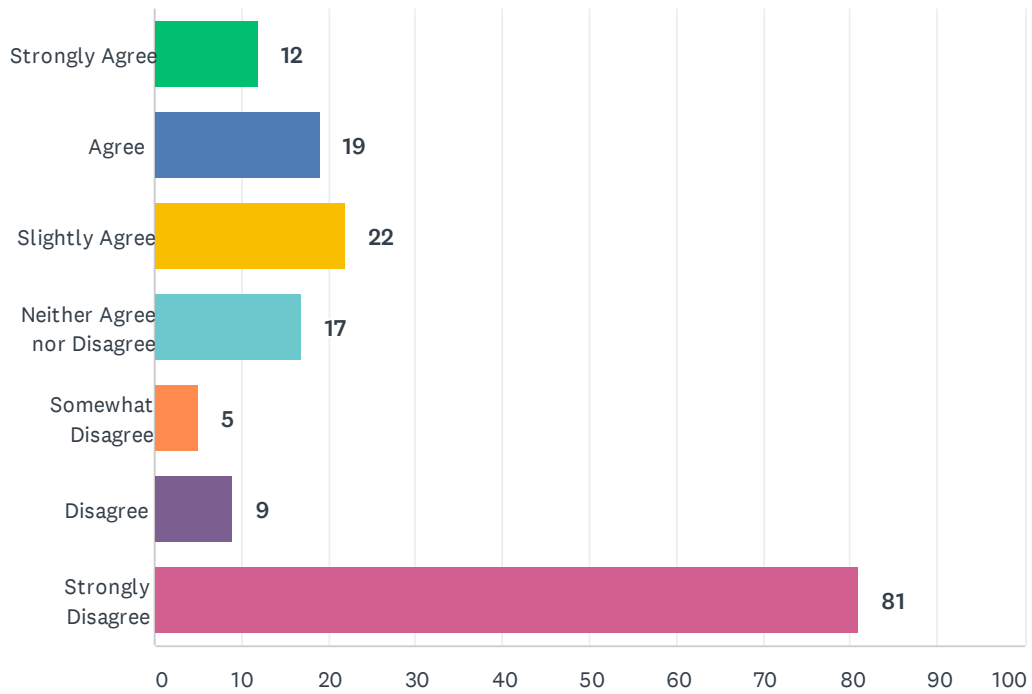
Q7 Heritage Oaks Golf Course should continue as an 18-hole golf course only if other recreational activities are allowed on the park property (e.g. walking, biking, special events).

Answered: 165 Skipped: 0



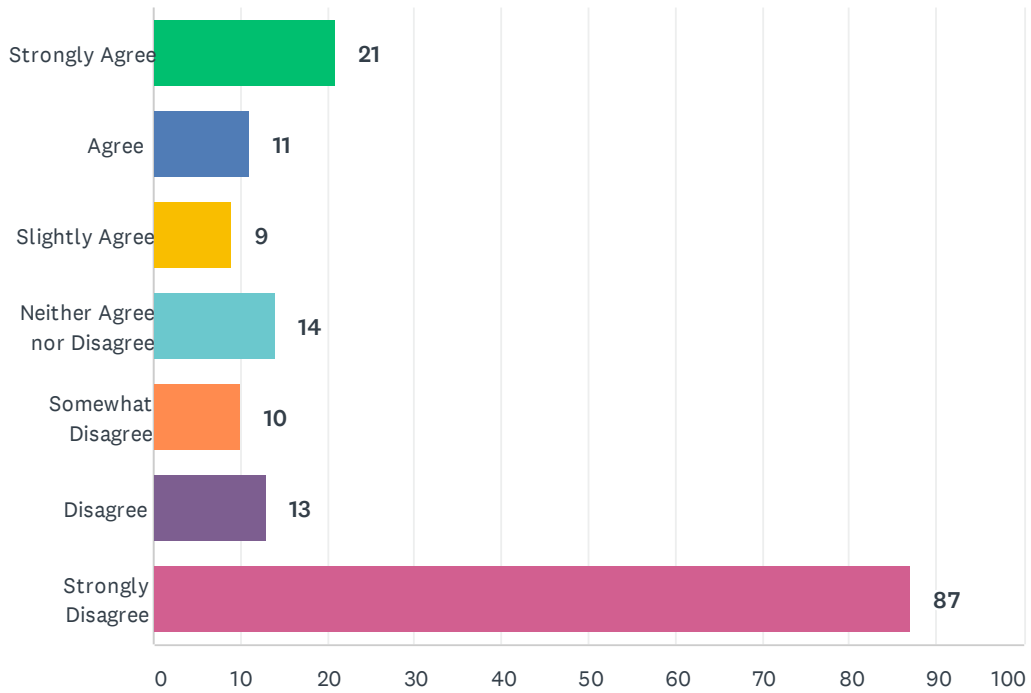
Q8 Heritage Oaks Golf Course should be converted to a 9-hole golf course, and the remainder of the property used for a different purpose.

Answered: 165 Skipped: 0



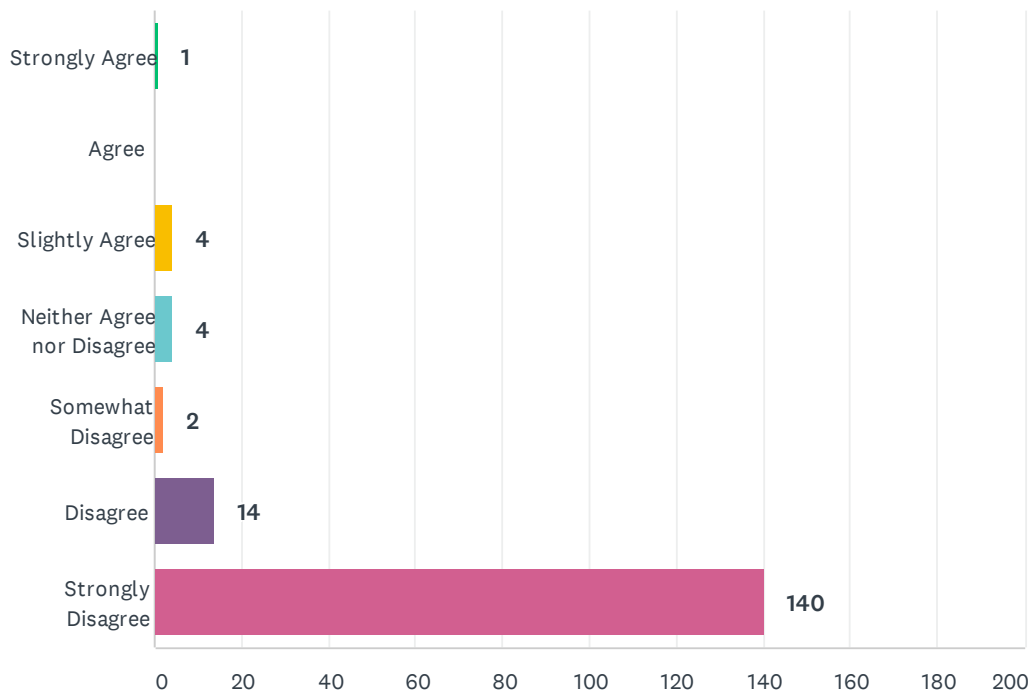
Q9 Heritage Oaks Golf Course should be closed and the property converted back into a passive park, as it was before the development of the golf course.

Answered: 165 Skipped: 0



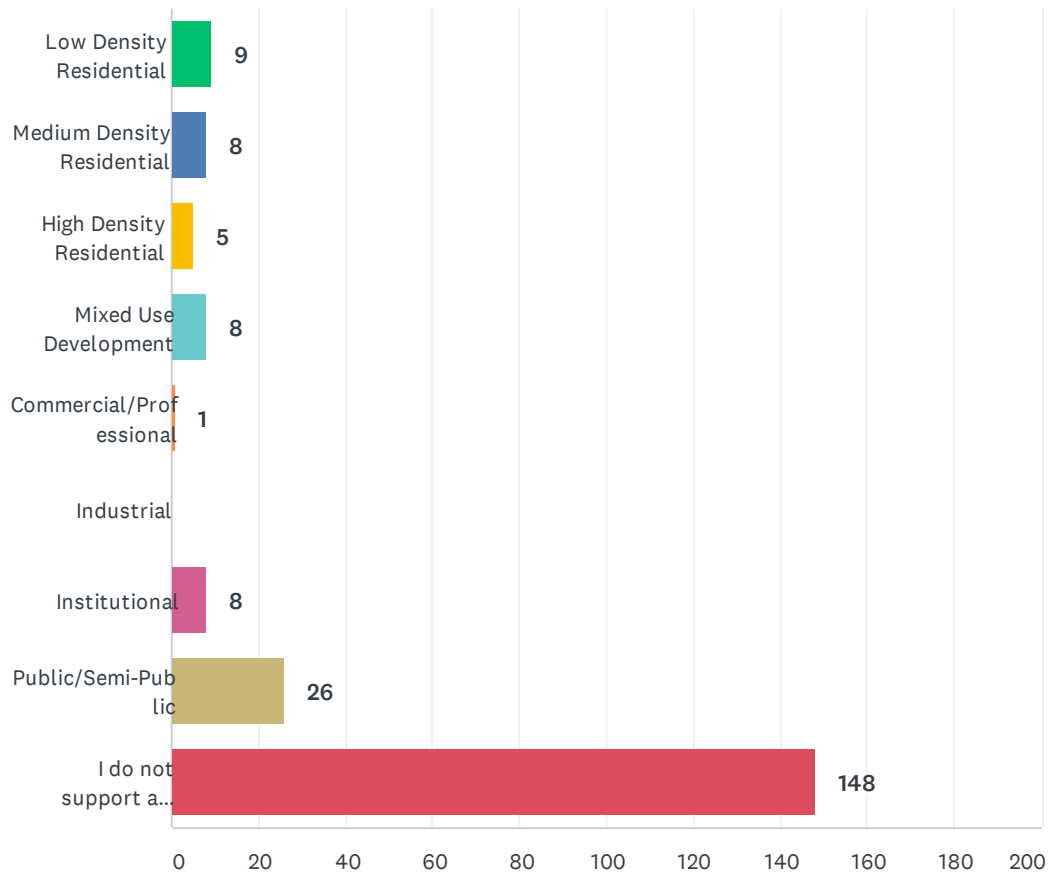
Q10 Heritage Oaks Golf Course should be closed and the property sold to be re-developed into another use.

Answered: 165 Skipped: 0



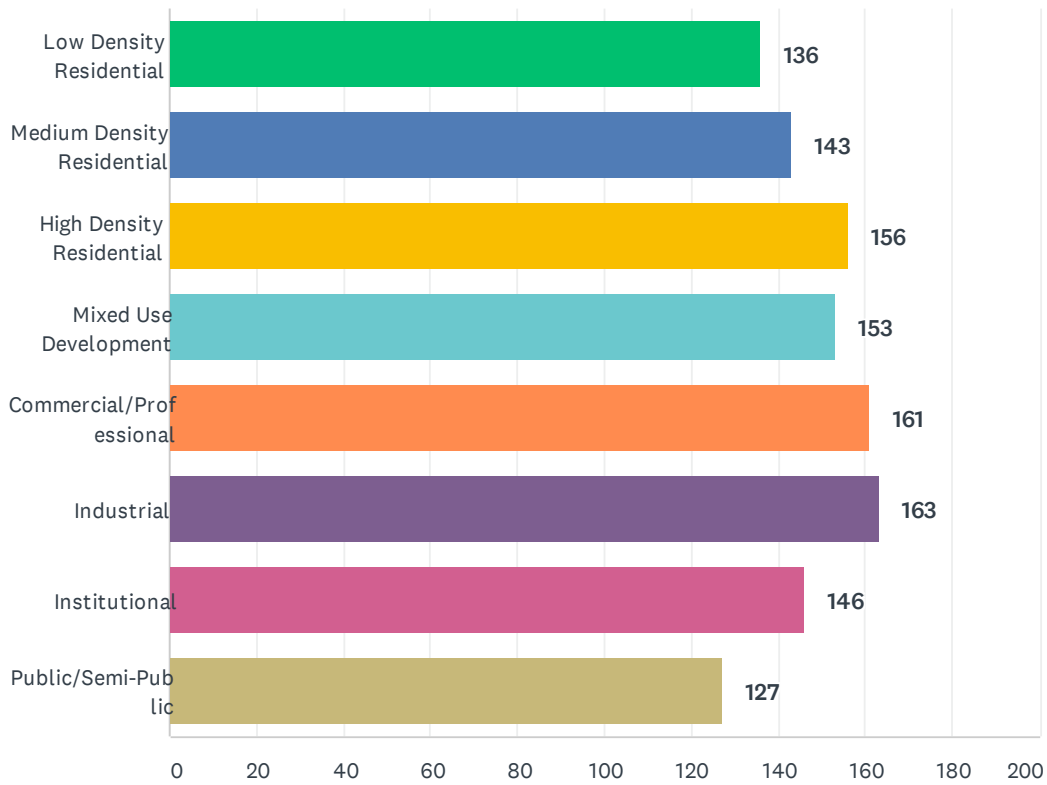
Q11 Please select all the images of types of uses you would support replacing Heritage Oaks Golf Course.

Answered: 165 Skipped: 0



Q12 Please select all images you would oppose replacing Heritage Oaks Golf Course.

Answered: 165 Skipped: 0



Q13 If Heritage Oaks Golf Course was re-developed into a non-recreational use, do you think the annual cost to provide public services (e.g. water, sewer, road maintenance, public safety) for the new use should be greater than, equal to, or lesser than the current cost to operate and maintain the 18-hole golf course?

Answered: 165 Skipped: 0

