
2019 Landfall COA Owner Survey



JUNE 2019

Executive Summary

SURVEY OVERVIEW

Thank you for taking the time to complete our 2019 Landfall Council of Associations Owner Survey. In total, 708 surveys were completed, representing approximately 35% of the 2,003 properties emailed. Out of the surveys completed over 88% of the information recorded was gathered from full time residents. 48% of the survey participants living in our community reported being retired, and we had over 200 owners report serving or having served in some branch of the military; THANK YOU FOR YOUR SERVICE! Of the completed surveys, we received the most survey participation from owners living in our community for less than five years and the least from owners living in our community for 16-20 years.

The survey solicited data intended to develop a demographic profile of property owners, as well as information related to property owner interests. Results presented in this report reflect only compiled data with relative comments as appropriate. In addition, although no attempt was made to directly measure property owner satisfaction, some suggestions and comments received provided insight into satisfaction and/or dissatisfaction levels with certain areas of the Landfall Council of Associations operation.

When our owners were asked what they like the most and what they like the least about living in Landfall, it resulted in over 1,500 comments. 63% of these comments were positive highlighting some of your favorite features such as the comforts of living in a gated secure community, our convenient location to the beach, some of the area's top restaurants and shopping as well as the overall beauty and aesthetics of our much sought after community. Comments expressing concerns totaled 37%. Of those concerns, the top three concerns centered around the desire for sidewalks and/or walking paths (17%), lower association fees (14%) and safety on our community streets (8%).

Based on the information gathered through this survey we would like to share some of our owners' positive comments expressing their satisfaction with our community. The three most talked about topics were as follows:

SECURITY AND SAFETY

The most talked about positive comments relayed to us from our owners was with regards to the importance of living in a safe private community and the comfort this provides.

“Beauty of the grounds and safety within the community. Consistent maintenance of grounds/homes, safe walking opportunities, serenity of the outdoor spaces, knowing I can leave home for extended periods of time and it will be monitored.”

LOCATION

The second most talked about favorite of living in Landfall is location, location, location! Our owners love the great location of Landfall near area shopping, beaches and wonderful restaurants.

“Lovely community, nice people, located near good restaurants and shopping.”

AESTHETICS

Another hot topic of the most talked about positive comments is regarding the beauty and appearance of the common areas and home sites. Owners bought in Landfall for a certain caliber of living and this is reflected throughout this community. From the beautifully landscaped entrances, security gates, manicured roadsides and natural water features to the spectacular neighborhoods and immaculate home sites you are surrounded by pristine living.

“Diversity of architecture and beauty of common areas.”

Based on the same survey information gathered, the top three areas of concern to our survey owners are as follows:

A DESIRE FOR SIDEWALKS/WALKING PATHS

Just over 90 comments were related to the desire for sidewalks and walking/biking paths. With the changing demographics of Landfall, the survey reported over 200 children living in our community as well as cycling and running adding up to about 46% of our surveyors’ favorite hobbies.

“Lack of sidewalks on main streets”

RISING FEES AND OVERALL COSTS

Second on the list of the survey’s top concerns is the issue of rising fees and overall cost of living in Landfall, however the feeling of appreciation for getting what you pay for was expressed by many owners.

“The fees, even though we know they are essential.”

Landfall is a large community providing many services and amenities, which sight unseen may be easily taken for granted yet indeed essential. The COA of Landfall will continue our best efforts to provide the way of life and sense of community that our owners have appreciated and enjoyed for 30 years.

TRAFFIC SAFETY

The final issue completing the most talked about concerns to our respondents is traffic safety on some of the narrow streets throughout our community. As our community continues to grow so does the traffic, both vehicular and pedestrian, that travels our streets.

“traffic, speed of cars, illegal parking, walking with traffic instead of facing traffic.”

Landfall COA provides a dedicated staff to address traffic violations and will continue to evolve and conform to the growing needs of our community.

SURVEY QUOTES

Many owners that completed the survey expressed their love for the Landfall community. A few of our favorites that we would like to share in this summary include:

- *“The COA makes living here convenient (in house services) and easy (they make us feel cared for, providing a small town feeling) while being responsive to our needs”*
- *“Convenience, upkeep, safety, pleasant to be here, biking and walking, just generally good”*
- *“Pride in the community, the friendships we have made, close to fine shopping, the concern for your neighbors”*
- *“Beautiful community in a great location with wonderful neighbors”*
- *“The satisfaction of living in a gated community with restrictive covenants. Also, the friendly and hard working COA employees and security”*
- *“The friendly, courteous and genuinely nice people from all backgrounds who live here along with the safe and peaceful environment. The natural beauty and tasteful homes make it a pleasure to drive thru any part of Landfall.”*
- *“Our neighborhood within Landfall, the pride of ownership of most property owners and the TLC given to our community via the COA staff”*
- *“Well maintained community with lovely homes, security, trees, feel safe walking and riding bikes. Lots to do nearby. Great neighbors!”*

COA/CCL CLARIFICATION

The results of this survey revealed that there is a need for clarification to some of our owners with regard to the disparity between CCL members, non-member Landfall owners and non-owner CCL members related to recreational opportunities. We would like to take a moment to inform our owners that the Country Club of Landfall, including all amenities therein, is a member owned private country club that is located inside our beautiful gated community on private property. The privileges and use of amenities through separate membership are available to all Landfall owners through the Country

Club of Landfall. You may contact the Country Club of Landfall at 910-256-8411 and they will gladly assist in providing you the options that best suit your needs.

The COA is the entity tasked with the maintenance, operation and management of the shared common areas within our community. These include, in part, the gates, roads, streetlights, retention ponds, recreation facility, parks and personnel necessary to facilitate operations.

The COA and the CCL have formed a collaboration committee to facilitate communication and increase cooperation as it relates to pertinent areas throughout our community. We feel this relationship will be beneficial to all moving forward.

CONCLUSION OVERVIEW

While we would have preferred a higher participation rate from our community, we feel this was a fair assessment reflecting the opinions of some of our owners in the community. Some of the items the COA has gleaned from this process are related to understanding our owners' interests, likes and dislikes, as well as overall satisfaction with our community.

We found that the majority of our survey participants are satisfied with the conditions of our common areas. Despite relaying outdoor activities as some of their top hobbies, the facilities and parks are not utilized as much as we would like. Perhaps this tells us we may need to come up with some fun ways to draw people to these areas by adding small events or new elements.

We also learned that very few of our respondents visit our website, and the majorities that do are only viewing our Voice newsletter. This may lead us to consider some creative dialogue or new interests to encourage more frequent traffic through our site.

Results from our respondents expressed concerns related to traffic control and safety on our community streets. This is always a highly concentrated ever evolving area of our operation. Not only do we monitor the traffic on our community streets, we must also remain cognizant to the roadways surrounding Landfall. Both of these factors affect the overall needs of our community. While we have enlisted additional means of traffic control measures over the years in Landfall, we must continually evaluate and assess our needs. Perhaps the survey relays to us a need for further research, collaboration or an allocation of additional funds toward security personnel and/or technology.

Most encouraging, our survey participants provided us a clear understanding of their desire to remain in Landfall and the pride that they feel living here and recommending our community to friends and colleagues.

We appreciate you sharing your thoughts and opinions in hopes of providing helpful

information to continue to improve and sustain our community. We will work diligently to continue offering valuable services for the ever changing demographic needs of our community.

Following you will find the survey results. The entire survey report and comments are available for your review at the COA office.