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I. DEMOGRAPHIC CHARACTERISTICS

The following analysis of the Mission Beach population is based on statistics from the 1970 United States Census of Population. Conducted on April 1, 1970, the information has been compiled over the last two years. This data represents the most current information available for Mission Beach.

All of Mission Beach is encompassed in one census tract which simplifies the tabulation of data. Unfortunately, this tract also includes all of Mission Bay Park, part of which is a large mobile home park. Before analyzing the figures, these areas were removed from the statistics. In some cases it was necessary to do this through estimation. The margin of error in all cases (including the original census collection procedure) is calculated to be generally less than two percent.

For purposes of analysis, the census material for Mission Beach is compared with citywide statistics. The City of San Diego is used as a norm rather than all of San Diego County because the desire was to compare Mission Beach with the urban area as much as possible. The County includes a vast rural area whereas the City of San Diego is almost exclusively urban, and certainly representative of the urban region. Using the citywide figures as a norm, the comparison then points out the deviation from that norm, as well as attempting to describe the significance of all statistics. The following analysis will highlight the demographic findings of the Mission Beach Community.

The Mission Beach population is very young. The youth is embodied in an unusually large number of college age people. There are relatively few children in the community, partly because an unusually large percentage of the population is unmarried. There are relatively few families. Most households are composed of single individuals. There are very few minorities in the community, either black or Chicano.

Although elementary and secondary school enrollment is very low, college attendance is very high in spite of the fact that there is no college or university within miles. Mission Beach reflects a higher educational attainment than the rest of San Diego. Accordingly, it has a high percentage of the labor force in professional and managerial positions and few in non-professional positions. The community, in addition to a large student population, has a larger than usual labor force, leaving very few non-workers and non-students. Residents of Mission Beach have a higher income than the rest of San Diego. Overall, Mission Beach residents are far from average San Diegans. Their life style and vital statistics are unique to the Mission Beach Community. The following detailed analysis of the census data bears this out.

POPULATION CHARACTERISTICS - AGE

Table 1

Age	Mission Beach	Citywide
Total Population	5,637	696,769
Under 5	4%	8%
5-9	4%	9%
10-14	4%	9%
15-19	5%	11%
20-24	30%	12%
25-34	23%	13%
35-44	7%	11%
45-54	10%	11%
55-64	7%	7%
65+	6%	9%
	100%	100%

(Source: 1970 U.S. Census, General Characteristics of the Population)

The age distribution of the population in Mission Beach reflects an extreme variation from citywide figures. The elementary and secondary school age population is far below that of the rest of the City. The college age population makes up part of the difference, being much larger than the citywide average. The number of young adults beyond college age also exceeds the City average. The middle age population of Mission Beach reflects the general citywide average while the elderly population, like the young, is below it.

These statistics point to a population in Mission Beach dominated primarily by young adults. The number of children and senior citizens is subordinate to these other groups.

MARITAL STATUS - PERSONS 14 YEARS OLD AND OVER

Table 2

Status	Mission Beach	Citywide
Total Population	5,196	531,188
Never Married	50%	27%
Married	36%	62%
Previously Married	14%	11%
	100%	100%

(Source: 1970 U.S. Census, General Characteristics of the Population)

An analysis of the marital status of Mission Beach residents shows a population dominated by single people. While the previously married rate (including widowed and divorced) approximates that of the citywide figure the single population far exceeds the married population in Mission Beach. Just the opposite trend is true citywide.

RELATIONSHIP TO HEAD OF HOUSEHOLD

Table 3

Type of Household	Mission Beach	Citywide
All Persons in Household	5,616	636,285
Head of Household	53%	33%
Family Head	(20%)	(23%)
Non-family Head	(33%)	(10%)
Wife of Head	16%	20%
Other Relative of Head	13%	36%
Not Related to Head	18%	3%
Group Quarters	0%	8%
	100%	100%
Persons Per Household	1.90	2.80

(Source: 1970 U.S. Census, General Characteristics of the Population)

An analysis of the household figures demonstrates the difference in household composition between Mission Beach and the rest of San Diego. The high incidence of non-family heads indicates that many households in Mission Beach are not families, but are two or more non-related individuals living together. When comparing just the family heads to non-family heads it is apparent that, while 70 percent of the households citywide are families, only about 40 percent in Mission Beach fit that category. Looking at the relationships to the head of the household, this is further documented. The “other relatives of head,” which generally means children, is far less than citywide while the “not related to head,” which generally means roommates, is much higher in Mission Beach. Finally, these figures reflect a much smaller household size than the citywide average. The reason for this is because of the relatively few children living in the community.

SCHOOL ENROLLMENT

Table 4

Enrollment	Mission Beach	Citywide
Enrolled Persons 3-34 Years Old	1,951	201,848
Nursery School	3%	3%
K-6 Elementary	21%	56%
High School	11%	22%
College	65%	19%
Persons Per Household	100%	100%

(Source: 1970 U.S. Census, Social Characteristics of the Population)

The school enrollment statistics in Mission Beach, when compared to citywide, show an extremely low enrollment in elementary and secondary schools. College enrollment figures account for the majority of all students. The proportion of elementary vs. secondary students in Mission Beach is about the same as it is citywide. The dominance of college students simply reflects the fact that the community houses an exceptionally large number of students. This occurrence is common in communities surrounding colleges and universities. Although Mission Beach is miles from such a facility, it has, nevertheless, become the home of a large student population. This is probably because of the attraction of the beach combined with the availability of a large number of apartments.

YEARS OF SCHOOL COMPLETED

Table 5

School Years	Mission Beach	Citywide
Persons 25 Years Old and Older	3,807	356,263
1 to 8 Years	6%	16%
9 to 11 Years	12%	17%
12 Years	28%	34%
College 1 to 3 Years	26%	17%
College 4 Years or More	28%	16%
	100%	100%
Median School Years Completed	13.5	12.5
Percent High School Graduates	82%	66.2%

(Source: 1970 U.S. Census, Social Characteristics of the Population)

The distribution of persons according to educational attainment reflects a much higher educated population in Mission Beach than citywide. The reflection of college education is partially due to the presence of students themselves who are in undergraduate school (for the 1-3 years of college category) or graduate school (for the 4 years or more category). It may also be due to an overall higher educational attainment by the non-student population. Although these figures alone cannot justify the fact that the non-student population is higher educated than the citywide average, Mission Beach does have an above average family income which generally relates directly to educational attainment.

OCCUPATION CHARACTERISTICS

Table 6

Type of Worker	Mission Beach	Citywide
Total Labor Force	3,517	228,112
Professional and Managerial	6%	16%
Sales and Clerical	12%	17%
Craftsmen, Laborers, Service	28%	34%
	100%	100%

(Source: 1970 U.S. Census, Labor Force Characteristics of the Population)

The comparison of occupational characteristics in Mission Beach to those citywide reveals that Mission Beach contains a far greater percentage of professional and managerial workers than the City as a whole. In Mission Beach these professional workers far exceed the non-professional. It is interesting to note that citywide the percentages are reversed, with the non-professional exceeding the professional and managerial by the same amount. Those figures exclude the student population. This also tends to verify the fact that the non-student population in Mission Beach has a higher educational attainment than their citywide counterparts.

EMPLOYMENT STATUS - PERSONS 16 YEARS AND OVER

Table 7

Status	Mission Beach	Citywide
Total Population	5,002	505,495
Labor Force	68%	62%
Non Labor Force	20%	32%
Students	12%	6%
	100%	100%

(Source: 1970 U.S. Census, Labor Force Characteristics of the Population)

The comparison of labor force characteristics show that Mission Beach has a greater amount of working people and students than occurs citywide. This implies a higher incidence of situations with more than one number of a household working. This, along with a higher educational attainment is the probable reason for the higher family income in Mission Beach. The greater number of students and working people, coupled with a lack of educational facilities and an employment base, also cause greater mobility in terms of residents entering and leaving Mission Beach everyday. The result is an abnormally high generation of traffic, especially at rush hours.

FAMILY INCOME

Table 8

Type of Measurement	Mission Beach	Citywide
Total Families	1,160	164,000
Median	\$10,956	\$10,166
Average	\$13,011	\$11,664

INCOME OF PERSONS NOT IN FAMILY SITUATIONS

Table 9

Type of Measurement	Mission Beach	Citywide
Total Persons	2,802	133,482
Median	\$3,932	\$2,697
Average	\$5,021	\$3,950

(Source: 1970 U.S. Census, Income Characteristics of the Population)

These income figures demonstrate that Mission Beach has a higher income level than the City as a whole. The median income reflects a mid point. Half the incomes are above the median figure and half are below. The average income reflects all of the incomes added together and divided equally. Unusual income situations (such as a few very wealthy families in a community) can create a very misleading average income. The median income is more likely to represent the income situation of a given community because it ignores such deviations.

For families in Mission Beach the median income is eight percent higher than citywide while the average income is 12 percent higher. The difference between Mission Beach and the rest of the City is the presence of a relatively large number of wealthy families combined with the lack of very many poor families. The average income reflects this more than the median in this case because the median ignored the dollar amount of the high incomes and reported only the number of them.

For unrelated individuals in Mission Beach (non-family people) the incomes were much higher than citywide. The median income was 45 percent higher while the average income was 27 percent higher. The average income indicates that individuals not in a family situation, on the whole, are earning far more than the citywide average. The reason that the median income is even higher than the average income when comparing Mission Beach to citywide figures (whereas for families it was lower than the average income) could be because of an extremely low number of low-wage earners in Mission Beach in non-family situations.

MEANS OF TRANSPORTATION TO PLACE OF EMPLOYMENT

Table 10

Means of Transit	Mission Beach	Citywide
All Employees	3,104	204,632
Driver - Private Auto	81%	65%
Passenger - Private Auto	8%	10%
Bus	4%	5%
Walk Only	2%	15%
Other Means	3%	3%
Worked at Home	2%	2%
Percent High School Graduates	100%	100%

(Source: 1970 U.S. Census, Social Characteristics of the Population)

Both Mission Beach and the City of San Diego rely heavily upon the private automobile for transportation to the place of employment. With most comparisons being about equal, the one difference is in the much lower percent of population in Mission Beach that walk to work. While Mission Beach, itself, is a pedestrian-oriented community, it provides virtually no employment base for its residents. Consequently, almost everyone in the labor force (including college students) is forced to leave the community to get to their place of employment.

MOBILITY SINCE 1965

Table 11

Place of Residence	Mission Beach	Citywide
Total Population	5,637	696,769
Same House as in 1970	28%	36%
Different House from 1970	72%	64%
In San Diego	(32%)	(29%)
Outside San Diego	(38%)	(32%)
Abroad	2%	3%
	100%	100%

(Source: 1970 U.S. Census, Social Characteristics of the Population)

The fact that less than three out of ten people lived at their current address five years before the census indicates the high rate of mobility of Mission Beach residents. It should be noted, however, that mobility is almost as high citywide. The chances of a person outside of San Diego moving to Mission Beach rather than the rest of the City are slightly higher, although the figures are not especially significant. This mobility factor is, indeed, part of a national trend in recent years of the population as a whole to move about with a far greater frequency than in years passed.

II. HOUSING CHARACTERISTICS

An examination of the 1970 U.S. Census of Housing reveals that Mission Beach varies from citywide norms in terms of housing characteristics, just as it does with demographic characteristics. The following tables, and the accompanying analysis, describe the nature of housing in Mission Beach.

TYPE OF STRUCTURE

Table 1

Type of Units	Mission Beach	Citywide
Total Units	3,194	241,116
Single-family Units	39%	66%
Duplex Units	22%	6%
Apartment Units	39%	28%
In 3 & 4 Unit Structures	(19%)	(5%)
In 5+ Unit Structures	(20%)	(23%)
	100%	100%

(Source: 1970 U.S. Census, Housing Characteristics of the Population)

The breakdown by type of units shows that Mission Beach has an overall balance of all types of housing units. Citywide, on the other hand, there is a preponderance of single-family homes, and a relatively small number of duplexes and small apartment buildings. Mission Beach has a balance that the City would be hard pressed to duplicate.

OCCUPANCY STATUS

Table 2

Status	Mission Beach	Citywide
Total Units	3,194	241,116
Owner Occupied	18%	48%
Renter Occupied	72%	46%
Vacant	10%	6%
	100%	100%

(Source: 1970 U.S. Census, Housing Characteristics of the Population)

In terms of occupancy status, the City reflects a balance while Mission Beach is definitely a renter's community. This pattern in Mission Beach is established and not apt to change. Because of the high value and scarcity of land, new development and redevelopment will logically consist of multifamily structures.

VALUE - OWNER OCCUPIED UNITS

Table 3

Unit Value	Mission Beach	Citywide
Total Units	577	115,094
Less than \$10,000	6%	3%
\$10,000 - \$15,000	10%	10%
\$15,000 - \$20,000	14%	24%
\$20,000 - \$25,000	15%	25%
\$25,000 - \$35,000	18%	21%
\$35,000 - \$50,000	17%	11%
\$50,000 or more	20%	6%
	100%	100%
Median Value	\$27,600	\$22,500
Average Value	\$31,200	\$25,300

(Source: 1970 U.S. Census, Housing Characteristics of the Population)

Comparison of the value of owner-occupied units reflects a wide disparity between Mission Beach and the City as a whole. The value of an owner-occupied unit in Mission Beach is almost 25 percent higher than it is citywide. Mission Beach has relatively few units in the moderate price range (\$15,000 - \$25,000) and a much higher amount of units in the upper income price range (\$35,000 and over). Many of the units that exist in the lower income range (under \$15,000) are inexpensive because the structure is worth very little. Almost all of the value is in the land. Because there will be virtually no new construction of single-family dwellings, the status of owner-occupied units will probably remain static, except for a general appreciation on land value which will tend to drive the overall value somewhat higher. There will be some development of relatively expensive condominiums which are considered owner-occupied. These units, actually, should be in a class by themselves for purposes of tabulation in any future census.

RENTAL COST

Table 4

Monthly Rent	Mission Beach	Citywide
Total Units	2,284	111,912
Less than \$60	1%	4%
\$60 - \$100	22%	25%
\$100 - \$150	40%	43%
\$150 - \$200	23%	20%
\$200 - \$250	7%	5%
\$250 or more	7%	3%
	100%	100%
Median Rent	\$133	\$123
Average Rent	\$144	\$131

(Source: 1970 U.S. Census, Housing Characteristics of the Population)

Rental costs in Mission Beach are more in line with citywide averages than are the value of owner-occupied units. Rental cost in Mission Beach is about ten percent higher than it is citywide. While the moderately priced units appear in the same proportion in Mission Beach and in San Diego as a whole, there are fewer low-rent units in Mission Beach and more high-rent units. It is important to keep in mind that the average unit in Mission Beach is twenty percent smaller than it is citywide (based on the number of rooms) so that the renter is getting less for his money in terms of space. It could be argued, however, that he is getting other benefits, such as the beach, that the average San Diegan is not receiving. While there are a significant number of units with relatively low rents (almost one fourth of all units rent for under \$100) the condition of some of these units is questionable. It is possible that if they were brought up to meet all code standards the increased rental cost to off-set the repair cost would remove many of these units from the low rental range. Many of these units rent at this cost nine months of the year, and are rented out to tourists at much higher rents the other three months. The overall average is thus much higher than shown. The census date, April 1, recorded the lower winter rental rates.

ROOMS PER UNIT

Table 5

Number of Rooms	Mission Beach	Citywide
Total Units	3,194	241,116
1 Room Units	5%	3%
2 Room Units	10%	6%
3 Room Units	32%	17%
4 Room Units	29%	23%
5 Room Units	16%	23%
6 Room Units	6%	16%
7+ Room Units	2%	12%
	100%	100%
Average Unit Size	3.6	4.6

(Source: 1970 U.S. Census, Housing Characteristics of the Population)

It is obvious from the comparison that dwelling units in Mission Beach are far smaller than those citywide. The average unit size is 20 percent smaller in Mission Beach. While almost one-third of the dwelling units citywide contain six or more rooms, less than one in ten in Mission Beach are that size.

PERSONS PER UNIT

Table 6

Number of People	Mission Beach	Citywide
Total Occupied Units	2,861	227,006
1 Person Units	40%	23%
2 Person Units	38%	31%
3 Person Units	11%	16%
4 Person Units	8%	14%
5 Person Units	2%	8%
6+ Person Units	1%	8%
	100%	100%
Average Persons/Unit	2.0	2.8

(Source: 1970 U.S. Census, Housing Characteristics of the Population)

There are significantly fewer people per unit in Mission Beach than citywide. The ratio of people per unit correlated closely with the rooms per unit ratio between Mission Beach and the City as a whole. In fact, the number of people per unit in Mission Beach is 30 percent smaller than in the City as a whole, signifying that people are actually less crowded inside their homes in Mission Beach even though the units are significantly smaller.

AGE OF STRUCTURE AS OF 1970

Table 7

Age	Mission Beach	Citywide
Total Structures	3,194	241,116
5 Years Old or Less	15%	17%
5 - 10 Years Old	11%	15%
10 - 20 Years Old	29%	31%
20 - 30 Years Old	25%	14%
30 Years Old or More	20%	21%
	100%	100%

(Source: 1970 U.S. Census, Housing Characteristics of the Population)

The age of structures in Mission Beach is similar to that of all structures citywide in spite of the fact that Mission Beach has been fully developed for some time. The significant factor in these statistics is the number of structures that are over 30 years old. This tends to indicate that one fifth of all housing is potentially ready for redevelopment. This figure is only an indicator since not all older housing has reached the end of its useful life. Age is a fairly accurate factor in determining redevelopment potential. While structures tend to depreciate with age, the land upon which they are situated tends to appreciate. The effect is to increase redevelopment potential because the value lies solely in the land while the structure becomes dispensable.

III. ECONOMICS OF TAXATION

The purpose of this appendix is to detail the impact that various taxation policies and procedures have upon land development and ownership patterns in Mission Beach. Some of this material serves as a basis for proposals included in the Plan.

COUNTY ASSESSMENT PROCEDURE

The County of San Diego Assessor's Office is vested with the authority to assess all real and personal property in the County. The assessor is charged with the responsibility of providing equity of assessment. Similar properties similarly located must be equally assessed. A number of methods are used in order to determine the best estimate of market value. A sales method reviews sales of properties having similar characteristics such as use, age, condition, square footage and location. A capitalization of income method can be used on rental properties. By using this method the monthly rent schedule is multiplied by an assigned factor to determine market value as indicated by the income of the property. Replacement costs methods involve detailed measurements of the buildings and other improvements on the property. When the total improvement costs are thus determined, they are depreciated according to their age and condition.

Land value is usually assessed on a square foot, front foot or per acre basis. Pertinent data for land comparisons are such things as zoning, location, topography, accessibility and view. Location and zoning are generally the two major factors influencing land values. When the values for land and improvements are determined, they are combined to form a total property value.

The State Board of Equalization sets forth the standards for assessments. Basically, all property is assessed at 25 percent of its "fair market cash value." For example, if in the opinion of the assessor, a property has a fair market value of \$20,000 then the assessment would be 25 percent of \$5,000. The assessor's interpretation of fair market value, however, tends to be as much as 20 percent lower than the actual sales prices because of the two or three year lag in assessments behind actual market activity. The County Board of Supervisors, after receiving the yearly budgets of the various taxing agencies, determines the necessary tax rates. These tax rates are the dollar levy for each \$100 of assessed valuation. At the present time the total is about \$10 per hundred. This would mean a tax bill of about \$500 for a property with a fair market value of \$20,000 assessed at \$5,000.

FEDERAL AND STATE INCOME TAXATION

While local tax assessments vary according to the character of the property, federal and state taxes vary principally with the income of the taxpayer. Two provisions of taxation have a direct impact upon the process of land development. First, accelerated depreciation for rental and business buildings encourage the development of those types of buildings. Further, because there is more evidence of improvement value (such as construction costs and repair bills) local assessors may tend to allocate more of the total value to the building which can result in an underassessment on the land, which is not depreciable.

Second, the capital gains tax provision provides an incentive for land speculation. Profits of land held for six months or more are subject to federal long-term capital gains taxation at about one-half of the rate for regular income. There is a built-in inducement for upper income groups to invest in land in order to enjoy these tax benefits.

IMPACT OF SUMMER VISITOR HOUSING

Mission Beach is a haven for tourists in the summer months. There are, however, only about 200 motel and hotel units scattered throughout the community. The majority of summer visitors occupy permanent dwelling units that are rented out as tourist accommodations. During the summer many units in Mission Beach are used as summer rentals. This has a sizable impact upon the population of the community. The affected residents are forced to move out for these months of the year. This situation is tolerable only to a very transient population.

Because the nine-month school year dovetails with the winter residence period, however, students provide a sizable market for these units during the non-tourist period. Rents during the summer months are extraordinarily high, compared to the rates the rest of the year. These high rates offset the more reasonable winter rates, and help to recover the investment in this very expensive beach property. These summer rentals, because of their value during the summer months, also tend to encourage absentee ownership. Understanding this summer rental phenomenon, then, is another key to the understanding of the existence of some reasonably priced housing in an area where property values would normally prohibit anything but luxury units.

IV. METRIC CONVERSION

Because the United States is destined to convert to the Metric System of measurement within the next ten years, the following equivalents are included in the Plan for purposes of converting some of the basic units of measurement. Those most commonly used throughout the Plan are converted herein.

Standard Conversion

1 foot = .3048 meters
 1 mile = 1.6093 kilometers
 1 sq. ft. = .0929 sq. meters
 1 acre = .4047 hectares

General Measurement Equivalents

1 foot = .305 meters
 2 feet = .610 meters
 5 feet = 1.524 meters
 10 feet = 3.048 meters
 1 acre = .405 hectares
 2 acres = .809 hectares
 5 acres = 2.023 hectares
 10 acres = 4.047 hectares

Community Size

Mission Beach is 2 miles long and up to 1/4 mile wide.

Mission Beach is 3.2 kilometers long and up to .4 kilometers wide

Land Use

Residential	88 acres = 35.7 hectares
Vacant	8 acres = 3.2 hectares
Commercial	4 acres = 1.6 hectares
Mixed	2 acres = .8 hectares
MB Park	17 acres = .6.9 hectares
	<u>119</u> <u>48.2</u>

Zoning

R-4	62 acres = 25.1 hectares
R-2B	24 acres = 9.7 hectares
CS	15 acres = 6.1 hectares
CN	1 acres = .4 hectares
CS (MB Park)	17 acres = 6.9 hectares
	<u>119</u> <u>48.2</u>

Development Controls

36 dwelling units/acre = 89.0 dwelling units/hectare

25' x 50' lot (1,250 sq. ft.) = 7.6 meter x 15.2 meter lot (116.1 sq. meters)

30' x 80' lot (2,400 sq. ft.) = 9.1 meter x 24.4 meter lot (222.8 sq. meters)

35' height limit = 10.67 meter height limit

V. COAST COMMISSION

On November 7, 1972, California voters passed Proposition 20, the Coastal Zone Conservation Act. This legislation is designed to protect the state's coastline. To accomplish this, the law established one state and six regional commissions who will develop a Coastal Plan for the State of California by 1976. The San Diego Coast Regional Commission is the regional body for San Diego County and its coastal cities. Each regional commission must rule on the granting of permits for development within 1,000 yards of the shoreline (mean high tide) until the final plan is submitted to the Legislature. The overall State Commission has final authority in the granting or denial of permits. The entire Mission Beach Community lies within this permit area.

The Coastal Zone Conservation Act of 1972 declares that the California coastal zone is a distinct and valuable natural resource. Further, it is a balanced ecosystem requiring the permanent protection from further deterioration and destruction in order to promote the public safety, health and welfare of present and future residents of the state. In order to protect the coastal zone it is necessary, according to the Act:

- a. To study the coastal zone to ensure conservation of resources.
- b. To prepare, in consultation with all affected private and public agencies, and the general public, a comprehensive long-range enforcement plan, to be known as the California Coastal Zone Conservation Plan.
- c. To ensure that development within the permit area during the study period is consistent with the objectives of the Act.
- d. To create the California Coastal Zone Conservation Commission, and six regional commissions to implement the provisions of the Act.

The Regional Commission is required to prepare its definitive conclusions and recommendations in each county within its region. These are to be adopted and submitted to the State Commission no later than April 1, 1975.

The State Commission is required to adopt the Coastal Plan and submit it to the Legislature no later than December 1, 1975.

VI. QUESTIONNAIRE TABULATION

In December 1972, a questionnaire was mailed to every property owner in Mission Beach and distributed to every resident. Of the 4,000 distributed over 400 were returned. The response from property owners was about 15 percent with the resident response somewhat under ten percent.

Each question was carefully constructed to avoid bias. The questions that were asked focused upon those issues most sensitive to the community as a whole. The response resulted in a clear understanding of the desires of the community, especially on the particularly sensitive issues of density and height limitations.

The following table summarizes the response to the questions that were asked. Certain questions relating to commercial development met with such low response that they were excluded from the final tabulation. A copy of the 12 questions summarized here is also included. (Editor's note: Original copy illegible, information included to complete document.)

Question	Total	Percent Response	
		Property Owners	Residents
1. Density			
30 max	40	29	55
36 max	21	24	17
36 with increases to 54	21	21	23
54 max	4	6	1
54 with increases to 72	6	8	3
72 max	8	12	1
2. Parking			
Existing requirement	28	35	14
Precise Plan recommendations	55	53	60
Larger increase	17	12	26
3. Incentives			
Yes	47	54	36
No	53	46	64
4. Parking Costs			
Yes, \$5/month	29	27	34
Yes, \$10/month	23	28	14
Yes, \$15/month	8	10	3
No	40	35	49
5. Height Limit (small lots)			
30 feet	43	37	56
35 feet	45	46	42
50 feet	7	9	2
No limit	5	8	0
6. Height along Mission Boulevard			
Could be higher	28	31	22
Treated the same	72	69	78

Question	Total	Percent Response	
		Property Owners	Residents
7. Closing Alleys and Courts			
Close alleys and courts	24	29	15
Close alleys only	13	9	19
Close courts only	10	12	6
Neither can be closed	53	50	60
8. Off-site Parking			
Yes, with shuttle service	12	12	13
Yes, if within 300 feet	45	40	51
No	43	48	36
9. Mini-Bus			
Yes	24	25	22
5 - 10 cent fare	20	19	21
Only if free	9	5	17
No	47	51	40
10. Underground Utilities			
Yes	58	62	51
No	42	38	49
11. Belmont Park			
Yes	38	33	47
Only if upgraded	23	24	24
No	37	43	27
12. Overall Character			
Small lots and buildings	35	25	47
Some consolidation	26	27	24
Close some alleys	22	21	23
Larger parcels	17	25	4

5. The vast majority of residents and property owners in Mission Beach believe in some form of height control. There are three basic approaches to the height question. One is an absolute limit of so many feet or stories. The second is a basic control with exceptions if the exceptions are not harmful to the community. The third is minimum limitation. Various forms of these alternatives will be presented here for your selection.

The first is an absolute limit beyond which no building may penetrate. This insures that high rises will not be built, but could result in a wall of flat-roofed buildings unless some provision were made to allow a variation in roof design.

The second insures a basic height limit unless a builder is willing to provide certain bonuses above and beyond the normal requirements in return for a taller building. Should this alternative be selected, a builder would probably be limited to three stories unless he provided exceptionally large yards and extra parking without creating extremely high densities, he would then be allowed to exceed the 3 story limit. This situation could either let him build as high as he wanted provided he kept increasing the yards, open space, and parking, and kept a limit on density, or it could establish an absolute maximum of somewhere between 5 and 10 stories that could not be exceeded under any circumstances.

The third is minimum limitation. Here, the builder would operate under restrictions such as yard size, open space provisions, and shadow limitation. It must be remembered, however, that even here there are basic requirements that would necessitate relatively large lots and insure that adequate light and air were available to neighboring properties. There would also be basic limitations on density which could not be exceeded even with this alternative.

Select one from each of the two categories below. As a guide, one story equals about 10 feet.

For small parcels and single lots. Select one.

For larger parcels (consolidated lots). Select one.

30 feet and three stories maximum.

Same height limit as selected for smaller parcels.

35 feet and three stories maximum with a variety of roof lines.

Basically the same height limit selected for smaller parcels except that higher buildings with a maximum of _____ stories should be permitted (pick the number of stories) if additional parking and open space is provided.

50 feet and five stories maximum with a variety of roof lines.

No limitation.

No limitation.

6. Do you believe that the height of buildings along Mission Boulevard should differ from that of buildings on the ocean or bay?

buildings along Mission Boulevard could be higher.

all buildings should be treated the same.

7. With the consent of all affected property owners, it would be possible to close alleys and/or courts in order to facilitate the consolidation of lots for development. The reason for doing this would be to provide the increased flexibility that a large lot gives in terms of fitting parking onto a lot, creating usable open spaces on a lot, and encouraging less bulky buildings. Consider this issue entirely separate from the issue of height.

alley and Court closing is acceptable.

only alley closing is acceptable.

only court closing is acceptable.

alleys and Courts should not be closed.

8. If parking facilities could be centralized in Mission Beach, would you be willing to park your car away from your residence? The reason for doing this would be to eliminate the unwieldy parking conditions that exist at present, and to guarantee you and your guests a space or spaces.

Yes, anywhere in Mission Beach if regular shuttle service were provided to my residence.

Yes, if the distance were no more than 300 feet (about 2 courts away).

No.

9. Would you make frequent use of a local mini-bus service to get throughout Mission Beach?

Yes.

Only if the fare were 5 or 10 cents maximum.

Only if it were free.

No.

10. Would you be willing to pay an increase in monthly rent or property taxes in order to underground all wires and poles remaining in Mission Beach after the ones along Mission Boulevard are underground?

Yes. No.

11. Do you support the continuation of Belmont Park as an amusement park?

Yes.

only if it were upgraded.

No.

12. What overall character do you think Mission Beach should assume in the next 20 years?

Small lots and small buildings, the way it is now.

Basically the way it is now, but with some consolidation of lots (limited, however, by the boundaries of all Courts and alleys).

Basically the way it is now, but with some consolidation of lots involving an occasional closing of a Court or alley.

Consolidation into some larger parcels which would result in larger structures provided there was open space around each structure, and provided the structures were not bulky.