

Jamestown Charter Township – Master Plan Update 2018 Master Plan Update Community Survey Summary

As part of the master plan update process, a township wide community survey was available to the public for approximately two months, which sought their perspectives on numerous community attributes related to land development. Over 400 surveys were completed. Below is a summary of the survey findings. For your convenience, the related question is noted within parenthesis to provide reference to the information source. (Q3 = Question 3)

Demographic Characteristics & General Responses

Internal Attributes

- Fifty-three percent (53%) of respondents identified themselves as “female” and forty-four percent (44%) identified themselves as “male” (Q26)
- The most common age range of respondents was 35 to 44 years, which included forty-five percent (45%) of respondents. Eighty-three percent (83%) of respondents ranged from 25 to 54 years. (Q27)
- Approximately ninety-five percent (95%) of respondents live in the township (Q28)
- Forty-four percent (44%) of respondents live in Quadrant 2 (north side of Riley Street, between 48th Avenue and 22nd/24th Avenues) (Q29)
- Forty-six percent (46%) of respondents have lived in Jamestown for 10 or more years (Q30)
- Only four (4) respondents live in an apartment (Q31)

Respondents were asked to rate four attributes of the current quality of Jamestown Charter Township. Their results are below:

| Rate Jamestown as a place to live (Q1) | Overall quality of life | Quality of Neighborhood | A place to raise children | A place to retire |
|--|-------------------------|-------------------------|---------------------------|-------------------|
| Excellent | 59% | 55% | 68% | 39% |
| Good | 34% | 37% | 27% | 42% |
| Total | 93% | 92% | 95% | 81% |

External Attributes

Although some of the attributes in the table below are not external, the entirety of the results to Question 2 have been included. It is important to note those attributes that are external given the inability of the township to control the influence from those attributes. Specifically, these include:

- Ease of Travel – the township contains direct or nearly direct access to the M-6 Bypass, Interstate 196, and Chicago Drive. These highway networks greatly influence the convenience of travel, coupled with the proximity to the City of Grand Rapids and the Lakeshore.
- Good Educational Opportunities – The Hudsonville Public School District is highly sought for the education of children, with multiple locations located within Jamestown Charter Township and the nearby City of Hudsonville.

- Access to Health Care Facilities – While regulated by the availability of commercial zoning and related land use provisions, two primary care medical facilities, one of which includes urgent care, are located in the heart of Jamestown Charter Township along 32nd Avenue.

| Rate each of the following characteristics (Q2) | Ease of travel | Availability of quality, affordable housing | Diverse housing options | Job opportunities | Access to health care facilities | Small town shopping opportunities | Good educational opportunities | Recreational opportunities |
|---|----------------|---|-------------------------|-------------------|----------------------------------|-----------------------------------|--------------------------------|----------------------------|
| Excellent | 31% | 15% | 19% | 13% | 34% | 12% | 57% | 17% |
| Good | 55% | 43% | 43% | 31% | 46% | 26% | 33% | 39% |
| Total | 86% | 58% | 62% | 44% | 80% | 38% | 90% | 56% |

Rate of Growth (Q3)

- Growth is too fast: 64.52%
- Growth is about right: 31.76%
- Growth is too slow: 3.72%

Key Takeaways

Support exists for slowing growth but nearly all of the respondents acknowledge that their quality of life, neighborhood, and a place to raise children is excellent to good. External factors such as the transportation network, school district, and health care access will be challenges to slowing growth. Coupled with relatively low taxes, we expect the attraction to Jamestown Charter Township to continue to be driven by the internal and external attributes identified herein. Lastly, it is important to note that only four (4) respondents identified themselves as living in an apartment and one (1) respondent was identified as living in a townhome. Given the significant number of multi-family dwellings within the township, this demographic appears under represented from the survey.

Agricultural Land Use

- Seventy-two percent (72%) of respondents indicated that the preservation of agricultural lands is extremely important (Q4)
- Eighty-four percent (84%) of respondents support agricultural land conservation programs/initiatives (Q6)
- Eighty-four percent (84%) of respondents indicated that the preservation of trees, vegetation, wildlife habitat, and other natural areas is extremely important (Q5)
- Approximately forty-five percent (45%) of respondents agree that reducing minimum lot sizes should be offered in development when buffers are included between residential lots and farmland, whereas approximately thirty-two percent (32%) disagree (Q7)
- Significant comments were provided to preserve the agricultural character of the township (Q32)

Key Takeaways

The agricultural elements of the township remain important to respondents and may need preservation through programs that maintain the agricultural land in perpetuity. Respondents indicated that residential development within agricultural lands should maximize the preservation of farmland and open spaces in exchange for smaller lot sizes.

Residential Land Use

- Eighty-four percent (84%) of respondents indicated that the preservation of trees, vegetation, wildlife habitat, and other natural areas is extremely important (Q5)
 - While this question was included within the agricultural portion of the survey, we believe its relevance to residential land use is equally as significant
- Approximately forty-five percent (45%) of respondents agree that reducing minimum lot sizes should be offered in development when buffers are included between residential lots and farmland, whereas approximately thirty-two percent (32%) disagree (Q7)
 - While this question was included within the agricultural portion of the survey, we believe its relevance to residential land use is equally as significant
- Approximately forty-five percent (45%) of respondents indicated that the township should not increase the amount of land master planned for residential development, where as approximately thirty percent (30%) indicated the township should increase the amount of land (Q8)
- Eighty-six percent (86%) of respondents favor open space, clustered subdivision design over large acreage lots (Q9)
- Fifty-three percent (53%) of respondents indicated the township should allow smaller lots sizes where open space, recreational areas, or other common areas are included within the design, whereas approximately twenty-five percent (25%) disagreed (Q10)
- Approximately fifty-four percent (54%) of respondents indicated that current densities are appropriate, whereas approximately fourteen percent (14%) disagree (Q11)
- Pedestrian pathways are significantly supported throughout the township. Approximately ninety percent (90%) of respondents indicated that sidewalks are very important to somewhat important to being required in all new residential developments. (Q24)
- Eighty-three percent (83%) of respondents indicated that no more multi-family housing, such as apartments or townhomes, are needed in the township (Q12)
 - Significant concerns exist regarding traffic congestion, property conditions, and density. However, some comments indicated that younger individuals cannot afford current single-family housing and need multi-family housing options. (Q14)

Key Takeaways

While seventy-two percent (72%) of respondents indicate that the preservation of agricultural lands is important, a greater majority further indicates that the preservation of trees, vegetation, wildlife habitat, and other natural areas are important. While agricultural components are used in residential design, respondents appear to identify rural character in a number of ways. Respondents indicate that adequate land exists as planned for future single-family residential development but that existing density levels should remain when open space, recreational, and or other rural character design standards are required as part of the development, and in particular sidewalks are mandated in all new residential development. Additional multi-family density development is not supported.

Commercial Land Use

- Traditional city/village store front façade was preferred by respondents, as two-story buildings (Q16)
 - Almost equally as preferred, store fronts with varying roof lines, entry accents, significant glass, and multiple façade materials were favored by respondents (Q16)
- Although Question 16 revealed that respondents prefer the traditional city/village store front façade, only forty-three percent (43%) support allowing mixed-use buildings (retail and office on the street level and residential units above), whereas approximately thirty-five percent (35%) disagree (Q18)
- Support exists to require internal connection of commercial drives and reduce curb cuts in the main roads (Q23)

Village of Jamestown

- Fifty percent (50%) of respondents support more commercial uses in the Village of Jamestown (Q19)

Forest Grove

- Only twenty-six percent (26%) of respondents support more commercial uses in Forest Grove, whereas forty-one percent (41%) disagree (Q20)

Key Takeaways

High-quality building façade and improved access management are important elements of commercial development within the community, with particular support for growth within the Village of Jamestown.

Industrial Land Use

- Only twenty percent (20%) of respondents indicated more industry is desired in the township, whereas approximately fifty-three percent (53%) disagree (Q21)
- Overall, a mix of façade materials such as glass, stone, EFIS, and other architectural accents are preferred for industrial buildings. All metal building facades are not supported. (Q17)

Key Takeaways

Respondents did not recognize a need to expand industrial areas. For new construction of industrial, respondents acknowledged the importance of high-quality building materials.