



ADA TOWNSHIP MASTER PLAN
CITIZEN OPINION SURVEY – SUMMER, 2011
ANALYSIS REPORT

March 6, 2012

I. BACKGROUND

In summer, 2011, the Ada Township Planning Commission began the process of reviewing the Ada Township Master Plan, 2007, in order to evaluate the extent to which the 2007 Plan is in need of updating. As a means of soliciting early public input in the planning process, the Planning Commission conducted a public opinion survey regarding a variety of growth and community development issues, in the summer of 2011. The results of the survey will be used by the Planning Commission to identify key planning issues, gauge public sentiment on these issues, and identify Plan update needs. This report describes the methods used in conducting the survey, and describes its major findings.

II. SURVEY METHODOLOGY

Survey Instrument

A written survey instrument consisting of 63 multiple-choice response items, plus 3 open-ended, “write-in” response items was developed by the Planning Commission. The multiple-choice response items used a 5-point response scale, to measure extent of agreement, support, importance or satisfaction regarding survey response items. The 5-point scale included a “No Opinion” choice.

The survey response items elicited resident opinions on a variety of growth, development and public facility topics, such as the following:

- extent of support for additional residential, retail, office and industrial development in the Township
- extent of support for measures to increase housing affordability
- extent of support for several specific types of public facilities
- relative importance of a variety of factors affecting desirability of Ada as a place to live.
- degree of support for various types of growth regulations and public health and safety regulations.

One of the open-ended response items asked respondents to identify the single most important problem or issue which should be addressed in the Master Plan, and another invited un-structured, open-ended comment.

Survey Methodology

In order to provide a high degree of public participation and public credibility of the survey results, the Township elected to distribute the survey as widely as feasible to all residents of the Township, rather than use a small but statistically valid sample.

The printed survey form was distributed to all property owners in the Township (residential and non-residential), by including the survey form in the early July, 2011 mailing of property tax bills to property owners in the Township. The survey was also available for completion on the Internet, using a “link” from the home page of the Township web site.

A news release was issued by the Township at the time of the survey mailing, encouraging residents to use the online survey, either as a substitute for the hard copy survey form, or to permit multiple household members to complete the survey.

In order to solicit participation from the Township’s largest concentration of rental property residents, who do not receive mailed property tax bills, copies of the survey form were provided to the management office

of the 210-unit Stone Falls of Ada apartment community located on Spaulding Ave. In addition, notices were posted on the mailbox kiosk of the apartment community, to notify Stone Falls residents of the availability of the survey forms in the management office, and the opportunity to complete the survey online.

Survey instructions requested that the completed survey be returned by Friday, July 29, 2011. The Township continued to receive completed surveys through the deadline for receipt of property tax payments, which was September 14, 2011.

Of the approximate 6,000 hard copy surveys distributed, 926 completed surveys were returned. In addition, 99 surveys were completed using the online version, and were included in the analysis of results. The 1,025 completed surveys as a percentage of the number of hard copies distributed was 17.1%, which is substantially less than the 36.9% return rate from a similar survey conducted in 2004. In that survey, hard copy survey forms were mailed by first class mail to every registered voter in the Township.

III. PRINCIPAL FINDINGS

Responses to all of the scaled survey questions are summarized in graphical form on the charts in Appendix A. Several strong themes which are relevant to the Township Master Plan emerge from the survey results. These themes are discussed below. In addition, comparisons are made between responses to some identical questions that were asked in both the 2004 and 2011 surveys.

A. IMPORTANCE OF COMMUNITY CHARACTER

A very strong, consistent theme emerges from the survey responses regarding the characteristics of the Township which are valued by residents. These include:

- a low density living environment
- “small-town” character of the Ada Village area
- preference for small-scale commercial businesses over a large-scale shopping environment.
- rural character of the community, including abundant open space and working agricultural land

The high value placed on “small-town” character and abundant open space is underscored by the fact that the ranked importance of these two items was exceeded only by “personal safety and low crime rate” as factors contributing to respondents’ choice of home location. In addition, the ranked importance of “small town character of Ada Village” and “surrounding open space” exceeded the importance attached to “lower property taxes compared to other locations.”

B. PREFERENCE FOR LIMITED GROWTH AND STRICT DEVELOPMENT CONTROLS

The survey results express a strong sentiment for limited growth, and strict controls on types of development which are perceived as threats to the valued characteristics listed above. Opinion is particularly strong against lowering of lot size requirements, in both rural and urban areas.

- lowering of lot size requirements, in areas served by public utilities (68.7% opposed).
- lowering of lot sizes in rural portions of the Township (77.1% opposed).
- large retail stores (89.4% disagreed with statement that they are needed).
- fast-food restaurants (75.7% disagreed that more are needed).
- multiple-family housing (81.6% disagreed with statement that more land should be provided for apartments/condominiums).

Opposition was also expressed, although to a lesser extent than for the items listed above, to the following types of development:

- encouragement of additional light manufacturing/warehousing development (Only 37.5% agreed it should be encouraged; 48.1% disagreed).
- encouraging the availability of moderately priced housing (61.7% disagreed with need to encourage; 26% agreed)

Opinion was nearly evenly divided on several issues, with a high percentage of respondents having no opinion, as well:

- the need for transit service to Downtown Grand Rapids (45% agreed with need; 36.3% disagreed; 18.6% no opinion or no response).
- the need for more non-motorized trails in the Township (40.6% agreed; 49.1% disagreed; 10.3% no opinion)
- the extent of need for senior citizen housing in the Township (30.4% agreed needed; 39.4% disagreed; 30.2% no opinion).
- Allowing restaurant and retail uses in the Professional Office-zoned area along the Cascade Rd. corridor (38.7% agreed; 41.7% disagreed; 19.7% no opinion)

More positive views are expressed toward certain specific types of development, such as:

- more family/full-service restaurants (65.3% agreed with need; 28.8% disagreed; 6% no opinion).
- more small retail stores, such as specialty shops, gift shops and galleries (63.3% agreed with need; 27% disagreed; 12.1% no opinion).
- allowing retail businesses on Fulton St., between Amway and Forest Hills Ave. (56.8% agreed with allowing, 36.3% disagreed; 7% no opinion or no response). This view is in contrast to the Township's current and long-standing land use policy of discouraging retail uses on Fulton St.

Strong support is expressed toward regulating the aesthetics of new development, as evidenced by the 62.7% who strongly supported or supported regulating the architectural style and appearance of new buildings in the Township, and 85.3% supporting strict control of size and number of signs in commercial areas.

C. VIEWS REGARDING PUBLIC FACILITIES AND SERVICES

Clear preferences regarding the importance of various types of public facilities are expressed in the survey. As in the 2004 survey, and as one would expect, basic life safety services of fire protection, police protection and emergency medical response services ranked highly in importance. More surprising, however, was the high importance ranking of "maintaining existing parks" in relation to other public facilities and services. "Maintaining" parks ranked much higher in importance than "purchase of land for new parks," and also ranked higher than "improvements" to existing parks. These relative differences would seem to reflect residents' sentiments favoring frugality in public expenditure and "maintaining what we have," versus acquiring new or expanding existing public facilities.

This sentiment may also play a role in the high importance ranking of "improvement of road surface conditions," (89.4% ranked as important or very important), which is another example of "maintaining what we have."

Support is also mixed, and declined somewhat from the 2004 survey, for several types of public facility improvements:

- a library branch in Ada Township (44.3% considered important/very important; 49.3% considered unimportant/very unimportant).
- purchase of land for new parks and neighborhood playgrounds (45.3% considered important/very important; 47.5% considered unimportant/very unimportant.)
- an outdoor civic space for public gatherings/events, such as outdoor concerts (45.4% considered important/very important; 44.2% considered unimportant/very unimportant).

Non-motorized trails continue to rank relatively high in importance, with 67.1% considering them important or very important. The same is the case for purchase of land for open space preservation, with 58.6 ranking this item important or very important.

D. ISSUES WITH HIGH PERCENTAGE OF RESPONDENTS HAVING "NO OPINION"

Survey questions for which the percentage of respondents indicated "no opinion" serve as an indicator of issues which may not be well-understood by the public, and where more information and public education are needed. A high "no opinion" percentage is also an indication that respondents do not perceive themselves as being affected by an issue. Items which generated high "no opinion" responses included:

Issue	No Opinion %
Need for housing for elderly and retired persons.	30.2%
Ada Township needs more senior housing.	28.1%
Need for a small neighborhood commercial center in the vicinity of the Egypt Valley Ave./ Knapp St. intersection.	28.0%
Need for Township wetland regulations.	22.8%
Need for a new bridge over the Grand River between Ada and Lowell, to connect Fulton St. with I-96 and/or the proposed South Beltline freeway.	22.7%
Importance of storm drainage improvements	21.5%
Allowing restaurants and other personal service or retail uses in the Cascade Rd. corridor	19.7%
Need for transit service to Downtown Grand Rapids.	18.6% and 16.5%
Need for a small hotel in the Ada Village area	17.8%
Support for restrictions on placement of homes on prominent hilltops, to protect scenic views in the Township.	16.4%
Need for more affordable housing	15.9%
Need for controls on outdoor lighting of businesses, schools and churches	15.1%
Need for regulations on clearing of woodlands and other significant vegetation.	15.1%

E. SUMMARY OF OPEN-ENDED QUESTIONS

Two opportunities were provided on the survey for respondents to offer open-ended input. These two survey questions, and the 20 most frequent topics of responses for each, were as follows:

Please identify what you feel is the single most important problem or issue the Township Master Plan should address.

Topic/opinion expressed in response:	Number of responses:
Desire for Village development	39
Concern with road conditions	36
Importance of/need to preserve rural character	28
Importance of/need to preserve small-town character	28
Limit/reduce taxes	25
Support for open space preservation	21
Concern with over-development	18
Need for a grocery store	14
Opposition to multiple family development	14
Importance of public safety services	13
Concern with traffic conditions	13
Importance of Village character	12
Importance of community character	11
Desire for low density development	11
Need for more trails	11
Concern with bicyclists on roads	10
Importance of farmland preservation	9
Need to limit/reduce spending	9
Need for more restaurants	8

If you have any additional comments you would like to make, please let us know in the space below.

Topic/opinion expressed in response:	Number of responses:
Importance/value of small-town character	11
Need for Village development	10
Oppose constructing more trails	8
Appreciation for conducting the survey	7
Expressions of satisfaction with/affection for the community	5
Opposition to more apartment development	5
Displeasure with bicyclists on roads	4
Supported for limited Township spending	4
Concern with over-regulation	4
Concern with road conditions	4
Concern with high taxes.	3
Support for limiting commercial development	3
Support for low residential density limits	3
Support for more trails	3
Need for a grocery store	3
Concern with over-development on Ada Drive	3

F. AREAS OF SIGNIFICANT CHANGE IN OPINION FROM 2004 SURVEY

Many of the response items contained in the 2011 survey were also included in the survey conducted in 2004. This allows us to gain some understanding of the extent to which the public's views have shifted in

the intervening years. Listed below are the survey items for which there was either a positive or negative change in opinion of 5% or more:

-15.6%	Reduction in percentage agreeing/strongly agreeing that “wetland areas that are regulated by the Michigan DEQ should also be subject to Township regulations.”
14.2%	Increase in percentage agreeing/strongly agreeing that “additional light industrial development, such as light manufacturing and warehousing, should be encouraged in Ada Township.”
-13.9%	Reduction in percentage agreeing/strongly agreeing that “regulations on clearing of woodlands and other significant vegetation are needed in the Township.”
-13.4%	Decrease in percentage ranking “purchase of land for open space preservation” as either important or very important.
12.6%	Increase in percentage agreeing/strongly agreeing that “public transit service should be provided between a park-and-ride lot in Ada and Downtown Grand Rapids.”
11.2%	Increase in percentage agreeing/strongly agreeing that “retail businesses should be allowed along Fulton St., between Amway and Forest Hills Ave.”
10.1%	Increase in percentage ranking “transit service to Downtown Grand Rapids” as important/very important.
10.0%	Increase in percentage agreeing/strongly agreeing with the statement “I would use public transit service between a park-and-ride lot in Ada and Downtown Grand Rapids, if it were provided.”
8.3%	Increase in percentage ranking “proximity to parks” as an important/very important factor in their choice of residence location.
-8.1%	Decrease in percentage agreeing/strongly agreeing with the statement that “controls on outdoor lighting of businesses, schools and churches is needed, to protect surrounding areas from lighting glare and interference with viewing the nighttime sky.”
7.4%	Increase in percentage agreeing/strongly agreeing that the Township needs “a small hotel in the Ada Village area.”
-6.6%	Decrease in percentage expressing support/strong support for “requiring large lot sizes in rural areas to help preserve rural atmosphere.”
6.3%	Increase in percentage ranking “non-motorized trails for bicyclists/pedestrians” as an important/very important public facility or service.
-6.1%	Decrease in percentage agreeing/strongly agreeing that “there is a need for more non-motorized trails in Ada Township.”
5.9%	Increase in percentage agreeing/strongly agreeing that “Ada Township needs more family/full-service restaurants.”

- 5.9% Decrease in percentage agreeing/strongly agreeing that “limits on use of outdoor lighting in residential and rural areas are needed, to protect the visibility of the nighttime sky, and to avoid negative impacts of light glare.”
- 5.7% Decrease in percentage ranking “quality and darkness of the night sky” as an important/very important factor affecting their choice of residence.
- 5.4% Decrease in percentage ranking “surrounding open space” as an important/very important factor affecting their choice of residence.
- 5.4% Decrease in percentage agreeing/strongly agreeing that “housing that is more affordable than is currently available in the Township” is needed.
- 5.4% Decrease in percentage agreeing/strongly agreeing that “Ada Township needs more senior housing.”
- 5.3% Decrease in percentage agreeing/strongly agreeing that “zoning rules to require “no-disturb” and “no building” zones within a certain distance of rivers, creeks, wetlands and other sensitive natural features are necessary to protect the Township’s important natural features.”
- 5.3% Decrease in percentage agreeing/strongly agreeing that “Ada Township needs a large grocery store.”

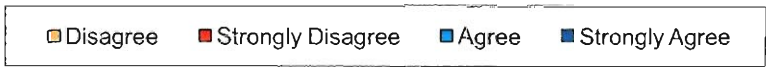
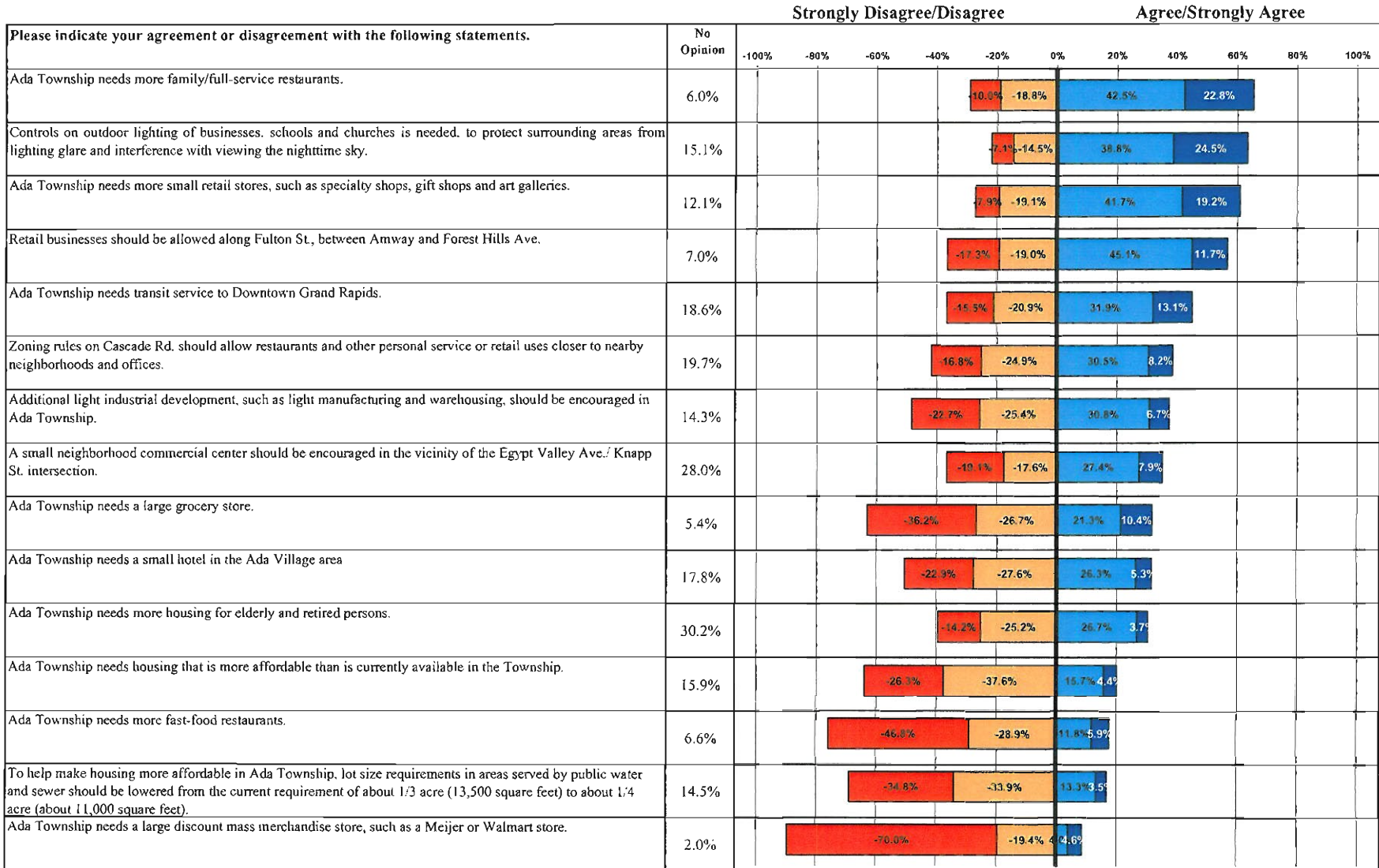
Although there has been no statistical analysis undertaken to measure whether these differences in responses over time are statistically significant, taken as a whole, these changes in views seem to reflect less support generally for regulations. In addition, a stronger degree of support for several types of development is expressed (light industrial and warehouse development, family/full service restaurants, retail uses on Fulton St. and a small hotel in the Village area).

With regard to public facilities and services, there is continued strong support for non-motorized trails, more positive support for transit service connections to Downtown Grand Rapids, and less support for purchases of land for open space preservation purposes.

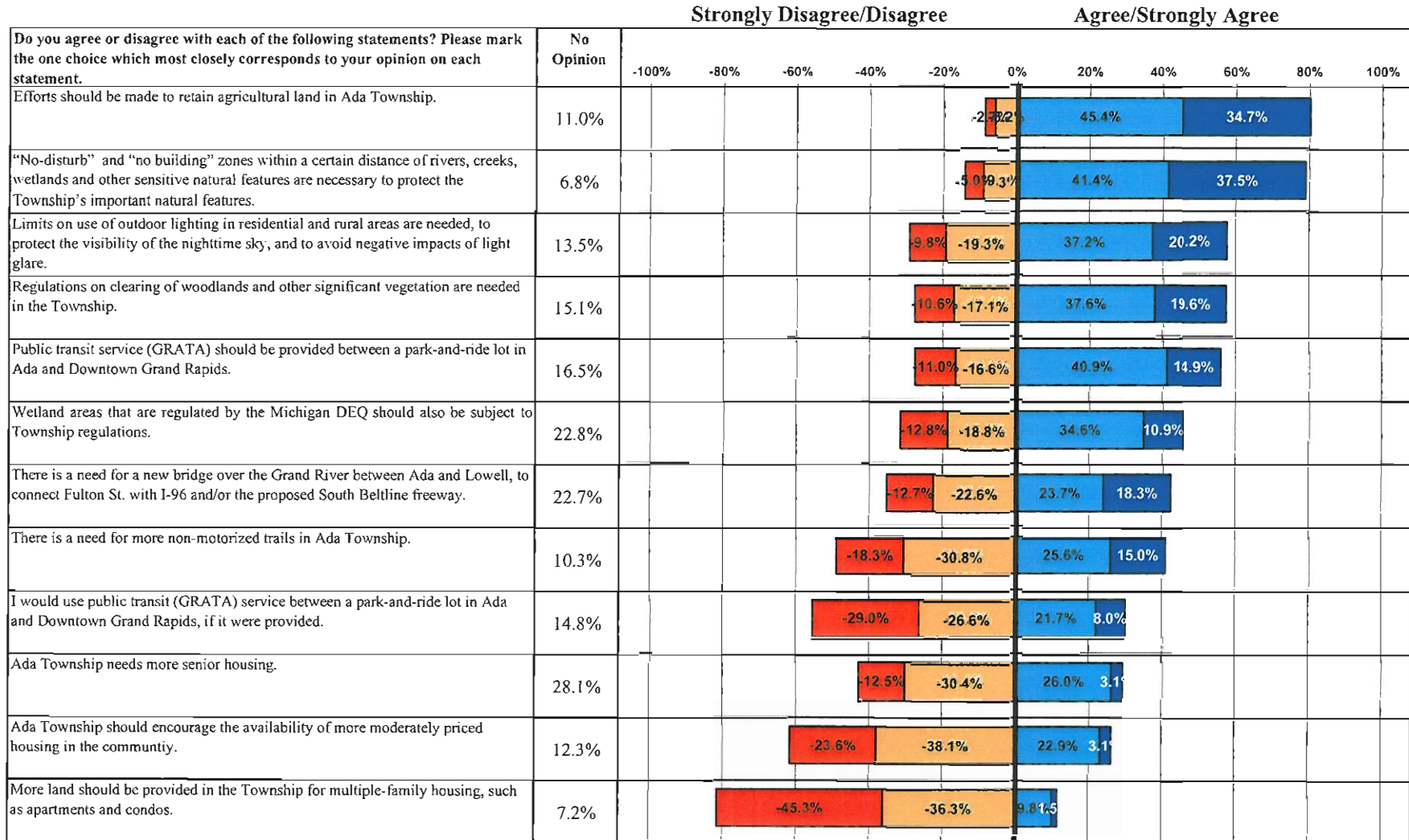
APPENDIX

- Graphic Summary of Survey Results
- Sample of Survey Form

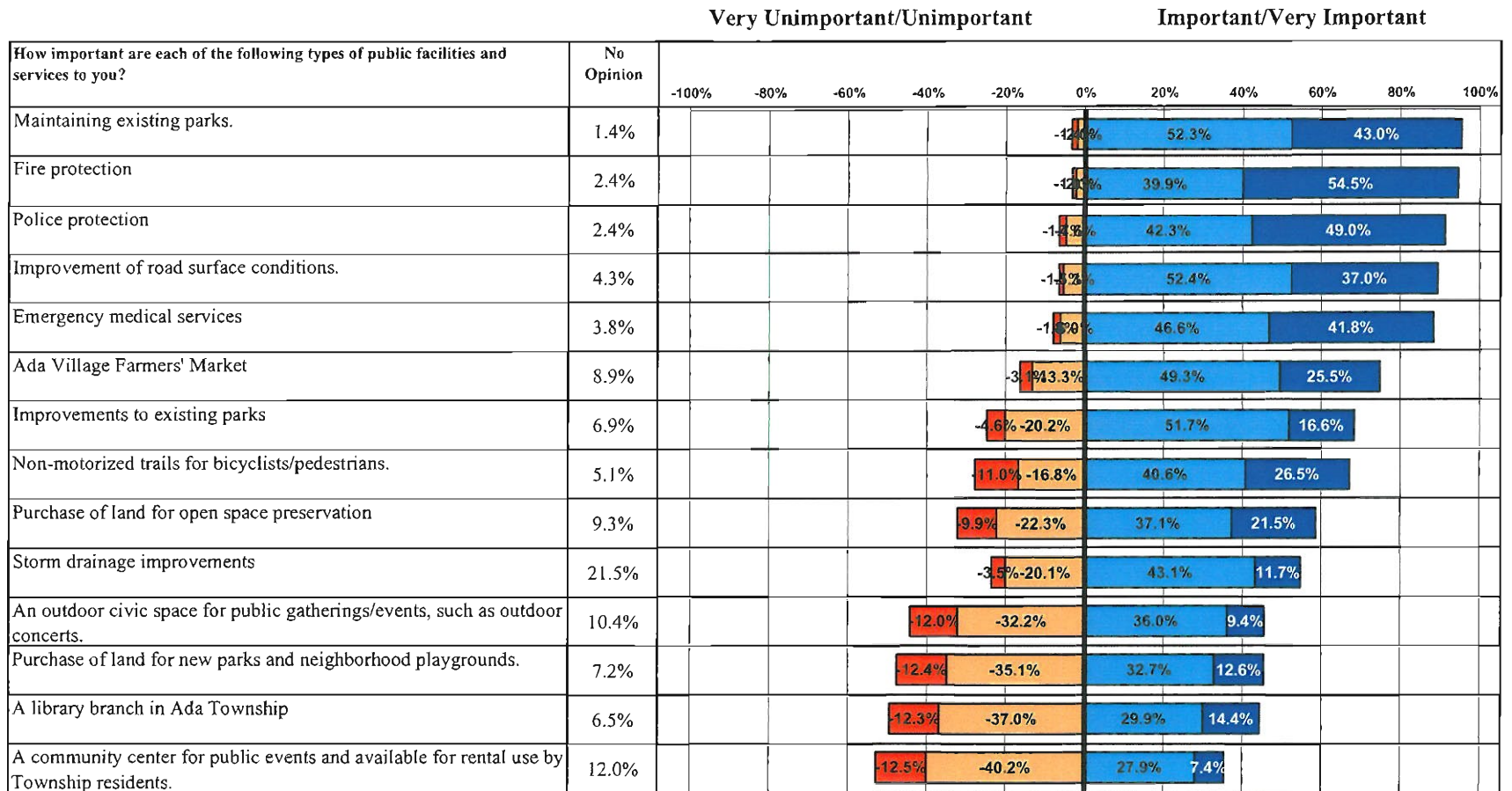
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PUBLIC OPINION SURVEY - SUMMER, 2011
GRAPHIC SUMMARY OF SURVEY RESULTS**



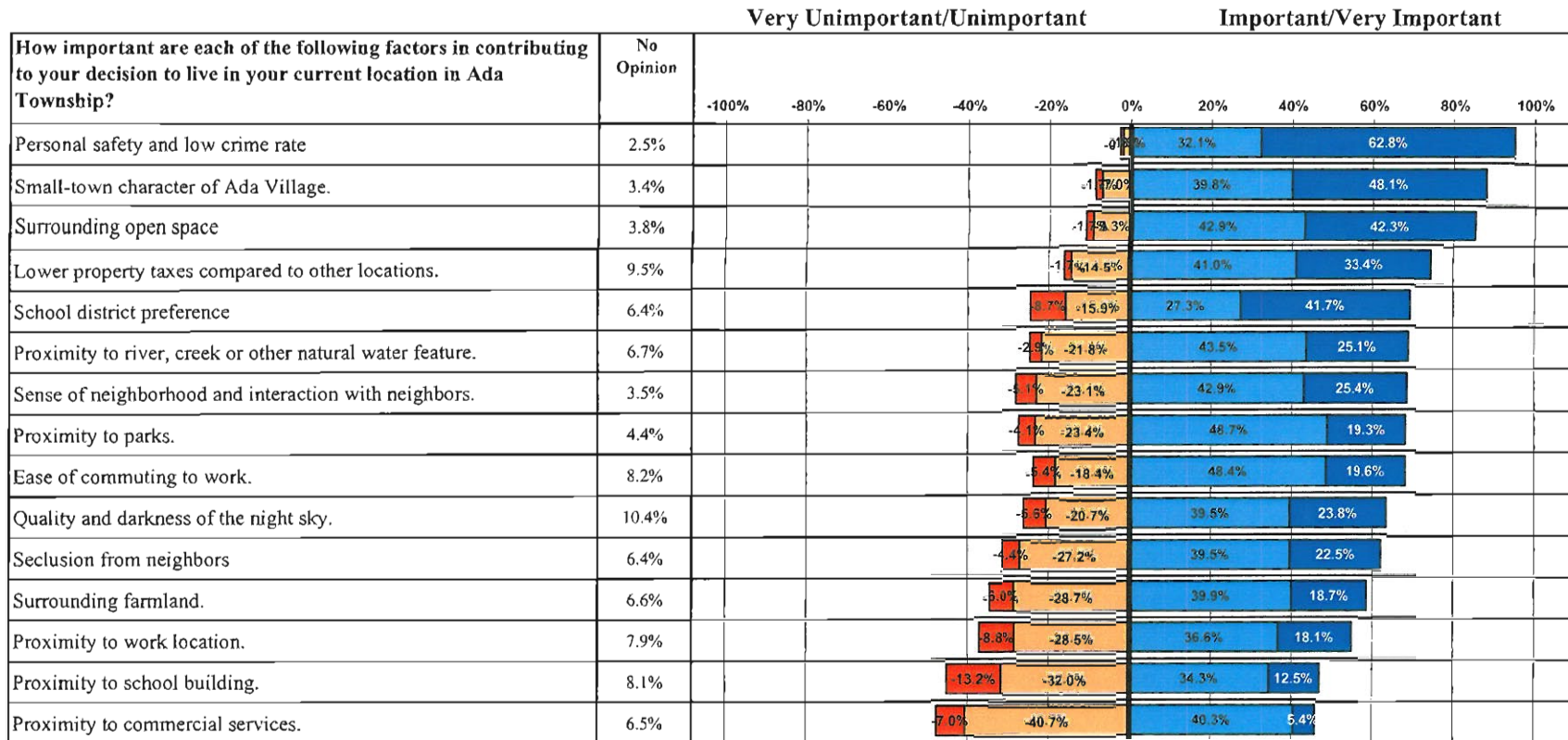
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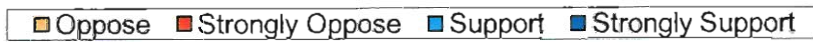
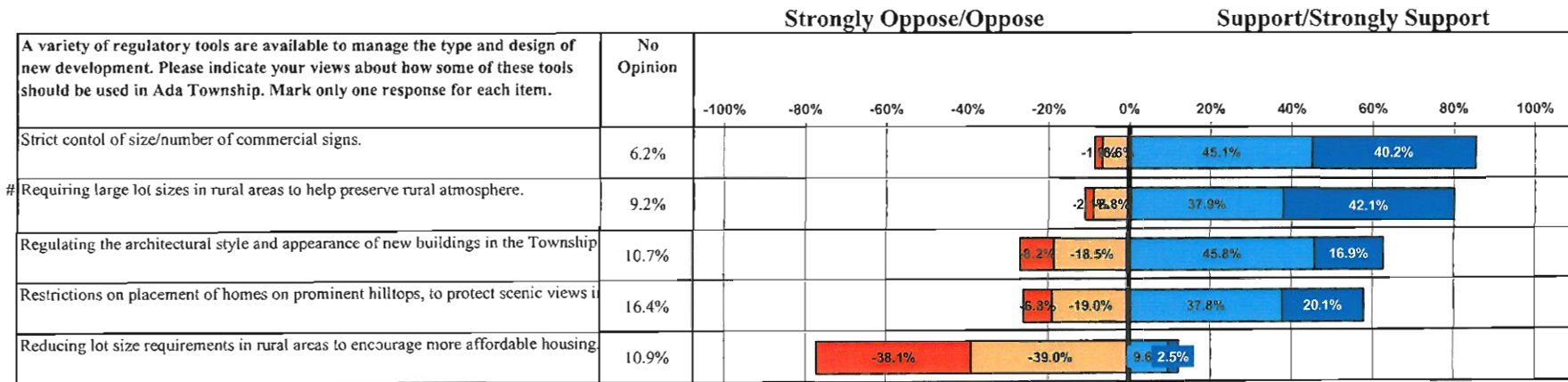
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GRAPHIC SUMMARY OF SURVEY RESULTS**



ADA TOWNSHIP MASTER PLAN CITIZEN SURVEY

The Ada Township Planning Commission is currently reviewing and updating the Township Master Plan. The Master Plan establishes growth management goals, policies and strategies for the Township. This survey is being conducted to take into consideration the current views of Township residents regarding a variety of growth, development, public facility and "quality-of-life" issues. The results of this survey will supplement and be used with the results of similar surveys conducted in 1993 and 2004.

You can assist in this effort by taking a few minutes to complete the survey. Your name is not needed on the survey. **Your views will remain confidential.** Each person 18 years or older in your household may complete the survey. If you need additional copies of the survey form, you may download the survey from the Township web site – www.adatownshipmi.com, pick them up at the Ada Township offices, or call the office at 676-9191 and we would be glad to mail them to you. **Please return the completed survey no later than Friday, July 29, to Ada Township, PO Box 370, Thornapple River Dr. SE, Ada, MI 49301.**

We greatly appreciate your valuable time in completing this survey. Your opinions are vital to the Master Plan update process.

1. *The Ada Township Planning Commission is interested in your views regarding various types of development in the Township. Please indicate your agreement or disagreement with the following statements. Mark an X under one column for each statement.*

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	
Ada Township needs:						
more fast-food restaurants.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₀	1
more family/full-service restaurants.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₀	2
more small retail stores, such as specialty shops, gift shops and art galleries.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₀	3
a large discount mass merchandise store, such as a Meijer or Walmart store.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₀	4
a large grocery store.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₀	5
more housing for elderly and retired persons.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₀	6
transit service to Downtown Grand Rapids.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₀	7
housing that is more affordable than is currently available in the Township.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₀	8
A small hotel in the Ada Village area	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₀	9
Zoning rules on Cascade Rd. should allow restaurants and other personal service or retail uses closer to nearby neighborhoods and offices.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₀	10
Additional light industrial development, such as light manufacturing and warehousing, should be encouraged in Ada Township.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₀	11
A small neighborhood commercial center should be encouraged in the vicinity of the Egypt Valley Ave./ Knapp St. intersection.	<input type="checkbox"/> ₃	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₀	12

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	
To help make housing more affordable in Ada Township, lot size requirements in areas served by public water and sewer should be lowered from the current requirement of about 1/3 acre (13,500 square feet) to about 1/4 acre (about 11,000 square feet).	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	13
Retail businesses should be allowed along Fulton St., between Amway and Forest Hills Ave.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	14
Controls on outdoor lighting of businesses, schools and churches is needed, to protect surrounding areas from lighting glare and interference with viewing the nighttime sky.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	15

2. *Do you agree or disagree with each of the following statements? Please mark the one choice which most closely corresponds to your opinion on each statement.*

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	
Wetland areas that are regulated by the Michigan DEQ should also be subject to Township regulations.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	16
Public transit service (GRATA) should be provided between a park-and-ride lot in Ada and Downtown Grand Rapids.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	17
I would use public transit (GRATA) service between a park-and-ride lot in Ada and Downtown Grand Rapids, if it were provided.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	18
There is a need for more non-motorized trails in Ada Township.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	19
Limits on outdoor lighting use in residential and rural areas are needed, to protect the visibility of the nighttime sky, and to avoid negative impacts of light glare.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	20
Efforts should be made to retain agricultural land in Ada Township.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	21
“No-disturb” and “no building” zones within a certain distance of rivers, creeks, wetlands and other sensitive natural features are necessary to protect the Township’s important natural features.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	22
There is a need for a new bridge over the Grand River between Ada and Lowell, to connect Fulton St. with I-96 and/or the South Beltline (M-6) freeway.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	23
Regulations on clearing of woodlands and other significant vegetation are needed in the Township.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	24

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion	
More land should be provided for multiple-family housing, such as apartments and condos.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	25
Ada Township needs more senior housing.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	26
Ada Township should encourage the availability of more moderately-priced housing in the community.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	27

3. *How important are each of the following types of public facilities or services to you? Check one column for each item.*

	Very Important	Important	Unimportant	Very Unimportant	No Opinion	
Improvements to existing parks	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	28
Purchase of land for new parks and neighborhood playgrounds.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	29
Maintaining existing parks	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	30
Purchase of land for open space preservation	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	31
Fire protection	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	32
A library branch in Ada Township	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	33
Emergency medical services	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	34
Storm drainage improvements	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	35
Ada Village Farmers' Market	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	36
Improvement of road surface conditions.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	37
Police protection	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	38
A community center for public events and available for rental use by Township residents.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	39
An outdoor civic space for public gatherings/events, such as outdoor concerts.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	40
Non-motorized trails for bicyclists/pedestrians.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	41
Other _____	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	42

4. *How important are each of the following factors in contributing to your decision to live in your current location in Ada Township?*

	Very Important	Important	Unimportant	Very Unimportant	No Opinion	
Proximity to work location.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	43
Proximity to school building.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	44
School district preference.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	45

	Very Important	Important	Unimportant	Very Unimportant	No Opinion	
Proximity to commercial services.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	46
Personal safety and low crime rate.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	47
Sense of neighborhood and interaction with neighbors.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	48
Surrounding open space.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	49
Small-town character of Ada Village.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	50
Lower property taxes compared to other locations.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	51
Quality and darkness of the night sky.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	52
Proximity to river, creek or other natural water feature.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	53
Proximity to parks.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	54
Surrounding farmland	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	55
Seclusion from neighbors.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	56
Ease of commuting to Work	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	57

5. *A variety of regulatory tools are available to manage the type and design of new development. Please indicate your views about how some of these tools should be used in Ada Township. Mark only one response for each item.*

	Strongly Support	Support	Oppose	Strongly Oppose	No Opinion	
Requiring large lot sizes in rural areas to help preserve rural atmosphere.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	58
Reducing lot size requirements in rural areas to encourage more affordable housing.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	59
Regulating the architectural style and appearance of new buildings in the Township.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	60
Restrictions on placement of homes on prominent hilltops, to protect scenic views in the Township.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	61
Strict control of size/number of commercial signs.	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	<input type="checkbox"/> ₉	62

9. *Please identify what you feel is the single most important problem or issue the Township Master Plan should address.* 63

10. *If you have any additional comments you would like to make, please let us know in the space below.* 64

*After completing the survey, please mail it to Ada Township at PO Box 370, Ada, MI 49301, or you may drop it off at the Ada Township Hall, 7330 Thornapple River Dr., from 8-5 weekdays, or place it in the after-hours drop box adjacent to the parking lot in front of the Township Hall. Please return the survey by Friday, July 29. **Thanks for your time!***