

# Community Survey

## Introductions

From **date to date**, the City of the Village of Douglas had a community survey open to gather public input on community development, housing, transportation, and other related master plan topics. The survey responses provided a considerable amount of quantifiable data to help set policy for the City, and update City's Master Plan.

The survey questions were developed with the assistance of the consultant team from Williams & Works. The survey was organized to gather responses from the residents of the City. A total of 25 questions were asked via the online survey tool Survey Monkey. A total of 210 responses were received by the deadline with a 90% completion rate.

The survey was successful as it resulted in objective quantifiable information from a large number of people compared to typical participation in other forms of public input like community open houses or visioning meetings. The survey enabled respondents to provide anonymous replies using a "check-the-box" format to expedite the completion of the online form and maximize the rate of response. Some questions allowed the respondents to leave other comments that may not have been covered with the multiple-choice options. Responses were kept as written by the respondent with a few exceptions for capitalization and some spelling corrections.

## Methodology

The online survey tool Survey Monkey presented respondents with a standardized set of questions and responses. Some questions only permitted one answer while some permitted multiple-choice answers along with space for individual comments. This method restricted acceptable entries to those required by the survey form, providing a standardized method by which analysis could be conducted.

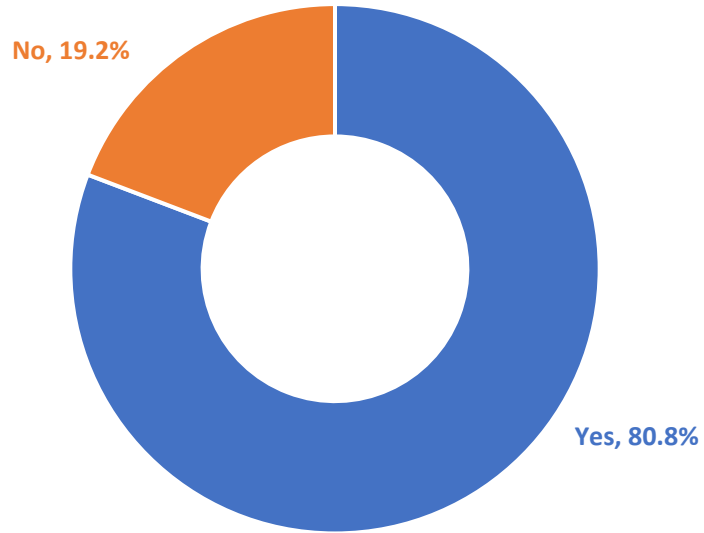
Three scoring scales were used to report the data received: Nominal, Ordinal, and Ratio scales. A nominal scale merely counts responses by a defined set of classifications (e.g., permanent residents or seasonal residents). This scale is useful to separate responses into working groups or to evaluate the overall sample to determine whether it represents the larger population. Questions 1-6, 8, 10, 11, 13, 1, 18, 19 and 22 were designed on a nominal scale.

An ordinal scale is more useful in gaining insight into respondent beliefs because it includes the characteristic of rank order. One item is greater or lesser than another item or it has more or less of a particular quality, based on a commonly understood standard. An ordinal scale enables some greater judgment about the relative strength or weakness of a particular response (e.g., "somewhat concerned," "too quickly," etc.) However, it does not include a quantifiable or consistent interval between the various points in the scale. Questions 15-17, 20, 21, 23, and 24 were designed with an ordinal scale.

A ratio scale was used for questions 7 and 9 as respondents were asked to indicate a range of items that applied to them such as age. Items 4, 12 and 25 featured an open-ended, write-in response for participants to list their answers.

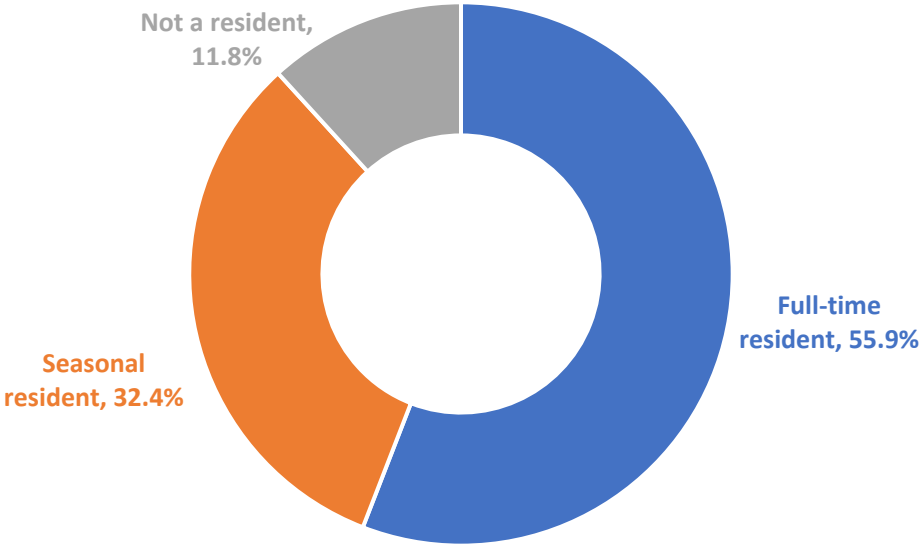
Responses

Q1 | Do you live in the City of the Village of Douglas?



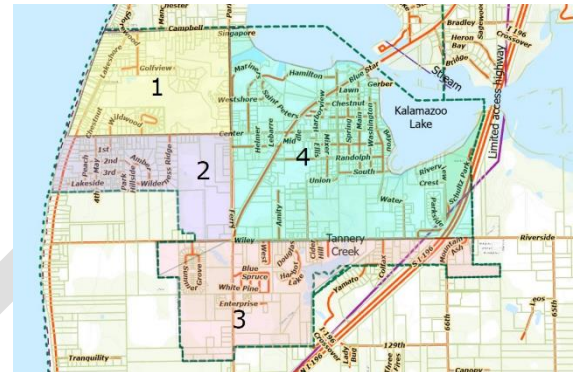
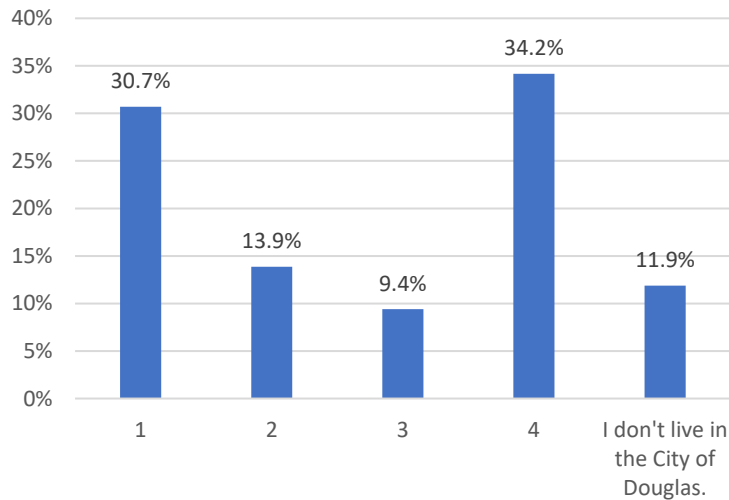
Answer Choices	Responses	
Yes	80.8%	164
No	19.2%	39
	Answered	203
	Skipped	7

**Q2 | What type of Douglas Resident are you?**



Answer Choices	Responses	
Full-time resident	55.9%	114
Seasonal resident	32.4%	66
Not a resident	11.8%	24
	Answered	204
	Skipped	6

**Q3 | In which part of the City do you reside? (Please refer to the map below)**



Answer Choices	Responses	
1	30.7%	62
2	13.9%	28
3	9.4%	19
4	34.2%	69
I don't live in the City of Douglas.	11.9%	24
	Answered	202
	Skipped	8

Other responses:

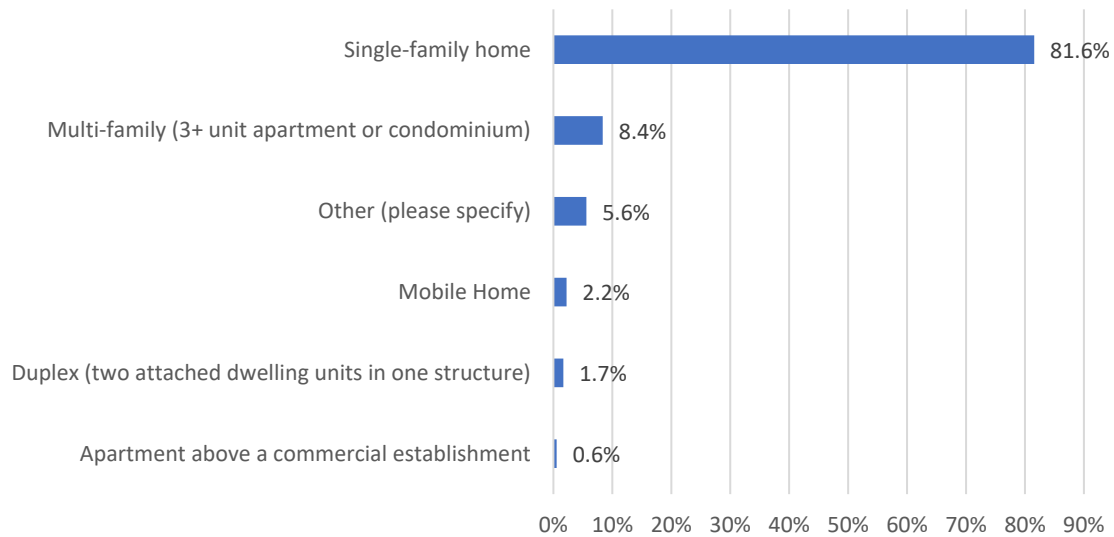
1. Allegan Street, Saugatuck. I have a business in zone 4
2. Six lakes mi
3. I will be operating the restaurant at 8 Center, but do not reside in the City.
4. own a parcel in section 4
5. Cedar Springs, MI
6. Glenn
7. Holland, MI
8. Saugatuck Twp with a Fennville Zip (on LSD between Wiley and Tranquility))
9. saugatuck twp on lakeshore drive
10. Saugatuck Township
11. Fennville
12. Saugatuck Township
13. Saugatuck township
14. Fennville, however I own a business located in Douglas.
15. 7096 Creekwood
16. Park Township, Ottawa County
17. Evanston il
18. Saugatuck Twsp
19. Near 2
20. Plymouth, Michigan
21. Glenn, but I work in Douglas
22. Saugatuck township
23. Wyoming, MI
24. Clyde Township

**Q4 | What is the Zip Code of primary residence if you are a seasonal resident?**

<b>Zip Code</b>	<b>Number of Responses</b>
<b>49406</b>	17
49408	6
49453	4
60201	3
63122	3
48331	2
49424	2
60126	2
60423	2
63131	2
N/A	2
01776	1
22602	1
33308	1
33755	1
34102	1
34145	1
37208	1
40207	1
45233	1
45315	1
45365	1
46614	1
47803	1
47905	1
48070	1
48073	1
48301	1
48302	1
48390	1
48823	1
49009	1
49010	1
49090	1
49406	1
49416	1
49525	1

<b>Zip Code</b>	<b>Number of Responses</b>
60137	1
60202	1
60487	1
60515	1
60527	1
60625	1
60640	1
60657	1
63010	1
63119	1
63141	1
63303	1
64015	1
80138	1
87506	1
91387	1

## Q5 | If you live in the City of Douglas, in what type of residence do you live?

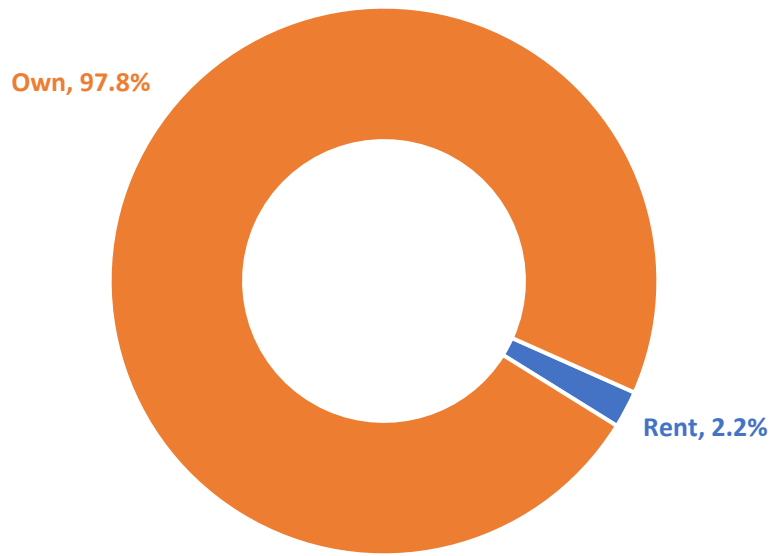


Answer Choices	Responses	
<b>Single-family home</b>	81.6%	146
Multi-family (3+ unit apartment or condominium)	8.4%	15
Other (please specify)	5.6%	10
Mobile Home	2.2%	4
Duplex (two attached dwelling units in one structure)	1.7%	3
Apartment above a commercial establishment	0.6%	1
Senior housing	0.0%	0
	Answered	179
	Skipped	31

Other (please specify):

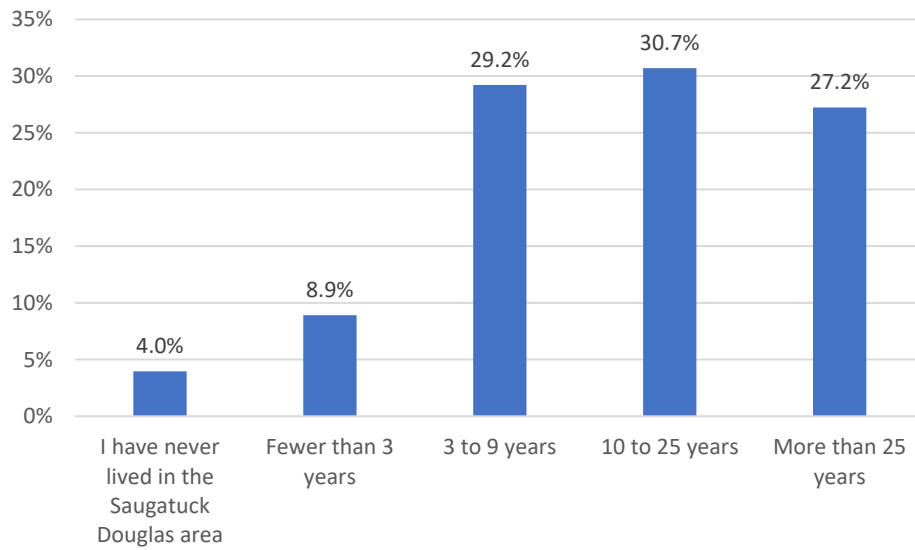
1. Cottages
2. I own a business in Douglas
3. Just the restaurant space :)
4. visitor only, but would consider a Townhome product
5. Summer cottage on Lakeshore (383)
6. CONDO
7. I lived on Lawn street at one time
8. Town house
9. condo
10. Free standing condo

**Q6 | Do you rent or own your home in Douglas (short-term rental not included)?**



<b>Answer Choices</b>	<b>Responses</b>	
Rent	2.2%	4
Own	97.8%	179
	Answered	183
	Skipped	27

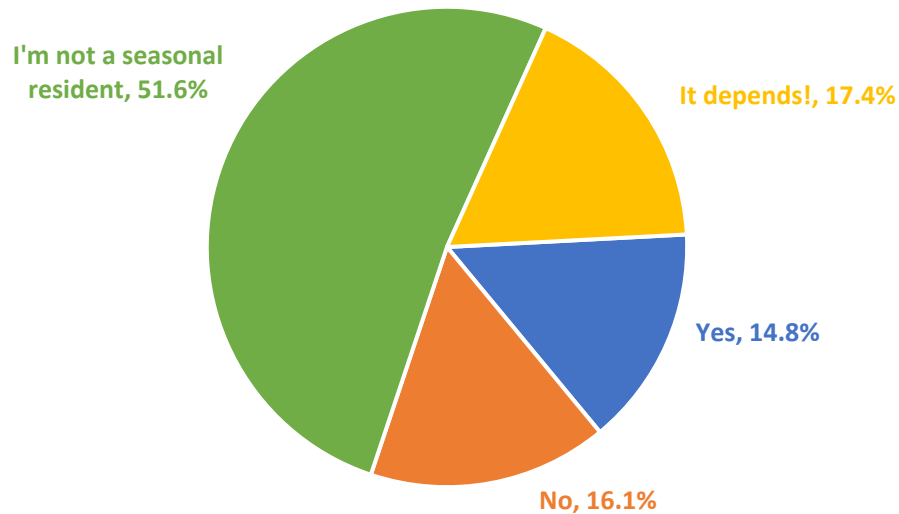
### Q7 | How long have you lived in the Saugatuck Douglas Area?



Answer Choices	Responses	
I have never lived in the Saugatuck Douglas area	4.0%	8
Fewer than 3 years	8.9%	18
3 to 9 years	29.2%	59
10 to 25 years	30.7%	62
More than 25 years	27.2%	55
	Answered	202
	Skipped	8



**Q8 | if you are a seasonal resident, do you have plans to permanently live in the City of Douglas in the future?**



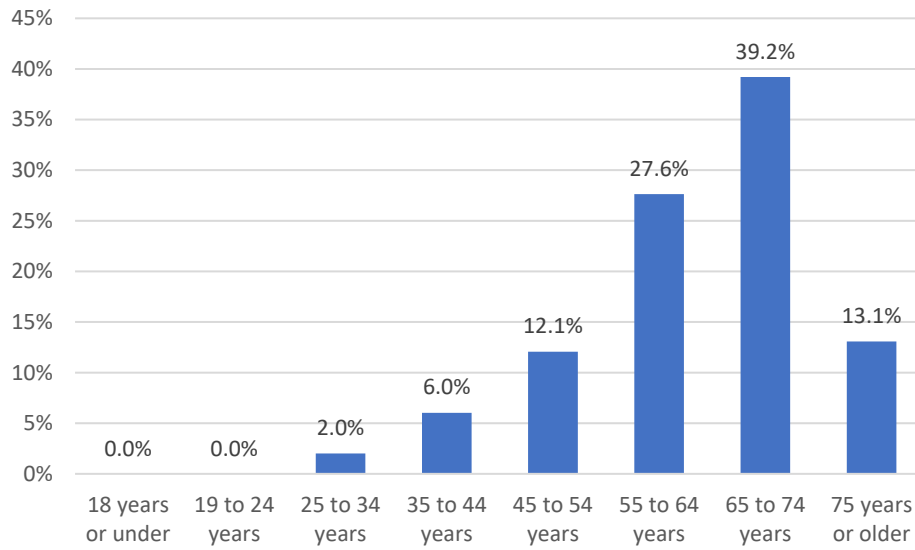
Answer Choices	Responses	
Yes	14.8%	23
No	16.1%	25
I'm not a seasonal resident	51.6%	80
It depends! Please elaborate below.	17.4%	27
	Answered	155
	Skipped	55

Other responses:

1. Considering for retirement
2. Cost of housing is untenable
3. When we fully retire are considering a permanent move to Douglas
4. The excessive deer population needs to get under control before I would consider living in Douglas permanently. It's terrible and unhealthy.
5. Will one day move to Douglas permanently
6. We are part of a larger family with several siblings and their adult children, all of whom are regular summer residents of our 377 lake Shore cottage.
7. If an affordable housing option was available, many would consider living in the area
8. On whether this community stays easy for senior citizens to live without too much traffic and fear of walking lakeshore drive.
9. May reside on owned property, permanently, some day.
10. Maybe
11. Upon Retirement
12. If we could winterize our summer cottage, we could live there year round

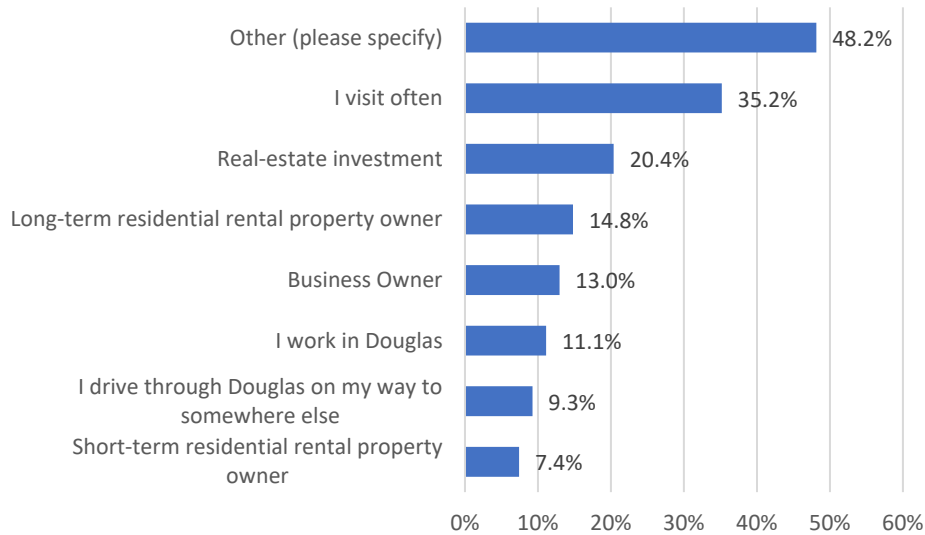
13. Undecided
14. If the character of our neighborhood changes
15. Who knows what retirement will bring
16. Depends on what I decide when I retire! Hopefully that involves more time in Douglas, but it is ways off!
17. My parents and sister are looking to move here.
18. If it benefits us from a tax standpoint
19. Depends on how much more development will take place
20. Pursuing a build on owned Douglas property
21. There used to be a school tax advantage but property taxes have clouded the issue
22. Need to welcome winter, again. Happy to not deal with freezing temps
23. Former area resident, hope to return
24. We would love to move into town, but cannot afford the taxes or current rates
25. Post-retirement plan
26. Maybe someday when we don't have full time jobs
27. Maybe after our daughter is out of school

## Q9 | What is your age?



Answer Choices	Responses	
18 years or under	0.0%	0
19 to 24 years	0.0%	0
25 to 34 years	2.0%	4
35 to 44 years	6.0%	12
45 to 54 years	12.1%	24
55 to 64 years	27.6%	55
65 to 74 years	39.2%	78
75 years or older	13.1%	26
	Answered	199
	Skipped	11

**Q10 | If you are not a resident in Douglas, which of the following best characterizes your connection and interest in the City of Douglas? Please check all that apply.**



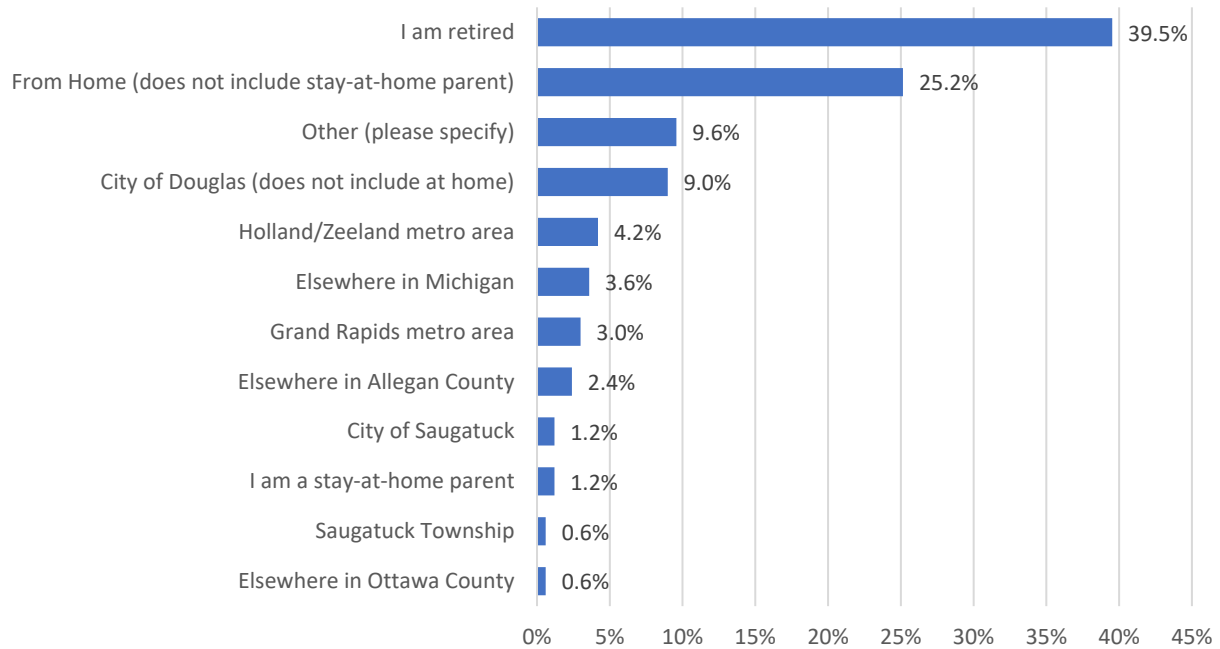
Answer Choices	Responses	
	Other (please specify)	48.2%
I visit often	35.2%	19
Real-estate investment	20.4%	11
Long-term residential rental property owner	14.8%	8
Business Owner	13.0%	7
I work in Douglas	11.1%	6
I drive through Douglas on my way to somewhere else	9.3%	5
Short-term residential rental property owner	7.4%	4
	Answered	54
	Skipped	156

Other (please specify):

1. I have been coming to Douglas all my life. We have family property along the lakeshore
2. Shop owner for 33 years
3. Family has owned the property since 1917.
4. Own family cottage on Lake Shore Drive, Douglas.
5. visitor to Saugatuck/Douglas often and also interested in Development
6. Frequent visitor and potential future resident
7. Own a summer home there
8. Home owner used for our family vacations

9. I live in the Douglas/Saugatuck Area but own a family cottage with my Mother and Siblings
10. I'm a permanent resident of Douglas
11. Summer resident
12. Retired io
13. Taxpaying homeowner
14. I live on lakeshore drive north of the "break". What happens in the city of Douglas impacts me.
15. Commercial/Long term residential property owner
16. I have a boat slip at Tower
17. reside in Douglas for 5 months per year
18. 2nd home
19. 2nd home
20. I sometimes eat, bit I use the library and post office mainly.
21. Summer home thinking about permanent
22. Permanent resident living adjacent to Douglas
23. Spend approx. 3-4 months overall per year at my condo in Douglas.
24. Family in area
25. I live in Saugatuck township, consider Douglas my community
26. Work in Saugatuck Township

## Q11 | Where do you primarily work?



Answer Choices	Responses	
<b>I am retired</b>	39.5%	66
From Home (does not include stay-at-home parent)	25.2%	42
Other (please specify)	9.6%	16
City of Douglas (does not include at home)	9.0%	15
Holland/Zeeland metro area	4.2%	7
Elsewhere in Michigan	3.6%	6
Grand Rapids metro area	3.0%	5
Elsewhere in Allegan County	2.4%	4
City of Saugatuck	1.2%	2
I am a stay-at-home parent	1.2%	2
Saugatuck Township	0.6%	1
Elsewhere in Ottawa County	0.6%	1
	Answered	167
	Skipped	43

Other (please specify):

1. St. Louis, MO
2. Chicago
3. Downtown Louisville KY
4. Own property in St Charles, Mo. 63303
5. Out of state
6. St. Louis
7. South Bend Indiana
8. New England
9. Home
10. Chicago
11. Chicago
12. retired
13. Work in Illinois
14. Chicago
15. All over the country
16. Private school

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## Q12 | What is your profession?

Profession	Number of Responses
<b>Retired</b>	27
Retired	6
Sales	6
Engineer	5
Artist	4
N/a	4
Attorney	3
Business owner	3
Consultant	3
Management	3
Realtor	3
Accountant	2
Accounting	2
Attorney	2
Bookkeeping	2
Education	2
Lawyer	2
Marketing	2
Real estate development	2
Retired teacher	2
Software consultant	2
Architect	2
Administrative assistant	1
Answer	1
Business leadership	1
Art director	1
Banking	1
Broker, interior designer, builder, engineer	1
Business analyst	1
Business development	1
Career executive	1
Child Care Coordinator for the Forest Hills School District in GR	1
Civil Engineer, property manager and retail store owner.	1
Classic designer	1
Clinical psychology	1
College professor	1
Communication design	1

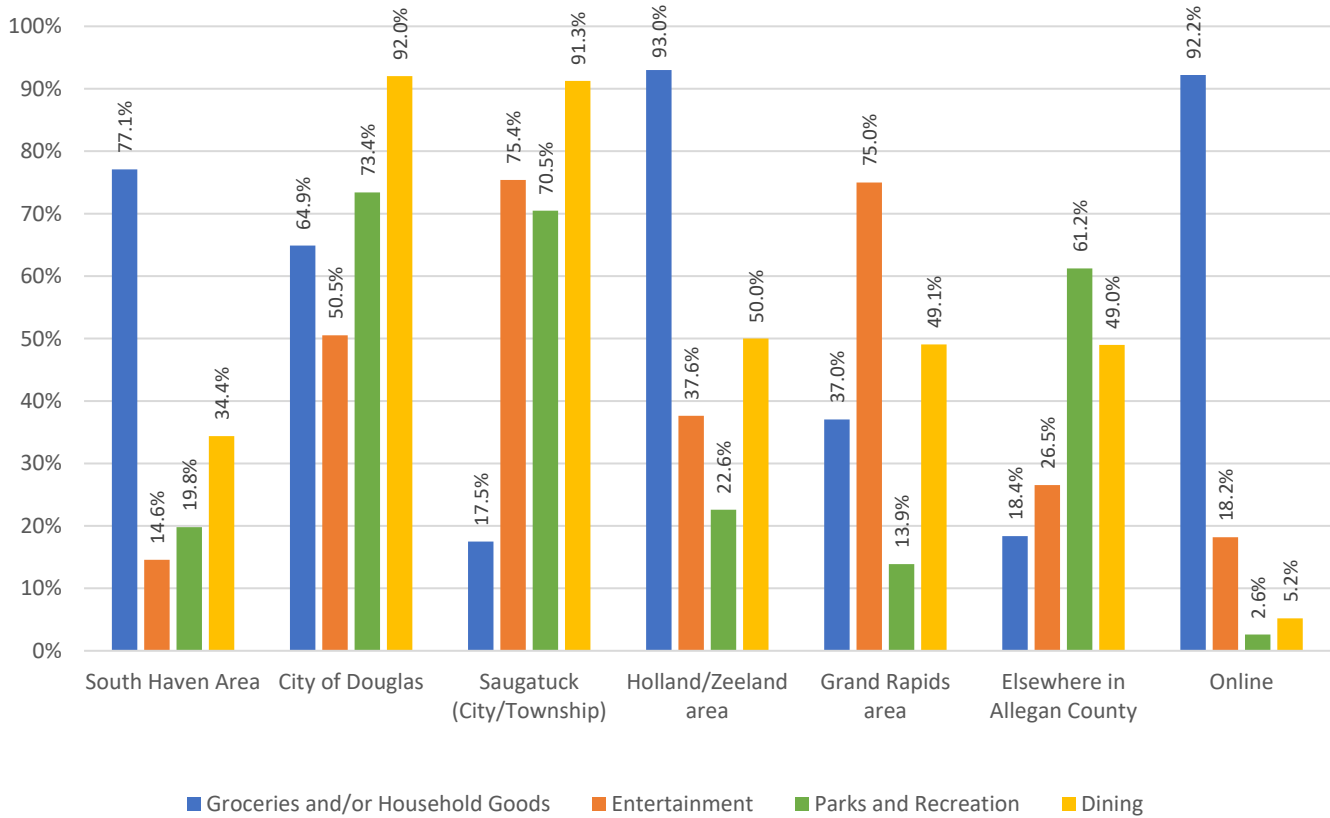


Construction management	1
Consultant	1
Consulting	1
Corporate sales	1
Cpa	1
Cpa/pfs	1
Criminal attorney	1
Customer service	1
Dentist	1
Department of Defense	1
Design consultant	1
Designer	1
Direct labor	1
Director of Process Improvement & Project Management	1
Economic developer, community volunteer	1
Education / appraiser	1
Education administration	1
Educational assessments	1
Elementary education teacher	1
Engineer/business owner	1
Excavating	1
Exec Director of the CVB	1
Executive coach and leadership consultant	1
Executive Director of a Human Service Agency	1
Executive Director of Finance	1
Finance	1
Financial planner and advisor	1
Florist	1
Former teacher	1
Gallerist	1
Global advertising & boards	1
Government	1
Grandfather	1
Homemaker	1
Hospitality sales	1
I am Retired	1
I am semi-Retired	1
I no longer work	1
I stay at home	1
Industrial automation	1
Interior designer	1

Investor	1
Judge retired	1
La la	1
Law	1
Legal	1
Librarian	1
Litigation consultant	1
Logistics specialist	1
Manager	1
Marketing and Advertising	1
Marketing services	1
Massage therapist	1
Na	1
None of your business	1
Not applicable	1
Occupational therapist	1
Operations director	1
Personal finance educator / coach	1
Pharmacist	1
Phd	1
Photographer	1
Physician	1
Piano teacher	1
Preschool teacher	1
Professor	1
Property manager/landlord	1
Property owner/manager	1
Psychologist	1
Public educator	1
Public relations executive	1
Real estate	1
Real estate broker	1
Real estate broker	1
Real estate developer	1
Realtor and Vacation Rental Director	1
Registered nurse	1
Registered nurse	1
Retired town manager, SCA box office manager	1
Restaurant operator	1
Restaurant worker	1
Retired and do run a volunteer 1865 Vintage Base Ball Club	1

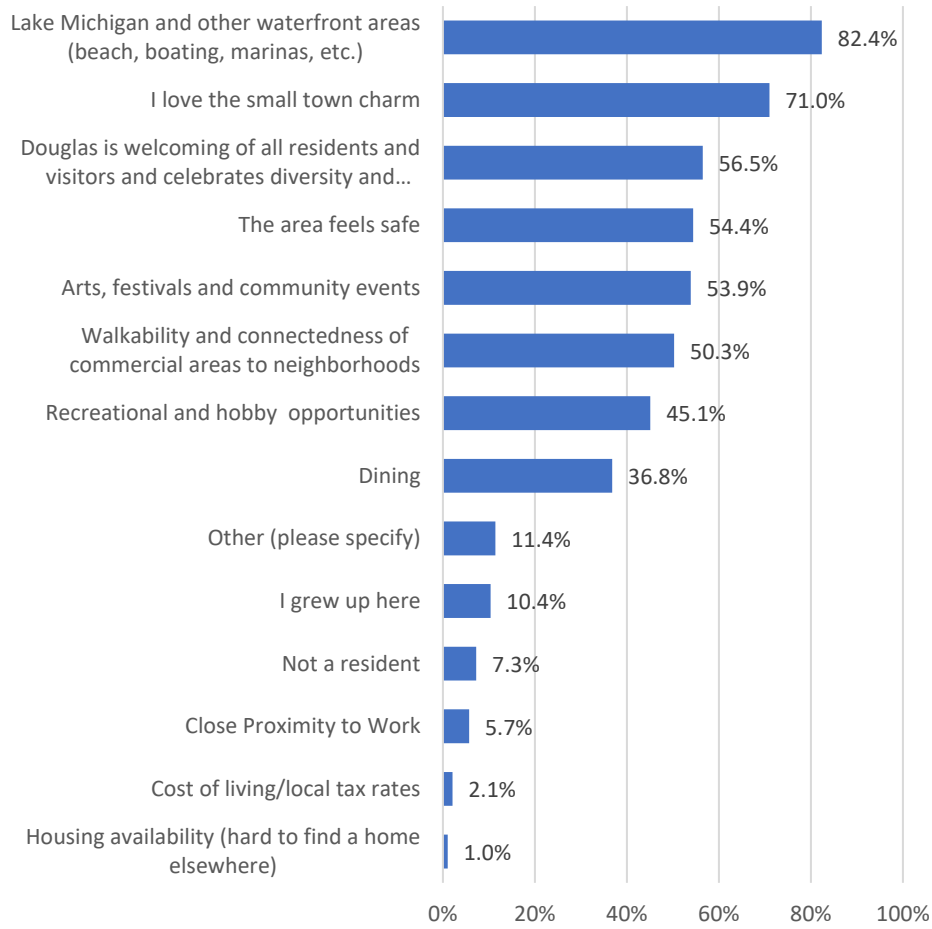
Retired architect	1
Retired coach	1
Retired electrical engineer	1
Retired healthcare executive	1
Retired insurance professional	1
Retired Office/business manager and artist	1
Retired physician	1
Retired piano teacher	1
Retired purchasing director	1
Retired social worker	1
School administration	1
Self employed	1
Self-employed	1
Small Business owner	1
Stay at Home Mom	1
Substitute teacher	1
Teacher	1
Technology	1
Title agent	1
Utility executive	1
Was technology consulting	1

**Q13 | where are you most likely to go for the following goods or services? (Please check all that apply.)**



	Groceries and/or Household Goods		Entertainment		Parks and Recreation		Dining	
South Haven Area	77.1%	74	14.6%	14	19.8%	19	34.4%	33
City of Douglas	64.9%	122	50.5%	95	73.4%	138	92.0%	173
Saugatuck (City/Township)	17.5%	32	75.4%	138	70.5%	129	91.3%	167
Holland/Zeeland area	93.0%	173	37.6%	70	22.6%	42	50.0%	93
Grand Rapids area	37.0%	40	75.0%	81	13.9%	15	49.1%	53
Elsewhere in Allegan County	18.4%	9	26.5%	13	61.2%	30	49.0%	24
Online	92.2%	71	18.2%	14	2.6%	2	5.2%	4
						Answered		201
						Skipped		9

**Q14 | If you live in the City as a year-round or seasonal resident, please select the most important reason(s) you have chosen to live in the City of Douglas (Check all that apply):**



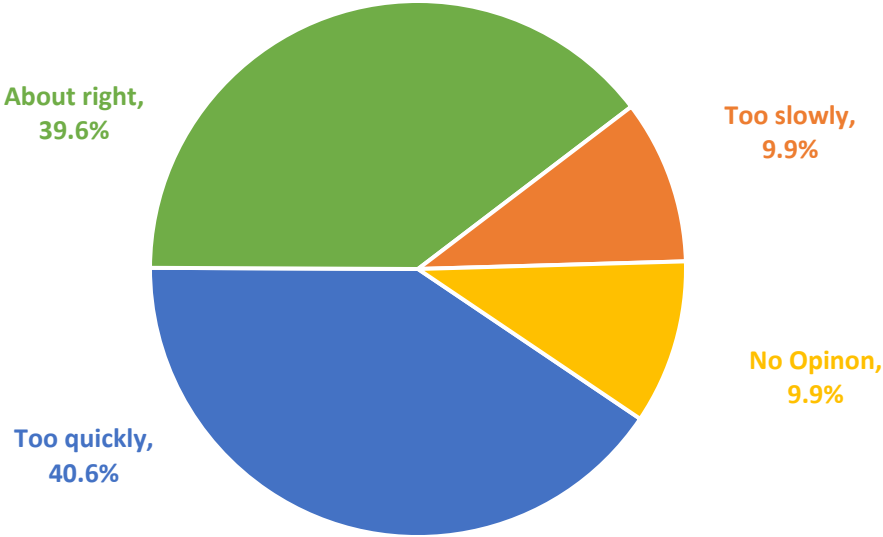
Answer Choices	Responses	
Lake Michigan and other waterfront areas (beach, boating, marinas, etc.)	82.4%	159
I love the small-town charm	71.0%	137
Douglas is welcoming of all residents and visitors and celebrates diversity and inclusivity	56.5%	109
The area feels safe	54.4%	105
Arts, festivals, and community events	53.9%	104
Walkability and connectedness of commercial areas to neighborhoods	50.3%	97
Recreational and hobby opportunities	45.1%	87
Dining	36.8%	71
Other (please specify)	11.4%	22
I grew up here	10.4%	20
Not a resident	7.3%	14

Close Proximity to Work	5.7%	11
Cost of living/local tax rates	2.1%	4
Housing availability (hard to find a home elsewhere)	1.0%	2
	Answered	193
	Skipped	17

Other (please specify):

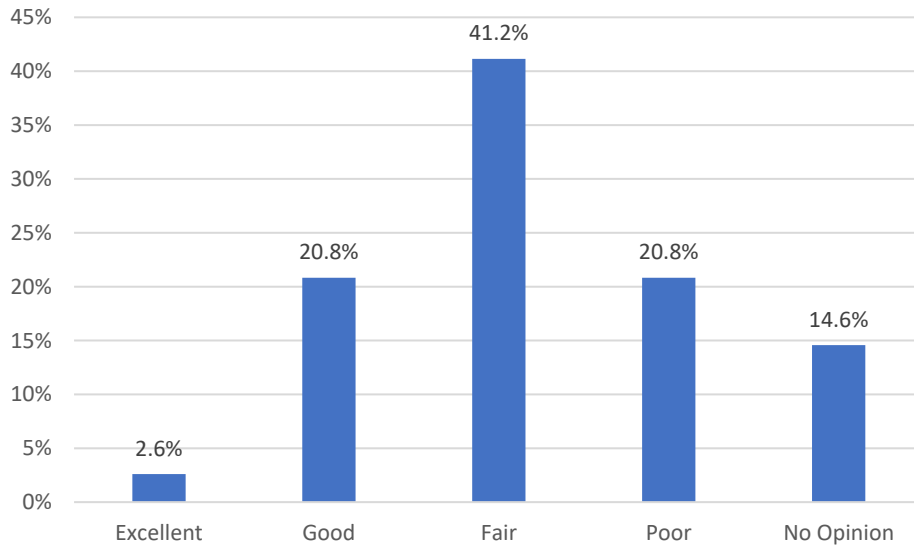
1. My Family has been coming to Douglas since 1930's bought house in 1947
2. The natural beauty
3. To me the answers are the same for Saugatuck and Douglas
4. Tourist volume
5. Gathering place for extended family for 80 years
6. The cost of housing is out of reach for most workers in the area
7. Gay life and entertainment
8. I've been coming to Douglas every summer of my life
9. My family has been a part of the community since the 1920's it's in my blood
10. I am the fourth-generation owner of our family cottage
11. I have been coming here since I was a child.
12. Central location
13. N/A
14. Again, I live in Saugatuck, but all this applies.
15. community involvement
16. School system brought me back here #1 reason
17. Very expensive to move somewhere else. Loss of property tax cap.
18. Pickleball. Great Summer group.
19. Proximity to friends and relatives
20. Court order to live in the school district
21. The schools
22. Visits lots in the last 20 years with our family

**Q15 | Regarding residential growth, would you say the City is growing:**



Answer Choices	Responses	
Too quickly	40.6%	78
About right	39.6%	76
Too slowly	9.9%	19
No Opinion	9.9%	19
	Answered	192
	Skipped	18

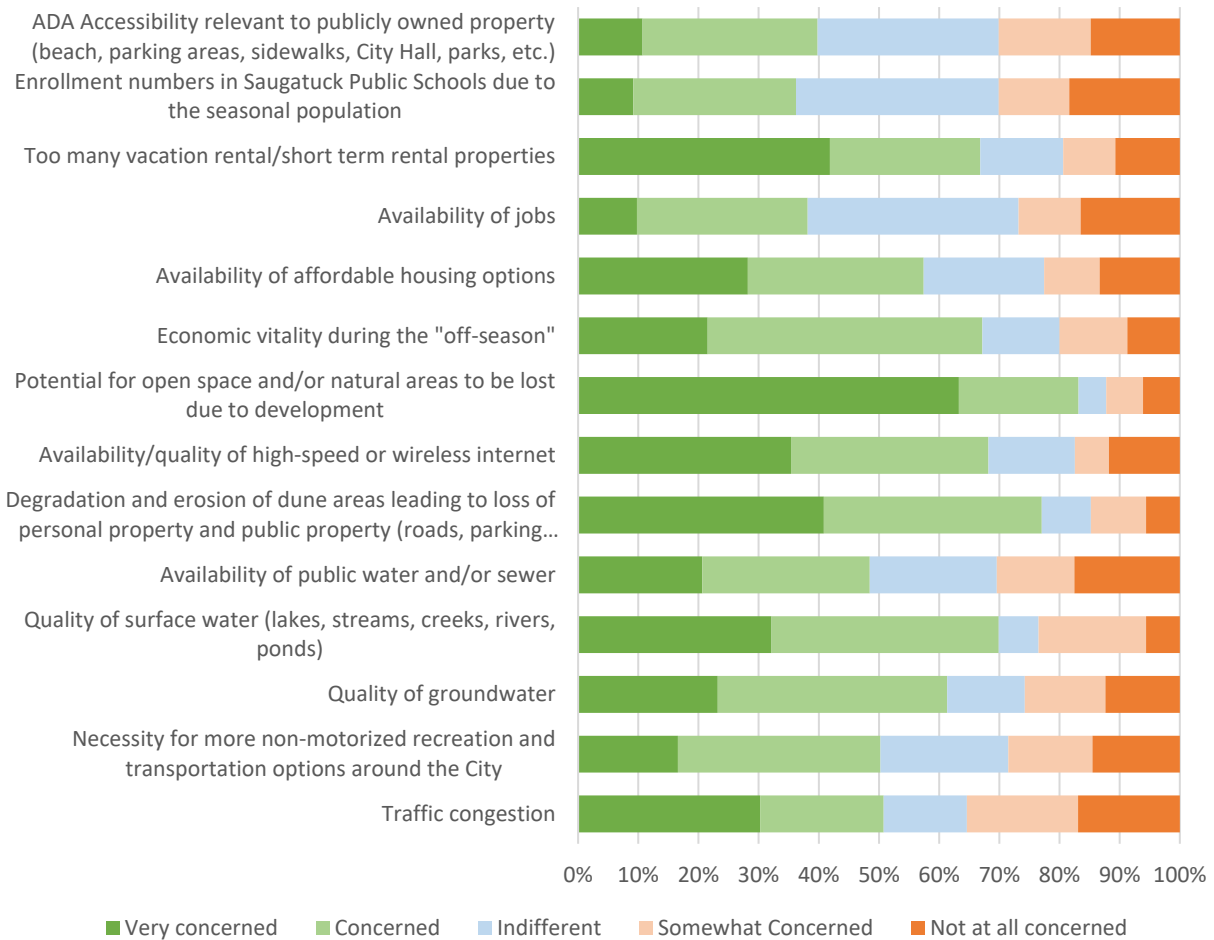
**Q16 | Please rate the city's efforts to provide guidance on growth and development:**



Answer Choices	Responses	
Excellent	2.6%	5
Good	20.8%	40
Fair	41.2%	79
Poor	20.8%	40
No Opinion	14.6%	28
	Answered	192
	Skipped	18



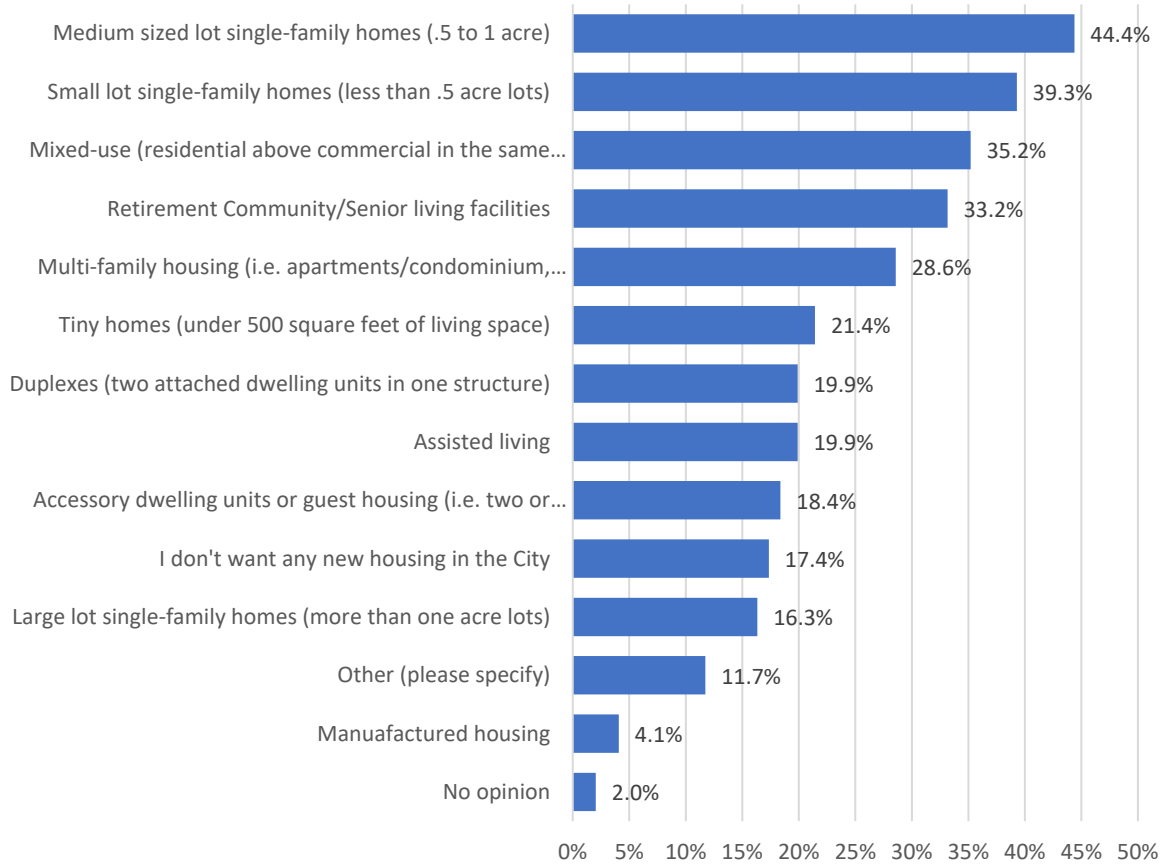
**Q17 | Please rate the level of concern you have regarding the following issues:**



	<b>Very concerned</b>		<b>Concerned</b>		<b>Indifferent</b>		<b>Somewhat Concerned</b>		<b>Not at all concerned</b>	
Traffic congestion	30.3%	59	20.5%	40	13.9%	27	18.5%	36	16.9%	33
Necessity for more non-motorized recreation and transportation options around the City	16.6%	32	33.7%	65	21.2%	41	14.0%	27	14.5%	28
Quality of groundwater	23.2%	45	38.1%	74	12.9%	25	13.4%	26	12.4%	24
Quality of surface water (lakes, streams, creeks, rivers, ponds)	32.1%	63	37.8%	74	6.6%	13	17.9%	35	5.6%	11



**Q18 | What type of housing would you like to see more of in Douglas? (Check all that apply)**

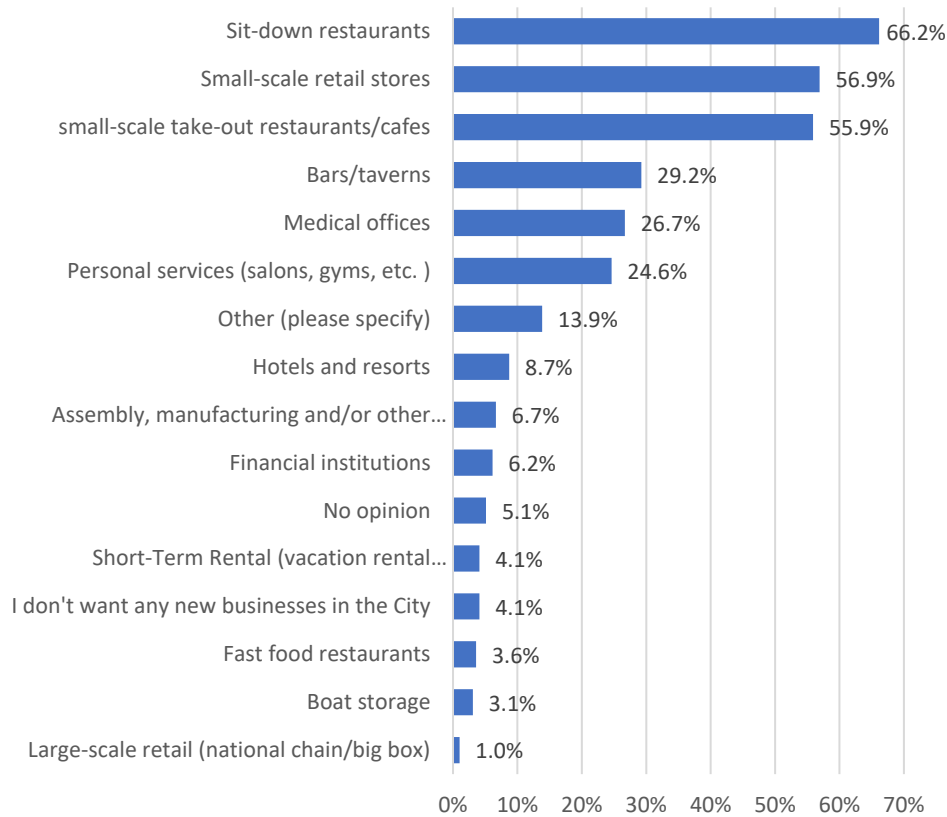


Answer Choices	Responses	
Medium sized lot single-family homes (.5 to 1 acre)	44.4%	87
Small lot single-family homes (less than .5 acre lots)	39.3%	77
Mixed-use (residential above commercial in the same building)	35.2%	69
Retirement Community/Senior living facilities	33.2%	65
Multi-family housing (i.e. apartments/condominium, 3+ units per building)	28.6%	56
Tiny homes (under 500 square feet of living space)	21.4%	42
Duplexes (two attached dwelling units in one structure)	19.9%	39
Assisted living	19.9%	39
Accessory dwelling units or guest housing (i.e. two or more living units on a single-family lot)	18.4%	36
I don't want any new housing in the City	17.4%	34
Large lot single-family homes (more than one acre lots)	16.3%	32
Other (please specify)	11.7%	23
Manufactured housing	4.1%	8
No opinion	2.0%	4
	Answered	196
	Skipped	14

Other (please specify):

1. Affordable housing
2. I am opposed to losing green space to development. We're crowding the deer population and the human population
3. Affordable housing
4. Avoid over development which will degrade the living experience for all residents and visitors.
5. Affordable worker housing/apartments.
6. Don't cut down trees
7. The area east of Bluestar highway is prime for more density/affordability without disturbing the character of the area
8. Affordable year-round housing
9. More affordable housing for the people who work in our city.
10. Truly moderate affordable housing
11. There's a huge need for attainable housing, aging-in-place housing, and assisted living/senior living.
12. More seasonal/affordable housing for people coming here to work.
13. The city has been absolutely stagnant for 4 years!
14. I know the above isn't reasonable, but it provides a goal. Per Edward abbey, growth for the sake of growth is the philosophy of the cancer cell.
15. Decent affordable housing for lower income folks
16. Affordable/workforce housing
17. Multiple unit housing will only attract summer people not residents who will send kids to school and contribute to good city government
18. Manufactured housing can be different than trailers
19. Affordable homes or long-term (only!) Rentals for year around occupancy
20. No tiny homes
21. Affordable housing for people that want to work in Douglas/Saugatuck
22. Let the market dictate the housing, but prevent additional short-term rentals
23. Affordable housing for workers

## Q19 | What types of businesses would you like to see more of in Douglas?

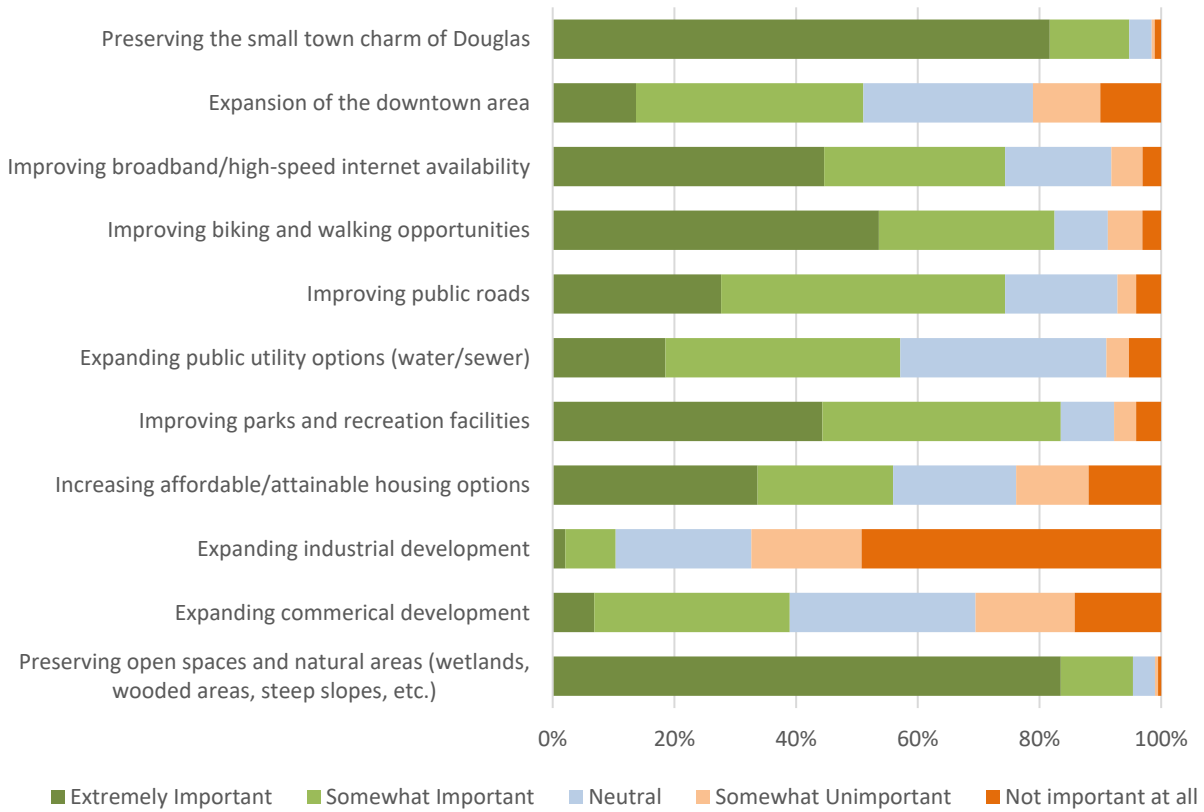


Answer Choices	Responses	
Sit-down restaurants	66.2%	129
Small-scale retail stores	56.9%	111
small-scale take-out restaurants/cafes	55.9%	109
Bars/taverns	29.2%	57
Medical offices	26.7%	52
Personal services (salons, gyms, etc.)	24.6%	48
Other (please specify)	13.9%	27
Hotels and resorts	8.7%	17
Assembly, manufacturing and/or other industry	6.7%	13
Financial institutions	6.2%	12
No opinion	5.1%	10
Short-Term Rental (vacation rental businesses, Airbnb, etc.)	4.1%	8
I don't want any new businesses in the City	4.1%	8
Fast food restaurants	3.6%	7
Boat storage	3.1%	6
Large-scale retail (national chain/big box)	1.0%	2
	Answered	195
	Skipped	15

Other (please specify):

1. Community pool and rec center
2. Businesses won't survive without bringing in more winter activities
3. We could use a great sit-down breakfast place with plenty of seating options.
4. A health food/low waste store
5. Flexible art/entertainment spaces
6. Avoid excessive development, which will degrade the living and visitor experience.
7. No chain or big box
8. A new grocery store, and a community center with a pool
9. Retail shopping
10. No more short-term rentals
11. Services/shops that people need, yet done well to keep the small-town charm. If you want big box, holland is a short drive away.
12. Food trucks, food available until midnight!
13. Indoor recreation center (pool, basketball, pickle ball, etc.
14. Entertainment options
15. Art galleries. It's surprising that's not on the list.
16. A better grocery store ...very important
17. Medium sized retail
18. Start-up incubator linked to college
19. Dining/retail stores downtown only, to make our downtown viable. Let's not tart up blue star like 31 in holland
20. Businesses focused on younger people to gather or for experiences to bring more diverse ages to town. Also, more meeting spaces for residents who work from home.
21. Affordable dining and ethnic food offerings
22. Senior center, local bakery, local dry cleaners, delivery service
23. No fast food
24. Jobs supporting outdoor recreation
25. Fresh produce/whole foods grocery
26. Dry goods, decent restaurants open year-round, decent grocery store!
27. Affordable dining options

**Q20 | In terms of the City’s priorities, please rate your opinion on the level of importance on the following issues:**



	Extremely Important		Somewhat Important		Neutral		Somewhat Unimportant		Not important at all	
Preserving open spaces and natural areas (wetlands, wooded areas, steep slopes, etc.)	83.5%	162	11.9%	23	3.6%	7	0.5%	1	0.5%	1
Expanding commercial development	6.8%	13	32.1%	61	30.5%	58	16.3%	31	14.2%	27
Expanding industrial development	2.1%	4	8.3%	16	22.3%	43	18.1%	35	49.2%	95

Increasing affordable/attainable housing options	33.7%	65	22.3%	43	20.2%	39	11.9%	23	11.9%	23
Improving parks and recreation facilities	44.3%	86	39.2%	76	8.8%	17	3.6%	7	4.1%	8
Expanding public utility options (water/sewer)	18.5%	35	38.6%	73	33.9%	64	3.7%	7	5.3%	10
Improving public roads	27.7%	54	46.7%	91	18.5%	36	3.1%	6	4.1%	8
Improving biking and walking opportunities	53.6%	104	28.9%	56	8.8%	17	5.7%	11	3.1%	6
Improving broadband/high-speed internet availability	44.6%	87	29.7%	58	17.4%	34	5.1%	10	3.1%	6
Expansion of the downtown area	13.7%	26	37.4%	71	27.9%	53	11.1%	21	10.0%	19
Preserving the small-town charm of Douglas	81.7%	156	13.1%	25	3.7%	7	0.5%	1	1.1%	2
								Answered		195
								Skipped		15

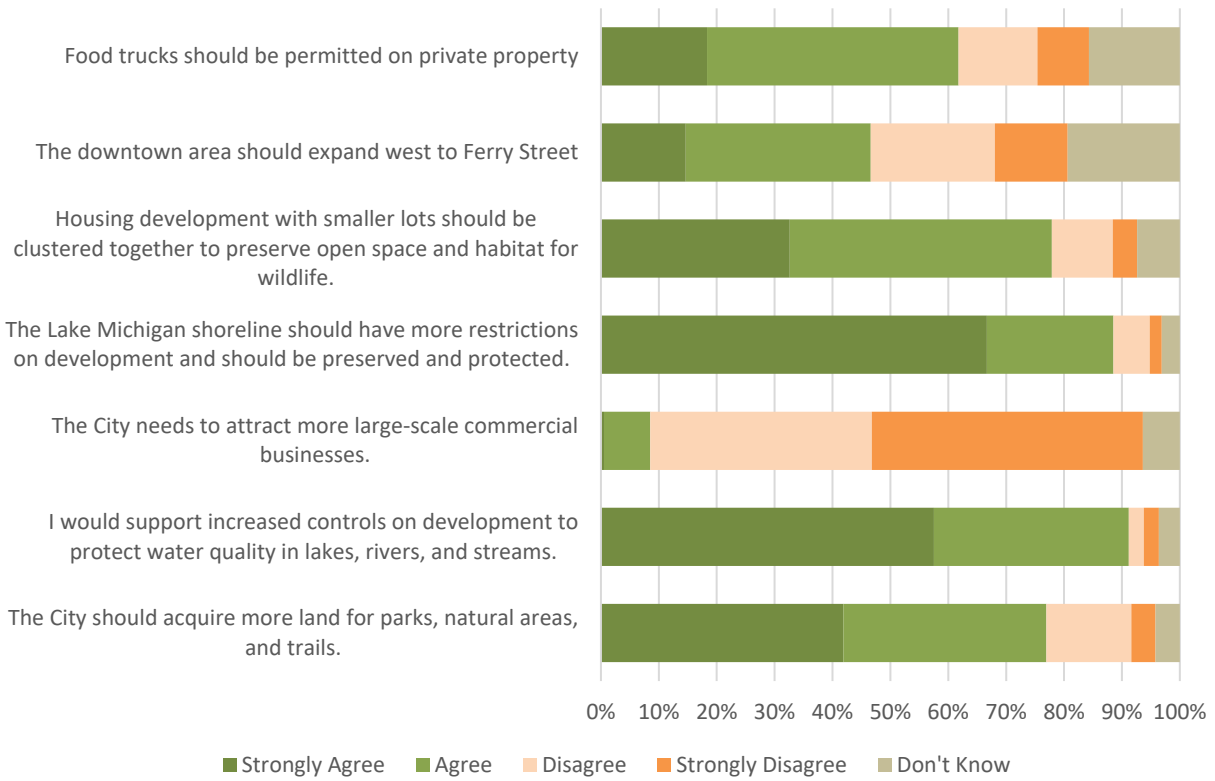


Please indicate other areas not listed above for the City to prioritize, and indicate whether important or not important.

1. Affordable/workforce housing; no affordable housing means no kids means an incomplete community. This is crucial. The city holds the key to affordable housing at Haworth. Blow that chance and you can kiss affordability goodbye. It's the best way for the city to restrict and control the rising housing costs that are preventing the workforce from finding housing here.
2. Having workers for businesses and businesses open in winter
3. Preserving the natural areas which is why we come here. Saving the beautiful trees from development. Once they're gone, they are gone forever
4. It is extremely important to me that we concentrate our retail/ commercial downtown instead of sprawling it on center street west of the blue star and on the blue star going south of center. A concentration of shops and restaurants downtown would make it more viable. Sprawl will just create traffic and noise in the residential parts of the city
5. Not overbuilding in remaining open spaces in the city.
6. Sidewalk along ferry street including Saugatuck
7. Smaller size housing which was determined to be most in demand by Douglas study done less than 10 years ago
8. Controlling the deer population - extremely important. Please understand that where i live, they are extremely excessive. They travel in herds, eat all of our landscaping (we have to net everything), sleep and leave piles of feces in our yards and make for dangerous driving conditions when dark out. Yes, seeing random deer is attractive and we want to be respectful of how we reduce them, but there are just too many of them. There are so many of us who would appreciate a more aggressive reduction plan than the one most recently approved by the council. That plan is too restrictive in scope/area. Thank you for your consideration.
9. Year-round housing options located east of blue star highway
10. Safety for walking and biking
11. High speed internet for all residents; leaf pick-up into November when the leaves actually fall
12. Winter recreation opportunities (sledding, skating, cc skiing) could be improved.
13. Control of short-term rentals
14. We need a community center for the Saugatuck/Douglas area
15. Trash pickup during summer twice a week/people will pay
16. Reduce manager salary of \$100,000.
17. Too much traffic on lakeshore dr. And connecting roads
18. The deer population we need to thin the amount a deer
19. Old type charm clings to the past. We could renew sensibly
20. Fill in the downtown area, fewer businesses spread out.
21. Need more family friendly restaurants
22. Maintaining existing recreational facilities
23. Wish my family could afford to live in Douglas and I know they wish the same.
24. Get rid of that horrible bike path monstrosity!!!!
25. None

26. Short term rentals are adversely affecting Douglas
27. Curb rentals way too many
28. To be specific, sidewalks everywhere, in town and to the lake.
29. Bike path along Wiley from blue star to lake
30. Businesses need to be opened more than 12 to 4pm, a few days a week.
31. A more balanced, less seasonal economy, high tech.
32. We are losings the character of Douglas
33. Building the missing middle housing. Extreme importance.
34. Fix bs from bridge to center. Put back to the original bs. Confusing for tourists, dangerous and tight with the lane width
35. Master plan calls for way too much multiple family. That recommendation was not supported by the planning commission back then but the city council did it anyway
36. Access to city employees, open door concept
37. Develop ways to incorporate solar or other kinds of efforts to reduce our city's earth impact - very important!
38. Encouraging residents to shop locally, encouraging our city council to support local business men and women.
39. Balance investments with revenue beyond overtaxing property owners
40. Sidewalks, shared streets, bike paths, crosswalks, traffic calming techniques
41. More outside pickleball courts. Pickleball draws people...that want to live near parks that have courts and they spend money, even if they don't live there. Also, major attraction for summer tourists.
42. The Blue star highway debacle from the bridge to Center St. Poorly planned and dangerous. Please put the road back to how it used to be.
43. Please preserve open space and provide outdoor recreation to keep pace with growth. More public beach access.
44. Important to try not to fit so much in such small areas, both residential and commercial. And take service-oriented businesses and put them on major roads like Blue star highway or Wiley, not in the downtown.
45. Preservation of open space on west shore golf course
46. Thoughtful redevelopment of the former furniture factory site into a multi-use space - retail, entertainment & housing
47. Preventing or reducing short term rentals

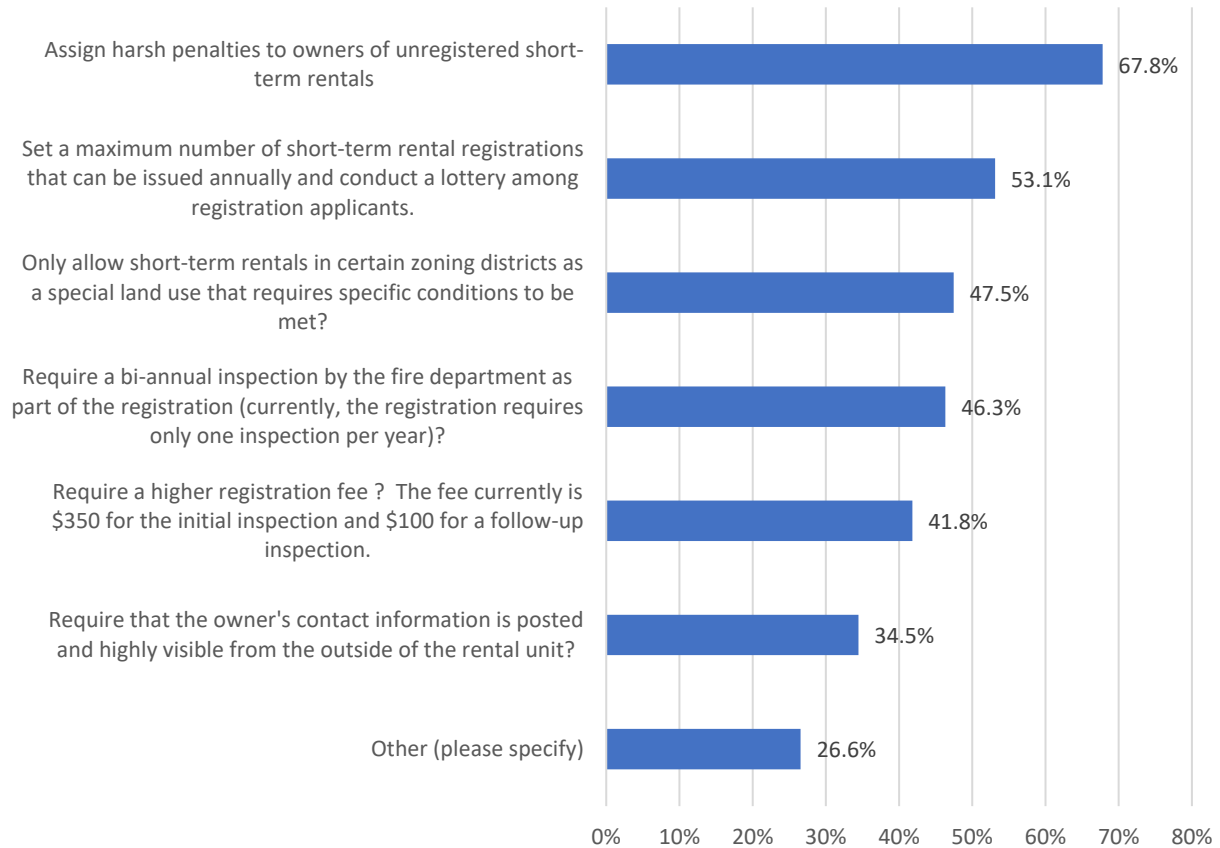
**Q21 | Please indicate whether you agree or disagree with the following statements for the City of Douglas.**



DRY

	<b>Strongly Agree</b>		<b>Agree</b>		<b>Disagree</b>		<b>Strongly Disagree</b>		<b>Don't Know</b>	
The City should acquire more land for parks, natural areas, and trails.	41.9%	80	35.1%	67	14.7%	28	4.2%	8	4.2%	8
I would support increased controls on development to protect water quality in lakes, rivers, and streams.	57.5%	111	33.7%	65	2.6%	5	2.6%	5	3.6%	7
The City needs to attract more large-scale commercial businesses.	0.5%	1	8.0%	15	38.3%	72	46.8%	88	6.4%	12
The Lake Michigan shoreline should have more restrictions on development and should be preserved and protected.	66.7%	128	21.9%	42	6.3%	12	2.1%	4	3.1%	6
Housing development with smaller lots should be clustered together to preserve open space and habitat for wildlife.	32.6%	62	45.3%	86	10.5%	20	4.2%	8	7.4%	14
The downtown area should expand west to Ferry Street	14.7%	28	31.9%	61	21.5%	41	12.6%	24	19.4%	37
Food trucks should be permitted on private property	18.3%	35	43.5%	83	13.6%	26	8.9%	17	15.7%	30

**Q22 | How can the City better regulate short-term rentals? (Check all the apply)**



Answer Choices	Responses	
<b>Assign harsh penalties to owners of unregistered short-term rentals</b>	67.8%	120
Set a maximum number of short-term rental registrations that can be issued annually and conduct a lottery among registration applicants.	53.1%	94
Only allow short-term rentals in certain zoning districts as a special land use that requires specific conditions to be met?	47.5%	84
Require a bi-annual inspection by the fire department as part of the registration (currently, the registration requires only one inspection per year)?	46.3%	82
Require a higher registration fee? The fee currently is \$350 for the initial inspection and \$100 for a follow-up inspection.	41.8%	74
Require that the owner's contact information is posted and highly visible from the outside of the rental unit?	34.5%	61
Other (please specify)	26.6%	47
	Answered	177
	Skipped	33

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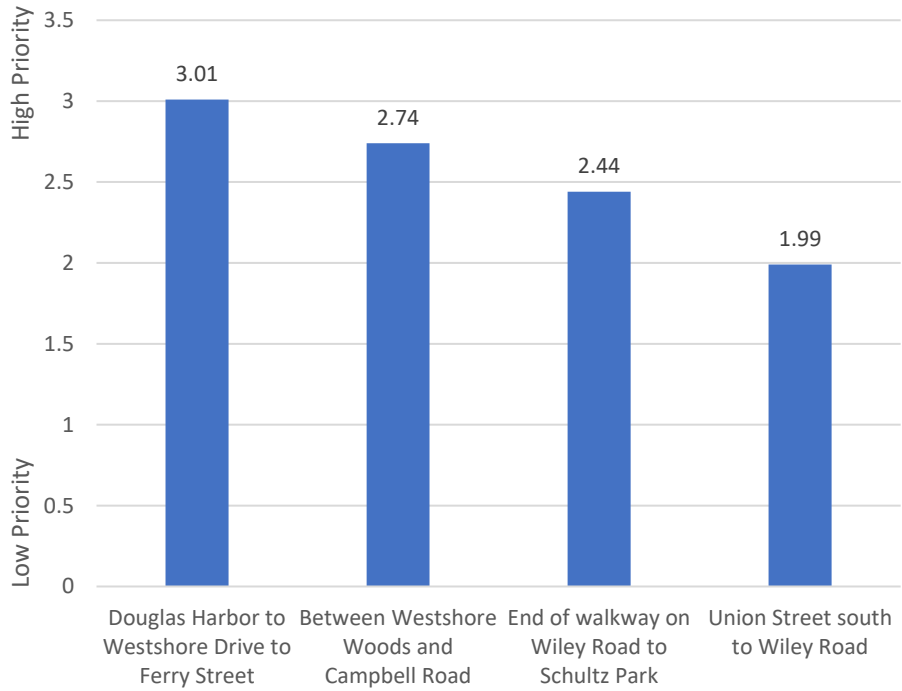
Other (please specify):

1. First decide what the problem is that you are talking about regulating. None of the choices will change the problem people complain about. Choosing a lottery, the one I picked, is fraught with problems too.
2. Too many rentals are ruining our city
3. Limit the number of short-term rentals per property management company
4. No regulations. Don't need a bigger government
5. Collect the hotel tax to help pay to promote the area (CVB)
6. Set limits on number of vehicles and noise
7. Current str landlords should be grandfathered in if there are significant changes
8. Allow only short-term rentals for owners that also use the home regularly.
9. Stay out
10. Please do not allow the city to regulate how I use my home
11. Set a minimum number of short-term rental days
12. I don't know the impact of these concerns
13. STR are a negative for neighbor hoods.
14. We are a resort town Rentals are a part of this community. Not sure how best to handle, but taking completely away or making it so difficult to do, would be WRONG
15. Ban them!
16. My property; none of your business!
17. Don't know.
18. Have strict noise ordinances
19. I don't see a need to regulate short term rentals. The market seems to be cooling, and from my perspective, we don't have the same issues as Saugatuck. Initially we bought our house and thought we may do some STR, but didn't do it because we love spending time in the area. If the city is moving to regulate or cap numbers, I would probably register our place as an STR, so I wouldn't lose the ability to rent it in the future even though we have no immediate plans.
20. Punish short-term rentals that disturb residents\
21. (A) Enforce violations for noisy and rowdy guests. (B) Set limits, though you would have to grandfather current rentals. Check with other towns like South Haven that have been dealing with this to see what's been successful.
22. None of the above. Short term rentals allow for visitors
23. Enhance enforcement of existing ordinances
24. Require a local management company period!
25. Keep them out of neighborhoods. They are a commercial enterprise.
26. No opinion
27. Enforce the rules in place; many rentals are not registered
28. Again, curb rentals print results to all inspections
29. Set a maximum percentage of str vs long term and full-time residences
30. Make owners responsible. Ban management companies.
31. Minimum 30-day rental, no noise beyond the edge of the STR, HIGH. Penalties for disturbing the quiet residential neighborhood. Limit the number of renters to 4, revoke rental license for noise and other violations. SEE PALM SPRINGS STR POLICY,

32. No other comments
33. Monitor complaints and police reports and fine those owners
34. PLEASE - put a cap on it!! If using a lottery, those who live in Douglas should have priority since they have to live with the impacts of STR. Incentivize those with rentals in town to make them long-term through incentives on taxes??
35. Address those breaking the law or not managing their property adequately rather than attempting a broad-brush approach which harms those wishing to rent their properties.
36. STR's should withhold deposit if violation of number of guests, excessive cars/trash, and noise outside of ordinance. Assign fee to renter or owner for police visit to home for excessive late-night noise
37. A full-time resident should be able to rent their ADU w/o issue. Restrictions should be set on seasonal residents and no more than 1 per homeowner.
38. Short term rentals drive so many blec
39. Post and enforce noise regulations
40. No fire pits
41. They should also be taxed at a higher "commercial" tax rate, rather than "residential", since it can be considered a business (transacting rentals).
42. Not knowledgeable enough to answer
43. Urban planner should be consulted for best ratio of short-term rentals to long term homes. Tourists are a big part of our economy and they need places to stay too.
44. It's a residential use, so don't regulate it. You sure don't mind those high property taxes, do you?
45. No new restrictions, but penalties for those that do not register
46. Make it easier for landlords to rent!
47. Restrict new rental and slowly lower the number of existing properties over time when an owner sells their home or stops renting it for a year.

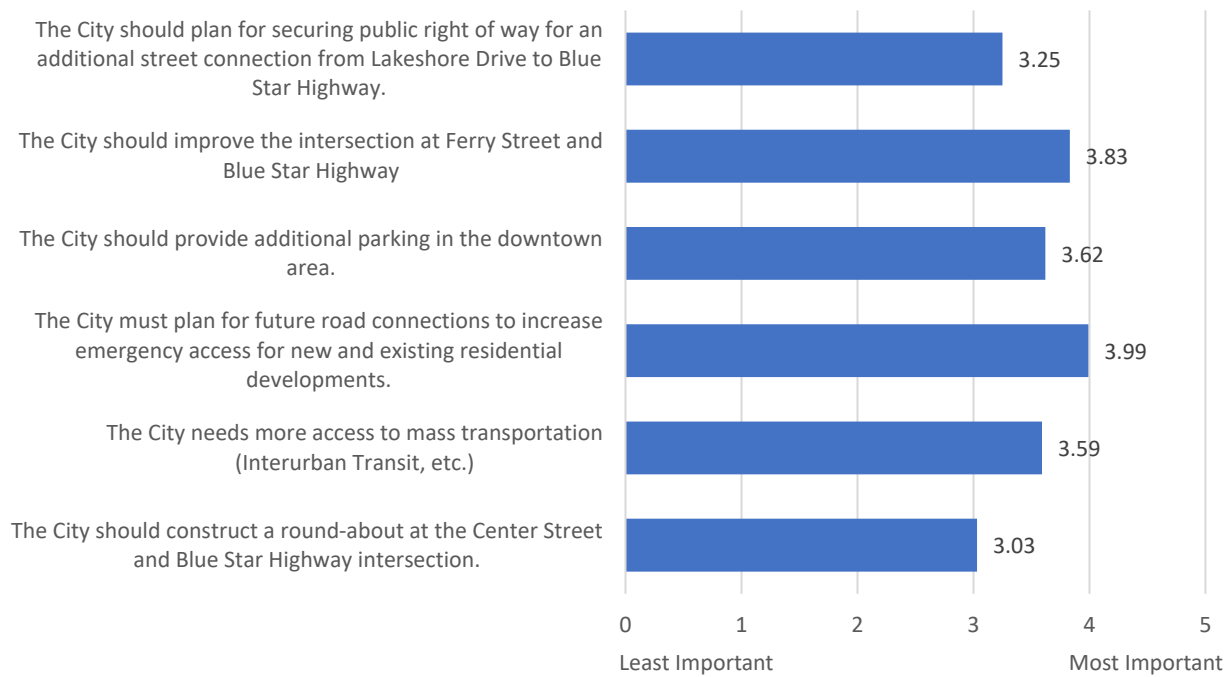


**Q23 | Which areas should the City prioritize for pedestrian pathways?**



	<b>1</b>		<b>2</b>		<b>3</b>		<b>4</b>		<b>Score</b>
Douglas Harbor to Westshore Drive to Ferry Street	41.7%	65	30.1%	47	15.4%	24	12.8%	20	3.01
Between Westshore Woods and Campbell Road	31.0%	49	29.8%	47	21.5%	34	17.7%	28	2.74
End of walkway on Wiley Road to Schultz Park	24.1%	38	22.2%	35	27.9%	44	26.0%	41	2.44
Union Street south to Wiley Road	9.7%	15	20.0%	31	30.3%	47	40.0%	62	1.99
							Answered		170
							Skipped		40

**Q24 | Please rank the following in order of importance related to the City's needs for mobility and transportation.**



	1		2		3		4		5		6		Score
The City should construct a round-about at the Center Street and Blue Star Highway intersection.	25.3%	41	6.8%	11	8.6%	14	5.6%	9	12.4%	20	41.4%	67	3.03
The City needs more access to mass transportation (Interurban Transit, etc.)	16.7%	27	14.8%	24	21.0%	34	16.7%	27	19.8%	32	11.1%	18	3.59
The City must plan for future road connections to increase emergency access for new and existing residential developments.	18.5%	30	24.1%	39	17.3%	28	23.5%	38	11.7%	19	4.9%	8	3.99

The City should provide additional parking in the downtown area.	18.8%	31	15.8%	26	15.2%	25	21.8%	36	16.4%	27	12.1%	20	3.62
The City should improve the intersection at Ferry Street and Blue Star Highway	16.0%	26	25.8%	42	17.2%	28	17.2%	28	14.7%	24	9.2%	15	3.83
The City should plan for securing public right of way for an additional street connection from Lakeshore Drive to Blue Star Highway.	11.1%	18	15.4%	25	19.8%	32	13.6%	22	21.6%	35	18.5%	30	3.25
											Answered		177
											Skipped		33

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**Q25 | Please use the space below to provide additional thoughts or feedback about planning and land use for the future of the City of the Village of Douglas that you felt was not addressed in this survey.**

1. Community pool and rec center
2. Downtown use should total focus on going down the hill to create restaurant or Mariana on the water in downtown. Saugatuck's main focus is all quaint commercial business along the water. Douglas downtown greatest asset could be the water that is fully ignored. Someone is missing a huge opportunity here by not expanding and altering the focus on the downtown to the water ...
3. Roundabout? Why? What's the problem with the light? Access to Mass Transportation? Yes, pay Interurban to take more trips to Holland - review service after 1 year to see if continued service is warranted. Future road Connections? Yes, but change zoning code to require it. Otherwise, developers won't do it and city can't force them to. PK downtown - never a problem for us. Ferry-Blue Star intersection - yes as traffic increases that area will be a nightmare. Take Isabel's and condo driveway come out at Ferry and have Ferry, Isabel's, condo, and Green Koi all meet Blue Star at one intersection. LSD to Blue Star? Why? You have Campbell, Center. Do you want it through the old West Shore golf course? if you are afraid of losing LSD to a bluff collapse - you will have to wait and see where it collapses. The lack of connectivity west of Ferry is the result of long-term bowing to developers and the Planning Commission not having a long-term view of what is good for the community. The Planning Commission needs more education on what the zoning code does and doesn't allow - and then seek zoning code changes for things the Planning Commission thinks it needs - like required connectivity - and once you have the code requirement - don't give variations from it - don't allow the developers to avoid those requirements via special land uses or planned developments.
4. The road and bike path right in front of the entrance to the red dock is still confusing and dangerous.
5. Blue Star Highway Businesses should be planned to be more "urban" and walkable with businesses closer together, mixed use with residential rather than a "suburban" model of large parking lots in front of a box business
6. The city should consider a senior center for group exercise, gatherings, games. We have a large population of seniors and no recreation options. Perhaps the city hall building which should be preserved and not sold for commercial use. Available land, such as by the old Haworth plant, should consider some recreation options like walking/cross country trails. Somewhere to do a winter sport, like ice skating or hockey, could bring in more winter business which we need to survive. Our businesses can't survive on just summer visitors.
7. No road connections. Would increase traffic and risk pedestrian safety. All of these "needs" are unnecessary and detrimental to the City
8. Thank you for sending this. Please stop allowing our open spaces to be developed at such a crazy pace. Douglas is overcrowded in the summer and everyone feels it. Thank you for NOT supporting the McVea + LSD access roads for the BDR development. It would have proven a drastic mistake.

9. Keep businesses and commercial downtown east of the blue star. Keep commercial businesses out of residential areas, especially on center street west of the blue star. Improve road safety (roundabouts). Keep our nature areas in tact (they are our greatest asset)
10. Economic vitality in the Douglas downtown area is important to our community.
11. An access to the West Shore property from Center Street is necessary for safety and traffic flow as the current proposal flows traffic down Lakeshore Drive, Campbell Road, and Ferry Street.
12. Where there are cross walks on Blue Star, there need to be lighted signs that activate when pedestrians are present, ala Hope College access on 9th St. Right now, drivers don't tend to stop for pedestrians
13. more parks, recreational activities for families especially activities in the winter months, why not an ice-skating rink?
14. need a walkway along Ferry from Center Street to Campbell, best all the way to Baldy but that's a Saugatuck issue. Plus need to cull at least 100 deer. They are over populated and will only get worse with more development
15. Smaller density housing with minimum square footage to be around 550 sq feet per the Douglas study done less than 10 years ago.
16. Traffic control is my main issue. Main Street speeding and large commercial traffic on Main between Blue Star and Center is out of control. Heavy commercial traffic and poor shoulders on Water Street have led to serious road deterioration. Keep commercial traffic on Blue Star and Wiley!!! Add traffic calming to Main St.
17. Reduce Deer population
18. Thank you for asking these questions and for your service!
19. Continue exploring the restoration of Lakeshore Drive south of Center St
20. affordable housing options for year-round residents within walking distance to the current downtown area.
21. Keep the small city charm
22. The city government is the problem. It is archaic and need to be current and fluid. You are protecting ideas that are 20 years old with no vision on the future. This is a vacation community not an urban center, Pick a lane and go all I. Douglas seems to be a bunch of chicken shits who have a history of looser. Take a bold stand b
23. Please consider adding a community gym, pool, rec center.
24. add planning staff
25. Douglas is such a treasure to our family. We have been here since the late 1800s and we don't want to see it change. It is a gem!
26. The current developments being planned don't appear to address the need for affordable housing that doesn't require renting to pay for real estate taxes. Also, the higher end homes tend to inspire higher end pricing on goods and services, making year-round living here too costly. Without careful planning, this beautiful place could become, "Rental City of the Village of Douglas."
27. Traffic and parking near Douglas Public Beach are dangerously congested.
28. City maintenance by the DPW. Douglas marina is a prime example...sad shape
29. Thanks for the survey. Great job on the center St path. Thanks for correcting the hill. Trail along Blue Star also good but still tricky getting into Saugatuck. A path along

Wiley road would be nice. It's narrow and traffic is pretty quick. Especially east of Blue Star.

30. Please don't put a roundabout at the intersection of Blue Star and Center Streets! The light works well!
31. COMMUNITY CENTER w/ Gym and INDOOR POOL. Safe walkways on LSD if possible?
32. If there is further BDR development on the old golf course property, the entrance/access should be through Center Street.
33. Stop Development.
34. Douglas to remain a high-end economic community and not get involved in affordable housing.
35. The less new housing the better. The Lakeshore should be left alone!
36. Ferry street is dangerous and needs to be wider for the walkers and bikers
37. A stop and go light should be added at Wiley and Blue Star.
38. Don't understand where the above suggestions come from, a sidewalk on Ferry St. from center to the ferry is imperative. Too many near accidents occur on this street.
39. Strengthen the willingness of the Planning Commission and the City Council to hold developers accountable for complying with zoning and regulations. Preserve open space like the old West Shore golf course.
  - a) Fix terrible and unsafe traffic situation from on Water Street from Wiley to Blue Star. Too many trucks and too few controls. Perhaps make the intersection of Water at Wiley closed / a cul-de-sac. b) Limit housing development to R3 / mixed use / mixed affordable housing, not entire developments, especially along Tannery Creek.
40. Roundabout or stoplight at the Wiley and Blue Star intersection, please!
41. I assume that ranking is 1=high and 6 =low...I support roundabouts but fear that the Center Street BSH intersection is too small to handle boats that would be dragged through there. If the engineering report shows that it is possible and would not cause the destruction of the gas station or part of Lake Vista, I'd support it. re: Parking-I don't see it as a huge problem. You could encourage employees working downtown to park further toward the edge of downtown. Interurban is perfect!
42. Not very concerned about any of question 27. I would like Blue Star from Center St to the Bridge be RETURNED TO 3 LANE!!!! (for multiple reasons)"
43. The city should not cave to developers wanting to ruin the nature of Douglas
44. With our aging population, we need to retain those that want to remain here by providing housing for different care needs and vibrant senior community opportunities, as well as providing housing for young people to live here. This town is also not a cookie cutter town because of the tourism. Past "experts" hired approached us with a one-size fits all "solution" that didn't take into account the unique situation. Please don't waste more tax dollars on hiring more firms with recommendations that go nowhere and then hiring another firm a few years later with the same result.
45. Available Waterfront properties should be acquired and owned by the city for public and tourist usage.
46. provide traffic light or round-about at Blue Star and Wiley intersection. City/county should earmark funds for expanded road shoulders and street sweeping to improve

road safety for cyclists and pedestrians. Provide wider shoulder or pathway on Ferry street to Mt Baldhead Park for pedestrians and cyclists.

47. Consider a modest millage for acquisition, maintenance and improvement of parks and rec facilities
48. Just hoping there is a way the city can have new developments with actual affordable housing and set approval standards/restrictions to only allow this and not seasonal rentals. Would like to have my younger siblings live here, and not more of the rotations of tourists. The people who respect and cherish this area the most can't afford to live there. I know many who commute to the area for work, and it's sad that they can't be a whole part of this picture.
49. The bike path is a disaster and dangerous, get rid of it, it has caused so many traffic headaches, just fix the sidewalk that was there, it looks like crap
50. In making these decisions, please prioritize preservation of the small village charm of Douglas. ❤️
51. The R5 situation along Wiley Road, east of Blue Star needs to be dealt with. The City needs to work on infrastructure before it looks into the items in #27.
52. None
53. very thorough survey. Well done.
54. City services for residents should continue (i.e. leaf & brush pickup). Community events for gathering residents together.
55. I do not necessarily agree with the above options and would like to know more about their intent and meaning.
56. rental owners do what they want expose all inspections increase fines limit rental owners to one unit on a lottery
57. For item 27, I don't consider any of the options presented as very important or beneficial. Current parking is adequate to current businesses which in turn are at a max reasonable level. More parking = Saugatuck. No.
58. I suggest you hold back on roundabouts until we see the success or otherwise of the new one being planned for Old Allegan and Blue Star. Please continue to maintain the veteran's boardwalk which was recently fixed up after a long time being inaccessible, but now has broken boards again. Douglas has limited waterfront views and this is one of the best places to get close to the river. If adding sidewalks please be sensitive to existing trees which give our city its character.
59. restrict/manage pesticide/herbicide use and 2 stroke engines blowing the fertilizers into the waterways and air
60. Businesses need to be open during high season. Visitors come, nothing is open, so they travel to Sgt, Holland or So Ha.
61. future focus; working from home, shared workspace - both need fast internet. Less dependency on seasonal tourism. We pay the property tax so we should be the focus!
62. Put a roundabout or stop light at corner of Wiley and Blue Star.
63. Have been a resident for over 60 yrs. and feel Douglas is losing the small-town feel-the reason so many people find it attractive.
64. This is a little city that used to be Friendly. We need to get that back.

65. Zoning regulations foil creativity that could develop missing middle housing. The regulations seem more intent on being handcuffs than reaching our social goals of housing availability for our own city employees.
66. Add turn lanes at Center and Ferry it's a mess with all the Oval beach traffic and root beer barrel.
67. The survey appears to be biasing towards their desired answers.
68. A roundabout would be much better at Wiley and Blue Star.
69. (a) Infrastructure expansion to support the amount of new developments. (b) Imagine a way to become carbon neutral as a City. (c) Expand ways to connect people - artists spaces, meeting areas, gathering/experience spaces. (d) We love that Douglas isn't Saugatuck...it's quiet and quaint. Thoughtful ways to expand if needed should keep in mind those who have lived here the longest, not those who want to come.
70. Thank you for asking for our input and for all the work that goes into creating a plan that will move Douglas through the years ahead. "
71. Developers should fund public roads for emergency access to new developments
72. Shared streets! Bike path along St Peters, and West Shore Ct. Bike path from Artisan Ct to Campbell St. These should be top priorities!
73. Hold on to the current City Hall and use it for a Senior Center.
74. The short-term rental question got cut off on the previous page. Short term rentals drive so much economic activity, it should be regulated, yet NOT restricted. Annual inspections are fine for those that follow the rules. Make it easy for people to want to own rental homes AND keep them updated/desirable. ALL benefit from the mass tourist dollars.
75. The City of Douglas has made it extremely difficult for any applicant to move through a process of approval. There is an obvious leadership void, and an absence of competency at the City staff level. Who is in charge? Who makes decisions, and who has the competency to make those decisions?
76. The city is a great partner to the community recreation programs. Please collaborate with adjacent communities on securing additional park, conservation property, and beach access. My opinion is affordable housing is best provided near the interstate or further inland, and land within Douglas is best for large single-family homes in a community feel and preserving open space to protect small town character. Thank you! Great survey!
77. If Douglas believes they need more low-income housing, why doesn't Douglas work with surrounding communities for this. Why not engage Glenn, Fennville, Saugatuck Twp, Lakeshore, and others to help in this area? Don't think Douglas (as small as it is) needs to fill up all its land with development. But rather, utilize the other communities who have more land and space to build "complexes" of low-income housing, i.e.: smaller homes and/or condos, or even apartments. Why do we need to fill up every square inch of Douglas to meet these needs? And, stop allowing "service-oriented" businesses, like salons, realtors, kitchen designers, in the downtown. Downtown Douglas should be filled with small shops, cafes, and such for the walkability and shop ability.
78. I appreciate the opportunity to provide feedback. The current development & approved future development has created major concerns for me in terms of impact



- on our total infrastructure. Two large developments planned around Ferry & St Peters will really impact travel along Ferry/Park where it is already very dangerous to walk, run or bike. This area is also fraught with water main issues - can the existing water/sewer infrastructure support all those proposed units being added to a delicate, old system?
79. Remove the bike path on Bluestar from bridge to center street. Bikers seem to still use the roadway and there is NO room to move around these people. Let alone when an emergency vehicle comes
  80. Land planning for animal habitat.
  81. No more cannabis businesses.
  82. I believe focusing on attracting families and therefore full-time residents is key for success for the city.
  83. Parking and housing are the primary needs. Attractive & green parking garages are possible and should be allowed. There could be vertical community gardens on them, which could help fund the garage maintenance. Affordable multi-unit housing in walkable areas would be the most efficient use of space, both for staffing needs of local businesses and for traffic/parking issues.
  84. Fix the bike path so you can get from Center Street to the Bee-Line path without risking your life on Bluestar
  85. We needed better/more consistent zoning. Better code enforcement. Surcharge on rental units for tax purposes as these residences are being used as businesses. They add stress to services like disposal pickups.
  86. Stop attacking the short-term rentals. They bring in the tourists, which is what this community survives on. It's a cash cow for you thanks to the sky-high property taxes. If you eliminate the residential rentals, your tax base will plummet. Don't cater to a few noisy, grumpy residents.
  87. When coming from Saugatuck over the bridge it is a real mess and dangerous. Whoever made the decision to revamp the road the way it is made a real mistake.
  88. A roundabout or light at Wiley/Blue star highway

## Planning Implications and Trends

The following section contains a summary of trends and findings that emerged from the community survey results.

### About the Respondents

- Approximately 80.8% of the surveyed individuals reside within the City of the Village of Douglas. Of this population, nearly 55% identified themselves as full-time residents, while an additional 32% indicated that they are seasonal residents.
- The majority (81%) of respondents stated that they live in a single-family home, with 8% residing in a multi-family unit. Notably, almost 98% of participants reported being homeowners in Douglas.
- More than half of the respondents claimed to have lived in the City for over 10 years, while a quarter of them reported residing in Douglas for more than 25 years.
- Approximately 15% of seasonal residents expressed a desire to make Douglas their permanent residence in the future, while 16% indicated they have no such plans. Another 17% remained uncertain about the possibility of relocating to Douglas in the future.
- Approximately 50% of the surveyed individuals stated that they are 65 years of age or older, with an additional 40% falling into the 45-to-64-year age group. Beyond age demographics, nearly 40% of participants disclosed being retired, while 25% reported working from home. Only 9% reported working in the City of Douglas.

### Shopping Patterns

- Groceries and/or household goods
  - Holland/Zeeland was reported to be at the top with 93% of people preferring their stores for groceries and household items. Online shopping was the second most popular way of shopping for groceries and other items.
- Entertainment
  - Saugatuck and Grand Rapids show active engagement in terms of entertainment at approximately 75% each while the City of Douglas stands at 50% engagement.
- Parks and Recreation
  - Douglas stands out with 73% of the respondents utilizing the parks and recreation related services followed by Saugatuck area.
- Dining
  - Douglas takes the lead in dining-related shopping at 92% closely followed by Saugatuck at 91%. Holland/Zeeland area, with 50% also shows a decent engagement in this category.

### Community Perception

- The following were the top three reasons why participants chose to live in Douglas:
  1. Lake Michigan and other waterfront areas
  2. The small-town feel

3. Douglas is welcoming of all residents and visitors and celebrates diversity and inclusivity.
- Nearly 40% survey participants believe that the City is growing too quickly while another 40% believe that the City is growing about right. Approximately 62% of the participants think that the city's efforts to provide guidance on growth and development are either good or fair while 20% believed the efforts to be poor.

### **Community Concerns**

- The following were the top three issues that the participants felt the most concerned about:
  1. Potential for open space and/or natural areas to be lost due to development.
  2. Degradation and erosion of dune areas leading to loss of personal property and public property (roads, parking areas, walkways, etc.)
  3. Quality of surface waters (lakes, streams, rivers, ponds, etc.)
- The following were the top three concerns that participants felt should be a high priority for Douglas:
  1. Preserving open spaces and natural areas (wetlands, wooded areas, steep slopes, etc.)
  2. Preserving the small-town charm of Douglas
  3. Improving parks and recreation facilities
- The participants agreed the most with the following statements:
  1. I would support increased controls on development to protect water quality in lakes, rivers, and streams.
  2. The Lake Michigan shoreline should have more restriction on development and should be preserved and protected.
  3. Housing developments with smaller lots should be clustered together to preserve open space and habitat for wildlife.

Moreover, participants largely disagreed with attracting large-scale commercial businesses to the City while they felt uncertain regarding downtown expansion to Ferry Street.

- The participants chose the following as their top three choices to better regulate short-term rentals:
  1. Assign harsh penalties to owners of unregistered short-term rentals.
  2. Set a maximum number of short-term rentals registrations that can be issued annually and conduct a lottery among registration applicants.
  3. Only allow short-term rentals in certain zoning districts as a special land use that require specific conditions to be met.

Participants felt strongly about the enforcement of rules and noise regulations regarding short-term rentals.

### **Community Desires**

- The following were the top five housing choices that the participants would like to see in Douglas

1. Medium sized lot single-family homes
  2. Small lot single-family homes
  3. Mixed-use (residential above commercial in the same building)
  4. Retirement community/senior living facilities
  5. Multi-family housing (i.e. apartments/condominiums, 3+ units per building)
- The following were the top three types of businesses that participants would like to see more of in Douglas:
    1. Sit-down restaurants
    2. Small-scale retail stores
    3. Small-scale take-out restaurants/cafes

Other responses included personal services (gyms/salons/etc.), bars/taverns, medical offices, community recreation center, fresh food/grocery store, etc.

- Participants chose Douglas Harbor to Westshore Drive to Ferry Street as a priority for pedestrian pathways, followed by the area between Westshore Woods and Campbell Roads.
- Survey respondents ranked the following as their top three most important needs for mobility and transportation in the City:
  1. The city must plan for future road connections to increase emergency access for new and existing residential developments.
  2. The city should improve the intersection at Ferry Street and Blue Star Highway.
  3. The City should provide additional parking in the downtown area.

Overall, the survey data reflects a range of community concerns and suggestions related to various aspects of the City of Douglas. Several recurring themes emerge from the responses. The importance of preserving the small-town charm and character of Douglas is evident, with residents expressing concerns about overdevelopment, particularly in open spaces and along the waterfront. Traffic and safety concerns are prevalent, with suggestions for improvements such as roundabouts and traffic lights at key intersections. Affordable housing and the need for a balance between seasonal tourism and year-round living are also recurring themes. Additionally, there is a desire for enhanced recreational facilities, including a community pool, recreation center, and better-designed bike paths. Overall, residents are actively engaged in providing input on the city's future, emphasizing the importance of thoughtful planning that aligns with community values and needs.