



# Memorandum

**TO:** City of Coopersville

**FROM:** Brad Misner, AICP, Senior Principal Planner  
Paige Brodeur, Assistant Planner

**SUBJECT:** Master Plan Survey Results Summary

**DATE:** June 30, 2025

**Public input was sought throughout the process through a survey to solicit public desires and concerns regarding the Master Plan update.** The survey was available on the internet via Survey Monkey starting in mid-March. A total of 451 surveys were completed. Comments from the survey are described below:

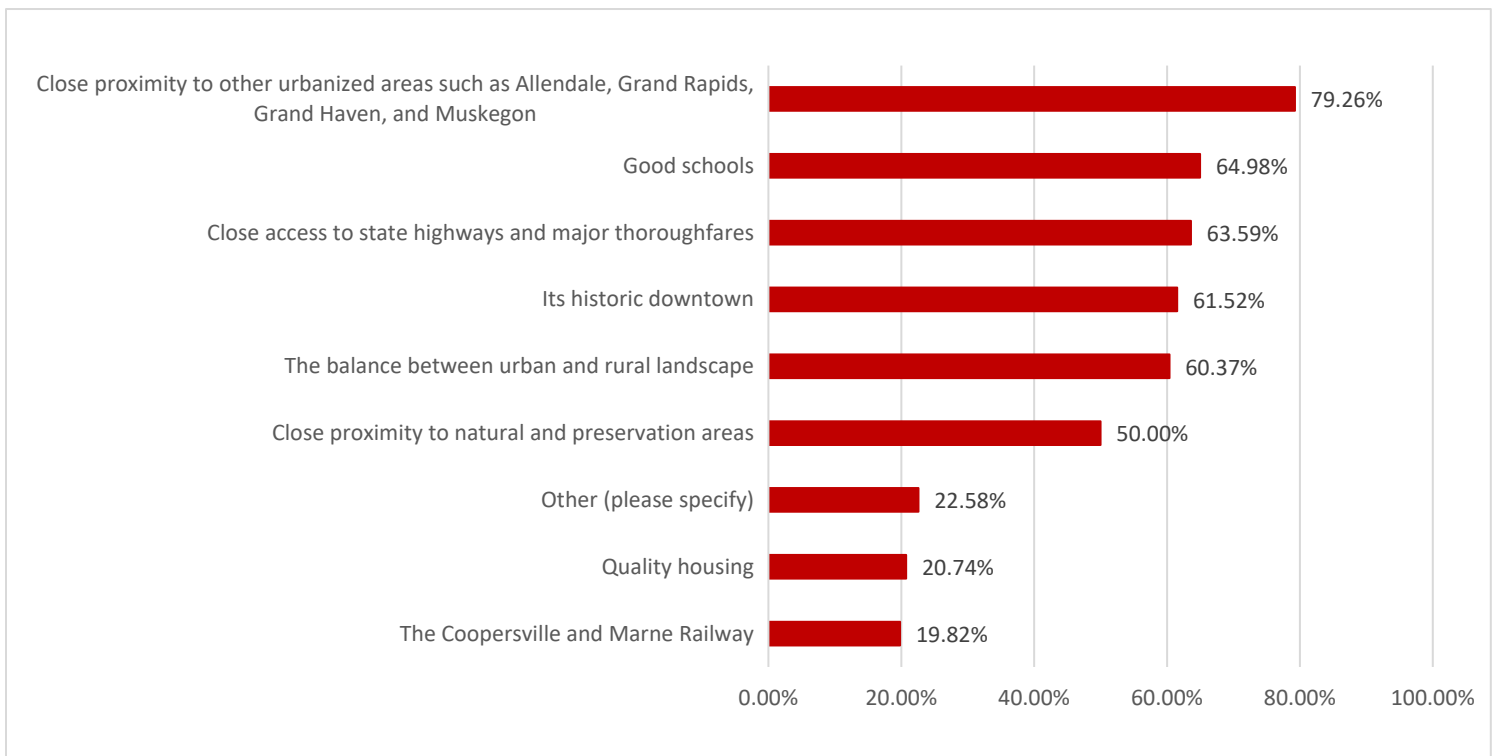
## GENERAL

The survey found that 81% of respondents are residents of the City. 74% shop or dine in the City, 62% are property owners, and 45% attend an institution in the City. A majority of respondents have lived in the City for over 21 years. A large portion of participants are between the ages of 35 and 64.

## LIKES, CHANGES, AND IMPROVEMENTS

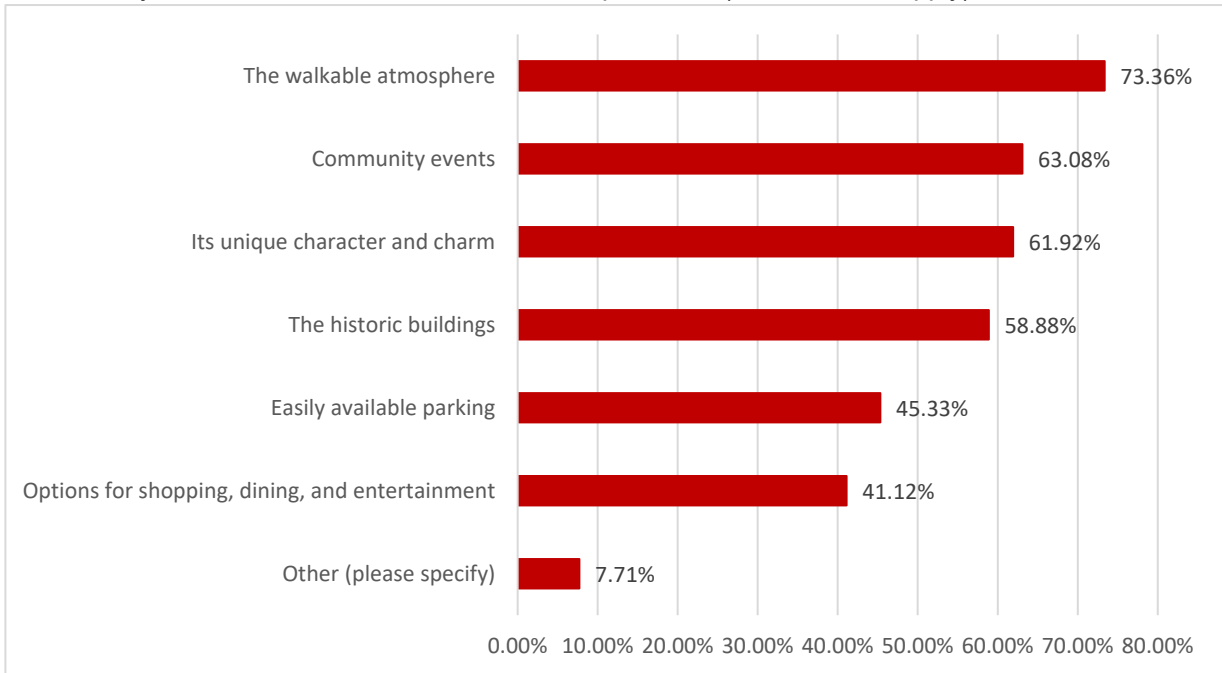
The first set of questions were in regards to what residents like about the City as well as what they would like to see change or improve.

- In general, what do you like about Coopersville? (Select all that apply)

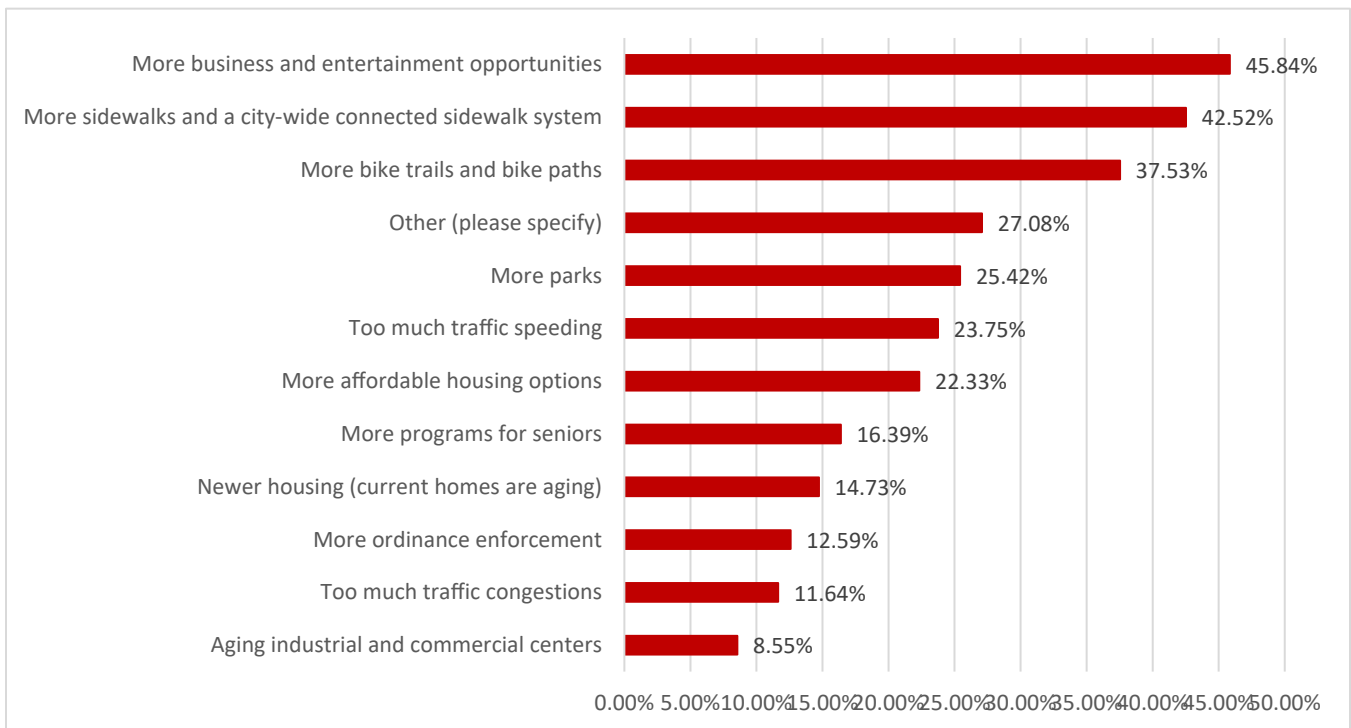




- What do you like the most about Downtown Coopersville? (Select all that apply)

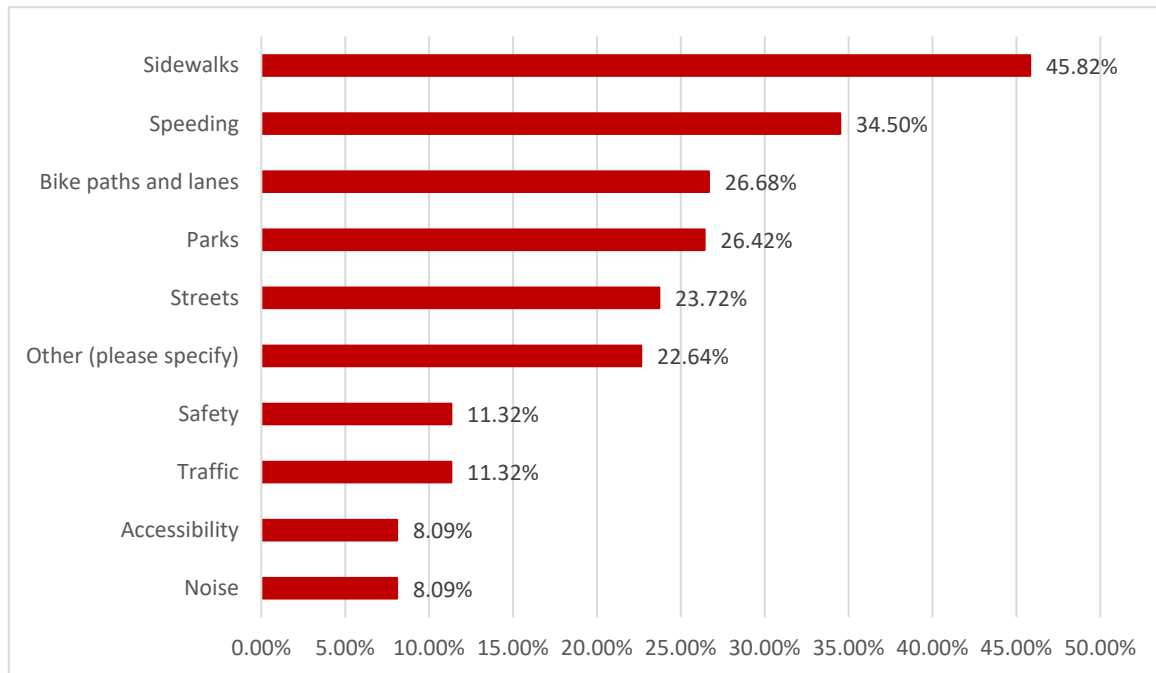


- In general, what do you think needs to change from its current condition in Coopersville? (Select all that apply)

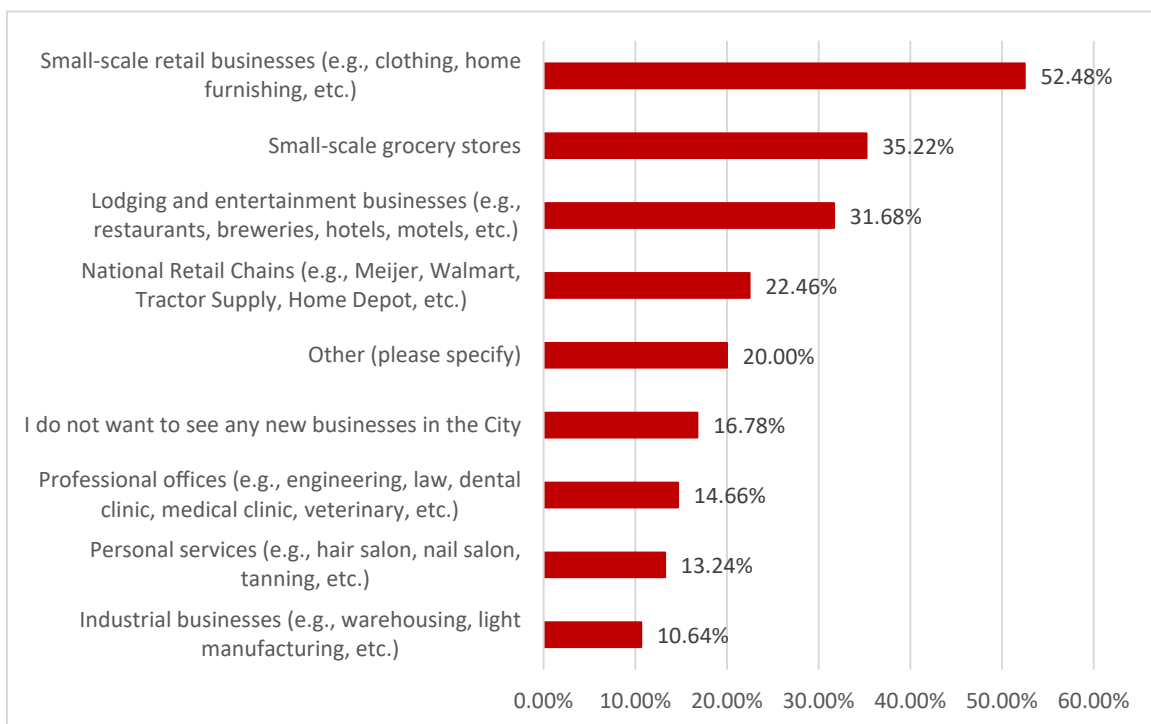




- What needs upgrading or improvement in your neighborhood? (Select all that apply)



- What type(s) of new businesses would you like to see in the area?





## HOUSING

The next section of the survey asked questions about housing. Participants were asked if the housing options meet their needs. 68% of respondents said yes, 20% said no, the cost is too high. 24% of participants said they were in support of the City exploring options to expand the current housing stock. 43% were not in support of the City expanding housing stock and 21% were neutral.

Regarding where new housing should be developed, 44% said it should be on the outskirts, 44% said it should be on vacant lots throughout the City, 31% does not support the development of new housing, 21% said housing should be downtown, near recreational and commercial destinations.

Next, participants were asked to rate the following housing option from 1 to 5 (1 being the least desired, 5 being the most desired).

### 1. Single Family



- a. 34% rated 5
- b. 24% rated 3
- c. 23% rated 4

### 2. Urban Single Family



- a. 27% rated 3



- b. 25% rated 1
- c. 21% rated 4

3. ADU



- a. 30% rated 3
- b. 27% rated 4
- c. 21% rated 5

4. Townhome



- a. 38% rated 1
- b. 23% rated 3



5. Cottage Court



- a. 28% rated 3
- b. 23% rated 4

6. Duplex



- a. 36% rated 1
- b. 25% rated 3
- c. 24% rated 2

7. Apartment



a. 69% rated 1

## TRANSPORTATION

Following housing, participants were asked about the City's transportation needs and efforts. The following are their general responses.

98% of residents use passenger vehicles to travel within Coopersville, 62% walk, and 32% bike through the City. Generally, residents tend to feel safe biking and walking in the downtown area: 41% saying they feel safe and 34% saying they feel very safe. On the topic of public transportation, the majority of residents say it is either not important (57%) or they are neutral/no opinion (30%). Participants were pretty evenly split regarding the placement of sidewalks. 47% would like them to be installed wherever one currently exists and 53% believe they should be installed in key locations, such as near downtown.

## PARKS AND RECREATION

The last set of questions were pertaining to parks and recreational desires. 82% of respondents feel they have safe and convenient access to the parks downtown. 53% were satisfied with the City's current parks system. When asked if they were satisfied with the City's current trail system, 49% had no opinion on the trail system followed by 30% being satisfied.

## ADDITIONAL COMMENTS

The final portion of the survey was left for participants to leave more general ideas and concerns. The following are their comments:

- "Taxes are too high!"
- "There are a lot of mature trees within the community which gives it character and when fall comes around the leaves are a lot of maintenance and cause the sewer drains to become plugged. Adding a service of leaf removal would relieve this issue and burden on homeowners for removal of the leaves and rubbish."
- "The water supply is inadequate to say the least as the city is growing the pressure is going down and recommend adding one or two more water towers or raising the existing ones to handle the current growth from within the city."
- "As the school's tax rate (mileage) is too high which increases the tax burden of the home when purchasing. This only allows those with good paying jobs to be able to afford proper housing. This unfortunately leaves those with lesser income the inability to purchase a reasonable home. Having a



community set up as an HOA for a tiny home community may allow first time buyers, single parents, single individuals and/or aging seniors to downscale their home freeing up a larger home for a family."

- "There are a lot of aging homes in the area which are in need of repair (historical homes). Possibly offering a tax break to the homeowner to improve the exterior appearance of the home for a period of several years with stipulations of course. Some cities offer serves to elderly for repairs as upkeep is hard and when the home is sold there would be a recapture in effect."
- "Randall St. is the main thoroughfare through the city. Most of the homes and businesses are near and attractive. Others like Coopersville. Surplus is an eyesore and not very impressive. Strip mall developments on 68th/Randall need to keep parking lots cleaner. There has been a huge increase in the use of electric vehicles over the past few years. I feel for the safety of the operators of these that there needs to be some ordinances. Seniors drive their amigos in the road and should have bright orange flags on them. There are many more golf carts in our subdivision. Youngsters are riding these very low to the ground vehicles in the streets and it is very hard to see them while driving. They also need flags or need to stay on sidewalk. The 48th St. entrance to Coopersville often has unsigned or homemade signs- that does not make a good impression."
- "I can't think of anything currently but probably will. Sorry, but I can't really give a good answer at this time. "
- "Taxes are too high "
- "Housing "
- "Taxes. Corporations need to pay their share and not receive massive tax breaks placing additional cost on homeowners."
- "It seems like there is a push for affordable housing and I don't know where it's coming from. None of my neighbors care about it at all. Given that property taxes pay for most of the education, adding affordable housing puts an undue burden on those who own a home versus those who rent. This needs to be solved before adding to the problem."
- "Need to address the current deer population. They have become more than a nuisance. They are health hazard to traffic and their droppings all over lawns and park areas. (We have at least 12-15 in our yard at any given day). They ruin gardens and yards"
- "Local safe spaces for lgbtq teens "
- "Your survey is a tool that will very likely be used to increase taxes and add regulations to property and business owners, while making the people think that they have a role in city planning. City planners (and consulting services) are often educated by left-wing universities and communism/socialism-supporting groups like the American Planning Association."
- "Deer creek needs to be cleaned out of fallen trees which prevent water flow and could create flooding, this needs to be addressed "
- "Thank you for the opportunity to share feedback. Semi-trucks speed way too often and I wish speed was enforced in the evening hours when they are traveling to and from Fairlife. I also wish trucks could not drive between 64th St. 48th St. "
- "I think the premise of the state funding source for this survey ie; to provide more affordable housing is wrong. The responsibility for housing costs surging to historically high levels lies with the Federal and State government. They created the conditions for prices to get out of hand by causing inflation due to excessive government spending and thereby causing interest rates to rise to unaffordable levels for first time buyers and home builders. Changes to State building codes and permitting fees have been way overdone also contributing to excessive cost increases in housing. Property taxes and homeowner



insurance costs are all increasing due to the inflation problem as well. These costs are becoming a real issue for existing homeowners let alone new homeowners. As a city you have very little to no control or any of these issues. Lobbying elected representatives to get government spending under control is the step to get inflation under control. If inflation continues the housing availability problem will only get worse."

- "That more people need to be aware that cyclists have a right to the roadways "
- "Better communication between City and residents. By the time the residents are made aware of something, it's too late. We don't all have time to go to all the meetings"
- "We just want this community to be a safe place to raise our children and we want to give our money to keep our small businesses alive."
- "The house developments that are already in Coopersville are not full and why come here as an adult— there is nothing to do. Other than watching our kids play sports this town has very little to offer the community. Bars are not for everyone-so what brings people here? Not much other than a couple events in the summer. The train is our only consistent form of recreation and once you took it once what take it again."
- "Trashy looking homes and yards."
- "How long a political yard sign can stay in your yard. I feel they should be from 6 weeks before an election and all signs come down within a week of the completion of the election."
- "No vulgar language allowed in any signage anywhere."
- "There should be a 4 way stop at Cleveland and East. Also, a light at Randall and eastmanville for safety."
- "No"
- "Small businesses and their needs should be addressed regarding start-ups and family businesses. It seems that the regulations that are in place on a county level are a bit of overreach. It is my feeling that our local community, neighbors, and individuals should be able to regulate ourselves and that the county and state are to serve the best interests of the citizens. Family First, then Community, then State and then our national interests in that order."
- "Na"
- "DO NOT DO APARTMENTS. "
- "Keep Coopersville small. That's why people come here. The bigger it gets, the worse it will get. More people=more crime"
- "The deer population is out of control. When you have to fence in anything you want to grow, that's very frustrating. Cull the herd!"
- "N/a"
- "East Street NEEDS to be repaved. Ideally another lane is added for left turns. The speed limit there is NOT a problem. 25 is perfect. The road/intersection at Randall needs to be updated for the increased population."
- "Water issues behind Talon dr. is a significant issue. Also, wouldn't mind the city cleaning up the sidewalks from time to time in the eagle ridge neighborhood. "
- "Property taxes and the efficient use of taxpayer funds need to be addressed. Government welfare to large corporations should not be at the expense of the taxpayers. And lower property taxes would also attract lower housing prices in the area."
- "Dog park "



- “The terrible smell from Fairlife that permeates for miles!!!!!! I love Coopersville and the people in this town but when I consider moving, it is because of the terrible smell! I should be able to open my windows or go for a walk without feeling sick to my stomach. It’s also embarrassing when you tell people where you live, and people associate our City with putrid smell. If we want to see growth in our city, bring people in to live and have businesses in our community, we need to fix the odor problem and make sure new businesses coming in do not create a worsening problem like Fairlife has! We already contend with the dump smell.”
- "Add a County Sheriff patrol car from 2p-2a for City."
- “To emphasize no new apartments, encourage home ownership only. Make a retirement community with condos extending into one of the townships but have city water and sewer as an option to it”
- "I wish to praise our city workers that plow the snow & keep our streets clear. Service to our community by the city staff in all departments makes living in a small town worthwhile."
- "Please stop pushing low-income housing, we don't want that here. We've said it a thousand times collectively. It would make me feel incredibly unsafe and skyrocket our crime rate. "
- “Do not make bills due on Fridays (Valentine's Day) when city is closed. I received a late bill for Water Bill where City sent a shut off notice due to late charged by one day late. Bill was paid for the amount needed. Add late charges to next bill instead if threatening residents.”
- “We purchased a home on Ridgefield Dr and moved here from Hamilton, MI about 6 years ago. We love the small town feel that’s paired with the convenience of being relatively close to both Grand Rapids and Muskegon. We will retire within 10 years and are very tuned into the value of our home for when we may choose to sell. This makes this survey very relevant to us. We appreciate the opportunity for input!!”
- "If we had a Meijer, a Home Depot, and a fabric store for my wife we wouldn't have to go to Grand Rapids/Alpine Ave at all!! That would be great!!!"
- "Put a roundabout at the Arthur/ 48th intersection."
- “And again, the fabric store and a better grocery store!"
- "Time to retire the noon whistle."
- "We need homes for senior citizens, possibly a senior community with smallish homes (2 bd rm) and a lower tax rate"
- "Focus on the less flashy development and more on the boring infrastructure needs. We need to maintain the existing community more than we need fresh new development. The needs of the existing community are being ignored."
- “The quality of businesses in Coopersville could be upgraded. Almost everyone I know leaves the city to grocery shop due to low quality, overpriced options. The parks get overfilled to the point of traffic congestion and grass parking during school and city athletic events. Parts of the city’s infrastructure ie Randall Street bridge is broken down, meanwhile you are catering to the milk plant in connecting to a larger wastewater facility. The actual needs of Coopersville’s great citizens are being ignored to profit off of large commercial development.”
- “Schools are important part of the City and housing needs. Coopersville is 177th in the state neighboring communities are doing better (under 100) would help . Coopersville has a reputation of a stinky town. Also, the cheap little town next to the dump that’s what I hear anyway.”
- "Thank you for listening!! "
- "Better communication between City and citizens...a Facebook page??"



- “Lowering property taxes incentivize people to build homes in the city. Coopersville has higher taxes than all the surrounding areas. Also, more large businesses in the area would provide more quality jobs, and people would want to build homes in the area.”
- “Loosen out building ordinances to align with desires of community homeowner storage requirements. The current requirements are too restrictive, there can be common sense and tasteful garages that can be built to complement the current home on a property. Restrictions should be more of a guideline, than having to check every restrictive box just to satisfy an ordinance.”
- “We need more speeding control. Stop signs along Randall St at East St., Mill St. Eastmanville St., 64th Ave. Also, at East and Cleveland as traffic from the North is often going too fast as it continues south. Install speed feedback signs and increase patrols in areas with reported speeding issues to enhance pedestrian and cyclist safety.”
- "Need sidewalks on 64th Street from Randall to Cleveland Street. Nice if Polkton could sidewalk to Sheridan Park Pavilion"
- “Housing is expensive in Ottawa County. I appreciate the fact that I feel safe and comfortable but I don’t agree with giving a developer big incentives especially when taxes seem to constantly increase for homeowners. Sidewalks down Center Street would be nice. Having more options for non-chain restaurants would be nice also.”
- "I'm happy here"
- "There could be dog dropping pickup stations since there is an ordinance to pick up the droppings. Also trash bins around the entire town and not just the downtown block."
- "To draw more business the city needs more housing which brings in more people. Which entices more business and industry to locate here. "
- "Speeding....people who drag and/or speed down Eastmanville Street "
- "I firmly believe people want to come to Coopersville for three reasons. The small-town setting, excellent schools and our values. If we grow too big, attract the wrong people, etc., we lose what people come here for."
- "For the amount of money you spend, you sure aren’t putting much into your fire department. They are priceless "
- "Issues of public safety and how to ensure proper funding and growth with the city for those services."
- "Do not want big apartments because all they do is bring trouble with, police, schools and fire departments and more crime not safe."
- "More code enforcement in commercial/ industrial areas"
- “Some members of city council are not looking out for current residents! We do not want more apartments. Build quality homes where people can raise a family. We do not want to be York Creek on Alpine. Keep the rural feel and don’t overwhelm the school system.”
- “I think our streets and sidewalks should be first. I don’t think piling people into our town is a good solution. Maybe townhouse style, but not large apartments. It will become like York Creek, lots of trouble. The possibility of troublemakers is greater. Remember that we are in between Muskegon and Grand Rapids. Just off the highway. Think about it”
- "The City’s roads need to be addressed. Also, in winter there is too much salt being used. Also, the assessments on houses are not accurate and out of control along with the taxes."
- “There had been a loss of community over the years due to the school boards personal agenda and lack of connection with city recreation, community events and the increased effort to move athletic items to the



top of the bond phases. We already have nice facilities and need the staff in place and paid well to support injury prevention, sports psychology and also fun the arts and fewer online academic options. More hands on in our schools.”

- "Finish sidewalks connecting ALL subdivisions. Enhance some trails over by/thru old Gunneman subdivision"
- “Re: the sidewalk question: I believe every neighborhood should be walkable; but if roads have good visibility and low/slow traffic, walking can be on the road. Sidewalks can be reserved for places they're needed, but "needed" to me is about safety, not centrality or commerce”
- "I moved here specifically because there's not much low-income housing. You don't want the problems associated with a rental community.”
- “See York Creek”
- "Would like MDOT signs pointing people to Downtown Coopersville."
- “The City Council is supposed to work for us. Everyone's taxes keep going up, and our infrastructure is crumbling. Main Street from downtown to East St is nothing but a patched-up mess. City Council Members and City Staff all got nice raises, which did nothing to help issues with roads and bridges. We can't fix Grove Street Bridge without waiting for unguaranteed funding...What's gonna happen when we find out Main Street Bridge needs replacing? Will that be closed for years too? I'd like to see some proactive saving of monies. It would be nicer than the city being caught with their pants down all the time and making up lame excuses to why we can't afford infrastructure upkeep, but we can buy new pickup trucks for DPW to drive around in. Maybe we need DOGE in Coopersville. I've always been pretty happy with how the City has been run. I'm not feeling that anymore. We need to do better.”
- "I love the Coopersville feel. Safe & small and welcoming to people who don't want to turn it into " Hudsonville". Keep it small w/ space to farm & people to grow up safely. "
- "Housing we need housing, everyone does."
- "none"
- "City employees should have to work 5 days a week and be available to the public during normal business hours!"
- "Apartment complexes shouldn't be built on vacant lots in residential areas right now if homeowners can't build bigger garages and barns"
- "The city needs to listen to its residents more. Listen to new ideas to increase revenue and less building up to make Coopersville bigger. Keeping the city clean and nice for those that visit and stop trying to push for low-income housing.”
- "Having one of the highest property taxes in the state, would love to see more community programs for adults. Adult rec leagues, fitness classes. Opening the school / track for public use. Having a facility similar to spring lake would be amazing."
- "Following through with truck ordinances and speeding on city streets."
- “Take care of what we have”
- “Figure out the zoning and then stick to it. Don't change it for every developer”
- “It is not the city's job to provide housing”
- “Keep the taxes, regulations and inspections down to a minimum and the developers will come”
- “It is not the citizens job to come to every council meeting, we elect the council members for that. If the city council makes a choice, we don't like we will let you know - you shouldn't be so offended when we do



- it is part of the process. If the council wants are opinion they can ask, there is no rush to make a lot of these decisions. With that in mind thanks for this survey, it is a good idea and appreciated.”

- “Coopersville has historically been a beautiful farming community with a peaceful downtown. We don’t want that to change. We are fed up with the addition of housing developments full of people who don’t understand farming life and who are rude to our tractors on the roads. That endangers the lives of those who have lived here their whole lives.”
- "Repair Grove St bridge"
- "Would like to see the blue MDOT signs on the highway (exits 16 & 19) directing people to downtown...food, gas, hotel, museums, train, shopping, etc. "
- "If you are going to countdown until when you can retire, just do everyone a favor and retire early. We don't want people working for the city."
- "Maybe a movie theater would be nice."
- "I feel council members should live in Coopersville"
- "The lack of listening to what the community actually wants"
- "More unlocked public restrooms around the city."
- "Sidewalk on both sides of Randall. Cleanup railroad and better parking. A bus was stuck in the sand how embarrassing."
- “There needs to be better infrastructure if we plan to bus more people in here for low-income housing, which our people have said hundreds of times we do, collectively, NOT WANT. We need less industrial businesses, at least 1 more grocery store, and we need better traffic control such as a light at Randall and 64th... you can't turn left out of businesses during busy times because of constant traffic flux from the roundabout and heading west down Randall... There's nothing slowing any of those people down. Also, the west elementary in particular added onto their building yet the parking lot only ever has about 5 open spaces and the loop is way too small. The other parking is way out by the road.. this isn't convenient for all the people trying to pick kids up, so how would we do it with a bunch more? There's not enough room now and people drive like maniacs up there as it is.”
- "I'd say 95% of the people that live here don't work here. Those that do work here live elsewhere and don't want to live here due to the high taxes "
- “Our current administration is using this Masterplan process to make changes to Zoning Regulations and trying to implement new wording to specifically benefit specific landowners. It's also shameful that you would continue to have specific language that allows for no Zoning Board oversight of the PUD area but hold all the residents in other Zoning Designations to different Standards is Shameful and Unethical”
- "Sidewalks throughout entire city and enforced ordinances. "
- "We need to maintain a low maximum height for housing. We Do Not need more apartments. If any are considered, they should only be small 24 or 48 units, and no adjustments to the height limits.”
- “There should be No Tax relief for the developers. "
- "The City needs to listen to their citizens who actually live in the city and utilize services, shopping and schools to determine what is needed. I do not feel like the city takes our concerns and opinions into consideration "
- "Lighting in neighborhoods is not adequate. It is dangerous."
- "Please do not allow duplicate businesses in our town. It will hurt what Coopersville is all about. UNIQUE. Downtown needs help. Not good having seasonal businesses downtown. All stores should be open year-round.”



- "The City Council and mayor not giving a care about their residents and only caring about growth. Keep what you have. And make it better for those you have here."
- "No more apartments! Keep Coopersville small!"