

Community Survey Report



Introduction

From January 12, 2026, to March 13, 2026, the Fruitland Township administered a community survey to gather public input on services, housing, land use, transportation, and other related topics relevant to the Township's efforts to update its Master Plan. The survey responses provided a considerable amount of quantifiable data and insight to help provide policy direction throughout the Township's master planning process.

The survey questions were developed with the assistance of the consultant team from Williams & Works. The 26-question survey was organized to gather responses from the residents of the Township. The questions were asked via the online survey tool, Survey Monkey. A total of 862 responses were received by the March 13, 2026, close of the survey. 75% of the 862 responses completed the survey in its entirety. The 862 responses out of a population of 5,793 people (2020 Census) equate to just under 15% of the Township's population, which meets the criteria of a "representative sample." A representative sample is a subset of a population that accurately reflects the characteristics of the entire population. The percentage of the population that constitutes a representative sample depends on various factors, including the size and diversity of the population, as well as the specific criteria for representation. In statistical terms, the goal is to have a sample that is large enough and diverse enough to capture the key characteristics of the population. Generally, a sample size of around 5-10% of the population is often considered reasonable for achieving representativeness in many cases. While 15% of the population may seem low, it exceeds the generally recognized 5-10% that is normally indicative of a representative sample.

The survey was successful in that it produced a high response rate and because 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, where there are often less than one hundred participants. 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. Many questions allowed the respondents to leave "other" open-ended comments that may not have been covered with the multiple-choice options provided. And finally, an open-ended response allowed respondents to comment with whatever input they may have, without regard to a specific topic or question. Responses were kept as written by the respondent.

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 (for example, 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.

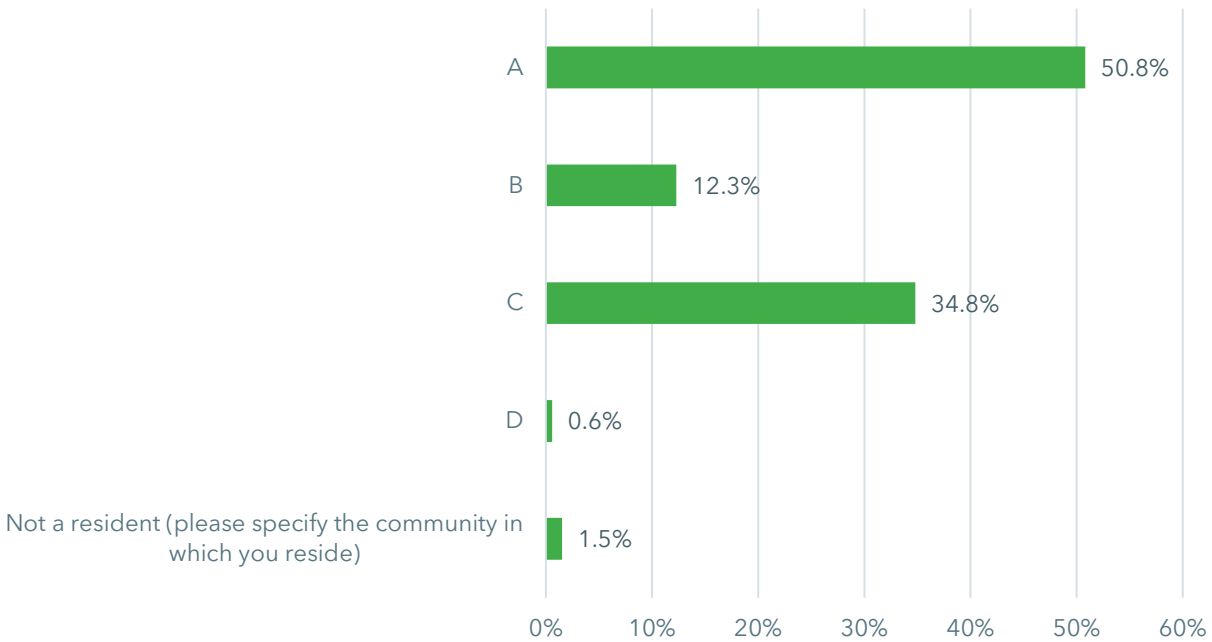
An ordinal scale is more useful in gaining insight into respondent beliefs because it includes the characteristic of rank order. One item is greater or lesser than another item, or it has more or less of a particular quality, based on a commonly understood standard. An ordinal scale enables some greater judgment about the relative strength or weakness of a particular response (e.g., "very important," "too quickly," etc.). However, it does not include a quantifiable or consistent interval between the various points in the scale.

A ratio scale was used for questions where respondents were asked to indicate a range of items that applied to them, such as age. And finally, most questions contained an option to write in additional thoughts.

Results

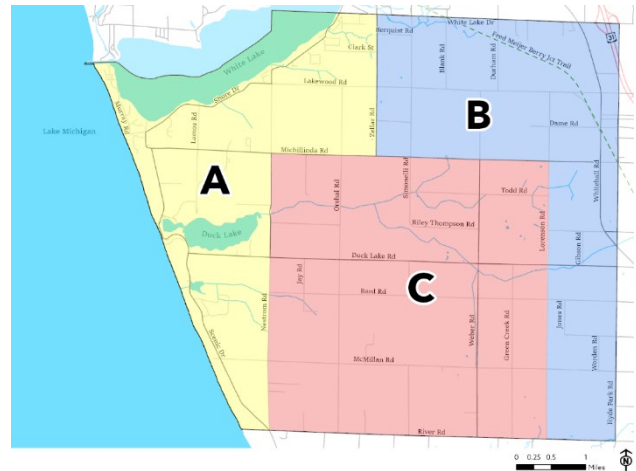
The following pages contain the survey questions and the results provided by the respondents, along with a graphic representation of the result of each question. All raw data is provided, and, in some cases, a weighted average is provided. A weighted average is an average where some values count more than others. For example, in questions where respondents were asked to rate items in the level of importance, "very important" would hold the highest numeric weight, whereas "not important" would hold the lowest numeric weight. Instead of treating every number equally (like a traditional average), each value is multiplied by a weight that reflects its importance, and those weighted values are then averaged.

Question 1: In which part of the Township do you reside? (Please refer to the map below.)



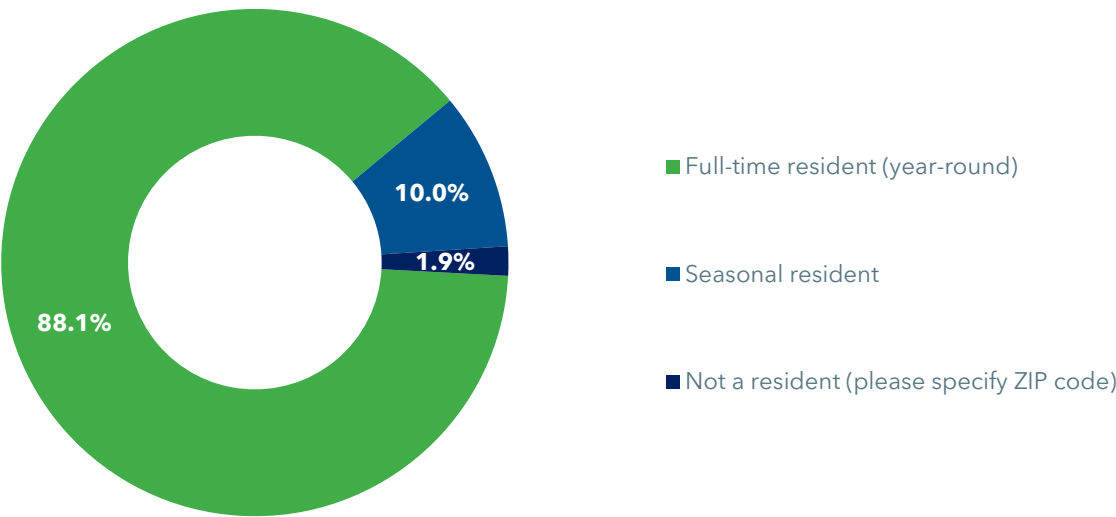
"Not a resident" responses:

- 49442
- Already filled out. This is just for purposes of commenting on this survey
- Chicago suburbs. house in zone A
- City of Montague
- City of Whitehall
- Former resident, grew up in zone A
- I am in Dalton Township but grew up in C on the map and still have family living there.
- Kent County
- Marne, MI
- Muskegon township
- My property is in C, but I don't reside there yet.
- Ottawa
- We own property (a lot) on Heritage Dr.



Question 2: What is the status of your residency in Fruitland Township?

Answer Choices	Responses	
Full-time resident (year-round)	88.1%	758
Seasonal resident	10.0%	86
Not a resident (please specify ZIP code)	1.9%	16
	Answered	860
	Skipped	2

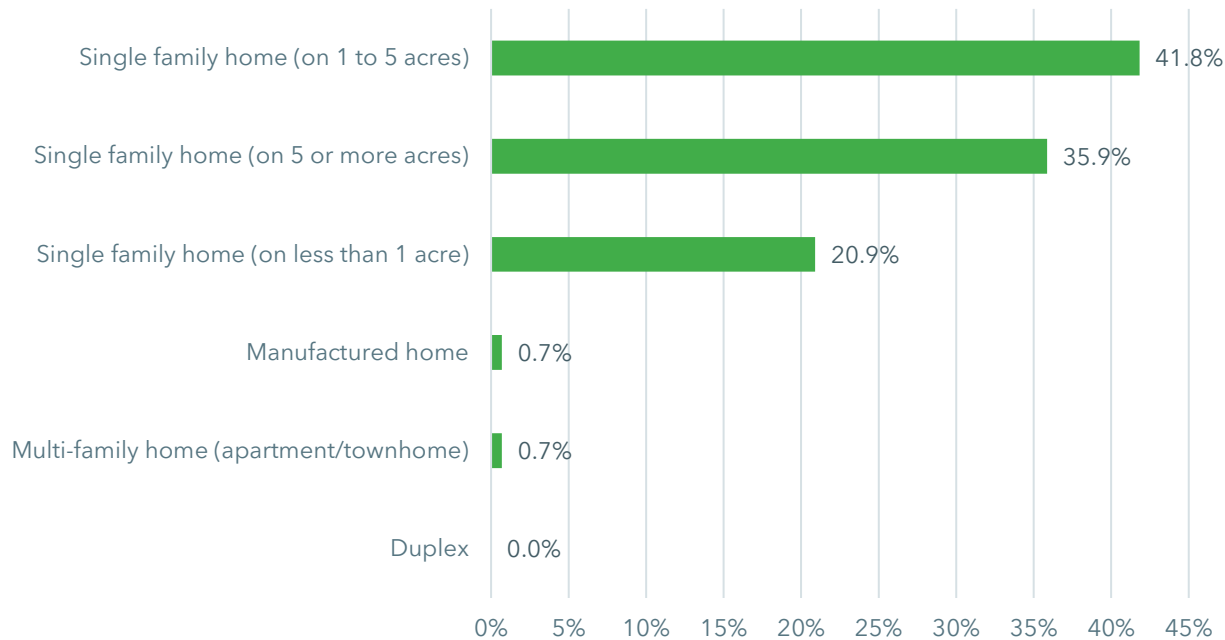


“Not a resident, specify ZIP code” responses:

- 48230
- 49426
- 49435
- 49437
- 49442
- 49442
- 49445
- 49445
- 49457
- 49461
- 49461
- 49461 (property owner)
- 49660
- 78133
- See above.
- 49445

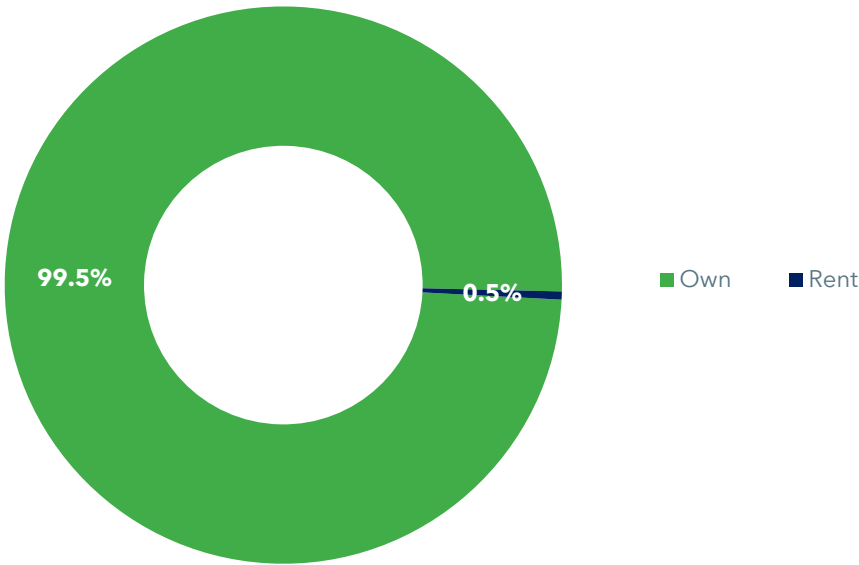
Question 3: In what type of residence do you live?

Answer Choices	Responses	
Single family home (on 1 to 5 acres)	41.8%	358
Single family home (on 5 or more acres)	35.9%	307
Single family home (on less than 1 acre)	20.9%	179
Manufactured home	0.7%	6
Multi-family home (apartment/townhome)	0.7%	6
Duplex	0.0%	0
	Answered	856
	Skipped	6



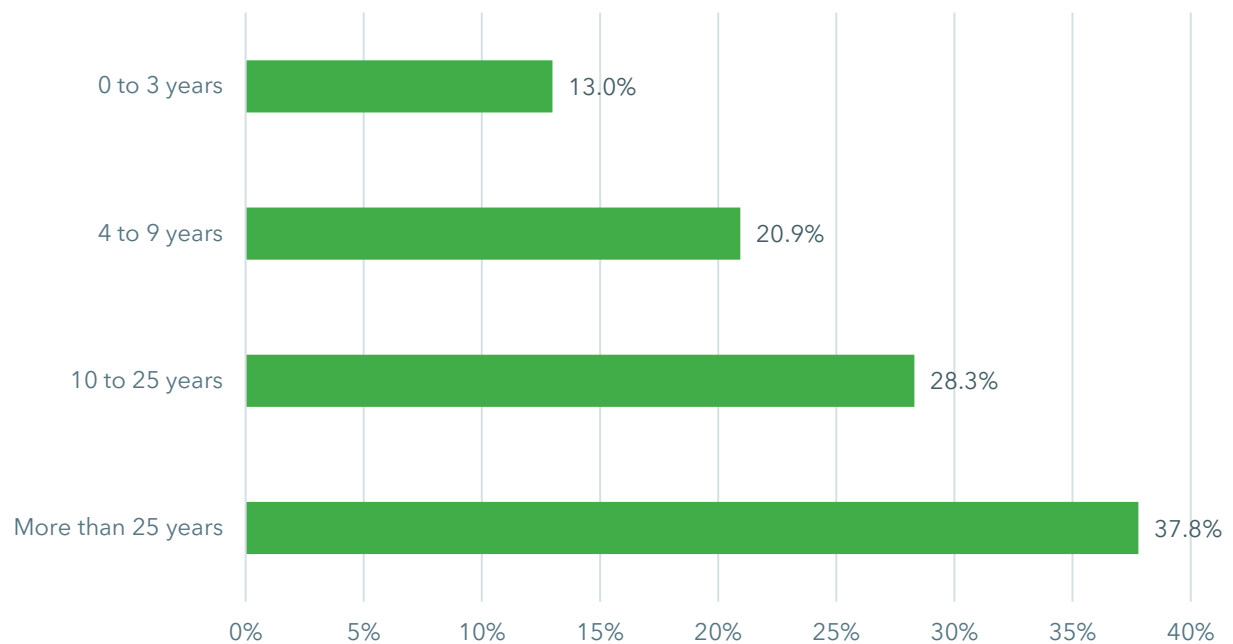
Question 4: Related to your primary residence, do you own or rent?

Answer Choices	Responses	
Own	99.5%	852
Rent	0.5%	4
	Answered	856
	Skipped	6



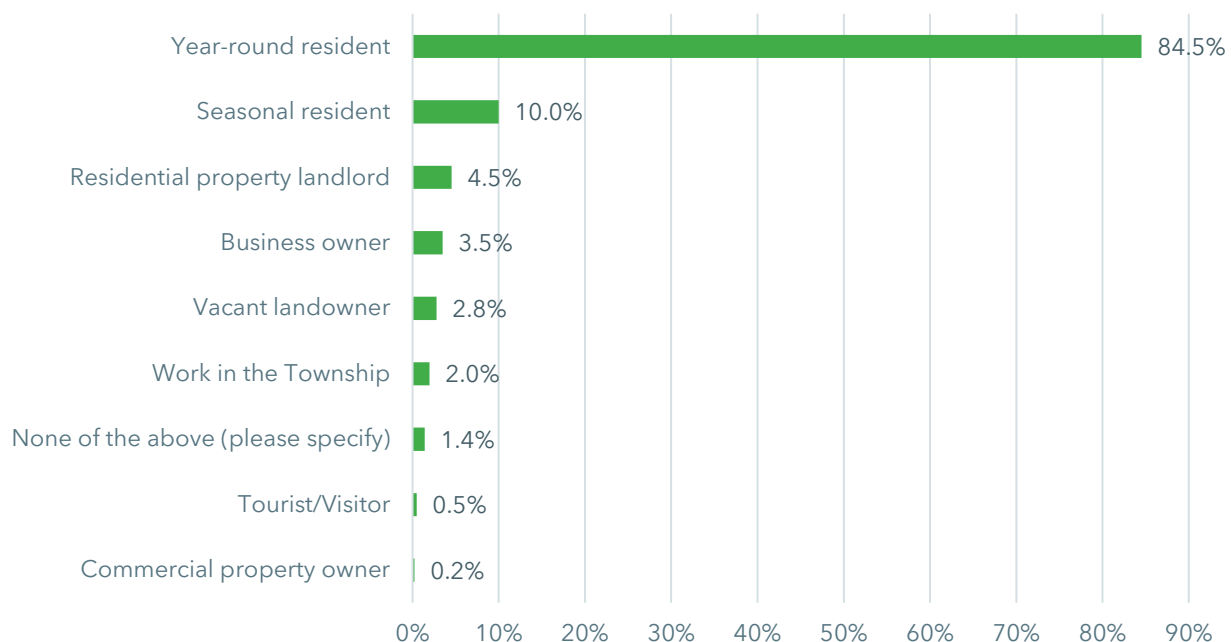
Question 5: How long have you lived in Fruitland Township?

Answer Choices	Responses	
0 to 3 years	13.0%	111
4 to 9 years	20.9%	179
10 to 25 years	28.3%	242
More than 25 years	37.8%	323
	Answered	855
	Skipped	7



Question 6: Which of the following best characterizes your primary connection to Fruitland Township? (Select all that apply)

Answer Choices	Responses	
Year-round resident	84.5%	727
Seasonal resident	10.0%	86
Residential property landlord	4.5%	39
Business owner	3.5%	30
Vacant landowner	2.8%	24
Work in the Township	2.0%	17
None of the above (please specify)	1.4%	12
Tourist/Visitor	0.5%	4
Commercial property owner	0.2%	2
	Answered	860
	Skipped	2



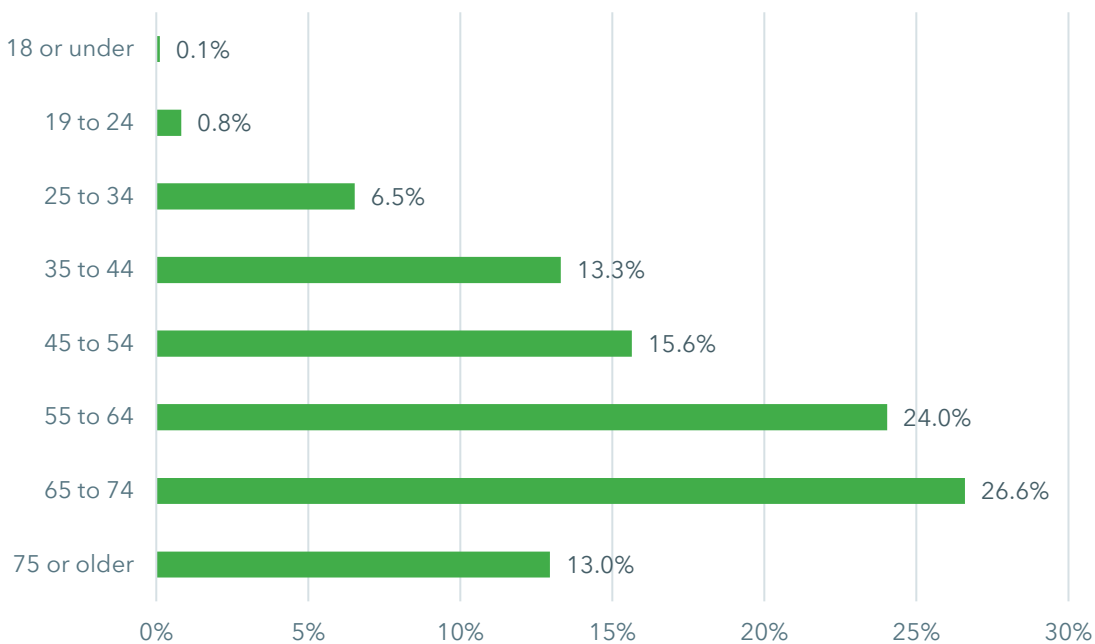
“None of the above (please specify)” Responses:

- Already Filled out. This is just for purposes of commenting on this survey
- Former resident
- Full Time Resident
- Home owner
- Home owner
- Intermittent resident throughout the year

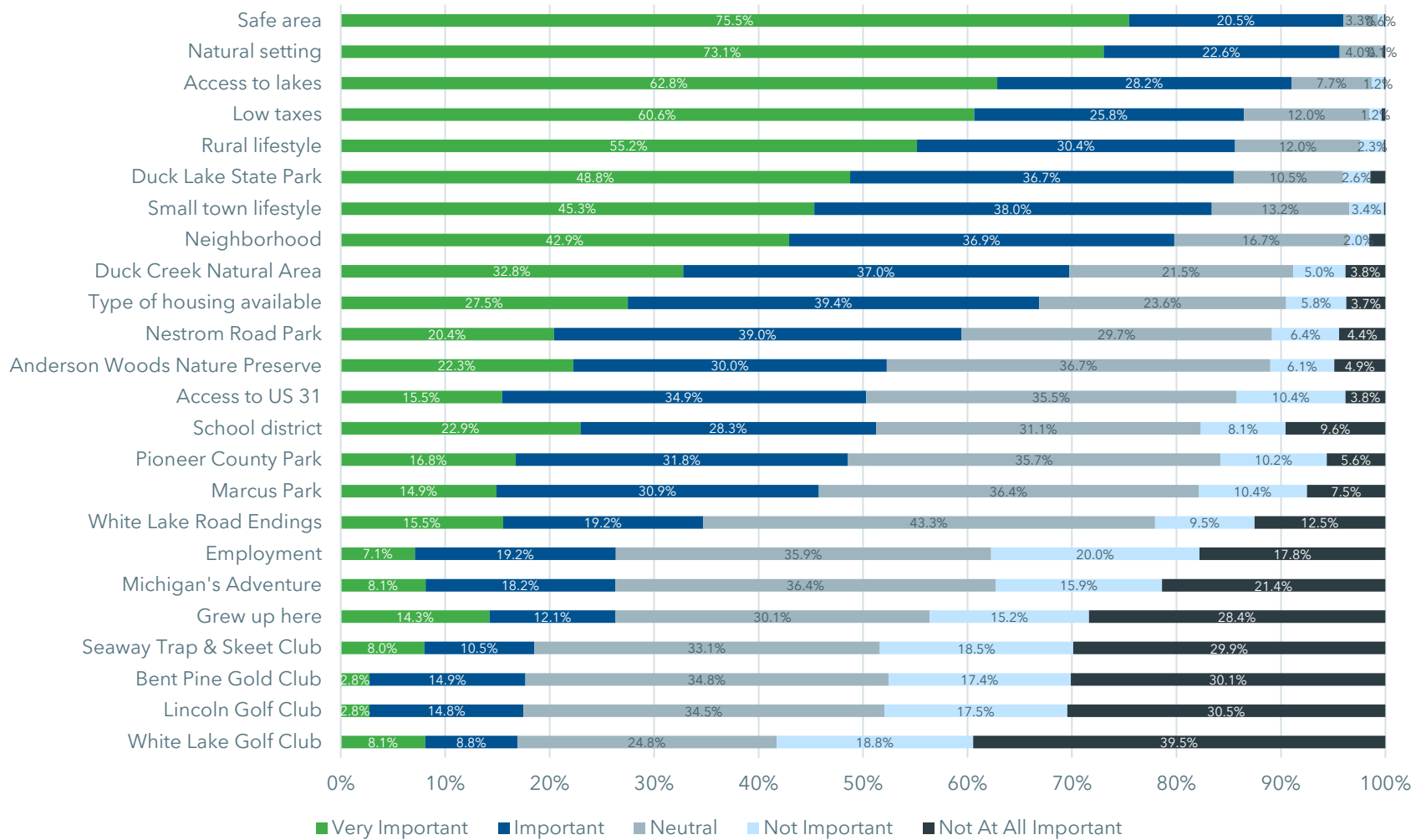
- Live in neighboring Township and both my wife and I grew up in and our folks still live in Fruitland Township.
- Lived in the Sylvan Beach Assoc. for 50 years year-around
- Our daughter lives on Duck Lake seasonally. We are able to come at different times.
- own a vacation cabin that we visit on weekends and in the summer
- Retirement home purchased ahead of retirement
- Trying to build a house to live and farm from year round

Question 7: What is your age?

Answer Choices	Responses	
18 or under	0.1%	1
19 to 24	0.8%	7
25 to 34	6.5%	56
35 to 44	13.3%	114
45 to 54	15.6%	134
55 to 64	24.0%	206
65 to 74	26.6%	228
75 or older	13.0%	111
	Answered	857
	Skipped	5



Question 8: If you live in the Township, rate the following features in level of importance in deciding to live here.



Open ended responses:

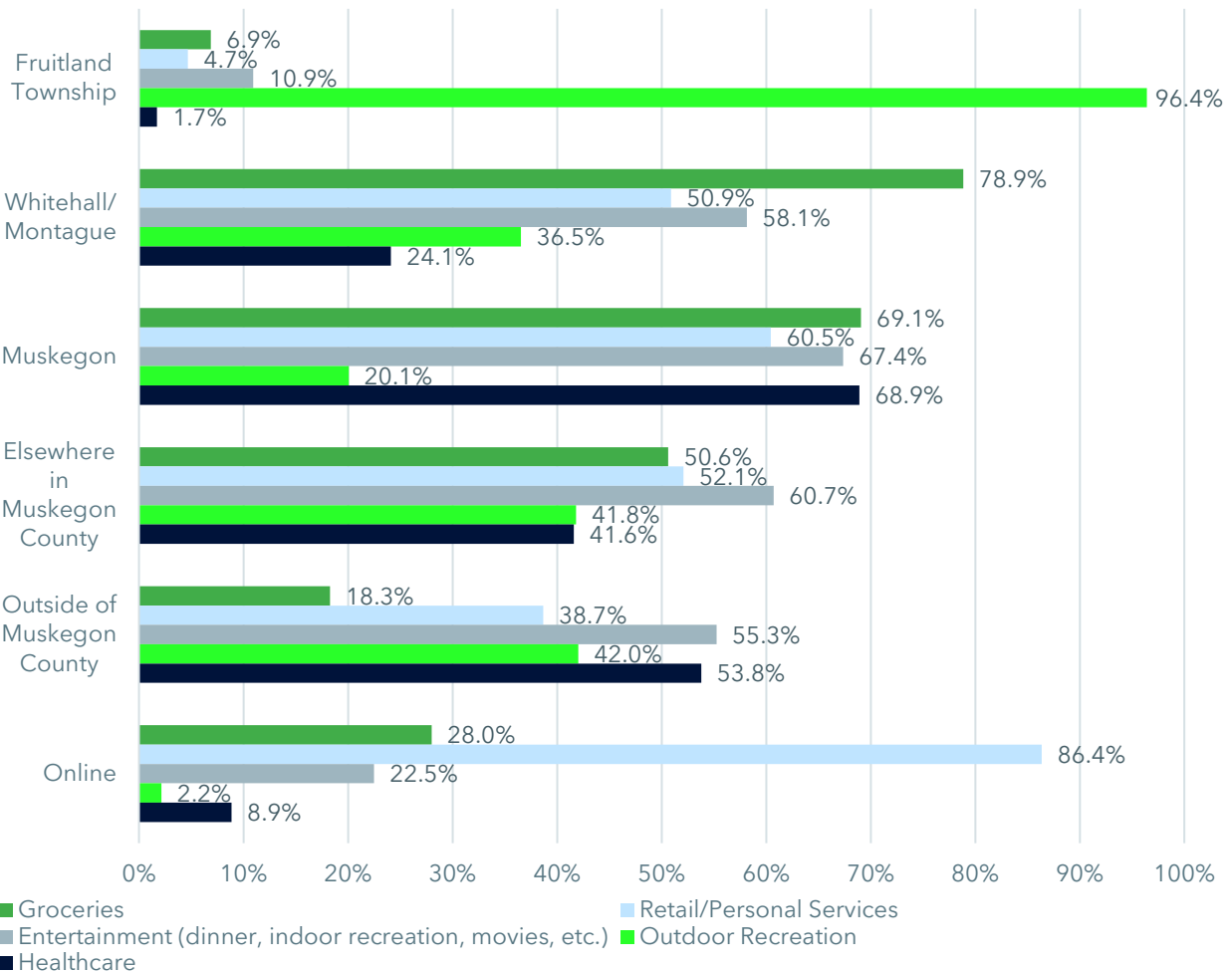
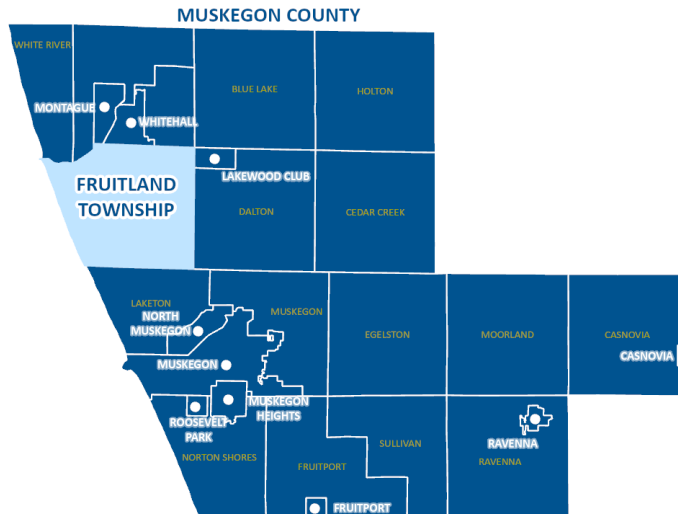
- Access to boat launches/marinas on white lake
- Affordability is important.
- Better roads better internet better maintenance of roads and faster times of police response in an emergency
- Bike/Pedestrian pathway along Murray Road.
- Bring back Frisbee golf course at Fruitland Township Hall very important. Love the Duck Creek hiking trails - very well done and appreciate Fruitland Township's support of the project. Get rid of unnecessary permits to improve property - Fruitland Townshio has excessive permits for property improvements so properties look run down.
- Bringing new businesses (restaurants, shopping, and hotel) into the area like all the other towns up and down the west coast of Michigan.
- "Change zoning so parcels with greater than 20 acres can have larger garages and more out building space.
- Retiring with simple hobbies on one's own property shouldn't be hindered by zoning maximums to build appropriate buildings needed to protect animals and machines."
- End of McMillan Park. Very important
- Freedom of space and time, low government interference
- I believe we need less government and more privacy. I don't believe we need more rules and regulations. We need lower taxes and less spending. Dave
- I currently reside with my parents but I don't think I can ever afford to live in this township as the taxes are extremely high
- I do not support building permanent bathrooms at Sadini park at all! This would be a terrible investment of our taxes or any other funds used. Permanent bathrooms need constant maintenance, are vandalized, are made messes of, need constant fixing due to careless acts and I feel those are only a few things on the list. The porta johns are MORE THAN sufficient for park goers. They are frequently serviced, do not need winterizing, are easily changeable if they are damaged and normally clean and in good condition. The Whitehall bathrooms at Goodrich Park are always messy and more times than not they are unusable due to unsanitary conditions left by users. We have been to Goodrich numerous times and leave the park to use other facilities before returning due to their condition. PLEASE DO NOT BUILD bathroom facilities at this awesome park! Again, this would be terrible decision for this great space.
- I feel we should have access to city water
- I had horses and there were beautiful trails and roads to ride on. I had ten acres for the horses. I like the wild life here and the forest. I was close to where I worked, Montague Public Schools.
- I like Fruitland Township having properties that resident families and children can enjoy.
- I love this area!

- I moved here from a busy and noisy city because I had a deep desire for the peace and quiet that I remembered from growing up in Fruitland Twp. Living in Fruitland has dramatically improved my mental health, I am happier than I have ever been and I hope it stays that way. Quiet, rural neighborhoods are growing increasingly rare and I am vehemently against more housing and neighborhood development in Fruitland.
- I only want my road cleared to the concrete and salted or sanded. This is a life-threatening problem with many accidents happening that needs to be solved to make this a livable place year-round.
- I think it's unsafe to allow hunting in parks where people are skiing, snowshoeing, and hiking. Someone is bound to be hurt or killed at some point. What a catastrophe that would be!
- I value low taxes but taxes are currently not low. I want to build a small house on my vacant land and move to the township, but currently the township has too many restrictions (on size of the house, size of the ground floor, and outbuildings, like a shed or garage).
- I want a bike path in this township. I walk year-round and we don't have shoulders and it is not safe. Please make this a priority!
- I would also say that these were/are important: Lakeside Inn, WLYC, White Duck and Red Rooster. Having these sources for the food/drink options was/is appreciated and we should support them.
- I'd really like to see the minimum acreage for livestock go down for goats/sheep
- In future planning I would like to see the township focus on developing non-motorized trail connections between Whitehall Road and Scenic Drive (Lake Michigan Access points), and a bike-pedestrian trail developed on Scenic Drive itself, connecting White Lake to the Muskegon Channel (beach) State Park. Please also study county-wide public transportation systems that give easy access to small bus/van transport to cities north and south of us--24 hours/day!
- Keep rural character. Don't allow industrial, but support small business (Mom & Pop) that enhance and attract residents & visitors alike
- Keep taxes low
- Keeping township land intact, harvesting lumber from it and replanting trees for future harvesting and keeping it open to hunting.
- Lake Michigan
- Large acreage parcel for horses.
- Let's keep our township a low development area. This is great for country living. Let's not crowd it with higher density developments or lower land sizes. Fruitland is a place for open spaces not higher densities.
- love the rural life style . . . keep us country . . . guns are not scary . . . farm life and agriculture are good . . . animals are not negative . . . let's keep it rural
- Make ORV legal to drive on roads
- McMillan Rd. end lake access. (Bob's Park)

- McMillan Road end beach access
- Michigan's Adventure has provided loads of fun to our grandkids who enjoyed running into school friends as well as friends from out of state. Kids have had season tickets along with grandpa who likes meeting up with fellow "old timers". Never too old for Michigan's Adventure.
- Most of these things had little effect on the decision to live here. Taxes are too high but we loved the nature and wanted to be close to water. We also like local arts options and culture.
- Moved into the area about 18 months ago. What I've noticed is the amount of garbage, run down vehicles, trailers, campers, boats, etc. in yards. Why isn't the ordinance being enforced. It's a beautiful area but the rusty items and trash are not a good representation of this township
- My family grew up camping in the area, and we always hoped to be able to have a place for us to all come in the summer.
- Near family.
- Nestrom Road end very important
- Need more affordable housing options, area would benefit from more condos or town houses. Township rules, policies and past decisions need to be upheld. Illegal prior actions/decisions of the planning board that were not followed need to be corrected including returning land to the rightful owners.
- Need more business on the lake.
- Neighbor extremely loud most days all day outdoors cutting each blade of grass, crazy, others ride on their 4-wheelers and snowmobiles, through yards, walking paths, and on the neighborhood streets. Others think it's fine to put up a full-size teepee and add their extra trailers onto their additional lot 24/7. Another has fully trashed their front yard. Used to be a nice neighborhood, Terravita, but no longer. Too bad nobody is able to monitor this or set any ordinances, yet property taxes raise every year. Good luck with your Master Plan.
- no potholes, no permits for garage sales
- pier and lighthouse---important
- Privacy
- Questions is a bit misleading as the criteria is low taxes and I feel taxes are NOT low by any means, yet I did decide to live here.
- Quiet
- Quiet areas which should go along with natural setting and rural I suppose. Constant gas-powered equipment running, as in huge leaf blowers and mowers, is really detract from this.
- Residents continue to store junk cars and random junk in yards- why are they allowed to continue?
- Taxes are NOT low
- Taxes are not low so you may want to take that question out.

- The increase in taxes over the past 5 years are outrageous
- The vibrancy of downtown Whitehall and Montague is very important to me and my family.
- Very concerned on the high property taxes in this area
- Very nice place to live. But 5-acre sites are getting hard to come by for future residents.
- We are very, very opposed to short term rentals in our section of the lakefront
- We love living here and hoping more businesses move to Whitehall and need a restaurant on white lake. ♥
- We love the walkability and wish there were a bike path along Scenic Drive. People go too fast on that road, and it has NO shoulder. It would be lovely for the township to make a trail for bikes and people to walk safely.
- We need a nice restaurant with a fine dining experience here in Fruitland Township.
- We need more preservation of our rural life. We need to limit new commercial and multi-family development. This is not the place for "affordable" housing. Which is just code for higher density and lower quality.
- We picked out property based on closeness to Howmet and the house was unfinished, so we could save money.
- What is Anderson Woods??
- White River Light station & Museum. Other historical buildings & landmarks.
- White Lake Yacht Club, Sylvan Beach Community. Also sometimes seasonal is 5 months, sometimes 8-12months. Varies yearly as we like to travel.
- Why is Michigan's adventure using duck creek
- wlyc
- Would really like to see more bicycle paths. Especially along Scenic Drive
- You ask about WL golf course but not WL Yacht club - why is that

Question 9: Where are you most likely to go for the following goods and services? (see reference map if needed)



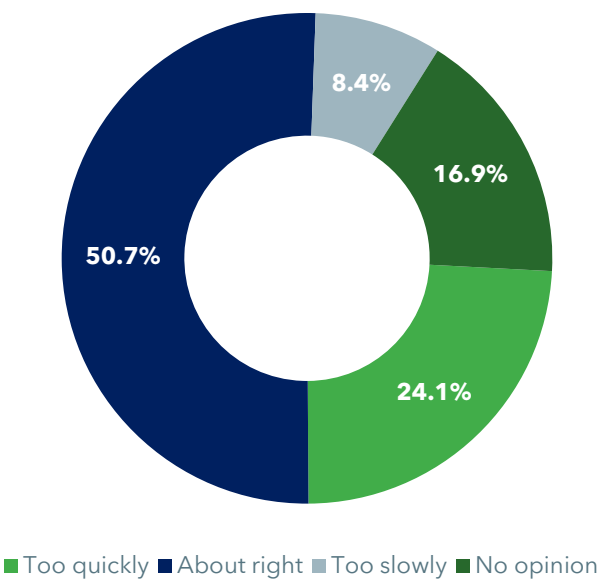
Open Ended Responses:

- depends. food local. material Muskegon
- Elsewhere= North Muskegon
- Grand Rapids
- Groceries in North Muskegon
- I enjoy the spacious of the twp. I would like the 5-acre ordinance for buildings. This also would protect our aquifer.
- map confusing... when I checked "Muskegon" I mean North Muskegon for some of those answers.
- Medical, GR
- Meijer Shipt
- N A
- Not sure if I understood the question correctly
- Only those personal items too difficult to find locally. I enjoy getting out to shop.
- Overall, health care sucks. When we moved here 25 yrs ago, first thing to set up was healthcare. When inquiring who were the best doctors or clinics, I'm told " If you have a serious condition or ailment, don't do local. Instead head over to Grand Rapids Doctors, Specialized Clinics and DeVos Children's Hospital. Same holds true today. My knee surgery caused foot misalignment and unnecessary vein ablation.
- place like White Duck and PM Tire are very important to serving the members of our community
- Shop for groceries and retail in Fremont, more variety.
- shopping, medical in North Muskegon
- We could use 2 decent restaurants in Whitehall/Fruitland Township
- We need more service business and small retail near Whitehall road
- We purchase some groceries in Grand Rapids. This area has no Whole Foods or Trader Joe's.

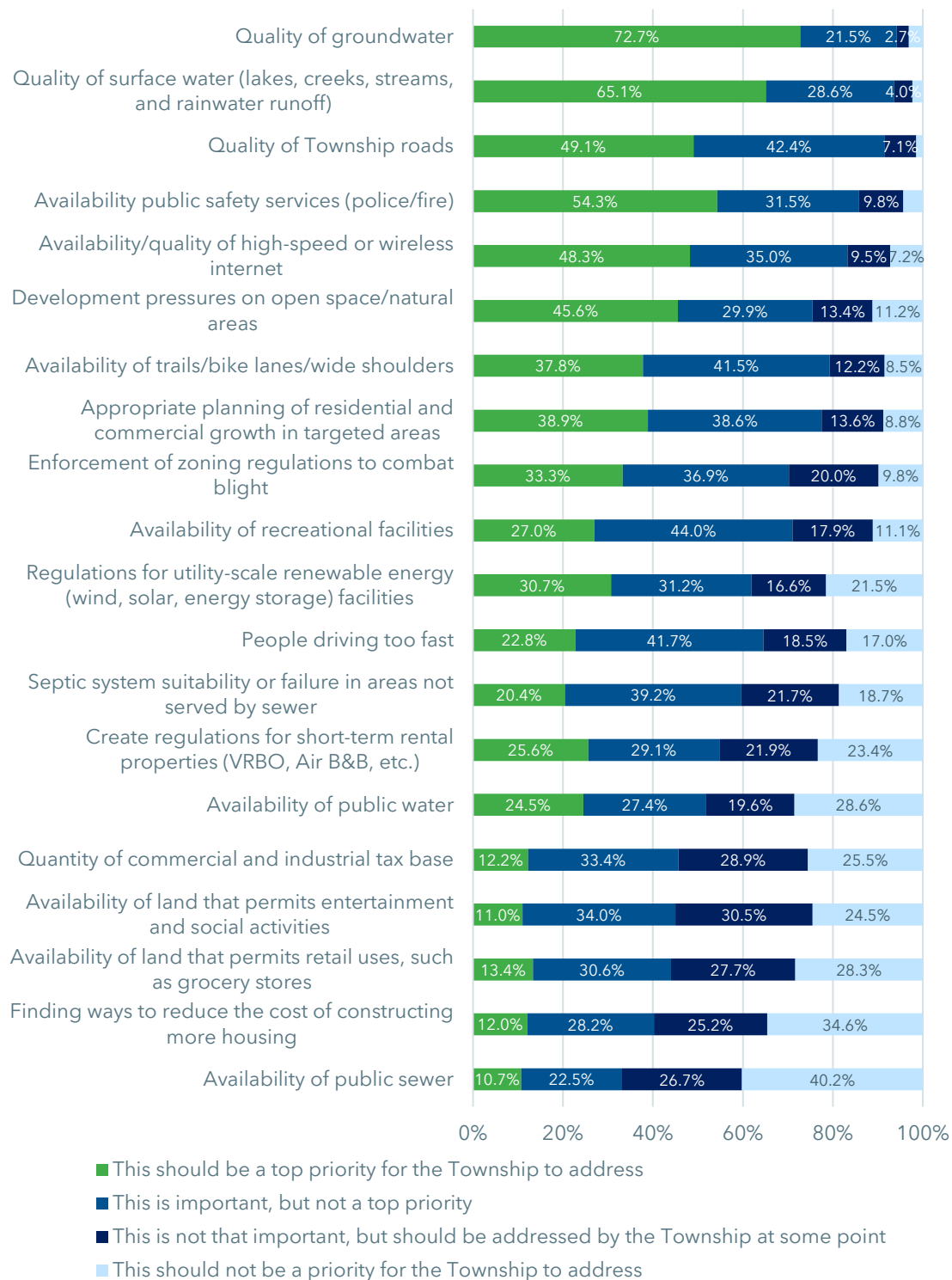
Question 10: Regarding the growth of the Township, do you think Fruitland Township is growing.

DRAFT

Answer Choices	Responses	
Too quickly	24.1%	181
About right	50.7%	381
Too slowly	8.4%	63
No opinion	16.9%	127
	Answered	752
	Skipped	110



Question 11: Please rate the following topics in terms of how the Township should prioritize addressing each:



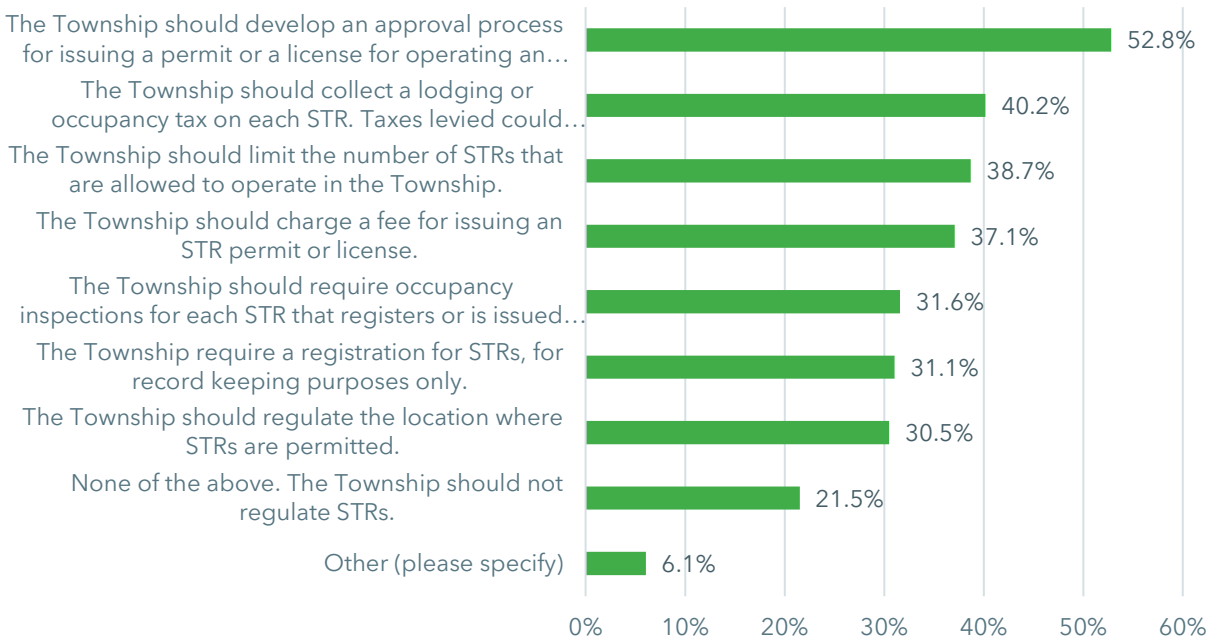
Open ended responses:

- ABSOLUTELY NO SOLAR / WIND / DATA CENTERS NEED TO BE HERE!! More restrictions on rentals of any type!!! We DO NOT NEED pedal bike lanes!! Those riders can go over to the bike paths THAT HAVE ALREADY BEEN PAID FOR!!
- add a bike path on Scenic Drive to connect the county and state parks
- an action plan to deal with the effects of climate change and pollution on the natural resources in our Township.
- as for speeding/ wide shoulders I feel these need to be addressed especially for kids who have to walk in the dark on the side of the road in the morning and cars just seem to go as fast as they can. My kids would also like to be able to ride their bikes safely on the side of the roads and there's not much room.
- Availability of snowmobile trails and appropriate snow-covered shoulders for trail access.
- Better job of snow removal should be high on the list
- Clean environmental issues top priority
- control rights for quality of living, lower and control noise and light pollution
- Decrease taxes
- Deforestation screws over everyone east and south of the clearing. High winds and intense sun heat.
- Don't allow solar panels to take over farm land
- Feel very strongly about adding shoulder/bike lane to South Shore Drive and speed in that area.
- I do not want any utility scale wind or solar west of Whitehall Road
- I have seen communities ruin there
- Increase renewable energy availability
- Increasing taxes on all the out of state seasonal residents
- Its important to preserve the natural environment as much as possible.
- Keep data centers and solar farms out
- Light pollution
- Limit new development and don't allow wind / solar power
- Natural gas
- No solar farms and no data centers. Maintain the townships natural beauty.
- No solar or wind
- No wind farms
- Non-motorized access to Whitehall & bike path
- One more to consider which goes "hand in hand" with recreational use and being outside is the animal control issue. Loose dogs are a problem and a danger and there is no enforcement. This includes beaches and roads. It is dangerous. Pound buddies offer no assistance.

- ordinances are poorly enforced. township is becoming a dump and taxes are increasing
- planning should discourage solar and wind generation on a corporate scale
- Please do not allow more housing. We do not need more housing growth. Other communities around us with public water and sewer are better able to handle more development.
- Please don't regulate short term rentals, just set up ways for neighbors to complain if they are loud.
- Please stay out of private enterprise. Never, ever, ever reduce farmland or clear-cut trees to construct wind or solar power supplies.
- Put the frisbee golf course back - it was used by many and great to see people using the park
- Regulations for the growing light pollution impacting quality of life and wildlife
- Renewable energy is ok. You should set up to get water from Lake Michigan, before the aquifer gets too depleted.
- Renewable energy not in Fruitland township
- response to regulations for str properties - "we have enough"
- Rezoning to allow more multi-family housing
- Should not be permitted
- Stop discouraging business. The only business near us is the White Duck Market a marina and a private club.
- Stop taxing the elderly to death...
- Support agriculture and agricultural businesses, keep renewable energy or data center companies out, prioritize single family households/farms and their safety/development. Support small local businesses!
- The accessibility of family's being self-sustainable via agriculture to cut prices of day-to-day needs
- The township should work to encourage home and small business use of renewable energy sources. I would like to see an energy coop such as Great Lakes energy in Oceana County.
- These are tough and competing questions that need to be fleshed out in a discussion setting where we can understand what we must give up in order to have other things that we want or want to keep the same way that it is.
- these questions categories are not clear and are biased ... for instance you ask about restrictions of short-term rentals as a priority but not expanded availability of short-term rentals about half the answers have this issue it seems like a poorly designed survey
- Town too small for solar or wind farm. We need better cell phone towers due to poor service overall.
- We already addressed this recently
- We do not want renewable energy farms in Fruitland Township. None.

- we have plenty of recreational opportunities. No energy parks.
- we like the nature surrounding us not more business and commercial properties. Keep up our parks and roads. No subdivisions added. We already have so much more traffic on a daily basis than 5 years ago. If I wanted busy city life I would have purchased my home in the city
- we need less density of housing
- We need to protect Fruitland township from solar farms, wind farms, and data centers.
- Winter road safety sucks. There is not a road around here that is not incredibly icy.

Question 12: How do you think short-term rentals (STRs) (VRBO, Air B&B, etc.) should be regulated by the Township? (check all the at apply)



Open ended responses:

- 1 driveway per rental house, no shared driveways
- As long as the renters are not a nuisance to neighbors that actually reside here, STRs should be allowed, just never at the expense of residents.
- Before considering all of the above first determine if STRs are actually a problem in this area eg are they directly linked to decreased year around affordable rental homes availability
- Current STR should be grandfathered
- Enforce the current noise ordinance that is in place.
- Every municipality that allow short term rentals have problems with noise, parking, & property destruction.
- Fruitland's housing needs to be owned and lived in by families. Prioritize residents over rentals/vacation homes!
- Have a time frame for rentals over 30 days.
- I believe all short-term rentals need to be looked at for PRE exemptions and have them adjusted accordingly
- I do not think it is okay for property management companies to buy up all the houses to rent to visitors. Our families cannot afford to buy land/homes here. The prices are

so high that it property management companies are the only ones that can afford to purchase it...by design. Outside agencies are buying waterfront and other prime real estate. In other places not sure if it's happening here, but I think we should get ahead of it if possible.

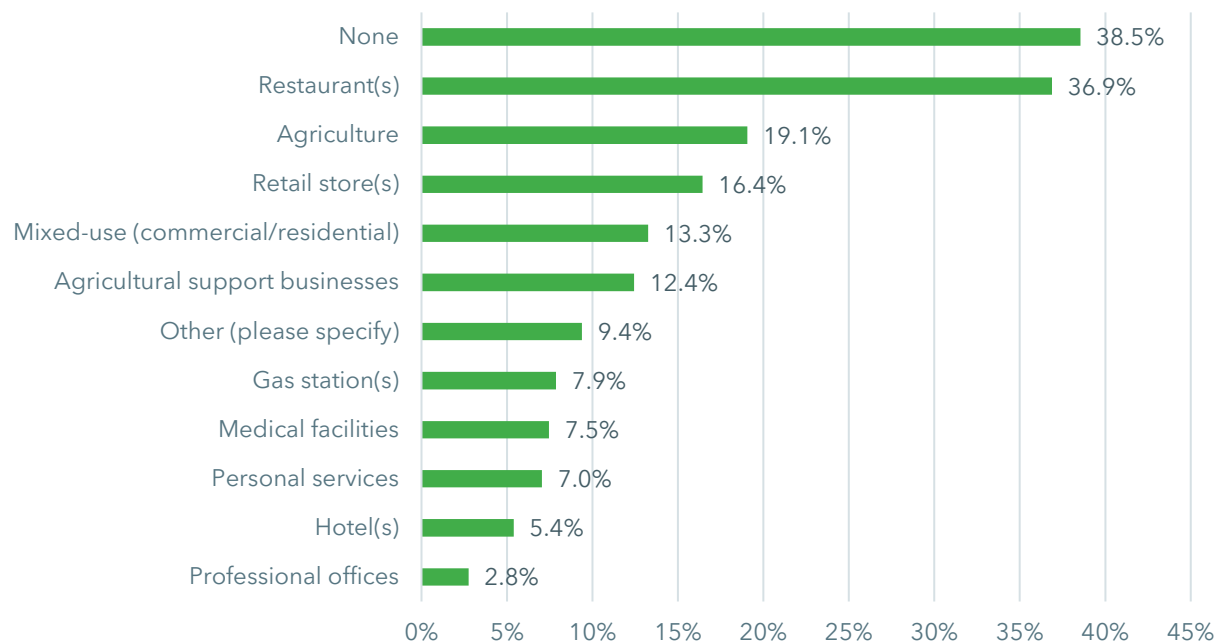
- I don't know
- J
- Keep new ones out of existing neighborhoods
- Make public what the rules/regulations on STR are- where they are legal where they are not.
- Maybe limit the number of str per owner/family.
- No STRs
- Noise level restrictions. Night Time Limit on Loud Noise
- Not everything needs to be regulated. Let people do what they want with their land
- Regulate but let the market address the nuer initially, then reevaluate in Five Years to check number and assess need of limiting the number
- Should not be permitted at all
- Similar to Ludington
- Small tax based on the number of weeks a STR is available and a fine for fraud. No inspections, no required license.
- STR's are quickly becoming problematic. In the three years we have owned our property both neighbors have become STR's. The dream has been dashed by strangers.
- STRs can have a negative impact on the availability of single-family homes for potential growth/families in the area
- STRs should not be permitted
- Tax them more and permanent residents less
- The County collects a tax & should share with the township or provide services required
- The more visitors the more noise, traffic, speeding, drunkenness, etc.
- The township has no business telling people how to use their land unless there are actual negative impacts to their neighbors
- The township should allow well maintained STRs within the township.
- The township should also regulate beach use with these rentals and have information on how many watercraft-like seasons can operate in a small area.
- The township should completely ban short term rentals in the protected lakefront district. Several homes are being used for short term rentals between the Ejite Duck Market and White Lake. A reporting mechanism should be put in place and then the law should be enforced.
- The Township should enforce all regulations.
- The Township should not allow STRs in areas zoned as residential. STRs operate like commercial motels without on-site supervision. STRs change the character of

neighborhoods to the extent they can no longer be considered single family residential. Someone wanting to operate a STR business in a area zoned residential should be required to apply for a zoning variance and that application should routinely be denied. Allowing STRs is unfair to residents like us that bought into a single-family residential zone only to become surrounded by SROs.

- The township should not regulate rentals, short or long term.
- The township should only get involved in STRs when they affect environmental, noise, or other quality-of-life issues for residents. Otherwise, a person's property is theirs to regulate.
- The Township should regulate light pollution coming from residences, especially those used as STRs.
- The twp. should require proof of homeowner's insurance that covers rentals. My dad used to only rent our cottage to families, he'd limit the number of people, clearly marked property boundaries
- There needs to be some way to field complaints - the STR's are out of control and affecting our home life with rentals all around us. We have experienced trespassing, noise issues, and arrivals and departures and parties at all hours. We were told this couldn't happen when we bought the property, and we are considering moving because of the rental issue.
- tie STRs to residences - right now since there are no ADAs allowed, only rich folks who don't live here full time get the benefit of owning an STR.
- Town too small to have strangers coming in and out of our neighborhoods. As it is, door to door sales people a problem as it is. Don't need them setting up house here.
- we do not need any more STRs
- We don't need Airbnb's or anything like that
- We don't need any more than we have
- You should enforce the current short term rental regulations

Question 13: What kind of new development would you like to see in Fruitland Township in the future? (check all that apply)

Answer Choices	Responses	
None	38.5%	279
Restaurant(s)	36.9%	267
Agriculture	19.1%	138
Retail store(s)	16.4%	119
Mixed-use (commercial/residential)	13.3%	96
Agricultural support businesses	12.4%	90
Other (please specify)	9.4%	68
Gas station(s)	7.9%	57
Medical facilities	7.5%	54
Personal services	7.0%	51
Hotel(s)	5.4%	39
Professional offices	2.8%	20
	Answered	724
	Skipped	138



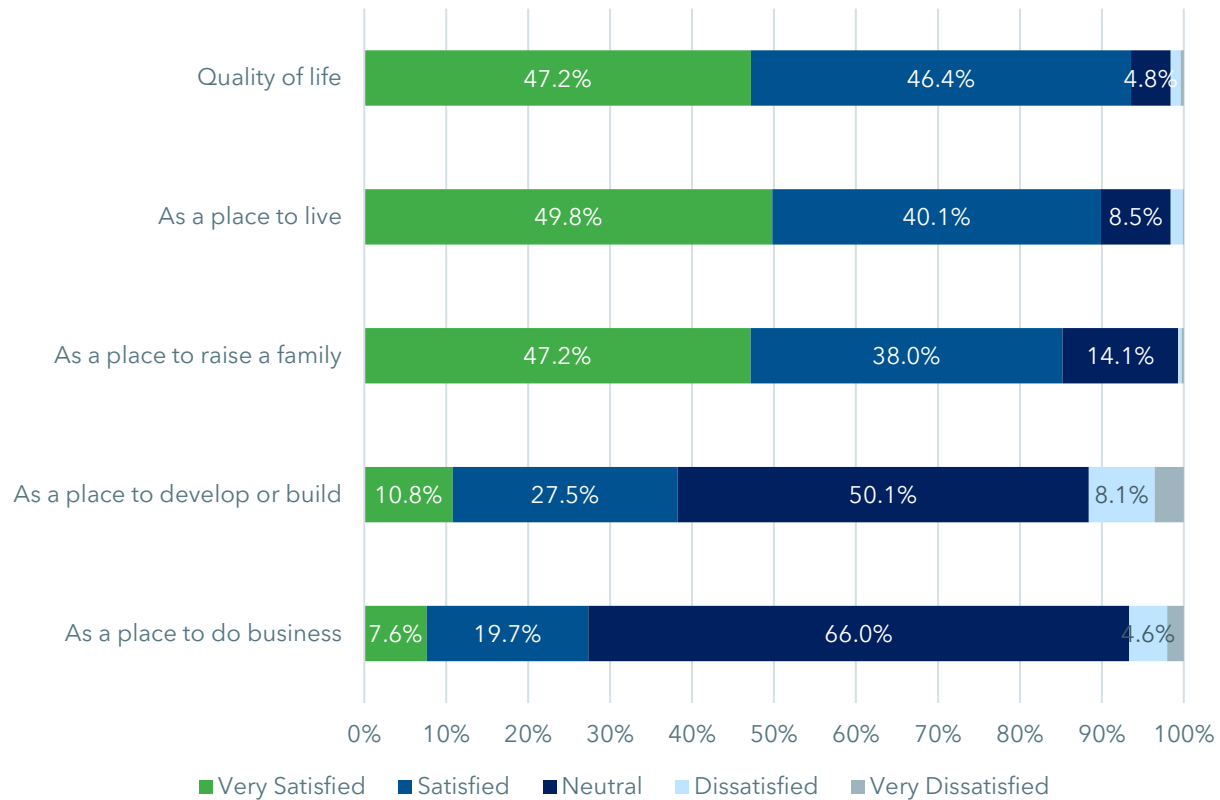
Other (please specify):

- none of the above
- Would like to see Michillinda Beach Lodge Serving meals again
- I think a community greenhouse that grows heirloom vegetables and fruits is not a bad idea with the state of the world. We are very reliant on the grid.
- places like Ashley's Tire Place on Duck Lake Road is great
- Grocery Store - No more Family Dollars or dollar stores
- only small neighborhood businesses like White Duck and PM Tire and Red Rooster
- Need a place to stop and have dinner on White Lake.
- Sports areas
- we moved out in the woods to be in the woods. I don't mind driving a bit for groceries to keep the area noncommercial. plus, I usually just order everything I need online. including groceries.
- Not sure
- I would like a light on the corner of Riley Thompson and Whitehall Rd. You cant see heading west and it is very dangerous in the summer months with MI Adventure. Please help.
- We need restaurants preferably on the water like the old Lakeside Inn
- Let 'em all in!
- I live here because there isn't any of those.
- Whatever the free market wants here.
- I like it as it is now. The less Development the better.
- I want the Red Rooster to have some sort of outdoor permit so they can take advantage of the beautiful weather during the summer time. If they had a patio, folks could enjoy that and it could be more of a destination
- Recreation land that can be used for Archery Hunting and fishing
- Business 31/Whitehall Road is a natural place for expansion of commercial properties in the township, including retail stores, gas stations, etc. An occasional restaurant like the Red Rooster or grocery store like the White Duck is reasonable in more outlying areas, but we do not want a giant commercial district like the Harvey/Sternberg area in Fruitport Township. Generally, we much prefer agricultural expansion like blueberries and horses, and would not be enthusiastic about multiple subdivisions in the township. I would like to see the township update and loosen the regulations on buildings and roof square footage per property.
- I would like to see limited commercial development and only in areas away from the lakeshore
- Venue for gathering. Coffee Shop etc.
- keep farmland open. no data center or wind or solar systems allowed. that's not why we live here. we do not want to live in the city.
- Renewable Energy
- keep us rural

- Keep it like it is with normal improvements
- Good public boat launches on white lake. Better parking than the ditch at the end of Michillinda/south shore 4 way and a dock at the end of white lake drive
- It would be nice if we still had some form of a restaurant/resort on the lake. With Michillinda, Lakeside, and the Galleon all gone, we don't have places to go that are open to the public any more, just more houses/condos.
- Affordable Ev charging
- This is small township - we bought our property WAY OUT HERE so that we do not have any CITY issues. We (our family) do NOT want any more "businesses" here other than small (out of a home / garage/ basement). Help our citizens be successful being independent.
- High speed internet, fiber optic
- Nature areas and bike paths
- residential
- Restrict agriculture/farming to organic growing only!
- Outdoor recreation
- Single Residential
- More playgrounds/trails.
- Safe trails for equestrian use. I lost my aunt riding on the road would like a safe place to ride our horses off the road.
- gym
- Protected natural areas
- Leave Fruitland township alone. We live out here because it's outside the city do not turn Fruitland township into something that it isn't. We like being in the woods and away from concrete
- Natural areas, hiking trails, etc.
- knock down damn condos on Murray rd.
- It's very unorganized to preserve the land and keep it recreational.
- Wedding Venues!
- Indoor pool
- Affordable Condo's
- New residential
- Preserving the land and lakes in the township
- Homes
- Natural gas for all township residents
- Bike path along Scenic Drive
- Bike trail to lake
- Opportunity to develop duplexes or multifamily units on White lake to share expenses of the again.
- Clean commercial businesses and regenerative agriculture along with well-planned and regulated affordable housing

- Restaurants
- Promote commercial property utilization along Whitehall Road
- Lake Access for boaters with parking
- More multi-family housing as well as single family housing.
- No development should be prioritized by a small township
- Bus transportation for seniors to shop, go to appointments, theater, shopping out of area like Holland and Grand Rapids Malls, etc.
- Bike lanes
- A bike trail!
- The new flats in Whitehall are very unsightly
- Make it hassle free to be self-sustainable via agriculture
- Allow Duck Lake state park to have camping like the Boy Scouts intended when it was transferred from them
- None, it is a bedroom community and any retail or commercial businesses are close enough.
- I like that our township is rural residential.
- Outdoor eating areas! Give the Red Rooster a grant to turn their parking lot into something amazing!

Question 14: How satisfied are you with the following aspects of Fruitland Township?



Other (please specify):

- A bike trail on scenic drive would be very nice too
- Again...winter road safety sucks. Spread some salt! The plows are good, and I appreciate them, but when a little snow is left, and cars drive on it, it turns to ice. That is physics, and it is really unsafe.
- All we want to do is raise a family and run a small organic farm, but fear Township oversight/overregulation of how property owners can use their own land will stifle both.
- Am concerned about quality of education and resources for teens out of control in Whitehall district. Experiencing and heard not so good things. Grands attended elementary for 10 yrs, moved out of state for 3 1/2 years then returned to middle and Freshman years. Very different. Bullying and bad behaviors not addressed properly, cell phones and vaping overlooked. Seems administration afraid of certain parents. The alternatives for kids falling behind need to be better, much better.
- As a 22-year-old buying my house @19 I was not expecting with how rural the township is to not be able to have the agricultural support I was wanting for my life and kids

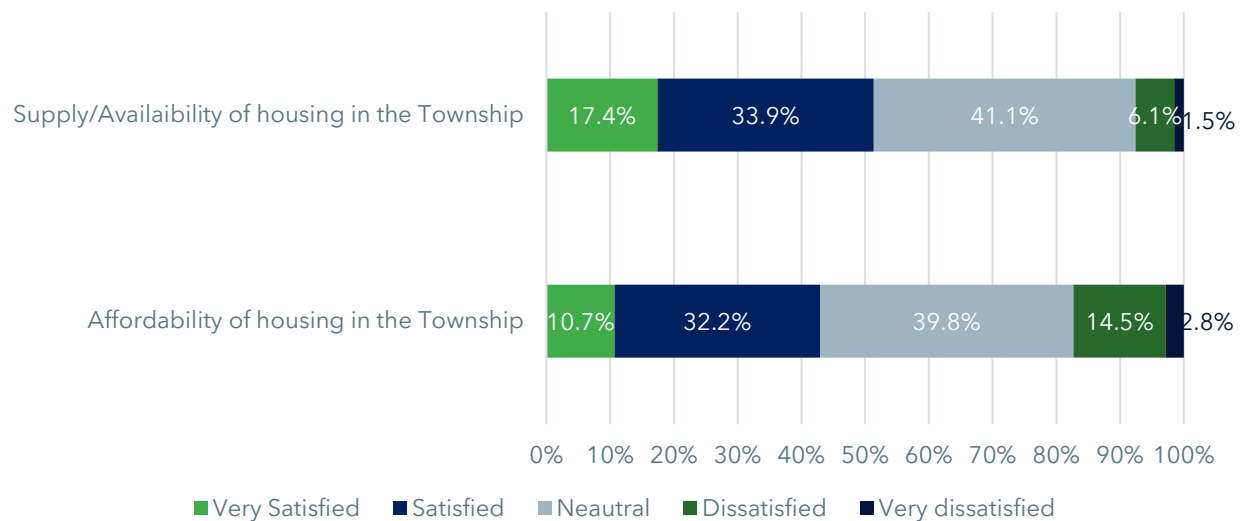
- Dissatisfied some building zone rules
- Eliminate the resort zone tax hikes for full time residents
- Expand residential areas. Turn portions of rural residential from a 5 acre build to something smaller.
- Fruitland Township is just fine without any intervention. Please stay out of the business of our residents. You don't need to change anything.
- goal again is for quality of life and living
- I like not having subdivisions everywhere
- I love living here. I do not want to see massive changes in this township.
- I think generally Fruitland Twp does a good job meeting the needs of its residents.
- I want to keep the rural character of the township
- If the taxes weren't so high the residents could do more traveling and supporting the local community my taxes are almost as much as I pay a year for my house
- Internet is a huge issue in our area - makes working, phone calls, and cable all very unreliable
- It is a beautiful area! I would easily live there year-round. It's not over run with development or apartments! We used to live in Walker, MI. It used to be a beautiful rural family community. In the last ten or so years they built apartment complex after apartment complex. It has totally lost its family community feel. I think they're getting more of a Wyoming, MI feel now!!! Your area is so beautiful please be VERY CAREFUL how you allow development! Also, in my observation the cottages/homes that weekly or so renters ... often do that during the times the owners won't be using their property. It seems like a win win to me as it allows others to come and enjoy your beautiful area in a home setting for non-campers, and it helps owners offset some of the cost of ownership. I know my daughter does everything in her power to screen renters and she has a sheet of house rules posted inside her residence. She is conscientious about not disturbing her neighbors while renting. She does so much right now .. that she certainly doesn't need the county overseeing her. Also, if the county were to charge her money .. it would totally ruin her renting to better afford this property. We are very thankful and blessed to spend weeks throughout the year at our daughters cottage. I think renters are motivated too by reviews on line to do a good job.
- It's a wonderful place to live but there have been many negative changes that have accompanied increased growth. Increased wealth has also increased traffic and speed. There is constant construction and remodeling in many areas which impacts noise levels.
- keep us rural, don't build McApartments and McCondos. Give us space to play, roam and be who we are. Don't try to make us into Muskegon or GR. Keep us rural with large lot sizes.
- Let's not trade our life style for development dollars. This is no time to compromise and trade \$ for our way of life.

- My area is not walkable. The county roads have people going way too fast on them to feel safe to walk on. One of my biggest disappointments in the area is that I have to drive somewhere else to take a walk, rather than just feel safe walking on the roads in my neighborhood.
- My main complaint about living in Fruitland Township is that the roads are not friendly to walking and bicycling because of lack of shoulders and people speeding
- Need to cap spending by the township as it is rural residential only and doesn't need more parks, trails, or businesses.
- Needs more bike paths.
- Preservation of native wildlife, satisfied
- Quality of life is able to safely get to work or get our mail without risking our lives on lives on icy Muskegon roads that are better in Newago, Oceana, Mecosta rural counties with less lake front tax base.
- Roads and internet are horrible
- Some parts of this township are pretty depressed
- Tax is high
- Taxes are very high making the cost of living high. This reduces disposable income. Also, Fruitland Township punishes people for improving their property with higher taxation.
- Taxes too high
- The limitations on the building sizes are frustrating proportionate to the amount of land that is owned. Specifically, a detached garage which would be utilized as a space to keep items out of view.
- The zoning for what we can do on our own property is very restrictive. We should be allowed to do more with the property we own as long as it is not a detriment to our neighbors. The rules are unnecessarily restrictive.
- There should be more township services for our tax dollars
- Too much bureaucracy already at the township level
- Too much light pollution by neighbors who have lights on ALL NIGHT and point them up into the trees and sky!
- Vehicle speeds
- We moved here for peace, quiet, low crime, and the lack of commercialization.
- We need a bike trail along our beautiful lake from the city of Whitehall to Lake Michigan and our state park
- We need to reduce speed limits and enforce those limits especially in the warm outdoor months when people are out walking & biking. A noise ordinance on motorcycles in particular would be a big benefit to quality of life
- Would be better with safer bike and running paths
- Would like more clarification on building accessory building. With the increased cost in homes, it's cheaper to build an extra accessory building for storage and personal

use, but due to township regulations, we are very limited on size unless you own more than 5 acres.

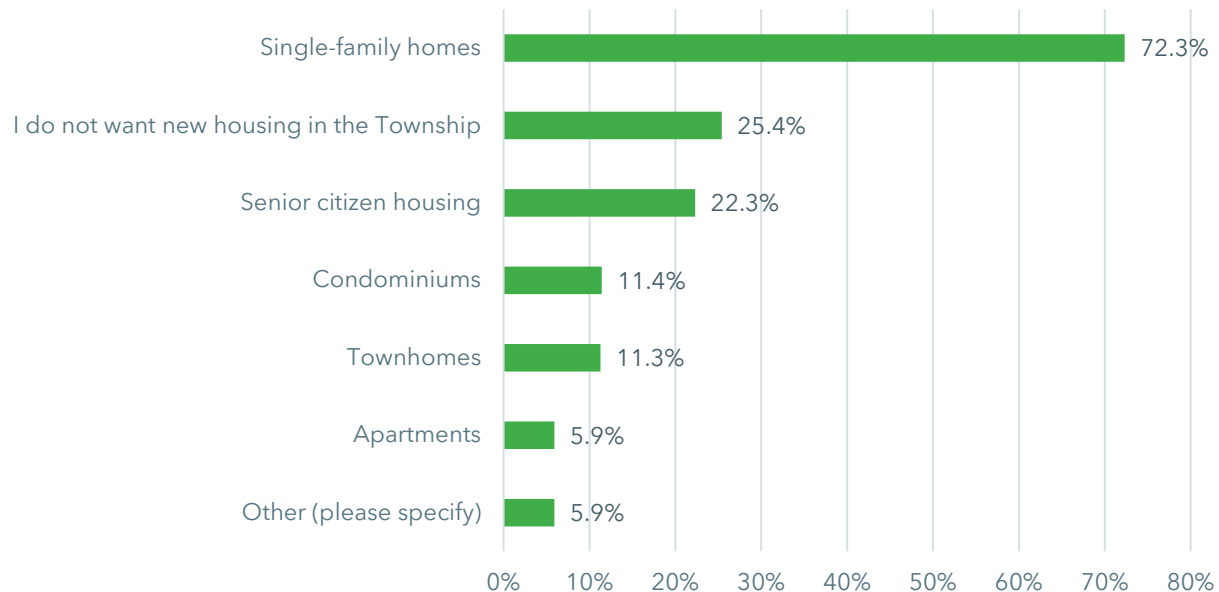
- Zoning enforcement is lax leading to blight. Please enforce the rules that are already in place. The number of trashy properties really brings down the area. Many properties need major cleanup efforts. These properties contribute to toxic run off.

Question 15: How satisfied are you with each of the following housing themes?



Question 16: What types of new housing would you support in Fruitland Township?

Answer Choices	Responses	
Single-family homes	72.3%	538
I do not want new housing in the Township	25.4%	189
Senior citizen housing	22.3%	166
Condominiums	11.4%	85
Townhomes	11.3%	84
Apartments	5.9%	44
Other (please specify)	5.9%	44
	Answered	744
	Skipped	118



Other (please specify):

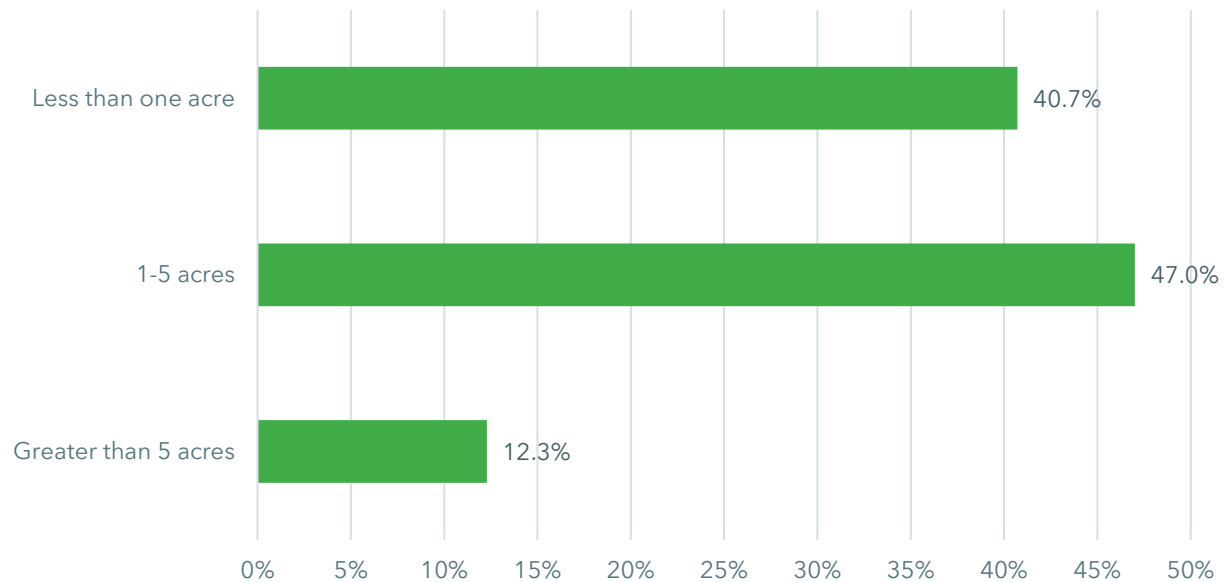
- A senior living home. Maybe on the property off of duck lake road by the fire station.
- Affordable housing
- Affordable housing. Young people can't get ahead. No one likes apartments but it's the quality of tenants and landlords. Housing is thru the roof for young people. Better background checks in order.
- Allow tiny homes, smaller homes. Allow having an in-law suite or two homes on one large property. That is better for families and increases the total amount of available housing.

- Allowing Additional Dwelling Units for aging parents on properties that are not attached to main residence.
- Any of the new housing options above could be ok if limits on population density were honored. For instance, one apartment building with 10 units on 4 acres is better than 10 apartment buildings with 100 units on 5 acres.
- Any worthwhile construction - just don't tax & regulate to death!
- anything greater than single family should only b in very limited areas
- Auxiliary Dwelling units for family members only
- condos need own sewer system and built to code
- density increase will lead to potential impact on our quality primarily in water access, safe water quality and how it will impact the lake esp along creek
- Don't increase density of housing in our township
- Duplexes
- Fruitland township is "paradise" and we should be very careful how we develop it!
- Growth must be controlled and not destroy the beauty of our area.
- I dislike subdivisions
- I support individuals choosing to build a home on their land. I am not in support of large neighborhoods/spec house builds
- I want a larger required buffer space between housing
- I want increased land preservation and an economy based natural land management
- Idk what the needs are
- If anything,. Single family housing.
- If there is new development of housing in the township, we think it should be upscale bringing in money for local businesses and restaurants
- It used to be 5 acres but if you have enough money that doesn't matter the subdivisions do not offer 5 acre lots
- It's all important to grow the community.
- Making affordable housing in a good way would be great.
- Manufactured homes and multiple homes on each property
- neutral
- NO MORE CONDOS!!!
- No multi family or long-term rentals.
- No Tannery Bay density
- None there are plenty of homes here.
- please don't encourage more condos or apartments or mobile homes or other high density
- Reduce housing density
- small home communities
- Small homes and Auxiliary dwelling units
- small homes and container homes

- Some type of tiny home community where people can work to learn skills to be able to either live off the land or learn new skills that would ensure a well-paying job. There are many young people who come from terrible family situations that need some help and stepping stones to become valuable members of society. Not just as workers, but contributors to our society. They need to learn hands on skills and feel good about themselves again. I would like to see an emphasis on women having a safe place to go.
- There need to be tighter regulations regarding completely clear cutting a property just so it's cheaper to install a manufactured home. The definition of manufactured home needs to be revisited as one was recently placed in our neighborhood which is not zoned for manufactured homes.
- Tiny homes for retirement
- Tiny house!
- Trailer parks
- Unsure
- We are personally in the market for a new home, have been searching in Fruitland for 12 months. Finding something with acreage (3+) and newer 3/4 bedroom is hard to come by.
- Whatever housing developers feel the market will support.

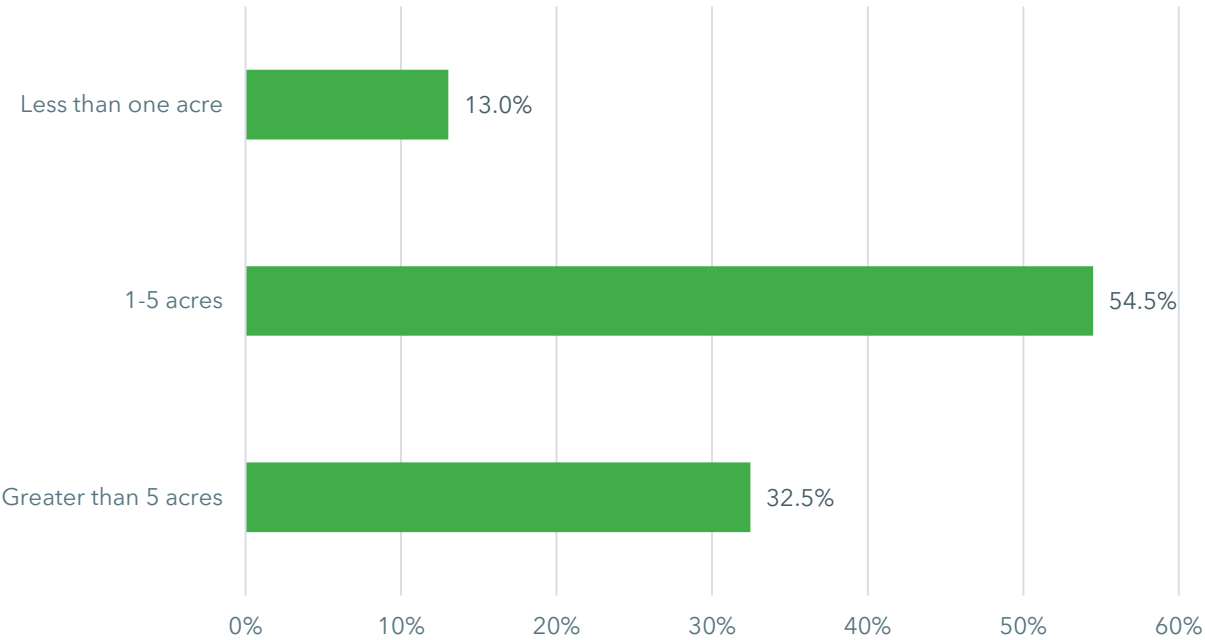
Question 17: In areas of Fruitland Township where public water and sewer are available, what residential densities do you feel are appropriate?

Answer Choices	Responses	
Less than one acre	40.7%	272
1-5 acres	47.0%	314
Greater than 5 acres	12.3%	82
	Answered	668
	Skipped	194



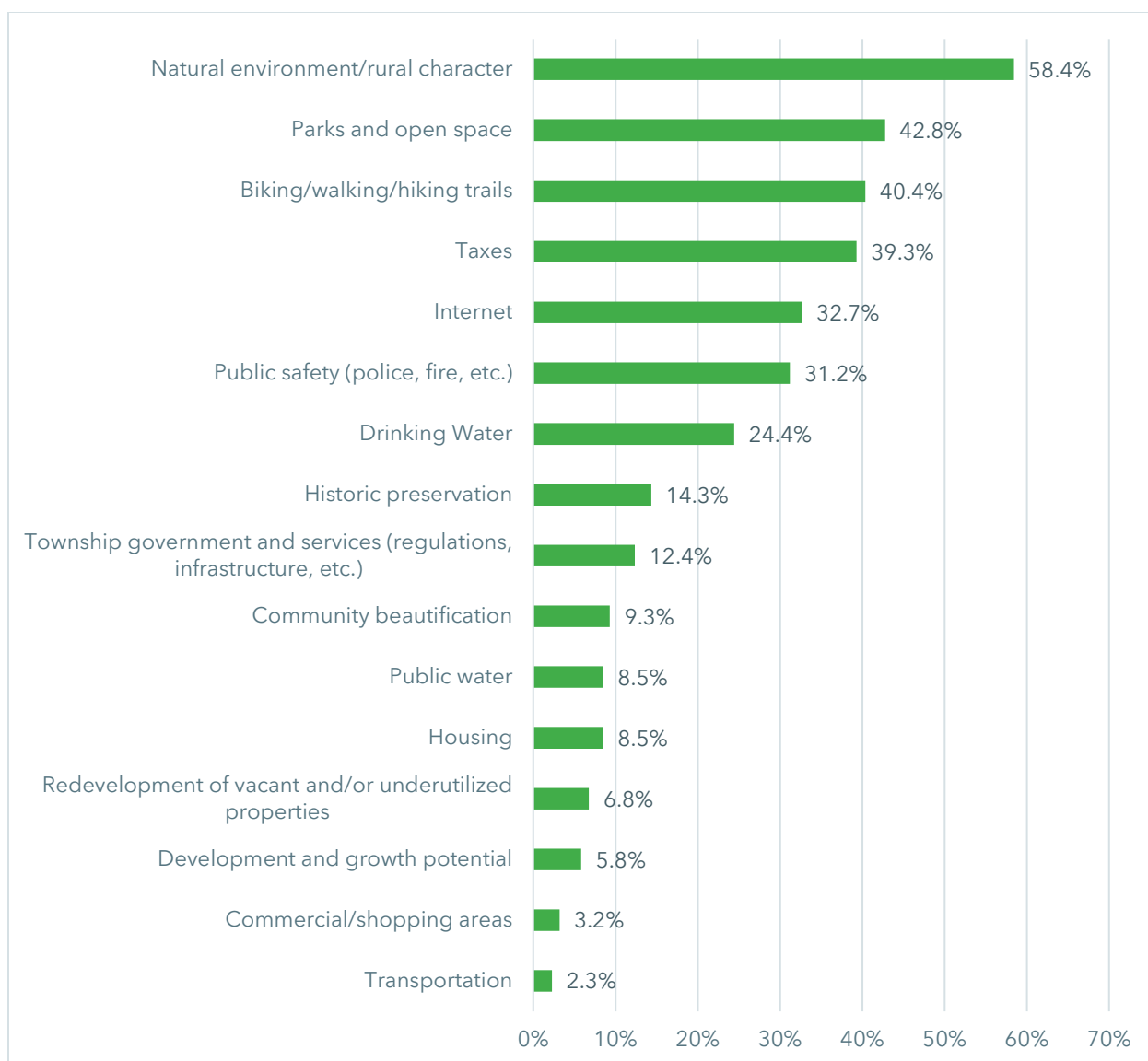
Question 18: In areas of Fruitland Township where public water and sewer are not available, what residential densities do you feel are appropriate?

Answer Choices	Responses	
Less than one acre	13.0%	90
1-5 acres	54.5%	376
Greater than 5 acres	32.5%	224
	Answered	690
	Skipped	172

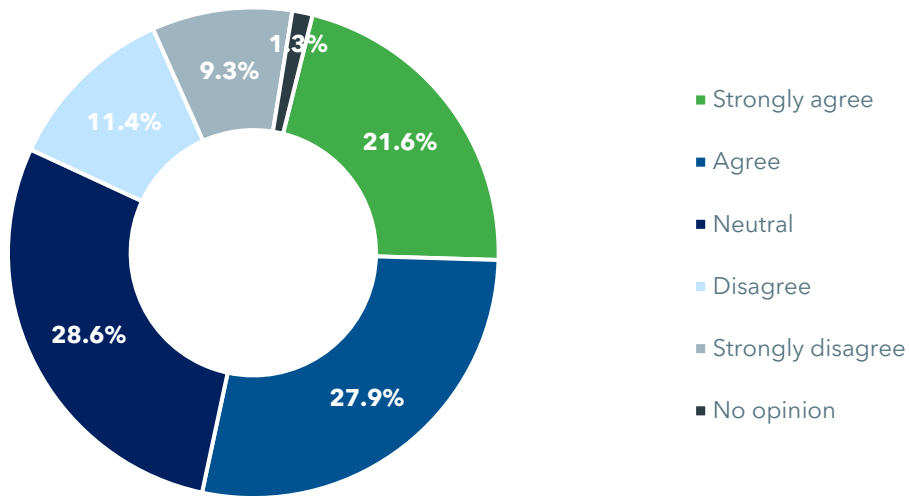


Question 19: What are the top three priorities the Township Master Plan should focus on improving or preserving? (Choose three)

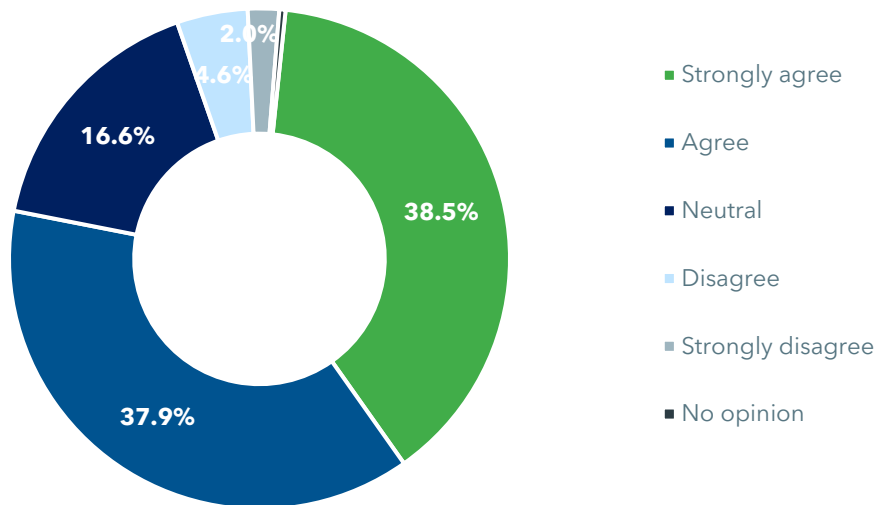
Answer Choices	Responses	
Natural environment/rural character	58.4%	440
Parks and open space	42.8%	322
Biking/walking/hiking trails	40.4%	304
Taxes	39.3%	296
Internet	32.7%	246
Public safety (police, fire, etc.)	31.2%	235
Drinking Water	24.4%	184
Historic preservation	14.3%	108
Township government and services (regulations, infrastructure, etc.)	12.4%	93
Community beautification	9.3%	70
Public water	8.5%	64
Housing	8.5%	64
Redevelopment of vacant and/or underutilized properties	6.8%	51
Development and growth potential	5.8%	44
Commercial/shopping areas	3.2%	24
Transportation	2.3%	17
	Answered	753
	Skipped	109



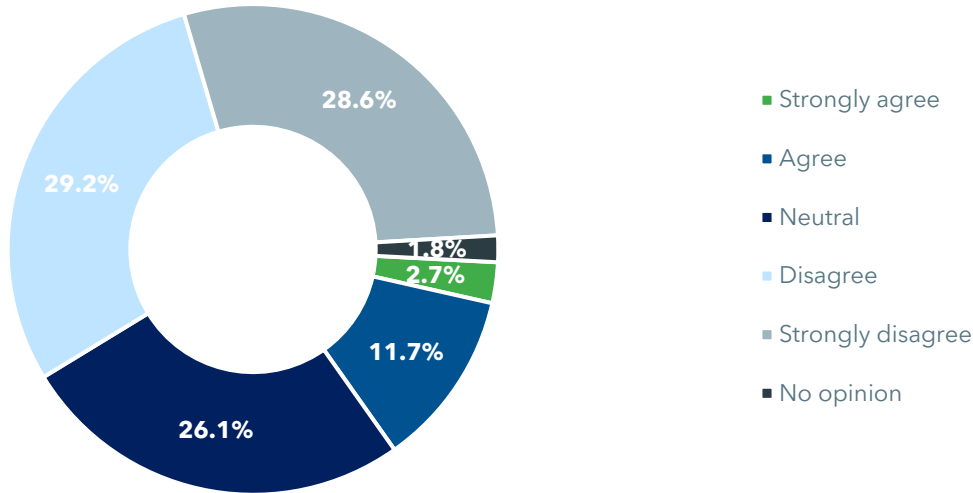
Question 20: The Township should acquire more land for parks, natural areas, and non-motorized trails.



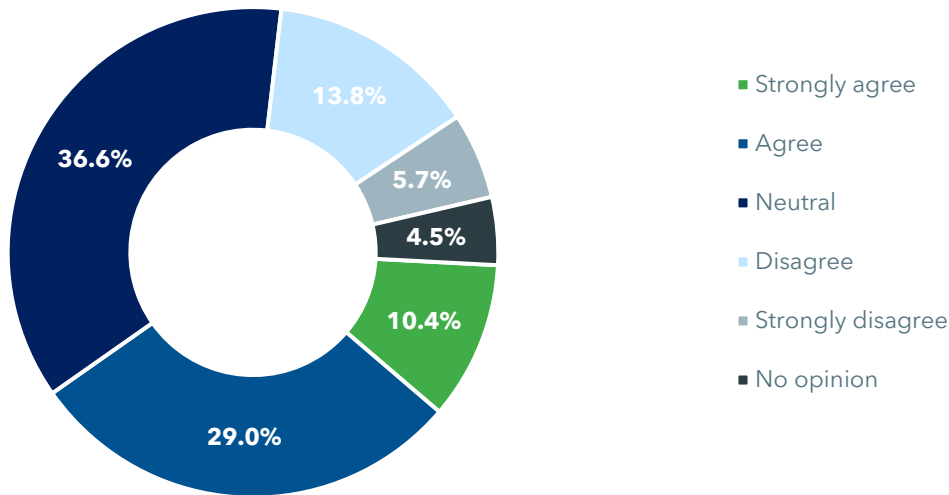
Question 21: I support increased controls on development to protect surface water resources and groundwater in the Township.



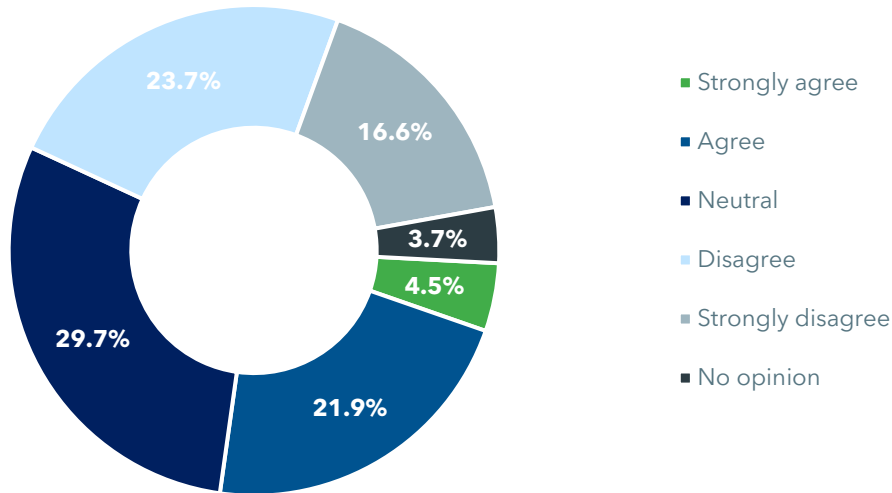
Question 22: The Township needs to attract more commercial businesses.



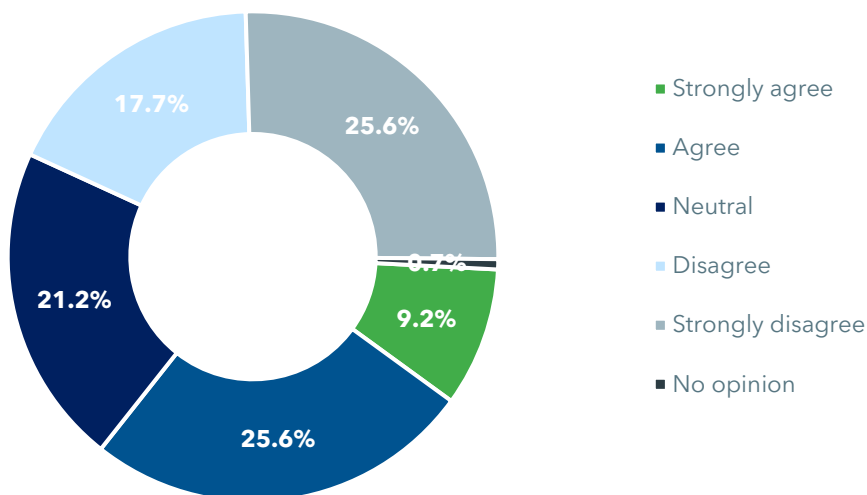
Question 23: New housing in the Township should be directed primarily to areas with existing water and sewer services.



Question 24: Housing developments with smaller lots clustered closely together and preserved open space offer a good way to protect the rural feel of the Township.



Question 25: I would support a dedicated millage in Fruitland Township in order to acquire or improve parks, natural areas, and non-motorized trail facilities.



Question 26: If you have additional comments you would like to make, please let us know in the space below.

Summarized Results: The following tables presents themes that were mentioned most often in the open-ended responses:

Themes	Core Respondent Sentiment
Taxes & Millages	Strong opposition to any tax increases, particularly the proposed ambulance millage. Many residents found current property taxes too high and want them lowered.
Housing Density & Rural Character	Participants desired to preserve the rural, undeveloped character of the township. Most opposed high-density developments or small lots, though a few mention a need for affordable housing.
Roads & Infrastructure	Concerns regarding road maintenance, snow plowing, and speeding. There was also a significant demand for better high-speed internet and natural gas availability.
Bike Paths & Non-Motorized Trails	High demand for bike paths for safety, specifically along Scenic Drive. Some residents linked trails to tourism and health, while others prefer natural trails over developed "parks".
Government Efficiency & Regulation	Frustration with slow permit processes, restrictive zoning (e.g., pole barns), and a desire for more friendly/helpful township staff. Some call for better enforcement of blight and building codes.
Short-Term Rentals (STR)	Divided opinions: some residents call for stricter regulation and enforcement to protect neighborhoods, while others argue STRs are essential for homeowners to afford their property.
Agriculture & Livestock	Residents are interested in supporting small hobby farms and want to see reduced acreage requirements for livestock like goats or chickens. Some also oppose the expansion of blueberry fields.

Original Responses:

- The contract for plowing public roads needs to extend to all of Simonelli Rd including south of Bard to the two tracks.
- No new Ambulance Millage!
- not aware of housing costs nor availability. I'm not for building on less than 5 acres! Unless it is in currently established subdivisions.
- Fruitland Township Zoning was written to keep the rural character and keep from needing public water and sewer. This zoning should be kept in place. Changing

zoning so that developers can come in and put more housing than what is currently allowed would be an injustice to the zoning that was written 50 plus years ago. Water and sewer are expensive and require density that Fruitland Residents do not seek or approve.

- Look at Tannery Bay in Whitehall, we do not need that. Fruitland Twp is fine the way it is. Internet is becoming a must have!
- No STR/VRBO on Lakeshore. Abuse is going to occur.
- Get better printer. Really hard to read :)
- Bent Pine golf course needs to replace the netting near the road so golf balls are not hitting cars, and it looks terrible.
- Pole Barn Rules - Way Too Restrictive! Some make no sense. Feel like I'm living in Chicago!
- The Parks and Recreation Board should be disbanded and authority of future recreation related decisions should fall on the elected officials. Too much power is given to that rec board.
- A bike trail along scenic drive and lake street would be great. Housing could look very different, offering green space, community buildings where people can learn survival and job skills. Transportation to and from jobs. It is difficult for families to afford a home and vehicle and childcare. Phones are a necessity now, not just a luxury.
- As a nonprofit arts provider here in Fruitland TWP The Playhouse needs to be able to be a lower cost to resident artists here. I provide a much-needed artistic contribution to our community but cannot afford the costs of utilizing our own resources e.g. the Playhouse which out of pocket costs me an average of \$700 to bring a puppet show there of my own and 2500.00 out of pocket for any visiting artist. These types of things benefit Us and Fruitland TWP and our next generations. Call me or google me for more information 231-557-6277 or My Air Productions. Our cost of our gift besides the time is approximately \$5,000.00 per year out of pocket to gift the arts to our community and the next generation. Just saying
- "No tax millages, no taxes for ambulance service we already have. stop giving yourselves raises."
- We need at least one fine dining restaurant in Fruitland Township. There is no reason that we should have to go to Muskegon or Grand Rapids to enjoy quality food. We have incredible beauty here, but no restaurant with quality food and service. I am certain that such a place would be very successful, especially if it is near the water or in a serene setting. Such an establishment could also serve as a wedding venue or place for anniversary/birthday dinners. We do not need fast food restaurants or surf and turf pubs. Those are plentiful.

- No more taxes. Eliminate the Resort zone tax hike for full time residents
- I would like more places to ride snowmobiles and create a lesser governmental overreach on agricultural practices. Hobby farms, animal shelters, number of acres to be 2.5 and up for agricultural regulations.
- not more taxes, even if our taxes may be reasonable compared to other places there are still too many taxes, please no more taxes
- Please do not raise our taxes. Even with state regulations on the way assessments are carried out let's work to keep our millage rates low. Do not raise our taxes. More stuff does not create a better life style.
- Loss of places for visitors to stay is a problem and short-term rentals can help with that
- Need better garbage services and fix the roads more than once every 30 years with patches
- S shore drive needs connectivity to bike trails in Whitehall and w Michillinda with its wide shoulders, all the way out to duck lake state park. it isn't safe and heavily used!
- Less blueberry fields, they are destroying the wooded areas in Fruitland Township, and also by taking all the trees out they are rerouting the underwater flow and causing areas to flood basements and yards that never had water before.
- No future development of Data centers in the area. The debating effects they have on local properties due to the environmental waste is catastrophic. Also, please look at traffic flow and passing on Whitehall rd. between duck lake rd. and Riley Thompson. It's extremely dangerous there as a residential area.
- Less regulations, less taxes, less gov.
- Lower property taxes!
- Eliminate property taxes, no one should lose their home, that they own, from not paying property taxes. No school tax to be paid by people that do not have children or have grown children. This should be paid by people that have kids in school, for their own children's education. That should not be everyone's responsibility. No property taxes especially for seniors. Libraries should be funded by people using them, not by property owners that don't use these services.
- keep Fruitland township the way it is, we do not need a bunch of bike trails and certainly do not need more housing density or cheaper houses Fruitland should be kept rural
- Thank you for this opportunity to voice an opinion and share some of our observations on community developments. We simply love your beautiful township! We look forward every year to spending few weeks there. We're thankful that we can share by renting with extended family and friends this lovely area! Many have also shared

glowing reviews of their time spent there. I hope with careful planning and mapping out of areas you will preserve this wonderful area for many generations to come. Glorious nature. water, beaches, open green areas, smaller communities, .. as well as more populated ones, but not over run with apartments that bring people ... not invested in an established community. When people own ... they will be much more committed to taking care of their township!

- In my opinion, the township is built up enough at this point. I think it will start to look and feel "crowded" if more housing is put in. We lived in Raleigh, NC for several years and hated all of the new construction going on near our once beautiful area. Let natural places stay natural.
- I would like to see a plan for water and sewer programs in FRUITLAND township!
- Reduction in high cost of living in Fruitland Township via reducing taxes and fees and unnecessary permitting. Fair housing assessments.
- A bike trail on Scenic Drive should be a top priority.
- With additional housing and numerous limited sight sections, the speed on Duck Lake Road should be reduced to 45 mph.
- Consider the impact of increased property taxes on senior citizens with fixed incomes.
- Houses are being built on wet lands, why did the township approve this? River Rd.
- I would like to see some of the trashy yards cleaned up. Places with trash piled everywhere.
- Seasonal residents should be able to vote. We own property
- "The ability to offer our home as a short-term rental is the primary reason we chose this location. As a family without generational wealth, this opportunity allows us to meet the costs of maintaining the property while preserving it as a gathering place for our siblings, nieces, and nephews for years to come. Without the supplemental income from short-term rentals, owning and sustaining a home like this would not be feasible for us.

We are also deeply grateful for the ability to share this home with others. Many families would never otherwise have the opportunity to experience the natural beauty of this area or create meaningful memories in a setting like ours. Historically, spaces like this were accessible only to the wealthiest among us. Short-term rentals create access and allow more families to enjoy what was once out of reach.

We take our responsibilities seriously. We consistently pay lodging taxes because we believe in contributing to the community and following all applicable rules. We care deeply about preserving the peace of the neighborhood. We carefully screen guests, set clear expectations, and remain actively engaged to ensure that there are no

disruptions. We have a strong track record of hosting respectful visitors and operating without issue.

We are concerned about additional township regulation. Township priorities can shift quickly, creating uncertainty and volatility for families who rely on some degree of rental income to maintain their homes. Stability matters when a family's ability to preserve a property depends on it.

Importantly, short-term rentals are already subject to existing laws and ordinances. Guests must follow the same noise, traffic, and safety regulations as any resident. Problematic behavior is already prohibited under current rules. Additional layers of regulation often do not address new concerns, but instead create barriers that can unintentionally limit access and opportunity.

We love this community and want to see it remain welcoming, thriving, and inclusive. We hope any decisions made will balance neighborhood preservation with fairness and access, ensuring families like ours can responsibly share our homes while contributing positively to the township."

- Marcus Park needs attention
- with clustered housing need to assure adequate land for the open spaces and do not cluster the clusters
- I think that property taxes based on property values are very unfair. Some of the services covered via millages should instead be a fee per property!!
- Clear snow & ice as fast as possible.
- need to review the budget and make sure there is no waste inefficiency. Taxes on the waterfront and in Fruitland township are high.
- All parts of icy roads need to be fixed to make Fruitland twps & all of Muskegon livable year-round.
- I would like to see the duck creek nature area allow snowmobiles and dirt bikes again. I think it's nuts it was banned in the first place. The cross-country skiers love the snowmobiles because they break the trail for them and I'd much rather have bored young kids have a place to dirt bike than get into trouble.
- My family loves living here because it is rural and undeveloped. Please keep it that way.
- Thanks to the Board and Supervisor for having to courage and openness to conduct this survey.
- There is no need for commercializing our township. We are all here to live and can leave this small space for work or shop.

- Keep fruit and rural. It does not need commercial development nor dense housing development. I've done substantial improvements and investment to my home, came here for the rural character, and will leave if substantial development occurs.
- People play where they live, so more houses. More bike trails, especially by the lake shore.
- Anything to lower taxes, shorten survey, and let the free market do its thing.
- Enforce building codes
- Building permits pricing is outrageous
- Speed on Lakewood, Michillinda & Zellar rds has become an issue . . many peel out marks. Also, the area is overcrowded with the deer population.
- I found myself torn between wanting to preserve nature and clean drinking water and having police and firefighters and more hiking trails! It's really a hard choice!!!
- I want residents to be able to build ADAs or other buildings on their property. Right now it's very restrictive.
- Thank you for asking the township residents these questions. I hope our answers are beneficial for the visioning process.
- Fruitland Twp is my favorite place on earth. Please, please enforce the laws regarding short term rentals along the lakefront. And do anything you can to help develop more restaurants and to support farming efforts in our area.
- As for new commercial opportunities, I would support things like restaurants, pubs, coffee shops, but not retail/grocery. We've lost the Michillinda Lodge and Lakeside Inn restaurant options that could be replaced. Otherwise maintaining and widening roads to accommodate walkers/bicycles is a priority. Additionally establishing smart regulations and enforcing them (like the sign ordinance) is appreciated. Finally police and fire protection improvements are quite valuable to Fruitland residents. I would not like to see unnecessary additional spending, but support the current taxes to provide the base services to residents.
- "Probably the most important thing the township needs to remember is how powerless it is to effect any sort of positive change. Words no one wants to hear: ""I'm from the government and I am here to help."" The best thing you can do is reduce regulation. Not none, but the township does not need to be sticking its nose in to try to steer or help

Concerning internet: Ever since I first moved here; there was talk about grants and such things to get high speed internet. But nothing ever changes. So what is the least intrusive thing that the township can to get internet to people? Maybe offer rebates? If you can get that price reduced, more people will get access. And when more

people get access, access becomes easier for more people. But if you are going to do focus groups, and other such nonsense that never materializes, don't bother."

- Infrastructure that includes Natural gas - cost is outrageous if not directed by county
- "This Survey has too many cryptic questions and some type of background on these questions needs to be included for full transparency.

You can ask if we find Golf Course X to be important or not in deciding to live here, but does that mean as a township we want to try to repurpose that land and the business which resides on it, attempt to rezone or provide some type of grant for that business over another business or park etc.? Why not provide links to the current master plan within the survey too? I just think some may not fully understand how they are rating something and why.

Housing developments with smaller lots clustered closely together and preserved open space offer a good way to protect the rural feel of the Township. How do you plan on preserving those open spaces; which open spaces? Where are all these bunched up houses going to go? I guess the answer could be that this could protect the rural feel, but how do we know what course of action is going to be taken for this scenario, and what is/are the other scenario(s): houses on larger properties (5, 10+ acres) to preserve the rural feel?

Also, it appears that you can fill this out as many times as you wish, so it would seem that anyone could attempt to sway the direction of the township by just filling it in a bunch of times.

I have already filled out this survey to the best of my ability which is why these blocks are empty."

- Every issue appears geared towards reasoning for more taxes. We are older and have never had kids in the school system and want no more taxes ...PERIOD.
- We don't necessarily need more parks and natural areas. We just need to take the best care of the ones we have. Don't restrict or give up any more access points to White Lake (If you have any). The question about choosing 3 areas of focus was really two different questions. I found it hard to answer as a result. (Preserve or work on?) I would like to see less discouragement of business but more balance. Thank you for the opportunity to take the survey.
- Eliminate the resort zone tax hikes for full time residents
- acreage needs to be taken into consideration where these subdivisions are and there should be a minimum of acreage per single family homes.....(I thought that was the rule when we moved out here.)
- Let ORV's on the road

- "A dedicated walking/bike path that connects parts of the township would be a huge win. Communities that have this are better connected, more active, healthier and safer.

We also need 2 better restaurants in the Township - this would elevate the experience and increase the enjoyment of the many other great resources. The closing of Lakeside has been a dramatic loss for the dining options in our community. Please green light permits and interest from operators/developers willing to open new restaurants "

- The speed limit and road shoulder maintenance on Scenic Drive has been an ongoing concern for decades. The limits make no sense and are ignored. There are places where there isn't a useable road shoulder for pedestrians. I also think the practice of tree trimming used by the County is butchering our landscape and making the trees vulnerable to diseases like Oak Wilt and Beech Tree Blight.
- A bike path on scenic drive is needed for the safety of all.
- This survey seems to be written to direct respondents towards specific answers.
- Houses are insanely expensive for a person who wants to have their own home or start a family in the area
- You need to do a better job at fighting blight in the township. Follow through with your policies. Get on people who have crap or cars not registered on property.
- The Township should find ways to lower taxes.
- No more densely packed subdivisions. I strongly support large lots and lots of woods. No more blueberry fields. Allow residents to do more with their own property as long as there is no detriment to neighbors, especially regarding accessory buildings and setbacks.
- Reduce my property taxes
- Use our already high property taxes for these issues instead of raising them again
- You should expand bike paths along the road that allow you to bike a long distance. This could also bring more tourism money to the township, if you have a cafe or shop in the parks that are connected by bike trail.
- I really need more information about #24 above
- Finally take action in support of existing township safety residential structural requirements and laws!!! Foundation, pollution, public property desecration, and public safety offences etc.
- #25 - that is WAY TO BROAD: no I'm not for any more taxes - it's too high around here now + there is no mention of HOW MUCH the proposed milage would be.

- Provide high speed internet access via cable or fiber. All we have on W Bard Rd is slow DSL. 1.4 MBPS download!!
- Trees on roads like Scenic Drive are never being trimmed back and present a major safety issue. We need a bike path on Scenic Drive connecting Muskegon St Park, Duck Lake and White Lake.
- Increased ORV trail availability now that Duck Creek prohibits them
- "Duck Lake Road needs a shoulder on the south side for people to walk safely. Rental homes need to be regulated."
- Before you put out a survey, please have someone proofread it. Multiple spelling errors.
- Our neighborhood still has buildings that have trees down on existing structures from the storm of 2024. We wish the property owners would be "encouraged" to clear away debris in a timely manner. When the storm happened the county (?) pushed trees and debris into piles and it has just been left there to rot.
- If you are going to make more non-motorized trails, it would be nice if I could ride my mountain bike on them. There are many places where bikes and people are able to share a space on separate trails. There is a shortage of mountain bike trails in Michigan, and this township is no exception.
- Strongly suggest that planning commission and board members join Muskegon County Environmental Coordinating Council Meetings to be part of county-wide trails and natural areas planning and funding resources contact: Aaron Bodbyl-Mast--bmastfamily@gmail.com
- The role of the township should be limited. It seems like there is a lot of overlap with the country and state.
- Any new housing developments should require that native landscaping plants be planted!
- As hobby farms and gardening are becoming more popular, I would like to see a re-evaluation of the zoning regulations for livestock. Specifically, the minimum acreage requirements for some animals. Thank you
- I would really like to see livestock restrictions go down- I feel I live in a rural area but was shocked to find I can't have a goat without at least 4 acres- I have many neighbors clearly violating the rule and I'd be in favor of changing the regulation to fit the community
- "Keep most commercial businesses by Whitehall Road. Keep the character of the place. I was around the area in the 70's and like that the area has changed little. Allow side by sides in Twp but have rules, 25 mph etc., such as Grant Twp.

I've called Twp with questions or concerns and have always been pleased with outcome. The ladies at the desk do a great job, but they could smile a bit more. Maybe some music would help :)

Great place to live and I'm happy with the job you do. Thank you!"

- Property taxes are high and it feels like there is always a request for more taxation
- Lower taxes
- I would support a millage for an increase in bike paths only not for an increase in parks. The township has enough parks and natural area already and doesn't need to use taxpayer dollars to increase it.
- The short-term rental issue needs to be updated with a clear idea of what is allowed. The township regulations are unclear at best.
- Please don't allow development. Keep Fruitland natural
- These questions seem biased and not easy to understand how they will be interpreted.
- Why are taxes so high?
- "Too many dead trees- looks like community in disrepair. Bike paths needed Duck Lake to Muskegon State Park. Need nice grocery store, nail/hair salons, dry cleaners, etc. better services nearer to Scenic Drive. Lakefront property needed to be used for destination restaurants and hotels! If not then need to allow short term rentals!"
- Taxes are already too high in Fruitland township. We also have had to get multiple final inspections on our home build and other projects because the township did not file them correctly. It is very frustrating when we pay the taxes we pay for the township not to do their part. We have discussed moving because the taxes are so high. We can build a township over and pay less in taxes.
- Encourage more single-family homes, farming, and small farms/businesses.
- Support local small (less than 40 acre) farms!
- "Fruitland Township is known for many things that draw people to the area - especially our many natural resources. Unfortunately, it's also known for several things that discourage people from living here - poor internet access, poor drinking/waste water access, an extremely frustrating permit process, and leadership that doesn't recognize that climate change exists and has an impact in our township. We need to do more to address these issues.

It would also benefit Fruitland Township residents if the Township made more of an effort to not only work with White Lake Library in providing physical and social resources (especially those resources that the township is unable to offer like hotspots, digital resources, and opportunities for groups to meet) but also by

promoting those resources through the township's web site, emails, and newsletters. This would foster a collaborative effort. The township could include a link to the library's web site/calendar of events and could print out a calendar to post on the physical bulletin board in the township hall. A good portion of Fruitland Township residents pay taxes for White Lake Community Library; we should be promoting it."

- Although I am a homeowner, I am not allowed the homestead exemption and the taxes I pay are outrageous! Whitehall Schools taxes are a prime example of taxation without representation because I was not allowed to vote NO on the spring ballot yet I have to pay the exorbitant amount! Fruitland Township should be carved out and exempted from the Whitehall Schools tax.
- Stop asking for more money. Taxes are already too high!
- I'd like to see a local economy more based on natural land management and preservation. Also, an economy based on encouraging recreation and education about nature within township and also county and state parks.
- We are way above other townships in taxes. I believe that the township had plenty of working tax base and no further millages increases should be permitted.
- You've lumped 'parks, natural areas, and non-motorized trail' facilities together under one umbrella, but these can be very different. I'd be much more supportive of natural areas and trails, but not more 'parks' - these tend to be less natural areas.
- Stop creating a walking trail on all the township property and taking hunting away. Leave the township alone. And lower our property tax
- Please stop raising taxes
- When we first moved to fruit land over 20 years ago, it was quiet and very rural. Now, there are way too many new residential homes, traffic, and noise! My neighbors have a gun range on property right next to ours and it sounds like they are shooting right at our house. Controlling target practice and personal gun ranges should be a top priority!!
- Taxes in Fruitland Township are very high especially school millage. Any new taxes or changes such as White Lake Ambulance are not necessary. Lowering taxes should be the sole priority of Fruitland Township.
- allow the lots across from condos to be built on. There is plenty of room for condo sewers. if not, too bad who is stupid enough to buy a condo without owning sewer system. Stop kiss butt of condo owners. If build approval guy can't do job get someone who can
- Taxes are extremely high in Fruitland Township and I am against anything that will raise our taxes including White Lake Ambulance
- Keep the woods. No new housing developments.

- The aging parent units on properties that are not attached to the main residence would be great. If attached it makes it harder to sell when the time comes, and with a granny unit it can easily be moved when it is no longer needed.
- The township already has a very high tax bracket as it is. What does the township spend the tax money it gets now on? We do not need higher taxes, more commercial buildings or more parks within the township. We need to focus on maintaining what we have instead of making new. Regulation and tracking of short-term vacation rentals is a good idea but fees to register them, rent them and inspect them is NOT needed. When a house is built or purchased, it needs to be inspected. Why add additional occupancy inspections for vacation short term rentals and adding additional fees. You are creating unnecessary work for township staff. Stop trying to raise extra money. My original question still stands, what are you spending the tax money on now and why do we need more tax money to spend on things that are not needed?
- Lower taxes
- I'm going to vote no on anything that is going to increase my taxes. I have a coworker that lives on Mona lake that has lower taxes than I do. I don't have water front property I live on Orshal
- Taxes MUST get lowered
- Fix roads (pave simonelli) and faster internet
- Less thinking of how can the township bring in more money
- Taxes need to be lowered. More friendly people at the front desk of the township. Quit clear cutting land. There should be plenty of money from the high taxes.
- Natural gas availability to all township residents.
- Taxes are already too high for the few services received from Fruitland Township. All I see that I receive is road maintenance/plowing
- I would hate to see the area become to commercialized and crowded with people who will cause damage to our way of life.
- The taxes are way too high and there should be NO FULL TIME RESIDENTS IN THE RESORT ZONE (OR WHATEVER THE PROPER TERMS ARE)
- We don't drink our well water because of concerns of potential pollution from users upstream of White Lake and past problems. The township should consider providing public water and sewer to the residents.
- We have great natural resources here
- Zoning and permitting enforcement is often ridiculous. Not allowing the Rooster to build a deck was stupid. Use common sense, especially for home owners.

- Show us where our tax dollars are going before asking for more. I see a lot of areas in need of repair and upkeep.
- I would only support a mileage for a bike trail (not expanded shoulder) along Whitelake from Whitehall to the pier at lake mi and then along the lake to the state park
- Getting city water and sewer to all should be a priority
- For 25, I am referring to a shoulder or walking/biking path along south shore.
- If by "improve" in #25 you mean 'conserve and protect' I agree, if this means building structures such as play grounds or pavilions, I disagree.
- Property taxes are way too high
- Keep Fruitland Twp rural! Nobody wants the noise and traffic of developed communities.
- I think getting all the roads paved and better internet so our kids can do their homework and a much faster police response in emergencies an hour is horrible
- The millages and taxes out here don't stop. There are multiple elections to keep track of dealing with millages. Can't we figure out an alternate way to support natural areas? Pretty soon people won't be able to afford this township because of taxes constantly increasing. Give us something back for what we are paying. Attempt to control the traffic and keep the roads safe. Thanks
- I would never, ever support a new millage for anything in the township. Stop spending and lower our taxes.
- Seniors should be exempt at 70+ from millage. We've always supported school millage on the ballots and that went to district other than Fruitland Township. Also, no small lots. Better to have affordable soundproof townhouses like on Colby St that are attractive for young families and for seniors on fixed income ...(After thought)
- Pay for access to parks, trails.
- The newer green Fruitland Township signage is great, details like this are really nice to see
- Fruitland township needs to do more with the current amount of funds they have and not attempt to raise taxes, over govern residents, and not push for commercial development. You can all be voted out! Represent the people or resign.
- I would support a mileage for a bath path or widened road to connect the parks on scenic to Whitehall. So unsafe for runners and cyclists.
- Would love to see the township approach the state about winter use of Duck Lake State Park to keep the front entrance and front parking lot open to visitors all year round. We have to use dead end roads and unplowed areas to try to access the park

in winter and when there is heavy snowfall it is impossible. A lot of people want to hike, xc ski and snowshoe at this beautiful park in the winter. It would not impede snowmobile use as they mostly use the park roads and wider trails, not the skinny hiking trails. Duck Lake State Park is one of the main reasons we live in the township.

- I do NOT want to pay increased taxes. Make better use of what you already collect.
- No more housing. Already loosing so much to big corporations' development. This should stay a heavily wooded area. And leave us alone to live the way we want
- FT is perfect the way it is. We moved here because of the rural nature yet the availability of good schools, public places, tax base, & shopping in both directions. It's perfect!!
- Taxes for non-homestead are absurd. Double taxes to use nearly zero services if Whitehall schools? Whitehall schools need proper management and not sneaking a levy in a ballot that affected none residents cannot vote on is what started the tea party. Maybe they should review their history lessons for starters.
- Part of the master plan should include a look at processes and staffing. The amount of time it takes to process permits is extremely too long compared to surrounding townships. Muskegon Charter, Egleston, Laketon are all three to five days and Fruitland is 1-3 months... unreal!! The staff at the front desk and who answer the phone make you feel like you are a burden for calling or doing business. Complete opposite of surrounding townships. Take a drive and walk into Laketon Townships office. You are greeted either a smile and staff wanting to help.
- Scenic Dr trail should be a top priority
- I would like to see places owned in common, or by the township that can be reserved for community events
- No new taxes. I want to be able to live in my house when I retire and taxes will be 1000 a month.
- All biking and biking trails should be open to snowmobiles in the winter.
- Township owns plenty of property
- I would like to see the township focus on cleaning up the excessive junk and debris in certain yards that are becoming an eyesore. Increasing code enforcement to remove this trash and 'riffraff' would significantly improve the neighborhood's appearance and safety.
- Traffic along Whitehall Road has increased rather dramatically in the last few years; surrounding areas are more and more congested. I appreciate the rural feel of my home, the quiet; I am close enough to get to shopping and medical facilities. I don't feel the need for adding anything that requires cementing over nature. Let us be a respite from all of that.

- I want this township to focus on agriculture. We have enough natural focused parks and trails. We have enough people living here. People used to be able to put in the work to help sustain themselves in hardships and this township makes it close to impossible to have what you need. The agricultural regulations need to be re-evaluated immensely. How can I teach my kids to grow up how I grew up when it's impossible to do so. This is a rural township not a nature reserve. And too add I have nothing against keeping things natural but that is all this township is moving to and within the 3 years I've owned my house all I can think about is I'm screwed. I'm now 22 and people my age are mostly still living with their parents because the housing is so expensive. I was lucky enough to find a home here in the township for an affordable price. But now I'm trapped in a world of crushed dreams and constant battles. Please hear me whomever will be reading this. I know there are other people who want ag development/acceptance but might not speak out due to being out numbered.
- Taxes are already higher and those funds can be used to maintain the current parks and natural beauty of the township. The biggest priority for me is to simply leave well enough alone, maintain and improve current parks, and current infrastructure. We have a beautiful township, let's keep it that way!
- Our taxes are high enough as it is, and we're not getting what we are paying for. No need to increase taxes, better budgeting is needed.
- No more millages. Taxes are already mishandled enough.
- Quit working on the dead-end roads around White lake and work on our parks that have a lot of room
- "When the DNR revisited its Master Plan for Duck Lake State Park a couple of years ago, the main message voiced by locals was to mainly leave it the way it was. I would like that to be the main approach to revisiting the Township's Master Plan: We have a good thing. We don't need more development. For the most part, leave it the way it is.
- One additional comment: The Township needs to ensure compliance with its zoning and ordinances. When a builder built an addition and did extensive work next door without getting the required variance and permits, I was very frustrated in trying to get enforcement action. "
- Do not tax us for ambulance service and align our fire service with Montague FD
- Don't change anything but to concentrate on reducing costs to the township and REDUCING millage to make it affordable again. We DO NOT NEED any more parks, trails, or programs. Maintain what we have but stop spending unneeded money. We also do NOT NEED an Ambulance service. If anyone wants quicker response time, they can sell their home and move to town.
- Lower our taxes, we're taxed to death!

- Duck Lake rd pavement is garbage! Bituminous pavement is loud. Greatly increases tire noise pollution!
- Consider ways to work with the County and City of Whitehall to improve nonmotorized access to Whitehall and the bike paths. It is currently dangerous.
- Not aware of any areas that have public water & service. I would oppose development of those services in the area where I live
- I love the new nature area! And the redone tennis courts. I do think housing should be built to support affordable housing goals. There's a lot of land that could be made into nice apartments. Also, Restricting short term rentals only hurts the home owners that need to rent to pay for their homes. The wealthy who own the houses and don't want renters next door should not have a monopoly on the system. There should be a way to benefit the home owners and the township. There could be a yearly fee, but inspections would be silly. The home won't rent if it's not nice, and having to schedule and attend an inspection would be a hardship for both the township and the owner.

Summary of Results Relevant to Housing

The data collected regarding housing in Fruitland Township reveals a community primarily composed of homeowners (99.5%) living in single-family homes on large lots, with a strong preference for maintaining rural character and significant concerns regarding the rising costs of residency. Only 8.5% of respondents identified housing as one of their top three priorities for the Master Plan, suggesting that for many, preserving the natural environment and rural character (58.4%) takes precedence over expanding the housing stock. Even with this low respondent rate of support for housing as a top priority for the Master Plan update, there are other variables that come to light as it relates to housing, as described below.

Current Housing Status and Preferences for Future Housing

The vast majority of respondents reside in single-family homes, with 77.7% living on parcels of one acre or more. When considering future housing, 72.3% of residents support the development of single-family homes, while 25.4% explicitly stated they do not want any new housing in the Township. While the response rate was lower, the survey results did reveal some support for other types of housing in the Township, outside of single-family home ownership:

- Senior citizen housing: 22.3%
- Condominiums: 11.4%
- Townhomes: 11.3%
- Apartments: 5.9%

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