

# Oxford Charter Township Master Plan Survey

Survey Results  
March 04, 2024

Survey Window: December 19, 2023 - February 15, 2024



Master  
Plan  
Survey

## Overview

The following report is a draft for the Planning Commission for the Master Plan Update. The statistics on the survey are:

- 814 survey respondents.
- A ballot box stuffing report flagging IP addresses with more than five responses showed that only IP addresses assigned to input hard copies of the survey were found. All other IP addresses were responsible for less than five responses.
- Of the 814 responses, 79 percent - or 644 respondents- identified as Township residents. Of those respondents, 22 percent had lived in the Township for over 25 years, 39 percent between 11 and 25 years, and 39 percent had lived in Oxford for 10 years or less.
- 45 respondents, accounting for 5% of the surveys, identified as Oxford Township business owners.

The data below is split into the following groups:

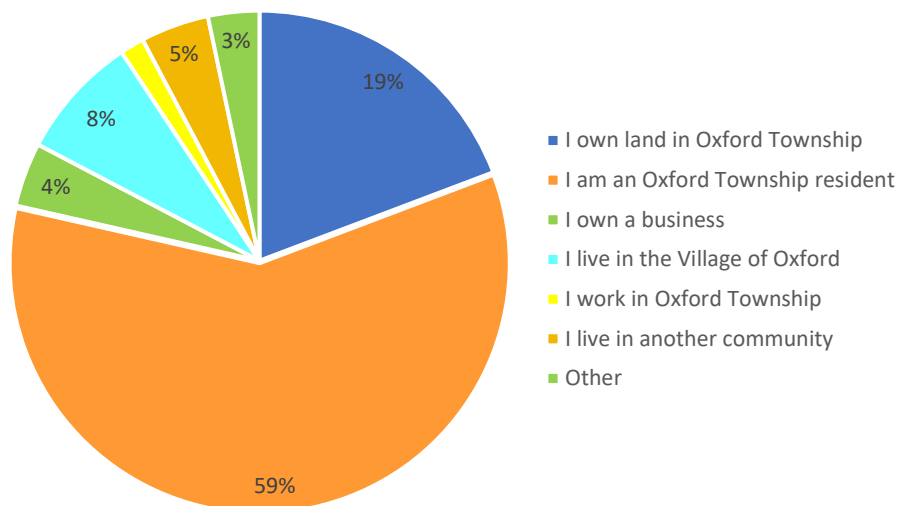
- Business owners and Township residents (689)
- Those respondents who were not Township residents (178)

Carlisle Wortman Associates, when comparing data between groups, compared Township residents and business owners to either all respondents or those not residing in the Township.

The report includes a written analysis for each section of the survey with statistics from the multiple-choice questions and highlights from the open-ended questions. A verbatim report of the open-ended responses can be provided upon request. Each section includes charts or tables with data from the multiple-choice questions.

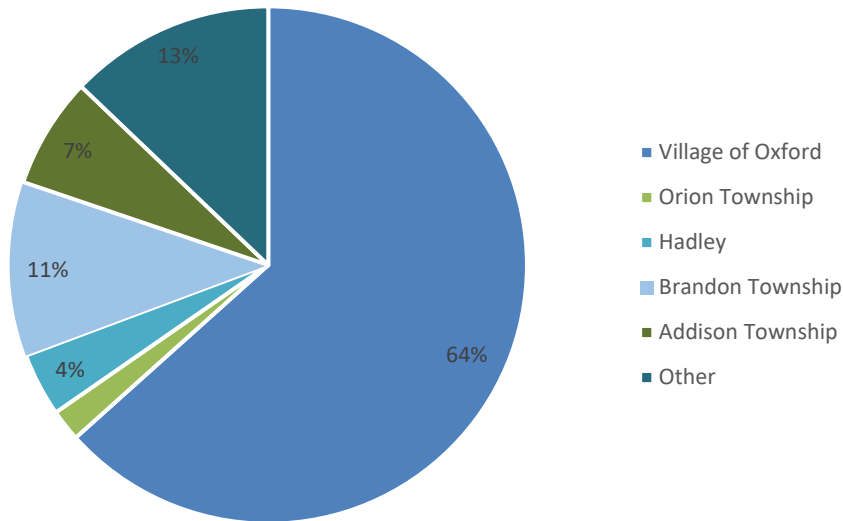
## Survey Demographics (Questions 48-57)

The diagram below shows the overall demographics of those who participated in the survey.



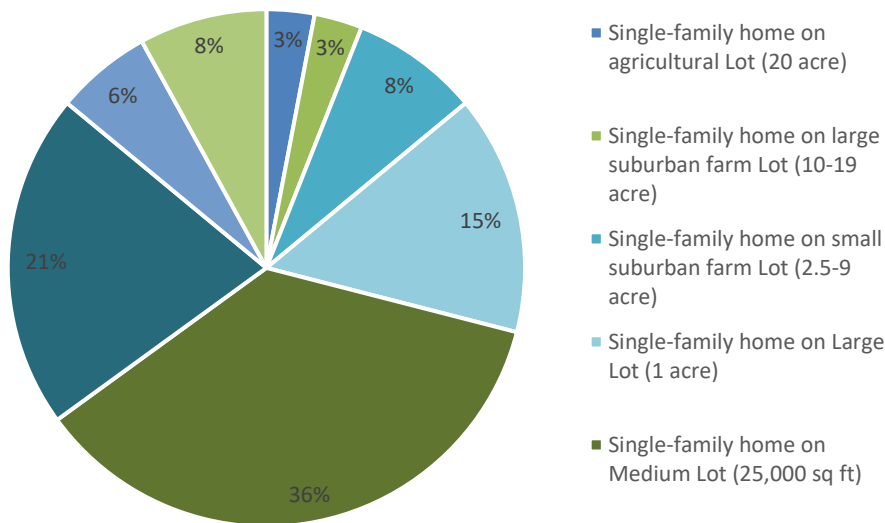
The majority of survey respondents listed that they reside within Oxford Township. Shown below are the other most common areas participants were from. As expected, a majority of these respondents resided in the Village of Oxford.

**If you do not live in Oxford Township, what community do you live in?**



Of the Oxford Township residents and business owners, 36% (216 responses), said they live in a single-family house on a medium lot (25,000 sq ft to .9 acre). An additional 21% (126 respondents) reported living in single family houses on a small lot (12,000 sq ft to 24,000 sq ft) followed by 15% (91 respondents) categorizing their housing as single-family home on a large lot (1 to 2.4 acres). Overall, 72% of Oxford Township residents and business owners who participated reside in some form of single-family housing.

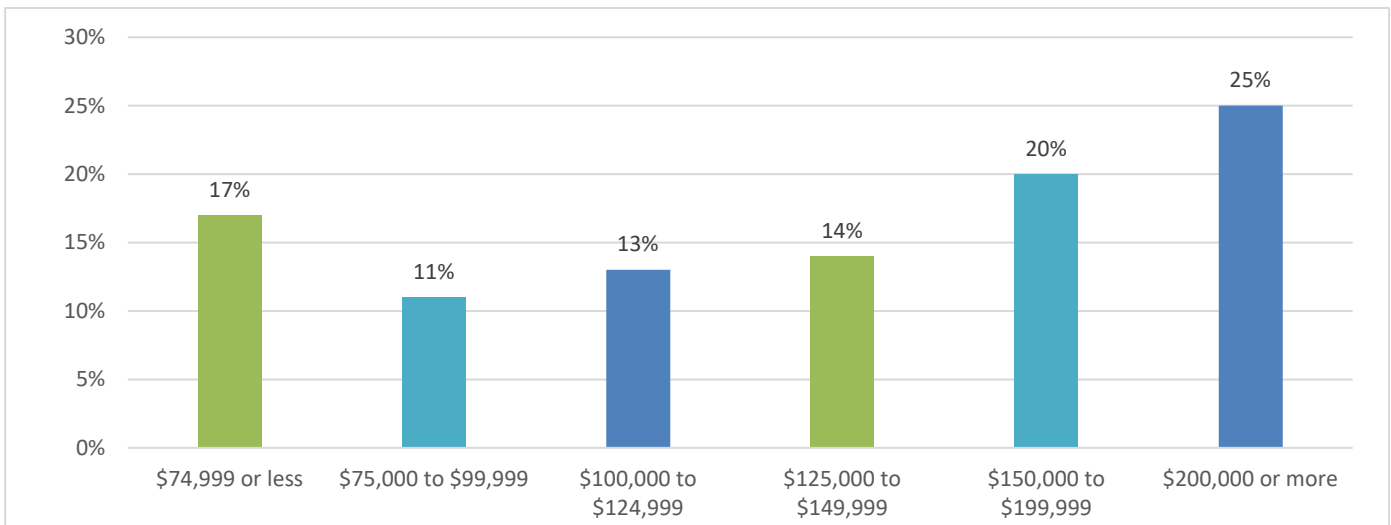
**How would you describe where you live?**



A substantial 72% of respondents reported an annual household income exceeding \$100,000. In contrast, 25% of respondents fall within the income range of \$40,000 to \$99,999. Leaving the remaining 3% of households making under \$40,000 annually. This is important information to consider when creating the housing section of the Master Plan.

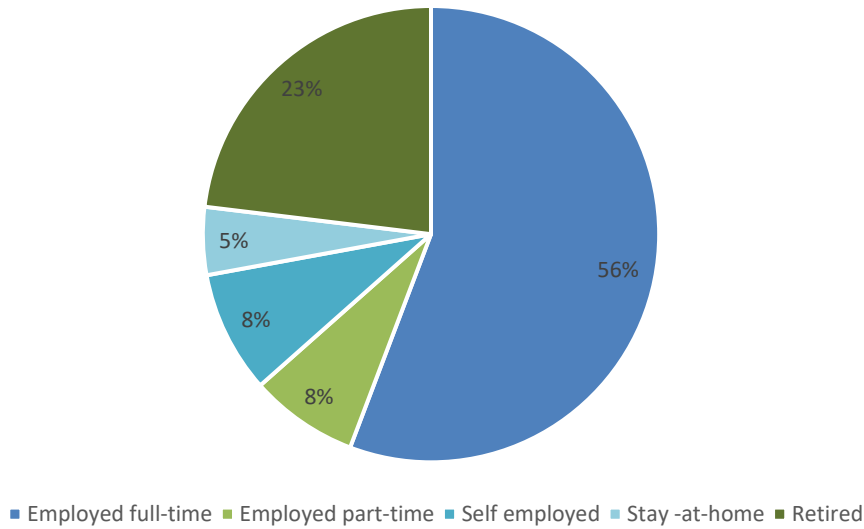
**How long have you lived in Oxford Township?**

When asked how long residents have lived in Oxford Township there was a generally  
**What is your (before taxes) annual household income?**

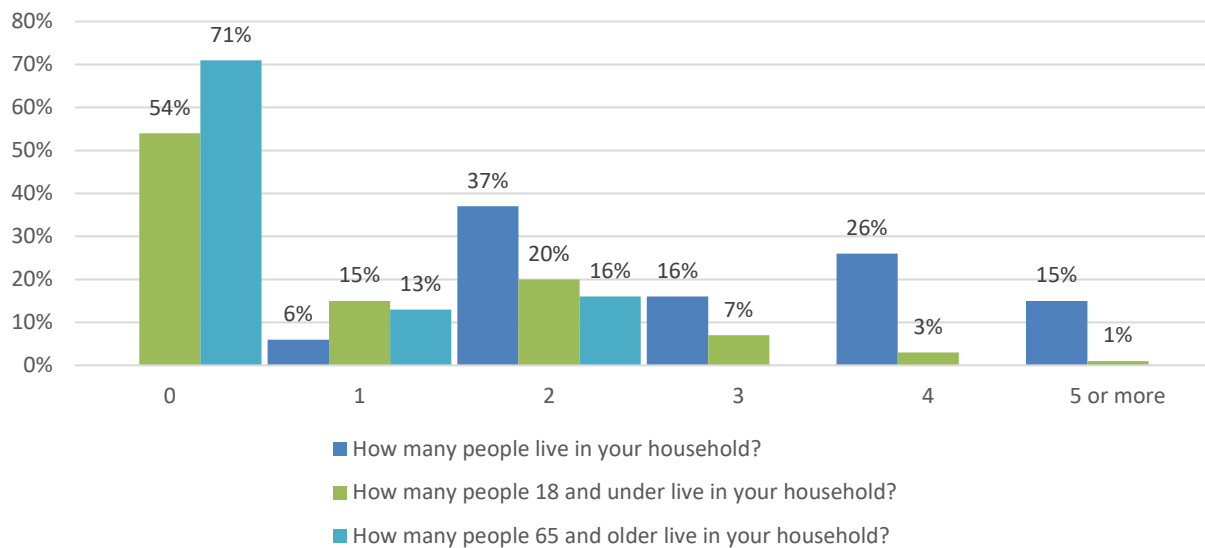


A majority of Oxford Township residents and business owners reported being employed full-time with the next highest group reporting to be retired. This demographic in conjunction with annual income and average age will be insightful when considering where to focus Township resources.

### What is your employment status?

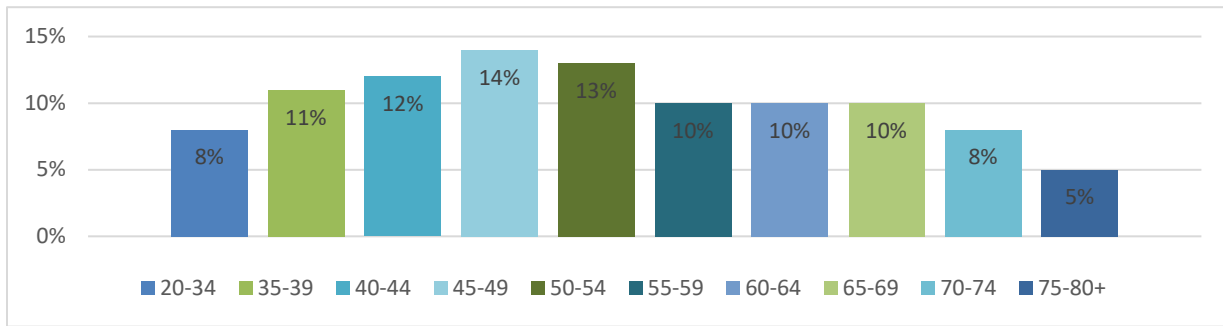


### How many people live in your household?



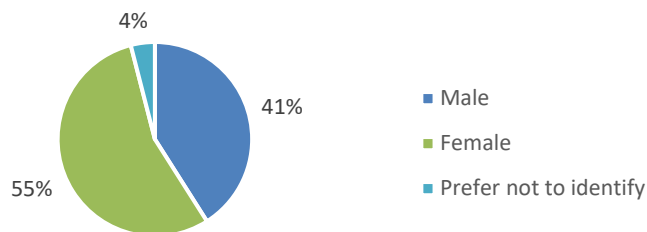
In reviewing the data above, the diversity of household sizes and age composition it was notable that 37% of respondents reported having two people in their households, while 26% indicated a household size of four. Among these households, a significant 54% reported having no individuals under the age of 18, with 15% having one, and 20% having two. Additionally, the majority of households (71%) stated that they have no individual aged 65 or older residing in their homes, while the remaining 29% reported having one or two individuals in that age group. When compared with the most recent census data this does indicate that there may be an insufficient comparison without forethought of the missing group of people who do have people under 18 at home.

**What is your age?**



The majority (11% or more) of residents and businesses owners who completed the survey fell between the ages of 35 and 54. Another 30% is attributed to those respondents between the age of 55 and 69. There was particularly less participation among residents who are 34 and younger. This age group should get specific attention in other community engagement opportunities to account for the lack of data provided here.

**What is your gender?**



In analyzing the survey, demographics show that over half of respondents were female while 4% chose not to identify. This could be due to those who simply do not wish to respond or because a participant identifies as something other than male or female. While the Census records Oxford Township as having a slightly higher male population compared to its female population this data would still be considered representative of the overall population.

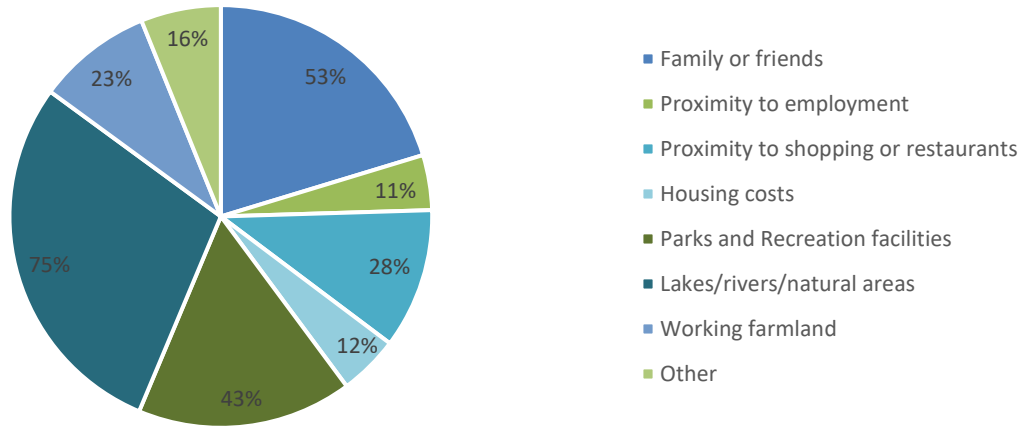
**Like and Changes (Questions 2 & 3)**

Respondents were asked what they like most about Oxford and which things they would like to see changed. The top “likes” from all respondents and Township residents and business owners were (over 40%):

- Lakes/rivers/natural areas
- Family or friends
- Parks and Recreation facilities

The chart on the next page shows the responses for all the options offered. In the “other” category, multiple respondents mentioned housing with larger lots, less traffic, extensive trail network, the small town charm, and walkable downtown area.

**What do you like most about Oxford Township? (Select the three most important)**



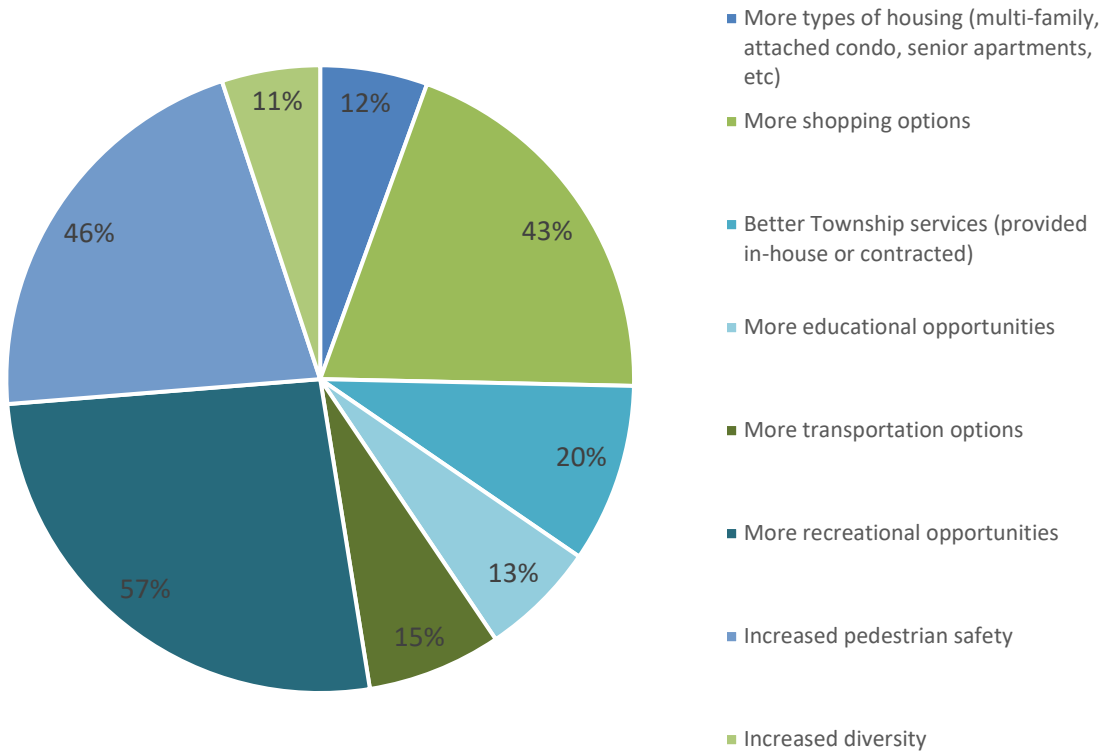
The top items selected to be changed by all participants (over 40 percent):

- More recreational opportunities
- More shopping options
- Increased pedestrian safety

The respondents who offered comments in the “other” option mentioned the following (listed by number of occurrences from largest to smallest):

- Improved road infrastructure
- Classified trucking routes
- More natural landscape preservation
- A hospital
- Bike paths
- More home developments

**Which three things would you like to see changed in Oxford Township?**



When residents and business owners were asked which three things they would like to see changed in Oxford Township the top three responses were as follows (in order of highest to lowest):

- More recreational opportunities, 353 votes
- Increased pedestrian safety, 283 votes
- More shopping options, 265 votes

These three responses were trailed by better Township services which received an additional 122 votes and Other with 105 responses. In the Other category, some notable comments from various participants are listed below:

- More paved roads
- More home developments
- Preservation of natural features
- An expanded trail system with additional parks
- Decrease marijuana facilities
- A hospital



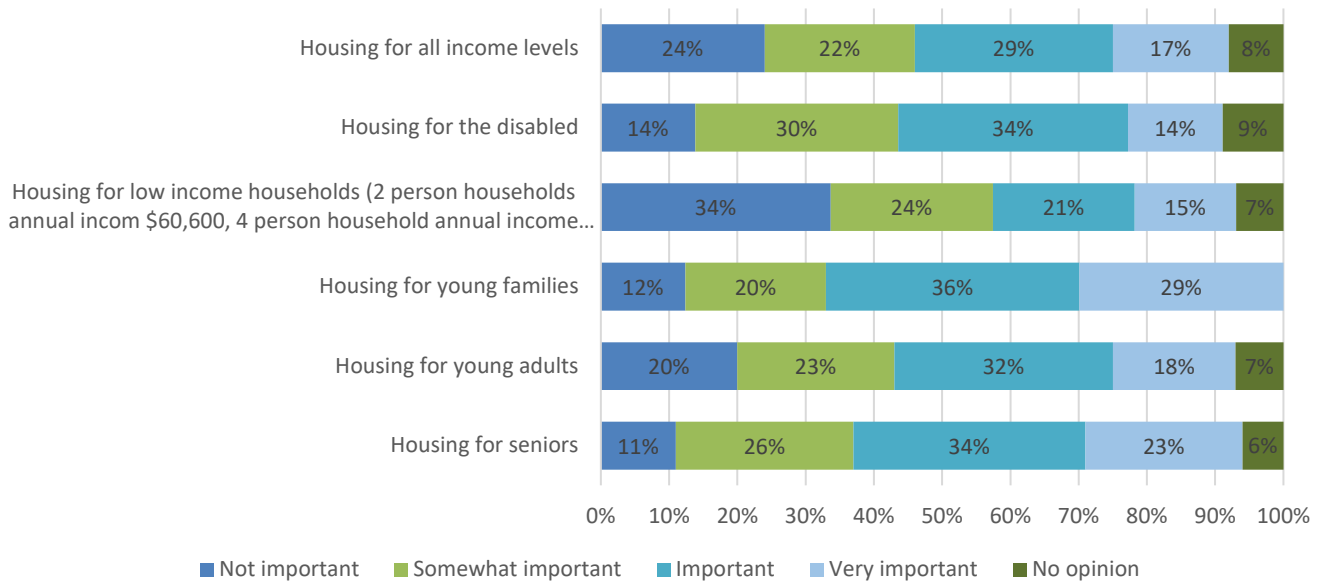
### Housing (Questions 5 & 8)

Respondents were asked which groups it was important to plan housing for and what types of housing it was important to plan for. As the charts below show, the responses for Township residents and business owners were in favor of several housing developments focused on key groups.

Respondents felt that it was important or very important to plan for all the groups listed, particularly young families and young adults while many felt it was not important to develop housing for all income levels or particularly low-income households which were defined as 2 person households with an annual income of \$60,600 or a 4 person household with an annual income of \$75,750.

When asked about how important it is that the Master Plan limit the number of homes and/or buildings in specific areas of the township the majority of respondents were focused on limiting growth. Most respondents agreed that there is a good variety of housing options, but it is important to note that resident’s response to the level of residential development in the past 10 years was nearly equal in favor to ‘about right’ and ‘too much.’ This suggests a diverse set of visions for the Townships future which will need to be carefully considered in approach taken in the new Master Plan.

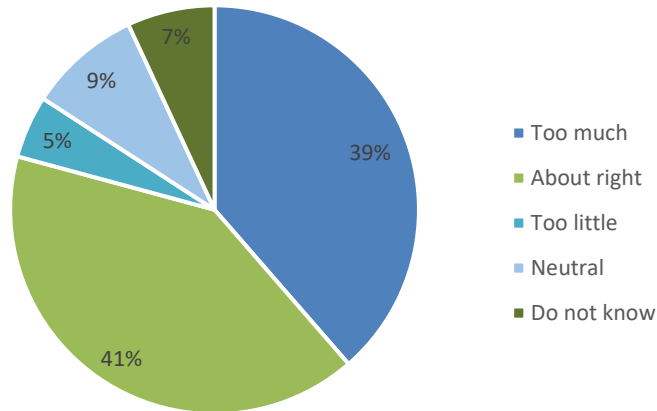
#### How important is it to develop housing for these populations?



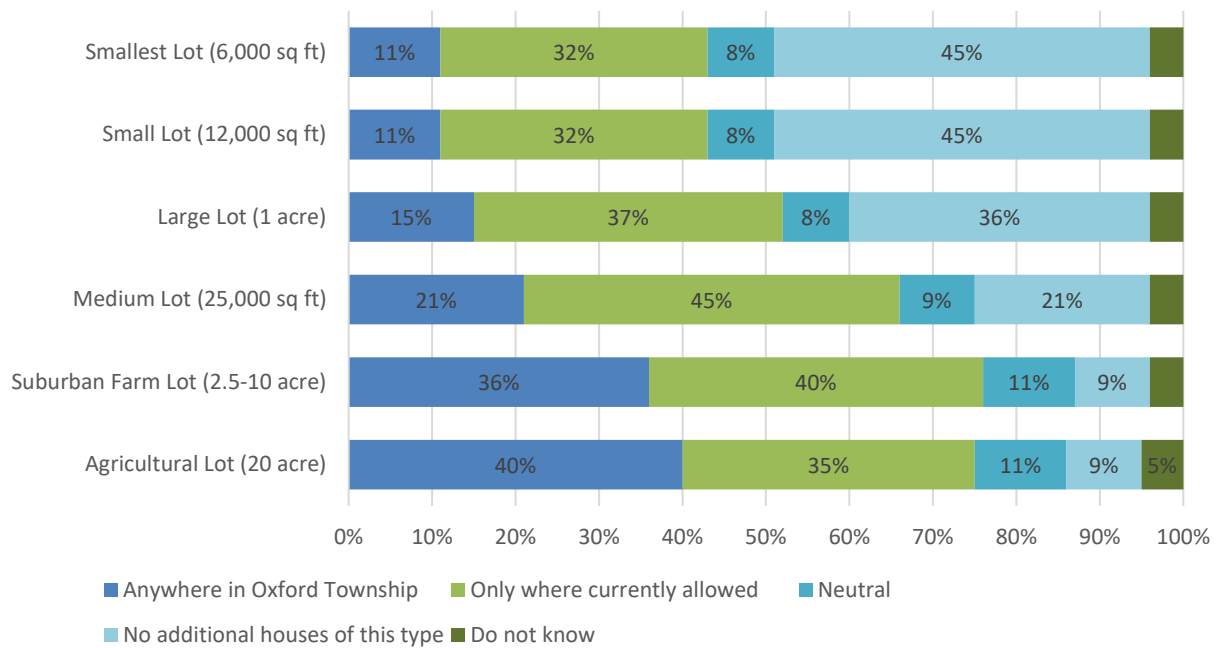
### Housing Locations (Questions 9-18)

Following the above questions, survey respondents were asked a series of questions relating to where certain types of housing options should be allowed in Oxford Township. In many cases respondents were in favor of allowing single-family housing in currently zoned areas or anywhere in the Township. Differing opinions began with single-family houses on small lots (12,00 sq ft-lots, zoned R-1) where 228 respondents (36%) said that no additional housing of this type should be allowed, which increased to 287 respondents (45%) when the question was asked for the smallest lots (6,000 sq ft-lots, zoned R-1A).

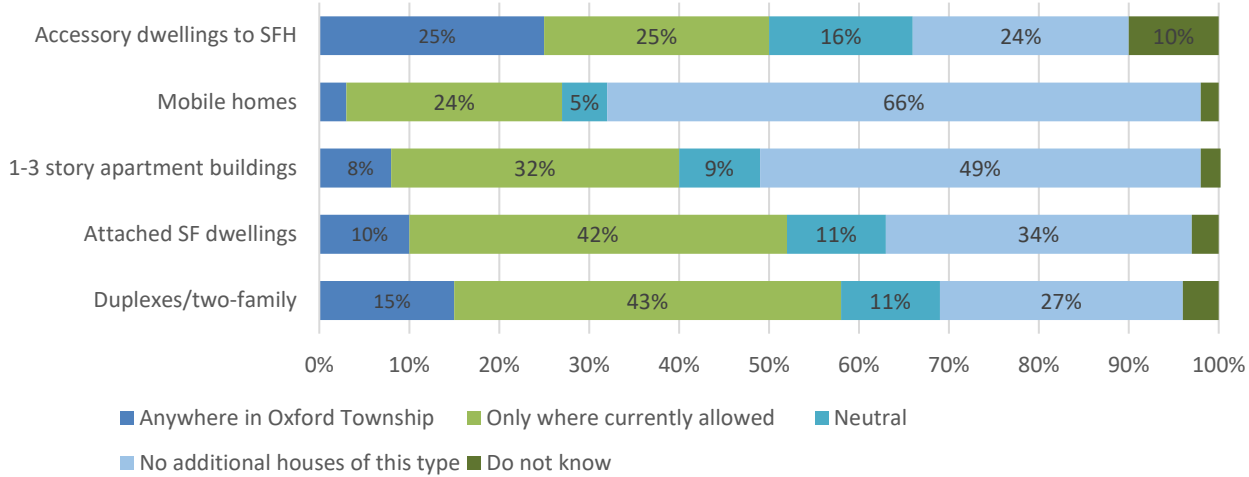
**How would you describe the level of residential development in the Township over the past 10 years?**



**Where should Single-Family homes be allowed?**



**Where should alternative types of housing be allowed?**

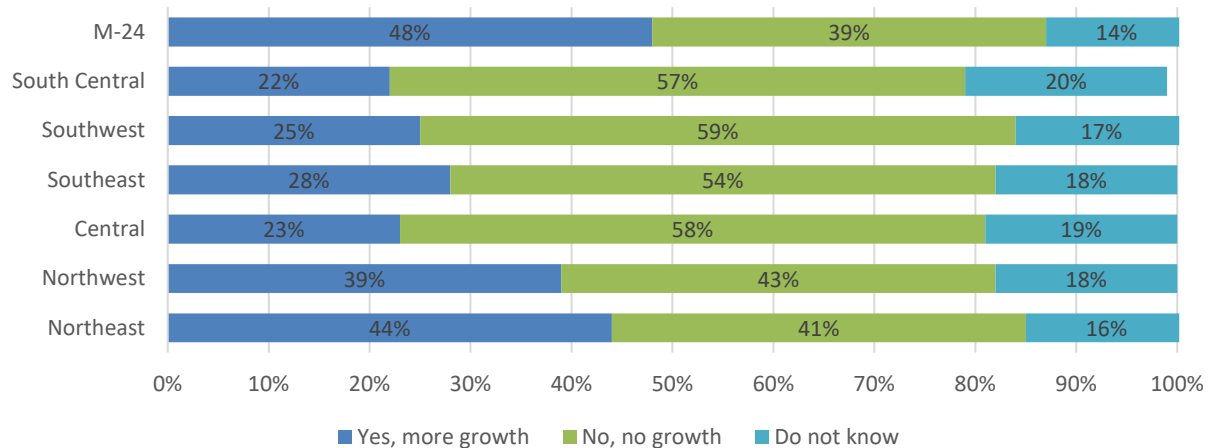


As alternative housing types were proposed answers varied. Respondents favored duplexes/two-family homes (zoned RM) for continuing to be allowed only where they are currently. This was also true for attached single family dwellings (zoned RM). However, when this was asked in a more detailed question those in favor of attached single family dwellings increased significantly. Regarding 1-3 story apartment buildings (zoned RM) and mobile homes (zoned MHP), the majority of survey respondents chose no additional houses of this type should be allowed.

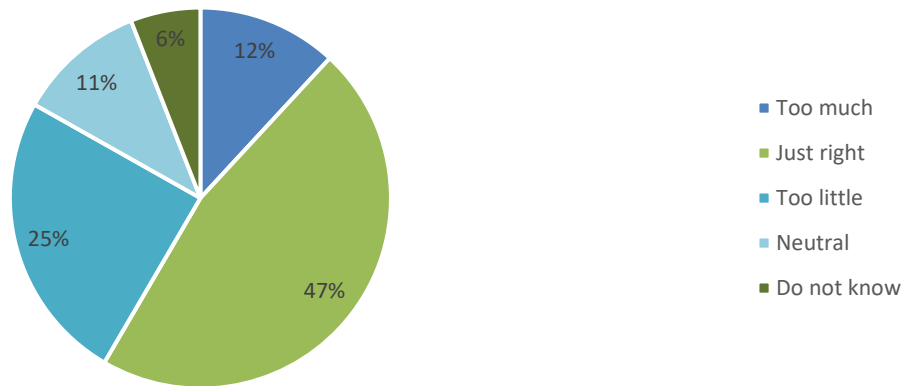
**Non-Residential Development (Questions 21-23, 27 & 28)**

Survey participants were asked where they would like to see more nonresidential development. Sectors that respondents favored nonresidential development in M-24, Northeast, and Northwest areas. Respondents were then asked a series of questions where they were to describe the level of commercial and retail development in the Township over the past 10 years, with clarification on what types of development was in excess and/or development that is lacking in the Township.

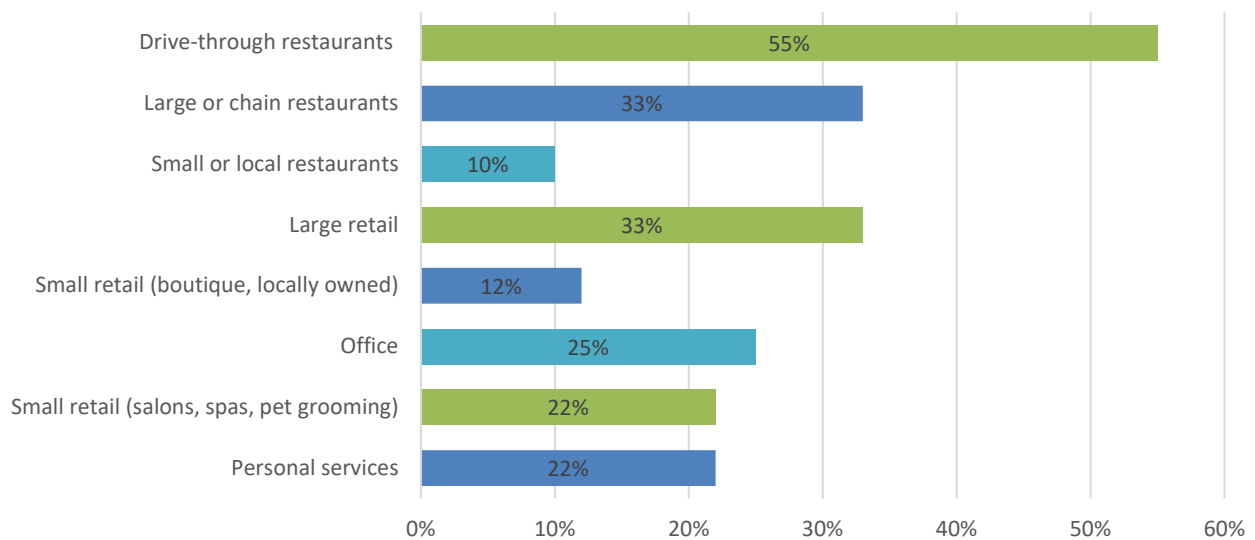
**Where would you like to see more nonresidential development grow?**



**How would you describe the level of commercial/retail development in the Township over the past 10 years?**



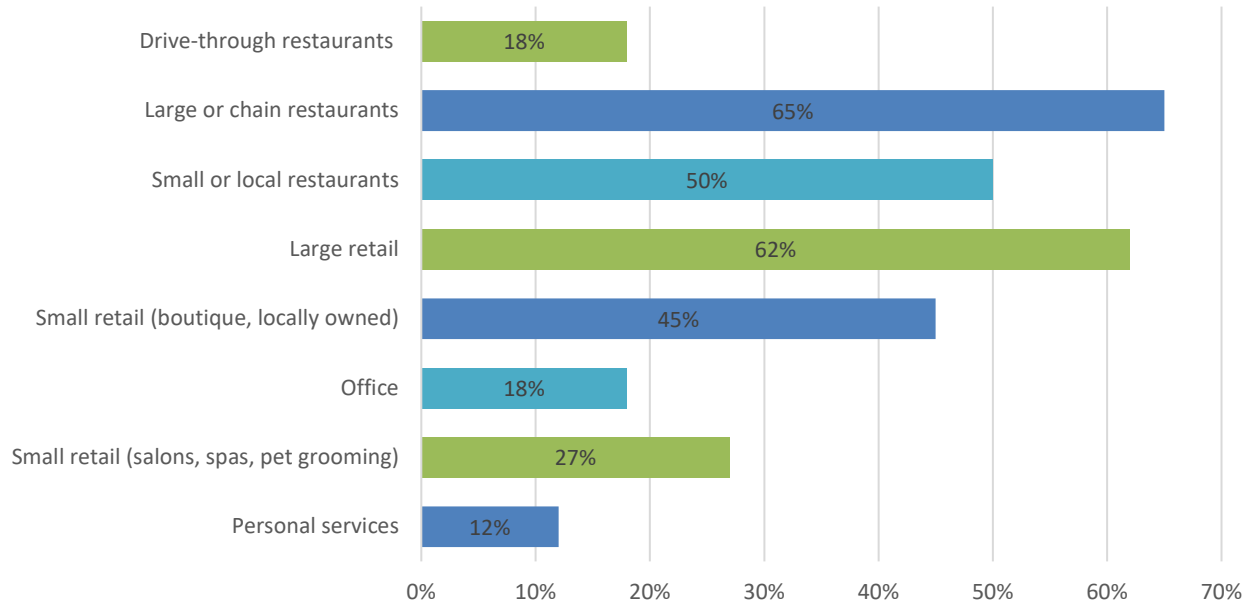
**What types of development if too much?**



The majority of respondents described commercial/retail development over the past 10 years as 'just right' (47%) or 'too little' (25%). Those who expressed that there was too much development in the Township focused their concerns on the excess development of drive-through restaurants (55%), large retail (33%), and large or chain restaurants (33%).

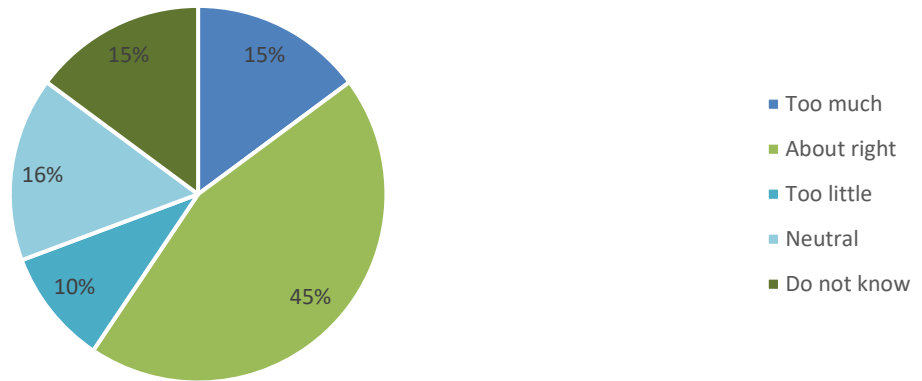
Interestingly, those respondents who felt there was too little commercial/retail development chose the following as the areas most lacking in development (in order of highest to lowest percentage): Large or chain restaurants (65%), large retail (62%), small or local restaurants (50%), and small retail (45%).

**What types of development if too little?**



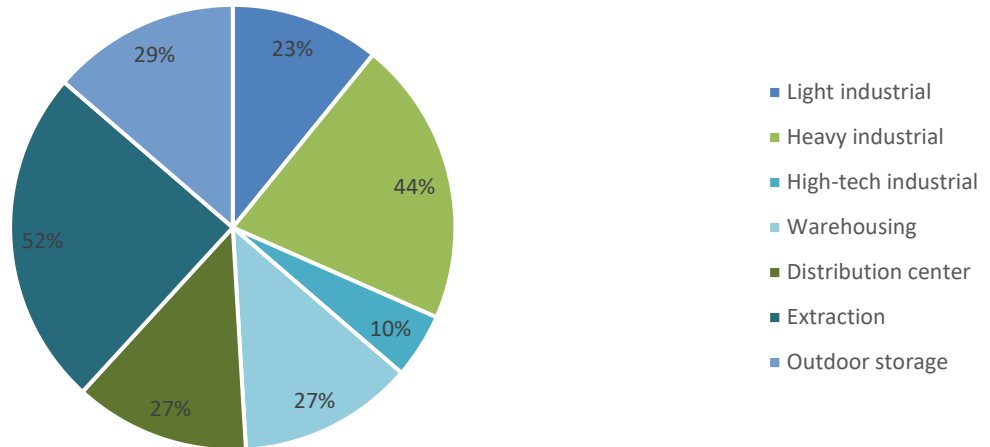
As previously noted, this diversification of opinions in the Township should be carefully considered throughout the entire Master Planning process to ensure that residents feel their opinions are reflected in their community.

**How would you describe the level of industrial development in the Township over the past 10 years?**

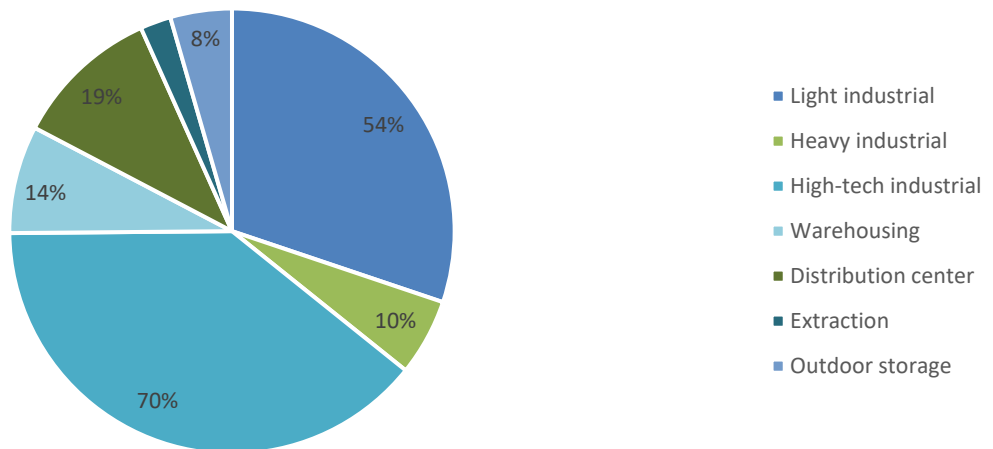


Survey respondents were also asked to describe the level of industrial development in the Township over the past 10 years where 291, or 45% of respondents saying it was ‘about right.’ Following the question of whether there were excess types of industry in the Township, respondents chose extraction (mining) and heavy industrial (asphalt/concrete plant, manufacturing or machine shop, truck terminal) as those excessive industries.

**What types of industry do you feel is in excess?**



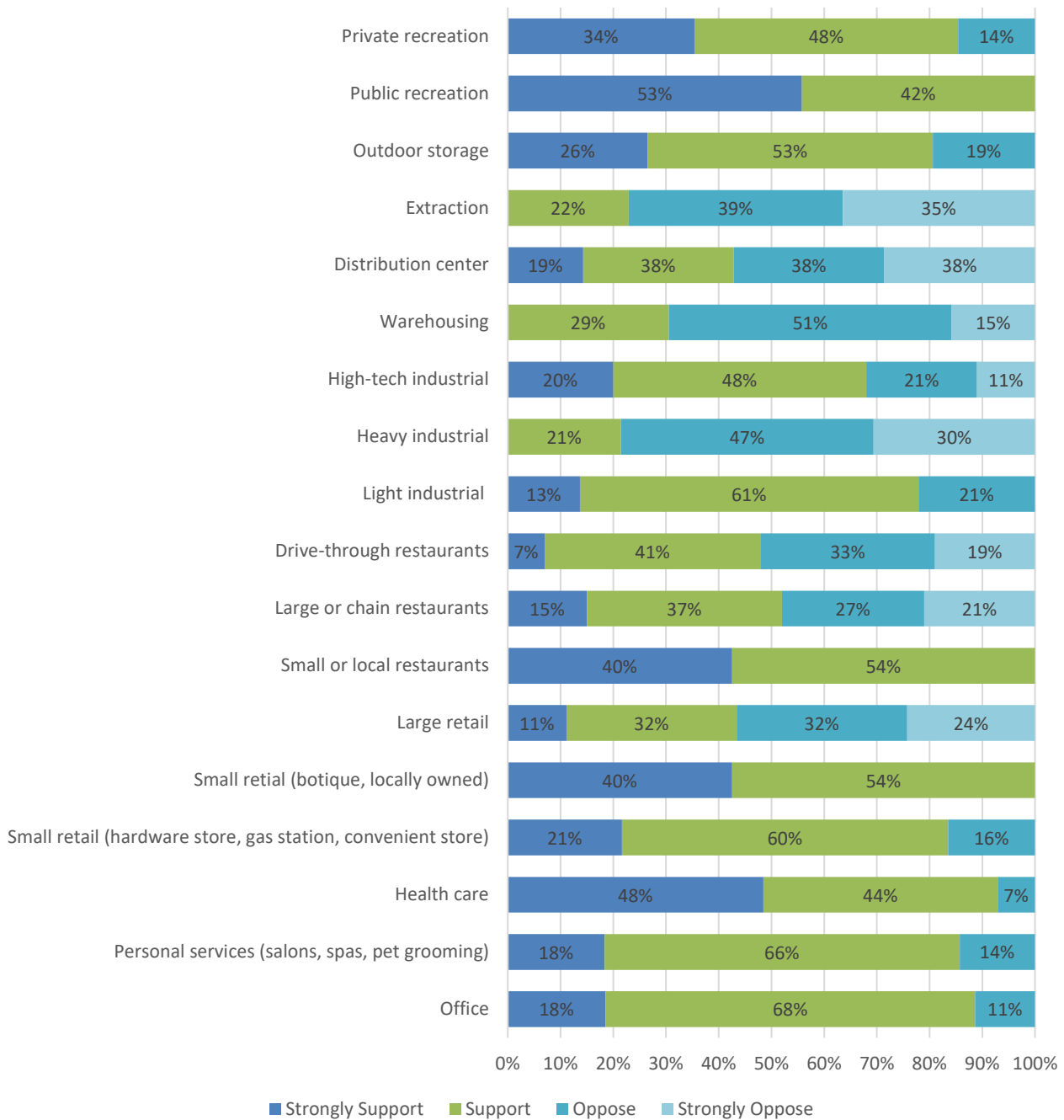
**What types of industry do you feel are lacking?**



When asked what types of industry was lacking, the majority of respondents favored high-tech industrial (software technology, pharmaceutical research, laboratories) and light industrial (medical laboratories, contractors' office/yard, auto repair, machine shops) with each making up over 50% of the responses on their own.

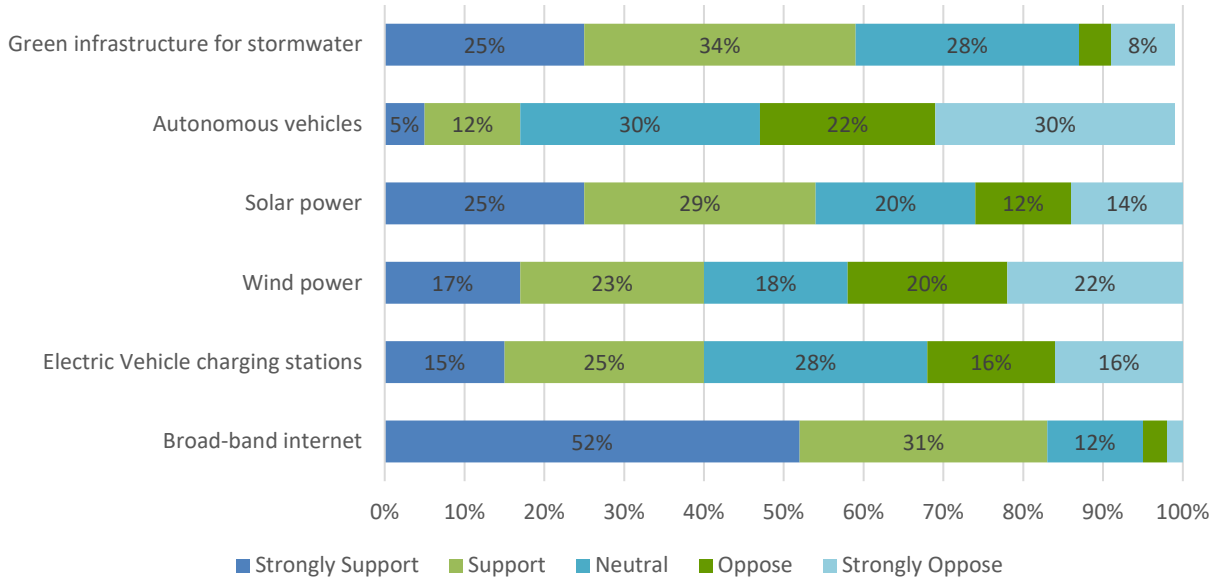
When respondents were asked their level of support for specific types of nonresidential development, the majority of nonresidential development was supported by the community, such as: office, personal service, health care, and small or local restaurants. Opposed nonresidential developments worth noting include, outdoor storage, extraction, distribution centers, warehousing, and heavy industry. Some developments fell to the middle and were relatively equal in support and opposition such as large or chain restaurants, large retail stores, and drive-through restaurants.

**What level of support do you have for the following types of non-residential industry?**



In gauging Oxford Township’s residents and business owner’s views on a variety of new technology and infrastructure the majority of participants were apparent in their support for broad-band internet and with slightly less enthusiasm, but still support for green infrastructure for stormwater. Aside from autonomous vehicles, which were opposed to, the participants were rather receptive to other options such as wind and solar power.

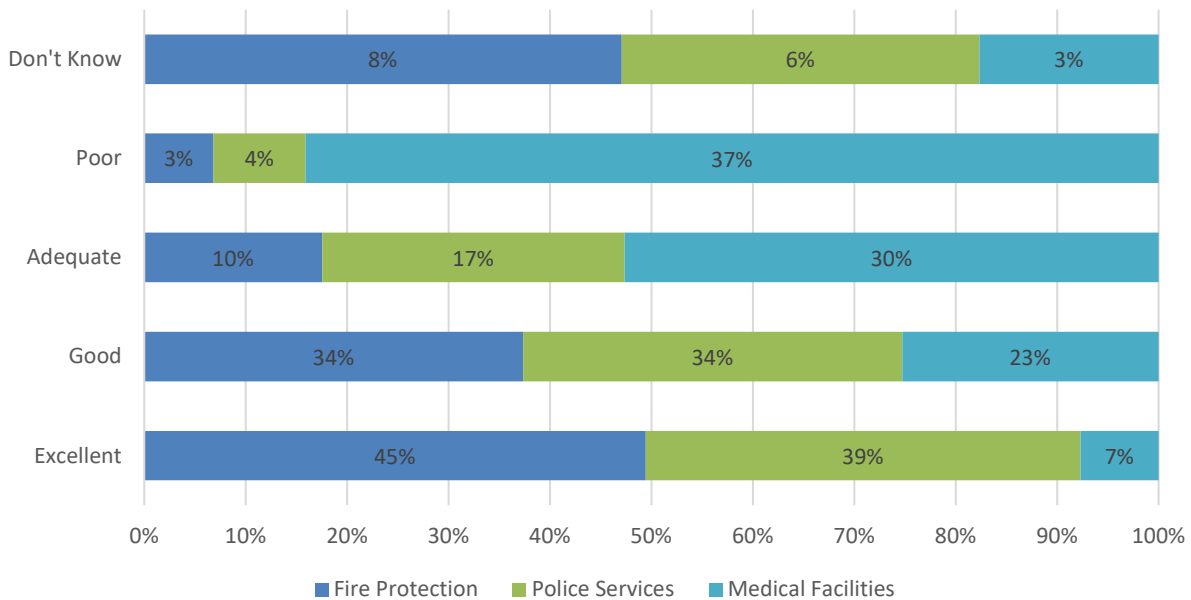
**What level of support do you have for the following new technology and infrastructure?**



**Public Service Providers (Questions 30-33)**

Residents were asked to describe the current level of fire protection, police services, and medical facilities in Oxford Township. 79% of residents and businesses owners in Oxford Township responded ‘good’ or ‘excellent’ to the level of fire protection services available. 73% of respondents categorized the existing police services as ‘good’ or ‘excellent.’ However, when asked to describe the medical facilities in the Township, the majority of responses categorized the facilities as poor (37%), or adequate (30%).

**How would you describe public service providers in Oxford Township?**





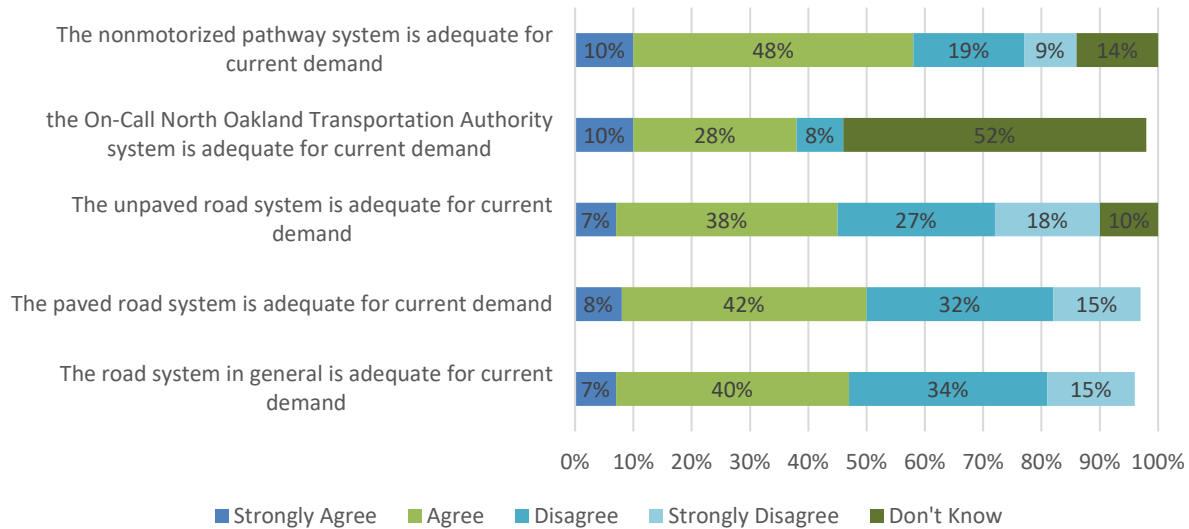
Respondents were then asked to provide any other comments they had about Oxford Township public services where common comments included:

- Need for a hospital, 24-hour emergency care, and more options for doctors.
- More staffing for the Fire Department
- Improvement of the Parks and Recreation Department

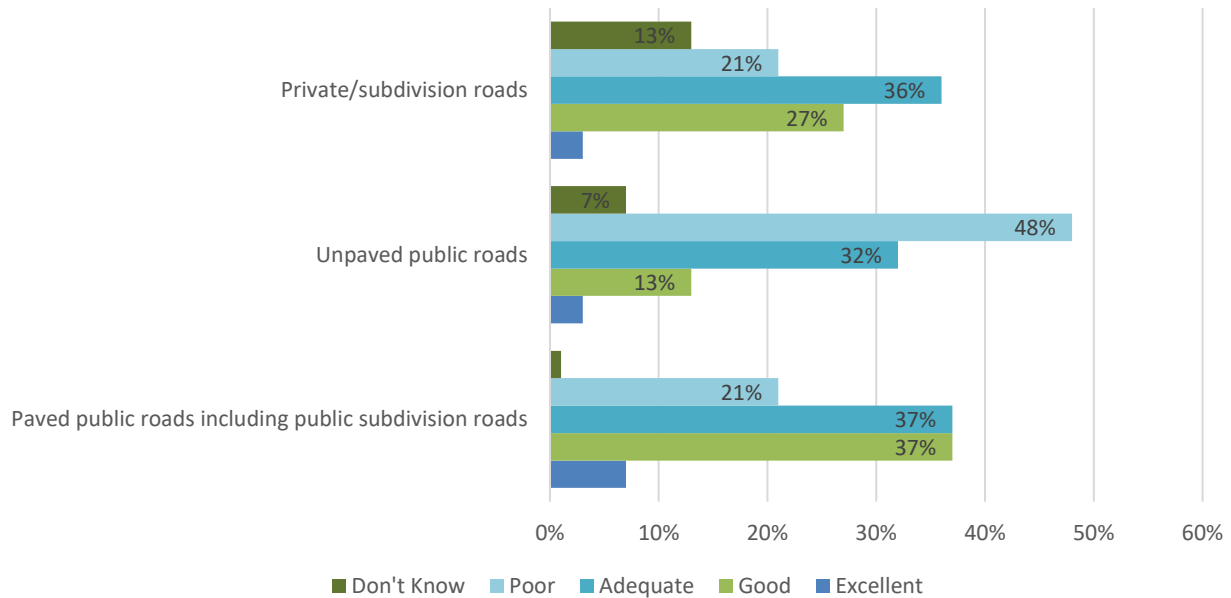
**Accessibility & Transportation Systems (Question 34-41)**

Respondents were asked to describe the following transportation systems and options provided through the Township. Respondents were seemingly equal in their agreement or disagreement with the following statements: The road system in general is adequate for current demand, The paved road system is adequate for current demand, and the unpaved road system is adequate for current demand. the majority of residents agreed that the nonmotorized pathway system is adequate for current demand. More information should be provided to residents regarding the on-call North Oakland Transportation Authority (NOTA) system due to 52% of respondents choosing ‘don’t know’ as their response to adequacy for current demand.

**How would you describe the following transportation systems and options in the Township?**



As it relates to the condition of paved public roads 81% of respondents stated that the roads were adequate, good, or excellent. Respondents rated the condition of private and subdivision roads as primary adequate or good. 48% of respondents reviewed the unpaved public roads as poor, but those who chose adequate, good, or excellent also accounted for 48% of respondents, with the remaining 4% of respondents choosing "do not know."



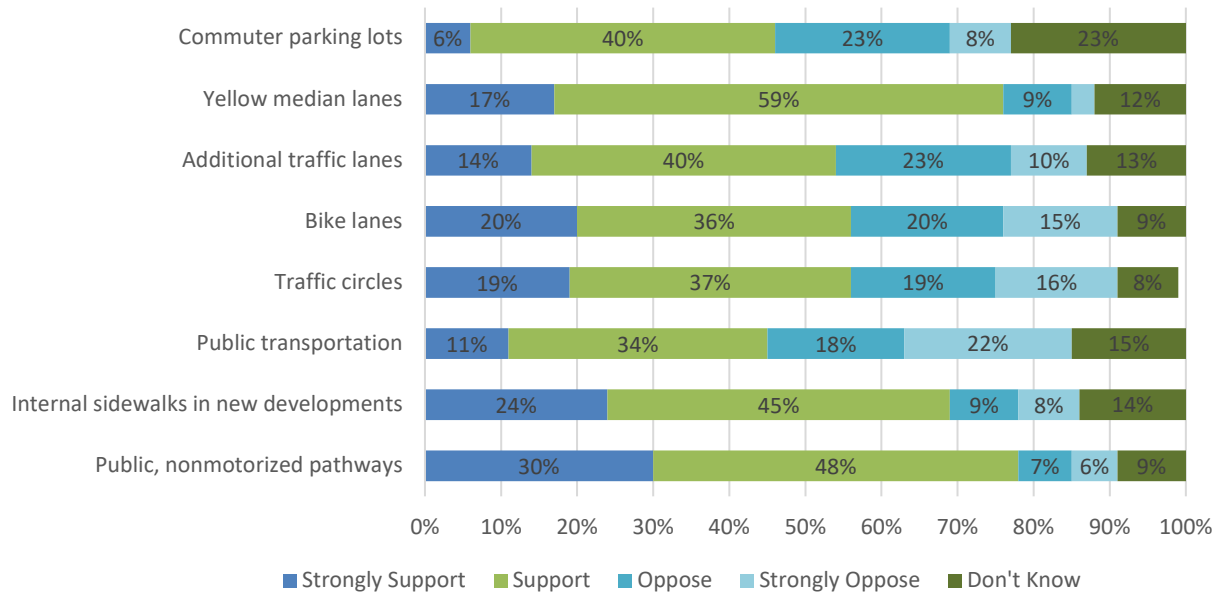
In response to traffic rates for well-traveled roads, all listed roads were overwhelmingly rated mild to congested. The most congested roads were labeled as North M-24, Washington (through the Village), and South M-24.

In asking if there would be support for additional taxes and/or millages for road improvements/options, residents and businesses owners appear to be open to the implementation of either but would want more details as 37% selected maybe with another 26% selecting that they would support the additional taxes or millages. Those who selected other left comments that request:

- Inclusion of walking/cycling infrastructure
- Clarification of how current tax money is being allocated
- Development be centered around nature, bike paths, quality of life, as opposed to only adding lanes to accommodate heavier traffic

When asked what level of support residents and businesses owners have for transportation options other than independent vehicular travel, many were in favor of improvements and additional options. Among the most popular were public nonmotorized pathways, internal sidewalks in new developments, bike lanes, and yellow median lands (left hand turn lanes). This falls in line with the overall outlook of transportation improvements in Oxford Township. 57% of residents and businesses owners support the paving and/or expanding of public roads.

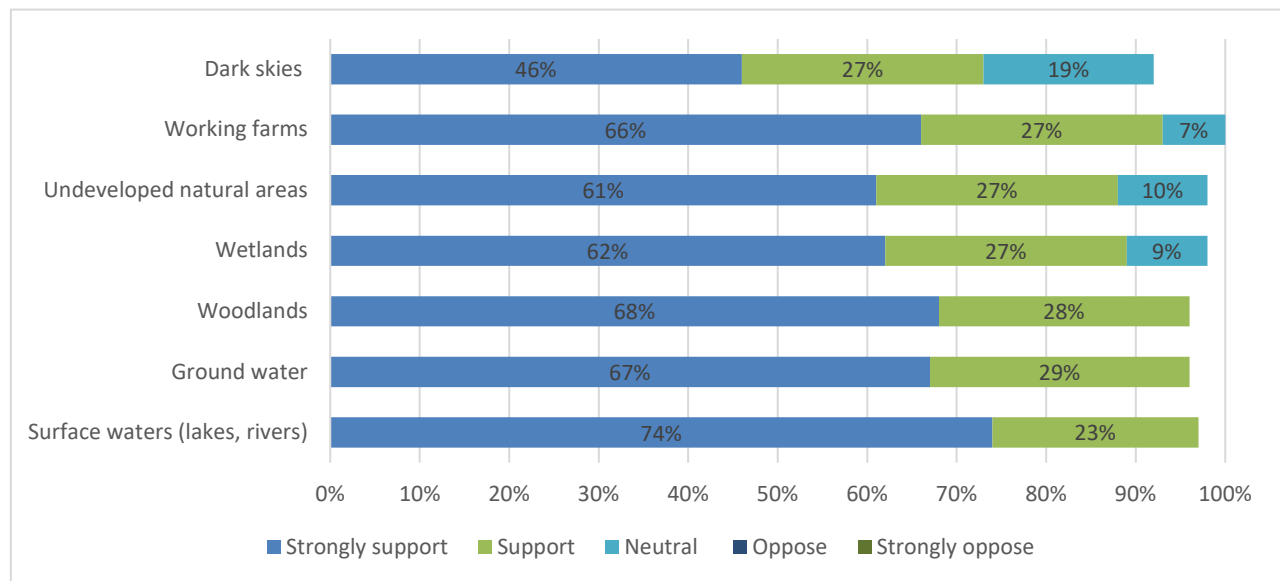
**What level of support do you have for the following transportation improvements/options?**



**Natural Resources (Question 43)**

Respondents were asked for their level of support for protection of natural resources located within the Township. Strong support was given in all areas of natural resource protection and should be reflected in the Master Plan as a predominant community goal.

**What level of support do you have for protection of the following natural resources?**



**Master Plan (Questions 13 & 14)**

When asked how important it was to respondents that the Master Plan limit the number of homes and/or buildings (i.e., density) in certain areas, it was clear that this was important to the majority of residents and business owners.

**How important is it to you that the Master Plan limit the number of homes and/or buildings (i.e., density) in the following areas shown in the map above?**

