



# *Town of Rotterdam Comprehensive Plan Update*

## **Online Community Survey Summary**

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### **Survey Overview**

The Town is updating its 2001 Comprehensive Plan to reflect the needs of today and identify a vision for the future. The Comprehensive Plan will create a framework for the future for a range of topic areas including but not limited to land use, economic development, infrastructure, transportation, neighborhoods, the environment and housing.

The purpose of the online survey was to gather input from community members, business owners and other stakeholders about the Town of Rotterdam. The information gathered will help to inform the overall vision, goals and strategies for the town and help shape the Comprehensive Plan update.

The survey was created and distributed using Survey Monkey and went live on February 27, 2020. The survey remained open until April 1, 2020 and received a total of 223 responses.

The survey was advertised on several platforms, including the Rotterdam Comprehensive Plan project website, Town website and social media and through a press release that was distributed prior to and during the survey period. Information and links to the survey were also distributed on flyers and business cards which included Quick Response (QR) code so respondents could access the survey directly on their smartphone or tablet.

**TOWN OF ROTTERDAM  
COMMUNITY SURVEY**

Be part of the Rotterdam Comprehensive  
Plan Update. We need your input!

Go to this link and take the survey:  
**[www.research.net/r/RotterdamNY](http://www.research.net/r/RotterdamNY)**

For more information contact:  
[www.RotterdamNYPlan.com](http://www.RotterdamNYPlan.com) | [RotterdamNYPlan@gmail.com](mailto:RotterdamNYPlan@gmail.com)

Scan the QR code  
to access the  
survey on your  
mobile device

### **Data Limitations**

The survey is one of several public engagement activities to help identify needs and opportunities in the Town of Rotterdam. The responses to the survey are self-selecting and are not statistically valid. The survey alone cannot be used to find the “answer” or “solution” but can assist in providing direction for the Comprehensive Plan effort.

## Survey Topic Areas

The survey was categorized into several topic areas to focus the questions. The survey topic areas include Demographic and Background Information, The Places We Gather, The Way Land is Used and The Future. Following is a description of each topic area.

### Demographic and Background Information

The demographic information focused on who is taking the survey. Understanding the age and general location of respondents can help inform how to address the needs of the community. Furthermore, knowing that responses are representative of a variety of respondents can assist in decision making that incorporates all members of the community.

### The Places We Gather

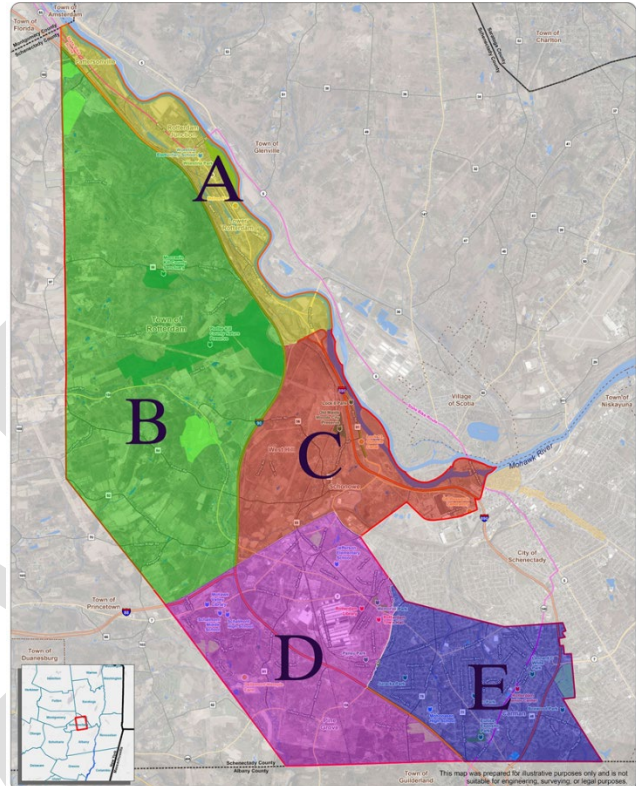
This section of the survey focused on the places that residents and visitors go for dining, shopping, entertainment and recreation. For these questions, respondents were shown a map of the Town divided into five regions. Survey respondents were then asked to select the regions that they frequent most for dining, shopping, entertainment and recreation.

### The Way Land Us Used

In this section of the survey, respondents were presented with a table of various land uses in the Town and asked if they would encourage or discourage those land use types in the Town. Respondents also had the opportunity to provide open ended responses to questions that relate to the way land is used, including where retail/commercial growth should be directed in the town, where residential growth should be directed in the town and other land uses that would be encouraged or discourage in the town.

### The Future

In the final section of the survey, respondents were asked several questions related to the future vision for the town. This included what their ideal vision for the town is in the next 5, 10 or 20 years, major challenges to overcome in the future and significant opportunities for the town.

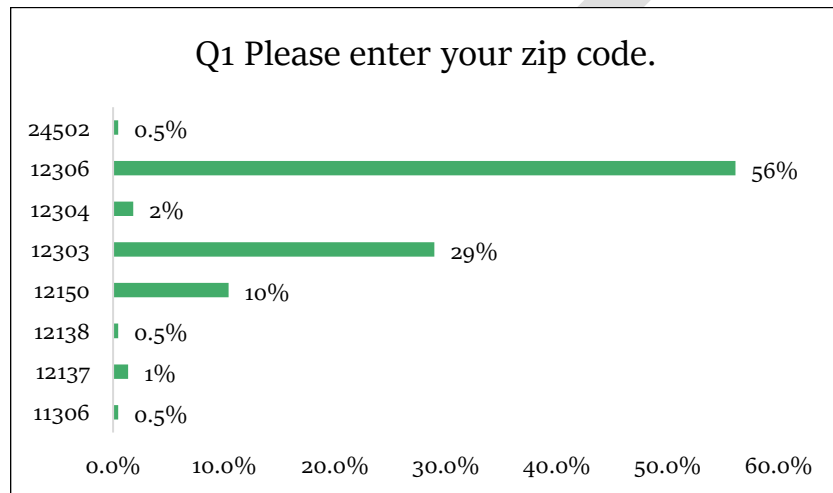


## Survey Highlights

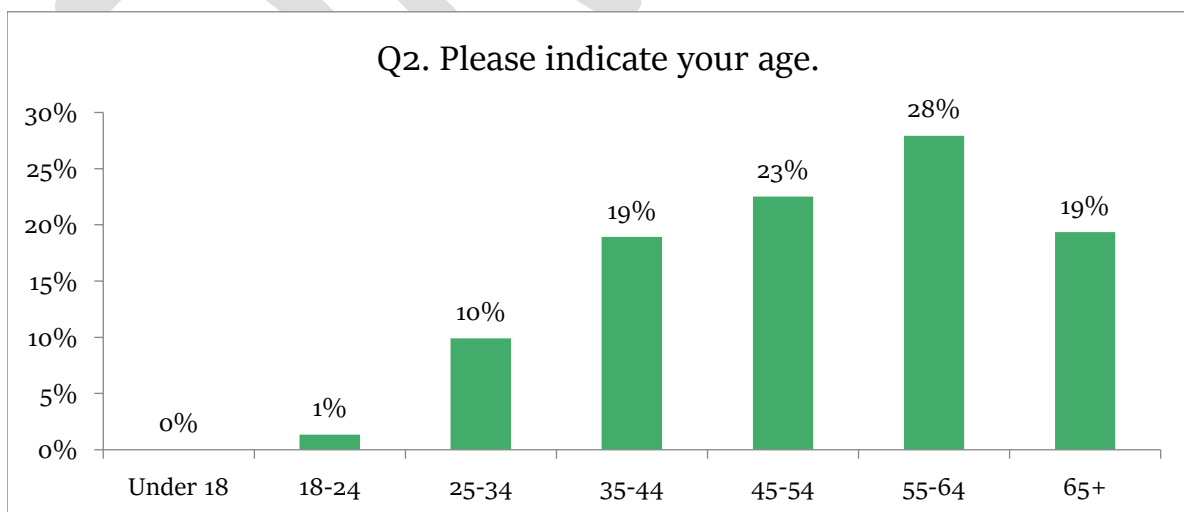
The following is a brief highlight of survey findings from each section of the survey. For a full summary of findings see the attached survey questions and answers.

### Demographic and Background Information

Question 1 (Q1) of the survey asked respondents to indicate their zip code. Of the 221 responses to Q1, eight zip codes were represented, including 11306, 12137, 12138, 12150, 12303, 12304, 12306 and 24502. Most responses originated from the 12306 area, representing 56% of responses, followed by 12303 at 29% of responses and 12150 at 10% of responses.

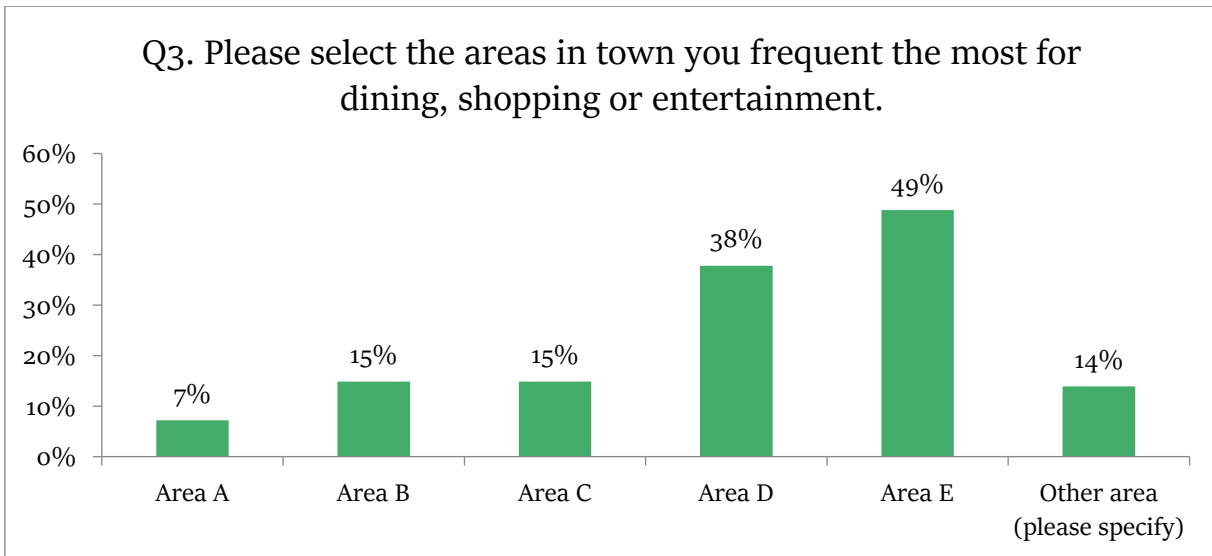


Question 2 (Q2) of the survey asked respondents to indicate their age. The largest respondent age group was the 55-64 age group at 28% of survey respondents. This was followed by the 45-54 age group at 23% and the 35-44 and 65+ groups, both at 19% of respondents.

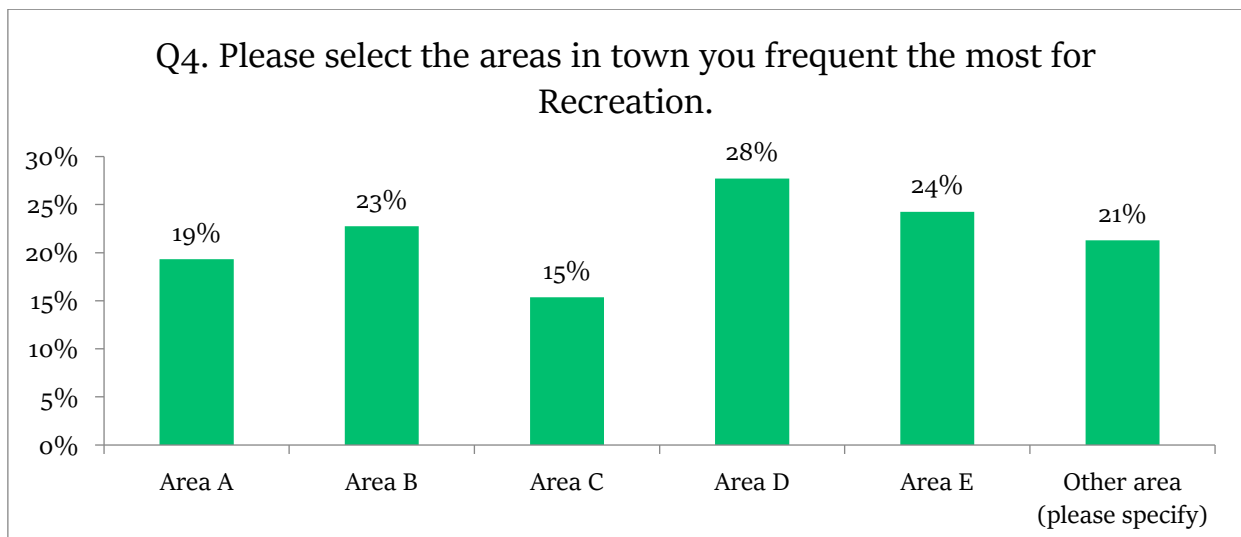


### The Places We Gather: Dining, Shopping and Entertainment

Question 3 (Q3) asked respondents to select the areas they frequent most for dining, shopping and entertainment and were presented with a map of the town divided into five regions labeled A through E. The majority of respondents to this question selected Area E at 49% of responses, followed by Area D at 38% and Areas B and C were tied at 15% of responses. About 14% of respondents selected Other and indicated a range of other areas throughout the Capital Region that they frequent for Dining, Shopping and Entertainment. These areas include, but are not limited to Colonie, Guilderland, Glenville, Scotia, Albany, Schenectady and Amsterdam.

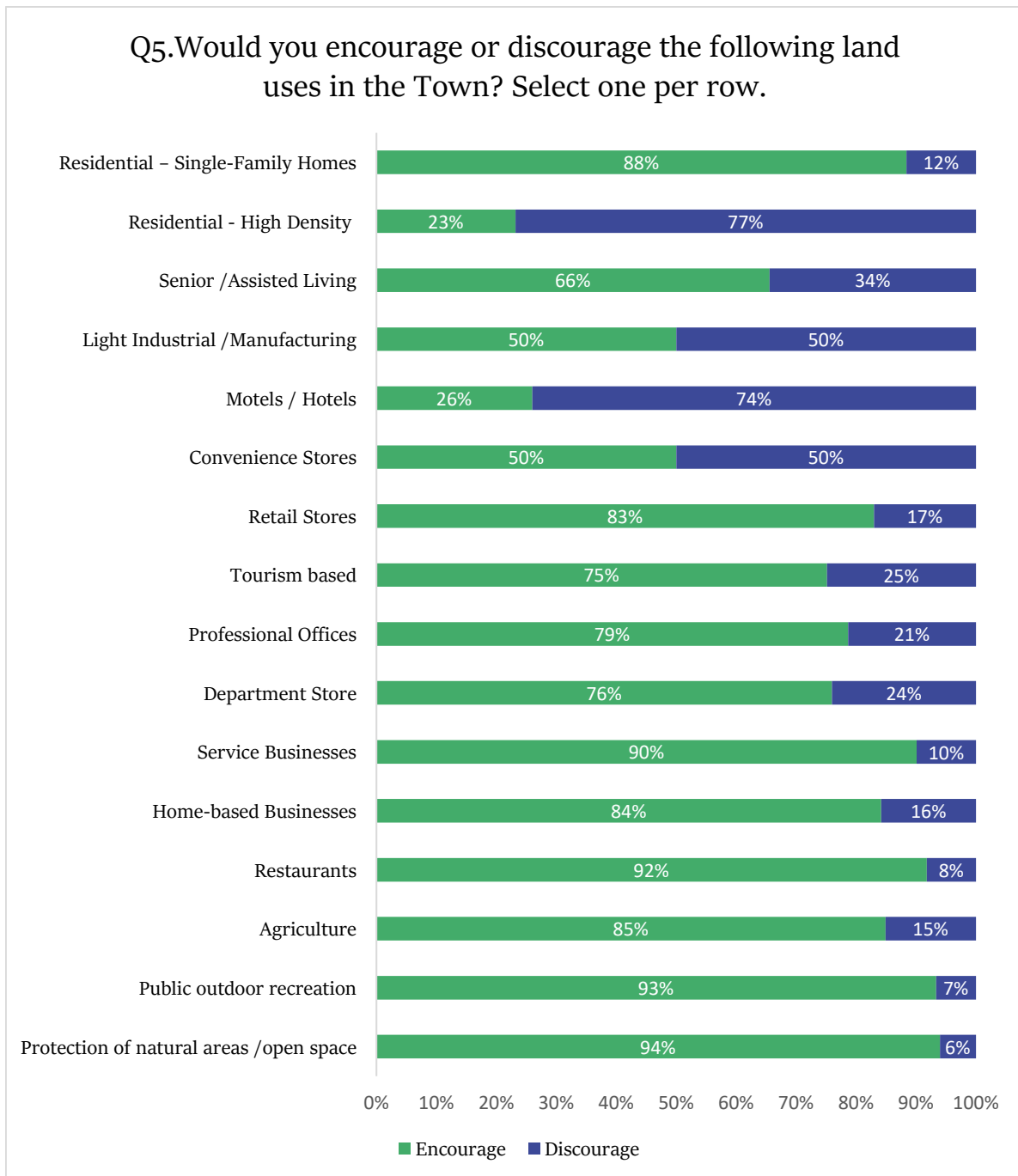


Question 4 (Q4) asked respondents to indicate the areas of town they frequent most for Recreation. Approximately 28% of respondents indicated that they frequent Area D most for recreation, followed by Area E at 24% and Area B at 23%. About 21% of respondents indicated Other as a response and noted location including but not limited to the Crossings in Colonie, Guilderland, downtown Schenectady, Saratoga, Clifton Park and the Adirondacks.



## The Way Land is Used

Question 5 (Q5) asked respondents to which land uses they would encourage or discourage in town. The land use that was most encouraged was the protection of natural areas/open space at 94%, followed by public outdoor recreation at 93%, restaurants at 92% and service businesses at 90% of respondents to this question. The most discouraged land uses in town included Residential high density residential at 77% and Hotels/Motels at 74% of respondents to Q5.



Question 6 (Q6) was an open response question that asked what other land uses you would encourage in the Town. The following are common themes that arose from the answers provided. For a full list of responses, see the survey responses attached.

Common Themes:

- More parks and recreational facilities with an emphasis on developing a large, centrally located park.
- More commercial/retail land uses, particularly grocery stores, restaurant and shopping.
- Re-use/redevelopment of existing areas

Question 7 (Q7) was an open response question that asked what land uses you would discourage in the Town. The following are common themes that arose from the answers provided. For a full list of responses, see the survey responses attached.

Common Themes:

- High density residential, including apartments, condominiums and high-rise structures.
- Some commercial uses, such as auto parts stores, convenience stores, banks and pharmacies.
- Industrial development

Question 8 (Q8) asked where commercial/retail growth should be directed within the Town. The following are common themes that arose from the answers provided. For a full list of responses, see the survey responses attached.

Common Themes:

- Five Corners area
- Via Port Mall
- Curry Road and Altamont Avenue
- Reuse of abandoned and vacant areas
- Western portion of Town

Question 9 (Q9) asked where residential growth should be directed within the Town. The following are common themes that arose from the answers provided. For a full list of responses, see the survey responses attached.

Common Themes:

- Western Rotterdam
- In existing residential areas
- Encourage better property maintenance and rehabilitation of structures rather than new residences.
- Encourage the construction of single-family homes as opposed to apartments

### **The Future**

Question 10 (Q10), asked respondents to describe their ideal vision of Rotterdam in 5, 10 or 20 years? The following are common themes that arose from the answers provided. For a full list of responses, see the survey responses attached.

Common Themes:

- A safe community with a strong economy
- A more vibrant community with public recreation spaces that is welcoming to new businesses
- A more walkable community and an improved streetscape
- Better sense of community
- Balance of residential areas, shopping, dining and entertainment while maintaining natural areas and greenspace
- A thriving and active town

Question 11 (Q11) asked respondents to identify the top three concerns or challenges for Rotterdam. Following is a highlight of common responses provided. For a full list of responses, see the survey responses attached.

Common responses:

- Taxes too high
- Lack of commercial/retail businesses
- Property maintenance
- Too many apartments

- Infrastructure concerns related to water/sewer and road conditions
- Traffic congestion
- No sense of community
- Walkability/pedestrian infrastructure
- Lack of a large centralized park facility

Question 12 (Q12) asked respondents to identify the top three opportunities for Rotterdam. Following is a highlight of common responses provided. For a full list of responses, see the survey responses attached.

Common responses:

- Commercial growth
- Access via major transportation networks
- Industrial Park
- Via Port Mall property
- Riverfront access
- Stable population via residential neighborhoods
- Agricultural opportunities
- Great schools