

## Introduction

The ways in which we use the land impacts physical environments, visual impressions and transportation systems. The location and density of land use can define the character of a community by the types of various uses that are observed throughout the Township. In addition, the use of land is significantly influenced by demographic changes, which are more thoroughly described in the previous chapter on demographics. While some parts of the Township are experiencing more urban development pressures, other portions of the Township strive to maintain rural character. The Future Land Use Map (Map 1 in Appendix A) is a vital component of the Holland Charter Township Comprehensive Plan process because it provides a basis for positively influencing the future of the Township. It suggests how the citizens and leaders of our Township feel that the land should be used into the future.

## Existing Land Uses

It is essential to examine the current land uses within the Township as part of the Comprehensive Plan process. An up-to-date inventory of existing uses, areas under development and areas already approved for future development is crucial in understanding the character of the Township. Map 14 in Appendix A depicts the existing land uses while Table 1 (located at the end of this chapter) represents the statistical information related to the current use of land in the Township. Table 1 is a broad brush inventory, outlining the major uses of land. This inventory will assist us in allocating the land uses to those vacant lands we see being developed in the near future. There are portions of the Township that have not yet been developed and it is important for the community to determine its desired direction for the future and to estimate what property should be developed **and which properties might be “banked” for future development.** An explanation of each use follows.

- **Residential**



Occupying about 33% of the land in Holland Charter Township, residential use of property is the most prevalent, just as it was when the previous two comprehensive plans were developed. Much of the housing stock is relatively new, with 21 percent of residential homes having been built since 1990. Rapid development occurred from the 1990's to about 2008, at which time the residential building boom declined, brought on by increased mortgage foreclosures and a significant slowdown to the economy. **With most homes being “newer”, the Township is not yet dealing with a large number of deteriorating and outdated homes.** These issues may arise however,

as the housing stock ages. Some of our older neighborhoods which are generally located west of Butternut Drive are beginning to deal with some of the aging neighborhood issues so it is prudent that it be considered in the Comprehensive Plan.



Many newer neighborhoods in Holland Charter Township were developed with a cluster design layout with curvilinear road patterns, which often result in cul-de-sacs and some disconnected streets rather than the more traditional, grid-like street pattern. This subdivision design is the predominant newer neighborhood pattern within the Township. Most of these neighborhoods are located east of US-31. The opinion survey that was conducted in conjunction with the

Plan indicated that Township respondents liked the cul-de-sac roads and the current density as this type of development pattern received strong support. Homes built in higher density neighborhoods did not receive the same endorsement running contrary to land planning theories today. Planners today suggest that higher density neighborhoods with more street mileage and neighborhood connections, allowing for more convenient walking and transportation will be the favored development types into the future. One reason for this change in development patterns is that it is anticipated that vehicle ownership will decrease and the demand for larger yards will also be reduced as we become more aware of the environmental benefits that **these smaller “footprints” tend to provide.**

Demand for higher density development has not yet been strong in Holland Charter Township and when this interest might come to the forefront remains to be seen. For the purposes of this plan residential types similar to the current development are expected to prevail and will be preferred by current residents.



Multiple family residential structures are a prominent type of development in the Township. These developments include apartment complexes, duplexes, attached condominiums, and senior facilities. These housing types account for over 80 percent of the rental units in Holland Charter Township. There are about a dozen apartment complexes of significant size in Holland Charter Township, most of which are located in the north sections of the Township with most of the complexes centered between 120th and 136th Avenues north of James Street.

- **Manufactured Housing**

The Township has four mobile home developments distributed throughout the Township. Three of these developments are of significant size (438, 399, and 326 units each) and the fourth is

one of the older developments in the Township and is considerably smaller with only about 40 units. Most of these developments have older mobile home units that have some maintenance issues related to their age. How these communities address these older living units will need careful consideration into the future to minimize a blighting influence both within the development and to the adjacent areas.



- **Commercial/Office**

The Township's commercial and office development area is located primarily along the US-31 corridor. Additional significant commercial areas are found along the Lakewood corridor between Butternut Drive and 112th Avenue, along the Butternut Drive/River Avenue corridor, and the M-121 (Chicago Drive) corridor.

Commercial and office land uses (both built and vacant land) make up 11.0% of the Township's total land area.



The commercial/office uses adjacent to US-31 centering on James Street are generally larger scale developments than those in other areas in the Township. This area has an enclosed regional mall, **an "outlet mall" which is going through** conversion to a versatile commercial center, several large big box retailers,

and some significant older established commercial strip centers which all seem to be quite successful developments.



The Township does not have any significant vacant or aging commercial areas that are distressed or struggling, however, the West Shore Mall has seen an increase in vacancies and has had difficulty attracting national retailers.



Commercial development opportunities still exist in scattered areas of the Township and are primarily along the north-

ern portion of the US-31 corridor. While some of these areas represent geography to be developed by infilling, most are at the fringes of the developed area and will be utilized as a result of natural growth patterns due to demand over time.

- **Industrial**



Industrial land use makes up over ten percent of the total land use in the Township. The majority of these uses are classified as light industrial although many have been developed on property zoned for heavy industrial uses. Businesses in this category typically include assembly, warehousing and small but very successful industrial shops.

While the Township has lost a few key industries in the last ten years (Pfizer

and Flint Inc./CDR), we still retain several significant industries such as Request Foods, Johnson Controls, Magna **Donnelly, Gentex, Perrigo, Boar's Head Provisions, Herman Miller, Metal Flow, and Meijer Purple Cow Dairy** to name a few. These industries serve the community as employment generators while producing a variety of products and services (food products, automotive, drugs, and furniture) that benefit the region.

- **Institutional, Schools, Public Buildings, and Churches**

Examples of institutional uses include public and private schools, libraries, utility buildings, churches, fire and police stations, and private clubs. This segment of the community represents more than 3.5% of the land in the Township.

School facilities require special siting consideration due to their requirements as they relate to : access, transportation, utilities, and need for supplemental facilities. These factors must be considered in decision making. Consequently, most of the acres in the Township could not qualify as a logical location for place-

ment of schools.



A number of churches are scattered throughout the community utilizing approximately 1.5% of the Township property. Our community has a higher than average number of churches and because of their tax exempt status they represent a land use segment that requires services without paying the taxes that support public services. Fortunately these types of land uses do not normally require significant police or demand on the fire or utility systems. It should be noted that all utility customers pay for public utility services at the same rate.



- **Agricultural**

This land use is still significant to the community even though we have seen significant residential growth and conversion of agricultural land in the last 30 years of development. Currently 27.7 percent of our Township land is devoted to this land use.



Agricultural property is used primarily for crops, although there are a few large turkey farmers in the area which have significant operations. The agricultural land uses are primarily located in the eastern half of the Township with concentrations both at the north and south boundaries of the Township. This is the area where the heavier soils suitable for agriculture are located, although there is a significant number of blueberry and other fruit producers on the sandier soils located in the northwestern portion of

the Township.

- **Parks and Open Space**

A moderate portion of the Township, about 4%, is devoted to open space, park land or cemeteries.



Most of the land categorized as parks has been developed by the Township (often with State of Michigan grant assistance) into active and passive park areas. The specifics of these park areas are discussed in other sections of this plan and also in the adopted recreation plan adopted by the Township Board.



Park property, like churches, does not generate property taxes, but does provide a valuable and necessary property use that is dedicated to the enjoyment of the Township citizens.



It is indicated by many residents as one **of the community's strongest assets and** feedback during the opinion survey process indicates that additional public expenditures in this area are encouraged. The complete results of the community opinion survey is included in [Appendix B](#).

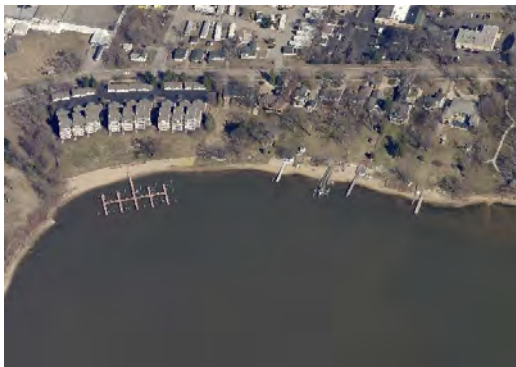
- **Utility Easements, Railroad and Street Right-of-Way, Surface Water, Public Property**

This category represents those uses which are not large enough individually to warrant a separate land use categories

or compilation, but collectively do represent a significant amount of property, approximately 10.5%.



Acreage categorized as right-of-way or interchanges is that land that falls under the State or County jurisdiction for roads. Water acreage includes all areas that will not be developed since they are under water.



Lastly, the public property category depicts all public areas that are currently used in government and utility delivery or remain vacant and in public ownership for numerous reasons.

## Factors to Consider based on Analysis

The Comprehensive Plan, and more specifically, the Future Land Use Map (Map 1 in Appendix A) was prepared to reflect the following: (1) Input received during discussions and opinion surveys of Township representatives and citizens; (2) An analysis of existing land use patterns; and, (3) An analysis of the land use needs and available lands. These items and other factors affecting land use patterns were taken into consideration in preparing the Future Land Use Map. A description of these factors follow:

- **Existing Land Use**

Extensive changes to the existing land use pattern are not proposed. A significant amount of the Township's land has been developed for residential purposes, particularly single-family dwellings on

individual lots. The location of most of the existing non-residential development is appropriate and will continue to serve as the primary business centers. **The community's land use patterns have** evolved in a relatively orderly manner and will be built upon, with slight modification, rather than altered in a significant manner. Holland Township has been successfully guiding land use utilizing the planning laws of the State of Michigan for about 40 years.

- **Existing Zoning**

Existing zoning designations were given significant weight in considering land use into the future. However, there is **no "vested interest" that guarantees zoning** will not change, and in fact, some changes are suggested by this Plan. However, such changes were carefully considered to ensure the general development patterns remain consistent and landowners will retain a reasonable use of their land. One area of zoning that should be evaluated is the amount of land zoned in the I-2 zoning category, known as, "General Industrial". This zone which permits very heavy industrial uses including landfills and other in-

tensive industries. Many of these uses may not be appropriate for the areas as currently designated.

- **Incompatible Uses**



The future land use plan strives to reduce or eliminate incompatible land use relationships existing in the Township. Providing a smooth and viable transition between land uses, such as the introduction of multiple family residential between general commercial and single family residential areas, is one approach that can accomplish such a transition. The Plan designates areas for uses that are considered most appropriate for the **community's long-term** objectives, with the intention of eventually eliminating some existing uses or patterns that do not meet these objectives.

- **Natural Features**

The natural condition of the land, natural resources, and water bodies provide highly attractive and marketable property for development. The type of development and allowable densities were determined, in part, by the location, character and extent of natural features.



For example, soil conditions and the ability of the soil to accommodate more or less intensive development are determining factors in land use recommendations. In other cases, the existence of other significant natural features, such as a large woodlot or creek bed (particularly in case where flood plains are involved) may also result in a lower development density or no development at all.

- **Infrastructure and Public Facilities and Services**

The density of residential uses and the designation of land for industrial and commercial development are dependent on the availability and capacity of the **community's public water and sanitary sewers**, existing transportation facilities and other public infrastructure, stormwater management systems, existing development patterns, and desire to preserve important environmental features.

Most of the Township is currently served, or is planned to be served, by public water and/or sewer (see [Map 11](#) and [Map 12](#)). The good accessibility provided by the superior road service and **Holland Charter Township's proximity** to state highways make it a good place to develop higher intensity land uses.



The availability of community facilities such as schools and recreational facilities suggests the areas that are especially attractive for residential development, while the level of police and fire protection places limits on the ability and the quality of service provided to all land uses.

- **Market Conditions**

Market conditions were considered even though they will change during the timeframe of this Plan. There was a drastic change in market conditions following the 2008 foreclosure crisis. This drove down prices substantially and stunted economic growth in commercial and industrial developments. Recently, Holland Charter Township is experiencing growth in commercial and industrial

developments with a moderate resurgence in the residential sector.

The manner in which the commercial and industrial development occurs will have potential impacts on the aesthetics of the community, traffic patterns, the level of commercial services enjoyed by Township residents, and the relationship to other land uses.



Automotive, furniture, and food products have historically been the employment base in Holland Charter Township. Service-oriented jobs also represent a significant employment sector. While this typifies the nationwide trend that has been observed over the last twenty years, as the country evolves into a more service-oriented economy, the Township's industrial sector for employment

has historically been stronger than the national average and continues to exhibit this strength.

- **Desires of the Township**

The land use pattern desired by Township officials and property owners has been expressed through a variety of venues. A summary of all public input and concerns can be found in [Appendix B](#). A short text based summary of the responses follows.



**COMMUNITY INPUT SUMMARY**  
**COMMERCIAL & INDUSTRIAL**

Opinions on Commercial and Industrial land uses generally expressed the need for high quality design within carefully defined commercial districts. Business owners felt that often regulations in place hindered development while not contributing to the delivery of better buildings or service products. Citizens in a questionnaire indicated that they wished commercial development to be clustered along major arterials and that signage should be reduced or minimized in a way to improve visibility. Citizens enjoyed the close proximity to employment opportunities but were not in favor of business locations in close proximity to their residences.

**COMMUNITY INPUT SUMMARY**  
**RESIDENTIAL**

Residential Development was also addressed in the questionnaire with the responses indicating that a strong majority wished to have housing developments similarly configured to those neighborhoods currently in existence with generally larger lots and cul-de-sacs but they also desired increased access connections for interaction between neighborhoods. Respondents indicated that they were not supportive of more apartments or duplexes, and they wish to protect trees and other natural resources in future developments. However demographics and current trends suggest a need for more diversity in housing types which will only increase due to changing demographics (aging, smaller households, lifestyle changes). As current residents age, some will desire to downsize and stay in the area. Also, a variety of housing is needed to allow younger families, single parent households, and individuals to stay in the Township. Persons per unit statistics continue to drop which will probably increase the need for smaller units with a variety of living styles.

**COMMUNITY INPUT SUMMARY**  
**COMMUNITY CHARACTER**

Faced with changes in their community, residents are concerned about the potential loss of the quality features, especially the remaining agricultural operations in the community. They have also indicated that they wished to keep as many of the natural resources, such as trees and open space, as possible, even to point of suggesting that a landscape ordinance be developed to encourage better landscaping. In addition, there is strong support for continued park parcels and developments. Residents also supported more transit and also wished to see the bike path system continued to be improved and maintained. One final item related to community character was a consensus that our community has excellent school systems.

**COMMUNITY INPUT SUMMARY**  
**TRANSPORTATION**

Residents observed that they felt that traffic congestion and a lack of sufficient road maintenance were areas that made them dislike the community. However when asked if they would be willing to support a tax levy to fund improved road maintenance, an overwhelming majority were not in favor, which presents an almost impossible situation for a local unit to address in a manner compliant with citizen wishes.

**Future Land Use Goals**

The following goals and future land use policies were developed to give direction to the Township Board, Planning Commission and the community in general when making decisions regarding future land uses. The Township should refer back to these goals on a regular basis, or when considering changes to the zoning map or to the policies and ordinances that guide development within the Township, to ensure they are in keeping with the goals and recommended land use statements as follows:

**GOALS**

- ◆ **Maintain a balanced mix of land uses to meet the current and future needs of the Township, while preserving existing development patterns, natural features and the capacity of transportation, utilities, and public and private services and facilities**
- ◆ **Create well-designed residential neighborhoods that contribute to the current quality of life and sense of community by providing for housing opportunities that are adequate for the future growth of the Township, suited to the current and future needs of a variety of household types and lifestyles, while integrating needed buffers from higher intensity commercial uses**
- ◆ **Provide for a suitable amount of business development that will offer goods and services, increased employment opportunities and a sustainable tax base to support the desired facilities and services.**

**Recommendations**

The Holland Charter Township Comprehensive Plan includes a Future Land Use Map (see Map 1 in Appendix A) that will be used to guide where land uses are suggested to be developed and includes recommendations on other elements of community infrastructure. The following recommendations are policies and actions that should be considered to implement key aspects of the Plan. The recommendations can assist the Township in conducting a number of activities including amendments to the Zoning Ordinance, making decisions on public and private investment, and conserving natural features. They should be used in combination to fully implement the Plan. The Plan will be used as a guide in the decision-making process for future modifications to the Township's Zoning Ordinance, consideration of development proposals, rezoning requests, variance requests or any other planning and development concerns that may arise in the Township.

The Future Land Use Map is a representation of how the Township envisions land use and development over the next ten

to 20 years. It does not imply that all of the changes should occur at once nor does it represent exactly how the land will be developed. Development will proceed in a manner and timeframe that is consistent with policies on the environment, infrastructure, the economic market and other factors which should lead the future land use to be somewhat as pictured on this plan.

**D**eviations from and changes to land uses should be carefully considered to ensure consistency with the goals and policies. Decisions that are in direct conflict with the Plan could undermine the long-term objectives of the community and should be avoided. Deviations from the Plan may be considered when it can be justified by more detailed information and studies, specific knowledge of changes in conditions or in cases where the deviation is not contrary to the overall intent and purpose of the Plan.

**T**he Future Land Use Map (see Map 1 in Appendix A) may require further review, input and updates in cases where proposed deviations would significantly alter the direction set by the Plan. An amend-

ment to the Future Land Use Map and/or to the policies outlined in the Comprehensive Plan will be required in the case of developments that, because of scale or intensity, have the potential to create significant impact on services, traffic, surrounding uses, or the goals and policies of this Plan.

- **Agriculture**

The Agricultural district is intended to maintain the agricultural uses that have been present for much of the Township's history. The agricultural uses prevalent are livestock and some crop production. There is significant turkey production which is an agricultural industry segment particular to the west Michigan area.



The land on which our agricultural base is placed is somewhat unpredictable in quality so some of the farming opera-

tions on marginal land have been converted to a more rural residential use on larger lots. The agricultural zoning category only allows for parcels of five acres or more, so most of these residential uses are being developed on these larger lots. Analysis should be centered on what factor lot size has in protecting open space which at one time was active agriculture.



Much of the land designated agriculture on the land use plan is in areas that have limitations for development due to the prevalence of natural features and/or the lack of access to public water or sewer services. These areas, concentrated primarily in the northern and eastern portions of the Township, are major contributors to the rural character of the Township and should continue to provide the open and natural qualities that

are currently enjoyed and appreciated by residents. The Planning Commission must continue to assess the most effective method to protect sensitive natural areas while maintaining the desired agricultural use and/or low density residential use.

- **Parks and Open Space**

The Park and Open Space designation is intended for those locations that are to remain as parks or to be undeveloped with the thought that they would remain open sometime into the future. Since the last Comprehensive Plan revision, the Township has added another park area known as Hawthorn Pond in the Southeastern portion of the Township.



This park was developed in conjunction with Ottawa County and adjacent to the greenway initiative adjacent to the

Macatawa River. The Township has also added substantial acreage to both Helder and Quincy parks, so the mapped park area has substantially changed since the last plan revision.



- **Residential**

The predominant land use in the Township is and will continue to be residential. While residential development is the primary use, a variety of compatible, low-intensity uses that serve the needs of the surrounding neighborhoods are allowed as special land uses in all of the residential categories. These uses include neighborhood institutional uses, such as small churches, government

buildings and elementary schools, parks and open space including golf courses.



The location, size, scale, and character of any non-residential development must be complementary to the neighborhood it serves. In addition, these uses must be positioned so that they do not negatively impact the residential areas that surround it with such things as noise, light or excessive traffic. Buffering and other development techniques should be considered for these uses to minimize the impacts of noise and light that they can create.

Use of transitional zones, where development is intended to gradually reduce in intensity from industrial and commercial to the lower density residential uses is situated in an effort to minimize the potential for land use conflicts. Transitional uses must be situated in

areas that can accommodate expected increases in traffic volumes and where they can be supported by available public services.

The various residential categories suggested below relate to the current zoning district densities. Each category name includes the related zoning districts in parentheses; however, it is important to understand, these references are offered only to help the reader envision the type of land use regulations that may apply for each category. They should not in any way replace the more detailed description of vision and character within each category.

### **Low Density Residential (R-1 and R-2 Districts)**

These areas are designated for single-family residences, located between the agricultural uses and more urbanized business related areas of the Township. This designation encompasses the majority of land planned for future residential use in the Township. Most of this property is characteristic of the traditional large lot neighborhood configuration found in the west Michigan area.

Generally, densities vary from one to four units per acre; so many development styles are accommodated. Most of the area designated in this category has public water and sewer service. Many areas have already been developed where fewer environmental constraints were found and often these developments occurred on relatively workable sandy soil sites. These areas were naturally developed first because of the lowest development cost per acre.



### **Moderate Density Residential (R-2, R-2A, and PUD Districts)**

This designation primarily refers to moderate-density single-family uses, including single-family homes on existing small lots and some two unit duplexes to four unit attached condominiums. Areas designated as Moderate Density

Residential were selected where historic patterns of development near commercial nodes existed and around private lakes and ponds scattered throughout the Township. Other areas of moderate density development were planned where a transition was needed between lower density areas and multiple-family or neighborhood commercial areas. These areas are expected to be developed at densities of four to six dwelling units per acre, and are generally located within close proximity to major thoroughfares and commercial areas, and where the existence of larger parcels of land that can accommodate this type of development. The majority of the Moderate Density Residential areas are found within areas that are served, or are planned to be served, by public water and sewer within five to ten years.

### **Medium Density Residential (R-2A, R-3, and PUD Districts)**

This designation primarily refers to medium-density residential uses generally developed in multi-family arrangements or larger complexes including attached condominiums.



These areas are expected to be developed at densities of six to eight dwelling units per acre, and are generally located within close proximity to major thoroughfares and commercial areas, and where the existence of larger parcels of land that can accommodate this type of development. The Medium Density Residential areas are found within areas that are served, or are planned to be served by public water and sewer within five to ten years. This type of development would not be permitted without public utilities.

### **High Density Residential (R-3 and PUD Districts)**

This Residential category was created as part of the plan to provide for the expected increased demand for higher density living. These types of develop-

ment will be situated near commercial service, transit, and will be clustered close to the major arterials in the Township. Density is expected to be over 9 units per acre and current developments being contemplated currently seek a density of 12 units per acre. These large high intensity developments require careful consideration in siting.



These areas are generally located where public water and sewer services are currently provided or where they are planned to be extended prior to development. More intense residential uses will be located within the High Density Residential category, especially multiple-family or group homes whose residents generally demand more convenient access to neighborhood retail and service uses. Similar to the other higher density residential areas, land designat-

ed as High Density will act as a transition or buffer between lower density areas and more intense commercial, industrial or highway locations.

- **Neighborhood Business**

This designation is intended for a variety of small-scale retail and service businesses which cater to the needs of residential neighborhoods and generally consist of businesses which are visited often for the daily needs of life. The uses in this designation are not intended to compete with larger shopping or employment areas found in other areas of the Township which server the larger community. Instead, they are primarily intended to serve Township residents that do not wish to drive to the more distant commercial/office centers for their convenience and daily shopping needs. Uses in the Neighborhood Business areas should not attract significant volumes of regional traffic, nor should the intensity of uses exceed the existing environmental or infrastructure capabilities of where they are located. Typical uses would include smaller general merchandising/retail establishments such as convenience stores, drug stores, banks,

drycleaners, video rental shops, beauty/barber shops, and small retail strip centers.



- **Community Commercial**

Businesses that rely on and serve a broader customer-base including the entire Holland Charter Township area, the cities of Holland and Zeeland, and other adjacent townships are included in this designation. Appropriate uses include auto dealerships, grocery stores, restaurants and significant retail centers or “big box” stores. The uses found in this classification are significant traffic generators, and are located where visibility to high automobile traffic locations is the best. These businesses generally keep long business hours, and require significant traffic control. Also, parking

demand for this type of use demands larger lots and often careful consideration to access control.



Community Commercial uses have been designated along the US-31 corridor, Lakewood Boulevard and Business Lopp I-196.

- **Highway Commercial**

This land use category is designed to locate highway commercial uses in a manner that will minimize their impact on adjacent land uses, to accommodate the volumes of vehicular traffic generated, to minimize their potential impact on the aesthetics of the site and surrounding area. The Highway Commercial land use category is designated to serve the needs of the motoring public locally and beyond. Examples of uses located

here would be restaurants, hotels, truck stops/travel centers, and unique businesses such as sexually oriented businesses. These types business should not be located adjacent to low density residential uses as these uses are not compatible.

- **Light Industrial**

Most of the light industrial land placed on the future land use plan is located in the northern part of the Township immediately east of US-31. This property is proposed for the lighter industrial uses that do not present compatibility problems with adjacent land uses. There are other locations of this land use spread throughout the Township and these represent areas that were designated industrial in the earlier stages of development within Holland Charter Township.



The intent of this designation is to allow light industrial uses such as wholesale and warehouse activities, and uses which manufacture, compound, process, package, assemble, and/or treat finished or semi-finished products from previously prepared materials. New industrial development and expansion of existing industries will be designed to ensure they are an asset to the community.

- **General Industrial**

This designation provides for high intensity industrial uses that process raw material which should only be allowed in very defined and limited portions of the Industrial area, and where such operations will not have an adverse impact on other land uses.



These are relatively large sites occupied by heavier industry which have been developed in an established industrial park. These uses can have storage or noise issues which make them difficult to regulate and control. It is important for the Township to allocate a mix of industrial uses to provide for a varied and strong employment base. The primary location for land with this designation is just west of US-31 in the northern portion of the Township. Most of the area of the former HEDCOR industrial park carries this designation as the property was developed with roads and utilities to accommodate heavier industrial uses.

- **Planned Unit Developments**

This land use can be found on the Zoning Map but not on the [Future Land Use Map](#). This land use must be addressed so that the general public has a better understanding of this land use designation. Planned Unit Developments are usually a singular land use type that is developed within an agreement similar to a contract which spells out, very specifically, how the area will be developed. These types of developments often have special provisions which deviate from

the established zoning rules and consequently are sometimes preferred by developers. However the administrative cost of developing and amending the agreement, not to mention the record keeping requirements make these developments ones that should be carefully weighed. The Township has many of these agreements and it may be wise to modify the standard regulations as opposed to continuing to develop property under Planned Unit Development agreements. **PUD's provide greater flexibility** in developments and are sometime very appropriate.

## **Implementation Strategies**

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**T**he proposed strategies contained in the following tables are concepts and actions that may be undertaken or used to help accomplish the above goals and recommendations.



Land Use Implementation Strategies—Coordination	Priority	*Responsibility
Reconsider the future land use designations and map at least every three years to confirm they are still consistent with land use trends, market conditions and other described factors related to land use.	Ongoing	PC, TB
Hold an annual or bi-annual joint meeting between the Planning Commission and the Township Board to review the Comprehensive Plan and the role of Planning Commission and the Township Board. This is especially important as new members are elected or appointed to either the Planning Commission or Board.	Ongoing	PC, TB, PD
Revise Zoning Regulations, Subdivision Regulations and work with Ottawa County Road Commission and Michigan Department of Transportation to increase coordination between the agencies to improve our roadways by coordinating land use and transportation infrastructure decisions.	Short Term to Intermediate	PC, RC, TB, PD
Submit a copy of the plan to adjacent communities to ensure that development needs are coordinated and there are no land use conflicts.	Short Term	PC, PD
Coordinate with Ottawa County and adjacent communities on issues affecting the region, such as economic development, parks, transportation and watershed planning.	Ongoing	PC, PD, NC
Work with the Outdoor Discovery Center/Macatawa Greenway to continue to acquire land and protect the land resource within the established Greenway	Ongoing	PC, TB, PD, NC

\*PC = Planning Commission, TB = Township Board, PD = Planning Department, RC = Road Commission, HD= Health Department, NC = Neighboring Government Units, HA = Homeowners Association, PO= Property Owners

Land Use Implementation Strategies—Regulations	Priority	*Responsibility
Update the Zoning Ordinance to address the recommendations in the Comprehensive Plan, including a comparative analysis of the zoning map and the future land use map and determine which zoning changes should be recommended by the Township to implement the plan.	Short-Term	PD, PC, TB
Initiate selected rezonings, especially where the future land use map recommends a lower intensity use than current zoning.	Short-Term	PD, PC, TB
Review the Zoning Ordinance to determine the types of housing allowed in each zoning district and whether there is a need to update it to allow a greater variety of housing opportunities.	Short-Term, Ongoing	PC, PD
Review minimum lot sizes in each zoning district to ensure that the permitted lot size allows the Township to maintain the existing open space and agriculture uses while protecting key natural features.	Ongoing	PC, TB, HD
Require road and pathway linkages between residential developments to encourage the development of a cohesive community and to facilitate local traffic connection between areas of the Township.	Long Term	PC

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<b>Land Use Implementation Strategies—Regulations, cont.</b>	<b>Priority</b>	<b>*Responsibility</b>
Study and recommend business development guidelines that would allow for the implementation of creative building site opportunities. Prepare a landscaping ordinance that will lead to aesthetic improvements in the business areas.	Ongoing, Intermediate	PD, PC
Revisit the Zoning Ordinance to incorporate regulations which will allow for the implementation of the recommendations published in the proposed business development guidelines. Incorporate these regulations with redevelopment and/or expansions of existing business sites.	Long-Term	PD, PC
Require new business development to be of a size, scale, and character consistent with other development in the immediate neighboring area.	Ongoing	PD, PC
Ensure proper design of buffers between business and industrial uses and non-business uses, which may include use of transitional zoning, separation distances, landscaping, and screening to lessen or prevent impacts of conflicting or undesirable land uses on nearby residential areas.	Ongoing	PD, PC
Develop regulatory incentives such as density bonuses built into the zoning districts, that may minimize the use of Planned Unit Development agreements thus streamlining development options in the Township.	Short-Term	PD, PC, TB

Continued →

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<b>Land Use Implementation Strategies—Regulations, cont.</b>	<b>Priority</b>	<b>*Responsibility</b>
Require high standards in housing developments so that attractive neighborhoods, good housing design and construction, privacy, and access to usable and convenient open space is achieved.	Ongoing	PD, PC
Establish commercial/office nodes that cluster businesses and minimize impacts on less intensive uses, focus traffic impacts, minimize need for utility expansions, and provide for more efficient use of land, rather than allowing scattered or strip-type development.	Ongoing	PD, PC
Require compliance with approved site plans and conditions through diligent inspections during the development and construction phases, as well as within a short time after operations commence to ensure the site and operation are consistent with Township expectations.	Ongoing	PD, PC
Regulate and manage access and circulation within commercial, office and industrial areas to promote safe and efficient vehicular or pedestrian travel by requiring cross-access between parking lots, shared driveways, and by requiring acceleration, deceleration, turning or bypass lanes where needed.	Ongoing	PD, PC, RC

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### Land Use Implementation Strategies—Improvements and Public Policy

Action	Priority	*Responsibility
Review the Comprehensive Plan regularly for needed updates.	Ongoing	PD, PC, TB
Refer to the Comprehensive Plan when considering requests for rezoning to ensure that the conditions upon which the plan was based are still relevant and the timing for the change is appropriate.	Ongoing	PD, PC
Study the need for a redevelopment authority or process which has the ability to work more directly with neighborhoods and developers interested in the areas targeted for redevelopment.	Long Term	PC
Work with the Water and Sewer Department to study future extensions of public water and sanitary sewer service.	Ongoing	PD, PC
Continue to monitor the need for pedestrian pathways and bicycling trails in and between residential and institutional uses. Private pathways and trails within residential subdivisions should be linked to the major paths.	Ongoing	PD, PC
Assess the need for a business improvement association, Tax Increment Finance Authority (TIFA) or Local Development Finance Authority (LDFA) to encourage redevelopment or future development and improvements within selected business areas.	Short-Term, Intermediate	PC, PO, TB, PD

Continued 

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**Land Use Implementation Strategies—Improvements and Public Policy, cont.**

<b>Action</b>	<b>Priority</b>	<b>*Responsibility</b>
Prepare a design plan for the business area centered on the intersections of James Street, Felch Street, Riley Street and US-31.	Intermediate to Long Term	PD, PC
Prepare a design plan for the River Avenue/Douglas Avenue and Pfizer waterfront area and consider the feasibility of adopting a design objectives that incorporate a <b>traditional “town center” character while paying tribute to the area as a primary gateway</b> into the Township.	Intermediate to Long Term	PD, PC
Work with adjacent municipalities on projects that relate to land uses and other issues/projects on our shared borders.	Ongoing	PD, PC
Pursue affordable owner-occupied and rental housing developments that are suited to the needs of smaller households, seniors, and young families.	Intermediate to Long Term	PD, PC
Promote a mix of compatible higher density residential and commercial and office developments in areas that provide non-motorized travel options in harmonious settings that are conveniently located near necessary services.	Short Term to Intermediate	PC, PO, TB, PD
Direct intense business uses to areas where public infrastructure such as municipal water and sanitary sewers are available and where the transportation system can support them.	Ongoing	PD, PC
Direct higher density residential development to areas adequately served by transportation, public utilities and facilities, such as schools and parks.	Ongoing	PD, PC

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**Table 1 - Holland Charter Township Land Use Statistics  
2014**

<b>Land Use</b>	<b>Acres of Land</b>	<b>% of Total</b>	<b>% of Category Vacant and Available for Development</b>
Residential	5,116	29.07%	
Vacant Residential	678	3.85%	11.70%
Commercial	1,273	7.23%	
Vacant Commercial	393	2.23%	23.59%
Industrial	1,542	8.76%	
Vacant Industrial	275	1.56%	15.13%
Schools/Public Buildings	643	3.65%	
Churches	281	1.60%	
Agriculture	4,882	27.74%	
Open Space including Parks and Rec/Cemeteries	708	4.02%	
Utility Easements, Water Bodies, Rail and Utility Yards, Interchanges & Misc. Public Property	1,806	10.26%	
<b>Total</b>	<b>17,597</b>	<b>100.00%</b>	

Source: Holland Charter Township GIS Data