



HOLLAND CHARTER TOWNSHIP

Unified Vision Plan

COMPREHENSIVE PLAN

A Unified Vision—2020



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Adopted November 19, 2020

Prepared with the assistance of:



MCKENNA

235 E. Main Street, Suite 105

Northville, MI 48167

T: 248.596.0920

F: 248.596.0930

www.mcka.com

Acknowledgments

BOARD OF TRUSTEES

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Edward Zylstra

Dennis Gebben

John Said, Community Development Director

Corey Broersma, Assistant Community
Development Director

HOLLAND CHARTER TOWNSHIP STAFF

Steve Bulthuis, Township Manager

John Said, Community Development Director

Corey Broersma, Assistant Community
Development Director

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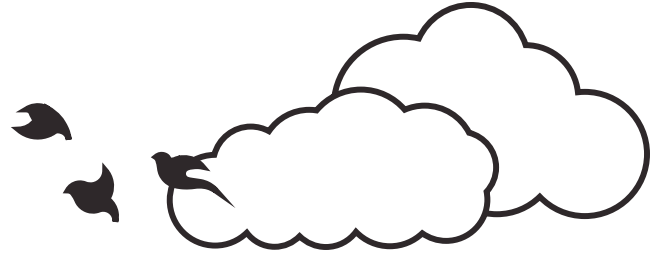
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01



INTRODUCTION

Introduction

Welcome to the Holland Charter Township Comprehensive Plan - A Unified Vision 2020. With just under 40,000 residents spread over almost 30 square miles, the Township is home to a wide variety of people, businesses, ecosystems, and land development typologies. The purpose of this Plan is to provide a comprehensive vision for the Township's future, through approximately the year 2040, bringing together the diverse elements of the community into a truly unified vision.



The Unified Vision Plan begins with the Township's broad goals and action plan, followed by detailed land use and transportation planning, and then the supporting data and outreach that lead to the plan recommendations. The Plan also includes three sub-area plans:

- US-31 Corridor
- Federal District
- North River/Beechwood

The sub-area plans provide an additional level of detail, befitting three unique portions of the Township likely to see significant Investment and change over the next twenty years.

The Unified Vision Plan envisions a prosperous and sustainable Holland Charter Township, supporting growth where appropriate, preservation where desired, and high quality of life across the board.

Comprehensive Plan Highlights

The Holland Charter Township Comprehensive Plan—A Unified Vision 2020, is designed to be a pragmatic, comprehensive, and action-oriented Plan to guide policy and placemaking in the Township for the next 20 years.

The recommendations and implementation measures provided in this plan derive from a robust public engagement process, with widespread community outreach efforts both online and in-person, a Plan Steering Committee comprised of Planning Commissioners and Township staff, community stakeholder meetings with field professionals from various industry sectors, and more.

Some of the important elements and overarching goals of this Plan include:

- Agricultural preservation in appropriate areas, and emphasis on maintaining the delicate balance between rural land and development in the Township. See pages 13, 30, 39, and 46 for additional information.
- Targeted future development and land use patterns to minimize sprawl and preserve existing Township amenities such as stable neighborhoods and outdoor recreation. See pages 37-39, 42-61, and 82-166 for more information.
- Developing a framework for the implementation of all housing types in strategic areas to support a future housing stock of varying styles and densities to provide more housing options for people of all incomes and ages. See pages 14, 36, 48, and 82-166 for additional information.
- Identification of priority sites and suburban in-fill redevelopment opportunities to explore themes reflecting New Urbanism ideals such as walkable neighborhood nodes, ample and active transportation options, human-scale development, and more. See pages 31-34, and 82-166 for additional information.
- Reimagination of several of the Township's most unique areas, such as the Federal District, US-31 Corridor, and the North River/Beechwood District, into thriving places where people can live, work, and play. See pages 22-34, 27-29, 56-57, and 82-166 for additional information.
- Enhanced street network connectivity, pedestrian corridors, greenways, and parks. See pages 18, 23-26, 38, and 70-77 for additional information.
- Various Zoning Ordinance updates and amendments, as well as a detailed action-oriented Implementation Table to ensure the Township can seamlessly transition toward the land use recommendations provided by this Plan. See pages 22 and 35 for more information.

Holland Charter Township officials, staff, and its partners are committed to utilizing this Plan as a framework and reference for all future decisions to ensure the applicability, longevity, and preservation of the Township.

Spatial Framework

The Spatial Framework for Holland Charter Township provides a big picture view of the municipality's underlying spatial structure. Understanding the organizational patterns, nodes of activity, and important linkages is helpful in the following ways:

- Articulating broad, long-term development directions;
- Identifying areas for placemaking or strengthening a sense of place;
- Providing a lens for prioritizing implementation measures in the Action-Oriented Framework; and
- Seeing how the whole, in other words the system, is greater than the sum of its parts.

Leveraging the Spatial Framework for Placemaking

A commonly heard public feedback is the Township's lack of an identity or a sense of place. Unlike surrounding municipalities where a strong sense of spatial belonging is defined by community gathering spaces like a downtown, parks, or neighborhoods, the Township—at first blush—appears to reflect typical patterns of suburban development.

A close study of the Township revealed opportunities for bringing coherence and clarity. These opportunities eventually became the cornerstones of the Spatial Framework:

1. Create distinctive gateways to the Township.
2. Enhance traffic safety and sense of arrival at key identity intersections.
3. Encourage mixed use (re)developments in the community nodes / districts / neighborhoods such that each node has an identifiable character (sense of place).
4. Create a connected open space system of parks, nature reserves, water bodies, parkways, and greenways, whether through the extension of the Macatawa Greenway or tree-lined arteries.



GATEWAYS

Gateways define the edge and entryways into a municipality and create a theme or signature motif to welcome travelers. More importantly, gateways convey a sense of identity for the community and a sense of arrival to the public.

Gateways can be provided in different forms and can vary at each entry point. Treatments include:

- Roundabouts
- Large monuments or signage
- Community art
- Landscaping, plantings, structures
- Lighting

The Township's Zoning Ordinance Gateway Overlay District has identified locations for gateways and defined the standards for approval. The gateways featured in the Spatial Framework are the primary entrypoints; these are distinct from Township Limits signs. Public and community investment in the appropriate signage and landmarks at these locations will be a fundamental first step in articulating the identity of the Township.

IDENTITY INTERSECTIONS

Like gateways, identity intersections serve to contribute to the neighborhood character as well as to help calm traffic. These are secondary points of arrival within the Township, demarcating the transition from one district to another. Similar treatments apply, albeit in smaller or more modest forms.

COMMUNITY NODES / DISTRICTS / NEIGHBORHOODS

Analysis of the adjacencies between residential areas, schools / educational institutions, parks, other civic buildings, and neighborhood commercial areas showed several existing and future community nodes. Overlaid with the three sub-areas—the US-31 Corridor, the Federal District, and the Beechwood / North River Ave District—this yielded a system of larger centers of activity and smaller neighborhood clusters.

Collectively, these community nodes / districts / neighborhoods suggest areas where

- existing patterns of development and the local history could help to strengthen a sense of place (e.g. naming Rose Park, Creekside, Pine Creek);
- future development could lend themselves to more intentional placemaking and mixed use programming (e.g. Federal Square, Beechwood Vista, Westshore Community Hub, Adams Street).

Placemaking in these areas require strong public-private partnerships, including civic participation, thoughtful (re) development efforts by private entities, and some degree of public funding or tax relief to incentivize investment.

CONNECTED OPEN SPACE SYSTEM

The Township is bounded by the ecologically-rich Macatawa River system to the south and agricultural lands to the north. Four large parks anchor each of the Township's corners – Dunton Park, Quincy Park, Helder Park, and the Hawthorn Pond Natural Area. Together with the existing Macatawa Greenway and key vehicular corridors linking them, it became apparent that a connected open space system would be advantageous.

Benefits include and are not limited to:

- **Providing organizational coherence**, where distinctive parks and open spaces can shape identity and support way-finding orientation. For instance, Dunton Park is strongly associated with the waterfront, Hawthorn Pond preserves the naturalistic character of the Michigan woodlands, while Quincy and Helder Parks are primarily for active recreational use. Green, tree-lined corridors connecting these destinations bring further unity.
- **Defining a form to assist in determining long-term growth patterns.** An Township-wide open space network operates at the same scale as other infrastructural systems, such as traffic and utilities. In Holland Charter Township, a green corridor or parkway along Quincy Street not only connects two major parks. It can also potentially serve as a definitive edge to future growth, protecting the farmlands to the north. Future parks and smaller scale neighborhood open space networks can also be more strategically located by building on this Township-wide system.
- **Increasing public access and greater park use.** Planned greenways with sidewalks and bike paths provide safe, direct routes to these destinations. Besides encouraging more frequent visits, the connected system of parks and trails support more efficient park use.

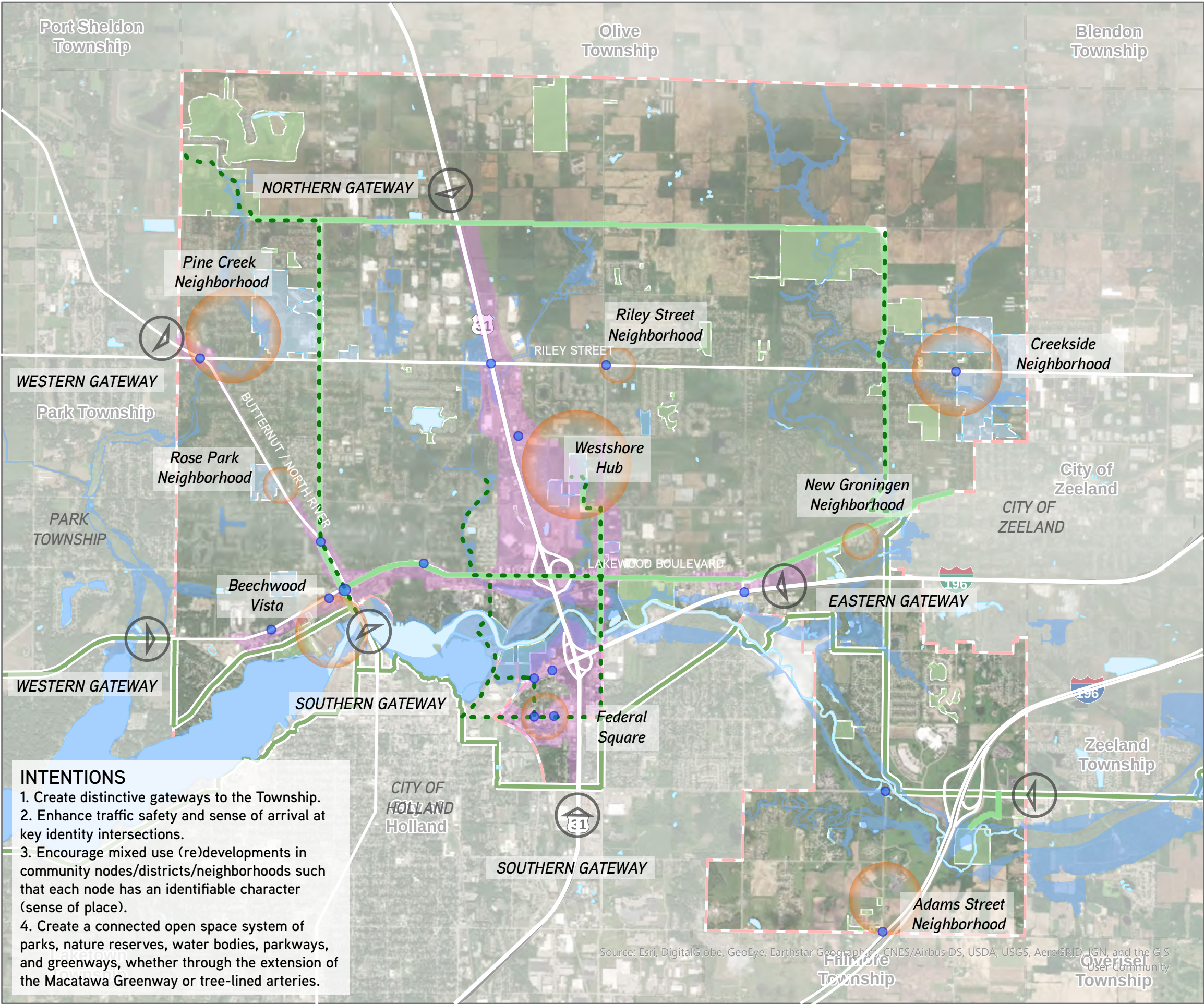




The connected open space system could be composed of

- Parks and recreation areas
- Public and private forests
- Cemeteries
- Waterbodies
- Watershed control facilities
- Groundwater recharge areas
- Farmlands
- Highways
- Rail corridors
- Township streets and roads
- Trails

An open space system is formed incrementally over time. It requires patience, capital, and, more importantly, coordination and participation by various independent groups working toward a shared goal. Larger portions of the network may be best established by federal, state, or county governments or through land conservation organizations. Local community parks, trails, and non-recreational natural resource areas are typically established by municipalities, including Townships. Schools, neighborhood associations, or local conservation groups and implement smaller scale projects such as construction or improvement of walking path links. Similarly, private property owners and businesses can contribute by managing trails, wildlife corridors, office or industrial parks, or gardens that link to nearby facilities or open space areas.



Spatial Framework

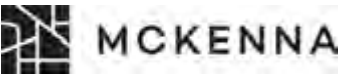
Charter Township of Holland, Ottawa County, MI

May 15, 2020

- Legend
- Schools and Public Offices
 - Parks, Cemeteries, & Open Space
 - Holland Charter Township Boundary
 - Other Municipal Boundaries
 - Bodies of Water
 - Macatawa Greenway
 - FEMA 100 yr. Floodplain
 - Primary Gateway
 - Community Node / District / Neighborhood
 - Potential Extension of the Macatawa Greenway
 - Commercial Zone
 - Potential Parkway System
 - Potential Identity Intersections / Traffic Calming



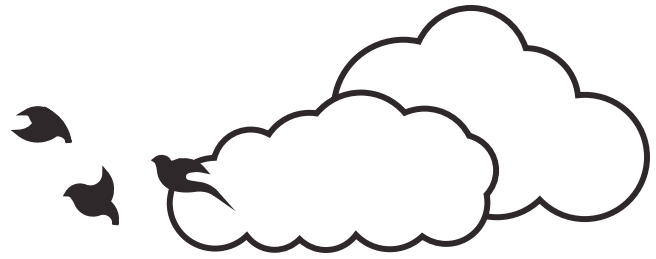
Basemap Source: Michigan Center for Geographic Information, Version 17a.
Data Source: Holland Charter Township 2020. McKenna 2020.



- INTENTIONS**
1. Create distinctive gateways to the Township.
 2. Enhance traffic safety and sense of arrival at key identity intersections.
 3. Encourage mixed use (re)developments in community nodes/districts/neighborhoods such that each node has an identifiable character (sense of place).
 4. Create a connected open space system of parks, nature reserves, water bodies, parkways, and greenways, whether through the extension of the Macatawa Greenway or tree-lined arteries.

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02



GOALS & OBJECTIVES



The following pages describe the overarching goals and objectives of this Plan, which derive from a robust public engagement effort, collaborations with Township staff, officials, and stakeholders, as well as from an in-depth existing conditions analysis. For more details on the action-oriented steps to achieve these goals, please visit the Implementation Plan on page 22.

AGRICULTURAL PRESERVATION

Continue to actively preserve prime farmland in the Township.



1. Sustain Agricultural Preservation areas as defined in the Future Land Use Plan, by means such as limiting development in the Agricultural Preservation areas, prohibiting public water/sewer connections in those areas, and other opportunities.
2. Strengthen relationships with local producers to assist with farmland preservation, agri-business efforts, and succession efforts, as applicable.
3. Explore opportunities to implement farmland preservation tools in the Township such as a Transfer of Development Rights Program or a Purchase of Development Rights Program, which is offered and maintained by Ottawa County.

NEIGHBORHOODS

To maintain the Township's place in Ottawa County that provides safe, attractive, and vibrant neighborhoods that can accommodate residents at all stages of life.



1. Support a system of organized land uses to provide greater housing choices, where new development and redevelopment areas respect and integrate with existing neighborhoods and contexts.
2. Encourage residential developments which are needed by persons of all abilities and backgrounds.
3. Retrofit diverse types of multiple family housing within established multiple family areas, and existing suburban commercial areas, through infill development and strong urban design in designated areas.
4. Maintain and enhance the several small-scale neighborhood commercial land uses as walkable service nodes that serve the immediately adjacent neighborhoods.
5. Maintain the delicate balance between rural agricultural land and residential development—especially in areas defined as Agricultural Preservation.
6. Increase overall connectivity of residential areas to enhance the movement of people, reduce traffic congestion, and enhance safety. This will ultimately encourage enhanced neighborhood design, and support physical and social connections amongst Township residents.
7. Consider neighborhood design guidelines and best practices with each new proposed residential development. Some key elements for consideration include street connectivity, sidewalks and/or bike paths, natural/open space areas, durable construction materials, and permeability. See Neighborhood Design Guidelines on page 48 for additional information.

TRANSPORTATION

Invest in improving and maintaining the Township's vehicular and nonmotorized infrastructure to ensure that the Township's transportation network provides accessibility and connectivity to community destinations, is designed for people, and responds to advances in transportation technology.

1. Maintain the existing network of highways, roads, and streets to accommodate the safe and efficient movement of vehicles and pedestrians.
2. Create new connections and redesign streets as necessary to ease traffic congestion and increase desirability of use by nonmotorized transportation modes.
3. Pursue enhancements to current regional bus transit system, including route opportunities for optimal service between areas of concentrated residential development, employment centers, and activity nodes.
4. Promote the use of alternative modes of transportation such as ridesharing, bicycling, and walking, throughout the Township.
5. Maintain the Township's high-quality network of bike trails, and explore opportunities to enhance bike network connectivity whenever feasible.
6. Promote the construction of non-motorized and/or pedestrian infrastructure on both sides of streets to enhance safety and neighborhood connectivity and provide protected pedestrian crossings when feasible.
7. Ensure commercial, industrial, and residential developments include a connected street and bike network.
8. Implement a comprehensive pedestrian network that focuses on creating safe intersections.
9. Prepare for the emergence of new transportation technologies by revisioning traditional uses of the transportation network and by investing in new mobility strategies and "smart" infrastructure.
10. Continue working relationships with public road and transit agencies to explore opportunities for road enhancements and continued maintenance efforts.
11. Implement corridor beautification elements along major thoroughfares such as the US-31 Corridor.

SUSTAINABILITY

Support land use planning efforts that encourage environmentally-friendly development including efforts that promote the reduction of air pollution and greenhouse gas reduction as well as energy and water conservation.



1. Promote land use patterns that increase sustainability and resiliency in buildings and transportation systems by making sustainability a critical element when developing new zoning regulations or modifying the Future Land Use Map.
2. Conserve and restore open spaces, waterways, tree canopies, and other natural resources to increase resiliency, adaptability, and biological diversity and integrity as well as to maintain the Township's rural character.
3. Think and evaluate beyond first costs and consider long-term, cumulative impacts when making infrastructure and policy decisions.
4. Prepare the public and Township staff for emergencies by updating emergency plans and expanding emergency management initiatives.
5. Encourage the inclusion of electric vehicle charging stations with applicable development and redevelopment projects.
6. Encourage the addition of both native and water-loving plants in development and redevelopment projects.
7. Continue to be mindful of ways to implement best practices in sustainability by means such as considering the OECD's Sustainability Framework of "People—Planet—Prosperity" with every development and redevelopment opportunity.

ECONOMIC DEVELOPMENT

Retain and promote Holland Township's mix of commercial and industrial uses in defined locations that provide desired employment, goods, and services.



1. Encourage economic development that responds to the changing economy while positioning the Township to enhance its tax base and maintain a stable and diverse revenue source; by exploring funding opportunities such as Brownfield Redevelopment incentives, Smart Zone Development, and other State and/or local funding resources.
2. Assist the education and business communities in developing a competitive workforce to provide job skills demanded by the regional market place and employment opportunities for local graduates.
3. Focus on retaining existing businesses and industry.
4. Target outreach to innovative companies (knowledge-based and high technology industrial) to ensure a diverse and resilient economic base.
5. Establish a framework to incentivize creative redevelopment of unoccupied and declining "big box", highway commercial, and single-use strip center retail.
6. Utilize the Township's prime geographic location and access to adjacent communities to market the Township as a destination for tourism and visitors.
7. Plan accordingly for future retail and commercial areas as to right-size the existing sectors and maintain demand for their services.

PARKS, TRAILS, & OPEN SPACE

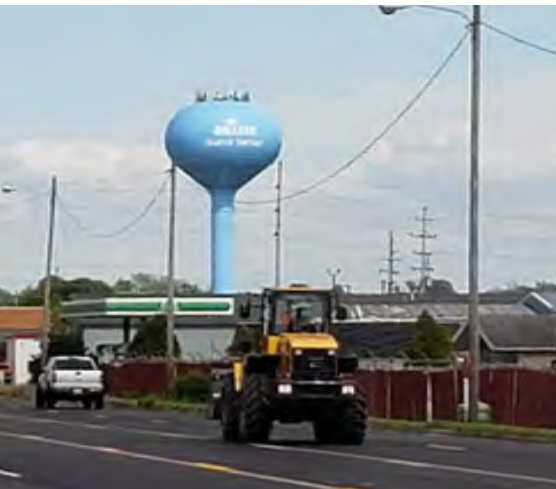
Continue to invest in existing recreation facilities, and consider new facilities, that provide quality of life benefits for Township residents, such as active living, accessibility to recreation, and environmental preservation.



1. Provide new parks and/or recreation areas within new and redeveloped developments and retrofitted existing development as applicable.
2. Preserve and/or incorporate natural drainage corridors and flood plains wherever possible into park and recreation sites.
3. Pursue funding sources and develop partnerships to manage park needs, and study creation of future nature preserve areas.
4. Develop, maintain, and preserve open space and recreation facilities to fully satisfy the wide variety of recreation needs pursuant to the Michigan Department of Natural Resources and National Recreation and Park Association guidelines and standards.
5. Continue working relationships with public road agencies to implement paved shoulder projects that coincide with the County road improvements schedule.
6. Continue to pursue Macatawa Greenway extensions to create both a robust and unique trail experience for residents and visitors.
7. Explore opportunities for future parkland in the Township by means such as updating policy to include distribution of parkland and/or open space throughout the Township so as to best serve all geographic areas of the community.
8. Incorporate the notion of an "open space network" per the proposed spatial framework described in this Plan.

INFRASTRUCTURE

Invest in improving and maintaining Township infrastructure to ensure that Township services can be available for all current and future development.



1. Implement innovative and effective strategies for maintenance and improvement of the stormwater, wastewater, solid waste, and recycling systems to ensure the health and safety of the Township's residents.
2. Invest in and implement comprehensive and innovative urban water management, green infrastructure practices, and renewable energy systems.
3. Provide appropriate resources for staff to maintain and improve infrastructure systems.
4. Explore opportunities for infrastructure system improvements as new technology becomes available.
5. Increase the use of renewable resources to reduce dependence on fossil fuels.
6. Continue to budget for road maintenance (re-surfacing, in particular) not able to be covered by public road agencies to ensure safe and efficient transportation corridors.

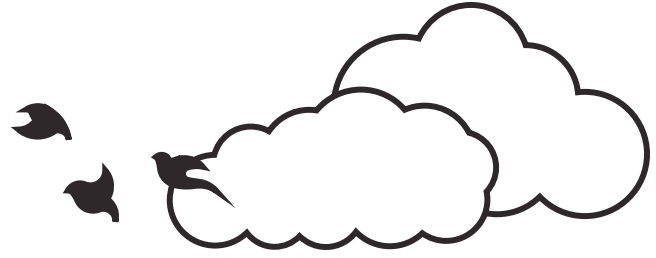
DEVELOPMENT DESIGN

Achieve a positive and lasting community image by encouraging durable materials as well as current best practices for human scale and aesthetic character. Strive to incorporate design elements that contribute to a sense of place within the community.



1. Incorporate unique and functional community design components with all new developments, public spaces, and streetscapes.
2. Enhance landscaping and site design through redevelopment to enhance the sense of place along all corridors.
3. Reserve underdeveloped land for high quality development and the establishment of a sense of place.
4. Retrofit underutilized "big box" parking lots to increase density in community commercial areas, provide additional services to residents and visitors, and to increase economic development opportunities.
5. Establish and maintain relationships with local business owners and large area employers to enhance development and redevelopment opportunities, such as during renovations of existing sites, or construction of new sites.
6. Encourage Incremental Development practices which invite a diverse spectrum of developers to tackle manageable increments, thus reducing dependency on large projects.

03



IMPLEMENTATION PLAN

Implementation Plan

This section identifies and describes actions and tools available to implement the vision of this Plan.

Key	
Priority	
A	Most Important
B	Very Important
C	Important

Timeframe
Timeframe is measured as a range of years extending from the adoption of this plan, with the first year being the beginning of implementation actions, and the second year being project completion. Timeframes that include an asterisk are recommendations that are dependent on Township growth. As in, certain actions and amenities may become necessary only as development occurs.

Responsibility (Color)	
	Project Lead
	Key Participant
	Contributor

In the table above:

"Priority" indicates the level of importance of a given action task. While all tasks are important, in the event limited resources dictate a choice between actions, higher priority actions should be undertaken first.

"Timeframe" indicates approximately when, in the years following the adoption of the plan, an action should take place, as described above.

"Responsibility" indicates the organizations and individuals that will need to be involved to successfully carry out the action steps listed.

Responsibility (Abbreviation)	
BO	Business Owners
CCS	Corpus Christi Catholic School
CM	Community Members
COH	City of Holland Staff
CSX	CSX Railroad
ECA	Eagle Crest Charter Academy
HAAC	Holland Area Arts Council
HBPW	Holland Board of Public Works
HCS	Holland Christian Schools
HCVB	Holland Convention and Visitor's Bureau
HO	Home Owners
MACC	Macatawa Area Coordinating Council
MAX	Macatawa Area Express
MD	Master Developer (a private developer chosen to partner with the Township in the redevelopment of multiple contiguous partners)
MDOT	Michigan Department of Transportation
MSU	Michigan State University
OAISD	Ottawa Area Intermediate School District
OC	Ottawa County
OCPI	Ottawa County Planning & Performance Improvement
OCPRC	Ottawa County Parks & Recreation Commission
OCRC	Ottawa County Road Commission
OCWRC	Ottawa County Water Resources Commission
ODC	Outdoor Discovery Center
PC	Planning Commission
PR	Parks and Recreation
PTS	Park Township Staff
RD	Residential Developers
SD	Sub-developer (a private developer chosen by the Township and Master Developer to partner in the redevelopment of specific part of an overall redevelopment plan)
SM	State of Michigan
TB	Township Board of Trustees
TS	Township Staff
WOPS	West Ottawa Public Schools
ZPS	Zeeland Public Schools

Funding	
Public	Includes public funds from the Township operating budget, County, and State funding. May also include local government bonds and grants.
Private	Includes funds from private sources such as grant monies, corporate funding, or property owners.
DDA/TIF	Tax increment financing provided by an authorized body. The Township does not currently have any TIF districts, but this plan envisions the creation of Corridor Improvement Authorities for Douglas in the Beechwood Area and 8th Street in the Federal Street.

Transportation

Geography	Project	Priority	Timeframe (Years)	Responsibility			Funding			Maintenance Responsibility
				Township	Other Gov't	Private	Public	Private	TIF/DDA	
Township-Wide	Explore opportunities, such as conducting Corridor Plans, and safety audits for traffic congestion relief, future road design, and safety improvements on routes listed in this Plan.	A	1-5	TB PC TS	OCRC MACC MDOT		●			
Federal District	Engage OCRC and the City of Holland on the reconfiguration of E. 8th Street as described in the Federal District sub-area plan.	A	1-3	TS	OCRC COH		●			OCRC
Township-Wide	Engage OCRC on ways to improve traffic safety, including the potential for roundabouts or other creative designs at the intersections identified in this plan.	B	1-5	TS	OCRC		●			OCRC
Township-Wide	Engage OCRC on the feasibility of adding pedestrian safety improvements in the areas identified by this plan.	B	1-5	TS	OCRC		●			
Township-Wide	Work with the OCRC to develop road connections for new residential developments and require development plans, as applicable.	B	On-going*	TS	OCRC	CM DEV	●			OCRC HO CM
Township-Wide	Work with Ottawa County Road Commission (OCRC) to develop and adopt a Right-of-way (ROW) improvement plan, to include sidewalk additions and improvements, as well as street tree implementation schedule, focused especially on the sub-areas in this plan.	B	1-5	TS	OCRW	MD	●			TS
Township-Wide	Engage the Outdoor Discovery Center and the City of Holland to explore extensions of the Macatawa Greenway, including the connection to Windmill Island.	B	1-5	TS	COH ODC		●			TB TS ODC
Township-Wide	Work with MAX to assess future bus routes and stops near community nodes (especially sub-areas), employment centers, and residential areas. Consider direct lines on major corridors, rather than one way loops.	B	2-10*	TS TB	MAX		●			MAX

Transportation, continued

Geography	Project	Priority	Timeframe (Years)	Responsibility			Funding			Maintenance Responsibility
				Township	Other Gov't	Private	Public	Private	TIF/DDA	
Township-Wide	Foster relationships with transit agencies to assess future locations for public transit stops or hubs in Holland Township for the BRT and West Michigan Express.	C	3-10	TS	MAX NC MDOT		●			
Township-Wide	Assess corridors for potential truck routes, where applicable.	C	2-4	TS	OCRC MDOT		●			OCRC
Township-Wide	Amend the Zoning Ordinance to encourage electric charging stations for automobiles in certain developments	C	3-5	TS PC				●		

Non-Motorized

Geography	Project	Priority	Timeframe (Years)	Responsibility			Funding			Maintenance Responsibility
				Township	Other Gov't	Private	Public	Private	TIF/DDA	
Township-Wide	Revise the Zoning Ordinance to require sidewalks and/or bike paths in new and/or redeveloped commercial and industrial developments.	A	1-2	TB PC TS			●			
Township-Wide	Revise the Zoning Ordinance to require sidewalks in new residential neighborhoods.	A	1-2	TB PC TS		DEV HO	●			
Federal District	Coordinate with regional partners to ensure the 8th Street Corridor is bicycle friendly to reflect both the ongoing bicycle infrastructure development process for that corridor and also the Federal Square vision.	B	1-5	TB TS		DEV HO	●			TB PC TS
Township-Wide	Work with the OCRC, the City of Holland, and MACC to plan and develop a series of paved shoulders and bike paths envisioned by this Plan; by means such as identifying priority routes, creating a funding plan, and conjoining road improvement schedule projects.	B	On-going*	TS	OCRC MACC MDOT	CM	●	●		TB TS OCRC MACC CoH MDOT
Federal District	Engage stakeholders and property owners along E. 8th Street to explore access management and street frontage improvements to pave the way for a more walkable corridor.	B	1-5	TS	OCRC COH	BO	●			
Township-Wide	Work with Ottawa County Road Commission to develop and adopt a Right-of-Way ROW improvement plan, to include sidewalk additions and improvements as applicable, as well as street tree implementation schedule or area landscape plan. Encourage the selection of tree species to promote unique or themed identities of the various corridors.	B	1-5*	TS	OCRC		●			TS TB OCRC
Township-Wide	Target utility corridors for future non-motorized trails.	C	4-6		DNR MDOT NC OC		●	●		TB TS

Non-Motorized, continued

Geography	Project	Priority	Timeframe (Years)	Responsibility			Funding			Maintenance Responsibility
				Township	Other Gov't	Private	Public	Private	TIF/DDA	
Township-Wide	Continue to expand the pedestrian infrastructure throughout the Township by implementing sidewalks on both sides of major corridors for enhanced pedestrian safety and include protected crossings where appropriate.	C	On-going*	TS TB			●			TB TS
Township-Wide	Continue relationships with Ottawa County, neighboring communities, and the Outdoor Discovery Center to assess key regional non-motorized connections, such as expanding the Macatawa Greenway. Determine feasible routes and phases.	C	On-going	TS	NC OC		●			TB TS COH ODC
Beechwood/ North River	With input from CSX, conduct a Feasibility Study for rail-to-trail conversion for rail Right-of-way (ROW) north of Douglas Ave. and west N River Ave. If Study results indicate feasibility, implement the conversion.	C	4-10	TS	CSX	MD/SD	●			TB TS PC CSX
Beechwood/ North River	Engage with Soccer Stop to explore "trailhead" connection, as well as the implementation of recreation space integrated with stormwater management at the rear of property.	C	4-6	TS		BO	●	●		TB TS
Federal District	Engage CSX (Holland-Hamilton Line) and the Outdoor Discovery Center to explore the potential for pedestrian crossings and rail-to-trail conversion.	C	4-10	TS	CSX ODC		●			TB TS
US-31 Corridor	Engage MDOT and the Ottawa County Road Commission to explore the feasibility of constructing pedestrian / bicyclist bridges across US-31	C	5-15*	TS	MDOT OCRC		●			TB TS

Placemaking and Beautification

Geography	Project	Priority	Timeframe (Years)	Responsibility			Funding			Maintenance Responsibility
				Township	Other Gov't	Private	Public	Private	TIF/DDA	
Township-Wide	Develop community gateways into the Township to create a sense of unique identity with decorative design and landscape elements and assess areas where wayfinding signage may be appropriate (such as the sub-areas identified in this plan).	A	On-going	TB TS	HCVB		●			TB TS
Beechwood/ North River Federal District	Explore opportunities to promote cooperation among stakeholders to oversee and coordinate beautification in key sub-areas. This may or may not result in the creation of new TIF districts.	A	1-2	TB TS	OC COH	BO	●		●	
Federal District US-31 Corridor	Engage MDOT and the City of Holland to revisit the possibility of improving the aesthetics and function of US-31 through improved landscaping.	B	4-6	TB TS	MDOT /COH		●			
Federal District	Engage MDOT and OCRC to implement improvements to Chicago Drive, especially those envisioned by the Federal District sub-area plan.	B	2-6	TS	OCRC		●			TB TS
Township-Wide	Engage the Ottawa County Road Commission to explore enhancements to neighborhood streets, especially within the sub-areas envisioned in this plan.	B	2-10	TS	OCRC		●			OCRC
Federal District US-31 Corridor	Engage the Ottawa County Road Commission and the City of Holland to explore enhancements to the Waverly Road/120th Avenue corridor, especially as envisioned in the Federal District and U-31 sub-area plans.	B	1-5	TS	OCRC		●			OCRC
Beechwood/ North River	Facilitate the disposition of all new public spaces described in the sub-area plan (i.e. Adams Green, Pedestrian Promenades, mid-block connectors, small chamfered plazas, public parking areas, etc.). Determine their new managing entities (i.e. Parks & Rec., Master Developer, etc.) and proposed improvements.	B	4-8*	TS		MD	●	●	●	

Placemaking and Beautification, continued

Geography	Project	Priority	Timeframe (Years)	Responsibility			Funding			Maintenance Responsibility
				Township	Other Gov't	Private	Public	Private	TIF/DDA	
Township-Wide	Implement beautification measures as described in this Plan, such as landscaped corridors, street trees, wayfinding signage, etc.	B	3-5*	TB TS	HCVB		●			TB TS
Township-Wide	Explore funding arrangements or programs to incentive property owners to enhance landscaping on site.	B	1-5	TB TS			●			
Beechwood/ North River	Conduct Marina Feasibility Study for marina project at Dunton Park.	B	2-4	TS			●			TB TS
Township-Wide	Engage future possible waterfront park stakeholders and potential partners, including ODC, HBPW, Holland Area Arts Council, others, to determine target amenities and features.	B	On-going	TS			●			
Beechwood/ North River	Relocate all overhead lines underground along vacated Howard Ave. section, coordinating new utility easement with re-platting.	B	4-6	TS	HBPW	MD	●	●	●	
Beechwood/ North River	Engage City of Holland (CoH) to coordinate Van Bragt Park plans with Boardwalk and Meadow project envisioned in Beechwood/North River sub-area plan.	B	1-3	TS, PR	CoH	HBPW ODC	●			TB TS CoH
Beechwood/ North River	Implement Boardwalk and Meadow along Lake Macatawa Waterfront, as envisioned in Beechwood/North River sub-area plan.	B	4-6	TS	CoH	MD	●	●	●	TB TS
Federal District	Engage the HBPW on the scheduled utility enhancements in the Federal District to explore the burying of overhead power lines underground. This should also include discussions of increased and distinctive street lighting.	C	5-10	TS	HBPW		●			
Township-Wide	Develop specific design elements for the three sub-areas in this Plan. Create a special identity for each sub-area for placemaking elements (e.g. color schemes for signage, lamp post decorations, etc.)	C	2-4	TS			●	●		TB TS

Placemaking and Beautification, continued

Geography	Project	Priority	Timeframe (Years)	Responsibility			Funding			Maintenance Responsibility
				Township	Other Gov't	Private	Public	Private	TIF/DDA	
Township-Wide	Continue to foster relationships with neighboring communities, such as the City of Holland, to market the "greater Holland area" for year-round tourism.	C	On-going	TB TS	NC OC HCVB		●	●		
Township-Wide	Assess the applicability, establish partnerships, develop a budget and timeline, and review potential locations for a Holland Charter Township community/civic center.	C	On-going	TB PC TS	NC OC	CM DEV BO	●	●		TB TS

Agricultural/Natural Preservation

Geography	Project	Priority	Timeframe (Years)	Responsibility			Funding			Maintenance Responsibility
				Township	Other Gov't	Private	Public	Private	TIF/DDA	
Township-Wide	Prohibit planned unit developments in those areas classified as Agricultural Preservation in the Future Land Use Plan.	A	1-2	TB PC TS			●			
Township-Wide	Limit public water/sewer extensions into those areas classified as Agricultural Preservation in the Future Land Use Plan.	A	On-going	TB PC TS			●			
Township-Wide	Consider opportunities for open space/natural space in all newly proposed developments, as applicable.	A	On-going	TB PC TS		DEV	●			
Township-Wide	Engage the Ottawa County Water Resources Commission and the Ottawa County Parks and Recreation Commission to enhance / clean up existing drainage areas.	B	1-5	TS	OCWRC OCPRC		●			OC PR
Township-Wide	Consider the implementation of various agricultural preservation techniques such as a Townshipwide Purchase of Development Rights (PDR) Program, Transfer of Development Rights (TDR) Program, or others.	B	On-going	TB PC TS	NC OC		●			
Township-Wide	Foster relationships with local producers and identify other methods in which the Township can assist with supporting local farming, such as weekly farmers market events, support and engagement in community gardens, establish and maintain partnerships with MSU-E and 4-H programs, and more.	C	On-going	TS PC	NC	CM	●	●		

Economic Development

Geography	Project	Priority	Timeframe (Years)	Responsibility			Funding			Maintenance Responsibility
				Township	Other Gov't	Private	Public	Private	TIF/DDA	
Township-Wide	Continue partnerships with local economic development agencies, such as Lakeshore Advantage and the Michigan Economic Development Corporation (MEDC), to foster and support business maintenance and growth in the Township.	A	On-going	TS			●			
Township-Wide	Identify redevelopment priority sites in the Township, outside of the Sub-Areas in this plan, and develop strategies for redevelopment.	A	1-3	TB PC TS			●	●		
Township-Wide	Identify State and local funding opportunities to redevelop priority sites, such as the Ottawa County Brownfield Redevelopment Program, Smart Zone Development, MEDC programs (Redevelopment Ready Communities), and more.	A	1-3	TB PC TS	MEDC OC		●			
Beechwood/ North River Federal District US-31 Corridor	Explore financial incentives to encourage redevelopment and enhancement efforts for the sub-areas, including but not limited to: - Existing SmartZone - The creation of a Commercial Rehabilitation District (PA 554 of 2006) - The Commercial Redevelopment Act (PA 227 of 2008)	A	1-3	TS			●			
Beechwood/ North River	Develop evaluative criteria for "Master Developer" selection via RFP for Pfizer site. Require re-platting strategies for small and medium scale incremental development to be carried out by coordinated sub-developers. Encourage diversity in sub-developer size, expertise, and financing source / approach.	A	1-3	TS PC TB	MEDC OC		●			

Economic Development, continued

Geography	Project	Priority	Timeframe (Years)	Responsibility			Funding			Maintenance Responsibility
				Township	Other Gov't	Private	Public	Private	TIF/DDA	
Federal District	Engage OAISD and Huntington Bank in seeking historic designations for the Federal School Building (OAISD) and Huntington Bank Branch as architecturally significant buildings to bookend Federal Square.	A	1-3	TS	OAISD	BO	●			
US-31 Corridor	Engage US-31 stakeholders and property owners to understand their (re)development plans, if any, and to share the opportunities available through the US-31 Corridor Sub-area plan.	A	1-3	TS		BO, CM	●	●		
Beechwood/ North River	Conduct Brownfield Remediation Opportunity Study to identify funds and grants which might be leveraged in further clean-up and redevelopment of Pfizer land.	B	2-4	TS			●			
Beechwood/ North River	Vacate Howard Ave. between Jefferson and North River Avenue	B	2-4	TS	OCRC		●			
Beechwood/ North River	Re-plat the Beechwood area, to create the road network in the sub-area plan, and develop a phasing plan for the redevelopment of the parcels within the new plat.	B	3-5	TS		MD	●	●		
Beechwood/ North River	Engage with MSU regarding property at Adams Green area to determine whether the property can integrate under Master Development scope – OR – Pursue purchase and development to be carried out in parallel by coordinated developer(s), including MSU as an institutional partner.	B	1-3	TS			●			

Economic Development, continued

Geography	Project	Priority	Timeframe (Years)	Responsibility			Funding			Maintenance Responsibility
				Township	Other Gov't	Private	Public	Private	TIF/DDA	
Beechwood/ North River	Facilitate one or more of the following options (not mutually exclusive): - Acquisition of MSU property - Land-swap with MSU to shift parking to south of Bioeconomy Institute - Partial acquisition and redevelopment to allow MSU to remain involved as redevelopment partner if desired	B	2-4	TS	MSU	MD/SD	●	●	●	
Beechwood/ North River	Engage with property owners between Van Dyke St. and Aniline Ave. to understand future plans, redevelopment plans / interests, receptivity to beautification, landscaping, and other possible interventions.	B	1-3	TS		BO	●	●	●	
Federal District	Establish a fund for potential property acquisition and short-list of stakeholder engagement needed to create a neighborhood park and Federal Square—the two-block stretch of re-development between Walnut Street and Clover Street.	B	1-5	TS/ TB			●	●	●	TB TS
Township-Wide	Focus on repurposing underutilized parking areas (e.g. big box stores) in the Township, especially those located within the three sub-areas.	B	On-going	TB PC TS		CM DEV	●	●		
Township-Wide	Continue to foster relationships with local business owners, large employer business owners, and educational institutions to assist with growth and development where needed.	C	On-going	TS		CM	●	●		
Beechwood/ North River	Engage restaurant owners in between N River Ave. and Adient, such as Russ', to explore interest in the development of townhomes toward the rear of lots.	C	4-6	TS		RD, BO	●			

Economic Development, continued

Geography	Project	Priority	Timeframe (Years)	Responsibility			Funding			Maintenance Responsibility
				Township	Other Gov't	Private	Public	Private	TIF/DDA	
Beechwood/ North River	Engage owners at Lakewood Plaza (Serntil Limited LP) to explore the enhancement of property including conversion to a mixed use development featuring retail and housing.	C	4-6	TS		RD, BO	●	●	●	
Beechwood/ North River	Explore purchase of Quality Car Wash and OK Time sites for conversion into site for residential redevelopment and neighborhood park. This park would serve as intersection enhancement in addition to the provision of active and passive green space.	C	6-8	TS		RD, BO	●	●	●	TS TB
Beechwood/ North River	Explore purchase of Florence St. ROW and adjacent properties for use in a new housing development to be coordinated with the project at Lakewood Plaza.	C	6-8	TS		RD, BO	●	●	●	
Beechwood/ North River	Convene property owners and businesses at Railside Center, Pompa Vidals townhomes, and East Lakewood office condos to discuss a coordinated space redefinition (Lakewood Circle enhancement) and beautification project for enhanced connectivity.	C	6-8	TS		RD, BO	●	●		TS TB

Zoning Plan

Relationship Between Future Land Use and Zoning Categories

The table at right shows the Holland Charter Township Zoning Districts that would appropriately implement the vision of the Future Land Use Categories. Rezoning requests should be reviewed against this table to determine whether the requested district is supported by this Plan. In some cases, a new zoning district may be the most effective way to implement the vision of the Future Land Use Plan.

Future Land Use Categories	Zoning Districts
Agricultural Preservation	AG Agricultural
Low Density Residential	R-1 Low Density Residential District R-2 Moderate Density Residential District
Medium Density Residential	R-2 Moderate Density Residential District R-2A Medium Density Residential District
High Density Residential	R-3 High Density Residential District
Neighborhood Commercial	C-1 Neighborhood Commercial District
Community Commercial	C-2 Community Commercial District
Highway Commercial	C-3 Highway Commercial District
Mixed use	New District
Light Industrial	I-1 Light Industrial District
General Industrial	I-2 General Industrial District
Public/Quasi Public	All Districts
Park/Open Space	All Districts

Residential Densities and Typologies

The following chart should be used to determine the appropriate Zoning Districts for different typologies and densities of housing.

Future Land Use Category	Appropriate Density Range (Units Per Acre)	Typologies				
		Single Family Detached	Duplex/ Two-Family	Single Family Attached	Multi-Family (<8 units per building)	Multi-Family (No limit per building)
Low Density Residential	1-5	R-1, R-2*	N/A	N/A	N/A	N/A
Medium Density Residential	5-10	R-2	R-2, R-2A	R-2A	R-2A	N/A
High Density Residential	10-15	N/A	N/A	R-3	R-3	R-3

**R-2 zoning in the Low Density Residential Future Land Use category should retain open space to keep the gross density below 5 units per acre.*

This plan also envisions that the Township's residential zoning districts be realigned in the following way, in order to more clearly implement the vision of the three residential Future Land Use categories.

- Constantly monitor market trends to determine if the minimum lot size is appropriate and responsive to the housing market and best development and planning practices.
- Permit duplexes in the R-2 district, but only at a maximum density 10 dwelling units per acre.
- Permit attached single family units in the R-2A district, but only at a maximum density 10 dwelling units per acre.
- Limit multi-family buildings in the R-2A District to a maximum of 8 units per building, and limit the total multi-family dwelling units on a site in the R-2A District to 10 units per acre.
- Prohibit duplexes in R-3.
- Maintain and reinforce minimum dwelling unit size for studio apartments of 550 square feet to ensure appropriate minimum living space for all residents. All other minimum unit sizes in the Zoning Ordinance should also remain as they are.

Promoting Mixed Use

In order to promote mixed use development in the Mixed Use and Neighborhood Commercial Areas, the following changes to the Zoning Ordinance are recommended.

- Create a new Zoning District to implement the vision of the Mixed Use Future Land Use Category.
- Consider a Form Based Overlay for 8th Street in the Federal District and/or appropriate parts of the North River/Beechwood Sub-Area, or other areas as appropriate.
- Amend the Zoning Ordinance to allow residential units on upper floors within the C-1 District by right, giving developers an interim option to create mixed commercial-residential developments before the Mixed Use Zoning District is adopted.
- Prior to the creation of the new Mixed Use Zoning District, rezoning proposals within the Mixed Use Future Land Use Category should be evaluated against the following criteria:
 - » Whether or not the proposal advances the implementation of the US-31 Sub-area Plan, Federal District Sub-area Plan, and the North River/Beechwood Sub-area Plan (unless the site does not fall within the boundaries of one of those plans). Only rezoning requests that further the implementation of those plans should be approved.
 - » Development proposals within the Mixed Use category should generally contain a residential use, plus one or more of the following:
 - Retail Space
 - Office Space
 - Institutional or Research Space

However, single use developments may be appropriate in some areas designated as Mixed Use. Single use development could be appropriate in the following circumstances:

- When a Sub-Area Plan designates a particular type of development, in order to achieve the broader goal of a walkable and vibrant district. Examples may include the following. None of these should be taken as an indication that a particular development proposal would be considered consistent with this plan.
 - » The Federal District Sub-Area plan envisions the intensity of 8th Street peaking at the Federal Square area, with retail and multi-story mixed use buildings. But in other portions of the 8th Street corridor, residential townhomes or small apartment buildings may be appropriate, to support Federal Square.
 - » Within the North River Sub-Area Plan, a single use hotel or multi-family residential building may be appropriate, to complement the waterfront location and views.
 - » Along the US-31 Corridor, an office, hotel, or multi-family residential development may be appropriate, as part of a retro-fit of a shopping center, or as infill in an underutilized area.
- In situations not specifically designated in a Sub-Area Plan, but where the proposed single-use development would clearly support the economic vibrancy, mixed use vision, and walkability of the surrounding area.

Promoting Connectivity and Enhanced Transportation

In order to create a connected and safe community, the following changes to the Zoning Ordinance are recommended:

- Enhance standards for new roads in the Township, and make sure the standards apply to both public and private roads. Examples of enhanced standards could include the following, but should be somewhat flexible based on the context of the road:
 - » Required sidewalks.
 - » Required curb and cutter.
 - » Required street trees.
 - » Required lighting.
- Require stub streets at the edges of development, to connect to new development. Do not make this requirement dependent on the approval of the neighboring property.
- Limit the construction of cul-de-sacs only to applicable circumstances.
- Set an intersection density standard for new neighborhoods and developments. Intersection density is a measure of the number of routes that a pedestrian, cyclist, or motorist can take through an area. A greater number of intersections (and therefore options for routing) makes walking and biking safer and easier, and makes driving more efficient, thus reducing traffic.
- Private roads should be highly discouraged, and should be prohibited in the Agricultural Preservation Future Land Use category. While private roads may be appropriate in some instances, in general they promote disconnected transportation networks, and cause long-term maintenance problems due to inadequate funding for homeowners or condominium associations. Ultimately, in the interest of a well-maintained and highly functional road system in the Township, it is the intent of this plan for nearly all roads in the Township to be dedicated to the Ottawa County Road Commission, which has dedicated funding for their long-term maintenance.
- Review and update the Township's parking ordinance to ensure that parking requirements do not impede on development opportunities, or result in underutilized parking areas, especially in commercial nodes.
- Consider requiring electric vehicle charging stations in developments where feasible

Agricultural Preservation

In order to ensure the preservation of agriculture and open space within the Agricultural Preservation Future Land Use Category, the following changes to the Zoning Ordinance are recommended.

- Prohibit Planned Unit Developments within the Agricultural Preservation Future Land Use area.
- Prohibit private roads within the Agricultural Preservation Future Land Use area.

Planned Unit Developments Discouraged

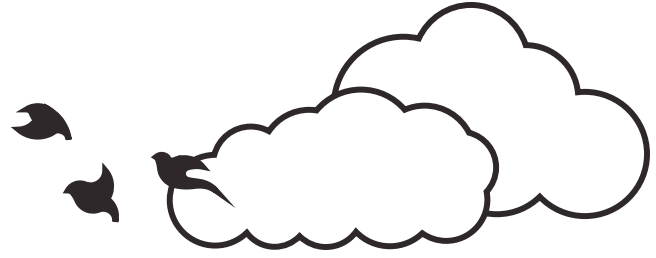
Planned Unit Developments are generally discouraged, and should only be approved in the following circumstances:

- The proposal meets the character description of the Future Land Use category for the site, including being within the envisioned residential density limits. As noted above, Planned Unit Developments should not be approved with the Agricultural Preservation Future Land Use category.
- The proposed PUD must strictly adhere to the criteria and standards for PUDs contained in the Zoning Ordinance.



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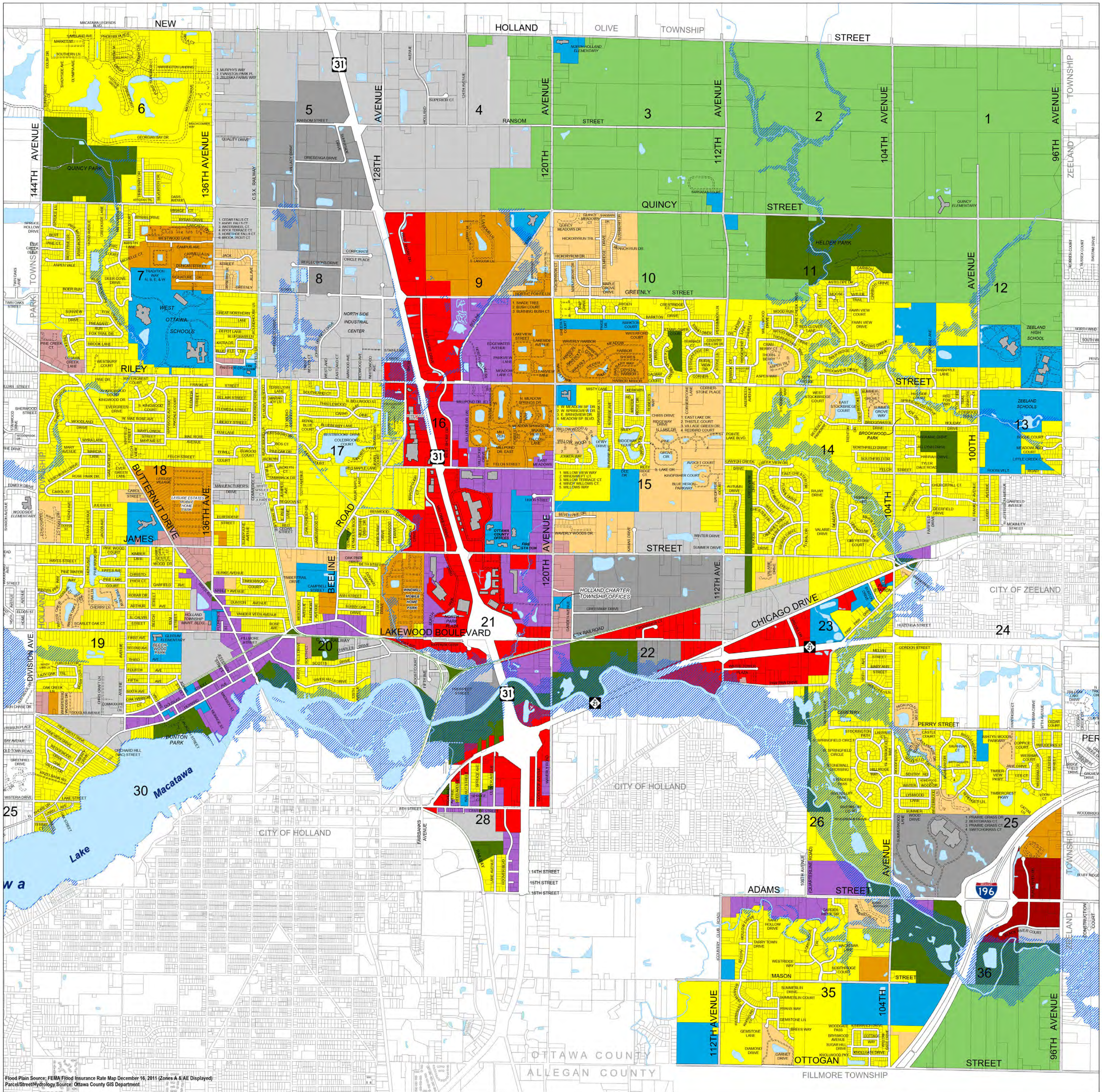
FUTURE LAND USE PLAN



Future Land Use Categories

Based on a comprehensive planning process, the Future Land Use plan serves as a guide for the community's vision of the next 10 to 15 years. It is based on an analysis of land use issues facing the Township, existing uses and conditions, demographic and housing statistics, physical constraints and resources, community infrastructure, circulation patterns, community engagement, and the goals and objectives of this plan. Through land use planning and zoning controls, the Township intends to ensure that the character of neighborhoods are preserved, that economic development is encouraged, and that the designated mixed use areas become vibrant and exciting places to be.

This Future Land Use Plan constitutes the development policy of the Township, and as the Township grows, the Plan should be updated to address how the growth has impacted the infrastructure and existing conditions.



Flood Plain Source: FEMA Flood Insurance Rate Map December 16, 2011 (Zones A & AE Displayed)
Parcel/Street/Hydrology Source: Ottawa County GIS Department

LEGEND

	Agricultural Preservation		Highway Commercial
	Low Density Residential		Light Industrial
	Medium Density Residential		General Industrial
	High Density Residential		Mixed Use
	Neighborhood Commercial		Public/Quasi Public
	Community Commercial		Park/Open Space
			Flood Plain



0 2,000 4,000 6,000
Feet

SCALE: 1" = 1,000'



Holland Charter Township
Ottawa County, Michigan

FUTURE LAND USE

January 18, 2025

This map is intended for reference only.
Holland Charter Township is not liable for errors or omissions.

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Future Land Use Goals and Changes from 2014 to 2020

In 2014, Holland Charter Township embarked on the process to create and updates its Future Land Use Plan and corresponding map. Since then, with the exponential growth of the Township in both population and development of all types, the future needs of the Township have shifted, and a new Future Land Use Plan became paramount.

Some of the significant changes that emerged as a result of the comparison between the 2014 Future Land Use Plan and the 2020 Future Land Use Plan include:

- The expansion of the Agricultural Preservation area located in the northeast section of the Township to just under 3,000 acres, to reflect a renewed commitment to the Township's agricultural community and natural beauty, as well as promote infill development, rather than sprawl.
- The shifting of the General Industrial area located on the northwest side of US-31, in order to surrounding it with Light Industrial and create a buffer between General Industrial and adjacent residential areas.
- The elimination of the Office and Moderate Density Residential categories from the 2014 Plan. The intent of those districts has been incorporated into Mixed Use and Medium Density Residential, respectively.
- The expansion of the Mixed-Use category, notably in the three Subareas, as well as in place of the previous Office designation, with the intent to provide framework for future unique and modern development with flexibility in style and use. This plan includes nearly 700 acres planned for Mixed Use, compared to around 200 in the 2014 plan.
- The conversion of some Medium Density Residential areas to High Density Residential to provide more housing opportunities, especially near employment opportunities and amenities. Both High Density and Medium Density are between 800 and 900 acres in this plan. In 2014, the Medium Density category was more than double the size of the High Density category.
- The right-sizing of Community Commercial areas, especially on the north end of US-31, to reflect changing trends in retail and business. Community Commercial now represents just over 1,000 acres, reduced by several hundred acres from the 2014 plan. Most of the land taken out of the Community Commercial category has been changed to Light Industrial, Neighborhood Commercial, or Mixed Use. Only a small portion has been changed to residential.

In addition to the important changes and themes from 2014 to 2020 noted above, some of the important features of the 2020 Future Land Use Plan include:

- The potential addition of approximately 14,000 housing units to the Township, compared to 2014, to allow for more housing types at all price points.
- There are approximately 2,400 acres planned for industrial development.
- There are approximately 700 acres planned for parks/open space and 900 acres for public/quasi-public uses, such as municipal buildings and schools.
- Agricultural Preservation areas have increased by approximately 1,000 acres, compared to 2014.
- There are approximately 1,200 acres planned for commercial (combining Neighborhood, Community, and Highway).
- There are approximately 700 acres planned for mixed use, largely concentrated within the three subareas.

Agricultural Preservation



GENERAL CHARACTERISTICS

Being rural in character, Agricultural Preservation areas are largely concentrated in the northeast and southeast sections of the Township. These areas are mostly active farmland, agricultural businesses, or rural single-family homes. The goal of the Agricultural Preservation land use category is to preserve important farmland in Ottawa County, maintain prime agricultural soils for farming or agri-business uses, and to preserve the rural areas of the Township. Lots associated with the Agricultural Preservation land use are typically larger in size, and are in areas with low-density, and have limited access to public water and/or sewer.

APPROPRIATE LAND USES

Appropriate uses include dwelling units matching the character and density of the surrounding uses, parks, agri-businesses, and farms including the keeping of large and small animals, including bees, chickens, and other domesticated farm animals, as well as growing crops.

STREETS AND TRANSPORTATION

Streets in Agricultural Preservation areas are typically higher in speed and can accommodate larger vehicles transporting heavy equipment needed for agricultural purposes. Many of these streets located in the Agricultural Preservation area(s) are classified as County primary or County local.

BUILDING AND SITE DESIGN

New homes and accessory structures should be designed with quality materials and should be consistent with surrounding homes in terms of scale, massing, and site design.

APPROPRIATE DISTRICTS

- Agricultural Preservation (AG)

Low Density Residential



GENERAL CHARACTERISTICS

This Future Land Use Category is characterized by existing low-density residential areas in the Township. These areas are typically comprised of single-family homes in low-density neighborhoods. The vast majority of the housing stock in Holland Charter Township is characterized as Low-Density Residential, which are located in various areas throughout the entirety of the Township.

APPROPRIATE LAND USES

Typical uses in Low-Density Residential include single-family homes with neighborhood parks, open space, and convenient access/close proximity to schools, places of worship, and government facilities.

STREETS AND TRANSPORTATION

In Low-Density Residential areas, streets should be well-connected to one another to provide access to major Township arterial roads as well as to adjacent neighborhoods. These streets have lower traffic volumes and are characterized by lower speeds. The street pattern should not include cul-de-sac designs, and should also have sidewalk or bike path infrastructure accessible on both sides of the street.

BUILDING AND SITE DESIGN

New homes should be consistent with existing character and should be designed with quality materials and should be consistent with surrounding homes in terms of scale, massing, and site design. For more details recommended Neighborhood Design Guidelines, see page 42.

APPROPRIATE DISTRICTS

- Low Density Residential District (R-1)
- Moderate Density Residential (R-2)

Neighborhood Design Guidelines

As Holland Charter Township continues to grow, and also in conjunction with the Future Land Use Plan recommendations for additional housing, it is important to consider the character, design, and function of neighborhoods. As such, some of the key factors that are generally considered as best practices for neighborhood design include:



Street Design

STREET CONNECTIVITY

A theme throughout this Plan, connecting neighborhood streets to one another, and to Township thoroughfares, is imperative to ensuring an overall connected Townshipwide transportation system. Some primary purposes of a connected street system are to facilitate flow, alleviate congestion, and reduce the number of trips. Some other benefits to neighborhood street connectivity also include long-term cost savings for road maintenance and municipal infrastructure.

Additionally, neighborhood streets should be designed in a way to minimize cut-through traffic, but allow for access to community gathering places, such as playgrounds, parks, and more. Neighborhood street designs should offer more than one entry and exit route and connections to adjacent neighborhoods, but can also include culs-de-sac and dead-ends as needed and applicable. Refer the image example of recommended street design applicable to Holland Township. Notice the image example includes multiple connections to arterial roads simultaneously placed with culs-de-sac, and connections to other neighborhood streets.

Also noted in this example, is that although there are multiple street connections to arterial roads and to adjacent neighborhoods, a motorist would not use these neighborhood streets for cut-through access. This type of design promotes enhanced safety and privacy for residents.

SLOW TRAFFIC SPEED

Another best practice for neighborhood design includes slow traffic speeds. Slow traffic speed increases the safety of motorists as well as pedestrians and cyclists and increases the longevity of road surfaces. Additionally, as the reference image demonstrates, slight curves and turns in neighborhood streets naturally promote slower traffic speeds.

BIKE PATH AND SIDEWALK CONNECTIVITY

Connectivity does not only refer to streets and cars, but also to pathways, bikes, and people. As a means to connect neighborhoods and homes to one another, bike paths or sidewalks should be considered in open space areas and/or utility corridors located between (and within) developments to provide access from one development to another by means other than a roadway. These neighborhood connections reduce the dependency on cars, increase environmentally-friendly transportation alternatives, and improve quality of life for residents. Neighborhood bike paths and sidewalks should also be connected to nearby community nodes, such as low-intensity shopping centers, schools, or corner stores (as applicable).

PERMEABILITY

As noted above, the connection of neighborhoods to one another (both motorized and non-motorized), as well as to nearby community nodes is a best practice in neighborhood design. Along with that idea, neighborhoods should be considered permeable. Permeability simply means the ability for people to pass across and through neighborhoods without the use of arterial roads.

NEARBY AMENITIES

When feasible, neighborhoods should be located within close proximity to public amenities such as parks and/or open space or natural space, which should be accessible from bike paths and/or sidewalks connected to the adjacent residential development(s). As a best practice in neighborhood design, parks and/or open spaces should be encouraged within developments, such as playgrounds, sports fields/courts, or pathways through wooded or natural spaces.

Character

DURABLE MATERIALS

Also mentioned throughout this Plan, durable materials should always be encouraged in all developments. For neighborhoods, utilizing and requiring durable construction materials for homes increases the lifespan of the neighborhood, keeps routine maintenance low, and prevents developments from becoming unsafe or inhabitable for a longer period of time. In this context, durable materials can include brick, stone, siding, and others.

DESIGN

As a general best practice, some of the recommended design and overall character elements of a neighborhood include:

- **Scale:** encourage human scale development to blend-in with the surrounding character of the Township, especially in rural areas.
- **Inclusivity:** neighborhoods should be welcoming and accessible to all. Some of the ways to achieve this include the construction of front porches and entries, consistency of structures, front yards and landscaping elements, and more.
- **Compatibility:** homes should be consistent with one another and the surrounding character of the neighborhood and general area.

Medium-Density Residential



In Holland Charter Township, a majority of the housing stock is comprised of detached single-family homes, or multi-unit apartment complexes. One of the goals in this Future Land Use Plan is to identify locations for medium-density housing. The graph to the right illustrates the number of different housing types in the Township.

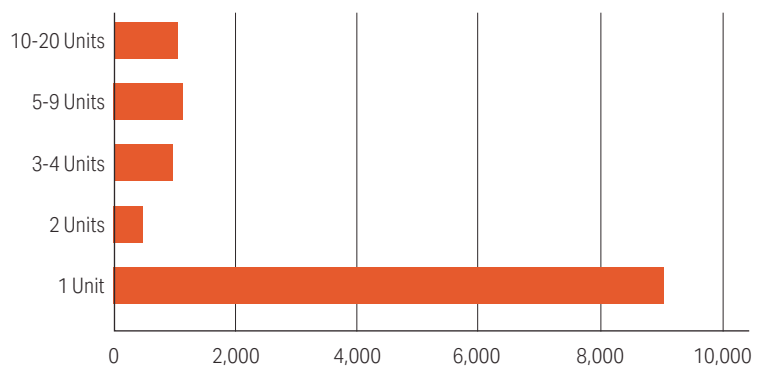
GENERAL CHARACTERISTICS

This designation is characterized by moderate to medium-density residential neighborhoods with approximate densities of 5-10 units per gross acre of land, though slightly lower densities may be appropriate. Gross acreage is used in order to incentivize the creation of compact developments that retain important natural features such as wetlands, woodlands, and topographical changes.

Single-family houses, and other housing types such as townhouses, duplexes, quadplexes, two-family, and multi-family buildings are all appropriate. New neighborhoods are encouraged to contain a variety of housing types, to allow for a variety of price points and to create increased density without impacting the character of existing adjacent neighborhoods.

Neighborhoods should be designed with connected street patterns, including connections to existing neighborhoods where possible, and should have amenities (such as parks and schools) within their boundaries. Businesses and retail should be within walking distance, along major corridors.

Figure 1: Housing Types in Holland Charter Township



Source: American Community Survey 5-year data.

APPROPRIATE LAND USES

Typical uses include residential dwelling homes and units, parks, open space, and other compatible municipal or civic uses. Retail, schools, and other amenities should be located within nearby "Neighborhood Nodes," that may or may not be built as part of the same development.

STREETS AND TRANSPORTATION

Streets should follow a connected pattern that respects topography and natural features, and therefore may not constitute a true "grid." Streets should feature elements such as sidewalks, pedestrian scale lighting, and a tree canopy.

BUILDING AND SITE DESIGN

Sites should be designed to give homes a front and back yard (or nearby usable green space), while maintaining a human, walkable scale that promotes social interaction and reduces unnecessary and unused lawn space.

Buildings should be designed with quality materials and consistent with architectural styles common in the greater Holland area. Alternative architectural styles may be appropriate in some neighborhoods, provided that the unique design enhances the general character of the area. Buildings should include front (street) entrances to encourage connection to the street, and garages should be located in rear yards to the extent possible.

APPROPRIATE DISTRICTS

- Moderate Density Residential (R-2)
- Medium Density Residential (R-2A)



High-Density Residential



GENERAL CHARACTERISTICS

This designation is characterized by residential housing units in neighborhoods with approximate densities of 10-15 units per gross acre of land. Gross acreage is used in order to incentivize the creation of compact developments that retain important natural features such as wetlands, woodlands, and topographical changes. These areas are designated for larger apartment buildings with a higher density of units. Multi-Family Residential areas should be located within walkable distance to community nodes such as retail centers, schools, and large employers.

APPROPRIATE LAND USES

Typical uses include multi-unit residential dwelling units.

STREETS AND TRANSPORTATION

Streets should follow a connected pattern that respects topography and natural features, and therefore may not constitute a true "grid." Streets should feature elements such as sidewalks, pedestrian scale lighting, and a tree canopy. High-Density Residential land uses should be concentrated near Principal Arterial, County Primary, or County Local streets..

BUILDING AND SITE DESIGN

Sites should be designed to maintain a human, walkable scale that promotes social interaction and reduces unnecessary and unused lawn space for multi-unit dwellings.

Buildings should be designed with quality materials and consistent with architectural styles common in the greater Holland area. Alternative architectural styles may be appropriate in some areas, provided that the unique design enhances the general character of the area. Buildings should include front (street) entrances to encourage connection to the street. High-Density Residential sites should include green spaces and/or appropriate landscaping consistent with the surrounding area. Developments should be scaled accordingly as to appropriately transition with the surrounding land uses. In general, developments should not obstruct the view or character of adjacent neighborhoods. Taller developments should be placed adjacent to commercial or industrial areas.

APPROPRIATE DISTRICTS

- High Density Residential (R-3)

Neighborhood Commercial



GENERAL CHARACTERISTICS

The Neighborhood Commercial area is a low intensity commercial category intended for small-scale retail, and amenities. The Neighborhood Commercial districts should provide amenities to the surrounding residential areas in a human scale and walkable, though not necessarily urban, format. Neighborhood Commercial land uses are concentrated in smaller pockets adjacent to community nodes such as schools and retail centers and higher density housing.

APPROPRIATE LAND USES

Low-intensity businesses such as personal services, small offices (including medical offices), and convenience stores, as well as religious institutions, schools, and similar uses. Residential uses in Neighborhood Commercial areas should be within mixed use arrangements, such as units above first-floor non-residential buildings.

STREETS AND TRANSPORTATION

All streets lined with Neighborhood Commercial uses should have sidewalks or bike paths on both sides.

BUILDING AND SITE DESIGN

Buildings should be built with durable materials and should be architecturally compatible with surrounding neighborhoods. Buildings with a connection to the street, including designs with attractive front facades, entrances, and patios are all highly encouraged.

Parking areas may be located in the front, side, or rear yards for buildings, but, where practical, buildings should front the street and provide parking to the rear. Large areas of parking should be broken up with landscaped islands and trees. Parking space requirements may vary based on the location of the development and availability of shared parking.

APPROPRIATE DISTRICTS

- Neighborhood Commercial District (C-1)

Community Commercial



GENERAL CHARACTERISTICS

Community Commercial areas are designated for higher intensity commercial uses. In Holland Charter Township, a large part of the Community Commercial land uses are concentrated along the US-31 Corridor and the east end of Lakewood Boulevard. In these areas, majority of the Community Commercial structures include big box stores, shopping malls, restaurants, and retail centers.

APPROPRIATE LAND USES

Higher intensity commercial businesses such as retail stores, personal services, small offices (including medical offices), restaurants (both sit-down and fast food with drive-thru), and more. The sales of those establishments within Community Commercial areas should include the sale of goods and services that can benefit the community on a wider scale. In general, developments within Community Commercial land uses are single-use commercial structures.

STREETS AND TRANSPORTATION

Community Commercial land uses in Holland Charter Township are typically surrounded by County primary roads, which are characterized with higher volumes of traffic, heavier vehicles, and faster speeds. Community Commercial streets should allow for regional connectivity as well as pedestrian connectivity and protected pedestrian crossings on both sides of the road. Roadside landscaping and other beautification elements should be considered in these areas due to the high volumes of both motorists and pedestrians traveling to these areas.

BUILDING AND SITE DESIGN

Buildings should be constructed of high-quality materials which wrap around the entire building and feature attractive signage. Robust landscaping should be installed throughout the site. Commercial buildings should be supported by sufficient but not overly excessive parking areas. Parking areas may be located in the front, side, or rear yards for buildings. Large areas of parking should be broken up with landscaped islands and trees.

APPROPRIATE DISTRICTS

- Community Commercial (C-2)

Highway Commercial



GENERAL CHARACTERISTICS

Highway Commercial land uses are generally intended for highway-oriented commercial land uses located adjacent to a major interstate, highway, expressway, or other major thoroughfares. In Holland Charter Township, the only small pocket of Highway Commercial land uses are located in the southeast portion of the Township, adjacent to the I-196 Expressway.

APPROPRIATE LAND USES

High intensity commercial businesses are located in Highway Commercial areas. Some of these include restaurants (both sit-down and drive-thru), office spaces, medical buildings and facilities, recreation facilities, and more.

STREETS AND TRANSPORTATION

Streets in Highway Commercial district are typically Principal Arterial, County Primary, or County Local roads that provide access to nearby highways. These roads can accommodate truck traffic, high traffic volumes, and higher speeds. These roads should also be well-connected and contribute to a regional road network.

BUILDING AND SITE DESIGN

Buildings should be constructed of high-quality materials which wrap around the entire building and feature attractive signage. Robust landscaping should be installed throughout the site. Large areas of parking should be broken up with landscaped islands and trees.

APPROPRIATE DISTRICTS

- Highway Commercial (C-3)

Mixed Use



GENERAL CHARACTERISTICS

This future land use category is designed to encompass mixed uses to promote live/work/play elements in Holland Charter Township. In mixed use areas, developments can include first-floor restaurants, offices, and businesses with upper floor multi-family units or businesses. The goal of this future land use category is to encourage walkability, livability, and economic growth. Planned Mixed use areas are mainly concentrated along the east side of the US-31 Corridor, adjacent community commercial uses as well as within the North River/Beechwood District within close proximity to the waterfront. Mixed-Use land uses are intended to be a transition from higher-intensity commercial uses to adjacent residential uses.

APPROPRIATE LAND USES

In Mixed use areas, appropriate land uses include multi-family and two-family residential developments in conjunction with commercial and some light industrial (in certain circumstances) developments. Low-intensity businesses such as small retail stores, personal services, small offices (including medical offices), and light industrial/creative industries (in certain circumstances), should populate ground floors of buildings. Residential uses or office uses should be on upper floors.

Development proposals within the Mixed Use category should always contain residential units as well as one or more of the following:

- Retail Space
- Office Space
- Institutional or Research Space
- Light Industrial space (in certain circumstances)

Proposals with more than one use are preferred, and proposals with only one use should only be approved if they clearly support the economic vibrancy, mixed use vision, and walkability of the surrounding area.

STREETS AND TRANSPORTATION

Streets in Mixed use areas should provide connections to County Primary or County Local streets. Within developments, streets should provide safe walking and biking opportunities on both sides of the street. Additionally, on-street parking should be included in development design with the absence of culs-de-sac or dead-end roads.

BUILDING AND SITE DESIGN

Buildings should be built with high-quality materials and should be architecturally compatible with surrounding neighborhoods. Buildings with a connection to the street, including designs with attractive front facades, entrances, and porches or patios are all highly encouraged. Open spaces should be functional and allow for recreational enjoyment and the preservation of natural features. Architectural variation is highly encouraged to create a character on long and connected facades.

Parking areas may be located in the front, side, or rear yards for buildings, but buildings should front the street and provide parking to the rear. Parking areas should be broken up with landscaped islands and trees. Parking space requirements may vary based on the location of the development and availability of shared parking.

APPROPRIATE DISTRICTS

Create a New Zoning District for the Mixed Use Future Land Use Category.

As an interim measure, allow upper floor residential uses in the C-1 District to give developers an option to be building mixed commercial-residential buildings.



Light Industrial



GENERAL CHARACTERISTICS

Light Industrial is intended for office, manufacturing, research and development businesses, creative industries/artisan facilities (in certain circumstances) that are primarily adjacent to other industrial areas, as well as commercial and office-service areas. Developments should be designed and operated to be respectful of their surroundings, with minimal truck traffic, noise, odor, dust, or outdoor storage/operations.

APPROPRIATE LAND USES

Appropriate uses include office, light manufacturing, artisan production, food and beverage production, creative industries, makerspaces (in certain circumstances), and research and development uses. Parking areas and loading zones are properly buffered and landscaped.

STREETS AND TRANSPORTATION

Streets should be designed in a pattern that allows access from abutting areas, but does not encourage cut-through traffic by employees and trucks. Within the Light Industrial district, the streets should be designed to be sufficient for business-traffic. Non-motorized and transit connections are encouraged, but are only necessary along major corridors.

BUILDING AND SITE DESIGN

Buildings should be constructed of high-quality materials which wrap around the entire building and feature attractive signage. Robust landscaping should be installed throughout the site, especially adjacent to residential areas.

Light Industrial buildings should be supported by sufficient but not overly excessive parking areas. Parking areas may be located in the front, side, or rear yards for buildings. Large areas of parking should be broken up with landscaped islands and trees.

APPROPRIATE DISTRICTS

- Light Industrial (I-1)

General Industrial



GENERAL CHARACTERISTICS

This designation provides an exclusive area for medium to high intensity Industrial uses, as well as large corporate campuses, which are vital to the Township's economy. Large plants that involve manufacturing products, stamping, and machine operations are well-supported here. Industrial areas have heavy buffers and deep setbacks to minimize impacts to adjoining properties.

APPROPRIATE LAND USES

Examples include large plants that involve manufacturing products, stamping, and machine operations. Large institutional operations and large corporate campuses are also encouraged to locate within General Industrial districts.

STREETS AND TRANSPORTATION

Roads in the industrial areas should be designed to be sufficient for truck traffic, without making them unsafe for pedestrians or bicyclists. New road connections should be built as needed to connect the industrial districts with Principal Arterial, County Primary, or County Local roads without disturbing adjacent areas.

BUILDING AND SITE DESIGN

Buildings in this district should be designed to be long-lasting and to support efficient industrial and/or business practices. High-quality appearance is encouraged; however, sites should be designed to minimize off-site impacts and reduce pollution and site contamination to the extent possible.

Parking lots should be sufficient to support employee parking and truck maneuvering, but should not be excessively large.

APPROPRIATE DISTRICTS

- General Industrial (I-2)

Parks / Open Space



GENERAL CHARACTERISTICS

This designation identifies park land and open space as well as land not owned by the Township that could be acquired in the future. Areas within this designation can be used for both passive and active recreation. Natural features and developed parklands should be compatible with the surrounding landscape and neighborhood.

APPROPRIATE LAND USES

All areas should maintain uses which promote the inclusion of the public and provide recreational and gathering opportunities.

STREETS AND TRANSPORTATION

Existing pedestrian and cyclist trails should be maintained. Additional pathways and associated amenities (i.e. bicycle racks, water fountains, wayfinding signage, lighting, etc.) should be constructed as needed. The connection of such pathways to connect the parks is strongly encouraged.

BUILDING AND SITE DESIGN

There are no specific Building and Site Design recommendations in this Plan for the Parks/Open Space designation, although high quality architecture is encouraged. Buildings should be well lit and highly visible, but of scale and appearance that is consistent with their surroundings, and should provide public amenities. Parks should be maintained and upgraded as needed.

Sufficient parking should be provided for public facilities. Parking areas should be designed to minimize stormwater runoff and implement low-impact development techniques (pervious pavement, bioswales, etc.)

Public / Quasi-Public



GENERAL CHARACTERISTICS

These facilities are planned to remain in place. If renovated or expanded, they should strive to enhance the character of the surrounding area. If they are re-located or removed, redevelopment should proceed consistent with the immediately adjacent areas.

APPROPRIATE LAND USES

Appropriate land uses in Public/Quasi-Public areas include institutional uses such as public and private schools, libraries, Township Hall and other municipal buildings, utility buildings, and private clubs.

STREETS AND TRANSPORTATION

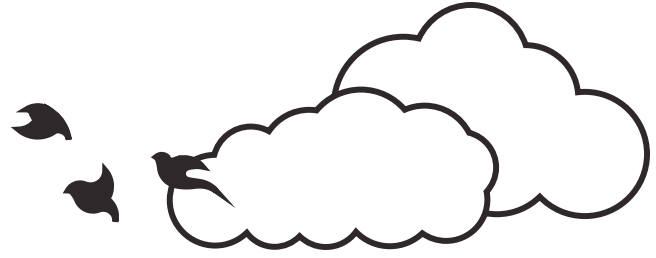
The transportation network should include well-maintained and well-connected street patterns that are also accessible by foot or bike. Many Public/Quasi-Public land uses are located along the Township's Principal Arterial, County Primary, and County Local streets.

BUILDING AND SITE DESIGN

Building should be built using high-quality materials and should be consistent with the surrounding area.

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05



TRANSPORTATION PLAN



Land use patterns and transportation systems are inherently interconnected. Proximity to efficient and connected transportation networks is a primary factor in determining where new development occurs. However, the traffic generated from new development often exceeds the capacity of transportation systems and traffic becomes more congested. Traffic congestion and high volumes, lack of connectivity, are among the largest complaints of residents in growing urban fringe communities such as Holland Charter Township. As such, it is important for land use planning and transportation planning to be coordinated, and for the transportation system to allow individuals to get around not only by car, but also by walking, bicycle, or public transportation. This section is an analysis of the current and future transportation system in the Township.

Existing Transportation Analysis

Essentially, the existing public road network in the Township is under the jurisdiction of the Ottawa County Road Commission (OCRC) or the Michigan Department of transportation (MDOT). Private streets are typically under the jurisdiction of Homeowners Associations (HOAs) or a Property Owners Association (POA).

In general, the major transportation corridors in Holland Charter Township are well-connected and provide access from one area of the Township to another, as well as into neighboring municipalities. The road network in the Township is comprised of an interstate highway, principal arterial roads, County Primary, and County Local streets. The major road corridors with the highest traffic volumes in Holland Charter Township include US-31, Interstate-196, Douglas Avenue, Riley Street, and Lakewood Boulevard.

Given the general suburban and pockets of rural character of Holland Charter Township and in addition to the major road corridors, the Township also includes a number of shorter distance, less traveled local streets. Local streets in the Township are typically used to access residential neighborhoods. Residential neighborhoods in the Township are largely characterized by disconnected streets and cul-de-sac designs.

Functional Classification of Roadways

Regional planning and transportation agencies classify roadways based on their function using the standards from the OCRC, Highway Functional Classification Concepts, Criteria and Procedures Manual (U.S. Department of Transportation, Federal Highway Administration, 2013), which follow the guidelines of the Federal-Aid Highway Act of 1973 and the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA). The manual outlines a system of functional classification of streets for rural areas, small urban areas, and urbanizing areas. Road classifications identify the appropriate type and volume of traffic for each segment of the road network, and establish expectations among residents, Township officials, and transportation engineers for the operational characteristics of each road.

The following map identifies the functional classification of the roadways in the Township, according to the classifications utilized by the OCRC. Knowing the functional road classifications can assist local units of government in prioritization and project identification for improving the transportation system.

FREEWAYS

Freeways are designed to handle large volumes of traffic moving at high speeds over long distances. The only freeway serving Holland Charter Township is Interstate 196. I-196 is the major freeway corridor that provides access from Holland Charter Township to the City of Grand Rapids to the northeast, and other areas such as Saugatuck and South Haven to the southwest. I-196 also leads into I-94 in the St. Joseph area; and from there provides access into Indiana and Illinois, particularly the City of Chicago.

According to the MDOT annual average daily traffic data analysis completed in 2016, I-196 carries a capacity of over 100,000 vehicles per day in the Holland Township area.

PRINCIPAL ARTERIALS

Principal arterial roads and highways serve the major centers of activity, the highest traffic volume corridors, and the longest trips. Principal arterials serve major traffic movements within the Township and region. Holland Charter Township includes two major regional thoroughfares within its boundaries. US-31 is perhaps the most frequented north-south connection within the Township, providing access to the City of Holland to the south, and the City of Grand Haven and Muskegon to the north. Adding to its regional significance, US-31 is the main corridor in the Township that provides goods and services such as shops, restaurants, grocery stores to Township residents, as well as residents in neighboring municipalities. In addition to US-31, Chicago Drive is also a principal arterial road within Holland Charter Township. Chicago Drive is a major thoroughfare that provides southeast-northwest access to areas such as the City of Zeeland, City of Hudsonville, and the City of Grand Rapids.

COUNTY PRIMARY

County Primary roads interconnect with the principal arterial system and provide access to destinations of moderate distance with a lower level of traffic mobility. County Primary roads place more emphasis on land access than do principal arterials. Holland Charter Township includes many County Primary roads within its boundaries. The County Primary roads within the Township include Riley Street, Butternut Drive, Douglas Avenue, Lakewood Boulevard, James Street, Beeline Road, 120th Avenue, 112th Avenue (south of Riley Street), 136th Avenue, 96th Avenue, and Adams Street.

COUNTY LOCAL

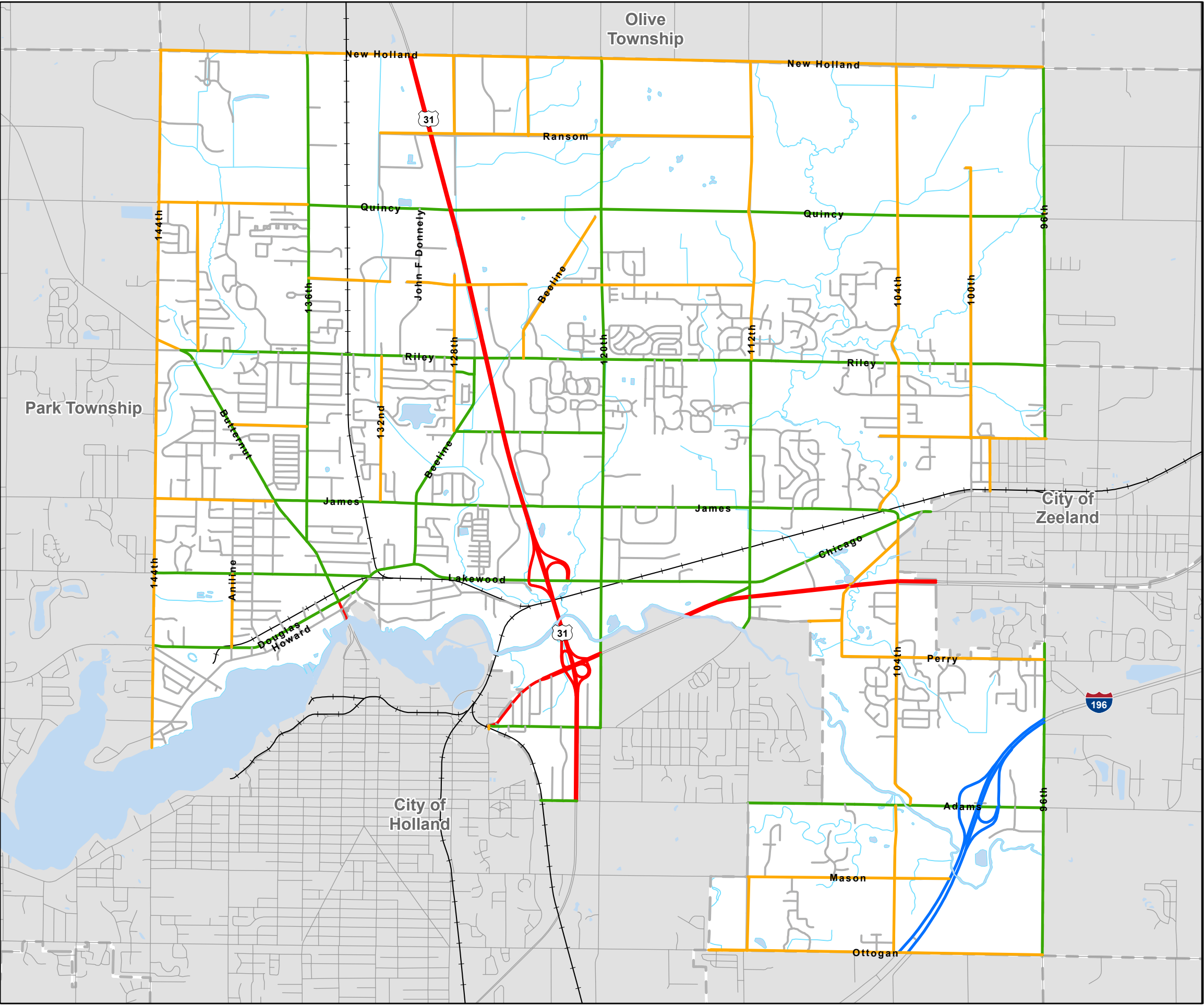
County Local roads provide both access to abutting properties and traffic circulation within residential, commercial, industrial, and agricultural areas. The purpose of a County Local road is to collect traffic from the Township and channel it to the arterial system. The existing inventory of County Local roads in Holland Charter Township include Felch Street, New Holland Street, Beeline Road, 144th Avenue, 100th Avenue, Ransom Street, and Quincy Street.

COUNTY ROAD IMPROVEMENTS

The basic source of revenue for road maintenance and improvements is the gas and weight tax collected by the State through Act 51. Most of these funds are collected through gas/diesel fuel purchases and vehicle registration fees. MDOT is ultimately responsible for routine maintenance on all state highways. The Road Commission currently inventories the capacity and classification schedules of all roads and conducts maintenance and reconstruction based on these characteristics.

Most of the Ottawa County Road Commission road improvement projects involve basic repairs and maintenance including paving, patching, sealing, and drainage improvements. Some of the road projects in Holland Charter Township as defined by the Ottawa County Road Commission Strategic Improvements Plan include surface maintenance projects for various County Local and Township Local roads and shoulder widenings on several County Local roads.

Additionally, Holland Charter Township is served by the Macatawa Area Coordinating Council (MACC), which is a federally designated metropolitan planning organization (MPO). MPO's are required by federal legislation to assist with providing coordinated transportation planning processes in urban areas with populations greater than 50,000 people. The MACC works collaboratively with area transportation authorities to select and prioritize road improvement projects, allocate funding, and identify future projects, both motorized and non-motorized; as well as public transit improvement projects, studies, and road surface ratings.



Transportation Network

Charter Township of Holland, Ottawa County, MI

May 5, 2020

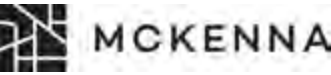
LEGEND

- Interstate
- Principal Arterial Road
- County Primary Road
- County Local Road
- Local Road
- Railroads
- Rivers, Lakes, Streams, Drains
- Other Municipal Boundaries

0 500 1,000
Feet



Basemap Source: Michigan Center for Geographic Information, Version 17a.
Data Source: Holland Charter Township 2020. McKenna 2020.



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Walking and Biking

Overall, Holland Charter Township has a well-connected non-motorized pathway network that provides access to neighboring jurisdictions, such as the City of Holland to the south, Park Township and the Lakeshore to the west, and the City of Zeeland and Zeeland Charter Township to the east. Some of the major road corridors the pathways are located include Riley Street, James Street, Lakewood Boulevard, 104th Avenue, 112th Avenue, 120th Avenue, Butternut Drive, Beeline Road, and Adams Street. In majority of these routes, bike infrastructure is located on a single side of the road.

Another significant element to a successful bike network is the construction of widened shoulders. In general, widened shoulders are more commonly used by serious cyclists traveling at faster speeds, or commuters traveling to work. Holland Charter Township does not have an expansive widened shoulder network, with only small disconnected routes located along 136th Avenue from Quincy Street to New Holland Street, Beeline Road from Lakewood Boulevard to just south of Riley Street, and 96th Avenue from Quincy Street to New Holland Street.

As the Township continues to plan and construct bike infrastructure to complete the remaining gaps, additions to the non-motorized infrastructure should be considered as opportunities arise, especially during the reconstruction of roadways, to provide non-motorized access to major destinations.

To do this, the Township should consider opportunities to expand the non-motorized network by working alongside developers to include sidewalk or bike infrastructure in proposed construction plans for residential or commercial developments. Additionally, the Township should continue to strengthen the relationships with the Ottawa County Road Commission to improve major corridors by constructing widened shoulders in conjunction with road improvement projects.

In terms of sidewalks, Holland Charter Township has a largely disconnected system both on public roadways as well as private residential streets. A majority of the residential neighborhoods in the Township are characterized by cul-de-sac designs and dead-end roads. Additionally, the major road corridors within the Township only include pedestrian infrastructure on a single side of the roadway, making crossings dangerous or difficult.

Public Transportation

Holland Charter Township is served by the Macatawa Area Express Transit Authority, or more commonly known as the MAX. In total, the MAX has 11 bus routes located in the greater Holland/Zeeland area. MAX provides a fixed-route bus service as well as a complementary reserved ride demand response service for ADA customers.

In Holland Charter Township, there are several MAX routes that provide access to various community destinations such as grocery stores, medical offices, schools, multi-unit residential areas, and more. The bus routes that provide access to Holland Charter Township include routes 10, 9, 4, and 1. All routes begin and end in Downtown Holland.

RAILROADS

Good rail service is an advantage in attracting industrial users who find this service increasingly difficult to find as railroads abandon smaller and unprofitable lines. There are two active railroad corridors in Holland Charter Township, both operated by CSX. One corridor runs north-south, parallel to 136th Avenue on the west side of the road, and the other east-west, parallel to Douglas Avenue on the north side of the road, and Chicago Drive.



Future Transportation Plan

Road Network

Although Holland Charter Township generally has a fluid road network on the major Township roads, various enhancements should be considered to create a well-connected, accessible, and safe system.

However, many of the residential areas within the Township are not connected. A majority of the single-family residential neighborhoods in the Township have cul-de-sac designs, which cuts off connectivity to adjacent neighborhoods as well as to other streets in the Township. For future network enhancements, the Township should consider encouraging the connection between neighborhoods with new proposed residential developments, and explore opportunities to implement connections to existing neighborhoods through neighborhood trailways or sidewalks. The Township should also consider encouraging the construction of “stub streets” during the development of new residential neighborhoods with the goal to promote connectivity to new streets in future adjacent developments.

In addition to enhancing road network connectivity, the Township should also explore opportunities to work alongside the OCRC, MACC, and MDOT to assess specific corridors for traffic calming and heightened safety measures such as stop light timing, construction, and duration, constructing roundabouts in appropriate areas, assessing opportunities for multi-modal crossings, analyzing speed limits, and more.

Truck Routes

Historically, Holland Charter Township is situated in a prime geographic location for the movement of goods and services, being within close proximity to the Macatawa River with Riverfront access and Lake access, railroad access, as well as within close proximity to major expressways and Principal Arterial roads, in more recent years. As a result, numerous successful industrial sites and industrial parks are located within the Township, specifically on the north side of the Township surrounding the US-31 Corridor, and the south side of the Township near the Riverfront and railroad.

Given the amount of successful industrial businesses within the Township, semi-truck traffic has become a common occurrence on major roads. To accommodate the area's growing economy, the Township should continue to encourage semi-truck traffic along routes within the industrial areas that connect to major thoroughfares such as the US-31 Corridor. Additionally, the Township should assess prime routes that which accommodate higher volumes of truck traffic and designate new truck routes where appropriate.

While assessing opportunities for future truck routes, the Township should also maintain a balance of Township-wide truck traffic by targeting certain corridors to limit truck access.

Gateways

To create an identity unique to only Holland Charter Township, gateways can be established at various significant points or intersections at significant defining intersections in the Township. The intent of establishing Townships gateways is not to signify Township limits or boundaries, but to add emphasis on key areas of the Township that have unique character and qualities for placemaking and wayfinding opportunities. These gateway locations can be constructed similar to those found in Georgetown Township, with decorative Township wayfinding signage and welcome signage, well-maintained landscaping, and other decorative elements such as lamp posts or banners. Gateway designs can also vary depending on what neighborhood the gateway is located. For example, decorative elements for each neighborhood in the Township can be unique from one another in terms of color palate, designs, fonts, and more. Various locations from each direction into the Township have been identified as prime locations for future gateway considerations:

- **Northern Gateway:** US-31 and Ransom
- **Western Gateway:** Chicago Drive and 112th Avenue
- **Southern Gateway :** River Avenue and Howard
- **Eastern Gateway:** Chicago Drive and 104th Avenue
- **Northwestern Gateway:** Butternut Drive and Riley Street
- **Southern Gateway:** US-31 and 16th Street
- **Federal District Gateway:** E. 8th Street and Chicago Drive

Road Upgrades

The Township will continue its support of the OCRC and MACC in its ongoing review of the condition of the Township's roads, and in the maintenance and rehabilitation of the roads as necessary.

CORRIDOR ENHANCEMENTS

High speed limits in most of the Township can lead to unsafe conditions for both pedestrians and other motorists – especially when traveling to significant community nodes such as schools and shopping centers. According to the Michigan Traffic Crash Facts data, Holland Charter Township experiences the majority of the total traffic accidents in all of Ottawa County per year. Specifically, these traffic accidents are concentrated along the US-31 Corridor, various points along Douglas Avenue and Lakewood Boulevard, and the I-196 ramp. To address this and improve safety for residents and visitors, the Township should identify the intersections with the most pedestrian, bicycle, and motorist accident reports to analyze which traffic calming or other safety measures can be implemented.

Riley Street and Quincy Street have been consistently identified as the main corridors in the Township that are in need of the most improvements in terms of traffic calming, beautification, pedestrian and non-motorized connectivity, and road surface quality. The Township should conduct a corridor study on both Riley Street and Quincy Street to identify various methods in which these routes can be improved.

Additionally, in conjunction with various corridor enhancements such as beautification, traffic calming, pedestrian improvements, non-motorized accessibility, and others; traffic signal timing is another significant element to consider during corridor improvement processes. Some of the most common traffic signals that have been identified for future timing enhancements include:

- All traffic signals on the Riley Street Corridor
- All traffic signals on the James Street Corridor
- All traffic signals on the Lakewood Corridor
- Traffic signal at the Adams/196 intersection

Another significant element to enhancing road corridors in the Township is the exploration of opportunities to create new streets, or street extensions to enhance connectivity and mobility. As such, the Township should continue efforts to implement key street connections such as the extension of Greenly, from West Shore Drive, eastward, to Beeline. As a result, traffic in this area would flow more efficiently and effectively, especially during peak hours, congestion would be reduced, motorist safety would be increased, and the overall Township road network would have enhanced connection.

Along with the road enhancements as described in this Plan, Holland Charter Township should also consider the future potential impacts of the M-231 Phase II project. Constructed in 2015, M-231 Phase I provides a north-south link from Robinson Township Crockery Township, connecting M-104/I-96 to Lake Michigan Drive, in Ottawa County. Phase II as it is currently proposed, is planned to connect Lake Michigan Drive, to US-31, Chicago Drive, and I-196, passing through Olive Township and Zeeland Township. The M-231 project is largely the jurisdiction of the Michigan Department of Transportation, with assistance from Ottawa County, and local government staff.

The following map describes the recommended corridor and intersection enhancements in Holland Charter Township.

Transportation Enhancements

Charter Township of Holland, Ottawa County, MI

June 22, 2020

LEGEND

Holland Charter Township Boundary

Corridor/Segment Enhancements

Proposed Connection

Traffic Signal Improvement

Pedestrian Safety Improvement

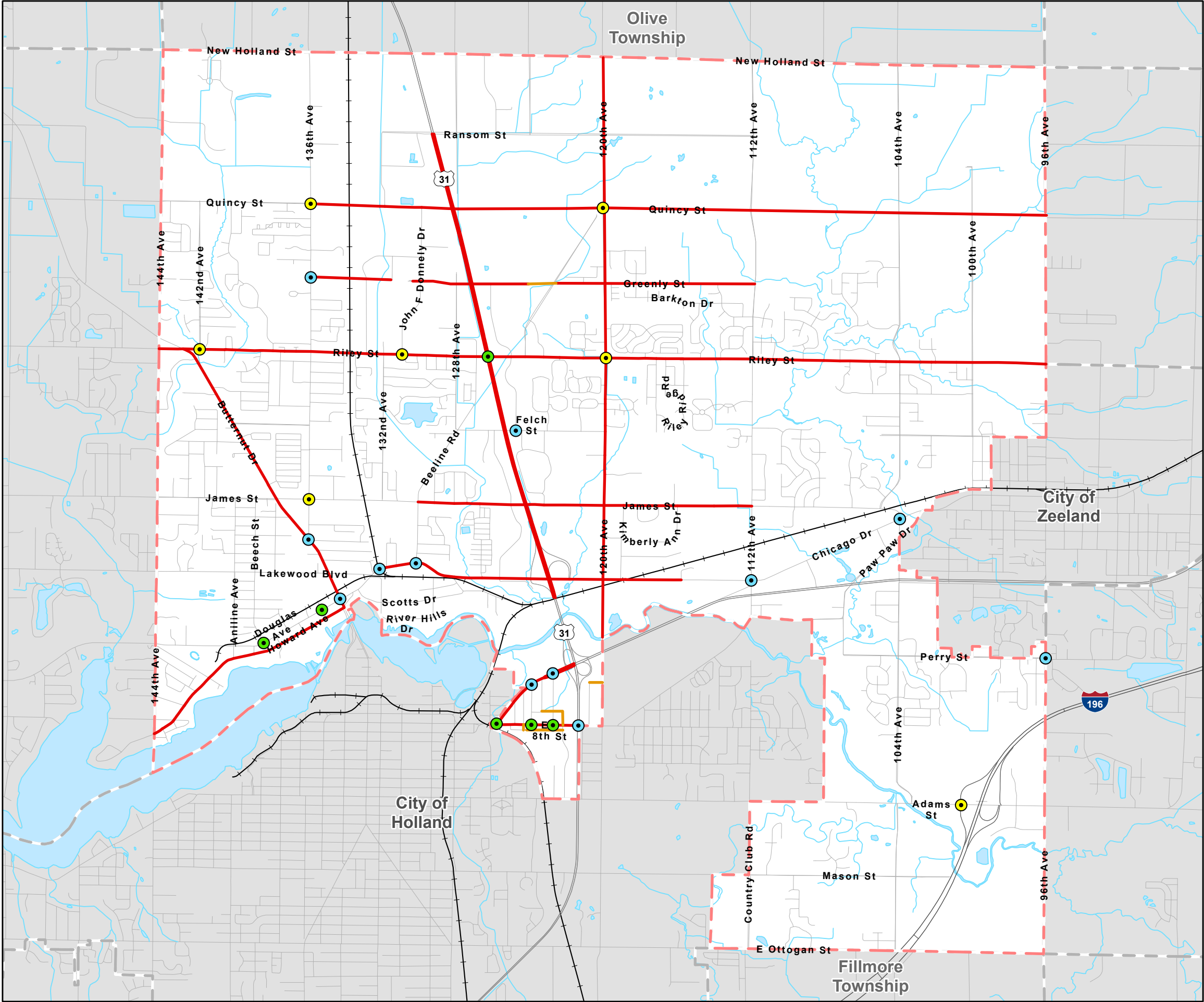
General Safety Improvement

Roads

Railroads

Rivers, Lakes, Streams, Drains

Other Municipal Boundaries



05001,000

Feet

Basemap Source: Michigan Center for Geographic Information, Version 17a.
Data Source: Holland Charter Township 2020. McKenna 2020.



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Sidewalks

Although the Township has a generally well-connected bike path system, both the residential and commercial areas within the Township are lacking pedestrian infrastructure, such as sidewalks and protected crossings. Additionally, many of the sidewalks within the Township are located only on a single side of the road, making walking and crossing difficult along routes with higher speed limits and traffic volumes. The Township should encourage requiring sidewalks during the development or redevelopment of residential and commercial structures. The Township should also consider targeting specific areas for sidewalk improvement zones such as near popular community nodes such as schools, Township facilities, parks, and shopping centers.

Paved Shoulders

Paved shoulders are a common method of improving safety for pedestrians and cyclists in rural areas. According to federal safety standards, a widened paved shoulder is classified as being 4 feet or wider. In terms of existing paved shoulders within Holland Charter Township, short segments have been constructed along the west side of 96th Avenue near the City of Zeeland, along Beeline Road, and a short segment on the west side of 136th Avenue, north of Quincy Street. Additionally, a short segment of paved shoulders have been constructed on Ottogan Street, into the City of Holland.

According to the Strava Heat Map, an online data tool used by cyclists to track their routes in real-time, the most frequently cycled routes in Holland Charter Township include 144th Avenue, Riley Street, Quincy Street, 112th Avenue, 104th Avenue, James Street, Lakewood Boulevard, Douglas Avenue, New Holland Street, and Butternut Drive.

As a Result, to create a connected system of safe biking and walking routes through the Township, widened paved shoulders should be considered along the following corridors:

- New Holland Street
- Butternut Drive
- Riley Street
- 144th Avenue
- 104th Avenue
- James Street
- Douglas Avenue
- Lakewood Boulevard
- Quincy Street

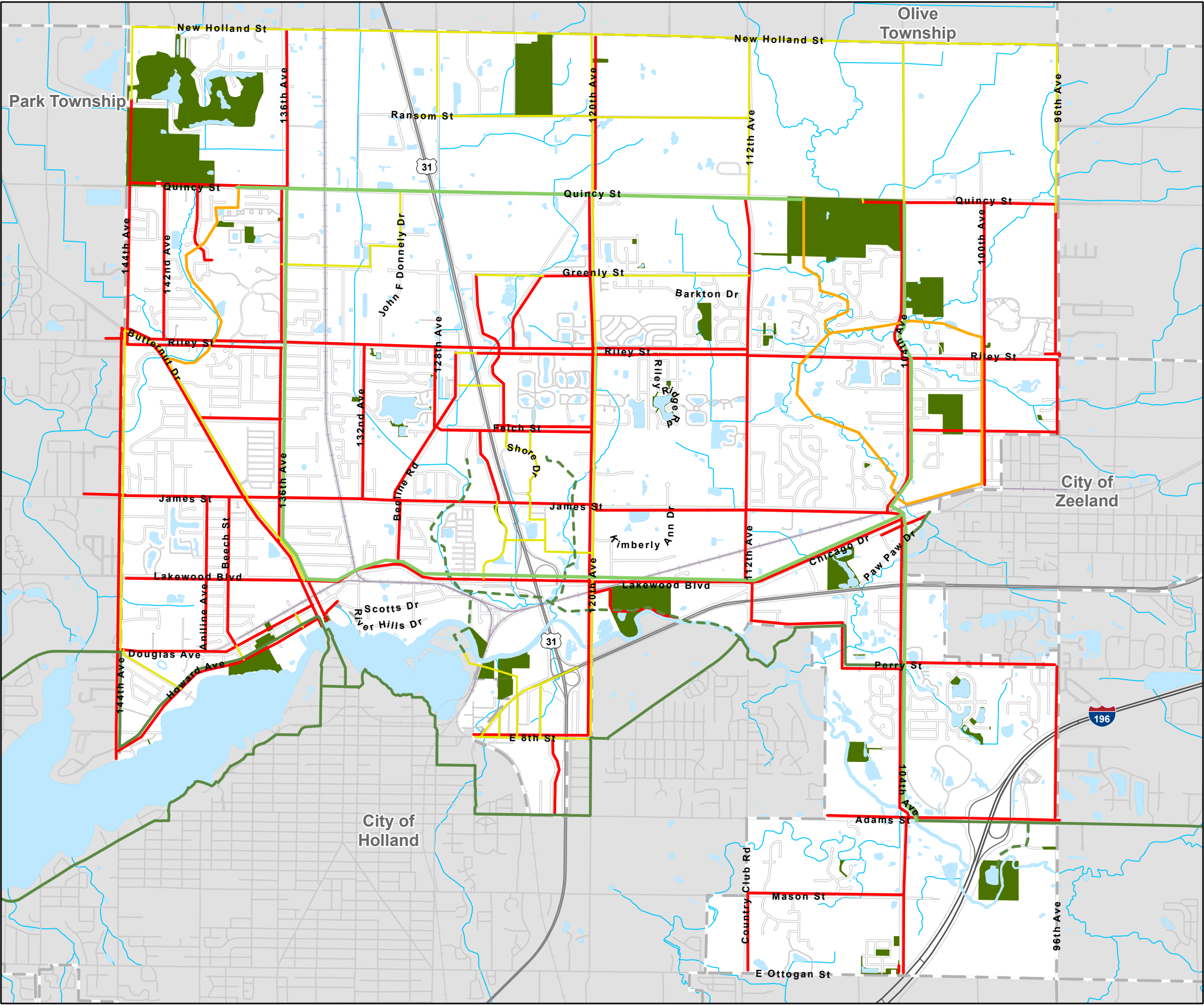
Additionally, the Township should continue working relationships with the OCRC and MACC to assess routes identified in the OCRC's Strategic Improvements Schedule and the MACC's Strategic Improvements Plan and/or Long Range Transportation Plan to add 4 feet of paved shoulders as a part of the project scope, where applicable.

Bike Paths

According to the American Association of Highway and Transportation Officials (AASHTO), bike paths are characterized as being at least eight feet wide, compared to five feet for a sidewalk, and are designed to carry cyclists traveling several miles, rather than pedestrians walking only a few blocks. However, they are also an asset for pedestrians. Because bike paths envision longer distance travel and more cyclists than walkers, they are more practical along suburban thoroughfares than sidewalks. This plan envisions bike paths in the following locations:

- Both sides of 120th Avenue
- Both sides of Butternut Drive
- Both sides of 144th Avenue from Douglas to Butternut Drive, in partnership with Park Township
- Both sides of 136th Avenue
- 128th Avenue from Ransom Street to New Holland Street
- New Holland Street
- Quincy Street
- Entirety of 104th Avenue
- Entirety of 112th Avenue
- Macatawa Greenway Extensions

In addition to bike paths constructed along roadways, the Township should advocate for neighborhood connectivity by partnering with home owners associations or neighborhood groups to assess opportunities to plan and construct bike paths through woods, open spaces, utility corridors, and other areas to connect neighborhoods to one another.



Bike Path & Open Space Network

Charter Township of Holland, Ottawa County, MI

June 25, 2020

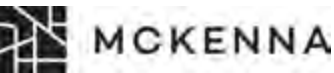
LEGEND

- Existing Bike Path
- Future Bike Path
- Macatawa Greenway
- Macatawa Greenway Extension
- Natural Beauty Corridor
- Natural Preservation Corridor
- Parks/Cemeteries/Open Space
- Rivers, Ponds, Lakes, Streams, Drains
- Railroads
- Other Municipal Boundaries

0 500 1,000
Feet



Basemap Source: Michigan Center for Geographic Information, Version 17a.
Data Source: Holland Charter Township 2020. McKenna 2020.

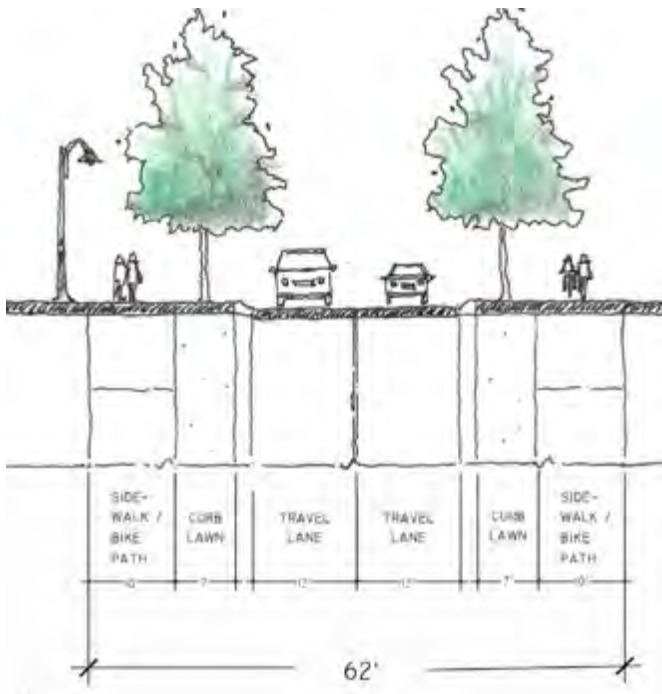


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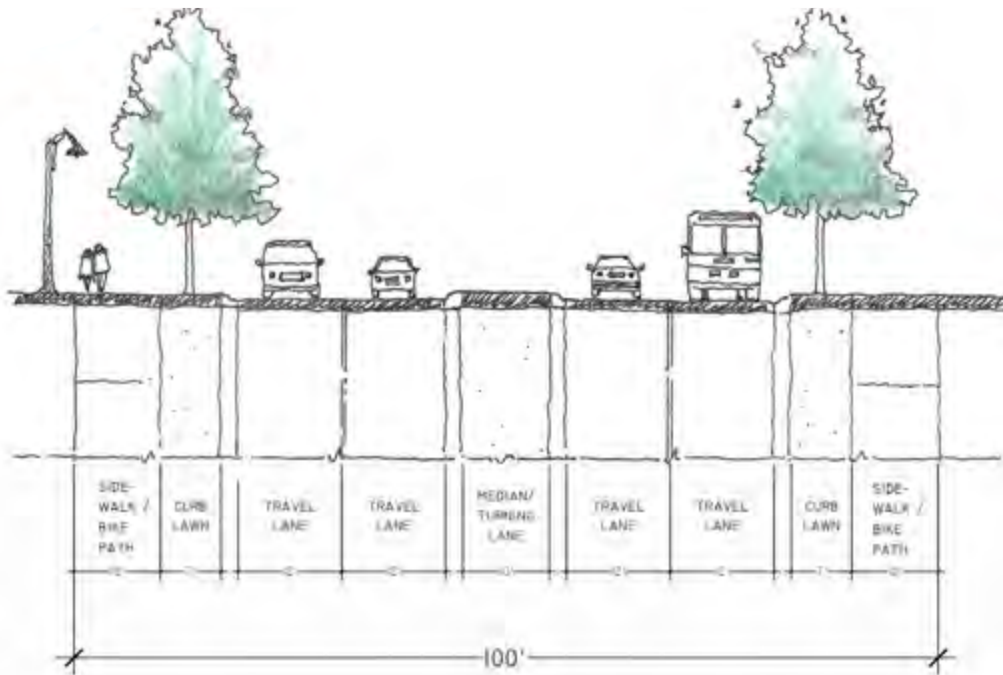
Natural Beauty Corridors

This Plan also recommends the recognition and dedication of Natural Beauty Corridors in the Township, specially along 13th Avenue, Quincy Street, 104th Avenue, Adams Street, Chicago Drive, Lakewood Boulevard, N. River avenue, and Howard Avenue.

The intent of the proposed Natural Beauty Corridors is not only to connect Township parks to one another, but also provide scenic routes fitted for both motorized and nonmotorized transportation, coupled with preserved vegetation and open space.



*Potential Section: Quincy Street, 104th Ave, Howard Ave
62' Right-of-Way, 2'-Wide Curbs*



*Potential Section: 136th Ave, North River Ave, Lakewood Boulevard, Adams Street
100' Right-of-Way, 2'-Wide Curbs*

Public Transit

Public transit has become an increasingly popular mode of transportation throughout recent years. As Holland Charter Township continues to grow in population and enhances commercial and industrial areas, considering the future of public transportation is significant to accommodate this growth. The Township should continue working relationships with the MAX to assess locations in which bus routes or stops should be added. For example, future stops can be assessed in industrial parks where many Township residents are employed. Additionally, MAX routes should be assessed where applicable in areas along the west side of the Township to the US-31 Corridor. MAX Transit routes should be re-assessed to identify future routes that which are linear and not large loops. In doing so, this would significantly reduce the length of time a ride or commute would take. The purpose of a linear route would directly and efficiently transport Township residents from residential areas to large employer areas, and back again.

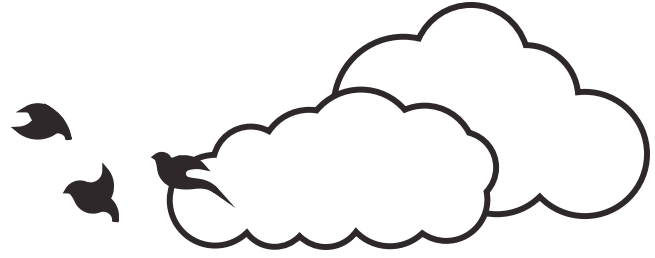
In addition to MAX Transit, an emerging transportation system, the Bus Rapid Transit (BRT), is a bus line located in the City of Grand Rapids, about 30 miles east of Holland Charter Township. As bus transportation ridership rates continue to rise and population in the grater Holland area increases, the Township should continue and establish partnerships with the BRT to assess future routes to Holland Charter Township.

Likewise, the commuter bus transit system and potential future passenger light-rail, the West Michigan Express, provides access along the Chicago Drive/I-196 Corridor, from the Grand Rapids area to the Holland area, stopping in the City of Hudsonville, City of Zeeland, and City of Holland. Partnerships with these applicable transit agencies should continue to assess the potential of including bus/light-rail stops or hubs in Holland Charter Township, especially at key community nodes.

Ridesharing

As transportation trends continue to change in more recent years, ridesharing has increased in popularity in both urban and suburban communities. Sustainable transportation modes such as ridesharing and carpooling should also be considered as transportation network enhancement opportunities arise throughout the duration of this Plan.

06



SUB-AREA PLANS

Sub-Area Plans

This Plan also includes three sub-area plans; the US-31 Corridor, Federal District, and North River/Beechwood District. Each of these sub-areas are prime for unique development opportunities, capitalizing on their existing character.

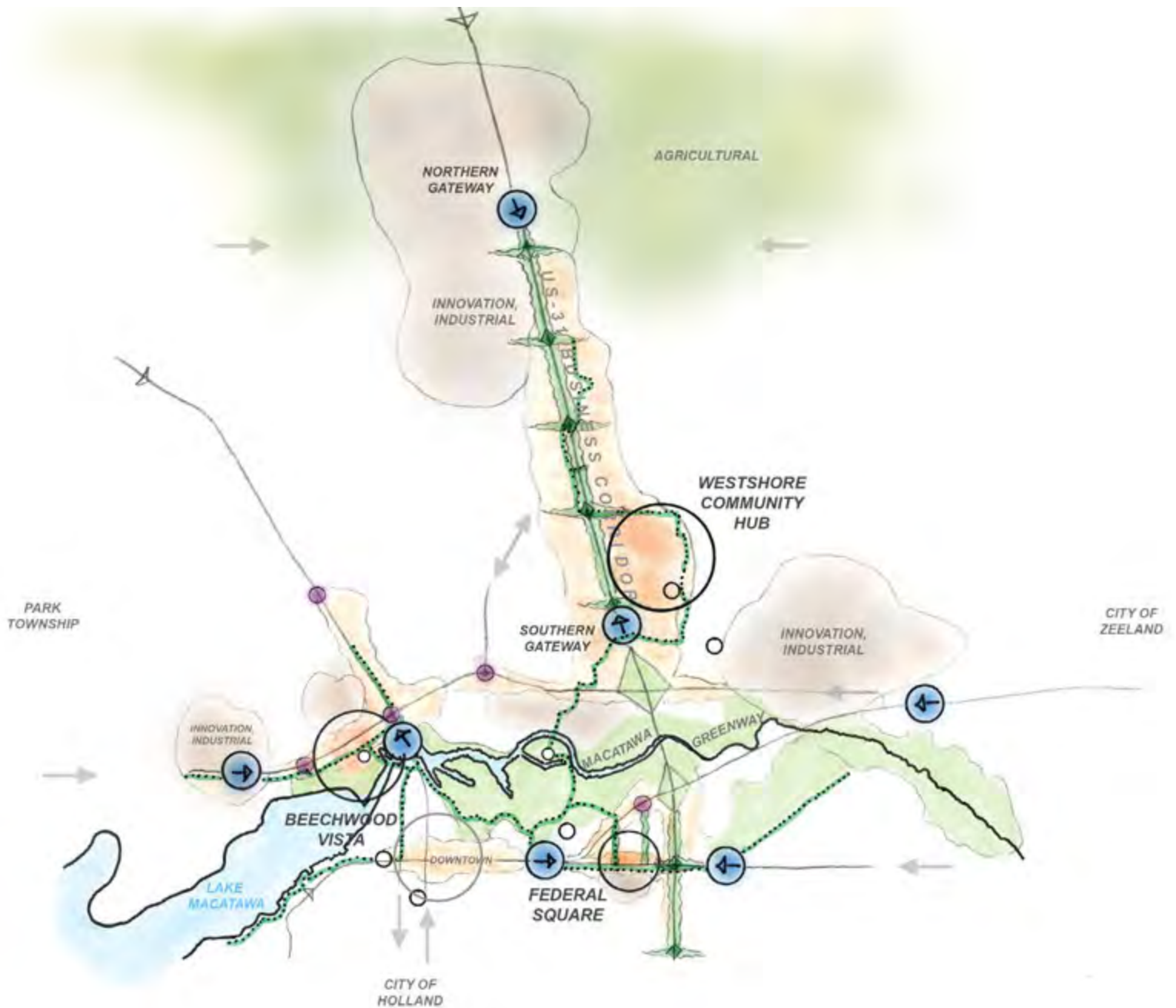
These sub-area plans provide an additional level of detail, befitting portions of the Township likely to see significant investment and change over the next twenty years.

Holland Charter Township Sub-Areas Framework

The US-31 Corridor, Federal District, and the Beechwood/North River Ave District were identified as significant areas in the Township for the development of Sub-Area Plans. They are located at major gateways and are composed largely of commercial, industrial, and some residential uses. Given the shifts in the retail and services, transitions in waterfront industrial uses, and the aging of the building stock over time, these areas present key opportunities for enhancement and/or redevelopment.

Together with the City of Holland's downtown district, the sub areas form a quadrangle of anchors surrounding the heart of the two Hollands—Windmill Island and the Macatawa Greenway. As the two municipalities continue to mature, the intention is to create connected, complementary, yet unique nodes in support of stronger regional development.

US-31 Corridor, Federal District, and North River/Beechwood District Framework



US-31 Corridor

“A welcoming, vibrant hub where green spaces co-mingle with community destinations, places to live, work, play, and gather, offers something for everybody, and where connectivity is a priority.”

Largely considered the spine of Holland Charter Township, US-31 is perhaps the most frequently traveled and accessible thoroughfare in the Township. The Corridor is also well-known and utilized for both personal and commercial travel throughout the greater West Michigan region. US-31 is a State-maintained route that runs north-south from the Ludington area to the Holland area, and serves as the main hub in the greater Holland area for commercial destinations such as restaurants, grocery stores, shopping centers, and other amenities.

In conjunction with its prime geographic location and significant accessibility, the Corridor has faced challenges in ways such as vacant storefronts, lack of beautification and green space, traffic congestion, unsafe pedestrian conditions, and more.

As a means to address these challenges, Holland Charter Township has proactively worked to further study the US-31 Corridor with a purpose to identify and quantify logical and practical implementation measures to enhance this important community route, and steer it into a sustainable future.

Through a robust community engagement process and thorough existing conditions analysis, the implementation measures that are identified in this Sub-area Plan can be summarized into the following key words:

- Connect
- Calm
- Green
- Activate
- Distinguish

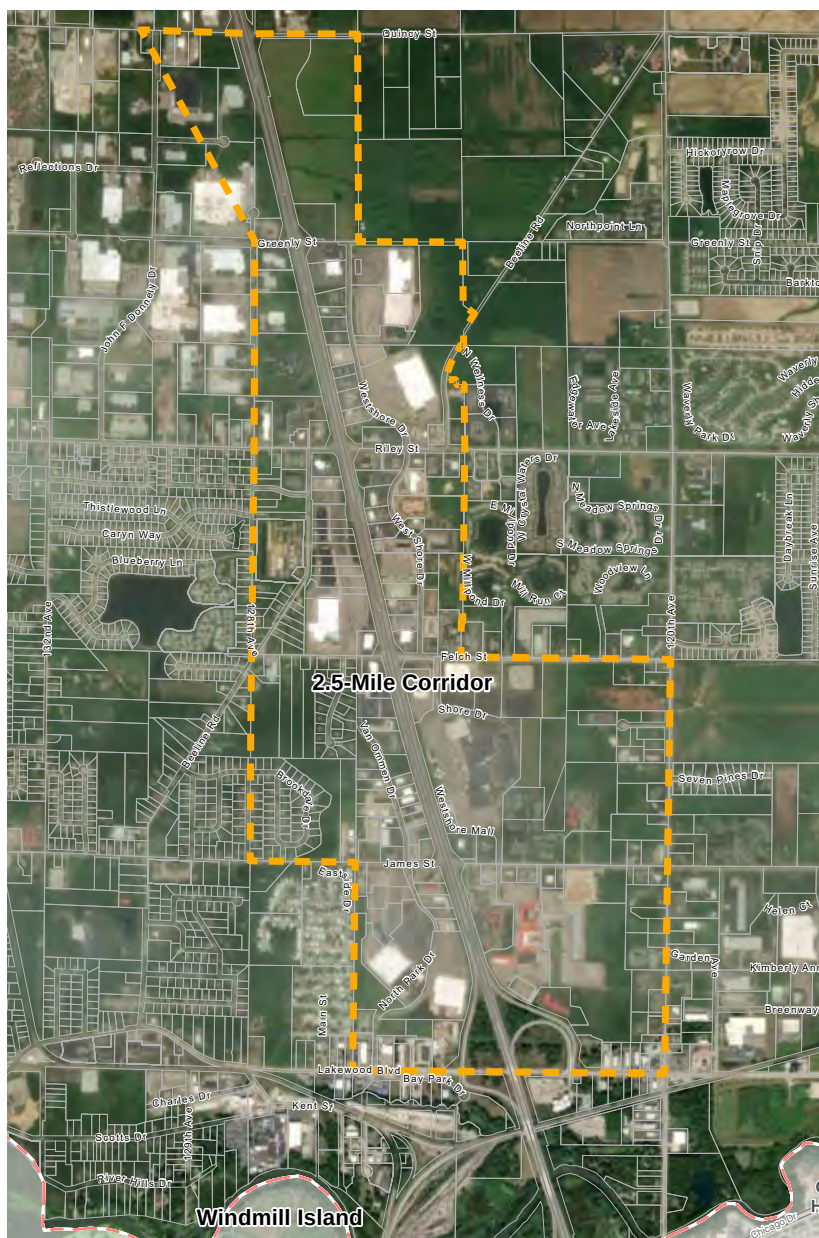
As a result, the overall goal is to transform the US-31 Corridor into “a welcoming, vibrant hub where green spaces co-mingle with community destinations, places to live, work, play, and gather, offers something for everybody, and where connectivity is a priority.”

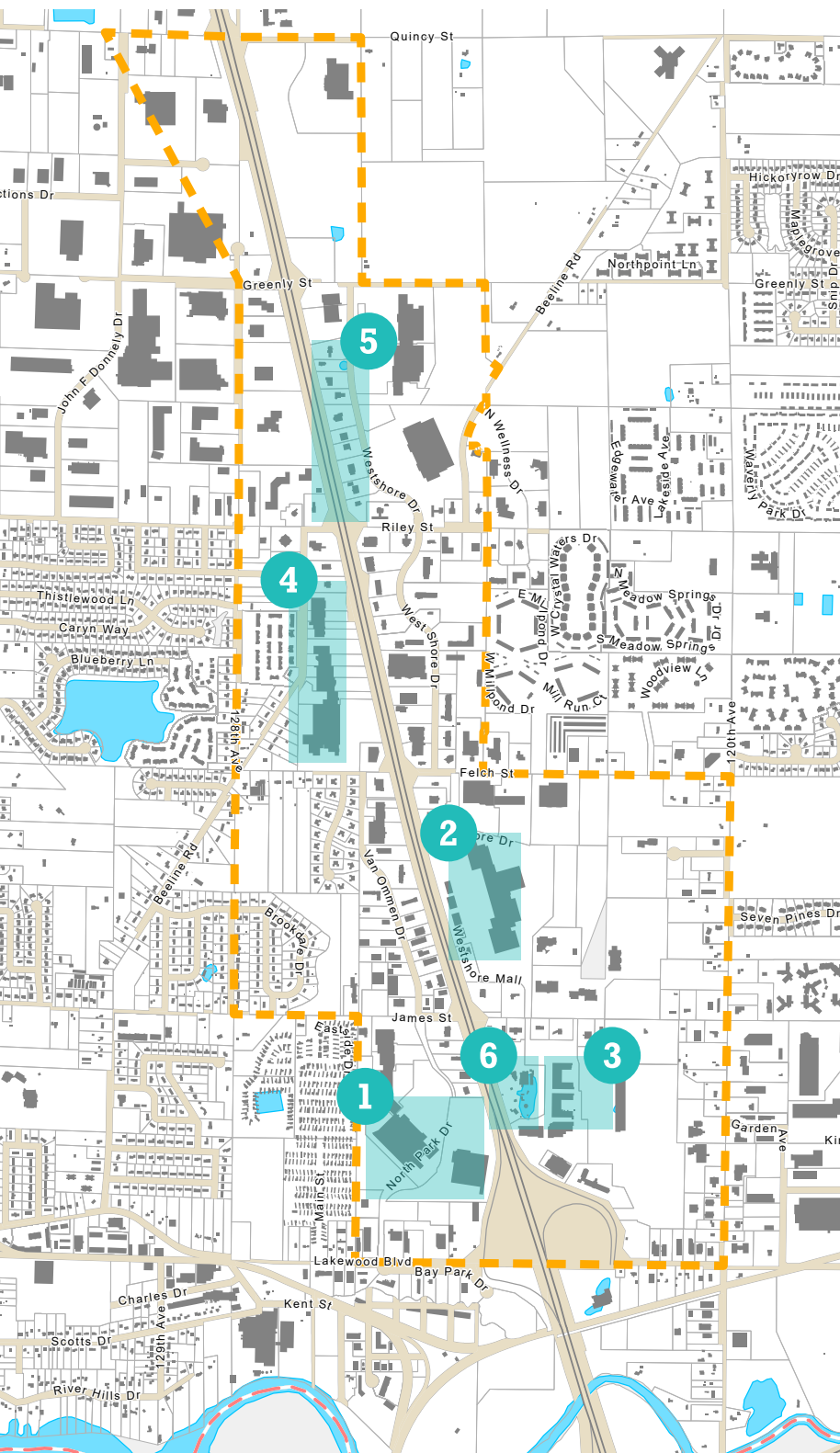
Existing Conditions

Being a prominent gateway and corridor for the Township, as well as a key conveyor of regional through-traffic, the US-31 Corridor has many characteristics that makes it one of the most unique corridors in the Township. Some of the most noteworthy existing conditions of the US-31 Corridor include:

- The primary locations for regional retail, dining, and services destinations.
- The 2.5-mile stretch of mostly commercial uses including:
 - » Groceries and pharmacies
 - » Destinations and leisure
 - » Wellness, enrichment, and services
 - » Dining and shopping
 - » Accommodations
 - » Institutional and non-profits
 - » Automotive services
- The multitude of underutilized parking areas.
- The limited amount of landscaping and greenspaces.
- The close proximity to outdoor recreation and entertainment destinations such as the Macatawa Greenway and River system, Windmill Island, and the City of Holland

The following page describes the existing conditions of the US-31 Corridor in greater detail.

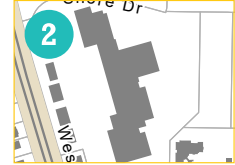




- Mixture of retail typologies:



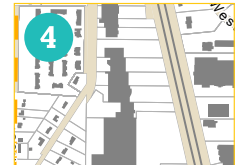
Power Center
e.g. Walmart, Meijer



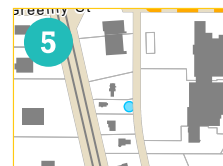
Regional Mall
e.g. The Shops at Westshore



Factory Outlet
e.g. Holland Town Center



Attached Strip
e.g. Felch Street Center, North Park Drive



Detached Strip
e.g. West Shore Drive, Van Ommen Drive



Theme/Festival
e.g. Dutch Village at Holland Town Center

- Each 1/4-mile block bounded by 5-lane public roads administered by Ottawa County Road Commission
- Shared sidewalks for pedestrians and cyclists mostly on one-side of the roads
- Private driveways within each parcel, mostly disconnected across parcels
- Challenging intersections / crossings at US-31 and along east-west arterials

Community and Stakeholder Feedback

Business and Property Owners

Attractiveness of US-31 Corridor

- "High amounts of traffic."*
- "High visibility."*
- "Easy access to other neighboring communities."*
- "Diverse clientele and businesses."*
- "Variety of choice / 'Something for Everybody': People have a lot of choices for where they'd like to shop, eat, and more."*

Challenges of US-31 Corridor

- "Vehicular + Pedestrian safety issues at key intersections (US-31/Felch Street, US-31/James Street, West Shore Drive/Felch Street)."*
- "Traffic flow issues at Felch Street Plaza."*
- "Special events permits / requirements."*
- "Signage ordinance requirements."*
- "Landscaping ordinance requirements."*
- "Traffic congestion (US-31/Riley)."*
- "High amount of commercial vacancies."*

Community and Stakeholders

- "Create a centralized community gathering space."*
- "Update strip malls."*
- "Provide more green space."*
- "Redevelop vacant properties."*
- "Lack of sidewalks."*
- "Create a mixed use development for live/work/play options."*

- "Appreciate the offerings, miss the department stores."*
- "We may not like the big box appearance, but we all go there to shop."*
- "Some of the drives to strip mall stores are too close to busy intersections."*
- "Retail/commercial hub facing parks and pedestrian-only streets with easy accessibility by pedestrians and bikes would be greatly welcomed."*

Identified Opportunities

1. **Beautify the US-31 Corridor.** Create more green space and consider landscaping options (shrubs, trees, flowers vs. mowing the weeds / lawn).
2. **Create walkable mixed use nodes** to enliven the commercial uses and reduce the need for vehicular trips.
3. **Repurpose / Redevelop** vacant buildings.
4. **Right-size buildings for future uses**, including smaller, boutique retail stores that focus on experience.
5. **Remove excess parking** and reduce impervious surface by developing liner buildings, outlots, pedestrian connections, and green space where underused parking lots are currently located.
6. **Improve internal connectivity** between parcels, including negotiating cross access easements for future connections.
7. **Provide safe non-motorized connectivity** by calming traffic, improving crosswalks, and providing pedestrian and bicycle infrastructure.
8. **Consider revisions to signage and landscaping ordinances** to promote a more human-scale environment.



Sub-area Plan Visions and Principles

The US-31 corridor—a welcoming, vibrant hub where green spaces co-mingle with community destinations, places to live, work, play, and gather offer something for everybody, and connectivity is a priority.

Principles and Intentions

CONNECT

- Improve through block connections via secondary roads.
- Create a complete pedestrian and bicyclist network within and across properties, including US-31.
- Enhance US-31 connections with adjacent districts in the broader Township framework.

CALM

- Enhance traffic safety at select intersections / crossings.
- Provide congestion relief along key east-west and north-south corridors.

GREEN

- Establish and continue relationships with MDOT to enhance the landscaping along the US-31 right-of-way, at key intersections, and approaches along east-west corridors.
- Identify opportunities to re-green parking spaces and underutilized spaces.

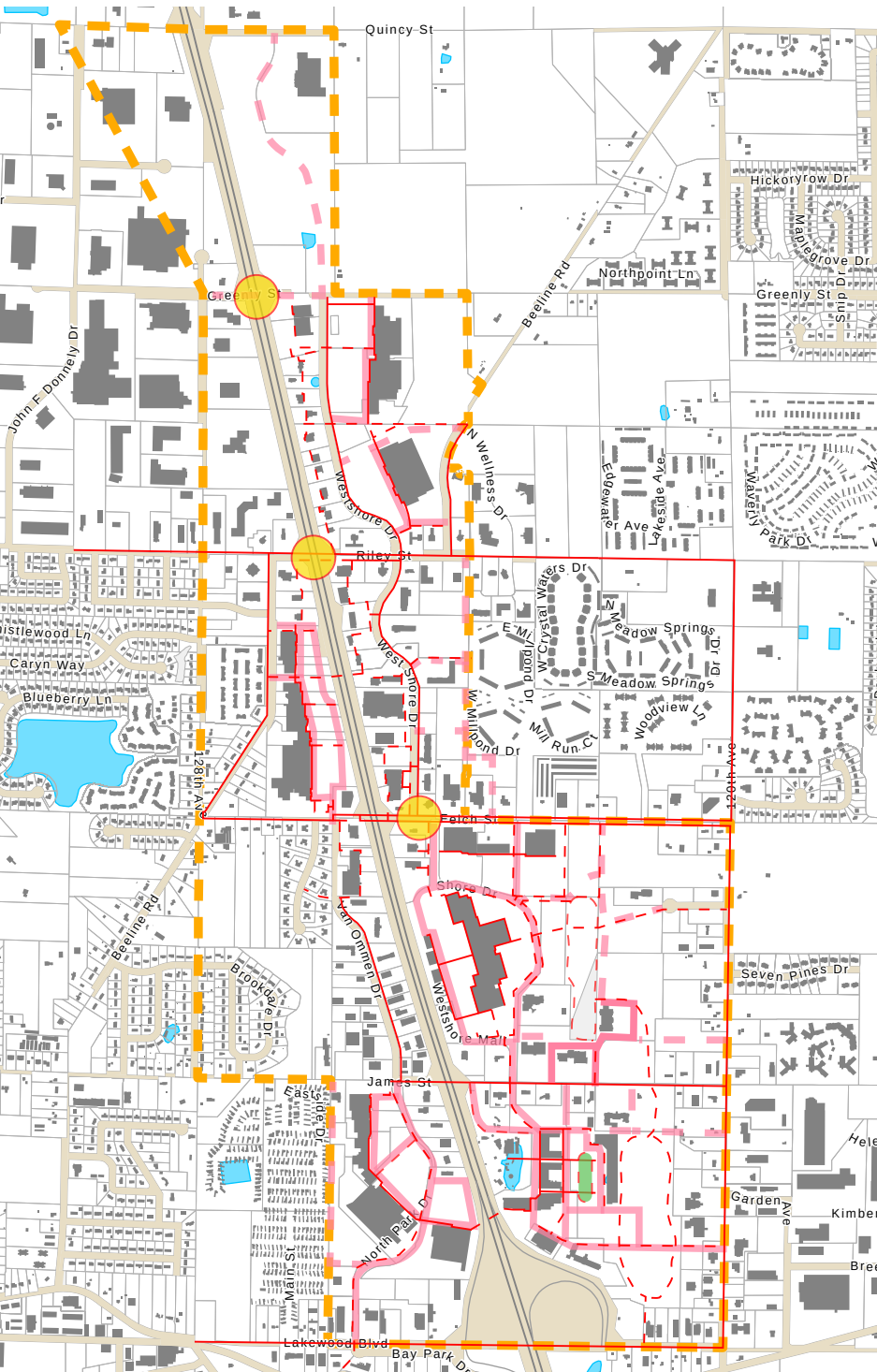
ACTIVATE

- Identify vacant properties or underutilized spaces for (re)development and enhancement.
- Recommend appropriate infill and (re)development approaches based on commercial type, frequency of use, and existing quality of building and landscaping.
- Encourage mixed uses, including residential, recreation, and some commercial.
- Integrate opportunities for community gathering and active public uses (e.g. plazas, splash pads, markets, events / festivals).

DISTINGUISH

- Develop a coherent US-31 corridor character with distinct yet complementary parts.
- Create an identifiable community hub and gateway for the Township.

US-31 Corridor Framework: Connect + Calm



Connect

- Improve through block connections via secondary roads
- Create a complete pedestrian and bicyclist network within and across properties, including US-31, Windmill Island, and the Federal District
- Enhance US-31 connections with adjacent districts in the broader Township framework

Calm

- Enhance traffic safety at select intersections and crossings
- Provide congestion relief along key east-west and north-south corridors (see improve through block connections)

US-31 Corridor Framework: Green + Activate

Green

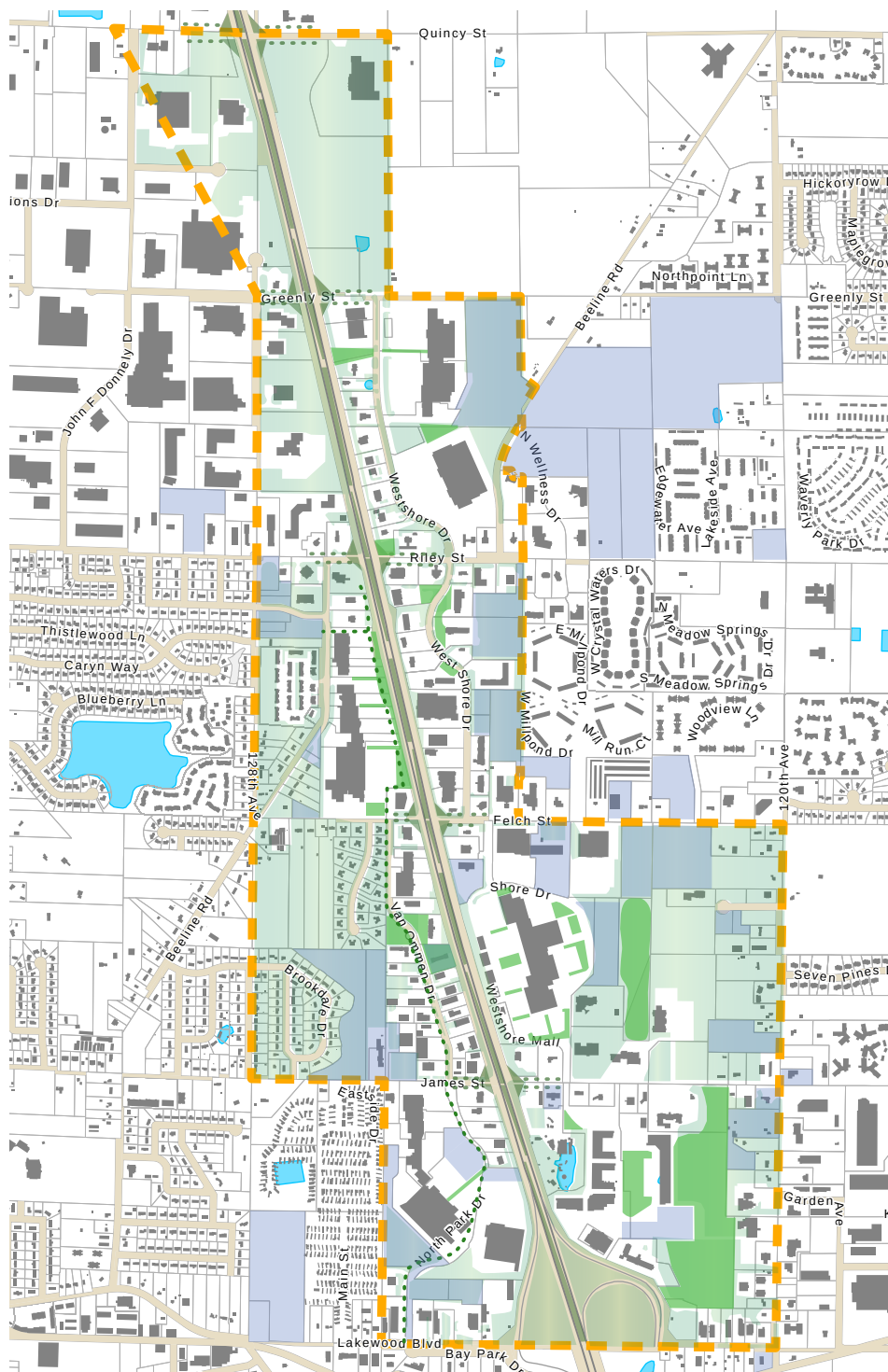


- Enhance the landscaping along the US-31 right-of-way, at key intersections, and approaches along east-west corridors
- Identify opportunities to re-green parking spaces and underutilized spaces

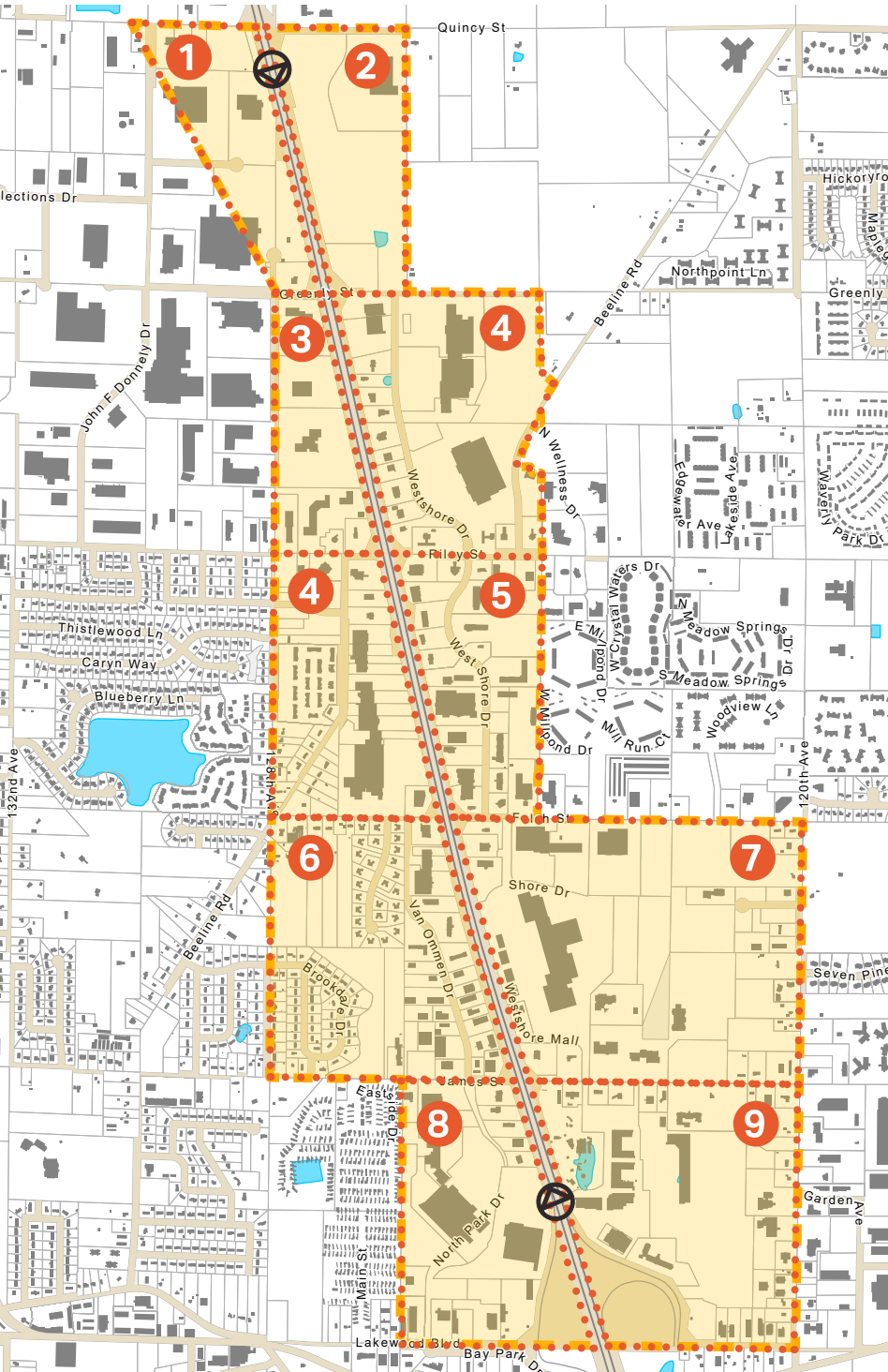
Activate



- Identify vacant properties or underutilized spaces for (re)development and enhancement
- Recommend appropriate infill and (re)development approaches based on commercial type, frequency of use, and existing quality of building and landscaping
- Encourage mixed uses, including residential, recreation, and some commercial
- Integrate opportunities for community gathering and active public uses (e.g. plazas, splash pads, markets, events / festivals)



US-31 Corridor Framework: Distinguish



Distinguish



- Develop a coherent US-31 corridor character with distinct yet complementary parts

- 1 Industrial
- 2 Farming / Outdoor Retail
- 3 Services
- 4 Retail / Services
- 5 Hotel / Services / Convenience Retail
- 6 Automotive / Services
- 7 Institutional / Mixed use Community Hub
- 8 Retail / Services / Neighborhood
- 9 Theme / Mixed use



- Create an identifiable community hub and gateway for the Township

Concepts for Walmart Power Center and Attached Strip

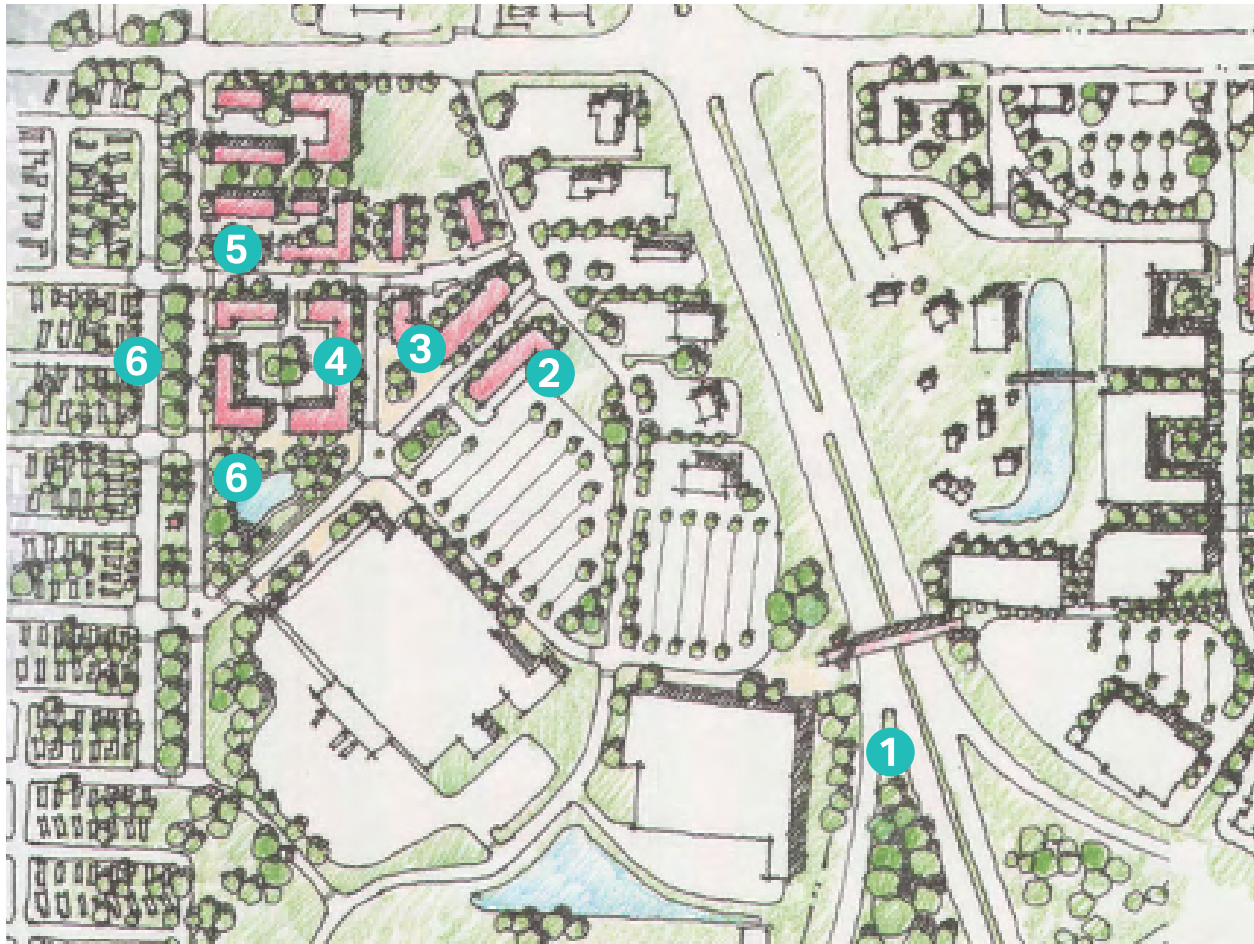
The following images included on the next few pages describe potential future enhancements to the US-31 Corridor in several key areas such as the Walmart Power Center, Holland Town Center, and the Westshore Superblock. Additionally, these concepts are divided into two categories, light enhancements and moderate activation. In this context, light enhancements concepts include fewer intensive changes to the existing conditions. Moderate activation concepts include more intense changes. Some of the key concepts in both of these concepts include:

- A pedestrian bridge over US-31.
- Retrofitting of underutilized parking areas.
- Adding greenspace and other beautification elements.
- Adding more housing options.

Concept #1: Light Enhancements, Town Center

- 1 Pedestrian bridge to improve east-west connectivity with Holland Town Center / Dutch Village
- 2 Green plaza and promenade to "soften" underutilized parking spaces and shape approach to Walmart entrance
- 3 One-story liner buildings to "activate" / "right-size" underutilized parking
- 4 Tree-lined "streets" to define vehicular flow with breaks to ensure sufficient highway visibility





Concept #2: Moderate Activation, North Park Drive Neighborhood

- 1 Pedestrian bridge to improve east-west connectivity with Holland Town Center / Dutch Village
- 2 Green plaza and promenade to "soften" underutilized parking spaces and shape approach to Walmart entrance
- 3 Two-story mixed use development to "activate" / "right-size" underutilized parking
- 4 Tree-lined "streets" to define vehicular flow with breaks to ensure sufficient highway visibility
- 5 Medium density housing to moderate transition to trailer homes
- 6 Neighborhood green and linear park to moderate transition from commercial to residential

Reference Examples



Walmart with dining, parks and recreation, and residential



Walmart with dining and parks and recreation

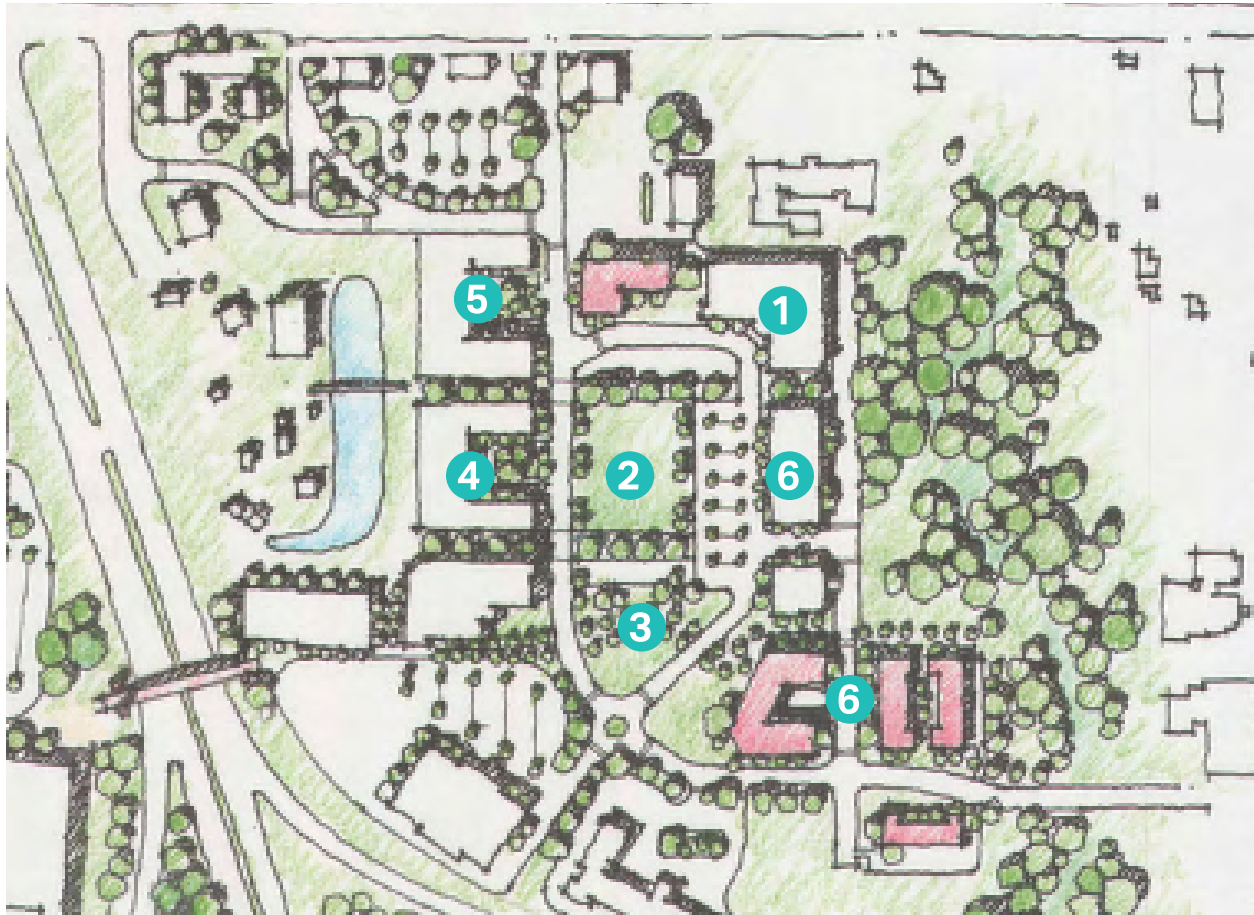


Walmart with dining and container parks



Attached strip with public plaza

Concept for Holland Town Center



Moderate Activation

- 1 Liner building to book-end parking lot / block structure and improve traffic flow
- 2 Re-shaped urban farm surrounded by public park / plaza to activate the central green
- 3 Nature playscape to resonate with agricultural / naturalistic theme and to serve surrounding uses
- 4 Tree-lined "streets" to define block structure and improve traffic flow
- 5 Enhanced / updated backs of building to serve as secondary fronts
- 6 Medium density housing to complete ensemble with walkable block structure (*redevelopment of commercial building)

Reference Examples



Factory outlet with tree-lined parks



Pedestrian / bicyclist bridge over highway



Urban farm park

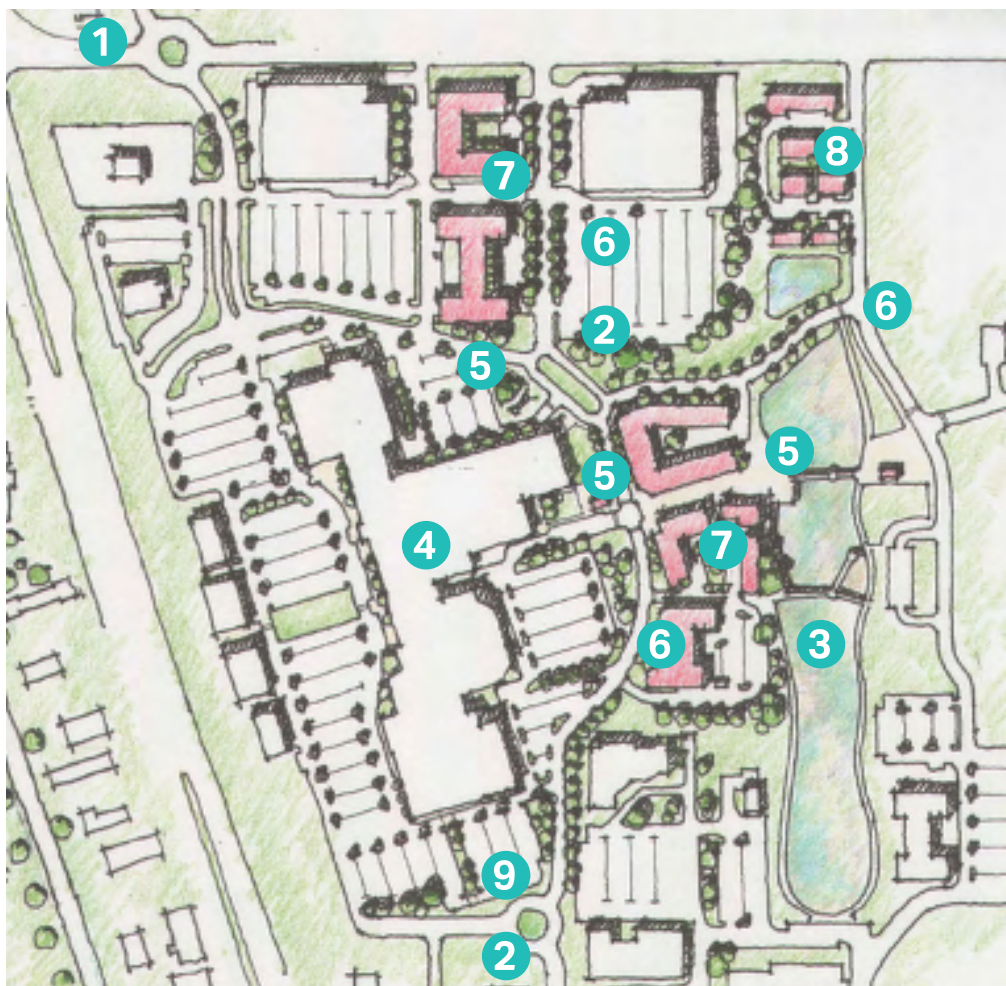


“Agrihood” / green community

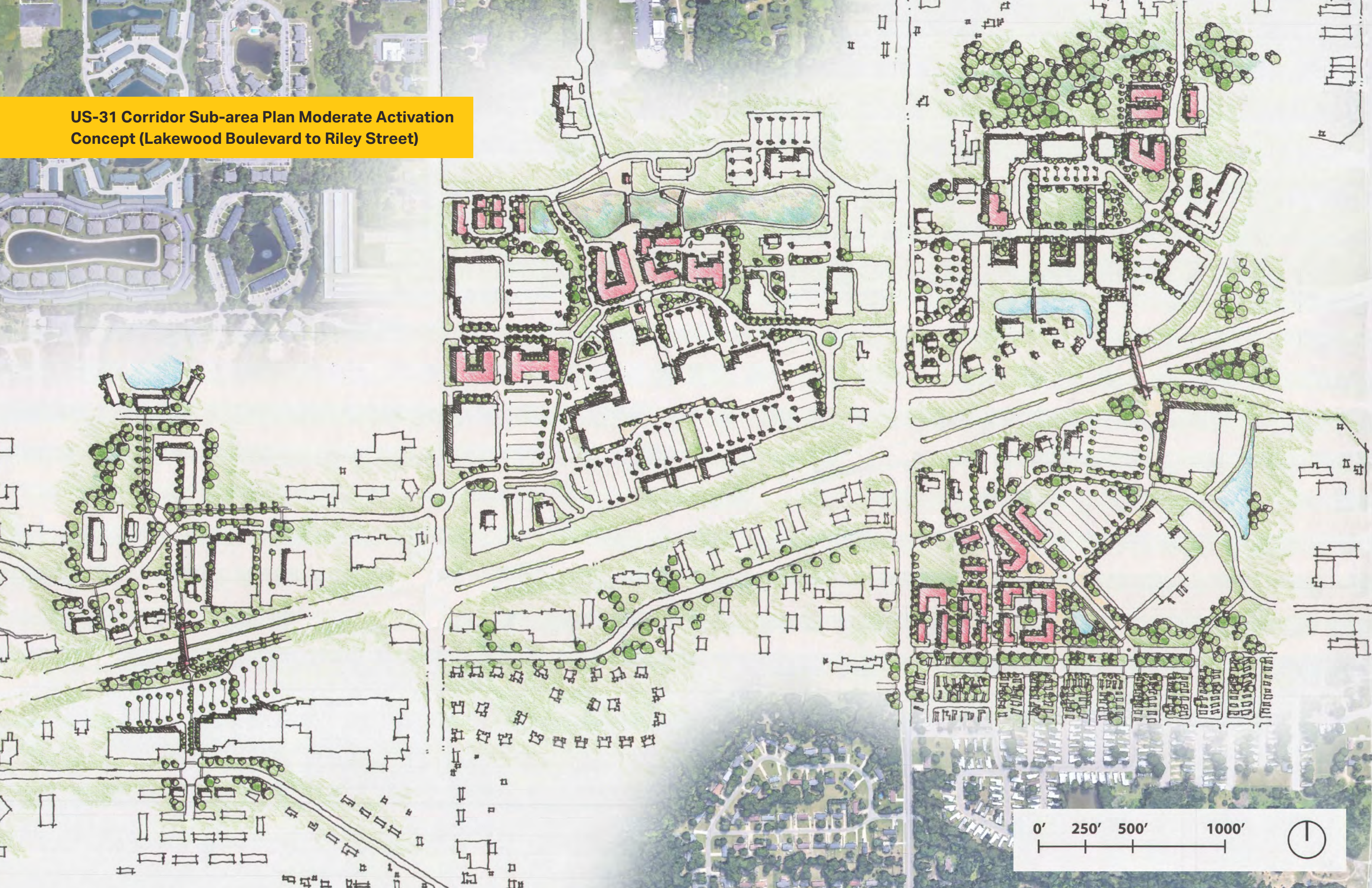
Concept for Westshore Superblock

Infill (Re)development, Re-use + Re-green (Shops at Westshore)

- 1 Redesigned Felch Street / Westshore Drive intersection to improve vehicular and pedestrian safety
- 2 Redesigned Westshore Boulevard roundabout / oblong roundabouts as key gateway features to redeveloped Westshore property
- 3 Landscaped regional stormwater detention basin / ecopark to provide recreational amenity and stormwater management
- 4 Pedestrian corridor connecting commercial, residential, and public spaces
- 5 Public plaza, central green, natural playscape, and pedestrian promenade to reuse surplus parking space and re-green the property
- 6 Tree-lined "streets", sidewalks, and crossings to define streetscape and enhance pedestrian / bicyclist safety
- 7 Multi-family, mixed-income housing fronting Westshore Boulevard to create a "street wall" with active ground floor uses
- 8 Medium density housing / townhomes to create a pocket neighborhood mediating the density transition to the surrounding single-family homes and duplexes
- 9 Campus green to distinguish and frame the GRCC campus and re-green the parking lot



**US-31 Corridor Sub-area Plan Moderate Activation
Concept (Lakewood Boulevard to Riley Street)**



0' 250' 500' 1000'



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View of Westshore Commons looking south with potential multi-family housing, landscaped plazas, bus shelter, and a pedestrian promenade to the proposed ecopark

Reference Examples



Mall mixed use redevelopment



Public plaza / promenade



Stormwater wetland / ecopark



Diverse housing types for mixed-income development

Concept for Holland Town Center

Enhanced Cross-Block Connectivity

- 1 Additional paved paths / through-block connectors to encourage pedestrian connectivity
- 2 Pedestrian / bicyclist bridge to promote east-west circulation and synergies between uses (hotels and retail / services)
- 3 Landscaped parking lot pocket park / linear park to activate underutilized space and provide amenity to residents and visitors

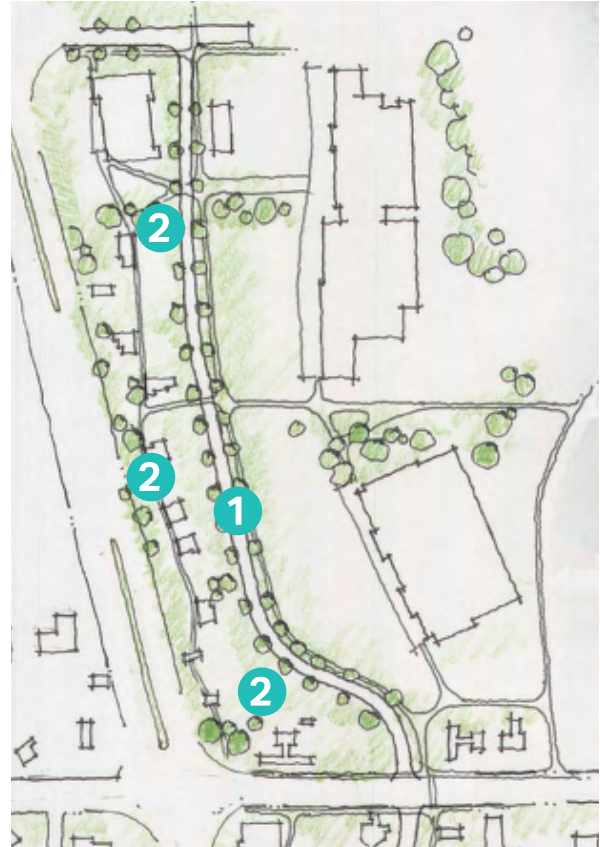
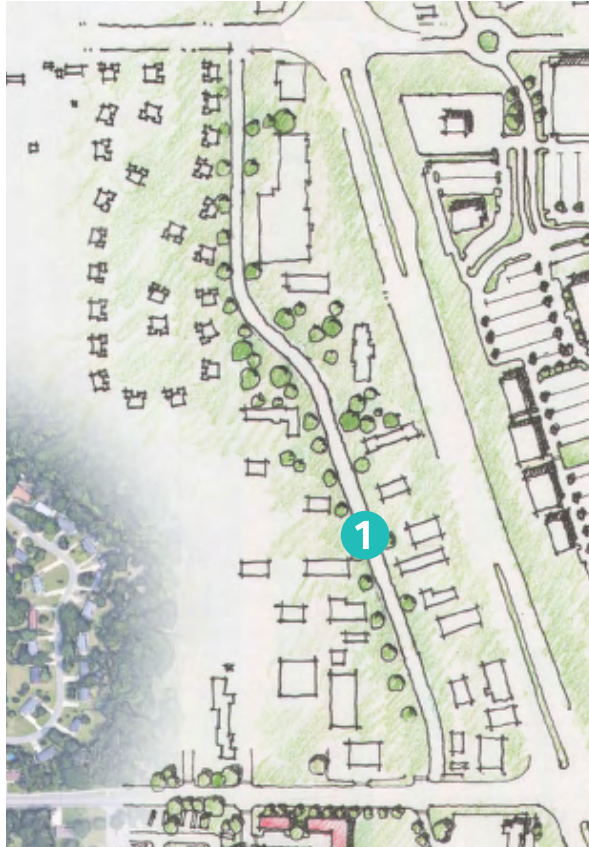
(*Runs along county drain and could incorporate stormwater management features)
- 4 Tree-lined "streets", sidewalks, and crossings to define streetscape and enhance pedestrian / bicyclist safety
- 5 Occasional "tree islands" to serve as windbreaks / shelterbelts in parking lots





View from West Shore Drive looking west to Felch Street Plaza, proposed pedestrian bridge & enhanced landscaping

Concept for Van Ommen Drive and West Shore Drive (Meijer)



Concept: Tree-Lined Streets and Cross-Block Connectivity

- 1 Tree-Lined "Streets", Sidewalks, and Crossings to Define Streetscape and Enhance Pedestrian / Bicyclist Safety
- 2 Additional Paved Paths / Through-Block Connectors to Encourage Pedestrian Connectivity

Reference Examples



Parking lot pocket plaza



Through-block connectors



Parking lot pocket park



Creative crosswalks for pedestrian connectivity



Suburban stormwater ecopark



Linear park along freeway



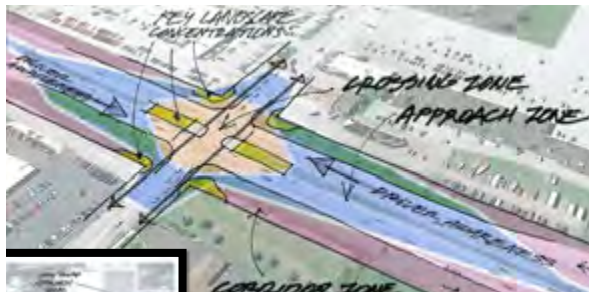
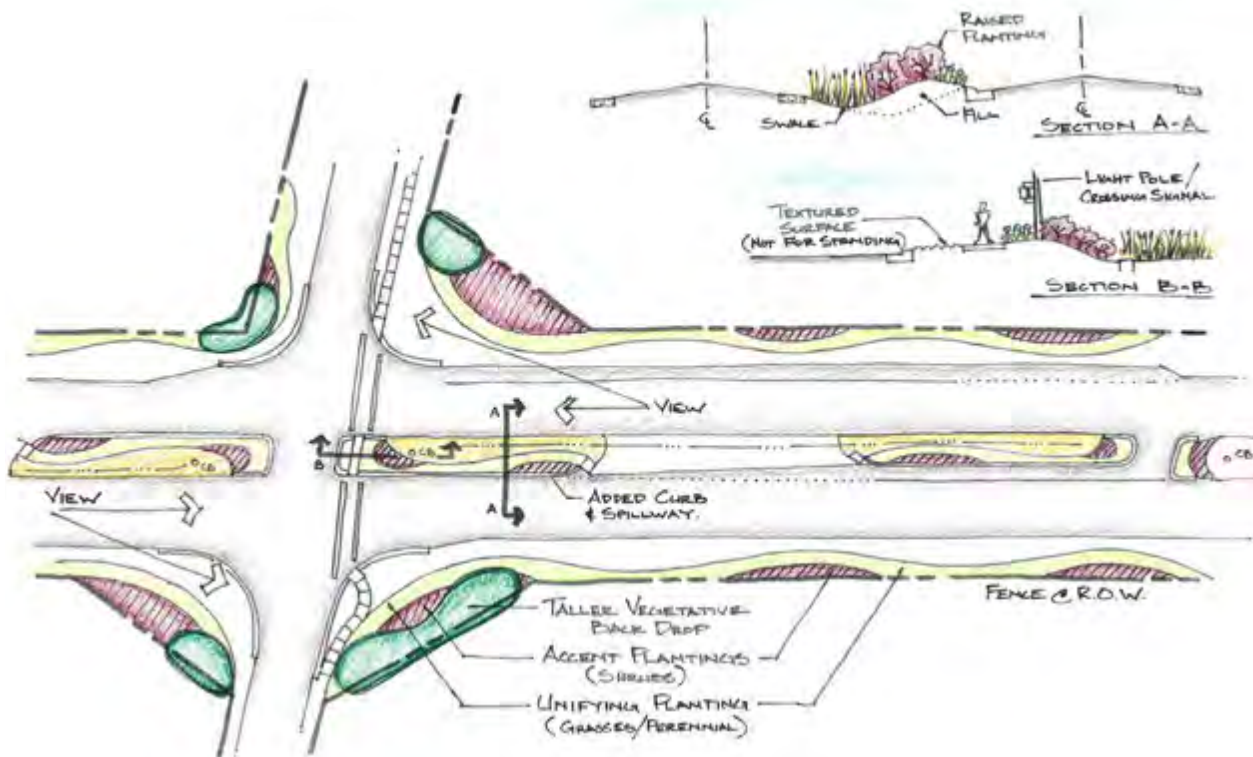
Stormwater ecopark



Linear park

US-31 Greening

Holland Charter Township, along with MDOT, the City of Holland, and other transportation agencies and partners created a series of concepts for the future greening of the US-31 Corridor. The overall goal of this endeavor is to physically improve and enhance the Corridor in terms of beautification, safety improvements, lighting, and more, as well as provide safer crossings and access for all types of users. The final concepts created as a result of this project are illustrated below.

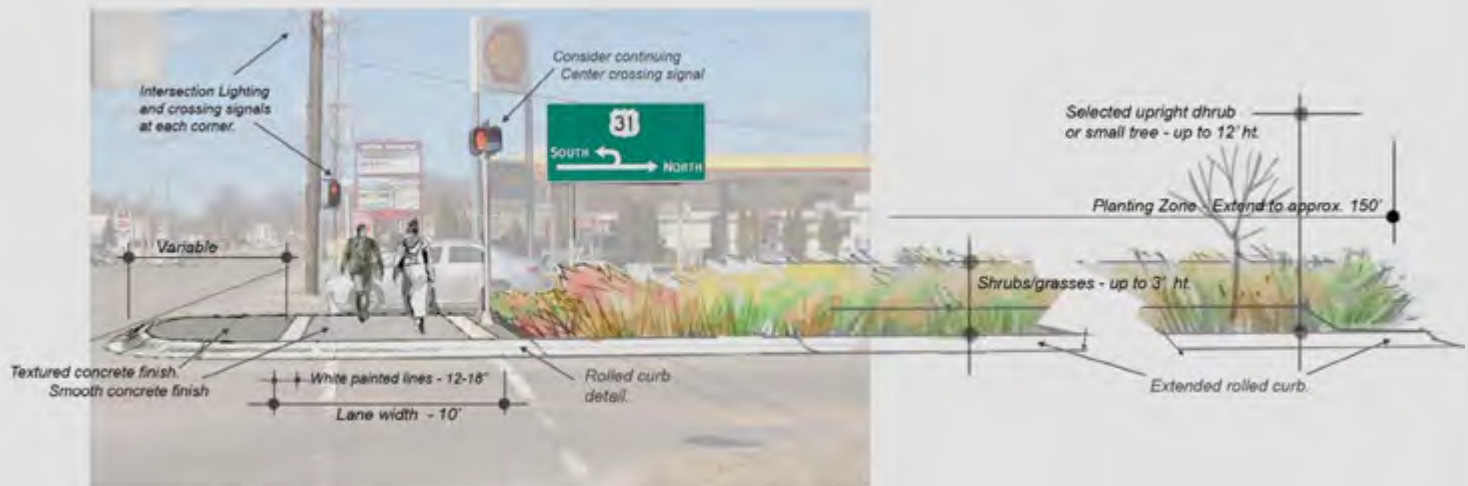


US-31 Greening Credits:

US-31 Non-Motorized Crossings Study (2014)

MDOT, Holland Charter Township, City of Holland

-- Bill Johnson, Corey Broersma



Riley St.



Sub-Area Plan: US-31 Corridor

Obstacles

- Lack of defined crossings, ramps/landings, and approach zone sidewalks
- Existing NE sidewalk is placed at back of curb with no buffer from traffic
- Proposed double turn lane for Northbound traffic reduced planting opportunities

Opportunities

- Add mid-point pedestrian signals to incorporate lighting
- Add clearly defined direct crossings using additional ramp/landing locations
- Increased approach zone plantings

Greenly St.



Obstacles

- Lack of defined crossings, ramps/landings, and approach zone sidewalks, especially along SW approach
- Lack of traffic signals
- Large turning radius at the SE corner
- Inverted median and W drain

Opportunities

- Apply landscape and lighting theme. May require an added culvert and fill for a future mid-point pedestrian crossing, signals, and lighting elements
- Add clearly defined crossings
- Create a triangular refuge island with rolled curb and low vegetation in waste areas
- Increased approach zone plantings

Reference Examples



*Landscaped highway median
(Woodward Ave, Ferndale MI)*



*Landscaped highway median, bike path
(Northwestern Hwy, Farmington Hills, MI)*

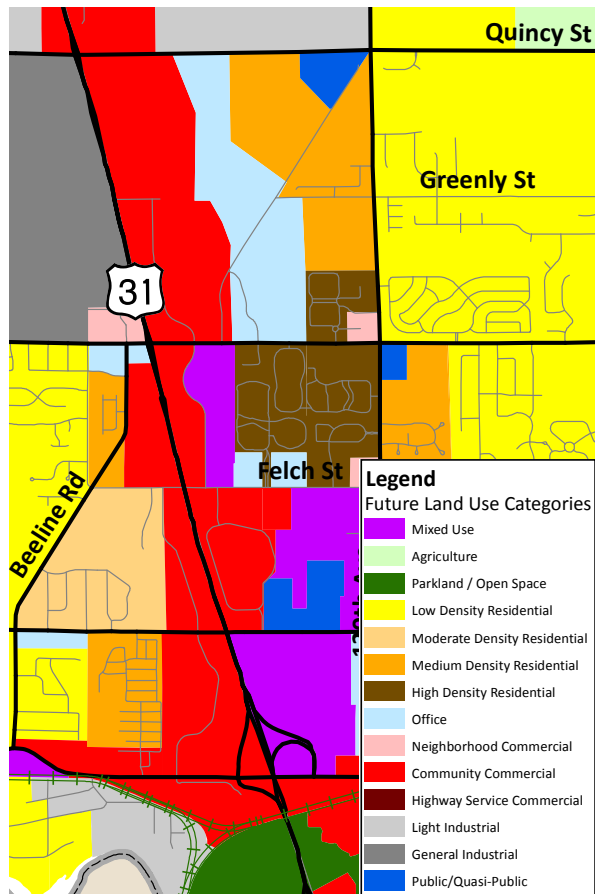


*Landscaped highway corner and median
(Lake Michigan Drive, Allendale Township MI)*

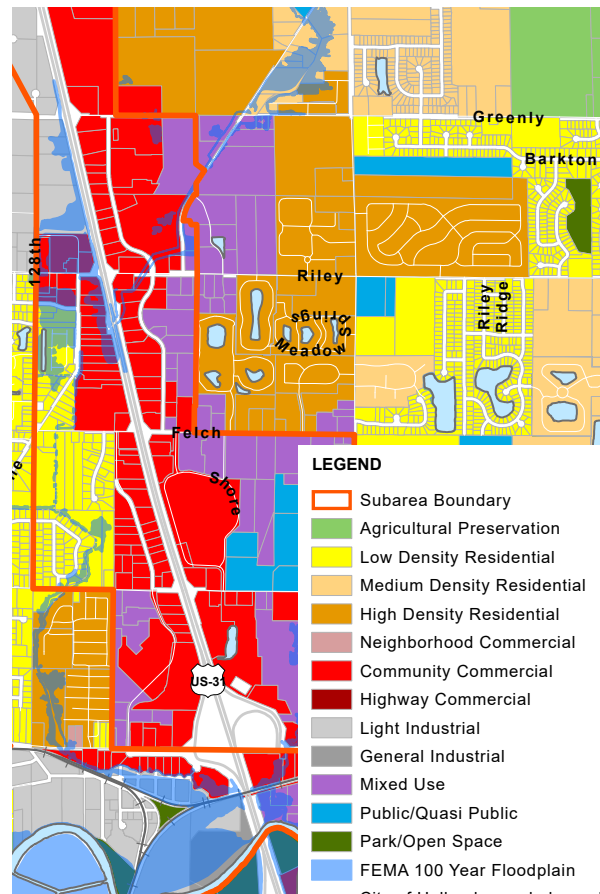


*Landscaped highway corner and median
(Lake Michigan Drive, Allendale Township MI)*

Proposed Future Land Use



Future Land Use Plan, 2014



Proposed Future Land Use Plan, 2020

Recommendations for Action Items

1. Engage MDOT and the City of Holland to revisit the possibility of greening US-31 and to understand the funding required to pilot this initiative.
2. Engage MDOT to explore the potential and feasibility of constructing pedestrian / bicyclist bridges across US-31 at Holland Town Center and Felch Street Plaza-West Shore Drive Retail Strip.
3. Engage the Ottawa County Road Commission on ways to improve traffic safety at the following intersections:
 - » Felch Street / West Shore Drive
 - » Riley Street / US-31
 - » Riley Street / 120th Ave
 - » Greenly Street / US-31
4. Engage the Ottawa County Road Commission on the potential of adding cross walks along West Shore Drive and Van Ommen Drive to enhance pedestrian safety.
5. Engage the Ottawa County Water Resources Commission and the Ottawa County Parks and Recreation Commission to explore the potential of enhancing existing drainage areas as park amenities and greenway connections.
6. Engage US-31 stakeholders and private property owners on their (re)development plans and to share findings of the US-31 Sub-Area Plan for their consideration.
7. Engage the City of Holland to revisit the possibility of a pedestrian / bicyclist connection to Windmill Island.

Federal District

“A coherent neighborhood where community assets are strengthened, makerspaces co-mingle with services, and connectivity is enhanced.”

Perhaps the most unique and diverse area within Holland Charter Township, it quickly became apparent (for reasons noted below) to Township staff and officials that the Federal District should be studied closely as an integral portion of the Holland Charter Township Unified Vision Plan. The Federal District is the south-central tip of the Township, located on the south side of the Macatawa River, just east of Lake Macatawa.

The Federal District is an area of widespread community pride, commercial amenities, outdoor recreation opportunities, and pockets of successful industrial businesses. The key geographic location of the Federal District, being a short distance to the City of Holland’s Downtown Core, access to the Macatawa Riverfront, accessibility to major regional thoroughfares, connected street network, and multitude of interconnected land uses, makes it a prime area to be one of the most vibrant community nodes in Holland Charter Township.

In contrast to the Federal District’s exceptional foundation to become a popular and thriving community hub, challenges such as unsafe pedestrian conditions, traffic congestion, vacant storefronts, inadequate street lighting, general beautification, and aging housing stock have become barriers to this vision.

As a means to address these barriers and enhance the District, Holland Charter Township has identified solutions and implementation measures that can be summarized into the following key terms and categories:

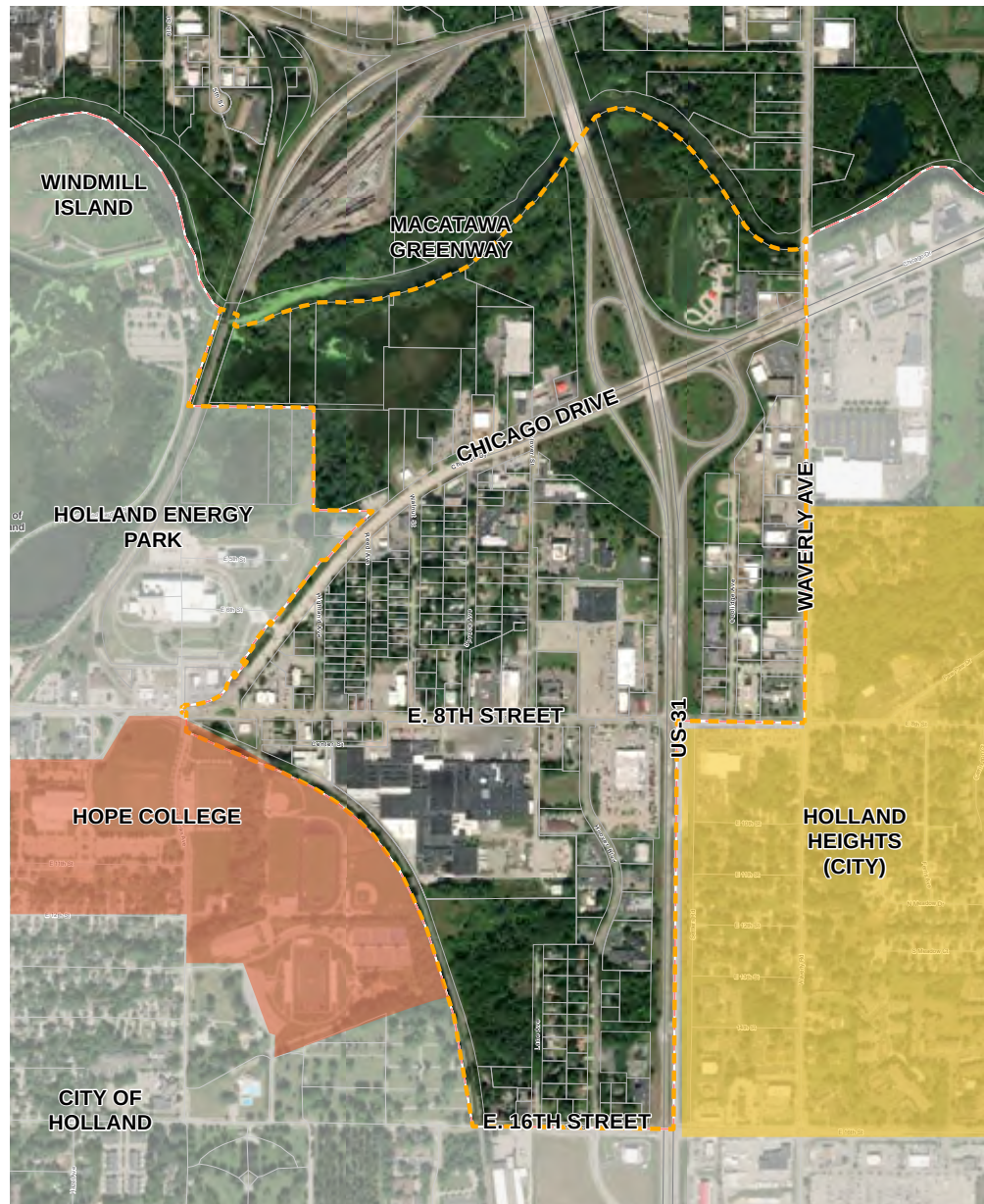
- Connect
- Calm
- Green
- Activate
- Preserve

By utilizing these key terms and pragmatic measures identified in this Sub-area Plan, the overall goal is to assist the Federal District with becoming “a coherent neighborhood where community assets are strengthened, makerspaces co-mingle with services, and connectivity is enhanced.”

Existing Conditions

As a means to identify future recommendations for the Federal District Sub-area, it is equally as important to analyze and understand what the current conditions of the area include. Some of the noteworthy existing conditions of the Federal District Sub-area are:

- It is wedged between the City of Holland.
- There is a long-standing legacy of smaller historically platted lots.
- It is within close proximity to Hope College, Macatawa River system, Macatawa Greenway, Windmill Island, and the City of Holland.
- There is a visible amount of underutilized parking lots.
- The area has large pockets of natural greenspace, but a lack of neighborhood parks and recreation programs.

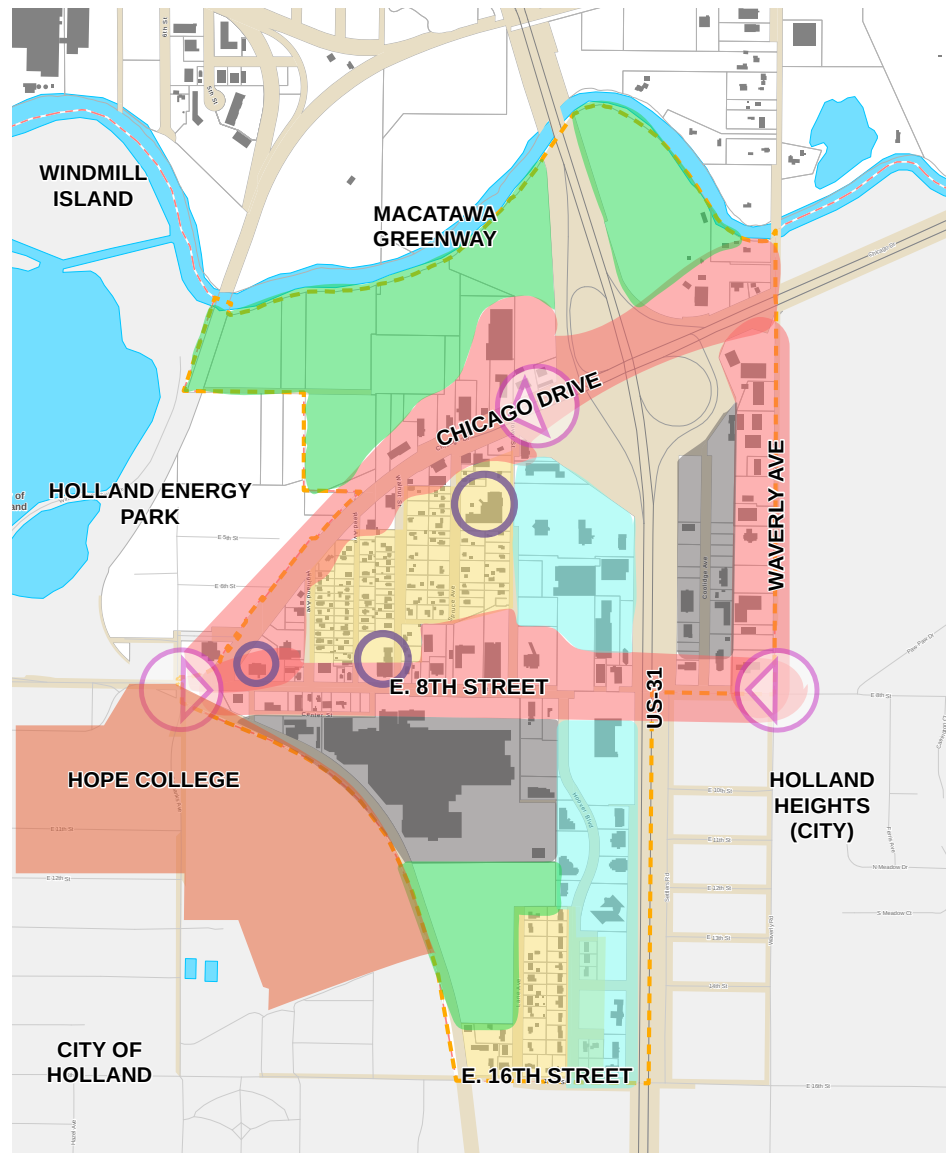




- Key Conveyor of Through-Traffic for Surrounding Municipalities / Neighborhoods
 - » US-31
 - » Chicago Drive
 - » Waverly Ave
 - » E. 8th Street
 - Intense / Rapid Transitions from Busy Highway to Quiet Neighborhood Street
 - Lack of Sidewalks, Bike Paths, and Safe Pedestrian Crossings
 - » Across Chicago Drive
 - » Across E. 8th Street
 - » At the Chicago Drive / E. 8th Street Intersection
-  Existing Traffic Control Intersections with Pedestrian Crossings
-  Existing Neighborhood Streets
-  Existing Arterial Roads
-  Existing Highways
-  Existing Railroad

- Mixture of Intact Neighborhoods, Community Anchors, Industrial Complex(es), and Commercial / Office Developments
 - » Varied vintage and level of upkeep
 - » Community Anchors: Original Russ' Eastown, Federal School Building (Current OAISD), The Salvation Army Holland
- Three Key Commercial Corridors
 - » Chicago Drive
 - » E. 8th Street
 - » Waverly Ave
- Three Key Gateways
 - » Chicago Drive West-Bound
 - » E. 8th Street East-Bound
 - » Waverly Ave West-Bound
- Bifurcation: North vs South of E. 8th Street
 - » Potential to "stitch" two halves together?

-  Existing Office Use
-  Existing Industries
-  Existing Green Space



Community and Stakeholder Feedback

"We would like a better 'flow' from the Heights through the District and to Downtown."

"This is a good and quiet neighborhood ... We are proud of our houses."

"We are concerned about cars going at > 30 mph on neighborhood streets."

"Some of the houses are run-down."

"We like walking to downtown."

"We would like to see more mixing... of housing, industries, and businesses... and more social mixing."

"As a business we like the accessibility and visibility from US-31 and Chicago Drive."

"It is too dark at night ... The lighting is poor."

"Create a mixed use development for live/work/play options."

"Lack of sidewalks."

"Can we have lighting that 'ties' the neighborhood together?"

"It will be nice to have curbside leaf pickup."

"There are log jams because of the train crossings."

"Appreciate community places like Russ' and The Salvation Army."

"There is a lack of safe crossings."



Identified Opportunities

1. **Preserve and Enhance the Neighborhoods.** Explore the possibility of putting in sidewalks and enhanced lighting for public safety. Encourage maintenance and upkeep.
2. **Encourage Redevelopment & Mixed Use Projects in a Manner that Maintains the Character of the Neighborhoods.** Consider an incremental approach to help manage the changes associated with (re)developments.
3. **Improve Connectivity.** This applies to vehicular and nonmotorized (pedestrian / bicyclist) connectivity from Downtown through the neighborhood to the Heights and Zeeland. It also applies to enhancing connectivity to the Macatawa Greenway.
4. **Improve Pedestrian and Bicyclist Safety.** Explore the possibility of putting in sidewalks, bike lanes, and crosswalks.
5. **Beautify the Major Corridors:** US-31 Corridor, Chicago Drive, E. 8th Street. Create more green space and consider landscaping options (shrubs, trees, flowers vs. mowing the weeds / lawn).
6. **Strengthen and Create Community Spaces / Anchors.** Create community parks on underutilized parking lots or vacant property. Encourage the use and development of other community gathering spaces and anchors.
7. **Create a Unique, Coherent Identity.** Develop a pilot form-based code that recognizes the neighborhood's unique history and fabric within the Township.



Sub-area Plan Visions and Principles

The Federal District—a coherent neighborhood where community assets are strengthened, makerspaces co-mingle with services, and connectivity is enhanced.

Principles and Intentions

CONNECT

- Create a complete pedestrian and bicyclist network within the neighborhood and across municipalities
- Enhance connections to the Macatawa Greenway across Chicago Drive and through the Holland Energy Park

CALM

- Install / Improve crossings along Chicago Drive and E. 8th Street
- Provide traffic calming devices to slow travel speeds along Chicago Drive.

GREEN

- Enhance the landscaping along the US-31 right-of-way, Chicago Drive, and E. 8th Street
- Identify opportunities to re-green parking spaces and underutilized spaces
- Place powerlines underground to support tree-lined streets

ACTIVATE

- Identify vacant properties or underutilized spaces for (re)development and enhancement
- Create an active streetfront / street presence along Chicago Drive and E. 8th Street
- Encourage mixed uses, including residential, some commercial and recreational
- Integrate opportunities for community gathering and active public uses (e.g. plazas, parks)

PRESERVE

- Enhance existing neighborhoods between E. 8th Street and Chicago Drive as well as along Lane & Hoover Ave
- Support / Enhance existing commercial and industrial uses

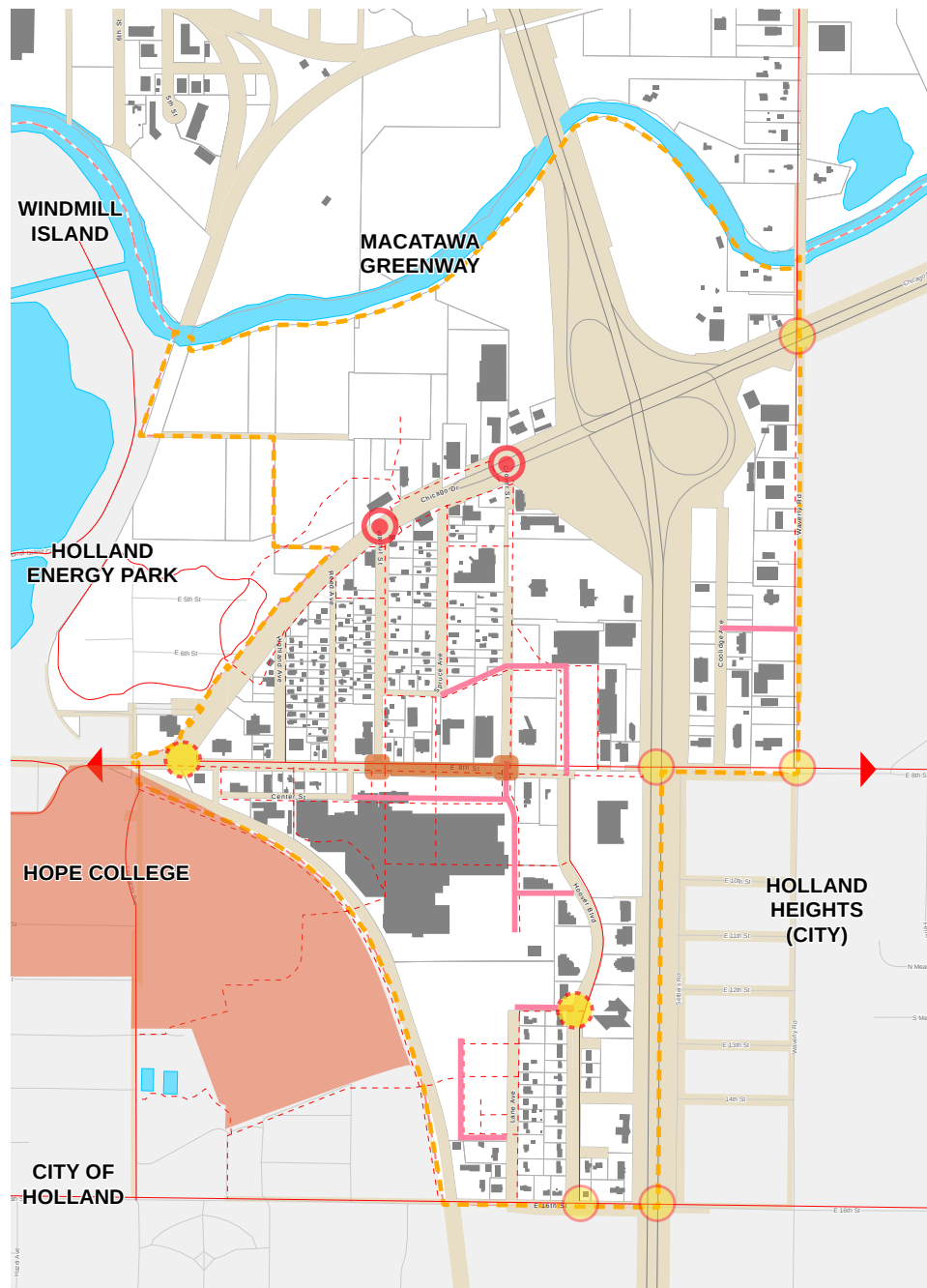
Framework: Connect + Calm

Connect

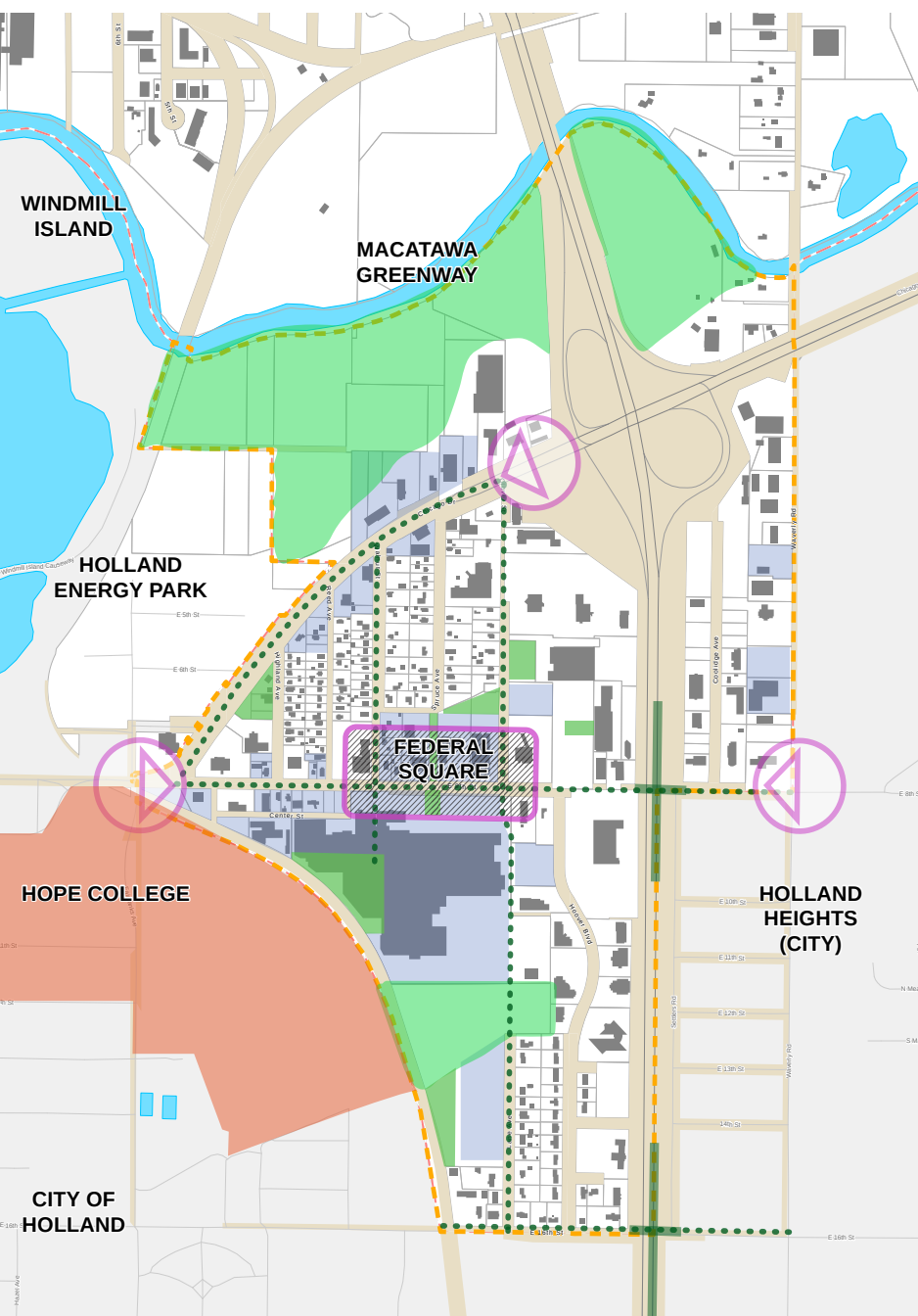
-  Improve through block connections via secondary roads
-  Create a complete pedestrian and bicyclist network within and across properties, including US-31, Windmill Island, and the Federal District
-  Enhance Federal District connectivity with adjacent districts in the broader Township framework

Calm

-  Enhance traffic safety at select intersections / crossings
-  Provide continuous traffic flow at slower speeds along Chicago Drive through potential roundabouts
-  Create a shared street at the neighborhood center to complement the proposed mixed use redevelopments.



Framework: Green + Activate + Preserve



Green

- Enhance the landscaping along key corridors
- Identify opportunities to re-green parking spaces and underutilized spaces

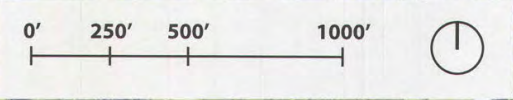
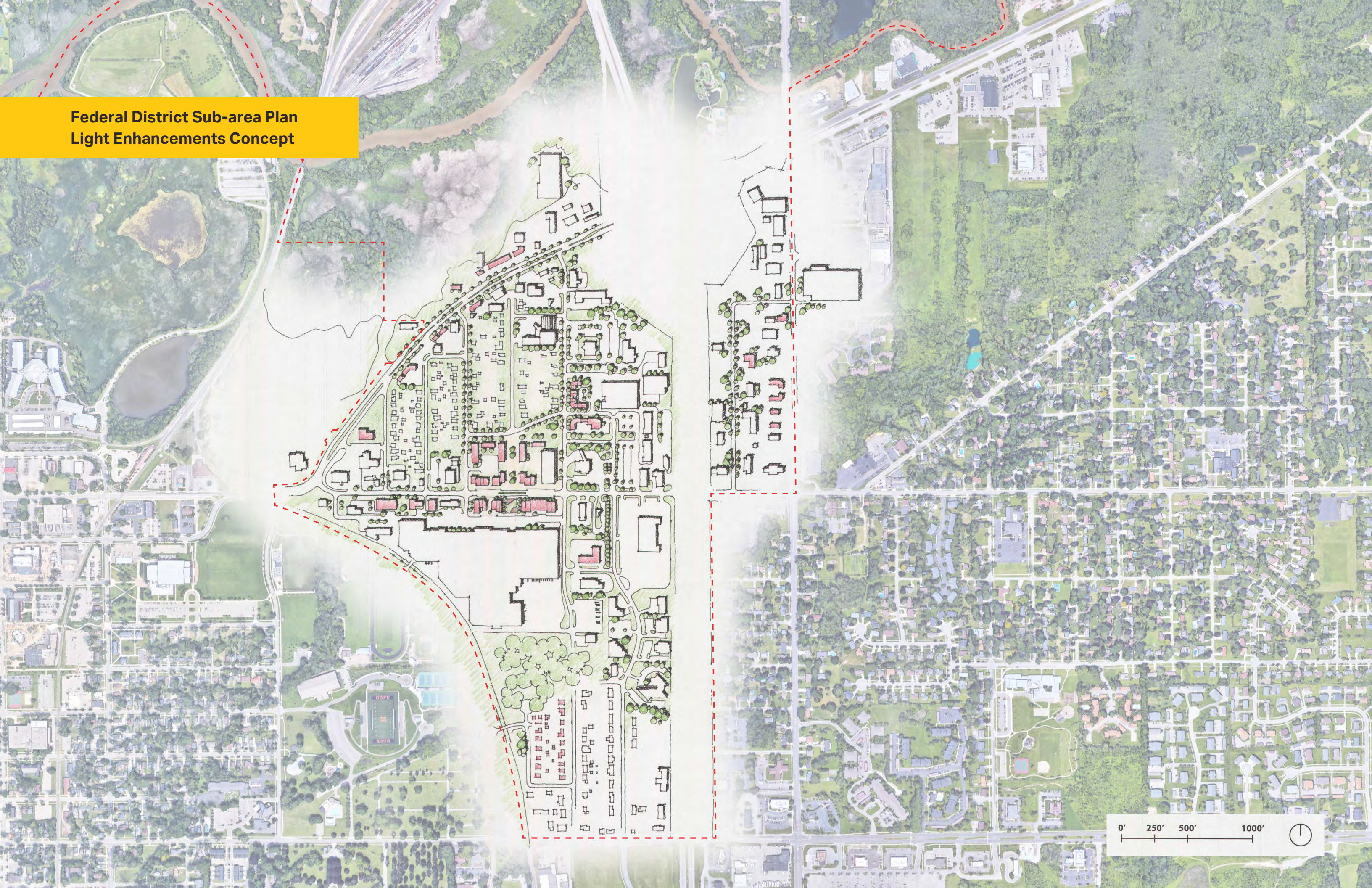
Activate

- Identify vacant properties or underutilized spaces for (re)development and enhancement
- Encourage mixed uses, including residential, recreation, and some commercial
- Integrate opportunities for community gathering and active public uses (e.g. plazas, parks, markets, events / festivals)
- Create a distinctive neighborhood center—“Federal Square”—with a different street treatment and a focus for higher intensity mixed uses to stitch the north and south halves of E. 8th Street together
- Enhance gateways with signage, landscaping or architectural treatments

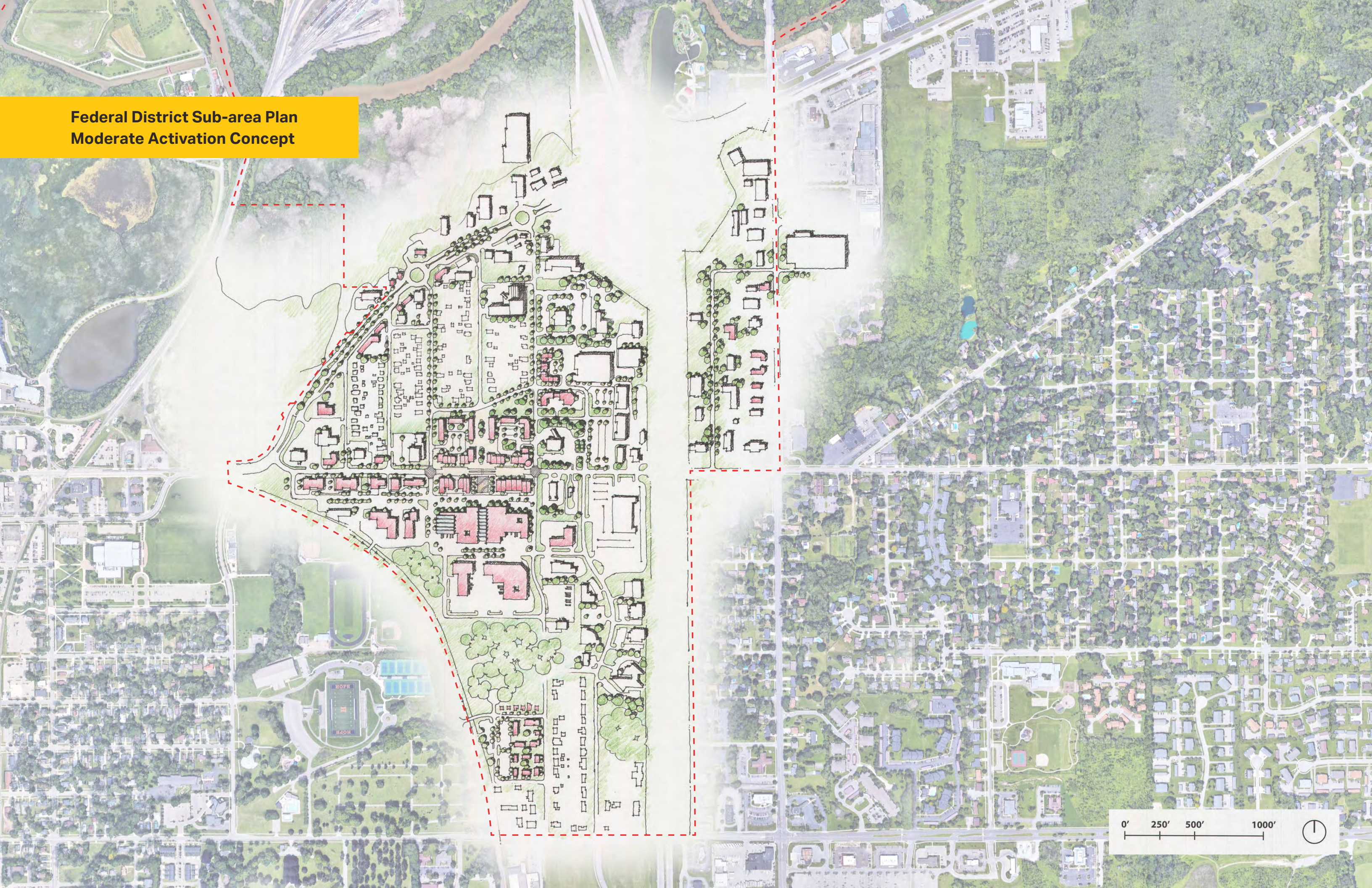
Preserve

- Support / Enhance existing neighborhoods and uses

Federal District Sub-area Plan
Light Enhancements Concept



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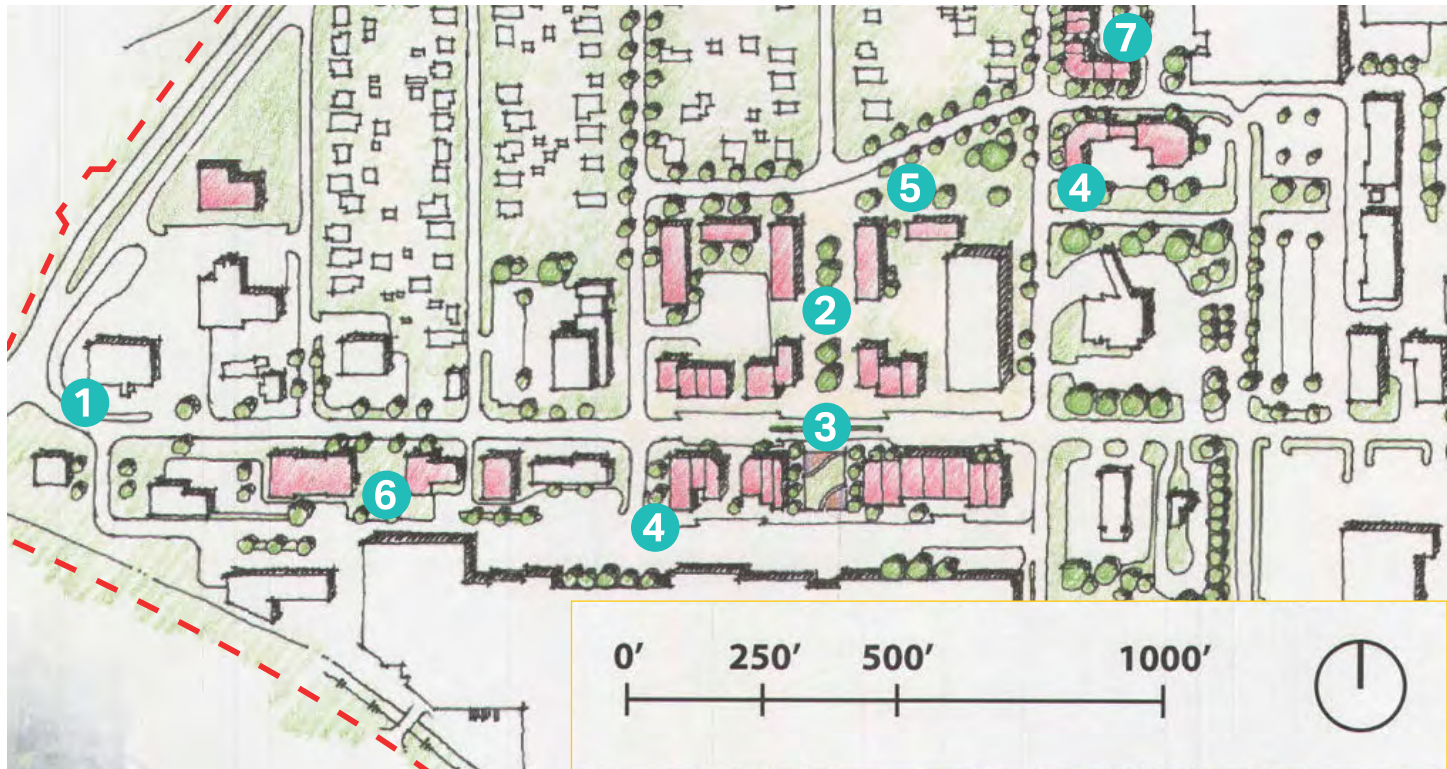
**Federal District Sub-area Plan
Moderate Activation Concept**

0' 250' 500' 1000'



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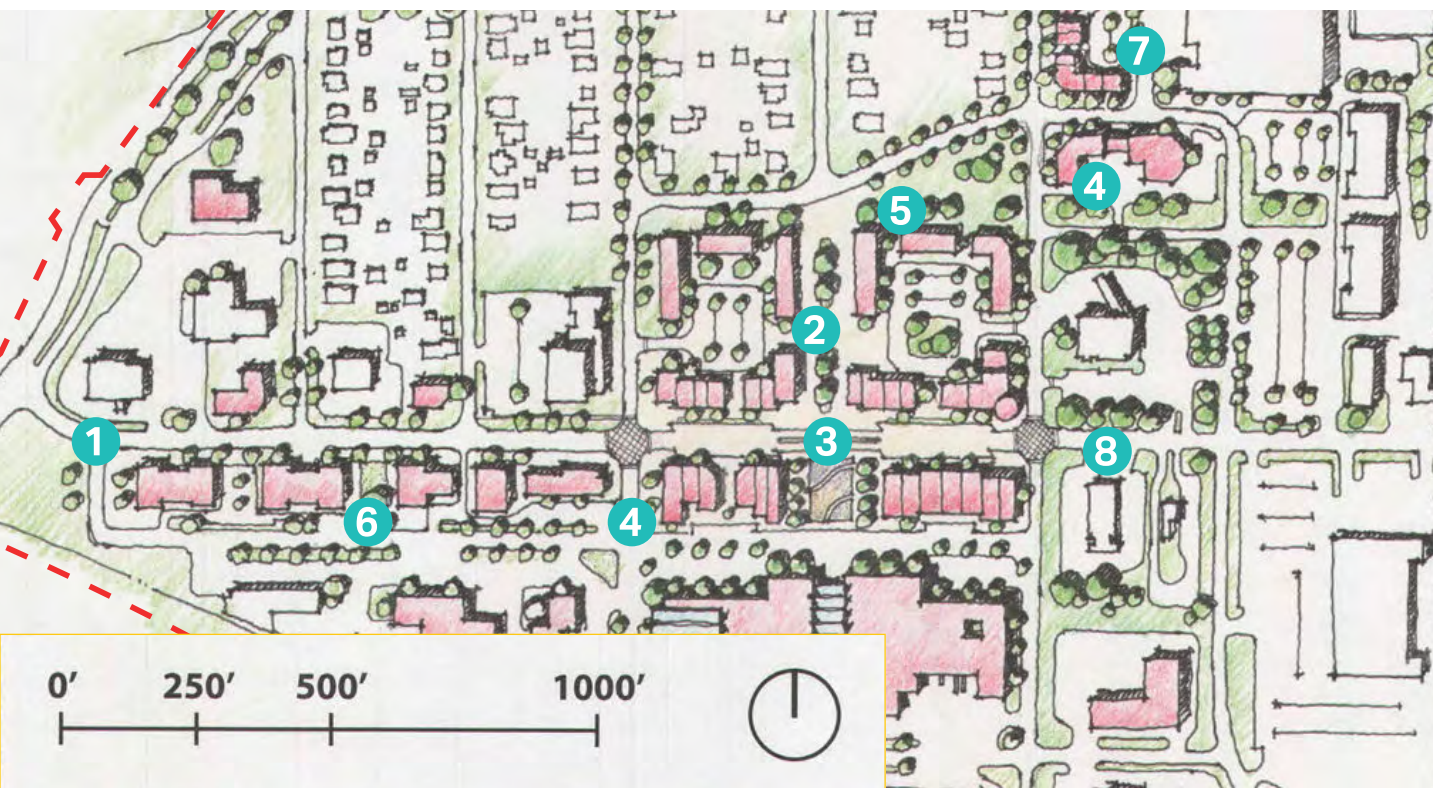
Concept for E. 8th Street and Federal Square



Concept #1: Light Enhancements

- 1 Reconfigured E. 8th Street to a Three-Lane Road, Two Bike Paths, Sidewalks, and Streetscape Improvements
- 2 "Federal Square" Identity Center with Mixed Use Redevelopments, Saw-Tooth On-Street Parking, Green Median, Decorative Street Lights, and Bookended by Traffic Crossings at Walnut Street and Extended Spruce Street
- 3 Landscaped Central Plaza and Pedestrianized Street as the "Green Core" of the Neighborhood Offering Opportunities for Community Gathering and Respite
- 4 Creation of Urban Block Structure with Extension of Center Street and Spruce Court, Completing Grid Network by Terminating at E. 8th Street
- 5 Creation of Neighborhood Green and Playscape Along Creek
- 6 Partial Infill and Redevelopment of Select Parcels Into Variety of Townhomes, Multi-Family Courts, and Apartments
- 7 Mixed Use Development on Vacant Parcel Next to Ditto to Complete the Clover Street Corner

Concept for E. 8th Street and Federal Square



Concept #2: Moderate Activation

- 1 Reconfigured E. 8th Street to a Three-Lane Road, Two Bike Paths, Sidewalks, and Streetscape Improvements
- 2 "Federal Square" Identity Center with Mixed Use Redevelopments, Saw-Tooth On-Street Parking, Green Median, Decorative Street Lights, and Book-ended by Traffic Crossings at Walnut Street and Extended Spruce Street
- 3 Landscaped Central Plaza and Pedestrianized Street as the "Green Core" of the Neighborhood Offering Opportunities for Community Gathering and Respite
- 4 Creation of Urban Block Structure with Extension of Center Street and Spruce Court, Completing Grid Network by Terminating at E. 8th Street
- 5 Creation of Neighborhood Green and Playscape Along Creek
- 6 Further Infill and Redevelopment of Existing Properties Into Mixed Use or Variety of Residential Types to Complete the Streetscape
- 7 Mixed Use Development on Vacant Parcel Next to Ditto to Complete the Clover Street Corner
- 8 Distinctive Street Paving / Colored Asphalt / Raised Intersection to Highlight Traffic Crossing and Bookends of Federal Square

Concept: E. 8th Street Road Diet



Concept: E. 8th Street Federal Square



Hart-Cooley
Industrial Lofts

Central Street
Extension

Federal Square
Mixed Use

E. 8th Street
Federal Square

Federal Square Mixed
Use / Townhomes

Federal Square
Promenade



Reference Examples



Neighborhood Square with Mixed Use and Townhomes



Raised Intersection / Traffic Calming

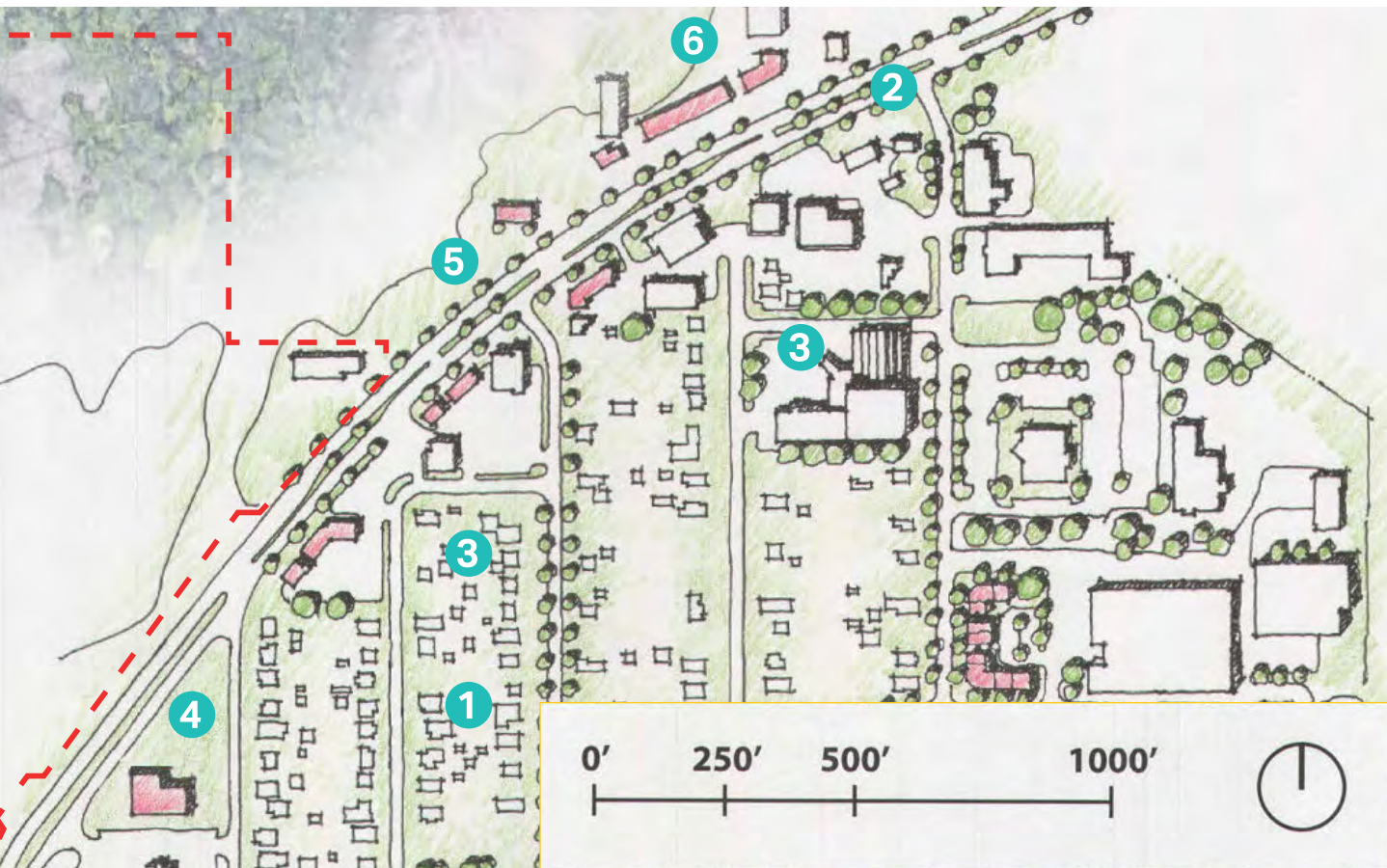


Landscaped Pedestrian Street



Green Public Plaza

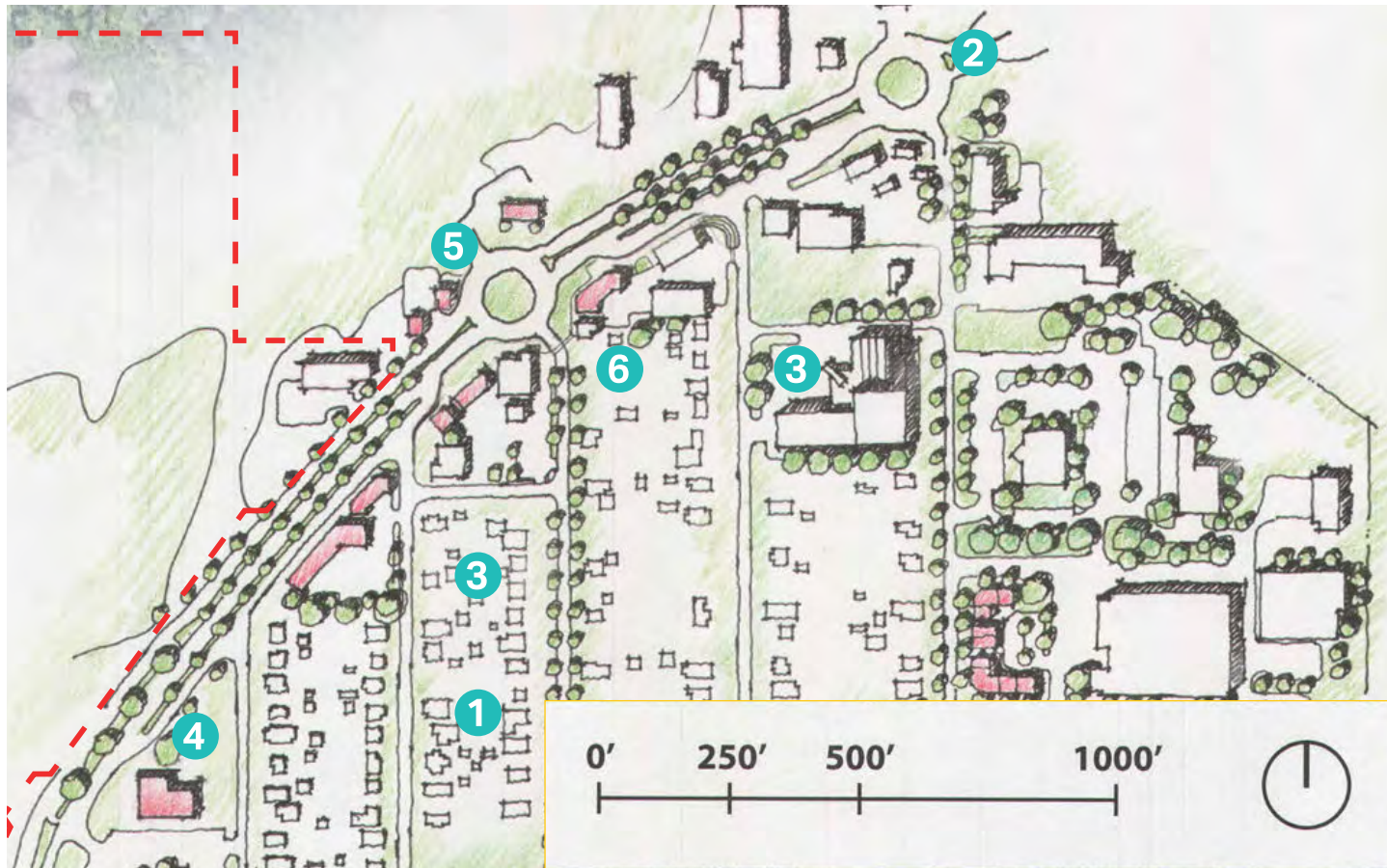
Concept for North of E. 8th Street



Concept #1: Light Enhancements

- 1 Preserved Neighborhood Fabric with Enhanced Street Lighting and New Sidewalks on East Side of Right-of-Ways
- 2 Enhanced Chicago Drive with Potential Green Median, Shared Paths, and Street Improvements between Clover Street and Highland Ave
- 3 Closure / Redirection of Reed Ave to Walnut Street and Spruce Ave to Clover Street to Minimize Turning Traffic on to Chicago Drive and Bookends of Federal Square
- 4 Creation of Green Triangle with a Commercial Building to Complete the Western Bookend of Chicago Drive
- 5 Extension of Pedestrian Access Across Chicago Drive, Connecting to the Macatawa Greenway and Potential Boardwalks
- 6 Partial Infill and Redevelopment of Select Parcels Into Improved Commercial Uses

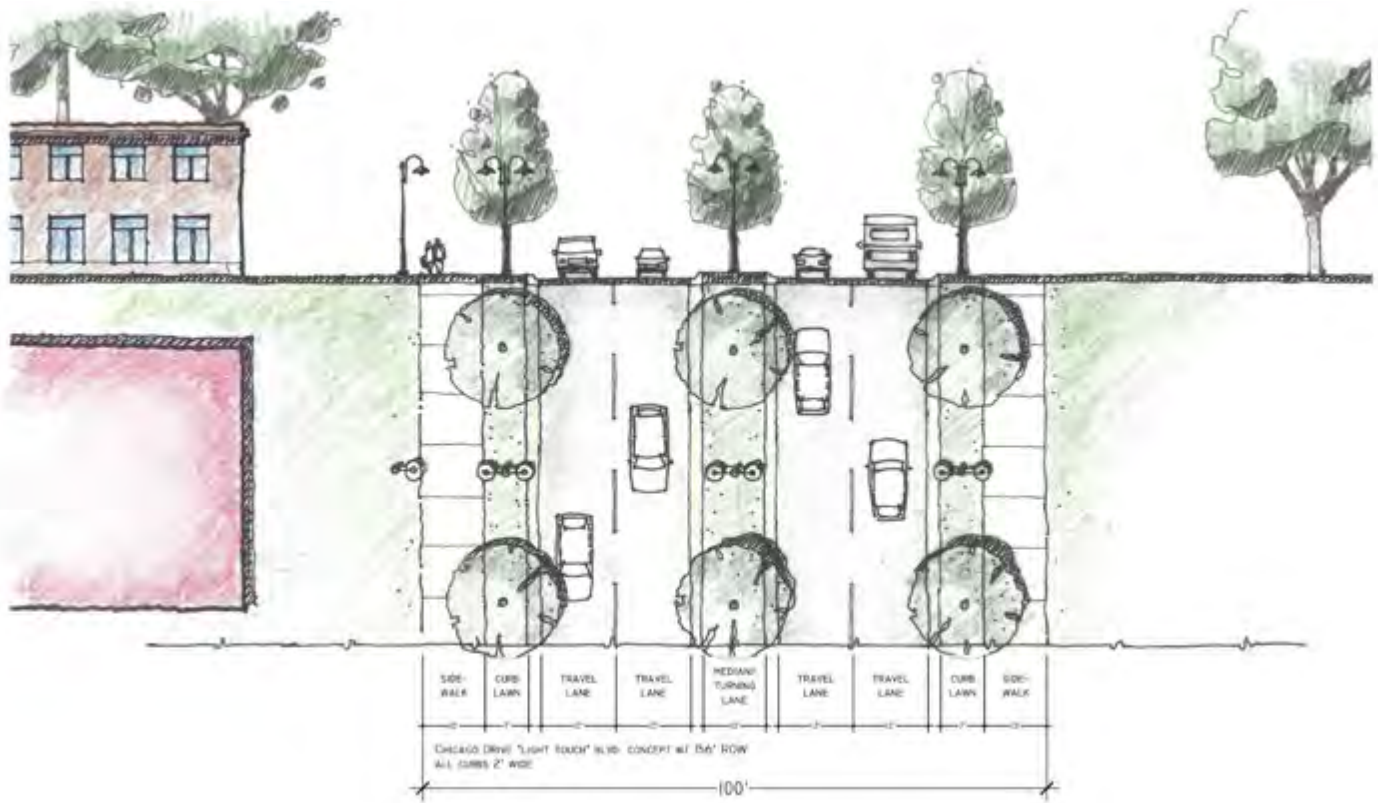
Concept for North of E. 8th Street



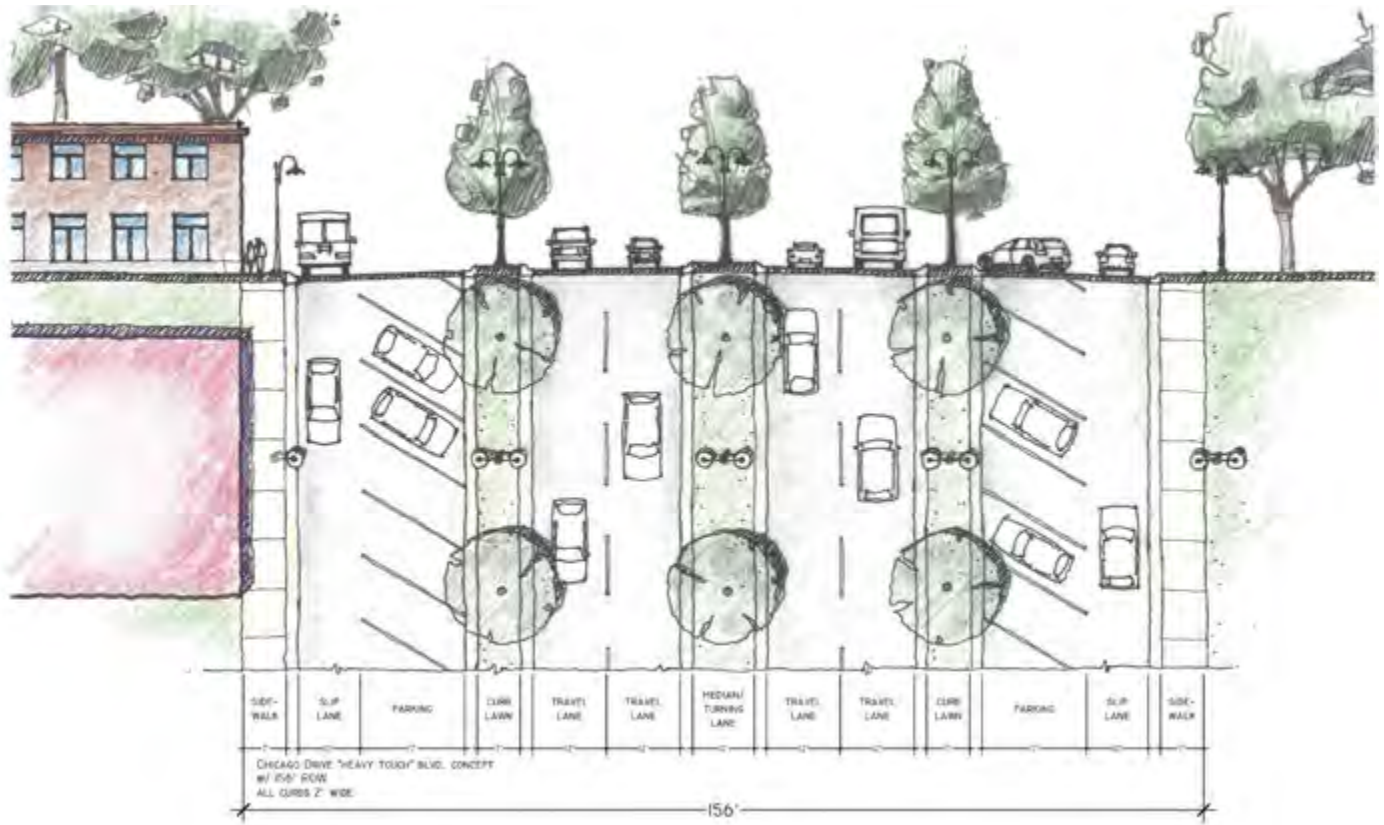
Concept #2: Moderate Activation

- 1 Preserved Neighborhood Fabric with Enhanced Street Lighting and New Sidewalks on East Side of Right-of-Ways
- 2 Reconfigured Chicago Drive with Potential Roundabouts, Slip Lanes, Green Median, Shared Paths, and Street Improvements between Clover Street and Highland Ave
- 3 Closure / Redirection of Reed Ave to Walnut Street and Spruce Ave to Clover Street to Minimize Turning Traffic on to Chicago Drive
- 4 Creation of Green Triangle with a Commercial Building to Complete the Western Bookend of Chicago Drive
- 5 Extension of Pedestrian Access Across Chicago Drive, Connecting to the Macatawa Greenway and Potential Boardwalks
- 6 Further Infill and Redevelopment of Select Parcels Into Improved Commercial Uses

Concept: Enhanced Chicago Drive with Median

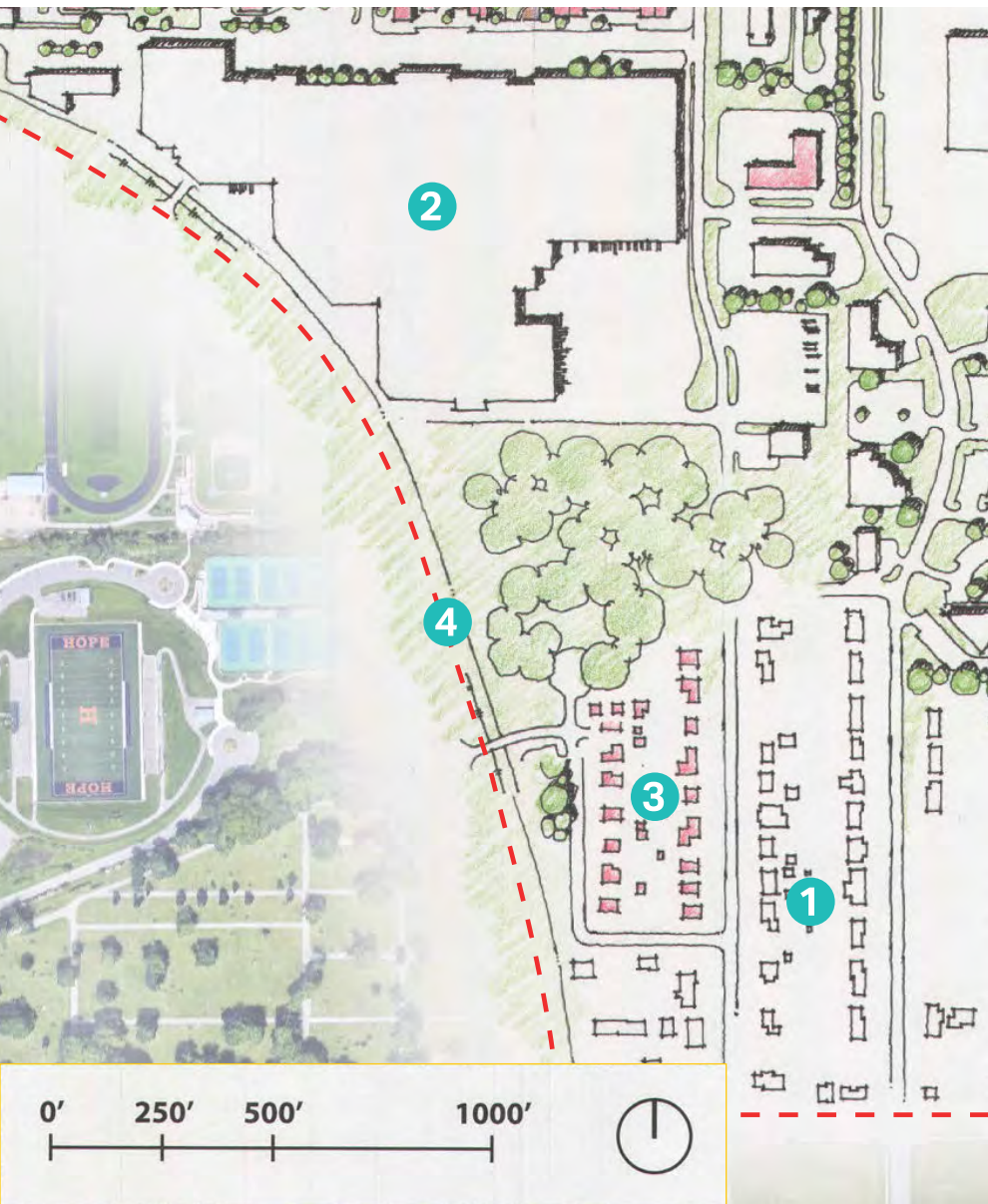


Concept: Enhanced Chicago Drive with Slip Lanes



Boulevard with Tree-lined Median, Two Travel Lanes, Slip Lanes and Parking for Commercial Flanking the Corridor. Far Hills Ave, Oakwood, OH

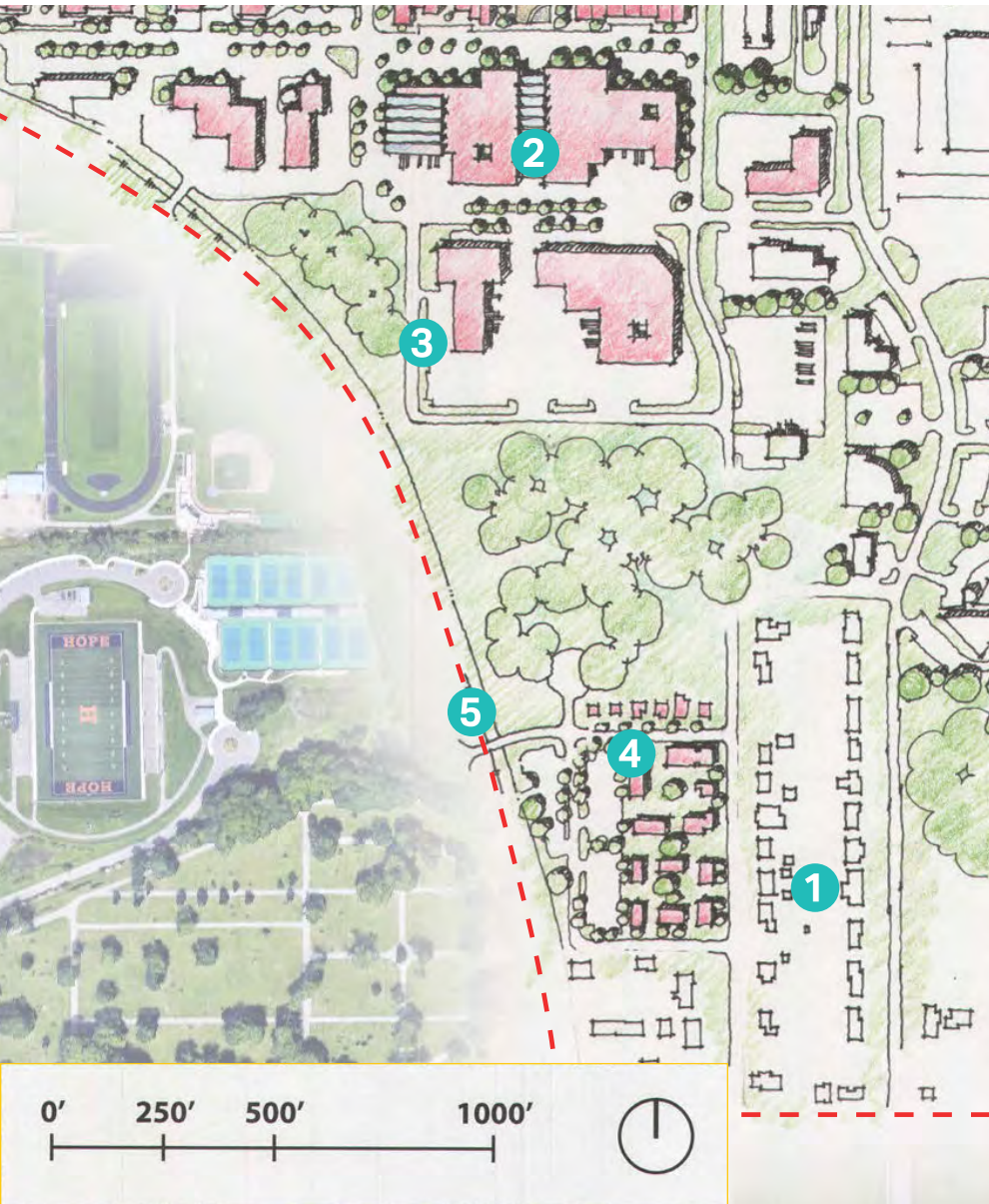
Concept for South of E. 8th Street



Concept #1: Light Enhancements

- 1 Preserved Neighborhood Fabric with Enhanced Street Lighting and New Sidewalks on East Side of Lane Ave
- 2 Partial Redevelopment and Right-Sizing of Hart & Cooley Plant for Light Industrial Use
- 3 Creation of New Single-Family Homes West of Lane Ave, Including New Cul-De-Sac Extending Off from Lane Ave
- 4 Creation of Shared Path Access Across Train Tracks and Through the Hope College Athletic Fields

Concept for South of E. 8th Street



Concept #2: Moderate Activation

- 1 Preserved Neighborhood Fabric with Enhanced Street Lighting and New Sidewalks on East Side of Lane Ave
- 2 Complete Redevelopment of Hart & Cooley Plant for Mixed Use with Permeable Block
- 3 Creation of an Internal Block + Street Structure to Enhance Connectivity
- 4 Creation of New Housing (Single Family, Duplex, Multiplex, Townhomes) West of Lane Ave, Including New Cul-De-Sac Extending Off from Lane Ave
- 5 Creation of Shared Path Access Across Train Tracks and Through the Hope College Athletic Fields

Reference Examples



Warehouse Workplace Adaptive Reuse



Warehouse Workplace Adaptive Reuse



Higher Density Townhomes and Courts



Single Family Homes / Cottage Courts

Concept for Waverly Corridor



Light Enhancements

- 1 Preserved Industrial and Commercial Developments Along US-31, Chicago Drive, and E. 8th Street
- 2 Infill and Redevelopment of Select Parcels Into Residential Apartments and Multiplexes (Greenbriar Development Across Waverly Rd)
- 3 Streetscape Improvements, Including Raised Sidewalks and Trees / Shrubs to Provide Protective Buffer from Traffic
- 4 Extension of Coolidge Ave Eastwards to Provide Additional Access Point to Waverly Ave and Connection to Chicago Drive

Reference Examples



Potential Apartment Living Along Waverly Rd

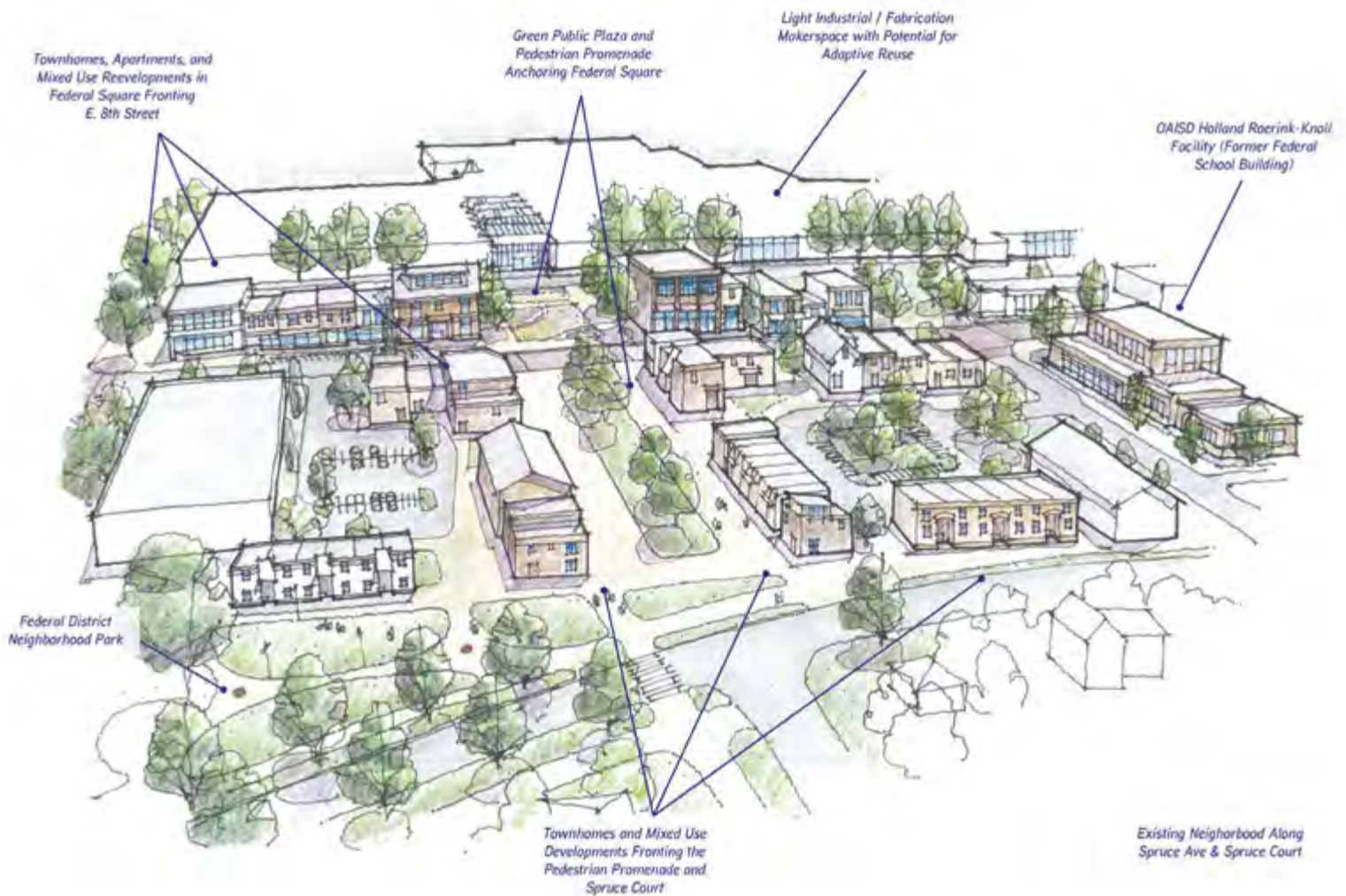


Potential Apartment Living Along Waverly Rd



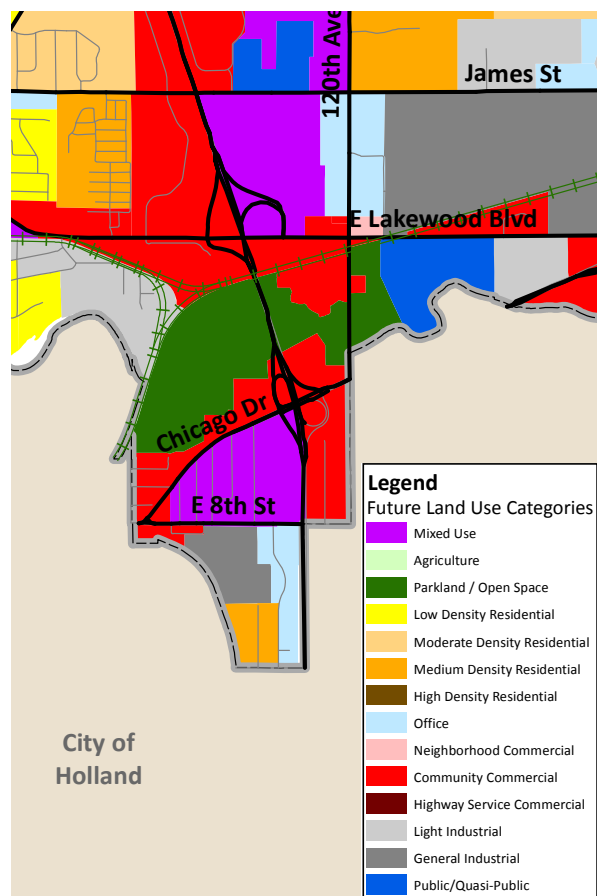
Suburban Infill / Grocery Store

Concept For Federal Square (Light Touch)

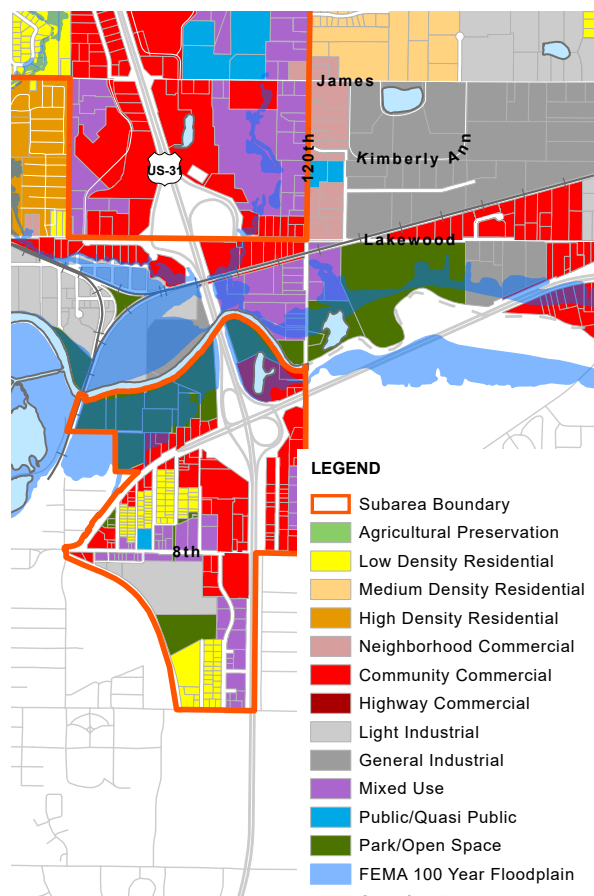


View from clover street looking southwest to Federal Square, proposed neighborhood park, promenade, and mixed use redevelopments

Proposed Future Land Use



Future Land Use Plan, 2014



Proposed Future Land Use Plan, 2020

Recommendations for Action Items

1. Enhance Chicago Drive with a landscaped boulevard, a planted median, shared use paths on each side of the road, and two roundabouts at Clover Street and Walnut Street. In the long term, consider adding slip lanes along the boulevard to separate local from through traffic.
2. Install pedestrian crossings at Chicago Drive at E. 8th Street to improve safety and access to trails and open spaces as part of the Macatawa Greenway.
3. Engage the Outdoor Discovery Center on potential connections to the Macatawa Greenway.
4. Reconfigure E. 8th Street in consultation with the Ottawa County Road Commission based on dimensions of the “road diet”, into three vehicular travel lanes, two flanking bike lanes, sidewalks, and streetscape improvements.
5. Incorporate community signs or community art at gateways along Chicago Drive/Fairbanks and US-31 and E. 8th Street.
6. Consider seeking historic designation for Federal School and Huntington Bank Branch as architecturally significant buildings to bookend Federal Square.
7. Engage CSX (Holland-Hamilton Line) to explore potential for pedestrian crossings and rail-to-trail conversion.
8. Install distinctive lighting along the streets to improve safety and create a unified character for the district.
9. Engage MDOT and the City of Holland to revisit the possibility of greening US-31 and to understand the funding required to pilot this initiative.
10. Engage Township Parks and Recreation Department for potential property acquisition and creation of a neighborhood park.
11. Engage Max Transit to construct potential bus shelter at Federal Square.
12. Utility enhancements—Work with the HBPW and Water/Sewer Department to schedule burying of overhead power lines underground with the next replacement of the water and sewer system.
13. Engage Federal District stakeholders and key property owners to understand their (re)development plans and to share findings of the Federal District Sub-Area Plan for their consideration.
14. Establish a fund for potential property acquisition and shortlist of stakeholder engagement needed to create the two-block stretch of (re)development for Federal Square.
15. Consult Township Board to explore potential engagements with the City of Holland in cooperative economic development projects for the mutual benefit of both municipalities.

North River/Beechwood Sub-Area

“A distinctive Township gateway anchored by a year-round, mixed use waterfront destination, pedestrian- and bicyclist-friendly neighborhoods, and key commercial corridors where traffic safety is a priority.”

Located on the Macatawa River on the west side of the Township, the North River/Beechwood Sub-area is mainly characterized by industrial businesses, small areas of parkland, and commercial activity. The major thoroughfares that provide access throughout the Sub-area are Lakewood Boulevard, Douglas Avenue, Howard Avenue, and North River Avenue. The North River/Beechwood Sub-area is also characterized by a frequently used rail corridor that runs east-west through the area.

Although this area serves as a great source for commercial and industrial businesses, Holland Charter Township has identified various challenges such as unsafe pedestrian conditions, lack of beautification, underutilization of parkland, high traffic speeds and difficult street curves, traffic congestion, and vacant industrial and commercial sites that this area faces. As such, the North River/Beechwood Sub-area became an additional integral portion of the Holland Charter Township Unified Vision Plan to further focus on the potential of this unique area.

To identify various cost-effective, pragmatic, and logical solutions to address these challenges and enhance the North River/Beechwood Sub-area, Holland Charter Township worked alongside local stakeholders to develop the North River/Beechwood Sub-area Plan. The overarching vision of the North River/Beechwood Sub-area Plan can essentially be summarized into a few key terms and categories:

- Connect
- Calm
- Green
- Activate
- Distinguish

Overall, the goal of the North River/Beechwood Sub-area Plan is to be “a distinctive Township gateway anchored by a year-round, mixed use waterfront destination, pedestrian- and bicyclist-friendly neighborhoods, and key commercial corridors where traffic safety is a priority.”

Existing Conditions

In addition to the US-31 Corridor and the Federal District, the North River/Beechwood Sub-area also has characteristics that make it a unique to all other areas within the Township. Some of the aspects of the North River/Beechwood Sub-area that are noteworthy existing conditions include:

- Wedged between the City of Holland, Park Township, and Port Sheldon Township.
- Legacy of historically platted lots.
- Close proximity to Macatawa River System, Macatawa Greenway, Windmill Island, and the City of Holland.
- The Sub-area has a visible amount of brownfield sites.
- A multitude of older, suburban commercial strip developments.
- The significant number of successful industrial anchors and businesses.
- Large patches of natural greenspace, but a lack of smaller neighborhood parks and recreation programs.
- Heavy traffic volumes and busy intersections.





- Key Conveyor of Through-Traffic for Surrounding Municipalities / Neighborhoods
 - » River Ave & Butternut (North-South Traffic)
 - » Douglas Ave & Lakewood Boulevard (East-West Traffic)
 - » Cross Roads of City of Holland, Park Township, Port Sheldon Township
- Intense / Rapid Transitions from Busy Corridors to Quiet Neighborhood Street
- Lack of Safe Pedestrian / Bike Crossings
 - » Across Douglas Ave
 - » Across Howard Ave
 - » Across North River Ave
 - » At the River Ave / Douglas Ave Intersection
- Lack of Complete / Safe Sidewalks
 - » Along North River Ave
 - » Along Douglas Ave

 Existing Traffic Control Intersections with Pedestrian Crossings

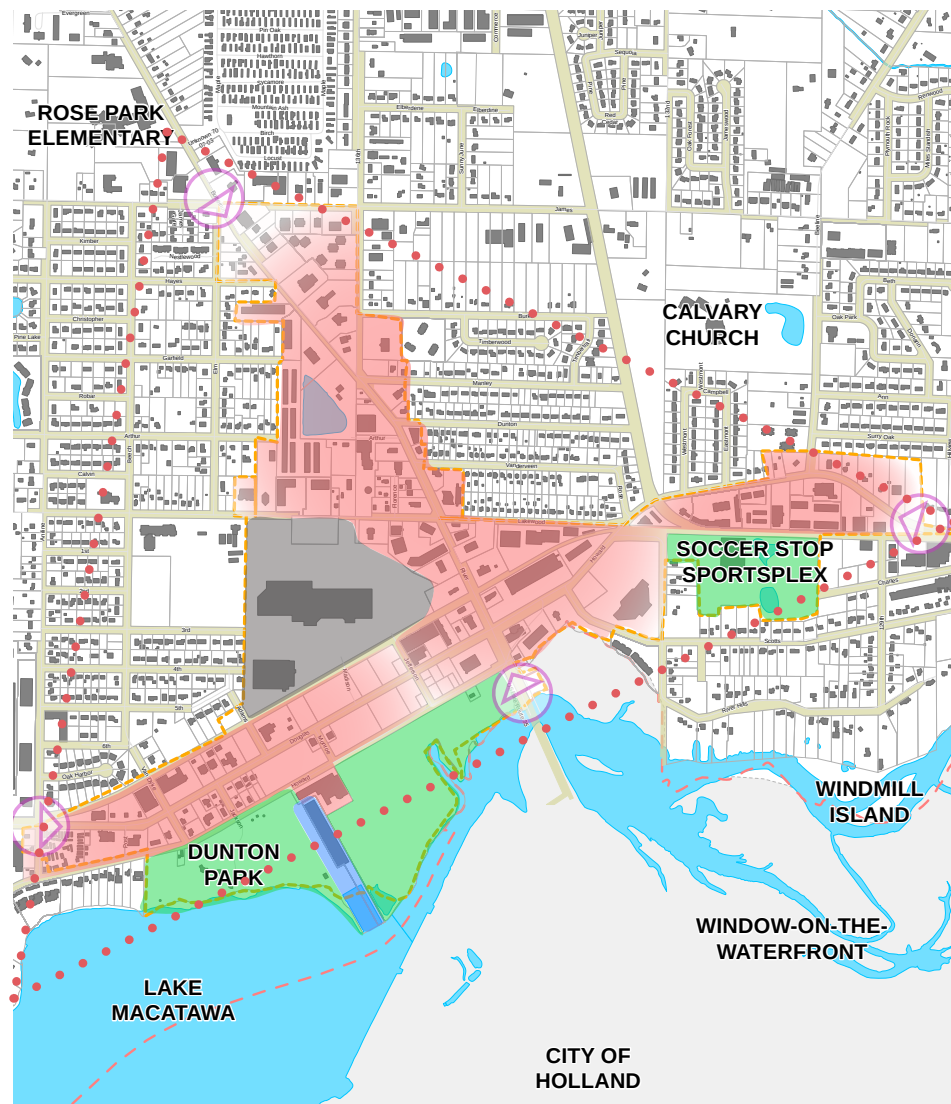
 Existing Neighborhood Streets

 Existing Arterial Roads

 Existing Highways

 Existing Railroad

- Triangle of Intact Neighborhoods, Commercial Corridors, Institutions, and Industrial Complex(es)
 - » Varied vintage and level of upkeep
 - » Mixture of small historic lots and larger suburban strip-mall
- Three Key Commercial Corridors
 - » Douglas Ave
 - » Lakewood Boulevard
 - » North River Ave
- ⦿ Four Key Gateways
 - » Lakewood Boulevard West-Bound
 - » Douglas Ave East-Bound
 - » Unity Bridge North-Bound
 - » Butternut Drive South-Bound
- Beloved and Well-Used Recreation Sites
 - » Dunton Park—Successful and valued community park with recent capital investments to upgrade facilities
 - » Boat House & Docks—Nautical culture and infrastructure
- Sizeable Brownfield Pfizer Site for Waterfront Redevelopment
 - » Potential to create a signature destination / gateway for the Township
 - » Opportunity for a community anchor?
- Existing Industries
- Existing Green Space



Community and Stakeholder Feedback

"We like the location and visibility for residents and visitors going to the State Park, the City, and Park Township."

"A community center or will be nice. Park Township has indoor roller skating at its community center."

"It will be nice to have some welcome signs or public art for folks to know they are in the Township."

"Douglas Ave is not bicyclist or pedestrian friendly. Traffic flies by at 70 mph—way above the speed limit."

"It is impossible for a bicyclist to safely get to Dunton Park from Van Dyke Street because there are no crossings."

"Some of the buildings are looking old and tired."

"Can we reduce the sea of asphalt?"

"The kids in the neighborhood north of Douglas Ave can't get to the Park."

"Can we partner with local industries to create a children's museum or learning facility?"

"The curve in Douglas Ave at Captain Sundae is dangerous."

"Dunton is a great community park but it is not very visible or easy to get to."

"We like the longer business hours to serve the residents and visitors."

"Could we have a district like a Downtown Development Authority to support and encourage (re) development here?"

"The Pfizer site is ripe for redevelopment to create an attractive waterfront for the Township."



Identified Opportunities

1. **Create a Distinctive Identity / Gateway to Holland Charter Township.** Explore the possibility of installing welcome signage, developing an iconic intersection, and incorporating decorative street lights.
2. **Leverage Unique Waterfront Location and Access.** Ensure stewardship of Dunton Park and explore live/work/learn/play opportunities.
3. **Encourage Redevelopment & Mixed Use Projects in Vacant Lots.** Focus early redevelopment efforts on the Pfizer Site and the Howard / Douglas Ave corridor.
4. **Beautify / Encourage Enhancements to Existing Properties.** Consider landscaping opportunities to reclaim the “sea of asphalt.”
5. **Improve Connectivity.** This applies to vehicular and nonmotorized connectivity from the neighborhoods to Dunton Park, across the Unity Bridge, and access to the Macatawa Greenway.
6. **Improve Pedestrian and Bicyclist Safety.** Explore the possibility of putting in stop lights, flashing crosswalks along Douglas Ave and bike lanes on east side of North River to Unity Bridge.
7. **Strengthen and Create Community Spaces / Anchors.** Create spaces for community gathering and events on vacant properties, e.g. Community Center, Children's Museum.
8. **Consider Establishing a “Downtown Development Authority”** to guide and support public improvement programs.



Sub-area Plan Visions and Principles

The Beechwood Triangle—a distinctive Township gateway anchored by a year-round, mixed use waterfront destination, pedestrian- and bicyclist-friendly neighborhoods and key commercial corridors where traffic safety is a priority.

Principles and Intentions

CONNECT

- Create a complete pedestrian and bicyclist network within the Beechwood triangle and across municipalities
- Enhance connections to Dunton Park, the waterfront, and the Macatawa Greenway along North River Ave and Lakewood Boulevard

CALM

- Install / Improve crossings along Douglas Ave and Lakewood Boulevard to enhance traffic safety
- Provide traffic calming devices to slow travel speeds along Douglas Ave and North River Ave

GREEN

- Enhance the landscaping along Douglas Ave and North River Ave
- Identify opportunities to re-green parking spaces and underutilized spaces

ACTIVATE

- Identify vacant properties or underutilized spaces for (re)development and enhancement
- Create a year-round, waterfront destination at the former Parke-Davis / Pfizer Site
- Encourage mixed uses, including residential, some commercial and recreational throughout the triangle
- Integrate opportunities for community gathering and active public uses (e.g. plazas, parks)

DISTINGUISH

- Create gateways with community art work, signage, and landscaping to welcome residents and visitors to the Township especially at the Unity Bridge and Douglas Ave intersection

Framework: Connect + Calm

Connect

- Improve through block connections via secondary roads / driveways
- Create a complete pedestrian and bicyclist network within and across properties, including the Pfizer Waterfront, the Douglas Ave blocks, and the Lakewood Boulevard neighborhood
- Enhance Beechwood Triangle's connectivity with adjacent municipalities and amenities in the broader Holland area, whether through a chain ferry link across the Lake Macatawa Channel or across River Ave at 1st Street as part of the broader Macatawa Greenway

Calm

- Enhance traffic safety at select intersections / crossings
- Provide continuous traffic flow at slower speeds along Douglas Ave, Lakewood Boulevard, North River Avenue, and Butternut Drive through potential roundabouts
- Create a pedestrian promenade / waterfront gateway at the Unity Bridge / Howard Ave intersection to complement the proposed mixed use redevelopments.



Framework: Green + Activate + Distinguish



Green



- Enhance the landscaping along key corridors
- Identify opportunities to re-green parking spaces and underutilized spaces

Activate



- Identify vacant properties or underutilized spaces for (re)development and enhancement
- Encourage mixed uses, including residential, recreation, and some commercial
- Integrate opportunities for waterfront access, community gathering and active public uses (e.g. plazas, parks, markets, events / festivals)

Distinguish



- Create a distinctive waterfront destination—"Beechwood Vista"—with a focus on commercial, residential, recreation, and education.
- Enhance gateways with signage, landscaping or architectural treatments

Concept for Douglas Ave



- 1 Gateway Roundabout with Landscaping / Public Art for Traffic Calming and Creation of a Holland Charter Township Identity. Green Buffers for the Corner Properties to Soften the Edges.
- 2 Redeveloped Live-work Lofts, Townhomes, and Mixed Use Block
- 3 Adjacent Green Buffer & Rail-to-Trail Conversion of CSX Spur
- 4 Waterfront Condos / Townhomes and Big Red Lighthouse Replica
- 5 Marina with Boat Slips and Yacht Club
- 6 Pfizer Meadows with Boardwalks, Fenced Trails, Lookout Points, and Solar Farm
- 7 Chain Ferry Connection / Draw Bridge Connection for Non-Motorized Access to Van Bragt Park Across the Macatawa Delta Channel
- 8 Water Recreation Concession Stand and Kayak Launch
- 9 "Beechwood Vista": Mixed Use Waterfront Programming including Retail, Restaurants, Hotels, R&D, Museum of Environment and Industry, and Pedestrianized Street
- 10 Enhanced / Updated Neighborhood Commercial and Cottage B & Bs
- 11 Neighborhood Park - Adams Green - to Bookend Waterfront District
- 12 Waterfront Gateway Block with Mixed Use Programming, including Anchor Hotel, Pedestrian Promenade, and Public Waterfront Viewing Deck

**Beechwood / North River District
Sub-area Plan Concept**



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Reference Examples



Gateway Pocket Park



Waterfront Townhomes



Marina



Solar Farm / Pollinator Meadows



Waterfront Board Walk & Lookout Point



Chain Ferry Across Narrow Channel



Museum of Environment & Industry



Waterfront Hotel & Events Space

Reference Examples



Waterfront Mixed Use With Retail, Services, and Housing



Neighborhood Park



Waterfront Promenade



Waterfront B&B and Dining

Concept for Lakewood Boulevard



- 1 Gateway Roundabout with Landscaping / Public Art for Traffic Calming and Creation of a Holland Charter Township Identity. Green Buffers for the Corner Properties to Soften the Edges.
- 2 Redeveloped Mixed use Block with Tree-Lined Sidewalk
- 3 Redevelopment with Mixed Use Outlots and Greening of Underutilized Parking Space at D&W
- 4 Enhancement / Right-Sizing Commercial Strips with Cut Throughs and Pedestrianized Access to Soccer Stop Sportsplex
- 5 Roundabout with Landscaping / Public Art for Traffic Calming and Creation of a Lakewood Neighborhood Identity
- 6 Redevelopment of Existing Commercial Space into Mixed Use Neighborhood Block at Lakewood Circle with Boardwalk Through Soccer Stop Sportsplex Wetlands

Concept for North River Ave / Butternut Drive

- 1 Gateway Roundabout with Landscaping / Public Art for Traffic Calming and Creation of a Holland Charter Township Identity. Green Buffers for the Corner Properties to Soften the Edges.
- 2 Redevelopment with Townhomes on Underutilized Parking Space Behind Existing Dining Anchors
- 3 Enhancement of Hog Wild and Pete's Place Building, including Preservation of Vertical Signage at Key Intersection. Additional Redevelopment with Mixed Use Neighborhood Node with Complete Sidewalks.
- 4 Redevelopment of Lakewood Boulevard Corner with Neighborhood Park and Townhomes
- 5 Redevelopment of Florence Street Commercial into Mixed Use Neighborhood
- 6 Roundabout with Landscaping / Public Art for Traffic Calming and Creation of a North River Corridor Identity. Enhancement of Family Video Block with Multiplexes or Medium Density Housing.
- 7 Redevelopment of Existing Commercial Space into Mixed Use Neighborhood with Triangle Pocket Parks
- 8 Redevelopment of Vacant Lots and Corner Lots Into Coherent Commercial Triangle (Relocation of Dollar General and Crown Motors)



Reference Examples



Roundabout With Public Art



Townhomes & Multiplex Neighborhoods

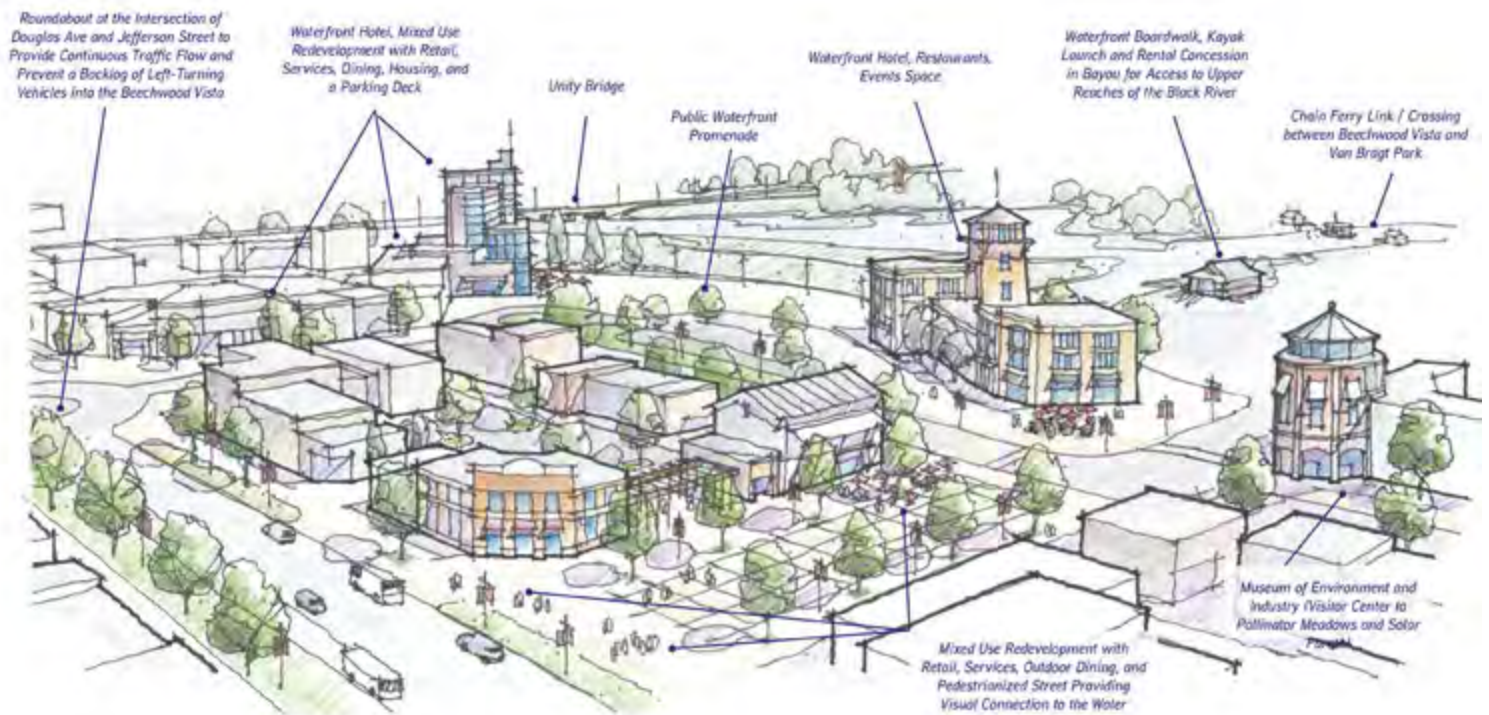


Triangle Pocket Park at Key Intersections



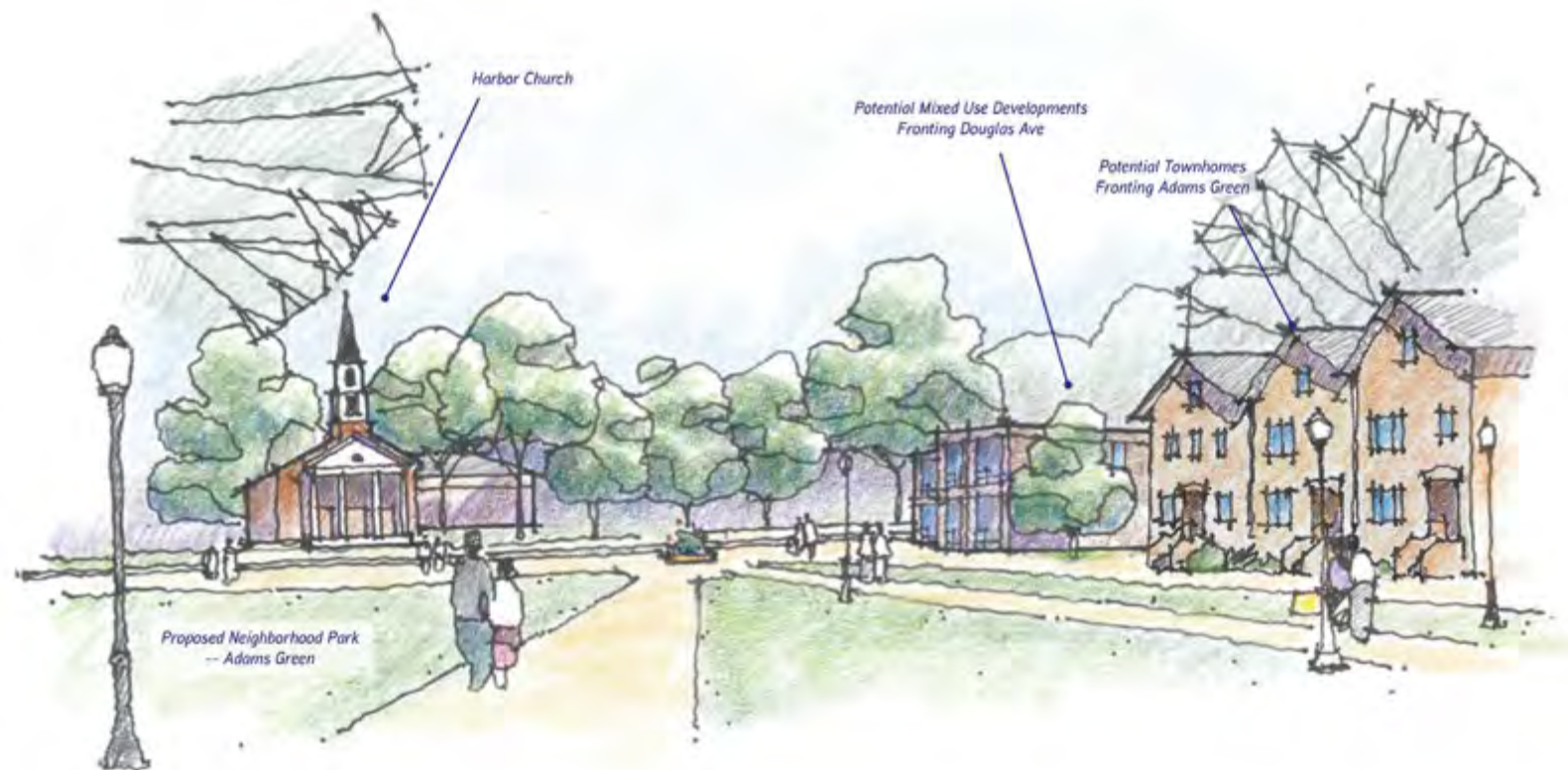
Outlot Redevelopment

Concept For Beechwood Vista



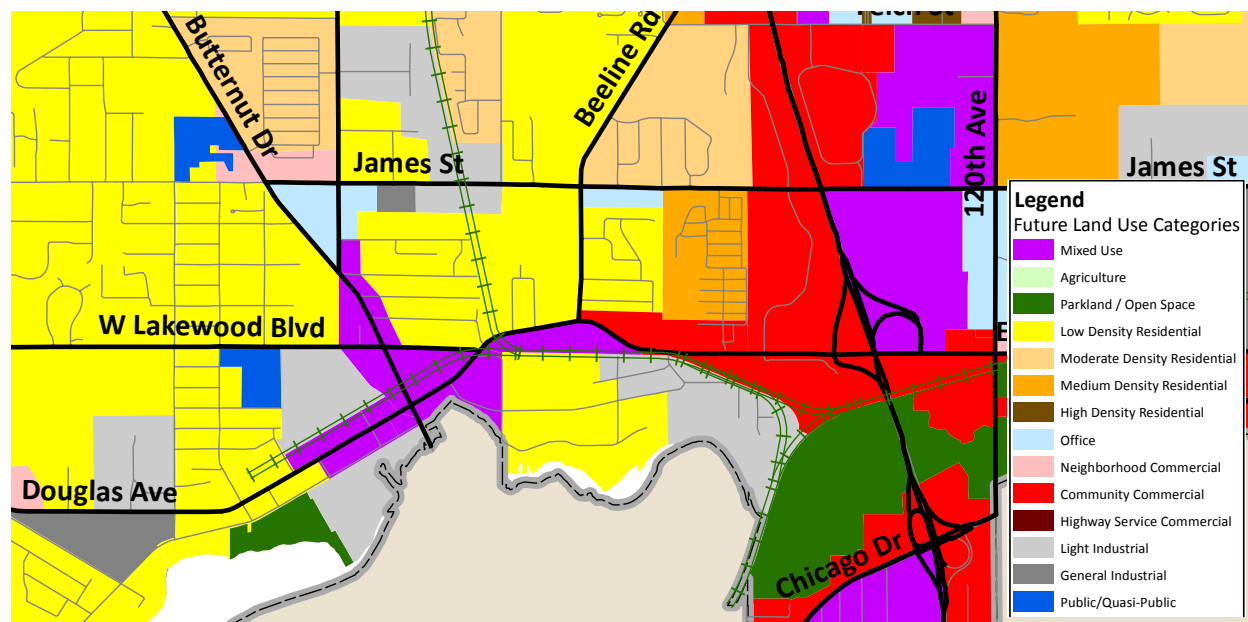
View From Douglas Ave Looking Southeast To Beechwood Vista With Proposed Waterfront Destination With Mixed Use Redevelopments, Environment And Industry Museum, Pedestrian Promenades, And Water Recreation

Concept For Beechwood Vista

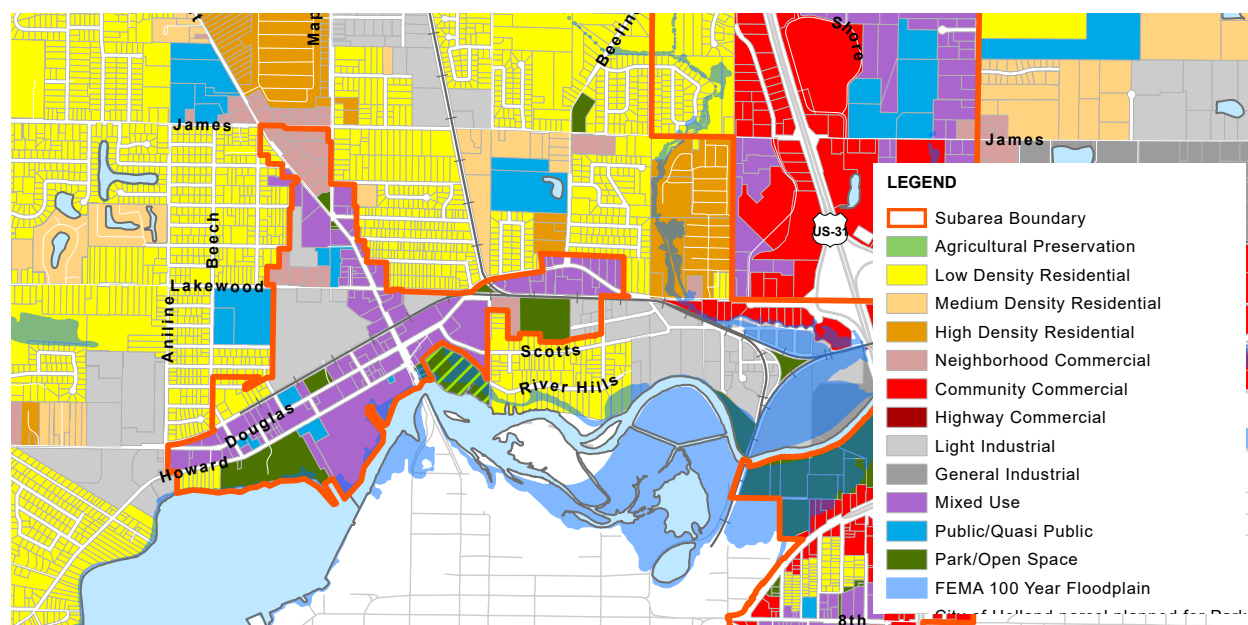


View From Howard Ave Looking North To Adams Green Showing Proposed Neighborhood Park With Townhomes And Mixed Use Developments Fronting Douglas Ave

Proposed Future Land Use



Future Land Use Plan, 2014

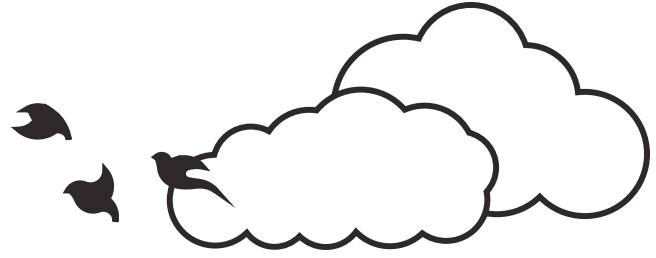


Proposed Future Land Use Plan, 2020

Recommendations for Action Items

1. Engage property owners along North River Ave and Butternut Drive to understand their future plans and to explore the potential for redevelopment to create a mixed use corridor.
2. Engage CSX to explore the potential for a rail-to-trail conversion of the tracks west of North River Ave.
3. Engage OCRC and immediate property owners to explore the potential of reconfiguring the Van Dyke/Douglas Ave and Jefferson / Douglas Ave intersections into roundabouts. The intent is to slow down traffic speeds, support safe pedestrian and bicyclist crossings to Dunton Park and Beechwood Vista.
4. Engage Pfizer, MSU, and immediate property owners to understand their future plans and to explore the potential for redevelopment to create Beechwood Vista and Adams Green.
5. Engage the property owners between Douglas Ave and Howard Ave, Outdoor Discovery Center and potential local developers on the vision for Beechwood Vista .
6. Engage the Parks and Recreation Department to explore the potential for a marina, building on the current boat launch facilities at Dunton Park.
7. Engage OCRC and immediate property owners on the potential of reconfiguring the Butternut Drive / 136th Ave and Beeline Ave / Lakewood Blvd intersections into roundabouts to enhance traffic safety and create a sense of arrival in the enhanced neighborhood center.
8. Engage property owners along Lakewood Boulevard to understand their future plans and to explore the potential for redevelopment / enhancements.
9. Engage Soccer Stop property owners and CSX on the potential for a pedestrian crossing and board walk to the wetland open space.
10. Engage D&W Fresh Market on the potential for redeveloping underutilized parking space into mixed use outlots and a pocket park.
11. Engage OCRC on the potential of reconfiguring the Douglas Ave / N. River Ave intersection into a roundabout with community art, gateway signs, and refuge islands for safe pedestrian and bicyclist crossings.
12. Engage OCRC on the potential to close off part of Howard Ave to create a larger, contiguous block for redevelopment.
13. Engage City of Holland to explore the potential for a crossing (e.g. chain ferry or pedestrian / bicyclist bridge) between Beechwood Vista and Van Bragt Park.
14. Engage City of Holland to explore the potential of acquiring the city-owned parcels at the mouth of the Macatawa River (south of Scotts Drive).

07



BACKGROUND INFORMATION

Existing Conditions: Population

Demographic Profile

Demographic analysis, or the study of the characteristics of the population, is a fundamental element of master planning. Future growth and development require consideration of how many people will need services, how much housing is affordable, how many new houses will be built, and other vital signs. One must understand these existing conditions and past trends in order to appropriately anticipate and plan for the future needs of the community.

The comprehensive data source for the Holland Charter Township is the U.S. Census in 2010, Esri 2019 Forecasts (Utilizing Census data), as well as the 2000 U.S. Census and the 2012-2016 American Community Survey 5-Year Estimates. This analysis compares Holland Charter Township to Ottawa County and the State of Michigan as a whole where appropriate. Differences in demographics may indicate issues or areas in which land use planning and public policies are warranted; may identify strengths or assets that can be further developed; or may identify weaknesses or issues that need to be addressed.

POPULATION TRENDS

Changes in the number of people in an area serves as an important indicator of community health; examining these trends is an integral tool in community planning. Table 1 shows the relative populations of Holland Charter Township in comparison with the Holland Charter Township as a whole, as well as Ottawa County and the State of Michigan.

Table 1: Population Change, 2000-2019

	2000	2010	2019 (estimate)	% Change 2000-2019	Average % Growth/Year
Holland Charter Township	28,911	34,684	39,481	36.6%	1.75%
Ottawa County	238,314	261,376	292,655	22.8%	1.15%
State of Michigan	9,938,444	9,883,640	9,925,568	-0.00129%	-0.00007%

Source: U.S. Census (2000, 2010); 2019 Esri Forecasts

Holland Charter Township has experienced a large gain in population over the last 19 years, with a yearly growth rate of about 1.75% per year and over a 36% population growth over the sample period. As populations increase in this neighborhood, the Holland Charter Township must plan to be a place that can retain growth while maintaining and improving the quality of life for existing residents.

AGE DISTRIBUTION TRENDS

The age of a community's population has implications for planning and development, whether it is a need for housing alternatives, an increased or decreased need for schools, or services for empty nesters and older residents.

The figure below compares the median age (the mid-point where half the population is younger and half is older) of Holland Charter Township and the comparison communities. Holland Charter Township has a slightly lower median age than Ottawa County and the State of Michigan as a whole. Additionally, with the median age being just over 33 years old, Holland Township can be considered a relatively young community.

Figure 5: Median Age

Holland Charter Township: 33.8

Ottawa County: 36.0

State of Michigan: 38.9

Source: U.S. 2019 Esri Forecasts

Age structure (analyzing which proportions of a municipality's populations are in which stages of life) gives a nuanced view of the makeup of a community. According to the Esri 2019 Forecasts, almost 15% of residents in Holland Township are aged between 5 and 14 years old, making it the highest age bracket percentage in the Township. Closely following is the 35 to 44 years old age bracket (14.8%), which can mean that there is a high number of families with young school-aged children living in the Township. Table 2 illustrates age structure in comparison with Ottawa County. Overall, the population in Ottawa County skews slightly older than Holland Township.

Table 2: Age Structure, 2019

	Holland Charter Township		Ottawa County	
	Count	Percentage	Count	Percentage
Under 5 years	3,011	7.6%	18,262	6.2%
5 to 14 years	6,076	14.9%	38,401	13.1%
15 to 19 years	2,766	7.0%	23,931	8.2%
20 to 24 years	2,859	7.2%	24,393	8.3%
35 to 44 years	5,833	14.8%	34,207	11.7%
45 to 54 years	4,973	12.6%	35,067	12.0%
55 to 64 years	4,242	10.7%	37,028	12.7%
65 to 74 years	2,733	6.9%	25,731	8.8%
75 years and Over	1,913	4.9%	17,751	6.1%
Total	39,481	100.0%	292,655	100.0%

Source: U.S. Census Bureau

RACIAL DISTRIBUTION

Table 3 illustrates these racial distributions for the area in comparison with the Holland Charter Township, as well as Ottawa County and the State of Michigan.

Table 3: Racial Distribution, 2019

	White	Black	Native American	Asian	Native Hawaiian/ Pacific Islander	Other	Hispanic Origin (Any Race)
Holland Charter Township	70.2%	2.9%	0.5%	10.4%	0.0%	12.1%	26.4%
Ottawa County	88.3%	1.7%	0.4%	3.0%	0.0%	4.0%	10.0%
State of Michigan	78.9%	14.2%	0.6%	2.4%	0.026%	1.5%	4.4%

Source: 2019 Esri Forecasts

Portions of the population may be left out of these counts due to identifying as two or more races. This information is provided for reference purposes and will not influence land use decisions.

Housing Profile

The quality, affordability, and availability of a community's housing stock has a significant impact on the vitality and quality of the community as a whole. The following analysis of trends relating to the number of housing units, the amount of owner-occupied, rental, and vacant units, and households by type helps evaluate the health of Holland Charter Township's housing stock.

HOUSING UNITS

As of the 2019 Census, the Holland Charter Township area had 13,714 total occupied housing units. Each housing unit represents one dwelling unit- a house, apartment, condominium, etc.

Holland Charter Township has seen a significant increase in the number of housing units in the last 19 years. In comparison to the Holland Charter Township as a whole and the surrounding Ottawa County, the rate of growth in housing units between 2010 and 2019 is 19%, about 7.3% more than that of encompassing areas.

Table 4: Change in Number of Housing Units, 2000-2019

	2000	2010	2019 Estimates*	Change in Number of Housing Units (2000 - 2019)	Change in Percent of Housing Units (2000 - 2019)
Holland Charter Township	2,994	13,069	13,714	10,270	39.64%
Ottawa County	81,662	101,462	104,621	22,959	28.11%
State of Michigan	4,234,279	4,532,233	4,544,920	310,641	7.34%

Source: U.S. Census Bureau 2012-2016 American Community Survey Estimates, U.S. Census Bureau 2000 and 2010 Census

*2019 Esri Estimates

HOUSING TENURE

Housing tenure describes how housing is occupied – by the owner, by a renter, or whether it is vacant. The table below shows that, Holland Charter Township has a significantly higher percentage of owner-occupied housing units than renter-occupied housing units. Similarly, Ottawa County as a whole shows a significantly higher percentage of owner-occupied housing units than renter-occupied housing units.

Table 5: Housing Tenure, 2019

	Total Occupied Dwellings	Owner Occupied		Renter Occupied	
		Units	Percentage*	Units	Percentage*
Holland Charter Township	13,714	9,603	70%	4,111	30%
Ottawa County	104,621	81,171	77.6%	23,450	22.4%

Source: 2019 Esri Estimates

*Numbers appear as a percentage of the Occupied Dwellings

HOUSEHOLDS

The average household size in Holland Charter Township is 2.77 people, which is indicative of larger family sizes. Table 6 below breaks down the types of households in Holland Township, and slightly larger than Ottawa County as a whole. Majority of the households in Holland Township are comprised of family households with two or more people.

Table 6: Households, 2017

	Total	Households with 1 Person	Households with 2+ People			Average Household Size
			Family Households	Married Couples	Non-Family Households	
Holland Charter Township	13,477	2,798	9,946	7,427	3,531	2.77
Ottawa County	99,721	20,792	72,642	60,642	20,079	2.72

Source: 2017 American Community Survey (ACS) 5-Year Estimates

Existing Conditions: Economy

Economic Profile

This section describes the employment distribution, income, educational attainment, and other economic information of the population of Holland Charter Township. It compares the Township to Ottawa County, and the State of Michigan to allow comparisons to be made by readers. It also includes a Tapestry Segmentation profile, which summarizes the segments, based on demographics and socioeconomic factors, that can be found in the Township.

OCCUPATION SUMMARY

This section addresses the employment of residents of Holland Charter Township. This is not an analysis of what kinds of jobs are available or what businesses are located within the community, but rather in what occupations residents are employed, regardless of where they work. Major occupational sectors for residents of the Township include manufacturing (37%), which is likely due to the prominent industrial businesses in the Township, and educational, healthcare, and social assistance (16.8%). Other industries

Table 7: Occupational Sectors, 2017

Industry	
Total Employed Persons Over 16 Years of Age	19,897
Agriculture, forestry, fishing, hunting, mining	1.8%
Construction	2.8%
Manufacturing	37.0%
Wholesale Trade	2.2%
Retail Trade	8.7%
Transportation and warehousing, and utilities	2.9%
Information	1.3%
Finance and insurance, and real estate, and rental and leasing	4.1%
Professional, scientific, and management, and administrative and waste management services	8.7%
Educational services, and health care, and social assistance	16.8%
Arts, entertainment, and recreation, and accommodation and food services	7.7%
Other services, except public administration	4.2%
Public Administration	1.8%
Total	100.0%

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

*Esri forecasts for 2019 utilizing converted U.S. Census 2000 data into 2010 geography

INCOME AND POVERTY

The median household income in the Holland Charter Township is \$58,940 according to the 2017 American Community Survey 5 Year Estimates. This means that half of all workers earned more than this amount and half earned less. The median income for Ottawa County, according to the 2013-2017 American Community Survey 5-Year Estimates, is \$63,962. Generally, the median incomes for both sample areas are similar, but Holland Township clearly has a lower median income than Ottawa County as a whole.

According to the 2013-2017 American Community Survey, about 12.8% (or 4,774) of the households in the Township earned an income in the last 12 months that places them below the poverty level.

EDUCATIONAL ATTAINMENT

This section analyzes the educational attainment in Holland Township and the comparison communities for persons age 25 and older. As shown in the table below, Holland Township shows similar educational attainment levels as Ottawa County and the State of Michigan.

Table 8: Educational Attainment, 2017

Education Level	Holland Charter Township (2017)	Ottawa County (2017)	State of Michigan (2017)
Less than 9th grade	3.0%	2.9%	3.0%
9th to 12th grade, No Diploma	4.6%	4.9%	6.7%
High School Graduate or Equivalent	28.5%	28.5%	29.3%
Attended College, No Degree	21.8%	21.8%	23.6%
Associate's Degree	10.3%	9.4%	9.3%
Bachelor's Degree	21.5%	21.9%	17.1%
Graduate or Professional Degree	10.3%	10.6%	11.0%

Source: U.S. Census Bureau 2013 – 2017 American Community Survey

*Source: U.S. Census Bureau (2010), Esri Forecasts for 2019



COMMUTING

An indication of this area's economic position relative to the surrounding region can be illustrated in travel time to work for residents. The following table further outlines the time residents, age 16 and older, spend traveling to their place of employment, as well as which places of work can be reached in that radius. Table 9 shows that the vast majority of residents in the Township have a place of employment within 24 minutes of their home. This data is consistent with the employment industry analysis concluding the high amount of industrial businesses located within the Township, employing many of its residents.

Table 9: Commuting Destinations, 2017

Travel Time to Work	Places of Work Within this Commute Radius	% of Population
Under 10 minutes	Holland Township/Zeeland/City of Holland	23.7%
10 to 24 minutes	Allendale/Saugatuck/Grandville	56.5%
25 to 44 minutes	Grand Rapids/Muskegon/Allegan	13.2%
45 to 59 minutes	Whitehall/Forest Hills/Plainwell	4.1%
Over 60 minutes	Kalamazoo/Lansing/Newaygo	2.4%
Total		100.0%

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Existing Land Use

Overview

Knowledge of current land uses allows the Township to consider the compatibility of new land uses and is a valuable tool when considering the day-to-day problems associated with land management and the delivery of key public services. The existing land use survey provides an inventory of land use within the community and is a key source of background information used in developing the Master Plan.

Table 10: Current Land Use

Current Land Use	Approximate Area (Acres)	% of Township
Agricultural	3,262	20.44%
Residential	5,828.70	36.52%
Residential – Vacant	890.9	5.58%
Religious	387.4	2.43%
Commercial	1,298.70	8.14%
Commercial – Vacant	385.5	2.42%
Industrial	1,871.40	11.72%
Industrial – Vacant	347.5	2.18%
Parks/Cemeteries/Open Space	879.7	5.51%
Educational	741	4.64%
Public – Federal, State, or Local	68.5	0.43%
TOTAL	15,961	100.00%

Residential

A vast majority of the current land uses in the Township are residential. The residential areas in the Township are typically categorized into low density (i.e. single-family homes), medium density (i.e. townhomes, duplexes, and condos), and high density (i.e. apartments and mobile homes). Being an urban fringe community, the residential areas in the Township are largely comprised of low density, or single-family homes. Many of the residential uses are concentrated on the west side of the Township (west of US-31) south of Quincy Street to the Township boundary. On the east side of the Township, many of the residential uses are located on both the north and south sides of Riley Street, and north of James Street. Additionally, residential pockets are located in the south side of the Township (south of I-196) surrounding 104th Avenue.

Commercial

Commercial sites are those that contain real estate intended for use by for-profit businesses, such as grocery stores, restaurants, and malls. Commercial uses in Holland Township are mostly concentrated along the US-31 Corridor from Riley Street to the Federal District neighborhood and along Lakewood Boulevard. Additionally, pockets of commercial uses exist along the north and south sides of Butternut Drive. Many of the popular commercial establishments in the Township include the Shops at West Shore, Nelis' Dutch Village, various big box stores, and numerous restaurants, retail stores, and grocery stores located on West Shore Drive.

Industrial

Holland Charter Township also includes an array of industrial uses, typically found on the northern portion of the Township located north of Riley Street on both the east and west sides of US-31. Given the close proximity to major highway corridors, this area is prime for industrial development. Additionally, these industrial businesses employ a large amount of Township residents. Pockets of industrial uses are also located along Lakewood Boulevard adjacent to the Riverfront.

Agricultural

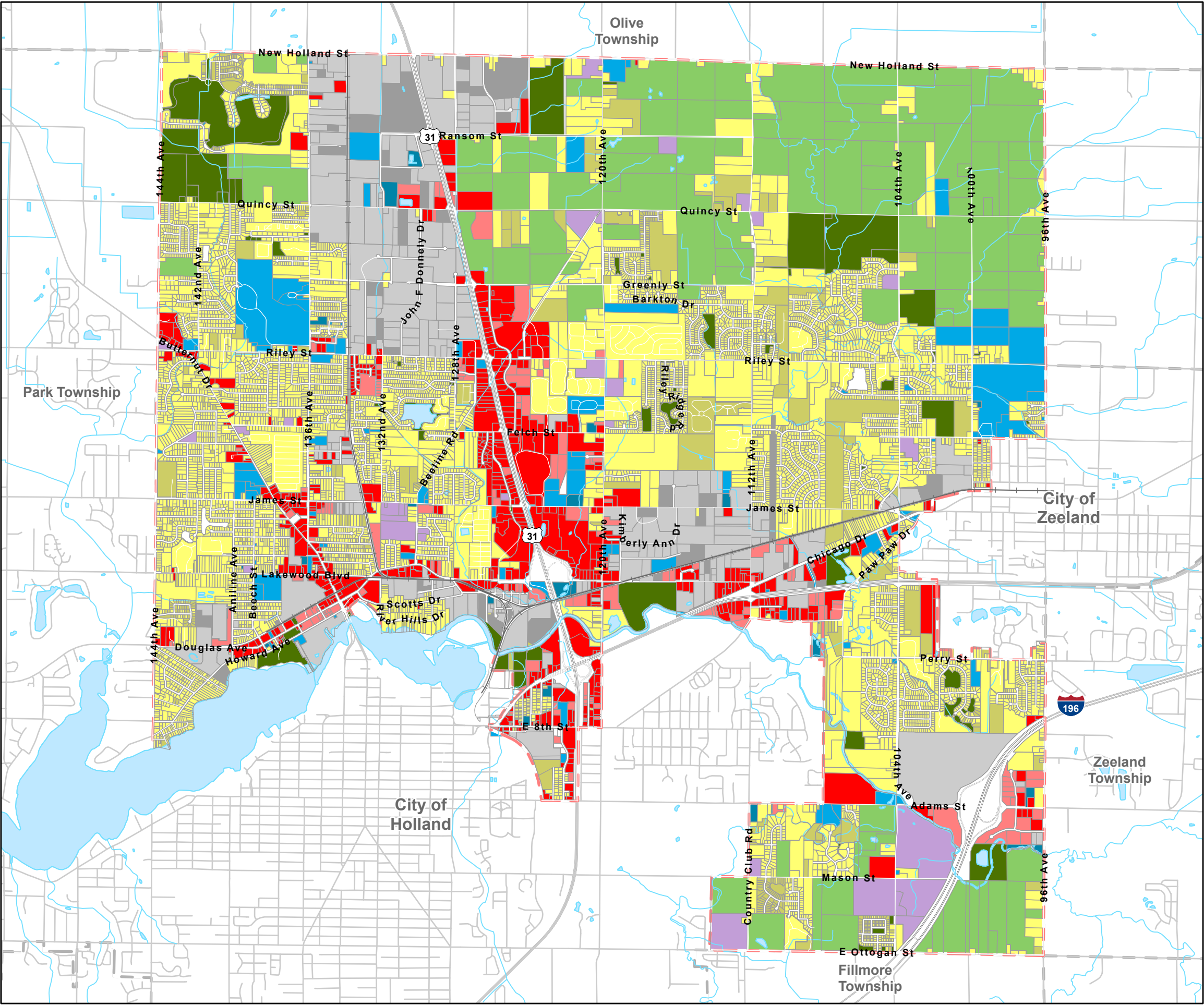
The northeast portion of the Township, from 96th Avenue to 120th Avenue is comprised of agricultural uses. This area has been identified as a prime spot for agricultural preservation as the Township continues to grow in population.

Parks and Recreation

One of the many assets in Holland Charter Township is the high-quality and well-maintained parkland. The Township has numerous public parks located throughout the Township. These parks include Helder Park, Quincy Park, Dunton Park, Beechwood Park, Brookwood Park, and Hawthorn Natural Area. The Township includes additional park amenities included in this expansive parkland such as dog parks, boat launches, bike paths, athletic fields, and more.

Public/Semi Public

Holland Charter Township also includes various public and private schools within its boundaries, as well as three school districts which include Holland Public Schools, West Ottawa Public Schools, and Zeeland Public Schools.



Existing Land Use

Charter Township of Holland, Ottawa County, MI

May 5, 2020

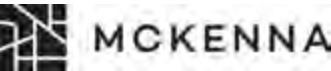
LEGEND

- Holland Charter Township Boundary
- Agricultural
- Residential
- Residential - Vacant
- Commercial
- Commercial - Vacant
- Industrial
- Industrial - Vacant
- Educational
- Public - Federal, State, or Local
- Religious
- Parks/Cemeteries/Open Space
- Railroads
- Rivers, Lakes, Streams, Drains
- Other Municipal Boundaries

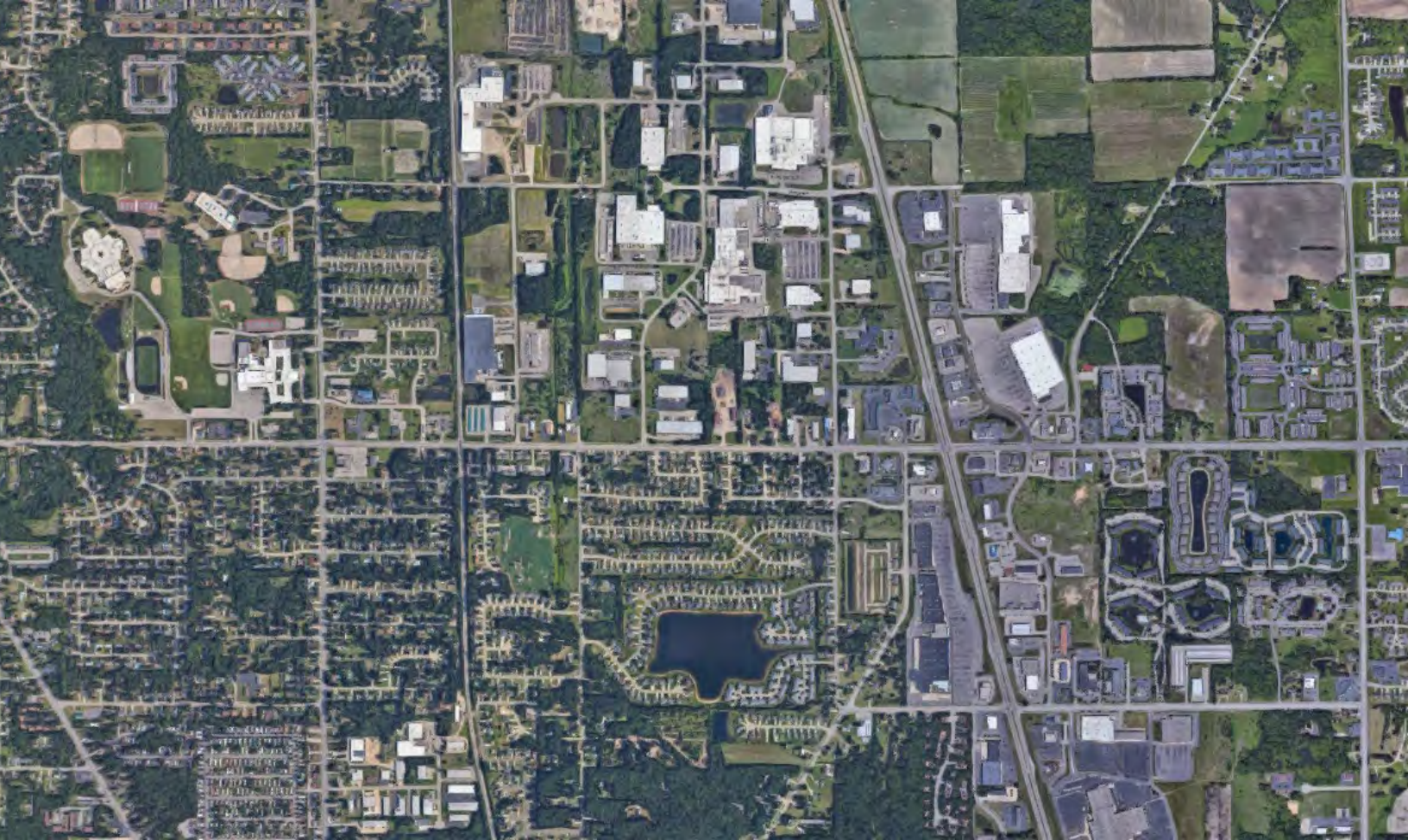
0 500 1,000
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Basemap Source: Michigan Center for Geographic Information, Version 17a.
Data Source: Holland Charter Township 2020. McKenna 2020.



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Township Framework

Covering just under 36 square miles, Holland Charter Township is a large jurisdiction where several different types of land uses co-exist. While majority of the land uses are utilized for residential purposes, the Township boasts a substantial number of successful industrial businesses as well as several significant regional commercial and railroad corridors. Additionally, the Township has made it a priority to offer an extensive network of bike paths that is continually expanding.

A significant element in the Holland Charter Township Unified Vision Plan is the development of the Future Land Use Plan. The purpose of a Future Land Use Plan is to help shape the future fabric of a community by designating certain land uses in specific areas. This process is typically used to assist a municipality in future zoning decisions, zoning ordinance development and/or amendments, decisions on future developments, and more.

Because Holland Charter Township is a large community with vastly different land use types and needs, the first step in the future land use planning process is determining which areas of the Township should stay the same, if an area should change, and how these areas should be changed.



As a result, a Township Framework map was created. The Township Framework map assigns a future action to each and every parcel in the Township through an in-depth analysis of existing land uses, existing physical conditions, parcel vacancies, and other factors. These actions were then later analyzed further and assigned to various Future Land Use designations.

For context, the Township Framework categories can be described as:

PRESERVE

These are the parcels within Holland Charter Township that are planned to remain mostly the same for the foreseeable future. A major goal of the preserve category is to maintain the Township's rural character in appropriate areas, preserve active agricultural land, retain the Township's high-quality parkland, save successful industrial and commercial businesses, and sustain the Township's existing residential areas.

ENHANCE

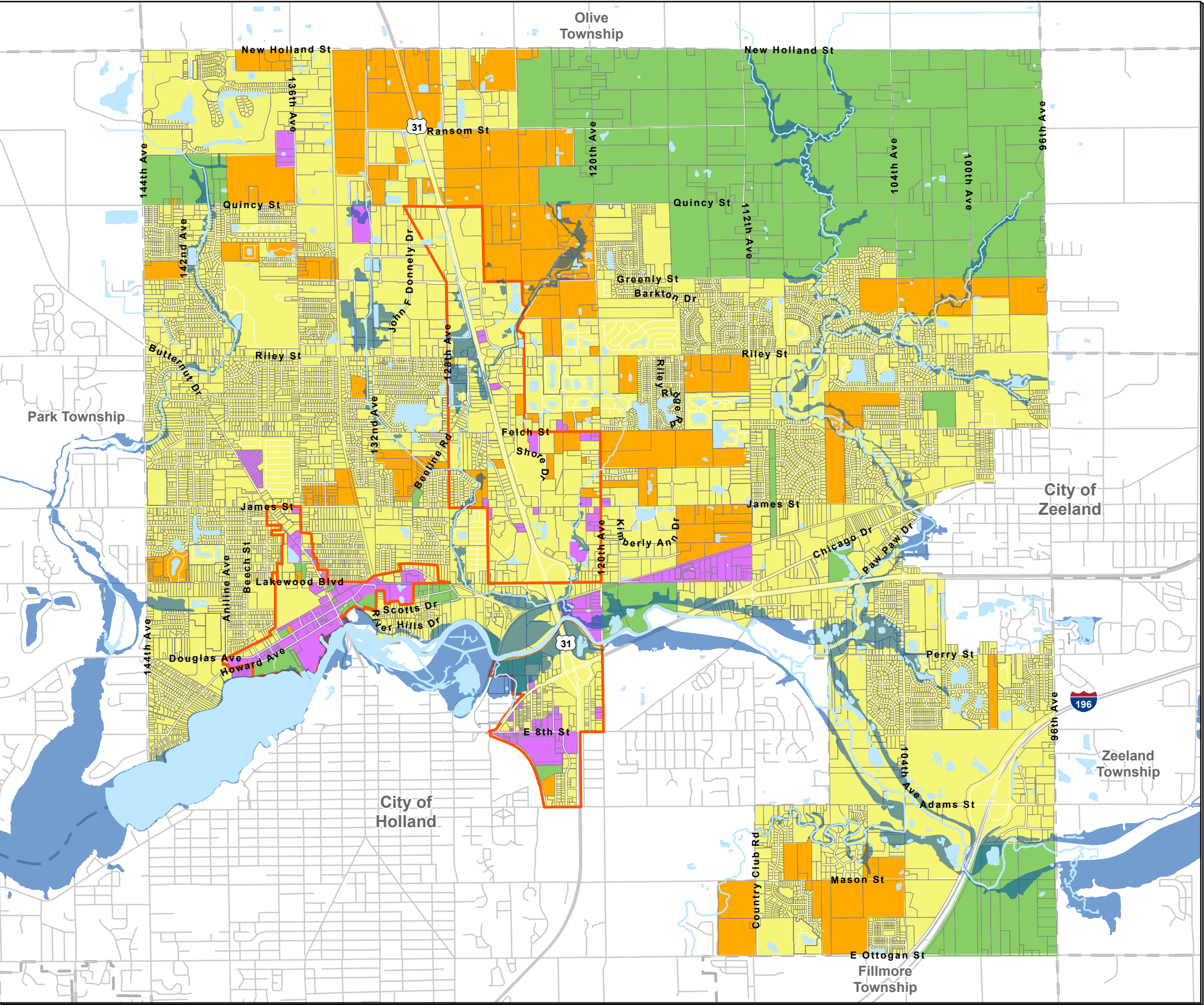
This Township Framework category was determined by analyzing the parcels within the Township that should remain generally the same in land use, but could benefit with some enhancements or improvements. For example, areas within the Township could be enhanced by improving street lighting, constructing sidewalks on both sides of the street, and by strengthening beautification elements. Additionally, many of the sub-area parcels within the Township have been identified as enhance for reasons such as reducing commercial vacancies, improving physical appearances, improving pedestrian conditions, improving traffic flow and safety, and creating landscaped corridors.

DEVELOP

Many large vacant parcels in the Township have been determined as develop. These parcels are prime locations for different types of future development such as residential, commercial, or mixed use.

REDEVELOP

Parcels that have been determined as redevelop are those that are typically in disrepair, blighted, in poor physical condition, or are no longer functional. Redevelop areas typically include vacant commercial and industrial properties and other priority sites. Those areas that have been determined as redevelop are prime for future developments such as live/work/play developments, additional housing options, future parkland opportunities, community hubs, and more.



Township Framework

Charter Township of Holland, Ottawa County, MI

July 16, 2020

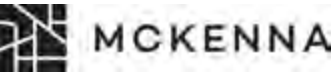
LEGEND

- Preserve
- Enhance
- Develop
- Redevelop
- Subarea Boundaries
- FEMA 100 Year Floodplain
- Rivers, Lakes, Streams, Drains
- Other Municipal Boundaries

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Basemap Source: Michigan Center for Geographic Information, Version 17a.
Data Source: Holland Charter Township 2020. McKenna 2020.



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Public Input Summary

The purpose of this document is to summarize the most frequent responses from the online community surveys as well as the several stakeholder workshops. The purpose of the public engagement activities was to assist with determining the goals, objectives, and implementation measures for the Holland Charter Township Comprehensive Plan, known as Holland Charter Township: A Unified Vision Plan.

An important component of the public engagement program for the Plan was the online survey. The survey was designed to take about 10 minutes for respondents to complete. Overall, the survey sought to gauge:

- The value residents receive from the services provided in the Township.
- If current planning and development priorities were on track.
- What should be the Township's future priorities.

Township-wide Survey and Stakeholder Workshop Summary

The Township received feedback from over 500 residents, business owners, and visitors.

AGRICULTURAL AND OPEN SPACE PRESERVATION

Preserving agricultural land and the rural character of the Township is a common theme throughout the survey results. This further exemplifies the Township's goal of agricultural preservation through the Unified Vision Plan process as well as moving forward into the Plan implementation stages.

When it comes to the redevelopment of vacant buildings and properties surrounded by development, a majority of survey respondents noted their support. However, when asked how they would feel about development of wooded areas/open space areas near their home or business, survey respondents were overwhelmingly opposed. This can indicate a need for the Township to target development in planned, or defined areas, and continue the effort to preserve open space areas.

PARKS AND TRAILS

Survey respondents are highly appreciative and satisfied with the bike path and park amenities in the Township, and would likely utilize more if offered. With this feedback, the Township should continue to plan its expansive bike network and well-maintained park system. However, respondents noted an overall lack of connectivity between neighborhoods, which can indicate the need for bike and pedestrian infrastructure when new residential developments are considered, or during redevelopment of commercial, residential, or industrial buildings/areas.

ECONOMIC DEVELOPMENT AND ENTERTAINMENT

The Township's geographic location adjacent to the Lakefront and Riverfront make it a prime place for vibrant and thriving commercial and residential activity. Survey respondents noted the geographic location of Holland Charter Township is a tremendous asset. When planning for future land uses, live/work/play options should be explored along waterfront areas where applicable.

Majority of the survey respondents noted their satisfaction for the appearance of existing shopping and retail centers in the Township. However, respondents noted that shopping centers can be enhanced by adding landscaping, filling vacant retail spaces, adding green spaces, and constructing sidewalks for enhanced pedestrian access. While majority of respondents feel that commercial areas are currently acceptable, efforts to enhance them would be welcomed.

A vast majority of survey respondents noted they would be supportive of the Township exploring opportunities to create a community hub, or Township identity. Many respondents noted their support for a community center for events, classes, and other activities, indoor recreation, and even a "downtown type" atmosphere with shopping and entertainment. If pursued, it is likely the Township would receive support from the community.

Of visual preferences, images with the most support include those with mixed use characteristics and live/work/play options. This data supports survey results in that residents would be generally supportive of the Township exploring opportunities for a community hub(s), creating a Township identity, and encouraging mixed use and entertainment developments.

TRANSPORTATION

Respondents noted an overall lack of sidewalk connectivity throughout the Township, and would likely walk to destinations more if the infrastructure was in place to make it feasible. During the Unified Vision Plan and implementation process, a need for sidewalk infrastructure and pedestrian crossings on both sides of major corridors and between residential developments should be considered in applicable areas to increase both pedestrian safety and connectivity throughout the Township.

When asked about roads and/or intersections that would be prime locations for public transit opportunities, a majority of survey respondents noted they do not think more public transit stops should be added. This can indicate that residents in the Township do not use public transit. However, the responses to this question show inconsistencies with responses from other survey questions regarding the need for public transit opportunities.

For transportation improvements in the Township, the most common response in the survey was “traffic calming devices.” This can indicate that speed limits, narrowing lanes, constructing roundabouts, and other measures can be explored in high volume areas. As per previous responses regarding public transit options, it can also be inferred that Township residents may not be aware of the benefits of public transit to the community, given that less cars on the roads can be a result, which contributes to traffic calming.

Of the questions regarding transportation improvements, Riley Street corridor was mentioned most frequently by survey respondents, in almost all enhancement categories. This can indicate the need to examine Riley Street for improvements where applicable. The Township can consider a corridor study, traffic study, or other measures to identify solutions and target challenging segments and/or intersections.

US-31 Survey and Stakeholder Workshop Summary (11/19/2019)

High traffic volumes and congestion along the US-31 Corridor affect safety perceptions on adjacent connector routes.

Overall, survey responses noted a near-even mix of safety perceptions along the US-31 Corridor. In general people feel that the Corridor is often too congested and traffic light timings could be improved—especially during peak traffic hours. Additionally, many survey respondents indicated a noticeable lack of beautification along this route.

Respondents recognize the overall convenience of the US-31 Corridor and appreciate the number of store options. However, as shopping trends shift, the area may experience a decrease in patrons due to the high volume of “big box stores” and chain restaurants leaving people feeling crowded and overwhelmed. As such, more unique shopping experiences such as local boutiques, breweries, and other businesses should be encouraged and explored along the US-31 Corridor.

Attendees noted they would like to see repurpose and reuse of vacant buildings in the US-31 Corridor as well as repurposing of underutilized parking lots.

Business owners in the US-31 Sub-area noted that high visibility along the Corridor is a strength of the area. However, attendees noted challenges with beautification along this route as well as signage restrictions.

Federal District Open House Summary (1/28/2020)

Business owners, commercial property owners, and residents noted one of the Federal District’s best assets is the accessibility and visibility from US-31, Chicago Drive, and 8th Street. However, stakeholders noted that these major roads can also be enhanced in multiple ways such as beautification efforts, more flexible sign regulations, and would like to see an increased mix of housing, industries and business.

Overall, residents who attended the Open House would like to see both preservation and enhancement of the neighborhoods by means of implementing sidewalks on both sides of the streets, enhanced street lighting, and enhanced maintenance and upkeep of outdoor spaces.

Business owners, commercial property owners, and residents noted a need for improvement of pedestrian and bicyclist safety in the Federal District. Specific improvements noted include sidewalks, bike lanes, and pedestrian crosswalks.

A key opportunity identified during the Open House includes strengthening and creating community spaces and/or community anchors in the Federal District. This can include establishing community parks on underutilized parking lots or vacant property and encouraging the use of existing community gathering spaces.

Area stakeholders also noted a need for improved transportation connectivity for both motorized and non-motorized users. The enhanced connectivity would increase the accessibility from the Federal District area to adjacent Downtown City of Holland and Zeeland.

Business owners in the Federal District noted that they would like to see a better mix of housing, businesses, and industry in the Sub-area.

North River/Beechwood Open House Summary (2/24/2020)

In total, 16 business owners, employees, and property owners attended the public open house.

Attendees noted the sub-area's lack of bike and pedestrian connectivity and equipment upgrades needed at Dutton Park. If enhanced, it is likely that residents and visitors in the greater Holland area would utilize Dutton Park more, especially for the unique amenities such as the public boat launch, picnic shelters, playground, and more.

In general, attendees also noted a lack of general pedestrian safety and connectivity throughout the entirety of the sub-area. The Township can consider policy to implement bike lanes, bike paths, or sidewalks on both sides of the street in this area.

Adding to transportation concerns, the frequent curves, high volumes of traffic, low visibility and high speeds in the sub-area, such as along N. River Avenue and Douglas Avenue, can make for unsafe driving conditions—especially during peak hours. The Township can consider conducting a corridor study, or explore traffic calming opportunities along these corridors where appropriate. Additionally, attendees suggested the Township enhance transportation amenities for people traveling to the area seasonally.

Attendees also expressed a desire for more gateways into the Township to create a unique character and to develop a Township identity, but also remain within close regional ties to neighboring City of Holland and City of Zeeland. In addition, attendees also noted a need for decorative street lighting, banners, and other beautification and placemaking elements.

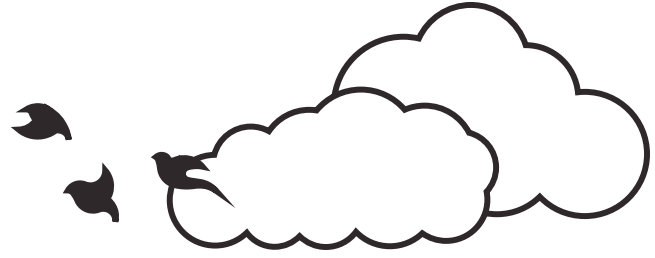
It was also noted that the Township should explore opportunities to create a civic center, community hub, or community center to host Community events. This could assist with developing a Township identity, and increase quality of life.

Attendees noted a need for updating and enhancing the "Unity Bridge," the connection between Holland Charter Township and the City of Holland over the Macatawa River to create a cohesive and seamless means to get from the south side of Holland to the north side.

Attendees also noted a large amount of storefront vacancies in the N. River/Beechwood Sub-area. The Township can consider opportunities to fill, or repurpose vacant storefronts. In addition to the storefront vacancies, many N. River/Beechwood Sub-area buildings are in need of upgrades and/or redevelopment to enhance appearances and safety.

The Township can consider opportunities to utilize the Riverfront in various ways for community entertainment and live/work/play environments.

08



2025 HOUSING ANALYSIS

2025 Update

Introduction

Purpose

The purpose of this study is to examine the demand for housing units in the Greater Holland Area, with particular focus on Holland Charter Township, in order to inform the Township's housing policies moving forward. This study includes a detailed analysis of housing market data from the US Census, ESRI, and other sources. The conclusions of this study are designed to initiate policy discussions with Township officials and stakeholders, especially related to zoning decisions and other interpretations of the 2020 Comprehensive Plan.

Summary of Analyses

This study features several areas of analysis:

- Analysis of the underlying demographic trends that impact the housing market, including population projections
- Analysis of the overall supply and demand for housing, including a breakdown of "For Sale" vs "For Rent" units
- Projection of the population to 2030 and 2040, with accompanying projections of long-term housing trends
- A build-out analysis of the 2020 Comprehensive Plan, to understand how fast the housing build-out envisioned in that plan should occur in order to keep pace with market demand.

Scope and Limitations

This report is based on estimates, assumptions, and other information developed from market research and knowledge of the industry. Sources of information and the basis of estimates are stated in the report.

The conclusions of this report rely on standards set by national organizations and data derived from outside market research organizations. Additionally, they are based on the assumptions stated in this report. The conclusions and supporting data in this report are subject to change based on evolving market conditions. This report is intended to quantify the market for new housing development and is not intended to be used as a financial projection.

Data Sources

Data for this report comes from the following sources, which are cited where appropriate:

- US Census
 - » 2010 Decennial Headcount
 - » 2019 American Community Survey
 - » 2020 Decennial Headcount
 - » 2023 American Community Survey
- ESRI Business Analyst
- Michigan High School Athletic Association (School Enrollment)
- National Association of Realtors
- Redfin

Cohort-Component Population Projection

In order to project the population in the future, McKenna used a Cohort-Component Population Projection. Cohort-Component Population Projections are developed using the following methodology.

The population is divided into ten-year age cohorts, using US Census data. At each ten-year interval, individual age cohorts are moved up the ladder. For instance, the group that was 30-40 years old in 2010 became the 40-50-year olds in 2020, minus those who die during that time frame based on the mortality rate for their age group. For the 81+ age cohort, the number not projected to die during the ten-year period in question was carried over to the next decade. In order to calculate the number of people aged 0-10, the population of women of childbearing age was calculated and a 10-year birthrate per thousand (from the Michigan Department of Community Health) applied to give the number of births.

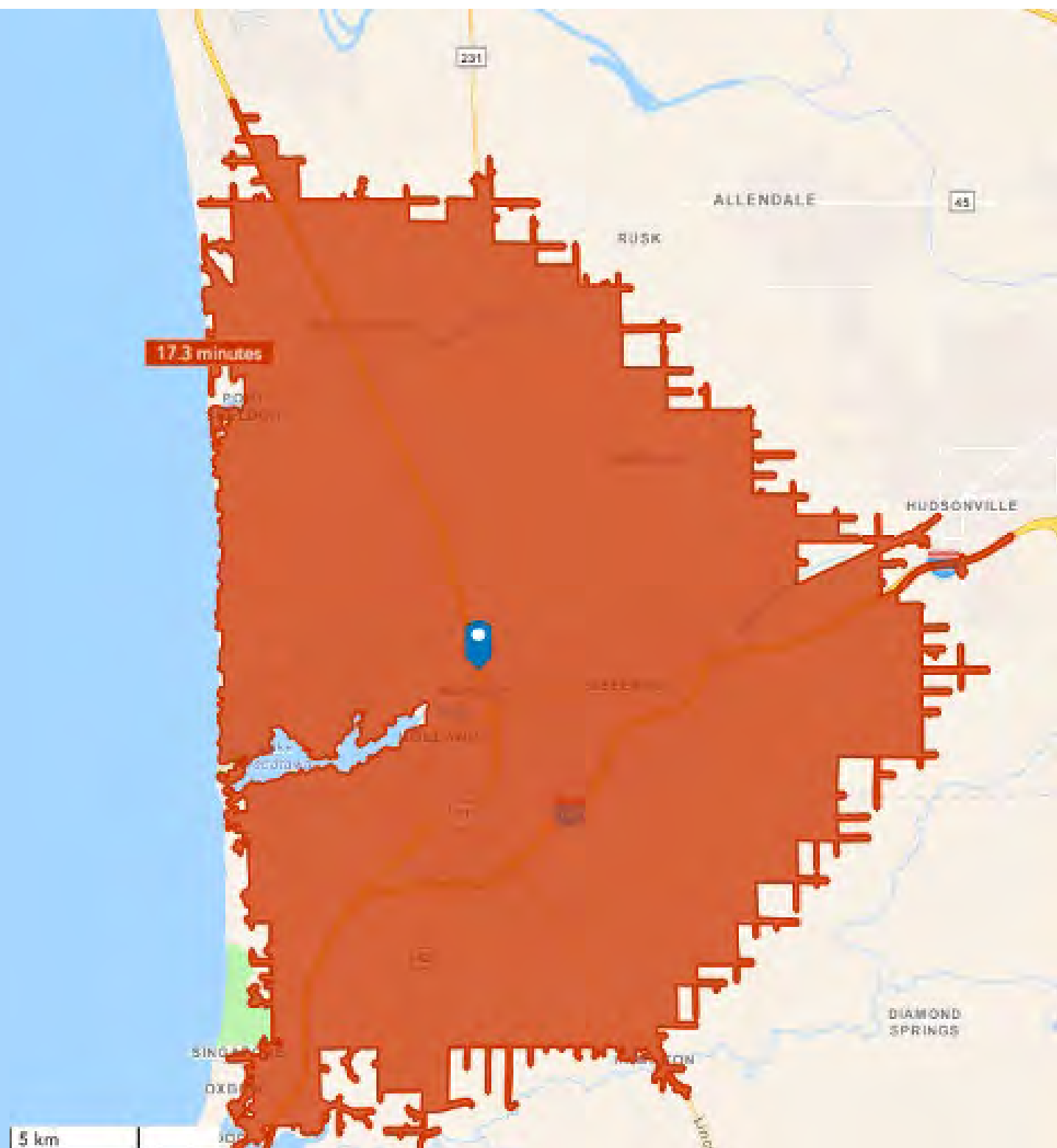
Trade Area

Markets do not stop at municipal borders. When households seek housing in the Holland Charter Township area, they do not look solely within Holland Charter Township, or any other specific community. Thus, the geographic extent of the housing market is more realistically the area where someone can live and comfortably commute into Holland Charter Township. To estimate this area, McKenna used the average commute time in the Township (17.3 minutes) and mapped the area where a commuter could reach the intersection of US-31 and James Street in that amount of time.

The resulting Trade Area is shown on the map below. The Trade Area incorporates the entire Greater Holland region, reaching as far north as Grand Haven, as far east as Hudsonville, and as far south as Saugatuck.

Note: When the Trade Area was determined in ESRI Business Analyst in 2025, the 17.3 minute drive time covered a slightly smaller area than when the same area was analyzed in 2021, perhaps because of increases in traffic congestion. This has resulted in a smaller population within the Trade Area than in the 2021 version of this report.





2025 Ottawa County Housing Study

In 2025, Housing Next completed an updated Housing Study for the entirety of Ottawa County. The Study's conclusions, as they pertain to Holland Charter Township, were:

- **Over 5,700 housing units were built in Ottawa County between 2021 and 2025.** As noted later in this report, 790 (13.8%) of those were built in Holland Charter Township. The Township contains 12.7% of the County's housing units, so its share of new housing is roughly proportionate.
- **Ottawa County faces a shortage of 16,464 housing units.** This analysis indicates that Holland Charter Township is slightly ahead of its current housing demand (there are 15,161 housing units compared to an estimated demand of 14,955), but if current in-migration trends continue, that "cushion" will disappear. Undersupply of housing in other communities in the County could contribute to in-migration to Holland Charter Township.
- **The unmet housing demand in Ottawa County is approximately 74% for homeownership and 26% for rentals.** Holland Charter Township's demand for rental housing is slightly lower, at approximately 23%.
- **There is a bulge in the middle of the affordability scale.** Most units constructed in the past five years have been priced to be affordable to households who are just above or just below the County's median income. This is also true for the Township. The lack of "luxury" housing has the effect higher income households living in homes that middle income households could afford – but those homes are not available. Meanwhile, at the bottom of the income scale, there is very limited housing available at an attainable price.
- **The County Housing Study recommends reducing lot sizes and widths.** The Study states that this will allow the creation of more single family homes, which will help fill the ownership gap and incentivize developers to build new neighborhoods. However, the Build Out Analysis for the Township in Chapter 9 indicates that Holland Charter Township has over 1,100 acres of land planned for single family homes at a density of 5 dwelling units per acre. That would allow the construction of over 4,400 new homes (even when accounting for land set aside for infrastructure and open space), which is over 30% the current demand for owner-occupied units in the County. That indicates that Holland Charter Township can stay the course with its planned density for the land planned for housing on the Future Land Use Map.

Key Takeaways

Because this study was conducted in order to inform policy decisions by the Township Board and Planning Commission, the conclusions based on the data are presented as “key takeaways” designed to demonstrate the most impactful results of the analysis. With zoning, planning, and other housing policies, the Township and stakeholders should consider the following issues, opportunities, and characteristics of the housing market, in order to develop goals and actions. In doing so, the Planning Commission and Township Board will be able to specifically address the challenges facing Holland Charter Township’s neighborhoods, while also leveraging the opportunities presented by the housing market.

Housing Demand is Growing – Especially for Homeownership

The population growth experienced by Ottawa County and Holland Charter Township in recent decades is projected to continue – and even increase in speed - based on McKenna’s cohort-component population projection (See Sections 3.C and 6.B). The region is anticipated to continue to attract in-migration, but population growth will also come from new children being born to the large cohort of people of childbearing age. Although birth rates are projected to continue to be lower than they were in the last half of the 20th century, the Township has a high proportion of residents in their 20s and 30s – meaning more children are expected in the coming years.

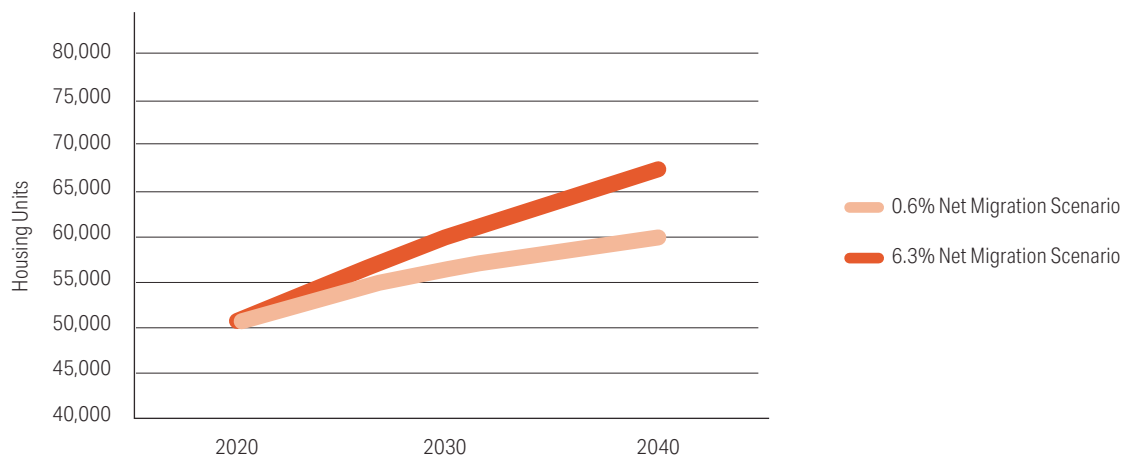
That age dynamic will also contribute to demand for homeownership growing faster than demand for rental housing. As the large Millennial generation (currently approximately 25-40 years old) ages into prime homeownership years, they will seek homes for sale to live in long-term. Rental demand will also increase along with population increase, but, due to the lower birth rate in recent decades, younger generations are smaller than the Millennial generation, and the proportion of young adults in prime rental age will decrease over the next year.

In-Migration has Increased Since 2020

Based on the calculations in this analysis, the Trade Area has attracted new residents at a much faster rate since 2020 than in the years before that. The net migration rate was just +0.6% from 2010 to 2020, reflecting the tough economic times of the Great Recession early in that decade. But from 2020 to 2023, the net migration rate was +6.3%, reflecting the sudden popularity of communities like Ottawa County following the Covid-19 pandemic. The County offers high quality of life and beautiful natural features, and attracted new residents who could work remotely (or commute infrequently) for companies in Grand Rapids, Kalamazoo, or as far away as Chicago.

It is not clear which trend – if either – will hold true for the years 2025-2040. Therefore, this analysis includes both the 0.6% and 6.3% net migration scenarios.

Figure 6: Projected Housing Demand, Trade Area, 2020-2040



The Pace of Housing Growth in the Township Could Start to Lag Behind Demand

Holland Charter Township has experienced rapid growth in housing supply in recent years. During the period from 2019 to 2024, the Township has averaged 245 new housing units per year. That rate of housing growth has not been seen since before the Great Recession.

The rapid housing growth has put pressure on infrastructure, public services, and agricultural preservation. But it is only slightly faster than the projected growth in demand for housing. According to the analysis in this report, population growth will result in a **demand for between 3,100 and 5,400 new housing units before 2040**. If the current growth rate continues, 3,920 new housing units will be built – higher than demand under the lower migration scenario, but insufficient under the higher scenario.

Housing construction between 2020 and 2024 has kept pace with demand. As of this analysis, there are 15,161 housing units in the Township, compared to an estimated demand for 14,995 housing units. But accelerating growth could eat up that cushion.

The Comprehensive Plan Envisions Sufficient Housing for the Next 15 Years

Based on the analysis in Section 7, the 2020 Holland Charter Township "Unified Vision" Comprehensive Plan has designated 1,461 acres for new housing on the Future Land Use Map. Given the envisioned maximum densities on those planned parcels, the Plan envisions a **"capacity" of just over 24,000 housing units** in the Township. Projected total housing demand in 2030 is 17,000-18,000 housing units (nearly 2,000-3,000 more than currently exist in the Township), and projected housing demand in 2040 is over 20,000 housing units (5,000 more than currently exist in the Township). Therefore, there is sufficient planned land, and planned density, to accommodate projected demand.

Of the new housing needed over the next 15 years, approximately 80% of the demand will be for owner-occupied units. The Comprehensive Plan allows for the construction of over 4,000 new single family homes, plus additional housing units that could easily be homeownership model, such as townhouses and condominiums. Therefore, the Comprehensive Plan adequately addresses the need for homeownership in newly constructed housing.

That said, there is also a gap in the market for smaller units (1-2 bedrooms). There are 8,179 single person or two person households, and 5,507 studio, one, or two bedroom units. While some single or two person households may be interested in larger units, there is likely a market for new units with one or two bedrooms. Small units do not necessarily imply rentals, meaning the takeaways about homeownership and smaller units are not contradictory. But both should be taken into account by the Planning Commission when evaluating housing developments.



General Demographics Characteristics

Population trend

The Table below shows the total population in the Holland Charter Township, and the overall Trade Area, for the 2010 and 2020 Census headcounts. Overall, the Holland Charter Township and the Trade Area experienced population growth, though the Township did not grow as quickly as other communities within the Trade Area.

Table 11: Trade Area Population Trend

	2000	2010	2020	2023	Population Change 2010-2023 (%)
Holland Charter Township	28,614	35,636	38,276	39,140	+9.8%
Rest of Trade Area	N/A	88,671	95,592	99,118	+11.7%
Total Trade Area	N/A	124,307	133,768	138,258	+11.2%

Source: US Census (Decennial Headcount for 2000, 2010 and 2020, American Community Survey for 2023). Data for 2000 is not available for the Trade Area.

The overall population increase indicates a growing demand for housing, though population growth does not always translate to housing growth on a “1 to 1” basis. The specific characteristics of the people moving into the Holland region – their age, family size, income, and other factors – determine exactly how much housing, and what type of housing, is needed.

Age Breakdown

The age breakdown of an area indicates varying needs of a community, such as schools and school enrollment, parks, housing options, community services, public transit, entertainment options, and more. The Table below describes the age group breakdown of the Township in 2023, rest of the Trade Area in 2024, and the total Trade Area.

As shown below, the age group with the highest percentage of the total population in the Township is 10-19 years old, followed by 25-34-year-olds and 35-44-year-olds. Those three age ranges represent two different kinds of households. The 25-34-year-olds are young adults in their first or second independent housing units. They are more likely to be renters and are looking for attainably-priced housing. The second two age groups frequently reside in the same household 35-44-year-old parents with teenaged children. These households are much more established financially, and more likely to be homeowners.

Table 12: Age

	0-9	10-19	20-24	25-34	35-44	45-54	55-64	65-74	75-84	85+
Holland Charter Township	11.1%	16.0%	7.0%	14.3%	14.0%	12.1%	12.2%	7.9%	4.3%	1.1%
Total Trade Area	12.3%	13.6%	7.1%	12.8%	12.5%	11.3%	12.2%	10.1%	5.9%	2.3%

Source: US Census American Community Survey 2023, ESRI Business Analyst 2024



Population Projection

In order to project the population in the future, McKenna used a Cohort-Component Population Projection. Cohort-Component Population Projections are developed using the following methodology:

Cohort-Component: The population is divided into ten-year age cohorts, using US Census data. At each ten-year interval, individual age cohorts are moved up the ladder. For instance, the group that was 30-40 years old in 2010 became the 40-50-year-olds in 2020, minus those who die during that time frame based on the mortality rate for their age group. For the 81+ age cohort, the number not projected to die during the ten-year period in question was carried over to the next decade. In order to calculate the number of people aged 0-10, the population of women of childbearing age was calculated and a 10-year birthrate per thousand (from the Michigan Department of Community Health) applied to give the number of births.

Net Migration Calculation: To account for anticipated in-migration, the population projection also includes a net migration factor. The net migration factor was calculated by running a Cohort-Component Analysis from 2010 to 2020 and comparing the results to the actual 2020 population data. The Cohort-Component Analysis predicted a Trade Area population of 132,965 people, compared to an actual population of 133,768. Therefore, the analysis estimates a net gain of 803 new people in the trade area, with the rest of the population increase coming from births outnumbering deaths. 803 new people represents a **+0.6% net migration rate**. This rate was added to the population projection in order to include in-migration as a source of new population gain.

The results of the population projection are shown below:

Table 13: Trade Area Population Projection – 0.6% In-Migration Rate

	2030 (Projected)	2040 (Projected)
Holland Charter Township	42,727	45,871
Rest of Trade Area	102,216	107,129
Total Trade Area	139,732	149,580

Source: US Census, McKenna Calculation

POST-2020 MIGRATION

From 2020 to 2023, the Trade Area gained 4,490 residents, an increase of 1,122 residents per year. That puts the Trade Area on a linear pace for a population of 156,218 residents in 2040, well above the Cohort-Component Analysis projection. **This suggests a higher migration rate should be applied.**

The Trade Area's current growth rate suggests an in-migration rate of +6.3%. The rapid increase in growth compared to the 2010-2020 period may suggest better economic conditions in 2021-23 (at least compared to the 2010-12 Great Recession and the 2020 Covid Recession), as well as changing preferences in the wake of Covid pandemic which resulted in migration out of large cities to places with beautiful natural features and a slower "pace of life" such as Ottawa County. **Because it is not clear whether that growth rate will continue, this analysis includes both the 0.6% scenario and the 6.3% scenario.**

Table 14: Trade Area Population Projection – 6.3% In-Migration Rate

	2030 (Projected)	2040 (Projected)
Holland Charter Township	44,702	50,249
Rest of Trade Area	106,999	117,422
Total Trade Area	146,247	163,944

Source: US Census, McKenna Calculation

2000-2010 MIGRATION

For comparison purposes, the Township's population in 2000 was 28,614. Based on the Cohort-Component Projection, with no migration in or out, the population in 2010 would have been 32,815. The actual 2010 Census population was 35,636, suggesting a migration rate of **+8.6%**. That rate is not used in a projection because the market and demographics of the 2000s were very different. But it shows the high growth and in-migration has been experienced in Holland Charter Township in the past.

Data is not available for the Trade Area for the year 2000.

Households Trend

As defined by the US Census, a household refers to all the people who occupy a single housing unit, regardless of their relationship to one another. In the Trade Area, the average household size has decreased from 2.69 people in 2010 to 2.62 people in 2024. Many communities in Michigan have been experiencing declining household sizes over the course of the last 10 years due to a declining birth rate and a larger portion “empty nesters.” But the decline in the Holland region has been less dramatic, due to young families attracted to the region for its high quality of life.

Table 15: Number of Households – 0.6% In-Migration Rate

	2010	2020	2030 (Projected)	2040 (Projected)
Holland Charter Township	12,188	13,723	17,119	18,170
Rest of Trade Area	32,408	35,383	39,363	41,754
Total Trade Area	44,596	49,106	56,481	59,924

Source: US Census, McKenna Calculation

Table 16: Number of Households – 6.3% In-Migration Rate

	2010	2020	2030 (Projected)	2040 (Projected)
Holland Charter Township	12,188	13,723	18,130	20,376
Rest of Trade Area	32,408	35,383	41,705	48,836
Total Trade Area	44,596	49,106	59,835	67,212

Source: US Census, McKenna Calculation

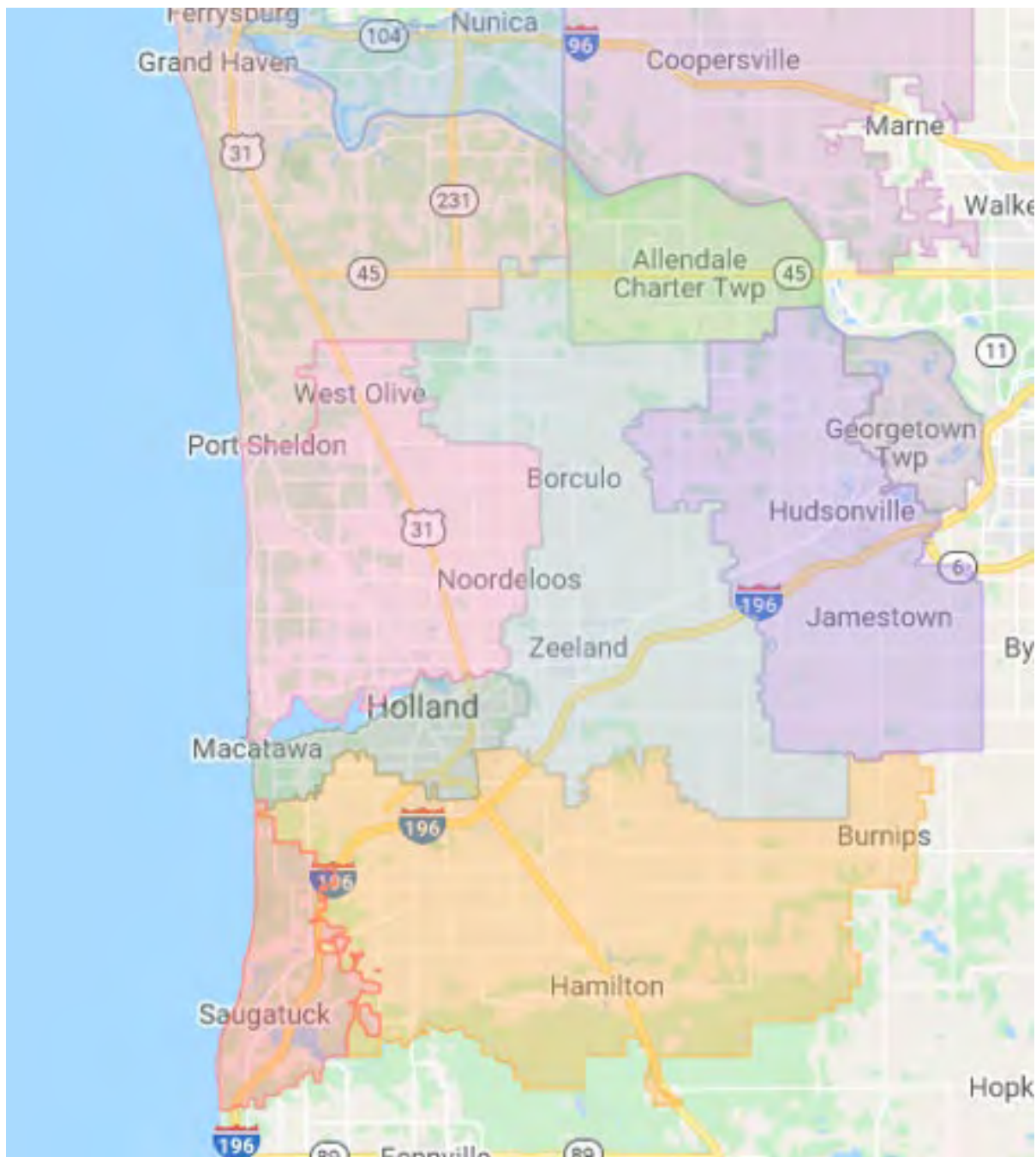


School Districts

Another significant element to consider when analyzing general demographic data is examining local school enrollment trends. School enrollment data helps show trends in population changes (spikes and declines), education level attainment and dropout rates, age gaps, migration, reasons why people may want to move to or from census tracts, and more. School enrollment data can also give indications of the desirability of specific locations within the Trade Area, as school quality is a significant factor that is considered when people are selecting homes to rent or purchase.

The Trade Area includes the following school districts. Those that draw from Holland Charter Township are in **bold**.

- **Holland Public Schools**
- **West Ottawa Public Schools**
- **Zeeland Public Schools**
- Hamilton Public Schools
- Grand Haven Public Schools
- Saugatuck Public Schools



- | | | |
|----------------------------------|----------------------------|----------------------------|
| Ottawa Area ISD Facilities | Hamilton Community Schools | Saugatuck Public Schools |
| Allendale Public Schools | Holland Public Schools | Spring Lake Public Schools |
| Coopersville Area Public Schools | Hudsonville Public Schools | West Ottawa Public Schools |
| Grand Haven Area Public Schools | Jenison Public Schools | Zeeland Public Schools |

Table 17: High School Enrollment, 2011-2024

School District	2011	2021	2024
Holland	1,100	1,010	931
West Ottawa	2,260	2,124	2,211
Zeeland	1,811	1,971	1,963
East High School	1,070	934	977
West High School	741	1,037	986
Hamilton	804	772	764
Grand Haven	1,836	1,944	1,867
Saugatuck	250	263	252
Private/Charter High Schools	1,201	947	995
Holland Christian	815	643	647
Black River	308	273	306
Calvary	78	31	42

Source: Michigan High School Athletic Association

Notably, despite the increasing population, high school enrollment has declined in several of the trade area's districts. This is part of a larger trend of decreasing birth rates, and national projections show the decrease worsening through the 2020s before stabilizing in the early 2030s. The Great Recession of 2008-2011 caused a "baby bust" that is currently working its way through school districts and will soon reach high schools. Following that decline, however, are the children of the large Millennial generation. Though Millennials have a lower birth rate than previous generations, their sheer numbers will cause the number of children to recover. This is demonstrated in the results of the cohort-component analysis earlier in this report. According to the Detroit News, the number of K-12 students in Michigan has dropped from 1.5 million almost a decade ago to under 1.4 million today, a total loss of 131,482 students, 9%.

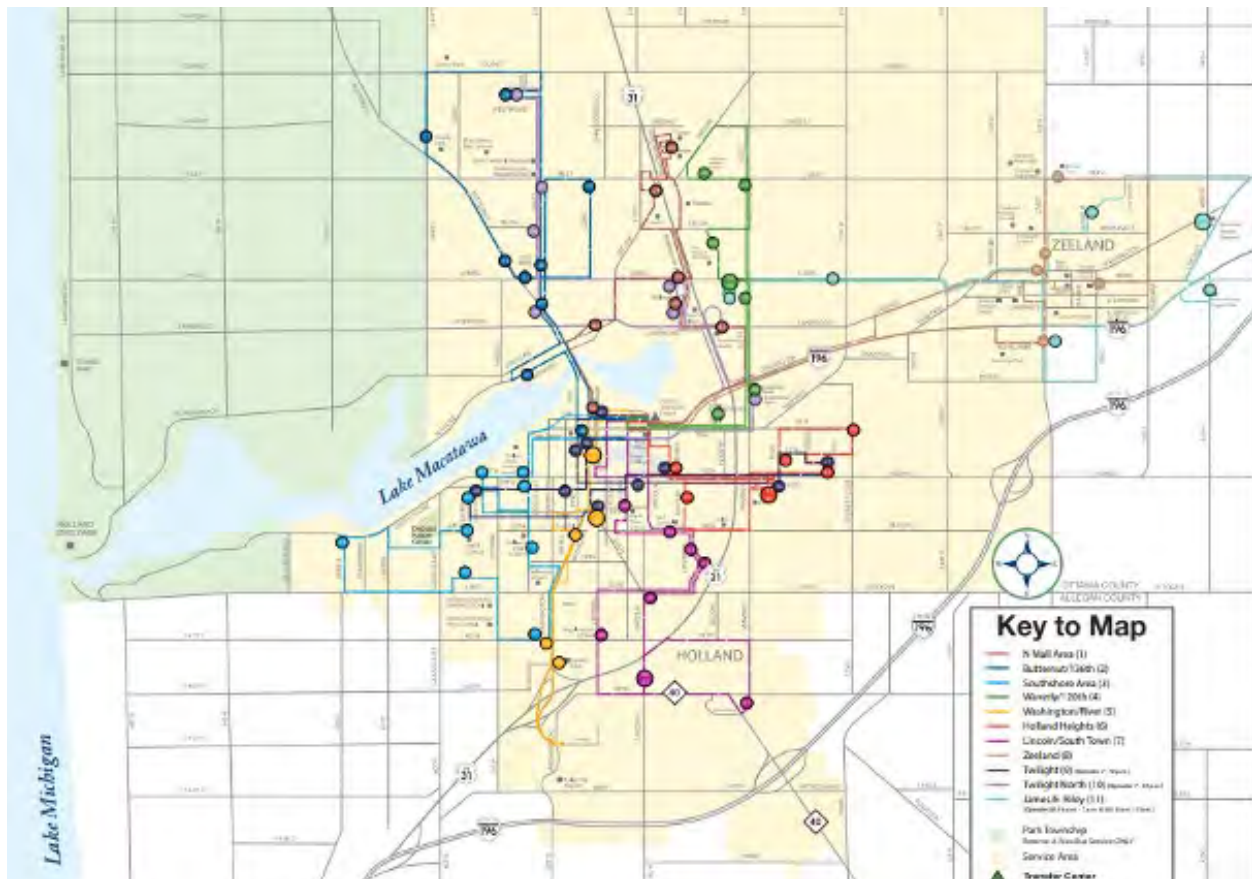
Another possible reason for the decline in traditional school enrollment is an increase in homeschooling and virtual schooling in the wake of the Covid-19 pandemic. With many schools closed to in-person learning during the 2020-21 school year, a number of parents opted for non-traditional educational opportunities, which has carried over into the following school years. According to the Detroit News, public schools have lost more than 70,600 students state-wide since the Coronavirus whereas enrollment in nonpublic schools grew last school year by 11%.

Public Transit

The availability of public transit is a driver of housing choice, especially for those who, for financial, physical, or cultural reasons, prefer not to drive.

In the Trade Area, the primary public transit organization is known as the Macatawa Area Express, or MAX. MAX has 11 bus routes in the Trade Area, originating in Downtown Holland and providing service to surrounding communities, including Holland Charter Township. The majority of the routes provide transportation to grocery stores, retail centers and shopping malls, County buildings, restaurants, and some recreational/entertainment establishments. More importantly for this study, they also provide service to a wide range of housing option.

Notably, MAX fixed route service is available in the Cities of Holland Zeeland, and Holland Charter Township. "Reserve-a-Max" service (dial-a-ride) is available in Park Township. The Grand Haven area has Harbor Transit Service, but there is no public transit service between Grand Haven and Holland. There is also no commuter service to Grand Rapids, though a "bus rapid transit" route is under discussion. All of this means that Holland Charter Township is uniquely positioned to be attractive to transit riders compared to other communities in the Trade Area, especially the outlying/rural communities.



Income

Understanding and analyzing economic trends is an imperative component to the Housing Study. Past, current, and future economic trends can shed light onto the housing climate in that how many individuals may be purchasing homes, number and demand for rental units, number and demand for affordable housing developments, how many people commute to the Trade Area for work, median area incomes, and more.

The impact of the Covid-19 pandemic and its aftermath are not fully reflected in the data available at the time this report was compiled. Qualitative descriptions of potential impacts are included where appropriate but are based on anecdotal evidence for the most part.

The Tables below describe the median household income (in 2025 dollars) and the household income by census tract in the Trade Area. As Table 8 below notes, when inflation is taken into account, household incomes have not changed significantly since 2010. The 2023 median income in the State of Michigan was \$75,885 (in 2025 dollars), per the US Census, so the Township and Trade Area have slightly higher median incomes than the median community or region in Michigan.

Table 18: Median Household Income (2025 Dollars)

	2010	2019	2023
Holland Charter Township	\$77,564	\$78,050	\$85,739
Total Trade Area	\$80,486	\$81,414	\$87,488

Source: US Census, ESRI



Jobs and Commute Time

The Tables below describe job commute times, employment sectors by industry, and commuting destinations (inbound and outbound) in the Township, rest of the Trade Area, and the total Trade Area. This information specifically indicates how long residents drive to and from work, most common areas of employment and living, and what jobs people are working in the Trade Area.

The average commute time in the Holland Charter Township is just over 17 minutes, which is below the State average of 24.4 minutes. Short commute times are a contributor to high quality of life and make communities desirable, especially in the wake of the Covid-19 pandemic, when many workers are seeking better work-life balance.

The Tables below note the top ten commuting destinations in the Township, both inbound and outbound. This data provides information on where residents commonly work and where workers commonly live. While Holland Charter Township is the most common work location for Township residents, nearly 80% of Holland Charter Township residents commute outside of the Township for work – and over 83% of workers in the Township live outside the Township limits.

Table 19: Top Ten Commuting Destinations for Holland Charter Township Residents

	Commuting Destination from Holland Twp	Number	Percentage
1	City of Holland	2,461	9.5%
2	City of Grand Rapids	978	3.8%
3	City of Wyoming	596	2.3%
4	City of Zeeland	484	1.9%
5	Beechwood CDP	352	1.4%
6	City of Muskegon	344	1.3%
7	Allendale CDP	310	1.2%
8	City of Norton Shores	235	0.9%
9	City of Grand Haven	207	0.8%
10	Jenison CDP	204	0.8%
	Other	19,626	76.1%

Source: US Census

Table 20: Top Ten Home Communities for People Who Work in Holland Charter Township

	Home Communities from Holland Twp	Number	Percentage
1	Holland Charter Township	4,326	16.6%
2	City of Holland (Ottawa County Portion)	2,111	8.1%
3	Park Township	1,892	7.3%
4	City of Grand Rapids	836	3.2%
5	Zeeland Charter Township	749	2.9%
6	Georgetown Charter Township	703	2.7%
7	City of Holland (Allegan County Portion)	567	2.2%
8	City of Wyoming	563	2.2%
9	Olive Township	505	1.9%
10	Grand Haven Charter Township	470	1.8%
	Other	13,318	51.1%

Source: US Census

Existing Housing Supply Analysis

Housing Supply

Holland Charter Township contains approximately 27% of the Trade Area's housing stock. It is a fast-growing housing market, adding 1,731 new housing units between 2010 and 2025 (a 19% increase), with 764 of those being built between 2022 and 2024. 26 units were completed in the first half of 2025, with an additional 239 slated for completion by the end of 2025 for an annual total of 265. The pace of housing growth in the Trade Area has been even faster – a nearly 18% increase since 2010.

The growth of the housing stock in both the Township and Trade Area has been faster than the growth in population (See Section 3.A). For detailed discussion on why housing demand grows faster than population, see Chapter 8.

Table 21: Housing Growth, 2000-2023

	Number of Housing Units, 2000	Number of Housing Units, 2010	Number of Housing Units, 2020	Number of Housing Units, 2023	Housing Unit Growth, 2010-2023
Holland Charter Township	10,309	13,447	14,397	15,161 (15,729 in 2025)	+12.7%
Total Trade Area	N/A	46,791	52,574	55,042	+17.6%

Source: US Census, ESRI, Township Building Permit Data. 2000 and 2025 Data Not Available for Trade Area
*Also includes for-sale and for-rent units.

The Township has a higher proportion of rental units than the Trade Area at large – but at the same time has a higher median rent. This indicates that the Township has a number of high-quality apartment complexes that are sought after by renters in the region.

The median home value in the Township is lower than that of the region. That does not necessarily indicate that the Township's for-sale housing stock is lower quality, however. Other communities in the trade area feature value-adding locational factors, such as Lake Michigan, Lake Macatawa, and Downtown Holland, that are not present (or are less present) in Holland Charter Township.

The housing market has shifted since the last time this analysis was done in 2021. The proportion of owner-occupied units in the Township has increased from 67% to just under 72%, and the median home value has increased (in 2023 dollars) from approximately \$206,000 to approximately \$245,000. Meanwhile, the median rent has also increased (in 2023 dollars) from \$1,088 to \$1,152.

Table 22: Characteristics of Housing Supply

	Owner-Occupied* (2023)	Renter-Occupied*	Median Rent (2023)	Median Home Value (2023)
Holland Charter Township	(2023)	Median Rent	\$1,152	\$245,500
Total Trade Area	(2023)	Median Home Value	\$942	\$323,864

Source: US Census, ESRI, Township Building Permit Data

*Also includes for-sale and for-rent units.

Over half of the Township's housing stock was built between 1990 and 2009, during a booming period for housing growth regionally and nationally. Development of the Holland region was focused south of Lake Macatawa until World War II, at which time the north side (including Holland Charter Township) began to grow.

Table 23: Year of Construction for Housing Units

	Before 1939	1940-59	1960-79	1980-99	2000-09	2010-19	After 2020
Holland Charter Township	2.8%	7.1%	17.4%	37.9%	21.7%	4.6%	8.5%
Total Trade Area	10.7%	12.4%	18.8%	32.5%	13.2%	8.0%	4.4%

Source: US Census, ESRI 2018-22 ACS Estimates

Recent and Ongoing Housing Development

The table below shows the housing units constructed in the Township from 2019 to 2025 (including units under construction as of the adoption of this addendum). 1,735 units have been built over that seven-year period, an average of approximately 248 housing units per year.

If that pace continues, Holland Charter Township will add another 1,240 units by 2030. That would bring the total number of housing units in the Township up to 16,969 and would mean just under 17% of the Township's total housing stock would be built in the 2020s. That would be comparable to other high-growth periods in the Township's history, such as the 1990s.

The table below does not include new manufactured housing units replacing older units on the same plot.

Table 24: Recent Housing Construction

	Single Family	Townhouse/Duplex	Small Multi-Family	Large Multi-Family	Total
2019	100	57	0	24	181
2020	89	57	0	72	218
2021	97	42	0	168	307
2022	102	8	0	186	296
2023	85	47	32	0	164
2024	83	133	40	48	304
2025	55	32	0	178	265
Completed Units January 1 – May 1	22	4	0	0	26
Anticipated Completed Units May 1 – December 31	33	28	0	178	239
Total	607	376	72	676	1,735

Source: Holland Charter Township

Housing Type

A majority of the housing in Holland Charter Township is single family homes, but over 40% is another type of housing unit – noticeably higher than the 32% of the Trade Area housing supply. The biggest differences between the Township and Trade Area are in attached single-family units and buildings with 3 to 9 units – which is indicative of the housing designs used frequently in the Township. Both townhouses and small apartment buildings (both frequently arranged in self-contained complexes) are popular among developers in Holland Charter Township.

The table below consolidates Census categories into more descriptive categories, to allow for at-a-glance understanding of the housing supply. The following describes which Census categories are included in each category in the table:

- **Single Family** = 1 Unit, Detached
- **Townhouse/Duplex** = 1 Unit, Attached and 2 Units
- **Small Multi-Family** = 3 or 4 Units and 5 to 9 Units
- **Large Multi-Family** = 10+ Units
- **Manufactured Housing** = Mobile Home

Table 25: Units in Structure, 2019-2024, Holland Charter Township

	Single Family	Townhouse/Duplex	Small Multi-Family	Large Multi-Family	Manufactured Housing
2019	57.8%	13.1%	14.4%	6.7%	8.0%
2023	58.6%	14.7%	14.1%	9.6%	7.6%

Source: US Census, ESRI

Table 26: Units in Structure, 2019-2023, Trade Area

	Single Family	Townhouse/Duplex	Small Multi-Family	Large Multi-Family	Manufactured Housing
2019	68.0%	10.6%	8.1%	6.2%	7.1%
2023	68.3%	10.1%	8.4	6.3%	6.8%

Source: US Census

Present Day Supply-Demand Analysis

Introduction / Summary

The purpose of this market study is to determine the types of housing that are in demand for the Holland Charter Township and the surrounding County in order to inform the ongoing Master Plan process. The demand and supply for housing within Ottawa County is analyzed, and the differences between demand and supply are analyzed to establish conclusions about the type, tenure, and price of housing that will be needed in Holland Charter Township in the coming decades. These conclusions will then be used to determine the best course of action in each of the targeted areas.

DEMAND

Demand is calculated by determining the number of households in the study area that are pre-disposed to own or rent, then calculating the affordable¹ price of housing for households based on income. The first step is to take the population in the study area broken down into age cohorts² (available from the US Census), and then determine the number of households headed by a member of each age cohort using national headship rates³. Once the number of households in each age group is determined, they are further broken down into “owners” and “renters”, based once again on national patterns of housing tenure by age. This breakdown provides the total number of rental and homestead properties demanded in the study area.

SUPPLY

Supply is calculated by determining the number of housing units rented/for rent and owned/for sale in each of the price categories determined by the demand analysis. The analysis uses the overall number of units in the study area and their tenure⁴, as found in the US Census.

SUPPLY-DEMAND “GAP”

Having determined the supply and demand in the study area, the two are compared in order to show whether there is a market “gap”⁵. First, the overall numbers of units supplied and demanded are analyzed, and then the number in each price point is compared (for both ownership and rental). The gap analysis points to the areas of the market that are saturated and the areas with latent demand.

¹ As noted in Chapter 8, “affordable” is defined as the monthly rent or principal/interest mortgage payment that is less than 30% of the monthly gross income for the household. Obviously, households in higher income categories can afford homes in lower cost categories.

² Age Cohorts: The number of people living in a geographic area that fall within a given age range. Data Source: US Census Bureau

³ Headship Rates: The percentage of people in a given age cohort that are considered the heads of their households. Data Source: US Census Bureau

⁴ Housing Tenure: Tenure is a description of whether housing is owned or rented. Data Source: US Census Bureau

⁵ Market “Gap”: The difference between demand and supply for a given product in a given market area. A gap could indicate excess demand or excess supply.

What Influences Housing Demand?

A number of demographic and preference factors influence housing demand. Population growth is a key factor in driving demand, but the number of households being formed is a more direct determinant of housing demand.

Four key factors that influence the overall level of demand for housing are:

- **Longevity:** As life expectancy increases, people remain in their homes longer. This reduces the supply of housing units that are available to new households. In 1960, the average life expectancy was 69.8 years; today it is 78.5 years.
- **Single-Person Households:** The number of single-person households increased from 10% of all households in 1950 to 28% of all households today. This trend is linked to longevity, as the majority of single person households are older women who have outlived their partner. However, later marriage age and increased rates of divorce also accounts for some of this increase. Single person households are less likely to own their housing units than multi-person households.
- **Hidden Demand:** High unemployment rates and a shortage of available housing or unaffordable housing (either as a result of a high housing value to income ratio or a high cost of borrowing) can result in people continuing to live with parents or relatives, moving back in with parents or relatives, or sharing houses with others. The impact of Covid-19 and the resulting spike in housing costs, is unknown, and is not reflected in Census estimates that use data from 2019 or earlier.
- **Migration:** Higher net rates of inward migration result in greater demand for housing. On the other hand, outward migration reduces demand for housing.



What Influences Housing Type Choice?

Beyond tenure preference, there are also preference considerations in how people choose to live – for instance, large lot, small lot, attached, or multi-family housing. Several factors influence housing choice.

- **Age:** People have different preferences for housing throughout their lives. Young, single people tend to prefer smaller units in high densities, families prefer larger lots, and retirees congregate in areas where their needs can be met.
- **Household Size:** Household size makes a big difference in housing type choice. Larger households, especially families, choose large units, often on large lots. Single people tend to prefer smaller units. Household size has been steadily dropping nationally over the past few decades, but housing type supply has not followed this trend, leading to a demand for more, smaller units.
- **Neighborhood Preferences:** People have preferences for certain amenities and characteristics in their neighborhoods. Some prefer to be near to retail, while others prefer more natural space. These preferences play out in housing type preference, as people pick housing types that fit their preferred neighborhood identity.

Current Study Area Housing Demand

HEADSHIP AND HOMEOWNERSHIP RATES

The headship rate is the number of households in each age group divided by the population in that age group. By definition, a headship is a household resides in a dwelling unit under its control. Using the data in Table 16 we can calculate the propensity of the population in each age cohort to 1) form a household based on the headship rate, and 2) own or rent a dwelling unit. Notably, roommates or a romantic couple living together are considered “co-heads” of a household, and only one person is counted as the “head” for the purposes of the headship rate.

Headship rate data is provided by the National Association of Home Builders. National data is used for headship because it is not available for smaller geographies. The assumption, for the purposes of this analysis, is that Ottawa County’s headship rates are roughly similar to the nation at large.

For the homeownership rate, the State of Michigan’s rate is used to create a “baseline” of homeownership demand for the Township and Trade Area. Using the national rate would incorporate regions where homeownership rates are lower, and over-state demand for rental housing. Using a more local or countywide rate would be circular logic, merely repeating what is already going on in the housing market, and not allowing for the analysis to show inefficiencies. Therefore, the statewide rate is used.

Table 27: Homeownership and Headship Rates, 2023

	Population (Township)*	Population (Trade Area)*	Headship Rate (United States)	Homeownership Rate (Michigan)
20-29	5,661 (15%)	15,072 (12%)	39.2%	44.1%
30-39	5,137 (13%)	16,228 (12%)	54.3%	68.6%
40-49	4,672 (12%)	15,794 (12%)	56.7%	75.4%
50-59	4,864 (13%)	16,618 (13%)	58.5%	79.9%
60-69	3,828 (10%)	15,124 (12%)	63.6%	83.3%
70-79	2,342 (6%)	9,771 (7%)	64.4%	83.7%
80+	1,015 (3%)	6,247 (5%)	54.1%	72.2%

Source: U.S. Census, National Association of Home Builders

*See Table 2

The tables below show the number of households headed by each age group, and then break down those households into owners and renters. The table below shows how the demand estimate is calculated.

Table 28: Demand Calculation Explanation

Population	Households	Homeowners	Renters
US Census American Community Survey 2019	Population x Headship Rate in Table 16	Households x Homeownership Rate in Table 16	Households - Homeowners

The calculation results in a total housing demand for the trade area of 40,350 ownership units and 14,980 rental units.

Table 29: Estimated Homeowner/Renter Demand by Age Group, Holland Charter Township, 2023

Age Group	Population	Households	Homeowners	Renters
20-29	5,661	2,219	979	1,240
30-39	5,137	2,789	1,914	875
40-49	4,672	2,649	1,997	652
50-59	4,864	2,845	2,276	570
60-69	3,828	2,435	2,029	406
70-79	2,342	1,508	1,263	245
80+	1,015	549	397	153
Total:		14,995	10,855	4,140

Source: US Census Bureau, National Association of Home Builders, McKenna Calculations

Table 30: Estimated Homeowner/Renter Demand by Age Group, Trade Area, 2023

Age Group	Population	Households	Homeowners	Renters
20-29	15,702	6,155	2,717	3,439
30-39	16,228	8,812	6,047	2,765
40-49	15,794	8,955	6,752	2,203
50-59	16,618	9,722	7,774	1,947
60-69	15,124	9,619	8,016	1,603
70-79	7,429	4,784	4,006	778
80+	5,232	2,831	2,044	786
Total:		50,877	37,357	13,521

Source: US Census Bureau, National Association of Home Builders, McKenna Calculations

Note: The total number of households does not exactly match the Census estimate for total households due to the possibility that individuals have declined to form households due to a lack of housing options. The Census reported 14,937 households in Holland Charter Township in the 2023 American Community Survey, while the demand analysis shows 14,995 potential households based on the headship rates.

Existing Supply-Demand Gap

Overall, there are 15,161 housing units in Holland Charter Township (according to the Census American Community Survey and Township Building Permit data), but the headship model projects 14,995 households. The American Community Survey recorded a 3.3% vacancy rate, which indicates there are some housing units available – but that availability may be reduced quickly through growth.

The Trade Area shows a much larger imbalance – there are 55,042 housing units and only 50,887 households projected by the demand model. ESRI Business Analyst shows a 6.3% vacancy rate, which would mean 3,479 vacant housing units, leaving 676 housing units unaccounted for.

One potential explanation is that there are 676 more households than the demand model projects. That could mean young adults are forming their own households at higher rates in Ottawa County than nationally, or could mean more seniors are “aging in place” than projected, either due to desire to stay in their homes, or due to lack of senior housing options.

RENTAL VS HOMEOWNERSHIP

Despite the top-line equity between supply and demand, there are imbalances in the current housing market. But those imbalances differ between the Township and the Trade Area.

In the Township, there is an undersupply of “For Sale” housing (which in this context is all housing being occupied by or marketed to homeowners), while in the Trade Area, there is an undersupply of rental housing (all housing being occupied by or marketed to renters). In all categories, the numbers are close to parity, meaning that generally the housing market is supplying the correct housing for the demand.

However, these numbers also indicate that the Township’s planning and zoning policies should anticipate greater demand for owner-occupied housing products, compared to rental. Obviously, the tenure of housing cannot be regulated through zoning, but planning for the types of housing that are generally owner-occupied (single family homes, townhouses, etc) would be supported by the data. As noted in Chapter 9, the Future Land Use Map has sufficient land for over 4,000 additional single family homes, which should be sufficient to address the need.

Table 31: Housing Supply-Demand Gap – Ownership (2023)

Year	Demand for Owner-Occupied Units	"For Sale" Units	Gap
Holland Charter Township	10,855	10,870	15 oversupply
Trade Area	37,357	40,456	1,874 oversupply
Source:	Tables 18 and 19	Table 11 (Proportion x Total Units)	Supply - Demand

Source: US Census Bureau, McKenna Calculations

Table 32: Housing Supply-Demand Gap – Rental (2023)

Year	Demand for Rental Units	"For Rent" Units	Gap
Holland Charter Township	4,140	4,291	151 oversupply
Trade Area	13,521	14,586	1,065 oversupply
Source:	Tables 18 and 19	Table 11 (Proportion x Total Units)	Supply - Demand

Source: US Census Bureau, McKenna Calculations

HOUSEHOLD SIZE AND NUMBER OF BEDROOMS

Another key factor that many households use when looking for housing is the number of bedrooms. Households seek housing units that have at least one bedroom for every two people in the household. In some communities, the over-building of large single family homes with 3-5 bedrooms and the under-building of smaller units has led to an oversupply of bedrooms, leading to inflated housing costs.

The average household size in the Trade Area is 2.62 people, which means the average household is likely looking for between 1 and 3 bedrooms, depending on their circumstances. The tables below show the number of households of various sizes, and the number of bedrooms in housing units throughout the Township.

Table 33: Household Sizes vs Number of Bedrooms (Holland Charter Township, 2023)

Households Size	Bedrooms in Unit	Number of Households	Number of Units
1 Person	Studio or 1	3,379	1,181
2 People	2	4,800	4,326
3 People	3	2,751	5,182
4 or More People	4 or More	4,007	4,288

Source: US Census, ESRI 2023

In total, there are 91,077 bedrooms in the Township, for a population of 39,140, which means the number of bedrooms is much more than the number of residents. Thus, there are some market niches that may need re-balancing. There are 8,179 single person or two person households, and 5,507 studio, one, or two bedroom units. While some single or two person households may be interested in larger units, there is likely a market for new units with one or two bedrooms.

Demand Projection: +0.6% In-Migration Rate

Purpose of Time Horizon

The purpose of projecting housing demand in 10- and 20-year increments is to understand the impact of the housing market on Township policy over the long term. The 2020 Comprehensive Plan is a forward-looking document with a 20-year time horizon – and therefore, this analysis uses the same time horizon. In Section 8, this report includes a build-out analysis of the 2020 Comprehensive Plan, which is compared to this Demand Projection in order to determine whether the housing capacity described in the plan matches the projected market.

Please note that this projection is limited to the parameters in the model and does not take into account unforeseen events or trends that could alter housing demand in the future.

Migration Rate

This section explores the demand for new housing based on +0.6% In-Migration Rate experienced in the Trade Area from 2010 to 2020. The next section explores the demand for new housing based on the +6.3% In-Migration Rate experienced from 2020 to 2023.

Projected Study Area Housing Demand - Township

Using the cohort-component analysis population projection described in Section 4.C and the headship and homeownership rates described in Section 5.E, the number of housing units demanded in the Township has been projected out to 2030 and 2040.

Table 34: Estimated Homeowner/Renter Demand by Age Group, 2030 (Holland Charter Township, +0.6% Migration Rate)

Age Group	Population	Households	Homeowners	Renters
20-29	5,621	2,203	973	1,231
30-39	5,633	3,059	2,099	960
40-49	5,082	2,882	2,173	709
50-59	4,573	2,675	2,139	536
60-69	4,585	2,916	2,430	486
70-79	3,330	2,145	1,796	349
80+	2,290	1,239	895	344
Total:		17,119	12,504	4,614

Source: US Census Bureau, McKenna Calculations, Note that some rows may not total due to rounding of the headship and homeownership percentages.

Table 35: Estimated Homeowner/Renter Demand by Age Group, 2040 (Holland Charter Township, +0.6% Migration Rate)

Age Group	Population	Households	Homeowners	Renters
20-29	5,154	2,020	892	1,129
30-39	5,594	3,037	2,084	953
40-49	5,573	3,160	2,383	777
50-59	4,974	2,910	2,327	583
60-69	4,310	2,741	2,285	457
70-79	3,989	2,569	2,151	418
80+	3,202	1,732	1,251	481
Total:		18,170	13,372	4,798

Source: US Census Bureau, McKenna Calculations, Note that some rows may not total due to rounding of the headship and homeownership percentages.

The projection anticipates growth in the number of households in the Township between 2020 and 2030, with accompanying growth in demand for housing units. Much of the increased demand will be for owner-occupied units as Millennials (born approximately 1982-1995) and "Generation Z" (born approximately 1996-2008) age into higher headship and homeownership age ranges.

However, between 2030 and 2040, the model projects the housing demand growth will slow. The reasons are demographic – the Baby Boomer generation (born approximately 1945-1964) will age into lower headship and homeownership (in addition to the estimated number of deaths), while smaller generations such as Generation X (approximately 1965-1981) will age in to prime headship and homeownership years.

Additionally, Generation Alpha (born after 2008) will be aging into headship and homeownership. This generation is small compared to previous generations, especially for the years 2008-2012 (the Great Recession). The relatively small number of births in those years will contribute to a drop of over 1,000 people from the 20-29 age group between 2019 and 2040, reducing demand for new housing units.

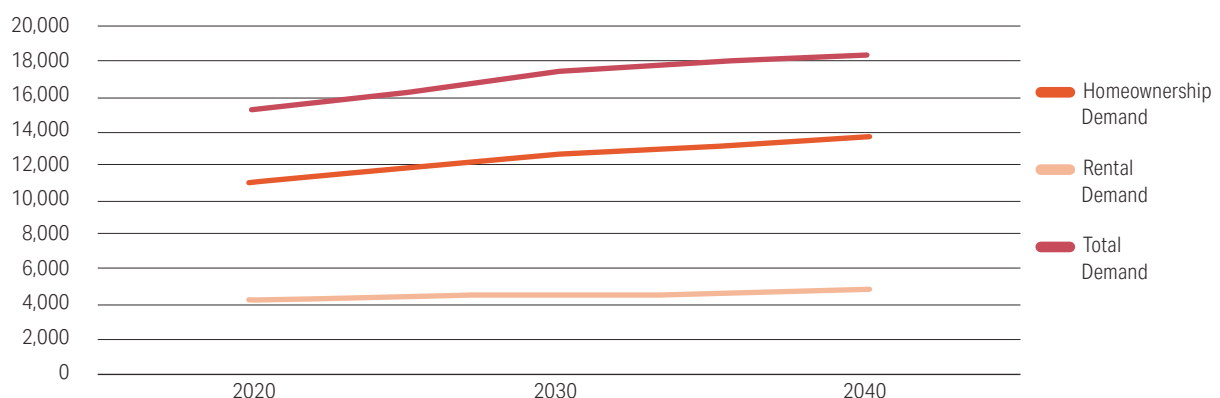
Despite those demographic trends, housing demand will continue to grow through the 2030s – it is just projected to be slower than the growth of the 2020s. Importantly, however, much of that growth will come from demand by older householders, meaning that demand for owner-occupied housing will drive much of the growth. **In fact, rental demand is projected to grow much more slowly than owner-occupied demand – only a 15% growth rate between 2020 and 2040, compared to 23% growth in demand for owner-occupied housing during those same years.**

Table 36: Change in Housing Demand, 2023-2040, Holland Charter Township (+0.6% Migration Rate)

Year	Homeowners	Change from Previous 10 Years	Renters	Change from Previous 10 Years	Total Housing Units Demanded	Change from Previous 10 Years
2023	10,855	–	4,155	–	14,995	–
2030	12,504	+1,649	4,614	+459	17,119	+2,124
2040	13,372	+868	4,798	+184	18,170	+1,051

Source: US Census Bureau, McKenna Calculations. Note that some rows may not total due to rounding of the headship and homeownership percentages

Figure 7: Projected Housing Demand, Holland Charter Township, 2020-2040, +0.6% Migration Rate



Projected Study Area Housing Demand – Trade Area

As above, using the cohort-component analysis population projection described in Section 4.C and the headship and homeownership rates described in Section 5.E, the number of housing units demanded in the Township has been projected out to 2030 and 2040.

Table 37: Estimated Homeowner/Renter Demand by Age Group, 2030 (Trade Area, +0.6% Migration Rate)

Age Group	Population	Households	Homeowners	Renters
20-29	19,272	7,555	3,334	4,220
30-39	15,625	8,485	5,822	2,663
40-49	16,054	9,103	6,864	2,239
50-59	15,458	9,043	7,232	1,811
60-69	15,666	9,963	8,303	1,660
70-79	13,157	8,473	7,095	1,378
80+	7,135	3,860	2,788	1,072
Total:		56,481	41,438	15,043

Source: US Census Bureau, McKenna Calculations, Note that some rows may not total due to rounding of the headship and homeownership percentages.

Table 38: Estimated Homeowner/Renter Demand by Age Group, 2040 (Trade Area, +0.6% Migration Rate)

Age Group	Population	Households	Homeowners	Renters
20-29	16,834	6,599	2,912	3,686
30-39	19,178	10,414	7,146	3,268
40-49	15,458	8,765	6,609	2,156
50-59	15,712	9,192	7,351	1,841
60-69	14,572	9,268	7,724	1,544
70-79	13,628	8,777	7,350	1,427
80+	12,774	6,911	4,991	1,920
Total:		59,924	44,082	15,842

Source: US Census Bureau, McKenna Calculations, Note that some rows may not total due to rounding of the headship and homeownership percentages.

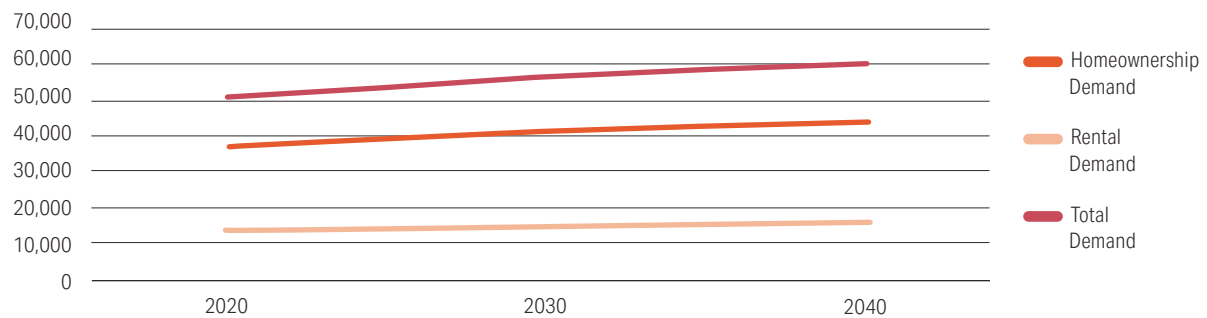
As in the Township, the projection anticipates growth in the number of households in the Trade Area between 2020 and 2030, with accompanying growth in demand for housing units. Again, the aging up of the Millennial generation will increase homeownership rates and spur demand for new for-sale housing. **Rental housing will also experience growth but will lose ground to for-sale housing as a proportion of the total housing market.**

Table 39: Change in Housing Demand, 2023-2040, Trade Area (+0.6% Migration Rate)

Year	Homeowners	Change from Previous 10 Years	Renters	Change from Previous 10 Years	Total Housing Units Demanded	Change from Previous 10 Years
2023	37,357	–	13,521	–	50,877	–
2030	41,438	+4,081	15,043	+1,552	56,481	+6,403
2040	44,082	+2,664	15,842	+799	59,924	+3,443

Source: US Census Bureau, McKenna Calculations. Note that some rows may not total due to rounding of the headship and homeownership percentages.

Figure 8: Projected Housing Demand, Trade Area, 2020-2040 (+0.6% Migration Rate)



Demand Projection: +6.3% In-Migration Rate

Migration Rate

This section explores the demand for new housing based on +6.3% In-Migration Rate experienced in the Trade Area from 2020 to 2023. The previous section explores the demand for new housing based on the +6.3% In-Migration Rate experienced from 2020 to 2023.

Projected Study Area Housing Demand - Township

Using the cohort-component analysis population projection described in Section 4.C and the headship and homeownership rates described in Section 5.E, the number of housing units demanded in the Township has been projected out to 2030 and 2040.

Table 40: Estimated Homeowner/Renter Demand by Age Group, 2030 (Holland Charter Township, +6.3% Migration Rate)

Age Group	Population	Households	Homeowners	Renters
20-29	5,941	2,329	1,028	1,301
30-39	5,956	3,234	2,219	1,015
40-49	5,375	3,048	2,298	750
50-59	4,839	2,831	2,264	567
60-69	4,863	3,093	2,577	515
70-79	3,548	2,285	1,914	372
80+	2,424	1,311	947	364
Total:		18,130	13,247	4,883

Source: US Census Bureau, McKenna Calculations. Note that some rows may not total due to rounding of the headship and homeownership percentages.

Table 41: Estimated Homeowner/Renter Demand by Age Group, 2040 (Holland Charter Township, +6.3% Migration Rate)

Age Group	Population	Households	Homeowners	Renters
20-29	5,758	2,257	996	1,261
30-39	6,250	3,394	2,329	1,065
40-49	6,232	3,533	2,664	869
50-59	5,567	3,257	2,604	652
60-69	4,837	3,077	2,564	513
70-79	4,507	2,903	2,431	472
80+	3,615	1,956	1,412	543
Total:		20,376	15,001	5,375

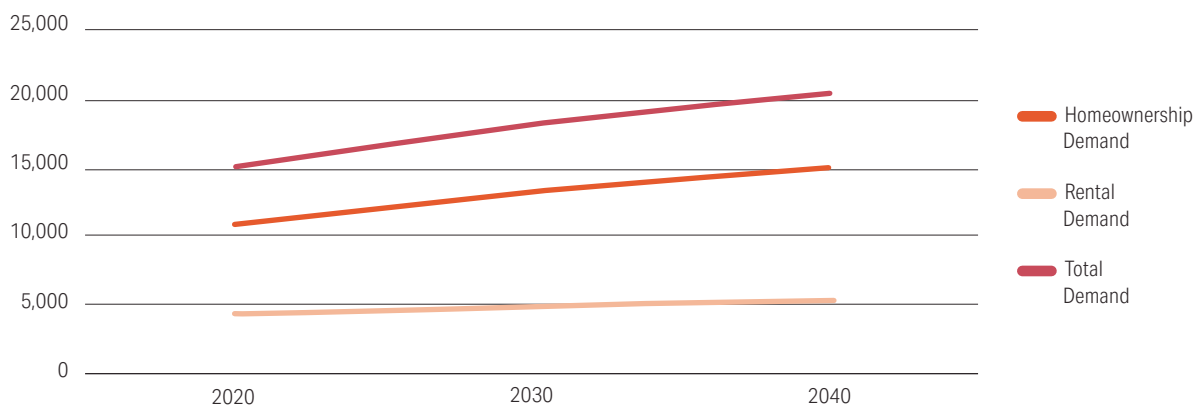
Source: US Census Bureau, McKenna Calculations. Note that some rows may not total due to rounding of the headship and homeownership percentages.

The increased migration rate increases demand for all types of housing, throughout the entire time horizon. However, it does not change the shifts seen in the lower migration rate scenario – an increase in the proportion of demand seeking homeownership, and a slowing of demand growth during the 2030s.

Table 42: Change in Housing Demand, 2020-2040, Holland Charter Township, +6.3% Migration Rate

Year	Homeowners	Change from Previous 10 Years	Renters	Change from Previous 10 Years	Total Housing Units Demanded	Change from Previous 10 Years
2023	10,855	–	4,155	–	14,995	–
2030	13,247	+2,419	4,883	+728	18,130	+3,133
2040	15,001	+1,754	5,375	+492	20,376	+2,246

Source: US Census Bureau, McKenna Calculations. Note that some rows may not total due to rounding of the headship and homeownership percentages.

Figure 9: Projected Housing Demand, Holland Charter Township, 2020-2040

Projected Study Area Housing Demand – Trade Area

As above, using the cohort-component analysis population projection described in Section 4.C and the headship and homeownership rates described in Section 5.E, the number of housing units demanded in the Township has been projected out to 2030 and 2040.

Table 43: Estimated Homeowner/Renter Demand by Age Group, 2030 (Trade Area, +6.3% Migration Rate)

Age Group	Population	Households	Homeowners	Renters
20-29	20,368	7,984	3,524	4,460
30-39	16,520	8,971	6,156	2,815
40-49	16,979	9,627	7,259	2,368
50-59	16,358	9,569	7,653	1,917
60-69	16,613	10,566	8,805	1,761
70-79	14,019	9,028	7,560	1,468
80+	7,558	4,089	2,953	1,136
Total:		59,835	43,910	15,924

Source: US Census Bureau, McKenna Calculations. Note that some rows may not total due to rounding of the headship and homeownership percentages.

Table 44: Estimated Homeowner/Renter Demand by Age Group, 2040 (Trade Area)

Age Group	Population	Households	Homeowners	Renters
20-29	18,807	7,372	3,254	4,118
30-39	21,429	11,636	7,985	3,652
40-49	17,285	9,801	7,390	2,411
50-59	17,586	10,288	8,227	2,060
60-69	16,353	10,400	8,668	1,733
70-79	15,399	9,917	8,305	1,612
80+	14,413	7,797	5,631	2,166
Total:		67,212	49,459	17,753

Source: US Census Bureau, McKenna Calculations. Note that some rows may not total due to rounding of the headship and homeownership percentages.

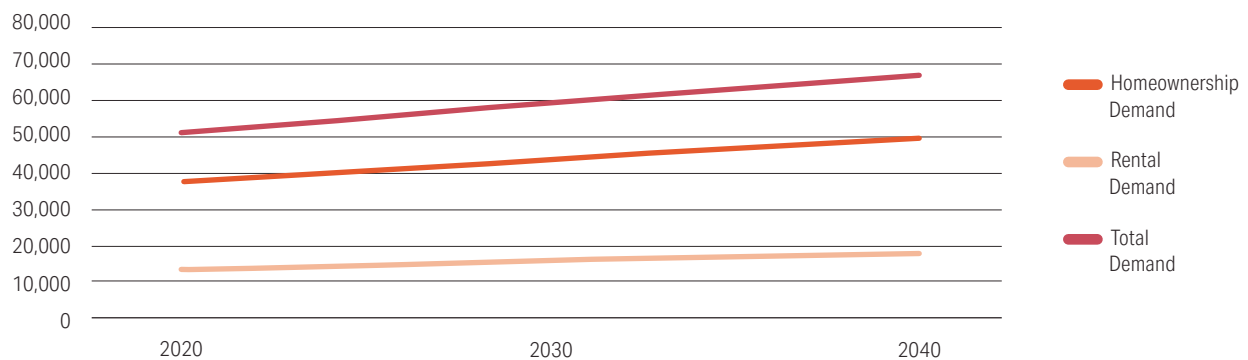
As in the Township, the higher in-migration rate results in increased demand overall, but with the same trends – a higher proportion of homeownership demand, and a slowing of demand in the 2030s, though the demand slowdown is reduced in the Trade Area compared to the Township, and is mitigated by continuing high in-migration in this scenario.

Table 45: Change in Housing Demand, 2023-2040, Trade Area, +6.3% Migration Rate

Year	Homeowners	Change from Previous 10 Years	Renters	Change from Previous 10 Years	Total Housing Units Demanded	Change from Previous 10 Years
2023	37,357	–	13,521	–	50,877	–
2030	43,910	+6,553	15,924	+2,403	59,835	+8,958
2040	49,459	+5,549	17,753	+1,829	67,212	+7,377

Source: US Census Bureau, McKenna Calculations. Note that some rows may not total due to rounding of the headship and homeownership percentages.

Figure 10: Projected Housing Demand, Trade Area, 2020-2040, +6.3% Migration Rate



Why does Housing Demand Grow Faster than Population?

In the projections in Chapters 6 and 7, the projected housing demand growth is faster than the population growth, as shown in the table below.

Table 46: Projected Housing Demand vs Population, Holland Charter Township

Year	Population (+0.6% Scenario)	Population (+6.3% Scenario)	Housing Demand (+0.6% Scenario)	Housing Demand (+6.3% Scenario)
2023	39,140	39,140	14,995	14,995
2030	42,727	44,702	17,119	18,130
2040	45,871	50,249	18,170	20,376
Growth Rate (2023-2040)	+17.2%	+28.3%	+21.2%	+35.9%

Source: US Census Bureau, McKenna Calculations.

This seeming imbalance is the result of several factors that can be seen in a deep dive into the data. Factors that create faster housing demand growth than population growth include:

- Household sizes are declining as birth rates decline and more senior citizens choose to live independently than live with family members. Divorce rates have also impacted housing demand when looking over a multi-decade time scale, but in recent years divorce rates stabilized – and even fallen by some metrics – so the impact on housing demand is less pronounced.
- Specific demographic factors can also drive housing demand growth. The most impactful is young adults who live with roommates growing into 30-and-40-somethings that live as couples, with families, or alone. The increasing headship rate drives demand upwards.
- High in-migration drives housing demand faster than natural growth through births, simply because newborn babies do not need their own housing units for around 20 years, while new residents need housing immediately.

To demonstrate the impact of these factors in Holland Charter Township, the table below shows population and housing demand by age cohort, based on birth year. The +6.3% scenario is used as an example.

Table 47: Projected Housing Demand vs Population, by Age Cohort, Holland Charter Township, +6.3% Migration Scenario

Birth Year Range		2020	2030	2040	Change 2020-2040
1939 or Before	Population	1,051	Included with 1940-49	Included with 1950-59	Included with 1950-59
	Housing Demand	549			
1940-49	Population	2,342	2,424	Included with 1950-59	Included with 1950-59
	Housing Demand	1,508	1,311		
1950-59	Population	3,828	3,548	3,615	-3,606
	Housing Demand	2,435	2,285	1,956	-2,536
1960-69	Population	4,864	4,863	4,507	-357
	Housing Demand	2,845	3,093	2,903	+58
1970-79	Population	4,672	4,839	4,837	+165
	Housing Demand	2,649	2,831	3,077	+428
1980-89	Population	5,137	5,375	5,567	+430
	Housing Demand	2,789	3,048	3,257	+468
1990-99	Population	5,661	5,956	6,232	+571
	Housing Demand	2,219	3,234	3,533	+1,314
2000-09	Population	5,606	5,941	6,250	+644
	Housing Demand	0	2,329	3,394	+3,394
2010-19	Population	5,151	5,434	5,758	+607
	Housing Demand	0	0	2,257	+2,257
2020-29	Population	0	6,323	6,670	+6,670
	Housing Demand	0	0	0	0
2030-39	Population	0	0	6,812	+6,812
	Housing Demand	0	0	0	0

Source: US Census Bureau, McKenna Calculations.



Key takeaways from the table include:

- Deaths from the oldest cohort (those born before 1960, who will 80 years or older if still alive in 2040) remove just over 2,500 housing units of demand from the market.
- The cohort born between 1960 and 1969, who will be between 70 and 80 years old in 2040, actually show a small increase in housing demand despite their population dropping. The cohort born between 1970 and 1979 has an increase in housing demand nearly three times their population increase. Both of these trends are based on the same factor – seniors who are widowed or divorced living in their own housing unit, rather than moving in with family.
- The 1980-89 cohort shows housing demand approximately equal to their population growth. That is because this age group ages from 40-something years old in 2020 to 60-something years old in 2040. Those years do not show dramatic changes in headship rate, because these are the years many people live in their “forever home” and are less likely to move.
- The cohorts born in 1990 and afterward show huge housing demand increases relative to their population increases. That is because the 1990-99 cohort is buying their “forever homes” in the 2020s, and the 2000-09 cohort is aging into having their housing units during that decade. The 2010-29 cohort joins them in seeking housing in the 2030s.

Overall, the increased demand from those born after 1990 far outstrips the decreased demand from those born before 1960.

Affordability Analysis

In addition to supply and demand, another important aspect of the housing market is affordability. If dwelling units are provided in the market, but are not affordable to those seeking housing, then there is still a supply-demand mismatch. Conversely, it is possible for the market to price housing too low, incentivizing high-income households to occupy housing that could otherwise be afforded by households with lower income, and potentially attracting institutional landlords that convert owner-occupied housing to rentals.

The table below shows income ranges in the Township, and the number of housing units that are considered "affordable" to each price range. Affordability, in this case, means that the monthly rent or principal/interest mortgage payment is less than 30% of the monthly gross income for the household. Obviously, households in higher income categories can afford homes in lower cost categories.

The number of units in each category is approximated and rounded because Census categories for housing costs do not match the affordability ranges for the Township's population. However, it is still a useful tool for comparing the number of housing units to the number of households.

Table 48: Affordability Analysis, Holland Charter Township, 2023

Household Income Range	Maximum Affordable Monthly Housing Cost	Number of Households	Ownership Housing Units	Rental Housing Units
<\$14,999	<\$375	657	88	81
\$15,000 - \$34,999	\$375 - \$875	1,688	445	1,138
\$35,000 - \$49,999	\$875 - \$1,250	1,942	2,110	1,919
\$50,000 - \$74,999	\$1,250 - \$1,875	2,375	4,046	984
\$80,389 (Median Income)	\$2,009	-	-	
\$75,000 - \$99,999	\$1,875 - \$2,500	2,689	3,262	37
\$100,000 - \$149,999	\$2,500 - \$3,750	2,853	620	0
>\$150,000	>\$3,750	2,748	299	23

Source: US Census Bureau, Township Building Permit Data

Figure 11: Affordability Analysis, Holland Charter Township, 2023

Source: US Census Bureau

The table demonstrates that housing costs cluster towards the middle of the market, but the income spectrum does not. This trend means that, while households near the median (and those above the median) are rarely burdened by their housing costs, there are two market inefficiencies that are causing lower-income households to be cost-burdened.

- There are very few units affordable to the 657 households with under \$15,000 in income. However, this market segment is difficult to serve with affordable housing without public sector subsidies, some of which require Township approval or even investment (such as PILOTs). Addressing those issues requires a larger discussion of fiscal priorities and cannot be solved with zoning or land use policies.
- High income households filter down to lower housing cost levels. There are only approximately 942 housing units in the Township that cost more than \$2,500 per month – but over 5,600 households that could pay that much without being cost-burdened. Those households, as well as the households the other two income categories above the median, are living in housing that households with lower income could afford. That is not a bad thing in and of itself – in fact, housing that is affordable for educated professionals and others with higher incomes is a drawing point for the Township and the region.

But the filtering effect means that, even though the chart shows sufficient housing for people with incomes between \$35,000 and \$100,000, the reality for those households is that finding housing in their “price range” can be difficult. That is particularly true for homeownership opportunities for households with incomes under \$50,000.

2020 Comprehensive Plan Build-Out Analysis

Purpose

In order to determine whether the Township has planned for an appropriate amount of housing, and inform policy decisions related to planning and zoning, this report includes a build-out analysis of the Holland Charter Township 2020 "Unified Vision" Comprehensive Plan. The total additional housing that could be built under the plan will be compared to the projected demand from Section 6. This will help Township leadership determine if the plan will absorb the projected demand, if it will fall short of absorbing the demand, or if the Township will have excess capacity to absorb demand from elsewhere in the Trade Area.



Methodology

The build-out analysis was conducted using the following steps:

1. Identifying undeveloped and underdeveloped parcels that are planned for housing on the Future Land Use Map. "Underdeveloped" parcels were defined on those that have a current active non-agricultural use but are well below the maximum permitted housing density permitted, and thus may be attractive for redevelopment. The parcels identified for the analysis are shown on the map on the following page.
2. Determining the number of acres available on undeveloped or underdeveloped parcels within each Future Land Use category.
3. Calculating the maximum number of housing units that could be built within each Future Land Use category, based on the maximum density. 20% of the total acreage was removed from each category to account for infrastructure, open space, drainage, and other non-housing site features.

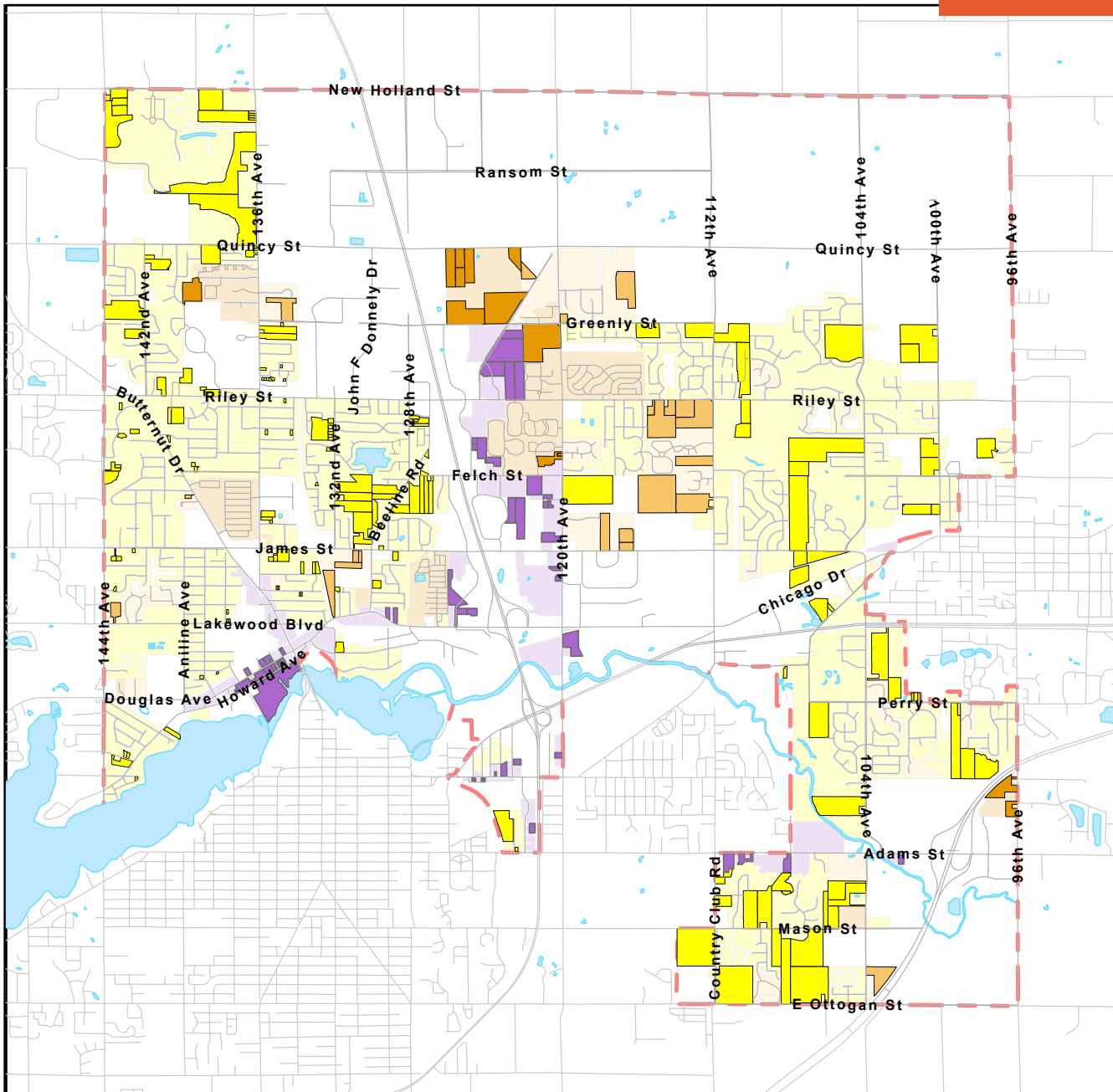
Future Land Use Categories

The Future Land Use Categories used in this analysis were as follows. The density numbers indicate the *maximum* appropriate density indicated by the plan.

- **Low-Density Residential** (5 Units Per Acre)
- **Medium Density Residential** (10 Units Per Acre)
- **High Density Residential** (15 Units Per Acre)
- **Mixed-Use** (15 Units Per Acre)

The Mixed-Use category does not have an explicit density limit in the plan. For the purposes of this analysis, it was given the same density as High Density Residential.

While the Agricultural Preservation category allows for single family homes, the purpose of that category is to promote rural character. While new homes will likely be built in that area, they will be built one at a time by individual property owners, and their share of new housing growth in the Township will be small.



MAP 1

Vacant and Underdeveloped Parcels

Holland Charter Township, Ottawa County, Michigan

May 2, 2025 DRAFT

LEGEND

Vacant/Underdeveloped Parcels (1,652 acres)

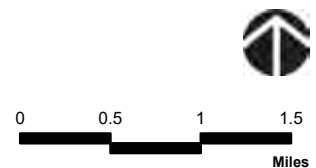
- Low-Density Residential (1,102 acres)
- Medium-Density Residential (210 acres)
- High-Density Residential (150 acres)
- Mixed-Use (190 acres)

Developed Parcels (6,094 acres)

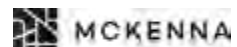
- Low-Density Residential (4,306 acres)
- Medium-Density Residential (630 acres)
- High-Density Residential (670 acres)
- Mixed-Use (487 acres)

Total Parcels (7,746 acres)

- Low-Density Residential (5,408 acres)
- Medium-Density Residential (840 acres)
- High-Density Residential (820 acres)
- Mixed-Use (677 acres)



Basemap Source: Michigan Center for Geographic Information, Version 17a.
Data Source: Holland Charter Township 2020. McKenna 2025.





Future Land Use Category Analysis

Table 49: Comprehensive Plan Build-Out Analysis

FLU Category	Available Acreage	80% of Available Acreage	Units Per Acre	Total Units
Low-Density Residential	1,102	882	5	4,410
Medium-Density Residential	210	168	10	1,680
High-Density Residential	150	120	15	1,800
Mixed Use	190	152	15	2,280
Total:	1,461	1,169	–	10,170

Source: 2020 Holland Charter Township Comprehensive Plan, McKenna Calculation

The buildout analysis concludes that the Comprehensive Plan would allow for 10,170 new housing units. Given that there are **15,729 housing units in the Township by the end of 2025**, the Comprehensive Plan calls for housing to increase by approximately 40%.

Comparison to Demand Projection

Table 50: Projected Housing Capacity Used, +0.6% Migration Rate Scenario

Year	Total Housing Units Demanded	Housing Capacity (Per 2020 Comprehensive Plan)	Percentage of Capacity Used
2024	14,995	25,899	57.8%
2030	17,119	25,899	66.1%
2040	18,170	25,899	70.1%

Source: US Census, 2020 Holland Charter Township Comprehensive Plan, McKenna Calculation

Table 51: Projected Housing Capacity Used, +6.3% Migration Rate Scenario

Year	Total Housing Units Demanded	Housing Capacity (Per 2020 Comprehensive Plan)	Percentage of Capacity Used
2024	14,995	25,899	57.8%
2030	18,130	25,899	70.0%
2040	20,376	25,899	78.6%

Source: US Census, 2020 Holland Charter Township Comprehensive Plan, McKenna Calculation

As housing demand continues to rise over the next 20 years, it will consume a higher and higher percentage of the Township's housing capacity, as stated in the 2020 Comprehensive Plan. However, even by 2040 at the highest in-migration scenario, the Township will only be at 78.6% of its planned capacity.

During the period from 2019-25, the Township housing supply grew by 248 units per year. If that level of construction continues, the Township would reach 16,969 housing units by 2030 and 19,449 housing units by 2040 – 75.1% of the capacity in the Comprehensive Plan.

According to the analysis in this report, population growth will result in a **demand for between 3,100 and 5,400 new housing units before 2040**. If the current construction rate continues, 3,720 new housing units will be built – higher than demand under the lower migration scenario, but insufficient under the higher scenario.

Recommended Policies

Stick to the Comprehensive Plan

The Comprehensive Plan envisions sufficient land and density for housing to accommodate over 20 years worth of projected demand. Therefore, using the Future Land Use Map and other recommendations of the Plan to carefully guide development will allow for manageable, but sufficient, housing growth. Specifically, the following provisions of the Comprehensive Plan should guide the Planning Commission, Township Board, and Township Staff regarding housing policy.

- Maintain the Agricultural Preservation area using the AG Agricultural Preservation Zoning District.
- Follow the density recommendations of the Future Land Use Map, and only approve rezonings that are consistent with the Zoning Plan.
- Utilize the Mixed Use areas to allow for creativity in development design, create opportunities for infill housing, and develop walkable centers.
- Use the Residential Densities and Typologies Chart (Page 36 of the Comprehensive Plan) to allow a variety of housing types within the envisioned density ranges.
- Utilize Planned Unit Developments only in the rare circumstances described on Page 39 of the Comprehensive Plan – and do not allow Planned Unit Developments within the Agricultural Preservation area.

Ensure Transportation and Infrastructure Networks Keep Pace with Growth

Population growth is projected over the next 20 years and beyond. The Township should work with regional, County, and State partners, as well as businesses and developers, to ensure that the following systems keep pace with the increased population and number of housing units:

- Water
- Sewer
- Stormwater
- Roads
- Transit
- Broadband
- Wireless Communications
- Public Safety
- Health Care
- Schools

Additionally, the Planning Commission should enforce the Neighborhood Design Guidelines on Pages 48-49 of the Comprehensive Plan, to reduce the impact of each individual development on regional infrastructure systems. Every proposed development should be evaluated against the recommendations on street connectivity, bike paths, sidewalks, permeability, amenities, construction materials, and design. Zoning amendments to support and enforce that Comprehensive Plan language should be considered.



Promote a Wide Variety of Housing Types

One of the strengths of the Township's housing market is the wide variety of housing types available, which means that households of diverse sizes, incomes, and preferences can all find a desirable place to live in the community. However, recent housing growth has been skewed towards townhouse-style attached units and large multi-family buildings. While those are important market segments, the low levels of single family construction, and the relatively small number of multi-family buildings proposed since 2019 indicate an imbalance.

While the Township cannot totally control the types of housing proposed by developers, the Planning Commission should use the Residential Densities and Typologies chart in the Comprehensive Plan, as well as the variety of housing types available in the R-2, R-2A, and R-3 Zoning Districts, to encourage (or require) developers to build a broad mix of units – even within individual developments.

Continually Monitor the Market and Review the Comprehensive Plan and Zoning Ordinance

The calculations and projections in the plan are a snapshot of the market, and estimates of the future, based on the available data. Conditions will change, and new data availability may reveal trends not uncovered by this report. Consequently, the Township should regularly conduct market analyses such as this one.

The Township should also review the Comprehensive Plan at least every five years (as required by the Michigan Planning Enabling Act), though more frequent reviews may be warranted due to the rapid pace of growth and change. However, revisions and updates to the Comprehensive Plan should be very carefully considered and should only take place when Township leaders decide an update is necessary – not at the request of individual landowners or developers. Updates to the Comprehensive Plan should take place after a thorough public process, including stakeholder input and data analysis.

The Zoning Ordinance should also be constantly monitored for needed updates, beginning with the recommended amendments on Pages 36-39 of the Comprehensive Plan. Other amendments may be necessary as conditions change – but, as with the Comprehensive Plan, updates should be pursued in order to advance Township goals, not as a way to accommodate development plans that are not consistent with zoning regulations or the Comprehensive Plan.

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124 E. Fulton Street, Suite 6B
Grand Rapids, Michigan 49503
T: 248-596-0920
F: 248-596-0930
www.mcka.com

John Jackson, AICP President
Christopher Khorey, AICP Project Manager
Ethan Senti Data Analysis
Paige Brodeur GIS Mapping