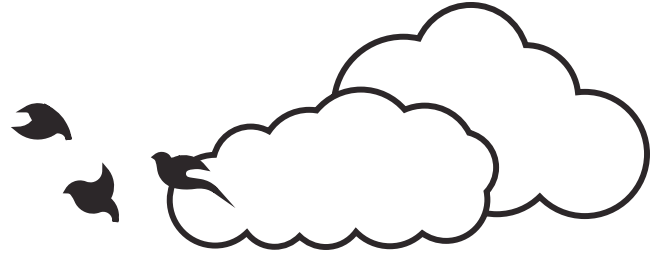


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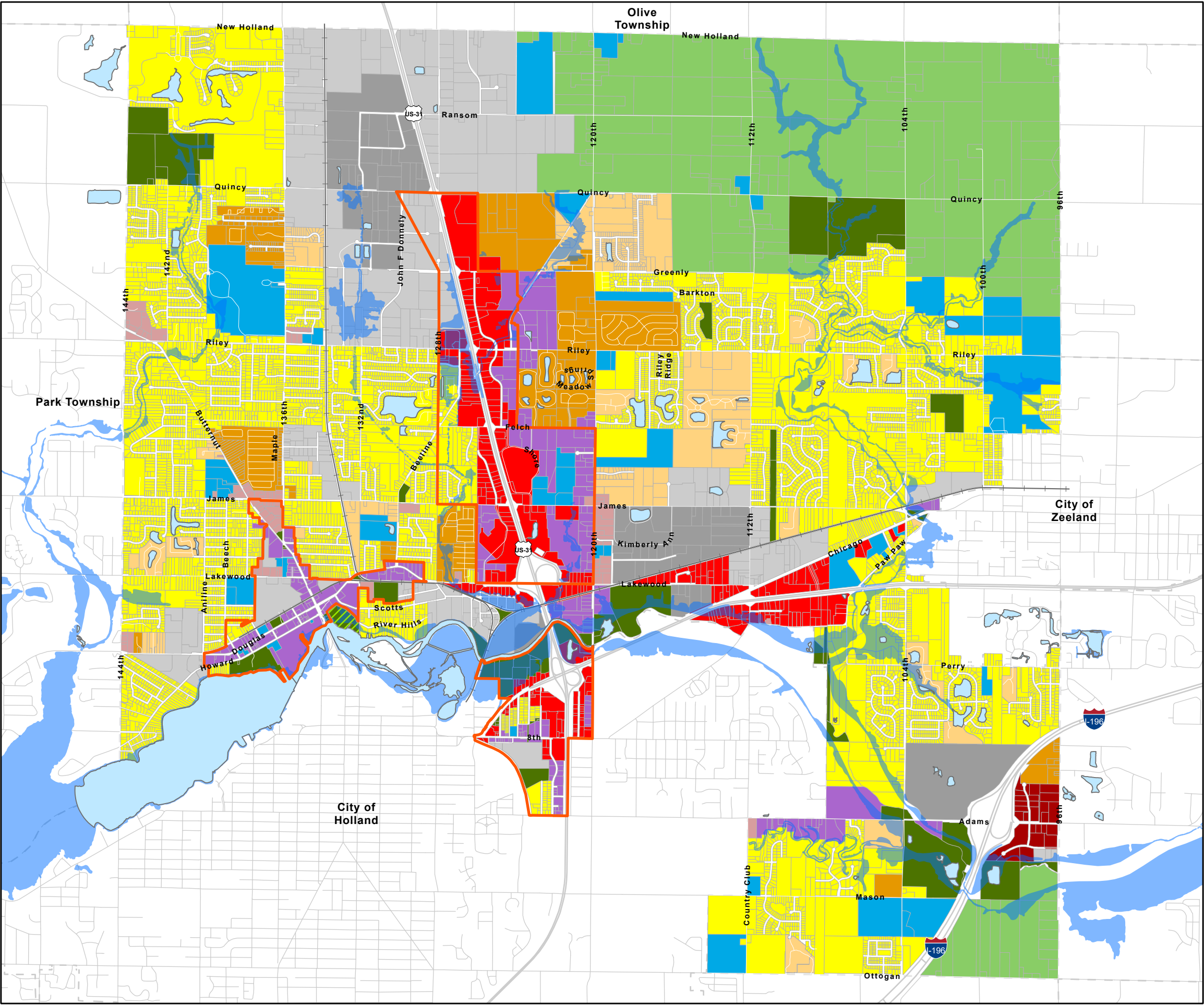
FUTURE LAND USE PLAN



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.



Future Land Use

Charter Township of Holland, Ottawa County, MI

October 8, 2020

LEGEND

- Subarea Boundary
- Agricultural Preservation
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Neighborhood Commercial
- Community Commercial
- Highway Commercial
- Light Industrial
- General Industrial
- Mixed Use
- Public/Quasi Public
- Park/Open Space
- FEMA 100 Year Floodplain
- City of Holland parcel planned for Park/Open Space in partnership with the City



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

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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

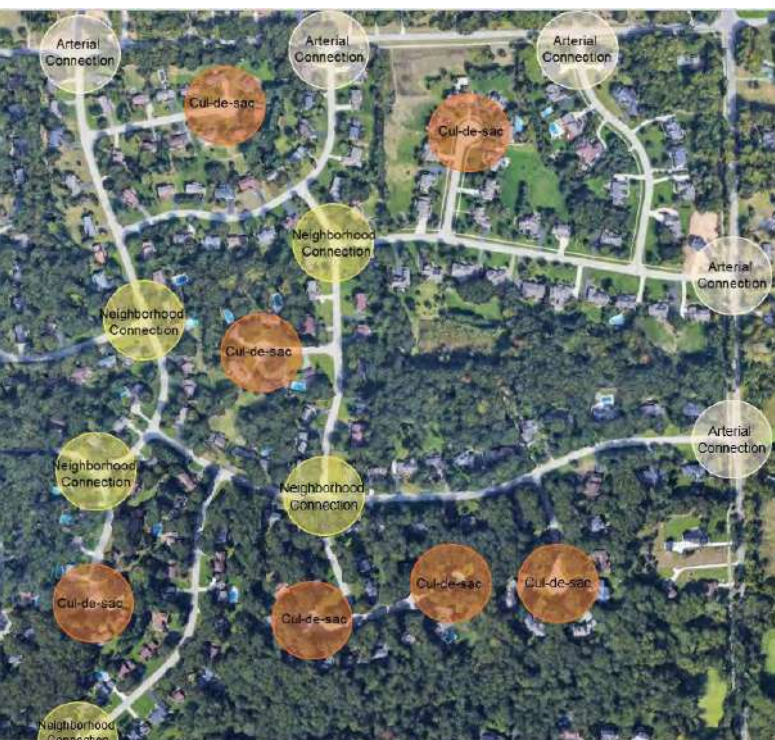
New homes should be consistent with existing character and should be designed with quality materials and should be consistent with surrounding homes in terms of scale, massing, and site design. For more details recommended Neighborhood Design Guidelines, see page 42.

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.

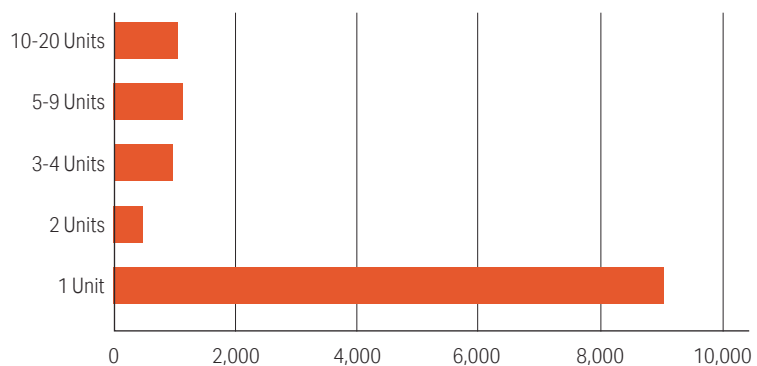
GENERAL CHARACTERISTICS

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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