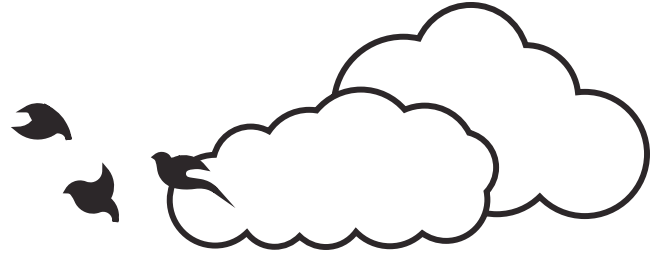


07



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

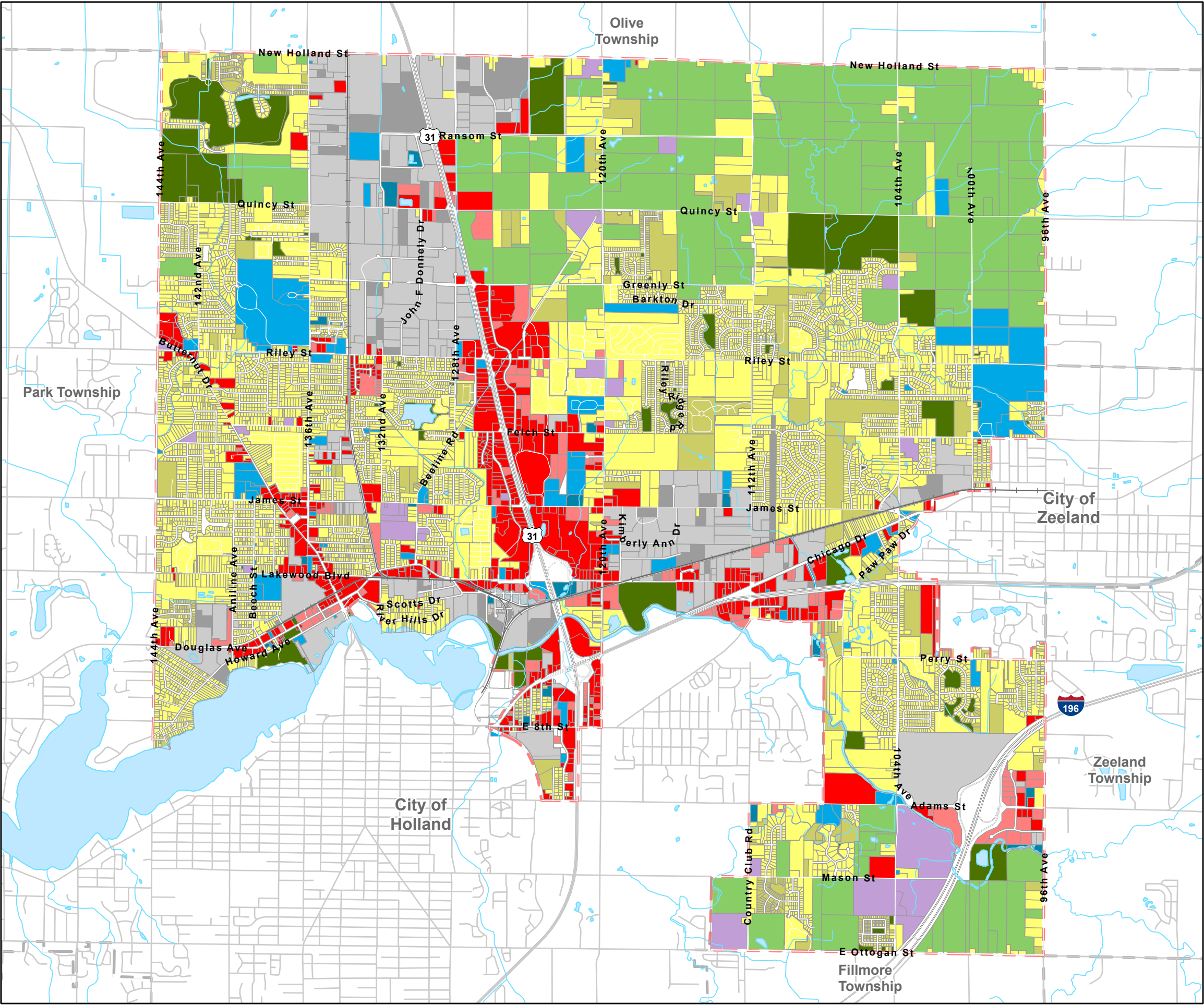
The northeast portion of the Township, from 96th Avenue to 120th Avenue is comprised of agricultural uses. This area has been identified as a prime spot for agricultural preservation as the Township continues to grow in population.

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

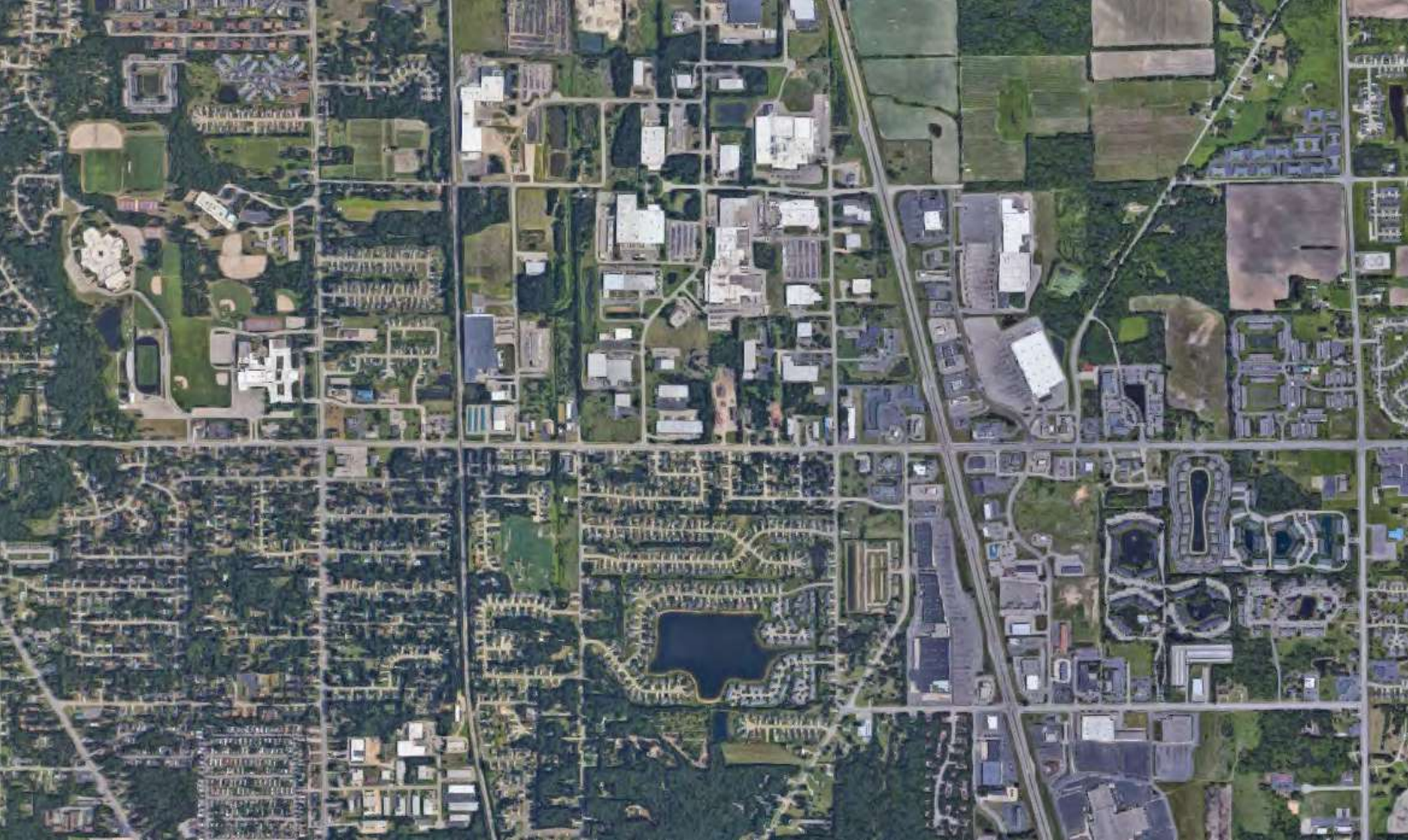
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Feet



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

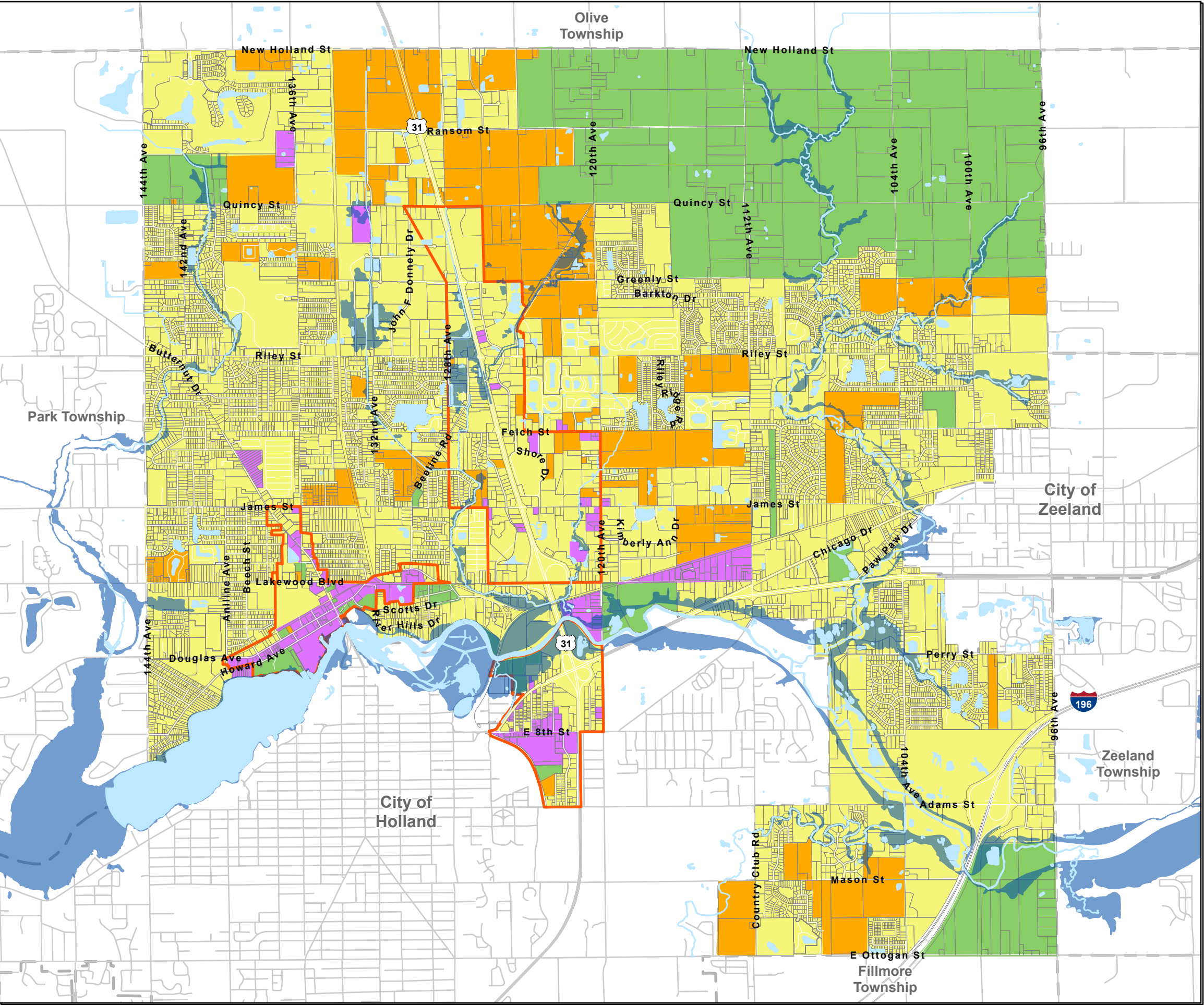
This Township Framework category was determined by analyzing the parcels within the Township that should remain generally the same in land use, but could benefit with some enhancements or improvements. For example, areas within the Township could be enhanced by improving street lighting, constructing 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

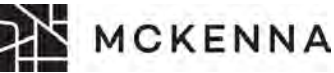
July 16, 2020

LEGEND

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



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.



235 East Main Street, Suite 105
Northville, Michigan 48167
T: 248-596-0920
F: 248-596-0930
www.mcka.com

John Jackson, AICP President
Christopher Khorey, AICP Project Manager
Danielle Bouchard Project Planner/GIS Mapping
Har Ye Kan Urban Design
HYK Consulting
Nicholas Rolinski Urban Design
Broad Street Studio