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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.

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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

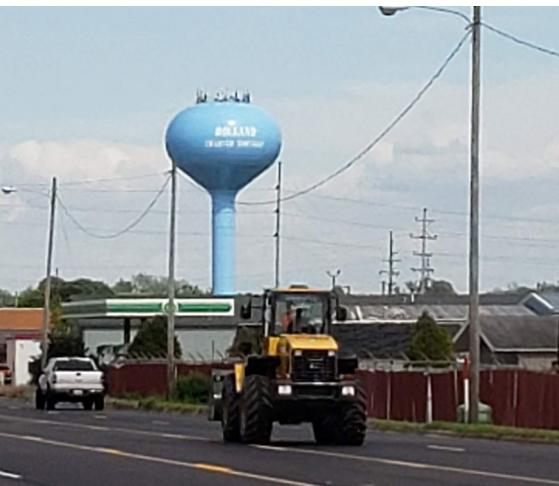
Continue to invest in existing recreation facilities, and consider new facilities, that provide quality of life benefits for Township residents, such as active living, accessibility to recreation, and environmental preservation.



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.