

### Community Profile

**U**nderstanding the makeup of any community is the starting point for understanding its unique characteristics. Included in this Plan is a discussion of key demographics such as: population trends and projections; a review of the age, race, and income characteristics of residents; a breakdown of key housing characteristics; a review of housing and construction activity; and a description of the labor force. Knowledge of the nature and makeup of the community will assist in fine tuning the land use and development needs of the Township.

**D**emographic data is located in charts and tables at the end of this chapter. A complete analysis of selected Census data is also provided in Appendix C. Table 1 illustrates the change in population over time in Holland Charter Township. This chart illustrates that for three of the past four decades, the Township's population has gener-

ally increased by about 25 percent of the preceding decade's population, with the exception of the 1990-2000 period where the growth rate was a substantial 65% increase. That time period was a period of significant growth over the entire country. This growth was also aided by a national trend toward migration from the urban centers to abutting townships. The suburbs were desirable for a variety of reasons, including larger lots sizes and newly constructed homes. Analysis will show the average increases to be more in line with historical trends for many other communities.

**O**ver the next twenty years, analysts project that the population of Ottawa County will increase, they specifically anticipate **growth in Holland Charter Township's population**. The Township and surrounding communities in Ottawa and Allegan Counties continue to be an attractive option for many seeking to live in this area because of the many industrial and service jobs that are available. In addition, many residents wish to commute to the employment center of the greater Grand Rapids area while taking ad-

vantage of the many attributes that our Township has to offer. Most of the area communities are projected to see the same growth rates as experienced between 2000 and 2010. The only exception to that rule are the cities of Holland and Zeeland, where there is limited vacant land for growth and with smaller family sizes these communities show very little new growth.

### Household Trends & Projections

**P**opulation change is only one of the factors that affects whether development will occur in a community and to what extent. The makeup of households in Holland Charter Township is changing over time. There are two statistics that are regularly collected by the Census which are similar but offer different answers to our community understanding. These two are Household Size and Family size. A family is defined as a householder and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption. Household size re-

lates to the number of individuals inside a domicile regardless of relation by blood. Household size is usually smaller because of the large number of one and two person households. The 2010 Census revealed that the average household and family size in the Township is 2.85 and 3.31, respectively. A comparison of household and family size over time and difference between adjacent communities is provided in [Appendix C](#).

## Building Activity

**I**n the 1990's Holland Charter Township was one of the fastest growing communities in west Michigan, and while it still one of the growing communities, the economic downturn experienced during 2008-2013 caused construction activity to slow substantially. As can be seen in [Table 2](#) (located at the end of this chapter), construction activity slowed after 2005 in all segments. Multi-family units were being built on a regular basis up until 2004, when that activity came to a complete halt. During that same time period, commercial and industrial construction dropped significantly, and residential construction was about ten percent of its former level.

## Educational Attainment

**T**he educational attainment for Holland Charter Township residents aged 25 years and older is lower than all the other units in the immediate area. One cause of this might be the lower housing costs and greater availability of subsidized rental housing in the Township as compared with other local units. Another interesting observation is that between the years of 2000 and 2010 there has not been much change in the educational levels of Holland Township residents. In this time period there was very little change in the educational level of our residents while all the other communities achieved significant improvement.

**O**ne positive that can be taken from this statistic is that the educational attainment levels would seem to indicate that there is a ready supply of production and other workers looking for jobs not requiring significant educational achievements. This may tell us that we will see increased interest in land for production facilities because of the available labor supply. Also, this data would indicate that we have a significant

labor for the service industry.

## Age Characteristics

**B**eing aware of age characteristics of the Township can assist planning decision by indicating the specific economic, transportation, recreational, education, and other community needs each age group will require. By examining the demographic mix of residents both now and in the future, the Township can better plan for community services and amenities.

**M**edian age can provide a general picture of the age of residents, while a breakdown of ages is useful when the age groups are broken into three main categories: school age (under 18), labor force(19-64), and senior citizens (over 65), provides a better sense of the needs and desires of the population. The median age in Holland Charter Township has steadily increased from 29.4 years in 1990 to 32.0 years in 2010. This number still reflects an age level that is significantly below the County and State average, also indicating that our area may have a substantial work force for production operations and will have increased

need for facilities to serve school age children.

If one looks at the distribution of our population in traditional age categorical groupings, one sees that Holland Township, like other governmental units in this country, has a significant percentage of its population over the age of 65. The makeup of our population has significantly changed as can be seen in Table 3 (located at the end of this chapter) where it easily shows the population shift by age between the years 1970 and 2010.

As shown in Table 4 (located at the end of this chapter) the largest population segment is comprised of those aged 25 to 44 years old, which suggests there are a significant number of residents and families with active needs such as improved recreation programming and increased community activities matched to their age. Table 4 (located at the end of this chapter) also reveals that, while the senior segment of the population comprises less than 9 percent of total residents in 2010, it is still a growing sector to be considered. Another growing segment of the population is between the

ages of 45 and 65, which continues to increase as a percentage of the whole. The Township must consider facilities and services that will address the needs of this growing and significant portion of the population. Our average age continues to climb higher so we must program and plan for needs of a more senior population.

## Employment

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There are two important factors to consider when evaluating the employment characteristics of the Township. First, it is important to review the employment by industry that identifies the places where Township residents work. Second, it is useful to know the occupation breakdown of the population in order to establish the experience and employment specialization of Township residents.

It is also helpful to compare our Township to Ottawa County to determine unique characteristic of the Township population. The data shows that manufacturing is much more significant to Holland Township residents than the residents of the County as a whole. Table 5 and Table 6 (located at the

end of this chapter) both indicate that our Township residents have a strong relationship to manufacturing. Our residents will be well served if we continue to provide industrial sites and locational incentives.

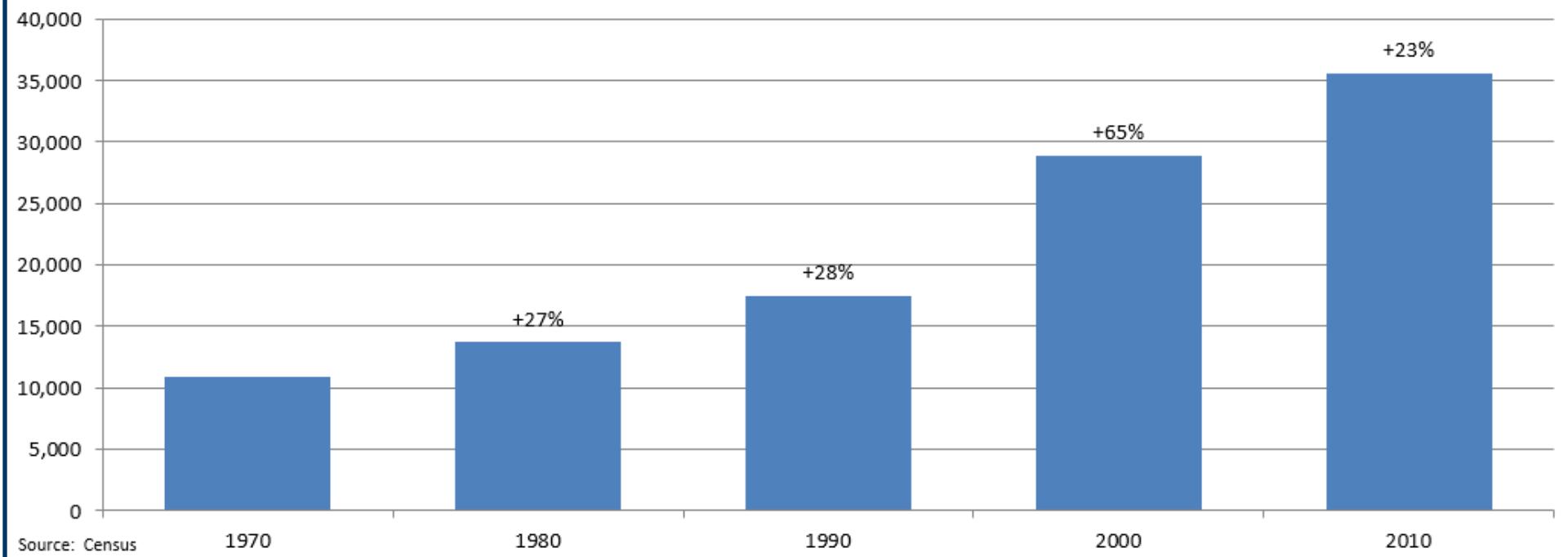
Finally, of note, is that the commute time for the Township, as displayed on Table 6 (located at the end of this chapter) is below the State or County average which is a result of a preponderance of industrial jobs in our community being filled by our residents which makes their commute time very short.

If we view the information in Table 5, we see the growth of jobs by industry located in Holland Charter Township. During the time period for which industry data is available, Holland Charter Township residents have experienced an increase in employment opportunities in most industries with about a 6 percent increase in the number of employers. During the time period studied in the table, it showed a 21 percent increase in revenue during the five year period. During the time period in the table, the number of employees has stayed about the same even though the number of estab-

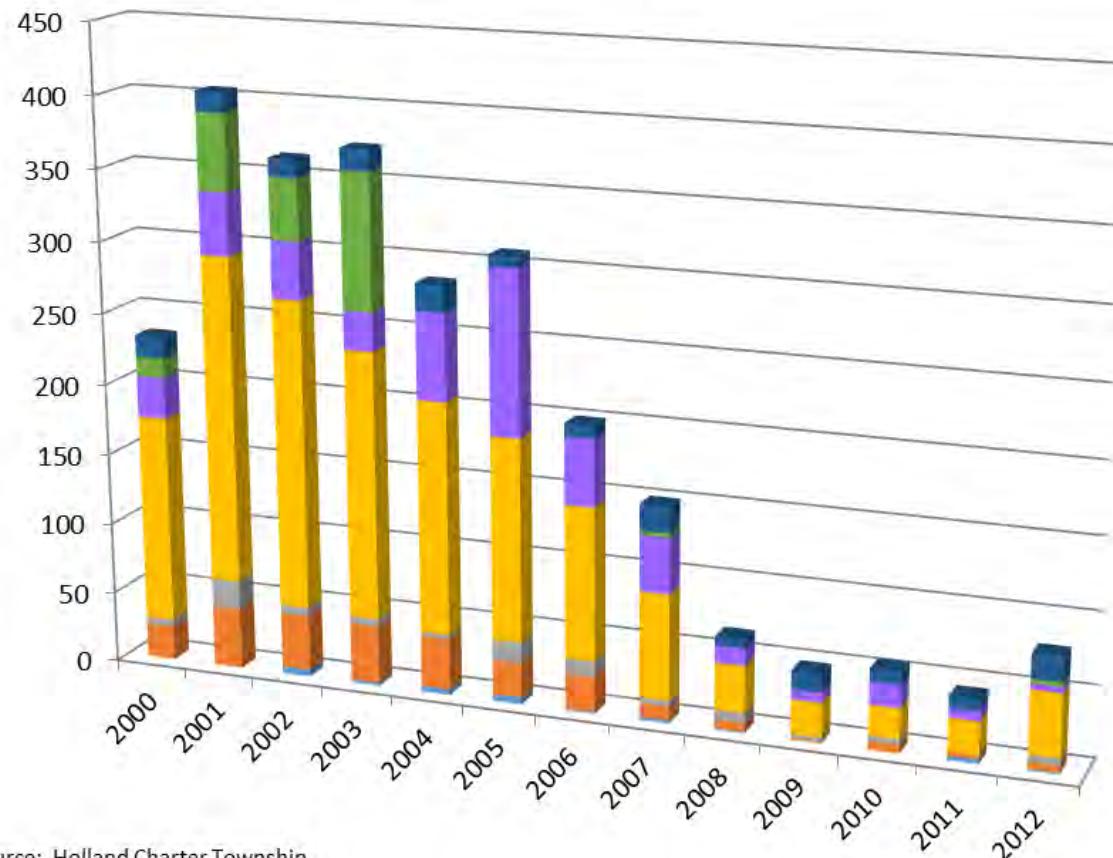
lishments has increased. This is due to the general economic slowdown. The Township's high proportion of residents with limited post-secondary education will continue to make the Township a good locale for manufacturing expansion.

## Income

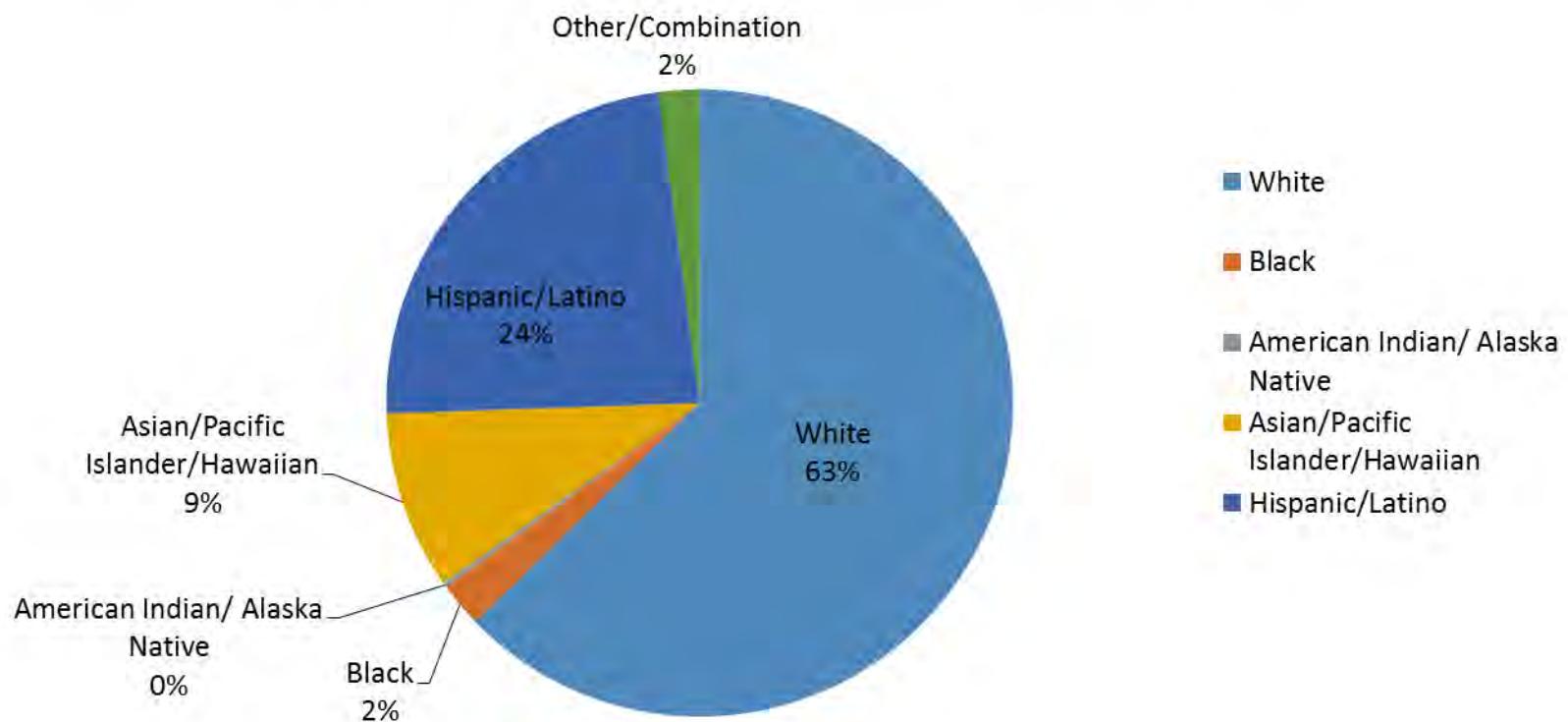
Median household incomes for Holland Charter Township and surrounding communities have been collected for 2010 and is illustrated in Table 6 (located at the end of this chapter). The data illustrates that Holland Charter Township has the largest labor force of the surrounding communities, with income in the average range for local communities. The Township income is behind the State and County, and while the Township's median income is higher than cities of Holland and Zeeland, we generally are not as wealthy as Olive, Park or Zeeland townships.

**Table 1 - Holland Charter Township Historical Population**

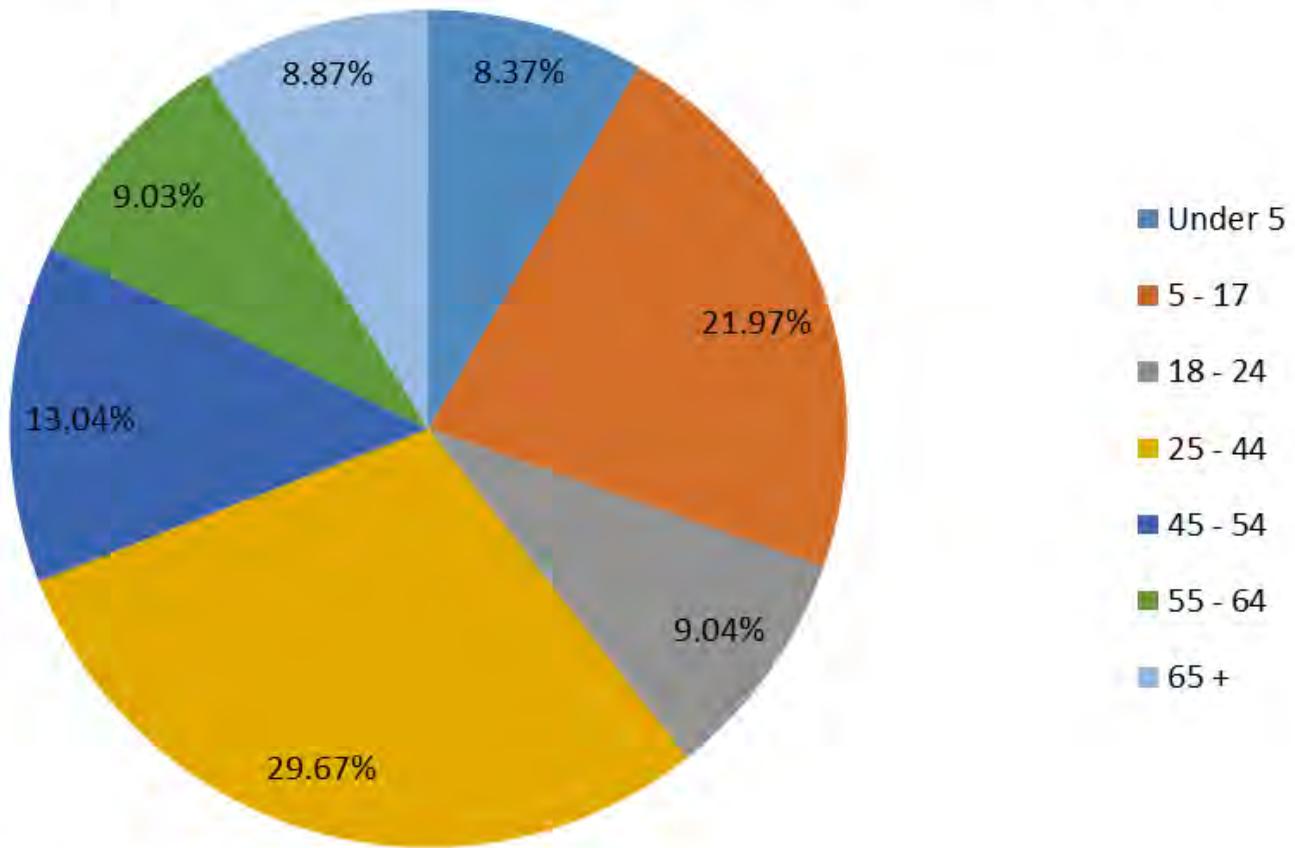
## Table 2 - Building Permit History

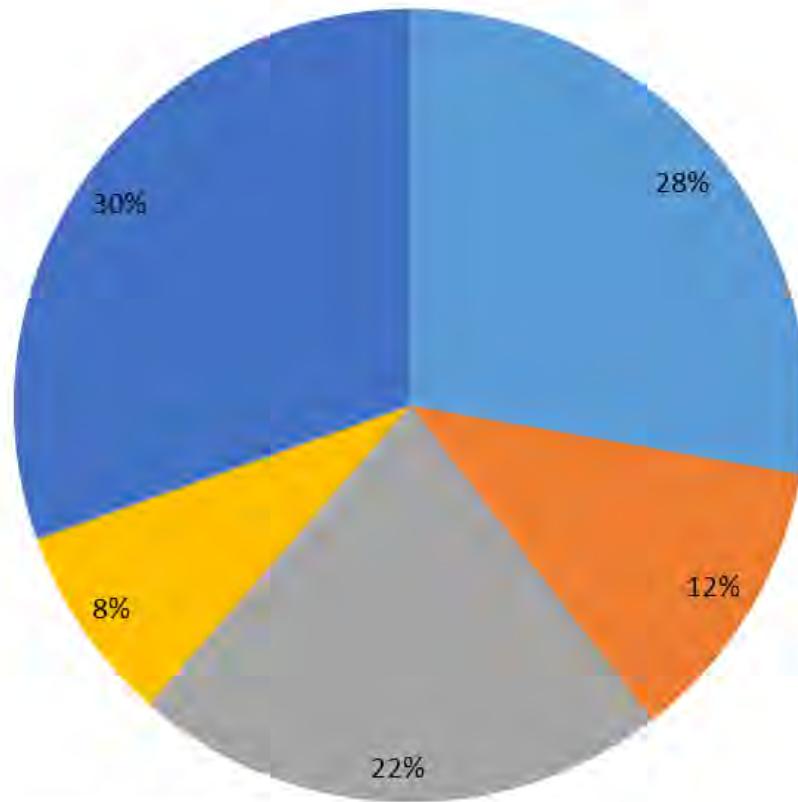


Source: Holland Charter Township

**Table 3 - Holland Charter Township - Racial Characteristics (2010)**

## Table 4 - Holland Township Age Distribution (2010)





**Table 5 - Holland Township Employment by Occupation**

- Management
- Service occupations
- Sales and office occupations
- Natural Resources and Construction
- Production and Transportation

Source: 2010 Census, HCT

## Table 6—Income and Work Related Statistics

| <b>Category</b>                                  | <b>Holland City</b> | <b>Holland Township</b> | <b>Olive Township</b> | <b>Park Township</b> | <b>Zeeland City</b> | <b>Zeeland Township</b> | <b>State of Michigan</b> | <b>Ottawa County</b> |
|--|---------------------|-------------------------|-----------------------|----------------------|---------------------|-------------------------|--------------------------|----------------------|
| Labor force over 16                              | 13,930              | 19,202                  | 2,446                 | 9,261                | 2,576               | 5,397                   |                          |                      |
| Mean Travel time to work (minutes)               | 15.0                | 17.5                    | 21.9                  | 20.3                 | 15.7                | 16.7                    | 23.7                     | 19.9                 |
| Type of Work                                     |                     |                         |                       |                      |                     |                         |                          |                      |
| Management, Business                             | 3,919               | 4,492                   | 544                   | 3,731                | 619                 | 1,582                   | 0.342                    |                      |
| Service  | 1,974               | 2,739                   | 296                   | 932                  | 360                 | 765                     | 0.186                    |                      |
| Sales and Office                                 | 3,082               | 3,292                   | 484                   | 2,176                | 619                 | 1,235                   | 0.248                    |                      |
| Construction, Natural resources, and Maintenance | 694                 | 1,443                   | 354                   | 547                  | 200                 | 525                     | 0.079                    |                      |
| Production & Transportation                      | 3,146               | 5,335                   | 535                   | 1,072                | 486                 | 970                     | 0.146                    |                      |
| Total Employed                                   | 12,815              | 17,301                  | 2,213                 | 8,458                | 2,284               | 5,077                   |                          |                      |
| Median Household Income                          | \$44,001            | \$50,547                | \$54,792              | \$69,257             | \$41,289            | \$58,119                | \$48,432                 | \$55,095             |
| Mean Household Income                            | \$56,070            | \$58,771                | \$60,436              | \$95,048             | \$47,828            | \$68,642                | \$63,692                 | \$69,724             |
| Median Family Income                             | \$50,986            | \$56,020                | \$68,750              | \$77,890             | \$50,489            | \$64,642                | \$60,341                 | \$65,474             |
| Mean Family Income                               | \$65,505            | \$64,689                | \$65,434              | \$104,685            | \$57,204            | \$74,492                | \$75,399                 | \$80,370             |
| Per Capita Income                                | \$20,611            | \$20,894                | \$20,559              | \$34,396             | \$19,443            | \$22,816                | \$25,547                 | \$25,359             |

Source: Selected Economic Characteristics for the 2006 - 2010 American Community Survey (5 Year Estimates).