

Strategic Land Development Plan

The Strategic Land Development Plan (SLDP) was created in order to enhance the Future Land Use Plan, better define desired development patterns, and guide future policy and land-use decisions. The SLDP identifies areas within the City where existing development patterns should be maintained and enhanced. It also identifies areas where changes are encouraged and development patterns should be altered in order to reach the future vision for Holland described in the Future Land Use Plan.

The SLDP provides direction for policy and regulatory changes by identifying specific locations where significant changes in — or preservation of — development scale, character and form are preferred. In addition to identifying areas where development patterns are to be preserved or altered, the SLDP makes general recommendations for how building form and site design can be addressed in the Zoning Ordinance to facilitate transitions in development patterns. These recommendations could ultimately serve as a foundation for the development of form-based zoning standards and regulations for portions of the City in the future. The Strategic Land Development Map illustrates the locations of the following Strategic Land Development Areas.

Mixed-Use Business Development Areas

These are areas where the development of new businesses and industries is allowed and encouraged. A mix of pedestrian-friendly uses and building forms is encouraged to help create vibrant nodes in these areas that serve as transitions between established neighborhoods. Adaptive reuse of existing structures is expected and encouraged. Residential development with higher densities and diverse unit types should also be encouraged in these areas.

Mixed-Use Neighborhood Development Areas

These areas are along busier streets near existing, primarily residential neighborhoods where new development is permitted and encouraged to include higher densities and a mix of uses that creates walkable, vibrant centers of activity. Desired development in these areas includes higher density residential options, retail and office space, and entertainment and dining establishments. The design of future developments should incorporate multiple uses on individual properties and in single buildings. Buildings should front on the streets and, when appropriate, be multiple stories tall to help foster a “village-like” atmosphere.

Residential Neighborhood Development Areas

These are currently vacant lands or existing areas within residential neighborhoods where new types of residential development are allowed and encouraged. This can include development that has new or unique form and character while complementing the surrounding neighborhoods.

Business and Industry Preservation Areas

These are areas where existing commercial and industrial uses are stable and consist of site development patterns that function well and are generally aesthetically pleasing. It is intended that land uses and development patterns within these areas remain and be enhanced over time. Redevelopment or infill development in these areas should complement the existing character of the surrounding blocks and buildings.

Neighborhood Preservation Areas

These areas identify neighborhoods where existing development patterns and character should be preserved and enhanced over time. These neighborhoods are well-established and generally consist of residential and small-scale neighborhood commercial uses. Redevelopment and infill development should preserve or reflect the existing character of the neighborhood.

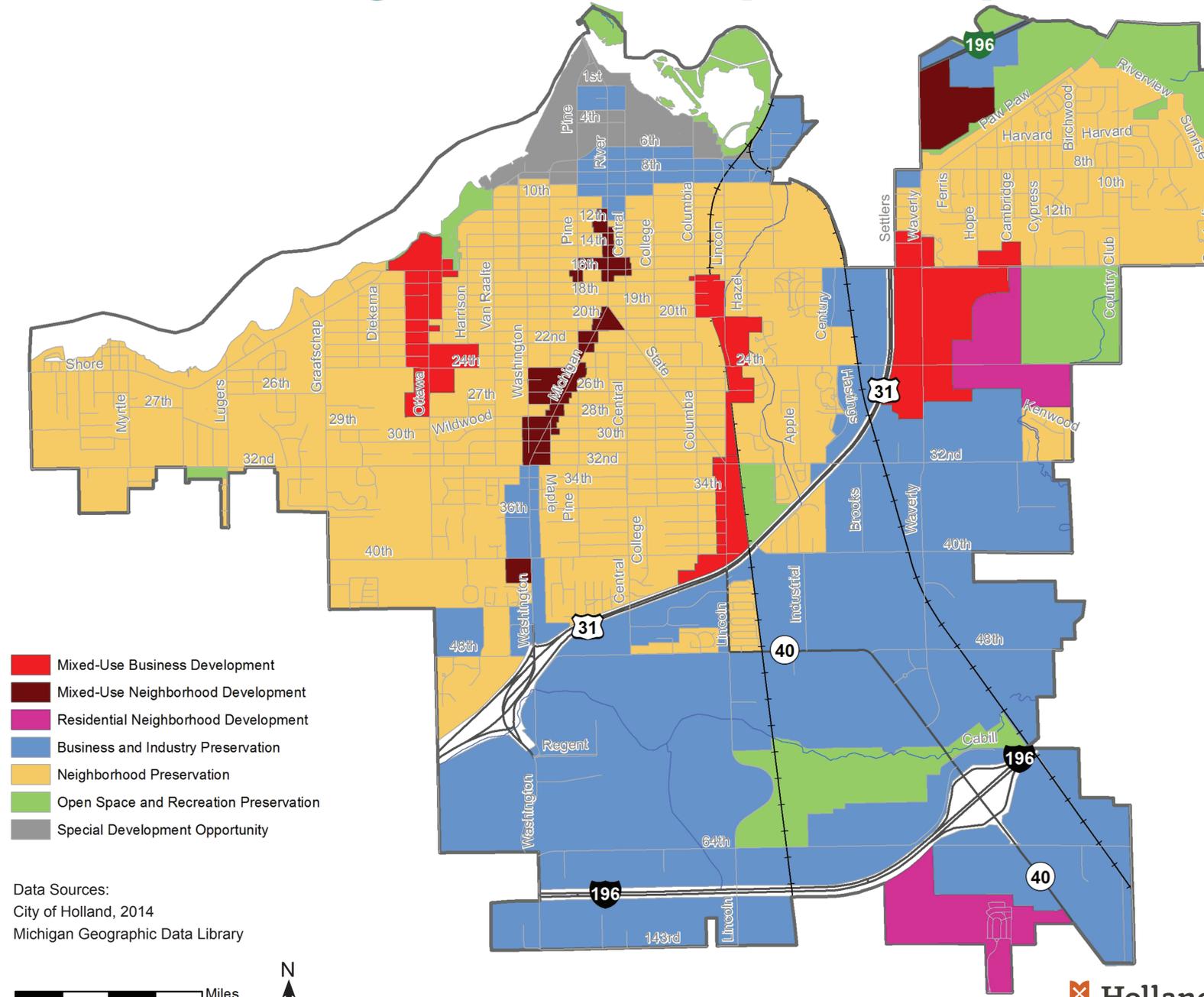
Open Space and Recreation Preservation Areas

Holland has a variety of valuable open spaces, natural areas, parks, and recreational lands that are vital pieces of the City. These spaces should be preserved and enhanced over time, either through the addition of amenities for public use or further protection of natural resources.

Special Development Opportunity Areas

These areas represent locations in the City where land uses are transitioning or are expected to transition in the near future. These areas offer great opportunity for dynamic new development or redevelopment that capitalizes on close proximity to natural features and downtown Holland. Future development in these areas could range in intensity and use, but should complement downtown and the surrounding neighborhoods. Adaptive reuse of existing structures is encouraged, and development standards for these areas should be flexible in order to accommodate lively, well-designed projects that make the most of the special opportunities presented by these properties.

Strategic Land Development Map



Master Plan Goals

The Master Plan identifies a vision for the future of the City and a series of goals and action steps to guide decision making. It is important that the vision and goals of the Plan reflect the needs and desires of the people of Holland, and the planning process provided the public input that served as the basis for the goals found below.

Environment

The City of Holland's natural environment will be clean and accessible.



Transportation

The City of Holland will have a safe, connected transportation system that serves multiple modes.



Public Services

The City of Holland's public services will be high quality, efficient, and cost effective.



Parks and Recreation

The City of Holland will have visually appealing, year-round, and diverse activities and spaces that are accessible and connected for all people.



Housing

The City of Holland's housing stock will be energy efficient, well-maintained, and include various designs.



Urban Design

The City of Holland's neighborhoods will be aesthetically pleasing, tree-lined, walkable, and mixed-use with recognizable development patterns.



Food and Agriculture

The City of Holland will have locally-sourced, fresh foods accessible to all residents and businesses.



Economy

The City of Holland's economy will consist of diverse industries based on technology and design that attract and retain talent and are fueled by a strong entrepreneurial spirit.



Social Services and Community Health

The City of Holland will foster a safe and healthy community for all residents.



Future Land Use Plan

The Future Land Use Plan and Future Land Use Map describe a generalized preferred organization of future land uses in the City of Holland. The Future Land Use Plan is a general framework used to guide land use and policy decisions within the City. A variety of factors were considered during the creation of the Future Land Use Plan, including existing land use, public input from the planning process, desired community character, development impacts on natural features, and future growth. The Future Land Use Map shows general locations for the broad future land use areas described below.

Residential Areas

Residential areas in Holland currently exist in a number of neighborhoods that provide a diverse range of housing options and character. Whether for new or infill development, new homes and residential structures should be built in a manner that complements existing neighborhood character while providing housing opportunities that meet the needs and desires of existing and future populations. The following types of residential land use are envisioned for Holland's future.

Urban Residential

The intent of this district is to maintain traditional or historic neighborhoods in the City. The Urban Residential area is primarily characterized by single-family residential uses. However, attached single-family residential units such as row houses or townhomes and multi-story apartment buildings may be appropriate on arterial corridors in this district. These areas are generally found in the older neighborhoods of the City where smaller lot sizes and setbacks are common. Blocks in these areas are defined by traditional grid street patterns and sidewalks are prevalent. Many complementary uses (such as parks, schools, and places of worship) currently exist in these areas and should be preserved and encouraged in infill development. A traditional style of architecture should be promoted for infill development in these areas in order to help maintain the historic character of these neighborhoods.



Neo-Traditional Residential

The intent of this district is to provide for, encourage, and enhance the development of new residential neighborhoods that more closely resemble Holland's Urban Residential neighborhoods. These neighborhoods are designed to reflect more traditional development patterns, with gridded street networks, sidewalks, smaller lot sizes, smaller setbacks, and homes placed close to the fronts of lots. The primary use in these areas will be single-family detached residential units but attached single-family residential units should be encouraged in order to provide additional housing options like row houses or townhomes. This district also allows for small scale neighborhood commercial uses that support the surrounding residential neighborhood. This planning district is also applicable in Suburban Residential Districts where appropriate.



Suburban Residential

The intent of this district is to provide for the development, preservation, and enhancement of Holland's Suburban Residential Neighborhoods which include single-family housing and condominium developments. This area supports single-family residential developments which are designed as one home on one lot. Also, condominium residential developments may be allowed along arterial streets and on the edge of established residential neighborhoods. Condominium developments are side by side attached houses, where one exterior door leads to two dwelling units. Streets in these districts do not necessarily need to follow a traditional grid pattern, and accompanying land uses should include parks, recreational lands, and institutional uses like schools and places of worship. Pedestrian connections are encouraged within developments and between these areas and adjacent neighborhoods, commercial areas, and parks.



Apartment Residential

The intent of this district is to provide for the construction and preservation of apartment complexes to provide higher-density housing options in close proximity to major streets. Design of apartment complexes in this area should be compatible with adjacent uses and provide for pedestrian connections to adjoining neighborhoods, recreational lands, and commercial areas.

Mobile Home Residential

The intent of this district is to provide for the allowance of planned mobile home parks within the City. Housing densities are relatively high in these areas due to smaller building sizes and closely spaced units.

Commercial Areas

Holland's existing commercial areas vary in scale and character. Small neighborhood commercial nodes are scattered throughout the City's neighborhoods, providing for the daily needs of residents. Downtown Holland is a vibrant, bustling destination for both residents and visitors that maintains much of its historic character and charm. Other commercial areas in the City developed after the popularity of the automobile grew; these areas are located along major thoroughfares and primarily cater to drivers. Future development and redevelopment within commercial areas should be designed to complement the existing character of Holland and provide efficient transportation connections of all types to surrounding neighborhoods.

Marketplace Commercial

The intent of this district is to accommodate dense mixed use developments centered on the commercial nodes of the area and is expected to be primarily accessed by automobile and mass transit. Planned uses include, but are not limited to, hotels, restaurants, grocery stores, movie theaters, big-box retail stores, financial institutions, offices, apartments and condominiums.

Highway Commercial

The intent of this district is to accommodate commercial uses that serve the greater region and traveling motorists along highways in the City. Appropriate uses include, but are not limited to, hotels, restaurants, grocery stores, big box retail stores, automotive service stations, and apartment complexes when such apartments are adjacent to an existing or developing residential neighborhood. The nature of the uses in these areas often requires larger lots, building sizes, and parking lots. Sites should be designed to limit the visual impact of parking areas by placing them alongside and behind buildings as often as possible. Appropriate setbacks and landscaping should be incorporated in these districts to screen the commercial use from adjoining residential areas and to help beautify the commercial use.

is also planned for this area, including the allowance of live-work opportunities where living quarters, production space, and retail space can all be located in a common building.

Central Downtown

The intent of this district is to preserve and enhance the existing development patterns and inviting atmosphere of Downtown Holland typically found along 8th Street. The attractive, walkable form of central downtown and its mix of higher-density commercial and residential uses creates a vibrant environment that serves the region's residents and visitors with entertainment, dining, service, and shopping opportunities. Additional community service and institutional uses, such as Hope College related uses, can be found in this area as well. It is intended that this district maintain a high quality mix of diverse uses so that it remains a hub of activity and a community gathering place.



Arterial Commercial

The intent of the district is to promote a shift in commercial development patterns along busier streets in the City. New development standards and regulations for these areas should require that buildings be sited closer to streets to establish a stronger connection between the building and pedestrian amenities. Parking lots should be located to the rear and sides of buildings. Primary uses in Arterial Commercial areas include retail stores, restaurants, banks, automobile service stations, grocery stores, medical offices, pharmacies, offices, and other related commercial and service uses.

Neighborhood Commercial

The intent of this district is to accommodate small pockets of vibrant commercial activity within Holland's residential neighborhoods. These districts have traditionally served residents with specialized services and commercial opportunities while positively contributing to the character of the surrounding residential areas. Planned uses in these areas are intended to meet the daily needs of residents in a walkable, well-designed environment. Appropriate uses in these areas include, but are not limited to, small grocery stores, restaurants, specialty food stores, personal service establishments, small medical offices, and other related enterprises.



Business Development Area

The intent of this district is to provide the flexibility needed to preserve existing commercial and industrial uses while accommodating and encouraging an eclectic mix of unique new businesses, residential, small scale industry, and arts and cultural uses. Adaptive reuse of existing structures is encouraged, and standards for new and infill development should allow for the creative layout of sites and construction of buildings. Providing for flexibility of uses within structures

Northern Downtown

The intent of this district is to provide for the preservation and development of a mix of uses with varying intensity that complement the historic and planned uses in the Central Downtown area. Planned uses for this area include, but are not limited to, higher-density housing options, offices, restaurants, small scale retail and small scale craft industrial uses and parks. Future development should be designed in a way that capitalizes on the area's close proximity to the Macatawa River while limiting environmental impacts.

Waterfront Downtown

The intent of this district is to plan for the redevelopment of the waterfront into a mixture of uses and the thoughtful preservation of existing industrial uses and buildings that result in a greater sense of connection to Lake Macatawa. Large sites and frontage on Lake Macatawa and the Macatawa River present unique opportunities for future redevelopment projects. Generally, future redevelopment should be designed to provide increased public access to the waterfront and create an energy that allows this area to be experienced by the public 24 hours a day and 365 days a year. Potential future redevelopment uses should focus on higher-density housing options, public open spaces, hotels, offices, and restaurants and allow for associated convenience retail.

Mixed-Use Village

The intent of this district is to provide for a change in development patterns, standards, and regulations in order to create concentrated areas of higher density with a mix of uses along primary streets within the City. It is envisioned that these areas become dense, walkable, vibrant spaces that mix residential and commercial uses within concentrated areas and on individual properties. Planned uses in these areas include retail, restaurant, entertainment, office, and service uses. Higher-density residential development, preferably within mixed-use buildings, is also encouraged. Development standards and regulations for these areas should encourage buildings to be placed close to streets, with parking areas located behind. In order to increase density to the levels desired, buildings will likely need to be multiple-story.

The City of Holland Master Plan

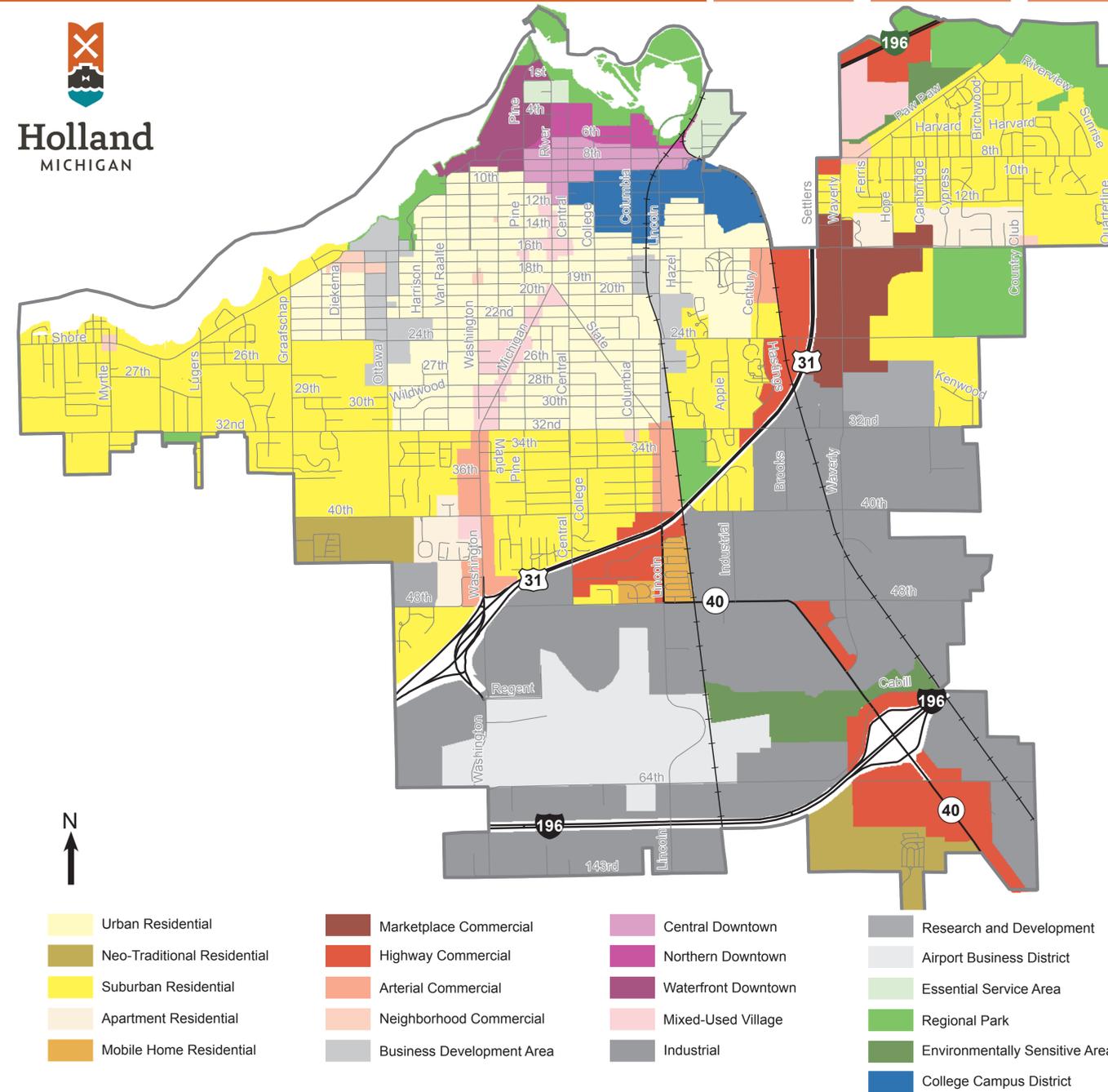
The City of Holland Master Plan is the official policy guide for Holland's future development and growth. The Master Plan summarizes the community's vision for the City, highlights goals and objectives based on an analysis of strengths and weaknesses, and provides the framework and basis for sound community development and land use decision making. Overall, the City of Holland Master Plan establishes clear direction and expectations for the City and meets the requirements established by the Michigan Planning Enabling Act of 2008.

The Master Plan is a flexible document that guides development within the City, but provides capacity to adapt to changing conditions and new innovation.



The Master Plan describes where new development should be directed and also identifies existing conditions, goals, and best management practices for a number of focus areas including the local economy, natural and cultural resources, transportation networks, recreational amenities, health and social services, neighborhoods, urban design standards, and local food.

The City of Holland Master Plan was developed with engaging and comprehensive public input. This engagement process, along with conversations with City staff and Planning Commission members, resulted in several guiding principles for the future of Holland.



Guiding Principles

Inviting all to enjoy...



This guiding principle speaks to Holland's community approach, where every neighbor is welcomed and accepted into government processes. From a thriving Hispanic culture to a college-town experience for students, Holland has something to offer for everyone. This invitation extends beyond Holland's boundaries, incorporating regional efforts to move the West Michigan region forward.

a thriving...



This guiding principle emphasizes Holland's heritage of unique, interesting places and cultural pride. A thriving Holland has carefully chosen high-quality standards for future development, a connected and vibrant downtown, and vital neighborhoods. This guiding principle encompasses themes of walkability, placemaking, and building typologies that will be discussed throughout the plan.

and resilient Holland.



This guiding principle ties resiliency to many aspects of Holland. By ensuring its economic portfolio and environmental strategies are diverse, a forward-facing Holland can react and adapt to changes in the global or national economy and prepare for changes in climate over the long term.

Industrial Areas

Industrial uses within Holland are important for the long-term viability of the City as they provide jobs for residents and a tax base for the City. Many of Holland's industrial businesses have been in the community for decades, and retaining them while adding new businesses will help strengthen the local economy. It is important to consider the potential impacts of industrial uses on adjacent neighborhoods and transportation corridors when planning for the future.



Industrial

The intent of this district is to accommodate for the preservation and development of larger-scale industrial uses such as manufacturing, warehousing, food processing, material testing, and other high intensity industrial uses. The uses in these areas provide many employment opportunities for area residents and generally require large lots, buildings, parking lots, and loading areas. Sites and facilities should be developed with appropriate utility service and transportation links and limit any potential negative impacts on adjacent uses and natural resources.

Research and Development

The intent of this district is to accommodate uses that are industrial in nature but require additional office, testing, and prototyping facilities for groups of employees engaged in the design, engineering, and development of new products. Uses in this area typically require large sites, facilities, parking lots, and loading areas. Sites should be designed to limit impacts on surrounding neighborhoods and natural features.



Airport Business District

The intent of this District is to provide for the continued operation and development of the West Michigan Regional Airport and surrounding properties. Complementary commercial and industrial uses can be considered as long as they do not conflict with Airport activities.

Public and Civic Areas

Many institutional, civic, and public service uses exist within the City and are well-integrated into the City's neighborhoods. It is preferable that these types of uses remain spread throughout the City, and a specific future land use area solely intended for them has not been dedicated. Generally, institutional, civic, and public service uses like municipal offices, schools, small parks, churches, and hospitals are considered appropriate in the residential, commercial, and mixed-use future land use areas described in this chapter.



Essential Service Area

The intent of this district is to provide for the continued provision of necessary public utilities and services. Appropriate uses in these areas include the treatment of wastewater from the City's sewer system and the generation of power by the Holland Board of Public Works.



Regional Park

The intent of this district is to provide for the recreational needs of City residents and visitors alike. Park areas vary in size and intensity of development, but generally allow for both active and passive recreational opportunities and are open to the public. Smaller public parks exist within the City but are not included in this future land use area, as they are considered appropriate secondary uses in these residential, commercial, and mixed-use spaces.



Environmentally Sensitive Areas

The intent of this district is to provide for the protection and preservation of valuable, sensitive natural areas and features like wetlands and bodies of water. Planned uses in these areas include parks, open spaces, and vegetative buffers. Development of all other uses in these areas should be prohibited.



College Campus District

The intent of this district is to provide for the preservation, development, and enhancement of the Hope College and Western Seminary campus and facilities. Appropriate uses in this area include educational buildings, dormitories, athletic complexes, auditoriums, open spaces, parking and residential housing.



City of Holland Master Plan Summary Poster Adopted 2017



To view the entire Master Plan, visit www.cityofholland.com



Future Land Use Map