

Preface
Olive Township Master Plan
2009

Introduction

Legal Requirement

In accordance with the Michigan Planning Enabling Act, Act 33 of 2008, this Master Plan was created to serve as a guide for development within Olive Township.

Intent and Purpose

The Olive Township Master Plan is designed to address and direct proposed land use and development in a compatible fashion with existing and future uses, the natural environment, the availability of utilities, the capacities of transportation networks, the design and distribution of recreational opportunities and other public places, the linear relationship of the landscape as well as numerous other planning and community attributes.

The Olive Township Master Plan will guide and accomplish development that is coordinated, adjusted, harmonious, efficient and economical. In addition, the Master Plan will promote the sustainability of uses for current and future needs that best protect and enhance the public health, safety, morals, order, convenience, prosperity and general welfare.

The Master Plan may project more than 20 years into the future and must be revisited at least every five years to ensure its legitimacy.

Content

Cornerstone Components

A Master Plan shall include:

- Maps, plats, charts and descriptive content showing the recommendations of the Planning Commission for the physical development of the unincorporated areas of the township.

A Master Plan should minimally address the classification and allocation of land for the following, as can be reasonably considered:

- Agriculture, residences, industrial and commercial uses, public buildings and spaces, schools, environment, recreation and transportation, areas for redevelopment and various other characteristics of the township.

A Master Plan should generally address and accommodate the location and extent of the following:

- Transportation networks (i.e. streets, railway, waterways, airports and pedestrian improvements).
- Sanitary sewer and water supply systems
- Pollution prevention efforts
- Drainage
- Flood prevention and the maintaining of water levels
- Public utilities and structures
- Distribution of population
- Recreation

A Master Plan shall provide recommendations regarding the above cornerstone components, as applicable, as well as provide strategies to implement its proposals.

Composition

The Olive Township Master Plan is designed based on two simplistic, yet imperative principles;

1. Constant public input

It is through public participation and contributions that we established the foundation and direction of Olive Township, as they are the core of the community. Derived from the 2006 Olive Township Community Survey, which was mailed to every property owner in the township, as well as various planning meetings, which included specific solicitation of owners of certain property, this Master Plan benefited from and was shaped by public involvement.

and;

2. Professional support

Accompanied by the expertise and direction of professional municipal planners, County departments that serve on behalf of or provide improvements within the township as well as other consultants, the desires of the public have been incorporated within the Master Plan and balanced with the socioeconomic attributes of the community.

Final Document

Result

This design is intended to create the most efficient and effective Master Plan for the community of Olive Township. Its ultimate pursuit is to ensure the health, safety and welfare of the residents, property and business owners as well as visitors to this township.

Chapter One

Community Preferences

Introduction

Important to the residents and property owners of Olive Township are the preferences by which they envision or define the appearance, character and values of their community.

As provided in additional detail in the Community Survey chapter (Chapter 10), the Community Composition chapter (Chapter 2) and within the appendix, in late 2006 Olive Township completed a community survey to gauge the pulse of its property owners. Among other interests of the community, the survey provided the following findings of community preferences, policies, attributes and planning mechanisms, which are used as one of the cornerstones to establish strategies and recommendations within this Master Plan.

Findings

- *Rural Character* – is recognized as the natural features of the earth that minimize the visual exposure of buildings, structures or other man-made features and which create scenic character. It is also recognized as the natural features of the earth that provide environmental buffers and/or habitat that is characteristic of the Township. Features are found to include:
 - Woods, woodlots, forest areas and trees
 - Wetlands
 - Natural vegetation
 - Wildlife habitat
 - Natural field areas

Rural Character also includes farmland, which is recognized as natural features that are organized and managed by man.

- *Open Space* – is recognized as areas of land unoccupied by buildings, structures or other man-made features, that are preserved to be unoccupied by buildings, structures or other man-made features within a project.
- *Development Preservation Incentives* – is recognized as the exchange of increased development opportunity for the preservation of rural character and open space within a project.
- *Values* – the following attributes have been found as primary policies for the township:
 - Provide development incentives to preserve natural areas in agricultural, residential, commercial and industrial properties.
 - Protect and preserve open space and rural character in residential, commercial and industrial properties.
 - Encourage outdoor recreation and sporting facilities in residential areas.
 - Accommodate additional area for commercial and industrial development

- Limit commercial and industrial development to areas that contain public utilities
- Require residential, commercial and industrial development to blend in with the surrounding landscape and include the preservation of open space and rural character
- Adopt groundwater protection measures
- Protect and preserve trees along roadways
- Limit the size and number of business signage

The following attributes have been found as problems within the township:

- Quality of drinking water
- Character of new development is not compatible with the area
- Loss of farmland, open space, natural vegetation and forestland
- Deteriorating roadside image
- Outdoor storage of junk and abandoned vehicles

Chapter Two

Community Composition

Introduction

Olive Township consists of numerous residents, property owners and businesses that create the cornerstone of its community. Benefited by the 2006 Olive Township Community Survey (V) as well as the 2003 Ottawa County Data Book and by the township property software (P), we are able to capture the composition of our community and highlight aspects that are influential in the design of this master plan.

As provided in additional detail in the Community Survey chapter (Chapter 10) and within the appendix, Olive Township completed the aforementioned community survey to gauge the pulse of its property owners. Accompanied by other available data that the survey provided and through the Ottawa County Data Book and township property software, the following statistical information were recognized as crucial elements, which are used to support the Chapters of this Master Plan that establish strategies and recommendations for the community.

Findings

- *Agricultural*
 - Current ownership of agriculturally zoned parcels (P)
 - Less than 10 acres in size
 - 233 parcels
 - 213 owners
 - Ten (10) acres or more in size
 - 308 parcels
 - 186 owners
 - Of 353 survey respondents (V)
 - Respondents that own parcels under 10 acres in size
 - 246 (70%)
 - Respondents that own parcels 10 acres or more in size
 - 107 (30%)
 - Of the above respondents, those who:
 - Enjoy agricultural property: 298 (84%)
 - Do not enjoy agricultural property: 11 (3%)
 - Provided no response: 39 (11%)
 - Respondents that believe preserving rural character includes promoting active farm use – 76% (V)
- *Recreation* (V)
 - Respondents who believe public open space is important – 53%
 - Respondents that want to encourage outdoor recreation and sporting facilities – 75%

- Walking paths are important to respondents
 - Yes – 47.6%
 - No – 33.8%
 - Neutral – 18.6%

- *Residential (V)*
 - Respondents that support:
 - Concentrating development to preserve open space and rural character – 78%
 - Requiring development to blend-in with natural landscape – 77%
 - Offering incentives to developers to preserve open space – 71%
 - Standard subdivision preference (V – Figure 1)
 - Dislike – 67.6%
 - Like – 32.4%
 - Clustered subdivision preference (V – Figure 2)
 - Like – 71.34%
 - Dislike – 28.66%

- *General Development (V)*
 - Respondents that believe new development is not in character with the area – 60%

- *Streets (V)*
 - Respondents that:
 - Believe a deteriorating roadside image exists – 52%
 - Support preserving scenic rural roads – 75%
 - Believe the preservation of trees along roadway should occur – 67%

- *Open Space, Natural Vegetation (V)*
 - Respondents that:
 - Want the township to preserve rural character, open space, trees and natural areas – 83%
 - Support preserving open space and natural amenities – 68%
 - Support protecting scenic views – 77%
 - Believe loss of open spaces is a concern – 66%
 - Believe loss of natural vegetation and forestland is a concern – 67%
 - Support township regulation to preserve natural vegetation – 72%

- *Commercial / Industrial (V)*
 - Respondents that believe the township should:
 - Require commercial uses to be located where public utilities are available – 57%
 - Promote limited commercial development – 43%
 - Set aside additional land for commercial development – 45%
 - Promote limited industrial development – 41%
 - Set aside additional land for industrial development – 48%

- *Multi-family* (V)
 - Respondents that believe apartments should be in a town center (city) – 66%

- *Seniors* (V)
 - Survey respondents 60 years of age or older – 23%
 - Total (of all ages of) survey respondents who:
 - Want to expand Dial-a-Ride Services – 25%
 - Believe there is not enough housing for elderly – 22%
 - Believe the township is appropriate for elderly housing – 28%
 - Believe senior housing is important – 23%

Chapter Three Agricultural Uses

Introduction

Rich to the history of Olive Township is its agricultural community. For decades, farming has been present within our borders and continues today. Generations have tilled property and raised livestock as the dominant business within the township. However, while farming continues to be prevalent in our community, certain economic conditions and changes in generational interests appear to be altering the trends and prominence of our agricultural operations.

The landscape character that farming provides, however, is continually appreciated and desired. Evidence of this appreciation has been provided within recent public planning meetings and survey research. Specifically, of 353 respondents in the 2006 community survey, approximately 84% enjoy the agricultural areas of the township. Interestingly, of those respondents, approximately 70% have parcels of less than 10 acres in size.

In fact, current statistics indicate that there are more property owners of parcels less than 10 acres in size than there are property owners of parcels more than ten acres in size within the Agricultural Zoning District. This information appears to indicate that the majority of the property owners within the agricultural area of the township actually own parcels less than the typical size that is custom for a farming operation. While statistically there are a greater number of parcels that are more than ten acres in size there are less owners and thus more property under the same ownership than for parcels of less than ten acres in size.

Through our 2006 community survey as well as various planning meetings, which included specific solicitation of owners of agriculturally zoned property, and coupled with other planning mechanisms, we have concluded that the following interests are paramount in our agricultural pursuits. In addition, recommendations regarding these interests as well as strategies, accompanied by an illustration example, to achieve success are provided below.

Interests, Recommendations and Strategies

Interests

- Preserve open spaces such as trees, vegetation, wildlife habitat, farmland and other natural areas
 - Do not use public monies to preserve open space
- Prevent isolated residential and or commercial development on large parcels
- Protect large parcels of land from acreage divisions
- Support agricultural operations
- Balance property divisions and farmland productivity

Recommendations

- Encourage crop production and livestock use to minimally impact existing open spaces
- Encourage all farm building construction to be designed in a central or same location to preserve the most farmland as possible and minimally impact existing open spaces.
- Design a “no-cut” zone along right-of-ways to protect the natural landscape, maintain open space and rural character as well as preserve the native drainage system and reduce flooding.
- Limit the orientation of parcel development to protect the rural image and blend development with the natural landscape
- Require clustering of housing

Strategies

- Reduce or eliminate the minimum setback for all farm buildings, so as to protect the greatest amount of open space and or farmland as possible.
- Encourage the preservation of any trees within the right-of-way and within 30 feet of the right of way, so as to protect the natural vegetation (any naturally deceased trees may be removed) and drainage system.
- Strengthen the clustering of parcel divisions
- Prohibit private roads in the Agricultural Zoning District
- Eliminate non-farm parcel creation limitation

Chapter Four Residential Uses

Introduction

Comprising of approximately the northern one third (1/3rd) of the township as well as a few additional, much smaller areas and excluding what is identified as the Borculo area in Chapter Five of this Master Plan, is our largest residential area in terms of land mass, parcel count and population.

In the previous few years, several residential neighborhoods have been constructed within this area, which has dramatically increased the amount of lots available. Consequently, the population as well as vehicular and pedestrian traffic continues to increase, which demands additional services. Many interests have been identified as important to the entire population of this residential area, including but not limited to, recreation, open space and rural character.

Through our 2006 community survey as well as various planning meetings, which included specific solicitation of owners of residentially zoned property, and coupled with other planning mechanisms, we have concluded that the following interests are paramount in our residential pursuits. In addition, recommendations regarding these interests as well as strategies, accompanied by an illustration example, to achieve success are provided below.

Interests, Recommendations and Strategies

Interests

- Preserve open spaces such as trees, vegetation, wildlife habitat, farmland and other natural areas
 - Do not use public monies to preserve open space
- Protect current residential parcel design as long as it blends into the natural environment
- Require residential design to utilize open space preservation
- Prevent the clear-cutting of residential development parcels
- Provide for recreational opportunities

Recommendations

- Establish a minimum open space preservation requirement for residential development
- Provide residential development incentives to further protect natural areas
- Limit the orientation of residential parcel development to protect the rural image and blend development with the natural landscape
- Establish a “no-cut” zone along right-of-ways to protect the natural landscape, maintain open space and rural character as well as preserve the native drainage system and reduce flooding.

- Encourage connective Recreational Paths between residential development
- Develop a township recreation plan, separate from the Master Plan

Strategies

- Redesign the zoning ordinance to require a “no-cut” zone along right-of-ways for a depth of 100 feet, except any interior street entrances, to maintain the natural landscape and drainage system. This zone is separate from all residential parcels as a preserved open space common area and should not be included in the minimum open space preservation requirements.
- Redesign the zoning ordinance to require a “no-cut” zone along all side and rear boundary lines of a residential development for a depth of 50 feet. This zone is separate from all residential parcels as a preserved open space common area and should not be included in the minimum open space preservation requirements.
- Require clustering of housing
- Require all residential development to install interior recreational pathways as well as recreational pathways parallel to or along the public right-of-way to the extent of the outer property lines so as to provide for a future connective pathway network.
- Require all residential development to install municipal water and municipal sewer, so as to further concentrate new development and protect open spaces
- Develop a recreation plan including the:
 - Identification of primary and secondary locations for bike paths and other pedestrian pathways
 - Creation of criteria to direct the design of a pathway network and/or park grounds
 - Pursuit of grant opportunities to help finance parks grounds and pathways

Chapter Five Borculo

Introduction

Unique to Olive Township along its eastern border is the historic town of Borculo, which it shares with Blendon Township. Borculo extends in area more or less as a one mile radius from the intersection of Port Sheldon Street and 96th Avenue. It accommodates several commercial businesses, numerous homes and two golf courses.

In 2001, the intersection of Port Sheldon Street and 96th Avenue was realigned, which caused the closure of its only restaurant. Since its closure, the town of Borculo has experienced a decline in activity and seeks revitalization.

Through our 2006 community survey as well as various planning meetings, which included specific solicitation of Borculo property owners, and coupled with other planning mechanisms, we have concluded that the following interests are paramount in our Borculo pursuits. In addition, recommendations regarding these interests as well as strategies, accompanied by illustration examples, to achieve success are provided below.

Interests, Recommendations and Strategies

Interests

- Provide for recreational opportunities
- Improve character of development to blend with the community of Borculo
- Expand commercial opportunities

Recommendations

- Encourage village orientation of commercial store fronts with apartment living above stores
- Develop central park to accompany village orientation
- Design connective recreational paths
- Require architectural minimums for all commercial uses to enhance roadside image
- Establish a utility service boundary to concentrate development within a future public water and/or sewer area
- Design a “no-cut/minimum planting” zone along right-of-ways to protect the natural landscape and native drainage system, reduce flooding and maintain the Borculo character
- Enhance landscaping requirements to protect the rural image and blend development with the natural landscape

Strategies

- Pursue grant opportunities to finance recreational parks and pathways

- Redesign the zoning ordinance through a Borculo Overlay Zoning District to utilize form-based codes, which include:
 - Build-to lines instead of minimum setbacks, which would require the specific location of the front of a building as either a zero front lot line or a precise setback from the front lot line, so as to create uniformity of buildings found in a typical village
 - Off-street parking only in the rear of the building
 - The accommodation of apartment space above storefronts
 - Minimum design standards of building façade and signage
 - The establishment of pedestrian friendly streetscape
 - Concrete sidewalks in front of stores
 - Minimum tree plantings if not protected by a no-cut zone
- Redesign the zoning ordinance to utilize a “no-cut” zone to maintain the natural landscape, improve the drainage system and minimize impervious surfaces to blend the development into the Borculo community. This requirement would be in addition to the requirements of the form-based codes
- Provide design incentives, such as additional building height beyond the maximum permitted, to encourage private investment in public utilities or other improvements that are necessary for the collective public good
- Require connective public spaces in addition to those required by the form-based codes

Chapter Six

Commercial & Industrial Uses

Introduction

Unique to Olive Township is its geographical location, which rests generally an equal distance between the largest Lake Michigan coastal cities within Ottawa County; the City of Grand Haven and the City of Holland. Shared by Olive Township, the City of Grand Haven and the City of Holland as well as other municipalities, US-31 stretches over four miles through the southwest area of the township. Its frontage across the county provides for numerous commercial entities as well as industrial uses. Primarily, the Grand Haven and Holland areas of US-31 supply neighborhood commercial needs to many western portions of Ottawa County, including Olive Township.

While Olive Township is a typical bedroom community, it is home to dozens of commercial and industrial businesses. Historically, these businesses have located along US-31, 96th Avenue in Borculo and along New Holland Street between US-31 and 136th Avenue. These uses have been positioned in these locations due to the existing roadway and railway transportation networks, the availability of utilities and the general site exposure provided by their landscapes.

Through our 2006 community survey as well as various planning meetings, which included specific solicitation of commercial and industrial property owners within the aforementioned areas, and coupled with other planning mechanisms, we have concluded that the following interests are paramount in our commercial and industrial pursuits. In addition, recommendations regarding these interests as well as strategies, accompanied by an illustration example, to achieve success are provided below.

Interests, Recommendations and Strategies

Interests

- Improve roadside image
- Utilize existing public water and sewer resources
- Blend new development with surrounding landscape
- Promote limited commercial development
- Promote limited industrial development

Recommendations

- Require architectural minimums for all commercial and industrial uses to enhance roadside image
- Establish a utility service boundary to concentrate development within existing public water and sewer resource network
- Design a “no-cut/minimum planting” zone along right-of-ways to protect the natural landscape, preserve the native drainage system and reduce flooding.

- Enhance landscaping requirements to protect the rural image and blend development with the natural landscape
- Maintain liquor prohibition to limit commercial development interests
- Limit parking in front of buildings and in areas visible from right-of-ways

Strategies

- Redesign the zoning ordinance to:
 - Require a “no-cut” zone along all right-of-ways of at least 50 feet in depth to preserve the natural landscape and drainage system. Only minimal structures, such as signage, should be contemplated as permitted improvements in these zones
 - Expand the application of concepts from the US-31 Overlay District to include any commercial or industrial zoned property in the township
 - Require a “minimum planting” zone to supplement for no-cut zones in the instance there is no vegetation to preserve with a no-cut zone, such as property with crops. These zones should be along all right-of-ways with a depth of at least 50 feet to preserve the natural landscape. Only minimal structures, such as signage, should be contemplated as permitted improvements in these zones
 - Increase the minimum landscape plantings required by the zoning ordinance to improve the roadside image and increase the rural character of a development
 - Require internal landscape plantings to increase the rural character of a project and blend the development with the landscape
 - Prohibit the depth of any parking areas in front of a commercial or industrial building and/or along a right-of-way from being greater than the height of the building so as to minimize the obtrusiveness of the vehicles, thereby improving the roadside image

Chapter Seven Transportation & Utilities

Introduction

Transportation

Olive Township currently contains approximately 123 miles of public roadway, which conveniently connects the township to the north, south, east and west and creates the predominant transportation network of the community. The most notable transportation source is the US-31 highway that is located in the west portion of the township traveling north and south. This highway is the major transportation artery of the township and is one of the major transportation arteries in Ottawa County.

Of the roadway infrastructure within the township, approximately 44 miles are of a gravel composition and approximately 79 miles are improved with bituminous material. Future bituminous road improvements are currently managed through a schedule determined by the Township Board of Trustees. In addition, Olive Township benefits from a railway system that is also located in the west portion of the township and is generally parallel to the US-31 highway. Multiple industrial uses are able to utilize this system.

Currently, the township does not contain any public pedestrian improvements. Despite the fact that the township does not own or operate any pedestrian improvements, as more residential neighborhoods are constructed and the population within the township continues to grow, we recognize the need to accommodate the sidewalks and/or bike paths desired by residents and adequately protect the additional pedestrian traffic from those uses and means of traffic that are generally incompatible with pedestrians. However, we also recognize the great investment that such pedestrian improvements require and the financial limitations of the township. Thus, special consideration is given to the financial efforts of the township to provide limited pedestrian improvements.

The primary mode of transportation for most individuals in Olive Township to reach desired destinations is their own vehicle. However, while the personal automobile is the dominant means of transportation in the community, the 2006 community survey appears to indicate that the aging population of the township desires an expansion of dial-a-ride services (bus service). Currently, given the rural nature of the township, expansion of this service appears limited or impossible due to the financial requirements of the service. Yet, its importance is noted.

Public Utilities

Currently, Olive Township contains approximately 10 miles of public water lines that serve its residents and businesses. In addition, the township contains approximately seven miles of public sewer lines and related force main improvements. All of these public utilities are managed by the Ottawa County Road Commission on behalf of the township.

Feasibility and cost analyses have been recently performed to examine the construction of additional sewer services to the Borculo area, as sanitary needs are primary in that location.

Currently, however, the construction amount is substantial and the necessary connections to create payback into the system are unknown given the current state and national economies. Since the sanitary sewer needs of the Borculo area are primary for the township, other potential sewer or water improvements area should be initiated by private entities.

Through our 2006 community survey as well as various planning meetings, which included specific solicitation of community property owners, and coupled with other planning mechanisms, we have concluded that the following interests are paramount in our transportation and utility pursuits. In addition, recommendations regarding these interests as well as strategies to achieve success are provided below.

Interests, Recommendations and Strategies

Interests

Transportation

- Provide dial-a-ride (bus service) opportunities as the senior population grows
- Install non-motorized pathways for pedestrians on foot and on bikes
- Encourage use of the railway system for industrial uses

Utilities

- Install public sanitary sewer to the Borculo area by the year 2013 to provide relief from septic failures and to encourage limited commercial development
- Facilitate the installation of public sanitary sewer and public water to the US-31 and New Holland Street area for commercial and industrial uses

Recommendations

Transportation

- Seek dial-a-ride opportunities through existing service providers
- Mandate connective recreational paths between new residential developments
- Seek increased opportunities to utilize the existing railway for industrial businesses

Utilities

- Maintain and update when required, the Borculo Area Wastewater Collection and Treatment System Feasibility Analysis
- Reexamine interest for a special assessment district to construct public water and/or sewer in the US-31/New Holland Street area

Strategies

Transportation

- Encourage the expansion of multi-family opportunities such as condominiums, to increase the density of seniors seeking dial-a-ride services and create a financially feasible service, which then may expand into more rural areas or stop locations in the future.
- Require all residential development to install interior recreational pathways as well as recreational pathways parallel to or along the public right-of-way to the extent of the outer property lines so as to provide for a future connective pathway network.

Utilities

- Reexamine and redesign, if necessary, the requirements for residential and commercial improvements in the Borculo area in an effort to lessen the cost of connecting to the Borculo Area Wastewater Collection and Treatment System, if constructed. However, this strategy must also maintain the character of the Borculo area.
- Design commercial and industrial incentives to encourage private investment in public water and/or sewer expansion

Chapter Eight Recreation

Introduction

Olive Township recognizes the importance of recreational opportunities for its residents and visitors. Currently, the township does not own or operate any parks, pathways or other recreational improvements within its boundaries. However, Olive Township benefits from the Pigeon Creek Park, which is owned and operated by Ottawa County and is located within the township on Stanton Street between 120th Avenue and 128th Avenue. Pigeon Creek Park provides camping grounds, hiking trails, mountain bike trails, equestrian trails, cross country ski trails and a sledding hill as well as picnicking opportunities.

In addition, the township benefits from two acreage properties owned and operated by the Michigan Department of Natural Resources, which provide opportunities for hunting and bird watching, among other open space activities.

Despite the fact that the township does not own or operate any recreational improvements, as more residential neighborhoods are constructed and the population within the township continues to grow, we recognize the need to accommodate the common recreational amenities desired by residents and adequately protect the additional pedestrian traffic and leisure activities from those uses generally incompatible with recreation. However, we also recognize the great investment that such recreational amenities require and the financial limitations of the township. Thus, special consideration is given to the financial efforts of the township to provide limited recreational opportunities. In addition, to assist with future recreational needs and expenses, the township continues to be a member of and participate in the Zeeland Area Community Park and Recreation Plan.

Through our 2006 community survey as well as various planning meetings, which included specific solicitation of residential property owners, and coupled with other planning mechanisms, we have concluded that the following interest is paramount in our recreational pursuits. In addition, recommendations regarding this interest as well as strategies to achieve success are provided below. Ultimately, however, we have concluded that the design of a Recreation Plan separate from the Master Plan and the Zeeland Area Community Park and Recreation Plan is also appropriate, which will provide further detail specific to Olive Township and establish procedures to execute a successful recreation program.

Interests, Recommendations and Strategies

Interests

- Install non-motorized pathways for pedestrians on foot and on bikes

Recommendations

- Mandate connective recreational paths between residential development

- Identify primary and secondary routes for township improvements of non-motorized pathways
- Develop a township recreation plan, separate from the Master Plan

Strategies

- Create a Michigan Department of Natural Resources (DNR) approved recreation plan to qualify for State grants
 - Alternatively, consider joining a regional recreational authority that possesses the same eligibility to financial opportunities provided by the DNR
- Require all residential development to install interior recreational pathways as well as recreational pathways parallel to or along the public right-of-way to the extent of the outer property lines so as to provide for a future connective pathway network.
- Develop a recreation plan including the:
 - Identification of primary and secondary locations for bike paths and other non-motorized pedestrian pathways
 - Creation of criteria to direct the design of a pathway network funded by township dollars. Such criteria should include:
 - Must connect to an existing path, sidewalk or other non-motorized improvement or;
 - Must benefit a school or other publicly improved land for the primary purpose of safety
 - Pursuit of grant opportunities to help finance parks grounds and pathways

Chapter Nine Master Plan Map

Introduction

Complementing the text of the Master Plan is its map, which identifies land use classifications by which the township organizes and intends future improvements and uses. These classification terms are intentionally general in nature so as to not necessarily be specific to one use or type of uses permitted by the Zoning Ordinance and its map.

In other words, while the land use classifications are related to the Zoning Districts identified on the Zoning Ordinance map, as shown in the table below, specific future uses are determined by numerous natural and man made features of the landscape such as public utilities, topography, soils, road improvements, surrounding uses, existing densities, and etcetera, as well as other planning considerations such as compatibility, public safety, access and etcetera. Consequently, while the land use classifications of the Master Plan map are designed to serve as a guide for future uses they are not considered to be a mandate for immediate improvements, public, private or otherwise. Ultimately, while the Master Plan Map identifies areas for future uses the feasibility of a proposed use is determined by the Zoning Ordinance and its regulations regarding height, area, bulk, location and etcetera for each of its Districts.

Terminology

Table of Master Plan Terms & Zoning Ordinance Map District Terms

Master Plan Map Terms	Zoning Ordinance Map Districts
Agricultural Preservation	Agricultural
Rural Residential A	Rural Residential, Low Density Residential, Medium Density Residential
Medium Density Residential A	Multiple Family Residential, Mobile Home Park
Town/Neighborhood Center	Borculo Overlay
Commercial	Commercial
Light Industrial	Light Industrial
General Industrial	Heavy Industrial
Sensitive Areas	Resource Development

Relationship of Master Plan Map Terms to Master Plan Chapters

Several Chapters of this Master Plan identify the interests, recommendations and strategies regarding future land uses in the township. While the interests, recommendations and strategies will likely always evolve, the intended uses related to the chapter titles will remain the same. Those chapter titles can generally be related to the Master Plan map terms as provided in the table below.

Master Plan Map Terms	Master Plan Chapters
Agricultural Preservation	Agricultural Uses
Rural Residential	Residential Uses
Town/Neighborhood Center	Borculo
Medium Density Residential A	Residential Uses
Commercial	Commercial (& Industrial) Uses
Light Industrial	(Commercial) & Industrial Uses
General Industrial	(Commercial) & Industrial Uses
Parks, Recreation, Natural Areas	Recreation
Sensitive Areas	-

Map

Within this Chapter is the Master Plan Map of Olive Township.

Chapter Ten Community Survey

In late 2006, Olive Township completed a community survey to gauge the pulse of its property owners. The survey, which addressed such topics as natural features, residential development, commercial and industrial development, recreation, farmland preservation, rural character and other local issues, was mailed to every property owner within the township. The following report provides a summary of the results. Complete details are attached in the appendix.

GENERAL SUMMARY

The following report is a summary of the Olive Township 2006 survey results; completed as part of the Township's Master Plan update. The purpose of the survey is to assist the Planning Commission and Township Board in developing a Master Plan which will help the community make sound development decisions into the future.

In this report we have analyzed the most significant results of the survey and have included a few charts illustrating key responses that will be important in the Master Plan update.



The survey was mailed along with a postage paid return envelope to 1,891 property owners of which 350 were returned for a response rate of 19%; this is nearly twice the normal response rate expected for mail-out surveys.

With a mail-out survey, respondents tend to be individuals who feel strongly about the issues in the survey. These individuals generally provide a more experienced view and may be more likely to participate in other phases of the process, making the quality of response more significant than the quantity.

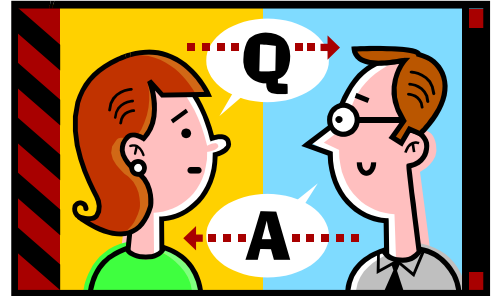
Survey tabulation was conducted by Michigan State University and survey results were evaluated by LSL Planning. The highlighted boxes of green, red and yellow in the survey format following draw attention to the highest percentage of similar responses in the majority (anything over 50%). For example, if the majority of the responses were agree or strongly agree of over 50%, those two boxes are highlighted in green. This means that most respondents felt strongly about the statement posed to them. If the majority of respondents did not agree there was an issue, then likewise, those boxes are highlighted in red. In some

cases, the highest response was ‘no opinion’ where no majority was favored, and those statements are highlighted in yellow.

The survey is intended to gauge general opinions and provide direction for the planning process.

SURVEY RESULTS AND TRENDS

The 2006 survey covered a wide range of issues determined by the Township to be relevant to the Master Plan. Many of the issues covered are integral to the long term character of the community. And while the results need not, and should not, be taken literally – as a “command” from the public, they should be read as showing general preferences or ideas. Overall, respondents of the survey favor the rural character of the area, and wish to protect their country lifestyle. A major land use change, such as more industrial or commercial development, is not desired. There also appears to be concerns related to traffic and natural resources.



NATURAL FEATURES

As is often the case in similar surveys, respondents gave high priority to the preservation of natural features. A local problem facing Olive Township, as noted in Section 2, is a loss of natural vegetation and forestland (66.7%). Section 4 asked respondents to rank the importance of an array of community planning issues regarding the quality of life in Olive Township. Survey responses indicated strong opinion regarding natural feature preservation, especially woodlots; note the following responses:

- 1) “Property owners and developers should be offered incentives to preserve natural areas like woodlots” (71.4% strongly agreed).
- 2) “I think Township regulations should preserve natural vegetation and other wildlife habitat” (68.3% strongly agreed).
- 3) “Trees along the roadway should be protected from being removed during future road improvements or new development” (67.4% strongly agreed).

These preferences were further reinforced by 81% of respondents who felt that preserving existing trees was the most important amenity when it comes to development, and preservation of wetlands received 63.4% support. Taken together, the above responses show that respondents placed a high value on the natural assets of the township; therefore, land use planning and goals should account for preservation of natural features protection.

FARMLAND PRESERVATION

Issues of farmland preservation and various methods of land regulation were tested in the survey. Survey respondents ranked the loss of farmland and the division of large land parcels for development in Section 2 as the



shared number one issue facing Olive Township, by a 73% margin.

Agricultural areas are a valued component of respondent's quality of life, receiving the highest majority response in Section 4 out of 38 available statements. Additional survey responses show concern over the protection of agricultural lands, at 57.4%, even if it meant requiring a 40 acre minimum lot size.

These responses, when compared against options given in the survey for farmland preservation showed that nearly $\frac{3}{4}$ of respondents favor concentrating development to preserve open space and rural character. While most respondents favor large lots for residential use to preserve open space, visual preference surveys show support for open space development (with smaller home sites and larger open space preservation), with nearly 71.34% in support of open space development versus a standard subdivision response.

Respondents were not in favor of a millage to buy development rights from farmers to protect farmland, with only 38.9% in support of this option. More respondents appear in favor of development regulations to preserve open space, with 67.6% consensus. Incentives receive support, since requiring open space for new development fell just under the majority, with 47.5% consensus.

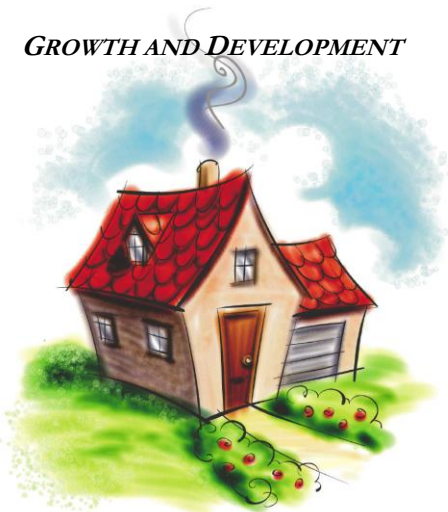


RURAL CHARACTER

Township residents consider preservation of the rural character important. Question number one, asking all survey respondents to rank the top three things people like most about Olive Township, 'rural' was written in more than 110 times. While rural character can have different meanings to different people, Section 5 asked, 'What does rural character mean to you?' 83.1% of survey respondents agree that Rural Character means:

“Preserving rural character means preserving forested areas, open spaces and natural areas.”

GROWTH AND DEVELOPMENT



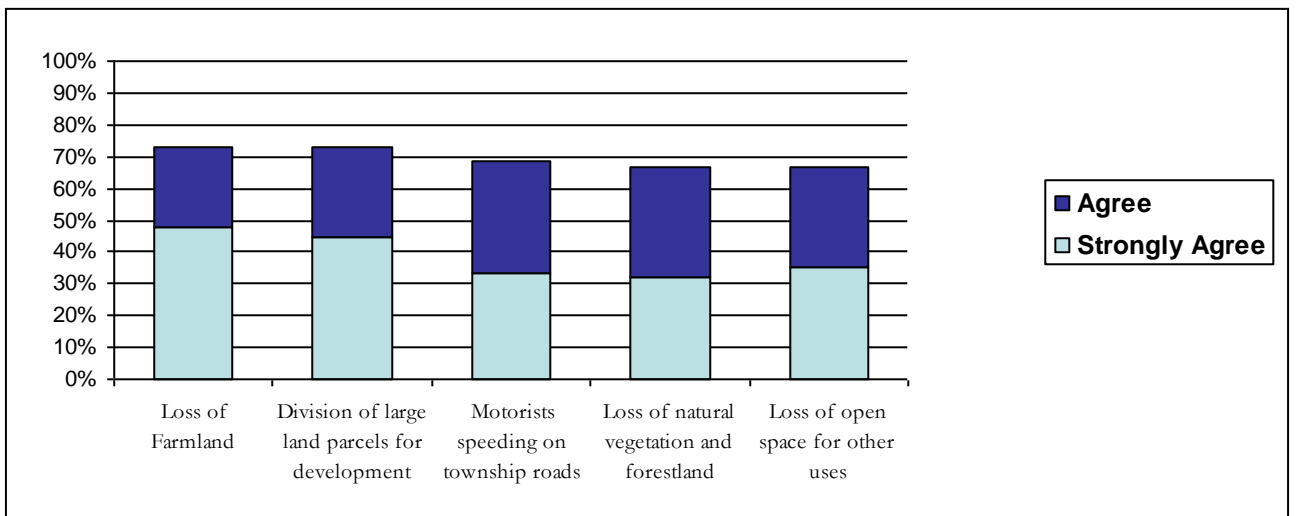
While not “anti-development,” 79.5% of respondents agree that controlling growth should be a priority in township policy. Respondents also agree that development should be required to “blend in” with the surrounding landscape (77%), and a majority agree with the concept of concentrating development to preserve open space and rural character (78.2%). Many communities approach rural character preservation through open space development and Olive Township respondents were supportive of open space development, through a visual preference survey response of 71.34% preferring the open space development scenario.

There were several survey questions which inventoried the perceptions of growth and development for area residents. A large majority (73.1%) ranked the division of large land parcels for development as a problem for the township and 56.3% are concerned that the Township is looking more like the suburbs than the country. However, when asked if they would classify the Township as ‘suburban’, only 13.7% agreed with that statement, versus the 83% that classify the Township as ‘rural’.

Housing preferences appear to favor single family homes on large lots or clustered open space developments, with approximately 55% of the respondents wanting to continue large lot residential development as a way to preserve open space, even if those lots are more expensive to purchase. While the definition of large lot was not explored in the survey, controlling the number of allowed lot splits was favored, with 59.6% in agreement. A majority of respondents indicated that alternative housing options, such as rental apartments and multi-family residential are more appropriate in urban areas (66.5%). Providing an adequate supply of elderly housing was not seen as an issue in the township, with more than 46% neutral on the question. While multi-family housing is not desired in the township, images selected for preferences “if built” were most aligned with one-story attached duplex developments.

TOP 5 LOCAL ISSUES FOR OLIVE TOWNSHIP (Section 2)

Concerns expressed by Olive Township residents are indicative of many rural communities. Loss of large land parcels and farmland is a growth management concern for many communities on the urban fringe of high growth areas. Loss of natural vegetation and forestland is also a concern and a rural character protection issue. Objectives documented in the Master Plan can help address these concerns.



NEW DEVELOPMENT

Over 67.7% of survey respondents support requiring new residential development over a certain size to hook up to public sewer. 50.4% of respondents agree that new residential development is acceptable as long as it blends into the surrounding natural environment.



COMMERCIAL AND INDUSTRIAL DEVELOPMENT

The survey showed little desire to attract additional nonresidential development, particularly industrial in a variety of separate survey responses. Only 41.2% agreed or strongly agreed that “Areas within the Township should be promoted for limited industrial development”. The majority of township residents continue to support rural character over industrial uses.

There appears to be support to limit commercial development to the established Holland area (60.7%). This response is balanced by 43.2% of

respondents that support limited commercial development with most residents favoring a rural environment; only 28.9% (Section 4) favored the idea of neighborhood commercial centers that service local needs. This was also verified through written-in comments indicating that the close proximity to urban areas provided enough commercial services for Olive Township residents.

Traffic and Roads

Several questions were targeted toward identifying traffic and road problems in the township. Motorists speeding on Township roads is a perceived problem facing the community, with over 68.3% selecting this statement; however, when asked if traffic is a problem on “my road,” the largest response to that statement was neutral (23.4%).

Most respondents wish to maintain the existing road system, with more than 57% against the idea that the Township should pave all the gravel roads. In addition, 54.6% favor keeping gravel roads as they keep development demand down. When it came to non-motorized travel, such as walking and biking trails, 47.7% supported the development of these services.

While issues of speed on rural roadways is a local enforcement issue, Olive Township can provide development control along high volume roadways through adequate site plan review standards of adjacent driveways and intersections to calm traffic entering on local road systems. Traffic calming measures can also be explored.



Appendix

Available within this appendix is the following data:

- Community Mapping
- 2006 Community Survey Results (excluding open ended comments)
- 2003 Ottawa County Demographics Data Book (excerpts)

Community Mapping

Contents:

Following are the community maps as well as their established purpose, which are incorporated as part of the Master Plan. These maps are not intended to be limited to their purposes provided below but rather establish a minimum relationship to the Master Plan.

1. **Master Plan** – creates future land use classifications and delineates boundaries for certain uses of land
2. **Roads** – documents existing network of transportation infrastructure to illustrate feasibility of supporting a proposed use
3. **Municipal Water System** – documents existing network of public water infrastructure to illustrate feasibility of supporting a proposed use
4. **Municipal Wastewater System** – documents existing network of public wastewater system infrastructure to illustrate feasibility of supporting a proposed use
5. **Natural Gas** – documents existing network of natural gas system to illustrate feasibility of supporting a proposed use
6. **Hydrology / County Drains** – identifies drainage network to determine feasibility of supporting a proposed use
7. **Soils** – identifies soil composition to illustrate feasibility of supporting a proposed use specific to drainage, on-site septic, crop production and etcetera, according to the 1972 USDA Ottawa County Soil Survey
8. **Contours** – illustrates topography of land to determine site drainage as well as feasibility of supporting a proposed use, such as wind energy turbines.
9. **Parks & Open Space** – establishes inventory of recreational opportunities and their proximity to residential uses
10. **School Districts** – identifies public school boundaries to assist with feasibility of increased residential density related to school system capacity
11. **LIDAR** – illustrates topography of land to determine feasibility of supporting a proposed use, such as wind energy turbines.