

ELEMENT THREE: ECONOMIC DEVELOPMENT

Introduction

The economic well-being of Town residents is an important determinant of the quality of life in Holland. This economic well-being is directly tied to job opportunities and the Town's economic base. In recent years, the Town has had limited employment options and potential for economic expansion. Close to 90 percent of Holland residents commute to work outside of the Town. Holland has historically been an agricultural community, but now agriculture only a small part of the local economy and less than one percent of the Town's jobs. However, agriculture today contributes to Holland's character and qualities that make Holland special, providing scenic views and open space. There is a need to balance future economic development, with the preservation of Holland's open space and scenic resources.

Today, there is an interest in establishing more businesses and industry in Holland to assist the local tax base. By increasing economic activities in Town, new employment options may be created which provide residents access to new potential part-time and full-time jobs. A full-time job paying a living wage with benefits is usually the most sought after type of employment. Often employers that offer these full-time positions indirectly support a mix of retail and service industries. The end result can be a dynamic mix of local businesses providing products and services for residents. In addition, as the value of commercial property increases, the relative amount of a community's tax levy supported by residential property valuations can potentially be reduced, and as it is, homeowners' local property taxes can be stabilized. Cost of Community Service analyses conducted by the American Farmland Trust and the Southern New England Forest Consortium for New England communities have shown that, unlike residential development, commercial uses generally have a positive net fiscal impact and generate more in property taxes than they cost communities in terms of services.

Although there is support for business expansion in Holland, there is also concern about the potential impacts of business growth on the Town's rural and historic character. Through public interaction it was found that residents saw more small businesses as the best way to help the local economy and stabilize the tax base while also preserving the community's character. One focus of Holland's Community Development Planning process has been identifying potentially suitable locations within the Town for future economic development. The analysis for the Community Development Plan included a GIS component and the mapping of potentially suitable development locations based upon infrastructure and environmental constraints. The planning process also included a discussion what type of future development may be most appropriate for Holland.

The Economic Development chapter of Holland's Community Development Plan contains the following sections:

- Goals and objectives for future economic development in Holland;
- A summary of Holland's current economic base and labor pool characteristics;
- An assessment of available infrastructure in Holland, including water, sewer, transportation, and telecommunications to support future economic growth;
- A review of the current zoning for commercial and business development;
- An analysis of which geographic areas in Holland may potentially be the most suitable for new commercial or business development, based on the current infrastructure, environmental constraints, and other considerations decided upon during the planning process;
- Recommendations for potential zoning revisions that could support and facilitate Holland's goals and objectives for economic development, and
- A discussion of the strategies that the community intends to employ to help attract and retain businesses which provide jobs and amenities for people with low, moderate, and middle incomes.

Economic Development Goals and Objectives

The goals and objectives for Holland's economic development have been established with input from the Community Development Committee members and residents of the Town.

Goals

- Achieve limited economic development within the Town that is appropriate and suitable to Holland's rural character.

Objectives

- Create a village center in the Town that is a good mix of public lands and facilities as well as small private businesses.
- Limit the type of economic development within the Town to specific priorities that include those types of businesses selected by Town residents at the public forum as most appropriate.
- Facilitate limited commercial development of an appropriate type in a suitable location(s).
- Consider implementing a reasonable building permit cap that will help to achieve future growth while maintaining the Town's rural character.
- Capitalize upon the Town's convenient location near highways and equidistant from major cities to increase viability for local businesses.
- Ensure that new development does not interfere with the Town's favorable small traffic flow.

Current Economic Base and Labor Pool Characteristics

This section opens by reviewing demographic data related to employment, and by examining the characteristics of the local labor force. This section also discusses Holland's current economic base, and regional labor force trends. The purpose of this section is to provide the Town of Holland with information that can help to develop strategies for future economic development in the community.

Demographics

A review of the general demographic profile of Holland residents is helpful for understanding the size and characteristics of the existing and potential labor pools. This section discusses population trends, education levels, and incomes in Holland, Hampden County, and Massachusetts as a whole.

Population

In 2000, the U.S. Census Bureau reported Holland to have a population of 2,407. As shown in Table ED-1, between 1990 and 2000, the Town's total population grew by 10 percent, or 222 people. Over the ten-year period, Holland's rate of growth was much greater than that for the County or State. The State increased by 5.5 percent while there was almost no growth in the County.

Table ED-1: Population for Holland, 1990-2000, Comparison to the County and State

Area	Total Population		Percent Change
	1990	2000	
Holland	2,185	2,407	10.2%
Hampden County	456,310	456,228	0.0%
Massachusetts	6,016,425	6,349,097	5.5%

Source: U.S. Census Bureau, Census of Population and Housing, 1990 and 2000

Age Distribution

Age distribution data are used to predict how the labor force may change over time. Table ED-2 gives the population of different age groups for Holland, Hampden County, and Massachusetts in 1990 and 2000. Over the past decade, Holland and Hampden County experienced similar population changes in most age groups, though the magnitudes of these changes sometimes varied.

Traditional workforce age groups are 25 to 44 year olds and 45 to 64 year olds. In Holland, the size of the age 45 to 64 cohort increased more than any other cohort during the last decade, growing by 8 percent. During the same period, the number of 20 to 44 year olds declined in the Town by 7 percent, the County and the State by 4 percent. These changes were largely driven by the aging of the baby boomer generation, born from 1946 to 1964, who began turning 45 in 1991.

Table ED-2: Population Distribution in Holland, 1990 and 2000, Comparison to County and State

Age Group	1990			2000		
	Massachusetts	Hampden County	Holland	Massachusetts	Hampden County	Holland
0 to 4	6.9%	7.4%	9.2%	6.3%	6.5%	6.0%
5 to 19	18.9%	20.8%	22.3%	20.1%	22.5%	23.9%
20 to 44	42.1%	38.7%	43.8%	37.7%	34.6%	36.8%
45 to 64	18.5%	18.3%	16.3%	22.4%	21.9%	24.8%
65 to 84	12.1%	13.2%	7.8%	11.7%	12.6%	7.9%
85 & Over	1.5%	1.6%	0.6%	1.8%	1.9%	0.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: U.S. Census Bureau, Census of Population and Housing, 1990 and 2000

Individuals aged 65 and over have traditionally not been active in the work force. Workers generally retire at age 60 or 65. However, it is likely that this older age group’s participation in the work force will increase in coming decades. Polls of baby boomers have indicated that many intend to work, at least part-time, after reaching the traditional retirement age. Many seniors are also postponing their retirements and staying in the work force longer for career or financial reasons. Often, members of these older age groups can be a valuable resource of experienced, part-time workers.

Population Projections

Population projections for all towns in Massachusetts are developed by the Massachusetts Institute of Social and Economic Research (MISER). MISER is located at the University of Massachusetts at Amherst and serves as the U.S. Census Bureau’s main data center for the Commonwealth. MISER’s latest projections in 1999 forecast population levels to 2010. In forecasting future populations, MISER develops population projections by age and race for all communities in the State. MISER develops high, middle, and low projections, each based on different assumptions (*see appendix for more information*). The low projection shows almost no growth and the high projection shows Holland’s population almost doubling by 2010. The middle projection forecasts Holland’s population will grow to 3,087 by 2010. The middle projection is the focus of this discussion because MISER’s base population for 2000 most closely resembles the U.S. Census’ population count for Holland in 2000.

Between 1990 and 2000 Holland grew at a rate of only 10 percent. Between 2000 and 2010, Holland is expected to grow far more rapidly than Hampden County as a whole. It is projected that the Town’s population will grow by approximately 28.3 percent by 2010, compared to the County’s forecasted growth of 2.5 percent. MISER’s population projections include forecasts by age group. These projections are shown in Table ED-3. In Holland the greatest growth is expected for the 85 years and older population.

Table ED-3: Projected Population Changes, 2000 to 2010

Age Group	Holland		Hampden County	
	2010 Population	Percent Change from 2000	2010 Population	Percent Change from 2000
0 to 4 Years	267	85.4%	30,669	3.1%
5 to 19 Years	617	7.5%	65,839	-35.9%
20 to 44 Years	1,160	31.1%	155,485	-1.4%
45 to 64 Years	817	36.9%	122,354	22.5%
65 to 84	201	4.7%	51,841	-9.8%
85 & Over	25	66.7%	8,494	-3.1%
Total	3,087	28.3%	467,649	2.5%

Source: MISER, Population Projections for the Year 2010, released 1999

Education and Skills

The educational attainment level of a population is important for a number of reasons. First, from a business owner's perspective, educational attainment data provide insight into the ability of a community to provide labor and expertise for different types of businesses. Second, it can provide information regarding the potential customer base of different prospective business locations. Educational attainment can be a critical element in a company's decision to locate to or remain in a community.

The U.S. Census Bureau collects data on educational attainment for people ages 25 and older. According to the 2000 U.S. Census data, Holland has a higher proportion of residents with a college degree than Hampden County. As shown in Table ED-4, Holland also has a higher percentage of residents with a high-school diploma than the County.

Table ED-4: Highest Educational Attainment, 2000

Area	Population Age 25 and Over	Percent High School Graduate (Total)	Highest Level of Educational Attainment				
			Percent High School Graduate	Percent with Some College	Percent with Associate Degree	Percent with Bachelor's Degree	Percent with Graduate Degree
Holland	1,602	83.0%	32.2%	24.0%	7.0%	14.2%	5.6%
Hampden County	295,837	79.2%	32.6%	18.1%	8.0%	12.8%	7.7%
Massachusetts	4,273,275	84.8%	27.3%	17.1%	7.2%	19.5%	13.7%

Source: U.S. Census Bureau, Census of Population & Housing, 2000.

The Massachusetts Department of Education releases selected statistical data regarding public schools in the State. Public high school students in Holland attend the Tantasqua School, which also serves the neighboring towns of Brimfield and Wales. Tantasqua's dropout rate, 3.5 percent, was the same as that for the State. Plans of the school's graduates are also comparable to other schools. Approximately half (47 percent) of Tantasqua's graduates plan to attend a four-year college, 15 percent intend to attend a two-year college, and 21 percent plan to enter the workforce. The average annual expenditure per pupil of \$7,539 is similar to that of other schools in the area.

Income

There are three primary statistics from the decennial U.S. Census that describe residents' incomes and reflect how well they are doing in the current economy. A review of these statistics shows that Holland residents earn higher incomes than residents in Hampden County overall (*see Table ED-5*).

One income measure is per capita income, which is determined by dividing the total amount of income earned in a town by its number of residents, including residents who do not have jobs, such as children. Holland's per capita income, as reported in the 2000 Census, is \$21,770, which is higher than that for Hampden County (\$19,541), and lower than that for Massachusetts overall (\$25,952). Incomes reported in the 2000 Census are for 1999.

Table ED-5: Selected Income and Poverty Statistics, 1999

Area	Per Capita Income	Median Household Income	Percent of Population Below the Poverty Level
Holland	\$21,770	\$52,073	7.2%
Hampden County	\$19,541	\$39,718	14.3%
Massachusetts	\$25,952	\$50,502	9.0%

Source: U.S. Census Bureau, Census of Population and Housing, 2000.

Another income measure is median household income. Median household income figures describe the middle-income level for a population, with half the households earning more than the median income, and half the households earning less. Because median income figures are relatively unaffected by atypical very wealthy or very poor households, they are considered a useful way for measuring the income in a community. The median household income for Holland, as of 1999, is \$52,073, which is higher than for Hampden County (\$39,718) and for the State (\$50,502).

Poverty level data provide another way to describe a community's income. Poverty status is established using federal income thresholds that vary according to family size and composition. Individuals are then determined to have income levels above or below these thresholds. According to the 2000 Census, 7.2 percent of Holland's residents live below the poverty level. This is significantly less than the percentage of residents living in poverty in Hampden County (14.3 percent) and Massachusetts (9.3 percent) as a whole. According to the 2000 Census, Forty-four families in Holland live below the poverty level. In 15 of the Holland families living in poverty in 2000 the head of household (householder) worked full-time the previous year. In 12 of these families, the head of household did not work the previous year, and in the other 17, the householder worked part-time. Similarly, of the 49 individuals age 15 and over who were in non-family households living in poverty (living people living by themselves, or with unrelated people), 27 did not work, 22 worked only part-time, and none worked full time in the previous year.

Labor Force Characteristics

This section discusses and characterizes Holland’s local labor force. It also provides comparative information for Hampden County and Massachusetts. The 2000 Census surveys offer a snapshot in time of the employment status and characteristics of the labor force. These data are detailed and may be compared to previous decennial census surveys. However, data available on an annual basis may be of greater value for identifying current trends. State data from the Massachusetts Division of Employment and Training are available on an annual basis for employment by sector and for unemployment rates. This information is useful for determining the employment patterns occurring in the Town of Holland.

Labor Force Participation and Employment

The labor force is defined as the pool of residents who are age 16 and over, and who are actively employed or seeking employment. Holland’s labor force includes residents who work in Holland and residents who work in other communities, as well as residents looking for work. Students, retirees, stay-at-home parents, and others who are not employed or actively looking for work are excluded from the labor force.

When comparing 1990 and 2000 labor force characteristics, it is important to consider the very different economic climates of those years. The recession of the early 1990s led to high unemployment rates for many regions across the Country. By the latter part of the decade, many areas began to experience economic recovery and increases in employment levels. In 1990, Holland’s labor force consisted of 1,104 people. By 2000, it had grown to 1,359 people, an increase of 23.1 percent (*Table ED-6*). As *Table ED-6* indicates, between 1990 and 2000, Holland’s labor force and number of employed workers experienced greater percentage increases than were seen at the County and State levels.

Table ED-6: Selected Labor Force Characteristics, 1990 and 2000

	Holland			Hampden County			Massachusetts		
	1990	2000	Percent Change	1990	2000	Percent Change	1990	2000	Percent Change
Population 16 Years and Older	1,577	1,808	14.7%	354,620	350,913	-1.1%	4,809,772	5,010,241	4.2%
Civilian Labor Force	1,104	1,359	23.1%	226,360	218,853	-3.3%	3,245,950	3,312,039	2.0%
Total Employed	1,035	1,314	27.0%	210,581	206,062	-2.2%	3,027,950	3,161,087	4.4%
Unemployment Rate	6.3%	3.3%	-3.0%	7.0%	5.8%	-1.2%	7.2%	4.8%	-2.4%
Participation Rate	70.0%	75.2%	5.2%	64.0%	62.4%	-1.6%	67.5%	66.1%	-1.4%
Female Participation Rate	60.0%	70.9%	10.9%	55.8%	60.5%	4.7%	60.3%	60.4%	0.1%

Source: U.S. Census Bureau, Census of Population & Housing, 1990 and 2000.

A major factor that contributed to the increase in the labor force was the growth in Holland’s labor force participation rate, especially among females. The participation rate represents the percentage of people 16 years of age and above who are in the labor force. Increasing the participation rate in an area can be a way to expand the work force without having growth in the general population. Flexible, part-time employment opportunities, good wages and benefits, and the availability of support services such as public transportation, day-care facilities,

and skills training, can all encourage more people to participate in the work force. As of 2000, Holland's participation rate stood at 75.2 percent, higher than that for Hampden County (62.4 percent) and the State (66.1 percent) overall. In addition, between 1990 and 2000, the participation rate among females age 16 and over in Holland increased by 10.9 percent, and now stands at 70.9 percent. This female participation rate is much higher than the rates for the County and the State. One factor which could be contributing to Holland's greater female participation rates is the high level of educational attainment among Holland residents.

The unemployment rates given in Table ED-7 and Table ED-8 describe the percentage of people in the labor force who are presently not employed, but who are actively seeking employment. In Holland, 45 people in the labor force are not employed. According to the 2000 U.S. Census (*Table ED-7*), only 3 percent of Holland's labor force does not have a job. Table ED-7 shows the labor force and unemployment figures by age group and by sex. The unemployment rate for females is higher than that for males. Each age category has low levels of unemployment, except for the 20 to 24 year olds, for which almost 18 percent of the labor force is unemployed. If this age group is removed from consideration, the overall unemployment falls from 3.4 percent to 2.6 percent, indicating that almost all adults in Holland who are in the labor force are employed.

Table ED-7: Labor Force and Unemployment by Sex and Age Group, 2000

Age Group	Males		Females		Total		
	Labor Force	Unemployed	Labor Force	Unemployed	Labor Force	Unemployed	Percent Unemployed
16 to 19 Years	35	4	33	0	68	4	5.9%
20 to 24 Years	36	4	32	8	68	12	17.7%
25 to 54 Years	540	12	471	11	1011	23	2.3%
55 to 59 Years	62	2	42	2	104	4	3.9%
60 Years and Over	33	0	30	2	63	2	3.2%
Total	706	22	608	23	1314	45	3.4%

Source: U.S. Census Bureau, Census of Population & Housing, 1990 and 2000.

Unemployment rates are often used as a gauge of economic prosperity or distress. Rates of unemployment may be influenced by an abundance or a drastic decline in the number of employment opportunities in an area. In some cases, unemployment rates may decrease, not because of increases in employment options, but because the job market is so poor, it leads unemployed people to leave the local work force, and either moving out of the area, or stop trying to find a job. Also, unemployment rates do not include people who may be underemployed and working only part-time, or people who may have been laid off and taken a new job at a much lower wage level.

Labor force and unemployment data are released by the Massachusetts Division of Employment and Training (DET) on an annual basis, providing a source of current employment information. The DET figures are derived from Federal data from the U.S. Bureau of Labor Statistics. Because different methodologies are used for the DET and decennial U.S. Census figures, they are not directly comparable. However, both sets of data are included here to give a fuller overview of employment trends.

In 2002, according to DET’s data, Holland’s unemployment rate stood at 6.5 percent, with a total of 71 members of the work force unemployed. This unemployment rate was higher than that for Hampden County (5.9 percent) and for the State (5.3 percent).

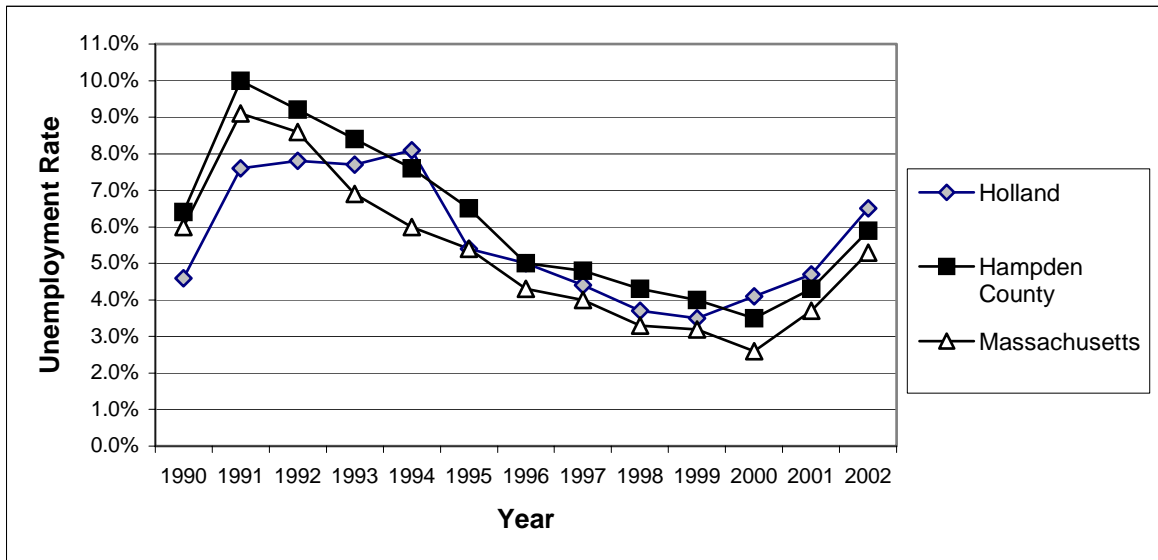
Table ED-8: Labor Force and Unemployment Data, 2002

Area	Labor Force	Employment	Unemployment	Unemployment Rate
Holland	1,093	1,022	71	6.5%
Hampden County	224,101	210,968	13,133	5.9%
Massachusetts	3,486,400	3,301,300	185,100	5.3%

Source: Massachusetts Division of Employment & Training, 2002.

According to the Massachusetts Division of Employment and Training from 1990 to 2002, Holland’s unemployment rate frequently fluctuated. Holland’s unemployment rate for 2002 is higher than that for the County and the State, but this has not been true for all of the past decade, as can be seen in Figure ED-1. It is evident that Holland’s labor force is influenced by the greater economy, as demonstrated by the changes in the Town’s employment patterns shown in Figure ED-1 and Figure ED-2.

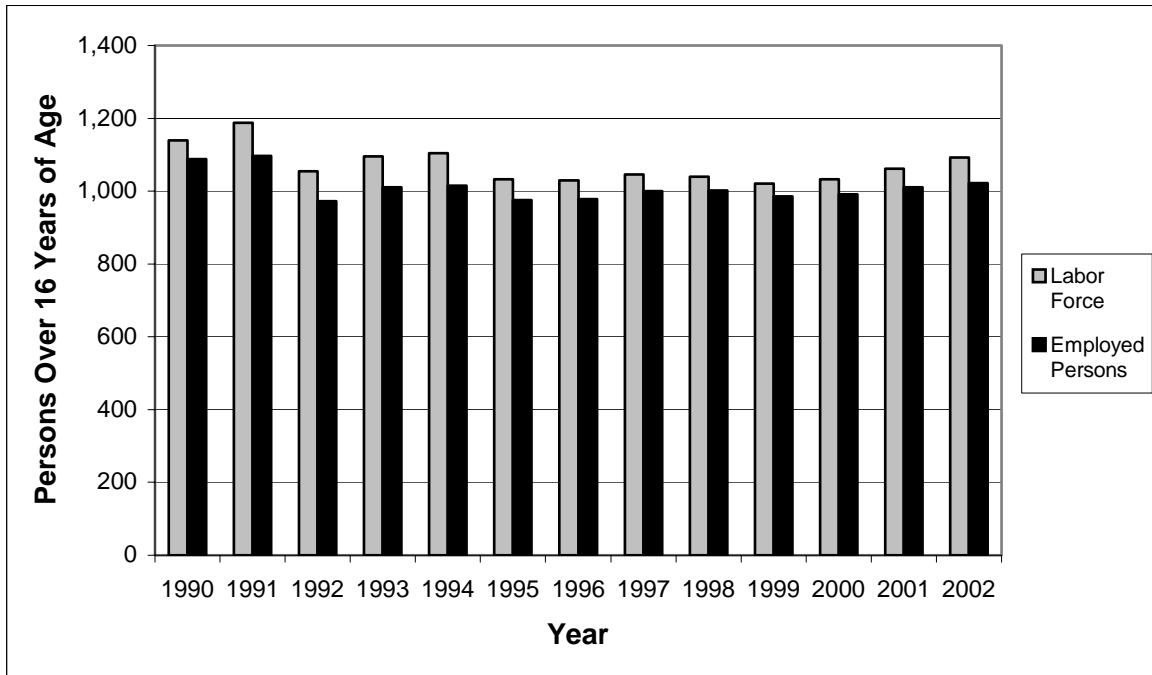
Figure ED-1: Unemployment Rates, 1990 to 2002



Source: Massachusetts Division of Employment & Training, ES-202 Data.

As Figure ED-2 demonstrates, from 1990 to 2002, Holland experienced growth in the size of its labor force and the number of employed people within that labor force overall. During the 12-year period, Holland’s work force saw some increases and declines from year to year, most notably during 1992 and 1995 period. From 1990 to 2002, the labor force decreased by 4 percent and the number of employed people decreased by 6 percent.

Figure ED-2: Labor Force and Employed Persons, 1990 to 2002



Source: Massachusetts Division of Employment & Training, ES-202 Data.

Types of Employment

An important element in the employment profile of Town residents is understanding their types of employment. This section reviews local, County, and State-level employment data by class of worker and industry sector, and also discusses commuting patterns. Class of worker refers to the type of employer, for example, whether the employer is in the private or public (government) sector. The information presented here comes from the U.S. Census Bureau, which has identified 13 distinct employment sectors that represent different industries, such as manufacturing and retail trade.

According to the 2000 U.S. Census data, almost four-fifths (79.4 percent) of Holland workers are employed by a private company. Another 11 percent work for Federal, County, or local governments. Many of these individuals are likely employed in public education. Nine percent of Holland’s workers are self-employed. As shown in Table ED-9, Holland’s level of government employees is lower than that of the State and the County. Holland’s number of residents who are self-employed is higher than that of Hampden County and the State.

Table ED-9: Class of Worker, 2000

Area	Total Employed	Private Wage and Salary Workers	Government Workers	Self Employed Workers	Unpaid Family Workers
Holland	1,314	79.4%	11.5%	9.1%	0.0%
Hampden County	206,062	77.5%	17.0%	5.2%	0.2%
Massachusetts	3,161,087	80.0%	13.5%	6.4%	0.2%

Source: U.S. Census Bureau, Census of Population & Housing, 2000.

The largest employment sector for Holland residents is manufacturing, with almost one-fifth (18.8 percent) of Holland workers employed in this sector (*see Table ED-10*). This percentage is only higher than that for Hampden County (16.5 percent) and the State (12.8 percent).

The next largest employment sector in Holland is educational, health, and social services (16.7 percent of workers), which is lower than that of the County (23.7 percent) and the State (23.7 percent). Retail trade is also a significant employment sector (12.9 percent), which is slightly higher than that of the County and the State. In contrast, the relative size of the Town's construction and arts, entertainment, recreation, accommodation, and food services are larger than for the County and the State.

Table ED-10: Employment by Sector, 2000

Employment Sector	Holland		Hampden County	Massachusetts
	Number of Workers	Percent of Total		
Educational, Health & Social Services	219	16.7%	23.7%	23.7%
Manufacturing	247	18.8%	16.5%	12.8%
Retail Trade	169	12.9%	12.4%	11.2%
Construction	157	12.0%	4.5%	5.5%
Transportation, Warehousing & Utilities	59	4.5%	6.0%	4.2%
Arts, Entertainment, Recreation, Accommodation & Food Services	106	8.1%	7.1%	6.8%
Wholesale Trade	47	3.6%	3.8%	3.3%
Professional, Scientific, Management, & Administrative Services	70	5.3%	6.4%	11.6%
Finance, Insurance, & Real Estate	87	6.6%	7.1%	8.2%
Agriculture, Forestry, Fishing, Hunting, & Mining	3	0.2%	0.4%	0.4%
Information Services	36	2.7%	2.5%	3.7%
Other Services (except Public Administration)	61	4.6%	4.7%	4.4%
Public Administration	53	4.0%	4.9%	4.3%
Total Employed*	1,314	100.0%	206,062	3,161,087

**Employed civilian population 16 years of age and over.*

Source: U.S. Census Bureau, Census of Population & Housing, 2000.

Given the existing job opportunities in Holland, it is likely that for many of the employment sectors in the table above, Town residents are commuting to employers outside of Holland.

Commute-to-work data from the 2000 U.S. Census show that 10 percent of employed Holland residents work in Holland, with almost 2 percent of employed residents working at home. Thirteen percent of employed residents work outside of Holland elsewhere in Hampden County, and 63 percent work outside of Hampden County elsewhere in Massachusetts. Another 14 percent of workers in Holland commute to work in other states.

Local Employers and Economic Base

This section discusses the Town of Holland's economic base and employment patterns, and major local employers. It is important to understand which sectors and businesses provide employment within a community, in order to plan for future economic development. Most of the information presented in this section comes from the Massachusetts Division of Employment and Training (DET).

DET releases community-level data describing the number of employees in eight industry sectors on an annual basis. This data, presented in Table ED-11, show that the number of total employees working in Holland decreased over the 1990 to 2001 period, shrinking by 23 percent (39 workers). The employee counts in Table ED-11 include both fulltime and part-time workers. Over the 1990 to 2001 period, the average annual wage for workers in Town increased significantly, growing from \$15,149 to \$21,313, a 41 percent change. The data also indicate that the total number of businesses in Holland increased over the eleven years, growing from 18 in 1990 to 23 in 2001.

As shown in Table ED-11, the dominant industry sector in Holland is the service sector, which accounts for about one-tenth of the jobs in Town. The total number of jobs in the government sector has fluctuated greatly during the past decade, but it has been the sector that employs most residents for the past two years. The next largest employment sectors are the manufacturing sector and the transportation, communication, and public utilities sector. In 2001, a total of 16 jobs in Town were in these two sectors. There are also a number of other jobs located within the Town, but that information cannot be released due to confidential requirements. Usually, such information remains confidential if there is only one major employer in a sector or if there are a small number of employees.

Table ED-11: Industry Sector Employment in Holland, 1990-2001

Year	Total Establishments	Average Annual Wage	Total Employment	Percentage of Total Employment in Each Sector							
				Services	Government	Trade	TCPU*	Construction	Agriculture, Forestry, & Fishing	Manufacturing	FIRE**
1990	18	\$15,149	167	Conf	Conf	47.9%	0.0%	5.4%	0.0%	Conf	0.0%
1991	18	\$14,059	163	4.3%	Conf	49.7%	0.0%	4.3%	0.0%	Conf	0.0%
1992	20	\$15,817	172	6.4%	Conf	51.2%	Conf	2.9%	0.0%	Conf	0.0%
1993	19	\$15,222	108	13.0%	Conf	13.9%	Conf	Conf	0.0%	Conf	0.0%
1994	20	\$17,023	114	9.7%	Conf	16.7%	Conf	Conf	0.0%	Conf	Conf
1995	19	\$17,176	111	12.6%	Conf	17.1%	Conf	Conf	Conf	Conf	Conf
1996	23	\$18,916	113	15.9%	Conf	15.1%	Conf	Conf	Conf	Conf	Conf
1997	19	\$19,414	124	17.7%	Conf	12.1%	Conf	4.8%	Conf	4.8%	Conf
1998	24	\$22,928	135	15.6%	51.1%	11.9%	Conf	5.9%	Conf	8.2%	Conf
1999	23	\$17,433	151	12.6%	64.9%	10.6%	Conf	Conf	Conf	Conf	Conf
2000	23	\$20,784	131	14.5%	0.0%	12.2%	Conf	Conf	Conf	4.6%	Conf
2001	23	\$21,313	128	10.9%	Conf	0.0%	6.3%	0.0%	Conf	6.3%	0.0%

“conf” means that information has not been released due to confidentiality requirements. Information typically remains confidential where there is only one major employer in the sector, or only a small number of employees.

* TCPU is an acronym for the Transportation, Communication and Public Utilities sector.

** FIRE is an acronym for the Finance, Insurance and Real Estate sector.

Source: Massachusetts Division of Employment and Training; ES-202 series data.

Most residents procure needed goods and services in nearby towns such as Sturbridge, Southbridge, or Brimfield. The only places within Holland that residents can utilize are a market, a pizza shop, a liquor store, a convenience store at a gas station, a bar, storage units, private day cares, and a hardware store.

Inventory and Assessment of Infrastructure for Economic Development

This section summarizes and assesses Holland's current infrastructure to support economic development, including water, sewer, transportation, and telecommunications. Adequate infrastructure is necessary to encourage the expansion and diversification of the Town's economic base.

Water Infrastructure

Residents in Holland currently utilize wells to obtain water.

Projected Future Demand

According to the Massachusetts Executive Office of Environmental Affairs Buildout Analysis², Holland can sustain up to 13,321 residents with its current zoning. With these 10,914 new residents, it is estimated that 1,059,700 gallons of water per day will be used. This is 879,175 more gallons per day than are currently being used.

Sewer Infrastructure

There is no sewer infrastructure in Holland.

Wastewater Treatment Facility and Demand

Residents currently use septic systems to dispose of waste.

Transportation Infrastructure

There are two important perspectives when assessing a community's transportation infrastructure: the level of ease and safety of moving people and goods to and from the community and the level of ease and safety of moving people and goods within the community.

² Although zoning in Holland has been changed since the Buildout Analysis was created, the Buildout Analysis can still provide useful information in approximating the future growth of the Town and the impacts of that growth. One of the most significant changes is that when the Buildout Analysis was created for Holland, the minimum lot size was 1 acre for many uses. The minimum lot size has since been increased to 3 acres for many uses.

Road Network

Throughout New England, trucking is the predominant means of transporting freight. The fact that no State routes pass through Holland has likely had some impact on the Town's economic development. However, State Route 20 and Interstate 90 run East to West just north of the Town. The nearest exit for Interstate 90 is in the neighboring town of Sturbridge. Interstate 84 cuts across the southeast corner of town and provides access to Connecticut and New York. Interstates 495, 395, and 190 are also located nearby.

Rail Lines

There is no commuter or freight rail service to Holland, but the network of intermodal facilities serving Eastern Massachusetts is easily accessible.

Airports

In terms of aviation, there are three international airports located approximately within a few hours drive from Holland. They are Albany International Airport in Albany, New York; Logan International Airport in Boston, Massachusetts; and Bradley International Airport in Windsor Locks, Connecticut. In addition, there are the regional airports of T.F. Green Airport in Warwick, Rhode Island; Manchester Airport in Manchester, New Hampshire; and Worcester Regional Airport in Worcester, Massachusetts, which also provide passenger and freight service. Locally, the transportation network includes the Southbridge Municipal Airport, a general aviation facility, located in the nearby town of Southbridge.

Transit

Holland is a member of the Worcester Regional Transit Authority but does not receive services.

Telecommunications Infrastructure

There is a recently constructed cell phone tower in Holland that provides service to approximately one-third of the town.

Current Zoning for Economic Development

The Town currently has several zoning districts, including: Residential, Agricultural-Residential, Garden Apartment, Business, Rural Business, Special Conservancy District, and the Flood Plain District. The following descriptions are a summary of information that can be found in its entirety in Holland's Zoning Bylaws.

The following agricultural uses related to economic development are allowed by right in all districts: commercial riding stables, the raising of swine and fur bearing animals, commercial greenhouses, and farms or nurseries all on parcels of 5 acres or more. If any of these uses are to

be on parcels of less than 5 acres a special permit will be required. In some districts these uses are not allowed on parcels of less than 5 acres, even with a special permit.

The following residential uses related to economic development are allowed by right in all districts: the renting of rooms or furnishing, family day care homes having no more than two non-resident employees, home occupations employing one non-resident (except in the Garden Apartment and Special Conservancy districts), and home occupations which do not employ any non-residents. All of these uses have special conditions or standards under which these uses are permitted. Family day care homes having more than two non-resident employees, home occupations including employment of more than one non-resident require special permits and may not be allowed in all districts.

Also, religious uses, educational uses, and childcare facilities are allowed by right in all districts. Hospitals, convalescent homes, sanitariums, private clubs not conducted for profit, and assisted living facilities are allowed in some districts by special permit.

The following business uses related to economic development may be allowed by special permit:

- Boat livery
- Ski tow
- Golf course
- The removal of soil, loam, sand, or gravel (with special conditions and requirements)
- Service or public utility (with special conditions and requirements)
- Automobile service station, repair shop, storage garage, or salesperson
- Any manufacturing use involving processing, fabrication, or assembly other than a home occupation (with special conditions and requirements)
- Health or fitness facilities (with special conditions and requirements)
- Executive or administrative offices

Holland also has special regulations relating to accessory uses, fences, parking, signage, and pre-existing nonconforming uses or structures

Potential Types of New Development

The following list of types of businesses was created during the first public forum in Holland for this Community Development Plan. Residents voted on a variety of types of businesses and those listed here were those types of businesses that were supported by the residents of the Town.

- Business development
- Coffee shops
- Offices
- Sit-down restaurants

- Bed and breakfasts
- Inns
- Nurseries/greenhouses
- Homes based businesses

Potentially Suitable Locations for Future Development

One factor that has affected Holland’s economic development has been the lack of identified areas in the Town that could be appropriate for future business growth. A focus of Holland’s Community Development Planning process has been to determine if there are any potentially suitable locations within Holland for future economic development, based on environmental and infrastructure constraints. This section discusses the methodology used in that determination and the potentially suitable sites that were identified through this analysis. The data in this section was obtained from the Massachusetts Executive Office of Environmental Affairs, the U.S. Census Bureau, and Massachusetts Geographic Information Analysis.

The accompanying map depicts lands that are potentially suitable for economic development. The map examined all the land in town and eliminated absolutely and potentially constrained lands. The remaining land is considered potentially developable.

Absolutely constrained lands are:

- a river, pond, or other water body;
- fall within the 200-foot buffer zone around rivers;
- a National Wetlands Inventory wetland;
- fall within the 100-foot buffer zone around wetlands;
- have slope of greater than 25 percent;
- public water supplies, including Zone I recharge areas;
- estimated habitats of rare wildlife in wetland resource areas;
- priority habitats of rare species;
- core habitats for rare species and natural communities;
- and permanently protected open space.

Potentially constrained lands are:

- prime farmland soils,
- Zone II wellhead protection areas,
- interim wellhead protection areas,
- aquifers of 100 to 300 gallons per minute,
- land that has already been developed,

It is worth noting that current zoning restrictions were not incorporated into these screening processes. Zoning considerations were excluded from the analysis with the thought

that once the potentially most suitable locations for development were identified, changes to the current zoning, including changes to district boundaries and/or allowed land uses could be considered by Town Meeting, to facilitate development in the identified potentially most suitable areas.

Based on the types of businesses that the Community Development Plan Committee determined to be desirable future types of development, it appears that the town would only like small-scale economic development. This would help to achieve the town's goal of maintaining their rural character by only allowing small-scale development in a portion of the town.

Strategies for Promoting Economic Development

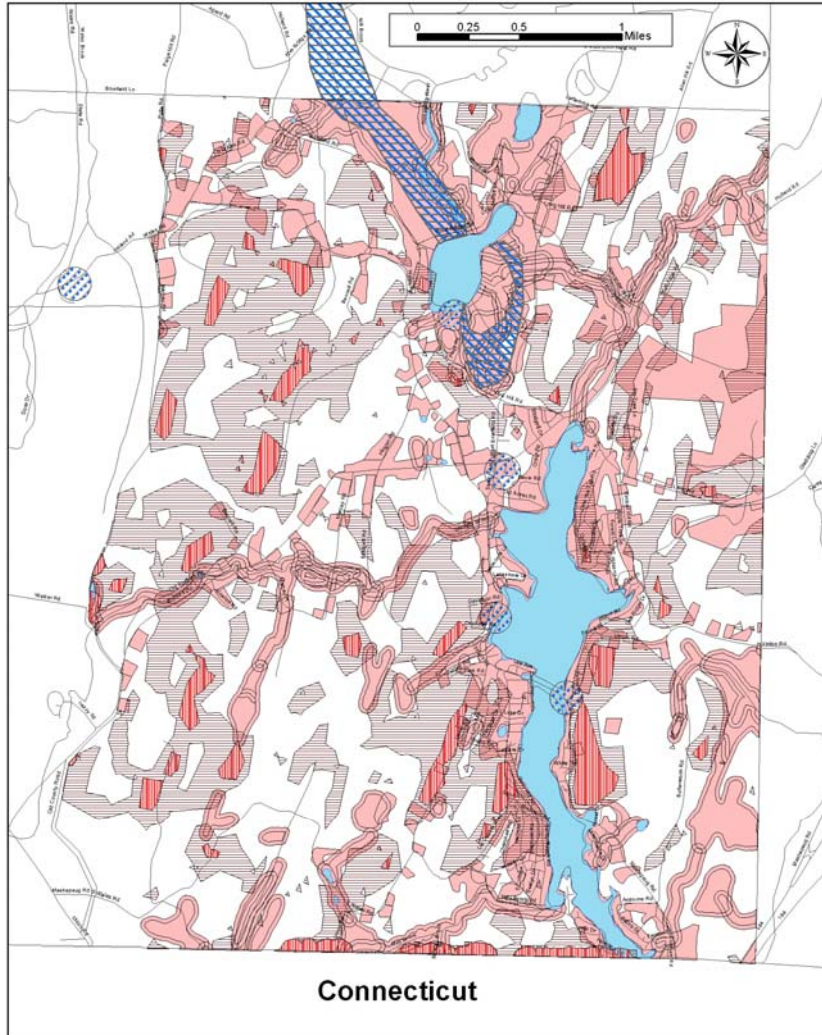
Zoning and Other Regulatory Strategies

- Create a village center zoning district that allows for mixed residential and commercial uses.
- Allow more types of appropriate and desired uses in the zoning bylaws (see the appendix for a list of types of businesses that residents support), including suitable types of commercial development.
- Create a zoning district that specifically allows for commercial uses.
- Consider expanding the definition of home businesses, and allowing additional home-based businesses by right.
- Implement a phased growth bylaw that only allows for an appropriate amount of development within the Town each year.

Non-Zoning Activities

- Increase the commercial tax base within the Town.
- Utilize Holland's location right off the highway and equidistant from big cities to attract new employers, while still ensuring that new development is appropriate for the character of the Town.
- Investigate improvements to technology infrastructure such as telecommunications and fiber optics that support technically advanced businesses and industries in an effort to provide the latest technology for current and future development.
- Encourage clustering of similar business development as a way to increase the effectiveness with which companies can operate.
- Promote investment in public infrastructure to encourage economic development in designated target areas
- Create an economic development committee to encourage appropriate types of new economic development

Town of Holland, Massachusetts Community Development Plan Economic Development Suitability Map



Map Sources

Map produced by the Office of Geographic Information and Analysis, University of Massachusetts, Amherst.

Roads, prime farmland soil, water body, aquifer, and slope data provided by MassGIS. Zone II wellhead protection area data provided by EOEPA buildout maps and analysis.

The absolutely constrained data layer includes national wetlands inventory wetlands, 100 foot buffer area around wetlands, rivers, ponds, and other water bodies, 200 foot buffer areas around rivers, areas with slopes greater than 25 percent, and permanently protected open space areas.

The potentially developable lands were identified by subtracting the absolutely constrained lands from the total land area of the town.

March 22, 2004

Legend	
	Roads
	Absolutely Constrained Lands
	Potentially Developable Lands
	Prime Farmland Soil
	Interim Wellhead Protection Area
	Slope 15% - 25%
	Slope > 25%
	Median Yield Aquifer (100 - 300 GPM)
	Water Body



Town of Holland
Hampden County, Massachusetts