

**A MASTER PLAN  
For  
THE TOWN OF HOLLAND**

**DECEMBER 2004**

Prepared for the  
**HOLLAND PLANNING BOARD**

By the  
  
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## **Citizen Summary**

In the fall of 2004, the Planning Board of the Town of Holland entered into a contract with the Office of Geographic Information Systems in the Department of Landscape Architecture and Regional Planning at the University of Massachusetts, Amherst for the creation of a Master Plan.

### **Master Plan Requirements:**

- 1) Goals and policies identified through interactive public process
  - 2) Land use plan showing present and proposed land uses
  - 3) Housing, identifying and analyzing existing and forecasted housing needs
  - 4) Economic development identifying strategies and policies to expand or stabilize local economic base
  - 5) Natural and cultural resources, providing an inventory and strategies for protection and management of those resources
  - 6) Open space and recreation, providing an inventory and strategies for management
  - 7) Public services and facilities with identification and analysis of existing and forecasted needs
  - 8) Circulation, providing an inventory of existing and proposed circulation and transportation systems
  - 9) Implementation program necessary to achieve objectives of the master plan.
- (M.G.L. Ch. 41, § 81D)

### **Goals & Policies:**

- Maintain rural character
- Increase economic development
- Preserve wildlife habitat
- Protect water quality
- Improve communication between Town Hall and residents
- Maintain and improve quality of schools
- Increase recreation opportunities
- Develop Town Center

### **Identified Priorities:**

- 1) Water Quality
- 2) Economic Development
- 3) Town Facilities & Structure

### Water Quality Strategies

<i>Short-Term (0-3 years)</i>	<i>Mid-Term (4-7 years)</i>	<i>Long-Term (8-10)</i>
Enforce Title V & Seasonal Conversion Bylaw	Surface Water Protection Zoning Overlay	Construct sewer treatment facility
Creation of parcel database	Dedicate Town roads to State	Creation of Town waste water department
Take properties in Tax Title	Establish land trust	Phase in connections to sewer treatment facility
Implement Focused Tax Increment	Acquire state/federal funds for sewer treatment facility	

### Economic Development Strategies

<i>Short-Term (0-3 years)</i>	<i>Mid-Term (4-7 years)</i>	<i>Long-Term (8-10)</i>
Implement Town Center Overlay District	Target desirable businesses to attract	Capital improvements to Town Center
Package and market available parcels	Encourage home-based businesses	Continue to invest in infrastructure
Analyze zoning around Hamilton Reservoir to encourage recreation based businesses		
Change zoning in designated areas to allow for commercial and light industrial		

### Town Facilities & Structure Strategies

<i>Short-Term (0-3 years)</i>	<i>Mid-Term (4-7 years)</i>	<i>Long-Term (8-10)</i>
Re-establish Capital Planning Committee	Survey residents to explore changes in Town government	Begin construction of sewer treatment facility
Establish capital funds for sewer, library, and school projects	Secure funding for sewer treatment facility	Begin renovation/expansion of elementary school
Prepare long-range library plan	Submit proposal for expansion of elementary school to State	Change Town Bylaws to address concerns of residents
Improve communication between Town Hall and residents	Implement energy efficient modifications of elementary school	Change Town structure according to new Town Bylaws

## EXECUTIVE SUMMARY

This Master Plan is the culmination of a planning process that began in 1995 with the completion of the Town of Holland Master Planning Study (University of Massachusetts) and the Holland Growth Management Plan (Pioneer Valley Planning Commission). In 2004 the University of Massachusetts completed a Community Development Plan and an Open Space & Recreation Plan. The Town of Holland has recently implemented zoning changes to reflect some of the recommendations presented in these plans.

Like previous work, the Holland master planning process included extensive community participation. Three community meetings were held to get resident suggestions and comments. Throughout the process, Holland citizens displayed a strong interest in the future of their community. The first public meeting attracted over 50 residents.

Holland residents enjoy living in a small rural community characterized by beautiful natural resources. But there is widespread concern that development pressure brought about by continued growth will begin to compromise this way of life. Through the community process, Holland residents prioritized their goals and objectives for the future.

- Preserve Holland's rural character
- Preserve forested landscape
- Protect water quality
  - Promote recreation on Hamilton Reservoir and Lake Siog
  - Maintain safe drinking water
  - Be proactive in solving water quality issues
- Promote economic development
- Improve communication between Town Hall and residents
- Maintain and improve quality of schools
- Increase opportunities for recreation
  - Provide better access to Hamilton Reservoir
  - Create more playing fields
- Develop and reinforce Town Center

These goals, which address a range of issues, share common themes. We prioritized these goals and presented them to residents as recommendations at the final community meeting held on November 13 and repeated on November 16, 2004.

## THREE MAJOR GOALS/RECOMMENDATIONS

**Protection of the water supply** – ensure that measures are taken to protect Hamilton Reservoir and the surrounding groundwater supplies

**Economic Development** – increase local employment opportunities and create a broader tax base for the town

**Town government improvements** – introduce measures that help town government work more effectively, improve communication with residents

These goals are discussed throughout the eight main sections of the Master Plan. Each section discusses ways to implement the recommendations within a realistic timeframe. We also include suggestions to “quick start” the implementation process.

The Town of Holland, the Planning Board, and town residents have demonstrated a strong commitment to the master planning process. This commitment must now be turned into action. This will require leadership and more hard work to maintain momentum. We present this Master Plan believing that the Town of Holland and its residents are ready to move forward.