

Town of Holland Comprehensive Plan

**Plan Commission
Meeting**

June 6, 2006



Agenda

- Welcome and Introductions
- Planning Process Overview and Progress
- Town Survey Reporting
- **Goals and Objectives**
- Future Land Use Mapping

PROCESS

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Planning Process and Progress

- Task 1: Existing Conditions Report
 - Completed, available online
- Task 2: Community Visioning
 - Completed in April
- Task 3: Issues and Opportunities
 - Generation of Goals and Objectives
 - Completed in May

Planning Process and Progress

- Task 4: Future Land Use Scenarios
 - Holland Develops Maps, June 6
 - SAA digitizes 1 map for review
- Task 5: Policies and Actions
 - Formulate Action Plan (Aug, Sept.)
- Task 6: Implementation
 - Adopt the Plan (Oct., Nov.)

TOWN SURVEY

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Town Survey

- Town developed questions to identify issues and shape policies for the Comprehensive Plan
- Surveys were mailed in January 2006 to 1,079 households
- 38% of the surveys were completed and returned (406/1,079)

Town Survey

■ Quality of Life

- What are the 3 most important reasons you moved to Holland?
 - “Rural Atmosphere” (18.7%); “Liked the site/property” (18%); “Natural Beauty” (8.2%)

■ Public Services

- How do you rate current provision of services?
 - Achieved a “Satisfied” ranking overall

Town Survey

■ Transportation

■ Adequacy of Current Roadways

- Current road network is adequate (70%); bike/ped important (47%); elderly transport important (41%)

■ Identify Dangerous Intersections

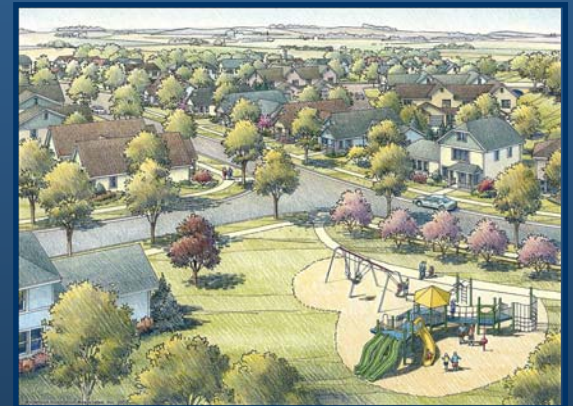
- “MH & Briggs”; “53 & Sylvester”

■ Support for increased transportation facilities by type

- More “Hiking Trails” (28%), “Biking Routes” (28%)

Town Survey

- Land Development
 - Rate current efforts by the Town to regulate land use development
 - “About right amount of planning” (32%); “Not enough planning” or “No Opinion” (both ~ 27%)
 - Describe how the Town is growing
 - “Too Fast” (53%); “About Right” (39%)



Town Survey

■ Land Development

- What should the Town look like in 20 years?
 - “As it looks now, but with more business and residential” (40%); “As it looks now” (23%)
- Growth, Design, and Preservation of Land
 - Keep Mostly Rural
 - Preserve Farmland / Natural / Cultural Resources
 - Build new development near existing
 - Approximate 50/50 split on whether there should be “Industrial Development”

Town Survey

■ Economic Development

■ Types of new businesses preferred

- YES: “Retail Sales”, “Restaurants/Taverns/Bars”, “Tourism Related...”, “Lodging”
- NO: “Quarrying, Sand, Gravel Operations” (63%)

■ Housing

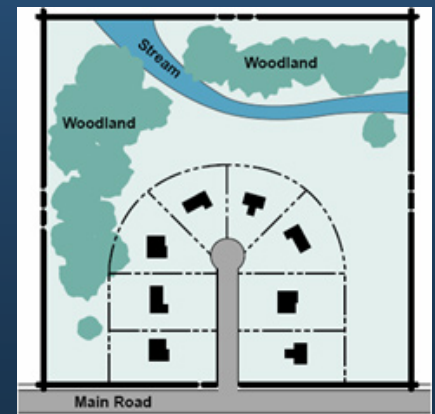
■ Types of new housing preferred

- YES: “Single-family”; “Affordable”; “Elderly”
- NO: “Duplexes”; “Apartments (3+)”

Town Survey

■ Housing

- Where should new housing locate?
 - “In and near developed areas” (65%)
- Density: 1/35 acres, or “clustering”?
 - 1/35 (32%); Cluster (38%); Don’t Know (29%)
- Appropriate steps to maintain “rural” feel?
 - “Large-lot Zoning” (18%); “Town-purchased greenspace” (18%)



Town Survey

■ Rural Preservation

- Would you support a Town of Holland PDR Program?
 - “Yes” (55%); “No” (18%), “Unsure” (15%), “Depends” (12%)
- If you support PDR, how much would you be willing to pay?
 - Between \$.10 and \$1.00 per \$1,000 assessed value (62%); \$0 (38%)

Town Survey

- Natural and Cultural Resources
 - Farmland, woodlands, wetlands, floodplains, hillsides, streams, scenic views, rural character were ranked “Essential” for protection.
- Biggest Issue?
 - Too much “uncontrolled” growth
 - High taxes / property taxes / tax base

GOALS AND OBJECTIVES

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Goals and Objectives

■ Housing

- The Town of Holland will contain a variety of quality housing choices for all residents, including different age, income, and special needs.
- The Town of Holland will preserve natural features in new housing developments.
- The Town will not be financially burdened by new residential development.

Goals and Objectives

■ Transportation

- The Town of Holland will work with La Crosse County and neighboring jurisdictions to provide a safe, efficient and economically sound transportation system that meets the needs of all its residents, businesses and visitors.
- The Town's transportation system will be designed to protect the rural character of the Town and minimize impacts on the natural environment to the greatest extent possible.
- Complete development of the major collector that will run in a north-south direction for one mile from CTH MH to CTH NA.

Goals and Objectives

■ Utilities and Community Facilities

- Ensure Town residents and businesses are adequately served by desired public utilities and facilities in a cost-effective way and in a manner that promotes a high quality of life.
- Avoid environmentally sensitive areas when extending and constructing new utilities and community facilities.
- Continue to provide and improve outdoor recreational facilities for active uses (e.g. ball games) and natural areas for passive uses (e.g., birdwatching).
- Work with surrounding municipalities on extending the range and scope of local service provision, especially municipal water or sewer services.

Goals and Objectives

- Agricultural, Natural, and Cultural Resources
 - Preserve the Town of Holland's agricultural resources - including productive agricultural land, waterways, groundwater, and woodlands – for this and future generations.
 - Enhance public access, use and enjoyment of the community's natural and recreational resources.
 - Preserve the Town of Holland's natural resources - including productive agricultural land, the bluffs, prairies, scenic views, waterways, wetlands, woodlands and wildlife habitat – for this and future generations.
 - Identify, conserve and protect the Town's cultural, historical and archaeological resources.

Goals and Objectives

■ Economic Development

- Encourage economic opportunities that enhance the quality of life for Town residents, are appropriate for the levels of public services and facilities in the Town, and are environmentally sensitive.
- The Town of Holland will encourage economic development that supports agriculture, and serves Town residents and visitors.

Goals and Objectives

■ Intergovernmental Cooperation

- The Town will maintain good relationships with governmental units in and around the region.
- Participate in regional planning efforts and coordinate all planning activities with neighboring communities and La Crosse County.
- Coordinate with neighboring communities and La Crosse County to provide high quality services in the most cost effective manner possible.

Goals and Objectives

■ Land Use

- Control and direct new development to locations that are appropriate for development, as described within the context of this document.
- Increase the sustainability of new development through appropriate siting and design. Ensure that new development is consistent with the Town's ability to provide cost-effective infrastructure and services both at the time the development occurs and in the long-term.

FUTURE LAND USE MAPPING

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Future Land Use Mapping

- Divide into groups (up to 3)
- Each group draws Future Land Uses on the map, use provided materials/maps as guide
- Forecasted Conditions
 - Residential Acres: 593
 - Non-Residential Acres: 500
- This is not zoning! The Future Land Use Map identifies a preferred use, zoning regulates that use...

Thank You!



Questions/Comments?