



Communities for real life.

What we did:

**PLANNING**

Market Analysis  
Housing Planning  
Growth Management

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# Housing Study

HOLLAND CHARTER TOWNSHIP,  
OTTAWA COUNTY, MICHIGAN

On the heels of its successful Master Plan process, Holland Charter Township (Ottawa County) requested that McKenna conduct a housing study. The question of how to meet burgeoning housing demand while preserving farmland and natural features was a key component of the Master Plan, but now the Township wanted to dive deeper.

McKenna set about quantifying the future housing needs of the growing community, setting a target for housing growth before the year 2040. That top-line housing number was then broken down by type, tenure, and price point, to give a more nuanced vision of the need for housing.

The housing data was also compared to the geography of the Township's newly adopted Future Land Use Map, to confirm that the proposed growth areas and target housing densities were market-responsive and realistic.

