



**Holland**  
MICHIGAN

# Public Participation Plan



**MARCH 1, 2022**  
**CITY OF HOLLAND**



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## I. Introduction

The purpose of this Public Participation Plan is to engage City of Holland community members to become more involved in the planning decision-making process. This Public Participation Plan will enable information to be more accessible to the general public and encourage more involvement and outreach during the City's planning and development projects. The following will address various projects, including but not limited to site plan and rezoning applications, city-led visioning, master plan updates, zoning ordinance amendments, and neighborhood plans.

The City of Holland adheres to a comprehensive public involvement process and encourages continued involvement of stakeholders during these planning and review processes. The City's website—[www.cityofholland.com](http://www.cityofholland.com) – makes all information accessible and all board/commission meeting times and locations most convenient for its community members and to use methods to target a larger audience when necessary.

The City recognizes the importance of public input. This Public Participation Plan will help guide the City to use the best methods to support citizen participation and review its effectiveness, making modifications when necessary to maximize success. Additionally, the City will continue to explore methods to improve communication strategies between stakeholders and gather feedback from the community.

This Public Participation Plan will be evaluated annually and updated periodically to consider new methods of engagement and communication. In circumstances when the City consults with a third-party entity, that entity shall adhere to the provisions of this Plan, if applicable.

### **Public Participation goals and objectives:**

1. The City shall administer inclusionary public participation methods and techniques during all planning processes.
2. The City shall administer all public participation in an open manner.
3. The City shall engage a diverse set of stakeholders in planning and development decisions.
4. The City shall make efforts to ensure continued involvement of community members during the planning process.
5. The City shall record public participation results and provide summaries that may be available to the community.

## II. Key Stakeholders in the Planning and Development Process

The stakeholders represent a diverse set of individuals, groups, and organizations that are interested or affected by the planning and land use process. A different group of stakeholders may be engaged in each of the planning and development review process, dependent on the nature of the projects or plan, the level of community interest, and the community's financial involvement in the project. These stakeholders could include:

- City Council
- Other City Authorities and Commissions
- Residents
- City Staff
- Commercial Business/Industrial Owners
- Neighborhood Connectors
- Ottawa and Allegan County governments
- Michigan West Coast Chamber of Commerce
- Lakeshore Advantage
- Commercial Real Estate Brokers/Agents
- Surrounding municipal governments
- Potential investors and developers
- Senior citizens
- Major Local Employers
- Civic and Social Organizations
- Environmental Groups
- MACATA Area Coordinating Council (MACC)
- Max Transit
- Relevant State agencies
- Other relevant stakeholders



### III. Legal

Basic requirements for public participation are mandated in state and federal laws for certain public projects and development reviews. The City, through the work of the City Council and the various boards and commissions which serve at its pleasure, shall follow the local and state regulations listed below.

These regulations include provisions for the public review process, public participation, and public hearings:

- City Compiled Ordinances
- City Charter
- City Zoning Ordinance
- The Michigan Open Meetings Act (PA 267 of 1976)
- The Michigan Zoning Enabling Act (PA 110 of 2006)
- The Michigan Planning Enabling Act (PA 33 of 2008)
- Brownfield Redevelopment Financing Act (PA 381 of 1996)
- The Plan Rehabilitation and Industrial Development Districts Act (known as the Industrial Facilities Exemption)(PA 198 of 1974)
- The New Personal Property Exemption Act (PA 328 of 1998)
- Other relevant local and State legislation

### IV. Public Participation Matrix

As stated previously throughout this section, the various outreach strategies have a multitude of different uses and applications. Some processes lend themselves better to certain strategies. The table below provides a guide of when certain outreach methods may be optimal based upon which type of process the City is undergoing.

	Master Plan	Zoning Amendments	CIP Planning	Parks and Recreation Planning	Major Developments
<b>Pre-Application Meetings</b>					Recommended
<b>Surveys</b>	Recommended		Recommended	Recommended	
<b>Open house meetings and communication workshops</b>	Recommended	Optional	Recommended	Recommended	Optional
<b>Charrettes/decide workshops</b>	Optional			Optional	Optional
<b>Walking tours</b>	Optional	Optional	Optional	Optional	Recommended
<b>One-on-one interviews</b>	Optional	Optional	Optional	Optional	Optional
<b>Focus groups</b>	Optional	Optional	Optional	Optional	Optional
<b>Digital tools of communication</b>	Recommended	Recommended	Optional	Recommended	Recommended

## V. Public Outreach Policy

Updated 02/01/2022

### When Public Outreach is Required:

A Public Outreach Workshop shall be required for the following Application Types:

- 1) New Construction in a **Downtown Form Based Code Sub-District** (F- CDT, F-NDT, F-EDT, F-WDT, and F-CENT);
- 2) **Planned Unit Developments** (PUDs);
- 3) **Rezoning** of a property or properties to any Zone District other than LDR, CNR, and MDR.

**Requirements:** A mailed notice to property owners and occupants within a minimum radius of **600 feet** from all development site property lines shall be provided a minimum of **15 days prior** to the Workshop and to the DDA if located in a Downtown Form Based Code Sub-District.

A **written summary** shall be provided by the applicant in the development application stating what was discussed and how the public's feedback was incorporated into the final Site Plan design.

### Recommended Public Outreach Summary Report contents:

- Copy of Workshop notice and certification that such notice was provided;
- Date, location, and copy of sign-in sheet for Public Outreach Workshop;
- Digital copy of all content shown to participants at the Workshop;
- Summary of all concerns and issues discussed at the Workshop;
- If the Applicant is proposing changes to their initial site, development, or rezoning plan because of Workshop, the Applicant shall provide a list of these changes and the specific reasons for the changes;
- If the Applicant is not proposing changes to address the concerns and issues raised at the Workshop, then the Applicant shall provide information as to why they were not addressed.

### Additional Information:

Upon request, staff will reserve a room at the *Herrick District Library*, 300 S River Ave, on applicant's behalf when requested.


Notice of Workshop shall be placed in The Holland Sentinel (local paper); notices should be emailed to: [hollandsentinellegals@gannett.com](mailto:hollandsentinellegals@gannett.com).

600 ft. minimum buffer mailing list - request mailing list at least 20 days prior to Workshop at 616-355-3133.

Please refer to the **Holland Unified Development Ordinance** ([hollandudo.com](http://hollandudo.com)), **Section 39-12.07**, for additional and related information.

## VI. Public Participation Suggestions for Private and Public Properties

### PUBLIC PARTICIPATION SPECTRUM



	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

## VII. Public Participation Activity Suggestions

*These are examples to be customized and expanded on to meet the goals of any public participation process.*

**Sticke notes on map** – writing ideas for an area and placing the stickie notes where they correspond on the map. Goal: Gather input on priority areas of the community.

**Dotmocracy** – displaying images on a poster board and have people vote with dots for the images that they like the best. Goal: Understand some the architectural preferences of the community.

**Information Kiosk** – station that provides project information. Goal: Informally present information to the public. Implementation: Taylor information to the audience that you wish to reach.

**Crowdsourcing** – means of obtaining services, ideas, functions, or contacts from a large and undefined network of people. Goal: Reach out to public for answers, solutions, or resources. Implementation: Make specific requests (ex. for labor). Use crowd-voting to gauge public opinion. Use crowdfunding to raise money. Maintain high level of contact with contributors. Ensure adequate time and budget.

**Charrette** – multiday workshop that involves stockholder input on design.

Goal: Identify issues, determine preferred outcomes and create plans for the future. Create partnerships and positive working relationships within the community. Implementation: Use public deliberation to determine preferred outcome. Split participants into small groups and discuss topics. Include community stakeholders and representatives from interest groups. Create an environment of joint problem solving and creative thinking. Feed comments back to all participants for further comments. Include marginalized communities. Consider costs of potential solutions and ensure adequate budget.

**Design Workshop** – workshop to allow stakeholders chance to influence the design of a proposed project. Component of a charrette. Goal: Give stakeholders an opportunity to provide information. Enable participants to understand the needs of other stakeholders. Develop and enhance relationships. Implementation: Provide and detailed agenda prior to the event. Limit size and define membership of group. Involve people with a range of knowledge and skills. Use in early stages of project.

**Walking Gallery** – participants walk through gallery of large sheets of paper with questions and provide input. Then participants read what others wrote and gather as group to discuss. Goal: Obtain feedback through unconventional means. Create consensus. Implementation: Promote cooperation and team building. Finish “walk” with a report out where group discusses observations. Have staff listen in on some groups.

The following methods are often used to advertise public meetings. Many times, this does not result in involvement of all stakeholders, especially those with visual impairments, non-English speakers, persons who are illiterate, youth, those with limited mobility and those who work during the time of the public meeting.

- **Newspaper posting**
- **Website posting**
- **Printed postings**
- **Announcements**
- **Postal mail**



## VIII. Sharing Results

The City strives to be consistent and transparent with information. The City's website is the primary source of information including meeting schedules, agendas, and minutes. Additionally, the City may periodically report a summary of special meetings, social media usage, or other related planning and development efforts.

## IX. Development Review Bodies

The City encourages citizen participation in local government planning and policy decisions. All residents are invited to apply for appointments to City boards and commissions. Vacant positions are advertised on the City's website at <https://www.cityofholland.com/>.

- **City Council** – The City Council is the governing body for the City of Holland. The Council consists of the Mayor, who is the executive head of the City and presides over meetings of the Council and its eight members. The Mayor and Council members are elected by the public. The City Council's responsibilities include, but are not limited to, hiring and overseeing the City Manager, setting policy, adoption of ordinances and resolutions, and review and implementation of the annual City budget.
- **Planning Commission** – The Planning Commission prepares and adopts physical plans for the City and reviews development proposals, both private and public as set forth by the Michigan Zoning Enabling Act, PA 33 of 2008, and acts in an advisory capacity for matters referred by the City Council. The Planning Commission has the authority to approve site plans and special land use permits. The Planning Commission also makes recommendations to the City Council for Zoning Ordinance text and map amendments. The Planning Commission consists of nine members which include, the Mayor, one member of the City Council, and seven other appointed members.
- **Zoning Board of Appeals** – The Zoning Board of Appeals hears the appeal of those seeking relief from a requirement of the Zoning Ordinance, the order, decision, or opinion of the City's Zoning Administrator, or the Planning Commission. The Zoning Board of Appeals consists of seven appointed members.
- **DDA** – The Downtown Development Authority plans for the maintenance, expansion, and construction of public improvements within the principal shopping area of the City. The DDA Board serves as a communication link between the City and the businesses located within the principal shopping area, and encourages economic growth and opportunities. This Board consists of twelve appointed members.

There are other boards and committees throughout the City. Agendas and dates/times of the meetings can be found at the City's website at: <https://www.cityofholland.com/>. Minutes for these meetings can be found online as well.

## **X. Inclusivity**

The City of Holland is committed to being inclusive when it comes to public outreach and making sure all voices are heard. Some practices the City will continue to implement include:

- *Involve all generations* – Vibrant communities are places where young people and older adults are included in all aspects of community life. That includes being involved in making the changes they want to see in their community.
- *Ensure diversity* – People of all income levels share the benefits of safe, affordable, accessible housing and transportation options. People of all ethnicities, races and cultures share the benefits of accessible, inviting parks and green spaces. People of all gender identifications and sexual orientations enjoy the benefits to health and well-being of having access to quality health services and community supports. When people don't know about community projects or when they don't feel welcome, they likely won't benefit. If people who are traditionally excluded from community involvement are involved with the effort – especially the implementation effort – it will encourage other members of often excluded communities to participate in the work.

## **XI. Annual Review and Sharing of Engagement Activities**

The City of Holland will review this Public Participation Guidebook annually in order to monitor the effectiveness of the procedures outlined in this document. All public participation efforts will be recorded by the various City departments and reviewed on a routine basis. Following evaluation of the outputs and outcomes of the Public Participation Guidebook, the City may revise these methods to incorporate new and innovative ways to involve the public in the planning decision-making process. In addition, City Staff will provide an update on engagement activity to the City Council annually and include relevant information on public participation within the Planning Commission Annual Report.

## **XII. Monitoring and Evaluating Outreach Efforts**

### **Tracking Success of City-Led Outreach Efforts**

The City will take steps to track and record the participation of the public. Regarding open meetings and public hearings, the participation and feedback will be recorded in the minutes. The City will make these approved minutes, along with the outcome of the public participation, accessible to the community by including them on the City's website. Large city-led outreach efforts will generally obtain their own website to record feedback and to advertise events. Public participation success will be measured by the number of community members that attend the meetings, the number of public comments received at meetings, workshops, comments provided directly to staff, and the number of viewings of project-related social media and websites. The City will develop goals for participation and track the rates of participation over time.

Surveys are another vital feedback collection method. Surveys distributed via paper form, mail, or electronically will be tracked by their response rate. The City may conduct regular surveys that allow response rates to be compared from year to year in addition to survey results.

### **Tracking Success of Developer-Led Outreach Efforts**

As outlined on page 4 of this Plan, the City of Holland requires developer-led public outreach workshops if the proposed project falls into certain categories. Staff will track success of these efforts via the required summary report, the number of attendees, the feedback provided to the developer and how the developer responds to the feedback (i.e. modifications to site plans based on public feedback). Annual evaluation of these policies will occur.

### **Communicating Outreach Effort Results**

The City will be consistent and explicit with information and will use the City's website as a primary source to provide it. This includes meeting schedules, agendas, and minutes on the City's website. The City may periodically report a summary of special meetings, social media usage, or other related planning and development efforts via a media outlet and/or on the website. Additionally, a summary report of developer-led public outreach efforts will be included in Planning Commission packets and discussed at public meetings.

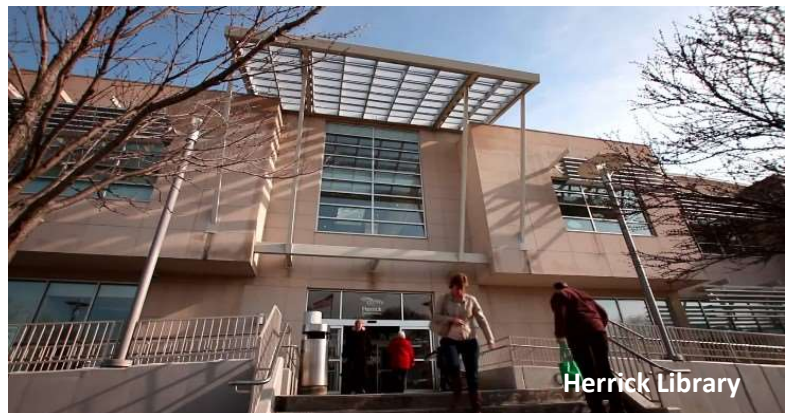
## Common Public Outreach Venues:

### City-Led Public Outreach

- Holland Civic Center, 150 W 8<sup>th</sup> St
- Herrick District Library, 300 S. River Ave
- Warehouse 6 at Cento Anni, 136 E. 6<sup>th</sup> St
- City Hall, 270 S. River Ave

### Developer-Led Public Outreach

- Herrick District Library, 300 S. River Ave
- City Hall, 270 S. River Ave





The City of Holland is dedicated to Public Participation.

The intent of this Public Participation Plan is to guide applicants and staff in developing intentional Public Participation outreach efforts to gain feedback and consensus on the future development of the City of Holland.

Please contact us if you would like further guidance.

Thank you.

Community & Neighborhood  
Services 270 S River Ave Holland,  
MI 49423 (616) 355-1330  
[cns@cityofholland.com](mailto:cns@cityofholland.com)