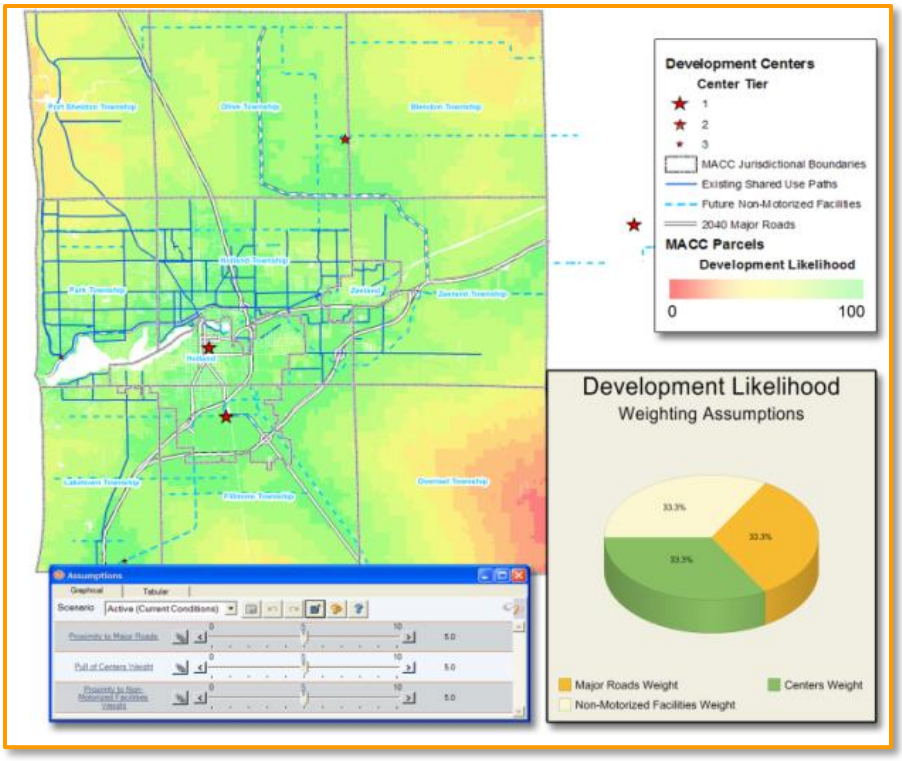
Project Snapshot

Scenario Planning for the Macatawa Area Coordinating Council

Preparation for the LRTP 2035 Update

Client: Macatawa Area Coordinating Council (MACC)
General Location: Holland, MI

Placeways created future growth scenario alternatives for MACC using Placeways' scenario planning and visualization software, CommunityViz®. The scenarios supported the preparation of the Long Range Transportation Plan (LRTP) for the MACC region. The comprehensive analysis allows local and regional planners to study the potential cross-disciplinary effects of alternative growth management strategies. For example, models were created to produce indicators of demographics, employment, land-use mix, and transportation mobility. The CommunityViz analysis provided assessment data on both current conditions and likely future development patterns as determined by the models. One notable aspect of the project was its multi-scale analysis. Scenario planning and growth allocations could be studied at both the township level and the regional level, using local or universal (generalized) zoning. Another important feature was the ability for local planners to sketch scenario variations and see their effects.