

EXTENDING THE VISION

An Update of the Strategic Plan for Downtown Holland

Downtown Holland - DDA and PSD
City of Holland, Michigan
July 2015



For more information about **Extending the Vision** contact Downtown Holland
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A STRATEGIC PLANNING REPORT FOR DOWNTOWN HOLLAND

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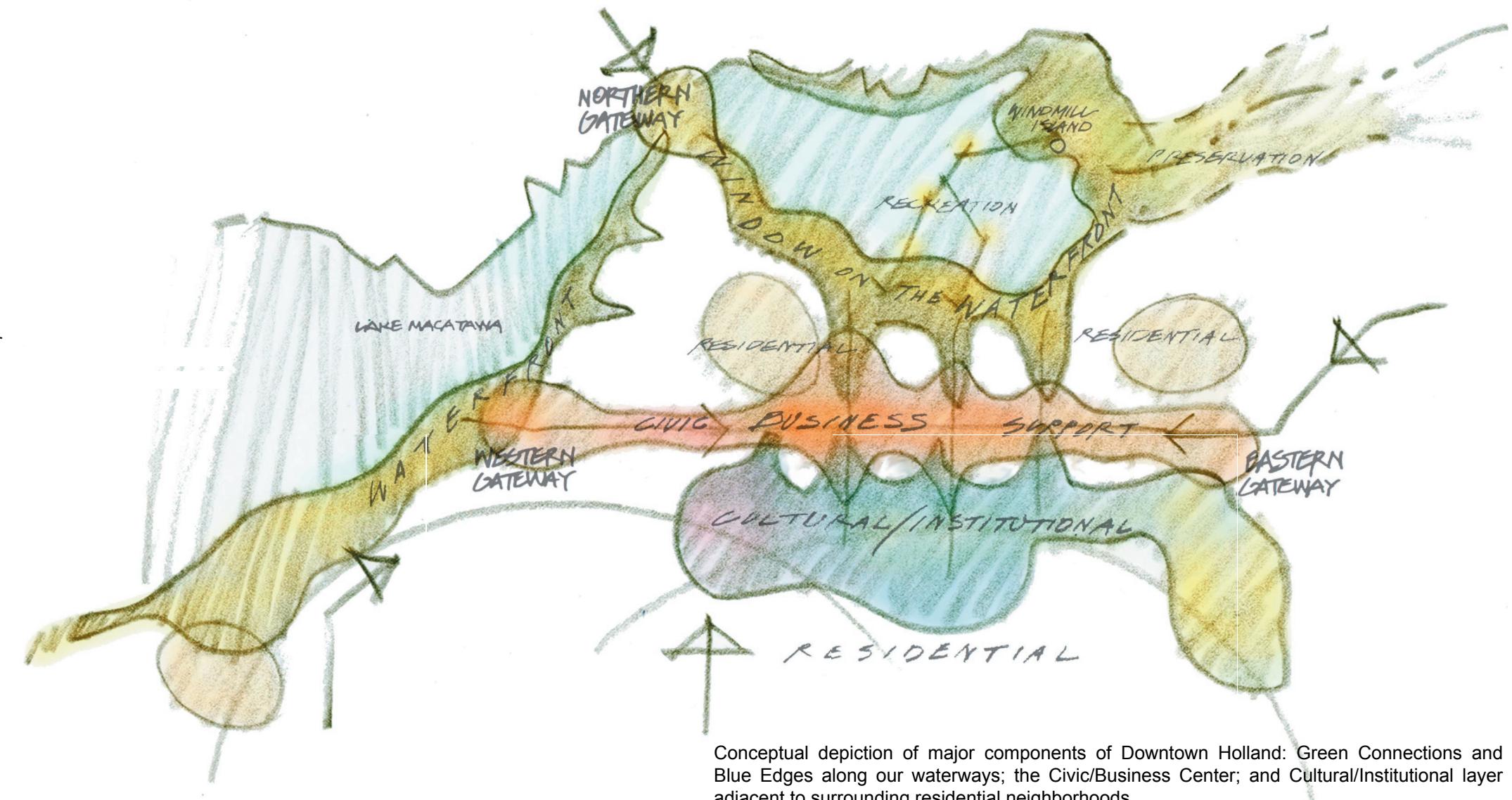
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Chris Hart	Karla Scheifele
Greg Holcombe	Spring Sweet
Matt Holmes	Rob Walcott
Mark Kuyers	David Wilkins
Sally Laukitis	
Greg Maybury	



Conceptual depiction of major components of Downtown Holland: Green Connections and Blue Edges along our waterways; the Civic/Business Center; and Cultural/Institutional layer adjacent to surrounding residential neighborhoods

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Extending the Vision

EXECUTIVE SUMMARY



Extending the Vision is a strategic planning report and implementation process that builds upon past strategic planning efforts in order to continue our efforts to be the Best Small Downtown in America.

During the past twenty-five years Downtown Holland has established itself as one of the nation's premier community centers and, with the

commitment of the Downtown stakeholders and City leadership, will continue to thrive for generations to come. This document summarizes our Strategic Plan priorities and key principles in sustaining Downtown Holland's success. It should also be noted that there are a series of on-going studies currently in process or being evaluated that will help inform and further refine the Downtown Plan. Those studies include a Retail Market Analysis, Residential Target Market Analysis, Waterfront Visioning and evaluation of the potential for establishing a Food Innovation District in Downtown Holland.

OUR VISION

The Vision for Downtown Holland is to be recognized as the Best Small Downtown in America. Maintain and strengthen the attractive tapestry of commercial, residential, recreational, and community uses and in so doing, continue to build the most liveable Downtown in America.



We continue to sustain a Downtown that is attractive and welcoming to all citizens and visitors due to its quality goods and business services, wide range of restaurants, residential options and fun and interesting programming all set within a pedestrian-scaled, small city urban environment

that is lined with high quality public and commercial buildings, excellent Streetscape and appealing atmosphere.



PRIMARY STRATEGIC PRIORITIES



In addition to on-going, daily programmatic efforts to achieve our vision, the following strategic priorities have been identified as the key areas of focus for Downtown Holland over the next several years:

- Ensure that existing Streetscape and Snowmelt is well maintained and is expanded where most appropriate.
- Identify re-development opportunities for key properties within the Western Gateway Waterfront corridors of Downtown. These sites include, but are not limited to, the Holland Civic Center, the James De Young Power Plant, and Western Tool Works. Potential uses include hospitality, residential, commercial and food innovation.
- Work with the City Transportation Department to develop plans for reconstructing 9th Street and Central Avenue. Particular attention should be given to Complete Streets opportunities – accommodating a wide variety of users.
- Work cooperatively and actively with private developers on significant commercial, mixed-use projects within and near the Superblock.
- Partner with the Holland Board of Public Works to further investigate District Energy and determine plans for expanding Snowmelt.
- Proactively manage public parking and explore new capacity throughout the Downtown.
- Cultivate opportunities to incorporate art, water and fire into the Downtown Streetscape and private development projects.



DOWNTOWN HOLLAND THEMES

Downtown Holland is a welcoming and accessible place...

- To be, to experience, to engage
- For family, youth and senior citizens
- To Live
- That values culture, history and diversity
- To shop, to dine and to be entertained
- To work
- To invest
- Of environmental, economic and social sustainability
- For health and wellness



UNIFYING ELEMENTS

The combination of several key physical attributes and features of Downtown Holland distinguish our community from all others. The use of these elements is strongly encouraged in public and private projects throughout the Downtown district.

- High quality Streetscape improvements including plant materials, flowers, trees, seating, and bike amenities

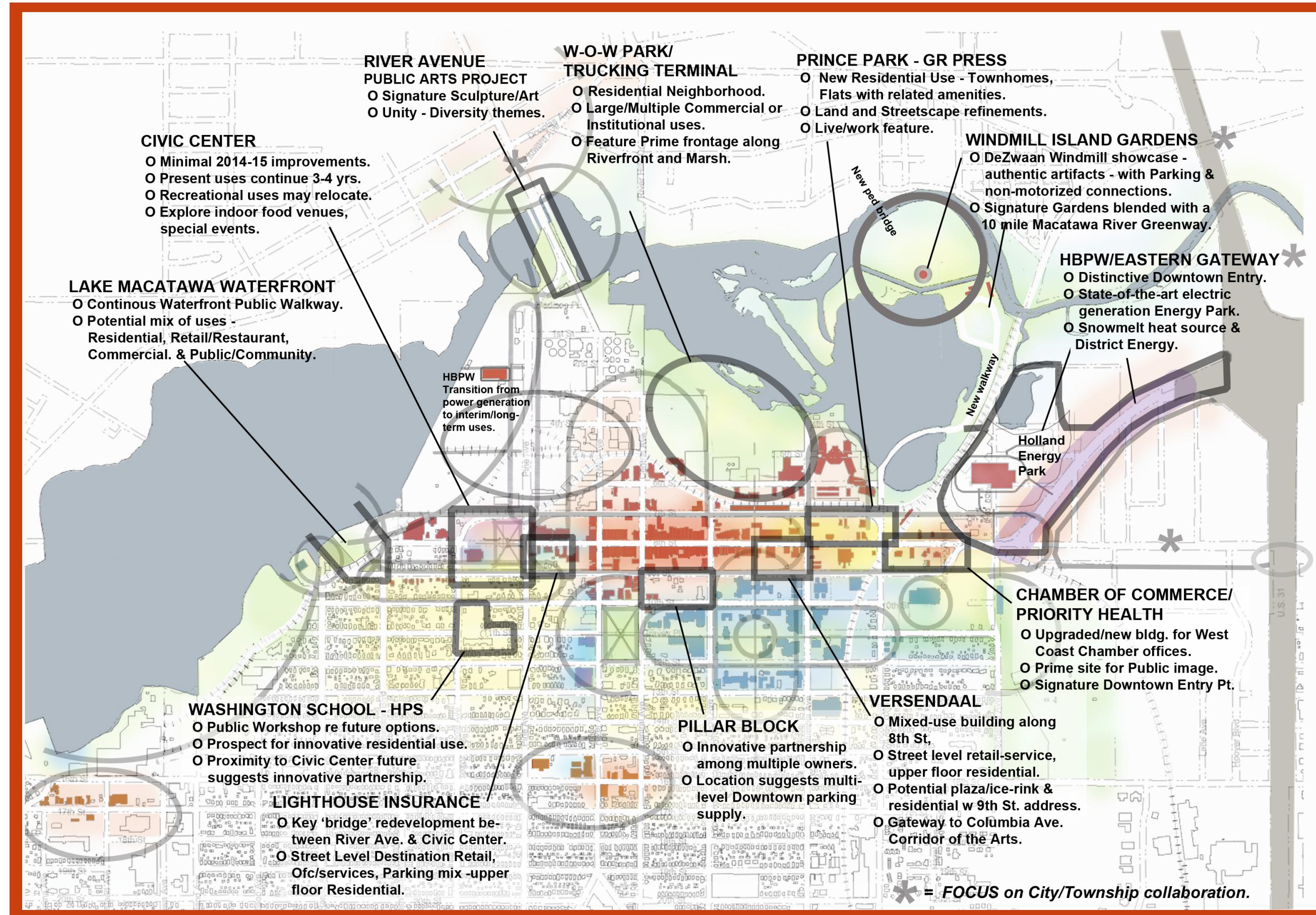
- Extensive and inviting sidewalk connections and variety of parks and outdoor gathering spaces
- Innovative and effective Snowmelt sidewalk and street heating system
- Creative, effective and pedestrian friendly banners, wayfinding signage and business directories
- Fine and varied architecture with creative and distinctive public art
- Water, fountains and pools connecting Downtown to its Great Lakes environment
- Accessible, attractive and ample public parking
- Aggressive and intentional day to day attention to Downtown maintenance and promotion
- Fresh, fun and inviting events, activities and programming including winter time events, activities and amenities
- Efficient and highly effective Downtown Management structure



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DOWNTOWN HOLLAND VISION - PRIORITY INITIATIVES



Extending the Vision

STRATEGIC PLAN REPORT

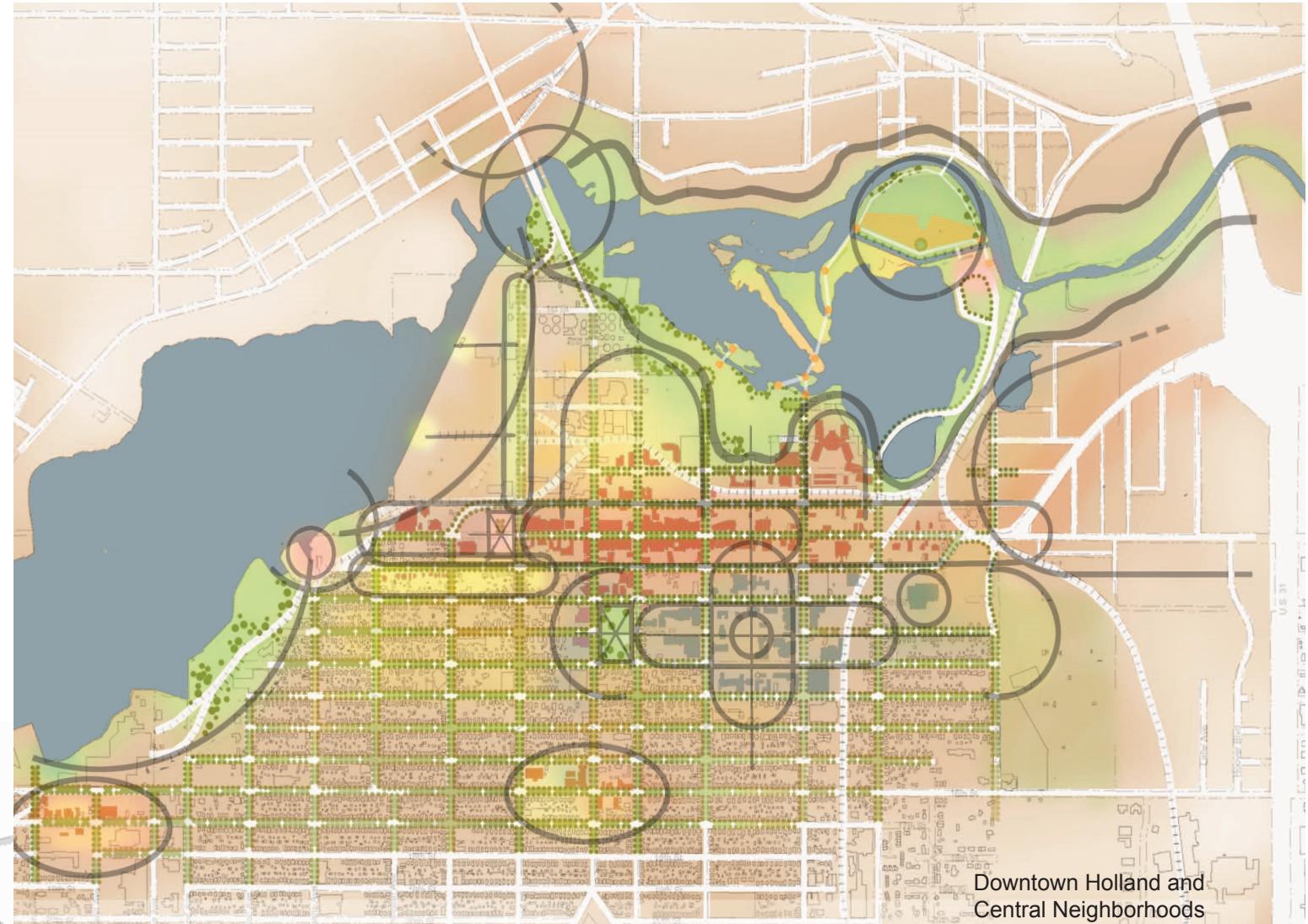
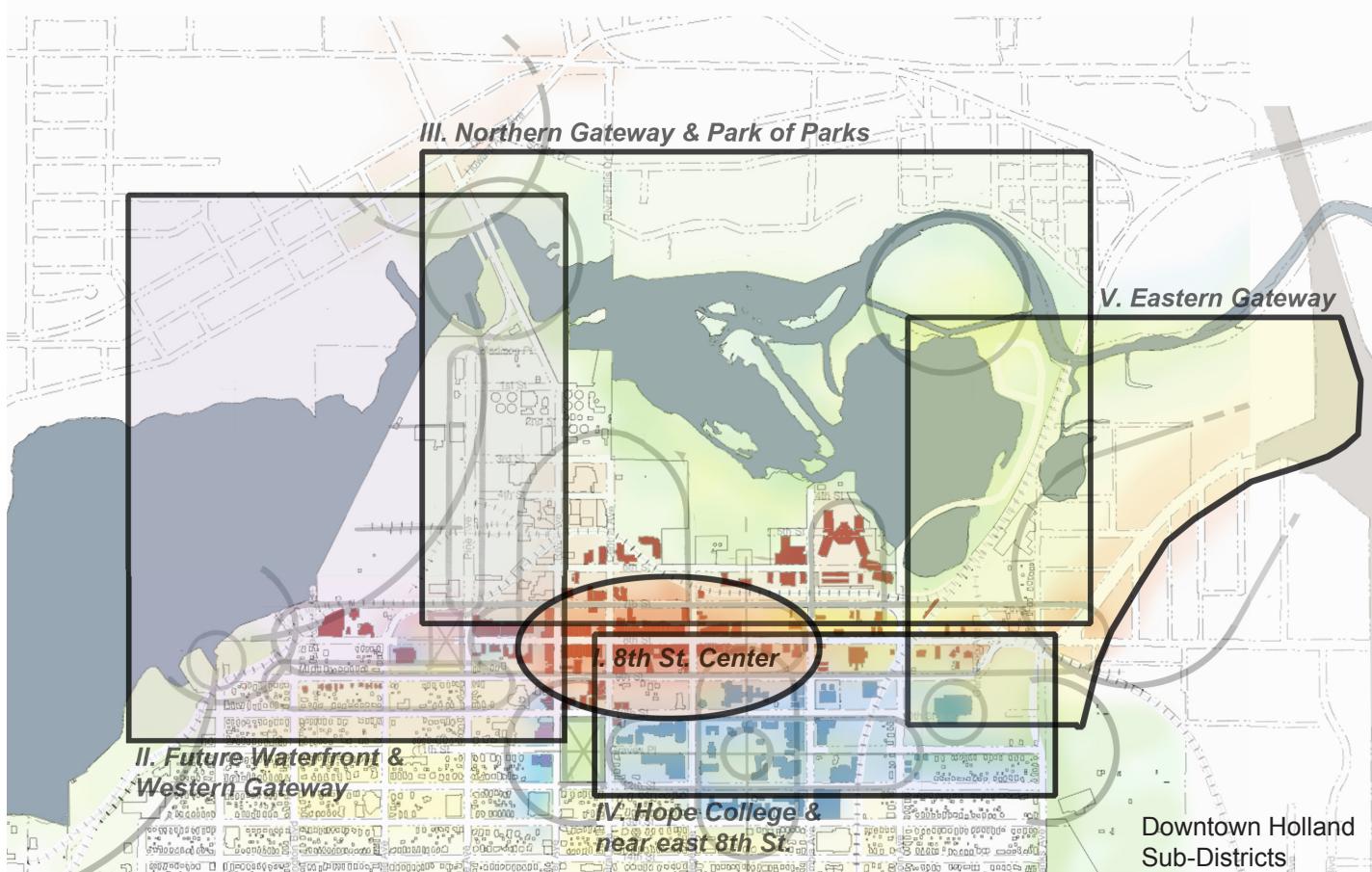
PURPOSE

The purpose of this report is to update the continually evolving Strategic Plan for Downtown Holland. The first Strategic Plan was created by the MainStreet/Downtown Development Authority's Strategic Planning Committee in 1995 as an action-based framework to guide future public and private planning and development efforts. This Strategic Plan is also an invitation to all citizens to be involved in Downtown and its future.

INVITATION

As you read this update, please think about how you can become involved. Are there opportunities for your active participation or investment? How can you help to improve our City center? How will these various plans and improvements provide new opportunities or enhance existing conditions for your benefit and for the benefit of your neighbors?

There are ample opportunities to become involved in the activities, programs and special projects undertaken by the Principal Shopping District and Downtown Development Authority. Please contact the Downtown Services Office at 616.355.1050 to find out how you can participate in all of the great things happening in Downtown Holland.



BACKGROUND

In 1978, Holland established the Downtown Development Authority (DDA) to address various Downtown issues. In 1984, the City received Main Street designation, formed a MainStreet Committee and began receiving technical support from the National Main Street Center and Michigan Department of Commerce. Subsequently, Holland's MainStreet and DDA organizations merged. MainStreet/DDA began to formulate a comprehensive public and private development plan for the economic and historic revitalization of Downtown.

The initial major capital endeavor of MainStreet/DDA was the Streetscape Project, undertaken in 1988 at a cost of more than \$3 million. Through this project, worn public amenities were replaced with brick paver sidewalks, new underground utilities, period street furniture, additional landscaping and design improvements. An innovative sub-surface Snowmelt system was installed from storefront to storefront along 3,000 feet of 8th Street to keep Downtown streets and sidewalks free of snow and ice during winter months.

Streetscape/Snowmelt set the standard for public and private commitment to Downtown, galvanized widespread community support for Downtown, and was a catalyst for the comprehensive revitalization effort that continues today. A great variety of public and private sector projects and activities have been accomplished since the completion of Streetscape in 1988. From 1988 to 1995, Downtown public infrastructure investment totaled approximately \$4 million; and in excess of \$79 million in public funds between 1995 and 2006.

STRATEGIC PLAN REPORT

In 1995, the Downtown Development Authority (DDA) created "Broadening the Vision: A Strategic Plan for Downtown Holland." The document served as an important guide for Downtown development for over a decade, leading to exciting improvements and substantial investment. During those years of economic growth, over \$230 million was invested in new and revitalized historic public and private buildings and major infrastructure improvements, and significant new retail, service, restaurant and entertainment businesses and activities were attracted to Downtown Holland.

In 2007, the DDA presented an update to the Strategic Plan called "Sharpening the Vision for Downtown Holland" that was a product of an intensive two-year planning process. Sharpening the Vision provided City and Downtown leaders with the necessary shared vision to help guide investment and activity and develop a vibrant City center. Since 2007, almost \$16 million in private investment has continued to occur in downtown despite a nation-wide economic downturn.

Following an economic recovery and a desire to establish a renewed strategic plan for Downtown Holland by members of the Principal Shopping District (PSD) and DDA Boards, a Strategic Plan update process was initiated in late 2013. As was done in past planning and visioning efforts, a Downtown Strategic Planning Committee was established, representing a wide array of Downtown stakeholders, in order to shepherd the process along.

As identified by the Downtown Strategic Planning Committee, the purpose of updating the Downtown Holland Strategic Plan is to:

1. Affirm or revise the vision for Downtown Holland
2. Develop a list of specific Downtown priorities and detailed planning and implementation strategies for those priorities
3. Develop an annual Work Plan for the Downtown Holland staff and;
4. Provide the City of Holland Planning Commission with recommendations for Downtown Holland as they update the City's Master Plan

Extending the Vision is a strategic planning report and implementation process that builds upon past strategic planning efforts in order to continue our efforts to be the Best Small Downtown in America.

During the past twenty-five years Downtown Holland has established itself as one of the nation's premier community centers and, with the commitment of the Downtown stakeholders and City leadership, will continue to thrive for generations to come.

STRATEGIC PLAN UPDATE PROCESS

The Strategic Planning Committee (SPC) of the Downtown Development Authority (DDA) and Principal Shopping District (PSD) has taken on the task of developing this Plan Update. The Committee is comprised of a diverse group of Downtown property owners, employers and employees, residents, and interested others. The process has involved many meetings of this group as they brought

their own insights and expertise throughout this process. The SPC reviewed past visioning efforts, current initiatives and debated future projects and priorities, ultimately ranking them to identify the top emerging priorities.



Strategic Planning Committee

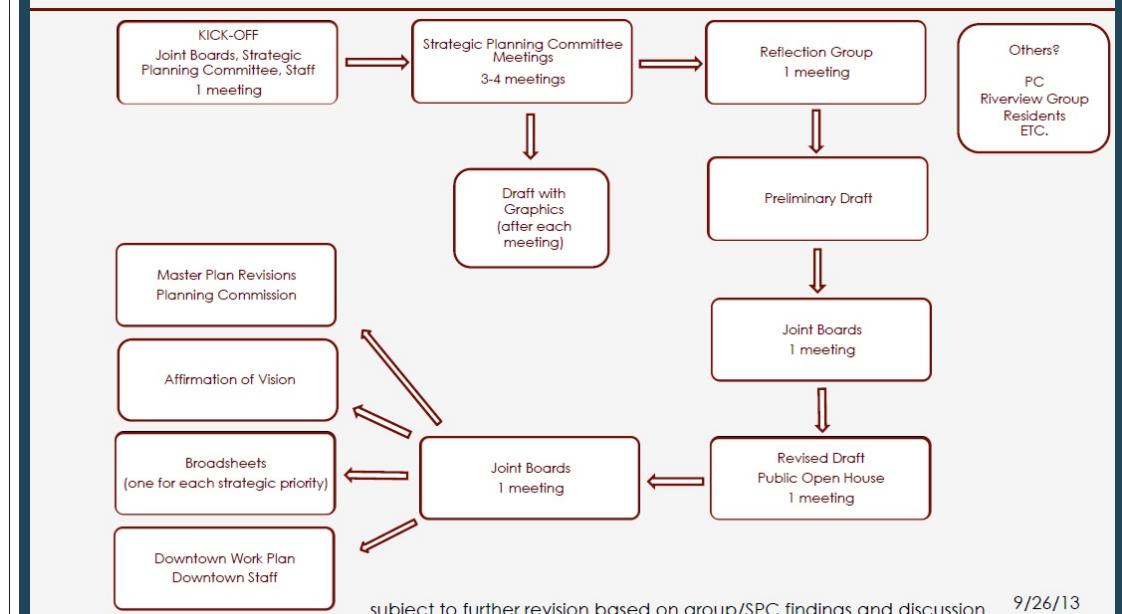


Meeting with property owners

Key efforts during this process also included meetings with the Boards of both the DDA and PSD, focus group meetings with various organizations and a stakeholder Open House which allowed an opportunity for the SPC to share progress to date and receive feedback on the general direction of the Strategic Plan Update.

As the Plan has taken shape, key priorities and outcomes of the report have been reviewed with groups including the DDA and its committees, the PSD and its committees, the private development community, and other active Downtown organizations and institutions including the Riverview Group, Hope College, and the arts, cultural and tourism community. This plan will be used in the City of Holland's Master Planning process.

DOWNTOWN HOLLAND STRATEGIC PLANNING PROCESS



VISION STATEMENT

The Vision for Downtown Holland is to be recognized as the Best Small Downtown in America. Maintain and strengthen the attractive tapestry of commercial, residential, recreational, and community uses and in so doing, continue to build the most liveable Downtown in America.

We continue to sustain a Downtown that is attractive and welcoming to all citizens and visitors due to its quality goods and business services, wide range of restaurants, residential options, and fun and interesting programming all set within a pedestrian-scaled, small city urban environment that is lined with high quality public and commercial buildings, excellent Streetscape and appealing atmosphere.

How to Build a Great American City

"to revitalize and change the essence of the City... All it takes is Vision, an ability to abandon the short-term mentality that plagues both business and politics, a proclivity for collaborations, and above all, patience."

- Forbes Magazine

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HOW WE WORK - FRAMEWORK THINKING

Downtown Holland's evolution into a vibrant, thriving City center over the past twenty-five years is due in large part to the way in which the public and private sectors have worked with one another Downtown. We call this way of working together Framework Thinking and can be thought of as a deliberate and integrated long-term and everyday Plan for the re-development of an area, in this case, Downtown Holland.

While many variables have contributed towards the revitalization efforts, there are key guiding principles that have guided the Framework for Holland's award-winning, nationally recognized Downtown.

Those principles are:

Vision Oriented

Create a compelling shared Vision for the future development of Downtown.

- > Keep the vision active and in the forefront of planning and development discussions.

- > As new ideas and details arise, cycle through at the macro level as well as at site-specific levels to continually freshen the vision and plan.

- > Employ innovative long term strategies and short term tactics.

One Brick on Two

Build on a strong foundation, on successful efforts, every day.

- > Be cautious of singular "silver bullets"

Leadership

Develop Public/Private Partnerships with win/win results

- > Nurture strategic partnerships and coordinate with other community organizations

- > Carefully guide and leverage public resources

- > Attract patient private capital – not requiring immediate return on investment

- > Seek philanthropy to support key public projects.

Process

In addition to these guiding principles, the following should be considered throughout Downtown:

1. Getting the "DNA" of Downtown right! This includes "fit" with appropriate scale, density, character and materials of new buildings and intensity of activity.
2. Encouraging and challenging developers to meet and sometimes exceed our required standards.
3. Appropriate and timely engagement of the public and all stakeholders; finding creative yet non-threatening ways to discuss opportunities, challenges and timely resolutions.

VISIONING AS A PROCESS

BY WILLIAM JOHNSON

"A Vision is not meant to be precise, but rather directional in nature. Its purpose is to help prioritize future occurrences and opportunities so that, for example, when an underutilized defunct Downtown property suddenly becomes available, it is relatively easy to refer to the Vision and have a good sense of what belongs (and what does not) and how development concepts might be shaped to best fit the property into the overall Vision."

The visioning process is a logical progression of steps which taken together will establish the future goals and direction for a community. This diagram was devised by William Johnson to graphically define the process.



This conceptual sketch illustrates the multi-step process of addressing a specific need or opportunity in Downtown Holland.

We advocate a relatively "quick cycling" of this process to encourage more involvement by stakeholders at various points allowing the timeline and quicker decision making for project advocates.

UNIFYING ELEMENTS

As identified in previous Strategic Planning efforts, Downtown Holland is tied together through attractive, high-quality well-programmed and well maintained Unifying Elements. Physical elements that define and establish a high quality pedestrian character and programmatic elements such as Special Events and Parades, Sidewalk Cafes, Music, and Street Performers that lend a vibrancy and liveliness to the Downtown experience.

The integration of these elements is strongly encouraged in public and private projects throughout the Downtown district.

- High quality Streetscape improvements including plant materials, flowers, trees, seating, and bike amenities
- Extensive and inviting sidewalk connections and variety of parks and outdoor gathering spaces
- Creative, effective and pedestrian friendly banners, wayfinding signage and business directories
- Fine and varied architecture with creative and distinctive public art
- Water, fountains and pools connecting Downtown to its Great Lakes environment
- Accessible, attractive and ample free public parking
- Aggressive and intentional day to day attention to Downtown maintenance and promotion
- Fresh, fun and inviting events, activities and programming including Wintertime events, activities and amenities



Downtown Fireplace



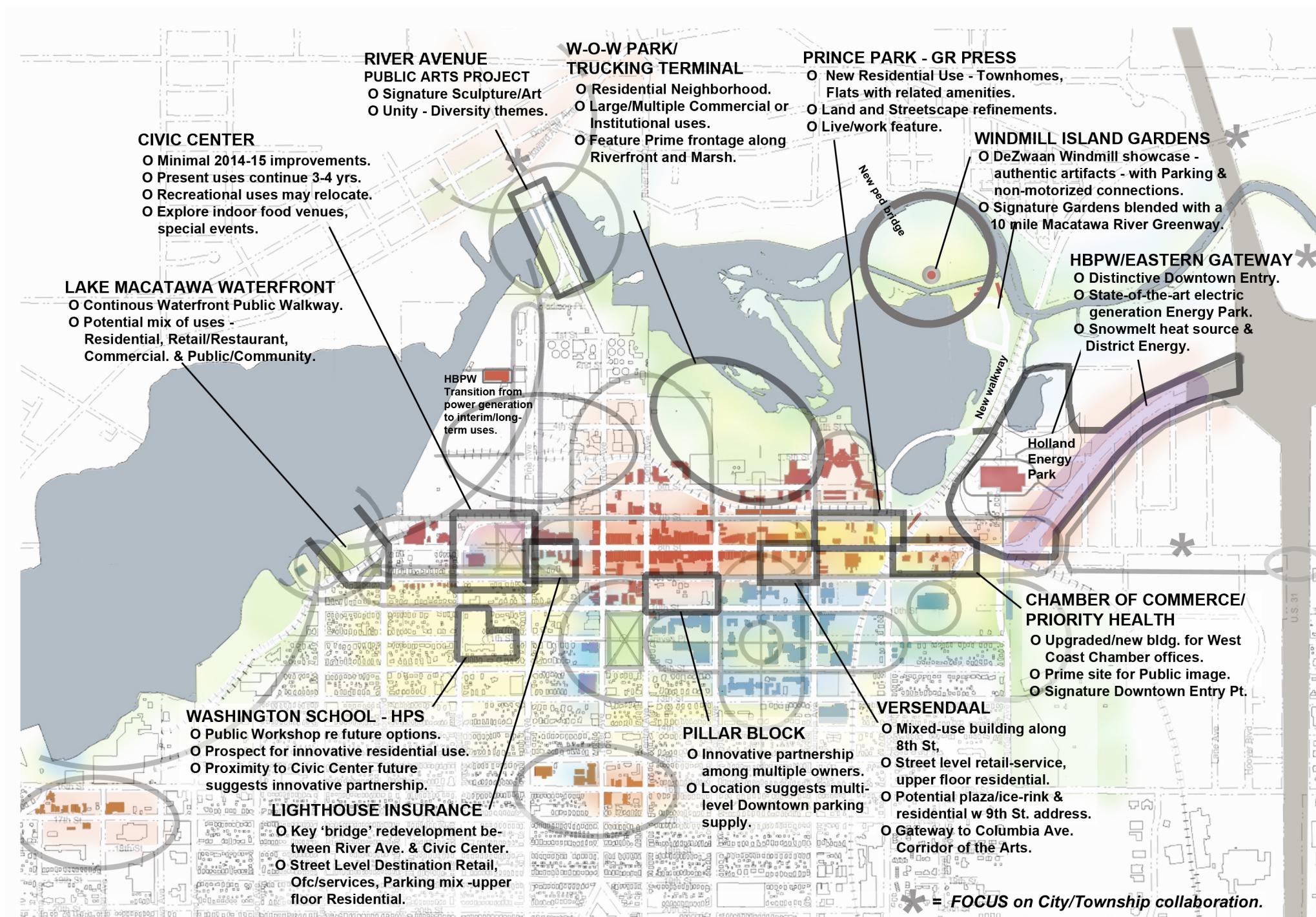
- Efficient and highly effective comprehensive Downtown Management structure
- Innovative and effective Snowmelt sidewalk and street heating system

SUMMARY OF PRIMARY STRATEGIC PRIORITIES

In addition to on-going, daily programmatic efforts to achieve our vision, the following strategic priorities have been identified as the key areas of focus for Downtown Holland over the next several years:

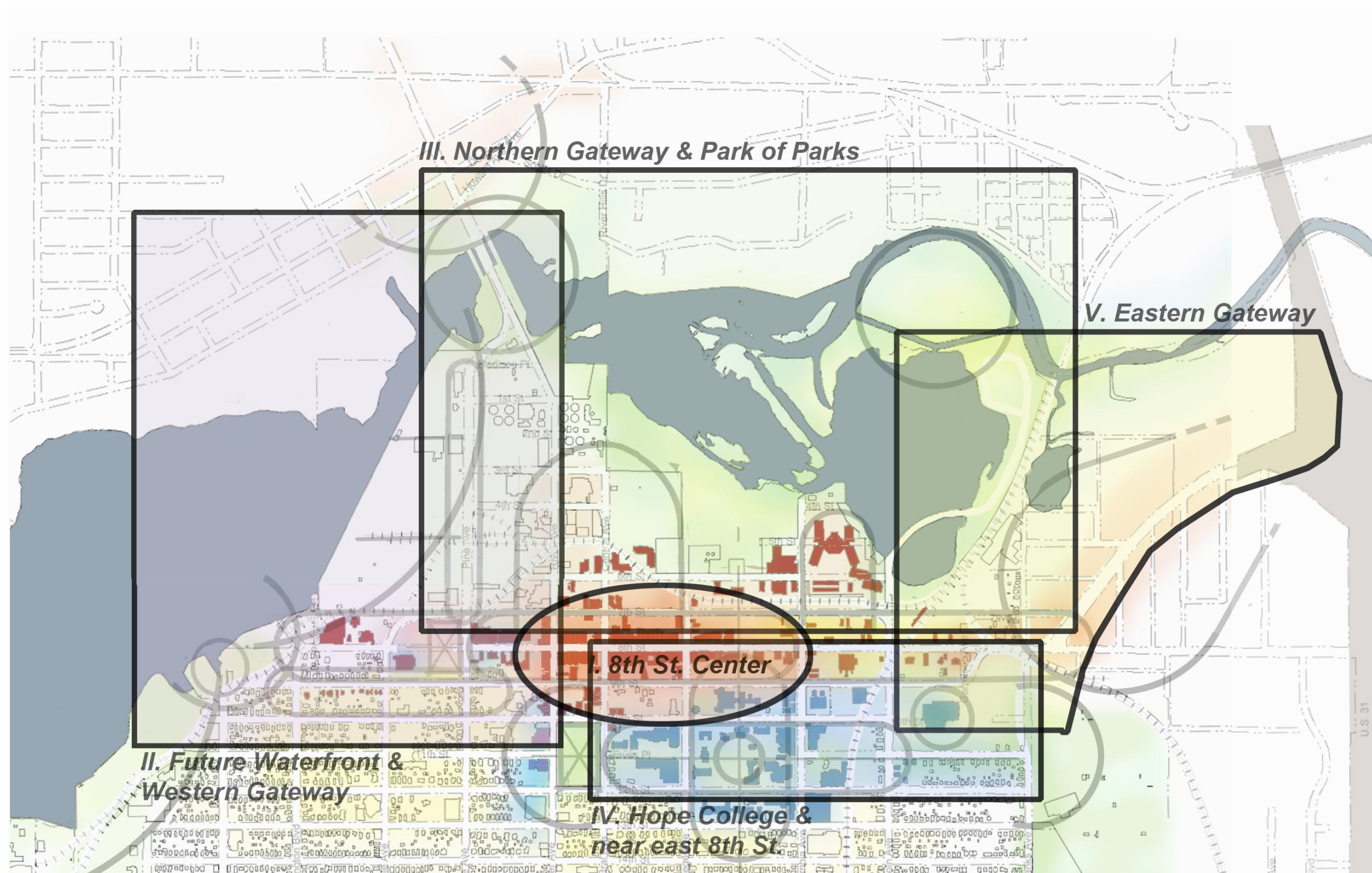
- Ensure that existing Streetscape and Snowmelt is well maintained and is expanded where most appropriate.
- Identify re-development opportunities for key properties within the Western Gateway and Waterfront corridors of Downtown. These sites include, but are not limited to, the Holland Civic Center, south side of 8th Street between Pine and River Avenue, the James De Young Power Plant, and Western Machine Tool Works. Potential uses include hospitality, residential, and food innovation.
- Work with the City Transportation Department to develop plans for reconstructing 9th Street and Central Avenue. Particular attention should be given to Complete Streets opportunities – accommodating a wide variety of users.
- Work cooperatively and actively with private developers on significant commercial, mixed-use projects within and near the Superblock.
- Partner with the Holland Board of Public Works to further investigate District Energy and determine plans for expanding Snowmelt.
- Proactively manage public parking and explore new capacity throughout the Downtown.
- Cultivate opportunities to incorporate art, water and fire into the Downtown Streetscape and private development projects.
- Collaborate with the Holland Board of Public Works and Holland Charter Township to create a mutually agreeable plan for the Eastern Gateway.

DOWNTOWN HOLLAND VISION - PRIORITY INITIATIVES



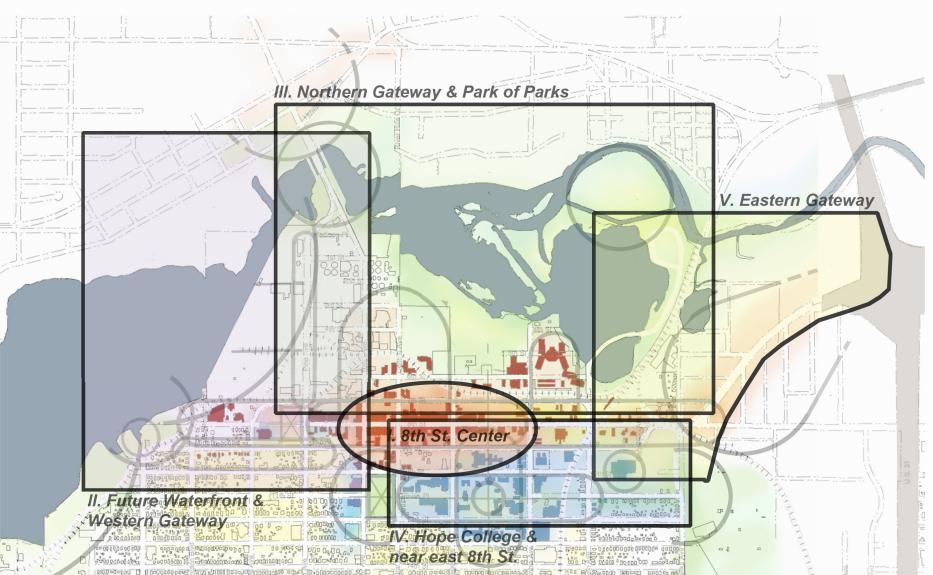
NEXT STEPS: This report outlines opportunities for many persons and organizations to be involved in executing this vision for Downtown. The PSD, DDA and Downtown staff will carry this Plan as its Work Program, and will coordinate these activities and forward specific recommendations to City Council and other organizations for implementation. In essence, the Downtown Boards should be the quarterback and clearinghouse for all downtown public sector projects and a facilitator of downtown private sector activities. The Strategic Plan provides the framework that will enable Downtown to continue to grow, manage, change, and be enhanced for local citizens and visitors alike.

Downtown Map



8TH STREET BUSINESS CENTER

Bounded originally by Seventh and Ninth Streets and River and College Avenues, this core area continues to expand into adjacent blocks in all four compass directions and serves as the primary shopping and dining destination in Downtown.



KEY INITIATIVES AND FUTURE PROJECTS AND ACTIVITIES

1. Broaden the Product Offerings, Clusters and Diversity of Goods

The Downtown Boards (PSD/DDA) should utilize the recently completed Downtown Retail Market Analysis performed by Gibbs Consulting Group to encourage, where appropriate, expansion of current retail, service and restaurant businesses, as well as, new complementary businesses.



Downtown staff should collaborate with private property owners by jointly identifying types of businesses to attract to Downtown to meet market demand and devise a plan for doing so, with the goal of providing a comprehensive shopping and dining environment that will attract residents, tourists, employees and residents to Downtown. The recently completed Retail Market Analysis conducted by Gibbs Consulting Group (GPG) should be used as a tool to identify new business types or expansion of existing stores that may add value to Downtown Holland in the coming years. Those business types include: specialty department store merchandise, apparel and shoe stores, specialty food, home furnishings, grocery store, full service restaurants and more.

2. Connection to Waterfront - Lake Macatawa and Macatawa River Greenway: Downtown Holland is fortunate to share its borders with Lake Macatawa and the Macatawa River Greenway. The benefits of this water connection are endless and should be represented along 8th Street Business Center, visually and physically, in a variety of ways. One way

that it is currently featured on 8th Street is the Downtown Splash Pad and nearby water fountain feature. This privately funded project has enhanced the Downtown environment and attracts young families from near and far. Our connection to the waterfront could also be represented through public art, water features, ice skating and more. In addition, Downtown wayfinding signage, maps and directories should highlight the close proximity of the waterfront.

3. Broaden Year Round Events, Activities and Amenities:

Special events, activities and unique amenities play a vital role in creating and maintaining a vibrant City center where people want to spend



time, businesses want to locate, employees want to work and tourists want to visit. Currently Downtown features a public fireplace, unique Snowmelt system underneath the sidewalks and streets, Street Performers, and over fifteen special events that are organized by the Principal

Shopping District. Downtown Staff and a newly created Marketing and Events Committee should

look for opportunities to expand or enhance current events to keep them fresh and exciting and identify new and unique activities that will continue to set Downtown Holland apart from other Downtowns and create a place that is warm, inviting and interesting to everyone.



Girlfriends Weekend

4. Enhance Connections to and Transition Between Downtown and Downtown Neighborhoods: Every effort should be made to look for and execute projects that will enhance possible points of connection between the Downtown and the surrounding residential neighborhoods. For example, the Downtown features an extensive network of Snowmelt beneath the sidewalks and streets making walking paths free of snow and ice during the snowy winter months. As the new Holland Energy Park is completed, opportunities for expanding the Snowmelt system into the surrounding neighborhoods should be carefully considered. This will increase the ability of Holland residents to enjoy Downtown on a regular basis and recreational walking paths will encourage additional modes of transportation into and out of Downtown. Assuring well maintained sidewalks, attractive planting areas, good lighting, designated bicycle access and the introduction of public art can all contribute to enhancing these vital neighborhood connections.

5. Customer First Parking: Recently, several large-scale, transformative projects have either been announced or are currently under construction within the Downtown and near the center of Downtown that will likely impact the parking supply and the need for new customers have or improved parking management techniques. It is essential to business growth that customers have parking that is both convenient and easy to use. It is recommended that the Downtown Parking Board, Downtown and City staff and others aggressively pursue short term, mid-term and long-term strategies for increasing parking supply, efficiently and effectively managing where drivers park

and encouraging other modes of transportation in order to create the most versatile parking system possible. It is also recommended that new management techniques be reviewed and pursued including the possibility of developing an employee parking ordinance and utilizing license plate scanner technology for ease of enforcement and update the Downtown Parking Master Plan.



7th Street Parking Deck

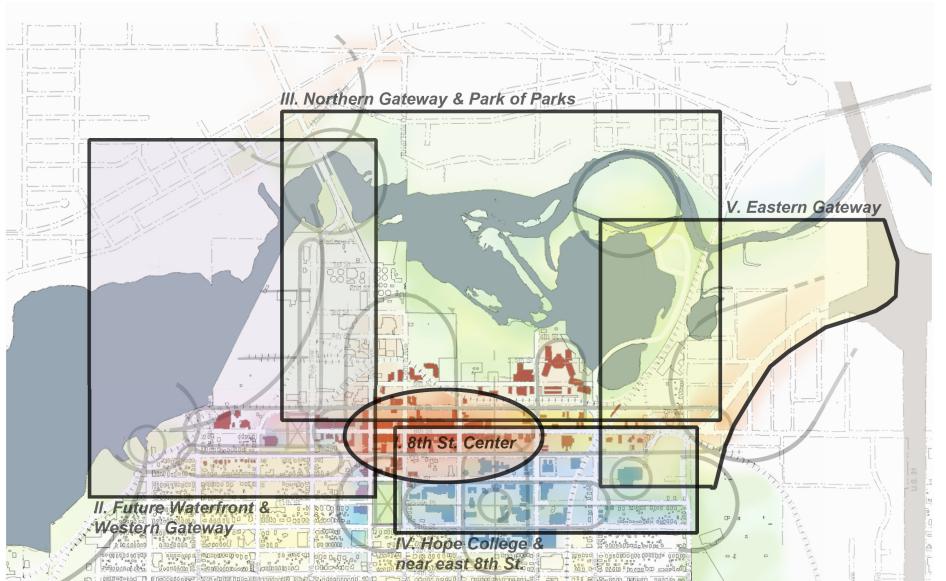
6. Pay Attention to the Street and Customer Experience: The Downtown Management Board and Downtown Staff should continue to actively pursue the expansion of street life and activities but also strategically manage the public space so that there is a balance of uses that is beneficial to a wide variety of users seven days a week. In addition, special attention should be paid to constantly monitoring and maintaining sidewalks, parking lots, open space and other streetscape amenities. For example, the existing streetscape is 25 years old and should be evaluated for freshening, replacement and/or repair. With the assistance of the Streetscape Initiative Group (SIG), staff should develop a Streetscape Improvement Plan to identify current and future streetscape improvements and a comprehensive landscaping and streetscape management plan.

Also, in order to receive the most benefit from Downtown Holland's state of the art Snowmelt system it is critical that Snowmelt maintenance and repair occur on a regular basis. The current system is at capacity but the new Holland Energy Park will provide opportunity for significant expansion. We strongly recommend that a Snowmelt expansion plan be developed with all Downtown and Neighborhood stakeholders, HBPW and City officials involved.



HOPE COLLEGE & NEAR EAST 8TH STREET

Bounded generally by the Northern edge of buildings and sites of Hope College Campus North to 7th Street and extending along 8th Street from College to Fairbanks.



KEY INITIATIVES AND FUTURE PROJECTS AND ACTIVITIES

HOPE COLLEGE

Over the past two years, Hope College has undergone key changes and has initiated projects that will significantly impact Downtown Holland. These changes include the following:

1. The appointment of its 12th President, Dr. John Knapp, installed July 1, 2013
2. The construction of four new residential buildings near downtown accommodating sixty students.
3. Approval of three new buildings and the beginning of construction of two of these projects; the \$31 million Jack H. Miller Center for the Musical Arts and the \$5 million Kruizenga Art Museum. When the Musical Arts Center is completed, the Jim and Martie Bultman Student Center, the third new building, will begin to be constructed in the center of the campus.
4. Strategic Planning. During 2014, the College is conducting a Strategic Planning process to update the key strategic goals for the college over the next five to ten years. This process will lead to subsequent development of a new campus Master Plan.

There are several potential additional projects that could be initiated by Hope College that would have further impact on the Downtown. They include:

1. One or two new residential/mixed-use buildings, potential public ice and community gathering space opposite the Splash Pad, and permanent parking within the block bounded by 8th and 9th Streets between College and Columbia Avenues – the former Versendaal property.

2. More single or duplex style residential buildings within their campus setting along east 11th Street on the south side of the DeVos Fieldhouse.

In order for Hope College and Downtown to prosper, several Downtown issues need to be addressed effectively in this area. These include:

- a. Campus/student/traffic conflicts, especially along 9th Street including a safe mid-block crossing to and from the former Versendaal block.
- b. Parking for students, faculty, staff and visitors.
- c. 9th Street reconstruction – construction is expected in 2015/2016 and with it comes the limited opportunity to address parking needs, provide new utility lines for Snowmelt and District Energy and improve traffic patterns along 9th Street.
- d. The future of 10th Street through the Hope College Campus.
- e. Conceptually, an important issue for both Downtown and Hope College is to have regular, on-going, meetings regarding the interface between the College and Downtown.

EAST EIGHTH STREET

This area of Downtown includes 8th Street between College Avenue and the 9th Street transition back to 8th Street east of the Chamber of Commerce. This is a progression from the heart of Downtown to an area of somewhat different character from Lincoln Avenue to the West Michigan Chamber of Commerce offices. This multi-block area has several underutilized parcels that are potential sites for new commercial, residential or institutional uses.

A key consideration in this area includes the importance of identifying the appropriate architectural scale and design of proposed infill so that proposed projects complement the Downtown's present, past and future look and feel.

KEY INITIATIVES AND FUTURE PROJECTS AND ACTIVITIES

1. New Courtyard by Marriott Hotel

A substantial new five-story, 140-room hotel, Courtyard by Marriott, is being constructed in the "Super Block" on the north side of 8th Street between College and Columbia Avenues. The hotel will include two restaurants which will extend the vibrant retail and restaurant activity further east on 8th Street.

2. Streetscape and Infrastructure

Efforts should be made to extend and complete streetscape and Snowmelt enhancements along this corridor to enhance the walkability and ambiance of the zone.

3. Infill Opportunities

New commercial, residential and institutional buildings should be considered as approximately half of the property in the two blocks between Columbia and Garretson are vacant and offer substantial

opportunities for re-purposing. A prime opportunity on the north side of the Street across from the Post Office could include residential uses perhaps in townhouse or other designs, with very limited retail or service businesses primarily related to supporting residential life as well as the Columbia Avenue Arts Corridor on the west and the Transportation Depot on the east.

4. Transportation and Parking

As new infill projects are pursued, it will be important to develop and employ new parking strategies, such as encouraging joint use of new and existing parking spaces. This area contains the historic Padnos Transportation Center, the inter-modal home of inter-city Amtrak services and our area-wide MAX Transit services that could be an even more significant focal point for enhancing transit services, including bike rentals, zipcars, and more. Immediately east of the Depot a vacant commercial building and nearby CSX land offer additional opportunity for redevelopment supportive of the Depot and the 8th Street commercial corridor.

5. West Coast Chamber of Commerce

The West Coast Chamber of Commerce is a very important community institution located in a prominent, visible location at the Eastern entrance to Downtown. Enhancing this business center has been identified as a key opportunity for improving both the Chamber and Downtown, and will help set the tone for additional important development investment.



Courtyard by Marriott



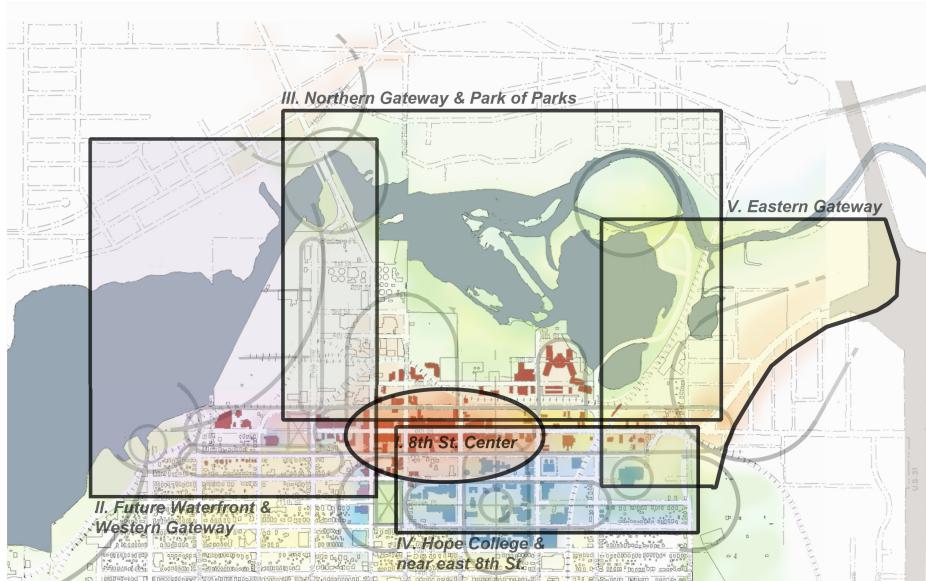
Jack H. Miller Center for Musical Arts



Kruizenga Art Museum

EASTERN GATEWAY

This sub-area is loosely bounded by Lincoln Avenue on the west, the Macatawa River Greenway area to the north, Chicago Drive and 11th Street on the south.



KEY INITIATIVES AND FUTURE PROJECTS AND ACTIVITIES

1. Holland Energy Park

This state of the art natural-gas-fired, combined-cycle facility will serve as the new power generating facility for the Holland Board of Public Works and will be a catalyst for improvement within this area of Downtown Holland. Once built, the Energy Park will not only provide a necessary energy utility including electricity, Snowmelt and potential district heating and cooling. It will also feature publicly accessible green space, walking paths, and connections to the Macatawa River Greenway.

2. Collaboration with Holland Charter Township on Gateway and Chicago Drive Improvements

This important and prominent zone serves as the entrance into both Downtown Holland and Holland Charter Township and with the pending creation of a Holland Energy Park, there is ample opportunity to revitalize Chicago Drive and highlight the gateways into both communities.

3. Transportation Improvements

This area of Downtown Holland has been an on-going transportation challenge as it is often difficult to navigate into and out of Downtown and is not easily travelled by pedestrians or those travelling by bicycle. The City of Holland should collaborate with others, including Holland Charter Township and Hope College, to envision a renewed Chicago Drive and traffic configurations as Chicago Drive turns into 8th Street and vice versa. Effort should be made to improve pedestrian connections in and out of the Holland Energy Park including to and from Hope College Campus, nearby residential and Downtown. Opportunities to improve the infrastructure along and leading into the Holland Energy Park should also be reviewed and pursued.

4. Macatawa River Greenway Connections

The northern edge of this sub-area of Downtown is dominated by

wetlands and marsh area of the Macatawa River. The Holland Energy Park will consist of a network of pathways that will provide an ideal opportunity to provide public access to the Greenway and new Greenway paths could provide the public with access to the Holland Energy Park from the River southward. A unique opportunity exists to create an underpass along the former Interurban right of way underneath the CSX Railroad to link the Energy Park with Windmill Island Gardens. Visual and pedestrian connections along Chicago Drive west of US-31 can greatly enhance the character and use of this area.

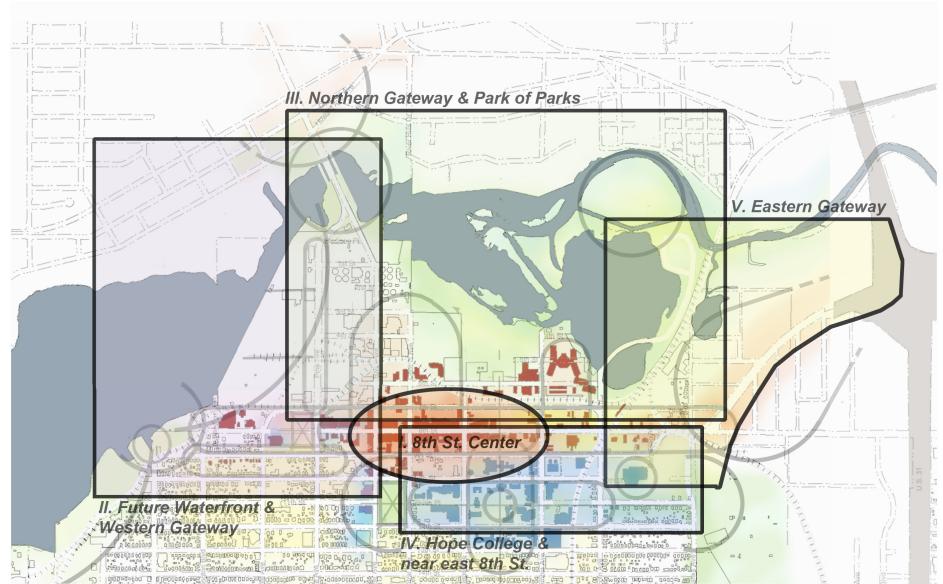
5. Parks and Recreation

As the Holland Energy Park is completed connections between Windmill Island Gardens, Macatawa River Greenway and Window on the Waterfront will be further enhanced, completing a park arc within the Downtown. Efforts should be made to encourage and plan for active and passive use of these parks.



NORTHERN GATEWAY & WINDOW ON THE WATERFRONT

This area is bounded by the River Avenue Bridge, Lake Macatawa on the west; 7th Street to the south; Holland Township across the River to the north; and reaches to the Macatawa River Greenway to the east.



KEY INITIATIVES AND FUTURE PROJECTS AND ACTIVITIES

1. Park of Parks

It is imperative that there be continued protection and interconnection of the public parklands around the Macatawa Marsh to enhance the health of the marsh and improve the access and walkability of the entire area. The concept of Parks of Parks emerged as a series of parks encircling the marsh and the power of the experience comes in the collective opportunities of connecting and energizing the components, all a part of the much larger Macatawa River Greenway.

2. Windmill Island Gardens

The City of Holland recently adopted a new business plan for Windmill Island Gardens (WIG) that calls for a partnership between the City of Holland and a not-for-profit manager. Effort should be made to implement changes that will help showcase the community's Dutch Heritage and Macatawa River Greenway natural assets. Improvements on Windmill Island Garden include enhanced programming that appeals to both visitors and local citizens and that will highlight these key themes and changes. A new sidewalk along the WIG causeway and a new pedestrian bridge connecting the Island to Holland Charter Township are planned for 2015-2016, greatly enhancing accessibility to the island and creating opportunities for pedestrian circulation and exercise in the entire area of Downtown.

3. Development Opportunities

There are several private properties that bracket the Window on the

Waterfront Park and are strong candidates for new residential and mixed-use projects. This area might also support new hotel/hospitality uses.

On the Lake Macatawa Waterfront, north of 7th Street, there are three large prominent waterfront properties that offer very intriguing re-development opportunities. Those properties include Padnos Iron and Metal; Holland Board of Public Works DeYoung Power Station and Brewer's Coal Dock. Heading north on River and Central Avenues reveal other sizeable and significant redevelopment opportunities that can bring a mix of uses and intensity of activity to the Gateway River Avenue corridor and to Window on the Waterfront Park.

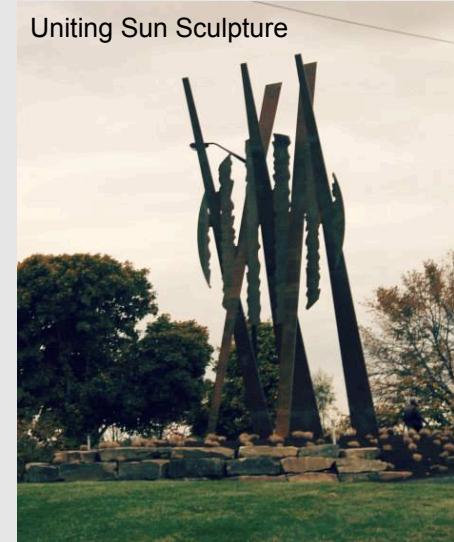
4. Public Art

Private donors recently led an effort to erect a three-part public art project along and near the River Avenue Bridge. The public art includes a monumental sculpture created by the late Cyril Lixenburg placed on the "triangle" of land south of the bridge, sculptural art pieces spaced regularly across the bridge, and yet to be realized additional benches in Van Bragt Park that will be decorated by area elementary schoolchildren. Public sector support for this project included the City of Holland, Holland Charter Township and the Ottawa County Road Commission, while the artwork itself was funded by private contributions. This installation contributes to long held intentions of introducing more public art into our community and the concept of marking Gateway locations between the City and surrounding Townships with monumental works of art.

5. Public Infrastructure and Other Amenities

It is essential that the infrastructure and amenities within the Downtown

are sufficient to support economic development and provide a pleasing aesthetic environment that will encourage use of the area by a wide variety of users. In this area, improvements to streets, sidewalks, parking, lighting, signage and more will be needed to support new and expanded re-development efforts. Other potential projects in Window on the Waterfront (WOW) Park that would support these efforts include additional gardens, both formal and informal, community gardens, and a potential community greenhouse or indoor winter garden. Opportunities also exist for enhanced passive and active recreational amenities. WOW remains a potential location for a public plaza and possibly a public refrigerated ice rink which could serve as a focal point and gateway as one enters the Park from College Avenue.



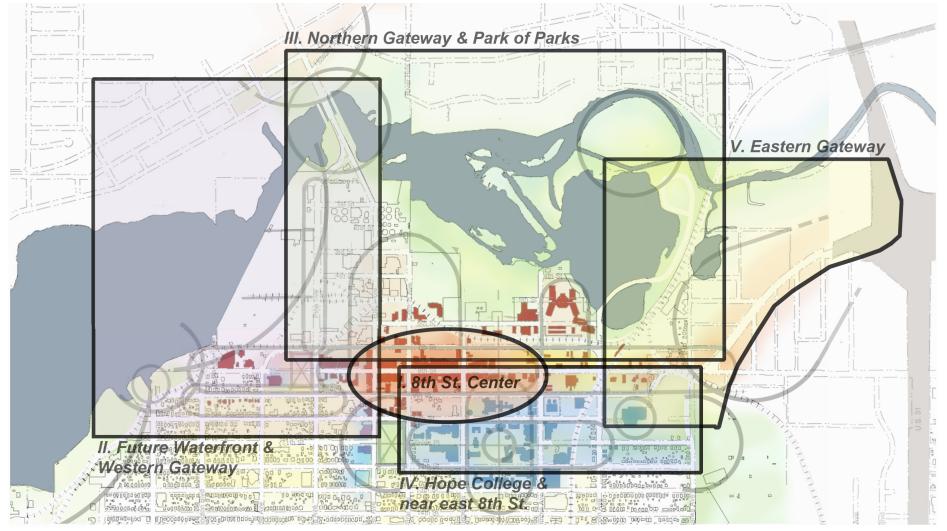
Northern Gateway and Window on the Waterfront Aerial View



Windmill Island Gardens

WESTERN GATEWAY & FUTURE WATERFRONT

This western extension of Downtown begins at River Avenue, proceeds west along 8th Street through a block featuring County and City facilities on the north, then through a block featuring the successful Farmers Market and a heavily used but physically stressed Civic Center, and finally along a full block stretch with a mix of remnant residential, commercial and industrial uses connecting to the potential-rich Lake Macatawa waterfront.



KEY INITIATIVES AND FUTURE PROJECTS AND ACTIVITIES

1. Examine Mixed Use Redevelopment Opportunities

8th Street from River to Pine Avenues

This area of the Downtown currently generally supports private and public office uses, however the potential exists for several properties to be redeveloped that could house additional office space, service businesses and upper floor residential. Opportunities for “destination” retail and services should be carefully considered in this block, with an opportunity to establish a strong activity zone helping to connect to the Marketplace and beyond, while also considering how this might impact the current Downtown shopping core. Efforts should be made to enhance the streetscape elements and specifically, improvements should be made to the pedestrian crossing points at 8th Street and Pine Avenue. It is extremely important that redevelopment along the south side of 8th Street is accomplished in a way that provides significant pedestrian interest to assure this block is a successful connector between the traditional business core and the Marketplace.

8th Street from Pine to Maple Avenues

This area of the Western Gateway is home to the very successful Farmers Market and often used but tired Civic Center building. The Farmers Market operates seasonally from May through December at the Marketplace. Discussion has occurred about the potential to expand the Farmers Market season to include an indoor, year-round Market which would also provide an opportunity to increase the number and type of vendors at the Market.

additional opportunities may exist to expand programming and activities at the Farmers Market as well. Both of these concepts should be carefully considered and researched as to viability and impact to the current Market. Besides the Farmers Market, very few events and activities take place at the Marketplace. New events and activities should be considered at this site to take full advantage of this unique space. The City is currently evaluating the future use and revitalization of the Civic Center. It is anticipated that over time the building will no longer be used for recreation programming. A future use has not yet been identified but effort should be made to develop a clear vision and purpose for this City owned property. Redevelopment opportunity exists just to the south with the pending vacancy of the Washington Elementary School. The future building and site uses have not yet been finalized but it is imperative that the future uses complement the adjacent historic residential neighborhood and residential uses are a likely and logical component. The Pine to Maple corridor is also immediately adjacent to industrial properties to the north. At least for the foreseeable future, care should be taken to screen as necessary and connect where pedestrian access makes sense. There is also an opportunity to tell an important story of Downtown Holland's history. The industrial character of our past can begin in this area and extend west to the waterfront and north to the River Avenue Bridge. For the foreseeable future, this waterfront edge, extending southward along Pine Avenue to 7th to 8th Streets from the bridge to the City's Western Machine Tool Works property does serve as our water fronting walkway.

Maple Avenue to Washington Boulevard

Properties along this stretch of 8th Street are ideally situated to be improved and enhance connections between the waterfront and the Farmers Market area. These connections include opportunities to create public points of interest to encourage pedestrian movement along 8th Street and to the waterfront and Kollen Park. Public Art, including water features, is one option to explore that could engage and draw pedestrians along 8th Street. There are also several underutilized properties in this corridor with potentially obsolete uses and building types that offer ample opportunity for rehabilitation or redevelopment investment, providing expanded commercial, office and residential uses. This area serves as an important connection between the waterfront and Downtown.

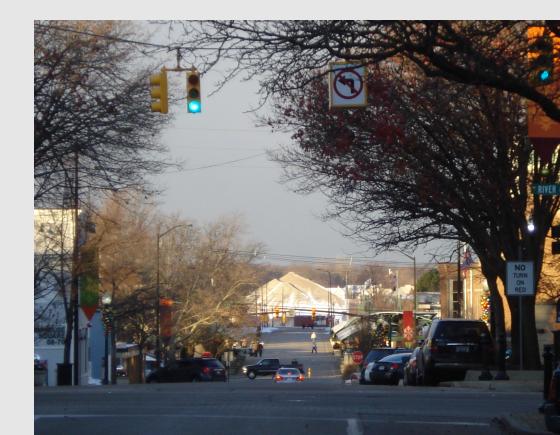
8th Street Meets the Water

The City of Holland is currently in the process of creating an updated vision for the waterfront that will include future uses for the James DeYoung Power Plant property, the City-owned Western Machine Tool Works property and nearby privately owned properties. While the plan is not yet complete, opportunities have been identified for bringing the water closer to the core of Downtown and for integrating and blending wide variety of waterfront uses including public access, public gathering spaces, housing, hospitality, boat slips, visitor amenities, and commercial and industrial activity.

This waterfront is not just a localized amenity but, in fact, represents a regional amenity. Planning for this area should be bold and forward thinking while also taking into consideration the adjacent historic residential neighborhood and existing waterfront/industrial uses.

9th Street

The United Methodist Church, sitting on the south side of 9th Street between Pine and River Avenues, has acquired a number of properties that offer



8th Street Looking West to the Waterfront & former Western Machine Tool Works



Holland Farmers Market



Aerial view of the Waterfront from 9th Street to Unity Bridge



Holland Farmers Market

WESTERN GATEWAY & FUTURE WATERFRONT CONTINUED

opportunity to link uses that evolve on the north side of the 9th Street. There are currently several modest and/or underutilized properties on the edges of the United Methodist Church and property that could be used in a variety of ways. Those uses include expanded Church programming and associated buildings, new and/or renovated housing or new parking.

2. Traffic Movement

Considerable opportunities exist for re-evaluating the current way all modes of transportation move throughout the Western Gateway and Waterfront. The City, Downtown Boards and staff should evaluate the possibility of adjusting the current road configuration so that a wide array of users are comfortable travelling along 8th and 9th Streets and

Van Raalte Avenue. As efforts are made to improve physical, visual and programmatic connections between the shopping district, the Waterfront and the neighborhood, it is recommended that alternative traffic arrangements be considered including possibly changing from one to two-way traffic on 9th Street, relocating traffic from Kollen Park Drive to Washington Boulevard between 8th and 9th Streets in this area, creating bike lanes and providing safe pedestrian crossings.

3. Pedestrian Character

Beyond the Marketplace, west of Maple, this area of Downtown has had limited public streetscape, infrastructure and roadway investments yet holds great promise to connect the Waterfront and 8th Street's vibrant shopping and dining district via attractive pedestrian-focused streetscape improvements.

Opportunities exist to introduce public art, highlight local history, develop water features and extend current site amenities or select new amenities that will enhance this particular area of the Downtown District. As business and housing developments occur, efforts to create a walkable and engaging environment should be pursued.



Cappon House



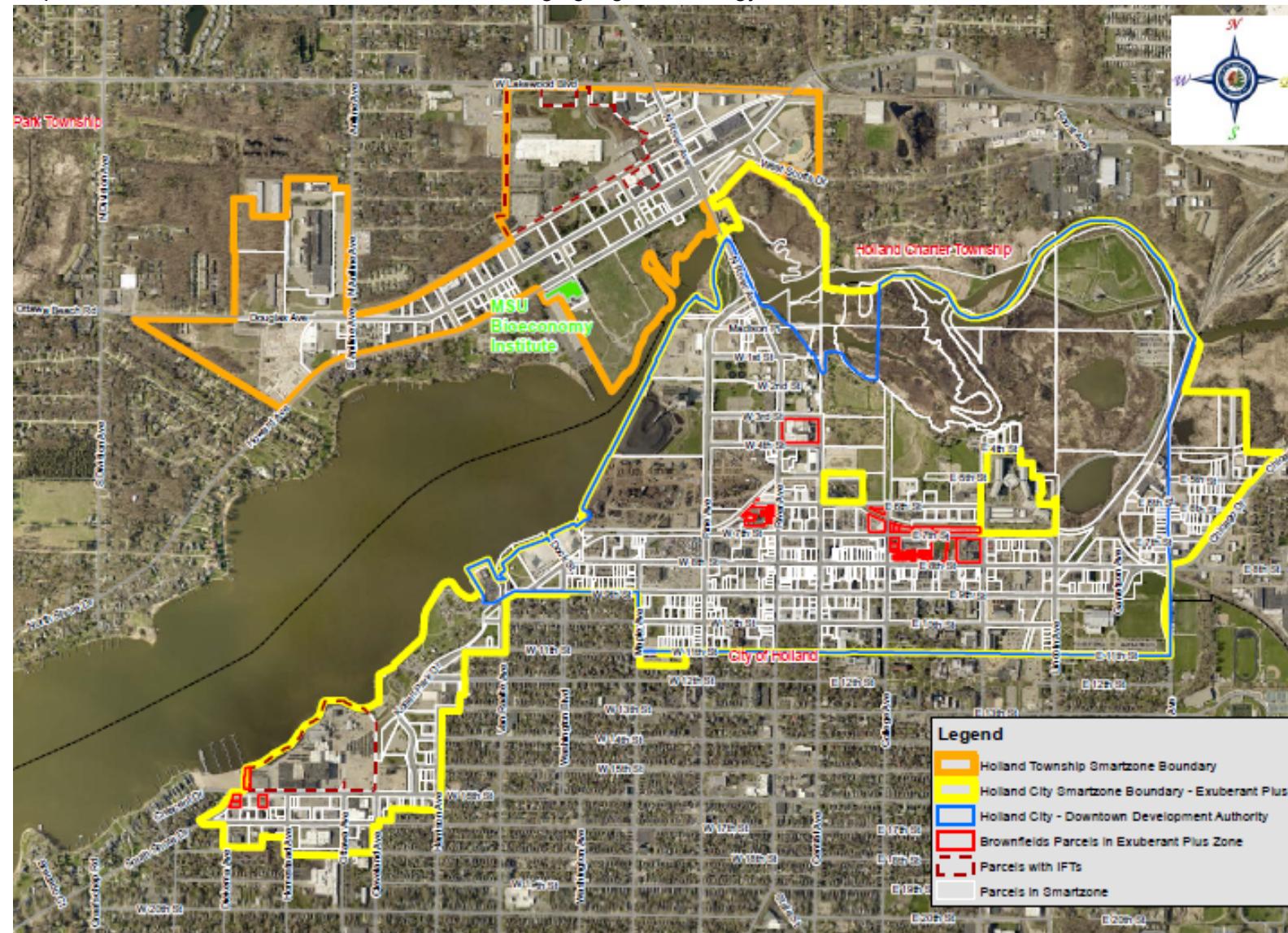
Kid's Activities at the Holland Farmers Market

Holland Satellite SmartZone

In 2014 the City of Holland and Holland Charter Township partnered with Lakeshore Advantage, the Holland region's economic development organization, to investigate and create a Satellite SmartZone district. SmartZones are distinct geographical locations where technology-based firms, entrepreneurs and researchers locate in close proximity to community assets that assist in their endeavors. SmartZone technology clusters promote resource collaboration between universities, industry, research organizations, government and other community institutions, growing technology-based businesses and jobs. Satellite SmartZones are created in partnership and collaboration with an existing SmartZone to extend the growth of technology based businesses and jobs in a separate county. In Holland's case, we are a satellite location of the Grand Rapids SmartZone.

Following the investigation into this economic development tool a Local Development Finance Authority ("LDFA") SmartZone has been established to encourage redevelopment, utilizing the Michigan State University Bioeconomy Institute (MSUBI) as an accelerator and incubator as the anchors for an increased emphasis on the creation of high tech companies and job creation. Boundaries for the SmartZone have been established with focus on challenged areas within the city and township (see below). The Holland Satellite SmartZone is administered by Lakeshore Advantage in partnership with the City of Holland, Holland Charter Township, Ottawa County, the Holland Downtown Development Authority and many others.

Economic data reinforces the need for a coordinated, strategic set of community priorities to help area companies and the communities remain competitive. Along with planned and existing downtown redevelopment, the strong support for start-up and acceleration of early stage businesses will be a powerful tool to attract business development and high technology talent to the Holland community. The partnership with the Grand Rapids SmartZone will create a dynamic partnership throughout western Michigan, the Midwest and the nation. Together, the SmartZones will provide complimentary services that will expand the assistance available to new and emerging high technology businesses.



FOCUS TOPICS

DOWNTOWN "DNA"

A significant recommendation of this document is to develop a clear description of the physical character - the physical "DNA" that describes the look and feel of the built environment downtown. This should not be presented as a single formula, but rather can vary as the building context Downtown varies. This phrase concerns the essential "look and feel" of Downtown Holland. It is about the appropriate scale and character of this special place, and particularly, how existing character should influence new buildings that are introduced into Downtown.

By developing the Downtown "DNA" we hope to achieve a greater understanding and respect for the context of this built environment, and plan to work with developers to make new buildings compatible with existing successful, attractive buildings. In this effort, the "new" should be "neighborly", though not exact copies or clones of the "old".

While many of Downtown Holland's buildings are a century old and have passed the test of time, new and proposed buildings need to be sellable and sustainable financially. They have to "work" and prove themselves. They need to hold their own value and support their original and ongoing investment.

DESIGN CONTEXT TARGETS

Downtown Holland's built environment is predominately characterized by traditional architectural designs from 1890-1920's. We encourage new building designers and developers to understand our current, successful architectural context as they seek new designs that will truly "fit" and become enduring additions to our exceptional Downtown.

Specific attention must be focused on these design components of a new/proposed building's impact on Downtown's architecture and urban design:

Materials: Brick and stone are Downtown's predominant building material.

Scale: Historically, the prevailing scale of buildings has been two stories tall, roughly 20'-40' in width, and approximately 100'-130' deep. There are occasional buildings of 3-6 stories with widths of up to 100' wide.

Architectural/Contextual compatibility: Ideally, new buildings would be "neighborly" and architecturally complement adjacent buildings.

The building/pedestrian interface should be comfortable and easy, smooth and transparent.

Urban Context: Effective new buildings should integrate the various standard Streetscape elements into their site plans.

Corners: Buildings on corners need to be strong, attractive, inviting, strategic, public and interesting.

Textures and Details: It is important to express care and character in materials and high-human-touch details of a new building.

"Specials": Unusual new buildings can become very important and appropriate, but they should be viewed as "one-off" facilities, not setting a new standard to be followed necessarily.

DOWNTOWN PARKING

The Downtown Parking Board and City Staff are charged with overseeing the Downtown Holland Parking System within the C-3 Downtown zone district, an area that encompasses most of the central portion of the DDA district and forwarding recommendations to City Council regarding supply, demand and management of the parking system.

Parking is an extremely vital piece of Downtown infrastructure, appeal, and marketability, and the greater the overall coordination of the Downtown Parking System, the more effective it can be at serving visitor, customer, employee and resident parking needs.

There is a current need to further study short and long term strategies for improving the Downtown parking system. Given the growing concern over downtown parking supply, demand and management techniques within a thriving downtown we need to ensure that the most profitable parking spaces are available to downtown customers. As available parking becomes more and more strained, the Parking Board has established a subcommittee to research possible short and long term solutions and develop options to enforce the city's current policy, along with suggestions for long term infrastructure plans.

Immediate, near-term, mid-term and long-term **potential** strategies and actions include:

Immediate Actions and Trial Study Opportunities - Less than One Year

- **Parking Study:** Engage a consultant to evaluate current and future downtown parking supply, demand and management of the system. This parking study update would provide recommendations in these areas for Staff, Council and Boards to consider as they are making short and long term decisions regarding parking.
- **On-Street Time Limits:** Explore the possibility of implementing time limits in designated areas. Strict enforcement is necessary for this program to be effective.
- **Paid Parking:** Explore the viability of some limited form of paid

parking in premium spaces to encourage vehicle turnover in the most valuable spaces within Downtown.

The following actions will be informed by an updated Parking Study:

Employee parking ordinance - Develop an ordinance that provides a tool for enforcement where employees are parking versus a strictly educational approach.

Lease Agreements

Increase parking supply by pursuing opportunities to utilize additional private parking spaces/lots when available.

Mid-Term Opportunities – One to Three Years

Designate employee only lot: Explore the possibility of designating some select Downtown parking lots as employee only lots.

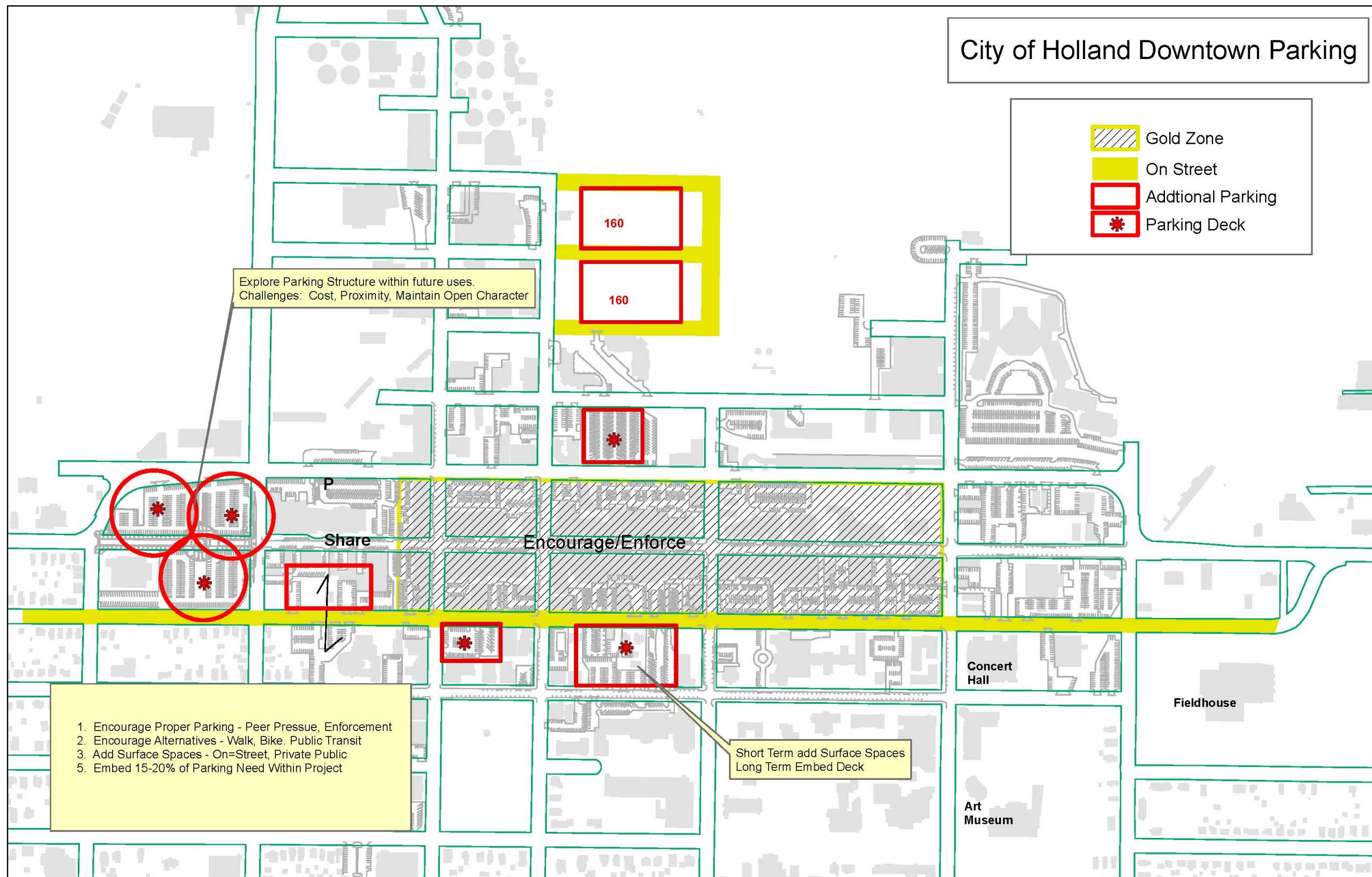
Purchase property to use for parking lots: The City should consider purchasing additional property in and around Downtown for the purpose of expanding parking.

Integrate other modes of transportation: Developing an initiative to decrease the over-all number of employees driving to Downtown jobs could significantly reduce the strain on the limited available parking in and around downtown. Making downtown more accessible to alternative means of transportation could greatly reduce the demand for lot and street parking by employees. Developing bike lanes and major infrastructural changes may take time to develop, but partnering with bicycle friendly organizations and working with various city departments to begin developing an improved multi-use road plan is something that should be developed over the next few years.

Long-Term Opportunities – Three to Five Years

Integrated Parking Ramp(s): Several locations have been suggested for additional parking ramp(s) within Downtown. Careful consideration should be given to location and size and opportunities for integrating multi-level parking with other uses should be explored.





FOCUS TOPICS

HOUSING: Opportunities to Add New Residential Units

Over the past 25 years, the inventory of Downtown Holland residential units has grown substantially. Formerly unused upper floors above ground floor uses have been renovated and filled. New construction has created additional units (see Terraces and Downtown Place below). At present, Downtown Holland contains nearly 600 residential dwelling units. The following section outlines opportunities for adding hundreds of additional homes to this vibrant neighborhood. We are excited and energized by these possibilities and the prospect of new residents as neighbors, customers and Downtown advocates.

As noted throughout this document, there are a number of sites where residential uses appear to be viable and desirable given that existing residential units are regularly completely filled with residents. Frequently, as we have seen Downtown in the past, these uses should occur on floors above street level where mixed commercial or other uses provide a shopping and entertainment continuity in the core of Downtown and along major pedestrian paths. There are also a number of sites where residential uses on all floors appear reasonable while helping to reinforce the theme of Downtown as a place to live. See the accompanying map for potential housing infill and development sites.

The Target Market Analysis should clarify opportunities and target markets and quantify the depth of market capacity. Initial staff analysis suggests opportunities for both rental and owner - occupied housing and a desire for housing across a broad spectrum of price points, income levels and unit/building amenities.

Character and Compatibility

All new housing development Downtown must be realized in a manner that it is of a character that is compatible with the special "Sense of Place" that is already present in Downtown Holland. A significant recommendation of this document is to develop a clear description of the physical character- the physical "DNA" that describes the look and feel of the built environment downtown. This description of existing building form should evolve into something of a "pattern book" illustrating appropriate building and site characteristics. This should not be presented as a singular formula, but rather can vary as the building context Downtown varies. With a clear understanding of existing "DNA", more clear expectations for new building- with tolerances for continuing change and evolution of buildings while assuring compatibility- can be provided to potential developers.

When carefully considered and combined, the following housing building and site design characteristics of residential development will contribute to the character, attractiveness and contribution to the Downtown:

- Street character: a friendly and attractive pedestrian interface that offers recognizable entrances and is of human scale and compatible with Downtown streetscape character.
- Integration of useable open space including balconies, roof decks, weather protection, and gardens.
- Massing, step backs, roof character.
- Window character and placement.
- Quality and durable building materials with appropriate scaling, texture and details.

Density

From a developer's perspective, density is an important piece of developing a marketable and viable project. With Downtown's diversity of amenities, the potential desire for more housing Downtown must be measured to avoid incompatibilities and problematic impacts on the market. Density of housing must be considered in two particular ways- the impact of additional units on a building's scale and character, and the impact of resulting demand for parking on the subject site as well as on surrounding properties. These two considerations must be carefully analyzed with each development proposal and within the context of overall Downtown character and parking system. In both cases, there are techniques and actions that can mitigate negative impacts but care must be taken to assure this is done appropriately.

Key Amenities

In addition to the necessity of such things as good layout and design of residential units, quality building materials and finishes, and effective building systems, the following amenities and characteristics are particularly important both for the residents of the unit and for the compatibility of a development in meeting Downtown objectives:

- Parking and Storage: Nearby access to parking, with covered parking integrated within or adjacent to the residential units, is desirable for all units. It is a necessity for most owner-occupied housing. Adequacy of storage is also important for such things as bicycles and outdoor recreational equipment.
- Useable Outdoor Space: Access to balconies, roof decks, and garden areas are desirable amenities for all housing, particularly for owner-occupied units. Shared interior and/or exterior gathering spaces are important for certain market segments and for fostering a sense of community for Downtown residents.
- Energy Efficiency: This is a major central city-wide objective and growing societal necessity as pertaining both to construction and on-going operation of housing.

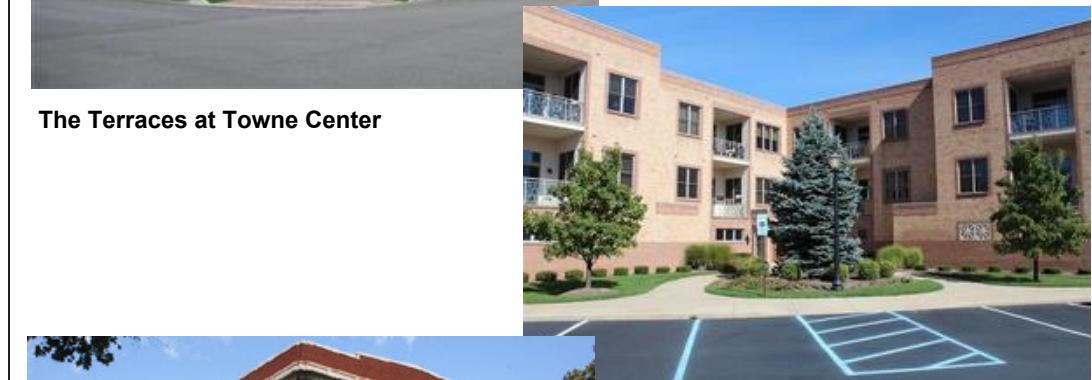
- Accessibility For All: Increasingly, access for all persons is being recognized as a vital characteristic of all housing. This is particularly true Downtown as there appears to be a continuing strong market for empty nester and senior housing opportunities.

Code Challenges

To the extent that residential uses are proposed at street level within the C-3 Central Business District, there will be challenges presented by the C-3 and Site Plan Review requirements of the City Zoning Ordinance. Standards such as building placement and street setback, street level window areas, and frequency of entrances must be understood and consideration should be given to either alternative requirements for residential uses or a separate delineation of particular street frontages where street-level residential uses are appropriate and alternative building attributes could be pursued.



The Terraces at Towne Center



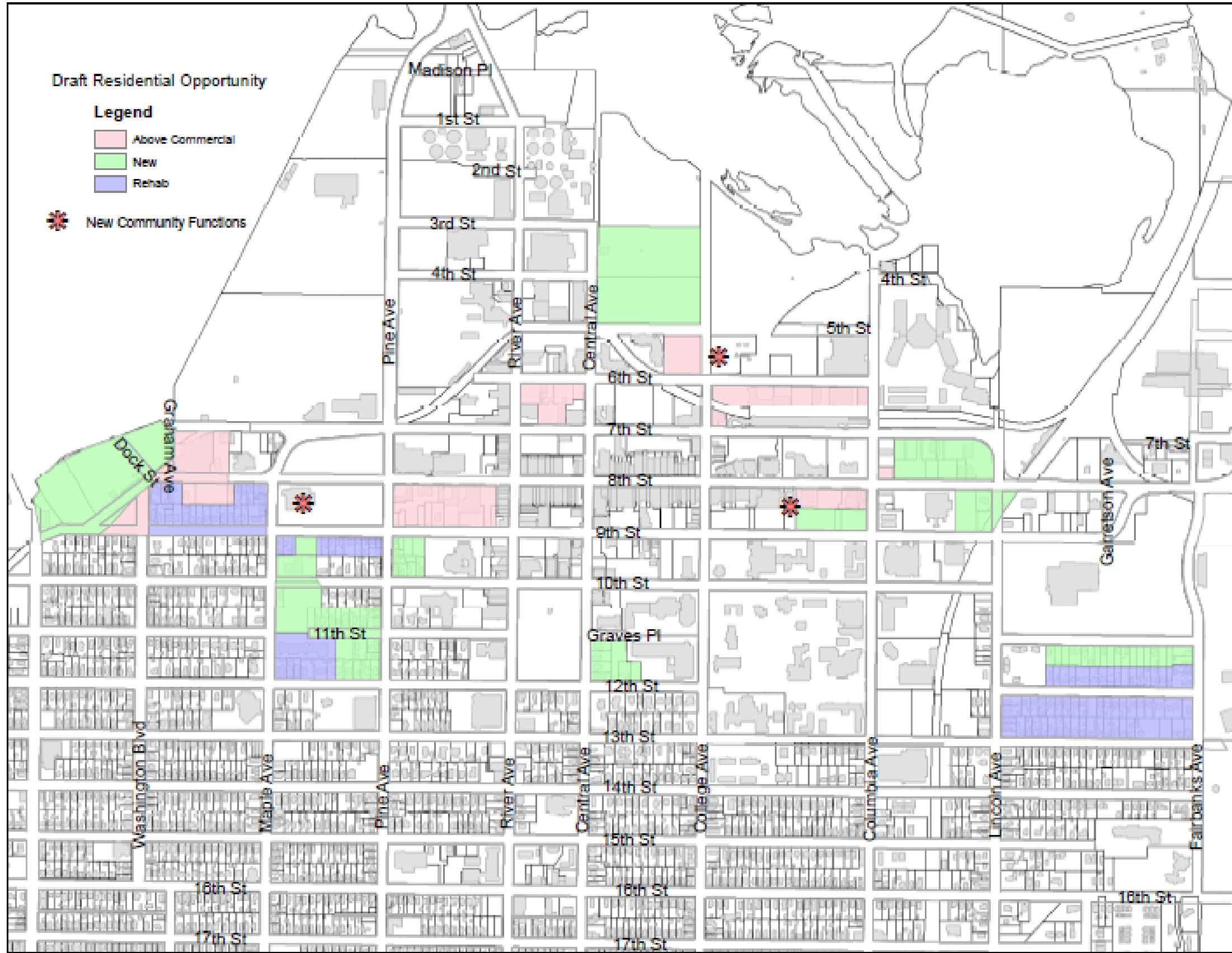
Downtown Place



Centennial Park Condominiums

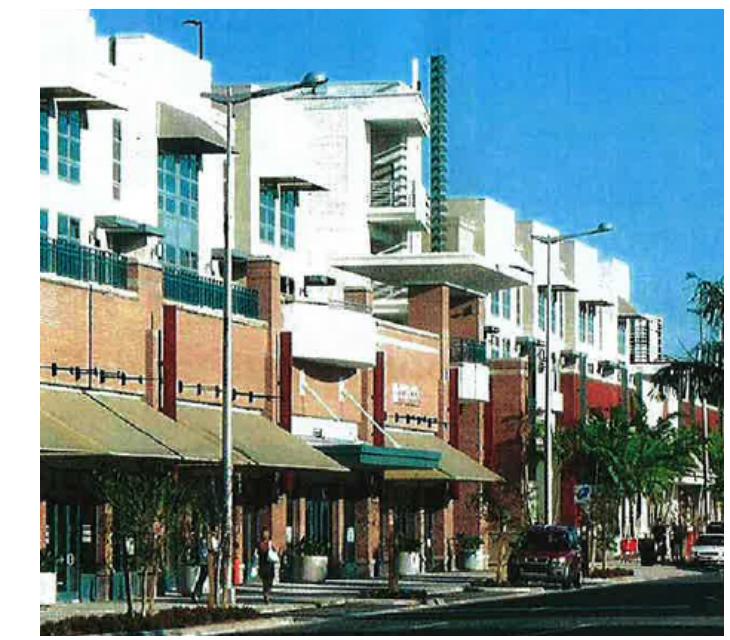
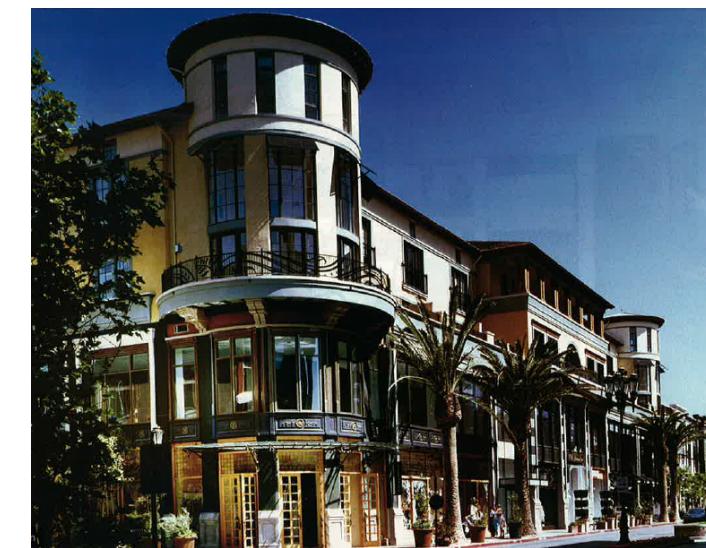
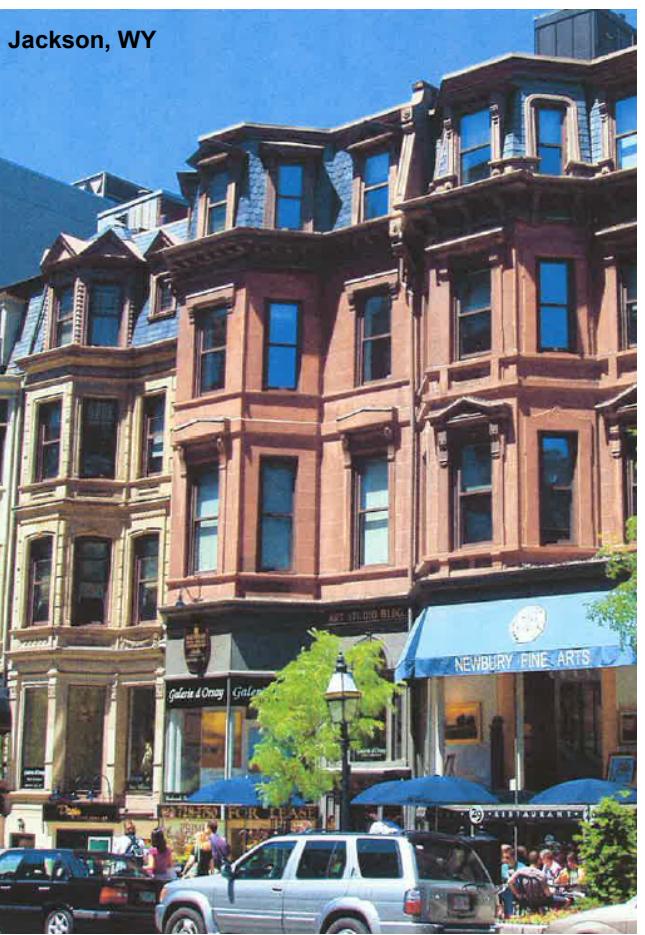
FOCUS TOPICS

HOUSING: Opportunities to Add New Residential Units



FOCUS TOPICS

HOUSING: EXAMPLES OF RESIDENTIAL ABOVE MIXED USE STREET LEVEL USES FROM AROUND THE COUNTRY



FOCUS TOPICS

HOUSING: EXAMPLES OF TOWNHOUSE
RESIDENTIAL BUILDINGS FROM AROUND THE
COUNTRY



Chattanooga, TN



Marina Del Ray, CA



Chicago, IL



North Bethesda, MD



Columbus, OH



Hillsboro, OR



Jackson, WY



Boston, MA

FOCUS TOPICS

HOUSING: EXAMPLES OF MULTI-FAMILY RESIDENTIAL BUILDINGS FROM AROUND THE COUNTRY



Seattle, WA



California



Oakland, CA



Jackson, WY



Charlotte, NC



East Boston, MA



Irvine, CA



Boston, MA



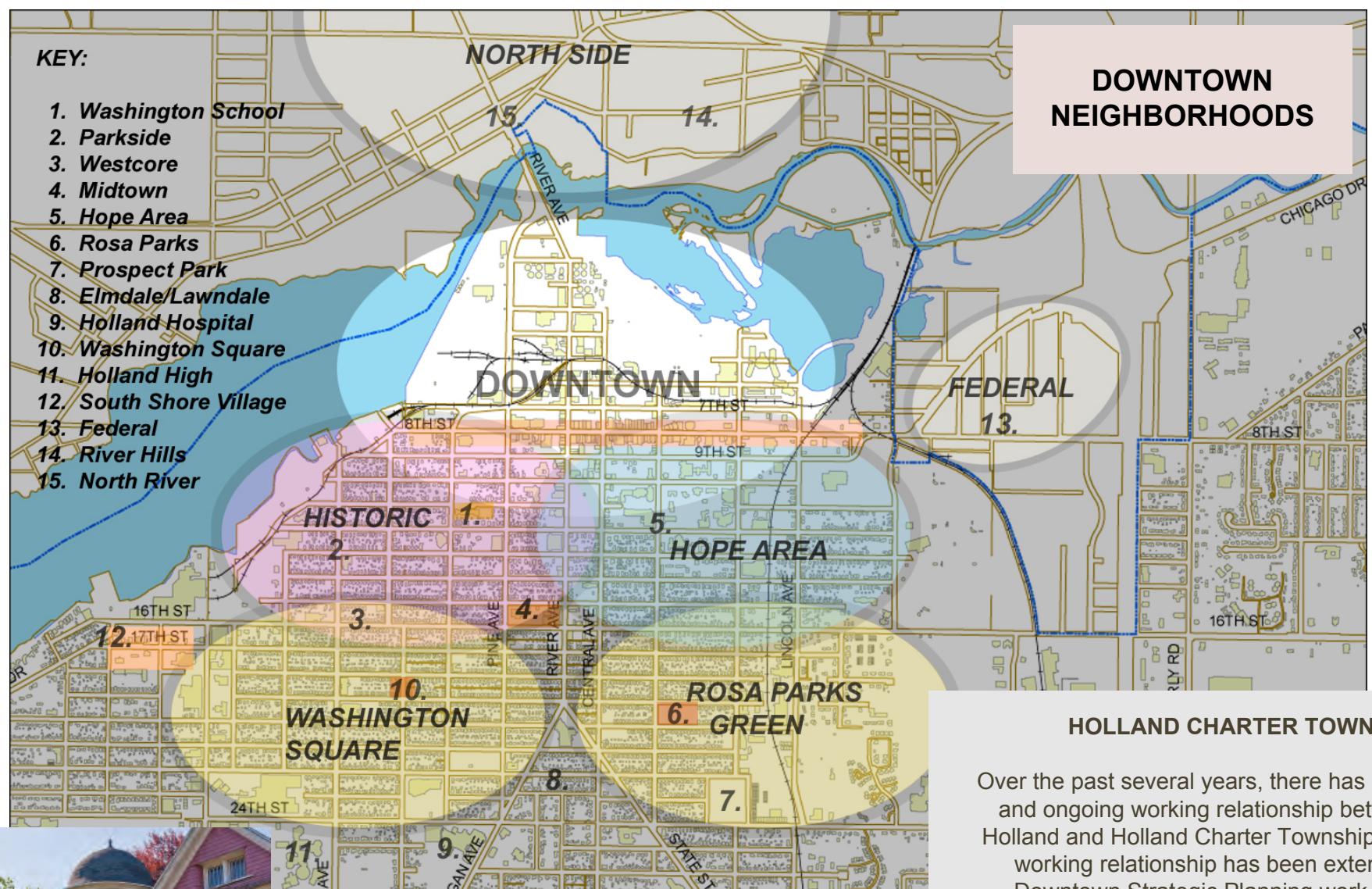
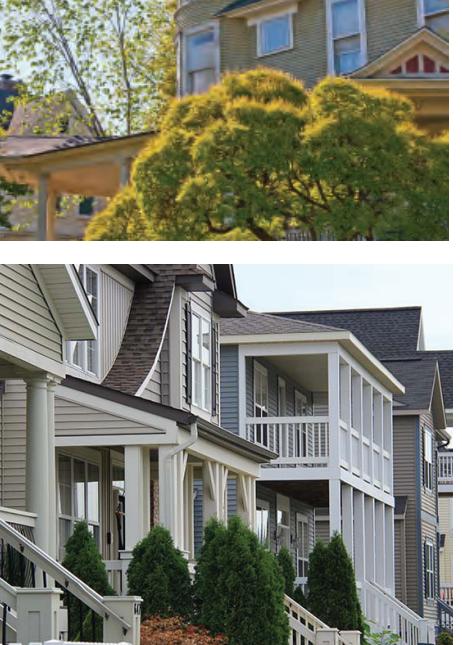
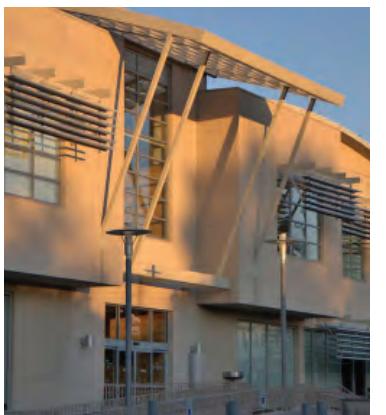
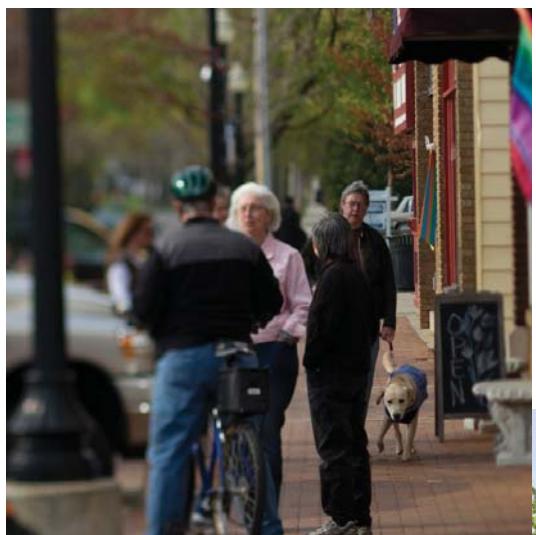
Jackson, WY

downtown
holland
www.downtownholland.com

HOLLAND DOWNTOWN NEIGHBORHOODS

Residents of neighborhoods located generally south of Downtown enjoy walkable neighborhoods close to Downtown and other commercial zones, schools, and churches, all within an economically and ethnically-mixed demographic atmosphere. The "Downtown Neighborhoods" is the broad name applying to neighborhoods extending from Downtown south to 24th Street, and from Ottawa Avenue on the west to Fairbanks on the east. Improvements to linkages including street crossings, snowmelt and bicycle considerations are recommended.

We recognize how important areas "adjacent" to our study area are to the successes we have and will be able to achieve in Downtown Holland. Additionally, we recognize that a major reason that Downtown exists is to serve and be an attraction for those immediate adjacent areas. There is a synergy that exists between Downtown and all of these close-in areas, where stability and quality growth and improvements in each bolster the livability and economic sustainability of the whole. All of these areas fall within a reasonable walking and/or bicycling distance from Downtown.



HOLLAND CHARTER TOWNSHIP

Over the past several years, there has been a regular and ongoing working relationship between City of Holland and Holland Charter Township officials. This working relationship has been extended to the Downtown Strategic Planning work and HCT's Planner has served on the DSP Committee.

In significant ways, Downtown Holland touches and connects with HCT – via the River Avenue Bridges (vehicular and pedestrian) and via Chicago Drive which is a principal vehicular entrance into Downtown from the east. Another transportation connection to HCT is currently being planned at Windmill Island Gardens with the potential installation of a new pedestrian bridge across the Macatawa River as part of the Macatawa River Greenway (another long-term collaboration involving both the City and HCT).

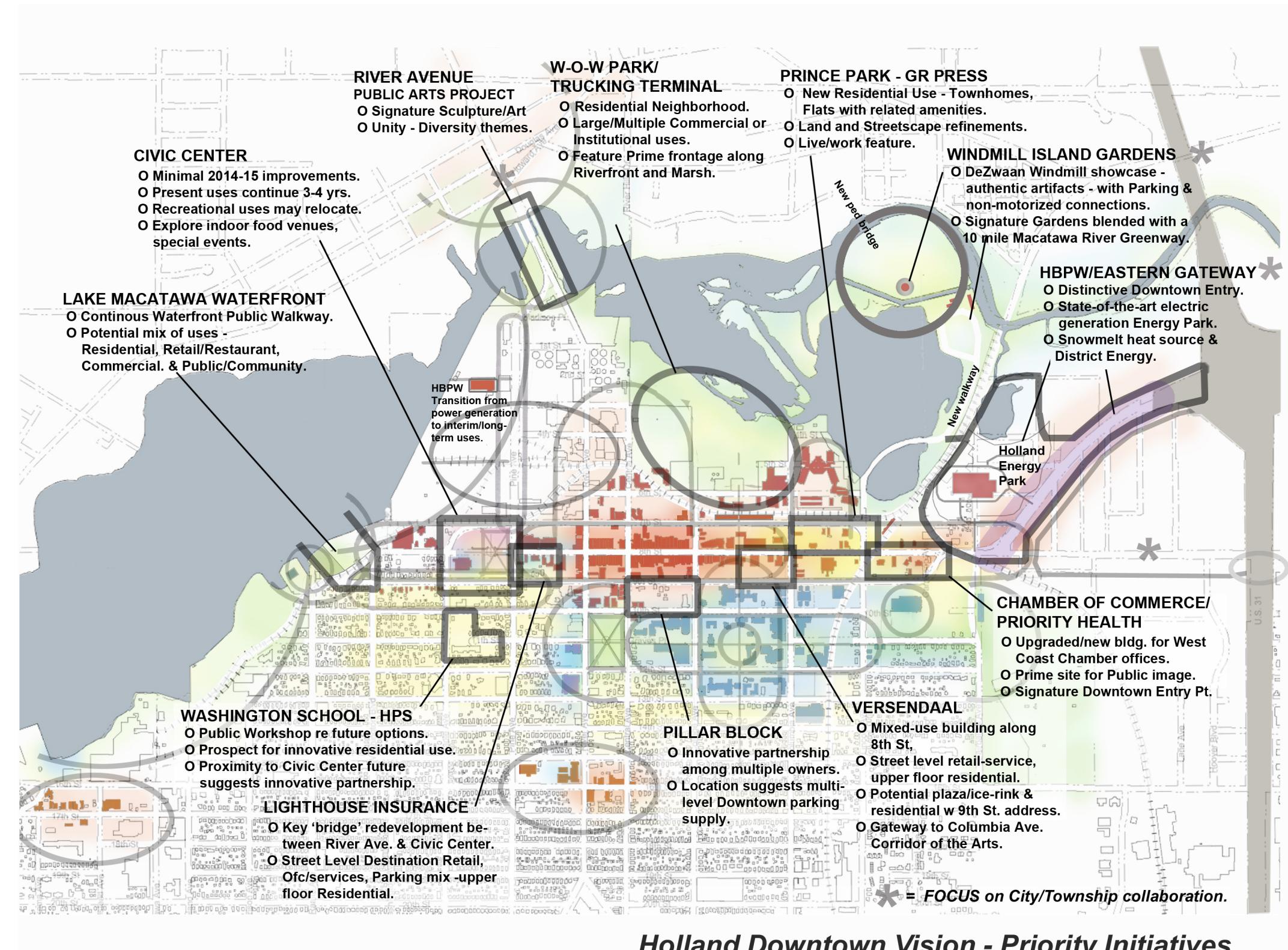
Extending the Vision

EXPLORATIONS

Through the process of updating the Downtown Strategic Plan priorities began to emerge for various geographic areas of the Downtown district that would contribute toward achieving the Downtotwn Vision plan. These priorities are graphically depicted on the following map. The identified initiatives are intended to provide greater insight into the land and building use preferences for Downtown Holland.

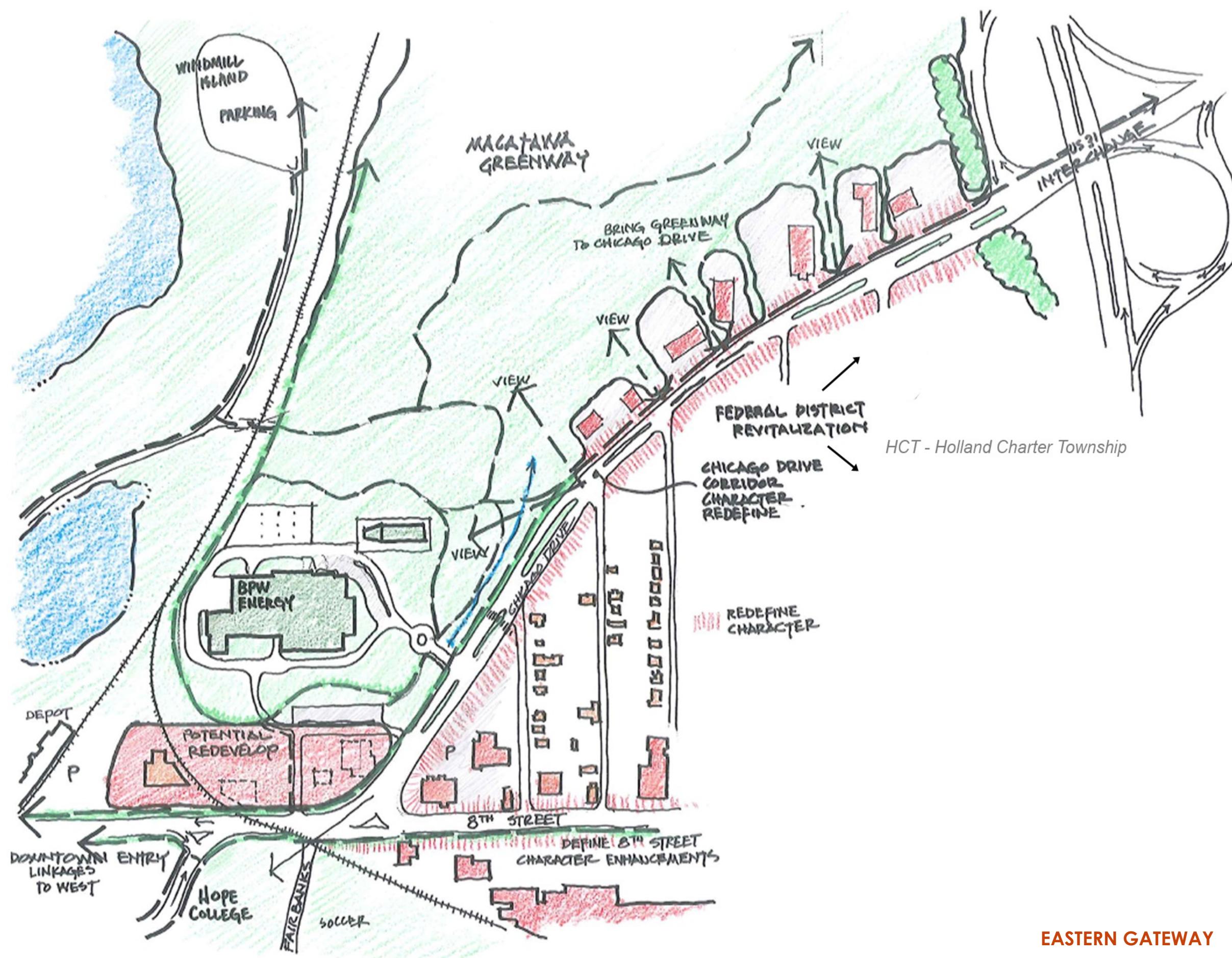
SUB-AREA VISION MAPS

Following much discussion and exploration of sites and sub-areas throughout Downtown, the following diagrams have been assembled as "conversation starters". That is, they are an attempt to capture the breadth of opportunities and potential for improvements found throughout the study area and to identify potential uses, linkages, and range of considerations that can guide thinking about continuing growth of Downtown. They should be considered conceptual and inspire thinking about specific site opportunities in concert with overall downtown objectives and framework.



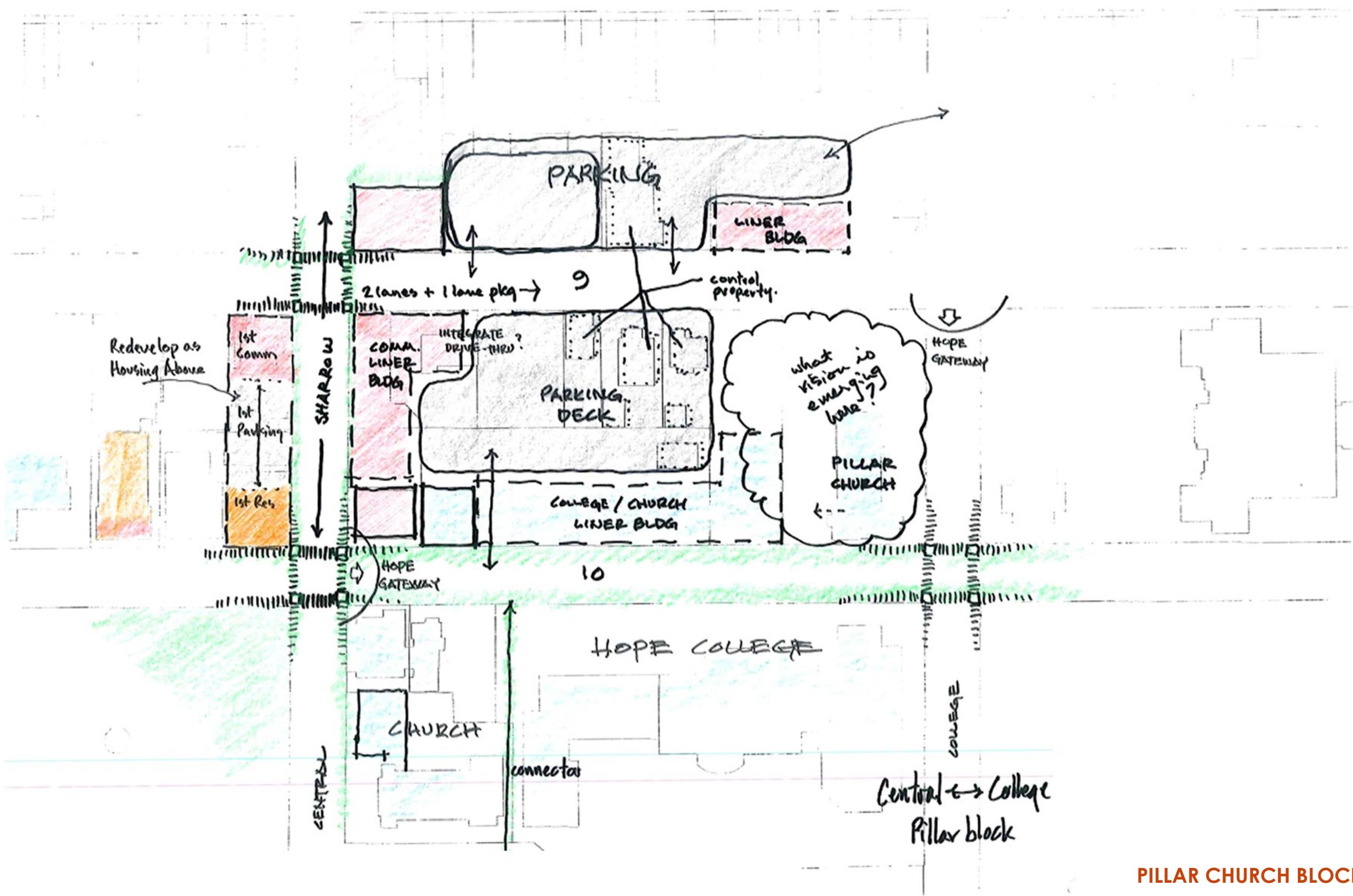
Holland Downtown Vision - Priority Initiatives

downtown
holland
www.downtownholland.com



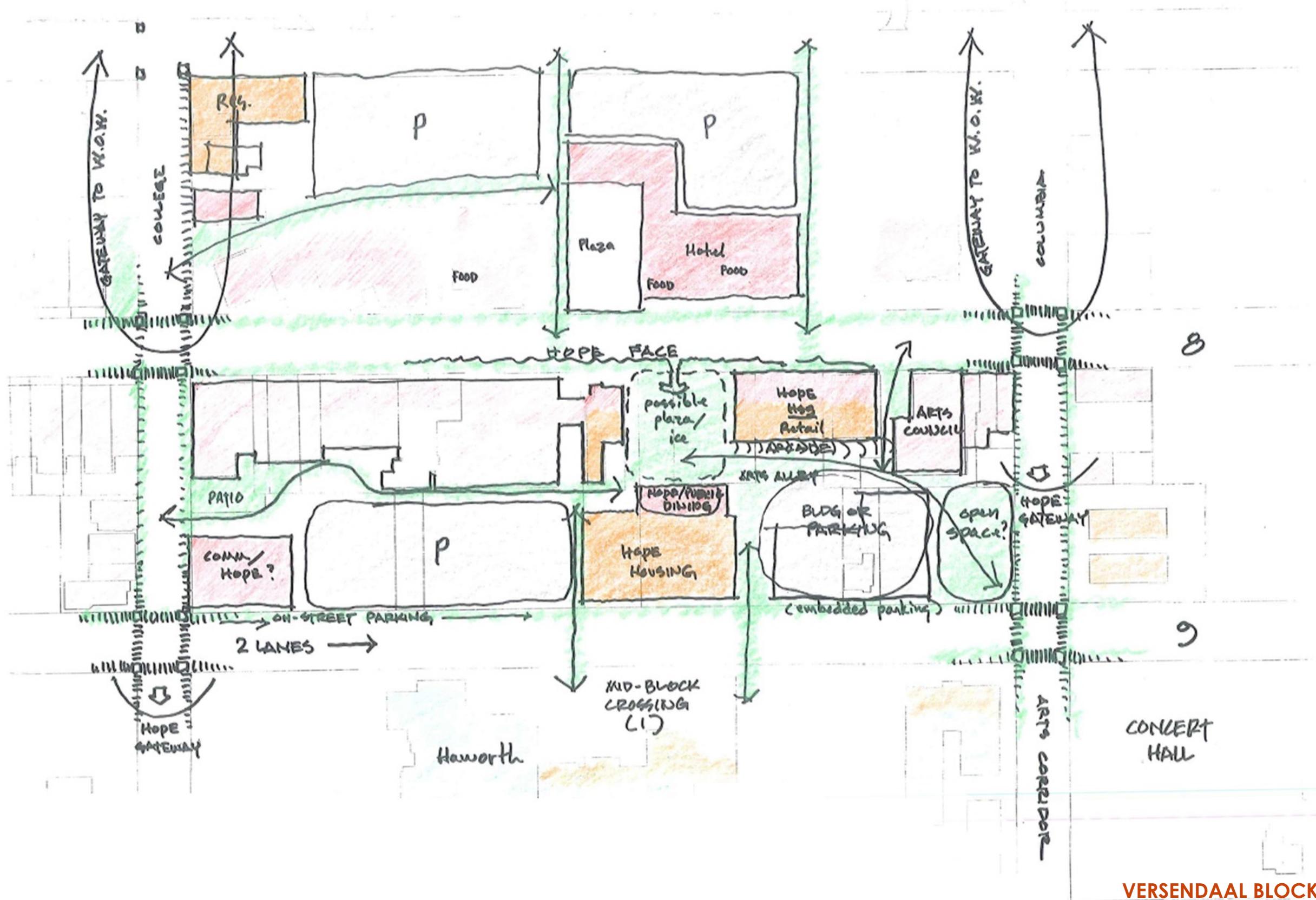
NEXT STEPS:

1. Expand planning initiative with Holland Charter Township (HCT) focused on the design and character of the Chicago Drive character
2. Right of way: overall corridor character/image, lane and median configuration, traffic movements, pedestrian access/street crossings
3. Private property: building uses, building character, building and parking placement, access management, signage
4. Relationship to Macatawa Greenway network
5. Integration of pedestrian and bicycle circulation throughout Energy Park, with Windmill Island and linking to private commercial properties
6. Examine redevelopment opportunities along 8th Street between Lincoln and Chicago Drive in relation to the new Energy Park and community sustainability initiatives
7. Assists HCT in the examination of the character of the 8th Street corridor east of Chicago Drive and the revitalization of the Federal District neighborhood
8. Consider ideas generated by MSU studio



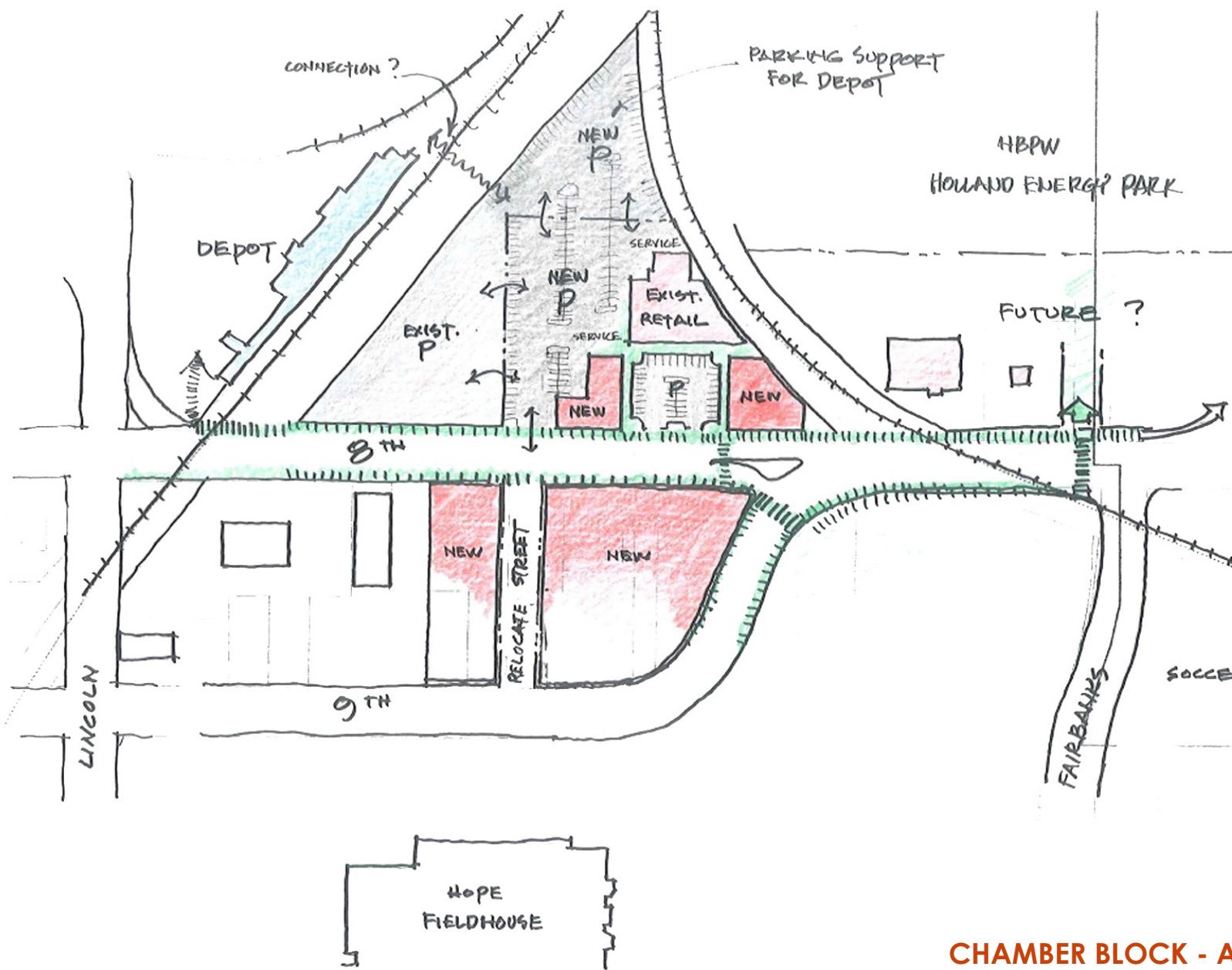
NEXT STEPS:

1. Continue collaborative discussions/clarify program needs and opportunities
2. Explore potential perimeter new building uses and integrative parking solutions
3. Clarify character expectations of adjacent streets: 9th Street, 10th Street, Central Avenue

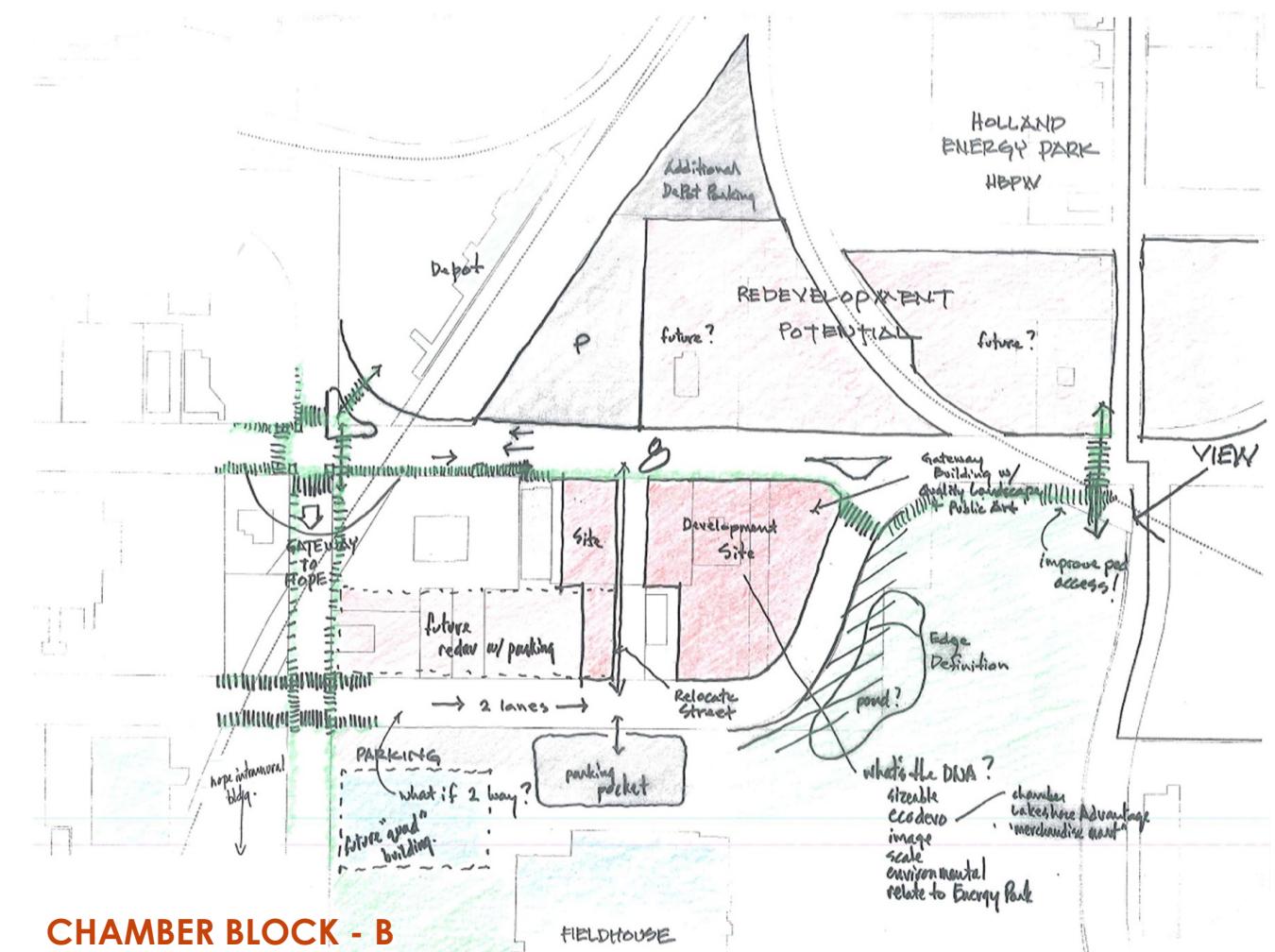


NEXT STEPS:

1. Discussions with Hope College: explore program including street level usages, housing, indoor/outdoor "community" uses such as College gateway courtyard, "back alley" linkages, public/private ice opportunity.
2. Consider TMA, retail and food study results opportunities.
3. Consideration of design "DNA" and integrative parking solutions.
4. 9th Street Plan: character, mid-block crossings.
5. Connections from site: to north, to Performing Arts/Arts Corridor.



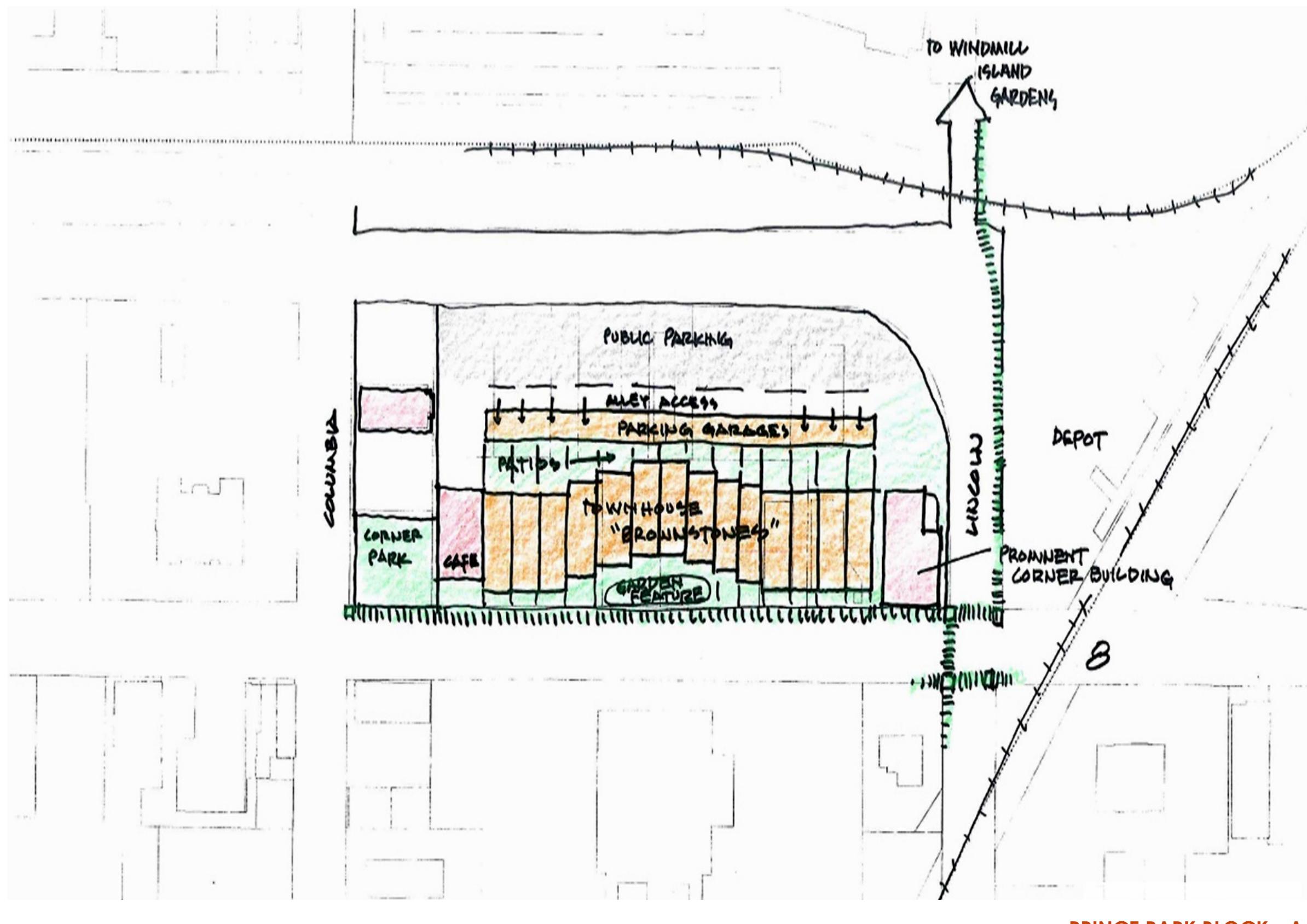
CHAMBER BLOCK - A



CHAMBER BLOCK - B

NEXT STEPS:

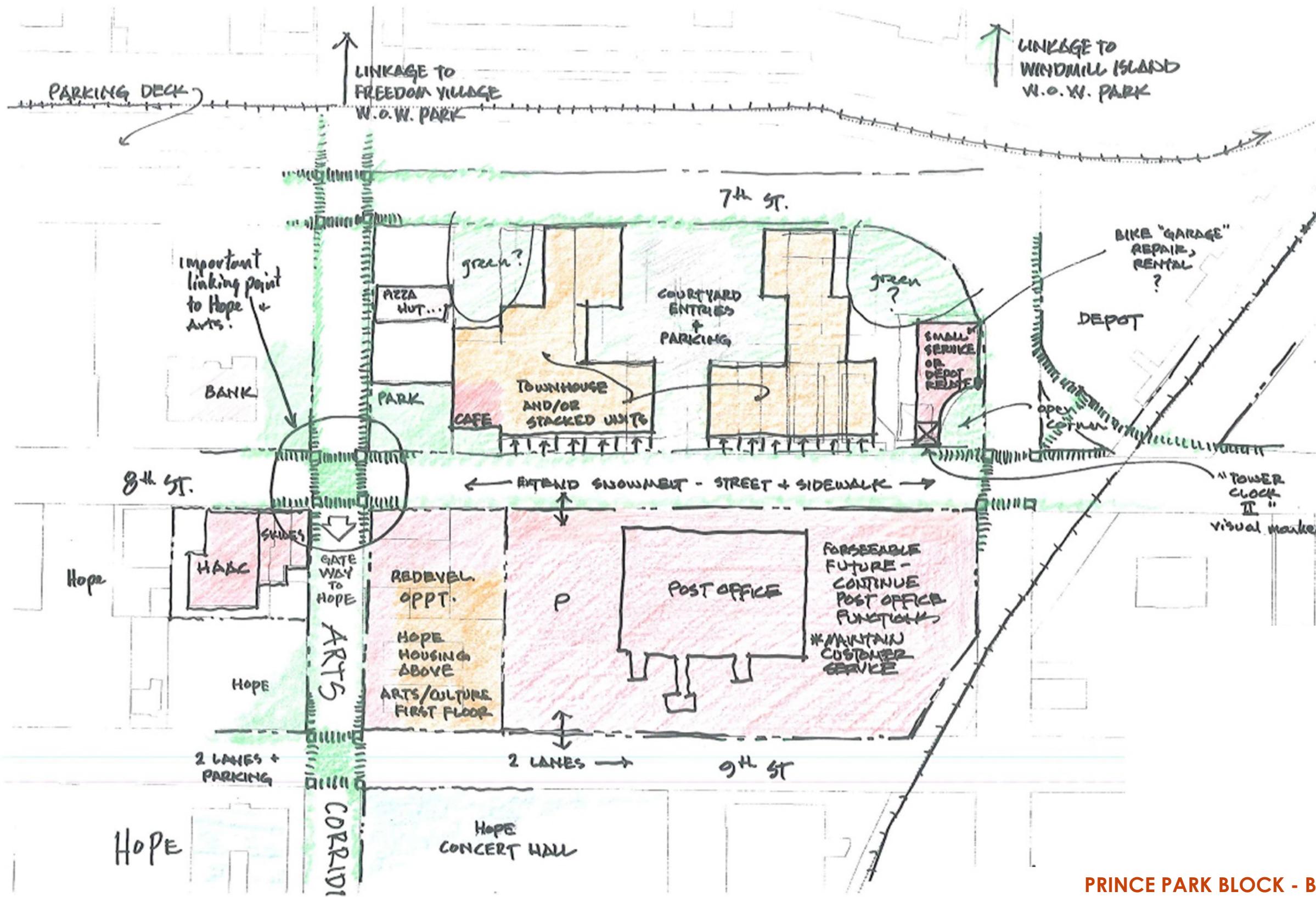
1. Work with Chamber: property exchange, location of street, building placement and orientation to gateway and open space.
2. Seek "friendly hands" control of properties: CSX triangle, former restaurant. Develop concepts for re-use.
3. Work with Hope College: Gateway view and use of land, landscape, 9th Street edge, pedestrian and streetscape continuity.
4. Pedestrian continuity east to west and north to south into College and Energy Park.



PRINCE PARK BLOCK - A

NEXT STEPS:

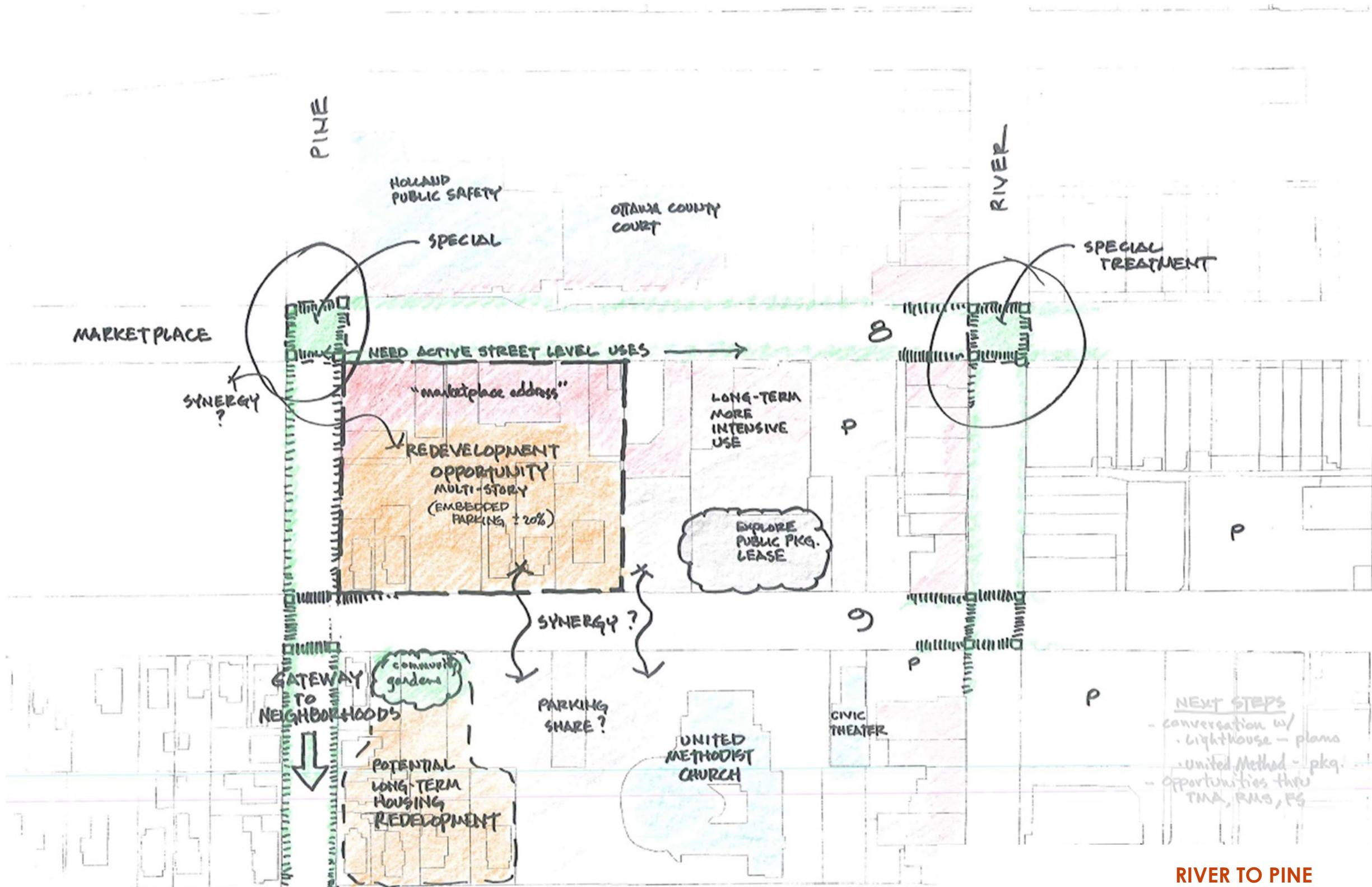
1. Private residential charrette with LUMIR
2. Integrate TMA results and opportunities
3. Examine Columbia Avenue arts corridor opportunities, re-use, redevelopment
4. Extension of Snowmelt and streetscape
5. Long-term consideration: Post Office block



PRINCE PARK BLOCK - B

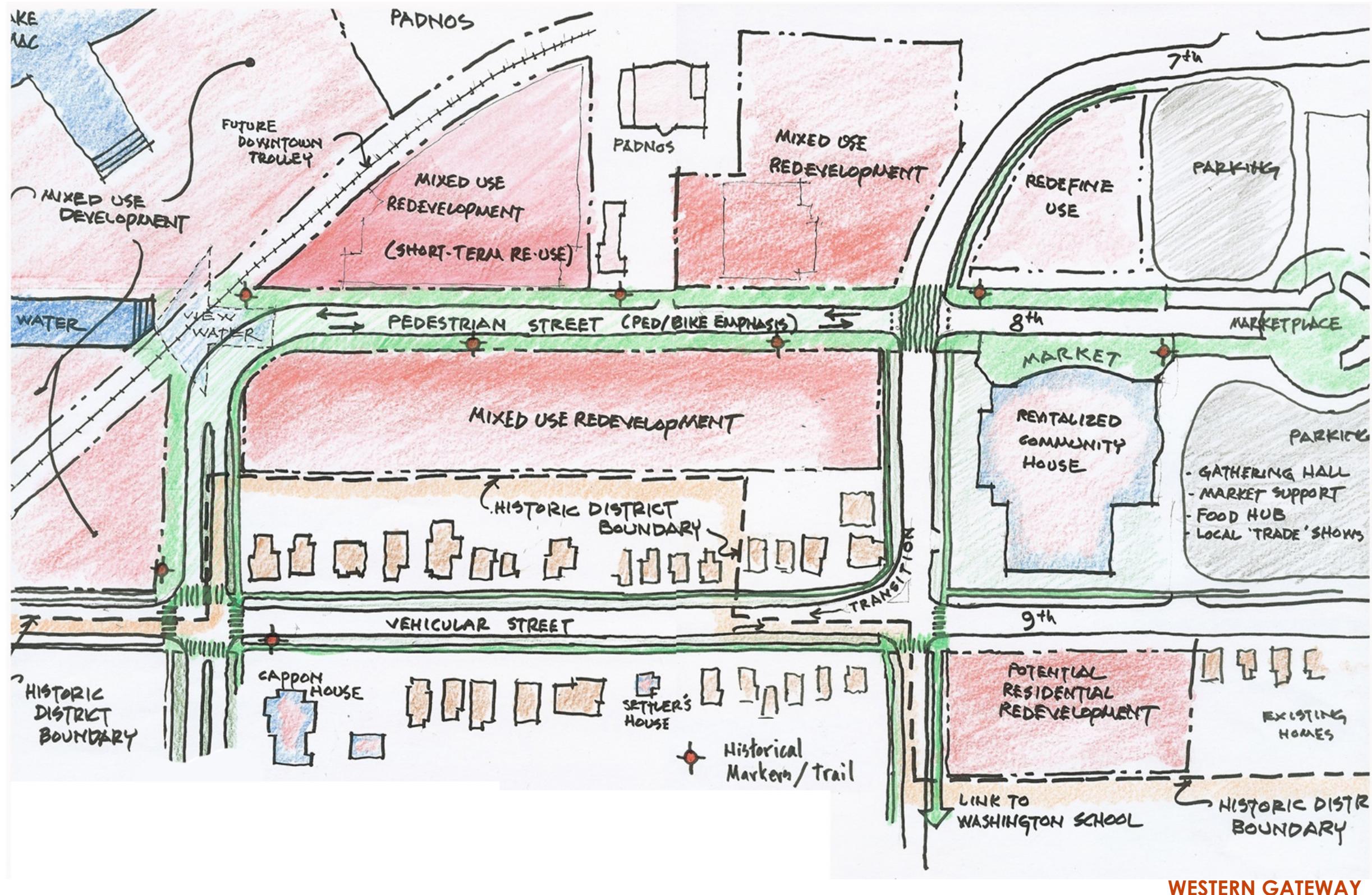
NEXT STEPS:

1. Private residential charrette with Lumir Corporation
2. Integrate TMA results and opportunities
3. Examine Columbia Avenue arts corridor opportunities, re-use, redevelopment
4. Extension of Snowmelt and streetscape
5. Long-term consideration: Post Office block

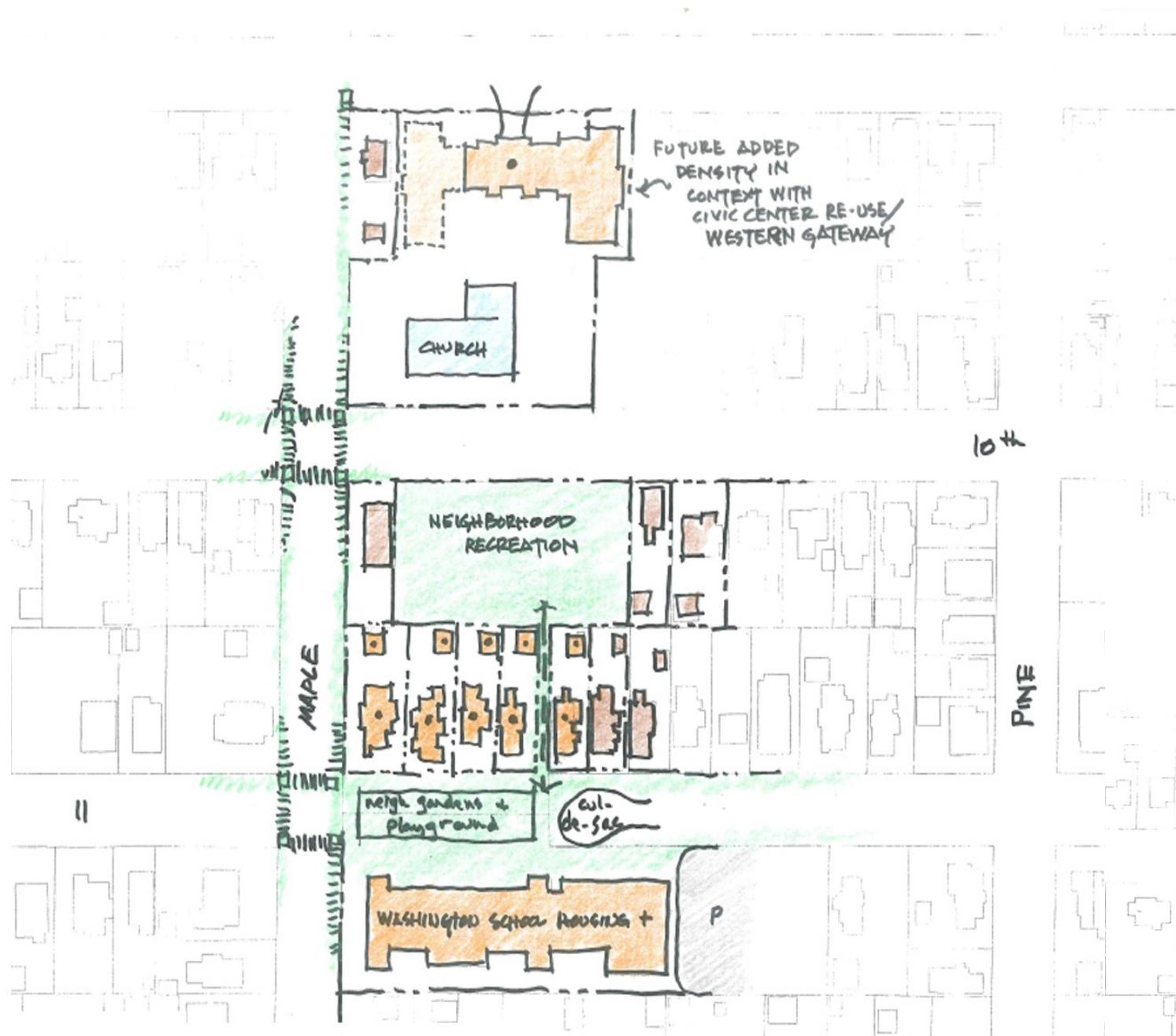


NEXT STEPS:

1. Discussion with property owners - private charrette opportunity
2. Integrate TMA, retail and food study results and opportunities
3. Special pavement treatment/emphasis at 8th Street intersections with River and Pine

**NEXT STEPS:**

1. Immediate assessment of Civic Center building and site alternative uses
2. Integrate and inform with TMA, retail, and food study results and opportunities
3. New streetscape, traffic, use "DNA" vision for 8th Street corridor to waterfront
4. Discussions with 8th Street property owners - mixed-uses, mixed density development
5. Traffic patterns: volumes, one vs. two-way, truck movements
6. Integration with Civic Center and Waterfront visions.



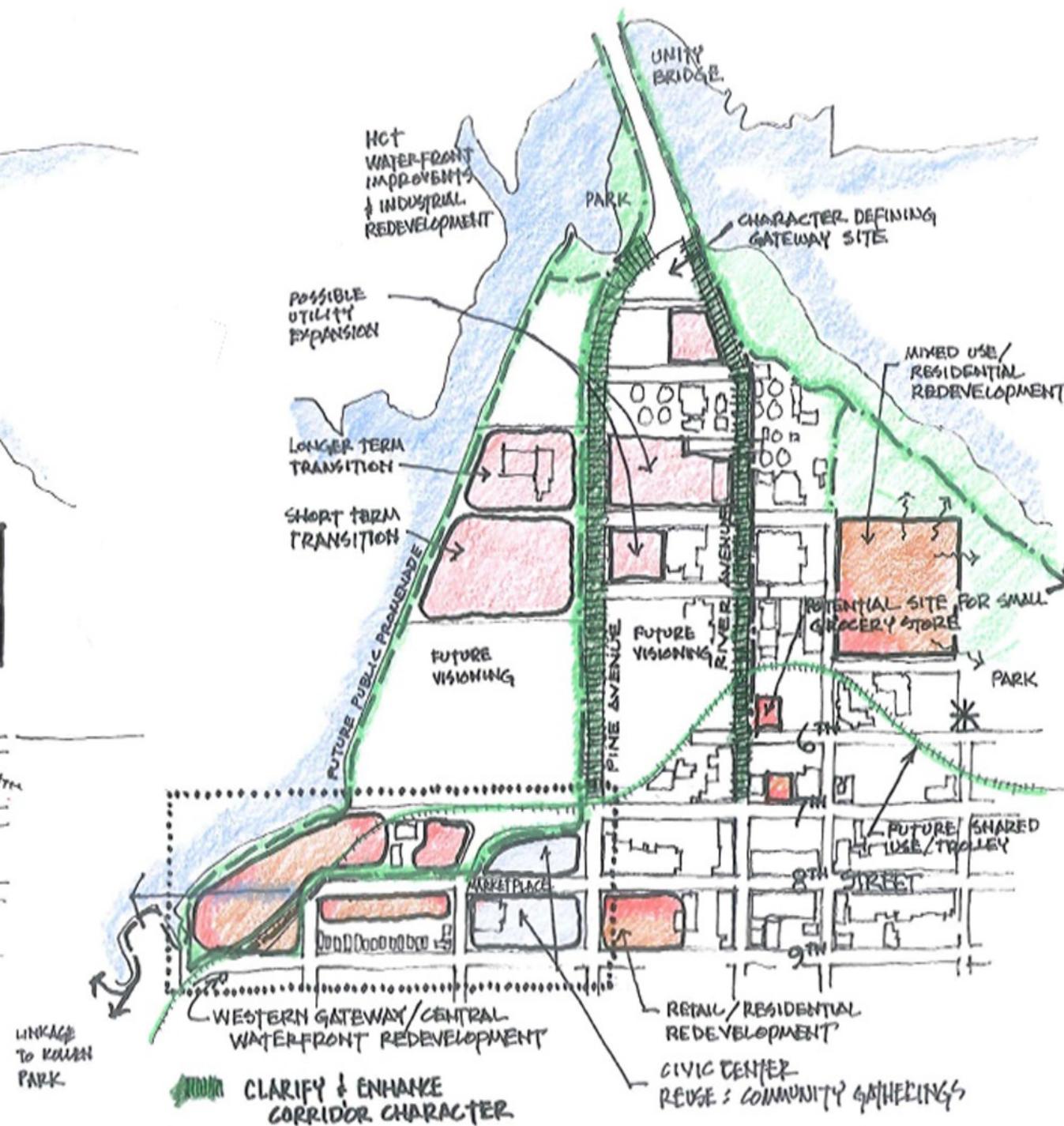
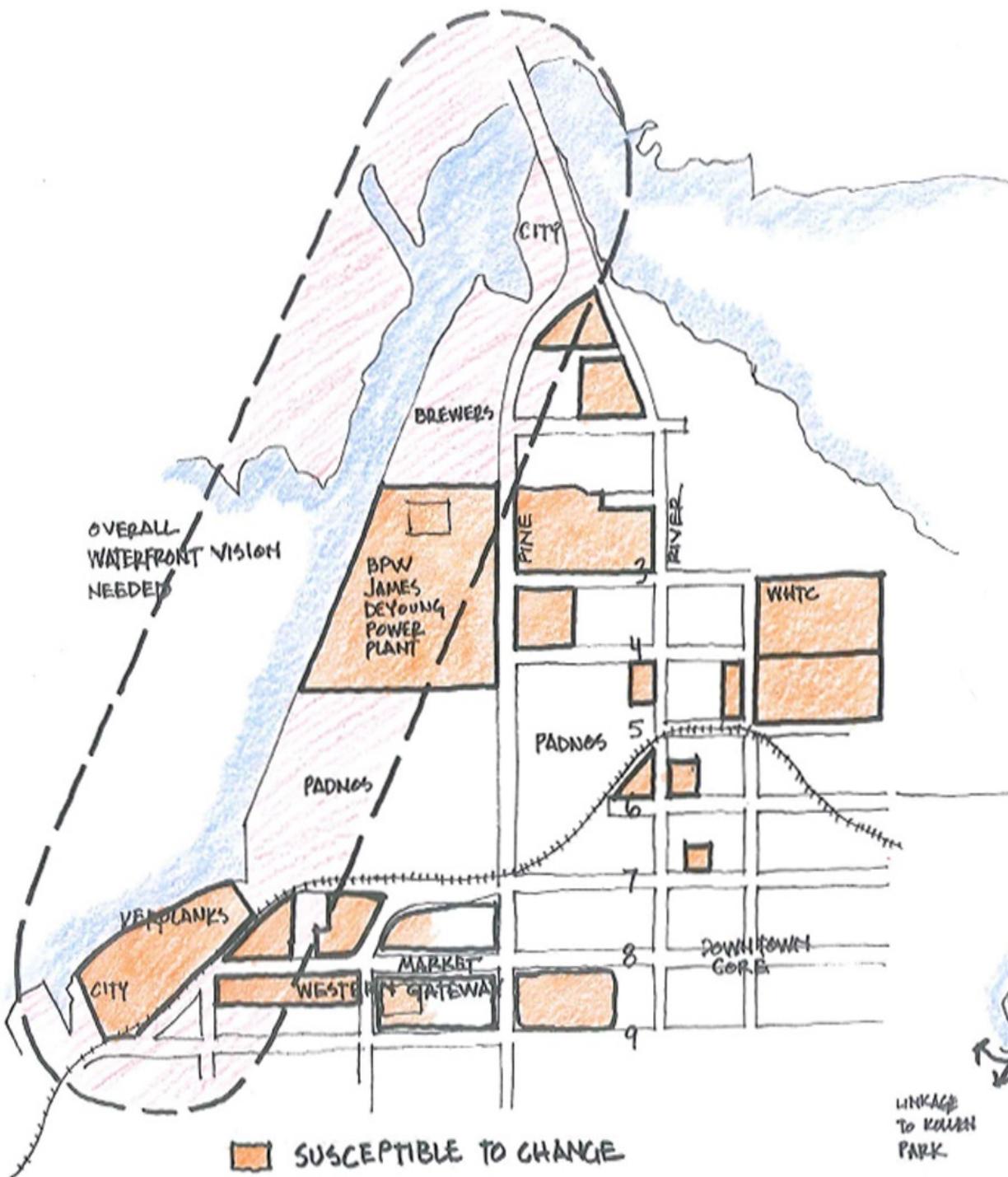
WASHINGTON SCHOOL - A



WASHINGTON SCHOOL - B

NEXT STEPS:

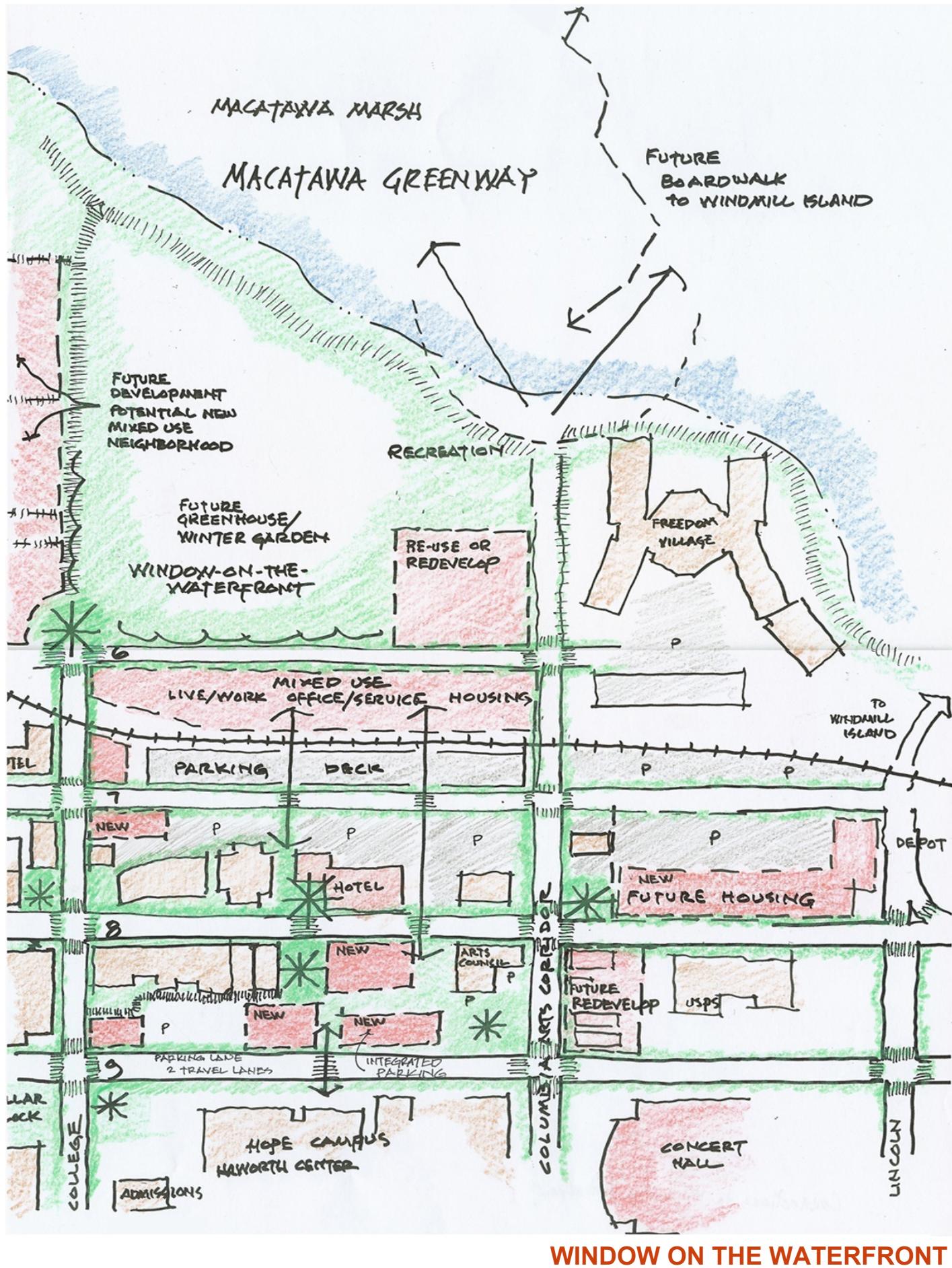
1. Discussions with Holland Public Schools and consultants
2. Integrate Target Market Analysis results and opportunities
3. Define market for school re-use as residential
4. Consider Infill single family homes along 11th Street
5. Define opportunities for community open space short-and long-term



NORTHERN GATEWAY/WATERFRONT

NEXT STEPS:

1. Continue to work the full waterfront: interim moves toward long term comprehensive vision.
2. Improve and extend key pedestrian/bike connections
3. Clarify vision for River and Pine avenues: landscaping, public art, signage, presentation and character of buildings ("DNA")
4. Longer term trolley/shared use corridor



NEXT STEPS:

1. Reinforce north-south linkages: College Avenue, Columbia Avenue, Internal block connections
2. 9th Street redesign: two lanes plus bikeway and parking, mid-block crossing, Snowmelt