



Holland
MICHIGAN

SOUTH SHORE VILLAGE

NEIGHBORHOOD ENGAGEMENT, VISION & PLANNING

(FINAL REPORT. AUGUST 13, 2022)

HYK CONSULTING

**BROAD STREET
STUDIO, Inc.**

ACKNOWLEDGEMENTS

CITY COUNCIL

Nathan Bocks, Mayor
Tim Vreeman
Jay Peters
Belinda Coronado
Nicki Arendshorst

Scott Corbin
Dave Hoekstra
Quincy Byrd
Lyn Raymond

CITY MANAGER: Keith Van Beek

SOUTH SHORE VILLAGE BUSINESS IMPROVEMENT DISTRICT BOARD

Bob Byers
Jacob DeBoer
Drew Durham
Candice Grant
Catie Hauch

Paul Mixa
Mike Lawson
John Silva
Mark Vanderploeg

PARTICIPATING SOUTH SHORE VILLAGE BUSINESSES & NONPROFITS

Community Action House
Dance United
DeBoer Bakkerij
Doeb's Pizzeria
JP Gems & Jewelry
Kraft Heinz
King's Cove
McAlpine Chiropractor
The Momentum Center
NeriPhoto

Ockerlund Capital & Wealth Management
Pat's European Fresh Flower
Port 393
RepcoLite Paints
South Shore Realty
SSV Building LLC
Thermotron
Way Cup Cafe
WMI Uniforms

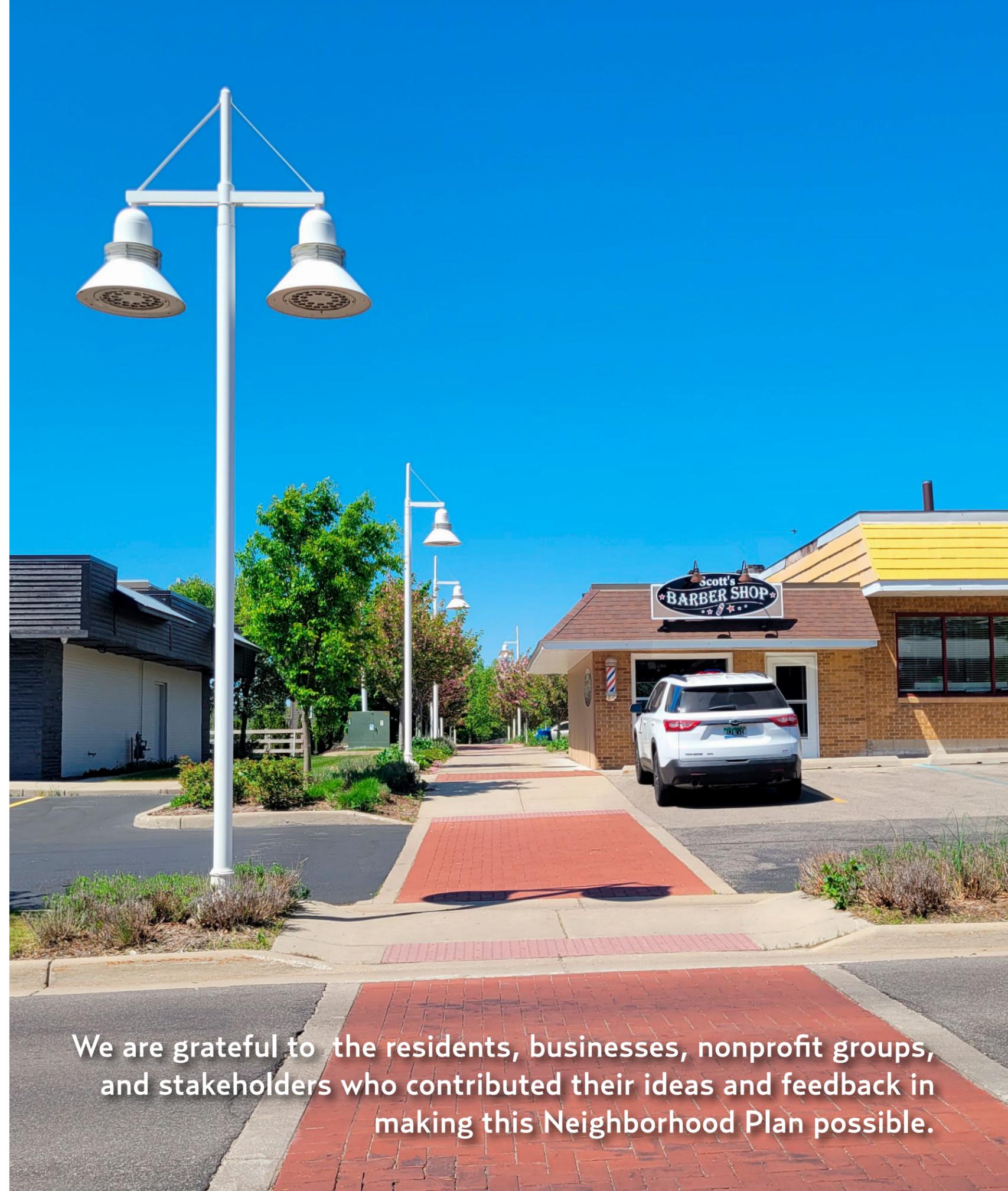
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We are grateful to the residents, businesses, nonprofit groups,
and stakeholders who contributed their ideas and feedback in
making this Neighborhood Plan possible.

SUMMARY

NEED & OPPORTUNITY

Since the 2006 South Shore Village District Enhancement Study was undertaken, the neighborhood and the broader environs have seen steady, significant changes:

- New developments and projects revitalizing the neighborhood (e.g. Kraft Heinz Waterfront Walkway, South Shore on Macatawa, DeBoer’s Bakkerij, Port 393, Ladder Plex, Tulip Brewstillery Food Trucks)
- New vacancies, redevelopment, and enhancement opportunities (e.g. Family Video)
- New planning initiatives (e.g. the Unified Development Ordinance & Form-Based Codes, Waterfront Holland, and the City’s Non-Motorized Transportation Plan)

In 2015, the City of Holland designated South Shore Village as a business improvement district (BID) and appointed a BID Board to further support the economic development.

In short, there is a timely convergence of opportunities and the beginnings of a public-private partnership vehicle to enable a collaborative approach in the stewardship of this neighborhood.

GOALS & PROCESS

Using the Framework Thinking approach, a community engagement and planning process was undertaken between May and July 2022 to:

- Take stock of the existing conditions and progress in South Shore Village since the 2006 SSV District Enhancement Study;
- Align identified needs and opportunities from residents, businesses, other stakeholders;
- Cast a comprehensive, coherent vision and community-oriented roadmap to guide the future of this unique neighborhood.

KEY FINDINGS & TAKEAWAYS

- South Shore Village is a culturally diverse and vibrant neighborhood blending residential, major industries, and various creative, entrepreneurial local businesses with easy, public access to the Lake Macatawa waterfront and nearby schools.
- It marks a zone of transition, connecting the City’s traditional residential neighborhoods with its urban grid structure to the predominantly residential South Shore Drive community to the west.
- Long-time industries and businesses have strong interests in remaining in the neighborhood.
- This Vision and Plan seeks to celebrate the “eclectic”, “nautical” character of the South Shore Village neighborhood while addressing more fundamental issues of traffic safety, connectivity, streetscape, and public realm improvements.
- Follow-up neighborhood engagement through the Business Improvement District Board or the establishment of a neighborhood organization (e.g. Westcore Neighbors) would be helpful in building support for the subsequent implementation steps.

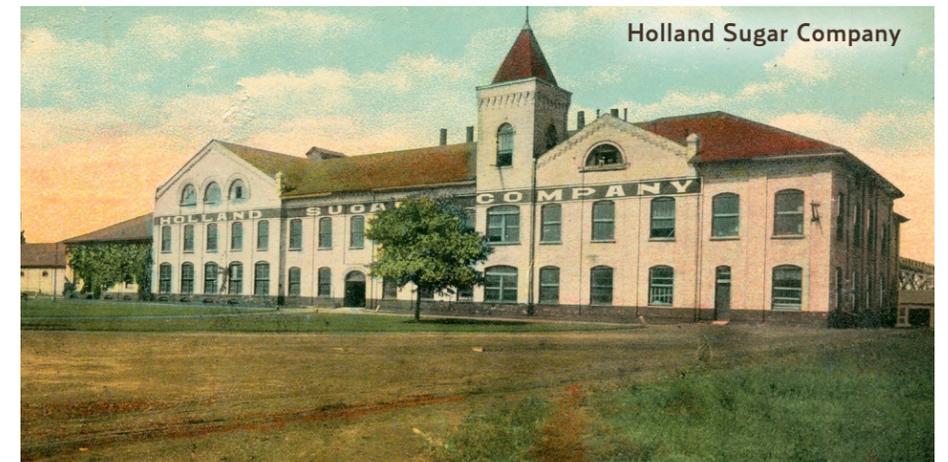
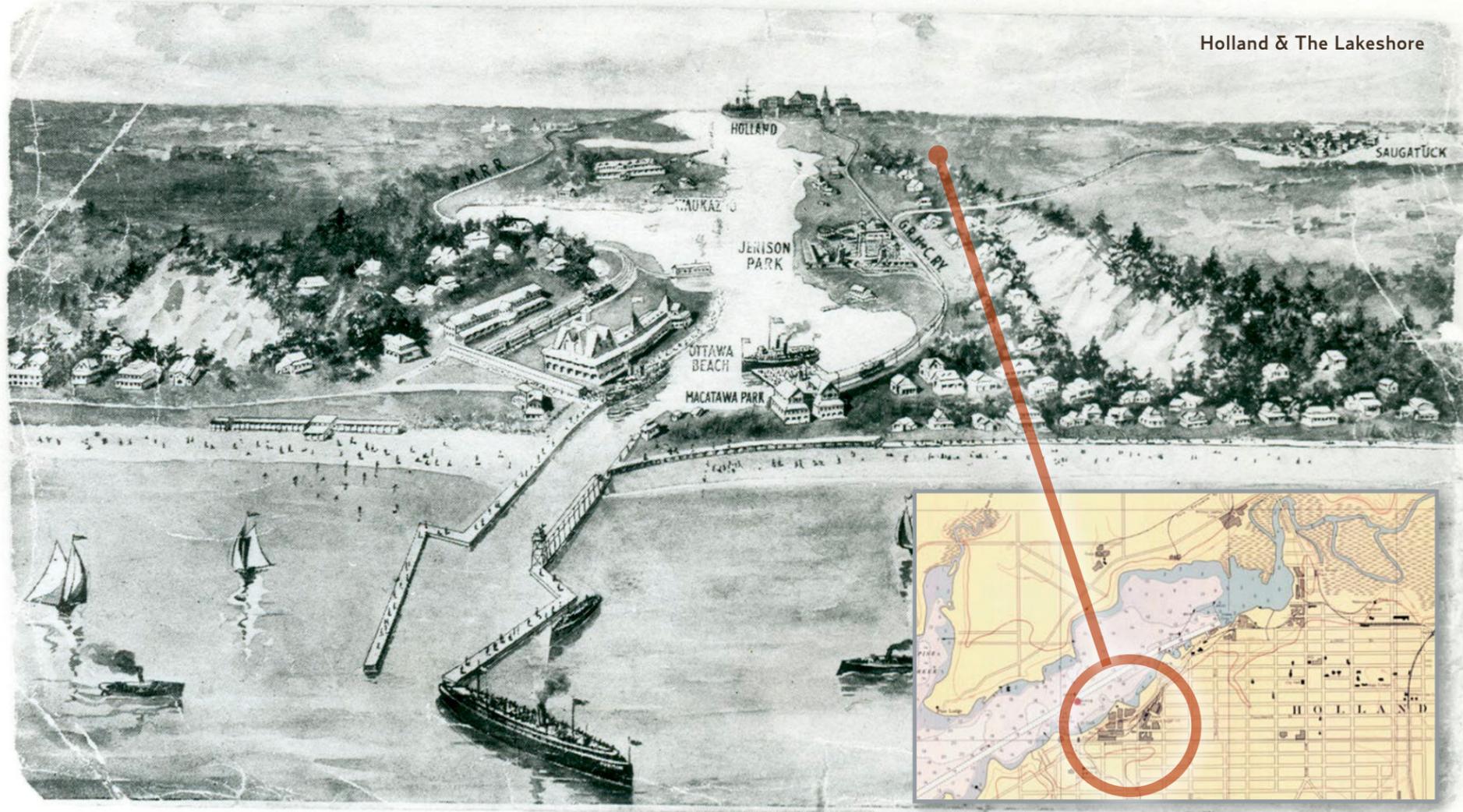
IMPLEMENTATION

- The concepts in this report demonstrate some possibilities for how the neighborhood could be improved. Other options could be proposed through private planning.
- This set of long-term vision, guiding principles, and framework for South Shore Village are meant to serve as evaluation lenses in stewarding any future developments
- The implementation framework and steps proposed are intended to be a flexible starting point for further discussions between the City of Holland and the South Shore Village Business Improvement District Board.
- In balancing priorities and resources, easier/inexpensive improvements could be pursued along with patient explorations of more complex, yet worthy major projects that may take years to materialize.

REPORT CONTENTS

- 1 NEED, OPPORTUNITY & PROCESS
- 2 CONTEXT & EXISTING CONDITIONS
- 3 COMMUNITY ENGAGEMENT, KEY ISSUES & OPPORTUNITIES
- 4 NEIGHBORHOOD VISION, GUIDING PRINCIPLES, FRAMEWORK
- 5 POTENTIAL CONCEPTS, VIEWS & STREET SECTION
- 6 PROPOSED IMPLEMENTATION FRAMEWORK & STEPS
- 7 APPENDIX: KRAFT HEINZ OFFICE BUILDING (386 W. 15TH ST.)

SOUTH SHORE VILLAGE



CONTEXT

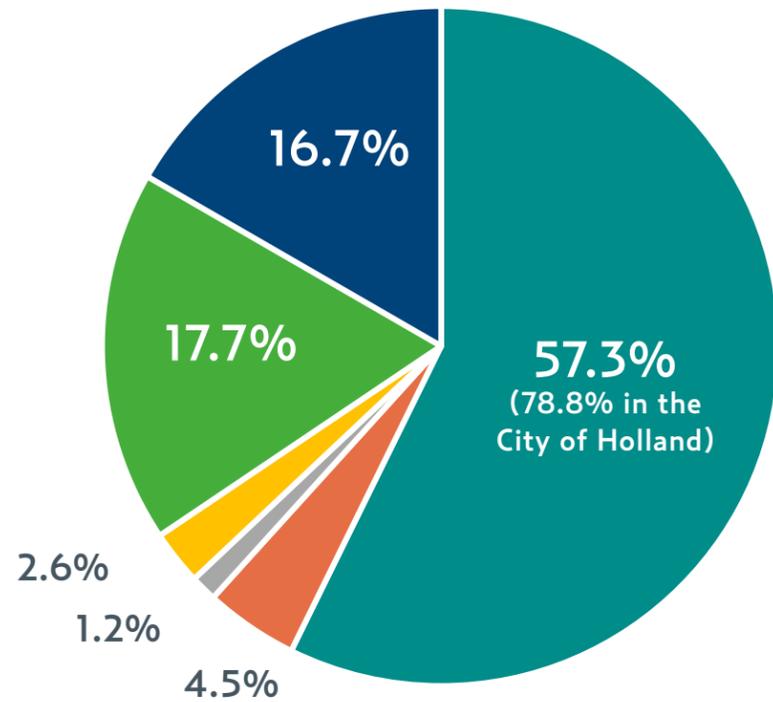
Located between the City of Holland and South Shore Drive, South Shore Village is a unique neighborhood blending waterfront access, industries, small businesses, and a mixture of housing types. In the 19th and 20th centuries, its growth had been anchored by key factories such as the Bay View Furniture Company, the Holland Sugar Company, and Heinz (one of the nation's largest pickle plants). Spurred by the shipping and railroad access, the industries have evolved over time.

Today, South Shore Drive is home to Kraft Heinz, as well as other multi-generational businesses including Repco-Lite Paints and WMI Uniforms. The entrepreneurial, creative culture of the neighborhood is evinced by the presence of:

- (i) watercraft builders, restorers, and component makers;
- (ii) culinary, baking, brewery, and liquor businesses;
- (iii) a dance studio, a jewelry and gems store, photography studios, a florist, and bridal shop;
- (iv) as well as events, health, finance, real estate, hair, and laundry services.

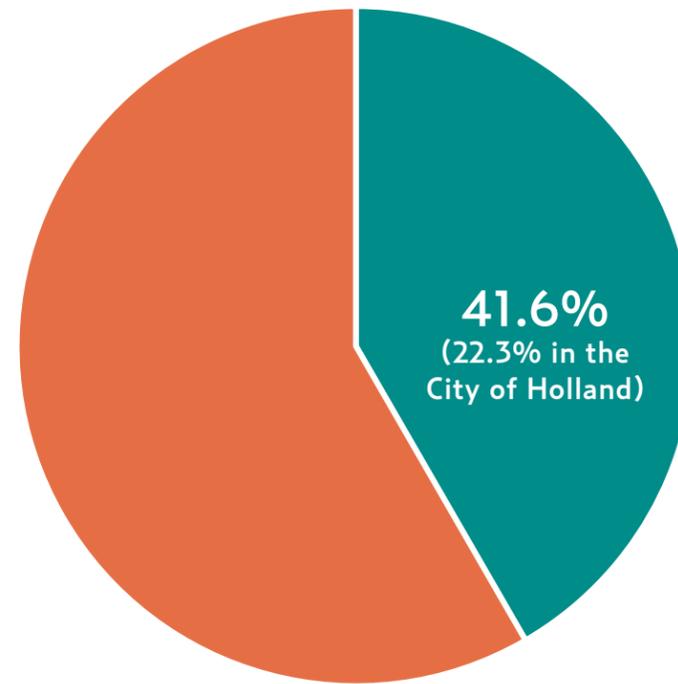
SOUTH SHORE VILLAGE

RACE



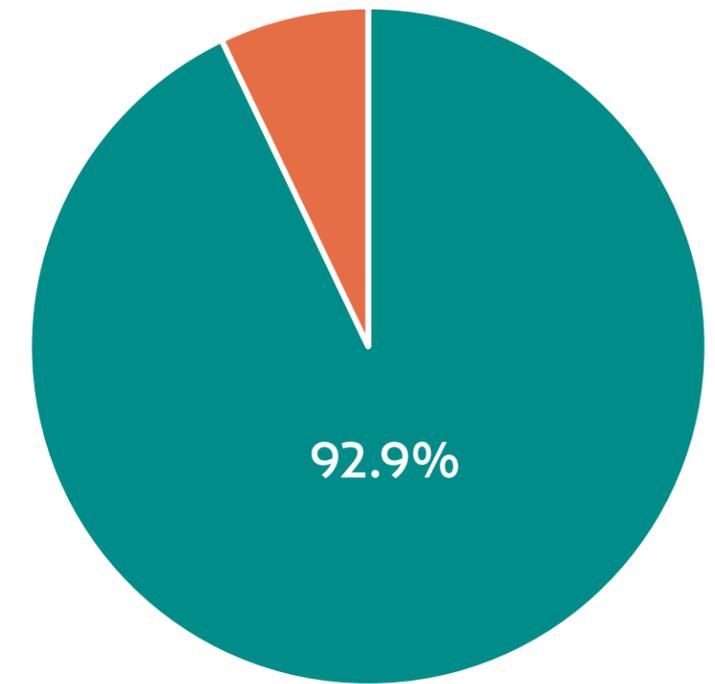
- White alone
- Black or African American alone
- American Indian and Alaska Native alone
- Asian alone
- Native Hawaiian and Other Pacific Islander alone
- Some Other Race alone
- Population of two or more races

HISPANIC ORIGIN



- Hispanic or Latino
- Not Hispanic or Latino

HOUSING OCCUPANCY



- Occupied
- Vacant

COMMUNITY

According to the 2020 Decennial Census Report, there are 2,002 residents who live in the impact area (see Map on Pg 8). Compared to the City of Holland as a whole, the neighborhood has a more diverse population.

The household median income is \$58,741, which is close to the \$58,796 for the City as a whole.

EXISTING CONDITIONS

The Existing Conditions Map (see Pg 6) shows the mix of industrial, commercial / retail, residential, and waterfront / recreation uses. It also reflects a mix of parcel sizes, lending itself to both smaller infill improvements as well as potentially larger-scale enhancements.

The village “core” is within a 5-minute walk radius, suggesting the potential for a highly walkable neighborhood. Mid-block crossings like the ones at the Heinz Waterfront Walkway, Kollen Park Drive, and 16th Street have helped to encourage easy pedestrian access.

However, gaps in the sidewalk network as well as the bike network have revealed opportunities to improve connectivity, in addition to the need for safer traffic crossings and more street trees to provide shade.

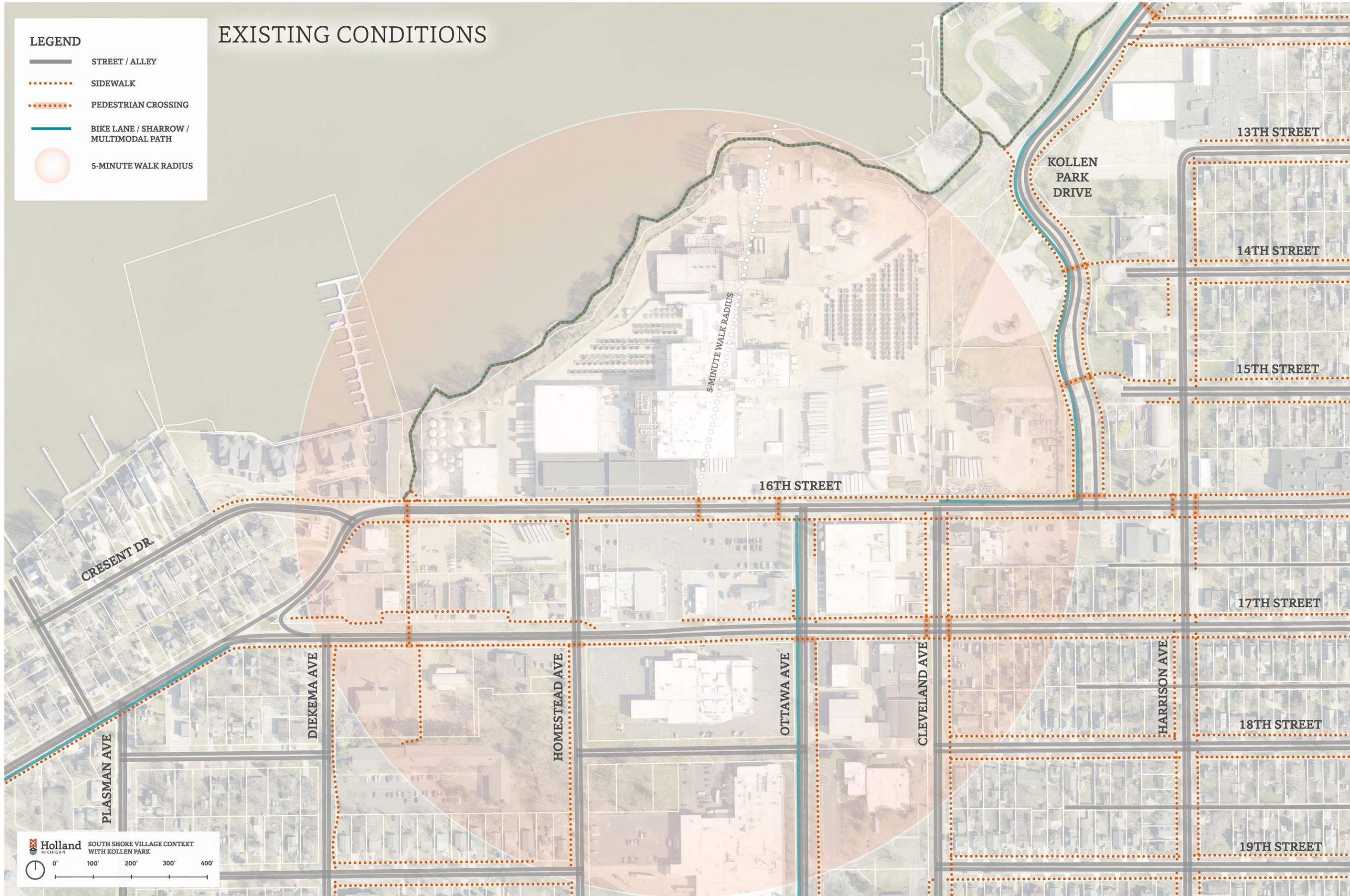
“Tactical” urban design approaches such as murals and food trucks have enlivened the neighborhood.

Based on the 2020 Decennial Census Report, of the 773 housing units in the study area, approximately 55 housing units or 7.1% of the total are vacant. Understanding the causes of vacancy would be helpful in supporting the neighborhood’s long-term residential vitality.

EXISTING CONDITIONS

LEGEND

-  STREET / ALLEY
-  SIDEWALK
-  PEDESTRIAN CROSSING
-  BIKE LANE / SHARROW / MULTIMODAL PATH
-  5-MINUTE WALK RADIUS



Holland MICHIGAN SOUTH SHORE VILLAGE CONTEXT WITH KOLLEN PARK

0' 100' 200' 300' 400'





Outdoor Dining & Events Space



Heinz Waterfront Walkway



Distinctive Murals



Outdoor Dining / Food Truck with Beers at Tulip City Brewstillery

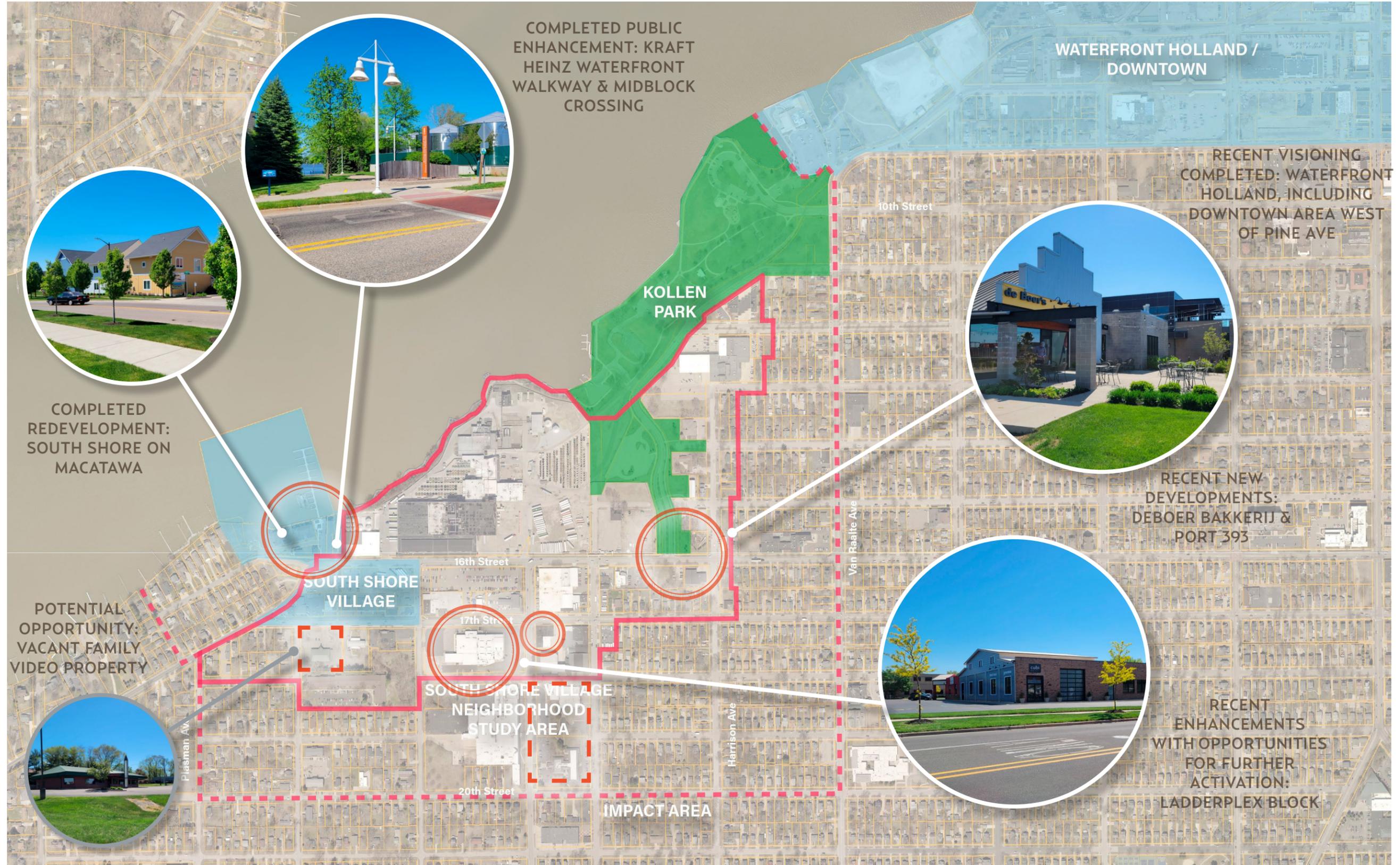


Multi-Generational Businesses



Mid-Block Crossing with Pavers

DEFINING THE NEED & OPPORTUNITY



RECENT PLANNING INITIATIVES



WATERFRONT HOLLAND VISIONING BY THE CITY OF HOLLAND,
THE HOLLAND BOARD OF PUBLIC WORKS, &
HOLLAND CHARTER TOWNSHIP (2018 - 2020. ADOPTED 2020)



South Shore Village

Kollen Park/
Heinz Waterfront Walkway

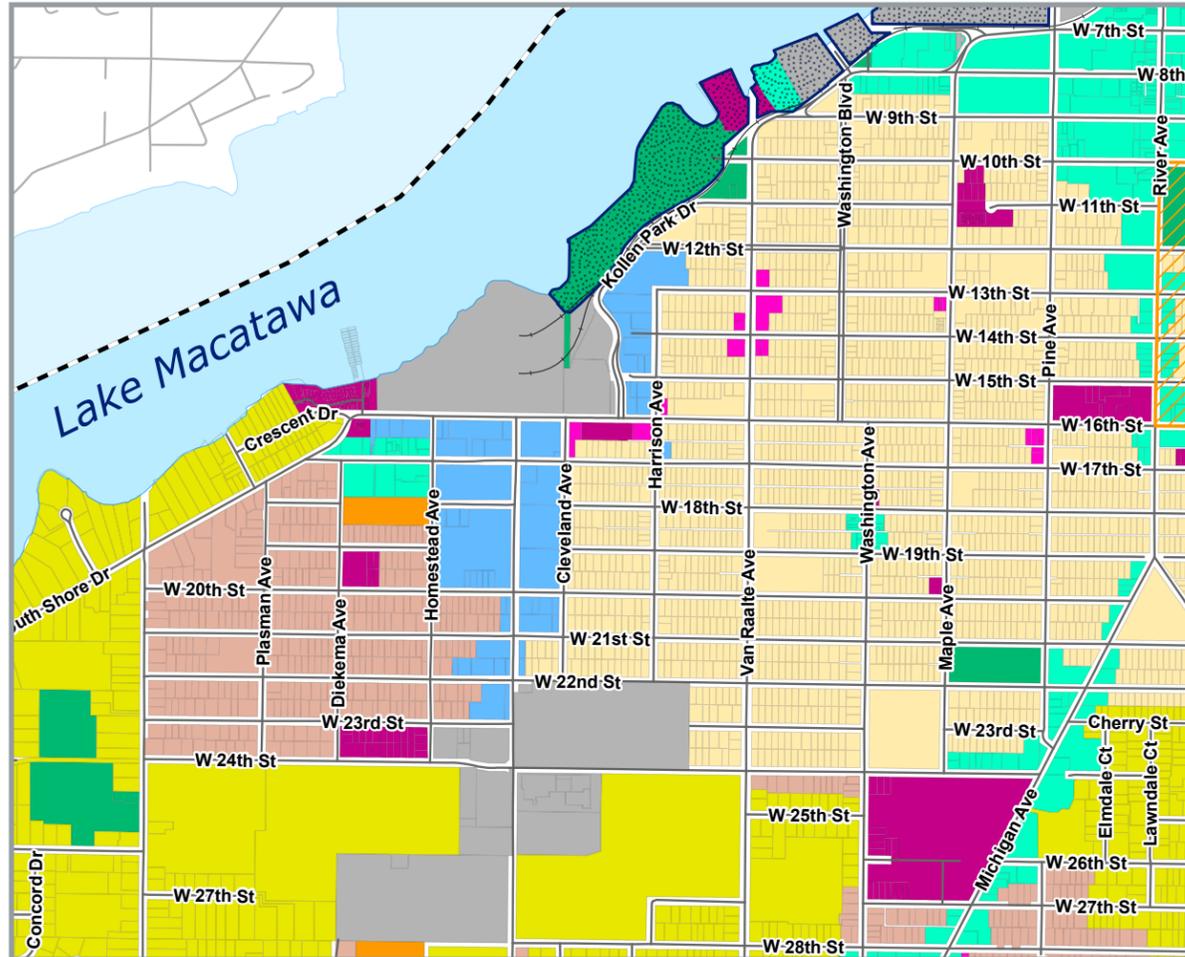
Boatwerks Waterfront Restaurant

Window on the Waterfront

Windmill Island

Holland Energy Park

RECENT PLANNING INITIATIVES



Unified Development Ordinance (UDO)

Zoning Map Section 1.05

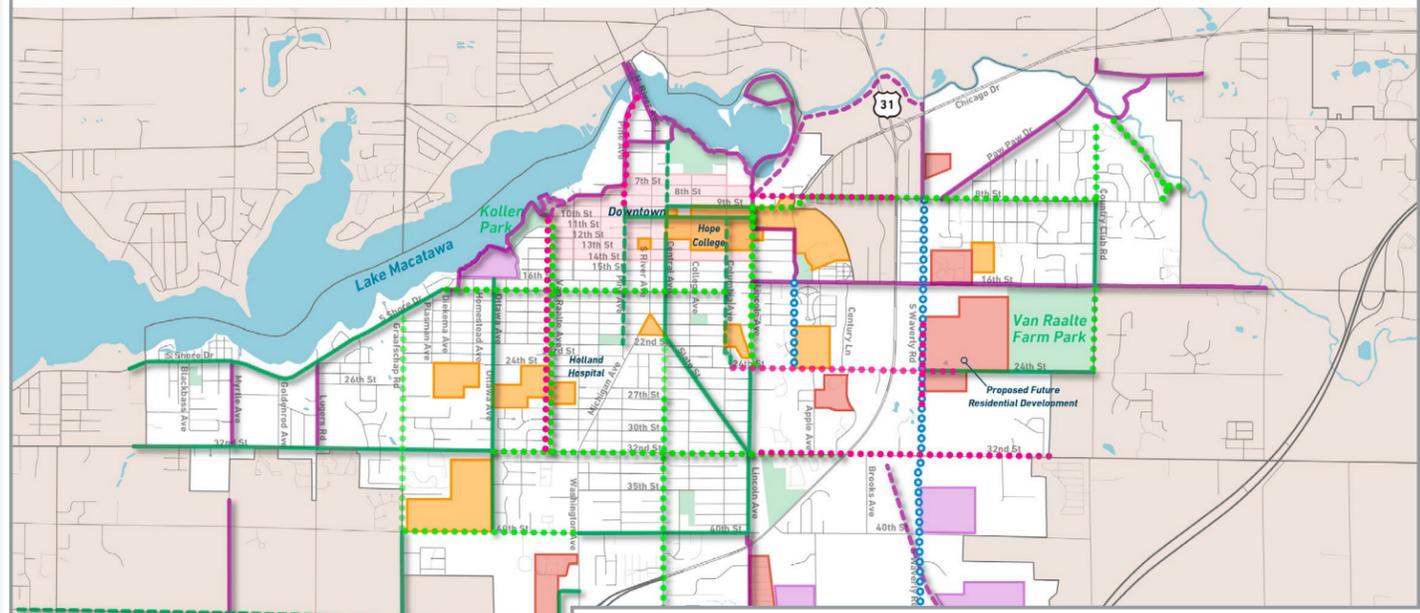
City of Holland, Michigan

August 11, 2021

- LDR - Low Density Residential
- CNR - Cottage Neighborhood Residential
- MDR - Medium Density Residential
- TNR - Traditional Neighborhood Residential
- HDR - High Density Residential
- MHR - Manufactured Housing Community
- NMU - Neighborhood Mixed Use
- CMU - Corridor Mixed Use

- RMU - Redevelopment Mixed Use
- GMU - Greenfield Mixed Use
- ED - Education
- I - Industrial
- A - Airport
- OS - Open Space
- PUD - Planned Unit Development
- F - Form Based Code
- Airport Overlay District
- Hope Neighborhood Overlay District
- Waterfront Overlay District
- Water
- Marsh

OVERALL BIKE OPTIONS



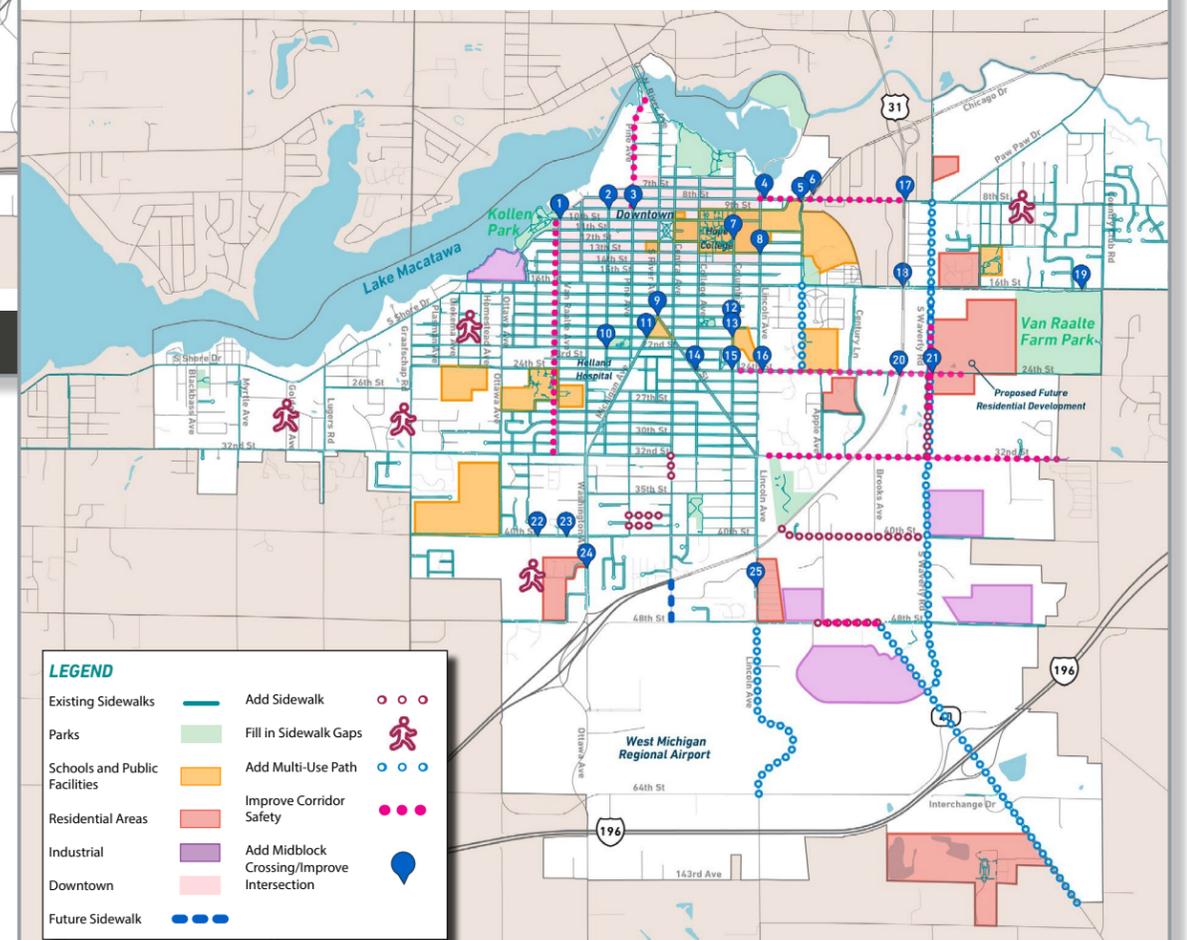
LEGEND

Existing Bike Lane	—	Downtown	—
Existing Sharrow/Shared Use Lane	—	Future Bike Lane	- - -
Existing Multi-Use Path	—	Future Multi-Use Path	- - -
Parks	■	Add Bike Lane	● ● ●
Schools and Public Facilities	■	Add Sharrow/Bike Signage	○ ○ ○
Residential Areas	■	Add Multi-Use Path	○ ○ ○
Industrial Areas	■	Improve Corridor Safety	● ● ●

HOLLAND | NON-MOTORIZED TRANSPORTATION PLAN

CITY OF HOLLAND UNIFIED DEVELOPMENT ORDINANCE (ADOPTED 2021) & NON-MOTORIZED TRANSPORTATION PLAN (ADOPTED 2022)

OVERALL PEDESTRIAN OPTIONS



LEGEND

Existing Sidewalks	—	Add Sidewalk	○ ○ ○
Parks	■	Fill in Sidewalk Gaps	■
Schools and Public Facilities	■	Add Multi-Use Path	○ ○ ○
Residential Areas	■	Improve Corridor Safety	● ● ●
Industrial	■	Add Midblock Crossing/Improve Intersection	●
Downtown	■		
Future Sidewalk	- - -		



SHORE SHORE VILLAGE BID BOARD



BOB BYARS
KING'S COVE / RETAIL CENTER
PROPERTIES



JACOB DEBOER
DEBOER BAKKERIJ



DREW DURHAM



CANDICE GRANT
PORT 393



CATIE HAUCH
DANCE UNITED



PAUL MIXA
CUBI MARKET



MIKE LAWSON
SOUTH SHORE REALTY



JOHN SILVA
JP GEMS



MARK VANDERPLOEG
CITY OF HOLLAND



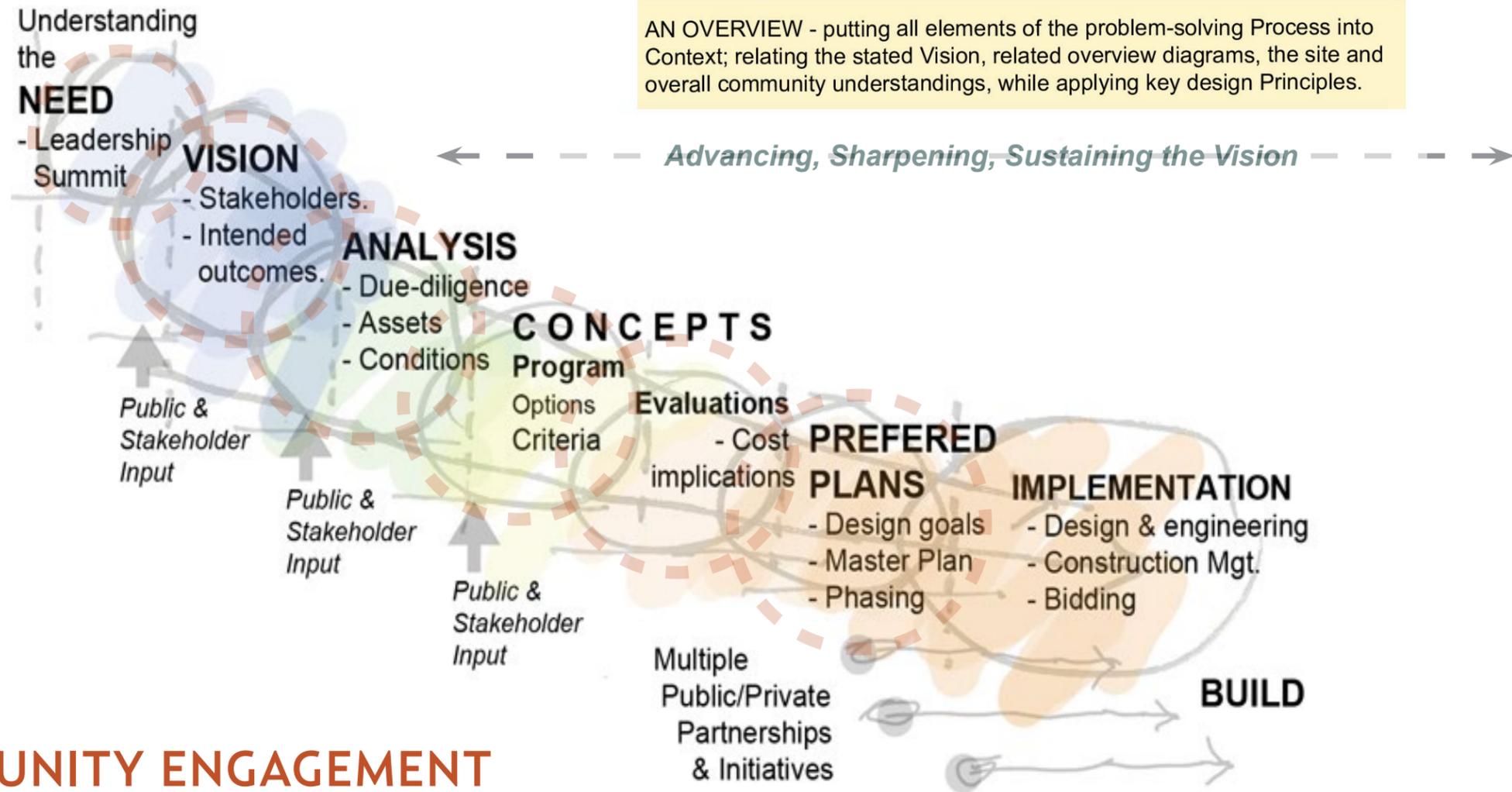
GOALS & OUTCOMES

- 1 TAKE STOCK OF EXISTING CONDITIONS & PROGRESS SINCE THE 2006 SOUTH SHORE VILLAGE ENHANCEMENT STUDY
- 2 ALIGN NEEDS & OPPORTUNITES OF RESIDENTS, BUSINESSES & OTHER STAKEHOLDERS
- 3 CAST A COHERENT VISION & COMMUNITY-ORIENTED ROADMAP TO GUIDE THE FUTURE OF THE NEIGHBORHOOD

OVERALL PROCESS

FRAMEWORK THINKING

AN OVERVIEW - putting all elements of the problem-solving Process into Context; relating the stated Vision, related overview diagrams, the site and overall community understandings, while applying key design Principles.



Credit: William J. Johnson

COMMUNITY ENGAGEMENT

JUNE 2: STAKEHOLDER WORKSHOP
COMMUNITY OPEN HOUSE

JULY 21: 2ND OPEN HOUSE
(SUMMER 2022)

PLAN REFINEMENTS

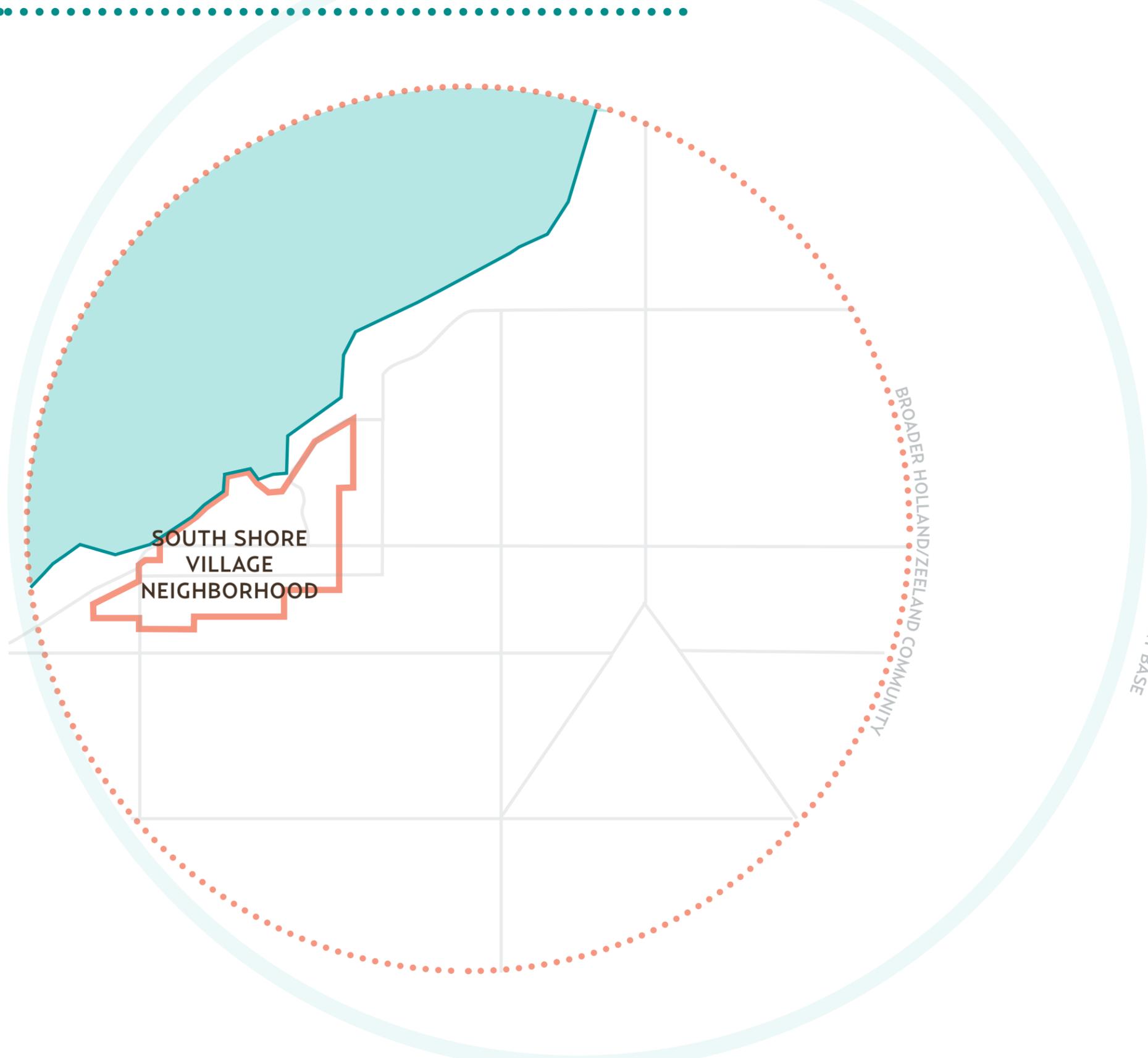
RECOMMENDATION

ADOPTION

IMPLEMENTATION

ITERATIVE REFINEMENTS

ENGAGEMENT STRATEGY



IN-PERSON

- STAKEHOLDER WORKSHOP
- COMMUNITY FEEDBACK BOARDS IN THE NEIGHBORHOOD & HERRICK DISTRICT LIBRARY
- 2 OPEN HOUSES
- SSV BID BOARD REVIEWS

ONLINE

- SOUTH SHORE VILLAGE WEBPAGE
- ONLINE FEEDBACK FORM

GENERAL COMMUNICATIONS (CITY OF HOLLAND)

- POSTCARD INVITES
- EMAIL INVITES
- PRESS RELEASES
- NEXTDOOR
- FACEBOOK
- ENGLISH & SPANISH

COMMUNITY OUTREACH



Holland
MICHIGAN

▶ BUILDING

▶ ZONING

▶ PLANNING

▶ PROGRAMS

▶ RENTALS & CODES

Current Applications Under Review

Development Guide & Applications

Adopted Master Plan

Special Study Areas

Housing Development Support

South Shore Village Neighborhood Area Plan

BACKGROUND

Since the 2005 South Shore Village District Enhancement Study was undertaken, the neighborhood and the broader environs have seen steady, significant changes:

- New developments and projects (e.g. Heinz Waterfront Walkway, South Shore on Macatawa, deBoer's Bakkerij, Port 393, Ladder Plex Businesses)
- Recent vacancies or redevelopment opportunities
- Recent planning initiatives (e.g. Waterfront Holland, Unified Development Ordinance, Non-Motorized Plan)

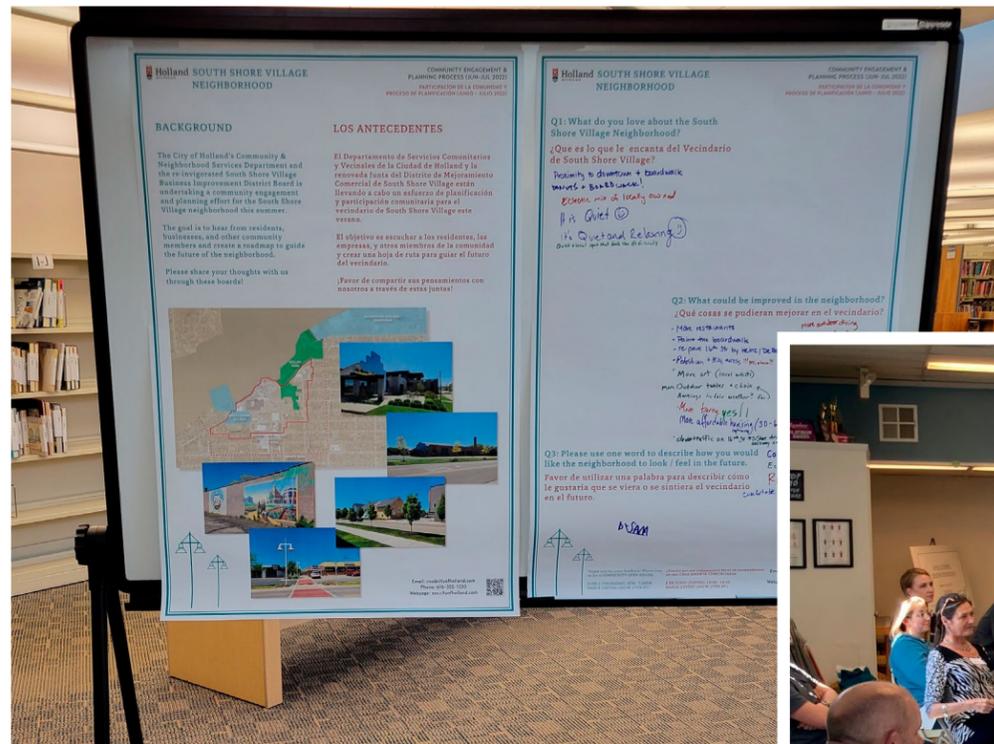
Community & Neighborhood Services

[Email Community and Neighborhood Services](#)

Physical Address
270 S River Avenue
3rd Floor
Holland, MI 49423

Phone: 616-355-1330
Fax: 616-546-7058

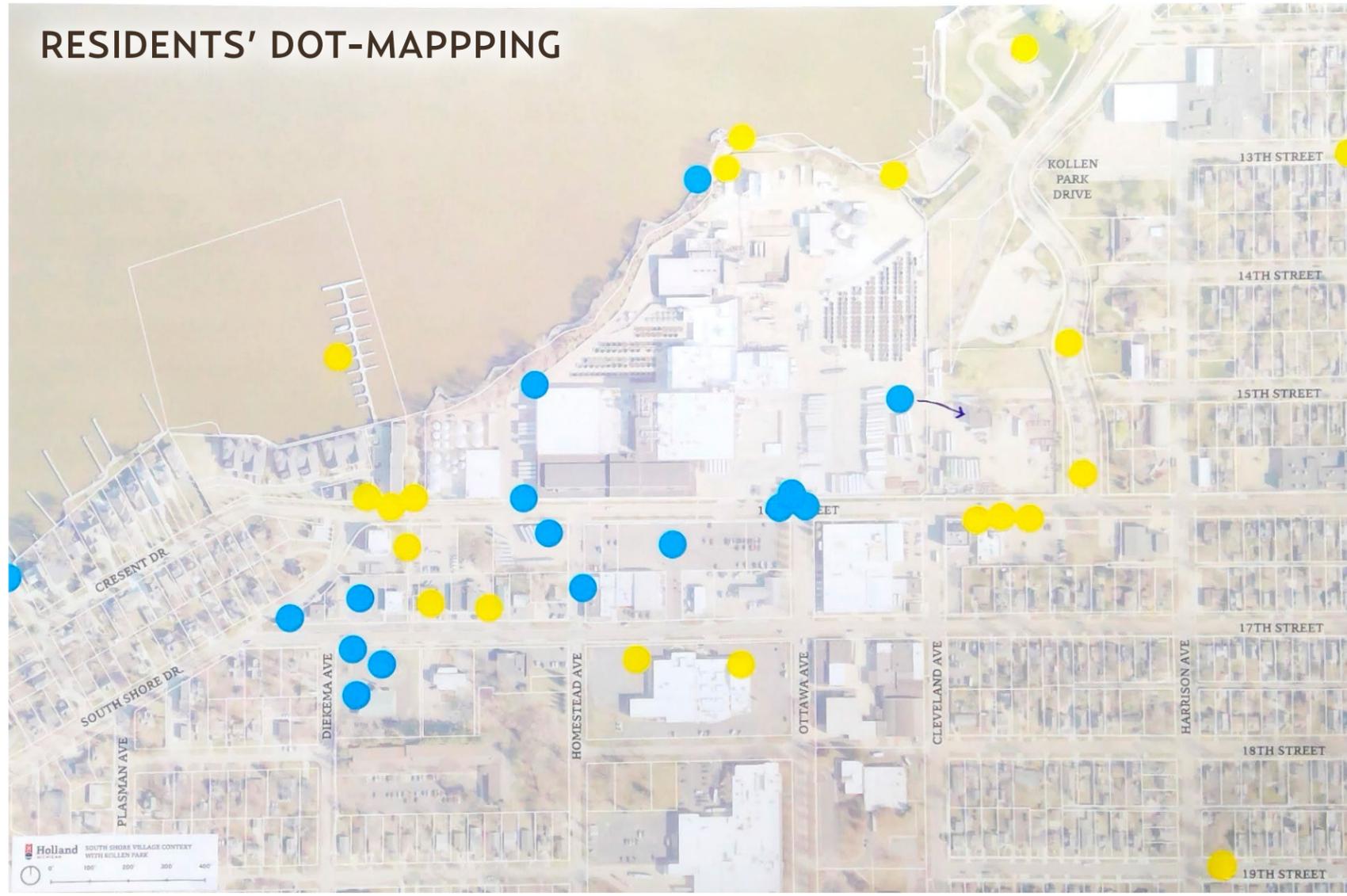
The City of Holland designated South Shore Village as a Business Improvement District (BID) and established an appointed Board to provide oversight in the district. The BID was dormant for a couple years due to the pandemic, but was formally re-established and reinvigorated in 2021 to support and help guide improvements in the



COMMUNITY OUTREACH



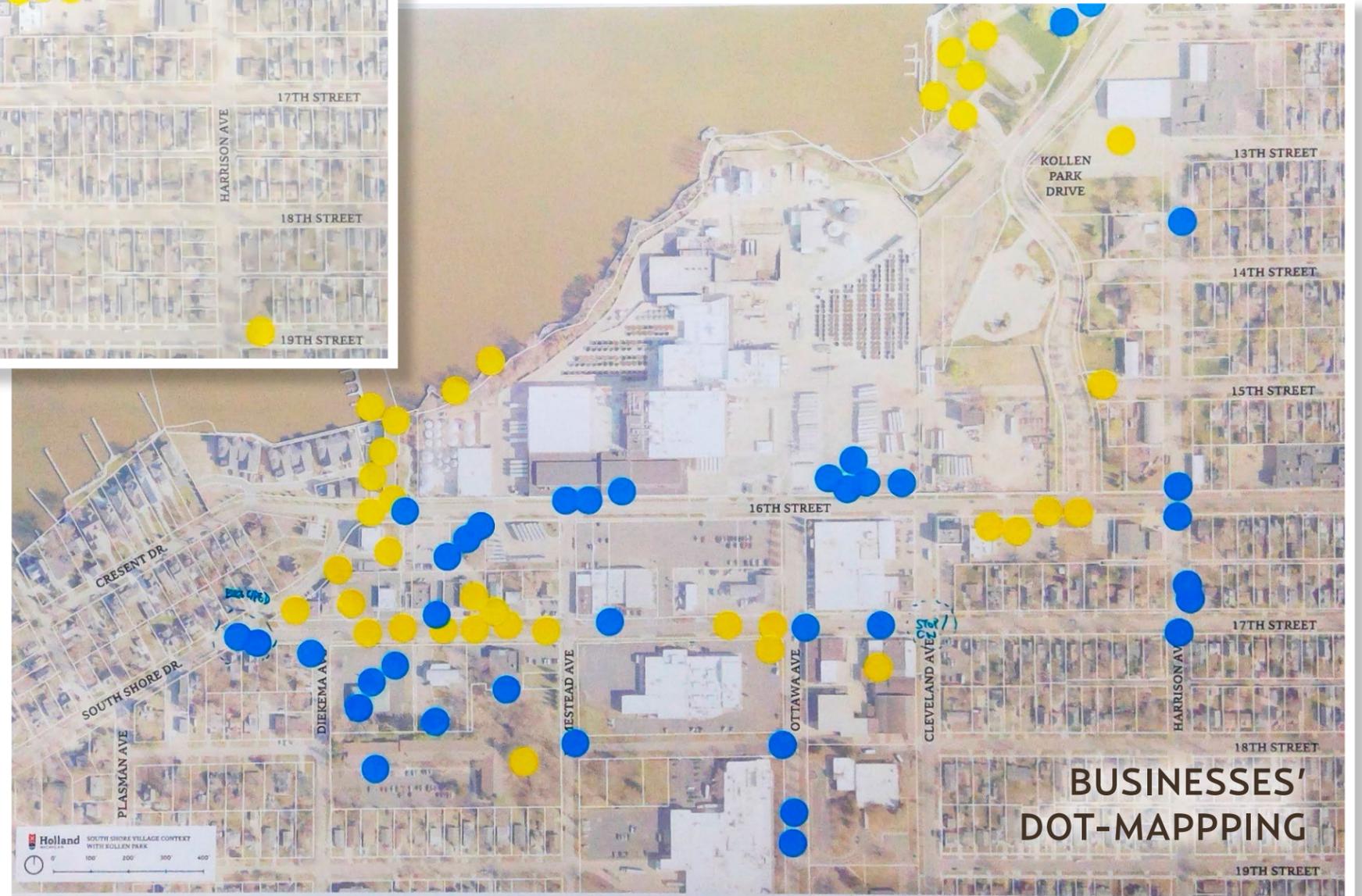
RESIDENTS' DOT-MAPPING



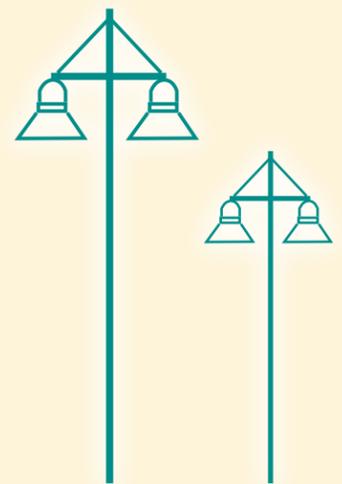
DOT-MAPPING



-  STRENGTH
-  OPPORTUNITY



BUSINESSES' DOT-MAPPING



WHAT DO YOU LOVE ABOUT SOUTH SHORE VILLAGE?

LOCAL PLACE THAT FEELS LIKE IT IS FOR LOCALS

ECLECTIC MIX OF BUSINESSES / NEIGHBORHOOD SERVICES

BUSINESSES HAVE THEIR SPECIAL NICHE

RELAXING

PROXIMITY TO THE AQUATIC CENTER

PROXIMITY TO SCHOOLS

NAUTICAL CHARACTER

CONVENIENCE

DONUTS

HEINZ BOARDWALK

UNIQUE BOATING, INDUSTRIAL HISTORY

SENSE OF DESTINATION

MULTIGENERATION, MULTILINGUAL, MULTICULTURAL NEIGHBORHOOD

INDUSTRIAL AESTHETIC

CURVILINEAR NATURE OF KOLLEN PARK DRIVE

LITTLE SECRET

VIEWS OF THE WATER

CHERRY TREES

PROXIMITY TO DOWNTOWN

BIKING CULTURE

ACCESS TO KOLLEN PARK

SMALL BUSINESSES

LOCAL STORES

ACCESS TO THE WATER

ART / MURALS

LESS TOURISTS

FRIENDLY NEIGHBORS

ACCESSIBLE PARKING

GREEN SPACE / BEAUTIFICATION
 (Y-INTERSECTION, SHADE TREES PLANTER BEDS)

WALKABILITY

MAX (PUBLIC TPT) ACCESS

PAINT THE BOARDWALK

CENTRAL GATHERING SPACE

MORE BARNES

PEDESTRIAN & BIKE ACCESS
 (Consistent Sidewalks)

PAINT SSV PARKING LOT & ADD DIRECTION ARROWS

MORE EVENING / WEEKEND DINING HOURS

LIGHTING

REPAVE 16TH STREET

WOODS BEHIND WILDWOOD CREEK (Safety)

AWNINGS / SHADE

INTERSECTION 16TH / OTTAWA
 (3-Way Stop Signs? Flashing Lights? Slow the Traffic)

ENFORCEMENT (Farm Animals)

CLEANLINESS / TRASH RECEPTACLES

YEAR-ROUND OUTDOOR ACTIVITIES / EVENTS

HEINZ BOARDWALK ACCESS IN THE WINTER

LOCKSMITH

HAIR SALON

OUTDOOR DINING / SIDEWALK SEATING

17TH ST

FAMILY VIDEO

MORE HOUSING OPTIONS
 (Townhomes. Small Cottages. Affordable Housing 30% - 60% AMI)

HEINZ FENCE (Safety)

(Inhospitable. Fast Traffic.)

RESTAURANTS (Place for Dinner / Small Fine Dining)

ODORS

BIKE RACKS

CLEARER PATH TO THE WATER

RESIDENT MEMBERSHIP DOG PARK

OUTDOOR FIRE PIT

SPLASH PAD

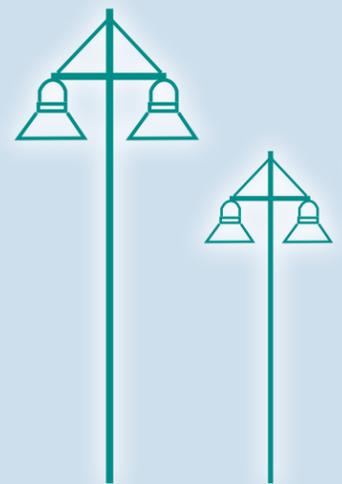
MORE RESTAURANTS (Place for Dinner / Small Fine Dining)

ATTENTION TO RENTALS

BETTER SIGNAGE

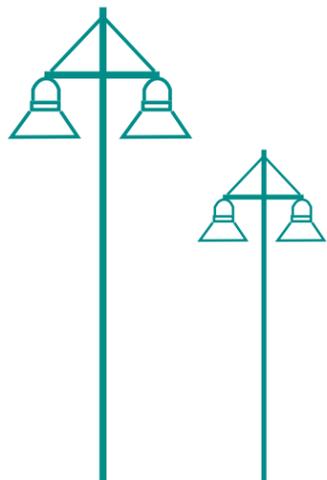
MORE ART/ MURALS

WHAT COULD BE IMPROVED IN THE NEIGHBORHOOD?



ONE WORD TO DESCRIBE THE ASPIRED CHARACTER

ACTIVE USES
COTTAGE
RUSTIC
GREEN
WALKABLE
ENERGIZED
NEIGHBORHOOD
COASTAL / NAUTICAL
FUN / EXCITING
APPROACHABLE / WELCOMING / INVITING
ECLECTIC
OPEN
SAFE
COMMUNITY
BEAUTIFUL
COMFORTABLE / COZY
UNIQUE
CONNECTED
HEALTHY
ACCESSIBLE
FRIENDLY
FOR LOCALS



VISUAL PREFERENCE SURVEY FINDINGS



Holland MICHIGAN SOUTH SHORE VILLAGE NEIGHBORHOOD

COMMUNITY ENGAGEMENT & PLANNING PROCESS (JUN-JUL 2022)
PARTICIPACIÓN DE LA COMUNIDAD Y PROCESO DE PLANIFICACIÓN (JUNIO - JULIO 2022)

VISUAL PREFERENCE SURVEY
The following are some examples of mixed use developments and housing.
Which of these do you prefer?

ENCUESTA DE PREFERENCIAS VISUALES
Los siguientes son algunos ejemplos de desarrollos de uso mixto y viviendas.
¿Cuál de estos prefieres?

Email: cns@cityofholland.com
Phone: 616-355-1330
Webpage: ssv.cityofholland.com

BUSINESSES

Holland MICHIGAN SOUTH SHORE VILLAGE NEIGHBORHOOD

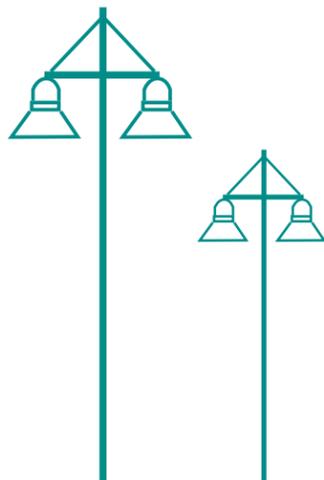
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RESIDENTS



KEY ISSUES & OPPORTUNITIES

.....

16TH STREET / OTTAWA, 16TH / KOLLEN PARK DRIVE, 17TH STREET TRAFFIC SAFETY

- Slow traffic and calm the street
- Provide safe pedestrian crossings at Ottawa Ave & Kollen Park Drive (e.g. stop signs, flashing signs, bump outs)

NON-MOTORIZED & PUBLIC TRANSPORTATION CONNECTIVITY

- Complete the sidewalk system
- Create a bike lane along 17th Street to strengthen bicyclist safety and integration with the South Shore Drive and Kollen Park bike lanes
- Explore additional / alternative stops for the MAX Transit routes

STREETScape / LANDSCAPING

- Enhance the streetscape and provide opportunities for additional greening, shade, and beauty
- Incorporate trash receptacles as part of the streetscape to maintain the overall cleanliness
- Explore potential of placing overhead electrical lines underground
- Increase urban tree canopy

SHORELINE PROTECTION

- Protect and stabilize the shoreline along the Heinz Boardwalk for long-term property and public safety due to recent erosion as a result of the high lake levels

PARKING

- Provide clear and adequate parking
- Explore potential for shared parking arrangement with Heinz

ALL-SEASON USE & ACTIVATION

- Identify opportunities for all-season use and activation (e.g. outdoor dining, gathering, events, concerts, hair salon, fine dining, longer evening hours)
- Ensure coherence of South Shore Village

LIGHTING & SAFETY

- Lighting for overall neighborhood safety and evening appeal

SIGNAGE / WAYFINDING

- Improve signage to welcome and direct traffic to South Shore Village (similar to Washington Square)
- Consider location, design, and identity

PUBLIC ART / MURALS

- Identify additional opportunities to incorporate public art and murals

REDEVELOPMENT OPPORTUNITIES

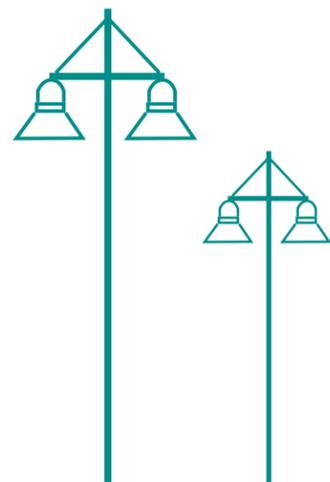
- Identify parcels or portions of parcels which could be explored for redevelopment opportunities, including mixed use and housing, and the historic brick building within the Heinz property

VISION STATEMENT & GUIDING PRINCIPLES

.....

SOUTH SHORE VILLAGE ...

A WELCOMING, WALKABLE, VIBRANT NEIGHBORHOOD OF NAUTICAL CHARACTER ANCHORED BY AN ECLECTIC MIX OF LOCAL CRAFTS, SERVICES & INDUSTRIES.



CONNECT

- Complete the non-motorized access within the neighborhood, ie. sidewalks and bike lanes / paths
- Strengthen the access and connection to the broader community, including Kollen Park, Downtown, the Aquatic Center

CALM

- Slow the traffic along 16th and 17th Street
- Provide safe pedestrian and bicyclist crossings at key intersections / midblock connectors

GREEN / BEAUTIFY

- Enhance the streetscape and provide opportunities for additional greening, shade, and beauty

DISTINGUISH

- Distinguish the key gateways to South Shore Village with visible, unique signage

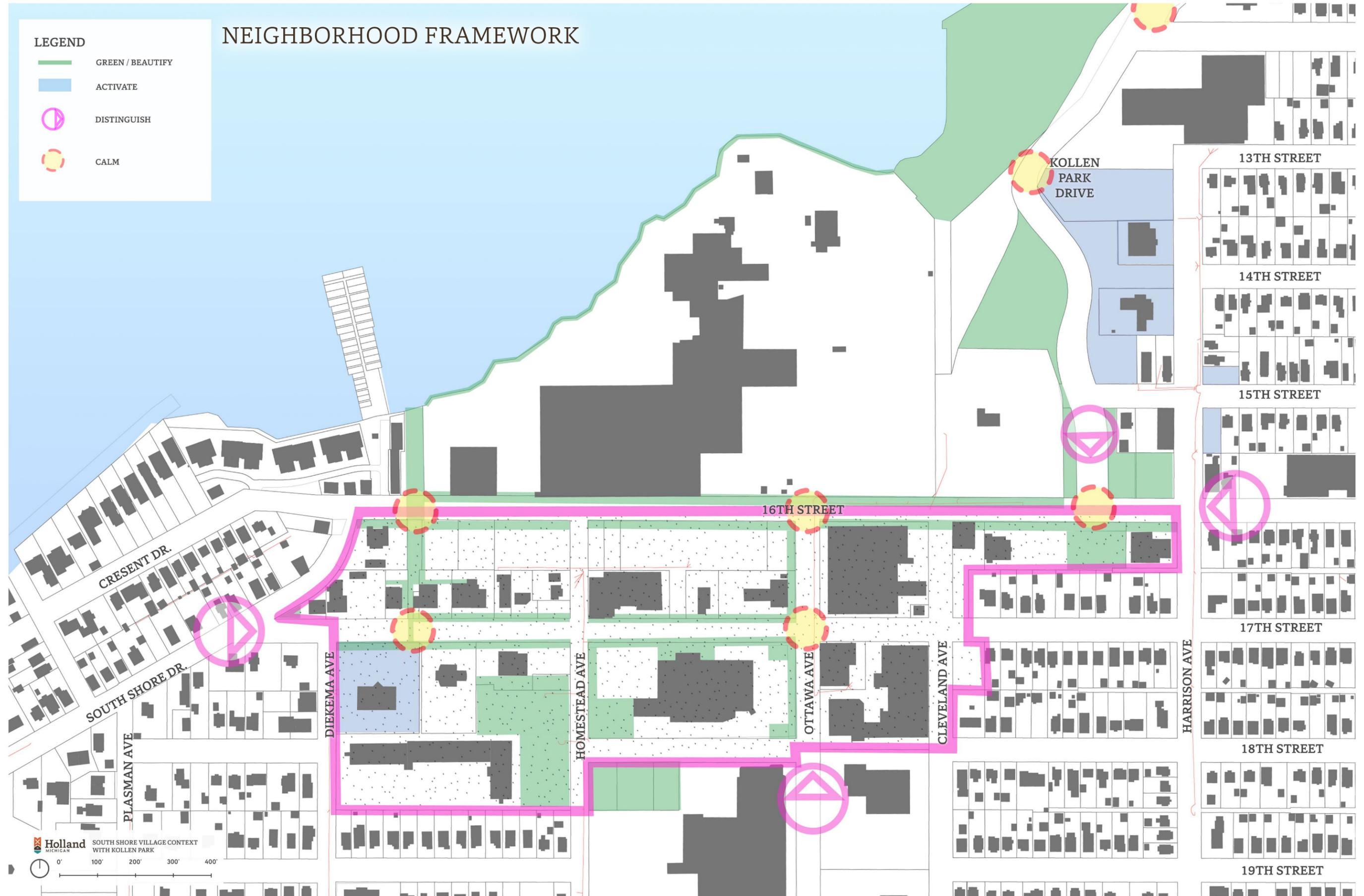
ACTIVATE

- Identify parcels or portions of parcels which could be explored for redevelopment opportunities, including mixed use and housing, and the historic brick building within the Heinz property

NEIGHBORHOOD FRAMEWORK

LEGEND

- GREEN / BEAUTIFY
- ACTIVATE
- ⊕ DISTINGUISH
- CALM



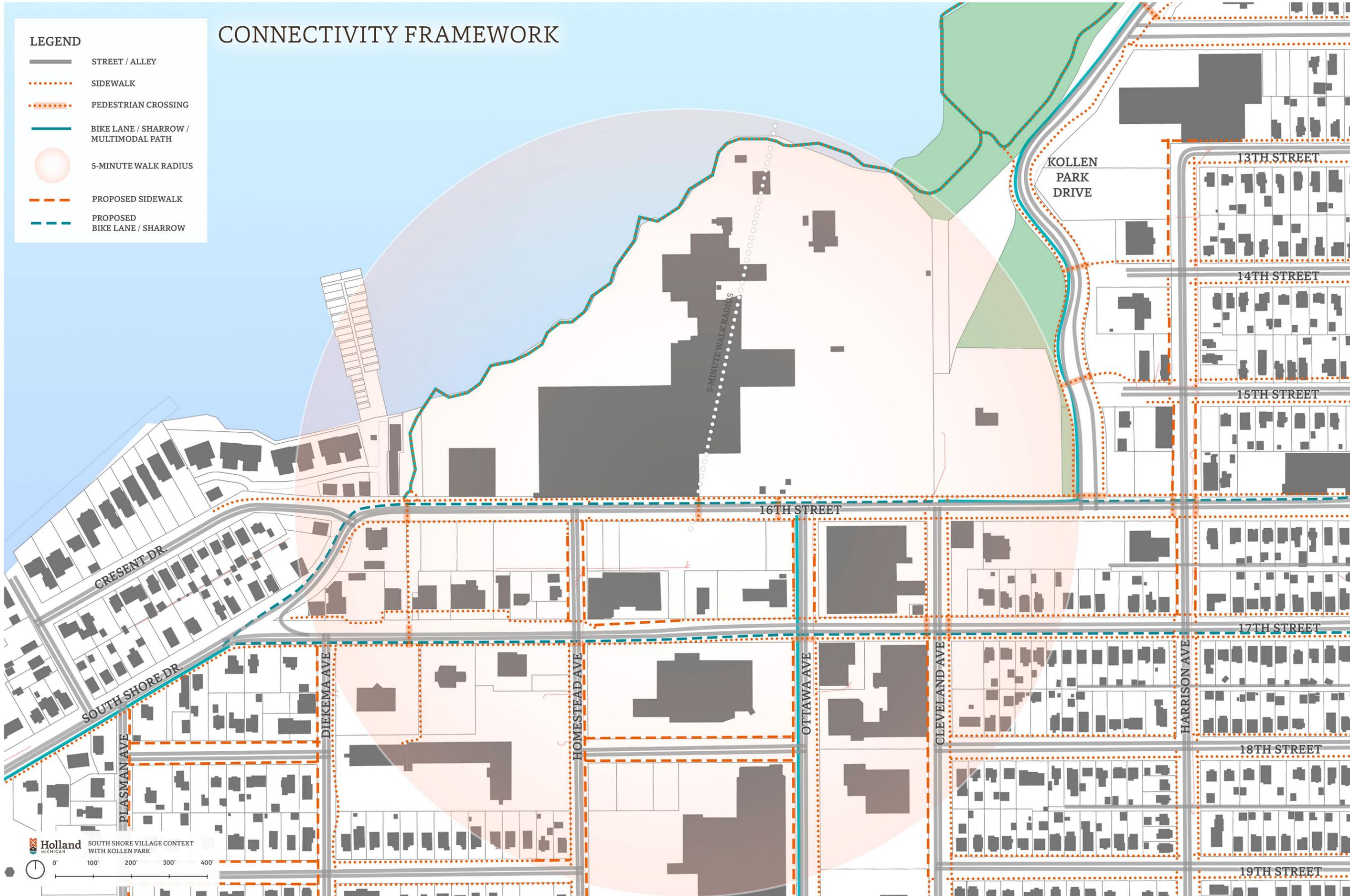
Holland MICHIGAN SOUTH SHORE VILLAGE CONTEXT WITH KOLLEN PARK



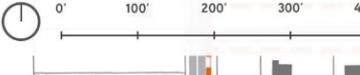
CONNECTIVITY FRAMEWORK

LEGEND

-  STREET / ALLEY
-  SIDEWALK
-  PEDESTRIAN CROSSING
-  BIKE LANE / SHARROW / MULTIMODAL PATH
-  5-MINUTE WALK RADIUS
-  PROPOSED SIDEWALK
-  PROPOSED BIKE LANE / SHARROW

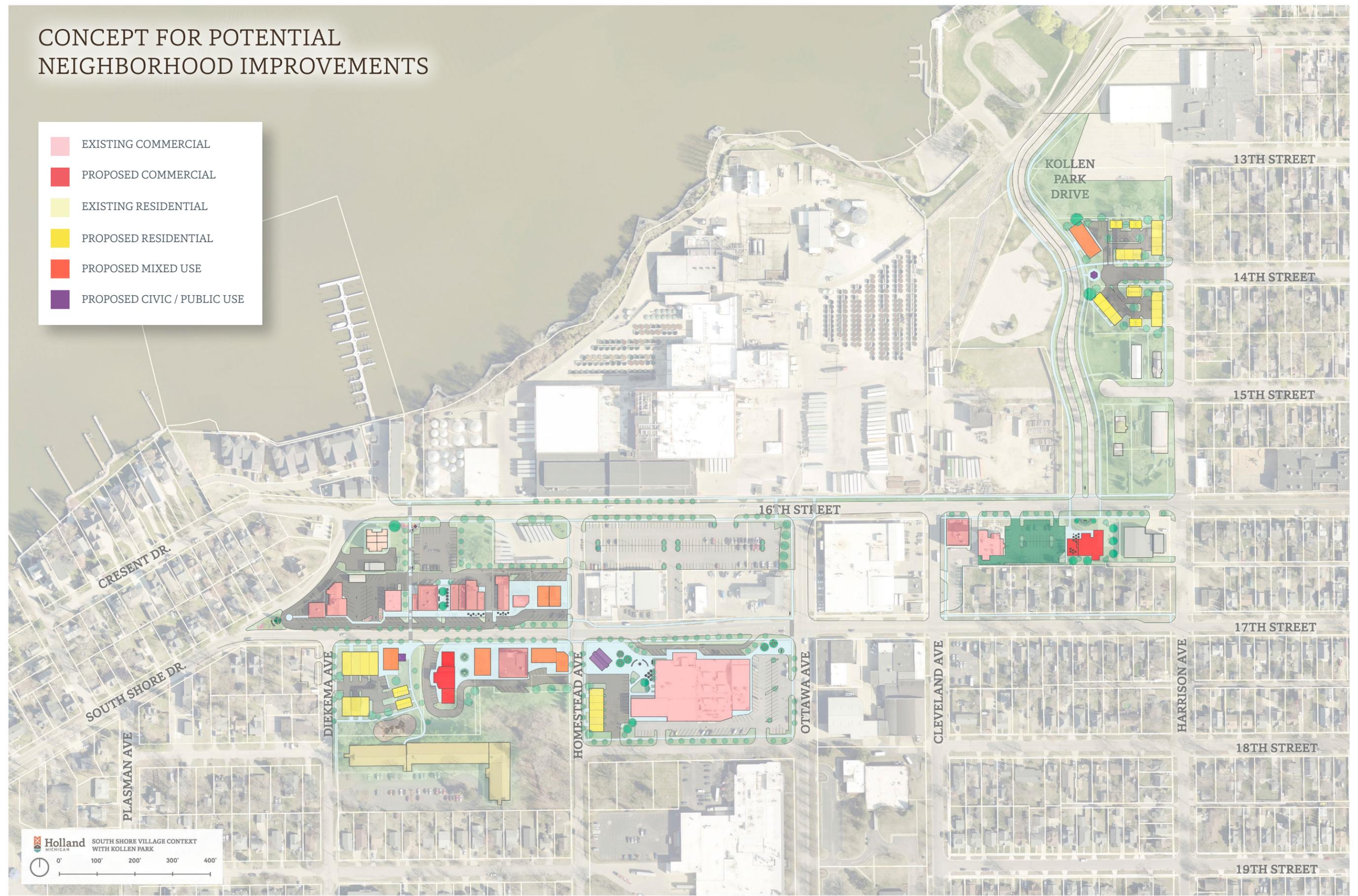


Holland MICHIGAN SOUTH SHORE VILLAGE CONTEXT WITH KOLLEN PARK



CONCEPT FOR POTENTIAL NEIGHBORHOOD IMPROVEMENTS

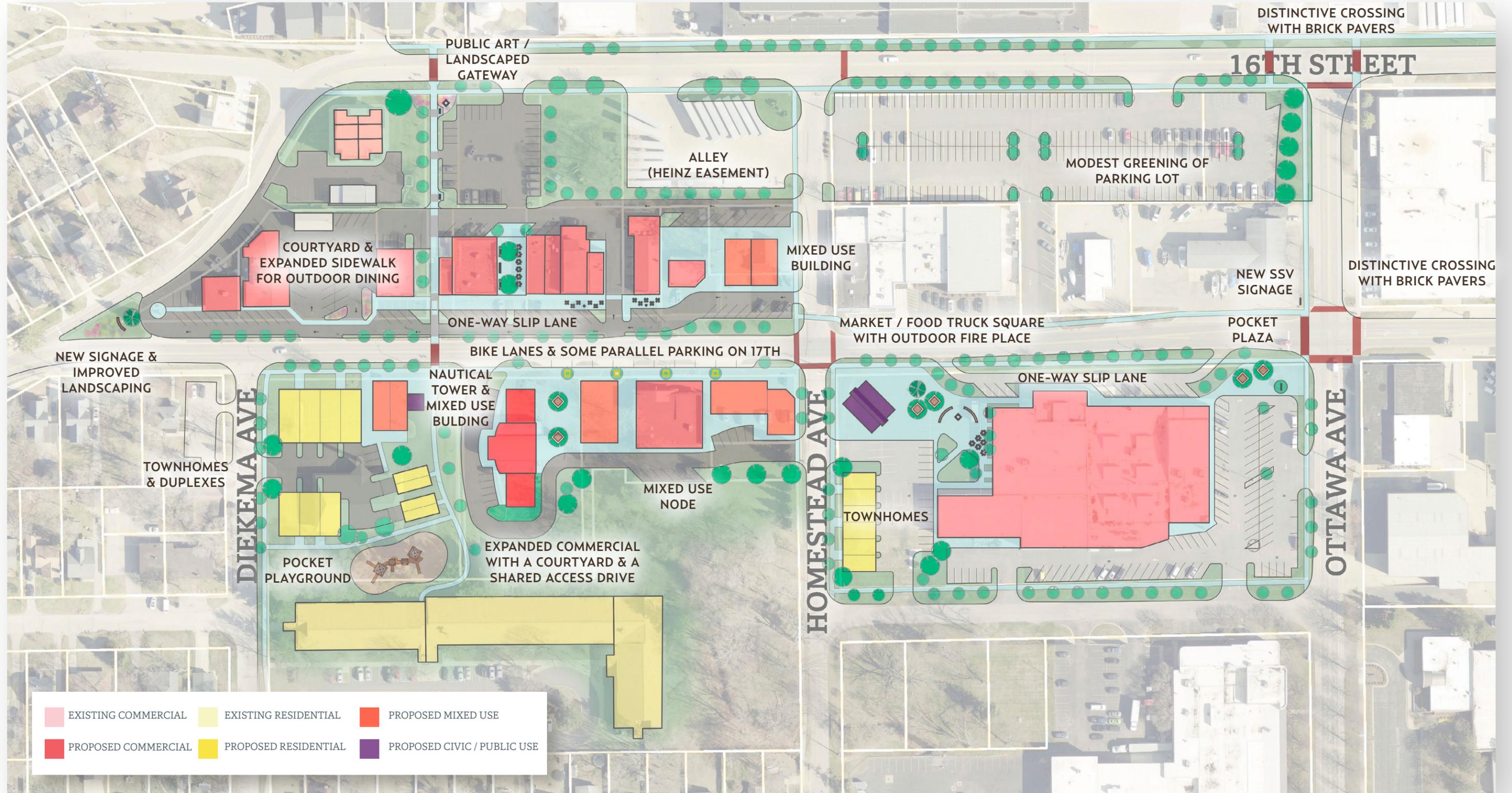
- EXISTING COMMERCIAL
- PROPOSED COMMERCIAL
- EXISTING RESIDENTIAL
- PROPOSED RESIDENTIAL
- PROPOSED MIXED USE
- PROPOSED CIVIC / PUBLIC USE



Holland MICHIGAN
 SOUTH SHORE VILLAGE CONTEXT
 WITH KOLLEN PARK

0' 100' 200' 300' 400'

SOUTH SHORE VILLAGE CORE



VIEW FROM 16TH / HEINZ BOARDWALK CROSSING



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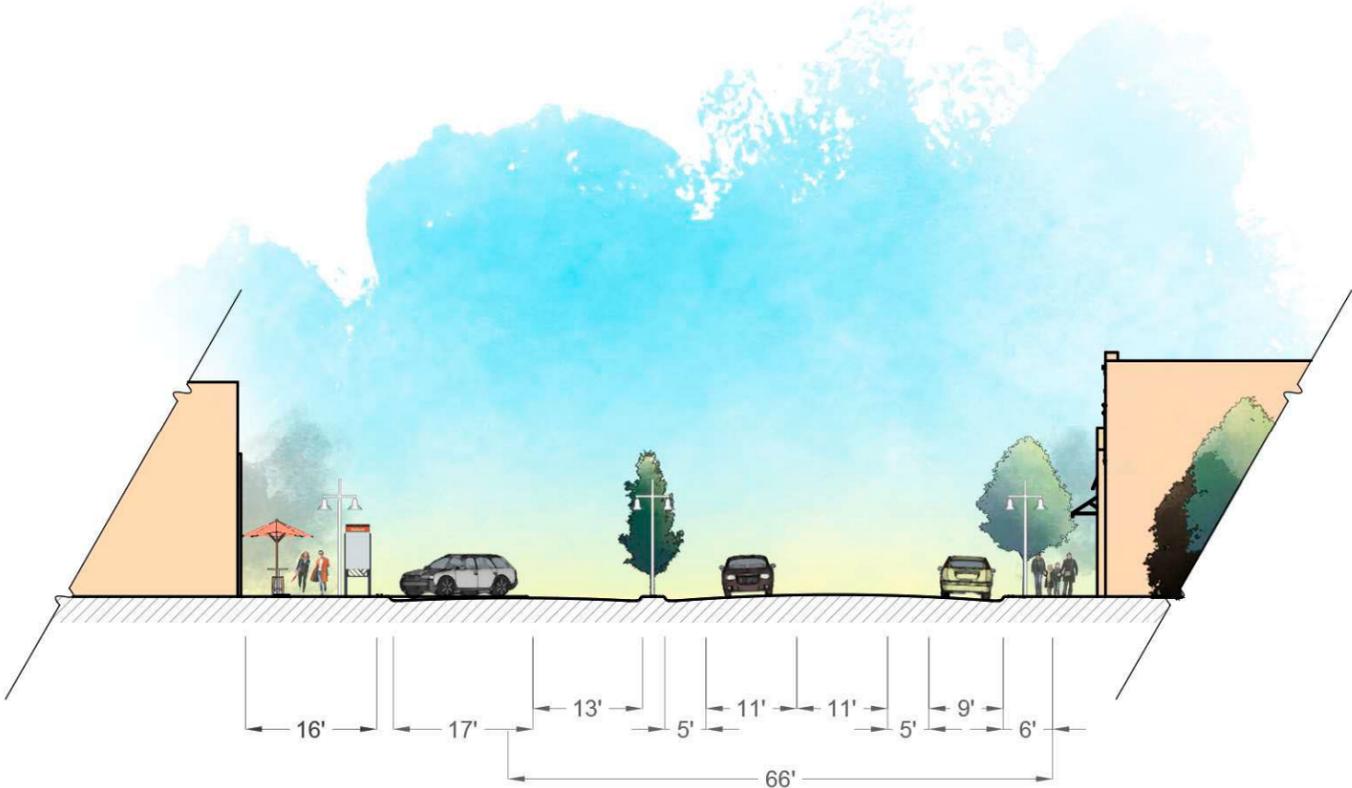
VIEW LOOKING EAST ON 17TH ST.



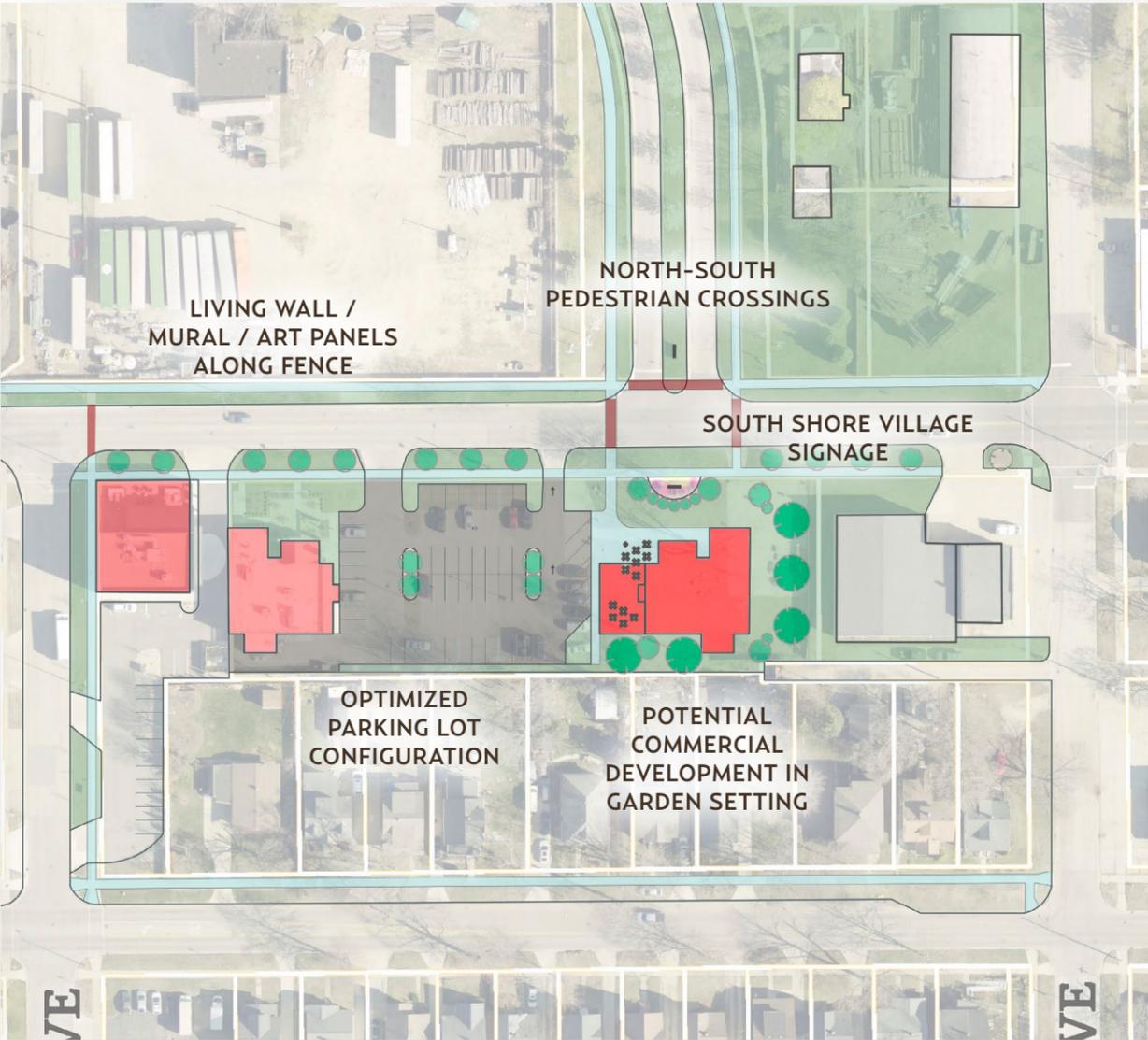
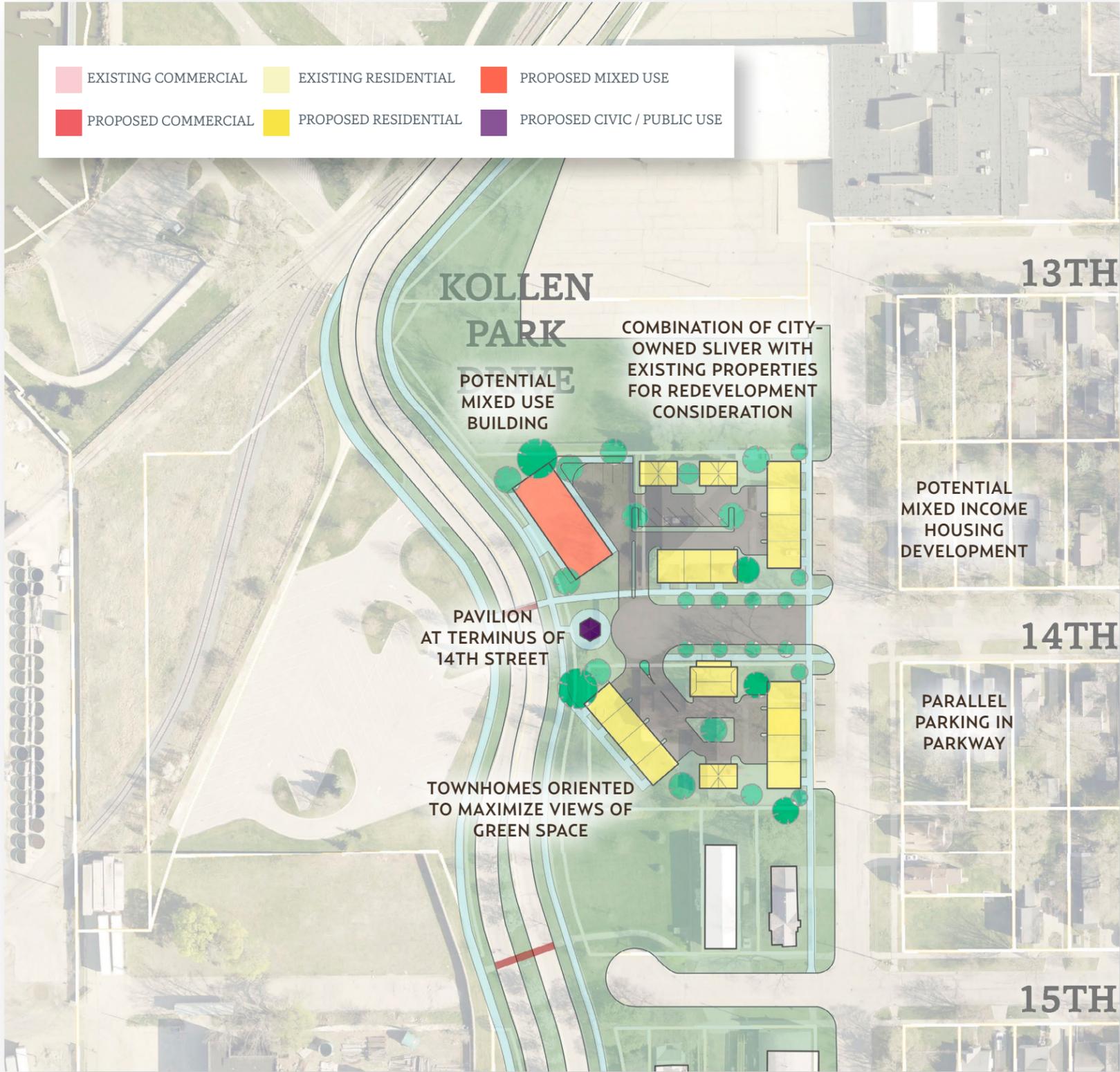
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and Nick Rolinski

POTENTIAL STREET SECTION: 17TH ST. LOOKING EAST

.....



KOLLEN PARK DRIVE & SSV GATEWAY AT 16TH ST.



VIEW ALONG KOLLEN PARK DRIVE LOOKING EAST TO 14TH ST.

.....



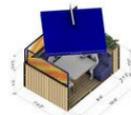


Collection of Food Trucks, Beer, & Bites in an Outdoor Setting

KIT OF PARTS INVENTORY

BASE MODULE
TYPICAL

4



SERVICE &
SANITATION

1 & 1



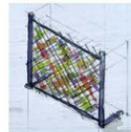
OPEN DECKING

1 SIDEWALK
DECK



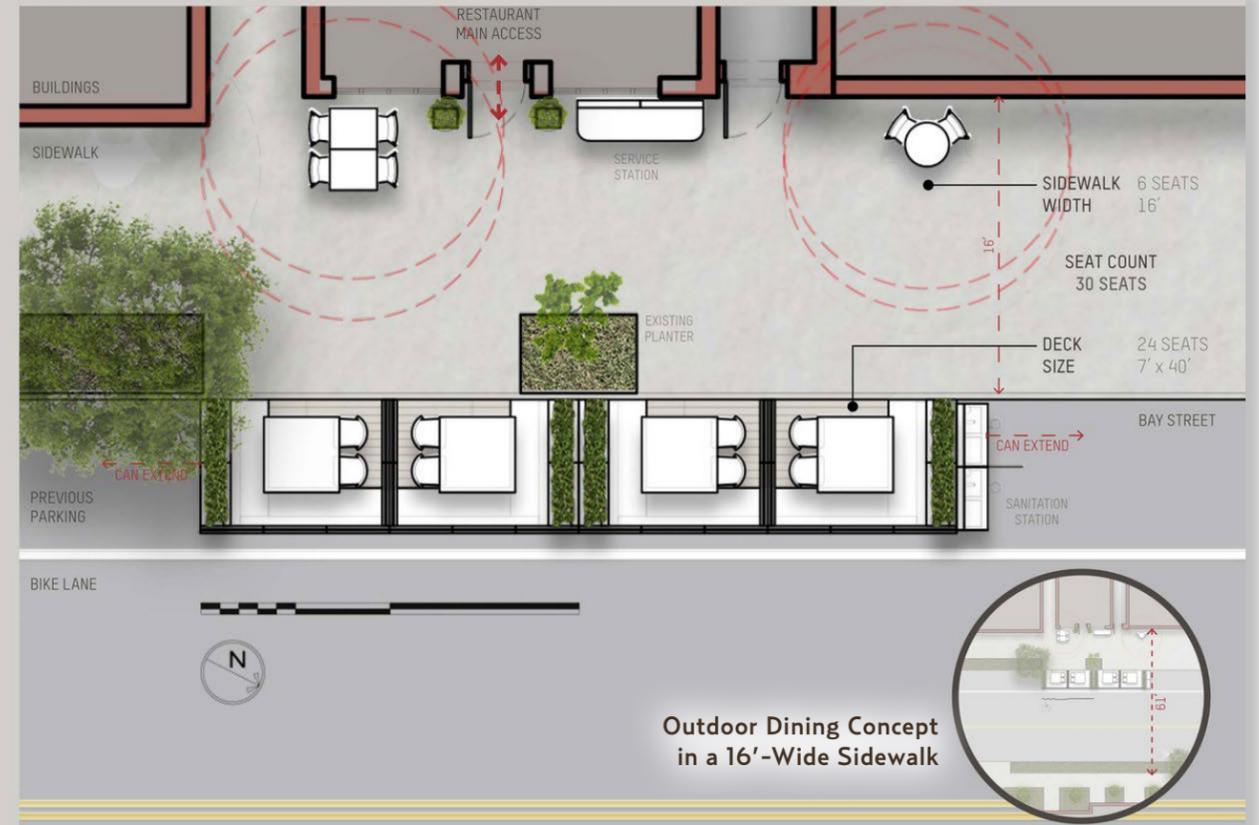
STREET
FENCING

2



ACCESSORIES

- (5) LIGHTING
- (4) UMBRELLAS
- (4) FANS
- (1) MODIFIED STRUCTURE



Outdoor Dining Concept in a 16'-Wide Sidewalk



Nautical Architecture



Multi-Purpose Pavilion for Community Events & Markets



Improved Signage & Landscaping

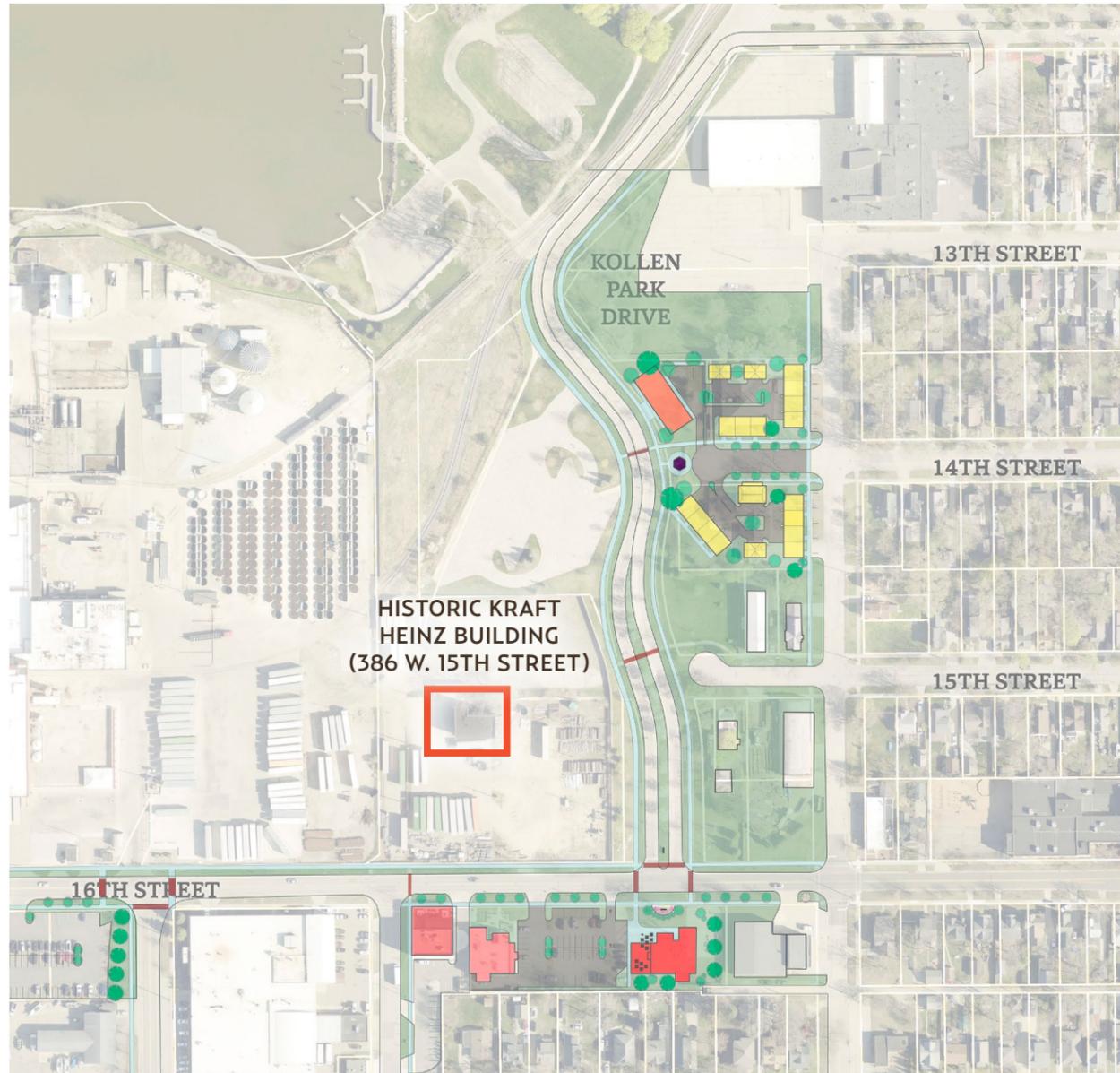
IMPLEMENTATION STRATEGY



NOTE: THIS IS A DRAFT WORKSHEET. DETAILS WILL BE DETERMINED BY THE CITY OF HOLLAND AND PRIVATE STAKEHOLDERS IN SUBSEQUENT BID BOARD MEETINGS.

Project	Priority	Timeframe	Oversight			Funding			Maintenance Responsibility
			City	OtherGovt.	Private	Public	Private	TIF/ Others	
SOUTH SHORE VILLAGE CORE									
CONNECT									
Work with the City's Transportation Services Department to create safe, feasible bike lanes and sidewalk connections along 17th Street.									
Engage the South Shore Village businesses north of 17th Street and the City's Transportation Services Department to explore: (i) one-way angled parking, (ii) a wider sidewalk to provide circulation clarity and opportunities for convenient parking, outdoor dining, and bicycle parking; (iii) an easement and an alley to provide additional access and rear-loaded parking.									
Engage Kraft Heinz and the City's Parks & Recreation Department to explore the possibility of public boat slips which could be accessed via the Heinz Boardwalk.									
CALM									
Work with the City's Transportation Services Department to improve key pedestrian crossings at 16th Street / Ottawa Ave and 17th Street / Ottawa Ave. This could include planting more street trees, installing distinctive brick pavers, stop signs for traffic.									
ACTIVATE									
Work with private property owners (e.g. Family Video, Ockerlund, McAlpine, King's Cove, Tulip City Brewstillery) to (i) Encourage outdoor dining, extend evening dining options (e.g. food trucks), and incorporate programming (e.g. music, events). (ii) Redevelop or enhance parcels, where feasible, into mixed use, commercial, and/or residential uses.									
GREEN / BEAUTIFY									
Work with the businesses owners, including Kraft Heinz, and the City's Transportation Services and Parks & Recreation Departments to: (i) plant more street trees along the streets and avenues to soften the environment, (ii) provide more trash receptacles.									
Work with South Shore Village businesses on building facade improvements.									
DISTINGUISH									
Work with the City to create new gateway signage for South Shore Village at 17th Street.									
Work with the City's Parks & Recreation Department to improve landscaping and integrate public art / sculptures at key gateways.									
Develop a system for commissioning, maintaining, and informing the community about existing and potential murals as well as other public art / sculpture in South Shore Village.									

IMPLEMENTATION STRATEGY



NOTE: THIS IS A DRAFT WORKSHEET. DETAILS WILL BE DETERMINED BY THE CITY OF HOLLAND AND PRIVATE STAKEHOLDERS IN SUBSEQUENT BID BOARD MEETINGS.

Project	Priority	Timeframe	Oversight			Funding			Maintenance Responsibility
			City	Other Govt.	Private	Public	Private	TIF/ Others	
KOLLEN PARK DRIVE GATEWAY									
CONNECT Work with the City's Transportation Services Department to create safe, feasible bike lanes and sidewalk connections along Harrison Ave and 16th Street.									
CALM Work with the City's Transportation Services Department to improve key pedestrian crossings at 16th Street / Kollen Park Drive. This could include planting more street trees, installing distinctive brick pavers, stop signs for traffic.									
ACTIVATE Work with private property owners (DeBoer Bakkeij, Heritage Homes, and Community Action House) to explore the redevelopment of parcels into mixed use, commercial, and/or residential uses.									
Work with the City on potential sale of surplus slivers of City-owned property along Kollen Park Drive which could be integrated with other private property parcels for redevelopment.									
GREEN / BEAUTIFY Work with Kraft Heinz on potential improvements to its 16th Street fence, including opportunities for art, living walls, sculpture, fruit trees, and safer materials.									
DISTINGUISH Work with the City to create new gateway signage for South Shore Village at the terminus of Kollen Park Drive.									
Work with the City's Parks & Recreation Department to improve landscaping and integrate public art / sculptures at key gateways. (Refer to the America in Bloom recommendations.)									
OTHERS									
Work with Kraft Heinz on the shoreland protection and stabilization along the Heinz boardwalk, including opportunities for funding through the brownfield payback.									
Work with the BPW to explore undergrounding the power lines.									
Work the City's GIS and Community & Neighborhood Services Departments to identify the vacant housing units and explore opportunities for supporting safe housing occupancy.									
Work with the Community & Neighborhood Services Department to (i) revisit the South Shore Village Form Based Code in the Unified Development Ordinance; (ii) identify additional opportunities for redevelopment, enhancement, and housing.									

APPENDIX: KRAFT HEINZ OFFICE BUILDING

HOLLAND HISTORIC PROPERTIES

Name: Heinz Factory Office Building

Address: 386 W. 15th Street

Historic Use: Manufacturing

Current Use: Office

Dates:



Architectural Description: This two story office building has a flat roof construction. The foundation is Rusticated concrete block. Rectangular windows are placed in pairs with limestone sills and simple hoods. Corners are accentuated by raised brick piers. A wooden gable-roofed porch with square wooden columns covers the main entrance. The porch has been enclosed with aluminum windows.

Architect/ Builder:

Statement of Significance: A two-story office building, originally the offices of the adjacent Holland Shoe Factory that was demolished in the early 1980's. A building reflecting the changes occurring at the turn of the century, where brick structures of this nature were simply detailed with recessed panels accentuated by brick piers.

H.J. Heinz Company was founded in 1869 as Heinz & Noble by 25 year old entrepreneur, Henry J. Heinz and L. Clarence Noble in Sharpsburg, PA near Pittsburg. After filing for bankruptcy in 1975, Heinz forged back into business independently.

Holland is the second oldest factory in operation for Heinz and is the world's largest pickle factory. The Holland site was selected to become a salting station in 1896. In 1899 the Holland factory comprised four buildings, including newly constructed facilities for processing tomato products. By 1906 the factory consisted of 8 buildings and a new vinegar building was completed devoted largely to distillation of malt vinegar. A million dollar expansion was undertaken in 1983 and Heinz is the city's largest tax payer.

Designation: None



From the Holland Museum:

Catalog Number

2006.109.1

Description

Black and white photograph showing the exterior of the Holland Racine Shoe Company factory.

History

Originally called the Holland Shoe Company, Holland-Racine specialized in men's dress shoes.

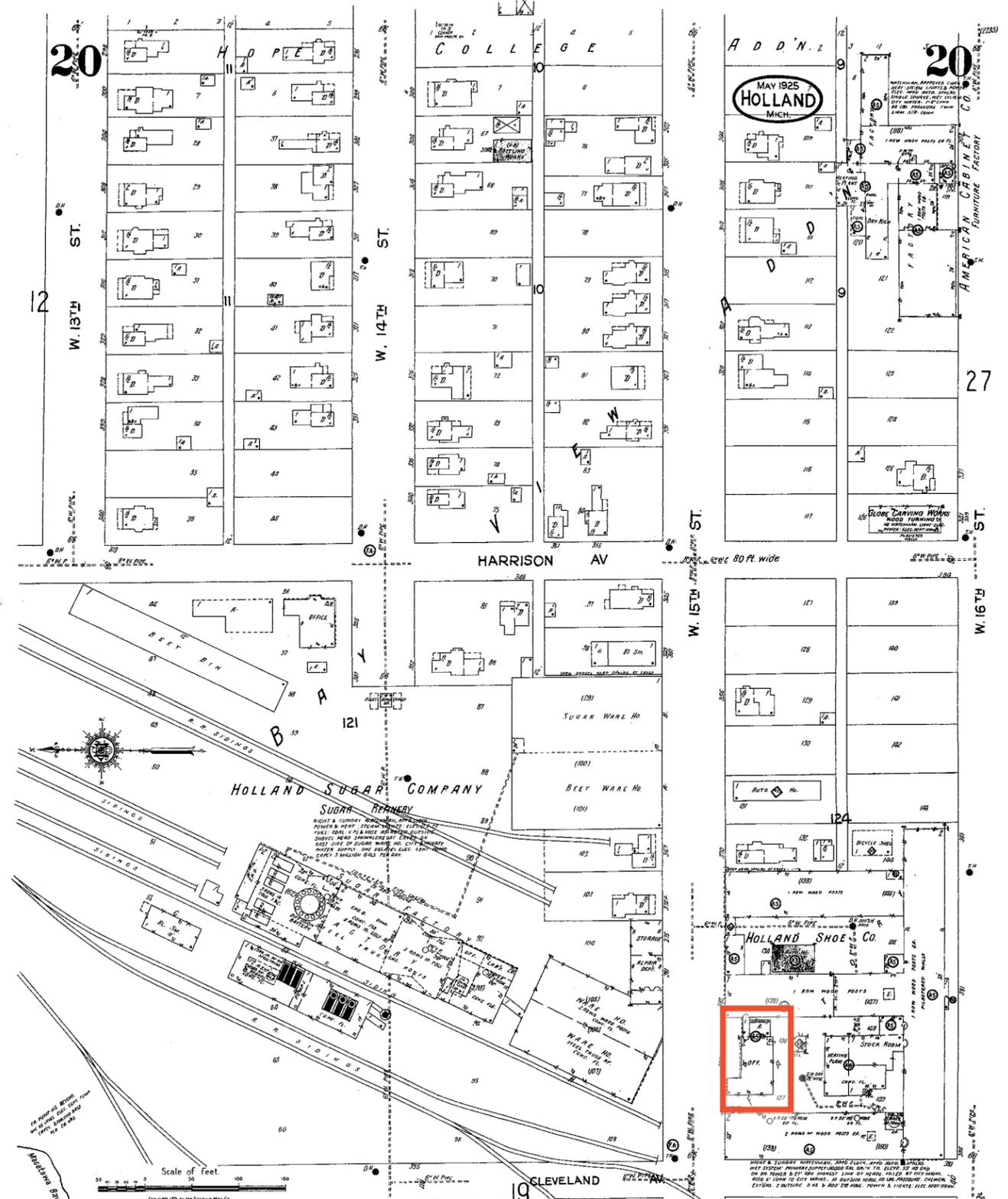
The factory, located near Kollen Park Drive and West 16th Street, started in 1901 to utilize an abundant supply of sole leather generated by the Cappon & Bertsch Tannery on Eighth Street. Within a year the shoe factory was one of the busiest Holland factories, employing 200 people and the company daily producing 1,000 pairs of shoes. By 1914, the factory doubled to 400 employees daily producing 3,000 pairs of shoes. In 1939, the company merged with the Racine Shoe Company in Wisconsin forming the Holland-Racine Shoe Company.

Joining the World War II war effort, the firm produced 240,000 pairs of shoes for the Navy. In 1964, Holland-Racine was sold to a St. Louis company. Not able to compete with low-cost imports, the factory closed in 1967.

APPENDIX: KRAFT HEINZ OFFICE BUILDING



SANBORN MAP (1916)



SANBORN MAP (1925)