



**Holland**  
MICHIGAN

# Washington Square Business Improvement District (BID) Board Development and Marketing Plan

March 2026 – DRAFT

**Prepared by:**

**Washington Square Special  
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# Washington Square Business Improvement District (BID) Board Development and Marketing Plan

March 2026 - DRAFT

## Purpose

The following report is the first Development and Marketing Plan for Washington Square, a small neighborhood commercial center within the City of Holland, and a BID since 2015. This plan will aid in the establishment of an assessment district, which will levy taxes to support the completion of work outlined within this document.

Per PA 120 of 1961, 125.985, Section 5 (7)(a-b):

*Before a local government unit levies a special assessment under this chapter that benefits property within a business improvement district, the business improvement district board shall develop a marketing and development plan that details all of the following:*

- (a) The scope, nature, and duration of the business improvement district project or projects.*
- (b) The different classes of property owners who are going to be assessed and the projected amount of the special assessment of the different classes.*

## Vision Statement

*A historic, vibrant, and inclusive local destination where diverse businesses thrive, schools and civic organizations co-mingle, neighbors feel safe and welcomed, and the tree-lined streets are clean and walkable.*

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## History and Context

*Adapted from the Washington Square Neighborhood Engagement & Visioning Plan, 2023*

Founded in 1912, Washington Square is one of several neighborhood commercial centers in the City of Holland. Business development and activity first started on the southwest corner of 18th Street with Peter Maas' butcher shops and grocery (1906) and Harry Doornbos' meat market. The east side of Washington Square was developed later in 1925, anchored by the Vogelzang Hardware store until the fire of 1943.

Since its inception, Washington Square has been home to a mix of essential businesses. Besides the stores above, the thriving neighborhood center was served by John Vander Veen's Minit-Mart, Maxine's Specialty Shop, Benjamin Geerds' Shoe Store, Jim Herspinks Jewelry & Gift Shop, George Dyke's Grocery, Van Appeldorn's Medical Office, Henry Tysse's Radio Shop, Harold Draper's Meat Market, Harold De Loof's Drug Store, Dyke & Hornstra's Dry Goods, Ben Fren's Auto Garage, Barbara Jean's Bakery, a Kroger, and Peter Raffenaud's Washington Beverage.

By the 1990s, there was a demographic shift in this commercial district. It had the highest concentration of Hispanic-owned and oriented businesses in the City, reflective of the community's growing diversity. At the same time, Washington Square was also showing signs of disrepair, prompting a group of Washington Square merchants to make this "city gem" a destination for the west side, as it had been for earlier generations.

With support from the City's Ourstreet Neighborhood Revitalization Program, the Washington Square Streetscape project -- a public-private initiative -- was completed in 1998. This was followed by a second phase of exterior modifications in 2005 with federal funding secured through a joint effort by the Washington Square shop owners and the City of Holland.

Today, Washington Square is stewarded by the Washington Square Merchants Association and the Washington Square Business Improvement District Board. It continues to be the commercial heart of the Washington Square neighborhood, complementing the vibrant civic fabric anchored by institutions such as Holland Public Schools, the Vanderbilt Charter Academy, the Boys & Girls' Club, Holland Aquatic Center, Holland Hospital, Moran Park, and dozens of places of worship.

# BID Board Assessment Review Committee

The Washington Square Business Improvement District (BID) Board established a committee in November 2025 to review creation of a special tax assessment for Washington Square. The committee consisted of:

- Tammy Hillen (*chair*).....Property Owner, 444 Washington Avenue
- Justin Lambers .....Property Owner, 453 and 455 Washington Avenue
- Jessica Trusty ..... Business Owner, Harbor Health and Massage
- Rob Gerow ..... Property Owner, 450 Washington Avenue  
Business Owner, The Biscuit

## Statement of Intent

We, the BID Board Assessment Review Committee, propose a special assessment to support the upkeep, marketing, and image-building efforts of Washington Square. Our goal is to create a dynamic Washington Square that is professional, clean, and a source of pride for Holland.

This assessment will help increase awareness of the Square, draw more visitors to the neighborhood, attract new customers, and support new business growth. In turn, these improvements will boost property value for business owners and make the area a more desirable place for tenants.

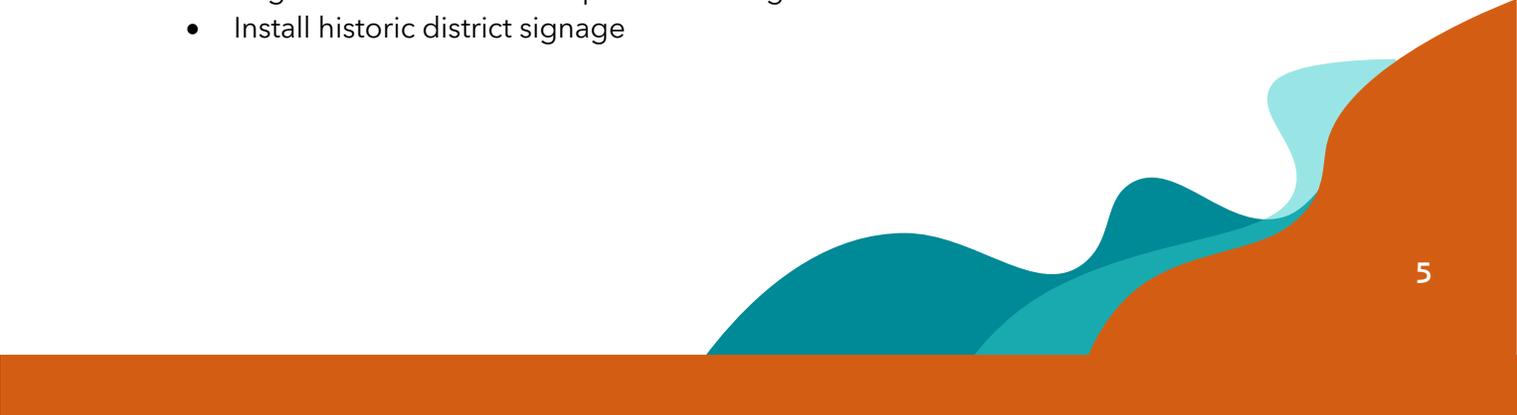
The following assessment rate is proposed:

|                                                       |               |
|-------------------------------------------------------|---------------|
| <b>Interior Square Footage</b> (excludes residential) | <b>\$0.37</b> |
|-------------------------------------------------------|---------------|

## Project Scope

With these funds, Washington Square will be able to take on several important projects detailed later in the document, and highlighted here:

- Provide landscaping services to existing perennials beds
- Purchase and distribute sidewalk salt
- Contribute to seasonal event costs
- Create seasonal banners for the light posts
- Regular maintenance and power washing of sidewalks
- Install historic district signage



# Washington Square Neighborhood Engagement & Visioning

In 2023, as part of the City of Holland’s Master Plan update, a sub-area plan was developed for Washington Square. This *Neighborhood Engagement & Visioning Plan* became the guiding foundation for all future improvements to the Square. The plan is included within this document, see Appendix 1.

## Key Findings & Takeaways

- Washington Square is a historic, vibrant neighborhood node with culturally diverse businesses and residents.
- Located in the tree-lined traditional residential neighborhood, Washington Square is also co-mingled with educational, community, and faith organizations, such as Holland Public Schools, Vanderbilt Charter Academy, Moran Park, the Boys & Girls’ Club of Holland, and the Holland Aquatic Center.
- Long-time and recent businesses have strong interests in stewarding the Square and have initiated community-oriented events year round to engage the neighborhood.
- This vision and plan celebrates the historic character of the Washington Square neighborhood while addressing more fundamental issues of traffic safety, streetscape, and public realm improvements for more outdoor areas for activation and programming.
- The concepts in this report demonstrate some possibilities to inspire and beget action. Other design options could be proposed through private planning.

## Implementation

Since 2023, the Washington Square BID and city staff have made progress on several items included within the *Neighborhood Engagement & Visioning Plan* implementation framework.

In 2024, GMB Architecture + Engineering was hired to work with the BID Board to develop a *Design Playbook* that will guide future projects. Although the playbook is primarily a visionary document, GMB included cost estimates and practical phasing options to help turn the ideas identified in the *Neighborhood Engagement & Visioning Plan* into reality.

The *Design Playbook* also serves as the foundation for evaluating whether an assessment district could fund new capital improvements as well as the ongoing operations and maintenance of Washington Square. The playbook is included within this document, see Appendix 2.

## Implementation Framework

Potential projects, improvements, and initiatives for Washington Square are organized in a phrased approach below. These ideas come from those proposed in the *Neighborhood Engagement & Visioning Plan, Design Playbook*, and new needs as identified by the Assessment Review Committee and the BID Board.

| Proposed Projects |                                                                                                                                                                                           |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Near Term         | Explore the possibility of an assessment to finance the cleaning, maintenance, snow removal, and landscaping improvements for Washington Square.                                          |
|                   | Create and install signage recognizing the Washington Square Historic District.                                                                                                           |
|                   | Assist in funding for winter and summer events.                                                                                                                                           |
|                   | Regular power washing of sidewalks in the spring/summer, and salt provided to business in the fall/winter.                                                                                |
|                   | Regular landscaping to existing perennial and annual beds, beyond what is currently provided by the city.                                                                                 |
|                   | Install seasonal banners on light posts.                                                                                                                                                  |
| Mid Term          | Explore the potential of installing additional streetlights to improve safety and visibility.                                                                                             |
|                   | Develop additional ways of commemorating, celebrating, and telling the multicultural stories of the Square.                                                                               |
|                   | Work with private property owners to redevelop parcels into mixed use, commercial, and/or residential uses.                                                                               |
|                   | Explore potential of MAX Transit Stop at Washington Square.                                                                                                                               |
| Long Term         | Conduct a traffic safety study along 16th and 17 <sup>th</sup> Street from Pine Ave to Ottawa Ave, including opportunities for traffic calming and enhancing pedestrian/bicyclist safety. |
|                   | Future removal of planter beds, install self-watering, seasonal planters, and replace the street trees with ornamental shade trees.                                                       |

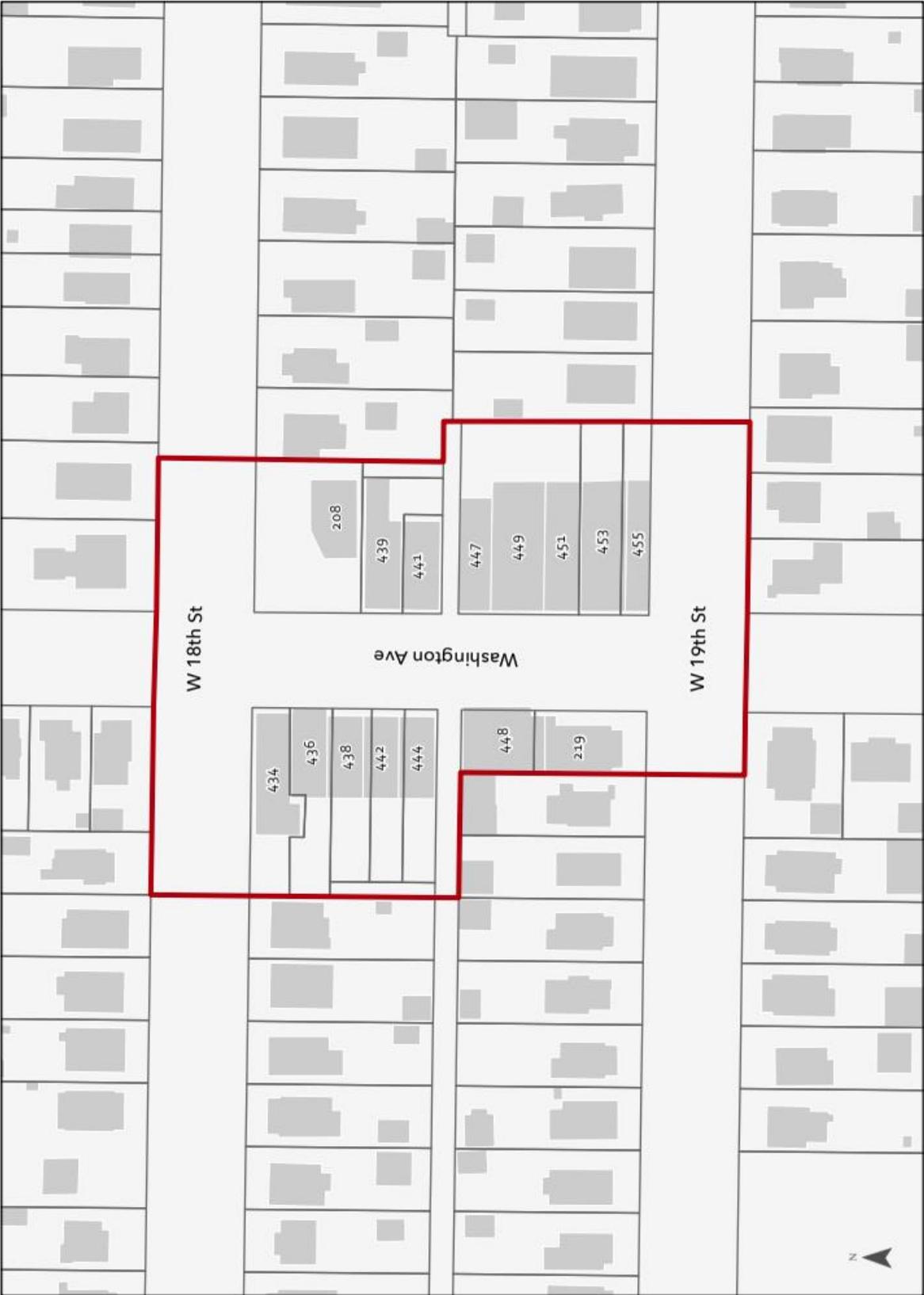
# Marketing Plan

While the Washington Square property and business owners have a voluntary merchants association that somewhat addresses the joint mutual desires to provide marketing efforts to the larger Holland Community, the merchants and property owners may want to review the possibilities of stepping up their marketing efforts if an assessment program is approved to gather additional funding. Marketing components may touch on the following:

|                                                |                                                                                      |
|------------------------------------------------|--------------------------------------------------------------------------------------|
| <p><b>Promotional Brochures/Rack Cards</b></p> |    |
| <p><b>Business Directory</b></p>               |    |
| <p><b>Directional and Business Maps</b></p>    |   |
| <p><b>Increased Presence on CVB Map</b></p>    |  |
| <p><b>Shoreline/Urban Street Magazine</b></p>  |  |
| <p><b>Washington Square Website</b></p>        |  |



# Washington Square Business Improvement District Map



## Property Classifications + Proposed Rates

|                                                |        |
|------------------------------------------------|--------|
| <b>Proposed Assessment Rate</b>                |        |
| Interior Square Footage (excludes residential) | \$0.37 |

| Parcel Number     | Owner                             | Address                | Business Name        | Interior          | Rate              |
|-------------------|-----------------------------------|------------------------|----------------------|-------------------|-------------------|
| 70-16-32-105-022  | Lakeshore Investment Holdings LLC | 447-451 Washington Ave | Galleria             | 6,600 sf          | \$2,442.00        |
| 70 -16-32-105-023 | Lambers Land Company LLC          | 453 Washington Ave     | Pax Coworking        | 2,550 sf          | \$943.50          |
| 70-16-32-105-024  | Lambers Land Company LLC          | 455 Washington Ave     | Solid Circle         | 1,376 sf          | \$509.12          |
| 70-16-32-105-001  | DLY LLC                           | 208 W 18th Street      | Plant Lab            | 1,406 sf          | \$520.22          |
| 70-16-32-105-025  | Maria Sanchez                     | 439 Washington Ave     | Chorizo Selecto      | 1,891 sf          | \$699.67          |
| 70-16-32-105-026  | Maria Sanchez                     | 441 Washington Ave     | Jhomary's Paradise   | 1,325 sf          | \$490.25          |
| 70-16-31-228-019  | Michael Hengst                    | 219 W 19th Street      | Ardor + Grit/Nefty's | 1,680 sf          | \$621.60          |
| 70-16-31-228-018  | Gerow Properties LLC              | 450 Washington Ave     | The Biscuit          | 1,880 sf          | \$695.60          |
| 70-16-31-228-017  | 444 Washington Ave LLC            | 444 Washington Ave     | Harbor Health        | 1,218 sf          | \$450.66          |
| 70-16-31-228-016  | Brew Merchant Holdings LLC        | 442 Washington Ave     | Brew Merchant        | 1,232 sf          | \$455.84          |
| 70-16-31-228-015  | Brew Merchant Holdings LLC        | 438 Washington Ave     | Brew Merchant        | 1,456 sf          | \$538.72          |
| 70-16-31-228-040  | Wilson-Bloor Holdings LLC         | 436 Washington Ave     | Wilson Dance Studio  | 1,484 sf          | \$549.08          |
| 70-16-31-228-041  | VVS Holdings LLC                  | 434 Washington, Ste 10 | Minit Mart           | 1,491 sf          | \$551.67          |
|                   |                                   |                        |                      | <b>Sub Total:</b> | <b>\$9,467.93</b> |

# Square Footage

|                                                                                                                                                                                                                                                                                                                       |                                                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| <p>asphalt<br/>3428.8 sf</p> <p>8' x 7' OH door</p> <p>1st masonry/0<br/>6600 sf</p> <p>80.0'</p> <p>72.0'</p>                                                                                                                                                                                                        | <p>asphalt<br/>1290 sf</p> <p>1st masonry/0<br/>2550 sf</p> <p>86.0'</p> <p>15.1' 15.1'</p>                              |
| <p>447-451 Washington Avenue - Galleria</p>                                                                                                                                                                                                                                                                           | <p>453 Washington Avenue - Pax Coworking</p>                                                                             |
| <p>asphalt<br/>688 sf</p> <p>1st masonry/0<br/>1376 sf</p> <p>86.0'</p> <p>16.0'</p>                                                                                                                                                                                                                                  | <p>asphalt<br/>3410.3 sf</p> <p>1st masonry/0<br/>1406.1 sf</p> <p>conc drvwy<br/>801.9 sf</p> <p>29.0'</p> <p>50.0'</p> |
| <p>455 Washington Avenue - Solid Circle</p>                                                                                                                                                                                                                                                                           | <p>208 W. 18th Street - Plant Lab</p>                                                                                    |
| <p>1st masonry/0<br/>375 sf</p> <p>conc drvwy<br/>975 sf</p> <p>2 st mas/bsmt<br/>1440 sf</p> <p>conc wkwy<br/>164 sf</p> <p>1st masonry/0<br/>76 sf</p> <p>60.0'</p> <p>24.0'</p>                                                                                                                                    | <p>1 st frame/0<br/>1309.0 sf</p> <p>59.5'</p> <p>22.0'</p>                                                              |
| <p>439 Washington Avenue - Chorizo Selecto</p>                                                                                                                                                                                                                                                                        | <p>441 Washington Avenue - Jhomary's Paradise</p>                                                                        |
| <p>1 st masonry/0<br/>640.0 sf</p> <p>wd glazed cov porch<br/>72.0 sf</p> <p>2.0 st fr/basement<br/>720.0 sf</p> <p>wd glazed cov porch<br/>72.0 sf</p> <p>wd glazed cov porch<br/>72.0 sf</p> <p>conc drvwy<br/>426 sf</p> <p>conc wkwy<br/>104.0 sf</p> <p>attached frame<br/>73.8 sf</p> <p>40.0'</p> <p>30.0'</p> | <p>1 st mas/bsmt<br/>1880 sf</p> <p>40.0'</p> <p>47.0'</p>                                                               |
| <p>219 W. 19th Street - Ardor + Grit, Nefty's</p>                                                                                                                                                                                                                                                                     | <p>450 Washington Avenue - The Biscuit</p>                                                                               |

|                                                                                                                                                                                                                                    |                                                                                                                                                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>asphalt<br/>1320 sf</p> <p>22.0'<br/>1 st mas/bsmt<br/>1218.0 sf</p> <p>56.0'</p> <p>covered entry<br/>14 sf</p> <p>3.0' 4.0'<br/>9.0' 4.0'</p>                                                                                 | <p>asphalt<br/>1320 sf</p> <p>22.0'<br/>1 st mas/bsmt<br/>1173.9 sf</p> <p>56.0'</p> <p>covered entry<br/>58.1 sf</p> <p>8.0' 3.5'<br/>12.0' 5.0'</p> |
| <p>444 Washington Avenue – Harbor Health</p>                                                                                                                                                                                       | <p>442 Washington Avenue – Brew Merchant</p>                                                                                                          |
| <p>asphalt<br/>1560 sf</p> <p>26.0'<br/>1 st mas/bsmt<br/>1456 sf</p> <p>56.0'</p>                                                                                                                                                 | <p>asphalt<br/>1465 sf</p> <p>1 st mas/bsmt<br/>1484 sf</p> <p>56.0'</p> <p>26.5'</p>                                                                 |
| <p>438 Washington Avenue – Brew Merchant</p>                                                                                                                                                                                       | <p>436 Washington Avenue – Wilson Dance Studio</p>                                                                                                    |
| <p>Roof Top Deck<br/>1 wall att fr garage<br/>497.3 sf</p> <p>19.5'</p> <p>76.0'</p> <p>asphalt<br/>793 sf</p> <p>25.5'</p> <p>2 st frame/bsmt<br/>1672.0 sf</p> <p>22.0'</p> <p>2.0 st fr/slab<br/>176.0 sf</p> <p>22.0' 8.0'</p> |                                                                                                                                                       |
| <p>434 Washington Avenue – Minit Mart</p>                                                                                                                                                                                          |                                                                                                                                                       |

## Conclusion

We, the BID Board Assessment Review Committee, propose a special assessment to support the upkeep, marketing, and image-building efforts of Washington Square. Our goal is to create a dynamic Washington Square that is professional, clean, and a source of pride for Holland.

We have identified the scope and nature of the proposed assessment, property classifications, and the projected assessment amounts, herein. We propose the governing body of the local governmental unit review the special assessments every 1 year.

The following funding allocations are proposed:

| Category                   | Maximum Allocation | Potential Action Items                                                                                                                                                                                                                          |
|----------------------------|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Operations & Maintenance   | \$4,400.00         | <ul style="list-style-type: none"><li>- Provide landscaping services to existing perennial beds, outside of current COH scope.</li><li>- Purchase and distribute salt to all businesses.</li><li>- Power wash and maintain sidewalks.</li></ul> |
| Marketing & Special Events | \$3,500.00         | <ul style="list-style-type: none"><li>- Contributions to winter and summer events.</li><li>- Seasonal banners.</li><li>- Historic district signage.</li></ul>                                                                                   |
| <b>Total:</b>              | <b>\$7,900.00</b>  |                                                                                                                                                                                                                                                 |
| Reserve cash:              | \$1000.00          |                                                                                                                                                                                                                                                 |
| <b>Sub-Total:</b>          | <b>\$8900.00</b>   |                                                                                                                                                                                                                                                 |

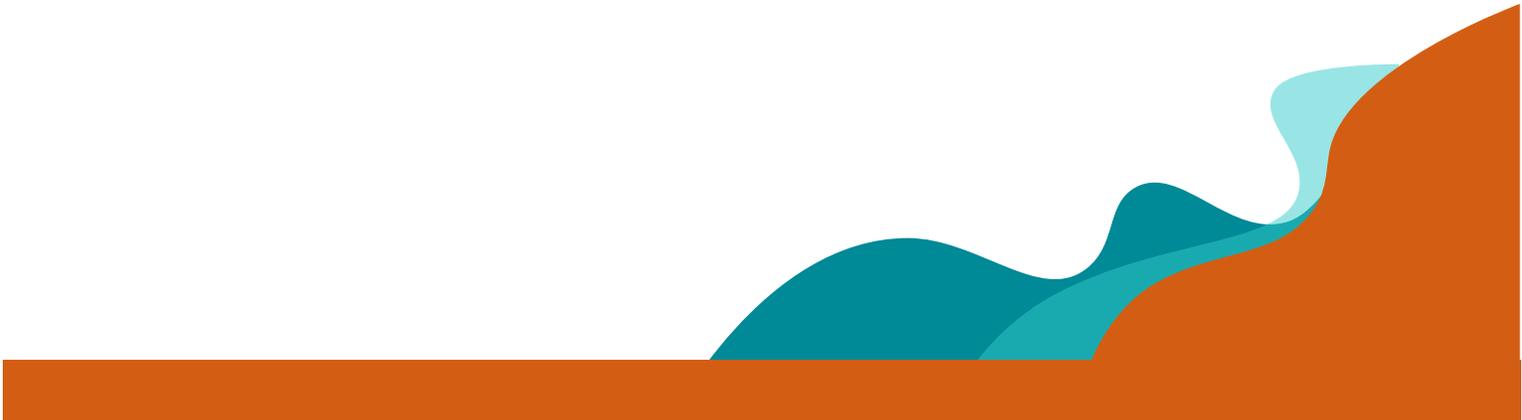
## Approval and Adoption

The Washington Square Business Improvement District (BID) Board Development and Marketing Plan was approved and adopted by the Washington Square Business Improvement District on \_\_\_\_\_.

The Washington Square Business Improvement District (BID) Board Development and Marketing Plan was approved and adopted by the Holland City Council on \_\_\_\_\_.



# Appendix





# WASHINGTON SQUARE NEIGHBORHOOD ENGAGEMENT & VISIONING

FINAL REPORT  
(DRAFT,  
JUNE 7, 2023)



# 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

## WASHINGTON SQUARE BUSINESS IMPROVEMENT DISTRICT BOARD

Chris Alderink  
Carolyn Buck  
Robert Gerow

Gregg Hill  
Tammy Hillen  
Justin Lambers  
Mark Vanderploeg

## PARTICIPATING WASHINGTON SQUARE BUSINESSES & COMMUNITY ORGANIZATIONS

The Biscuit  
Brew Merchant  
The Galleria  
Harbor Health & Massage  
Jhomary's Paradise  
The Minit Mart

PAX Co-Working Studio  
Lambers Land Development  
Plant Lab  
Holland Aquatic Center  
Westcore Neighbors

## CITY STAFF

Mark Vanderploeg, Community & Neighborhood Services Director  
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Mark Kornelis, Community Development Coordinator / Planner  
Mallory Huizenga, CNS Department Assistant  
Alex Ebenstein, GIS Specialist  
Marianne Manderfield, Public Information Coordinator  
Brian White, Transportation Services Director  
Ryan Ng, Project Engineer

## CONSULTANTS

McKenna & Associates  
Nick Rolinski, Broad Street Studio  
Har Ye Kan, HYK Consulting

**CONTACT:** Mark Vanderploeg, Community & Neighborhood Services Department, Phone: 616-355-1330  
**Website:** <https://www.cityofholland.com/1186/Washington-Square-Neighborhood-Area-Plan>



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

# SUMMARY

## NEED & OPPORTUNITY

Since the Washington Square streetscape improvements were undertaken in the late 1990s/early 2000s, the commercial neighborhood node has been revitalized and experienced vibrant, relatively stable business activities.

Building on the streetscape improvements, the commercial neighborhood node has seen additional interest and opportunities over the last two decades:

- Undertaken a 2005 Washington Square District Enhancement Study to give guidance on potential façade improvements;
- Existing vacancies or redevelopment opportunities (e.g. 431 Washington Ave);
- New planning and zoning initiatives (e.g. South Shore Village, Non-Motorized Plan, Washington Square Form-Based Code);
- New property owners and tenants which have given new energy to the reinvigorated Washington Square Business Improvement District (BID) Board;
- e.g. The Galleria, PAX CoWorking Studio, Jhomary's Paradise, Wilson Dance Studio, Plant Lab, 453 Washington Ave, 431 Washington Ave
- Desire by City of Holland and the Washington Square BID Board to refresh the commercial neighborhood node.

The recent momentum and renewed beginnings of a public-private partnership vehicle in the Washington Square BID Board presents an opportunity to enable a collaborative approach in the stewardship of this commercial neighborhood node and its surrounding neighborhood.

## GOALS & PROCESS

Using the Framework Thinking approach, a community engagement and planning process was undertaken between May and July 2023 to:

- Take stock of the existing conditions and progress in Washington Square;

- 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

- Washington Square is a historic, vibrant neighborhood node with culturally diverse businesses and residents.
- Located in the tree-lined traditional residential neighborhood, Washington Square is also co-mingled with educational, community, and faith organizations, such as Holland Public Schools, Vanderbilt Charter Academy, Moran Park, the Boys & Girls' Club of Holland, and the Holland Aquatic Center.
- Long-time and recent businesses have strong interests in stewarding the Square, and have initiated community-oriented events year round to engage the neighborhood.
- This Vision and Plan celebrates the historic character of the Washington Square neighborhood while addressing more fundamental issues of traffic safety, streetscape, and public realm improvements for more outdoor areas for activation and programming.
- The concepts in this report demonstrate some possibilities to inspire and beget action. Other design options could be proposed through private planning.

## IMPLEMENTATION

- This set of long-term vision, guiding principles, and framework for Washington Square are meant to serve as evaluation lenses in stewarding any future developments
- The implementation steps proposed are a flexible starting point for further discussions between the City of Holland, the Washington Square Business Improvement District Board, and Westcore Neighbors.
- In balancing priorities and resources, improvements which are easier to implement could be pursued along with patient explorations of more complex, yet worthy major projects.

## 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
- 6 PROPOSED IMPLEMENTATION FRAMEWORK & STEPS
- 7 APPENDIX: ADDITIONAL VIEWS

# HISTORY & CONTEXT

## CONTEXT

Founded in 1912, Washington Square is one of several neighborhood commercial centers in the City of Holland. Business development and activity first started on the southwest corner of 18th Street with Peter Maas' butcher shops and grocery (1906) and Harry Doornbos' meat market. The east side of Washington Square was developed later in 1925, anchored by the Vogelesang Hardware store until the fire of 1943.

Since its inception, Washington Square has been home to a mix of essential businesses. Besides the stores above, the thriving neighborhood center was served by John Vander Veen's Minit-Mart, Maxine's Specialty Shop, Benjamin Geerds' Shoe Store, Jim Herspink's Jewelry & Gift Shop, George Dyke's Grocery, Van Appedorn's Medical Office, Henry Tysse's Radio Shop, Harold Draper's Meat Market, Harold De Loof's Drug Store, Dyke & Hornstra's Dry Goods, Ben Fren's Auto Garage, Barbara Jean's Bakery, a Kroger, and Peter Raffenaud's Washington Beverage.

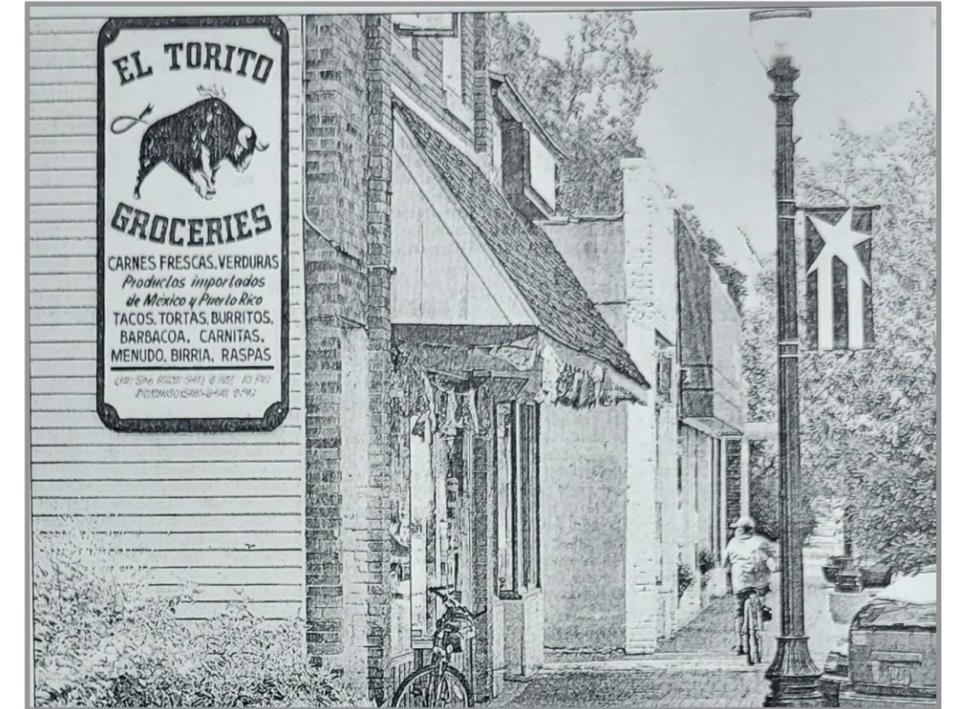
By the 1990s, there was a demographic shift in this commercial district. It had the highest concentration of Hispanic-owned and oriented businesses in the City, reflective of the community's growing diversity. At the same time, Washington Square was also showing signs of disrepair, prompting a group of Washington Square merchants to make this "city gem" a destination for the west side, as it had been for earlier generations.

With support from the City's Ourstreet Neighborhood Revitalization Program, the Washington Square Streetscape project -- a public-private initiative -- was completed in 1998. This was followed by a second phase of exterior modifications in 2005 with federal funding secured through a joint effort by the Washington Square shop owners and the City of Holland.

Today, Washington Square is stewarded by the Washington Square Merchants Association and the Washington Square Business Improvement District Board (an appointed public board with the City of Holland). It continues to be the commercial heart of the Washington Square neighborhood, complementing the vibrant civic fabric anchored by institutions such as Holland Public Schools, the Vanderbilt Charter Academy, the Boys & Girls' Club, Holland Aquatic Center, Holland Hospital, Moran Park, and dozens of places of worship.

The creative, community-oriented spirit is evidenced by diverse dining and drinking establishments, services, and stores. The current businesses include:

- (i) culinary, brewery, restaurants, food processing, indoor urban farming, and a convenience store;
- (ii) a dance studio, a creative arts space, a co-working space;
- (iii) as well as health, finance, real estate, hair, and wellness services.



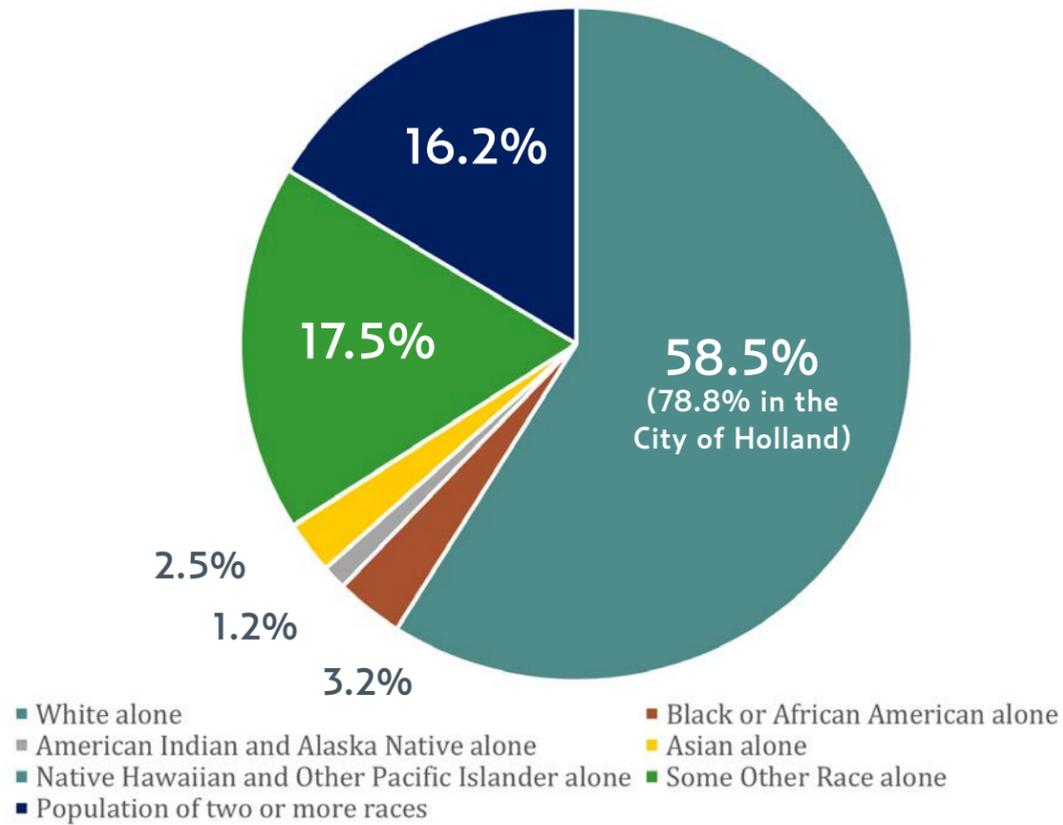
*Top: Washington Square after the facelift (2002)  
The 11 stores in the district included a Mexican cafe, an Italian restaurant, a deli, an antique store, two flower shops, a grocer, a consignment clothing store and a hair salon.*

*Bottom: Washington Square before the facelift (1997).*

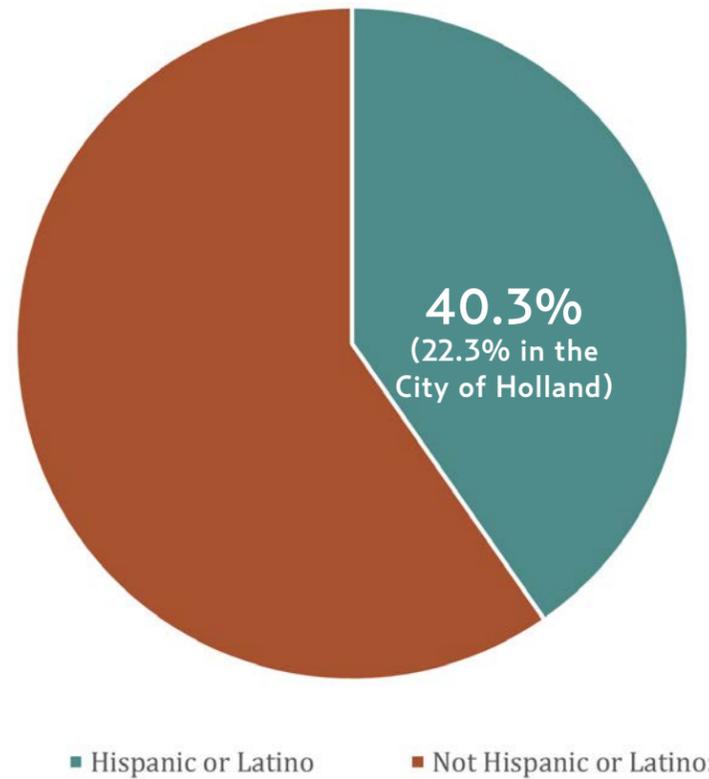


# DEMOGRAPHICS

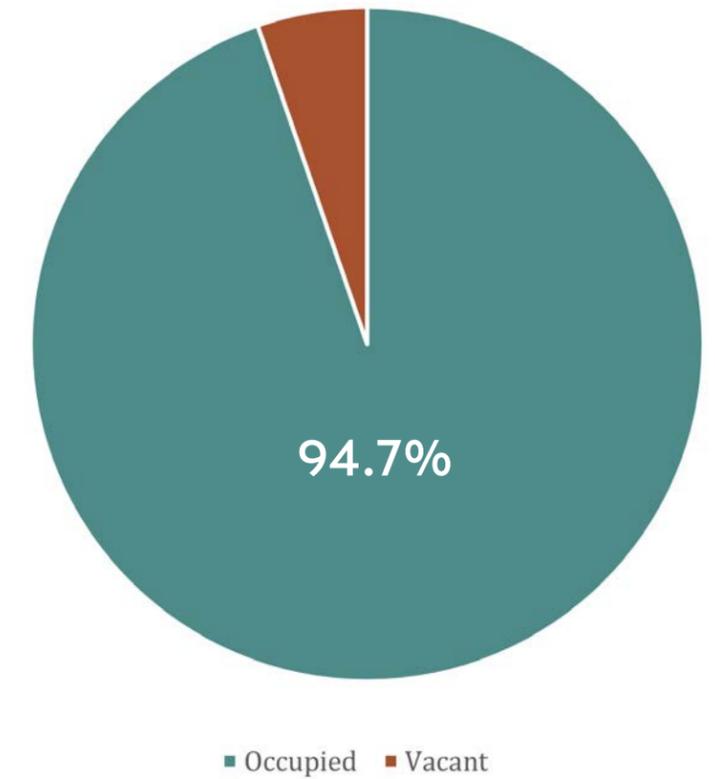
RACE



HISPANIC ORIGIN



HOUSING OCCUPANCY



## COMMUNITY

According to the 2020 Decennial Census Report, there are 3,280 residents who live in the Washington Square Neighborhood (see Map on Pg 8). Compared to the City of Holland as a whole, the neighborhood has a more diverse population.

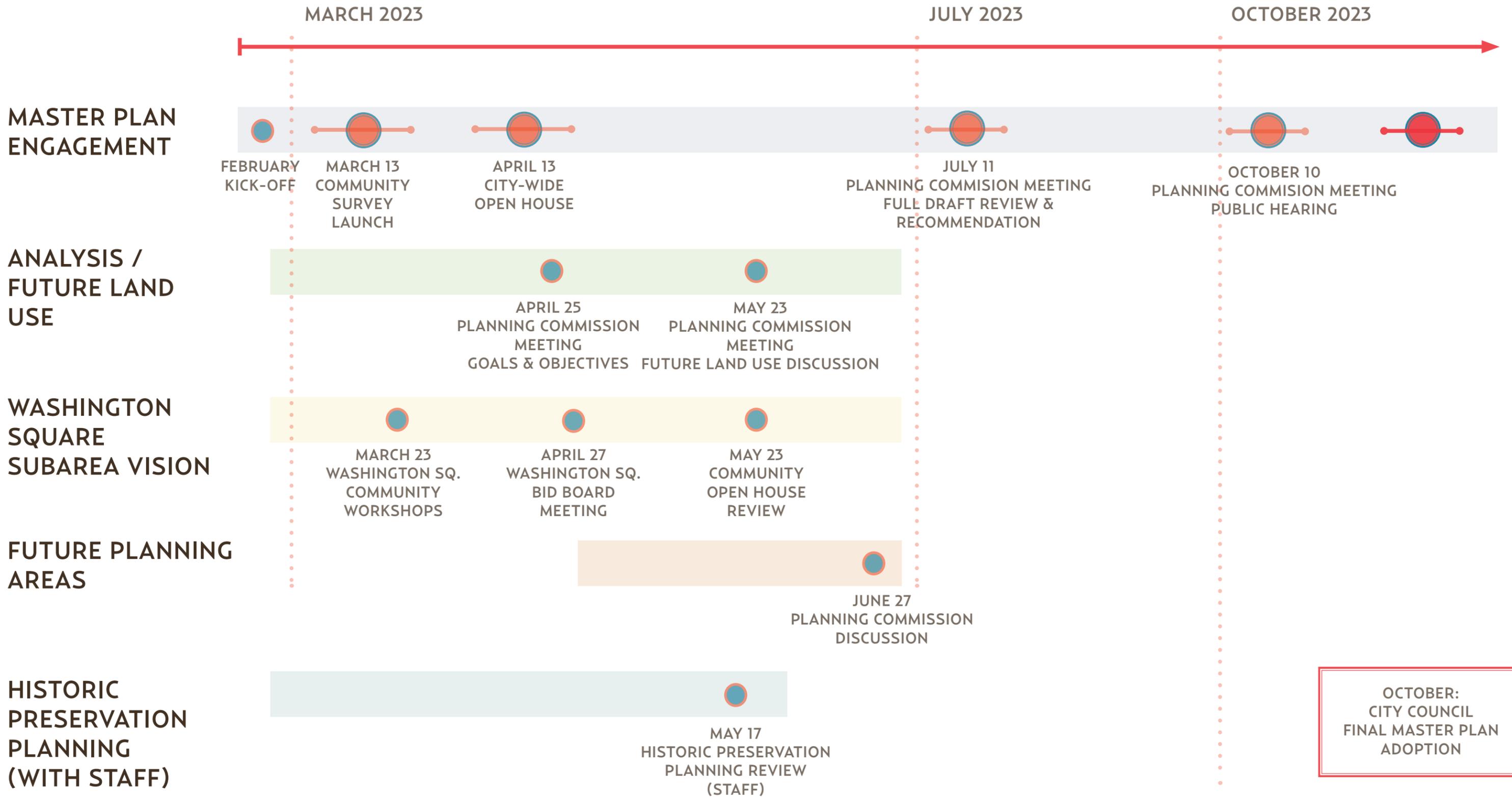
The household median income is \$71,606, which is 12 percent higher than the \$63,853 household median income for the City as a whole.

The neighborhood has the highest proportion of residents of Hispanic origins. Together with South Shore Village, this stands at 39.7% for Census Tract 258 (compared to a range of 7.9% to 30.7% for other Census Tracts in the City of Holland). The population diversity is also evidenced by the presence of many Hispanic businesses, community organizations, and the introduction of Spanish (as language immersion or additional language programs) in the local schools.

Housing occupancy is high at 94.7% in the neighborhood. Of the 1,107 residential properties, 90.6% are single-family properties, 9.4% are multifamily properties. 84.7% are owner-occupied properties, 15.3% are non-owner occupied rental properties.

Community building in this mature neighborhood has been spearheaded by the Westcore Neighbors & the Washington Square Merchants.

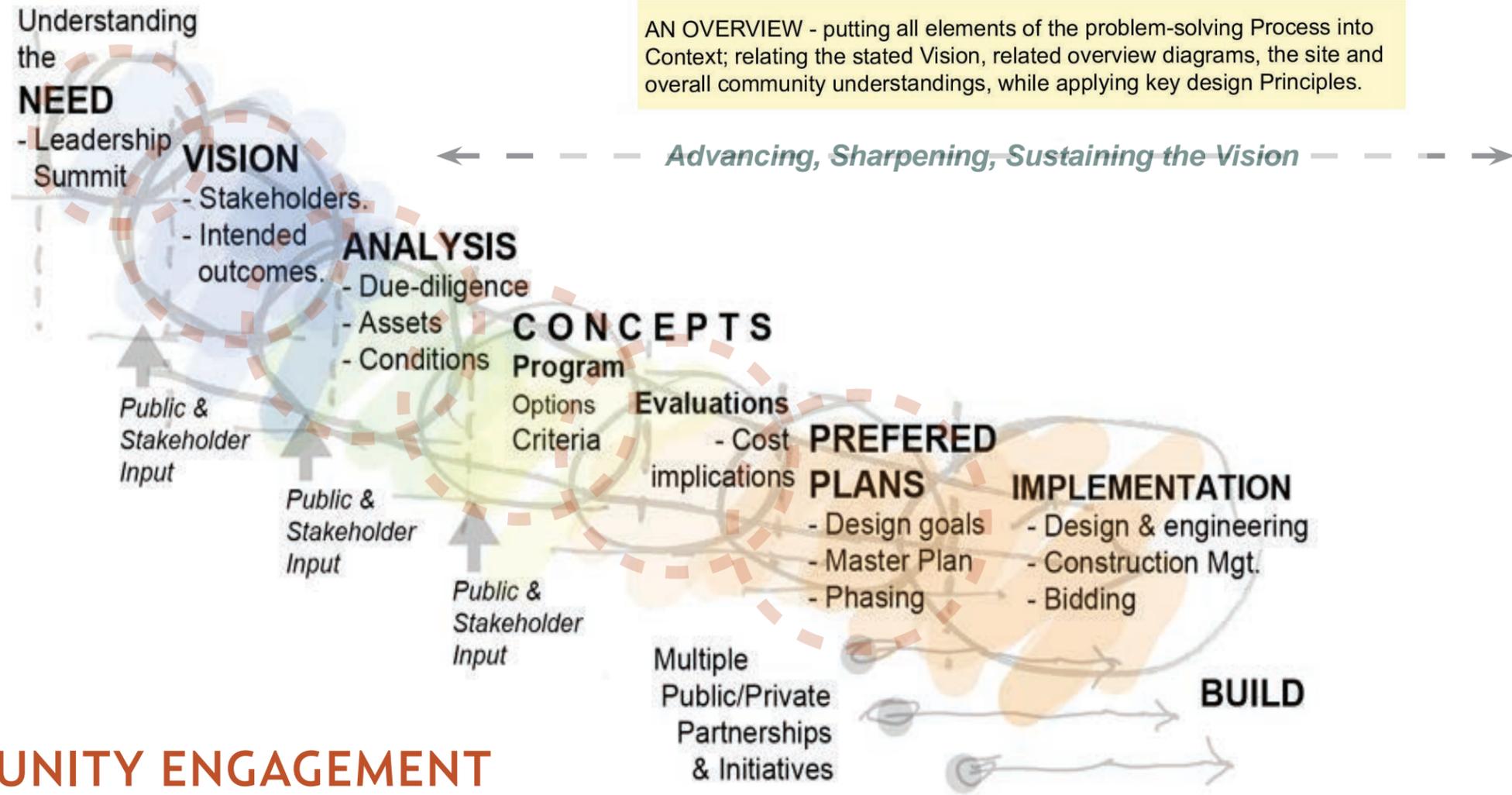
# OVERALL MASTER PLAN PROCESS



# WASHINGTON SQUARE VISIONING 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

MAR 23: NEIGHBORHOOD WORKSHOPS

APR 27: BID BOARD MEETING

MAY 23: COMMUNITY OPEN HOUSE  
(SPRING 2023)

## PLAN REFINEMENTS

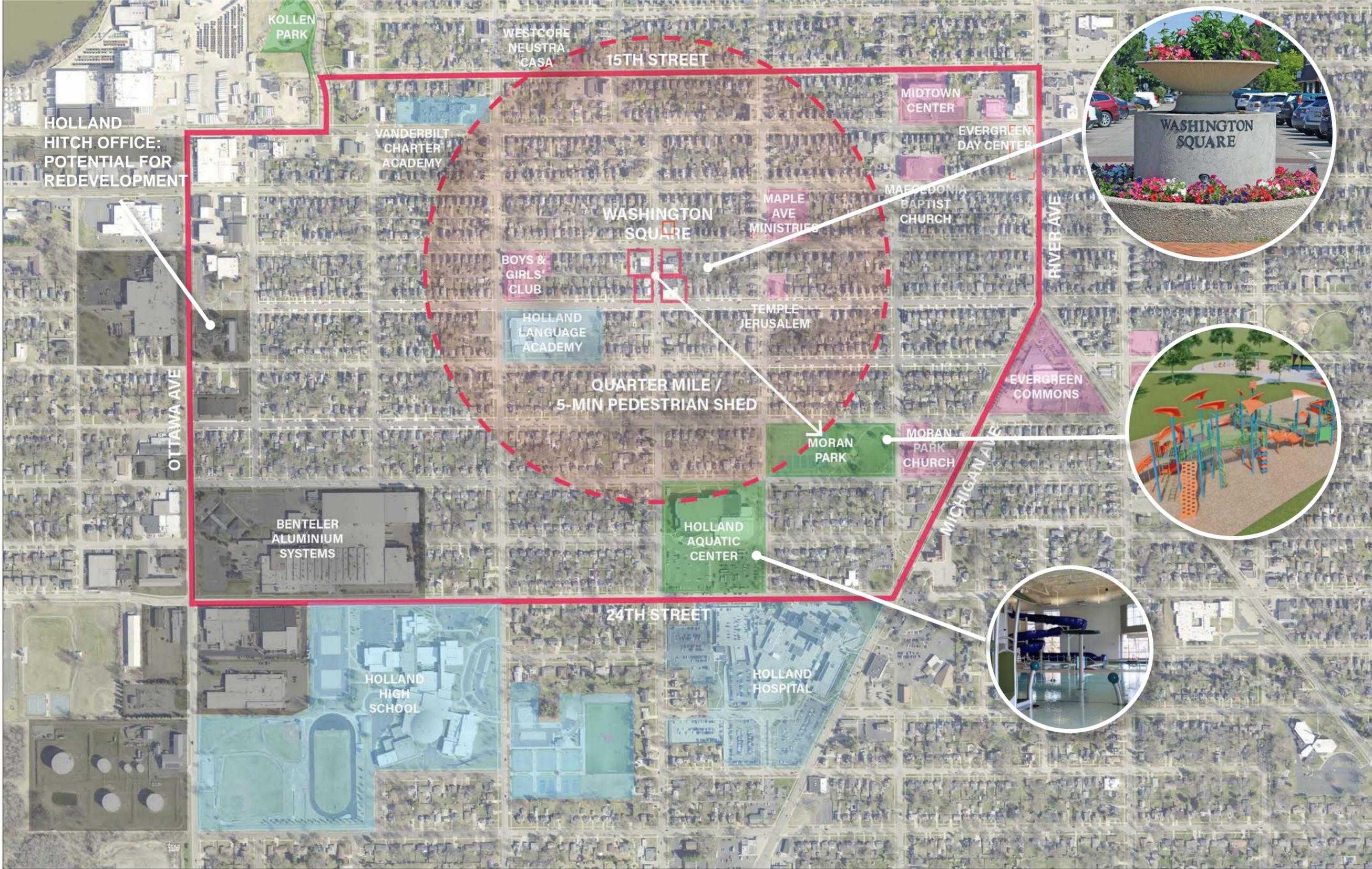
## RECOMMENDATION

## ADOPTION

## IMPLEMENTATION

ITERATIVE REFINEMENTS

# DEFINING THE NEED & OPPORTUNITY

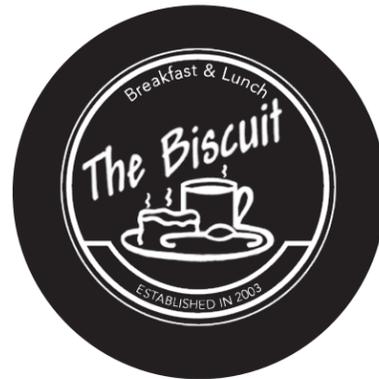


# WASHINGTON SQUARE MERCHANTS

.....



CHORIZO SELECTO



# WASHINGTON SQUARE BID BOARD



CHRIS ALDERINK  
BREW MERCHANT



CAROLYN BUCK  
PAX CO-WORKING STUDIO



ROBERT GEROW  
THE BISCUIT



GREGG HILL  
THE MINIT MART



TAMMY HILLEN  
HARBOR HEALTH & MASSAGE

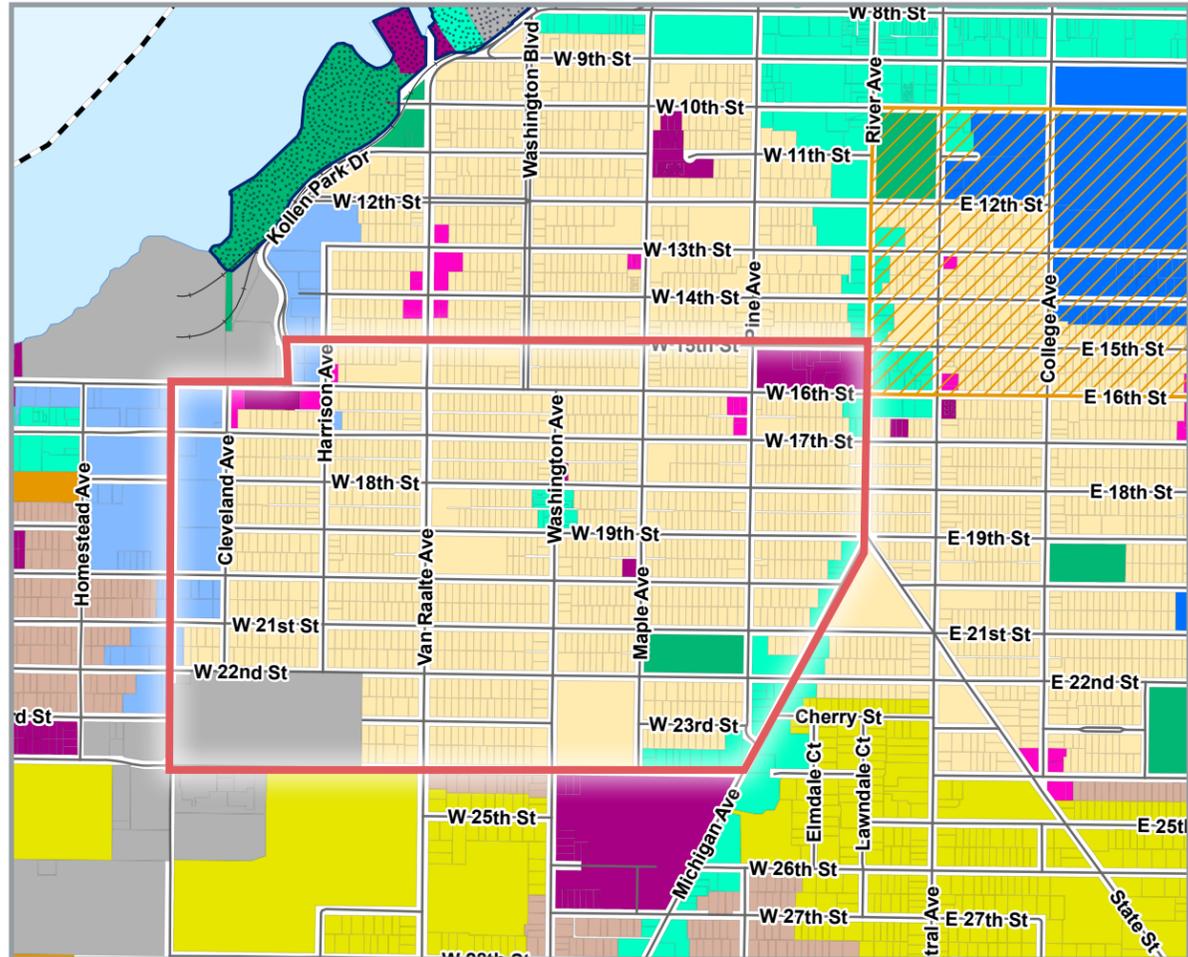


JUSTIN LAMBERS



MARK VANDERPLOEG  
CITY OF HOLLAND

# RECENT PLANNING INITIATIVES



## Unified Development Ordinance (UDO)

### Zoning Map Section 1.05

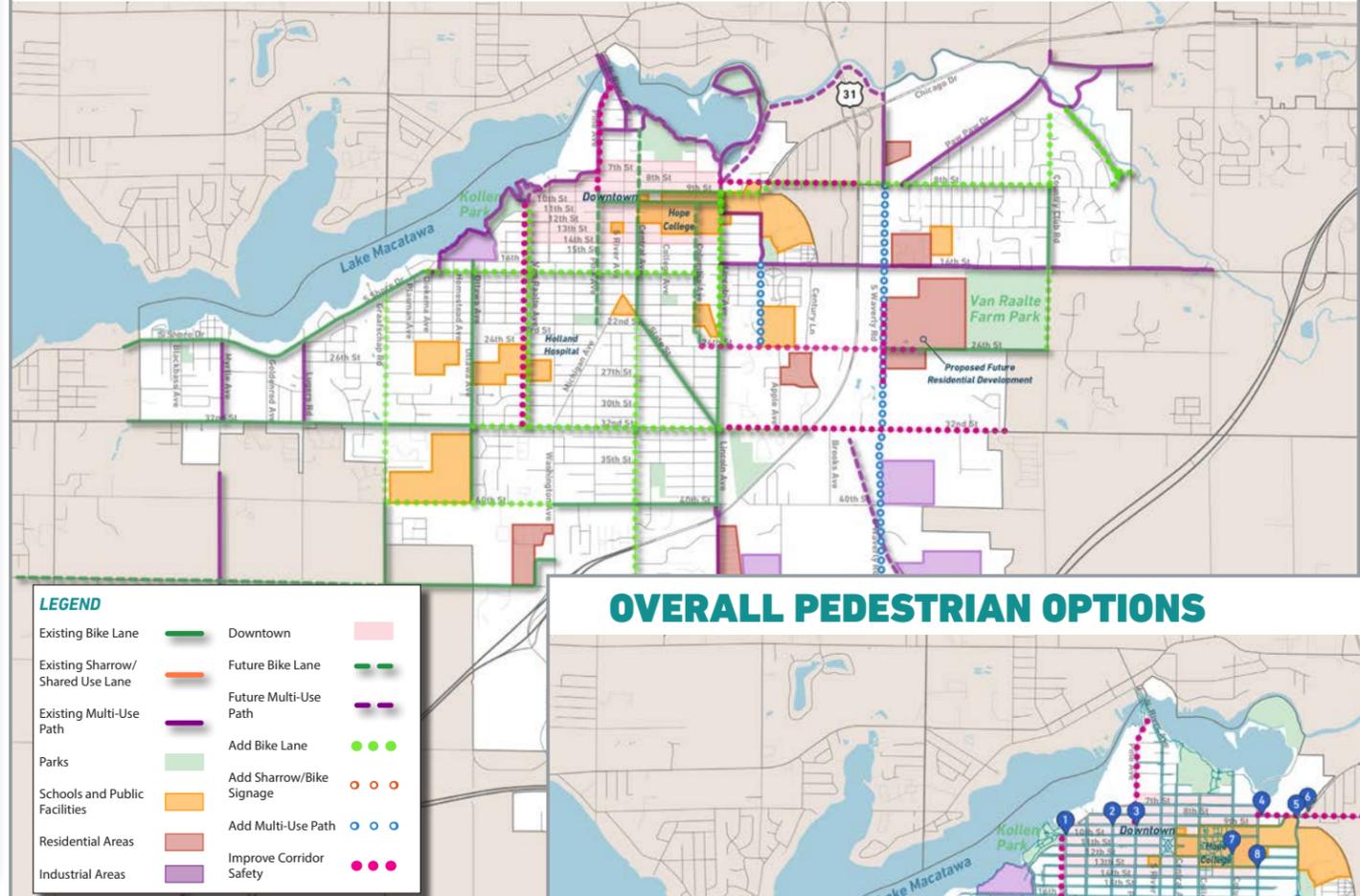
City of Holland, Michigan

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

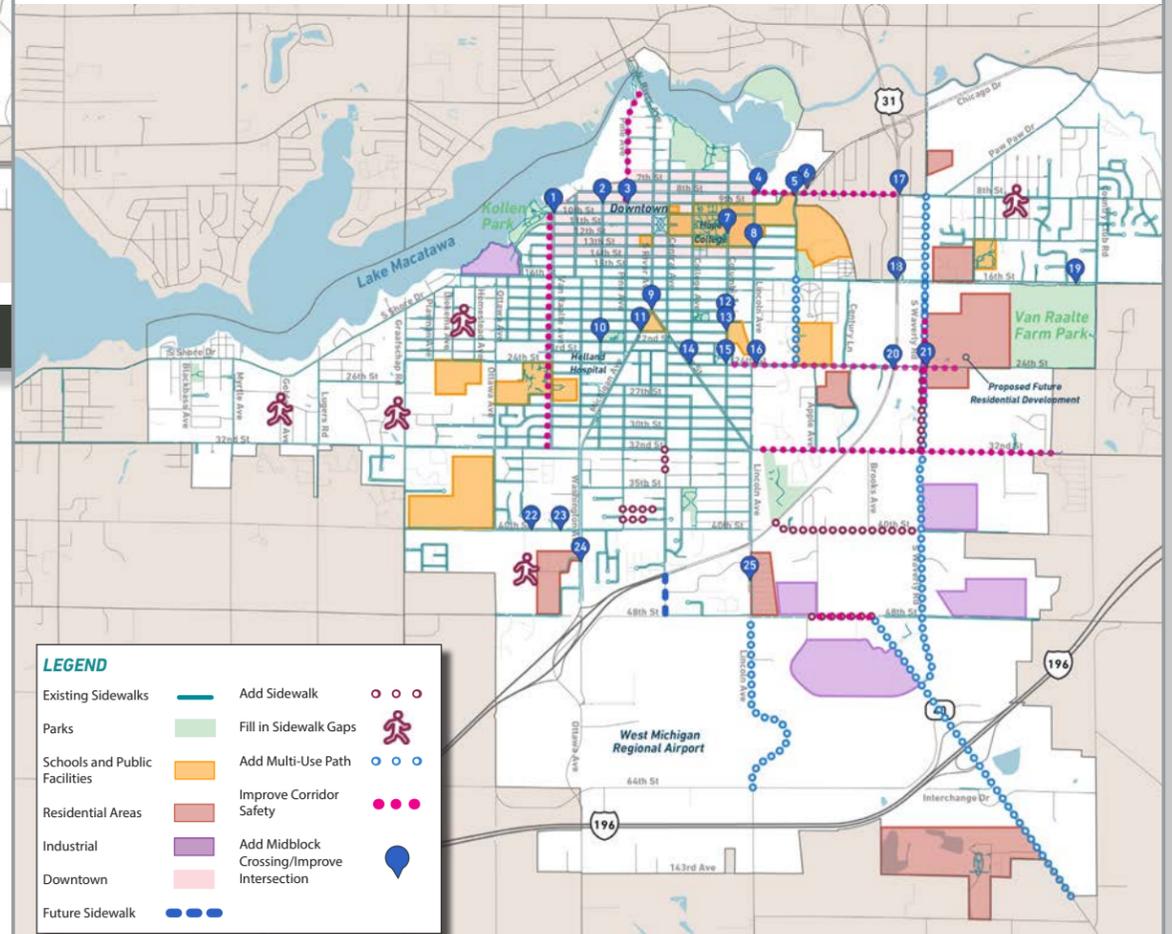
## OVERALL BIKE OPTIONS



- 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

## 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 ●●●

Left: City of Holland Unified Development Ordinance (Adopted in 2021) with a New Form-Based Code for Washington Square.

Right: City of Holland Non-Motorized Transportation Plan (Adopted in 2022)

# GOALS & OUTCOMES

.....

1

TAKE STOCK OF EXISTING CONDITIONS & PROGRESS IN WASHINGTON SQUARE AND THE BROADER NEIGHBORHOOD

2

ALIGN NEEDS & OPPORTUNITIES OF RESIDENTS, BUSINESSES & OTHER STAKEHOLDERS

3

CAST A COHERENT VISION & COMMUNITY-ORIENTED ROADMAP TO GUIDE THE FUTURE OF THE NEIGHBORHOOD



# COMMUNITY OUTREACH

**Holland MICHIGAN** ▶ BUILDING ▶ ZONING ▶ PLANNING ▶ NEIGHBORHOODS & PROGRAMS ▶ RENTALS & CODES

Home > City Hall > Departments > Community & Neighborhood Services > Planning > Washington Square Neighborhood Area Plan

## Washington Square Neighborhood Planning

### FIRST NEIGHBORHOOD ENGAGEMENT WORKSHOP

The City of Holland and the Washington Square Business Improvement District Board would like to invite the Washington Square-Westcore neighbors to a workshop to understand your thoughts, concerns, and hopes for the Washington Square Commercial District and the Washington Square Neighborhood.

**Date:** March 23 (Thursday)  
**Time:** 6:00PM to 7:30PM  
**Venue:** PAX Coworking Studio (453 Washington Ave)

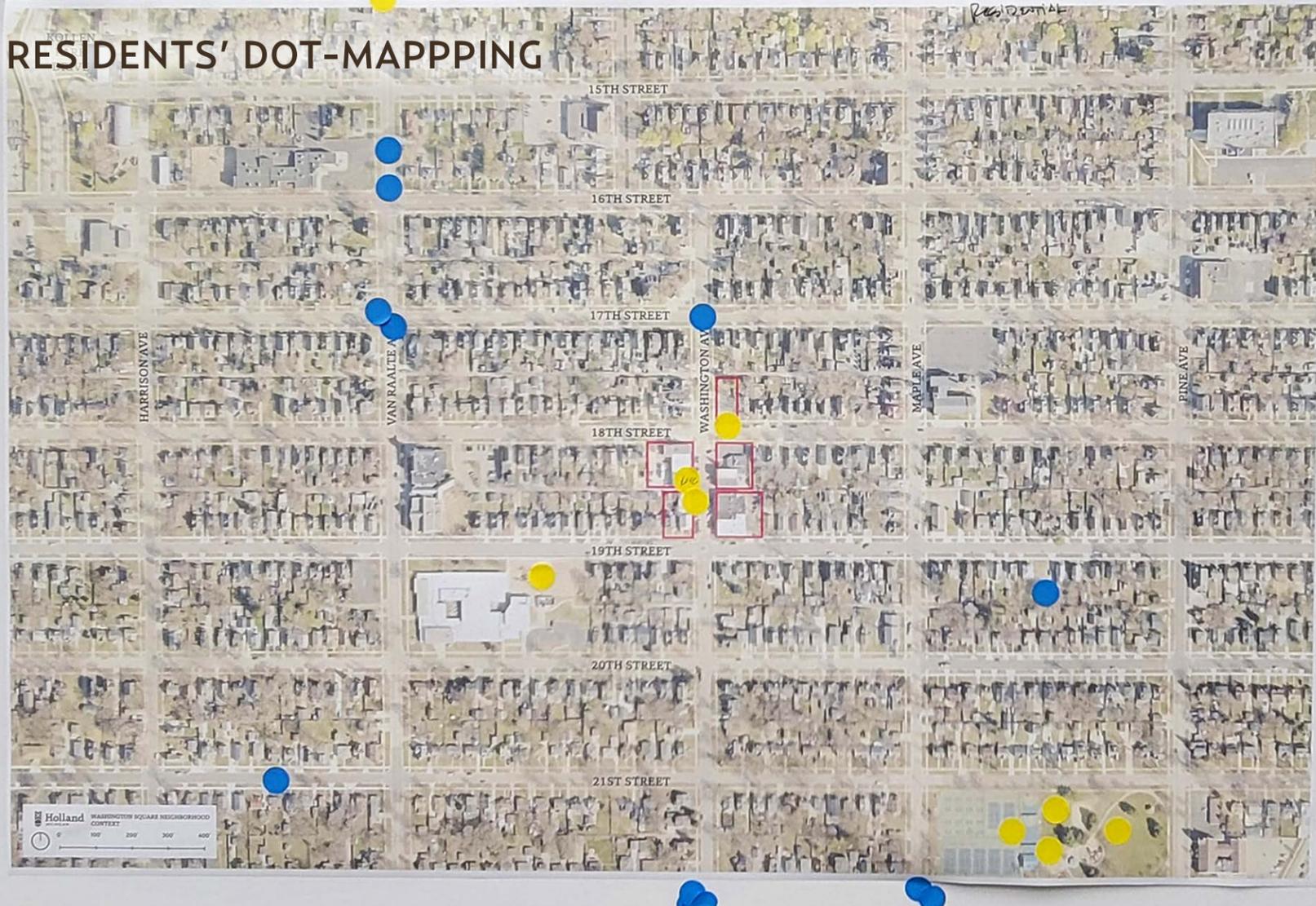
[RSVP](#)

Planning Commission  
Current Applications Under Review  
Development Guide & Applications  
Adopted Master Plan  
Special Study Areas  
Non-Motorized Transportation Plan  
Housing Development Support



# NEIGHBORHOOD DOT-MAPPING

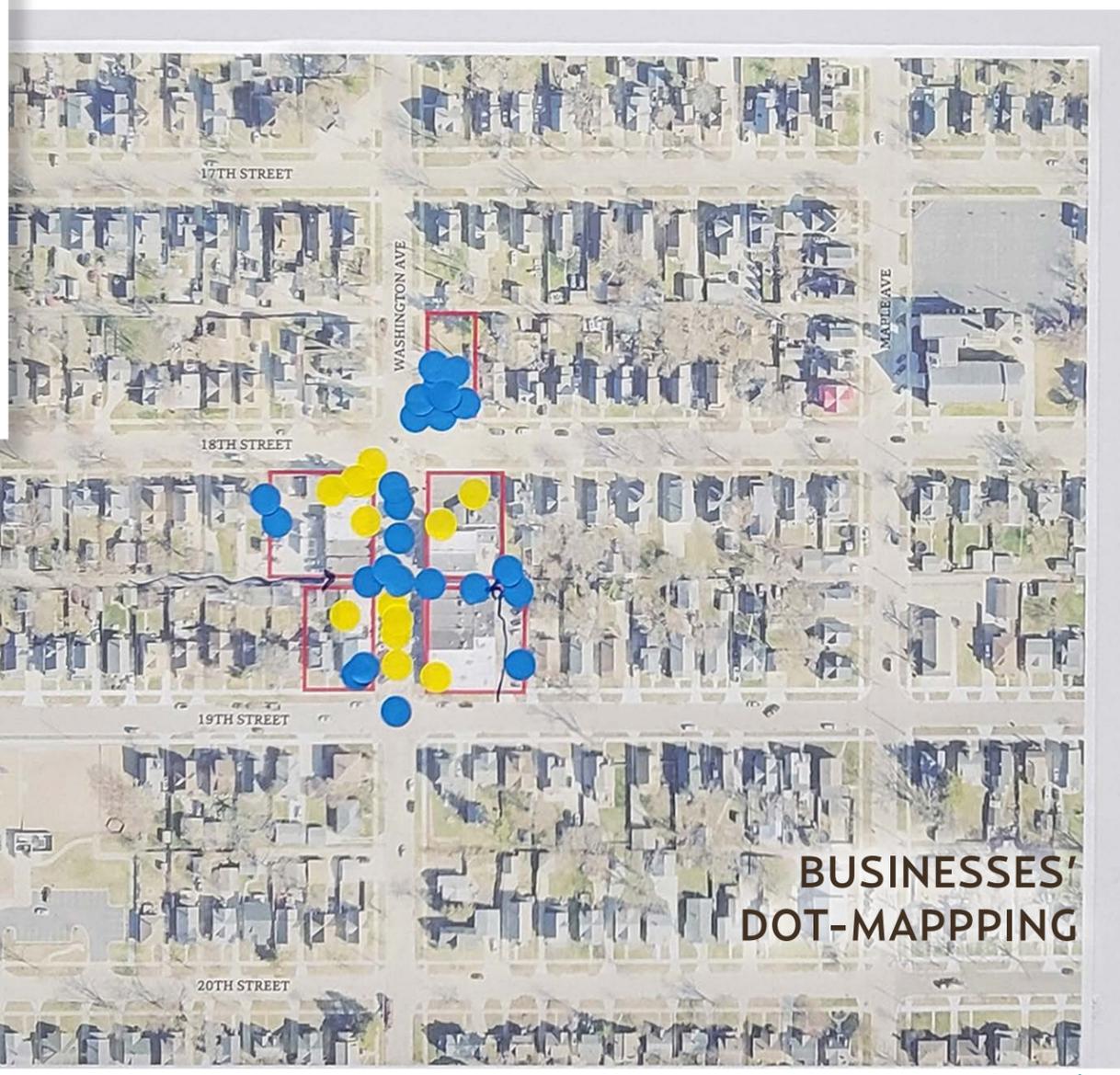
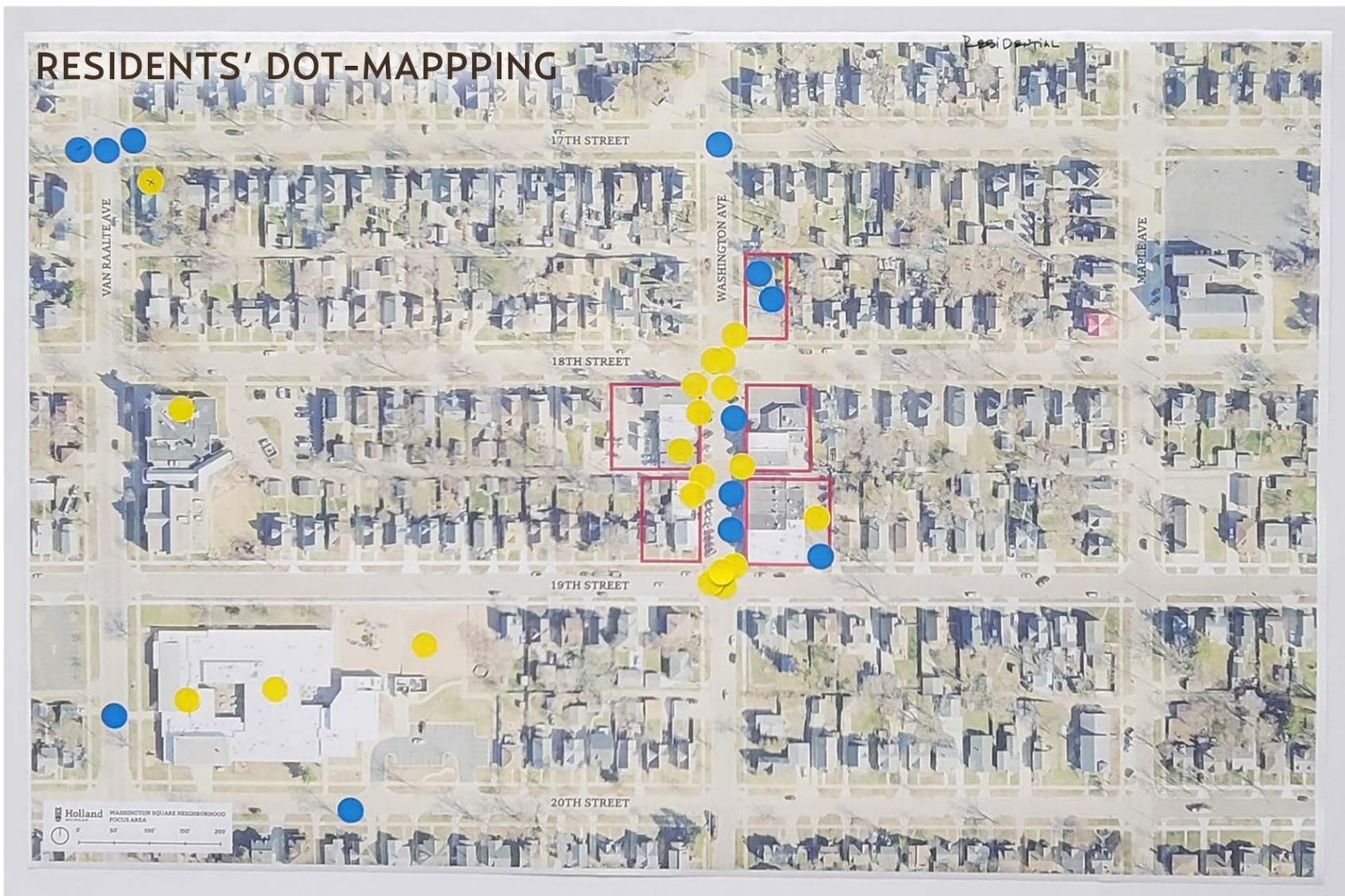
## RESIDENTS' DOT-MAPPING



- STRENGTH
- OPPORTUNITY

## BUSINESSES' DOT-MAPPING

# WASHINGTON SQUARE DOT-MAPPING



- STRENGTH
- OPPORTUNITY

# WHAT WE LOVE

Upgraded, well-maintained space at **The Minit Mart**

**The Biscuit**

**Good Diversity of Neighbors & Businesses (Variety & Vibrancy!)**

**Commemorative Space & Evergreen Tree**

**General Appreciation for the Square & Its Untapped Potential for Fresh New Things**

**Neighborhood Feel -- Not a Strip Mall**

**Community Events (e.g. X'mas Tree Lighting, Westcore + Merchants Collaboration)**

**Holland Language Academy, Boys & Girls' Club -- The Presence of Kids!**

**Holland Rec & Holland Aquatic Center -- Great Programming that Drive Traffic to the Square**

**The Roundabouts -- Slow Traffic & are Great Entrance Markers**

**Branch Capital & How Well It Looks from the Southern Approach**

**Bike Racks at The Minit Mart**



**Repair the Traffic Circles**

**Warm, Outdoor Lighting**

**Close Parking Spaces for Outdoor Dining**

**Clean Curbs & Gutters**

**Traffic safety in alleys, fast traffic. 30% traffic stop cross walk, 30% blow right through, Blind spot from the back parking lot.**

**Trucks & Tankers Fly Right Through at 16th & Van Raalte**

**MAX Bus Stop at the Square**

**Traffic Safety at 17th / Van Raalte, 21st & 22nd St / Maple Ave**

**Parking is not nearly enough**

**Vacant Lot on 18th Street -- Mixed Use or Housing?**

**Change Washington Sq. from a Two-Way to One-Way Access**

**Roundabouts are Confusing -- No One Knows What To Do**

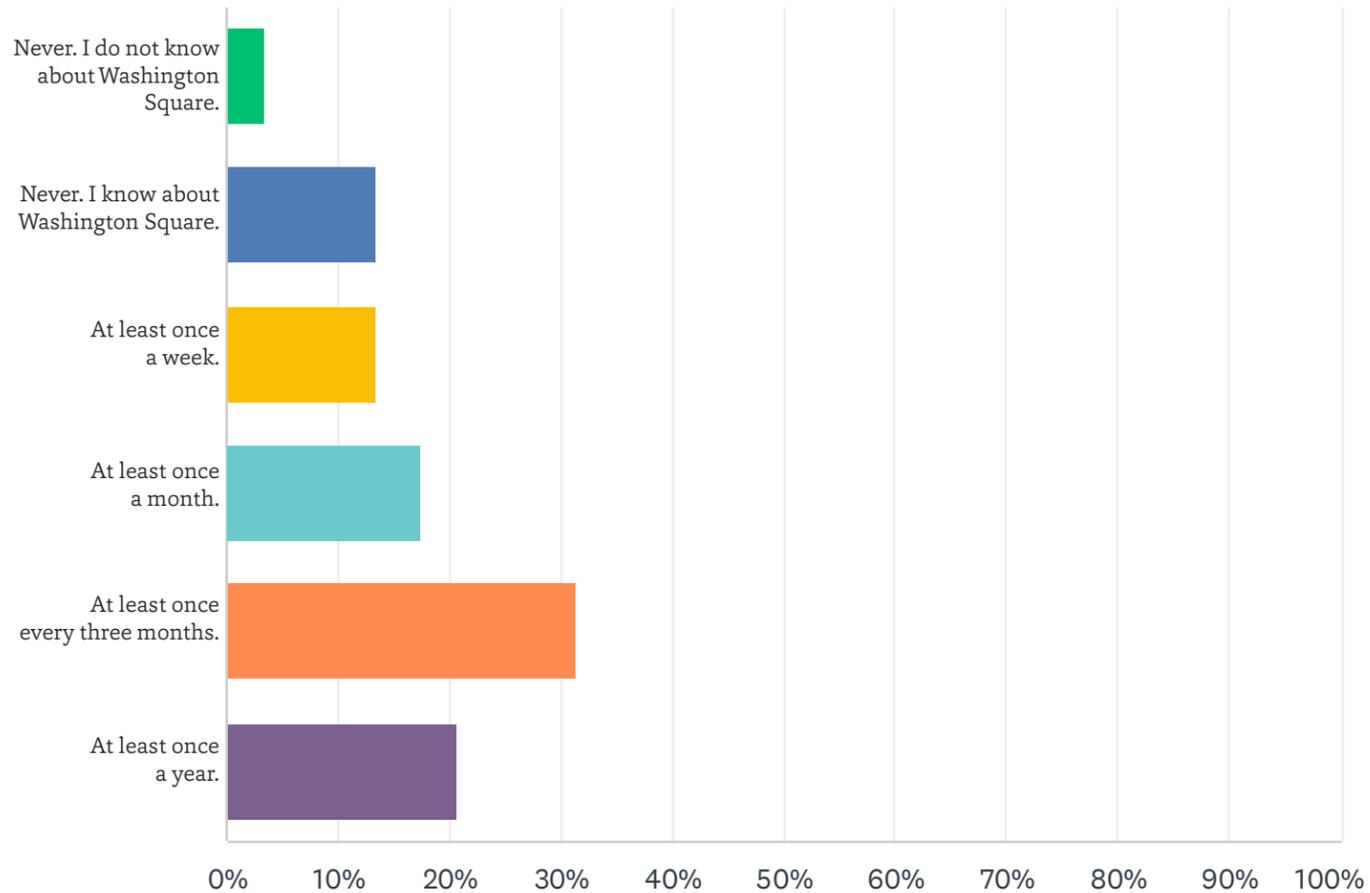
**Alleys look terrible. Could they be closed off? Could "social district" be created at the back? Front seating feels like one is sitting in a parking lot.**

# WHAT COULD BE IMPROVED

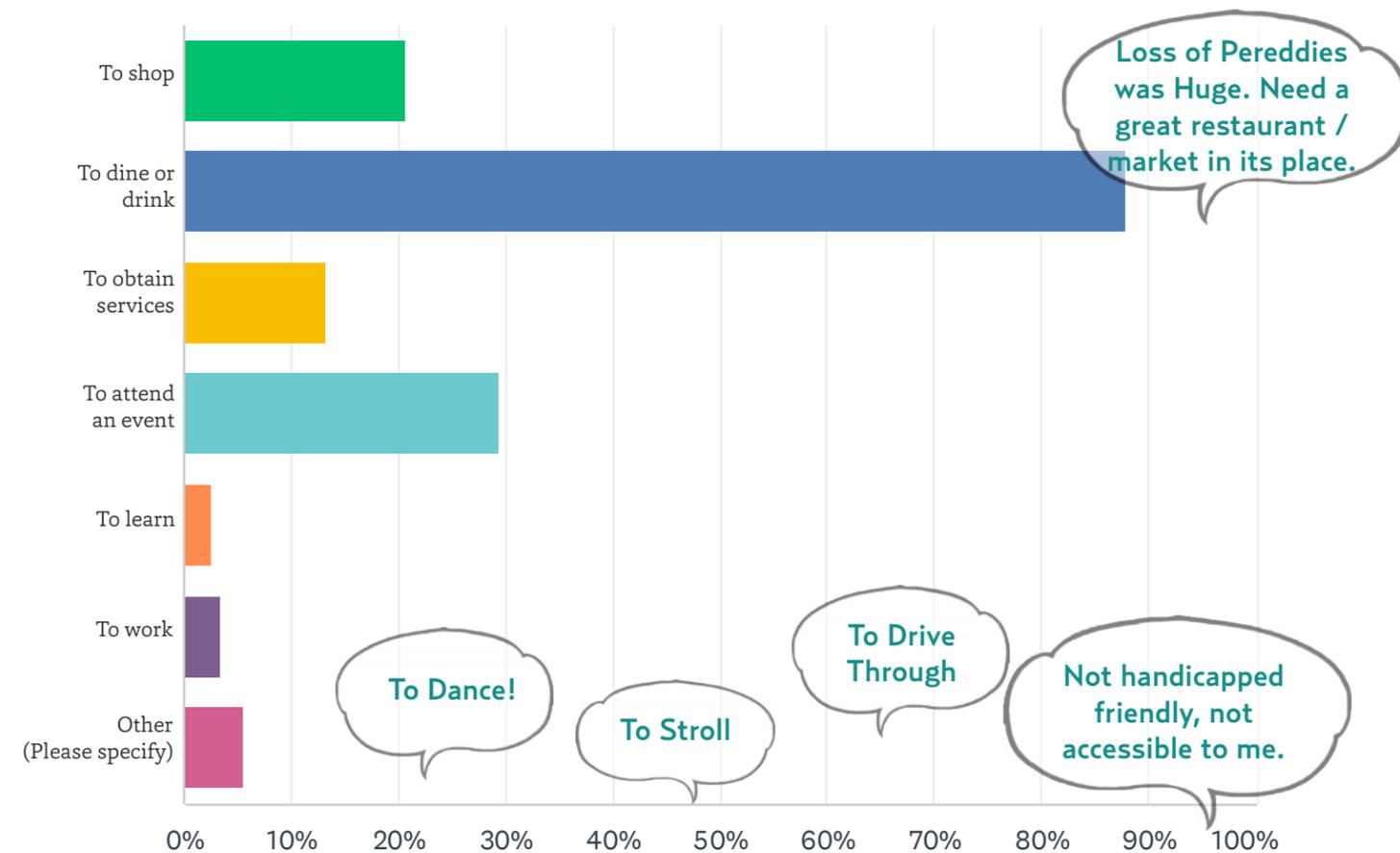
**Snowmelt**

# COMMUNITY SURVEY RESULTS

## HOW OFTEN DO YOU SHOP, DINE/DRINK, ATTEND AN EVENT, LEARN, AND/OR WORK AT WASHINGTON SQUARE?



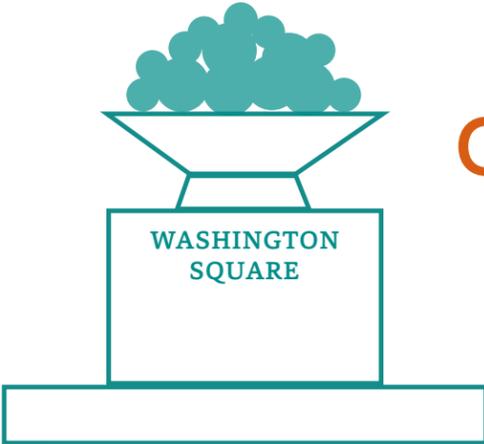
## WHAT BRINGS YOU TO WASHINGTON SQUARE? (SELECT ALL THAT APPLY.)



# KEYWORDS TO DESCRIBE THE ASPIRED CHARACTER

---

UNIQUE NEIGHBORLY / FRIENDLY QUIRKY / ARTSY CREATIVE  
QUAINT SOCIAL / ECLECTIC CUTE RESTAURANT  
GATHERING SOCIAL DIVERSE ACTIVE / LIVELY FOOD TRUCKS GREAT FOOD  
COMMUNITY DESTINATION CHARM FUN  
HISTORIC CHARACTER INCLUSIVE VIBRANT  
CLEAN / WELL-MAINTAINED WELCOMING SAFE UPDATED  
/ INVITING WORTHY OF INVESTMENT WALKABLE  
GARDEN GREEN LOCAL RUSTIC  
COZY AUTHENTIC AFFORDABLE ACCESSIBLE  
SUCCESSFUL MUSIC FAMILY SMALL  
SHOPPING



# VISUAL PREFERENCE SURVEY FINDINGS

**Holland MICHIGAN** WASHINGTON SQUARE NEIGHBORHOOD

COMMUNITY ENGAGEMENT & PLANNING PROCESS (MAR-MAY 2023)  
PARTICIPACIÓN DE LA COMUNIDAD Y PROCESO DE PLANIFICACIÓN (MARZO-MAYO 2023)

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

**ENCUESTA DE PREFERENCIAS VISUALES**  
Los siguientes son algunos ejemplos de comercial/ desarrollos de uso mixto y paisajes urbanos. ¿Cuál de estos prefieres?

WASHINGTON SQUARE

Email: [cns@cityofholland.com](mailto:cns@cityofholland.com)  
Phone: 616-355-1330  
Webpage: [ws.cityofholland.com](http://ws.cityofholland.com)

## LIKES & IDEAS

- **Mixed-use** (Similar in character. Many stores are brick.)
- **Alley** feel, fun, quirky, colorful, view of the "sky", not like 8th Street (create an Arts Alley) Commission artists for alleys (e.g. Miami, Honduras), pedestrianize the space, like the color, decorated above (the sky)
- **Bike racks and outdoor seating**
- **Food trucks** are great for the outdoor feel, casual vibe, local, warm, inviting, versatile, like the character of the neighborhood (e.g. "Off the Grid" with port-a-potty, variety, good energy), but need to balance with the restaurants and not cannibalize the dining business. Create a sense of place and room for people.
- **Raingarden**, native plants, sustainable landscaping with interpretive signs
- **Seasonal pots**, more compact, flexible, opportunities for more outdoor space / pedestrian space
- **Space for benches, more prominent trees for shade** (vertical green, possible to have big trees)
- Would like **warm outdoor lighting**



# KEY ISSUES & OPPORTUNITIES

.....

## PEDESTRIAN/BICYCLIST SAFETY

### (i) Alleys & Washington Square

### (ii) 17th & Van Raalte

### (iii) 21st / 22nd & Maple Ave

### (iv) ADA Accessibility

- Slow traffic and calm Washington Ave & the Alleys (e.g. stop signs, speed table) (\*\*Note: This has been explored and requested of Transportation Services which has installed yield signs. Stop signs were not installed because they would not meet the traffic signal warrants assessment.)
- Consider converting Washington Ave from a two-way to one-way street to provide for additional space on the sidewalk for outdoor seating opportunities (\*\*Note: This has been explored and studied in two potential concepts as part of this Washington Square visioning process. Converting Washington Ave to a one-way stretch for the square would yield only a modest increase of 1 foot in the sidewalk space.)
- Provide safe pedestrian crossings at 17th & Van Raalte, 21st/22nd & Maple Ave (e.g. stop signs, flashing signs, bump outs)
- Locate ADA parking spaces closer to the center of the Square

## PARKING

- Explore potential for additional parking in the rights-of-way

## PUBLIC TRANSIT ACCESS

- Explore additional / alternative stops for the MAX Transit routes

## STREETScape / LANDSCAPING / LIGHTING

- Refresh the landscaping and streetscape (e.g. remove planter beds, explore alternatives that are more compact, seasonal, provide flexibility, and are sustainable)
- Replace trees with alternatives that provide more shade
- Incorporate more benches and more trash / recycling cans
- Repair the traffic circles
- Explore potential of placing overhead electrical lines underground
- Explore warmer outdoor lighting

## PUBLIC SPACE ACTIVATION

- Close a portion of the Alley to create a multipurpose outdoor community / dining space
- Identify additional opportunities to incorporate public art and murals
- Close the Square for food truck events and other seasonal community events

## REDEVELOPMENT / ENHANCEMENT OPPORTUNITIES

- Identify parcels or portions of parcels which could be explored for redevelopment opportunities, including mixed use and housing
- Create a Washington Square Directory Map like the CVB Brochure for Downtown Holland

# VISION STATEMENT & GUIDING PRINCIPLES

.....

## CALM

- Slow the traffic along the alleys, 17th Street, Van Raalte Ave, 21st Street/22nd Street/Maple Ave
- Provide safe pedestrian and bicyclist crossings at key intersections/ alley connectors

## ACTIVATE

- Energize the alleys and other public or community spaces with art, lighting, music, live performances, events, food trucks, etc.
- Support and encourage participation in various community and business events year-round
- Identify parcels or portions of parcels which could be explored for enhancement or redevelopment opportunities, including mixed use and housing

## STEWARD

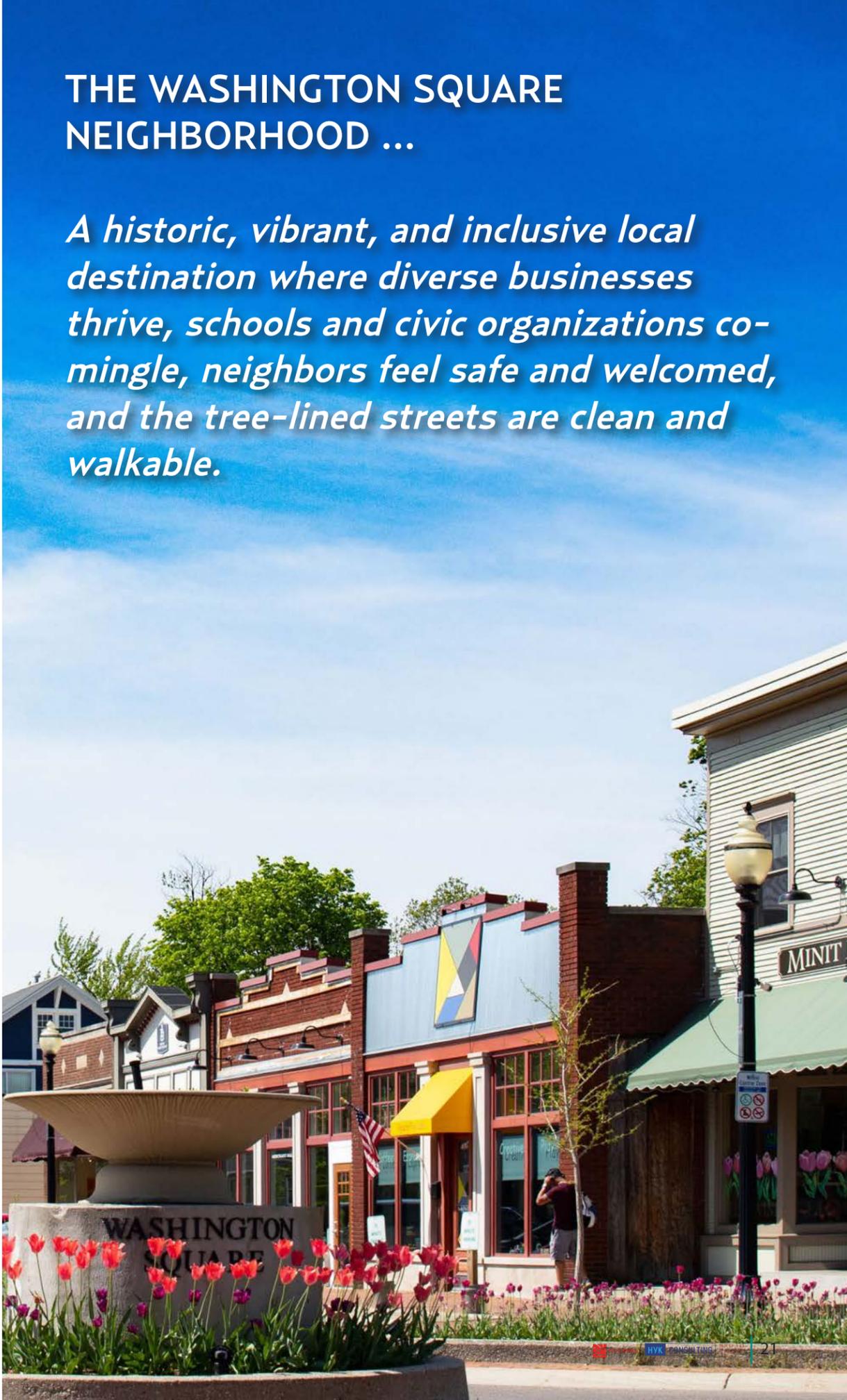
- Refresh the streetscape and provide opportunities for additional shade, beauty, and respite
- Maintain the overall quality, longevity, and cleanliness of Washington Square as a beloved neighborhood center
- Engage all merchants (owners and tenants) and highlight the variety and vibrancy of Washington Square through different means and platforms
- Celebrate & Tell the multicultural histories of Washington Square

## CONNECT

- Explore the addition of a MAX Bus Stop at Washington Square

## THE WASHINGTON SQUARE NEIGHBORHOOD ...

*A historic, vibrant, and inclusive local destination where diverse businesses thrive, schools and civic organizations co-mingle, neighbors feel safe and welcomed, and the tree-lined streets are clean and walkable.*



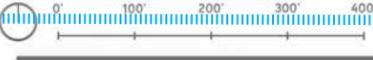
# NEIGHBORHOOD FRAMEWORK



## LEGEND

-  ACTIVATE
-  DISTINGUISH
-  CALM
-  ADDITIONAL MAX STOP
-  ALTERNATIVE INBOUND MAX ROUTE #3
-  PEDESTRIAN CROSSING
-  PROPOSED BIKE LANE / SHARROW
-  ALLEY

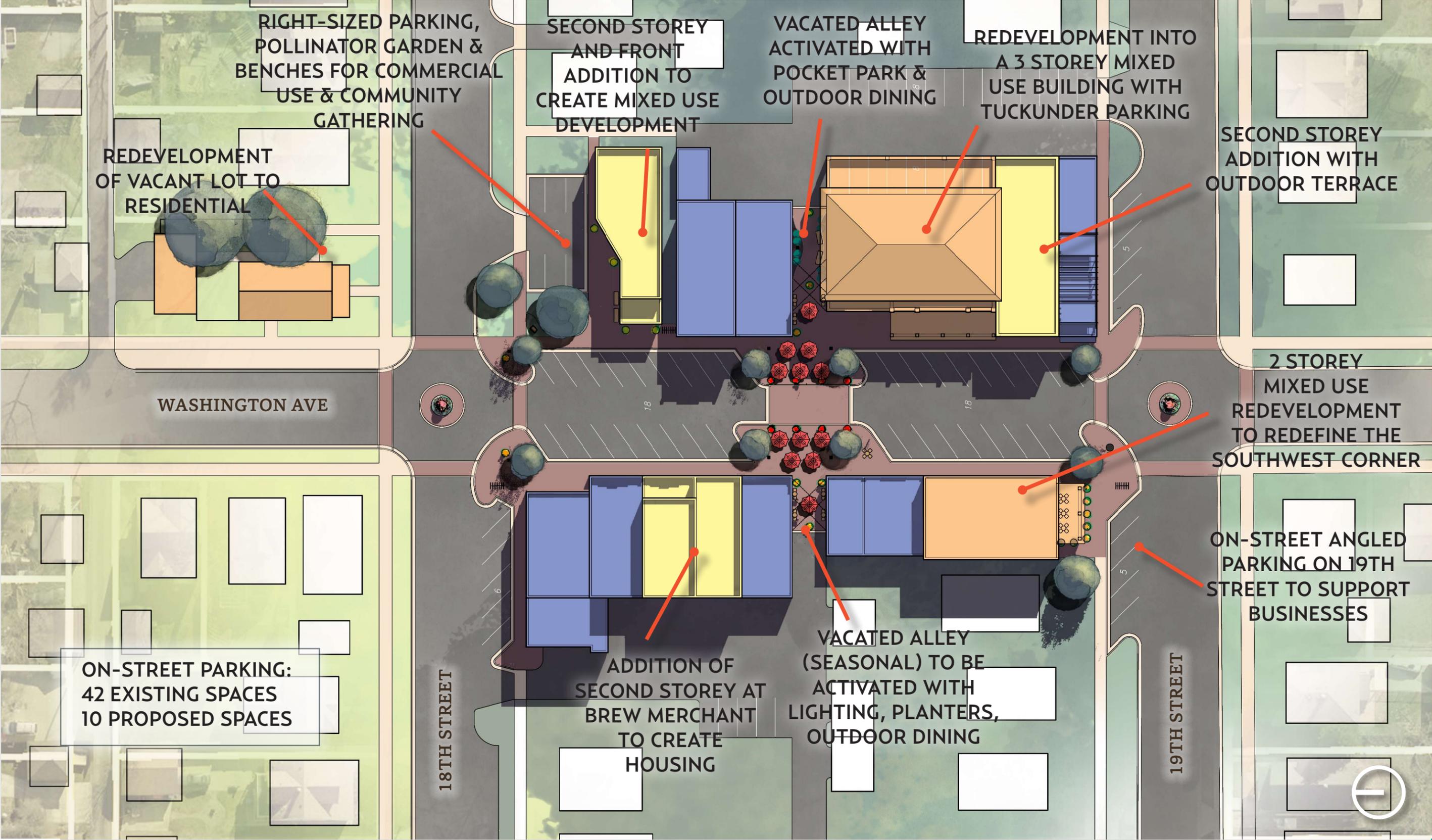
Holland MICHIGAN WASHINGTON SQUARE NEIGHBORHOOD CONTEXT



# POTENTIAL CONCEPTS



# HYBRIDIZED CONCEPT



# UNIFYING ELEMENTS

The coherence and character of Washington Square can be shaped by intentional unifying elements for the public spaces. The following are six key elements for consideration.

## TRAFFIC CIRCLES

The traffic circles with their brick aprons are distinguishing gateway features for Washington Square. These should continue to be maintained with seasonal plantings and could be improved with a rolled curb to minimize damages to the truck apron.

## LIGHTING

Washington Square is currently defined by classic lamp posts that provide lighting, visual interest, and rhythm to the streetscape. These posts should continue to be used and located at key intersections along 18th Street, 19th Street, alleys, and other public spaces.

## COMMEMORATIVE SIGNS

Washington Square's commemorative plaque tells of the community efforts in maintaining the quality of this neighborhood gem. Other interpretive signs telling the multicultural histories of the place could be considered at select location(s) or walls to continue celebrating the vibrant neighborhood.

## STREET FURNITURE

Benches are important outdoor elements to provide seating and respite. A mixture of classic steel benches with backrests and armrests, along with smaller benches in shaded areas, can offer varied seating opportunities for different needs.

## LANDSCAPING

With an interest in removing the planter beds, alternative landscaping approaches could include more sustainable pollinator gardens (a current feature with the commemorative plaque) and movable planter pots that could continue to provide seasonal interest and flexibility.

## IDENTITY BANNERS

To highlight and distinguish the Washington Square character, identity banners could be created and affixed to lamp posts at key intersections.



# ARCHITECTURAL CHARACTER

## DEFINING FEATURES

.....

The building fabric found within Washington Square helps to establish a coherent atmosphere of a neighborhood center.

### BRICK (MODULAR & ROMAN)

Many buildings feature brown and honey toned modular brick. In post-World War II buildings, such as 453 Washington (Pax Co-working Studio) and 208 W 18th St. (Plant Lab), Roman Brick is used to provide horizontal emphasis.

### MASONRY PIERS

Many facades are framed by the use of masonry piers, which often delineate between commercial units, and provide a dynamic visual effect as one scans across the tops of buildings. These piers also provide modest depth to façade compositions, so that they do not feel "boxy".

### STEPPED PARAPETS

In tandem with masonry piers, parapets often feature modest stepping, which provides additional unique character to each individual building in a playful way.

### STONE & MASONRY ORNAMENT

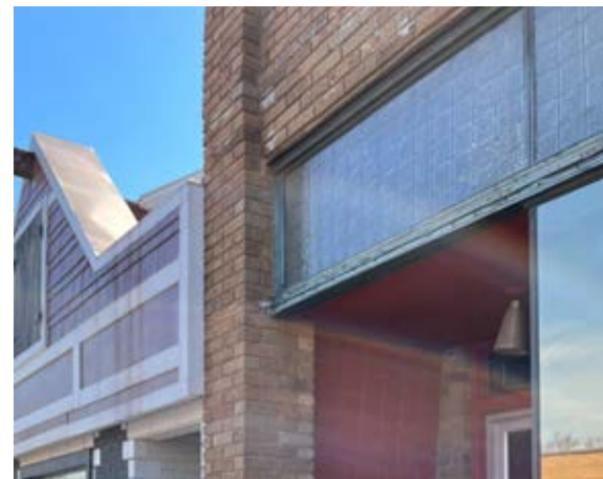
Although modest, stone and masonry ornamentation is used to exhibit craftsmanship and variety from building to building. These elements include soldier courses, rectangular frames (expressed in brick), limestone caps and bands, and geometric shapes, such as diamonds.

### TRANSOM WINDOWS

Large glazed commercial openings are commonly found. Above door and window headers, an additional 24"-36" is used for transom windows. Many of these windows are now concealed by either boards or awnings.

### CLASSIC CARPENTRY

On buildings such as 434 Washington (Minit Mart), elegant and economic carpentry details allow the building to properly address its adjacent public spaces, while participating in the vernacular and builder traditions of the neighborhood.



# VIEW FROM 19TH STREET LOOKING NORTHEAST



© 2023 Har Ye Kan and Nick Rolinski

# VIEW OF THE ALLEY LOOKING SOUTHWEST



© 2023 Har Ye Kan and Nick Rolinski

# IMPLEMENTATION FRAMEWORK

| Project                                                                                                                                                                                                                                                                                                                                                                 | Priority | Timeframe | Oversight |             | Funding |        |         |             | Maintenance Responsibility |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|-----------|-------------|---------|--------|---------|-------------|----------------------------|
|                                                                                                                                                                                                                                                                                                                                                                         |          |           | City      | Other Govt. | Private | Public | Private | TIF/ Others |                            |
| <b>WASHINGTON SQUARE NEIGHBORHOOD</b>                                                                                                                                                                                                                                                                                                                                   |          |           |           |             |         |        |         |             |                            |
|  <p>Work with the South Shore Village BID Board and the City's Transportation Services Department to conduct a traffic safety study along 16th and 17th Street from Pine Ave to Ottawa Ave, including opportunities for traffic calming and enhancing pedestrian/bicyclist safety.</p> |          |           |           |             |         |        |         |             |                            |
| Work with the City's Transportation Services Department to improve key pedestrian crossings at 21st & 22nd Streets at Washington Ave & Maple Ave.                                                                                                                                                                                                                       |          |           |           |             |         |        |         |             |                            |
| Explore the potential of installing additional street lights and surveillance cameras in the alleys to improve safety and visibility.                                                                                                                                                                                                                                   |          |           |           |             |         |        |         |             |                            |
|  <p>Work with private property owners (e.g. 431 Washington, Galleria, Plant Lab) to redevelop parcels into mixed use, commercial, and/or residential uses.</p>                                                                                                                       |          |           |           |             |         |        |         |             |                            |
| Engage the Washington Square Merchants, Westcore Neighbors, and the City's Transportation Services Department to explore:                                                                                                                                                                                                                                               |          |           |           |             |         |        |         |             |                            |
| (i) potential closure of the east alley, and                                                                                                                                                                                                                                                                                                                            |          |           |           |             |         |        |         |             |                            |
| (ii) potential seasonal closure of the west alley. Both spaces could be used for outdoor dining, alley activation, landscaping / pocket park, performances, public art / mural enhancements.                                                                                                                                                                            |          |           |           |             |         |        |         |             |                            |
| Explore the possibility of establishing a social district for Washington Square with the City.                                                                                                                                                                                                                                                                          |          |           |           |             |         |        |         |             |                            |
| Explore potential revisions and updates to the WASH-FBC, as well as potential tools such as a special use criteria, an overlay district, design guidelines, and infill review process to ensure proposed developments reflect and maintain the historic neighborhood character of Washington Square.                                                                    |          |           |           |             |         |        |         |             |                            |

| Project                                                                                                                                                                                                                                     | Priority | Timeframe | Oversight |             | Funding |        |         |             | Maintenance Responsibility |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|-----------|-------------|---------|--------|---------|-------------|----------------------------|
|                                                                                                                                                                                                                                             |          |           | City      | Other Govt. | Private | Public | Private | TIF/ Others |                            |
| <b>WASHINGTON SQUARE NEIGHBORHOOD</b>                                                                                                                                                                                                       |          |           |           |             |         |        |         |             |                            |
|  <p>Explore the possibility of an assessment to finance the cleaning, maintenance, snow removal, and landscaping improvements for Washington Square.</p> |          |           |           |             |         |        |         |             |                            |
| Work with the City's Parks & Recreation Department & Transportation Services Department to remove planter beds, install self-watering, seasonal planters, and replace the street trees with ornamental shade trees.                         |          |           |           |             |         |        |         |             |                            |
| Work with the City's Parks & Recreation Department & Transportation Services Department to assist with the scoping and potential funding for a consultant to create a "refresh" plan.                                                       |          |           |           |             |         |        |         |             |                            |
| Work with Washington Square businesses and Westcore Neighbors on additional ways of commemorating, celebrating, and telling the multicultural stories of the Square.                                                                        |          |           |           |             |         |        |         |             |                            |
| Work with the City Preservation Planner to undertake a reconnaissance study regarding the historic significance of the buildings.                                                                                                           |          |           |           |             |         |        |         |             |                            |
|  <p>Explore the potential of a MAX Transit Stop at Washington Square.</p>                                                                              |          |           |           |             |         |        |         |             |                            |
| Explore additional City wayfinding signage at South Washington Ave to Washington Square, Aquatic Center, & Moran Park.                                                                                                                      |          |           |           |             |         |        |         |             |                            |
| Explore the potential, costs, and assessments for a local snowmelt system for the sidewalks and crosswalks using a high-capacity boiler system.                                                                                             |          |           |           |             |         |        |         |             |                            |



# APPENDIX

## Additional Views Potential Concepts

# ALLEY VIEWS



Alley View Looking East



Alley View Looking West

# ALLEY VIEW LOOKING EAST



View Looking Southeast



View from Western Sidewalk

# VIEWS FROM 19TH STREET



View from 19th Street Looking Northeast



View from 19th Street Looking Northwest

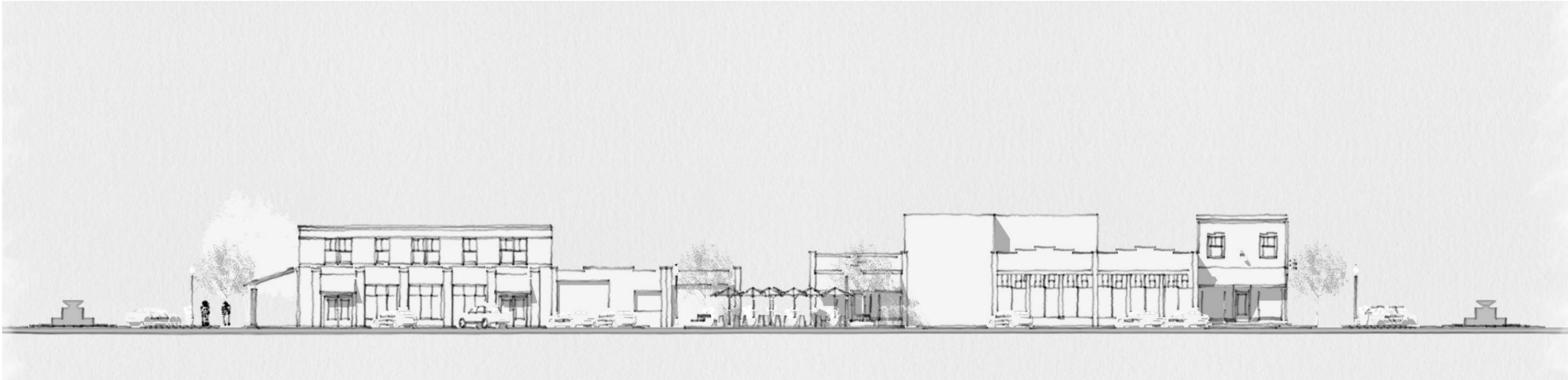
# CONCEPT FOR THE GALLERIA PARCEL



# CONCEPT FOR THE PLANT LAB PARCEL



# ELEVATIONS OF WASHINGTON SQUARE



Western Block Elevation



Eastern Block Elevation



# DESIGN PLAYBOOK





# PHASING PLANS

# PHASE ONE-PLAZA DESIGN

- Tables and seating - \$24,000 to \$26,000 (8 total)
- Murals on alley walls - \$10,000 to \$12,000
- Restripe Barrier Free parking spaces - By City of Holland
- Remove Unwanted Signage - By City of Holland



NEW BARRIER FREE SPOTS

PLANTER POTS WITH  
TABLES AND SEATING

MURAL ON BUILDING  
WALL

NEW BARRIER FREE SPOTS



PRICE RANGE FOR PHASE ONE: \$34,000 to \$28,000

# PHASE TWO-PLAZA DESIGN

- Seasonal Planter Pots (16)-\$7,000 to \$8,000
- New plant material-\$10,000 to \$12,000
- Update site furnishing, trash receptacles, bike racks-\$10,000 to \$12,000
- Identity Banners (four light poles)-\$5,000 to \$8,000
- Storage shed-\$15,000 to \$25,000



IDENTITY BANNERS ON LIGHT POLES

SEASONAL PLANTER POTS

NEW PLANT MATERIAL TYP.



PRICE RANGE FOR PHASE TWO: \$47,000 to \$65,000

# PHASE THREE-PLAZA DESIGN

- Remove planters in center plaza area (4 total)-\$19,600 to \$21,600
- Replace lights and add new bases-\$27,600 to \$29,600
- Barrier free access at cross walks (City of Holland)-\$9,600 to \$11.600
- Fix and repair brick settling.-\$18,600 to \$20,600
- New Wayfinding and Identity Signage-\$15,600 to \$17,600



### Limited

Decorative fixtures shall be permitted if the light trespass is 10% or less.



### Permitted

Fixtures that shield the light source to minimize glare and light trespass and to facilitate better vision at night.



PRICE RANGE FOR PHASE THREE \$91,000 to \$101,000

# PHASE FOUR-STREETScape

- Mill and replace asphalt -By City of Holland
- Remove and replace all curbs-By City of Holland
- Remove and repair bricks-\$68,000 to \$70,000
- Snowmelt-\$760,500 to \$762,500
- Snowmelt Boiler-\$750,000 to \$1 Million
- Snowmelt Operations-\$10,400 to \$31,000
- Create Art Alley-\$20,500 to \$22,500
- Add new lighting for Plaza and Art Alley-\$10,000 to \$12,000



MILL AND REPLACE ASPHALT

REMOVE AND REPLACE ALL CURB AND GUTTER

MILL AND REPLACE ASPHALT

AREA OF SNOWMELT



### Limited

Decorative fixtures shall be permitted if the light trespass is 18% or less.



### Permitted

Fixtures that shield the light source to minimize glare and light trespass and to facilitate better vision at night



PRICE RANGE FOR PHASE FOUR: \$1,619,400 to \$1,898,000

