



# COMMUNITY ENGAGEMENT WRAP- UP

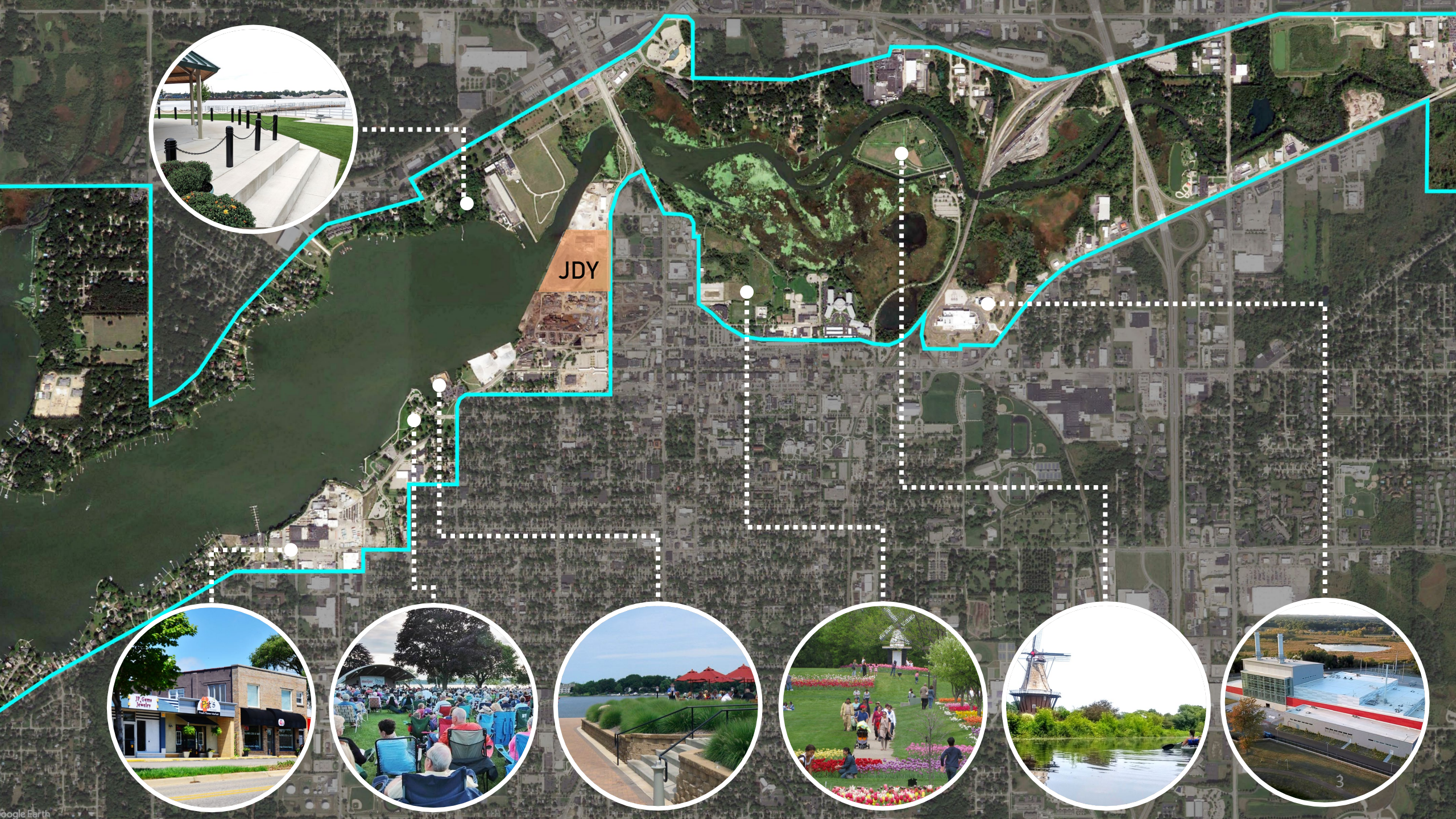
Jan 23, 2019

# Agenda

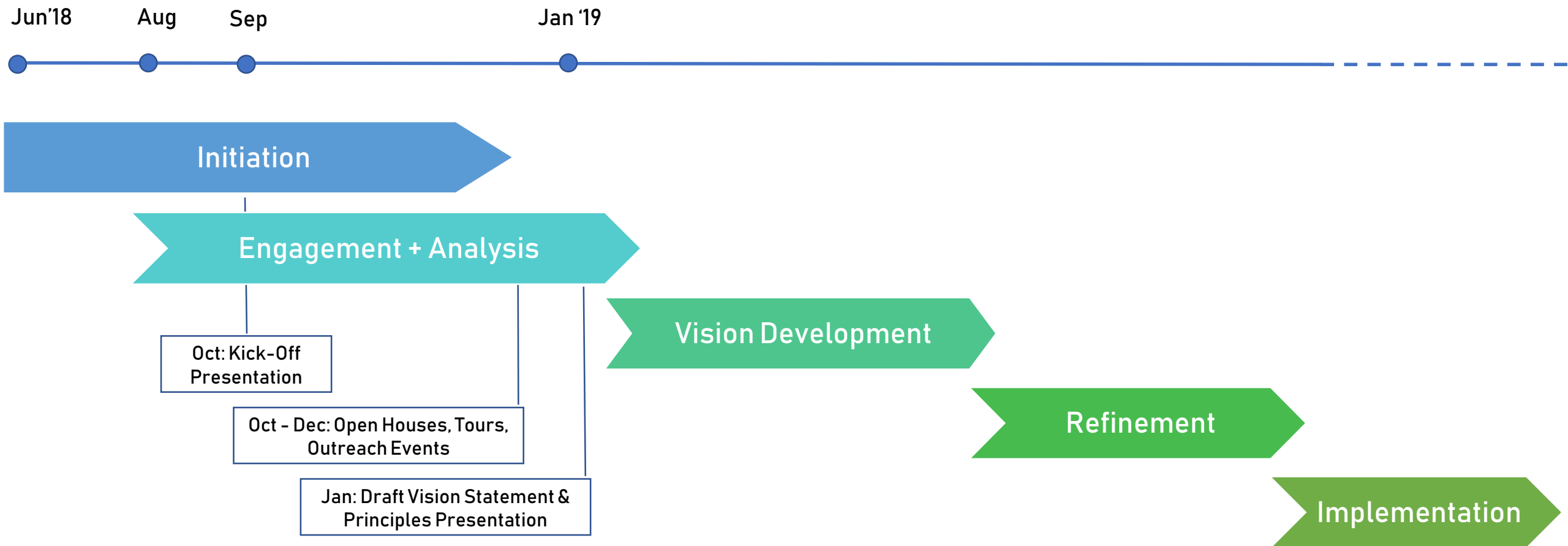


- **Community Engagement Findings**
- **Draft Vision Statement & Principles**
- **Next Steps**

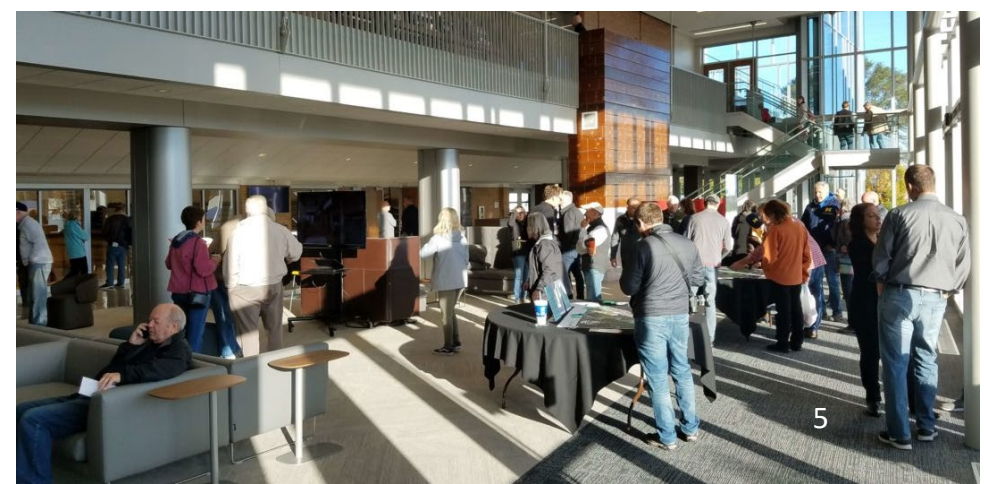




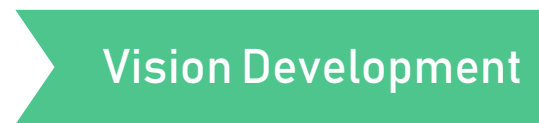
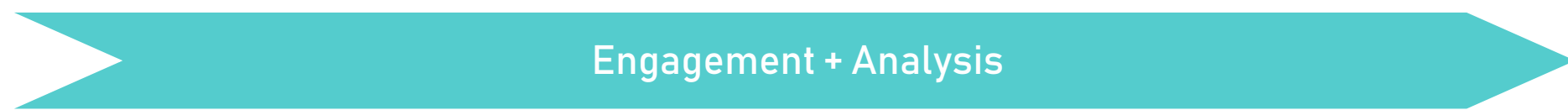












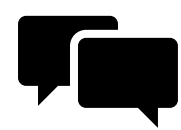
- 2 Open Houses
- 2 Days of JDY Tours
- 12 Community Outreach Events
- Microsite + Social Media

750+



Attendees

591



Comments + Letters

237



Online + Paper Surveys



2,784



Ideas

# Ideas

**1,362**  
Desired Uses,  
Destinations, Activities

**1,106**  
Desired Characteristics,  
Qualities

**2,784**



Ideas

**230**  
Desired Development  
Approaches

**86**  
Desired Examples

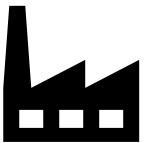
# Public Feedback Key Takeaways



Holland's Waterfront is used by residents in the Holland area and by visitors from beyond mostly for recreation.



Holland's Waterfront could be more welcoming.

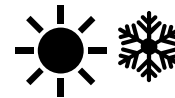


There are public considerations of relocating industries, adaptively re-using JDY, land swaps, and having some environmental remediation.



There is a public desire for...

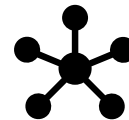
Places to play



Programs daily and year-round



A waterfront for all: ages, abilities, cultures, incomes (Inclusivity)



Connectivity, accessibility, sustainability, affordability, diversity of use



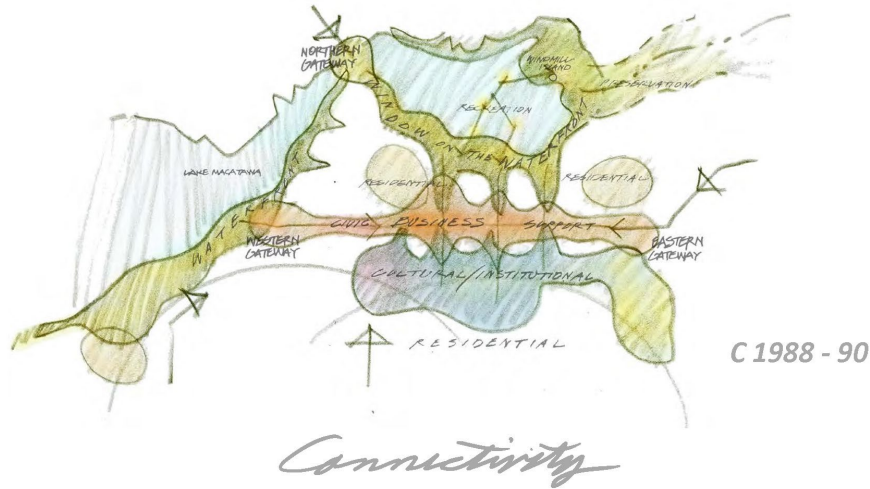
Embracing/ Celebrating the water



# Creating a Community Vision

## Draft Vision Statement & Principles

# Downtown Holland Vision (Example)



## DOWNTOWN HOLLAND VISION

“ A new Kind of Destination Downtown...

A PLACE of distinction where quality Shops and Residential life co-mingle,  
Campus functions blend with the urban center,  
tiny green places provide respite,  
water-fronts are lined with green-ways and walkability is a priority.  
This is the Spirit of the kind of Downtown we seek.”



# Potential Elements of a Vision

| Programming   | Approaches   | Outcomes   |
|---|--|--|
| <ul style="list-style-type: none"><li>▪ Entrepreneurial</li><li>▪ Natural</li><li>▪ Locally-sourced</li><li>▪ Year-Round</li><li>▪ Family-Friendly</li><li>▪ Active public spaces</li><li>▪ Revenue generator</li><li>▪ Fun, Vibrant, Engaging</li><li>▪ Relaxing, Pleasant</li><li>▪ Waterfront recreation</li><li>▪ Working waterfront</li><li>▪ Live, Work, Play</li></ul> | <ul style="list-style-type: none"><li>▪ Sustainability</li><li>▪ Environmentally-Friendly</li><li>▪ Affordability</li><li>▪ Adaptive re-use</li><li>▪ Thoughtful preservation of existing uses</li><li>▪ Collaborative partnerships</li><li>▪ Mixed Use</li><li>▪ Public access to the water</li><li>▪ Connectivity</li><li>▪ Walkable</li><li>▪ Multi-modal</li><li>▪ Waterfront for everyone</li></ul> | <ul style="list-style-type: none"><li>▪ Unique</li><li>▪ Water views</li><li>▪ Visually appealing</li><li>▪ Welcoming</li><li>▪ Tree-lined</li><li>▪ Optimal building heights</li><li>▪ Promote active lifestyles</li><li>▪ Complement downtown/current developments</li><li>▪ Talent attraction/retention</li></ul> |

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## Proposed Draft Vision Statement

Holland's waterfront –

a distinctive complement to our downtown weaving together water, land, and people in a continuous thread of beauty and vibrancy...

an adaptable and evolving place that celebrates a harmony of urban and natural uses...

a walkable, year-round destination where water views abound, green spaces offer quiet respite and active play, and connected public access to the water is enhanced.

This is the character of the waterfront we seek.

## Proposed Draft Guiding Principles

1. Foster Community **ACCESSIBILITY** - To, From, and Along the Water
2. Pursue Environmental, Economic, and Equitable **SUSTAINABILITY**
3. Accommodate **DIVERSITY** of Use, Users, and Developers
4. **CELEBRATE THE WATER(FRONT)**



# Proposed Draft Guiding Principles

## 1. Foster Community **ACCESSIBILITY** - To, From, and Along the Water

- Create a continuous, publicly accessible waterfront through an easement along the water's edge.
- Connect the waterfront to downtown and the neighborhoods beyond.
- Accommodate safe and convenient multi-modal access and parking.
- Leverage on and extend the snowmelt system where appropriate.

# Proposed Draft Guiding Principles

## 2. Pursue Environmental, Economic, and Equitable SUSTAINABILITY

- Be good stewards of our water resources and ecological environments.
- Be good financial stewards and ensure both short- and long-term economic feasibility of waterfront functions, including retaining infrastructure and access for Great Lakes shipping.
- Strengthen community through inclusive, transparent community engagement practices and collaborative partnerships, appropriately guided by municipal leadership and planning best-practices.
- Create a long-term vision that is adaptable over time.



## Proposed Draft Guiding Principles

### 3. Accommodate **DIVERSITY** of Use, Users, and Developers

- Seek opportunities for mixed uses and diverse, year-round programming.
- Welcome diverse waterfront users, including residents and visitors of different ages, abilities, cultures, and incomes.
- Facilitate multiple developers to develop specific projects over time.

## Proposed Draft Guiding Principles

### 4. CELEBRATE THE WATER(FRONT)

- Orient new development, redevelopment, and community planning efforts towards taking advantage of viewscales afforded by the waterfront.
- Encourage waterfront recreation and engagement with the water.
- Enhance the waterfront character by integrating attractive, high-quality, well-programmed, and well-maintained unifying elements in both public and private waterfront projects.
- Use the waterfront as a lens to increase the public understanding of Holland's past, present, and future.

# Developing the Vision

## Next Steps



#### External Inputs:

- Regional context
- Master Plan
- Downtown Vision Statement
- Smart Zone Charter Vision
- “Elements” and examples drafted by PWG
- Local traditions and sensibilities
- Public Input

## VISION AND SCENARIO FILTERING PROCESS

### Principles & General Area Vision for Waterfront Holland

*An invitation for all stakeholders to participate in bringing about a distinct “spirit” and “essence” of Holland’s waterfront **context***

### Principles & General Vision for District(s)

*Smaller districts and individual sites interpret general area vision in unique ways to define identity and character*

### Scenario(s) for JDY Site & Others

*Specific land-use framework (programming, embodiment of principles and vision)*

Stakeholder Workshops

District/ Site Vision feeds back to support Area Vision

First Charrette

Second Charrette

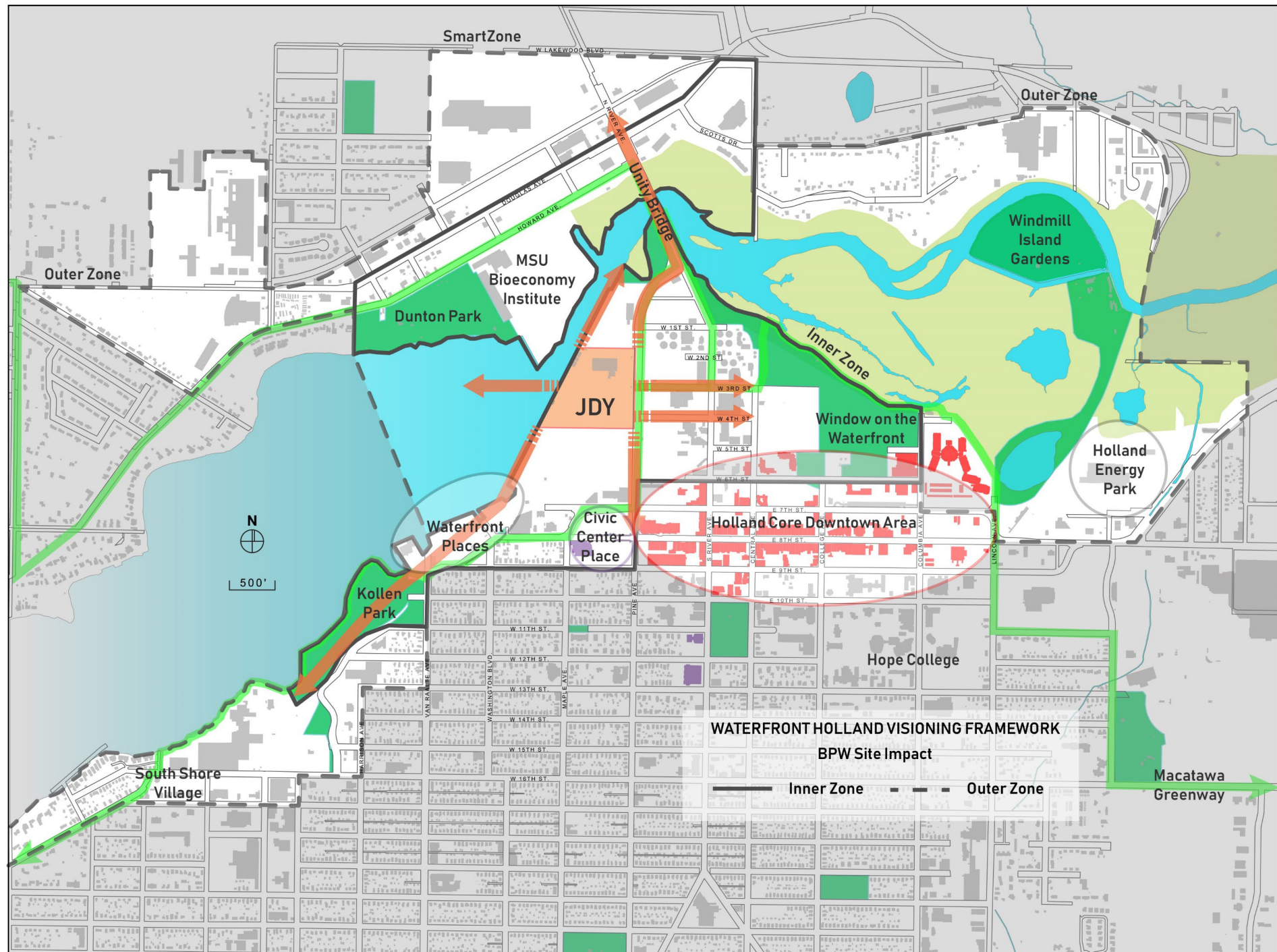
### What’s the difference between a vision and a scenario?

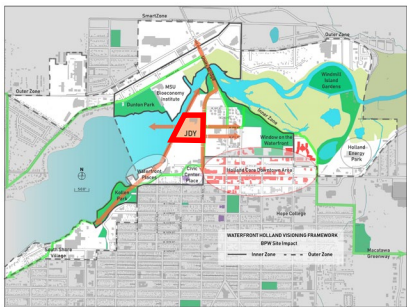
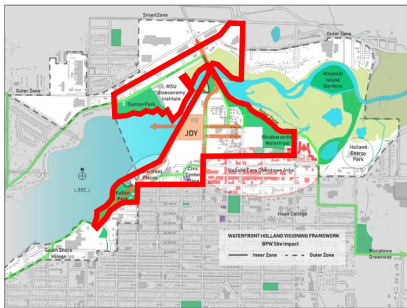
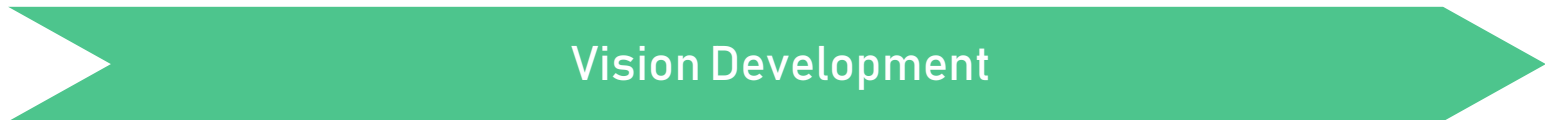
#### Vision

- Helps articulate a “spirit” and “essence”, without prescribing too many specifics
- Comprised of *elements*, such as “welcoming to all”, or “showcasing the natural environment”
- No more than a paragraph
- An *invitation*

#### Scenario

- Specific
- Can be designed, refined, and drawn
- Can be zoned
- Can adhere to and/or inform form-based codes
- Can be studied financially
- Embodies the Vision, and encourages future developers to follow suit





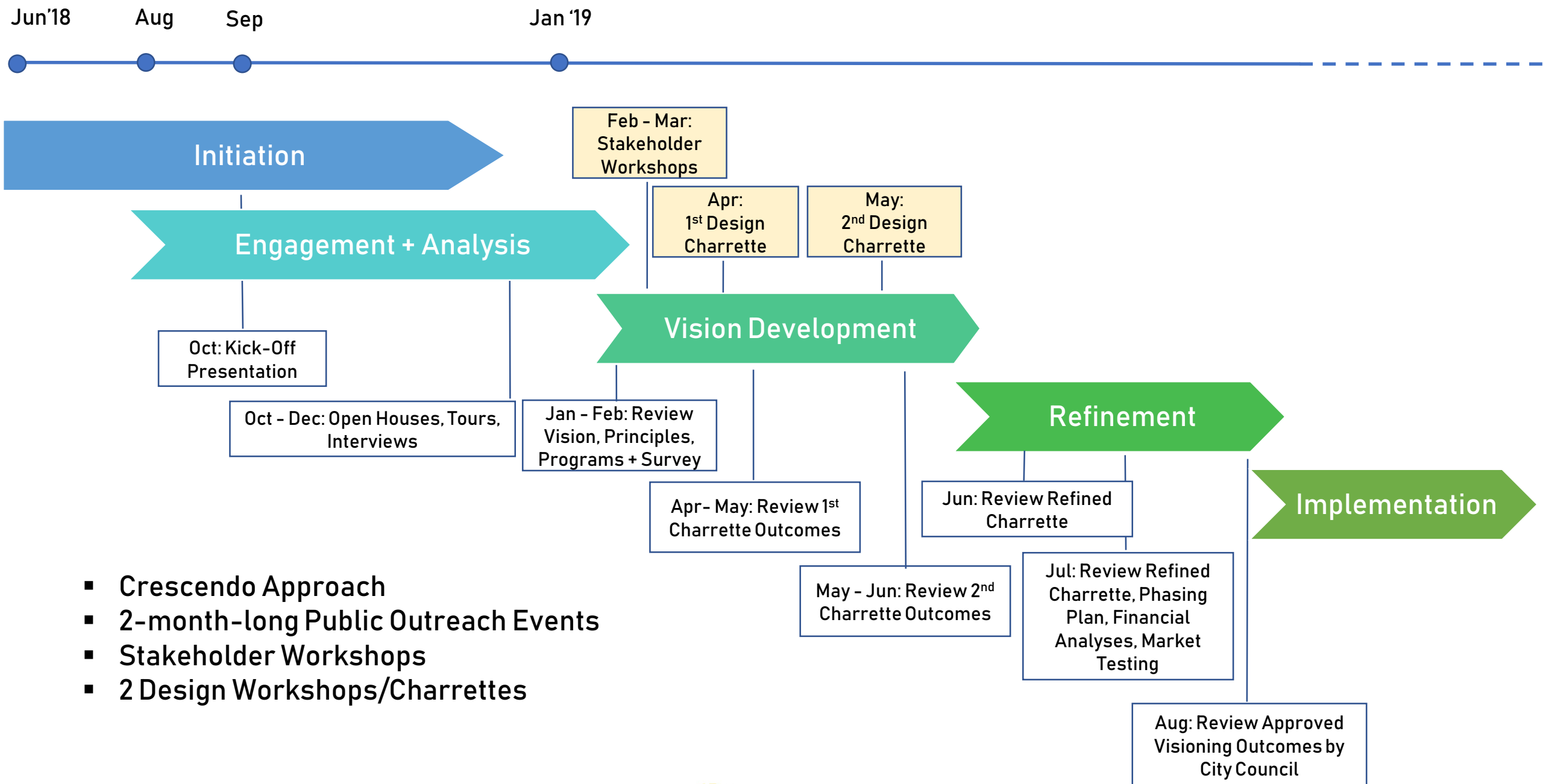
Apr 15 - 18

Charrette #1: Waterfront

May 20 - 23

Charrette #2: JDY





- Crescendo Approach
- 2-month-long Public Outreach Events
- Stakeholder Workshops
- 2 Design Workshops/Charrettes



# **WATERFRONT** HOLLAND

