





Small-Scale Charrette **PUBLIC WRAP-UP REPORT**

May 23, 2019





HYK CONSULTING

VISION AND SCENARIO FILTERING PROCESS

EXTERNAL INPUTS:

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

What's the difference between a vision and a scenario?

VISION

- Helps articulate "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 suite

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

WE ARE HERE



DESIRED CHARACTERISTICS OR QUAI



Unique Welcoming **Pet Friendly** Connected Boardwalks **Revenue Generator** Celebrating the Water/ Views of the Water **Public Art** Classic/Preserves Character Modern / Innovative Attractive, Beautiful



PUBLIC FEEDBACK TAKEAWAYS



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



There is a public desire for programs **DAILY** and YEAR-ROUND



Holland's Waterfront could be more **WELCOMING**

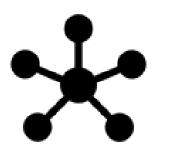


incomes.



There are **PUBLIC CONSIDERATIONS** of

relocating industries, adaptively reusing JDY, land swaps, and having some environmental remediation.



There is a public desire for **CONNECTIVITY**, ACCESSIBILITY, SUSTAINABILITY, **AFFORDABILITY**, and diversity of use.



There is a public desire for **PLACES TO PLAY**



There is a public desire to **EMBRACE** and **CELEBRATE** the water.

There is a public desire for **INCLUSIVITY**. A waterfront for all ages, abilities, cultures and



REFINED VISION STATEMENT & GUIDING PRINCIPLES

Holland's waterfront-

...a distinctive and welcoming complement to our greater 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, and strengthens our economic and environmental sustainability...

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

This is the character of the waterfront we seek.

Foster Community **ACCESSIBILITY** - To, From and Along the Water 01

- Create a continuous, publicly accessible waterfront through an easement along the water's edge.
- Connect the waterfront to downtown and the neighborhoods beyond.
- and parking.
- appropriate.

Pursue Environmental, Economic and Equitable SUSTAINABILITY 02

Protect 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.

- Encourage **DIVERSITY** of Use, Users and Developers 03
 - Seek opportunities for mixed uses and diverse, yearround programming.
- over time.
- Welcome diverse waterfront users, including residents and visitors of different ages abilities and incomes.

CELEBRATE the Water(front) 04

- Enhance the waterfront character by integrating attractive, high quality, well-programmed, and wellmaintained 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.

Accommodate safe and convenient multi-modal access

Leverage on and extend the snowmelt system where

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.

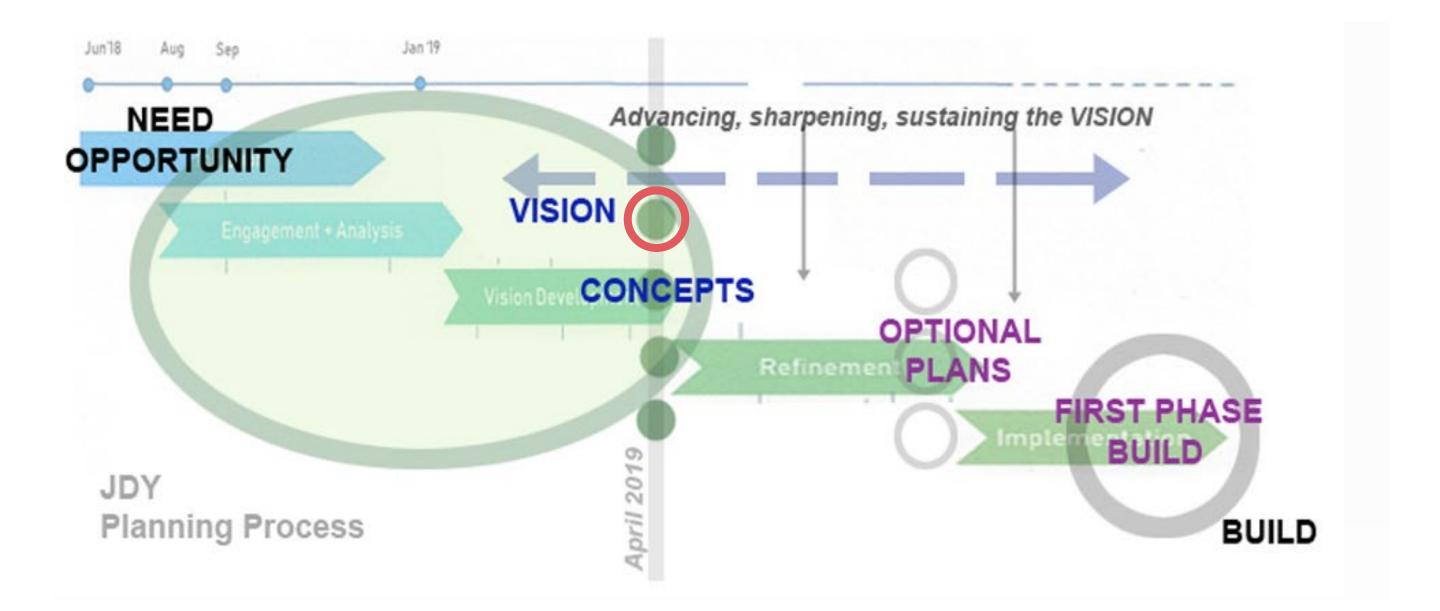
Facilitate multiple developers to develop specific projects

Orient new development, redevelopment and community planning efforts towards taking advantage of viewscapes afforded by the waterfront. Encourage waterfront recreation and engagement with the water.

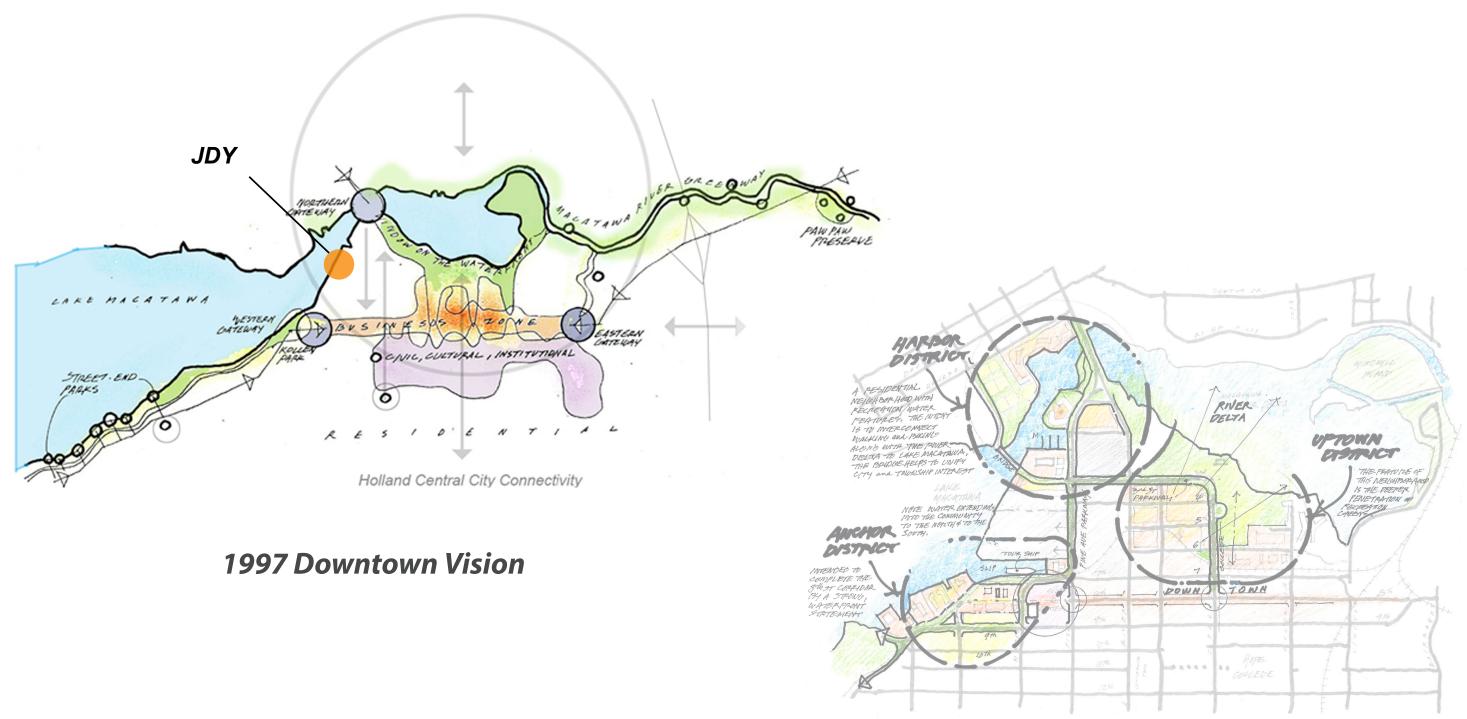




AN OVERVIEW - putting all elements of the problem-solving process into context; relating the stated vision, related overview diagrams, the site and overall community understandings, while applying key design principles.







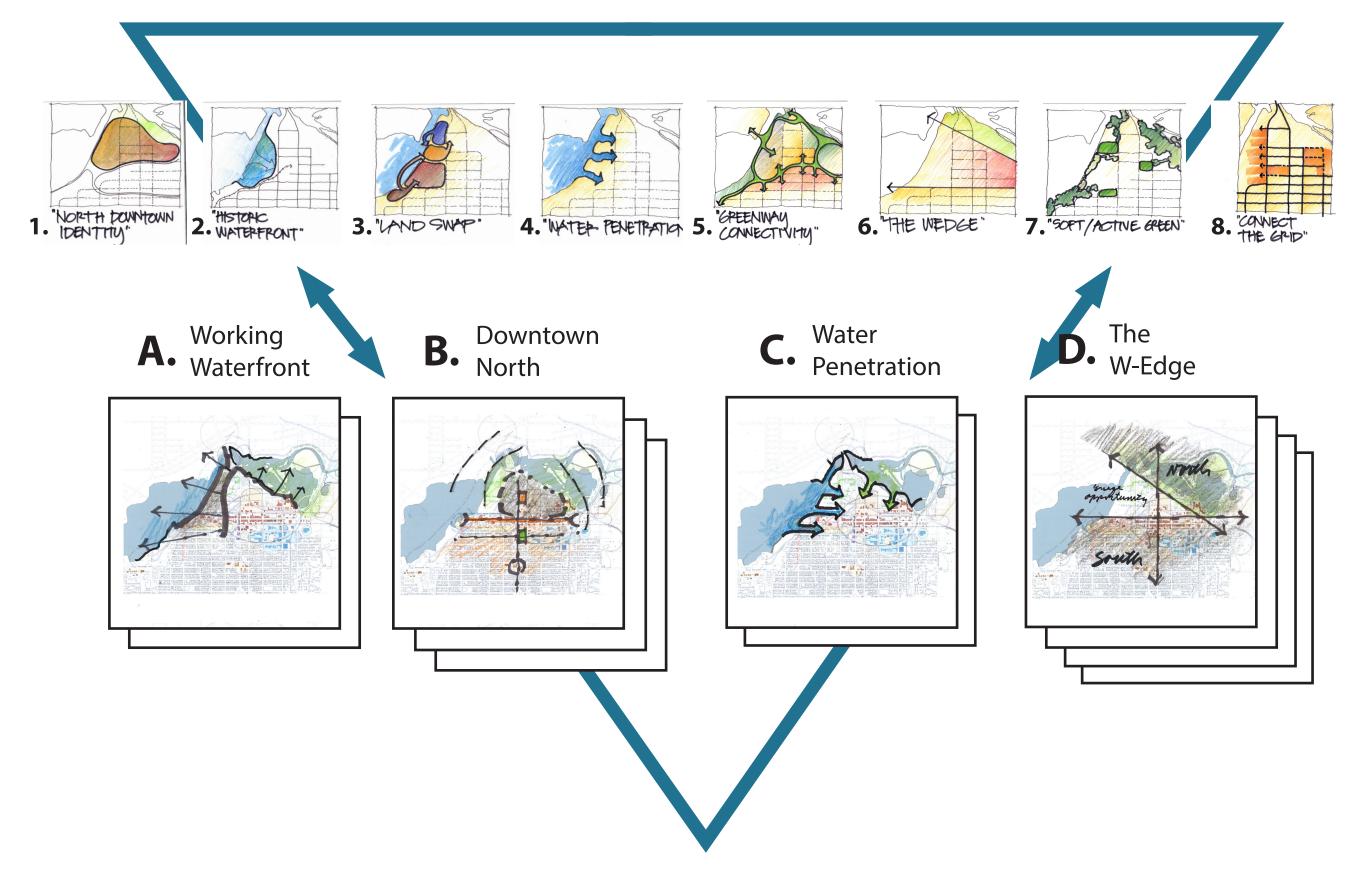
2019 Keeping the Vision?

Downtown Vision Diagrams

FRAMEWORK THINKING

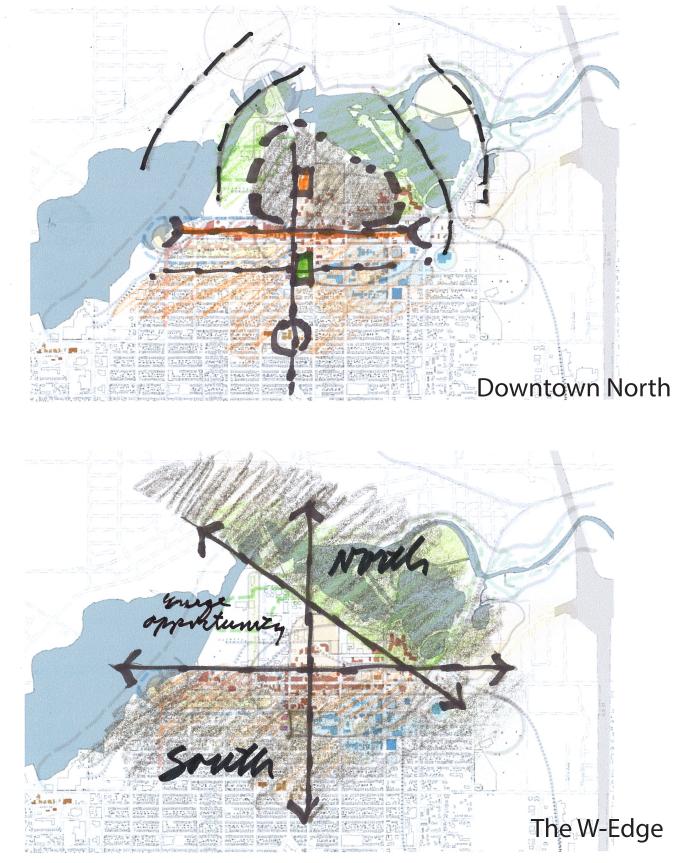


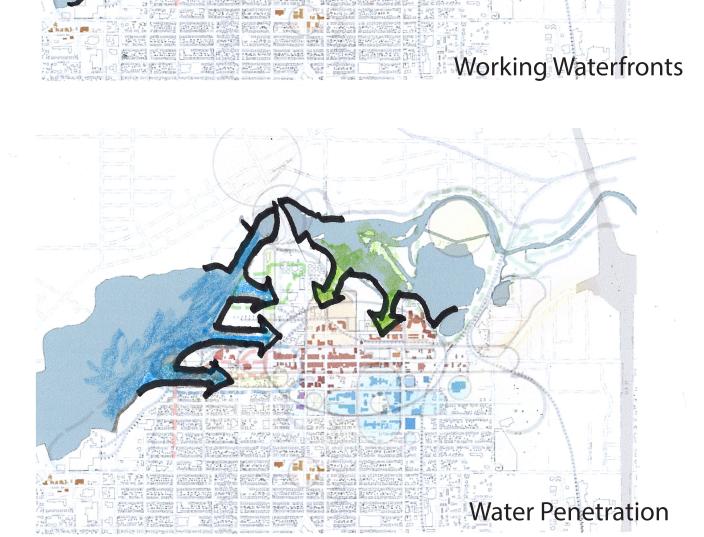


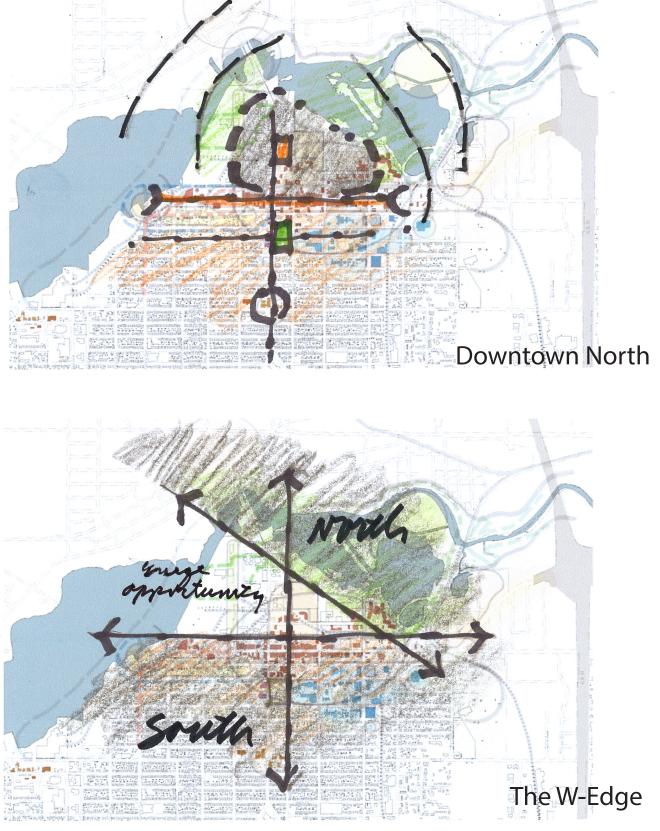




WATERFRONT HOLLAND CONCEPTS

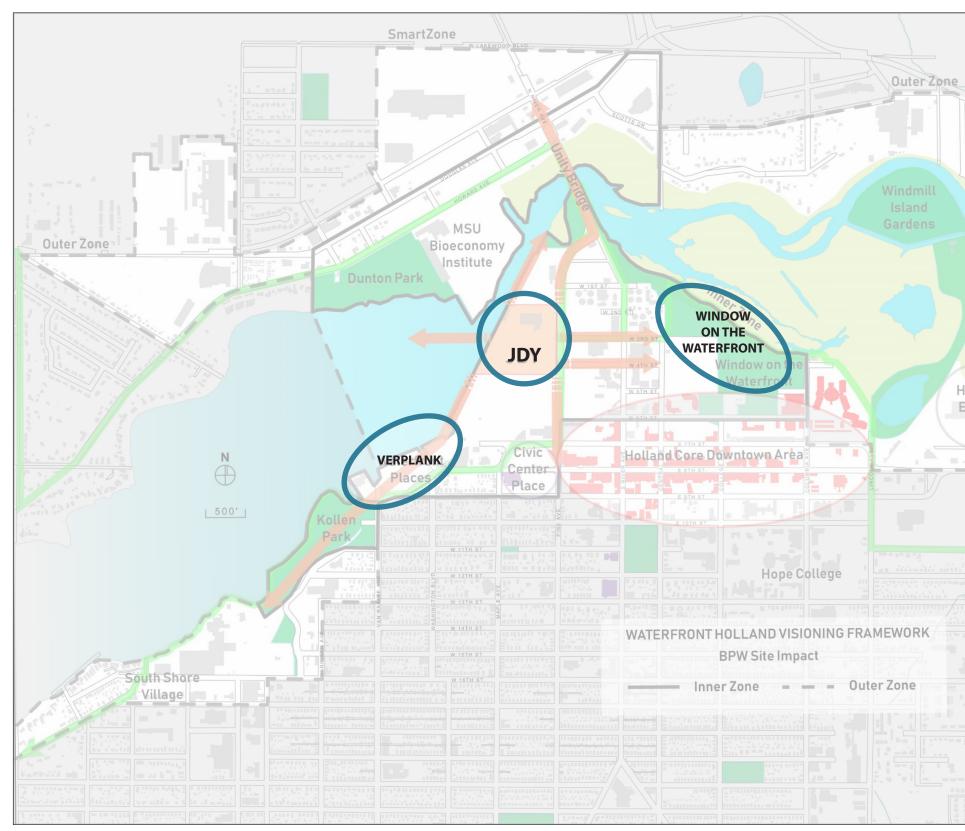








SMALL SCALE CHARRETTE DESIGN SCOPE

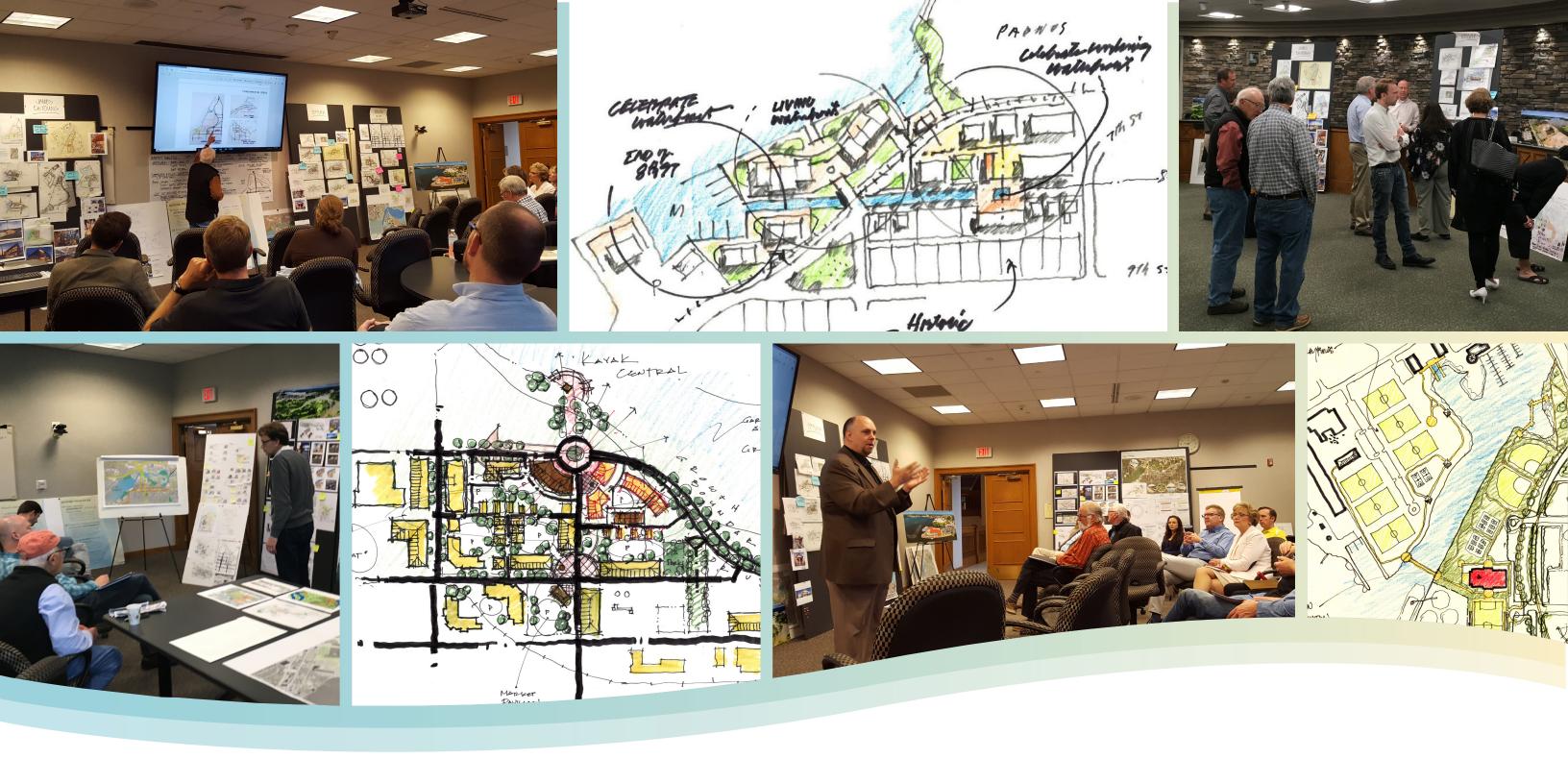








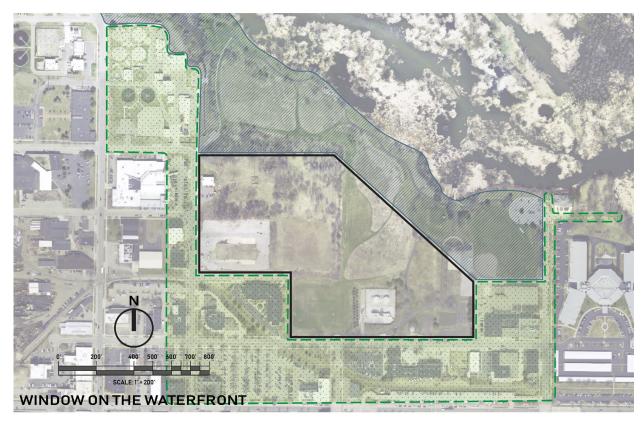
IDEATION PROCESS & PUBLIC ENGAGEMENT

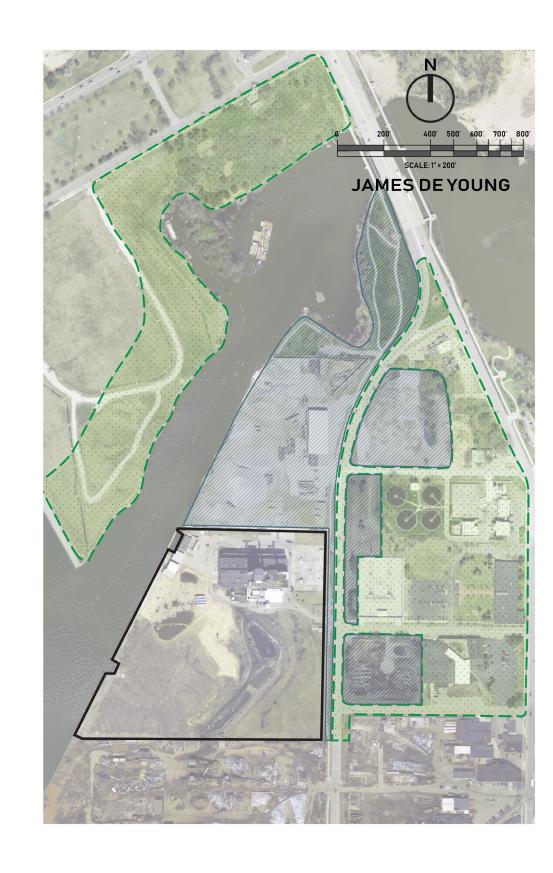




SITES & CONTRIBUTING AREA

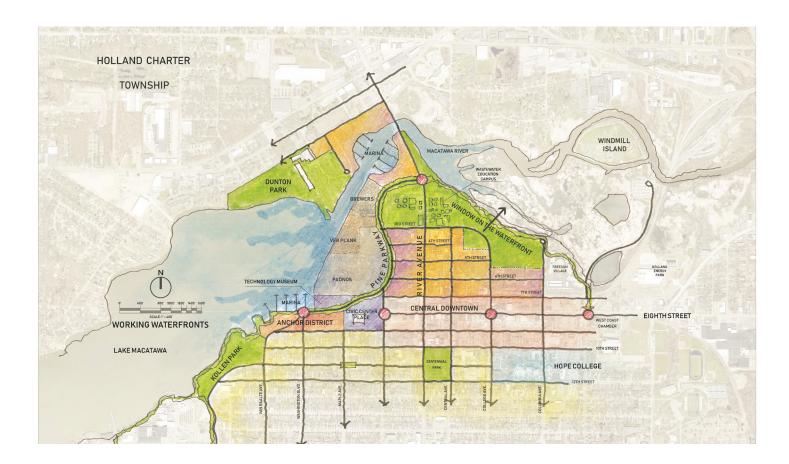








WORKING WATERFRONTS CONCEPT





CELEBRATE THE ECONOMIC & ENVIRONMENTAL WATERFRONTS

- Urban / Natural ... Active / Passive
- Recall the historic shoreline to be a form generator: Pine Ave into a parkway
- Pine & River Ave: Two-Way Traffic
- Create redevelopment/ activation nodes to the north and south of the industries

North Node

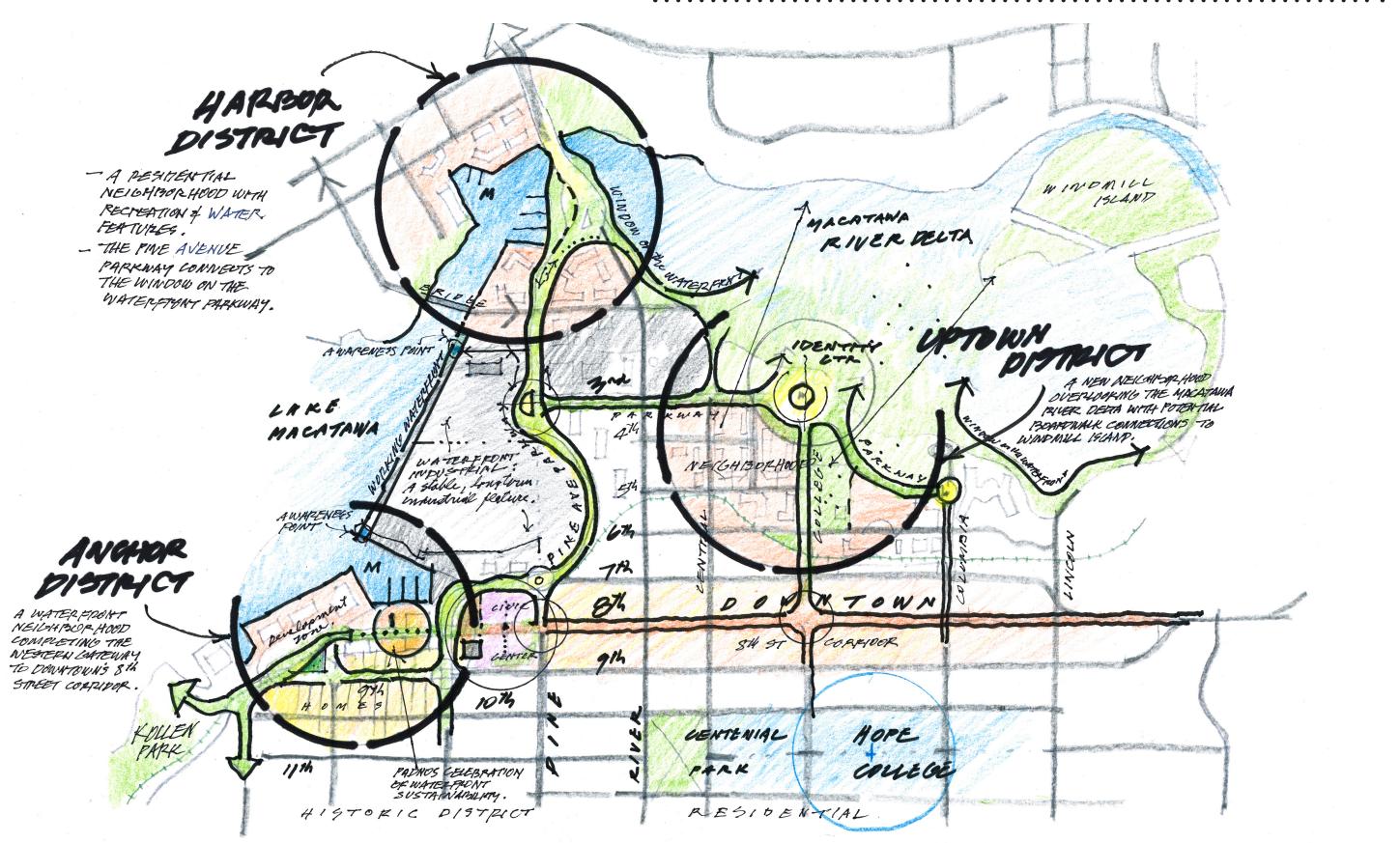
• Marina / Waterfront promenade + Mixed-use corridor along Howard Ave

South Node

- Marina + Potential museum along 8th Street (civic / educational / waterfront character)
- Extend development northward, bookmarked + new park at College & 3rd Street
- Create a boardwalk to Windmill Island
- Potential pedestrian bridge to the north along old railroad connection through Central Ave



WORKING WATERFRONTS FRAMEWORK

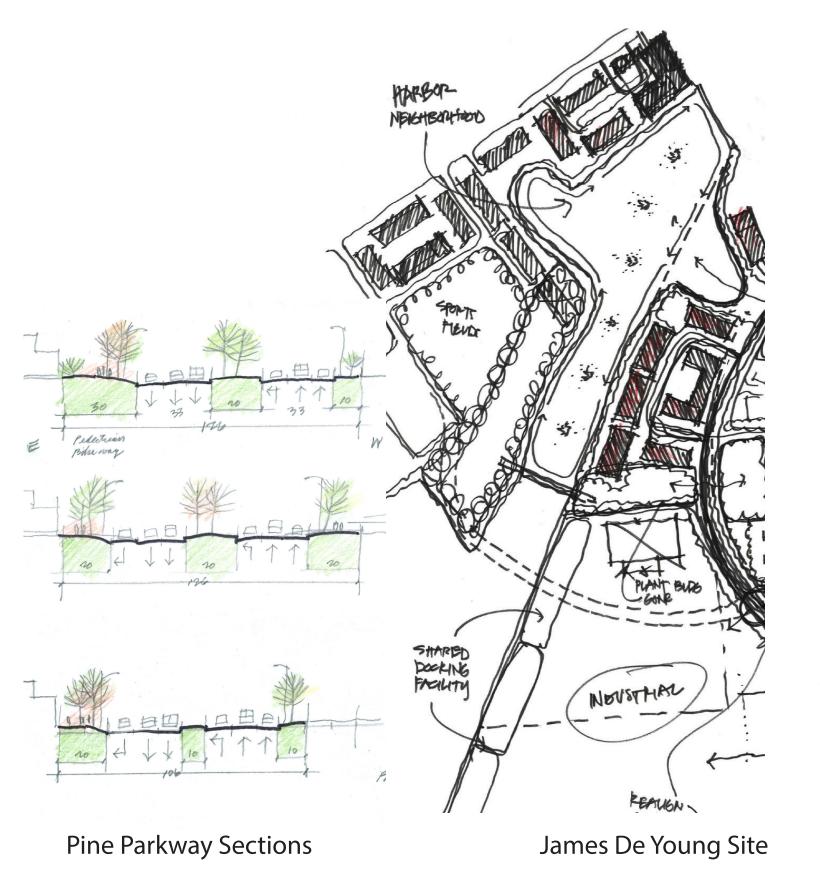




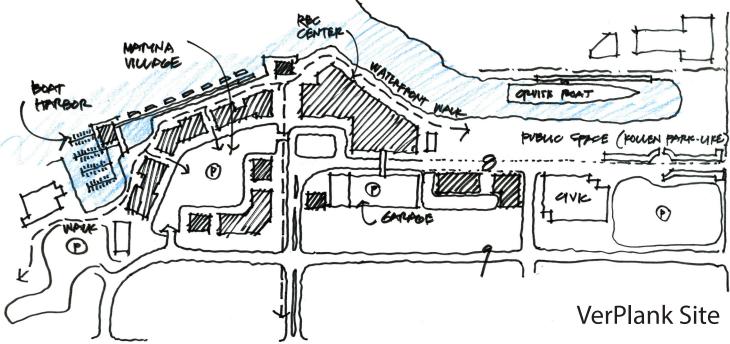




WORKING WATERFRONTS IDEATION

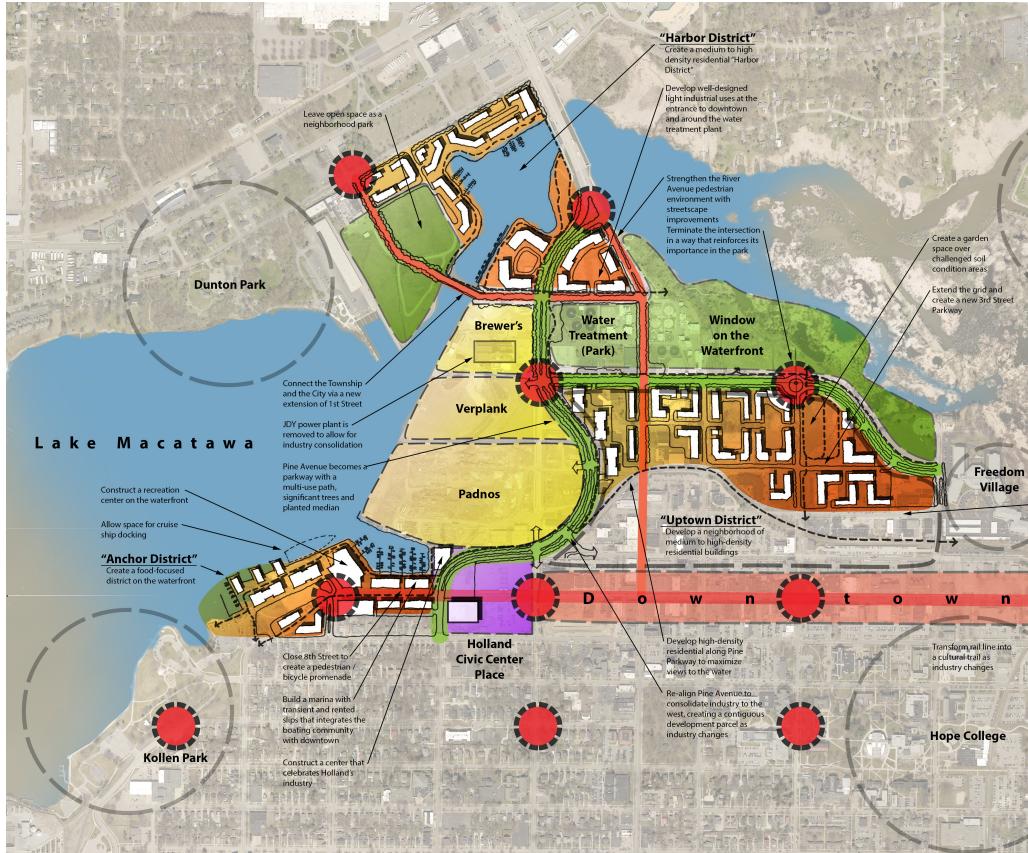








WORKING WATERFRONTS CONCEPT



Windmill Island

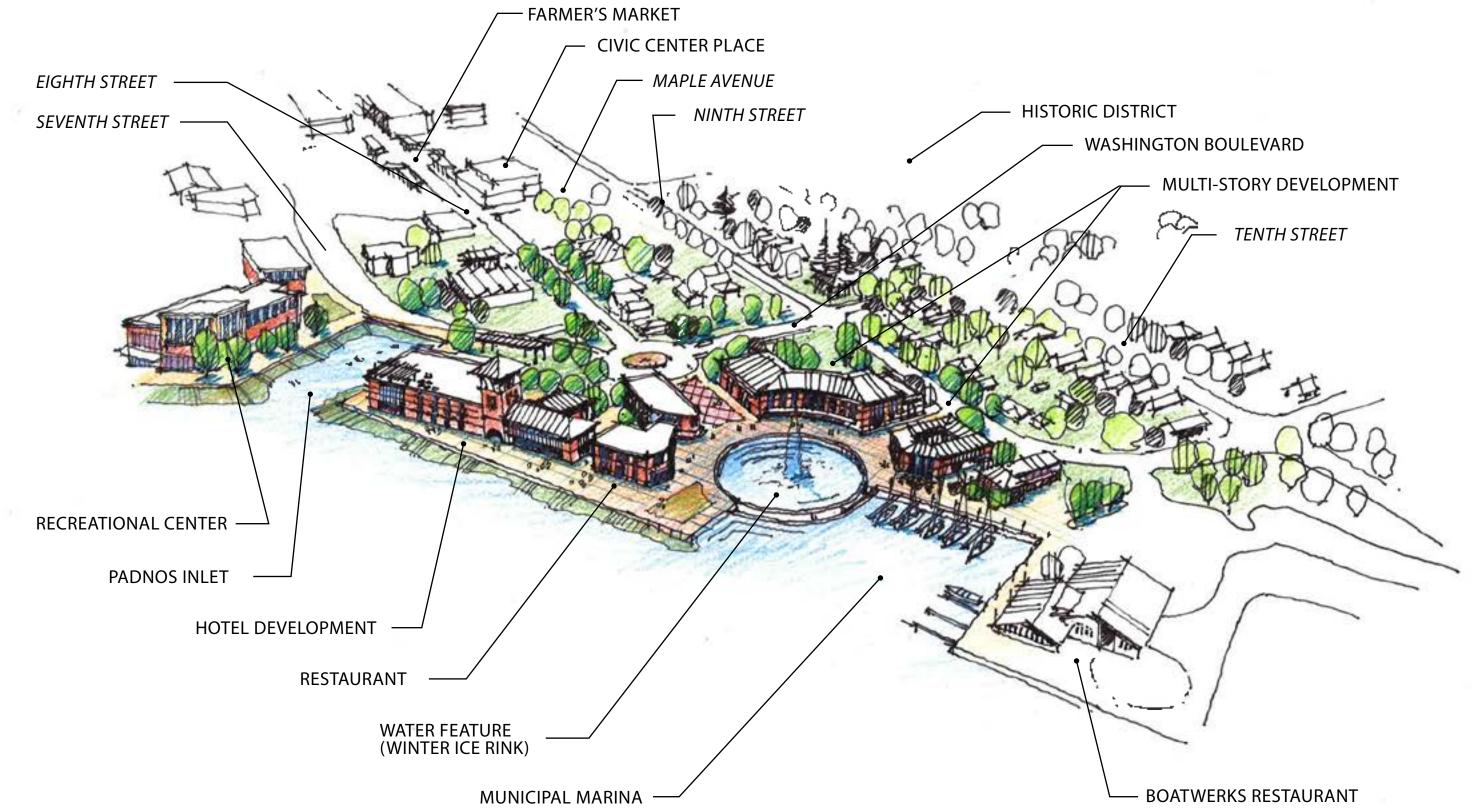
"Maker Alley"

Reinforce the 6th Street maker space neighborhood with new mixed-use industrial and residential buildings





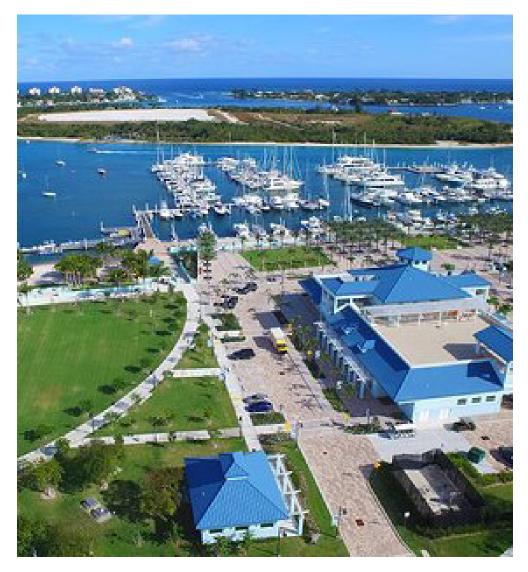
WORKING WATERFRONTS 3D VIEWS







WORKING WATERFRONTS EXAMPLES













WATERFRONT HOLLAND





SHAPE THE CHARACTER OF NORTH DOWNTOWN

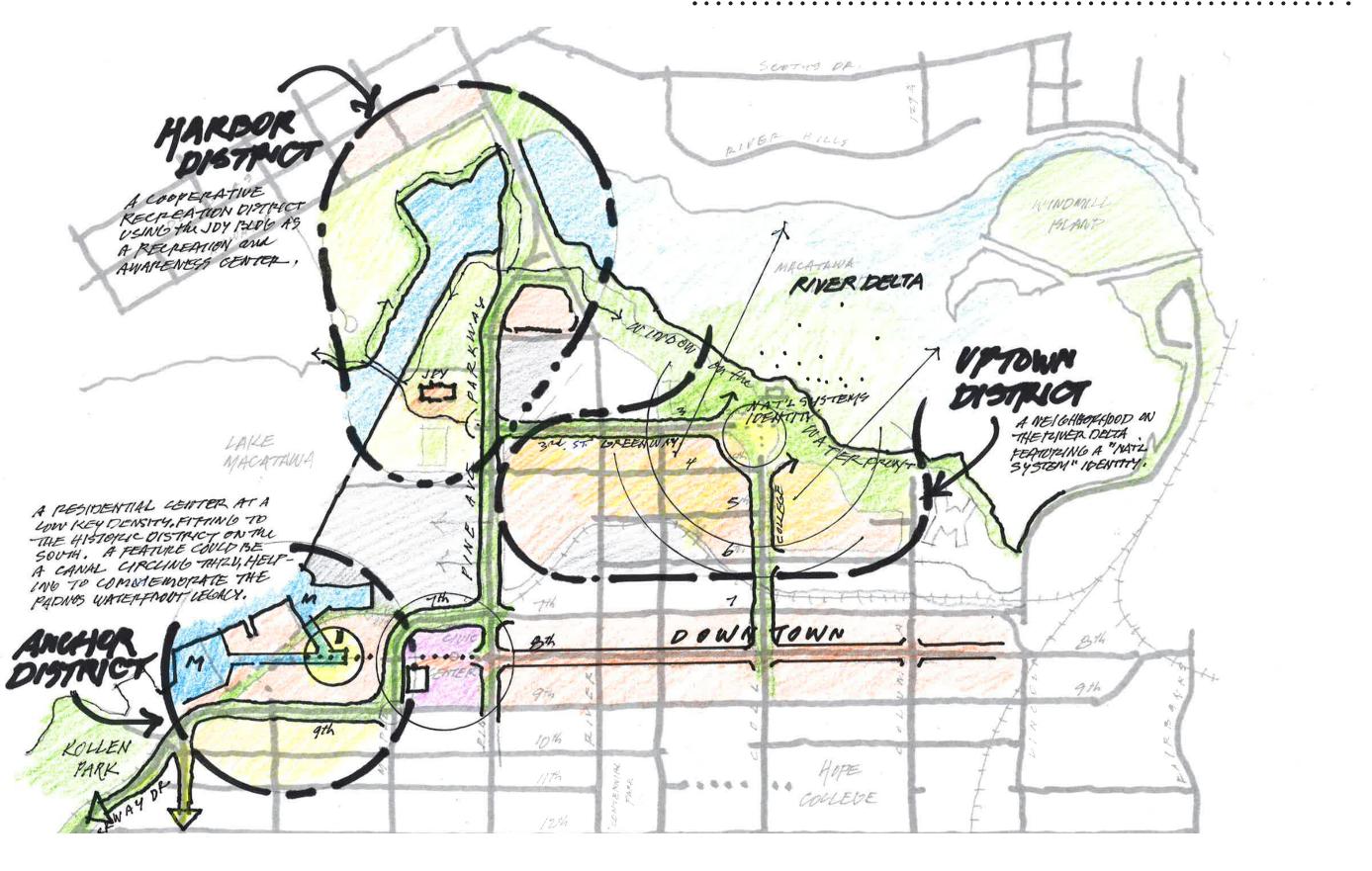
- North Downtown + Waterfront Activation
- Extend the grid to the west and north
- Partial swap with Brewer's
- Activate nodes at Pine/3rd, Pine/8th, College/3rd, College/8th Street
- Create a topographic distinction between the waterfront and north downtown districts
- Transform the rails to trails, Create a new public green at the apex



- Complete the loop with pedestrian / bike path through Window-on-the-Waterfront
- Create a park-like setting for the utilities • Activate the western gateway at VerPlank
- Redevelop the Pfizer site
- Build a new vehicular bridge at 3rd Street and Pfizer • Activate Van Bragt Park across the channel with a marina

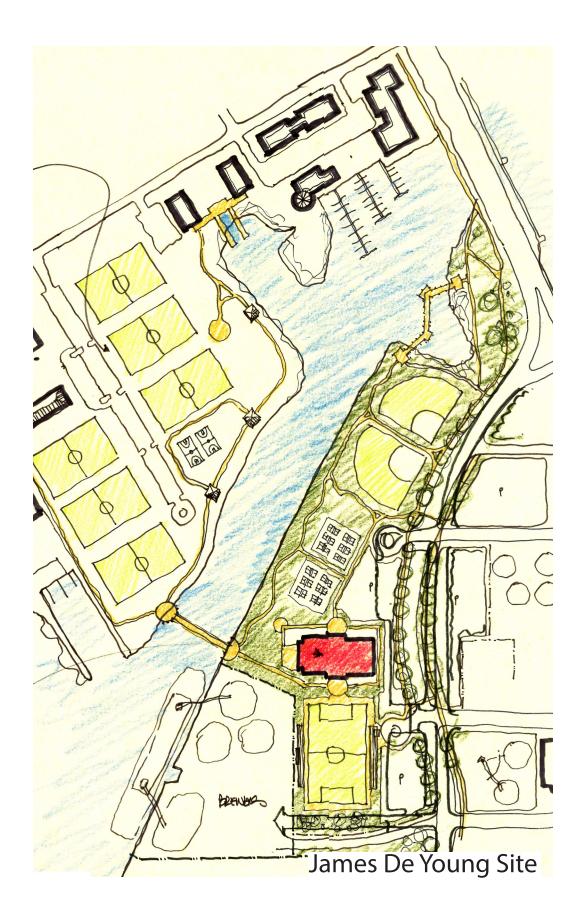
DOWNTOWN NORTH CONCEPT

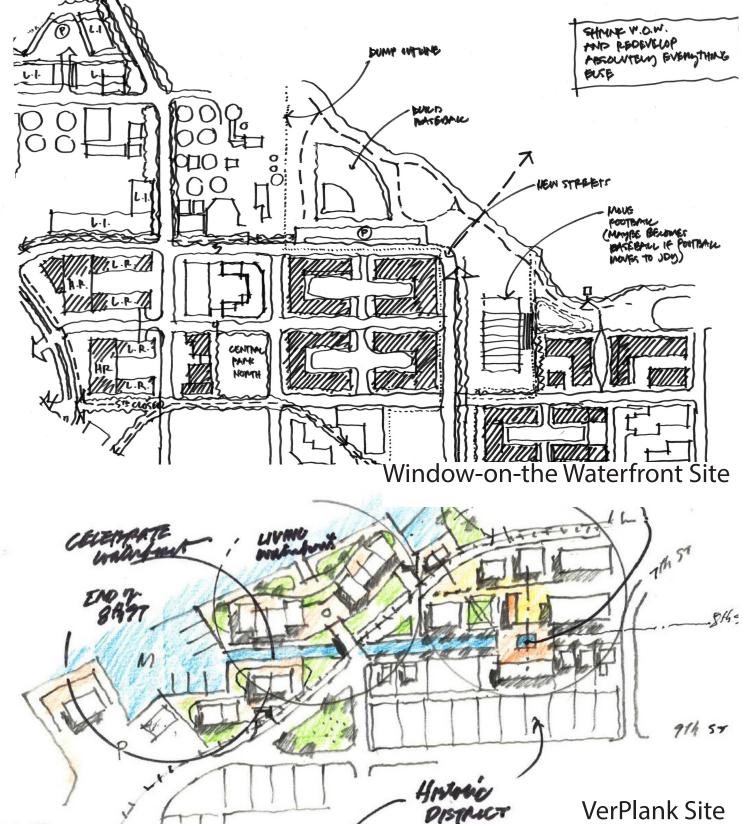












DOWNTOWN NORTH IDEATION





DOWNTOWN NORTH CONCEPT







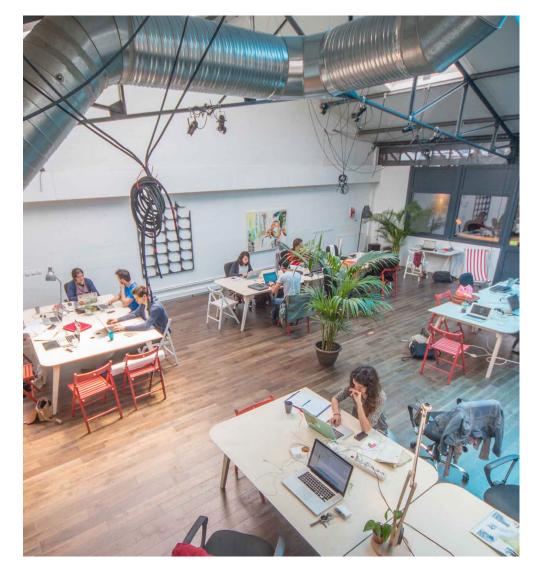


EXISTING URBAN BUILDING

- NEW PEDESTRIAN EDGES/ WALK:



DOWNTOWN NORTH EXAMPLES















WATERFRONT HOLLAND



INTRODUCE BLUE FINGERS INTO THE LAND

- Civic Center: Working waterfront channel for Padnos + potential pedestrian bridge
- JDY: Partial swap with Brewer's, repurpose building, municipal marina, rejuvenate Van Bragt Park
- Pfizer: Redevelop to the waterfront edge, create a new harbor district with boat slips
- Window-on-the-Waterfront: Restore the natural water inlet



- Transform the rails to trails
- Create a new public green at the apex of the rails to trails
- path through Window-on-the-Waterfront
- Retain existing road network but activate nodes at Pine/3rd, Pine/8th, River/3rd, River/8th
- Enhance 3rd Street as a key east-west vehicular connector to the new harbor district

WATER PENETRATION CONCEPT

• Complete the loop with a harbor walk and pedestrian / bike



WATER PENETRATION FRAMEWORK

SCOTTS DR

E H LLS

ACATAWA .

RIVER

DELTA

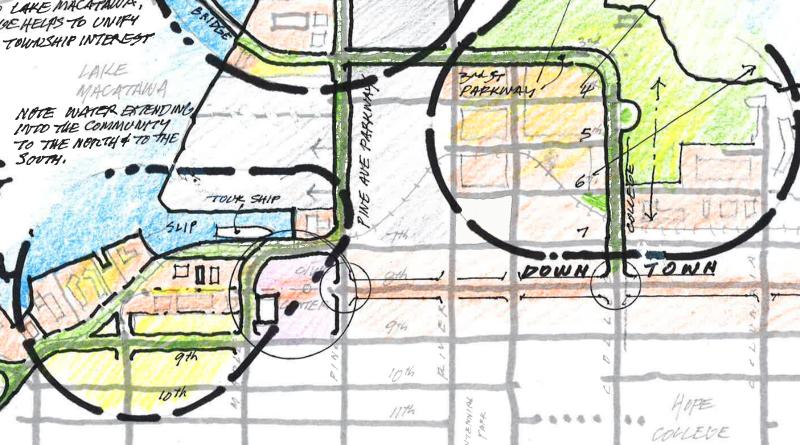
XA

A PESIDENTIAL NEIGHBORHOOD WITH RECREATION WATER FEATURES, THE INTENT IS TO INTERCOMMECT WALKING AND PSIKING ALONG WITH THE PRIVER DELETA TO LAKE MACATANIA, THE PRIPOSE HELPS TO UNIFY CITY and TOWASSHIP INTEREST

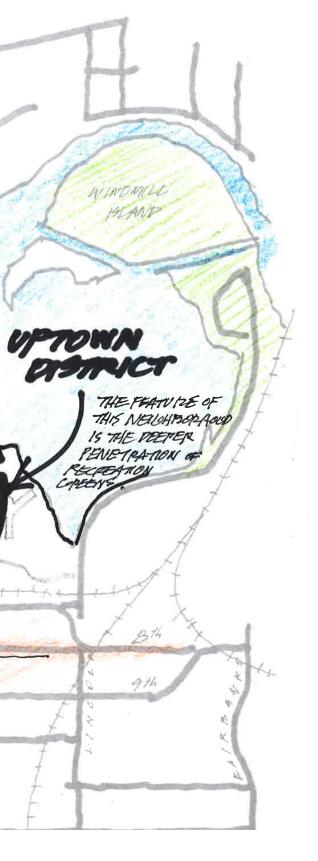
HARDOR DISTRICT,



INTENDED TO COMPLETE THE STUST CORPHOLIC 134 A STRONG, WATER FRONT, STATEMENT

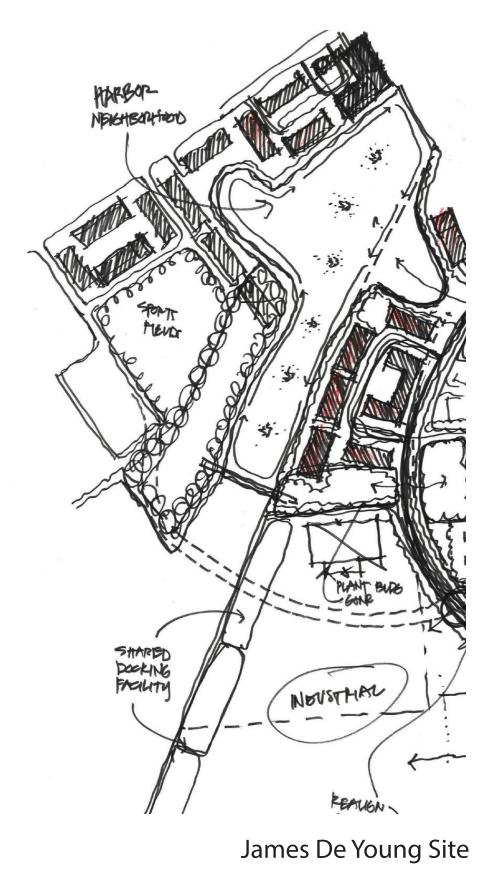


12th

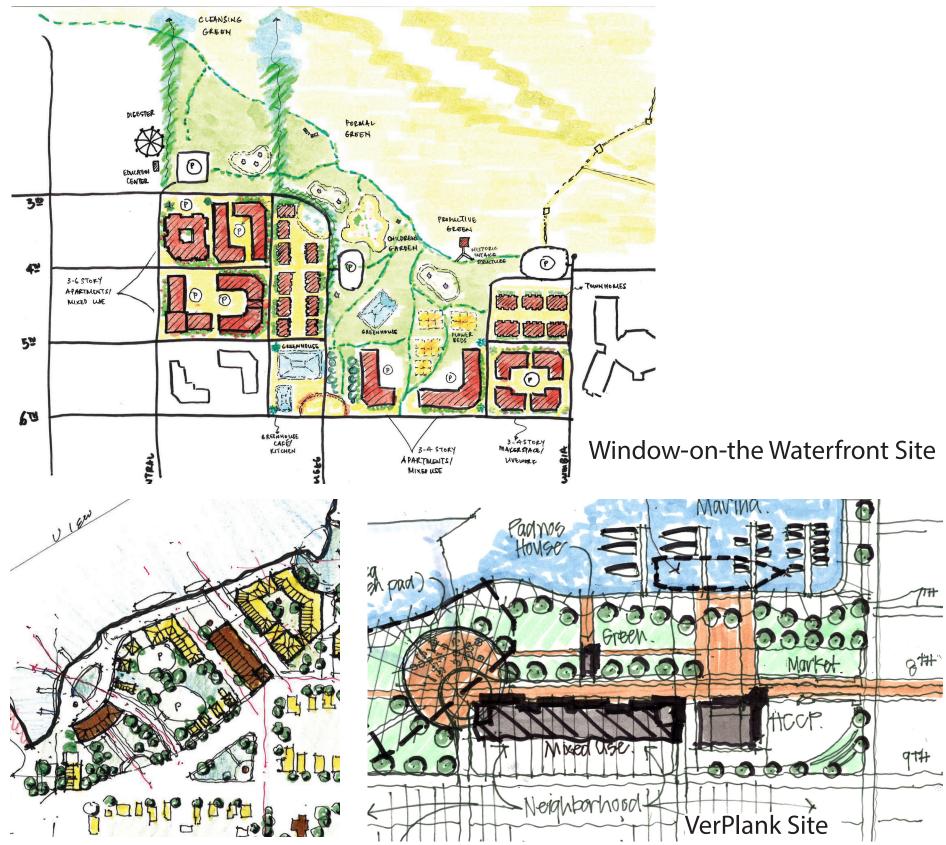




WATER PENETRATION IDEATION



Y

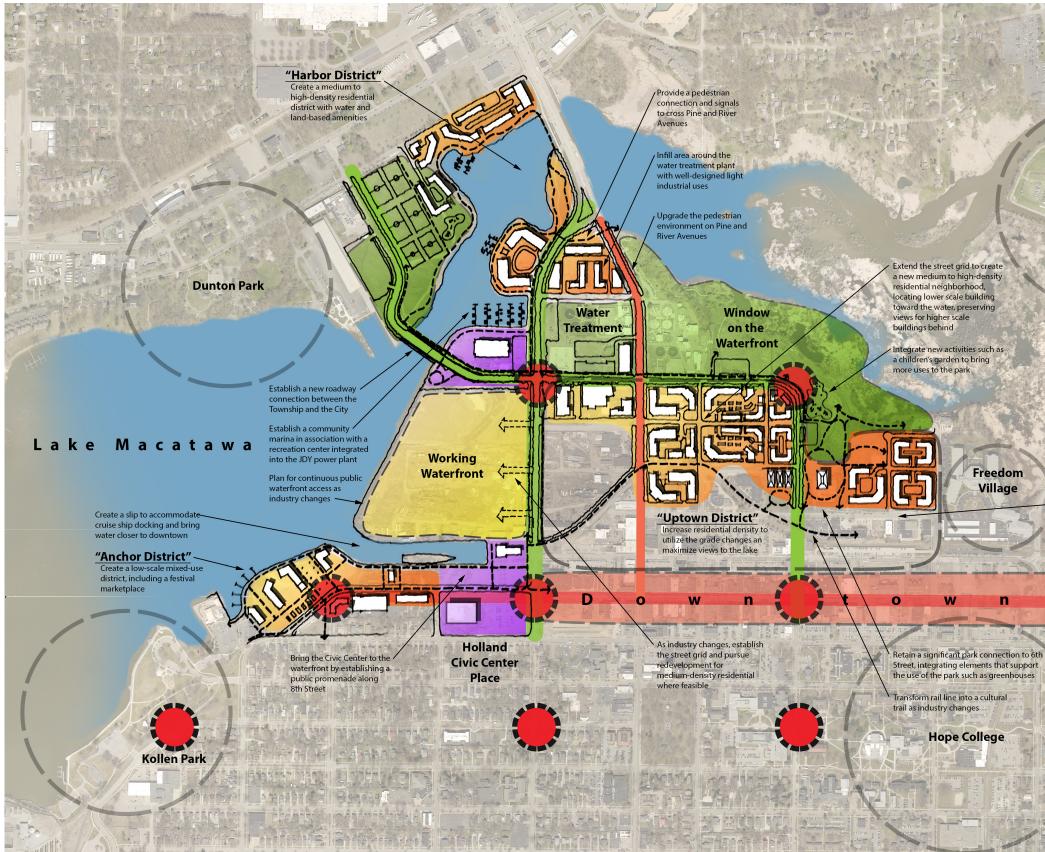








WATER PENETRATION CONCEPT

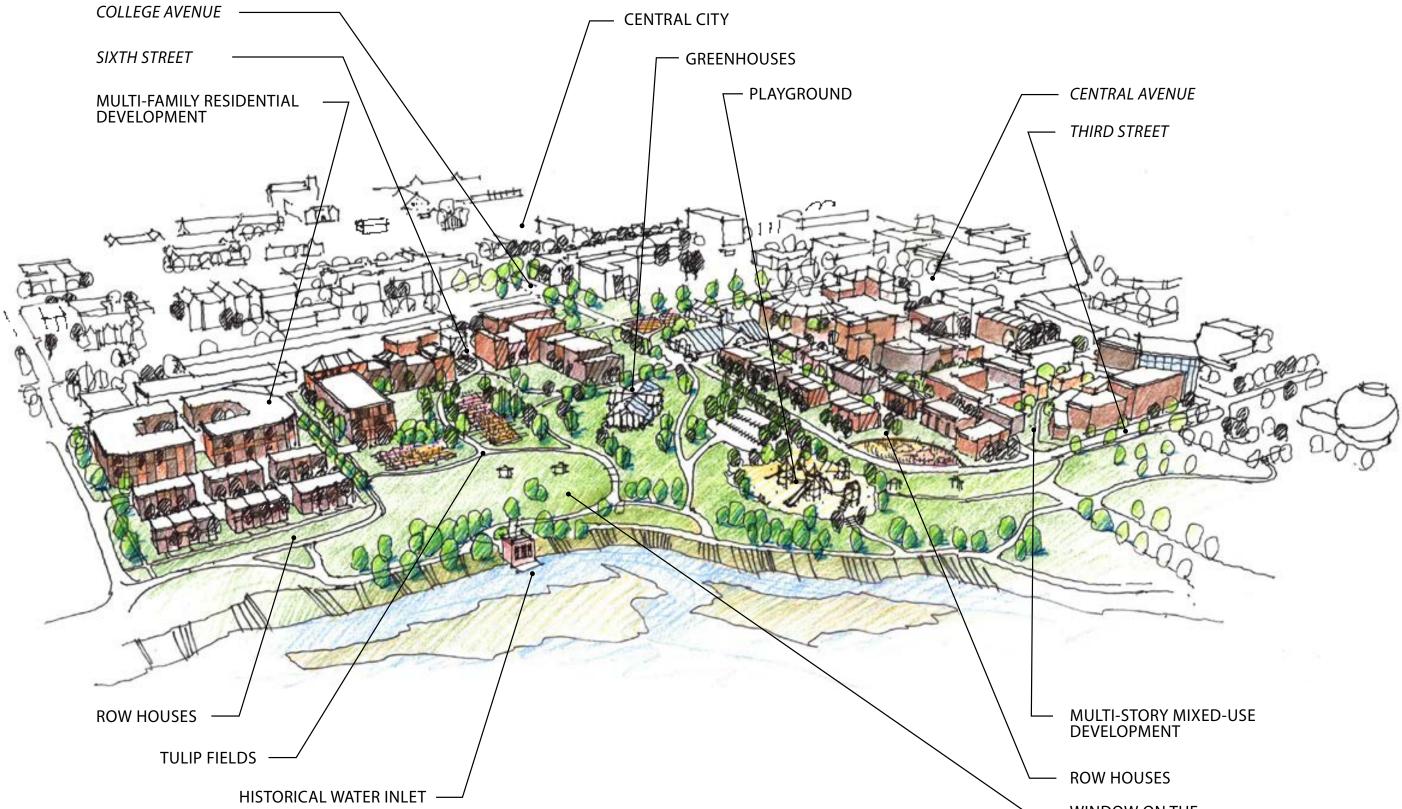


Windmill Island

"Maker Alley" Strengthen the small industry nature of the 6th Street corridor



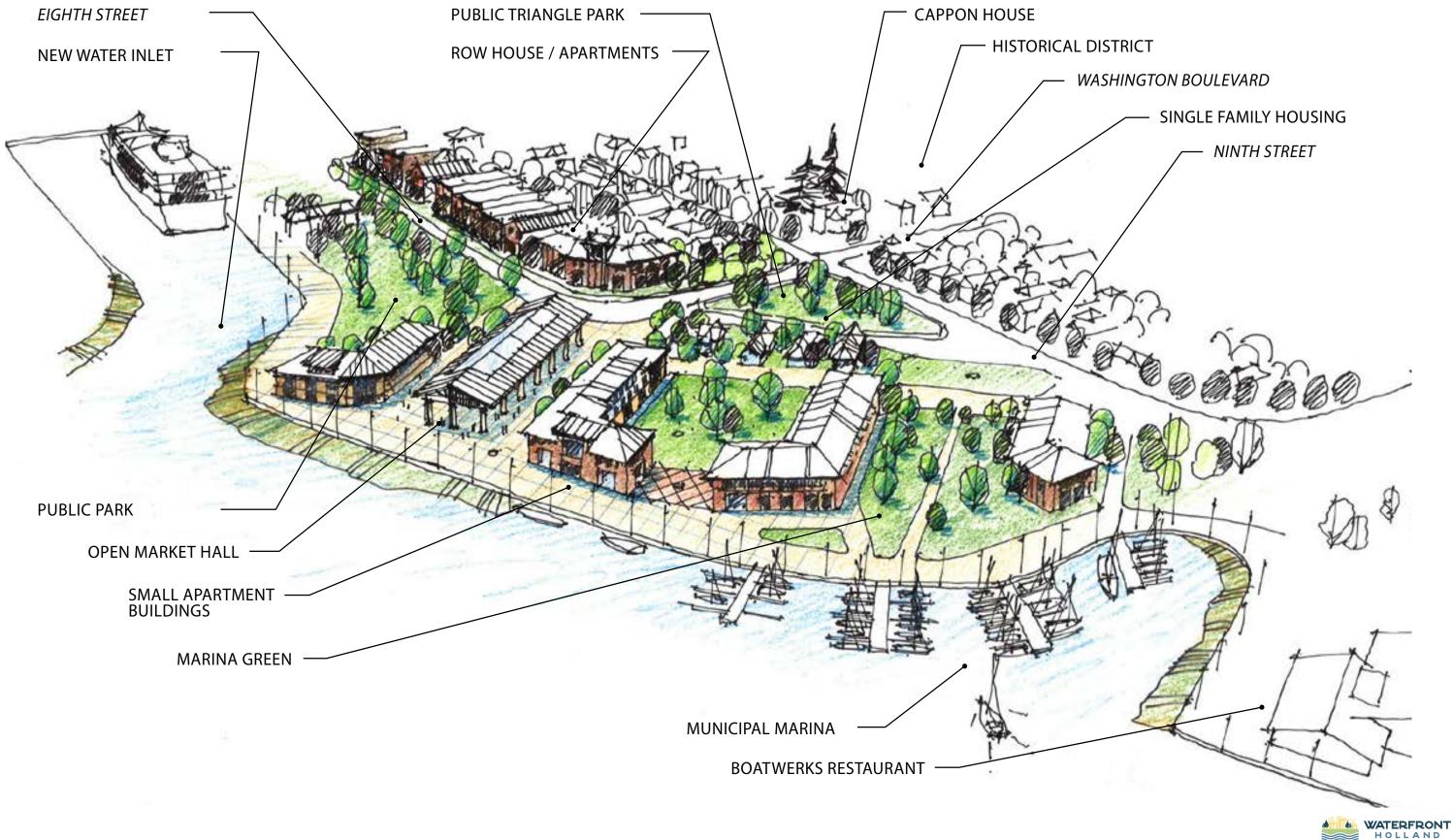
MATERFRONT HOLLAND



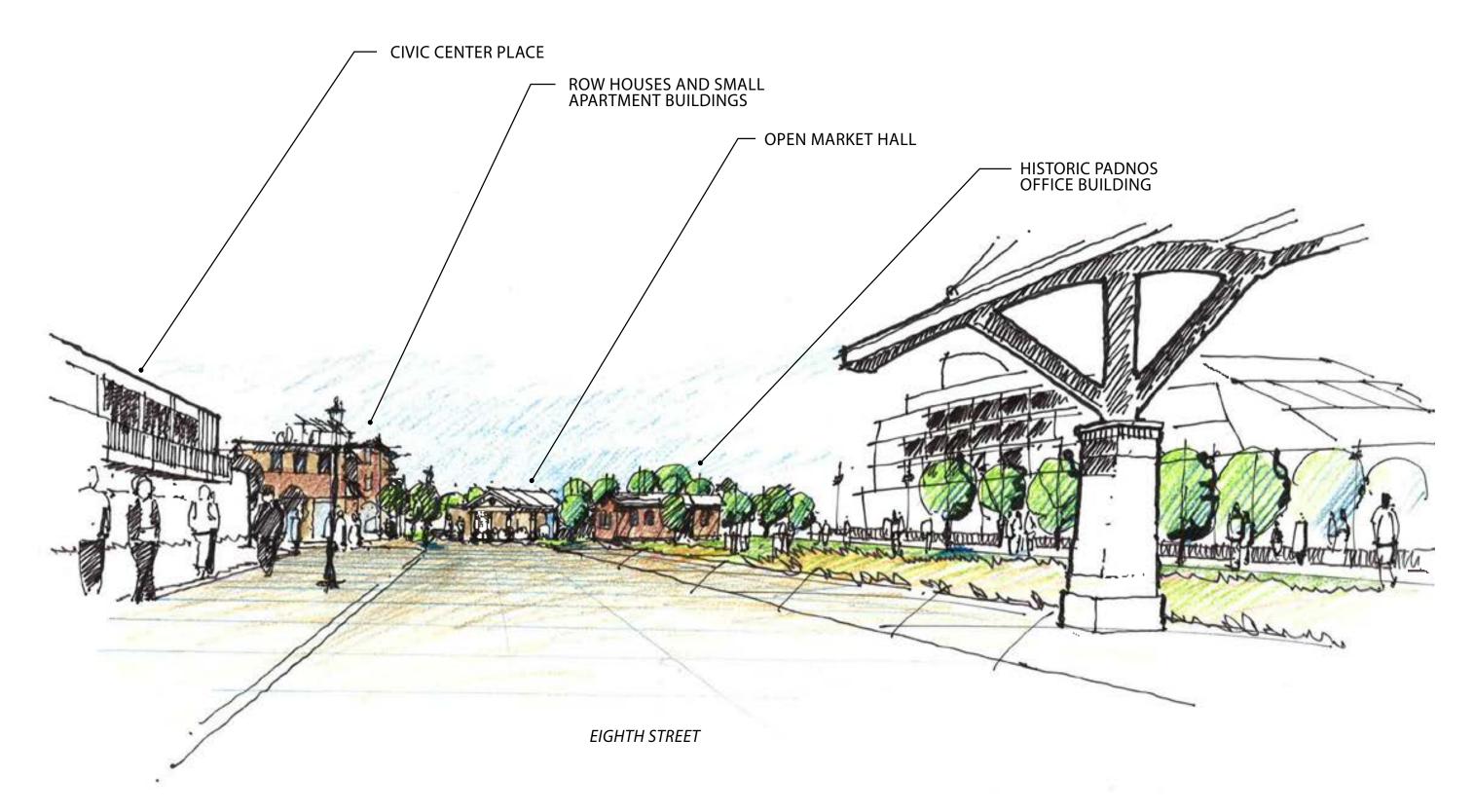


WINDOW ON THE WATERFRONT PARK

WATER PENETRATION 3D VIEWS



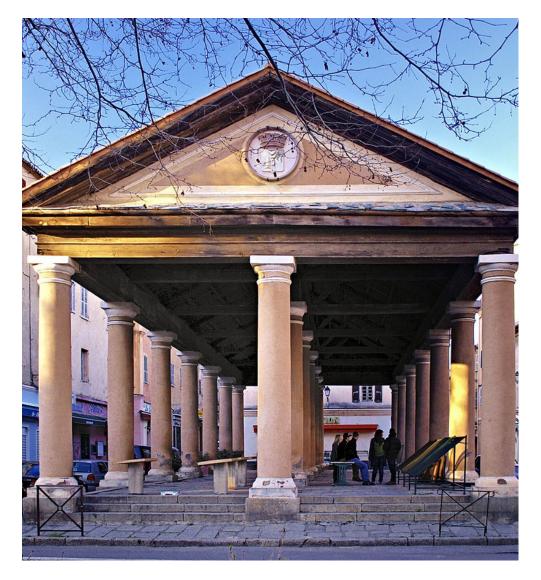








WATER PENETRATION EXAMPLES





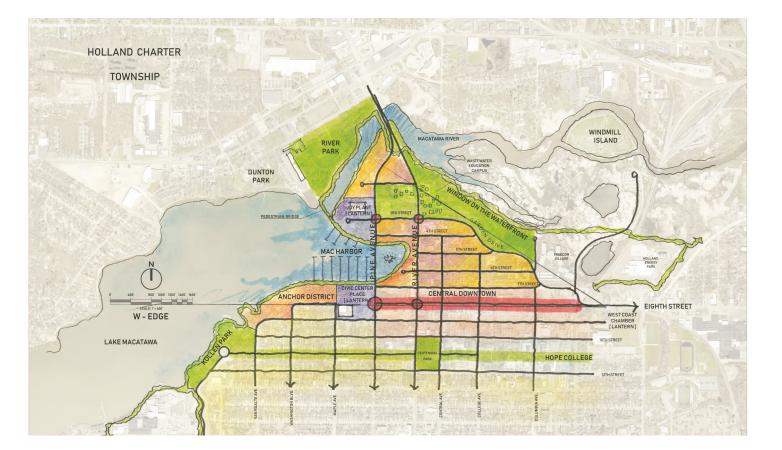














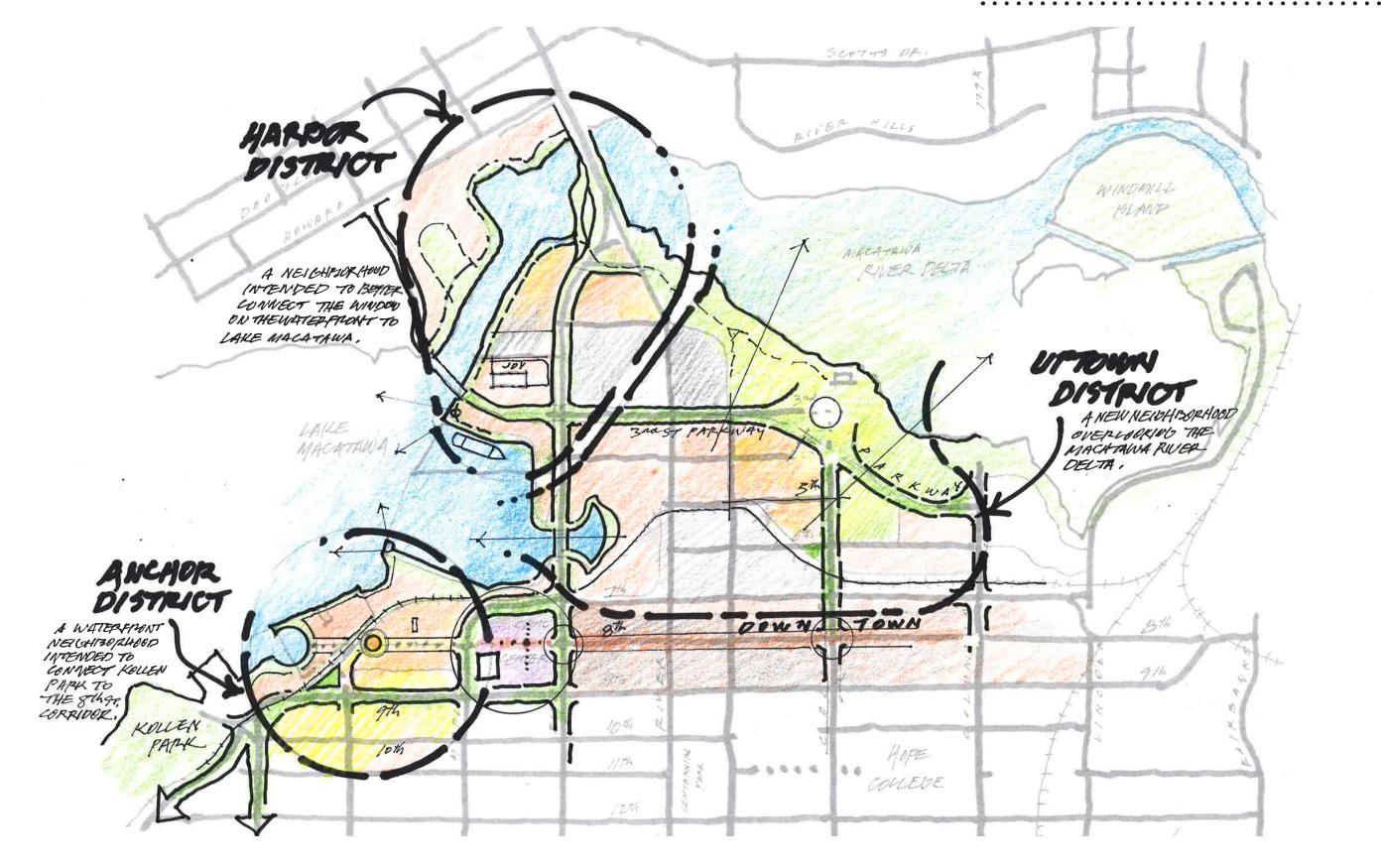
REJUVENATE THE URBAN WEDGE + INTRODUCE THE WATER WEDGE

- 8th Street as an important edge: commerce and community
- Stepped, northwest-running edge as an urban boundary separating north downtown and Window-on-the-Waterfront
- Maintain Pine Ave's alignment
- Urban Wedge: Shape north downtown as a live-work, creative district; Continue the "working green" motif of HEP

- Water Wedge: Create a new marina, Elevate Pine Ave as a bridge, Celebrate the Civic Center and JDY as the twin "lanterns" to the City
- Redevelop Pfizer into a regional recreation center
- Extend the waterfront promenade
- Complete, walkable loop reflecting different characters (downtown + water + active recreation + natural green)

W-EDGE CONCEPT

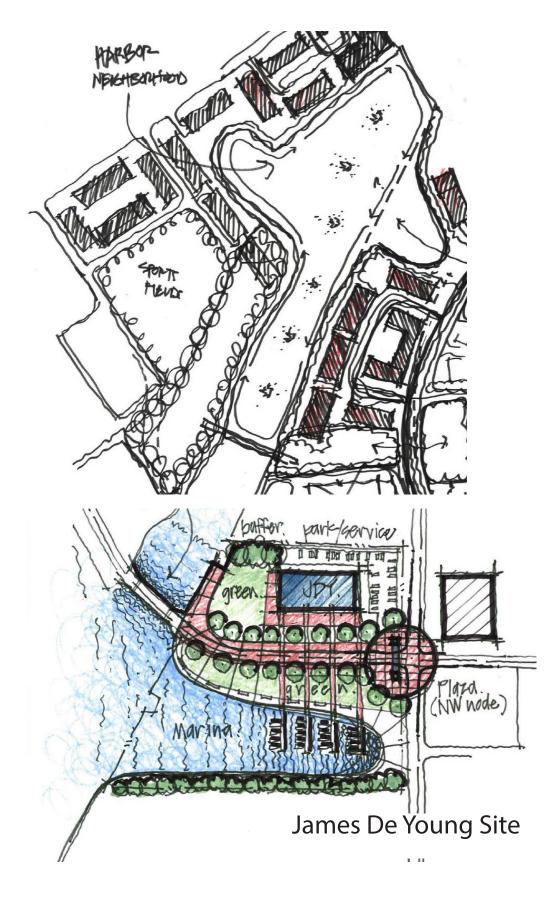


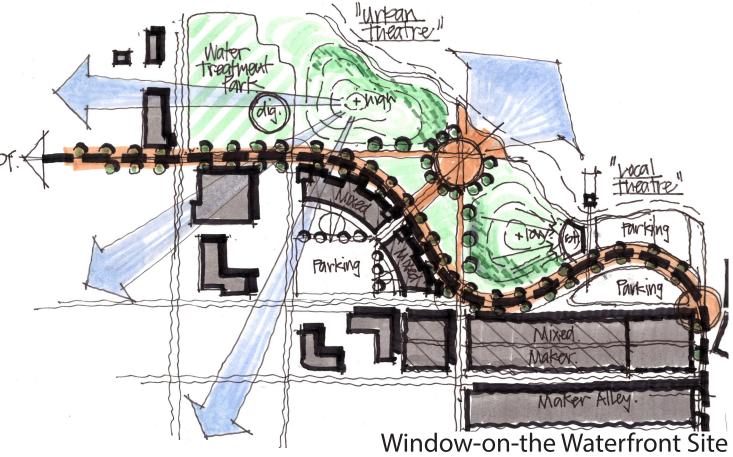


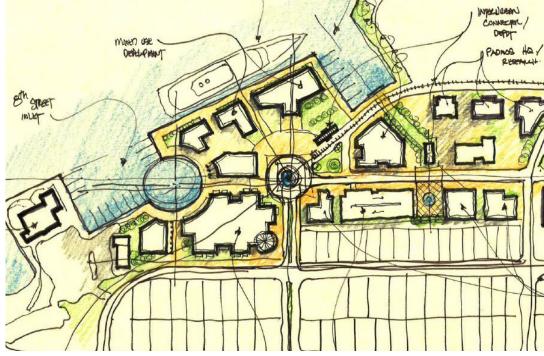






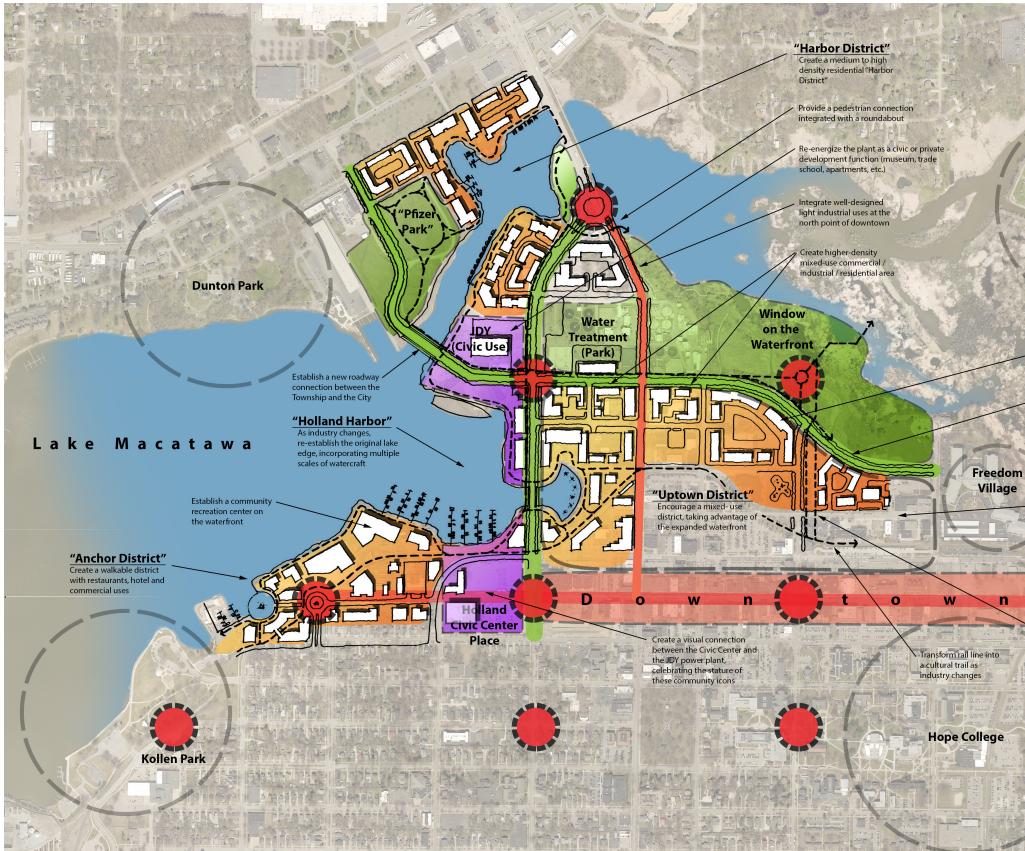






W-EDGE IDEATION





W-EDGE CONCEPT

Windmill Island

• Front buildings on the park, allowing taller buildings behind to provide shared water views

Create a new parkway along the edge of the park

"Maker Alley" Strengthen the small industry nature of the 6th Street corridor

Create a park connection to 8th Street



MATERFRONT HOLLAND

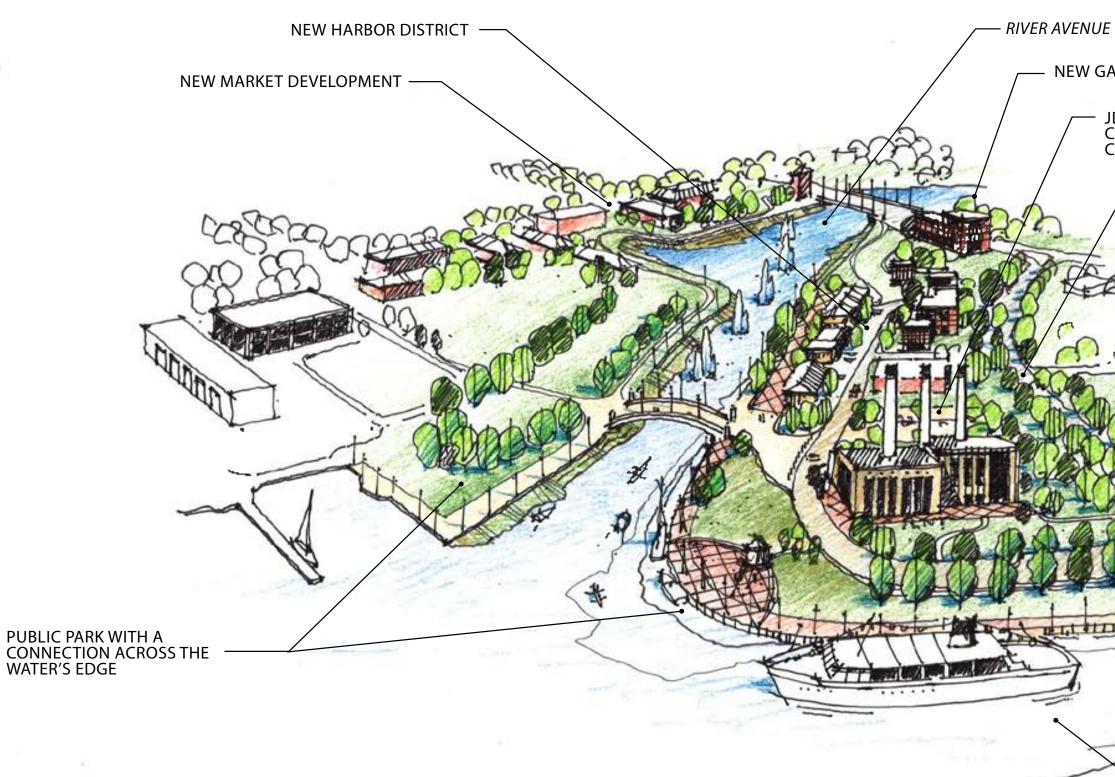


W-EDGE 3D VIEWS









W-EDGE 3D VIEWS

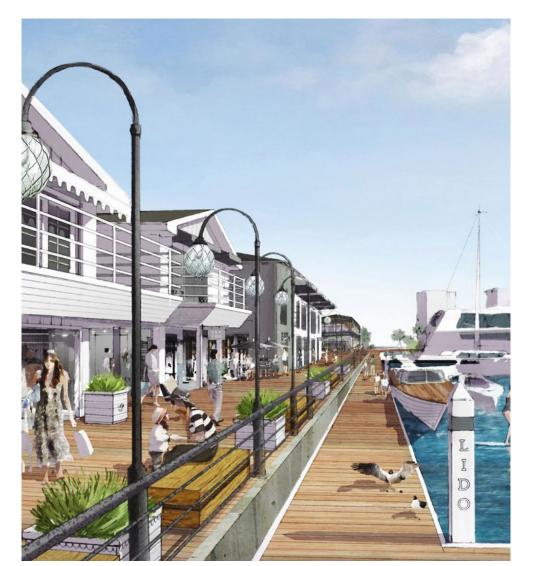
– NEW GATEWAY DEVELOPMENT

JDY PLANT RE-USE TO A CIVIC FUNCTION (MUSEUM, COLLEGE, APARTMENTS)

– PINE AVENUE — THIRD STREET CONNECTOR Limmen

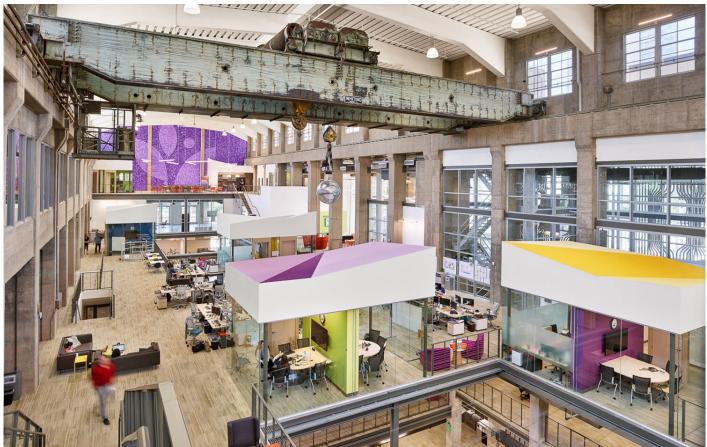
NEW WATER BASIN AS THE START OF HOLLAND HARBOR











W-EDGE EXAMPLES





WATERFRONT HOLLAND

"LONG-TERM COMMUNITY VISION and CONCEPTS (Not Plans)"

HISTORY as a lens to **UNDERSTAND**, **SHAPE**, and **CELEBRATE the WATERFRONT.**

CREATION of 3 DISTINCT DISTRICTS -- "Anchor District", "Marina District", and "Uptown District".

- Public/Private "Handshake" at "Anchor District"
- Marina(s) for ALL (Users, Activities, Vessels)
- New Neighborhood core at the "Uptown District"
- Strengthening the green at Window-on-the-Waterfront (Shaping + Programming)
- Enhancing CONNECTIVITY to and SYNERGY with Holland Charter Township at the "Marina District"
- "STEPPING STONES" to the districts from the Central City

NEW OPPORTUNITIES for Addressing HOUSING needs • Re-thinking SCALE and DENSITY ("Anchor District" and "Uptown District") PUBLIC-PRIVATE PARTNERSHIPS

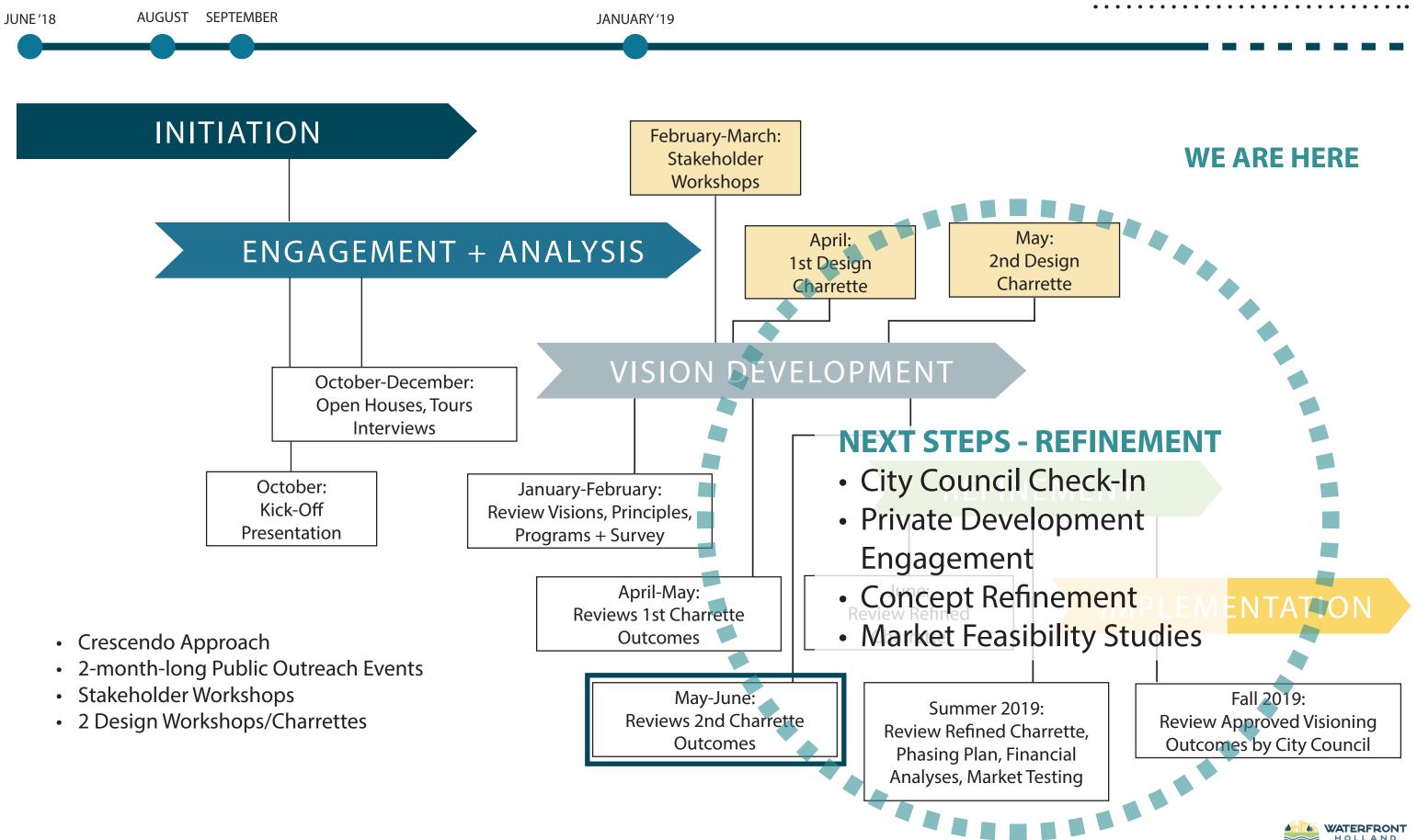
NEED for

- Environmental Sensitivity
- Public Investment (Infrastructure + Regulatory)
- **STEPS**

KEY TAKEAWAYS

Workable FIRST MOVES and INCREMENTAL











MARKET ANALYSIS SUMMARY

VAN BRAGT PARK

- Embrace the charm
- Rental kayaks
- Visibility from the bridge

EOPTOPTUNITY

WINDOW-ON-THE-WATERFRONT

- "Embrace Mystery"
- Passive activity

Greek

DOWNTOWN

JAMES DE YOUNG SITE

- Not convinced of immediate use
- Not saying "Tear It Down"
- Avoid creating competitive nodes
- Recreation Center -- Least competitive

VERPLANK SITE

- Suitable for hotel close by (more boutique style)
- Recreation Center -- Least competitive
- Boat rental (e.g. sunset tours)
- Street focus
- Connect VerPlank and Kollen Park (e.g. Navy Pier)
- Range of casual to fine dining
- Cater to different market levels

RESIDENTIAL

HOPE

 Don't want development to encroach too far • Different winter - summer experience

> • Higher density appropriate Mix of condos, townhouses (along waterfront), private docks Tax revenue supports density **ACCESSIBILITY**

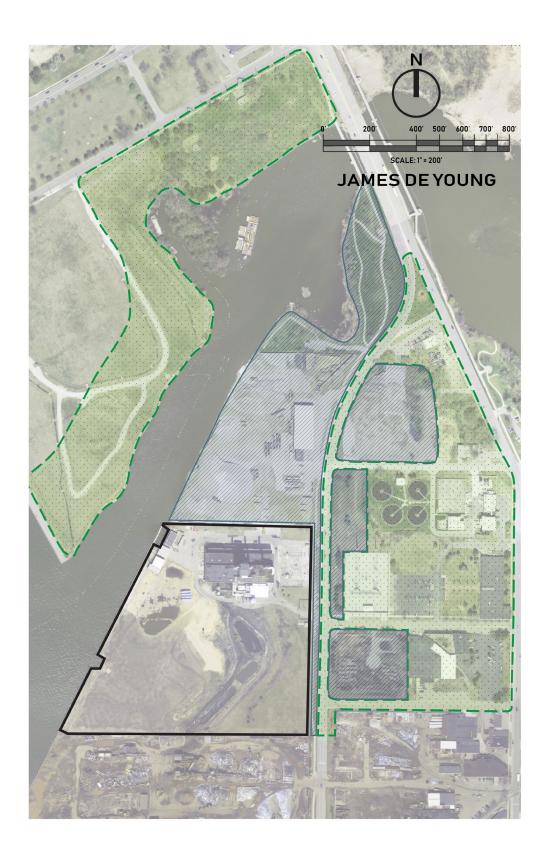
> • Physical + Economic More of a social question Larger development supports • Attractive to adults and younger (amusement attractions)

DRAW: DESIRABLE DOWNTOWN

• Empty nesters



- Landscaped, Realigned Pine **Parkway**
- Consolidation of Industries West of Pine
- Westward Extension of Grid
- Bridge Connection to Holland **Charter Township**
- Layered Waterfront Experiences **Leverging Ridge Along River Ave**
- Opportunities for Land Swaps
- Opportunities for Adaptive Reuse of JDY vs Demolition of Building
- Potential Civic + Residential Uses







- Provide Range of Public Spaces (Grand Gesture --- Gracious Links and Nodes)
- Weave Kollen Park-Like
 Character with Civic Character of
 8th Street
- Create Stepping Stones to the Water
- Celebrate Padnos
- Connect Water, Land, and People
- Shape a Fitting Arrival of Holland at the Waterfront
- Scale + Density Considerations for Commercial Use Opportunities

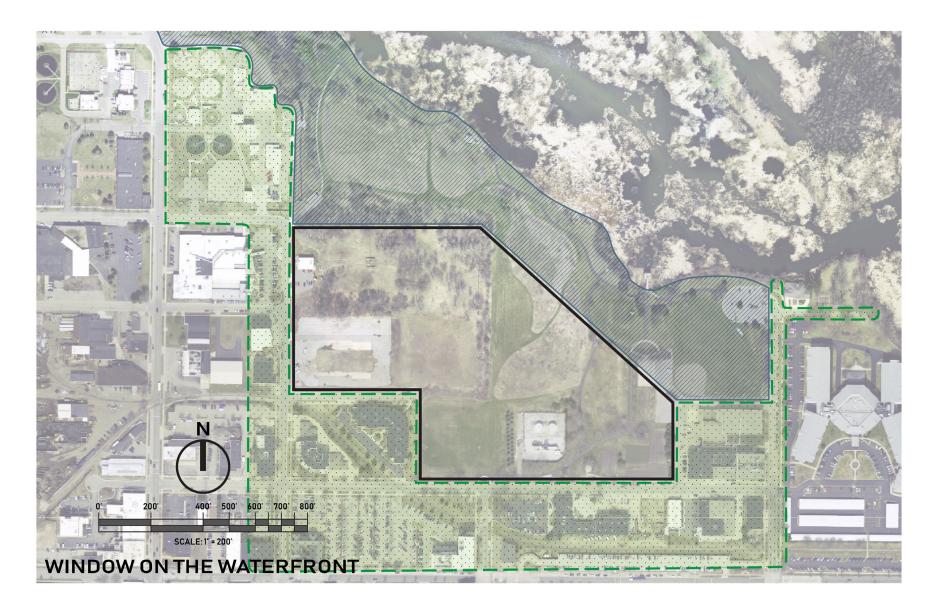






WINDOW-ON-THE-WATERFRONT SITE

- Great Property Opportunities
- Leverage Waterfront View
 Connections
- Ease of Infrastructure Readiness
- Build on 6th Street
 Redevelopment Energy
- Create Layered Waterfront
 Experience
- Potential Residential + Green
 Uses
- Define New "Uptown" Neighborhood
- Celebrate Nature
- 1st Move: BPW Property on 6th Street





FUNDAMENTAL IDEAS

