



**WATERFRONT
HOLLAND**

City Council Study Session Large-Scale Charrette **UPDATE**

April 24, 2019

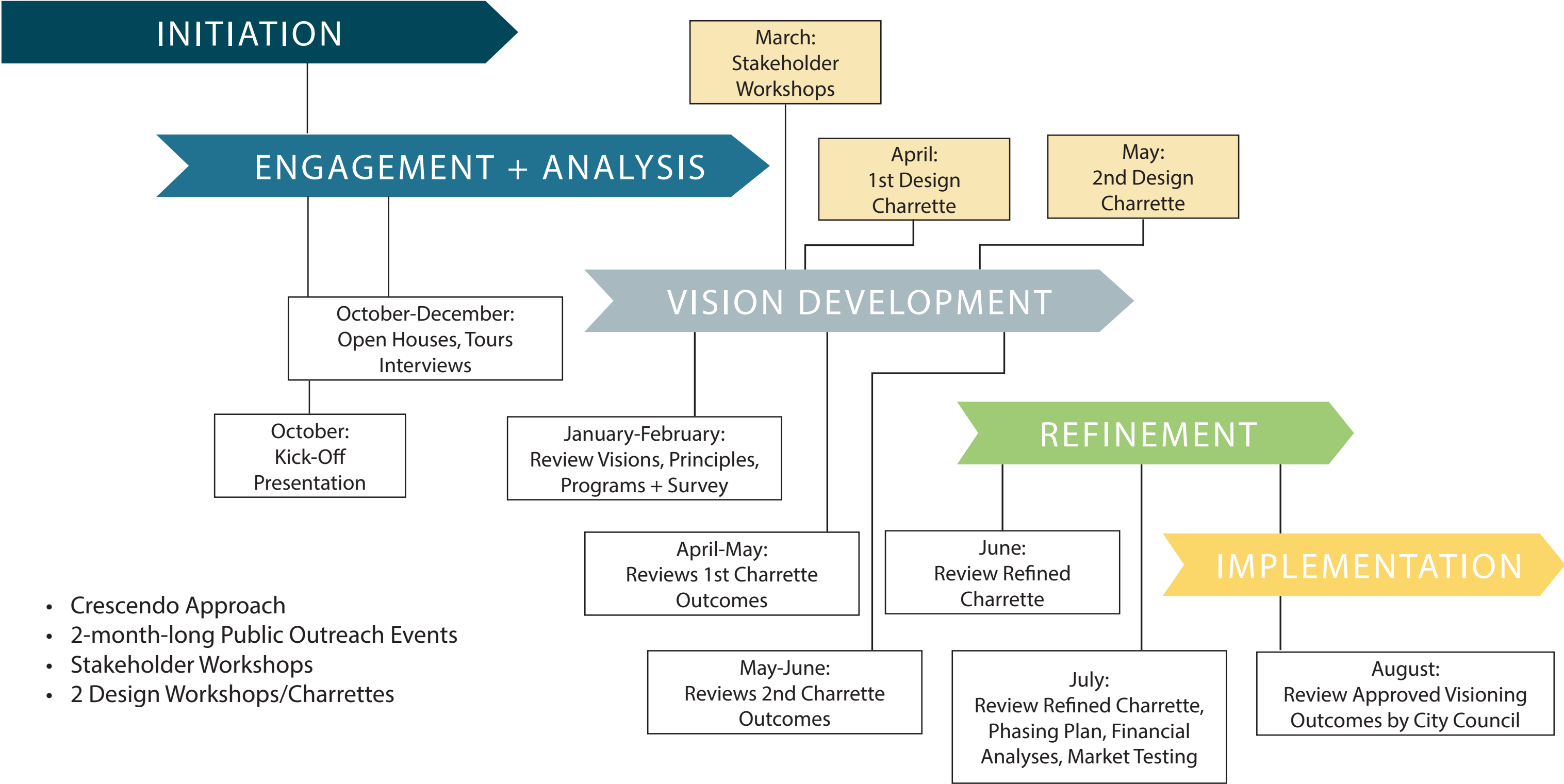


BROAD
STREET
STUDIO

GMB



HYK CONSULTING



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

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

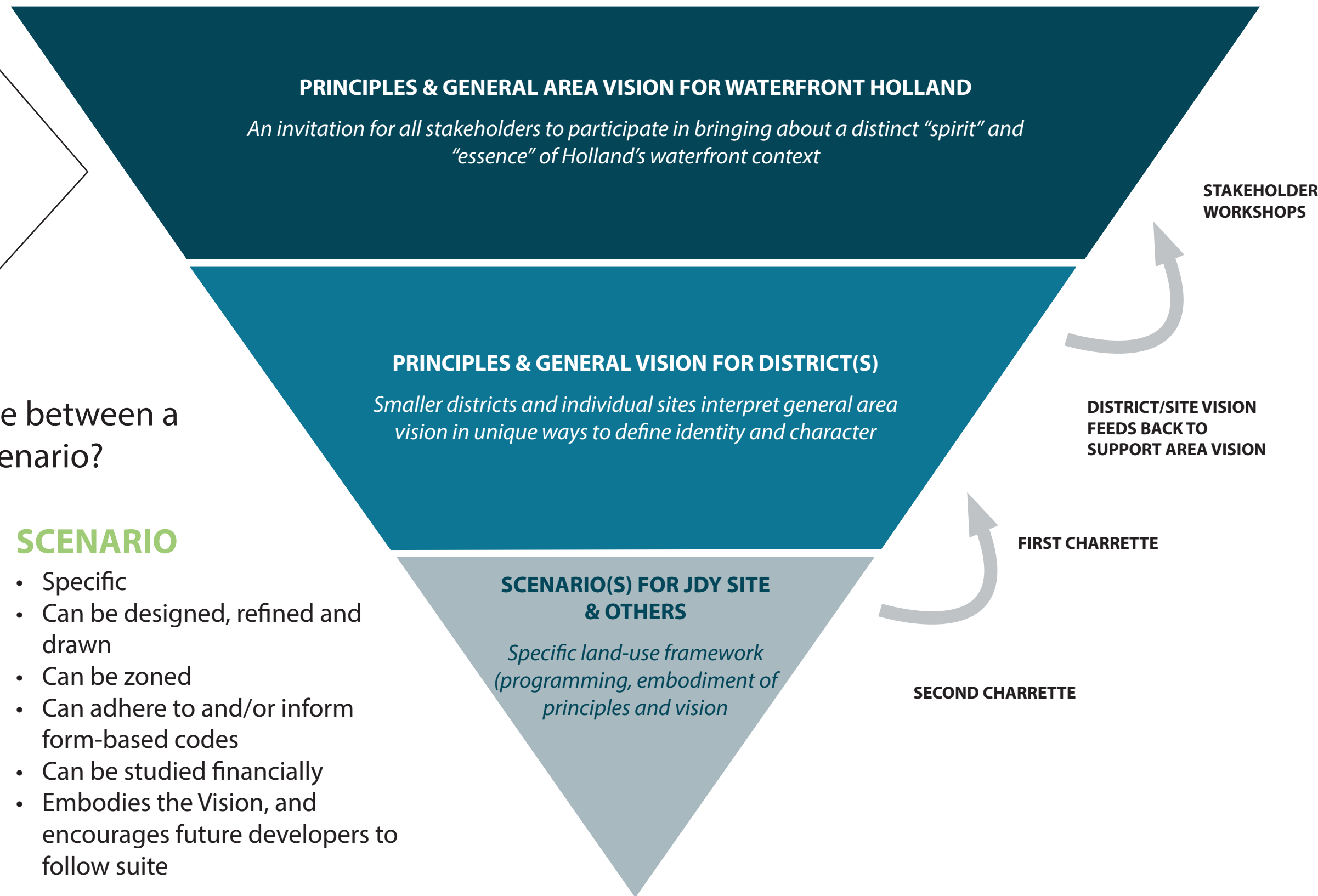
What’s the difference between a vision and a scenario?

VISION

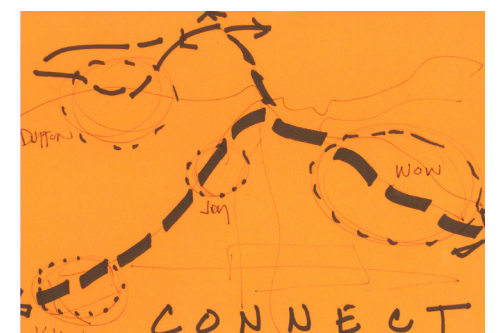
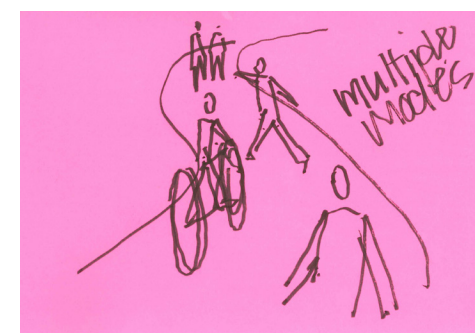
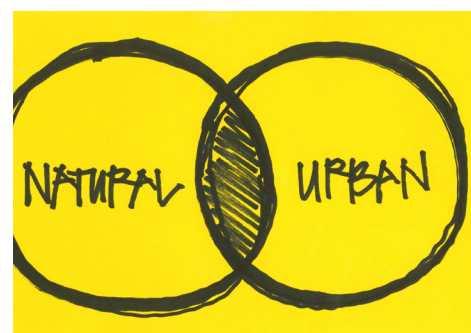
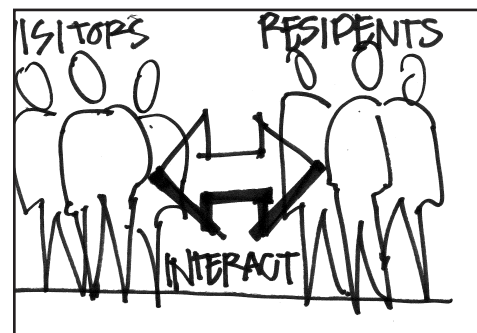
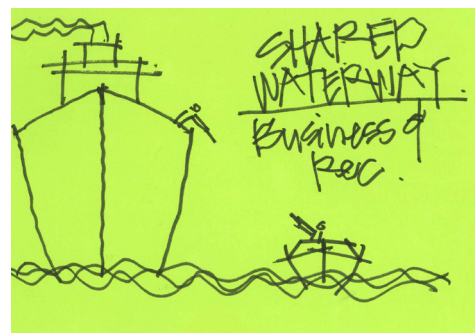
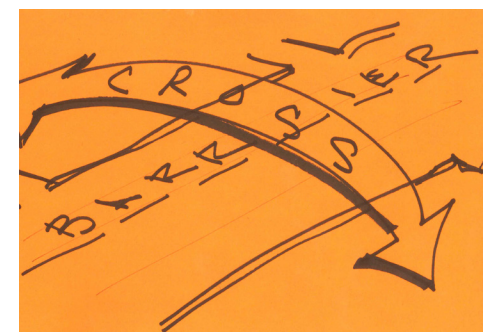
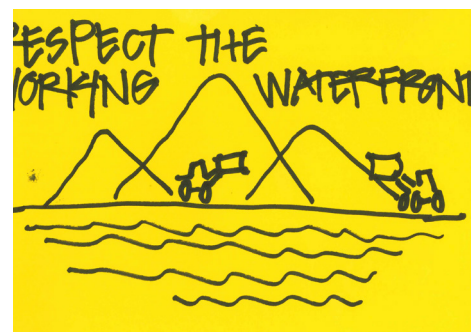
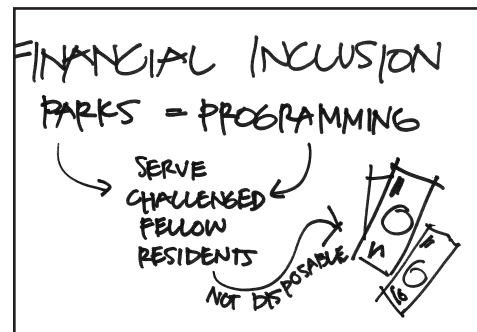
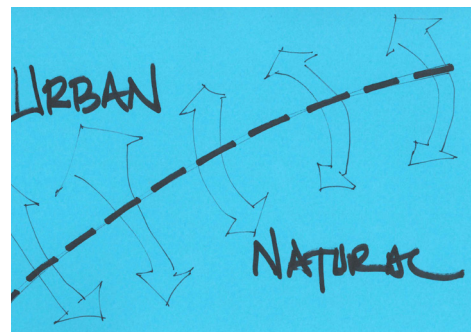
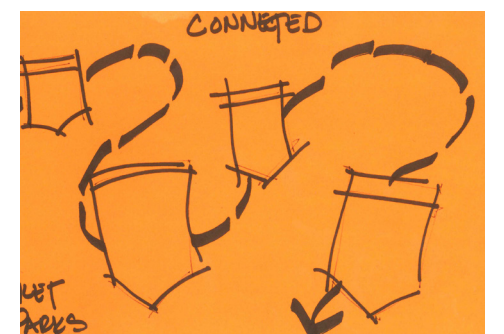
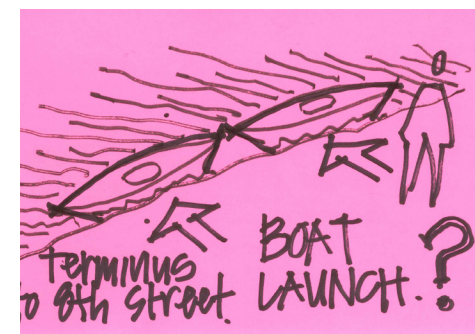
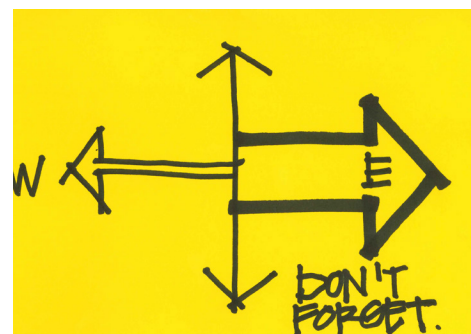
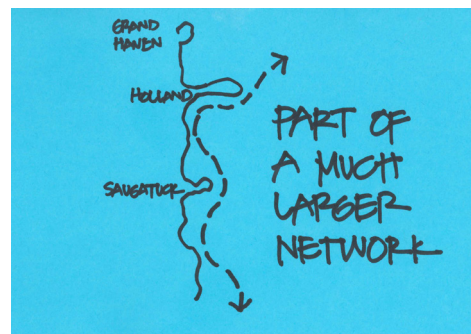
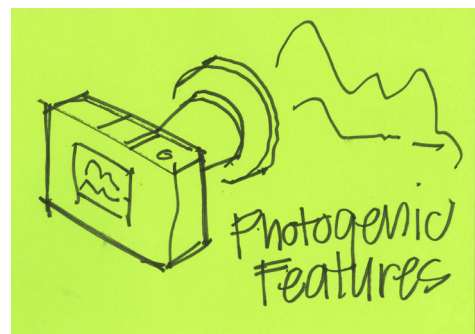
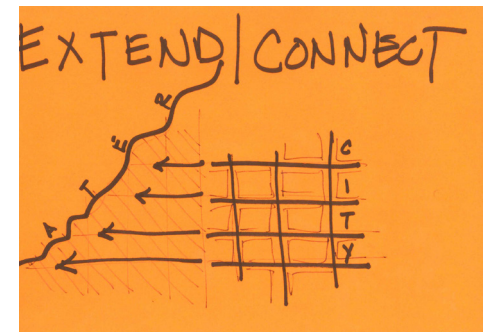
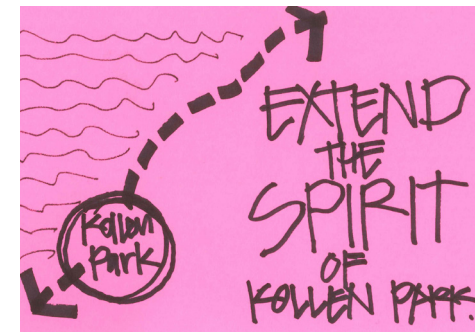
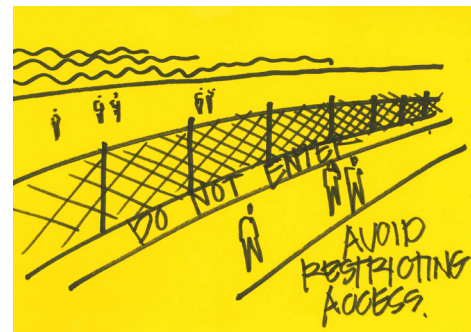
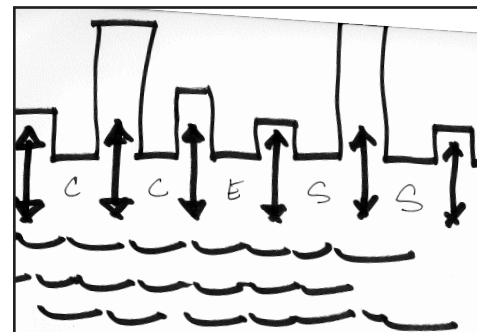
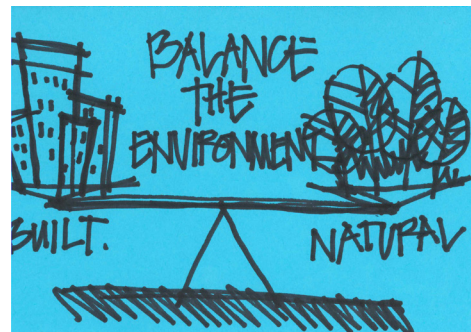
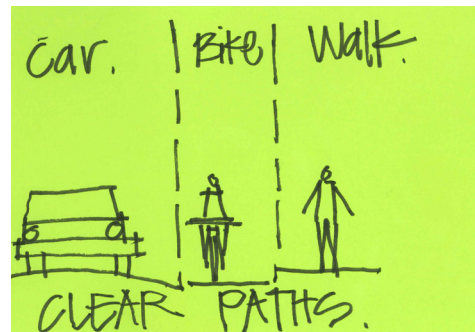
- Helps articulate “spirit” and “essence”, without prescribing too many specifics
- Comprised of elements, such as “welcoming to all” or “showcasing the natural environment”
- No more than a paragraph
- An invitation

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



STAKEHOLDER INSIGHTS



KEY

 Recreation	 Social/Cultural/Housing	 Downtown
 Sustainability	 Tourism/Business	 Transportation

EXAMPLES OF ADDITIONAL FINDINGS

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TECHNICAL INSIGHTS ON OPPORTUNITIES & CHALLENGES

- Recreational (Water+Land) demand from service providers
- Low impact development and sustainable storm water management opportunities
- **LACK OF DOCKING FACILITIES DIVERTING VISITOR TRAFFIC TO MUSKEGON, GRAND HAVEN AND SAUGATUCK**
- Navigation and construction limits in the channel maintained by the Army Corps of Engineers
- Multi-modal access - separate paths/ROW
- Potential sites for housing development north of 7th
- Extend the “spirit” of Kollen Park
- Drawbacks to limited Sunday business openings downtown
- **NOT ALL WATERFRONTS ARE EQUAL**
- Difficulty developing north of 7th Street
- **NORTH DOWNTOWN DEVELOPMENT IS JUST AS IMPORTANT AS THE WESTWARD DEVELOPMENT TO THE WATER**

UPDATE ON DEVELOPMENTS IN EACH SUBJECT AREA IMPACTING WATERFRONT

- Conversion of Pine Ave to two-way boulevard
- Ottawa County’s construction of a Marina at the Parkside Marina
- Adoption of City’s Sustainability Framework
- Broader Macatawa Greenway Corridor Restorations & Project Clarity
- **WATERFRONT BUSINESSES CONSIDERING POTENTIAL LANDSWAP, PERMISSION GRANTED TO DRAW IDEAS FOR VERPLANK’S SITE**

FEEDBACK ON DRAFT VISION STATEMENT & GUIDING PRINCIPLES

- Provide a greater emphasis on economics and business
- Strengthen the language on sustainability
- Emphasize a “waterfront for all” and “inclusivity”
- Consider “greater downtown” instead of “downtown”
- Change “Accommodate Diversity” to “Encourage Diversity”

KEY OPPORTUNITIES

.....

Improve **CONNECTIVITY** along the waterfront and within the greater downtown

Build on **AN EXPANDED CITY FABRIC** east and west of River Ave. as industry changes

CONNECT the north and south side in a way that builds synergies between them

ENHANCE boat access to downtown

Build infrastructure that spurs **NEW DEVELOPMENT**

CELEBRATE Holland's industrial heritage

Expand the **INCLUSIVE NATURE** of Kollen park throughout downtown

CONTINUE the success of public/private partnerships to create the type of development Holland desires

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.

01 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.

02 Pursue Environmental, Economic and Equitable **SUSTAINABILITY**

- **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.
- 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.

03 Encourage **DIVERSITY** of Use, Users, and Developers

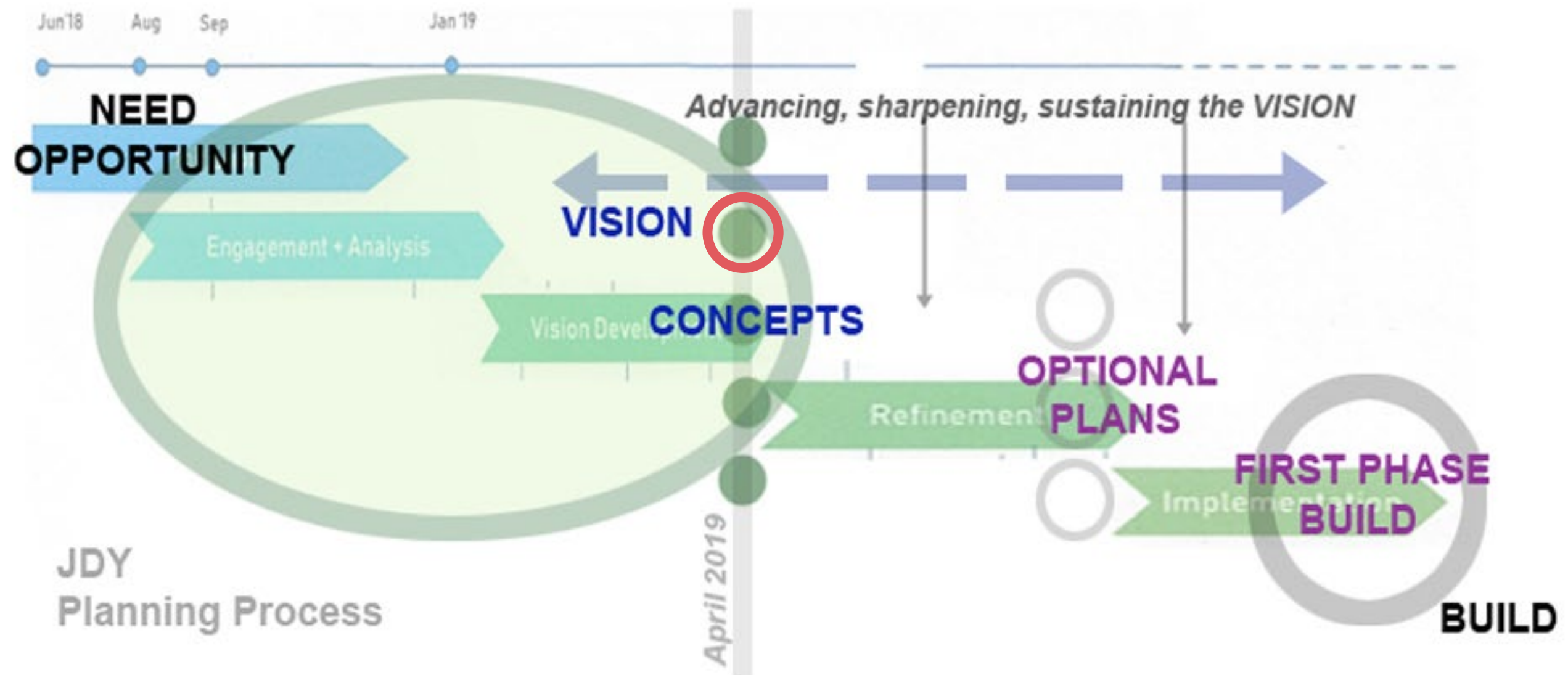
- Seek opportunities for mixed uses and diverse, year-round programming.
- Welcome diverse waterfront users, including residents and visitors of different ages abilities and incomes.
- Facilitate multiple developers to develop specific projects over time.

04 **CELEBRATE** the Water(front)

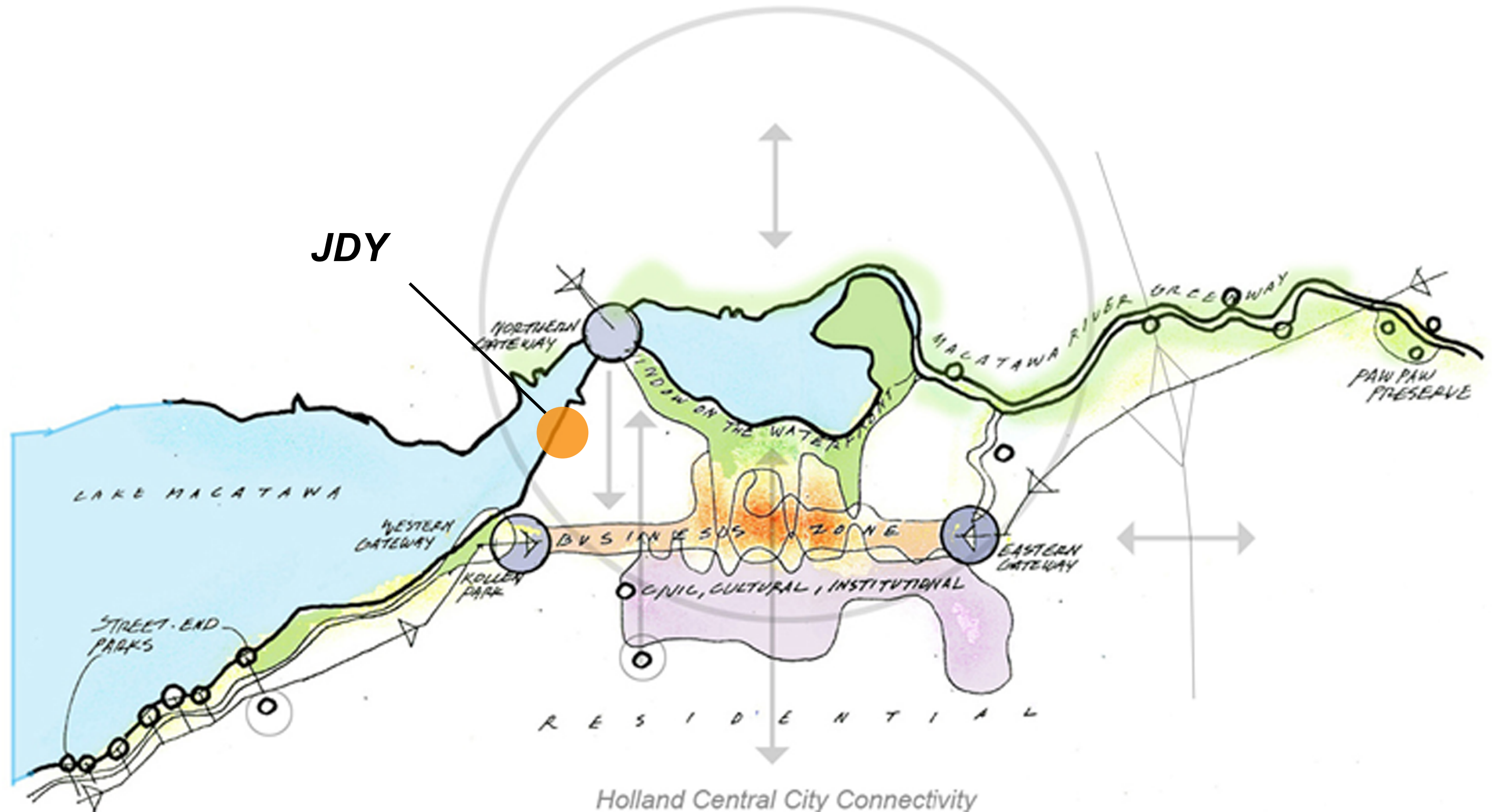
- Enhance the waterfront character by integrating attractive, high quality, well-programmed, and well-maintained unifying elements in both public and private waterfront projects.
- Use the waterfront as a lens to increase the public understanding of Holland's past, present, and future.
- Orient new development,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

LARGE-SCALE CHARRETTE 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.

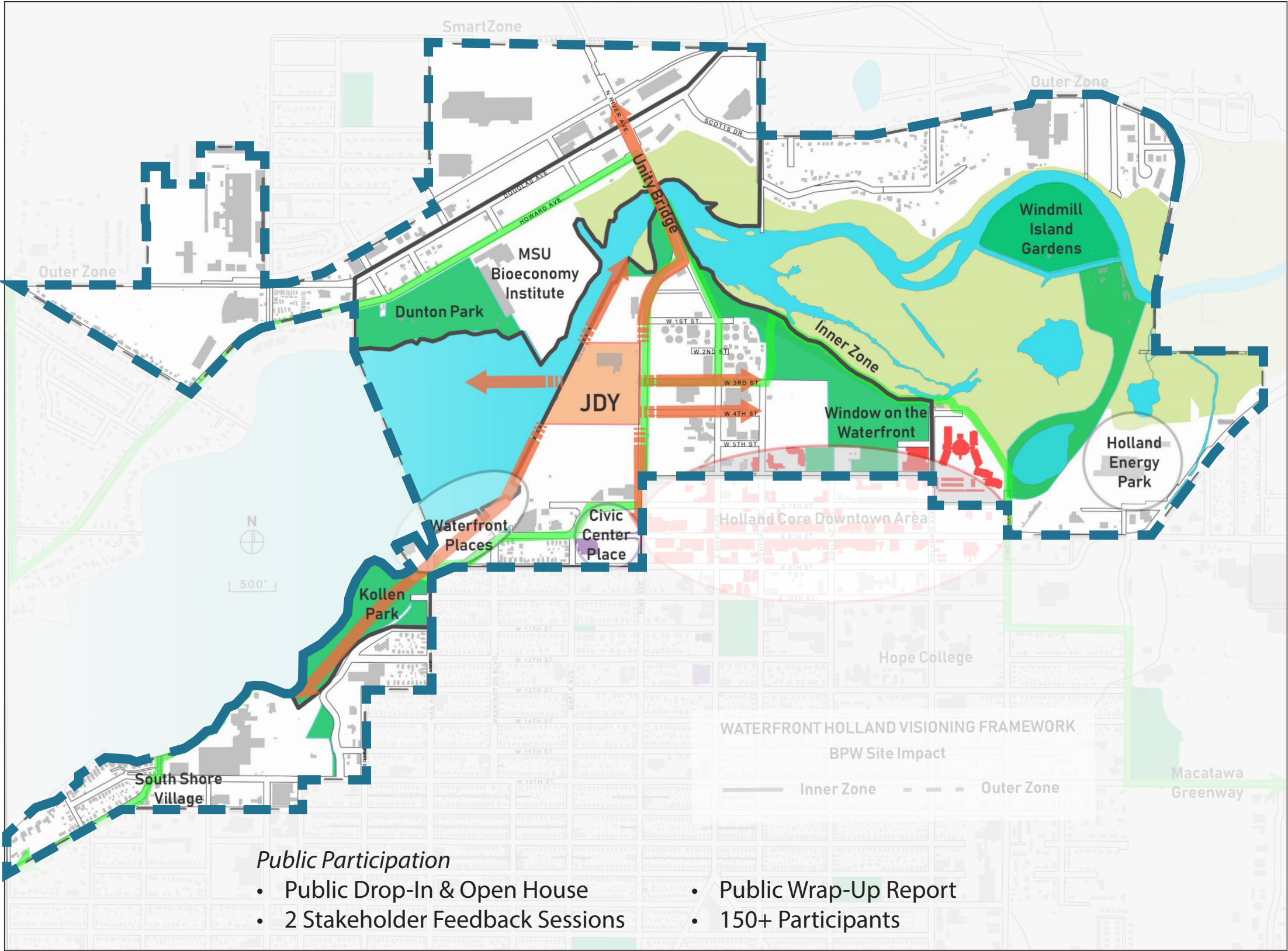


LARGE-SCALE CHARRETTE FRAMEWORK THINKING

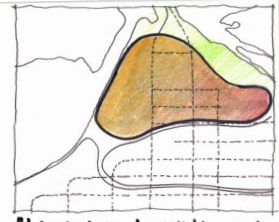


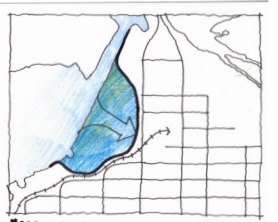
1997 Downtown Vision Diagrams

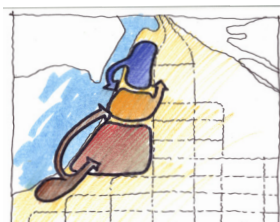
LARGE SCALE CHARRETTE DESIGN SCOPE

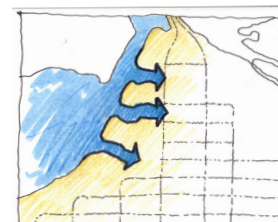



WATERFRONT HOLLAND CONCEPTS

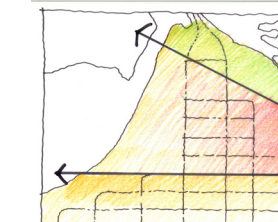
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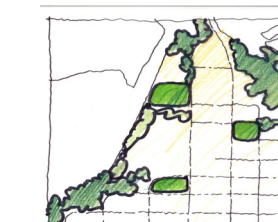
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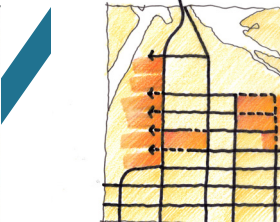
2. "HISTORIC WATERFRONT"
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3. "LAND SWAP"
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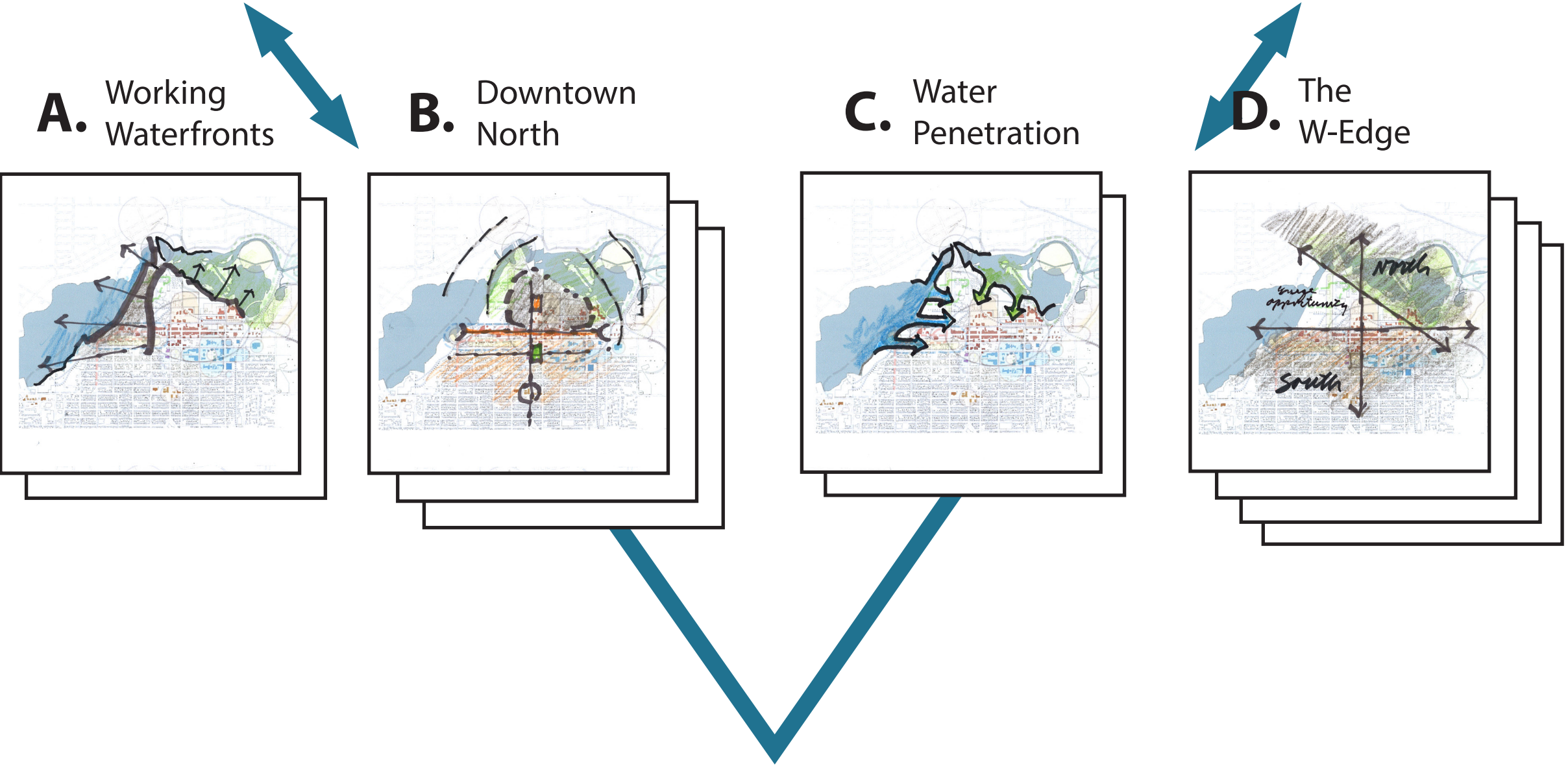
4. "WATER PENETRATION"
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5. "GREENWAY CONNECTIVITY"
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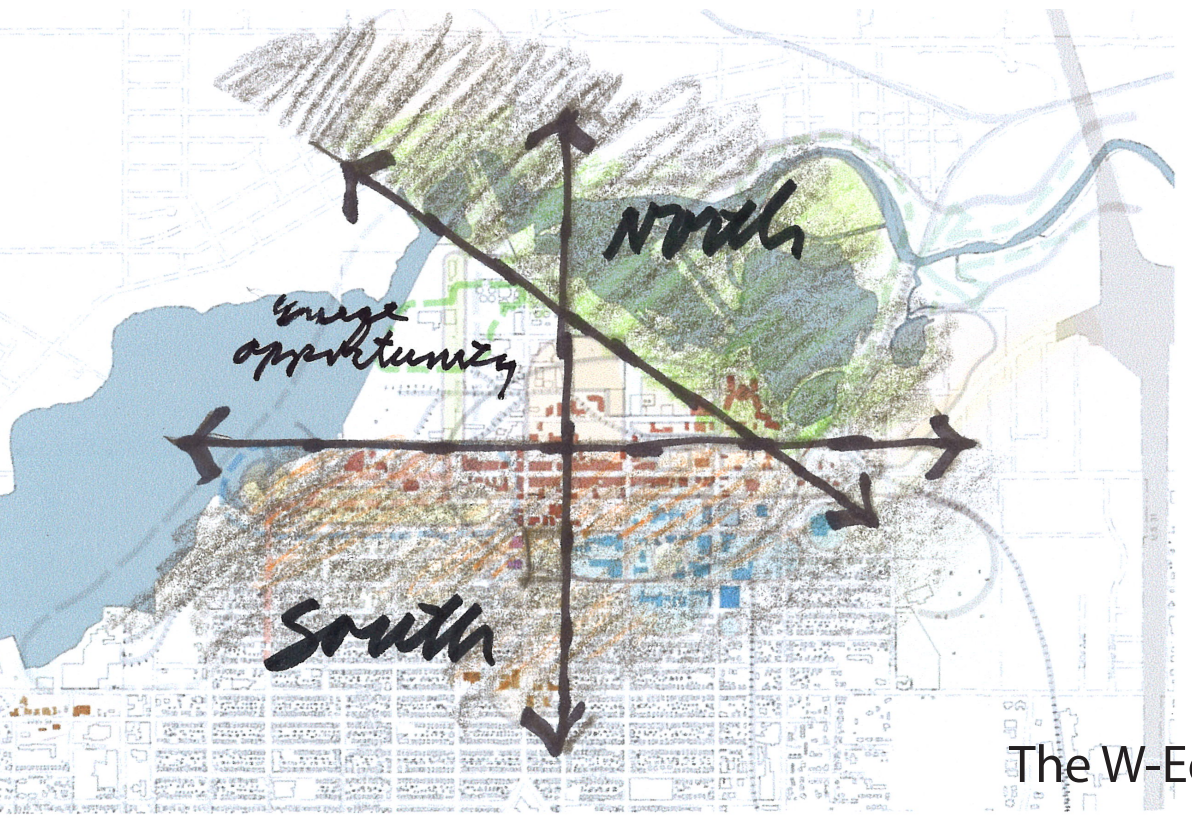
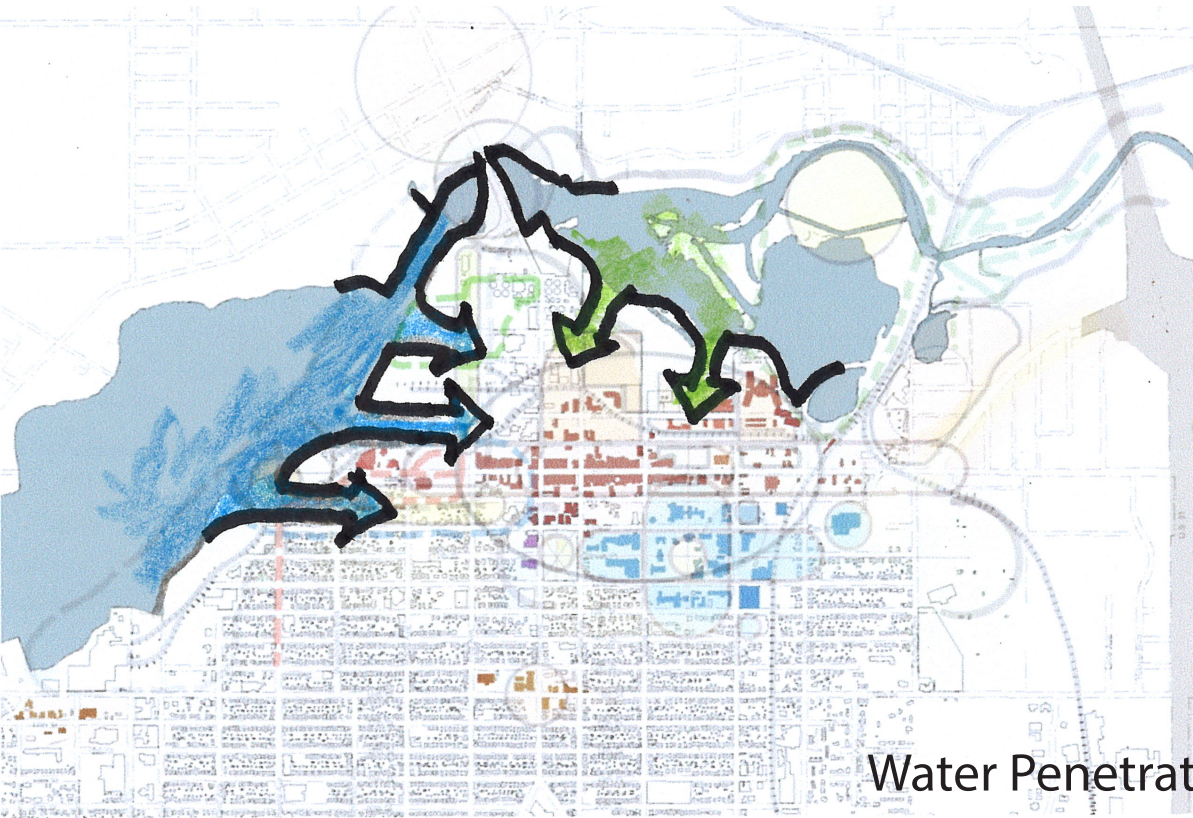
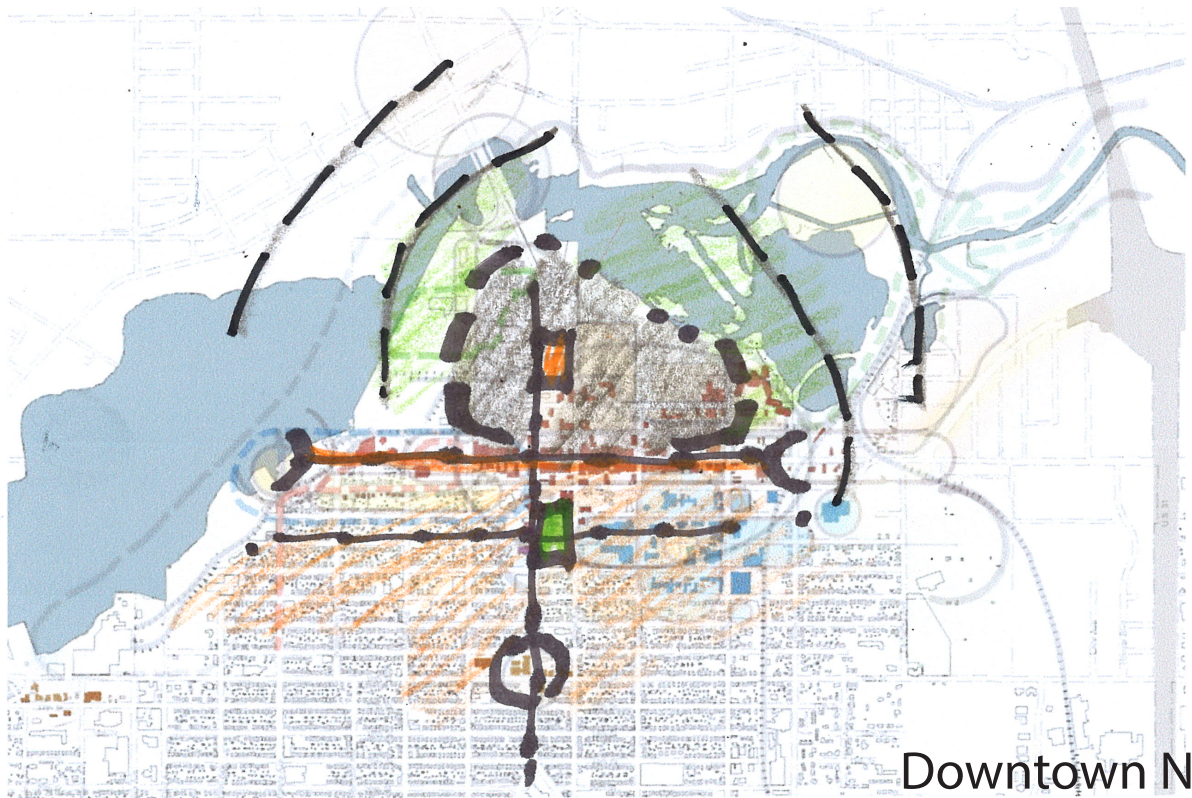
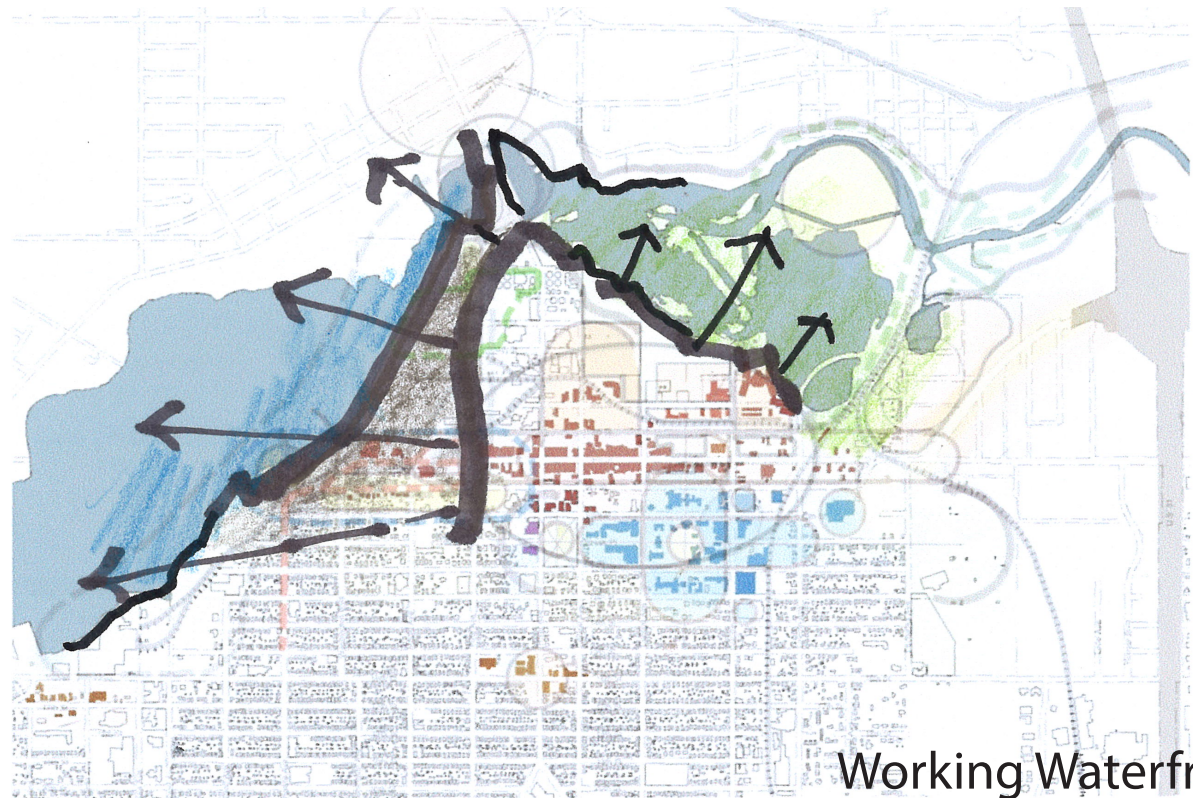
6. "THE WEDGE"
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7. "SOFT/ACTIVE GREEN"
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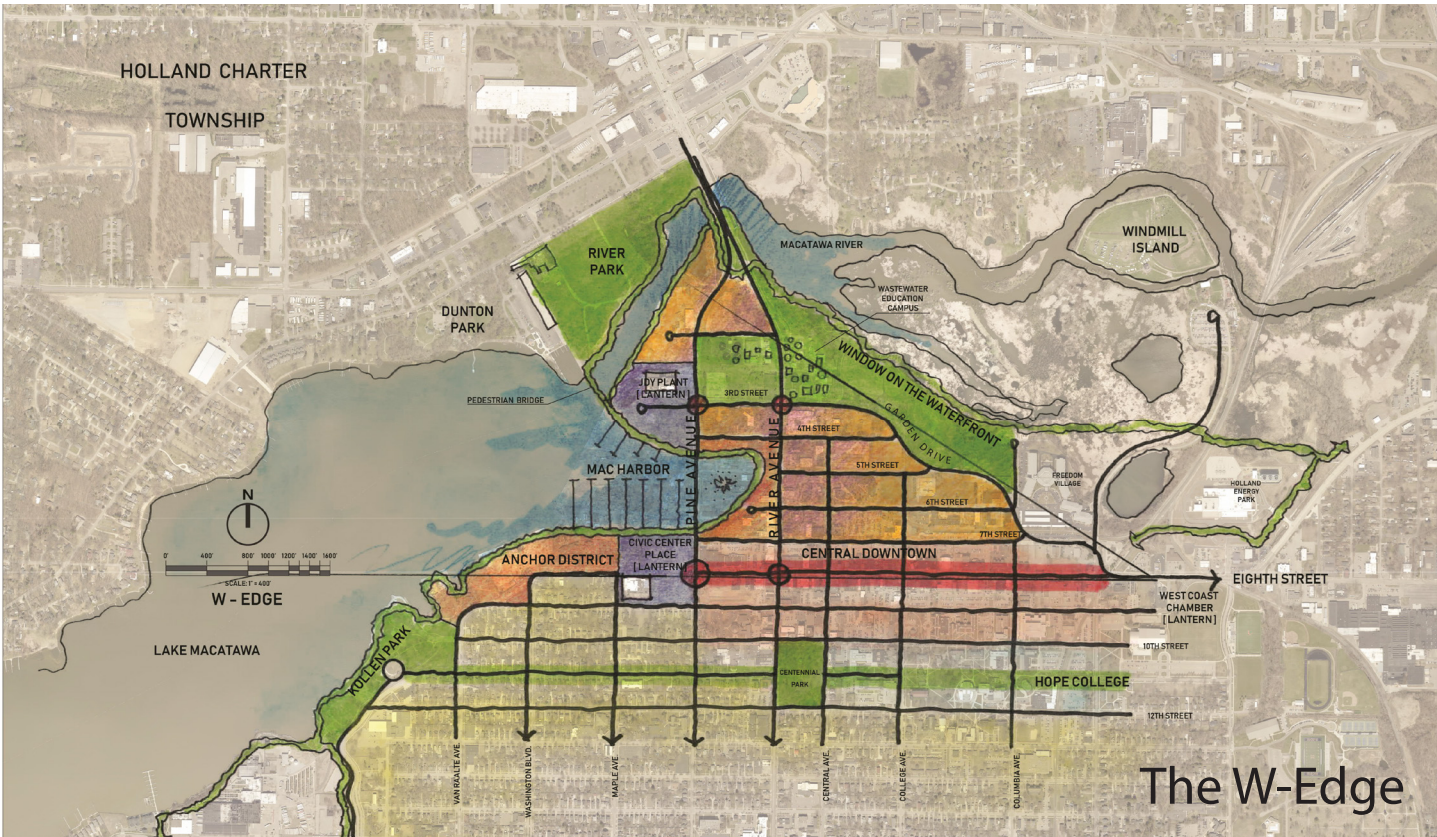
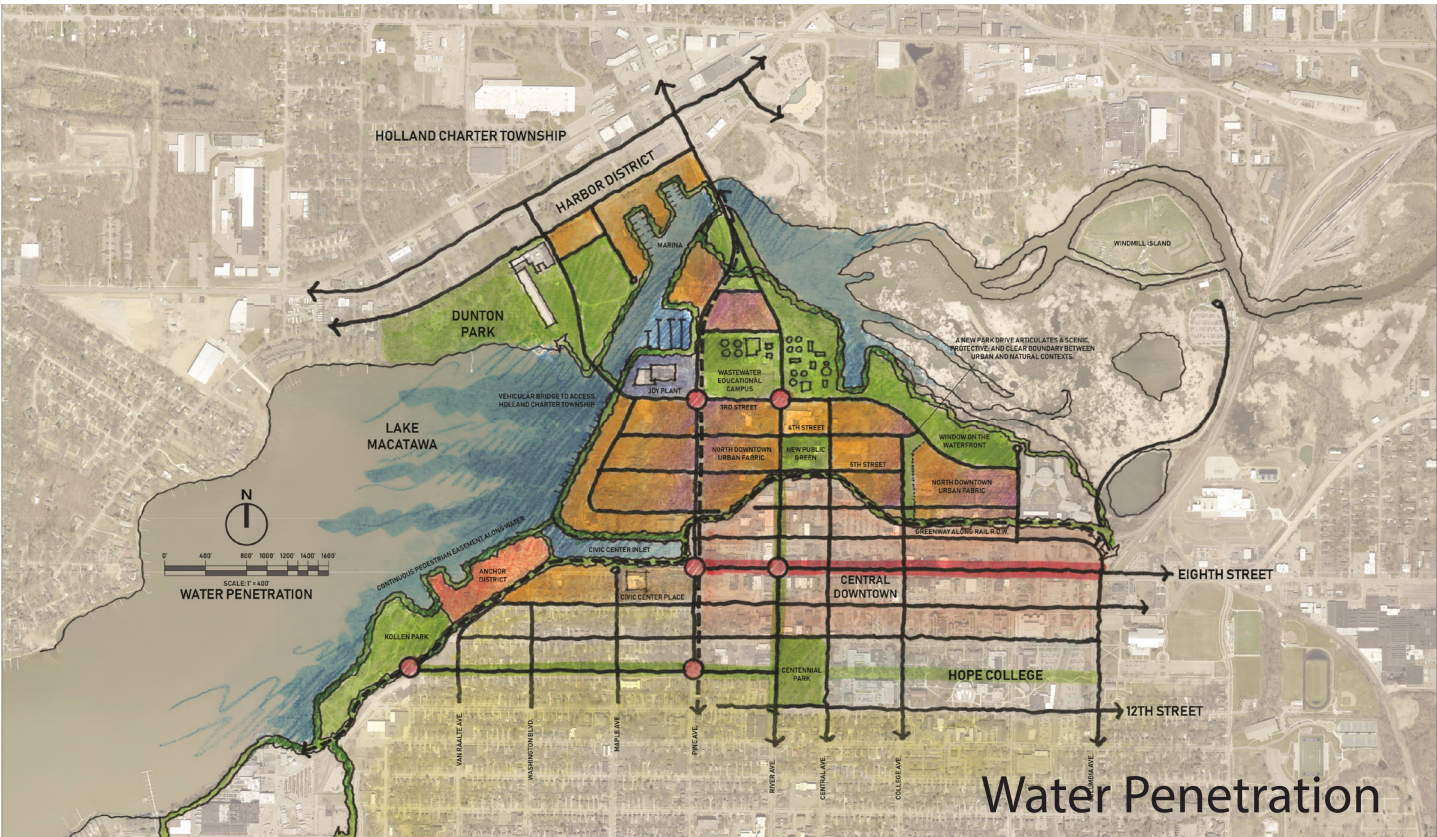
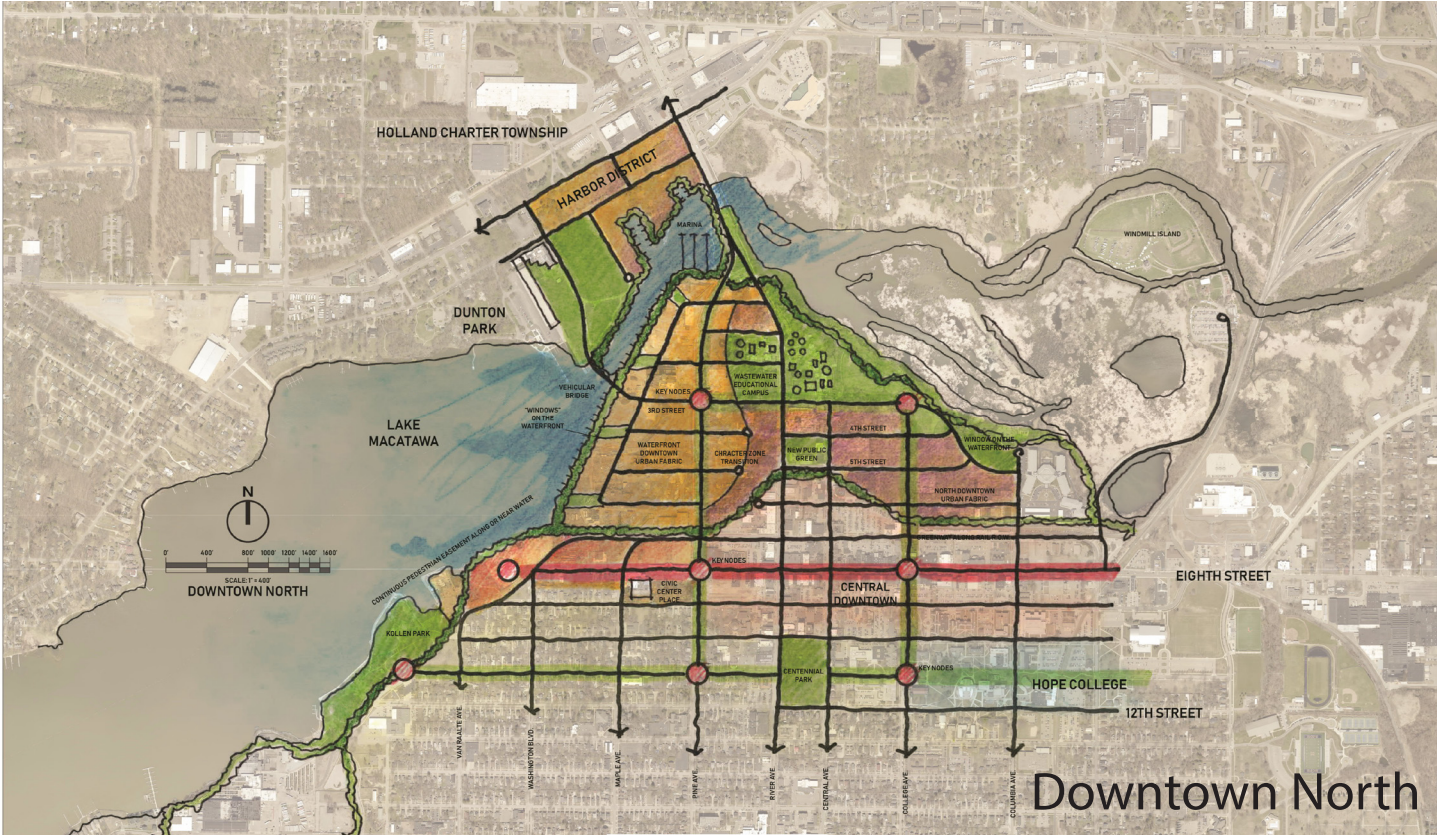
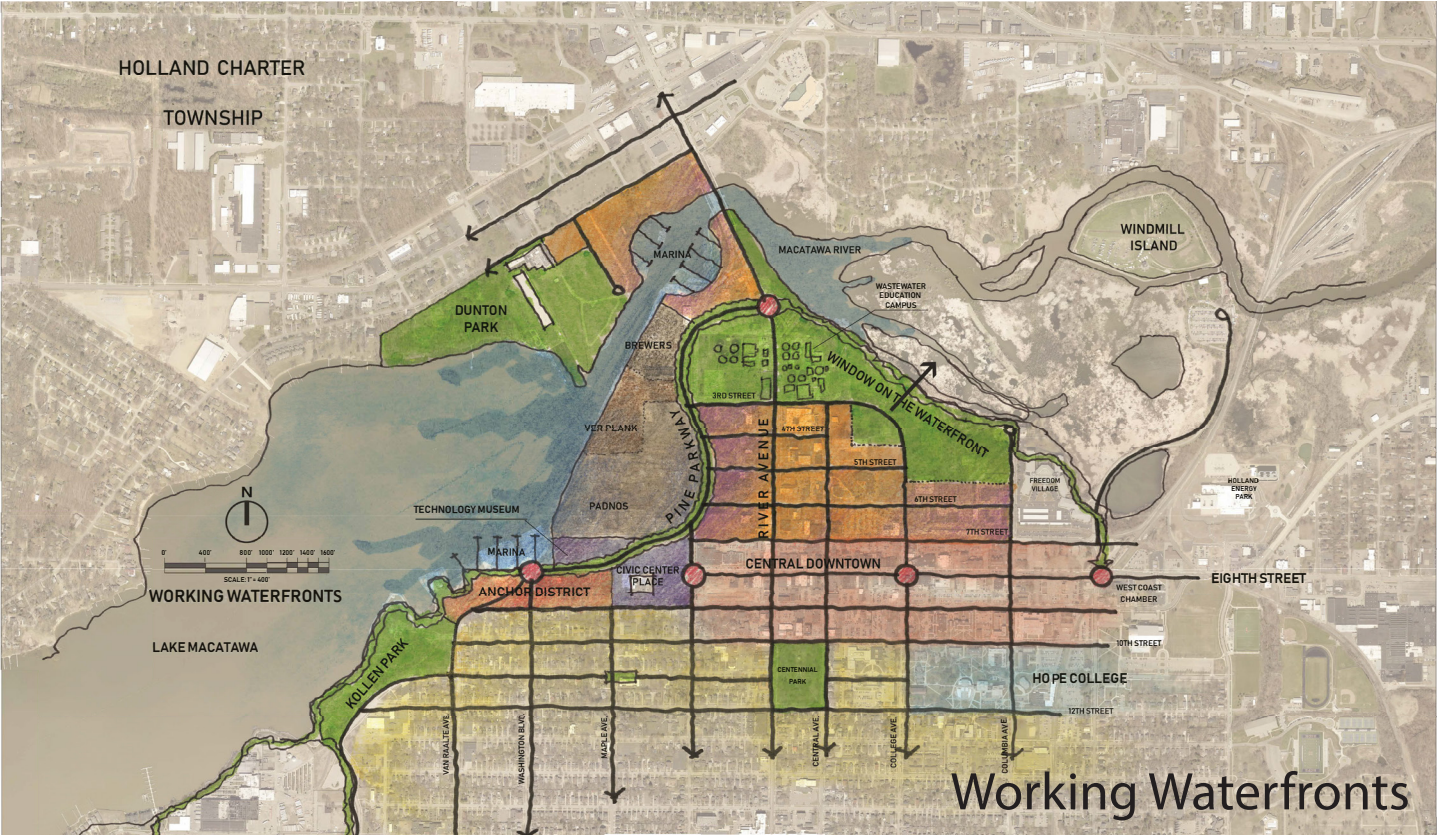
8. "CONNECT THE GRID"



WATERFRONT HOLLAND CONCEPTS



WATERFRONT HOLLAND CONCEPTS

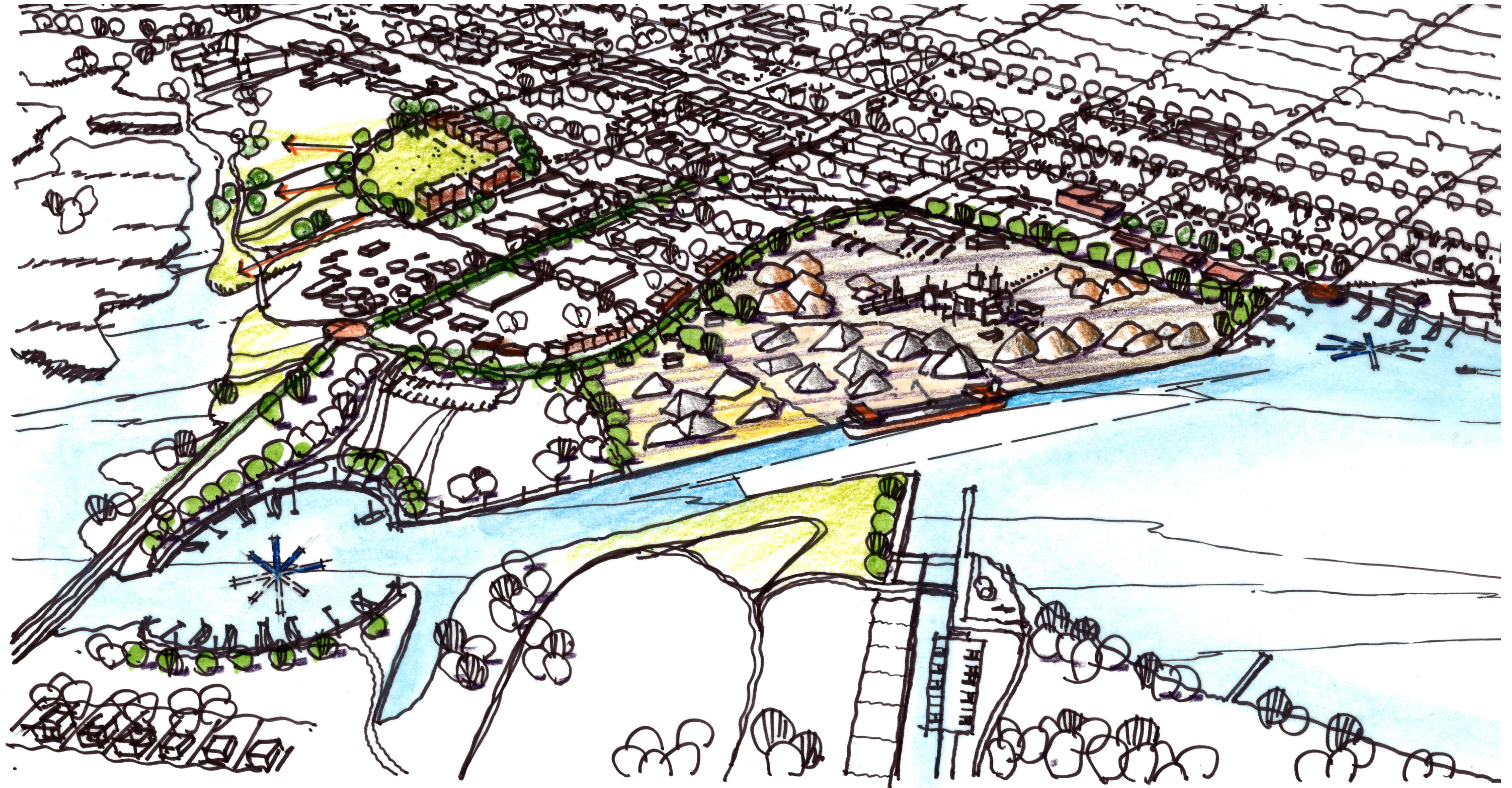


WORKING WATERFRONTS



Concept Diagram





CELEBRATE THE ECONOMIC & ENVIRONMENTAL WATERFRONTS

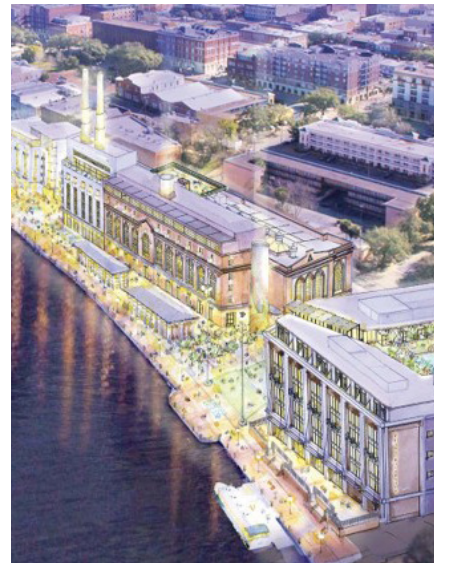
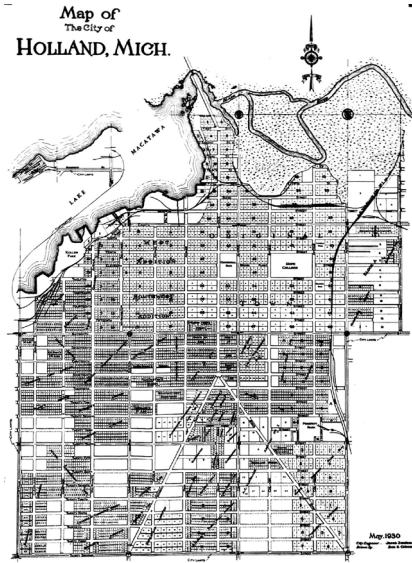
- Urban / Natural ... Active / Passive
- Recall the historic shoreline to be a form generator: Pine Ave into a parkway
- Pine & River Ave: Two-Way Traffic
- Create redevelopment/ activation nodes to the north and south of the industries

North Node

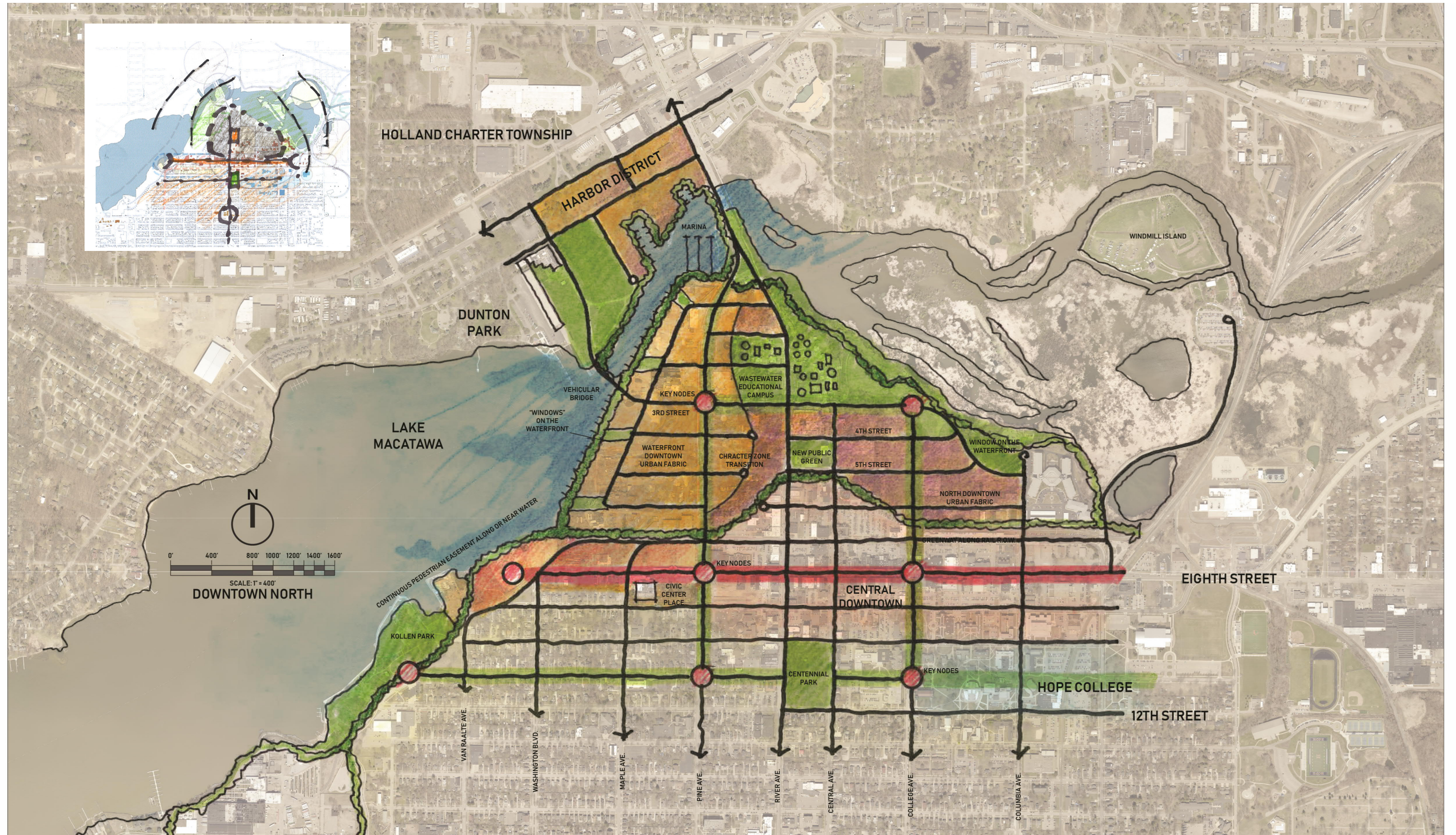
- Marina / Waterfront promenade + Mixed-use corridor along Howard Ave

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



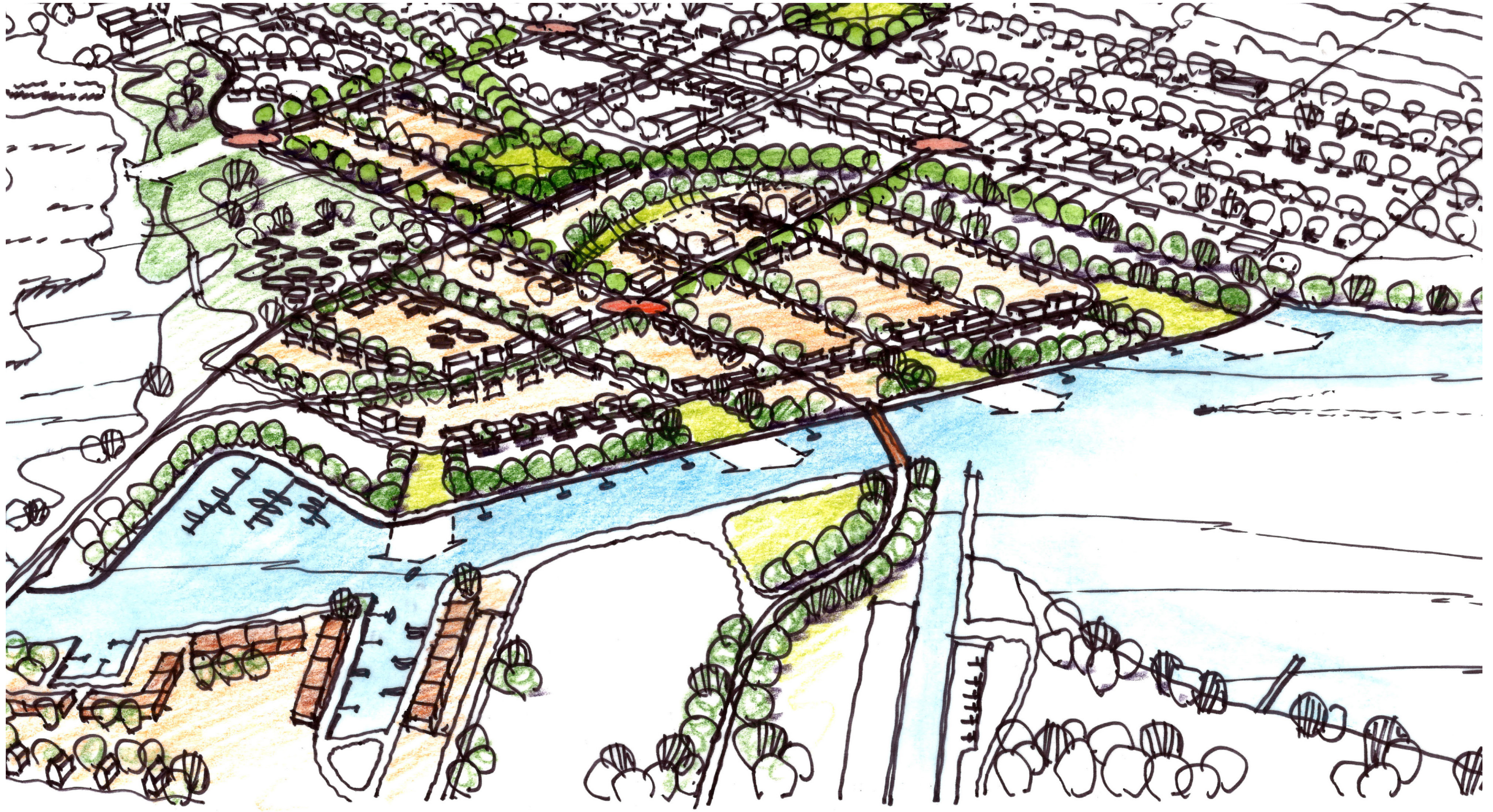
DOWNTOWN NORTH



Concept Diagram

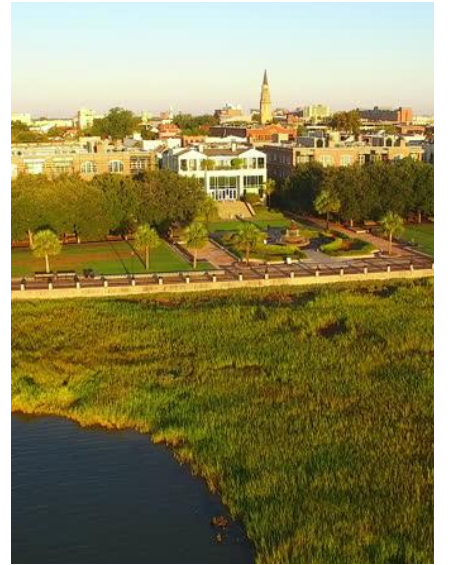


Phasing Implications

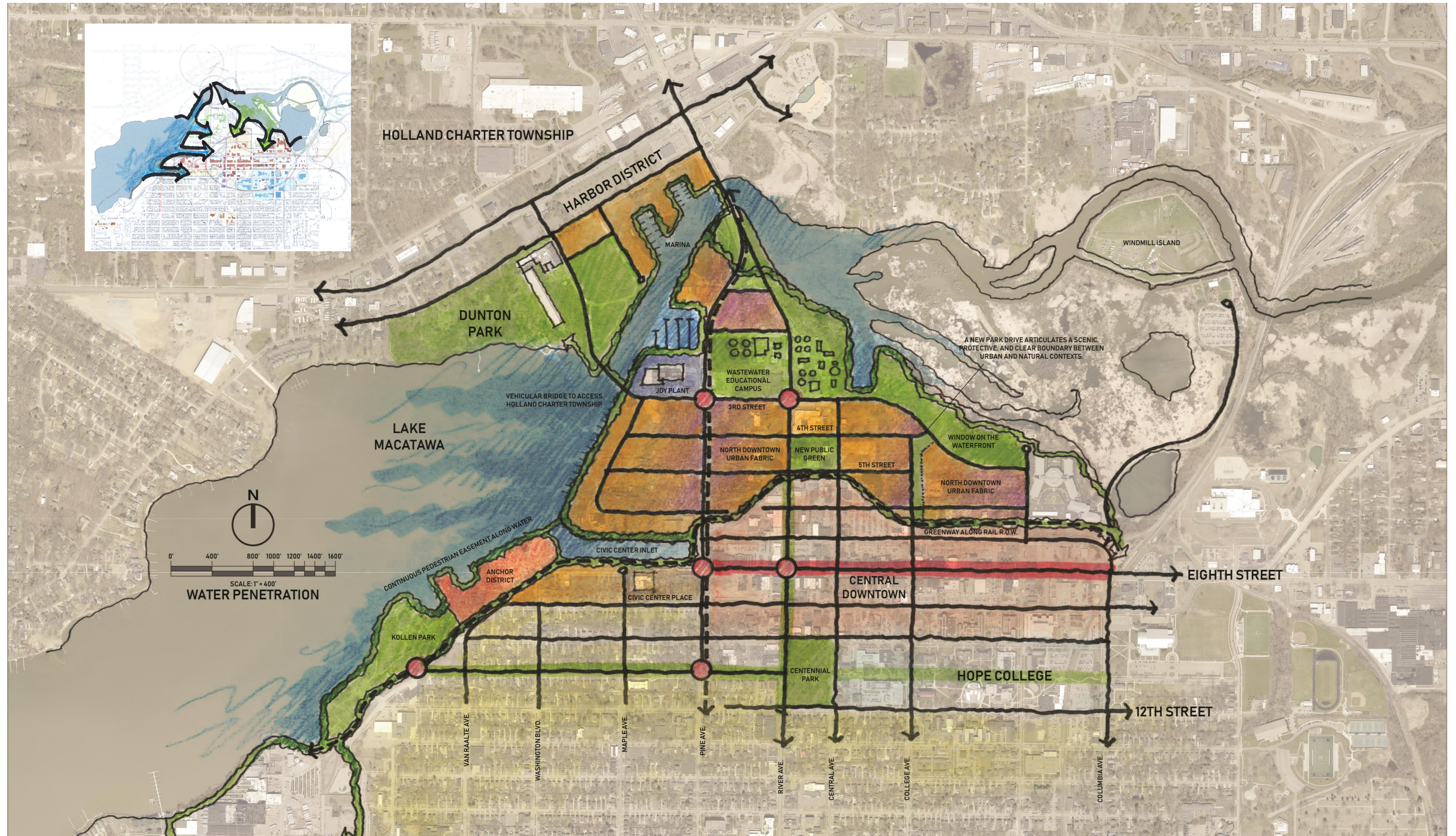


SHAPE THE CHARACTER OF NORTH DOWNTOWN

- 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

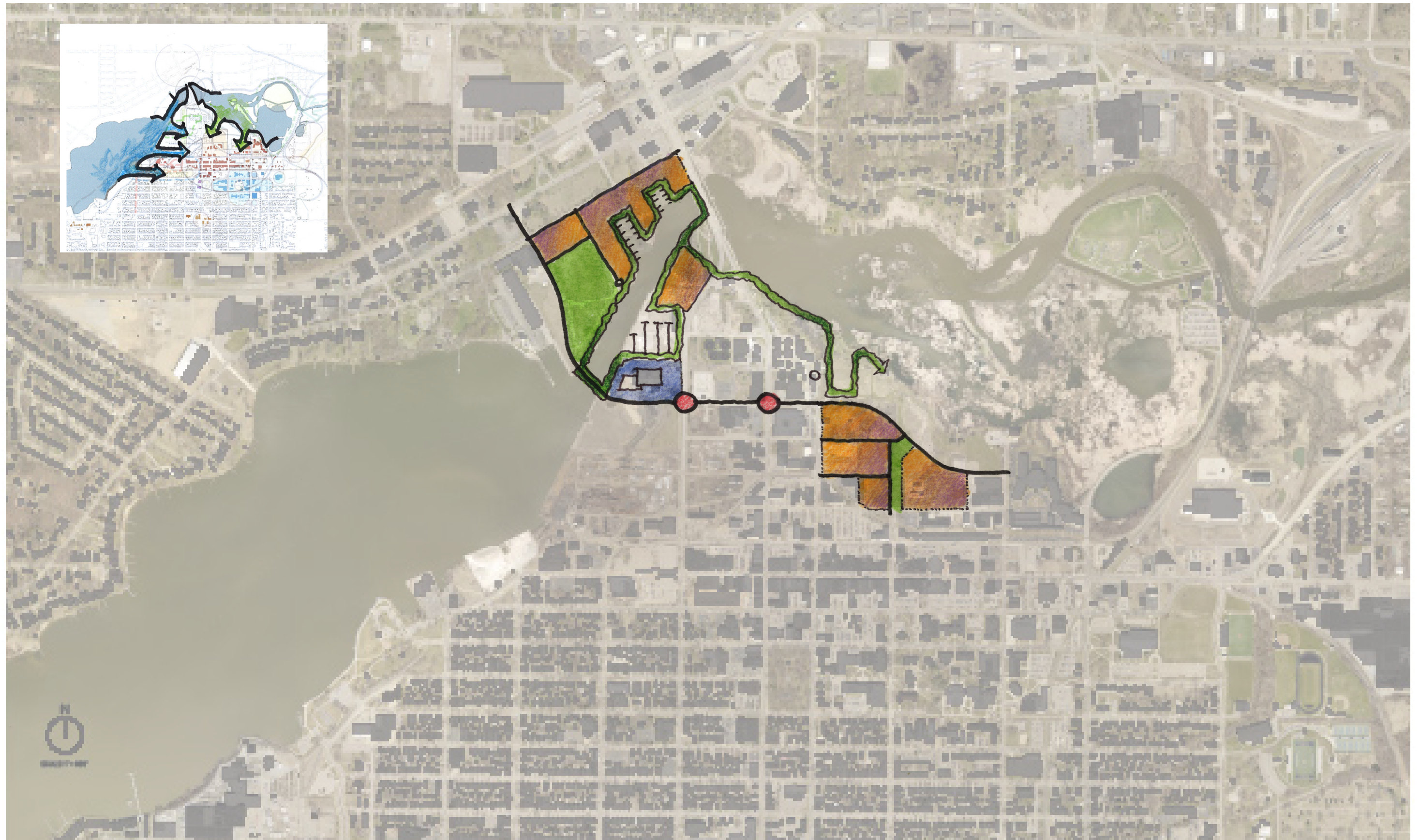


WATER PENETRATION

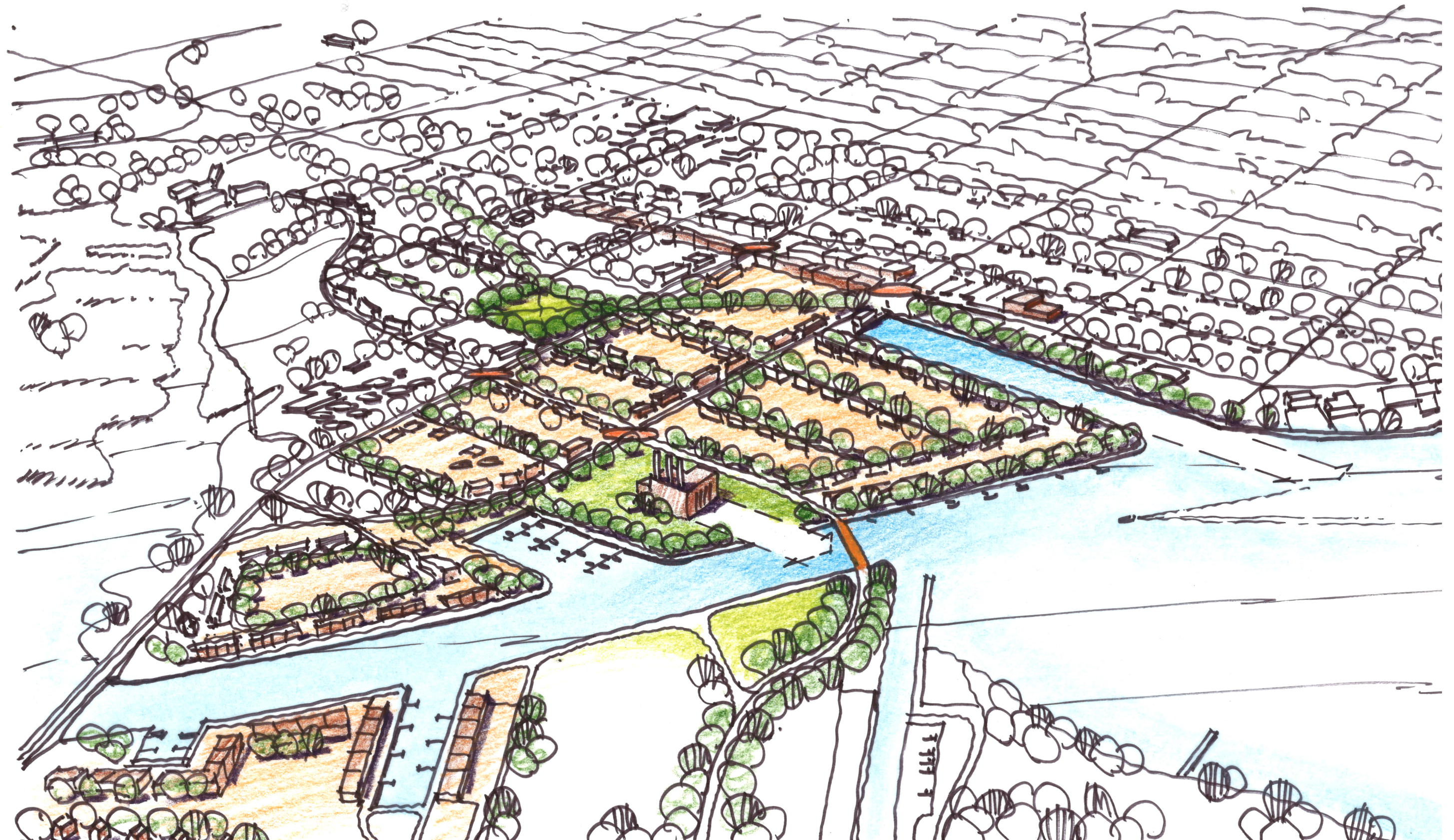


Concept Diagram

WATER PENETRATION

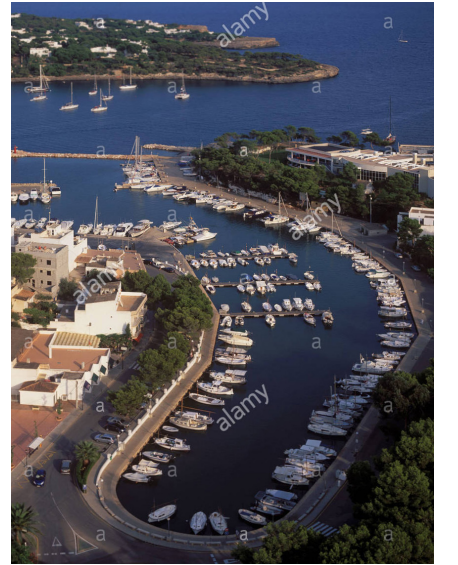


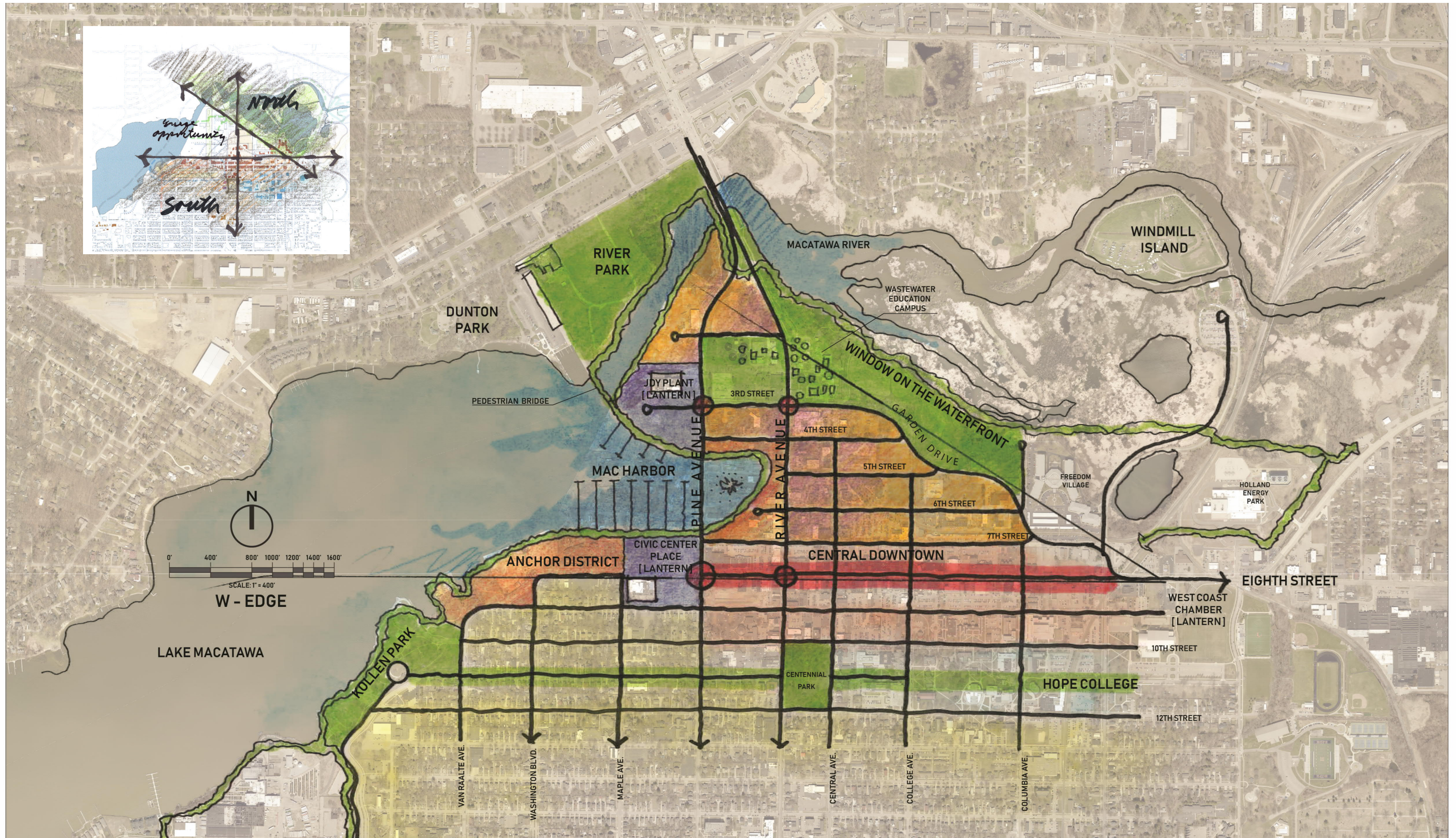
Phasing Implications



INTRODUCE BLUE FINGERS INTO THE LAND

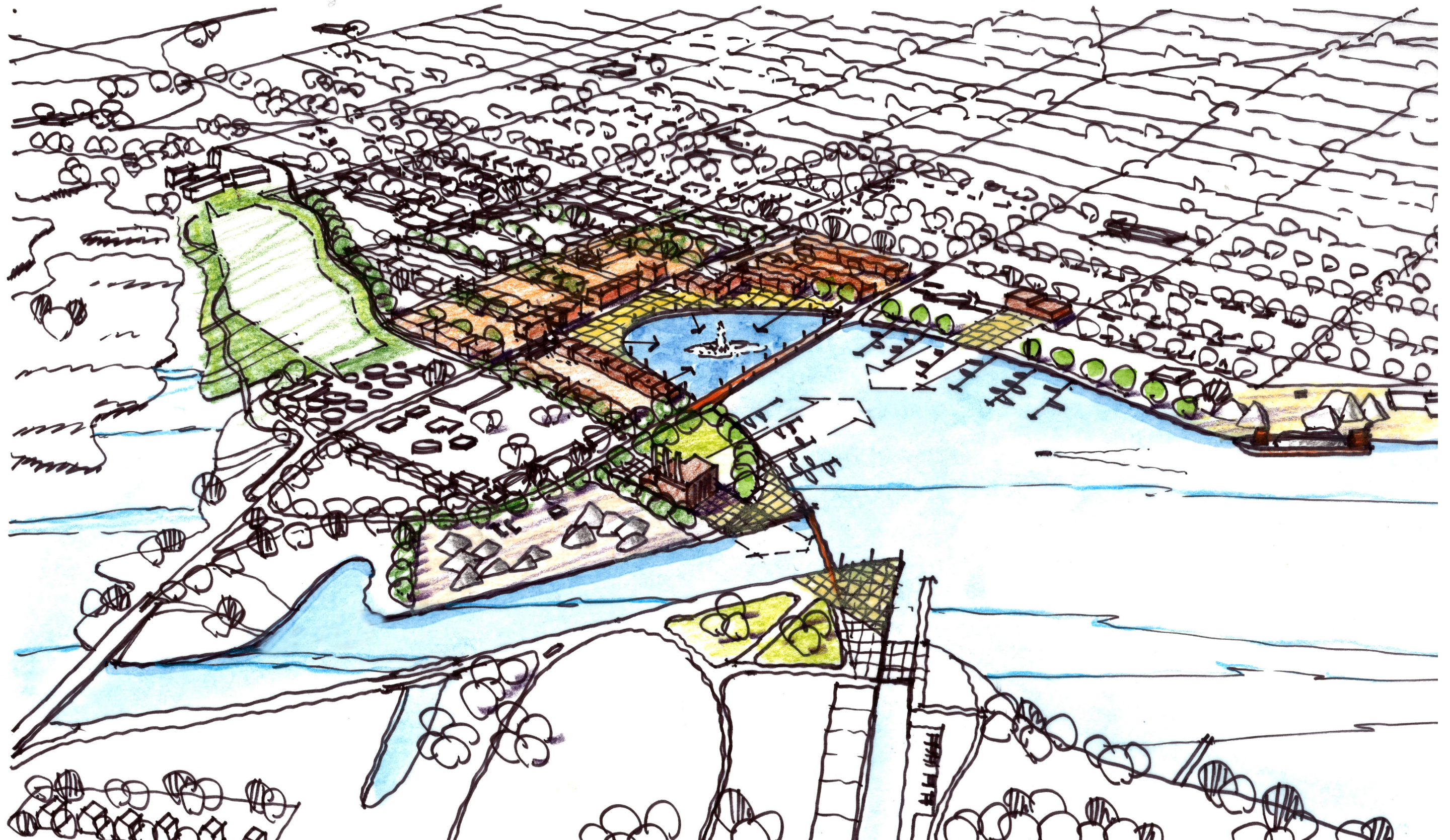
- Civic Center: Working waterfront channel for Padnos + potential pedestrian bridge
- JDY: Partial swap with Brewer's, repurpose building, municipal marina, rejuvenate Van Bragt Park
- Pfizer: Redevelop to the waterfront edge, create a new harbor district with boat slips
- Window-on-the-Waterfront: Restore the natural water inlet
- Transform the rails to trails
- Create a new public green at the apex of the rails to trails
- Complete the loop with a harbor walk and pedestrian / bike 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





Concept Diagram





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)



The proposed concepts seek to **CELEBRATE REALITIES/OPPORTUNITIES** with the waterfront industries (All industrial functions are sustained).

The proposed **CONCEPTS** suggest **LONG TERM VISIONS** and are not mutually exclusive.

The proposed concepts will be **EVALUATED** against the draft vision statement and guiding principles.

The draft vision statement and guiding principles will continue to be **ADVANCED, SHARPENED, AND SUSTAINED.**

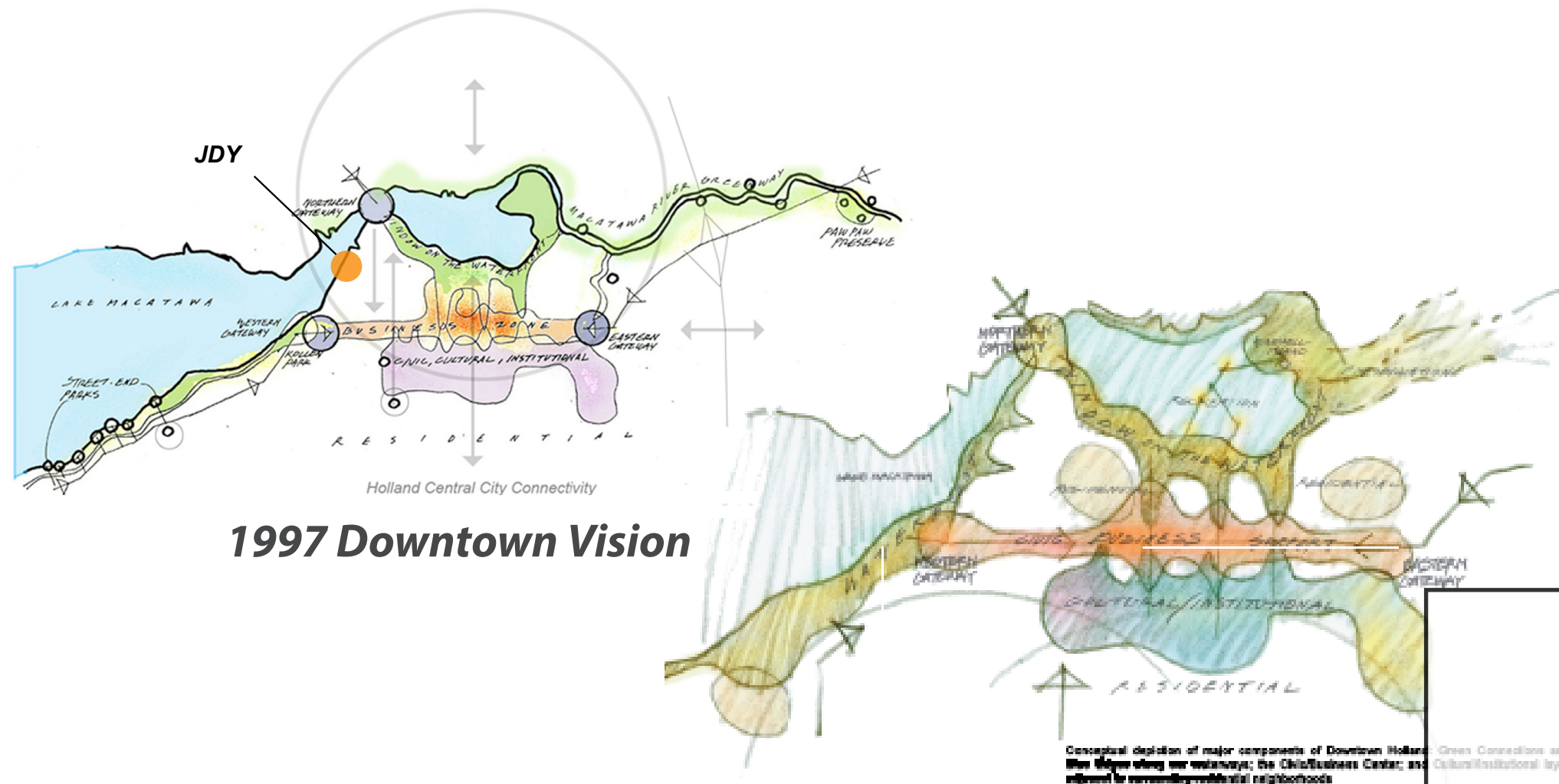
The large-scale charrette **CONFIRMED** the importance of examining JDY, VerPlank, Window-on-the-Waterfront in the small-scale charrette.

Large-scale charrette concepts will continue to be **REFINED** and **INFORMED** by the small-scale charrette.

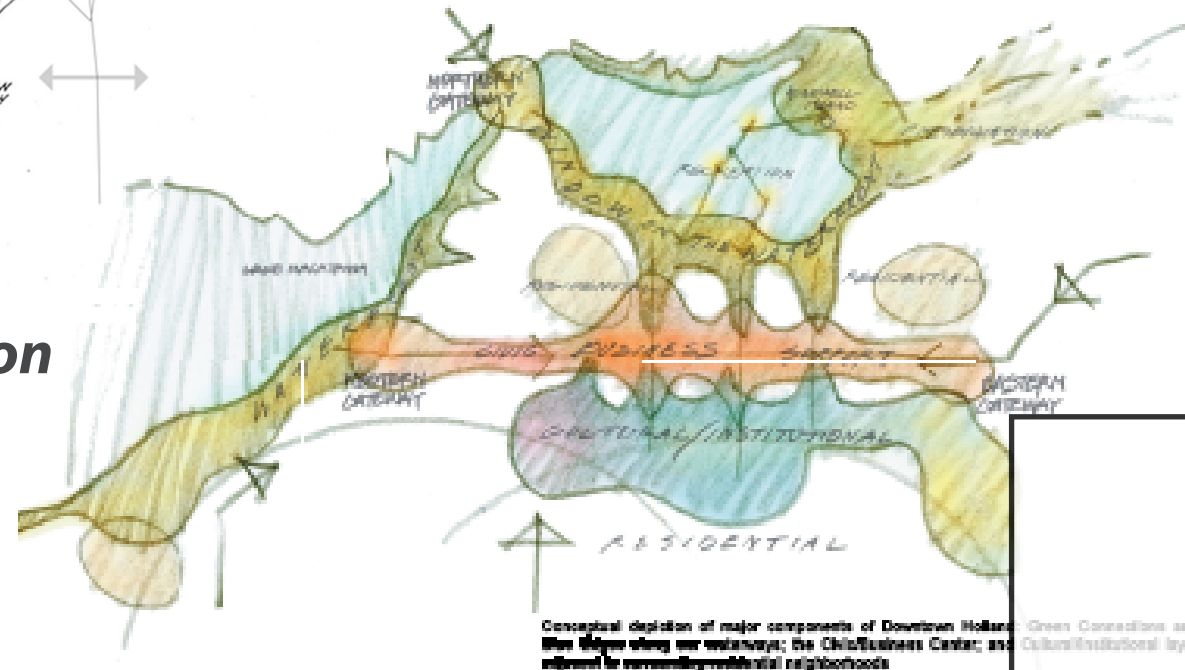
Concepts will be subjected to market analysis and feasibility studies.

NORTH DOWNTOWN is poised for definition and activation in the short term.

LARGE-SCALE CHARRETTE FRAMEWORK THINKING



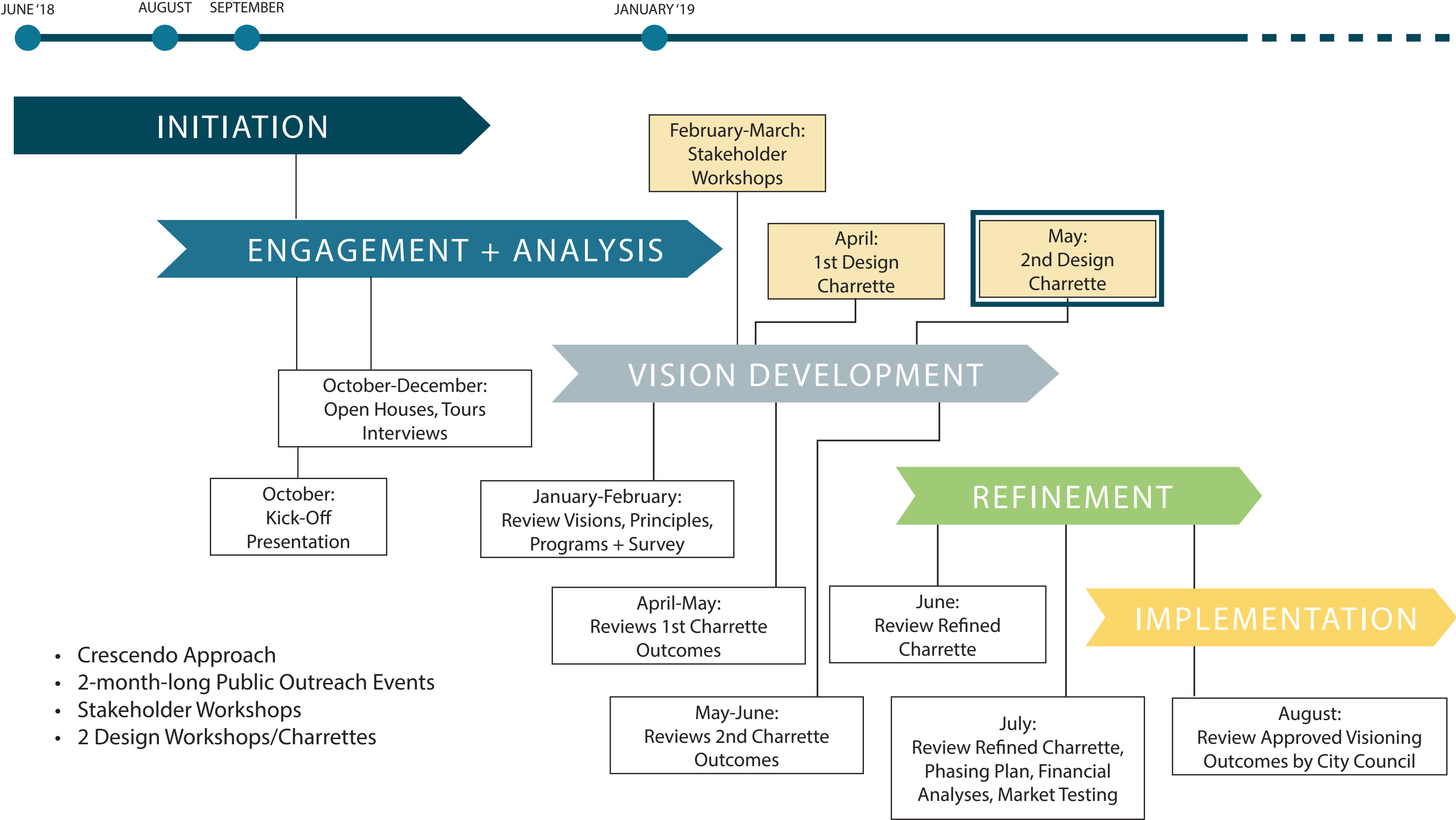
1997 Downtown Vision



2007 Sharpening the Vision
2015 Extending the Vision

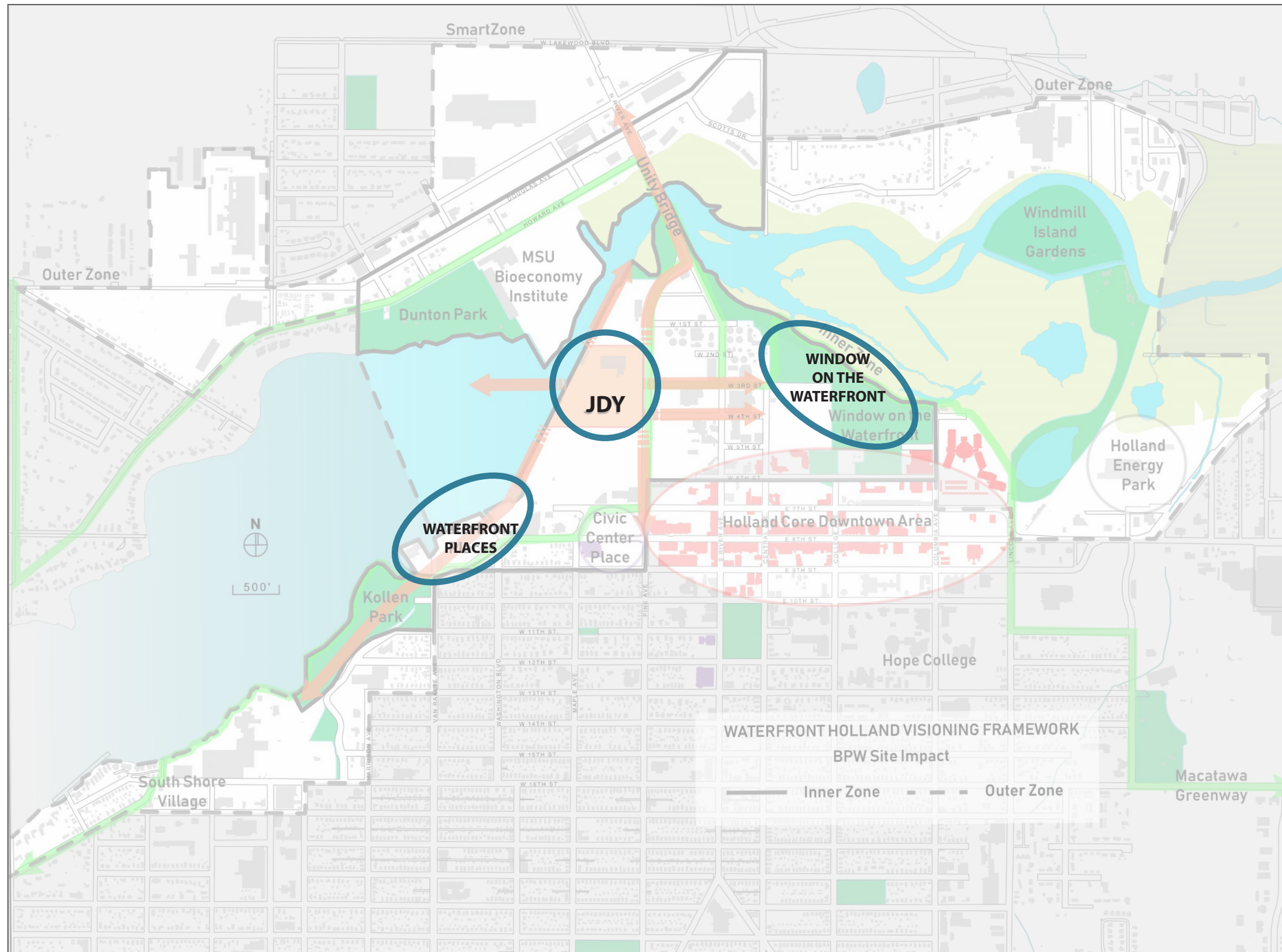


2019
Keeping the Vision?

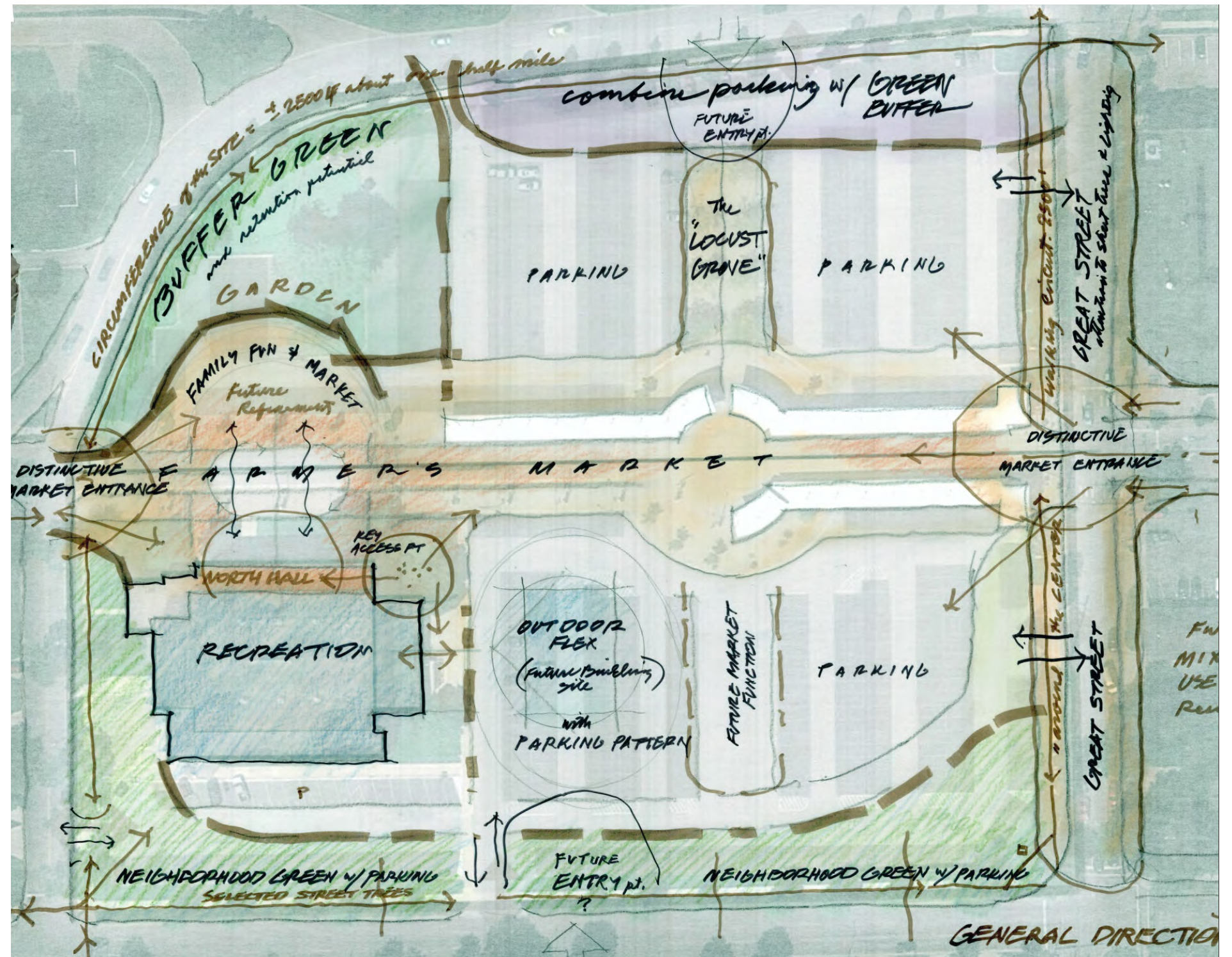


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SMALL SCALE CHARRETTE DESIGN SCOPE



PREVIOUS EXAMPLES OF SMALL SCALE CHARRETTE OUTCOMES





WATERFRONT HOLLAND



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