



**WATERFRONT
HOLLAND**

COMMUNITY VISIONING FINAL PRESENTATION

DECEMBER 11, 2019



BROAD
STREET
STUDIO

GMB

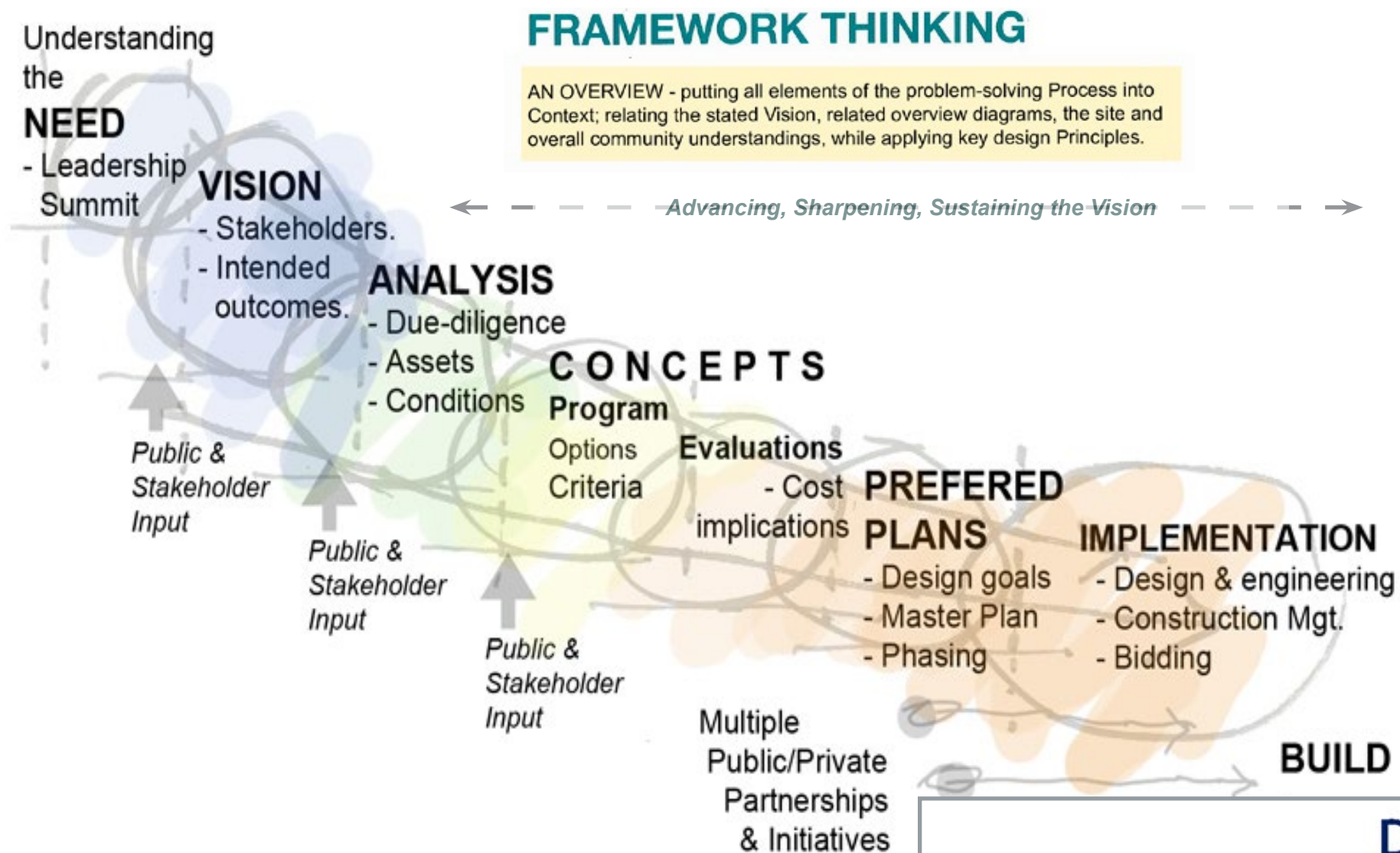


HYK CONSULTING

THE NEED



THE FRAMEWORK THINKING PROCESS



Downtown Holland Vision (1990 – present)



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 spaces 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.

VISION AND SCENARIO FILTERING PROCESS

EXTERNAL INPUTS:

- Regional context
- 2017 Master Plan
- Downtown Vision Statement
- Market Opportunities
- Planning & Design Best Practices
- Public & Private Stakeholder Input
- Local Leadership

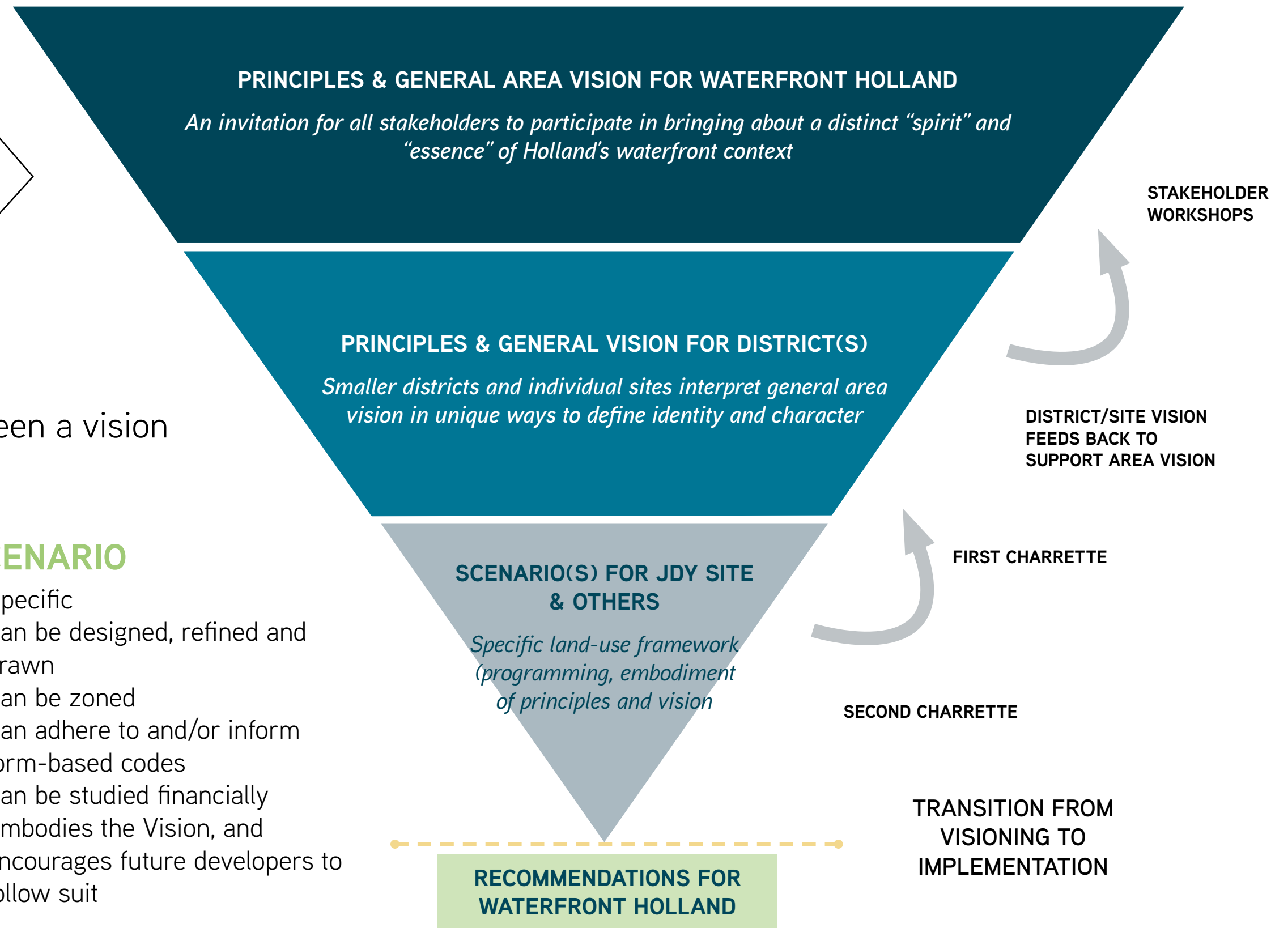
What's the difference between a vision and a scenario?

VISION

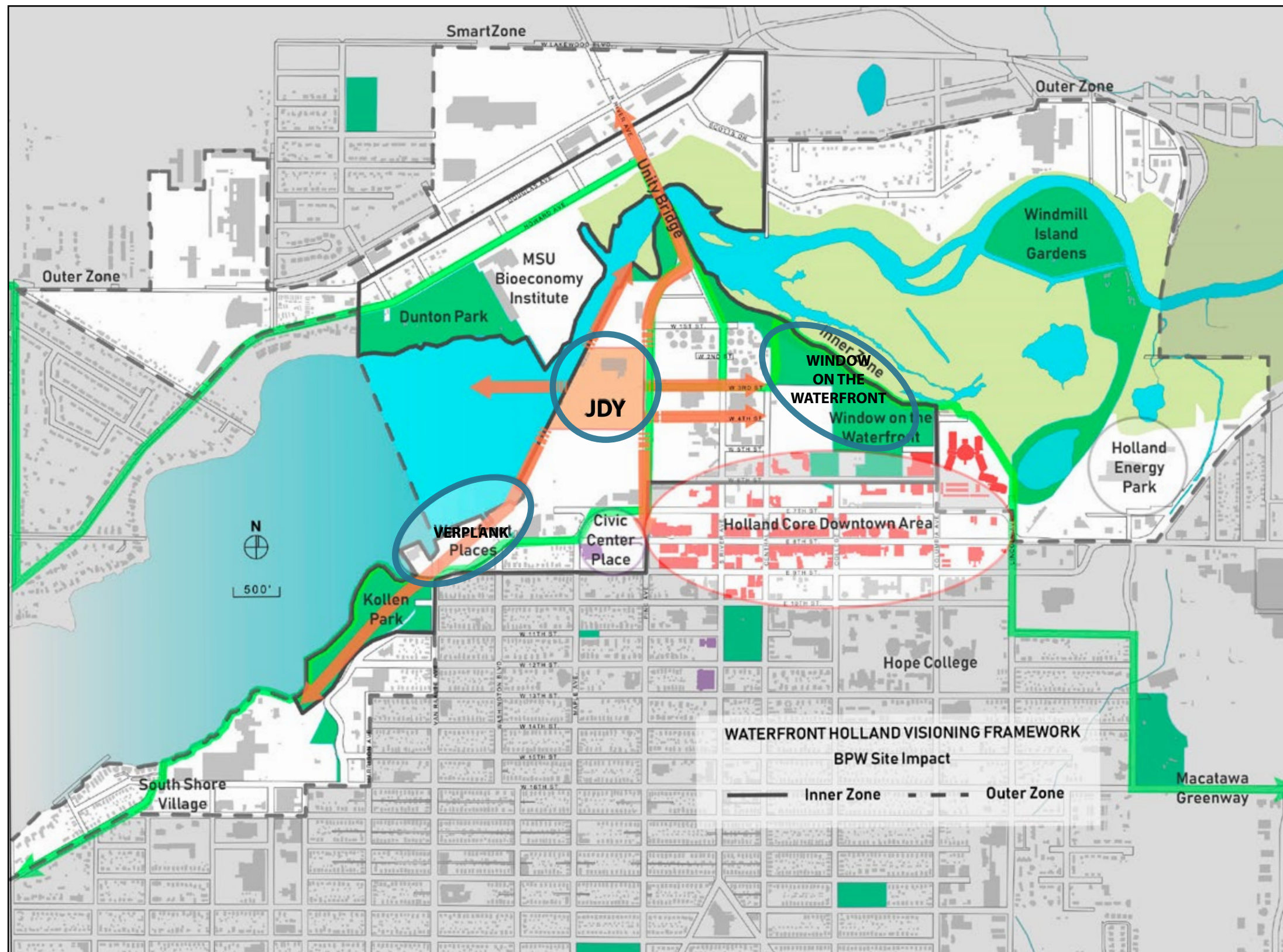
- Helps articulate “spirit” and “essence”, without prescribing too many specifics
- Comprised of elements, such as “welcoming to all” or “showcasing the natural environment”
- No more than a paragraph
- An invitation

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 suit



WATERFRONT HOLLAND VISIONING SCOPE



THE COMMUNITY ENGAGEMENT

2,800+
Ideas

2-Day Subject Area
Experts Workshop

Project Video

50+

555 Survey
Responses

2 Open Houses

Emails / Letters

Spanish Translation of Core Materials

Kick-Off Community Survey

Facilitated Visioning Event

1,300+ Event

Community
Boat Tours

4 City Council
Presentations

James De Young Power
Plant Tours

Attendees

www.waterfrontholland.org
project microsite

Post-Design Workshop Community Survey

12 Community

Reaching
Underrepresented
Populations

2 Four-Day

Outreach Events

Design Workshops

facebook page



Desired Characteristics or Qualities

Affordability Family Friendly Walkways/
Multi-Modal Connectivity Public Boardwalks
Connect the Full Waterfront
Access Mixed Celebrating the Water/
Connect to Kollen Park Accessible/ Universal Design Views of the Water
Downtown Engaging Fun, Vibrant, Relaxing, Pleasant Biking Trails Public Art Classic/Preserves Character
Connect to Dunton Park/HCT Natural Use Waterfront
Walking and Biking Trails Sustainable/ Walkable Place to Work Attractive, Beautiful
Environmentally Friendly Place to Live Connect to Big Red

Key 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.



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

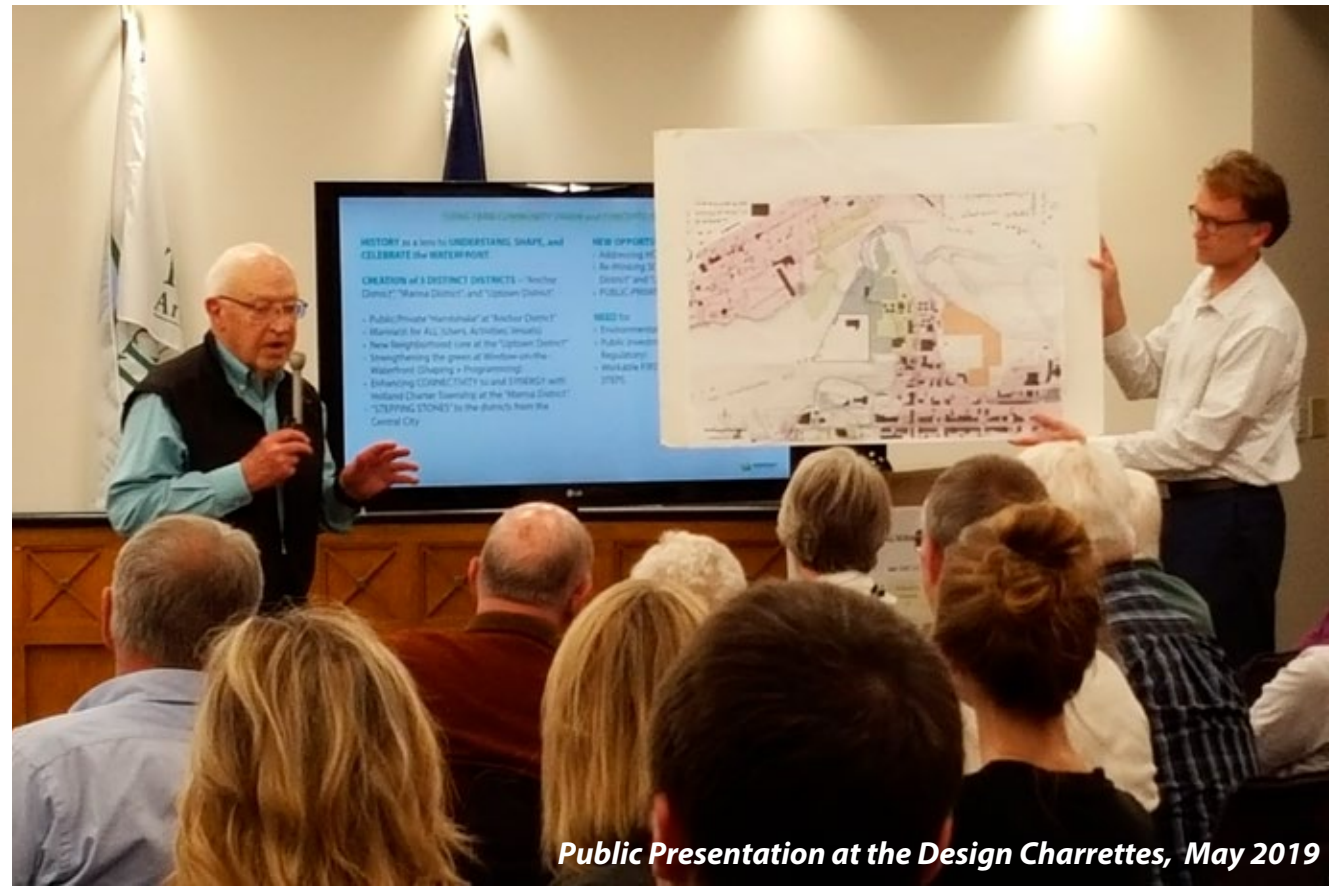


There is a public desire to EMBRACE and CELEBRATE the water.

THE COMMUNITY ENGAGEMENT



Public Kick-Off at the Civic Center, Oct 2018



Public Presentation at the Design Charrettes, May 2019



Public Participation at the Design Charrettes, May 2019



Tours of the James De Young Power Plant, Oct - Nov 2018



Community Boat Rides Along the Waterfront, Apr 2019



Public Open House at the Herrick District Library, Nov 2019

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 quiet respite and active play, and connected public access to the water is enhanced.

This is the character of the waterfront we seek.

VISION STATEMENT & GUIDING PRINCIPLES

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 enables incremental development and is adaptable over time.

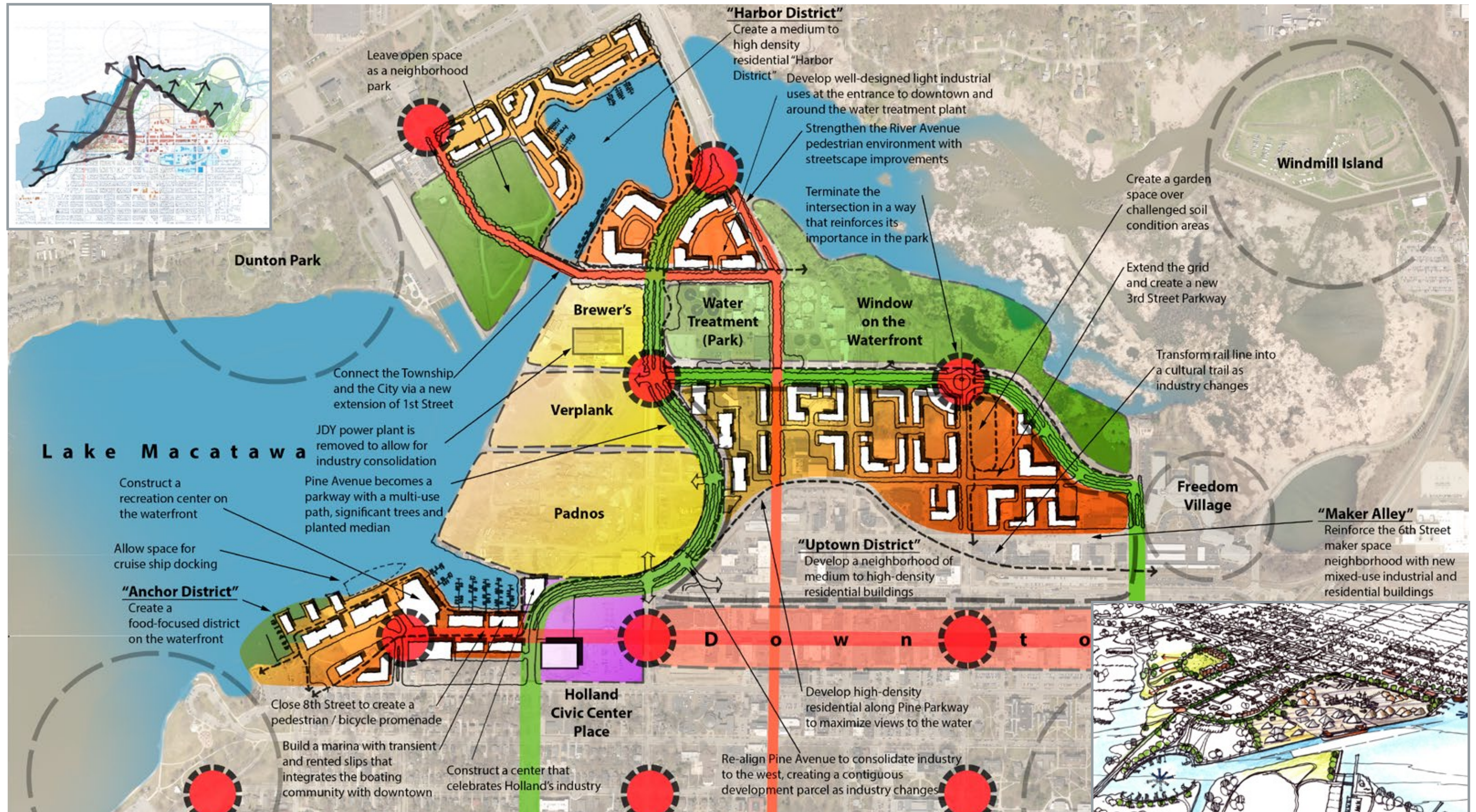
03 Encourage **DIVERSITY** of Use, Users and Developers

- 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.

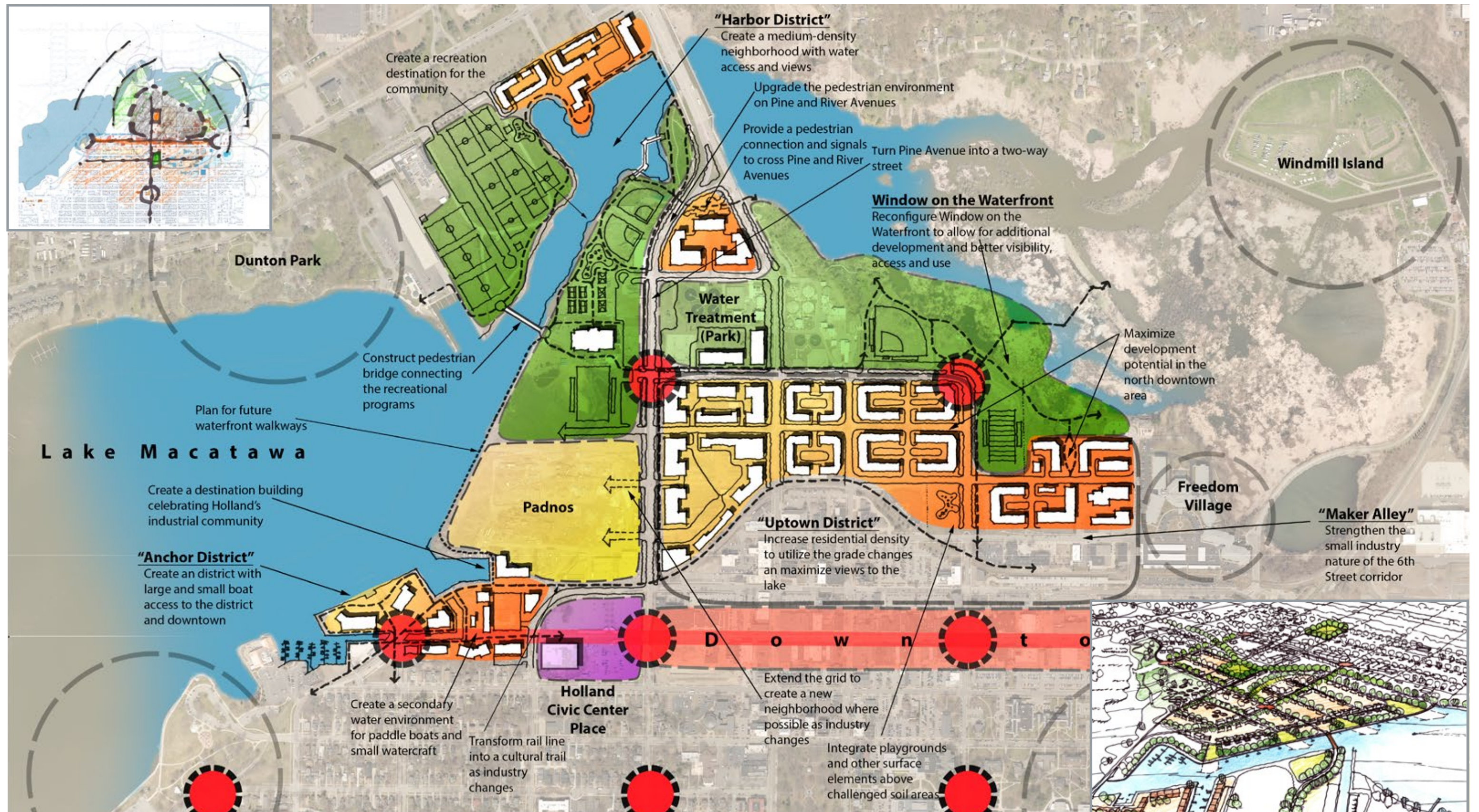
04 **CELEBRATE** the Water(front)

- 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.

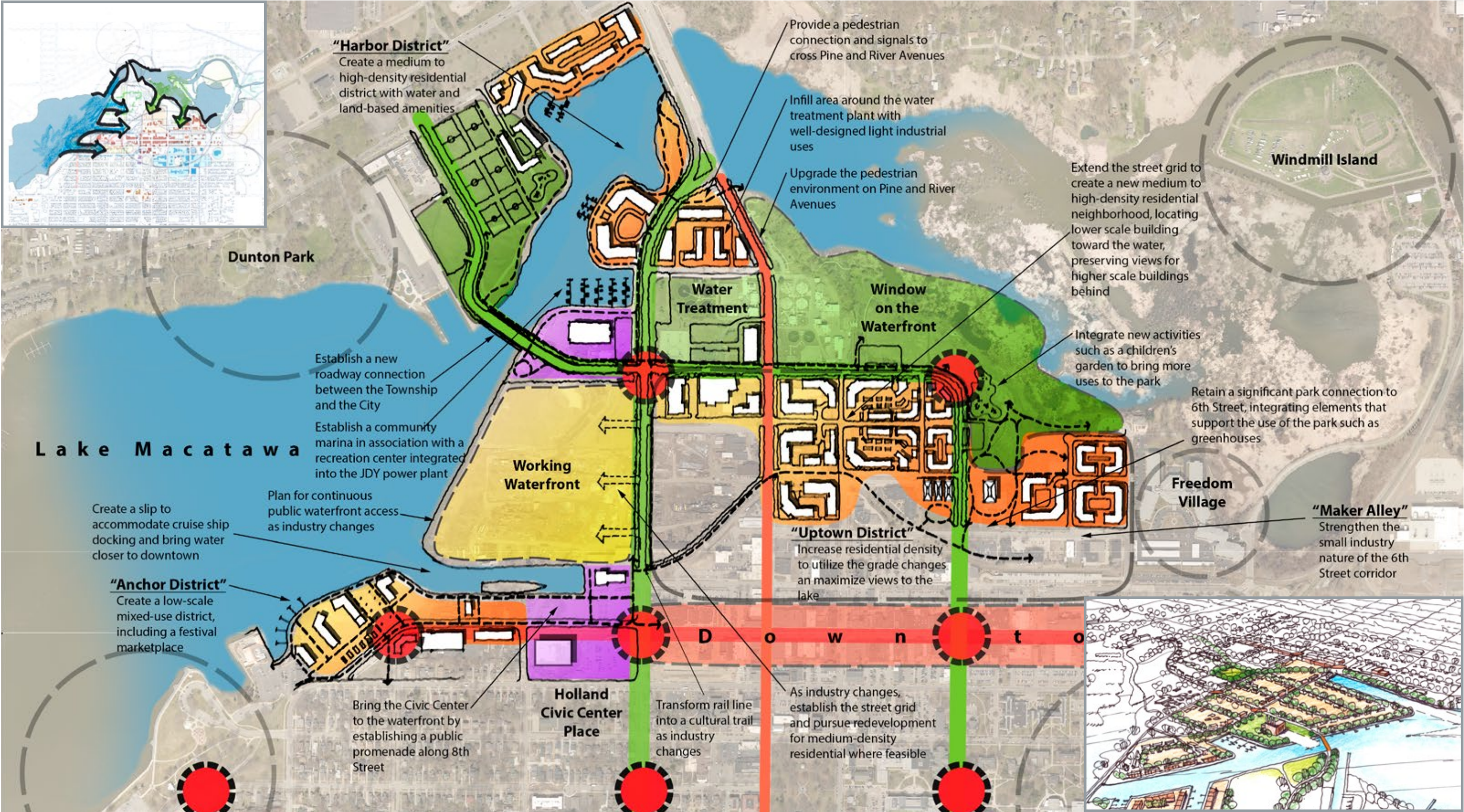
CONCEPT #1: WORKING WATERFRONTS



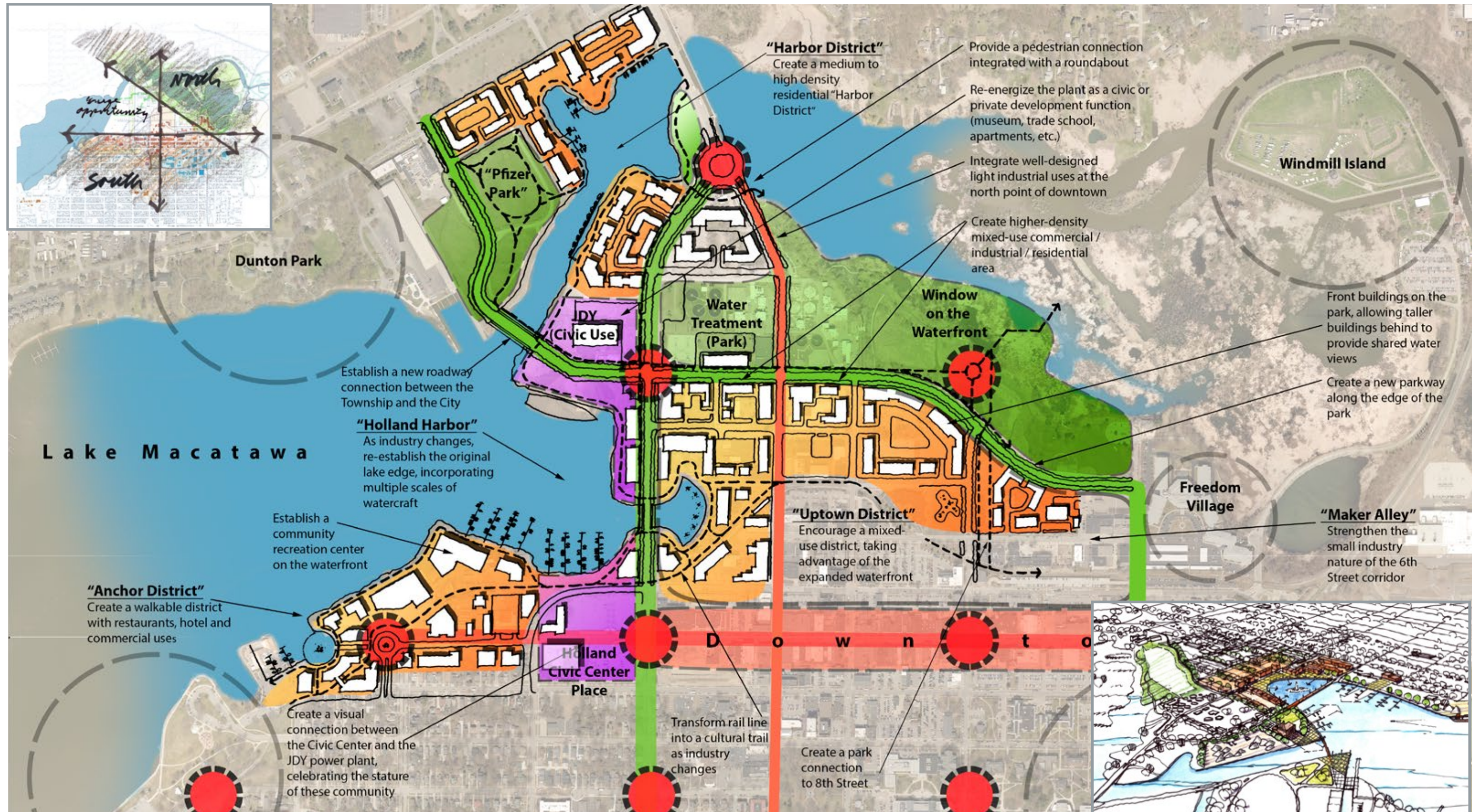
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CONCEPT #3: WATER PENETRATION

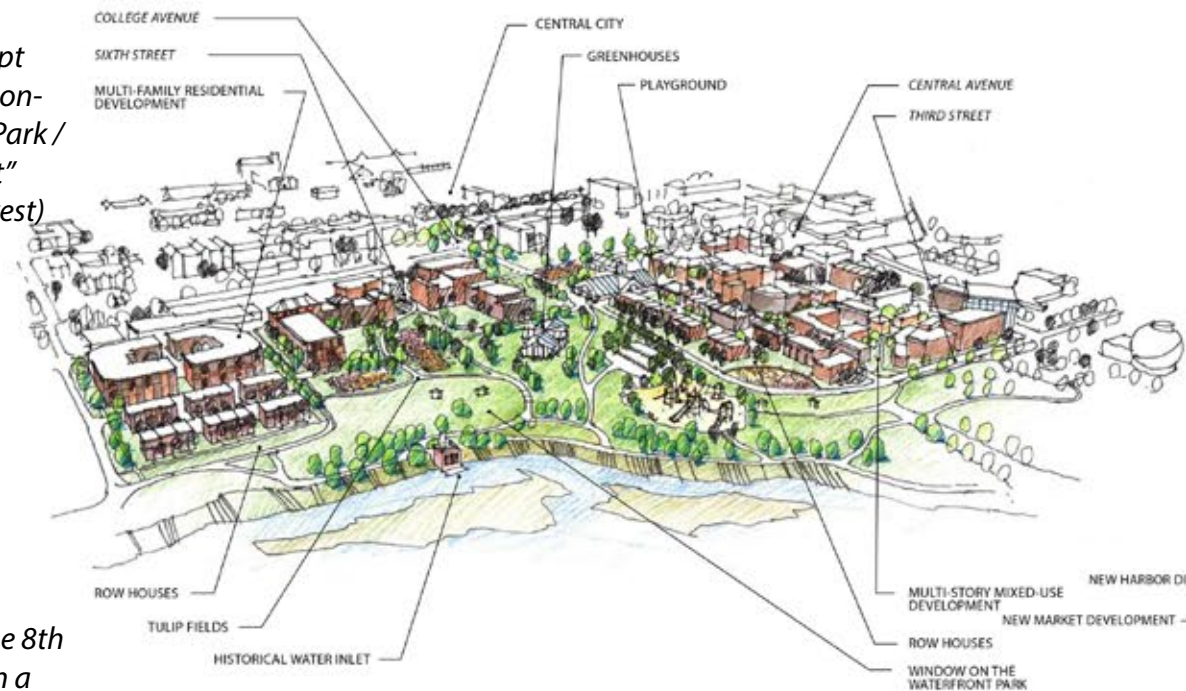


CONCEPT #4: W-EDGE

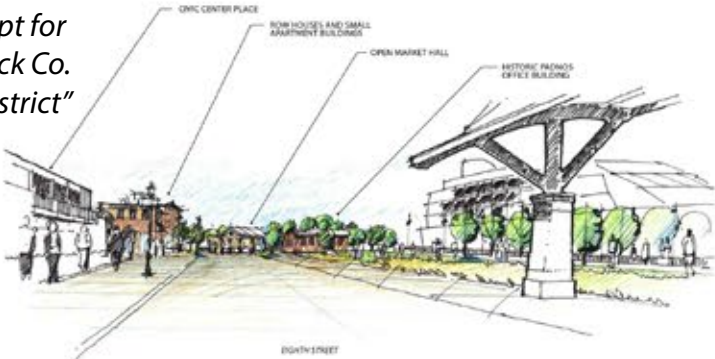


PERSPECTIVES FOR THE THREE POTENTIAL SITES

Perspective of a Proposed Concept for the Window-on-the-Waterfront Park / "Uptown District" (looking southwest)



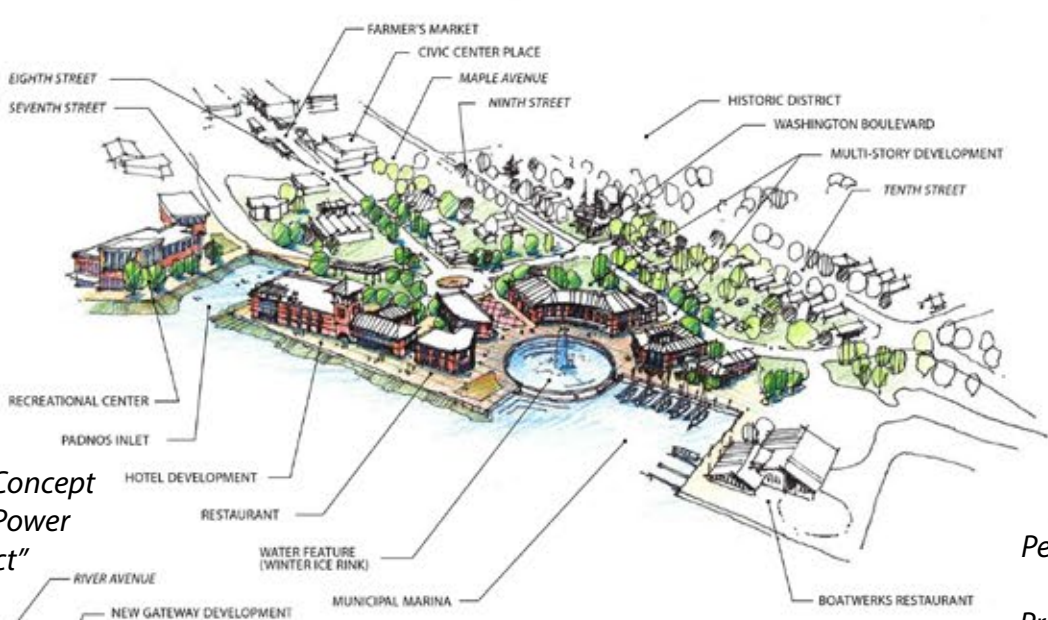
Perspective of the 8th Street Corridor in a Proposed Concept for the VerPlank Dock Co. Site / "Anchor District" (looking west)



Perspective of a Proposed Concept for the VerPlank Dock Co. Site at the Western End of 8th Street / "Anchor District" (looking southeast)



Perspective of a Proposed Concept for the VerPlank Dock Co. Site at the western end of 8th Street / "Anchor District" (looking southeast)



Perspective of a Proposed Concept for the James De Young Power Plant / "Harbor District" (looking northeast)



Perspective of the 3rd Street Corridor in a Proposed Concept for the James De Young Power Plant Site / "Harbor District" (looking west)



Perspective of a Proposed Concept for the Window-on-the-Waterfront Park / "Uptown District" (looking southwest)



WATERFRONT HOLLAND OVERARCHING TAKEAWAYS

WATERFRONT DEFINITION



The **waterfront** is a **continuous zone** (not district) as unbroken as the body of water that is the Macatawa River System.

- Various types of waterfronts are equally important: **Working, Natural, Public, Residential**
- **Harmony of urban and natural uses.**

CONTINUOUS PUBLIC ACCESS/ PUBLIC SPACES



The **community aspires** to have a waterfront where...

- There is **continuous public access** along the water,

PRESERVING VIEWS



- **Water views abound**, and

CONNECTIVITY



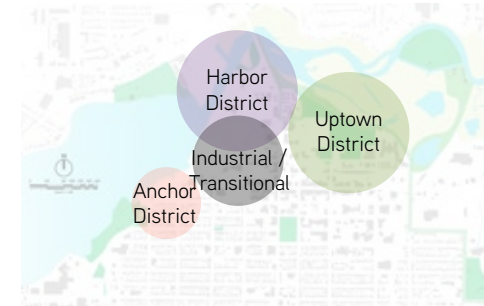
- There is **connectivity** to downtown and neighborhoods beyond.

TOPOGRAPHY



The **inherent form and character of the place** (context, land, water, topography) shapes future building character and development patterns.

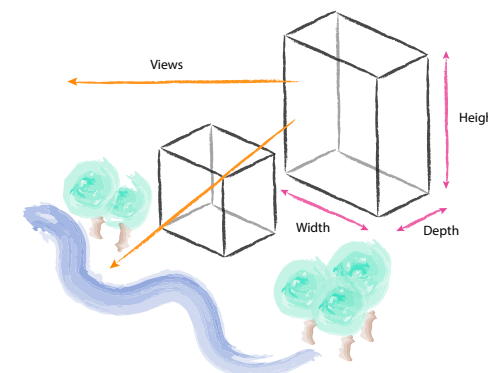
DISTINCT DISTRICTS / MIXED USES



There are opportunities to create **three distinct districts** and enable **mix of uses** that do not compete with other parts of the City and yet are still part of a **coherent whole**.

- Harbor, Uptown, and Anchor Districts
- Potential Mix of Uses: Residential, Natural / Green Space, Civic, Water Recreation, Commercial, Recreation

SCALE / DENSITY BUILDING DIMENSIONS

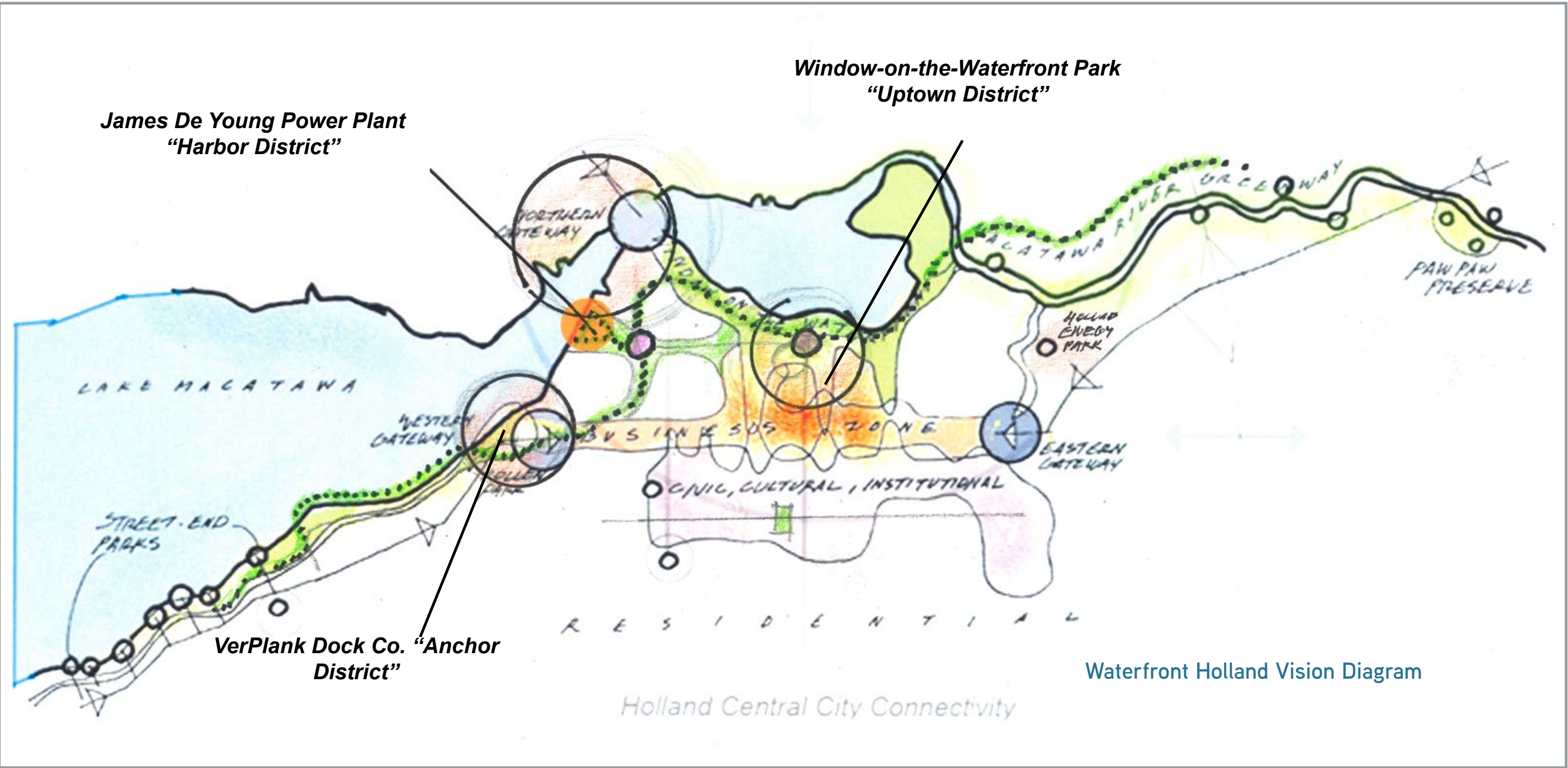


The **building scale and density, engagement with the street and water are critical**

- Height, width, frontage along waterfront... Placement of buildings to preserve views while minimizing wind and shadow impacts... Building and site design should support context-appropriate density.
- Street types, corridors to preserve views to the water, and create a layered waterfront.

“LONG-TERM COMMUNITY VISION and CONCEPTS (Not Plans)”

WATERFRONT HOLLAND VISION DIAGRAM



Waterfront Holland Vision Diagram

WHAT'S NEXT? | PRELIMINARY BASIC MOVES

6. Opportunity - To locate the most workable cross-over point where the pedestrian and bike flow along Window-on-the-Waterfront Park connects safely across River Avenue to the Pine Avenue greenway corridor. It may be that 1st Street could be the most workable point for east-west pedestrian/bike crossings.

7. Fourth and Third Streets carry the prospects for an **important West to East connection** between the north Downtown area and the Waterfront. These two streets can become comfortable pedestrian corridors suggesting various levels of mixed-use residential life. Controlled crossings of River Avenue may eventually be needed.

8. Opportunity - A new identity for what might be named 'Uptown'. This area might find a new urban order... a residential identity with a central place of distinction (like 'Centennial Park does for the south Downtown area). Such a distinction could include a mixed-use cluster with a central green, all overlooking the River delta to the north. Broader public awareness and use of the Window-on-the-Waterfront greenway might include a parallel Parkway link from River to Columbia.

9. Opportunity - The 6th Street corridor is the north face of the Downtown Core. Recent attention to an 'Artisan' theme is an intriguing step towards finding a fresh identity. City-owned property north of 6th Street might partner with private investors to further such a theme. Greenway connections from 8th Street across 7th and 6th Streets to Window-on-the-Waterfront Park are important to the sense of 'Downtown' and 'being on the water'.

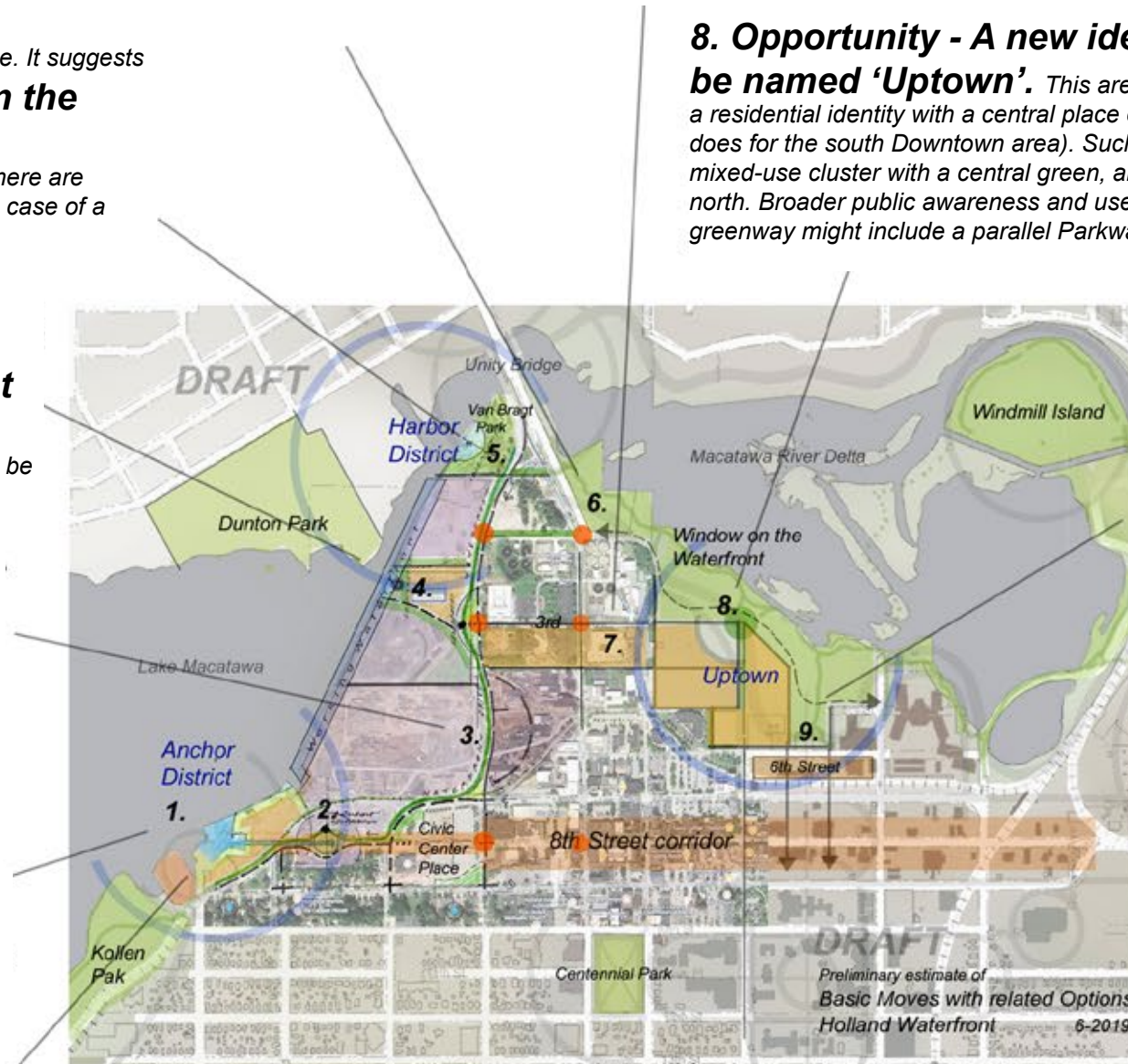
4. Focus on the JDY site to determine, with Padnos, VerPlank, and Brewer's in mind, if a full land swap, a partial land swap, or none at all is most fitting.
In addition, the case for either keeping or removing the JDY building will be determined.

3. Pine Avenue becomes a 'Waterfront Parkway' connecting the existing Kollen Park Drive with a new Parkway along Window-on-the-Waterfront Park. Alignment and cross-section options which consolidate Padnos property or retain the Parkway concept close to the current corridor need evaluation.

It is assumed that the shipping docks would be characterized as a 'Working Waterfront' and celebrated as a 'Waterfront Awareness' feature at one or more public outlooks.

2. Opportunity - Honor and celebrate the Padnos presence in Downtown Holland.
Their administrative center with an 8th Street address might include a direct relationship with the water. Such a feature on 8th Street could strengthen the sense of Downtown Holland 'being on the water'.

1. Opportunity - Mixed-use residential development at the 8th Street Waterfront connecting directly to Kollen Park circulation system. It assumes a land swap with the JDY site to allow VerPlank operations to move north. Such a plan is intended to feature water, such as a boating harbor and even an 8th Street 'canal'.

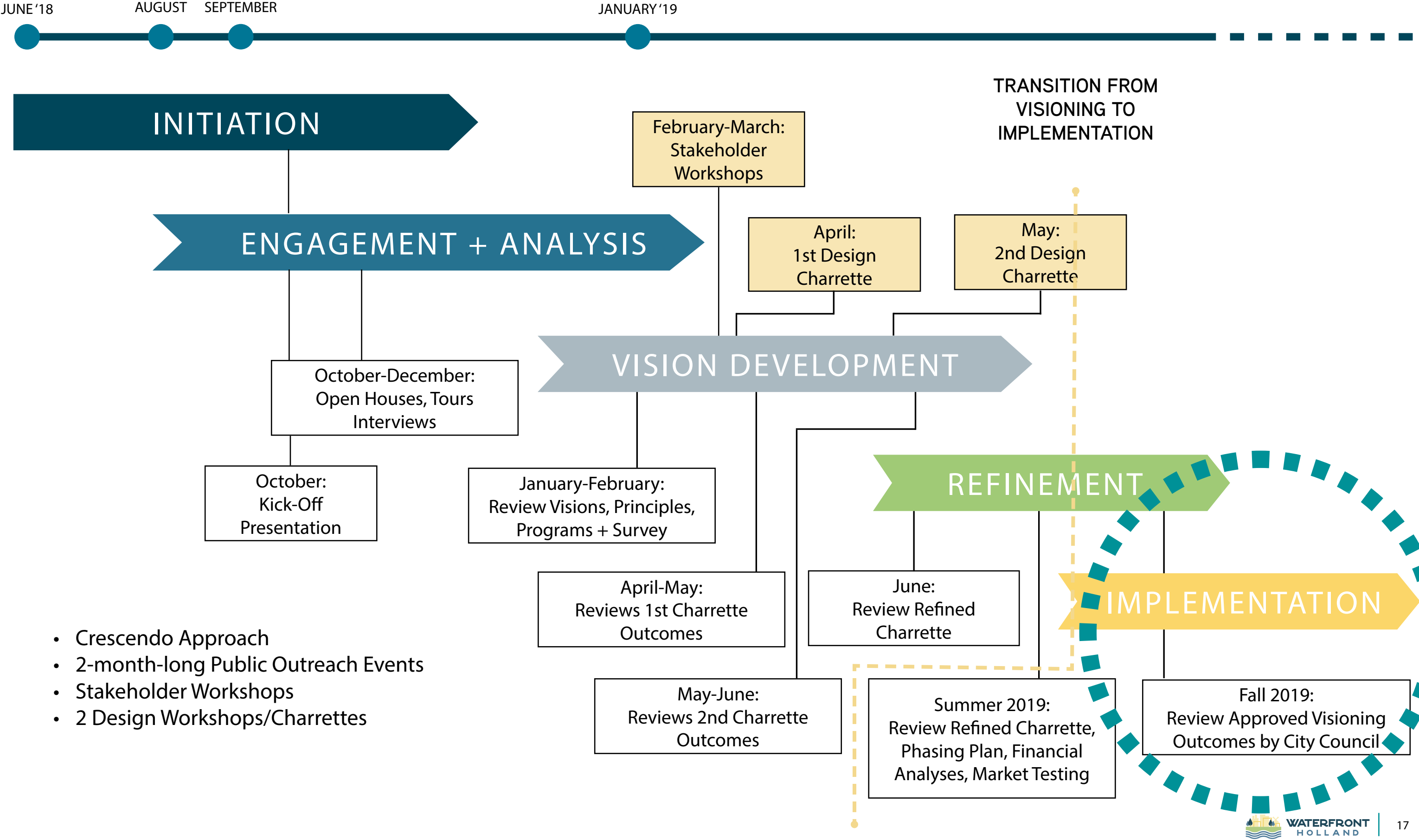


NEED for

- Environmental Sensitivity
- Respecting the Working Waterfront Users
- Public Investment (Infrastructure + Regulatory)
- Workable FIRST MOVES and INCREMENTAL STEPS
- Unified Development Ordinance Integration

NOTE: The listed moves are not in any order of priority or sequence. Some of these could also occur concurrently.

PROJECT TIMELINE



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



WATERFRONT HOLLAND

