



**WATERFRONT
HOLLAND**

COMMUNITY VISIONING EXECUTIVE SUMMARY

DECEMBER 23, 2019

ADOPTED AS SUPPLEMENTARY INFORMATION BY
THE CITY COUNCIL OF HOLLAND, MICHIGAN
JANUARY 8, 2020




BROAD
STREET
STUDIO

GMB



HYK CONSULTING

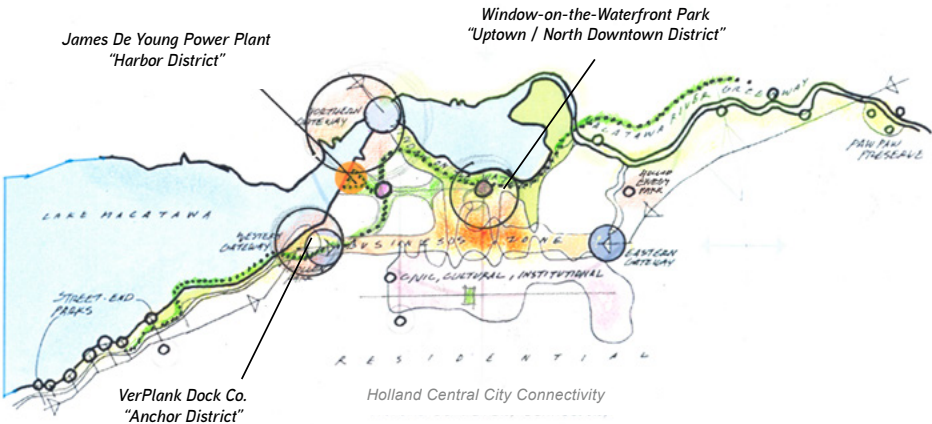
ADOPTION OF COMMUNITY VISION BY THE CITY COUNCIL



**WATERFRONT
HOLLAND**

COMMUNITY VISION • 2019

VISION DIAGRAM



VISION STATEMENT


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.





**WATERFRONT
HOLLAND**

COMMUNITY VISION • 2019

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.




The Waterfront Holland Community Vision was adopted by the City Council of Holland, Michigan, on January 8, 2020. For more information and detailed reports, please visit www.waterfrontholland.org or contact the Department of Community and Neighborhood Services.

On January 8, 2020, the Waterfront Holland Community Vision was reviewed and adopted by the City Council of Holland.

The Community Vision is intended to serve as a framework to guide long-term development directions for Holland's waterfront.

The Community Vision comprises three components:

1. a Vision Statement articulating the community's aspirations for the character of the waterfront,
2. a set of Guiding Principles to serve as an evaluative lens for future waterfront developments, and
3. a Vision Diagram expressing the key design intents for the waterfront that emerged through the visioning process.



**WATERFRONT
HOLLAND**

2

City Council

Nathan Bocks, Mayor
Myron Trethewey (Ward 1)
Jay Peters (Ward 2)
Raul Garcia (Ward 3)
Nicki Arendshorst (Ward 4)
Scott Corbin (Ward 5)

David Hoekstra (Ward 6)
Quincy Byrd (At Large)
Lyn Raymond (At Large)
Nancy DeBoer, Former Mayor
Wayne Klomparens, Former Member
Brian Lynn, Former Member

City Manager

Keith Van Beek

Holland BPW General Manager

Dave Koster

Community Visioning Advisor

William J. Johnson

Advisory Task Force

Nancy DeBoer
Jay Peters
Vince Bush
Austin Asamoa-Tutu
Boyd Feltman
Haans Mulder
Jennifer Owens

Planning Working Group

Mark Vanderploeg
Jenna Elswick
Ted Siler
Chris Van Dokkumburg
Andrew Reynolds
Corey Broersma
Fred Van Antwerp
David Wilkins
Nick Rolinski
Har Ye Kan

Staff Assistance

Grace Smith, COH
Brian White, COH
Mallory Huizenga, COH
Nancy Gillis, COH
Keith Chapman, COH
Sinka Babinec, COH
Marianne Manderfield, COH
Alex Ebenstein, COH
Kevin Lee, COH
Pete Schneider, Ottawa County
Janie Avery, BPW
Loralyn Bunce, BPW
Ross DeVries, BPW
Alison El-Cassabgui, BPW
Fred Heiser, BPW
Pete Hoffswell, BPW
Rene Kalkman, BPW
Becky Lehman, BPW
Jane Monroe, BPW

Additional Design Consultants

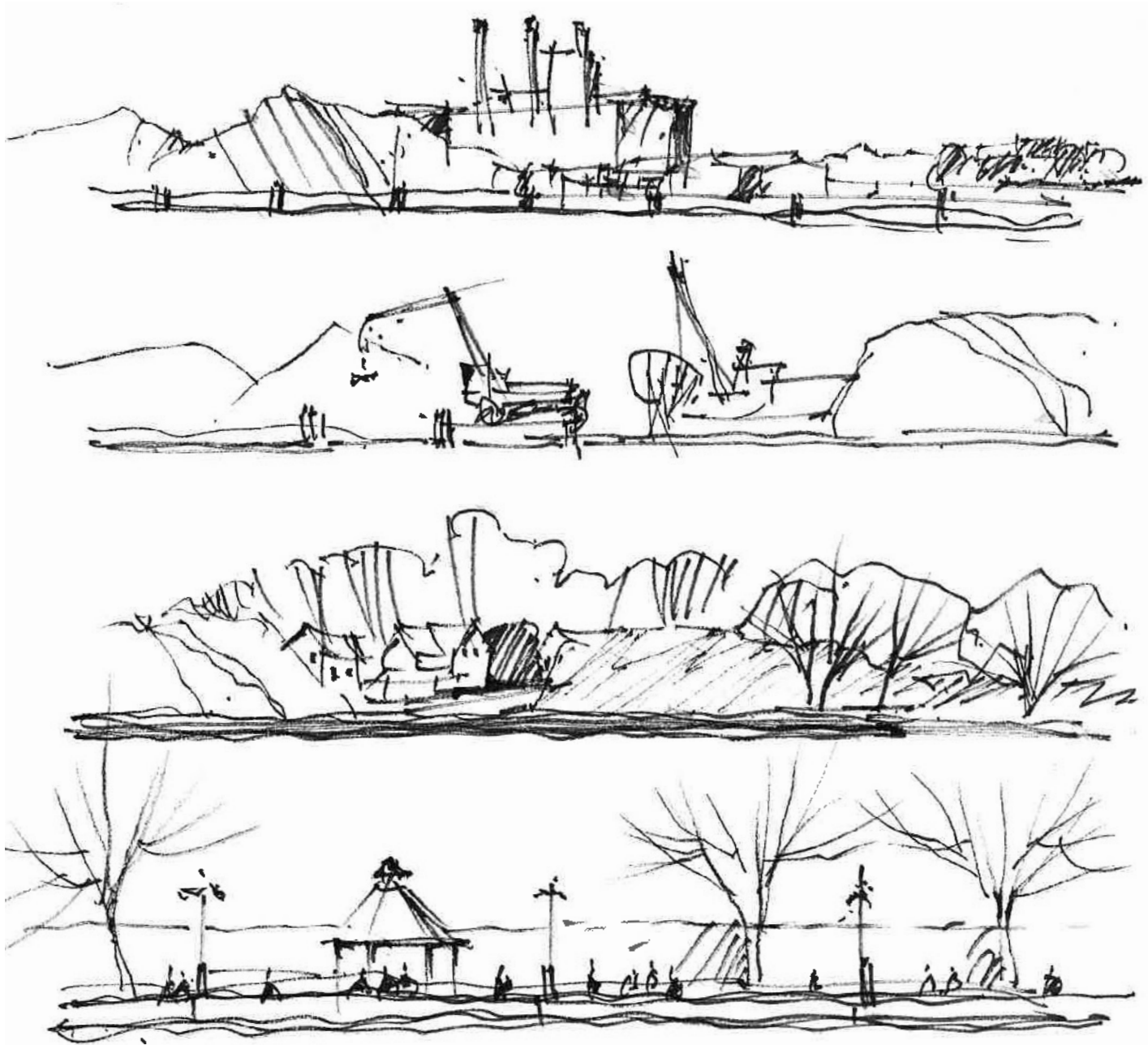
Dan Tyrer, GMB
Alex Stuckey, GMB
Elise Elliott, GMB
Craig Farnsworth, HDG
Lance Thies, HDG

Marketing Consultants

Vince Boileau
Erich Boileau
Austin Metz
Rachel Ozios
Leanne Schaeffer

Market Feasibility Advisors, LLC.

For more information about Waterfront Holland, contact the Department of Community & Neighborhood Services.
270 South River Ave, Holland, MI 49423.
Phone: 616-355-1330 | Email: cns@cityofholland.com
This document can be found at: <https://waterfrontholland.org>



Holland’s Working Waterfronts, Residential and Natural Waterfronts, and Public / Recreational Waterfronts

ACKNOWLEDGEMENTS

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Waterfront Holland was committed to engaging various community stakeholders from all walks of life. We are grateful for all the feedback that we have received throughout the year-long process which have been the basis of our visioning efforts and continual refinement of the ideas.

Besides the public, we would like to express our heartfelt appreciation to the following groups of participants/ stakeholders:

DOWNTOWN

- Scott Spoelhof, *Bayside Capital*
- Amy Sasamoto, *DDA*
- Dan Morrison, *Collective Idea*
- Chuck Reid, *City Flats*
- Allan Hoekstra, *EDP Management*
- Chuck Geenan, *GDK*
- Doug DeKock, *GDK*
- Kara Slater, *Hope College*
- Tom Bylsma, *Hope College*
- Denny Ellens, *Hudsonville Ice Cream*
- Mark Kuyers, *Lumir*
- Grant Hirst, *Marriott*
- Phil Meyer, *Riverview Group*

ENVIRONMENT/SUSTAINABILITY

- Aaron Thelenwood, *City of Holland*
- Jerry Tonini, *Holland Community Sustainability Committee*
- Ken Freestone, *City of Holland*
- Dr. David Van Wylen, *Hope College*
- Greg Holcombe, *Urban Innovations LLC*
- Michelle Gibbs, *City of Holland*
- Andrew Reynolds, *Holland Board of Public Works*
- Kelly Goward, *Macatawa Area Coordinating Council*
- Travis Williams, *Outdoor Discovery Center*
- Dave Nyitray, *Outdoor Discovery Center*
- Dan Callam, *Outdoor Discovery Center*

HOUSING

- Lyn Raymond, *Lakeshore Housing Alliance*
- Linda Jacobs, *Good Samaritan Ministries*
- Steve Grose, *Jubilee Ministries*
- Don Wilkinson, *Lakeshore Habitat for Humanity*
- Steve Dykstra, *Capital for Compassion*
- Ryan Kilpatrick, *Housing Next*

PLANNING COMMISSION, CITY OF HOLLAND

- Marvin Martin
- Fred Van Antwerp
- Brooke Anderson
- Scott Corbin (Term Ended Dec 2019)
- Dave De Block
- Nancy DeBoer (Term Ended Nov 2019)
- Andy Kenyon
- Luis Lozano
- Lyn Raymond
- Nathan Bocks (Term Started Nov 2019)

SOCIAL/CULTURAL

- Stacey Trowbridge, *Disability Network Lakeshore*
- Scott Rumpsa, *Community Action House*
- David Knibbe, *Evergreen Commons*
- Donna Lowry, *Ready for School*
- Bruce Hekman, *Freedom Village*
- Ruth Hekman, *Freedom Village*
- Jon Myers, *3-Sixty*
- Lisa Kastens, *Washington School Neighbors*
- Anne Wilkinson, *Westcore Neighbors*
- Anna Konyenbelt, *Westcore Neighbors*
- Alfredo Gonzales, *Hope College*
- Lupita Reyes, *Host of Alegria Latina on WHTC 92.7*
- Renese Rivera, *Holland Area Arts Council*
- Judy Meyer, *Holland Symphony Orchestra*
- Brent Rowe, *Black River Public School*
- 6th Grade Students, *Black River Public School*
- Josh Rumpsa, *Holland Public Schools*
- High School Students, *Holland Public Schools*
- Michael O'Connor, *Zeeland/Holland Adult Education*

RECREATION

- Andy Kenyon, *COH Parks and Recreation*
- Garrett Thelen, *COH Parks and Recreation*
- Jack Huisingh, *Holland Community Aquatics Center*
- John Scholts, *Ottawa County Parks & Rec*
- Josh Cook, *1 Adventure Company (Sponsored Community Boat Tours)*

TOURISM/BUSINESS

- Susanne Zalniss, *Tulip Time*
- Jane Clark, *West Coast Chamber of Commerce*
- Jennifer Owens, *Lakeshore Advantage*
- Valerie Danneffel, *Boar's Head*
- Mike Goorhouse, *HZCF*
- Jim Brooks, *Holland-Zeeland Model Communities*
- Kris DePree, *Colliers International*
- Phil Brewer, *Brewer's City Dock*
- Joe Burns, *VerPlank Dock Co.*
- Nate Gates, *VerPlank Dock Co.*
- Jonathan Padnos, *Padnos Recycling & Scrap Management*
- Chris Meyer, *Attorney at Warner Norcross + Judd*
- Tom Donahue, *Pfizer Properties*
- Paul Hunt, *MSU Bioeconomy*
- Sally Laukitis, *Holland Area Convention & Visitors Bureau*
- Linda Hart, *Holland Area Convention & Visitors Bureau*

TRANSPORTATION

- Tim Burkman, *Macatawa Area Coordinating Council*
- Carolyn Ulstad, *Macatawa Area Coordinating Council*
- Brian White, *COH Director of Transportation Services*
- Elisa Hoekwater, *Macatawa Area Transit*
- Beth Higgs, *Macatawa Area Transit*
- Hannah Pedersen-Born, *Macatawa Area Transit*
- Meika Weiss, *Pedal Holland*
- Brian Romsek, *Army Corps of Engineer Grand Haven*
- Brian Bowbuis, *Army Corps of Engineer Grand Haven*
- Laura Harris, *Cross Country Cycle*

EXECUTIVE SUMMARY



This final report for **WATERFRONT HOLLAND** documents the community visioning process and outcomes for the City of Holland's waterfront. The community engagement and visioning efforts spanned from the fall of 2018 to the summer of 2019, and was spearheaded by the City of Holland and the Holland Board of Public Works. It builds on Holland's vision to be one of the best small towns in America and the community's commitment to long-term stewardship and thoughtful place-making.

The document summarizes the community's vision and guiding principles for the future of Holland's waterfront, exploratory design concepts for the broader waterfront and specific sites, as well as recommendations for strategic priorities and implementation.

OUR VISION

A vision statement was drafted and refined with community input: *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.

Accompanying the vision statement is a set of guiding principles anchored by the four key themes below (see Pg 11):

- *Foster Community Accessibility - To, From, and Along the Water*
- *Pursue Environmental, Economic, and Equitable Sustainability*
- *Encourage Diversity of Use, Users, and Developers*
- *Celebrate the Water(front)*

CONCEPTS

Over two four-day charrettes, the design team and participating community members created four concepts for the broader waterfront as well as a range of options for three sites: the James De Young Power Plant, north downtown, and the VerPlank Dock Co. property.

The concepts seek to embody the vision statement and guiding principles and are not mutually exclusive. Instead, they provide various development possibilities that can be pursued and adapted as desired to meet the needs of the community and the realities of the market.



View of Holland's Urban and Natural Waterfronts Along the Black River / Lake Macatawa System Looking East of the Unity Bridge, Summer 2018

STRATEGIC PRIORITIES

Holland has continued to thrive as a community because of close and successful public-private partnerships. As such, identifying the public priorities common to the four concepts is key to encouraging and enabling private investment and its alignment with the community's aspirations.

- Work with City Council to adopt the Waterfront Holland vision statement and guiding principles
- Work with Padnos, VerPlank, Brewer's to determine what would be a most fitting partnership for the James De Young Power Plant site, ie. a full land swap, a partial land swap, or none at all.
- Collaborate proactively with private developers, non-profit organizations, and existing properties on mixed-use projects for north downtown and potentially the James De Young Power Plant site and/or the VerPlank Dock Co. property after the above determination is made.
- Work with the City Transportation Department to evaluate the potential of converting Pine Ave into a two-way parkway and River Ave to a two-way street, and completing the street grid along Central Ave, 3rd St, 4th St, and 5th St.
- Work with the Planning Commission and Staff as well as the external planning consultant to integrate waterfront design elements into the City's Unified Development Ordinance.

THE NEED / OPPORTUNITY



View of the Retired James De Young Power Plant, Summer 2018

THE NEED

In 2017, the coal-fired James De Young Power Plant located at Pine Avenue was retired with the Holland Board of Public Works’ (BPW) operational transition to its new natural gas-powered Holland Energy Park along Chicago Drive. The freeing up of this City-owned property along the Lake Macatawa waterfront raised the question of redevelopment opportunities for the site. More importantly, it brought into focus the need to consider the broader context -- the future of Holland’s waterfront.

Since the downtown visioning efforts for Holland in the 1980s, the City of Holland had focused its (re)development on other parts of the greater downtown, while maintaining its respect for the working waterfront businesses and the importance of Holland’s shipping channel. However, because the potential of the 17.3-acre James De Young Power Plant transcends beyond its site, it became clear to the City and BPW leadership that the time had come for a broader conversation about the waterfront.

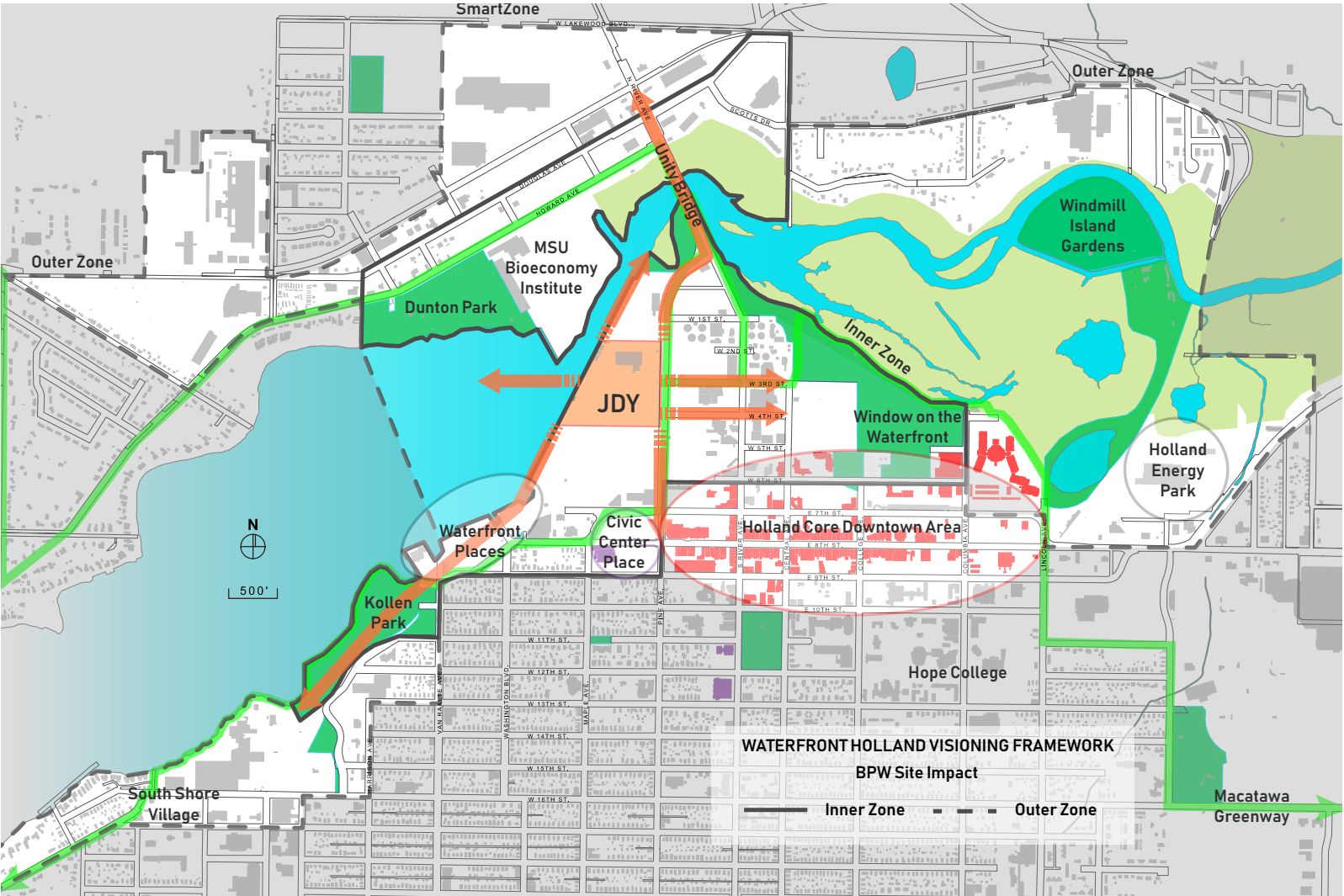
THE OPPORTUNITY

In fall of 2018, the City and BPW jointly launched **Waterfront Holland** -- a community engagement initiative to develop a vision for the future of Holland’s broader waterfront, including potential scenarios for the James De Young Power Plant site. The goal was to embrace what currently exists on the waterfront, including local businesses, to create a coherent waterfront environment integrating places to live, work, and play that are distinctly Holland.

Such a vision was also intended to be for the long term, articulating the spirit of what the community collectively seeks while shaping shorter term master planning and implementation efforts. Further, it recognizes an incremental approach to development that is responsive to market realities and yet cognizant of their lasting generational impacts.

By developing a community vision for the waterfront supported by a set of robust guiding principles, the City (and the BPW) would have a framework to guide subsequent waterfront developments in a manner that is aligned with the community’s values and long term aspirations. For developers, local or otherwise, such a framework offers insights into development directions, potential partnership opportunities, and evaluation criteria for proposals that are brought before the City.

With this broader framework in hand, the community and the City / BPW leadership would also have a more holistic understanding of how the various districts relate to each other and the greater downtown, while potential options are considered for the James De Young Power Plant site, the VerPlank Dock. Co. Property, and the north downtown area centered on the Window-on-the-Waterfront Park.



Potential Impacts of the James De Young Power Plant Site and Scope of the Waterfront Holland Visioning Effort (Inner Zone of Impact)

THE PROCESS

FRAMEWORK THINKING

The Waterfront Holland process was underscored by the 'Framework Thinking' concept as a way to provide flexible, long-term development direction in placemaking and community building.

Such a broad, intentional method bridges community, policy, and design. It lays the foundation for vision formulation and implementation through supplementary master plans articulating short-term details.

Over the course of the process, the vision is advanced, sharpened, and sustained with consistent public and stakeholder input at multiple phases.

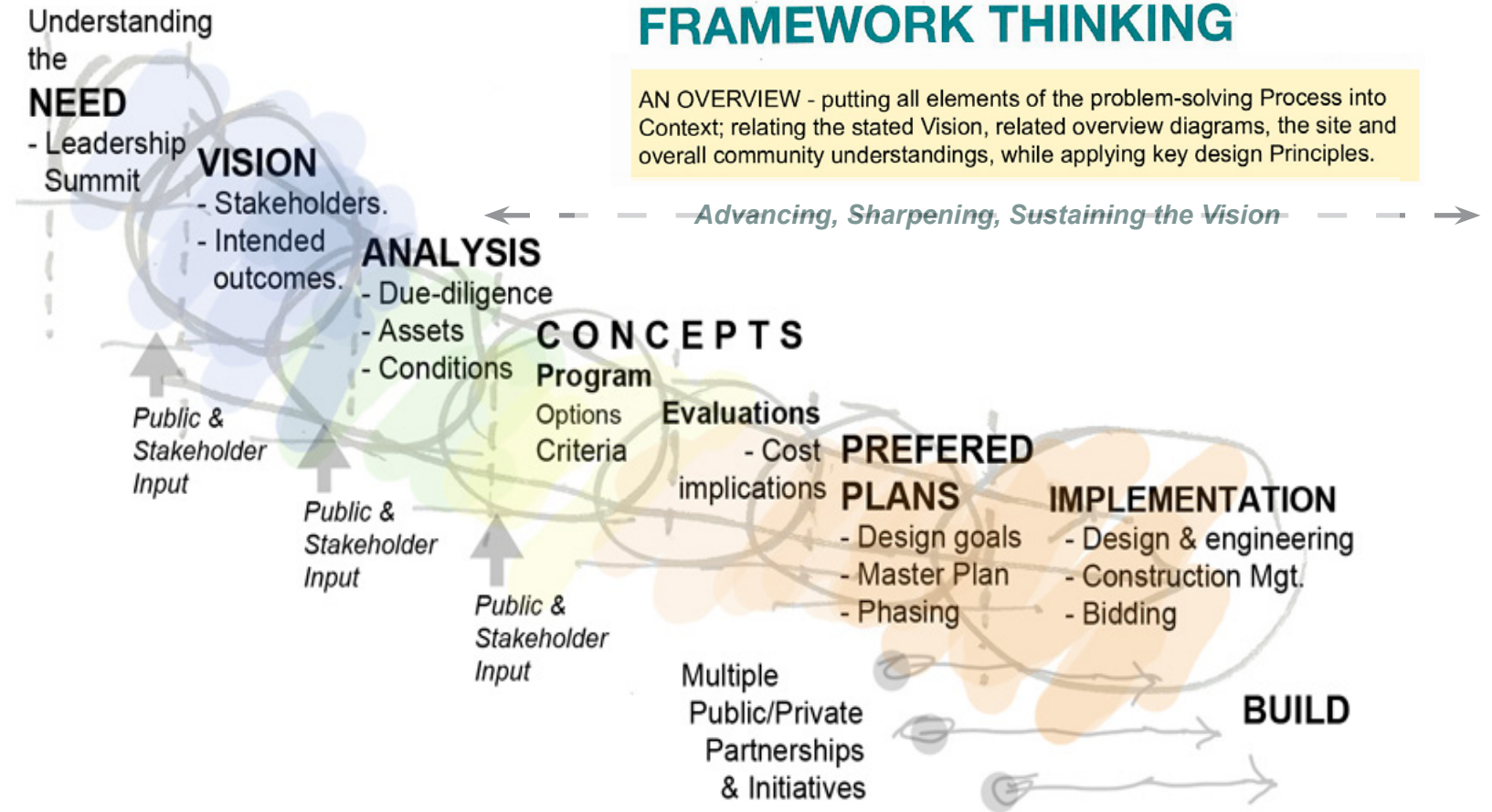
'Framework Thinking' has shaped the planning approach in Holland since the 1980s. The Downtown Holland Vision of 1990 is an embodiment of this method, yielding a seemingly simple yet highly nuanced vision statement to capture the aspired spirit of the place.

The vision statement is also accompanied by a conceptual diagram sketching the essence of the vision. In the case of the Downtown Holland Vision, it highlighted

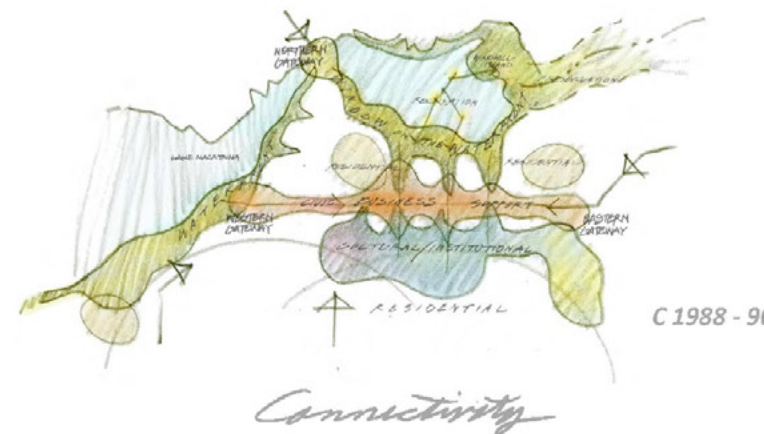
- the importance of connectivity along the waterfront,
- the connection to Windmill Island which lies at the center of the greater Holland area,
- the weaving of the downtown fabric with the waterfront green and the campus and neighborhoods beyond,
- and significance of several gateways to the community.

Both the vision statement and conceptual diagram have remained front and center in the continual planning and development of Downtown Holland. Its longevity and enduring relevance is a reflection of the flexibility in the 'Framework Thinking' method to chart broad policy directions while giving form to a place.

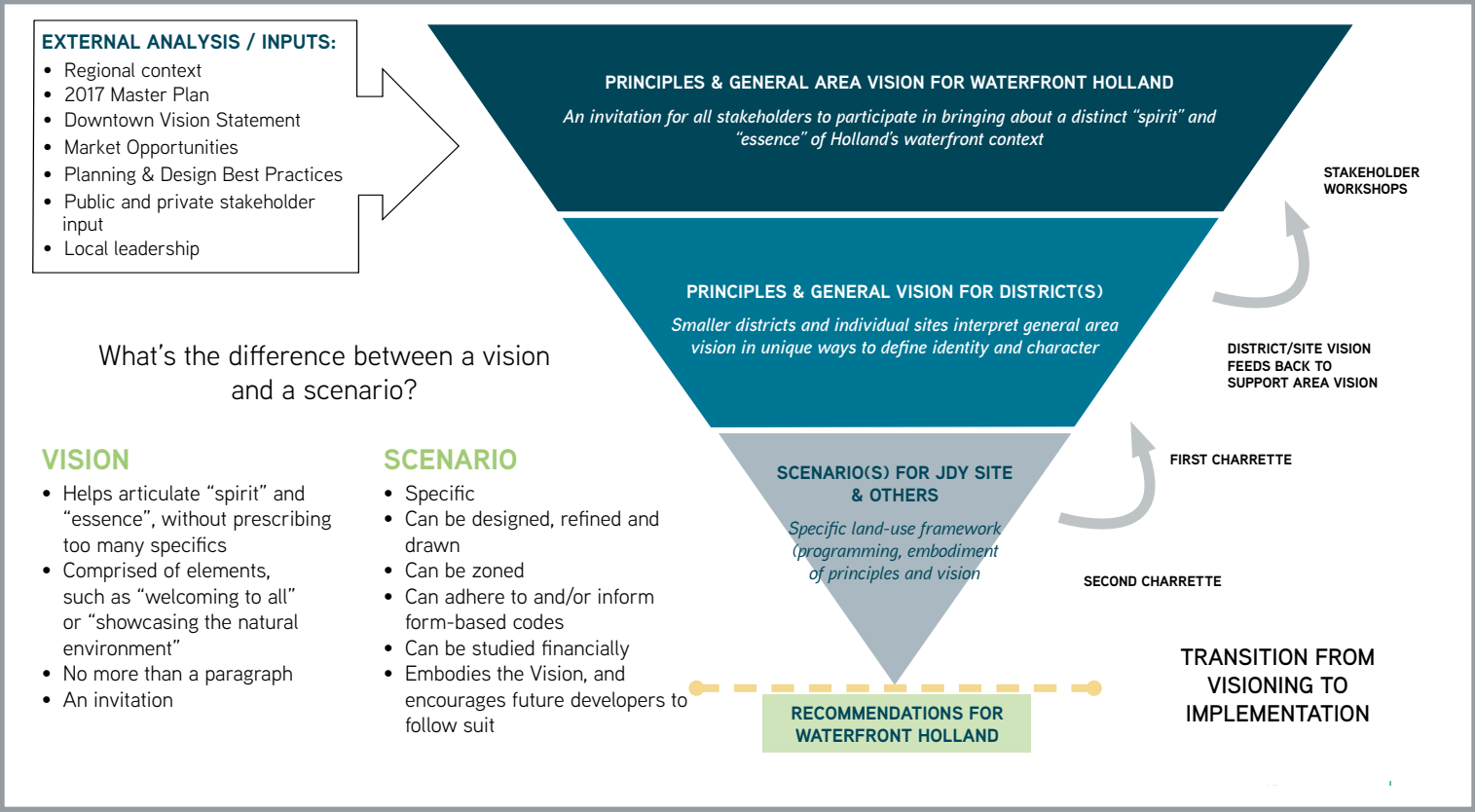
For Waterfront Holland, the process was intended to derive a similar outcome: a vision statement and a set of guiding principles accompanied by concepts articulating the essence of the vision.



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.*



VISIONING & FUNNELING APPROACH

The goal of the process was to formulate a vision and a framework of principles that would operate at three, mutually-informing scales: the broader context of Holland's waterfront, smaller neighborhoods/districts within this context and specific sites such as JDY.

The general area principles and vision for Holland's waterfront would inform eventual neighborhood-specific programming and goals, while the neighborhoods themselves would constitute the waterfront's essence and character.

Scenarios for various sites in the neighborhoods were then developed, with the intention for programming needs to adapt in accordance with the neighborhood identity, area vision, and market needs of the time.

Feedback loops also were incorporated at each stage to ensure that the ideas continue to be refined as the process progressed toward more specific scenarios.

Emerging from this funneling approach that transitions from the foundational 'big ideas' to site scenarios were a set of recommendations for Waterfront Holland and specific sites.

THE PROCESS

The Waterfront Holland process was initiated in Spring/Summer of 2018 after an Advisory Task Force and Planning Working Group were formed by the City of Holland and the Holland Board of Public Works.

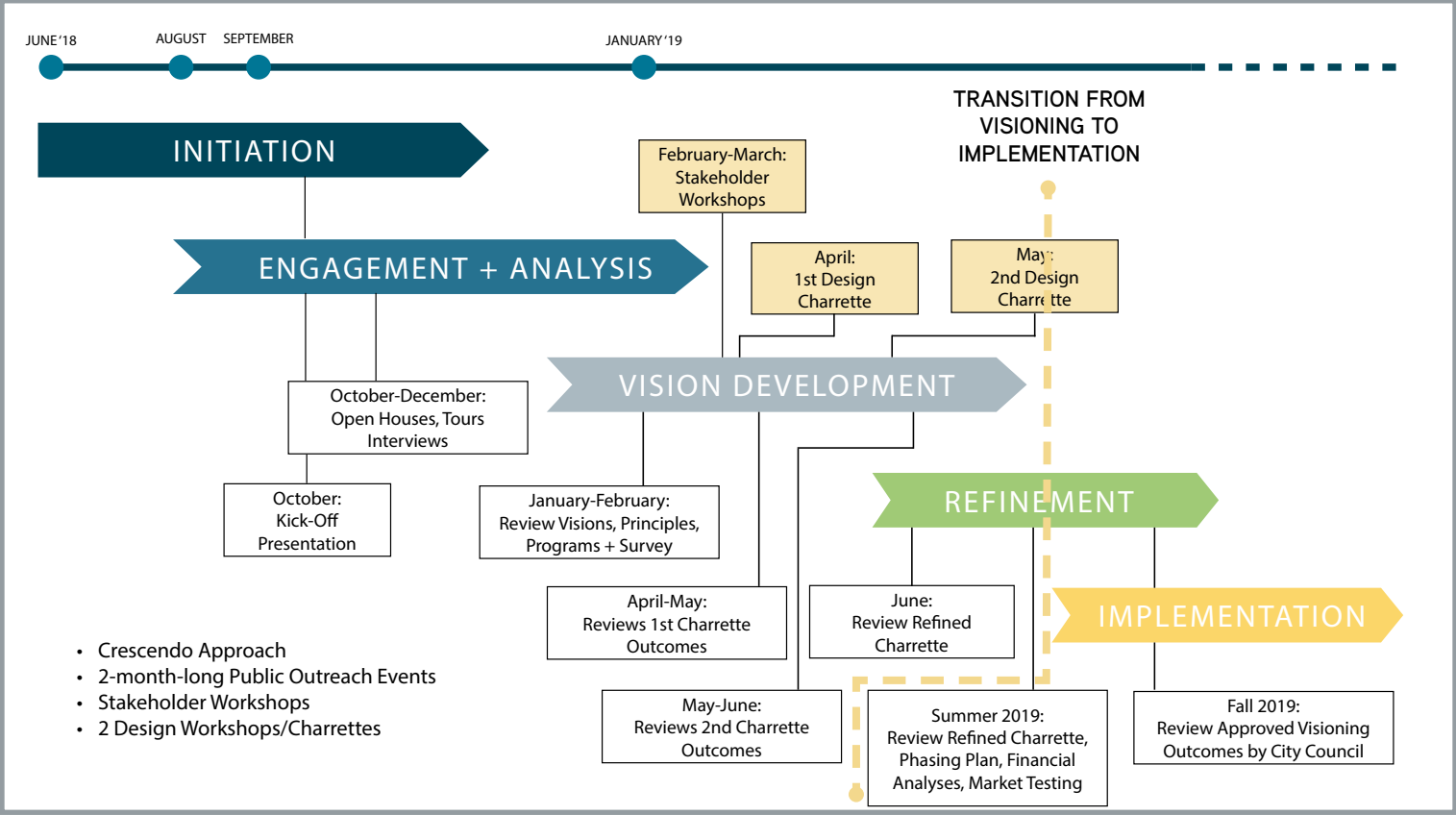
The process was organized into five phases and updates were provided to the City Council at the end of each phase. It was committed to ensuring **inclusive, comprehensive, and transparent community engagement**, and was especially intentional in reaching out to underrepresented populations.

Work began in a modest fashion with background planning and preparation underscoring the initiation phase, before the official public kick-off in October 2018. Analyses of the community feedback served as the basis of the draft vision statement and guiding principles; material on the existing site conditions were synthesized into a series of analytical maps to inform the design workshops / charrettes.

Findings from the subject area experts' workshop and the earlier community engagement and existing conditions analyses were supplemented with a market opportunities analysis carried out by an independent firm -- Market Feasibility Advisors, LLC.

The first design charrette / workshop was held in April 2019 and yielded four concepts for the broader waterfront. These were then further refined in the second design charrette in May 2019 which focused on three sites: the James De Young Power Plant, north downtown, and the VerPlank Dock Co. property.

A community survey was conducted after the two charrettes to gather further feedback on the four concepts.

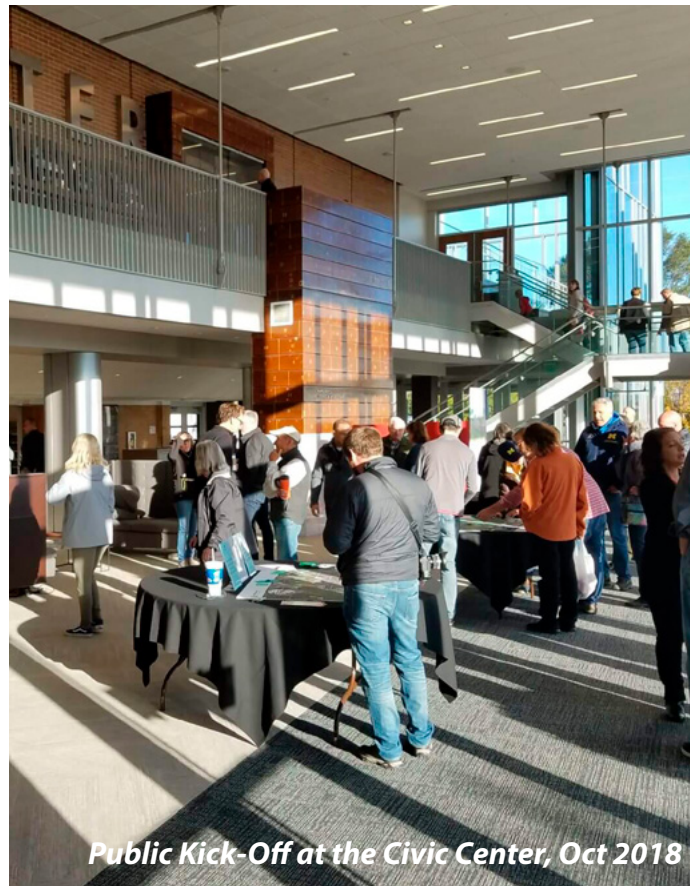


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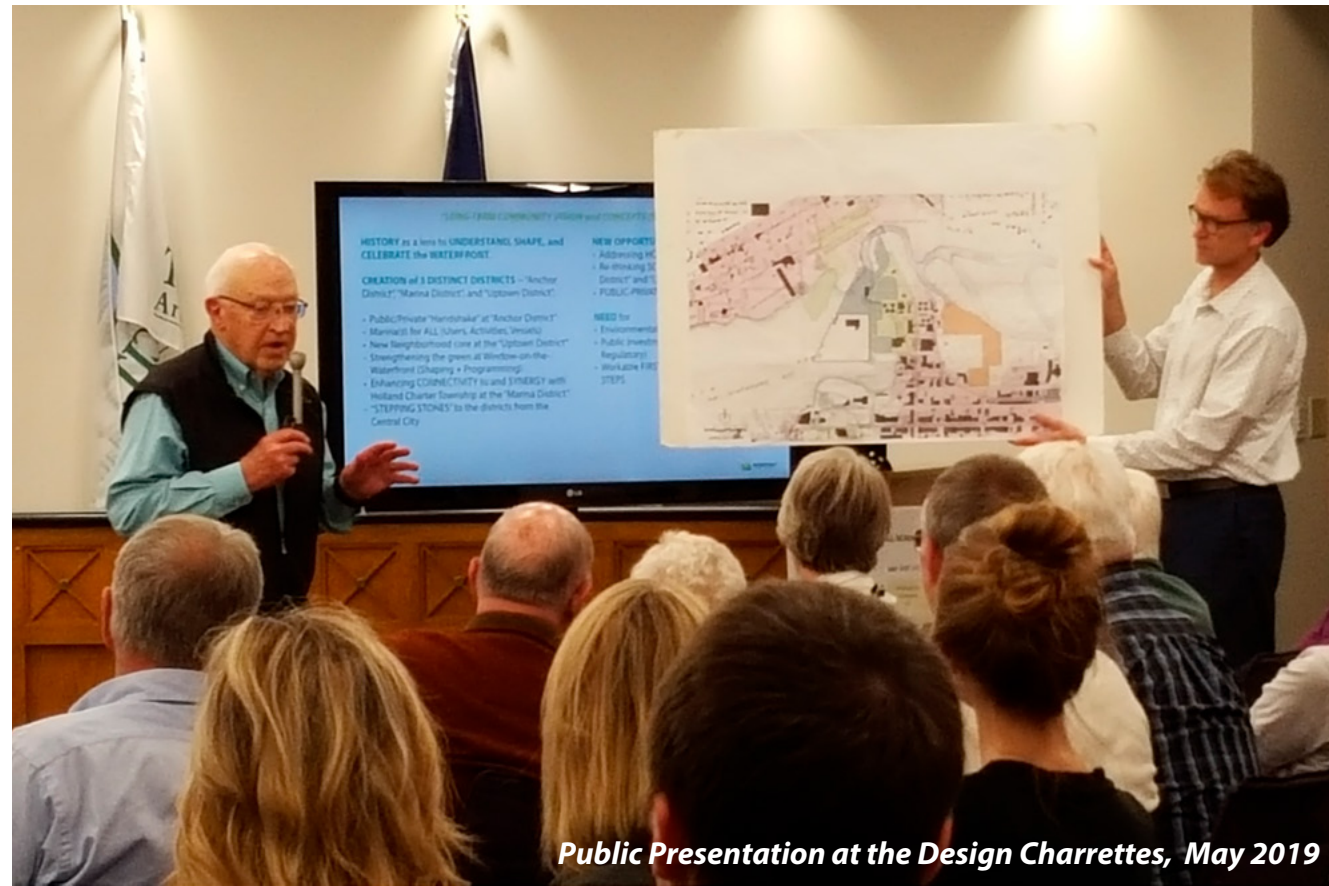
Key Public Feedback Takeaways

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

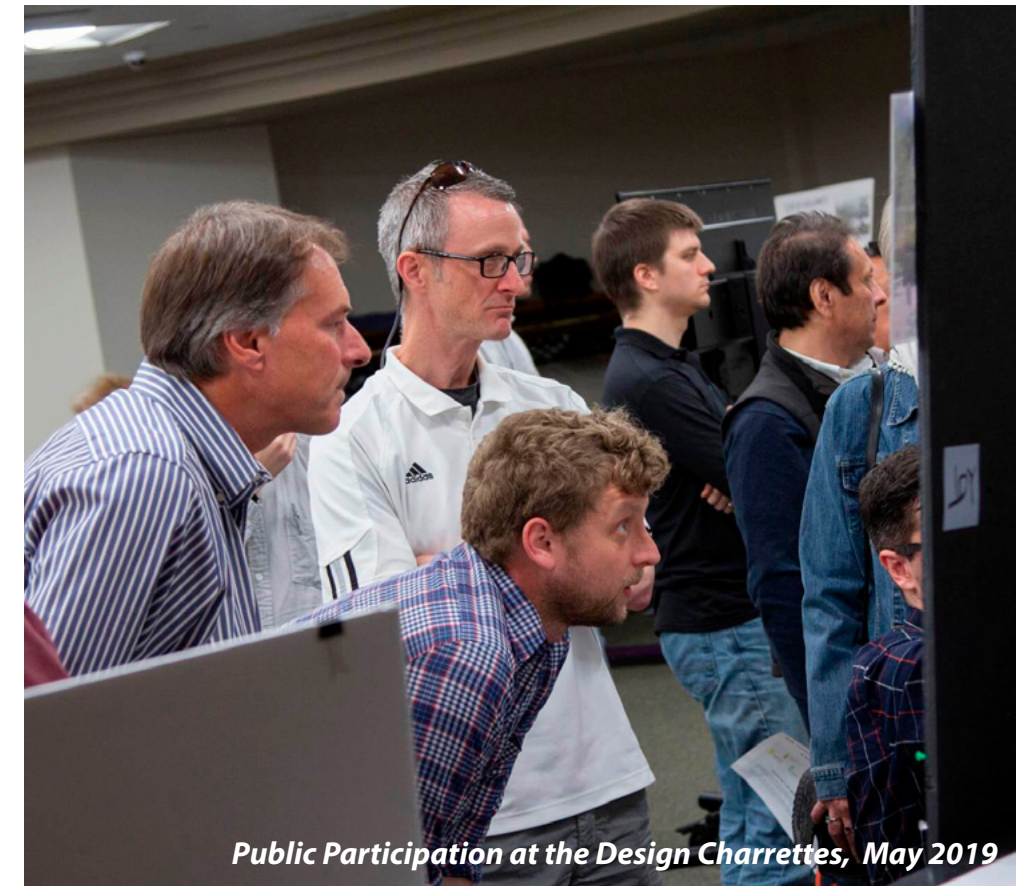
THE COMMUNITY ENGAGEMENT



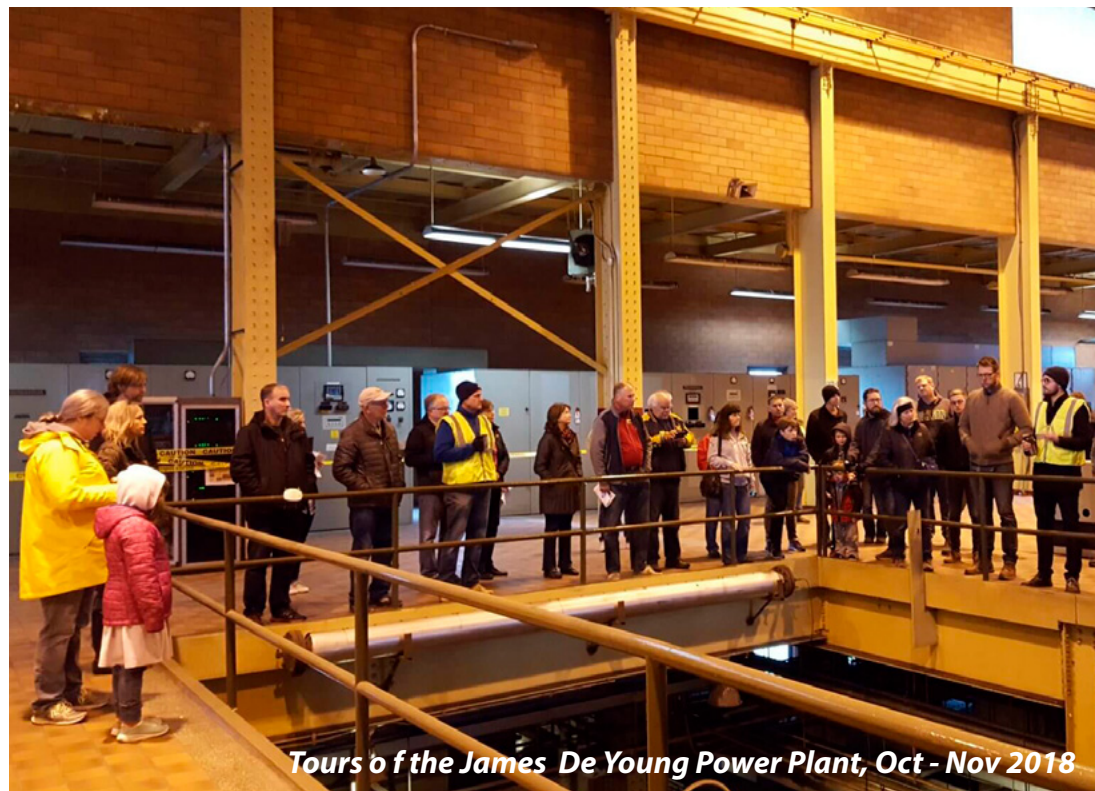
Public Kick-Off at the Civic Center, Oct 2018



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

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- Seek opportunities for mixed uses and diverse, year-round programming.
- Welcome diverse waterfront users, including residents and visitors of different ages abilities and incomes.
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- Enhance the waterfront character by integrating attractive, high quality, well-programmed, and well-maintained unifying elements in both public and private waterfront projects.
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- 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.

FOUR EXPLORATORY WATERFRONT CONCEPTS

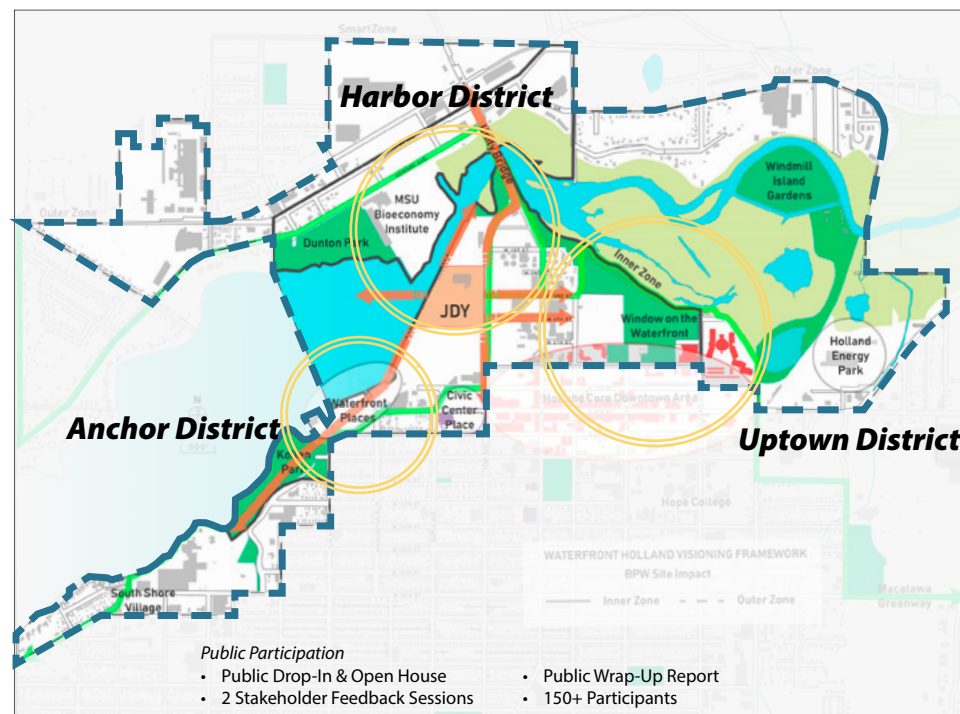
DESIGN CHARRETTE

Building on the earlier engagement and analysis, and the development of a draft vision statement and a set of guiding principles, the two design charrettes sought to translate all the input into **exploratory concepts** at two different scales. The first charrette in April 2019 focused on the broader waterfront; the second charrette in May 2019 focused on the three districts centered around the James De Young Power Plant, VerPlank Dock Co. property, and Window-on-the-Waterfront, and how they relate to the greater downtown (see map below).

The whole process is underscored by notion of “Framework Thinking” (see funnel diagram on the right). At the vision development phase, the charrettes become a key bridge between the early findings and later conclusions while the vision remains clearly in sight, and is advanced, sustained, and refined. The vision and guiding principles inform the charrette, and are in turn refined by them. The four-day charrettes welcomed the community’s participation, incorporated opportunities for early stakeholder feedback, and culminated in public presentations on the final evenings.

At the first charrette, eight emerging ideas for the broader waterfront brainstormed by the team and the community participants were synthesized into four exploratory concepts. These were refined in the second charrette which also offered more specific scenarios for the three districts.

It should be noted that the **four exploratory concepts are not plans**. No single “plan” or concept has been solidified at this time. Instead, the concepts and scenarios are graphical embodiments of the vision statement and guiding principles. They collectively inform the aspirations for Holland’s Waterfront, and provide the foundation for future plan-making by the City in close partnership with the private sector.



EXTERNAL ANALYSIS / INPUTS:

- Regional context
- 2017 Master Plan
- Downtown Vision Statement
- Market Opportunities
- Planning & Design Best Practices
- Public and private stakeholder input
- Local leadership

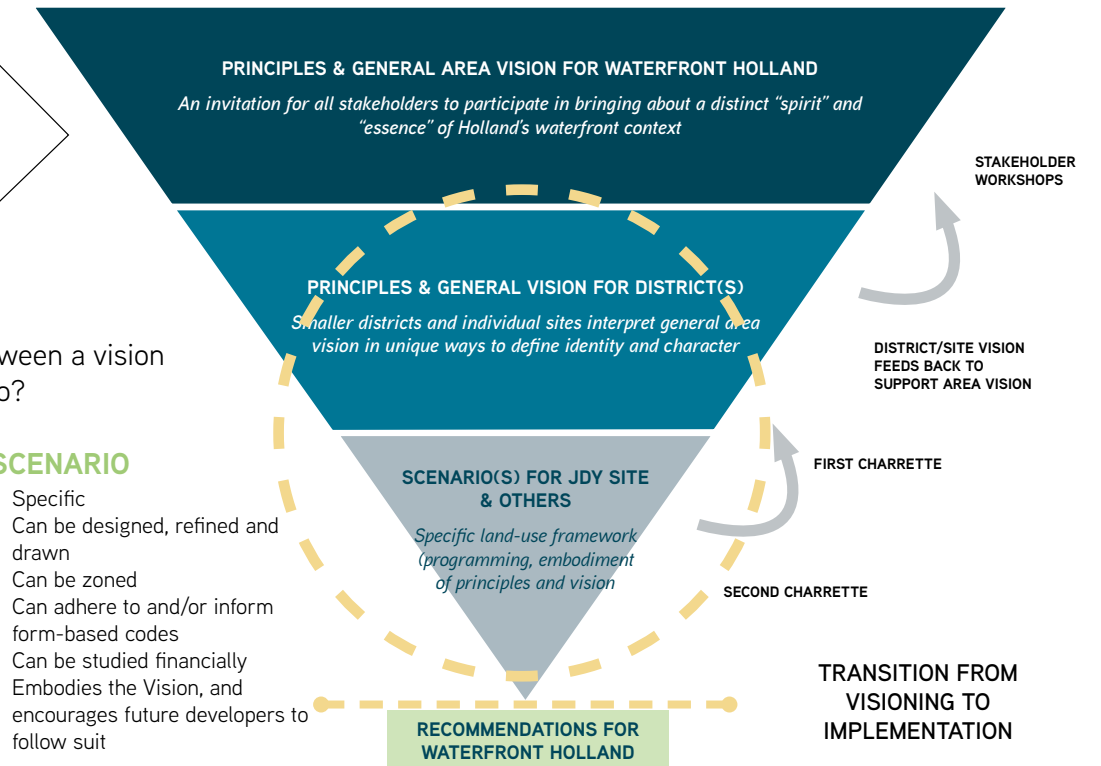
What’s the difference between a vision and a scenario?

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

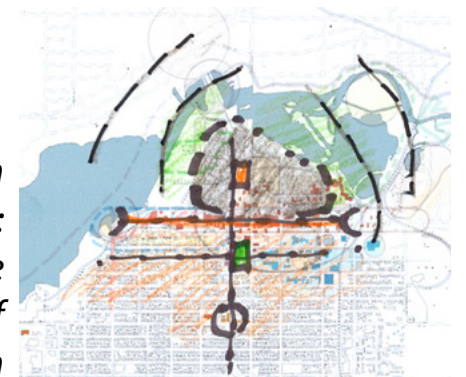


The Four Exploratory Concepts

*The Working Waterfronts:
Celebrate the Economic and Environmental Waterfronts*



*Downtown North:
Shape the Character of North Downtown*



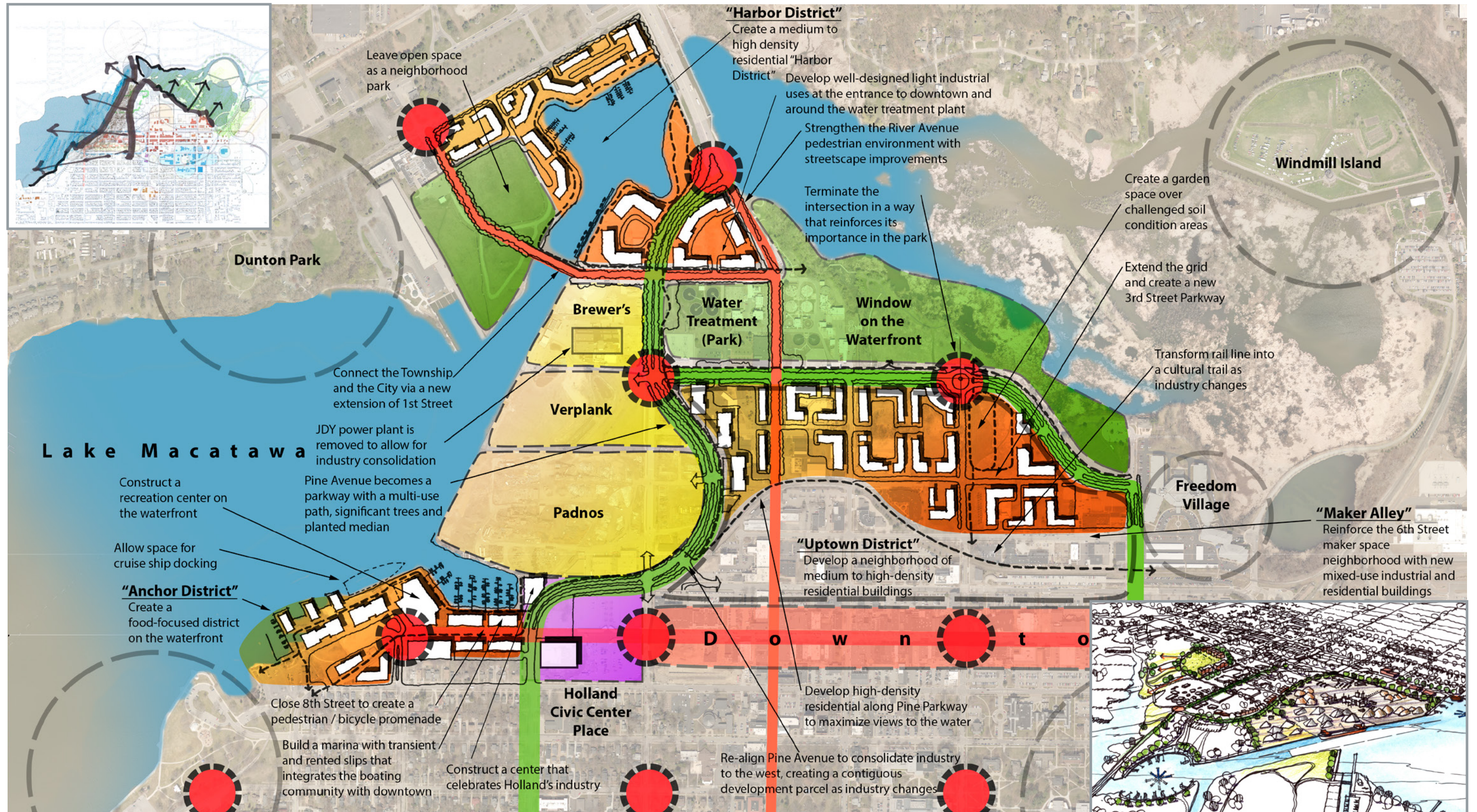
*Water Penetration:
Introduce Blue Fingers Into the Land*



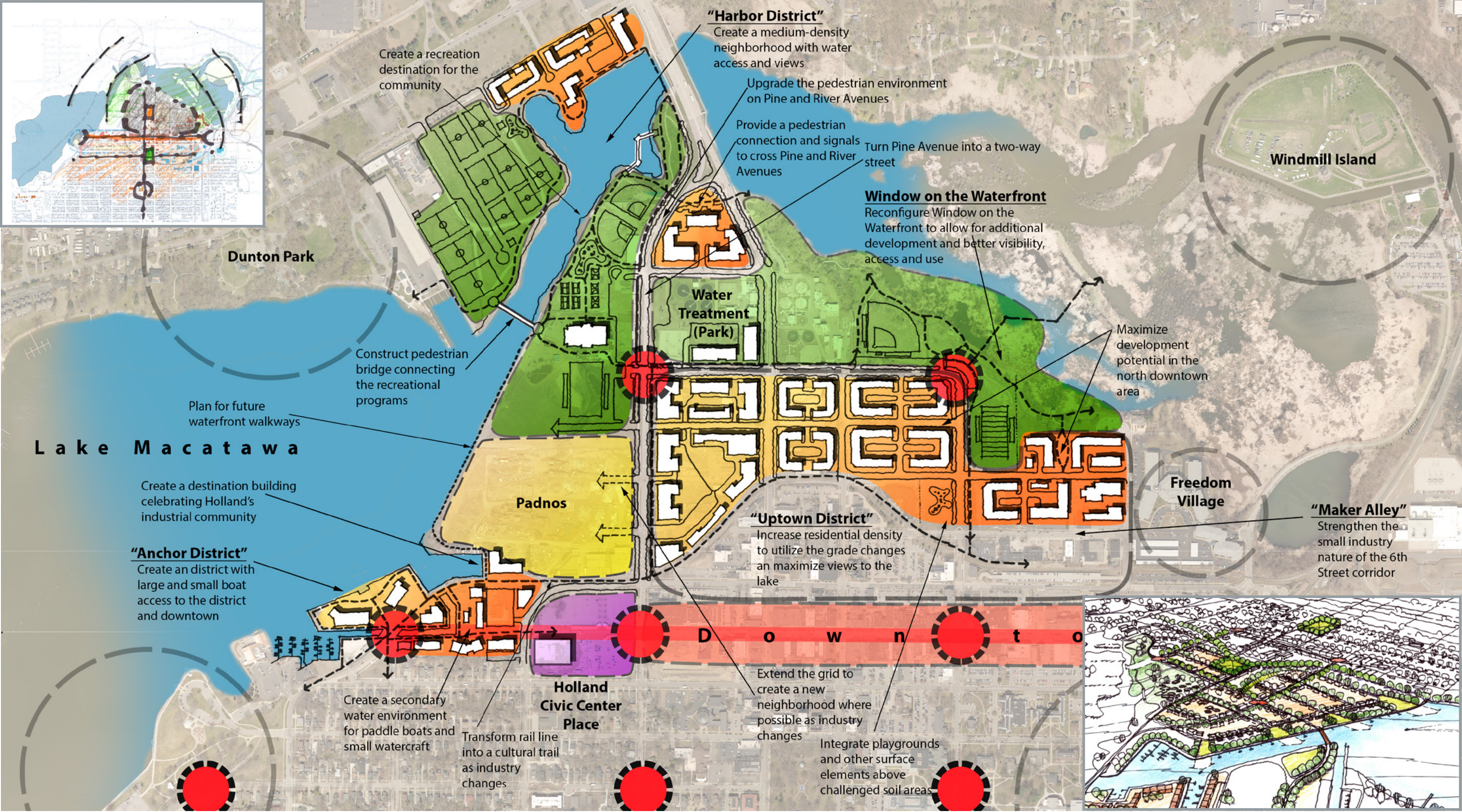
*The W-Edge:
Revitalize the Urban Wedge and Introduce the Water Wedge*



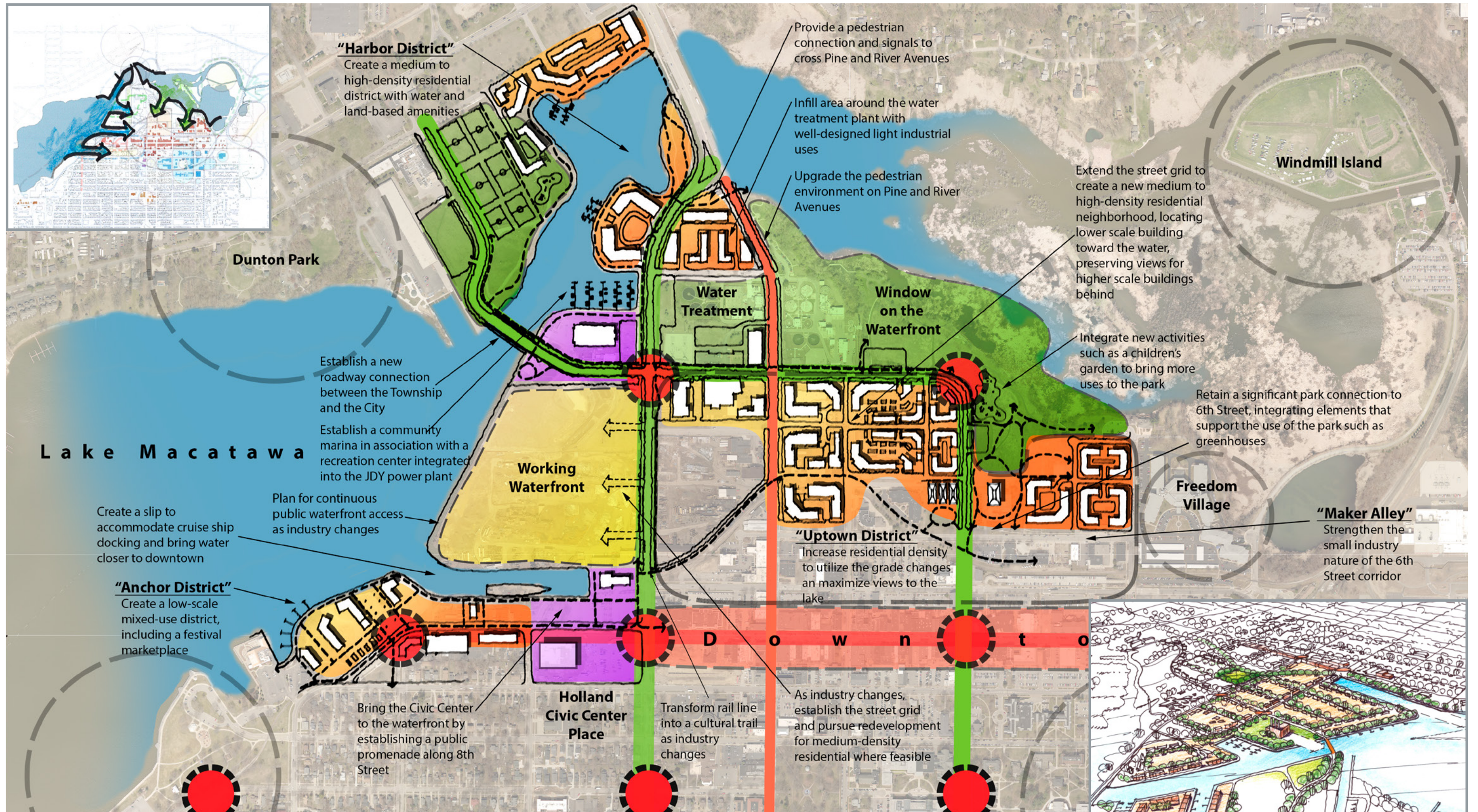
CONCEPT #1: WORKING WATERFRONTS



CONCEPT #2: DOWNTOWN NORTH



CONCEPT #3: WATER PENETRATION



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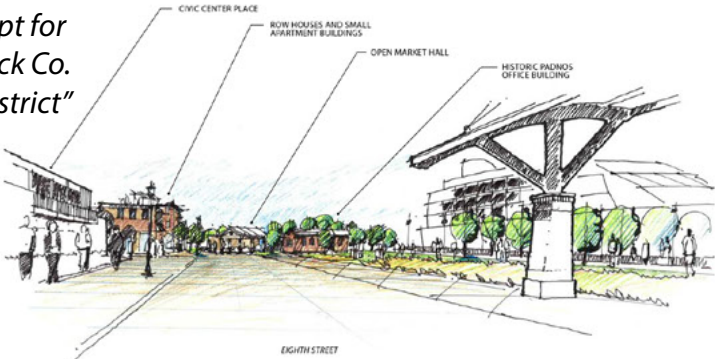


PERSPECTIVES FOR THE THREE POTENTIAL SITES

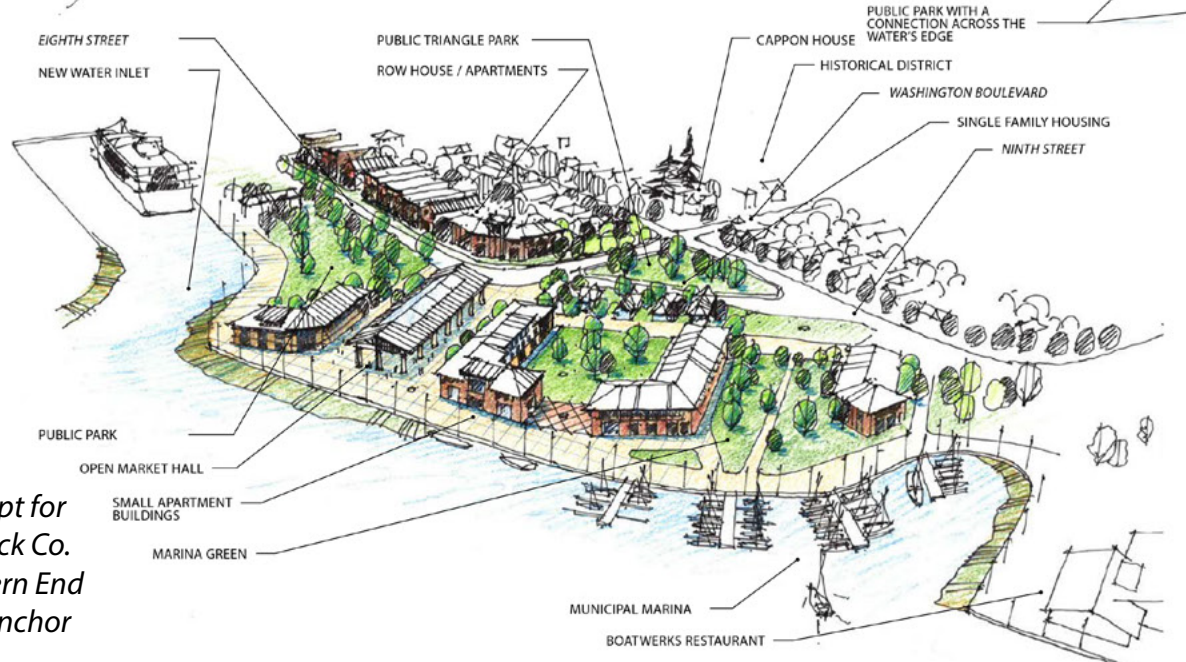
Perspective of a Proposed Concept for the Window-on-the-Waterfront Park / "Uptown District" (looking southwest)



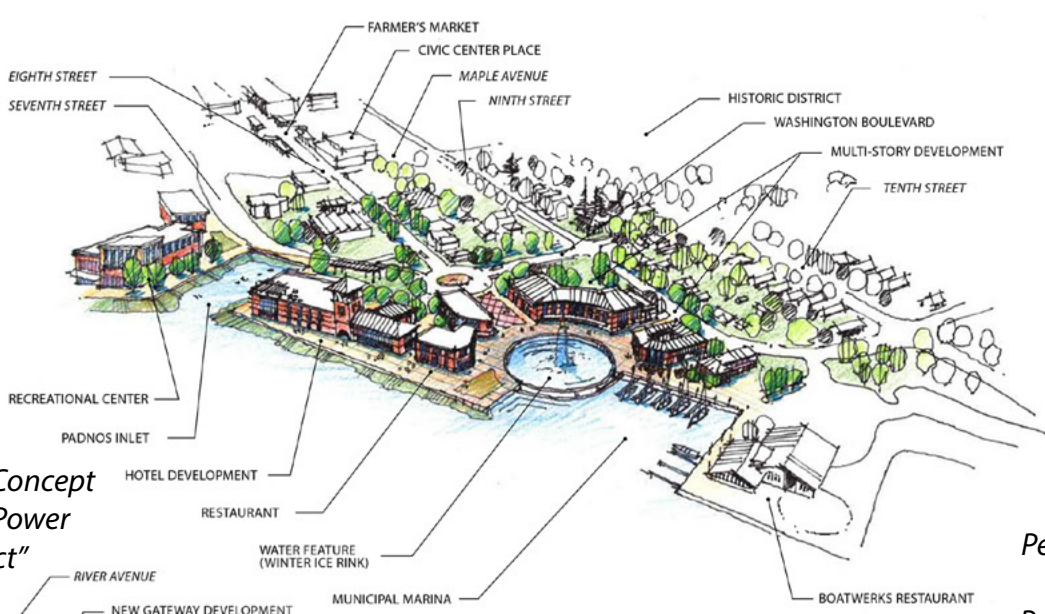
Perspective of the 8th Street Corridor in a Proposed Concept for the VerPlank Dock Co. Site / "Anchor District" (looking west)



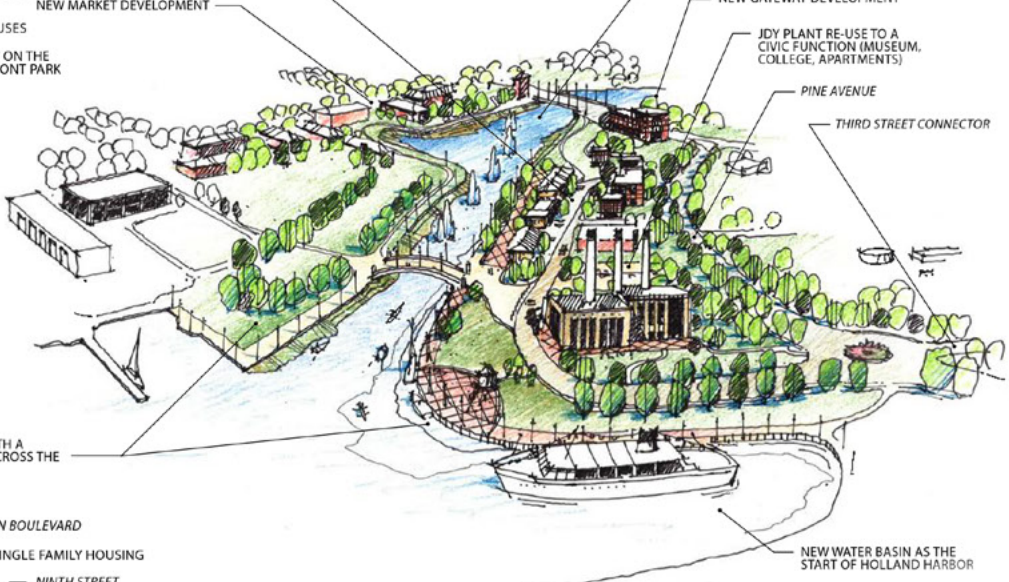
Perspective of a Proposed Concept for the VerPlank Dock Co. Site at the Western End of 8th Street / "Anchor District" (looking southeast)



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)

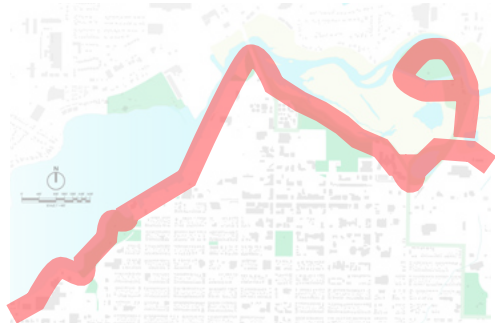


Perspective of a Proposed Concept for the Window-on-the-Waterfront Park / "Uptown District" (looking southwest)



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...

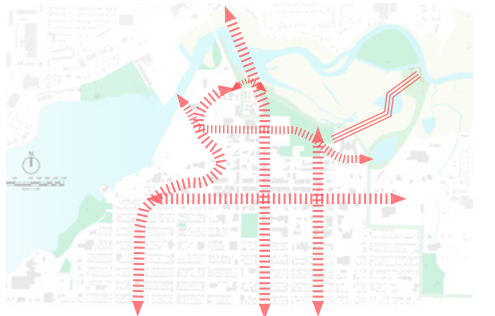
- There is **continuous public access** along the water,

PRESERVING VIEWS



- **Water views abound**, and

CONNECTIVITY



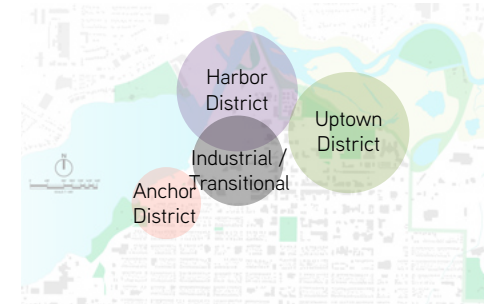
- There is **connectivity** to downtown and neighborhoods beyond.

TOPOGRAPHY



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

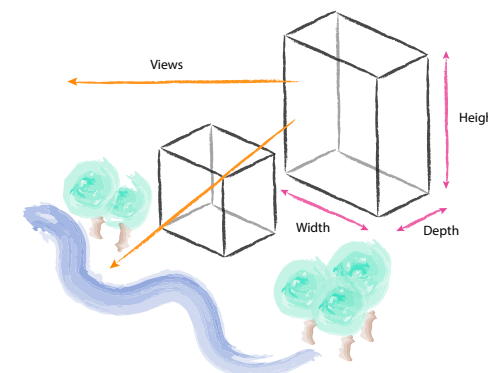
DISTINCT DISTRICTS / MIXED USES



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)”

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'.

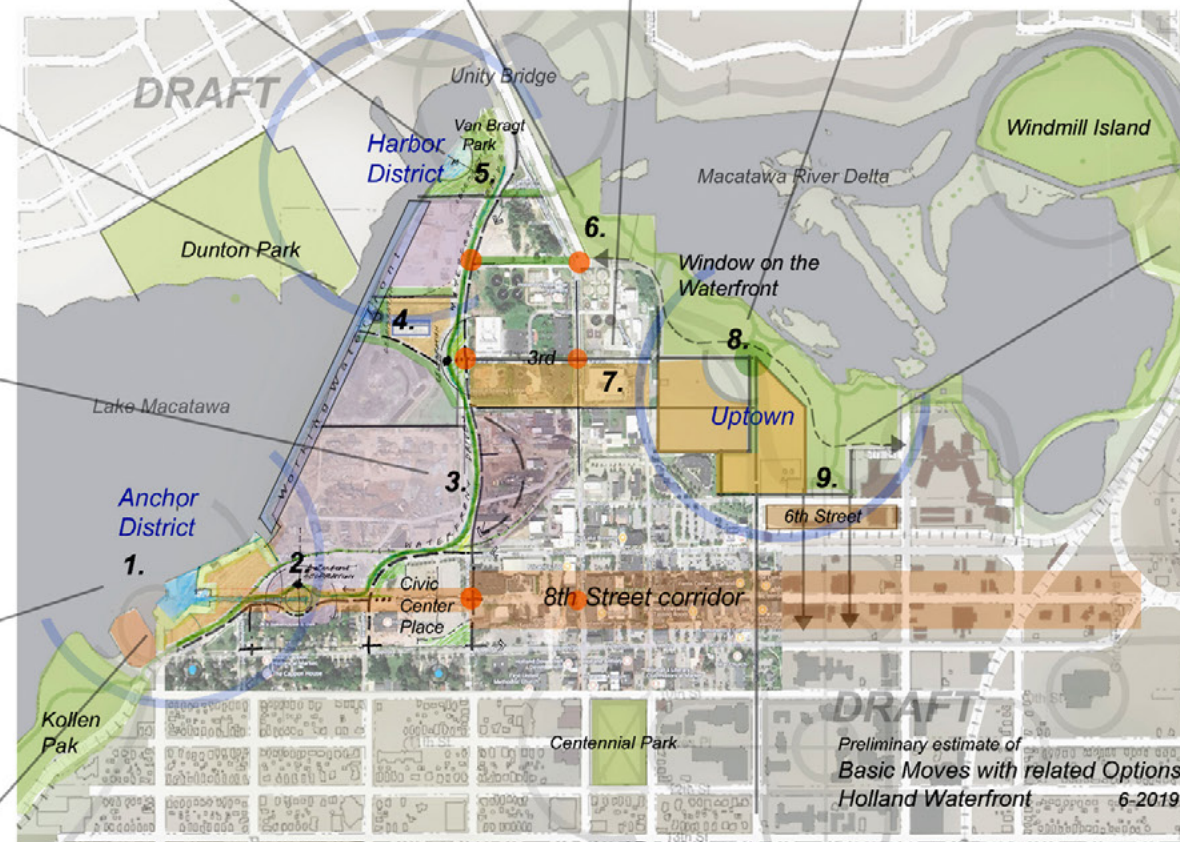
4. Focus on the JDY site to determine, with Padnos, VerPlank, and Brewer's in mind, if a full land swap, a partial land swap, or none at all is most fitting.
In addition, the case for either keeping or removing the JDY building will be determined.

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'.

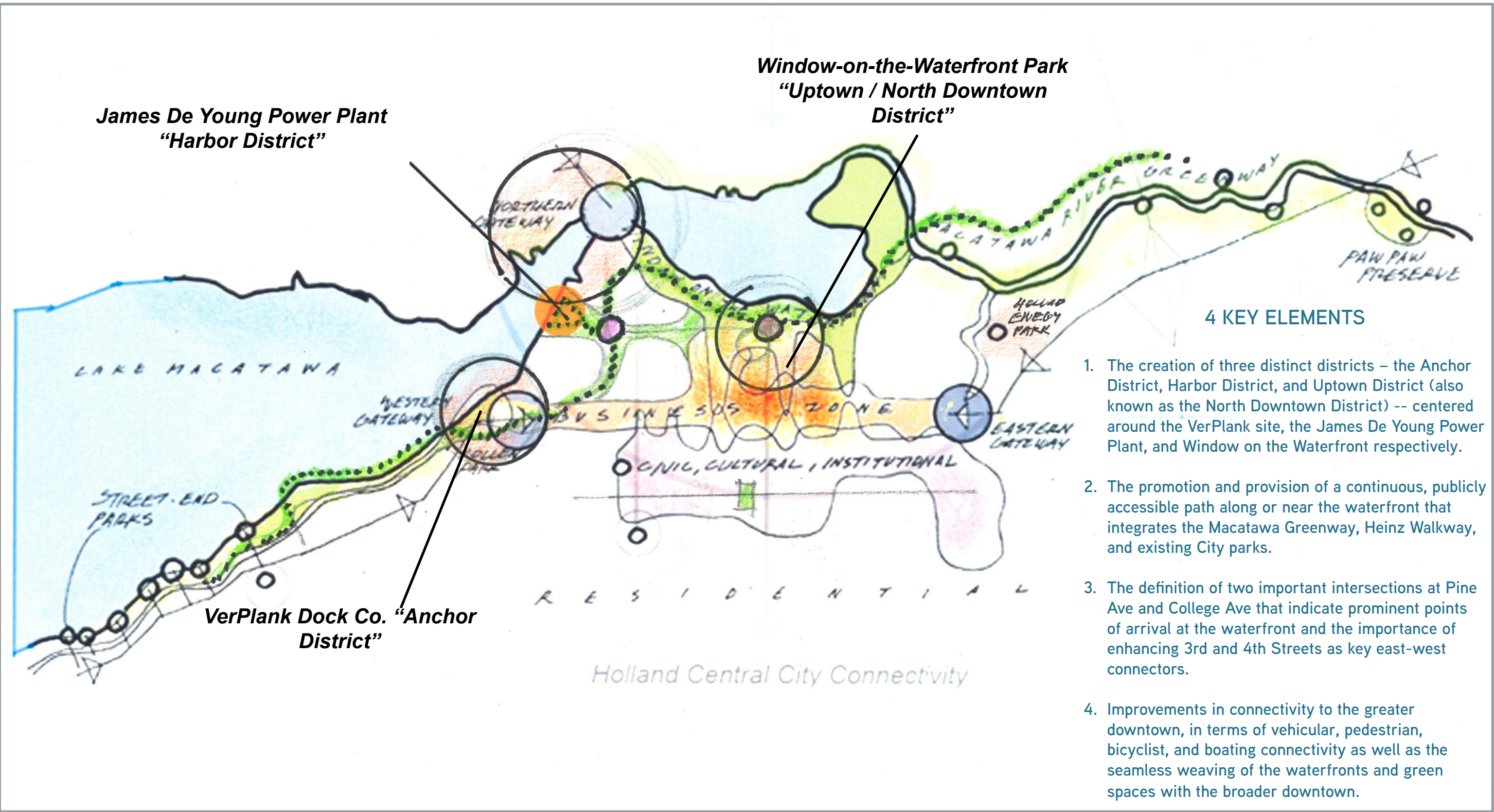


NEED for

- 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.

WATERFRONT HOLLAND VISION DIAGRAM





WATERFRONT HOLLAND



Holland
MICHIGAN