



**WATERFRONT
HOLLAND**

COMMUNITY VISIONING FINAL REPORT

DECEMBER 23, 2019

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




BROAD
STREET
STUDIO

GMB



HYK CONSULTING

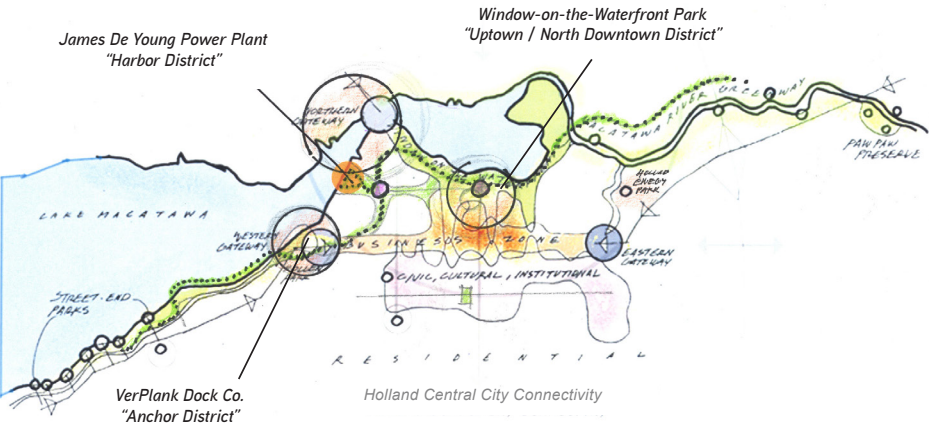
ADOPTION OF COMMUNITY VISION BY THE CITY COUNCIL



**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)
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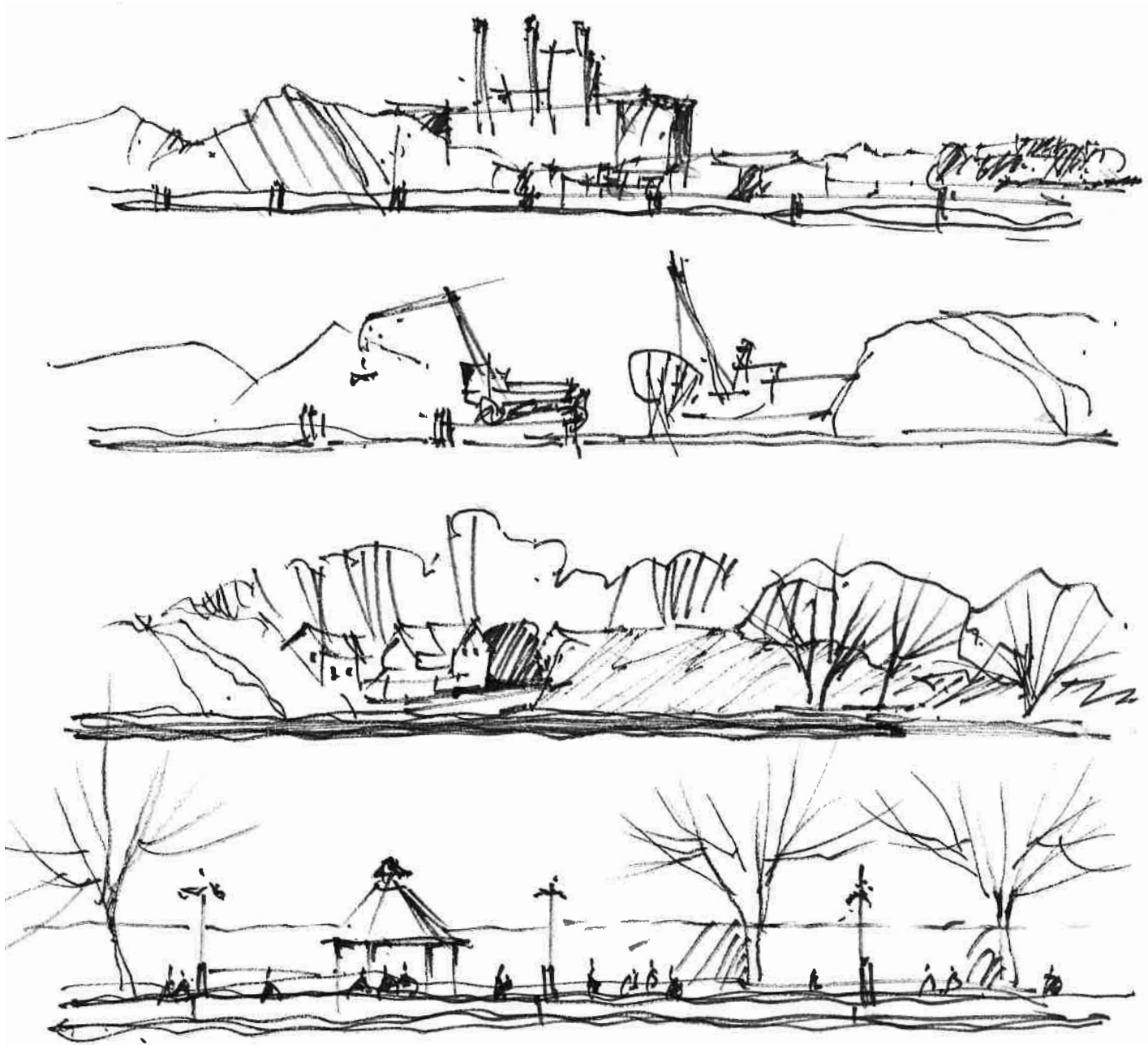
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270 South River Ave, Holland, MI 49423.
Phone: 616-355-1330 | Email: cns@cityofholland.com
This document can be found at: <https://waterfrontholland.org>



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

ACKNOWLEDGEMENTS

.....

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

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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*
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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

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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 Huisingsh, *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*

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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*

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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 23):

- *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

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 transcended its site, it became clear to the City and BPW leadership that the time had come for a broader conversation about the waterfront.

Planning and development-related reports undertaken by or for the City have also in recent years alluded to the need for such a waterfront study. These include the *2015 Extending the Vision Strategic Planning Report* and the *2018 Property Review Committee Recommendation Report*.

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 other local businesses, to create a coherent waterfront environment integrating places to live, work, and play that are distinctly Holland.

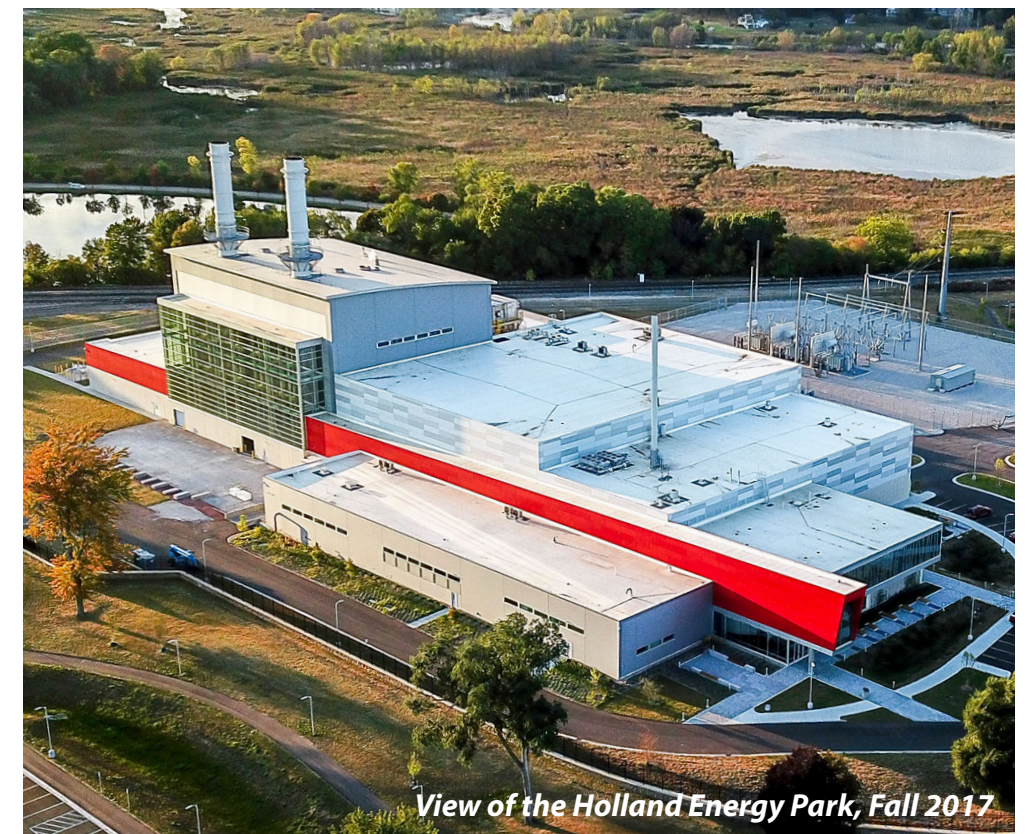
Such a vision was also intended to be for the long term, articulating the spirit of what the community collectively seeks while shaping shorter term master planning and implementation efforts. Further, it recognizes an incremental approach to development that is responsive to market realities and yet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



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



View of the Holland Energy Park, Fall 2017

THE GEOGRAPHICAL CONTEXT

The **decommissioned James De Young Power Plant** -- a 17.3 acre **city-owned property** -- is located in the **working waterfront** district where Lake Macatawa narrows and bends. Flanking the JDY Plant are other industries, including Brewer's City Dock to the north and Louis Padnos & Co. and VerPlank Dock Co. to the south.

Within the broader waterfront context are several other key destinations, neighborhoods, and districts that have emerged over the City's history:

- South Shore Village, a walkable neighborhood center distinguished by its collection of murals. The neighborhood is connected to Kollen Park by the Heinz Waterfront Walkway.
- Kollen Park, a multi-purpose community green space which offers much-valued public views of the water and provides a place for informal gatherings and outdoor community events.
- Boatwerks, currently the only waterfront dining venue in the City of Holland with a boat-docking facility adjoining Kollen Park.
- Van Bragt Park, originally the City's tulip bed for the annual Tulip Time Festival, the park today hosts public art exhibits, tourists, fishermen, and many others with its walkways, benches and windmill.
- East of River Ave where Lake Macatawa sweeps around the northern gateway to the city is Window-on-the-Waterfront Park, a year-round natural and recreational retreat.
- Windmill Island Gardens celebrating the City's Dutch heritage lies beyond Window-on-the-Waterfront and is the center of the two Hollands (city and township).
- Terminating at the City's Eastern Gateway is the Holland Energy Park with paved walking trails integrating into the Macatawa Greenway system.
- Across the shipping channel from the James De Young Power Plant site is Dunton Park, a 21-acre green space owned and managed by Holland Charter Township that includes picnic shelters, boardwalks and scenic decks, playgrounds and boat launch ramps.



South Shore Village

Kollen Park/
Heinz Waterfront
Walkway

Boatwerks
Waterfront
Restaurant

Window on the
Waterfront

Windmill
Island

Holland
Energy Park

2018 Aerial Map of Holland Showing the Various Destinations, Neighborhoods, and Districts Along the Macatawa Waterfront

POTENTIAL IMPACTS OF JDY SITE

Looking at the James De Young Power Plant site within its context and its proximity to Holland Charter Township, there are also **several armatures of action** (see orange arrows in lower diagram) **defining** an “inner zone of impact”:

- First, in the southwest and northeast directions along the waterfront, potentially enhancing the connection to Van Bragt Park, Dunton Park, and down to Kollen Park.
- Second, out west toward Lake Macatawa, Holland Harbor, and into Lake Michigan in terms of boating and shipping access
- Third, out east along 3rd and 4th Streets toward Window-on-the-Waterfront through the northern downtown area that currently is a mix of industries and commerce and does not quite have an articulated identity.
- Fourth, in the north-south direction along Pine Ave to strengthen the connectivity to Holland Charter Township, and likewise the connection back to Holland’s Downtown – specifically 8th Street, the Civic Center, Farmer’s Market, and beyond.

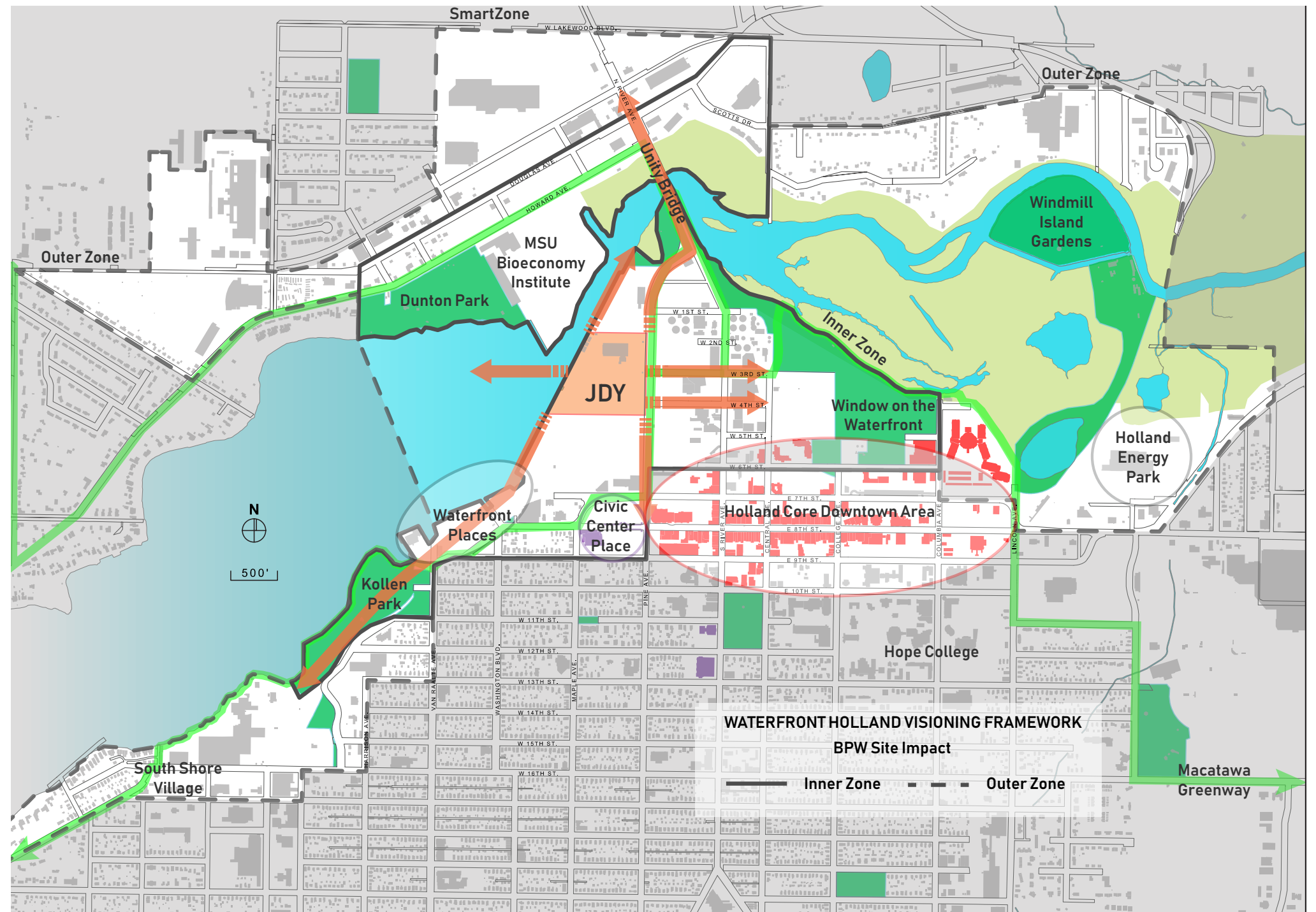
There is also an “**outer zone of impact**” which is defined by those “**pearls on a necklace**”, expanding out west to South Shore Village and out east to Holland Energy Park, and within a larger area north of Douglas Ave as outlined by the Holland SmartZone Boundary.

Part of the Waterfront Holland community visioning efforts is to explore the potential of the James De Young site, including options for redeveloping the full site, a partial land swap, or a complete land swap with other waterfront entities.

THE SCOPE

With the potential impacts of the James De Young Power Plant site transcending beyond its 17.3-acre footprint on the water, it became clear that the Waterfront Holland community vision project needed to take into consideration a broader scope extending

- from South Shore Village to the Holland Energy Park in a west-east direction, and
- from the Civic Center and 6th Street in the City of Holland to Douglas Ave in Holland Charter Township



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

FRAMEWORK THINKING

The Waterfront Holland process was underscored by the 'Framework Thinking' concept. Based on the 'framework plans' that were pioneered in the 1960s for the University of Michigan campus, and later adopted widely across the country as a planning and design method, 'Framework Thinking' is 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.

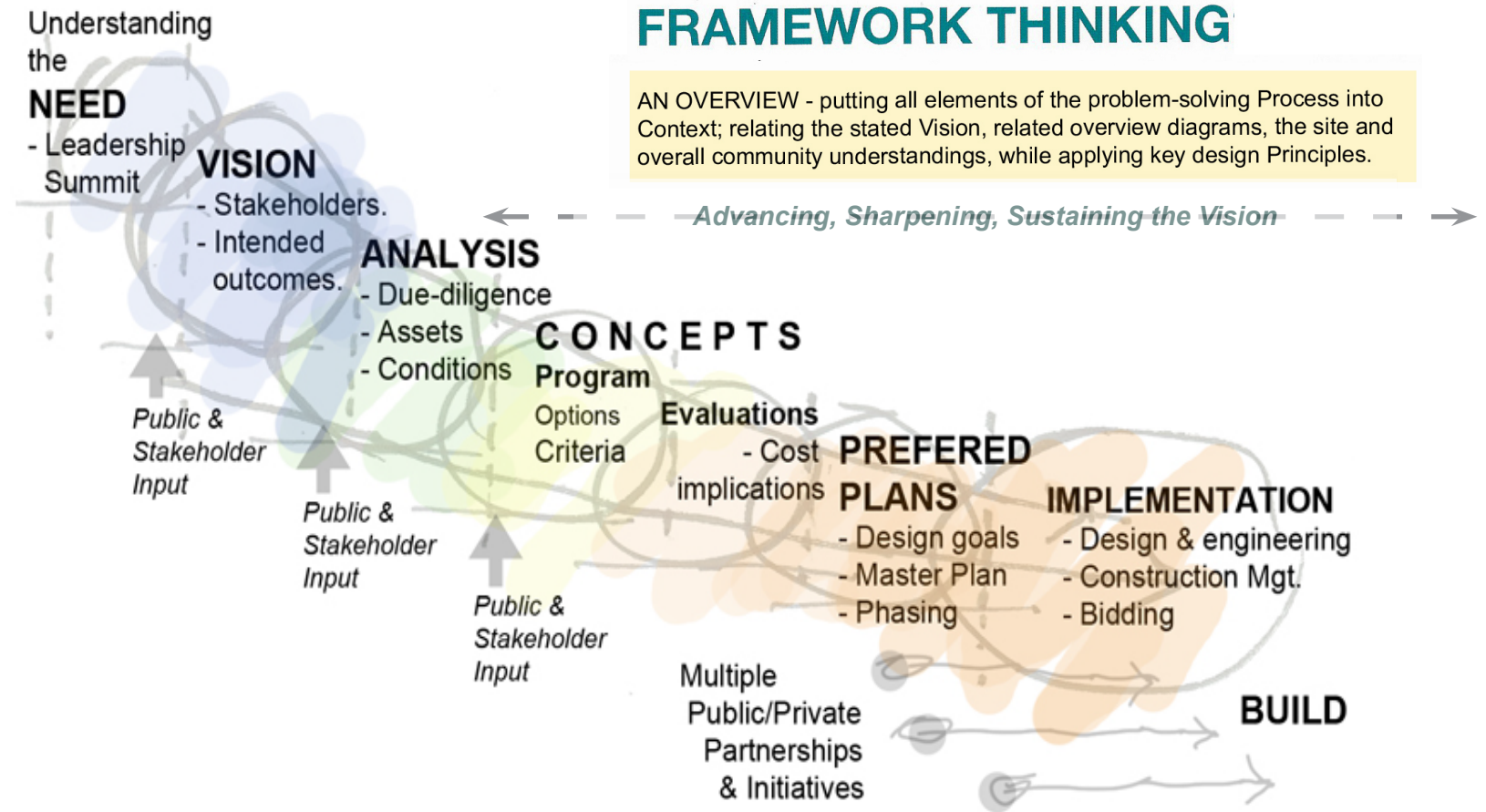
'Framework Thinking' has shaped the planning approach in Holland since the 1980s. The Downtown Holland Vision of 1990 is an embodiment of this method, yielding a seemingly simple yet highly nuanced vision statement to capture the aspired spirit of the place.

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

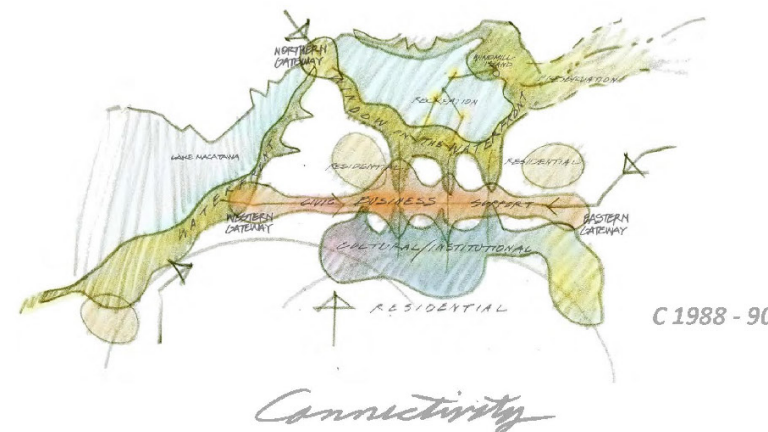
- the importance of connectivity along the waterfront,
- the connection to Windmill Island which lies at the center of the two Hollands,
- the weaving of the downtown fabric with the waterfront green and the campus and neighborhoods beyond,
- and significance of several gateways to the community.

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.

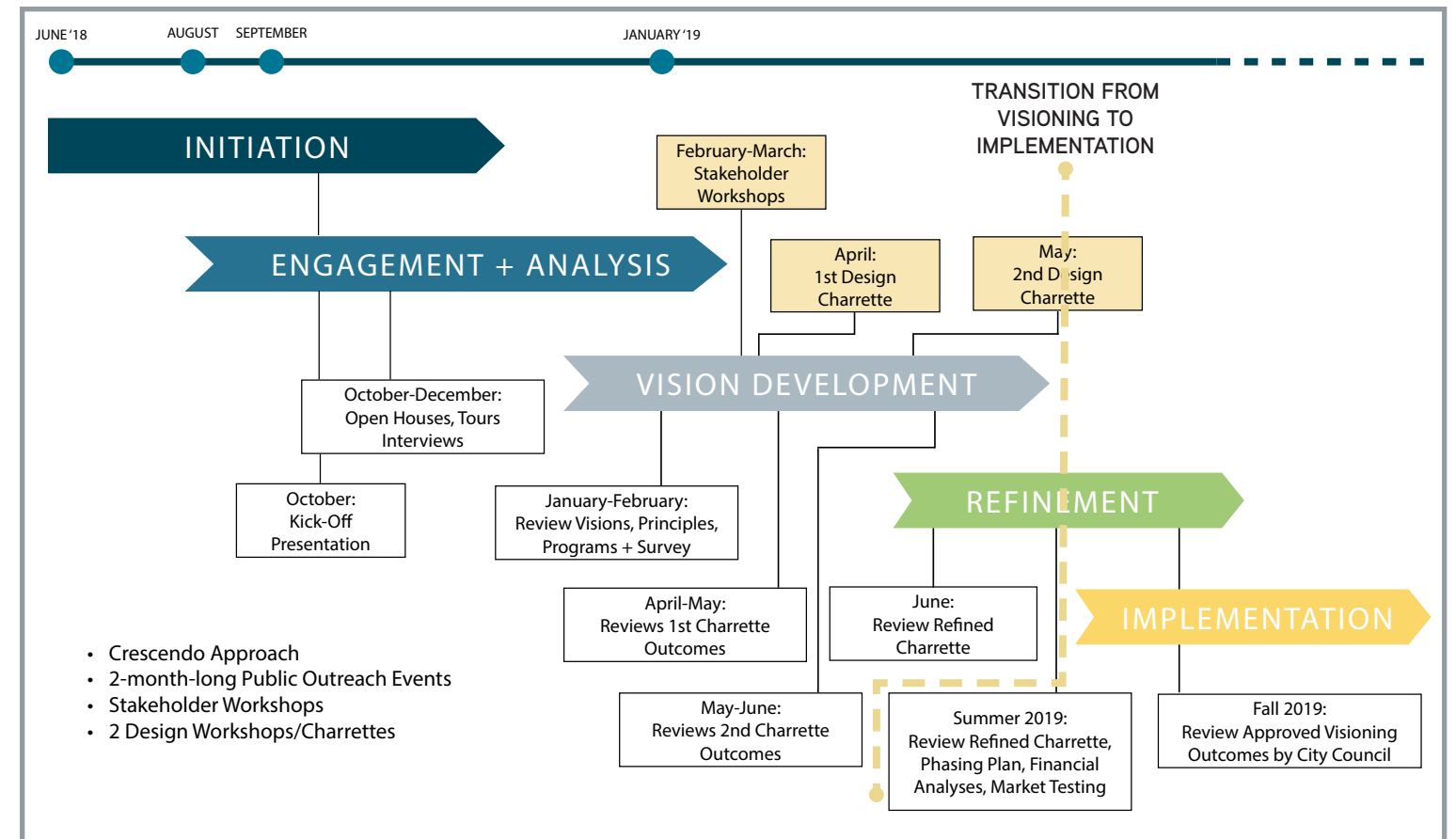
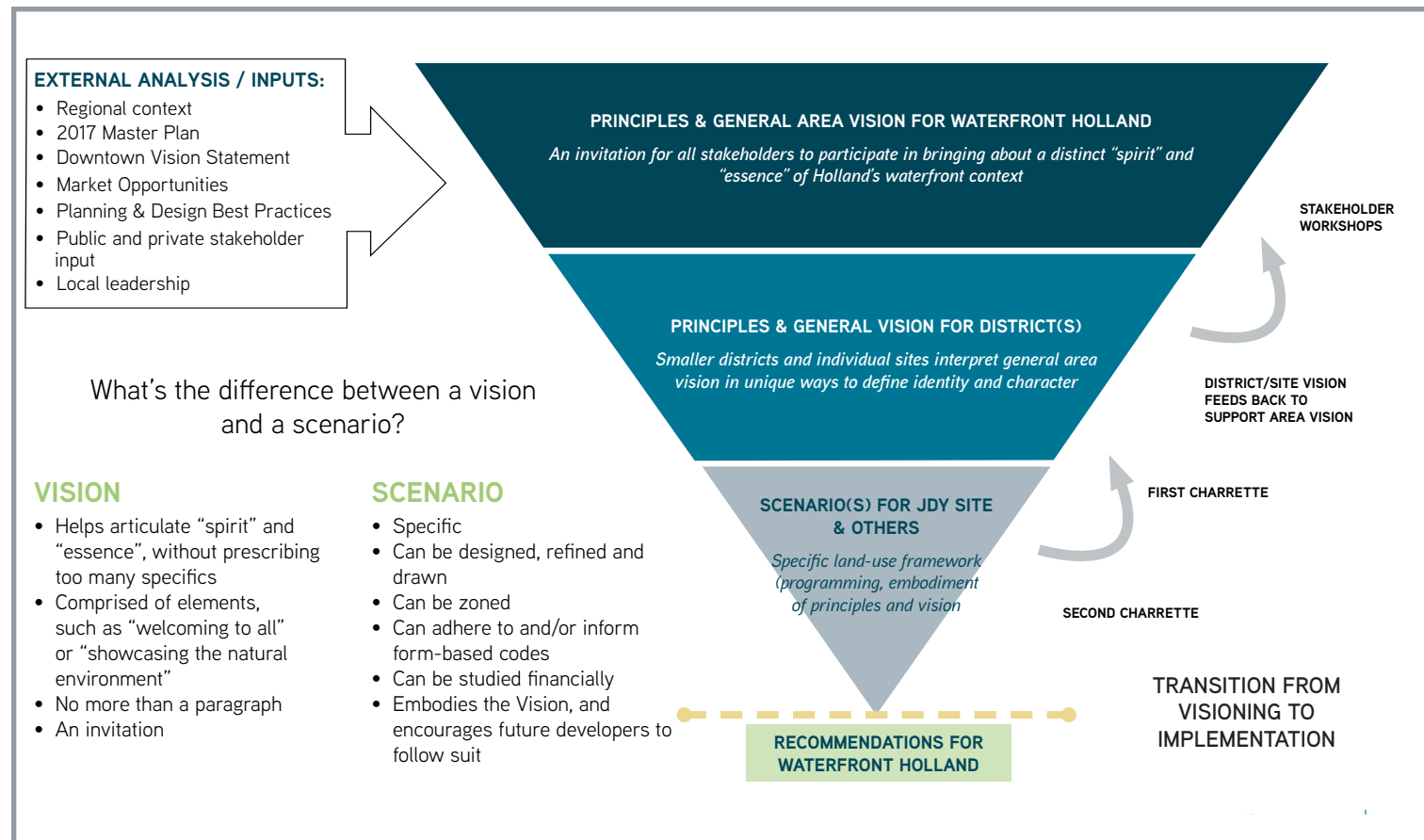


Downtown Holland Vision (1990 – present)



*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.*

THE PROCESS



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 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. The process began in a modest fashion with background planning and preparation underscoring the initiation phase, before the official public kick-off in October 2018.

The public participation process -- suitably named Waterfront Holland -- was to provide an opportunity for the community to shape not only the future of JDY, but also, more importantly, the larger transformation of Holland's waterfront.

The process was committed to ensuring inclusive, comprehensive, and transparent community engagement, and was especially intentional in reaching out to underrepresented populations.

This second phase of both public and private engagement was accompanied by a parallel process of gathering spatial, environmental, and historical data related to Holland's waterfront and the James De Young power plant over the fall and into the winter. 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.

The vision development phase then subjected the draft vision statement and guiding principles, as well as the public and private stakeholder feedback, to an additional round of review by local subject area experts in a two-day stakeholder workshop held in March 2019. The stakeholder sessions were organized by the following themes: downtown, environment/sustainability, housing, social/cultural,

THE PROCESS / THE COMMUNITY ENGAGEMENT

tourism/business, recreation, and transportation.

Findings from the subject area experts' 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, supported by a larger design team from GMB Architects + Engineers and Hitchcock Design Group. The charrette yielded four concepts for the broader waterfront which were reviewed by the subject area experts, including members of the Planning Commission. 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.

Over the summer of 2019, the charrette outcomes were further reviewed and refined. A further study / charrette for the James De Young Power Plant site was held internally to explore in greater detail the full potential of the property. Recommendations for the basic moves common to all the waterfront concepts and a final report were prepared for the City and the BPW.

A process that ran in parallel to the Waterfront Holland initiative was the drafting of the City's Unified Development Ordinance (UDO) - a revision of the current zoning ordinance into a user-friendly, graphic-heavy code combining all City laws concerning development. The UDO includes a Form-Based Code that identified a "waterfront downtown" zone. Recommendations were likewise made for shaping the character of the "waterfront downtown" zone based on the charrette outcomes and takeaways.

The final implementation phase might include the above-mentioned recommendations as well as others such as the adoption of the vision statement and guiding principles by the City Council as future criteria for any waterfront development. Efforts to materialize the community's waterfront vision would be undertaken through close public-private partnership to translate these concepts into specific plans in the future.



Public Kick-Off at the Civic Center, 2018

THE COMMUNITY ENGAGEMENT

Waterfront Holland was committed to continual community engagement with both the public and private stakeholders over the duration of the visioning process. In addition, the engagement sought to hear from diverse sectors of the population, including underrepresented populations, and to ensure that feedback from across the demographic, socio-economic, and abilities spectrum were captured.

The engagement efforts included:

- 1 Kick-off community survey (Oct to Dec 2018)
- 2 Open houses (Oct and Nov 2018)
- 2 Days of tours at the James De Young Power Plant (Oct 2018)
- 12 Community outreach events (Oct to Dec 2018)
- 1 Facilitated visioning event (Dec 2018)
- 2 Days of workshops convening subject area experts (Mar 2019)
- 1 Day of community boat tours (Apr 2019)
- 2 Four-day participatory design workshops (Apr and May 2019)
- 1 Post-design workshops community survey (July to August 2019)
- Waterfront Holland microsite
- Waterfront Holland facebook page



Focus Group Discussion at Lakeshore Habitat for Humanity, 2018

Core content on the Waterfront Holland microsite and publicity flyers were also translated to Spanish to improve the language accessibility.

In total, the year-long effort had more than 1,300 attendees. Both the kick-off community survey and the post-design workshops community survey on the exploratory concepts yielded some 555 responses.

This extensive engagement was made possible through the partnership of many community organizations and leaders, including non-profit organizations, schools, and neighborhoods.

In circumstances where community partners were unable to host focus groups, the team sought the partners' assistance in disseminating information on outreach events to their stakeholders or held one-on-one meetings with the community leaders to understand the unique views they represent on behalf of their stakeholders.

This continual community engagement provided important feedback loops at various points in the visioning process. It also clarified the team's understandings, refined the vision statement and guiding principles, and highlighted key considerations for future planning.

PUBLIC

OPEN HOUSE-STYLE

- Waterfront Holland Public Kick-Off
- Holland High School
- Jubilee Ministries & Zeeland/Holland Adult Education
- Waterfront Holland Open House @ Herrick District Library

FOCUS GROUPS

- Good Samaritan Ministries “The Big View” / “Circles”
- Westcore Neighbors + Washington School Neighbors Focus Group
- Lakeshore Habitat for Humanity Focus Group
- Ethnically Diverse Focus Group

MEETINGS WITH COMMUNITY LEADERS

- Ready for School
- Evergreen Commons
- Disability Network - Lakeshore
- Lupita Reyes
- Holland Symphony Orchestra
- Holland Area Arts Council

OTHER OUTREACH EFFORTS

- Community Action House On-Site Survey with Stakeholders
- 15-Minute Radio Presentation on “Alegria Latina” /92.7 “The Van”
- Black River Public School 6th Grade History/Civics Class Presentations
- Additional stakeholder communication through 3-Sixty Neighborhood, Downtown Development Authority, Lakeshore Latinas, Alliance for Cultural and Ethnic Harmony, Pillar Church, Escape Ministries, Evergreen Commons, Disability Network - Lakeshore

MEDIA COMMUNICATION CHANNELS

- Holland Sentinel
- 92.7 The Van
- WoodTV 8
- WZZM 13

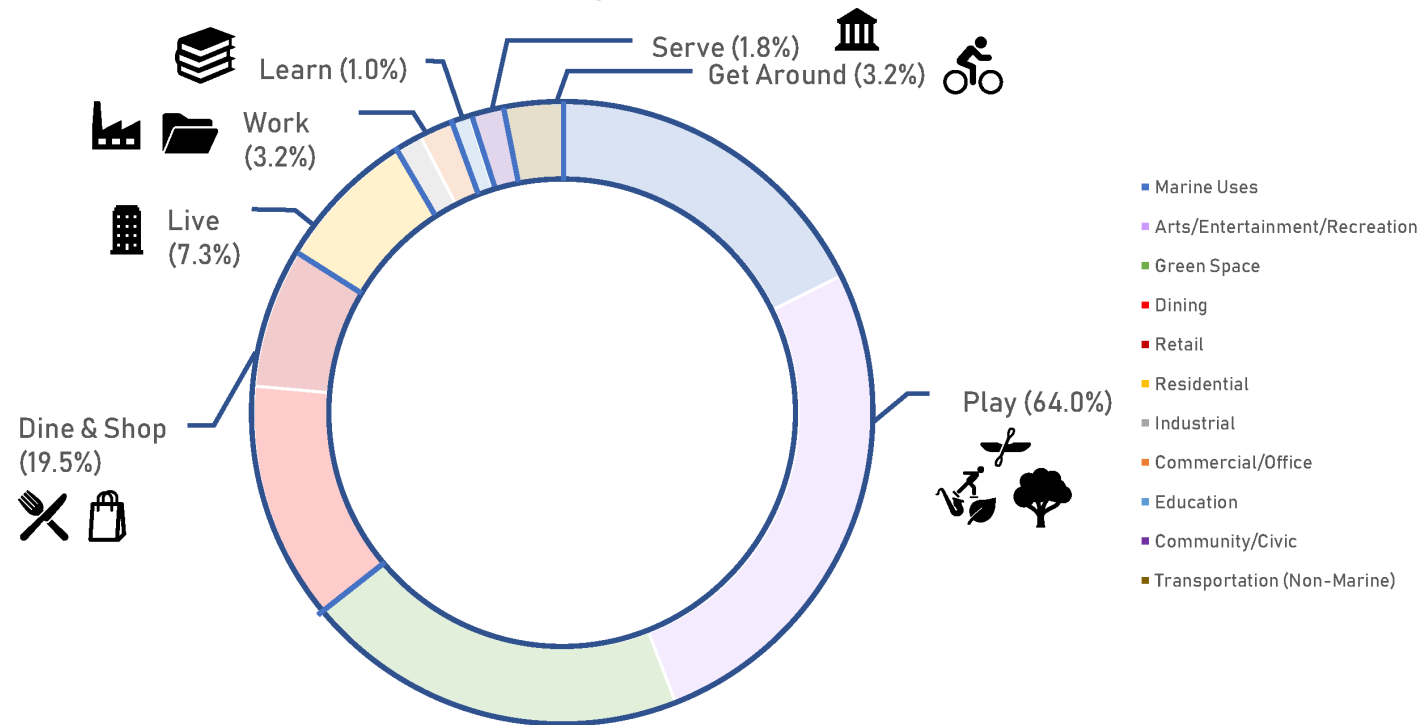
PRIVATE

OUTREACH WITH COMMUNITY LEADERS

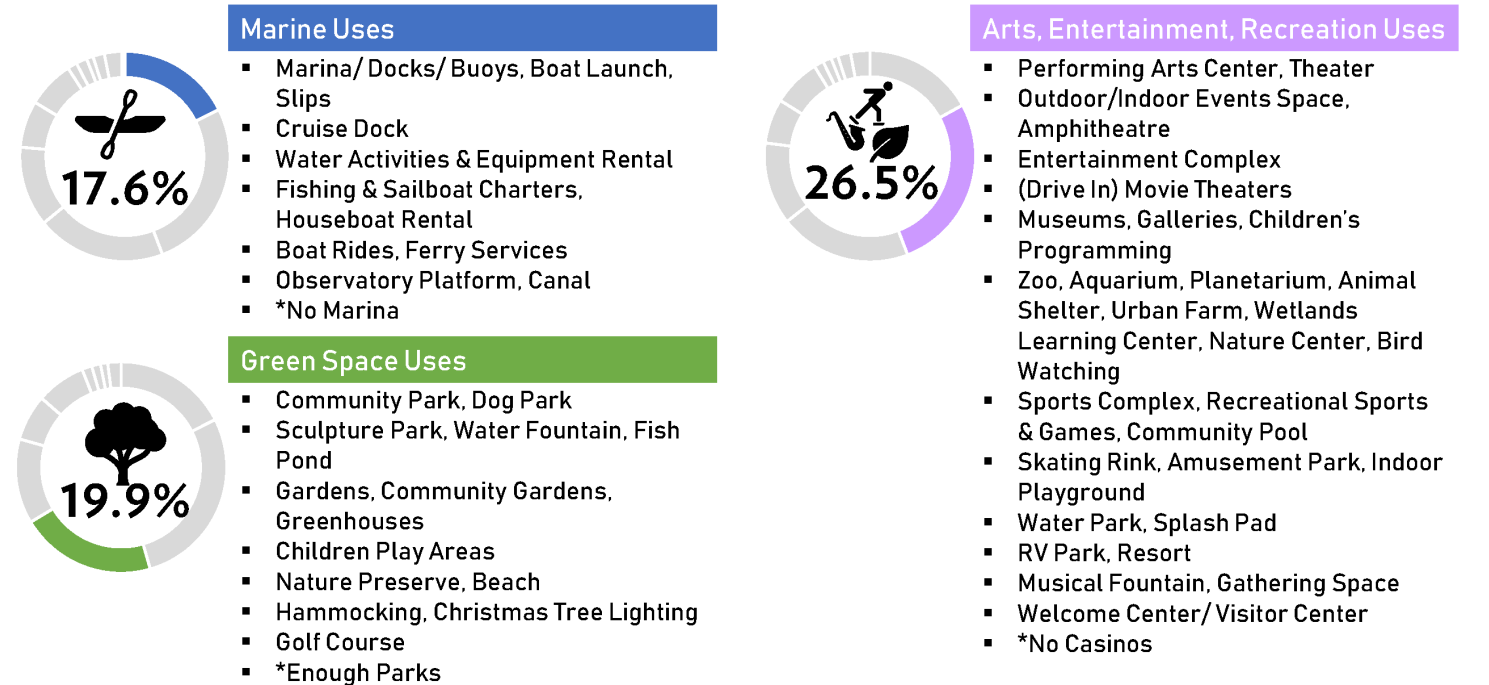
- Padnos Recycling & Scrap Management
- VerPlank Dock Co.
- Brewer’s City Dock Co.
- Riverview Group
- GDK Construction
- West Coast Chamber of Commerce
- Boar’s Head
- Marriott
- Holland/Zeeland Community Foundation
- Outdoor Discovery Center
- Hope College
- Bayside Capital
- Lumir Properties
- Pfizer Properties
- GMB Architecture + Engineering
- Jim Brooks
- Downtown Businesses
- Housing Next
- EDP Management
- Latin Americans United for Progress (LAUP)
- Lakeshore Ethnic Diversity Alliance (LEDA)
- Lakeshore Advantage
- West Coast Chamber of Commerce

DESIRED DESTINATIONS & ACTIVITIES

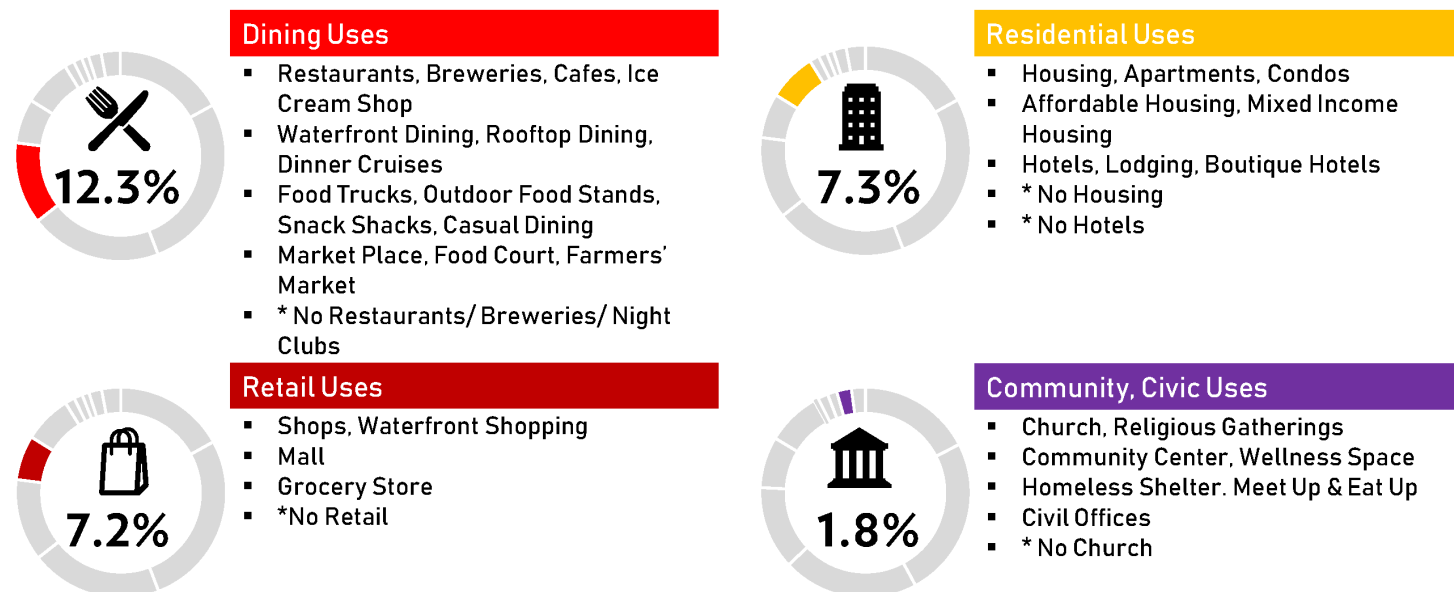
Waterfront/JDY as a Place to...



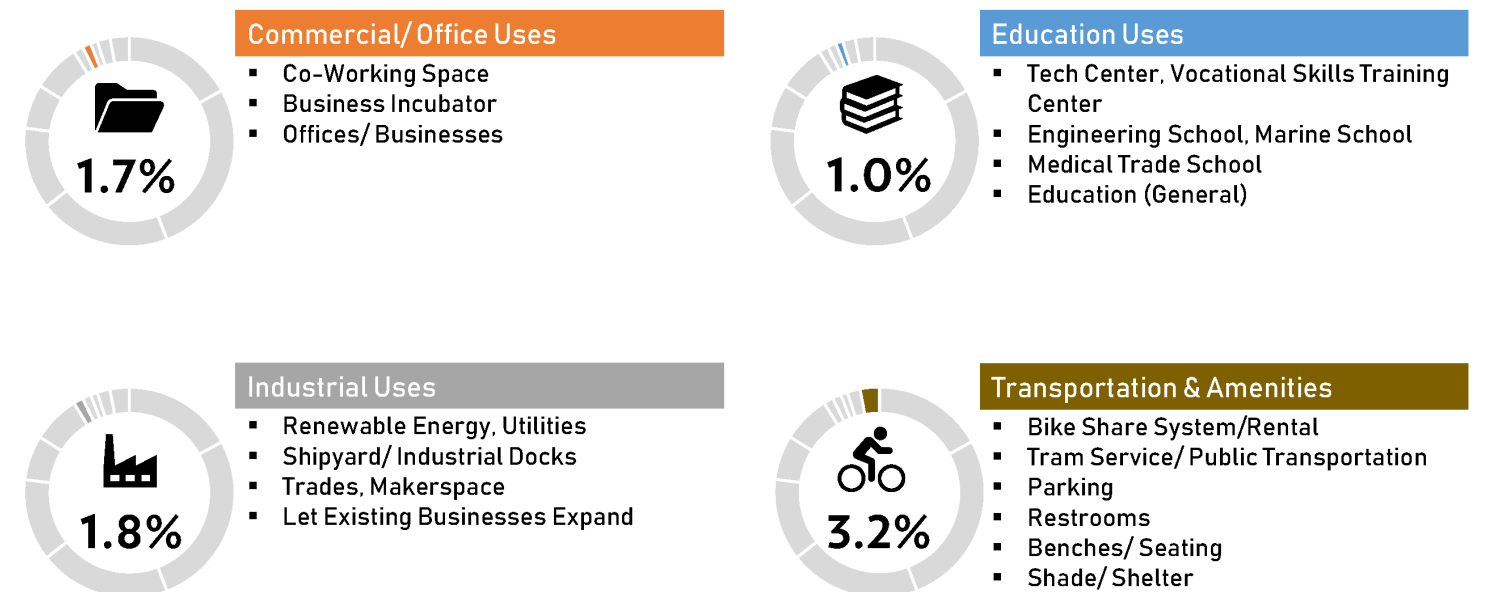
Desired Places to Play on the Waterfront/ JDY



Desired Places to Dine, Shop, Live & Serve on the Waterfront/ JDY



Desired Places to Work, Learn, and Get Around on the Waterfront/ JDY



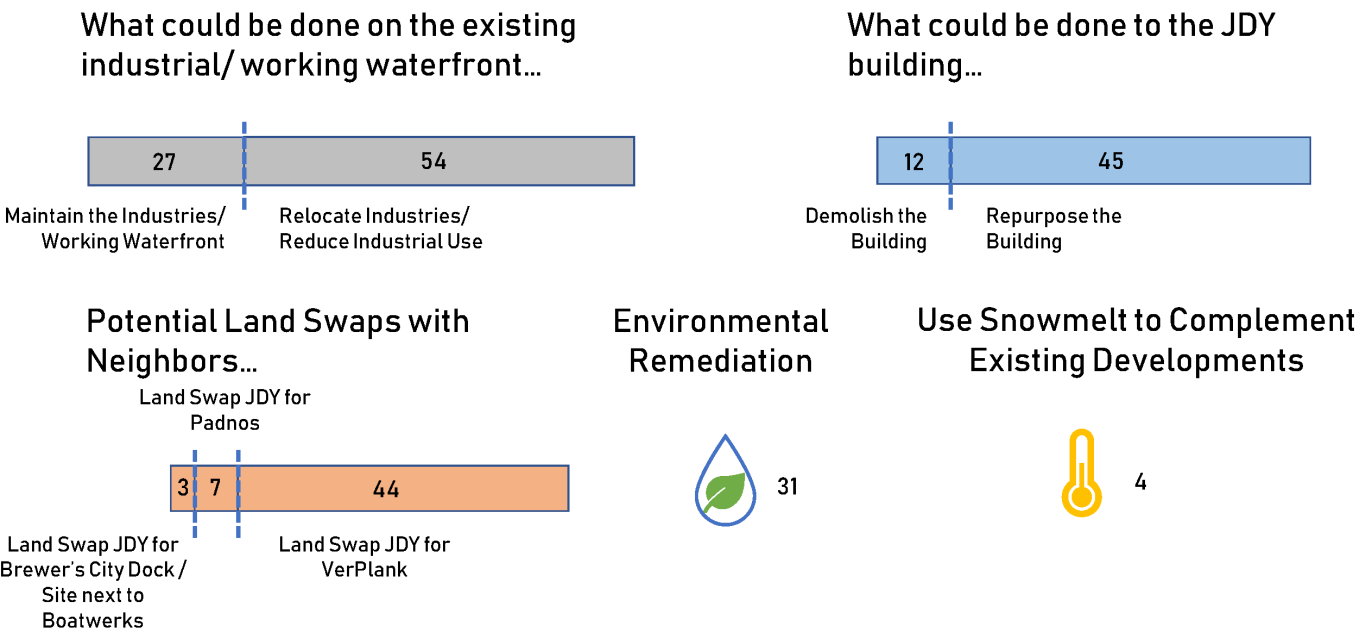
Community's Desired Destinations and Activities Along the Waterfront

DESIRED DESTINATIONS & ACTIVITIES | DESIRED CHARACTERISTICS

Desired Destinations and Activities on the Waterfront/ JDY (Top 20)

Destination/ Activity	No.	Destination/ Activity	No.
1 Community Park/ Picnic Area	117	11 Housing/ Apartments/ Condos	35
2 Marina/ Docks/ Buoys	104	12 Affordable Housing/ Mixed Income Housing	35
3 Restaurants (General)	89	13 Outdoor Children Play Areas	26
4 Shops (General)	83	14 Boat Launch/ Transient Boat Slips	24
5 Museums/ Art/ Nature Centers (All Types)	70	15 Co-Working Space/ Offices/ Business Incubators	23
6 Recreational Sports (Basketball, Raquetball, Soccer, Baseball, Climbing Walls, Skate Board Ramps, Cross Country Ski Trails, Ice Hockey Rink, Street Hockey etc.)	60	16 Parking	23
7 Green Space (General)	56	17 Ice Skating Rink	22
8 Indoor Performance/ Events/ Entertainment Space	52	18 Fishing Pier/ Fishing Charters	21
9 Water Activities (Kayaking, Paddleboarding, Canoe Rentals and Launch Sites)	51	19 Water Park (Indoor or Outdoor)	21
10 Outdoor Performance/ Events/ Entertainment Space	37	20 Hotels/ Lodging	21

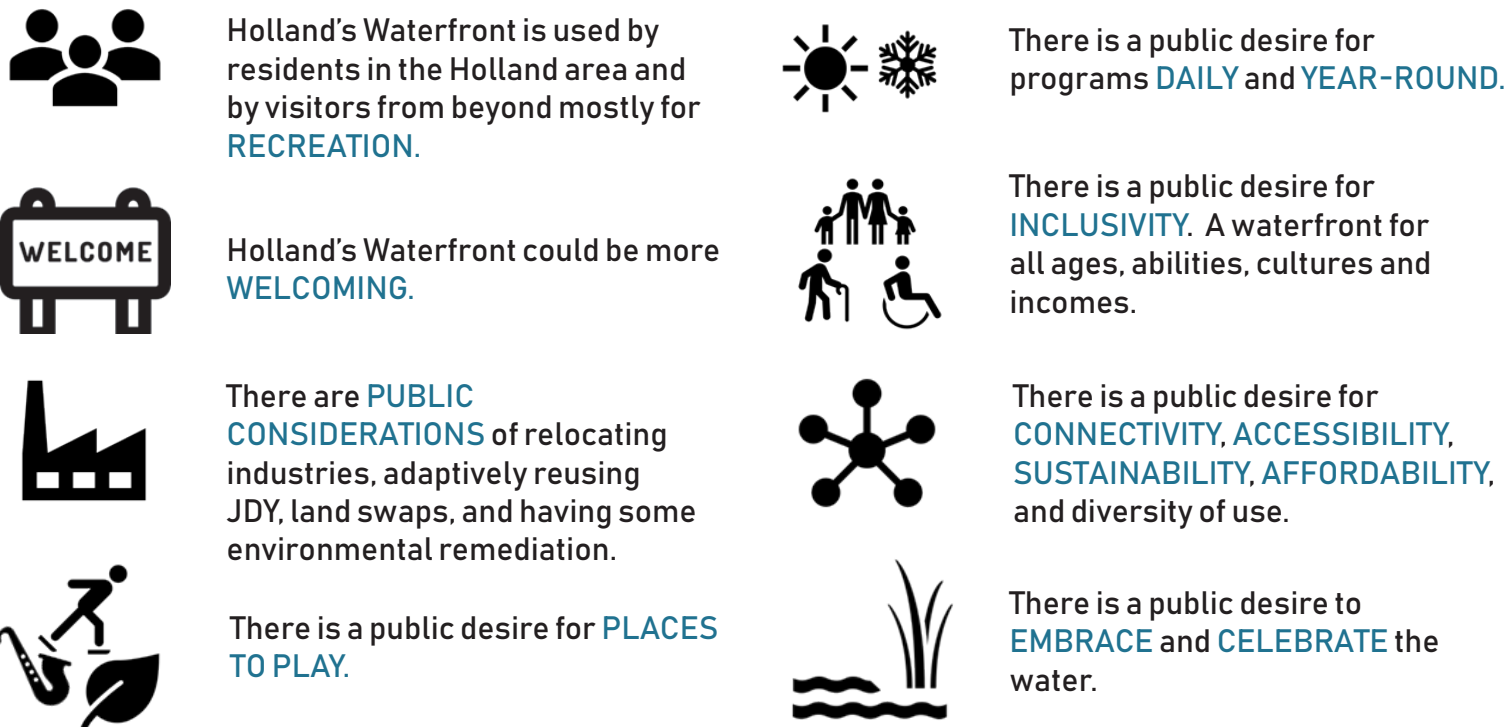
Desired Development Approaches (Emerged Organically from the Public)



Desired Characteristics or Qualities



Key Public Feedback Takeaways



EXAMPLES / INSPIRATION CITED BY THE COMMUNITY



Waterfronts, Parks, Adaptive Re-Use, and Destinations Examples Cited by Public in the Community Engagement Process

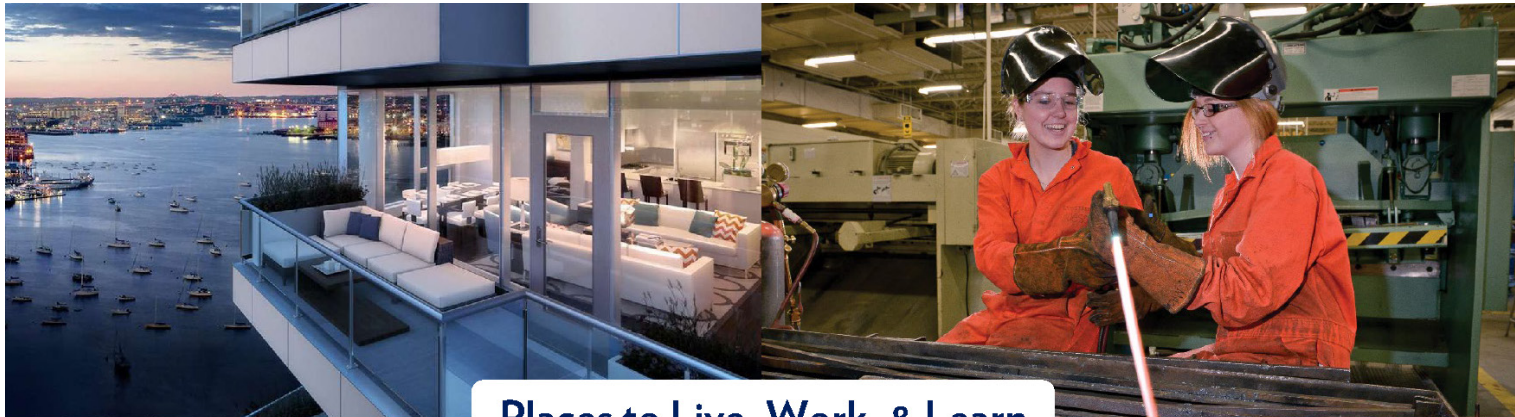
EXAMPLES / INSPIRATION CITED BY THE COMMUNITY



Places to Play



Places to Dine & Shop



Places to Live, Work, & Learn



Places to Serve & Get Around

Examples of Destination and Places to Dine / Shop, Live / Work / Learn, and Serve / Get Around Cited by Public in the Community Engagement Process

PARALLEL PRIVATE SECTOR ENGAGEMENT

The commitment to a **comprehensive process** also saw the City and BPW leadership engaging with community leaders in the private sector, including the Community Foundation of the Holland/Zeeland Area and Lakeshore Advantage. Over August and September of 2018, one-on-one meetings were held with these leaders to conduct semi-structured “interviews” using a common set of questions (see box below).

The purpose of this early engagement was to inform these stakeholders of the process and to understand their concerns, interests, and aspirations. This enabled the team to frame the public process in a manner that would be sensitive to all stakeholders, and to identify potential opportunities that could be explored as the process unfolded.

These community leaders later constituted an informal “private sector advisory group”, and were brought back into the process at multiple points to provide their feedback alongside the other subject area experts.

Key takeaways from these initial meetings are summarized in the diagram on the right.

QUESTIONS FOR MEETINGS WITH COMMUNITY LEADERS

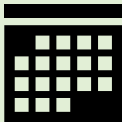
- When you think of the downtown waterfront of the future, what words come to mind to describe what you see?
- Are there any principles / concepts that come to mind which support the vision?
- What interests / concerns does your group have about the process?
- What void in the community or services could the redeveloped downtown waterfront help fill?
- What end uses in a redeveloped downtown waterfront give you concern?
- Do you know specific opportunities that should be explored through the process?
- For adjacent properties (to the James De Young Power Plant site): Do you see for your property’s integration with the De Young’s redevelopment, if any?
- How can we best keep connected with you as we move through the process?
- Additional comments?

Key Private Sector Feedback Takeaways



BUILDING FOR LOCAL

- Meeting the needs of the local community and doing it well will inspire others in the region to come to Holland.
- Consider the potential for year-round usage and the impacts of such a programming.



CREATING A “STICKINESS” FOR DOWNTOWN

- Extend the downtown experience into one that lasts more than a day.
- Create active, interesting experiences for a longer period and even year-round.



ENABLING SPATIAL ACTIVATION

- Consider ways to activate the waterfront spaces, e.g. James De Young Power Plant or Window-on-the-Waterfront, whether through interim uses and programming or infrastructure investments.



TELLING THE STORIES OF THE HARBOR USERS

- Create community awareness of the “Working Waterfront”
- Explain the value proposition of these harbor users, e.g. job creation, tax contributions, reduction in greenhouse gas emissions via shipping instead of trucking.



CREATING DISTRICTS THAT REFLECT A COHERENT WHOLE

- Shape the character and feel of the various districts between Kollen Park and Window-on-the-Waterfront.
- Consider how services in and connectivity to these districts can be enhanced in the future.

SETTING THE STAGE: ANALYSIS

SETTING THE STAGE

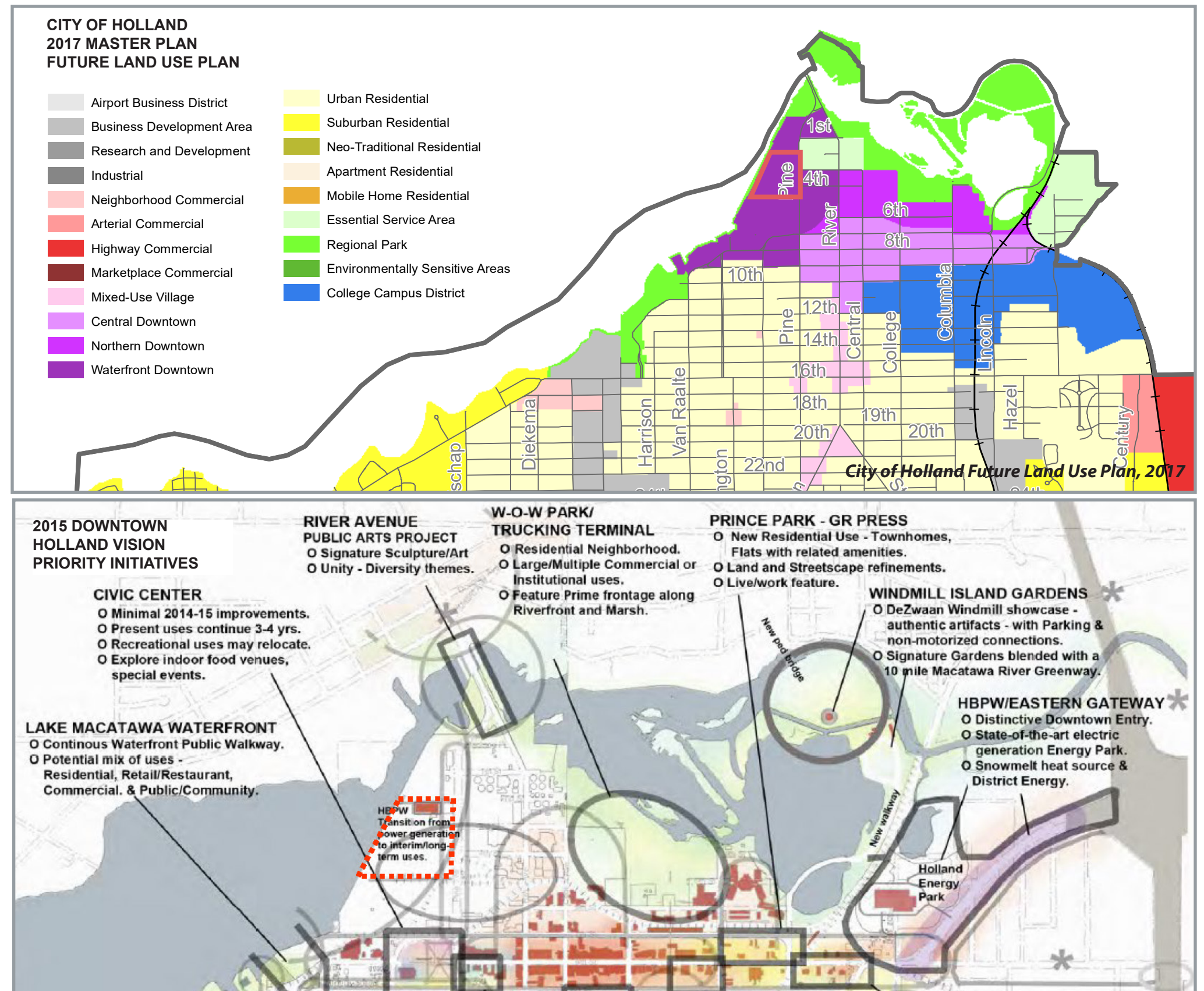
To set the stage for the charrettes, various resources and information were analyzed to form the basis of the design explorations. In addition to the community engagement findings and vision statement and guiding principles, the Planning Working Group also drew on:

- 2017 City of Holland Master Plan, 2015 “Extending the Vision” Strategic Plan for Downtown Holland, 2019 Parks & Recreation Master Plan, 2014 Holland Charter Township Comprehensive Plan;
- Subject area experts’ feedback at a two-day workshop;
- Tax incentives and market opportunities identified by third-party market analysts;
- Precedents / Examples of waterfront redevelopments, adaptive re-use, and tactical urbanism projects;
- Analytical maps of existing and historic conditions.
- Environmental conditions and the conditions at the James De Young Power Plant site.

These resources allowed the team to better understand the policy directions, market realities, environmental considerations, design best practices, the spatial relationships between the waterfront and greater downtown, and key opportunities for Holland’s waterfront.



Snapshots of the Stakeholder Workshop Feedback and Graphical Notes by the Design Team, March 2019



NEW FINDINGS FROM SUBJECT AREA EXPERTS

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 land swap, 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 for Holland’s Waterfront

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

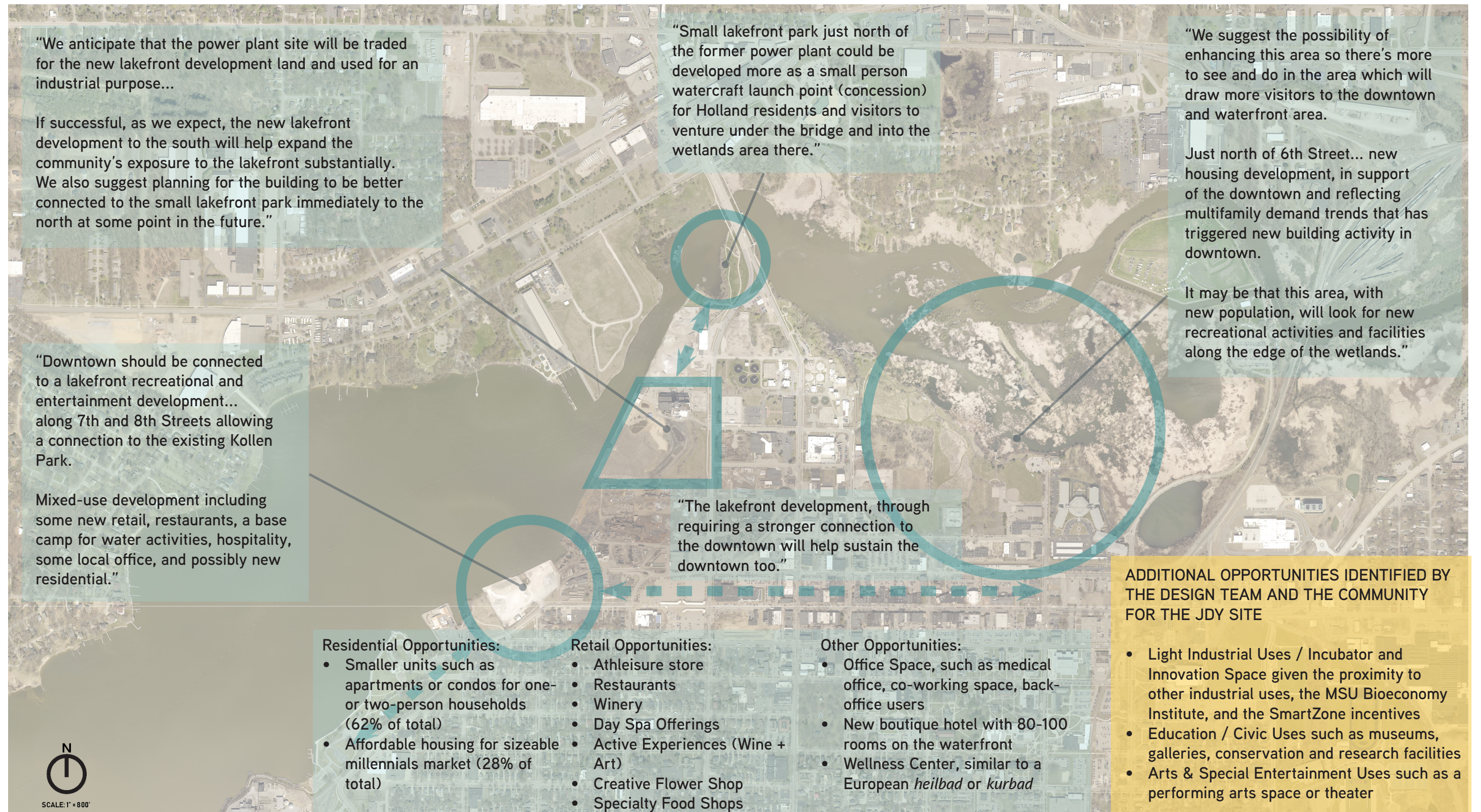
Build infrastructure that spurs **NEW DEVELOPMENT**

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

OPPORTUNITIES IDENTIFIED BY MARKET FEASIBILITY ADVISORS



VISION STATEMENT & GUIDING PRINCIPLES DEVELOPMENT

VISION STATEMENT & GUIDING PRINCIPLES DEVELOPMENT

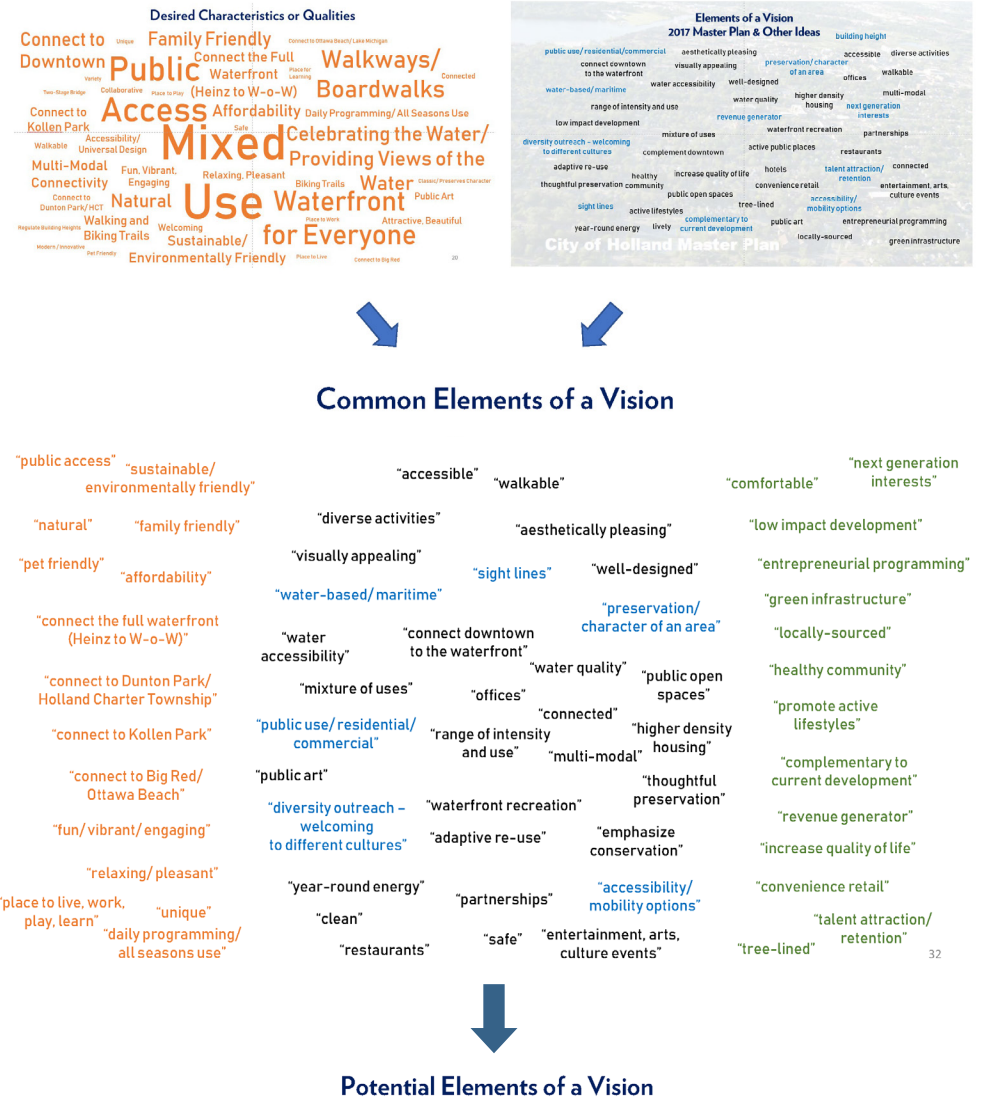
The comprehensive, inclusive, and transparent community engagement phase was fundamental in the development of a draft vision statement and set of guiding principles.

A key reference to put together these documents is the 1988/1990 Downtown Holland Vision Statement. This was written by Gordan Van Wylen and his generation of leaders and city stewards who stepped up to develop a vision to revitalize Holland’s downtown centered around Bill Johnson’s connectivity diagram (see “Framework Thinking” on pg 9). Since then, it has become a timeless description of the place and today, more than 30 years later, through patient capital and incremental development, it has become a reality.

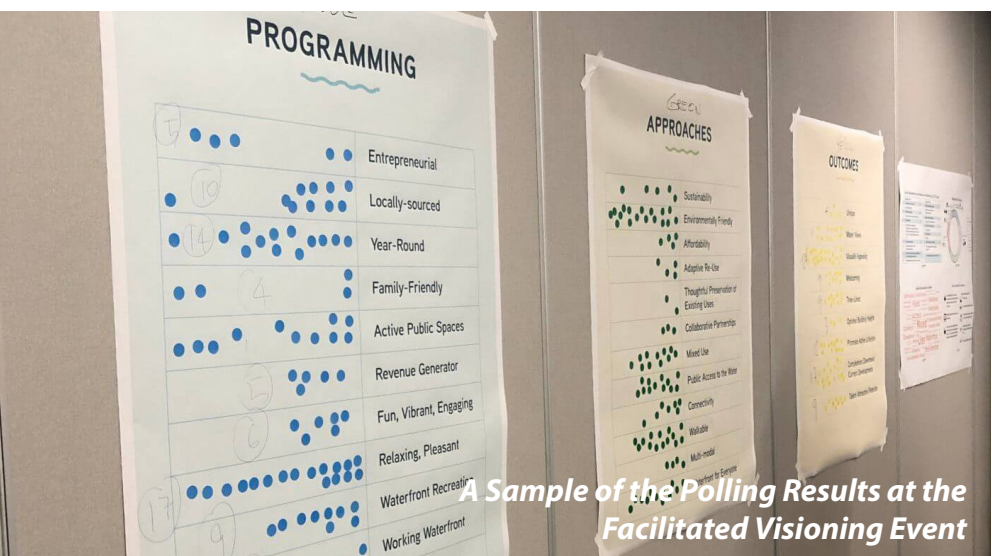
The statement is composed of key elements that are at once general and yet somewhat specific. To craft a draft vision statement for Waterfront Holland, the Planning Working Group identified potential elements of a vision from the community (public + private stakeholder) engagement, as well as others from the 2017 City of Holland Master Plan and input from the Advisory Task Force (see flow chart diagram on the right). Overlapping/Common elements of a vision were distilled and a final set of potential elements of a vision was prepared. These elements were sorted into descriptors for programming, approaches, and outcomes.

A dot-polling exercise was conducted during the Facilitated Visioning Event in December 2018 where the public voted on the top three elements in each category. The votes were tallied and the top ten elements that emerged from that exercise were then used by the participants to craft draft vision statements. These were later shared at the event and used as further reference by the Planning Working Group to put together a draft vision statement and a set of guiding principles. This foundational document continued to be refined with public and private feedback as the charrettes unfolded.

The refined vision statement and set of guiding principles is presented on the following page. Besides serving as a foundational document for the design charrettes / workshops, the vision statement and guiding principles are intended to provide an evaluative criteria for any potential projects proposed for Holland’s waterfront in the future.



Flow Chart Showing the Process to Derive the Potential Elements of a Vision to Poll the Community at the Facilitated Visioning Event



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.

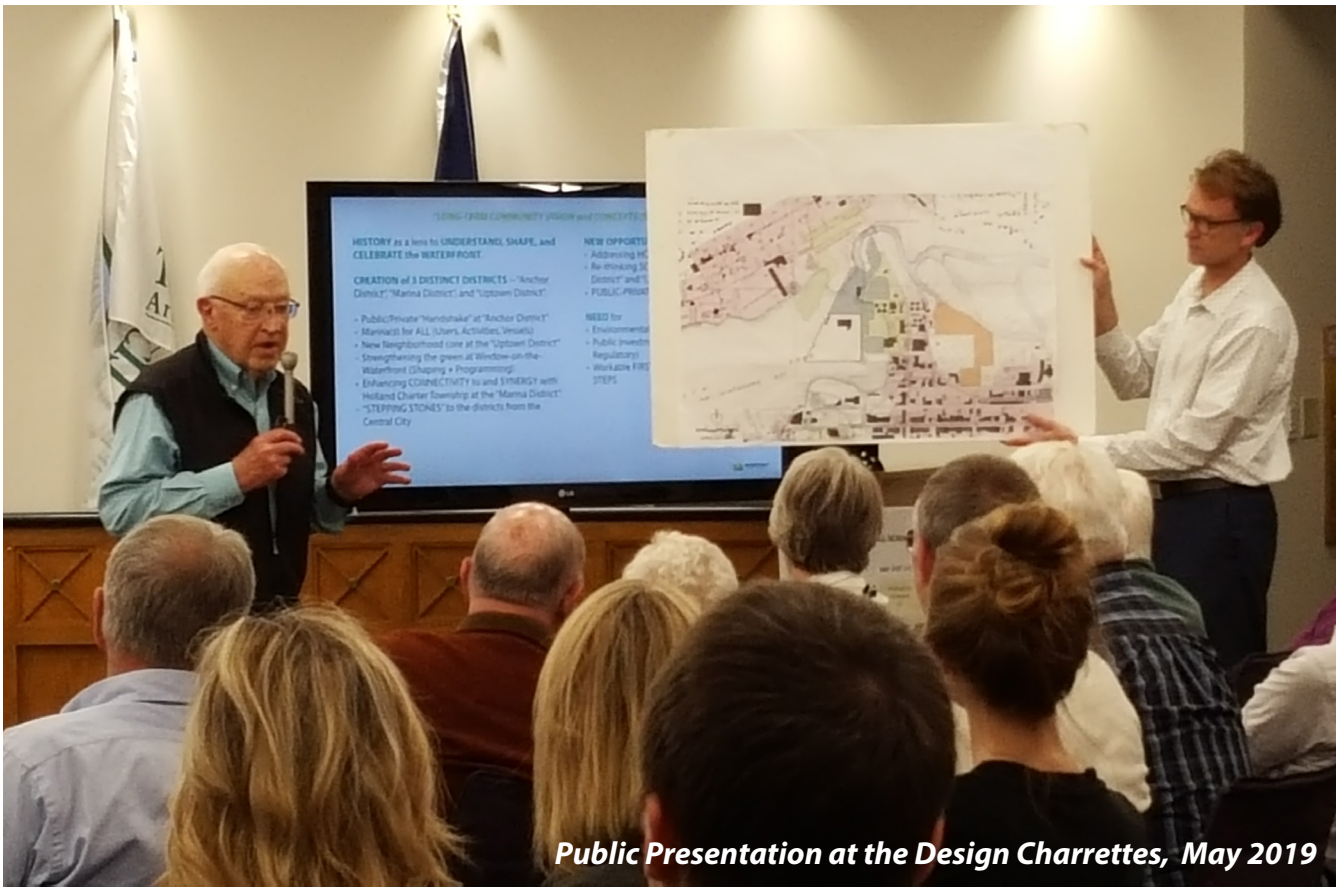
04 **CELEBRATE** the Water(front)

- 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.

DESIGN CHARRETTE: COMMUNITY BOAT TOURS & PARTICIPATION



Public Participation at the Design Charrettes, April 2019



Public Presentation at the Design Charrettes, May 2019



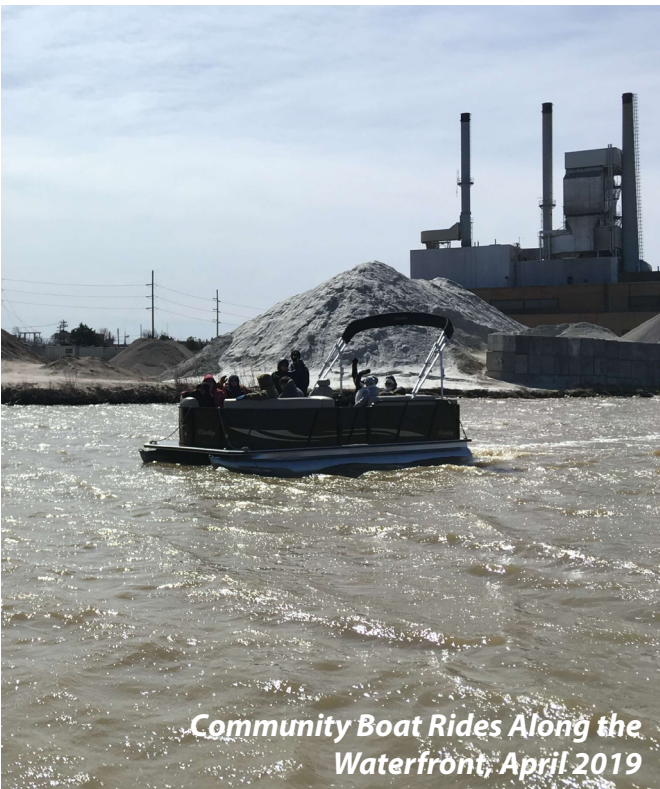
Public Presentation at the Design Charrettes, May 2019



Public Presentation at the Design Charrettes, May 2019



Ideas Generated at the Design Charrettes, April 2019



Community Boat Rides Along the Waterfront, April 2019

FOUR EXPLORATORY WATERFRONT CONCEPTS

DESIGN CHARRETTEES

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 Park, and how they relate to the greater downtown (see map below).

As mentioned in Chapter Two, the whole process is underscored by the 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 (see pg 25-28).

It should be noted that the **four exploratory concepts are not plans**. No single “plan” or concept has been solidified or chosen 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

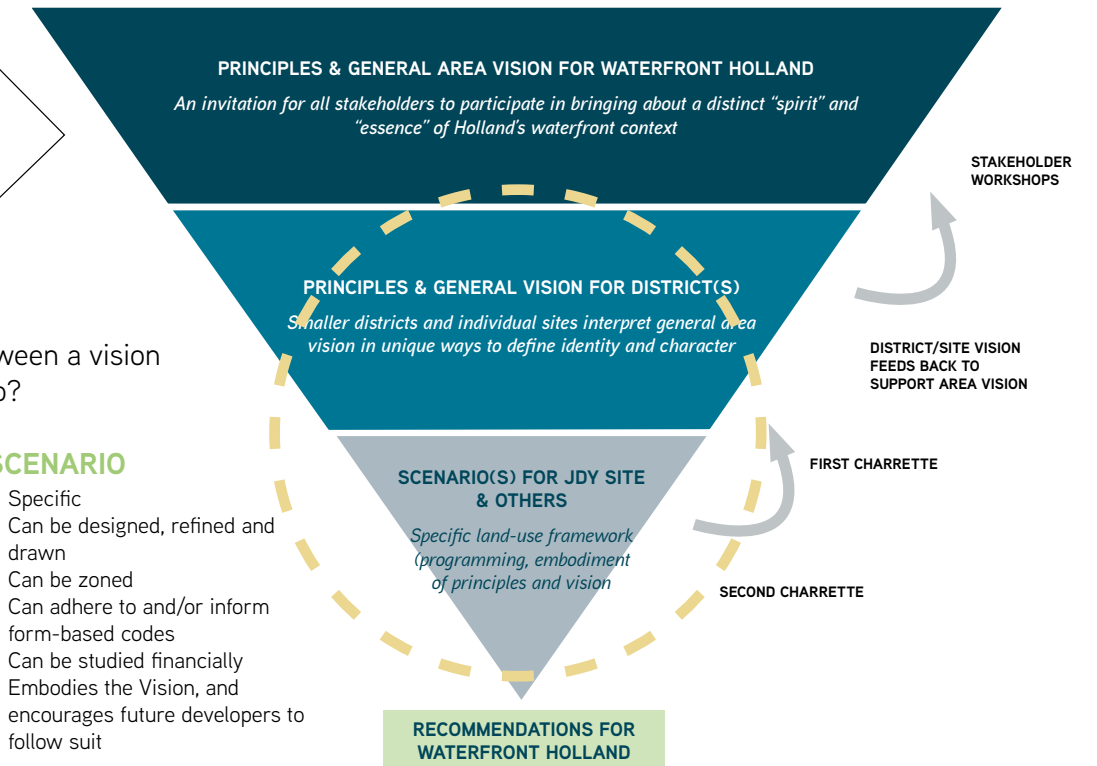
What’s the difference between a vision and a scenario?

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

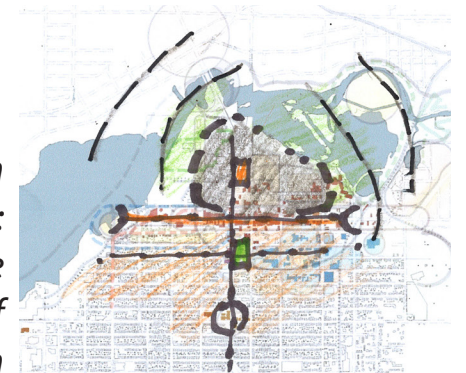


The Four Exploratory Concepts

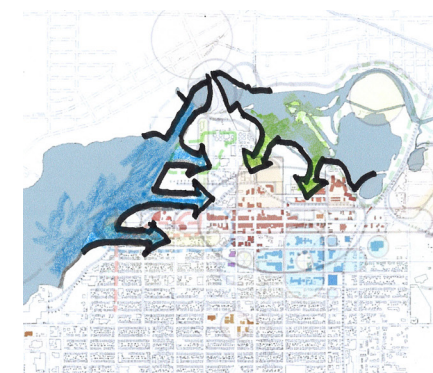
*The Working Waterfronts:
Celebrate the Economic and Environmental Waterfronts*



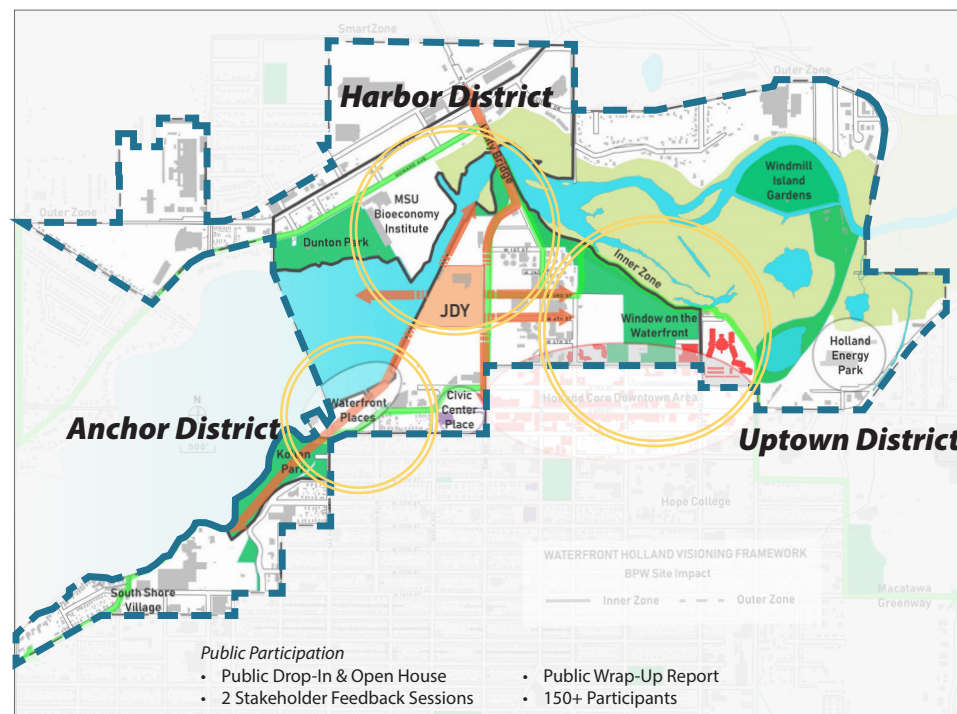
*Downtown North:
Shape the Character of North Downtown*



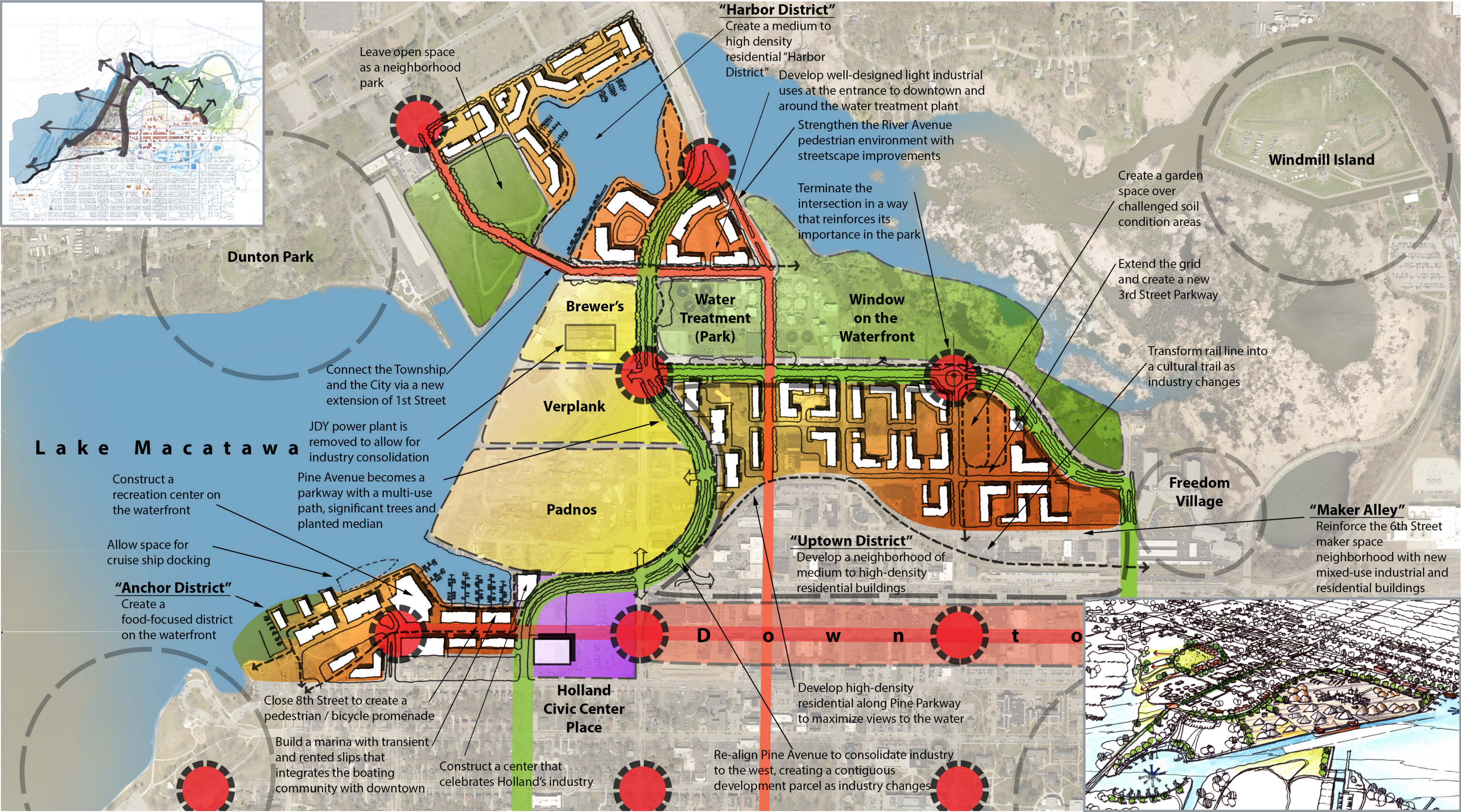
*Water Penetration:
Introduce Blue Fingers Into the Land*



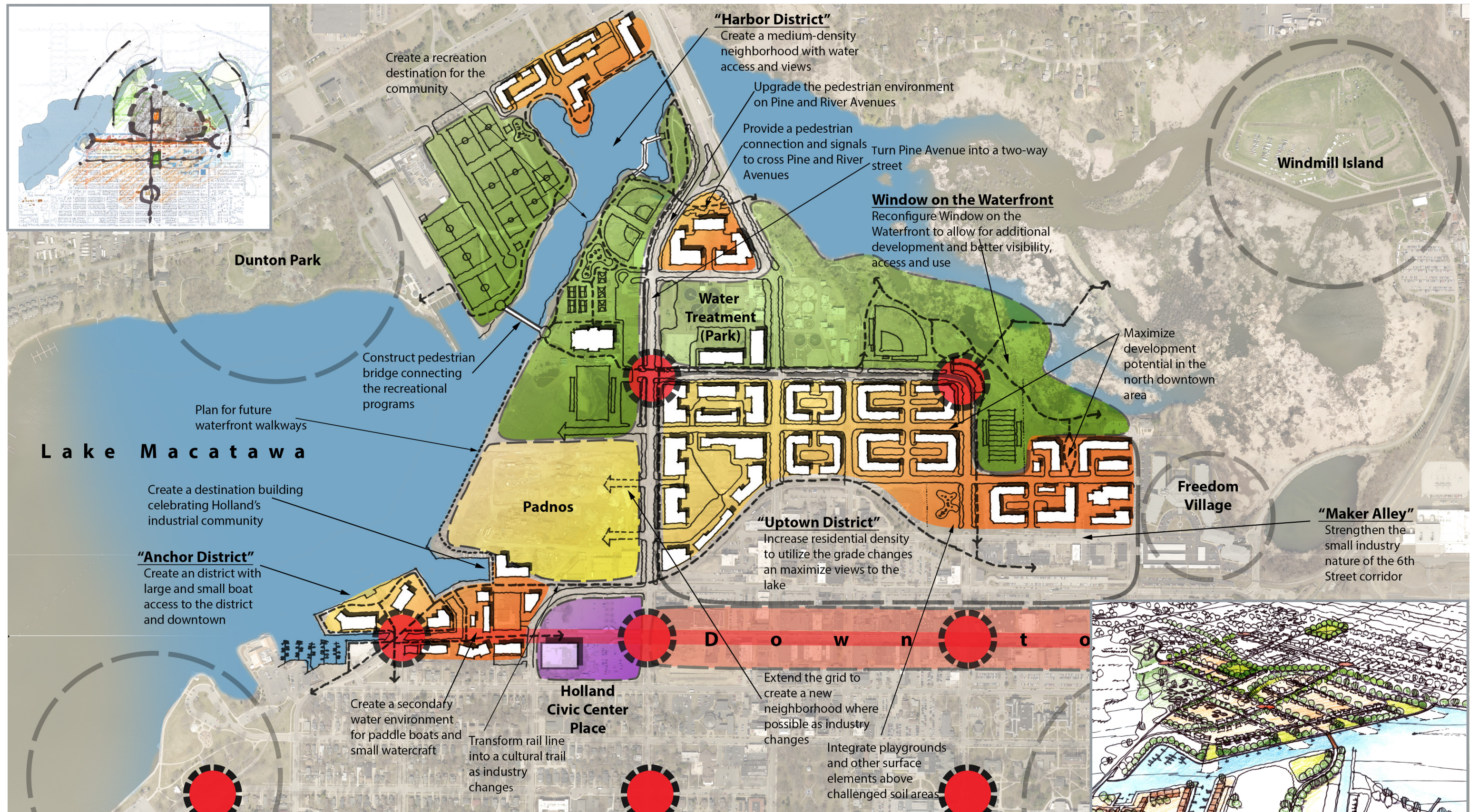
*The W-Edge:
Revitalize the Urban Wedge and Introduce the Water Wedge*



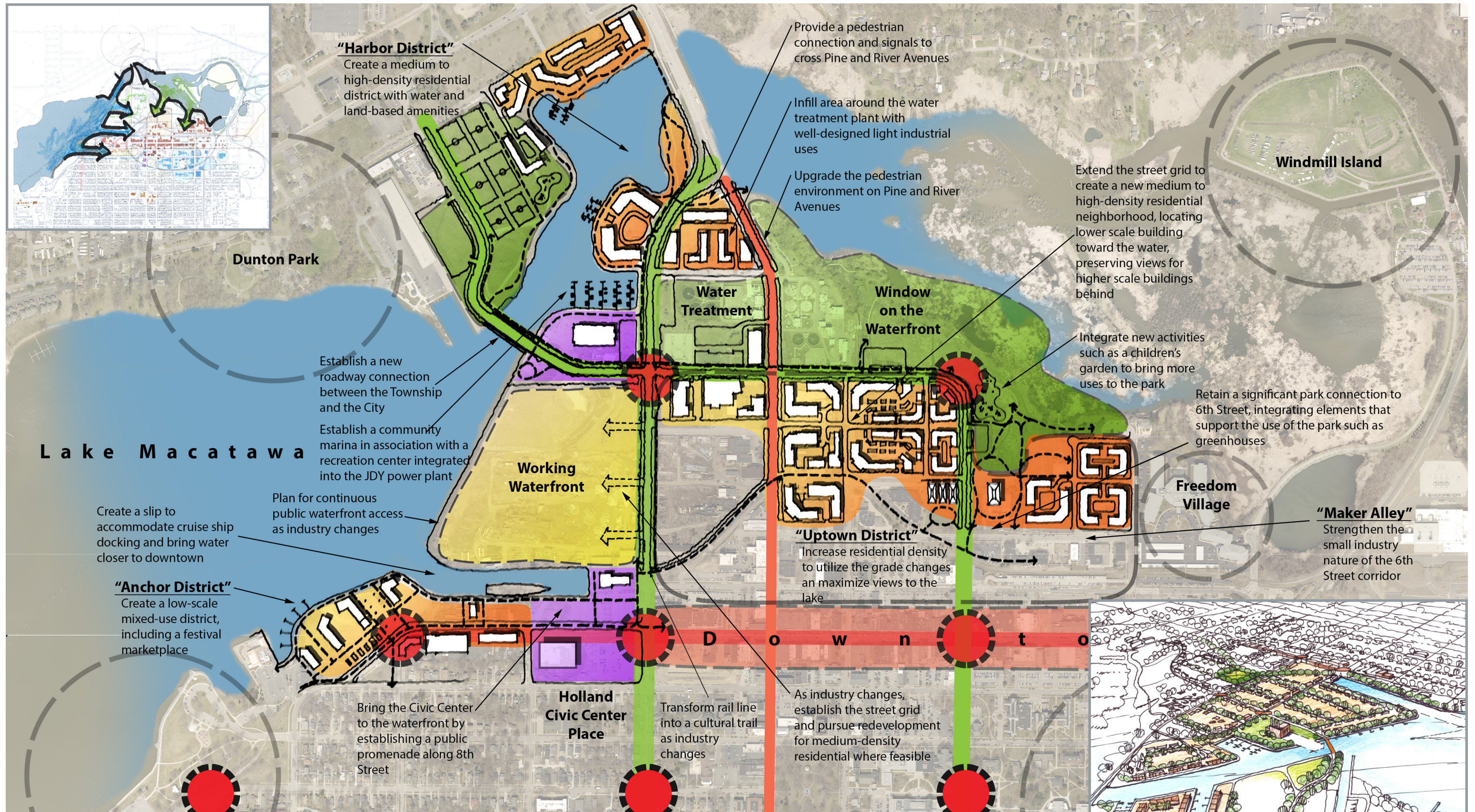
WORKING WATERFRONTS REFINED CONCEPT



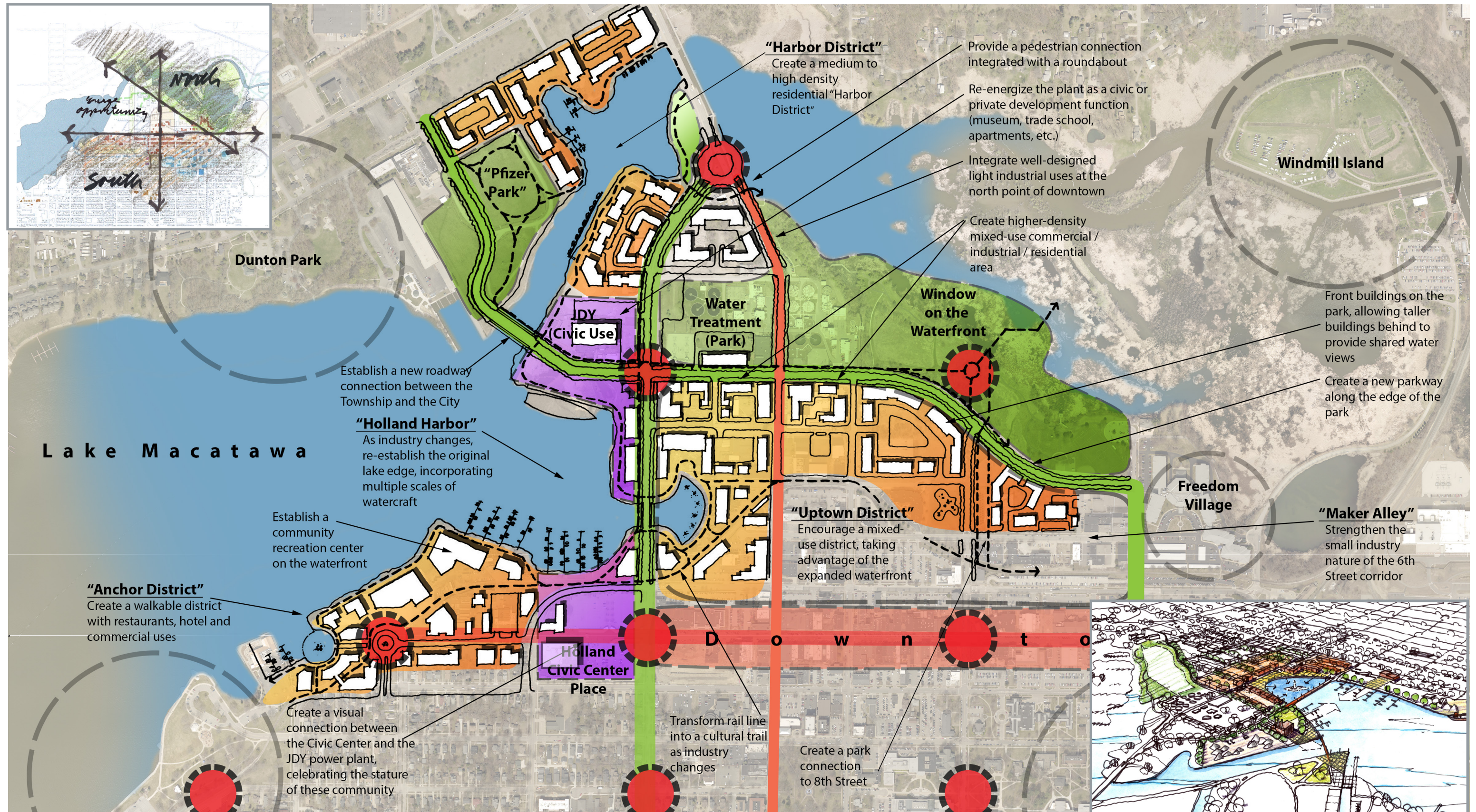
DOWNTOWN NORTH REFINED CONCEPT



WATER PENETRATION REFINED CONCEPT



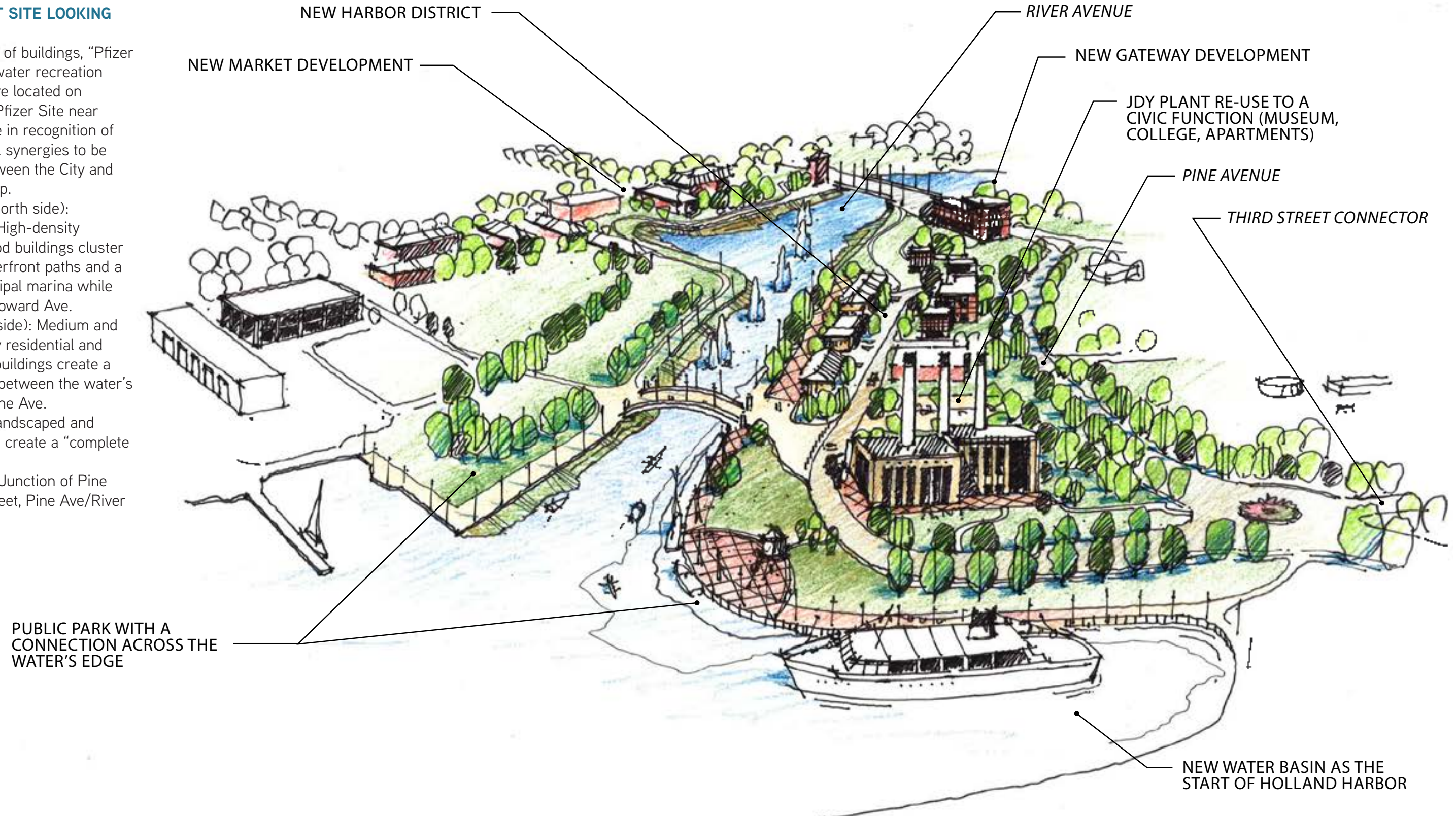
W-EDGE REFINED CONCEPT



W-EDGE PERSPECTIVE FOR THE “HARBOR DISTRICT”

VIEW OF THE JAMES DE YOUNG POWER PLANT SITE LOOKING NORTHEAST

- New cluster of buildings, “Pfizer Park”, and water recreation amenities are located on the former Pfizer Site near Unity Bridge in recognition of the potential synergies to be created between the City and the Township.
- Township (north side): Medium-to High-density neighborhood buildings cluster around waterfront paths and a small municipal marina while activating Howard Ave.
- City (south side): Medium and high-density residential and mixed-use buildings create a small block between the water’s edge and Pine Ave.
- Pine Ave: Landscaped and enhanced to create a “complete street”.
- Key Nodes: Junction of Pine Ave/3rd Street, Pine Ave/River Ave.



DOWNTOWN NORTH PERSPECTIVE FOR THE “HARBOR DISTRICT”

VIEW FROM RIVER AVE LOOKING WEST ALONG 3RD STREET

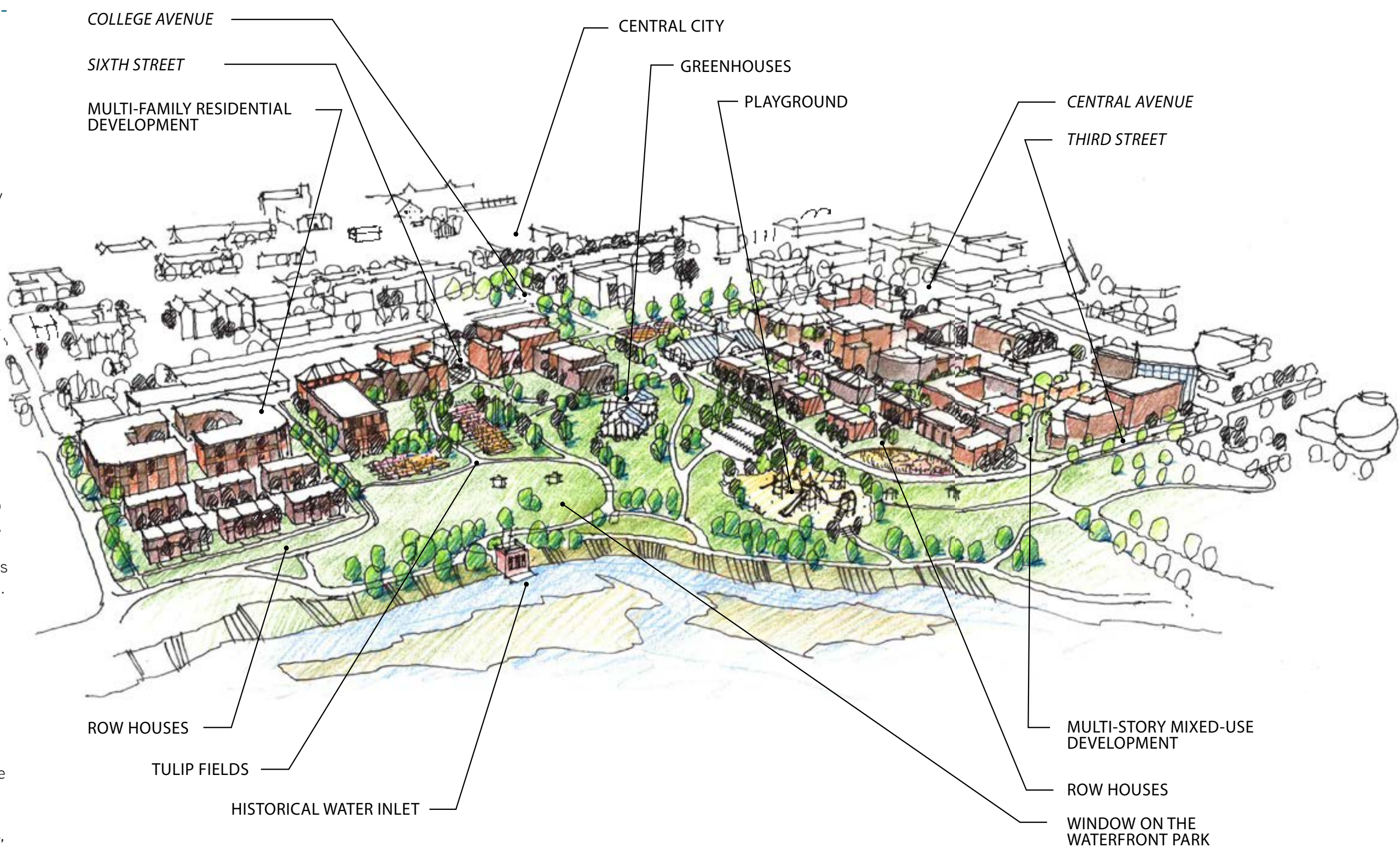
- Medium-density developments along River Ave focused on celebrating water views in multiple directions, as well as reinforcing the City’s northern gateway experience. The building heights leverage the increase in elevation in the one- to two-block distance from the water.
- James De Young Power Plant is repurposed into an indoor recreation space as part of a recreation destination for the community complete with outdoor playing fields, courts, and playgrounds.
- Pine Ave: Converted into a two-way thoroughfare.
- Key Nodes: Junction of Pine Ave/3rd Street. This intersection serves as a gateway to the public recreation area, while reinforcing the east-west connection to the Uptown District.



WATER PENETRATION PERSPECTIVE FOR THE “UPTOWN DISTRICT”

VIEW OF THE WINDOW-ON-THE-WATERFRONT PARK LOOKING SOUTHWEST

- Development potential is maximized to accommodate higher-density housing. Playgrounds and other landscaping and surface elements might be integrated into the urban fabric, especially in areas with challenging soil conditions.
- 6th Street: Artisanal “maker” identity defined by reclaimed lofts, warehouses, workshops and other industrial fabric.
- Window-on-the-Waterfront: Buildings of varying massing and footprint infill blocks of the district, suggesting that a variety of developers could partake in the build-out incrementally. The medium to high-density-residential or mixed use buildings respond to both the urban and park edges, with smaller-scale buildings near the Park to preserve views for taller buildings behind them.
- Key Node: Junction of College Ave/3rd Street. This node is identified as an important “hinge” reorienting circulation along College Ave to the west towards the JDY facility.
- College Ave: Enhanced to accommodate multi-modal traffic and to create a sequence of landscaped public space along the park edge, such as a children’s garden, greenhouses, and walking paths.



WORKING WATERFRONTS PERSPECTIVE FOR THE “UPTOWN DISTRICT”

VIEW OF THE WINDOW-ON-THE-WATERFRONT PARK LOOKING SOUTHWEST

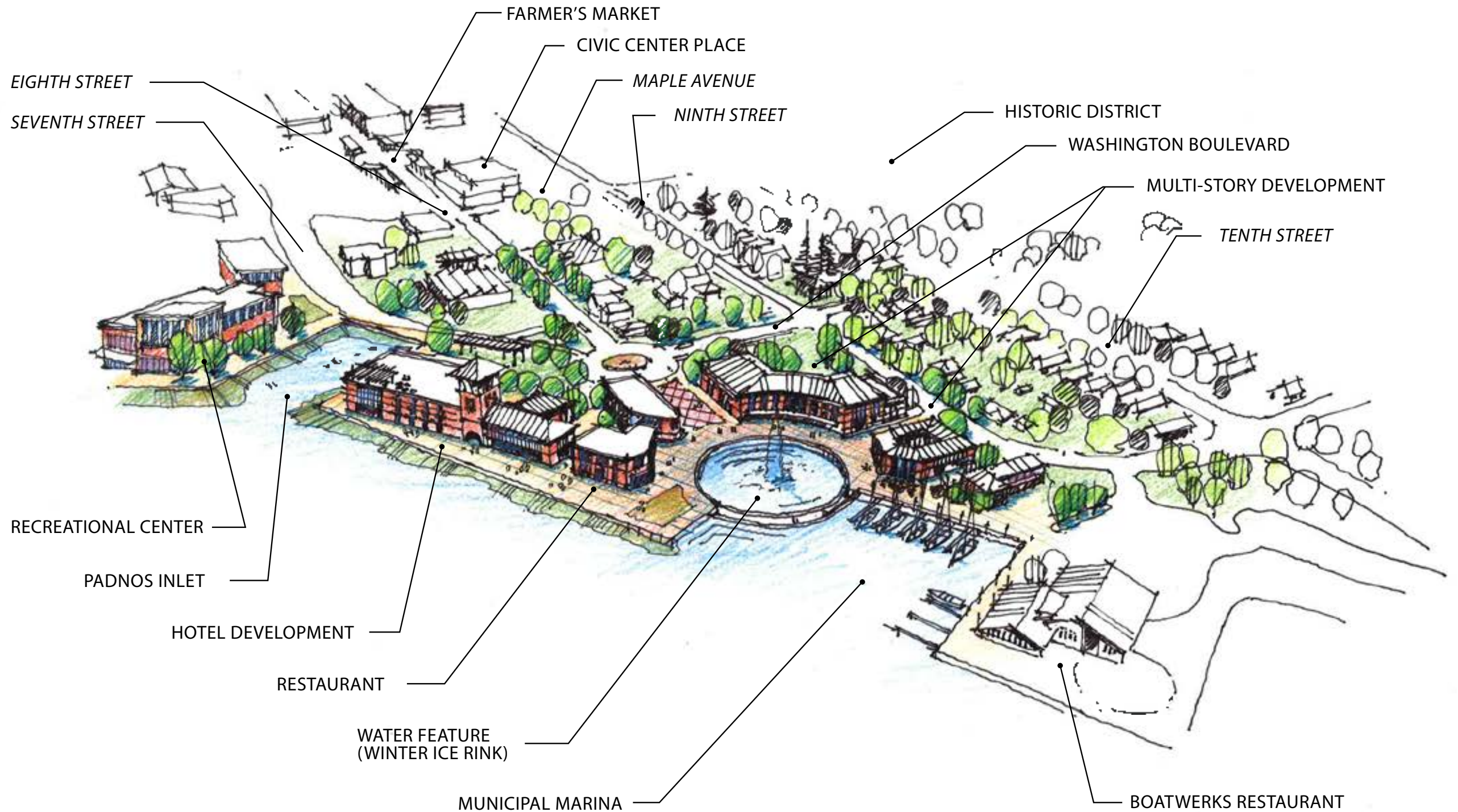
- New district of high-density residential buildings and public spaces infills the blocks between 7th St. and a new parkway, in keeping with community goals to address demand for new housing.
- New Parkway: Create a protective growth boundary. One side has the urban character of a thoroughfare, with sidewalks and buildings, while the other has the qualities of a road or parkway with naturalistic planting and rural details.
- 6th Street: Artisanal “maker” identity defined by reclaimed lofts, warehouses, workshops and other industrial fabric.
- Window-on-the-Waterfront: Naturalistic environs including the open spaces to the north of the parkway and the wetland settings constituting the ecological “working” waterfront with its filtration function. Nature-rich spaces, such as gardens and green spaces are used on contaminated sites among new housing blocks.
- Key Nodes: Junction of College Ave/3rd Street as a public space with civic and nature-rich character, providing further connection to the node at Pine Parkway/3rd Street.



W-EDGE PERSPECTIVE OF THE “ANCHOR DISTRICT”

VIEW OF VERPLANK SITE LOOKING SOUTHEAST

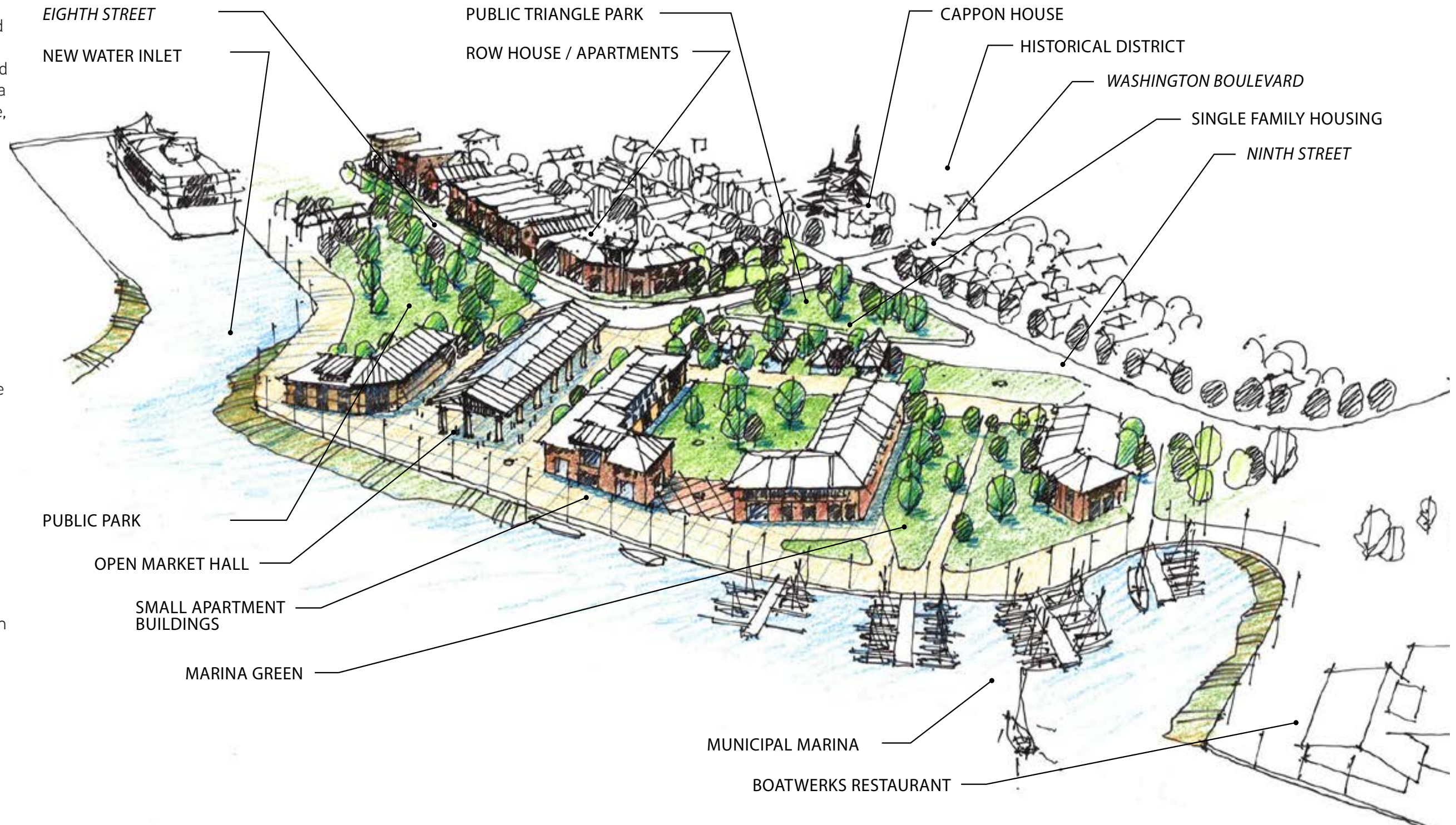
- A new cluster of buildings and carefully designed public space is developed at the western terminus of 8th Street, focused around a fountain at the water's edge and a traffic circle at the junction of 8th Street and Washington Ave. The development is anchored by new waterfront restaurants, a hotel, and commercial uses, as well as a new public recreation center and large municipal marina.
- The municipal marina brings together the boating community and marine heritage of Michigan with the Central City. Transient and seasonal slips accommodate a variety of users, and boat rental businesses might be encouraged to provide affordable access to watercraft.
- Key Nodes: Pine Ave/ 8th Street, and Washington Blvd/8th Street. These serve as “stepping stones” to the water, providing a sequence of diverse programming and character along Holland’s signature corridor.



WATER PENETRATION PERSPECTIVE OF THE “ANCHOR DISTRICT”

VIEW OF VERPLANK SITE LOOKING SOUTHEAST

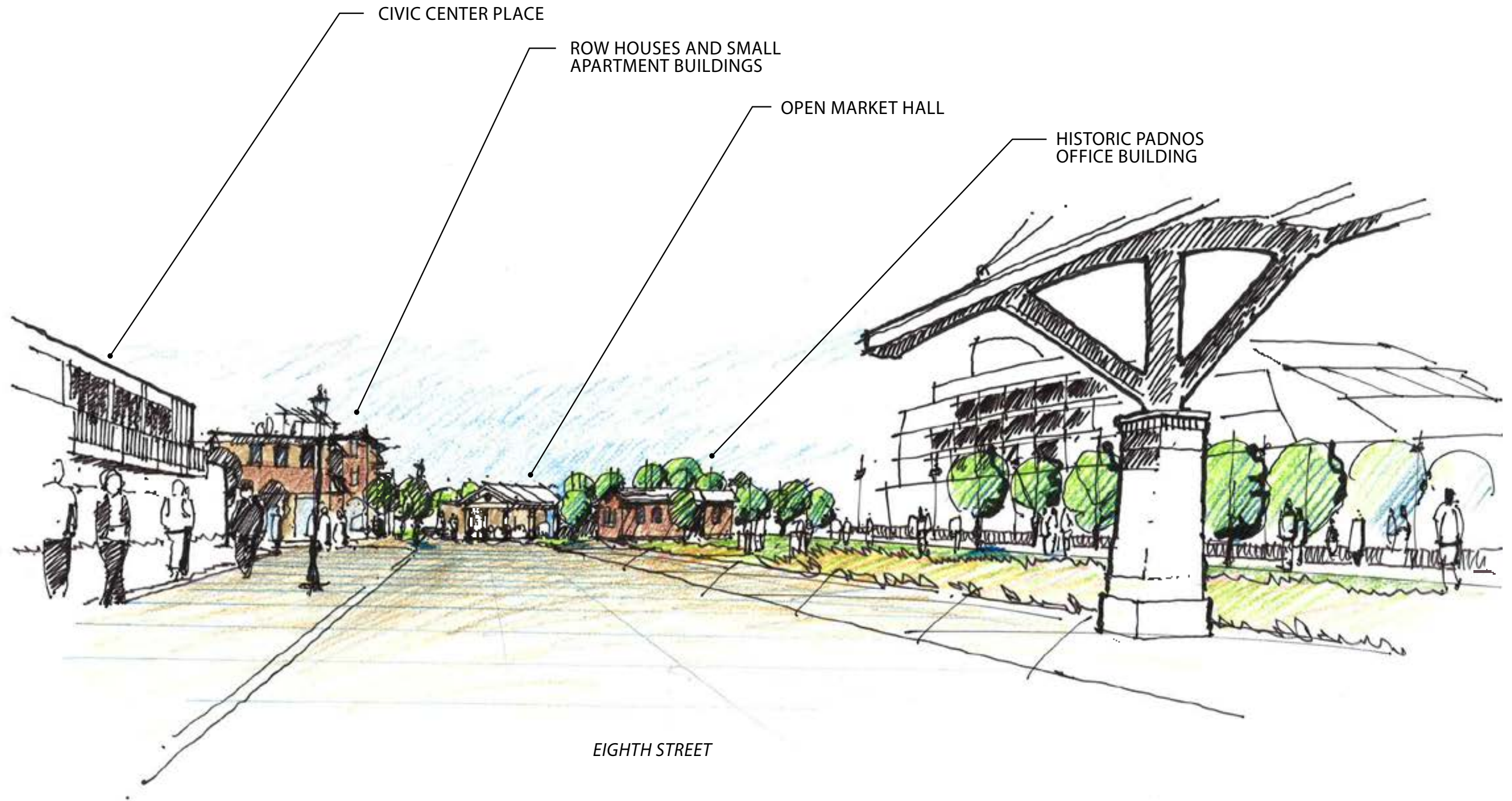
- A ‘light-touch’ approach is used in the redevelopment of the Verplank Dock and areas around it, recognizing the potential for a new district at the water’s edge, terminating 8th Street.
- A 600’-800’ water inlet is carved into the land approximately aligned with 7th Street. This inlet is designed to accommodate passenger ships and large vessels visiting the City, but also serves as a buffer between the pedestrian environment along 8th Street and the working waterfront to the north.
- Smaller-scale buildings mediate the larger-scale buildings fronting the water and the intimate character of the Historic District neighborhood to the south.
- Dock Street is retained as a public right-of-way but is now covered by a transparent and open market pavilion offering glimpses of the water beyond while still encouraging definition of urban space as a building.
- Key Nodes: Junction of Pine Ave / 8th Street and Washington Blvd./8th Street. These key nodes serve as “Stepping Stones”, which reinforce a sequence of unique urban experiences along 8th St., ensuring diversity of programming and character along Holland’s signature corridor.



WATER PENETRATION PERSPECTIVE OF THE “ANCHOR DISTRICT”

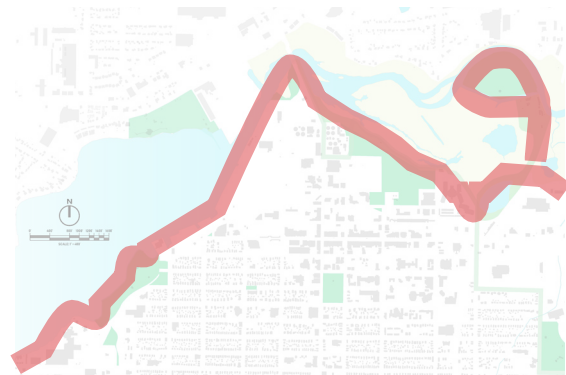
VIEW OF VERPLANK SITE LOOKING WEST ALONG 8TH STREET

- Additional perspective showing the water inlet for large vessels and how the row houses and smaller apartment buildings mediate the transition from the Civic Center to the water.
- Buildings celebrating the industrial heritage of the working waterfront, e.g. the Western Michigan Furniture Company Building (currently owned by Padnos) are given special emphasis, where appropriate.
- A transparent and open market pavilion serves as the visual terminus for 8th Street.

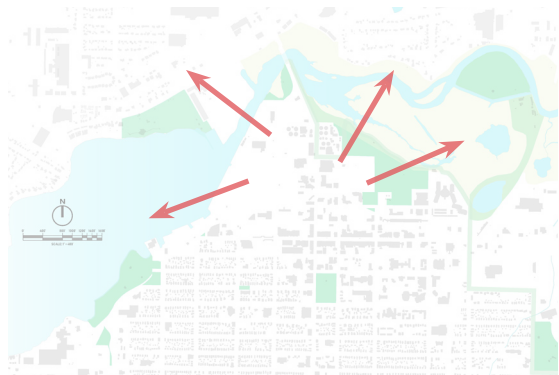


PRELIMINARY WATERFRONT URBAN DESIGN CONSIDERATIONS

WATERFRONT DEFINITION



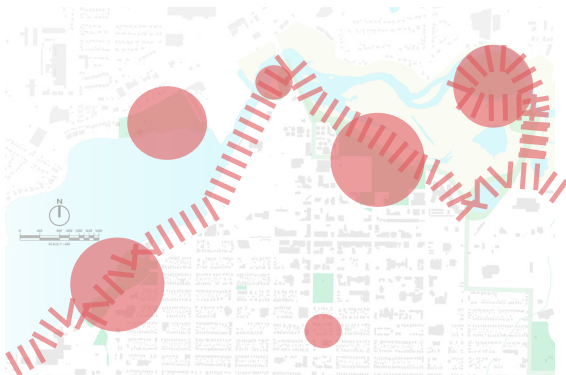
PRESERVING VIEWS



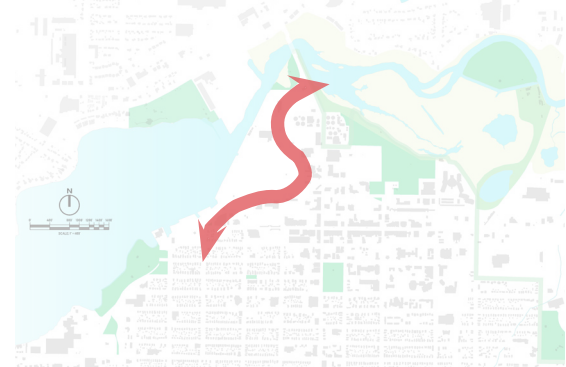
TOPOGRAPHY



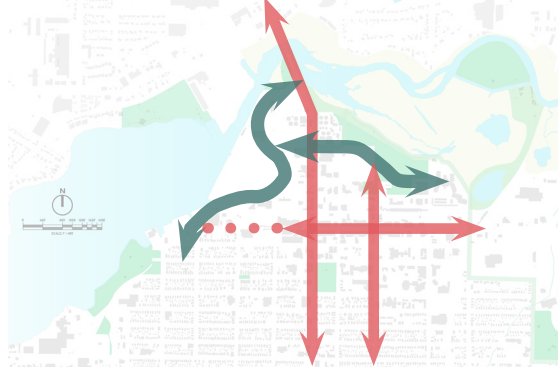
CONTINUOUS PUBLIC ACCESS/ PUBLIC SPACES



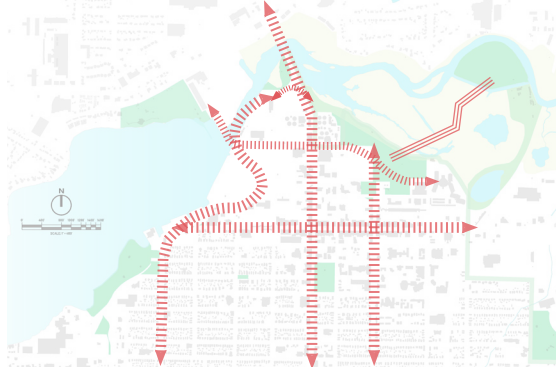
HISTORIC SHORELINE AS A FORM GENERATOR



STREET TYPES



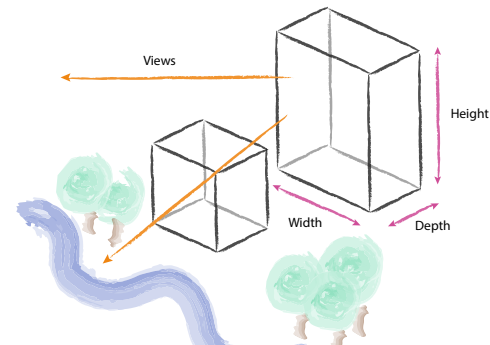
CONNECTIVITY



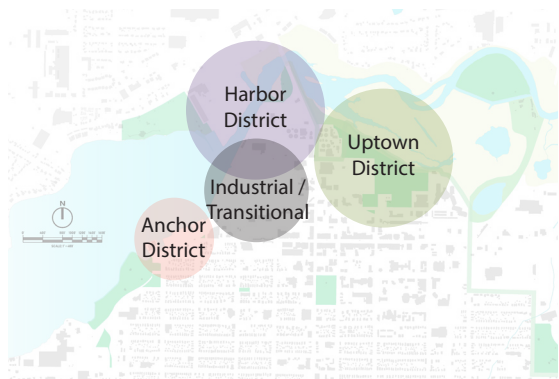
BLUE + GREEN / OPEN SPACE SYSTEMS



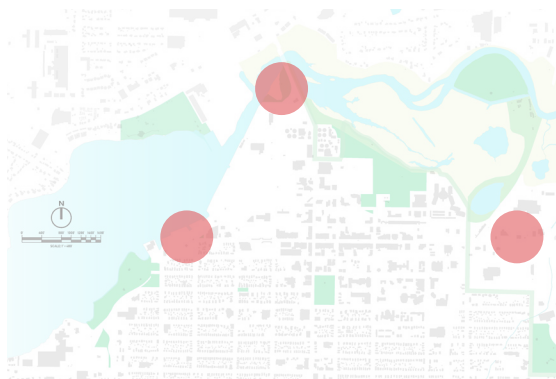
SCALE / DENSITY BUILDING DIMENSIONS



DISTINCT DISTRICTS / MIXED USES



GATEWAYS

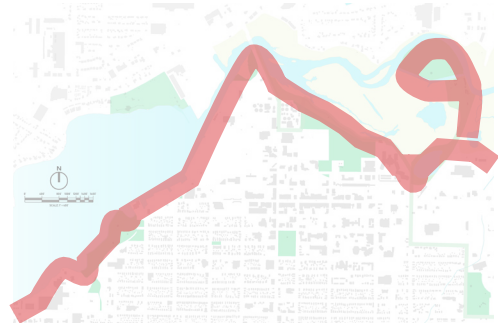


SKYLINE



WATERFRONT HOLLAND OVERARCHING TAKEAWAYS

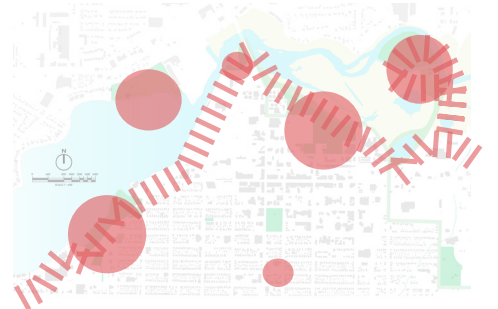
WATERFRONT DEFINITION



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.

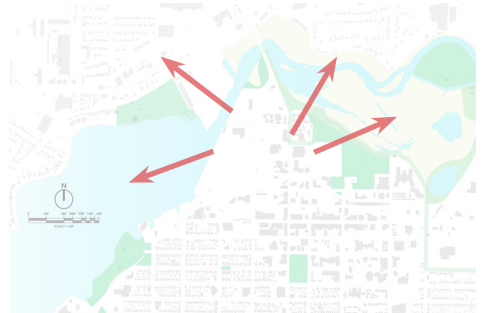
CONTINUOUS PUBLIC ACCESS/ PUBLIC SPACES



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

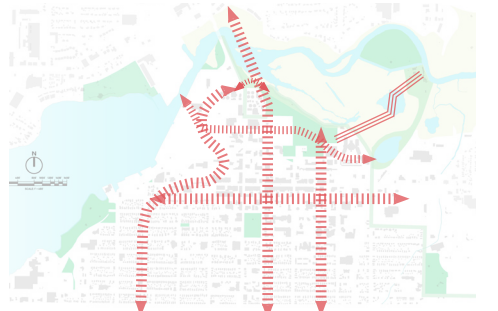
- There is **continuous public access** along the water,

PRESERVING VIEWS



- Water views abound, and

CONNECTIVITY



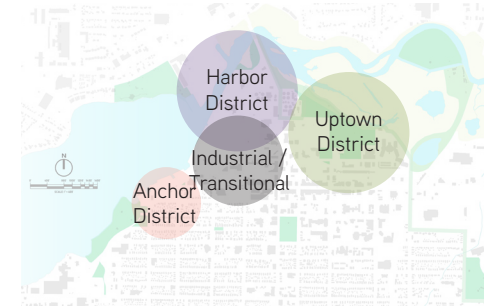
- There is **connectivity** to downtown and neighborhoods beyond.

TOPOGRAPHY



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

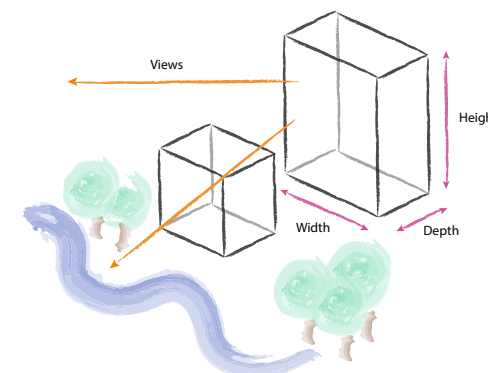
DISTINCT DISTRICTS / MIXED USES



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)”

RECOMMENDATIONS FOR NEXT STEPS

RECOMMENDATIONS FOR NEXT STEPS

The Waterfront Holland visioning process set out to develop a vision for the future of Holland's broader waterfront, including potential scenarios for the James De Young Power Plant site. Through continual community engagement and in-depth analysis of the various parameters shaping the possibilities for the waterfront, the process has yielded

- a vision statement and guiding principles articulating the community's collective, long-term aspirations for the future of Holland's waterfront,
- four exploratory concepts for the broader waterfront that are not mutually exclusive and offer a range of development directions for the community to realize its aspirations,
- and potential scenarios centered on three key waterfront sites -- James De Young Power Plant, Window-on-the-Waterfront, and the VerPlank Dock Co. property.

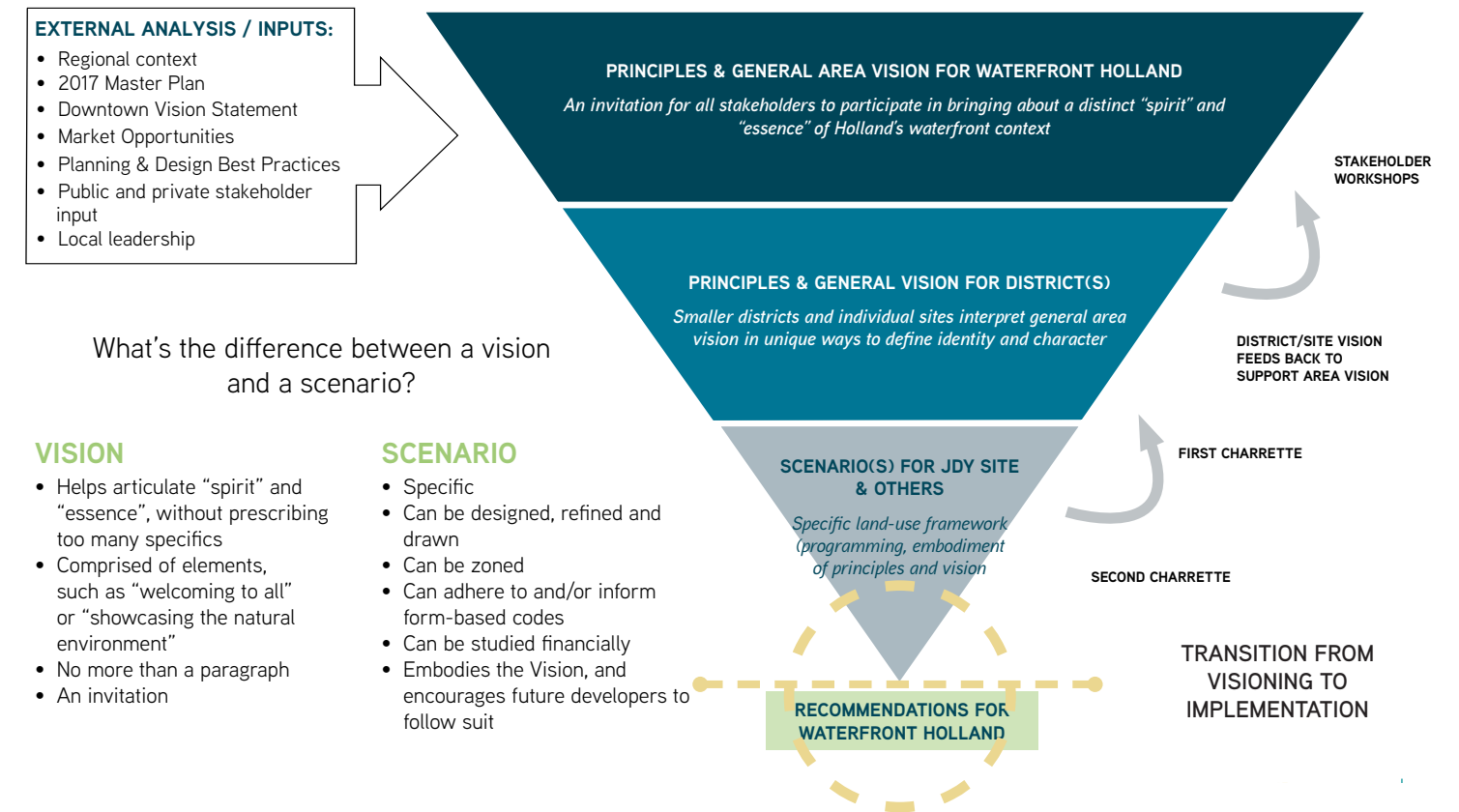
The process has also yielded a set of framework understandings common to all concepts that would help to inform the next steps. The framework understandings include

- a preliminary estimate of basic moves with related options,
- potential revisions to the Downtown Holland vision framework,
- a market summary (see opportunities identified by Market Feasibility Advisors on Pg 20),
- a set of overarching takeaways pertaining to the broader waterfront (see Pg 37)
- a preliminary set of urban design considerations (see Pg 38),
- an accompanying list of potential public sector starting points / capital investments that would provide some guidance for private sector investment (see Technical Report),
- a list of recommendations to be pursued for the James De Young Power Plant site (see Technical Report).

STRATEGIC PRIORITIES

To carry forward this vision and to realize our community's aspirations will subsequently fall under the direction of City staff and leadership, including the City Council, the BPW, and the Planning Commission. In light of the framework understandings, the Planning Working Group has identified the following strategic priorities as important next steps.

- Work with City Council to adopt the Waterfront Holland vision statement and guiding principles
- Work with Padnos, VerPlank, and 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.



VISION

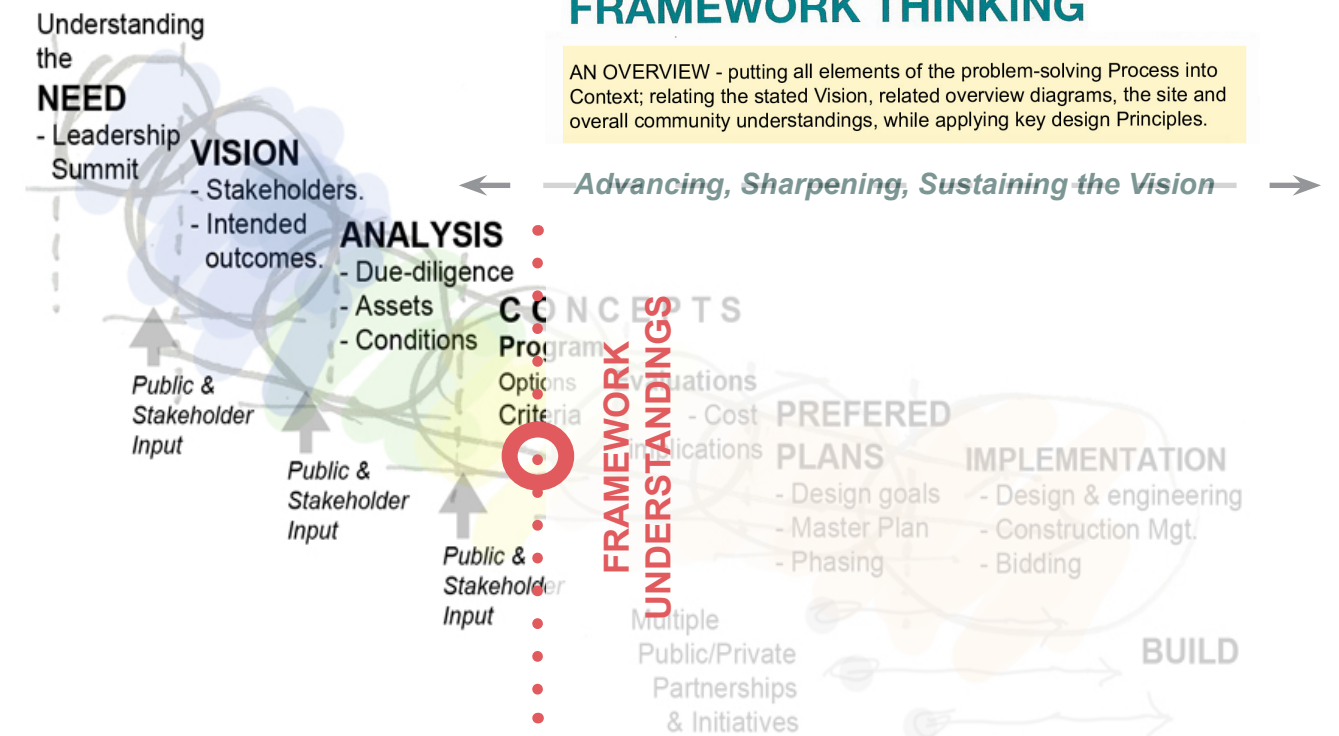
- Helps articulate "spirit" and "essence", without prescribing too many specifics
- Comprised of elements, such as "welcoming to all" or "showcasing the natural environment"
- No more than a paragraph
- An invitation

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

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.



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'.

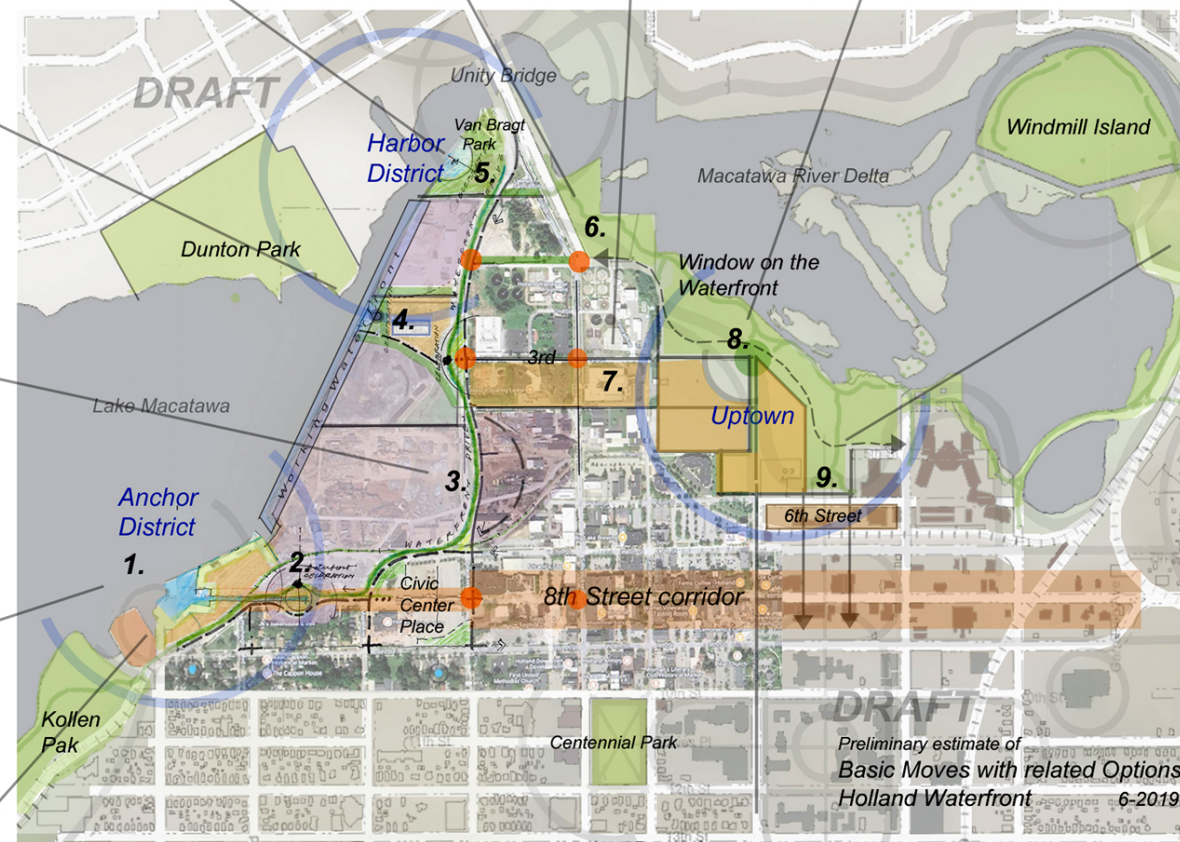
4. Focus on the JDY site to determine, with Padnos, VerPlank, and Brewer's in mind, if a full land swap, a partial land swap, or none at all is most fitting.
In addition, the case for either keeping or removing the JDY building will be determined.

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'.

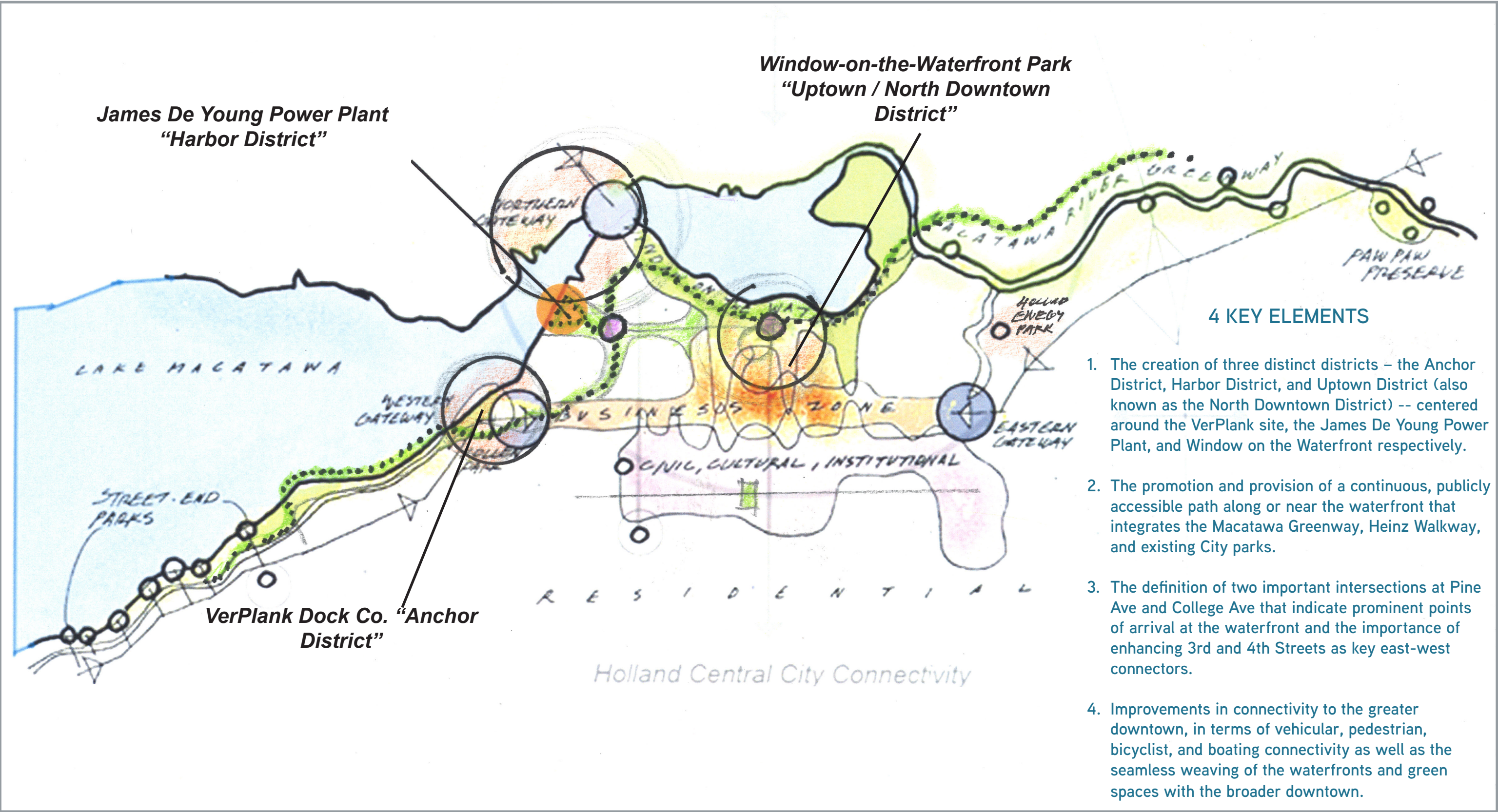


NOTE: The listed moves are not in any order of priority or sequence. Some of these could also occur concurrently.

NEED for

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

WATERFRONT HOLLAND VISION DIAGRAM





WATERFRONT HOLLAND



Holland
MICHIGAN