



**WATERFRONT
HOLLAND**

COMMUNITY VISIONING TECHNICAL REPORT

DECEMBER 23, 2019

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




BROAD
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GMB



HYK CONSULTING

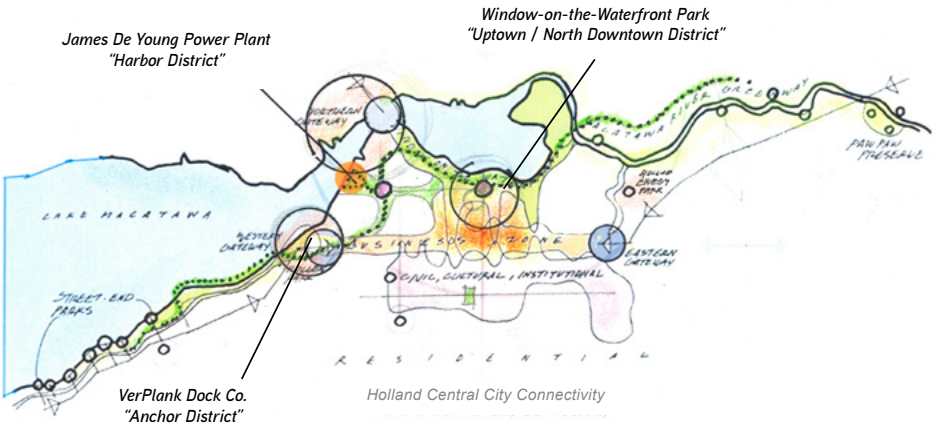
ADOPTION OF COMMUNITY VISION BY THE CITY COUNCIL



**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.

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Jay Peters (Ward 2)
Raul Garcia (Ward 3)
Nicki Arendshorst (Ward 4)
Scott Corbin (Ward 5)

David Hoekstra (Ward 6)
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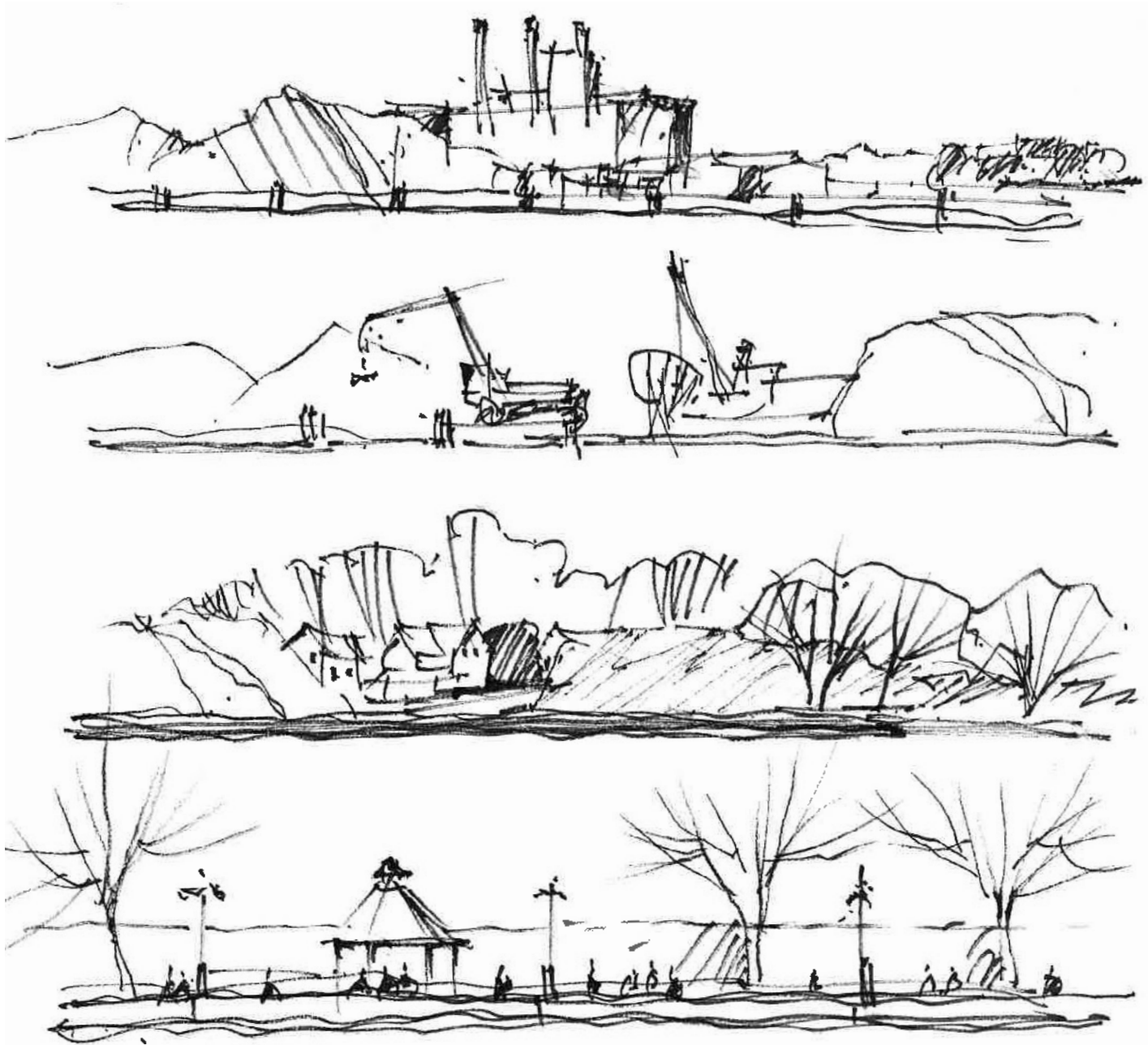
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This document can be found at: <https://waterfrontholland.org>



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:

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- Scott Spoelhof, *Bayside Capital*
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- 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*

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- 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*
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- Dave Nyitray, *Outdoor Discovery Center*
- Dan Callam, *Outdoor Discovery Center*

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- 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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- Scott Corbin (Term Ended Dec 2019)
- Dave De Block
- Nancy DeBoer (Term Ended Nov 2019)
- Andy Kenyon
- Luis Lozano
- Lyn Raymond
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- David Knibbe, *Evergreen Commons*
- Donna Lowry, *Ready for School*
- Bruce Hekman, *Freedom Village*
- Ruth Hekman, *Freedom Village*
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- Anne Wilkinson, *Westcore Neighbors*
- Anna Konyenbelt, *Westcore Neighbors*
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- 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*

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- Garrett Thelen, *COH Parks and Recreation*
- Jack Huisingh, *Holland Community Aquatics Center*
- John Scholts, *Ottawa County Parks & Rec*
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- Jennifer Owens, *Lakeshore Advantage*
- Valerie Danneffel, *Boar's Head*
- Mike Goorhouse, *Community Foundation of the Holland/Zeeland Area*
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- Kris DePree, *Colliers International*
- Phil Brewer, *Brewer's City Dock*
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- Nate Gates, *VerPlank Dock Co.*
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- Chris Meyer, *Attorney at Warner Norcross + Judd*
- Tom Donahue, *Pfizer Properties*
- Paul Hunt, *MSU Bioeconomy*
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- 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*

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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 31):

- *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.



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THE NEED / OPPORTUNITY

THE NEED

In 2017, the coal-fired James De Young Power Plant located at Pine Ave 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 17.63-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 principle, 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

THE HISTORICAL CONTEXT

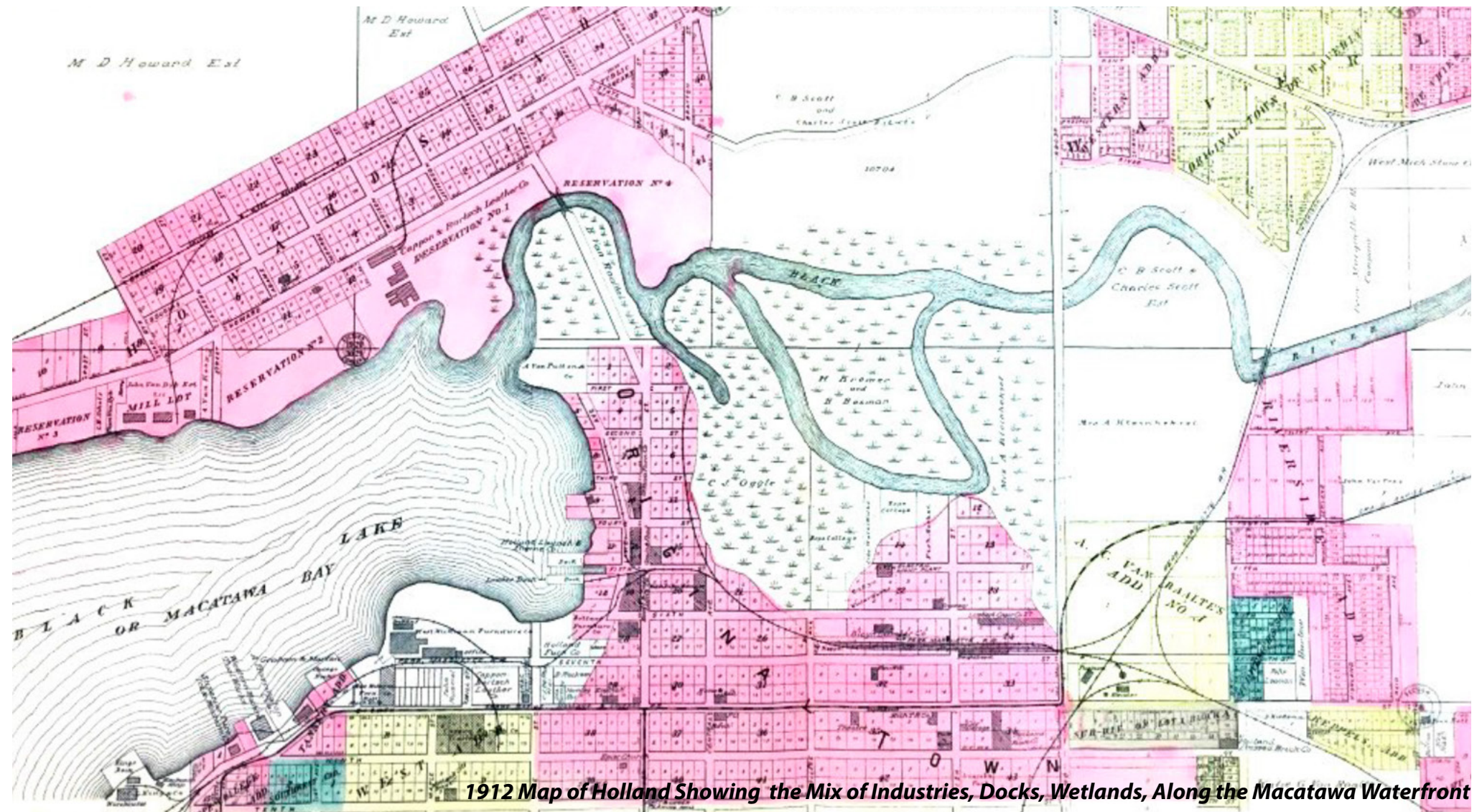
When Holland was settled by Dutch Calvinist separatists in 1847, the land was inhabited by the Ottawa people who had lived by and on the Black Lake for hundreds of years. The Lake (renamed Lake Macatawa in 1935), supposedly derived its color from the decaying leaves on the bottom of the lake, darkening the waters. Today, the murky hydrological system derives its color from sediments and nutrients deposited by the Black River as its various branches meander through marshlands and agricultural lands upstream.

The Black Lake was a natural economic asset to the newly-settled community, providing important shipping and port access to the Great Lakes. The settlers began dredging out a channel by hand using pick axes and shovels. **By the 1880s, the shores around the Black Lake was gradually transformed into a working waterfront.**

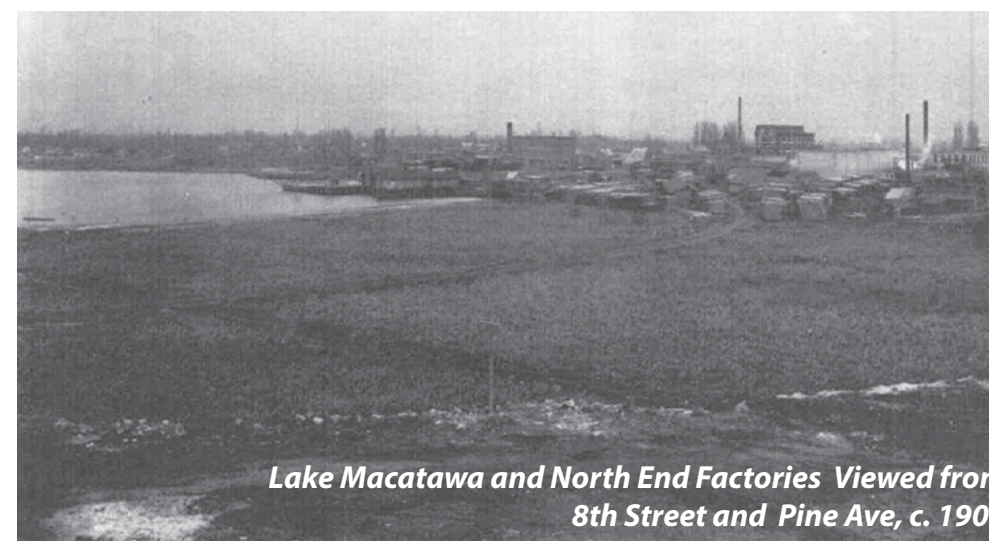
Running further east and around the northern shoreline were mills, factories, tanneries and some marsh lands. Joining this working waterfront in 1897 was the Heinz Pickle Factory which continues to this day as the world's largest pickle facility. Other notable industries of the time, which are no longer part of the current landscape, included Bay View Furniture, the Holland Sugar Company, Superior Pure Ice & Machine, the Western Machine Tool Company with its distinctive saw-toothed roof, and the Harrington Coal & Wood Yard where VerPlank's is currently located.

The expansion of the working waterfront was enabled by the construction of the railroad lines at the turn of the 20th century and the reclamation of the marsh lands at the mouth of the Black Lake in the 1930s as part of the New Deal era.

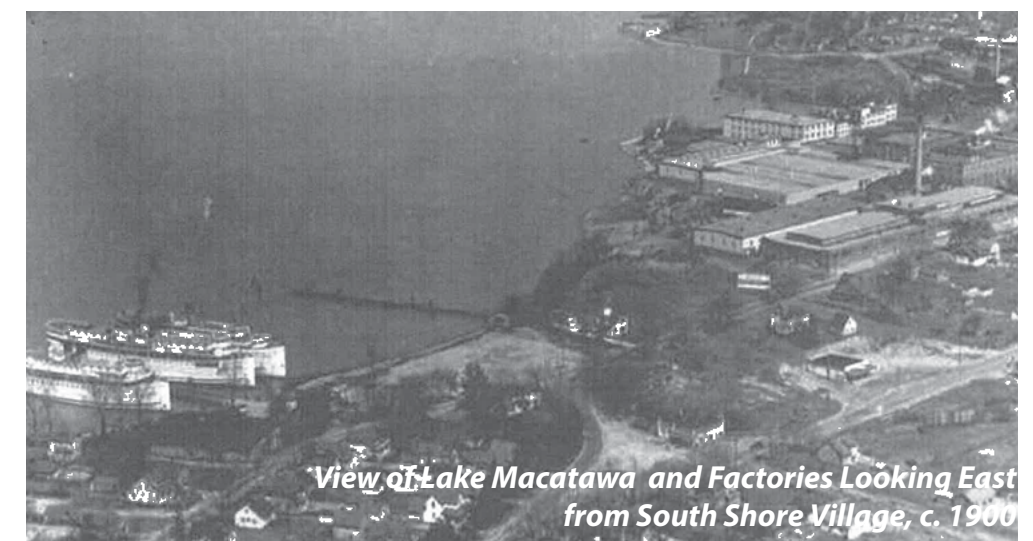
By 1940, the apex of the City of Holland extended further into Lake Macatawa beyond the original edge along River Avenue. Approximately 64 acres of land was reclaimed by the Army Corps of Engineers during the New Deal Era in the triangular site. Since then, this working waterfront has been occupied by various industries, including the coal-fired James De Young Power Plant was built in 1939-1940 to replace the older 5th Street Power Plant and Padnos Recycling & Scrap Management. Today, these two properties are flanked by VerPlank Dock Co. and Brewer's City Dock which specialize in the provision of aggregate material for construction.



1912 Map of Holland Showing the Mix of Industries, Docks, Wetlands, Along the Macatawa Waterfront



Lake Macatawa and North End Factories Viewed from 8th Street and Pine Ave, c. 1900



View of Lake Macatawa and Factories Looking East from South Shore Village, c. 1900



Pfizer Plant Along Lake Macatawa, 2006

The waterfront location afforded considerable transportation advantages, especially the shipment of heavy commodities for the industries in the area. The three remaining waterfront businesses – Padnos, Brewer’s, and VerPlank – have been long-time economic anchors in the community, generating nearly \$68 million annually in business revenue while supporting some 400 direct, indirect, and induced jobs.

Based on an assessment by the Army Corps of Engineers in 2018, if the harbor was closed to commercial traffic, there would be significant environmental impacts in the switch to rail and truck transportation. Each freighter that delivers aggregate to Brewer’s or VerPlank carries a load equivalent to 300 semi-trucks. This would increase annual emission rates by nearly 7M lbs of harmful particulate matter (PM-10) and increase costs by \$27,000 due to increased railroad related accidents, and \$2.4M due to increased trucking related accidents.

Across the channel in the Holland Charter Township jurisdiction is the MSU Bioeconomy Institute and the former Parke-Davis site. Currently under the ownership of Pfizer, the site was home to a major pharmaceutical plant and research facility. Prior to that, tanneries and leather companies occupied this waterfront property for more than half a century, up until 1951 when Parke-Davis purchased the old factories.

Since the early 20th century, Holland’s waterfront has also been occupied by a mix of public and recreational uses.

Back in 1918, a municipal ballpark was established at the current Window-on-the-Waterfront site with the help of the BPW, City Fathers, local merchants, and citizens. Since 1996, the Riverview Park was renamed “Window-in-the-Waterfront”. Today, this 30-acre green lung incorporates natural wetlands, trails, and recreational facilities, hosting approximately 100,000 tulips during the annual Tulip Time Festival in May.

Kollen Park, a beloved community space, was given to the City of Holland in 1921 by Martha Kollen in memory of her husband, George E. Kollen. The site of a former basket factory, this public park and playground was intended to be “a place where people of this and future generations who do not possess the means of going to distant places can find a breathing space and can enjoy the lake at our door”.

The park was designed to have terraces distinguishing the “upstairs” and “downstairs” for picnics, while creating unobstructed views to the water. Since the 1920s, Kollen Park has seen several additions and expansions, including a bandshell, the Queretaro fountain dedicated to Holland’s sister city in Mexico, a boardwalk connecting South Shore Village around the Heinz facility to the heart of Kollen Park, and new boat launching and parking areas.



5th Street Power Plant & Municipal Ball Park, c. 1930



Performance at Kollen Park, c.2010

Van Bragt Park at the northern tip of the City of was a facility developed in 1934 as a tulip bed for the annual Tulip Time Festival. Then, this was called Lakeview Park. Under John Van Bragt, Holland’s first Park Superintendent, the original marshlands were transformed into this horticultural facility, complete with trails, shrubbery, and landscaping. During the winter, the “blessing of the tulips” was conducted at this site to pray for a bountiful tulip crop for the Tulip Time Festival. Today, Van Bragt Park and its miniature windmill marks the northern gateway to the City. It serves as a popular fishing spot, a public art space, and a passive green corner with incredible views of the lake.

Across from JDY is Holland Charter Township’s Dunton Park. This 21-acre green space was recently given a face-lift to provide an accessible children’s play area and barrier-free access to the water, including a kayak and canoe launch ramp on a floating deck. This public project would allow Holland to be recognize as a “Pure Michigan Trail Town” with a water trail connectivity from the Holland State Park to closer inland via Lake Macatawa.

The spirit of Kollen Park has endured since its founding and is embraced by the community. It is often cited as the most successful waterfront project for the City, and one that the community seeks to build upon for its future.



open and undeveloped areas that would provide wildlife habitat corridors and opportunities for the community to enjoy the “greenways”.

Given the geographical context, history of waterfront use, and the more recent environmental efforts, a key takeaway is that Holland’s waterfront is diverse and ever-evolving. Additionally, throughout the City’s history, industrial uses and commercial operations have co-existed alongside public, recreational, natural and residential uses.

It is the intention of this visioning effort and one of the guiding principles to continue encouraging this diversity of use, users, and developers, for the community’s long-term resiliency.



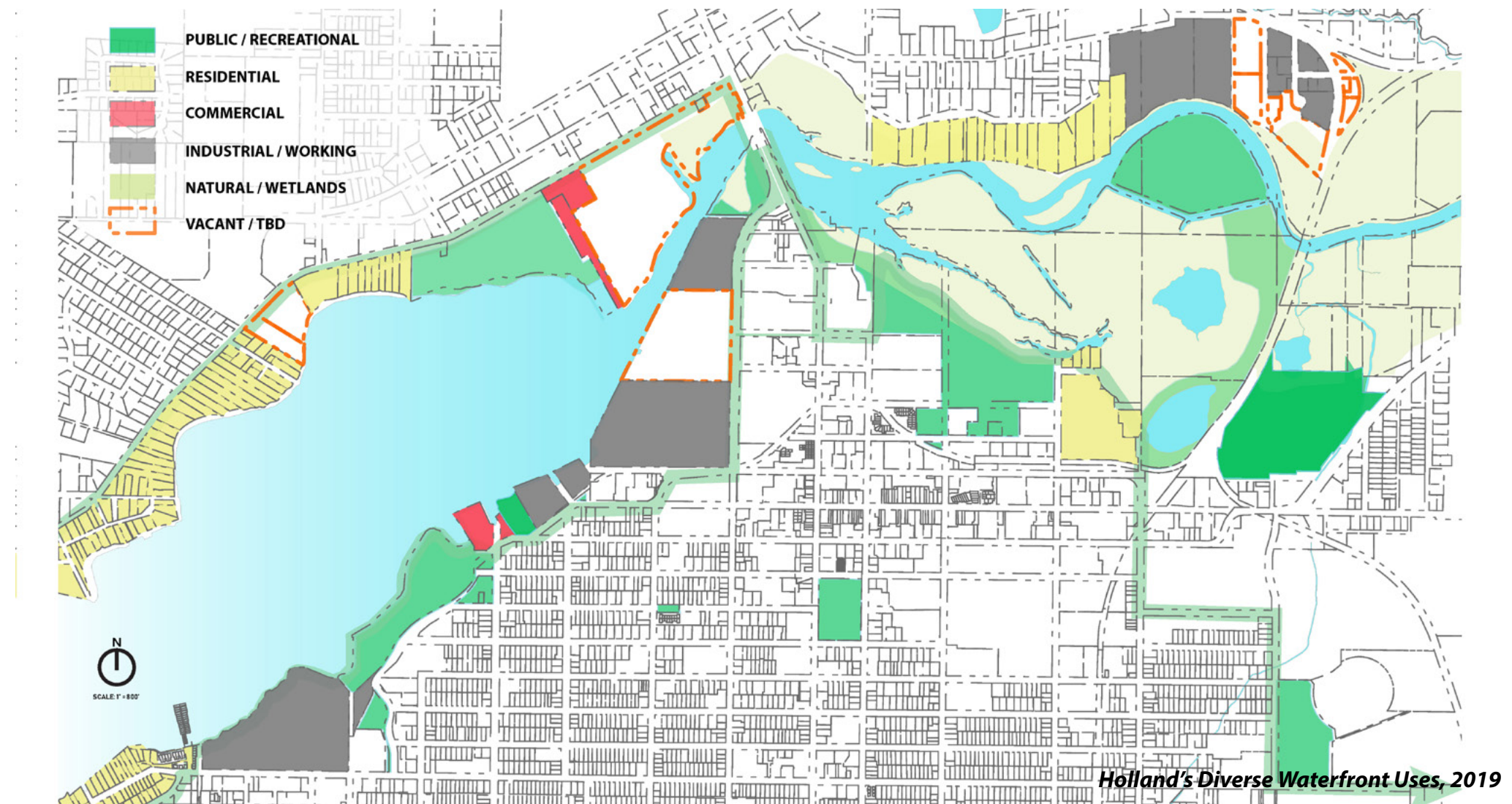
THE ENVIRONMENTAL CONTEXT

Equally important in the making and sustaining of Holland’s waterfronts is the environmental quality in the Macatawa Watershed. Common fish species available in this freshwater lake include catfish, crappie, bass, sunfish, walleye, and yellow perch.

Since the mid-1960s, various studies have been performed on the biological habitat and water quality impairments in Lake Macatawa and its watershed. For more than half a century, the lake and its tributaries have continued to struggle with high levels of eutrophication, ie. Low oxygen levels for any aquatic life. The excessive discharge from overland flows (primarily from agricultural activity) have led to undesirable levels of phosphorous, chlorophyll, and poor water clarity.

To improve the water quality, Project Clarity – a public-private initiative – was launched in 2013. Since then, the project has focused on wetland restoration and engineered water quality solutions, implementing water quality best management practices in urban and agricultural areas, and promoting community education about issues impacting water quality.

Working in concert with Project Clarity is the Macatawa River Greenway initiative, conceived earlier in 1994 as a community-wide environmental protection project. This led to the Macatawa Greenway Network to connect public and private forests, streams, and other



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.

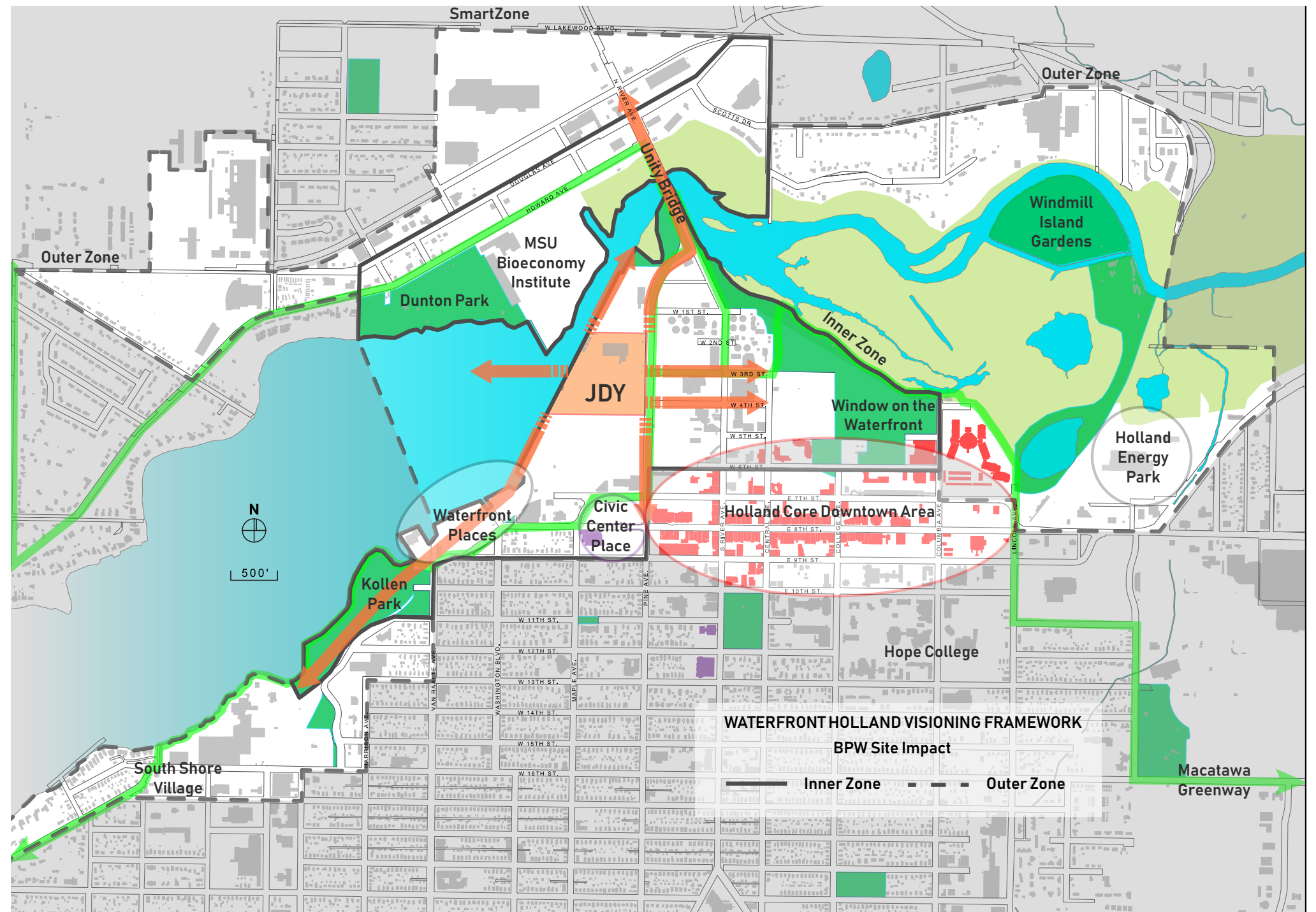
There is also an **“outer zone of impact”** which is defined by those **“pearls on a necklace”**, expanding out west to South Shore Village and out east to Holland Energy Park, and within a larger area north of Douglas Ave as outlined by the Holland SmartZone Boundary.

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.

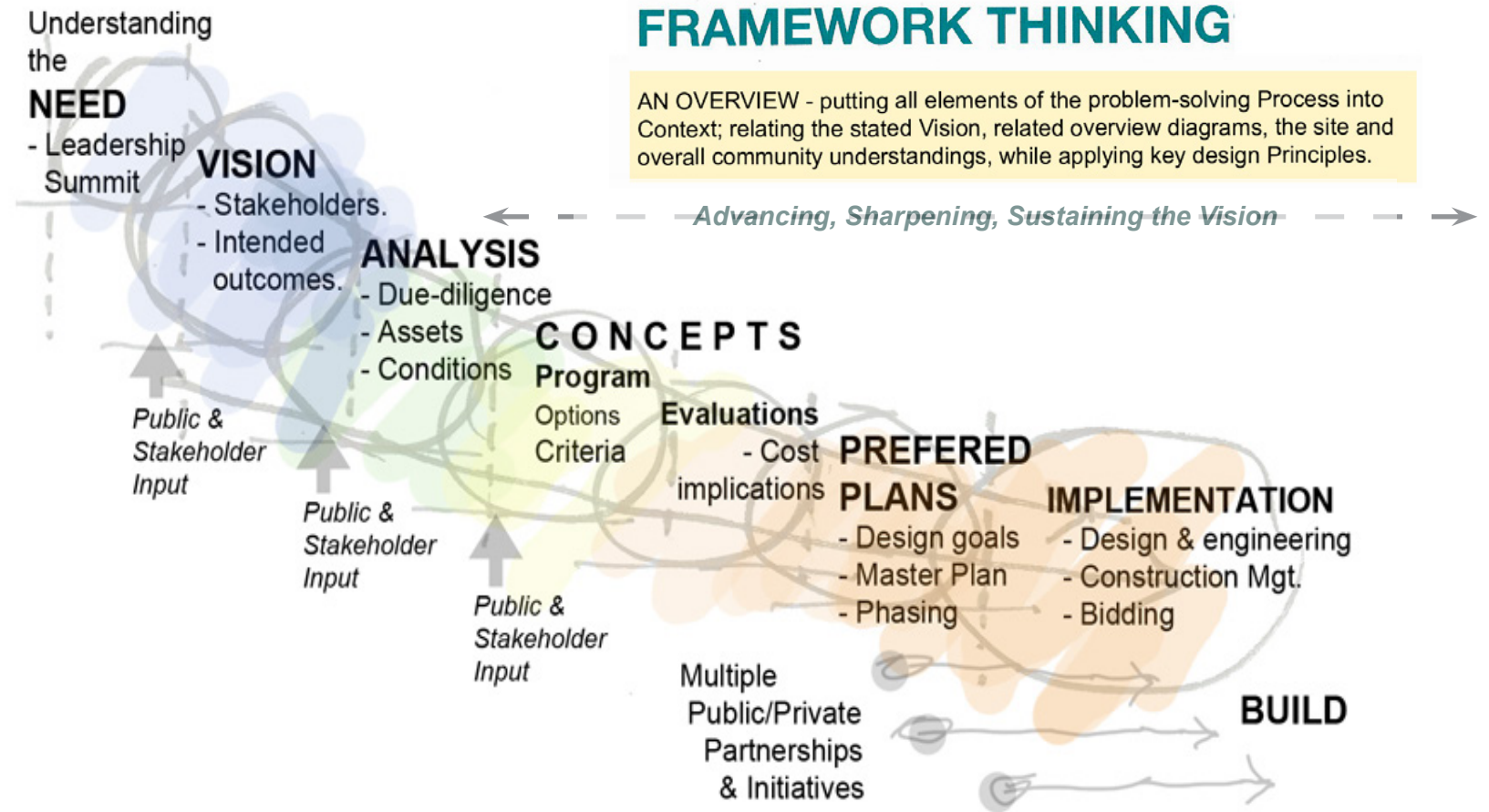
'Framework Thinking' has shaped the planning approach in Holland since the 1980s. The Downtown Holland Vision of 1990 is an embodiment of this method, yielding a seemingly simple yet highly nuanced vision statement to capture the aspired spirit of the place.

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

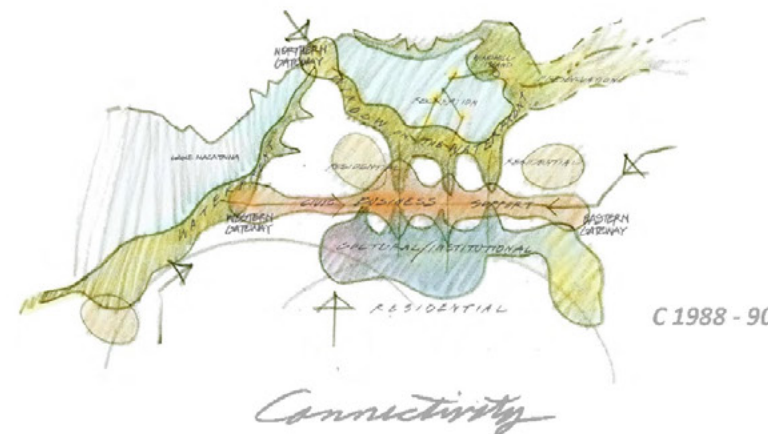
- the importance of connectivity along the waterfront,
- the connection to Windmill Island which lies at the center of the two Hollands,
- the weaving of the downtown fabric with the waterfront green and the campus and neighborhoods beyond,
- and significance of several gateways to the community.

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 set of vision statement and guiding principles accompanied by concepts articulating the essence of the vision.

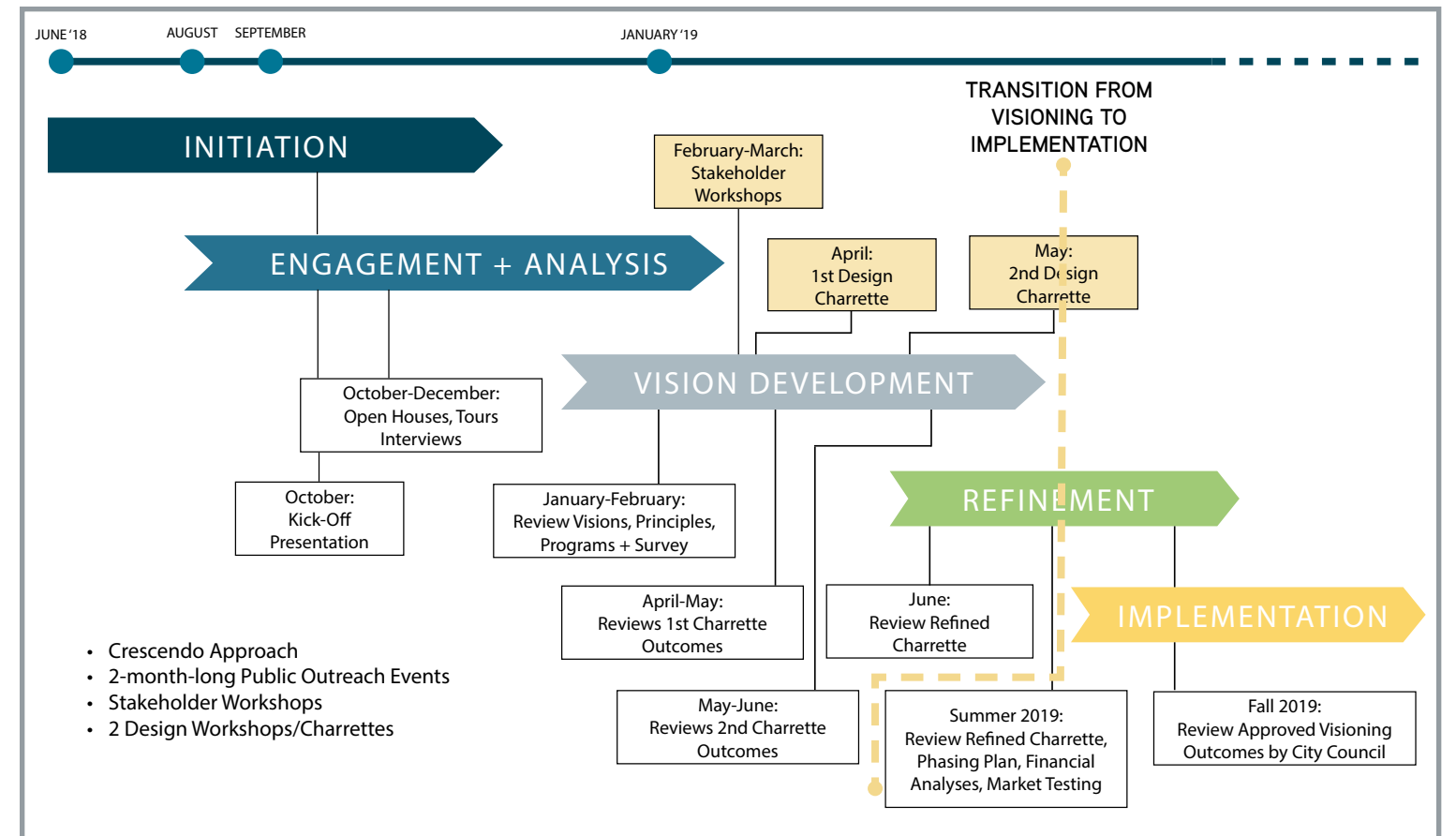
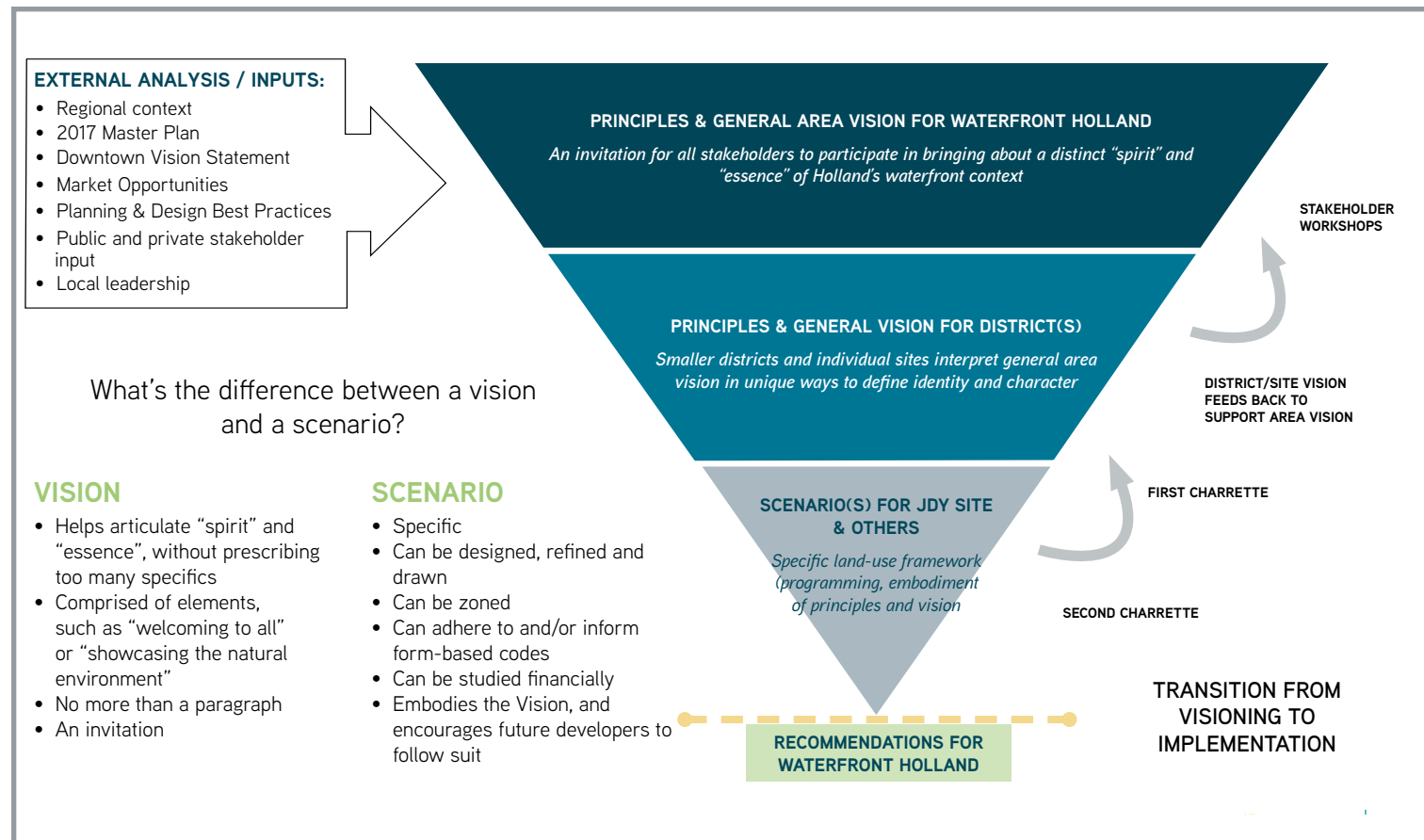


Downtown Holland Vision (1990 – present)



*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 ambit, 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 the James De Young power plant site.

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 the 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 the 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

Over a series of public outreach events and community survey, the two month-long community engagement process gathered some 2,800 ideas with the public and was accompanied by a parallel process of private-sector engagement.

The public engagement involved two days of tours at the James De Young Power Plant, two Open Houses, a dozen community outreach events, and a survey. The outreach efforts were intentional in capturing feedback from underrepresented populations, and ensuring that diverse voices were heard throughout the process from across the demographic, socio-economic, and abilities spectrum.

This 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.



Focus Group Discussion at Lakeshore Habitat for Humanity, 2018

Online public engagement was facilitated by the Waterfront Holland microsite and facebook page. Core content on the microsite and publicity flyers were also translated to Spanish to improve the language accessibility.

In total, the two-month-long effort was attended by more than 750 community members who contributed almost 600 comments. These comments were responses to key questions that were posed with maps of Holland's waterfront. In addition to several letters to Mayor and City Manager, and some 237 online and paper surveys, the engagement yielded some 2,800 ideas.

Most of these ideas were responses to two questions posed about the waterfront and the James De Young Power Plant site:

- What are some of your desired uses, activities, destinations (programming)?
- What are some of the desired the characteristics/qualities of the waterfront?

A smaller proportion of ideas that emerged organically from the public without any prompting included desired approaches an

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

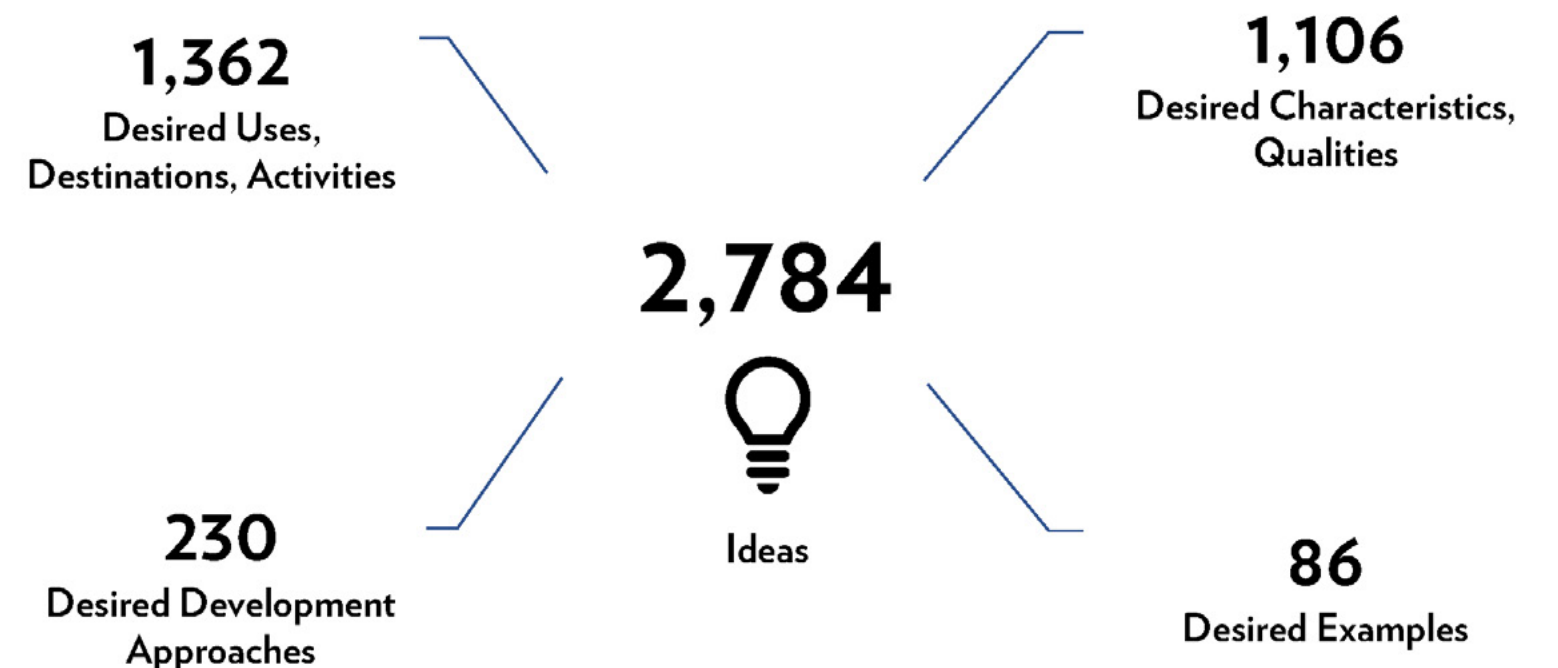
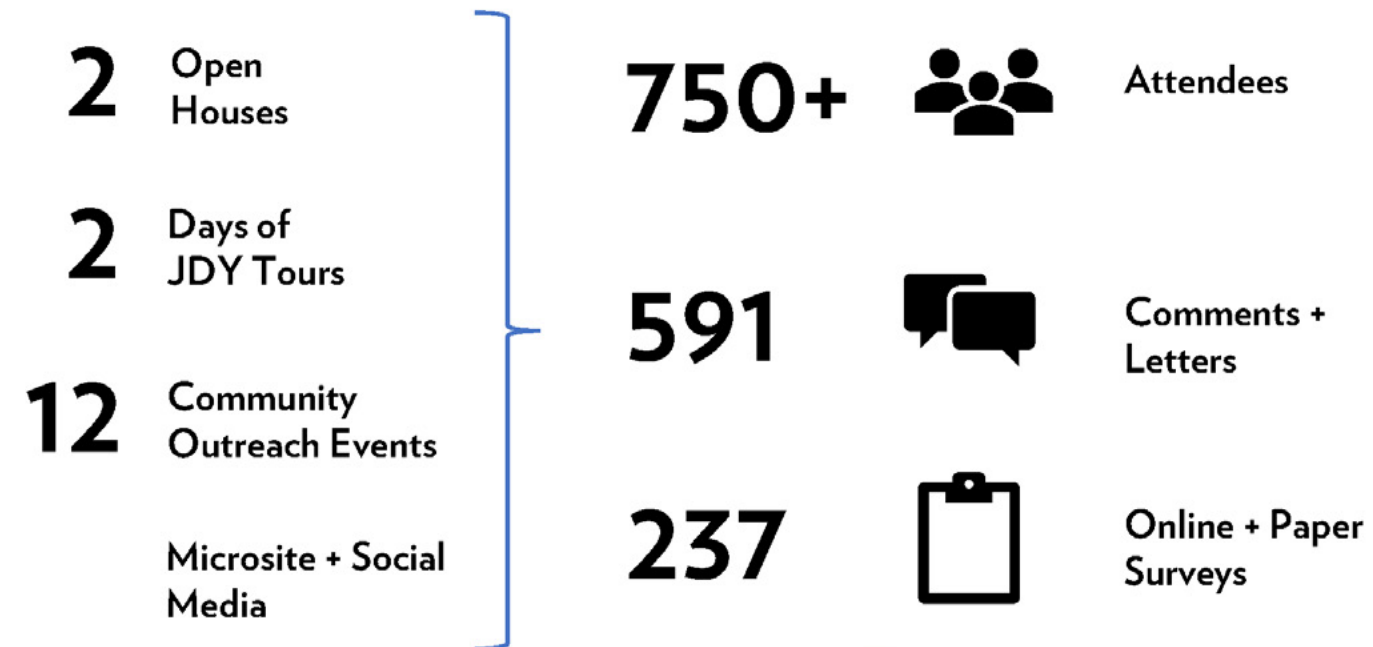
- Holland Sentinel
- 92.7 The Van
- WoodTV 8
- WZZM 13

PRIVATE

MEETINGS WITH COMMUNITY LEADERS

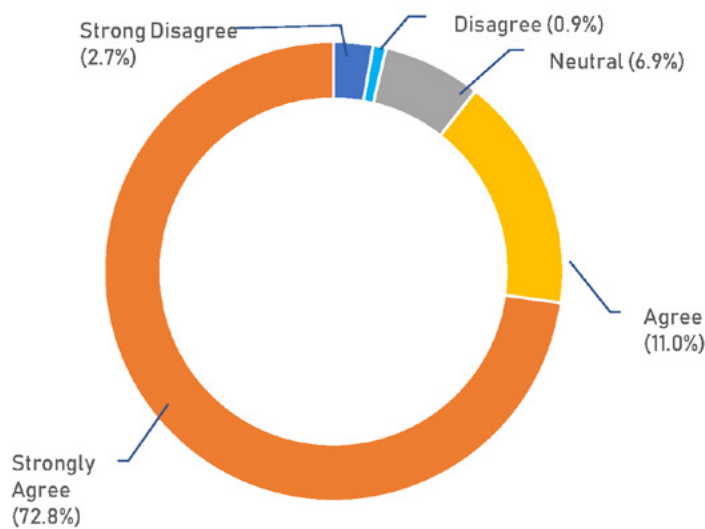
- Padnos Recycling & Scrap Management
- VerPlank Dock Co.
- Brewer’s City Dock Co.
- Riverview Group
- GDK Construction
- West Coast Chamber of Commerce
- Boar’s Head
- Marriott
- Holland/Zeeland Community Foundation
- Outdoor Discovery Center
- Hope College
- Bayside Capital
- Lumir Properties
- Pfizer 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

THE COMMUNITY ENGAGEMENT

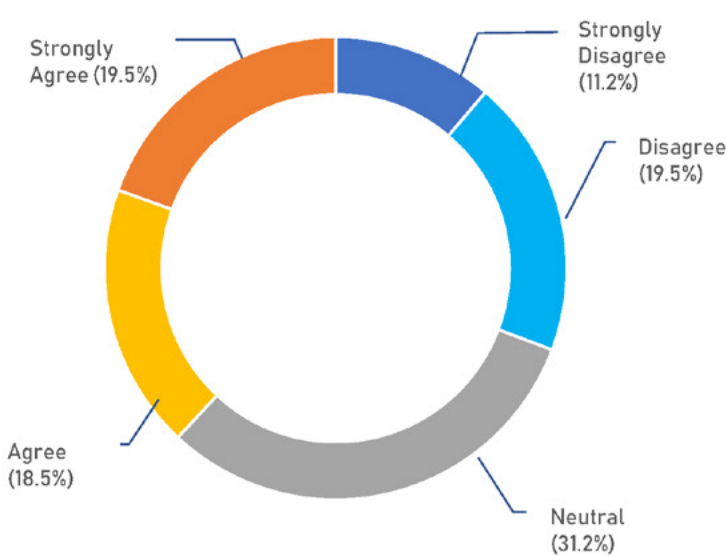


THE COMMUNITY ENGAGEMENT SURVEY

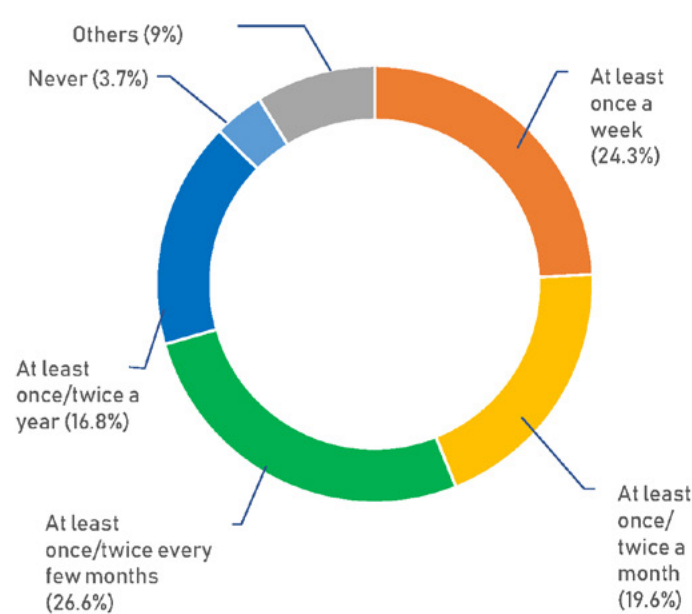
The general public should have more access to Holland's downtown waterfront.



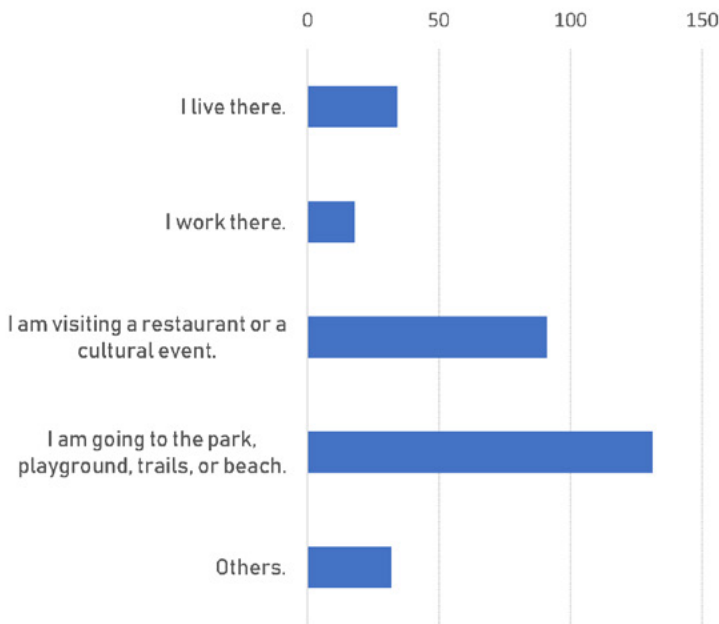
I feel that Holland's downtown waterfront is a welcoming place for me and people like me.



I go to Holland's downtown waterfront:



When you go to the waterfront, it is because:



Responses to the Community Engagement Survey, 2018

examples/ inspiration from elsewhere, e.g. Maggie Daley Park, Toronto Waterfront, Grand Haven.

SURVEY

The survey provided an additional tool to better understand not only the public's aspirations for the waterfront, but also their perceptions of the existing waterfront, how often they use it, why they use it, and information on who they are.

Based on the 237 responses from residents in the City of Holland and its neighboring communities, there was a predominant desire for greater public access along the waterfront. However, the respondents were split in terms of whether the existing downtown waterfront feels welcoming to them and people like them. Almost 40% agreed that it feels welcoming, while the remaining respondents either felt neutral or disagreed with the statement.

Some of the reasons why the remaining 60% felt neutral or disagreed include:

- The lack of connectivity along the entire waterfront

- The existence of only one waterfront restaurant Limited access, limited public amenities (Boatwerks and access around Boatwerks is limited to private boats owned by patrons dining at the restaurant.)
- The downtown is inaccessible by water.
- The downtown waterfront is primarily commercial/ working waterfront and isn't suitable for public access.

This suggests a potential for the waterfront to be more welcoming, whether it is through greater public access, connectivity, or some form of identity and wayfinding to highlight key pathways to the waterfront.

There was also considerable variation in terms of how often the public goes to the waterfront, ranging from at least once a week (almost 25% of the respondents) to at least once/twice a year (nearly 17% of the respondents). This is likely a reflection of where the users are from, with those residing closer coming more often than those further away. Other responses reflected seasonal variations, such as visits in the summer months.

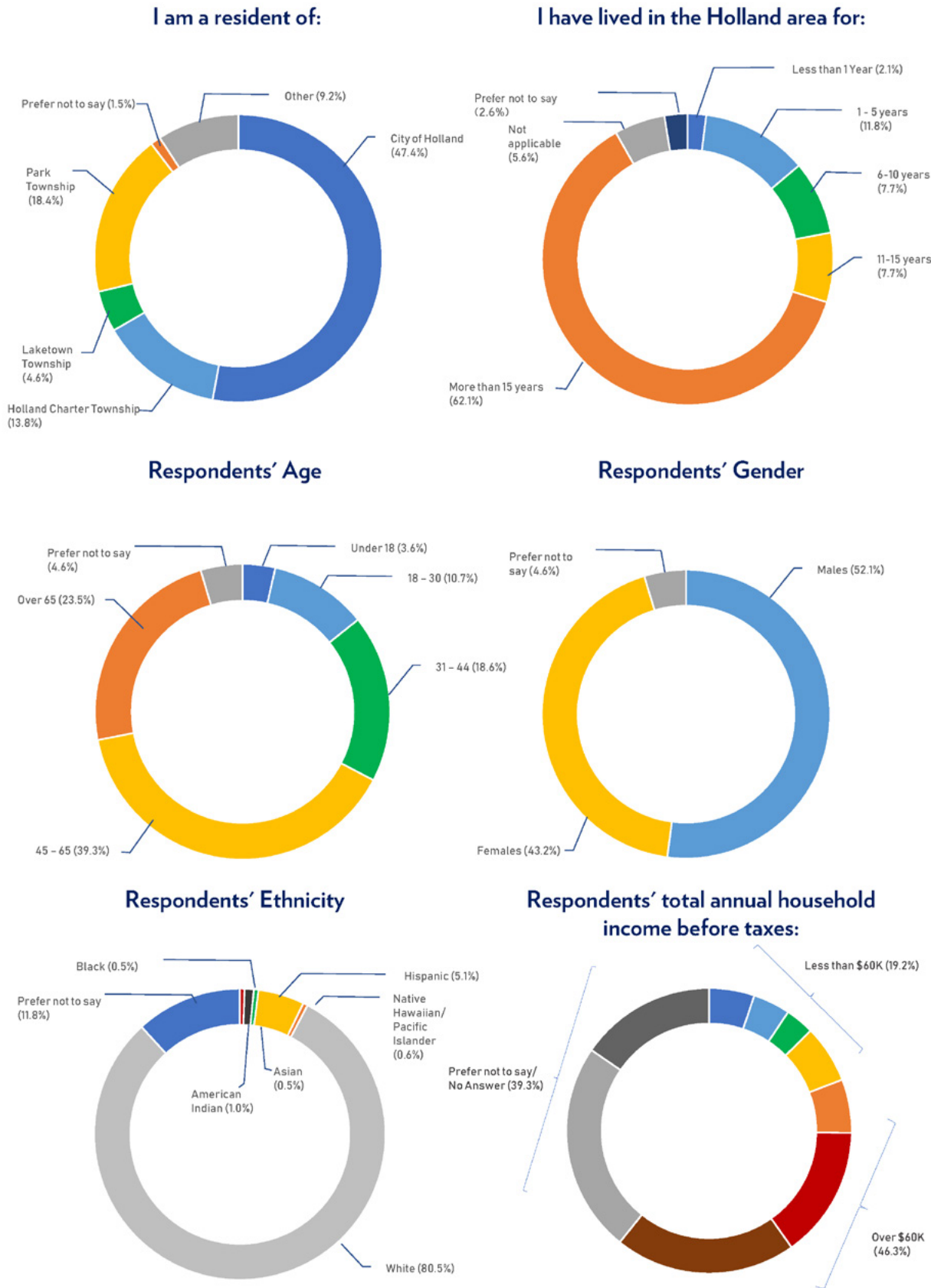
In a multiple choice option question on why the respondents go to the waterfront, most indicated recreational purposes – to dine/ attend a cultural event, or to go to the park etc.

The survey was also designed to understand the respondents' demographics. This allowed the team to identify gaps in the representativeness of the survey opinions, and to ensure that underrepresented populations were heard through other means, such as open house-style outreach efforts, focus groups, and meetings/ interviews with community leaders.

Demographic-related questions revealed that nearly half of the respondents were from the City of Holland while the rest are from the surrounding townships/Holland area and beyond, including Zeeland, Hamilton, Port Sheldon, and Allendale.

This indicates that Holland's waterfront is used not only by the City's residents but also those in the Holland area and beyond. It reaffirmed the Importance of creating a vision for the local community, but also highlighted that the catchment of Holland's waterfront users

THE COMMUNITY ENGAGEMENT SURVEY



transcends beyond the City.

Nearly two-thirds of the respondents have been long-time residents in the area (for at least 11 years). It was telling, however, that besides these long-time residents, those who have been here for a shorter period similarly expressed their interest in the community's waterfront.

There was roughly equal gender participation and while ethnic representation was predominantly white, there was some diversity captured through the surveys. This finding also confirmed the need for the in-person outreach efforts which gave the team access to a broader cross-section of the community.

Almost half of the respondents made more than the Area Median Income (of \$53,781 (2013-2017 ACS estimates), twice the number of those who made less than the AMI. While it may seem that the latter was underrepresented, this was addressed by intentional community outreach efforts to these populations.

There was also fairly good representation from across the age groups in the surveys, with more responses from those who tend to be financially independent and economically active. Outreach efforts at Holland High School and Black River Public School similarly helped to address this smaller representation of the segment of the population less than 18 years in age.

DESIRED DESTINATIONS/USES/ACTIVITIES

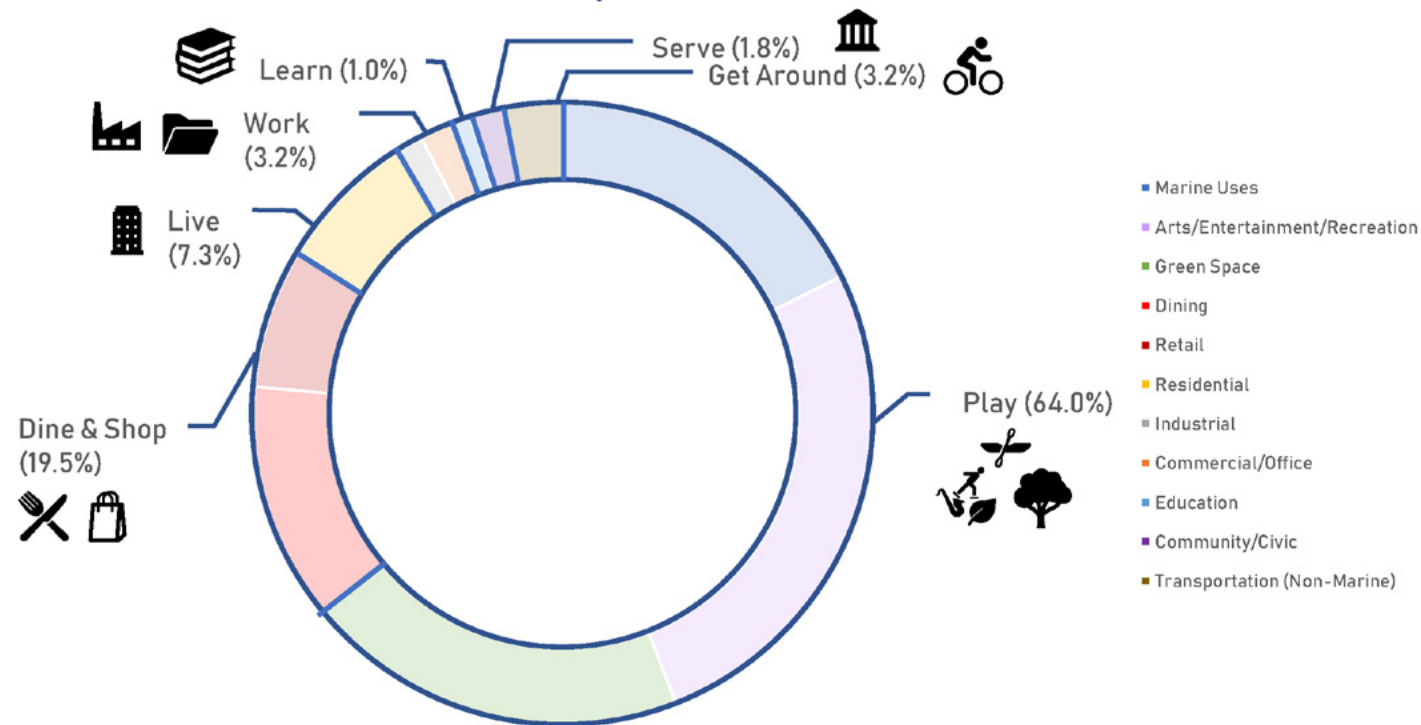
The survey included the same open-ended questions that were posed to the public and community stakeholders at the in-person outreach events. The pie chart with the bold blue divisions on the following page provides an overview of the desired destinations the community would like to see at the James De Young Power Plant or along the broader waterfront.

Some 65% of the 1,362 ideas reflect a desire for the waterfront to be a place for play, whether it is having some kind of maritime activity or facility, arts/entertainment/recreational programming or facility, or a green space of some sort. Another 1 in 5 ideas envisioned it to be a place to dine and shop. Together, these two desired places – to play and to shop/dine – mirror the current reasons why users go to the waterfront. These aspirations also suggest how the waterfront is seen as a “destination”, and reinforced the importance of creating this “destination” for the community. The remaining 20% or so of the ideas envisioned the waterfront as a potential place to live, with a smaller number of respondents seeing it as a place to work, learn, serve, or to get around.

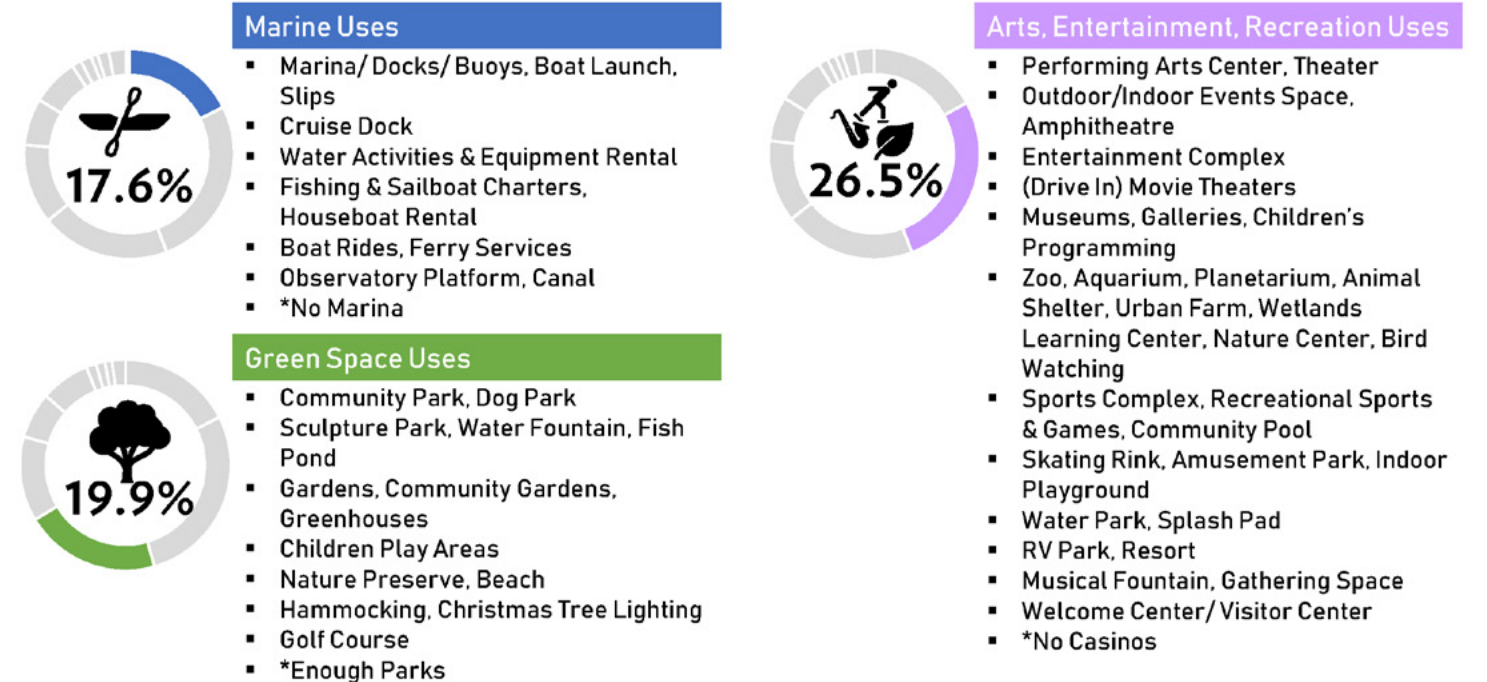
The colored tables corresponding to the slices in the pie chart on the following page provide a breakdown of these desired “places” by use/activities. 17.6% of the ideas advocated for Marine/Maritime Uses, reflecting a desire to engage the water, whether through facilities for docking such as municipal marinas and boat slips or through activities/services such as fishing, kayaking, paddleboarding, viewing. The ideas included rental/boat tour services so that there is a range of affordability, where one can be on the water or participate in these activities without having to own a boat, paddleboard, or canoe.

DESIRED DESTINATIONS & ACTIVITIES

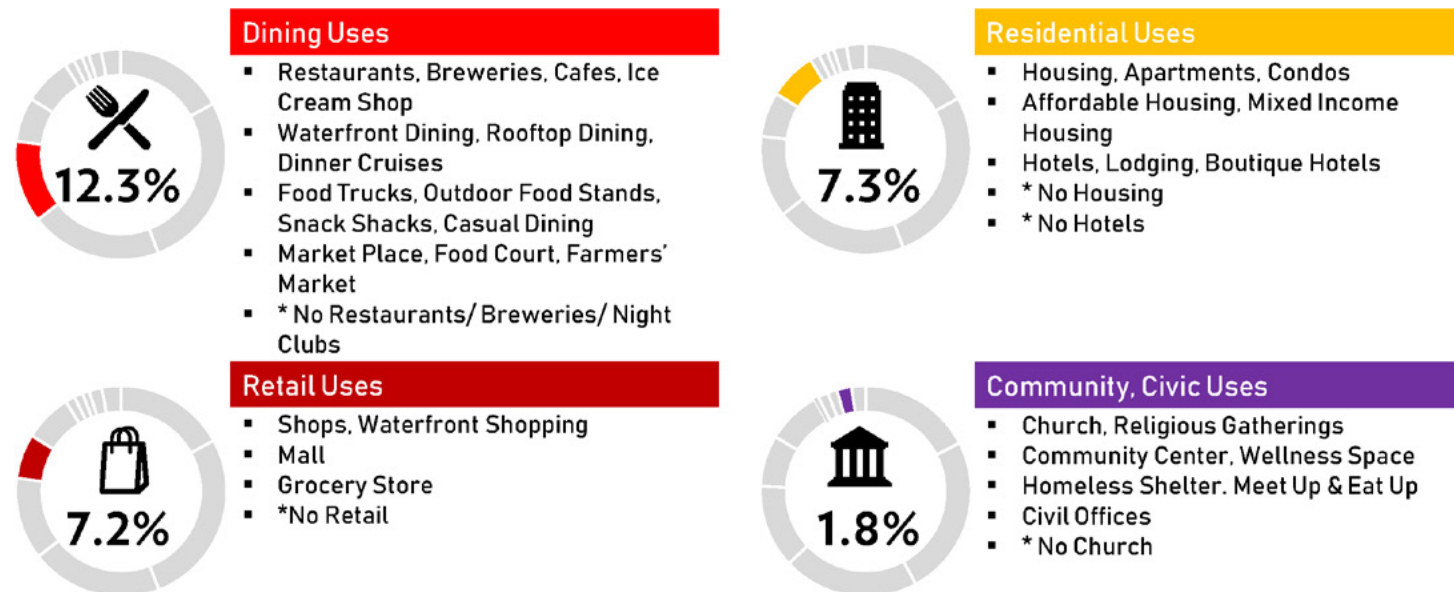
Waterfront/JDY as a Place to...



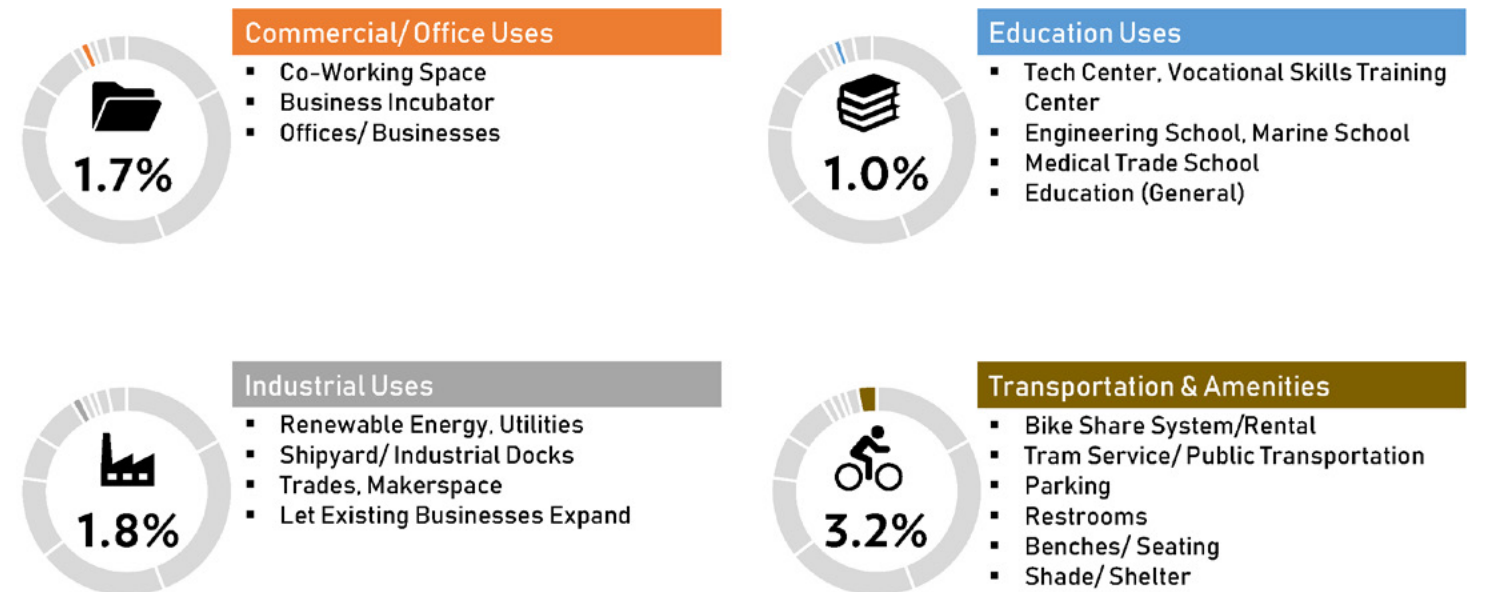
Desired Places to Play on the Waterfront/ JDY



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

26.5% of the ideas were for Arts/Entertainment/Recreation uses. There was a predominant play component in the ideas, and these suggested a desire for indoor and outdoor programming, edutainment/family fun, and active living. Examples for museums ranged from Science & Industry-oriented (How Things Work) Museums, to a Children’s Museum, a STEAM (Science/Technology/Engineering/Art/Music)museum, to Padnos Tours. Drive-In Movie Theaters, Recreational Sports Facilities, Water Parks + Amusement Parks were strongly advocated by youths under 18. Performance / Events spaces such as an indoor performing arts center to outdoor amphitheaters were likewise commonly raised by the public.

Green space constituted almost 20% of the ideas. These ranged from a community park with walking and bike trails, to sculpture / art gardens, children play areas, dog parks, gardens, and even opportunities for hammocking. The desire for green space was notable given the considerable amount of green space already on the waterfront, including Kollen Park, Van Bragt, Window-on-the-Waterfront, Windmill Island, and parts of Holland Energy Park).

Places to dine registered as the next highest preferred use at 12.3% of the total ideas documented. These ranged in types from restaurants in general, to waterfront/rooftop dining venues and specialty dining eg. breweries, international market hall, dinner cruises, a farmer’s market, farm-to-table style dining, and smaller scale, more informal options eg. snack shacks, cafes, food trucks. This wide range also speaks to a public desire for varying levels of affordability. Retail and places to shop similarly contributed to the desired experience along the waterfront, at 7.2% of the total ideas.

7.3% of all the ideas received were related to residential use. There was an equal number of comments for advocating for condos/apartments vs affordable housing/mixed-income housing, and reflected the community’s housing demands of the time. A handful of ideas also indicated the desire to keep housing away from the waterfront.

Transportation and public amenities-related uses and ideas amounted to 3.2%. While this is a smaller subset, the responses reinforced several key themes. These included the need to address parking, bike and MAX transit access, providing tram connections and bike rentals, as well as other public convenience/comfort amenities such as benches, rest areas, restrooms, shelter, and shade.

The remaining 6% of ideas were divided across civic uses (1.8%), industrial uses (1.8%), commercial / office uses (1.7%), and educational uses (1.0%). Ideas for civic uses ranged from civil offices to religious spaces and welfare organizations, such as homeless shelters. The compatibility of industrial uses, especially on the James De Young Power Plant site, was also recognized with ideas for renewable energy and utilities, industrial docking facilities, trades / makerspaces, and potentially allowing existing waterfront businesses expand. Complementary commercial and education uses suggested by the public included space for business incubators, co-working spaces, technical centers, vocational training centers, to more specialized research-oriented institutions. These ideas would potentially leverage on the SmartZone incentives applicable to the James De Young Power Plant site and the surrounding industrial district.

Inevitably, there was also a very small portion of comments suggesting uses that would not be supported, e.g. parks, marinas, casinos, hotels, dining, shops, night clubs, condominiums, or churches.

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 & KEY TAKEAWAYS

The table on the previous page provides a snapshot of the top 20 desired destinations/activities for the broader waterfront and the James De Young Power Plant site. These were sorted by the number of responses and served as one of the fundamental datapoints to explore potential programming mix in the design charrettes.

DESIRED CHARACTERISTICS / QUALITIES FOR THE WATERFRONT

The orange word cloud similarly captures the characteristics and qualities of the waterfront desired by the public. This was put together from the 1,106 descriptors provided by the community and were sorted into some 40+ categories. The predominant themes that emerged were as follows:

- Connectivity (To Different Places + Types of Connectivity)
- Mixed Use
- Public Access
- Waterfront for Everyone (Inclusivity, People of all Ages + Abilities, For Community + Visitors, Multi-Cultural/Ethnic Diversity)
- Celebrating/Engaging the Water
- How the Waterfront Should Feel (Fun, Vibrant, Engaging, Beautiful, Safe)
- Affordability
- Sustainability and Resilience
- Daily Programming and All-Seasons Use

This word cloud of desired qualities and characteristics was later used as a one of the components for the “elements of a vision” to draft the vision statement and a set of guiding principles for the process (see Chapter 03).

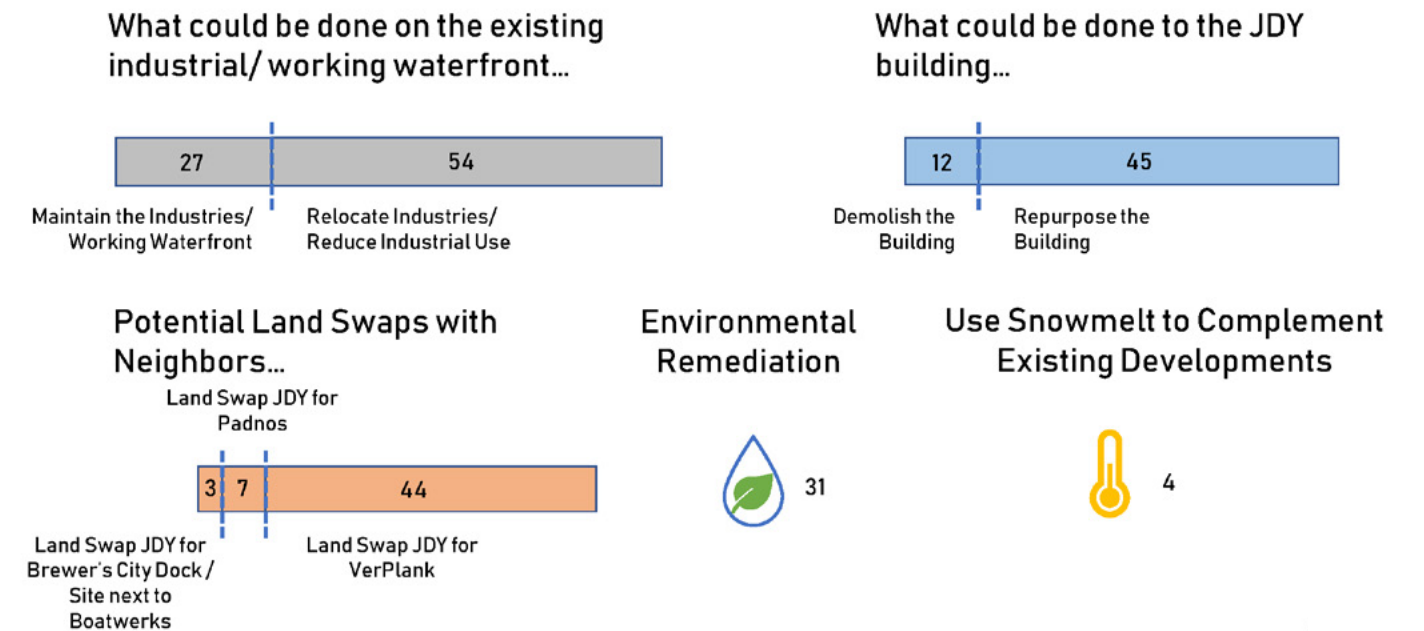
DESIRED DEVELOPMENT APPROACHES

During the community engagement, the public also expressed some 230 ideas related to potential development approaches. Unlike the findings on the desired destinations/uses/activities and desired qualities/characteristics which were sought using question prompts, comments on the potential development approaches emerged organically from the public. The data in the bar graphs on the right reflect the *actual number of responses received* (vs percentages in the previous analysis). There were some observable inclinations within this small portion of responses:

- There appears to be a greater desire to relocate the industries and transform the working waterfront;
- There appears to be a greater desire to repurpose the James De Young Power Plant building;
- There were different suggestions for potential land swaps, especially a land swap with VerPlank;
- There is a desire for environmental intervention/remediation because of water, air, noise quality concerns on the James De Young Power Plant site.

The key public feedback takeaways for the broader waterfront which are also applicable to the James De Young Power Plant site are summarized in the diagram on the right.

Desired Development Approaches (Emerged Organically from the Public)



Key Public Feedback Takeaways



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



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



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



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



There are **PUBLIC CONSIDERATIONS** of relocating industries, adaptively reusing JDY, land swaps, and having some environmental remediation.



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



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



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

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 foundations. 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

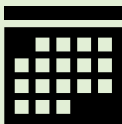
- When you think of the downtown waterfront of the future, what words come to mind to describe what you see?
- Are there any principles / concepts that come to mind which support the vision?
- What interests / concerns does your group have about the process?
- What void in the community or services could 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 infrastructural 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.



03 Vision Statement & Guiding Principles

28

.....

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

Using the top ten elements, the participants then crafted their own 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, and sharpened as the charrettes unfolded.



C 1988 - 90

Connectivity

*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.*

Programming	Approaches	Outcomes
<ul style="list-style-type: none"> ▪ Diverse activities ▪ Entrepreneurial programming ▪ Locally-sourced ▪ Daily Programming/ All-Seasons Use ▪ Family Friendly ▪ Public art ▪ Active public spaces ▪ Revenue generator ▪ Fun, Vibrant, Engaging ▪ Relaxing, Pleasant ▪ Waterfront recreation ▪ Live, Work, Play 	<ul style="list-style-type: none"> ▪ Sustainability ▪ Environmentally Friendly ▪ Green infrastructure ▪ (Improve) water quality ▪ Low impact development ▪ Affordability ▪ Adaptive re-use ▪ Thoughtful preservation ▪ Collaborative ▪ Consider next generation interests ▪ Mixed Use ▪ Public Access ▪ Connectivity ▪ Walkable ▪ Multi-modal Accessibility ▪ For people of all ages, abilities, cultures, incomes ▪ For the community and visitors 	<ul style="list-style-type: none"> ▪ Clean ▪ Safe ▪ Comfortable ▪ Lively ▪ Unique ▪ Celebrating the water ▪ Well-designed ▪ Beautiful ▪ Tree-lined ▪ Appropriate building heights ▪ Healthy community ▪ Promote active lifestyles ▪ Increase quality of life ▪ Complement downtown/ current developments ▪ Diversity outreach – welcoming to different cultures ▪ Talent attraction/retention

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

COMMUNITY PARTICIPATION AT THE FACILITATED VISIONING EVENT

REFINED VISION STATEMENT & USE AS EVALUATIVE CRITERIA

The refined vision statement and set of guiding principles is presented on the following page. It is critical to note that the vision statement and guiding principles are long-term oriented, unlike a plan or masterplan that has a lifespan of approximately 5 years

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 along the waterfront in the future.

A preliminary pass at the use of the vision statement and guiding principles as an evaluation criteria was made by the Planning Working Group and Design Team after each of the charrettes to review the exploratory concepts (see Chapters 05 and 06).

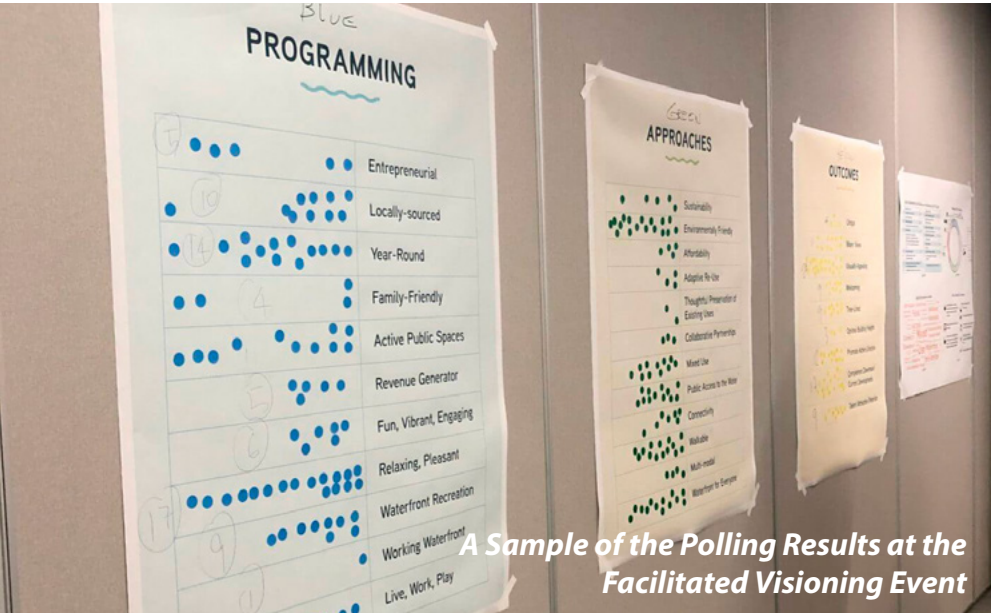
Going forward, the intention is to present the vision statement and guiding principles to the City Council for their review and potential adoption.



Public Exercise to Draft Potential Vision Statements at the Facilitated Visioning Event, December 2018



Public Polling of the "Elements of a Vision" at the Facilitated Visioning Event



A Sample of the Polling Results 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.

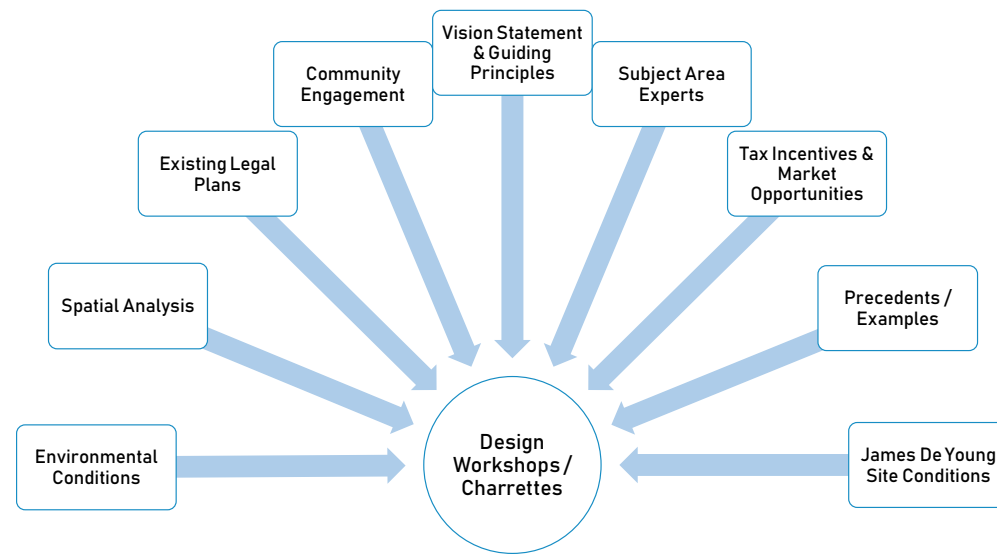
04 **CELEBRATE** the Water(front)

- 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.



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SETTING THE STAGE



SETTING THE STAGE

To set the stage for the charrettes, various resources and information were pulled together. In addition to the community engagement findings and vision statement and guiding principles, the Planning Working Group also drew on the following:

- 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.

This chapter lays out the synthesized information from the respective resources. Details of each resource can be found in the Appendices.

2017 CITY OF HOLLAND MASTER PLAN

One of the first documents analyzed by the Planning Working Group was the 2017 City of Holland Master Plan - the official policy guide for Holland’s future growth and development.



The 2017 Master Plan noted that while proximity to the water was key to the siting of industrial uses, several of which still continue today, the community would face future decisions regarding the highest and best use of waterfront property. This would include whether industrial operations would be desired along the City’s waterways.

Residents and stakeholders from the planning process emphasized their desire for a greater connection between downtown Holland and the waterfront. As such, the 2017 Master Plan identified a number of opportunities for increased accessibility to Lake Macatawa and the Macatawa River. It suggested that greater accessibility to the Lake Macatawa waterfront within the City of Holland could provide a number of benefits:

1. Water accessibility promotes tourism.
2. Water accessibility is an opportunity to foster an engaged public and create educational opportunities to teach the public how to care for this natural resource.
3. Connecting waterfront parks to downtown or neighborhood amenities can promote active lifestyles, biking, and walking, and increase quality of life.

The 2017 Master Plan also called for the use of ‘Placemaking’ to create appealing, accessible, comfortable, active public spaces. Effective placemaking strategies can attract a workforce that chooses where to live not just for available jobs, but also for quality of life amenities.

A few examples of placemaking strategies suggested by the 2017 Master Plan are listed below:

- Displaying public art pieces around the waterfront and in Downtown, produced by local artists.
- Providing entertainment, arts, and culture events through partnerships with educational institutions.
- Reusing empty or historic buildings for entrepreneurial programming or urban housing options.

In relation to the waterfront, the 2017 Master Plan delineated a “**Waterfront Downtown**” district as part of the Future Land Use Plan (see plan on next page).

According to the Future Land Use Plan,

*“The intent of this district is to plan for the **redevelopment of the waterfront into a mixture of uses and the thoughtful preservation of existing industrial uses and buildings** that result in a **greater sense of connection to Lake Macatawa**. Large sites and frontage on Lake Macatawa and the Macatawa River present unique opportunities for future redevelopment projects.*

*Generally, future redevelopment should be designed to provide **increased public access to the waterfront** and create an energy that allows this area to be **experienced by the public 24 hours a day and 365 days a year**. Potential future development uses should focus on **higher-density housing options, public open spaces, hotels, offices, and restaurants** and allow for **associated convenience retail**.”*

In addition to the Future Land Use Plan, the 2017 Master Plan created the Strategic Land Development Plan to enhance the Future Land Use Plan, better define desired development patterns, and guide future policy and land-use decisions. The Strategic Land Development Plan identified areas in the City where

- existing development patterns should be maintained and enhanced;
- changes are encouraged and development patterns should be altered to reach the future vision for Holland described in the Future Land Use Plan.

DIRECTIONS FROM THE 2017 COH MASTER PLAN

Within this Strategic Land Development Plan (see plan below), the “Waterfront Downtown” district was identified as an area with “Special Development Opportunity”.

According to the Strategic Land Development Area,

“These areas represent locations in the City where land uses are transitioning or are expected to transition in the near future. These areas offer great opportunity for dynamic new development or redevelopment that capitalizes on close proximity to natural features and downtown Holland.”

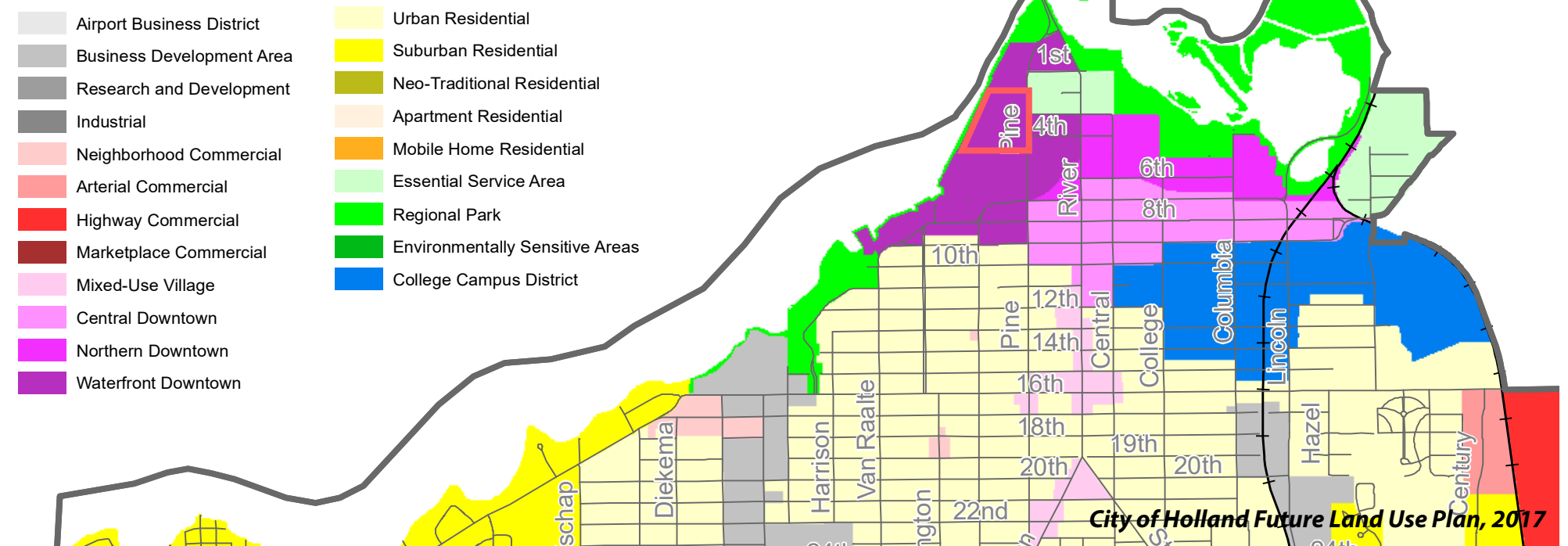
Future development in these areas could range in intensity and use, but should complement downtown and the surrounding neighborhoods. Adaptive reuse of existing structures is encouraged, and development standards for these areas should be flexible in order to accommodate lively, well-designed projects that make the most of the special opportunities presented by the properties.”

Both the Waterfront Downtown district and the Special Development Opportunity area were later used as the basis for the City’s drafting of a Unified Development Ordinance, and a special form-based code for the Waterfront. The recommendations (highlighted in bold) for these two districts/areas also served as a foundation for the Planning Working Group and Design Team for the charrettes. Takeaways from the Waterfront Holland process in turn informed the form-based code considerations for the Waterfront Downtown district.

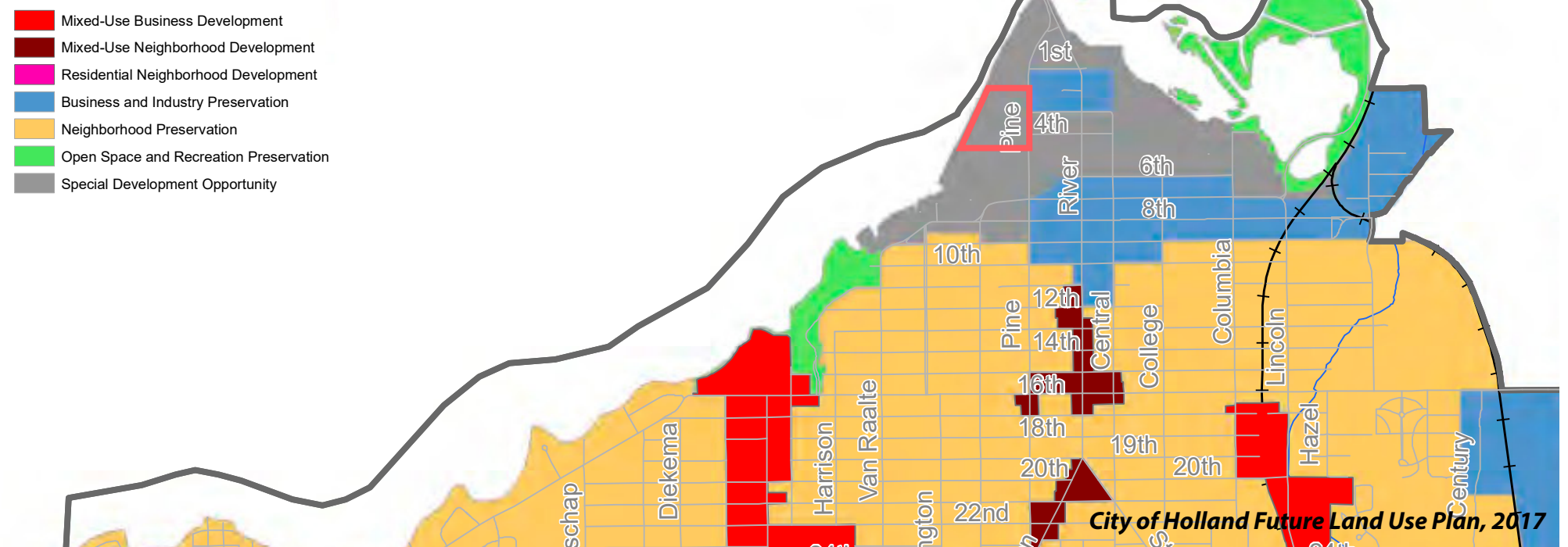
Besides understanding the directions on future land use and strategic land development, potential elements of a vision were distilled from the 2017 Master Plan to support the development of the vision statement and guiding principles (see Chapter 03). Further, the Planning Working Group distilled “Action Steps” recommended by the 2017 Master Plan relevant to the Waterfront Holland visioning effort and identified priority ones to be explored in the design workshop / charrettes.

The “Action Steps” distillation process and list of priority action steps are identified are presented on the following two pages.

FUTURE LAND USE PLAN



STRATEGIC LAND DEVELOPMENT AREAS



ACTION STEPS FROM THE 2017 COH MASTER PLAN



Process Distilling and Sorting the Action Steps from the 2017 City of Holland Master Plan

Category	Goal	Action Steps
Environment	The City of Holland's natural environment will be clean and accessible.	Encourage the use of Low Impact Development strategies in new developments, public projects, and buffers around lakes, wetlands, and drains. Low impact development strategies emphasize conservation and use of onsite natural features to protect water quality.
Environment		Improve public access to natural features as appropriate including pedestrian trails and kayak launches.
Environment		Improve street-ends and increase public access along Lake Macatawa.
Environment		Reward and recognize businesses with sustainable practices.
Environment		Educate the public on the many benefits of green infrastructure by using public properties as demonstration projects.
Transportation	The City of Holland will have a safe, connected transportation system that serves multiple modes.	Ensure that all City streets are well maintained and safe for all forms of transportation. Continue to integrate Complete Streets guidelines to accommodate all users.
Transportation		Improve intersections to promote walkability and bikeability.
Transportation		Continued investment in bike and pedestrian infrastructure including bike lanes and sidewalks.
Transportation		Provide non-motorized connections to regional trail systems.
Transportation		Ensure pedestrian infrastructure accommodate all users.
Transportation		Install new sidewalks in areas where there are gaps in the sidewalk system.
Transportation		Maintain and expand heated sidewalks in the Downtown area.
Transportation		Advocate for amenities at transit stops to include benches and shelters for increased maintenance.
Transportation		Continue to work with the MAX and MACC to ensure that transit services meets the needs of residents.
Transportation		Provide traffic calming measures to slow vehicle speeds and increase safety for pedestrians and cyclists.
Public Services	The City of Holland's public services will be high quality, efficient, and cost effective.	Continue to proactively plan for future improvement, maintenance, and expansion of public utilities and infrastructure and ensure that it complements and enhances the area.
Public Services		Ensure that all residents and businesses have fiber optic broadband access.
Public Services		Work with the Holland Board of Public Works to create Wi-Fi zones in certain areas of the City.
Public Services		Pursue the provision of district heating services in higher density neighborhoods using heat recovered from local power generation.
Public Services		Continue to expand the City snowmelt system throughout Downtown and the surrounding residential neighborhoods.
Parks & Recreation	The City of Holland will have visually appealing, year-round, and diverse activities and spaces that are accessible and connected for all people.	Create and build on recreational opportunities that bring diverse groups together.
Parks & Recreation		Ensure that the creation of public and private open spaces are appropriate to the scale of the surrounding neighborhood.
Parks & Recreation		Ensure there are recreational opportunities for all City residents.
Parks & Recreation		Provide adequate transportation connections to recreational opportunities.

Relevant and Priority Action Steps for Environment, Transportation, Public Services, and Parks & Recreation

Category	Goal	Action Steps
Parks & Recreation		Implement Low Impact Development strategies and green infrastructure in city parks for both environmental and educational benefits.
Parks & Recreation		Improve public access to Lake Macatawa by acquiring property or easements along the waterfront.
Parks & Recreation		Connect the 6th Street Downtown to the waterfront through wayfinding signage and non-motorized transportation improvements.
Parks & Recreation		Support efforts to connect waterfront park spaces with non-motorized and pedestrian trails.
Parks & Recreation		Support the expansion of marina and boating services offered along Lake Macatawa.
Parks & Recreation		Research appropriate locations for new or improved kayak, paddling, and boat launch areas.
Parks & Recreation		Enliven the waterfront parks through additional events.
Housing	The City of Holland's housing stock will be energy efficient, well-maintained, and include various designs.	Promote higher-density development that is well-designed and amenity-rich along with a mix of housing unit types in redevelopment and infill development projects adjacent to in Downtown and
Housing		Work with nearby jurisdictions to identify the regional need for affordable housing and devise strategies to provide affordable housing throughout the region.
Housing		Work to promote the design and construction of affordable housing that changes perceptions of its quality and makes it a desirable element of the community.
Housing		Promote housing diversity to accommodate different household sizes, income levels, housing types, and density.
Housing		Encourage owner occupied housing, occupancy or ownership by transient, disrespectful, or non-investing individuals is discouraged.
Urban Design	The City of Holland's neighborhoods will be aesthetically pleasing, tree-lined, walkable, and mixed use with recognizable development patterns.	Identify development districts within the City and promote design standards to reinforce desired development patterns and character in these districts.
Urban Design		Identify desired street design characteristics for different development districts within the City, focusing on complete street concepts and pedestrian connections.
Urban Design		Continue to engage the community to determine which physical forms and development patterns are desired.
Urban Design		Increase development densities and building heights along arterial corridors where appropriate.
Urban Design		Promote Transit Oriented Design standards along major thoroughfares and arterial routes.
Urban Design		Ensure that lighting in public spaces, including street lighting is appropriately designed to limit its impact on nearby residences and reduce light pollution while providing safe levels of lighting.

Relevant and Priority Action Steps for Parks & Recreation, Housing, and Urban Design

Category	Goal	Action Steps
Food & Agriculture	The City of Holland will have locally-sourced, fresh foods accessible to all residents and businesses.	Explore the reuse of vacant areas, including under-used parking lots, to host food-related events in effort to increase accessibility to local food.
Food & Agriculture		Add to the strong network of food-related businesses by attracting new small and medium scale food producers, processors, and distributors.
Economy	The City of Holland's economy will consist of diverse industries based on technology and design that attract and retain talent and are fueled by a strong entrepreneurial spirit.	Allow new businesses to 'test' ideas with pop-up events, vacant spaces, or with movable infrastructure.
Economy		Support business start-up practices including business incubators.
Economy		Continue to work with Lakeshore Advantage to proactively provide market studies and other resources to prospective businesses and entrepreneurs.
Economy		Continue to support existing and attract new retail and entertainment options in various commercial districts.
Economy		Involve local artists in pop-up projects and community programming to boost community pride and promote diversity.
Economy		Continue to sponsor and promote events that highlight the various community districts throughout the City.
Economy		Continue to foster a favorable business environment that is attractive to existing and prospective businesses of all types.
Economy		Support business and employment opportunities within and near our many neighborhoods.
Economy		Continue to support the various neighborhood commercial centers so they can meet the daily needs of the surrounding neighborhood and also provide an identity and gathering place for
Social Services & Community Health	The City of Holland will foster a safe and healthy community for all residents.	When designing new recreation and municipal facilities (like fire stations and community centers), include accommodations to use facilities as emergency relief locations during times of extreme heat, severe storms, or other natural disasters.
Social Services & Community Health		Reevaluate floodplains and localized flooding data to determine where changes in zoning or building standards might be necessary to reduce the risk of property and infrastructure damage.
Social Services & Community Health		Ensure that all neighborhood areas are free of environmental nuisances, including external noises.
Social Services & Community Health		Meet ADA standards as new public spaces are redeveloped.
Social Services & Community Health		Continue to partner with non-profits and other community services to link vulnerable populations, like homeless youth, low-income seniors, and others with appropriate resources.
Social Services & Community Health		Continue to partner with local community organizations to identify health needs at the neighborhood level.
Social Services & Community Health		Increase collaboration where possible with neighboring jurisdictions including discussions on land use, environment, and community services.

Relevant and Priority Action Steps for Food & Agriculture, Economy, and Social Services & Community Health

PRIORITIZED ACTION STEPS FROM THE 2017 COH MASTER PLAN



ENVIRONMENT

GOAL: The City of Holland's natural environment will be clean and accessible.

- Encourage the use of Low Impact Development strategies in new developments, public projects, and buffers around lakes, wetlands, and drains. Low impact development strategies emphasize conservation and use of onsite natural features to protect water quality.
- Improve public access to natural features as appropriate including pedestrian trails and kayak launches.
- Improve street-ends and increase public access along Lake Macatawa.
- Educate the public on the many benefits of green infrastructure by using public properties as demonstration projects.



TRANSPORTATION

GOAL: The City of Holland will have a safe, connected transportation system that serves multiple modes.

- Maintain and expand heated sidewalks in the Downtown area.
- Continue to work with the MAX and MACC to ensure that transit services meets the needs of residents.
- Provide traffic calming measures to slow vehicle speeds and increase safety for pedestrians and cyclists.



PUBLIC SERVICES

GOAL: The City of Holland's public services will be high quality, efficient, and cost effective.

- Work with the Holland Board of Public Works to create Wi-Fi zones in certain areas of the City.
- Pursue the provision of district heating services in higher density neighborhoods using heat recovered from local power generation.
- Continue to expand the City snowmelt system throughout Downtown and the surrounding residential neighborhoods.



PARKS & RECREATION

GOAL: The City of Holland will have visually appealing, year-round, and diverse activities and spaces that are accessible and connected for all people.

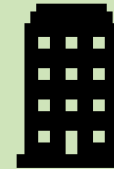
- Create and build on recreational opportunities that bring diverse groups together.
- Ensure that the creation of public and private open spaces are appropriate to the scale of the surrounding neighborhood.
- Ensure there are recreational opportunities for all City residents.
- Provide adequate transportation connections to recreational opportunities.



HOUSING

GOAL: The City of Holland's housing stock will be energy efficient, well-maintained, and include various designs.

- Promote higher-density development that is well-designed and amenity-rich along with a mix of housing unit types in redevelopment and infill development projects adjacent to Downtown and on major thoroughfares.
- Work to promote the design and construction of affordable housing that changes perceptions of its quality and makes it a desirable element of the community.
- Promote housing diversity to accommodate different household sizes, income levels, housing types, and density.



URBAN DESIGN

GOAL: The City of Holland's neighborhoods will be aesthetically pleasing, tree-lined, walkable, and mixed-use with recognizable development patterns.

- Identify development districts within the City and promote design standards to reinforce desired development patterns and character in these districts.
- Identify desired street design characteristics for different development districts within the City, focusing on complete street concepts and pedestrian connections.
- Continue to engage the community to determine which physical forms and development patterns are desired.
- Increase development densities and building heights along arterial corridors where appropriate.
- Promote Transit Oriented Design standards along major thoroughfares and arterial routes.

PRIORITIZED ACTION STEPS FROM THE 2017 COH MASTER PLAN



AGRICULTURE

GOAL: The City of Holland will have locally-sourced, fresh foods accessible to all residents and businesses.

- Explore the reuse of vacant areas, including under-used parking lots, to host food-related events in effort to increase accessibility to local food.
- Add to the strong network of food-related businesses by attracting new small and medium scale food producers, processors, and distributors.



ECONOMY

GOAL: The City of Holland's economy will consist of diverse industries based on technology and design that attract and retain talent and are fueled by a strong entrepreneurial spirit.

- Continue to support existing and attract new retail and entertainment options in various commercial districts.
- Continue to foster a favorable business environment that is attractive to existing and prospective businesses of all types.
- Support business and employment opportunities within and near our many neighborhoods.

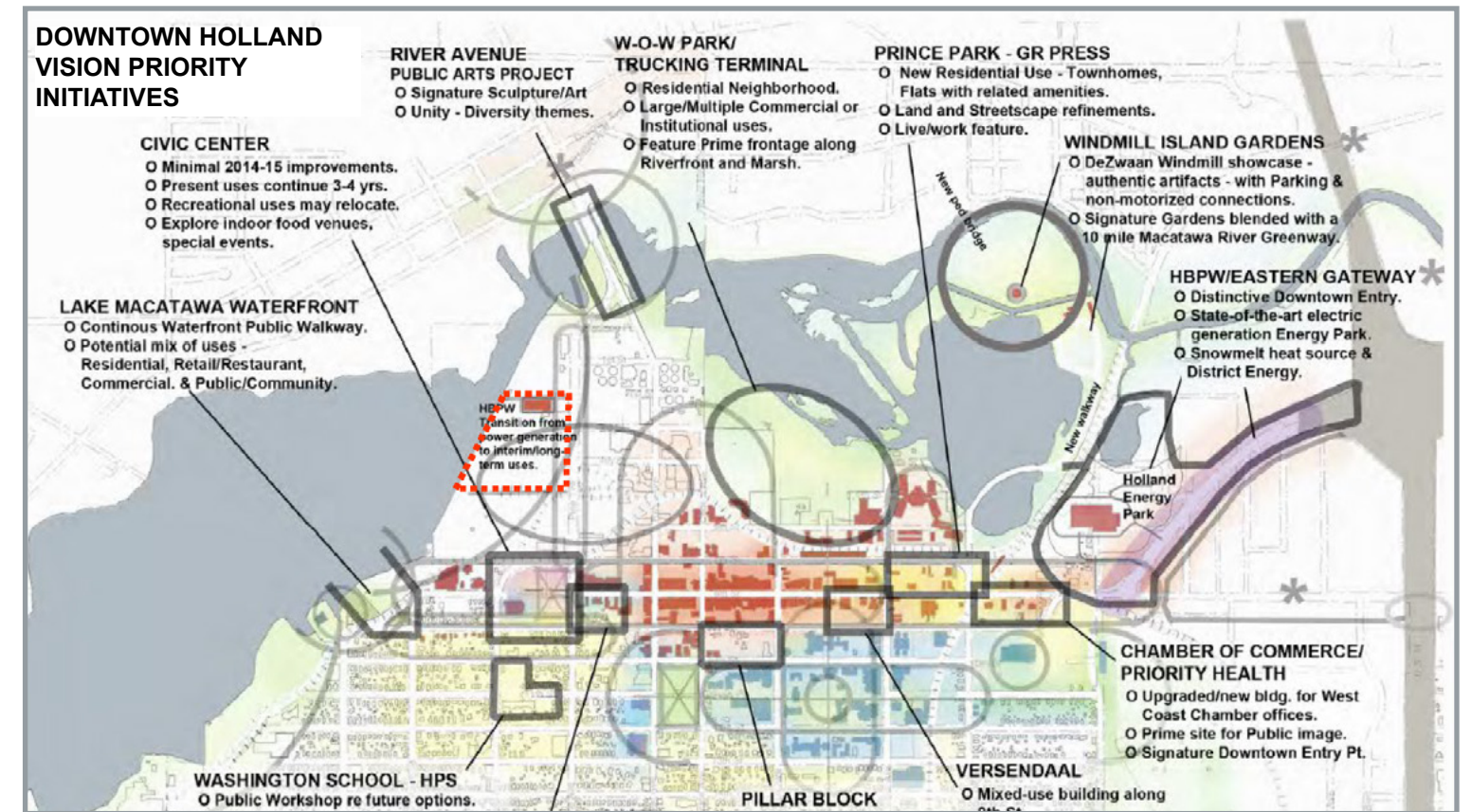


SOCIAL SERVICES & COMMUNITY HEALTH

GOAL: The City of Holland will foster a safe and healthy community for all residents.

- When designing new recreation and municipal facilities (like fire stations and community centers), include accommodations to use facilities as emergency relief locations during times of extreme heat, severe storms, or other natural disasters.
- Reevaluate floodplains and localized flooding data to determine where changes in zoning or building standards might be necessary to reduce the risk of property and infrastructure damage.

2015 EXTENDING THE VISION DOWNTOWN STRATEGIC PLAN



2015 “EXTENDING THE VISION” STRATEGIC PLAN FOR DOWNTOWN HOLLAND

Another planning document setting the stage for the Waterfront Holland design explorations is the 2015 “Extending the Vision” Strategic Plan for Downtown Holland”. One of the **primary strategic priorities** in that report and implementation process was to

“identify re-development opportunities for key properties within the Western Gateway Waterfront corridors of Downtown. These sites include but are not limited to, the Holland Civic Center, the James De Young Power Plant, and Western Tool Works. Potential uses include hospitality, residential, commercial, and food innovation.”

As the waterfront is seen as part of downtown or greater downtown, its form and character would also embody the “Downtown Holland Themes” (see diagram above). Several **unifying elements** constitute distinctive physical attributes and features of Downtown Holland, and remain instructive for the waterfront charrettes and any future

implementation. These unifying elements include:

- High quality streetscape improvements, including plant materials, flowers, trees, seating, and bike amenities
- Extensive and inviting sidewalk connections and variety of parks and outdoor gathering spaces
- Innovative and effective Snowmelt sidewalk and street heating system
- Creative, effective, and pedestrian friendly banners, wayfinding signage and business directories
- Fine and varied architecture with creative and distinctive public art
- Water, fountains and pools connecting Downtown to its Great Lakes environment
- Accessible, attractive, and ample public parking
- Aggressive and intentional day-to-day attention to Downtown maintenance and promotion
- Fresh, fun, and inviting events, activities, and programming including winter time events, activities, and amenities
- Efficient and highly effective Downtown Management structure.

Recommendations were made for various sites along the waterfront which were identified as priority initiatives (see diagram above). Some of these initiatives have been realized, such as the River Avenue Public Arts Project and the HBPW Eastern Gateway while the following were fleshed out in greater detail through the Waterfront Holland design workshop / charrettes:

- **LAKE MACATAWA WATERFRONT**
Continuous waterfront public walkway and potential mix of residential, retail/restaurant, commercial, and public/community.
- **JAMES DE YOUNG POWER PLANT**
Transition from power generation to interim /long-term uses.
- **W-o-W PARK / TRUCKING TERMINAL**
Residential neighborhood with large/multiple commercial or institutional uses. Feature prime frontage along Riverfront and Marsh.
- **PRINCE PARK - GR PRESS**
New residential use - townhomes, flats with related amenities. Land and streetscape refinements with live/work feature.

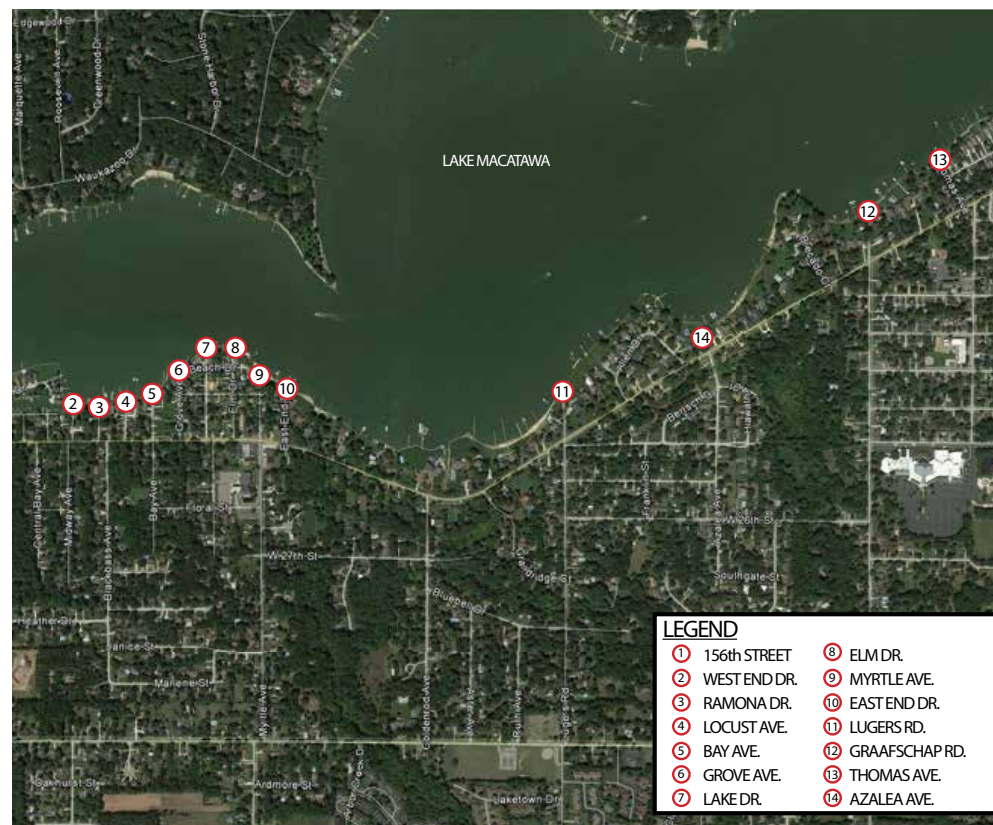
2019 PARKS & RECREATION MASTER PLAN

2019 PARKS & RECREATION MASTER PLAN

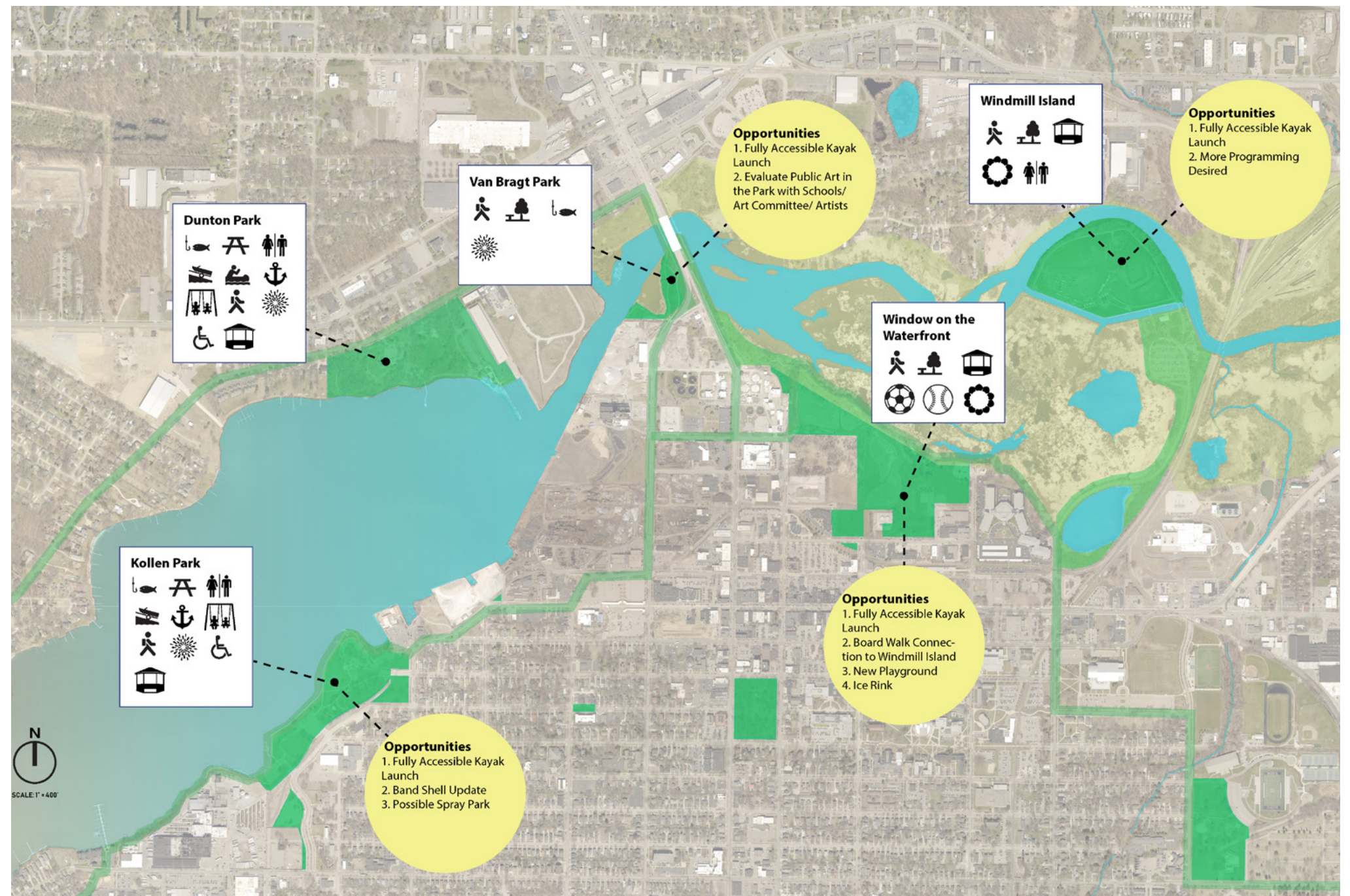
The Waterfront Holland visioning effort also coincided with the completion of the 2019 Parks & Recreation Master Plan. Due to the number of parks along the waterfront as well as potential recreation opportunities that could be served by the water, this document was important in

- Providing an inventory of the existing amenities and recreational facilities in each of the parks,
- Identifying potential opportunities to be considered in the design charrettes / workshops,
- Indicating other parallel waterfront initiatives, such as the Lake Macatawa Street Ends Special Use Facilities.

It should be noted that while the Lake Macatawa Street Ends Special Use Facilities are not within the design scope of Waterfront Holland, they will help to enhance the overall waterfront character of the City and the public access to the water.



Locations of the Lake Macatawa Street Ends Special Use Facilities



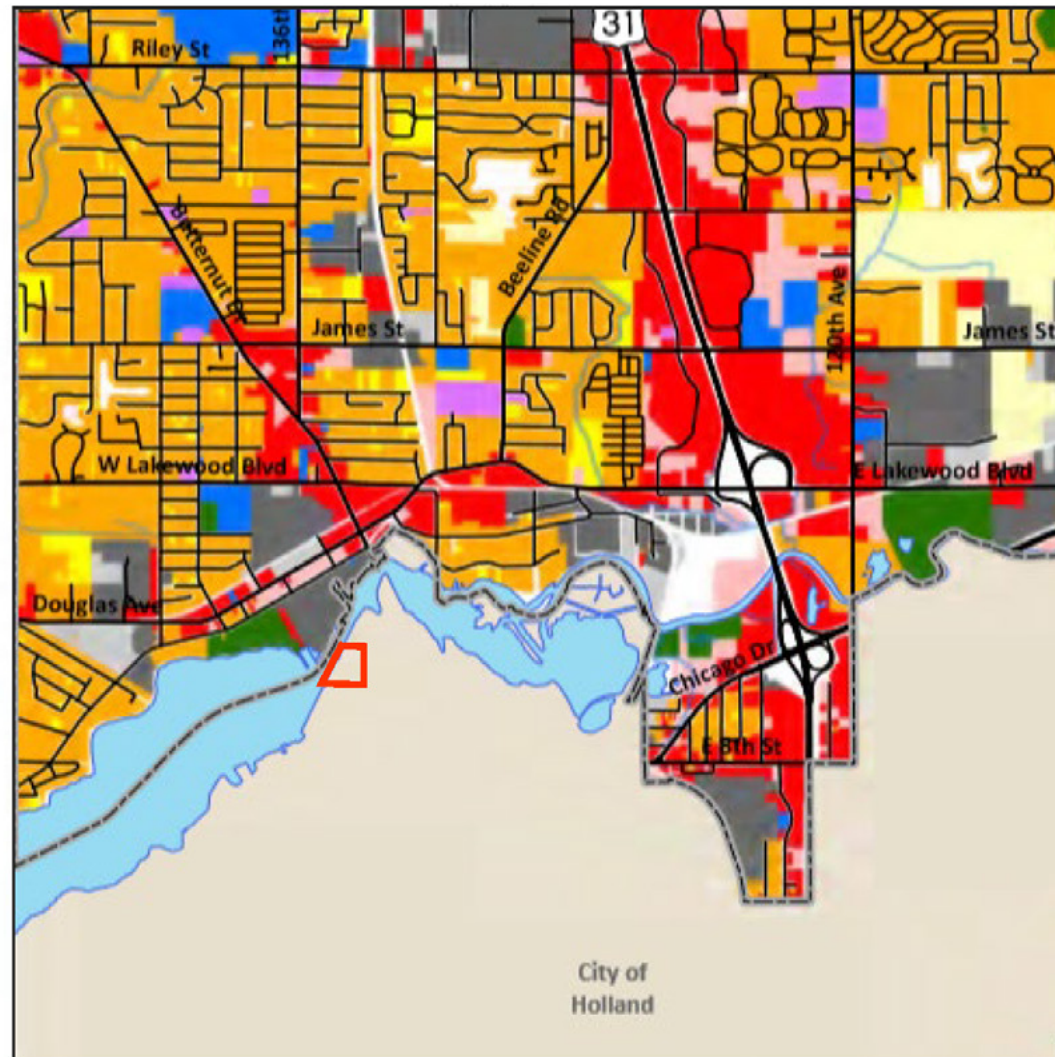
Map Identifying the Existing Amenities and Recreational Facilities at Each Waterfront Park & Potential Opportunities for Enhancement in the Future

2014 HCT COMPREHENSIVE PLAN CURRENT & FUTURE LAND USE

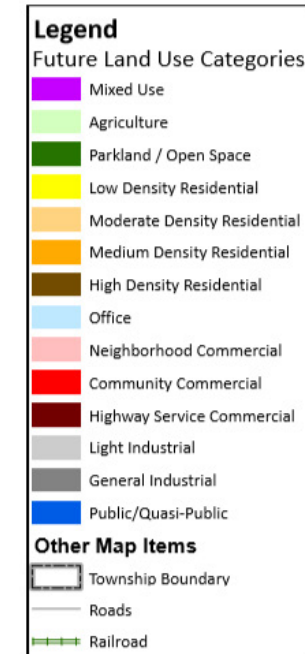
Map 14
Holland Charter Township
Current Land Use Map



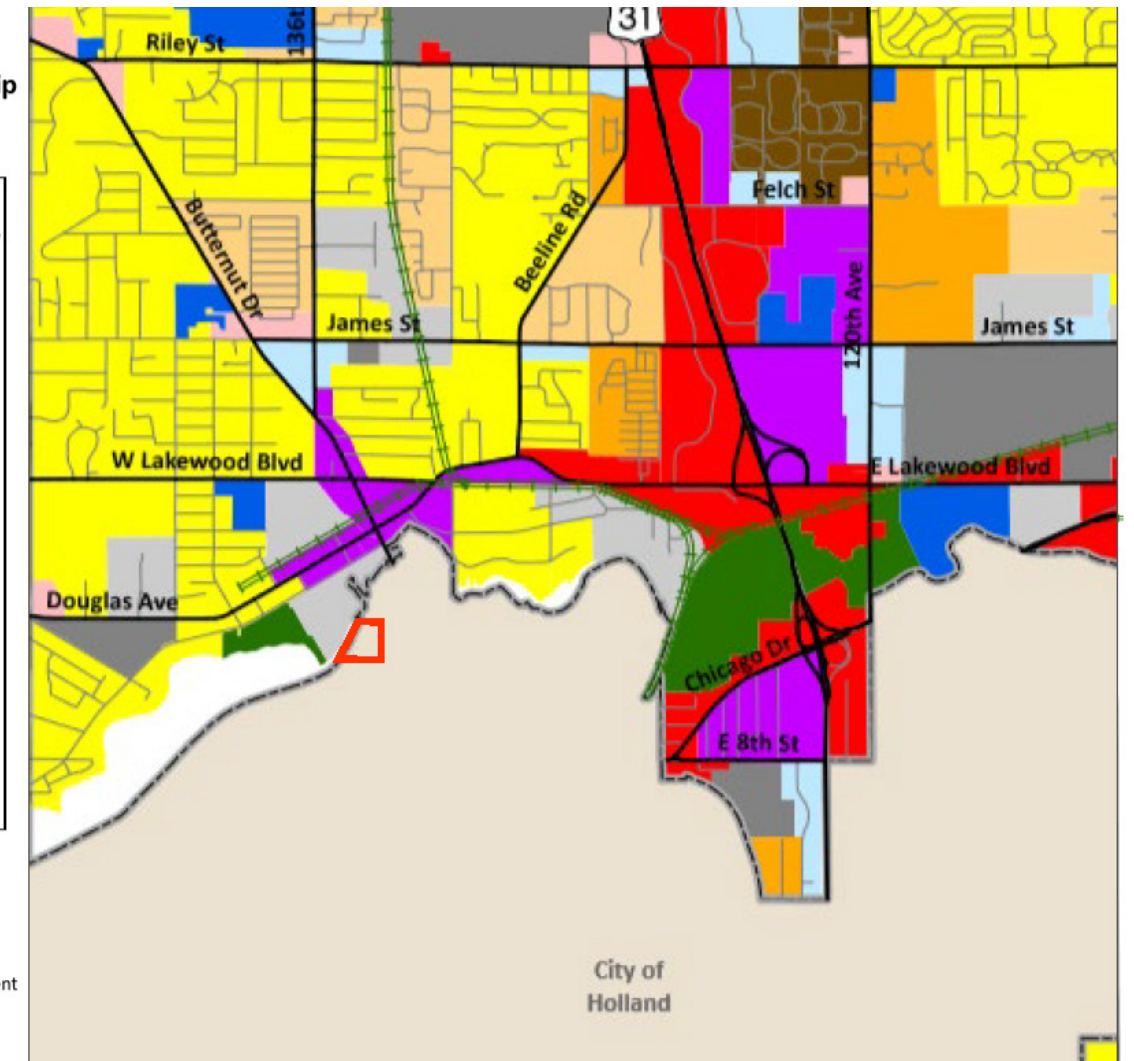
Holland Charter Township
Community Development Department
04/12/2013
Data Source: Ottawa County GIS



Map 1
Holland Charter Township
Future Land Use Map



Holland Charter Township
Community Development Department
5/27/2015
Data Sources:
Holland Charter Township
Ottawa County GIS



2014 HOLLAND CHARTER TOWNSHIP COMPREHENSIVE LAND USE MASTER PLAN

The 2014 Holland Charter Township Comprehensive Plan was drafted and adopted to assist Township staff, elected and appointed officials, with the management of current and anticipated growth pressures in the Township. It serves as the foundation for future decision making and articulated implementation strategies to be pursued when the appropriate opportunities arise.

In the current land use plan, the James De Young Power Plant site and most of the City of Holland's waterfront is in relative proximity to the following in the jurisdiction of Holland Charter Township:

- industrial uses, parks/recreation space, commercial Corridors (Butternut Dr, Lakewood Blvd), residential, vacant commercial, and vacant residential.

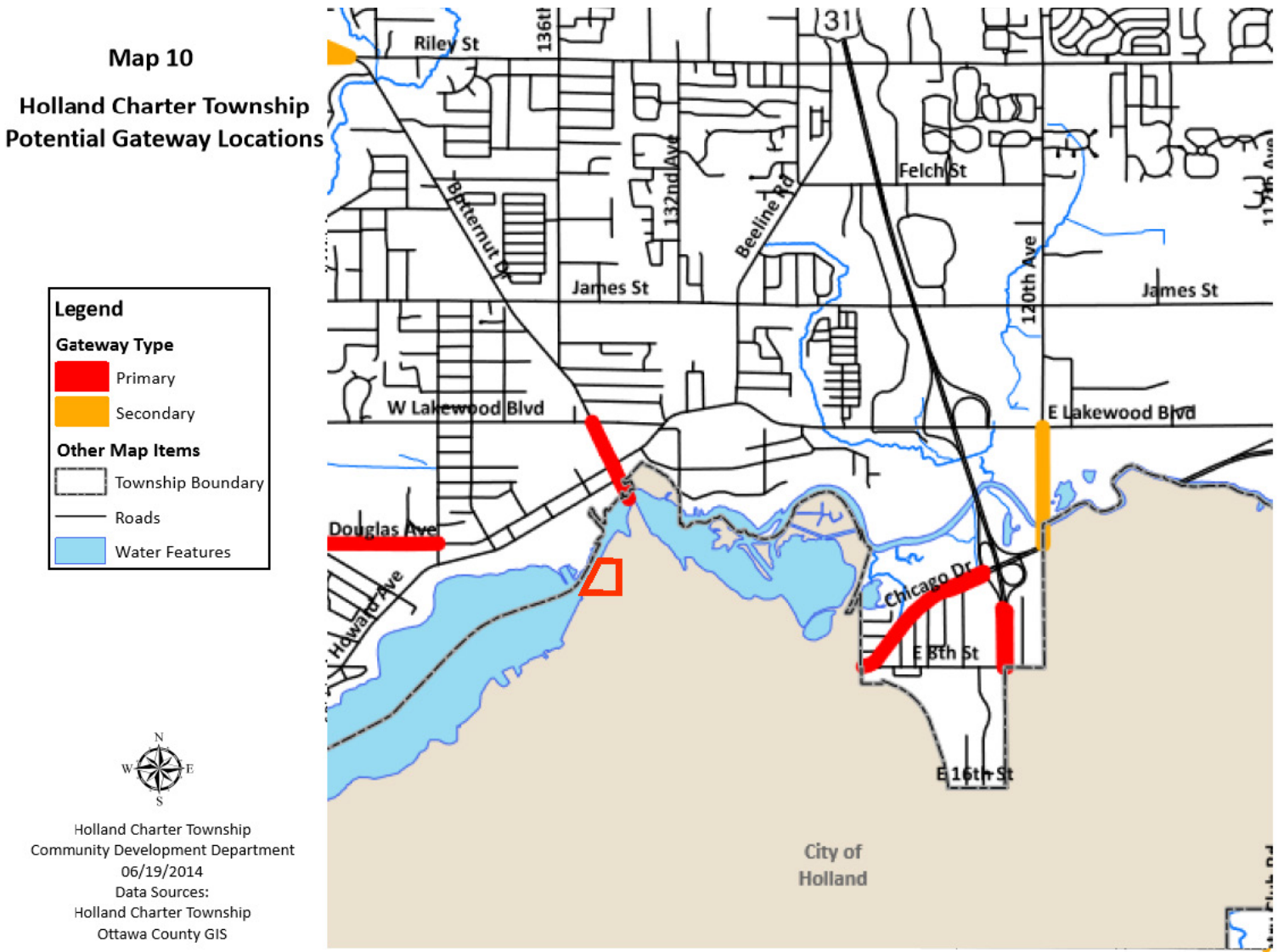
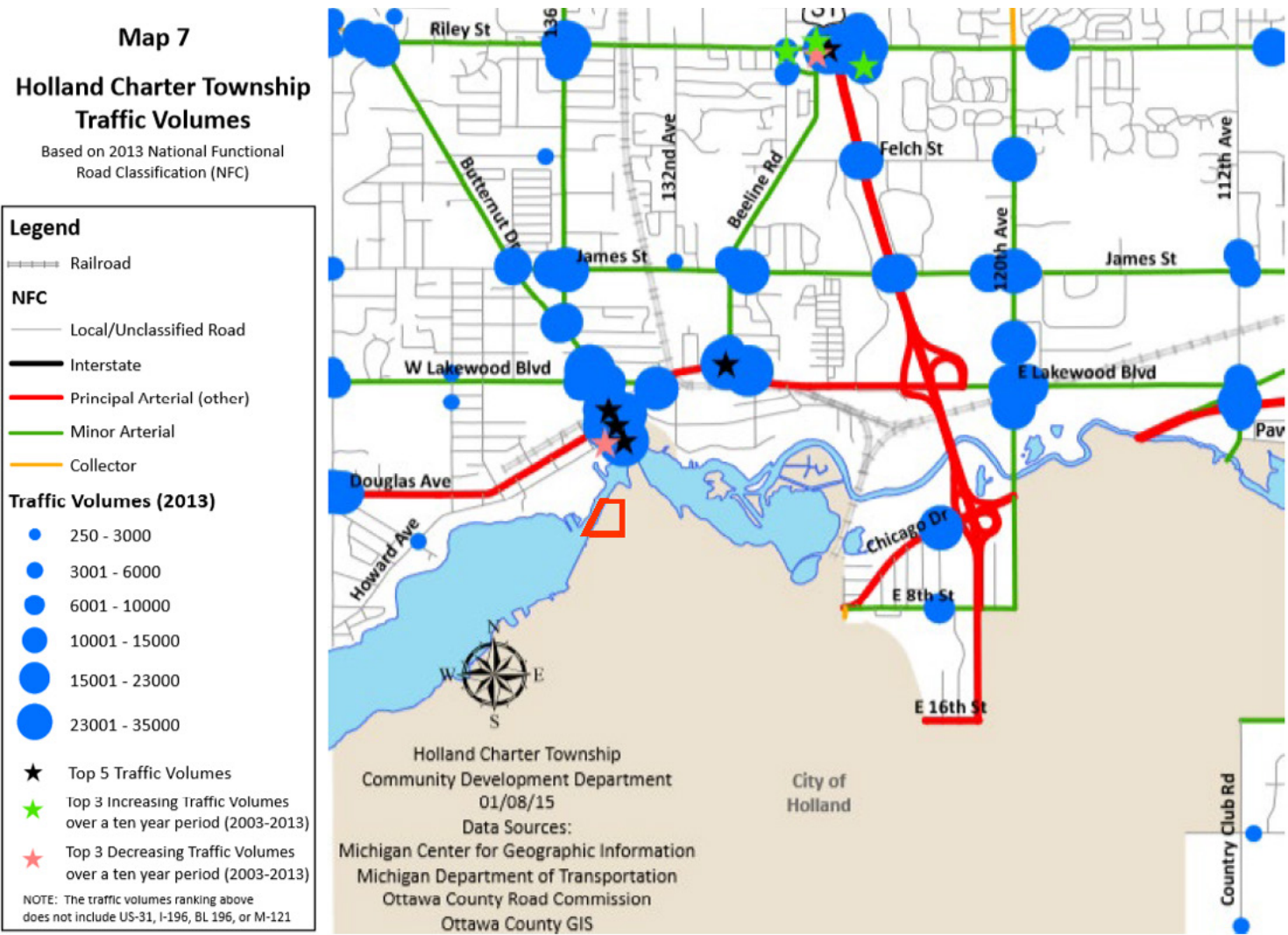
In the future land use plan, it is the intention of Holland Charter Township to create a waterfront fabric north of Lake Macatawa that is composed of:

- light industrial uses, parks/recreation space, mixed use corridors (Butternut Dr, Lakewood Blvd), and low density residential.

It reflects a concerted effort to reduce lot vacancies, encourage more mixed use, and to shift away from heavy industry. Implementation strategies identified by the 2014 Comprehensive Plan includes:

- Work with adjacent municipalities on projects that relate to land uses and other issues/projects on our shared borders.
- Establish commercial/office nodes that cluster businesses and minimize impacts on less intensive uses, focus traffic impacts, minimize need for utility expansions, and provide for more efficient use of land, rather than allowing scattered or strip-type development.
- Promote a mix of compatible higher density residential and commercial and office developments in areas that provide non-motorized travel options in harmonious settings that are conveniently located near necessary services.

HCT TRAFFIC VOLUME & IDENTIFIED GATEWAYS



Traffic volume is another key consideration, especially along the Pine Ave / River Ave corridors that serve as the primary spine between City of Holland and Holland Charter Township. The data for the major arteries in close proximity to the James De Young Power Plant site is as follows:

- Butternut Dr, Lakewood Blvd, Douglas Ave Intersections with Top 5 Traffic Volumes in 2013
Ranges between 23,001 – 35,000 vehicles/day
- City of Holland
Pine Ave (between 4th & 7th): 13, 898/day

The relatively fast traffic along the three-lane Pine and River Ave have been a cause for concern among the public. Perceptually, these roadways are not pedestrian-friendly and are deemed more as a barrier to the waterfront. Understanding these traffic conditions along with the 2018-2019 Downtown Holland Traffic Study allowed the Design Team to consider alternative traffic and road network patterns in the charrettes.

Within the 2014 Comprehensive Plan, several primary gateways for the Township were identified, many of which are situated at key intersections with the City of Holland and its waterfront: River Ave and Unity Bridge, and Chicago Drive into the Holland Energy Park area.

A key area of interest to the Township in the Waterfront Holland process is the former Pfizer site (now a brownfield) and the two urban blocks just north of that between Howard Avenue and Douglas Avenue. The Waterfront Holland design charrettes thus provided an opportunity for the Township to implement the following strategies in its Comprehensive Plan:

- Prepare a design plan for the River Avenue/Douglas Avenue and Pfizer waterfront area and consider the feasibility of adopting a design objectives that incorporate a traditional “town center” character while paying tribute to the area as a primary gateway into the Township.
- Work with adjacent municipalities on projects that relate to land uses and other issues/projects on our shared borders.

SUBJECT AREA EXPERTS / STAKEHOLDER WORKSHOPS

SUBJECT AREA EXPERTS / STAKEHOLDER WORKSHOPS

In March 2019, a two-day stakeholder workshop was organized where subject area experts from the following groups were invited to participate in focus group discussions. Members of the Planning Commission were also in attendance at several of the focus group discussions. Detailed names of the participants are listed in the acknowledgements.

- Downtown
- Environment & Sustainability
- Housing
- Recreation
- Social / Cultural
- Tourism & Business
- Transportation

The purpose of the workshop was to enrich the community engagement findings and provide more technical considerations that would help inform and prepare the design team for the public charrettes in April and May of 2019. In addition, the workshop was a way to test and refine the draft vision statement and principles that were developed earlier.

Feedback from each focus group was noted graphically on colored cards corresponding to the subject area (see samples on the next page). Key takeaways were synthesized by each subject area focus, and new findings were distilled and organized by the following categories:

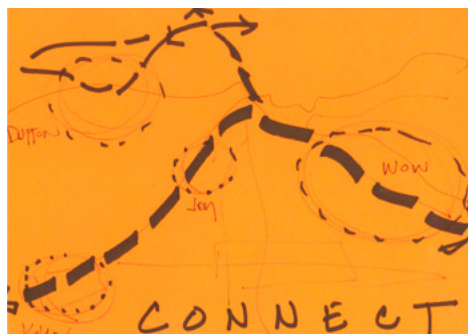
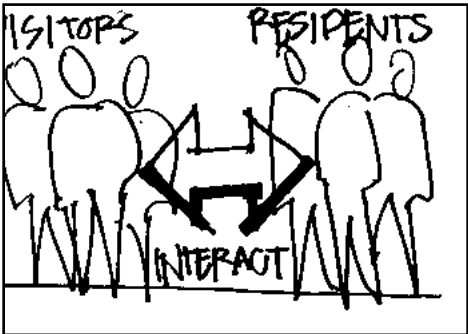
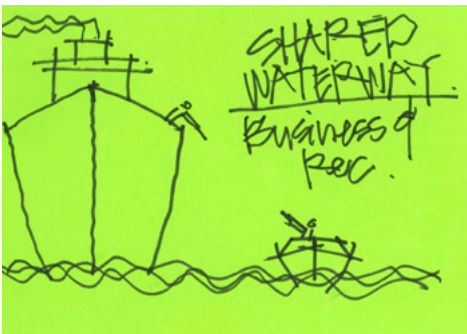
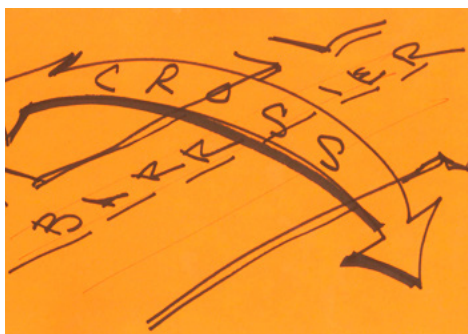
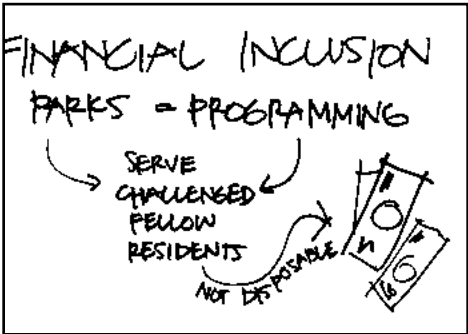
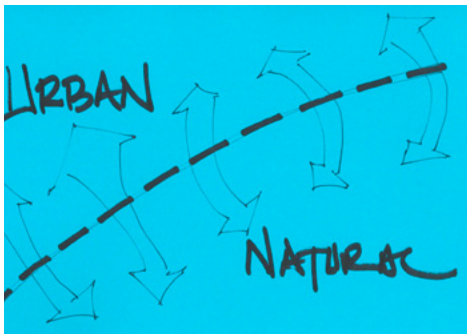
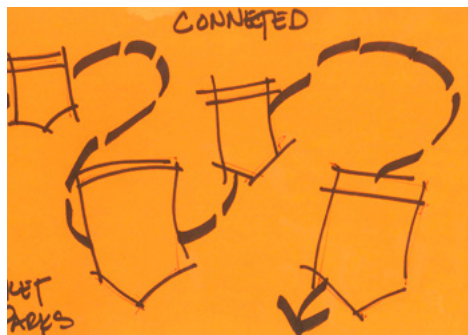
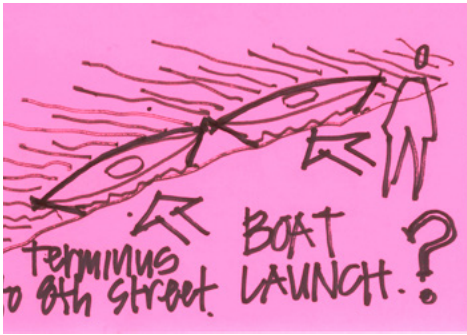
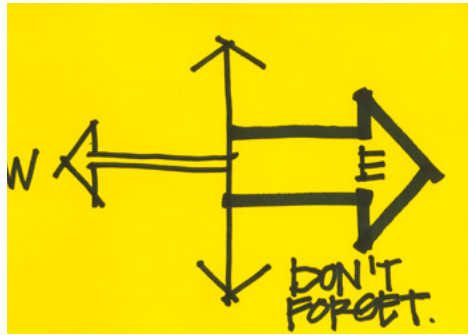
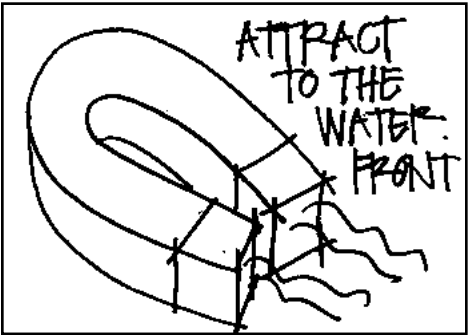
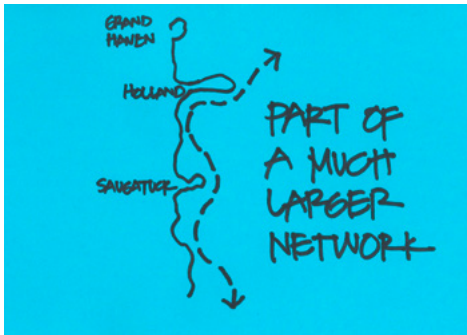
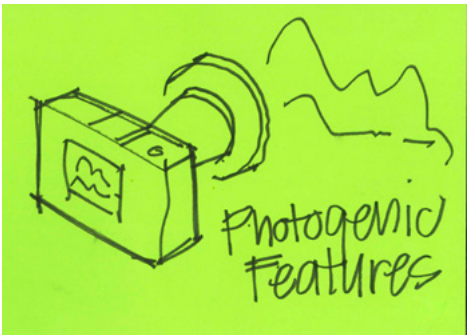
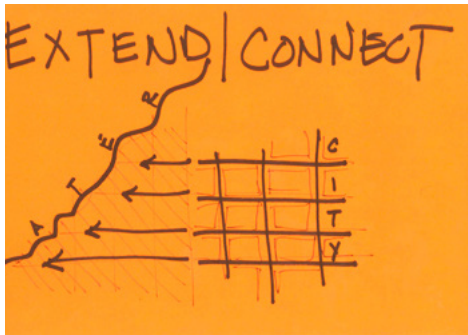
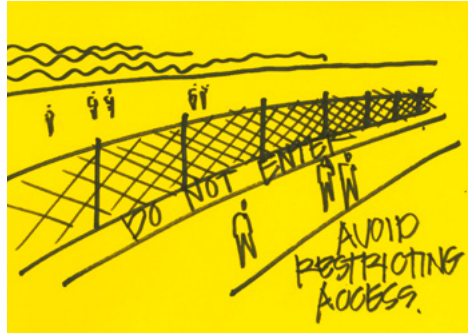
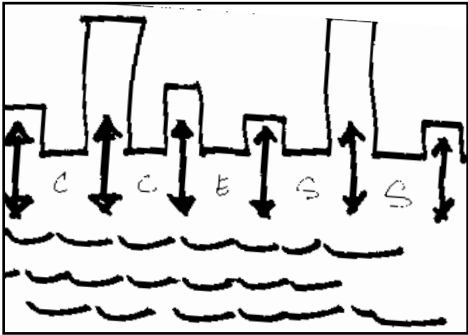
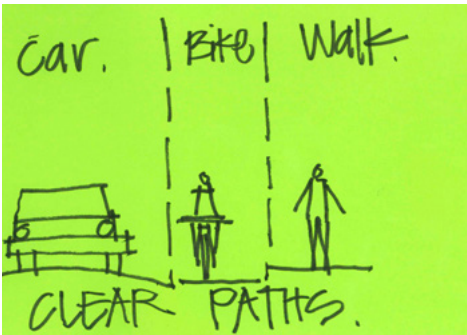
- Technical insights on opportunities and challenges
- Developments in each subject area impacting the waterfront
- Feedback on the draft vision statement and guiding principles.

At the end of the workshop, key opportunities for Holland's waterfront were identified for further exploration in the design workshop / charrettes.



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

SAMPLING OF SUBJECT AREA EXPERTS' INSIGHTS



KEY

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

TAKEAWAYS FROM SUBJECT AREA EXPERTS

RECREATION TAKEAWAYS

- Leverage recreational activity and connections towards a distinct sense of place (identity)
- Intentionally blend urban density with green spaces for activity and respite
- Maximize multi-modal connections which support recreation
- Provide transient boat slips for regional overnight visitors by water
- Support larger boat visits
- Establish a clear and continuous running and bicycling recreational activity and connections
- E.g. Baltimore Harbor

TRANSPORTATION TAKEAWAYS

- Fully connected, publicly accessible waterfront
- Connect City to the water
- Connect waterfront destinations (Kollen, Dunton, W-o-W, JDY)
- Incorporate transient-oriented design
- Add MAX stop along Pine Ave
- Pine Ave-barrier to pedestrians/cyclists
- Separated path for pedestrian, bike, vehicular traffic (e.g. Santa Monica, Monterrey)
- Convert rails to trails (CSX Line)
- Integrate programming nodes, pocket parks along connected trail
- Foster winter activities
- Wind exposure at JDY - Need to be sheltered in winter

DOWNTOWN TAKEAWAYS

- Patient Capital + getting it right in the Process
- Provide water views
- Connect 8th street to the water
- Connect North and South (trolley, ferry?)
- Develop unique waterfront character/identity
- Extend “spirit” of Kollen Park
- Encourage development interest north of 7th street
- Opportunities for residential development with downtown access
- Provide multi-modal access + sharing
- JDY Building is an asset
- Activate Van Bragt Park
- Continue to track other possible industrial/corporate desires to move offices to downtown

SOC/CULTURAL/HOUSING TAKEAWAYS

- Create destinations that are Safe/Convenient/Accessible/Affordable/Interactive/Entertaining
- Connected to the water but not on the water
- Create spaces and programs for “co-mingling”/multigenerational interaction
- Provide senior volunteering opportunities
- Waterfront for residents and visitors
- Celebrate diversity - e.g. Kollen Park & Library (multiple, free activities)
- Enhance community inclusion
- Encourage walkability, connectivity
- Leverage the snowmelt system
- River Ave - barrier to pedestrians/cyclists
- Facilitate a East/West connection
- Provide access to the water
- Potential housing - triangular block between Pine and River Ave
- Mixed Use, Mixed Income Housing
- Working waterfront = Entertainment
- Infrastructure = Education
- WATER is therapeutic
- Active Green Spaces: exercise paths, playground, skating, Kollen Park Bandshell
- Passive Green Spaces: fishing, people watching

ENV/SUSTAINABILITY TAKEAWAYS

- Use the City’s Sustainability Framework
- Provide continuous, public access along the waterfront
- Balance the built fabric with protected natural uses
- Play on opportunities for environmental healing, education and stabilization
- Understand context and influence of the larger Macatawa Greenway on the greater downtown
- Strengthen the language on Environmental and Sustainability

TOURISM/BUSINESS TAKEAWAYS

- Not all Waterfronts are equally suitable for a given use
- Respond to access challenges, both visual and physical
- North Downtown is just as critical as the JDY area - don’t forget it
- Holland has typically built out incrementally - we don’t need a home-run all at once
- Look at the Verplank site for development opportunities
- Consider pop-up/festival space as a way to activate the JDY site with a major capital investment
- Strive for a robust, thoughtful plan, starting with local programming demands first, and leveraging public/private partnerships
- Respect the working waterfront

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

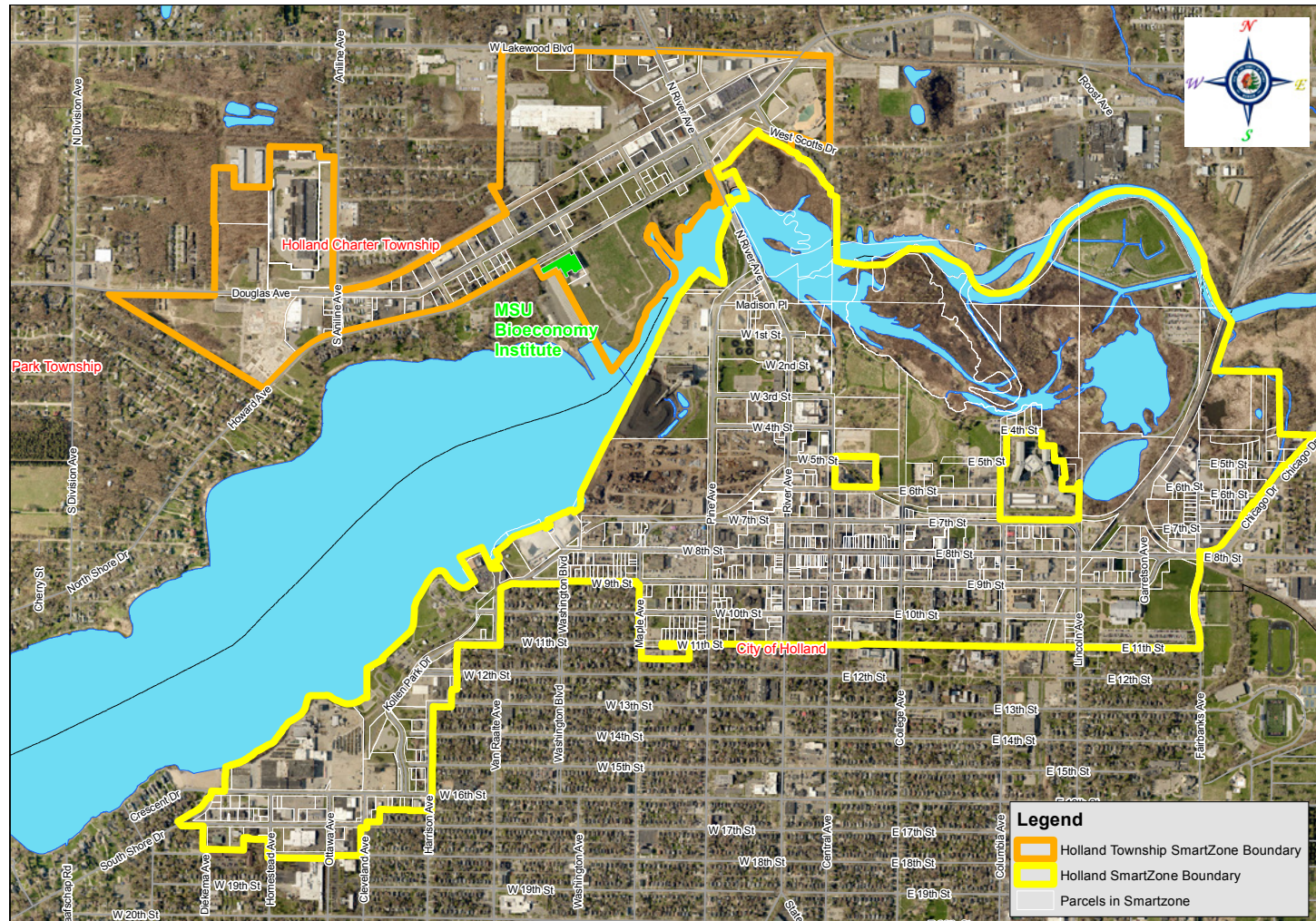
Build infrastructure that spurs **NEW DEVELOPMENT**

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

TAX INCENTIVES / DESIGNATED ECONOMIC ZONE OPPORTUNITIES



TAX INCENTIVES & MARKET OPPORTUNITIES

Besides establishing an understanding of the community's concerns and aspirations, existing planning directions, and technical insights from subject area experts, it was also important to ground the design explorations in market opportunities and reality. To that end, tax incentives driving potential development were synthesized and an independent market opportunity study was commissioned. Findings from both are summarized as follows.

SMARTZONE TAX INCENTIVES

In April 2016, Holland's satellite SmartZone status (see map above) was approved by the Michigan Economic Development Corporation and the State of Michigan Treasury, allowing for Tax Increment Financing (TIF) capture of state education taxes for economic development within the SmartZone's geographic boundaries to support high tech emerging businesses and entrepreneurs.

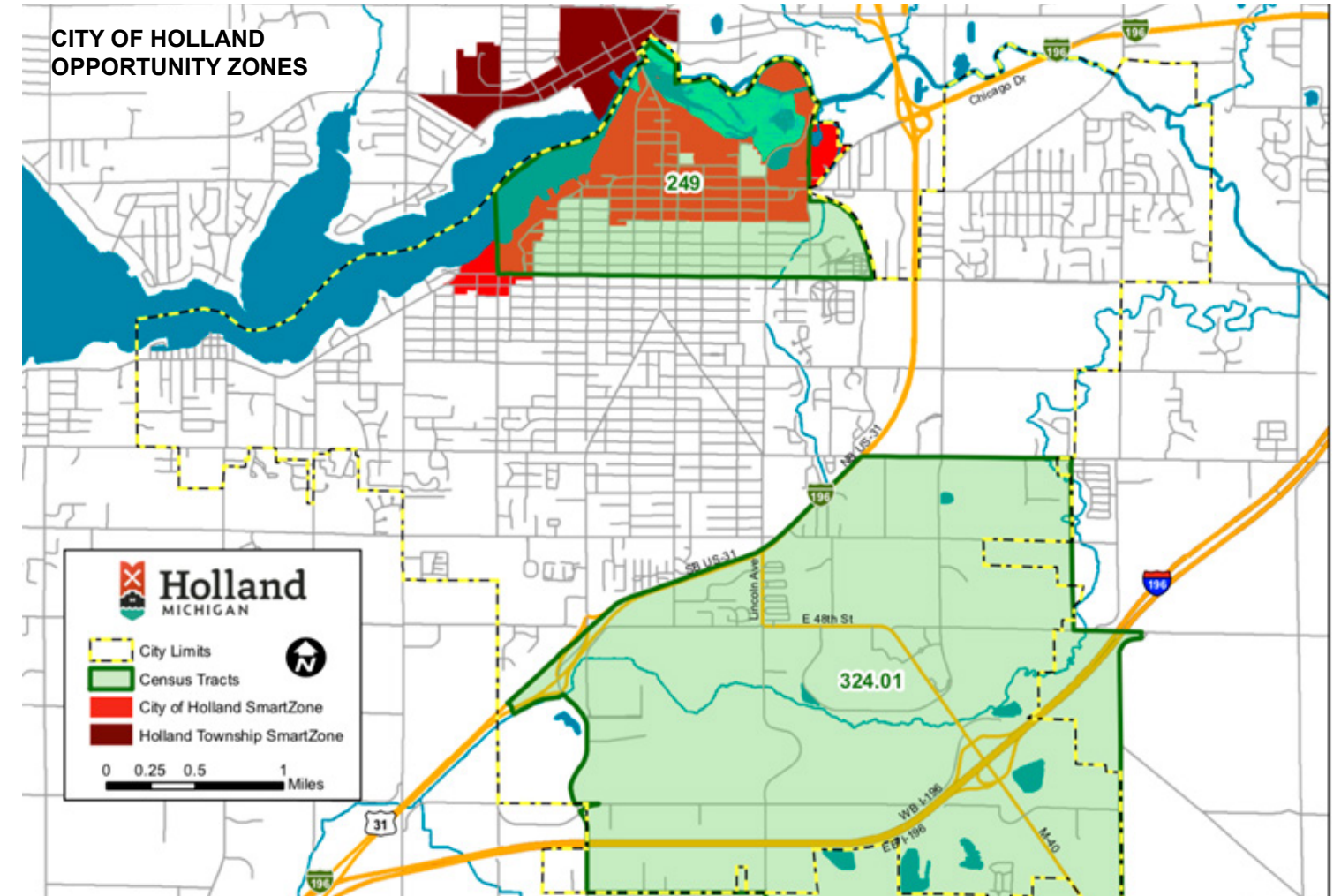
04 SETTING THE STAGE

TAX INCENTIVES OPPORTUNITIES

The designation of the Satellite SmartZone District will make available both Lakeshore Advantage's TechVenture Incubator and the BioBusiness Accelerator at Michigan State University's Bioeconomy Institute and its extensive facilities and equipment, unique specialties that will assist in the creation and growth of high technology businesses benefiting both the Grand Rapids Authority and the Holland Authority.

OPPORTUNITY ZONES TAX INCENTIVES

The 2017 Federal Tax Cuts and Jobs Act created a new program called Opportunity Zones. The program is designed to incentivize patient capital investments in low-income communities nationwide that have been cut off from capital and experienced a lack of business growth. Two census tracts in the City of Holland received Opportunity Zone designation (see map above).

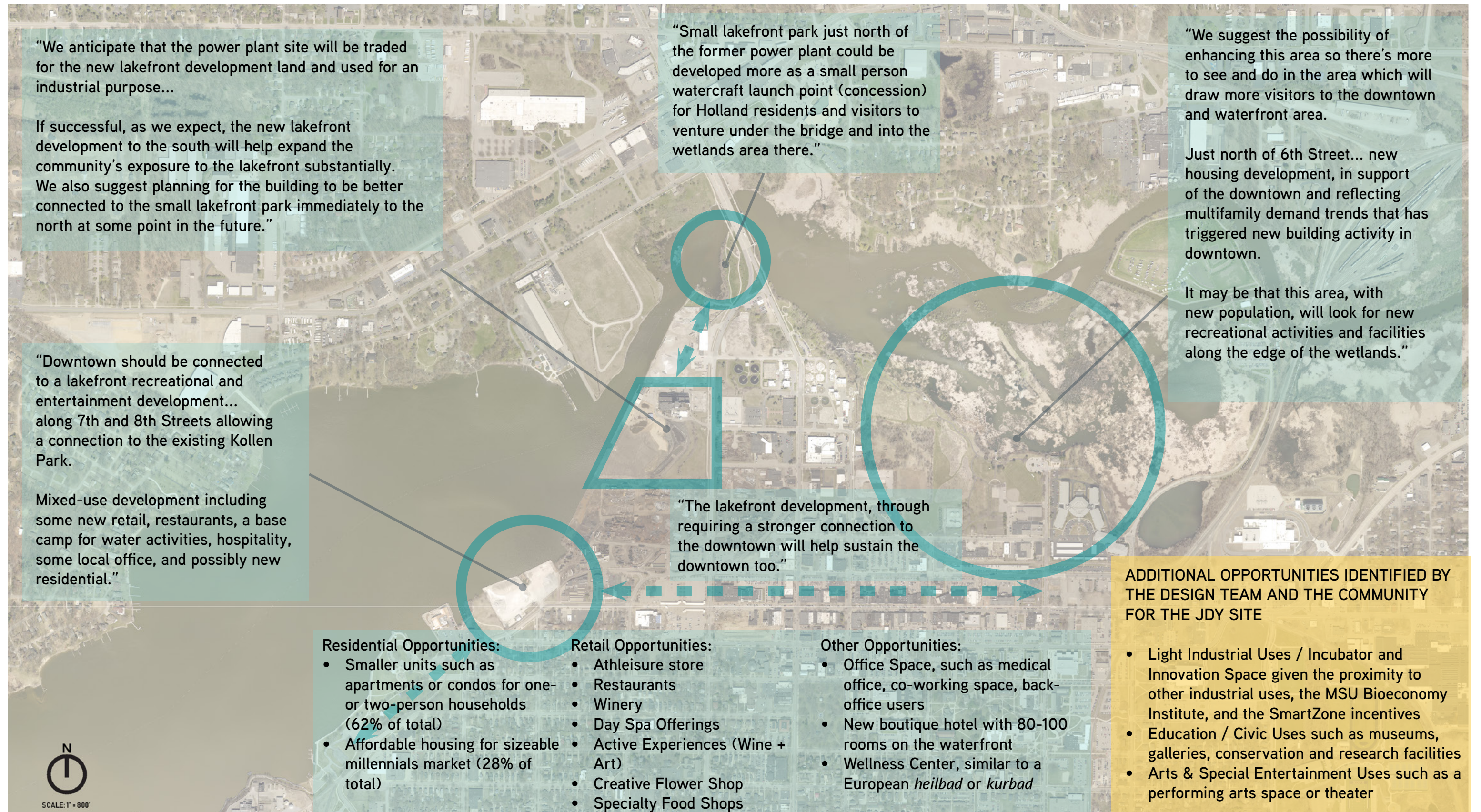


The tax benefits are three-fold: Capital gain deferral, basis step-up, and non-recognition for 10-year investments. Details on these tax benefits can be found on the following website: <http://www.lakeshoreadvantage.com/regional-info/opportunity-zones>

Given that the scope of the Waterfront Holland visioning process falls within both the SmartZone and Opportunity Zone boundaries, the key takeaway here is the potential for existing waterfront properties and any future redevelopment to

- Create synergies with the Lakeshore Advantage's TechVenture Incubator and the BioBusiness Accelerator at the MSU Bioeconomy Institute,
- Explore other (light/creative) industrial, high technology, or new economy businesses that could leverage on the tax benefits in these zones.

OPPORTUNITIES IDENTIFIED BY MARKET FEASIBILITY ADVISORS



LESSONS FROM PRECEDENTS / EXAMPLES

PRECEDENTS AND EXAMPLES OF WATERFRONT PLANNING & REDEVELOPMENT, ADAPTIVE RE-USE, AND TACTICAL URBANISM PROJECTS

Gathering successful precedents and examples of waterfront planning and redevelopment, adaptive re-use, and tactical urbanism projects from other parts of the United States and internationally constituted another key resource in setting the stage for the charrettes.

These precedents offer instructive lessons not only from a design/programming, policy decision-making, and real estate development perspective, but also provide inspiration for the broader community. Similarly, some of these examples were cited by the community during the engagement phase and were further explored by the team as part of the analysis.

The following pages provide an overview for each of these project types and are accompanied by a list of the examples studied.

Best practices for waterfront planning and redevelopment based on Coastal and Waterfront Smart Growth Elements charted by the National Oceanic and Atmospheric Administration are summarized in the diagram on the right.

Sources:
National Oceanic and Atmospheric Administration. (2018). "Coastal and Waterfront Smart Growth", Reviewed July 27, 2018. <https://coastalsmartgrowth.noaa.gov/casestudies.html>

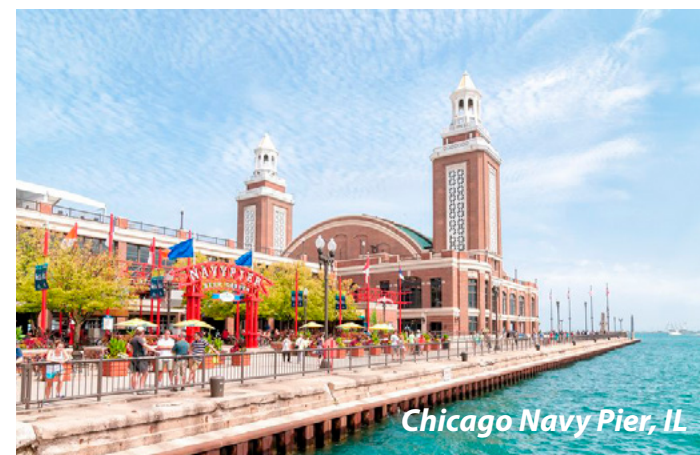
c o a s t a l & w a t e r f r o n t

SMARTGROWTH

ELEMENTS

- | | |
|--|--|
| #1 MIX LAND USES, including WATER-DEPENDENT USES | #6 PRESERVE OPEN SPACE, FARMLAND, NATURAL BEAUTY and the CRITICAL ENVIRONMENT AREAS that characterize and support coastal and waterfront communities |
| #2 Take advantage of COMPACT COMMUNITY DESIGN that ENHANCES, PRESERVES, and PROVIDES ACCESS to WATERFRONT resources | #7 STRENGTHEN and DIRECT DEVELOPMENT TOWARD EXISTING COMMUNITIES and ENCOURAGE waterfront REVITALIZATION |
| #3 Provide a range of HOUSING OPPORTUNITIES and CHOICES to meet the needs of both SEASONAL and PERMANENT RESIDENTS | #8 Provide a variety of LAND- and WATER-BASED TRANSPORTATION OPTIONS |
| #4 Create WALKABLE COMMUNITIES with PHYSICAL and VISUAL ACCESS TO and ALONG the WATERFRONT FOR PUBLIC USE | #9 Make DEVELOPMENT DECISIONS PREDICTABLE, FAIR, and COST-EFFECTIVE THROUGH CONSISTENT POLICIES AND COORDINATED PERMITTING PROCESSES |
| #5 Foster DISTINCTIVE, ATTRACTIVE COMMUNITIES with a strong sense of place that capitalizes on the WATERFRONT'S HERITAGE | #10 Encourage COMMUNITY and STAKEHOLDER COLLABORATION in DEVELOPMENT DECISIONS, ensuring that PUBLIC INTERESTS in and RIGHTS OF ACCESS to the waterfront and coastal waters are UPHELD |

WATERFRONT PLANNING & REDEVELOPMENT



WATERFRONT REDEVELOPMENT CONSIDERATIONS

- Decline in industrial use and a shift away from shipping has led to the opening up of waterfront for potential redevelopment.
- Leveraging the significant real estate opportunity by the water, however, is often challenged by the complexity of brownfield conditions. A brownfield is defined as “a vacant or under-used industrial or commercial property whose redevelopment is complicated by real or perceived contamination.” Environmental assessments and remediation are thus
- There is also a need to be sensitive to the following in any potential waterfront redevelopment
 - Preservation of maritime activities and the working waterfront;
 - Shoreline access and treatment;
 - Ecological concerns; and
 - Design constraints and opportunities.
- In Michigan, waterfront communities face common challenges of maintaining public access, coping with inadequate harbor dredging, and transforming former industry-dominated waterfronts to a more balanced, recreational-industrial coastal landscapes.
- The key to any successful waterfront planning and redevelopment process is thoughtful engagement and consensus-building among all stakeholders:

“The well-orchestrated project has built a strong record and good level of consensus to have the resilience to withstand the generally predictable concerns that will appear as the project approaches reality, as well as external events such as financial and election cycles. The ability to adjust to changed conditions, and to coordinate among review agencies can be invaluable. This requires a tight, well-knit team with the range of expertise necessary.”

-- Barry Hersch, NYU Schack Institute of Real Estate

Sources:

Barry Hersch / NAIOP. (2012). “The Complexity of Urban Waterfront Redevelopment”. Prepared for and Funded by the NAIOP Research Foundation.

Sea Grant Michigan. (2011-2013). “Michigan Coastal Community Working Waterfronts Case Study”. <https://www.michiganseagrant.org/wp-content/uploads/2018/10/13-717-Introduction-Working-Waterfronts-Case-Study.pdf>

WATERFRONT PLANNING & REDEVELOPMENT EXAMPLES



Anacostia Riverwalk Trail, Washington D.C.



Chicago Lakefront, IL



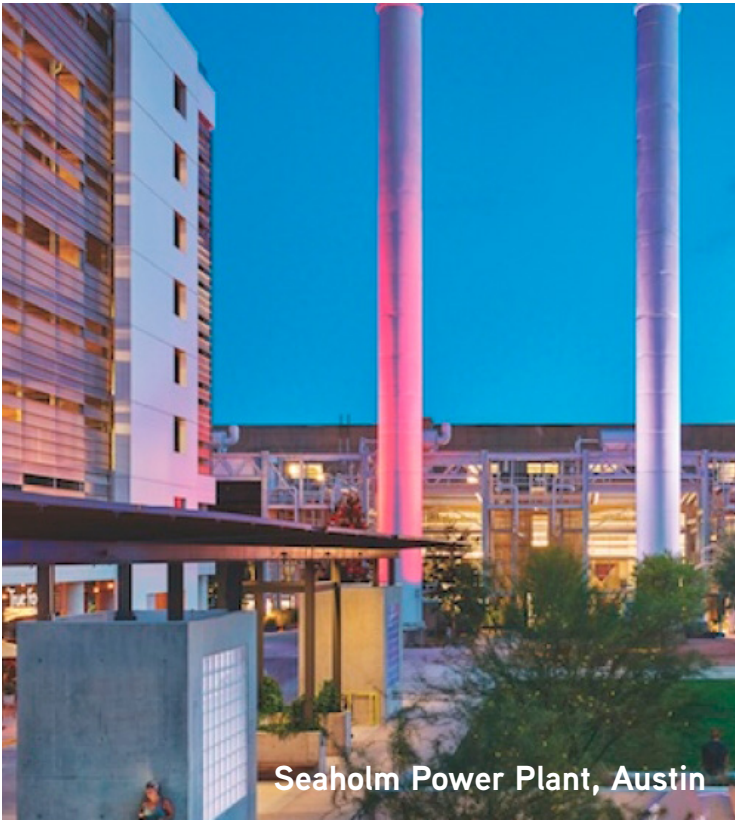
Haifa Waterfront Plan, Israel



Brooklyn Bridge Park, NY



Milwaukee Harbor District, WI



WHAT IS ADAPTIVE REUSE?

- A process that adapts old buildings for new uses while retaining their historic features. This prolongs the cradle-to-grave / longevity of a building by retaining all or most of the structural system, and other elements such as cladding, glass, and interior partitions where possible.
- Benefits of Adaptive Reuse Over Demolition:
 - Retains a building's original embodied energy by bypassing demolition and construction.
 - Reduces energy consumption (reuse of existing structure and part of envelope can be equivalent to as many as 10 years of HVAC operation of a new structure. Demolition may add 25% of an emissions burden to the new construction, including transportation of demo material out and new materials in).
 - Avoids vacancy, generates revenue, and reduces construction costs by 16% in general.
 - Creates appealing spaces for startups and younger businesses and professionals.
 - Provides visual amenity, historic character, and cultural value.

Sources:
MIT, "Summary of Adaptive Reuse Benefits Over Building Demolition". <http://www.archinode.com/lcaadapt.html>
Deloitte, "Adaptive Reuse of Commercial Real Estate: Turning Vacant Properties Into Revenue-Generators", September 27, 2017. <https://www2.deloitte.com/us/en/pages/financial-services/articles/adaptive-reuse-of-commercial-real-estate.html>

ADAPTIVE RE-USE POSSIBILITIES

- | | | |
|-----------------------------------|-----------------------|---------------------------------|
| • Schools / Education Center | • Innovation Hub | • Recreation (Indoor + Outdoor) |
| • Museum, Gallery | • Creative Industries | • Wellness Center |
| • Dining (Restaurants, Food Hall) | • Office Space | • Park |
| • Events Space | • Retail | • Storage |
| | • Boutique Hotel | • Agricultural Production |
| | • Residences | |

"THE OPPORTUNITIES FOR CREATIVE RE-USE IS ALMOST LIMITLESS..."
-- Jeanne Gang, Architect for the Adaptive Re-Use of the Seaholm Power Plant & the Beloit College Blackhawk Generating Station

ADAPTIVE RE-USE EXAMPLES



Seattle Gas Works Park



St Louis Rock Climbing Gym, MI



San Francisco Potrero Power Plant, CA



Pratt Street Power Plant, Baltimore



Bethlehem Steel Stacks, PA



Beloit College Power Plant/Student Center, WI

TACTICAL URBANISM



Native Plantings & Garden Courtyard



Event Space in Former Warehouse



Nature Playground



Wetland Restoration & Park



Seasonal Ice Rink

Views of the Evergreen Brick Works, c. 2018

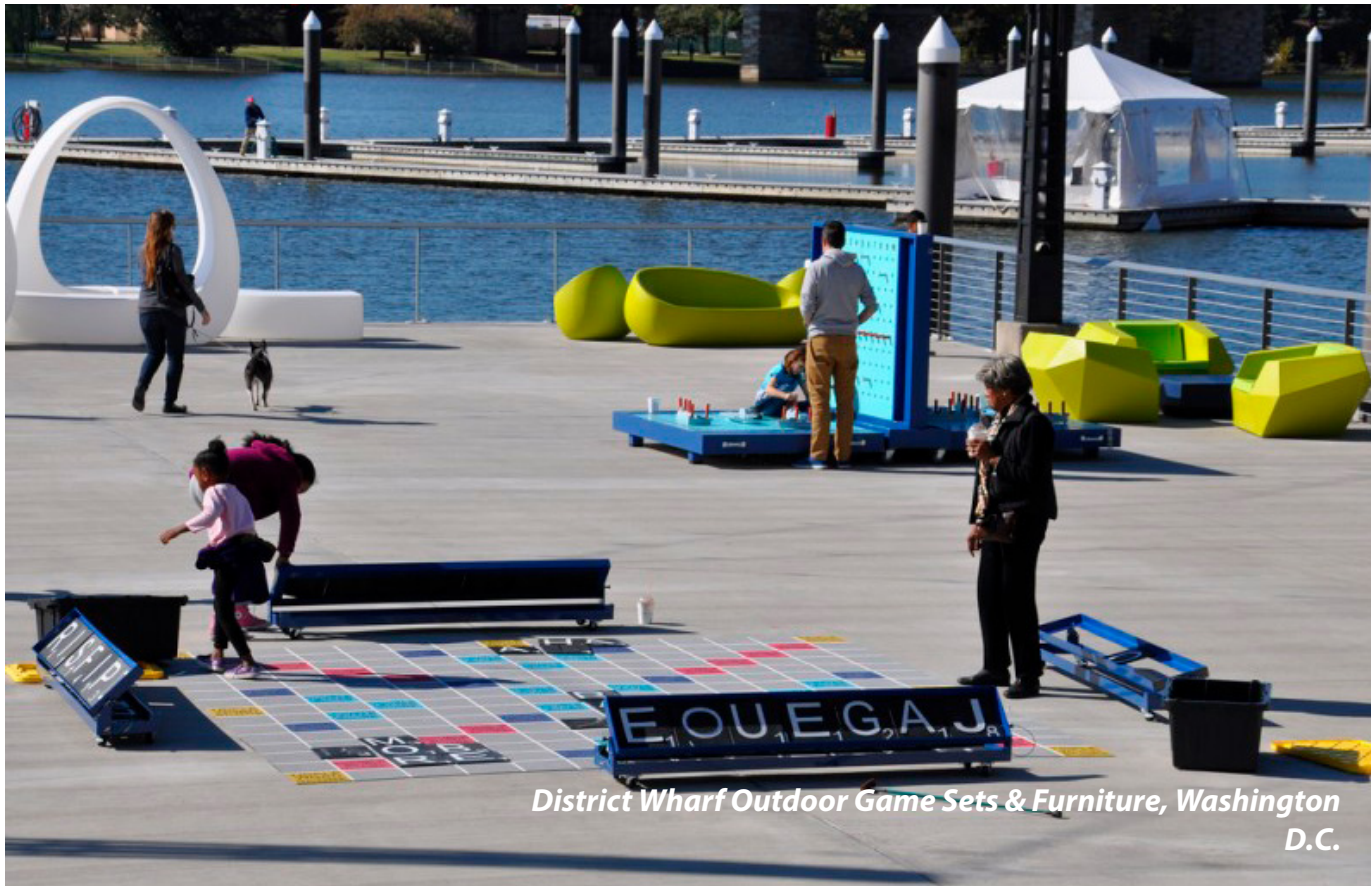
WHAT IS TACTICAL URBANISM?

- An action-based approach where city, organization, and/or citizen-led efforts for neighborhood building uses short-term, low-cost, and scalable interventions to catalyze long-term change.
- Alternative terms: DIY Urbanism, Planning-by-Doing, Urban Acupuncture
- While the degree of formality of the efforts may vary, Tactical Urbanism projects share the common goal of using low-cost materials to experiment with and gather input on potential design changes and use of space.
- Examples:
 - Guerilla wayfinding signs
 - Pavement to parks
 - Street art campaign
 - Pop-up parks / events / retail
 - Lighting enhancements
- Because of its short-term, low-cost, and experimental approach, tactical urbanism lends itself to interim uses on a site while development directions are explored.

FEATURED PRECEDENT: EVERGREEN BRICK WORKS, TORONTO

- Transformation of the abandoned and historic Don Valley Brick Works into a demonstration hub / environmental education center incorporating themes of nature, culture, and community.
- 11-acre campus preserving the site's unique industrial past and the marriage of that history with innovative sustainable design principles. Architectural interventions demonstrate a "light touch and loose fit" approach, ensuring flexibility as programming needs change over time.
- Current programming: Natural children's playscape, nature school, winter ice rink, outdoor gardens, events and exhibition space, market hall, cafe, office space (TD Future Cities Center).
- Started as an adaptive reuse project with tactical urbanism approaches. Vision was cast in a 2006 Master Plan. Project was completed and opened in 2010.
- Issued RFP in 2019 for a (revised) Evergreen Brickworks Master Plan.

TACTICAL URBANISM EXAMPLES



District Wharf Outdoor Game Sets & Furniture, Washington D.C.



Morro Bay Stacks Lighting, CA



Cincinnati MadTree Brewing, OH



Brooklyn Bridge Park Sand Volleyball, NY



Toronto Stackt Market, Canada



Union Street Urban Orchard, London

ANALYTICAL MAPS

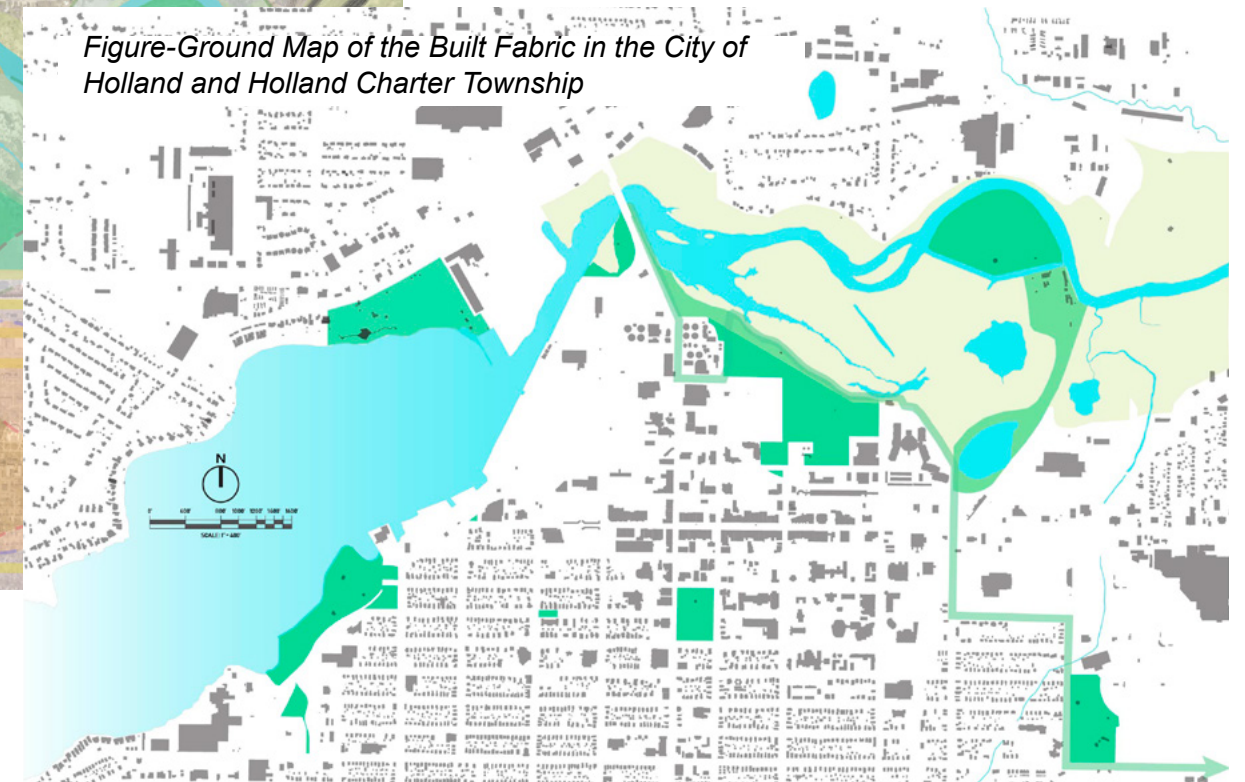
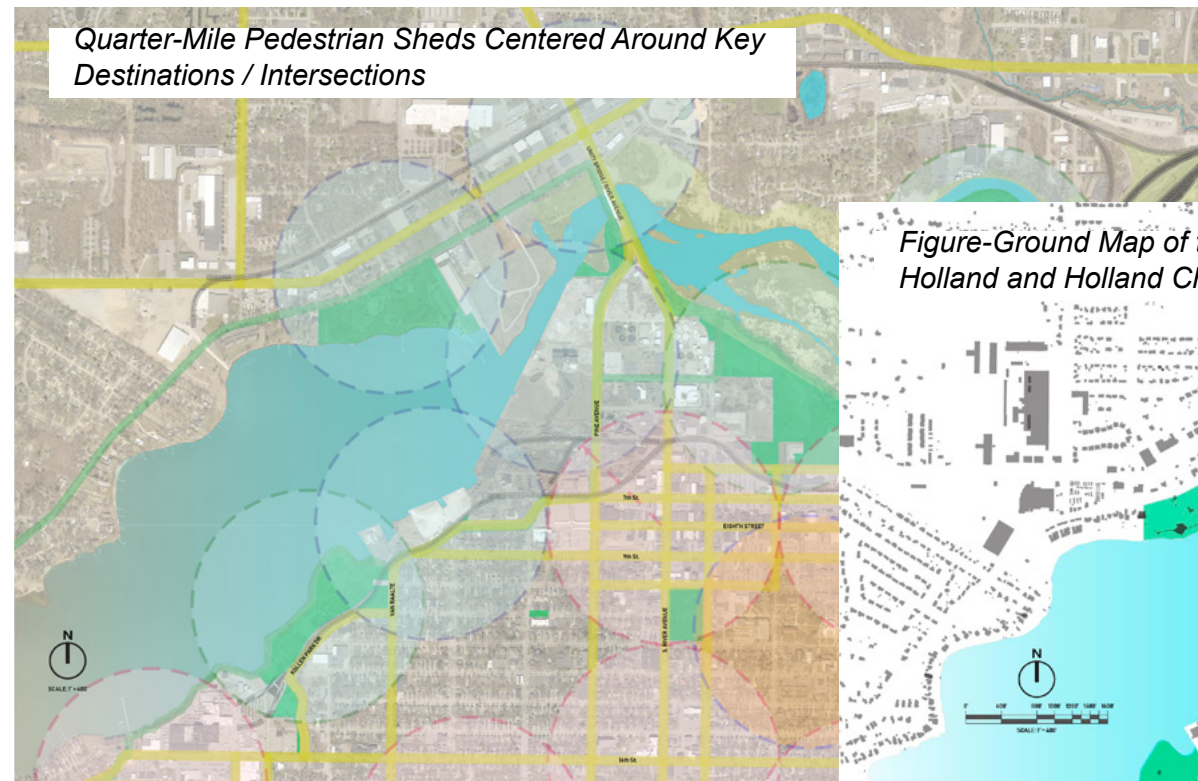
In preparation for the charrette process, a series of maps at a common scale was prepared for quick graphical reference and to better understand the character, framework, and functionality of the Central City and broader waterfront context.

Additionally, because of the interest in specific sites within this context, the maps also included analyses of potential areas of impact, overlaps with other areas of interest such as a SmartZone or the floodplain, and various planning and zoning classifications.

These analytical diagrams and maps allowed the team to better understand axial and formal relationships of buildings and spaces, key arterials of circulation, important nodes and corridors for civic and commercial activity, the role of nature within the current urban fabric, infrastructural and transportation factors, and a host of other design considerations.

The following list provides an overview of all the analytical maps synthesizing the existing or historic conditions in the waterfront area of interest in this visioning process. These maps defined the parameters within which the Design Team had to work with and take into account.

All the analytical maps are documented in the Appendices.



Samples of the Analytical Maps Prepared for the Charettes

ANALYSIS MAPS

- Water Views
- Recreation Inventory Opportunities
- Pedestrian Sheds at Key Nodes and Intersections (¼ mile walk radius)
- Pedestrian Radius and Connections (¼ and ½ mile walk radius and other critical connections)
- Figure Ground
- Key Arterials
- 1870 Shoreline
- 1962 Shoreline
- Slips within Lake Macatawa
- Accessible Waterfront Paths

- Contributing Areas for JDY Site
- Contributing Areas for North Downtown
- Contributing Areas for Verplank Dock

INFORMATIONAL MAPS

- Parks, Water bodies, Macatawa River Greenway
- Traffic Volume (City and County data)
- Truck Routes
- Snowmelt
- Harbor Dimensions and Frontages
- City Owned Properties
- Connectivity: Rights-of-Ways, Bike Routes, Transit, Rails
- Land Use
- Property Owners
- Historic District Boundaries
- Tree Canopy

NOISE QUALITY CONSIDERATIONS

Noise Considerations

Things to Remember Regarding Noise Measurement:

Doubling the presence of noise sources does not double our perception of the noise

ex.

$$70\text{ dB} + 70\text{ dB} = 73\text{ dB}$$

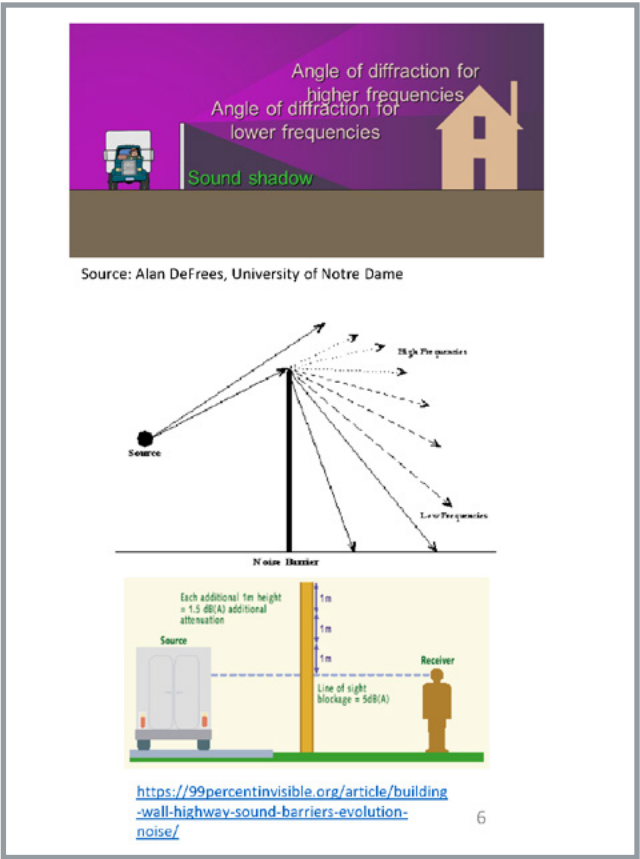
- Notes:
- A 3 dB increase is barely noticed by humans.
 - A 10 dB increase doubles human perception of noise.
 - Each time the distance from the noise source is doubled, a 6 dB is observed (obviously noticeable)

Two industrial sites (at the same distance away) are roughly as loud as just one industrial site.

LEVELS OF NOISE In decibels (dB)		
PAINFUL & DANGEROUS		
Use hearing protection or avoid	140	• Fireworks • Gun shots • Custom car stereos (at full volume)
	130	• Jackhammers • Ambulances
UNCOMFORTABLE		
Dangerous over 30 seconds	120	• Jet planes (during take off)
VERY LOUD		
Dangerous over 30 minutes	110	• Concerts (any genre of music) • Car horns • Sporting events
	100	• Snowmobiles • MP3 players (at full volume)
	90	• Lawnmowers • Power tools • Blenders • Hair dryers
Over 85 dB for extended periods can cause permanent hearing loss.		
LOUD		
	80	• Alarm clocks
	70	• Traffic • Vacuum
MODERATE		
	60	• Normal conversation • Dishwashers
	50	• Moderate rainfall
SOFT		
	40	• Quiet library
	30	• Whisper
FAINT		
	20	• Leaves rustling

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Noise Considerations & Attenuation Barriers

NOISE QUALITY CONSIDERATIONS

Due to the location of the James De Young Power Plant in a heavy industrial area, noise emerged as one of the two environmental considerations for the broader waterfront as well as potential site redevelopment. Short of conducting a noise evaluation or commission a survey, the Planning Working Group explored the basics of noise measurement, including the standards for various comfort levels and ways in which noise can be attenuated (see diagrams above).

In terms of noise attenuation / mitigation, there are three general kinds of outdoor noise barriers that can be used:

WALLS

- Cast a “sound shadow” but let low pitch noise into neighboring sites (high frequency noise can be largely mitigated),
- May adversely impact sound levels at source due to reflection. In the case of the James De Young power plant, this could include the Civic Center Place, and the surrounding residential areas.

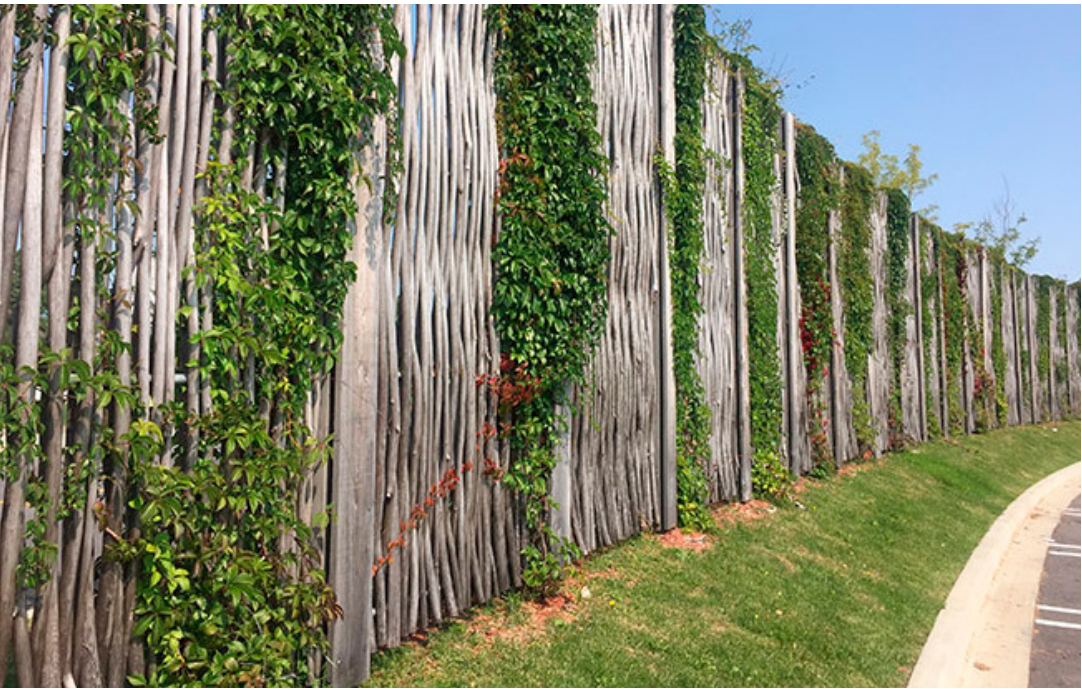
TREES

- Are NOT effective on their own, unless plantings are mature, densely planted, and at least 30 meters in depth (such interventions can provide up to 5 dB of attenuation)

EARTH BERMS

- Do not create impactful sound shadows if used exclusively
- Require larger footprints
- Can be combined with trees, shrubs and walls provide designed systems which can provide significant attenuation (10 dB is plausible).

Understanding the strengths of each method was really helpful as these played into the edge conditions design between the James De Young Power Plant site and its neighbors.



Natural Willow Sound Barrier Wall with Creepers and a Row of Boxwood Trees

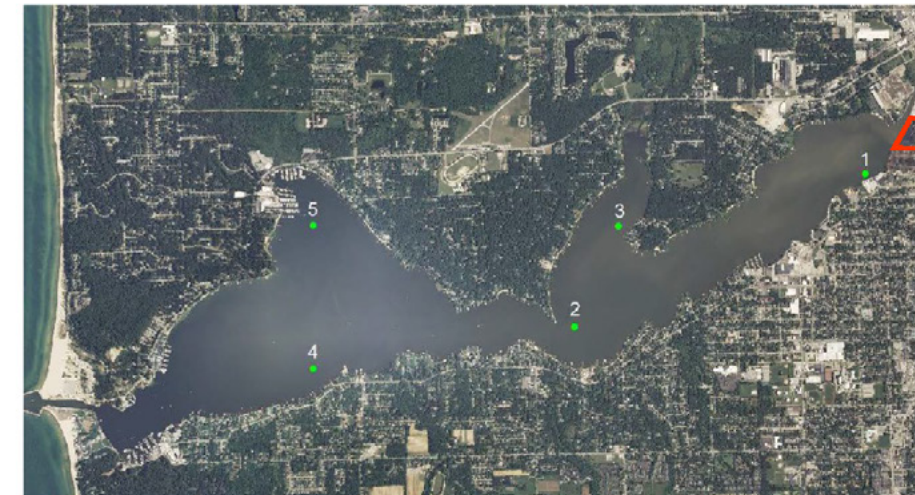
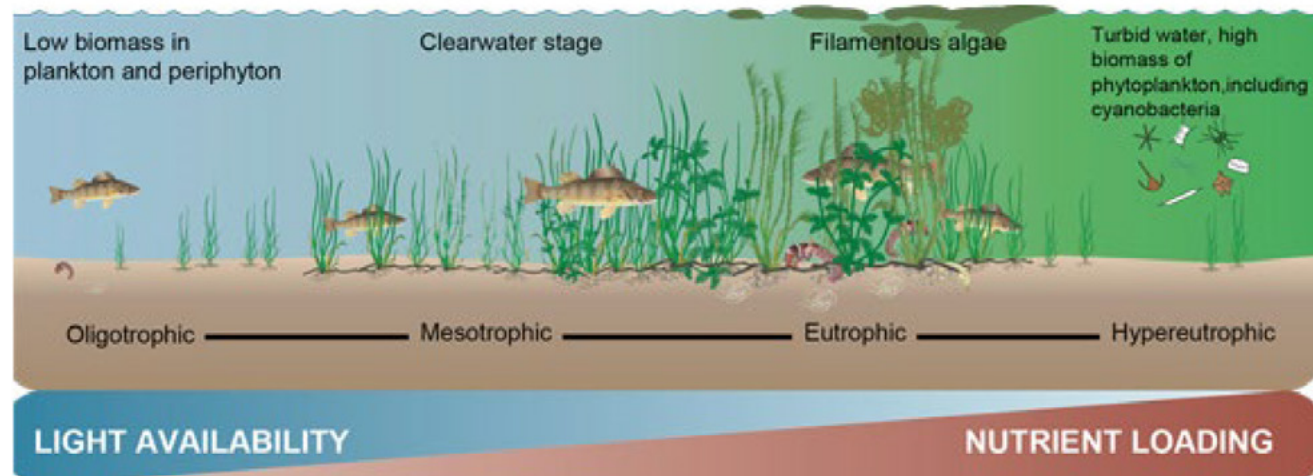
WATER QUALITY CONSIDERATIONS

WATER QUALITY CONSIDERATIONS

Lake Macatawa has been in a “hypereutrophic state”, where it experiences algal blooms and uncontrolled growth of other aquatic plants, the Lack of oxygen for fish and invertebrates, and the release of noxious and unpleasant gases from accumulation of dead matter. In terms of the ecological richness, Lake Macatawa has seen a shift in fish species, reduction in fish yields, and a decrease in species and biodiversity. The lake has deteriorated in recreational value, with occasional restricted access for recreational activities due to plant accumulation or toxic algal blooms, resulting in a decrease in waterfront property values.

Project Clarity has sought to improve the water quality of the watershed but phosphorous and chlorophyll levels are still undesirable. This stems mainly from the agricultural activities within the watershed and the continuous run-off of phosphate-based fertilizers.

What these results reveal though is the opportunity to improve the Lake Macatawa water quality through innovative technologies, the use of sustainable stormwater management systems, and the thoughtful location of appropriate uses in close proximity to the water.

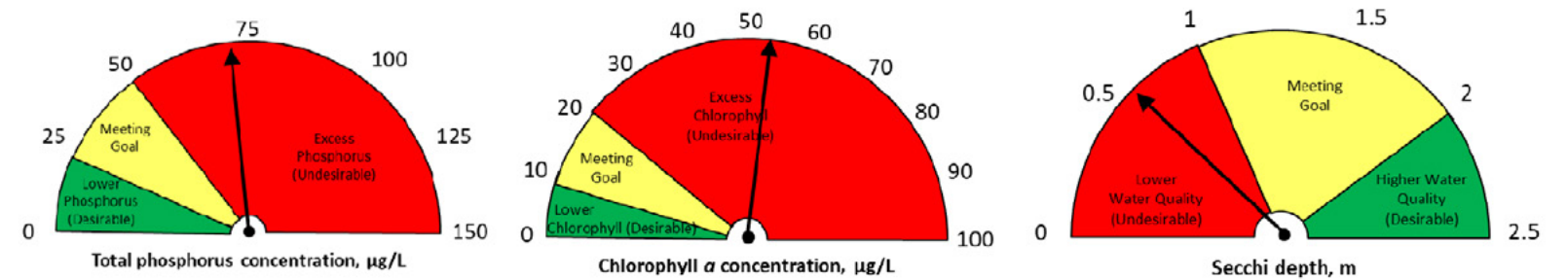


Project Clarity

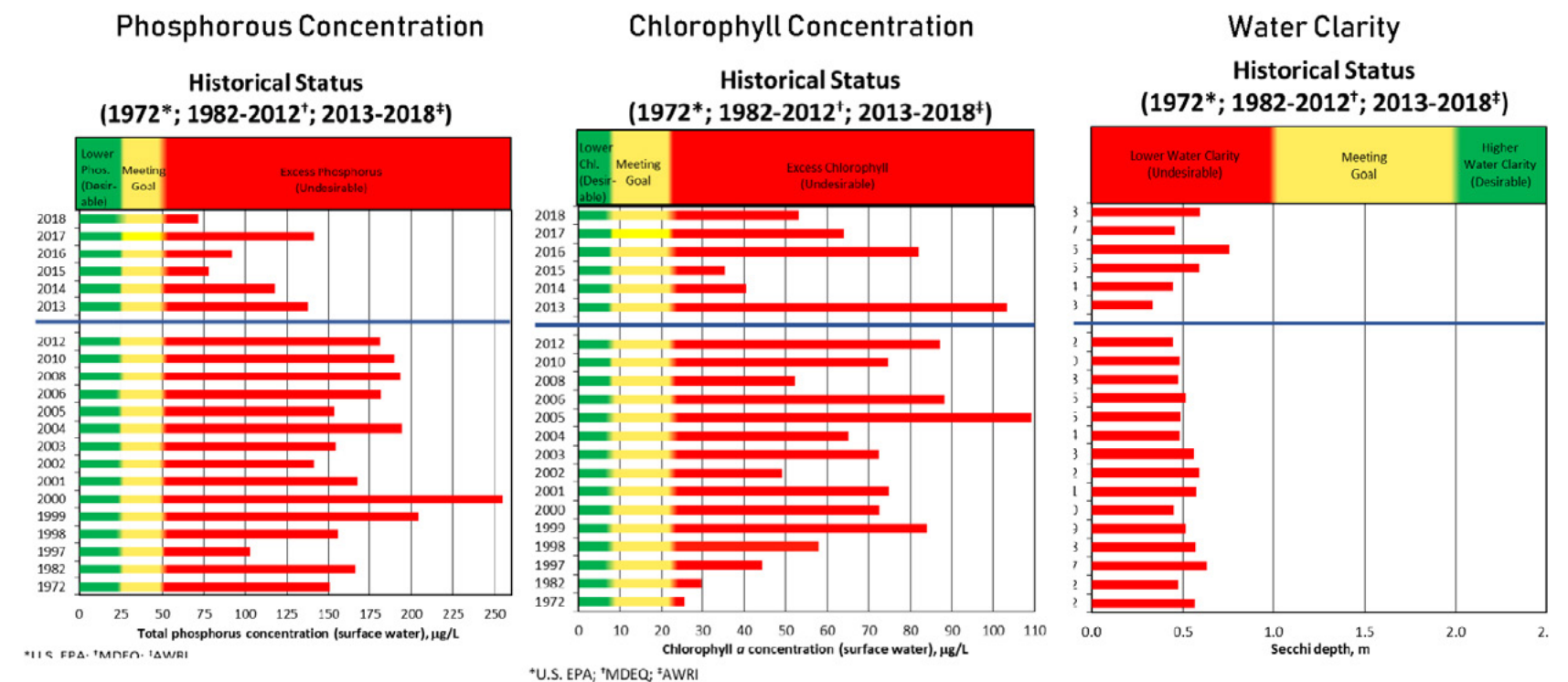
Goal: To restore the water quality of Lake Macatawa and the Macatawa Watershed.

2018 Lake Macatawa Water Quality Report:

- 5 Sampling Sites
- Undesirable Phosphorous & Chlorophyll Levels
- Poor Water Clarity



Source: [https://www.gvsu.edu/cms4/asset/DFC9A03B-95B4-19D5-F96AB46C60F3F345/lake_mac_dashboard_2017\(3\).pdf](https://www.gvsu.edu/cms4/asset/DFC9A03B-95B4-19D5-F96AB46C60F3F345/lake_mac_dashboard_2017(3).pdf)



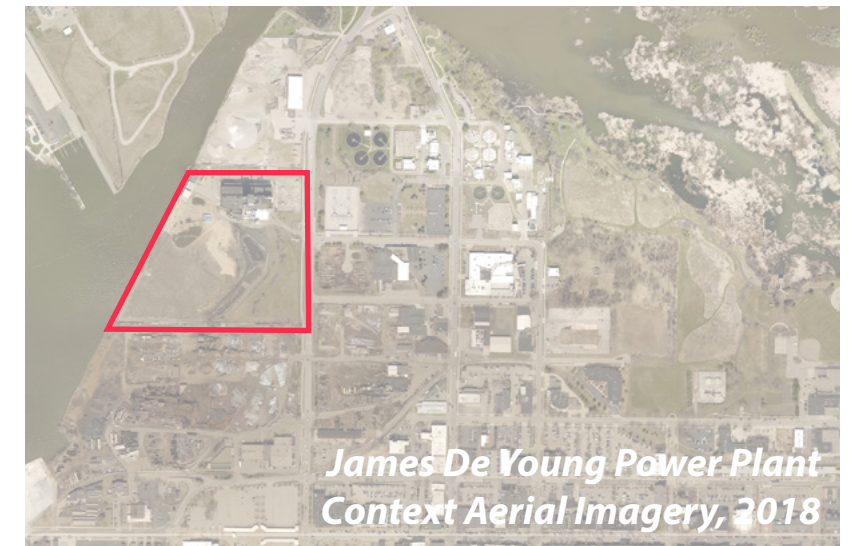
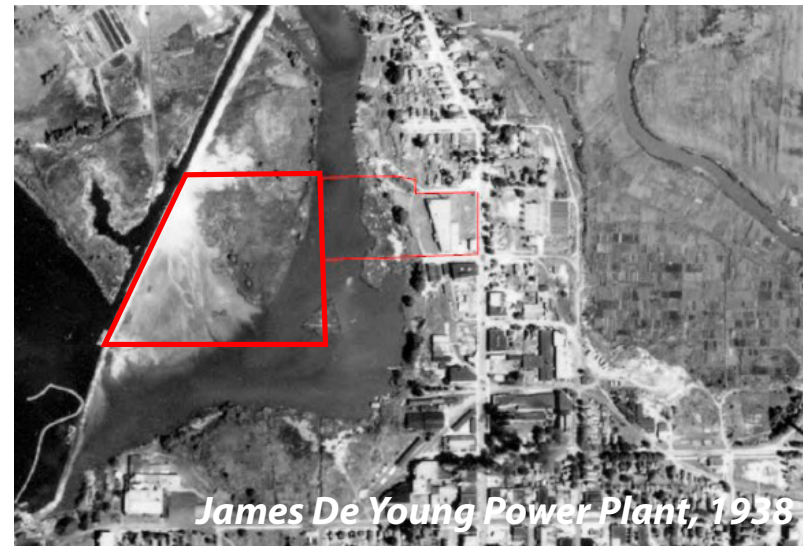
Source: [https://www.gvsu.edu/cms4/asset/DFC9A03B-95B4-19D5-F96AB46C60F3F345/lake_mac_dashboard_2017\(3\).pdf](https://www.gvsu.edu/cms4/asset/DFC9A03B-95B4-19D5-F96AB46C60F3F345/lake_mac_dashboard_2017(3).pdf)

JAMES DE YOUNG POWER PLANT HISTORY

JAMES DE YOUNG POWER PLANT CONDITIONS

Finally, focusing in on the James De Young Power Plant site itself, the following pages provide an overview of the plant's architectural significance and history, as well as the latest updates on the environmental assessments and remediation that have been carried out.

- The James De Young Power Plant was **originally built in 1939 to replace the smaller 5th Street Power Plant.**
- **Funding** for the plant came from the **Public Works Administration (PWA)**, a construction agency that was part of the **New Deal of 1933 in response to the Great Depression.** The PWA projects were large in scope, often with an intense focus on power plants and dams.
- JDY was **built on marsh lands** that were reclaimed for development purposes while the Army Corps of Engineers excavated a commercial shipping channel up to the mouth of the Black River in 1939.
- From the **exterior**, the building looks like a traditional masonry building built in the late Moderne Style of architecture known as **Modernistic.**
- It exemplifies the Moderne style in its **plain surfaces, severe detailing**, and articulation of **geometrical volumes.**
- The original 1939 building was built as three rectangles set off from each other in a manner that **mimics Cubism Art from the 1920s.** Huge openings are framed with delicate metal windows towering three stories in height. The masonry exterior belies the exposed, intricate structural steel framing that creates the massive open spaces within. Heavy, deep, concrete pier foundations



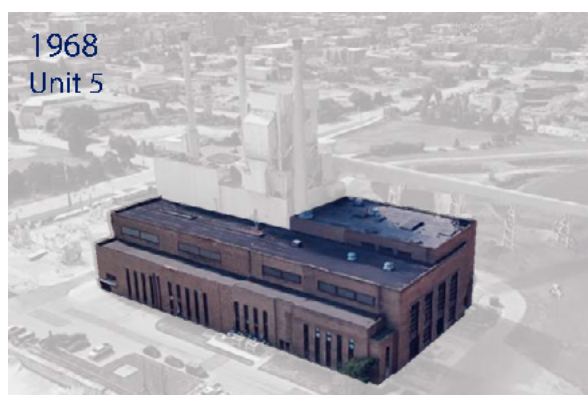
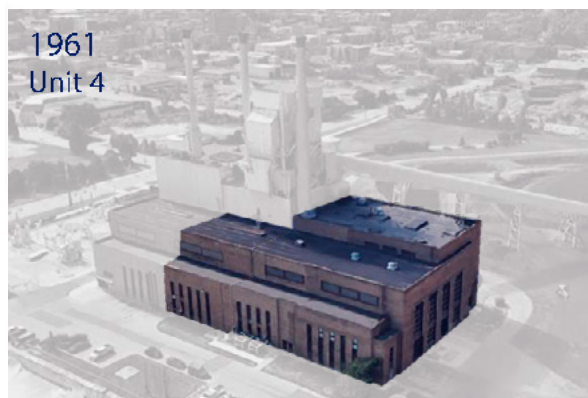
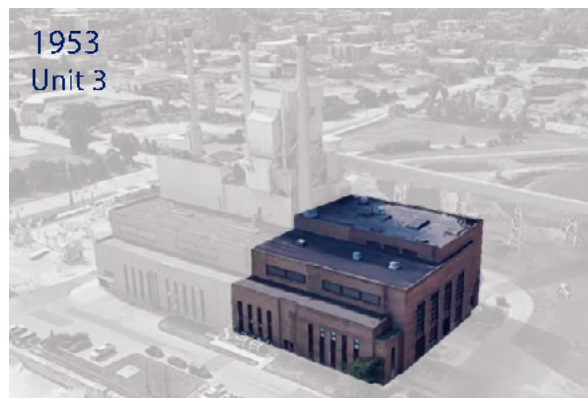
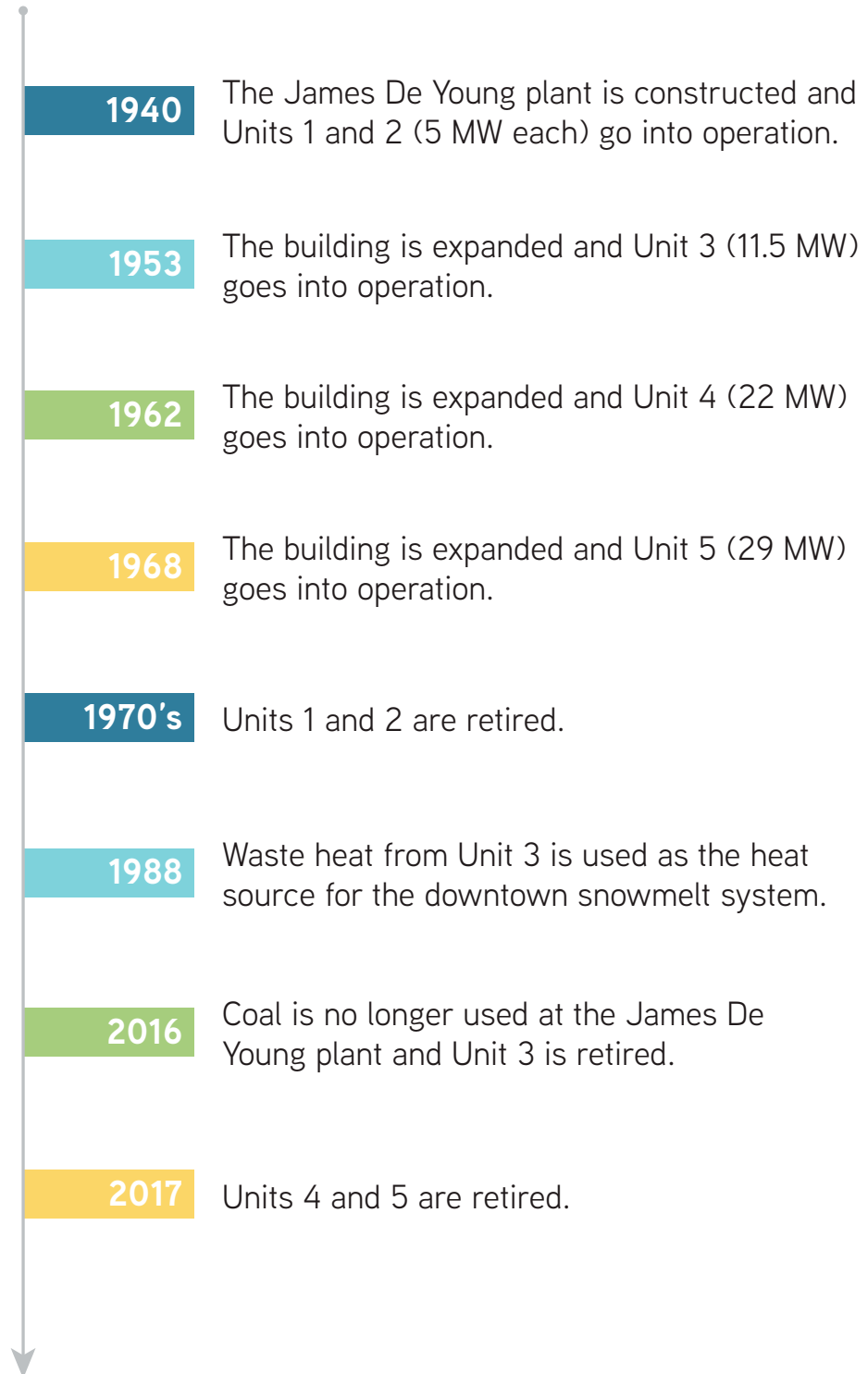
provide isolation for the turbines and structural support for the building built at the edge of Lake Macatawa.

- **Later additions were in a style keeping with Mid-Century and later Modern architecture.** They were built using brick, concrete and steel construction, introducing corrugated metal panels on the exterior, adding significant height and multiple smoke stacks and towers. The Cubism geometry of the original structure is still obvious from some vantage points, but it has certainly been expanded upon with the various additions.

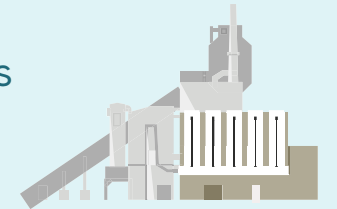
Source: Grace Smith (City of Holland Historic Preservation Planner). "JDY Power Plant Historic Assessment Draft." August 2018.

JAMES DE YOUNG POWER PLANT HISTORY

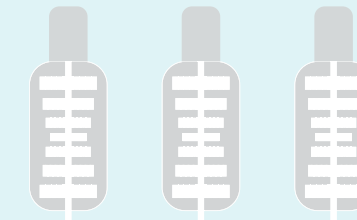
James De Young Timeline



The current main building footprint today is approximately **37,000 square feet**

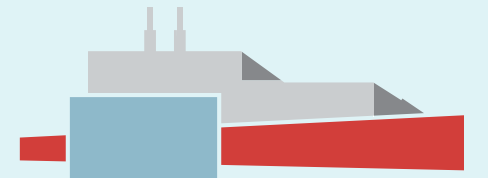


UNIT #3 UNIT #4 UNIT #5



While operational, Units 3, 4, and 5 could produce approximately **460,000 MWh** of electricity per year.

For comparison, the new **Holland Energy Park** combined-cycle plant produced **857,987 MWh** of electricity in 2018.



A typical household today uses approximately **7.5 MWh** per year



while a very large industrial customer could use up to **60,000 MWh** per year.

Who was James De Young?



1896-1898 – Mayor

1893-1898 – Board member of first HBPW Board of Directors

1898-1910 – HBPW Superintendent

1920-1940 – HBPW Board member

1928-1940 – HBPW Board President

JAMES DE YOUNG POWER PLANT HISTORY

AGE OF INDUSTRY / NEW DEAL ERA ARCHITECTURAL CHARACTERISTICS (1900 - 1940)

New Materials and Capabilities allowed for longer spans, massive concrete structures, exposed materiality...

- Concrete
- Machine-made brick
- Plate glass
- Steel framing and improved field work techniques

A distinct and triumphal Civic Identity ...toned down for utilitarian works, but nevertheless present.

Visual Austerity in keeping with modern architectural movements, budgetary considerations, and a tiring with pre-war ornamentation.

Artistic Movements of the Period, including Bauhaus and International Styles, Cubism, Art Deco, Style Moderne, Streamline, etc.

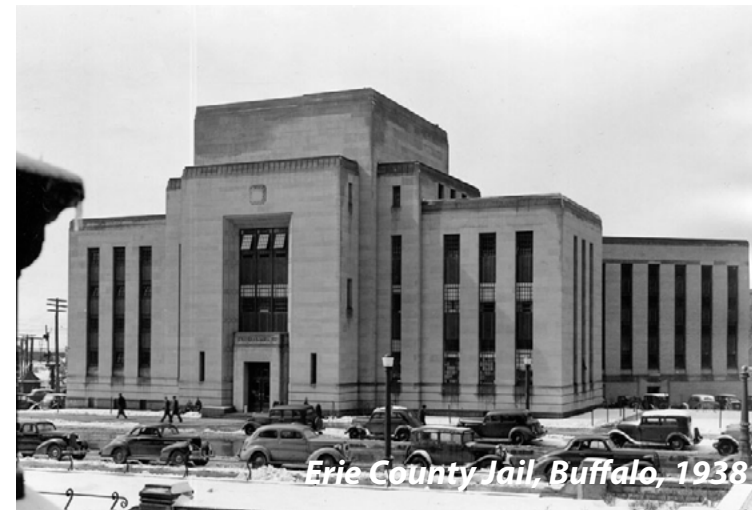
BASIS FOR JDY'S STRONG HISTORIC INTEGRITY

- Location
- Design
- Setting
- Materials
- Workmanship
- Feeling
- Association

HISTORIC PRESERVATION CONSIDERATIONS

- JDY Building is eligible (and perhaps a worthy candidate) for National Register of Historic Places, and State and Federal HP Tax Incentives
- Section 106 would likely be required if federal funds are utilized
- Public showed interest in reclaiming the building for adaptive reuse

Source: Grace Smith (City of Holland Historic Preservation Planner). "JDY Power Plant Historic Assessment Draft." August 2018.



Erie County Jail, Buffalo, 1938



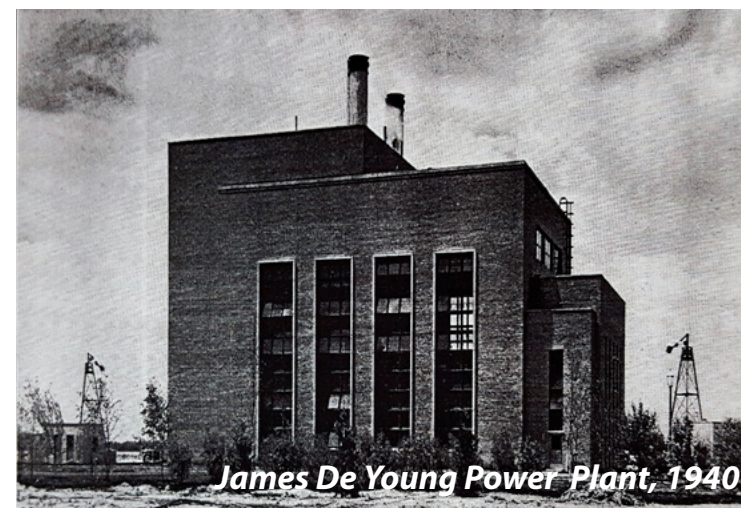
Air Terminal, Houston, 1940



Public Museum, Grand Rapids, 1938



Bauhaus Building, Dessau, 1925



James De Young Power Plant, 1940



James De Young Power Plant, 2018

JAMES DE YOUNG POWER PLANT ENVIRONMENTAL CLEAN-UP



James De Young Power Plant Before Retirement, c 2015

COAL YARD & ASH POND REMEDIATION

- Coal yard and ash pond remediation completed in June 2018.
- Quarterly ground water sampling to comply with the EPA Coal Combustion Residuals (CCR) rule is ongoing.



Monitors and Controls in the James De Young Power Plant, c 2015

JDY POWER PLANT DECOMMISSIONING

- Tools and inventory repurposed internally where needed, remaining parts inventory to be auctioned in 2019.
- Oil and chemical tanks drained and contents recycled or disposed as waste.
- Electronic waste recycled (monitors, computers, appliances, etc.).
- Large coal-moving equipment auctioned (2 loaders and one dozer).
- Phase I and Phase II environmental assessments completed.
- Walkaway condition document is completed.



05 Four Exploratory Concepts	63
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FOUR EXPLORATORY WATERFRONT CONCEPTS

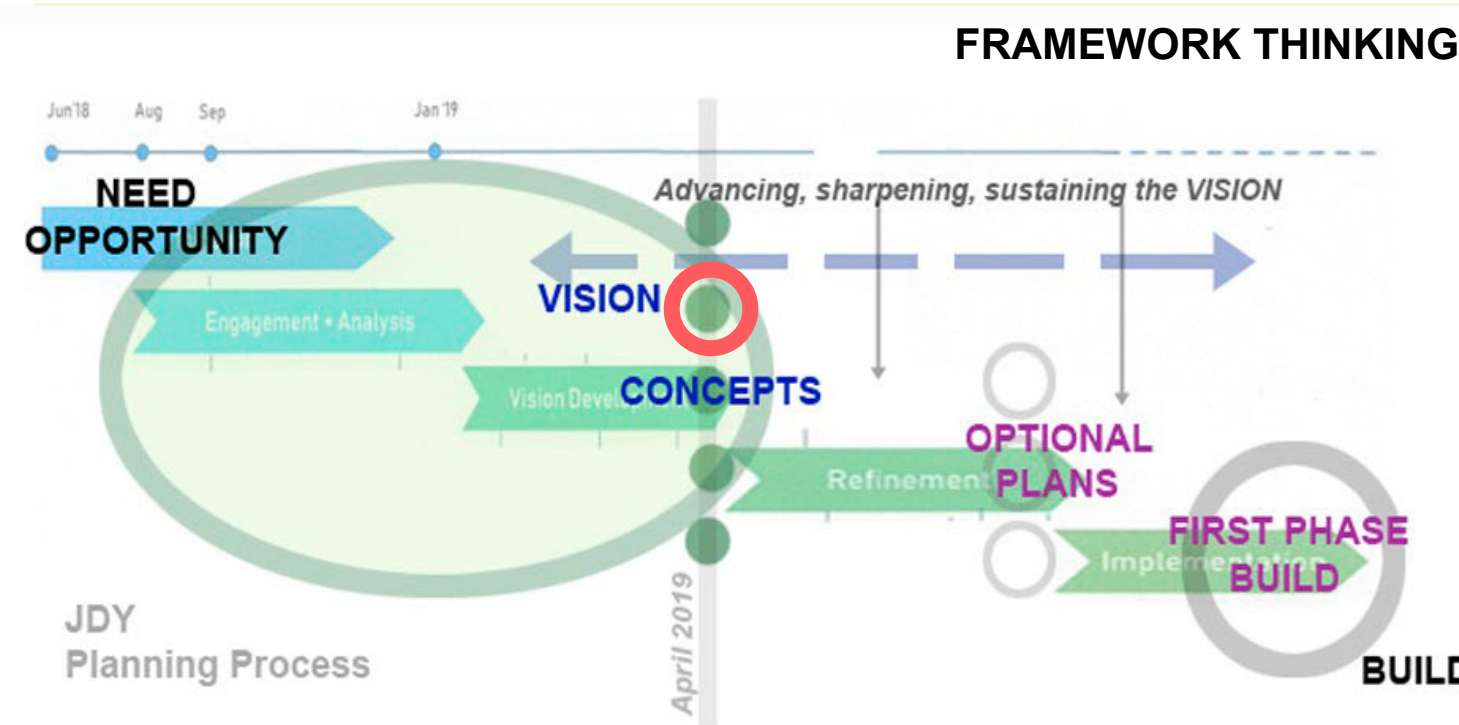
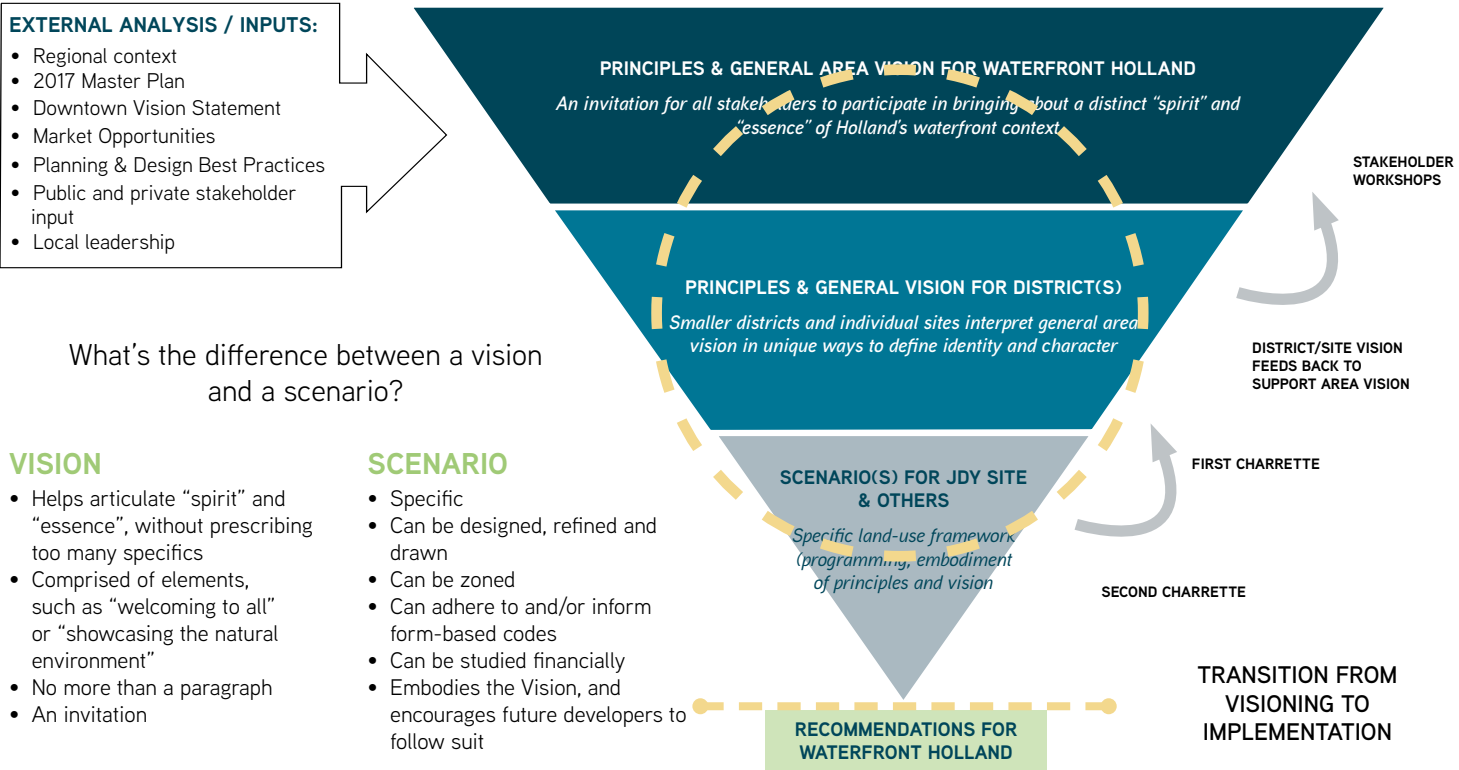
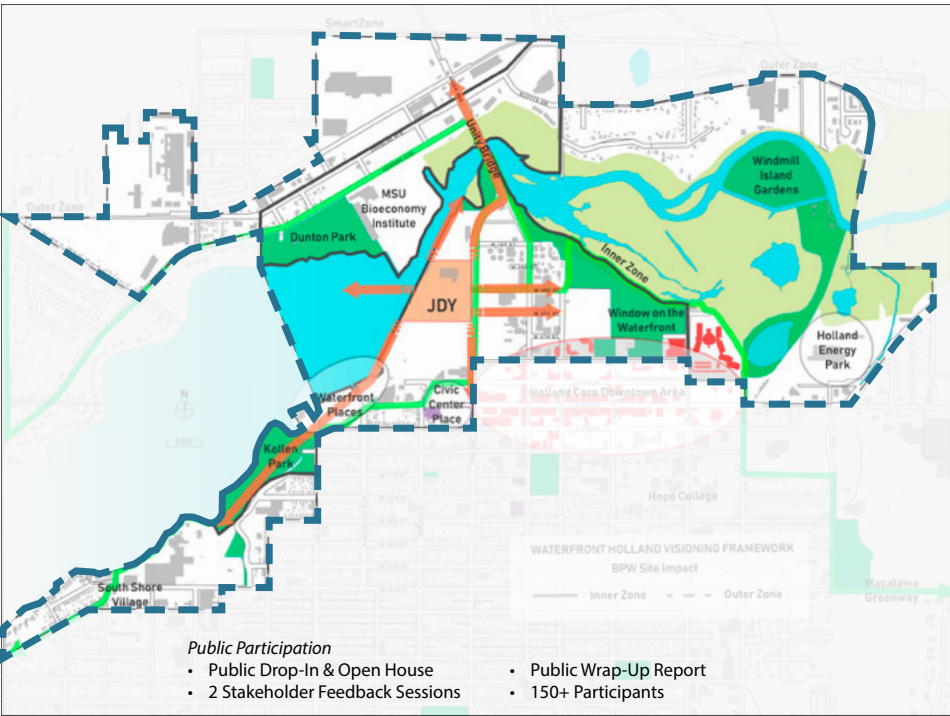
DESIGN CHARRETTE #1: BROADER WATERFRONT

Building on the earlier engagement and analysis, and the development of a draft vision statement and guiding principles, Design Charrette #1 sought to translate all the input into **exploratory concepts** at the scale of the broader waterfront district (see map below).

As described earlier in Chapter 2, the whole process is underscored by notion of “Framework Thinking” (see “Framework Thinking” 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. Throughout this iterative process, the continuity of the vision is critical. Equally important is an understanding that the vision is long-term oriented, unlike a plan or masterplan that has a lifespan of approximately five years.

Leading up to the charrette, free community boat tours sponsored by 1Adventure were organized to provide an experience of the waterfront from the water. The boat tours were accompanied by narratives of Holland’s waterfront development over the course of its history and current shipping, environmental, economic, and community considerations. The purpose was to further encourage participants to think about the future of Holland’s waterfront and what they would like to see going forward.

Over the course of the four-day charrette in April 2019, there were more than 150 participants who attended the public drop-in sessions, a public open house on the second day, two subject area experts / stakeholder input sessions on the third day, and a public presentation on the final day.



COMMUNITY BOAT TOURS & PARTICIPATION AT CHARRETTE #1



Community Boat Rides Along the Waterfront, Apr 2019



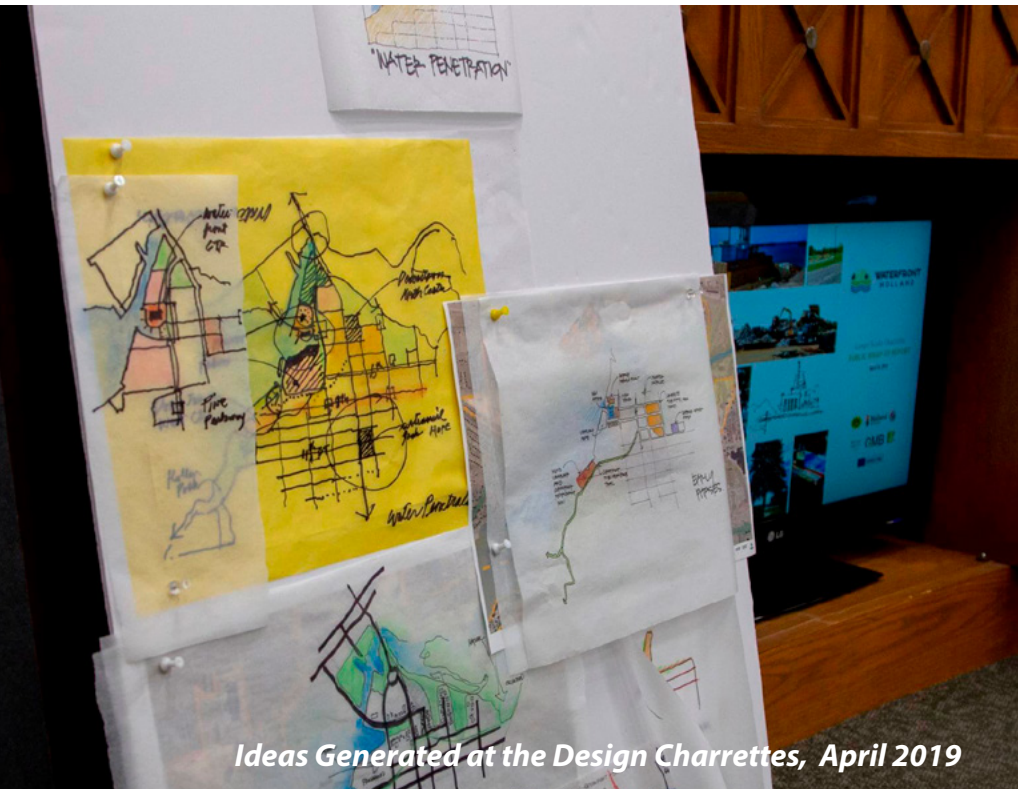
Public Participation at the Design Charrettes, April 2019



Public Presentation at the Design Charrettes, April 2019



Public Participation at the Design Charrettes, April 2019



Ideas Generated at the Design Charrettes, April 2019



Community Boat Rides Along the Waterfront, April 2019

FOUR EXPLORATORY WATERFRONT CONCEPTS

DESIGN CHARRETTE #1: PROCESS

The design charrette began with an idea generation phase which yielded eight emerging ideas:

- North downtown identity
- Recall the historic waterfront
- Potential land swaps
- Water penetration
- Greenway connectivity
- The Wedge
- Soft/Active green
- Connect the grid

These eight concepts were presented at the public open house and subject area experts / stakeholder input sessions for preliminary feedback. The comments received were integral in the idea refinement phase of the charrettes. Based on the feedback, the eight emerging concepts were then funneled down and synthesized into four:

- Working Waterfronts
- Downtown North
- Water Penetration
- The W-Edge

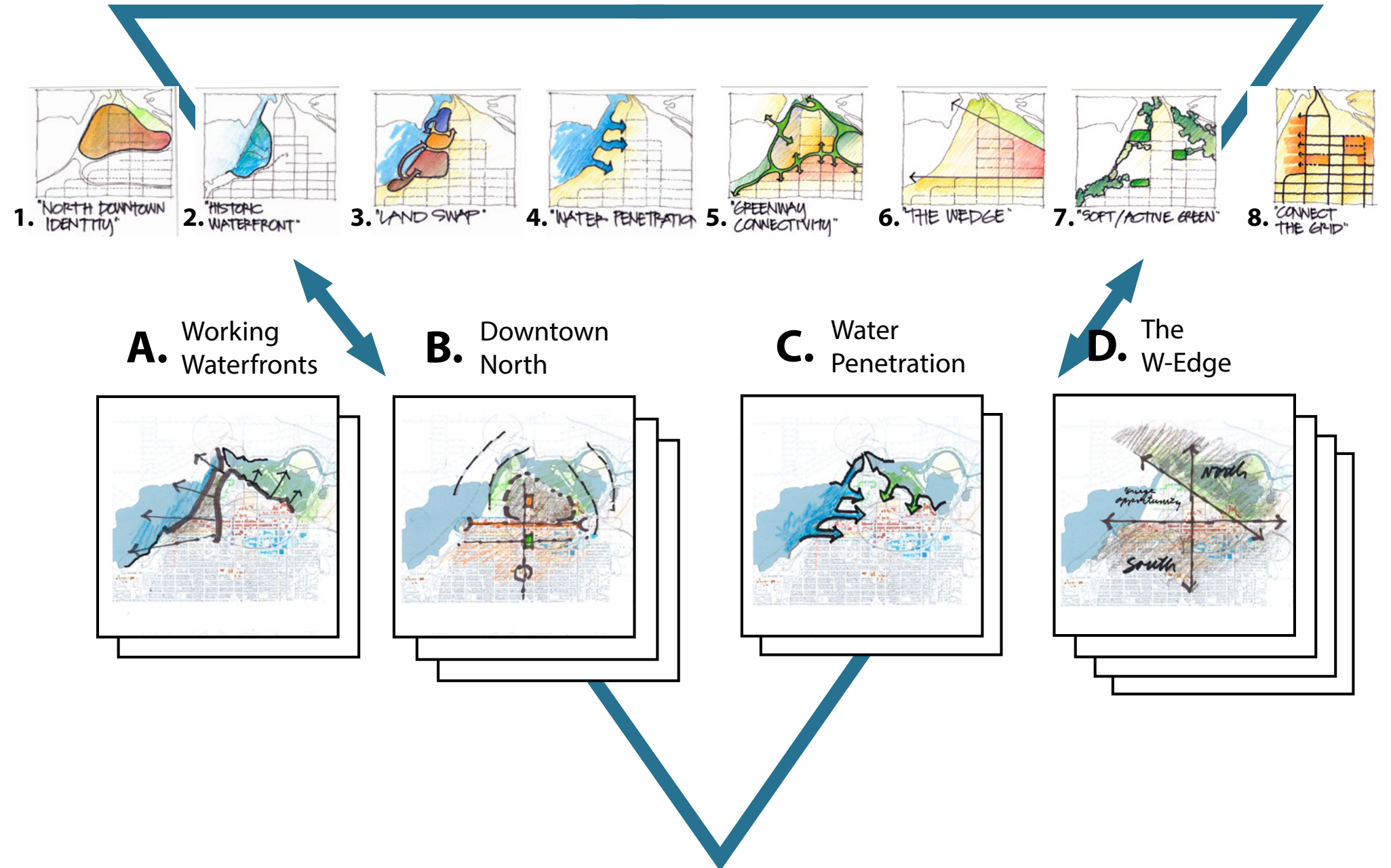
COMMON ELEMENTS ACROSS THE FOUR CONCEPTS

While the four concepts each had a distinctive focus, the design explorations also saw common elements emerging across them, including:

- Redevelopment of the Pfizer Site, including potential synergies with an expanded Van Bragt Park
- Extension of the urban grid to north downtown, in some schemes even further to the water and HCT
- Greenway connectivity, part of the broader Macatawa Greenway but also a system of green nodes and linkages within the City
- Soft and passive green vs Active/ Formal green
- Potential land swaps

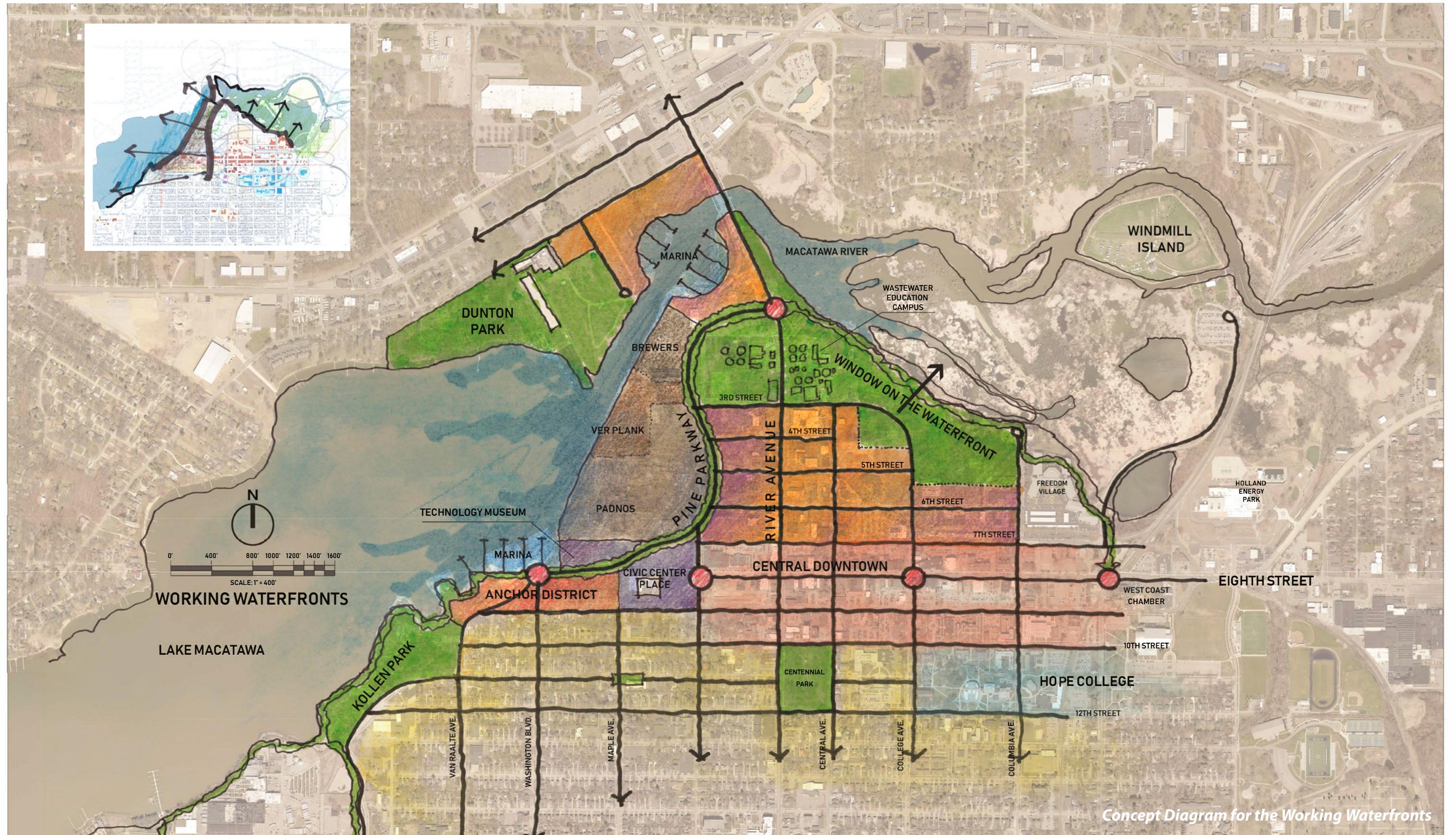
CONCEPT DIAGRAM, PERSPECTIVES, AND EXAMPLES FOR THE FOUR EXPLORATORY CONCEPTS

The subsequent pages document the concept diagrams, perspectives, and examples for the four exploratory concepts.



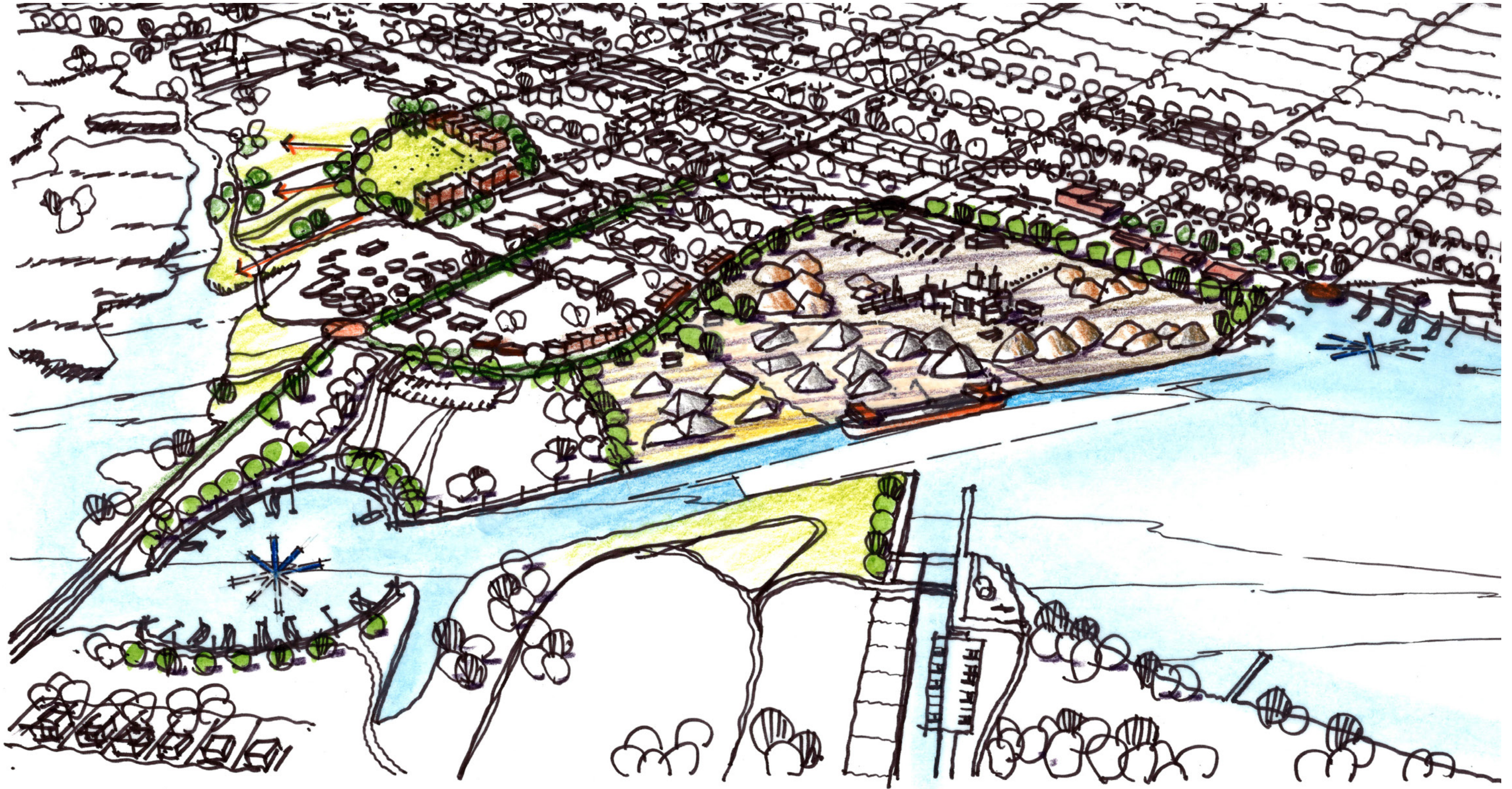
Funneling and Synthesis of Eight Emerging Ideas into Four Exploratory Concepts

WORKING WATERFRONTS CONCEPT DIAGRAM



Concept Diagram for the Working Waterfronts

PERSPECTIVE OF THE WORKING WATERFRONTS CONCEPT

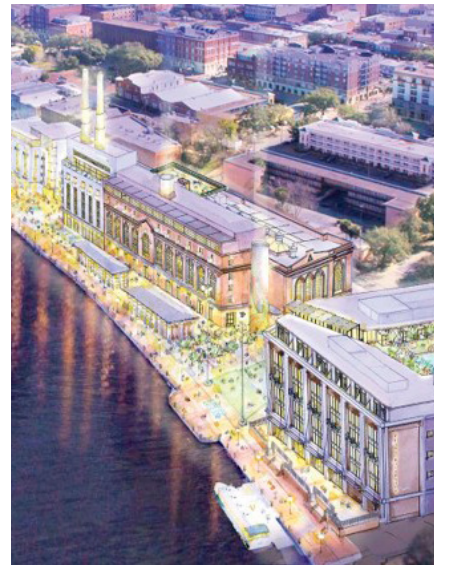
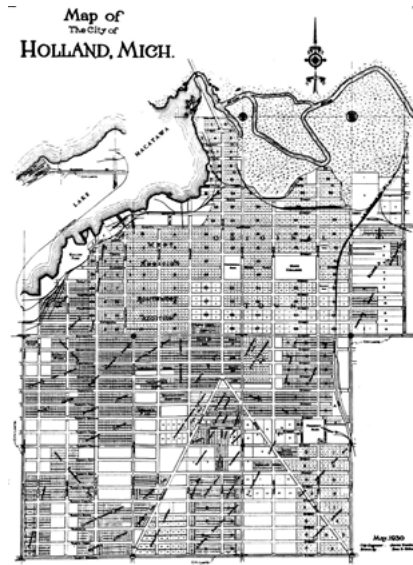


Perspective of the Working Waterfronts

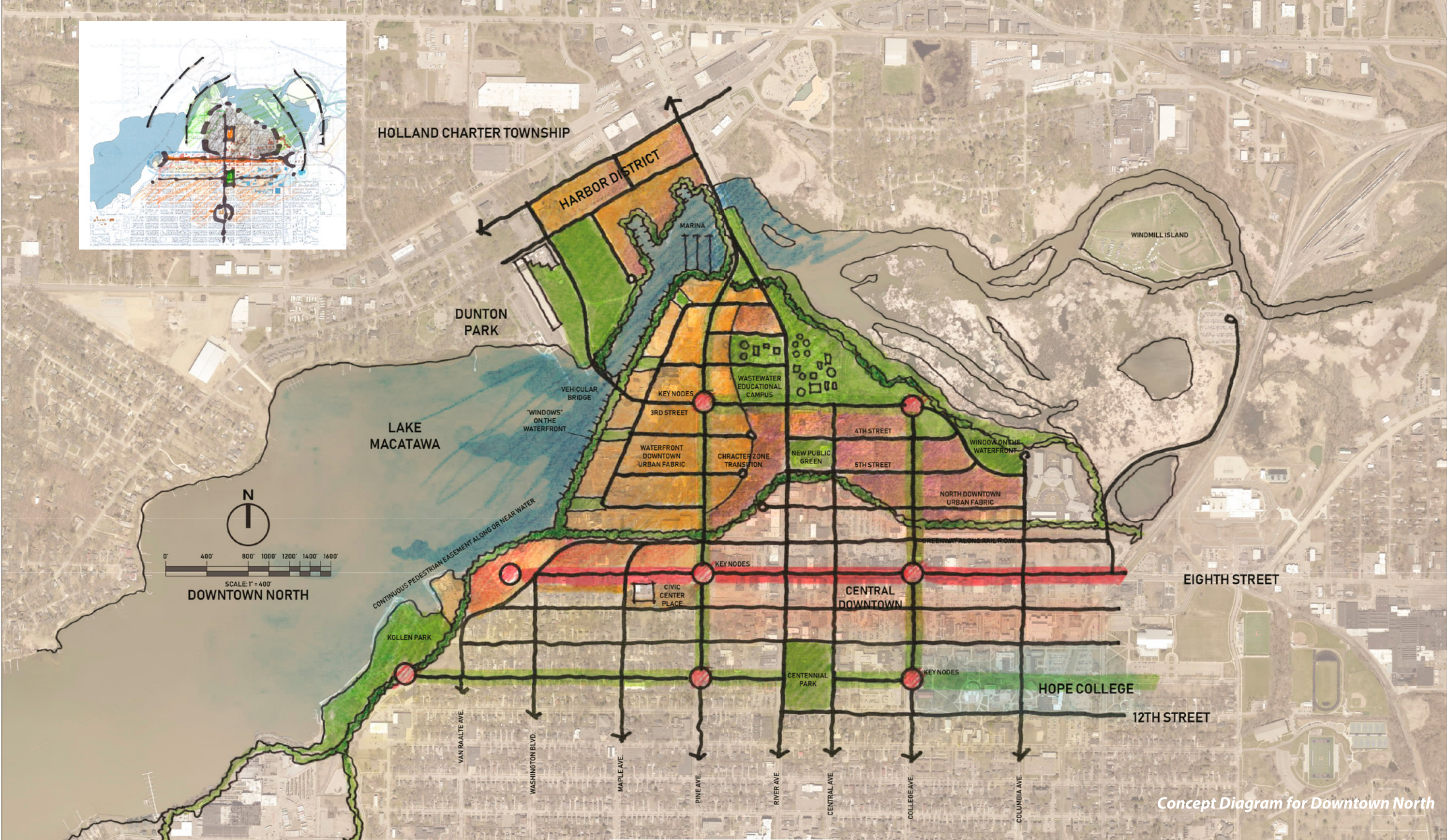
WORKING WATERFRONTS DESCRIPTION & INSPIRATION

CELEBRATE THE ECONOMIC & ENVIRONMENTAL WATERFRONTS

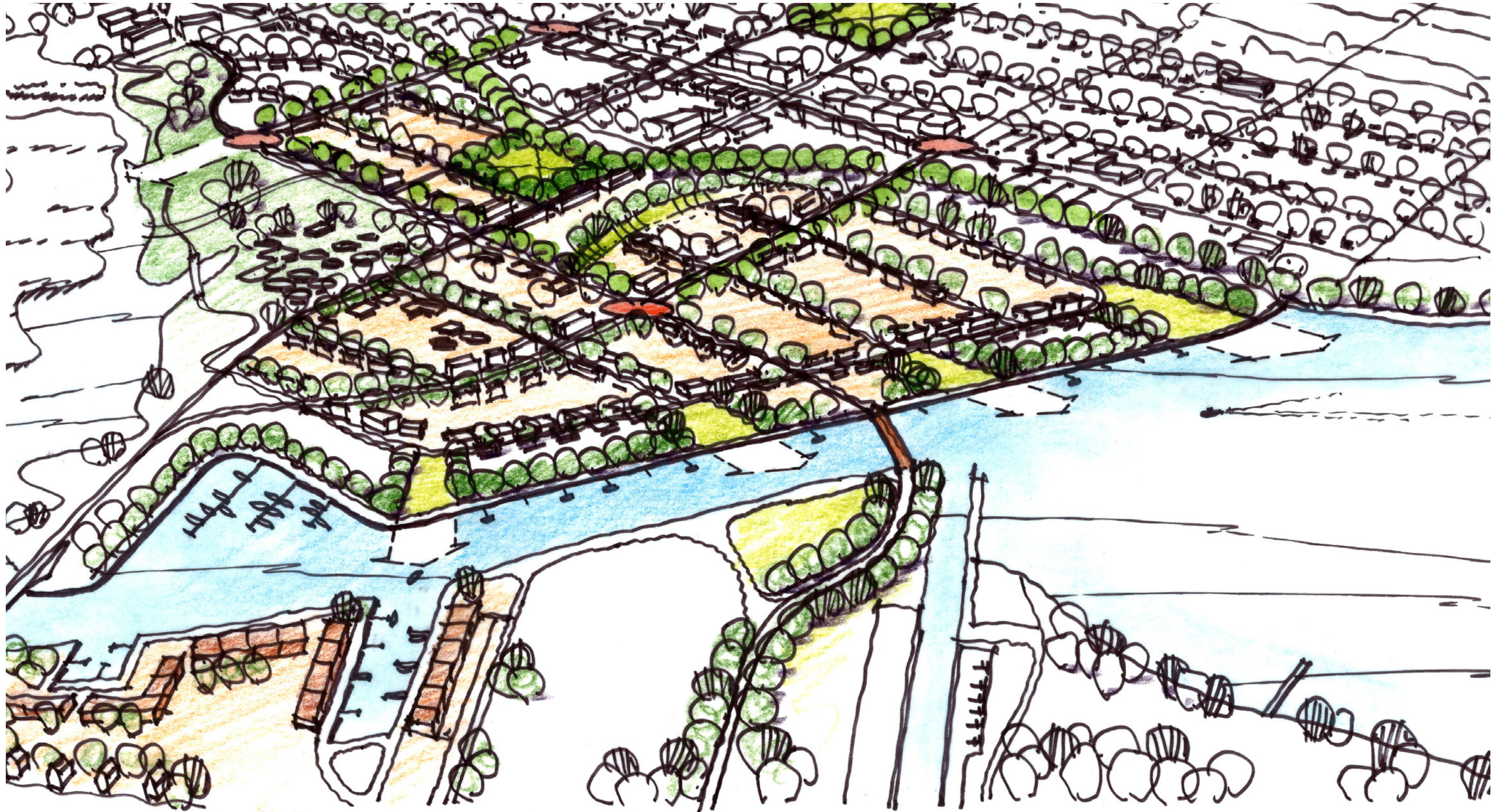
- The “Working Waterfronts” concept integrate the urban/natural and the active/passive spaces along the Macatawa River and Lake Macatawa.
- It seeks to celebrate both the industrial working waterfront (Padnos, VerPlank, Brewer) and the environmental working waterfront (wetland filtration in Window-on-the-Waterfront).
- The historic shoreline of the City from the 1920s served as the primary form generator. Pine Ave is transformed into a landscaped, curvilinear parkway to recall this historic shoreline.
- Pine Parkway serves as a symbolic waterfront, separating the consolidated industries from the urban fabric.
- Both Pine Parkway and River Avenue are converted to two-way thoroughways
- Redevelopment / urban nodes to the north and south of the industries are activated.
- North Node: Marina / Waterfront promenade + Mixed-use corridor along Howard Ave and an improved Van Bragt Park to leverage on the synergies with Holland Charter Township
- South Node: Marina + Potential museum along 8th Street (civic / educational / waterfront character) utilizing the historic West Michigan Furniture Company building (currently owned by Padnos) to celebrate the industrial heritage
- Window-on-the-Waterfront: Extend development northward, bookmarked with a new park at College & 3rd Street
- A boardwalk to Windmill Island completes the connectivity in the heart of the two Hollands.
- James De Young is swapped for developable land adjacent to Brewer’s and east of Pine Parkway.



DOWNTOWN NORTH CONCEPT DIAGRAM



PERSPECTIVE OF THE DOWNTOWN NORTH CONCEPT

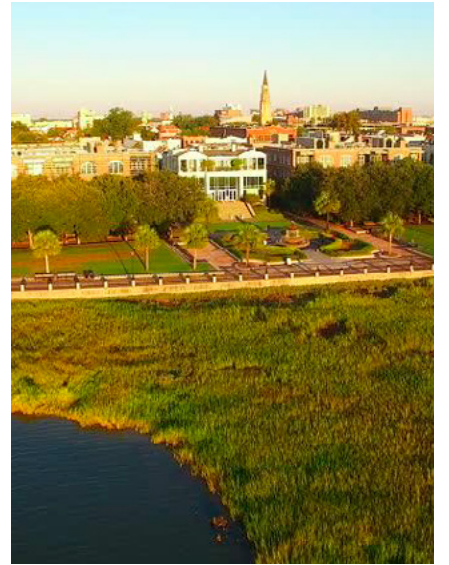
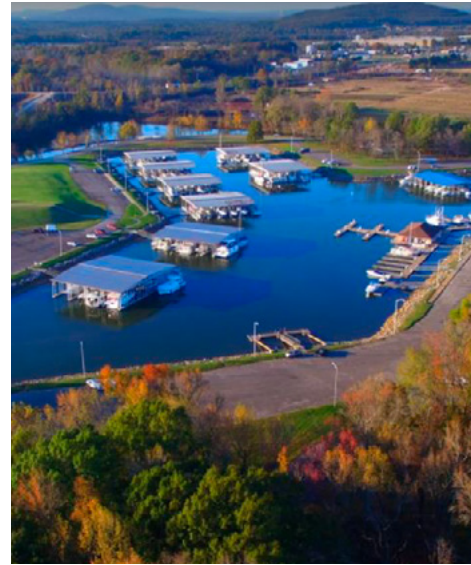


Perspective of Downtown North

DOWNTOWN NORTH DESCRIPTION & INSPIRATION

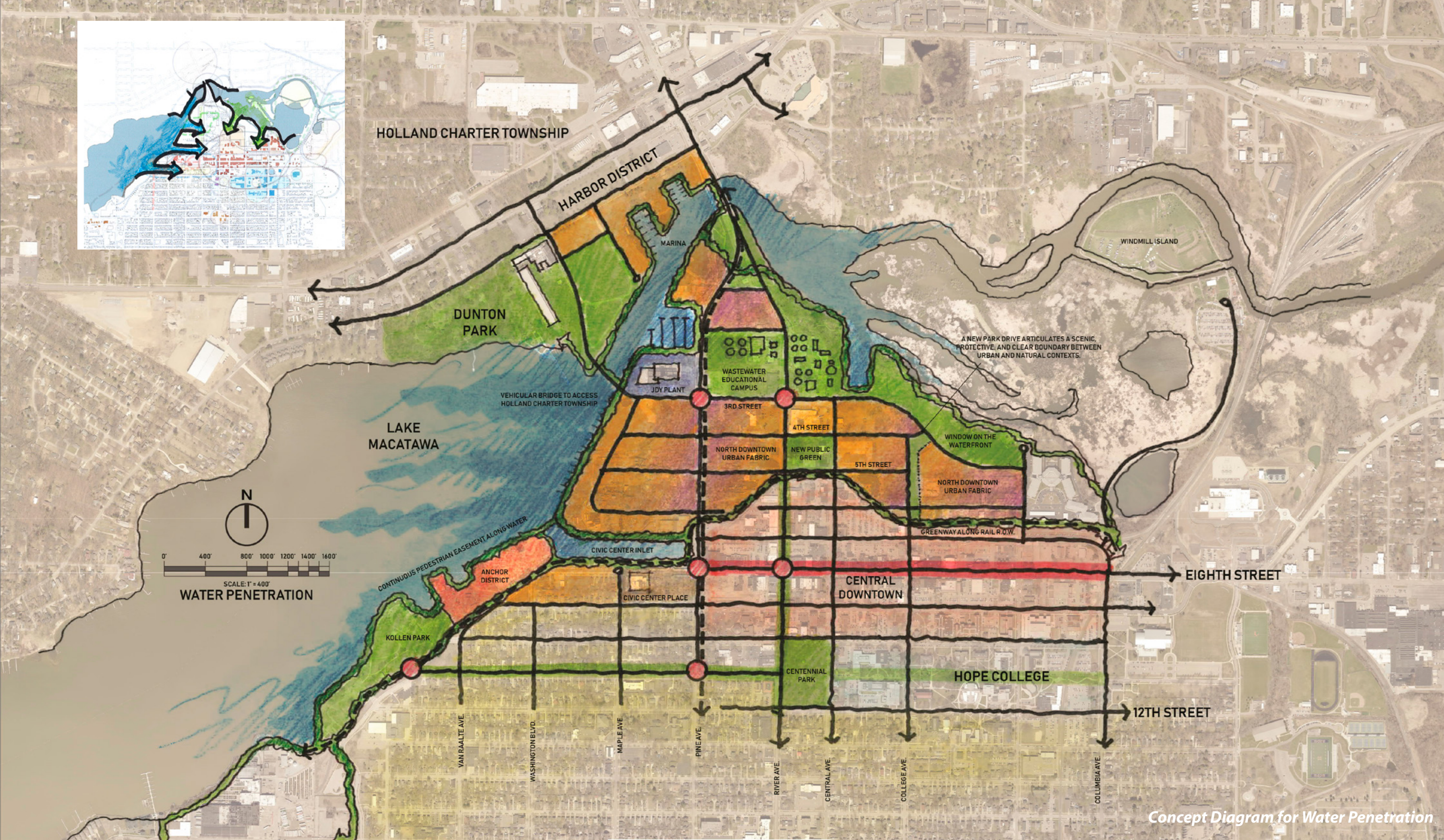
SHAPE THE CHARACTER OF NORTH DOWNTOWN

- The Downtown North concept focused on shaping the character of North Downtown and the waterfront land that could potentially be developed if there was a transition in land uses.
- The activation of North Downtown and the waterfront is enabled by the extension of the urban grid to the west and north. The east-west streets terminate in pocket parks along the waterfront.
- Key nodes are activated at Pine/3rd, Pine/8th, College/3rd, College/8th Street
- The historic shoreline is recalled by highlighting the topographic distinction between the waterfront and north downtown districts in the form of a pathway.
- The rail corridor is transformed into a pedestrian and bike trail, with a new public green at the apex of the bend mirroring Centennial Park about the downtown axis.
- Public access along the waterfront is completed in a greenway loop with pedestrian / bike paths through Window-on-the-Waterfront, the former industrial sites, and Holland Charter Township.
- The Pfizer site is redeveloped as the Harbor District along with the rest of the waterfront in the City, and Van Bragt Park, with a mixture of uses and boat slips.
- The synergy with Holland Charter Township is reinforced by a new vehicular bridge extending west along 3rd Street and landing at the Pfizer site.
- The green / environmental theme is reinforced by the creation of a park-like setting for the utilities and BPW Waste Water Treatment Plant, drawing a leaf out of the Holland Energy Park playbook.
- The City's western gateway at VerPlank is activated with mixed uses, and is weaved into Kollen Park through the continuous greenway.



inspiration for the Downtown North Concept

WATER PENETRATION CONCEPT DIAGRAM



Concept Diagram for Water Penetration

PERSPECTIVE OF THE WATER PENETRATION CONCEPT

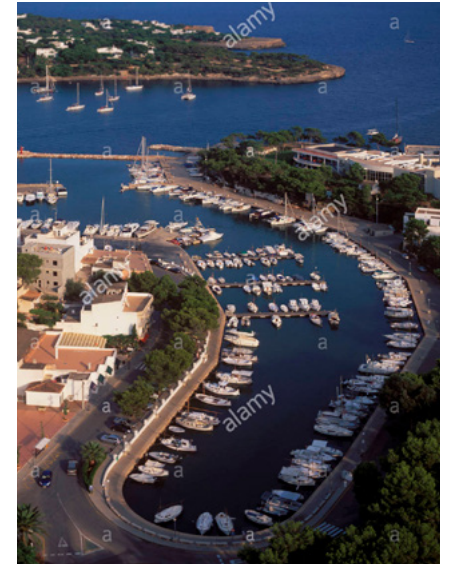


Perspective for Water Penetration

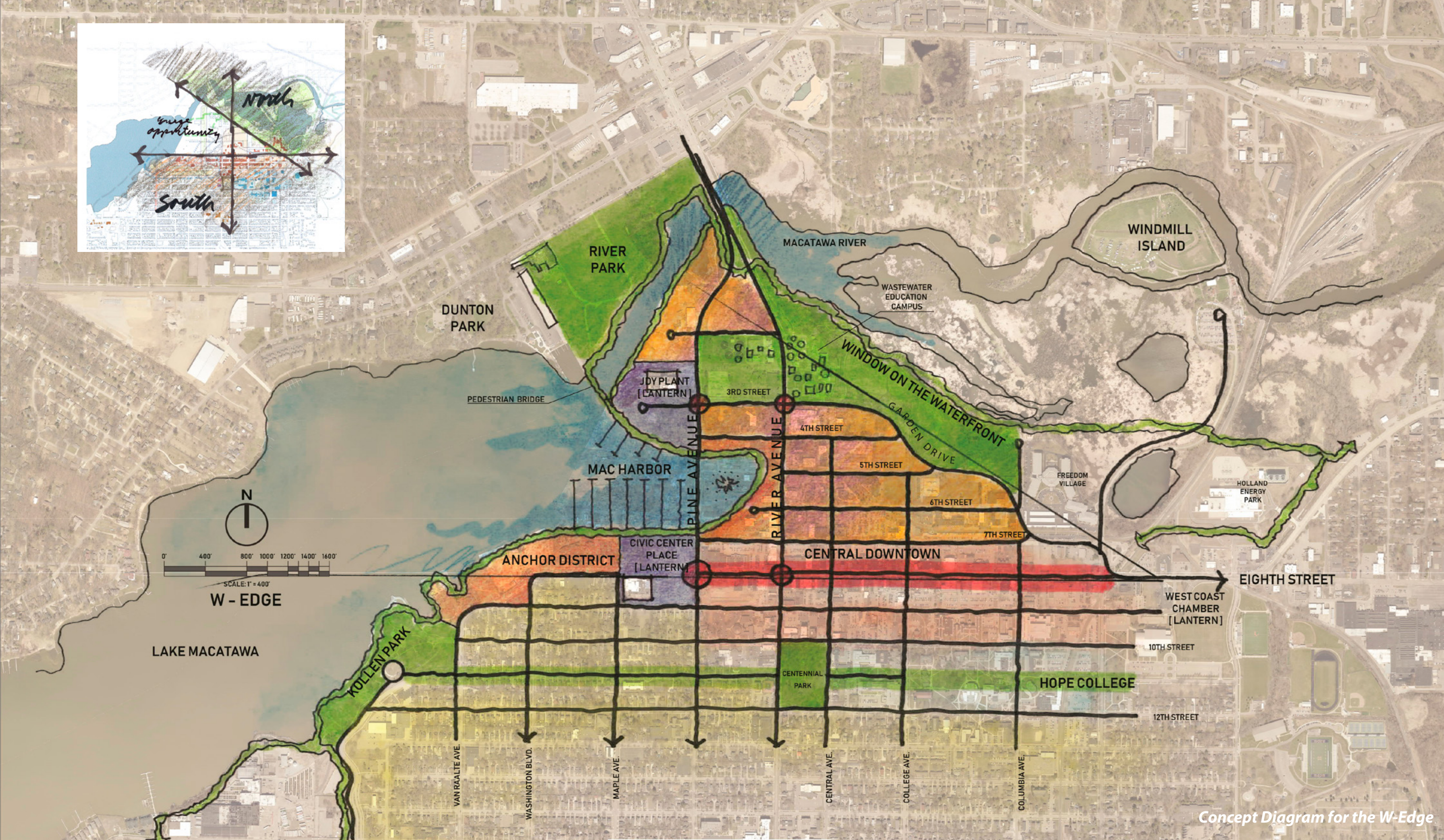
WATER PENETRATION DESCRIPTION & INSPIRATION

INTRODUCE BLUE FINGERS INTO THE LAND

- The Water Penetration concept's key idea is to bring water inland, whether through small inlets or larger marinas. It envisions a future where some of the waterfront industries have transitioned in terms of their land uses, opening up the potential for redevelopment.
- At the Civic Center, a working waterfront channel is carved out to create a buffer west of Pine Ave down 8th Street and while maintaining shipping access for the industries.
- At the James De Young Power Plant site, the historic building is repurposed for civic use and is flanked by a municipal marina on what is currently now the Brewer's property.
- Van Bragt Park is resized with the waterfront redevelopment and mirrors mixed-use redevelopment on the Pfizer site in the Holland Charter Township jurisdiction, creating a new Harbor District with boat slips. The regional synergy and connectivity is enhanced with a potential vehicular bridge extending west of 3rd Street.
- Window-on-the-Waterfront: The natural water inlet is restored.
- The rail corridor is transformed into a pedestrian and bike trail, with a new public green at the apex of the bend mirroring Centennial Park about the downtown axis.
- Public access along the waterfront is completed in a greenway loop with pedestrian / bike paths through Window-on-the-Waterfront, and a harbor walk along the the former industrial sites, and Holland Charter Township waterfronts.
- The existing road network is retained and key nodes are activated at at Pine/3rd, Pine/8th, River/3rd, River/8th.

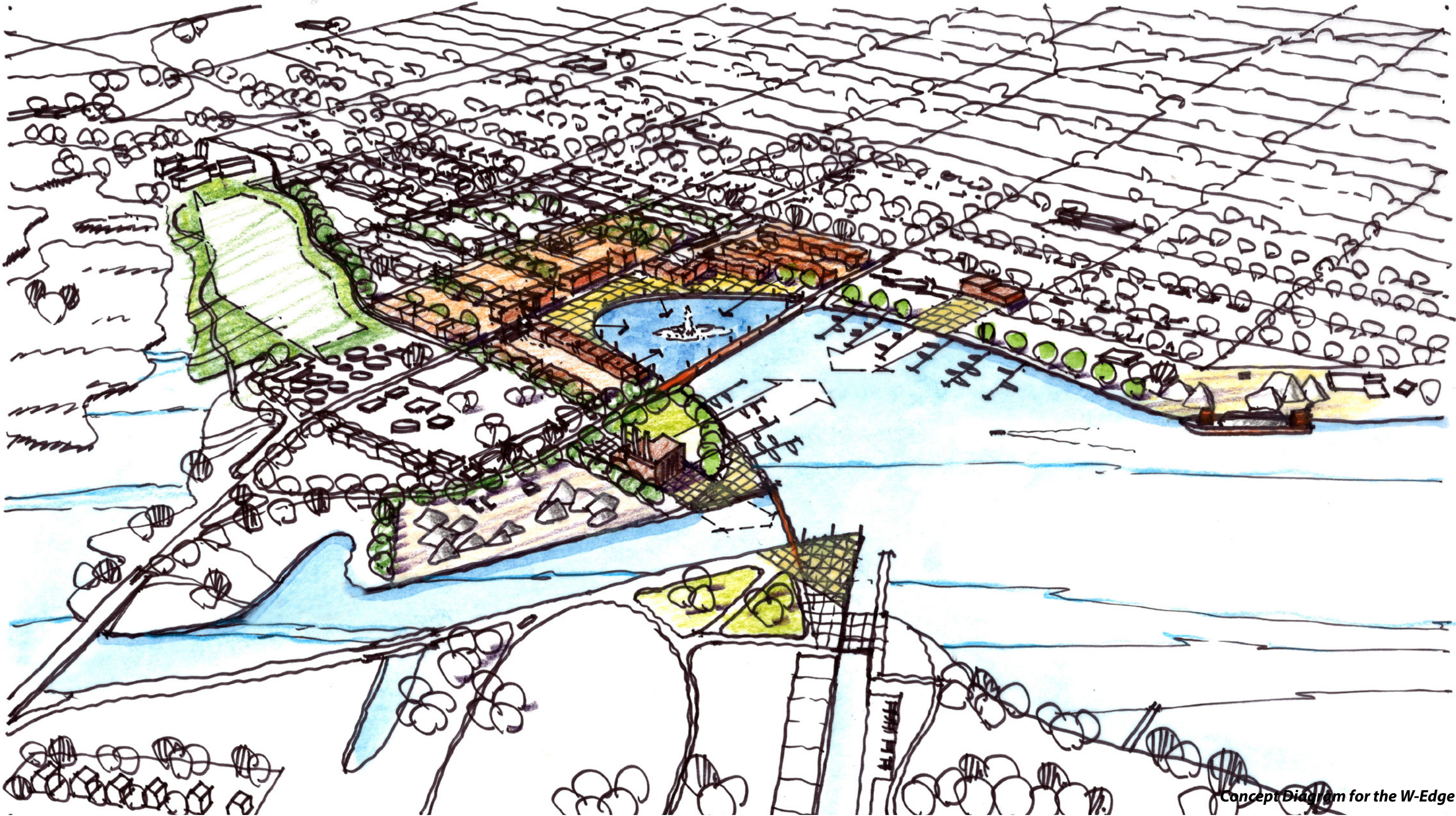


THE W-EDGE CONCEPT DIAGRAM



Concept Diagram for the W-Edge

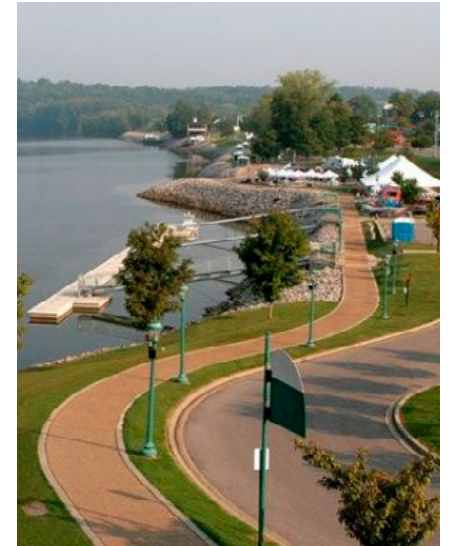
PERSPECTIVE OF THE W-EDGE CONCEPT



Concept Diagram for the W-Edge

REJUVENATE THE URBAN WEDGE + INTRODUCE THE WATER WEDGE

- The W-Edge concept assumes the eventual, complete transition of waterfront industrial uses to other opportunities. It is predicated on two defined edges in the city's fabric: (i) 8th Street as a relatively mature edge characterized by commerce and community south of it, and (ii) a stepped, northwest-running edge as an urban boundary separating north downtown and Window-on-the-Waterfront.
- Between the two identifiable edges is an area of opportunity for (re)development where the land (urban wedge) meets the water (wedge).
- Urban Wedge: Envisions the redevelopment of north downtown as a live-work, creative district, and continue the "working green" motif of Holland Energy Park by creating a Waste Water Treatment Park (situating utilities in a green setting).
- Water Wedge: Creates a new marina on the former industrial sites and recalls the historic shoreline. This significant move endows the City with an urban harbor gateway, and elevates Pine Ave as a bridge. The Civic Center and the conserved JDY building are celebrated as the twin "lanterns" to the City.
- In the Harbor District, the former Pfizer site is redeveloped into an extensive regional recreation center / River Park.
- Public access along a waterfront promenade is extended across the channel, with a complete, loop of pedestrian and bike paths taking users through different sections of the community reflecting the varied character of the built environment (downtown + water + active recreation + natural green).



KEY TAKEAWAYS FROM THE DESIGN CHARRETTE

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

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

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

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

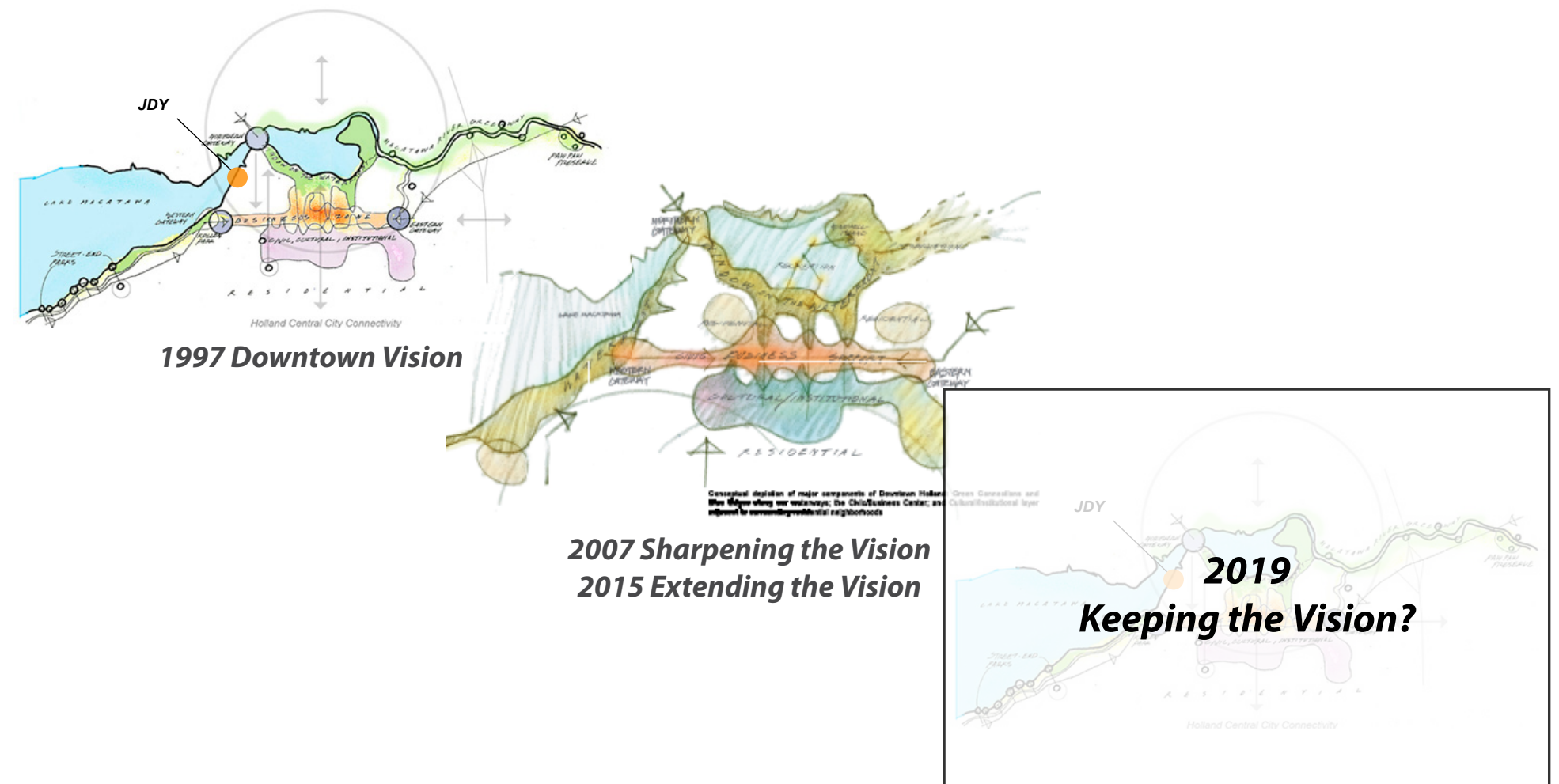
The large-scale charrette **CONFIRMED** the importance of examining JDY, VerPlank, Window-on-the-Waterfront in the small-scale charrette.

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

Concepts will be subjected to market analysis and feasibility studies.

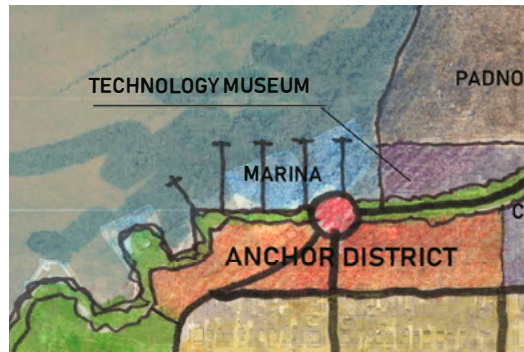
NORTH DOWNTOWN is poised for definition and activation in the short term.

Potential to **UPDATE** the Downtown Holland Vision - "2019 Keeping the Vision"?



Series of Concept Diagrams for the Downtown Holland Vision and the Potential for an Update

FEEDBACK ON CHARRETTE #1 DESIGN ELEMENTS



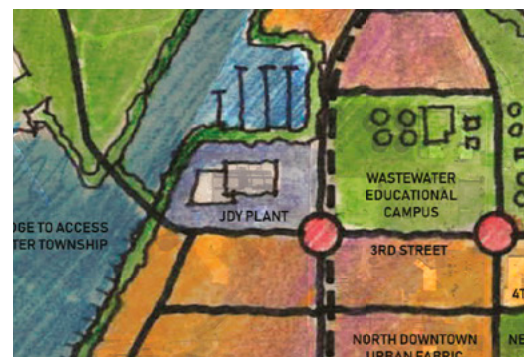
MARINA

- Marina will be amazing/cool.
- Should be WEST of river/ Unity Bridge because of ecological wetlands east of the bridge
- Should not be at the mouth of the Black River because of sedimentation, dredging repercussions on wetlands, maintenance of shipping channel, long transit times to Lake Michigan.
- Ideal location aesthetically and environmentally would be at the terminus of 8th Street (VerPlank)
- Broader, crescent-shaped design is better than narrow fingers because the latter is susceptible to algae and garbage accumulation, and would require pump system for continuous water flow.
- Extensive excavation would come at high cost and undermine the sustainability principle.
- Need to know disposition of these three companies, for the City of Holland to proceed with long term plans for the waterfront.



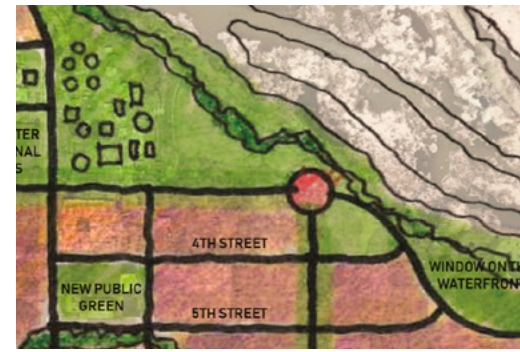
PINE PARKWAY + HISTORIC SHORELINE FORM GENERATOR

- Provides a “good interpretive opportunity” to tell the bigger story of the City, tying the history of the City to the business, environment, and community.
- Love fewer trucks on Pine, River and 7th.
- Need ways to clean up the scrapyard views.



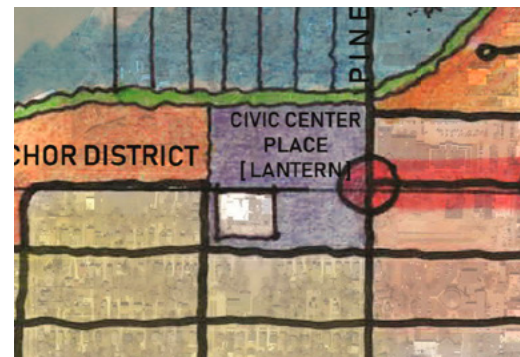
JDY BUILDING

- Convert the JDY building into a Great Lakes Sustainability Institute. Make it a place of education in the Triple Bottom Line of Sustainability: People, Planet, and Profit.



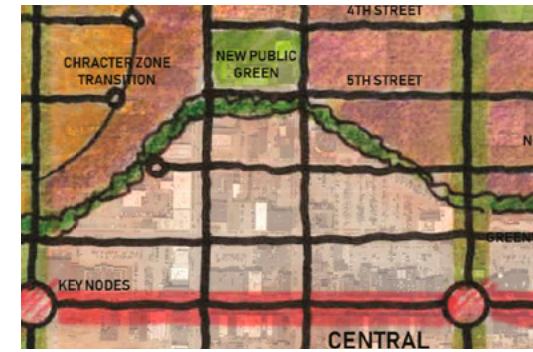
WINDOW-ON-THE WATERFRONT/ NORTH DOWNTOWN/ WASTEWATER EDUCATION

- Window-on-the-Waterfront in its current state is bigger than it needs to be. It does not need to be a “catch-all” green space and could benefit from more definition.
- Love the new developments planned for the Window-on-the-Waterfront.
- Smell of sewer plant may hurt the area.



CIVIC CENTER

- Utilize MAX transport to shuttle people from the Civic Center to the Wastewater Education Campus.
- Or use Civic Center as teaching and collaboration space.



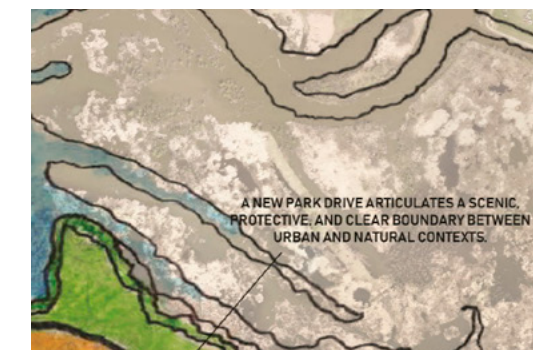
RAILS-TO-TRAILS

- Love the Rails-to-Trails
- Need for improved bike connections between COH and HCT



BRIDGE CONNECTION TO HCT

- Provides a way to keep the waterfront walkway alive while also keeping the pedestrians out of the working waterfront.

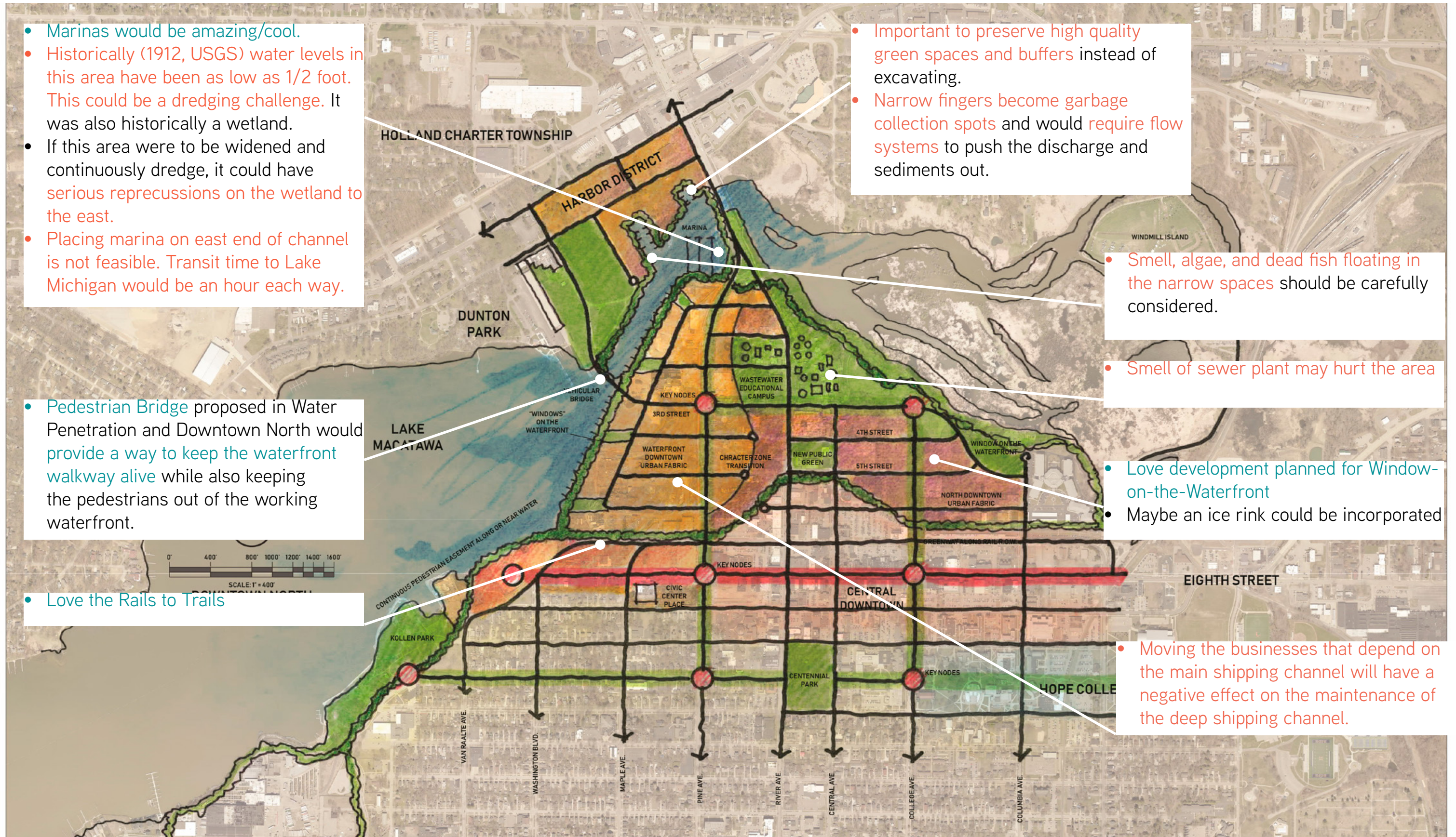


WINDMILL ISLAND

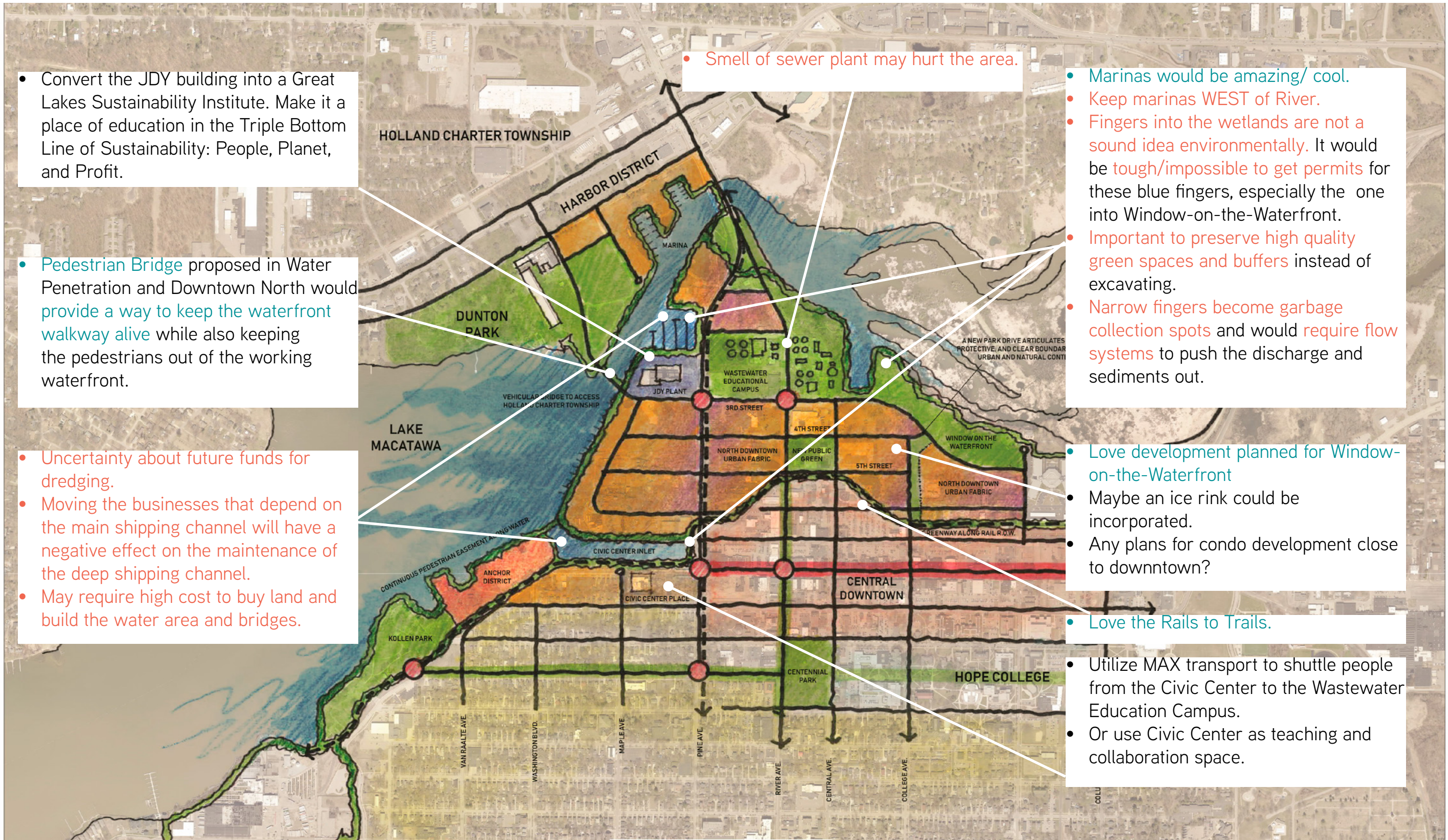
- Investigate whether a ‘permeable seawall’ could be used to line the wetlands near Windmill Island.

.....

CHARRETTE #1 FEEDBACK: DOWNTOWN NORTH



CHARRETTE #1 FEEDBACK: WATER PENETRATION



- Convert the JDY building into a Great Lakes Sustainability Institute. Make it a place of education in the Triple Bottom Line of Sustainability: People, Planet, and Profit.

- Pedestrian Bridge proposed in Water Penetration and Downtown North would provide a way to keep the waterfront walkway alive while also keeping the pedestrians out of the working waterfront.

- Uncertainty about future funds for dredging.
- Moving the businesses that depend on the main shipping channel will have a negative effect on the maintenance of the deep shipping channel.
- May require high cost to buy land and build the water area and bridges.

- Smell of sewer plant may hurt the area.

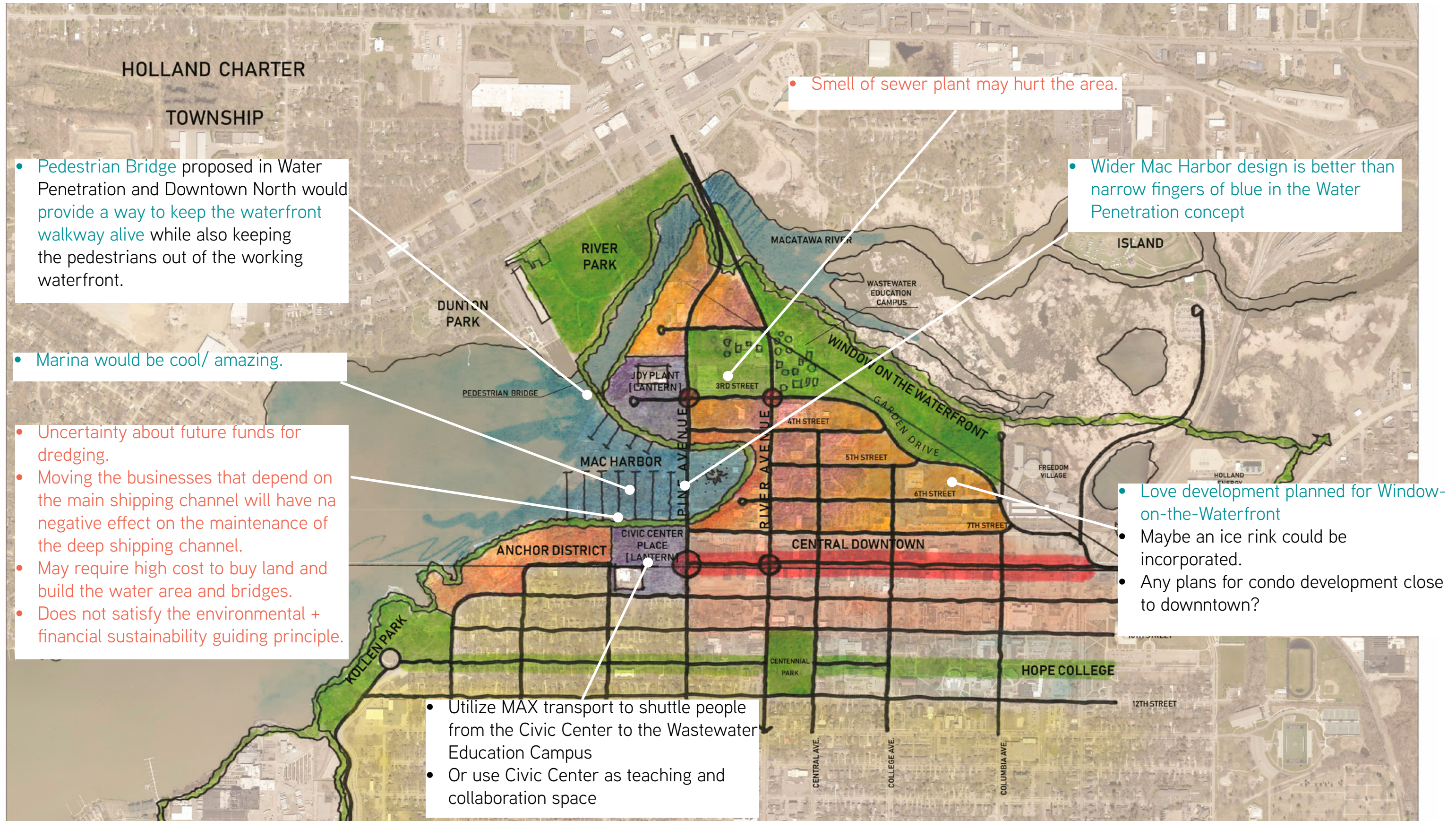
- Marinas would be amazing/ cool.
- Keep marinas WEST of River.
- Fingers into the wetlands are not a sound idea environmentally. It would be tough/impossible to get permits for these blue fingers, especially the one into Window-on-the-Waterfront.
- Important to preserve high quality green spaces and buffers instead of excavating.
- Narrow fingers become garbage collection spots and would require flow systems to push the discharge and sediments out.

- Love development planned for Window-on-the-Waterfront
- Maybe an ice rink could be incorporated.
- Any plans for condo development close to downtown?

- Love the Rails to Trails.

- Utilize MAX transport to shuttle people from the Civic Center to the Wastewater Education Campus.
- Or use Civic Center as teaching and collaboration space.

CHARRETTE #1 FEEDBACK: THE W-EDGE



EVALUATION OF CONCEPTS AGAINST VISION STATEMENT

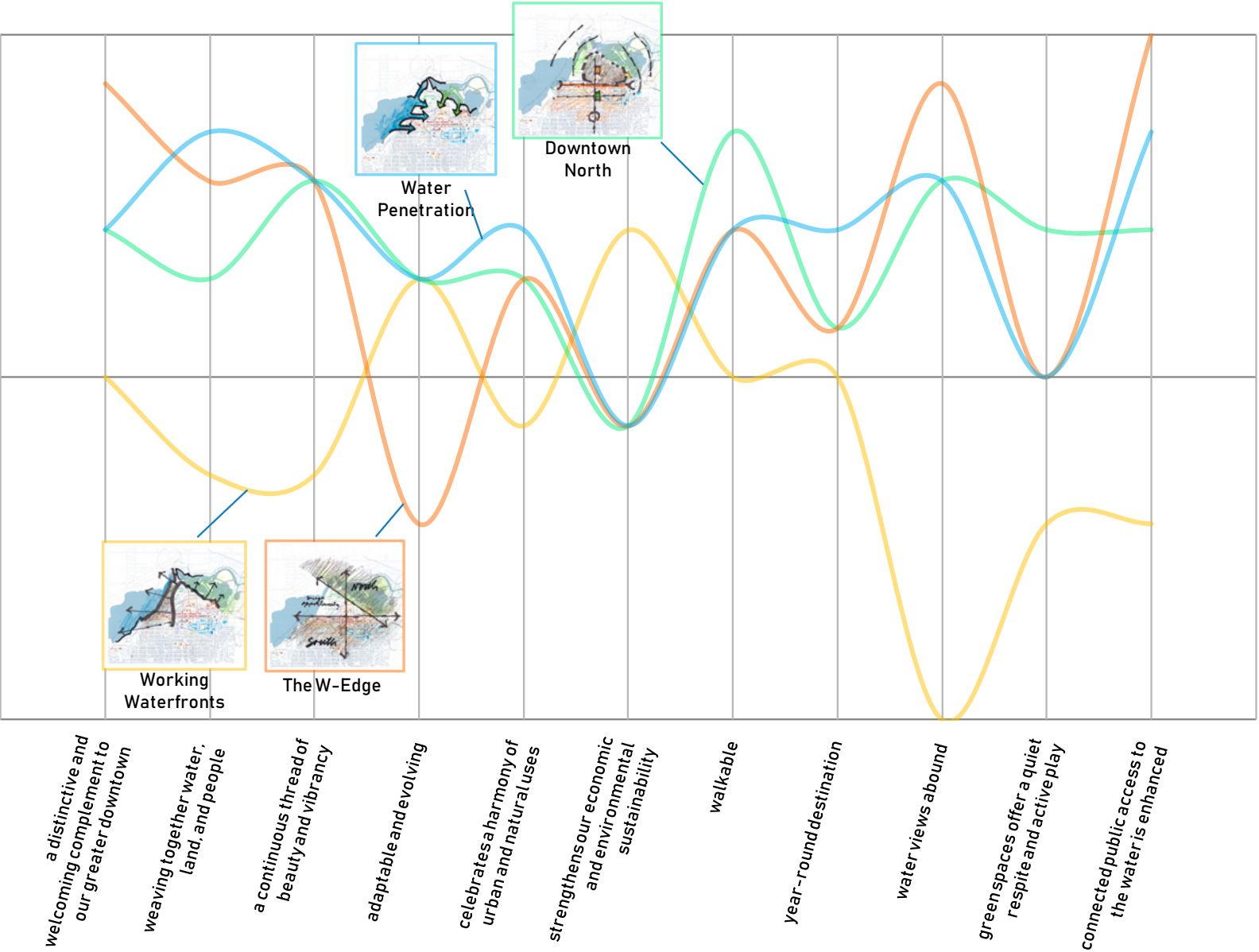
POST-DESIGN CHARRETTE EVALUATION OF CONCEPTS

One of the key takeaways from the design charrette was to evaluate the proposed concepts against the draft vision statement and guiding principles. Such an evaluation is meant to ensure that as ideas are formed, they remain in keeping with the vision and guiding principles. To that end, the Planning Working Group conducted an internal assessment to determine how each concept satisfied with a given element of the vision or guiding principle.

A basic rating scale of 1 – 3, [1=falls short of satisfying, 2=Fully satisfies, 3=Exceeds in satisfying] was set up and the assessment was completed by both the Planning Working Group and the Design Team. The spreadsheet below shows a sample the internal evaluation averages and the graphs on this page as well as the following page track the degree to which the concepts aligned with the vision statement and guiding principles.

A few observations can be noted when reviewing these curves. In general, the curves can be analyzed based on the overall average value (how wthe concept aligns on average across all vision elements), and the scoring variations across the different vision elements (the degree of inflection in the curves).

If a curve has unusually high or low turning points, the concept is



	TEAM AVERAGES			
	Working Waterfronts	Downtown North	Water Penetration	The W-Edge
01 Foster Community ACCESSIBILITY - To, From and Along the Water				
1 Create a continuous, publicly accessible waterfront through an easement along the water's edge.	1.0	3.0	3.0	2.4
2 Connect the waterfront to downtown and the neighborhoods beyond.	1.7	2.1	2.4	2.7
3 Accommodate safe and convenient multi-modal access and parking.	2.0	2.0	1.9	2.3
4 Leverage on and extend the snowmelt system where appropriate.	2.0	2.0	2.0	2.0
02 Pursue Environmental, Economic and Equitable SUSTAINABILITY				
5 Protect our water resources and ecological environments.	1.6	1.9	1.9	2.0
6 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.	2.7	1.1	1.3	1.1
7 Strengthen community through inclusive, transparent community engagement practices and collaborative partnerships, appropriately guided by municipal leadership and planning best practices.	2.1	2.1	2.1	1.6
8 Create a long-term vision that is adaptable over time.	2.1	2.1	2.1	1.6
03 Encourage DIVERSITY of Use, Users, and Developers				
9 Seek opportunities for mixed uses and diverse, year round programming.	2.0	2.3	2.6	2.3
10 Welcome diverse waterfront users, including residents and visitors of different ages abilities and incomes.	1.8	1.8	2.0	1.8
11 Facilitate multiple developers to develop specific projects over time.	1.7	2.6	2.4	2.3
04 CELEBRATE the Water(front)				
12 Enhance the waterfront character by integrating attractive, high quality, well-programmed, and well maintained unifying elements in both public and private waterfront projects.	1.4	2.6	2.4	2.6
13 Use the waterfront as a lens to increase the public understanding of Holland's past, present, and future.	2.6	1.4	2.1	2.3
14 Orient new development, redevelopment and community planning efforts towards taking advantage of viewscales afforded by the waterfront.	1.4	2.6	2.4	2.9
15 Encourage waterfront recreation and engagement with the water.	1.7	2.4	2.6	2.7

Graph Showing How Each Exploratory Concept Satisfied Various Elements of the Vision Statement

EVALUATION OF CONCEPTS AGAINST GUIDING PRINCIPLES

understood to perform exceedingly well in some respects, but not consistently with respect to all elements of the vision. Conversely, if a curve is relatively stable with less extreme inflections, it can be said that the concept satisfies most of the vision elements.

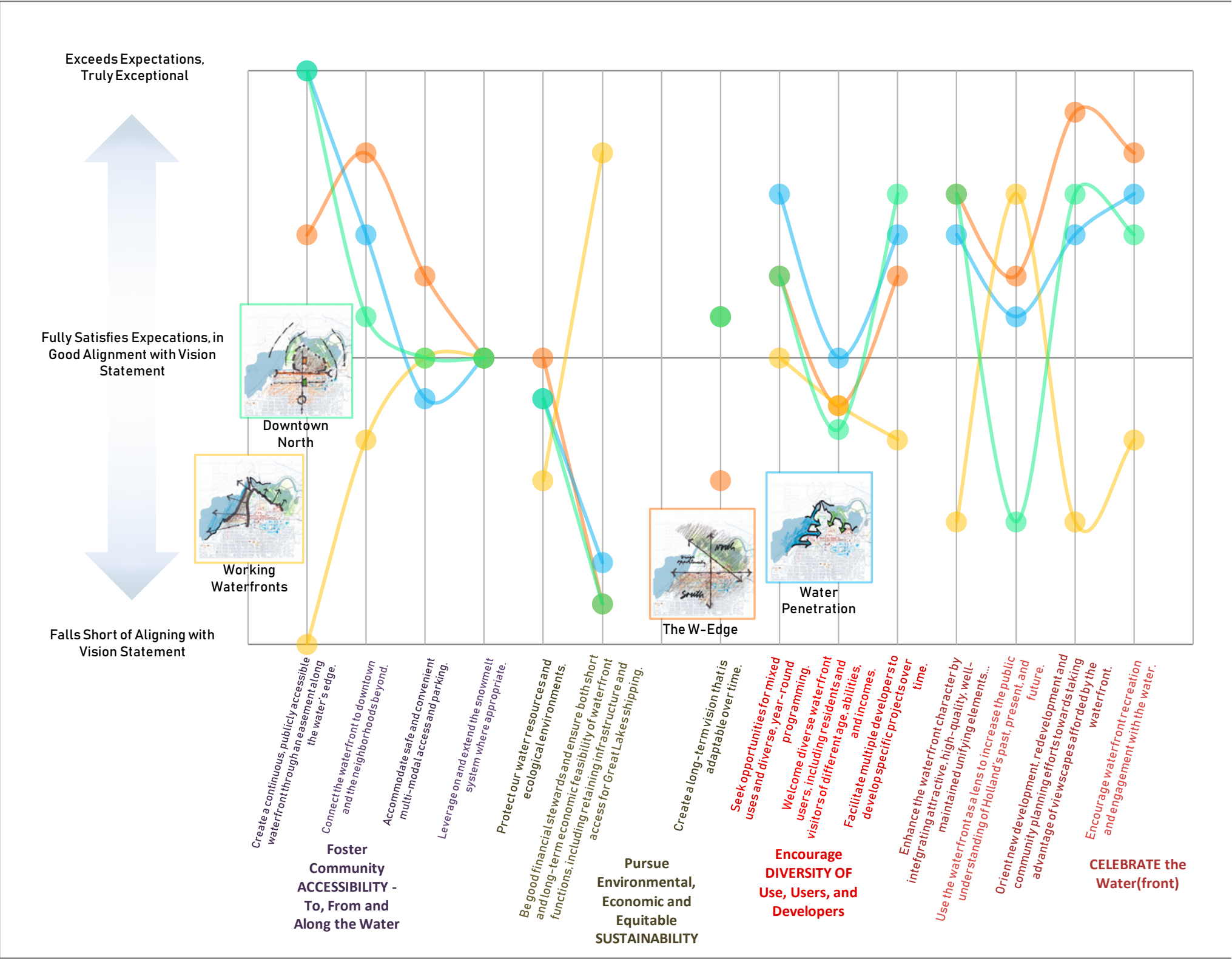
In general, the “W-Edge” and “Water Penetration” concepts showed a greater alignment with the vision, with average scores of 2.3 out of 3. “Downtown North” and “Working Waterfronts” had averages of 2.2 and 1.8 out of 3, respectively.

Using Standard Deviation as a rough proxy for a concept’s consistency, “Water Penetration” appeared to satisfy the vision elements almost across the board, while the other concepts fluctuated between the satisfying or not satisfying the vision elements.

In evaluating the concepts against the vision elements and components of the guiding principles, the “Working Waterfront” concept appeared to track in a manner contrary to the other three concepts. “Downtown North”, “Water Penetration”, and “The W-Edge” tended to share a general pattern. This likely stems from the incorporation of design features and programming that satisfy more of the community’s aspirations and desires, as opposed to the “Working Waterfront” that presented an outcome balancing the complexities and needs of both the community and the industries.

This informal exercise offers several key takeaways:

- The evaluation is not intended to rank the concepts exclusively and it should be noted that each concept has its own merits.
- The results of the evaluation also reflect the community-oriented basis of the vision statement and guiding principles, where waterfront qualities in service of the public such as access, views, and amenities are prioritized above other water-dependent uses.
- Such an evaluative criteria offers a literal way of assessing the concepts, or any waterfront proposal that is brought to the community in the future. It does not represent the only or the most optimal method. Other evaluation approaches should be considered, such as a sustainable return on investment analysis.
- Since a score of 2 implies the satisfaction of the vision and guiding principles, all four concepts performed well above the average and any of the four or a combination of features of the four would embody the vision if pursued.



Graph Showing How Each Exploratory Concept Satisfied Various Components of the Guiding Principles

REFINED CONCEPTS POST-DESIGN CHARRETTE #2

REFINEMENT OF CONCEPTS AFTER DESIGN CHARRETTE #2

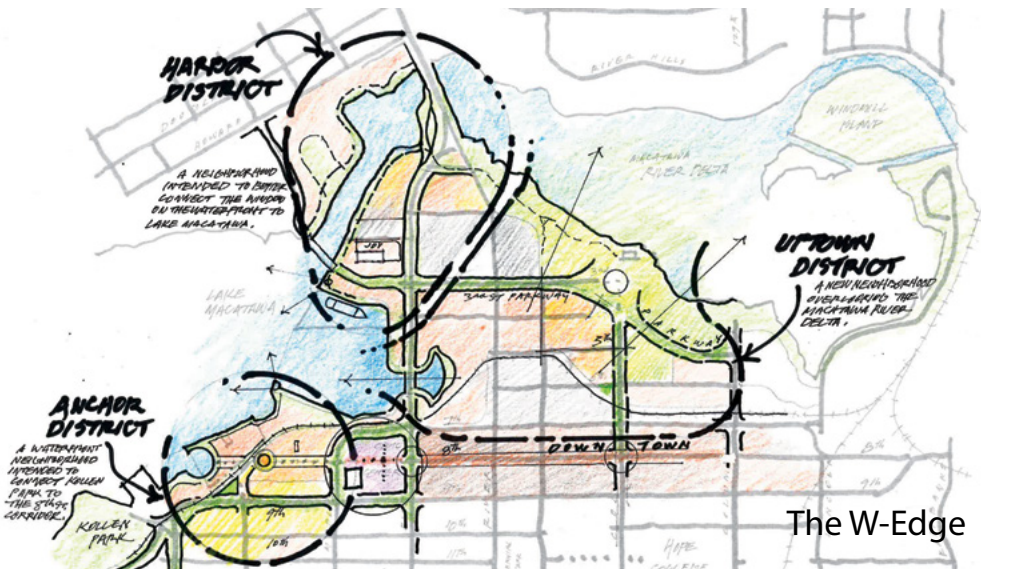
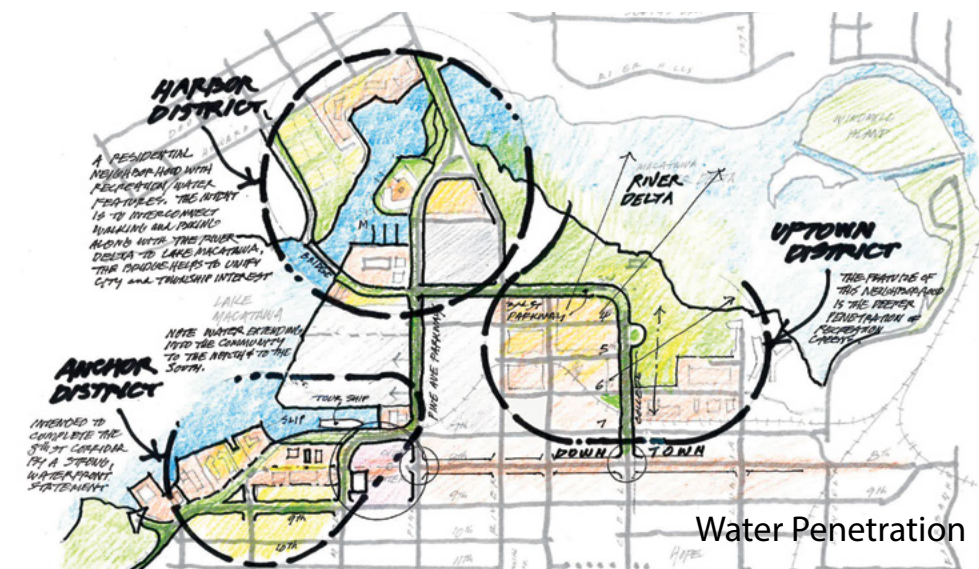
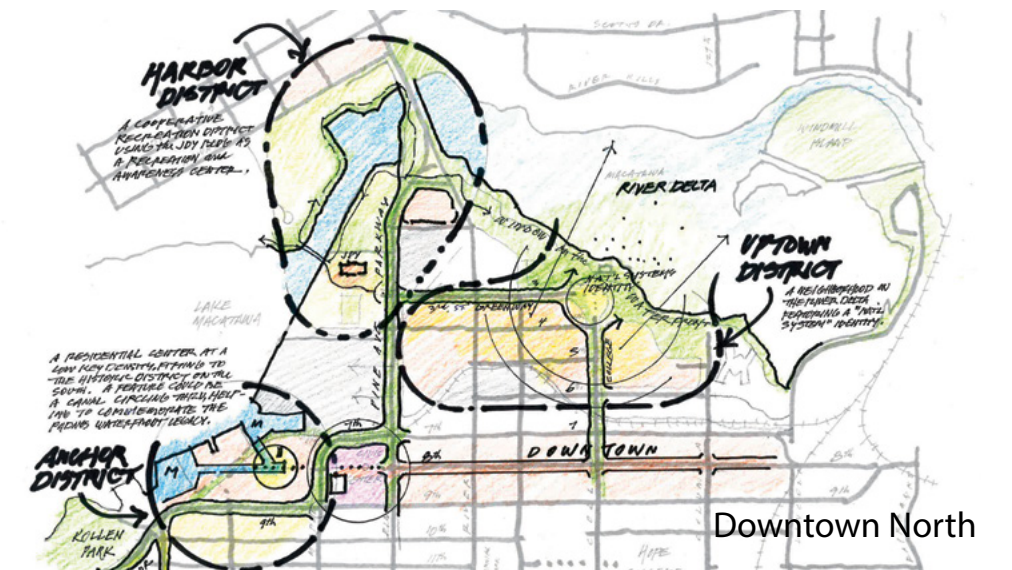
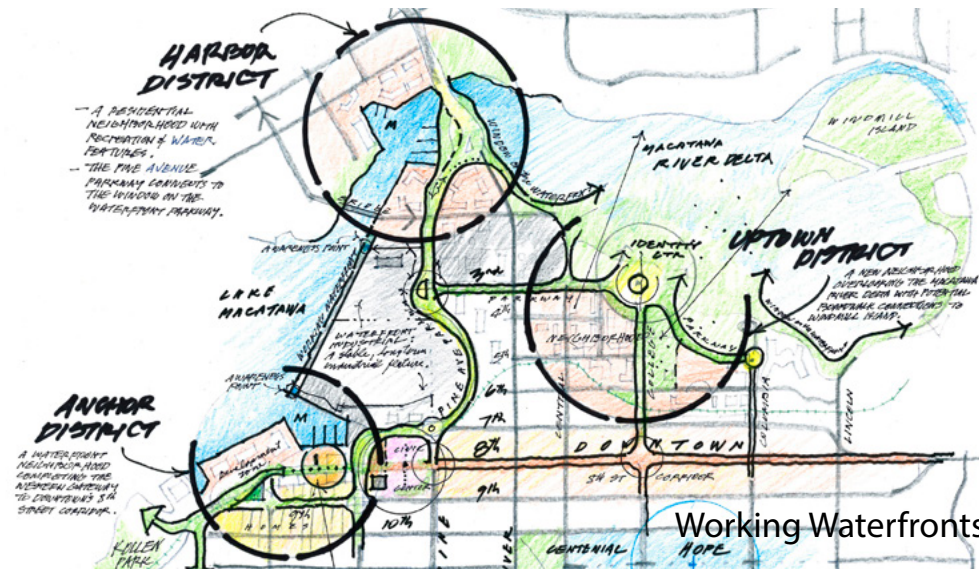
Design Charrette #2 was conducted in May 2019 with a focus on developing exploratory concepts that are site-specific. Details on the site-specific findings are documented in Chapter 6.

As the sites -- the James De Young Power Plant, the VerPlank Dock Co. Property, and Window-on-the-Waterfront -- are part of the waterfront, taken as a whole, the potentials explored in Charrette #2 intrinsically served to further refine the four concepts at the scale of the broader waterfront.

The following pages document the refined concepts for the broader waterfront. The refined concepts reflect further explorations of programming, scale, density at the three sites and how they can be integrated.

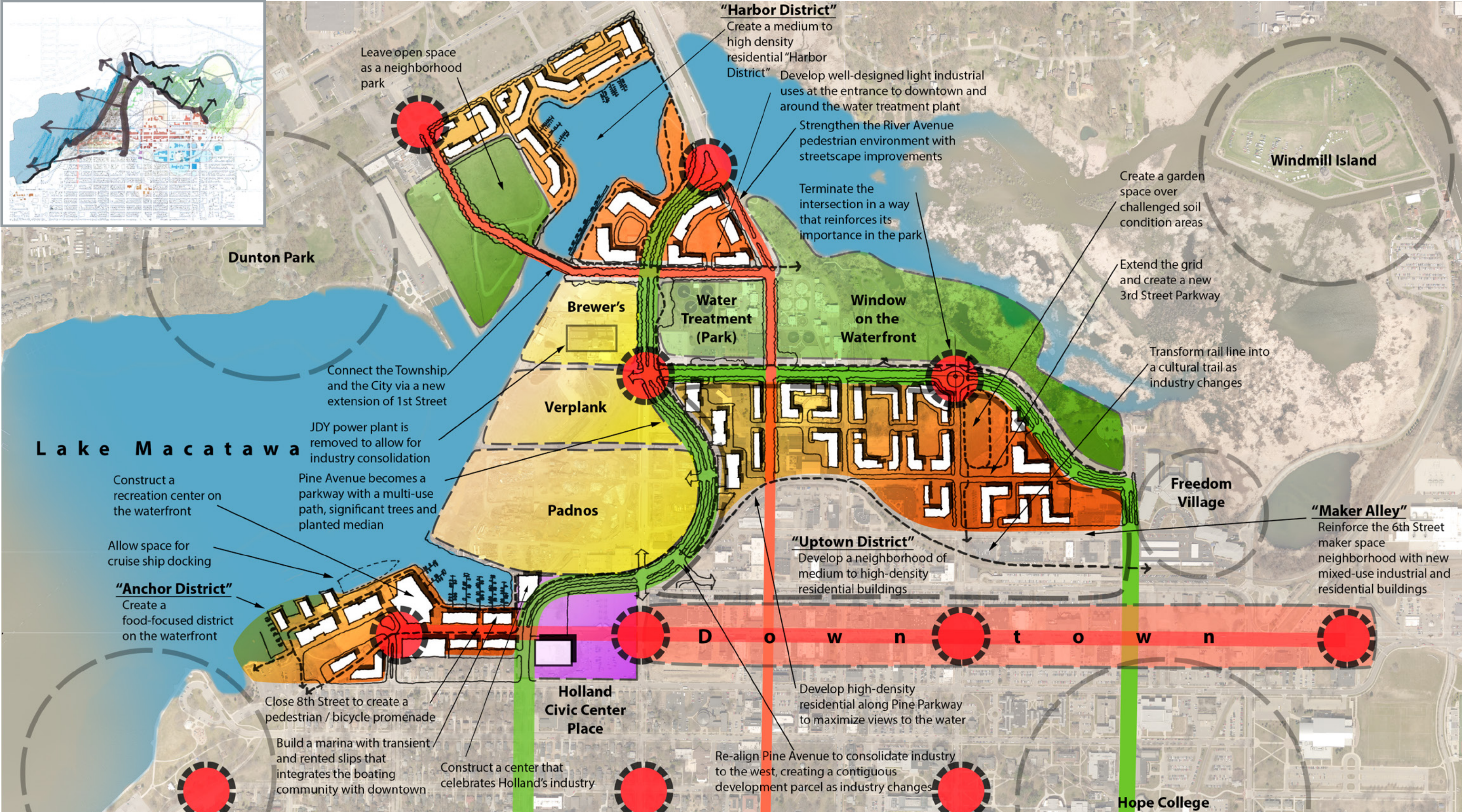
COMMON ELEMENTS ACROSS THE FOUR REFINED CONCEPTS

- Emergence and definition of three distinct districts that constitute a greater, coherent waterfront: Anchor District at VerPlank, Harbor District building on the synergies with Holland Charter Township, and an Uptown District at Window-on-the-Waterfront and North Downtown
- Emphasis on elevating Pine Ave, 3rd Street, and College Ave as key activating corridors
- Additional bridge connection with Holland Charter Township, whether it is for motorized or non-motorized forms of transportation
- Key urban nodes at Pine/3rd, Pine/8th, College/3rd, College/8th
- Provision of public access to and along the waterfront
- Greenway connectivity, part of the broader Macatawa Greenway
- Potential land swaps

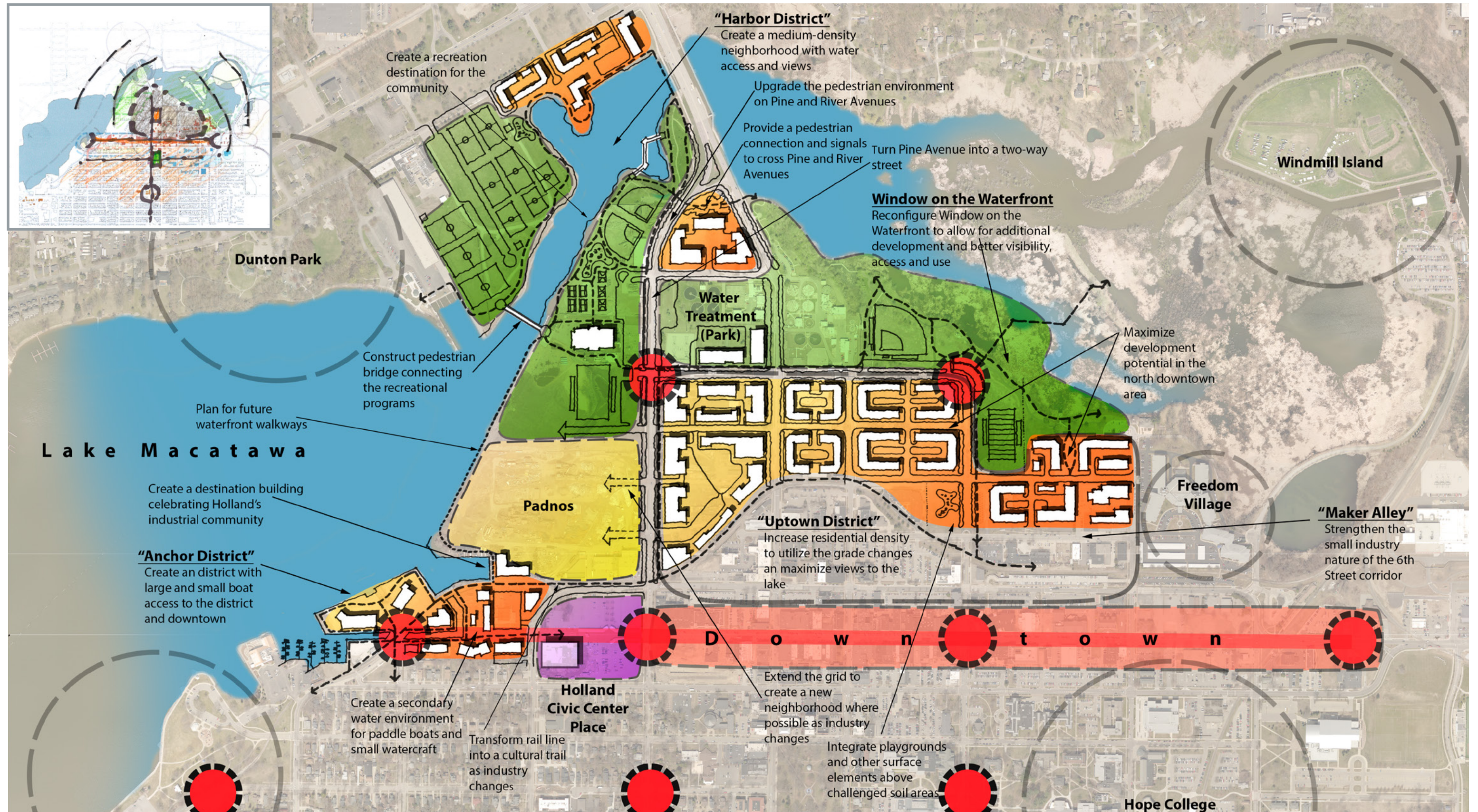


Refined Concept Frameworks Post-Design Charrette #2

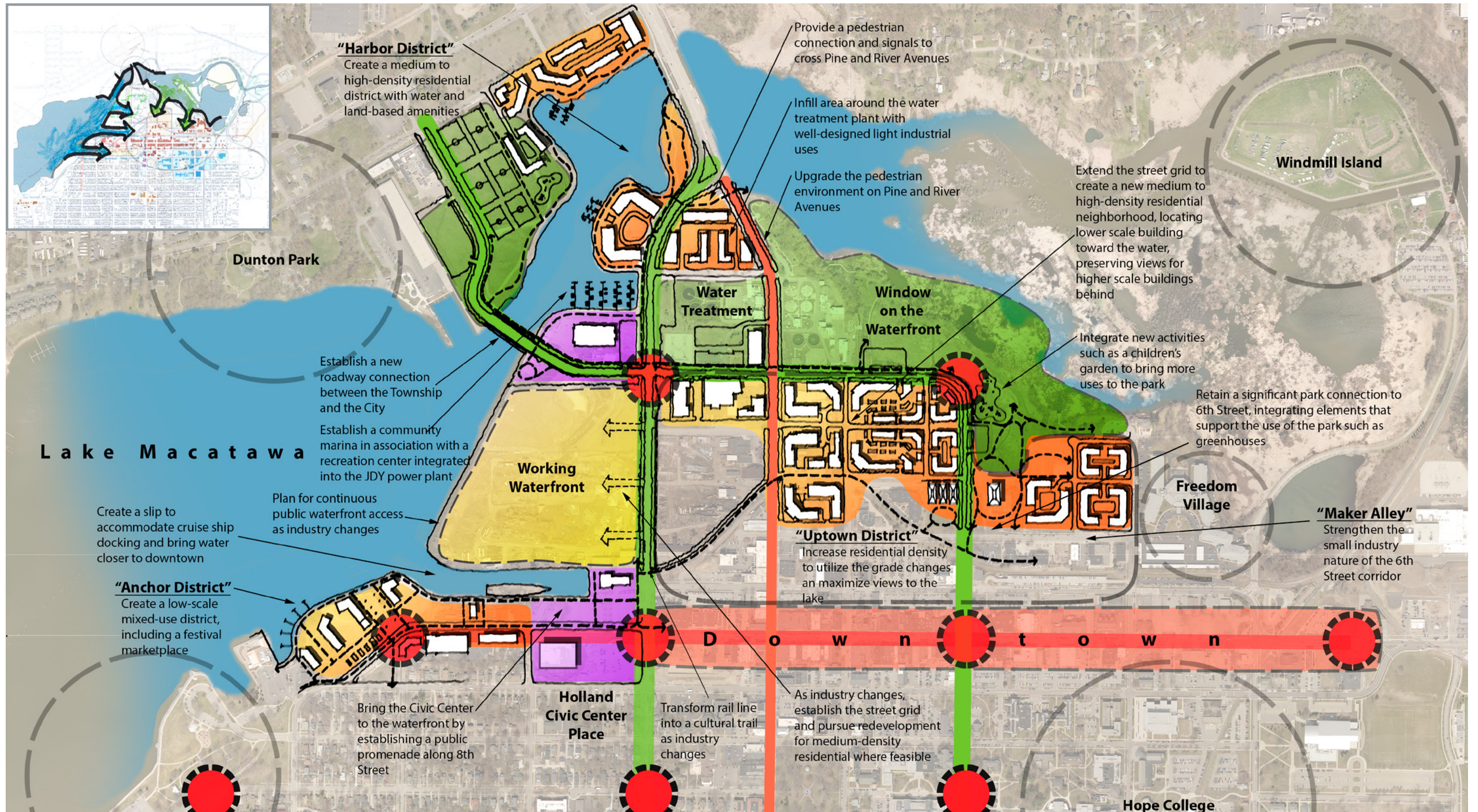
WORKING WATERFRONTS REFINED CONCEPT



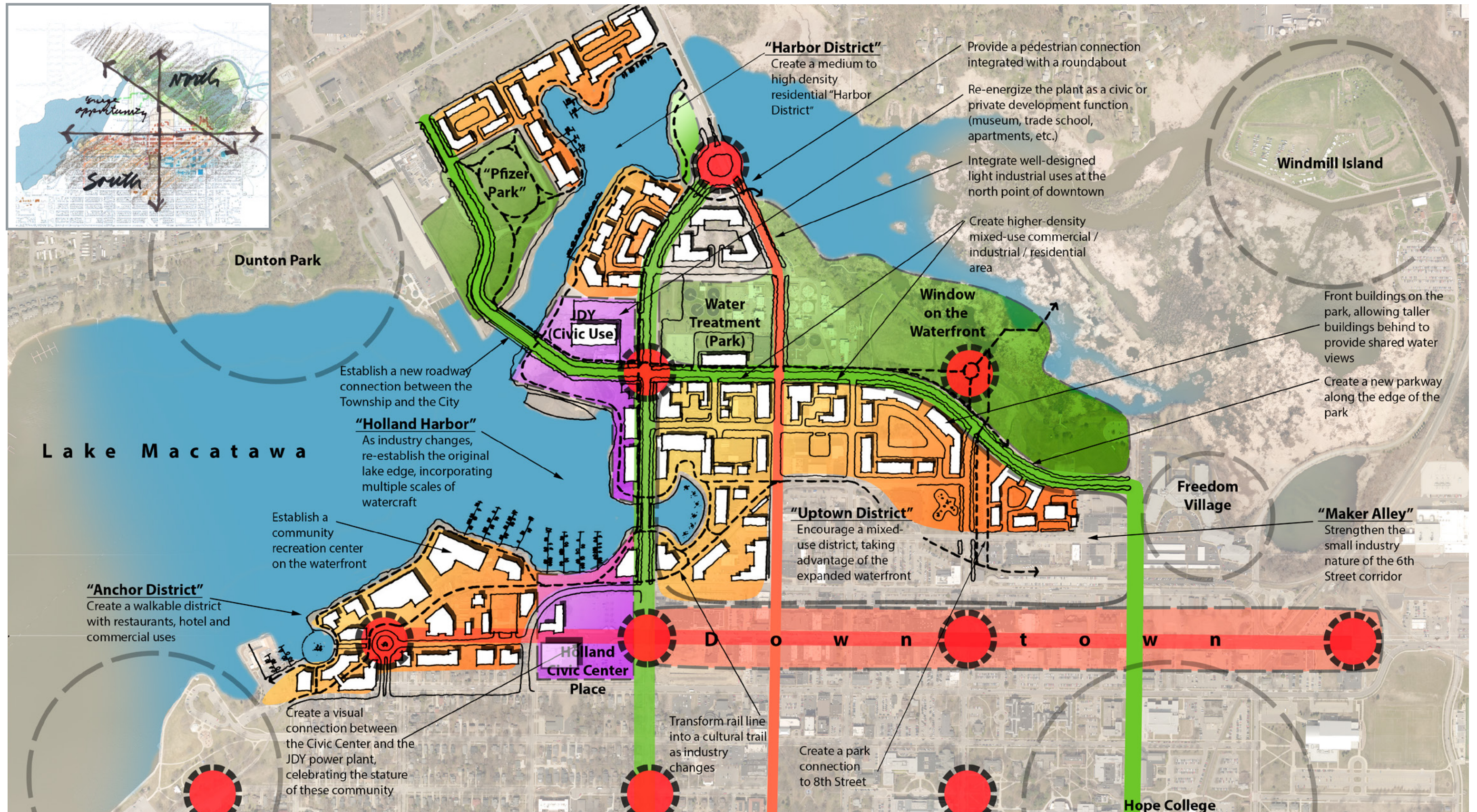
DOWNTOWN NORTH REFINED CONCEPT



WATER PENETRATION REFINED CONCEPT



W-EDGE REFINED CONCEPT





06 Three Site Potentials	91
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THREE SITE POTENTIALS

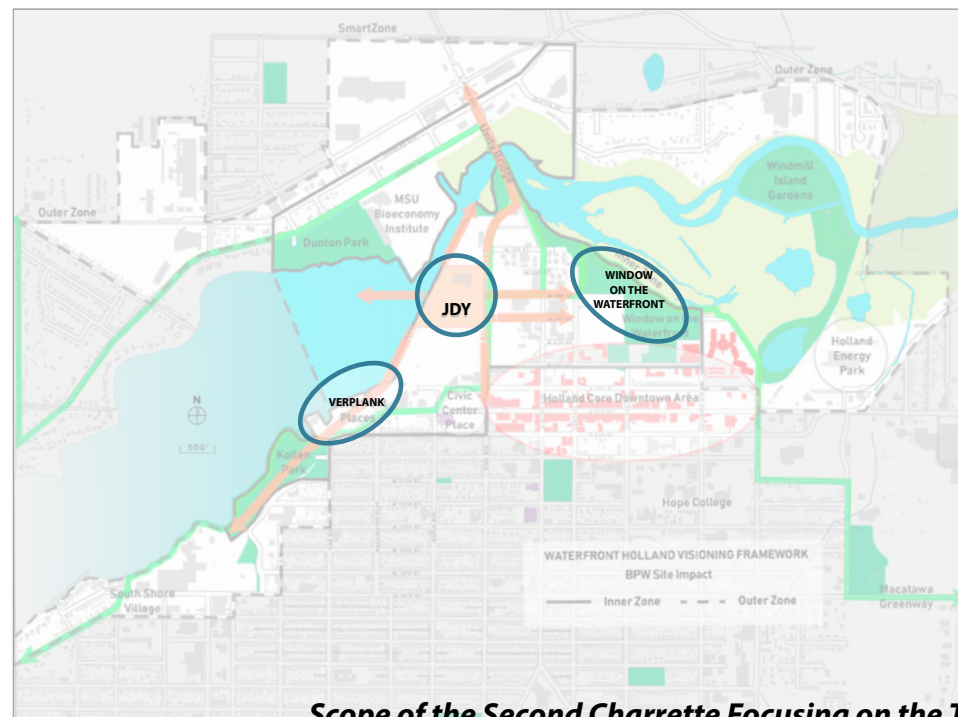
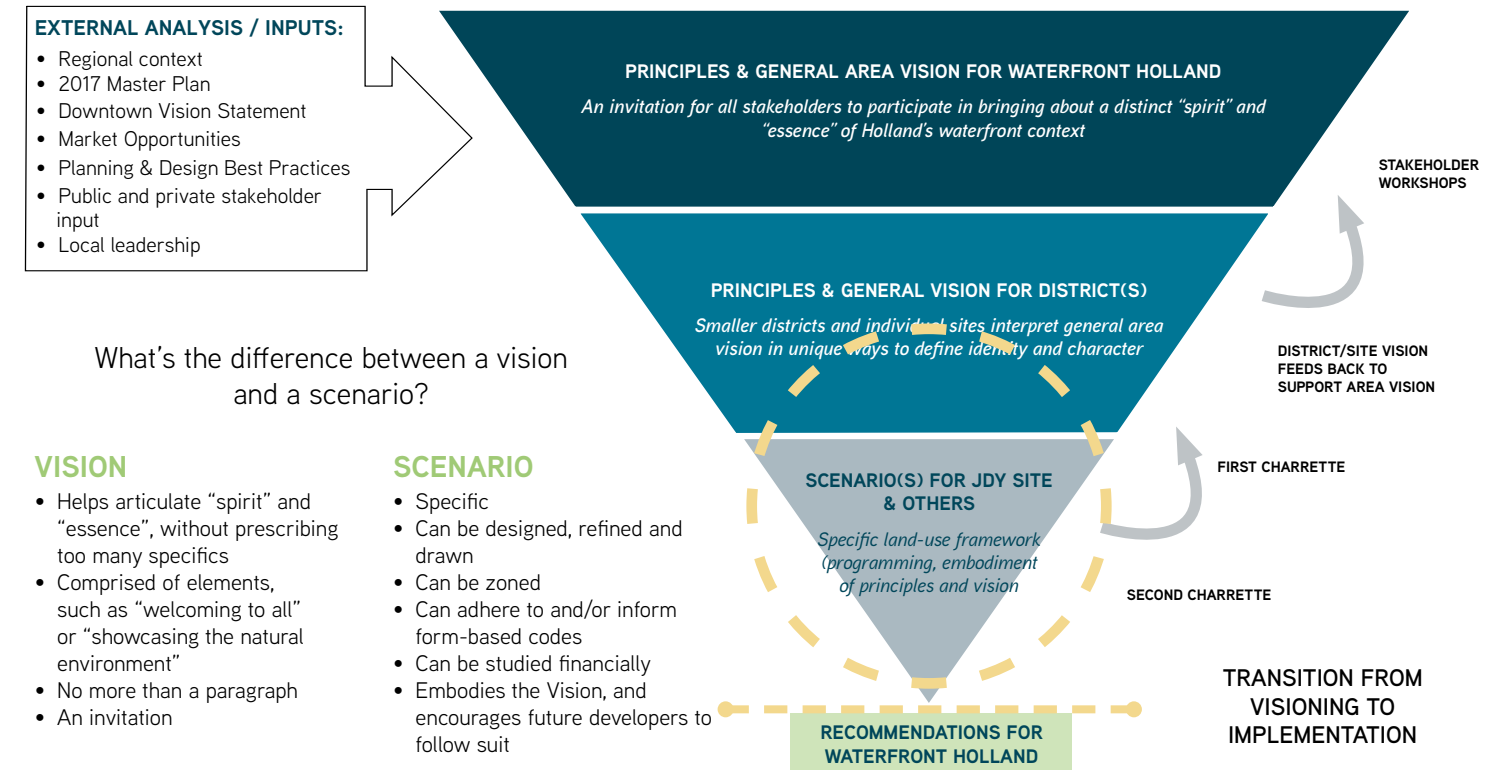
DESIGN CHARRETTE #2: SITE-SPECIFIC CONCEPTS

The second design charrette focused on the smaller-scale and three sites – James De Young Power Plant, VerPlank, and Window-on-the-Waterfront. Two of these are city-owned properties and the third -- the VerPlank property -- had been offered by the waterfront industries (Padnos, VerPlank, and Brewer) as a potential site for design exploration.

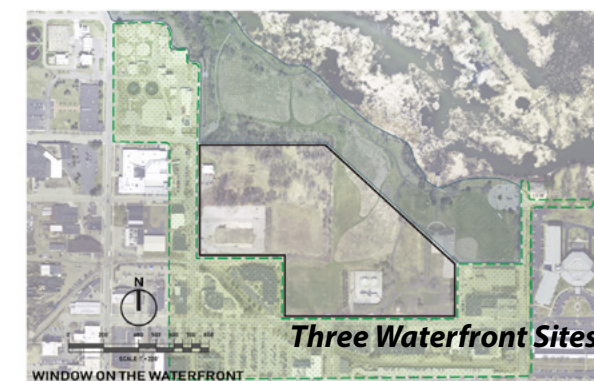
This second charrette built on the broader waterfront ideas that were charted in the first charrette but also yielded findings that served as helpful refinements for the four earlier concepts. This is represented by the feedback loop between the first and second charrettes in the funnel diagram on the right.

The concepts for each site not only included the actual property, but also took into consideration the broader context, surrounding uses, fabric, density, and scale (see three aerial maps on the right showing the sites and the contributing area for the study).

Like the first charrette, this deeper dive also invited the community and the same subject area experts to review the ideas and provide their feedback throughout the four days in May 2019. In all, there were more than 150 participants who attended the public drop-in sessions, a public open house on the second day, two subject area experts /stakeholder input sessions on the third day, and a public presentation on the final day.



Scope of the Second Charrette Focusing on the Three Waterfront Sites



Three Waterfront Sites & Their Contributing Areas

COMMUNITY PARTICIPATION AT CHARRETTE #2



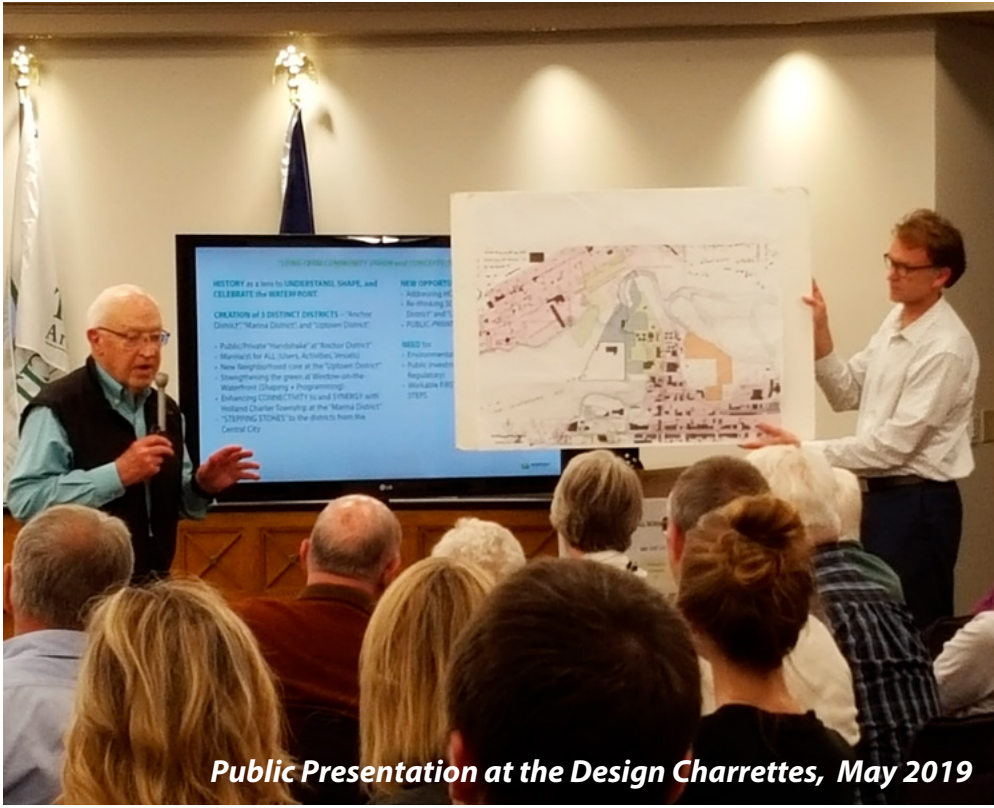
Stakeholder Presentation at the Design Charrettes, May 2019



Public Presentation at the Design Charrettes, May 2019



Public Participation at the Design Charrettes, May 2019



Public Presentation at the Design Charrettes, May 2019



Public Presentation at the Design Charrettes, May 2019

THREE SITE POTENTIALS

DESIGN CHARRETTE #2: PROCESS

The design charrette began with an idea generation phase focused on each of the sites and their contributing area:

- James De Young Power Plant
- VerPlank Dock Co. Property
- Window-on-the-Waterfront

FUNDAMENTAL IDEA FOR EACH SITE

While there was a myriad of ideas generated for each site, there were common elements across the ideas.

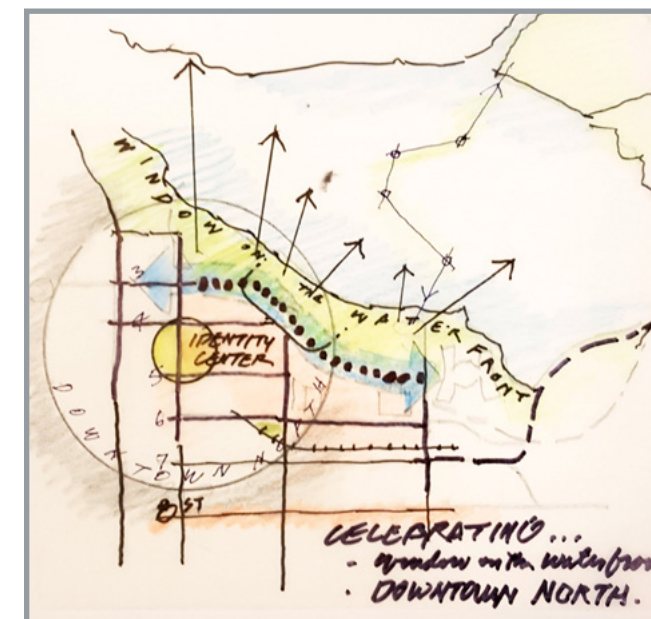
- **James De Young Power Plant Site:** Create a landscaped, waterfront greenway drive
- **VerPlank Site:** Create a public-private “handshake” that celebrates the community-oriented spirit of Kollen Park and the private developments in downtown
- **Window-on-the-Waterfront Site:** Celebrate Window-on-the-Waterfront while creating a new neighborhood for **North Downtown** with the potential of a new identity center

COMMON IMPETUS FOR EACH OF THE THREE SITE POTENTIALS

The next page documents the common impetus for each of sites, including the potentials that were explored in the design concepts.

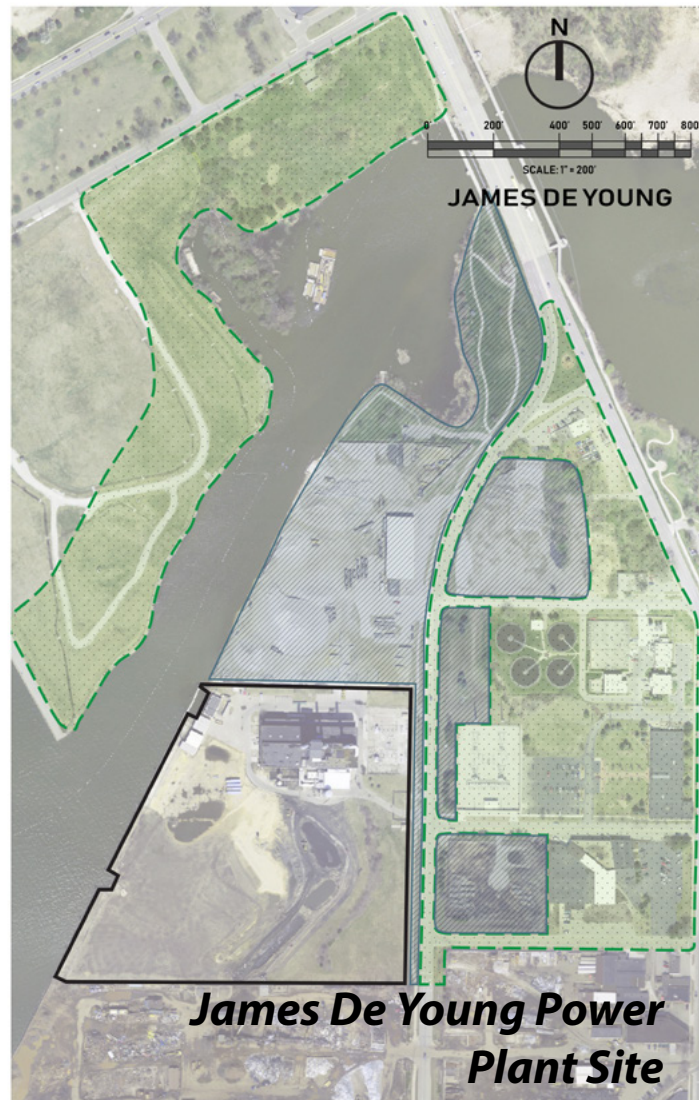
CONCEPT DIAGRAM, PERSPECTIVES, AND EXAMPLES FOR THE THREE POTENTIAL SITES

The section after the common observations provide a summary of the concept diagrams, perspectives, and examples for each of the three potential sites across the four broader waterfront concepts.

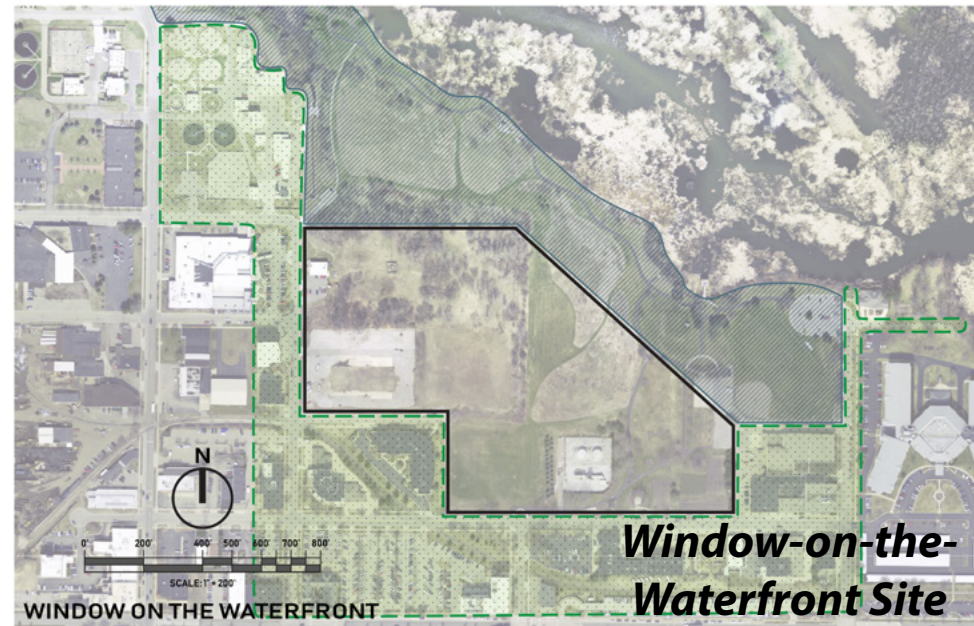


Fundamental Ideas for the James De Young Power Plant, Window-on-the-Waterfront, and VerPlank Sites

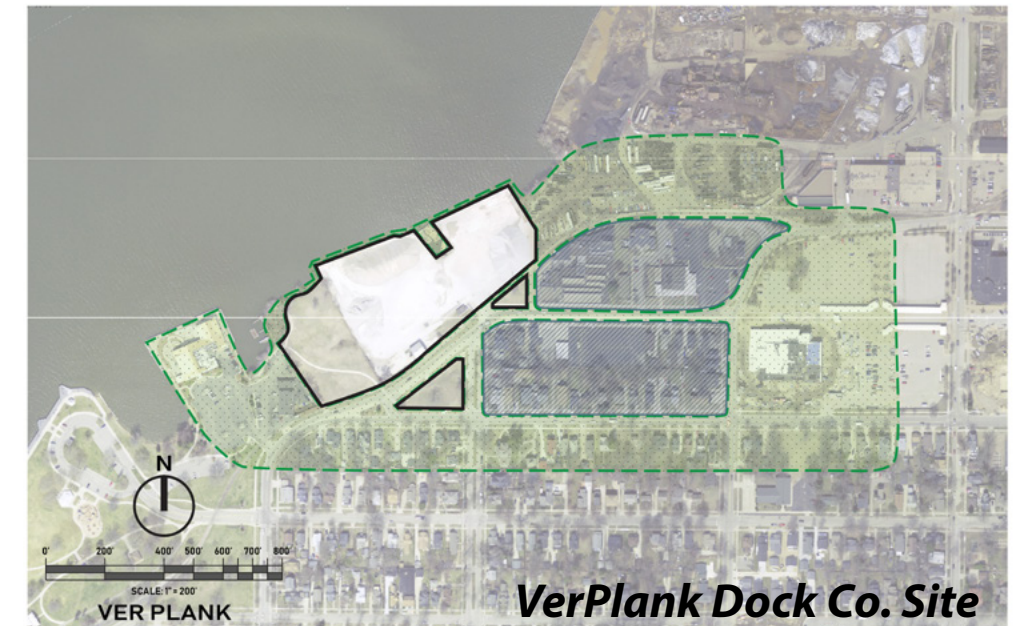
COMMON IMPETUS IN EACH OF THE THREE SITE POTENTIALS



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

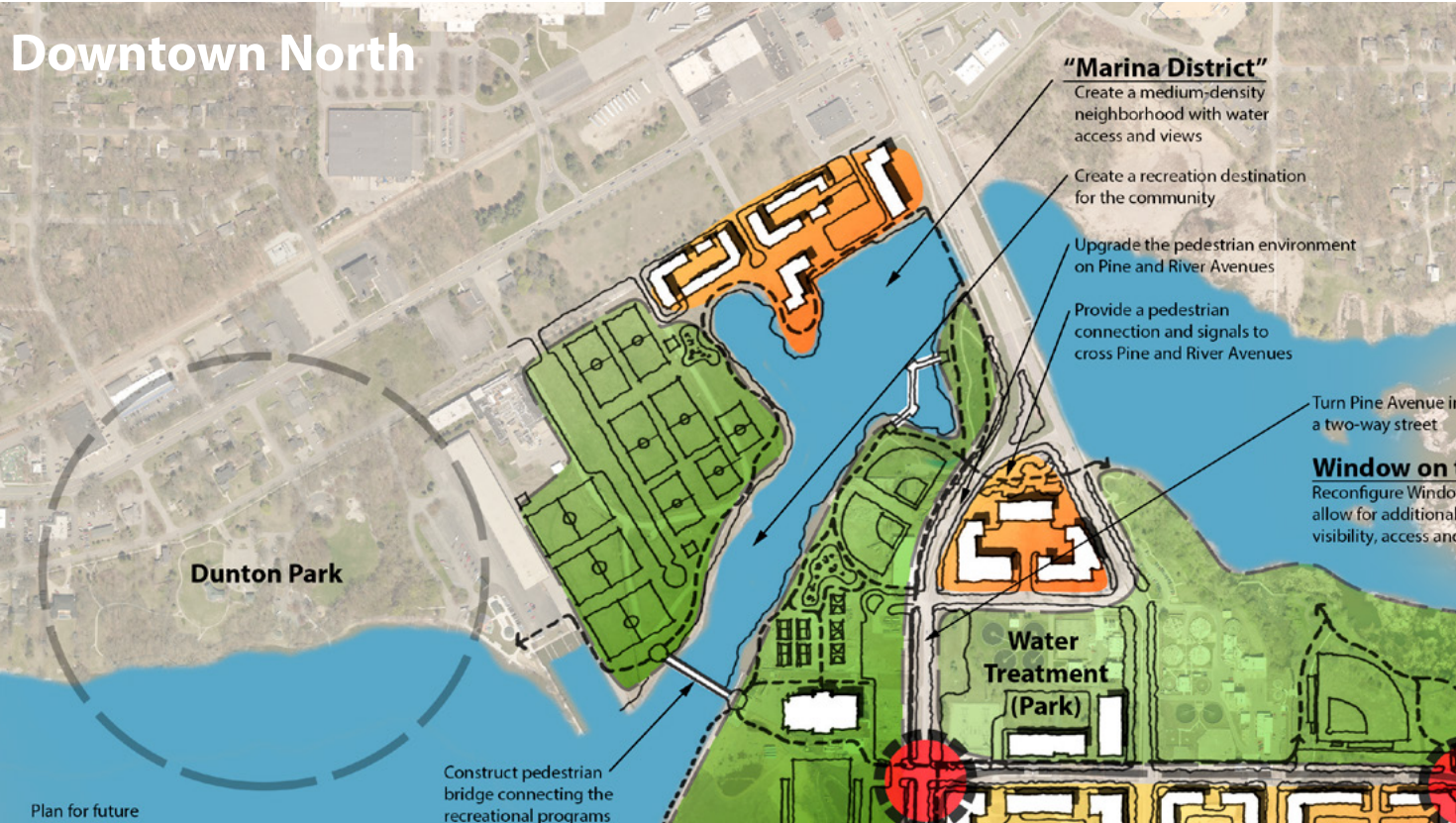
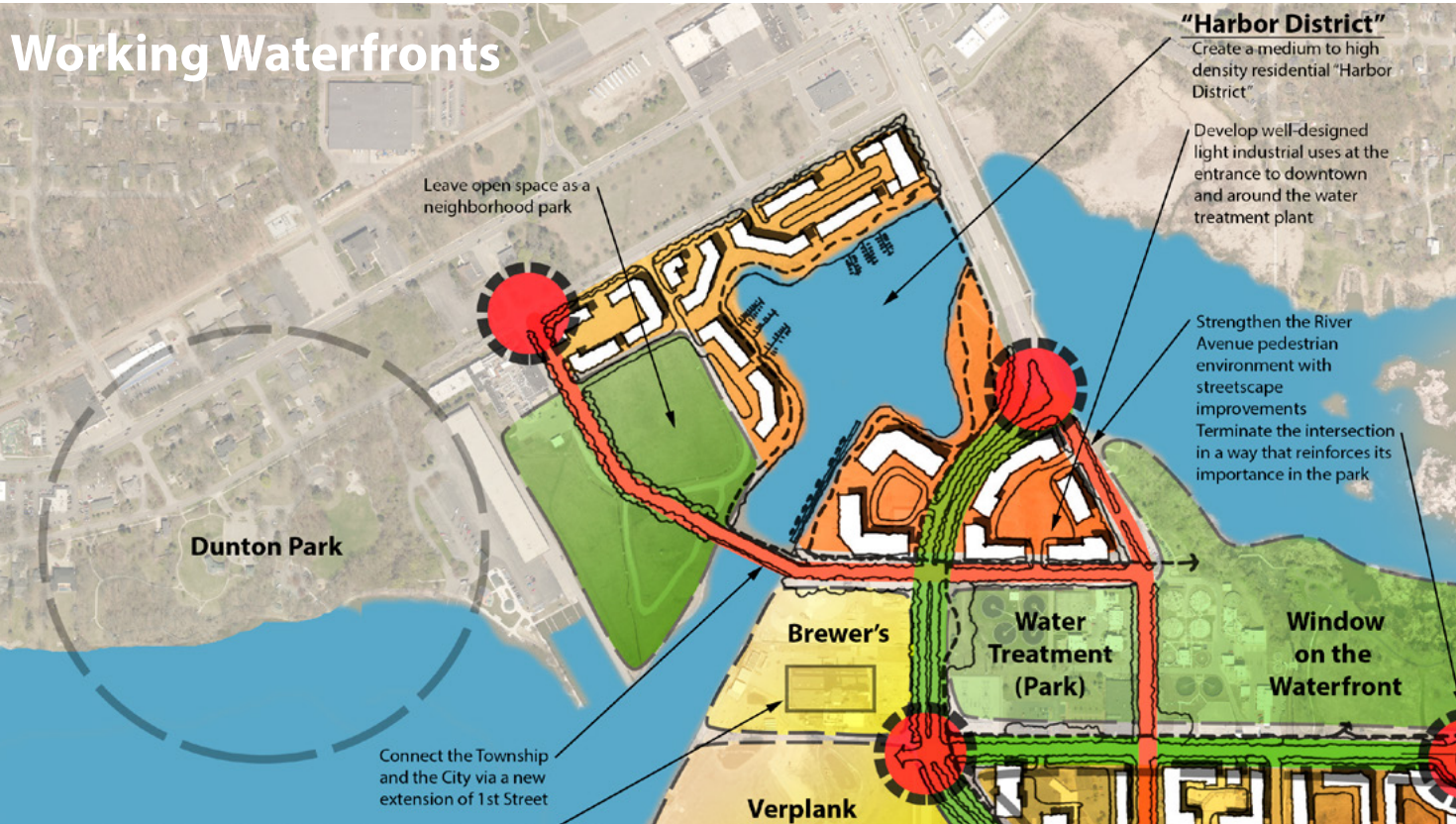


- Great Property Opportunities
- Leverage Waterfront View Connections
- Ease of Infrastructure Readiness
- Build on 6th Street Redevelopment Energy
- Create Layered Waterfront Experience
- Potential Residential + Green Uses
- Define New "Uptown" Neighborhood
- Celebrate Nature
- 1st Move: BPW Property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



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

JDY SITE | “HARBOR DISTRICT”



WORKING WATERFRONTS HARBOR DISTRICT

- New cluster of buildings, local neighborhood 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): Residential and mixed use buildings mediate between the waterfront paths and a small municipal marina, and serve to activate pedestrian life along Howard Ave.
- City (south side): Medium- to high-density residential and mixed-use buildings shape the northern gateway, bisected by the landscaped Pine Parkway and enhanced corridors along 1st Street and River Ave. Well-designed light industrial uses complement the industrial / utilitarian character of the area around the BPW Water Treatment (Park), and to celebrate the “Working Waterfront” concept theme and context.
- Pine Parkway: Enhanced to create a symbolic waterfront with landscaped median and to serve as a “complete street” .
- River Ave: Improved pedestrian environment and streetscape
- 1st Street: Assumes new role as a secondary east-west connector between North Downtown and the Township.
- Key Nodes: Junction of Pine Parkway/River Ave, Howard Ave/extension of 1st Street, Pine Parkway/3rd Street

DOWNTOWN NORTH HARBOR DISTRICT

- New cluster of buildings, local neighborhood 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-density neighborhood buildings and public space is placed on the north side of the channel, providing pedestrian activation of Howard Ave and along a waterfront promenade. Variety of playing fields for public recreation in former Pfizer Site. This particular use activates the space as a public amenity while avoiding the need for building foundations or other infrastructural interventions.
- City (south side): Van Bragt park redesigned to complement the larger recreation spaces and to facilitate safe and comfortable pedestrian connections across Unity Bridge and to Window-on-the-Waterfront. The triangular block between Pine and River Avenues and 1st Street is infilled with medium-density neighborhood buildings, focused on celebrating water views in multiple directions, as well as reinforcing the City’s northern gateway experience.
- 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.

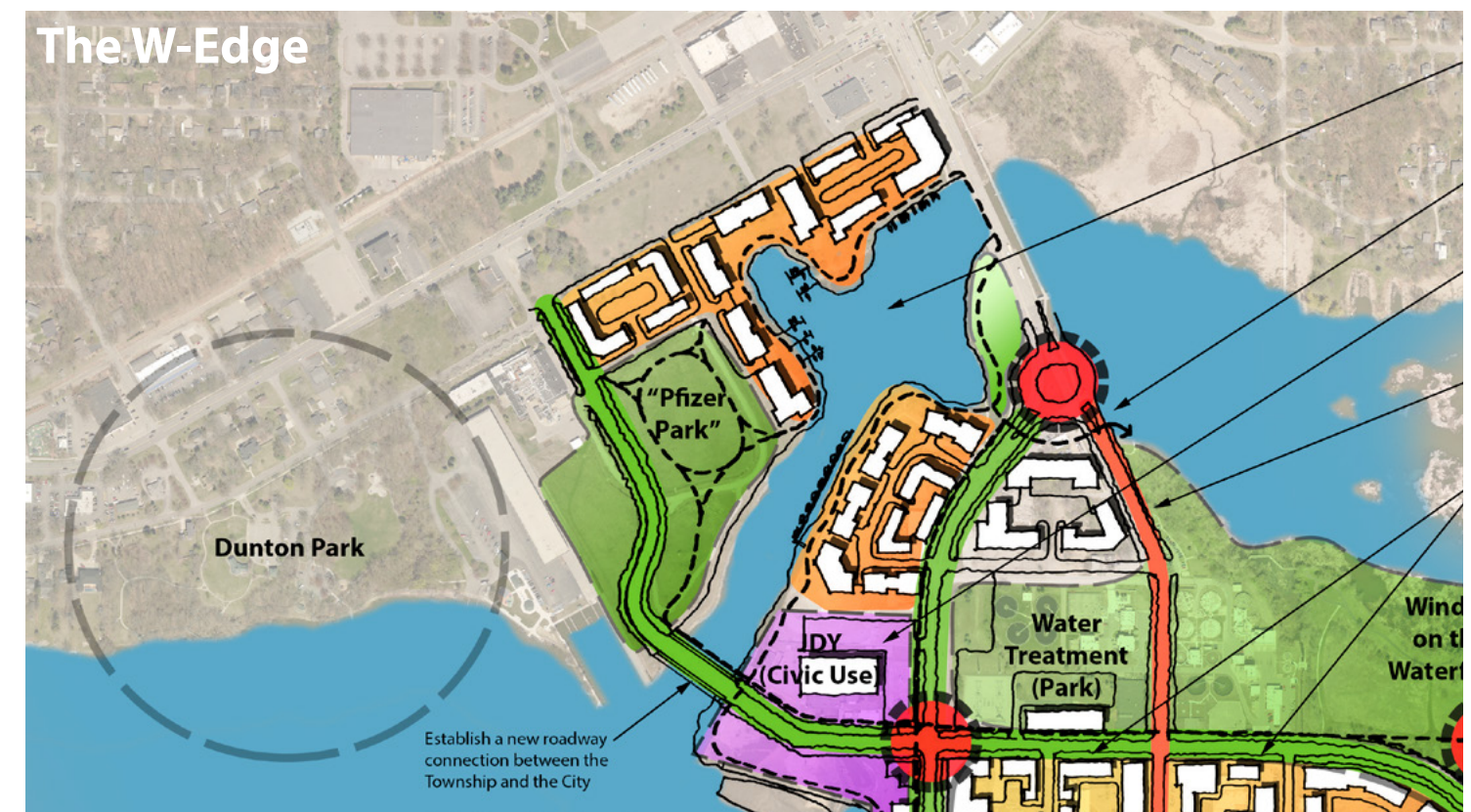
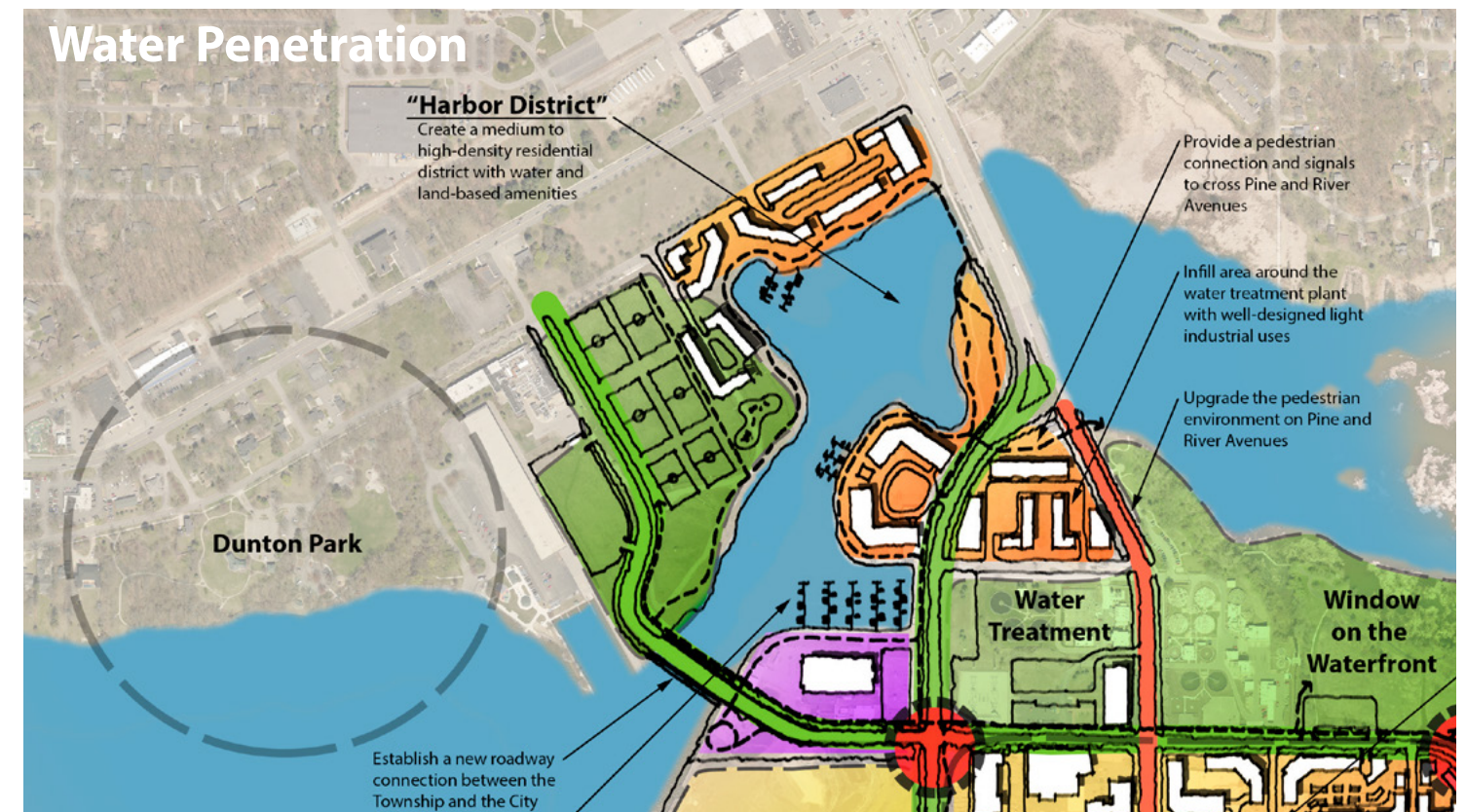
JDY SITE | "HARBOR DISTRICT"

WATER PENETRATION HARBOR DISTRICT

- New cluster of buildings, playing fields, 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.
- New vehicular bridge connects the two jurisdictions, aligning with present-day 3rd Street.
- Township (north side): Medium and high-density residential buildings with modest footprints are placed, ideal for incremental development. Buildings support an improved pedestrian environment and sense of place by shaping Howard Ave. Continuous waterfront walkway/trail to provide public access to the water.
- City (south side): High and medium-density residential buildings to take full advantage of the waterfront site, while providing public access to the waterfront. Triangular block between Pine Ave., River Ave., and 1st Street allows for well-designed light industrial uses to and to help buffer the BPW Waste Water Treatment Park which is integrated into the green setting of Window-on-the-Waterfront as a public educational feature. Former James De Young Power Plant site repurposed for civic use and supported by a municipal marina.
- Pine Ave: Landscaped with improved streetscaping and improved pedestrian / bike crossing at junction with River Ave.
- Key Nodes: Junction of Pine Ave/3rd Street. This intersection serves as a gateway to the civic landmark and marina, while reinforcing the east-west connection to the Uptown District.

W-EDGE HARBOR DISTRICT

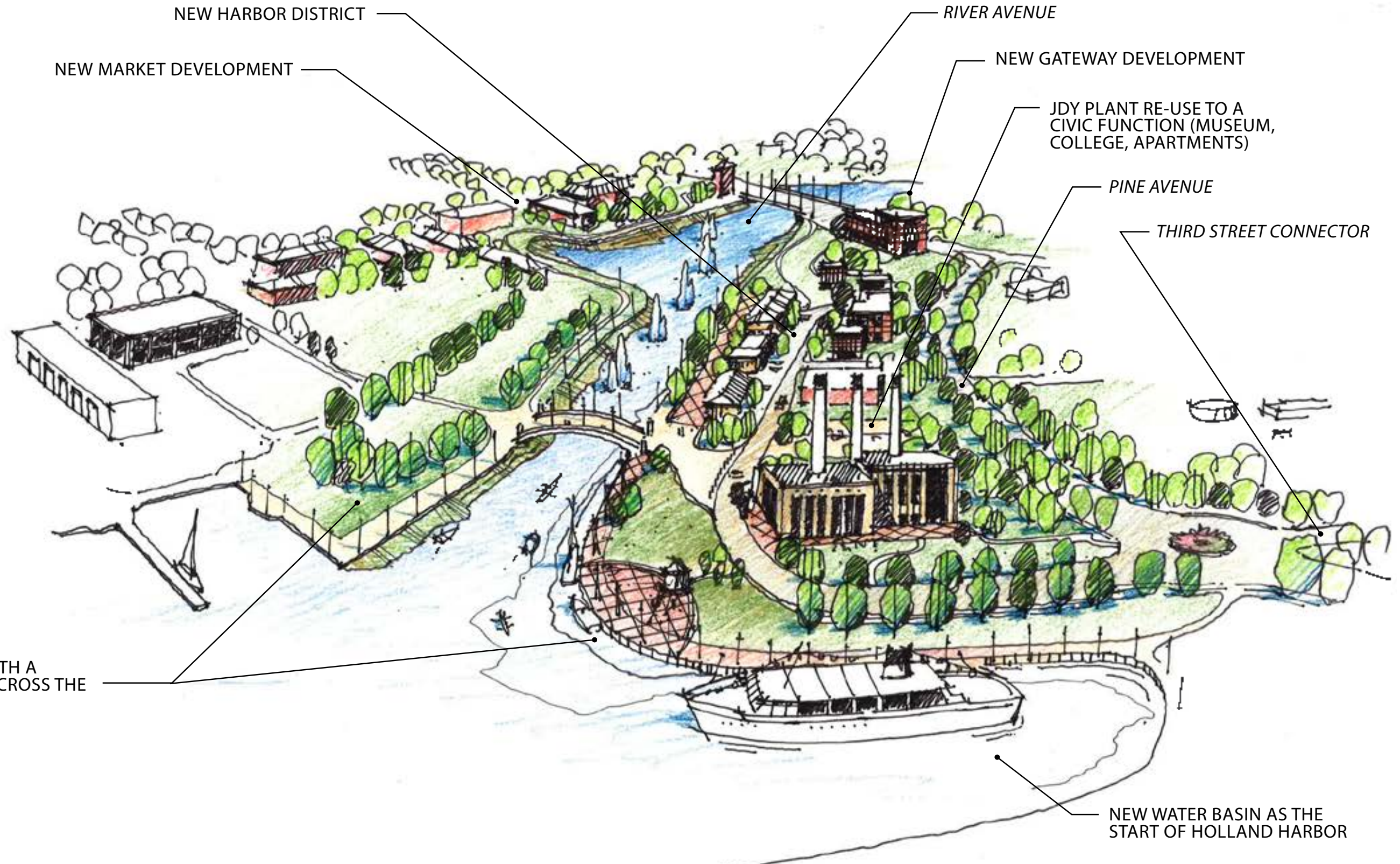
- New cluster of buildings, "Pfizer Park", and water recreation amenities are located on the former Pfizer Site near Unity Bridge in recognition of the potential synergies to be created between the City and the Township.
- Township (north side): Medium-to High-density neighborhood buildings cluster around 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. 1st St. and Madison St. provide inner-block circulation for utilitarian and parking purposes, and to delineate new development from the BPW Wastewater facility. Well-designed light industrial uses complement the industrial / utilitarian character of the area around the BPW Water Treatment (Park).
- Pine Ave: Landscaped and enhanced to create a "complete street".
- River Ave: Support high traffic volumes, but provides an improved pedestrian environment with a new pedestrian crossing at the proposed traffic circle. Civic character of the traffic circle defines the northern gateway the City.
- Key Nodes: Junction of Pine Ave/3rd Street, Pine Ave/River Ave.



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.



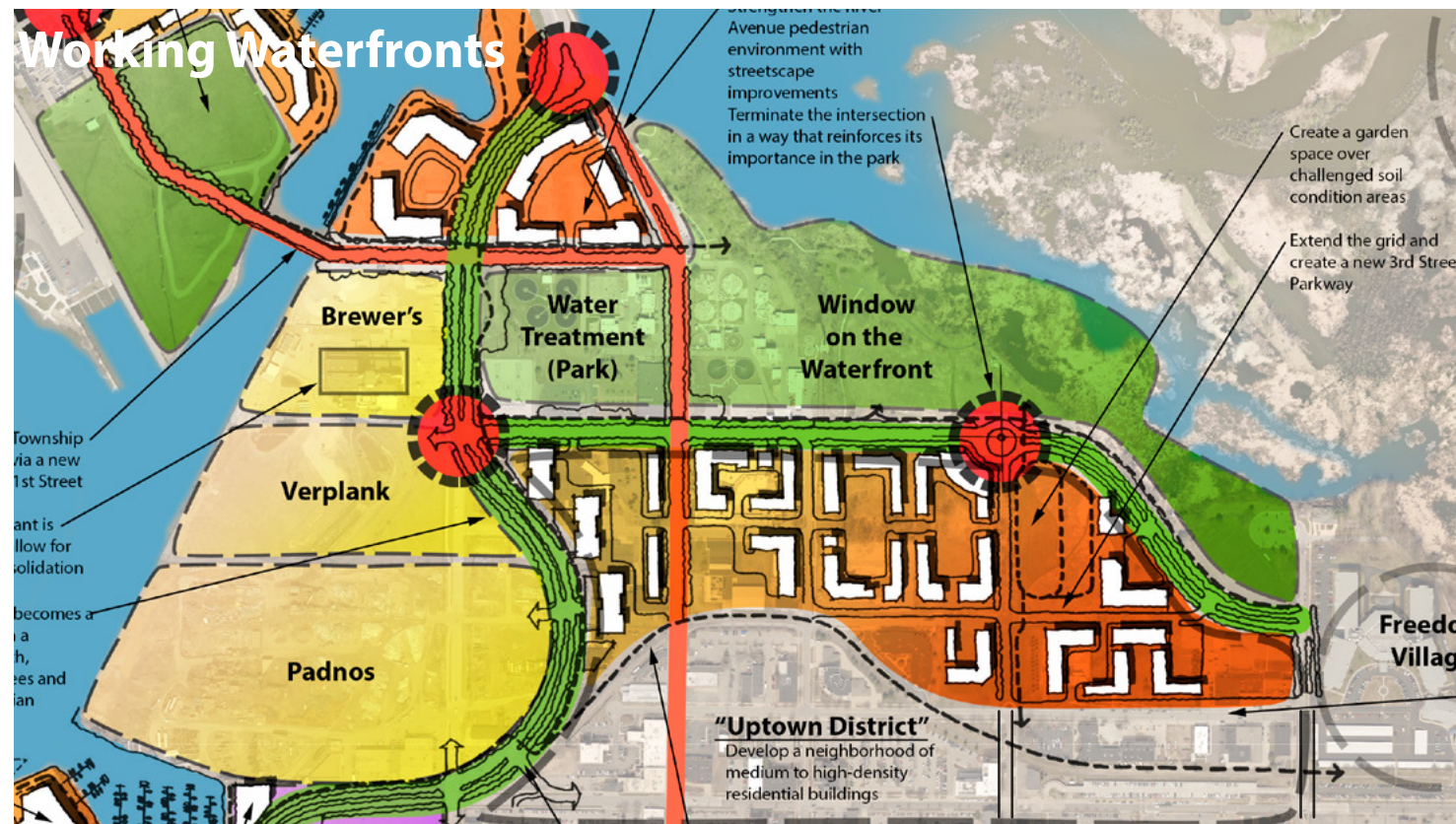
DOWNTOWN NORTH PERSPECTIVE FOR THE “HARBOR DISTRICT”

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.

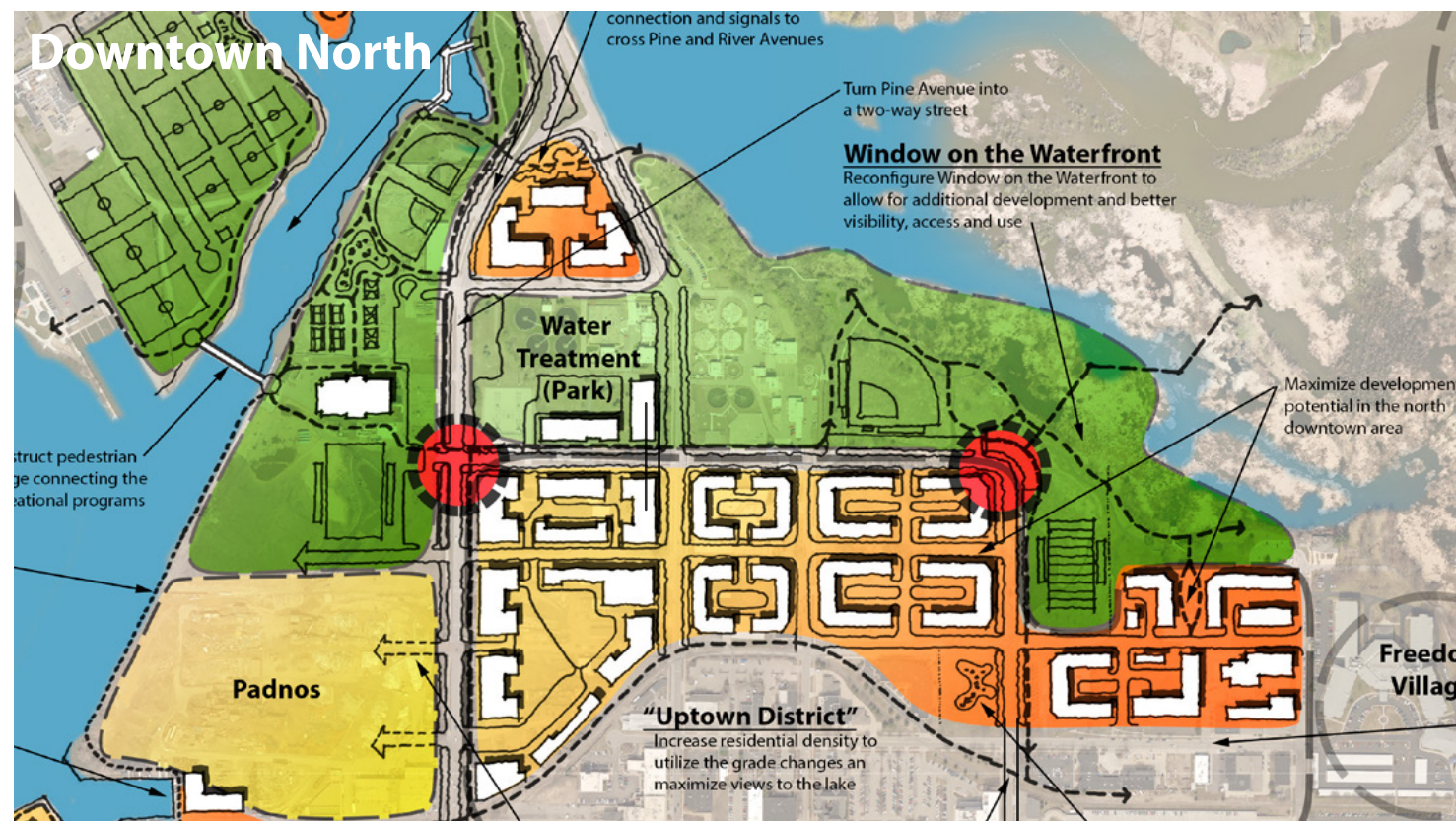


WINDOW-ON-THE-WATERFRONT | “UPTOWN DISTRICT”



WORKING WATERFRONTS UPTOWN DISTRICT

- 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: Clearly delineate an edge between urban and natural contexts, and to 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, which lends context to an overall “working” character.
- Window-on-the-Waterfront: Naturalistic environs including the open spaces to the north of the park drive, and the marsh and river settings constituting the ecological “working” waterfront with its wetland filtration function. Nature-rich spaces, such as gardens and green spaces are used on contaminated sites among new housing blocks, and serve to bring “fingers of green” into the neighborhood fabric from the natural settings to the north.
- 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.



DOWNTOWN NORTH UPTOWN DISTRICT

- Development potential is maximized to accommodate higher-density housing. Blocks could be comprised of just a few large buildings per block. 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: Transformed into a new blend of active and passive play, green space, and natural settings. Boardwalks which traverse the marsh and river setting between the park and Windmill Island might provide additional connection to natural assets.
- Key Nodes: Junction of College Ave/3rd Street. This node helps to “pivot” pedestrian and traffic flow, guiding traffic patterns and wayfinding approaches, and thereby relating the JDY site and surroundings with public space as far away as 8th St. and College Ave. The node also serves as a gateway to the paths, boardwalks, and trails in Window-on-the-Waterfront and beyond.

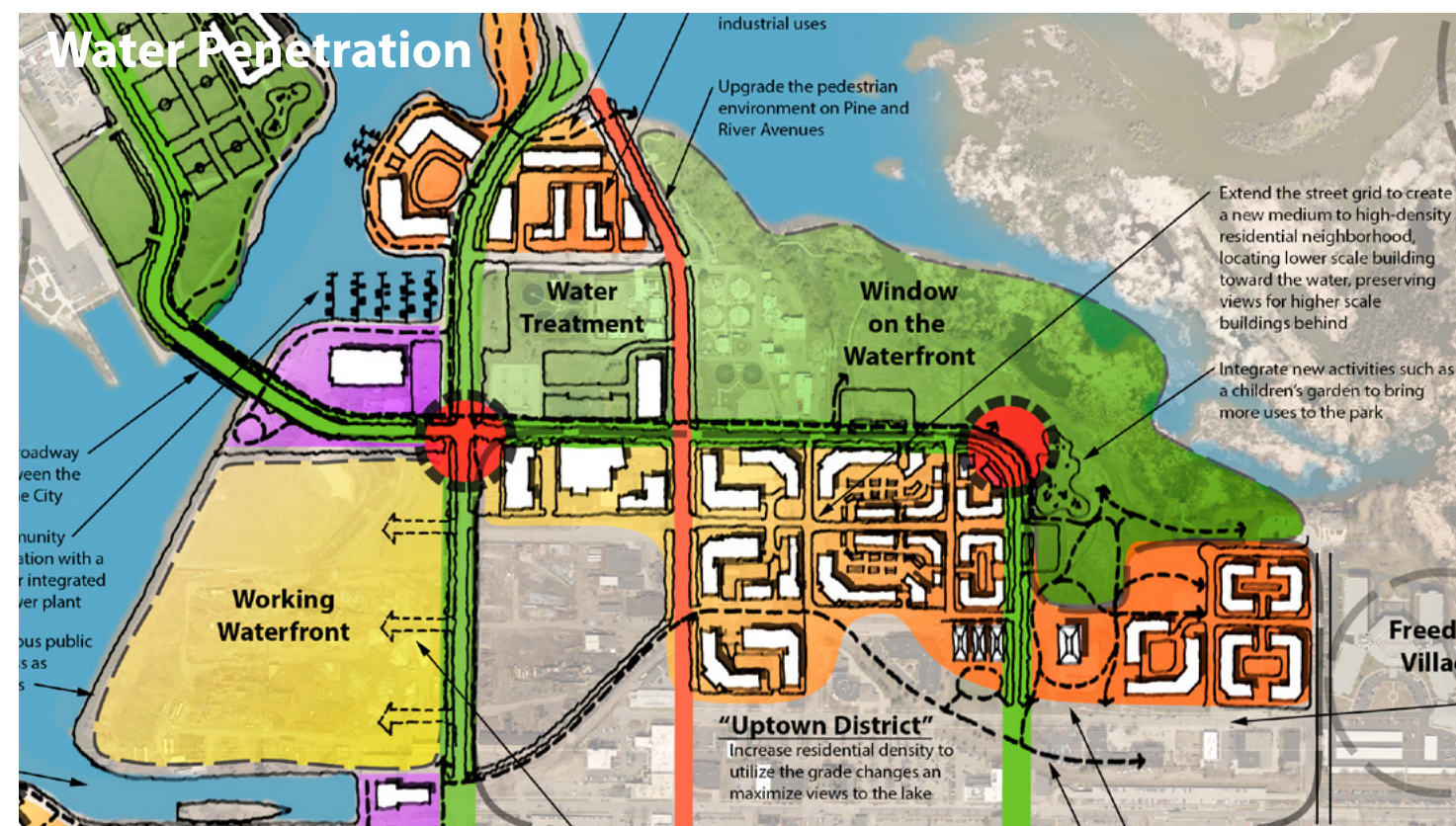
WINDOW-ON-THE-WATERFRONT | “UPTOWN DISTRICT”

WATER PENETRATION UPTOWN DISTRICT

- 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. Most buildings accommodate medium to high-density-residential or mixed use, while responding to both the urban and park edges, with smaller-scale buildings near the Park to preserve views for taller buildings behind them.
- Key Nodes: 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. This turn also allows a broad lookout to the naturalistic and active play settings in Window on the Waterfront.
- 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. These programs broaden the use(r)s of the park and serve as an important “green finger” weaved into the urban fabric.
- Rail Corridor: Could be transformed into a future rails-to-trails greenway.

W-EDGE UPTOWN DISTRICT

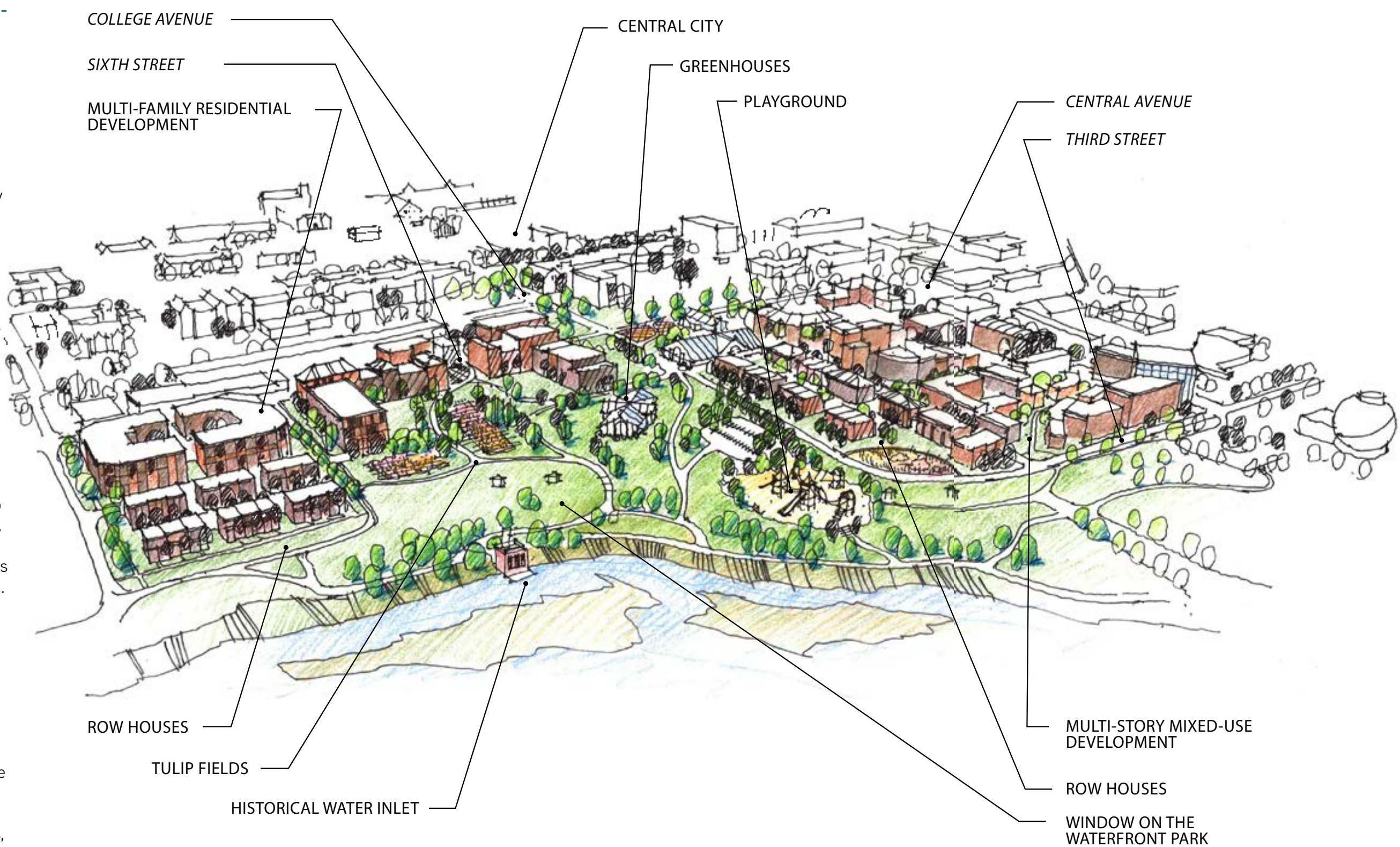
- New district of high-density residential and mixed-use commercial buildings and public spaces.
- New Park “Drive”: Clearly delineate an edge between urban and natural contexts, and to create a protective growth boundary. One side has the urban character of a thoroughfare, with sidewalks and buildings, while the other has the qualities of a road or parkway with naturalistic planting and rural details.
- 6th Street: Creative and artisanal identity defined by reclaimed industrial fabric and maker spaces could constitute a “Maker Alley”.
- Window-on-the-Waterfront: Nature-rich spaces, such as gardens and green spaces are used on contaminated (non-buildable) sites.
- Key Nodes: Junction of College Ave/3rd Street. This located on the natural side of the park Drive and is articulated only with landscaped pedestrian and bicycle paths. Nevertheless, a sense of civic identity and connections to the JDY site and Windmill Island are expressed.
- Rail Corridor: Could be transformed into a future rails-to-trails greenway.
- As the water’s edge is brought back to a closer alignment with its historical and natural location, an inlet might pass underneath Pine Ave. and into the district, creating a monumental civic space, centered around water, fountains, and a new Pine Ave. bridge, which, though functionally carrying vehicular traffic, could also be a signature design element for the community.



WATER PENETRATION PERSPECTIVE FOR THE “UPTOWN DISTRICT”

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

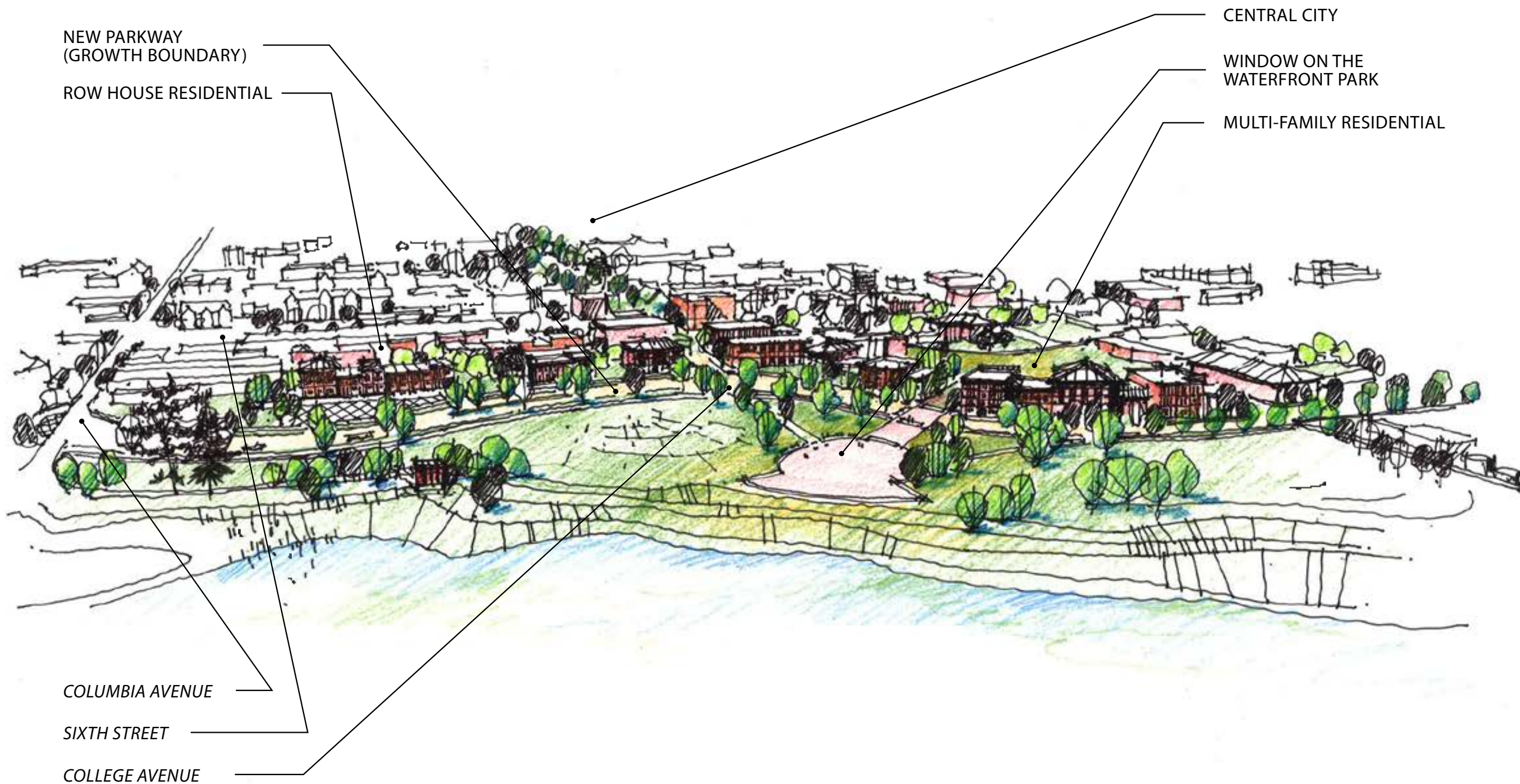
- Development potential is maximized to accommodate higher-density housing. Playgrounds and other landscaping and surface elements might be integrated into the urban fabric, especially in areas with challenging soil conditions.
- 6th Street: Artisanal “maker” identity defined by reclaimed lofts, warehouses, 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.



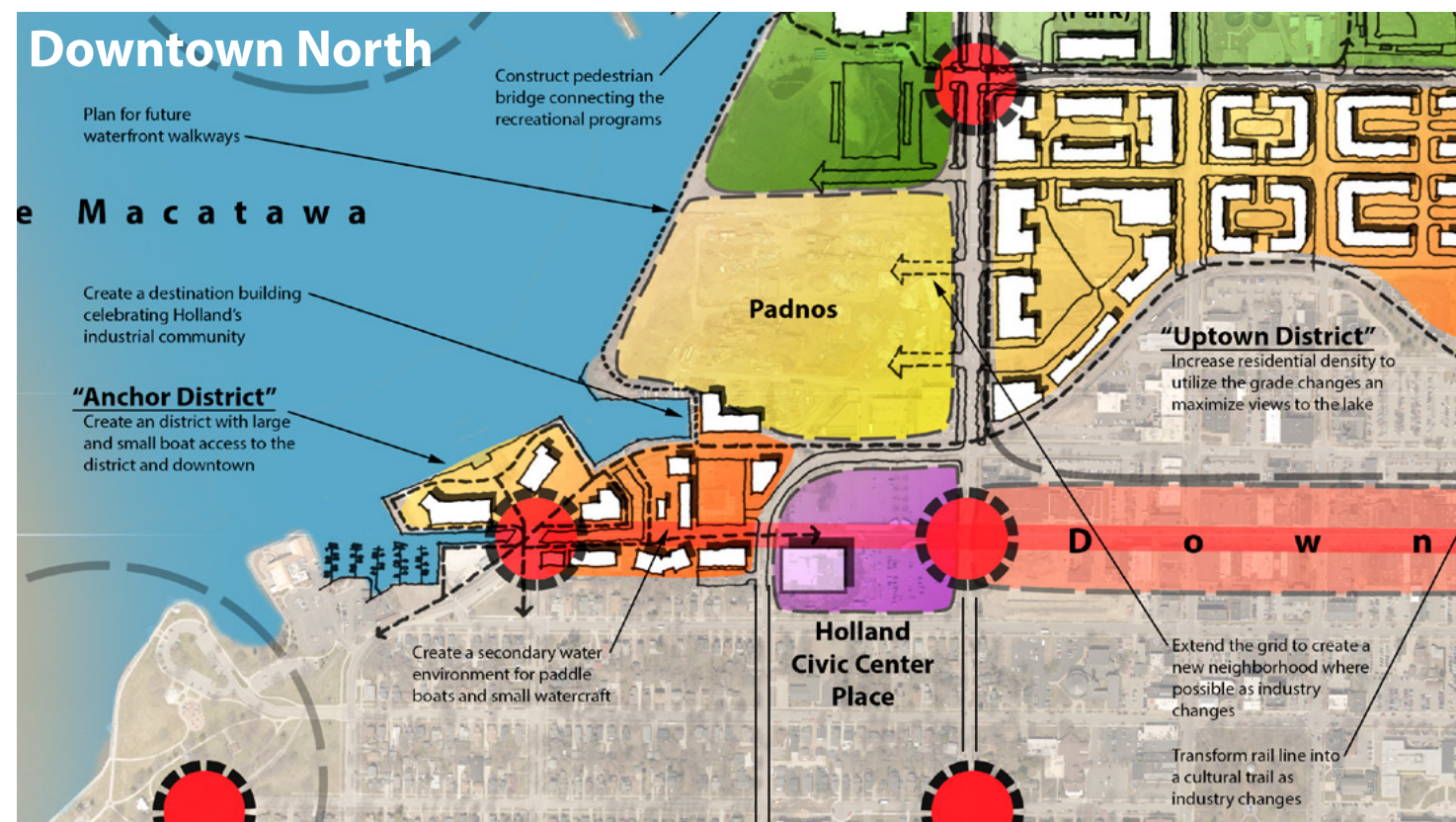
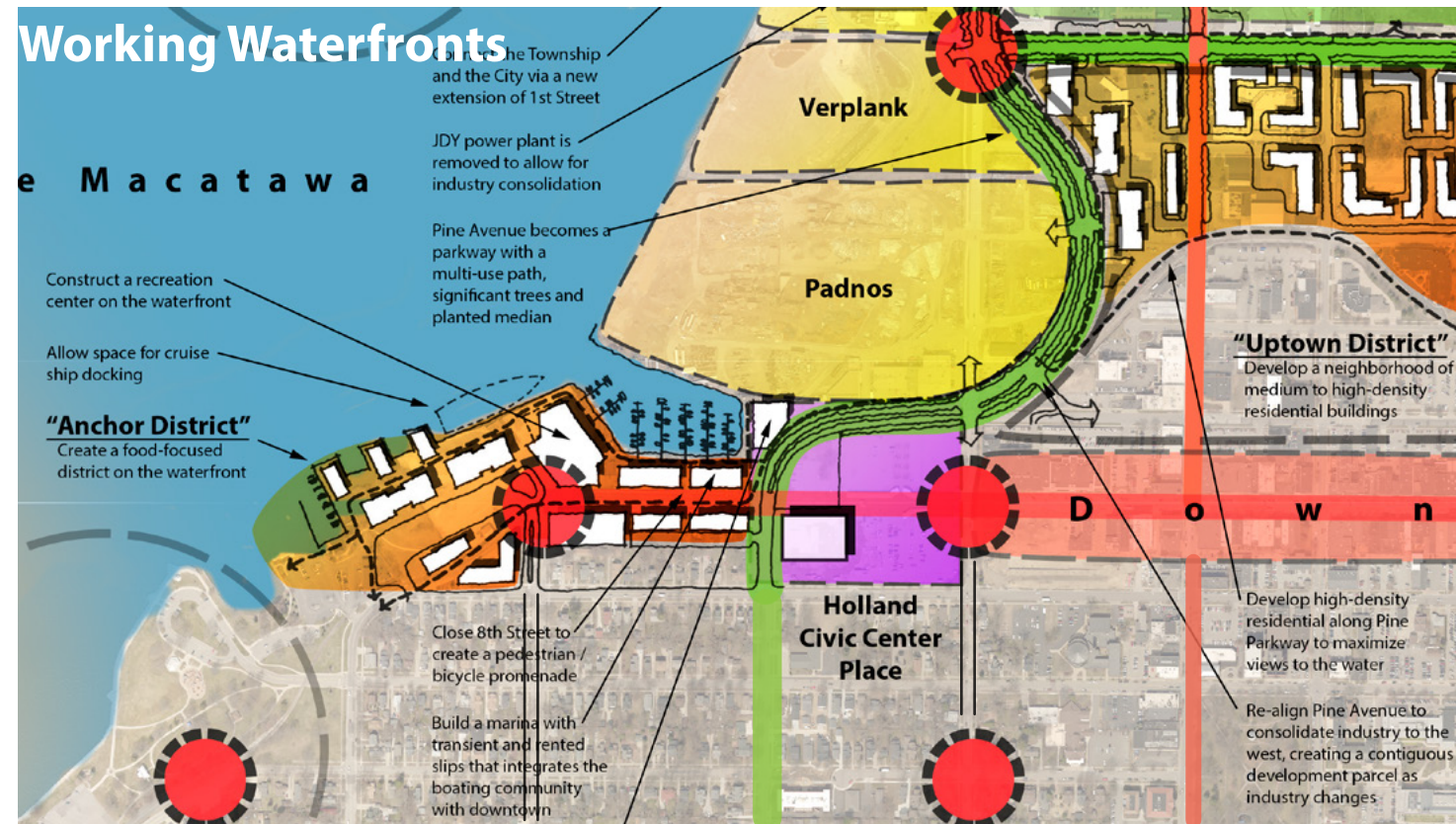
WORKING WATERFRONTS PERSPECTIVE FOR THE “UPTOWN DISTRICT”

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.



VERPLANK SITE | “ANCHOR DISTRICT”



WORKING WATERFRONTS ANCHOR DISTRICT

- New cluster of buildings and carefully designed public space is developed at the western terminus of 8th Street, anchored by new waterfront restaurants and a new public recreation center.
- To the west of Maple Ave., a block of 8th Street. is reimagined as a pedestrianized promenade, lined with new buildings supporting a municipal marina and a public center celebrating local industrial heritage. Padnos’ current office buildings, including the historic Western Michigan Furniture Company Building, could be integrated into the streetscape to celebrate past, present, and future of the place, reinforcing the innovative and productive spirit of a true working waterfront.
- 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.
- Kollen Park’s distinctly welcoming character is pulled eastward into the Anchor District, to foster a sense of inclusion and public ownership of the waterfront and ancillary public spaces.
- Key Nodes: Junction of Pine Parkway/8th Street Washington Blvd./8th Street These key nodes serve as “stepping stones” to the water, reinforcing the diverse experiences and character along Holland’s signature corridor.

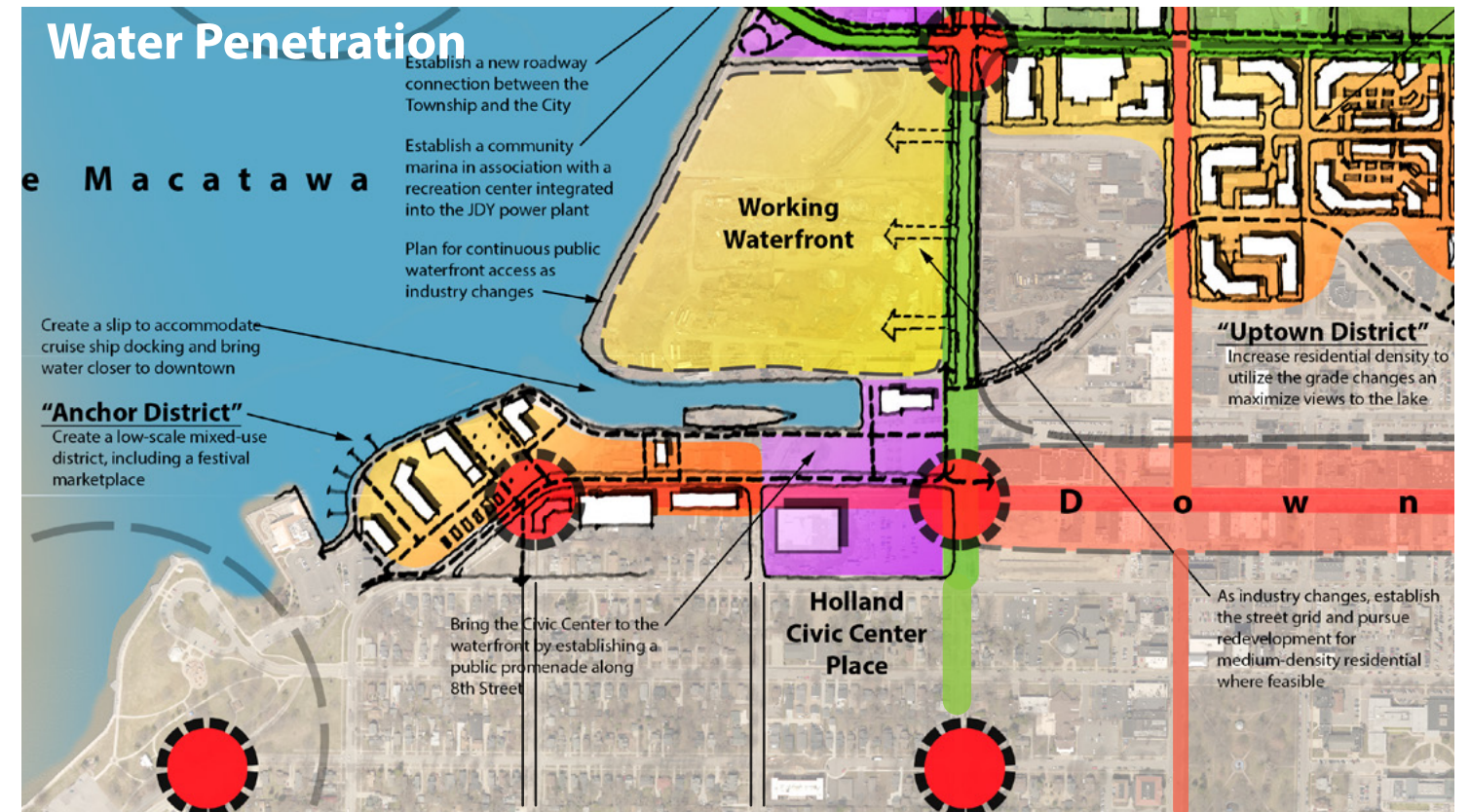
DOWNTOWN NORTH ANCHOR DISTRICT

- A small cluster of buildings comprising the “Anchor District” resides where 8th St. meets Lake Macatawa. A sequence of “stepping stones” offer diversity and interest to 8th St. as it extends in the western direction towards the water.
- A municipal marina accommodates large and small boats, allowing visitors to easily access Holland’s downtown, historic neighborhood, and parks.
- Signature buildings, such as the historic Western Michigan Furniture Company Building (currently owned by Padnos), can reinforce the sense of place through a prominent role in the streetscape. A waterfront destination building could serve to recall the memory of Holland’s industrial heritage.
- Pedestrian circulation around the district is prioritized, and in addition to an urban promenade sequence found within the 8th St. right of way, walking paths circulate along the water’s edge, allowing continuous public access to the water.
- The view corridor along 8th Street allow for pedestrian permeability between buildings to and from the water and frequent intervals. Such a view corridor allows the waterfront atmosphere to be experienced in glimpses from a passing car, a neighboring street, the Farmer’s Market, or up the hill.
- Key Node: Washington Blvd/8th Street connecting “Tulip Lane” and the downtown corridor as an example of of a “complete street”.

VERPLANK SITE | “ANCHOR DISTRICT”

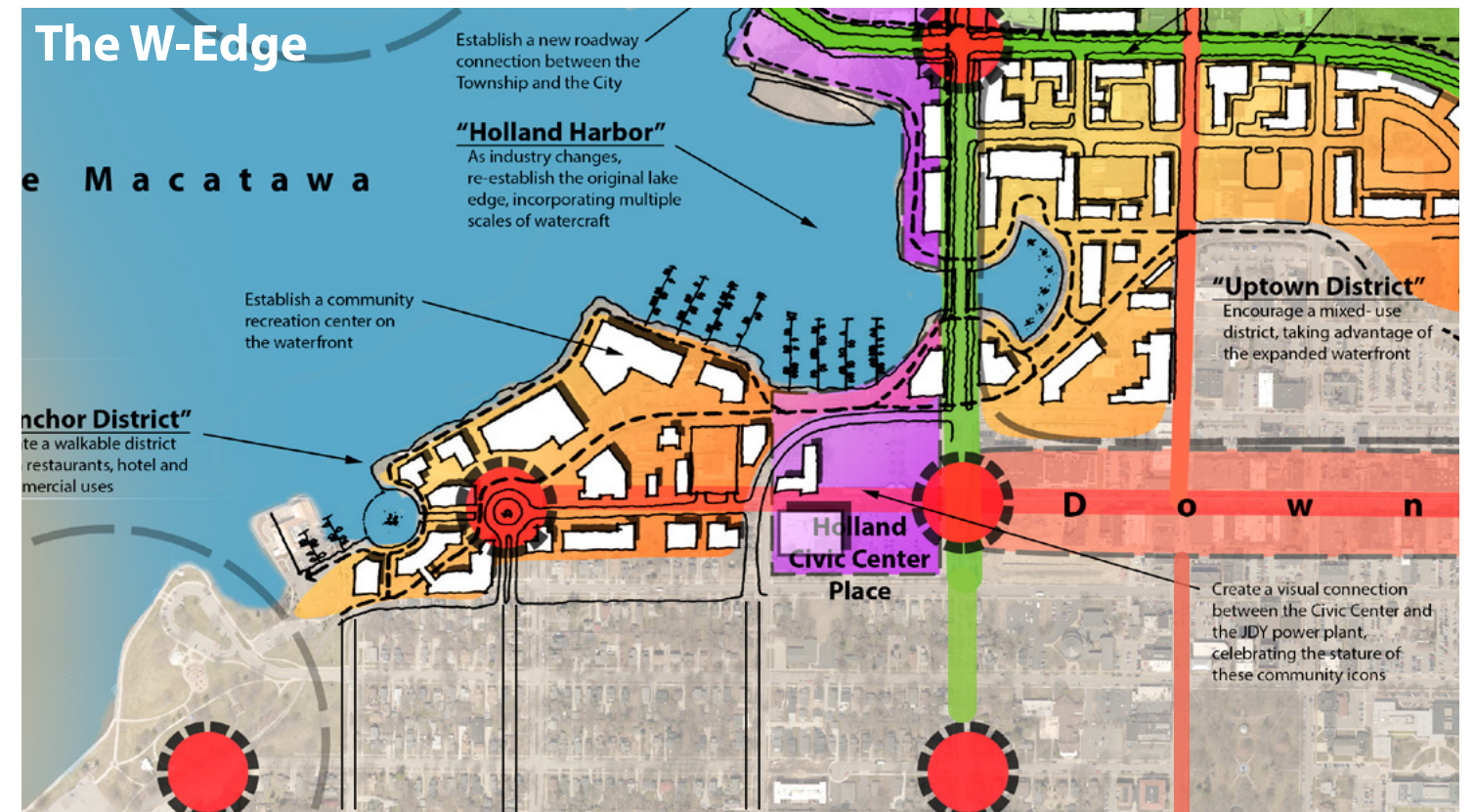
WATER PENETRATION ANCHOR DISTRICT

- 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. 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.
- Smaller-scale buildings or residences mediate the larger-scale buildings fronting the water and the intimate character of the Historic District neighborhood to the south.
- The city-owned 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 with an implied massing.
- 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.



W-EDGE ANCHOR DISTRICT

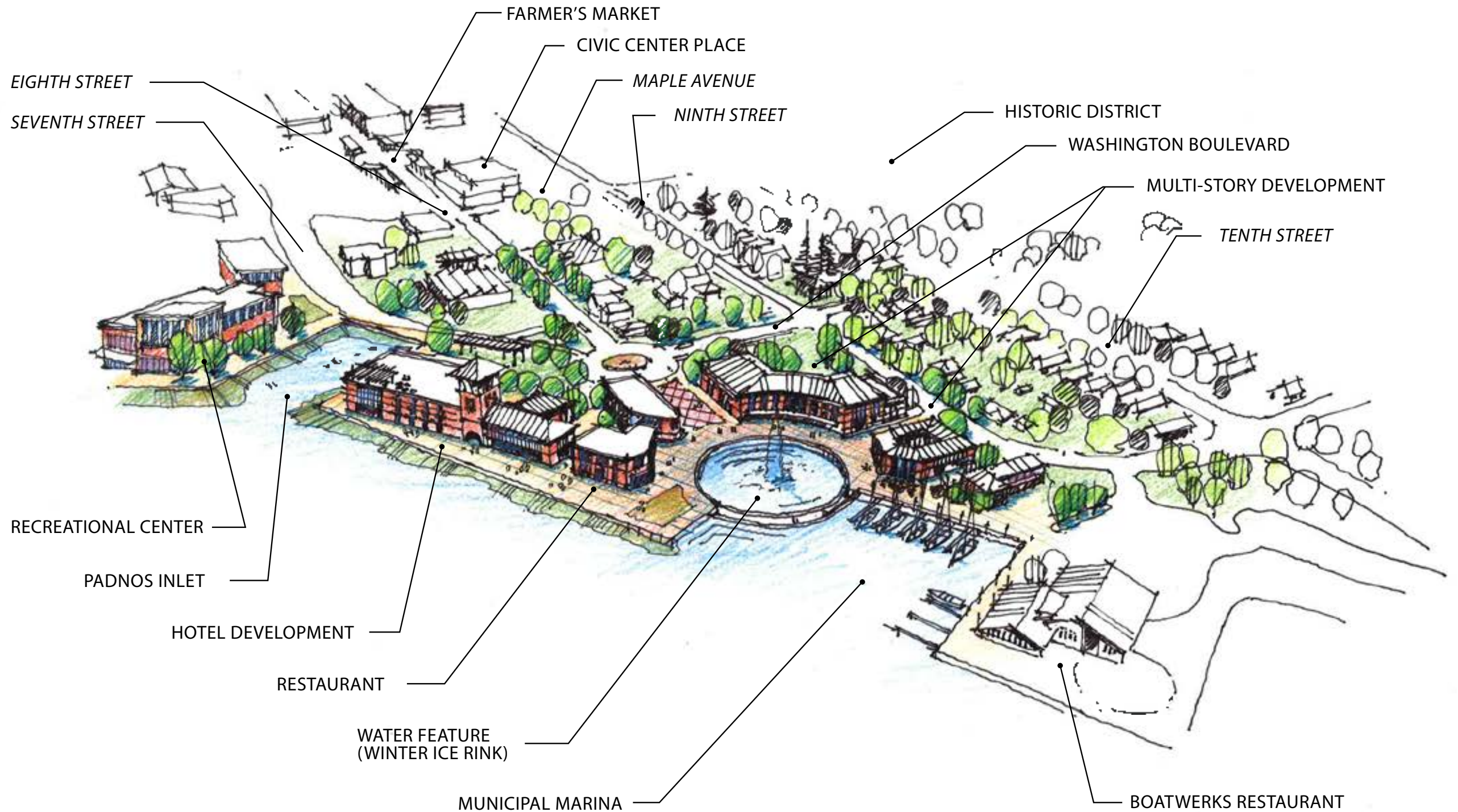
- A new cluster of buildings and carefully designed public space is developed at the western terminus of 8th Street, focused around a fountain at the water’s edge and a traffic circle at the junction of 8th Street and Washington Ave. The development is anchored by new waterfront restaurants, a hotel, 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: Important intersections are identified at Pine Ave/ 8th Street, and Washington Blvd/8th Street. These key nodes serve as “stepping stones” to the water, providing a sequence of diverse programming and character along Holland’s signature corridor.
- By recognizing an additional key node to the west at Kollen Park Drive and 11th St., the distinctly welcoming character of the park is pulled eastward into the Anchor District, to foster a sense of inclusion and public ownership of the waterfront and ancillary public spaces.



W-EDGE PERSPECTIVE OF THE “ANCHOR DISTRICT”

VIEW OF VERPLANK SITE LOOKING SOUTHEAST

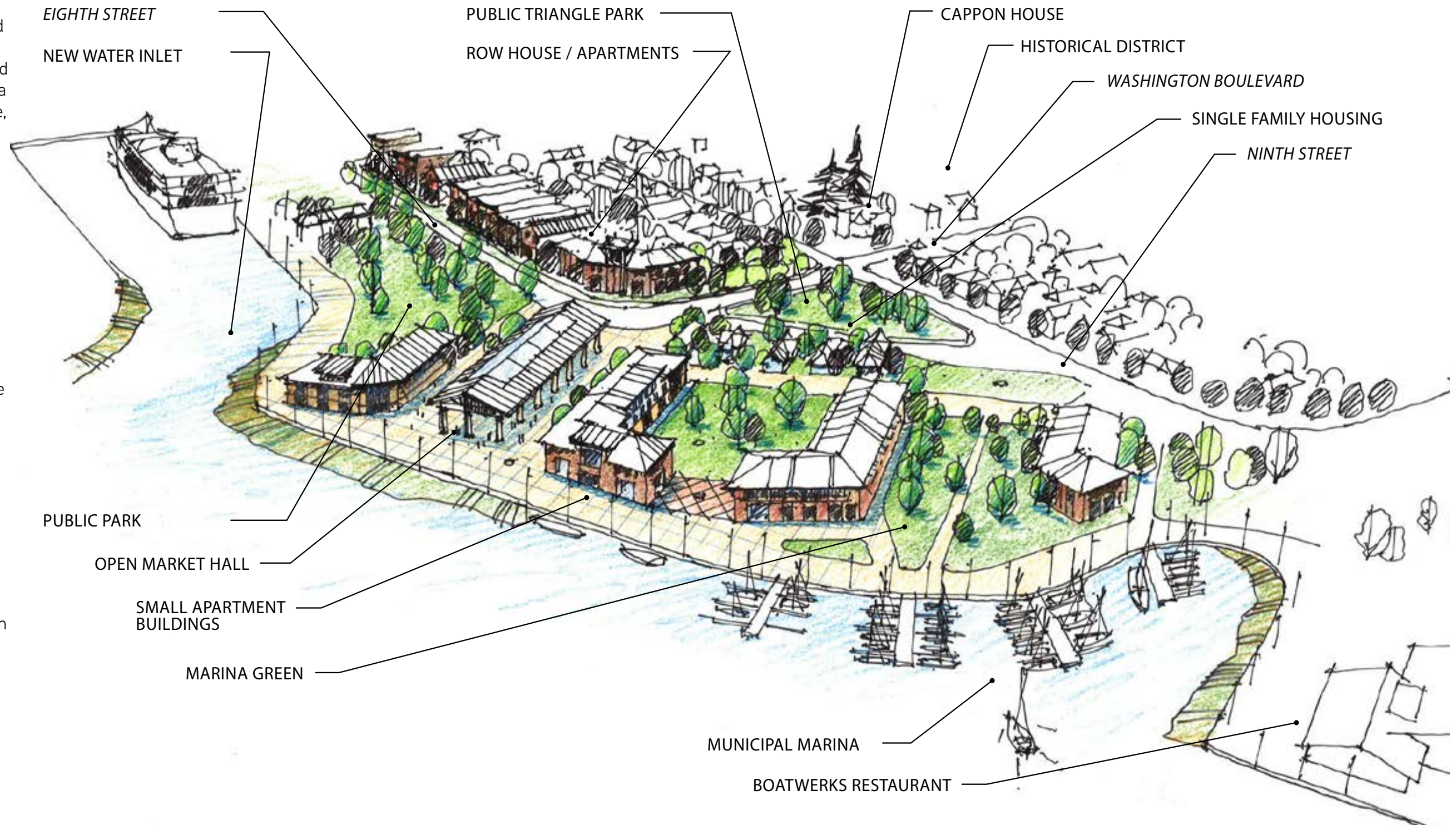
- A new cluster of buildings and carefully designed public space is developed at the western terminus of 8th Street, focused around a fountain at the water's edge and a traffic circle at the junction of 8th Street and Washington Ave. The development is anchored by new waterfront restaurants, a hotel, 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

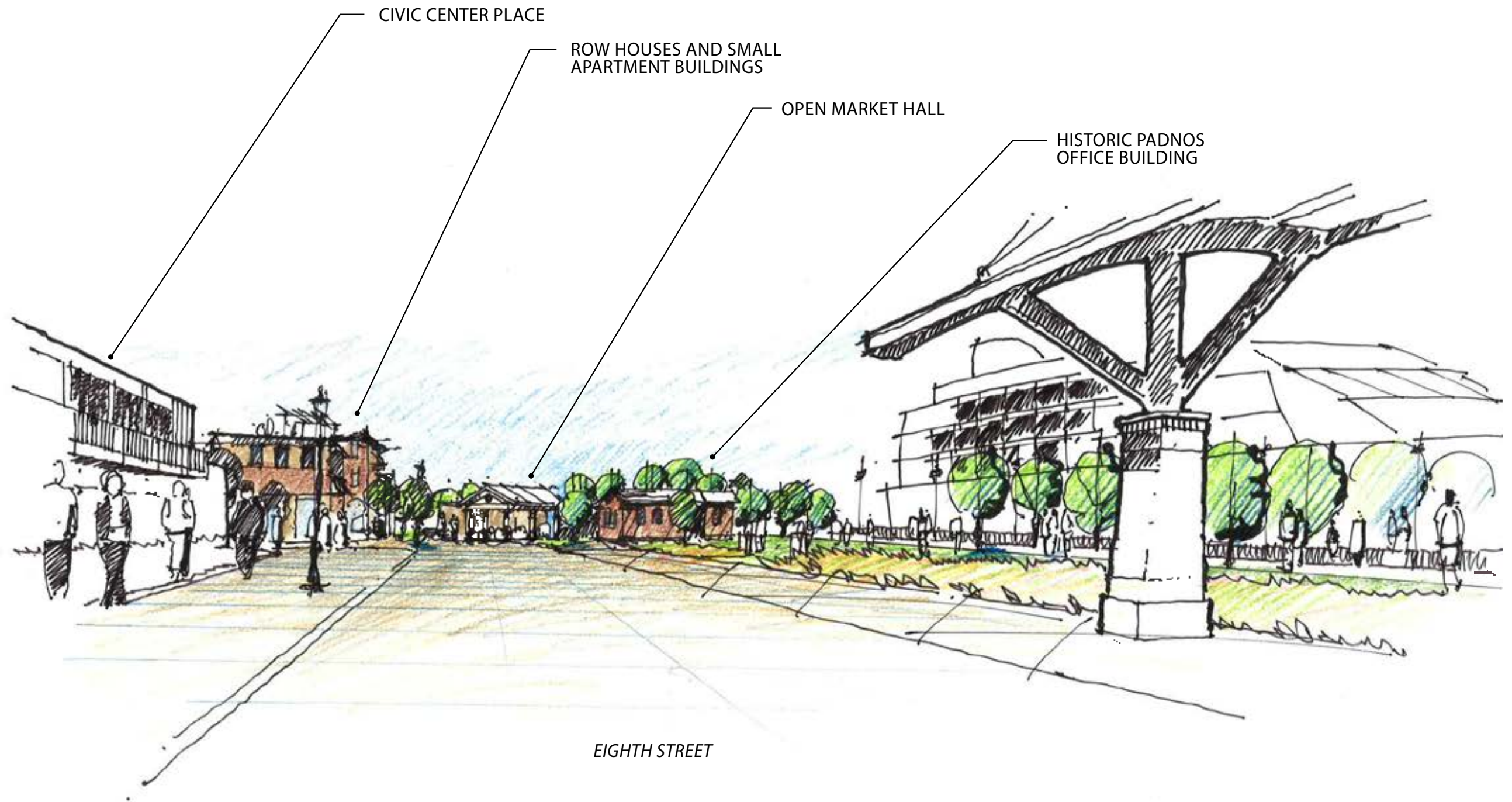
- A ‘light-touch’ approach is used in the redevelopment of the Verplank Dock and areas around it, recognizing the potential for a new district at the water’s edge, terminating 8th Street.
- A 600’-800’ water inlet is carved into the land approximately aligned with 7th Street. This inlet is designed to 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.



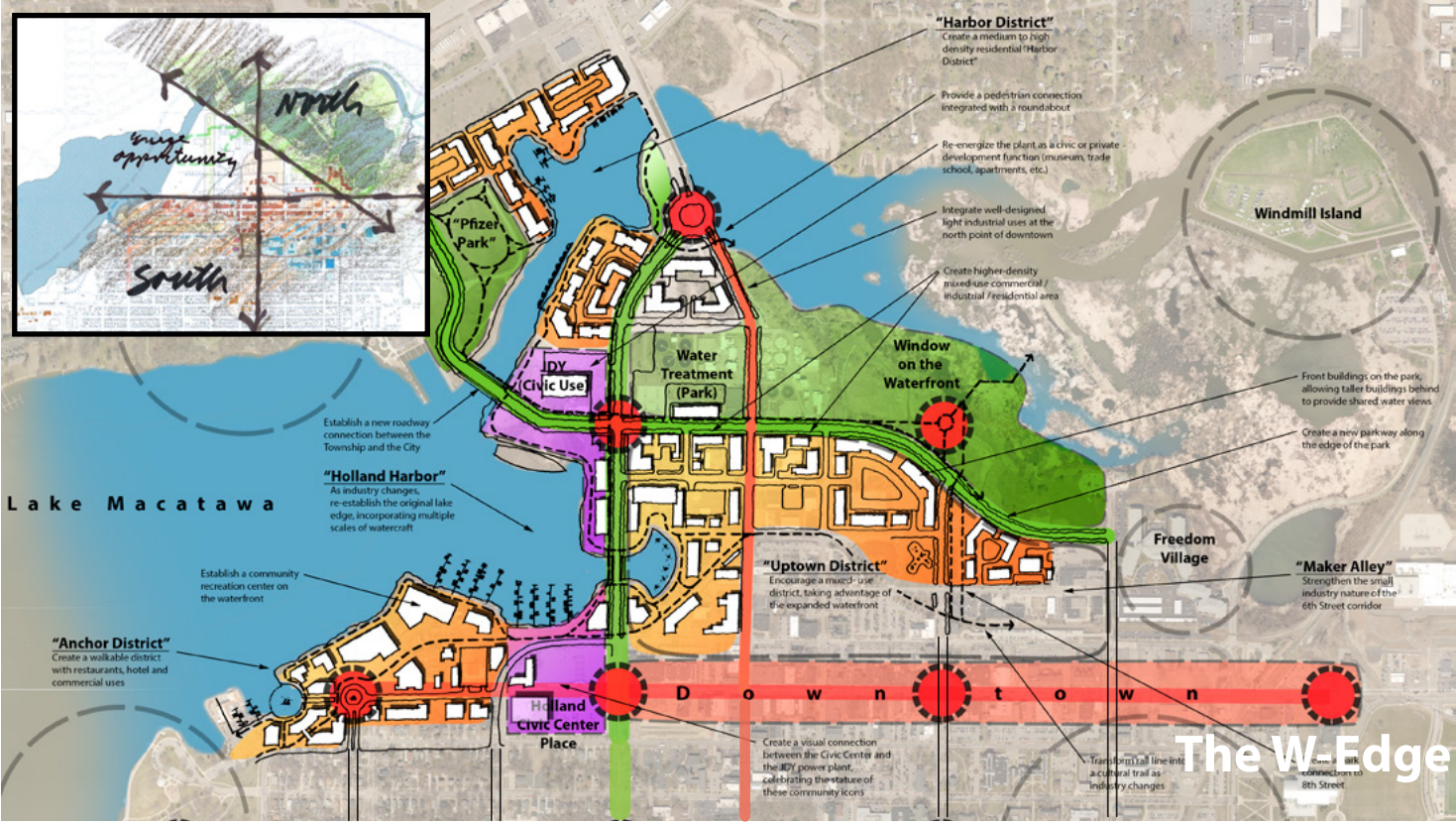
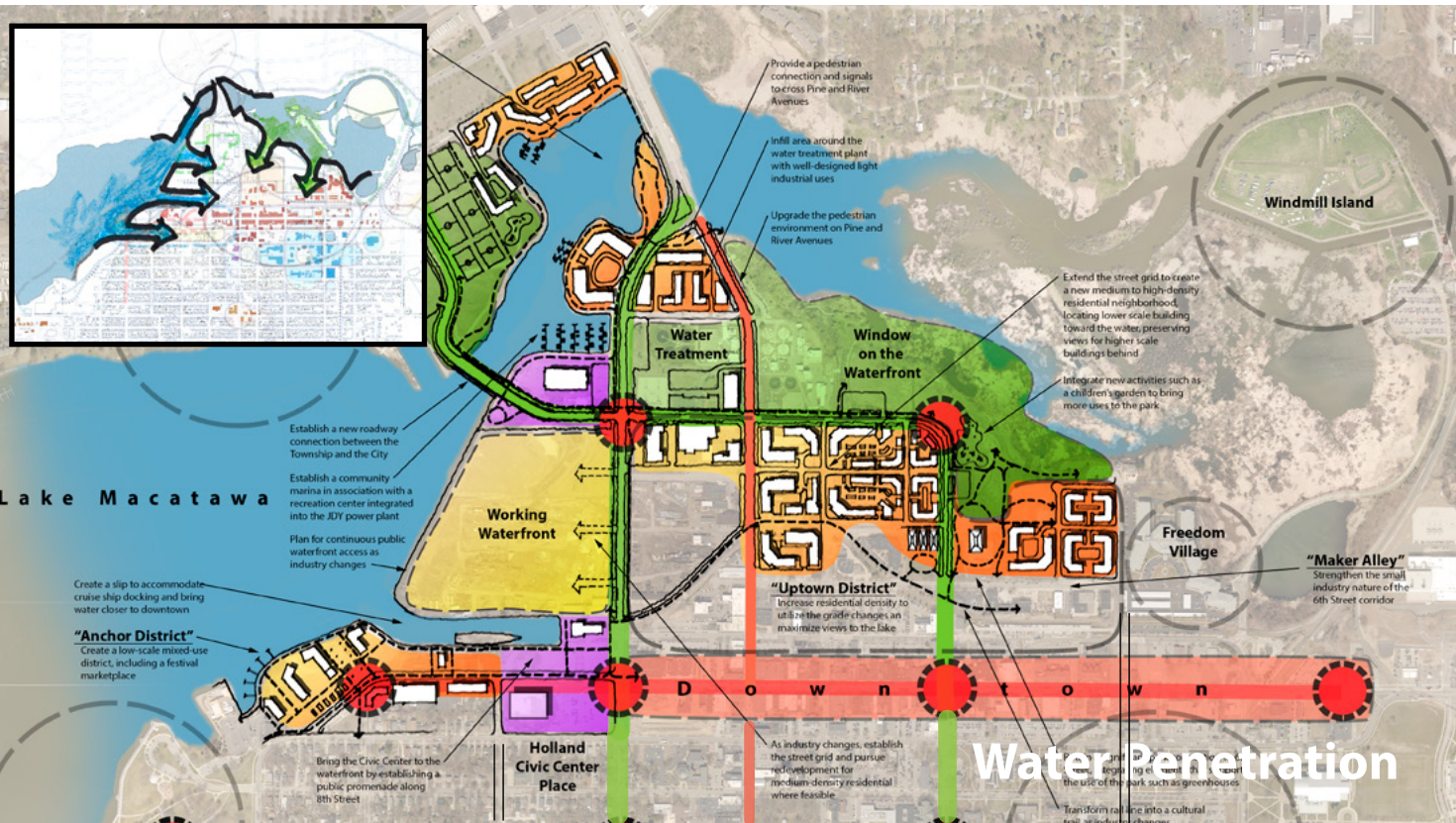
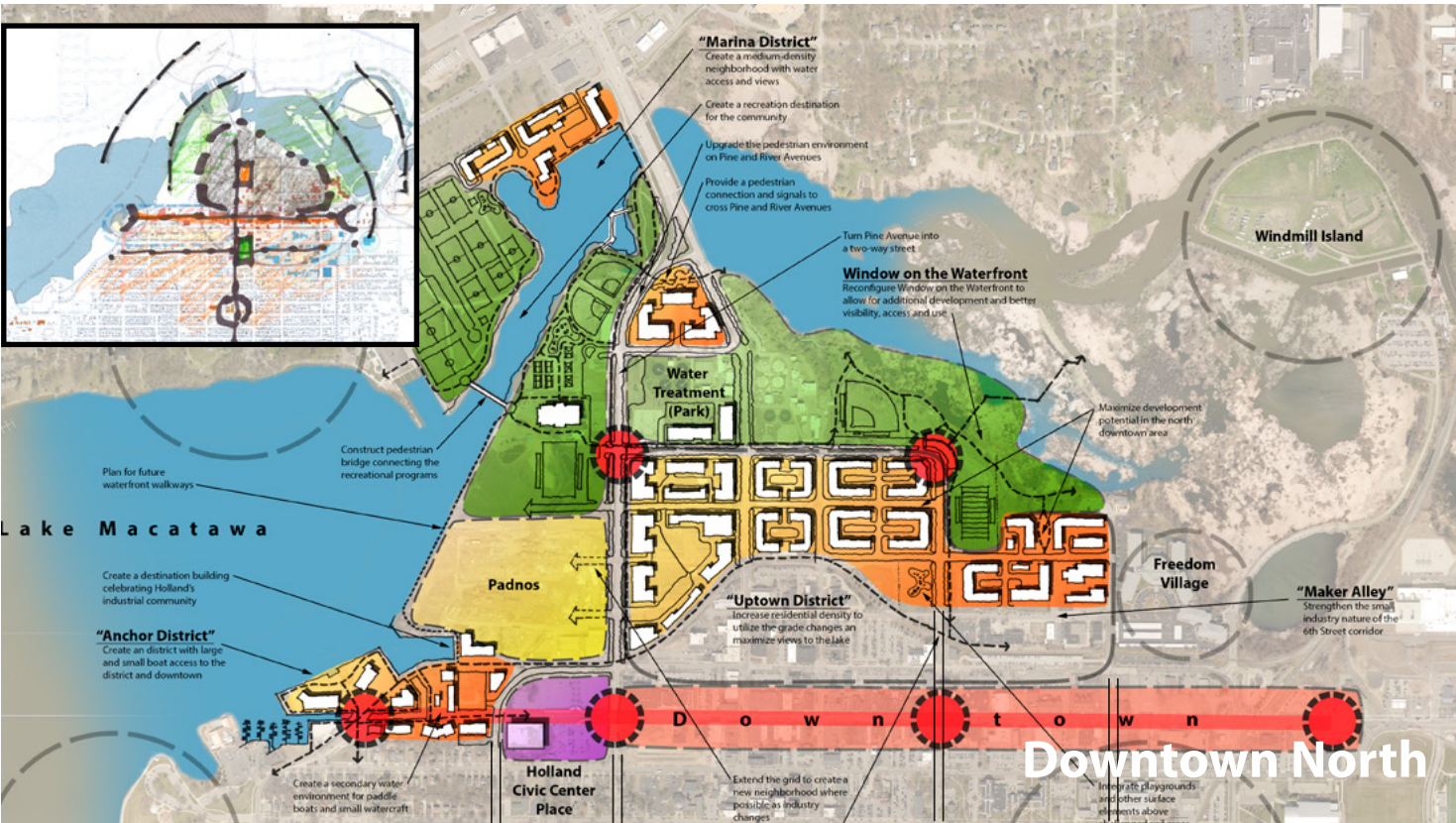
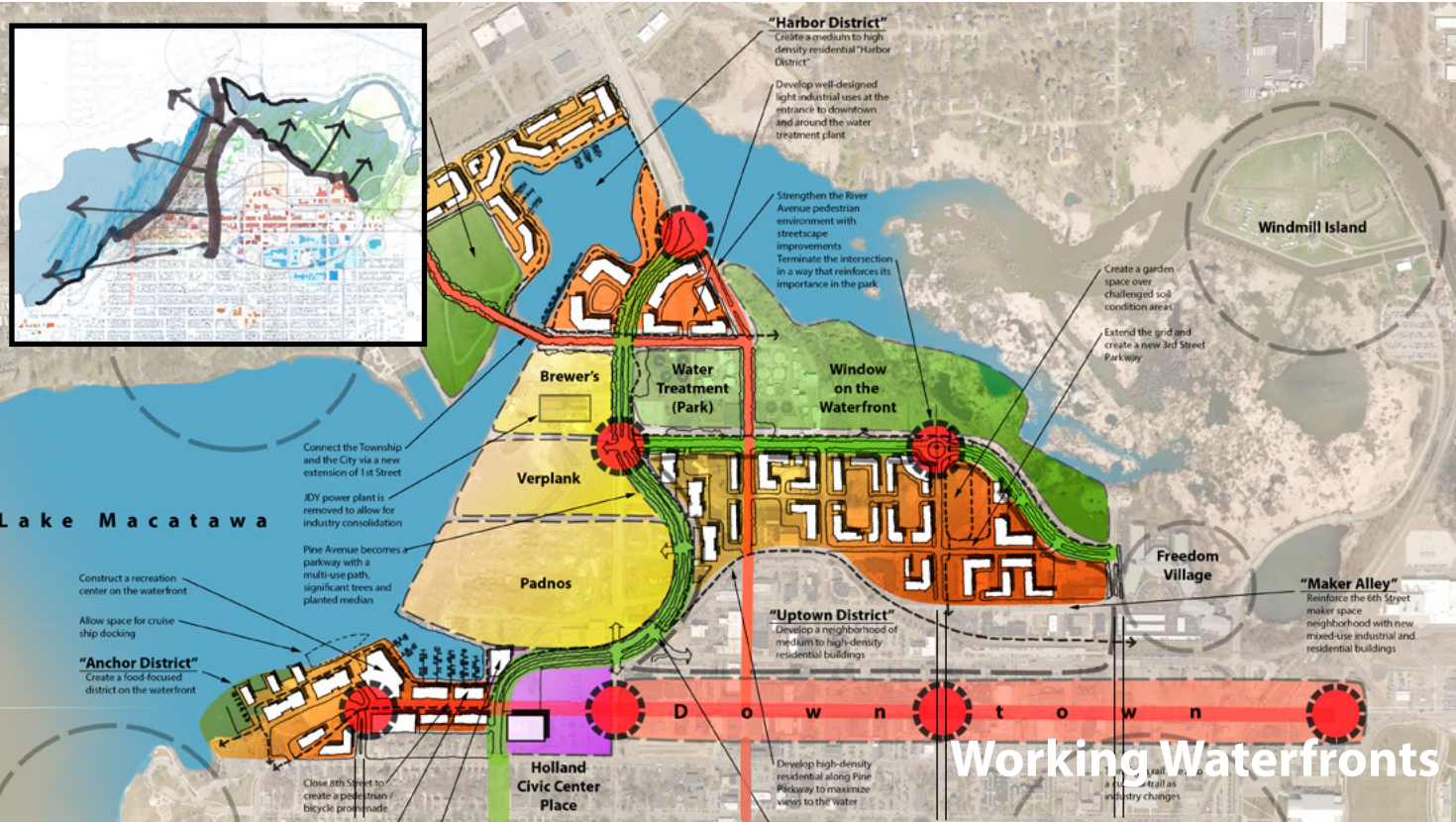
WATER PENETRATION PERSPECTIVE OF THE “ANCHOR DISTRICT”

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.



THREE SITE POTENTIALS WITHIN THE GREATER WHOLE



DESIGN CHARRETTE KEY TAKEAWAYS

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

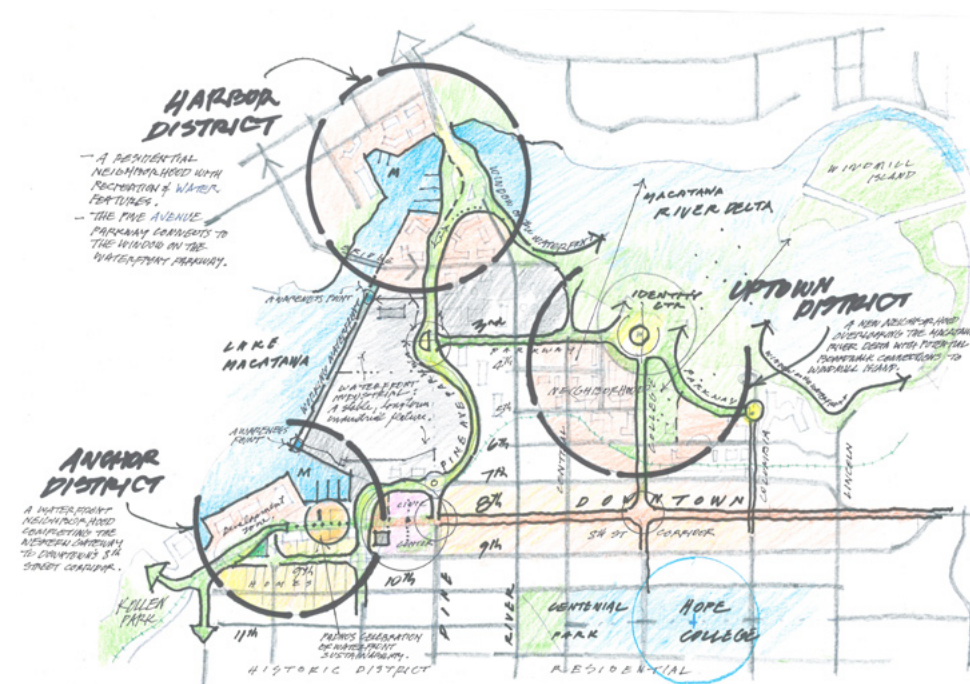
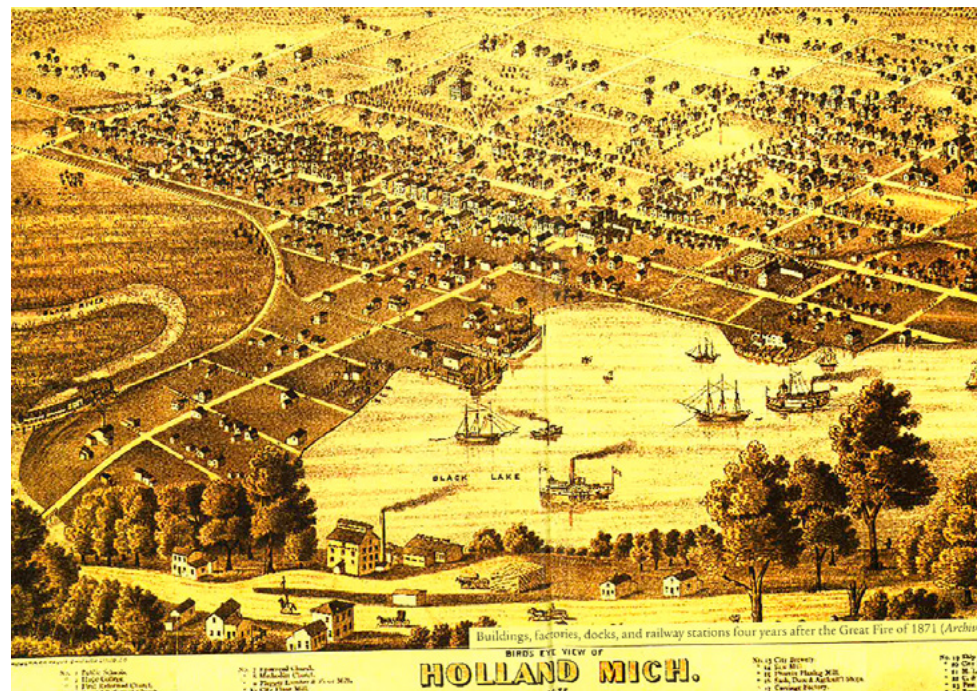
HISTORY as a lens to **UNDERSTAND, SHAPE, and CELEBRATE** the **WATERFRONT**.

WATERFRONT is a **CONTINUOUS ZONE** (not district) as unbroken as the body of water that is the Macatawa River System.

ASPIRATIONS TO CREATE LAYERED WATERFRONT EXPERIENCES... On the water... Two-feet from the water's edge... Views of the water from a distance... Symbolic waterfront.

CONCEPTS are **NOT MUTUALLY EXCLUSIVE**.

FUTURE DIRECTIONS need to **SUSTAIN THE VISION** and be underscored by **INTENTIONALITY & CONNECTIVITY**.



CREATION of 3 DISTINCT DISTRICTS -- “Anchor District”, “Harbor District”, and “Uptown District”.

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

NEW OPPORTUNITIES for

- Addressing HOUSING demands
- Re-thinking SCALE and DENSITY (“Anchor District” and “Uptown District”)
- PUBLIC-PRIVATE PARTNERSHIPS

NEED for

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



DESIGN CHARRETTE #2 COMMUNITY SURVEY

POST-CHARRETTE COMMUNITY SURVEY

As part of a continual refinement process, the Planning Working Group put together an online survey in June to seek the community’s thoughts on the draft concepts that were developed in the design workshops. Because of the summer months and the challenge posed by the school vacation and travels for any effective in-person outreach, the Planning Working Group opted for an online engagement approach. Additionally, this allowed the community more time to review the concepts and potentials for the three sites at their convenience and comfort.

The survey was hosted through the Waterfront Holland website from July to August 2019 and the community (City of Holland and surrounding townships) was notified of it through bill stuffers that were mailed with the BPW utility bills over the July 2019 cycle.

The survey was intended to

- understand the community’s preferred elements in each of the concepts (rather than identifying a preferred concept)
- identify areas of concern to them, and
- model after a typical “dot-polling” exercise where there would usually be a concept plan and colored dots for the community to place on areas that they like and areas that they have concerns about.

The survey also provided fields for more detailed comments on why a respondent liked or had concerns about each of the elements, if they choose to elaborate. Like the first community outreach survey, respondents were also asked to complete questions on their demographics. This was included to help the Planning Working Group understand the diversity of the respondents, assess whether there would be a need for additional outreach.

A sample of the survey form is shown on the right.

A total of 318 responses was received and findings from the community feedback are synthesized on the following pages.

Charrette Results Public Feedback Survey

The Waterfront Holland visioning initiative conducted two charrettes/design workshops in April and May of 2019. As part of a continual refinement process, we would like to see your thoughts on the draft concepts that were developed in the design workshops.

The following is a short survey intended to understand you concepts as well as to identify areas of concern. If you are that will be greatly appreciated. Your answers will remain c

* Required



1. Name *

2. Email *

A. Working Waterfronts

This page focuses on the concept titled "Working Waterfronts, Active-Passive Waterfronts."

Please take a moment to give us your thoughts about this

A. Working Waterfronts Overview Map



3. What are your thoughts about this idea? *

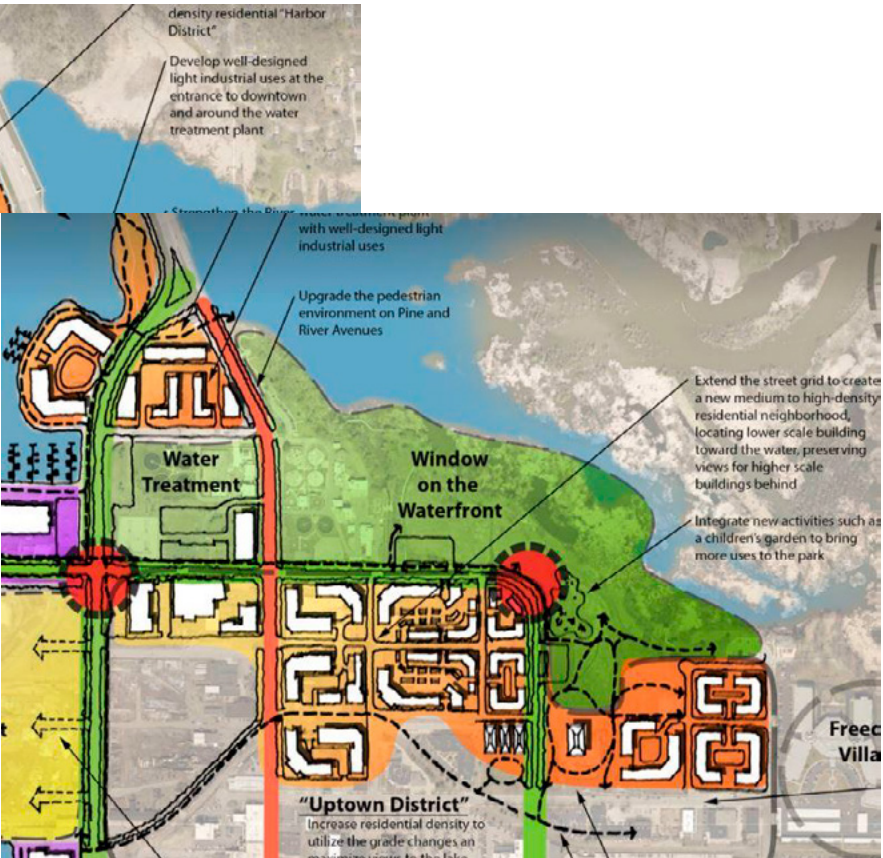
Mark only one oval.

- ☐ I like the ideas
- ☐ I have concern(s) about the idea

4. Please share additional thoughts and concerns.

A2. Existing Industrial Area

- Re-align Pine Avenue to consolidate industry to the we industry changes.
- Develop high-density residential along Pine Parkway to
- Transform rail line into a cultural trail as industry chang



25. What do you think about these ideas? *

Mark only one oval.

- ☐ I like the ideas
- ☐ I have concern(s) about the ideas

26. Please share additional thoughts and concerns.

D. The W-Edge

The page shows the concept called the "W-Edge: Rejuvenate the Urban Wedge + Introduce the Water Wedge."

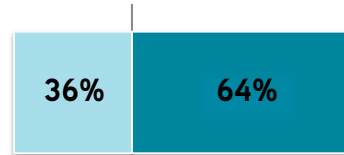
Please take a moment to share your thoughts on this concept (4 of 4).

D. W-Edge Overview Map

Design Charrettes Feedback Survey Form Sample

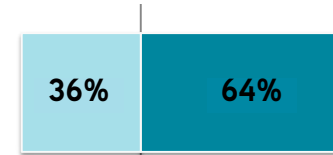
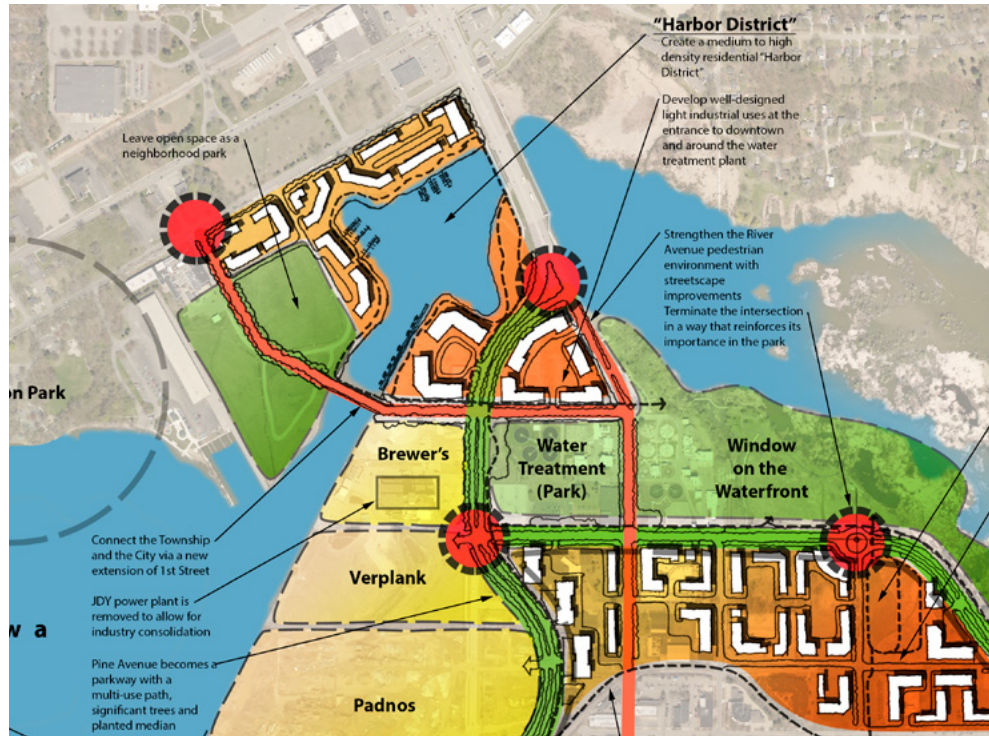
CHARRETTE #2 COMMUNITY SURVEY: HARBOR DISTRICT

WORKING WATERFRONTS



"I have concerns about the ideas."

"I like the ideas."



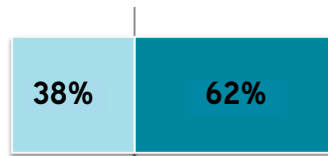
"I have concerns about the ideas."

"I like the ideas."

DOWNTOWN NORTH

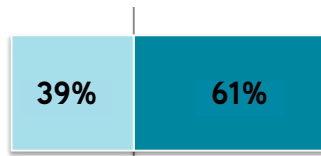
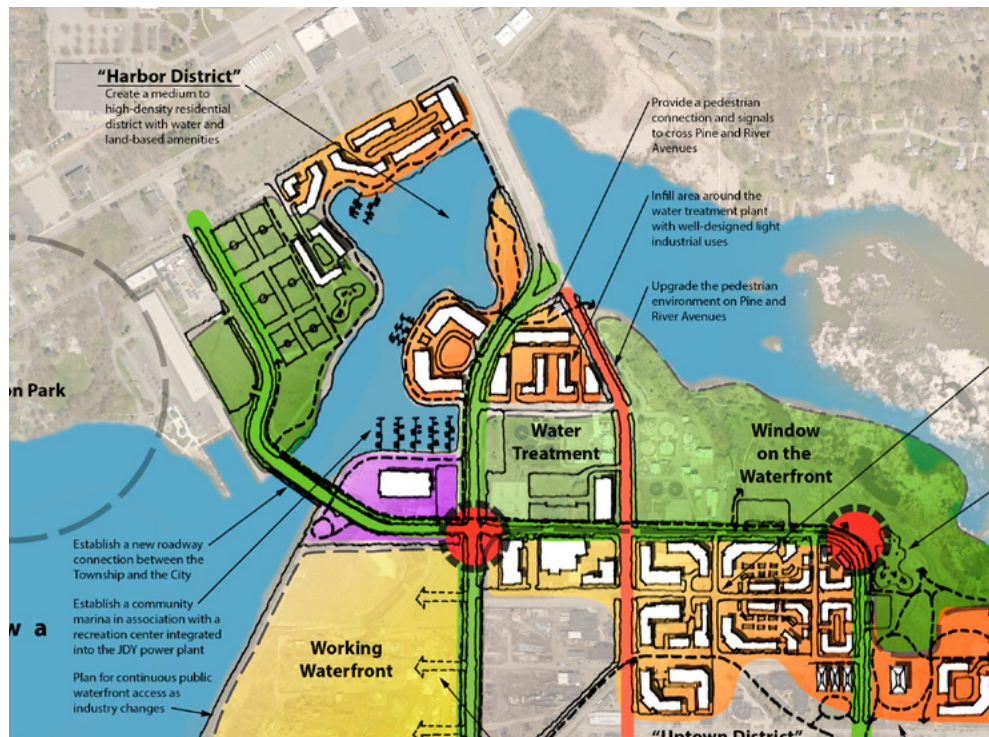


WATER PENETRATION



"I have concerns about the ideas."

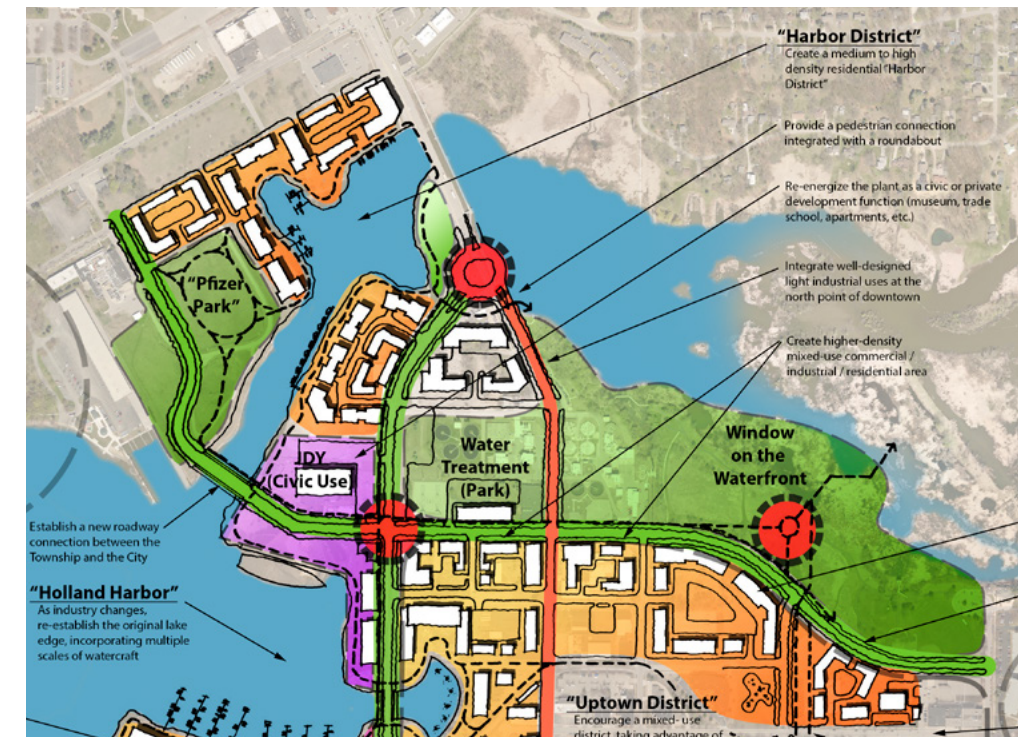
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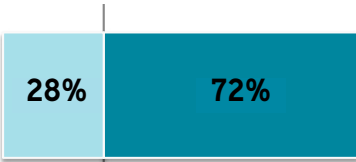
"I like the ideas."

THE W-EDGE



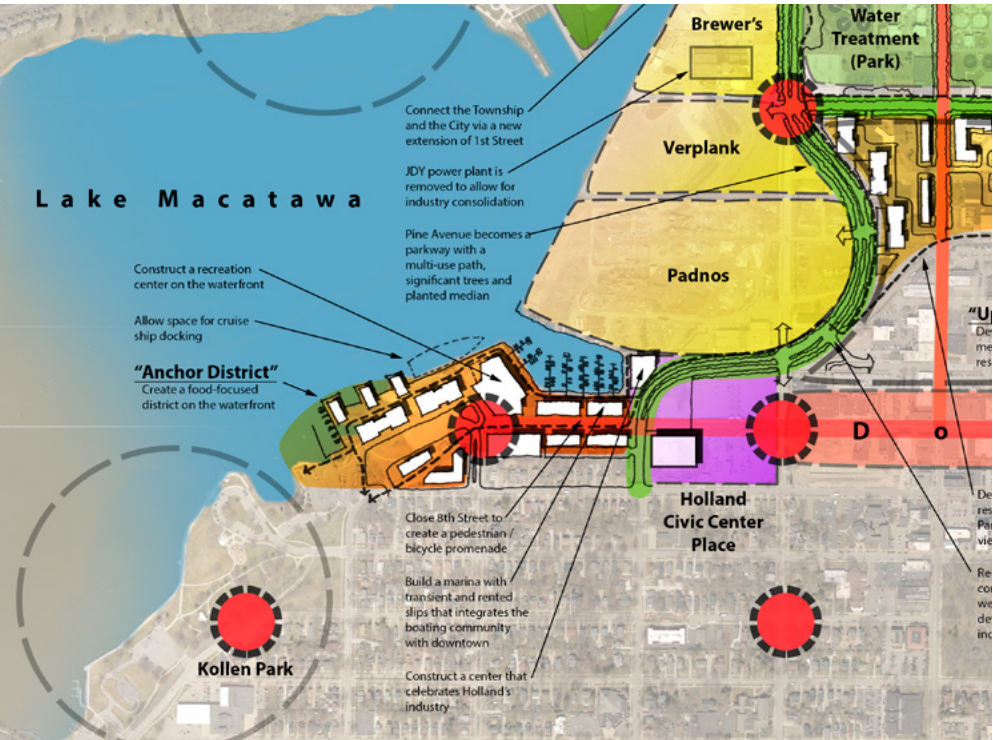
CHARRETTE #2 COMMUNITY SURVEY: ANCHOR DISTRICT

WORKING WATERFRONTS

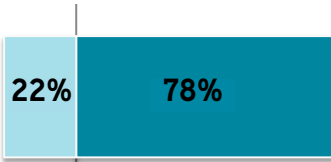


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DOWNTOWN NORTH

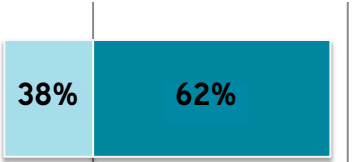


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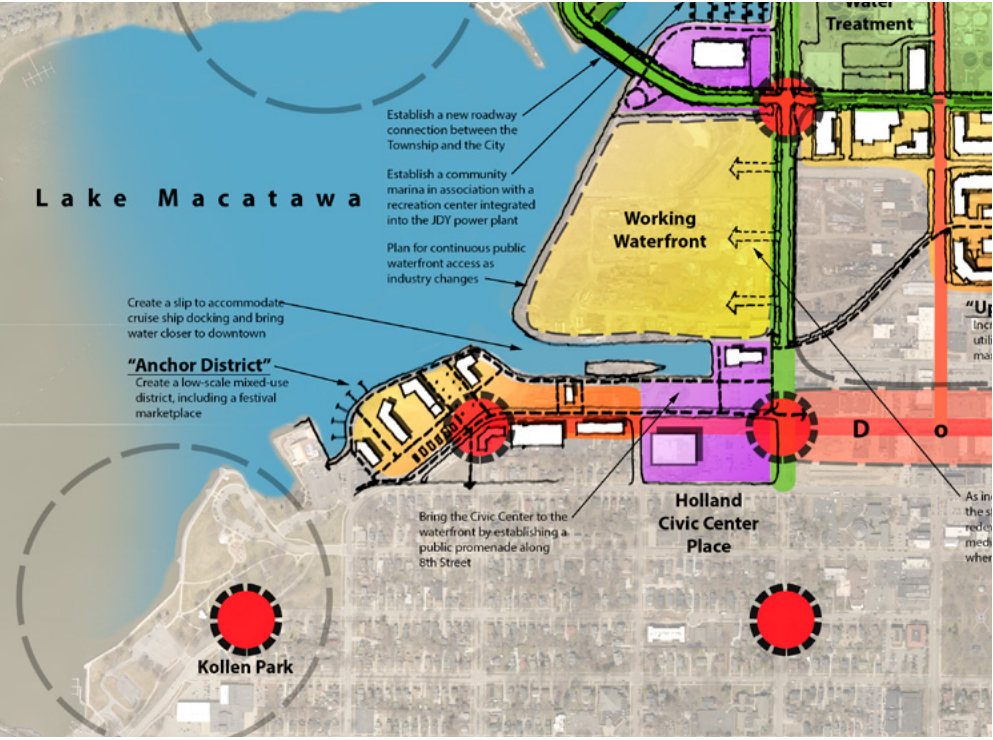


WATER PENETRATION

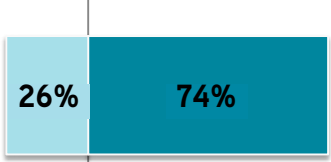


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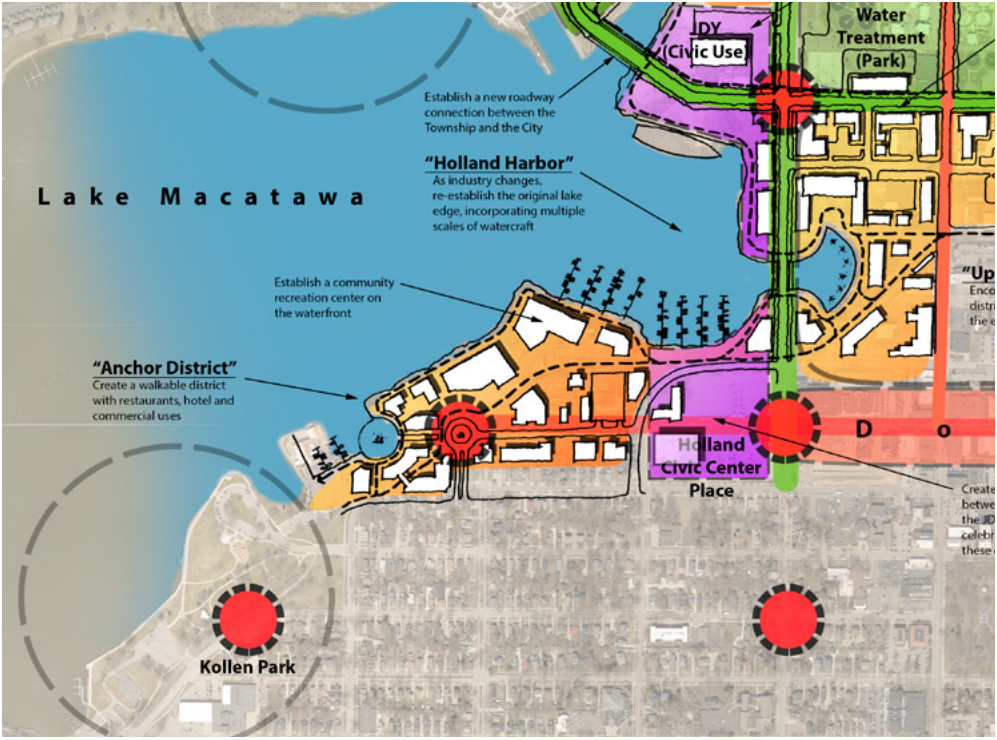


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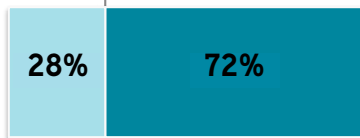
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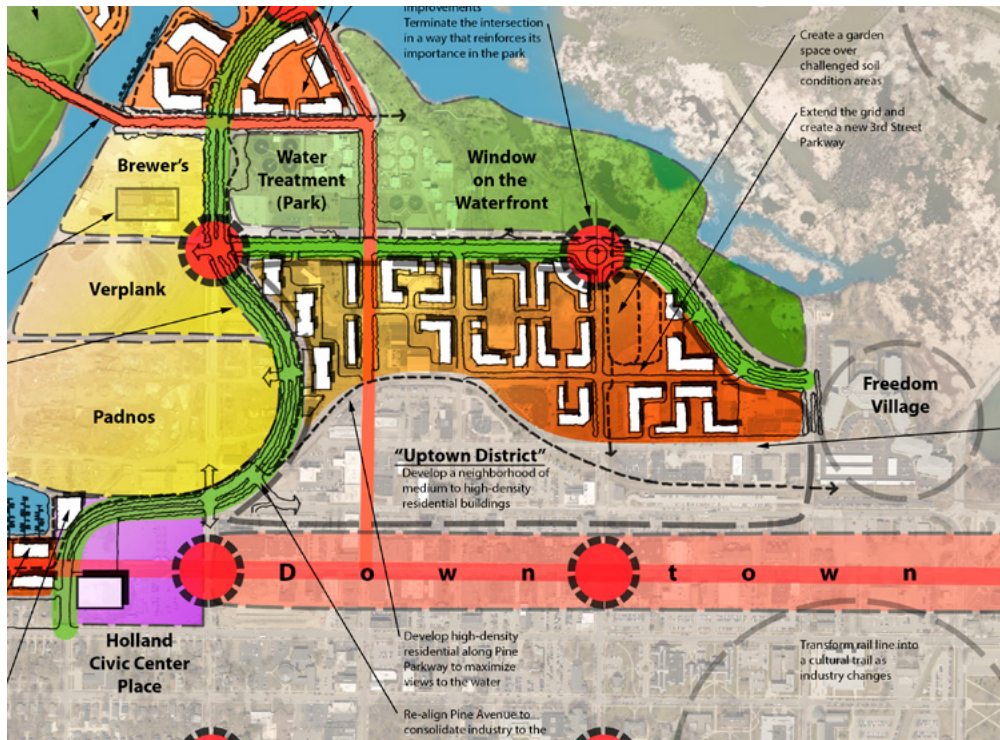
CHARRETTE #2 COMMUNITY SURVEY: UPTOWN DISTRICT

WORKING WATERFRONTS

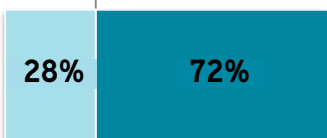


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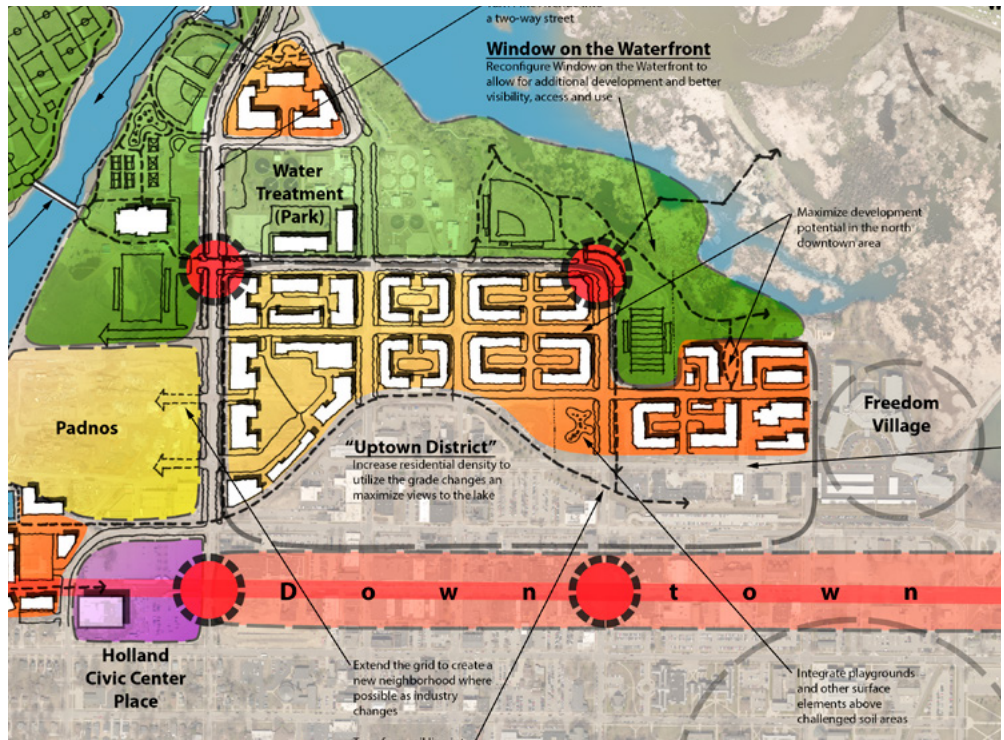


DOWNTOWN NORTH



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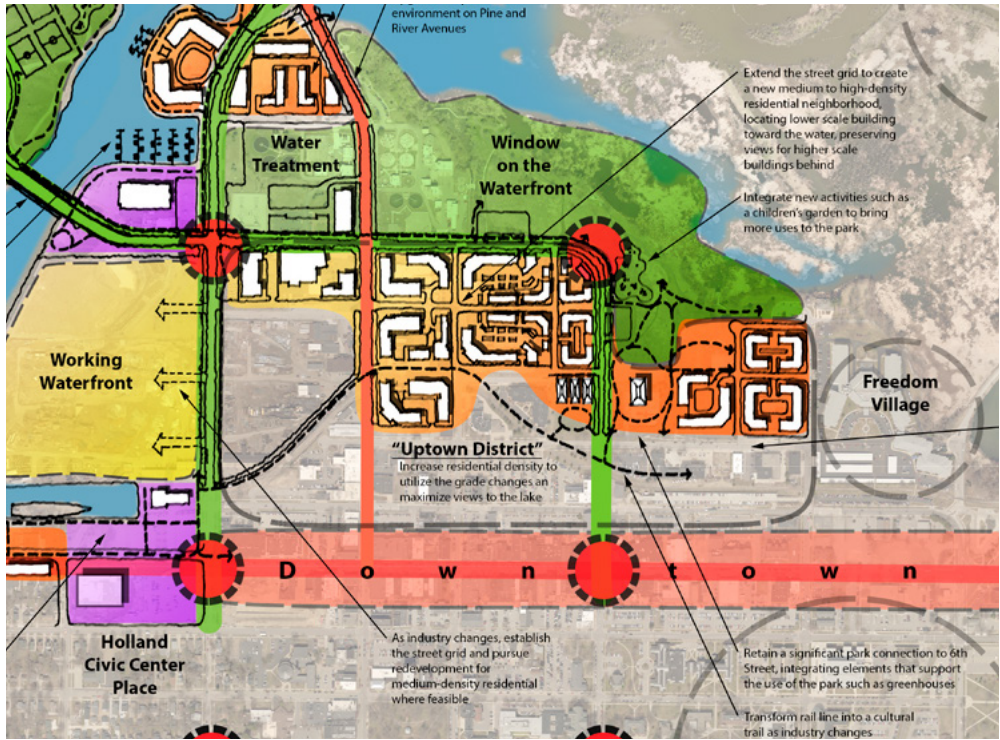


WATER PENETRATION



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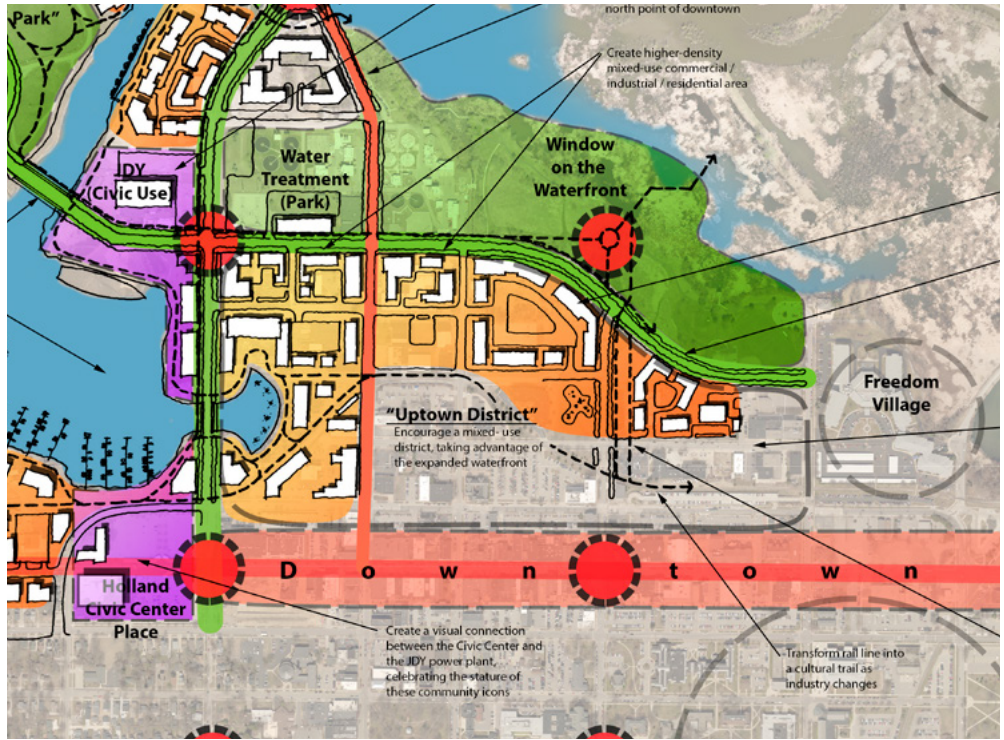


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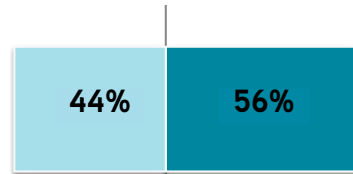
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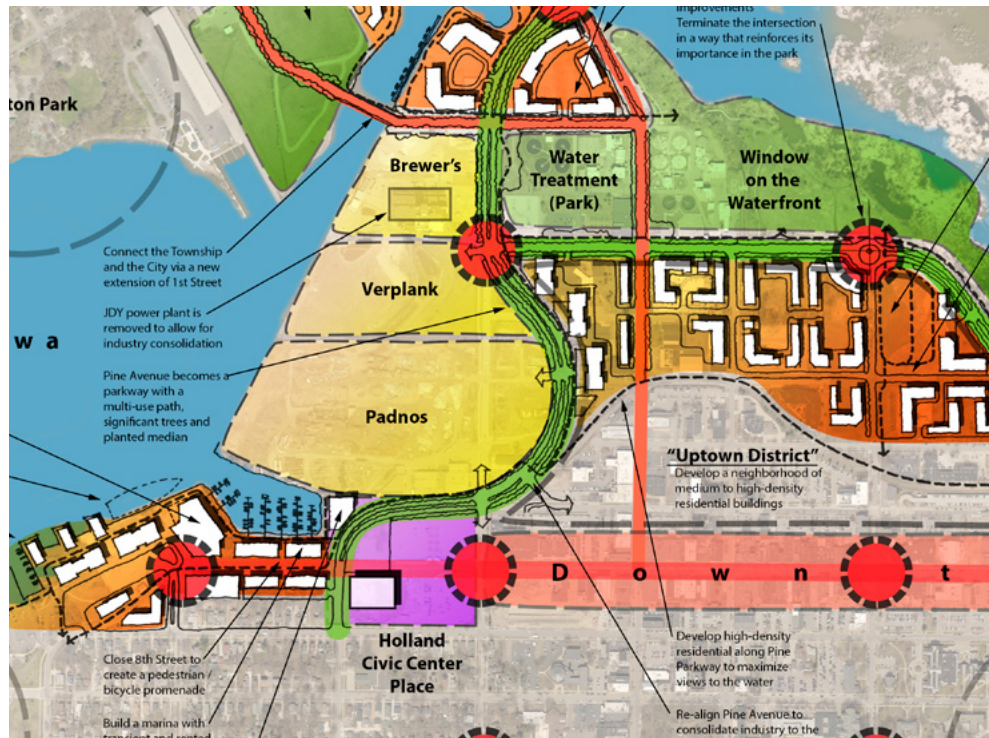
CHARRETTE #2 COMMUNITY SURVEY: EXISTING INDUSTRIAL AREA

WORKING WATERFRONTS



"I have concerns about the ideas."

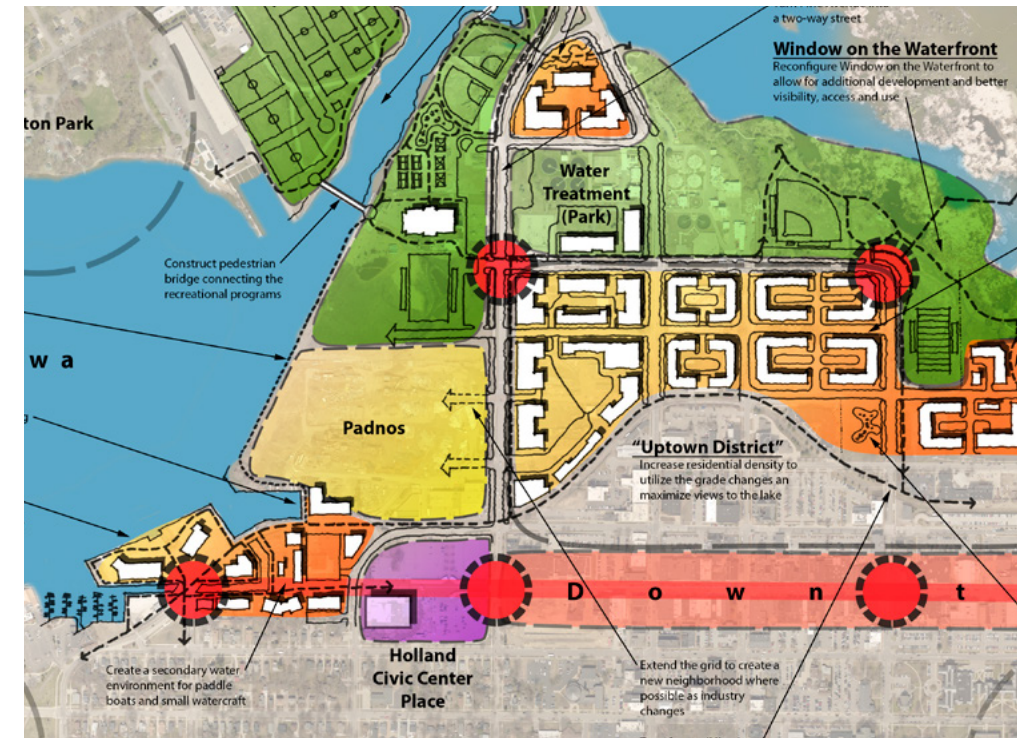
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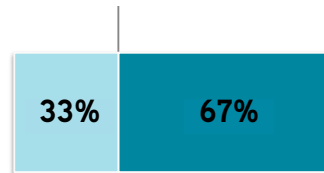
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DOWNTOWN NORTH

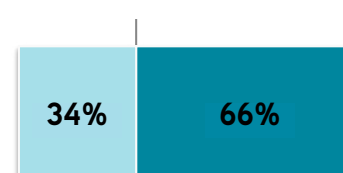


WATER PENETRATION



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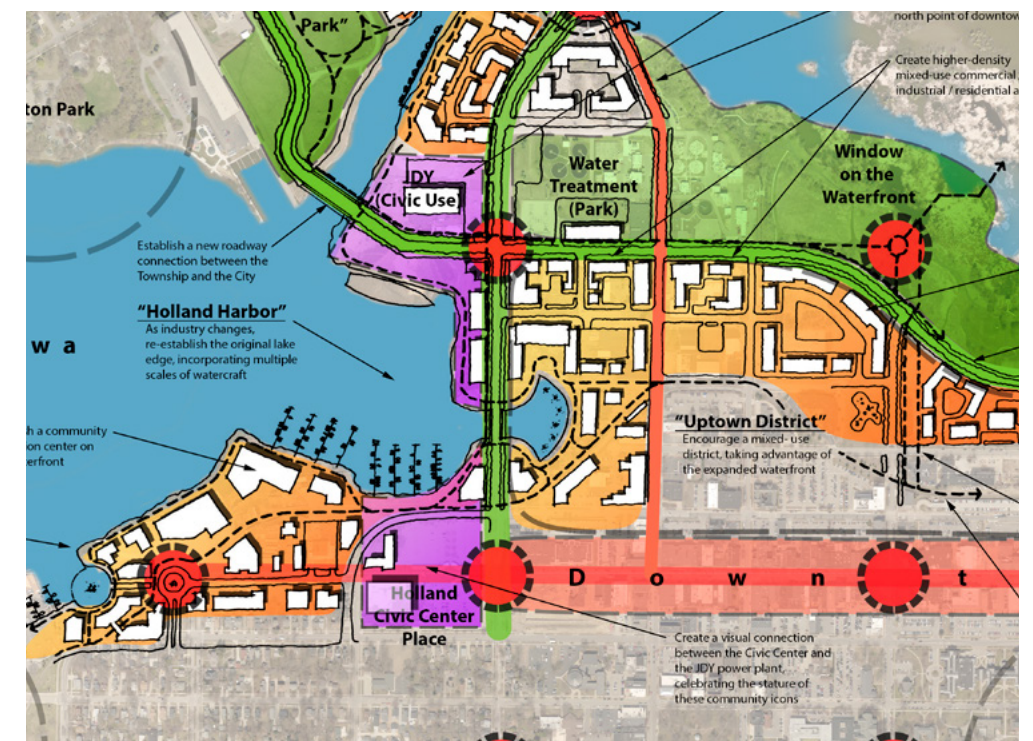
"I like the ideas."



"I have concerns about the ideas."

"I like the ideas."

THE W-EDGE



Harbor District

- 16

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Harbor District

- Pfizer space should be left for public park, garden and recreational use. Like the idea.
- Waste of resources and valuable waterfront property by having ball fields, recreation center on the waterfront.
- The waterfront, other than public water's edge, needs to be devoted to high density high value tax-generating development: multifamily residential and new economy commercial. The challenge is finding a developer to build next to a heavy industrial use.
- Environmental Concerns: (i) Has site been studied for historic environmental conditions/ problems? (ii) Too much dredging needed, (iii) Considerable clean up of the industrial sites would be necessary.
- Parking: How would this be handled on both sides?

Pedestrian Bridge

- Love the pedestrian bridge connecting recreation areas... and for our running and biking communities.
- Some concerns about (i) height of the bridge and how that would affect water traffic, (ii) practicality of building bridge over federal Channel and restricting maritime vessels, (iii) whether this is a productive use of scarce resources.

James De Young Power Plant

- Do not like the idea of converting the JDY building to a recreation center. Prefer to see it used for mixed use waterfront entertainment/restaurant.
- Redevelop/Re-use the former power plant.
- A destination building celebrating Holland's industrial community sounds awesome.
- The destination building celebrating industry is a strange thing, what would it be used for? Would people actually use it? Is it too ironic that a building celebrating Holland industry was created via relocating industry out of Holland?

Two-Way Pine Ave

- Love two way street on Pine Ave! Anything to slow down traffic (two-way streets, marked and signaled pedestrian crossing, tree-lined streets, a boulevard, etc.) is welcome.
- Few concerns about (i) why Pine needs to be two-way, (ii) how the two-way would work.
- Prefer the Working Waterfront Pine Ave improvements plan to be folded into this concept.

Public Access + Views

- This entire area on the waterfront needs to be OPEN ACCESS for everyone to enjoy the resources and the environment...This means that public access and especially walkways and bikeways need to extend along the entire length of the waterfront on BOTH sides.
- This minimizes visual and actual access to the waterfront.

Recreation Center / Playing Fields

- “Recreation Destination”: Needs clarification.
- Not sure athletic fields are the best use of space here. We already have plenty of ball fields and tennis courts around town that are underutilized.
- Winter usage not obvious.
- Consider making this space more of residential/recreational district. It would really help with joining the north and south Hollands. There needs to be more commercial space there to sustain it.

Housing

- Housing should consider affordability, and provision of mixed-income housing, workforce housing, to meet actual needs in the community.
- Consider mixed use neighborhoods rather than a purely residential district alone.
- High value residential and new economy commercial that employs people making strong living wages is best use other than protecting water's edge for public access and protecting a green recreation connector.
- "Medium / Higher Density Housing": Needs clarification
- Concerns: Residential section is too small, low-density, and separated from downtown.

Uptown District (see Housing comments also)

- Like a smaller green space for WOTW and hard borders between green and development
- 6th Street and Window-on-the-Waterfront deserves some attention.
- We need to keep a balance between green space and development. This area is currently a pristine green space... it is a unique gem to be treasured and preserved in the heart of a thriving downtown district. Once it is gone, it can never be replaced.
- Like the idea of Maker Spaces and mixed use.
- We NEED an inclusive playground that accommodates kids and adults with special needs.
- Clean up the vegetation in the waterfront area to allow for a more pleasant view and to allow for boat and kayak usage.

Industries

- Concerns: This looks like it fits better and traffic flows better than A1. Though I don't know where Brewers & Verplank end up. Do they just move out of town with this option? What does that do for their customers & for the taxes they generate?
- Let's not forget the business that provide jobs that generate tax revenue to make this a great community in the first place.
- We need the industry. They make it possible for Holland to receive dredging funds.
- Transition away from heavy industries as much as possible.
- Prefer the idea of getting Padnos on one side of the roadway, not being split by the roadway. Like the working waterfront concept better.

Anchor District

- The municipal marina and cruise ship dock near the end of 8th Street is a good idea.
- Creates interest to go downtown without patronage of businesses.
- Scale and opportunity for water views appear more appropriate than Working Waterfronts.
- Like the Working Waterfronts concept for this area better.
- Connecting 8th street to the water should be #1.
- Like the idea of a place for paddle boats and small watercraft, not crazy about the large boats.
- Large boat access should be large enough to accommodate Great Lake cruise ships.
- Consider connections from waterfront, to 8th street to main rail station.

Anchor District

- Need more restaurants, etc. on the water
- Traffic concerns that this design reroutes traffic from the north away from River Ave and towards Maple Ave, which is a residential neighborhood with parks and children playing near it.
- This would increase the traffic in this area, which is already heavy. It would be too much if boats gained access to this area.
- Environmental concerns with building a marina in this location. The shoreline on the land in this area is heavy with clay which provides a protective layer between the water and the looser sands under Holland. Bringing the water in would also remove some of our protection from winter winds.

CHARRETTE #2 COMMUNITY SURVEY: WATER PENETRATION

Harbor District

- Harbor amenities should be opened to all. Increasing the perception of Holland on the water. This is one of the stronger concepts that feels multi use/ purpose and has the possibilities for all season amenities.
- Good mix of uses. Like the “community marina”. Would it function as an arm of Holland Rec outreach to allow a more diverse group of youth and adults access to water sports?
- it could be enhanced with a broadwalk with restaurants, services, and mixture of water and land-based activities like Dunton Park.
- Concerned about (i) light industrial infill which may cut-off Window-on-the-Waterfront to the bridge, (ii) ball fields on the old Pfizer land which is only a good idea if environmental constraints prohibit higher value development, (iii) destruction of natural habitat functions in the process of bringing people to the water, (iv) incompatibility of recreation and water treatment plant.
- There is no valid reason for government to be in the marina business.
- Strongly opposed to any plan which removes the heavy clay layer separating the water and the loose sands under our establishments close to the waterfront. The soils which have housed decades of industrial sites will likely require heavy remediation with possible toxin releases into Lake Macatawa.

3rd Street Extension / Bridge

- Appreciate the connectivity. Have a pedestrian/ bike bridge instead of one for cars.
- Some concerns about (i) height of the bridge and how that would affect water traffic, (ii) this infrastructure not being not a prudent use of scarce resources, (iii) whether this would create traffic issues elsewhere.
- What would the new roadway provide that River Ave does not currently offer?

James De Young Power Plant

- Demolish the power plant.
- Like the idea of having boat docks adjacent to JDY but think there should be more buildings around the it to create a stronger destination/ attraction.
- Create a mixture of old and new.

Public Access + Views

- Like the idea of creating more water-focused activity & development here. Love the Marina if it has public access.
- New waterfront residential feels private and less people-friendly.

Connections

- Adding another east/west route is a great idea.
- Consider second connector via Window-on-the-Waterfront and Windmill Island to the Township.
- “Uptown District” helps to extend the downtown.

Housing

- Great to extend views of the lake and accessibility to the water and waterfront green spaces.
- Concerns: (i) housing affordability (ii) is there a need for high density residential? (iii) attractiveness of housing next to industrial is questionable

Rail to Cultural Trail

- Love the cultural trail.
- Could this be utilized for public transport? Potential for an inter-urban replica?

Uptown District (see Housing comments also)

- Most progressive. Holland has a history of excellence. Let's keep it up!
- Like this vision of uptown as much if not more than the Downtown north version. However, where is the extension of neighborhood between River and Pine?
- Like the high density, like strengthening makers district, like children's garden. Community NEEDS an inclusive playground for children and adults with disabilities. Consider a splash pad, keeping the ball field next to Freedom Village, and exercise stations for adults, ski trails, skating, kayak, concessions, natural area for all-season use.
- Concerns: (i) “Uptown” sets a tone, (ii) disturbs the beauty and serenity of the current Window on the Waterfront, especially street extensions and housing in this area.
- Curious to see if a residential area here would be successful with so much industry around.

Anchor District

- Bringing water closer to downtown is a great idea.
- Developing the “civic center area” further to connect to water makes a lot of sense!
- Pump the water with a windmill like the Dutch to create healthy water flow. Needs business that draw people, cafe/shops/boutique grocery stores etc.
- Like the “festival marketplace” and “public promenade” ideas.
- Concerns about (i) traffic flow is away from the waterfront, (ii) public access/view, (iii) neighborhoods / residential, (iv) cruise ship slip is great but it is cutting into Padnos & IXL and will be bordered on one side by heavy industry.

Anchor District

- Consider connecting the Anchor District with downtown via rental bike access, a small rail car, electric bus, etc .
- Consider other programming, e.g. arts center with a decent theater, food district
- Ambitious waterway. What happens to the existing residents? Don't like the marina. Need open space for public use
- Environmental concerns with building a marina in this location. The shoreline on the land in this area is heavy with clay which provides a protective layer between the water and the looser sands under Holland. Bringing the water in would also remove some of our protection from winter winds. How are issues of water pollution and additional boat traffic considered?

Industries

- Consider relocating industries.
- Concerns: No place for Brewer's, Padnos, and Verplank?

Fiscal Considerations

- Costly concept to bring water up to Civic Center. Boats can dock out in Lake Macatawa with out creating a canal.
- It wil be costly to dredge and keep this waterway open in the long run.

CHARRETTE #2 COMMUNITY SURVEY: THE W-EDGE

Harbor District

- Re-energizing the plant as a civic or private development function sounds awesome.
- Like the flow around the marina, perception of Holland on the water. I like the mixed use and diversity.
- Like the placement of Pfizer Park. It leaves more open space to be enjoyed by everyone, whether they live there or not.
- The area is historically shallow and will require extensive ongoing dredging. Since groundwater moves, there is a strong potential of releasing toxins from the Pfizer site into the lake and river during and after the removal of the soil and dredgings. The toxins which naturally go with a marina will flow directly into the Lake Macatawa.
- Concern for flooding with the wedge.
- Current high waters should remind us of the wisdom of healthy interaction between the lake and high-density areas.
- Nice idea, but vague and so dependent on industry changes that it remains open to many interpretations.
- Restoring the natural lake edge is necessary.
- Concepts should benefit the greater community, specifically those in the lower income brackets (offering low cost or no cost activities/classes.)

3rd Street Extension / Bridge

- A pedestrian bridge connection is good.
- Would help to ease traffic flow on Unity Bridge
- Some concerns about (i) vehicular traffic over bridge, (ii) necessity of the vehicular bridge, (iii) height of the bridge and how that would affect water traffic, (iii) whether this would create traffic issues elsewhere.
- Cruise ships should be closer to downtown.
- Look to connect to Windmill Island.

James De Young Power Plant

- Historic character of JDY presents a cool opportunity for live/work space, trade school.
- If redeveloped, should be kept as a public asset.
- The power plant may not be considered a community icon, so no need to celebrate its stature.
- Consider performing arts center.

Public Access + Views

- Should be open to the public
- Be careful that we are not just catering to the wealthy who own boats or vacation on boats. Accessibility via biking and walking for lower income should be a priority.
- Restrict watercraft to smaller recreational boats.
- Keep residential low-rise so as to still "invite" everyone to see and move to the water.
- Don't allow cruise ships to obstruct views.

Roundabout

- Mixed reception toward the roundabout at the intersection of Pine Ave and River Ave.

Connections

- Connection to Holland Twp is not necessarily needed.
- New Parkway North of town needs to connect at Fourth and not at Third Street due to steep grade at Third and River.
- Easy boater access to the downtown good.
- Especially like bringing the park closer to 8th street and a "parkway"

Housing

- Mixed reception toward "high density" housing.
- Concepts should benefit the greater community, specifically those in the lower income brackets (offering low cost or no cost activities/classes.)
- Don't need more house or condos that the actual community of Holland can't afford!
- Would like to know more about parking, and especially parking for handicapped.

Uptown District (see Housing comments also)

- All the "uptown" ideas should/can be consolidated to a flexible long term plan.
- Window-on-the-Waterfront should still be an area families can enjoy safely.
- Like the ideas for Uptown District. Would discourage additional industry on 6th St.
- Environmental considerations: (i) get walkway along the water cleaned up, preserved for wildlife and connected to windmill island - this is all part of a system, (ii) high density development on the waterfront jeopardizes the water, (iii) green infrastructure must be a key component of any development on Lake Mac.
- Opposition to any initiative that radically alters the beautiful green space already present in this area.

Fiscal Considerations

- This seems like a drastic change to the waterfront. Tax payers can't afford this dream.
- With downtown land so valuable, giving that area back to the water just doesn't make sense to me.
- Don't think that prime waterfront should be for a community recreation center or dredging a marina.

Industries

- Support for relocation of industries.
- Good to allow industry to continue be to plan for its exit as well. / Good only as long as existing valuable industrial is not forced out.
- Unless you can cap water treatment plant do not pursue investment in this area.
- Concerns: (i) do not like the idea of forcing Brewers and Padnos off their property. The amount of money it would take to purchase their property then dredge it would be staggering, (ii) light industrial use compatibility.

Anchor District

- Safe and walkable. Visual connection between Civic Center and JDY is a good idea.
- A waterfront hotel would be great. Like the walkable district with restaurants, hotel, and commercial uses.
- Concerned that this might be overreaching Holland's capacity to support restaurants and hotels.
- Do not like the land swap. These can be accomplished without having to create a larger harbor.
- Currently reserving too much space for the marina and docks.
- What happens in the winter?

Anchor District

- Need to address traffic congestion coming from North side.
- Do not the idea of tall hotel/condo buildings blocking off views of the waterfront.
- This district should align with greater transportation strategies. Include bike racks and kayak tie-ups?
- Rec Center: Would it provide opportunities through Holland Rec for a more diverse subset of our community to access water sports? Should have features that are accessible from a physical and sensory standpoint.
- Environmental concerns with building a marina in this location. The shoreline on the land in this area is heavy with clay which provides a protective layer between the water and the looser sands under Holland. Bringing the water in would also remove some of our protection from winter winds.

CHARRETTE #2 COMMUNITY SURVEY: KEY TAKEAWAYS

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OVERALL

- **The “Harbor District”** could feel like a “dead zone” that is disconnected from Central Downtown if the “Uptown District” is in the later development plan. Programming at the “Harbor District” needs to demonstrate environmental sensitivity not only because it is at the mouth of the Black River, but also the location of new developments on former industrial sites.
- **The “Uptown District”** needs to maintain a balance between green space and development. Window-on-the-Waterfront is recognized as a “pristine green space” and a “unique gem”, but one that is also underutilized. Can it also be a walking destination from 8th Street to strengthen the connection to Downtown?
- **The “Anchor District”** is a logical place to connect the waterfront to downtown. The scale, density, and overall street presence should not duplicate the existing 8th Street Downtown or hide water views/access. It should also respect the surrounding neighborhood. This is the critical area to keep low rise so that the community at large still experiences an environment with the sense of being on the waterfront.
- Feedback emphasize the **creation of a waterfront for everyone**, to support inclusivity, and to ensure affordability of the proposed programming in a manner that will **meet the needs of the community**.
- **Avoid unnecessary duplication of programming that already exists elsewhere in the community and consider their feasibility.** A recreation center, civic use/ museum, and extensive dredging to create marinas or a new harbor bring into question whether these are the highest and best use of waterfront land.
- **The public would like to see tangible assurance that interested parties within our city have been 1) consulted 2) invited to offer changes and 3) those changes to make actual and significant impacts on the plans.** “Often we “say” that we’ve consulted without allowing those consultations to actually alter city plans.”

ELEMENTS

Connections

- Create safe walking / running / biking connections and accessibility needs.
- Bridge connection to Holland Charter Township at the Pfizer site was generally well-received as long as it does not impact water traffic access.
- Consider second connector to the north side via road to Windmill Island.
- Consider transportation options to connect waterfront with rail station, ie. To bridge the last mile along the downtown.
- Consider a traffic study to understand potential impacts of street improvements, alignments, directional changes.
- Consider parking needs and how to accommodate the additional parking demands generated by the proposed concepts.
- Consider future of transportation, e.g. pedestrian / bicycles and all different scales of electric powered modes of smaller agile transportation.

Public Access

- Maintain as much public access as possible along the water’s edge.

Views of the Water

- Concerns in some of the concepts that the area and views would still be very much dominated by industrial that would probably not be desirable by locals or tourists in Working Waterfronts and Downtown North.
- Any proposed developments should allow for sightlines to the waterfront, especially from the vantage point of 8th and River looking West. Proposed programs for the Anchor District should not obstruct the view of the water.

All-Season Use

- Several of the concepts had programming that appeared to have a strong seasonality associated with them, e.g. recreation center, playing fields.
- Suggestions were made to create an “All Season Value” with the programming, and to think “winter first vs last”.

JDY Building

- Potential for repurposing. If redeveloped, it should be kept as a public asset.
- There will be public concerns if JDY Building is demolished.

CHARRETTE #2 COMMUNITY SURVEY: KEY TAKEAWAYS

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ELEMENTS

Housing

- Housing should consider affordability, and provision of mixed income housing at all price points to meet actual needs in the community.
- Consider mixed use neighborhoods rather than a purely residential district alone.
- Higher density could justify additional or more frequent transit service. Higher density housing needs to be supported by strengthening public transportation.

Industries

- Question about what happens to the waterfront industries (Padnos, Brewer’s, VerPlank). Are they relocated?
- Feedback is split between
- Desires for working waterfront to be replaced with mixed use programming, public access to the water, and improvements to aesthetics and character of downtown
- Realities that we need the working waterfront industries, the jobs and taxes they generate, the dredging funding they help to justify for the maintenance of Holland Harbor
- Besides the industries, concerns were raised about the waste water treatment plant and the odor it emits. Suggestions were made to mitigate the odor as well as to visually shield the industries.
- Historic West Michigan Furniture building on W. 8th Street should be conserved and not relocated.

Other Programming:

- Maker space, food-focused programming, water recreation (public marina and rental services), family-focused areas (playgrounds, splash pads) were well-received.
- Mixed reception / some skepticism about a center to celebrate industry.
- Strong reservations about a recreation center and playing fields on the water, given the completion of the Civic Center, underutilization of existing facilities elsewhere, and whether this is the highest and best use on the waterfront.

ELEMENTS

Green Space

- Needs to be right-sized to support proposed neighborhood developments without compromising the character and quality of spaces like Window-on-the-Waterfront.
- Could benefit from appropriate type and amount of programming, instead of having more parks or playing fields.
- Needs to consider the proximity of the green spaces to industries and the waste water treatment plant.
- Could consider more native plant species, plantings, pollinator gardens where the challenged soil areas are.

Environment

- Concerns about maintaining water flow at proposed marinas to prevent water stagnation and smell.
- Concerns about balancing higher density developments and riverine environmental quality. Keep the waterway natural and allow for our waterfront ecosystem to rebuild itself.
- Pfizer area is historically shallow and will require extensive ongoing dredging. Since groundwater moves, there is a strong potential of releasing toxins from the Pfizer site into the lake and river during and after the removal of the soil and dredgings. The toxins which naturally go with a marina will flow directly into the Lake Macatawa.
- VerPlank site has a shoreline heavy with clay which provides a protective layer between the water and the looser sands under Holland. The potential for extra water penetration under our homes does not seem to be a risk worth taking for the sake of a marina which requires the cutting away of the protective clay barrier. Bringing the water in would also remove some of our protection from winter winds.
- Mitigate flooding along waterfront with higher lake levels.

CHARRETTE #2 COMMUNITY SURVEY: KEY TAKEAWAYS

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ELEMENTS

Diversity / Equity

- Public would like to see tangible inclusion of diverse businesses and people benefiting.
- Waterfront (re)developments need to be sure to cater to local residents and residents of all incomes rather than just summer visitors/tourists/boating enthusiasts.

Fiscal Impacts / Considerations

- This waterfront property is very high value. It should be used in a manner that generates significant tax revenue for city and township unless environmental constraints dictate this is highest and best use.
- Consider opportunities for more small businesses.
- Questions on the cost of building a marina, with dredging etc.? How long will that investment take to bring in returns from the additional boater traffic?
- Land swap does not seem fair to the city
- How will these changes effect existing property values in the immediate and surrounding areas of Holland? Will the residential areas surrounding Hope College and that extend to 24th St. see an increase in property value and taxes because of these changes?
- Prime waterfront should not be for a community recreation center or dredging a marina.

Building Form / Architecture

- Need to consider building form, design, and architecture that would complement the character of Holland’s existing fabric.

JDY FURTHER STUDY: ASSUMPTIONS & OBJECTIVES

FUNDAMENTAL ASSUMPTIONS

- No Land Swaps – Concepts to optimize the full site (17.3 acres)
- Respect the working waterfront
- Provide public access along the waterfront
- Balance community aspirations with long term financial sustainability
- Encourage public-private partnerships
- Create framework strategies / directions to support openness and adaptability in interpreting the kinds of development that might occur as the community and market evolve
- Pursue mixed-use programming for buildings and spaces
- Enhance the setting through purposeful landscaping blending the hydrological and physical environments
- Leverage JDY as an anchor along 3rd + 4th Streets to strengthen the east-west connection with Holland Charter Township and North Downtown

DEVELOPMENT OBJECTIVES

- Provide a range of development intensities and JDY building scenarios, including adaptive re-use, that will allow the City and BPW to pursue various directions as appropriate
- Attract young professionals while maintaining broad community appeal
- Ensure the physical and social accessibility of the place
- Support revenue-generating initiatives that are aligned with the vision statement and guiding principles
- Integrate year-round use
- Encourage tactical urbanism approaches for transitional uses and experimental programming
- Create a nature-rich community



POTENTIAL MIX OF USES & SETTING CONSIDERATIONS FOR JDY



Pop-Up Lighting / Public Art



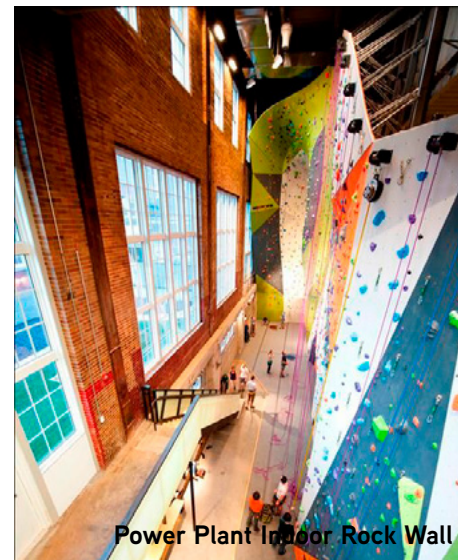
Shipping Container Retail / Cafes



Marina



Power Plant Art Gallery



Power Plant Indoor Rock Wall



Pop-Up Cafe / Outdoor Living Room



Incubator / Innovation Space



Waterfront Apartments



Water Recreation / Nature Rich Community

POTENTIAL MIX OF USES / PROGRAMS

- **Recreation** (Land / Water, Indoor / Outdoor, Active / Passive)
- **Education** (e.g. Museum, Gallery, Great Lakes Conservation, Shoreline Arboretum)
- **Entertainment / Performing Arts**
- **Incubator / Innovation / Light Industries** (Leverage the SmartZone and the current activities at the MSU Bioeconomy across the channel in Holland Charter Township)
- **Residential** (Multi-family residential, including the possibility of townhouses, stacked flats, multiplexes, and apartments)
- **Retail** (including dining, shopping)
- **Events / Pop-Ups / Tactical Urbanism**

SETTING CONSIDERATIONS

- Reflect the shared environmental ethic and stewardship in the community
- Leverage and connect with existing natural systems and initiatives, e.g. Project Clarity, City of Trees, Macatawa Greenway
- Create a nature-rich community
- Create a park-like setting to energize and attract private development
- Support family fun, wellness, recreation, sustainability, and a place for all
- Offer variety of hard and soft edges buffering the JDY site and its current industrial neighbors

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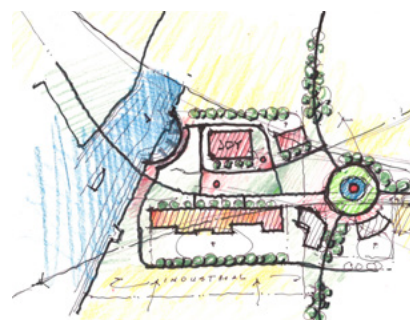
**PARTIAL
JDY**

NO JDY

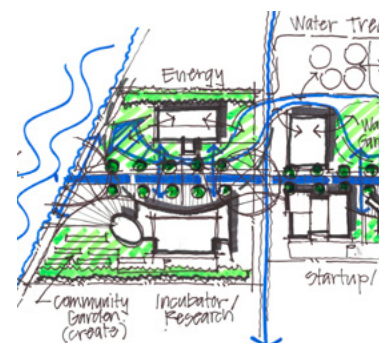


Concept #1

Concept #2



Concept #3



Concept #4



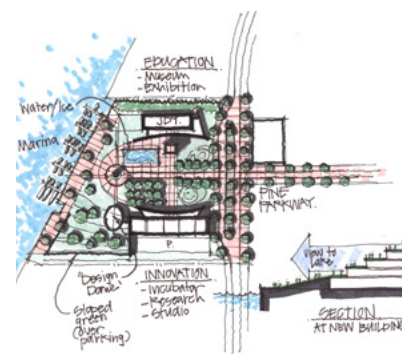
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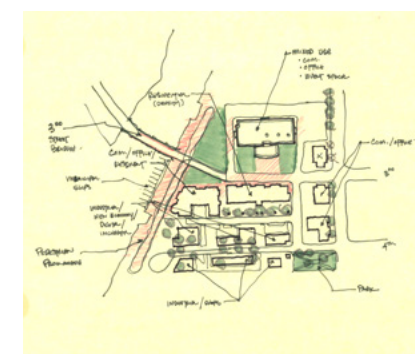
Concept #6



Concept #7



Concept #8



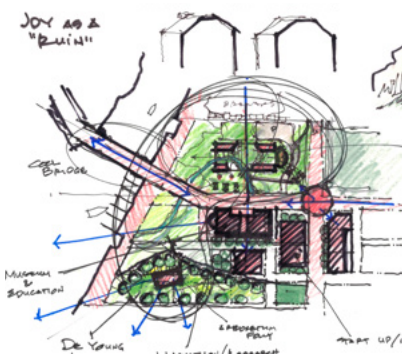
Concept #9



Concept #10



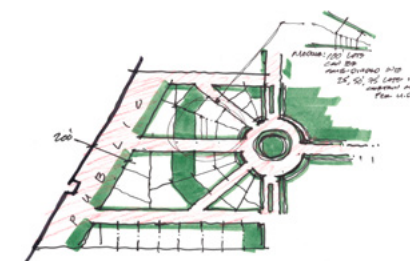
Concept #11



Concept #12



Concept #13

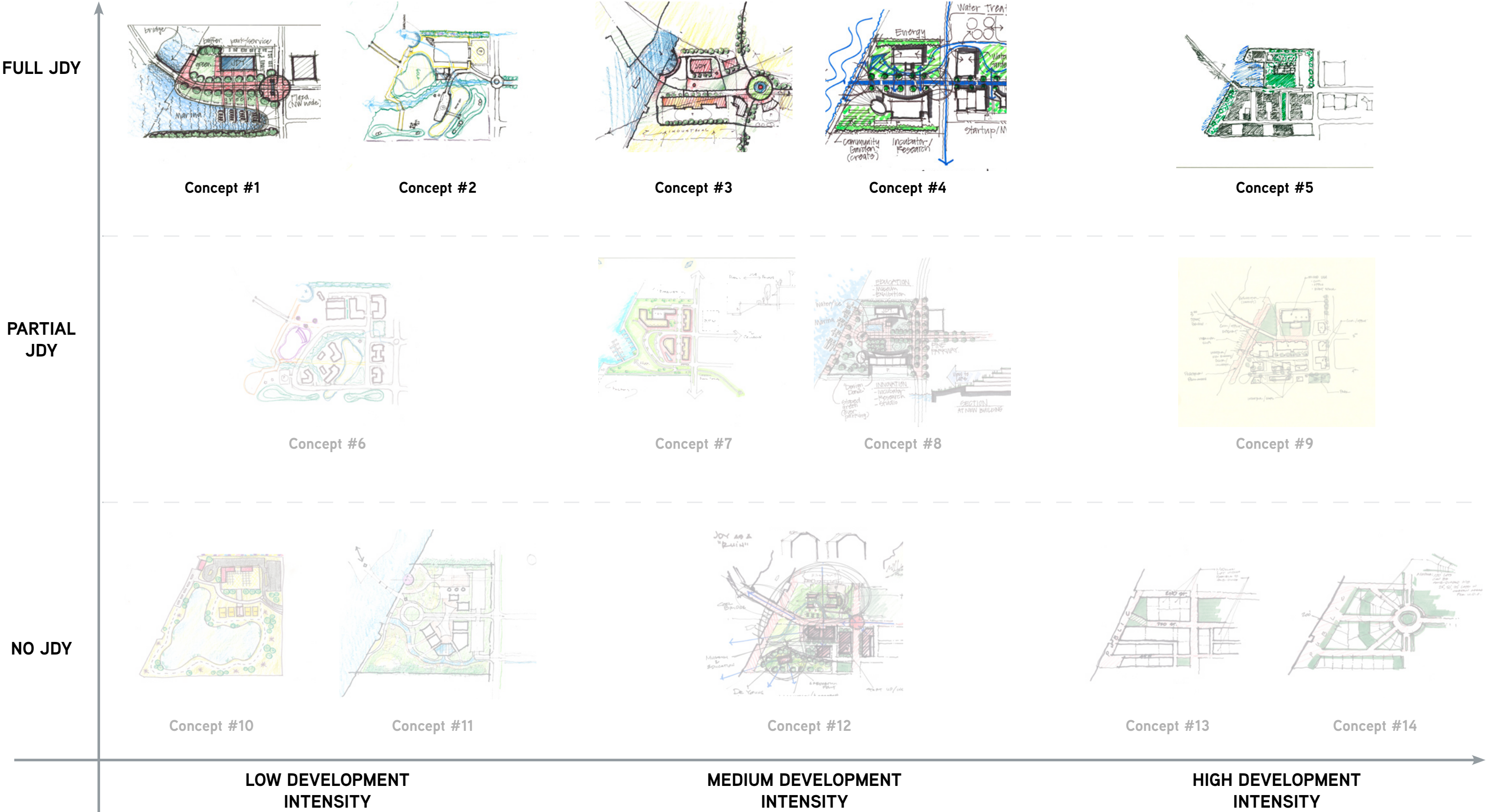


Concept #14

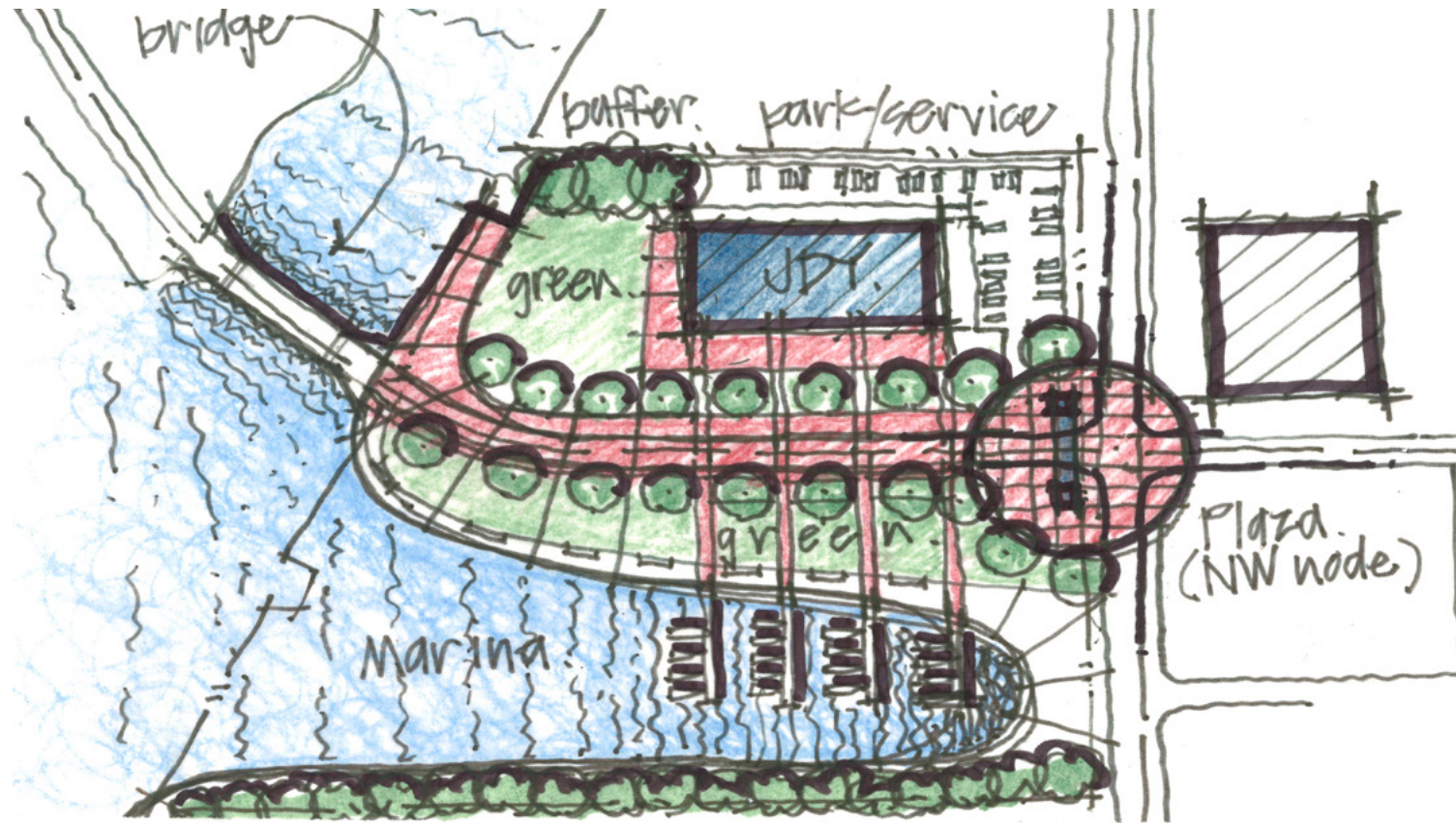
MEDIUM DEVELOPMENT INTENSITY

HIGH DEVELOPMENT INTENSITY

CONCEPTS PRESERVING ENTIRE JDY BUILDING

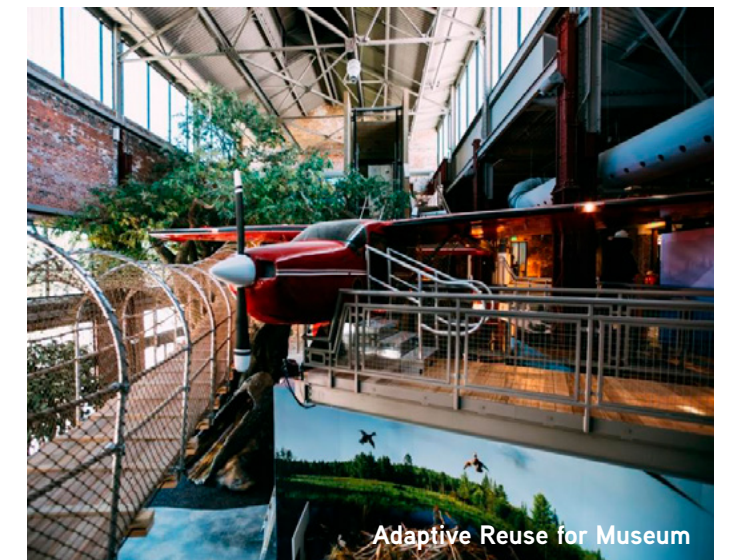
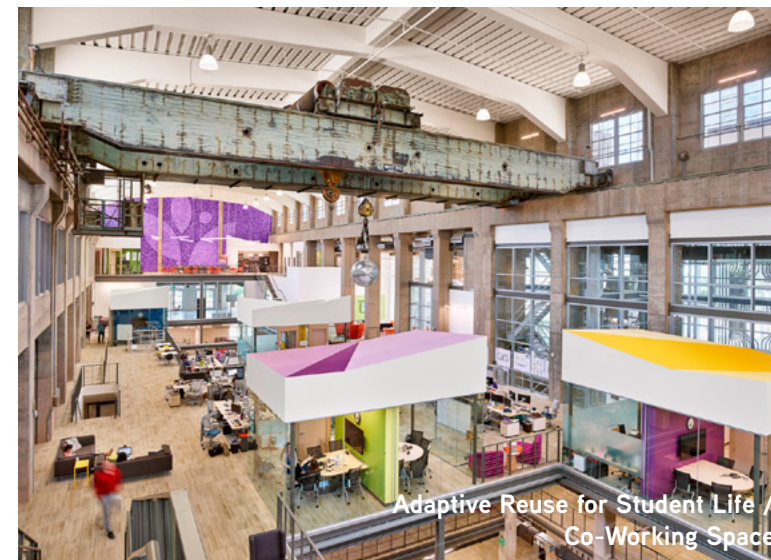


LOW DEVELOPMENT INTENSITY | PRESERVING ENTIRE JDY BUILDING



CONCEPT #1

- JDY Plant is retained as a civic and public amenity, with public programming and adjoined plaza space.
- Strong axial connection to North Downtown to the East through 3rd Street.
- Key Intersection at 3rd St./ Pine Ave. articulated with special paving and a gateway into site.
- Municipal Marina located in new inlet excavated out of existing site south of 3rd St.
- Bridge linking Holland Charter Township with site for enhanced connectivity.
- Careful balance of formal green space, water programming, and hardscaped public space (plazas, promenades, public way).



LOW DEVELOPMENT INTENSITY | PRESERVING ENTIRE JDY BUILDING



CONCEPT #2

- JDY Plant is retained as a civic amenity, potentially with mixed, public programming such as a Great Lakes Conservation Museum / Institute, events space, and dining.
- Public plaza, amphitheatre, golf / outdoor recreation, and waterfront promenade to encourage public access and activity along the water.
- Bridge linking Holland Charter Township with site for enhanced connectivity.
- Highly landscaped setting blending blue (water) and green features, including
 - a terraced rain garden north of the site;
 - water filtration wetlands created by daylighting the existing stormwater channel west of 3rd Street, and
 - a series of park-like berms to soften the southern edge of the site.



Board Walks / Canopies in Public Green



Adaptive Reuse for Cafe / Gathering Spaces



Adaptive Reuse for Civic / Public Programming

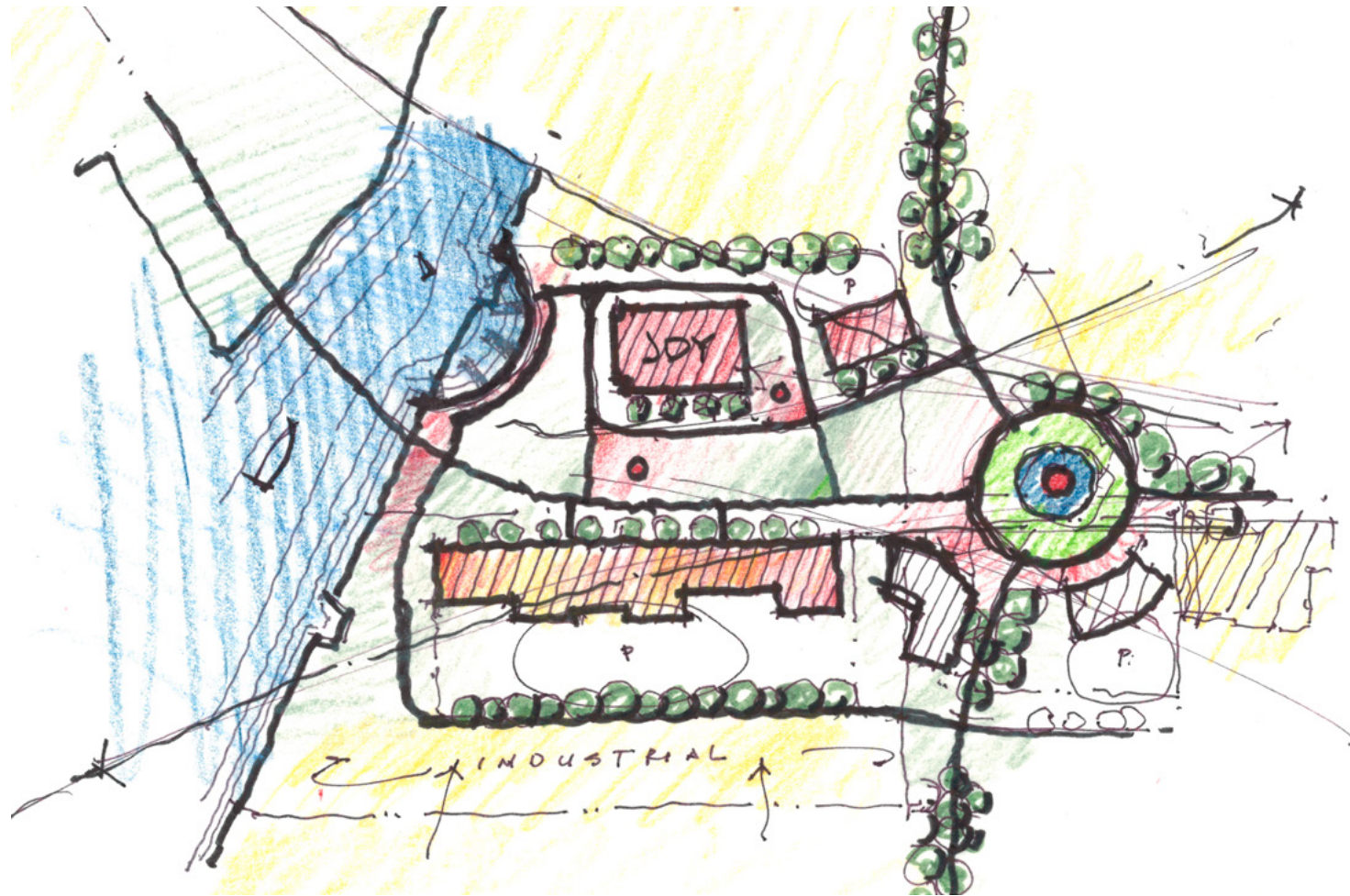


Water Filtration / Wetlands / Public Green



Golf / Outdoor Recreation

MED DEVELOPMENT INTENSITY | PRESERVING ENTIRE JDY BUILDING

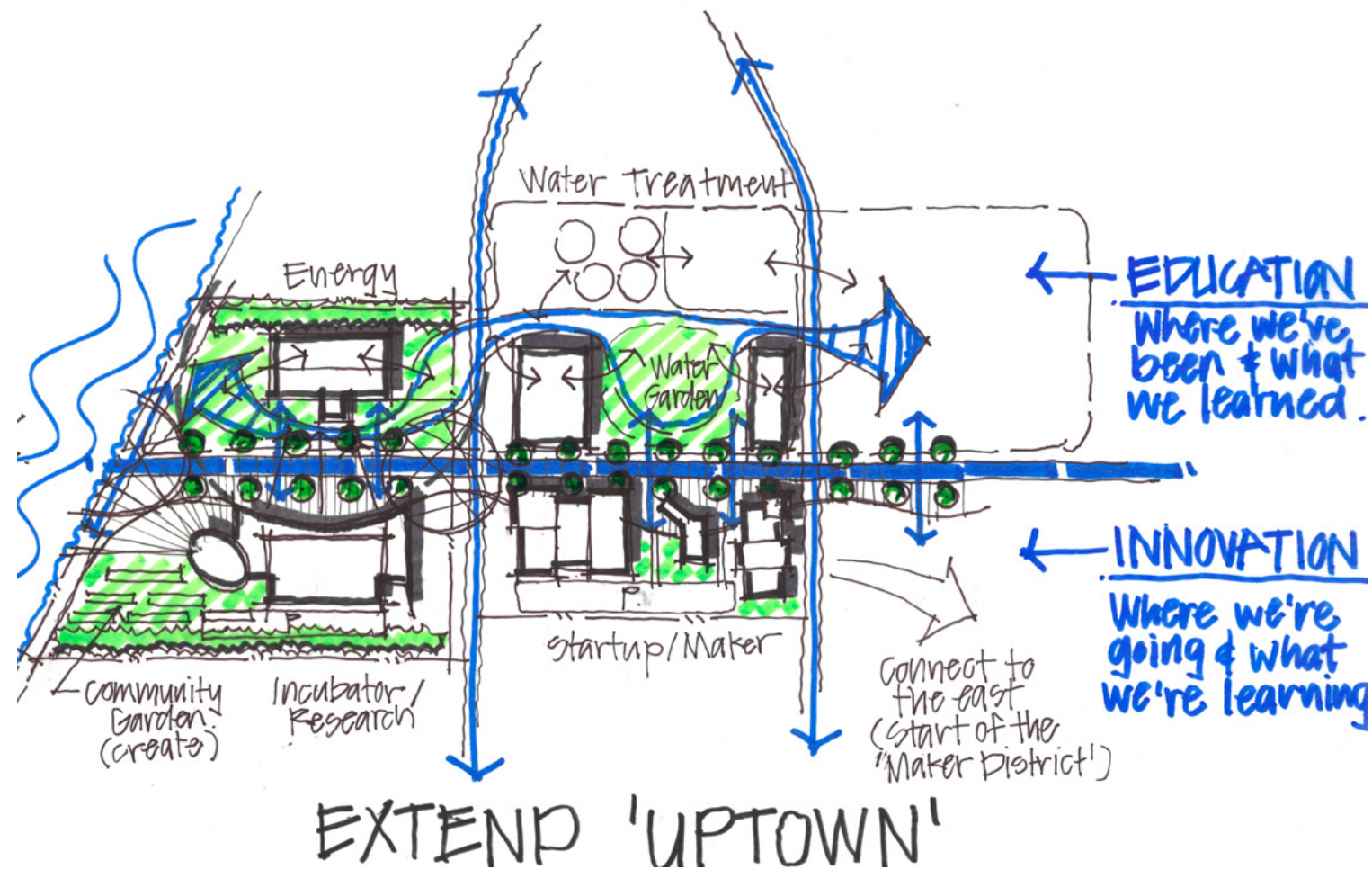


CONCEPT #3

- JDY Plant is retained as a civic and public amenity surrounded by green space and a small hardscaped public plaza. The building terminates on a small boat inlet with municipal slips.
- A large public quad south of JDY is flanked by W. 3rd St. and opens to the waterfront to the west and a traffic circle to the east.
- Buildings / parking south of the quad are placed buffer the scrapyard. Potential light industrial and innovation (app. for scrapyard)
- Traffic circle denotes the intersection of 3rd St. and Pine Ave. as a key node within the city's framework. A public monument and water feature are located within the traffic circle to heighten its civic presence and to provide a "foretaste" of the nearby waterfront context.
- Pine Ave. is re-shaped to bend towards the traffic circle and take on a park-like character, creating a "complete streets" system.

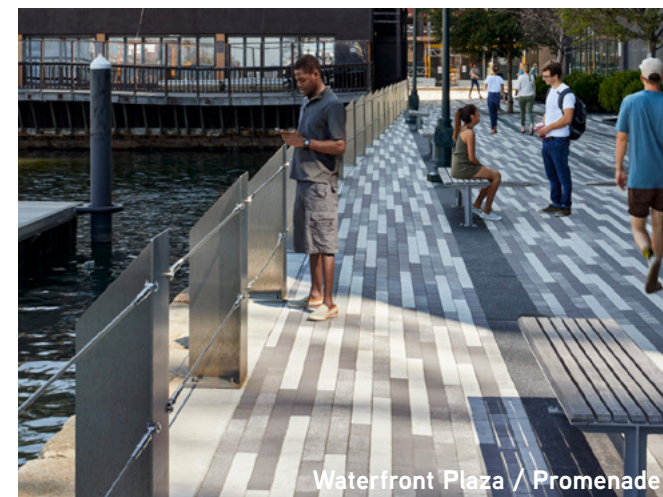
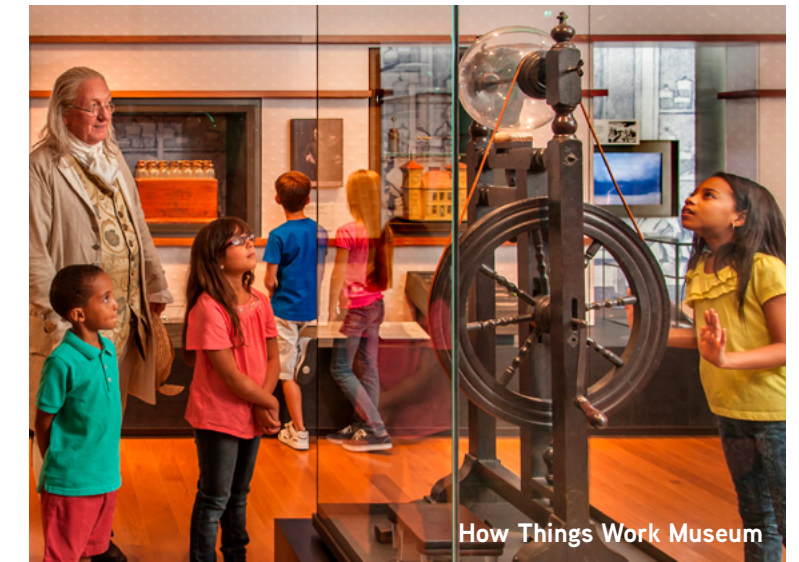


MED DEVELOPMENT INTENSITY | PRESERVING ENTIRE JDY BUILDING

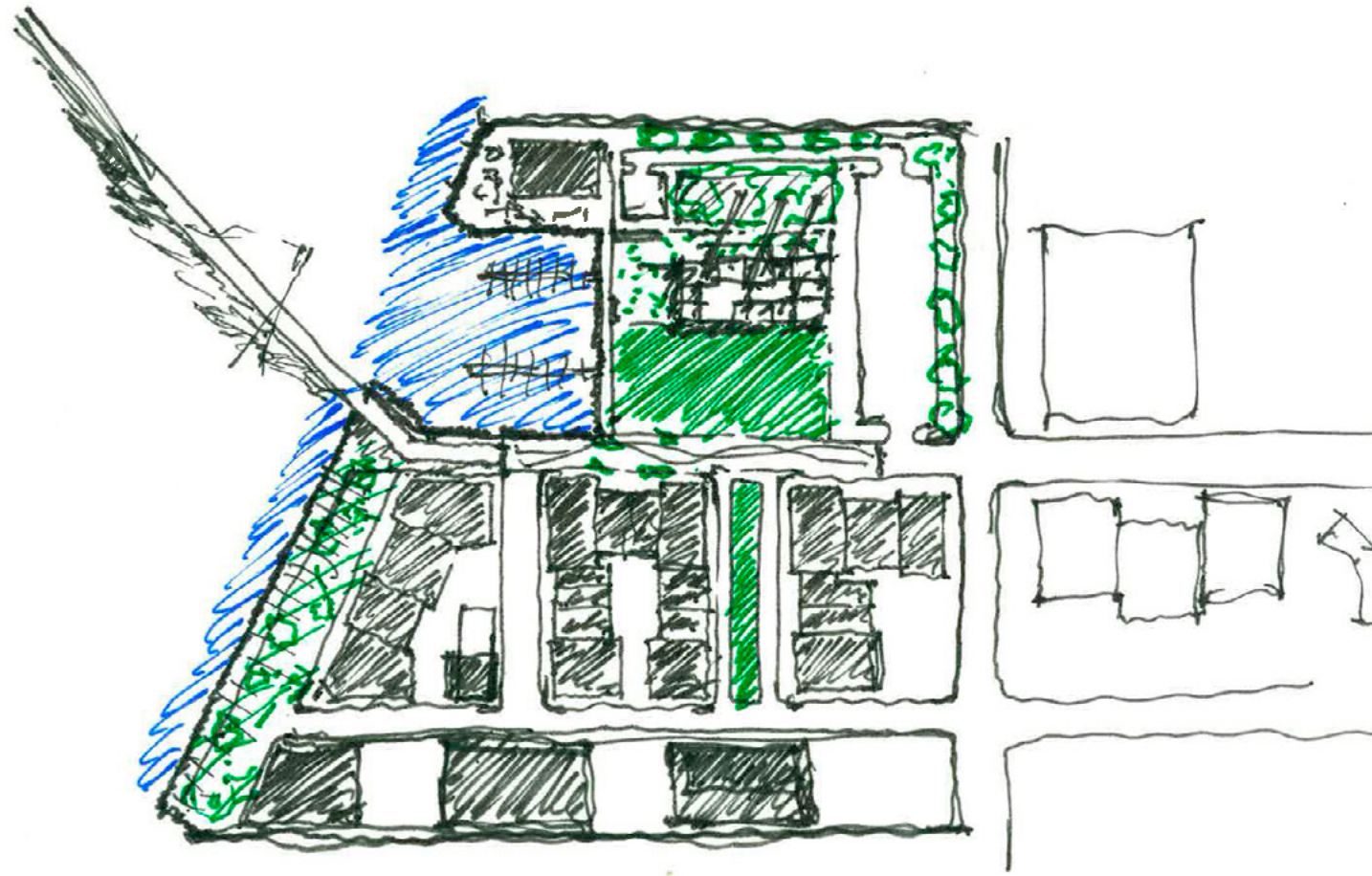


CONCEPT #4

- JDY Plant is partially retained as a civic amenity with public programming (educational theme – “where we’ve been and what we’ve learned”).
- JDY Plant is mirrored by a new building to set up a strong North-South dialogue between both buildings.
- New building might support local innovation and creative work through business incubators, research facilities, and studio space.
- Community garden space on the southern edge to mitigate scrapyard noise.
- Strong axial connection to North Downtown along 3rd Street.
- Key intersection at 3rd/Pine articulated with short section of parkway.
- Public plaza with elliptical quad and allee of trees used for educational purposes along with the BPW waste water plant / water garden.
- Municipal boat slips line seawall and help activate waterfront promenade.

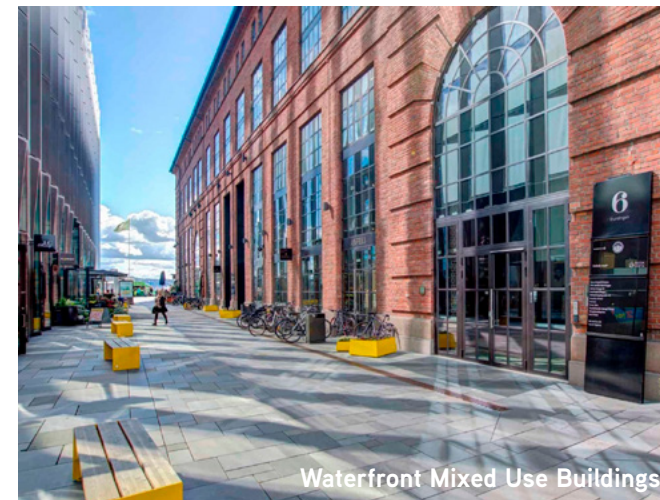


HIGH DEVELOPMENT INTENSITY | PRESERVING ENTIRE JDY BUILDING

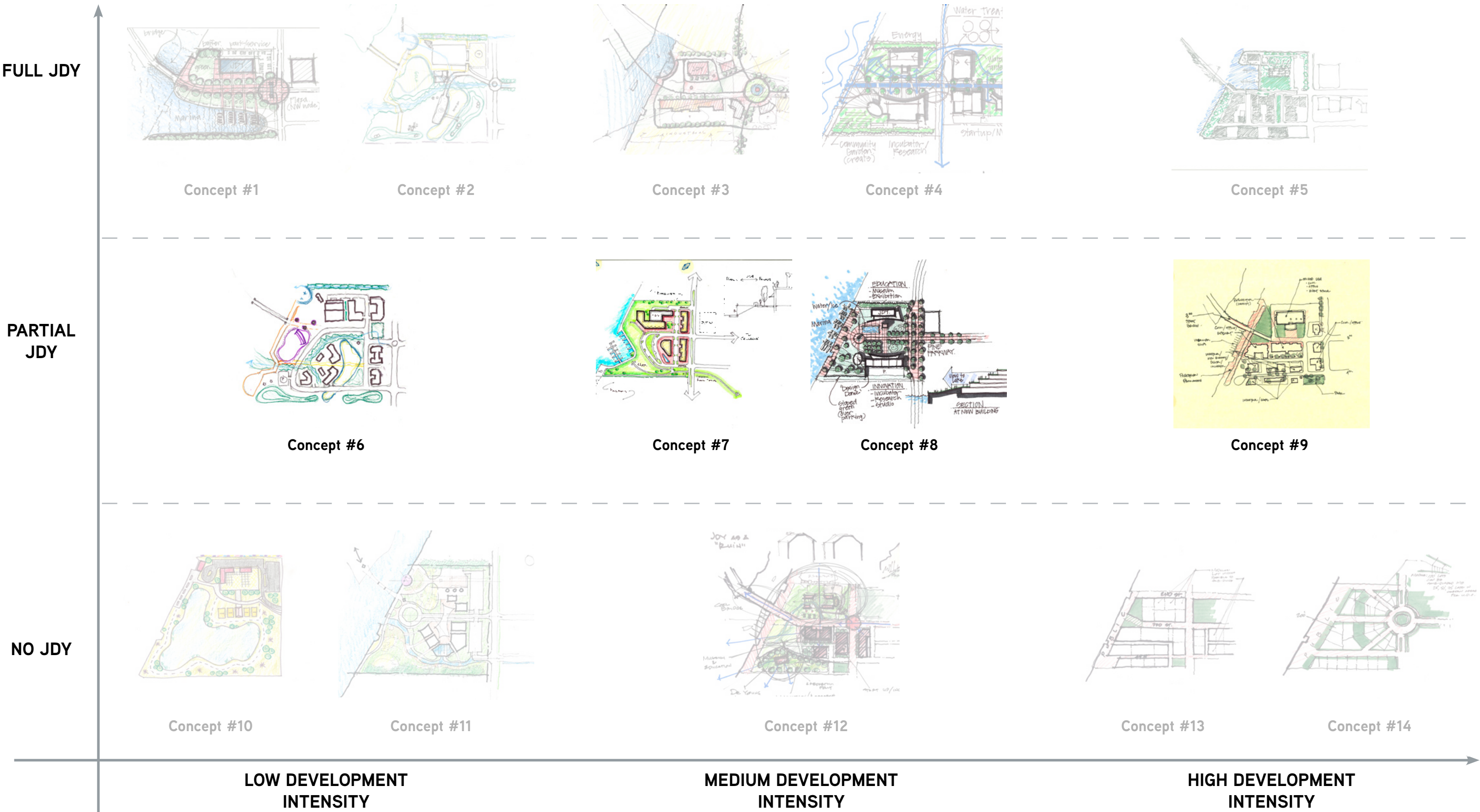


CONCEPT #5

- JDY Plant is retained as a civic amenity and enhanced with contemporary additions. The building is to accommodate public programming (TBD) surrounded by a public plaza / green.
- Municipal Marina and water dining / entertainment fronting JDY to activate waterfront promenade.
- Strong axial connection to North Downtown along 3rd Street
- Bridge linking Holland Charter Township with site for enhanced connectivity.
- Southern half of site defined by walkable, landscaped urban blocks supporting mixture of uses, including local innovation, maker space, studios, research facilities, and waterfront dining / housing.
- Linear park provides quiet respite while creating a visual focus on JDY.
- Garage / Parking structures on southern edge of site to mitigate noise.



CONCEPTS WITH PARTIAL PRESERVATION OF JDY BUILDING

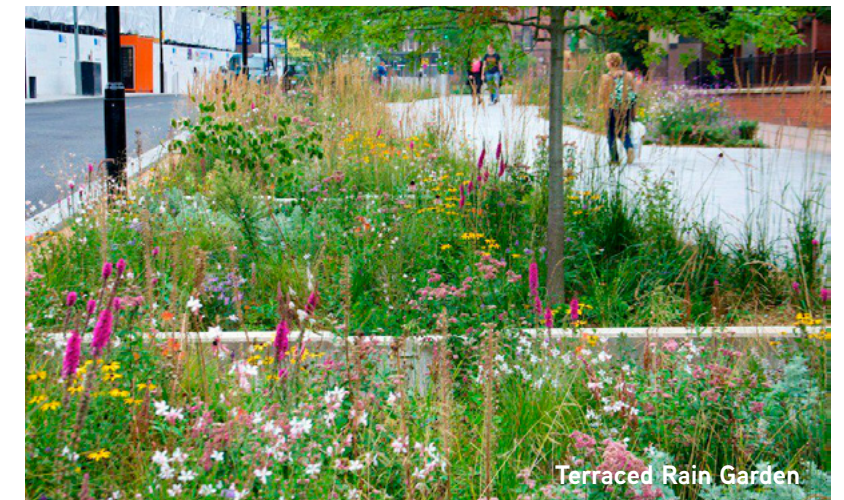


LOW DEVELOPMENT INTENSITY | PARTIAL PRESERVATION OF JDY

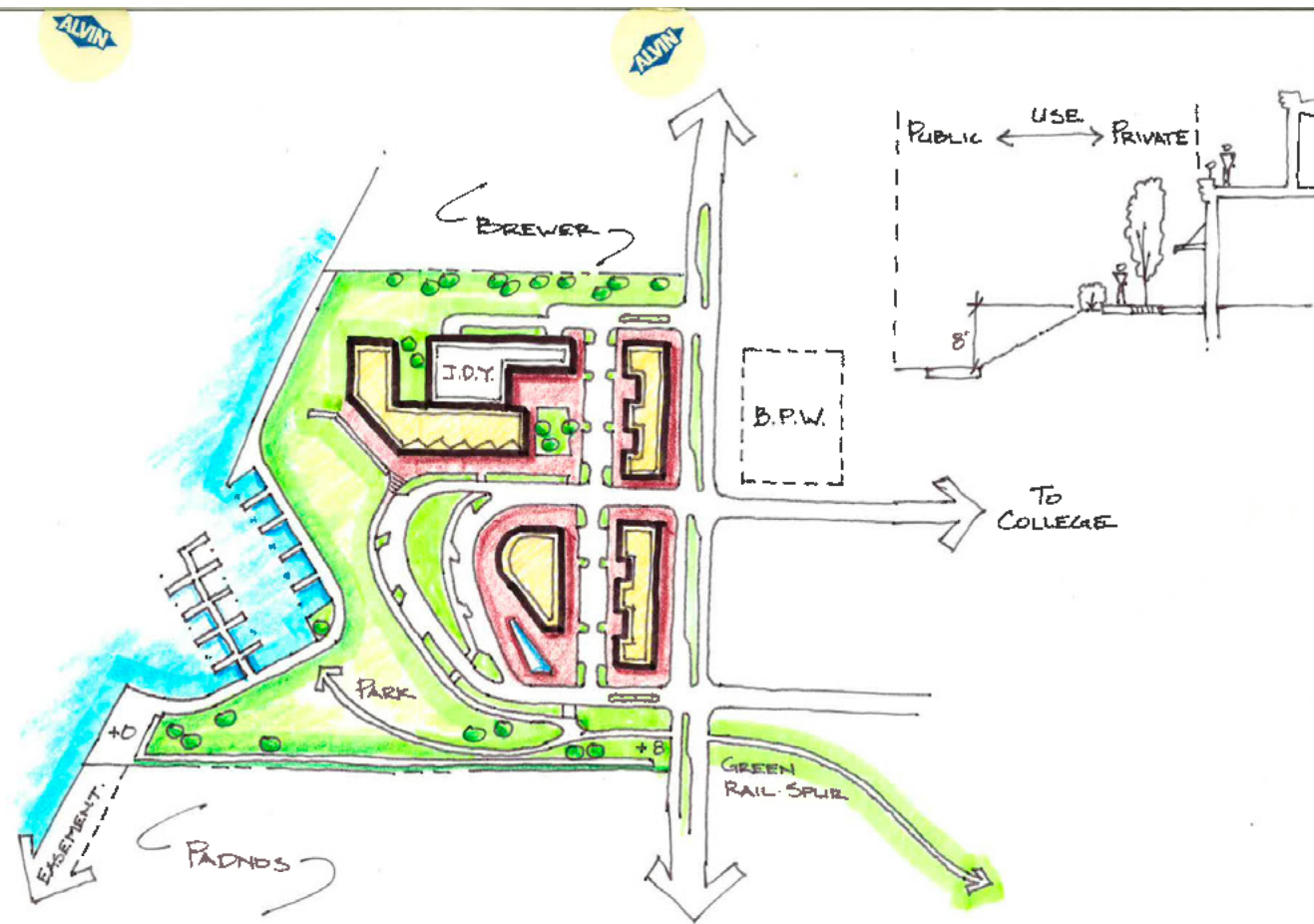


CONCEPT #6

- JDY Plant is partially retained as a civic amenity with mixed, public programming (e.g. Great Lakes Conservation Museum / Institute).
- Transverse building section is emphasized to highlight architectural and mechanical features; stacks are placed as visual landmarks.
- Contemporary buildings for events space, dining, offices, mirrored along a linear park.
- Public plaza, amphitheatre, floating pavilion, and waterfront promenade to encourage public access to the water.
- Bridge linking Holland Charter Township with site for enhanced connectivity.
- Highly landscaped setting blending blue (water) and green features, including a terraced rain garden, water filtration wetlands, and a series of park-like berms.



MED DEVELOPMENT INTENSITY | PARTIAL PRESERVATION OF JDY

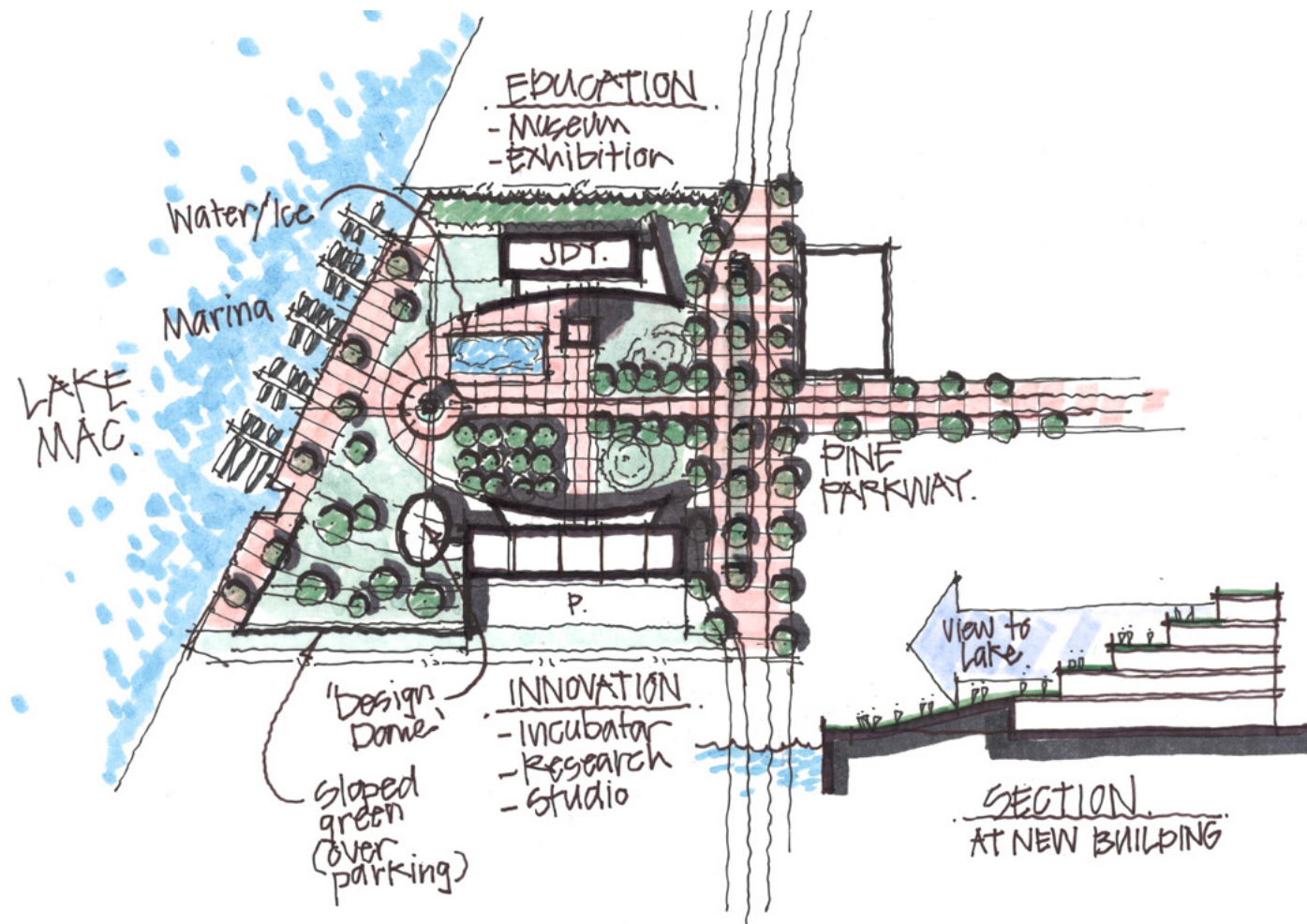


CONCEPT #7

- JDY is partially retained with a new contemporary addition for mixture of uses (programming TBD).
- Creation of a public park setting with municipal marina and waterfront promenade recalling the community-oriented spirit of Kollen Park. This ensures public access to the water, welcomes diverse use(r)s, and supports adaptability over time to new or seasonal programming (alignment with guiding principles).
- North and south edges of the site are buffered with landscaping, and include the conversion of former rail spur to a green trail.
- Vehicular access to the site primarily through 2nd, 3rd, and 4th Streets.
- Walkable, mixed-use, urban blocks for new development fronting Pine Ave and the water.
- Strong axial connection to North Downtown along 3rd Street.



MED DEVELOPMENT INTENSITY | PARTIAL PRESERVATION OF JDY



CONCEPT #8

- JDY Plant is partially retained with contemporary modifications as a civic amenity (museum and exhibition under broader educational theme).
- JDY Plant is mirrored by a new building to set up a strong North-South dialogue between both buildings.
- New building includes sloped green over parking and terracing (see section) to maximize views to the water.
- New building might support local innovation and creative work through business incubators, research facilities, and studio space.
- Strong axial connection to North Downtown along 3rd Street.
- Key intersection at 3rd/Pine articulated with short section of parkway.
- Public plaza with elliptical quad featuring a bosque of trees, water/ice feature, and public art at western terminus.
- Municipal boat slips line seawall and help activate waterfront promenade.



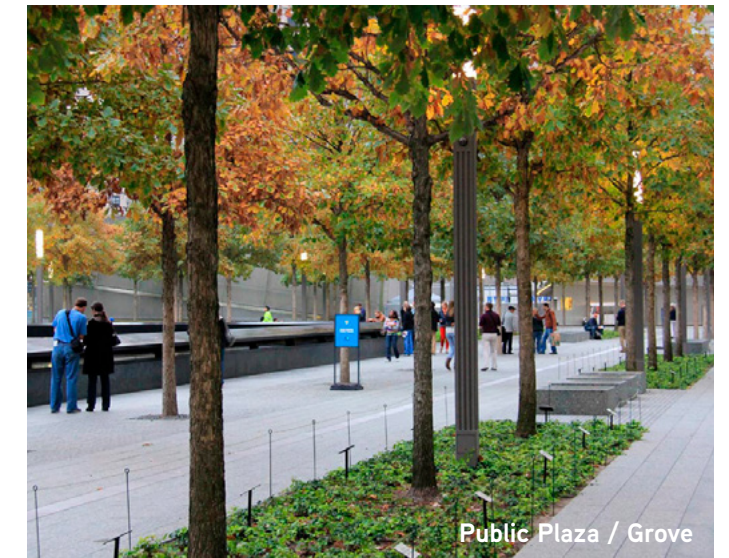
Marina



Museum / Education / Exhibition



Museum



Public Plaza / Grove

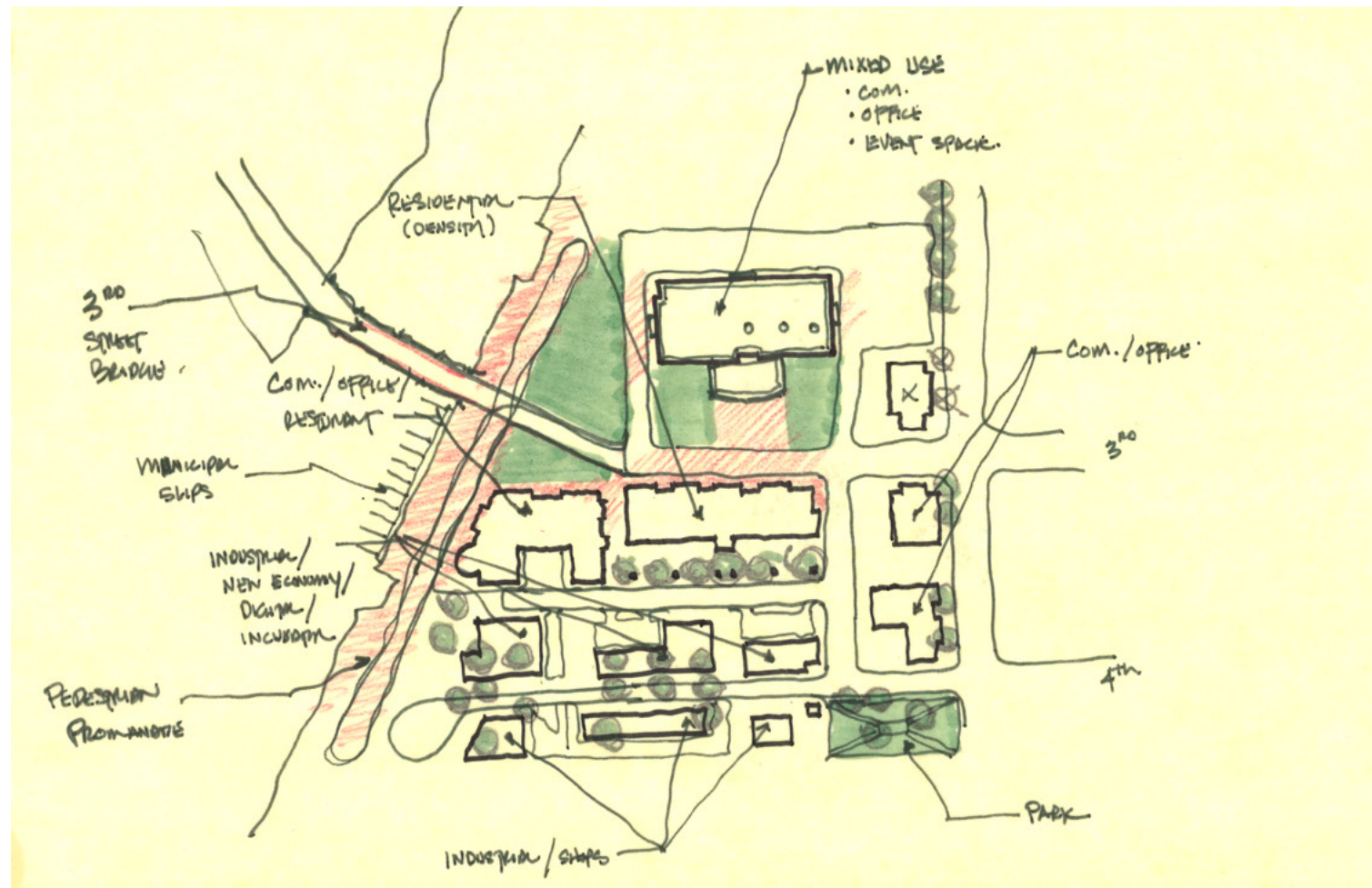


Green Design Dome



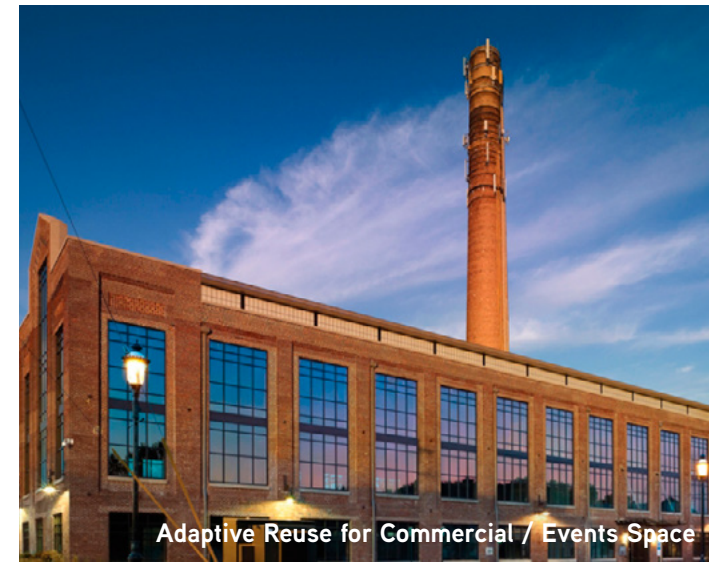
Innovation Space / Studios

HIGH DEVELOPMENT INTENSITY | PARTIAL PRESERVATION OF JDY



CONCEPT #9

- JDY is partially retained and adapted for mixed use (commercial, office, event space) and surrounded by a landscaped public plaza and green.
- Strong axial connection to North Downtown along 3rd Street.
- Area south of 3rd Street is redeveloped into walkable, mixed-use urban blocks supporting residential, waterfront dining, new economy / digital / incubator space, and light industries.
- JDY is mirrored by new housing of similar length to “contain” the plaza.
- Southern edge is buffered by a park and other industrial uses as a gradual transition from the heavy industrial activities in the scrapyard.
- Waterfront is activated by a pedestrian promenade, municipal boat slips, and dining/entertainment programming.
- Bridge linking Holland Charter Township with site for enhanced connectivity.



Adaptive Reuse for Commercial / Events Space



Events Space



Municipal Marina and Pedestrian Promenade



Light Industrial Manufacturing



Waterfront Dining



Housing

CONCEPTS WITH NO PRESERVATION OF JDY BUILDING

FULL JDY



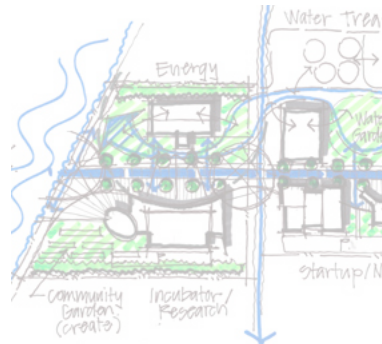
Concept #1



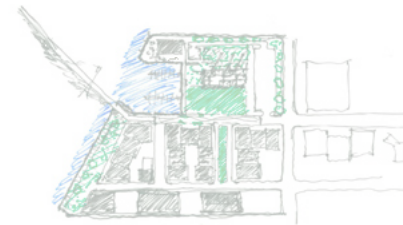
Concept #2



Concept #3



Concept #4



Concept #5

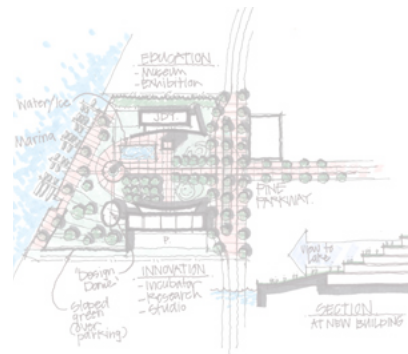
PARTIAL JDY



Concept #6



Concept #7



Concept #8



Concept #9

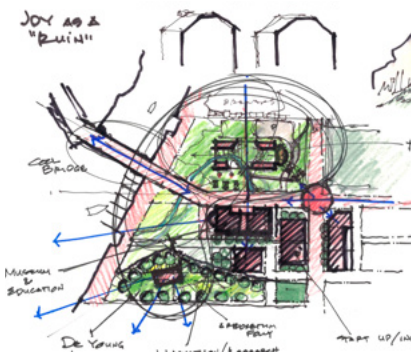
NO JDY



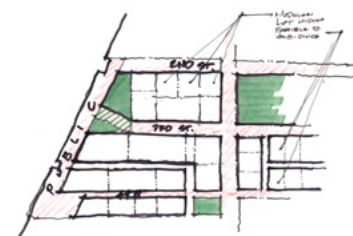
Concept #10



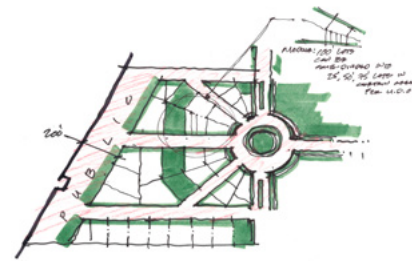
Concept #11



Concept #12



Concept #13



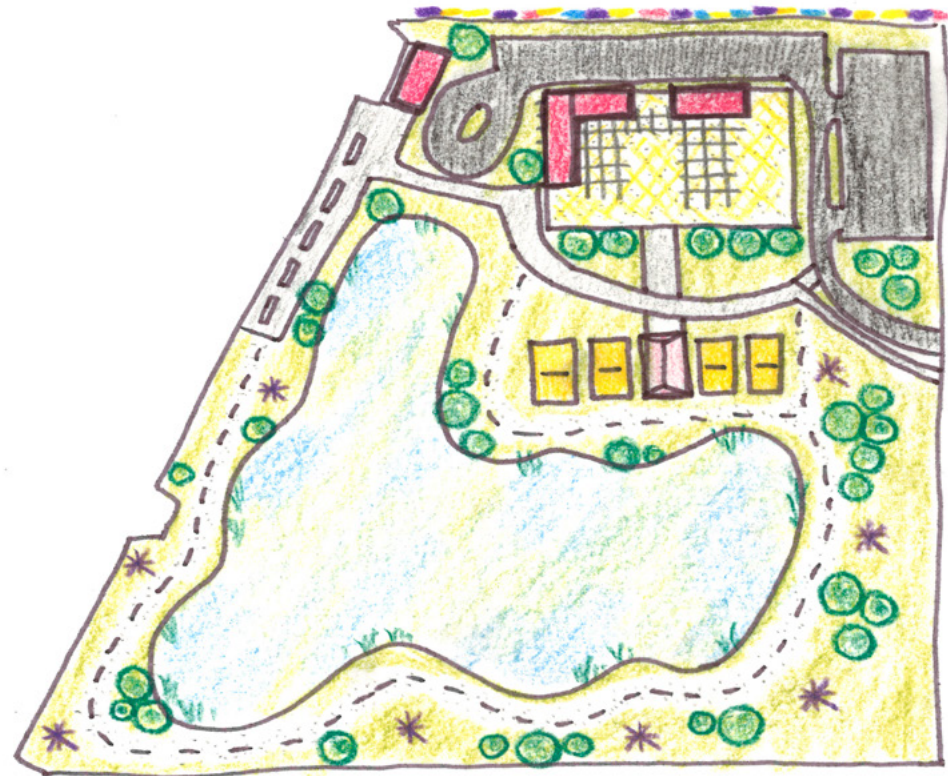
Concept #14

LOW DEVELOPMENT INTENSITY

MEDIUM DEVELOPMENT INTENSITY

HIGH DEVELOPMENT INTENSITY

LOW DEVELOPMENT INTENSITY | NO PRESERVATION OF JDY



CONCEPT #10

- An “adaptable and evolving place” – a variety of low-cost, publicly-accessible amenities that can stand on their own but also be a testing ground for programming that could stay at this location or move elsewhere in the City as new uses for this site emerge over time.
- Seeks to recreate the spirit of Kollen Park by encouraging the diversity of use and users. Some examples could include: shared kitchen space for local restaurant/beverage start-ups; public art installations (sculpture spaces, murals); annual food and art contests/fairs.
- Could leave a few small sections of the building (selected steel structure, brick walls, and/or equipment) to give the site a sense of place/identity
- Allows the wetland area to remain for the short term (at least) to provide habitat, visual interest, and ecosystem services for the site. This area could still be in play for a future land swap.



Waterfront Promenade



Skate Rentals / (Artificial) Skating Rink



Beach Volleyball Courts



Pop Up Events / Brewery



Food Trucks



Wetland Park

LOW DEVELOPMENT INTENSITY | NO PRESERVATION OF JDY



CONCEPT #11

- Demolition of JDY but preservation of foundational footprint and stacks for “historic recall” of the former power plant. This is adapted into a post-industrial landscape / public space integrating plazas, amphitheatres, canopy / event space, a network of green swells and buffers, and a waterfront promenade.
- Southern half of the site is transformed into a shoreline arboretum complete with trails, pedestrian bridges, greenhouse, and a waterway extending westward into Lake Macatawa along 4th Street.
- Concept is intended to create a place for all reminiscent of the spirit of Kollen Park (focus on family fun, wellness, recreation, sustainability)
- Bridge linking Holland Charter Township with site for enhanced connectivity.
- Strong axial connection to North Downtown along 3rd Street.



Events Space / Office



Sculptural Recall of Power Plant



Arboretum



Public Plaza / Canopy

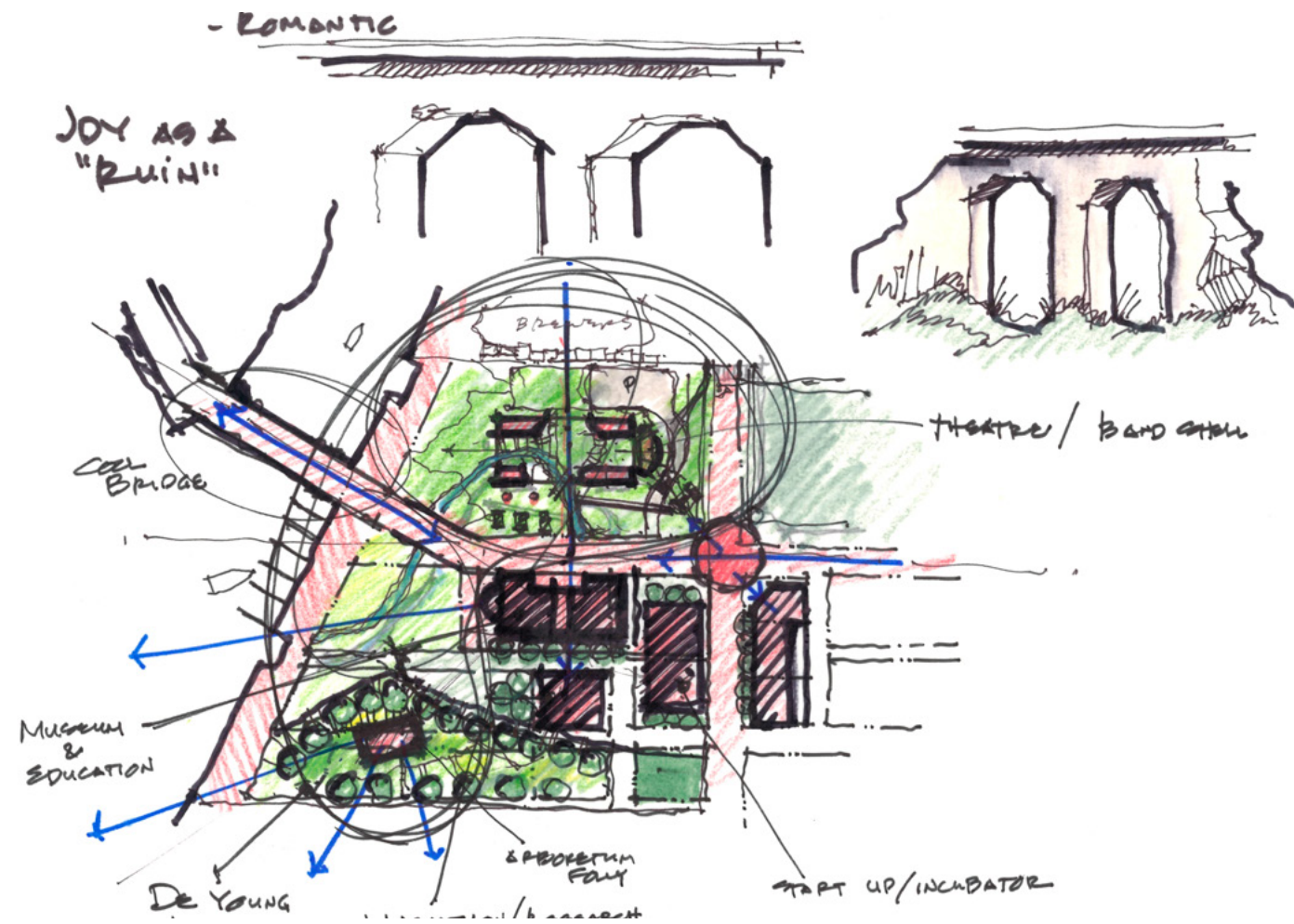


Education / Visitor Center



Greenhouse + Arboretum Waterway

MED DEVELOPMENT INTENSITY | NO PRESERVATION OF JDY



CONCEPT #12

- JDY Plant is mostly removed with visually interesting fragments (e.g. stacks, foundation piers) retained as sculptures supporting “historic recall”
- Intentional axial connection to North Downtown along 3rd Street
- Variety of mixed-used buildings with emphasis on supporting start-ups/ business incubation, innovation, research and development, and “New Economy” tech. firms, all to complement the industrial neighbors
- Elevated “plinth” south of buildings with landscaped top serves as a small arboretum and helps mitigate the scrapyard noise.
- Small drainage creek meandering through site and ruins.
- Bridge linking Holland Charter Township with site for enhanced connectivity.
- Public easement along water and municipal boat slips addresses public desire for access to water in different forms.



Post-Industrial Landscapes / Green



Boat Slips



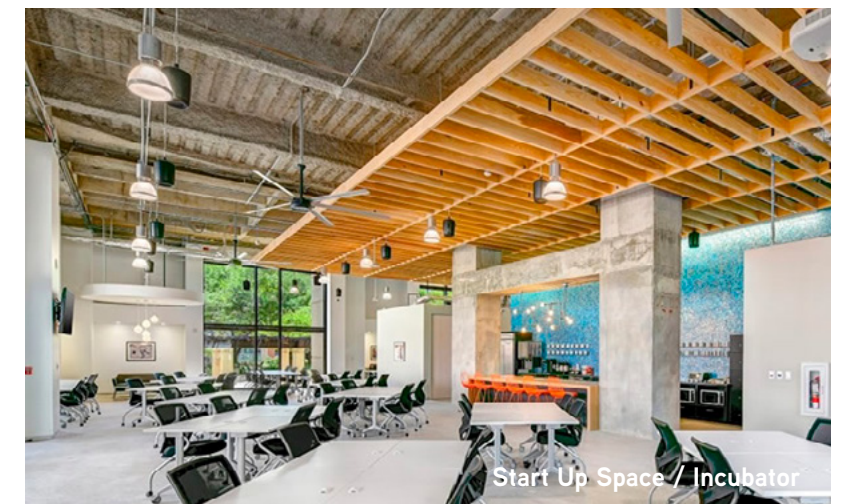
Theatre / Bandshell



Museum / Education

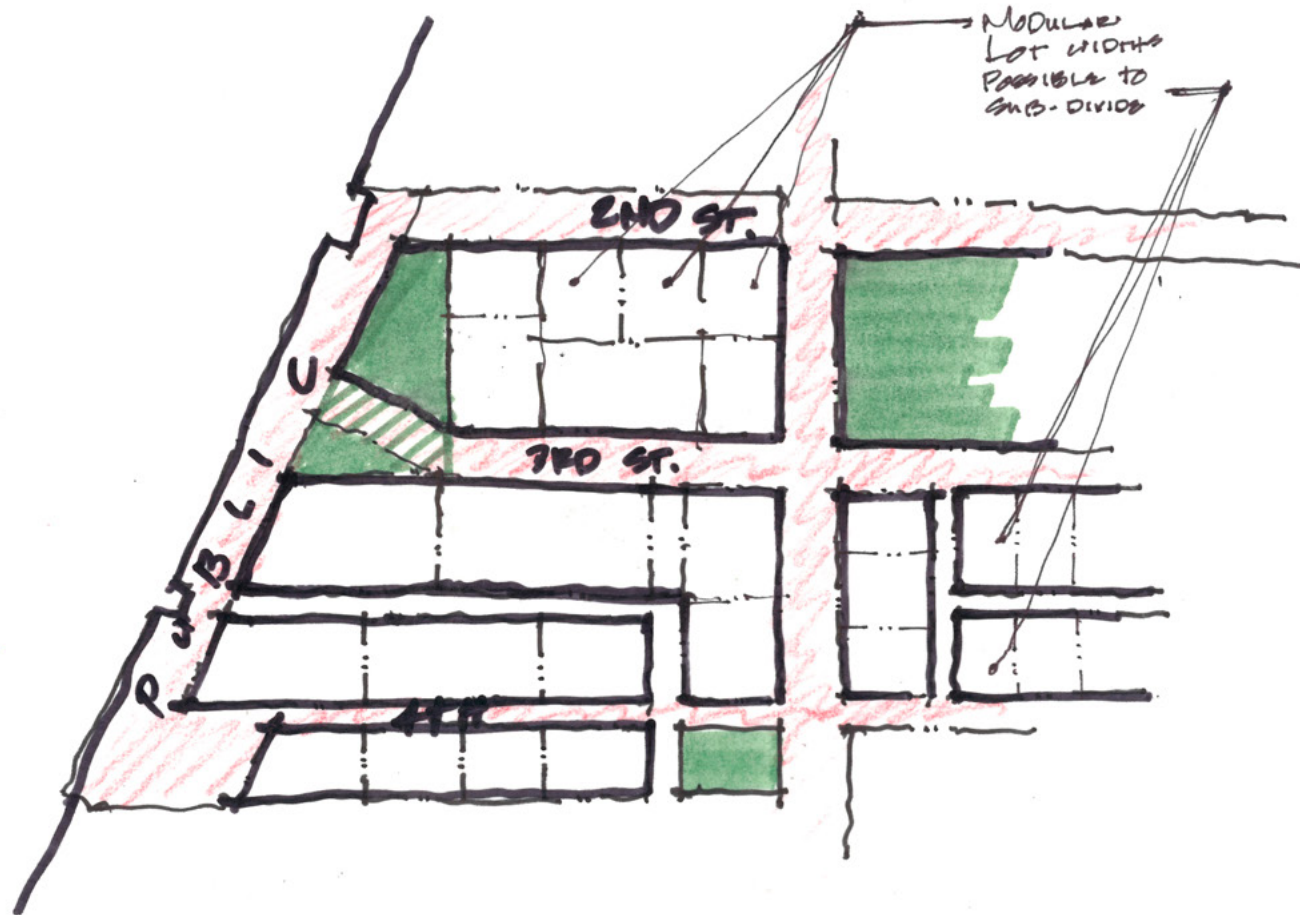


Arboretum



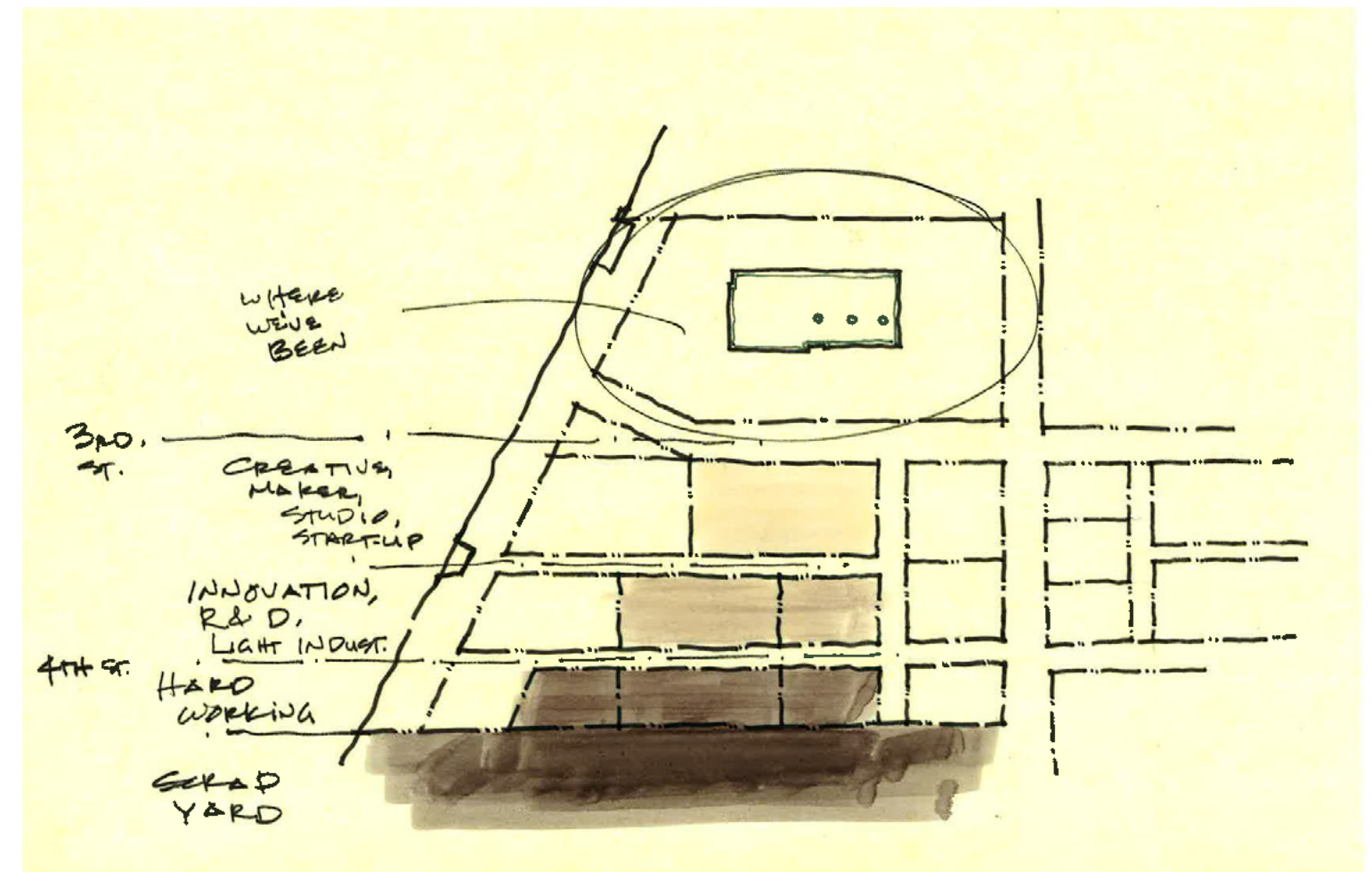
Start Up Space / Incubator

HIGH DEVELOPMENT INTENSITY | NO PRESERVATION OF JDY



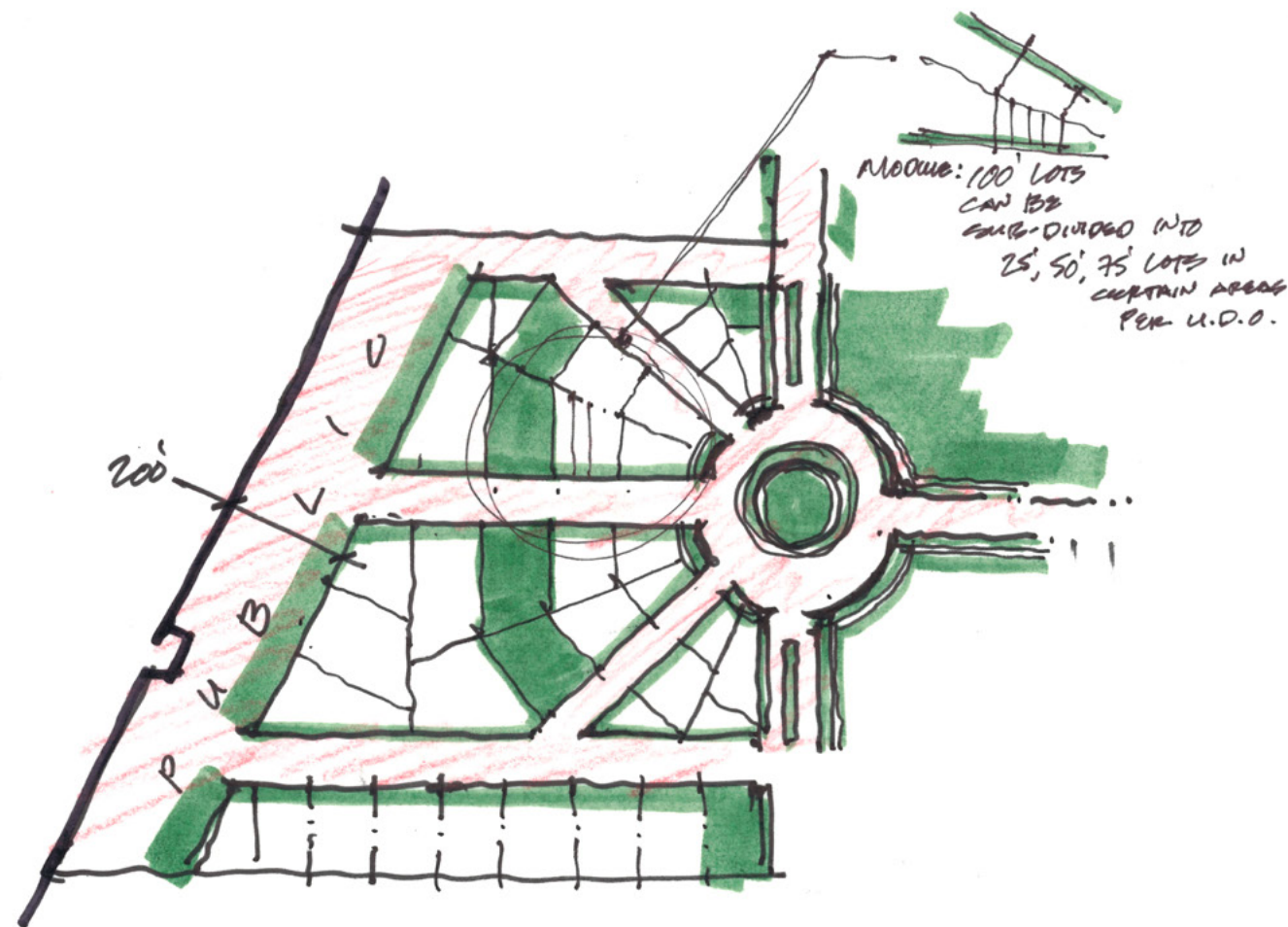
CONCEPT #13

- JDY Plant is fully removed and former building location is broken into several parcels comprising an urban block between 2nd and 3rd Streets.
- A fully platted block with internal alley system is placed between 3rd and 4th Streets. This block is mirrored about Pine Ave. by another new block on current city-owned property.
- A small row of parcels is located south of 4th Street at the site's southern boundary.
- Parcel size tends to increase towards the center of the site, with the largest parcel located mid-block on the south side of 3rd St. This large parcel could support a civic or public use. Smaller parcels tend to reflect the scale of Holland's urban core and support incremental development.



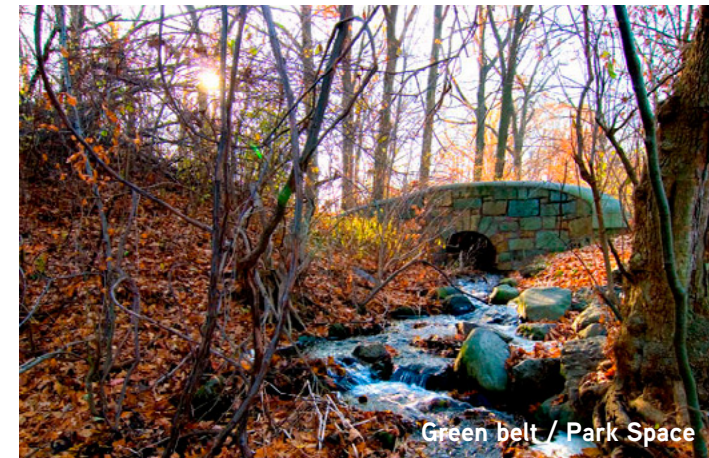
- Streets, plazas, and promenades shaded in red denote the Public Realm, spatially defined by buildings.
- Public greens and open space are set aside in platting to ensure that even in a high-density build-out scenario, the Waterfront Holland Vision and Guiding Principles are used for placemaking and the public good.
- Each row of parcels moving from the south edge of the site to 3rd street could help facilitate a graduate transition or "stepping down" of industrial intensity, so that the site retains some working use, but also seeks urban activation for public habitation, recreation, and use, as well as waterfront use.

HIGH DEVELOPMENT INTENSITY | NO PRESERVATION OF JDY



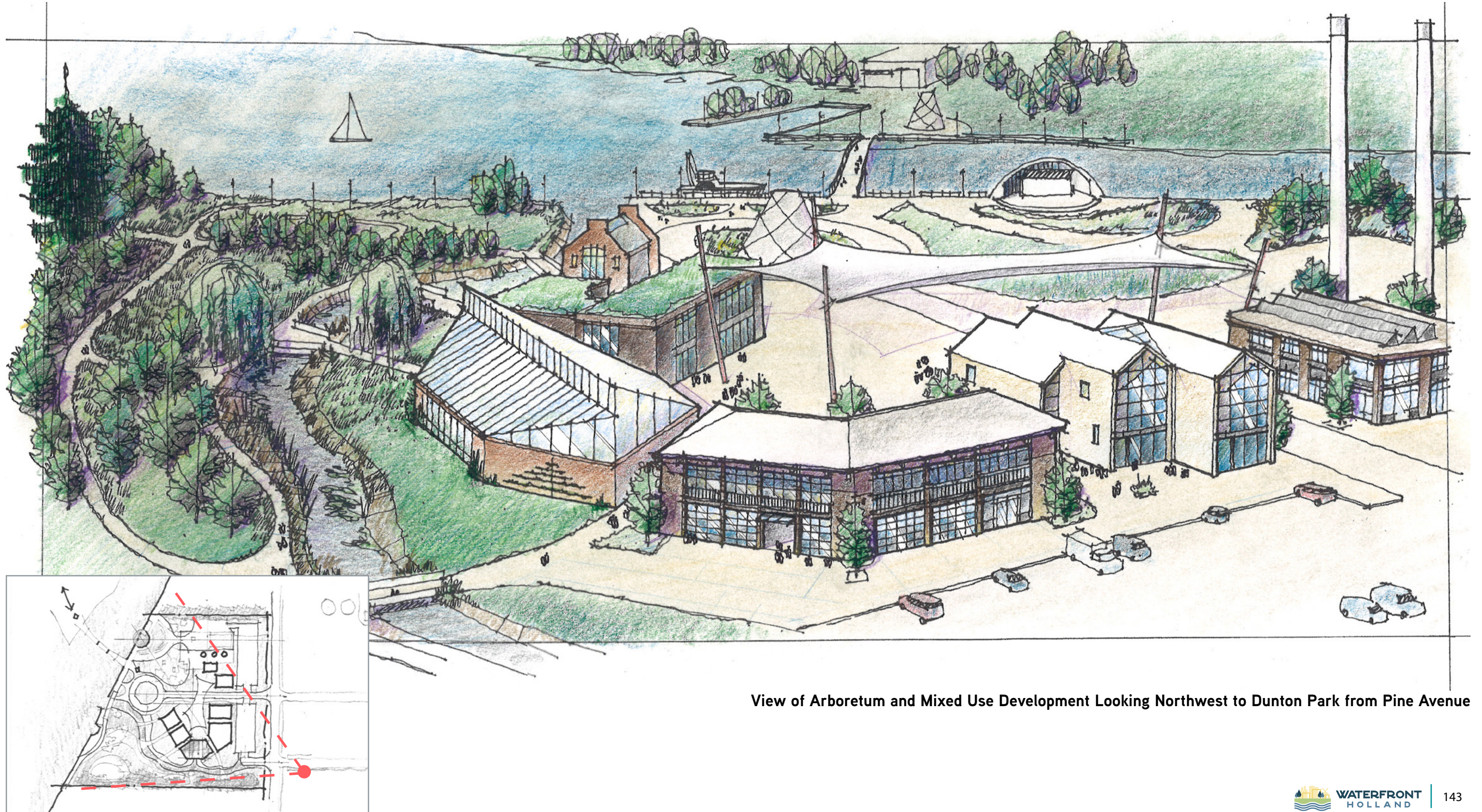
CONCEPT #14

- A traffic circle serves as a hub to the site's new radial street plan. It also marks the importance of the Pine Ave. / 3rd St. intersection as a key node.
- Pine Ave. is articulated with a landscaped median facilitating a park-like setting within the thoroughfare.
- A 200' public easement lines the water's edge to align with Waterfront Holland Vision and Guiding Principles.
- A public green belt splits urban blocks and loosely follows the radial plan's arc. This green space supports a balance between built and natural acreage within the site and privileges the Public Realm.



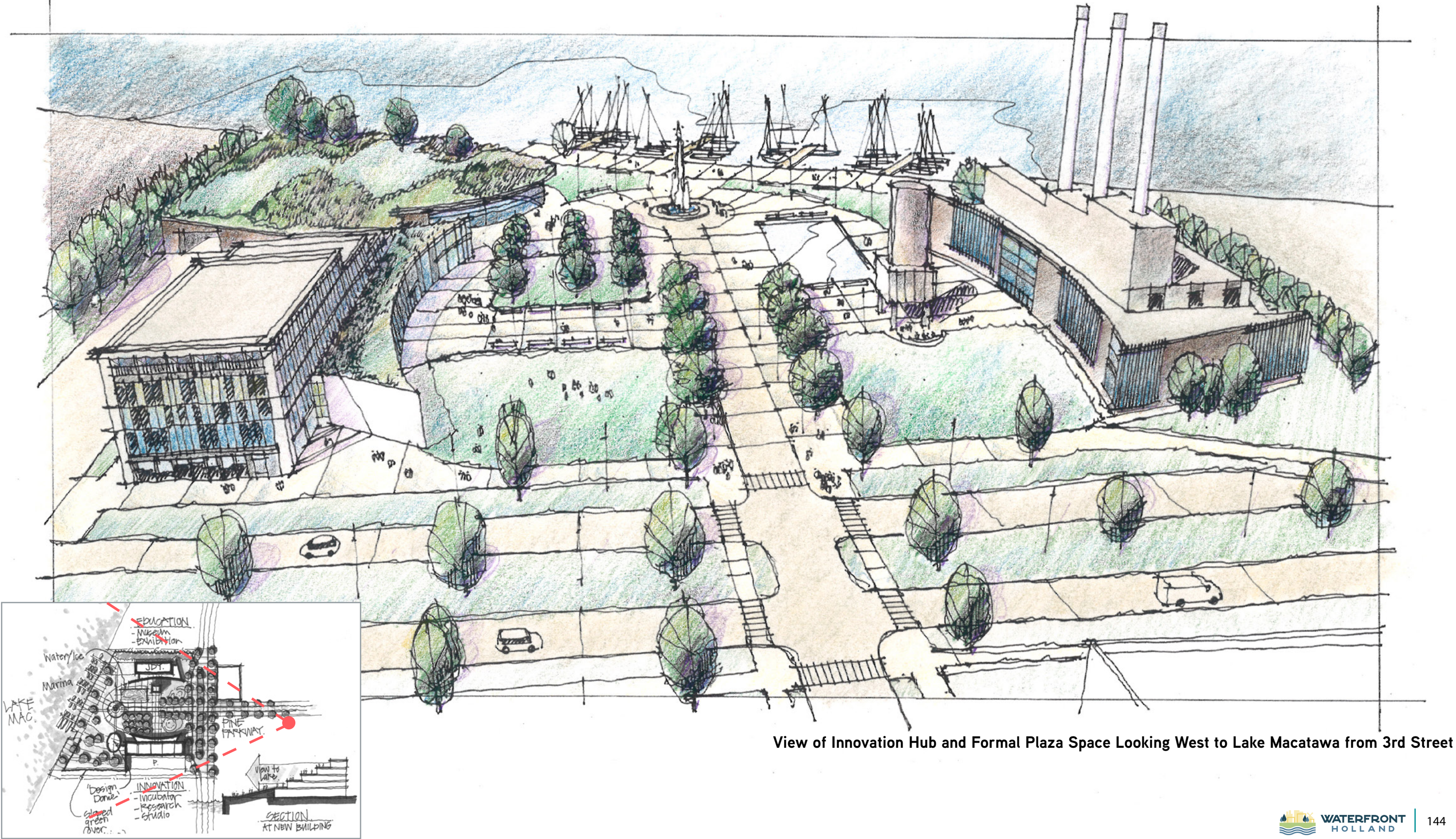
- A small row of parcels are located south of 4th Street at the site's southern boundary. This row could contain buildings which buffer the scrapyard's presence to the south.
- Parcel size tends to reflect a 100' wide module and can sub-divide into 25', 50', or 75' wide parcels to match Holland's current built fabric.
- Streets, plazas, and promendes shaded in red denote the public realm and are shown with green lining to emphasize the requirement for a landscaped "complete streets" program
- Public greens and open space are set aside in platting to ensure that even in a high-density build-out scenario, Waterfront Holland Vision and Guiding Principles are used for placemaking and the public good.

PERSPECTIVE: LOW DEVT INTENSITY | NO PRESERVATION



View of Arboretum and Mixed Use Development Looking Northwest to Dunton Park from Pine Avenue

PERSPECTIVE: MED DEVT INTENSITY | PARTIAL PRESERVATION



View of Innovation Hub and Formal Plaza Space Looking West to Lake Macatawa from 3rd Street

PERSPECTIVE: HIGH DEVT INTENSITY | FULL PRESERVATION



View of Conserved JDY Building and Mixed Use Development Looking Southeast from Dunton Park

JDY OVERALL COMMUNITY IMPACT CONSIDERATIONS

OVERALL COMMUNITY IMPACTS FROM THREE EMERGENT DISTRICTS

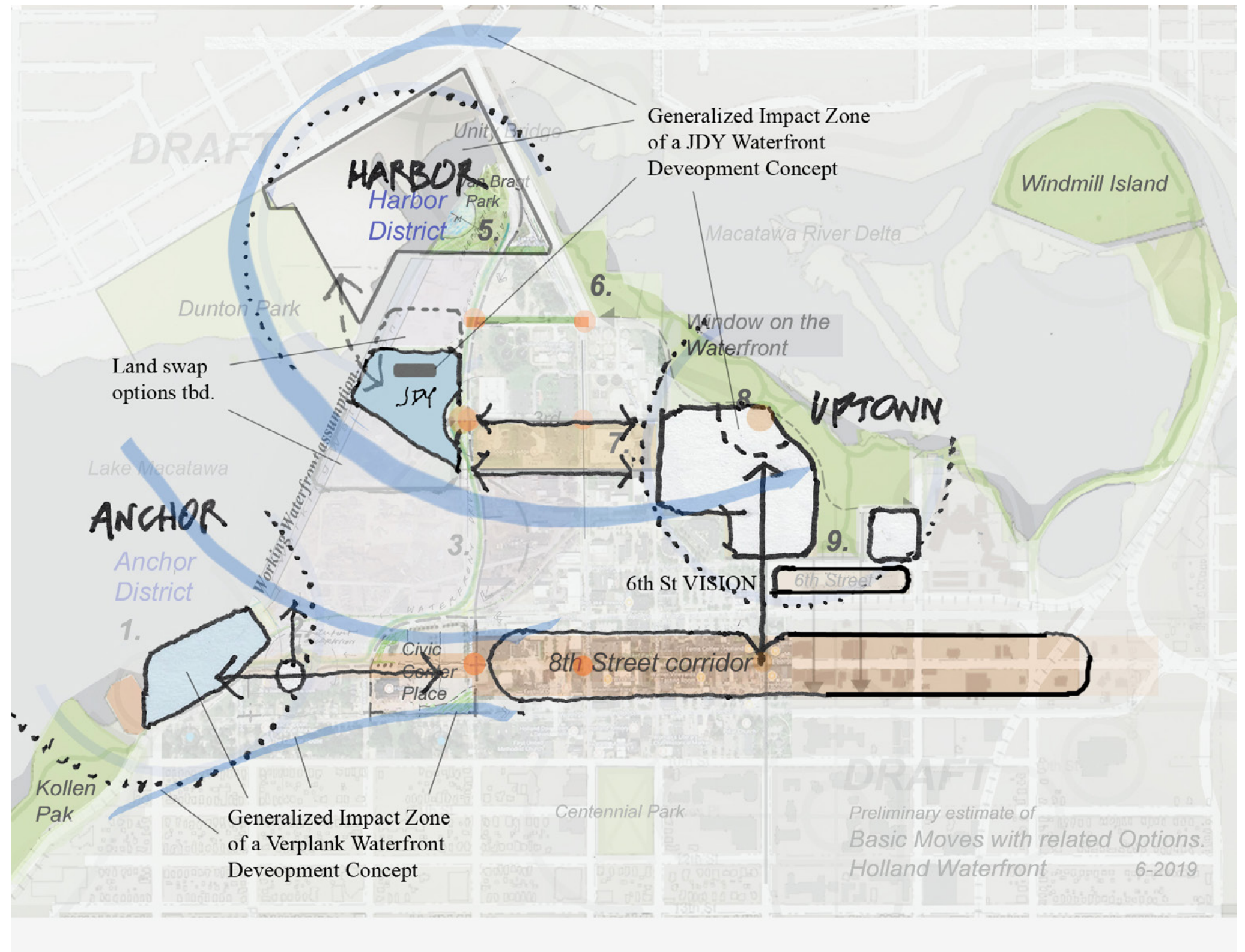
Prior to the internal study / mini charrette, design explorations in May 2019 charrette affirmed the potential formation of three distinct districts along Holland's waterfront:

- The Harbor District encompassing the James De Young Power Plant site and areas north of it, including the former Pfizer site in Holland Charter Township.
- The Anchor District at the current VerPlank Dock site, and
- The Uptown District that extends north of 6th Street into Window-on-the-Waterfront and west to Central Ave.

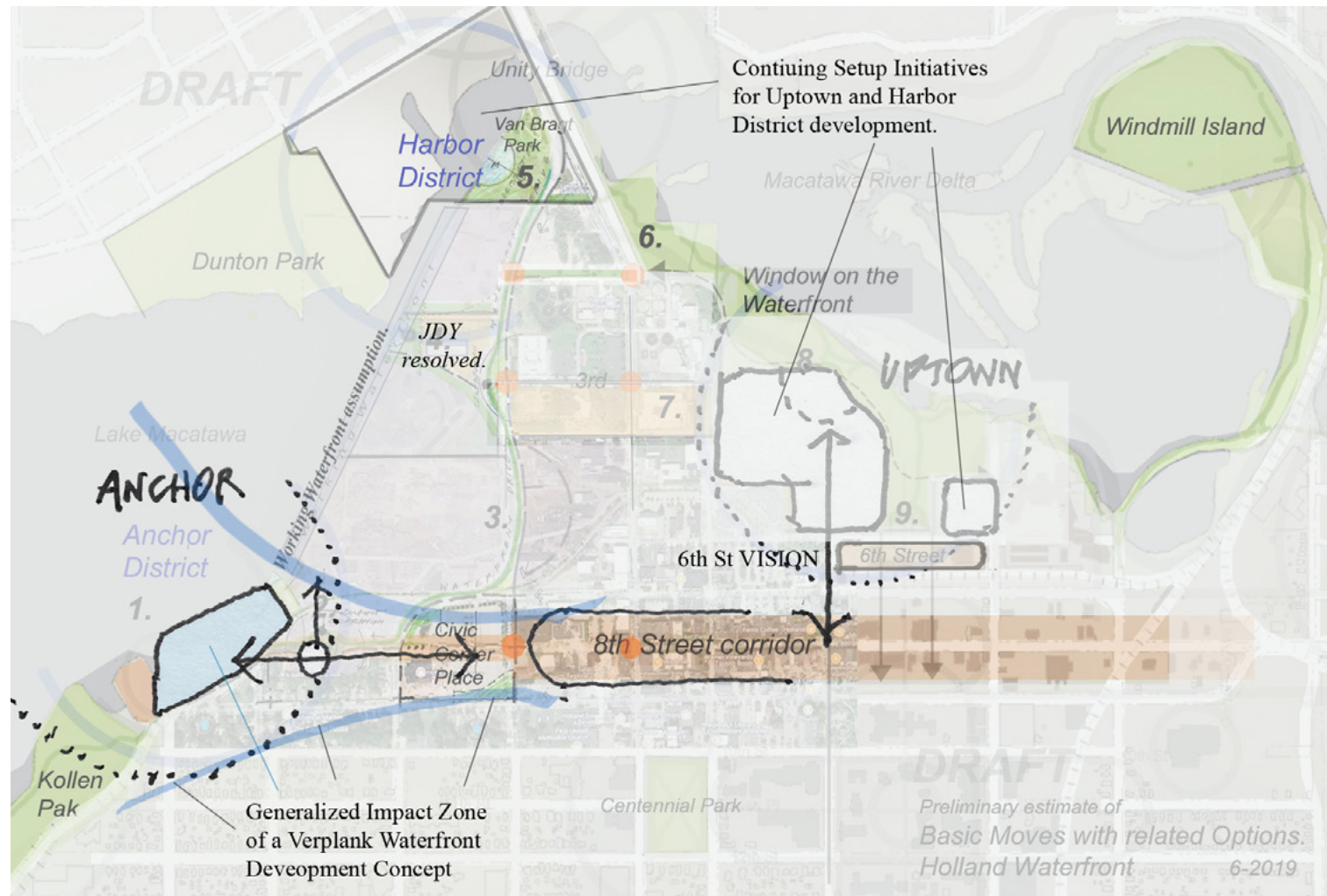
All three districts present considerable development opportunities for the City in the long term that would require patient capital and an incrementalism to eventual build out.

Development of the three districts is unlikely to occur all at once. Hence, the timing of the next steps and the degree to which enabling initiatives can be seeded for each of these sites will vary.

The diagram on the right is an overview of how all three districts relate to and impact their surroundings.



JDY COMMUNITY IMPACT CONSIDERATIONS



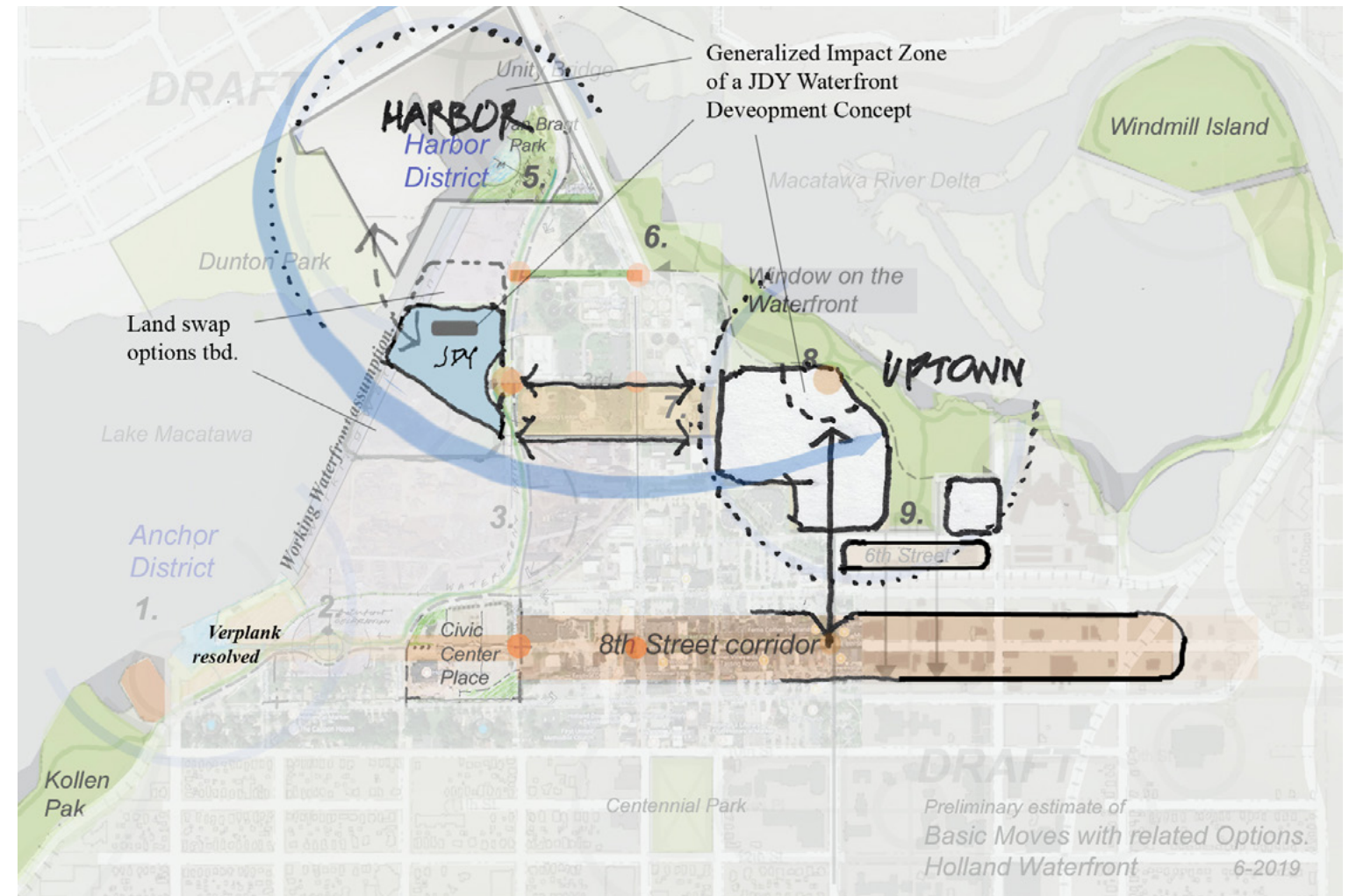
TWO APPROACHES TO THE JAMES DE YOUNG SITE

There appears to be two different approaches to the JDY site:

- One is to use JDY as an alternate site for VerPlank operations, freeing up the site for forming the Anchor District (leaving JDY with a smaller footprint on the water or none at all depending on potential swap negotiations), OR
- Second is to assume that a full-site JDY development best fits the Vision, its related Principles and proves to be financially sound.

Based on this preliminary graphic comparison, it appears that

- **developments in and around the VerPlank site are critical in shaping the City's western gateway. Any potential development there would need to be a thoughtful fit for the relatively mature and stable fabric of Kollen Park to the west, the historic district to the south, and the 8th Street corridor to the east.**



- **a full-site development for JDY would begin to form the Harbor District, and could have more extensive community impact** (new shore line, connections to the northwest and creating new synergies with Holland Charter Township, and connections east to the Uptown District).

Contrary to the seeming contextual “challenges” of the JDY site, conceptual explorations over the three charrettes have raised the **awareness that the JDY site itself holds tremendous value and opportunity** comparable or perhaps even exceeding that of the VerPlank site / Anchor District development plan (with JDY site land swap option tbd).

As such, among the early priorities is to make sure the **SIGNIFICANT VALUE** of a full-site JDY development plan is defined.

JDY FURTHER STUDY TAKEAWAYS



View of JDY Power Plant Looking Northwest to the Pfizer Property, 2018

- The basic thrust of design solutions presented here is to **create the opportunities and potential for redeveloping the full site of the James De Young Power Plant**, if such a direction is desired by the City of Holland and the Holland Board of Public Works.
- To **encourage the public-private partnership** that has defined Holland’s development approach, it is clear that the **City / BPW’s role would be to define and shape the “setting” to enable private investment**. These “setting” elements include:
 - Street network, parcels, and utilities,
 - Landscaping / Design for public amenities (parks, plazas, waterfront promenade).
- The James De Young Power Plant site can **build on the legacy of a shared environmental ethic for long-term stewardship** or through existing initiatives such as the Macatawa Greenway and Project Clarity that elevate the importance of both land (green) and blue (water) in the community. The site calls for this as a central theme in potential redevelopments.
- The future of the James De Young Power Plant represents an insertion of the urban **into the natural**. It can, like the Holland Energy Park, **symbolize the community’s commitment to quality and innovation** in every regard -- development approach, programming, design, funding, and sustainability.
- The range of scenarios explored in this mini charrette (development intensities and whether to keep the JDY building) also reinforce the understanding that **any potential (re)development at the James De Young power plant site should complement surrounding strengths and activities**.
 - Leverage the SmartZone opportunities and the operations of the MSU Bioeconomy Institute,
 - Create synergies with redevelopment directions at the Pfizer site,
 - Enhance and protect the Macatawa watershed,
 - Avoid a duplication of commercial, retail, and entertainment programming that currently anchor 8th Street while matching the quality and versatility of the building types.
- While the market analysis report suggests the viability of a partial swap with VerPlank, where the building is “mothballed” into other uses in the future and the remainder is kept industrial, this **mini charrette has explored the potential of retaining the full site for redevelopment**.



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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 for 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.
- an accompanying list of potential public sector starting points / capital investments that would provide some guidance for private sector investment,
- a list of recommendations to be pursued for the James De Young Power Plant site,
- potential revisions to the Downtown Holland vision framework,
- a market summary,
- a set of overarching takeaways pertaining to the broader waterfront, and
- a preliminary set of urban design considerations.

The following pages in this chapter document the above framework understandings and recommendations.

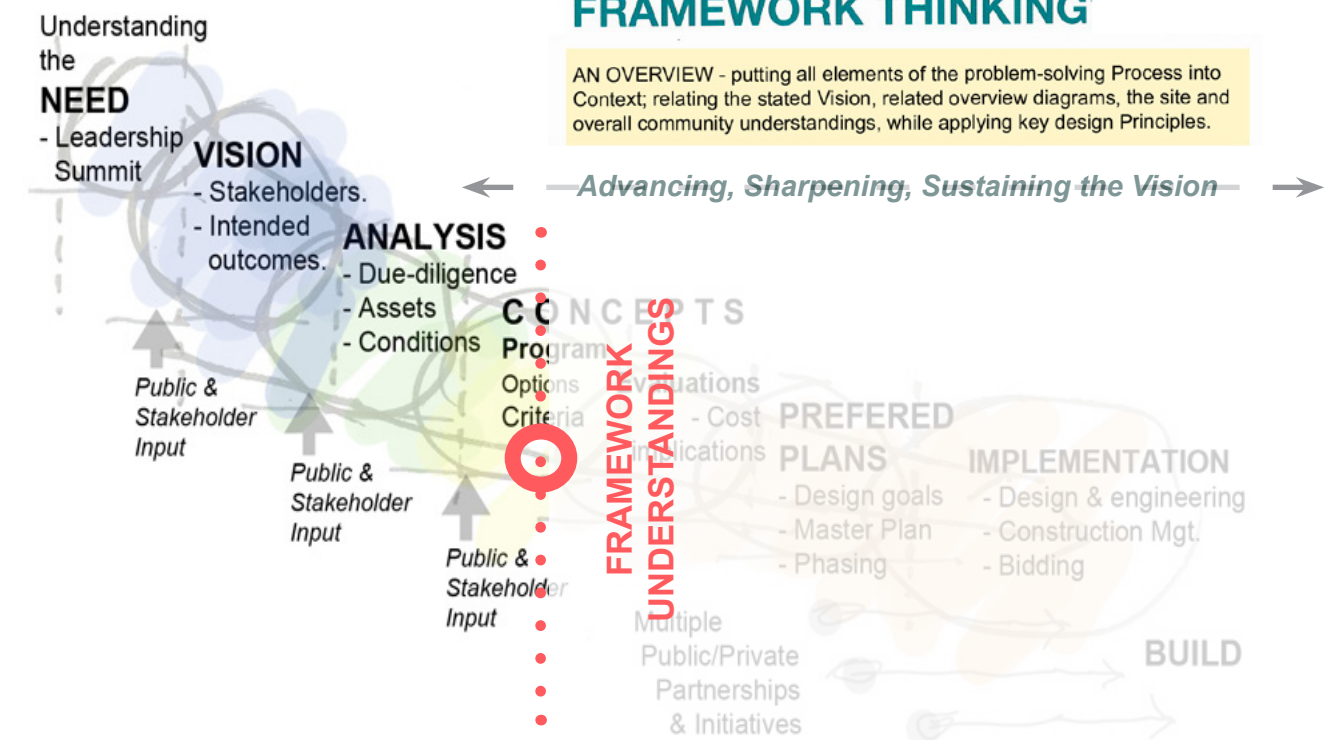
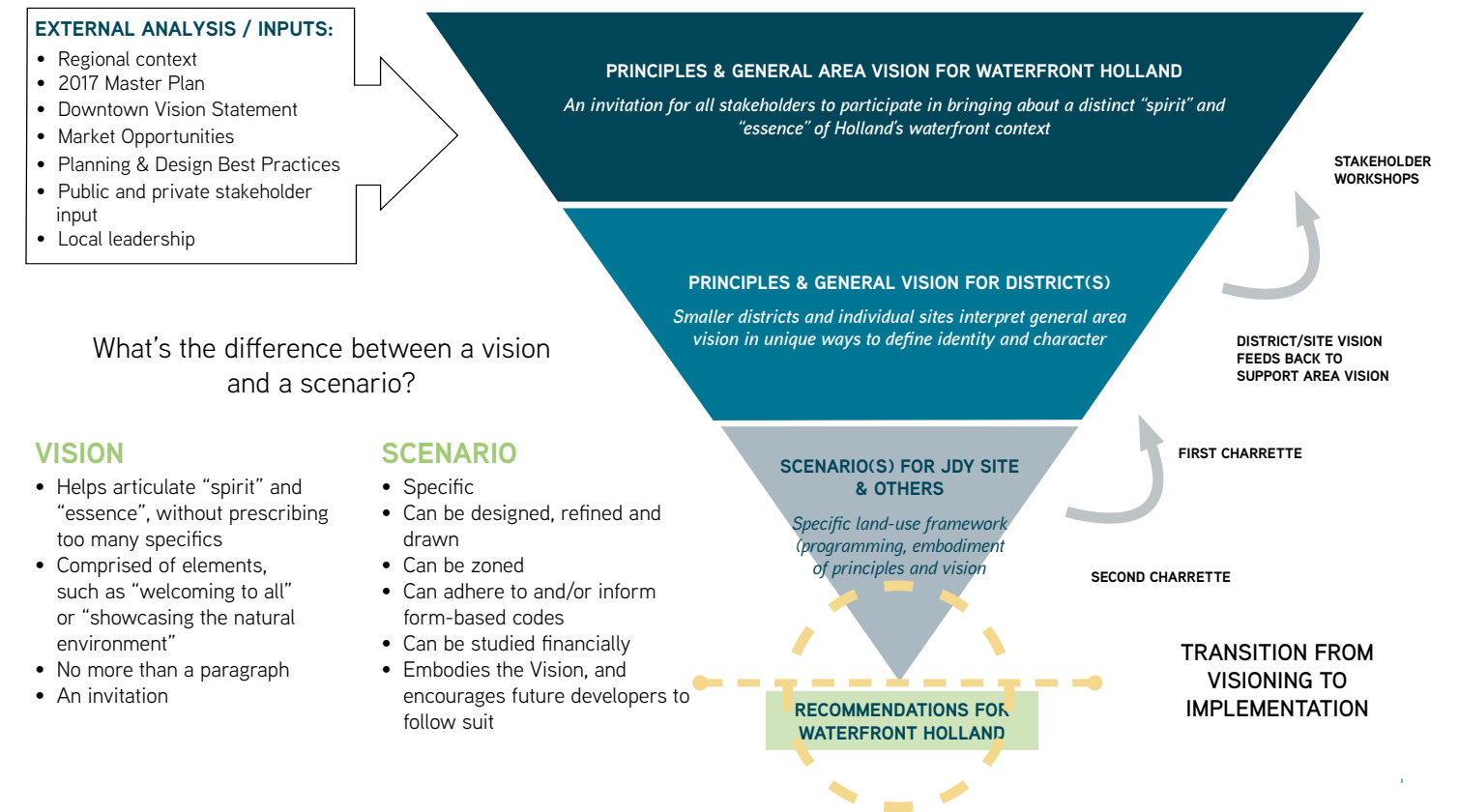
STRATEGIC PRIORITIES

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.

07 RECOMMENDATIONS FOR NEXT STEPS

OVERVIEW



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.

5. The Macatawa River narrows just west of the Unity Bridge. It suggests there is an **opportunity to 'bridge' between the City and Holland Charter Township** with coordinated water and land use functions. Accordingly there are several options noted related to the Brewer's property (in the case of a land swap), Van Bragt Park, and the Dunton Park areas.

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.

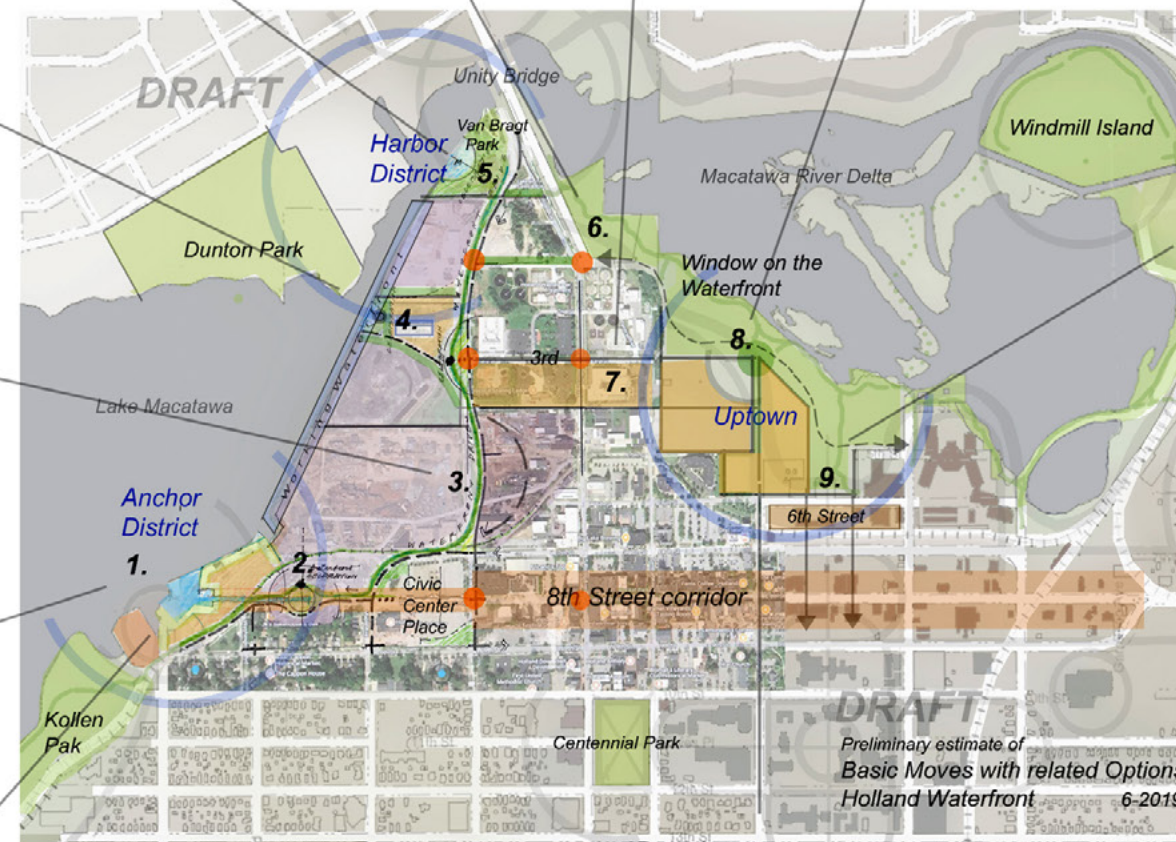
2. Opportunity - Honor and celebrate the Padnos presence in Downtown Holland.
Their administrative center with an 8th Street address might include a direct relationship with the water. Such a feature on 8th Street could strengthen the sense of Downtown Holland 'being on the water'.

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'.

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'.



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

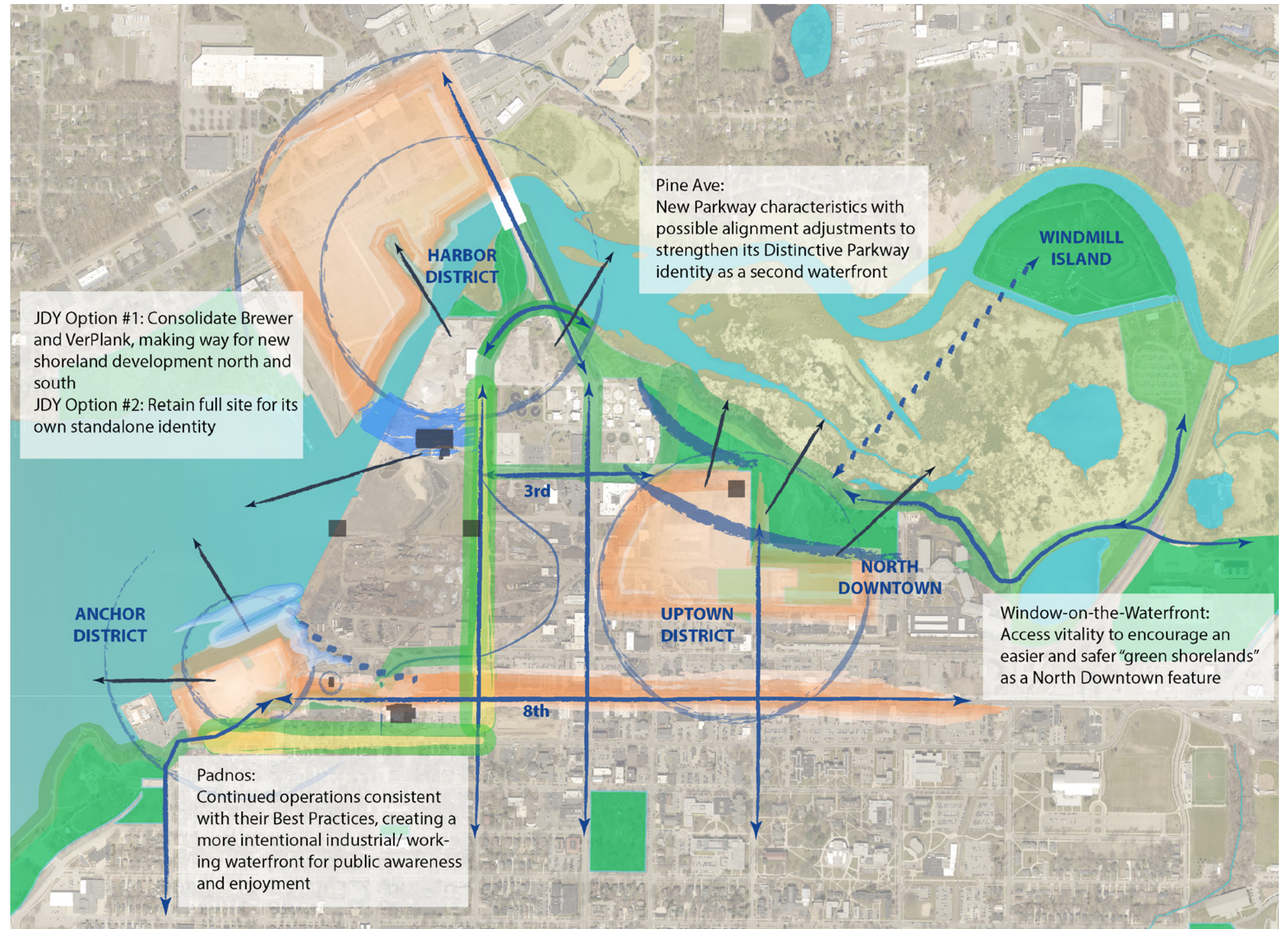
NEED for

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

POTENTIAL PUBLIC SECTOR STARTING POINTS

POTENTIAL ENABLING PUBLIC SECTOR STARTING POINTS

- **Elevate the quality of Pine Ave** into an inviting, landscaped parkway to provide a key connection between Kollen Park and Window-on-the-Waterfront
- **Improve the pedestrian and cyclist crossing** between the JDY site and Window-on-the-Waterfront
- **Extend the street grid at 3rd, 4th, and College**
- **Shape the north downtown identity through key sites**, e.g. between 3rd and 5th east of River Ave
- **Lay the beginnings for a Window-on-the-Waterfront parkway**
- **Lay the beginnings for a new anchor district at VerPlank site**
- **Shape the character** of the two urban blocks between the Civic Center and the Waterfront



RECOMMENDATIONS FOR THE JAMES DE YOUNG SITE

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RECOMMENDATIONS FOR THE JAMES DE YOUNG POWER PLANT SITE

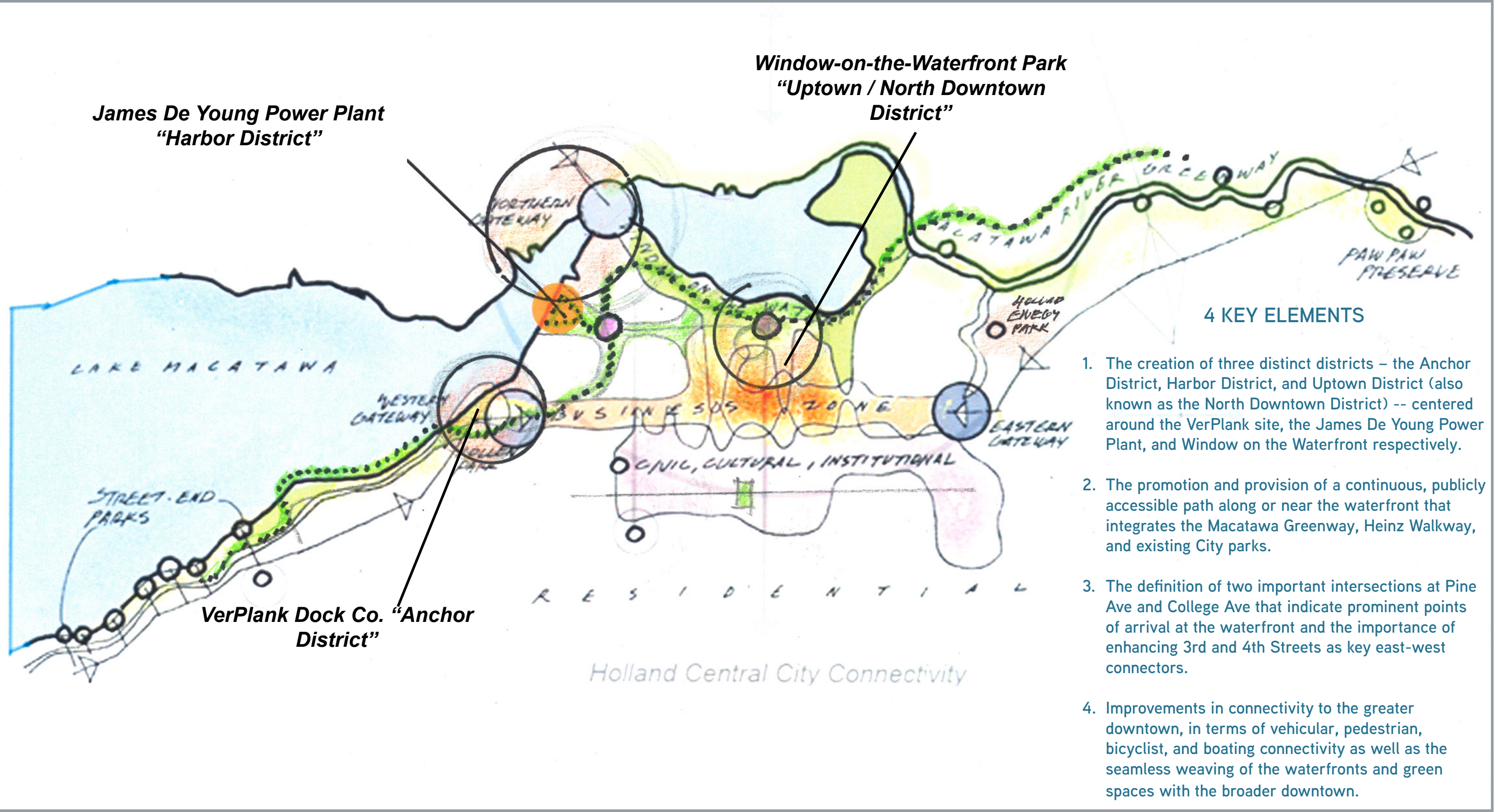
Before any potential land swaps or development directions are considered, the **Planning Working Group** has the following recommendations:

- Ensure that the **significant value of a full-site JDY development plan is defined.**
- Determine an **estimated minimum area** of the property that a potential developer would need.
- Explore **costs for the successful repurposing** of power plants.
- Explore **financing tools and mechanisms for redevelopment**, including any potential for adaptive re-use.
- **Undertake a geotechnical study** of the kinds of development could be supported on the site.
- **Assess the market / industrial interest** in innovation, incubator, and other light industrial spaces.
- Consider tactical urbanism approaches as an interim measure.
- Conduct a thorough evaluation of the sustainable return on investment and multiplier effects (physical, socio-economic, environmental) of a full-site JDY development.

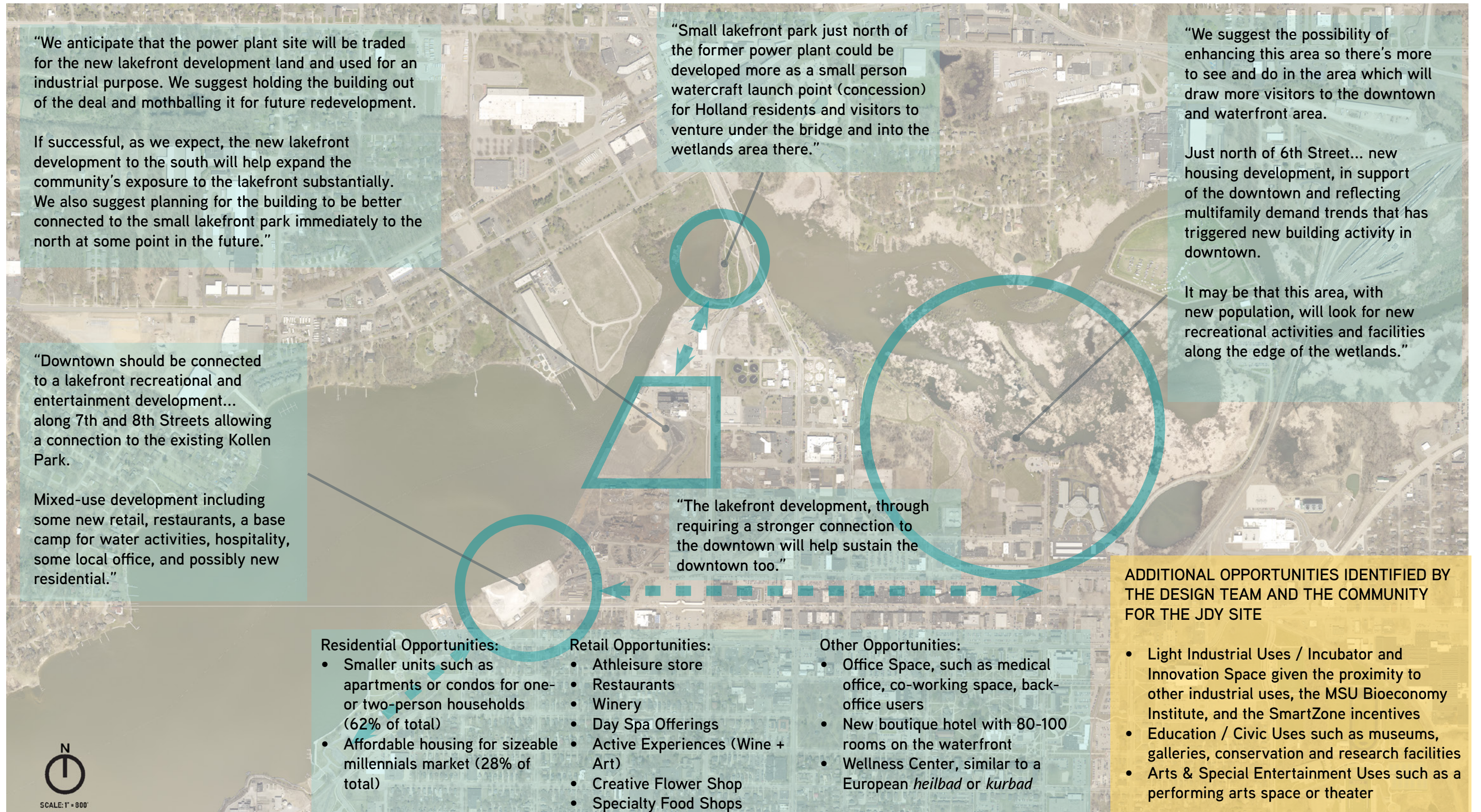


View of James De Young Power Plant Looking Southwest to Lake Macatawa, 2018

WATERFRONT HOLLAND VISION DIAGRAM

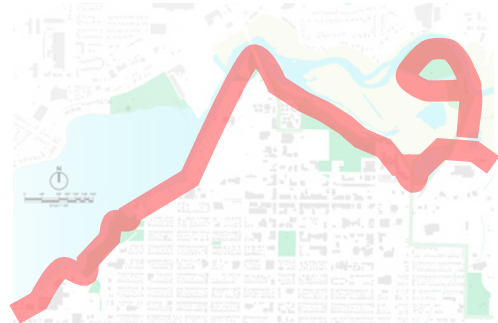


OPPORTUNITIES IDENTIFIED BY MARKET FEASIBILITY ADVISORS



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...

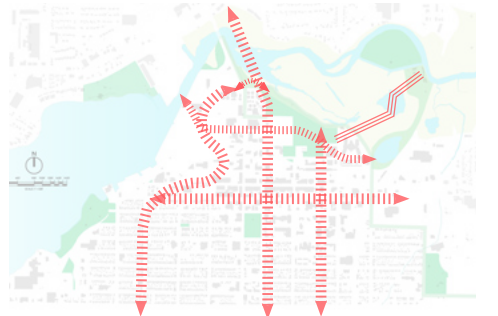
- There is **continuous public access** along the water,

PRESERVING VIEWS



- Water views abound, and

CONNECTIVITY



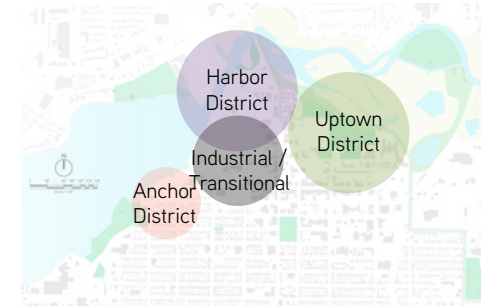
- There is **connectivity** to downtown and neighborhoods beyond.

TOPOGRAPHY



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

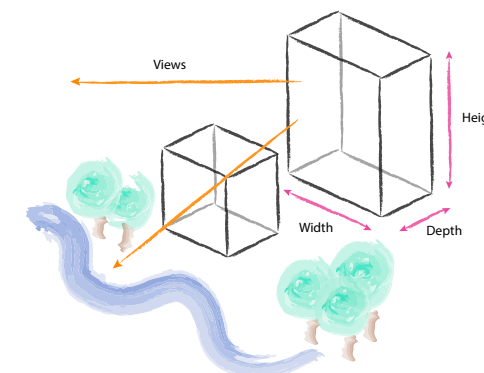
DISTINCT DISTRICTS / MIXED USES



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

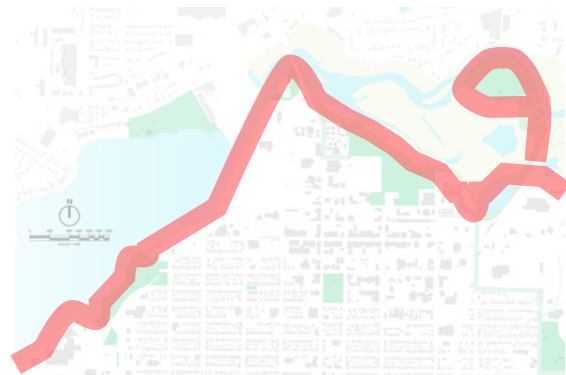


The **building scale and density, engagement with the street and water are critical**

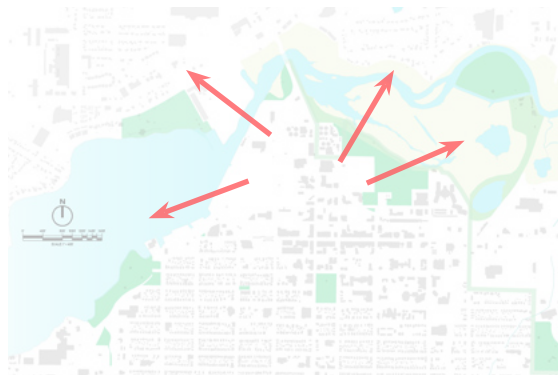
- Height, width, frontage along waterfront... Placement of buildings to preserve views while minimizing wind and shadow impacts... Building and site design should support context-appropriate density.
- Street types, corridors to preserve views to the water, and create a layered waterfront.

PRELIMINARY WATERFRONT URBAN DESIGN CONSIDERATIONS

WATERFRONT DEFINITION



PRESERVING VIEWS



TOPOGRAPHY



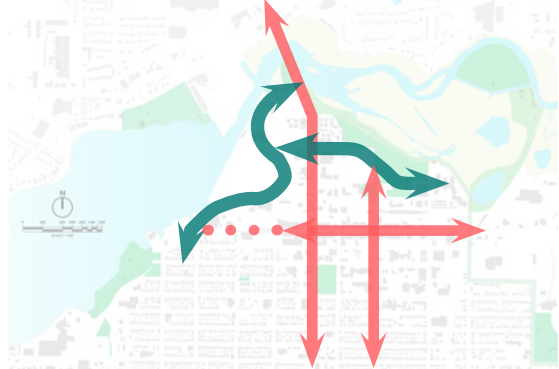
CONTINUOUS PUBLIC ACCESS/ PUBLIC SPACES



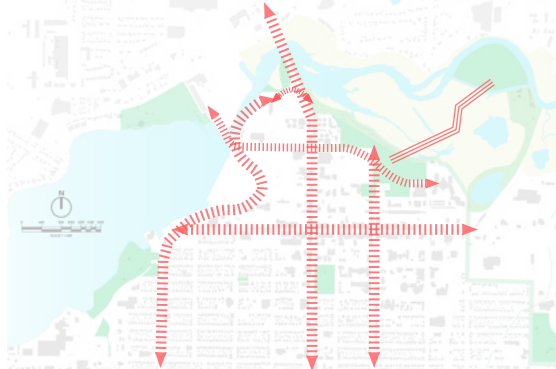
HISTORIC SHORELINE AS A FORM GENERATOR



STREET TYPES



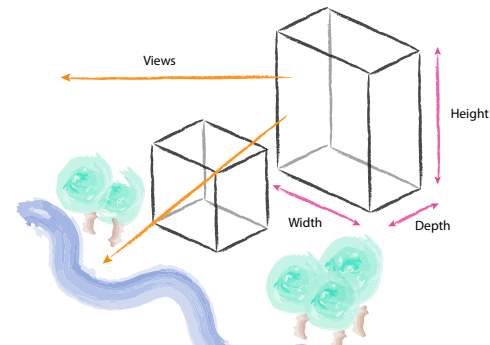
CONNECTIVITY



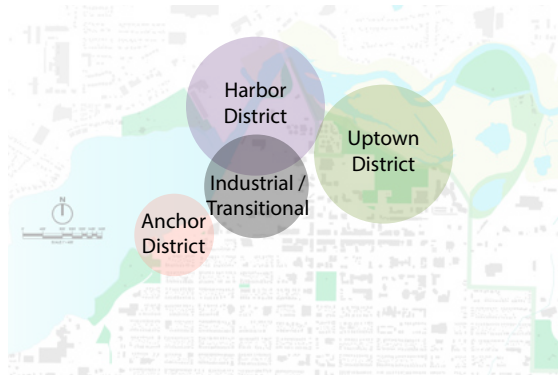
BLUE + GREEN / OPEN SPACE SYSTEMS



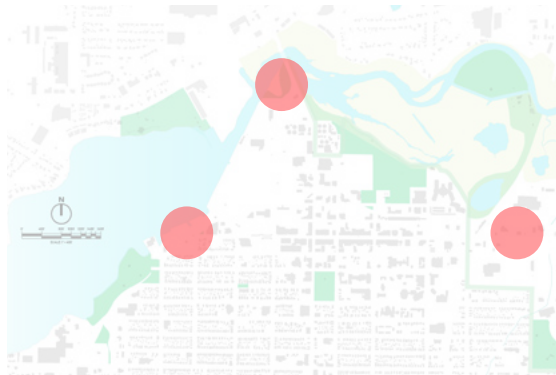
SCALE / DENSITY BUILDING DIMENSIONS



DISTINCT DISTRICTS / MIXED USES



GATEWAYS



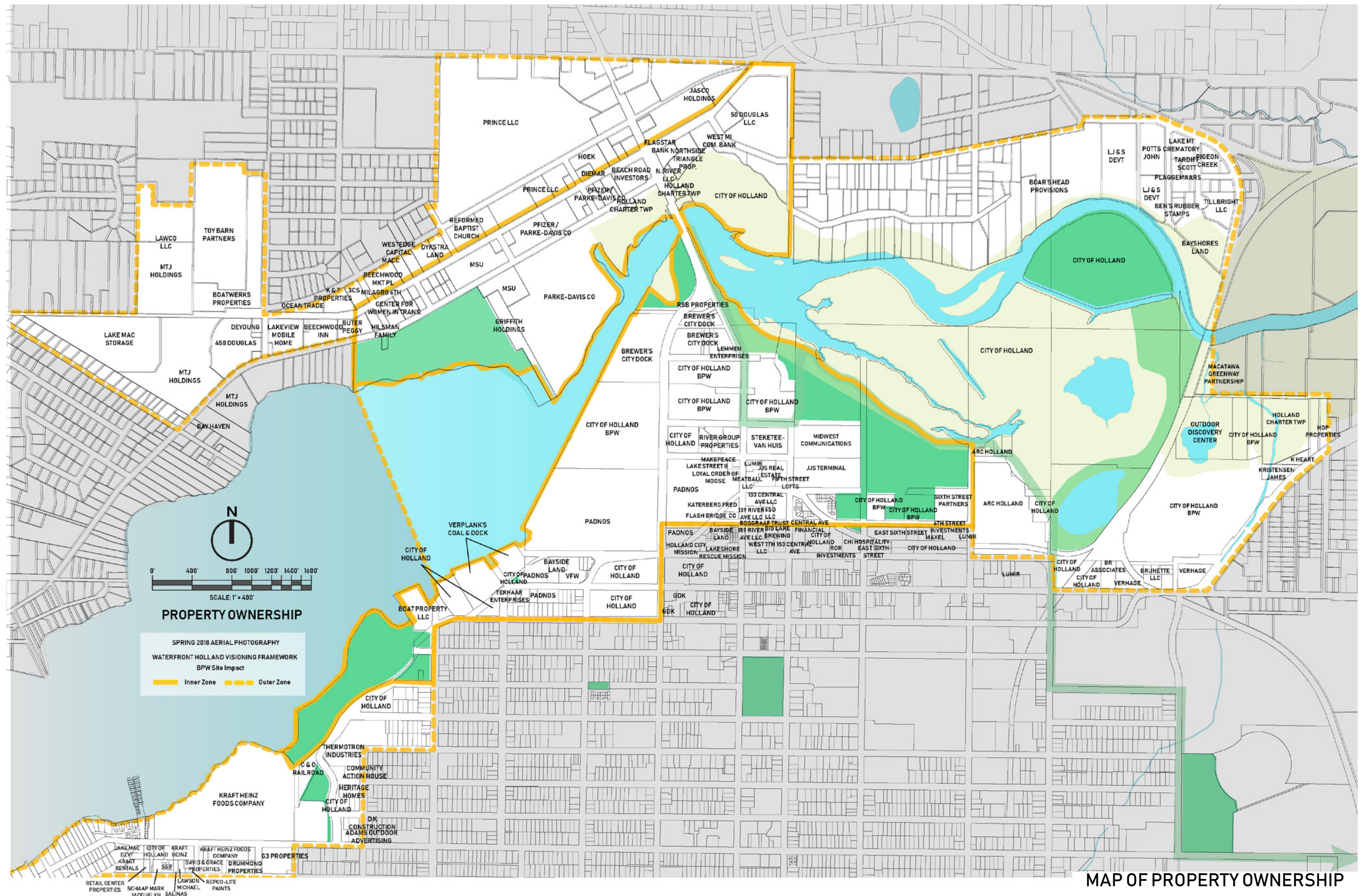
SKYLINE

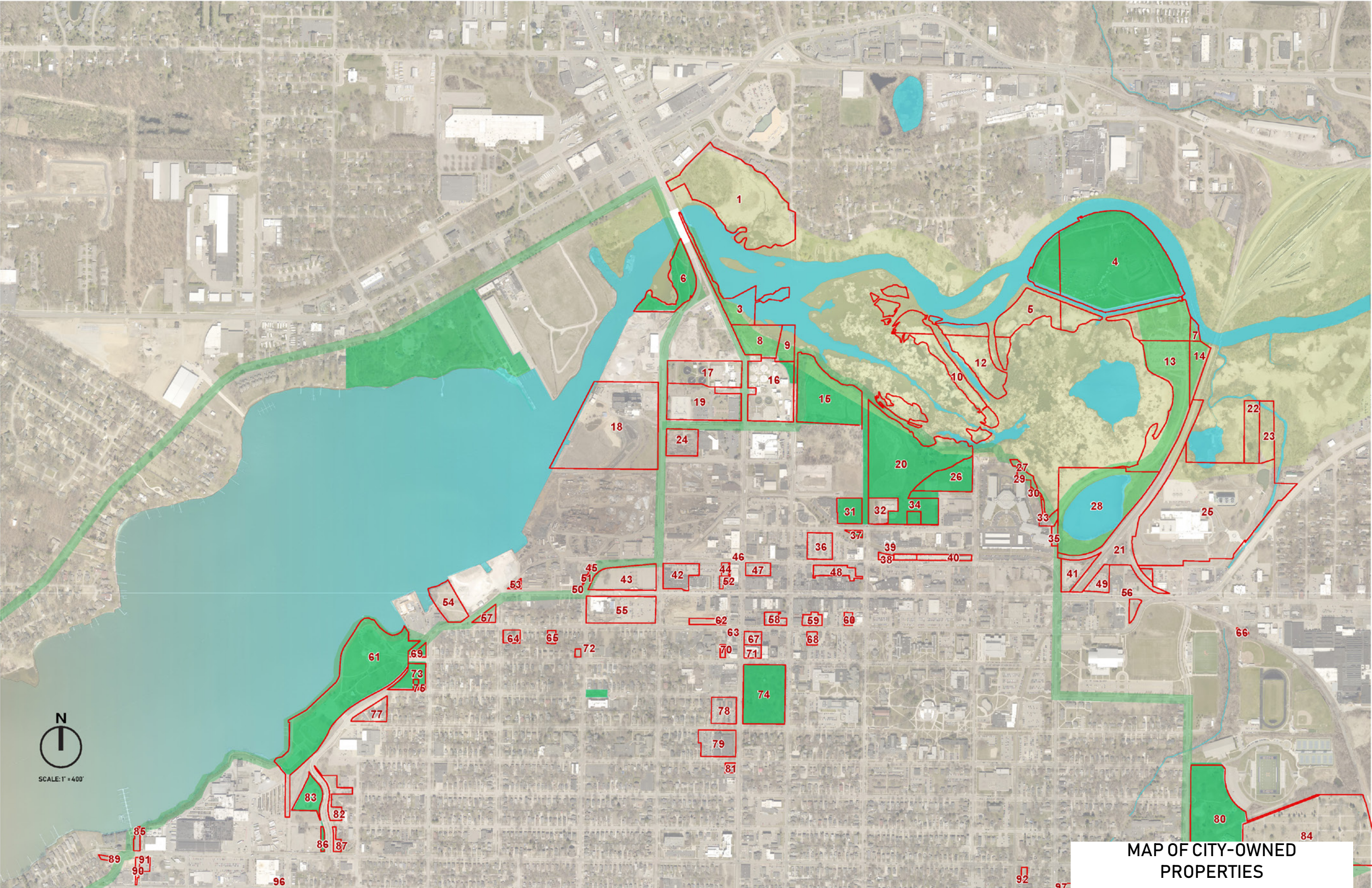




08 Appendices

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MAP OF CITY-OWNED PROPERTIES

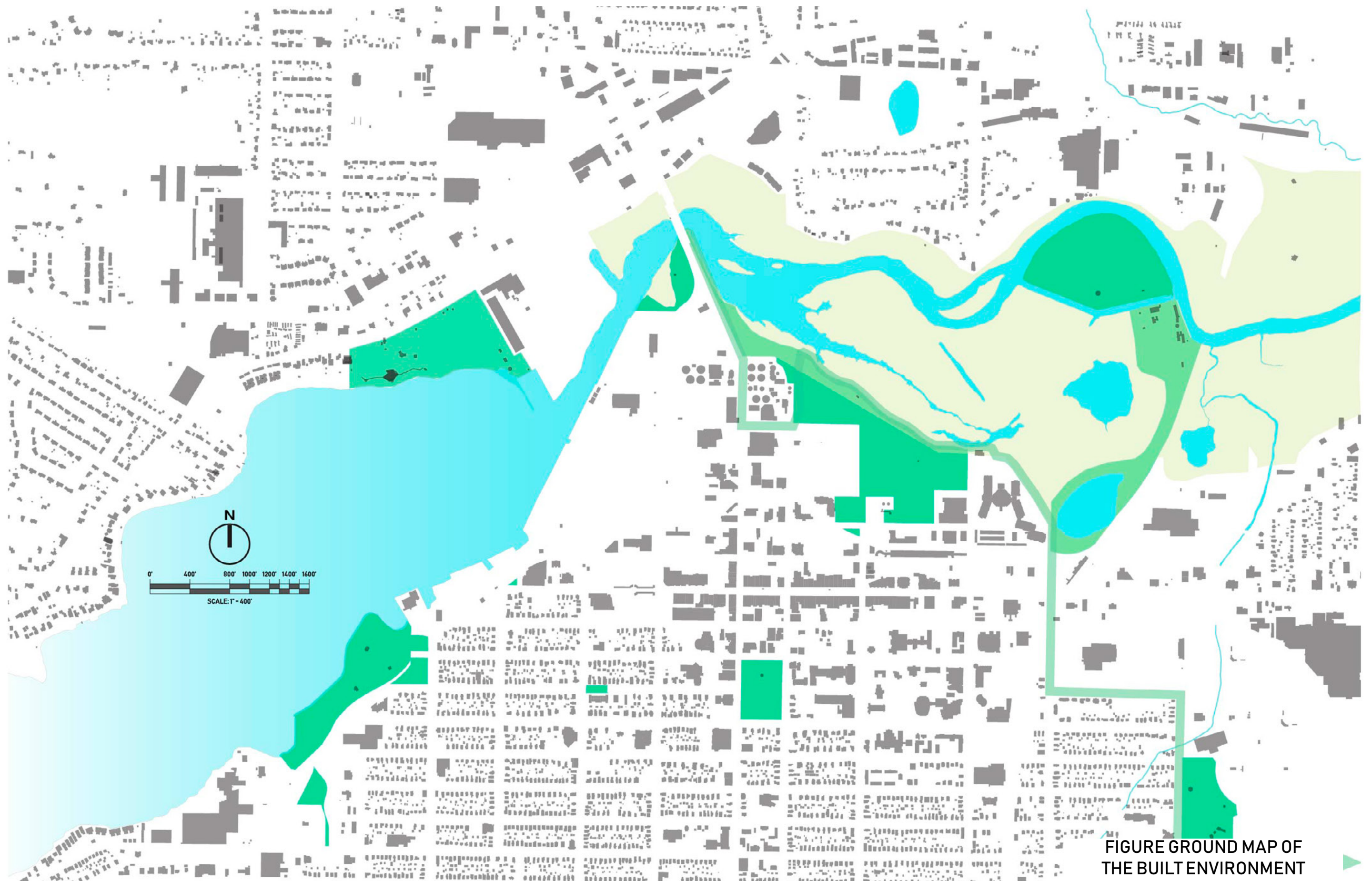
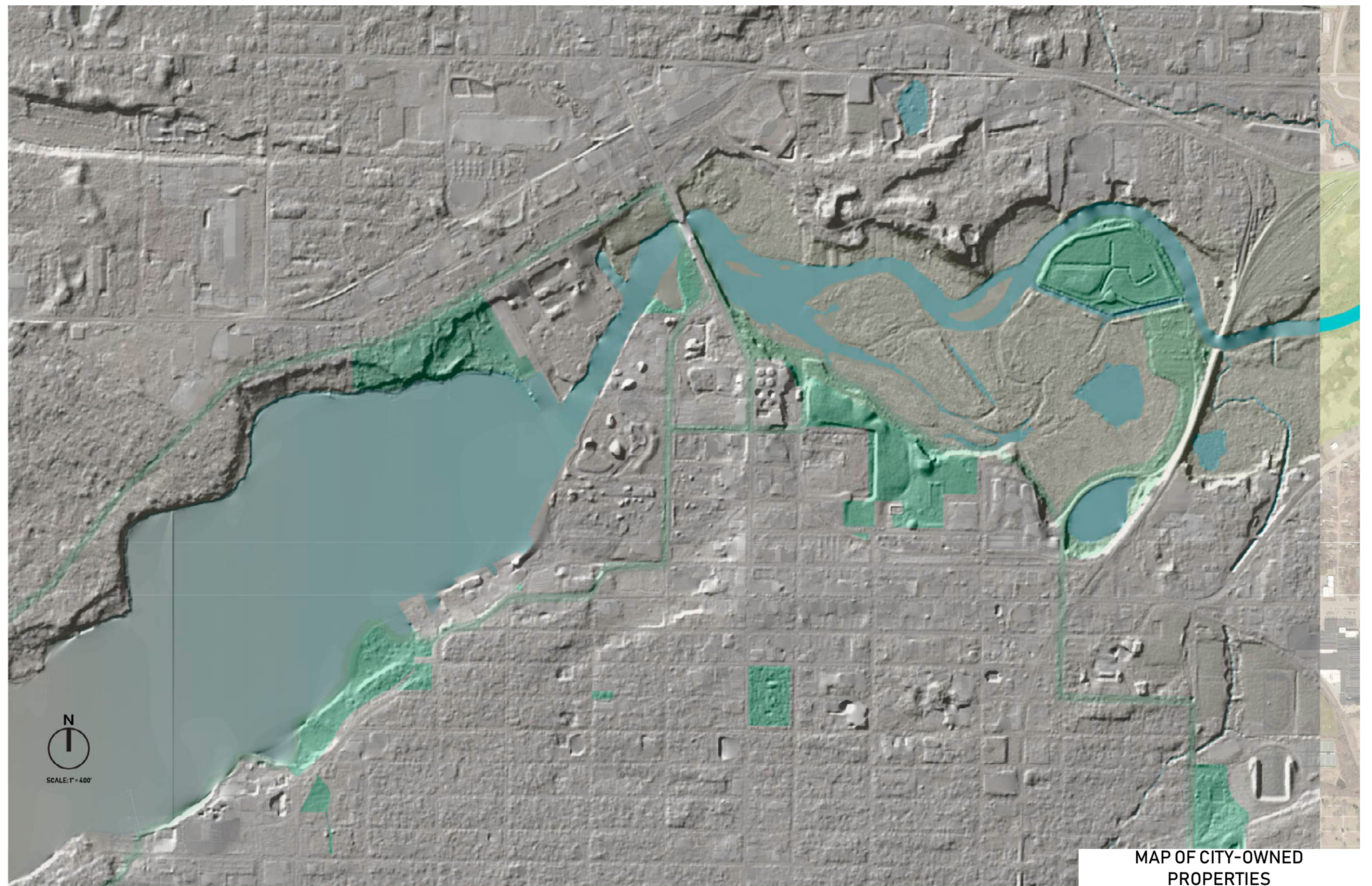
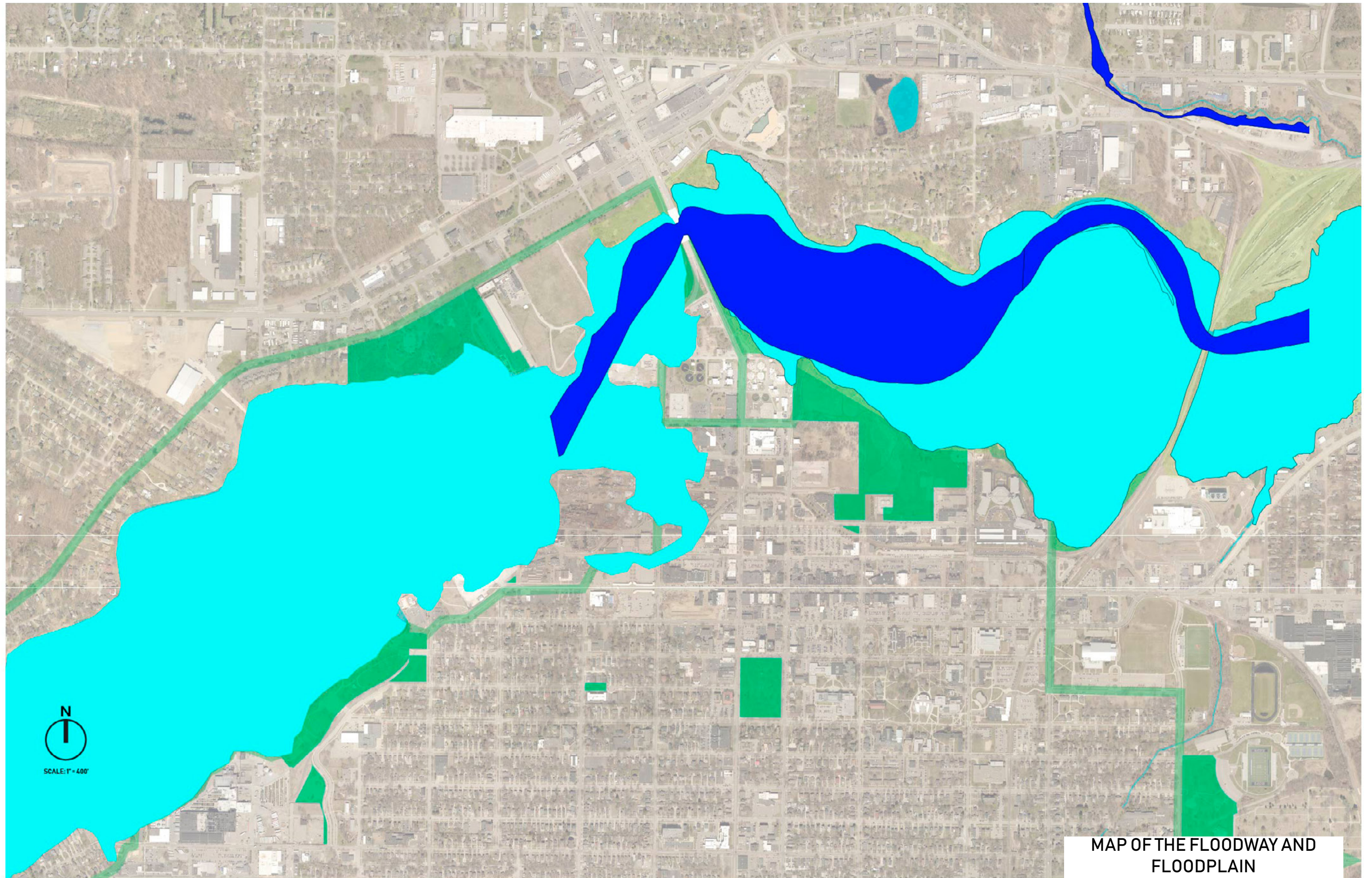


FIGURE GROUND MAP OF
THE BUILT ENVIRONMENT

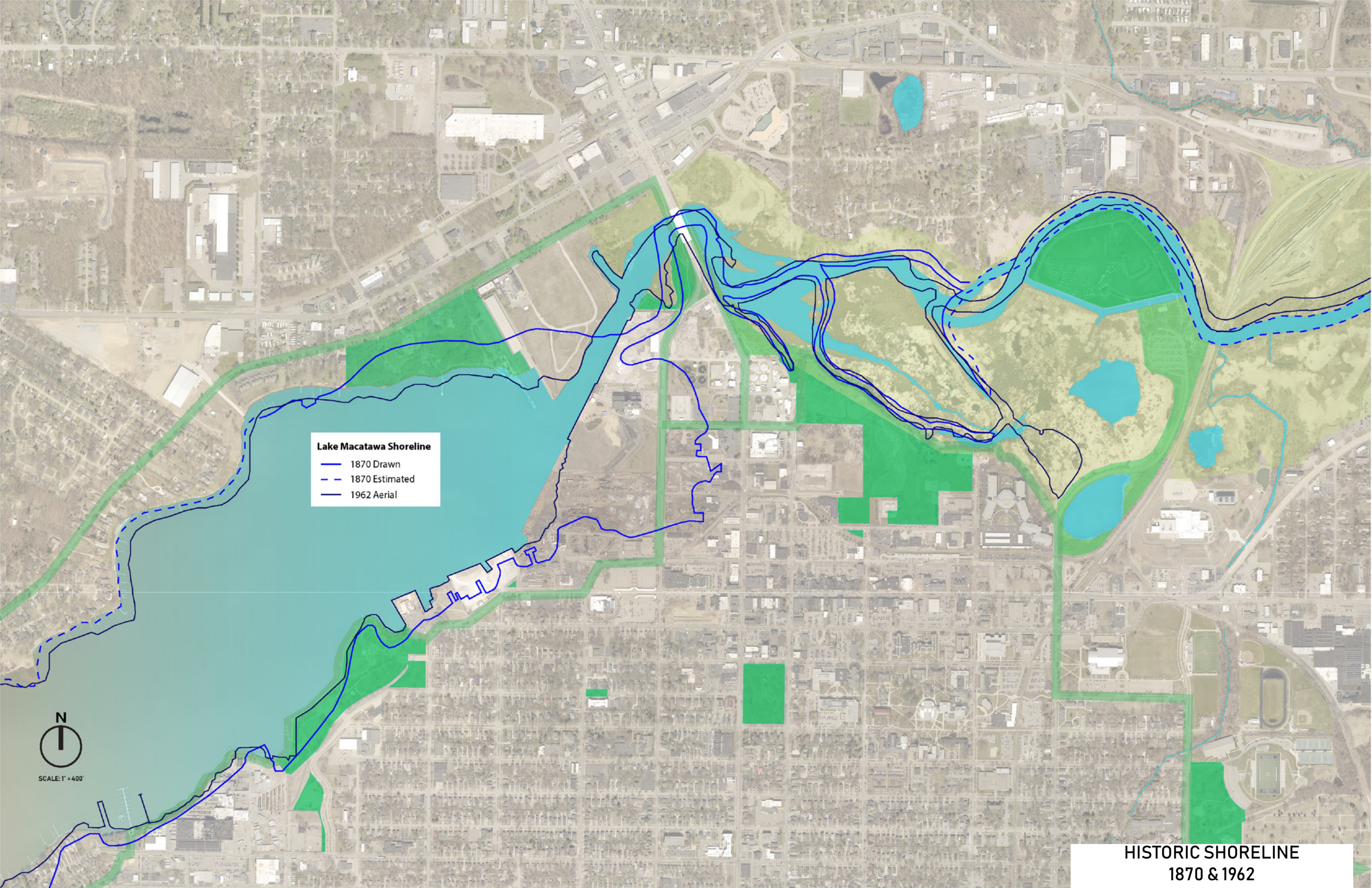


N
SCALE: 1" = 400'

MAP OF CITY-OWNED
PROPERTIES



MAP OF THE FLOODWAY AND
FLOODPLAIN



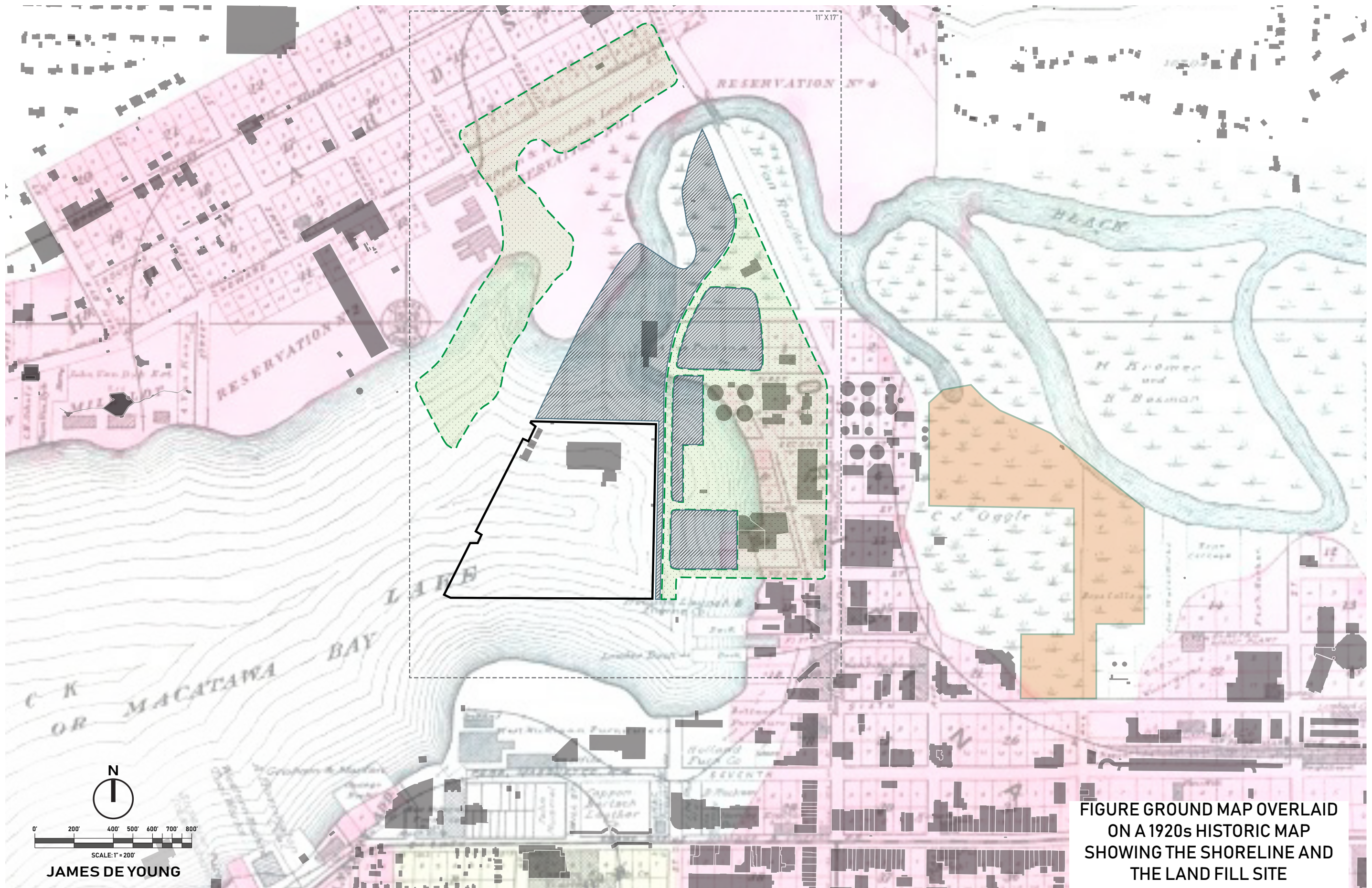
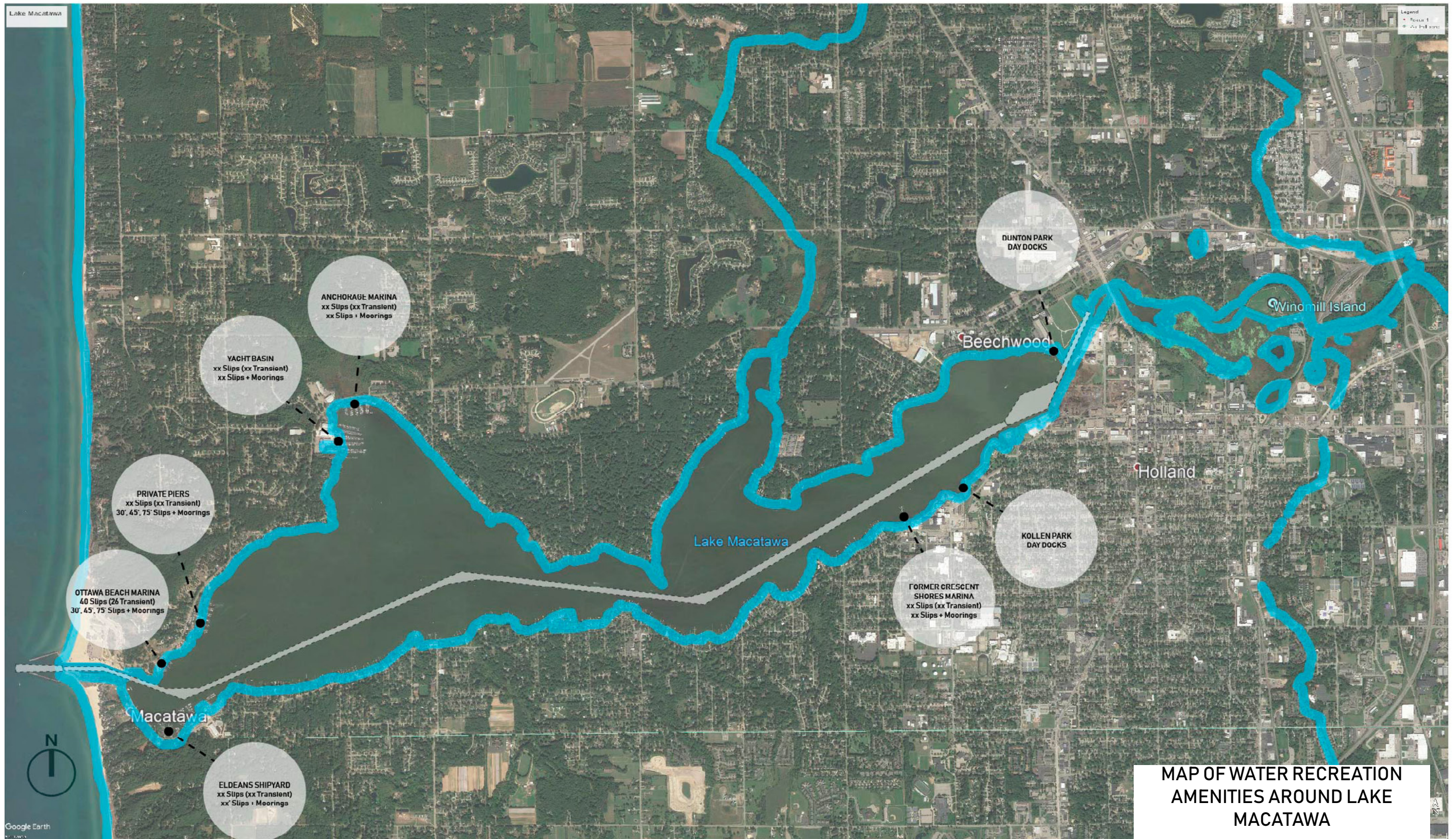
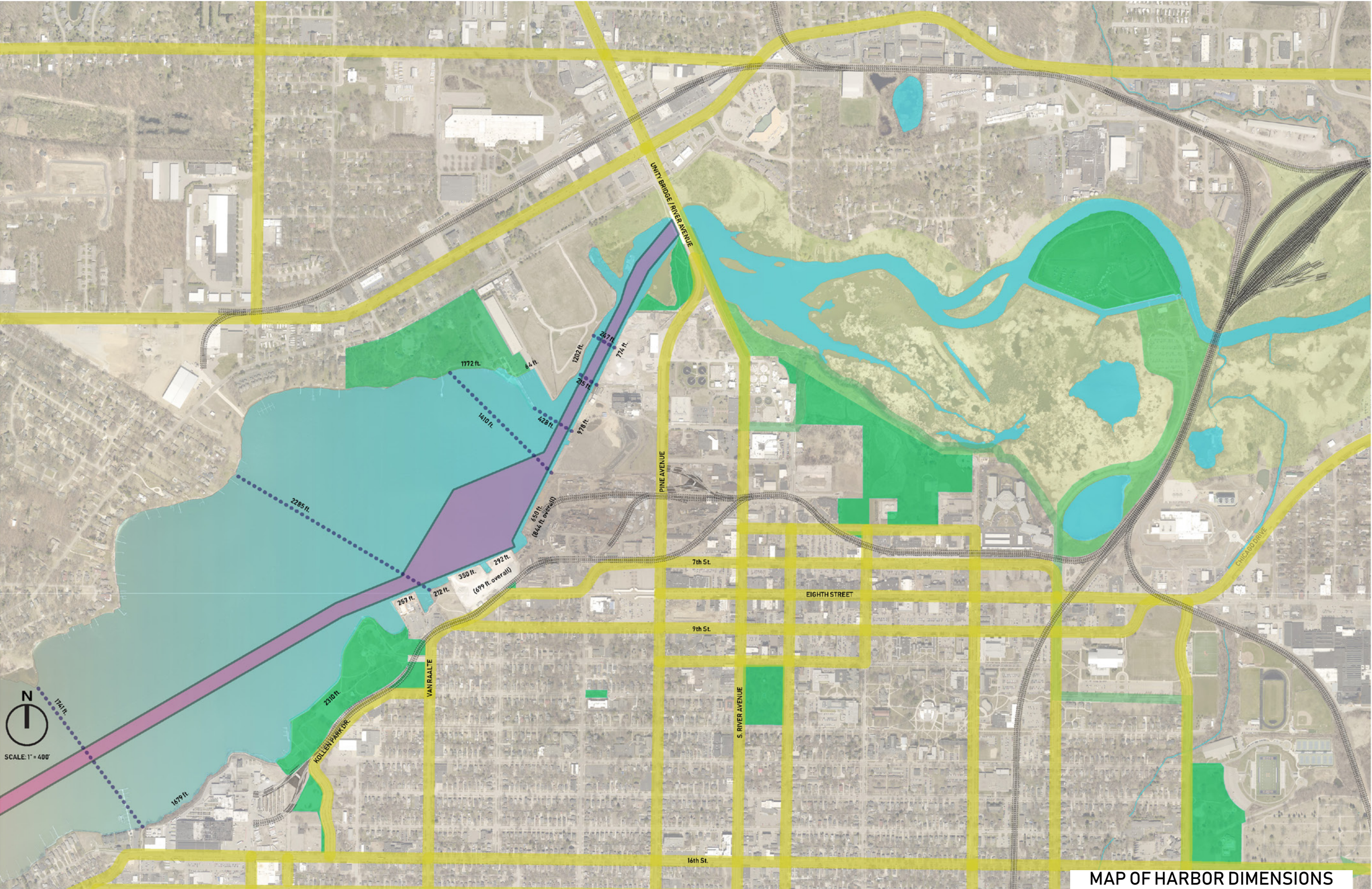


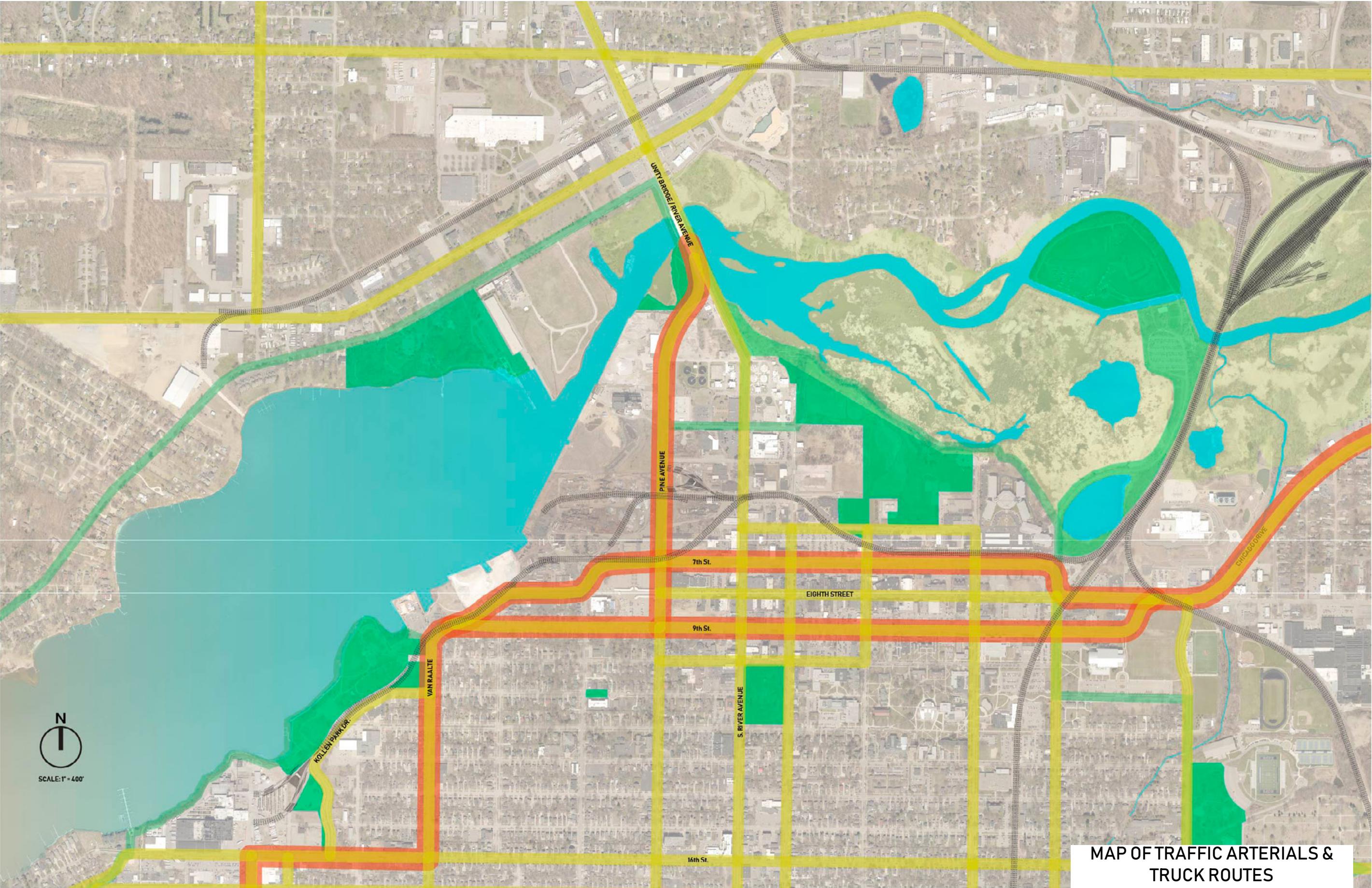
FIGURE GROUND MAP OVERLAID
ON A 1920s HISTORIC MAP
SHOWING THE SHORELINE AND
THE LAND FILL SITE



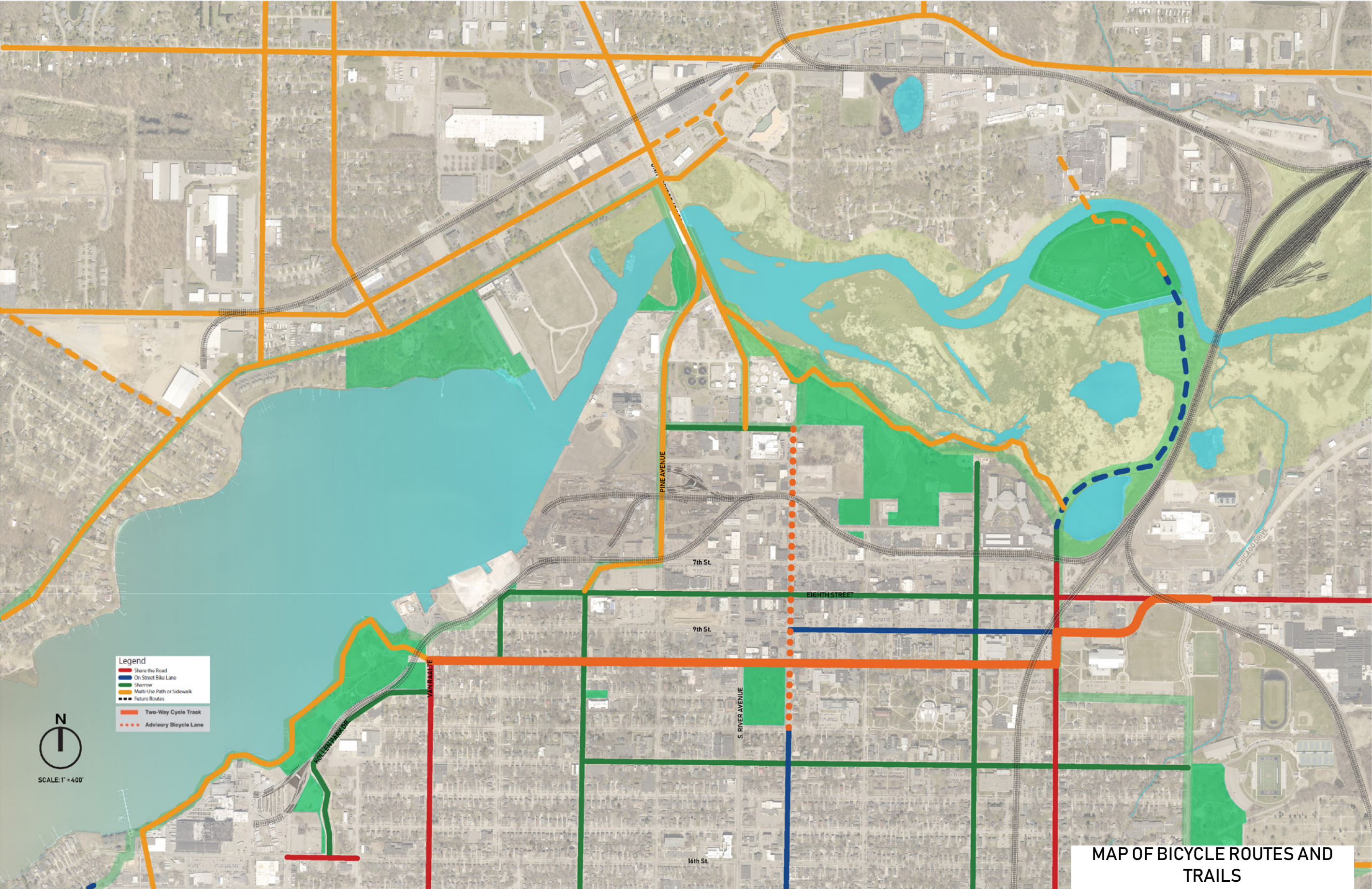
**MAP OF WATER RECREATION
AMENITIES AROUND LAKE
MACATAWA**



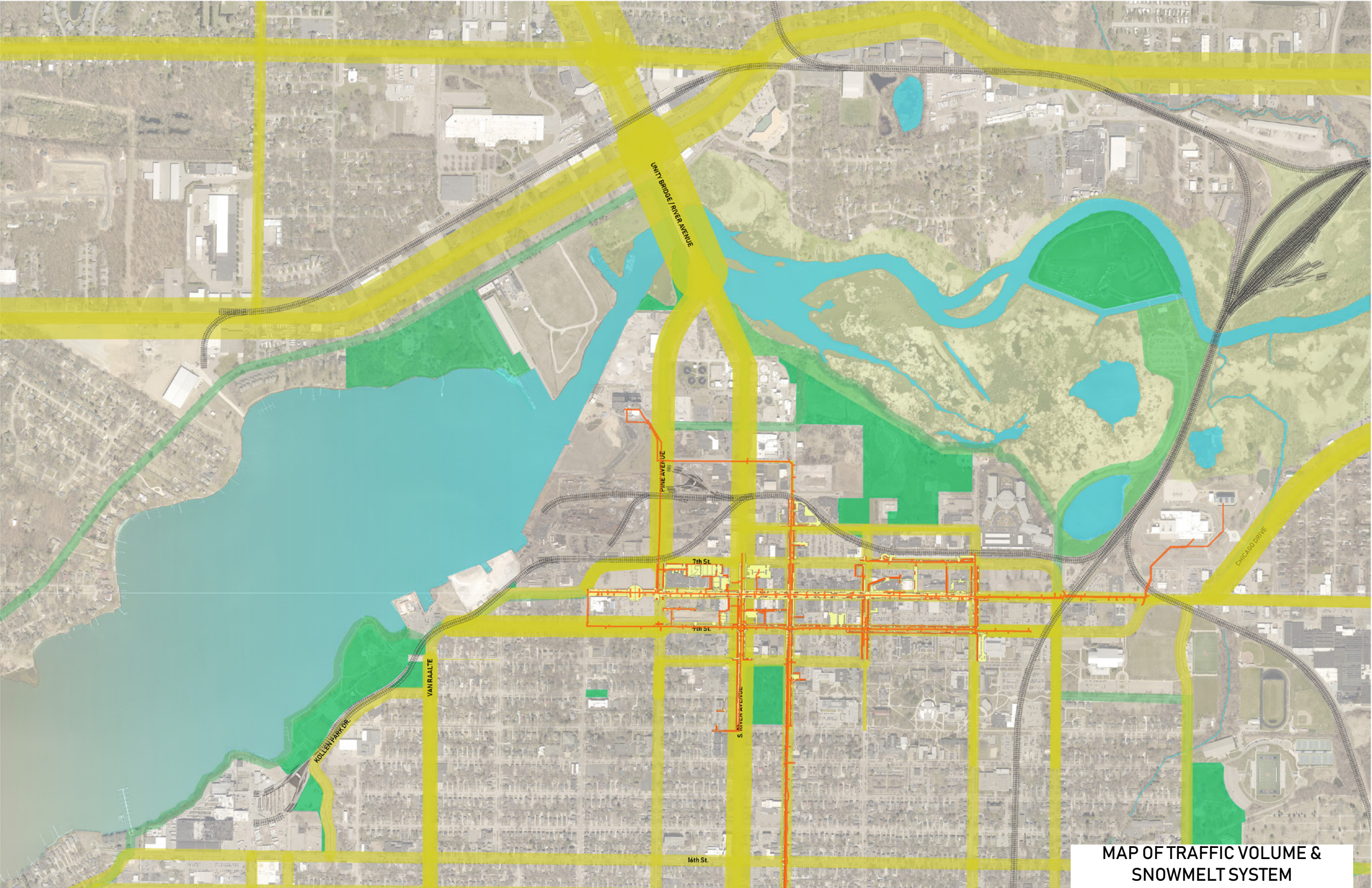
MAP OF HARBOR DIMENSIONS



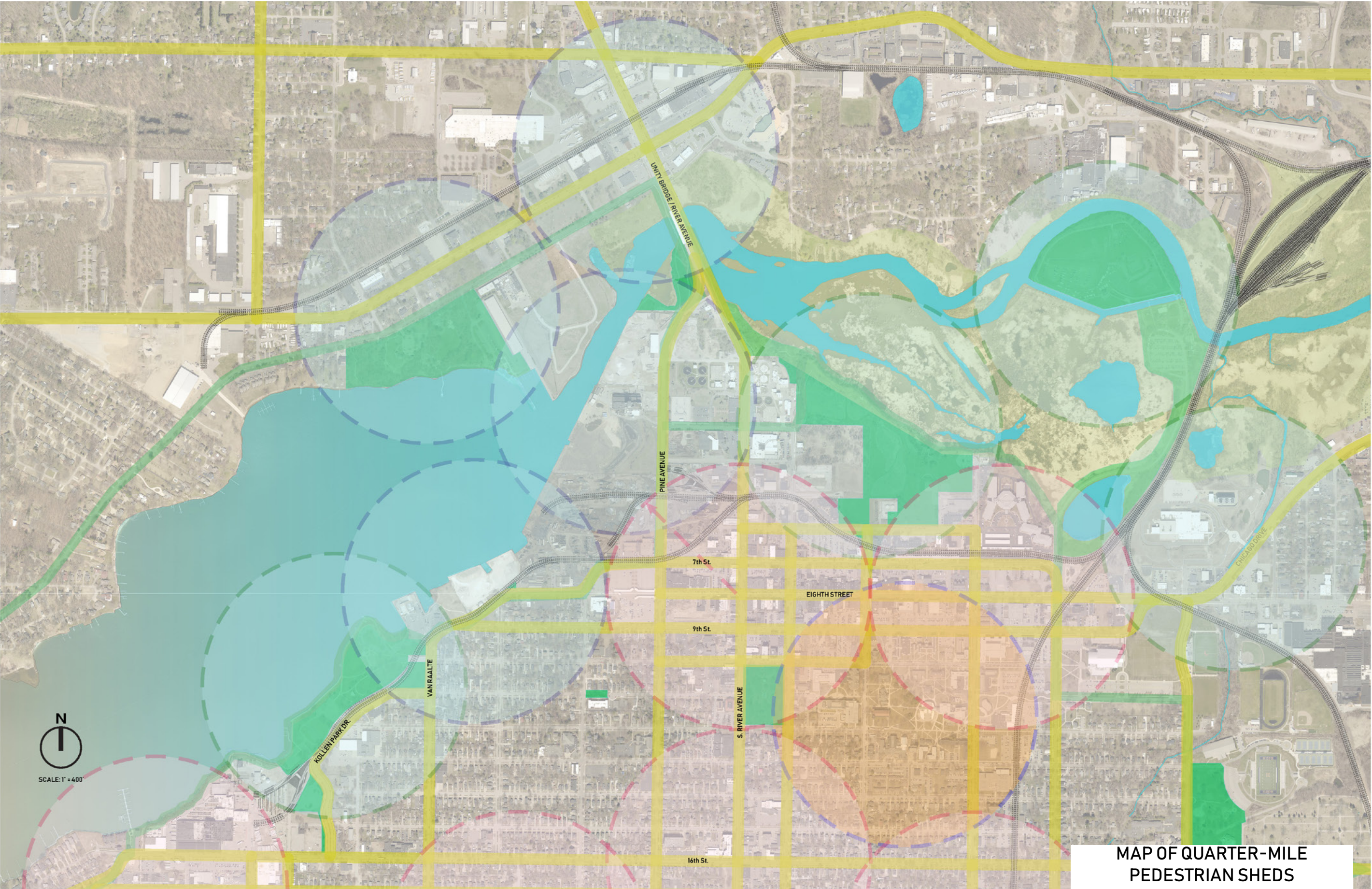
MAP OF TRAFFIC ARTERIALS & TRUCK ROUTES



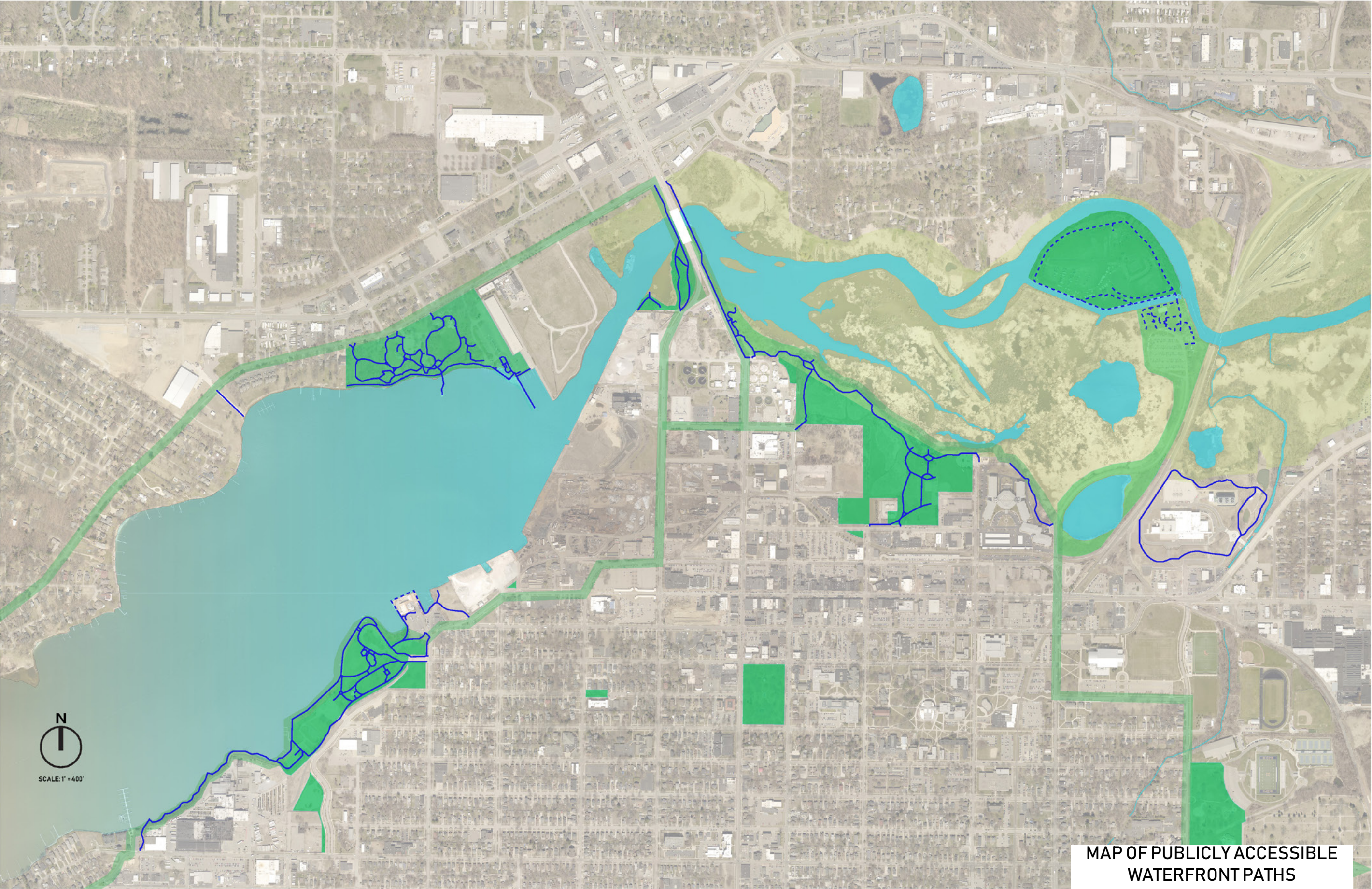
MAP OF BICYCLE ROUTES AND TRAILS



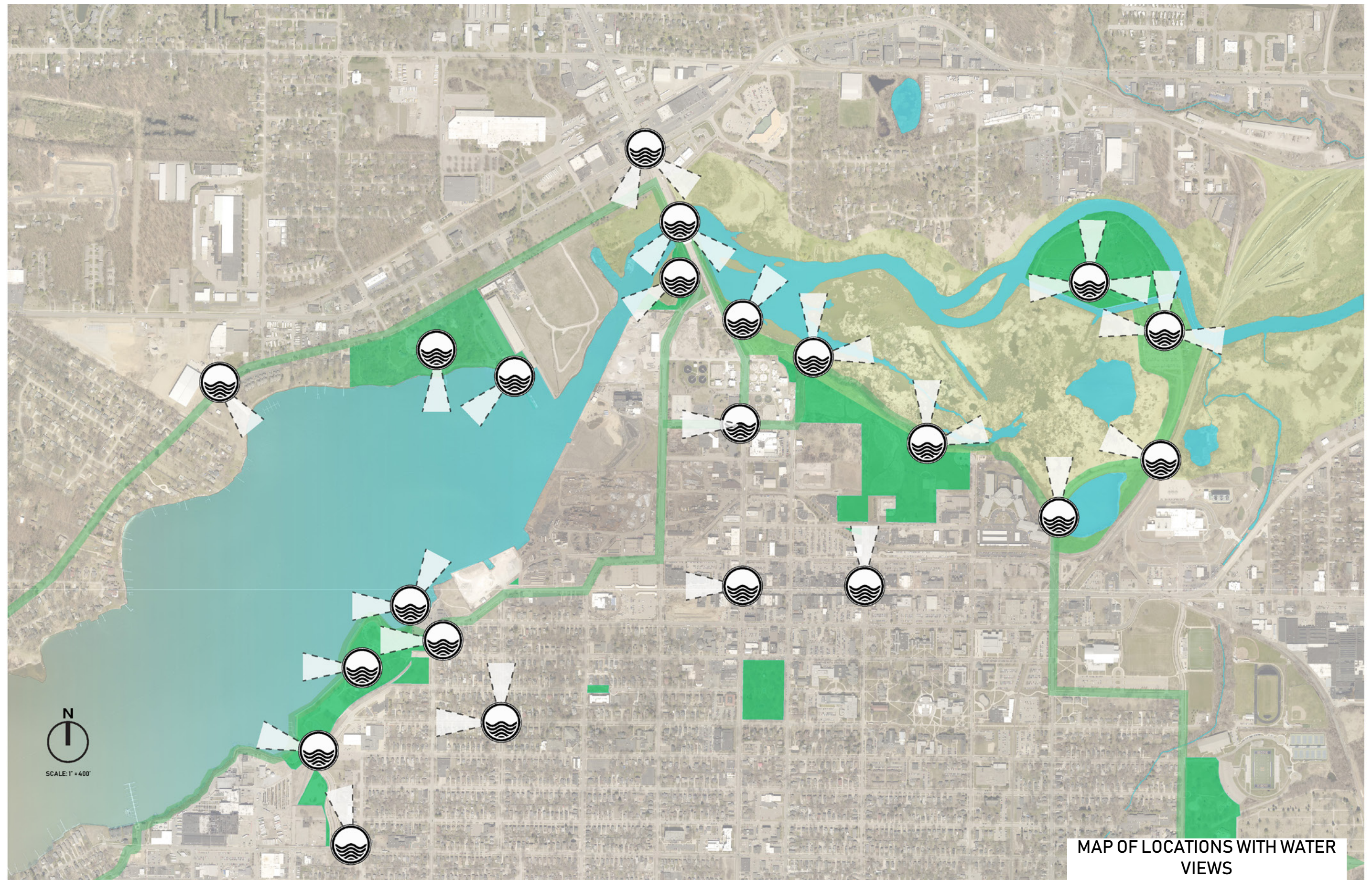
MAP OF TRAFFIC VOLUME &
SNOWMELT SYSTEM



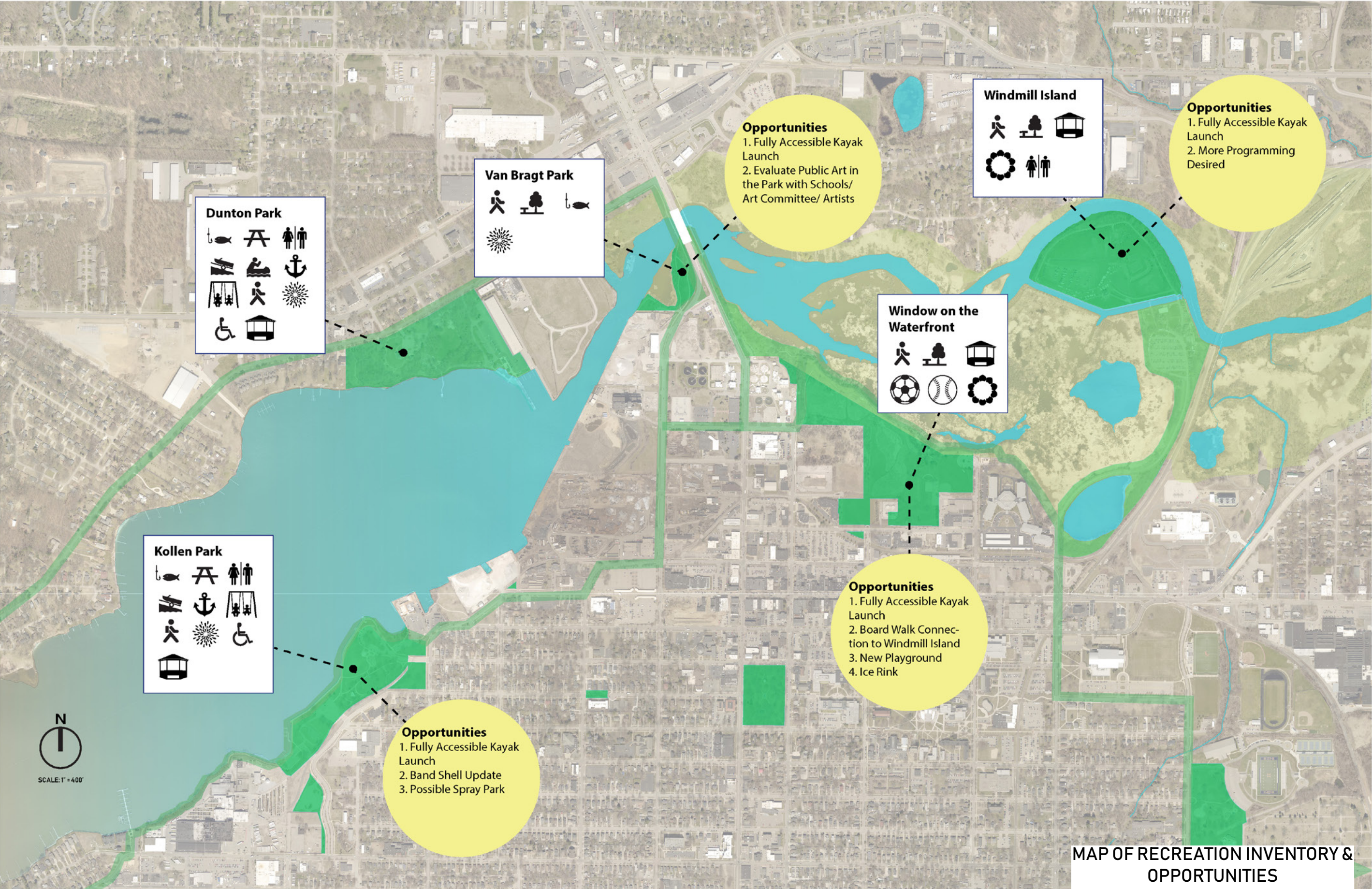
MAP OF QUARTER-MILE
PEDESTRIAN SHEDS

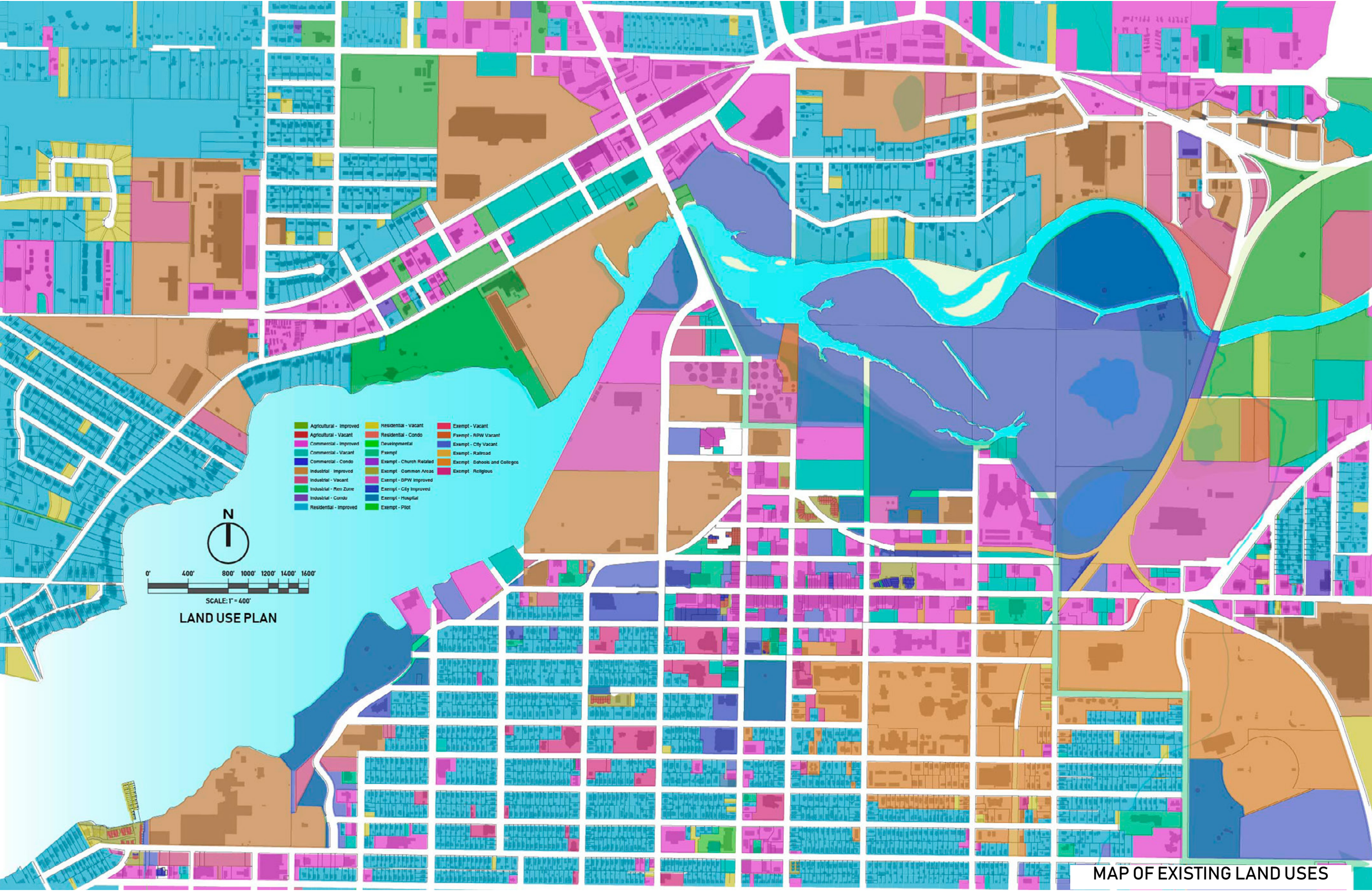


MAP OF PUBLICLY ACCESSIBLE
WATERFRONT PATHS

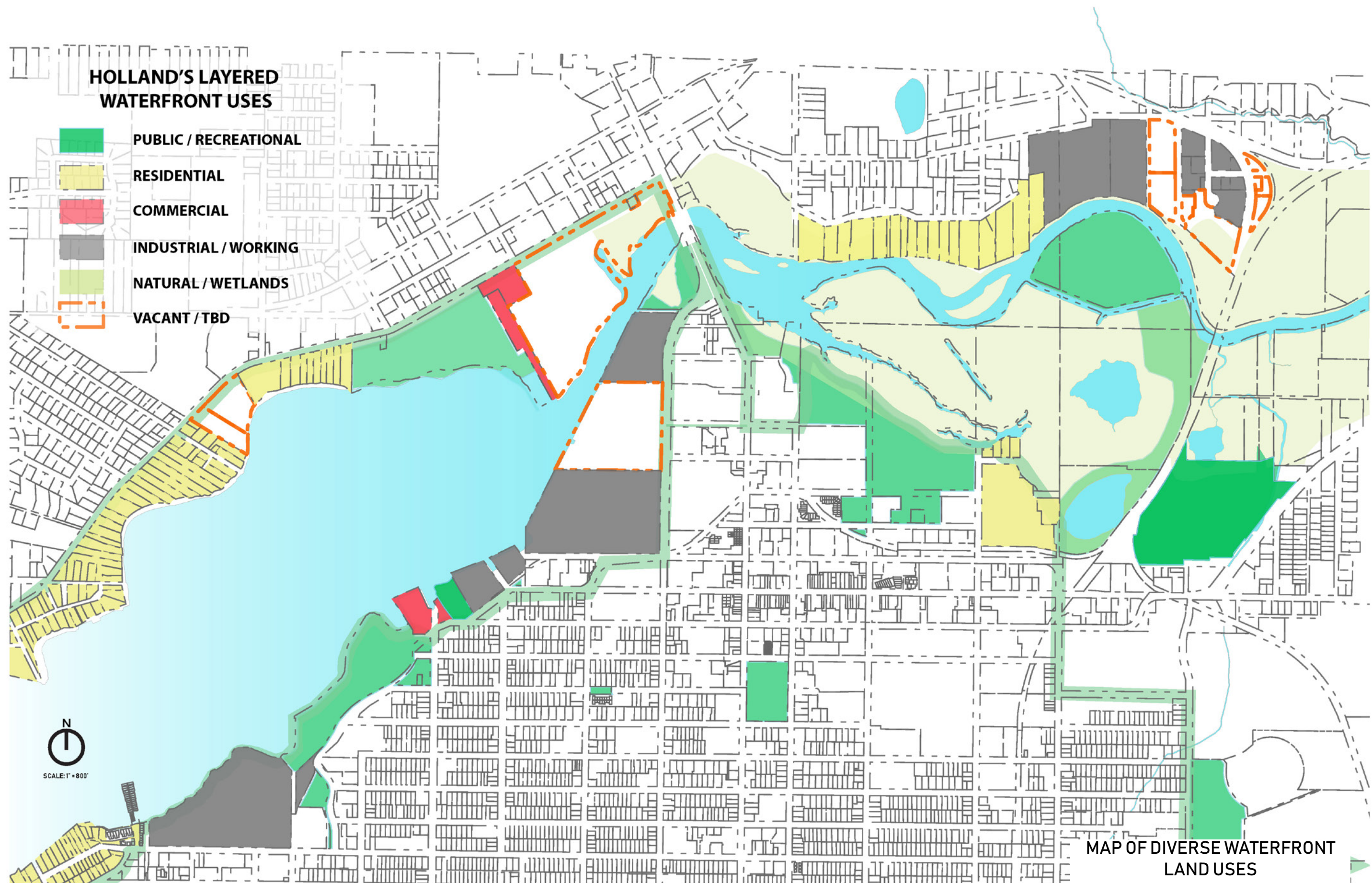


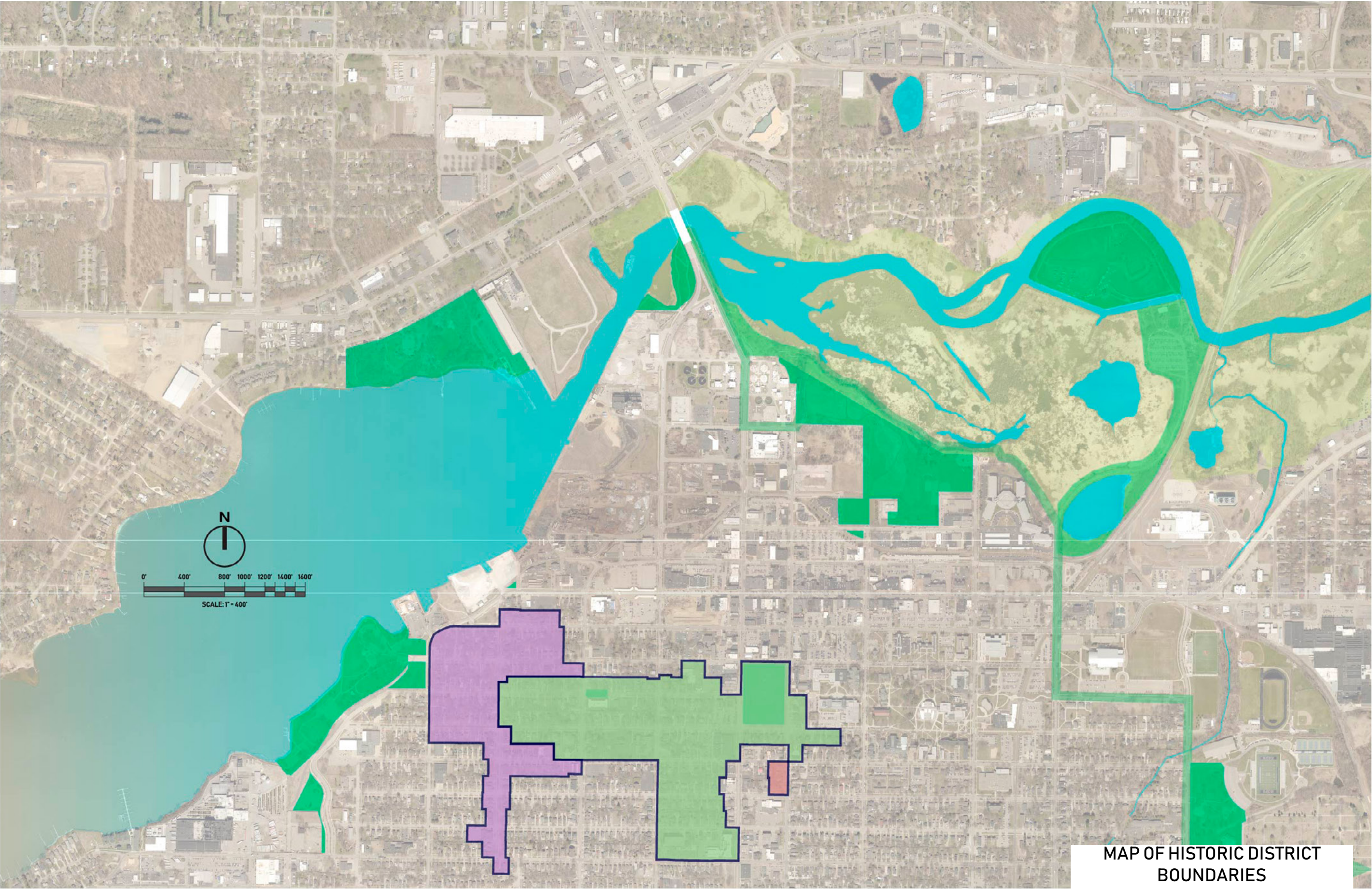
MAP OF LOCATIONS WITH WATER VIEWS



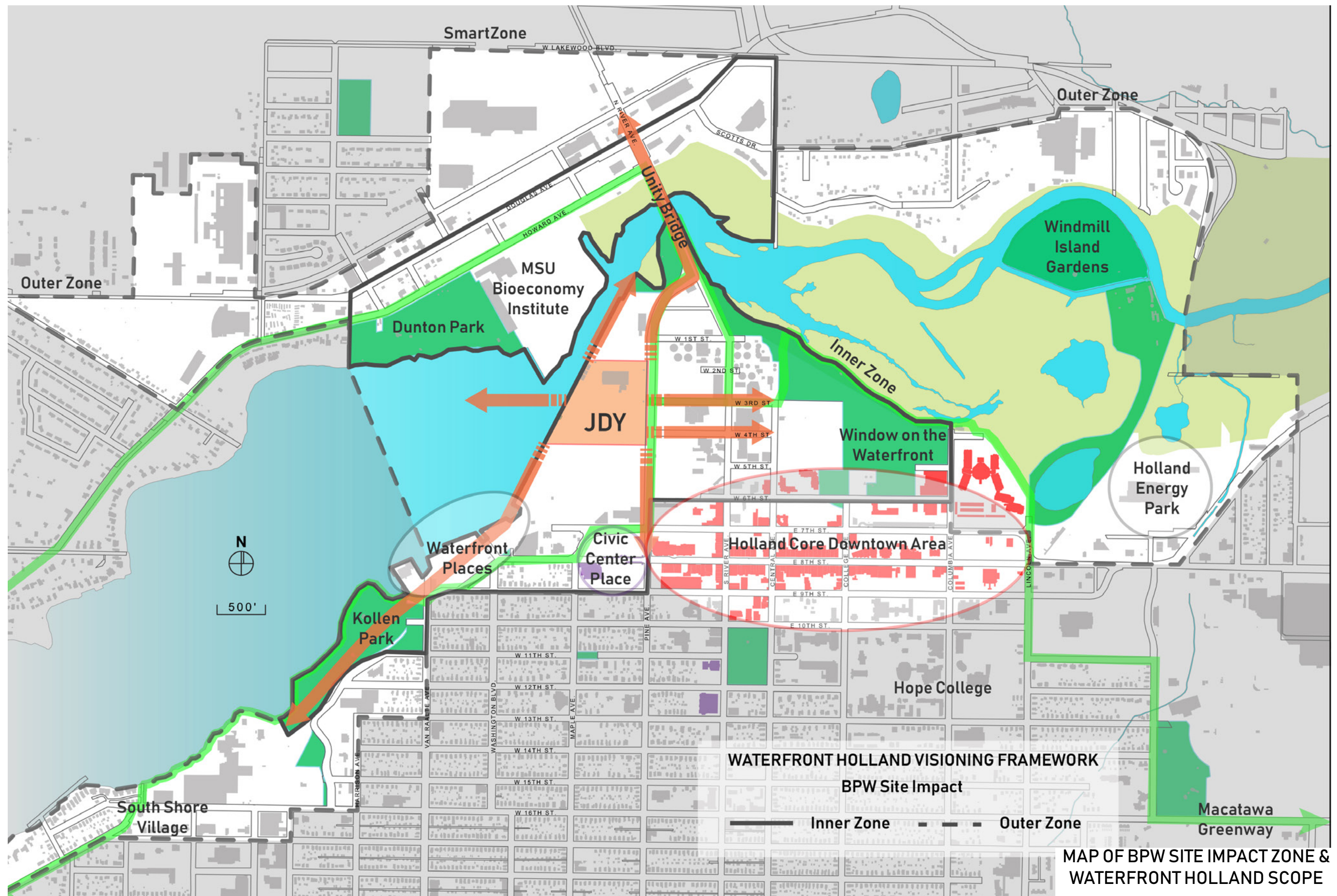


MAP OF EXISTING LAND USES

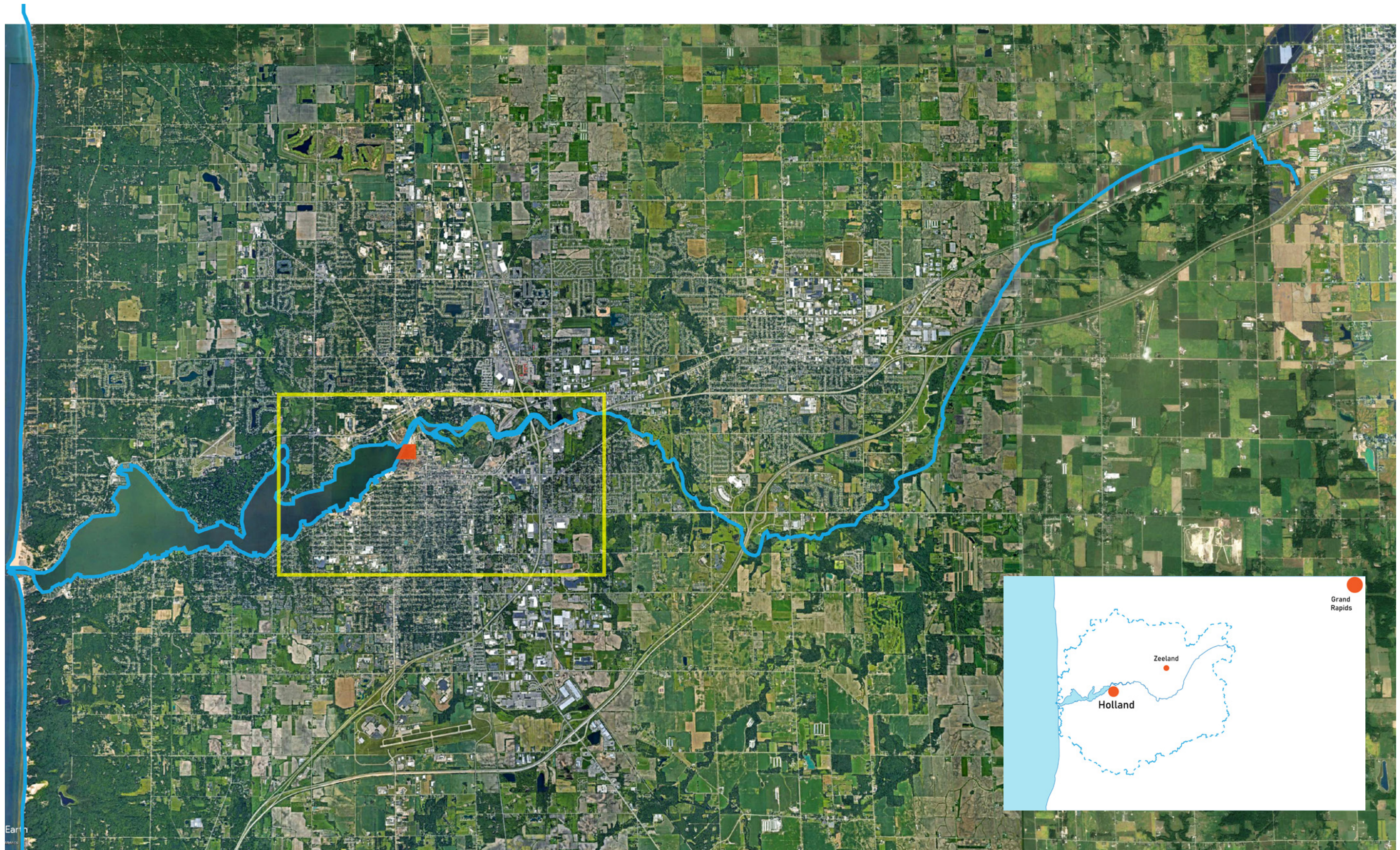




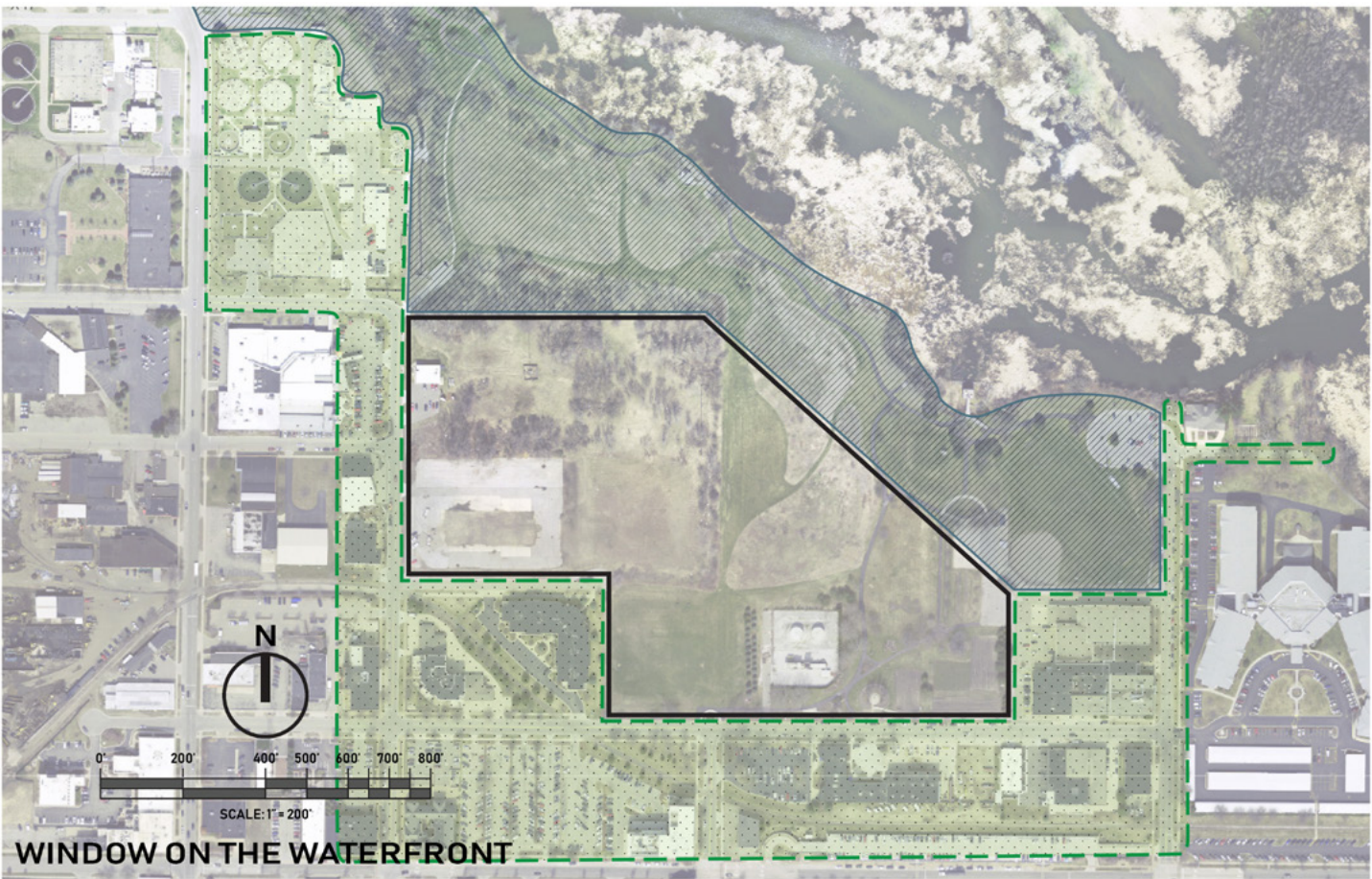
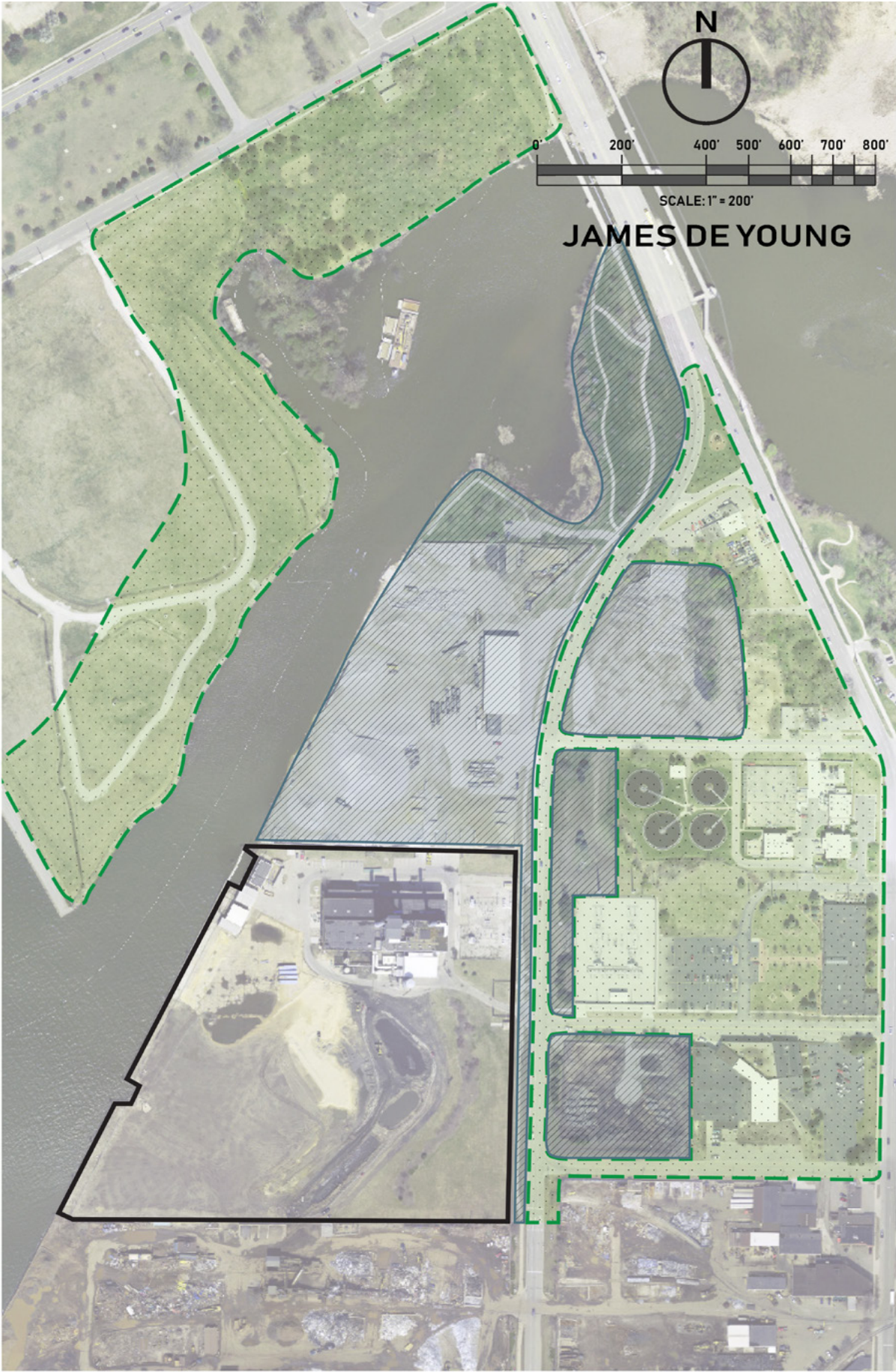
MAP OF HISTORIC DISTRICT
BOUNDARIES







MAP OF THE REGIONAL HYDROLOGICAL CONTEXT
& THE MACATAWA WATERSHED



MAPS OF THE THREE SITES AND
THEIR CONTRIBUTING CONTEXTS







DESIGN INSPIRATIONS
CHARRETTE #2 BOARD



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



WATERFRONT HOLLAND



Holland
MICHIGAN