



**A VISION FOR ...**  
**OUR WATERFRONT ...**  
**OUR COMMUNITY ...**  
**OUR FUTURE.**

## OUR PROCESS

Waterfront Holland was a comprehensive, inclusive, and transparent community visioning effort that spanned from Fall 2018 to Summer 2019. Led by the City of Holland and the Holland Board of Public Works, the process adopted the “framework thinking” approach to develop flexible, long-term development directions for the City’s waterfront. 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 visioning focused on the Macatawa waterfront area from South Shore Village on the west to Holland Energy Park on the east, as well as the Dunton Park / Pfizer property on the north in Holland Charter Township.

This community visioning process yielded:

- **a vision statement and a set of guiding principles** to serve as an evaluative criteria for future waterfront developments,
- **four exploratory concepts for the broader waterfront** to embody the vision statement and guiding principles, (see next page)
- **multiple scenarios** for the areas centered on the **James De Young Power Plant**, the **VerPlank Dock Co. site**, and the **City’s north downtown**, and
- **recommendations for pursuing various strategic priorities** that would support the translation of these concepts into specific plans through close public-private partnerships in the future.



## OUR 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.*

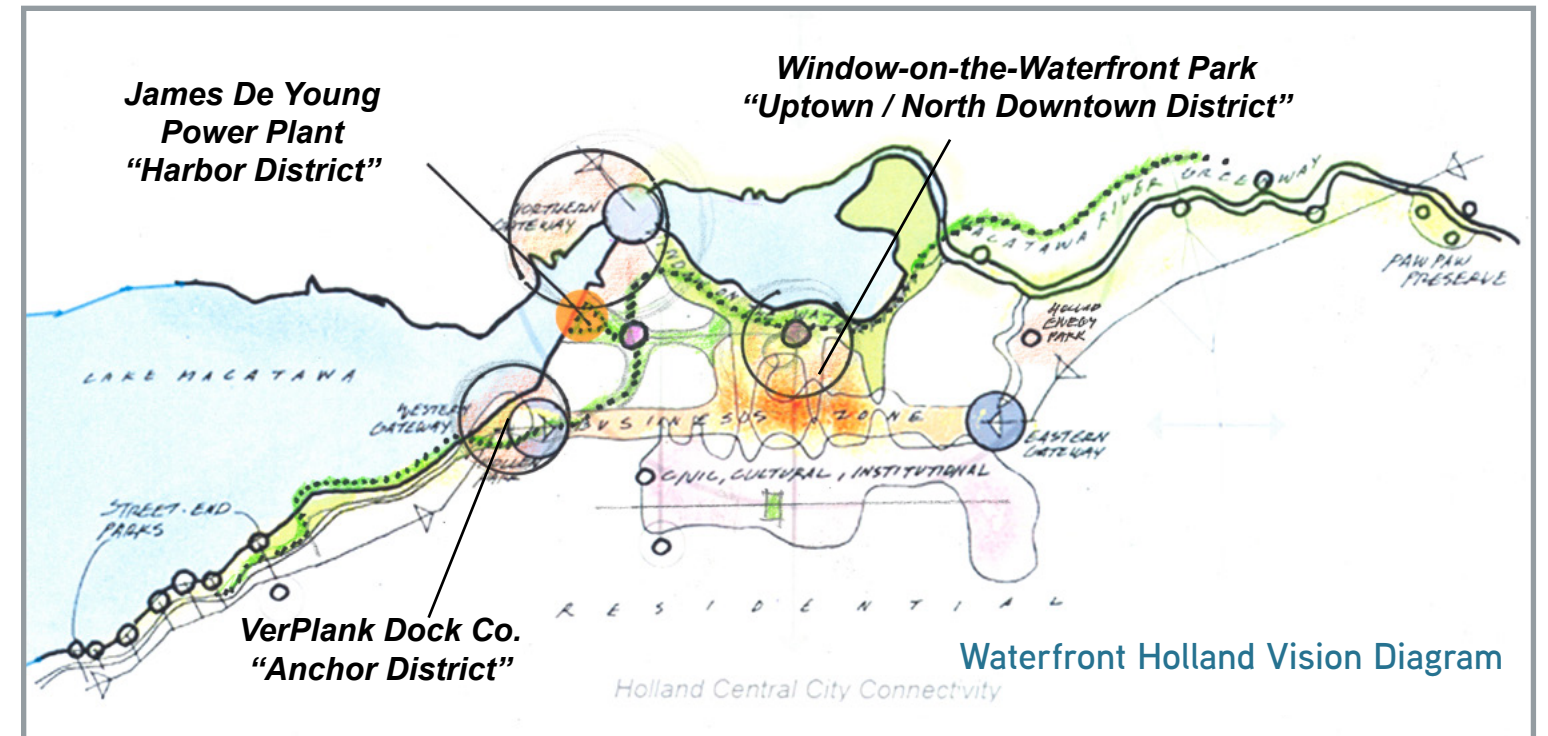
## OUR CORE GUIDING PRINCIPLES

- *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)*

## THE WATERFRONT HOLLAND VISION DIAGRAM

The Waterfront Holland Vision diagram serves as a graphical summary of the following long-term intents for Holland’s Waterfront:

- Creating three distinct waterfront districts: “Anchor District”, “Harbor District”, and the “Uptown / North Downtown District”;
- Providing continuous public access along or near the waterfront;
- Defining two key intersections at Pine Ave/3rd St and College Ave / 3rd St;
- Enhancing connectivity to greater downtown.



## Perspectives of Potential Concepts for the Harbor, Uptown, and Anchor Districts

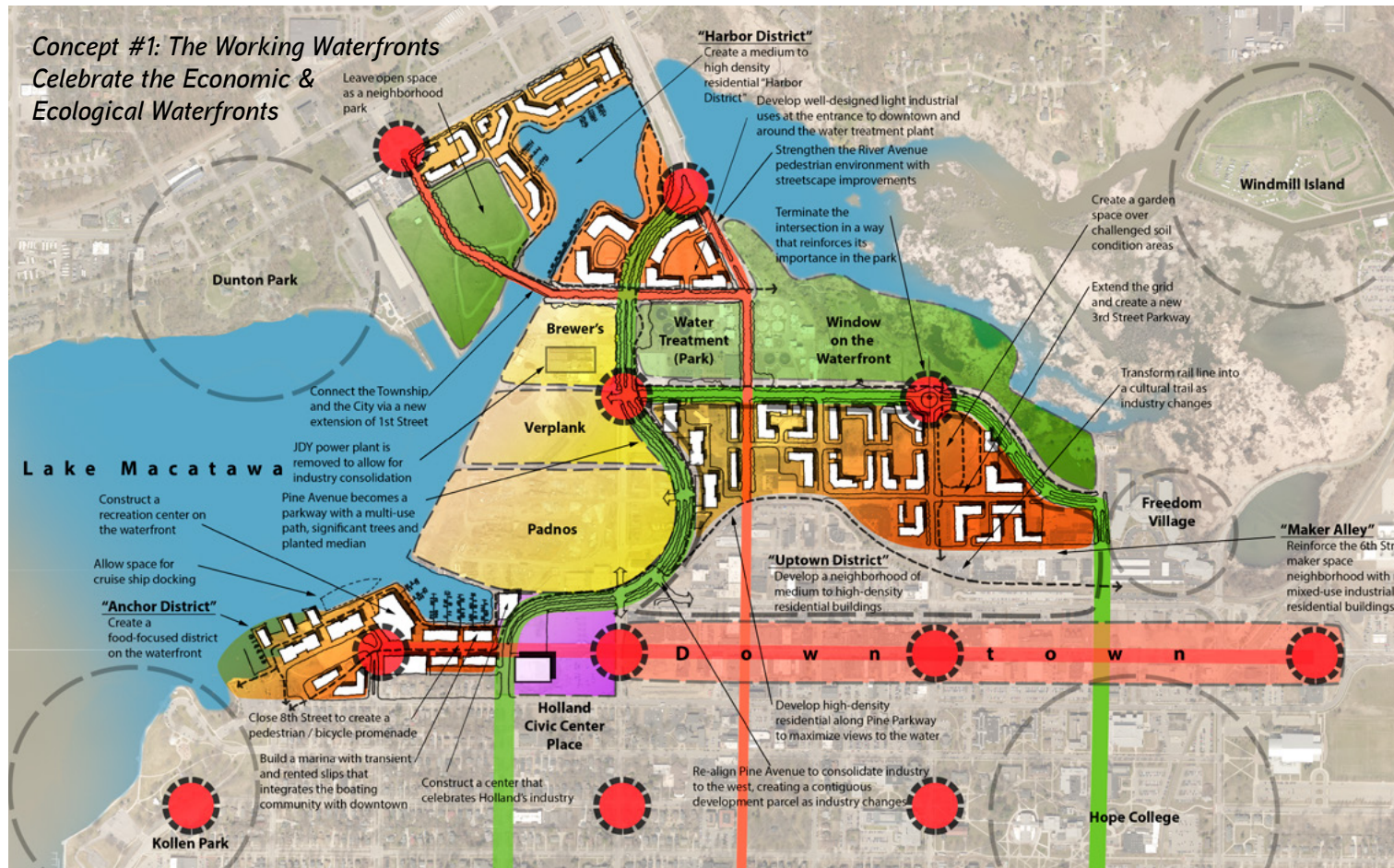
*\*Note on the Potential Concepts and Perspectives*  
The four exploratory concepts (depicted on the next page) and the perspectives (top) are not plans. They offer future directions for Holland’s waterfront and are not mutually exclusive. Elements of each could be studied and combined based on the community’s needs and market realities of the time.



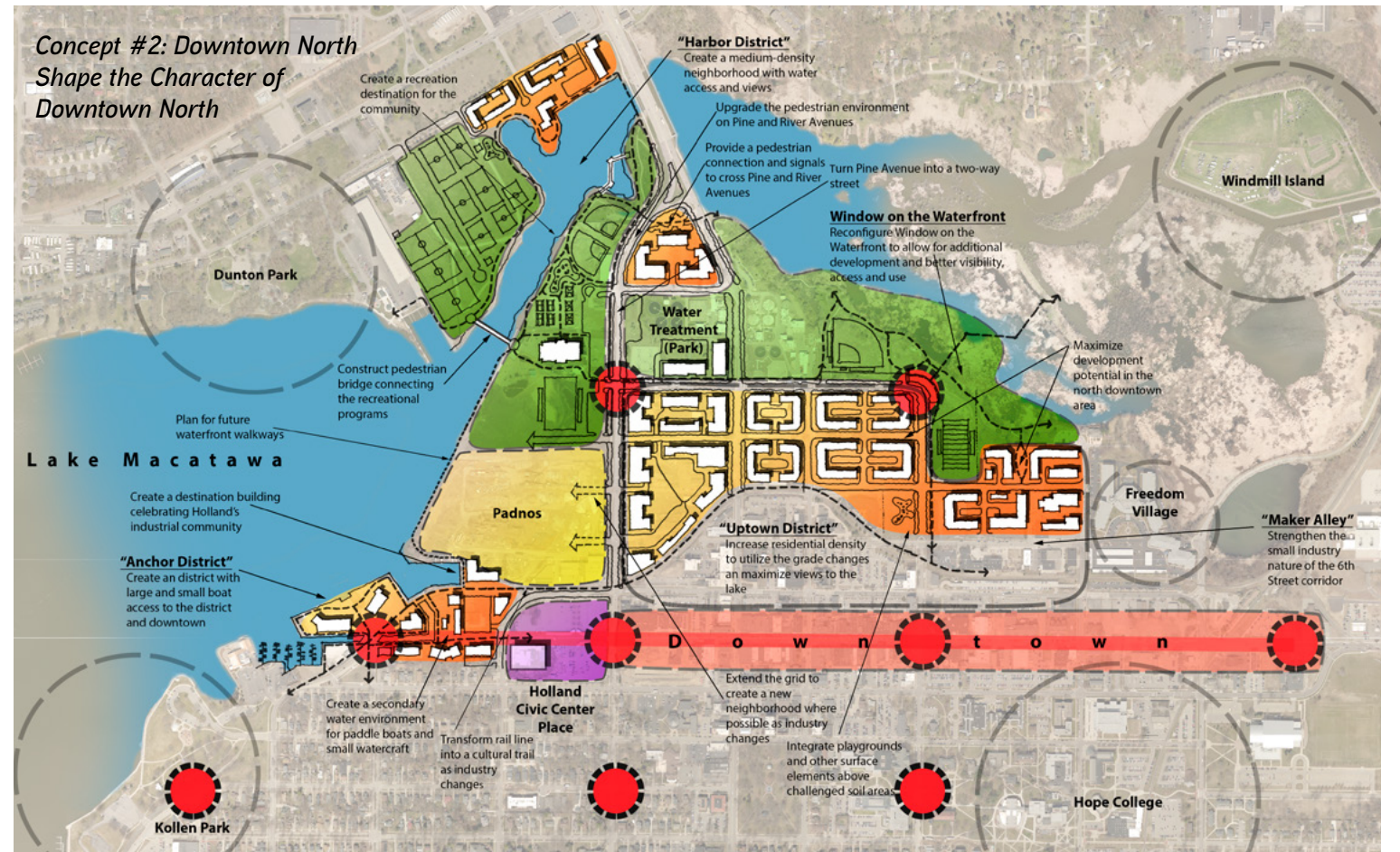
The City of Holland & The Holland Board of Public Works in collaboration with Holland Charter Township. For the full reports and other resources, please visit <https://waterfrontholland.org>. For inquiries, please contact the Department of Community & Neighborhood Services. Ph: 616-355-1330 | Email: [cns@cityofholland.com](mailto:cns@cityofholland.com)



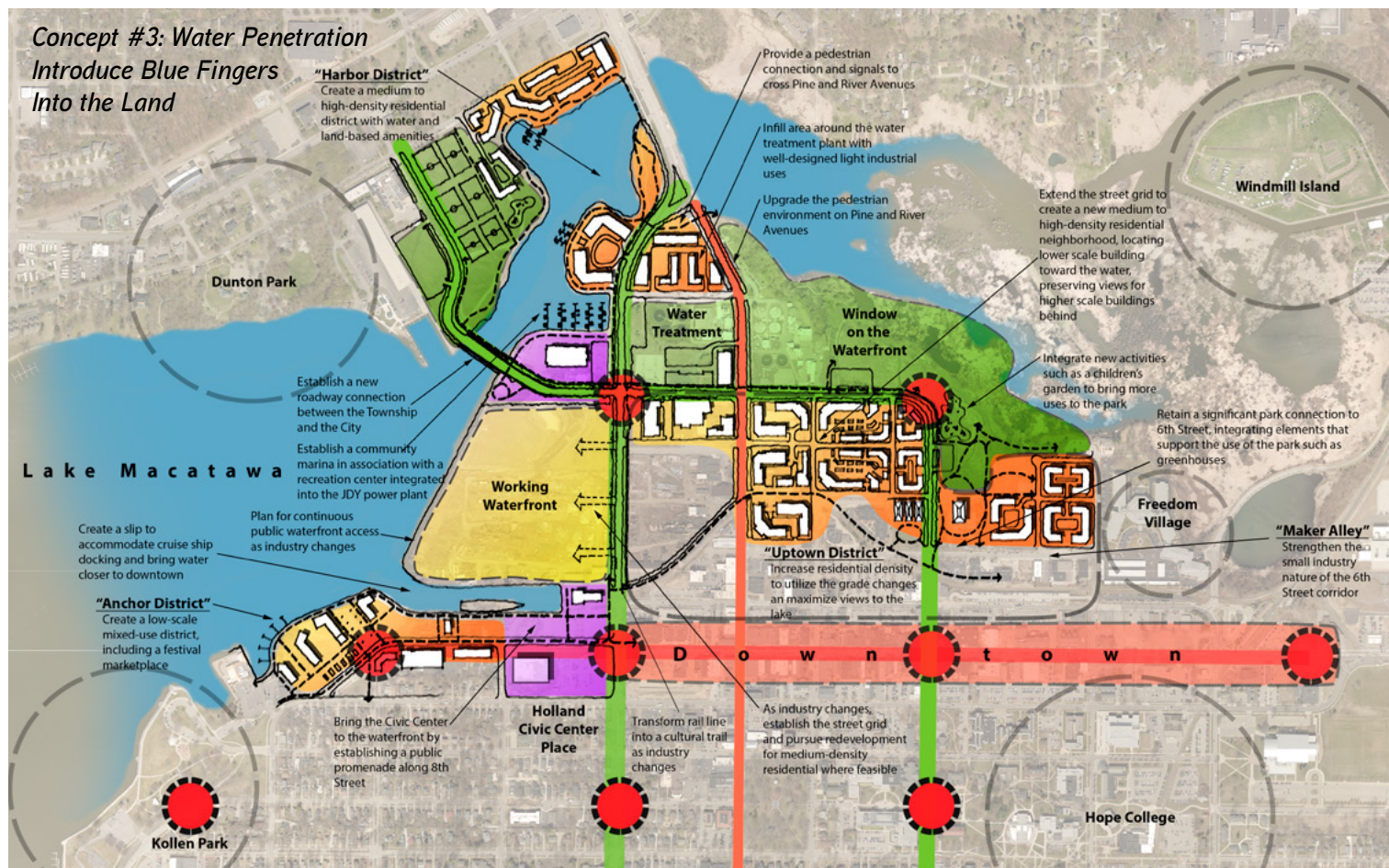
**Concept #1: The Working Waterfronts**  
*Celebrate the Economic & Ecological Waterfronts*



**Concept #2: Downtown North**  
*Shape the Character of Downtown North*



**Concept #3: Water Penetration**  
*Introduce Blue Fingers Into the Land*



**Concept #4: The W-Edge**  
*Revitalize the Urban Wedge + Introduce the Water Wedge*

