



City of Holland Master Plan

Adopted by the City Council March 15, 2017 | Five-Year Review Completed November 9, 2021 | 2023 Refresh: Adopted December 6, 2023

ACKNOWLEDGMENTS

This Plan was prepared by the Land Information Access Association (LIAA) as part of the Resilient Holland project. Support for the project came from the Michigan Municipal League (MML), Michigan Association of Planning (MAP), and the University of Michigan's Taubman College of Architecture and Urban Planning. A special thank you is owed to the many organizations and individuals that contributed to the planning process.

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Special Thanks to Mark Vanderploeg

Mark Vanderploeg served the City of Holland for 28 years, guiding its growth and development as a planner and, eventually, as the Director of the Community and Neighborhood Services (CNS) Department. The 2023 Refresh was Mark's last major project as Director of CNS before his retirement. Mark combined a steady hand with a forward-thinking vision, helping create the beautiful and vibrant City of Holland that this Plan celebrates.

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Describes the community purpose and legal justification for this Plan. The process for the development of this Plan is summarized and various planning activities from the past two decades are recognized and supported.

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Utilizes text and photographs to summarize Holland’s history. This history reaches back to the mid-1800s beginning with a large number of Dutch immigrants, and is then enriched with the migration of other ethnicities over the years to create the wonderful diverse community we experience today. This chapter also identifies the city’s earliest commitment to an urban design of connected streets and the community’s continued value placed on economic growth and reinvestment.

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Serves as a snapshot of our community’s Existing Land Use, Natural Features, Regional Climate Trends and Socio-Economic Characteristics. This chapter first helps us understand how we have developed as a city and briefly identifies areas where community conversations need to take place regarding future land use and design, such as our current waterfront industrial and large strip commercial corridors. This chapter then analyzes our Natural Environment and Socio-Economic Characteristics and identifies areas where we have vulnerable populations related to the impacts of climate change.

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- A. A Regional Perspective
- B. Charrette Report
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HOW TO READ THIS PLAN

This document was intentionally created in such a manner that it offers broad guidance on how the City of Holland should approach development and growth. While other city plans are more specific about certain types of development on certain streets, or certain improvements to certain parks, this Plan shall serve as a foundational policy document guiding the development of other city plans and initiatives.

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**RESOLUTION OF THE CITY OF HOLLAND CITY COUNCIL TO ADOPT THE
HOLLAND CITY MASTER PLAN**

At a regular meeting of the Holland City Council, Ottawa/Allegan Counties, Michigan, held on December 6, 2023 at 6:00 P.M.

Present: Mayor Bocks, Council Members Byrd, Vreeman, Raymond, Sol, Rowan, Corbin, Shea and Schultheis.

Absent: None.

The following Resolution was offered by Council Member Byrd and supported by Council Member Sol.

WHEREAS, the Planning Commission held the required public hearing and recommended approval of the updated City Master Plan during their November 14, 2023 meeting; and

WHEREAS, the existing City Master Plan for the entirety of the city was adopted in in 2017 and was in need of an update as a result of the adoption of the new Unified Development Ordinance in 2021; and

WHEREAS, the City Master Plan recites a brief history of the community along with an inventory of current land uses, natural features, regional climate trends and socio-economic conditions; makes recommendations for some adjustments to the Future Land Use Plan Map component of the City Master Plan, including but not limited to the creation of new planning designations; includes the Washington Square sub-area plan; identifies future planning study areas for consideration; includes a new Historic Preservation chapter; identifies ten major action areas that are paired with an overarching goal and many action steps that are important to Holland's future development; and, pursuant to State law inventories existing zoning districts along with suggested changes to the Zoning Ordinance to help further the Vision of the Plan;


NOW, THEREFORE BE IT RESOLVED, that the City Council of the City of Holland hereby adopts the update to the City Master Plan.

YEAS: Council Members Byrd, Vreeman, Raymond, Sol, Rowan, Corbin, Shea and Schultheis and Mayor Bocks.

NAYS: None.

CITY OF HOLLAND

Dated: December 6, 2023


By Kathy Grimm
It's City Clerk

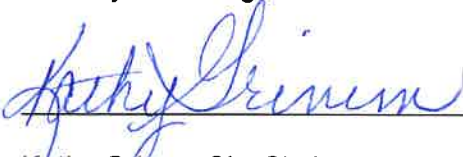


CERTIFICATE

STATE OF MICHIGAN)
)
COUNTIES OF OTTAWA/ALLEGAN) **ss**

I, the undersigned, the duly qualified City Clerk of the Holland City Council, City of Holland, State of Michigan, do hereby certify that the foregoing resolution is a true and complete copy of proceedings taken at a regular City Council Meeting of the Council of the City of Holland, held on the 6th day of December, 2023, the original of which is on file in my office. Public notice of said meeting was given pursuant to and in full compliance with Act 267, Public Act of 1976, as amended.

IN WITNESS WHEREOF, I have hereunto affixed my official signature this 6th day of December, 2023.



Kathy Grimm, City Clerk



Foreword

In 2017, the City of Holland Planning Commission, with the assistance of the Land Information Access Association of Traverse City, MI, engaged over 1,000 people in 40 meetings and on-the-street interviews to create the following 2017 City of Holland Master Plan. This Plan is the official policy guide for Holland's future development and growth. This Plan summarizes the community's vision, goals and objectives to create a framework and basis for sound community development and land use decision-making to ensure that Holland is a resilient city.

In 2023, the Plan was "refreshed" to benchmark the City's progress in achieving the Master Plan goals, as well as respond to new trends.

The **guiding principle** of this Master Plan is "**Inviting all to enjoy a thriving and resilient Holland.**" Inviting all to enjoy reinforces our community's approach to have all neighbors involved in the community planning process, as well as recognizing and appreciating the rich diversity that makes up the City of Holland. Ensuring a thriving Holland emphasizes our heritage of unique, interesting places and cultural pride, and directs the city to continue to be intentional in creating places that are of high quality, connected, and vibrant. A resilient Holland recognizes our place in this region and world, and our ongoing commitment to produce public policies that strengthen our economy, protect our environment, and serve as a foundation for the city to quickly respond and react to continuous change.

Plan Presentation

This Plan includes five chapters spread out over approximately 170 pages. This document was intentionally created in such a manner that it offers broad guidance on how the City of Holland should approach development and growth. While other city plans are more specific about certain types of development on certain streets, or certain improvements to certain parks, this Plan shall serve as a foundational policy document guiding the development of other city plans and initiatives.

Key Highlights

Chapter 3 serves as a snapshot of our community's **Existing Land Use, Natural Features, Regional Climate Trends, and Socio-Economic Characteristics**. It is important for the reader to know that the data presented in this plan is just that, data. This plan does not attempt to analyze or jump to conclusions about what this data represents. This data is presented to give a snapshot of Holland's composition and serve as a resource for further study and analysis.

Chapter 4 identifies an **overarching goal** for ten different action areas that are important to Holland's future development. These include:

- **Environment:** The City of Holland's Natural Environment will be clean and accessible.
- **Transportation:** The City of Holland will have a safe, connected transportation system that serves multiple modes.
- **Public Services:** The City of Holland's public services will be high quality, efficient, and cost effective.
- **Parks and Recreation:** The City of Holland will have visually appealing, year-round, and diverse activities and spaces that are accessible and connected for all people.
- **Housing:** The City of Holland's housing stock will be energy efficient, well-maintained, and include various designs.
- **Urban Design:** The City of Holland's neighborhoods will be aesthetically pleasing, tree-lined, walkable, and mixed-use with recognizable development patterns.
- **Food and Agriculture:** The City of Holland will have locally-sourced, fresh foods accessible to all residents and businesses.
- **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.
- **Social Services and Community Health:** The City of Holland will foster a safe and healthy community for all residents.
- **Historic Preservation:** The City of Holland will be a steward of Historic Preservation in our community, educating others about initiatives and opportunities to protect our heritage resources.

Chapter 5 identifies specific future development patterns for the City through three major plans to help policy makers review and guide future development in the city: the Strategic Land Development Area Plan Map, the Future Land Use Plan Map and the Zoning Plan.

The **Strategic Land Development Area Plan Map** is a broad-stroked plan developed to enhance the specificity of the Future Land Use Plan Map. The Strategic Land Development Area Plan Map sets forth parts of the city where development patterns are to be preserved or altered. The Strategic Land Development Area Plan Map also makes general recommendations for how building form and site design can be addressed in the Zoning Ordinance.

The **Future Land Use Plan Map** describes a generalized preferred organization of future land uses in the City of Holland. The development of the Future Land Use Plan Map considered existing land use patterns, public input, desired community character and potential impacts on natural

features. The Future Land Use Plan Map is comprised of twenty-one (21) Planning Districts in five broad categories. The Planning Districts include:

1. Airport Business District
2. Business Development
3. Mixed Use
4. Industrial
5. Neighborhood Commercial
6. Arterial Commercial
7. Highway Commercial
8. Mixed-Use Village
9. Central Downtown
10. Northern Downtown
11. Waterfront Downtown
12. Urban Residential
13. Suburban Residential
14. Neo-Traditional Residential
15. Apartment Residential
16. Mobile Home Residential
17. Parks, Preserves, and Cemeteries
18. College Campus District

In each of the categories described above, associated text can be found in the Plan that more clearly explains preferred uses within each category. Through these districts, the reader will see opportunities for greater flexibility in allowing more mixed-use development and a more urban-type density of infill along major thoroughfares in the City.

The **Zoning Plan**, a requirement of Michigan Planning Enabling Act, inventories existing zoning districts in the City of Holland. The Zoning Plan re-evaluates the Unified Development Ordinance, which was adopted in 2021, in light of the 2023 refresh.

This City of Holland Master Plan is a general plan intended to provide a foundation to policy makers as they review and approve future development throughout the City of Holland.

Additional planning efforts are listed in Chapter 1 to lend additional context and specificity to various topics and geographic areas. Some of those planning efforts have also been adopted as appendices to this Plan.

Thank you for your interest in the future growth and development of the City of Holland and happy reading!

Brooke Anderson

Chair, City of Holland Planning Commission

CHAPTER 1. INTRODUCTION

The City of Holland Master Plan is the official policy guide for Holland's future development and growth. The Master Plan summarizes the community's vision for the City, highlights goals and objectives based on an analysis of strengths and weakness, and provides the framework and basis for sound community development and land use decision making. Overall, the City of Holland Master Plan establishes clear direction and expectations for the City and meets the requirements established by the Michigan Planning Enabling Act of 2008.

Purposes and Uses of the Master Plan

- Identifies existing conditions and characteristics, community values, issues, and opportunities.
- Guides property owners, developers, neighboring jurisdictions, and county and state entities with expectations and standards for public investment and future development.
- Supports the allocation and spending of funds.
- Establishes the basis for the zoning ordinance, capital improvements, land use policies, and other implementation tools and programs.
- Provides the framework for planning and land use policy decisions made by City Council, the Planning Commission, and City staff.
- Offers a foundation for creative problem solving and adapting to change—in other words, building a resilient community.
- Builds partnerships between residents, community stakeholder groups, non-profit organizations, neighboring communities, and county and regional entities to participate in implementing the plan.

The Master Plan is a flexible document that guides development within the City, but provides capacity to adapt to changing conditions and innovation. The Master Plan describes where new development should be directed and also identifies existing conditions, goals, and best management practices for a number of focus areas including the local economy, natural and cultural resources, transportation networks, recreational amenities, health and social services, neighborhoods, urban design standards, and local food.

The City of Holland Master Plan was developed with engaging and comprehensive public input. This engagement process, along with conversations with City staff and Planning Commission members, resulted in several guiding principles for the future of Holland.

The guiding principles underlying each chapter of the Master Plan are summarized in a single sentence: **Inviting all to enjoy a thriving and resilient Holland.** By looking at the future with the goal of resiliency, the whole community is working together to foster unique Holland experiences in dynamic, vibrant places.



Children playing in Kollen Park, 2011.

i

2023 Refresh

In 2023, the City of Holland undertook a 5-year review and “refresh” of this Master Plan document. Revisions made during the 2023 Refresh are called out for ease of distinguishing them from the original 2017 Plan - though all recommendations in this document are equally valid. Key revisions during the 2023 Refresh include:

- *A Washington Square Sub-Area Plan, which is adopted as an appendix to this plan.*
- *A new Historic Preservation section*
- *An updated Zoning Plan, reflecting the 2021 Adoption of the Unified Development Ordinance.*
- *Updated Goals and Objectives to reflect the ongoing work of implementation.*
- *Updated data and maps to reflect the Holland of 2023.*

Holland's location

The City of Holland straddles Ottawa and Allegan counties on the western edge of Michigan's Lower Peninsula. The City is adjacent to Lake Macatawa, just east of the Lake Michigan shore. Holland currently supports a variety of industries and businesses, is well connected to the rest of the state and region, and is home to Hope College. The City's vibrant, historic downtown is a shopping and entertainment destination for residents and visitors alike.

The Resilient Holland Planning Process

In the spring of 2015, the City of Holland began a community-wide planning process called Resilient Holland. Through this planning effort, the citizens and leaders of the Holland community worked together to address shared issues and identify ways to manage changes and challenges of all kinds. This Master Plan is based on the input received during the Resilient Holland project and relevant recommendations from past planning efforts within the City. The City of Holland Planning Commission and City staff oversaw the planning process, considered recommendations created during the project, and guided the creation of the Master Plan.

Over the course of the Resilient Holland project, the Land Information Access Association (LIAA), conducted a wide variety of civic engagement activities including public input sessions, educational gatherings, and community workshops. These events are summarized on the timeline in this chapter. The events provided citizens, stakeholders, and public officials opportunities to identify important community issues and generate a shared vision for Holland's future. The following pages describe the civic engagement process that occurred during the Resilient Holland project.





Guiding Principles

The planning process fostered many ideas and conversations about the vision for Holland's future and the issues facing Holland today. During the planning process, these ideas coalesced into three guiding principles that shaped the Master Plan and help describe the future of Holland.

These guiding principles emerged from an iterative planning process that involved the public, Holland City staff and Planning Commission members, and the consultant team from LIAA (in 2017) and McKenna, Broad Street Studio, and HYK Consulting (in 2023). The guiding principles, shown on this page, each have an icon that will reappear throughout the Plan with case studies and other information.

Inviting all to enjoy a thriving and resilient Holland.



"INVITING ALL TO ENJOY..."

This guiding principle speaks to Holland's community approach, where every neighbor is welcomed and accepted into government processes. From a thriving Hispanic culture to a college-town experience for students, Holland has something to offer for everyone. This invitation extends beyond Holland's boundaries, incorporating regional efforts to move the West Michigan region forward.



"...A THRIVING..."

This guiding principle emphasizes Holland's heritage of unique, interesting places and cultural pride. A thriving Holland has carefully chosen, high-quality standards for future development, a connected and vibrant downtown, and vital neighborhoods. This guiding principle encompasses themes of walkability, placemaking, and building typologies that will be discussed throughout the plan.



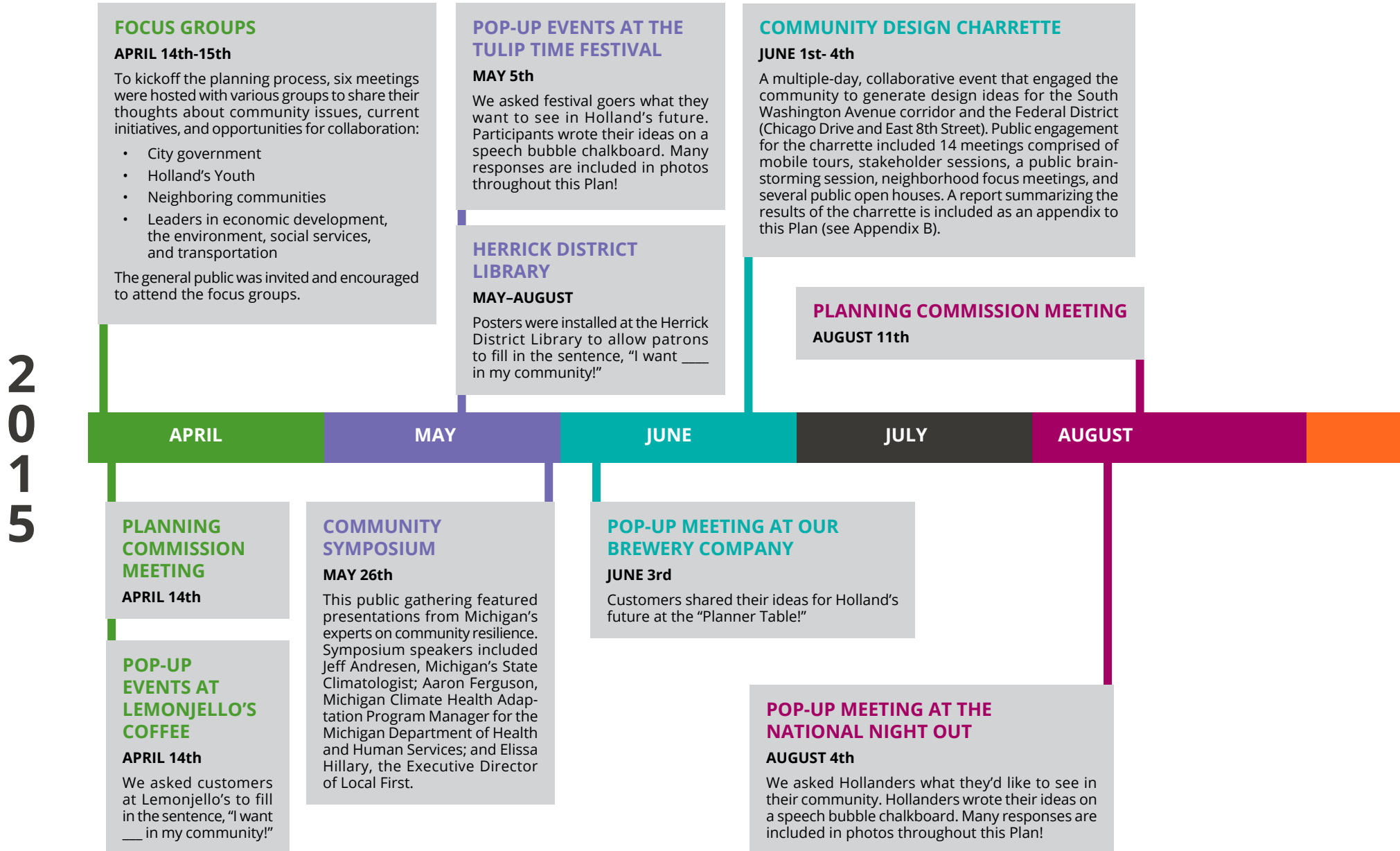
"...AND RESILIENT HOLLAND."

This guiding principle ties resiliency to many aspects of Holland. Lake Macatawa and Holland's proximity to the "big lake," Lake Michigan, are invaluable resources that provide an abundance of amenities. This also has implications for Holland, a coastal community, as the climate continues to change and development pressure increases.

Additionally, as Michigan as a whole evolves from a manufacturing-based economy into something new, Holland must prepare by becoming a resilient, shock-proof economy and welcoming businesses of all kinds.

By ensuring its economic portfolio and environmental strategies are diverse, a forward-facing Holland can react and adapt to changes in the global or national economy and prepare for changes in climate over the long term.

Timeline of Public Participation Events



50 MEETINGS & 1,100 PEOPLE



were involved in the creation of this Master Plan! The map on the next page shows the locations of each civic engagement event. Photos and key takeaways from the events on this timeline are included throughout the plan.

VISIONING MEETING
NOVEMBER 5th
 This public meeting was held at St. Francis de Sales Parish, gathering residents and community leaders together to share their thoughts on topics like local food, the economy, and transportation in small groups. The meeting was conducted in both English and Spanish with activities for all ages.

VIDEO INTERVIEWS
NOVEMBER 5th
 We asked residents throughout the City to tell us what they think of Holland. [The video is on Youtube.](#)

PLANNING COMMISSION MEETING
SEPTEMBER 8th

PLANNING COMMISSION MEETING
SEPTEMBER 22nd

PLANNING COMMISSION MEETING
NOVEMBER 10th

PLANNING COMMISSION MEETING
DECEMBER 8th

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

2016

MASTER PLAN PUBLIC OPEN HOUSE
JUNE 2nd
 Around 45 residents attended the open house to provide feedback on the Draft Master Plan's goals and Future Land Use.

PUBLIC HEARING
OCTOBER 11th

CITY COUNCIL MEETING
ADOPTED MARCH 15th

JAN - APR

MAY - AUG

SEP - DEC

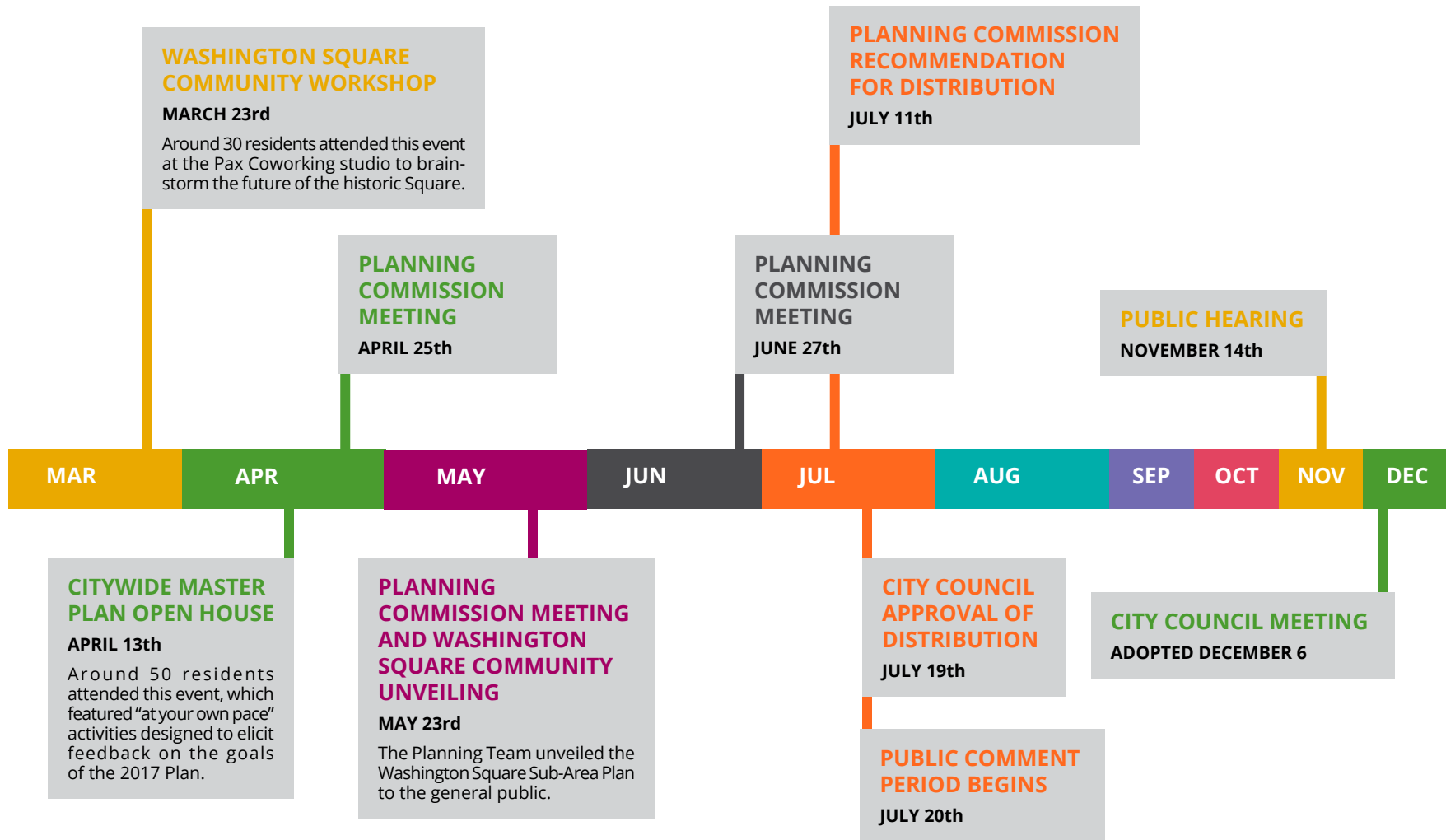
JAN - MAR

PLANNING COMMISSION MEETING
FEBRUARY 9th

PUBLIC COMMENT PERIOD BEGINS
JULY 10th

2017

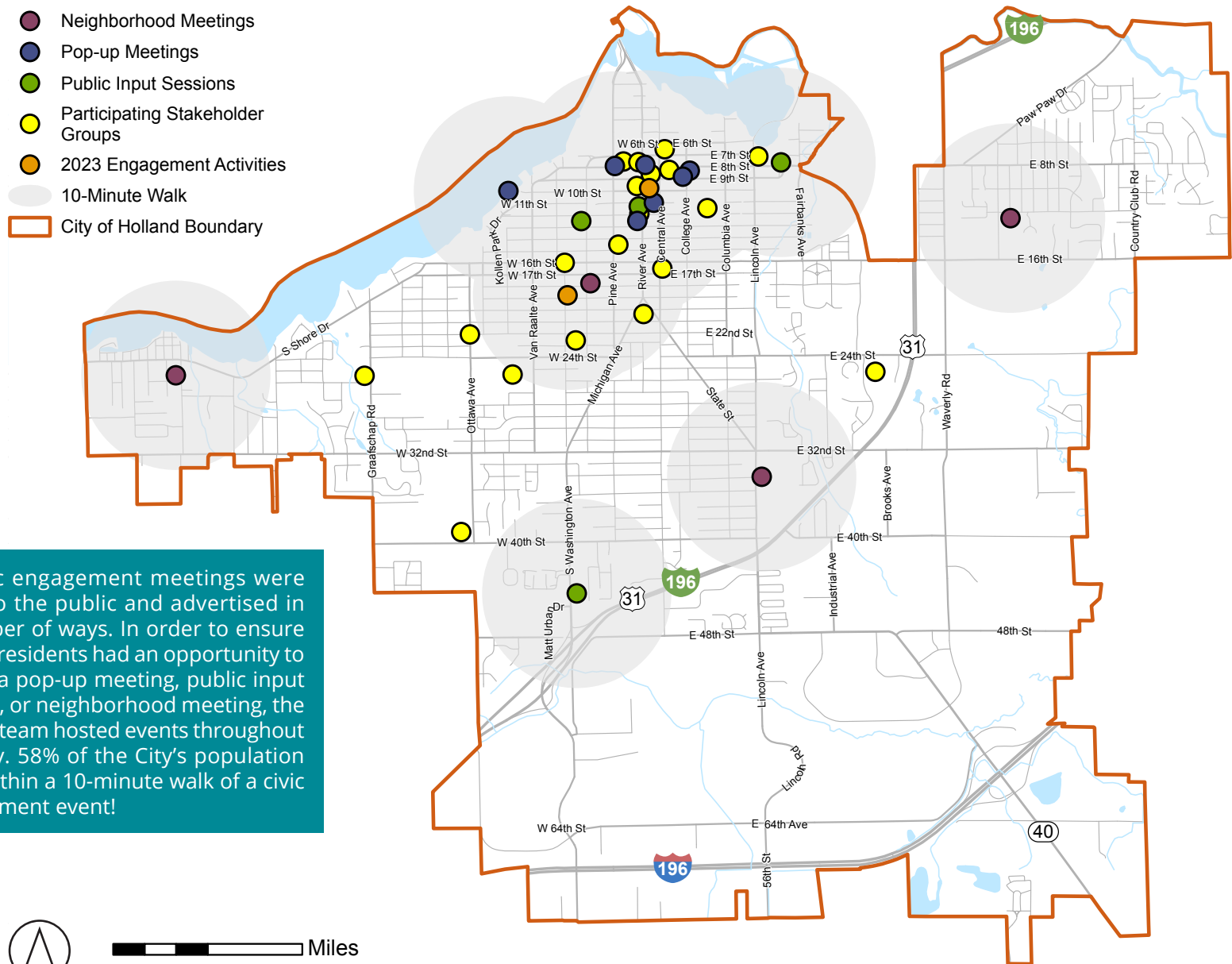
2023



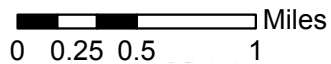
Map 1.1 Civic Engagement Activities and Participating Stakeholder Groups

LEGEND

- Neighborhood Meetings
- Pop-up Meetings
- Public Input Sessions
- Participating Stakeholder Groups
- 2023 Engagement Activities
- 10-Minute Walk
- City of Holland Boundary



All civic engagement meetings were open to the public and advertised in a number of ways. In order to ensure that all residents had an opportunity to attend a pop-up meeting, public input session, or neighborhood meeting, the project team hosted events throughout the City. 58% of the City's population lived within a 10-minute walk of a civic engagement event!



What is a Pop-Up Meeting?

Throughout the spring and summer of 2015, LIAA conducted “pop-up” community input meetings where the planning team solicited visions for the future of Holland in busy public spaces and during community events. Map 1.1 shows the locations for the pop-up meetings held to inform this plan, and photos of participants are scattered throughout the document. Below are the two pop-up strategies we used most frequently: asking participants to fill in the blank on the “I want ___ in my community” posters, and answering the question, “In the future, what should Holland have?”.

Interactive Activities

Pop-up meetings for this Plan involved a number of interactive activities. One example is below, where participants filled in a speech bubble for what they want to see in their community. Pop-up meetings were held at Tulip Time, National Night Out, Lemonjello’s Coffee, and Our Brewery Company. Blank posters were also installed at the Herrick District Library.

Pop-up Meetings at the National Night Out

Holland participated in the 2015 National Night Out, a community event with music, food, entertainment, and activities designed to build strong relationships between neighbors and raise awareness for crime and drug prevention. This event attracts many families and children from the City each year! The project team was at the event on August 4th, 2015 in Kollen Park in order to ask attendees, “What should Holland look like in the future?” Participants responded on chalkboards with their ideas and their photos are included throughout the Plan!



Local and Regional Planning Efforts

Over the past decade, many neighborhood and sub-area specific plans have been adopted to address specific locations within the City and serve as updates to the City's master plan. In addition to these plans, a variety of City-wide, county, and regional plans have been completed, addressing topics including recreation, housing, transportation, and watershed management. All of these plans contain information and recommendations relevant to the Resilient Holland planning process and this Master Plan. While all of these plans

are still valid and worked to inform the planning process of this Master Plan, this Master Plan can be considered the main Master Plan for the City of Holland. This Master Plan seeks to build upon these past and ongoing planning efforts by incorporating elements that support the current vision for Holland's future. A summary of some relevant City, county, and regional planning efforts is included on the following pages.



PREPARING FOR THE FUTURE



As time passes and conditions change within a community, it is important that plans for the future are reevaluated and updated to increase resiliency to emerging challenges, and to take advantage of new opportunities and shifting trends. The City of Holland and other local and regional entities have consistently prepared for the future by maintaining communication with citizens of all ages, monitoring and assessing changing circumstances, and creating plans for the improvement of the community.

Holland youth contributing to the Master Plan.

CITYWIDE PLANS

Click on the underlined plans to open hyperlinks!

[Housing Target Market Analysis \(2015\)](#)

[Michigan Municipal League PlacePlan for the City of Holland \(2014\)](#)

[Local Food Innovation and Opportunities \(2014\)](#)

[Downtown Holland Retail Market Analysis \(2014\)](#)

[City of Holland Comprehensive Parks and Recreation Master Plan Update \(2019\)](#)

[Bicycle and Pedestrian Transportation Plan \(2006\)](#)

[Neighborhood Vitality and Holland's Elementary Schools \(2003\)](#)

i [Unified Development Ordinance \(2021\)](#)

i [Holland Moves Non-Motorized Transportation Plan \(2022\)](#)

i [Blueprint for Flourishing Neighborhoods \(2023\)](#)

i [Analysis of Impediments to Fair Housing Choice \(2023\)](#)

Past and Ongoing Local and Regional Plans

Each document in the box at left was reviewed as part of this Master Plan process. Many of these plans and studies are mentioned throughout this Plan, and while each document has important implications for this Plan, just several are described in more detail below.

i [Blueprint for Flourishing Neighborhoods \(2023\)](#)

The Blueprint for Flourishing Neighborhoods seeks to provide a framework and roadmap for Holland's neighborhoods to advance toward greater flourishing. A place that is flourishing, in this context, means one that is thriving, resilient, inclusive, and one that offers an equitable opportunity for all to prosper. It is noted in several places within the report that Holland's neighborhoods have many positive qualities and offer a high quality of life which rings true with the City's mission of maximizing livability to many who reside within those neighborhoods. Yet there is room for growth and improvement, as well as an ongoing need to adjust to changing conditions and realities. In addition, not all experience that quality of life or benefit from the City's offerings to an equal degree, and the reasons for that are varied and oftentimes complex. This report suggests that both individual residents and City leaders have agency to influence the conditions and characteristics of the neighborhoods in which we live.

i [Analysis of Impediments to Fair Housing Choice \(2023\)](#)

As a Community Development Block Grant entitlement community, Holland is required to conduct an Analysis of Impediments to Fair Housing Choice. The City used its 2023 edition to tackle the problem of housing affordability through increased supply, anti-discrimination efforts, and an evaluation of codes and ordinances for unintended effects.

i Plans marked with this icon were added during the 2023 refresh.

i [Holland Moves Non-Motorized Transportation Plan \(2022\)](#)

The Holland Moves Plan was created to identify key projects that will help create a safer non-motorized network for the City of Holland, with a focus on connecting to schools, parks, Downtown, adjacent communities, and points of interest. This plan will be a guiding document for City leadership and staff to use as it relates to prioritizing non-motorized projects, identifying and deciding on types of improvements based on best practices, and use as a resource for funding and partnership opportunities.

i [Unified Development Ordinance \(UDO\) \(2021\)](#)

As an implementation measure from the 2017 Master Plan, the City undertook a comprehensive zoning re-write, culminating in the adoption of the Unified Development Ordinance (UDO) in 2021. The UDO contains a Form Based Code for Holland's downtown and historic neighborhood business areas, ties street design to land use, and includes innovative options for infill housing.

[City of Holland Target Market Analysis \(2015\)](#)

The Target Market Analysis, created by LandUse USA, focuses on identifying the market potential for varied housing choices in the center of the City and for the rehabilitation of existing housing stock throughout the entire City.

[City of Holland Comprehensive Parks and Recreation Master Plan Update \(2019\)](#)

The Comprehensive Parks and Recreation Master Plan identifies existing park and recreational facilities and programs in the City of Holland, assesses community recreational needs, and makes recommendations for future improvements for the City's public spaces and recreational needs.

NEIGHBORHOOD AND SUB-AREA PLANS

Click on the underlined plans to open hyperlinks!

[Extending the Vision – An Update of the Strategic Plan for Downtown Holland \(2015\)](#)

[City of Holland Snowmelt Plan \(2015\)](#)

[Keppel's Village Study Committee Final Report \(2010\)](#)

[Central Park Station District Enhancement Study \(2007\)](#)

[Holland Heights Neighborhood Plan \(2007\)](#)

[Maplewood Corners District Enhancement Study \(2007\)](#)

[Columbia Art District Enhancement Study \(2006\)](#)

[Holland Heights District Enhancement Study \(2006\)](#)

[Holland Hospital Neighborhood Plan \(2005\)](#)

[South End Area Master Plan \(2000; amended 2005\)](#)

[South Shore Village District Enhancement Study \(2005\)](#)

[Van Raalte Farm Historic Study Committee Report \(2005\)](#)

[Downtown and Central Neighborhoods Street Improvement Program \(2004\)](#)

[West 17th Street Visioning Workshop Summary Report \(2004\)](#)


[The Center of Centers – Property Redevelopment in the Heart of Holland's Central Neighborhood \(2003\)](#)

[Pine Avenue Study \(2003\)](#)


[Central Neighborhood Plan \(2002\)](#)

[Washington Boulevard Study Committee Final Report \(2001\)](#)

[Waterfront Redevelopment Plan \(1999\)](#)

 [Waverly Sub-Area Plan \(2019\)](#)

 [Waterfront Holland \(2020\)](#)

 [South Shore Village Neighborhood Area Plan \(2022\)](#)

 [Washington Square Neighborhood Area Plan \(2023\)](#)

Each document in the box at left was reviewed as part of this Master Plan process. Many of these plans and studies are mentioned throughout this Plan, and while each document has important implications for this plan, just several are described in more detail below.

Extending the Vision - An Update of the Strategic Plan for Downtown Holland (2015)

Extending the Vision is an update to the 2007 strategic plan for Downtown Holland, "Sharpening the Vision." This plan outlines a strategy to make Downtown Holland "the best small downtown in America." Goals of the plan include the provision of quality retail and entertainment options, varied residential opportunities, and high quality buildings and public spaces.

Washington Square Neighborhood Area Plan (2023)

The recent momentum and renewed beginnings of a public-private partnership vehicle in the Washington Square Business Improvement District Board presents an opportunity to enable a collaborative approach in the stewardship of this commercial neighborhood node and its surrounding neighborhood. The Plan was developed concurrently with the 2023 Master Plan Refresh, and was adopted as an appendix to the Plan.

South Shore Village Neighborhood Area Plan (2022)

In 2015, the City of Holland designated South Shore Village as a Business Improvement District (BID) and established an appointed Board to provide oversight in the district. The


Board ceased meeting for a couple years due to the Covid-19 pandemic, but was formally re-established and reinvigorated in 2021 to support and help guide improvements in the district. The City of Holland and SSV BID Board held community engagement Open Houses during the summer of 2022 to gather neighborhood feedback to guide the future development of this unique place, which was then synthesized into the South Shore Village Neighborhood Area Plan.

Waterfront Holland (2020)

Waterfront Holland was a community engagement initiative between 2018 and 2019 to formulate a vision and framework for the future of Holland's waterfront. Led by the City of Holland and the Holland Board of Public Works, and in partnership with Holland Charter Township, the process took a comprehensive, inclusive, and transparent approach to gathering public and private input.

Waverly Sub-Area Plan (2019)

The intent of the Waverly Subarea Plan was to 1) identify goals and 2) offer strategies for development in the Subarea, which contained 7 parcels of greenfield or underdeveloped land. With a finite amount of vacant and developable land available in the City of Holland, it was imperative for the City to be proactive rather than reactive in its development approach to reach best planning practice goals and action steps set forth in the Master Plan. As developers become interested in these private properties, the Plan, in conjunction with the Greenfield Mixed Use Zone District in the UDO, is intended to provide guidance on roads, sewer, water, non-motorized connections, and neighborhood design.

 Plans marked with this icon were added during the 2023 refresh.

COUNTY AND REGIONAL PLANS

Click on the underlined plans to open hyperlinks!

[Ottawa Housing Next \(2015\)](#)

[MACC 2040 Long Range Transportation Plan \(2015\)](#)

[Macatawa Watershed Management Plan \(2012\)](#)

[Project Clarity: Restoring the Macatawa Watershed – Comprehensive Restoration Plan \(2012\)](#)

[Hazard Mitigation Plan for Kent and Ottawa Counties \(2012\)](#)

On October 27, 2020, the Ottawa County Board of Commissioners voted to dissolve the Ottawa County Planning Commission. This decision was made due to all twenty-four municipalities within Ottawa County maintaining zoning ordinances and planning commissions, rendering the county planning commission a solely-advisory body. These advisory duties will continue to be performed by the Department of Strategic Impact with oversight by the Board of Commissioners.

The Department of Strategic Impact oversees planning of a wide variety of quality of life and economic development projects. They also evaluate the efficacy of programs and services.

Each document in the box at left was reviewed as part of this Master Plan process. Each document has important implications for this Plan as described in more detail below.

[Ottawa Housing Next \(2015\)](#)

This report, created by Greater Ottawa County United Way and Lakeshore Housing Alliance, addresses the issue of housing affordability within Ottawa County and outlines the causes and impacts of the lack of affordable housing in the community.

[MACC 2040 Long Range Transportation Plan \(2015\)](#)

The Macatawa Area Coordinating Council created the 2040 Long Range Transportation Plan with a vision of creating and maintaining a transportation system that supports the regional economy, promotes environmental sustainability, and offers safe and efficient transportation options to those who live and work within the region.

[Macatawa Watershed Management Plan \(2012\)](#)

This plan, created by the local Metropolitan Planning Organization (MPO), the Macatawa Area Coordinating Council (MACC), is intended to provide a framework for water quality improvement activities within the Macatawa Watershed and efficiently guide watershed-related outreach, research, and implementation projects.

[Project Clarity: Restoring the Macatawa Watershed– Comprehensive Restoration Plan \(2012\)](#)

The Project Clarity Comprehensive Restoration Plan, created by the MACC, serves as the guide for Project Clarity, a regional effort to improve water quality in Lake Macatawa and the Macatawa Watershed. The plan includes implementation solutions that address water quality problems in the lake and provides for a long-term management and maintenance plan for the watershed.

[Hazard Mitigation Plan for Kent and Ottawa Counties \(2012\)](#)

The Hazard Mitigation Plan for Kent and Ottawa Counties, created by planning staff from the Michigan State Police Emergency Management and Homeland Security Division and other local officials, representatives, and experts, identifies potential hazards to Kent and Ottawa counties and makes recommendations for the mitigation of the impacts from these hazards and response efforts following disaster events.

Master Plan Comments from Surrounding Townships

As a part of the 2023 Master Plan Refresh, City staff met with each surrounding Township Planning Commission to get their comments/input on issues they think the City should be aware of as we begin our process. Below is a summary of the comments received.

Fillmore Twp	Park Twp	Laketown Twp	Holland Twp
Land use on the common border and whether the City felt that the Township Property should be designated industrial	Continue/expand efforts related to protecting the health of Lake Macatawa.	Consistent/compatible zoning along our border	Non-motorized connections into the City (8th St/Chicago Dr).
The impact the N/S runway has on the Township and City and whether or not the Airport has plans to develop the runway.	Explore opportunities to increase pathway connection to Park Twp.	147th/40th & Graafschap – traffic light/roundabout	Working with MDOT/OCRC on the appearance/upkeep of US-31.
	Explore Broadband connection to outside the City.	Lakeview school park master plan – any updates/timeline for this?	Providing Electric Vehicle infrastructure.
	Using a regional perspective (housing, transportation, etc).	Broadband extension into Twp	Providing housing for the expanding Industrial users.
	Address climate change/sustainability.	Bike path connections to allow connections into the City.	Extending BPW services into Twp (Electric/Fiber).
		Water utility extensions into Twp – Graafschap Rd	

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CHAPTER 2. WHO WE WERE

The area that became Holland was originally inhabited by Native Americans, primarily the Ojibwe, Odawa, and Potawatami, three peoples that shared a common language, customs, and beliefs and thrived on the abundant fresh water and rich soils of the region.



European settlement began in Holland in the mid-1800s when large numbers of Dutch immigrants, looking for opportunity and prosperity in America, moved to Western Michigan. Holland was founded in 1847 and was a haven for Dutch culture and faith. As Holland grew, it became known not only for its Dutch culture, but for its booming manufacturing companies and fertile agricultural lands. Beginning in the 1940s, Hispanic families began to settle in Holland, creating the strong Hispanic community that Holland enjoys today. Now, Holland is a thriving, diverse community, with a vibrant downtown and a strong local economy. This chapter contains many historic and modern-day photos of Holland and an overview of the City's growth and development milestones, to serve as a reminder of Holland's past as it continues to thrive.



Postcard drawing of Downtown Holland, courtesy of the Joint Archives of Holland.



Downtown Holland, Spring 2015.

Holland's History in Photographs: Then and Now



Top Left: Centennial Park from a historic postcard. Courtesy of the Joint Archives of Holland.

Top Right: Centennial Park in 2015.

Middle Left: Parade in Downtown Holland from a historic postcard. Courtesy of the Joint Archives of Holland.

Middle Right: 2011 Holiday Parade.

Bottom Left: Children in the Tulip Time Parade circa 1945. Courtesy of the Joint Archives of Holland.

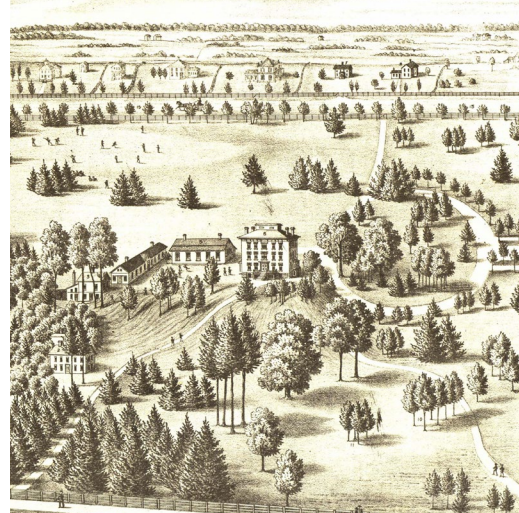


Bottom Right: Tulip Time Parade 2015.

Growth and Development Milestones in Holland

Settlement and Early Days

Holland was founded in 1847. The City was built with a traditional grid street system (as seen in the image on the far right), which still exists today. In 1851, the Holland Pioneer School was established to provide an opportunity for advanced study. Eventually, the Pioneer School evolved into Hope College, which gained its official charter from the State of Michigan in 1866. A harbor and channel to Lake Michigan were excavated to provide a shipping lane to Chicago for the lumber industry and other commercial uses in 1860. Railroad service to Holland began in 1870 and provided capacity for additional economic growth and easy access to the area for tourists. A fire in 1871 destroyed much of the City, and rebuilding efforts included many of the Victorian era structures that still stand in downtown Holland. Holland's first public water and electricity utility systems were established in the 1880s and 1890s, paving the way for future growth.^{1,2}



Industrialization

During the end of the 19th and beginning of the 20th centuries, industry thrived in Holland. Access to transportation systems allowed for economic growth in a variety of sectors, including furniture production, manufacturing, lumber-related industries, and agriculture. Tourism also thrived during this period, with visitors flocking to area resorts. The population of Holland grew steadily during this period, growing from roughly 4,000 in 1890 to over 14,000 in 1930.³ The Tulip Time Festival grew out of a community beautification project in the late 1920s and began attracting thousands of visitors, even during its early years. As the community grew, the construction of single-family homes on small lots near the center of the City continued.⁴



Top: 1876 sketch and map of Holland. Courtesy of the Loutit District Library.
Bottom: Busy scene on 8th Street. Courtesy of the Joint Archives of Holland.

¹ Holland History - Holland Area Convention & Visitors Bureau. www.holland.org/about/holland-history/. (Accessed October, 2015)

² Holland Parks and Cemeteries Department. (2014). *City of Holland, Michigan 2014 Comprehensive Parks and Recreation Master Plan Update*.

³ City of Holland. (1992). *City of Holland Master Plan*.

⁴ Holland History - Holland Area Convention & Visitors Bureau. www.holland.org/about/holland-history/. (Accessed October, 2015)

Mid-Century Growth

The middle of the 20th century brought more growth to the Holland area as the proliferation of the automobile spurred the construction of suburban and highway commercial development outside of the center of the City. In the late 1950s, large annexations of township lands increased the size of the City from around four square miles to around 12 square miles. The population of Holland grew by roughly 10,000 as City boundaries extended east, south, and west.⁵ This growth included the first addition to the City of lands south of 32nd Street (Fillmore Township, Allegan County), east of Lincoln Avenue (Holland Heights), and west of Ottawa Avenue (Montello and Central Park neighborhoods, the West End). Much of the lands annexed in the late 1950s looked different from those existing in the City. Larger lots, more contemporary architectural styles, and more suburban development patterns typified these areas that were originally built out in townships and then incorporated into the City. In 1961, the De Zwaan Windmill, imported from the Netherlands, was relocated to what is now known as Windmill Island.⁶



Historic photo of Holland City Hall, from the City of Holland.

Recent History

Recent decades have brought revitalization and new development to the center of the City as industrial operations continue to move away from the waterfront and closer to highways. Improvements to public spaces and private development have helped downtown Holland remain a truly special place where commercial, residential, entertainment, and public uses coexist. Under approval by the Michigan State Boundary Commission, 1,100 acres of land were transferred from Fillmore Township to the City in 1999 in order to extend access to the City's public water system and accommodate development demands.⁷ Recent residential development within the City includes a higher percentage of multiple-family structures, including apartments, condominiums, and townhomes.



A THRIVING DOWNTOWN



8th Street has served as the heartbeat of Holland throughout the City's history. Today, Downtown Holland continues to thrive as the City has improved public spaces and streetscaping, installed snow melting sidewalks, and attracted many successful retail and entertainment options. Residents listed Downtown Holland as an asset again and again during the engagement meetings for this Master Plan.

⁵ *City of Holland. (1992). City of Holland Master Plan.*

⁶ *Holland History - Holland Area Convention & Visitors Bureau. www.holland.org/about/holland-history/. (Accessed October, 2015)*

⁷ *Holland Parks and Cemeteries Department. (2014). City of Holland, Michigan 2014 Comprehensive Parks and Recreation Master Plan Update.*

CHAPTER 3. WHO WE ARE

This chapter summarizes current conditions in Holland including natural features, existing land uses, and regional climate trends. This chapter also provides background data on socioeconomic characteristics of the City such as population change, age, race, poverty, and income. Lastly, this chapter presents the results of a heat vulnerability assessment for the City.

Existing Land Use

The characteristics of the land in Holland and the ways that people use the land change over time. Vacant lands become developed and uses on specific properties shift as economic, social, environmental, and cultural trends change. Changes in City zoning regulation, infrastructure, and transportation routes also create changes in land use patterns over time. In order to plan for the future, it is important to have an understanding of these existing land uses and the relationships between them.

The City of Holland is almost completely developed to varying degrees of intensity. Downtown Holland serves as the center of the region and is adjacent to older traditional neighborhoods, the Hope College campus, some industrial uses, and large park and wetland areas. As the City grew over time, development became more suburban in character and spread further from the Downtown. Newer commercial and industrial areas, typically seen in the southern and eastern parts of the City, are found along busier arterial streets and highway corridors. The following is a general description of the existing land uses found within the City.

Single Family Residential

This category includes detached single-family and two-family (duplex) residential uses. Single-family residential uses are the most predominant land use type in these areas, with two-family residences scattered throughout many neighborhoods. A relatively small number of vacant lots within

existing residential neighborhoods present an opportunity for future infill development.

The oldest homes in the City were built on relatively small lots, with shallow setbacks placed on a grid street pattern adjacent to Lake Macatawa and Downtown Holland. More recent development took place further from Downtown. Much of this development occurred on lands under the jurisdiction of neighboring townships that have since been incorporated into the City. These newer developments possess a different character than the historic neighborhoods (e.g., attached garages, larger lots without alleys, curvilinear and cul-de-sac streets rather than a grid system). These characteristics make newer neighborhoods in the City quite distinguishable from older neighborhoods.

Multiple Family Residential

This category includes buildings that contain more than two dwelling units, including apartment buildings, townhouses, mobile home parks, and senior housing facilities. There are a wide variety of multiple-family residential developments within Holland, primarily located on the east and south sides of the City in close proximity to busier streets and highways. These range from condominium developments to apartment complexes and senior living facilities. Most of the newer multiple-family residential complexes lack the integrated character of nearby single-family neighborhoods because they contain different street patterns, lot sizes, setbacks, and building characteristics.



Historic single family homes can be found in many of Holland's neighborhoods.



Pictured: Downtown from above (left, aerial from 2015) and from the street (2011).

Downtown

Holland's traditional downtown is located in the northern portion of the City near Lake Macatawa. The downtown, centered on the 8th Street corridor, acts as a primary retail, office, and entertainment center in the region. A wide range of land uses are found in Downtown Holland where multiple-story buildings and walkable streets help create a vibrant and people-friendly atmosphere.

Commercial and Office

Commercial and office development can be found scattered throughout the City of Holland. These uses include larger-scale shopping centers, various retail and service uses, small neighborhood commercial nodes, and auto-oriented facilities such as strip malls, gas stations, and drive-through restaurants. The primary office areas in Holland are located along more heavily traveled streets outside of the City's traditional center. These uses include financial institutions, professional offices, and medical clinics.

In contrast to the more compact downtown environment, the commercial areas along Chicago Drive, Waverly Road,

US-31, and Washington Avenue contain a wide variety of automobile-related uses characterized by larger lots with front yard parking lots. These corridors provide access to many businesses for residents and those traveling through the area, but lack much in the way of distinguishing characteristics or unifying elements. The need for a more attractive, inviting, and consistent character along these corridors has been regularly discussed during the Resilient Holland planning process.

Industrial

Industrial uses have played a vital role in the development and prosperity of Holland since its inception. The City's industries provide job opportunities and a significant tax base to support improvements to infrastructure, facilities, and municipal services. Industrial uses are located in a variety of locations within the City and some of the industrial sites in the City have existed for over 100 years.

Older industrial uses can be found adjacent to Lake Macatawa in close proximity to Downtown Holland and the City's older neighborhoods. In the past, proximity to the water

was an important factor in siting industrial facilities and some waterfront land remains in industrial use today. The community will face future decisions regarding the highest and best use of waterfront property and whether industrial operations are desired along the City's waterways in the decades to come. Large areas of the City south of US-31 contain industrial uses. Close proximity to transportation corridors and the City's utility system created a demand for these lands to be annexed into the City in order to accommodate the public utility needs for additional industrial development in the region.

Public Parks and Natural Areas

Parks, natural areas, and public open spaces, ranging in size and intensity of development, can be found throughout the City of Holland. The Public Parks and Natural Areas designation includes all publicly owned parkland in the City. Some public parks (e.g., Window on the Waterfront) provide passive recreation opportunities like walking paths and wildlife viewing, while others (e.g., Matt Urban Sports Complex) provide active recreation opportunities and amenities like ball fields, basketball courts, and playgrounds.

Public/Quasi-Public

This category includes publicly owned sites, public utility facilities, educational facilities, cemeteries, regional hospitals, the West Michigan Regional Airport, Herrick District Library, and the Holland Community Aquatics Center. It is important to maintain the presence of public lands and facilities within existing neighborhoods to meet the service and social needs of residents. As development competition increases with nearby communities, the ability to offer extensive, convenient public services and areas will reinforce the City as a desirable place to live or locate a business. City facilities and other public and quasi-public uses are scattered throughout the City. The extent of these properties and facilities is discussed in greater detail in Chapter 4.

Agriculture

Portions of the City, primarily near the airport and south of US-31, remain active farmland. These areas often adjoin comparable agricultural lands in the surrounding townships, but face industrial and commercial development pressure due to their large parcel sizes and access to public utilities.

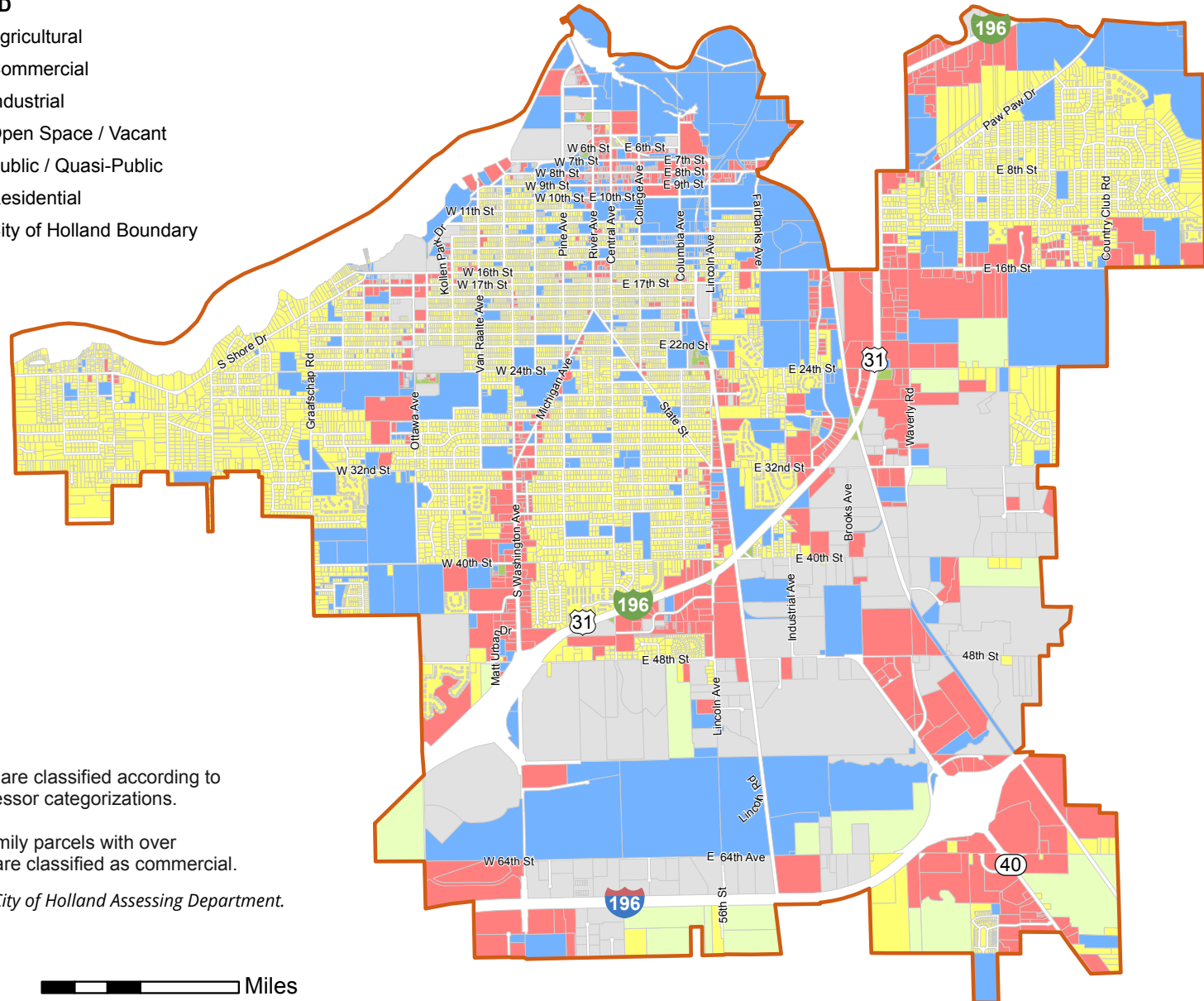


Commercial development along Washington Avenue (top), Windmill Island (middle), and Holland City Hall (bottom)

Map 3.1 Existing Land Use

LEGEND

- Agricultural
- Commercial
- Industrial
- Open Space / Vacant
- Public / Quasi-Public
- Residential
- City of Holland Boundary

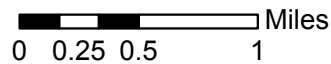


Note:

Parcels are classified according to tax assessor categorizations.

Multi-family parcels with over 4 units are classified as commercial.

Source: City of Holland Assessing Department.





Regional Land Use—Holland’s Place

The City of Holland is the center of a broader region in south-eastern Ottawa County and northwestern Allegan County. As the historic core of that region, Downtown Holland is the place where the “transect” begins. The transect is a planning concept where regions decrease in density and intensity the farther a given area of land is from the historic core. Transects are generally thought of as having six phases:

T6: Downtown Holland

T6 is the most intense and urban transect phase, with minimal setbacks, dense housing, taller buildings, and a consistent grid of streets.

T5: Core Neighborhoods, Federal District in Holland Township, City of Zeeland

T5 is urban and walkable, but not as intense as T6. Buildings are shorter, front yards are more common, and streets are quieter.

T4: Maplewood, Holland Heights, Beechwood/Near North Side Neighborhoods in Holland Township

T4 is walkable and human scale, but not as dense or intense as T5 or T6. Single family homes are common, and businesses are more likely to have dedicated off-street parking.

T3: Far Western Neighborhoods, South Holland, Central Holland Township, Western Zeeland Township, Southern Park Township

T3 is built-out suburban, with mid-to-low density housing, drivable business districts, and industrial parks. Undeveloped or agricultural land is rare, but green space is preserved within neighborhoods and business districts.

T2: Northwestern Holland Township, Northern Park Township, Northern Fillmore Township, Northern Laketown Township

T2 is growing suburban neighborhoods interspersed with agricultural, natural, and preserved lands.

T1: Eastern Zeeland Township, Northeastern Holland Township, Southern Fillmore Township, Southern Laketown Township

T1 is rural, natural, and agricultural areas.

Looking out further, Holland and its neighboring communities are part of the greater Grand Rapids-Holland-Muskegon metropolitan triad, which has several points of T5 or T6 where the transect “re-sets”, and other places where growth has caused the convergence of transects.

Commercial Centers

Within the City of Holland, commercial uses are generally concentrated in either the downtown or along busy streets and major highways. Some smaller commercial nodes within neighborhoods provide shopping and services to nearby residents, but the majority of the community's commercial activity occurs in major commercial centers. The character and development patterns of the commercial centers in Holland vary based on the era of development, the characteristics of the surrounding streets, and business type.



Downtown Holland offers a walkable, human-scale environment that City residents and visitors enjoy.

Downtown

Downtown Holland has been the community's primary commercial center since the founding of the City in the 1800s. Downtown streets are arranged in a traditional grid pattern and are enhanced by streetscape elements that create a walkable, human-scale environment. This walkable environment is enhanced by the form of the Downtown buildings, which are directly adjacent to sidewalks, multiple stories in height, and have traditional facades with large windows at street level, awnings, and appropriately scaled signage. Downtown Holland serves as a gathering place for residents and is a hub of activity during local festivals and celebrations.



The US-31/Waverly Road/16th Street commercial center in Holland offers number of large commercial stores, strip malls, and drive-through restaurants.

US-31/Waverly Road/16th Street

US-31 is a major highway that runs through Holland, providing vehicular connections to communities to the north and south as well as the state and national highway network. Waverly Road is a major City street that parallels a portion of US-31 in the northeast portion of the City. Along these two streets, between 8th and 32nd Streets, commercial uses have been developed that capitalize on the high traffic volumes. The character of this commercial development is generally suburban and includes big box stores, commercial strip malls, and drive-through restaurants. During the UDO process and the 2023 Refresh, a new vision for these arterials was developed - retrofit into mixed use corridors with improved pedestrian infrastructure, public transit, and housing, in addition to retail and office.



Chicago Drive

The commercial uses along Chicago Drive in the northeast corner of the City are typical of highway commercial development in communities across the country. Chicago Drive leads west into the Downtown area and passes through portions of the City and Holland Charter Township before merging with 8th Street as motorists enter Downtown Holland. Commercial uses along Chicago Drive, between Waverly Road and the Macatawa River, consist of automobile dealerships, drive-through restaurants, and commercial strip developments. Large parking lots and deep setbacks predominate. Pedestrian infrastructure is nonexistent along Chicago Drive, however sidewalks that provide access to businesses are present along Waverly Road both north and south of Chicago Drive.



South Washington Avenue

Washington Avenue, in the south-west portion of the City, is the location of a high concentration of suburban, highway commercial development. Between 32nd Street and US-31, commercial development along Washington Avenue is suburban in character with buildings set back from the street and large parking lots located in front of and alongside buildings. Sidewalks provide pedestrian access along both sides of Washington Avenue. Development in this area includes commercial strip malls, drive-through restaurants, and automotive service centers.

During the UDO process and the 2023 Refresh, a new vision for South Washington was developed - retrofit into a mixed use corridor with improved pedestrian infrastructure, public transit, and housing, in addition to retail and office.

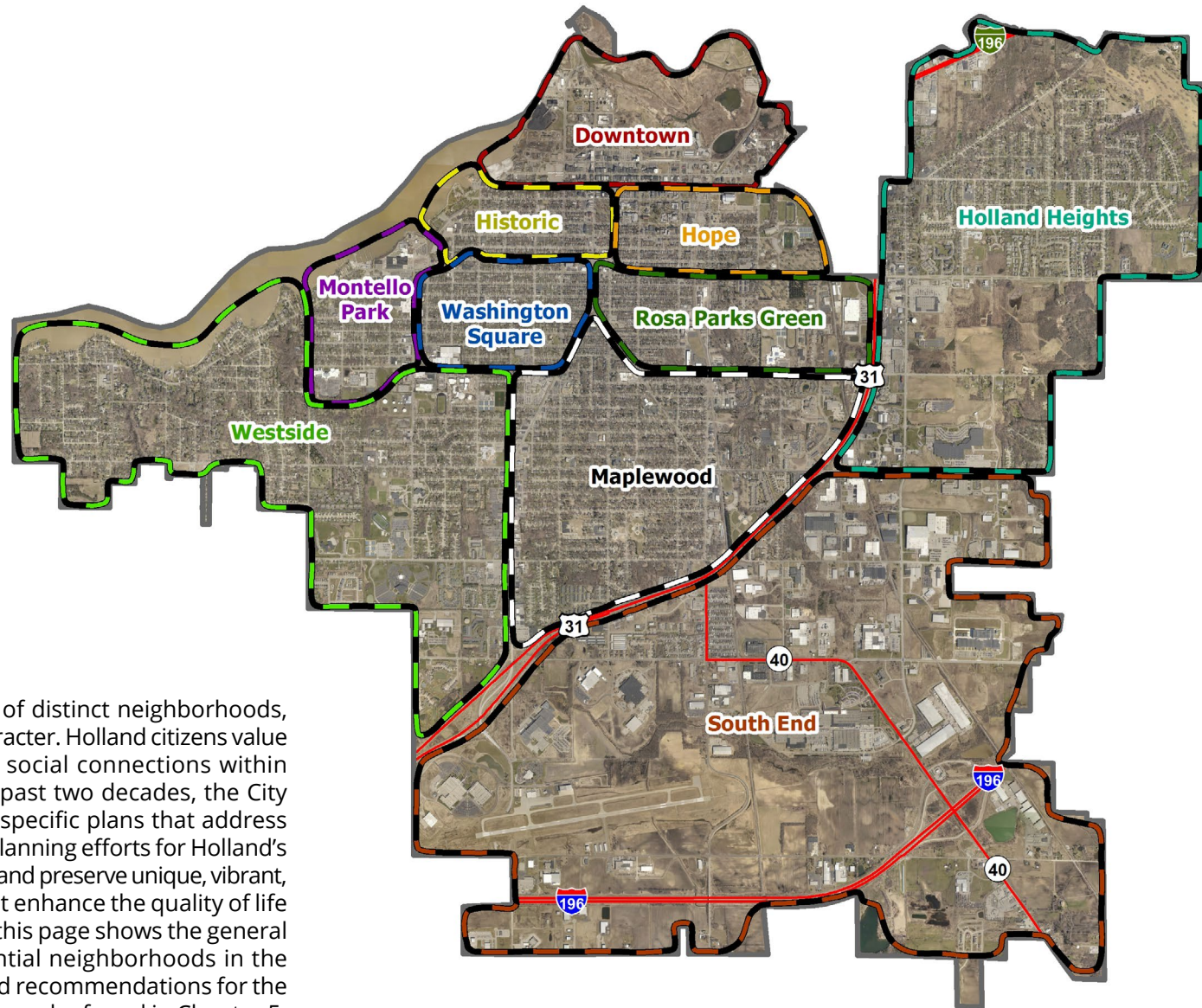


Neighborhood Commercial Nodes

Many small neighborhood commercial nodes exist within Holland's primarily residential neighborhoods. These areas provide easily accessed services and goods to meet the day-to-day needs of City residents. Most of these neighborhood commercial nodes have been in existence for decades and are well-integrated into the fabric of the community. Generally, their character and scale complement surrounding residential development, and the stores, restaurants, and other establishments located in these areas are comfortably reached by foot, bicycle, or car.

Top: Commercial development along Chicago Drive. Middle: Typical Washington Avenue development. Bottom: An example of a Neighborhood Commercial Node.

Map 3.2 Neighborhoods of Holland



Neighborhoods

Holland is home to a number of distinct neighborhoods, each with their own unique character. Holland citizens value their neighborhoods and the social connections within them. Over the course of the past two decades, the City has developed neighborhood-specific plans that address distinct neighborhood issues. Planning efforts for Holland's neighborhoods strive to provide and preserve unique, vibrant, walkable, and active places that enhance the quality of life for City residents. The map on this page shows the general locations of the major residential neighborhoods in the City. Additional information and recommendations for the future of these neighborhoods can be found in Chapter 5.

i What Is a 15-Minute City?

A 15-minute city aims to provide everything you need within a short 15-minute walk or bike: jobs, schools, food, parks, community, medical, and more.

Building on the principles of New Urbanism and popularized by Parisian Mayor Anne Hidalgo, this urban design concept may be a solution to create more sustainable, equitable, and healthier cities.

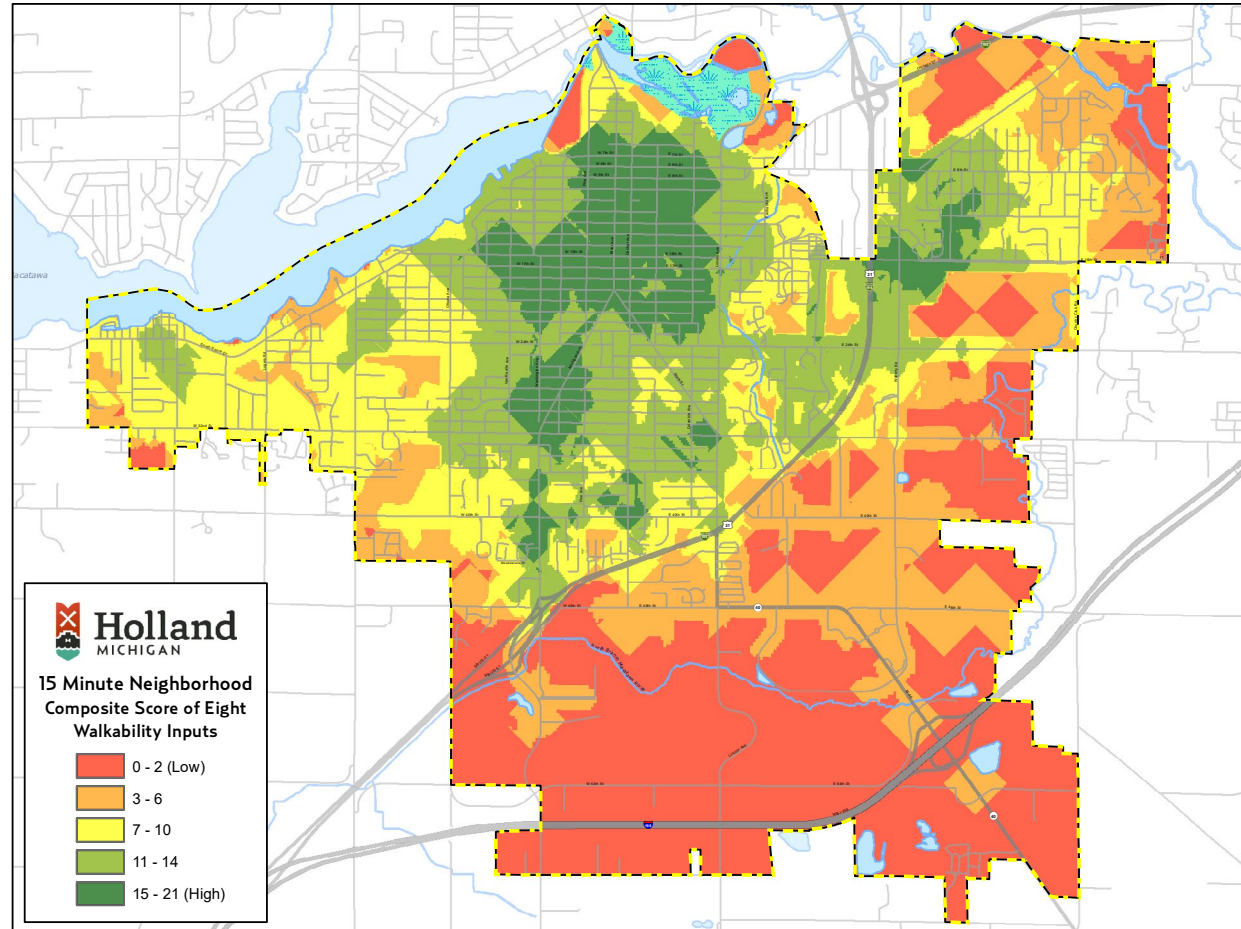


Credit: moveBuddha

i This graphic was added during the 2023 refresh.

moveBuddha

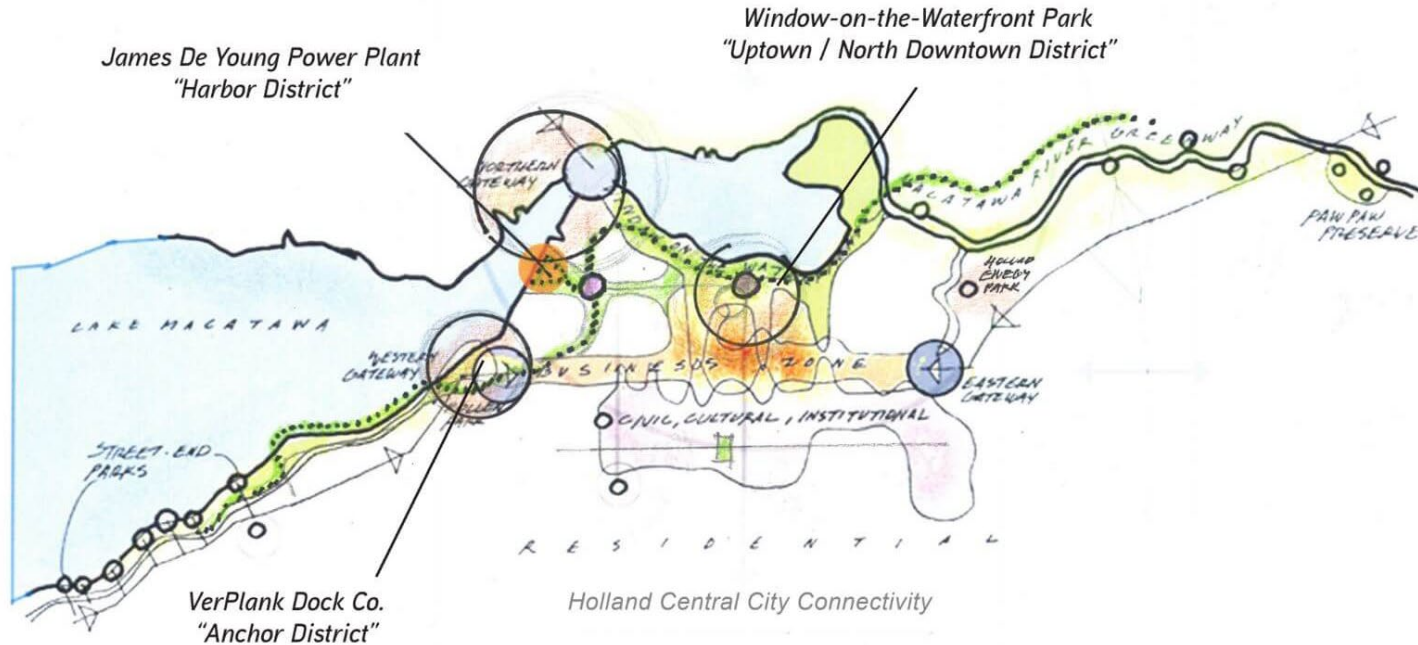
Map 3.3 15 Minute Cities



i 15 Minute Cities

“15 Minute Cities” is the concept that residents of a community should have access to their everyday needs within a 15 minute walk of their home. Holland’s walkable streets and legacy neighborhood centers give the City an opportunity to meet the “15 Minute” goal, but more work must be done. The map shows the parts of the City where walkability to amenities, retail, services, and recreation is safe and efficient, and other areas where it is not. This plan seeks to expand walkability and “15 Minute Cities” goals to outlying parts of the City, while continuing to strengthen the neighborhoods in the core.

i This map was added during the 2023 refresh.



i Waterfront

Holland's Waterfront has shaped its history, culture, and economy. As of 2023, the waterfront included a wide variety of uses and characters:

- An industrial base reliant on shipping through the Great Lakes/St. Lawrence seaway.
- Tourist-oriented parks, restaurants, and pathways.
- Dense, urban housing with community waterfront access.
- Quiet, low-density housing with private water access.

The vision for the future of Holland's waterfront was articulated in the 2020 Waterfront Holland plan. By 2023, implementation steps had proceeded, including a public referendum approving the sale of public waterfront property that may then precipitate a land swap to open up waterfront land near downtown for mixed-use development, while creating more space for the "working waterfront" further north.

Natural Features

The City of Holland has a number of natural features, including its water resources in Lake Macatawa and the Macatawa River, and its beautiful tree canopy. The City also has some native wetlands, trails, and other recreational amenities within its natural open space. These and many other features and amenities will be discussed further in Chapter 4.

Lake Macatawa and the Macatawa River

Holland's northern boundary rests along the southern shores of Lake Macatawa, a drowned rivermouth. "Lake Mac," as some call it, is about six miles long, leading out into Lake Michigan just west of the City through a manmade channel now dredged by the United States Army Corps of Engineers. The lake's main tributary, the Macatawa River, extends east through the City. A number of industrial developments are located along the Lake and the Macatawa River within Holland's city limits, including the Holland Power Plant, Holland's Waste Water Treatment Plant, and a large Kraft Heinz pickle factory. A number of amenities including Windmill Island and several restaurants along the shoreline provide entertainment and recreation opportunities for residents and visitors.

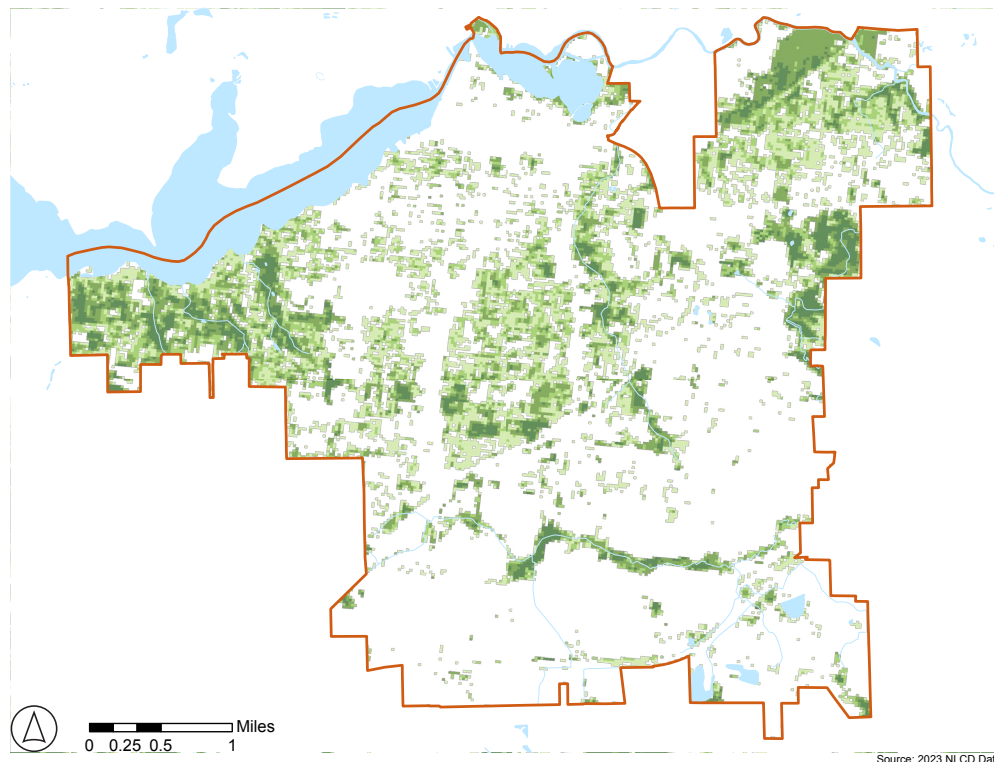
The Greater Holland Community has taken a number of steps to address sedimentation and phosphorus loading in the Lake and restore strong water quality. A number of regional efforts, including Project Clarity, are discussed in Chapter 4.

Tree Canopy

The map on this page illustrates the tree canopy coverage in Holland. The downtown and walkable neighborhoods to the West and South of downtown have numerous street trees of various species. Trees shade neighborhoods, slow rain water runoff, increase the aesthetics and character of the community, and provide many water and air quality benefits.

Holland is a "Tree City." Tree City USA is a national designation for communities that manage their urban tree canopy, maintain a tree board or department, have a community tree ordinance, and provide educational opportunities and resources toward expanding and protecting the tree canopy. However, like many Michigan communities, the Emerald Ash Borer and aging trees have depleted the overall tree canopy. Beginning in 2013, the City has devoted resources each year from its budget to replenish trees, and Chapter 4 discusses further opportunities for the City to protect and enhance its tree canopy.

Map 3.4 Natural Features



Source: 2023 NLCD Data

Regional Climate Trends

From food availability and industry operating procedures to boating recreation, climate and weather impacts everyday life in the City of Holland. Well-documented changes in West Michigan's regional climate need to be understood in order to plan for a resilient future, one where Holland is able to respond to and recover quickly from rain and ice storms, high heat days, and many other impacts of climate variability. Research by the West Michigan Climate Resiliency Framework, the Great Lakes Integrated Sciences + Assessments Center (GLISA), and others is summarized below.

What Changes are Expected in West Michigan?

- Storms are expected to become more frequent and more severe
- Increases in winter and spring precipitation
- Less precipitation as snow and more as rain
- Less winter ice on the Great Lakes
- Extended growing season (earlier spring/later fall)
- More flooding events with risks of erosion
- Increases in frequency and length of severe heat events
- Increased risk of summer drought

What about all of these cold winters?

It's important to remember that climate and weather are related, but not the same thing! Weather refers to the day-to-day conditions in a particular place, like sunny or rainy. Climate refers to the long-term patterns of weather over large areas. Climate change is the ongoing change in a region's general weather characteristics or averages. In the long term, a changing climate will have more substantial effects on Western Michigan than individual weather events.

Trends and Implications

From 1900 to 2012, the average air temperature in Western Michigan has increased by 2.0 degrees Fahrenheit. The Great Lakes Integrated Sciences + Assessments Center (GLISA) from the University of Michigan expects an additional 1.8 to 5.4 degree Fahrenheit increase in air temperature by the end of the century.

From 1958 to 2012, the amount of precipitation falling in the heaviest 1% of storms increased by 37% in the Midwest and 71% in the Northeast. This means that severe storms are increasing in severity. There is also strong evidence that the number of storms is increasing in the Midwest and Great Lakes regions.

The Ottawa County Hazard Mitigation Plan places the City of Holland at elevated risk for severe winter weather, damaging thunderstorms, and flooding from rivers and infrastructure overflow. The Plan also gives special priority to the City's master plan, as its top recommendation for the City states: "Give consideration to hazard mitigation needs and concepts in the next update of the community's master plan and associated zoning maps...the Holland Planning Commission should give consideration to hazard mitigation concepts and concerns, and adjust the master plan to accommodate viable hazard-related strategies."

What is Resiliency Planning?

Resiliency is a measure of a City's ability to respond to and withstand changes in climate, economy, or other disruptions. This page provides some compelling evidence for why the City of Holland, along with other Michigan communities, is planning for a future where the climate is generally warmer, with greater risks of both flooding and drought.

Small steps can help secure a resilient future for Holland, as discussed in Chapter 4.

i Demographic Characteristics

Through a series of tables, the next several pages show overall demographic characteristics of the City's population. In general, each table in this chapter uses data collected on a rolling basis from 2000, 2010, and 2020 American Community Survey (a United States Census Bureau product) to represent current conditions in the City of Holland. Census data from the 2000 - 2020 Census is used as a point of comparison, and a change in both number and percentage (using a percent change formula) is also given. The information selected is useful for understanding the current conditions of the population, as well as planning for housing and service needs. While just the City of Holland is shown on the tables in this chapter, Appendix A contains expanded versions of each table with information shown for the City of Zeeland, Holland Township, Zeeland Township, Park Township, Laketown Township, and Fillmore Township.

Table 3.1 Total Population, City of Holland

	2000	2010	2020	% Change 2000 to 2020
City of Holland	35,048	33,051	34,378	-4.9

Source: U.S. Census Bureau (2000), American Community Survey (2010-2014)

Table 3.2 Population Projections, City of Holland

	Population 2010	Population 2020	Projected Pop. 2030	% Change 2010 to 2030
City of Holland	33,051	34,378	35,114	6.2

Source: American Community Survey (2010-2014), West Michigan Regional Planning Commission (Projections)

Table 3.1 shows the change in Holland's total population from 2000 to 2020, while Table 3.2 shows the projected changes in population as published by the West Michigan Regional Planning Commission. In 2017, WMRPC projected that, by 2030, Holland would gain 1,406 people. The projection also included a small drop from 2010 to 2020. Growth has outpaced the projection, with the City gaining over 1,000 people since 2010 and on pace to exceed the 2030 projection if current trends hold. .

UNDERSTANDING CENSUS DATA

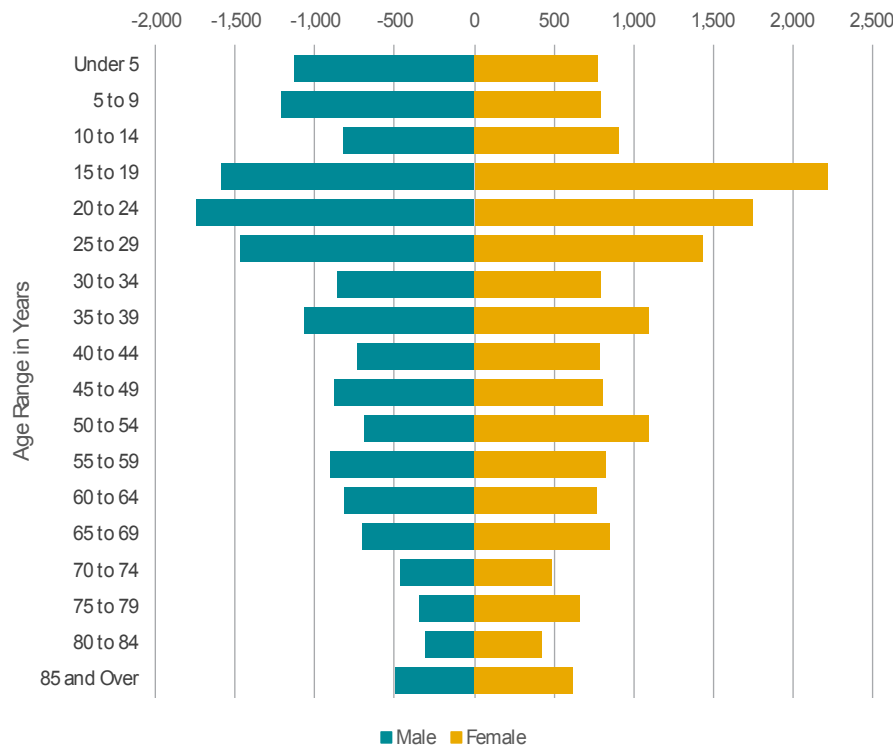
The following pages show a number of datasets related to Holland's population. All of this data comes from the United States Census Bureau. While the U.S. Census collects information every 10 years (2000 data is used here), the American Community Survey, also conducted by the U.S. Census Bureau, collects data on a rolling basis throughout each year. The tables on the next few pages display a number, a percent (where relevant), and a percentage change from the first year (2000 data) to the current conditions (2020 data), with 2010 also shown for reference. 2014 data is also sometimes included, because it was the most recent available data during the 2017 Master Plan process, and was kept during the 2023 Refresh for context in some instances.

Table 3.3 Population by Age, City of Holland

Age Range, in Years	2000		2010		2020	
	#	% of total	#	% of total	#	% of total
5 and under	2,790	8.0	2,666	7.9	2,122	6.2
5 to 9	2,512	7.2	2,341	6.9	2,109	6.1
10 to 19	5,759	16.4	5,477	16.3	4,927	14.4
20 to 24	4,218	12.0	3,107	9.2	3,552	10.4
25 to 44	9,587	27.4	9,051	26.9	8,529	24.7
45 to 64	5,442	15.5	6,332	18.8	7,209	21.0
65 and over	4,740	13.5	4,734	14	5,930	17.3
Total Population	35,048	100.0	33,708	100.0	34,378	100.0

Source: U.S. Census Bureau (2000), American Community Survey (2010–2014)

Figure 3.1 Age Distribution in the City of Holland, 2020



Understanding the age distribution of Holland can help identify social, economic, and public service needs in the community. Since 2010, Holland’s population has aged, though it still has a sizable population of young adults due to Hope College and the desirability of the community as a place to raise a family.

Figure 3.1 is a visual representation of Holland’s age distribution in 2020. The blue bars represent the size of the male population, while yellow bars represent the female population. It is clear that Holland has a sizable youth and young adult population, as indicated by the bars representing ages 15 to 19, 20 to 24, and 25 to 29 on the graphic.



Holland youth contributing to this Master Plan at a public meeting.

COUNTY HEALTH TRENDS

Holland is split between Ottawa and Allegan counties. Each county published a Community Health Assessment that summarized some key characteristics of resident health. Below are some key findings from each Community Health Assessment:

Ottawa County ranked #1 in overall health in the State of Michigan, while Allegan County ranked #9.

Allegan County's key areas for improvement include improving the number of healthcare providers, transportation access to healthcare, and cultural practices of residents.

Ottawa County's key health issues identified in the Community Health Assessment are: high rates of obesity in adults, poor vegetable and fruit consumption in the population overall, and excessive alcohol use.

Household income is a key measure of the economic condition of the community. One useful way to measure income is through Median Household Income, or the amount of money the "middle" household makes in the community. The Median Household Income for the City of Holland (Table 3.4) was \$58,796 annually in 2020. Adjusted for inflation, incomes have recovered from the Great Recession, but have not achieved the heights experienced in 2000.

Table 3.4 Median Household Income in the City of Holland (2020 Dollars)

	2000	2010	2020
City of Holland	\$67,643	\$51,143	\$58,796

Source: U.S. Census Bureau) adjusted for inflation using the Bureau of Labor Statistics Inflation Calculator

Table 3.5 Educational Attainment in the City of Holland

	1990	2000	2010	2020
% of population age 25+ with a bachelor's degree or higher	22.5%	26.9%	34.0%	32.5%

Source: U.S. Census Bureau (2000), American Community Survey (2010–2014)

Educational attainment is another measure of the community's economic condition. Research shows that as people become more educated, their earning potential increases over the course of their life.¹ Having a college education is also associated with greater economic stability, positive health outcomes, and a number of other social and economic benefits.² In Holland, the percentage of the adult populations (defined as ages 25 and over) increased from 1990 to 2010, but has since held steady. As of 2020, 32% of adult Holland residents had at least a Bachelor's degree.

¹ Day, Jennifer C. and Newburger, Eric C., *The Big Payoff: Educational Attainment and Synthetic Estimates of Work-Life Earnings*. Published by the U.S. Census Bureau in 2002.

² Levin, Henry. et. al. *The Costs and Benefits of an Excellent Education for All of America's Children*. 2006. http://www3.nd.edu/~jwarlick/documents/Levin_Belfield_Muennig_Rouse.pdf.

Table 3.6 Race in the City of Holland

	2000		2010		2020	
	#	% of total	#	% of total	#	% of total
Non-Hispanic White	24,543	70.0%	26,337	69.9%	22,641	72.9%
Hispanic	7,783	22.2%	8,256	21.9%	8,042	23.4%
Non-Hispanic Black	819	2.3%	1,080	2.9%	1,279	3.7%
Non-Hispanic Asian	1,236	3.5%	1,289	3.4%	913	0.3%
Non-Hispanic American Indian/Alaskan Native/Hawaiian Native	-	-	227	0.6%	106	0.2%
Other Non-Hispanic*	667	1.9%	475	1.2%	106	0.3%
Two or More Races (Non-Hispanic)	-	-	-	-	1,291	3.7%
Total Population	35,048	100.0%	33,051	100.0%	34,378	100.0%

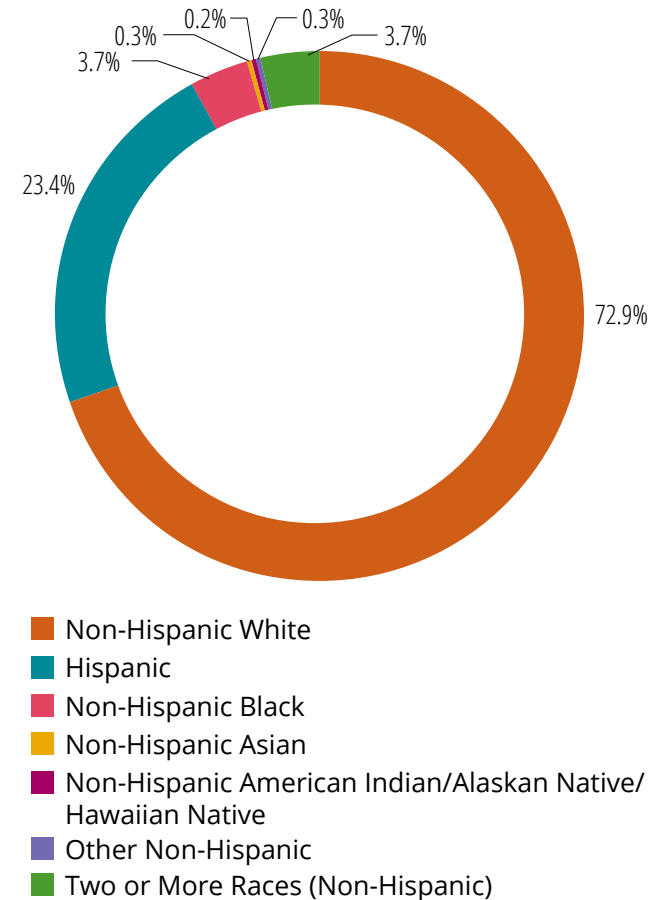
Source: U.S. Census Bureau (2000), American Community Survey (2010–2014)

*Includes Two or More Races for 2000 and 2010.

Table 3.6 shows conflicting trends in Holland’s diversity. While the share of residents identifying as white increased from approximately 78% in 2010 to over 84% in 2020, the share of residents identifying as Black more than doubled. Meanwhile, the share of residents identifying as Asian or Native American dropped, as did those identifying as Hispanic, of any race (Hispanic is an ethnic identifier, not a racial one).

Figure 3.2 shows the information in Table 3.6 for the year 2020 in a visual format. This simple breakdown shows that about 82% of the population is white alone, while 25% of Holland’s population reported being Hispanic. Throughout the public input process for this Master Plan, many residents cited cultural and racial diversity as an asset in Holland.

Figure 3.2 Race in the City of Holland, as a percentage of total population in 2020



HOW IS POVERTY DEFINED IN THIS MASTER PLAN?

The data tables on these pages use the U.S. Census Bureau's definition of poverty. The U.S. Census Bureau determines a dollar value threshold that varies each year according to family size, age of the householder, and family composition. If a family's total income is less than the dollar value threshold, then every individual in the family is considered in poverty. Non-related persons living with an individual or family in poverty are not considered in poverty. As an example, the dollar value threshold for a family of four is \$30,000 as of 2023. Poverty status is not determined for the entire population, which explains why the "total population" field on Table 3.7 has smaller values than the total population on Table 3.1. Individuals under 15 that do not live with family and individuals living in college dormitories or group home living quarters are excluded from poverty calculations.

The next several pages discuss information on the number of households and individuals that live below the poverty threshold in the City of Holland. Information on poverty was obtained from the U.S. Census Bureau. The U.S. Census uses one measurement of poverty, but many government aid programs and other organizations may define poverty differently. See the box on this page for more information on how poverty is defined by the U.S. Census Bureau.

Table 3.7 shows that over 3,100 residents of Holland lived in poverty in 2020. This is a slight decrease since 2000, when 3,430 Holland residents were living in poverty. Table 3.8 shows that the population in poverty (3,163) is concentrated in 1,130 households in the City of Holland. Just as the city's population has remained about the same as it was in 2000, the rate of residents living in poverty in 2020 (9%) is about the same as 2000 (10%).

Table 3.7 Total Population in Poverty in the City of Holland

	2000		2010		2020	
	#	% of total	#	% of total	#	% of total
Total Population Below Poverty	3,430	10.6	3,323	10.8	3,163	40.6
Total Population (for whom poverty can be determined)	32,254	100	30,455	100	29,924	100

Source: U.S. Census Bureau (2000), American Community Survey (2010–2014)

Table 3.8 Households in Poverty in the City of Holland

	2000		2010		2020	
	#	% of total	#	% of total	#	% of total
Total Households in Poverty	1,207	10.0	864	6.9	1,130	9.0
Total Households	12,044	100	12,362	100	12,283	100

Source: U.S. Census Bureau (2000), American Community Survey (2010–2014)

Table 3.9 Age Distribution of Total Population in Poverty in the City of Holland

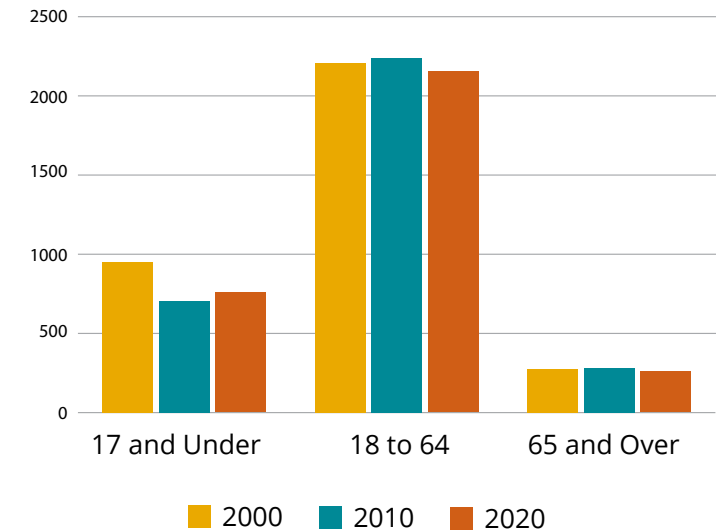
Age Range (years)	2000		2010		2020	
	# below poverty	% of total below poverty	# below poverty	% of total below poverty	# below poverty	% of total below poverty
17 and Under	949	27.7	707	21.3	755	23.87
18–64	2,205	64.3	2,238	67.4	2,152	68.04
65 and Over	276	8.0	378	1.2	256	0.86
Total Population Below Poverty	3,430	100.0	3,323	100.0	3,163	100.0

Source: U.S. Census Bureau (2000), American Community Survey (2010–2014)

Table 3.9 shows the age distribution of the total population living in poverty in 2000 and 2020. The table classifies those in poverty according to three age ranges: 17 and under, 18 to 64, and 65 and over. The graph in Figure 3.3 shows the number of residents in poverty in these three age ranges in 2000 (yellow) and 2020 (orange).

Table 3.9 and Figure 3.3 on this page show that the majority of the population in poverty (68%) is in the 18 to 64 age range. However, the column on the far right of table 3.9 shows that those aged 17 and under saw a small decrease in the number of individuals in poverty, nearly 20% fewer than in 2000. Older adults, aged 65 and over, stayed about the same as 2000, dropping from 276 individuals to 256.

Figure 3.3 Age Distribution of Poverty, City of Holland 2020



VULNERABILITY ASSESSMENTS

A vulnerability assessment is designed to identify and help prioritize adaptation strategies in the community planning process. The vulnerability assessment in this chapter uses a model that can be expressed as:

VULNERABILITY = SENSITIVITY + EXPOSURE

Exposure refers to hazards in the natural or built environment, while sensitivity refers to the degree to which a community or certain segments of a community could be impacted by an event. Overall vulnerability is where populations more sensitive live and where environmental risk is highest. By identifying the most vulnerable areas of the community, this assessment can increase the City's resilience to extreme weather events in the future.

Building Community Resilience with a Vulnerability Assessment

Communities across Michigan are experiencing the impacts of climate variability on agriculture, infrastructure and human health.¹ Severe storms, extreme heat events, and heavy flooding are all projected to increase in West Michigan, but with thoughtful planning and preparation, communities can better withstand and recover from these events and become even better places to live and thrive.²

The following pages summarize the results of a vulnerability assessment for the City of Holland. A vulnerability assessment is a useful step toward increasing resiliency. A vulnerability assessment uses maps and data to identify areas of the community where populations are most likely to experience the negative effects of climate variability. This assessment focuses on the City's vulnerabilities to extreme heat events, as this is expected to occur more often and with greater intensity in West Michigan (see the summary of climate trends in Part 1 of this report). However, many risk factors identified here may also apply to other types of shocks and changes within the community.

Generally, vulnerability assessments can help inform action plans to reduce sensitivities and exposures to hazards of all kinds. The maps on the following pages can provide direction for Holland's planning commissioners, City staff, and public health officials as they work to reduce risks to human health. This vulnerability assessment can also be used to channel resources to the areas in greatest need, develop emergency preparedness materials and programs, and reduce environmental exposure through land use planning and other policies.

Extreme Heat Events

Extreme heat is caused by very high temperatures and very high humidity. Extreme heat events that last for several days are called heat waves, and can cause serious health conditions like heat exhaustion, heatstroke, and even death.³ Heat waves can also damage agricultural products, exacerbate drought, and create problems for infrastructure like roads and utilities. Additionally, extreme heat events are hard to plan for, as weather forecasts often fail to predict prolonged heat waves in the long-term, and short-term forecasts leave little time to prepare.⁴ It is important for communities across the State to build the relationships and resources necessary to mitigate the severe consequences of heat waves before an event occurs. This vulnerability assessment provides one step in the process of doing just that.

A number of factors can make a community more vulnerable to extreme heat. In Michigan, heat intensity varies based on a community's proximity to the Great Lakes and geographic latitude. Studies have shown that heat-related mortality generally occurs in areas of the community that are warmer, less stable, and home to more disadvantaged populations.⁵ One study found that neighborhoods with the highest temperatures and the least amount of open space and vegetation were also likely to be the most socioeconomically disadvantaged.⁶ The same study also found that residents with access to air conditioning and access to transportation were the most protected from extreme heat impacts.

¹ There are many resources available to study this more. One good example is the Union of Concerned Scientists publications, for example see this 2009 bulletin on Michigan's response to climate change: http://www.ucsusa.org/sites/default/files/legacy/assets/documents/global_warming/climate-change-michigan.pdf

² For more on climate projections for West Michigan, see the Regional Climate Trends page in this Chapter.

³ Center for Disease Control and Prevention, Climate Change and Extreme Heat Events. <http://www.cdc.gov/climateandhealth/pubs/ClimateChangeandExtremeHeatEvents.pdf>

⁴ Ibid.

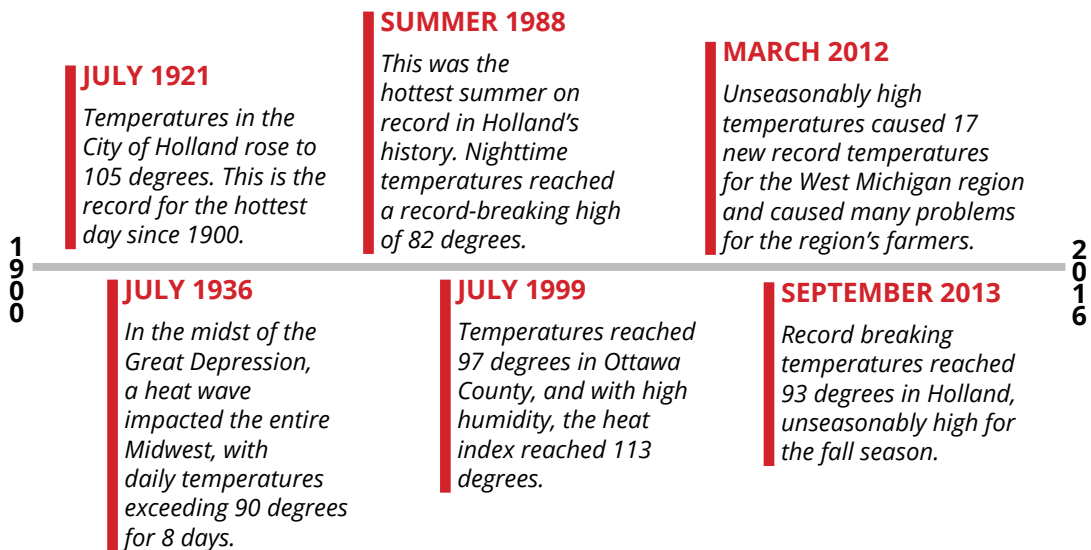
⁵ Foundations for Community Climate Action: Defining Climate Change Vulnerability in Detroit. University of Michigan. December 2012.

⁶ Semenza JC, Rubin CH, Falter KH, et al. Heat-related deaths during the July 1995 heat wave in Chicago. *N Engl J Med* 1996; 335:84-90.

The project team used a method developed by the University of Michigan’s Taubman College of Architecture and Urban Planning in order to determine Holland’s vulnerability to extreme heat events.⁷ This vulnerability assessment identifies the most vulnerable areas in the City of Holland using a simple model:

VULNERABILITY = SENSITIVITY + EXPOSURE

In this model, sensitivity refers to the degree to which a community or certain segments of a community could be impacted by an event, while exposure refers to hazards in the natural or built environment. Vulnerability occurs when the environment is more susceptible to extreme heat and where more sensitive populations live. First, separate maps for sensitivity (where sensitive populations live) and exposure (where the environment is most susceptible to extreme heat) were created. The overall sensitivity and exposure maps, and the resulting vulnerability maps, are shown on the following pages.



HISTORICAL EXTREME HEAT EVENTS IN WEST MICHIGAN

Extreme heat events are nothing new to Michigan residents, but historically have occurred with a number of years in between. Research shows that heat waves once occurred every 20 years in the United States, but now may occur every two to four years in Michigan. Additionally, heat waves are projected to increase in intensity nationwide and throughout the State of Michigan. For more information, see the Center for Disease Control and Prevention’s publication on Climate Change and Extreme Heat Impacts. These and other historical weather events in Ottawa County are listed in the county’s Hazards Analysis Report conducted in 2002.

⁷ Foundation for Community Climate Action: Defining Climate Change Vulnerability in Detroit (December 2012). University of Michigan’s Taubman College of Architecture and Urban Planning.

HEAVY FLOODING VULNERABILITY

Vulnerability assessments can also be conducted for heavy rain and flooding events. West Michigan has already experienced an increase in heavy rain events (see regional climate trends on page 30), and rain and snow totals are projected to increase. A partial flooding vulnerability assessment was conducted by researchers from the University of Michigan's Taubman College of Architecture and Urban Planning using information on where flooding historically occurs within the City. These maps are included in the environment section of Chapter 4.

Step One: identifying sensitive populations

Researchers who study heat impacts have found that several groups of people tend to experience the most harm from a heat event.¹ The following populations are considered relatively more sensitive (see Map 3.4:

- **Residents 65 years of age and over:** Studies indicate that older age is associated with higher hospital admission rates in heat waves.²
- **Residents living alone:** Although living alone is not necessarily a risk, people who are socially isolated are at greater risk during an extreme heat event. Isolated people may not be able to recognize symptoms of heat-related illness and may fail to take proper action.³
- **Minority populations:** Studies also suggest that minorities are at greater risk during extreme heat events. This may be for various reasons, including less reliable access to health care, transportation and other social supports needed to reduce heat exposures.⁴ In other words, a correlation exists between non-white populations and increased sensitivity to extreme heat.
- **Populations in poverty:** Living in poverty is associated with increased heat-related morbidity and mortality. In general, persons living at or below the poverty line have less access to resources, like air conditioning or cooling options for their residences. This can limit a person's access to relief from an extreme heat event.⁵
- **People over 25 with less than a high school education:** Similarly, studies demonstrate a link between low educational attainment and heat-related illness and death.⁶

¹ Foundation for Community Climate Action: Defining Climate Change Vulnerability in Detroit (December 2012). University of Michigan's Taubman College of Architecture and Urban Planning.

² Curriero FC, Heiner KS, Samet JM, et al. Temperature and mortality in 11 cities of the eastern United States. *American Journal of Epidemiology*. 30 (2001): 1126-8.

³ Smoyer-Tomic, K.E.; Kuhn, R.; Hudson, A. Heat wave hazards: An overview of heat wave impacts in

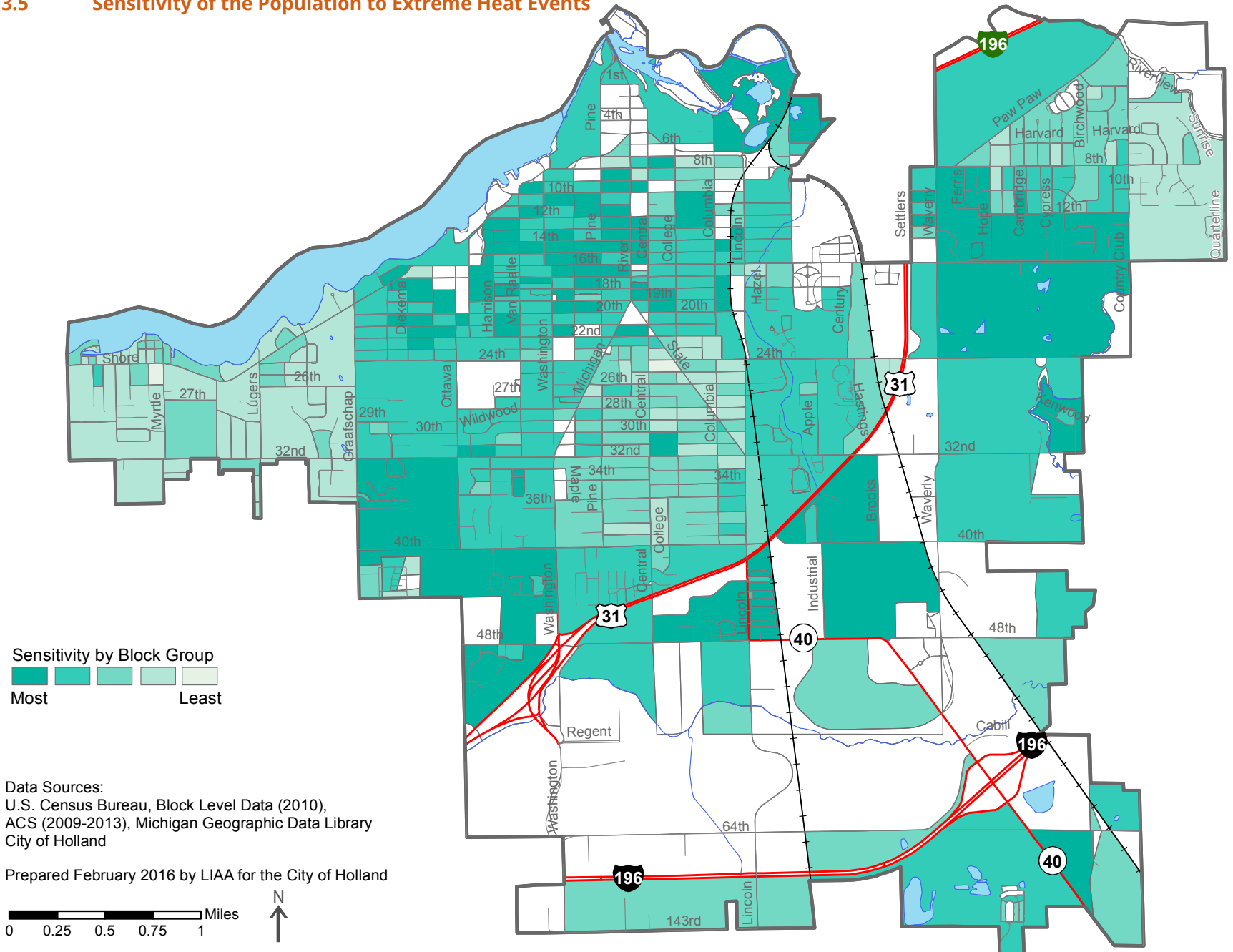
Canada. *Nat. Hazards* 2003, 28, 465-486.

⁴ Waugh and Tierney (eds.) *Emergency Management: Principles and Practices for Local Government*. Chapter 13: Identifying and addressing social vulnerabilities by Elaine Enarson.

⁵ Smoyer KE. Putting Risk in its place: methodological considerations for investigating extreme event health risk. *Social Science and Medicine*. 47:11 (1998):1809-1824.

⁶ Curriero FC, Heiner KS, Samet JM, et al. Temperature and mortality in 11 cities of the eastern United States. *American Journal of Epidemiology*. 30 (2001): 1126-8.

Map 3.5 Sensitivity of the Population to Extreme Heat Events



WHERE DO THE MOST SENSITIVE POPULATIONS LIVE IN HOLLAND?

The Sensitivity of the Population to Extreme Heat Events (Map 3.4) provides a reasonably detailed assessment of where sensitive populations live. This does not mean residents in these locations are in immediate danger. Rather, the map provides planning officials a new way of identifying areas where heat waves could present serious problems for a significant number of citizens. In general, the map shows that the populations in some areas are relatively more sensitive to extreme heat events than others. There are a number of areas within the City of Holland with relatively high concentrations of sensitive populations. The next several paragraphs explain who is considered more sensitive to extreme heat and how this map was created.

Map 3.4 shows where the highest concentrations of the five populations listed above live at the Census Block level. It is important to note that this information came from the United States Census Bureau's American Community Survey data, collected on a rolling basis from 2009 to 2013. This data likely counts some people twice, such as in cases where a person is both a minority and over 65. This may over-estimate the severity of the sensitivities in some locations.

There are other factors that could increase an individual's risk of heat-related illness that were not mapped in this assessment. Many additional variables could be collected through local surveys or other sources including:¹

- The degree of social connections among individuals within a community
- Populations with preexisting health concerns like substance addiction, mental illness, or confinement
- Populations who live on higher floors of multi-story buildings

Step Two: identifying areas with high exposure

Exposure refers to the environmental factors that increase the risk of extreme heat. When larger communities experience heat waves, air temperatures can vary significantly from place to place during the day and at night. Some of these differences can be attributed to the varying types of land cover found throughout the community.² For example, temperatures can be significantly lower at night in locations with a heavy tree canopy and very little pavement. Conversely, temperatures can be higher in locations with little greenery and lots of pavement. This temperature relationship is called the Urban Heat Island (UHI) effect.

When the Urban Heat Island effect is not present, heat indexes (the combination of air temperature and humidity) rise when the sun is shining during the day and drop when the sun goes down in the evening. Urban Heat Islands are caused when buildings, roads, and other impervious surfaces absorb heat from the sun during the day and release heat throughout the night. In other words, in areas with excessive impervious surfaces and less natural ground coverage, heat indexes are higher, even at night. During a heat wave, the environment stays warm even at night, and sensitive populations are at even greater risk of heat-related illness. Studies have documented that despite nearby rural areas, the Urban Heat Island Effect can cause a 2 to 9 degree Fahrenheit increase in air temperature.³ Two key factors were used to determine areas with high exposure: impervious surfaces and tree canopy coverage.

- **Impervious Surfaces:** Impervious surface refers to parking lots, roads, sidewalks, building footprints, and any other area that is paved. Data for impervious surfaces was digitized using aerial imagery. Like all urbanized areas, the City of Holland has some

¹ Mapping Community Determinants of Heat Vulnerability. *Environ Health Perspectives* 117:1730–1736 (2009).

² Landsberg, H. (Ed.), 1981. *The Urban Climate*. Academic Press, New York.

³ For more information on the Urban Heat Island effect, see this Environmental Protection Agency's publication. <http://www.epa.gov/sites/production/files/2014-06/documents/basicscompendium.pdf>

areas with significant impervious surface coverage that appears to be caused by roads, homes, and commercial areas.

- **Tree Canopy Coverage:** Tree canopy refers to the land within a community covered by trees, shrubs, or other vegetation. Trees and vegetation actually lower the surface and air temperature nearby, reducing the Urban Heat Island effect.⁴ Holland's tree canopy data was digitized using aerial imagery and mapped as a percentage of total land cover within each Census Block.

WHERE IS THE RISK OF EXTREME HEAT THE GREATEST?

The Exposure to Extreme Heat Events Map (Map 3.5) shows the areas within the City of Holland where the risk of the Urban Heat Island Effect is greatest. In other words, the darker shades of blue indicate where extreme heat may be most intense during a heat wave. This map can help the City better assess where new vegetation and tree canopy should be prioritized, and where reducing impervious surfaces (e.g., specialized pavement or native landscaping) would be most beneficial.

Environmental exposure can be high in a Census Block even if zero or few residents live in the Block. Although zero or few residents live in these areas, exposure in these areas is still important to consider. Heat impacts may not be defined at the Census Block level, but residents in surrounding Blocks may feel the impacts of high environmental exposure. Additionally, commercial areas and industrial uses with high exposure increases the vulnerability for sensitive populations that may work, shop, or visit these areas.

HOW IS MAPMAP 3.5 CREATED?

The presence of impervious surfaces and tree canopy were each analyzed at the Census Block level to create Map 3.5. Each factor was mapped as a percentage of total land cover within each Census Block. Five classifications were created using a natural breaks calculation and scored from 1 to 5. In the case of tree canopy, areas with the highest percentage of tree canopy received a 1 and the least vegetated areas received a 5, while areas with the highest percentage of impervious surfaces received a 5 and the least impervious areas received a score of 1. Map 3.5 shows the sum of the index scores for each Census Block. In other words, a high exposure score means the area has more impervious surfaces, fewer trees, and is at greater risk for the Urban Heat Island effect. On the other hand, areas with more tree canopy and fewer impervious surfaces are given a lower exposure score.

⁴ For more information on using trees and greenery to reduce the Urban Heat Island effect, see this Environmental Protection Agency's web page. <http://www.epa.gov/heat-islands/heat-island-cooling-strategies>

Step Three: Assessing Community Vulnerability

In the above steps, a composite heat sensitivity map (where sensitive populations live) and a composite heat exposure map (where environmental risk to extreme heat is greatest) were created. The Population Vulnerable to Extreme Heat Events Map (Map 3.6) is a simple additive combination of the scores within each Census Block on the overall sensitivity map and the overall exposures map. In other words, Map 3.6 shows where higher environmental exposure and higher concentrations of sensitive populations tend to overlap. In general, populations in those areas with the highest composite scores (orange and red) may be particularly vulnerable to extreme heat events.

Map 3.6 shows that a number of Census Blocks in the City have high vulnerability scores to extreme heat events. These areas are clustered in several locations including the central neighborhoods, Holland Heights, and areas just south of 40th Street on either side of US-31.

Chapter 4 will discuss how swimming pools, splash pads and natural recreation areas are important, not just for recreation and fun, but for helping residents, especially vulnerable populations like children and seniors, stay cool during summer months. The results of this vulnerability assessment support the expansion of splash pads and other water-related play infrastructure in the City of Holland.

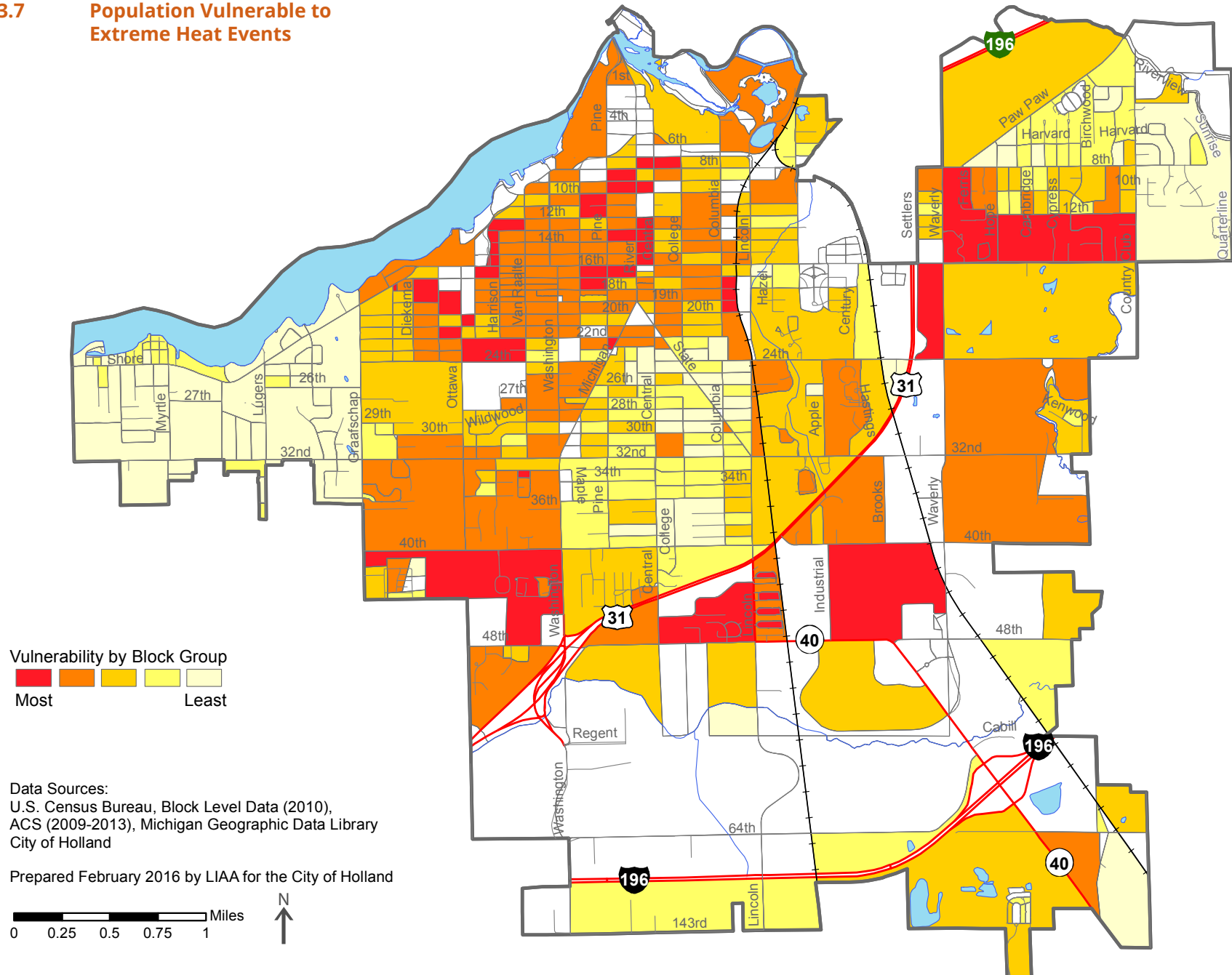


Residents of Holland at the National Night Out in August 2015, holding signs to finish the sentence "In the future, Holland should have ___."

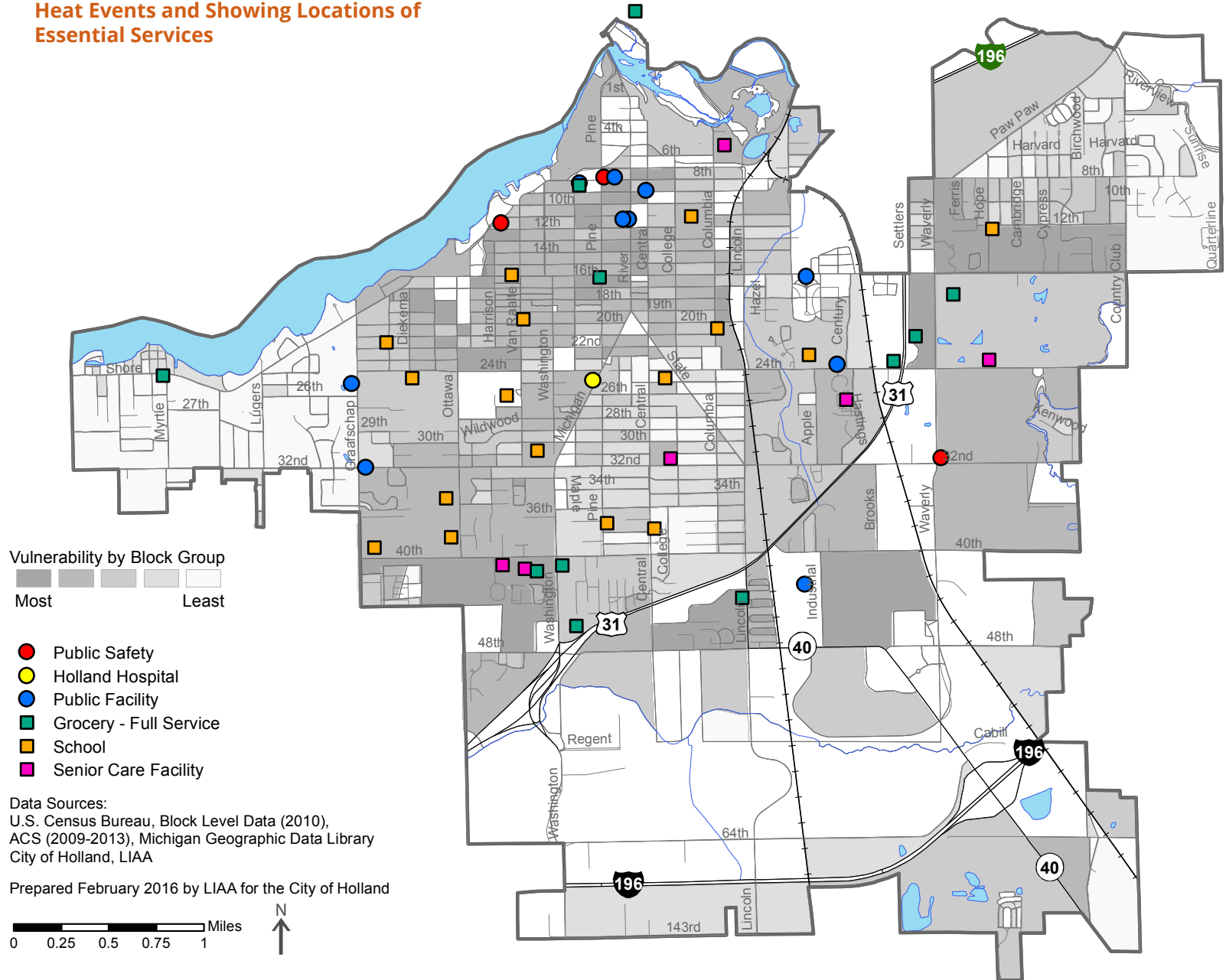


Holland's tree-lined parks provide cooling benefits on hot summer days. Centennial Park, 2011.

Map 3.7 Population Vulnerable to Extreme Heat Events



Map 3.8 Population Vulnerable to Extreme Heat Events and Showing Locations of Essential Services



WHAT SERVICES ARE SHOWN ON MAP 3.6?

Map 3.7 shows locations of key services within the City of Holland that provide safety, vital socioeconomic activities, and essential services directly to residents during an emergency. The following types of services and facilities are shown on Map 3.7:

- *Fire stations and police stations*
- *Hospitals and clinics*
- *Schools*
- *Emergency shelters and emergency operation centers*
- *Government buildings*
- *Libraries*
- *Full-service grocery stores*

Step Four: Assessing Distribution of Services in the City of Holland

Map 3.7 shows the locations of particular facilities and services that should be easily accessible to residents during a heat emergency. During times of extreme weather, disruptions in transportation services, or other community emergencies, it is important that residents, especially those with few resources, are able to access key facilities and services like shelters, schools, and hospitals. The map also shows overall vulnerability to extreme heat. This map can be used by community leaders to identify the overall distribution of services and facilities and guide resources to the most vulnerable areas of the community.

General Recommendations for addressing vulnerability

There are a number of ways the City of Holland can reduce environmental exposure, provide services to the most sensitive populations, and reduce overall vulnerability. By doing so, Holland will increase its resiliency not only to heat waves, but also to winter storms and other extreme weather events. Chapter 4 of this Plan includes a number of recommendations that support the findings of this vulnerability assessment. In addition, the City may consider the following general recommendations:

There are, of course, additional organizations that offer services to the community during an emergency such as places of worship, large buildings where groups can congregate, or other non-profit and service organizations. The City should work to build partnerships with such organizations, especially in areas with higher vulnerability, to create a strong network that is ready to respond to emergencies.

Designate locations for service centers in areas with relatively high vulnerability. In the event of extreme heat waves, designated community cooling centers may provide refuge for sensitive populations and those without access to air conditioning. In general, residents should be able to access cooling centers within a 15-minute walking distance from their place of residence, as excessive time outside during a heat wave can cause heat stress or other issues.

Investigate the current use of backup power sources, like generators. Work to install backup power sources at emergency shelters in the case of power loss during extreme weather events. Community service centers should be accessible, evenly distributed across the community, open 24 hours, and well-known to residents.

Community facilities, like the location of utility providers, could be evaluated for their proximity to areas with high environmental risk to extreme heat. The locations of food stores should also be evaluated for their proximity to vulnerable areas. In the event of loss of power or disruption in potable water supplies, it is important to ensure that residents have access to affordable food and drinking water. Map 4.7 and Map 4.10 in the next chapter show the locations of community facilities and food locations, respectively.

CHAPTER 4. WHAT WE WANT TO BE

The primary function of the Master Plan is to guide future development and growth in the City of Holland and to help the community attain its vision for the future. This chapter describes that vision and identifies a series of goals and action steps to help guide decision making. Information in Chapter 4 is presented in a series of major subjects, or action areas, that are important to Holland's future development. Each subject described in this chapter contains background information, key strengths, current issues, and recommendations related to the specific subject.

It is important that the Master Plan reflect the needs and desires of the people of Holland. The Resilient Holland planning process provided the basis for the creation of this Plan's guiding principles, vision, and goals. A series of public meetings, workshops, and stakeholder meetings, discussions with City staff and the City of Holland Planning Commission, and a review of previous local and regional planning efforts formulated the recommendations of this Plan. An overview of the Resilient Holland planning process, the Plan's guiding principles, and relevant past local and regional planning efforts can be found in Chapter 1.

Guiding Principals

As described in Chapter 1, the following guiding principles shaped this Master Plan and describe the desired future for the City of Holland. Throughout this chapter of the Plan, the icon associated with each guiding principle appears alongside relevant information and recommendations.

INVITING ALL TO ENJOY...

This guiding principle speaks to Holland's community approach, where every neighbor is welcomed and accepted into government processes. From a thriving Hispanic culture to a college-town experience for students, Holland has something to offer for everyone. This invitation extends beyond Holland's boundaries, incorporating regional efforts to move the West Michigan region forward.

A THRIVING...

This guiding principle emphasizes Holland's heritage of unique, interesting places, and cultural pride. A thriving Holland has carefully chosen, high-quality standards for future development, a connected and vibrant downtown, and vital neighborhoods. This guiding principle encompasses themes of walkability, placemaking, and building typologies that will be discussed throughout the plan.

AND RESILIENT HOLLAND.

This guiding principle ties resiliency to many aspects of Holland. By ensuring its economic portfolio and environmental strategies are diverse, a forward-facing Holland can react and adapt to changes in the global or national economy and prepare for changes in climate over the long term.

Public input formed the basis for the goals and action steps in this chapter! Look for summaries of the public's input in the orange boxes throughout this chapter.



Environment



Transportation

Public Services

Parks and Recreation

Housing

Urban Design

Food and Agriculture

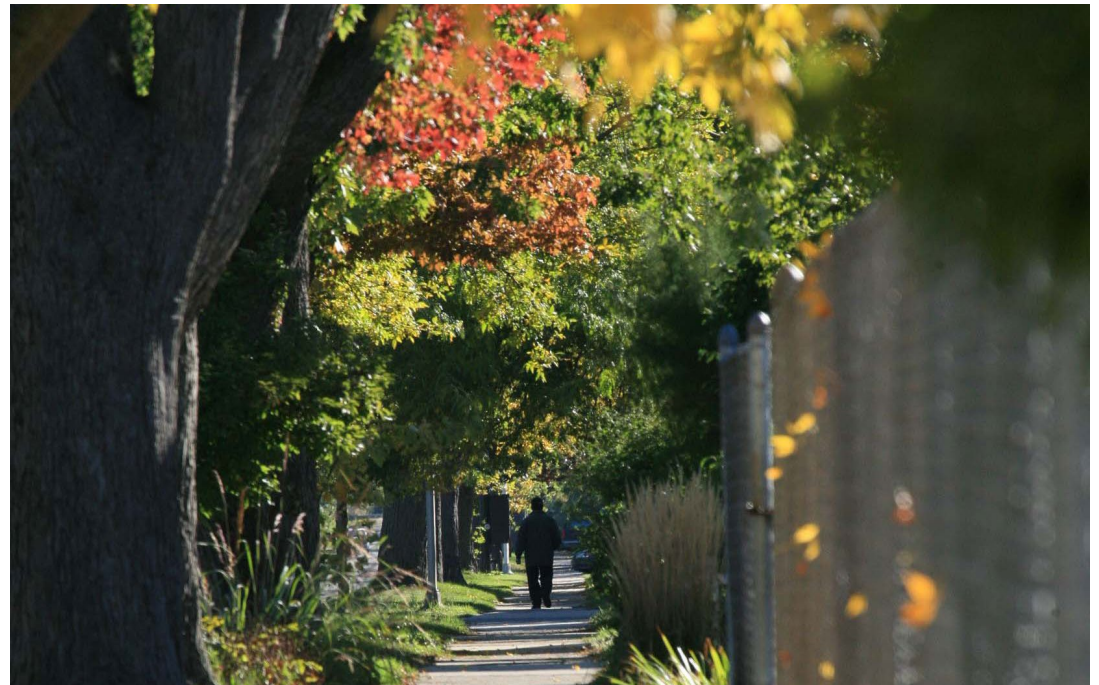
Economy

Social Services and
Community Health

 Historic Preservation

Environment

Holland is located along the shore of Lake Macatawa and the Macatawa River, just minutes from the “Big Lake,” Lake Michigan. Historically, the water quality of “Lake Mac” suffered, in part because communities did not understand the impact land use can have on water quality. Today, the City continues to work with regional partners to restore water quality. Holland is also home to beautiful trees and woodlands, with a network of urban forests stretching through the City’s central neighborhoods and into its many natural areas. The City’s management of this resource has earned Holland the designation of a Tree City USA, and the City is taking steps to replenish trees and ensure their health. The action steps in this section are designed to protect and preserve Holland’s immense natural resources and support regionally identified goals.



Top: Fall trees in a Holland neighborhood, 2011.

Right: Windmill Island in Spring 2015.



GOAL

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

Potential Action Steps

- i Keep an updated GIS inventory of existing wetlands, streams and other natural features in the City.
 - 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.
- i Improve street ends, public pathways, and waterfront parks, and ensure public access along Lake Macatawa, even as private development occurs.
 - Continue regular street-sweeping to reduce pollutants in water runoff from roads.
 - Continue to participate in the Tree City USA program as well as the America in Bloom program with an overall emphasis of continuing work to green and beautify the City.
 - Plant native tree species that will thrive in West Michigan's climate and where appropriate strive to maintain existing tree groves.
 - Increase awareness of recycling services and support efforts to create a City composting program for residents.
- i Create a formalized program to reward and recognize businesses with sustainable practices.
- i Educate the public to promote green infrastructure on private property.
- i Continue to construct green infrastructure on public property.
- i Continue and expand opportunities to allow and encourage green infrastructure on private property.

i Action steps marked with this icon were added during the 2023 refresh.



2017 Action Step	Progress Since 2017	2023 Public Engagement	2023 Action Step
Inventory existing wetlands, streams and other natural features in the City.	GIS data exists and updated maps will be included in the 2023 Master Plan.		Keep an updated GIS inventory of existing wetlands, streams and other natural features in the City.
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.	UDO Landscaping Requirements Updated Stormwater Regulations	73% in online survey “Strongly Agree” that tree planting should be a priority.	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.	Waterfront Holland Vision and Implementation	51% “Strongly Agree” and 25% “Somewhat Agree” that the City should provide additional public access to Lake Macatawa.	Improve public access to natural features as appropriate including pedestrian trails and kayak launches.
Improve street-ends and increase public access along Lake Macatawa.	UDO Waterfront Overlay Holland Moves Plan		Improve street ends, public pathways, and waterfront parks, and ensure public access along Lake Macatawa, even as private development occurs.
Continue regular street-sweeping to reduce pollutants in water runoff from roads.	Ongoing		Continue regular street-sweeping to reduce pollutants in water runoff from roads.
Continue to participate in the Tree City USA program as well as the America in Bloom program with an overall emphasis of continuing work to green and beautify the City.	Ongoing	73% in online survey “Strongly Agree” that tree planting should be a priority.	Continue to participate in the Tree City USA program as well as the America in Bloom program with an overall emphasis of continuing work to green and beautify the City.
Plant native tree species that will thrive in West Michigan’s climate and where appropriate strive to maintain existing tree groves.	UDO Landscaping Requirements Tree Planting in Parks	73% in online survey “Strongly Agree” that tree planting should be a priority.	Plant native tree species that will thrive in West Michigan’s climate and where appropriate strive to maintain existing tree groves.
Increase awareness of recycling services and support efforts to create a City composting program for residents.	Ongoing		Increase awareness of recycling services and support efforts to create a City composting program for residents.
Reward and recognize businesses with sustainable practices.	No Formal Program in Place	49% “Strongly Agree” and 31% “Somewhat Agree” that the City should reward and recognize sustainable business practices.	Create a formalized program to reward and recognize businesses with sustainable practices.
Educate the public on the many benefits of green infrastructure by using public properties as demonstration projects.	UDO Landscaping Purpose and Intent Section	Public response on adding new parks: <ul style="list-style-type: none"> • 25% Strongly Agree • 27% Somewhat Agree • 32% Neutral 	Educate the public to promote green infrastructure on private property.
	UDO Amendment to allow Rocks as Landscaping Ground Cover.		Continue to construct green infrastructure on public property.
	Roadside Bioswales Program for Homeowners Construction of Green Infrastructure at: <ul style="list-style-type: none"> • Window on the Waterfront • Kohlen Park • City Hall • Fire Station 		Continue and expand opportunities to allow and encourage green infrastructure on private property.

Watershed Management

The City of Holland is within the Lake Macatawa Watershed, meaning that runoff from the City drains into Lake Macatawa and the Macatawa River. Lake Macatawa provides residents and visitors with a number of opportunities for recreation and industry, but unfortunately, Lake Macatawa also faces poor beach quality and undesirable levels of E. Coli, phosphorus, and algae.¹

Regional discussions are an important tool for addressing regional natural resource issues such as water quality, and the City has partnered with a number of other communities to address water quality in Lake Macatawa. A plan to foster better watershed management that includes managing wetlands, invasive species, and water quality was developed through the Macatawa Area Coordinating Council (MACC), a metropolitan planning organization (MPO), in 2012. The plan identified the causes of the water quality issues in Lake Macatawa and prioritized action steps for communities in the Watershed to address. The priorities of the Macatawa Watershed Management plan are listed below.

Reduce Phosphorus and Other Sediments

Lake Macatawa has excessive phosphorus levels, coming mainly from agricultural uses outside of the City of Holland. Phosphorus in water acts as a nutrient, causing plants to grow and absorb the oxygen in the water, which reduces the oxygen available for fish and other aquatic life. The Michigan Department of Environmental Quality has determined that phosphorus levels in Lake Macatawa must be reduced by at least 70% in order to meet water quality standards.

The Watershed Management Plan determined that agricultural uses elsewhere in the Watershed are responsible for much of the phosphorus loading in Lake Macatawa. However, urban areas also contribute to this issue. Lack of riparian buffers, stormwater runoff, and stream bank erosion from residential and commercial uses all release some phosphorus and are of moderate to high concern in the plan.

Slow and Treat Stormwater

Impervious surfaces are well studied for their negative impact on stormwater quality.² During a heavy rain event, water falls onto parking lots, streets, buildings, and driveways. If water is unable to percolate into the soil, it instead runs off into drains or other infrastructure to be released into lakes and streams. This process is called “direct discharge” and has benefits for reducing the risk of flooding. However, water flowing off impervious surfaces picks up pollutants and heat from the ground and contributes to poor water quality in lakes and streams.

Restore and Protect Wetlands

Wetlands naturally absorb and hold stormwater, provide habitat for fish and other wildlife, and are able to improve water quality by filtering out pollutants.³ However, wetlands historically were misunderstood and treated as marshland to be drained and filled. Like many communities in the State of Michigan, very few wetlands remain in the City of Holland, and many are threatened by invasive species, warming water temperatures, and other issues. However, the Michigan Department of Environmental Quality studied the wetlands in the watershed and determined that though few wetlands remain, many remain high functioning. The

Taking steps to improve water quality is of great importance during a time of changing climate in West Michigan.

For example, allocating resources to preserve and plant trees, which help filter toxins from stormwater, is an important step in preparing for increased incidents of extreme heat and drought, which can harm trees and other vegetation. Water quality is also a climate-related concern, as generally warmer water temperatures can trigger algae growth and exacerbate existing water quality concerns. A number of the goals and action steps in this chapter improve the community’s resiliency to climate-related heat and rain events, and are designed to sustain Holland’s vibrant community over the long-term.

¹ For more information see Project Clarity’s 2015 Comprehensive Restoration Plan and 2015 Water Quality Dashboard and project

² Many resources are available to study this issue, including the USGS website at <http://water.usgs.gov/edu/impervious.html>

³ For more information on wetland loss in the State of Michigan, see the MDNR website at: <https://www.michigan.gov/egle/about/organization/water-resources/wetlands/wetlands-watershed-planning>

City should identify the locations of existing wetlands and protect, expand, and possibly restore wetlands where appropriate.

In many ways, the City is already working to address water quality issues. For example, the City has developed a conceptual plan to use street ends that intersect Lake Macatawa to better treat and manage stormwater, in addition to improving public access to the water. The goals and action steps of this Plan will strengthen regional efforts to address water quality, but also have a number of other benefits, like reducing the risk of localized flooding in urban areas. Many actions will require partnerships between the City Transportation Services Department, County Drain Offices, and others to implement.

Low Impact Development

Many of the action steps in this section are examples of Low Impact Development strategies. Low Impact Development, generally, is a term for stormwater control that promotes managing stormwater wherever it falls, rather than collecting stormwater and removing it through pipes. Low Impact Development seeks to mimic a site's predevelopment hydrology and promote the slow absorption of stormwater through retention and percolation. Low Impact Development helps protect water quality by reducing flooding, property damage, soil erosion, degradation of stream channels, and surface water pollution. See the box on this page for examples of Low Impact Development.

This section's goal and its associated action steps are designed to help the City of Holland develop an appropriate strategy to implement Low Impact Development techniques. Generally, the City should work to develop comprehensive stormwater control regulations, capital improvement projects, and guidelines for new development that incorporate the use of Low Impact Development techniques.

Strategic Locations for Low Impact Development

While there are many Low Impact Development strategies that could apply broadly to Holland, it is helpful to identify priority areas where more specific suitability analysis

15 MINUTE CITIES: URBAN LANDSCAPING AND ACTIVE TRANSPORTATION

Greenway corridors through urban environments can be vectors for stormwater, habitats - and human mobility. By creating chains of parks and preserves, connected by biking and walking trails, Cities can connect people to amenities, retail, jobs, and green space - creating 15 Minute Neighborhoods - while also creating cleaner air, cleaner water, more robust habitats, and improved resilience.



A Holland Resident holds a sign at the National Night Out in August 2015 in response to the question, "What should Holland have in the future?"

WHAT IS LOW IMPACT DEVELOPMENT?

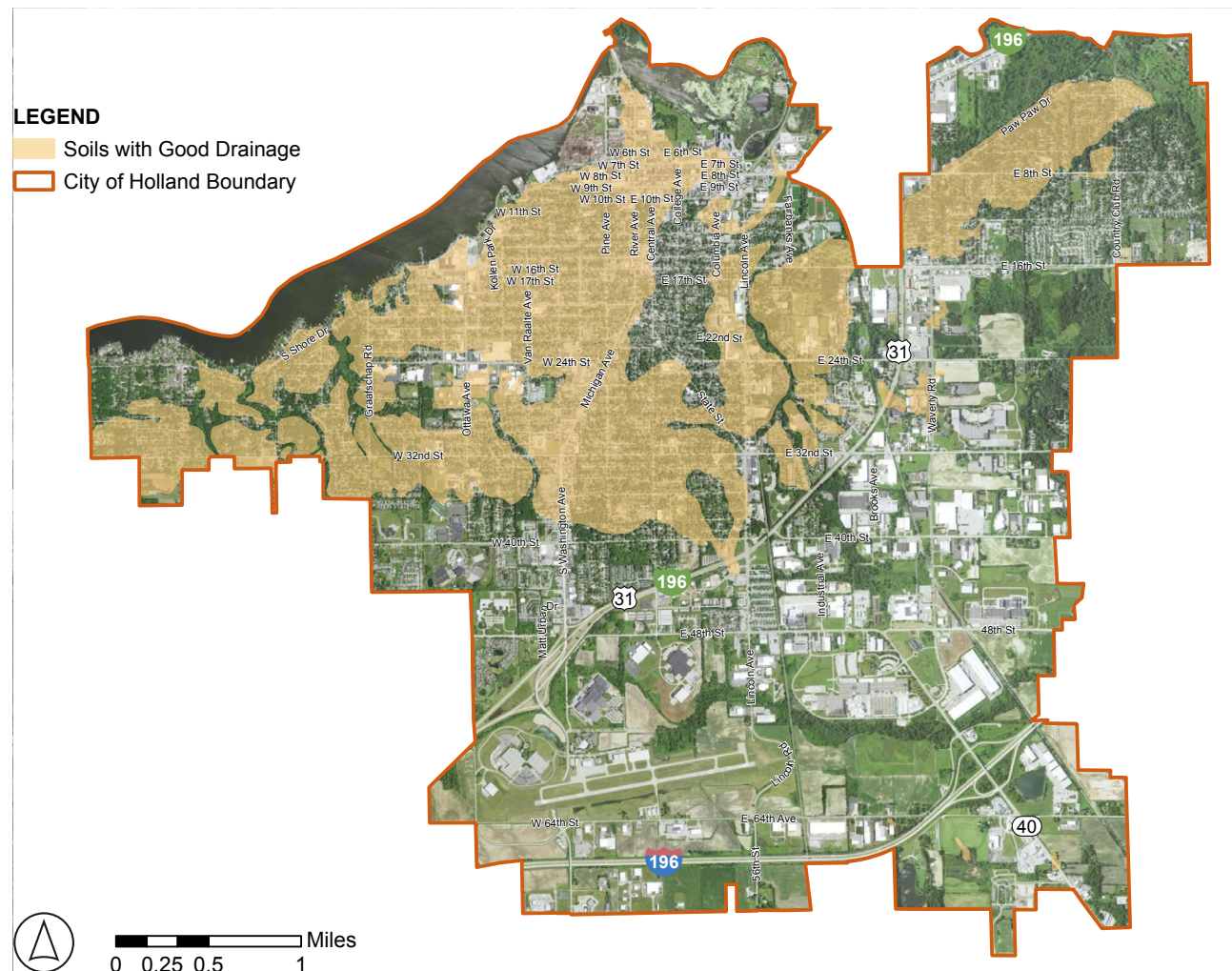
Low Impact Development, generally, includes strategies to enhance the ground's ability to absorb and filter stormwater. Examples of Low Impact Development include:

- *Clustering development on a site away from sensitive landscapes*
- *Pervious surfaces*
- *Constructed wetlands*
- *Underground stormwater retention*
- *Riparian buffers and native vegetation*
- *Rain gardens*
- *Infiltration trenches and catch basins*

Step One: Identify Soil Types

Well-draining soil types are a requirement for many Low Impact Development strategies that seek to allow the ground to naturally absorb stormwater. Map 4.1 shows the areas of Holland where soils naturally absorb and drain at high rates. It is important to note, however, that throughout Holland’s history, these natural soil types may have been altered by construction and infrastructure. This work is meant to be a preliminary attempt to locate areas in the City that may best support Low Impact Development, but a site-specific study, including testing soil permeability, is required before Low Impact Development is implemented.

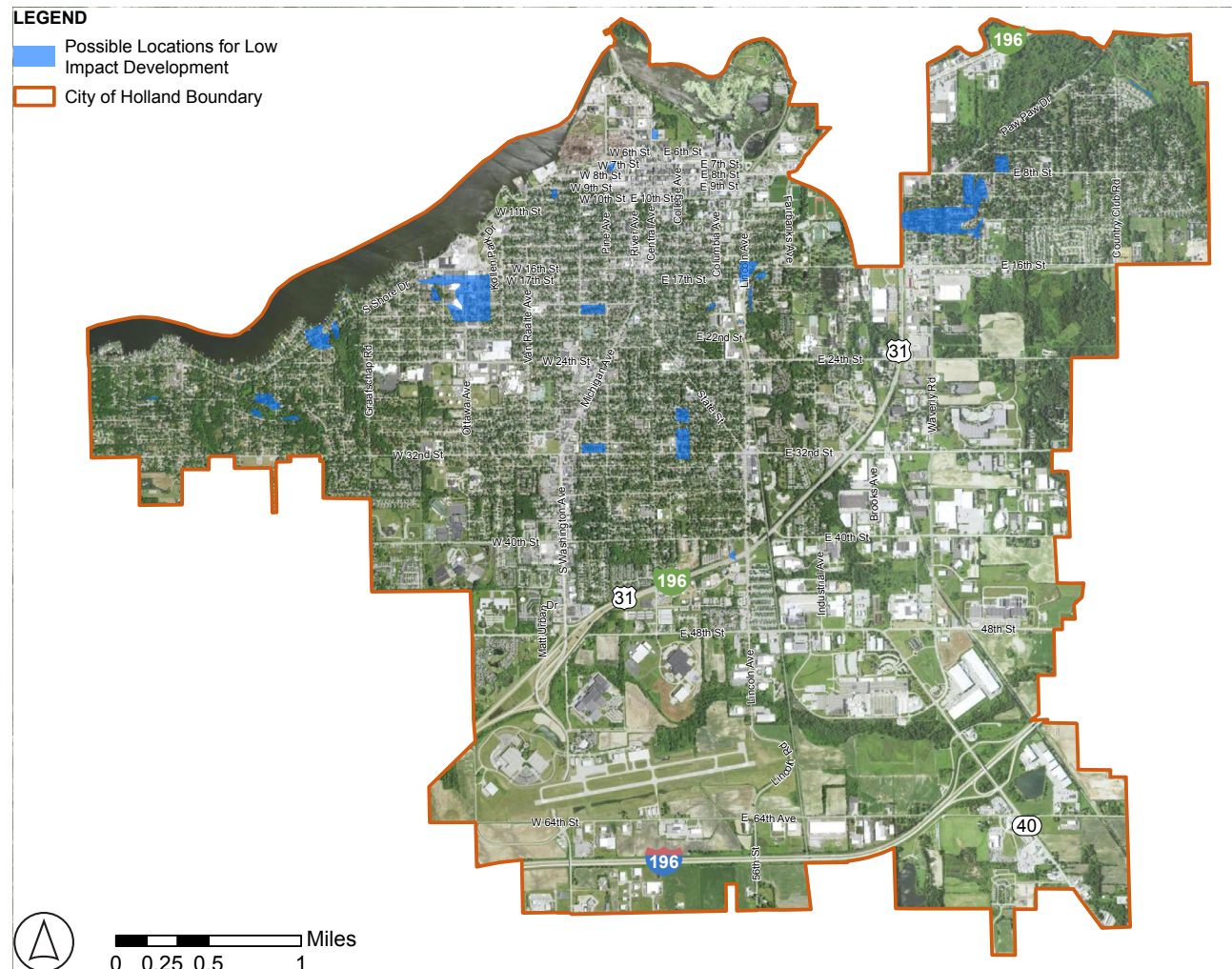
Map 4.1 Well-Draining Soils in Holland



Step Three: Define Strategic Locations for Low Impact Development

Lastly, by combining Maps 4.1 and 4.2, we can demonstrate that there are several areas in the City with a history of localized flooding and with soil types that are likely to support Low Impact Development. These areas are highlighted in Map 4.3 and include a number of corridors in neighborhoods near downtown and the shoreline. A number of these areas are fully built out with homes and other development. This map supports a long-term vision to incorporate Low Impact Development strategies as opportunities for redevelopment or capital improvement projects arise in the future. Additionally, this map may serve as a basis for the City to identify areas where future suitability studies and engineering studies could focus.

Map 4.3 Possible Locations for Low-Impact Development



Tree Canopy

Holland's beautiful street trees form a network of urban forests and are a source of pride for the community, and were mentioned again and again during the public process for this Master Plan. Not only do trees provide aesthetic benefits, but strategic tree planting can help stabilize stream banks and prevent erosion, keep water and land temperatures cool, provide wildlife habitat, improve air quality, and absorb and treat stormwater to help reduce flooding and stormwater runoff.

Research has shown that communities can best capture the many benefits of trees when tree coverage exceeds 40% of the community.¹ The City of Holland currently is designated a Tree City USA, a program that requires the City to reserve funding for tree maintenance and planting, implement a tree care ordinance, and have an active City Tree Board or Department, among other requirements.

The City of Holland, like many Michigan communities, has lost all of its ash trees due to the Emerald Ash Borer, an invasive beetle that decimated the ash population throughout the Midwest. Replacing the trees lost to this infestation and also trees lost to old age is a priority for the City Parks and Recreation Department. Planting trees with climate projections in mind will help the City fortify against extreme heat, heavy rain, and a generally warming climate over the next 50 to 100 years.

The City of Holland currently has 24.2% coverage of tree canopy, according to the Urban Tree Canopy Assessment conducted in 2013 by Grand Valley State University. The Assessment also determined that Holland's tree canopy may be able to increase by 60%, or an additional 1,687 acres. The action steps in this section are designed to help the City protect current tree canopy coverage and work to increase the overall percentage of tree canopy coverage. Map 4.4, excerpted from the Urban Tree Canopy Assessment conducted for the City, shows possible areas for new tree canopy growth in red.



BENEFITS OF TREES

Trees provide many benefits to the ecosystem of a community, as noted in this chapter. Trees also have been studied for the social and economic advantages they provide to a community. These include:

Trees planted strategically near homes and businesses can reduce energy costs to cool and heat buildings.

Trees may even have a positive impact on property values, as some studies have shown trees are correlated with a 15% increase in property values.

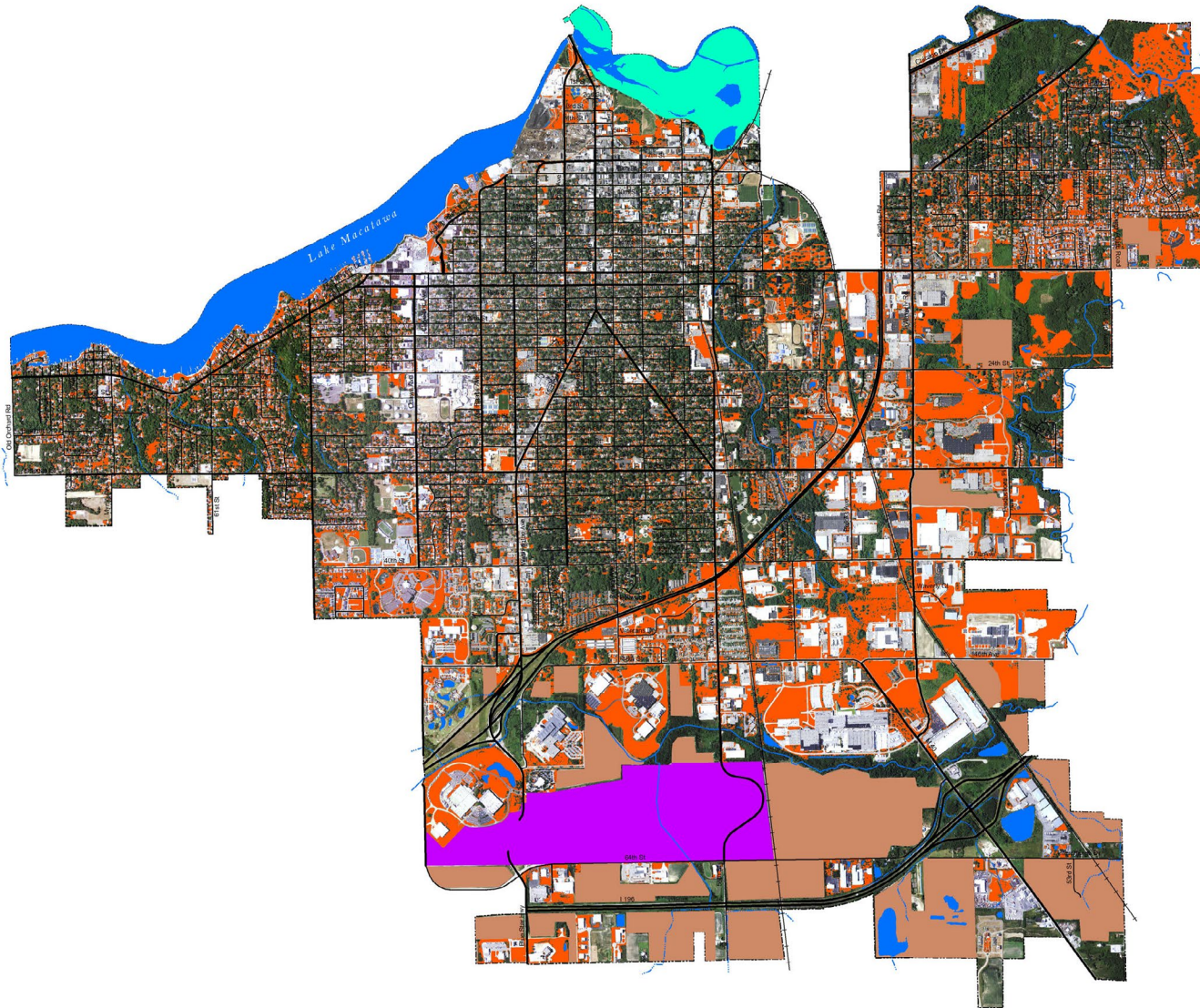
Tree-lined streets tend to slow the pace of traffic and encourage safety for pedestrians and bicyclists.

Connections to nature reduce stress. It's no surprise that several studies have shown that tree plantings are correlated with a decrease in crime.

Tree plantings near highways and major traffic routes can reduce noise pollution in residential neighborhoods.

¹ See the American Forestry Association website at: <http://www.americanforests.org/our-programs/urbanforests/whywecare/>

Map 4.4 Urban Tree Canopy Potential



PUBLIC INPUT SUMMARY

During the public process for this Master Plan, residents identified many environmental assets including proximity to Lake Macatawa and Lake Michigan, the City's Tree City USA designation, the many dunes and trails nearby, and the level of regional efforts to ensure sustainability.

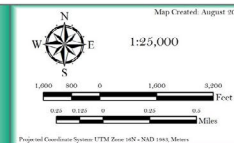
Residents also noted the uncertainty of the power plant site, the need to replace trees lost to Emerald Ash Borer beetles, poor water quality in Lake Macatawa, lack of accessibility to waterfront recreation, and concerns over excessive stormwater runoff and impervious pavement.

Legend

- Railroad
- Local/Collector Road
- Major Arterial Road
- Holland City Limits
- River/Creek
- Drain/Intermittent Stream

- Possible Tree Canopy
- Water

- Exclusion Areas**
- Wetland
 - Agricultural
 - Airport



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Transportation

Transportation played a vital role in the development and growth of Holland. Water and rail transportation routes allowed industry to flourish during the City's early years and, as the popularity of the automobile grew, development patterns changed to accommodate cars and their drivers. The automobile is still the primary mode of transportation in Holland, but residents, visitors, and businesses are also served by a network of sidewalks, other non-motorized transportation routes, and the Macatawa Area Express (MAX) Transit system. City residents have increasingly voiced a preference to be able to navigate the City safely and efficiently without relying on a car.

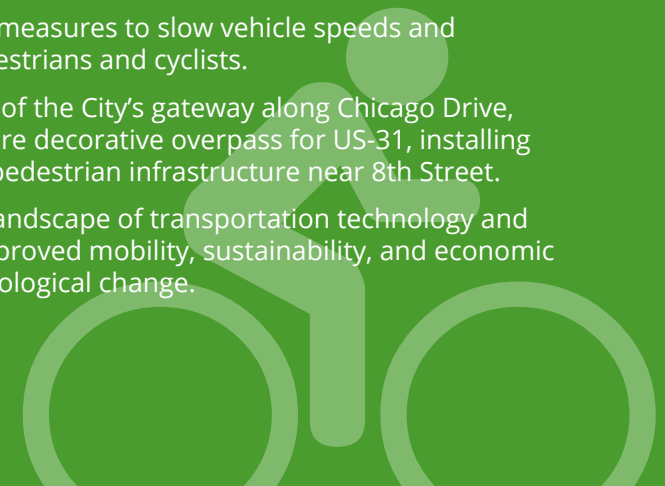
GOAL

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

Potential Action Steps

- 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.
- Improve intersections to promote walkability and bikeability.
- Continued investment in bike and pedestrian infrastructure including bike lanes and sidewalks.
- i* Develop policies to allow privately operated bikeshare or scooter-share programs, while protecting public safety and avoiding sidewalk clutter.
- i* Support City departments and partners that provide education on bicycle safety.
- i* Provide non-motorized connections to regional trail system, with a particular focus on partnership with Holland Township to provide a seamless bicycle network between the Federal District, Downtown Holland, and Holland Heights.
- Ensure pedestrian infrastructure accommodate all users.
- Conduct a study on transportation to schools, and determine whether additional infrastructure investments should be made to support the commutes of children and students.
- Install new sidewalks in areas where there are gaps in the sidewalk system.
- i* Maintain and expand snowmelt system in the Downtown area and beyond.
- Consider recruiting neighborhood groups to clean and keep clear neighborhood sidewalks.
- Advocate for increased frequency of public bus service throughout the City.
- Advocate for amenities at transit stops to include benches and shelters and for increased maintenance.
- Continue to work with the Macatawa Area Express (MAX) and Macatawa Area Coordinating Council (MACC) to ensure that transit service meets the needs of residents.
- i* Support the construction and operation of the West Michigan Express (WMX) commuter bus line to Grand Rapids.
- i* Advocate for the West Michigan Express to serve West Michigan Regional Airport and Gerald R. Ford International Airport, in addition to the downtowns of Holland and Grand Rapids.
- i* Explore opportunities for regional transit connections to other beachfront/tourist communities, including Saugatuck and Grand Haven.
- i* Retain and expand current train connections with a special emphasis on potential commuter rail opportunities between Holland and Grand Rapids. Specifically, advocate for additional frequency on the Amtrak Pere Marquette Line.
- Support the continued investment in the West Michigan Regional Airport for both corporate and general aviation.
- Provide traffic calming measures to slow vehicle speeds and increase safety for pedestrians and cyclists.
- i* Improve the aesthetics of the City's gateway along Chicago Drive, including creating a more decorative overpass for US-31, installing public art, and adding pedestrian infrastructure near 8th Street.
- i* Monitor the changing landscape of transportation technology and position the City for improved mobility, sustainability, and economic growth based on technological change.

i Action steps marked with this icon were added during the 2023 refresh.



2017 Action Step	Progress Since 2017	2023 Public Engagement	2023 Action Step
<p>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.</p>	<p>Holland Moves Plan UDO Street Design Guidelines Pine Street Reconstruction Sidewalk Infill Projects</p>	<p>Public Response to “the City has a safe, connected transportation system that serves cars, bikes, pedestrians, and transit riders well.”</p> <ul style="list-style-type: none"> • 9% Strongly Agree • 34% Somewhat Agree • 15% Neutral • 26% Somewhat Disagree • 16% Disagree <p>Most popular biking destinations:</p> <ul style="list-style-type: none"> • Downtown: 84% • Parks: 74% • Neighborhood Retailers: 65% • Restaurants: 64% • Windmill Island: 64% <p>38% do not bike at all.</p>	<p>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.</p>
<p>Improve intersections to promote walkability and bikeability.</p>	<p>No Public Program Private Bike Rentals Available</p>	<p>50% “Strongly Agree” and 29% “Somewhat Agree” with traffic calming measures.</p> <p>Most popular walking destinations:</p> <ul style="list-style-type: none"> • Downtown: 77% • Parks: 71% • Restaurants: 65% • Neighborhood Retailers: 65% <p>39% do not walk for transportation at all.</p>	<p>Improve intersections to promote walkability and bikeability.</p>
<p>Continued investment in bike and pedestrian infrastructure including bike lanes and sidewalks.</p>			<p>Continued investment in bike and pedestrian infrastructure including bike lanes and sidewalks.</p>
<p>Investigate public “bikeshare” or bike rental system.</p>	<p>No Public Program Private Bike Rentals Available</p>	<p>Public Response to Bikeshare:</p> <ul style="list-style-type: none"> • 23% Strongly Agree • 21% Somewhat Agree • 23% Neutral • 19% Somewhat Disagree • 13% Disagree 	<p>Develop policies to allow privately operated bikeshare or scooter-share programs, while protecting public safety and avoiding sidewalk clutter.</p>
<p>Provide education on bicycle safety.</p>	<p>Parks and Recreation Department Bike Safety Events</p>	<p>Public Response on the City (or partners) providing bicycle education:</p> <ul style="list-style-type: none"> • 30% Strongly Agree • 29% Somewhat Agree • 25% Neutral • 9% Somewhat Disagree • 7% Disagree 	<p>Support City departments and partners that provide education on bicycle safety.</p>

2017 Action Step	Progress Since 2017	2023 Public Engagement	2023 Action Step
Provide non-motorized connections to regional trail systems.	Holland Moves Plan UDO Street Design Guidelines Pine Street Reconstruction Sidewalk Infill Projects	64% Strongly Agree that the City should continue investment in bike and pedestrian infrastructure. 65% Strongly Agree that the City should fill gaps in the sidewalk network. 71% Strongly Agree that the City should ensure sidewalks are safe for those with disabilities.	Provide non-motorized connections to regional trail system, with a particular focus on partnership with Holland Township to provide a seamless bicycle network between the Federal District, Downtown Holland, and Holland Heights.
Ensure pedestrian infrastructure accommodate all users.			Ensure pedestrian infrastructure accommodate all users.
Install new sidewalks in areas where there are gaps in the sidewalk system.			Conduct a study on transportation to schools, and determine whether additional infrastructure investments should be made to support the commutes of children and students.
Maintain and expand heated sidewalks in the Downtown area.	6th Street Snowmelt Expansion Heated Sidewalk Expansions Snowmelt System Now Classified as Infrastructure		Install new sidewalks in areas where there are gaps in the sidewalk system. Maintain and expand snowmelt system in the Downtown area and beyond.
Consider recruiting neighborhood groups to clean and keep clear neighborhood sidewalks.	No Formal Program	39% “Strongly Agree” and 33% “Agree” with recruiting neighborhood sidewalk cleaning groups.	Consider recruiting neighborhood groups to clean and keep clear neighborhood sidewalks.
Advocate for increased frequency of public bus service throughout the City.	Ongoing MAX Services MAX Service Evaluation and Potential Upgrades (Ongoing)	63% “Strongly Agree” that the City should work with the MAX to improve transit service.	Advocate for increased frequency of public bus service throughout the City.
Advocate for amenities at transit stops to include benches and shelters and for increased maintenance.		Most Popular Transit Destinations in Holland: <ul style="list-style-type: none"> • Downtown (54%) • Restaurants (38%) • Parks (35%) • Major Retailers (32%) • Work/School (31%) 	Advocate for amenities at transit stops to include benches and shelters and for increased maintenance.
Continue to work with the Macatawa Area Express (MAX) and Macatawa Area Coordinating Council (MACC) to ensure that transit service meets the needs of residents.		Least Popular Transit Destination in Holland: <ul style="list-style-type: none"> • Hope College (15%) • Holland Hospital (24%) 45% said they would not ride transit to any destination.	Continue to work with the Macatawa Area Express (MAX) and Macatawa Area Coordinating Council (MACC) to ensure that transit service meets the needs of residents.

2017 Action Step	Progress Since 2017	2023 Public Engagement	2023 Action Step
<p>Encourage transit connections to communities in West Michigan and beyond.</p> <p>Retain and expand current train connections with a special emphasis on potential commuter rail opportunities between Holland and Grand Rapids.</p>	<p>West Michigan Express Planning and Collaboration Amtrak Pere Marquette Service</p>	<p>57% “Strongly Agree” that the City should work with regional partners on an express bus or train to Grand Rapids.</p> <p>44% “Strongly Agree” and 26% “Agree” that the City should work with regional partners on an express bus network for Ottawa and Allegan Counties.</p> <p>Most Popular Regional Transit Destinations:</p> <ul style="list-style-type: none"> • Grand Rapids: 60% • Saugatuck: 49% • Grand Haven: 40% <p>Least Popular Regional Transit Destinations:</p> <ul style="list-style-type: none"> • Jenison: 9% • Hudsonville: 12% • Allendale: 14% • Muskegon: 16% <p>45% said they would not ride transit to any destination.</p>	<p>Support the construction and operation of the West Michigan Express (WMX) commuter bus line to Grand Rapids.</p> <p>Advocate for the West Michigan Express to serve West Michigan Regional Airport and Gerald R. Ford International Airport, in addition to the downtowns of Holland and Grand Rapids.</p> <p>Explore opportunities for regional transit connections to other beachfront/tourist communities, including Saugatuck and Grand Haven.</p> <p>Retain and expand current train connections with a special emphasis on potential commuter rail opportunities between Holland and Grand Rapids. Specifically, advocate for additional frequency on the Amtrak Pere Marquette Line.</p>
<p>Support the continued investment in the West Michigan Regional Airport for both corporate and general aviation.</p>	<p>WMRA Expansions and Improvements</p>	<p>Public Response on City investments in WMRA:</p> <ul style="list-style-type: none"> • 24% Strongly Agree • 25% Agree • 28% Neutral • 13% Somewhat Disagree • 9% Disagree 	<p>Support the continued investment in the West Michigan Regional Airport for both corporate and general aviation.</p>
<p>Provide traffic calming measures to slow vehicle speeds and increase safety for pedestrians and cyclists.</p>	<p>Holland Moves Plan UDO Street Design Guidelines Complete Streets redesigns (specific streets?)</p>	<p>50% “Strongly Agree” and 29% “Somewhat Agree” with traffic calming measures.</p> <p>Most popular walking destinations:</p> <ul style="list-style-type: none"> • Downtown: 77% • Parks: 71% • Restaurants: 65% • Neighborhood Retail: 65% <p>39% do not walk for transportation at all.</p>	<p>Provide traffic calming measures to slow vehicle speeds and increase safety for pedestrians and cyclists.</p>
<p>Support plans to improve the safety level and appearance of Chicago Drive and for amenities that will make the street more pedestrian friendly.</p>	<p>Aesthetic Improvements in the Zeeland Area</p>	<p>3% of respondents listed Chicago Drive as a corridor in need of upgrades.</p>	<p>Improve the aesthetics of the City’s gateway along Chicago Drive, including creating a more decorative overpass for US-31, installing public art, and adding pedestrian infrastructure near 8th Street.</p> <p>Monitor the changing landscape of transportation technology and position the City for improved mobility, sustainability, and economic growth based on technological change.</p>

Transportation Planning and the MACC

The Macatawa Area Coordinating Council (MACC) is a metropolitan planning organization (MPO) made up of representatives from local governments and transportation agencies that makes transportation policies for the area. The MACC develops and maintains the Long-Range Transportation Plan (LRTP) for the area and develops a Transportation Improvement Program (TIP) based on the goals of the LRTP. The MACC's 2014 Non-Motorized Plan and 2045 Long-Range Transportation Plan, approved in 2019, provide inventories of existing transportation systems, goals for the improvement of these systems, and specific project recommendations. This Master Plan supports the continued pursuit of the goals and recommendations of these plans and highlights some of their key findings within this section.

Street and Highway Network

Holland's street network is primarily organized in a traditional, rectangular grid pattern. Some streets are angled to better relate to natural features and waterways. Block sizes in the older portions of the City are smaller, with streets spaced closely together. In more recently developed parts of Holland, particularly the eastern and southern portions of the City, streets are more widely spaced and curvilinear in form, similar to newer street network patterns throughout the country. The design and intensity of streets within the City range from narrow two-lane streets designed to serve residential neighborhoods to a four-lane freeway that provides connections to the regional and national highway networks.

Major Highways and Streets in Holland

- **I-196:** An interstate freeway that provides connections between Grand Rapids to the northeast, I-94 to the south, and the regional and national highway system.
- **US-31:** A national highway that provides connections to northern Michigan and south into Indiana.
- **M-40:** A state highway that connects Holland to other communities in southwest Michigan.
- River Avenue, Pine Avenue, Lincoln Avenue, Michigan Avenue, State Street, Washington Avenue, Chicago Drive, 7th Street, 8th Street, 9th Street, 16th Street, 24th Street, 32nd Street, 40th Street - These are just some of the principal arterial streets within the City that serve as important connectors within the City and provide access to major traffic generators.

COMPLETE STREETS

The Complete Streets movement has been gaining increased attention in communities across the county. The State of Michigan requires local transportation agencies to consider all street users in all phases of transportation projects through Complete Streets legislation passed in 2010. State of Michigan Public Act 135 defines Complete Streets as "roadways planned, designed, and constructed to provide appropriate access to all legal users, whether by car, truck, transit, assistive device, foot or bicycle." It is important to consider all modes of transportation when designing and constructing transportation improvements to provide equitable opportunities for those with differing transportation needs, financial means, and physical abilities. Additionally, integrating Complete Streets practices can help encourage safe and active transportation, decrease pollution, and reduce the incidence of childhood obesity, social isolation, and serious health conditions.^{1*} The City of Holland adopted a Complete Streets Resolution in 2011, pledging to consider and implement, to the greatest extent possible, Complete Streets components in future transportation projects.

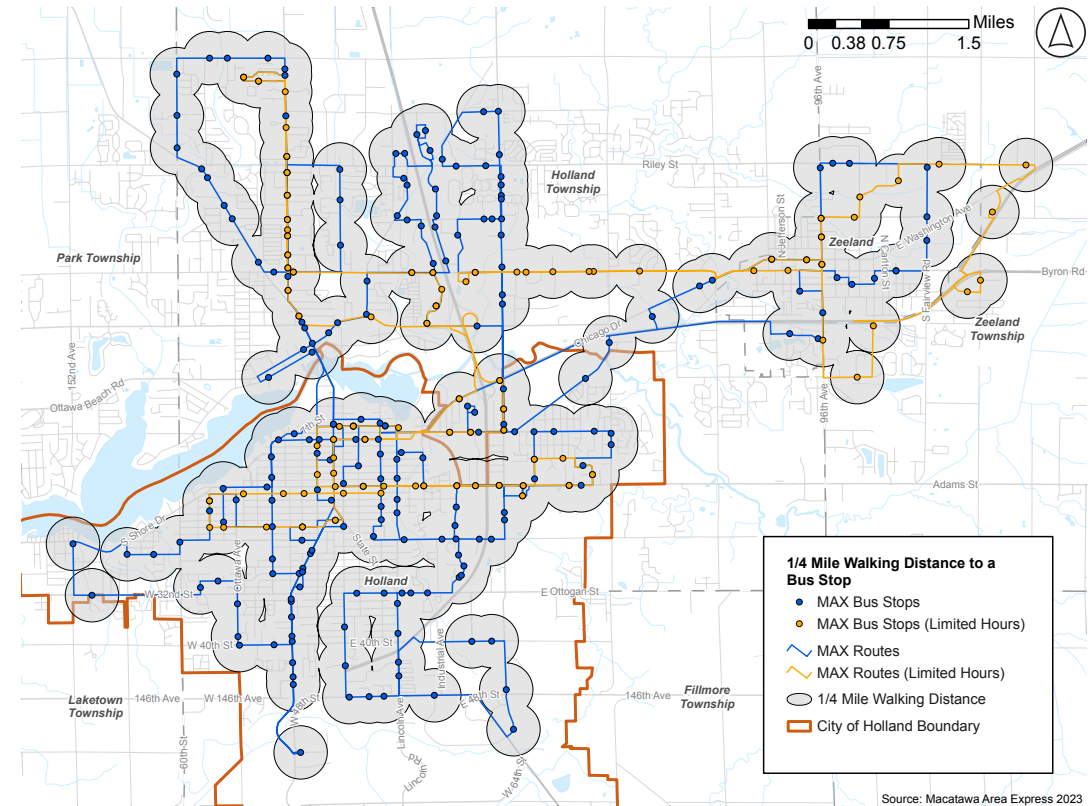
* American Planning Association Magazine, October 2013 Issue, Public Health Policy and Law, p.5

Public Transportation

The Macatawa Area Express (MAX) provides public bus service to the City of Holland, the City of Zeeland, and Holland Charter Township on both a demand/response (dial-a-ride) and fixed route basis. The eight fixed routes run on an hourly schedule and provide service within Holland and between Holland, Zeeland, and parts of Holland Charter Township. Annual MAX ridership is roughly 470,000.¹ Input received during the Resilient Holland planning process indicated a desire among Holland residents for public transportation connections to other communities in the region. The MACC has investigated the feasibility of transit routes between Holland and other communities, most notably Grand Rapids, and determined that these services are not feasible at this time due to low projected ridership. It has also been noted that the feasibility of intercity bus service could change in the future and is an option to continue investigating.²

63% of respondents to the 2023 Master Plan Refresh survey expressed desire to use MAX fixed route services if the frequency of buses was increased. Map 4.5 shows that a majority of the City's neighborhoods, commercial areas, and public spaces are within close walking distance (1/4 mile) of a bus stop and that the fixed routes provide good access throughout the City. The proliferation of accessible transit stops and good route coverage indicates that these factors are unlikely to prevent people from using transit services. Should the convenience of the transit system be improved by increasing frequency, ridership is likely to increase and potentially reduce vehicular traffic volumes.

Map 4.5 1/4 Mile Walking Distance to a Bus Stop



¹ Macatawa Area Coordinating Council. 2040 Long Range Transportation Plan. p. 55-58. 27 April, 2015.

² Macatawa Area Coordinating Council. 2040 Long Range Transportation Plan. p. 59-60. 27 April, 2015.

West Michigan Express and Other Regional Services

The City of Holland is a strong partner and advocate for the West Michigan Express commuter bus service. The service would be operated by the Interurban Transit Partnership (aka The Rapid), which currently serves Grand Rapids and its core suburbs. It would connect Downtown Holland to Downtown Grand Rapids, with interim stops in Hudsonville, Jenison, Grandville, and possibly Wyoming's Godfrey Lee Neighborhood and Grand Rapids' Roosevelt Park Neighborhood.

Eventually, the City would like to see the service extended on each end, to serve West Michigan Regional Airport and Gerald Ford International Airport.

The City of Holland will work to ensure that the service begins as soon as practical.

On-Demand Service

Private app-based on-demand services like Uber and Lyft have become popular in recent years. In some communities, including in West Michigan, publicly funded or subsidized on-demand transit is now available. These services can utilize vehicles owned by a transit company or municipality, or can work through Uber, Lyft, or another private partner. The City will work with MAX to determine the feasibility of a similar system in Greater Holland.



i

AIRPORT LAYOUT PLAN

This development of this updated City Master Plan has involved the Airport Staff. The City Master Plan also incorporates the current Airport Layout Plan. As adjustments and refinements to that Airport Layout Plan are made, the City will continue to get input from the Airport staff and Airport Layout plan for any possible updates to the Master Plan, UDO and the other City policy documents. Specifically, West Michigan Regional Airport is retaining land to its north and south for a potential future “crosswind” north-south runway. The potential for this runway to be built impacts land use opportunities near the airport, as described in the UDO’s Airport Overlay. However, if a determination is made in the future that the crosswind runway will not be built, this Plan, the UDO, and other City policy documents should be updated to reflect the reduced restrictions on development.

HISTORIC HOLLAND AIRPORT CLOSURE

The Park Township Airport, which was the primary airport for the Holland region before West Michigan Regional Airport was constructed, closed in 2021. The Airport had been used by recreational aviators and the Civil Air Patrol for several decades.

Many of the former Park Township Airport users, including the Civil Air Patrol, have begun using West Michigan Regional instead.

The Park Township Airport is being converted into park, preservation, and community space

Passenger Rail and Air Service

Passenger Rail Service

Passenger rail service is provided in Holland by Amtrak’s Pere Marquette Line as a stop between Grand Rapids and Chicago. Currently, one round trip is made each day, with passengers accessing the train at the Louis Padnos Transportation Center. The Transportation Center also serves riders of the MAX system and Indian Trails bus services, which provides bus connections to other communities in the region.¹ The City of Holland will advocate for additional frequency on the Pere Marquette route. Additionally, once the West Michigan Express service is running, the City will explore the possibility of converting it to a rail service.

Passenger Air Service

West Michigan Regional Airport serves Holland and the surrounding area with its fixed base operator, AvFlight Holland Corporation, providing charter flights. A large majority of the passengers utilizing these services are from local businesses and organizations. The airport is owned by the City of Holland and managed by the West Michigan Airport Authority, made up of representatives from Holland, the City of Zeeland, and Park Township.² The City supports the airport on a policy and regulation level with the Airport Zone District in the UDO, which allows the Airport Authority broad freedom to make improvements as determined by the needs of aviation. The UDO also includes the Airport Overlay, which governs development around the airport and is based on MDOT standards for aviation safety and land use.

The West Michigan Airport Authority is also actively involved in recruiting aviation-related businesses to the Holland area, as well as advocating for improved multi-model transportation and public transit.

¹ Macatawa Area Coordinating Council. 2040 Long Range Transportation Plan. p. 69. 27 April, 2015.

² For more information on the West Michigan Regional Airport, see <http://westmichiganregionalairport.com/meet-the-wmaa/>

Non-Motorized Transportation

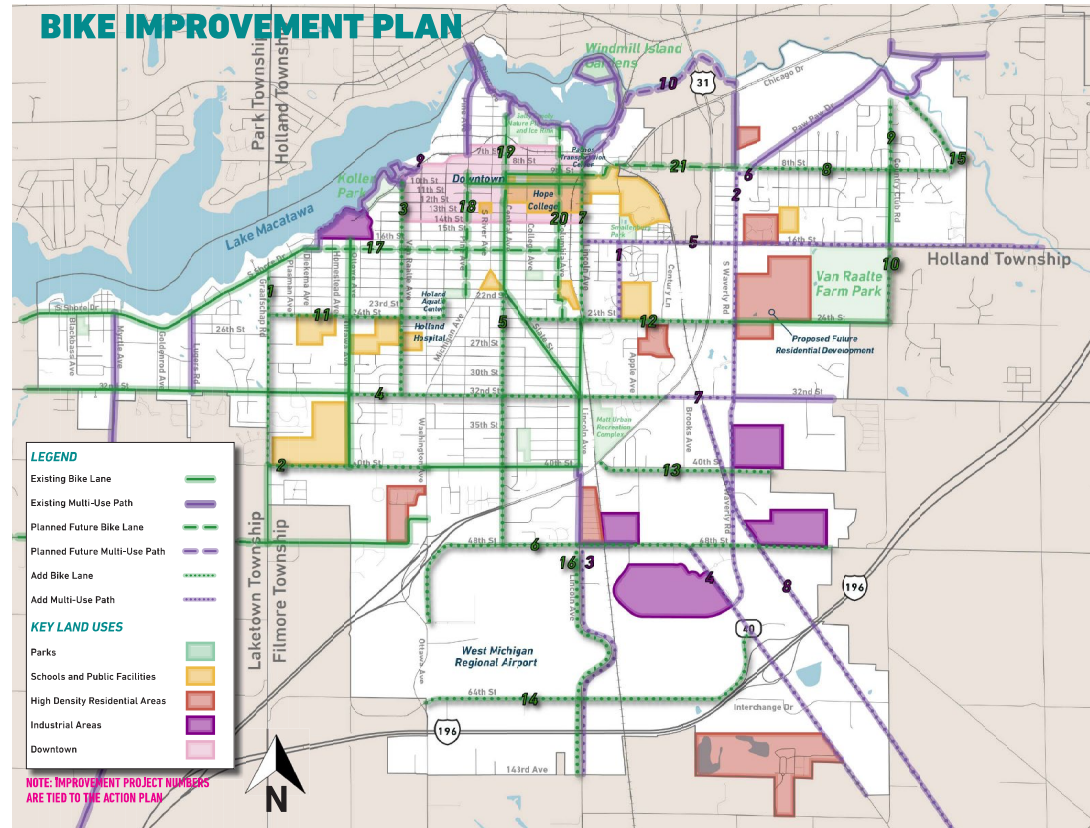
The City of Holland has a diverse non-motorized transportation network that serves residents and visitors by linking neighborhoods, business districts, and employment centers. The City sidewalk network consists of roughly 207 miles of paved sidewalks that line a majority of the City's streets, providing pedestrian connections to most neighborhoods, commercial areas, parks, and employment centers. Additionally, 13.6 miles of shared-use paths and 3.5 miles of paved shoulders or bike lanes are provided within the City.³ While the non-motorized transportation network within the City is generally robust, there are certain locations where additional infrastructure is needed and safety could be improved. As it plans for the future, the City of Holland is committed to providing a safe, efficient, and well-connected system of transportation facilities for pedestrians, bicyclists, and other non-motorized uses.

i *The 2022 Holland Moves Non-Motorized plan provides a detailed and updated vision for pedestrian and bicycle infrastructure and mobility. Map 4.6 summarizes that plan.*

15 MINUTE CITIES: CAR-FREE LIFESTYLE

By ensuring that residents of Holland have access to both safe streets and nearby amenities, the City can promote 15-Minute neighborhoods, where residents can meet their everyday needs without a car. Key infrastructure such as bike lanes, sidewalks, and crosswalks allows for safe and efficient mobility on foot, on a bike, or using other non-automobile transportation.

Map 4.6 Bike Route Improvement Plan



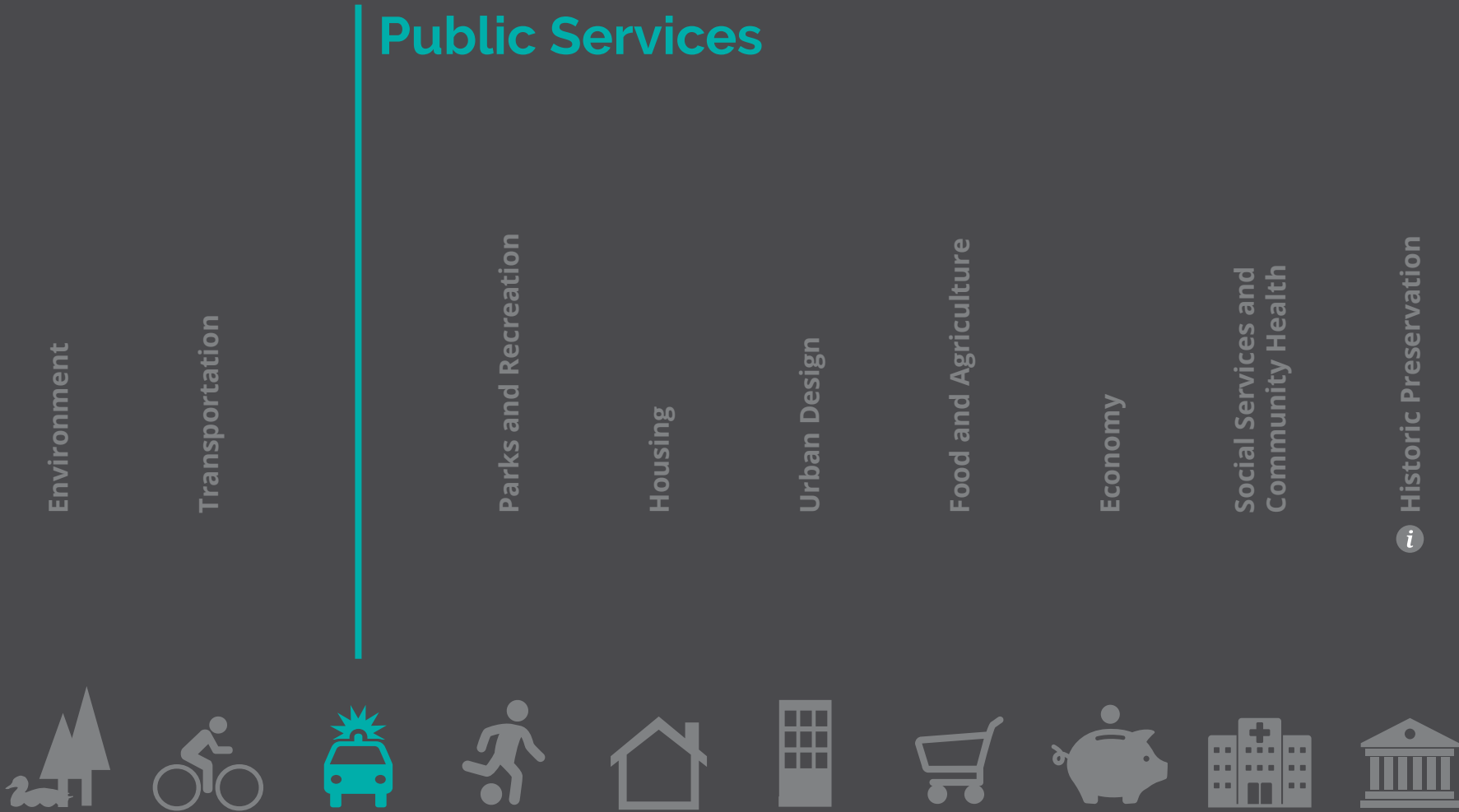


PUBLIC INPUT SUMMARY

Residents had many things to say about transportation in Holland! In general, Holland residents value the regional transportation network, especially through services like Amtrak, and cite easy movement to and from the area. Residents also cited infrastructure like the Downtown sidewalk snowmelt system as an asset. In general, residents would like to see an increase in non-motorized transportation connectivity and options, including pedestrian and bike infrastructure and long-distance trail connections. Residents also would like to ride the bus to more places, more frequently. Other improvements the public recommended include more charging stations for electric cars, maps showing biking and walking trails, and a bike rental program.



Hollanders holding signs in response to the question, "In the future, what should Holland have?" For more on the civic engagement for this plan, see Chapter 1.





Public Services

Holland offers a wide variety of municipal services to its residents and businesses and operates a number of public facilities. Additionally, services and facilities provided by entities other than the City, such as schools, play an important role in the lives of Holland's citizens. Growth and redevelopment in the City is impacted by the quality, cost, and availability of these services as people and businesses decide to locate where their needs are well met. Community services are also a major factor in the quality of life of City residents.

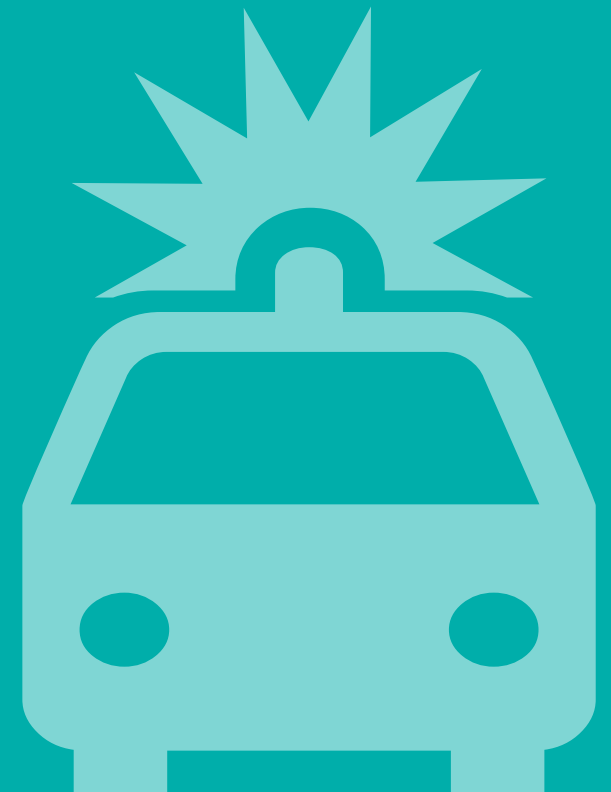
GOAL

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

Potential Action Steps

- Continue to proactively plan for future improvement, maintenance, and expansion of public utilities and infrastructure and ensure that it complements and enhances the area.
- Ensure that all residents and businesses have fiber optic broadband access.
- i** Support partners that create Wi-Fi zones in certain areas of the City.
- i** Work with partners to meet the goals of the Community Energy Plan.
- Continue to educate citizens and encourage reductions in energy consumption.
- Increase efficiency in homes through neighborhood-focused renovation programs and incentives.
- Pursue the provision of district heating services in higher density neighborhoods using heat recovered from local power generation.
- i** Maintain and expand snowmelt system in the Downtown area and beyond.

i Action steps marked with this icon were added during the 2023 refresh.



2017 Action Step	Progress Since 2017	2023 Public Engagement	2023 Action Step
Continue to proactively plan for future improvement, maintenance, and expansion of public utilities and infrastructure and ensure that it complements and enhances the area.	BPW Investments Energy Park Improvements Burying Power Lines Biodigester		Continue to proactively plan for future improvement, maintenance, and expansion of public utilities and infrastructure and ensure that it complements and enhances the area.
Ensure that all residents and businesses have fiber optic broadband access.	Ongoing		Ensure that all residents and businesses have fiber optic broadband access.
Work with the Holland Board of Public Works to create Wi-Fi zones in certain areas of the City.	Washington Street Neighbors Public Wi-Fi Library Public Wi-Fi		Support partners that create Wi-Fi zones in certain areas of the City.
Continue to implement the recommendations of the Community Energy Plan.	Community Energy Plan Update in 2023		Work with partners to meet the goals of the Community Energy Plan.
Continue to educate citizens and encourage reductions in energy consumption.	Ongoing through BPW		Continue to educate citizens and encourage reductions in energy consumption.
Increase efficiency in homes through neighborhood-focused renovation programs and incentives.	Home Energy Retrofit Program		Increase efficiency in homes through neighborhood-focused renovation programs and incentives.
Pursue the provision of district heating services in higher density neighborhoods using heat recovered from local power generation.	No Formal Program		Pursue the provision of district heating services in higher density neighborhoods using heat recovered from local power generation.
Continue to provide easily accessible municipal services including an excellent level of police and fire services to meet the needs and expectations of the community.	Ongoing		
Continue to expand the City snowmelt system throughout Downtown, and beyond.	6th Street Snowmelt Expansion Heated Sidewalk Expansions Snowmelt System Now Classified as Infrastructure		Maintain and expand snowmelt system in the Downtown area and beyond.

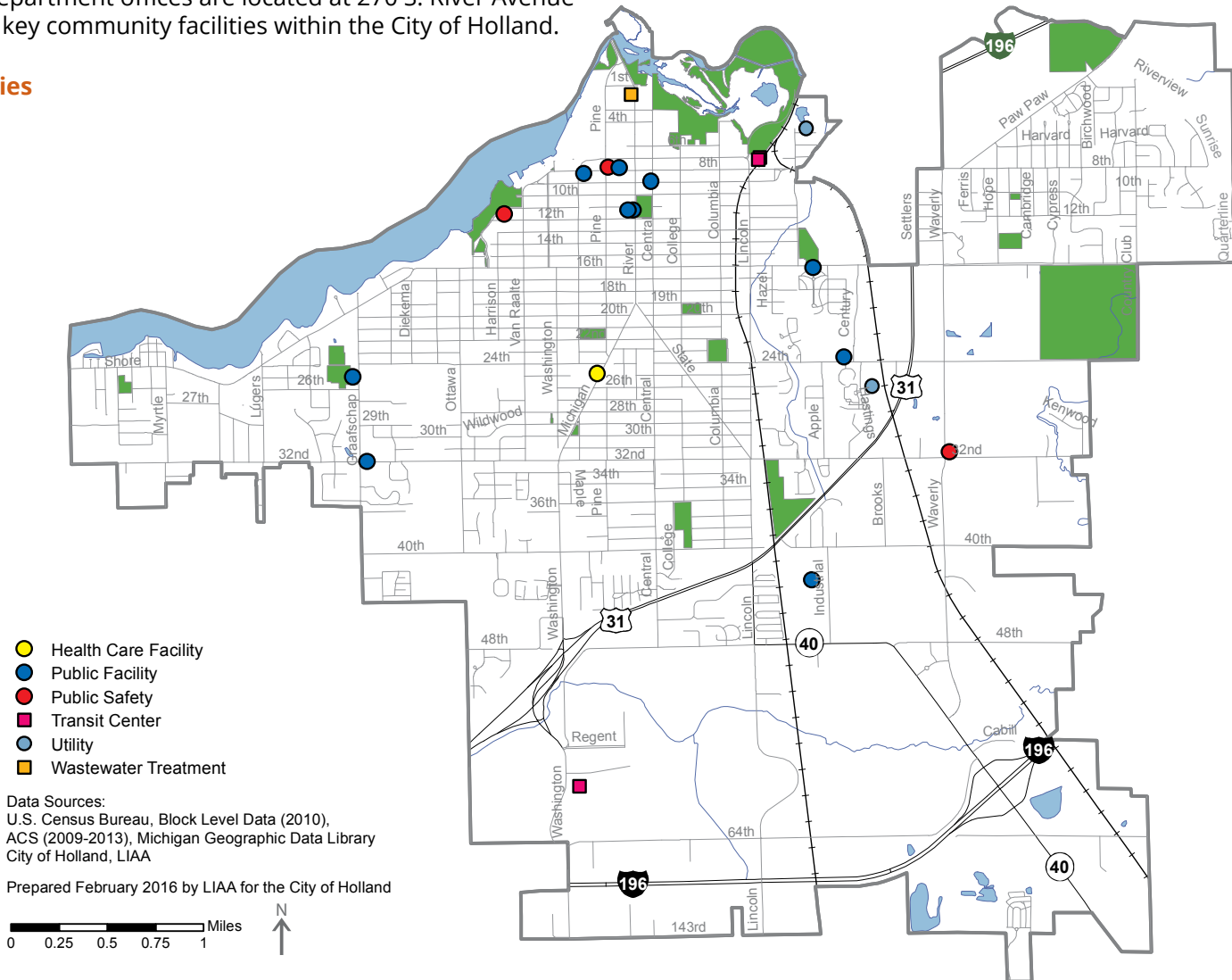
Community Facilities and Services

The City of Holland has an elected Mayor and City Council with nine total members. Day-to-day operation of the City is the responsibility of the City Manager. To offer specialized services to residents and businesses, the City has a variety of departments, employees, and advisory bodies that oversee and manage the various aspects of the City's operation. City departments include Management & Administrative Services, Community & Neighborhood Services, Parks & Recreation, Fiscal Services, Public Safety, and Transportation. Holland City Hall and several City department offices are located at 270 S. River Avenue. Map 4.7 shows the locations of the key community facilities within the City of Holland.

Map 4.7 Community Facilities

15 MINUTE CITIES: COMMUNITY SERVICES

One sometimes overlooked aspect of 15 Minute Cities is the availability of community services, in addition to retail, recreation, and amenities. Some of these services include basic needs, such as public restrooms or resting benches. By locating appropriate community services within neighborhoods, Cities allow them to be accessed efficiently, and without needing to rely on a car.



Public Safety

The Public Safety department provides full-time fire fighting, police, and emergency medical services within the City of Holland. Fire fighting services are provided from three stations located on Waverly Road, Kollen Park Drive, and a joint City of Holland and Park Township facility located on 160th Avenue in Park Township. The Holland Department of Public Safety Police Operations is located at 89 West 8th Street.

Utilities

Residents of the City of Holland benefit from municipal utility services provided by Holland Board of Public Works (HBPW). Essential infrastructure for electric, water, wastewater and broadband services is built and managed locally. HBPW holds the best interests of the community in top priority, helping City residents and businesses to flourish by responding to the utility needs of our growing community. A not-for-profit entity, HBPW returns value to customers through reliable services and competitive rates¹.

Electricity

HBPW generates electricity at Holland Energy Park (HEP), a highly efficient combined cycle natural gas power production facility that came online in 2017. Additionally, HBPW maintains a robust energy portfolio that includes purchased power agreements for renewable sources including solar, wind and landfill gas.

Broadband

HBPW is in the process of expanding the community-owned fiber network, bringing access to reliable high-speed internet to all addresses in the City of Holland. Services will roll out in phases beginning in the Spring of 2024, as the last mile network is constructed.

Water

Holland's water distribution system includes a water treatment plant on Lake Michigan, four water storage tanks, five pump stations, and 240 miles of water main lines. The water treatment plant has the capacity to treat 38.5 million gallons of water per day. Water service is provided to the City of Holland and some portions of Park, Laketown, and Holland Charter Townships, as well as to the City of Zeeland.

Wastewater treatment

HBPW also provides wastewater treatment for the City of Holland and parts of Park, Laketown, Fillmore, Zeeland and Holland Charter Townships. The sanitary sewer system is completely separated from the storm sewer system and contains nearly 190 miles of sanitary sewer pipe. Wastewater is treated at the Water Reclamation Facility on S. River Avenue and is ultimately released into Lake Macatawa.

Community Energy Plan

In 2011, the City of Holland adopted the Holland Community Energy Efficiency and Conservation Strategy (Community Energy Plan) to help Holland meet a variety of economic, environmental, and energy supply reliability goals². The Community Energy Plan makes a variety of recommendations to improve energy efficiency, reduce pollution, and strengthen local energy production. This Master Plan supports the recommendations of the Community Energy Plan as they can help improve quality of life for Holland residents and greatly improve the community's resilience. The City should continue to work closely with the HBPW to educate citizens on ways to improve energy efficiency and offer assistance through programs like the Home Energy 101 from the Holland Energy Fund.

¹ For more information, see HBPW's website at: www.hollandbpw.com

² See the Community Energy Planning Information page on the City's website for current updates.



Environment



Transportation



Public Services



Parks and Recreation



Housing



Urban Design



Food and Agriculture



Economy



Social Services and
Community Health



 Historic Preservation



Parks and Recreation

From sports to concerts and free events, the City of Holland is always alive with opportunities to enjoy an active lifestyle. The City's Recreation Division offers many popular programs with growing participation. In addition to basketball, tennis, swimming, softball, volleyball, and flag football, the Recreation Division Concerts at Kollen, the Kollen Park Friday Night Concert Series, and Party in the Park are all popular, free special events. A network of mini parks, neighborhood parks, community-wide parks, natural resource areas, and recreation facilities are widely distributed throughout the City's neighborhoods. This section's overall goal and its associated action steps will help the City embrace winter-time recreation, provide access to the waterfront, and continue to serve the public with high-quality public recreation and spaces.

GOAL

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

Potential Action Steps

- Coordinate with volunteer groups for clean-up and maintenance efforts in parks and trails.
- 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 neighborhoods.
- Ensure there are recreational opportunities for all City residents.
- Provide adequate transportation connections to recreational opportunities.
- **i** Educate the public to promote green infrastructure on private property.
- **i** Continue to construct green infrastructure on public property.
- **i** Continue and expand opportunities to allow and encourage green infrastructure on private property.
- Promote additional winter recreational opportunities in neighborhood parks including the establishment of ice rinks.
- Improve public access to Lake Macatawa by acquiring property or easements along the waterfront.
- Connect the 8th Street Downtown to the waterfront through wayfinding signage and non-motorized transportation improvements.
- Support efforts to connect waterfront park spaces with non-motorized and pedestrian trails.
- Support the expansion of marina and boating services offered along Lake Macatawa.
- Research appropriate locations for new or improved kayak, paddling, and boat launch areas.
- Enliven the waterfront parks through additional events.

i Action steps marked with this icon were added during the 2023 refresh.



2017 Action Step	Progress Since 2017	2023 Public Engagement	2023 Action Step
Coordinate with volunteer groups for clean-up and maintenance efforts in parks and trails.	2019 Parks and Recreation Plan		Coordinate with volunteer groups for clean-up and maintenance efforts in parks and trails.
Create and build on recreational opportunities that bring diverse groups together.	2019 Parks and Recreation Plan		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 neighborhoods.	2019 Parks and Recreation Plan		Ensure that the creation of public and private open spaces are appropriate to the scale of the surrounding neighborhoods.
Ensure there are recreational opportunities for all City residents.	2019 Parks and Recreation Plan New Recreation Center at 16th and Fairbanks	Public response on adding new parks: <ul style="list-style-type: none"> • 25% Strongly Agree • 27% Somewhat Agree • 32% Neutral 15% said their neighborhood, in particular, needed additional parks. Those respondents live in every neighborhood except Hope, though no neighborhood had more than 25% of respondents state they needed more park space.	Ensure there are recreational opportunities for all City residents.
Provide adequate transportation connections to recreational opportunities.	Holland Moves Plan	Percentage who would use the following modes to get to parks, if it was safe and easy: <ul style="list-style-type: none"> • Transit: 34% • Bike: 74% • Walk: 71% 	Provide adequate transportation connections to recreational opportunities.
Implement Low Impact Development strategies and green infrastructure in City parks for both environmental and educational benefits.	UDO Landscaping Purpose and Intent Section UDO Amendment to allow Rocks as Landscaping Ground Cover. Roadside Bioswales Program for Homeowners Construction of Green Infrastructure at: <ul style="list-style-type: none"> • Window on the Waterfront • Kohlen Park • City Hall • Fire Station 		Educate the public to promote green infrastructure on private property. Continue to construct green infrastructure on public property. Continue and expand opportunities to allow and encourage green infrastructure on private property.
Prioritize interactive water features at neighborhood parks.	No Longer a Priority		
Promote additional winter recreational opportunities in neighborhood parks including the establishment of ice rinks.	2019 Parks and Recreation Plan		Promote additional winter recreational opportunities in neighborhood parks including the establishment of ice rinks.

2017 Action Step	Progress Since 2017	2023 Public Engagement	2023 Action Step
Improve public access to Lake Macatawa by acquiring property or easements along the waterfront.	Waterfront Holland Vision and Implementation	51% “Strongly Agree” and 25% “Somewhat Agree” that the City should provide additional public access to Lake Macatawa.	Improve public access to Lake Macatawa by acquiring property or easements along the waterfront.
Connect the 8th Street Downtown to the waterfront through wayfinding signage and non-motorized transportation improvements.	UDO Waterfront Overlay		Connect the 8th Street Downtown to the waterfront through wayfinding signage and non-motorized transportation improvements.
Support efforts to connect waterfront park spaces with non-motorized and pedestrian trails.	Non-Motorized Plan		Support efforts to connect waterfront park spaces with non-motorized and pedestrian trails.
Support the expansion of marina and boating services offered along Lake Macatawa.	2019 Parks and Recreation Plan		Support the expansion of marina and boating services offered along Lake Macatawa.
Research appropriate locations for new or improved kayak, paddling, and boat launch areas.			Research appropriate locations for new or improved kayak, paddling, and boat launch areas.
Enliven the waterfront parks through additional events.			Enliven the waterfront parks through additional events.



EMBRACING THE WINTER SEASON

Winter recreational programming was at the forefront of public input for this Master Plan. Residents expressed their desire to be able to recreate year-round and embrace the winter season! Stakeholders agreed that the City of Holland could increase its appeal to tourists with an increase in winter activity. The Parks and Recreation Master Plan includes a number of possibilities to increase winter programming supported in this Master Plan including the planned downtown ice rink, cross-country ski trails, and opening Lake Macatawa for ice fishing. The action steps in for this section include designing public spaces with winter uses in mind and supporting winter events and festivals.



Children in the 2011 Holiday parade.

Parks and Recreation Master Plan

Parks and Recreation in the City of Holland is managed by the Parks and Recreation Department. The City of Holland has seven mini-parks, six neighborhood parks, seven community-wide parks, two natural resource areas, and four special use facilities. For more information on the location and services offered at each park, see the 2010 Community Parks and Recreation Plan.

- Many of the goals of the Parks and Recreation Master Plan were repeated during the public input for this Master Plan. This Master Plan supports the goals of the Parks and Recreation Master Plan including:
 - Maintain the high-quality parks and programming that Holland residents expect.
 - » Innovate new programs and parks uses that meet future needs.
 - » Include Best Management Practices on public property, including waterfront parks.
 - » Identify key pedestrian and non-motorized linkages between parks to encourage more alternative transportation.
 - » Build additional flexible play fields that can be used year-round for events like soccer, lacrosse, hockey, and ice skating.
 - » Identify locations for additional community gardening and urban farming projects.
- Serve all residents, especially vulnerable groups within the community.
 - » Ensure equal access to sports programming for low-income children that may lack transportation to existing facilities.
 - » Involve existing residents in planning for new park programming and facilities.
 - » Assess needs for new cultural and art programming.
- Engage the public year round with a range of spaces and activities.
 - » Create activities appropriate for active seniors, young couples/singles, and teens.

Many of action steps in this section support the implementation of the Parks and Recreation Master Plan. Where these two documents agree, both efforts are strengthened and a clear, guiding direction for the City's initiatives is established.

Water Accessibility

Residents and stakeholders from the planning process for this Master Plan emphasized their desire for a greater connection between downtown Holland and the waterfront. As such, this Plan identifies and supports a number of opportunities for increased accessibility to Lake Macatawa and the Macatawa River. Though the “Big Lake,” Lake Michigan, is just minutes away, greater accessibility to the Lake Macatawa waterfront within the City of Holland could provide a number of benefits to the City of Holland:

Water accessibility promotes tourism. Over 2 million tourists come to Holland annually, providing an estimated \$124.7 million economic benefit on area retailers and restaurants.¹ If visitors could access the water in the City, tourism in the City may increase.

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.

Connecting waterfront parks to downtown or neighborhood amenities can promote active lifestyles, biking and walking, and increase quality of life.

Water Play

Splash pads are an increasingly popular way for children to experience summer play. Many residents of Holland expressed their desire for a splash pad or water-related installation in neighborhood and community-wide parks during the public process for this Master Plan. Not only do splash pads promote the social benefits of playgrounds, they are a cost-savings over building and maintaining swimming pools and can even be designed to serve as an ice rink during the winter months. Holland should work with the community to determine locations for additional splash pads throughout the City's neighborhoods.



Top: Road ends are one opportunity to improve public access to the water. The City is working to identify the boundaries of the public road ends and create conceptual plans to improve them (See the Lake Macatawa Road Ends Plan on the City's website).

Bottom: Residents of Holland at the National Night Out in August 2015, holding signs to finish the sentence “In the future, Holland should have ____.”

Swimming pools, splash pads and natural recreation areas are important, not just for recreation and fun, but for helping residents, especially vulnerable populations like children and seniors, stay cool during summer months. Climate projections suggest that West Michigan will experience a greater number of high heat days each summer. Parks and recreation can be valuable assets for keeping people safe during extreme heat events and can be considered part of a community's vital resiliency network.

¹ *Downtown Holland Retail Market Analysis, Gibbs Planning Group, 2014.*

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Housing

From historic neighborhoods to downtown urban living, Holland has a variety of residential opportunities. Housing choices in a community are important for attracting new residents and businesses and for supporting residents as households grow and residents age. This section's goal and its associated action steps are designed to complement the City's existing efforts to provide for desired housing types and densities, rehabilitate existing housing stock, and work with regional partners to ensure that affordable housing units are adequately supplied.

GOAL

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

Potential Action Steps

- Identify desired housing types and densities for different neighborhood areas and ensure that the Zoning Ordinance supports their development.
- 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 and in Downtown and on major thoroughfares.
- Promote and support the renovation, rehabilitation and increased energy efficiency of existing housing stock throughout the City.
- Pursue the creation and funding of programs that provide for the maintenance and rehabilitation of our housing stock, including the City's Home Repair Program and the City's Home Energy Retrofit Program.
- Work with nearby jurisdictions to identify the regional need for affordable housing and devise strategies to provide affordable housing throughout the region.
- 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.
-  Encourage the creation of housing units available and affordable to entry-level buyers.
-  Continue to advocate for local control of short term rentals, including control of proliferation in residential districts, in order to protect the supply of housing.



2017 Action Step	Progress Since 2017	2023 Public Engagement	2023 Action Step
Identify desired housing types and densities for different neighborhood areas and ensure that the Zoning Ordinance supports their development.	UDO	45% “Strongly Agree” that Holland needs a wider variety of housing. 50% “Strongly Agree” that Holland should promote housing diversity. However, only 13% Strongly Agree that their neighborhood needs a wider variety of housing and only 9% Strongly Agree that their neighborhood has land available for new housing.	Identify desired housing types and densities for different neighborhood areas and ensure that the Zoning Ordinance supports their development.
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 and in Downtown and on major thoroughfares.	UDO FBC, RMU, NMU, and CMU Districts.	Percentage of Respondents stating that a housing type would be “appropriate on a major road” or “appropriate downtown” in the online Visual Preference Survey: <ul style="list-style-type: none"> • Urban Single Family: 54% on Major Roads, 54% Downtown • Suburban Single Family: 75% on Major Roads, 24% Downtown • Attached Townhouses: 84% on Major Roads, 22% Downtown • Cottage Court: 71% on Major Roads, 40% Downtown • Duplex: 82% on Major Roads, 35% Downtown • Suburban Multi-Family: 94% on Major Roads, 32% Downtown • Urban Multi-Family: 89% on Major Roads, 62% Downtown • Mixed Use: 76% on Major Roads, 68% Downtown • High-Rise (12ish stories): 72% on Major Roads, 63% Downtown 	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 and in Downtown and on major thoroughfares.
Promote and support the renovation, rehabilitation and increased energy efficiency of existing housing stock throughout the City. Pursue the creation and funding of programs that provide for the maintenance and rehabilitation of our housing stock, including the City’s Home Repair Program and the City’s Home Energy Retrofit Program.	UDO Non-Conformity Relaxation UDO TNR District Home Repair Program Home Energy Retrofit Program	51% “Strongly Agree” that the City should promote renovation of existing housing stock, but only 29% Strongly Agree that it should be financially subsidized by the City. That number increases to 39% if the money is State or Federal.	Promote and support the renovation, rehabilitation and increased energy efficiency of existing housing stock throughout the City. Pursue the creation and funding of programs that provide for the maintenance and rehabilitation of our housing stock, including the City’s Home Repair Program and the City’s Home Energy Retrofit Program.

2017 Action Step	Progress Since 2017	2023 Public Engagement	2023 Action Step
<p>Work with nearby jurisdictions to identify the regional need for affordable housing and devise strategies to provide affordable housing throughout the region.</p>	<p>Housing Next MSHDA New Housing Developments</p>	<p>45% “Strongly Agree” that Holland needs a wider variety of housing.</p>	<p>Work with nearby jurisdictions to identify the regional need for affordable housing and devise strategies to provide affordable housing throughout the region.</p>
<p>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.</p>	<p>UDO TNR, CMU, GMU, and I Districts.</p>	<p>50% “Strongly Agree” that Holland should promote housing diversity.</p>	<p>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.</p>
<p>Promote housing diversity to accommodate different household sizes, income levels, housing types, and density.</p>		<p>However, only 13% Strongly Agree that their neighborhood needs a wider variety of housing and only 9% Strongly Agree that their neighborhood has land available for new housing.</p>	<p>Promote housing diversity to accommodate different household sizes, income levels, housing types, and density.</p>
<p>Encourage owner occupied housing; occupancy or ownership by transient, disrespectful, or non-investing individuals is discouraged.</p>			<p>Encourage the creation of housing units available and affordable to entry-level buyers.</p>
			<p>Continue to advocate for local control of short term rentals, including control of proliferation in residential districts, in order to protect the supply of housing.</p>

Housing Data for the City of Holland

This section provides background data, collected by the United States Census Bureau, on the number of renters and owners in the City, the prices to rent or purchase a housing unit, housing vacancy, and the number of units per structure in the City. The City of Holland has extensively studied the City’s residential neighborhoods and future demand for housing. The data found in this Chapter is designed to complement these existing studies and support the goal and action steps in this chapter.

Just as in Chapter 3, all data in this section is shown for 2000 and 2020, with the 2014 data that was included in the 2017 plan repeated in the 2023 Refresh for context. Appendix B illustrates how the City of Holland compares to neighboring cities and townships for each of the variables in this chapter. For more information on how to read and understand Census Data, see Chapter 3.

Occupancy and Vacancy

Table 4.1 shows the trend in housing vacancy from 2000 to 2020, including the 2014 data that was included in the 2017 plan for context. The number of housing units in the City has climbed over 13,000 due to recent development. As those units were absorbed into the market, the vacancy rate increased slightly from 2014 to 2020. Market data from the years after 2020 indicates that vacancy rates have fallen below 6% and are on a downward trend.

Table 4.1 Housing Occupancy and Vacancy, City of Holland

	2000		2010		2014		2020	
	#	% of total	#	% of total	#	% of total	#	% of total
Occupied	11,971	95.5%	12,021	90.9%	11,452	92.6%	12,283	93.2%
Vacant	562	4.5%	1,191	9.1%	917	7.4%	894	6.8%
Total Housing Units	12,533	100%	13,212	100%	12,369	100%	13,177	100%

Source: U.S. Census Bureau (2000), American Community Survey (2010–2014)

In general, this reflects that household sizes are shrinking and may indicate that residents are seeking different housing options, moving into newly built units, and leaving less desirable choices behind and vacant. To further support this possibility, many participants in the Resilient Holland planning process identified a strong demand for higher density housing near downtown and more variety in housing types like condominiums and townhomes.

PUBLIC INPUT SUMMARY

During the planning process for this Master Plan, many residents and community leaders shared their ideas about housing options and issues in Holland. The existing historic character of neighborhoods is important to residents, as is the need for an adequate supply of affordable housing options.

Other major themes of the public input included the need for additional variety in the types of housing within the City, and the desire for mixed-use development and increased housing density within and near downtown.

Housing Types and Quality

Table 4.2 provides more detail about the types of residential structures in the City of Holland’s housing supply. Notably, the number of residents living in large, multi-family structures has increased substantially since 2000. 59.3% of Holland’s housing units are detached single-family homes. A majority of the City’s central neighborhoods are made up of these homes, and the City is already taking a number of steps to preserve quality housing stock in these areas (see the City of Holland Neighborhood Improvement Strategy for more detail). Rehabilitation of older homes in disrepair is also promoted by the City and supported through programs and funding that provide assistance in maintenance and upkeep of both rental and owner-occupied homes. Housing policy guiding infill development within existing neighborhoods seeks to provide housing options that are in demand while ensuring that it complements the scale and character of surrounding development.



Renovation and rehabilitation of existing housing stock is promoted and supported by the City.

Table 4.2 Units in Structure, City of Holland

	2000		2010		2014		2020	
	#	% of total	#	% of total	#	% of total	#	% of total
1 unit	8,477	67.5	8,202	59.5	8,206	66.4	8,852	59.3
2 units	986	7.9	934	6.8	922	7.5	553	3.7
3 to 19 units	1,824	14.5	1,695	12.3	1,788	14.4	1,634	10.9
i 3 or 4 units	-	-	792	5.7	-	-	666	4.5
i 10 or more units	-	-	366	2.7	-	-	1,624	10.9
20 or more units	900	7.2	1,469	10.7	1,151	9.3	1,171	7.8
Mobile home	371	3.0	317	2.3	302	2.4	438	2.9
Boat, RV, or other	0	0	0	0	0	0	-	-

Source: U.S. Census Bureau (2000, 2020), American Community Survey (2010–2014)

A housing Target Market Analysis (TMA), created in 2015, addresses the topics of housing demand and preference in the Holland community and makes recommendations for the future development of housing within the City. According to the TMA, Holland can expect strong demand for additional housing units in the City, primarily rental units and attached unit types. The projected demand for owner-occupied housing units is primarily expected to occur with detached units. The City should promote the rehabilitation and renovation of existing detached single-family homes to help meet this demand and provide for the creation of attached units in infill development projects and mixed-use developments in areas of transitioning land use.

While differences in Census reporting between 2014 and 2020 make comparisons during the 2023 Refresh difficult, one takeaway is the decline in duplexes, from 7.5% of the

housing stock in 2014 to 4.1% in 2020. This decline was caused by two trends. First, the conversion of duplex units to single family homes as land values and desirability rose in Holland's core neighborhoods, and second that new housing development has largely consisted of single family homes and large multi-family, leaving missing middle housing types such as duplexes undersupplied.

The Price to Own and Rent in the City of Holland

Table 4.3 demonstrates the change in median household income, median gross rent, and median value of owner-occupied homes in the City of Holland between 2000 and 2020. All values in the chart have been converted to 2023 dollars based on Bureau of Labor Statistics inflation data. In general, this table shows that the spending power of households, measured in the median household income, has recovered from the Great Recession and now exceeds levels from the year 2000.

Table 4.3 Median Income and Housing Costs (2023 Dollars)

	2000	2010	2014	2020
Median Household Income	\$78,035	\$60,488	\$58,011	\$94,156
Median Gross Rent	\$984	\$832	\$1,012	\$1,165
Median Owner-Occupied Home Value	\$187,321	\$182,625	\$150,227	\$193,106

Source: U.S. Census Bureau (2000), American Community Survey (2010–2014)



Tables 4.4 and 4.5 demonstrate the change in rental prices and the value of owner-occupied units, respectively between 2000 and 2014. In these tables, unlike Table 4.3, the year 2000 data is shown according to year 2000 spending power and not adjusted according to inflation. These tables are most useful for analyzing the distribution of home values and rental prices, as it is clear in both tables that a greater percentage of renters and owners are paying more for housing than they did in 2000.

2020 Median Values

Rent Price: \$908
Unit Value: \$165,400

Table 4.4 Rental Units, by Cost of Monthly Gross Rent

Rent Price (\$)	2000		2010		2014		2020#					
	#	%	#	%	#	%	#	%				
Less than 100	13	0.3%	140	3.6%	8	0.2%	398	9.1%				
100 to 149	109	2.8%			0	0.0%						
150 to 199	91	2.3%			49	1.2%						
200 to 249	78	2.0%	96	2.5%	46	1.1%						
250 to 299	66	1.7%			23	0.6%						
300 to 349	72	1.8%	254	6.5%	30	0.7%						
350 to 399	99	2.5%			77	1.9%						
400 to 449	302	7.7%			9	0.2%						
450 to 499	410	10.4%			121	2.9%						
500 to 549	634	16.1%			1,947	49.7%			193	4.7%	2,219	51.0%
550 to 599	437	11.1%	295	7.1%								
600 to 649	421	10.7%	391	9.5%								
650 to 699	259	6.6%	345	8.3%								
700 to 749	144	3.7%	293	7.1%								
750 to 799	180	4.6%	936	23.9%			241	5.8%				
800 to 899	223	5.7%					570	13.8%				
900 to 999	91	2.3%					399	9.6%				
1,000 to 1,249	71	1.8%	400	10.2%			432	10.4%	1,230	28.3%		
1,250 to 1,499	28	0.7%					268	6.5%				
1,500 to 1,999	34	0.9%	145	3.7%	23	0.6%	161	3.7%				
2,000 to 2,499	6	0.2%			222	5.4%	38	0.9%				
2,500 to 2,999							32	0.7%				
3,000 or more							37	0.9%				
No cash rent	169	4.3%	183	4.7%			101	2.4%	236	5.4%		
Total	3,973	100%	3,918	100%	4,136	100%	4,351	100%				

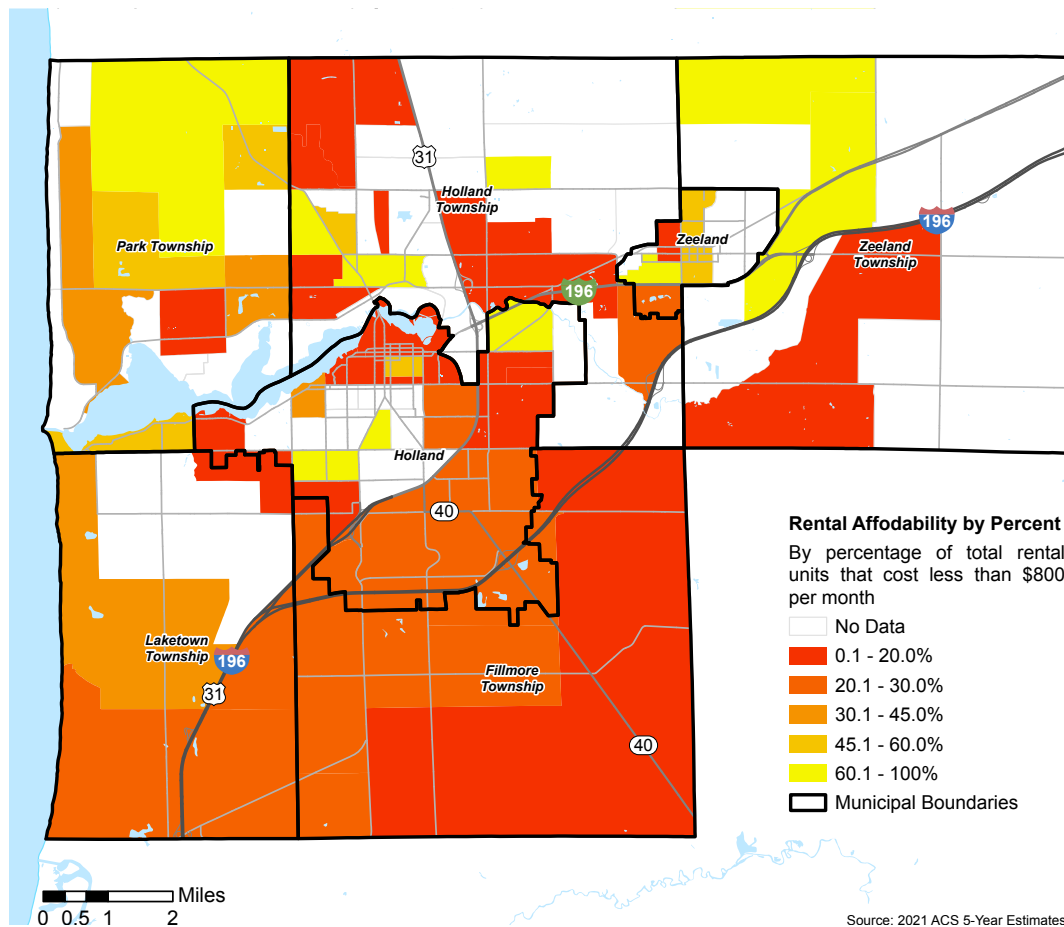
Table 4.5 Owner-occupied Units, by Value

Unit Value (\$)	2000		2010		2014		2020#					
	#	%	#	%	#	%	#	%				
Less than 10,000	87	1.1%	290	3.5%	218	3.0%	393	5.0%				
10,000 to 14,999	43	0.5%			37	0.5%						
15,000 to 19,999	49	0.6%			37	0.5%						
20,000 to 24,999	18	0.2%			12	0.2%						
25,000 to 29,999	49	0.6%			40	0.5%						
30,000 to 34,999	32	0.4%			12	0.2%						
35,000 to 39,999	38	0.5%			40	0.5%						
40,000 to 49,000	71	0.9%			103	1.4%						
50,000 to 59,999	138	1.7%			1,576	19.1%			119	1.6%	548	7.0%
60,000 to 69,999	472	5.9%							303	4.1%		
70,000 to 79,999	724	9.0%	364	5.0%								
80,000 to 89,999	971	12.1%	705	9.6%								
90,000 to 99,999	1,022	12.7%	640	8.7%								
100,000 to 124,999	1,618	20.1%	3,285	39.8%	1,629	22.3%	2,186	27.9%				
125,000 to 149,999	1,029	12.8%			1,063	14.5%						
150,000 to 174,999	706	8.8%	1,787	21.6%	712	9.7%	2,017	25.7%				
175,000 to 199,999	386	4.8%			247	3.4%						
200,000 to 249,999	298	3.7%			929	11.2%			503	6.9%	1,826	23.3%
250,000 to 299,999	76	0.9%	151	2.1%								
300,000 to 399,999	85	1.1%	244	3.0%	149	2.0%	624	8.0%				
400,000 to 499,999	47	0.6%			92	1.3%						
500,000 to 749,999	18	0.2%	61	0.7%	63	0.9%	133	1.7%				
750,000 to 999,999	18	0.2%			30	0.4%						
1,000,000 or more	55	0.7%	89	1.1%	47	0.6%	115	1.5%				
Total	8,050	100%	8,261	100%	7,316	100%	7,842	100%				

Rental Affordability In The Greater Holland Region

There are a number of rental opportunities in communities neighboring the City of Holland. Map 4.8 shows the percentage of rental units by block group across the region that cost less than \$800 each month. This price was chosen to demonstrate an affordable rent based on the United Way Community Needs Assessments conducted for both Ottawa and Allegan Counties. While \$800 each month may be more than some can afford, this number was chosen to give a reasonable estimate of an affordable rent would be for households who are employed but remain asset limited or income constrained.

Map 4.8 Rental Affordability by Percent



MEASURING RENTAL AFFORDABILITY

Map 4.8 gives a reasonable depiction of the percentage of rental units within each block group that would be affordable for an employed household with limited assets or constrained incomes. As shown in the map, affordable rentals are difficult to come by in much of the region.

AMERICAN COMMUNITY SURVEY

In addition to its decennial headcount, the US Census Bureau also conducts the annual American Community Survey. The survey extrapolates data from surveys sent to 1/32 of the population. In order to create a larger sample size, the Census ties together multiple years in to 3-year and 5-year estimates. Multi-year estimates can be the best snapshot of a place, but can also lag in time, given the inclusion of data from several years prior. It is possible that the housing market in Holland is even more supply-constrained and high-priced than the data shows due to this method of collecting Census data.



Increasing Housing Availability

As of 2023, Holland faces a supply crunch in its housing market, which is causing prices to rise for both rentals and owner-occupied homes, as displayed in the data on the preceding pages.

The **2021 Unified Development Ordinance** included the following opportunities to increase housing supply, and the City will monitor, refine, and support these policies in the coming years in order to improve the delivery of housing to the Holland market.

- Right-sizing the density limits in the core neighborhoods (TNR Zone District) to allow more duplexes, triplexes, and quadplexes to be constructed.
- Eliminating commercial districts, and replacing them with the mixed use zone districts (CMU, NMU, GMU, and RMU), which all allow housing.
- Allowing housing in the Industrial Zone District in some situations, in order to encourage the creation of workforce housing close to jobs.
- Increasing the height limit in areas near downtown to allow for increased density.
- Easing the regulations on Accessory Dwelling Units.

The City will also consider creating a **Housing Trust Fund** to help fill financing gaps for infill and attainably priced housing development.

Finally, recent state legislation allows cities to create their own **Land Bank**, which previously was a power reserved to Counties. The City will consider creating a land bank in order to ensure that redevelopment sites can be efficiently transferred to developers to construct housing.

This conceptual drawing from the 2019 UDO Charrette shows the possibility of adding mixed use buildings, including housing, to the corner of Washington Avenue and 32nd Street.

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Urban Design



Environment



Transportation



Public Services



Parks and Recreation



Housing



Food and Agriculture



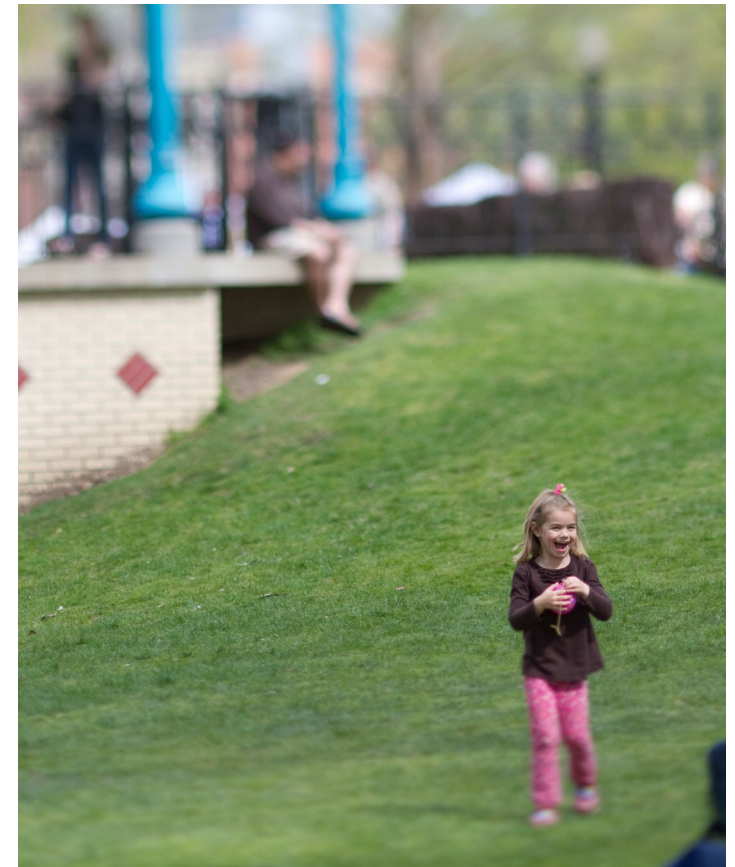
Economy



Social Services and
Community Health



 Historic Preservation



Urban Design

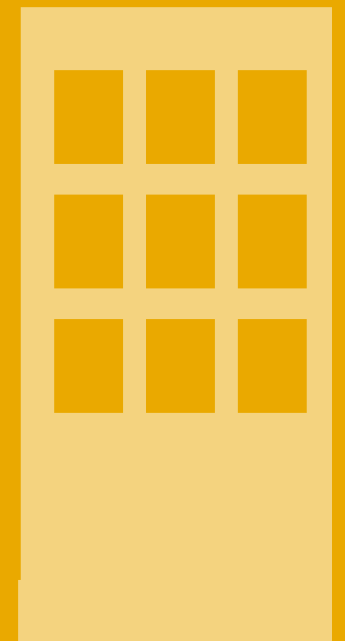
The form, character, and function of a community's physical spaces greatly impact people's perceptions of the place and drive how desirable it is to live, play, work, and shop there. The form and character of Holland's historic streets, public spaces, and buildings were established as it was founded in the 1800s. As the City continued to grow, patterns of development changed to meet new building standards and societal needs and desires. The result is a City that contains a variety of development patterns with varying intensities, character and form. As the City plans for the future it must balance the desire to preserve its historically valuable resources and cultural identity with the desire to provide new development that serves a changing population and current needs.

GOAL

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

Potential Action Steps

- 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.
- Preserve the existing architectural aesthetic of 8th Street Downtown.
- i** Continue to monitor the Form Based Code and amend it as necessary.
- 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.



2017 Action Step	Progress Since 2017	2023 Public Engagement	2023 Action Step
Identify development districts within the City and promote design standards to reinforce desired development patterns and character in these districts.	UDO FBC, CNR, TNR, RMU, and CMU Districts. Infill Developments	45% “Strongly Agree” that Holland needs a wider variety of housing. 50% “Strongly Agree” that Holland should promote housing diversity. However, only 13% Strongly Agree that their neighborhood needs a wider variety of housing and only 9% Strongly Agree that their neighborhood has land available for new housing.	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.	Non-Motorized Plan UDO Street Design Guidelines	50% “Strongly Agree” and 29% “Somewhat Agree” with traffic calming measures.	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.	UDO FBC, RMU, NMU, and CMU Districts. Master Plan 2023 Engagement	Percentage of Respondents stating that a housing type would be “appropriate on my block” <ul style="list-style-type: none"> • Urban Single Family: 59% • Suburban Single Family: 36% • Attached Townhouses: 22% • Cottage Court: 50% • Duplex: 41% • Suburban Multi-Family: 10% • Urban Multi-Family: 8% • Mixed Use: 9% • High-Rise (12ish stories): 3% 	Continue to engage the community to determine which physical forms and development patterns are desired.

2017 Action Step	Progress Since 2017	2023 Public Engagement	2023 Action Step
<p>Increase development densities and building heights along arterial corridors where appropriate.</p> <p>Promote Transit Oriented Design standards along major thoroughfares and arterial routes.</p>	<p>UDO FBC, CMU, and RMU Districts.</p>	<p>Percentage of Respondents stating that a housing type would be “appropriate on a major road” or “appropriate downtown” in the online Visual Preference Survey:</p> <ul style="list-style-type: none"> • Urban Single Family: 54% on Major Roads, 54% Downtown • Suburban Single Family: 75% on Major Roads, 24% Downtown • Attached Townhouses: 84% on Major Roads, 22% Downtown • Cottage Court: 71% on Major Roads, 40% Downtown • Duplex: 82% on Major Roads, 35% Downtown • Suburban Multi-Family: 94% on Major Roads, 32% Downtown • Urban Multi-Family: 89% on Major Roads, 62% Downtown • Mixed Use: 76% on Major Roads, 68% Downtown • High-Rise (12ish stories): 72% on Major Roads, 63% Downtown 	<p>Increase development densities and building heights along arterial corridors where appropriate.</p> <p>Promote Transit Oriented Design standards along major thoroughfares and arterial routes.</p>
<p>Preserve the existing architectural aesthetic of 8th Street Downtown.</p>	<p>UDO FBC DDA Design Review Board</p>		<p>Preserve the existing architectural aesthetic of 8th Street Downtown.</p>
<p>Explore the feasibility of and desire for a form-based zoning code for parts of, or all, of the City.</p>	<p>UDO FBC</p>		<p>Continue to monitor the Form Based Code and amend it as necessary.</p>
<p>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.</p>	<p>UDO Lighting Standards</p>		<p>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.</p>

Holland's Existing Development Patterns

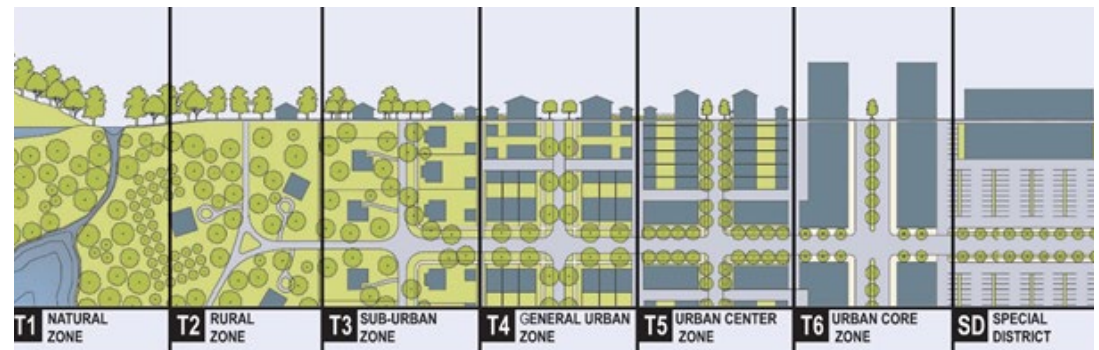
A rural-to-urban transect classifies the general development intensities and patterns found in most communities into six transect zones (see the image below). Each zone of the transect identifies the physical form and layout of things like streets, lots, building placement, and architectural style. Creating an inventory of the existing development patterns in a community can help identify ways to determine what types of building and neighborhood design will complement, preserve, or create desired development patterns.

Categorizing Holland's existing development patterns — and the characteristics of these patterns that people find aesthetically pleasing, functional, and representative of their idea of Holland — helps identify areas where the preservation of existing patterns is preferred. Where existing development patterns diverge from the preferred vision for aesthetics, function and form, opportunities exist for redevelopment that transforms a neighborhood. Throughout the planning process, it became clear that the people of Holland value open spaces and the historic character of the City's neighborhoods, but are open to transformative redevelopment in many areas that complements and enhances quality of life, improves aesthetics, and generates opportunity.

This section offers a preliminary description of the existing transect and pattern types in the City of Holland. The traditional rural-to-urban transect has been modified in order to better describe the existing development patterns and intensities found within the City. Transect zones range from rural to urban and a variety of special zones have been included to better describe unique patterns that do not easily fit within other identified transect zones. The Strategic Land Development Map in chapter 5 illustrates where development patterns should be preserved and where future development is intended to change the form and character of an area.



Existing development patterns within Holland range from undeveloped natural areas to the relatively dense arrangement of land uses and buildings found downtown.



A rural-to-urban transect provides general classifications for the general development intensities and patterns of a community. See the Center for Applied Transect Studies for more information. The traditional transect (above) was modified to better fit the City of Holland, as seen on the following pages.



The intensity, patterns, and character of land development within Holland vary depending on a number of factors including age of development, proximity to major streets, and predominant land use.

PUBLIC INPUT SUMMARY

During the Resilient Holland planning process, numerous citizens and stakeholders shared their ideas about how Holland should look in the future. Many of these ideas apply to the physical form of the City's neighborhoods as well as other topics contained in this chapter, like parks and transportation. A community's urban design is closely linked with many aspects of daily life, from how we get from one place to another to where we play and the types of homes and neighborhoods we choose to live in. Some of the most common ideas were:

- Preserve the character of historic neighborhoods and downtown.
- Provide open spaces and parks within all neighborhoods.
- Provide a mix of uses in new development and redevelopment projects.
- Provide a greater variety of housing options.
- Provide more housing near downtown.
- Increase development densities near downtown.
- Provide, improve, and enhance neighborhood commercial nodes.
- Provide pedestrian connections within and between neighborhoods.



The suburban zone includes patterns that were primarily developed in the latter half of the 20th century, including neighborhoods that are located farther from downtown that have larger block sizes, varying street patterns, varying lot sizes, and more modern architectural styles. In the suburban zone, homes often have garages in front or to the side and wider driveways. Sidewalks are intermittent and newer streets may be wider and designed with curvilinear patterns and cul-de-sacs. Public transportation is available in certain areas of this zone, typically along busier streets. Additionally, the suburban zone contains commercial development that is more oriented to the automobile and includes big box retail establishments, strip malls, and stand-alone buildings along busier streets. Pattern types within the suburban zone include:

Existing Development Patterns

The traditional rural-to-urban transect has been modified to better describe the existing development intensities, patterns, and types within the City of Holland. Transect zones range from rural to urban and can contain either a single, primary type of land use or a wide variety of land uses. For example, the suburban zone has been divided into five sub-zones that primarily consist of a single land use due to development standards preventing a mix of uses in these areas at the times when they were developed. The urban zone, on the other hand, contains a variety of uses mixed together in older portions of the City.

NATURAL/RURAL ZONE

Significant open spaces, natural areas, rural lands, and large recreational facilities within the City of Holland. This zone is primarily made up of large tracts of land that are generally devoid of streets or other development. Recreational amenities exist in many of these areas, but are generally limited to pathways, viewing areas, and other passive recreation elements.

SUBURBAN RESIDENTIAL 1

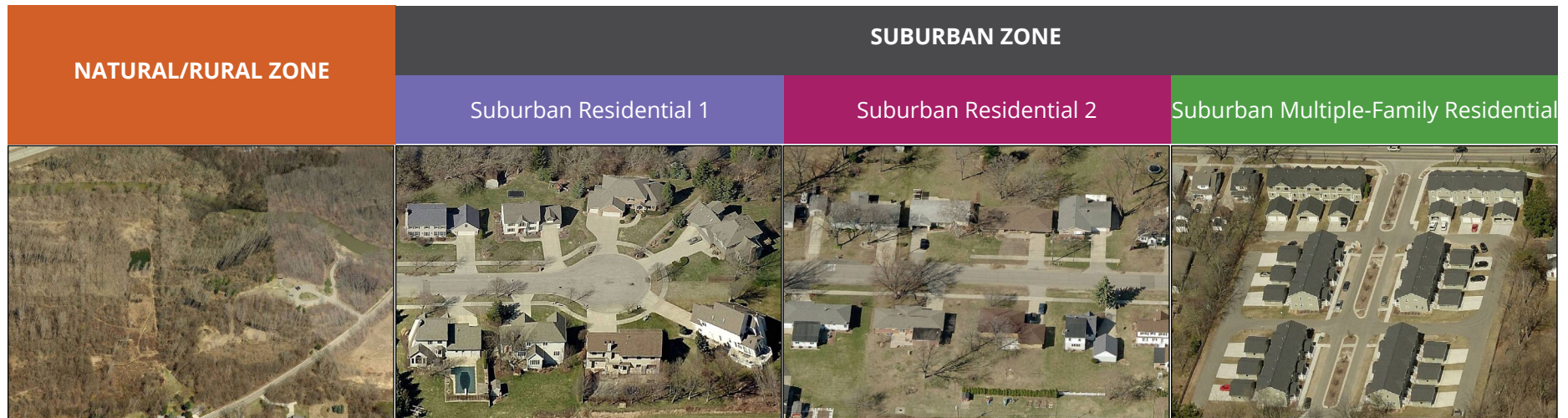
Moderately sized to large blocks with larger homes on larger lots. Homes were typically built in the late 20th century. Street patterns vary, but often include curvilinear designs and cul-de-sacs. Sidewalk infrastructure is intermittent and homes primarily have attached, front-facing garages with wide driveways. Also includes attached, single-family housing.

SUBURBAN RESIDENTIAL 2

Moderately sized homes, usually built in the mid- to late 20th century, of varying style located on medium sized lots within moderately sized blocks. Street patterns vary between gridded and curvilinear and sidewalk infrastructure is intermittent. Attached, front-facing garages are also prevalent.

SUBURBAN MULTIPLE-FAMILY RESIDENTIAL

Typically large blocks with internal street networks, multiple-family housing complexes, and shared parking lots. Building sizes and styles vary and most development occurred in the late 20th century.



SUBURBAN COMMERCIAL

Primarily automobile oriented commercial development in the form of big box retail establishments, strip malls, and free standing buildings. Located on larger blocks and along busier corridors, buildings are typically set further from the street and sites often have large parking lots in front or to the side of buildings. Signage is inconsistent and includes pole, monument, and building signs. Sidewalk infrastructure is intermittent.

SUBURBAN INDUSTRIAL

Primarily larger-scale industrial and high-intensity commercial development on large lots, with large buildings and parking lots. These areas are generally well separated from residential areas and provide easy access to major streets and highways. The West Michigan Regional Airport is included in this area.

URBAN ZONE

Areas that were primarily developed between the late 1800s and the mid 1900s and contain a mix of residential, institutional, service, industrial, and commercial uses. These areas tend to be located closer to the urban center (downtown) of the City and include a variety of building

styles. The urban zone features small to medium size lots and small to moderately sized blocks on a traditional grid street pattern. Residential lots in this zone typically have garages to the rear of the homes with narrower driveways. Sidewalks are prevalent in these areas and streets range in width to accommodate vehicular traffic and on-street parking. Public transportation is available in these areas with routes typically located along busier streets.

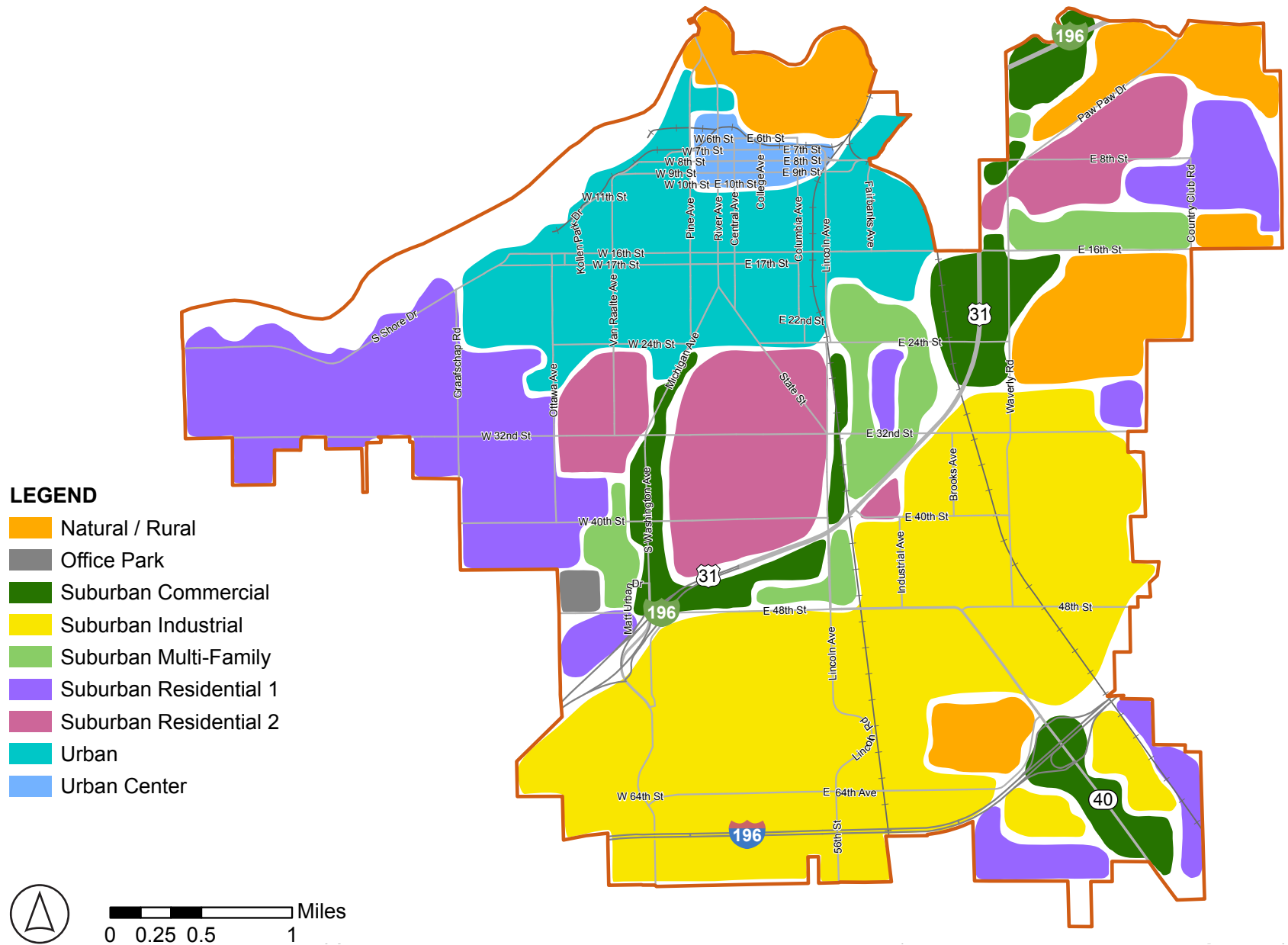
URBAN CENTER ZONE

The urban center zone includes traditional “downtown” development in the center of Holland. Mixed-use buildings of varying height, style, and lot placement along 7th, 8th, and 9th Streets typify the development patterns in this zone. Also included are the Holland Civic Center site and portions of River and Central Avenues. Buildings are either attached or free standing and lie close to the streets that are organized in a traditional grid pattern, forming smaller and moderately sized blocks. Sidewalks are prevalent and many streets provide on-street parking. Sidewalks are often scaled to accommodate higher volumes of pedestrian traffic in areas of more intense retail and entertainment development. Higher development densities within the City are found in this zone.

The identification of the existing pattern types in Holland will help guide recommendations for potential design guidelines that may be incorporated into the City’s Zoning Ordinance to ensure that desired development patterns are promoted throughout the City. The Existing Development Pattern Map can be found on the following page.



Map 4.9 Development Patterns



Food and Agriculture



Environment



Transportation



Public Services



Parks and Recreation



Housing



Urban Design



Economy



Social Services and
Community Health



 Historic Preservation



Food and Agriculture

Food — not only what we eat, but where our food comes from, and how it gets to us — plays a key role in the everyday life of Hollanders, though food systems are often overlooked in planning and policy. A number of state and local initiatives are underway to help communities plan for their local food systems, including the Michigan Municipal League's PlacePlan project in Holland, which commissioned a study on local food opportunities in Holland. This study, the PlacePlan project, and this Master Plan's public process informed the goal and actions steps for this topic area. Through the goal and action steps identified on the next page, the City of Holland will work to strengthen its local food systems for all Holland residents and businesses.

GOAL

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

Potential Action Steps

- Partner with research institutions like Michigan State University Extension and local food organizations in Holland to educate existing and new farmers on the benefits of growing foods for a local market.
- Participate and convene regional conversations about supporting local food businesses.
- Attract additional food retailers and grocery stores to the City, especially in areas of the City with low accessibility.
- Address gaps in food accessibility in downtown urban neighborhoods by enabling produce stands, food trucks, or other temporary 'pop-up' opportunities to buy fresh food.
- Continue to support the Holland Farmer's Market and encourage the expansion of the Farmer's Market to continue year-round.
- 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.



2017 Action Step	Progress Since 2017	2023 Public Engagement	2023 Action Step
Partner with research institutions like Michigan State University Extension and local food organizations in Holland to educate existing and new farmers on the benefits of growing foods for a local market.	UDO RMU and NMU Districts UDO Vendor Truck Standards Business Community 2023 Food Truck Ordinance	49% “Strongly Agree” that the City should proactively recruit businesses that sell healthy food.	Partner with research institutions like Michigan State University Extension and local food organizations in Holland to educate existing and new farmers on the benefits of growing foods for a local market.
Participate and convene regional conversations about supporting local food businesses.	2023 Blueprint for Flourishing Neighborhoods		Participate and convene regional conversations about supporting local food businesses.
Attract additional food retailers and grocery stores to the City, especially in areas of the City with low accessibility.			Attract additional food retailers and grocery stores to the City, especially in areas of the City with low accessibility.
Address gaps in food accessibility in downtown urban neighborhoods by enabling produce stands, food trucks, or other temporary ‘pop-up’ opportunities to buy fresh food.			Address gaps in food accessibility in downtown urban neighborhoods by enabling produce stands, food trucks, or other temporary ‘pop-up’ opportunities to buy fresh food.
Continue to support the Holland Farmer’s Market and encourage the expansion of the Farmer’s Market to continue year-round.			Continue to support the Holland Farmer’s Market and encourage the expansion of the Farmer’s Market to continue year-round.
Explore the reuse of vacant areas, including under-used parking lots, to host food-related events in effort to increase accessibility to local food.			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..			Add to the strong network of food-related businesses by attracting new small and medium scale food producers, processors, and distributors..

Local Food in Holland

West Michigan is one of Michigan's top producing agricultural regions, producing 60% of Michigan's poultry and eggs, 40% of Michigan's berries, and one-third of Michigan's nursery stock, sod, and pork. This enormous pipeline of agricultural products has fostered a strong network of growers, restaurants, institutions, and large scale processors and distributors in the region, each with the knowledge base to support small, emerging food-related businesses. The Holland Farmer's Market and the many community gardens in the City are a successful and growing aspect of City life for many. See Map 4.7 for locations of the many food stores and community gardens in the City. In 2014, the City of Holland began looking at ways to nurture this industry and help link residents in Holland to agricultural products that can be consumed locally. The City of Holland Local Food Innovation and Opportunities Report found that there is significant untapped demand for local food in the City. The Report also identified a few key issues that strengthening the local food economy may address:

- While the City of Holland has a number of food stores and community gardens in the City (see Map 4.11), Ottawa County in general has market potential to support new grocery stores. Michigan averages about 2.3 grocery stores per 10,000 people, while Ottawa County currently averages 1.4.
- Several Census Tracts in the City lack access to a full-service grocery store within 1 mile. Households in these Census Tracts are considered "food insecure" by the Ottawa County Food Policy Council. However, Map 4.11 shows that nearly all Hollanders are within a 1-mile walk of a full-service grocery store. All Hollanders are within a 1-mile walk of either a full-service grocery store or a convenience, or "corner," store.
- Health Assessments in both Ottawa and Allegan Counties have concluded that adults are not consuming enough fruits and vegetables, with over 80% of adult residents eating less than the recommended servings of produce each day.
- The traditional food system often doesn't meet the needs of a diverse population, and low-income minorities often lack accessible, affordable, and culturally appropriate food. While Holland has many grocery stores specializing in Hispanic and ethnic foods, there may still be unmet demand.



PUBLIC INPUT SUMMARY

The public process for developing this Master Plan invited residents and local community leaders to identify strengths and opportunities of Holland's local food system. Several themes emerged from these public engagement efforts:

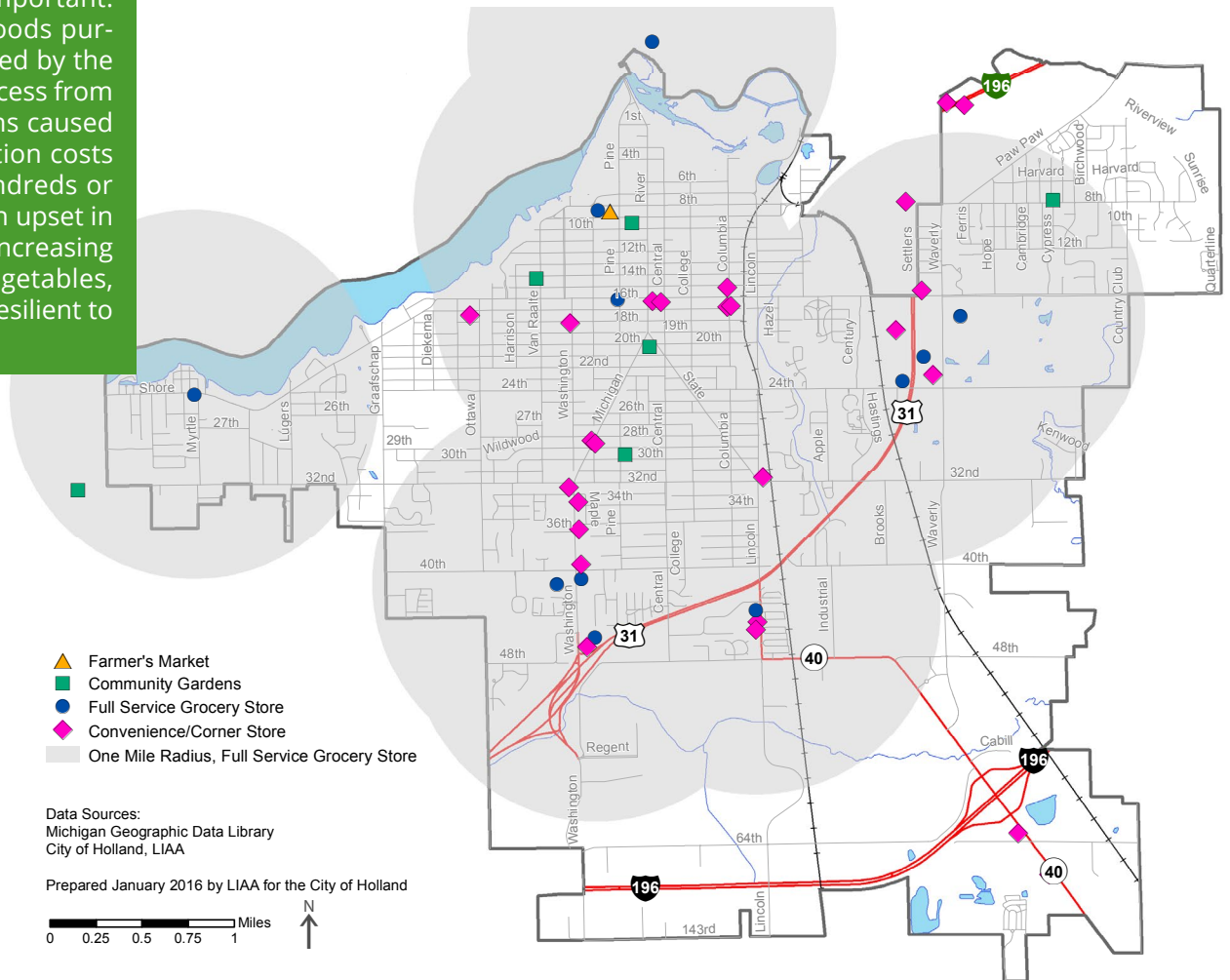
- The City has many food assets, including community gardens, the Farmer's Market, and many small grocers.
- Residents would like to see greater access to fresh, local food in the City's neighborhoods.
- Residents would like to see food truck events hosted in the under utilized parking lots and parks.
- Residents desire more opportunities to purchase fresh and local produce at the existing small grocery stores and convenience stores in the City, especially in the downtown neighborhoods.

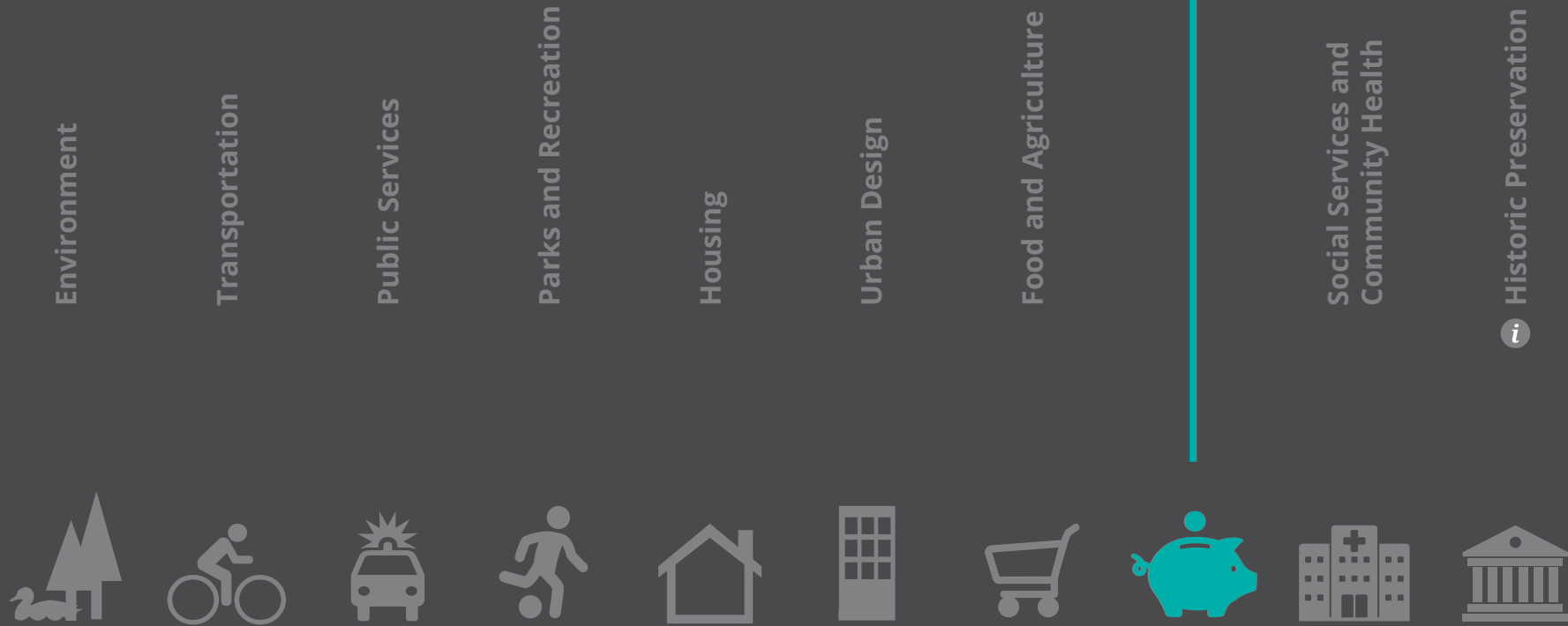
The locations of existing grocery stores, convenience stores, farmer’s markets, and community gardens are shown in Map 4.11. Several of the key food stores in and near the City are mapped, and the gray border indicates a one-mile radius around a full service grocery store. While most of the City is within this one-mile radius, the City is working to ensure that appropriate access to fresh and local food is available to all residents. This may include strategies like encouraging corner convenience stores to carry a greater selection of locally-grown produce, meat, and dairy products.

FOOD SYSTEMS PLANNING FOR RESILIENCY

A globally changing climate is one key reason why the local food economy in Holland is so important. Most people who live in urban neighborhoods purchase their food from grocery stores supplied by the global food market, but each step in the process from grower to grocer is vulnerable to disruptions caused by climate conditions, like high transportation costs and crop shortages. A natural disaster hundreds or even thousands of miles away can trigger an upset in the delicate industries so many rely on. By increasing consumption of locally-produced meat, vegetables, fruit, and dairy, Holland is becoming more resilient to changes in global food systems.

Map 4.10 Food Stores and Community Gardens







Economy

Economy is the underlying factor that attracts and keeps residents in the City, supports the expansion of City services, and catalyzes new quality of life amenities for residents and visitors. Holland is building on its strong manufacturing base of globally-competitive firms as it works to ensure that Hollanders are ready for quality jobs and coming economic opportunities. Holland's thriving downtown has potential to support new businesses, and the City is building on Holland's home-grown spirit of entrepreneurial innovation in a variety of crafts including locally-produced food and art. The goal and action steps in this section are designed to leverage Holland's strengths and guide the City to attract new jobs and residents.

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.

Potential Action Steps

- i Determine the need for electrical connections, sidewalk space, and temporary road closures to promote pop-up and temporary businesses.
- Support business start-up practices including business incubators.
- Continue to work with Lakeshore Advantage to proactively provide market studies and other resources to prospective businesses and entrepreneurs.
- Continue to support existing and attract new retail and entertainment options in various commercial districts.
- Support the diverse community networks that contribute to the City's thriving artistic and entrepreneurial community.
- Involve local artists in pop-up projects and community programming to boost community pride and promote diversity.
- Continue to sponsor and promote events that highlight the various commercial districts throughout the City.
- 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.
- 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 neighborhood residents.



2017 Objective	Progress Since 2017	2023 Public Engagement	2023 Revisions
Allow new businesses to 'test' ideas with pop-up events, vacant spaces, or with movable infrastructure.	No Formal Program		Determine the need for electrical connections, sidewalk space, and temporary road closures to promote pop-up and temporary businesses.
Support business start-up practices including business incubators.	UDO RMU District		Support business start-up practices including business incubators.
Continue to work with Lakeshore Advantage to proactively provide market studies and other resources to prospective businesses and entrepreneurs.	Lakeshore Advantage MEDC Federal Manufacturing Incentives (CHIPS Act) LG Chem and other major investments		Continue to work with Lakeshore Advantage to proactively provide market studies and other resources to prospective businesses and entrepreneurs.
Continue to support existing and attract new retail and entertainment options in various commercial districts.	Private Investment		Continue to support existing and attract new retail and entertainment options in various commercial districts.
Support the diverse community networks that contribute to the City's thriving artistic and entrepreneurial community.	Ongoing		Support the diverse community networks that contribute to the City's thriving artistic and entrepreneurial community.
Involve local artists in pop-up projects and community programming to boost community pride and promote diversity.	DDA Public Art Installations		Involve local artists in pop-up projects and community programming to boost community pride and promote diversity.
Continue to sponsor and promote events that highlight the various commercial districts throughout the City.	Tulip Time		Continue to sponsor and promote events that highlight the various commercial districts throughout the City.
Continue to foster a favorable business environment that is attractive to existing and prospective businesses of all types.	UDO Ongoing		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.	UDO RMU and NMU Districts		Support business and employment opportunities within and near our many neighborhoods.
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 neighborhood residents.	UDO NMU District		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 neighborhood residents.

Economic Trends and Data

Holland is part of a growing regional economy in Ottawa County. From 2020-2022, Ottawa County was the fastest growing county in Michigan, surpassing 300,000 residents. A combination of well paying jobs, a desirable community design, and an abundance of natural resources, makes Holland a very attractive place to live and do business.

Downtown Success

Downtown Holland stands as an exciting example of regional economic success. In 2014, the Michigan Municipal League (MML) and the City of Holland commissioned a Retail Market Analysis on Downtown Holland from Gibbs Planning Group as part of MML's PlacePlan for the City of Holland. The report showed that demand for downtown business is growing, and demand is projected to continue to grow in coming years. Currently, the market area of downtown includes about 5,000 employees who work within a short distance from downtown Holland. The results show that Downtown Holland could capture an additional \$33 million in new sales and potentially support an additional 101,600 square feet of retail space for new goods and services. The leading categories of supportable growth include restaurants, department stores, apparel, furniture, and jewelry.¹

In March of 2022, Governor Gretchen Whitmer announced a \$1.7 billion investment into LG Energy Solutions, which is expected to create 1,200 jobs in Holland. Adding LG Energy Solution to the Holland area boosts an already impressive manufacturing base in the city.

Local Economic Data

A number of sources collect data on Holland's local economy. For this section, data from the United States Census Bureau's American Community Survey is used. For more on how this data is collected, see the "Understanding Census Data" box in Chapter 3.

EDUCATIONAL ATTAINMENT

Research shows that the economic prosperity of an individual is closely linked to a person's educational attainment, or the level of education they have received. Therefore, the overall educational attainment of Hollanders is a key factor in attracting new business to the City and linking residents to appropriately-skilled jobs.

PUBLIC INPUT SUMMARY

Many residents offered input on Holland's economy. Overall, Hollanders place high value on the City's tourism industry, non-profit network, manufacturing opportunities, and multicultural institutions. Residents enjoy the City's diverse network of industries and educational opportunities, the Downtown area, and low unemployment.

Residents would like to see increased wage growth and additional technical training opportunities, especially for teens and local entrepreneurs. A number of strategies for addressing these concerns are in the actions steps for this section.



¹ The 2014 Retail Target Market Analysis on Downtown Holland from Gibbs Planning Group can be found in the Michigan Municipal League PlacePlan for the City of Holland.

Data collected by the United States Census Bureau shows that nearly one-third of Hollanders have received at least a bachelor's degree, which is higher than the State average of 25%. Additionally, the educational attainment of Hollanders has steadily increased from 1990 to 2014, as seen in Table 4.6. The City should continue working with the strong network of education and vocation training opportunities to ensure that job seekers have the right skill set for jobs offered. Holland's educational network includes Hope College, Western Theological Seminary, satellite campuses of both Davenport University and Grand Valley State University, and Grand Rapids Community College. Organizations like Lakeshore Advantage and the Michigan West Coast Chamber of Commerce provide support for workforce training and business development.

Table 4.6 Percentage of Population 25 Years and Older with a Bachelor's Degree or Higher, City of Holland

Year	%
1990	22.5
2000	26.9
2014	30.3
2020	33.6

Sources: US Census Bureau, Decennial Census and American Community Survey 2010-2014.

The action steps for this section are designed to prepare Holland's labor force for a global economy that requires diverse skills. Already, Holland residents find work in a variety of industries (Table 4.7), with the largest numbers of residents working in manufacturing (5,723), and educational, health, and social services (3,655).

Table 4.7 Workers by Industry, City of Holland

	2000		2014		Change, 2000-2014	
	#	% of total	#	% of total	#	%
Agriculture, forestry, fishing and hunting, and mining	134	0.8	391	2.6	257	191.8
Construction	662	3.8	608	4.0	-54	-8.2
Manufacturing	5,723	33.2	4,196	27.6	-1,527	-26.7
Wholesale trade	510	3.0	267	1.8	-243	-47.6
Retail trade	1,876	10.9	1407	9.3	-469	-25.0
Transportation and warehousing, and utilities	392	2.3	444	2.9	52	13.3
Information	392	2.3	198	1.3	-194	-49.5
Finance, insurance, real estate and rental and leasing	562	3.3	477	3.1	-85	-15.1
Professional, scientific, management, administrative, and waste management	832	4.8	1259	8.3	427	51.3
Educational, health and social services	3,655	21.2	3510	23.1	-145	-4.0
Arts, entertainment, recreation, accommodation and food services	1,393	8.1	1425	9.4	32	2.3
Other services (except public administration)	736	4.3	755	5.0	19	2.6
Public administration	359	2.1	241	1.6	-118	-32.9
Total Employed Population Ages 16 and Over	17,226	100	15,178	100	-2,048	-11.9

Economic Assets for the New Economy

Statewide, many economic experts agree that the drivers of Michigan's economy have changed. Where heavy manufacturing was once the backbone of many Michigan cities, future economic growth is likely to occur in a variety of industries, including manufacturing but also in health, financial management, human services, and food. The workers for these jobs have new preferences for communities they like to live in, and place quality of life at the forefront when choosing a home. Researchers at Michigan State University's Land Policy Institute refer to this as the "New Economy" and recommend a number of ways local communities can attract new economic growth, many of which are included in the action steps for this section.

The City of Holland is already working to prepare for the New Economy in a number of ways. For example, the City's Brownfield Redevelopment Program is collaborating with area partners to ensure that brownfield land, or land that may have been contaminated by a previous use, is clean and ready to be used for something new. Lakeshore Advantage, an area nonprofit, is working to train job seekers on the skills needed for available jobs. The City advertises business opportunities and provides a number of resources on the City website.

The City is also working to foster opportunities for entrepreneurial growth and attract new residents. The City has a long history of local business ownership and a culture of designing and building locally-produced goods and services. Along with Holland Charter Township, the City established a "satellite SmartZone" in an area that will include downtown Holland to aid new businesses with permitting and startup processes.¹ The City created an International Relations position on its staff and also hosts an International Relations Committee. Efforts like these help the City welcome and attract a global workforce. Investment in walkable, dense Downtown Holland is helping the City become a destination for young families and individuals that prefer an urban environment.

Of course, year-round tourism provides many benefits to the City and its economy. Amenities like downtown shops and restaurants, nearby access to Lake Michigan, and the City's many local parks attract over 2 million tourists each year to Holland, with an estimated \$124.7 million economic benefit for the Downtown area alone.² Many assets that attract visitors can also attract new residents as well.

PLACEMAKING IN THE NEW ECONOMY

Placemaking is a tool that uses public engagement to create appealing, accessible, comfortable, active public spaces. Communities can tap into placemaking strategies as a way to attract a workforce that chooses where to live not just for available jobs, but also for quality of life amenities. Holland already has much to offer young professionals in this New Economy. Just a few examples of how Holland might continue to invest in placemaking strategies 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.



¹ For information on the SmartZone, see the *Holland Satellite Smart Zone* page on the City's website.

² *Downtown Holland Retail Market Analysis*, Gibbs Planning Group 2014.

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Social Services and Community Health

Environment



Transportation



Public Services



Parks and Recreation



Housing



Urban Design



Food and Agriculture



Economy



 Historic Preservation





Social Services and Community Health

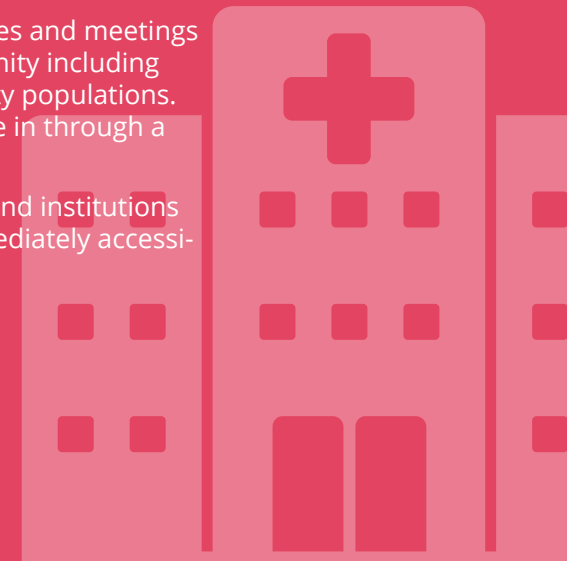
The City of Holland has a strong network of social service, non-profit, and community health organizations working collaboratively to provide services to those in need and ensure that opportunities for healthy living are available. Community health encompasses urban design that promotes walking and biking, recreational amenities, and access to fresh food, while resiliency in social services and community health includes preparation for natural disasters and emergencies, services for vulnerable populations, and collaboration with health experts in local planning and policy. Overall, the goal and action steps in this topic area ensure Holland continues to be a compassionate, inclusive, and healthy community.

GOAL

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

Potential Action Steps

- i Continue allowing recreation and municipal facilities to be used as emergency relief locations during times of extreme heat, severe storms, or other natural disasters.
- Encourage broad participation from City departments and community leaders in hazard mitigation and emergency preparedness planning at the City and County level.
- Develop a coalition of local leaders educated on the long-term changes in climate for West Michigan. This coalition should include transportation, watershed and utility planners and engineers; County public health and Holland Hospital officials; public safety officials; local food representatives; and representatives from neighborhood, cultural and religious institutions.
- 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.
- i Partner with Holland Public Schools on a Safe Routes to School Program, specifically targeting Van Raalte Avenue.
- Ensure that all neighborhood areas are free of environmental nuisances, including external noises.
- Meet ADA standards as new public spaces are redeveloped.
- 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.
- Continue to partner with local community organizations to identify health needs at the neighborhood level. Develop an action plan to measure, track, and improve health indicators by partnering with local and county health officials and local community organizations.
- Encourage the use of programs for community building like the Nextdoor Neighbor program, a social networking group for residents of individual neighborhoods.
- Continue to include youth representatives on City boards and commissions.
- Continue to ensure that all planning processes and meetings are accessible to all members of the community including specific outreach to the City's diverse minority populations. Welcome community members to participate in through a variety of actions.
- Continue collaboration efforts with schools and institutions to serve as community centers that are immediately accessible to residents.



2017 Objective	Progress Since 2017	2023 Public Engagement	2023 Revisions
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.	Civic Center Designed for Emergency Use		Continue allowing recreation and municipal facilities to be used as emergency relief locations during times of extreme heat, severe storms, or other natural disasters.
Encourage broad participation from City departments and community leaders in hazard mitigation and emergency preparedness planning at the City and County level.	Ongoing		Encourage broad participation from City departments and community leaders in hazard mitigation and emergency preparedness planning at the City and County level.
Develop a coalition of local leaders educated on the long-term changes in climate for West Michigan. This coalition should include transportation, watershed and utility planners and engineers; County public health and Holland Hospital officials; public safety officials; local food representatives; and representatives from neighborhood, cultural and religious institutions.	In Need of Improved Partnership		Develop a coalition of local leaders educated on the long-term changes in climate for West Michigan. This coalition should include transportation, watershed and utility planners and engineers; County public health and Holland Hospital officials; public safety officials; local food representatives; and representatives from neighborhood, cultural and religious institutions.
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.	Updated FEMA Mapping		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.
Partner with school systems and social service providers to ensure that students have safe routes to schools and other community destinations.	Sidewalk Plowing Program	Percentage who would take various modes to school or work if it were safe and easy: <ul style="list-style-type: none"> • Transit: 31% • Bike: 44% • Walk: 28% 	Partner with Holland Public Schools on a Safe Routes to School Program, specifically targeting Van Raalte Avenue.
Ensure that all neighborhood areas are free of environmental nuisances, including external noises.	UDO StraCat Standards UDO Performance Standards UDO Landscape Standards		Ensure that all neighborhood areas are free of environmental nuisances, including external noises.
Meet ADA standards as new public spaces are redeveloped.	2019 Parks and Recreation Plan		Meet ADA standards as new public spaces are redeveloped.
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.	Ongoing		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.

2017 Objective	Progress Since 2017	2023 Public Engagement	2023 Revisions
Continue to partner with local community organizations to identify health needs at the neighborhood level. Develop an action plan to measure, track, and improve health indicators by partnering with local and county health officials and local community organizations.	Ongoing		Continue to partner with local community organizations to identify health needs at the neighborhood level. Develop an action plan to measure, track, and improve health indicators by partnering with local and county health officials and local community organizations.
Encourage the use of programs for community building like the Nextdoor Neighbor program, a social networking group for residents of individual neighborhoods.	Ongoing		Encourage the use of programs for community building like the Nextdoor Neighbor program, a social networking group for residents of individual neighborhoods.
Continue to include youth representatives on City boards and commissions.	Board and Commission Recruitment		Continue to include youth representatives on City boards and commissions.
Continue to ensure that all planning processes and meetings are accessible to all members of the community including specific outreach to the City's diverse minority populations. Welcome community members to participate in through a variety of actions.	Open Meetings Act City Outreach Policies		Continue to ensure that all planning processes and meetings are accessible to all members of the community including specific outreach to the City's diverse minority populations. Welcome community members to participate in through a variety of actions.
Increase collaboration wherever possible with neighboring jurisdictions including discussions on land use, environment, and community services.	Master Plan Conversations with Neighboring Communities		
Continue collaboration efforts with excellent schools and other well maintained institutions to serve as community centers that are immediately accessible to residents.	Ongoing		Continue collaboration efforts with schools and institutions to serve as community centers that are immediately accessible to residents.

Health and Master Planning

Many of the topic areas in this Plan relate to community health including transportation, recreation, local food, and urban design. Many Michigan communities are thinking about health in their Master Plans and City policies. Not only does this Master Plan solidify the community's vision for a healthy community, but the action steps of this section will help the City measure success, pursue funding, and champion health advocates in the community through thoughtful land-use decisions and inclusive community planning. Examples of specific action steps elsewhere in the Plan that also provide health benefits include:

- Improve intersections to promote walkability and bikeability.
- 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.
- Address gaps in food accessibility in downtown urban neighborhoods by enabling produce stands, food trucks, or other temporary 'pop-up' opportunities to buy fresh food.
- 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.
- Implement Low Impact Development strategies and green infrastructure in City parks for both environmental and educational benefits.

One important element of planning for increased health is acquiring data and measuring success. Local-level data on chronic health conditions, nutrition, and other health risk exposures can be difficult to obtain. The City should work to collect and summarize health data for the City of Holland and build on existing partnerships between City and County departments to identify measurable data related to health. The stakeholders and community leaders that gathered together for this planning process may be a good starting point to link discussions about planning to those in emergency response, public health, recreation, and public safety in Holland.

CONNECTING CLIMATE AND HEALTH

As communities react to long-term changes in Michigan's climate, Master Plans provide an opportunity for cities to chart clear paths toward increased resiliency. As seen in Chapter 3, long-term changes to West Michigan's climate include an increase in heavy rain events, an increase in extreme heat and patterns of drought, and a general rise in average air and water temperatures. These and other climate trends have several implications for community health including increase incidents of:

- Hospitalization due to heat stress
- Respiratory problems like asthma, lung cancer, bronchitis, and pneumonia
- Waterborne diseases caused by bacteria growth in warmer water
- Vector-borne diseases, caused by increased populations of ticks and mosquitoes
- Mental distress and injury, caused by increases in extreme storms

The City should assess these risks by partnering with public health officials to assess health data. Community organizations can help the City formulate a plan to raise awareness of risks and mitigate their impacts.

INCREASING RESILIENCY TO NATURAL DISASTERS

The City of Holland was chosen as a pilot project for a national effort to increase emergency preparedness and disaster recovery through the Red Cross. This resiliency planning effort brought together emergency managers, faith-based organizations, public health officials, school leaders, non-profits, businesses, community organizations, and the public to build capacity for stronger communication, identify vulnerabilities and risk areas, and plan for faster recovery from emergencies and disasters. The City should evaluate the results of this pilot project and integrate the project's recommendations into policies and goals city-wide, as appropriate.

PUBLIC INPUT SUMMARY

Hollanders had a number of comments related to social services, vulnerable populations, and community health. In general, Holland residents appreciate living in a diverse community and would like to see more diversity in race, religion, ethnicity, age, and class. Residents would like to see increased resources for homeless youth, the disabled and the elderly, and an emphasis on equity and inclusiveness in City policy.



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i Historic Preservation

Environment

Transportation

Public Services

Parks and Recreation

Housing

Urban Design

Food and Agriculture

Economy

Social Services and
Community Health





Historic Preservation

Within the scope of this Section, four tangible tasks were identified to advance Historic Preservation aspirations in the City, and were completed by a joint team of City Staff members and project consultants:

- Establish a working list of “Treatment Levels of Historic Preservation” for the City of Holland (led by Staff, supported by Consulting Team)
- Limited Inventory and Mapping of historic resources, districts, and potential future study areas (led by Staff, supported by Consulting Team)
- Benchmarking Summary focusing on three themes including i. Adaptive Reuse, ii. Design Guidelines, and iii. Preservation Trades (led by Consulting Team)
- Limited Public Engagement (shared by Consulting Team + Staff)

Additionally, an expanded Benchmarking Summary Report is included in the appendix.

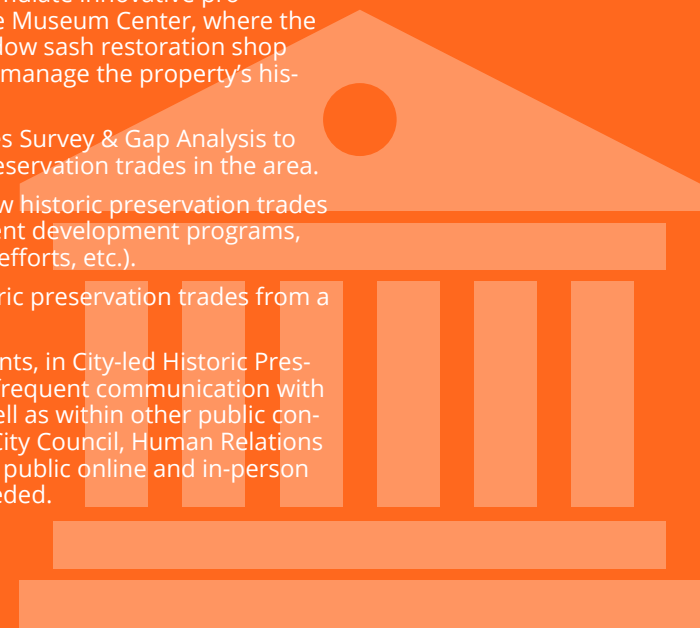
GOAL

The City of Holland will be a steward of Historic Preservation in our community, educating others about initiatives and opportunities to protect our historic resources.

Potential Action Steps

Potential Action Steps are arranged in the order following the four tangible tasks completed by the team.

- Establish and Maintain clear “Treatment Levels of Historic Preservation” for routine City use, so that a range of options can be chosen from for each unique Historic Preservation project or initiative within the City. These “Treatment Levels” include Recognition, Designation, and Protection, and are discussed in greater detail within this section.
- Explore the creation of an inventory of potential sites connected to minority and indigenous populations.
- Maintain an up-to-date map of candidate resources and districts warranting future study and consideration for future Recognition, Designation, or Protection, and establish a process by which additional candidate resources and districts (yet to be identified) might be added from time to time.
- Utilize GIS tools to catalog “landmark” buildings exceeding 50 years of age to ensure that a thorough inventory supports the City’s considerations for future property designations.
- Explore the use of Historical Markers, which can emerge out of grassroots efforts or through larger programs, and can take on varying tone, objectives, and themes from place to place within the City.
- In addition to the often recognized historic figures that have shaped Holland, find opportunities to preserve the history of under-recognized groups, including the region’s pre-Columbian history.
- Pursue a City-wide approach to promote Adaptive Reuse, leveraging benchmarked examples of innovative strategies and policies found in comparable communities.
- Evaluate whether a policy waiving parking requirements for certain Adaptive Reuse projects could be appropriate for Holland, studying the CMU and RMU Districts in particular.
- Use GIS mapping to create an Adaptive Reuse Opportunity Map for the City, which could inform an Adaptive Reuse Plan in a future planning phase.
- Continue use of the Historic District Design Guidelines, while considering expansion of their usage to other parts of the City, where Guidelines may be tailored to specific neighborhoods in subtle ways. Explore each such case for how it might be implemented as an enforceable city policy or as an invitational resource.
- Provide education sessions and material for contractors, realtors, residents, and others about historic preservation in our community. Including initiatives and opportunities, design guidelines, and district demographics over time.
- Develop a library of resources and example Design Guidelines to keep at City Hall (managed by the Preservation Planner, but utilized during Certificate of Appropriateness approval processes and Infill Review applications).
- Explore opportunities for grant funding (including City, State, Federal, HUD, etc.) to assist homeowners with the costs of historically appropriate repairs and upgrades.
- Explore opportunities for the City to partner with the Holland Museum or similar organizations to emulate innovative processes benchmarked at the Lakeshore Museum Center, where the Hackley-Hume Houses operate a window sash restoration shop and work with a local paint retailer to manage the property’s historic color palette.
- Conduct a Historic Preservation Trades Survey & Gap Analysis to assess the current state of historic preservation trades in the area.
- Identify strategic opportunities to grow historic preservation trades using a multi-prong approach (ex. talent development programs, scholarships, grassroots stewardship efforts, etc.).
- Explore methods to support the historic preservation trades from a regulatory perspective within the City.
- Engage stakeholders, including residents, in City-led Historic Preservation conversations, emphasizing frequent communication with the Historic District Commission as well as within other public contexts, such as Planning Commission, City Council, Human Relations Commission and other meetings, and public online and in-person workshops and similar settings as needed.



1. Treatment Levels of Historic Preservation

The following three “Treatment Levels of Historic Preservation” outline various strategies which can be deployed within the City of Holland in many settings, and tailored based on needs and other factors.

Recognition

Historic Markers – Identify a place or event as important in the past, can provide minimal information including names, dates, and a brief description.

Examples: Local markers at the Steam Engine on Waverly and 32nd Street, and near the Holland Shoe Factory cornerstone on Kollen Park Drive.

Green and Gold State Markers (DNR program)

Interpretive Signs – Uses text, photographs, and graphics to share an important place, person, or event in history. Provides greater context and a fuller story than just markers.

Examples: Holland Museum caboose interpretation at train station.

Designation

National Register of Historic Places – Federal program operated by the National Parks Service, “The official list of the Nation’s historic places worthy of preservation.” Sites must meet strict significance and integrity requirements. An honorific with minimal restrictions placed on listed properties.

Examples: Holland’s Downtown Historic District (8th Street)

Michigan State Register of Historic Sites – State program operated by the Department of Natural Resources. Many similarities to the National Register program, with fewer integrity requirements. Can result in a green and gold state marker.

Examples: Central Park Chapel, Kremers House, “Dutch in Michigan” Information Designation, etc.

Conservation Districts or Neighborhood Conservation Districts – “Neighborhood Conservation Districts are areas located in residential neighborhoods with a distinct physical character. Although these neighborhoods tend not to merit designation as a historic district, they warrant special land--use attention due to their distinctive character and importance as viable, contributing areas to the community at large.”

-Julie Miller (2004), Preservation Leadership Forum

Examples: Dallas Texas, Washington, DC

Protection

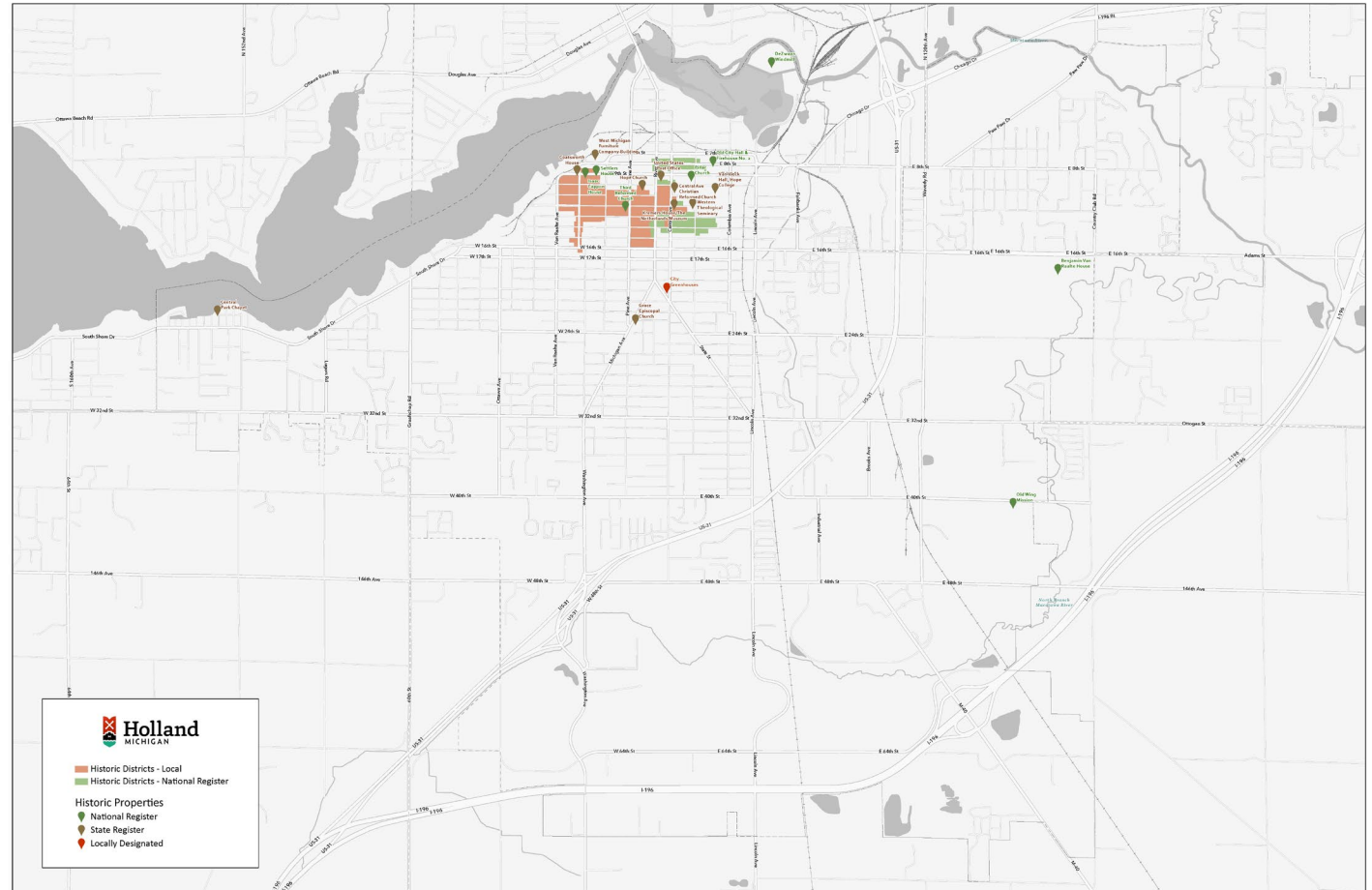
Local Historic District – Municipal program operated by the local government. Districts established by City Ordinance and overseen by Historic District Commission. Strong resource protection, Certificates of Appropriateness required for exterior modifications.

Examples: Holland Historic District, Washington Boulevard Historic District

Reference: <https://www.nps.gov/subjects/nationalhistoriclandmarks/preservation-programs.htm>

The City of Holland has a rich history that is not fully captured through existing historic designations. This map identifies areas of potential historic interest that could become valuable study areas in the future.

Map 4.12 Historic Sites



3. Benchmarking Summary Targeted at Selected Preservation Planning Themes

Planning efforts within the City of Holland must always recognize the historical aspects of both the City's built fabric and planned/natural framework(s). Central in maintaining this recognition are the City's established Local and National Register Districts. To varying degrees, these districts enable commemorations, protections, guidance, and resources useful for the stewardship of historic assets and heritage resources found within them.

More broadly, a robust and holistic Master Plan Update will recognize that the established districts are not the only places where historic resources enrich the City and contribute to quality of life. Nor are they the only precincts where historic aspects should inform urban regeneration and flourishing in the future. As such, the strategies identified within this section are to be considered for applicability beyond the current district boundaries, so that emerging insights are allowed to benefit a greater number of neighborhoods and properties. These insights might pertain to adaptive reuse, building rehabilitation and restoration, neighborhood and town planning, design guideline or pattern book usage, transportation planning, cultural landscape identification and stewardship, housing design, preservation trades / skills development, interpretive and educational programming, Diversity, Equity, and Inclusion (DEI) initiatives, sustainability initiatives, recreational planning, and more.

To supplement the City's existing foundation of preservation knowledge and processes, a Benchmarking Summary, aimed at collecting and organizing innovative, emerging, and useful practices found in comparable communities (and specifically comparable districts) was used to ensure that the Master Plan Update equips City Staff with state-of-the-art awareness as it continues to serve the established districts and their stakeholders, in addition to all City Residents in a broader sense.

The Benchmarking Summary includes a review of contemporary historic preservation and conservation planning documents used by other communities, in addition

to select interviews with active document users to fully understand strategies, effectiveness, and outcomes. The summary is not intended as an exhaustive resource, but rather a springboard to help City Staff consider preservation and conservation planning priorities in the context of a one to five year implementation timeframe– “setting the table” for future planning initiatives which may be more significant in scope.

The summary focuses on the three following themes:

- Adaptive Reuse
- Design Guidelines
- Preservation Trades

Detailed findings are included in an expanded Benchmarking Summary Report, found in Appendix 5.

4. Public Engagement

As part of the Master Plan Refresh Survey, ten questions pertaining to historic preservation were included. This is the first time broad public opinion on historic preservation in the City of Holland has been sought. A majority, 87% of all respondents, agreed that maintaining historic character is important, and similarly 89% of all respondents agreed this is especially true downtown.

When looking at ways to grow awareness of Holland's historic preservation program, 77% of respondents agreed that the City should better educate contractors, realtors, and others on historic preservation initiatives present within the community. This reflects similar conversations had amongst the Historic District Commission.

While there is support for historic preservation, 49% of respondents agree that they are concerned that historic preservation may result in gentrification. Future education efforts can address these concerns and analyze information that has been collected in our community and others (ex. Property values report, census demographics).

Outside the established Historic District Neighborhood, The Hope Neighborhood, Rosa Parks Green/Eastcore, and Washington Square/Westcore neighborhoods rose to the top of respondents interested in preserving their surroundings. All three of these regions are adjacent to, or contain portions of, existing historic districts and resources.

In the Hope Neighborhood, 88% of respondents agreed that their neighborhood has historic architecture and other characteristics that are important to preserve; 78% for Rosa Parks Green, and 60% for Washington Square.

Looking at the same three neighborhoods, they also have the largest percentages in agreement with the statement, "The City should enact new or additional regulations to protect historic characteristics in my neighborhood," – 50% for Hope Neighborhood, 22% for Rosa Parks Green, and 22% for Washington Square. These are higher percentages than other neighborhoods, for example the South End had 0% of respondents in agreement with the above statement.

The Historic District Neighborhood demonstrated the most support for historic preservation. 95% of respondents agreed that their neighborhood has characteristics worthy of preservation, and 78% agree that whole

blocks should be preserved. 50% of respondents agree there should be new and increased regulations to protect those characteristics. As a group, the respondents tended to believe that the City's housing stock is not currently energy efficient at an acceptable level, and were generally supportive of the promotion and use of rehabilitation efforts, including subsidies and access to State or Federal funding for renovation and rehabilitation. Additionally, the group demonstrated moderate interest in recognizing or supporting focus on the reuse of vacant buildings. Overwhelmingly, the respondents expressed strong interest in maintaining the historic character of the local historic districts and downtown, and generally felt that the "City should consider the history of any given neighborhood to help inform that neighborhood's housing strategies moving forward". Additionally, moderate concern for gentrification was noted among about 50% of the respondents, while the other 50% roughly distributed across neutral, somewhat disagree, and strongly disagree.

In addition to collecting survey results, the Historic District Commission was also approached about the historic preservation addition to the Master Plan refresh. The topic was discussed at their March 2023 regular meeting, where plans for the refresh process were shared, including the goals for historic preservation benchmarking. The following comments were made, directed towards the Master Plan refresh and historic preservation at the City generally:

- Include Centennial Park Visioning Plan as a resource in the Master Plan
 - » Centennial Park is in the local and National Register Historic District, and the visioning plan completed in 2021 identifies appropriate future improvements.
- "The Triangle," also known as the Lawndale and Elmdale Court neighborhood, and Central Park are areas of potential historic interest.
- Kollen Park is celebrating its 100th Anniversary this year (2023), prompting interest in more historic recognition at the park.

CHAPTER 5. HOW WE WILL GET THERE

This chapter provides direction and recommendations on how Holland can meet its land use and community development goals set in Chapter 4 of this plan. This chapter includes a Strategic Land Development Plan, Future Land Use Plan, and Zoning Plan to guide future decision making and policy changes.

Strategic Land Development Plan

The Strategic Land Development Plan (SLDP) was created in order to enhance the Future Land Use Plan, better define desired development patterns, and guide future policy and land-use decisions. The SLDP identifies areas within the City where existing development patterns should be maintained and enhanced. It also identifies areas where changes are encouraged and development patterns should be altered in order to reach the future vision for Holland described in the Future Land Use Plan.

The SLDP provides direction for policy and regulatory changes by identifying specific locations where significant changes in—or preservation of—development scale, character and form are preferred. In addition to identifying areas where development patterns are to be preserved or altered, the SLDP makes general recommendations for how building form and site design can be addressed in the Zoning Ordinance to facilitate transitions in development patterns. These recommendations could ultimately serve as a foundation for the development of form-based zoning standards and regulations for portions of the City in the future. The Strategic Land Development Map on the following page illustrates the locations of the following Strategic Land Development Areas.

i Neighborhood Enhancement Areas

These areas identify neighborhoods where existing development patterns and character should be preserved and enhanced over time. These neighborhoods are well-established and generally consist of residential and small-scale neighborhood commercial uses. Redevelopment and infill development should preserve or reflect the existing character of the neighborhood.

During the 2023 refresh, the name of this category was changed from “Neighborhood Preservation” to “Neighborhood Enhancement” to reinforce the idea that neighborhoods can be improved without changing their essential character.

i Business and Industry Enhancement Areas

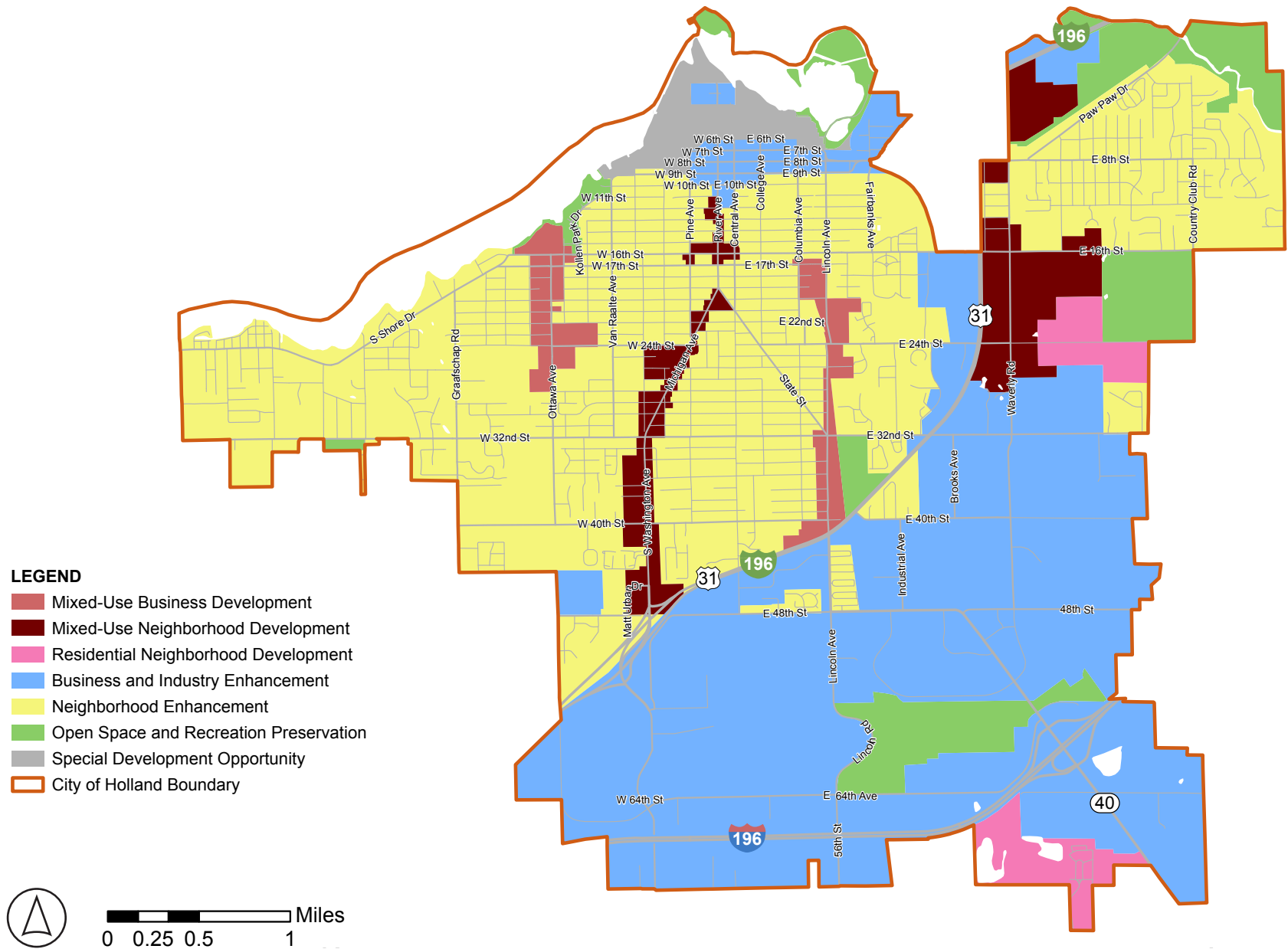
These are areas where existing commercial and industrial uses are stable and consist of site development patterns that function well and are generally aesthetically pleasing. It is intended that land uses and development patterns within these areas remain and be enhanced over time. Redevelopment or infill development in these areas should complement the existing character of the surrounding blocks and buildings.

During the 2023 refresh, the name of this category was changed from “Business and Industry Preservation” to “Business and Industry Enhancement” to reinforce the idea that business is always growing and changing, and that City should look for ways to support the growth of its business community.



The vibrant character of Holland's neighborhoods is valued by residents and should be preserved.

Map 5.1 Strategic Land Development Areas



Open Space and Recreation Preservation Areas

Holland has a variety of valuable open spaces, natural areas, parks, and recreational lands that are vital pieces of the City. These spaces should be preserved and enhanced over time, either through the addition of amenities for public use or further protection of natural resources.

Residential Neighborhood Development Areas

These are currently vacant lands or existing areas within residential neighborhoods where new types of residential development are allowed and encouraged. This can include development that has new or unique form and character while complementing the surrounding neighborhoods.

Mixed-Use Business Development Areas

These are areas where the development of new businesses and industries is allowed and encouraged. A mix of pedestrian-friendly uses and building forms is encouraged to help create vibrant nodes in these areas that serve as transitions between established neighborhoods. Adaptive reuse of existing structures is expected and encouraged. Residential development with higher densities and diverse unit types should also be encouraged in these areas.

Mixed-Use Neighborhood Development Areas

These areas are along busier streets near existing, primarily residential neighborhoods where new development is permitted and encouraged to include higher densities and a mix of uses that creates walkable, vibrant centers of activity. Desired development in these areas includes higher density residential options, retail and office space, and entertainment and dining establishments. The design of future developments should incorporate multiple uses on individual properties and in single buildings. Buildings should front on the streets and, when appropriate, be multiple stories tall to help foster a “village-like” atmosphere.

Special Development Opportunity Areas

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 these properties.

15 MINUTE CITIES: MIXED USE

The prevalence of Mixed Use categories in the Strategic Land Development and Future Land Use Maps underlies the City's 15 Minute Cities goal. By planning for a mix of land uses, the City can create hubs of amenities, retail, services, and recreation - ideally placing at least one such node within a 15 minute walk of every resident.



Open Space and Recreation Preservation Area example (top). Areas of potential land use change present exciting opportunities for the City (bottom).

SITE DESIGN AND BUILDING FORM IN MIXED-USE BUSINESS DEVELOPMENT AREAS

Due to the desire to promote an eclectic variety of uses, densities, and building types in these areas, it may be wise to avoid over-regulating building form, construction materials, and façade treatments and focus primarily on standards related to site design and building placement. This will allow for the adaptive reuse of existing structures and the development of uniquely designed buildings among current uses while maintaining the desired relationship between building and street. Generally, the following principles help create the vibrant, walkable atmosphere called for in these areas.

- Increase flexibility in use standards – Modify the permitted use lists in these areas to allow for the wide variety of desired uses described in the SLDP and Future Land Use Plan. To provide further flexibility for future development, it would also be beneficial to allow multiple permitted uses within common structures and even common spaces within structures.
- Place buildings close to the street or sidewalk – Use a build-to line or a maximum front setback in place of a minimum front setback to ensure that buildings are sited close to sidewalks and streets to improve the relationship between pedestrians and drivers and the buildings. In urban areas, pedestrians are more comfortable with a continuous building edge along the sidewalk, due to the sense of enclosure it provides. Regulations that dictate the amount of wall area dedicated to windows, building materials, building height, and facade articulation can help buildings create that desired character and make people walking near them feel comfortable. Preferred building character and form elements should be carefully considered for this area.
- Locate parking areas where their visual impact is limited – Require that parking areas be located behind or to the side of buildings to limit their visual impact. The amount of a lot's street frontage that can be used for parking lots on the sides of buildings should be limited as well. Additionally, regulations that require parking areas to be screened by landscaping or other means could be considered.

i Implementing the Strategic Land Development Plan

In order to facilitate the changes in development patterns described in the Strategic Land Development Plan (SLDP), it was necessary to modify the City's Zoning Ordinance, which contains the standards and regulations for site design and land development in Holland. After analyzing the Ordinance, it became clear that existing zoning standards did not adequately regulate site design and building form to create the desired types of future development for the areas described in the SLDP. Therefore, the City underwent the Unified Development Ordinance (UDO) process, adopting the UDO in 2021.

Revisions were made to the SLDP during the 2023 Refresh to reflect new priorities identified during the UDO process, especially with regards to the mixed use retrofit of currently auto-oriented corridors such as South Washington and Waverly. The UDO's CMU Corridor Mixed Use Zone District is designed to implement that vision.



In urban areas like Downtown Holland (right), pedestrians are more comfortable with a continuous building edge along the sidewalk.



Form-based codes can help change development patterns to meet a community's vision for its future.

SITE DESIGN AND BUILDING FORM IN MIXED-USE NEIGHBORHOOD DEVELOPMENT AREAS

The City desires to create a “village-like” atmosphere in these areas with increased densities and a greater variety of uses. To achieve this and still complement the character of the surrounding neighborhoods, it may be necessary to further regulate building placement, form and design. Generally, the following principles help create the traditional village atmosphere desired in these areas.

- Provide for a mix of uses – Modify the permitted use lists in these areas to allow for the desired mix of uses described in the SLDP and Future Land Use Plan.
- Regulate building placement, form, and design – People expect certain building forms and relationships between buildings and sidewalks in urban village-like settings. Generally, buildings should be sited at, or close to, sidewalks through the use of a build-to line. Continuous building facades along the sidewalk that incorporate desired design elements (such as large windows on ground floors, awnings, and appropriate building materials) should also be considered. Building heights should be regulated by a maximum number of stories, rather than dimension, in order to promote the creation of better buildings.
- Provide flexibility in parking standards – On-site parking should be kept to a minimum in order to maximize the usage of land area, provide desired densities, and limit visual impacts. Standards that promote the creation and use of public parking lots, shared parking lots, and on-street parking should be pursued.



Many homes with historic architectural character can be found in the Urban Residential areas.

Future Land Use Plan

The Future Land Use Plan and Future Land Use Map describe a generalized preferred organization of future land uses in the City of Holland. The Future Land Use Plan is a general framework used to guide land use and policy decisions within the City. A variety of factors were considered during the creation of the Future Land Use Plan, including existing land use, public input from the planning process, desired community character, development impacts on natural features, and future growth. The Future Land Use Map in this chapter shows general locations for the broad future land use areas described below.

Residential Areas

Residential areas in Holland currently exist in a number of neighborhoods that provide a diverse range of housing options and character. Whether for new or infill development, new homes and residential structures should be built in a manner that complements existing neighborhood character while providing housing opportunities that meet the needs and desires of existing and future populations. The following types of residential land use are envisioned for Holland's future.

URBAN RESIDENTIAL

The intent of this district is to maintain traditional or historic neighborhoods in the City. The Urban Residential area is primarily characterized by single-family residential uses. However, attached single-family residential units such as row houses or townhomes and multi-story apartment buildings may be appropriate on arterial corridors in this district. These areas are generally found in the older neighborhoods of the City where smaller lot sizes and setbacks are common. Blocks in these areas are defined by traditional grid street patterns and sidewalks are prevalent. Many complementary uses (such as parks, schools, and places of worship) currently exist in these areas and should be preserved and encouraged in infill development. A traditional style of architecture should be promoted for

infill development in these areas in order to help maintain the historic character of these neighborhoods.

NEO-TRADITIONAL RESIDENTIAL

The intent of this district is to provide for, encourage, and enhance the development of new residential neighborhoods that more closely resemble Holland's Urban Residential neighborhoods. These neighborhoods are designed to reflect more traditional development patterns, with gridded street networks, sidewalks, smaller lot sizes, smaller setbacks, and homes placed close to the fronts of lots. The primary use in these areas will be single-family detached residences, but attached single-family residential units should be encouraged in order to provide additional housing options like row houses or townhomes. This district also allows for small scale neighborhood commercial uses that support the surrounding residential neighborhood. This planning district is also applicable in Suburban Residential Districts where appropriate.

SUBURBAN RESIDENTIAL

The intent of this district is to provide for the development, preservation, and enhancement of Holland's Suburban Residential Neighborhoods which include single-family housing and condominium developments. This area supports single-family residential developments which are designed as one home on one lot. Also, condominium residential developments may be allowed along arterial streets and on the edge of established residential neighborhoods. Condominium developments are side by side attached houses, where one exterior door leads to one dwelling unit. Streets in these districts do not necessarily need to follow a traditional grid pattern, and accompanying land uses should include parks, recreational lands, and institutional uses like schools and places of worship. Pedestrian connections are encouraged within developments and between these areas and adjacent neighborhoods, commercial areas, and parks.

i HIGH DENSITY RESIDENTIAL

The intent of this district is to provide for the construction and preservation of apartment complexes, condominium, and/or townhouse to provide higher-density housing options in close proximity to major streets. Design of residential complexes in this area should be compatible with adjacent uses and provide for pedestrian connections to adjoining neighborhoods, recreational lands, and commercial areas.

i This district was renamed from “Apartment Residential” during the 2023 refresh in order to clarify that there are a number of appropriate housing types for these areas, and that homeownership, as well as rental, is anticipated.

MOBILE HOME RESIDENTIAL

The intent of this district is to provide for the allowance of planned mobile home parks within the City. Housing densities are relatively high in these areas due to smaller building sizes and closely spaced units.

Commercial Areas

Holland’s existing commercial areas vary in scale and character. Small neighborhood commercial nodes are scattered throughout the City’s neighborhoods, providing for the daily needs of residents. Downtown Holland is a vibrant, bustling destination for both residents and visitors that maintains much of its historic character and charm. Other commercial areas in the City developed after the popularity of the automobile grew; these areas are located along major thoroughfares and primarily cater to drivers. Future development and redevelopment within commercial areas should be designed to complement the existing character of Holland and provide efficient transportation connections of all types to surrounding neighborhoods.

HIGHWAY COMMERCIAL

The intent of this district is to accommodate commercial uses that serve the greater region and traveling motorists along highways in the City. Appropriate uses include, but are not limited to, hotels, restaurants, grocery stores, big box retail stores, automotive service stations, and apartment

complexes when such apartments are adjacent to an existing or developing residential neighborhood. The nature of the uses in these areas often requires larger lots, building sizes, and parking lots. Sites should be designed to limit the visual impact of parking areas by placing them alongside and behind buildings as often as possible. Appropriate setbacks and landscaping should be incorporated in these districts to screen the commercial use from adjoining residential areas and to help beautify the commercial use.

ARTERIAL COMMERCIAL

The intent of the district is to promote a shift in commercial development patterns along busier streets in the City. New development standards and regulations for these areas should require that buildings be sited closer to streets to establish a stronger connection between the building and pedestrian amenities. Parking lots should be located to the rear and sides of buildings. Primary uses in Arterial Commercial areas include retail stores, restaurants, banks, automobile service stations, grocery stores, medical offices, pharmacies, offices, and other related commercial and service uses.

NEIGHBORHOOD COMMERCIAL

The intent of this district is to accommodate small pockets of vibrant commercial activity within Holland’s residential neighborhoods. These districts have traditionally served residents with specialized services and commercial opportunities while positively contributing to the character of the surrounding residential areas. Planned uses in these areas are intended to meet the daily needs of residents in a walkable, well-designed environment. Appropriate uses in these areas include, but are not limited to, small grocery stores, restaurants, specialty food stores, personal service establishments, small medical offices, and other related enterprises.



In the future, the City will continue to provide a variety of housing options and settings.



2023: Marketplace Commercial Removed

Marketplace Commercial was removed from the map during the 2023 refresh as the City moved away from suburban “power center” design and towards a retrofit of these large shopping centers for a mix of uses, including housing. Most Marketplace Commercial areas were changed to Mixed Use Village.



i BUSINESS DEVELOPMENT MIXED USE

The intent of this district is to provide the flexibility needed to preserve existing commercial and industrial uses while accommodating and encouraging an eclectic mix of unique new businesses, residential, small scale industry, and arts and cultural uses. Adaptive reuse of existing structures is encouraged, and standards for new and infill development should allow for the creative layout of sites and construction of buildings. Providing for flexibility of uses within structures is also planned for this area, including the allowance of live-work opportunities where living quarters, production space, and retail space can all be located in a common building.

i This category was renamed from “Business Development Area” during the 2023 refresh, to better accentuate the potential for adaptive residential conversions, in addition to retail, entertainment, dining, maker space, hospitality, and light manufacturing, as implemented through the Unified Development Ordinance’s Redevelopment Mixed Use District.

CENTRAL DOWNTOWN

The intent of this district is to preserve and enhance the existing development patterns and inviting atmosphere of Downtown Holland typically found along 8th Street. The attractive, walkable form of central downtown and its mix of higher-density commercial and residential uses creates a vibrant environment that serves the region’s residents and visitors with entertainment, dining, service, and shopping opportunities. Additional community service and institutional uses, such as Hope College related uses, can be found in this area as well. It is intended that this district maintain a high quality mix of diverse uses so that it remains a hub of activity and a community gathering place.

NORTHERN DOWNTOWN

The intent of this district is to provide for the preservation and development of a mix of uses with varying intensity that complement the historic and planned uses in the Central Downtown area. Planned uses for this area include, but are not limited to, higher-density housing options, offices, restaurants, small scale retail and small scale craft industrial uses and parks. Future development should be designed in a way that capitalizes on the area’s close proximity to the Macatawa River while limiting environmental impacts.

WATERFRONT DOWNTOWN

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 redevelopment uses



Top: Neighborhood Commercial areas provide good and services to meet the daily needs of residents.

Bottom: The Central Downtown designation is intended to preserve the inviting atmosphere of Downtown Holland.

should focus on higher-density housing options, public open spaces, hotels, offices, and restaurants and allow for associated convenience retail.

i MIXED-USE VILLAGE

The intent of this district is to provide for a change in development patterns, standards, and regulations in order to create concentrated areas of higher density with a mix of uses along primary streets within the City. It is envisioned that these areas become dense, walkable, vibrant spaces that mix residential and commercial uses within concentrated areas and on individual properties. Planned uses in these areas include retail, restaurant, entertainment, office, and service uses. Higher-density residential development, preferably within mixed-use buildings, is also encouraged. Development standards and regulations for these areas should encourage buildings to be placed close to streets, with parking areas located behind. In order to increase density to the levels desired, buildings will likely need to be multiple-story.

i Industrial Areas

Industrial uses within Holland are important for the long-term viability of the City as they provide jobs for residents and a tax base for the City. Many of Holland's industrial businesses have been in the community for decades, and retaining them while adding new businesses will help strengthen the local economy. It is important to consider the potential impacts of industrial uses on adjacent neighborhoods and transportation corridors when planning for the future.

INDUSTRIAL

The intent of this district is to accommodate for the preservation and development of larger-scale industrial uses such as manufacturing, warehousing, food processing, material testing, and other high intensity industrial uses. The uses in these areas provide many employment opportunities for area residents and generally require large lots, buildings, parking lots, and loading areas. Sites and facilities should be developed with appropriate utility service and transportation links and limit any potential negative impacts on adjacent uses and natural resources.

AIRPORT BUSINESS DISTRICT

The intent of this District is to provide for the continued operation and development of the West Michigan Regional Airport and surrounding properties. Complementary commercial and industrial uses can be considered as long as they do not conflict with Airport activities.



The Industrial areas on the Future Land Use Map provide for the preservation and development of larger-scale industrial uses.

i

2023: Mixed Use Village Category

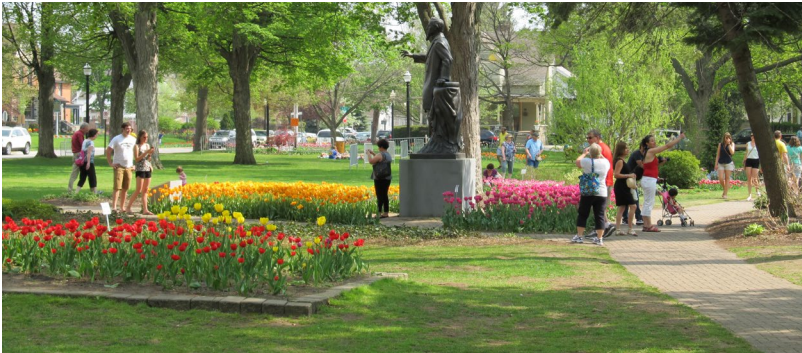
During the 2023 Refresh, this category was expanded to include areas on the edge of the City that were previously planned for Marketplace Commercial or other commercial-focused, auto-oriented land use categories.

The intent of expanding Mixed Use Village into this area is to express the City's vision to retrofit these districts to improve walkability, allow residential, and better use land, as implemented by the Corridor Mixed Use District in the Unified Development Ordinance.

Undeveloped land in the Mixed Use Village category should be developed as connected, walkable, mixed-density, mixed-use neighborhoods, using the Greenfield Mixed Use District in the Unified Development Ordinance as a tool.

Research and Development Removed

During the 2023 Refresh, the Research and Development category was removed. The reason for removal was that the category was too specific, and the land uses and character envisioned could fit into either Industrial or Business Development Mixed Use. The Research and Development land was divided into those two categories depending on context.



Public and Civic Areas

Many institutional, civic, and public service uses exist within the City and are well-integrated into the City's neighborhoods. It is preferable that these types of uses remain spread throughout the City, and a specific future land use area solely intended for them has not been dedicated. Generally, institutional, civic, and public service uses like municipal offices, schools, small parks, churches, and hospitals are considered appropriate in the residential, commercial, and mixed-use future land use areas described in this chapter.

ESSENTIAL SERVICE AREA

The intent of this district is to provide for the continued provision of necessary public utilities and services. Appropriate uses in these areas include the treatment of wastewater from the City's sewer system and the generation of power by the Holland Board of Public Works.

RECREATIONAL PARK

The intent of this district is to provide for the recreational needs of City residents and visitors alike. Park areas vary in size and intensity of development, but generally allow for both active and passive recreational opportunities and are open to the public.

Other Areas

i PRESERVES AND CEMETERIES

The intent of this district is to provide for the protection and preservation of valuable, sensitive natural areas and features like wetlands and bodies of water. Planned uses in these areas include preserves, open spaces, and vegetative buffers. Development of all other uses in these areas should be prohibited. Cemeteries are also included in this category, as they are intended for permanent preservation as well.

COLLEGE CAMPUS DISTRICT

The intent of this district is to provide for the preservation, development, and enhancement of the Hope College and Western Seminary campus and facilities. Appropriate uses in this area include educational buildings, dormitories, athletic complexes, auditoriums, open spaces, parking and residential housing.



Above: The City's parks provide both passive and active recreational opportunities for residents and visitors. Below: The College Campus District land use designation fosters the preservation, development, and enhancement of the Hope College campus and facilities.

i

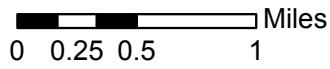
Adding Land to the City

Land added to the City should be considered to have the same Future Land Use category as the land adjacent within the previous City Limits.

In the event that land added to the City has multiple adjacent Future Land Use categories, the land should take on the lowest intensity adjacent Future Land Use category, with intensity measured in terms of housing density, intended uses, and anticipated building sizes.

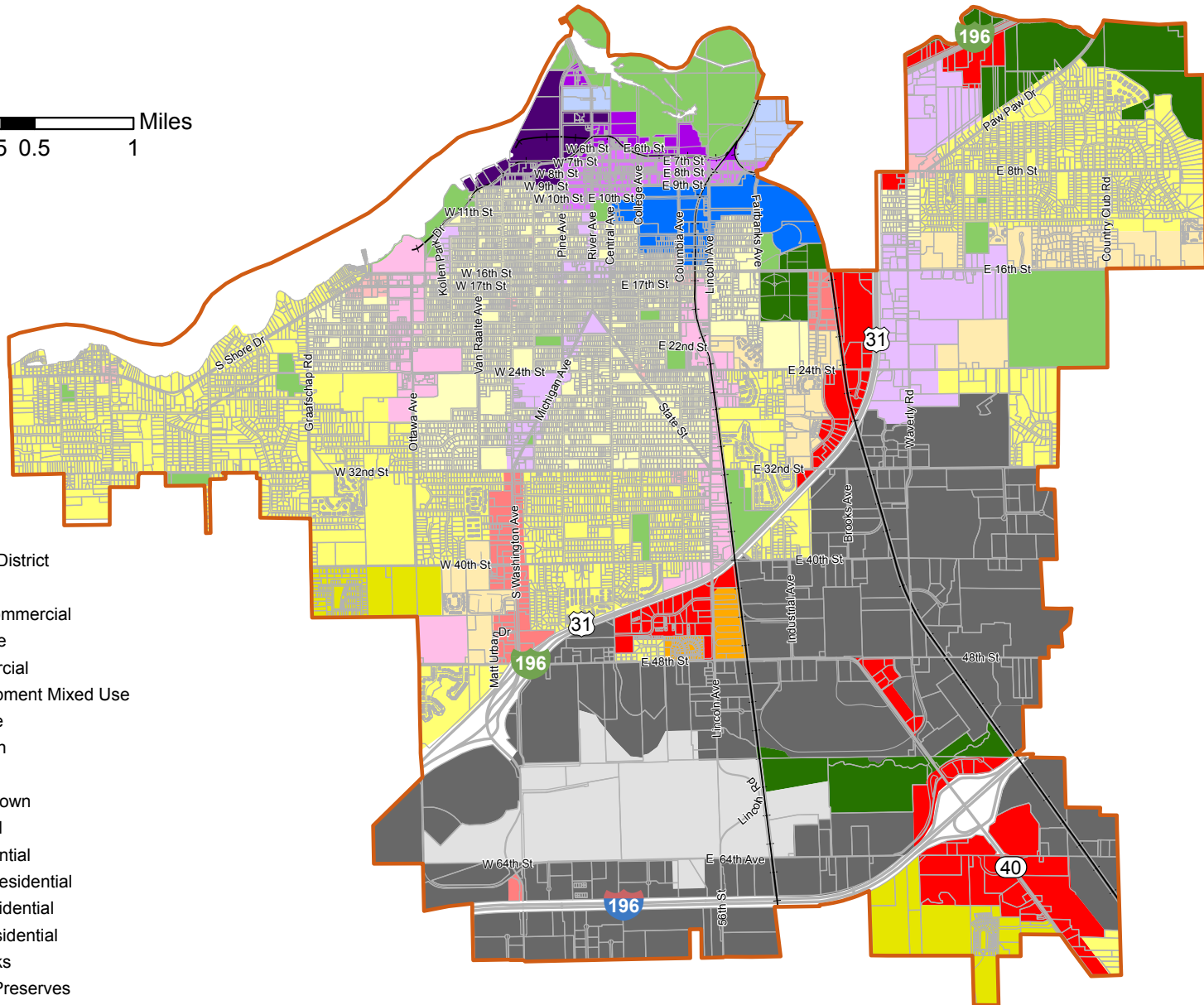
The City may also choose to amend this Plan to proactively prescribe a Future Land Use category for the newly added land.

Map 5.2 Future Land Use

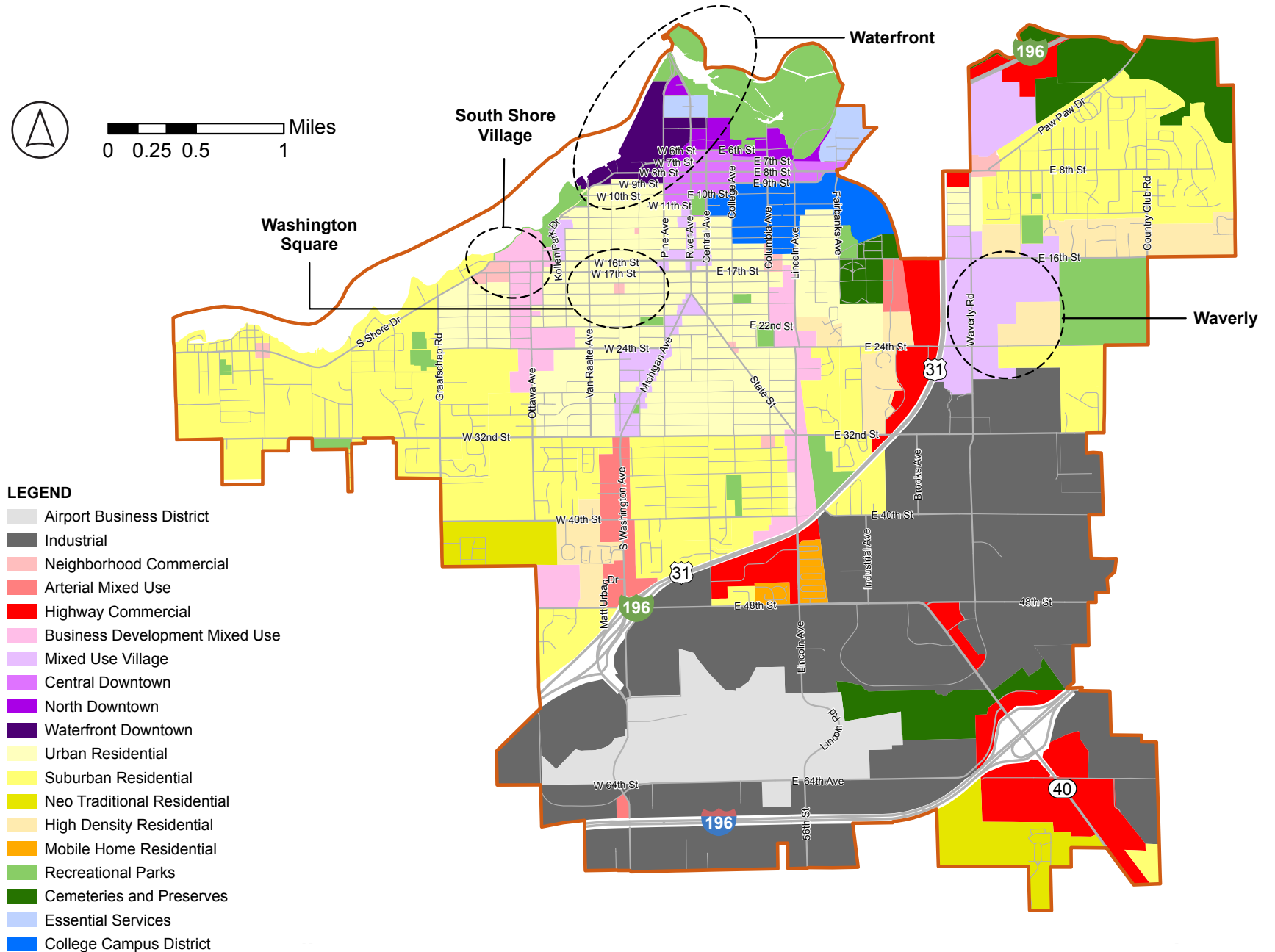


LEGEND

- Airport Business District
- Industrial
- Neighborhood Commercial
- Arterial Mixed Use
- Highway Commercial
- Business Development Mixed Use
- Mixed Use Village
- Central Downtown
- North Downtown
- Waterfront Downtown
- Urban Residential
- Suburban Residential
- Neo Traditional Residential
- High Density Residential
- Mobile Home Residential
- Recreational Parks
- Cemeteries and Preserves
- Essential Services
- College Campus District



Map 5.3 Future Land Use with Subareas Highlighted



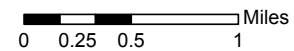
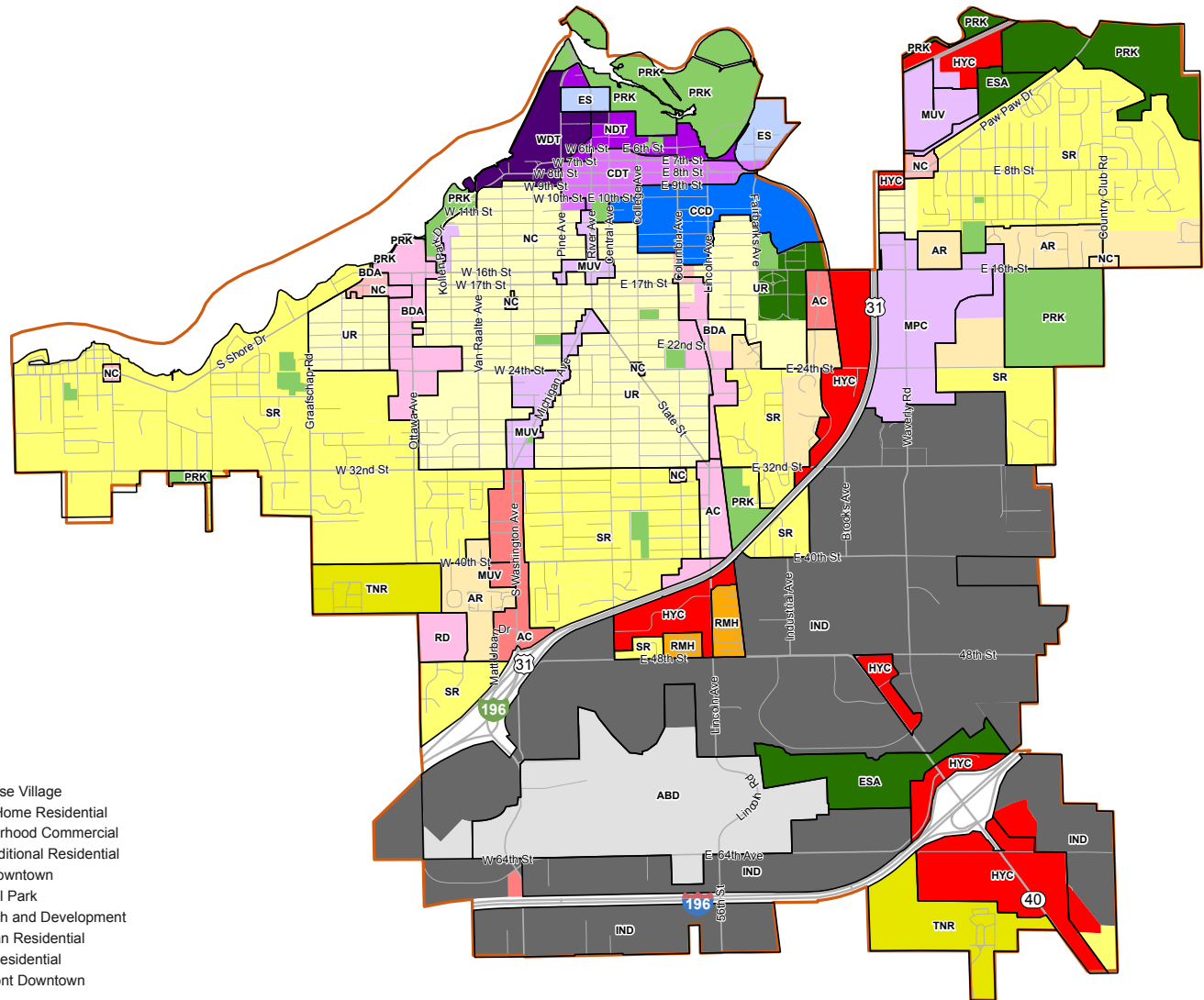
Map 5.4 2023 Future Land Use vs 2017 Future Land Use

LEGEND

- Airport Business District
- Industrial
- Neighborhood Commercial
- Arterial Mixed Use
- Highway Commercial
- Business Development Mixed Use
- Mixed Use Village
- Central Downtown
- North Downtown
- Waterfront Downtown
- Urban Residential
- Suburban Residential
- Neo Traditional Residential
- High Density Residential
- Mobile Home Residential
- Recreational Parks
- Cemeteries and Preserves
- Essential Services
- College Campus District

2017 Future Land Use Categories

- | | | | |
|-----|---------------------------------|-----|-----------------------------|
| ABD | Airport Business District | MUV | Mixed Use Village |
| AR | Apartment Residential | RMH | Mobile Home Residential |
| AC | Arterial Commercial | NC | Neighborhood Commercial |
| BDA | Business Development Area | TNR | Neo Traditional Residential |
| CDT | Central Downtown | NDT | North Downtown |
| CCD | College Campus District | PRK | Regional Park |
| ESA | Environmentally Sensitive Areas | RD | Research and Development |
| ES | Essential Service Area | SR | Suburban Residential |
| HYC | Highway Commercial | UR | Urban Residential |
| IND | Industrial | WDT | Waterfront Downtown |
| MPC | Marketplace Commercial | | |



Zoning Plan






According to Section 2(d) of the Michigan Planning Enabling Act (Public Act 33 of 2008), a Master Plan must include a Zoning Plan that depicts the various zoning districts and their use, as well as standards for height, bulk, location, and use of buildings and premises. The Zoning Plan serves as the basis for the Unified Development Ordinance.






Relationship to the Master Plan










The Master Plan describes the City’s vision, goals, and objectives for future land use and design standards in Holland. As a key component of the Master Plan, the Zoning Plan is based on the recommendations of the Master Plan and is intended to identify areas where existing zoning is inconsistent with the objectives and strategies of the Master Plan. The Unified Development Ordinance is the primary implementation tool for the future development of Holland. The Unified Development Ordinance contains written regulations and standards that define how properties in specific geographic zones can be used and how they can look. The Zoning Plan is designed to guide the development of the Unified Development Ordinance, based on the recommendations of the Master Plan.

Current Zoning Districts

The Michigan Planning Enabling Act requires the Zoning Plan to inventory existing Zone Districts, and to provide guidance for the Planning Commission and City Council as to which Zone Districts best implement the vision of the Plan. The table on the following page shows the appropriate Zone Districts for each Future Land Use category, including the appropriate instances for rezoning to each district.

Future Land Use Categories	Zone Districts	Policies for Rezoning
 Airport Business District	A Airport	Should be used for all aviation uses within WMRA campus.
 Industrial	I Industrial	May be used anywhere within the Industrial FLU category.
 Neighborhood Commercial	NMU Neighborhood Mixed Use	May be used anywhere within Industrial Neighborhood Commercial category, as well as on lots adjoining Neighborhood Commercial areas where deemed appropriate.
	F-WASH Form Based Washington	May be used in Washington Square.
	F-SSV South Shore Village	May be used in South Shore Village.
 Arterial Mixed Use	CMU Corridor Mixed Use	May be used anywhere within the Arterial Mixed Use FLU category.
	RMU Redevelopment Mixed Use	May be used when CMU District regulations would impede otherwise desirable development.
 Highway Commercial	CMU Corridor Mixed Use	May be used anywhere within the Highway Commercial FLU category.

Future Land Use Categories	Zone Districts	Policies for Rezoning
 Business Development Mixed Use	RMU Redevelopment Mixed Use	May be used anywhere within the Business Development Mixed Use FLU category, as well as on lots adjoining Business Development Mixed Use areas where deemed appropriate.
	NMU Neighborhood Mixed Use	May be used to ensure key locations have storefronts and transparency on the first floor.
	F-SSV South Shore Village	May be used near South Shore Village.
 Mixed Use Village	F-RM Form Based River-Michigan	May be used along the River Avenue and Michigan Avenue Corridors
	F-SIXT Form Based Sixteenth Street	May be used along 16th Street between River Avenue and Central Avenue, and areas adjoining that corridor.
	F-SSV Form Based South Shore Village	May be used in and near South Shore Village.
	F-CENT Form Based Centennial	May be used near Centennial Park and other areas on the southern fringes of Downtown.
	NMU Neighborhood Mixed Use	May be used to achieve neighborhood business district character when a Form Based District is not necessary or appropriate.
	RMU Redevelopment Mixed Use	May be used when flexibility in building design is necessary or desirable.
	GMU Greenfield Mixed Use	May be used on greenfield sites for development of new neighborhoods.
	CMU Corridor Mixed Use	May be used to retrofit auto-oriented commercial sites.
 Central Downtown	F-CDT Form Based Central Downtown	Must be used along 8th Street between Columbia Avenue and Pine Avenue. May be used anywhere else in the Central Downtown FLU category.
	F-CENT Centennial	May be used near Centennial Park and other areas on the southern fringes of Downtown.
	F-EDT East Downtown	May be used east of Columbia Avenue.
 North Downtown	F-NDT Form Based North Downtown	May be used anywhere in the North Downtown FLU category.
	F-CDT Form Based Central Downtown	May be used along 7th Street
	I Industrial	May be used where necessary to support existing industry, or to support public services and infrastructure.
 Waterfront Downtown	F-WDT Waterfront Downtown	May be used anywhere in the Waterfront Downtown FLU category.
	F-NDT North Downtown	May be used on sites that do not abut water.
	I Industrial	May be used where necessary to support existing industry, or to support public services and infrastructure.

Future Land Use Categories	Zone Districts	Policies for Rezoning
 Urban Residential	TNR Traditional Neighborhood Residential	May be used north of 24th Street.
	LDR Low Density Residential	May be used south of 24th Street.
	MDR Medium Density Residential	May be used west of Ottawa Avenue, east of Lincoln Avenue, and/or south of 24th Street.
	HDR High Density Residential	May be used for large development sites along major corridors.
 Suburban Residential	LDR Low Density Residential	May be used anywhere within the Suburban Residential FLU category.
	CNR Cottage Neighborhood Residential	Should only be used adjacent to existing CNR District
	MDR Medium Density Residential	May be used for infill along major corridors, or larger development sites, but not within neighborhoods that are otherwise zoned LDR.
 Neo-Traditional Residential	TNR Traditional Neighborhood Residential	May be used to support Neo-Traditional Design.
	LDR Low Density Residential	May be used if Neo-Traditional Design will be achieved despite lower density and limitation on housing typology.
	MDR Medium Density Residential	May be used if Neo-Traditional Design will be achieved despite lack of design standards.
	HDR High Density Residential	May be used if density can be supported by infrastructure and Neo-Traditional Design will be achieved despite lack of design standards.
 High Density Residential	HDR High Density Residential	May be used anywhere in the High Density Residential FLU category.
 Mobile Home Residential	MHR Manufactured Housing Community	May be used anywhere in the Mobile Home Residential FLU category.
 Recreational Parks	OS Open Space	May be used anywhere in the Recreational Parks FLU category.
	Other Districts	May be used if the City Council determines that park space should be redeveloped. The district in question should be compatible with surrounding districts.
 Cemeteries and Preserves	OS Open Space	May be used anywhere in the Recreational Parks FLU category.
	Other Districts	Shall not be used unless this Plan is revised to designate the land in question to a different category.
 Essential Services	I Industrial	May be used where necessary to support public services and infrastructure.
	OS Open Space	May be used to preserve open space and/or parks around public services and infrastructure.
 College Campus District	ED Education	May be used anywhere in the College Campus District FLU Category

Planned Unit Developments

Planned Unit Developments (PUDs) are generally discouraged, in order to allow the districts of the UDO to drive development design in the manner that was intended. However, Planned Unit Developments may be used to achieve unique design character, or to otherwise further City design goals. Specifically, PUDs may be necessary in the following situations:

- A development project with an unusual but desirable mix of uses.
- A development project involving substantial public amenities.
- A development project involving a site with unusual topography or natural features.
- A development project on a waterfront site (though using the Waterfront Downtown Form Based District and the Waterfront Overlay as written would be preferable).
- A development project where there are unique design considerations, including road or non-motorized connections that are priorities of the City, and including developments in Neo-Traditional Residential areas.
- A redevelopment project with unique challenges due to existing or previous conditions on the site.

Ongoing UDO Evaluation

The UDO was adopted in 2021, just two years before the 2023 Master Plan Refresh. In light of that, there are few major policy issues that need to be addressed with zoning amendments in the wake of the Refresh. However, there are several aspects of the UDO that envision significant changes to the built environment compared to the existing character, or which otherwise use innovative and untested tools. Therefore, the City should monitor the following aspects of the UDO in the coming years to ensure that development is proceeding in a manner consistent with this Plan:

- **CNR Cottage Neighborhood Residential:** Is this district reducing the number of variances requested in the Central Park Neighborhood, while at the same time protecting the neighborhood's historic character?
- **TNR Traditional Neighborhood Residential:** Is this district allowing for a "gentle" increase in density in Holland's core neighborhoods, while at the same time protecting the historic fabric and quiet, residential character?
- **NMU Neighborhood Mixed Use:** Is this district supporting and enhancing Holland's neighborhood business districts? Is it ensuring that infill development is consistent with a walkable yet human-scale character?
- **CMU Corridor Mixed Use:** Is this district successfully transitioning auto-oriented land uses into mixed uses? Specifically, is high-quality housing being added along the corridors in question?
- **RMU Redevelopment Mixed Use:** Is this district spurring investment along older industrial and business corridors? Is high-quality housing being added?
- **GMU Greenfield Mixed Use:** Is this district creating new mixed-density neighborhoods with connecting street patterns that will flourish over the long term?
- **I Industrial:** Have any industrial landowners taken advantage of the opportunity to add workforce housing in close proximity to their facilities?

NON-INDUSTRIAL OUTLOTS – EXPANDING THE PROGRAM

Section 2.16.D of the UDO allows industrial businesses to split off a portion of their lots, and to build housing on the newly created “outlot.” While the program has only been in place for two years as of the 2023 Master Plan Refresh, so far no industrial businesses have used the zoning tool to create workforce housing.

Following the 2023 Refresh, the Planning Commission should review the requirements for Non-Industrial Outlots, and consider relaxing some of the requirements. Specifically, the requirement that the residential development be accessory to a specific industrial use, rather than simply permitted on vacant land with the I District, may be an impediment to the construction of needed workforce housing.

- **F Form Based Code:** Does new development in the Form Based Code area reflect the established and beloved character of Downtown Holland, Washington Square, and South Shore Village? Are the River Avenue, Michigan Avenue, Washington Avenue, and 16th Street corridors filling in with pedestrian-oriented mixed use development? Is an improved downtown gateway forming in the F-EDT District? Are former industrial sites in North Downtown and the Waterfront being redeveloped into mixed use, including housing?
- **Airport Overlay:** Is the airport overlay enforcing important aviation safety rules without preventing property owners from investing in their land?
- **Hope Neighborhood Overlay:** Is the Hope Neighborhood Overlay preserving historic homes without creating more pressure on other neighborhoods to absorb excess housing demand?
- **Waterfront Overlay:** Is the Waterfront Overlay creating additional public access along Lake Macatawa as waterfront sites redevelop?
- **Construction Compatibility:** Are there dimensional standards that are incompatible with construction techniques that would otherwise be desirable, especially techniques that could lower the cost of constructing new housing?
- **Residential Backyard Parking and Pavement:** Should new standards be developed to limit impermeable surface in residential rear yards?
- **Sustainable Energy:** Can creative options for solar and wind development be permitted or even encouraged by UDO, while mitigating any negative off-site impacts? Should wind and solar energy be permitted as a principal use in more districts?

Redevelopment Ready Communities

The City of Holland is a certified Redevelopment Ready Community by the Michigan Economic Development Corporation (MEDC).

In order to maintain certification, the City must keep its planning documents and processes consistent with MEDC Best Practices. The 2023 Master Plan Refresh was undertaken with those Best Practices in mind.

The following chart evaluates the 2023 Master Plan Refresh against the Redevelopment Ready Certification Best Practices for Master Plans (Best Practice 1.1).

Key:	
C	Complete
U	Upcoming
+	Complete + Improvements Envisioned
TBD	TBD – To Be Determined
O	Ongoing

Best Practice 1.1: Master Plan

Expectation	Status	Notes
The master plan reflects the community's desired direction for the future.	C	This plan represents the most up-to-date vision of the City, based on public engagement and the efforts of the Planning Commission, City Council, and City Staff.
The master plan identifies strategies for priority redevelopment areas.	C	Pages 137-149 and the Washington Square Sub-Area Plan
The master plan addresses land use and infrastructure, including complete streets.	C	Pages 60-67 and the Washington Square Sub-Area Plan
The master plan includes a zoning plan.	C	Pages 150-154
The master plan establishes goals, implementation actions, timelines and responsible parties.	C	Chapter 4
The master plan is accessible online.	U	Once this plan is adopted, it should be hosted in an easy-to-find place on the City's website.
Progress on master plan implementation is assessed annually.	U	Once this plan is adopted, the Planning Commission should include Master Plan implementation progress in its annual report to City Council.



Future Planning Projects

A City like Holland is never finished growing and changing, and therefore never finished planning. In the years following the 2023 Master Plan Refresh, and leading up to the planned Master Plan Update in 2027, the City of Holland intends to undertake some or all of the following planning projects.

Sub-Area Plans

Similar to the Waverly, South Shore Village, Waterfront, and Washington Square areas that have been the subject of in-depth plans that are appendices to this plan, the following areas would benefit from intensive study and detailed, parcel-by-parcel planning. While all of the sub-areas listed below are important, the City should prioritize planning in the Allegan County portion of the City (south of 32nd Street) because that area has not had a recent sub-area plan completed.

- Midtown
 - » 16th Street from Pine Avenue to Central Avenue
 - » River Avenue from 14th Street to 20th Street
- North Downtown/6th Street
- Central Park
- Holland Heights
 - » 8th Street/Paw Paw Drive/Waverly Road
 - » Chicago Drive/Waverly Road
- M-40 Gateway/South Holland
- East Downtown
- 14th Street and Van Raalte Avenue
- "Old Washington," 28th Street to 32nd Street

Corridor Plans

The following corridors would benefit from an in-depth plan for transportation, land use, and the interactions between those two topics. Generally, these are corridors with an eclectic or organic mix of uses that lack a strong vision for their futures.

- Ottawa Avenue
- Lincoln Avenue
 - » North (9th Street to 40th Street)
 - » South (40th Street to I-196)
- Columbia Avenue (could be consolidated with Lincoln Avenue)
- Michigan Avenue
- 16th Street
 - » East (East of US-31)
 - » West (South Shore Drive to River Avenue) - also including 17th Street
- Waverly Road
- South Washington Avenue (32nd to US-31)
- 32nd Street (College Avenue to Lincoln Avenue)

Specific Topic Plans

These topics do not have a specific geographic basis, but are relevant to the whole City, or at least a large part of the City. Several of these topics were identified during the 2023 Refresh Public Engagement.

- Housing Plan
 - » Key Infill Sites
 - » Key Densification Opportunities
 - » Policies on Subsidies, PILOTs, and Low Income Housing Tax Credits
 - » UDO Evaluation and Potential Amendments
 - » State Housing Development Tools
 - » Pattern Book/Pre-Approved Plans, especially for infill Missing Middle housing types, with focus on neighborhood character.
 - » Gentle Density/Infill Design
- Recreational Amenities Distribution – Equity Among Neighborhoods
- Snowmelt expansions, including planning for the build-out at full capacity, with prioritized locations.
- Mobility To and Along the Waterfront
- Pedestrian Safety and Traffic Calming
- Public Transit, including Regional Connections
- Industrial Capacity and Build-Out Analysis, including Infrastructure Impacts
- Sustainable Energy Development Opportunities

UDO Evaluations

As discussed in the Zoning Plan, various UDO Districts should be evaluated on a continuing basis to determine if the development occurring under their regulations is achieving the stated purpose of the district.

Ongoing Action Plan

Table 5.8 Master Plan Implementation Strategy (2022)

Goal Description	Action Steps	Stakeholders	Status/Target
Economy			
Attract talent, diverse & entrepreneurial	Promote a favorable business environment	Council, DDA, marketing	Active/Current
Attract talent, diverse & entrepreneurial	Support business start-up practices	Lakeshore Adv/Surge	Active/Current
Attract talent, diverse & entrepreneurial	Support local businesses & employment opportunities	Council, Lakeshore Adv, Surge	Active/Current
Attract talent, diverse & entrepreneurial	Support diverse artistic & entrepreneurial community networks	CNS, Council	2023
Attract talent, diverse & entrepreneurial	Involve local artists in pop-up projects & community programs	CNS, Council, Surge, Arts Council	2023
Attract talent, diverse & entrepreneurial	Support commercial neighborhood centers meeting daily needs	CNS, Occurring somewhat	2023
Attract talent, diverse & entrepreneurial	Enable testing of new business ideas with pop-up events	CNS, Lakeshore Adv, Surge	2024
Attract talent, diverse & entrepreneurial	Attract new retail & entertainment opportunities	CNS, Lakeshore Adv, council	2024
Attract talent, diverse & entrepreneurial	Sponsor & promote events that highlight commercial districts	CNS, Council	2025
Attract talent, diverse & entrepreneurial	Work with Lakeshore Advantage to provide market studies & resources	Lakeshore Adv	2025
Environment			
Clean & accessible natural environment	Street-sweeping to reduce pollutants from roads	Transportation	Active/Current
Clean & accessible natural environment	Low Impact Development strategies	CNS/ODC	Active/Current
Clean & accessible natural environment	Protect water quality	CNS/ODC	Active/Current
Clean & accessible natural environment	Plant native tree species	CNS/Parks	Active/Current
Clean & accessible natural environment	Recognize sustainable practices	CNS/ODC	Active/Current
Clean & accessible natural environment	Educate public of green infrastructure benefits	CNS/ODC	Active/Current
Clean & accessible natural environment	Beautify & green city	CNS/Parks/ODC	Active/Current
Clean & accessible natural environment	Emphasize conservation & use of natural features	CNS/ODC	Active/Current
Clean & accessible natural environment	Public access to natural features	Council/Parks	2025
Clean & accessible natural environment	Awareness of recycling services & create composting program	CNS	2025
Clean & accessible natural environment	Public access to Lake Macatawa	Council/Parks	2030
Clean & accessible natural environment	Inventory wetlands, streams, & natural features	MACC/ODC/Parks	2030

Key: Active/Current 2022 2023 2024 2025 2030

Goal Description	Action Steps	Stakeholders	Status/Target
Food & Agriculture			
Local, fresh & accessible	Support the Holland Farmer's Market & encourage year-round	DDA	Active/Current
Local, fresh & accessible	Partner with MSU Extension & local food organizations for local markets	CNS	2025
Local, fresh & accessible	Enable food stands, trucks, or other temporary opportunities in downtown	CNS/DDA	2023
Local, fresh & accessible	Attract food retailers and grocery stores to low accessibility areas	CNS, Council, DDA	2023
Local, fresh & accessible	Reuse of vacant areas for food-related events	CNS	2024
Local, fresh & accessible	Support & educate about local food businesses	CNS	2024
Local, fresh & accessible	Attract new small & medium scale food producers, distributors, etc.	CNS, Council	2024
Housing			
Energy efficient & well-designed	Promote high density development & mixed-uses	CNS, Council	Active/Current
Energy efficient & well-designed	Support neighborhood differences in housing types & densities	CNS, Council	Active/Current
Energy efficient & well-designed	Identify affordable housing need & provide based on need	CNS Occuirng, Council	Active/Current
Energy efficient & well-designed	Promote renovation, rehabilitation & increased energy efficiency	CNS, BPW, Council	Active/Current
Energy efficient & well-designed	Change perception of affordable housing quality	CNS, Council	Active/Current
Energy efficient & well-designed	Encourage owner occupied housing	CNS	Active/Current
Energy efficient & well-designed	Promote housing diversity	CNS, Council, occuring	Active/Current
Energy efficient & well-designed	Creation of funding to provide maintenance & rehabilitation of stock	Council	2023
Parks & Recreation			
Year-round, diverse & accessible	Bring diverse groups together	CNS/Parks	Active/Current
Year-round, diverse & accessible	Coordinate with volunteer groups for clean-up & maintenance	Parks	Active/Current
Year-round, diverse & accessible	Activities for all City residents	Council/Parks	Active/Current
Year-round, diverse & accessible	Additional activities including ice rinks	Parks	2022
Year-round, diverse & accessible	Research potential activity locations	Parks, Waterfront Holland	2022
Year-round, diverse & accessible	Prioritize interactive water features	Parks	2023

Key: Active/Current 2022 2023 2024 2025 2030

Goal Description	Action Steps	Stakeholders	Status/Target
Year-round, diverse & accessible	Transportation connections to activities	CNS, TS, Council	2025
Year-round, diverse & accessible	Connect water park spaces with pedestrian & nonmotorized trails	Waterfront Holland	2025
Year-round, diverse & accessible	Enliven the waterfront through events, etc.	Waterfront Holland	2025
Year-round, diverse & accessible	Low Impact Development & green infrastructure in parks	Parks	2025
Year-round, diverse & accessible	Improve public access to Lake Macatawa	Waterfront Holland	2030
Year-round, diverse & accessible	Connect 8th Street to water with wayfinding & multimodal improvements	Waterfront Holland	2030
Year-round, diverse & accessible	Support expansion of boating services & marina	Waterfront Holland	2030
Public Services			
High quality, efficient, cost effective	Ensure residents & businesses have fiberoptic broadband access	CNS/BPW	Active/Current
High quality, efficient, cost effective	Work with BPW to create Wi-Fi zones	CNS/BPW	Active/Current
High quality, efficient, cost effective	Educate & encourage reductions in energy consumption	CNS/BPW	Active/Current
High quality, efficient, cost effective	Increase energy efficiency in homes	CNS/BPW	Active/Current
High quality, efficient, cost effective	Implement Community Energy Plan	All Depts/BPW	Active/Current
High quality, efficient, cost effective	Expand city snowmelt system	CNS/TS/Council	Active/Current
High quality, efficient, cost effective	Easily accessible municipal services	Council	2023
High quality, efficient, cost effective	Recovered heat use from local power generation for higher densities	CNS/BPW	2025
High quality, efficient, cost effective	Improvement, maintenance, & expansion of utilities & infrastructure	CNS, TS, BPW	2025
Social Services and Community Health			
Safe & healthy community for all	Create a coalition of people educated in West MI climate changes	CNS/SDT	Active/Current
Safe & healthy community for all	Encourage community building programs	CNS/Non-profit community	Active/Current
Safe & healthy community for all	Include youth representatives on City boards & commissions	Council/Human Relations	Active/Current
Safe & healthy community for all	Ensure accessibility of planning process & meetings	CNS	Active/Current
Safe & healthy community for all	Meet ADA standards for new public space redevelopments	Parks/Council	Active/Current
Safe & healthy community for all	Participation from City departments & leaders in hazard mitigation	Council/Public Safety	2022

Key: Active/Current 2022 2023 2024 2025 2030

Goal Description	Action Steps	Stakeholders	Status/Target
Safe & healthy community for all	Include emergency relief locations when designing municipal facilities	Council/Public Safety	2022
Safe & healthy community for all	Ensure that students have safe school routes & community destinations	CNS, TS, Council	2023
Safe & healthy community for all	Increase collaboration with neighboring jurisdictions	CNS/TS/Parks/Public Safety	2023
Safe & healthy community for all	Neighborhood areas be free of environmental nuisances	Not certain	2025
Safe & healthy community for all	Partner with non-profits & community services to help with resource finding	Not certain	2025
Safe & healthy community for all	Partner with local organizations to identify health needs & develop action plan	Not certain	2025
Safe & healthy community for all	Collaboration with institutions & schools to serve as community centers	Parks and Rec	2025
Safe & healthy community for all	Reevaluate floodplains & localized flooding data	TS, ODC	2025
Transportation			
Safe, multimodal, connected system	Work with MAX & MACC to ensure resident needs	CNS/MAX/MACC	Active/Current
Safe, multimodal, connected system	Maintain & expand heated sidewalks in downtown	DDA/TS/Council	Active/Current
Safe, multimodal, connected system	Safe & well maintained streets	CNS/TS	Active/Current
Safe, multimodal, connected system	Amenities at transit stops	CNS/MAX/MACC	2022
Safe, multimodal, connected system	Advocate for increased bus service	CNS/MAX/MACC	2022
Safe, multimodal, connected system	Invest in bike & pedestrian infrastructure	CNS/TS/Council	2022
Safe, multimodal, connected system	Install sidewalks where gaps are present	CNS/TS/Council	2022
Safe, multimodal, connected system	Ensure pedestrian infrastructure accomodates to all	CNS/TS/Council	2023
Safe, multimodal, connected system	Improve intersections for walkability & bikeability	CNS/TS	2023
Safe, multimodal, connected system	Educate on bike safety	MACC/CNS/TS	2024
Safe, multimodal, connected system	Traffic calming measures	CNS/TS/Council	2024
Safe, multimodal, connected system	Promote public bike rental & share system	DDA/CNS/Council	2025
Safe, multimodal, connected system	Support investment in airport for corporate & general	Council	2025
Safe, multimodal, connected system	Provide non-motorized connections to trails	CNS/TS/Council	2025
Safe, multimodal, connected system	Recruit neighborhood groups to clean & clear sidewalks	TS/Parks	2025
Safe, multimodal, connected system	Make Chicago Drive safe and attractive	CNS/Road Commission/TS/HTP	2030
Safe, multimodal, connected system	Expand train connections	WMX/MACC	2030
Safe, multimodal, connected system	Transit connections to West Michigan & beyond	WMX/MACC	2030

Key: Active/Current 2022 2023 2024 2025 2030

Goal Description	Action Steps	Stakeholders	Status/Target
Urban Design			
Tree-lined, walkable & mixed-use	Realize community desires & engage	CNS/NIC/NC Orgs	Active/Current
Tree-lined, walkable & mixed-use	Preserve character of 8th St	CNS/DDA	Active/Current
Tree-lined, walkable & mixed-use	Enforce desired development patterns & character	CNS	Active/Current
Tree-lined, walkable & mixed-use	Feasibility & desire of form-based zoning code	CNS, Occuring	Active/Current
Tree-lined, walkable & mixed-use	Focus on street design characteristics	CNS, TS	Active/Current
Tree-lined, walkable & mixed-use	Appropriately designed lighting to limit impact & ensure safety	CNS, TS, BPW	Active/Current
Tree-lined, walkable & mixed-use	Promote transit oriented design stadards	CNS, TS, MAX	Active/Current
Tree-lined, walkable & mixed-use	Develop in arterial cooridors where appropriate	CNS	Active/Current

Key: ■ Active/Current ■ 2022 ■ 2023 ■ 2024 ■ 2025 ■ 2030

Appendix:
Appendix A

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Table A.1 Total Population

	2010	2020	Change
City of Holland	33,708	34,378	670
City of Zeeland	5,610	5,540	-70
Holland Township	34,684	38,312	3,628
Zeeland Township	9,633	11,305	1,672
Park Township	17,915	18,824	909
Laketown Township	5,573	7,633	2,060
Fillmore Township	2,723	2,749	26

Source: U.S. Census Bureau (2000), American Community Survey (2010-2014)

Table A.2 Population Projections

	2050
City of Holland	39,619
City of Zeeland	6,124
Holland Township	55,467
Zeeland Township	14,499
Park Township	21,460
Laketown Township	6,899
Fillmore Township	3,936

Table A.4 Median Household Income, Adjusted for Inflation

	Holland	Zeeland	Holland Twp	Zeeland Twp	Park Twp	Laketown Twp	Fillmore Twp
2010	44,001	41,289	50,547	58,119	69,257	75,667	54,245
2020	60,369	58,794	66,300	96,763	100,871	74,647	66,397
% Change	16,368	17,505	15,753	38,644	31,614	-1,020	12,152

Table A.3 Population By Age

	Year	Holland	Holland Township	Zeeland Township	Park Township	Laketown Township	Fillmore Township
5 and under	2010	2,666	2,888	887	1,178	210	147
	2020	1,906	2,531	572	939	391	176
5 to 9	2010	-760	2,619	753	1,770	408	29
	2020	2,341	2,627	871	1,181	349	150
10 to 19	2010	2,007	5,838	1,574	2,598	812	201
	2020	-334	5,585	2,105	2,438	602	51
20 to 24	2010	5,477	2,827	607	547	378	476
	2020	5,529	3,309	800	1,654	330	331
25 to 44	2010	52	10,432	2,821	4,034	1,154	-145
	2020	3,107	10,790	3,056	3,344	1,213	219
45 to 64	2010	3,487	7,444	2,298	5,614	1,729	135
	2020	380	9,154	2,698	5,759	1,708	-84
65 and over	2010	9,051	2,636	693	2,174	882	543
	2020	8,242	4,316	1,203	3,509	1,304	657
Total Population	2010	-809	34,684	9,633	17,915	5,573	114
	2020	6,332	38,312	11,305	18,824	5,897	857

Table A.5 Percent of Population Ages 25 and Over with a BA or higher

	City of Holland	City of Zeeland	Holland Twp	Zeeland Twp	Park Township	Laketown Township	Fillmore Township
2010	35.2	24.5	21.9	24.9	45.8	32	14.4
2020	33.1	29.3	24.1	40.5	51.5	39.4	14.8

Table A.6 Race

	Holland 2010	Holland 2020	Change	Zeeland 2010	Zeeland 2020	Change	Holland Twp 2010	Holland Twp 2020	Change	Zeeland Twp 2010	Zeeland Twp 2020	Change
White	24,491	26,457	1,966	5,163	5,055	-108	26,180	23,830	-2,350	9,123	10,143	1,020
Hispanic	8,256	7,438	-818	489	429	-60	7,263	10,858	3,595	801	817	16
Black	1,442	1,187	-255	59	77	18	930	1,147	217	72	128	56
Asian	958	996	38	74	93	19	3,346	3,665	319	322	457	135
Some other race alone	3,055	3,228	173	71	479	408	3,767	4,751	984	238	481	243

	Park Twp 2010	Park Twp 2020	Change	Laketown Twp 2010	Laketown Twp 2020	Change	Fillmore Twp 2010	Fillmore Twp 2020	Change
White	16,421	15,746	-675	5,384	5,243	-141	2,483	2,476	-7
Hispanic	1,251	2,029	778	511	511	0	69	99	30
Black	160	169	9	48	35	-13	13	32	19
Asian	384	508	124	55	41	-14	51	42	-9
Some other race alone	479	849	370	141	82	-59	55	92	37

Table A.7 Total Population Below Poverty Level

	Holland	% of Population	Zeeland	% of Population	Holland Twp	% of Population	Zeeland Twp	% of Population	Park Twp	% of Population	Laketown Twp	% of Population	Fillmore Twp	% of Population
2012	6,120	20.5	3,717	9.7	968	9.8	6.8	272	4.9	7.9	272	4.9	214	7.9
2020	3,163	10.6	3,752	10.6	586	5.3	3.2	240	4.1	7.2	240	4.1	216	7.8

S1701: Poverty Status in the Past 12 Months. 2012 was used because 2010 was not a collection year for this data.

Table A.8 Households in Poverty

	Holland		Zeeland			Holland Twp		Zeeland Twp		Park Twp		Laketown Twp		Fillmore Twp		
	HHS in Poverty	Total HHs	HHS in Poverty	Total HHs	% of Total	Total HHs	% of Total	Total HHs	% of Total	Total HHs	% of Total	Total HHs	% of Total	HHS in Poverty	Total HHs	% of Total
17 and Under																
2012	864	8,002	378	1,425	18.2	9,259	13.8	2,663	12.2	5,317	10.4	1,684	8.1	39	705	5.2
2020	542	7,325	236	1,473	16	9,773	14.7	3,011	4.9	5,699	3.9	1,755	5	62	805	9.4
Change	-322	-677	-142	48	-2.2	514	1.1	348	-7.3	382	-6.5	71	-3.1	23	100	4.2
18 to 64																
2012	1,664	8,002	296	1,425	18.4	9,259	13.2	2,663	8.5	5,317	5.8	1,684	4.7	149	705	9
2020	872	7,325	87	1,473	5.9	9,773	8.4	3,011	5.8	5,699	7.3	1,755	5.4	97	805	6.2
Change	-792	-677	-209	48	-12.5	514	-4.8	348	-2.7	382	1.5	71	1.7	-52	100	-2.8
65 and Over																
2012	608	8,002	68	1,425	4.8	9,259	8.9	2,663	11.2	5,317	3.1	1,684	2.3	26	705	8.8
2020	373	7,325	97	1,473	6.6	9,773	6.2	3,011	2.7	5,699	1.6	1,755	0	39	805	7.8
Change	-235	-677	29	48	1.8	514	-2.7	348	-8.5	382	-1.5	71	-2.3	13	100	-1

S1702: Poverty Status in the Past 12 Months

Table A.9 Total Population Below Poverty by Age: Number of individuals in poverty, and the percentage of the total population living in poverty.

	Holland		Zeeland		Holland Twp		Zeeland Twp		Park Twp		Laketown Twp		Fillmore Twp	
	# in Poverty	% of Total Population	# in Poverty	% of Total Population	# in Poverty	% of Total Population	# in Poverty	% of Total Population	# in Poverty	% of Total Population	# in Poverty	% of Total Population	# in Poverty	% of Total Population
17 and Under														
2012	1,617	25.7	252	18.2	1,430	13.8	347	12.2	520	10.4	92	8.1	39	5.2
2020	496	9.9	191	16	1,428	14.7	157	4.9	147	3.9	63	5	62	9.4
Change	-1,121	-14.8	-61	-2.2	-2	0.9	-290	-7.3	-373	-6.5	-29	-2.9	23	4.2
18 to 64														
2012	2,833	20.7	517	18.4	2,063	9.3	533	8.5	613	5.8	155	4.7	149	9
2020	1,867	13.2	172	5.9	2,023	8.4	396	5.8	394	3.5	177	5.4	97	6.2
Change	-966	-7.5	-345	-12.5	-40	-0.9	-137	-2.7	-219	-2.3	22	0.7	-52	-2.8
65 and Over														
2012	236	8.1	46	4.8	259	8.9	88	11.2	75	3.1	25	2.3	26	8.8
2020	184	4.6	84	6.6	266	6.2	33	2.7	55	1.6	0	0	39	7.8
Change	-52	-3.5	38	1.8	7	-2.7	-55	-8.5	-20	-1.5	-25	-2.3	13	1

Table A.10 Industry by Occupation

		Holland		Zeeland		Holland Twp		Zeeland Twp		Park Twp		Laketown Twp		Fillmore Twp	
		#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total
Agriculture, forestry, fishing and hunting, and mining	2010	152	1	33	1.4	136	0.8	234	4.6	122	1.4	28	1	61	4.5
	2020	202	1.2	18	0.7	458	2.2	155	2.7	60	0.6	27	1	84	6.3
	Change	50	.2	-15	-0.7	322	1.4	-79	-1.9	-62	-0.8	-1	0	23	1.8
Construction	2010	564	3.6	103	4.5	781	4.5	311	6.1	460	5.4	128	4.6	78	5.8
	2020	895	5.1	82	3	650	3.1	273	4.7	502	5	251	8.9	171	12.8
	Change	331	1.5	-21	-1.5	-131	-1.4	-38	-1.4	42	-0.4	123	4.3	93	7
Manufacturing	2010	4,102	26.2	642	28.1	6,572	38	1,448	28.5	1,881	22.2	625	22.5	339	25.3
	2020	4,169	23.7	527	19.3	8,095	38.9	1,511	25.9	2,595	25.9	636	22.7	383	28.7
	Change	67	-2.5	-115	-8.8	1,523	0.9	63	-2.6	714	3.7	11	0.2	44	3.4
Wholesale Trade	2010	412	2.6	163	7.1	335	1.9	153	3	297	3.5	111	4	5	0.4
	2020	373	2.1	25	0.9	726	3.5	303	5.2	148	1.5	47	1.7	49	3.7
	Change	-39	-0.5	-138	-6.2	391	2.6	150	2.2	-149	-2	-64	-2.3	44	3.3
Retail Trade	2010	1,457	9.3	189	8.3	1,701	9.8	475	9.4	856	10.1	209	7.5	208	15.5
	2020	1,562	8.9	306	11.2	1,561	7.5	675	11.6	856	8.5	307	10.9	135	10.1
	Change	105	-0.4	117	2.9	-140	-2.3	200	2.2	0	-1.6	-98	3.4	-73	-5.4
Transportation and Warehousing, and Utilities	2010	536	3.4	153	6.7	704	4.1	159	3.1	369	4.4	136	4.9	65	4.8
	2020	491	2.8	145	5.3	817	3.9	345	5.9	212	2.1	109	3.9	29	2.2
	Change	-45	-0.6	-8	-0.6	113	-0.2	186	2.8	-157	-2.3	-27	-1	-36	-2.6
Information	2010	304	1.9	13	0.6	344	2	50	1	108	1.3	8	0.3	0	0
	2020	148	0.8	106	3.9	287	1.4	32	0.5	130	1.3	12	0.4	5	0.4
	Change	-156	-1.1	93	3.3	-57	-0.6	-18	-0.5	22	0	4	0.1	5	0.4

Table A. 10 Industry by Occupation: Continued

		Holland		Zeeland		Holland Twp		Zeeland Twp		Park Twp		Laketown Twp		Fillmore Twp	
		#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total	#	% of Total
Finance, Real Estate, Rental and Leasing	2010	580	3.7	108	4.7	730	4.2	206	4.1	442	5.2	68	2.4	133	9.9
	2020	674	3.8	36	1.3	855	4.1	195	3.3	353	3.5	128	4.6	19	1.4
	Change	94	0.1	-72	-3.4	125	-0.1	-11	-0.8	-89	-1.7	60	2.2	-114	-8.5
Professional, Scientific, Management, Administrative, and Waste Management	2010	1,140	7.3	144	6.3	1,021	5.9	370	7.3	628	7.4	220	23.8	77	5.7
	2020	1,741	9.9	173	6.3	1,495	7.2	487	8.4	784	7.8	320	11.4	75	5.6
	Change	601	2.6	29	0	474	2.3	117	1.4	156	0.4	100	-12.4	-2	-0.1
Educational, Health and Social Sciences	2010	3,706	23.6	460	20.1	2,972	17.2	1,032	20.3	2,171	25.7	660	23.8	204	15.2
	2020	4,091	23.3	775	28.4	2,974	14.3	1,240	21.3	2,851	28.4	573	20.4	234	17.6
	Change	385	-0.3	315	8.3	-2	-2.9	208	1	680	2.7	-87	-3.4	30	2.4
Arts, Entertainment, Recreation, Accomodation and Food Services	2010	1,722	11	133	4.9	1,289	7.5	207	4.1	575	6.8	273	9.8	65	4.8
	2020	1,871	10.7	274	10	1,767	8.5	240	4.1	758	7.6	192	6.8	39	2.9
	Change	149	-0.3	141	5.1	478	1	33	0	183	0.8	-81	-3	-26	-2.1
Other services (Except Public Administration)	2010	714	4.6	113	4.9	603	3.5	327	6.4	404	4.8	226	8.1	82	6.1
	2020	1,065	6.1	191	7	835	4	275	4.7	604	6	157	5.6	67	5
	Change	351	1.5	78	2.1	232	1.5	-52	-1.7	200	1.2	-69	-2.5	-15	-0.9
Public Administration	2010	290	1.8	30	1.3	113	0.7	105	2.1	145	4.8	84	3	25	1.9
	2020	281	1.6	72	2.6	282	1.4	97	1.7	178	1.8	46	1.6	43	3.2
	Change	-9	-0.2	42	1.3	169	0.7	-8	-0.4	33	-3	-38	-1.4	18	1.3
Total in workforce	2010	2010	15,679	2,284		19,202		5,077		9,261		2,986		1,457	
Total in workforce	2020	2020	17,563	2,850		21,572		6,162		10,552		2,851		1,440	
Change			1,884	566		2,370		1,085		1,291		-135		-17	

Table A.11 Median Income and Housing Costs

		Holland	Zeeland	Holland Twp	Zeeland Twp	Park Twp	Laketown Twp	Fillmore Twp
		#	#	#	#	#	#	#
Median Household Income	2010	44,001	41,289	50,547	58,119	69,257	75,667	54,245
	2020	60,369	58,794	66,300	96,763	100,871	74,647	66,397
	% Change	16,368	17,505	15,753	38,644	31,614	-1,020	12,152
Median Contract Rent	2010	781	506	622	506	670	642	736
	2020	969	859	849	859	711	766	637
	% Change	188	353	227	353	41	124	-99
Median Owner-Occupied Home Value	2010	132,600	136,800	142,100	163,300	204,100	192,200	162,100
	2020	165,400	158,400	179,600	234,800	262,900	267,900	204,500
	% Change	32,800	21,600	37,500	71,500	58,800	75,700	42,400

S1903: Median Income in the past 12 months (in 2021 inflation-adjusted dollars).

B25056 Contract Rent : Contract Rent was used because 2010 and 2020 were not data collection years for Median Gross Rent.

B25077: Median Value (Dollars)

Table A.12 Units in Structure

		Holland	Zeeland	Holland Twp	Zeeland Twp	Park Twp	Laketown Twp	Fillmore Twp
		#	#	#	#	#	#	#
1 Unit	2010	7,333	1,432	8,548	5,418	6,596	2,267	921
	2020	7,176	1,609	9,776	2,971	6,991	2,444	890
	% Change	-157	177	1,228	-2,447	395	177	-31
2 Units	2010	804	171	305	0	19	35	44
	2020	594	253	309	37	24	43	33
	% Change	-210	82	4	37	5	8	-11
3 to 19 Units	2010	1,361	435	2,584	111	207	214	0
	2020	1,220	389	2,526	209	238	149	17
	% Change	-141	-46	-58	98	31	-65	17
20 Units	2010	1,215	305	318	0	207	0	0
	2020	1,043	272	301	0	70	0	0
	% Change	-172	-33	-17	0	-137	0	0
Mobile Home	2010	17	0	1,314	768	383	89	87
	2020	92	0	1,144	506	637	144	174
	% Change	75	0	-170	-262	254	55	87
Boat, RV, or Other	2010	0	0	0	0	0	0	0
	2020	0	0	0	0	0	9	0
	% Change	0	0	0	0	0	9	0

DP04: Selected Housing Characteristics

Table A.13 Occupancy and Vacancy

		Holland	Zeeland	Holland Twp	Zeeland Twp	Park Twp	Laketown Twp	Fillmore Twp
		#	#	#	#	#	#	#
Occupied	2010	9,517	2,200	12,188	3,164	6,453	2,178	959
	2020	9,528	2,461	13,728	3,673	7,006	2,334	1,044
	% Change	11	261	1,540	509	553	156	85
Vacant (Non-Seasonal)	2010	1,213	143	881	133	752	427	93
	2020	597	62	328	50	954	455	70
	% Change	-616	-81	-553	-83	202	28	-23
Total Housing Units	2010	10,730	2,343	13,069	3,297	7,205	2,605	1,052
	2020	10,125	2,523	14,056	3,723	7,960	2,789	1,114
	% Change	-605	180	987	426	755	184	62

Table A.14 Median Contract Rent

	Holland						Zeeland							
	2010		2020		Change		2010		2020		Change		2010	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Less than 300	479	11.3	314	8.9	-165	23.3	36	5.2	18	2.3	-18	-17.5	54	1.7
300 to 599	1757	41.4	364	10.3	-1393	197.0	319	46.3	182	23.0	-137	-133.0	1160	36.6
600 to 799	1208	28.5	507	14.3	-701	99.2	173	25.1	222	28.0	49	47.6	1237	39.0
800 to 999	380	9.0	1473	41.7	1093	-154.6	42	6.1	236	29.8	194	188.3	424	13.4
1,000 to 1,999	169	4.0	571	16.2	402	-56.9	73	10.6	57	7.2	-16	-15.5	136	4.3
2,000 or more	65	1.5	69	2.0	4	-0.6	34	4.9	7	0.9	-27	-26.2	0	0.0
No cash rent	183	4.3	236	6.7	53	-7.5	12	1.7	70	8.8	58	56.3	161	5.1
Total	4241		3534		-707		689		792		103		3172	

	Park Township						Laketown Township							
	2010		2020		Change		2010		2020		Change		2010	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Less than 300	20	4.1	15	2.7	-5	-6.5	0	0.0	0	0	0	0	5	3.1
300 to 599	126	26.0	88	15.7	-38	-49.4	84	30.2	35	14.1	-49	169.0	44	27.3
600 to 799	112	23.1	180	32.0	68	88.3	99	35.6	120	48.2	21	-72.4	42	26.1
800 to 999	15	3.1	175	31.1	160	207.8	69	24.8	57	22.9	-12	41.4	59	36.6
1,000 to 1,999	46	9.5	19	3.4	-27	-35.1	0	0.0	28	11.2	28	-96.6	0	0.0
2,000 or more	10	2.1	10	1.8	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
No cash rent	156	32.2	75	13.3	-81	-105.2	26	9.4	9	3.6	-17	58.6	11	6.8
Total	485		562		77		278		249		-29		161	

Data for Median Gross Rent was not available for the 2010 and 2020 U.S. Census collection years.

Table A.15 Owner Occupied Housing Values

	Holland						Zeeland							
	2010		2020		Change		2010		2020		Change		2010	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Less than 50,000	489	6.9	362	4.5	-127	-0.3	22	1.5	9	0.5	-13	-0.6	1228	13.6
50,000 to 100,000	2534	36.0	36	0.4	-2498	-1.0	254	16.8	311	18.6	57	0.2	690	7.7
100,000 to 149,999	2149	30.5	208	2.6	-1941	-0.9	673	44.5	421	25.2	-252	-0.4	3211	35.6
150,000 to 199,999	652	9.3	1381	17.1	729	1.1	341	22.6	479	28.7	138	0.4	2411	26.7
200,000 to 299,999	753	10.7	3323	41.2	2570	3.4	125	8.3	321	19.2	196	1.6	1068	11.8
300,000 to 499,999	246	3.5	1915	23.8	1669	6.8	87	5.8	120	7.2	33	0.4	288	3.2
500,000 to 999,999	97	1.4	785	9.7	688	7.1	0	0.0	8	0.5	8	0.0	78	0.9
1,000,000 or more	125	1.8	51	0.6	-74	-0.6	0	0.0	0	0.0	0	0.0	42	0.5
Total	7045		8061		1016		1512		1669		100		9016	

	Park Township						Laketown Township							
	2010		2020		Change		2010		2020		Change		2010	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Less than 50,000	308	5.2	415	6.4	107	34.7%	78	4.2	139	6.6	61	78.2%	32	4.0
50,000 to 100,000	194	3.3	136	2.1	-58	-29.9%	87	4.6	62	3.0	-25	-28.7%	76	9.5
100,000 to 149,999	1072	18.0	402	6.2	-670	-62.5%	307	16.4	168	8.0	-139	-45.3%	241	30.2
150,000 to 199,999	1327	22.2	1237	19.2	-90	-6.8%	516	27.5	297	14.2	-219	-42.4%	159	19.9
200,000 to 299,999	1528	25.6	1772	27.5	244	16.0%	446	23.8	593	28.3	147	33.0%	178	22.3
300,000 to 499,999	708	11.9	1584	24.6	876	123.7%	274	14.6	457	21.8	183	66.8%	107	13.4
500,000 to 999,999	627	10.5	346	5.4	-281	-44.8%	130	6.9	231	11.0	101	77.7%	0	0.0
1,000,000 or more	204	3.4	481	7.5	277	135.8%	35	1.9	48	2.3	13	37.1%	5	0.6
Total	5968		6444		100		1873		2095		100		798	

B25075: Value was used as other Census data sets did not have data for 2010 and 2020 collection years.

Appendix:

Historic Preservation in Holland– Benchmarking Summary Supplemental Report

To supplement the City's existing foundation of preservation knowledge and processes, a Benchmarking Summary, aimed at collecting and organizing innovative, emerging, and useful practices found in comparable communities (and specifically comparable districts) was used to ensure that the Master Plan Update equips City Staff with state-of-the-art awareness as it continues to serve the established districts and their stakeholders, in addition to all City Residents in a broader sense.

The Benchmarking Summary includes a review of contemporary historic preservation and conservation planning documents used by other communities, in addition to select interviews with active document users to fully understand strategies, effectiveness, and outcomes. The summary is not intended as an exhaustive resource, but rather a springboard to help City Staff consider preservation and conservation planning priorities in the context of a one to five year implementation timeframe- "setting the table" for future planning initiatives which may be more significant in scope.

The summary focuses on the three following themes:

1. Adaptive Reuse
2. Design Guidelines
3. Preservation Trades

Adaptive Reuse

Context & Common Issues

Within the Planning, Urban Design, and Historic Preservation fields, Adaptive Reuse has been broadly recognized as a key strategy for maintaining and reclaiming the economic and cultural vitality of neighborhoods in small and large cities alike. In many cases, adaptive reuse of an existing building can offer benefits in terms of environmental sustainability, resilience, land and construction costs, and the preservation of neighborhood character and form. Additionally, it can promote a healthy cultural sensibility which celebrates and showcases the responsible stewarding of resources – an idea which goes beyond just buildings, and positively impacts many facets of community and personal life.

At the same time, barriers to adaptive reuse can dissuade developers from embracing the challenges and opportunities associated with this project type in favor of new development projects. In some cases, a developer's perceptions of barriers are warranted, while in other cases, these perceptions may be rooted in myths, misunderstandings, or comfort in more typical or straightforward development processes. As such, fostering a supportive climate for adaptive reuse projects in Holland will rely upon the City's awareness of the common barriers and perceptions, as well as possible countermeasures related to zoning and building code, financing, incentivization / entitlements, public engagement, placemaking, historic preservation, and more. Additionally, such awareness on the parts of City Leaders and Staff must yield tailored local policies, programs, and strategies so that tangible support for these specialized projects can be afforded to developers.

As an early step in promoting and updating awareness, basic benchmarking has been conducted to survey and study the policy-oriented and program-oriented approaches to adaptive reuse found in other American cities. The benchmarking process examined literature in the field, such as the 2017 Report, *Untapped Potential: Strategies for Revitalization and Reuse*, co-authored by the Urban Land Institute (ULI) and the National Trust for Preservation, as well as zoning ordinances and planning documents adopted in selected cities on the basis of comparability to Holland as well as in cases where novel or innovative adaptive reuse ideas were observed. Additionally, interviews were conducted with municipal staff practitioners in other cities to understand how success and failure of strategies are experienced. Lastly, casual benchmarking discussions were carried out with developers, historic preservation practitioners, architects, and government professionals within online forums and in person to cross-check emerging impressions, understandings, and takeaways as they apply to the development climate here in the City of Holland.

Summary of Potential Tools for Supporting Adaptive Reuse

The Table below offers an organized summary of the benchmarked items identified in literature and practice which may be useful in supporting adaptive reuse projects in Holland, Michigan. The items are examined in greater detail in the section to follow.

	ULI Examples	Cedar Rapids, IA	Allegan, MI	South Portland, ME
Awareness & Education	<ul style="list-style-type: none"> Adaptive Reuse Opportunities Mapping in Philadelphia, PA 	<ul style="list-style-type: none"> Proactive Strategies Pamphlet for Promoting Adaptive Reuse 		<ul style="list-style-type: none"> Assistance from Local Preservation Advocacy Group, Greater Portland Landmarks
Zoning	<ul style="list-style-type: none"> Zoning Provisions for More Flexibility in Development of Designated Landmarks in Rochester, NY 	<ul style="list-style-type: none"> Traditional Industrial MU District 	<ul style="list-style-type: none"> Eliminate Minimum Acreage for PUD (Create More Compliance or Eliminate Non-Conforming) 	<ul style="list-style-type: none"> Special Provisions for Adaptive Reuse Projects of Historical Significance within Residential Areas Conditional Zoning Planning Board Exercises Discretion to Approve “Low Intensity” Non-Listed Uses
Parking	<ul style="list-style-type: none"> Parking Requirements Waived for Buildings greater than 50 Years Old in Baltimore, MD Converting Parking Minimums to Parking Maximums in London 			<ul style="list-style-type: none"> Planning Board Exercises Discretion to Be Flexible on Parking Based on Data (vs Prescriptive Requirements)
Building Codes	<ul style="list-style-type: none"> Develop Consistent Review Process with Municipal Staff Training for Highest Quality of Service to Developers Code Officials Encourage ‘Acceptable Alternative Solutions’ in Duluth, MN 			
Financing	<ul style="list-style-type: none"> Revolving Loan Fund, e.g. Building Reuse Loan Fund with Lower Interest Gap Financing in Buffalo, NY Land Bank Authority in Philadelphia, Atlanta, Detroit 	<ul style="list-style-type: none"> Economic Incentives offered by City City Facilitates Use of Historic Tax Credits 	<ul style="list-style-type: none"> City Land Acquisition of Strategic Properties CDBG Grant Applications to the State Property Tax Exemptions per Michigan’s Obsolete Property Rehabilitation Act (OPRA) 	

Benchmarking References and Method

CASE STUDIES FROM PROFESSIONAL LITERATURE

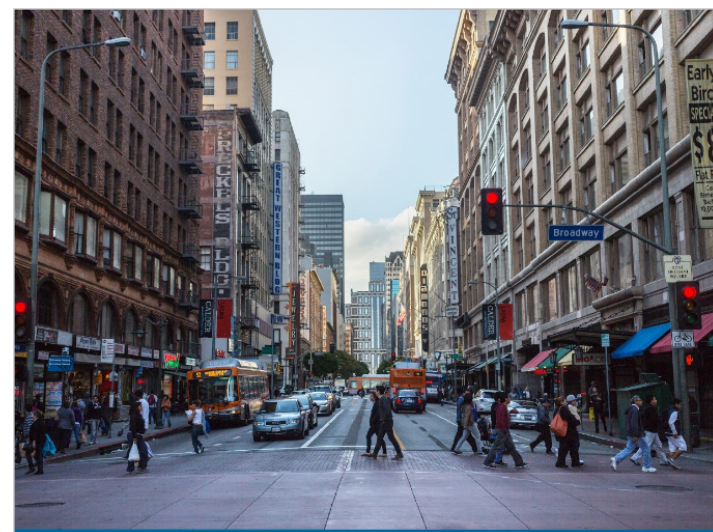
The primary document used to understand the current state-of-the-art for municipal adaptive reuse policy and strategy is the 2017 Report *Untapped Potential: Strategies for Revitalization and Reuse*. This report was commissioned by The Partnership for Building Reuse, which was then comprised of the National Trust for Historic Preservation (NTHP), Preservation Green Lab (now absorbed into NTHP), and the Urban Land Institute (ULI). This document offers an assessment of the benefits of adaptive reuse as well as the most commonly encountered barriers to this project type across the country.

The report identifies the four top barriers to adaptive reuse as:

1. Zoning
2. Parking
3. Financing
4. Building Codes

Additionally, it includes five case studies focused on major US cities which address these barriers through a variety of innovative strategies. Because these barriers vary in intensity and combine differently from place to place, and because Holland has taken significant steps to mitigate many aspects of these barriers through its adoption of the Unified Development Ordinance (UDO) and other countermeasures, the Report findings have only limited applicability to Holland's current circumstances. In some situations where Holland is "ahead of the curve", the report also affirms the directions taken by the City. Still other considerations and insights are noted as applicable to Holland's current circumstances, warranting further study. These items are summarized below:

1. **Zoning:** Here, many "best-practices" in current zoning practice which have been identified by the report either apply differently to communities based on size (and are therefore not necessarily fitting solutions for Holland), or are already implemented in Holland's current strategies. One helpful reminder in the Report is to allow new zone districts to "reflect valued historic patterns" in terms of open space, setbacks, and even minimum lot sizes.
2. **Parking:** According to the Report, "The requirements to provide parking for reuse projects was the single most cited barrier", and the Report stressed that adaptive reuse projects in particular may encounter undue financial burden through the development costs associated with parking infrastructure, as well as



Untapped Potential: Strategies for Revitalization and Reuse

October 2017



practical limitations to what prevailing parking minimums may call for given historic site layouts and other project-specific factors: “Parking requirements that are one-size-fits-all eliminate the opportunity for context-sensitive development.”

Specifically, the Report highlights helpful examples, such as:

- a. In London, where “after parking minimums were converted to maximums, only 17 percent of projects have parking that meets the old minimum—illustrating how required minimums exceed actual market demand.”
 - b. In Baltimore, where parking requirements are waived for structures over 50 years old or properties that have received historic tax credits.
3. **Financing:** Because adaptive reuse projects rarely fit into a simple financial model or a standard construction management playbook, financing them can be more challenging. To offset these challenges, a few countermeasures have been identified for their consideration in Holland’s context:
- a. “Targeted Access” to benefits, provided by the municipality through an ordinance or program, which might provide a streamlined regulatory / permitting process, reduced fees based on eligibility, etc. (ex. Phoenix, AZ).
 - b. A “Building Reuse Loan Fund”, which offers lower-interest gap financing for eligible projects (ex. Buffalo, NY).
4. **Building Codes:** Historic buildings and adaptive reuse projects may encounter situations which are not fully contemplated within or served by operative Building Codes. The Report notes that for smaller developers pursuing adaptive reuse projects in particular, code complexity can present heightened challenges which may exceed a small team’s expertise. Specific to Holland, additional insights/ideas from this Report include:
- a. Ensure a consistent review process, and enable the code review officials to provide the highest quality service to developers through staff training which is specific to code navigation for adaptive reuse projects.
 - b. Re-frame the approach to “upgrade requirements” imposed on a project when the use changes: Many projects inherently flag the need for modernization of a building’s code compliance only when a change in use or other major update is proposed (whereas an existing use might be grandfathered to continue). In some cases, such updates relate to accessibility and life safety, and should be required, while in other cases, requirements such as bathroom counts or energy updates may be waived or adjusted at the discretion of a code official if the project becomes eligible under an adaptive reuse program or policy.

Additional strategies demonstrated within the report include:

- Mapping and Modeling “Adaptive Reuse Opportunity” (as shown in the Philadelphia example at right), to understand where areas might benefit from tailored ordinance(s), programs, and strategies
- Consideration of an “Adaptive Reuse Ordinance” (a Model Ordinance is offered in the Untapped Potential Report and can be adapted to the needs of Holland, MI).

Benchmarking on the Basis of Comparability to Holland, MI

In recognizing that adaptive reuse strategies in major cities may not fully map to the current conditions in Holland, Michigan, additional benchmarking has been conducted in mid-sized and small cities found in similar geographic contexts. Benchmarking within the State of Michigan may provide the most applicable innovations, while other communities within the Midwest / Great Lakes Regions may also offer helpful insights.

ROCHESTER, NEW YORK

The City of Rochester, New York offers Zoning Ordinance provisions (<https://ecode360.com/8682232>) which afford more flexibility to the development of Designated Landmarks. This specifically allows office use to be considered within other non-office settings (i.e. a historical house within a residential zone district) and a more case-by-case treatment of parking requirements.

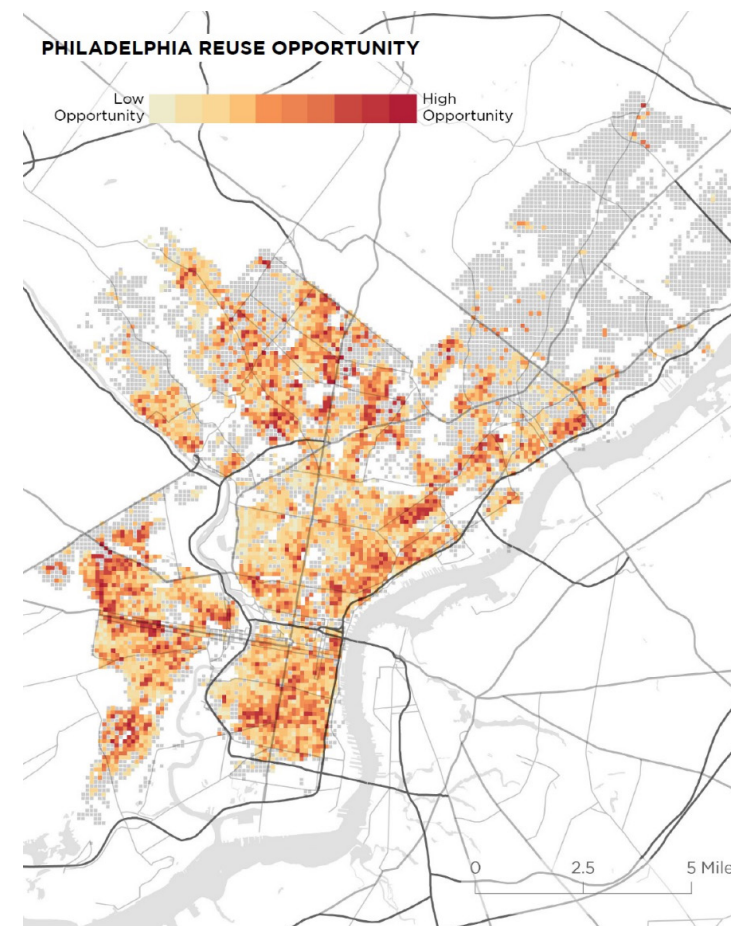
DULUTH, MINNESOTA

As a city within the Great Lakes Region of more comparable size to Holland, the City of Duluth, Minnesota (pop. appx. 85k) was specifically recognized in Untapped Potential for its approach to mitigating specific adaptive reuse barriers related to building codes: “Code officials in Duluth, Minnesota are encouraged to be open to ‘acceptable alternative solutions’ to code compliance when it comes to existing buildings so as not to create an undue financial burden on the developer.”

CEDAR RAPIDS, IOWA

The City of Cedar Rapids was identified as a midwestern city which, like Holland, has also recently completed a comprehensive zoning overhaul (its current Zoning Ordinance became effective in August of 2022). The city differs from Holland in size and also finds itself in unique circumstances due to recent natural disasters which have impacted development through the loss of building stock and the increase in access to Federal relief funding. Despite these and other key differences, Cedar Rapids still provides a useful benchmark, given two innovative features found with Cedar Rapids’ proactive approach:

1. **Traditional Industrial Mixed Use (T-IM) Zoning District:** In this section of the newly implemented zoning code, it is recognized that certain areas with predominantly light industrial past uses may be appropriate for a broader mix of uses through transformation by adaptive reuse: “T-IM is focused on providing the users, employees, and owners of the industrial operation already in place with additional options for a diversified range of services, food, shopping, and housing





while creating opportunities for the adaptive reuse of structures in the district that are currently underused or abandoned.” As such, the range of uses is increased beyond the previously allowed uses for those areas.

2. **Cedar Rapids Historic Preservation Proactive Strategies Pamphlet:** The City’s Community Development Department offers a Pamphlet which highlights the City’s current approach to promoting adaptive reuse. The “Proactive Strategies” currently implemented and listed in the document include the formation of an Historic Asset Inventory Committee “to create an inventory of historic properties in the community”. This Inventory hones in on specific “focus properties” with adaptive reuse potential operating as a key lens. Additionally, the City offers standard economic incentives and helps to facilitate the use of state and federal historic tax credits (HTCs). In particular, the City has observed that among their local developer base, the most effective users of HCTs on a routine basis are those who have acquired a working comfort with the application process and system through multiple projects (perhaps Holland could similarly cultivate a cohort of “frequent fliers” as a strategy).

SOUTH PORTLAND, MAINE

Although the City of South Portland, Maine has only limited comparability to Holland due to its distant location on the East Coast, it shares surface-level similarities with Holland in terms of population (appx. 28,000) and its standing as a waterfront community. In particular, South Portland is notable for two innovative zoning features which help to enable and encourage adaptive reuse.

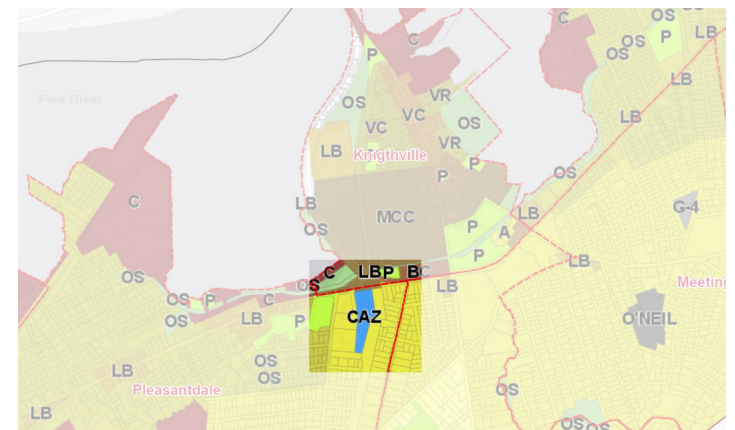
1. **“Adaptive Reuse” Zoning Sections (Sec. 27-1591 – Sec. 27-1594):** In this case, the City Zoning Code features special provisions for adaptive reuse projects of historical significance within residential areas while strategically limiting the qualifying uses which can leverage the provisions, and imposing additional requirements which align with related City priorities: “The purpose of these Adaptive Reuse requirements is to allow for a limited number of additional uses as special exceptions for historic resources as an incentive to stimulate investment in the structure and allow for the long-term maintenance and upkeep of the property without significantly altering the predominantly residential nature of the zoning district.”
 - a. Provisions include more ability to introduce non-residential uses into residential zoning districts and increased flexibility on parking requirements to balance pre-existing site constraints with data-driven (as opposed to prescriptive) parking demands, on the basis of Planning Board discretion.
 - b. Additional Requirements and Conditions include the property’s listing on the City’s Inventory of Archeological and Historical Resources, restricted hours of

operation for some uses, and site buffering where applicable. Allowable uses are limited and listed on the basis of their compatibility to residential zoning districts, although the Planning Board is authorized to grant discretionary approval of additional non-listed uses which are considered “low-intensity”.

2. **Conditional Zoning, such as the Conditional Armory Zone (CAZ):** In this case a single parcel received tailored zoning in order to support the preservation and eventual adaptive reuse of a building fragment, while a large element of the original building was allowed to be demolished. The CAZ contemplates a very specific development scenario, informed by the public, private, and nonprofit entities involved. Ultimately the project hosts a variety of uses including a corridor-oriented commercial filling station and convenience store as well as a martial arts business and civic displays commemorating the history of the place and the original building use. A local preservation advocacy group, Greater Portland Landmarks, assisted in the process, and expressed a mixed appraisal of the project’s overall success from a preservation standpoint: *“Finding new uses for vacant large-scale buildings is a challenge. While Landmarks would have preferred a development that preserved the entire building, we worked with the city leaders and the developer in an advisory capacity to ensure that the portion of the armory to remain will be preserved in a manner consistent with national preservation standards.”*

The Zoning Code describes the intent of the tailored policy: *“This conditional zoning district provides for the use of the former Armory facility as an automotive filling station, convenience store, restaurant and business & professional services and related activities and includes specific performance standards to minimize negative impacts to the surrounding neighborhood.”*

- Provisions include the allowance of a filling station use in a context which would have otherwise not allowed such a use.
- Additional Requirements and Conditions include strict oversight of specific building elements, site plan requirements dictating the location of filling pumps, requirements for public art display areas, and more.





ALLEGAN, MICHIGAN

In March of 2023, a phone interview was conducted with City Manager Joel Dye to discuss the community's overall approach to promoting adaptive reuse developments. In the past, Mr. Dye noted that the City Government had been "more reactionary than proactive" and that in recent decades, the approval processes did not demand a high standard of quality for developments. As the City looks to move forward, it has taken the now common step of reducing parking standards within the Downtown area to lessen the imposed burden on infill projects which might help further activate the district with vitality, street life, and commerce. A further step is currently under consideration in the City's draft Master Plan Update, which would eliminate the minimum acreage for a Planned Unit Development (PUD). This would allow developers to craft their own zoning for a site, provided that they can clear a "high bar" of development quality. Mr. Dye related this strategy to adaptive reuse scenarios using an example of a neighborhood store (Mercantile or Retail use) which might have existed historically, but would not be allowed under the location's current zoning. In such a case, the developer could use the PUD to make the case for restoring an older use in an existing building or setting. As a downside, he noted that the term "spot zoning" can be applied to such circumstances, but expressed that the PUD process, even on small parcels can add important "layers" to a neighborhood, and are sometimes appropriate.



In addition to the Downtown areas, the City Government remains fully supportive of development teams interested in adaptive reuse of the City's retired mill buildings. In this case, the City is small enough (and thus nimble enough) to help remove regulatory "roadblocks" on a case-by-case basis. Additionally, the City can apply directly to the State of Michigan for a Community Development Block Grant (CBDG) on a developer's behalf in support of a project which aligns with City objectives, as they did this for a former JC Penny Building, which received \$811,960 towards its adaptive reuse project.

Although the City does not typically have funds to contribute directly to developments in the form of grants, it has played an active role in acquiring blighted properties and selling them to developers to enable future projects. Once such success of this approach is located at 136 Brady St., which was sold in 2019 by the City for \$1, based on specific use restrictions and parameters aligning with City objectives.

Lastly, the City has leveraged provisions within the State of Michigan's Obsolete Property Rehabilitation Act (OPRA), to secure specific property tax exemptions for selected developments with strategic merit.

Design Guidelines

Context & Common Issues

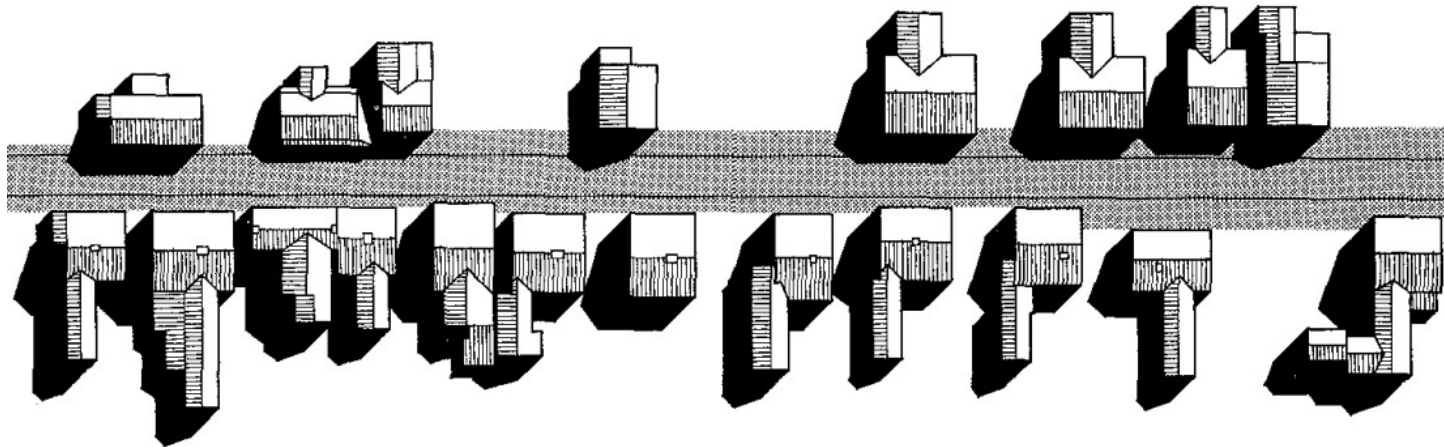
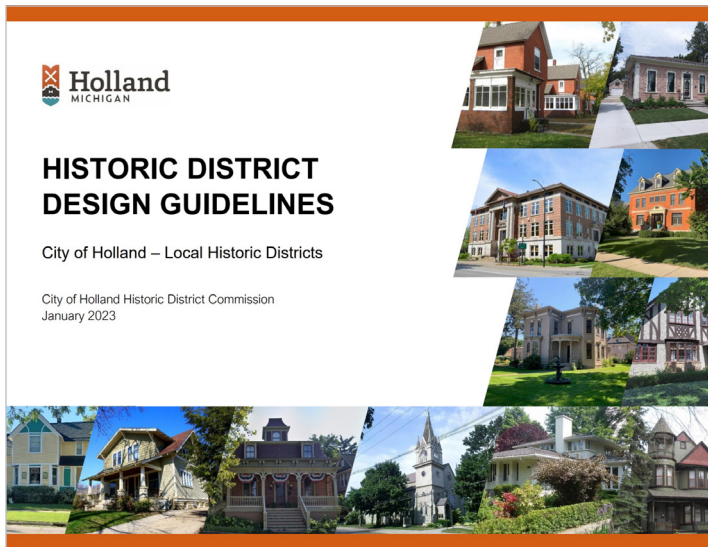


Figure 52. Single-plane facades face and align with the street.

A Site Development graphic from Building With Nantucket in Mind (1992)

Fundamentally, conserving a lovable urban context must go beyond the care of discrete historical resources such as individual buildings. Rather, it requires holistic stewardship of a place's "DNA" or character, and the facilitation of place-based, living traditions, which allow physical neighborhoods to continuously regenerate, mature, and flourish in response to their unique cultural and climate-based conditions. This facilitation involves the cataloging of character-defining features across a stock of buildings, landscape elements, public spaces, stories, and more. Additionally, it involves conveyance of this information to designers, builders, craftspeople, and owners, so that fresh new projects can help establish continuity across past, present and future.



In January of 2023, the City of Holland’s Historic District Commission (HDC) adopted Design Guidelines which apply to all Local Historic Districts within the City. These Guidelines invite property owners to consider solutions which calibrate their projects with the design traditions of the place, and allow for new work to harmoniously contribute to the existing context through regeneration.

While proposed projects within the Local Historic Districts, including alterations, additions, and new construction must obtain a Certificate of Appropriateness (COA) (granted on the basis of adherence to the Secretary of the Interior’s Standards for Rehabilitation), the Guidelines provide a non-prescriptive range of options for a variety of project types including facade alterations, porch design, window repair and replacement, garage door replacements, and more, helping to prepare and orient proposals for both the COA application process and local preservation aims more broadly.

The guidelines are distinctly graphical in their approach and invitational in tone to maximize accessibility and use. Additionally, they are published for easy access online and in hardcopy at the Herrick District Library, and were introduced to the Community through an informational public workshop (March 2023).

Although Local Historic Districts represent a primary tool for robust preservation of historic fabric, it is important to acknowledge that many neighborhoods which are not currently designated (locally, nationally, or otherwise), are nevertheless both historic and worthy of intentional guidance. **Thus, Holland’s Historic District Design Guidelines, in adapted form(s), may find wider applicability in additional neighborhoods which are both culturally significant and historic.** With this in mind, the conception and use of guidelines is further explored within this study to build upon Holland’s existing work. Benchmarking which leverages both professional literature and case studies has been conducted to better identify best practices and innovations related to this topic.

Benchmarking References and Method

CASE STUDIES FROM PROFESSIONAL LITERATURE

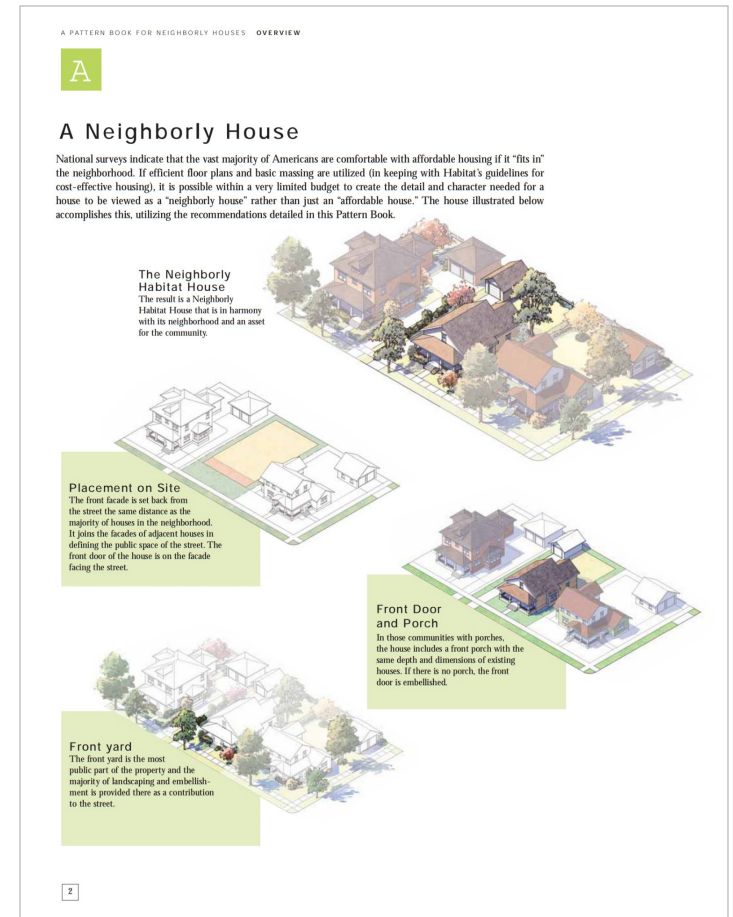
In the United States, Design Guidelines have served communities in tandem with the Secretary of the Interior's Standards for Rehabilitation for many decades, and help preservation planners strike a balance which accounts for universal best practices in preservation and local considerations and needs.

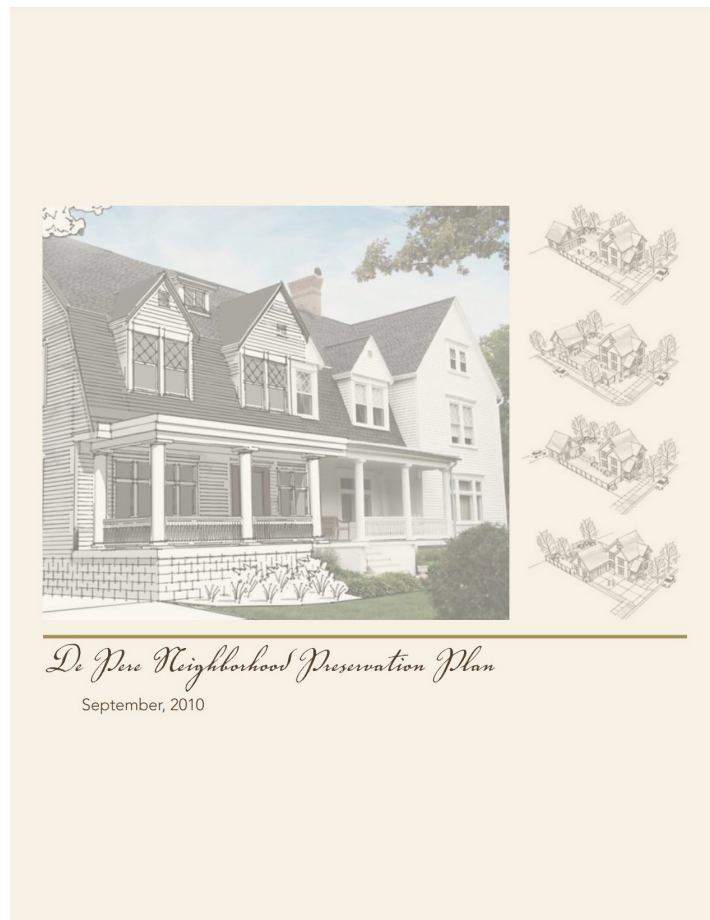
As Ellen Beasley notes in *Design Guidelines: A Preservation Perennial*, it is generally recommended that guidelines be user-friendly, and given that their most frequent users may be owners as opposed to design or construction professionals, they should be clear and easy to read. This is especially true for smaller communities:

"In most instances, non-design professionals will constitute the bulk of users, including many review-board members, property owners, developers, contractors, builders, and perhaps even staff. Consequently, guidelines need to be written and illustrated in a way that is understandable to the nonarchitect, but then do not presume that all architects will understand them either. Guidelines should reflect not only the visual makeup of the district, but also the property owners and/or the people who live and work in the district. For example, design guidelines for a district in a large city with a sizeable design community could be more complicated than those written for towns in which there are few, if any, design professionals."

A good guideline elevates standard practice within a place or context, and can overlap with pattern books, which also capture and synthesize a broad range of character-defining features and design solutions. One exemplary document of this kind is *A Pattern Book for Neighborly Houses*, published by the U.S. Area Office of Habitat for Humanity International & the Institute for Classical Architecture and Art (ICAA) in 2008. This document offers a host of both architectural and site design considerations, and includes a remarkably clear step-by-step process for transforming common housing designs into high-quality, character-rich compositions.

This resource also anticipates the emergence of the topic of Missing Middle Housing (MMH), and features guidance for single-family detached houses, multi-family housing types, and mixed-use designs - each with neighborliness as a primary consideration. Like all resources which are widely published, additional steps should be taken to harmonize its content and recommendations with Holland's local character and building culture, which may even differ in subtle ways from one neighborhood to the next.





Benchmarking on the Basis of Comparability to Holland, MI

DE PERE, WISCONSIN - HISTORIC NEIGHBORHOOD PRESERVATION PLAN (2010)

The City of De Pere, Wisconsin's innovative Neighborhood Preservation Plan offers a range of "advisory recommendations" that will be valuable to property owners as they contemplate home improvements." These advisory recommendations address both site and building design considerations, and are tailored to specific neighborhoods, notably taking a "light touch" approach, where only the most critical issues are treated. This approach, which may enhance Holland's existing Infill Review Process, may be more appropriate in neighborhoods which are not Local Historic Districts, but still warrant guidance, attention, and stewardship. Such Holland neighborhoods might include the Prospect Park Neighborhood, Washington Square Neighborhood, Hope College Neighborhood, Wildwood area, and more.

De Pere's Plan also demonstrates how the impact of the Secretary of the Interior's Standards for Rehabilitation might be tempered to better align with community needs. For instance, Standard #3 states: "Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken." Here, project reviewers may feel compelled to deny applications which propose an addition of a feature which is not clearly distinguished from the original construction (in vintage and/or style), seeing such a proposal as potentially creating "a false sense of historical development" or as "conjectural". However, while this issue arises frequently and can threaten a place's historic integrity, many owners prefer that a new addition match its existing building stylistically. Additionally, the notion of "regeneration" of urban DNA may take a more lenient approach, where specific craft, compositional, and stylistic traditions are allowed to unfold continuously as opposed to only during a strict period of significance. This sentiment is suggested within De Pere's Plan, where advice on the design of porches is offered: "The porch should look like it was part of the original design of the structure."

Here, conflict between operative documents might be unlikely outside of Local Historic Districts, but a more nuanced understanding may be required to allow for Local Historic Districts and National Register projects (especially those accessing Historic Tax Credits, or HCTs) to gain flexibility if desired. Each locality should discern an appropriate balance between these perspectives according to its needs and sensibilities, and when uncertainty arises, consultation and dialog with the State Historic Preservation Office (SHPO) might be necessary.

SOUTH BEND, INDIANA - ZONING OVERLAY DISTRICTS

The City of South Bend, Indiana has begun to deploy Zoning Overlay Districts. This tool imposes prescriptive, local Design Standards applied to neighborhood contexts which are historical, but outside of Local Historic Districts (and thus not necessarily subject to the Secretary of Interior’s Standards for Rehabilitation). These locally-derived standards are akin to Design Guidelines, and offer an excellent benchmark for establishing the scope of broad, place-based guidelines, which might address massing, materials, facade articulation, site development and more.

In one example, the City’s Zoning Ordinance articulates the intent of the Northeast Neighborhood Zoning Overlay:

“Intent The NNZO District is established to accomplish the following purposes:

1. To establish a comprehensive design approach for the NNZO;
2. To encourage high-quality design of new buildings and site development that preserves and enhances the character of a traditional neighborhood;
3. To create a strong, unique neighborhood identity;
4. To provide a range of design options to address future development opportunities; and,
5. To instill and enforce the sense of “pride of place” among residents, businesses, and property owners.”

Unlike invitational Design Guidelines however, the Zoning Overlay standards work in concert with other Zoning and Form Based Code (FBC) requirements, and are imposed for alterations, additions, and new construction within designated areas. It is important to note that such an approach has been calibrated to address intense development pressures in certain areas, and thus a more tempered approach modeling content but remaining voluntary may be most appropriate to address Holland’s current needs.

21-05.02

(c) Relationship to the Zoning Ordinance
The NNZO provides more comprehensive standards for this area. All development shall meet the standards of this NNZO and the underlying zoning district. In the case of conflict between the provisions of this NNZO and other provisions of this zoning ordinance, the more restrictive provision shall prevail.

(d) Uses

(1) Accessory Uses
(A) Trash Containers. Residential trash containers shall not be stored in an established front or corner yard.

(e) Access & Parking

(1) If an alley is not present, off-street parking areas for corner lots shall have access from the secondary street.

(2) All off-street parking areas, except for residential buildings with 4 or fewer units, shall be located in an established rear yard.

(3) Where alleys are used as a means for two-way access to and from off-street parking areas for a nonresidential use, the width of such alleys shall be at least 18 feet wide.

(f) Building Standards

(1) Building Design


(A) The front or corner facades of a building shall have a maximum facade transparency of 75 percent for the ground floor and 40 percent for upper floors.

(B) Door and window shapes shall be primarily rectangular (oriented vertically), or square. Horizontally oriented windows with vertical divisions may be used when consistent with the building’s architectural style and character. Round, hexagon, and octagonal shaped windows shall only be used as accents.


(C) If a parapet is more than 4 feet in height above the roof line, it shall be of a uniform height all the way around the roof.

OVERLAY DISTRICTS
NNZO Northeast Neighborhood Zoning Overlay


(D) All residential buildings shall use an identifiable architectural style or combination of styles that incorporate elements and details that remain consistent with that style. Modern Style building facades are prohibited.



American Foursquare Style



Colonial Revival Style



Craftsman Style

5-4

September 27, 2021

- Principle 3 Integrate, Connect, and Enclose Public Spaces**
- Create pedestrian connections between parking areas, sidewalks, bike path, parks, and retail areas.
 - Link the neighborhood with pedestrian passageways and streetscaping.
 - Define outdoor spaces with landscape features, attractive edge treatments, and attractive buildings sides.
- Principle 4 Mend Gaps in Neighborhood Fabric**
- Redevelop vacant and nonhistoric sites in a manner appropriate to the scale and historic pattern of the neighborhood.

- Locate off-street parking to the rear, side, or beneath buildings.
- Consolidate or eliminate existing driveways on the north side of the street.

- Principle 5 Accent Neighborhood Entries and Edges**
- Invite pedestrian/bike path traffic into the neighborhood by creating distinctive trail-heads along side streets.
 - Encourage using high visibility sites for distinctive, landmark-quality buildings.

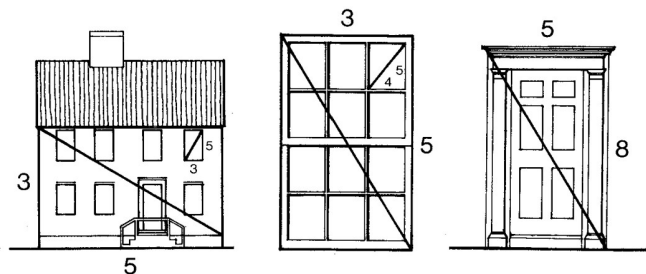
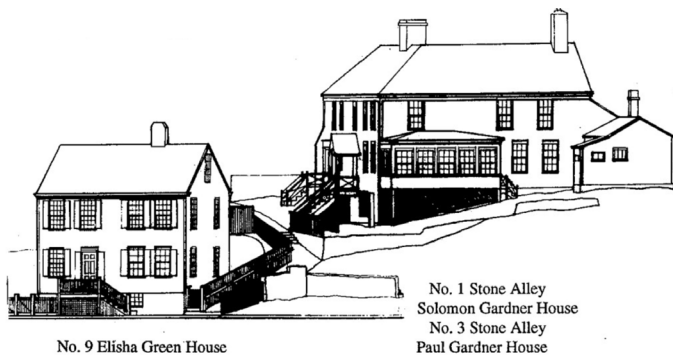
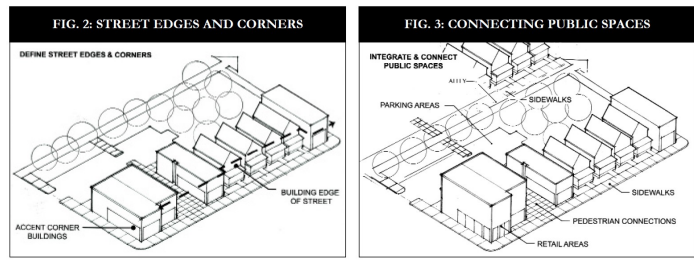


Figure 46. Proportions are ratios of dimensions, height to width.

MADISON, WISCONSIN

In 2004, the City of Madison, Wisconsin, published Design Guidelines & Criteria for Preservation for the City's Williamson Street Corridor. The effort was divided into both Guidelines and Criteria, which served different purposes:

- Design guidelines will be used by the neighborhood in reviewing projects by City Boards and Commission and will provide the principles to evaluate merits of projects.
- Criteria will be adopted as an ordinance amendment to the Third Lake Ridge Historic District and must be adhered to. The criteria is administered by the Madison Landmarks Commission.

In this case, local considerations supplement the Secretary of the Interior's Standards for Rehabilitation, as the document operates within a Local Historic District. It also serves as a tool for evaluation of project proposals, operating on the basis of established Principles & Patterns for Overall Neighborhood Design set out during a public engagement process.

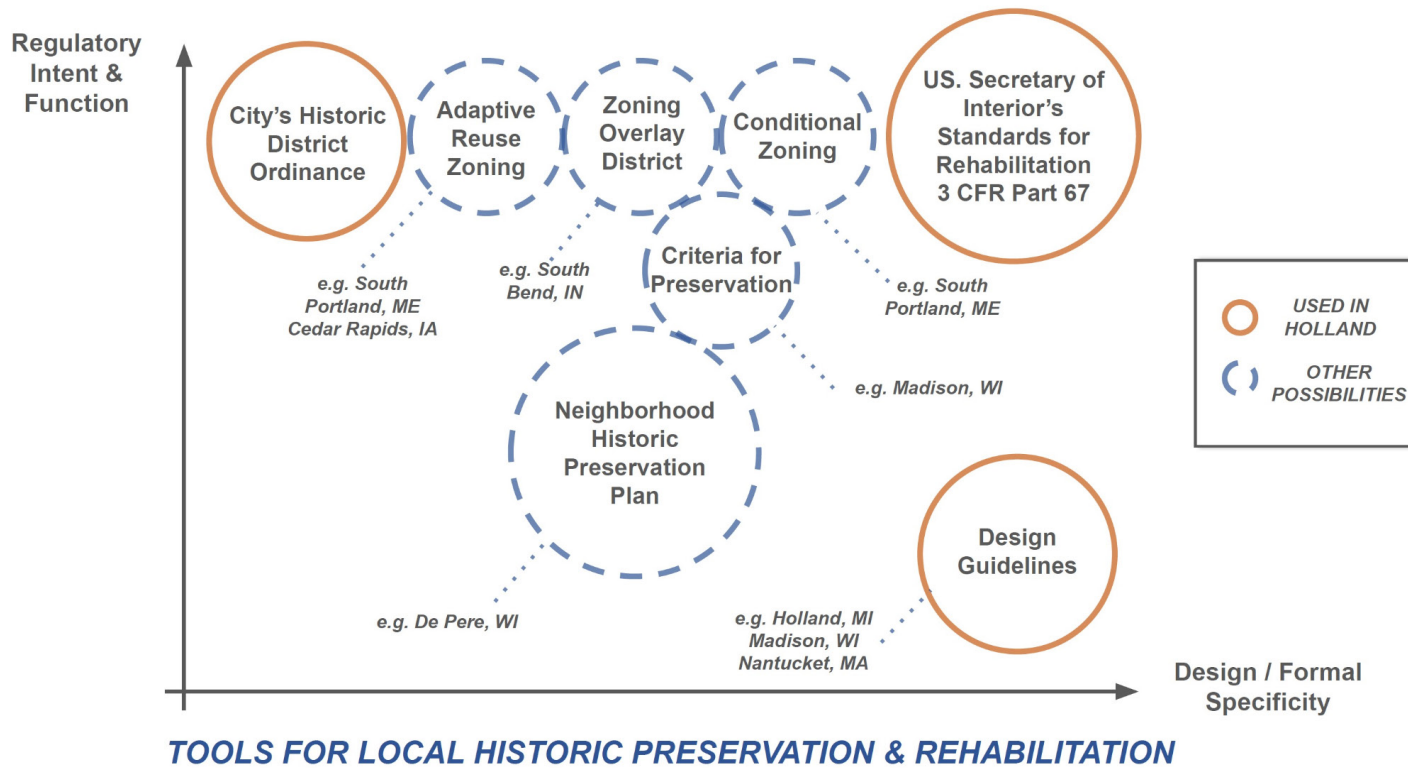
Having the Principles and Patterns established, Guidelines and Criteria are sorted into sets for Rehabilitation and Restoration (Part III) and New Construction (Part IV). The separation of these project types might find applicability in Holland, where considerations vary based on whether a historic resource is being altered, or a neighborhood context is receiving a new structure. Ideally, both cases allow for fabric and place to mature, and the tailoring of guidelines to contemplate the unique aspects of each project type might further enrich the process.

NANTUCKET, MASSACHUSETTS

The gold standard for locally-calibrated Design Guidelines is Building with Nantucket in Mind (1992). This document, developed and revised over several decades, offers a comprehensive description of Nantucket's unique context, considering both historical and natural developments. Its Design Guidelines offer very detailed rationale, examples, and heuristics for building composition, use of materials, additions and alterations, site development, and calibration of character based on location and setting on the Island. It approaches the character of Nantucket with respect, and invites and encourages its audience (often designers, builders, craftspeople, and owners) to elevate a project's aspirations to fully participate in and contribute to Nantucket's rich fabric.

The authors of Building with Nantucket in Mind successfully capture the many aspects of their place's character, managing to assemble the detailed and nuanced knowledge base expected of an experienced and rooted Town Architect. The Guidelines successfully synthesize this information so that it can be available for community use across generations, allowing for the continuous unfolding of Nantucket's many living traditions, while modeling true regenerative conservation for other communities.

Recommendations



A Summary diagram showing the variety of benchmarked tools available and their respective suitability for either i. Regulatory Intent & Function or ii. Design / Formal Specificity, or combinations of both.



“The greenest building is...one that is already built”

-Carl Elefante, FAIA, FAPT

“The conservation of historic places, under the direction of any number of planners and design professionals, is dependent on the proficiency of the conservators, the trade mechanics, and specialized technicians who have chosen to pursue careers in the broad field of historic preservation.”

-David C. Overholt, APT-RP (2005)

Historic Preservation Trades

Context & Common Issues

A significant challenge for Holland’s Historic Preservation Planner and its Historic District Commission is to provide appropriate preservation guidance to homeowners when the building trades necessary for a project may not be easily accessed within our community.

In many cases, general contractors and subcontractors, such as carpenters, masons, and window installers may offer a high degree of competence associated with the mainstream best practices of modern construction, but lack the specialized expertise necessary to address challenges in preservation at the highest standards. For example, a top-rated window installer may be an expert at installing a certain brand of replacement windows, based on price point and style, and can assure a high quality of work accompanied by a multi-year warranty for both the windows and the installation. However, that same provider may not be an expert in the restoration of existing window sashes or casings. As a result, the cost for the latter scenario may be quoted significantly higher, and may be delivered without comparable warranties, performance, or perceived quality or workmanship. Another example, perhaps more specific to the Holland area, arises when a homeowner would like to pursue foundation or stone masonry alterations or repair (note that much of the historic building fabric features local Waverly Stone as a building material). Since Waverly Stone is no longer available to purchase, and because much of the currently used material is approaching its end of useful life due to erosion and other forms of degradation, it might be unhelpful to impose the use or refurbishment of this material in certain cases. However, the local trades involved in such cases (concrete and masonry contractors) may not be equipped to advise on cost-effective substitutes which align with preservation objectives (ex. use of local Field Stone).

In situations like these, homeowners may opt for more modern solutions to projects ranging from basic maintenance to major renovations to align with a contractor’s preferred materials and methods. This decision generally favors predictability over fidelity to preservation aims, but may represent the most reasonable option when historic preservation trades are absent from the market.

Such challenges are not unique to the Holland area, but represent a global issue arising from the industrialization of the building material supply. This industrialization has removed much of a material’s processing from the place where it will be used, and centralized it within manufacturing processes and large-scale supply chains. The result is a homogenous material palette and associated construction culture which relies on common solutions to navigate construction code and cost challenges, while neglecting several key considerations related to stewarding a local built context, including:

- The ability for homeowners and communities to establish preventative maintenance routines, as manufactured materials may be designed for replacement rather than repair

- The inherent environmental sustainability associated with a culture which reclaims, repairs, and restores existing fabric, and opportunities to further emphasize connections between green initiatives and historic preservation efforts
- The relationship between a material palette and local building character
- Opportunities for local craft to flourish on the basis of relations to specific materials
- The management of perceptions of preservation trades as an exotic (and thus expensive) solution to stewarding an old building

These considerations underscore the importance of cultivating a locally available community of tradespeople who are equipped with the knowledge and resources necessary to address the unique needs of Holland, especially in cases where Historic Preservation aspirations are also established.

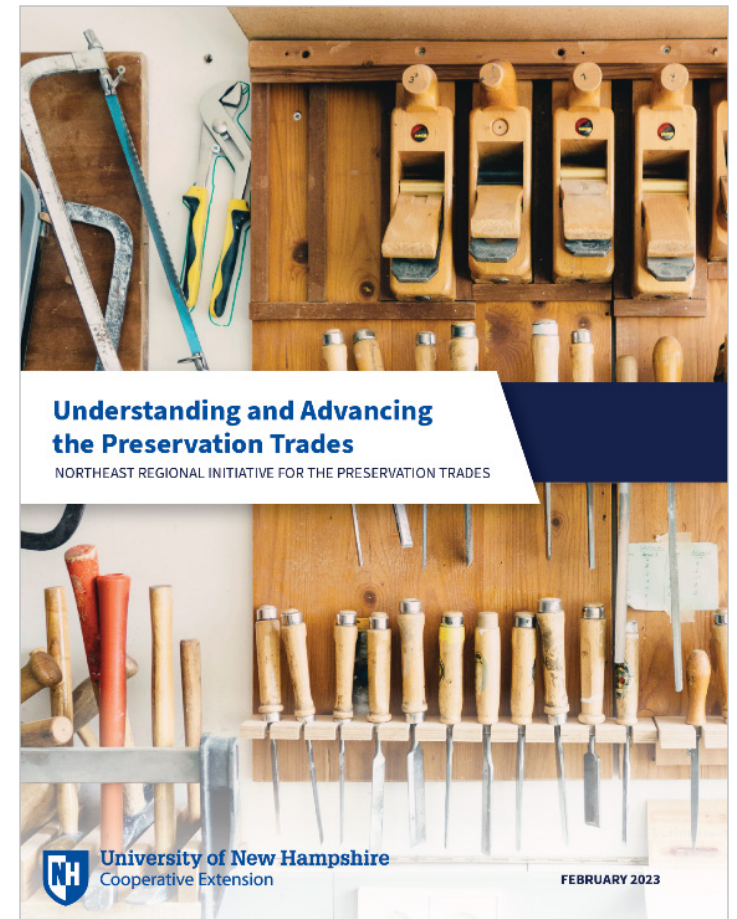
Benchmarking References and Method

CASE STUDIES FROM PROFESSIONAL LITERATURE

At the suggestion of Holland's former Preservation Planner, Phil Meyer, the team reviewed the 2023 report *Understanding and Advancing the Preservation Trades* published by the Northeast Regional Initiative for the Preservation Trades and the University of New Hampshire Cooperative Extension. Although this report examines challenges and opportunities within a different region, it is highly applicable to Holland's context, as many parallels exist in terms of the aging of built fabric, development pressures, workforce demographics, career training opportunities and initiatives, and preservation objectives and aspirations. The report affirms the urgent need for preservation trades to be cultivated and deployed: "From economic, cultural, and environmental standpoints, preservation trades matter, and sustaining this workforce demands greater attention."

One feature of the report which is useful is its survey data, which examines perceptions among practitioners related to the state of the preservation trades. It is particularly helpful to notice the breadth of trades considered in this study, which include areas of specialty which might not always be associated with preservation, such as Project Management, Energy and Efficiency, Architectural Design & Planning, Landscaping, and Engineering.

Possible Future Work: The survey method could be replicated in Holland to help identify where key shortages might exist. Additionally, collaboration between Preservation Planning Staff and other programs, initiatives, and staff departments might help identify overlaps and synergies which could enrich services to the city, such as in the case of sustainability.





Benchmarking on the Basis of Comparability to Holland, MI

A range of initiatives, programs, and other efforts have been initiated to advance the preservation trades, both locally and further afield. Several examples have been identified for specific aspects which might be applicable to the context of Holland. These examples range from activities which have emerged organically, such as a case where Muskegon's Hackley-Hume Houses receive collaborative assistance from their local paint retailer, to more organized initiatives, such as the Living Trades Academy in Detroit, which places an emphasis on skills development through field immersion and experiential learning, while also basing project work on actual preservation projects within the community and maintaining an ongoing affiliation with the Michigan Historic Preservation Network (MHPN). This wide range of useful and instructive examples has been sorted into groups including Grassroots Organizations, Institutional Allies, Educational and Career Development, and Professional Organizations and Government.

GRASSROOTS ORGANIZATIONS

Grassroots efforts depend heavily on individuals who are willing to shape, organize, and steer a program to get it started, and then keep it going. Affiliations with more established and authoritative partners (i.e. Living Trades Academy and MHPN) may help a grassroots effort find its footing and gain a broader audience of stakeholders and supporters. Future work on the part of City Staff could include engaging Holland's Neighborhood Connectors to gauge interest in such programs, while also identifying potential key personnel to explore possible ideas and/or potentially launch an organization or program.

Local Examples

- Living Trades Academy, Detroit, Michigan (<https://www.mhpn.org/living-trades-academy/>)
- South Bend TradeWorks, South Bend, Indiana

Other Examples

- Franklin Heritage, Franklin, Indiana (<http://www.franklinheritage.org/>)
 - » Notable Innovation: Operates the Madison Street Salvage as a "vessel for Franklin Heritage, Inc. to raise funds and continue historic restoration projects in Franklin such as The Historic Artcraft Theatre while also promoting other local businesses." A question arises; could this work in Holland?
- Refab, St. Louis, Missouri (<https://www.refabstl.org/>)

INSTITUTIONAL ALLIES

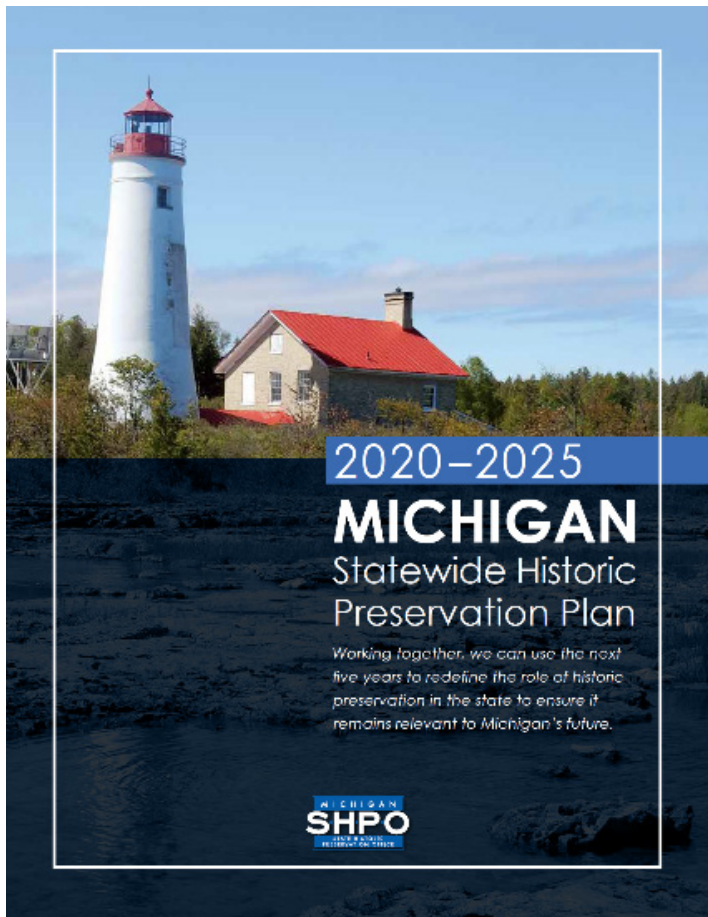
Local Examples

- Hackley-Hume Houses (Lakeshore Museum Center), Muskegon, Michigan (interviewed 4/2023)
 - » Notable Innovation: The organization staffs a full-time maintenance team to care for the Hackley-Hume resources. The team's scope includes the operation of an on-site window sash restoration shop. In the past, this shop has hosted members of the community to demonstrate sash restoration, which raises the following questions: 1. Given the site's location within a broader local historic district, could residents of the district access the shop for guidance or affordable support of their sash restoration projects? 2. Given the resources and infrastructure at the Cappon and Settler's Houses, could a similar model serve Holland's local historic districts?
 - » Notable Innovation: The local Sherwin-Williams paint retailer in Muskegon has grown accustomed to assisting the organization with selection of appropriate paint colors based on historical record and preservation best practices, and has cataloged the palette for the property, making it easy to access quickly. This cleverly locates specific expertise within the supplier – a common approach in many trades, and grows the expertise where it can be used to help other homeowners as well. In recent years, a handful of Holland's historic homes have been painted using color palettes which do not align fully with their style groups or the area's historical character (example: a Craftsman home previously rendered with muted accenting colors and warm earth tones repainted in bright primary colors such as royal blue and yellow, which are less associated with the Craftsman style). This tendency could occur in part because of the lack of knowledge within the trade, where a painter cannot advise on the appropriate color scheme, or lacks confidence to do so. Would Holland's paint suppliers embrace the opportunity to develop the expertise needed to advise on paint color selection for the historic neighborhoods? Could city-wide or district-wide color palettes be developed by suppliers in partnership with the City, and serve as a voluntary guideline document?



EDUCATIONAL & CAREER DEVELOPMENT

Local Educational Institutions such as Community Colleges and Technical Training programs may play a role in cultivating the preservation trades as supplemental or adjacent training opportunities for students pursuing careers in construction. Currently, the local programs do not offer specific preservation trades training. Future work on the part of City Staff could be to approach these institutions to explore strategic partnerships which could further preservation trades cultivation locally, identifying specific training, certificate, and apprenticeship frameworks which support mutual goals and appeal to prospective students.



Local Examples

- Grand Rapids Community College
 - » Note: Per GRCC, the College's Residential Construction program used to offer specific instruction in Historic Preservation but this component of the curriculum is longer offered due to the retirement of a faculty member.
- Allegan County Area Technical & Education Center Building Trades Program, Allegan, Michigan (<https://www.alleganaesa.org/Page/167>)

Other Examples of Associate Degree-level or Similar Training in the Preservation Trades

- American College of the Building Arts, ACBA (<https://acba.edu/>)
- North Bennet St. School, Boston (<https://nbss.edu/>)
- Belmont College, Ohio (<https://belmontcollege.edu/bpr/>)
- Savannah Technical College, GA (<https://www.savannahtech.edu/academics/historic-preservation/>)
- Clatsop Community College, OR (<https://www.clatsopcc.edu/academic-path/academic-programs-a-z/historic-preservation/>)

PROFESSIONAL ORGANIZATIONS AND GOVERNMENT

Overarching bodies focused on Historic Preservation exist at the State, Federal, and International levels. At each of these levels, professional organizations and regulatory (governance) offices work to support property owners, communities, municipalities, and society at large through the advancing of Historic Preservation aspirations.

Preservation trades have emerged as a critical priority for Michigan's State Historic Preservation Office (SHPO) and are addressed thoroughly in the current Statewide Preservation Plan, affirming parallels between Holland's circumstances and trends in other locales such as the Northeastern United States. Further work on the part of City Staff could be to engage with SHPO, MHPN, and other teams to identify programs, grants, and support which can be leveraged locally to pursue preservation aspirations and situate Holland as a leader among comparable cities in the realm of preservation trades development and engagement.

Regional

- Michigan Historic Preservation Network (MHPN)
- Michigan State Historic Preservation Office (SHPO)
 - » SHPO's Statewide Historic Preservation Plan (a five-year plan for 2020-2025) identifies its first of its five goals as Targeted Preservation Education, which lists

as its first strategy to “Establish historic building trades and sustainable preservation programs”

National

- National Center for Preservation Technology and Training, NCPTT (<https://www.nps.gov/subjects/ncptt/index.htm>)

International

- Association for Preservation Technology International, APTI (<https://www.apti.org/>)

ADDITIONAL POTENTIAL FUTURE WORK

Cultivation of preservation trades locally may be addressed through the following future work options, which expand upon Action Steps recommended within this Plan.

1. Conduct a Historic Preservation Trades Survey & Gap Analysis --- Assessing the Current State: Conduct a survey through the local Home Builders’ Association, focusing on a few key questions:
 - a. whether the builder/firm has undertaken historic preservation work;
 - b. what are the types of historic preservation trades they specialize in if they have undertaken such work;
 - c. what might enable or encourage them to develop this expertise or greater awareness
2. Grow Preservation Trades through a Multi-Prong Approach --- Filling the Gaps
 - a. Talent development and apprenticeships with regional institutions (MCC, GRCC, OAISS, ASA, HBA)
 - b. Scholarships for historic preservation trades (Institutions + CFHZ)
 - c. Professional development for current trades (SHPO, MHPN, City of Holland)
 - d. Cultivating grassroots stewardship (e.g. South Bend Trade Works, Living Trades Academy)
 - e. Equipping existing nonprofits (e.g. Holland Museum)
3. Supporting the Trades from a City / Regulatory Perspective
 - a. Outline & Streamline the Application / Review Process
 - b. Organize Semi-Annual Seminars with the HBA (“Builders Education Session” + “Community Education) to provide updates and education on guides

MICHIGAN'S STATEWIDE HISTORIC PRESERVATION PLAN GOALS SUMMARY 2020–2025

VISION: Michigan is a model of successful historic preservation through shared awareness, engagement and investment.

GOAL 1: Targeted preservation education

1. Establish historic building trades and sustainable preservation programs
2. Provide training on how to conduct historic research
3. Make historic preservation education opportunities more widely available to the public
4. Hold regular historic preservation trainings for historic district commissions
5. Create youth education programs and establish mechanisms to reach the K–12 audience

GOAL 2: Expand preservation funding opportunities

1. Reinstate the state historic preservation tax incentive
2. Establish a state historic preservation endowment fund
3. Increase the number of grants available for historic preservation activities
4. Develop funding eligibility criteria and approval processes that address the needs of underrepresented communities
5. Secure new funding sources for historic preservation

GOAL 3: Increase diversity in historic preservation

1. Increase diversity in Michigan's National Register of Historic Places nominations
2. Diversify membership in Michigan's historic preservation organizations
3. Increase the number of minority professionals working in the historic preservation field
4. Offer more historic preservation training opportunities to underserved communities

GOAL 4: Build stronger partnerships

1. Partner with stakeholder institutions and local community organizations to work towards implementing the state plan's goals and objectives and to increase awareness of historic preservation at all levels
2. Work to introduce legislation to require the review of state-funded projects
3. Build and strengthen relationships between stakeholders to engage the public and bring relevancy to historic resources
4. Connect to and reach a broader audience through cultural heritage tourism programs and expand the use of new technologies and social media formats

GOAL 5: Maximize communication

1. Develop a statewide historic preservation marketing plan
2. Increase the historic preservation presence on social media
3. Develop historic contexts that engage a new audience through storytelling
4. Use historic resource survey and designation of sites associated with underdocumented areas and underrepresented communities to reach a broader audience
5. Highlight the connection between historic preservation and environmental sustainability



WASHINGTON SQUARE NEIGHBORHOOD ENGAGEMENT & VISIONING

FINAL REPORT
(DRAFT.
JUNE 7, 2023)



ACKNOWLEDGEMENTS

CITY COUNCIL

Nathan Bocks, Mayor
Tim Vreeman
Jay Peters
Belinda Coronado
Nicki Arendshorst

Scott Corbin
Dave Hoekstra
Quincy Byrd
Lyn Raymond

CITY MANAGER: Keith Van Beek

WASHINGTON SQUARE BUSINESS IMPROVEMENT DISTRICT BOARD

Chris Alderink
Carolyn Buck
Robert Gerow

Gregg Hill
Tammy Hillen
Justin Lambers
Mark Vanderploeg

PARTICIPATING WASHINGTON SQUARE BUSINESSES & COMMUNITY ORGANIZATIONS

The Biscuit
Brew Merchant
The Galleria
Harbor Health & Massage
Jhomary's Paradise
The Minit Mart

PAX Co-Working Studio
Lambers Land Development
Plant Lab
Holland Aquatic Center
Westcore Neighbors

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We are grateful to the residents, businesses, community organizations, and stakeholders who contributed their ideas and feedback in making this Neighborhood Plan possible.

SUMMARY

NEED & OPPORTUNITY

Since the Washington Square streetscape improvements were undertaken in the late 1990s/early 2000s, the commercial neighborhood node has been revitalized and experienced vibrant, relatively stable business activities.

Building on the streetscape improvements, the commercial neighborhood node has seen additional interest and opportunities over the last two decades:

- Undertaken a 2005 Washington Square District Enhancement Study to give guidance on potential façade improvements;
- Existing vacancies or redevelopment opportunities (e.g. 431 Washington Ave);
- New planning and zoning initiatives (e.g. South Shore Village, Non-Motorized Plan, Washington Square Form-Based Code);
- New property owners and tenants which have given new energy to the reinvigorated Washington Square Business Improvement District (BID) Board;
- e.g. The Galleria, PAX CoWorking Studio, Jhomary's Paradise, Wilson Dance Studio, Plant Lab, 453 Washington Ave, 431 Washington Ave
- Desire by City of Holland and the Washington Square BID Board to refresh the commercial neighborhood node.

The recent momentum and renewed beginnings of a public-private partnership vehicle in the Washington Square BID Board presents an opportunity to enable a collaborative approach in the stewardship of this commercial neighborhood node and its surrounding neighborhood.

GOALS & PROCESS

Using the Framework Thinking approach, a community engagement and planning process was undertaken between May and July 2023 to:

- Take stock of the existing conditions and progress in Washington Square;

- Align identified needs and opportunities from residents, businesses, other stakeholders;
- Cast a comprehensive, coherent vision and community-oriented roadmap to guide the future of this unique neighborhood.

KEY FINDINGS & TAKEAWAYS

- Washington Square is a historic, vibrant neighborhood node with culturally diverse businesses and residents.
- Located in the tree-lined traditional residential neighborhood, Washington Square is also co-mingled with educational, community, and faith organizations, such as Holland Public Schools, Vanderbilt Charter Academy, Moran Park, the Boys & Girls' Club of Holland, and the Holland Aquatic Center.
- Long-time and recent businesses have strong interests in stewarding the Square, and have initiated community-oriented events year round to engage the neighborhood.
- This Vision and Plan celebrates the historic character of the Washington Square neighborhood while addressing more fundamental issues of traffic safety, streetscape, and public realm improvements for more outdoor areas for activation and programming.
- The concepts in this report demonstrate some possibilities to inspire and beget action. Other design options could be proposed through private planning.

IMPLEMENTATION

- This set of long-term vision, guiding principles, and framework for Washington Square are meant to serve as evaluation lenses in stewarding any future developments
- The implementation steps proposed are a flexible starting point for further discussions between the City of Holland, the Washington Square Business Improvement District Board, and Westcore Neighbors.
- In balancing priorities and resources, improvements which are easier to implement could be pursued along with patient explorations of more complex, yet worthy major projects.

REPORT CONTENTS

- 1 NEED, OPPORTUNITY & PROCESS
- 2 CONTEXT & EXISTING CONDITIONS
- 3 COMMUNITY ENGAGEMENT, KEY ISSUES & OPPORTUNITIES
- 4 NEIGHBORHOOD VISION, GUIDING PRINCIPLES, FRAMEWORK
- 5 POTENTIAL CONCEPTS & VIEWS
- 6 PROPOSED IMPLEMENTATION FRAMEWORK & STEPS
- 7 APPENDIX: ADDITIONAL VIEWS

HISTORY & CONTEXT

CONTEXT

Founded in 1912, Washington Square is one of several neighborhood commercial centers in the City of Holland. Business development and activity first started on the southwest corner of 18th Street with Peter Maas' butcher shops and grocery (1906) and Harry Doornbos' meat market. The east side of Washington Square was developed later in 1925, anchored by the Vogelesang Hardware store until the fire of 1943.

Since its inception, Washington Square has been home to a mix of essential businesses. Besides the stores above, the thriving neighborhood center was served by John Vander Veen's Minit-Mart, Maxine's Specialty Shop, Benjamin Geerds' Shoe Store, Jim Herspink's Jewelry & Gift Shop, George Dyke's Grocery, Van Appedorn's Medical Office, Henry Tysse's Radio Shop, Harold Draper's Meat Market, Harold De Loof's Drug Store, Dyke & Hornstra's Dry Goods, Ben Fren's Auto Garage, Barbara Jean's Bakery, a Kroger, and Peter Raffenaud's Washington Beverage.

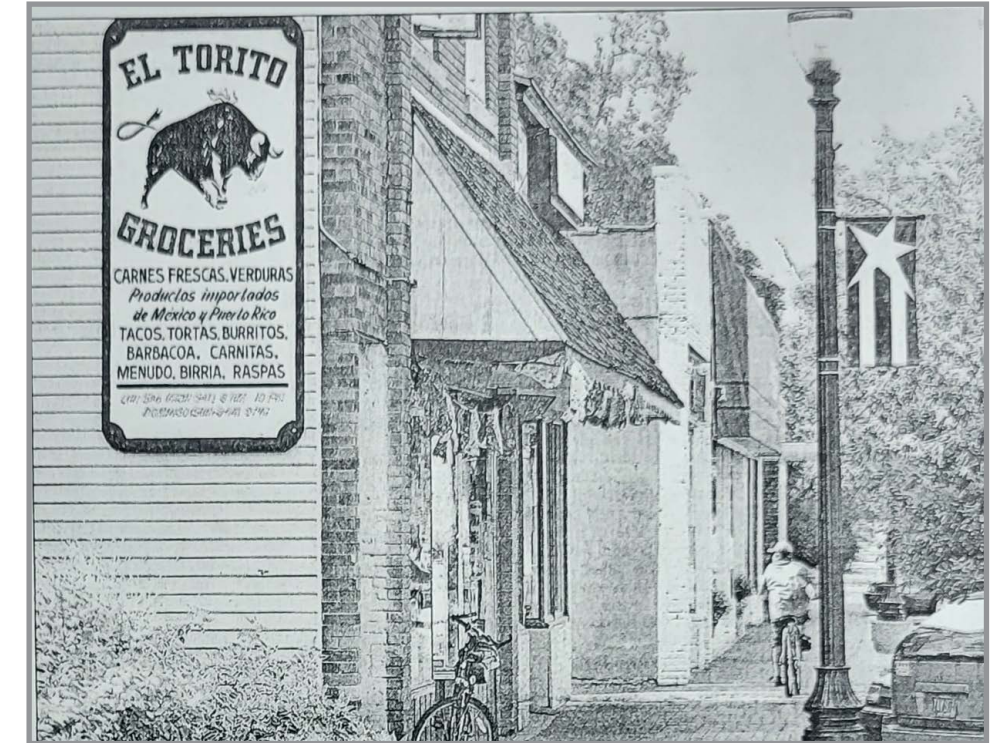
By the 1990s, there was a demographic shift in this commercial district. It had the highest concentration of Hispanic-owned and oriented businesses in the City, reflective of the community's growing diversity. At the same time, Washington Square was also showing signs of disrepair, prompting a group of Washington Square merchants to make this "city gem" a destination for the west side, as it had been for earlier generations.

With support from the City's Ourstreet Neighborhood Revitalization Program, the Washington Square Streetscape project -- a public-private initiative -- was completed in 1998. This was followed by a second phase of exterior modifications in 2005 with federal funding secured through a joint effort by the Washington Square shop owners and the City of Holland.

Today, Washington Square is stewarded by the Washington Square Merchants Association and the Washington Square Business Improvement District Board (an appointed public board with the City of Holland). It continues to be the commercial heart of the Washington Square neighborhood, complementing the vibrant civic fabric anchored by institutions such as Holland Public Schools, the Vanderbilt Charter Academy, the Boys & Girls' Club, Holland Aquatic Center, Holland Hospital, Moran Park, and dozens of places of worship.

The creative, community-oriented spirit is evidenced by diverse dining and drinking establishments, services, and stores. The current businesses include:

- (i) culinary, brewery, restaurants, food processing, indoor urban farming, and a convenience store;
- (ii) a dance studio, a creative arts space, a co-working space;
- (iii) as well as health, finance, real estate, hair, and wellness services.



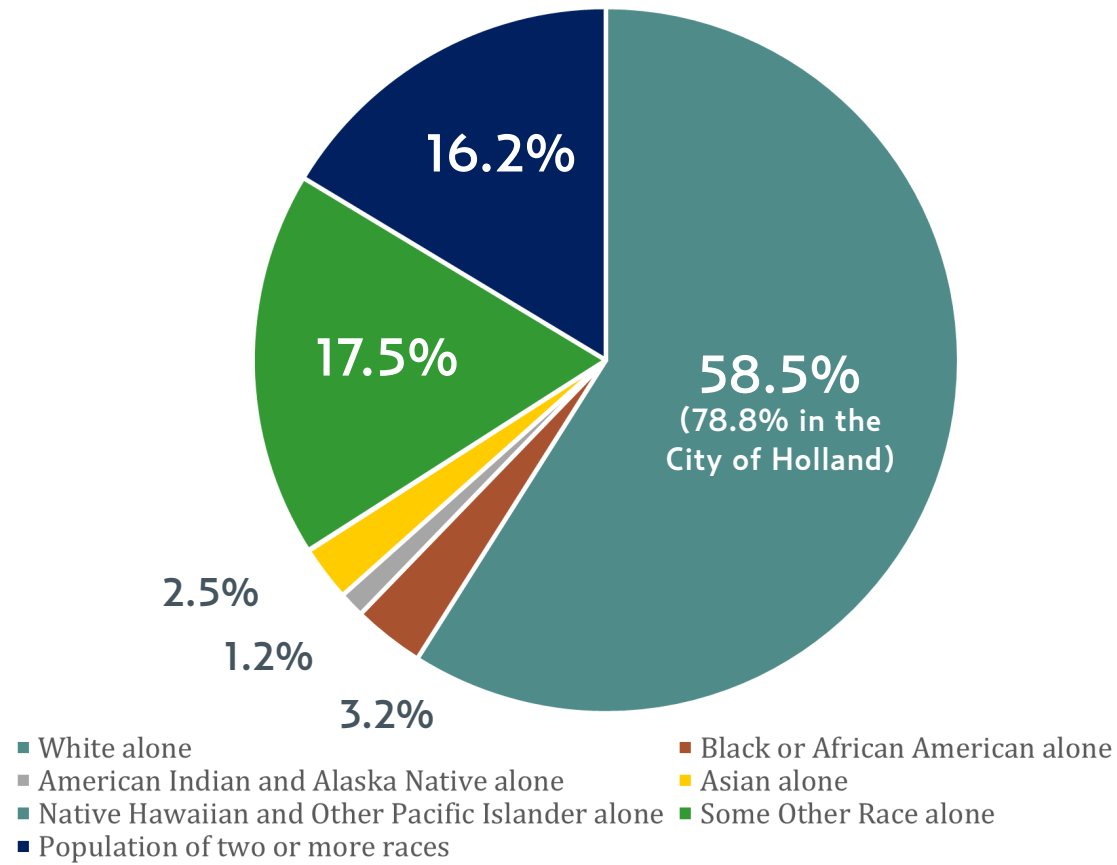
*Top: Washington Square after the facelift (2002)
The 11 stores in the district included a Mexican cafe, an Italian restaurant, a deli, an antique store, two flower shops, a grocer, a consignment clothing store and a hair salon.*



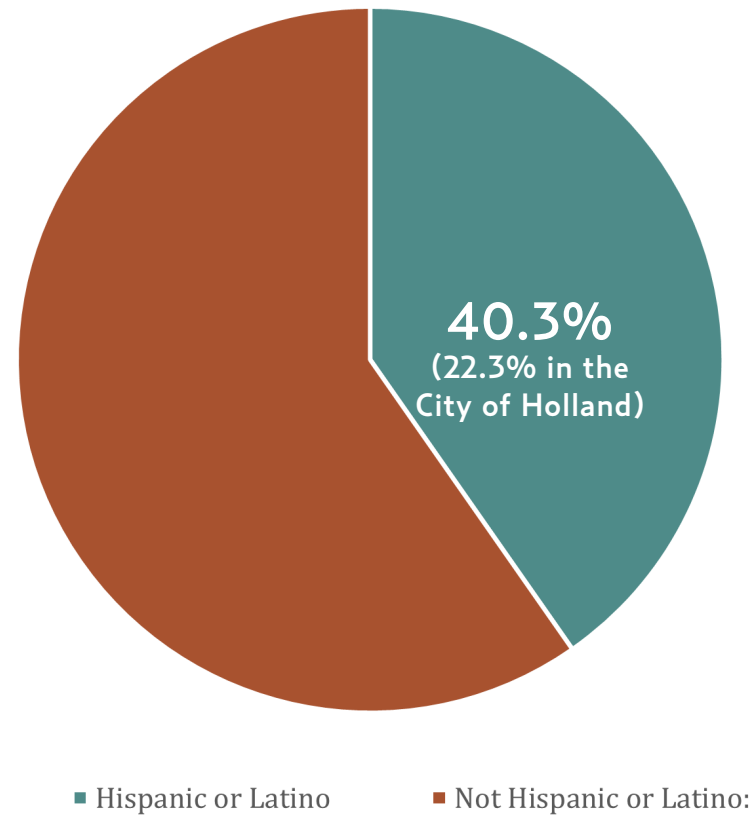
Bottom: Washington Square before the facelift (1997).

DEMOGRAPHICS

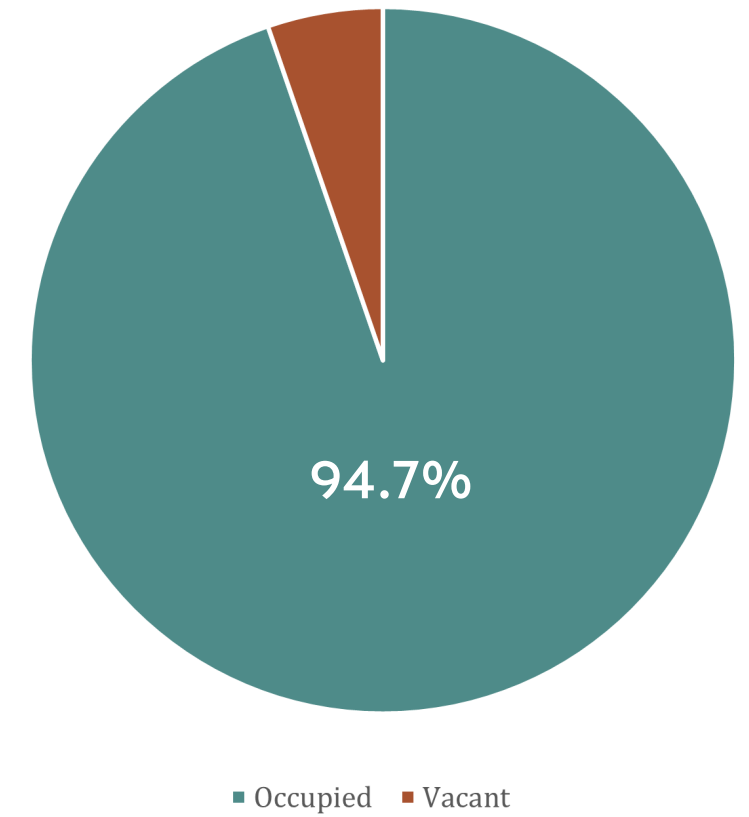
RACE



HISPANIC ORIGIN



HOUSING OCCUPANCY



COMMUNITY

According to the 2020 Decennial Census Report, there are 3,280 residents who live in the Washington Square Neighborhood (see Map on Pg 8). Compared to the City of Holland as a whole, the neighborhood has a more diverse population.

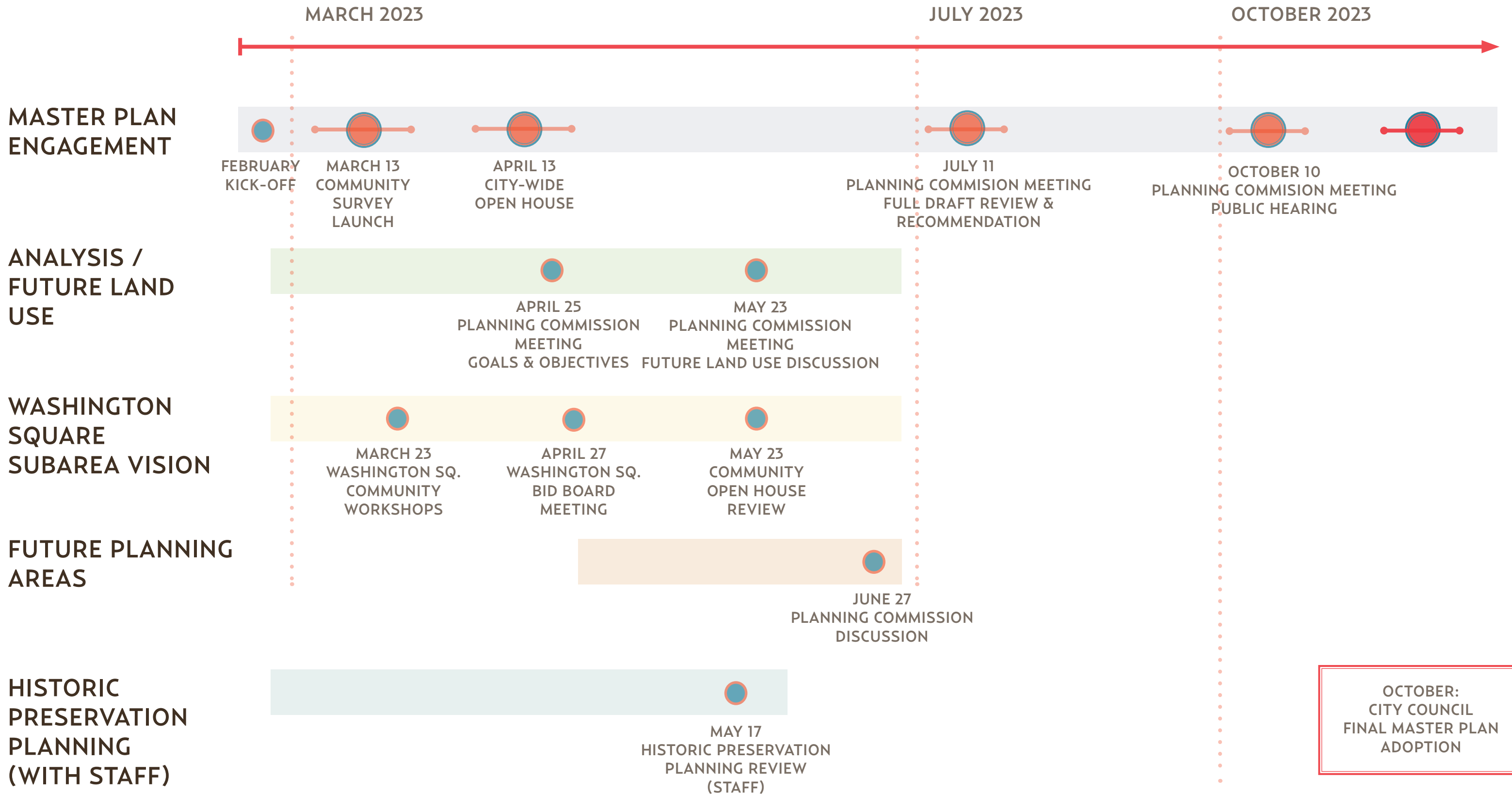
The household median income is \$71,606, which is 12 percent higher than the \$63,853 household median income for the City as a whole.

The neighborhood has the highest proportion of residents of Hispanic origins. Together with South Shore Village, this stands at 39.7% for Census Tract 258 (compared to a range of 7.9% to 30.7% for other Census Tracts in the City of Holland). The population diversity is also evidenced by the presence of many Hispanic businesses, community organizations, and the introduction of Spanish (as language immersion or additional language programs) in the local schools.

Housing occupancy is high at 94.7% in the neighborhood. Of the 1,107 residential properties, 90.6% are single-family properties, 9.4% are multifamily properties. 84.7% are owner-occupied properties, 15.3% are non-owner occupied rental properties.

Community building in this mature neighborhood has been spearheaded by the Westcore Neighbors & the Washington Square Merchants.

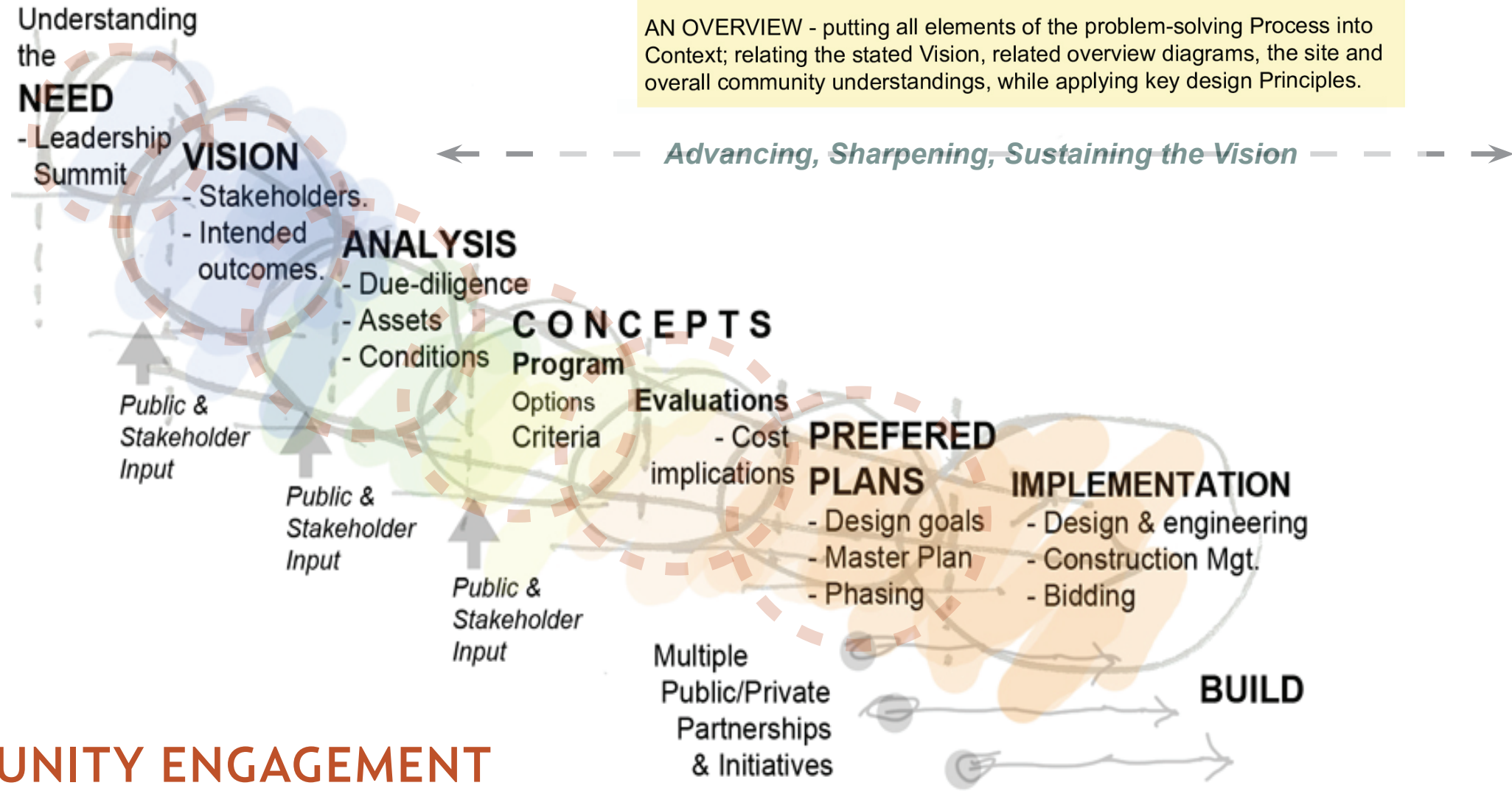
OVERALL MASTER PLAN PROCESS



WASHINGTON SQUARE VISIONING PROCESS

FRAMEWORK THINKING

AN OVERVIEW - putting all elements of the problem-solving Process into Context; relating the stated Vision, related overview diagrams, the site and overall community understandings, while applying key design Principles.



Credit: William J. Johnson

COMMUNITY ENGAGEMENT

MAR 23: NEIGHBORHOOD WORKSHOPS

APR 27: BID BOARD MEETING

MAY 23: COMMUNITY OPEN HOUSE
(SPRING 2023)

PLAN REFINEMENTS

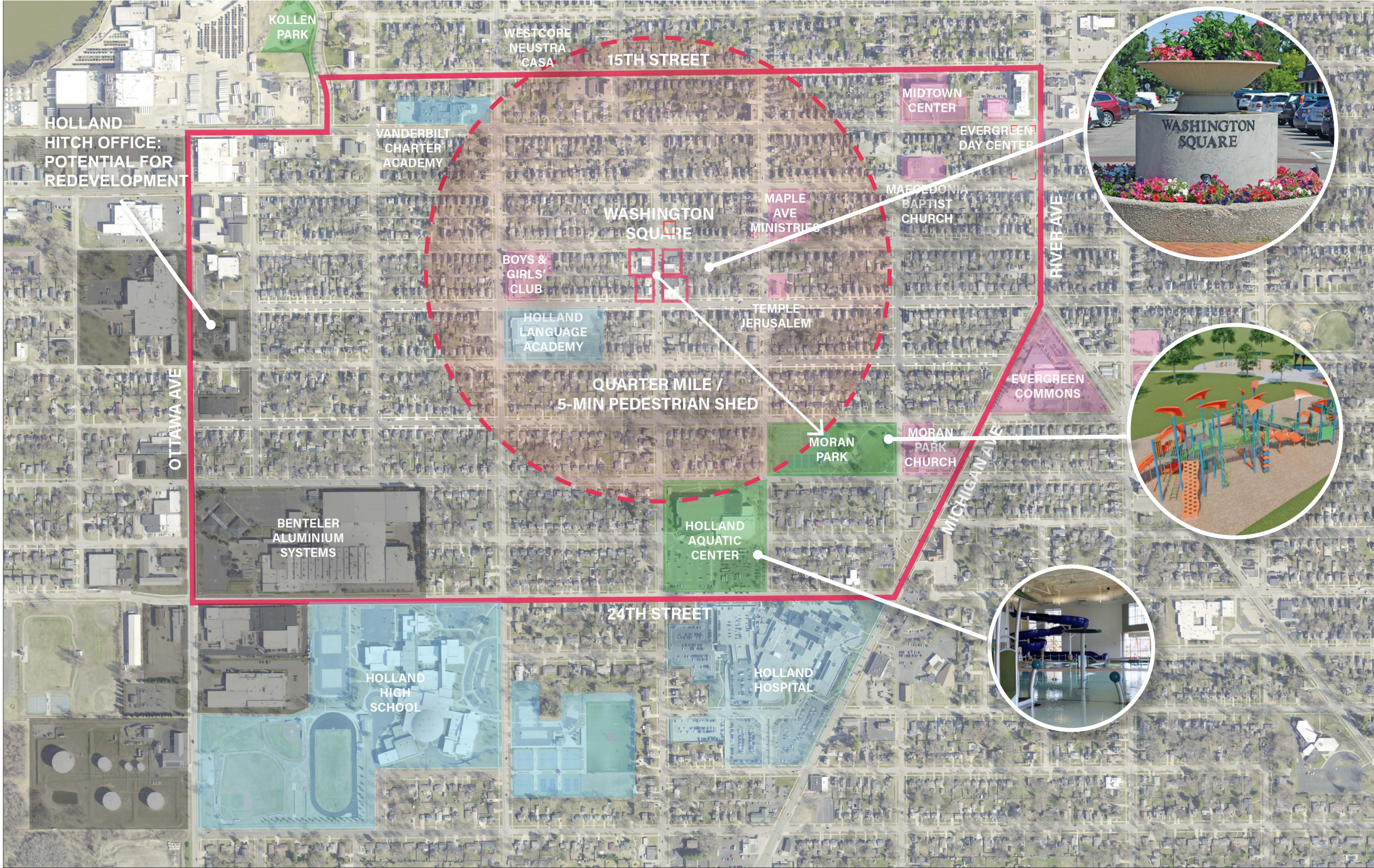
RECOMMENDATION

ADOPTION

IMPLEMENTATION

ITERATIVE REFINEMENTS

DEFINING THE NEED & OPPORTUNITY

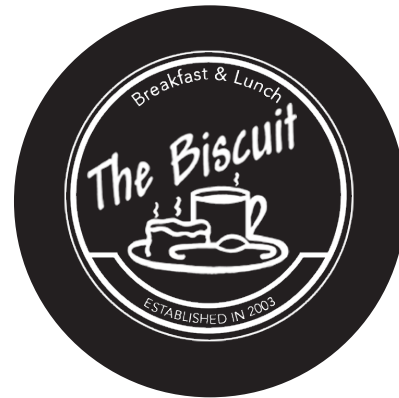


WASHINGTON SQUARE MERCHANTS

.....



CHORIZO SELECTO



WASHINGTON SQUARE BID BOARD



CHRIS ALDERINK
BREW MERCHANT



CAROLYN BUCK
PAX CO-WORKING STUDIO



ROBERT GEROW
THE BISCUIT



GREGG HILL
THE MINIT MART



TAMMY HILLEN
HARBOR HEALTH & MASSAGE

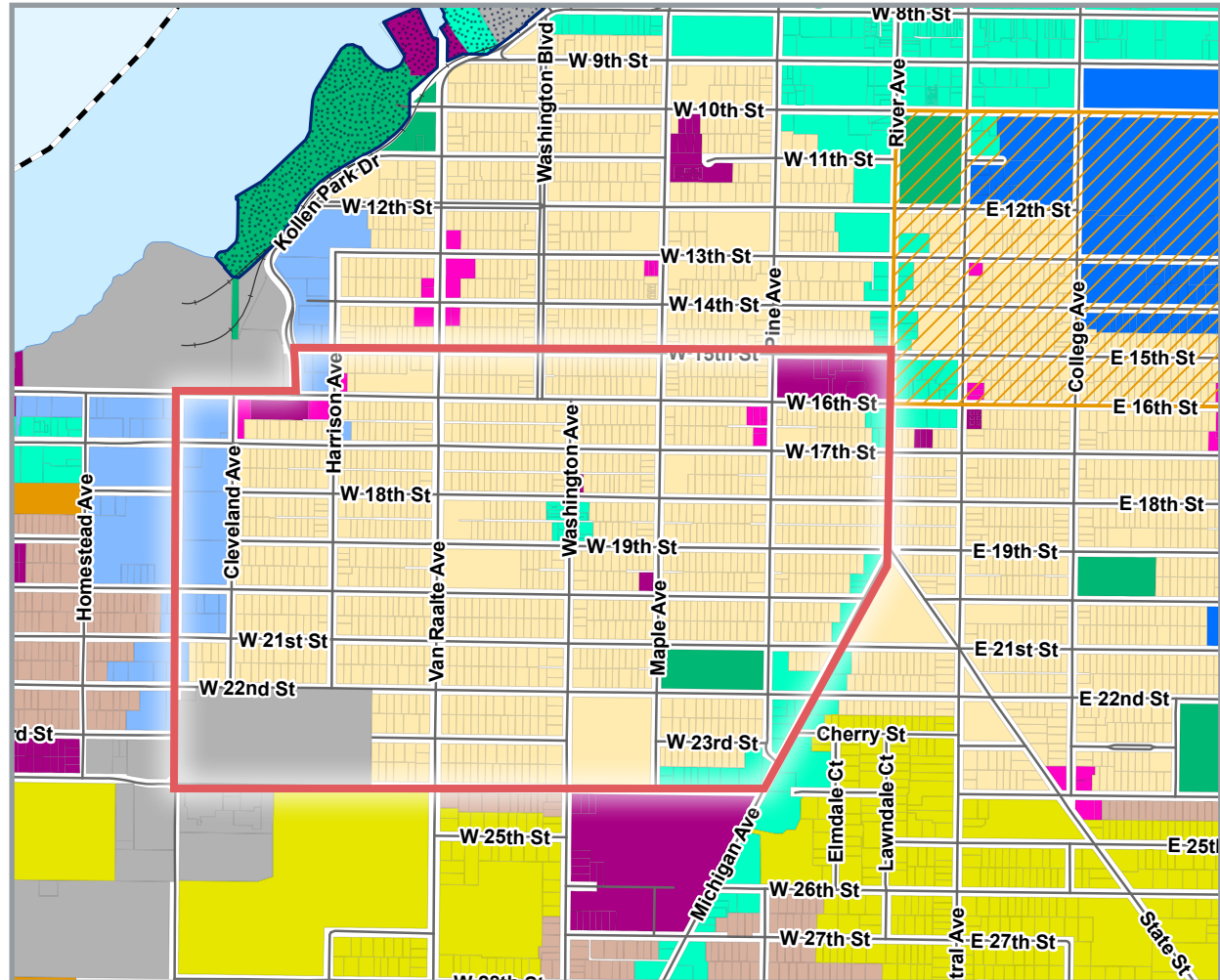


JUSTIN LAMBERS



MARK VANDERPLOEG
CITY OF HOLLAND

RECENT PLANNING INITIATIVES



Unified Development Ordinance (UDO)

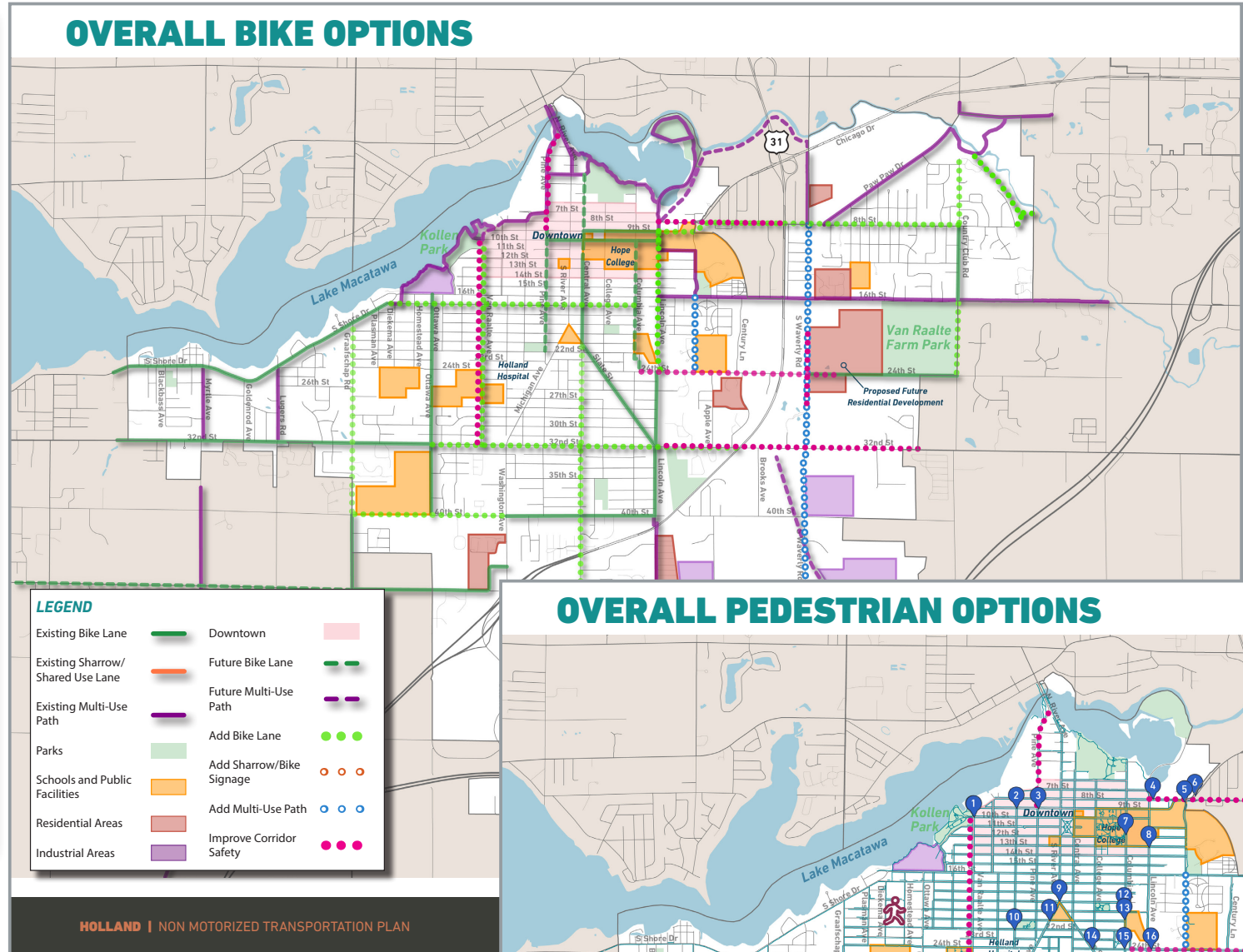
Zoning Map Section 1.05

City of Holland, Michigan

August 11, 2021

- LDR - Low Density Residential
- CNR - Cottage Neighborhood Residential
- MDR - Medium Density Residential
- TNR - Traditional Neighborhood Residential
- HDR - High Density Residential
- MHR - Manufactured Housing Community
- NMU - Neighborhood Mixed Use
- CMU - Corridor Mixed Use
- RMU - Redevelopment Mixed Use
- GMU - Greenfield Mixed Use
- ED - Education
- I - Industrial
- A - Airport
- OS - Open Space
- PUD - Planned Unit Development
- F - Form Based Code
- Airport Overlay District
- Hope Neighborhood Overlay District
- Waterfront Overlay District
- Water
- Marsh

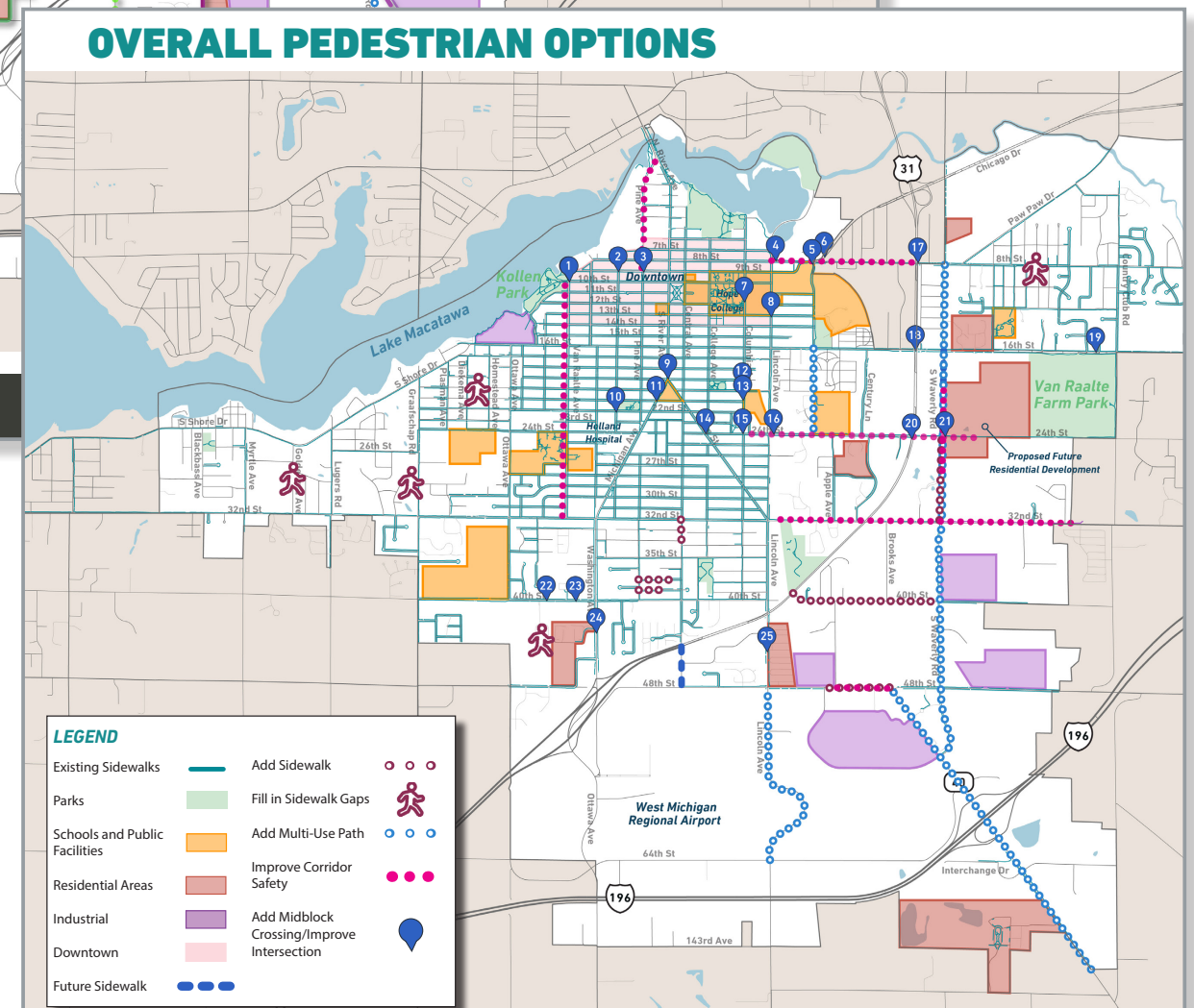
OVERALL BIKE OPTIONS



- LEGEND**
- Existing Bike Lane
 - Existing Shared Use Lane
 - Existing Multi-Use Path
 - Parks
 - Schools and Public Facilities
 - Residential Areas
 - Industrial Areas
 - Downtown
 - Future Bike Lane
 - Future Multi-Use Path
 - Add Bike Lane
 - Add Shared/Bike Signage
 - Add Multi-Use Path
 - Improve Corridor Safety
 - Future Sidewalk

HOLLAND | NON-MOTORIZED TRANSPORTATION PLAN

OVERALL PEDESTRIAN OPTIONS



- LEGEND**
- Existing Sidewalks
 - Parks
 - Schools and Public Facilities
 - Residential Areas
 - Industrial
 - Downtown
 - Future Sidewalk
 - Add Sidewalk
 - Fill in Sidewalk Gaps
 - Add Multi-Use Path
 - Improve Corridor Safety
 - Add Midblock Crossing/Improve Intersection
 - Pedestrian Crossing/Improve Intersection

Left: City of Holland Unified Development Ordinance (Adopted in 2021) with a New Form-Based Code for Washington Square.

Right: City of Holland Non-Motorized Transportation Plan (Adopted in 2022)

GOALS & OUTCOMES

.....

1

TAKE STOCK OF EXISTING CONDITIONS & PROGRESS IN WASHINGTON SQUARE AND THE BROADER NEIGHBORHOOD

2

ALIGN NEEDS & OPPORTUNITIES OF RESIDENTS, BUSINESSES & OTHER STAKEHOLDERS

3

CAST A COHERENT VISION & COMMUNITY-ORIENTED ROADMAP TO GUIDE THE FUTURE OF THE NEIGHBORHOOD



COMMUNITY OUTREACH



Holland
MICHIGAN

- ▶ BUILDING
- ▶ ZONING
- ▶ PLANNING
- ▶ NEIGHBORHOODS & PROGRAMS
- ▶ RENTALS & CODES

Planning Commission

Current Applications Under Review

Development Guide & Applications

Adopted Master Plan

Special Study Areas

Non-Motorized Transportation Plan

Housing Development Support

[Home](#) > [City Hall](#) > [Departments](#) > [Community & Neighborhood Services](#) > [Planning](#) > Washington Square Neighborhood Area Plan

Washington Square Neighborhood Planning

FIRST NEIGHBORHOOD ENGAGEMENT WORKSHOP

The City of Holland and the Washington Square Business Improvement District Board would like to invite the Washington Square-Westcore neighbors to a workshop to understand your thoughts, concerns, and hopes for the Washington Square Commercial District and the Washington Square Neighborhood.

Date: March 23 (Thursday)

Time: 6:00PM to 7:30PM

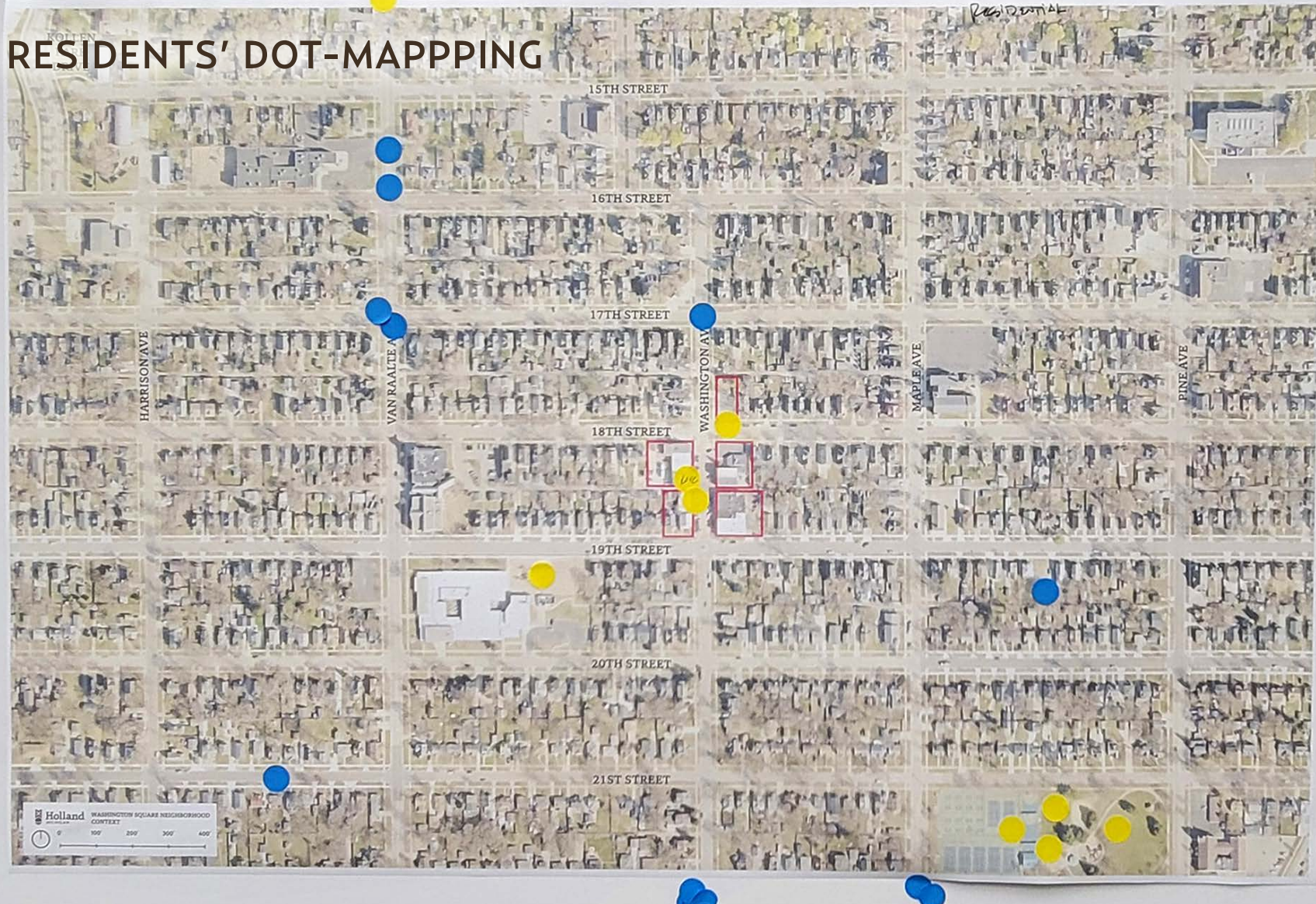
Venue: PAX Coworking Studio (453 Washington Ave)

[RSVP](#)



NEIGHBORHOOD DOT-MAPPING

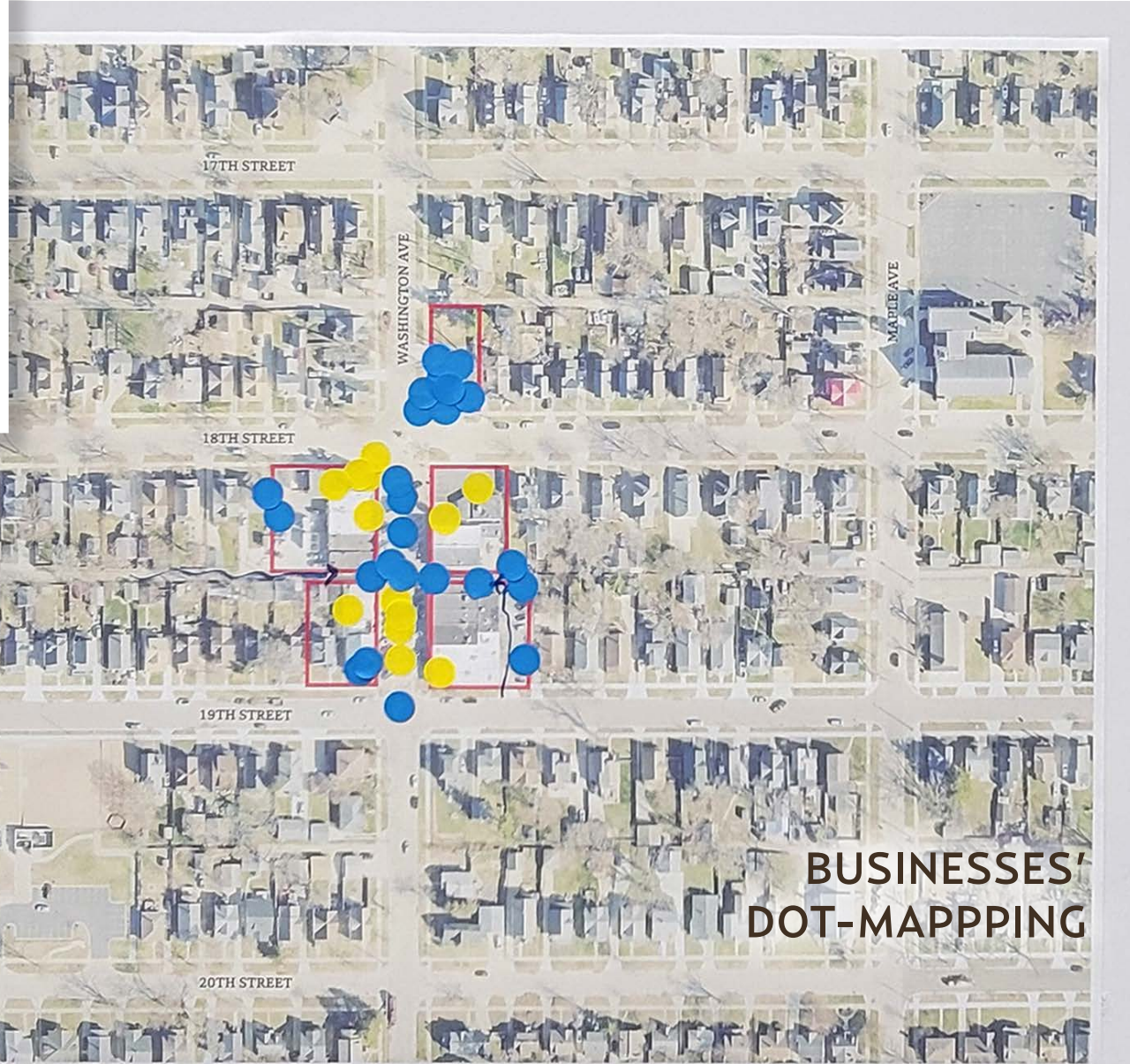
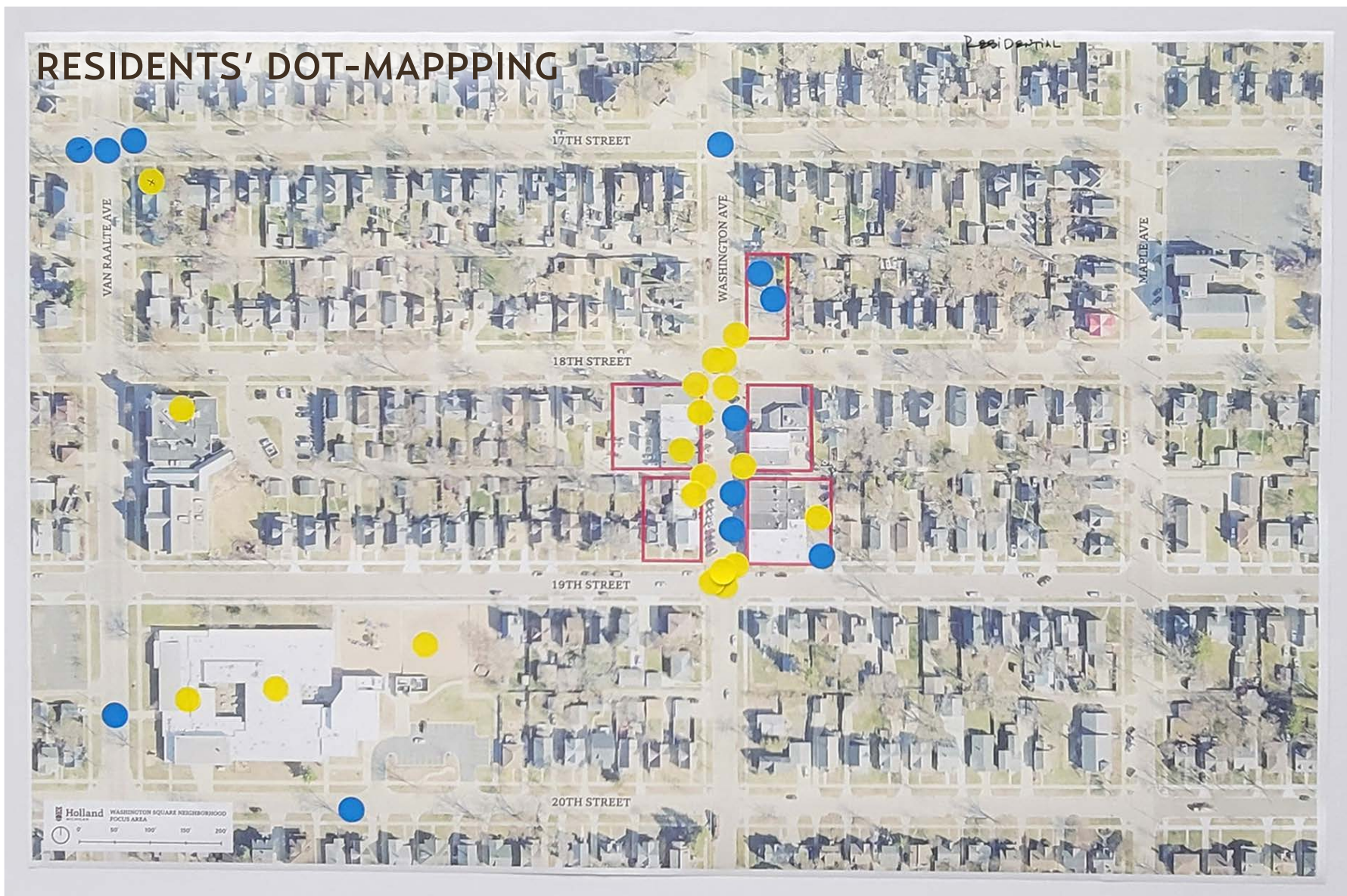
RESIDENTS' DOT-MAPPING



- STRENGTH
- OPPORTUNITY

BUSINESSES' DOT-MAPPING

WASHINGTON SQUARE DOT-MAPPING



- STRENGTH
- OPPORTUNITY

WHAT WE LOVE

Upgraded, well-maintained space at **The Minit Mart**

The Biscuit

Good Diversity of Neighbors & Businesses (Variety & Vibrancy!)

Commemorative Space & Evergreen Tree

General Appreciation for the Square & Its Untapped Potential for Fresh New Things

Neighborhood Feel -- Not a Strip Mall

Community Events (e.g. X'mas Tree Lighting, Westcore + Merchants Collaboration)

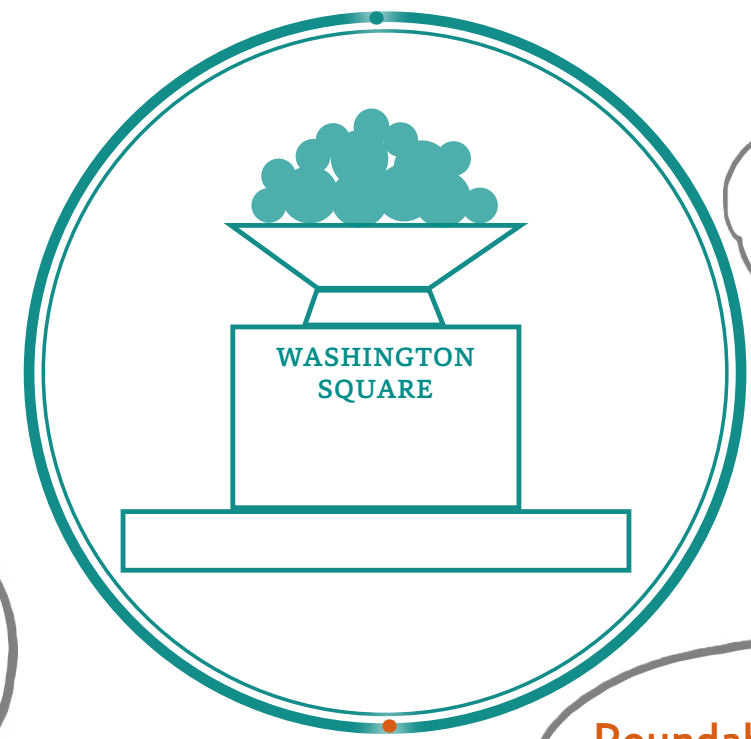
Holland Language Academy, Boys & Girls' Club -- The Presence of Kids!

Holland Rec & Holland Aquatic Center -- Great Programming that Drive Traffic to the Square

The Roundabouts -- Slow Traffic & are Great Entrance Markers

Branch Capital & How Well It Looks from the Southern Approach

Bike Racks at The Minit Mart



Repair the Traffic Circles

Warm, Outdoor Lighting

Close Parking Spaces for Outdoor Dining

Clean Curbs & Gutters

Traffic safety in alleys, fast traffic. 30% traffic stop cross walk, 30% blow right through, Blind spot from the back parking lot.

Trucks & Tankers Fly Right Through at 16th & Van Raalte

MAX Bus Stop at the Square

Traffic Safety at 17th / Van Raalte, 21st & 22nd St / Maple Ave

Parking is not nearly enough

Vacant Lot on 18th Street -- Mixed Use or Housing?

Change Washington Sq. from a Two-Way to One-Way Access

Roundabouts are Confusing -- No One Knows What To Do

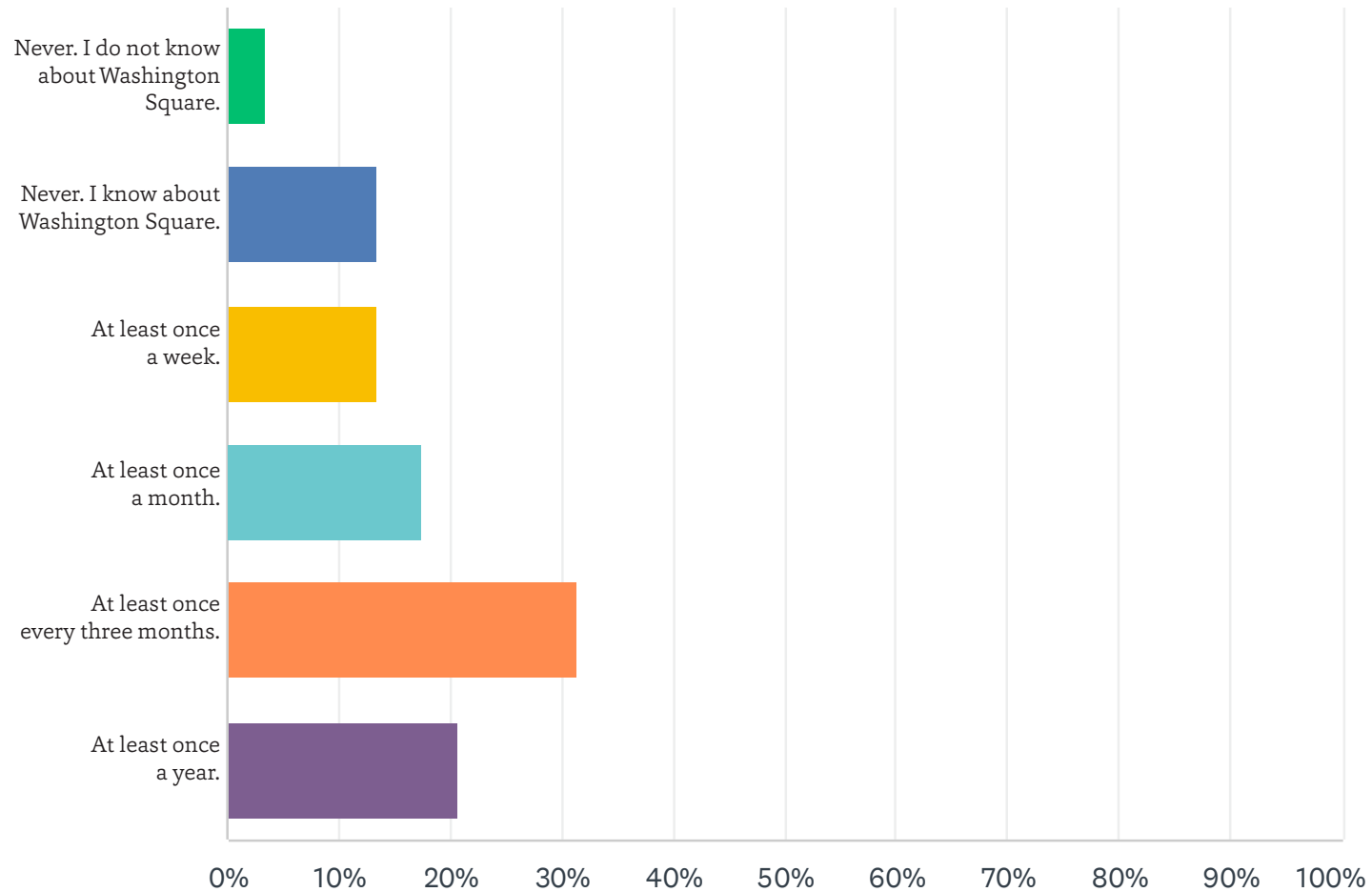
Alleys look terrible. Could they be closed off? Could "social district" be created at the back? Front seating feels like one is sitting in a parking lot.

WHAT COULD BE IMPROVED

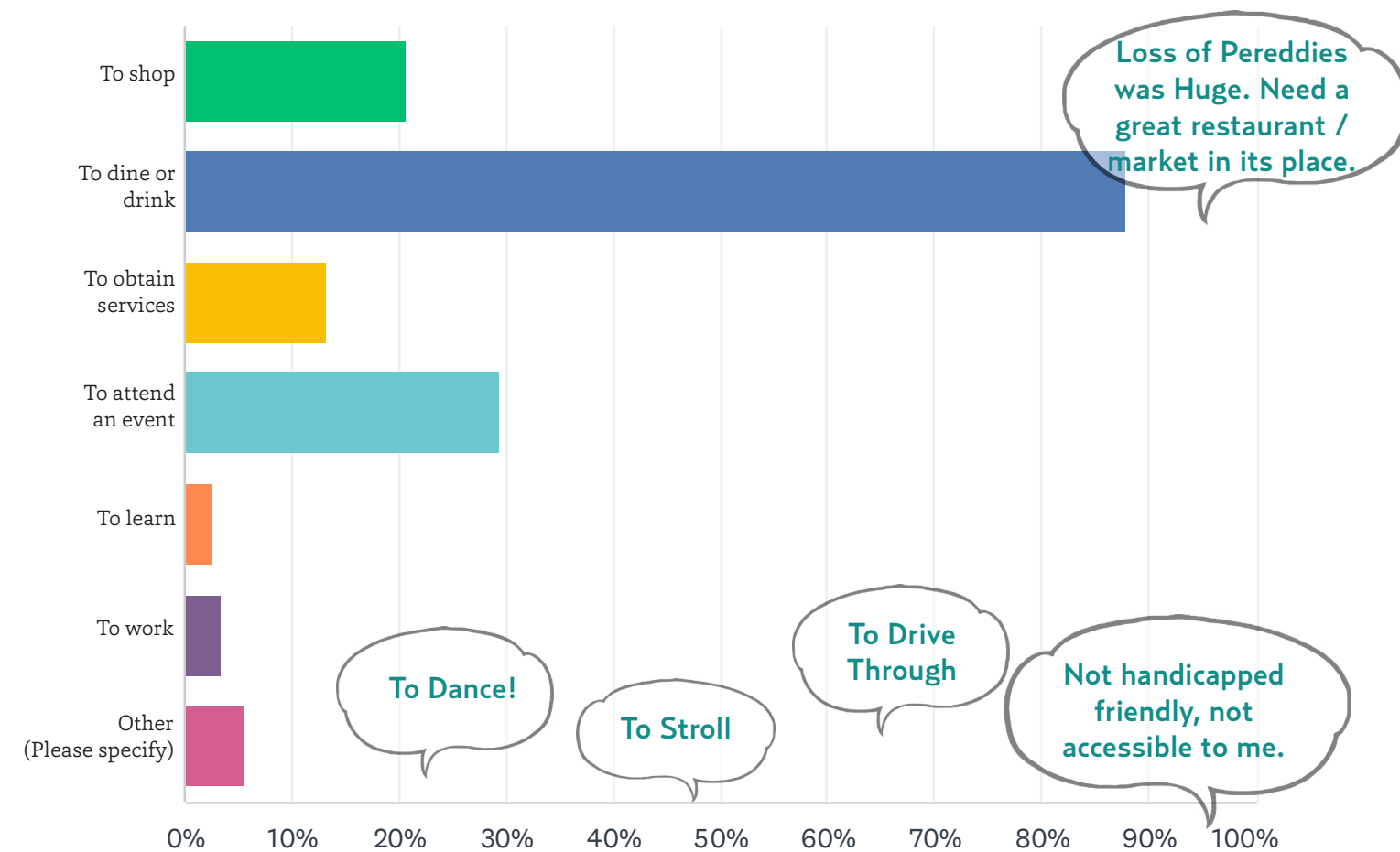
Snowmelt

COMMUNITY SURVEY RESULTS

HOW OFTEN DO YOU SHOP, DINE/DRINK, ATTEND AN EVENT, LEARN, AND/OR WORK AT WASHINGTON SQUARE?

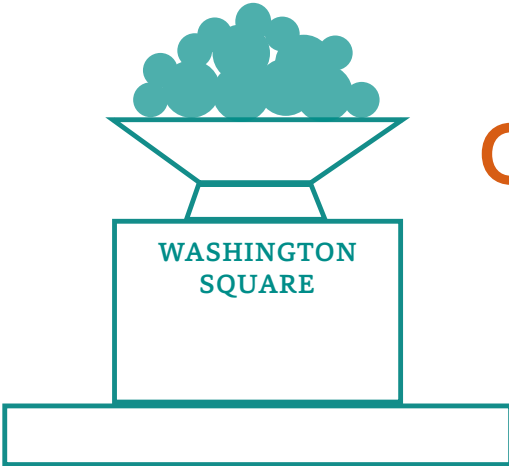


WHAT BRINGS YOU TO WASHINGTON SQUARE? (SELECT ALL THAT APPLY.)



KEYWORDS TO DESCRIBE THE ASPIRED CHARACTER

UNIQUE NEIGHBORLY / QUIRKY / ARTSY CREATIVE
FRIENDLY CUTE RESTAURANT
QUAINT / ECLECTIC FOOD TRUCKS
SOCIAL GREAT FOOD
GATHERING DIVERSE ACTIVE / LIVELY
COMMUNITY FUN
HISTORIC DESTINATION CHARM
CHARACTER INCLUSIVE VIBRANT
CLEAN / WELL-MAINTAINED WELCOMING SAFE UPDATED
/ INVITING WORTHY OF INVESTMENT WALKABLE
GARDEN GREEN LOCAL RUSTIC
COZY AUTHENTIC AFFORDABLE ACCESSIBLE
SUCCESSFUL MUSIC FAMILY SMALL
SHOPPING



VISUAL PREFERENCE SURVEY FINDINGS

Holland MICHIGAN WASHINGTON SQUARE NEIGHBORHOOD

COMMUNITY ENGAGEMENT & PLANNING PROCESS (MAR-MAY 2023)
PARTICIPACIÓN DE LA COMUNIDAD Y PROCESO DE PLANIFICACIÓN (MARZO-MAYO 2023)

VISUAL PREFERENCE SURVEY
The following are some examples of commercial/ mixed use developments and streetscapes. Which of these do you prefer?

ENCUESTA DE PREFERENCIAS VISUALES
Los siguientes son algunos ejemplos de comercial/ desarrollos de uso mixto y paisajes urbanos. ¿Cuál de estos prefieres?

WASHINGTON SQUARE

Email: cns@cityofholland.com
Phone: 616-355-1330
Webpage: ws.cityofholland.com

LIKES & IDEAS

- **Mixed-use** (Similar in character. Many stores are brick.)
- **Alley** feel, fun, quirky, colorful, view of the "sky", not like 8th Street (create an Arts Alley) Commission artists for alleys (e.g. Miami, Honduras), pedestrianize the space, like the color, decorated above (the sky)
- **Bike racks and outdoor seating**
- **Food trucks** are great for the outdoor feel, casual vibe, local, warm, inviting, versatile, like the character of the neighborhood (e.g. "Off the Grid" with port-a-potty, variety, good energy), but need to balance with the restaurants and not cannibalize the dining business. Create a sense of place and room for people.
- **Raingarden**, native plants, sustainable landscaping with interpretive signs
- **Seasonal pots**, more compact, flexible, opportunities for more outdoor space / pedestrian space
- **Space for benches, more prominent trees for shade** (vertical green, possible to have big trees)
- Would like **warm outdoor lighting**



KEY ISSUES & OPPORTUNITIES

.....

PEDESTRIAN/BICYCLIST SAFETY

(i) Alleys & Washington Square

(ii) 17th & Van Raalte

(iii) 21st / 22nd & Maple Ave

(iv) ADA Accessibility

- Slow traffic and calm Washington Ave & the Alleys (e.g. stop signs, speed table) (**Note: This has been explored and requested of Transportation Services which has installed yield signs. Stop signs were not installed because they would not meet the traffic signal warrants assessment.)
- Consider converting Washington Ave from a two-way to one-way street to provide for additional space on the sidewalk for outdoor seating opportunities (**Note: This has been explored and studied in two potential concepts as part of this Washington Square visioning process. Converting Washington Ave to a one-way stretch for the square would yield only a modest increase of 1 foot in the sidewalk space.)
- Provide safe pedestrian crossings at 17th & Van Raalte, 21st/22nd & Maple Ave (e.g. stop signs, flashing signs, bump outs)
- Locate ADA parking spaces closer to the center of the Square

PARKING

- Explore potential for additional parking in the rights-of-way

PUBLIC TRANSIT ACCESS

- Explore additional / alternative stops for the MAX Transit routes

STREETScape / LANDSCAPING / LIGHTING

- Refresh the landscaping and streetscape (e.g. remove planter beds, explore alternatives that are more compact, seasonal, provide flexibility, and are sustainable)
- Replace trees with alternatives that provide more shade
- Incorporate more benches and more trash / recycling cans
- Repair the traffic circles
- Explore potential of placing overhead electrical lines underground
- Explore warmer outdoor lighting

PUBLIC SPACE ACTIVATION

- Close a portion of the Alley to create a multipurpose outdoor community / dining space
- Identify additional opportunities to incorporate public art and murals
- Close the Square for food truck events and other seasonal community events

REDEVELOPMENT / ENHANCEMENT OPPORTUNITIES

- Identify parcels or portions of parcels which could be explored for redevelopment opportunities, including mixed use and housing
- Create a Washington Square Directory Map like the CVB Brochure for Downtown Holland

VISION STATEMENT & GUIDING PRINCIPLES

.....

CALM

- Slow the traffic along the alleys, 17th Street, Van Raalte Ave, 21st Street/22nd Street/Maple Ave
- Provide safe pedestrian and bicyclist crossings at key intersections/ alley connectors

STEWARD

- Refresh the streetscape and provide opportunities for additional shade, beauty, and respite
- Maintain the overall quality, longevity, and cleanliness of Washington Square as a beloved neighborhood center
- Engage all merchants (owners and tenants) and highlight the variety and vibrancy of Washington Square through different means and platforms
- Celebrate & Tell the multicultural histories of Washington Square

CONNECT

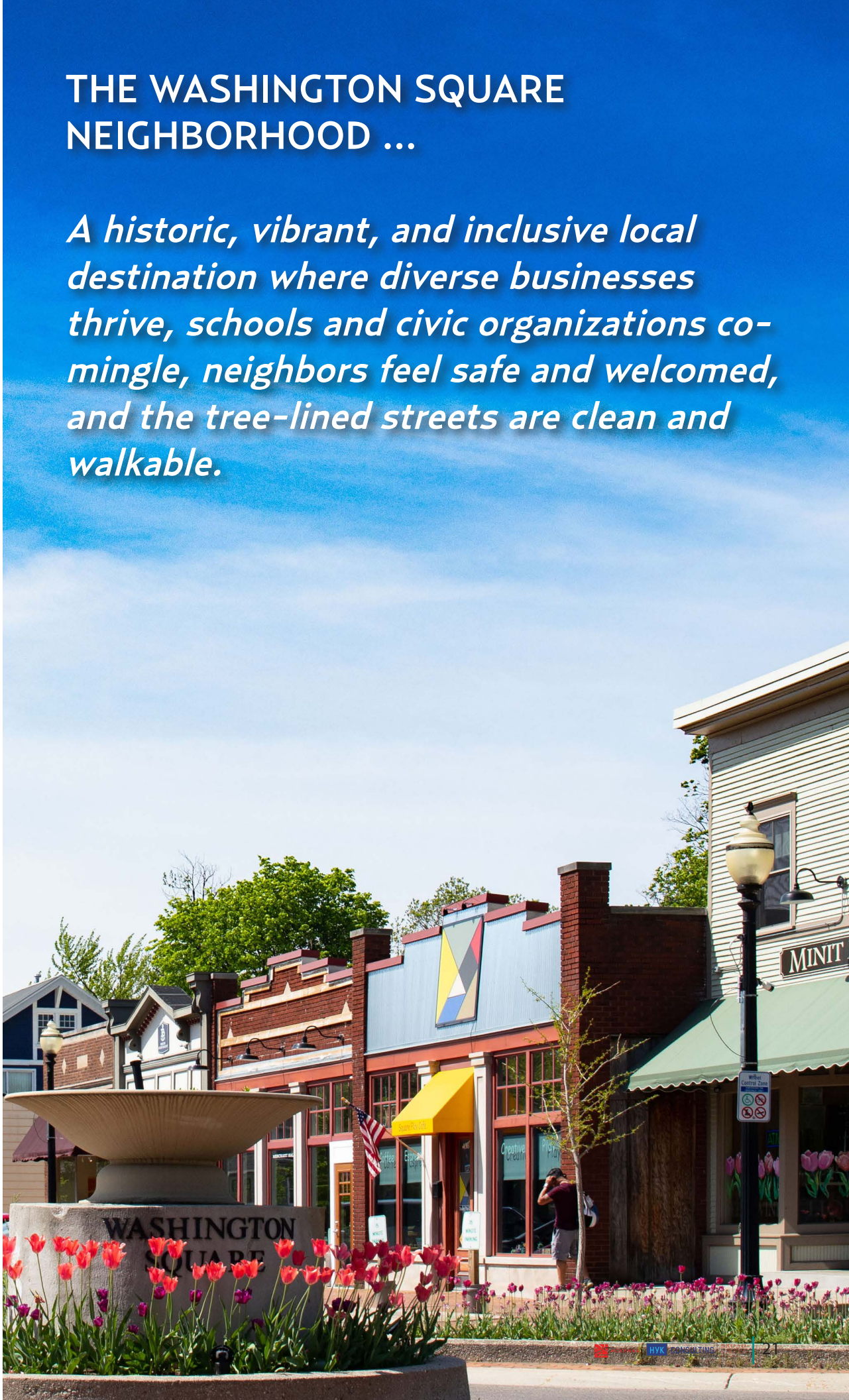
- Explore the addition of a MAX Bus Stop at Washington Square

ACTIVATE

- Energize the alleys and other public or community spaces with art, lighting, music, live performances, events, food trucks, etc.
- Support and encourage participation in various community and business events year-round
- Identify parcels or portions of parcels which could be explored for enhancement or redevelopment opportunities, including mixed use and housing

THE WASHINGTON SQUARE NEIGHBORHOOD ...

A historic, vibrant, and inclusive local destination where diverse businesses thrive, schools and civic organizations co-mingle, neighbors feel safe and welcomed, and the tree-lined streets are clean and walkable.



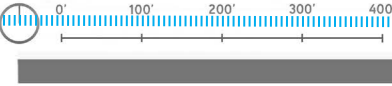
NEIGHBORHOOD FRAMEWORK



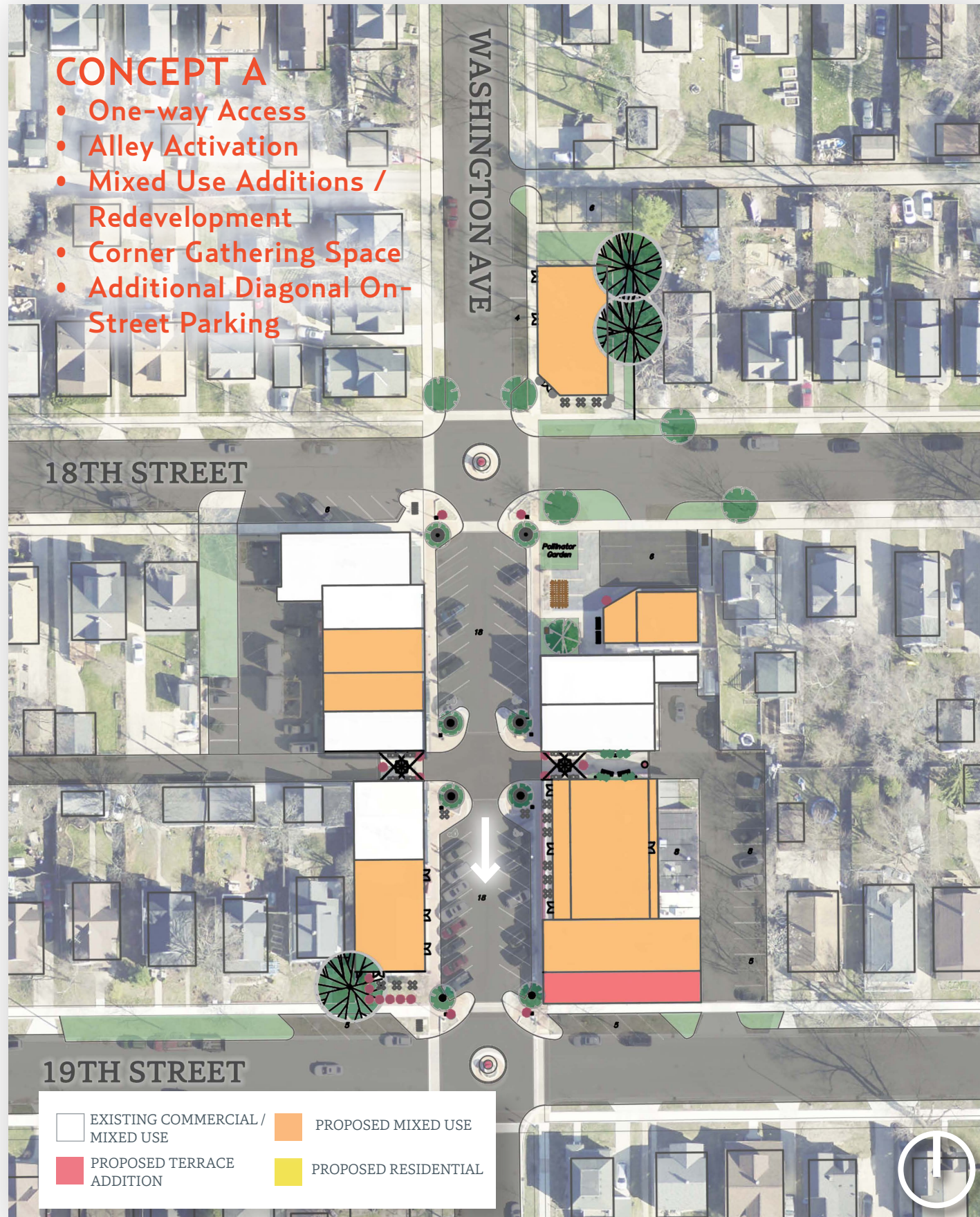
LEGEND

-  ACTIVATE
-  DISTINGUISH
-  CALM
-  ADDITIONAL MAX STOP
-  ALTERNATIVE INBOUND MAX ROUTE #3
-  PEDESTRIAN CROSSING
-  PROPOSED BIKE LANE / SHARROW
-  ALLEY

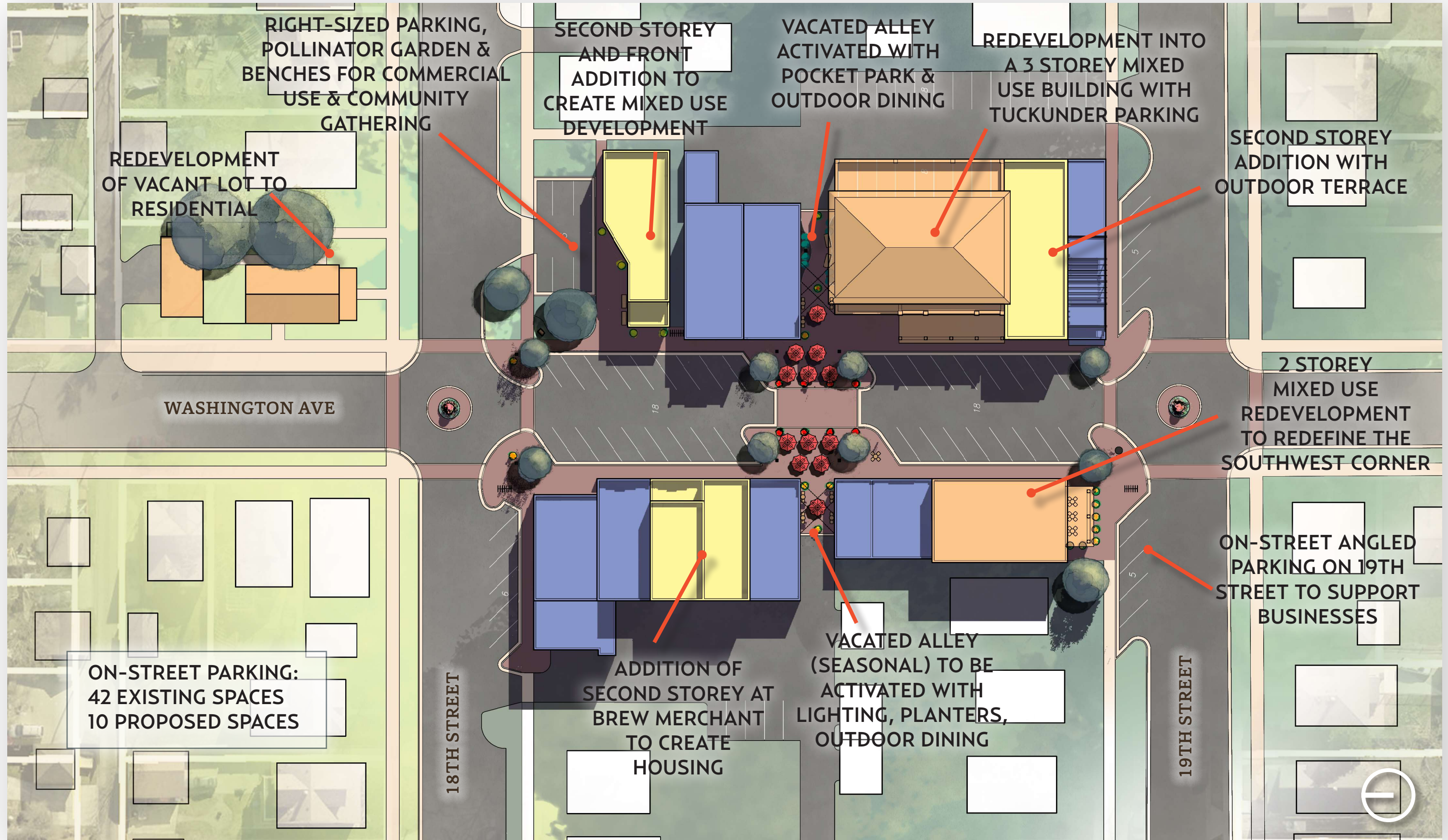
Holland MICHIGAN WASHINGTON SQUARE NEIGHBORHOOD CONTEXT



POTENTIAL CONCEPTS



HYBRIDIZED CONCEPT



UNIFYING ELEMENTS

The coherence and character of Washington Square can be shaped by intentional unifying elements for the public spaces. The following are six key elements for consideration.

TRAFFIC CIRCLES

The traffic circles with their brick aprons are distinguishing gateway features for Washington Square. These should continue to be maintained with seasonal plantings and could be improved with a rolled curb to minimize damages to the truck apron.

LIGHTING

Washington Square is currently defined by classic lamp posts that provide lighting, visual interest, and rhythm to the streetscape. These posts should continue to be used and located at key intersections along 18th Street, 19th Street, alleys, and other public spaces.

COMMEMORATIVE SIGNS

Washington Square's commemorative plaque tells of the community efforts in maintaining the quality of this neighborhood gem. Other interpretive signs telling the multicultural histories of the place could be considered at select location(s) or walls to continue celebrating the vibrant neighborhood.

STREET FURNITURE

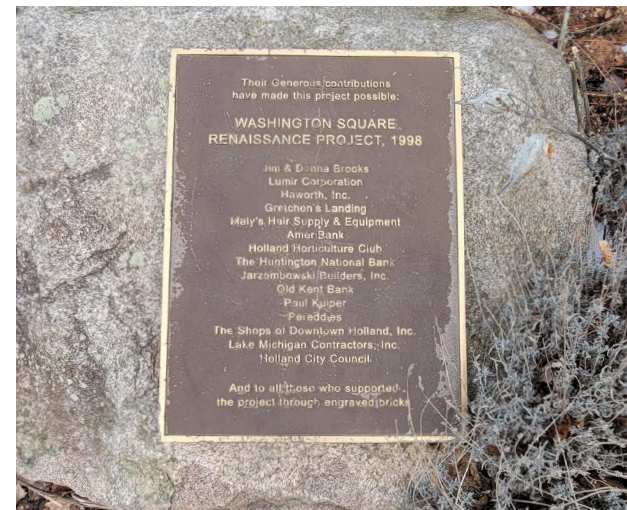
Benches are important outdoor elements to provide seating and respite. A mixture of classic steel benches with backrests and armrests, along with smaller benches in shaded areas, can offer varied seating opportunities for different needs.

LANDSCAPING

With an interest in removing the planter beds, alternative landscaping approaches could include more sustainable pollinator gardens (a current feature with the commemorative plaque) and movable planter pots that could continue to provide seasonal interest and flexibility.

IDENTITY BANNERS

To highlight and distinguish the Washington Square character, identity banners could be created and affixed to lamp posts at key intersections.



ARCHITECTURAL CHARACTER

DEFINING FEATURES

.....

The building fabric found within Washington Square helps to establish a coherent atmosphere of a neighborhood center.

BRICK (MODULAR & ROMAN)

Many buildings feature brown and honey toned modular brick. In post-World War II buildings, such as 453 Washington (Pax Co-working Studio) and 208 W 18th St. (Plant Lab), Roman Brick is used to provide horizontal emphasis.

MASONRY PIERS

Many facades are framed by the use of masonry piers, which often delineate between commercial units, and provide a dynamic visual effect as one scans across the tops of buildings. These piers also provide modest depth to façade compositions, so that they do not feel "boxy".

STEPPED PARAPETS

In tandem with masonry piers, parapets often feature modest stepping, which provides additional unique character to each individual building in a playful way.

STONE & MASONRY ORNAMENT

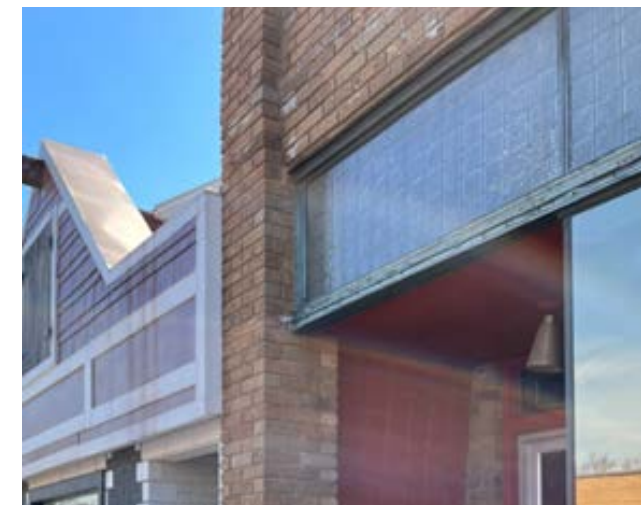
Although modest, stone and masonry ornamentation is used to exhibit craftsmanship and variety from building to building. These elements include soldier courses, rectangular frames (expressed in brick), limestone caps and bands, and geometric shapes, such as diamonds.

TRANSOM WINDOWS

Large glazed commercial openings are commonly found. Above door and window headers, an additional 24"-36" is used for transom windows. Many of these windows are now concealed by either boards or awnings.

CLASSIC CARPENTRY

On buildings such as 434 Washington (Minit Mart), elegant and economic carpentry details allow the building to properly address its adjacent public spaces, while participating in the vernacular and builder traditions of the neighborhood.



VIEW FROM 19TH STREET LOOKING NORTHEAST





© 2023 Har Ye Kan and Nick Rolinski



VIEW OF THE ALLEY LOOKING SOUTHWEST

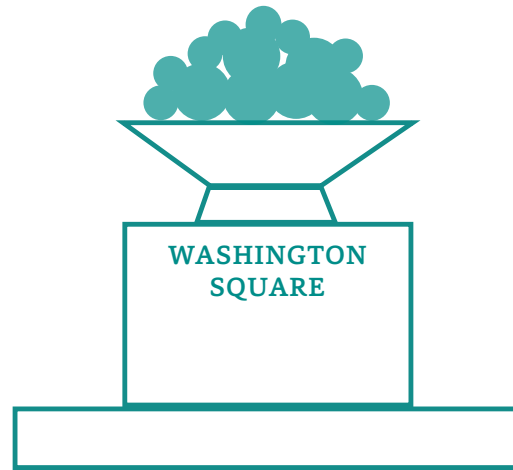


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IMPLEMENTATION FRAMEWORK

Project	Priority	Timeframe	Oversight		Funding				Maintenance Responsibility
			City	Other Govt.	Private	Public	Private	TIF/ Others	
WASHINGTON SQUARE NEIGHBORHOOD									
 <p>Work with the South Shore Village BID Board and the City's Transportation Services Department to conduct a traffic safety study along 16th and 17th Street from Pine Ave to Ottawa Ave, including opportunities for traffic calming and enhancing pedestrian/bicyclist safety.</p>									
Work with the City's Transportation Services Department to improve key pedestrian crossings at 21st & 22nd Streets at Washington Ave & Maple Ave.									
Explore the potential of installing additional street lights and surveillance cameras in the alleys to improve safety and visibility.									
 <p>Work with private property owners (e.g. 431 Washington, Galleria, Plant Lab) to redevelop parcels into mixed use, commercial, and/or residential uses.</p>									
Engage the Washington Square Merchants, Westcore Neighbors, and the City's Transportation Services Department to explore:									
(i) potential closure of the east alley, and									
(ii) potential seasonal closure of the west alley. Both spaces could be used for outdoor dining, alley activation, landscaping / pocket park, performances, public art / mural enhancements.									
Explore the possibility of establishing a social district for Washington Square with the City.									
Explore potential revisions and updates to the WASH-FBC, as well as potential tools such as a special use criteria, an overlay district, design guidelines, and infill review process to ensure proposed developments reflect and maintain the historic neighborhood character of Washington Square.									

Project	Priority	Timeframe	Oversight		Funding				Maintenance Responsibility
			City	Other Govt.	Private	Public	Private	TIF/ Others	
WASHINGTON SQUARE NEIGHBORHOOD									
 <p>Explore the possibility of an assessment to finance the cleaning, maintenance, snow removal, and landscaping improvements for Washington Square.</p>									
Work with the City's Parks & Recreation Department & Transportation Services Department to remove planter beds, install self-watering, seasonal planters, and replace the street trees with ornamental shade trees.									
Work with the City's Parks & Recreation Department & Transportation Services Department to assist with the scoping and potential funding for a consultant to create a "refresh" plan.									
Work with Washington Square businesses and Westcore Neighbors on additional ways of commemorating, celebrating, and telling the multicultural stories of the Square.									
Work with the City Preservation Planner to undertake a reconnaissance study regarding the historic significance of the buildings.									
 <p>Explore the potential of a MAX Transit Stop at Washington Square.</p>									
Explore additional City wayfinding signage at South Washington Ave to Washington Square, Aquatic Center, & Moran Park.									
Explore the potential, costs, and assessments for a local snowmelt system for the sidewalks and crosswalks using a high-capacity boiler system.									



APPENDIX

Additional Views Potential Concepts

ALLEY VIEWS



Alley View Looking East



Alley View Looking West

ALLEY VIEW LOOKING EAST



View Looking Southeast



View from Western Sidewalk

VIEWS FROM 19TH STREET



View from 19th Street Looking Northeast



View from 19th Street Looking Northwest

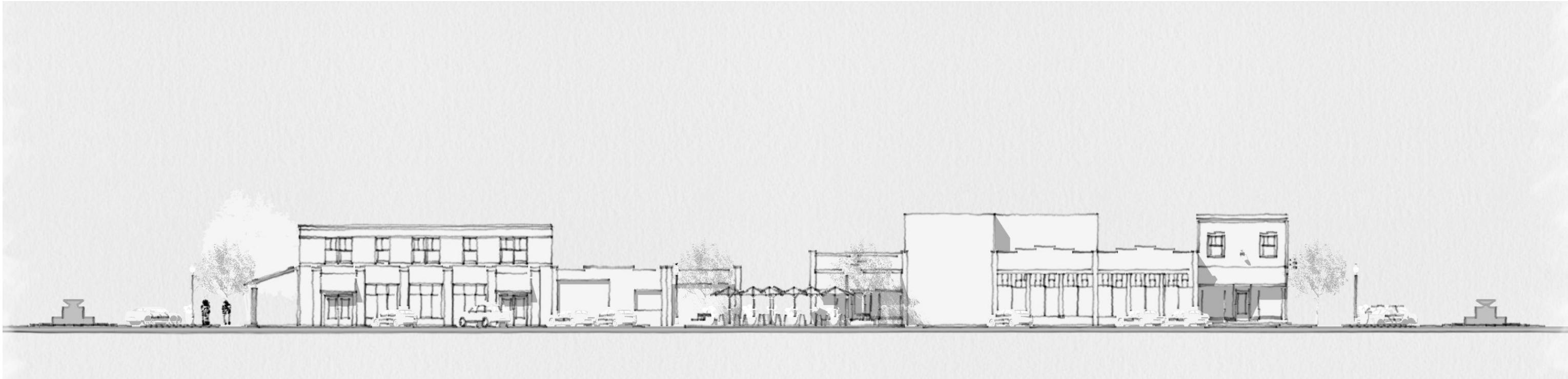
CONCEPT FOR THE GALLERIA PARCEL



CONCEPT FOR THE PLANT LAB PARCEL



ELEVATIONS OF WASHINGTON SQUARE



Western Block Elevation



Eastern Block Elevation



Holland
MICHIGAN

SOUTH SHORE VILLAGE

NEIGHBORHOOD ENGAGEMENT, VISION & PLANNING

(FINAL REPORT. AUGUST 13, 2022)

HYK CONSULTING

**BROAD STREET
STUDIO / INC.**

ACKNOWLEDGEMENTS

CITY COUNCIL

Nathan Bocks, Mayor
Tim Vreeman
Jay Peters
Belinda Coronado
Nicki Arendshorst

Scott Corbin
Dave Hoekstra
Quincy Byrd
Lyn Raymond

CITY MANAGER: Keith Van Beek

SOUTH SHORE VILLAGE BUSINESS IMPROVEMENT DISTRICT BOARD

Bob Byers
Jacob DeBoer
Drew Durham
Candice Grant
Catie Hauch

Paul Mixa
Mike Lawson
John Silva
Mark Vanderploeg

PARTICIPATING SOUTH SHORE VILLAGE BUSINESSES & NONPROFITS

Community Action House
Dance United
DeBoer Bakkerij
Doeb's Pizzeria
JP Gems & Jewelry
Kraft Heinz
King's Cove
McAlpine Chiropractor
The Momentum Center
NeriPhoto

Ockerlund Capital & Wealth Management
Pat's European Fresh Flower
Port 393
RepcoLite Paints
South Shore Realty
SSV Building LLC
Thermotron
Way Cup Cafe
WMI Uniforms

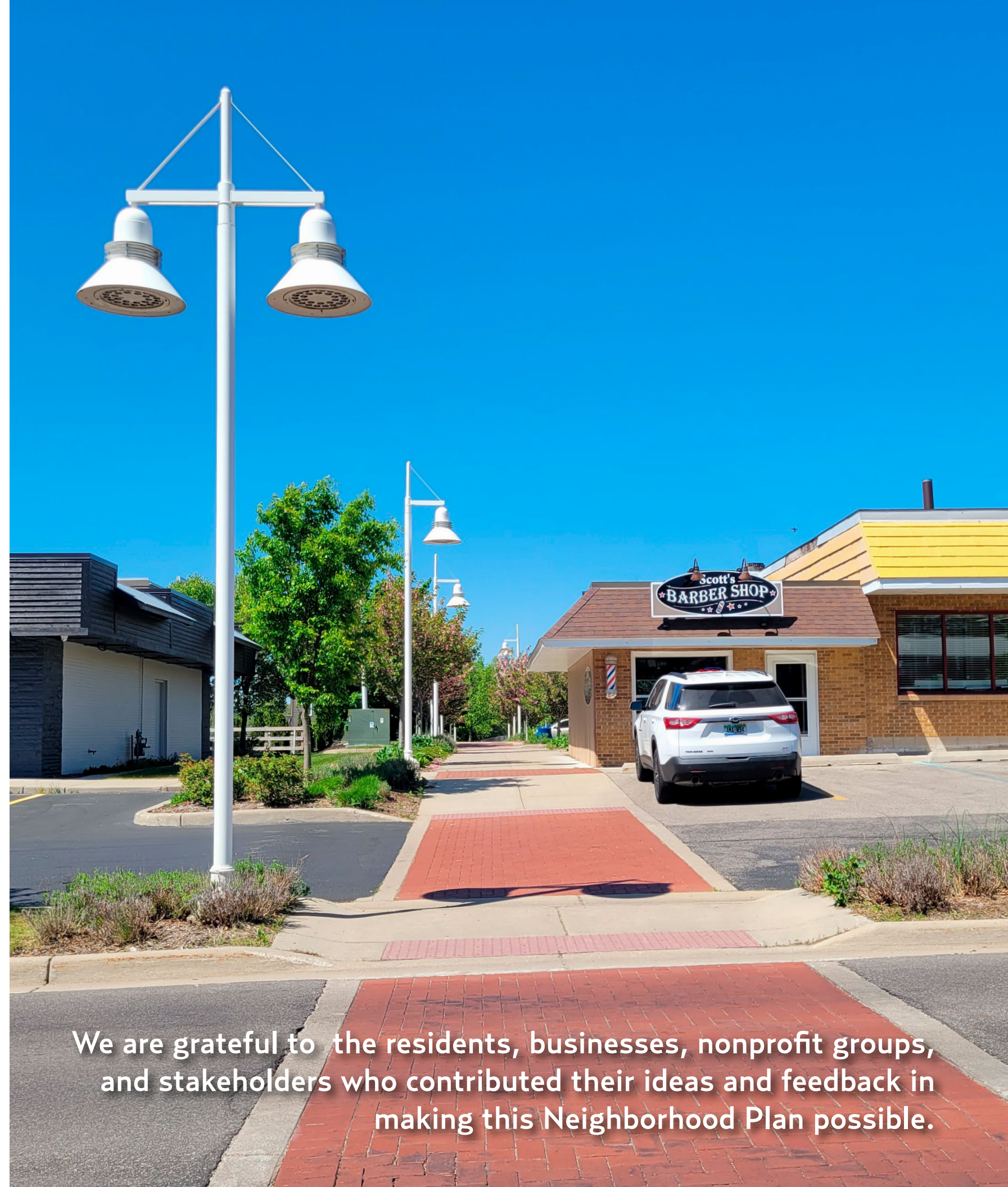
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We are grateful to the residents, businesses, nonprofit groups,
and stakeholders who contributed their ideas and feedback in
making this Neighborhood Plan possible.

SUMMARY

NEED & OPPORTUNITY

Since the 2006 South Shore Village District Enhancement Study was undertaken, the neighborhood and the broader environs have seen steady, significant changes:

- New developments and projects revitalizing the neighborhood (e.g. Kraft Heinz Waterfront Walkway, South Shore on Macatawa, DeBoer's Bakkerij, Port 393, Ladder Plex, Tulip Brewstillery Food Trucks)
- New vacancies, redevelopment, and enhancement opportunities (e.g. Family Video)
- New planning initiatives (e.g. the Unified Development Ordinance & Form-Based Codes, Waterfront Holland, and the City's Non-Motorized Transportation Plan)

In 2015, the City of Holland designated South Shore Village as a business improvement district (BID) and appointed a BID Board to further support the economic development.

In short, there is a timely convergence of opportunities and the beginnings of a public-private partnership vehicle to enable a collaborative approach in the stewardship of this neighborhood.

GOALS & PROCESS

Using the Framework Thinking approach, a community engagement and planning process was undertaken between May and July 2022 to:

- Take stock of the existing conditions and progress in South Shore Village since the 2006 SSV District Enhancement Study;
- Align identified needs and opportunities from residents, businesses, other stakeholders;
- Cast a comprehensive, coherent vision and community-oriented roadmap to guide the future of this unique neighborhood.

KEY FINDINGS & TAKEAWAYS

- South Shore Village is a culturally diverse and vibrant neighborhood blending residential, major industries, and various creative, entrepreneurial local businesses with easy, public access to the Lake Macatawa waterfront and nearby schools.
- It marks a zone of transition, connecting the City's traditional residential neighborhoods with its urban grid structure to the predominantly residential South Shore Drive community to the west.
- Long-time industries and businesses have strong interests in remaining in the neighborhood.
- This Vision and Plan seeks to celebrate the "eclectic", "nautical" character of the South Shore Village neighborhood while addressing more fundamental issues of traffic safety, connectivity, streetscape, and public realm improvements.
- Follow-up neighborhood engagement through the Business Improvement District Board or the establishment of a neighborhood organization (e.g. Westcore Neighbors) would be helpful in building support for the subsequent implementation steps.

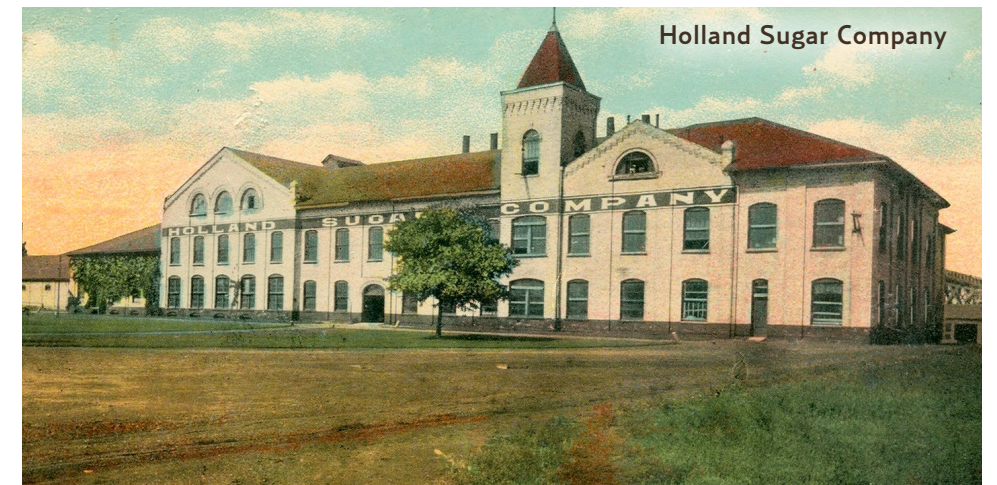
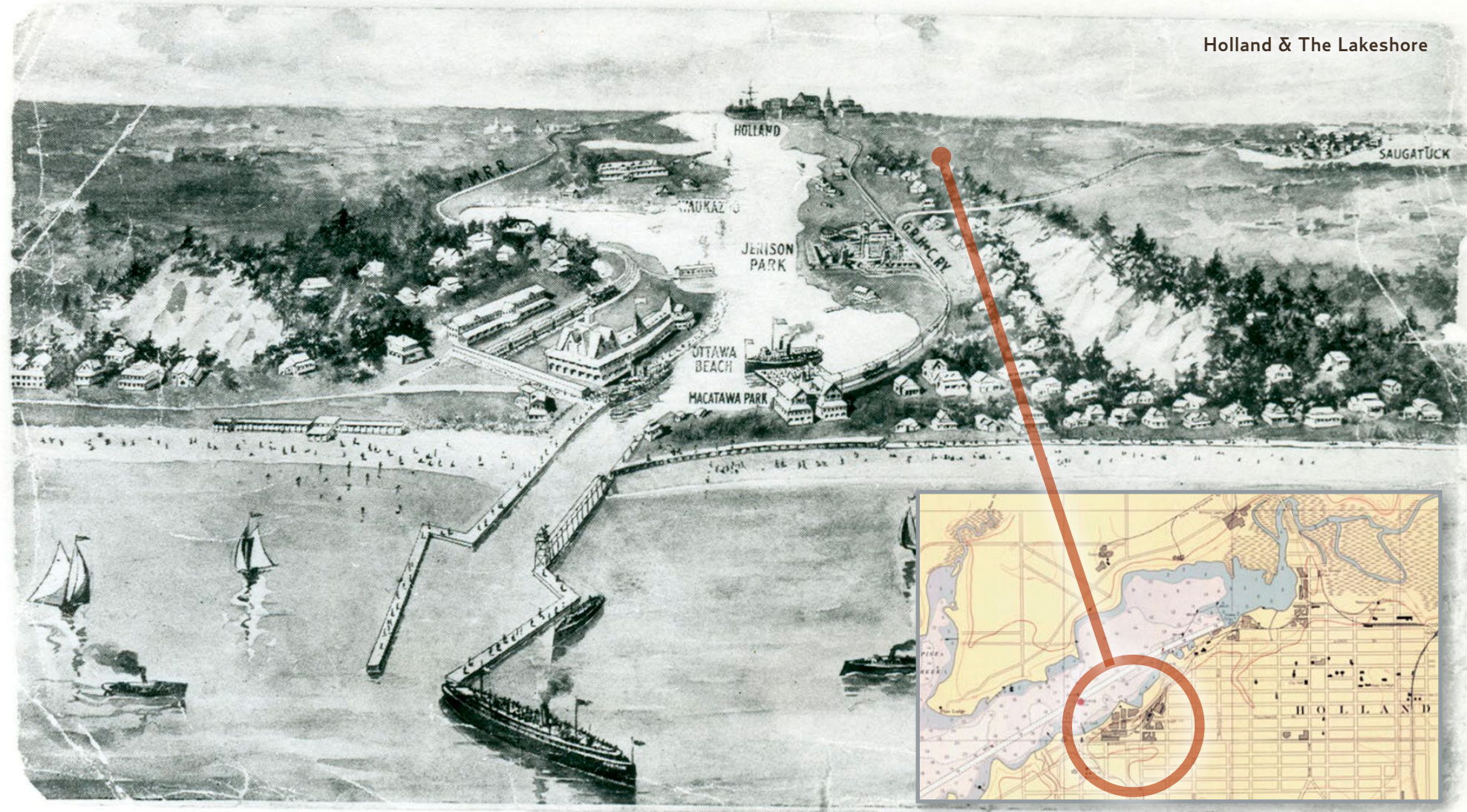
IMPLEMENTATION

- The concepts in this report demonstrate some possibilities for how the neighborhood could be improved. Other options could be proposed through private planning.
- This set of long-term vision, guiding principles, and framework for South Shore Village are meant to serve as evaluation lenses in stewarding any future developments
- The implementation framework and steps proposed are intended to be a flexible starting point for further discussions between the City of Holland and the South Shore Village Business Improvement District Board.
- In balancing priorities and resources, easier/inexpensive improvements could be pursued along with patient explorations of more complex, yet worthy major projects that may take years to materialize.

REPORT CONTENTS

- 1 NEED, OPPORTUNITY & PROCESS
- 2 CONTEXT & EXISTING CONDITIONS
- 3 COMMUNITY ENGAGEMENT, KEY ISSUES & OPPORTUNITIES
- 4 NEIGHBORHOOD VISION, GUIDING PRINCIPLES, FRAMEWORK
- 5 POTENTIAL CONCEPTS, VIEWS & STREET SECTION
- 6 PROPOSED IMPLEMENTATION FRAMEWORK & STEPS
- 7 APPENDIX: KRAFT HEINZ OFFICE BUILDING (386 W. 15TH ST.)

SOUTH SHORE VILLAGE



CONTEXT

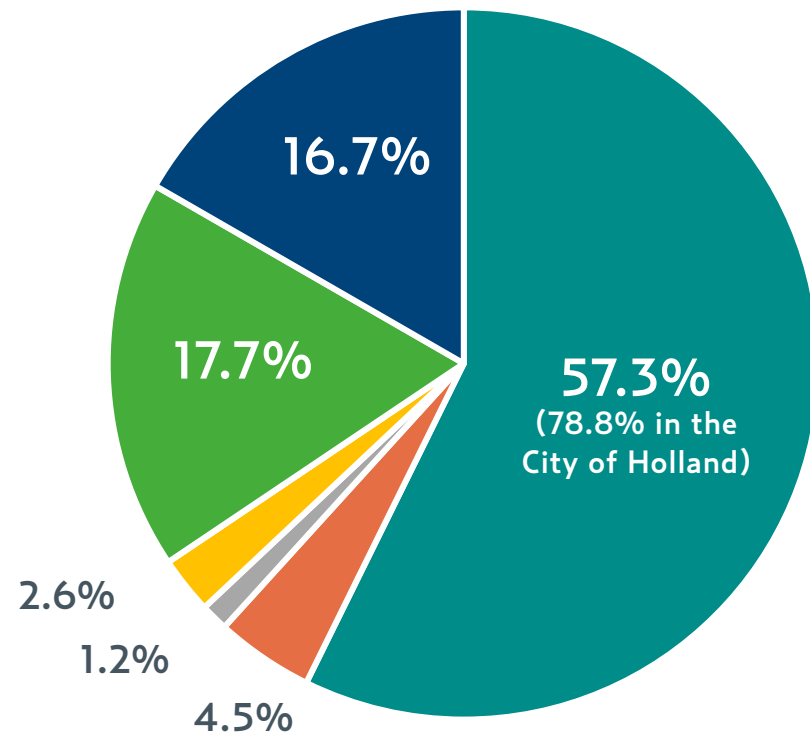
Located between the City of Holland and South Shore Drive, South Shore Village is a unique neighborhood blending waterfront access, industries, small businesses, and a mixture of housing types. In the 19th and 20th centuries, its growth had been anchored by key factories such as the Bay View Furniture Company, the Holland Sugar Company, and Heinz (one of the nation's largest pickle plants). Spurred by the shipping and railroad access, the industries have evolved over time.

Today, South Shore Drive is home to Kraft Heinz, as well as other multi-generational businesses including Repco-Lite Paints and WMI Uniforms. The entrepreneurial, creative culture of the neighborhood is evinced by the presence of:

- (i) watercraft builders, restorers, and component makers;
- (ii) culinary, baking, brewery, and liquor businesses;
- (iii) a dance studio, a jewelry and gems store, photography studios, a florist, and bridal shop;
- (iv) as well as events, health, finance, real estate, hair, and laundry services.

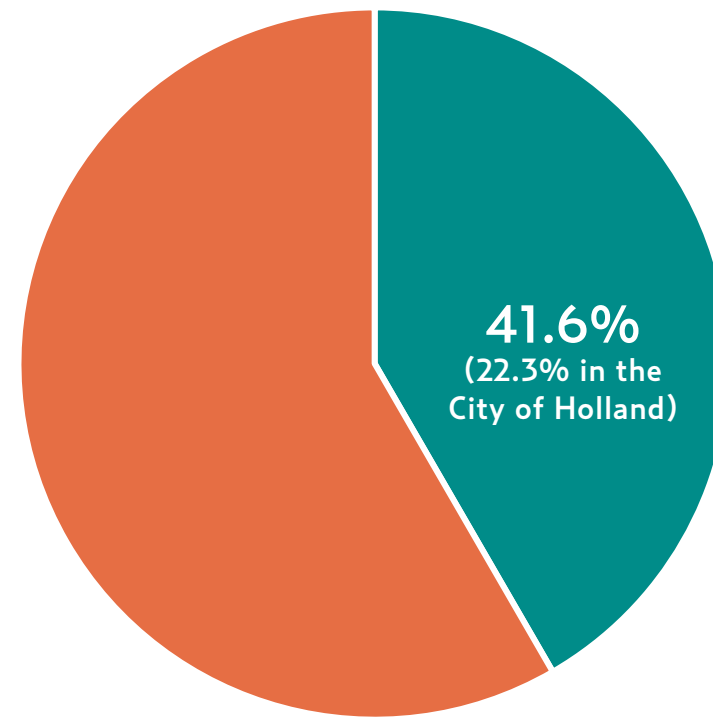
SOUTH SHORE VILLAGE

RACE



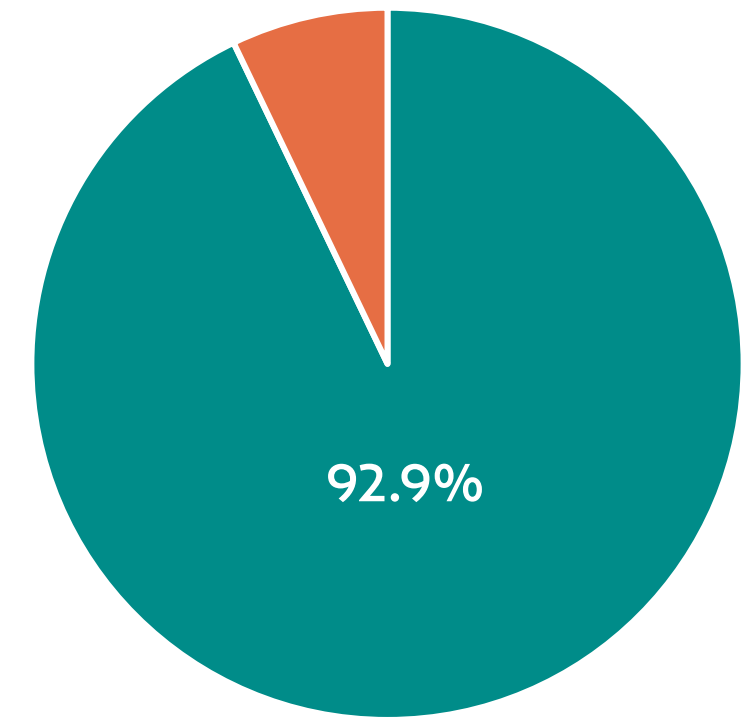
- White alone
- Black or African American alone
- American Indian and Alaska Native alone
- Asian alone
- Native Hawaiian and Other Pacific Islander alone
- Some Other Race alone
- Population of two or more races

HISPANIC ORIGIN



- Hispanic or Latino
- Not Hispanic or Latino

HOUSING OCCUPANCY



- Occupied
- Vacant

COMMUNITY

According to the 2020 Decennial Census Report, there are 2,002 residents who live in the impact area (see Map on Pg 8). Compared to the City of Holland as a whole, the neighborhood has a more diverse population.

The household median income is \$58,741, which is close to the \$58,796 for the City as a whole.

EXISTING CONDITIONS

The Existing Conditions Map (see Pg 6) shows the mix of industrial, commercial / retail, residential, and waterfront / recreation uses. It also reflects a mix of parcel sizes, lending itself to both smaller infill improvements as well as potentially larger-scale enhancements.

The village “core” is within a 5-minute walk radius, suggesting the potential for a highly walkable neighborhood. Mid-block crossings like the ones at the Heinz Waterfront Walkway, Kollen Park Drive, and 16th Street have helped to encourage easy pedestrian access.

However, gaps in the sidewalk network as well as the bike network have revealed opportunities to improve connectivity, in addition to the need for safer traffic crossings and more street trees to provide shade.

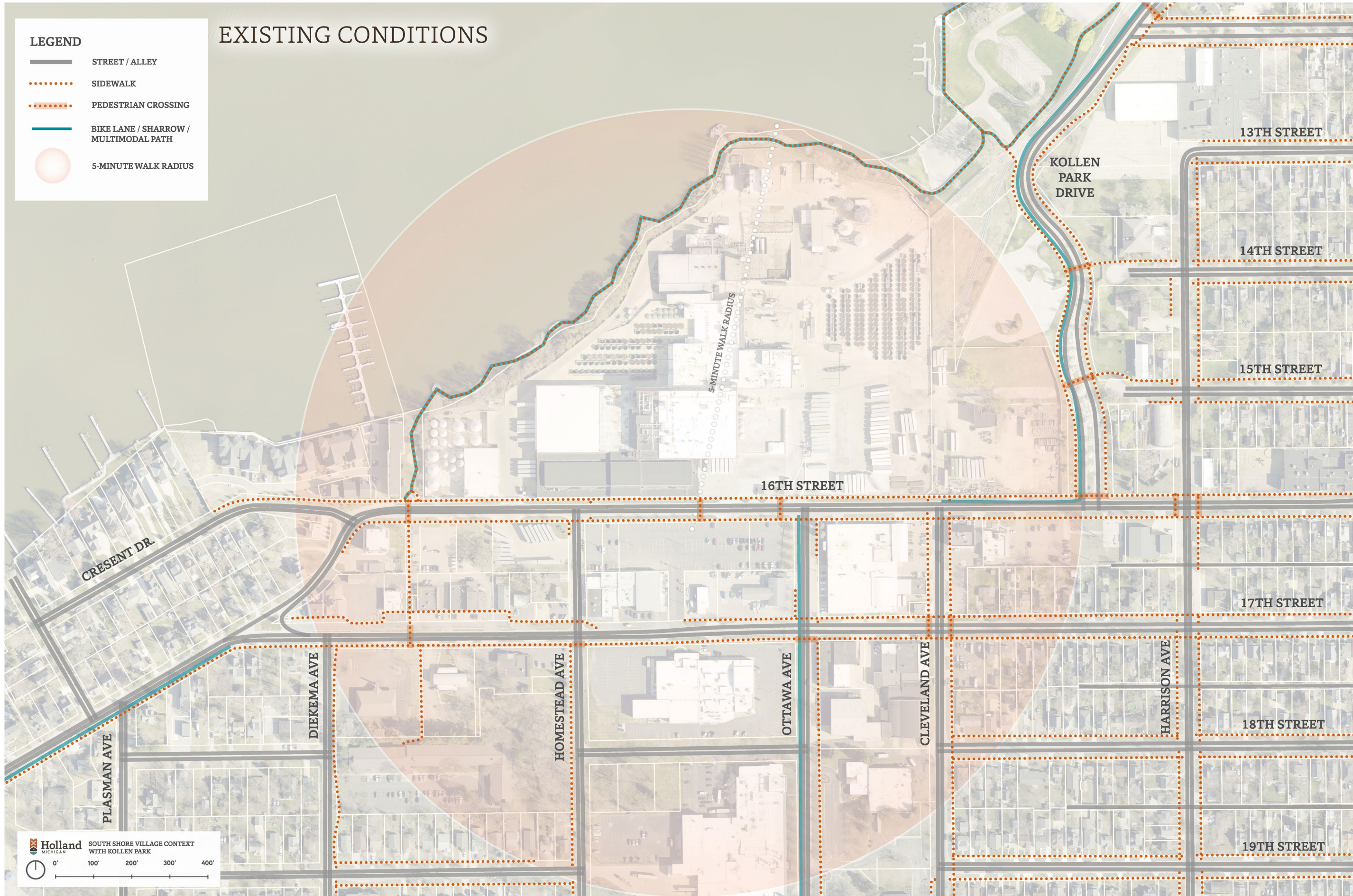
“Tactical” urban design approaches such as murals and food trucks have enlivened the neighborhood.


Based on the 2020 Decennial Census Report, of the 773 housing units in the study area, approximately 55 housing units or 7.1% of the total are vacant. Understanding the causes of vacancy would be helpful in supporting the neighborhood’s long-term residential vitality.

EXISTING CONDITIONS

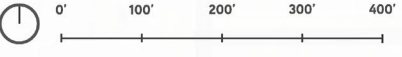
LEGEND

-  STREET / ALLEY
-  SIDEWALK
-  PEDESTRIAN CROSSING
-  BIKE LANE / SHARROW / MULTIMODAL PATH
-  5-MINUTE WALK RADIUS



 **Holland MICHIGAN** SOUTH SHORE VILLAGE CONTEXT WITH KOLLEN PARK

0' 100' 200' 300' 400'





Outdoor Dining & Events Space



Heinz Waterfront Walkway



Distinctive Murals



Outdoor Dining / Food Truck with Beers at Tulip City Brewstillery

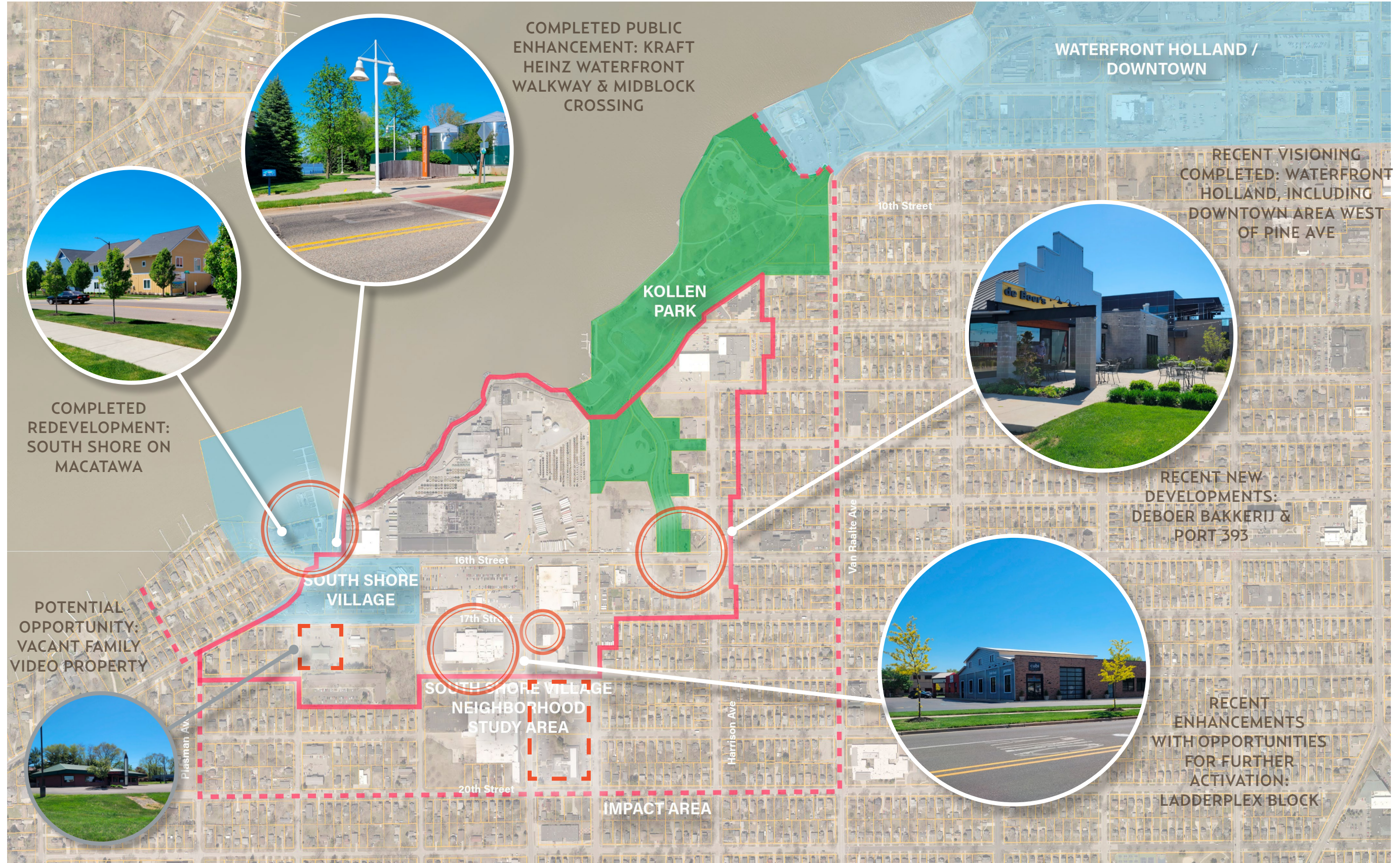


Multi-Generational Businesses



Mid-Block Crossing with Pavers

DEFINING THE NEED & OPPORTUNITY



RECENT PLANNING INITIATIVES



WATERFRONT HOLLAND VISIONING BY THE CITY OF HOLLAND,
THE HOLLAND BOARD OF PUBLIC WORKS, &
HOLLAND CHARTER TOWNSHIP (2018 - 2020. ADOPTED 2020)



South Shore Village

Kollen Park/
Heinz Waterfront
Walkway

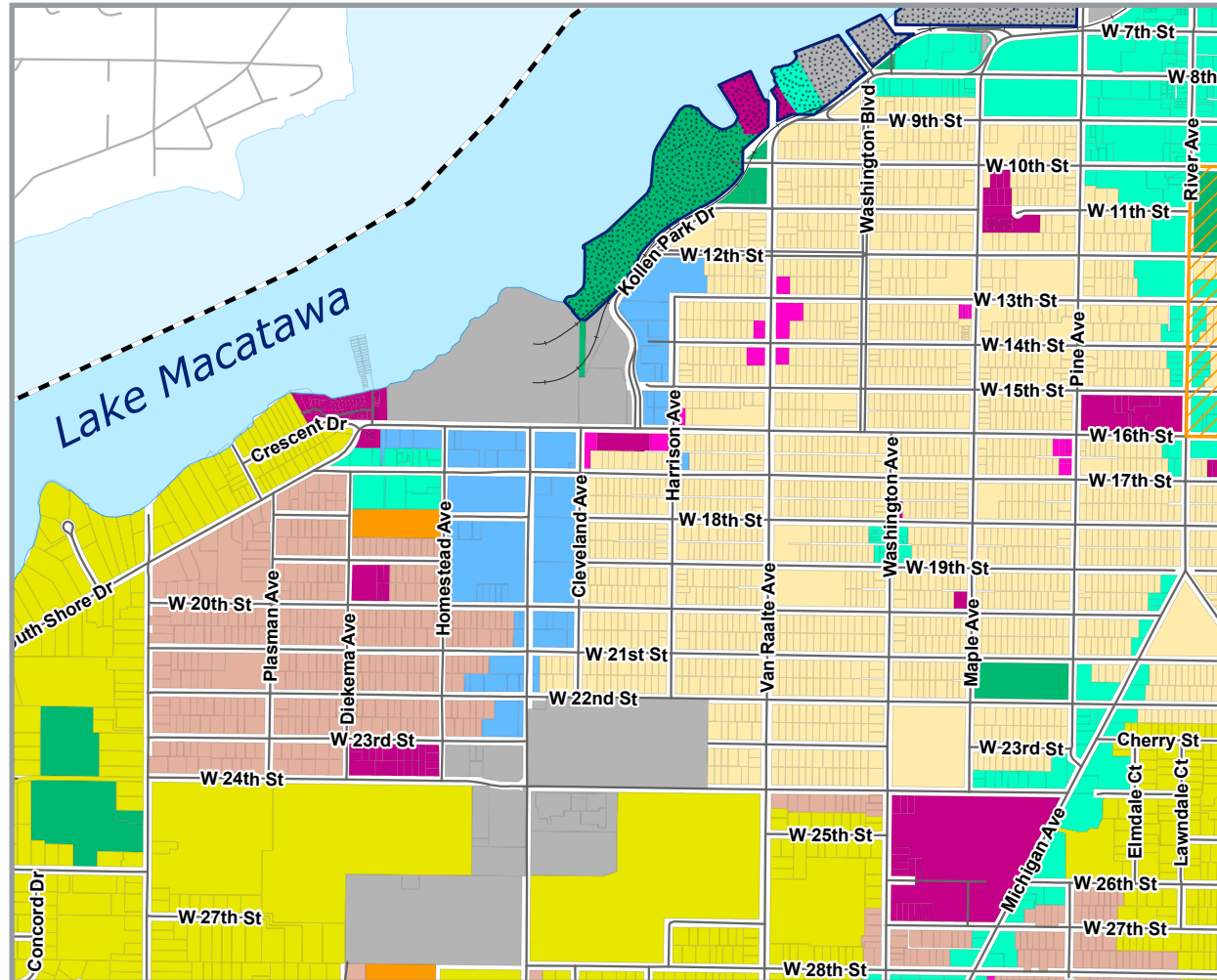
Boatwerks
Waterfront
Restaurant

Window on the
Waterfront

Windmill
Island

Holland
Energy Park

RECENT PLANNING INITIATIVES



Unified Development Ordinance (UDO)

Zoning Map Section 1.05

City of Holland, Michigan

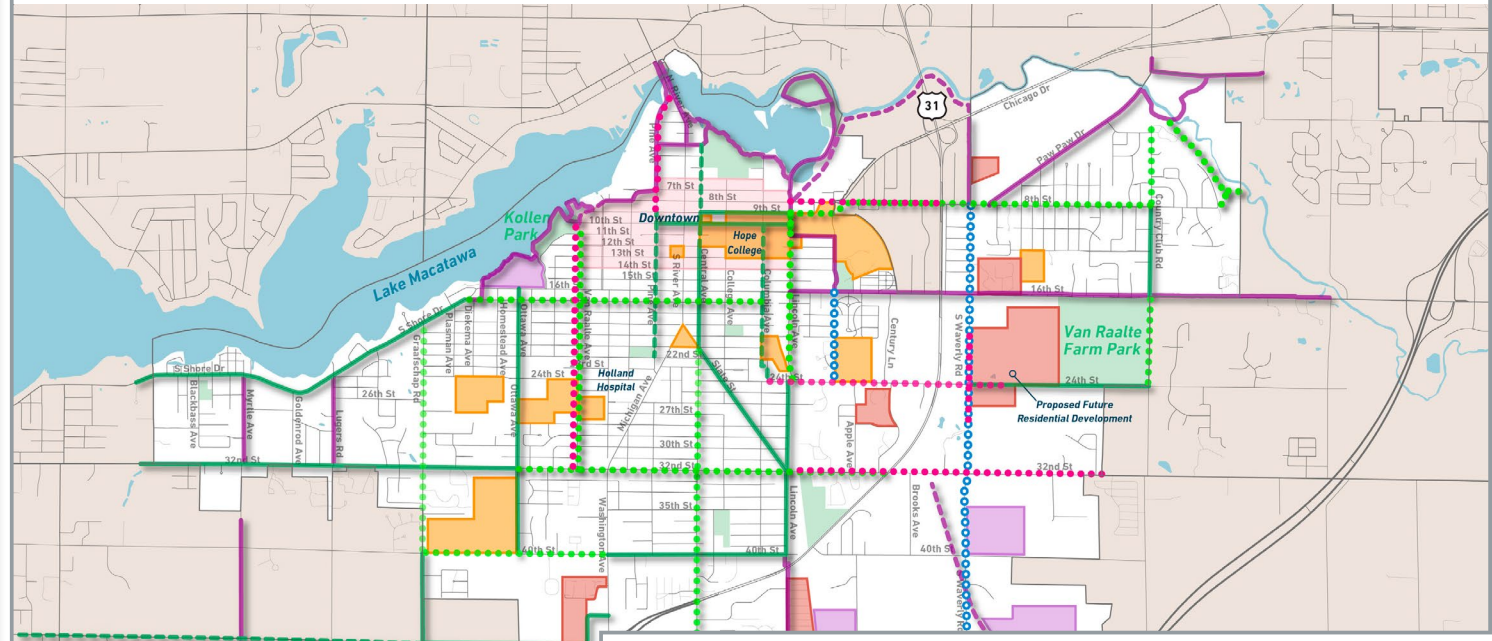
August 11, 2021

- LDR - Low Density Residential
- CNR - Cottage Neighborhood Residential
- MDR - Medium Density Residential
- TNR - Traditional Neighborhood Residential
- HDR - High Density Residential
- MHR - Manufactured Housing Community
- NMU - Neighborhood Mixed Use
- CMU - Corridor Mixed Use

- RMU - Redevelopment Mixed Use
- GMU - Greenfield Mixed Use
- ED - Education
- I - Industrial
- A - Airport
- OS - Open Space
- PUD - Planned Unit Development
- F - Form Based Code
- Airport Overlay District
- Hope Neighborhood Overlay District
- Waterfront Overlay District
- Water
- Marsh



OVERALL BIKE OPTIONS



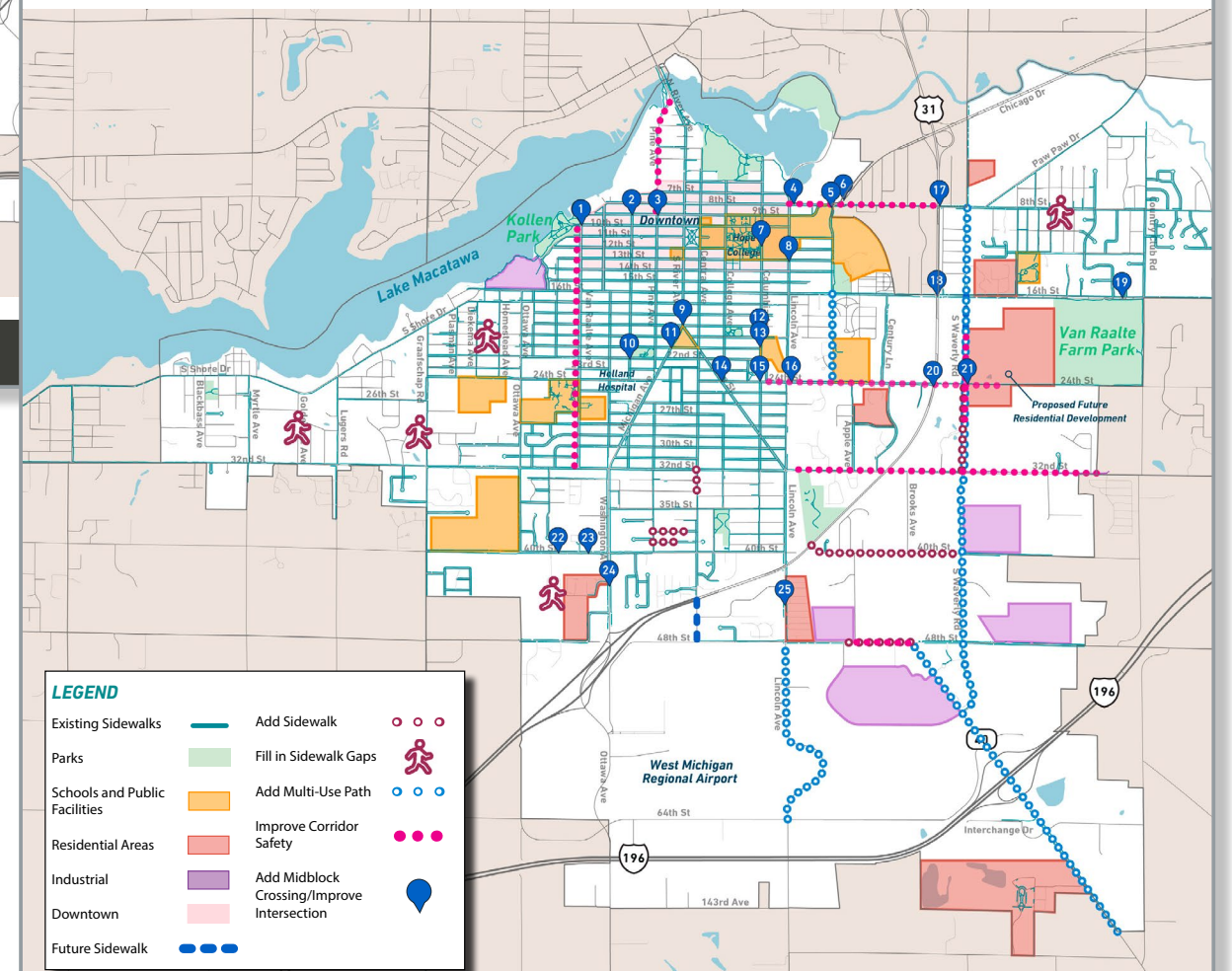
LEGEND

Existing Bike Lane	—	Downtown	—
Existing Sharrow/Shared Use Lane	—	Future Bike Lane	—
Existing Multi-Use Path	—	Future Multi-Use Path	—
Parks	■	Add Bike Lane	●●●
Schools and Public Facilities	■	Add Sharrow/Bike Signage	○●○
Residential Areas	■	Add Multi-Use Path	○●○
Industrial Areas	■	Improve Corridor Safety	●●●

HOLLAND | NON-MOTORIZED TRANSPORTATION PLAN

CITY OF HOLLAND UNIFIED DEVELOPMENT ORDINANCE (ADOPTED 2021) & NON-MOTORIZED TRANSPORTATION PLAN (ADOPTED 2022)

OVERALL PEDESTRIAN OPTIONS



LEGEND

Existing Sidewalks	—	Add Sidewalk	○●○
Parks	■	Fill in Sidewalk Gaps	■
Schools and Public Facilities	■	Add Multi-Use Path	○●○
Residential Areas	■	Improve Corridor Safety	●●●
Industrial	■	Add Midblock Crossing/Improve Intersection	●●●
Downtown	■		
Future Sidewalk	—		

SHORE SHORE VILLAGE BID BOARD



BOB BYARS
KING'S COVE / RETAIL CENTER
PROPERTIES



JACOB DEBOER
DEBOER BAKKERIJ



DREW DURHAM



CANDICE GRANT
PORT 393



CATIE HAUCH
DANCE UNITED



PAUL MIXA
CUBI MARKET



MIKE LAWSON
SOUTH SHORE REALTY



JOHN SILVA
JP GEMS



MARK VANDERPLOEG
CITY OF HOLLAND



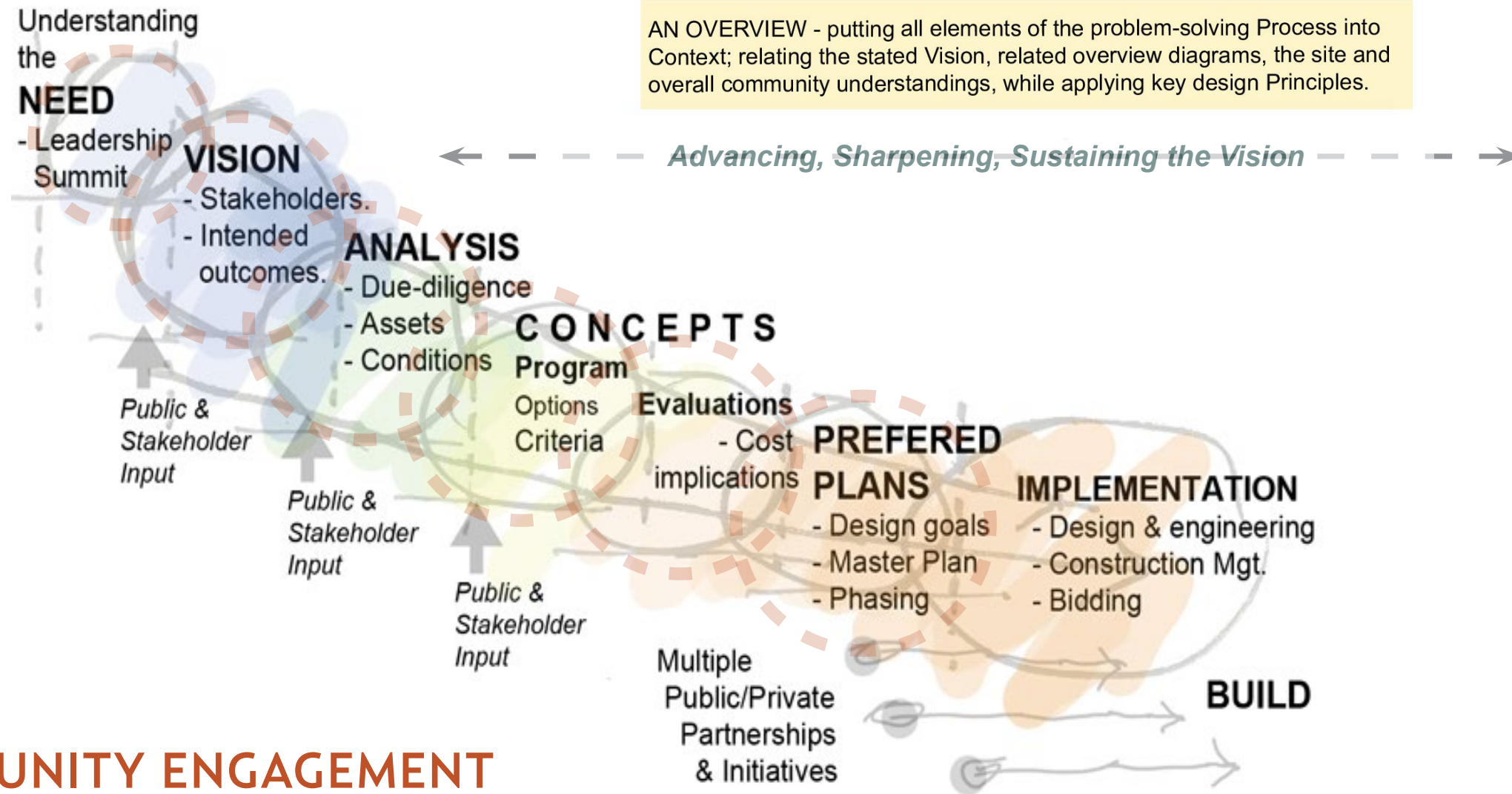
GOALS & OUTCOMES

- 1 TAKE STOCK OF EXISTING CONDITIONS & PROGRESS SINCE THE 2006 SOUTH SHORE VILLAGE ENHANCEMENT STUDY
- 2 ALIGN NEEDS & OPPORTUNITES OF RESIDENTS, BUSINESSES & OTHER STAKEHOLDERS
- 3 CAST A COHERENT VISION & COMMUNITY-ORIENTED ROADMAP TO GUIDE THE FUTURE OF THE NEIGHBORHOOD

OVERALL PROCESS

FRAMEWORK THINKING

AN OVERVIEW - putting all elements of the problem-solving Process into Context; relating the stated Vision, related overview diagrams, the site and overall community understandings, while applying key design Principles.



Credit: William J. Johnson

COMMUNITY ENGAGEMENT

JUNE 2: STAKEHOLDER WORKSHOP
COMMUNITY OPEN HOUSE

JULY 21: 2ND OPEN HOUSE
(SUMMER 2022)

PLAN REFINEMENTS

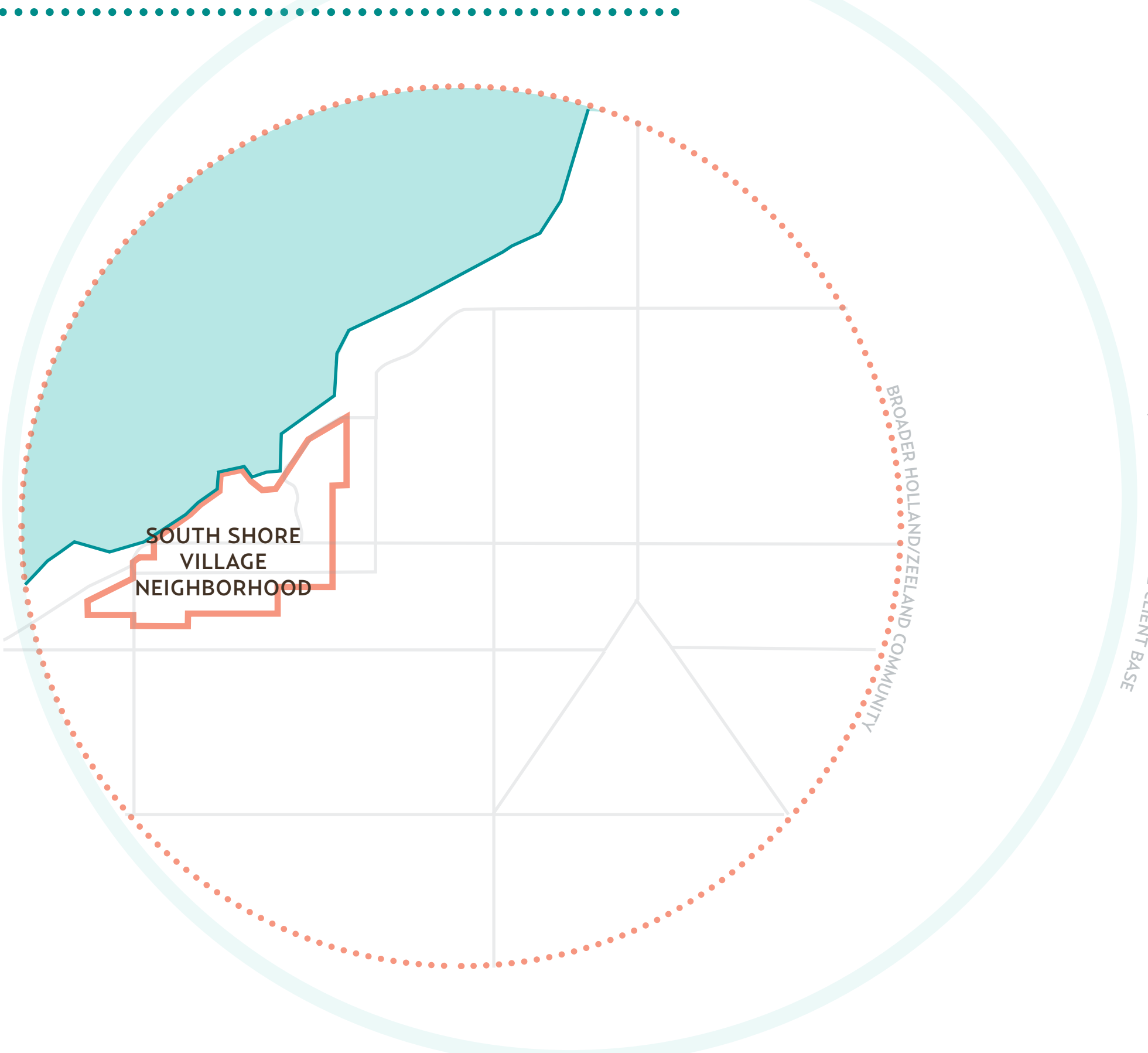
RECOMMENDATION

ADOPTION

IMPLEMENTATION

ITERATIVE REFINEMENTS

ENGAGEMENT STRATEGY



IN-PERSON

- STAKEHOLDER WORKSHOP
- COMMUNITY FEEDBACK BOARDS IN THE NEIGHBORHOOD & HERRICK DISTRICT LIBRARY
- 2 OPEN HOUSES
- SSV BID BOARD REVIEWS

ONLINE

- SOUTH SHORE VILLAGE WEBPAGE
- ONLINE FEEDBACK FORM

GENERAL COMMUNICATIONS (CITY OF HOLLAND)

- POSTCARD INVITES
- EMAIL INVITES
- PRESS RELEASES
- NEXTDOOR
- FACEBOOK
- ENGLISH & SPANISH

COMMUNITY OUTREACH



Holland
MICHIGAN

▶ BUILDING

▶ ZONING

▶ PLANNING

▶ PROGRAMS

▶ RENTALS & CODES

Current Applications Under Review

Development Guide & Applications

Adopted Master Plan

Special Study Areas

Housing Development Support

South Shore Village Neighborhood Area Plan

BACKGROUND

Since the 2005 South Shore Village District Enhancement Study was undertaken, the neighborhood and the broader environs have seen steady, significant changes:

- New developments and projects (e.g. Heinz Waterfront Walkway, South Shore on Macatawa, deBoer's Bakkerij, Port 393, Ladder Plex Businesses)
- Recent vacancies or redevelopment opportunities
- Recent planning initiatives (e.g. Waterfront Holland, Unified Development Ordinance, Non-Motorized Plan)

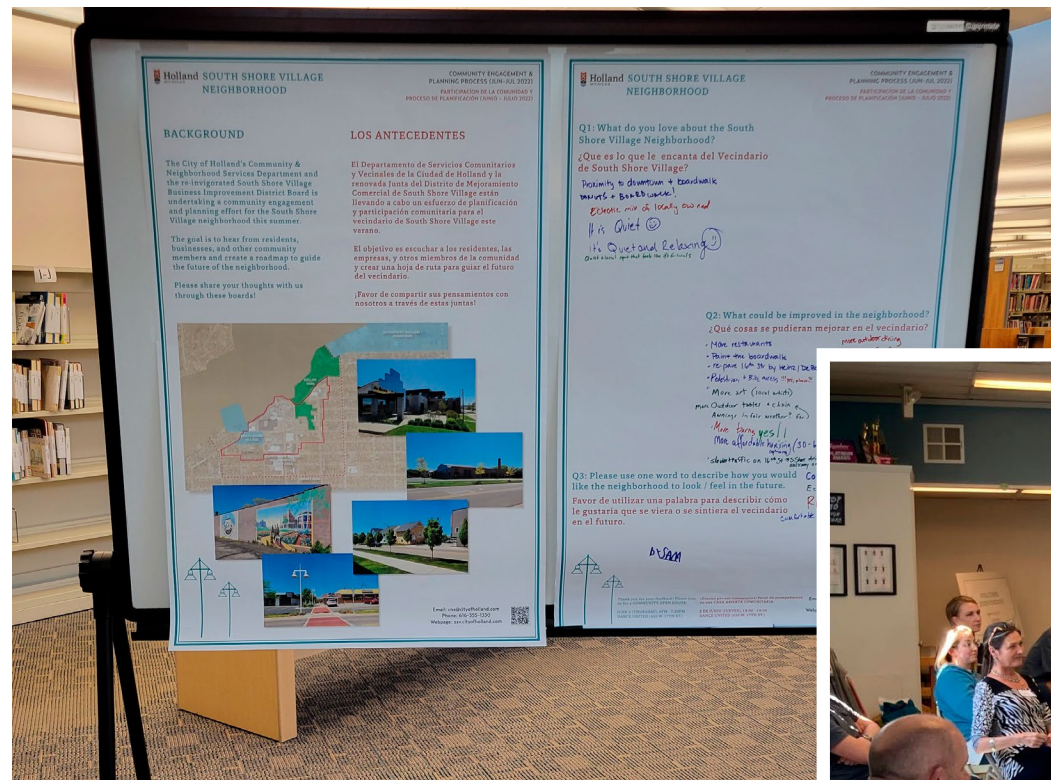
Community & Neighborhood Services

[Email Community and Neighborhood Services](#)

Physical Address
270 S River Avenue
3rd Floor
Holland, MI 49423

Phone: 616-355-1330
Fax: 616-546-7058

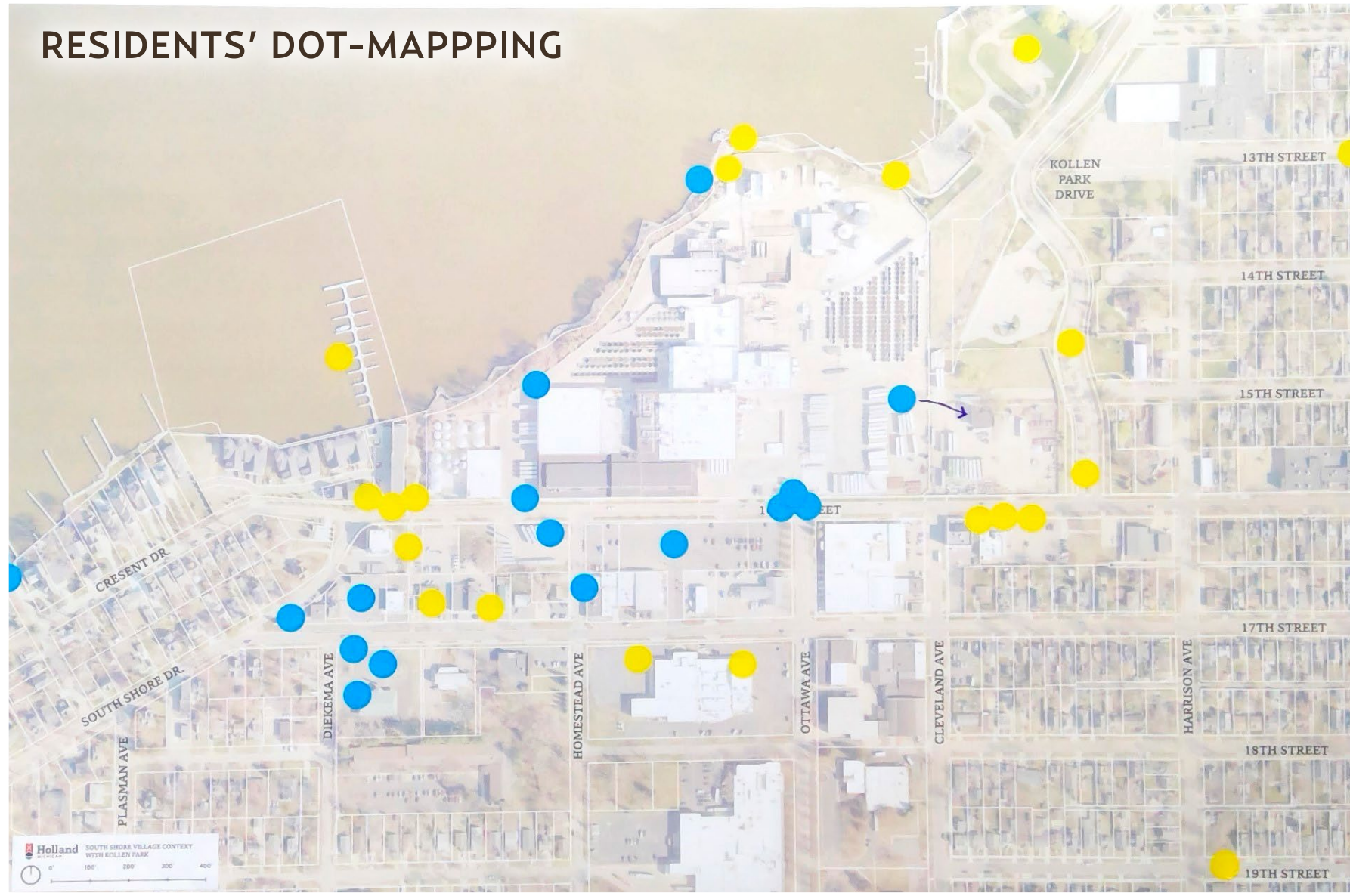
The City of Holland designated South Shore Village as a Business Improvement District (BID) and established an appointed Board to provide oversight in the district. The BID was dormant for a couple years due to the pandemic, but was formally re-established and reinvigorated in 2021 to support and help guide improvements in the



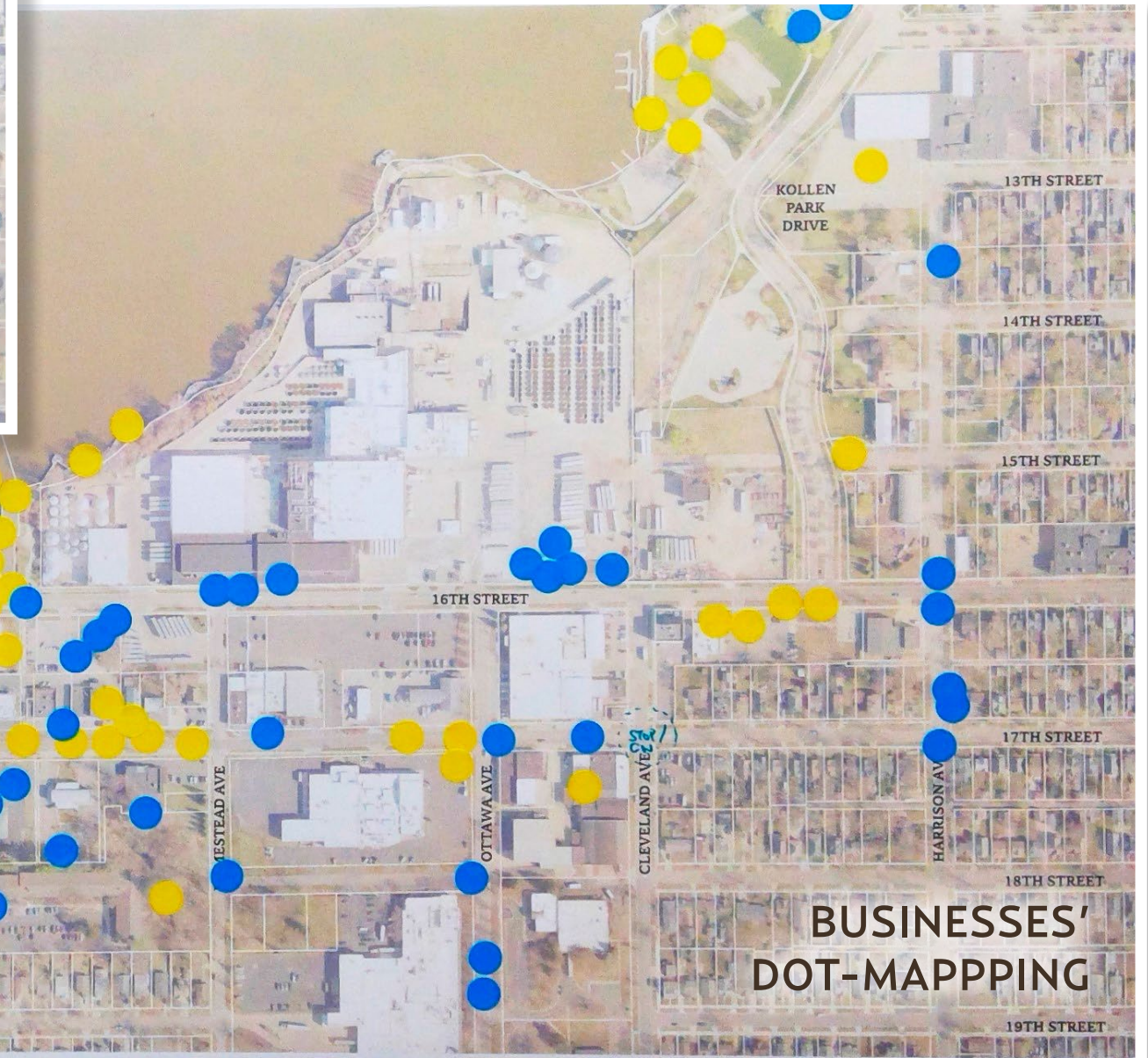
COMMUNITY OUTREACH



RESIDENTS' DOT-MAPPING

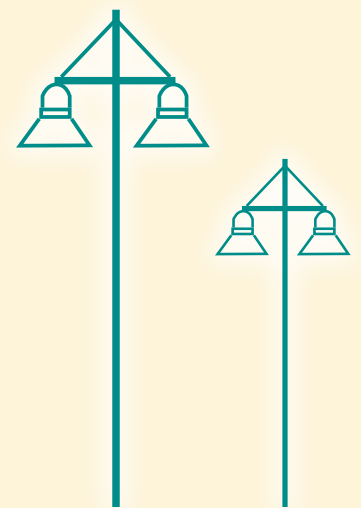


DOT-MAPPING



-  STRENGTH
-  OPPORTUNITY

BUSINESSES' DOT-MAPPING



WHAT DO YOU LOVE ABOUT SOUTH SHORE VILLAGE?

LOCAL PLACE THAT FEELS LIKE IT IS FOR LOCALS

ECLECTIC MIX OF BUSINESSES / NEIGHBORHOOD SERVICES

BUSINESSES HAVE THEIR SPECIAL NICHE

RELAXING

PROXIMITY TO THE AQUATIC CENTER

PROXIMITY TO SCHOOLS

NAUTICAL CHARACTER

CONVENIENCE

QUIET, MORE SECLUDED

DONUTS

HEINZ BOARDWALK

UNIQUE BOATING, INDUSTRIAL HISTORY

SENSE OF DESTINATION

MULTIGENERATION, MULTILINGUAL, MULTICULTURAL NEIGHBORHOOD

INDUSTRIAL AESTHETIC

CURVILINEAR NATURE OF KOLLEN PARK DRIVE

LITTLE SECRET

VIEWS OF THE WATER

CHERRY TREES

PROXIMITY TO DOWNTOWN

BIKING CULTURE

ACCESS TO KOLLEN PARK

SMALL BUSINESSES

LOCAL STORES

ACCESS TO THE WATER

ART / MURALS

LESS TOURISTS

FRIENDLY NEIGHBORS

ACCESSIBLE PARKING

GREEN SPACE / BEAUTIFICATION
 (Y-INTERSECTION, SHADE TREES PLANTER BEDS)

WALKABILITY

MAX (PUBLIC TPT) ACCESS

PAINT THE BOARDWALK

CENTRAL GATHERING SPACE

MORE BARNES

PEDESTRIAN & BIKE ACCESS
 (Consistent Sidewalks)

PAINT SSV PARKING LOT & ADD DIRECTION ARROWS

MORE EVENING / WEEKEND DINING HOURS

LIGHTING

REPAVE 16TH STREET

WOODS BEHIND WILDWOOD CREEK (Safety)

AWNINGS / SHADE

INTERSECTION 16TH / OTTAWA
 (3-Way Stop Signs? Flashing Lights? Slow the Traffic)

ENFORCEMENT (Farm Animals)

CLEANLINESS / TRASH RECEPTACLES

YEAR-ROUND OUTDOOR ACTIVITIES / EVENTS

HEINZ BOARDWALK ACCESS IN THE WINTER

LOCKSMITH

HAIR SALON

OUTDOOR DINING / SIDEWALK SEATING

17TH ST

FAMILY VIDEO

MORE HOUSING OPTIONS
 (Townhomes. Small Cottages. Affordable Housing 30% - 60% AMI)

HEINZ FENCE (Safety)

(Inhospitable. Fast Traffic.)

RESTAURANTS (Place for Dinner / Small Fine Dining)

ODORS

BIKE RACKS

CLEARER PATH TO THE WATER

RESIDENT MEMBERSHIP DOG PARK

OUTDOOR FIRE PIT

SPLASH PAD

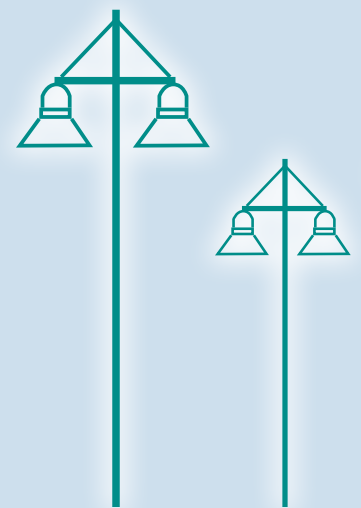
MORE RESTAURANTS (Place for Dinner / Small Fine Dining)

ATTENTION TO RENTALS

BETTER SIGNAGE

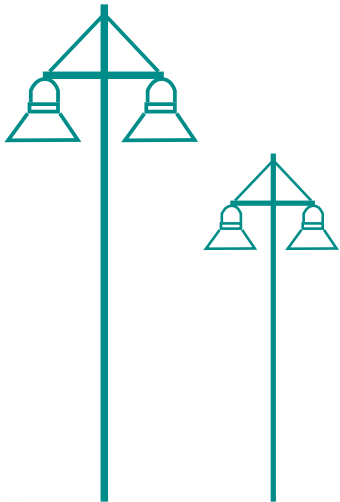
MORE ART / MURALS

WHAT COULD BE IMPROVED IN THE NEIGHBORHOOD?

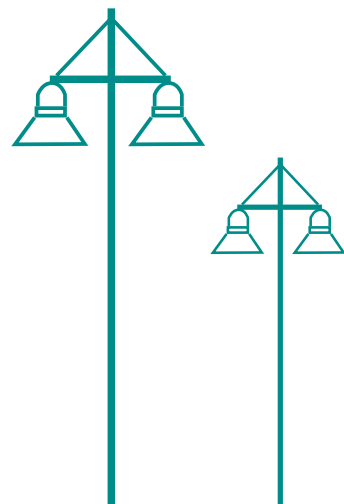


ONE WORD TO DESCRIBE THE ASPIRED CHARACTER

ACTIVE USES
COTTAGE
RUSTIC
GREEN
WALKABLE
ENERGIZED
NEIGHBORHOOD
COASTAL / NAUTICAL
FUN / EXCITING
APPROACHABLE / WELCOMING / INVITING
ECLECTIC
OPEN
SAFE
COMMUNITY
BEAUTIFUL
COMFORTABLE / COZY
UNIQUE
CONNECTED
HEALTHY
ACCESSIBLE
FRIENDLY
FOR LOCALS



VISUAL PREFERENCE SURVEY FINDINGS



Holland MICHIGAN SOUTH SHORE VILLAGE NEIGHBORHOOD

COMMUNITY ENGAGEMENT & PLANNING PROCESS (JUN-JUL 2022)
PARTICIPACIÓN DE LA COMUNIDAD Y PROCESO DE PLANIFICACIÓN (JUNIO - JULIO 2022)

VISUAL PREFERENCE SURVEY
The following are some examples of mixed use developments and housing.
Which of these do you prefer?

ENCUESTA DE PREFERENCIAS VISUALES
Los siguientes son algunos ejemplos de desarrollos de uso mixto y viviendas.
¿Cuál de estos prefieres?

Email: cns@cityofholland.com
Phone: 616-355-1330
Webpage: ssv.cityofholland.com

BUSINESSES

Holland MICHIGAN SOUTH SHORE VILLAGE NEIGHBORHOOD

COMMUNITY ENGAGEMENT & PLANNING PROCESS (JUN-JUL 2022)
PARTICIPACIÓN DE LA COMUNIDAD Y PROCESO DE PLANIFICACIÓN (JUNIO - JULIO 2022)

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Email: cns@cityofholland.com
Phone: 616-355-1330
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RESIDENTS

KEY ISSUES & OPPORTUNITIES

16TH STREET / OTTAWA, 16TH / KOLLEN PARK DRIVE, 17TH STREET TRAFFIC SAFETY

- Slow traffic and calm the street
- Provide safe pedestrian crossings at Ottawa Ave & Kollen Park Drive (e.g. stop signs, flashing signs, bump outs)

NON-MOTORIZED & PUBLIC TRANSPORTATION CONNECTIVITY

- Complete the sidewalk system
- Create a bike lane along 17th Street to strengthen bicyclist safety and integration with the South Shore Drive and Kollen Park bike lanes
- Explore additional / alternative stops for the MAX Transit routes

STREETSCAPE / LANDSCAPING

- Enhance the streetscape and provide opportunities for additional greening, shade, and beauty
- Incorporate trash receptacles as part of the streetscape to maintain the overall cleanliness
- Explore potential of placing overhead electrical lines underground
- Increase urban tree canopy

SHORELINE PROTECTION

- Protect and stabilize the shoreline along the Heinz Boardwalk for long-term property and public safety due to recent erosion as a result of the high lake levels

PARKING

- Provide clear and adequate parking
- Explore potential for shared parking arrangement with Heinz

ALL-SEASON USE & ACTIVATION

- Identify opportunities for all-season use and activation (e.g. outdoor dining, gathering, events, concerts, hair salon, fine dining, longer evening hours)
- Ensure coherence of South Shore Village

LIGHTING & SAFETY

- Lighting for overall neighborhood safety and evening appeal

SIGNAGE / WAYFINDING

- Improve signage to welcome and direct traffic to South Shore Village (similar to Washington Square)
- Consider location, design, and identity

PUBLIC ART / MURALS

- Identify additional opportunities to incorporate public art and murals

REDEVELOPMENT OPPORTUNITIES

- Identify parcels or portions of parcels which could be explored for redevelopment opportunities, including mixed use and housing, and the historic brick building within the Heinz property

VISION STATEMENT & GUIDING PRINCIPLES

.....

SOUTH SHORE VILLAGE ...

A WELCOMING, WALKABLE, VIBRANT NEIGHBORHOOD OF NAUTICAL CHARACTER ANCHORED BY AN ECLECTIC MIX OF LOCAL CRAFTS, SERVICES & INDUSTRIES.

CONNECT

- Complete the non-motorized access within the neighborhood, ie. sidewalks and bike lanes / paths
- Strengthen the access and connection to the broader community, including Kollen Park, Downtown, the Aquatic Center

CALM

- Slow the traffic along 16th and 17th Street
- Provide safe pedestrian and bicyclist crossings at key intersections / midblock connectors

GREEN / BEAUTIFY

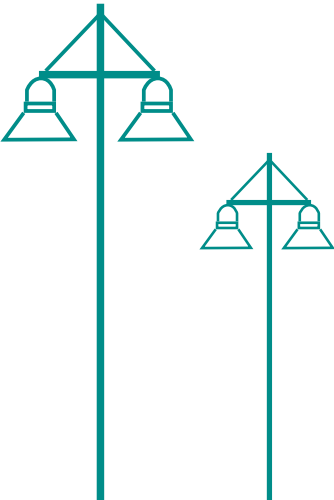
- Enhance the streetscape and provide opportunities for additional greening, shade, and beauty

DISTINGUISH

- Distinguish the key gateways to South Shore Village with visible, unique signage

ACTIVATE

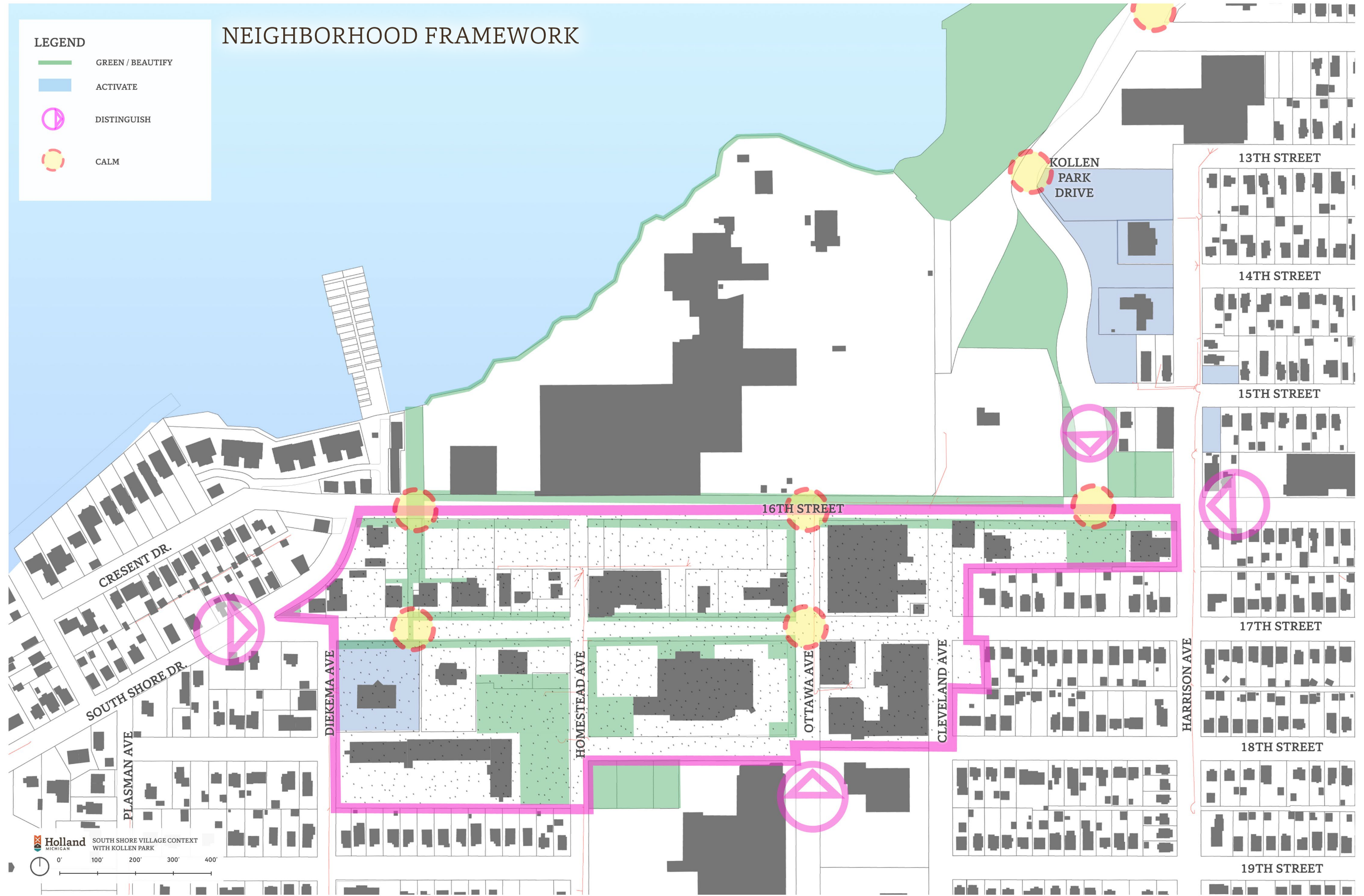
- Identify parcels or portions of parcels which could be explored for redevelopment opportunities, including mixed use and housing, and the historic brick building within the Heinz property



NEIGHBORHOOD FRAMEWORK

LEGEND

- GREEN / BEAUTIFY
- ACTIVATE
- ⊡ DISTINGUISH
- CALM










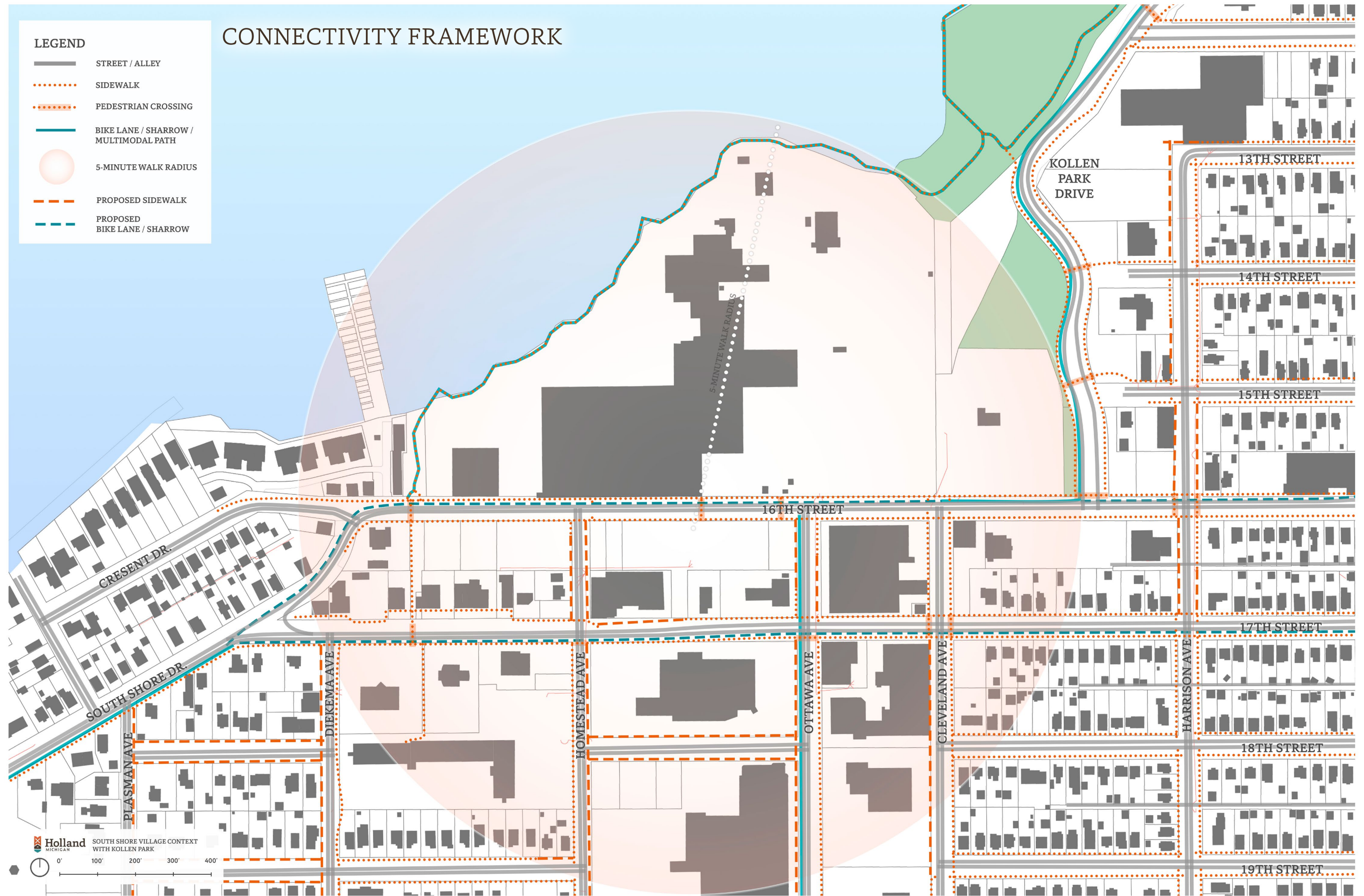
Holland MICHIGAN SOUTH SHORE VILLAGE CONTEXT WITH KOLLEN PARK



CONNECTIVITY FRAMEWORK

LEGEND

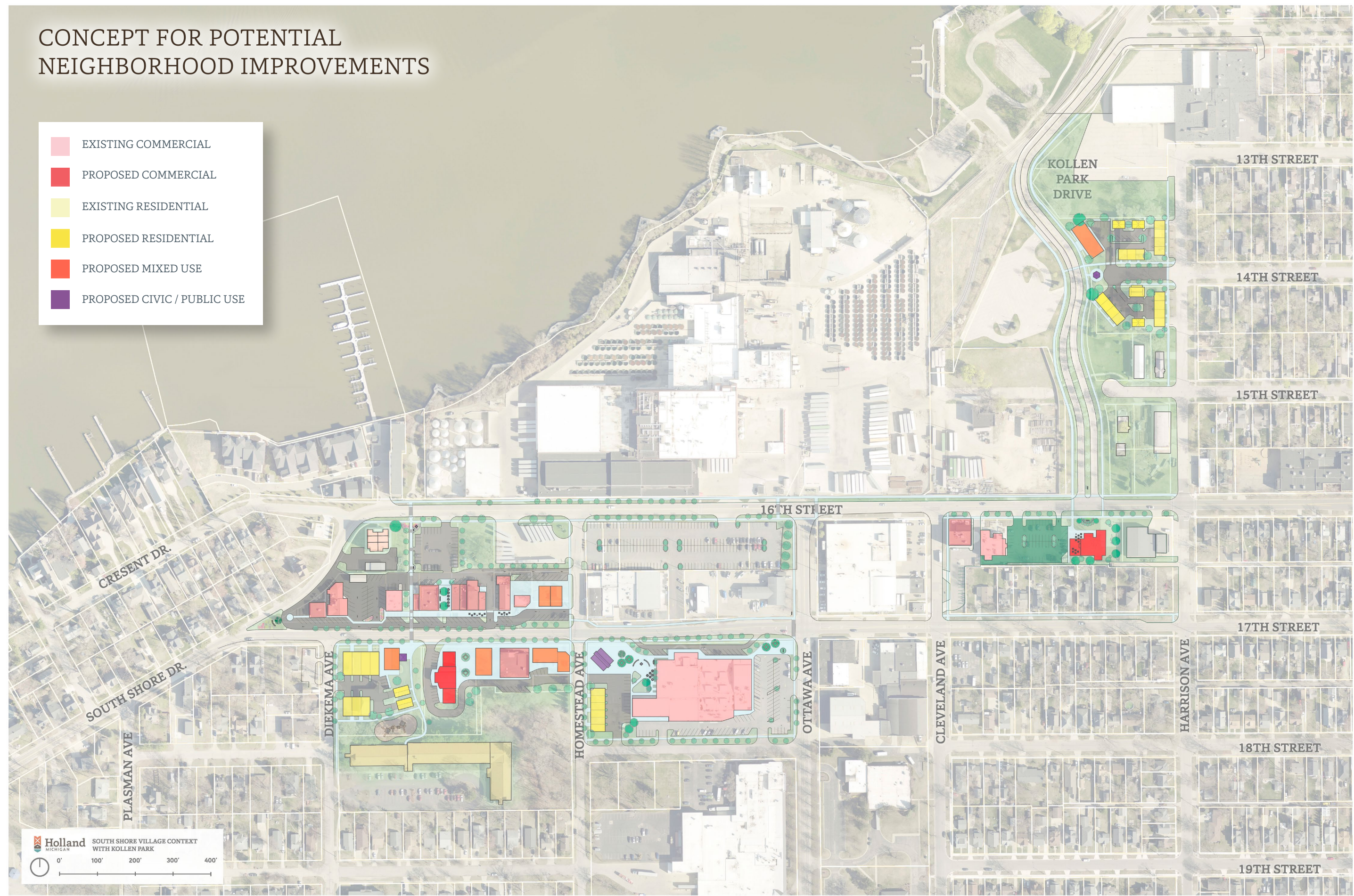
-  STREET / ALLEY
-  SIDEWALK
-  PEDESTRIAN CROSSING
-  BIKE LANE / SHARROW / MULTIMODAL PATH
-  5-MINUTE WALK RADIUS
-  PROPOSED SIDEWALK
-  PROPOSED BIKE LANE / SHARROW



Holland MICHIGAN SOUTH SHORE VILLAGE CONTEXT WITH KOLLEN PARK

CONCEPT FOR POTENTIAL NEIGHBORHOOD IMPROVEMENTS

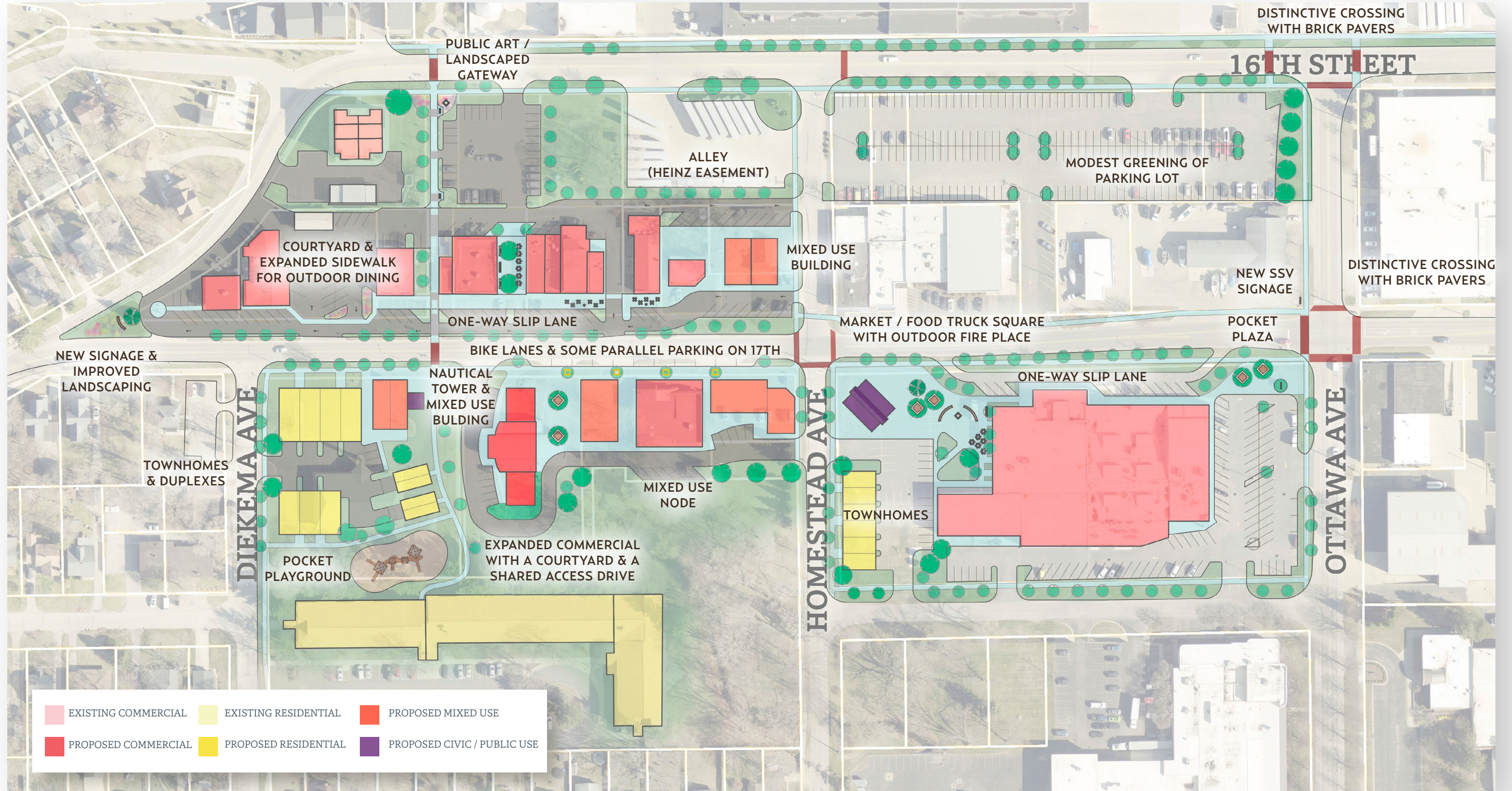
- EXISTING COMMERCIAL
- PROPOSED COMMERCIAL
- EXISTING RESIDENTIAL
- PROPOSED RESIDENTIAL
- PROPOSED MIXED USE
- PROPOSED CIVIC / PUBLIC USE



Holland MICHIGAN
 SOUTH SHORE VILLAGE CONTEXT
 WITH KOLLEN PARK

0' 100' 200' 300' 400'

SOUTH SHORE VILLAGE CORE



	EXISTING COMMERCIAL		EXISTING RESIDENTIAL		PROPOSED MIXED USE
	PROPOSED COMMERCIAL		PROPOSED RESIDENTIAL		PROPOSED CIVIC / PUBLIC USE

VIEW FROM 16TH / HEINZ BOARDWALK CROSSING



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and Nick Rolinski

VIEW LOOKING EAST ON 17TH ST.



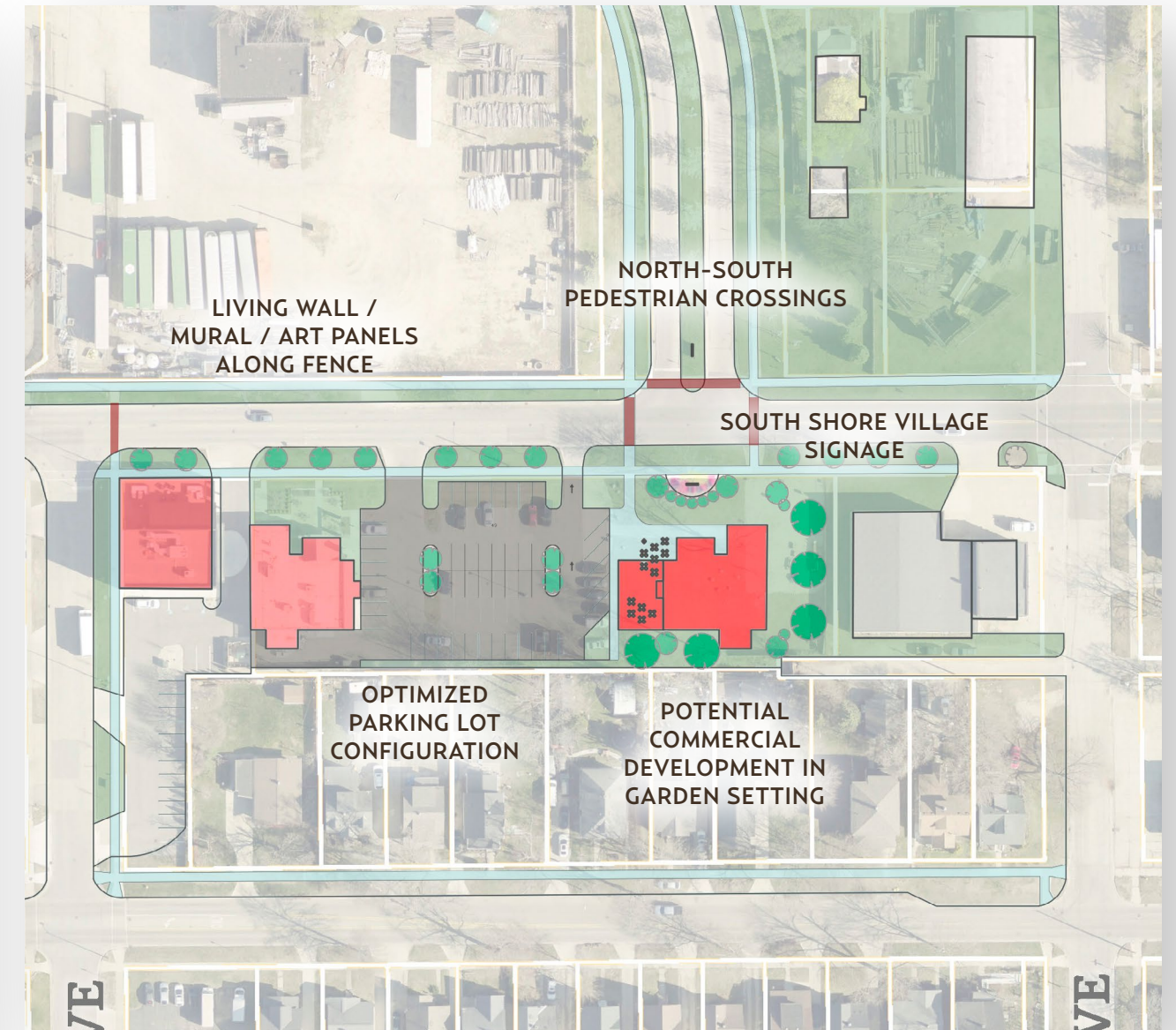
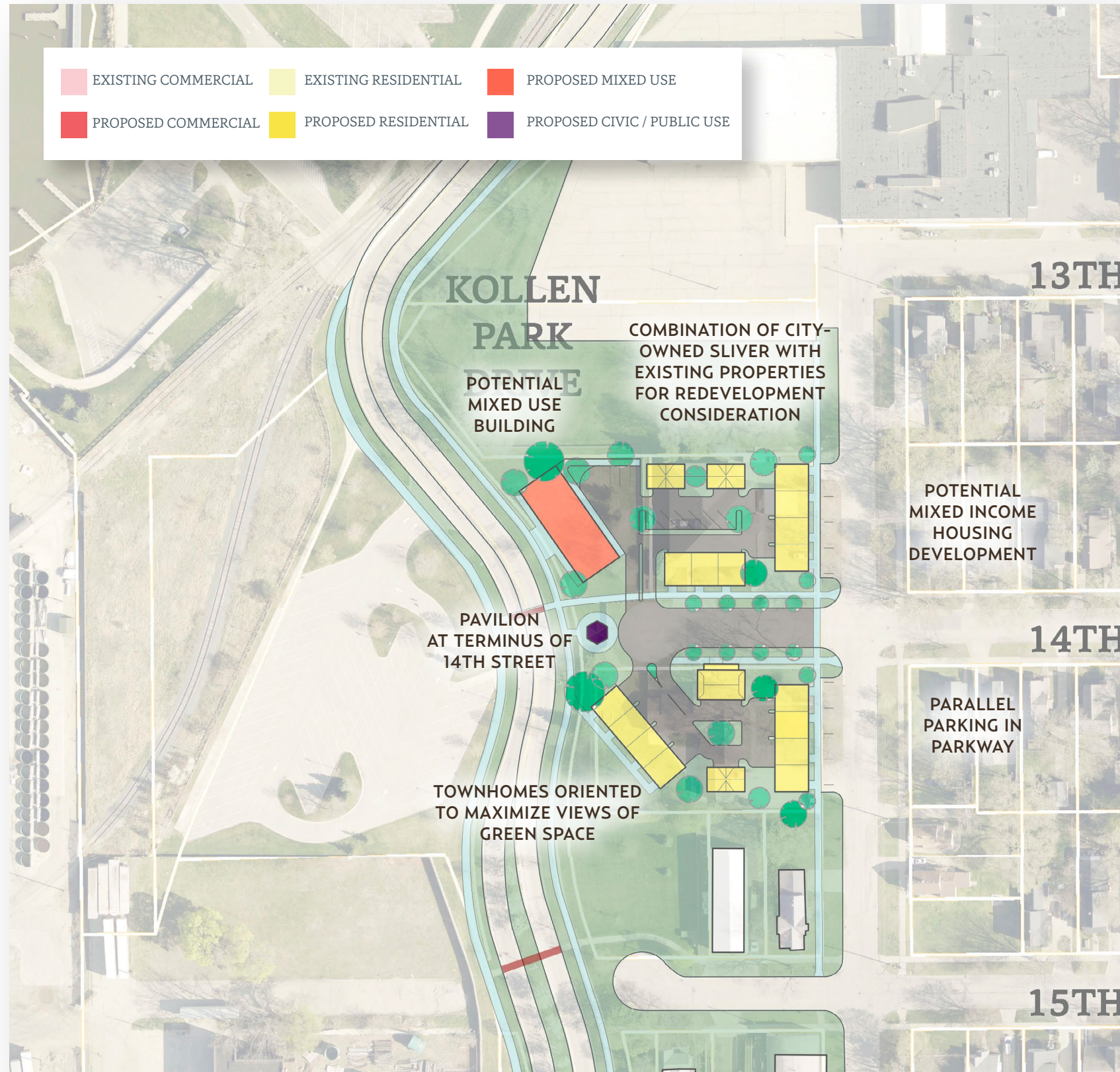
© 2022 Har Ye Kan
and Nick Rolinski

POTENTIAL STREET SECTION: 17TH ST. LOOKING EAST

.....



KOLLEN PARK DRIVE & SSV GATEWAY AT 16TH ST.



VIEW ALONG KOLLEN PARK DRIVE LOOKING EAST TO 14TH ST.

.....



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and Nick Rolinski

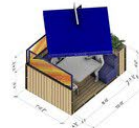


Collection of Food Trucks, Beer, & Bites in an Outdoor Setting

KIT OF PARTS INVENTORY

BASE MODULE
TYPICAL

4



SERVICE &
SANITATION

1 & 1



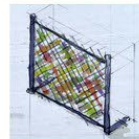
OPEN DECKING

1 SIDEWALK
DECK



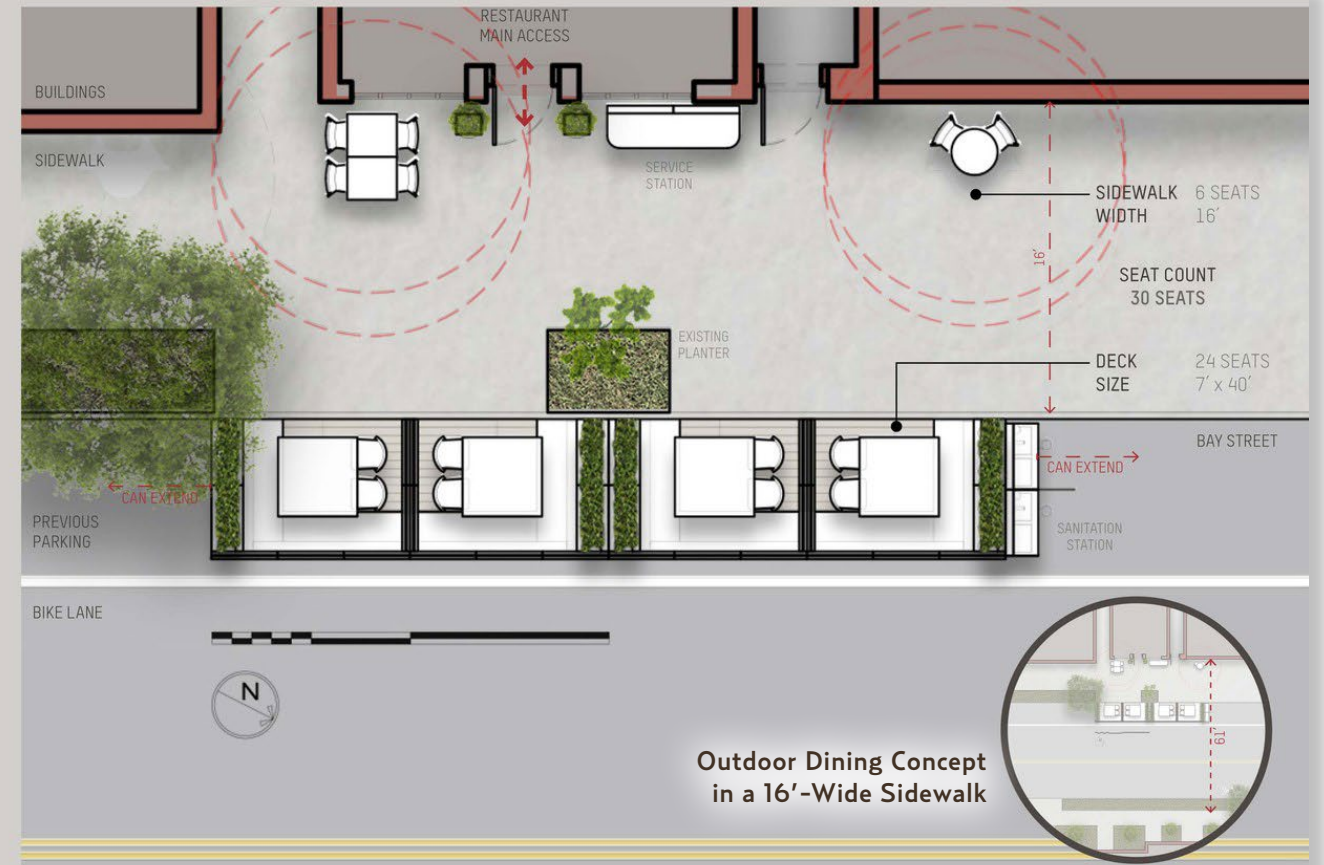
STREET
FENCING

2



ACCESSORIES

- (5) LIGHTING
- (4) UMBRELLAS
- (4) FANS
- (1) MODIFIED STRUCTURE



Outdoor Dining Concept in a 16'-Wide Sidewalk



Nautical Architecture



Multi-Purpose Pavilion for Community Events & Markets



Improved Signage & Landscaping

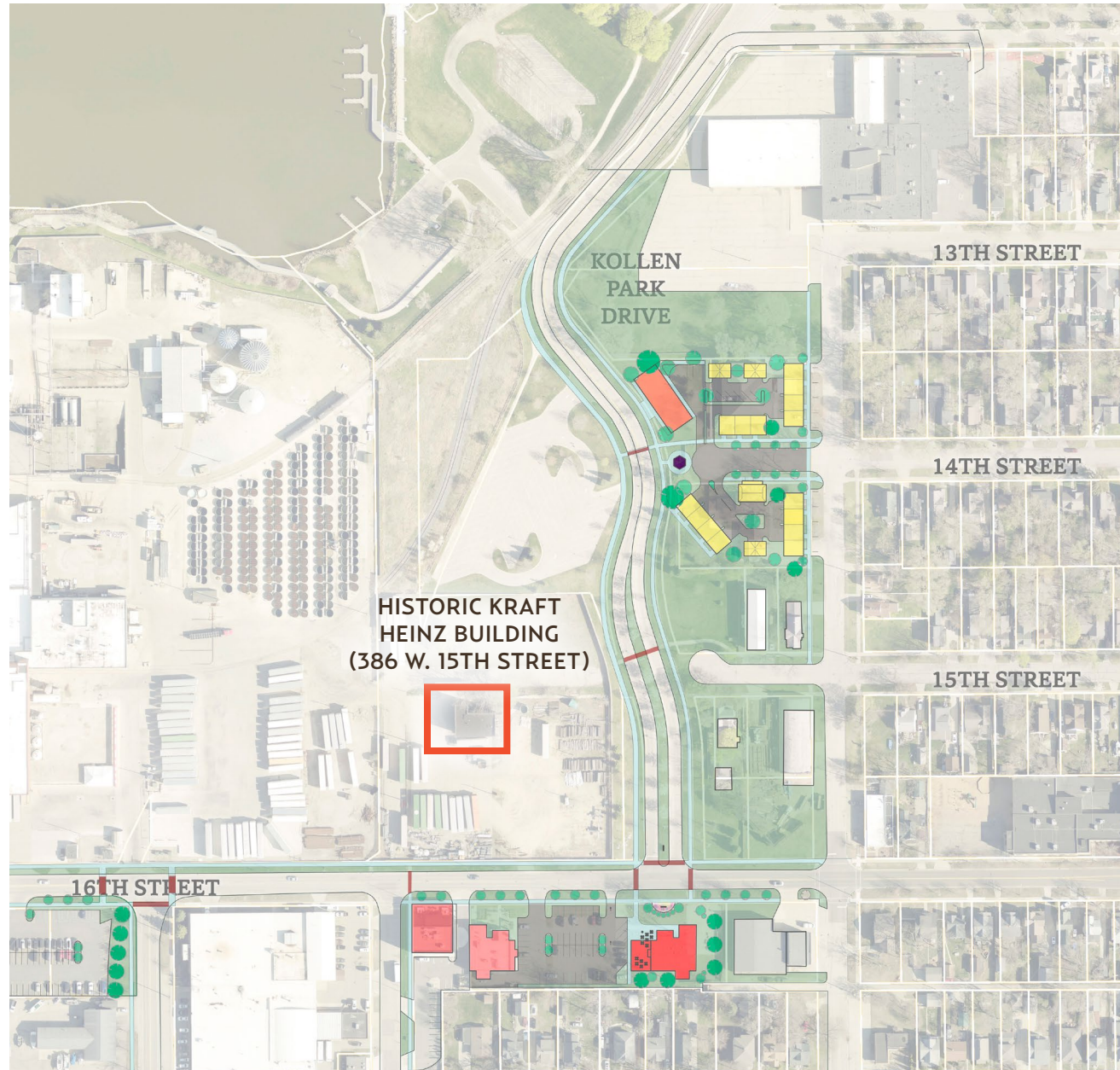
IMPLEMENTATION STRATEGY



NOTE: THIS IS A DRAFT WORKSHEET. DETAILS WILL BE DETERMINED BY THE CITY OF HOLLAND AND PRIVATE STAKEHOLDERS IN SUBSEQUENT BID BOARD MEETINGS.

Project	Priority	Timeframe	Oversight			Funding			Maintenance Responsibility
			City	OtherGovt.	Private	Public	Private	TIF/ Others	
SOUTH SHORE VILLAGE CORE									
CONNECT									
Work with the City's Transportation Services Department to create safe, feasible bike lanes and sidewalk connections along 17th Street.									
Engage the South Shore Village businesses north of 17th Street and the City's Transportation Services Department to explore: (i) one-way angled parking, (ii) a wider sidewalk to provide circulation clarity and opportunities for convenient parking, outdoor dining, and bicycle parking; (iii) an easement and an alley to provide additional access and rear-loaded parking.									
Engage Kraft Heinz and the City's Parks & Recreation Department to explore the possibility of public boat slips which could be accessed via the Heinz Boardwalk.									
CALM									
Work with the City's Transportation Services Department to improve key pedestrian crossings at 16th Street / Ottawa Ave and 17th Street / Ottawa Ave. This could include planting more street trees, installing distinctive brick pavers, stop signs for traffic.									
ACTIVATE									
Work with private property owners (e.g. Family Video, Ockerlund, McAlpine, King's Cove, Tulip City Brewstillery) to (i) Encourage outdoor dining, extend evening dining options (e.g. food trucks), and incorporate programming (e.g. music, events). (ii) Redevelop or enhance parcels, where feasible, into mixed use, commercial, and/or residential uses.									
GREEN / BEAUTIFY									
Work with the businesses owners, including Kraft Heinz, and the City's Transportation Services and Parks & Recreation Departments to: (i) plant more street trees along the streets and avenues to soften the environment, (ii) provide more trash receptacles.									
Work with South Shore Village businesses on building facade improvements.									
DISTINGUISH									
Work with the City to create new gateway signage for South Shore Village at 17th Street.									
Work with the City's Parks & Recreation Department to improve landscaping and integrate public art / sculptures at key gateways.									
Develop a system for commissioning, maintaining, and informing the community about existing and potential murals as well as other public art / sculpture in South Shore Village.									

IMPLEMENTATION STRATEGY



NOTE: THIS IS A DRAFT WORKSHEET. DETAILS WILL BE DETERMINED BY THE CITY OF HOLLAND AND PRIVATE STAKEHOLDERS IN SUBSEQUENT BID BOARD MEETINGS.

Project	Priority	Timeframe	Oversight			Funding			Maintenance Responsibility
			City	Other Govt.	Private	Public	Private	TIF/ Others	
KOLLEN PARK DRIVE GATEWAY									
CONNECT Work with the City's Transportation Services Department to create safe, feasible bike lanes and sidewalk connections along Harrison Ave and 16th Street.									
CALM Work with the City's Transportation Services Department to improve key pedestrian crossings at 16th Street / Kollen Park Drive. This could include planting more street trees, installing distinctive brick pavers, stop signs for traffic.									
ACTIVATE Work with private property owners (DeBoer Bakkeij, Heritage Homes, and Community Action House) to explore the redevelopment of parcels into mixed use, commercial, and/or residential uses.									
Work with the City on potential sale of surplus slivers of City-owned property along Kollen Park Drive which could be integrated with other private property parcels for redevelopment.									
GREEN / BEAUTIFY Work with Kraft Heinz on potential improvements to its 16th Street fence, including opportunities for art, living walls, sculpture, fruit trees, and safer materials.									
DISTINGUISH Work with the City to create new gateway signage for South Shore Village at the terminus of Kollen Park Drive.									
Work with the City's Parks & Recreation Department to improve landscaping and integrate public art / sculptures at key gateways. (Refer to the America in Bloom recommendations.)									
OTHERS									
Work with Kraft Heinz on the shoreland protection and stabilization along the Heinz boardwalk, including opportunities for funding through the brownfield payback.									
Work with the BPW to explore undergrounding the power lines.									
Work the City's GIS and Community & Neighborhood Services Departments to identify the vacant housing units and explore opportunities for supporting safe housing occupancy.									
Work with the Community & Neighborhood Services Department to (i) revisit the South Shore Village Form Based Code in the Unified Development Ordinance; (ii) identify additional opportunities for redevelopment, enhancement, and housing.									

APPENDIX: KRAFT HEINZ OFFICE BUILDING

HOLLAND HISTORIC PROPERTIES

Name: Heinz Factory Office Building

Address: 386 W. 15th Street

Historic Use: Manufacturing

Current Use: Office

Dates:



Architectural Description: This two story office building has a flat roof construction. The foundation is Rusticated concrete block. Rectangular windows are placed in pairs with limestone sills and simple hoods. Corners are accentuated by raised brick piers. A wooden gable-roofed porch with square wooden columns covers the main entrance. The porch has been enclosed with aluminum windows.

Architect/ Builder:

Statement of Significance: A two-story office building, originally the offices of the adjacent Holland Shoe Factory that was demolished in the early 1980's. A building reflecting the changes occurring at the turn of the century, where brick structures of this nature were simply detailed with recessed panels accentuated by brick piers.

H.J. Heinz Company was founded in 1869 as Heinz & Noble by 25 year old entrepreneur, Henry J. Heinz and L. Clarence Noble in Sharpsburg, PA near Pittsburg. After filing for bankruptcy in 1975, Heinz forged back into business independently.

Holland is the second oldest factory in operation for Heinz and is the world's largest pickle factory. The Holland site was selected to become a salting station in 1896. In 1899 the Holland factory comprised four buildings, including newly constructed facilities for processing tomato products. By 1906 the factory consisted of 8 buildings and a new vinegar building was completed devoted largely to distillation of malt vinegar. A million dollar expansion was undertaken in 1983 and Heinz is the city's largest tax payer.

Designation: None



From the Holland Museum:

Catalog Number

2006.109.1

Description

Black and white photograph showing the exterior of the Holland Racine Shoe Company factory.

History

Originally called the Holland Shoe Company, Holland-Racine specialized in men's dress shoes.

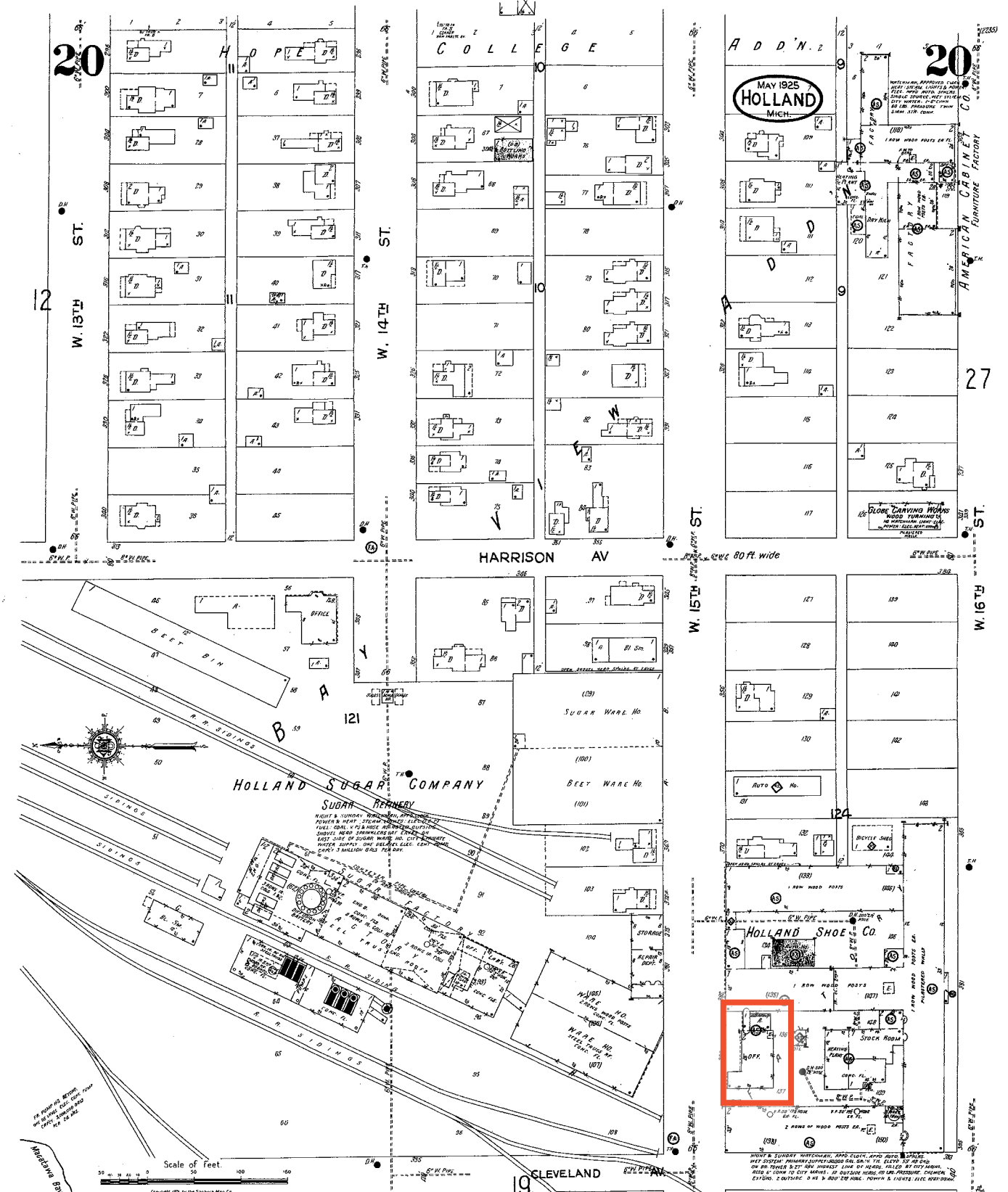
The factory, located near Kollen Park Drive and West 16th Street, started in 1901 to utilize an abundant supply of sole leather generated by the Cappon & Bertsch Tannery on Eighth Street. Within a year the shoe factory was one of the busiest Holland factories, employing 200 people and the company daily producing 1,000 pairs of shoes. By 1914, the factory doubled to 400 employees daily producing 3,000 pairs of shoes. In 1939, the company merged with the Racine Shoe Company in Wisconsin forming the Holland-Racine Shoe Company.

Joining the World War II war effort, the firm produced 240,000 pairs of shoes for the Navy. In 1964, Holland-Racine was sold to a St. Louis company. Not able to compete with low-cost imports, the factory closed in 1967.

APPENDIX: KRAFT HEINZ OFFICE BUILDING



SANBORN MAP (1916)



SANBORN MAP (1925)

WAVERLY SUBAREA PLAN



Holland
MICHIGAN

JULY 2019

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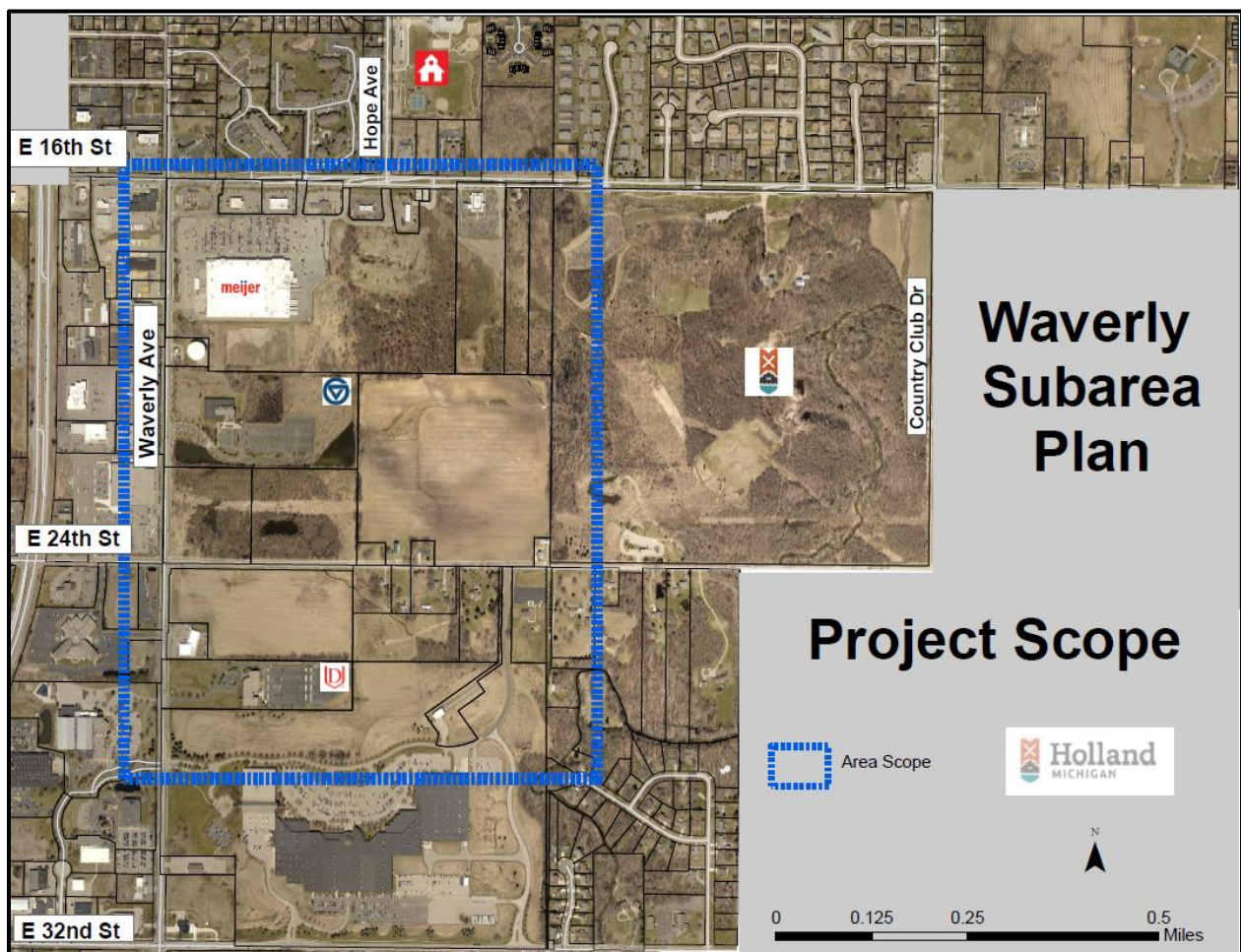
Purpose

The intent of the Waverly Subarea Plan is to 1) identify goals and 2) offer strategies for development in the Subarea. With a finite amount of vacant and developable land now available in the City of Holland, it is imperative for the City to be proactive rather than reactive in its development approach to reach best planning practice goals and action steps set forth in the 2017 Master Plan.

As developers become interested in these private properties, City staff and the Planning Commission are dedicated to working with them to meet their and the City's development goals. This Plan will provide developer guidance.

Figure 1 illustrates the project scope for this Waverly Subarea Plan. The vicinity around the area scope is considered in determining City goals and connection strategies.

Figure 1: Project Scope



Importance of Subarea

The Waverly Subarea is unique and important because:

1. Seven (7) adjacent properties are greenfield and vacant sites;
2. The average acreage of these properties is roughly 15 acres;

3. Large acreage sites with limited existing public infrastructure in the form of utilities & streets;
4. Current zoning of these properties varies;
5. The proximity of the Subarea to a major park, shopping, and transportation amenities;
6. The proximity of the Subarea to the City of Holland's extensive industrial production area;
7. The proximity to post-secondary educational facilities and K-5 educational facilities;

Waverly Subarea Goals

Due to the existing and unique conditions of the Subarea, the City wants to be proactive to ensure important connections are made and land use coordination occurs as development happens. The four (4) major goals for the Waverly Subarea are to:

1. Connect public infrastructure;
2. Coordinate site design and land uses and encourage Low-Impact Development (LID);
3. Expand mixed-use and high or mixed - density development on each property;
4. Highlight next steps within the City's Unified Development Ordinance (UDO) context and its expected neighborhood planning endeavors.

Each of these goals and the strategies to achieve them are described in detail through the rest of this plan.

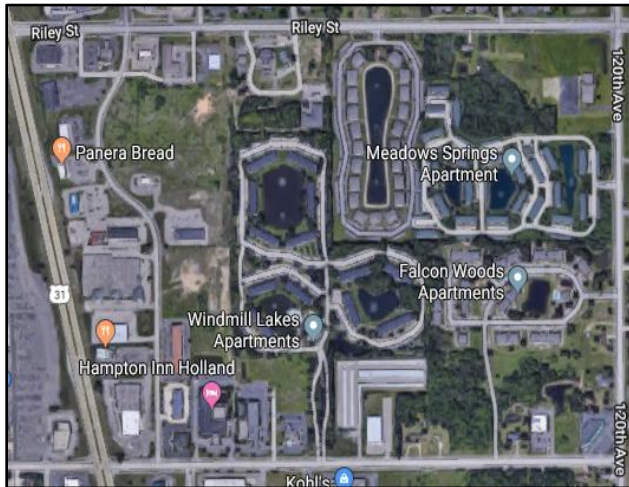
Goal #1: Connect Public Infrastructure

Public infrastructure includes streets, sidewalks, multimodal paths, stormwater mains, and transit. To meet the 2017 Master Plan goals of connectivity, sustainability, and resiliency, it is paramount that developments connect rather than be allowed to develop as individual island communities. Although a tight grid network is not necessary or desired in this Subarea, traditional suburban developments without connections are also not desired.

Street Infrastructure

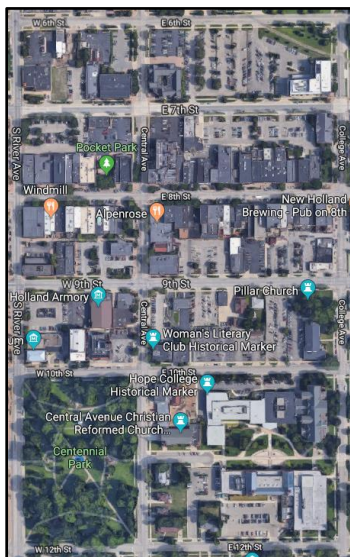
The following depicts nearby examples of these two (2) undesirable Waverly Subarea development types:

Traditional Suburban



- 3 adjacent multifamily apartment developments that are not connected by streets, sidewalks, or multimodal paths.
- Puts stress on the primary public thoroughfares due to substantial amounts of traffic on the arterials rather than dispersing traffic across a connected network.
- Commercial uses located near residential developments, but no connections other than on busy roadways; must drive.

Urban Grid



- Mixed uses are connected via multiple street, sidewalk, and multimodal path connections.
- Large sites provide internal multimodal connections to buildings and a variety of streets (I.e. Centennial Park and Hope College).
- Density is varied.
- Traffic stress is much less of an issue.

Figures 2 and 3 depict the possible street network. Note how this street network is not traditional suburban where each property is an enclave and it is also not proposed to be an urban grid with 300 to 900 ft blocks.

Instead, the possible street network for the Waverly Subarea would provide approximately 1,300 ft blocks instead of the existing 2,500 ft blocks. The purpose is to provide limited connections between sites while still providing connections to surrounding amenities, and to take the existing and future traffic burden off arterial streets.

Note: Other than the vertical, midblock street that follows the existing sanitary sewer main (highlighted in Figure 4 below), the other streets are approximate in location, but deemed necessary for north/south and east/west connections.

Figure 2: Existing and Possible Street Connections and Land Uses

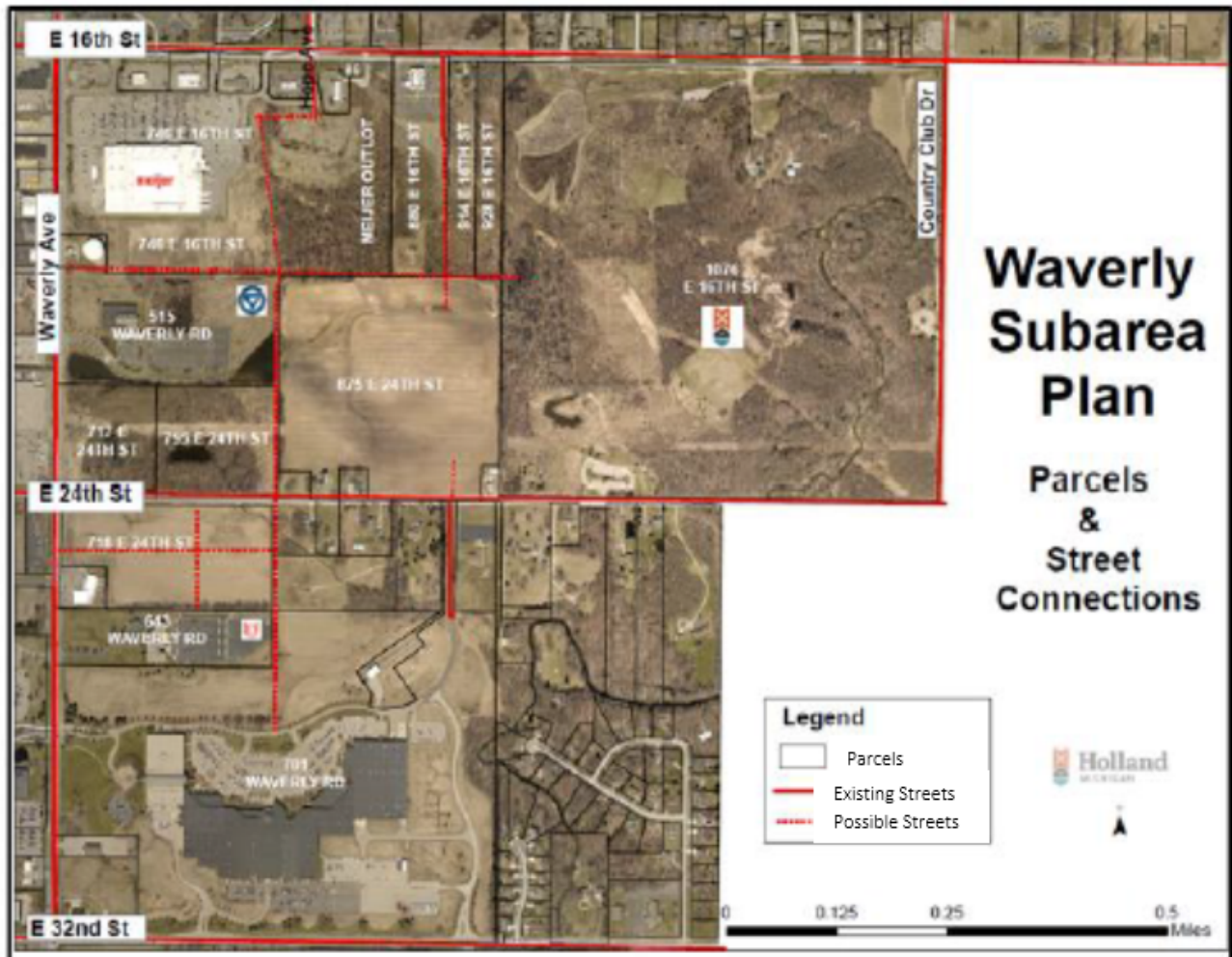
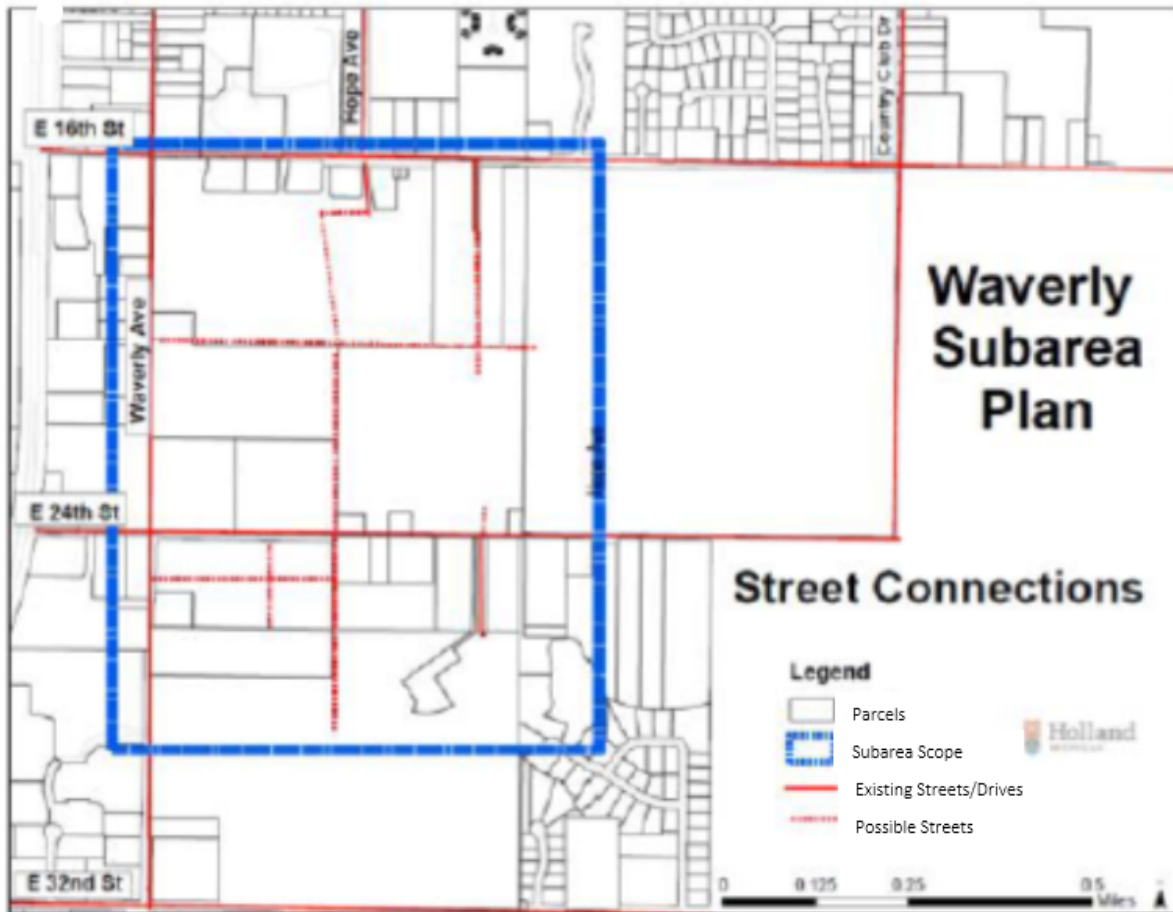


Figure 3: Existing and Possible Street Connections



Public Streets

All newly constructed streets will be public streets barring an extraordinary reason why it needs to be a private street. The responsibility of constructing the street will be on the developer. The City may be able to assist in cost with Tax Increment Financing (TIF). Details of these incentives will need be worked out with the City Manager and approved by City Council.

Utility Infrastructure

The placement of the street network also takes existing utility easements into consideration. Holland Board of Public Works' goal is to generally run utilities along streets. This ensures they can get to them quickly in case of problems and for annual maintenance, rather than having to drive cross-country.

Figures 4 and 5 show the location of the sanitary sewer and how the possible street network would coordinate. It has long been HBPW's goal to place public street along the 30-foot-wide sanitary sewer easement depicted in the circle below, aligning with planning and traffic goals as of all the possible street connections, this one would be the most beneficial.

Figure 4: Street Connections and Sanitary Sewer and Land Uses

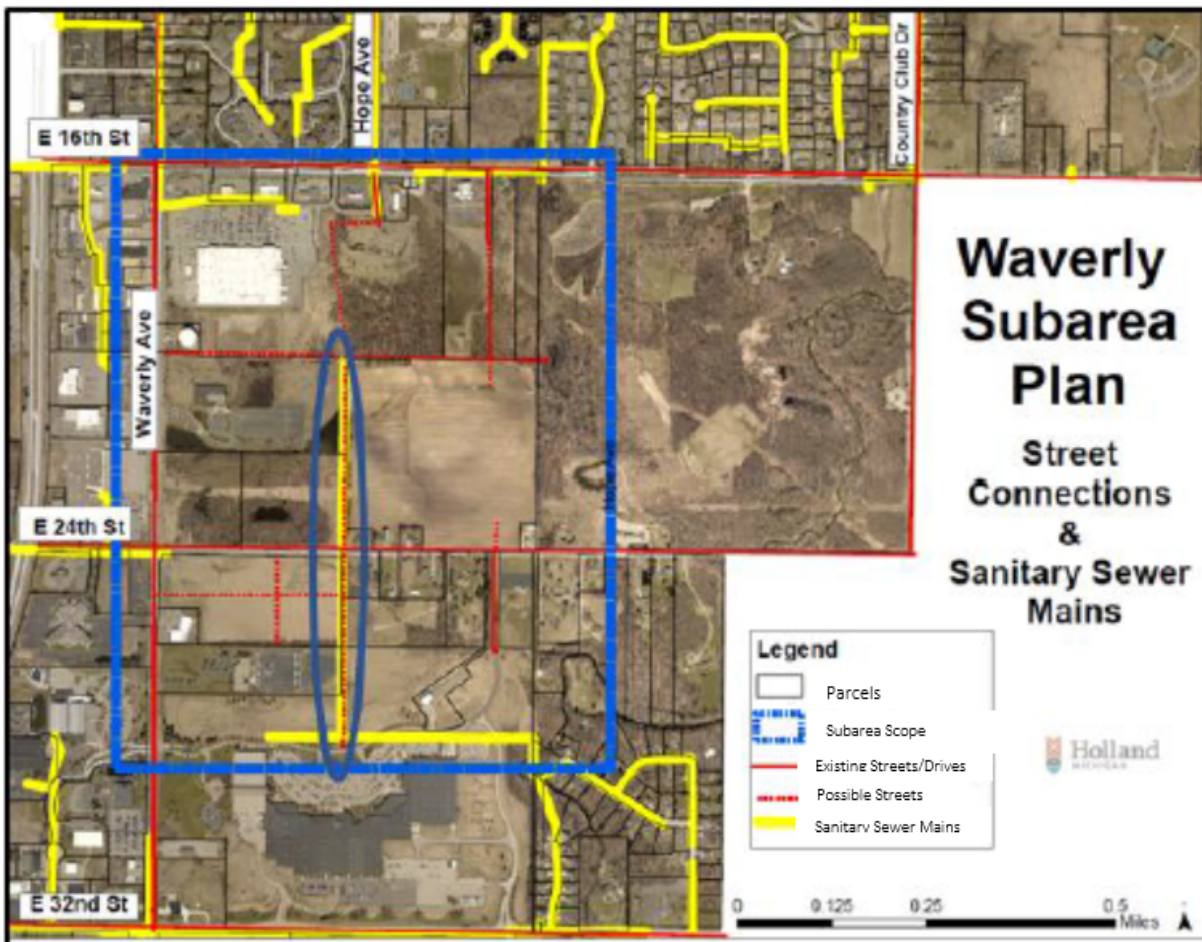
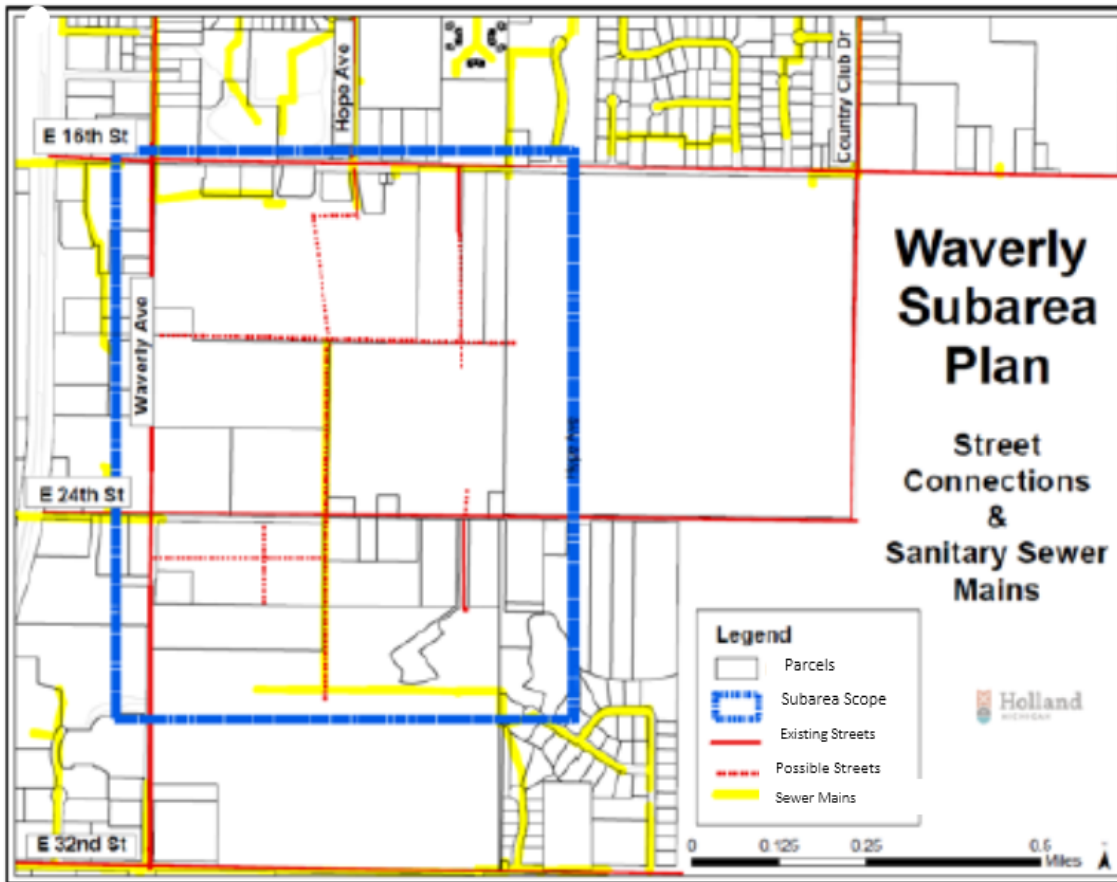


Figure 5: Street Connections and Sanitary Sewer



Overlap between the possible street network and storm main locations also exist in the scope area. **Figure 6** illustrates this overlap. Easements will need to be provided on the properties for this public infrastructure. It makes sense then to construct streets where these easements are located while meeting connection goals.

Figure 6: Street Connections and Storm Mains

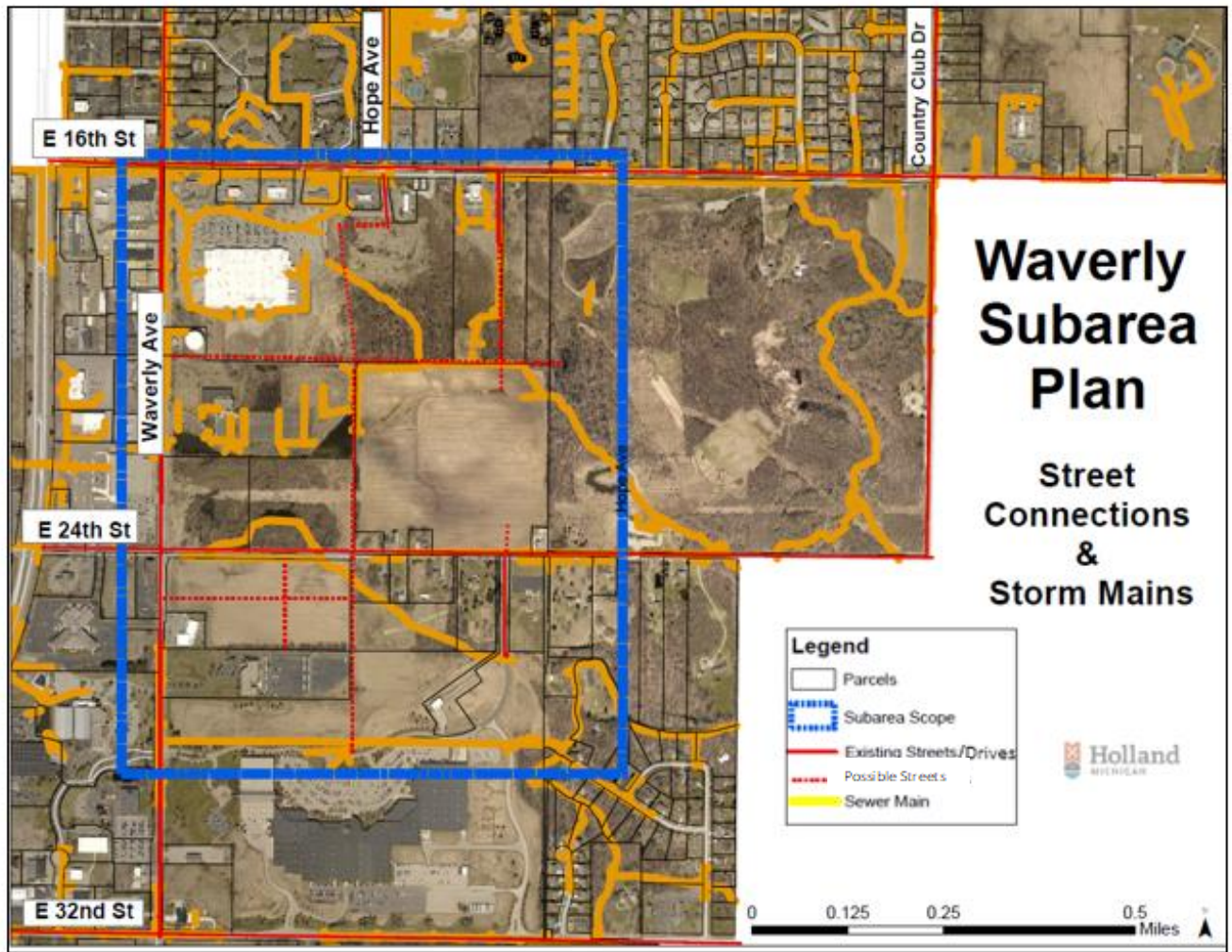


Figure 7: Street Connections and Utilities

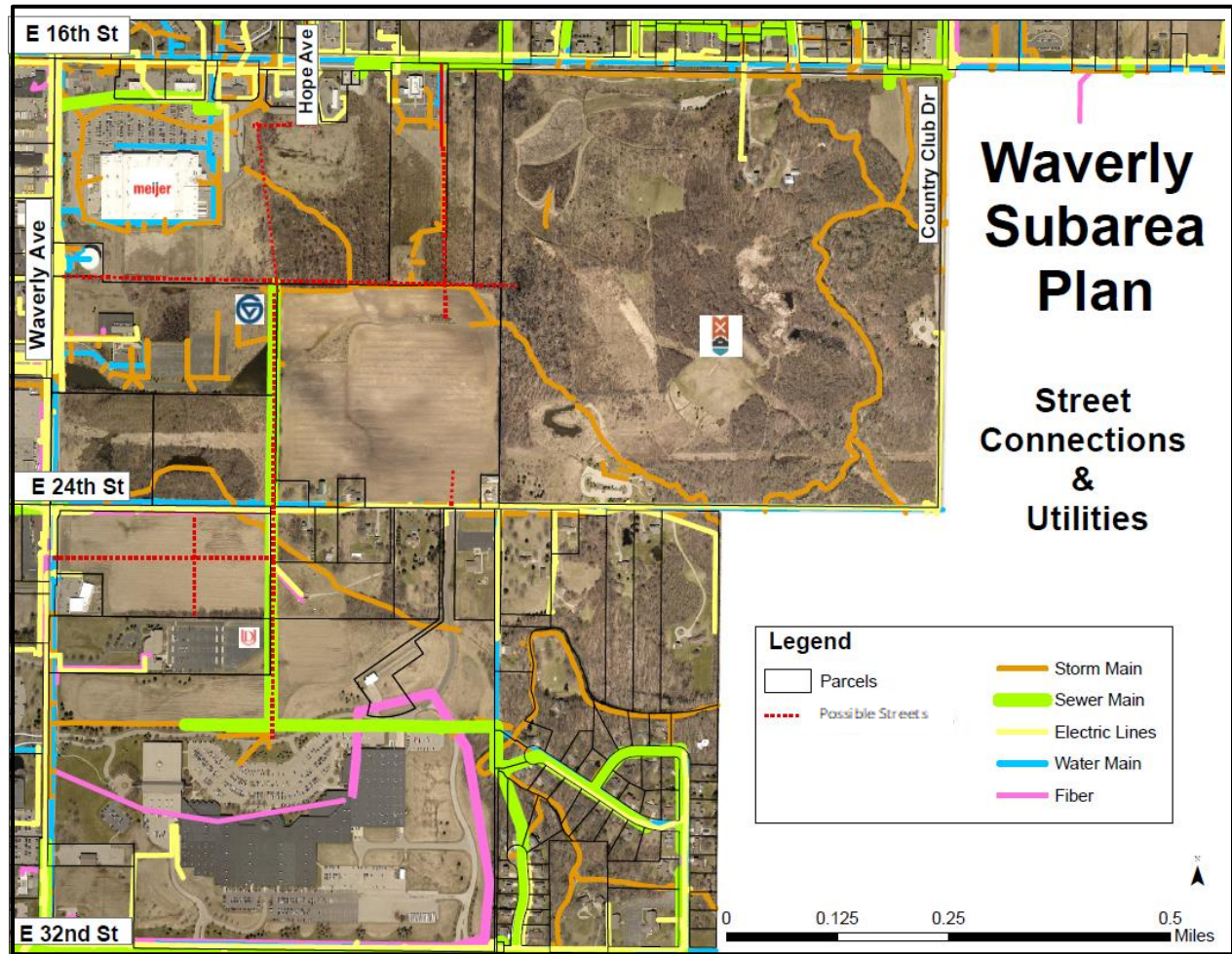


Figure 7 shows all utilities and their overlap with the existing and possible street network in the Waverly Subarea and vicinity.

Non-Motorized Infrastructure

In addition to streets and utility connections, non-motorized connections are also essential in the Waverly Subarea. **Figure 8** illustrates the existing non-motorized infrastructure. It is currently sparse without any paths or trails or street connections. In fact, sidewalk is only provided on the east side of Waverly Ave, only between 16th and 24th streets and only on the south side of 16th street. An on-street bike lane is shown on 24th St, however, it is not well-striped and sharrows (share the road) for bicyclists are located only along Country Club Dr. and 32nd St.

Figure 8: Existing Non-Motorized Infrastructure and Possible Street Connections

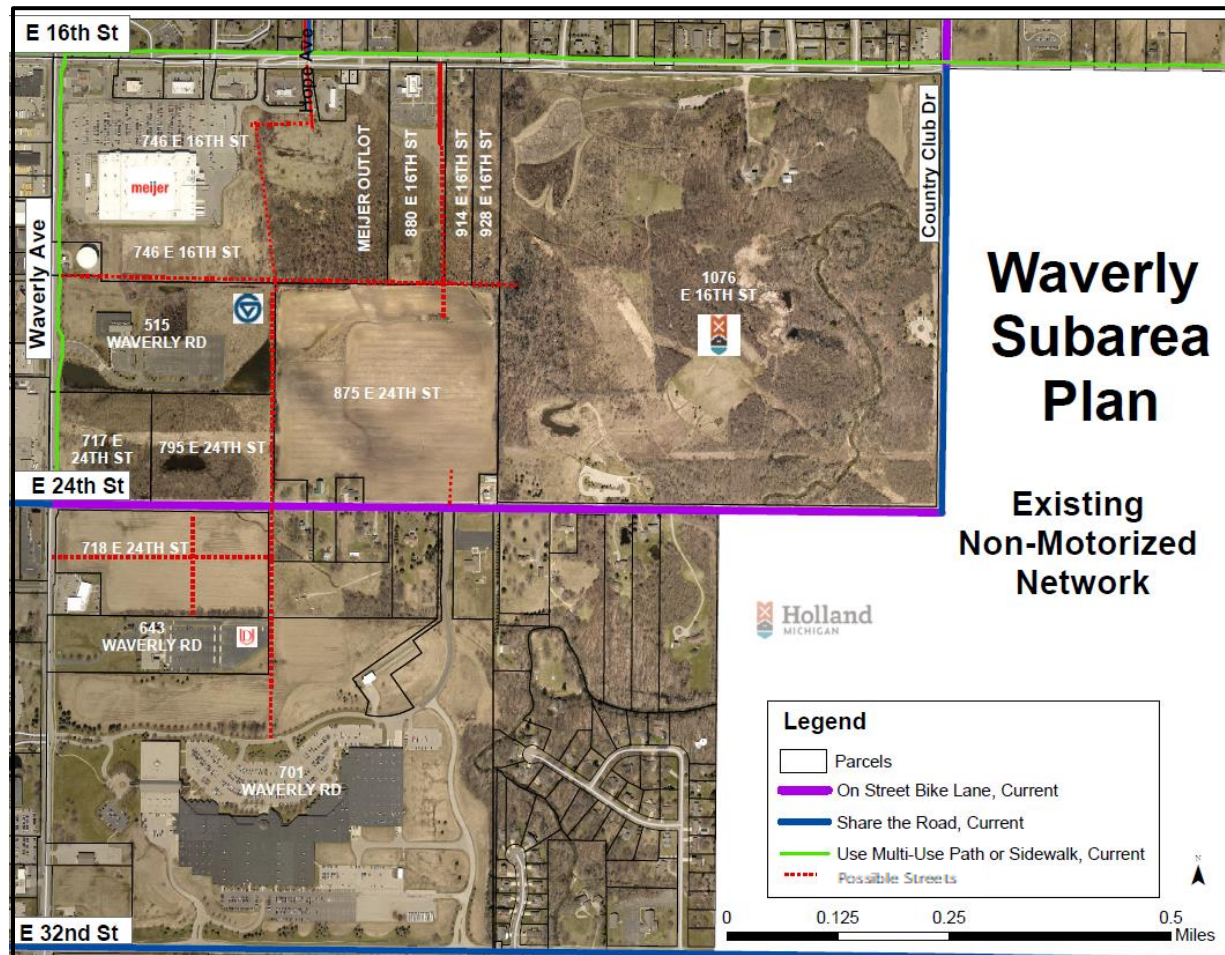
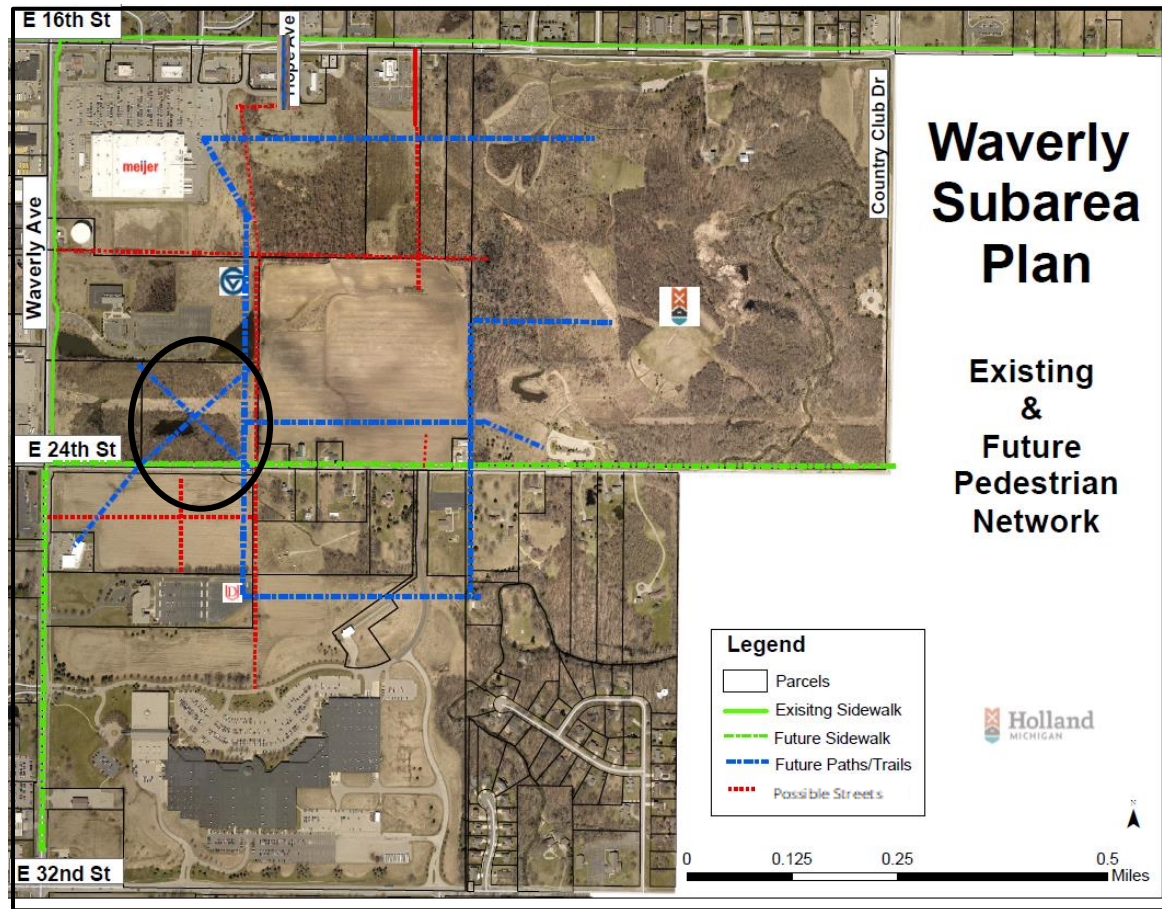


Figure 9 shows possible non-motorized paths and sidewalks and the existing sidewalk. The best-case scenario would be for at least 10-foot-wide bicycle and pedestrian use paths and trails be constructed whereby both users have a comfortable space. If 10-foot-wide paths or trails are not constructed, the minimum use would be for pedestrians requiring a 6 feet width. These connections are shown in blue dashed lines in Figure 9. The green solid lines represent the existing sidewalk along streets and the green dashed line shows proposed continuation of sidewalk and proposed new sidewalk.

Figure 9: Existing and Future Pedestrian Network



Note how the future paths and trails would provide north/south and east/west connections to important vicinity amenities such as Meijer, without having to traverse the less walk-friendly Waverly Ave and E 16th St, Davenport University, Grand Valley State University, and Van Raalte Farm.

The intent of the possible public street connections is to have sidewalk as well. If that is the case, some of the blue connections can be eliminated. They are depicted, however, in **Figure 9** to show the importance of the non-motorized connections. For example, note how the possible Hope Ave on the south side of E 16th St extends north out of the scope area and across the street to continue with the existing Hope Ave. Both streets and non-motorized paths are illustrated because connecting the Waverly Subarea with the nearby Holland Heights public school is critical, especially when considering traffic signalization at Hope Ave and E 16th St. Note the circled property proposes crisscross paths/trails. This property is known to have a lot of wetland and topography issues. Therefore, it may be best suited as an open space property with non-motorized paths rather than being developed.

Public Easements for Non-Motorized and Cross-Property Paths

The City's expectation is that non-motorized paths and trails will provide public access across properties and the City will therefore require an easement agreement from each developer for the extent of the path on each property as a required condition of site plan approval.

Transit

Another imperative infrastructure connection needed in the Waverly Subarea and city-wide is a more robust transit network. Existing and future transit stops must be considered while planning street and non-motorized infrastructure connections. **Figure 10** shows existing transit stops, and **Figure 11** provides the existing MAX Route Map.

Figure 10: Existing Transit in and Around Subarea

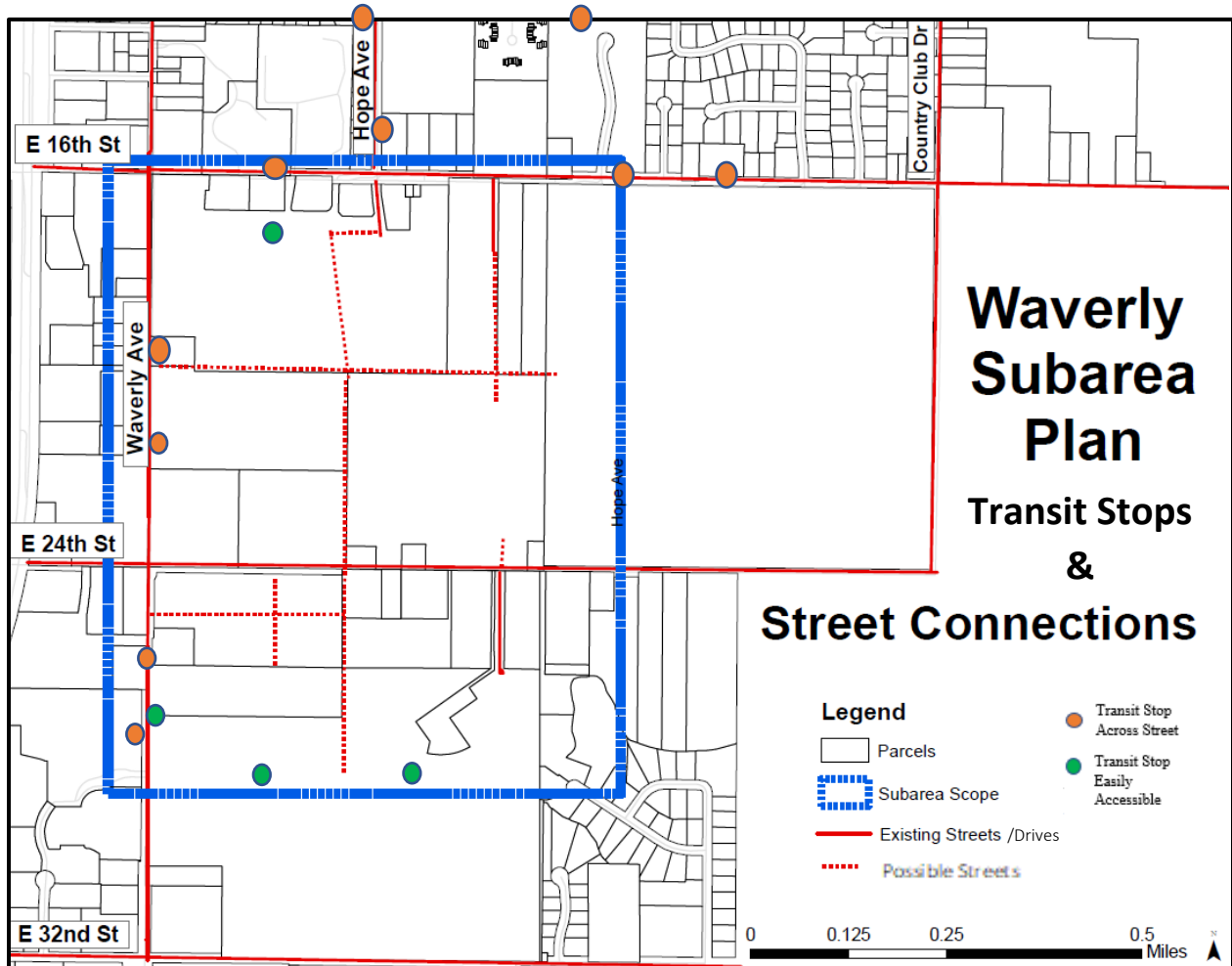


Figure 11: Macatawa Area Express (MAX) Bus Route



Goal #2: Coordinate Site Design and Land Uses / Encourage Low-Impact Development

In addition to coordinating street and non-motorized connections throughout the Waverly Subarea, it is also imperative that site design and land uses be coordinated whenever possible. If the City is aware of multiple potential developments in the Subarea, as is the case at the time this was written, staff will encourage cross-site meetings to coordinate site design and land uses to ensure the Subarea is planned for, not a sole property, to the greatest extent possible.

Coordination of site design and land uses includes the actual use/s of the property, for instance, low-density residential or high-density residential; commercial; live-work; etc. This coordination also pertains to the site design of stormwater management, ponds, and water features. While some ponds and water features are a nice addition to a site, they need to be maintained well, should be offered as a feature with a path around it, rather than a completely non-accessible pond, and should be designed with the maintenance of the aesthetics in mind.

Low-Impact Development (LID)

Low-Impact Development is a planning term used by planners and engineers to describe a design approach to manage stormwater runoff to protect water quality and to preserve natural features.

The five principles of LID are to:

1. Conserve natural areas wherever possible by minimizing pavement;
2. Minimize the development impact on water and its relationship to land;
3. Maintain runoff rates and duration from the site using natural and unnatural detention processes and minimize runoff into the gutters and City system;
4. Scatter best management practices (BMPs) throughout your site – BMPs are decentralized, microscale controls that infiltrate, store, evaporate, and/or detain runoff close to the source; and
5. Implement pollution prevention, proper maintenance and employee/visitor/ and residential education programs.

Stormwater Management

It is the City's desire to see more stormwater connections across properties within a master stormwater management system rather than many individual stormwater ponds. This is a best practice that cities are adopting to 1) maintain better water quality since open ponds gather sediments and pollutants that are then carried to Lake Macatawa and 2) for aesthetics. Cities, such as Grand Rapids, MI are implementing System Development Charges to develop master stormwater management plans. The City of Holland has not yet adopted these policies, but they are mentioned to provide a platform for what may be implemented in the future.

System Development Charges

Connection fees are currently charged to City of Holland properties wishing to connect to a water or sanitary sewer system so that they may buy into the infrastructure and its future expansion already built by the City. The connection fee is generally calculated based on how much demand the property will potentially place on the utility.

System Development Charges act similarly for stormwater master systems except that the fee calculation is often based on the size of the new property wishing to connect and the fee would compensate the initial developer for providing the facilities rather than the public utility. These fees would be in addition to applicable City application or permit review fees.

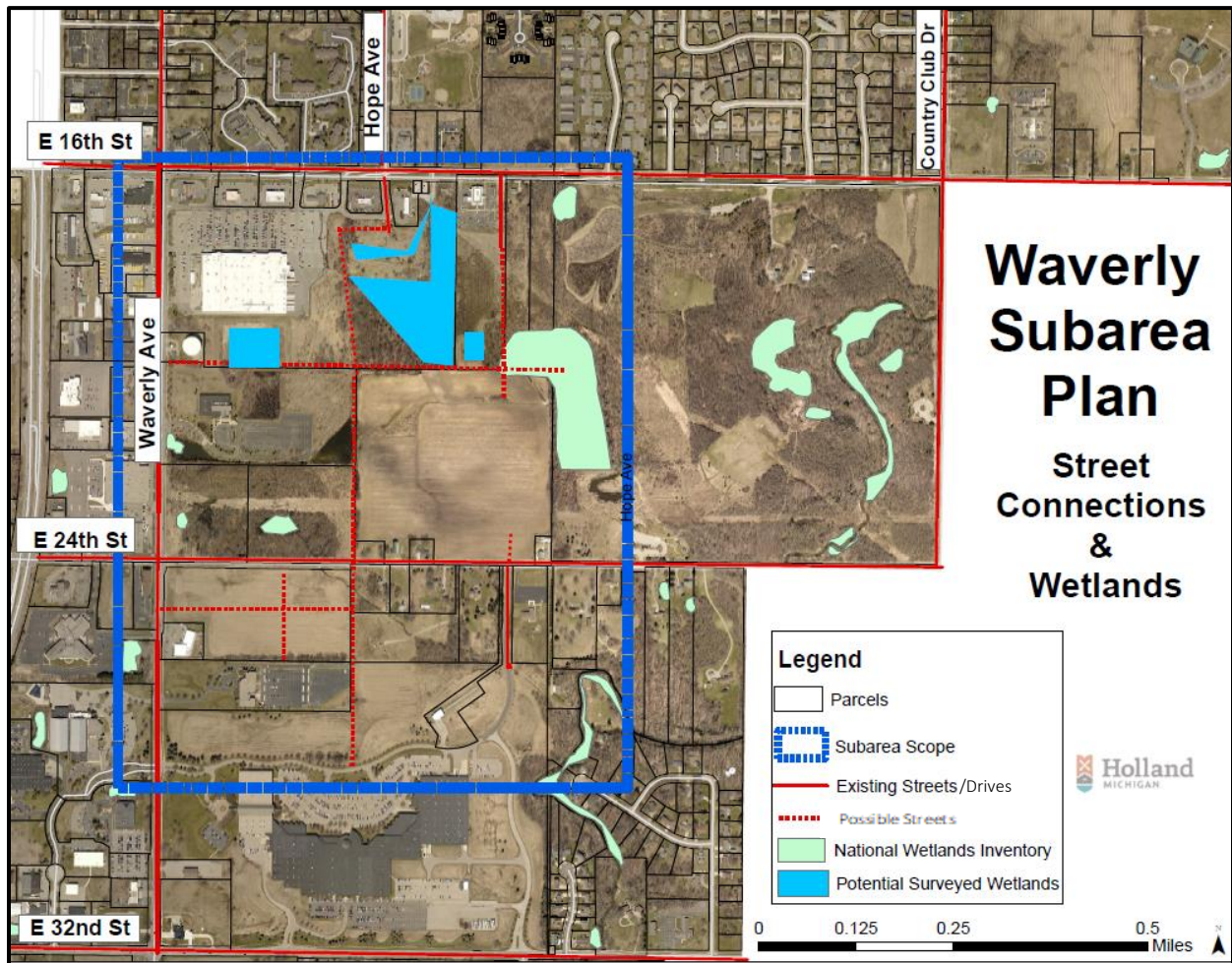
The intent of this stormwater management master system is to enable more density on properties with less land needing to be used on every site for water retention, to make certain areas are more aesthetically pleasing, and to enhance water quality initiatives. Pond water retention allows sediments and pollutants to collect adversely affecting the water quality. Detention is a best practice in water quality and stormwater management and one that also needs to be seen more in new development areas. These include curb inlets, rain gardens, bioswales, green roofs, and dry detention. The City of Holland's future Unified Development Ordinance (UDO) will address green infrastructure techniques and will potentially activate zoning incentives to meet these best practices. It will also summarize the City of Holland's 2019 Stormwater Ordinance and Standards and the State of Michigan's MS4 requirements.

Wetlands

One of the most significant challenges to development in the Waverly Subarea is the extensive wetland in the area. **Figure 12** depicts both the National Wetland Inventory (NWI) locations and the wetlands that have been determined by an area environmental engineer as potential wetlands. The City recommends developers assess this early-on as it's a known challenge in the area.

Options for mitigation are to contact Outdoor Discovery Center (ODC) and inquire about how you may be able to purchase wetland credits from them and to speak with the City's Parks and Recreation Department to determine if land is available at Van Raalte Farm for mitigation at 1 acre to 1.5 acres. The City will also discuss Tax Increment Financing tools to assist in the mitigation and additional infrastructure.

Figure 12: Known Wetlands



Goal #3: Expand Mixed-Use, High-Density or Mixed-Density Developments

Possibly the greatest best practice planning approach that resurfaced in the 2000s after a 50-year hiatus, and has become a standard in cities nationwide, is the necessity to build mixed-use developments. This is contrary to the sprawl planning approach that surfaced post WWII building our cities with a strict separation of uses, which resulted in the reliance on vehicles to access our daily amenities, entertainment, and recreation.

Originating in the beginning of city planning and continuing until WWII, mixed-use planning promotes walkability and other non-motorized modes of transportation at least in addition to vehicle access if not exceeding vehicle access. Walkability is determined by the proximity of amenities, entertainment, and recreation to a residence.

Existing conditions: Vertical Mixed-Use vs. Horizontal Mixed-Use

There are no existing mixed-use developments, often called vertical mixed-use, or horizontal same property developments in the Waverly Subarea. However, there is limited horizontal mixed-use in the greater Subarea. Whereas vertical mixed-use means having mixed-uses, i.e. commercial and residential, in the same building, horizontal mixed-use means having mixed-uses next to each other on the same site or in a greater area. This is one of the primary advantages of site design and land use coordination, as discussed in Goal #2, to encourage a mixture of uses, to encourage walkability and eventually neighborhood cohesion, which can occur even in a more suburban context.

High-Density or Mixed-Density

The City of Holland envisions this Waverly Subarea to be developed in a high and/or mixed-density context. The City is currently working on its Unified Development Ordinance (UDO) where additional zone districts and changes to current zone districts will be proposed. Although not yet approved, the City is currently looking at the Waverly Subarea to be a new zone district. It will be proposed that this plan will be referenced in the UDO to guide applicant development in this subarea.

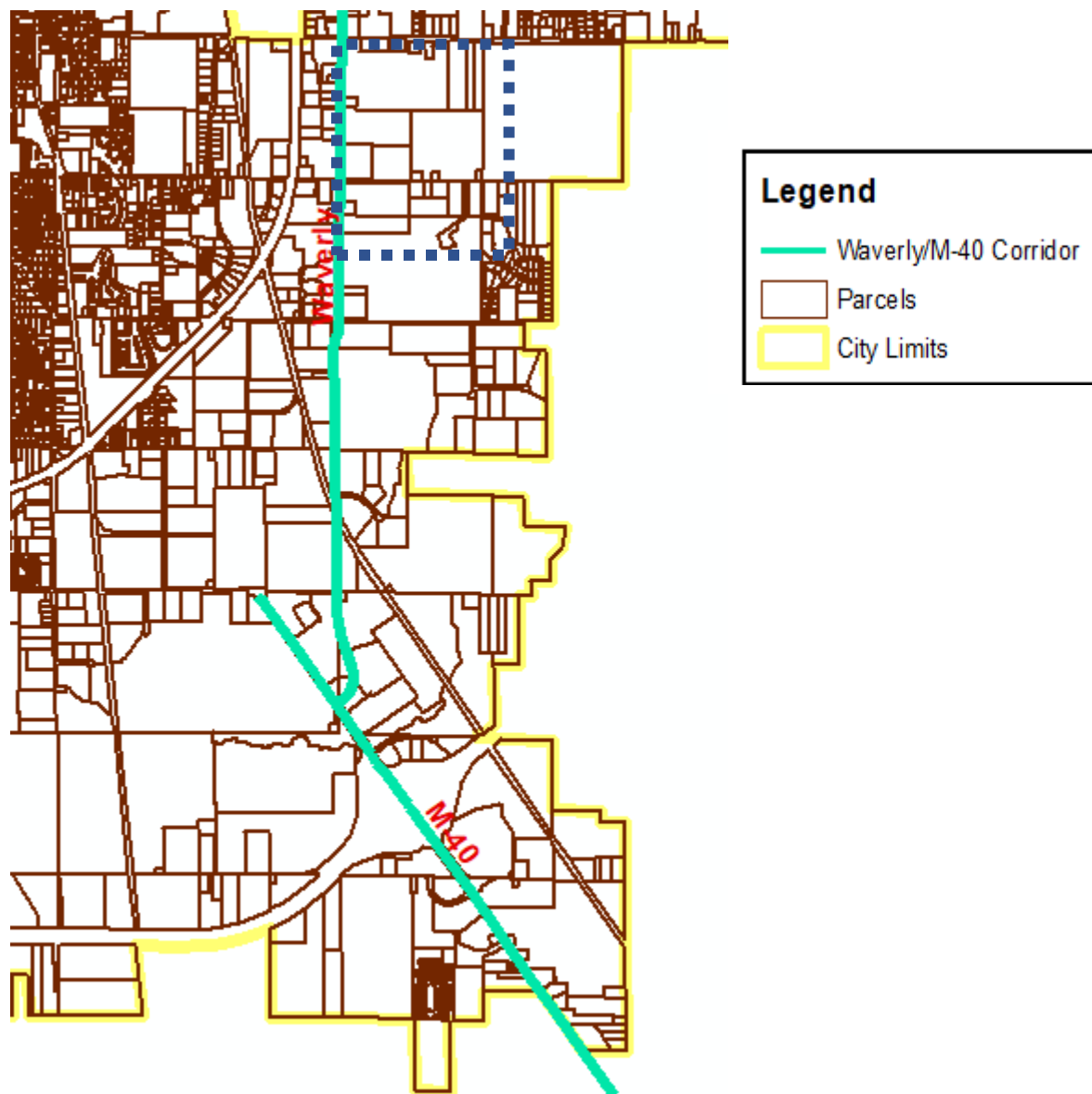
The zone district will promote mixed-use and mixed-density development by permitting either by right or by special use, projects that incorporate housing units as small as 400 sq. ft. with no maximum densities if building height and setbacks are met. The ability for a developer to construct a pocket neighborhood, garden style apartment, or smaller, higher density residential, will enable the developer to have space for commercial uses as well. The new zone district will also require a minimum density to prohibit single building development on large sites and/or solely low-density development within the Waverly Subarea.

Goal #4: Next Steps

Unified Development Ordinance (UDO) and Industrial Properties

Waverly Ave continues south beyond the Waverly Subarea (dashed blue box below) to the Waverly/M-40 Corridor (sea-green line below). Due to the Waverly Subarea's proximity to the City's industrial employment base, this corridor is vitally important to consider within the development of the Waverly Subarea and potential development within the greater corridor.

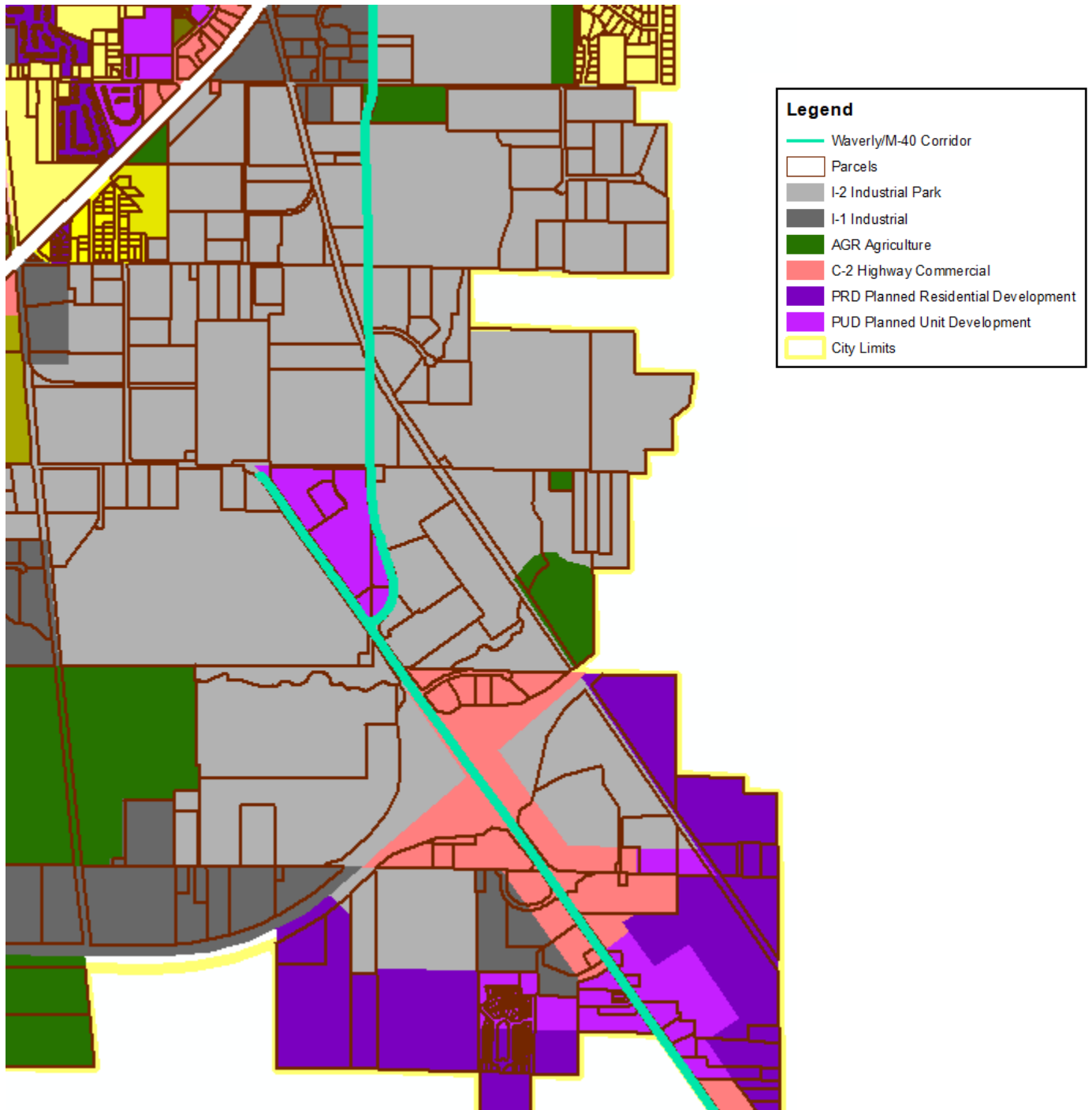
Figure 13: Waverly/M-40 Corridor Street Segments and Parcels



Like the Waverly Subarea, the Waverly/M-40 Corridor contains large acreage parcels developed with primarily I-2 Industrial Park zoning. Although some of these Industrial Park properties have developed most of their sites, many have not.

A next step will be to approach these industrial property owners to determine if they would be interested in splitting their lands to sell to other developers to increase density of industrial and possibly residential uses near employee bases. This expands on the notion of horizontal mixed-use discussed in Goal #3. The City will also find out what the businesses along this critical corridor would like to see modified and what they would like to see stay the same in terms of future development approaches and how the City can best respond to their needs.

Figure 14: Waverly/M-40 Corridor and Use Considerations



Neighborhood Plans

Following the City's Unified Development Ordinance process, the Planning team is expected to focus on neighborhood planning endeavors citywide. Neighborhood Plans allow for a deep dive into an area to determine its strengths, weaknesses, opportunities and threats (SWOT analysis) by reaching out to residents and other neighborhood stakeholders.

Another next step for the City within the context of the Waverly Subarea, will be to conduct public outreach to write a Neighborhood Plan using this Waverly Subarea Plan as its foundation.

Stakeholders

Stakeholders will be engaged at this point. Their comprehensive feedback will be essential as the City continues to focus on the Waverly Subarea, the Waverly/M-40 Corridor, and adjacent areas.

These will include, but will not be limited to:

- Residents
- Commercial/Office owners
- Meijer
- Davenport, Grand Valley State University, and Grand Rapids Community College
- Industrial employers

Holland Township Connections

Waverly Ave connects the City of Holland and its industrial hub to Holland Township and one of its residential hubs. It is therefore imperative that another next step be to work closer with the Township and the Ottawa Road Commission to determine ways to enhance Waverly Ave and ensure these connections incorporate both a vehicular and multimodal context.

Conclusion

The Waverly Subarea's development is extremely important to the City of Holland and the City will continue to work closely with developers to ensure mutual gains are met. Planning staff encourages developers to meet with staff early-on to work on developing plans together. Once a concept plan is available, a Preliminary Meeting is arranged for the prospective applicant to meet with those staff members responsible for site plan review. This provides the developer with feedback prior to having engineered plans drawn-up. Feedback for the Waverly Area will include the goals of this report but may also include other technical issues.

When they are ready, the developer is invited to a free Study Session meeting with the Planning Commission to present a concept plan and to gain feedback from the Planning Commissioners who will ultimately be voting on the plan. The Planning Commission is likely to at least in part provide the applicant feedback based on this Waverly Subarea plan. The initial partnership between the developer and the City is therefore critical as is the understanding of this Plan.

The City of Holland views the Waverly Subarea as a tremendous opportunity for best planning practice development and growth. The area is unique with its proximity to great amenities and large properties. The connections of which are critical within the City context to seamlessly connect land uses vehicularly and multimodally; a goal aligned with the City's 2011 Complete Streets Resolution and the 2017 Master Plan.

To enhance livability, the development of mixed-uses is imperative so that less people must always rely on a vehicle. Vertical and Horizontal mixed-uses are appropriate in the Waverly Subarea context. High- and Mixed-Density development is also desired by the City to add vibrancy and to help pay for infrastructure costs. Additionally, achieving the goals to implement master stormwater management practices and to construct streets above utility easements are imperative to enhancing livability and sustainability in the City of Holland.

This Waverly Subarea Plan is a foundation to the future planning efforts the City will undertake in and around the Waverly Subarea. The Waverly/M-40 Corridor will also be looked at and conversations will be had between the City and the industrial property owners about potential land availability and development patterns. Holland Township and the Ottawa County Road Commission will also be approached to discuss connections between the City and the Township along Waverly Ave. Neighborhood planning efforts will also occur, which will reach out to area stakeholders and residents. The culmination of these planning efforts will benefit the Waverly Subarea and beyond in its important development pursuits.