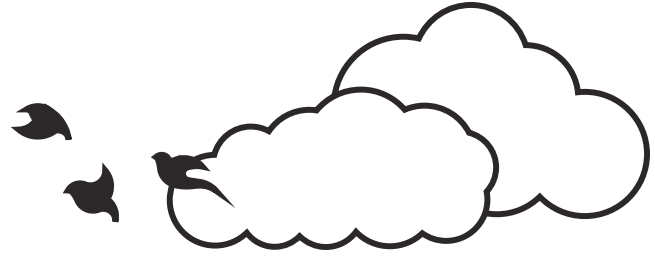


06



# SUB-AREA PLANS

## Sub-Area Plans

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This Plan also includes three sub-area plans; the US-31 Corridor, Federal District, and North River/Beechwood District. Each of these sub-areas are prime for unique development opportunities, capitalizing on their existing character.

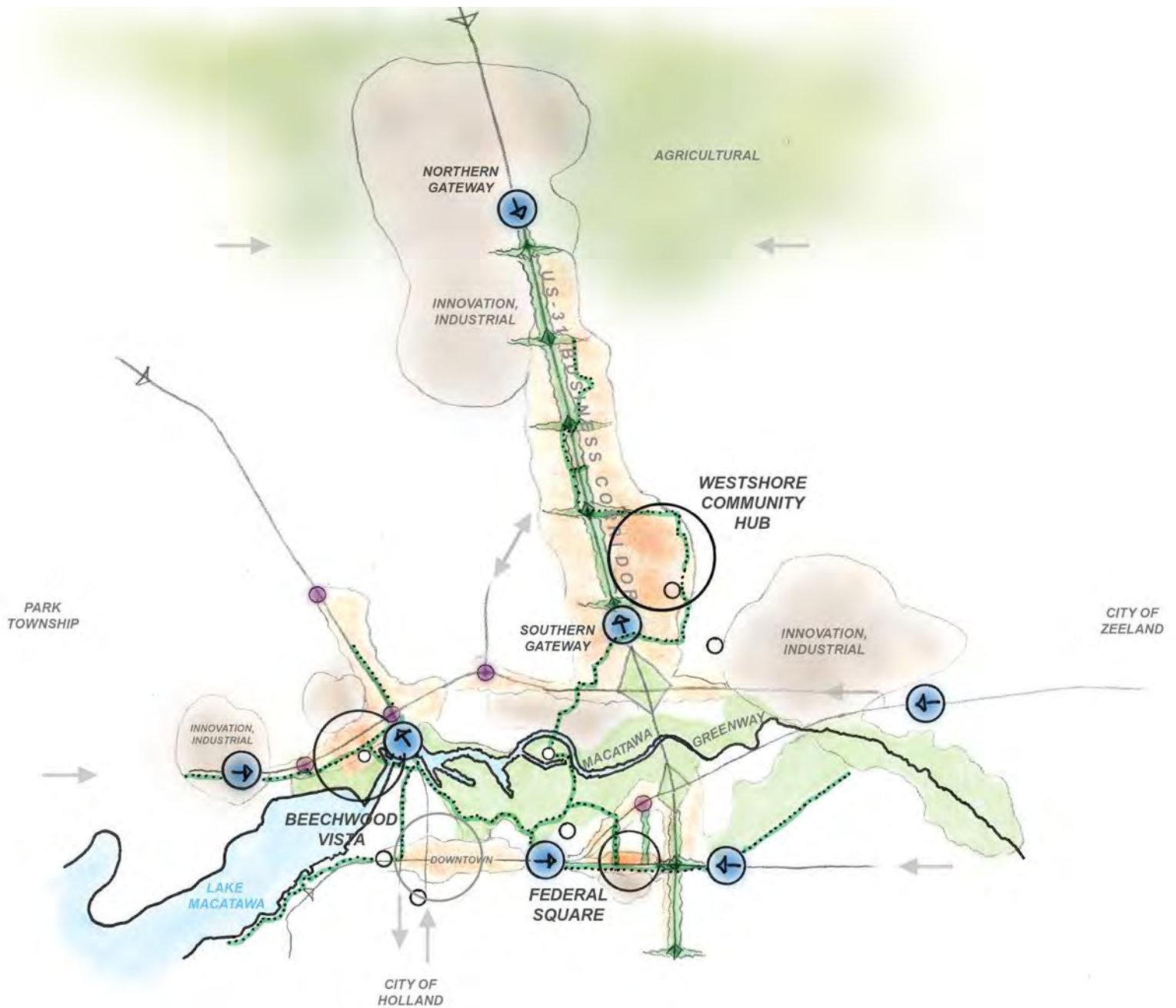
These sub-area plans provide an additional level of detail, befitting portions of the Township likely to see significant investment and change over the next twenty years.

### Holland Charter Township Sub-Areas Framework

The US-31 Corridor, Federal District, and the Beechwood/North River Ave District were identified as significant areas in the Township for the development of Sub-Area Plans. They are located at major gateways and are composed largely of commercial, industrial, and some residential uses. Given the shifts in the retail and services, transitions in waterfront industrial uses, and the aging of the building stock over time, these areas present key opportunities for enhancement and/or redevelopment.

Together with the City of Holland's downtown district, the sub areas form a quadrangle of anchors surrounding the heart of the two Hollands—Windmill Island and the Macatawa Greenway. As the two municipalities continue to mature, the intention is to create connected, complementary, yet unique nodes in support of stronger regional development.

## US-31 Corridor, Federal District, and North River/Beechwood District Framework



# US-31 Corridor

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*“A welcoming, vibrant hub where green spaces co-mingle with community destinations, places to live, work, play, and gather, offers something for everybody, and where connectivity is a priority.”*

Largely considered the spine of Holland Charter Township, US-31 is perhaps the most frequently traveled and accessible thoroughfare in the Township. The Corridor is also well-known and utilized for both personal and commercial travel throughout the greater West Michigan region. US-31 is a State-maintained route that runs north-south from the Ludington area to the Holland area, and serves as the main hub in the greater Holland area for commercial destinations such as restaurants, grocery stores, shopping centers, and other amenities.

In conjunction with its prime geographic location and significant accessibility, the Corridor has faced challenges in ways such as vacant storefronts, lack of beautification and green space, traffic congestion, unsafe pedestrian conditions, and more.

As a means to address these challenges, Holland Charter Township has proactively worked to further study the US-31 Corridor with a purpose to identify and quantify logical and practical implementation measures to enhance this important community route, and steer it into a sustainable future.

Through a robust community engagement process and thorough existing conditions analysis, the implementation measures that are identified in this Sub-area Plan can be summarized into the following key words:

- Connect
- Calm
- Green
- Activate
- Distinguish

As a result, the overall goal is to transform the US-31 Corridor into “a welcoming, vibrant hub where green spaces co-mingle with community destinations, places to live, work, play, and gather, offers something for everybody, and where connectivity is a priority.”

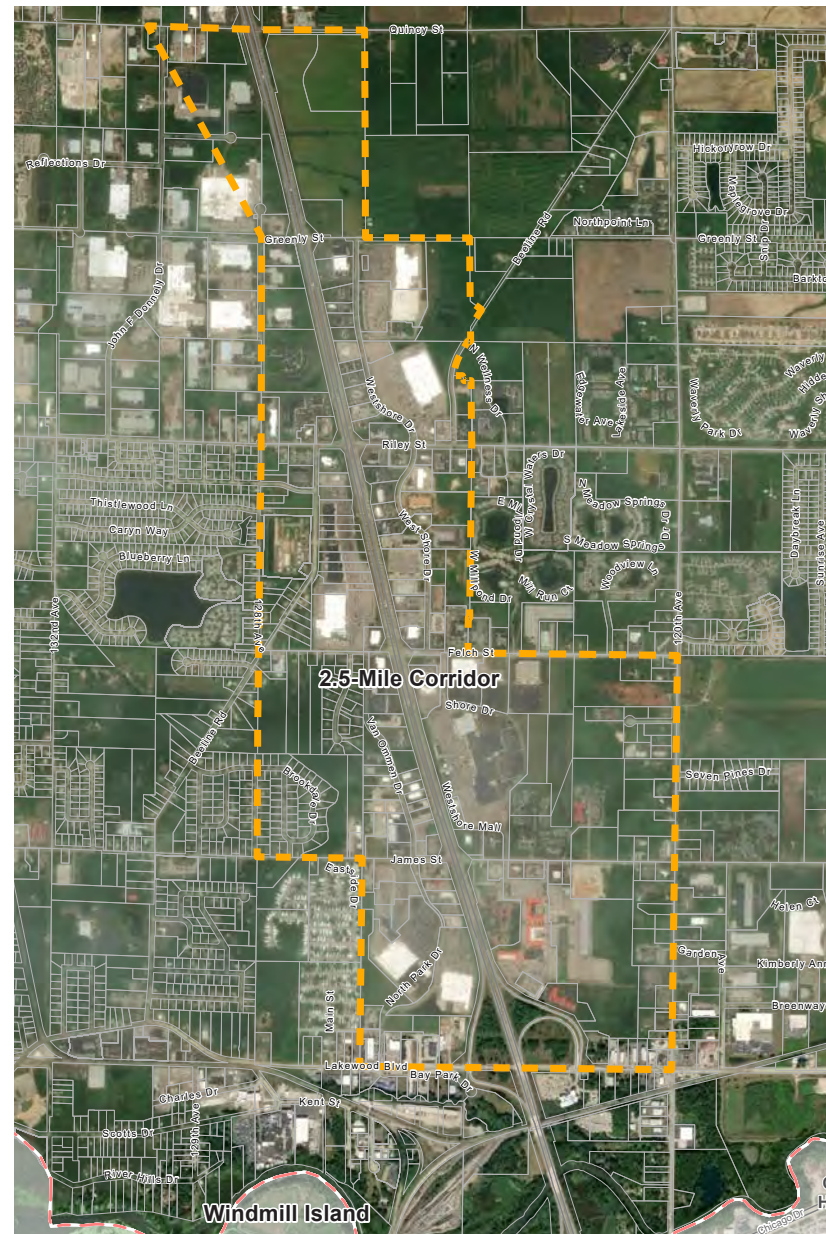


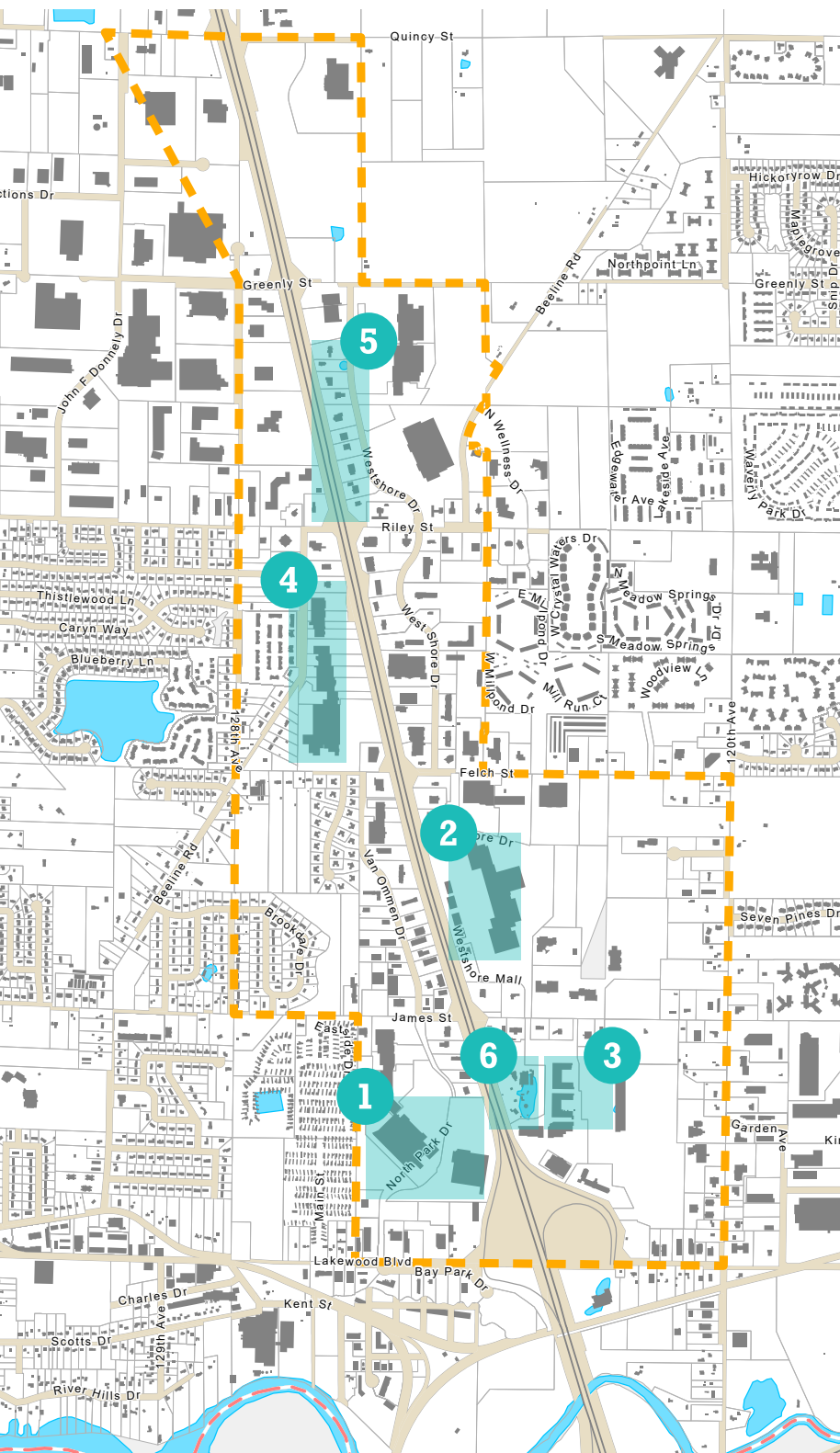
# Existing Conditions

Being a prominent gateway and corridor for the Township, as well as a key conveyor of regional through-traffic, the US-31 Corridor has many characteristics that makes it one of the most unique corridors in the Township. Some of the most noteworthy existing conditions of the US-31 Corridor include:

- The primary locations for regional retail, dining, and services destinations.
- The 2.5-mile stretch of mostly commercial uses including:
  - » Groceries and pharmacies
  - » Destinations and leisure
  - » Wellness, enrichment, and services
  - » Dining and shopping
  - » Accommodations
  - » Institutional and non-profits
  - » Automotive services
- The multitude of underutilized parking areas.
- The limited amount of landscaping and greenspaces.
- The close proximity to outdoor recreation and entertainment destinations such as the Macatawa Greenway and River system, Windmill Island, and the City of Holland

The following page describes the existing conditions of the US-31 Corridor in greater detail.

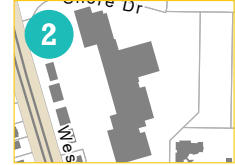




- Mixture of retail typologies:



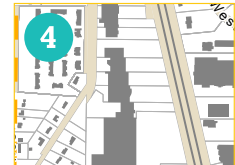
**Power Center**  
e.g. Walmart, Meijer



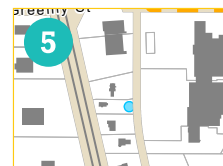
**Regional Mall**  
e.g. The Shops at Westshore



**Factory Outlet**  
e.g. Holland Town Center



**Attached Strip**  
e.g. Felch Street Center, North Park Drive



**Detached Strip**  
e.g. West Shore Drive, Van Ommen Drive



**Theme/Festival**  
e.g. Dutch Village at Holland Town Center

- Each 1/4-mile block bounded by 5-lane public roads administered by Ottawa County Road Commission
- Shared sidewalks for pedestrians and cyclists mostly on one-side of the roads
- Private driveways within each parcel, mostly disconnected across parcels
- Challenging intersections / crossings at US-31 and along east-west arterials

# Community and Stakeholder Feedback

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## Business and Property Owners

### Attractiveness of US-31 Corridor

- "High amounts of traffic."*
- "High visibility."*
- "Easy access to other neighboring communities."*
- "Diverse clientele and businesses."*
- "Variety of choice / 'Something for Everybody': People have a lot of choices for where they'd like to shop, eat, and more."*

### Challenges of US-31 Corridor

- "Vehicular + Pedestrian safety issues at key intersections (US-31/Felch Street, US-31/James Street, West Shore Drive/Felch Street)."*
- "Traffic flow issues at Felch Street Plaza."*
- "Special events permits / requirements."*
- "Signage ordinance requirements."*
- "Landscaping ordinance requirements."*
- "Traffic congestion (US-31/Riley)."*
- "High amount of commercial vacancies."*

## Community and Stakeholders

- "Create a centralized community gathering space."*
- "Update strip malls."*
- "Provide more green space."*
- "Redevelop vacant properties."*
- "Lack of sidewalks."*
- "Create a mixed use development for live/work/play options."*

- "Appreciate the offerings, miss the department stores."*
- "We may not like the big box appearance, but we all go there to shop."*
- "Some of the drives to strip mall stores are too close to busy intersections."*
- "Retail/commercial hub facing parks and pedestrian-only streets with easy accessibility by pedestrians and bikes would be greatly welcomed."*

# Identified Opportunities

---

1. **Beautify the US-31 Corridor.** Create more green space and consider landscaping options (shrubs, trees, flowers vs. mowing the weeds / lawn).
2. **Create walkable mixed use nodes** to enliven the commercial uses and reduce the need for vehicular trips.
3. **Repurpose / Redevelop** vacant buildings.
4. **Right-size buildings for future uses**, including smaller, boutique retail stores that focus on experience.
5. **Remove excess parking** and reduce impervious surface by developing liner buildings, outlots, pedestrian connections, and green space where underused parking lots are currently located.
6. **Improve internal connectivity** between parcels, including negotiating cross access easements for future connections.
7. **Provide safe non-motorized connectivity** by calming traffic, improving crosswalks, and providing pedestrian and bicycle infrastructure.
8. **Consider revisions to signage and landscaping ordinances** to promote a more human-scale environment.





# Sub-area Plan Visions and Principles

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The US-31 corridor—a welcoming, vibrant hub where green spaces co-mingle with community destinations, places to live, work, play, and gather offer something for everybody, and connectivity is a priority.

## Principles and Intentions

### CONNECT

- Improve through block connections via secondary roads.
- Create a complete pedestrian and bicyclist network within and across properties, including US-31.
- Enhance US-31 connections with adjacent districts in the broader Township framework.

### CALM

- Enhance traffic safety at select intersections / crossings.
- Provide congestion relief along key east-west and north-south corridors.

### GREEN

- Establish and continue relationships with MDOT to enhance the landscaping along the US-31 right-of-way, at key intersections, and approaches along east-west corridors.
- Identify opportunities to re-green parking spaces and underutilized spaces.

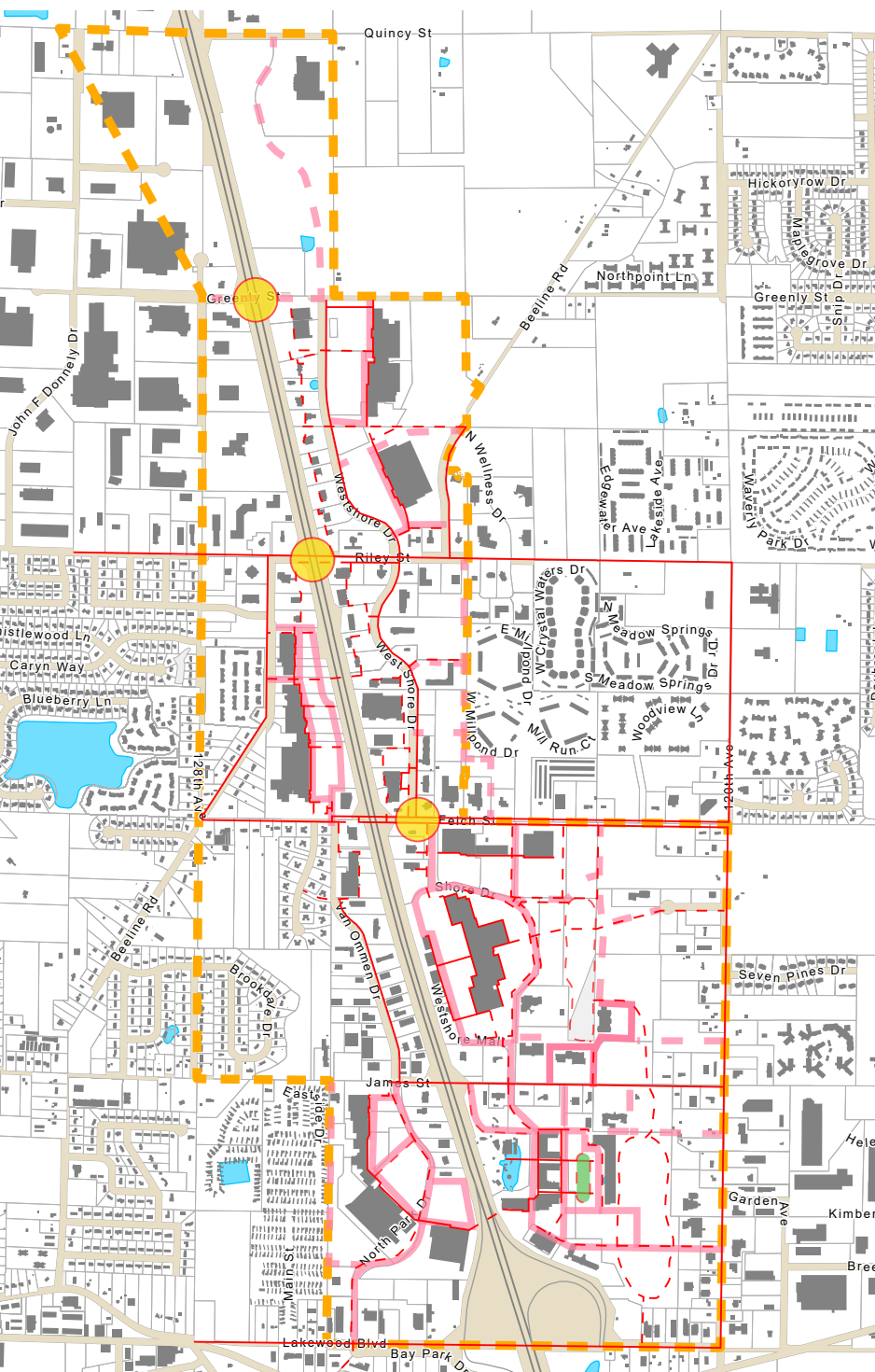
### ACTIVATE

- Identify vacant properties or underutilized spaces for (re)development and enhancement.
- Recommend appropriate infill and (re)development approaches based on commercial type, frequency of use, and existing quality of building and landscaping.
- Encourage mixed uses, including residential, recreation, and some commercial.
- Integrate opportunities for community gathering and active public uses (e.g. plazas, splash pads, markets, events / festivals).

### DISTINGUISH

- Develop a coherent US-31 corridor character with distinct yet complementary parts.
- Create an identifiable community hub and gateway for the Township.

# US-31 Corridor Framework: Connect + Calm



## Connect

- - Improve through block connections via secondary roads
- - Create a complete pedestrian and bicyclist network within and across properties, including US-31, Windmill Island, and the Federal District
- Enhance US-31 connections with adjacent districts in the broader Township framework

## Calm

- - Enhance traffic safety at select intersections and crossings
- Provide congestion relief along key east-west and north-south corridors (see improve through block connections)

# US-31 Corridor Framework: Green + Activate

## Green

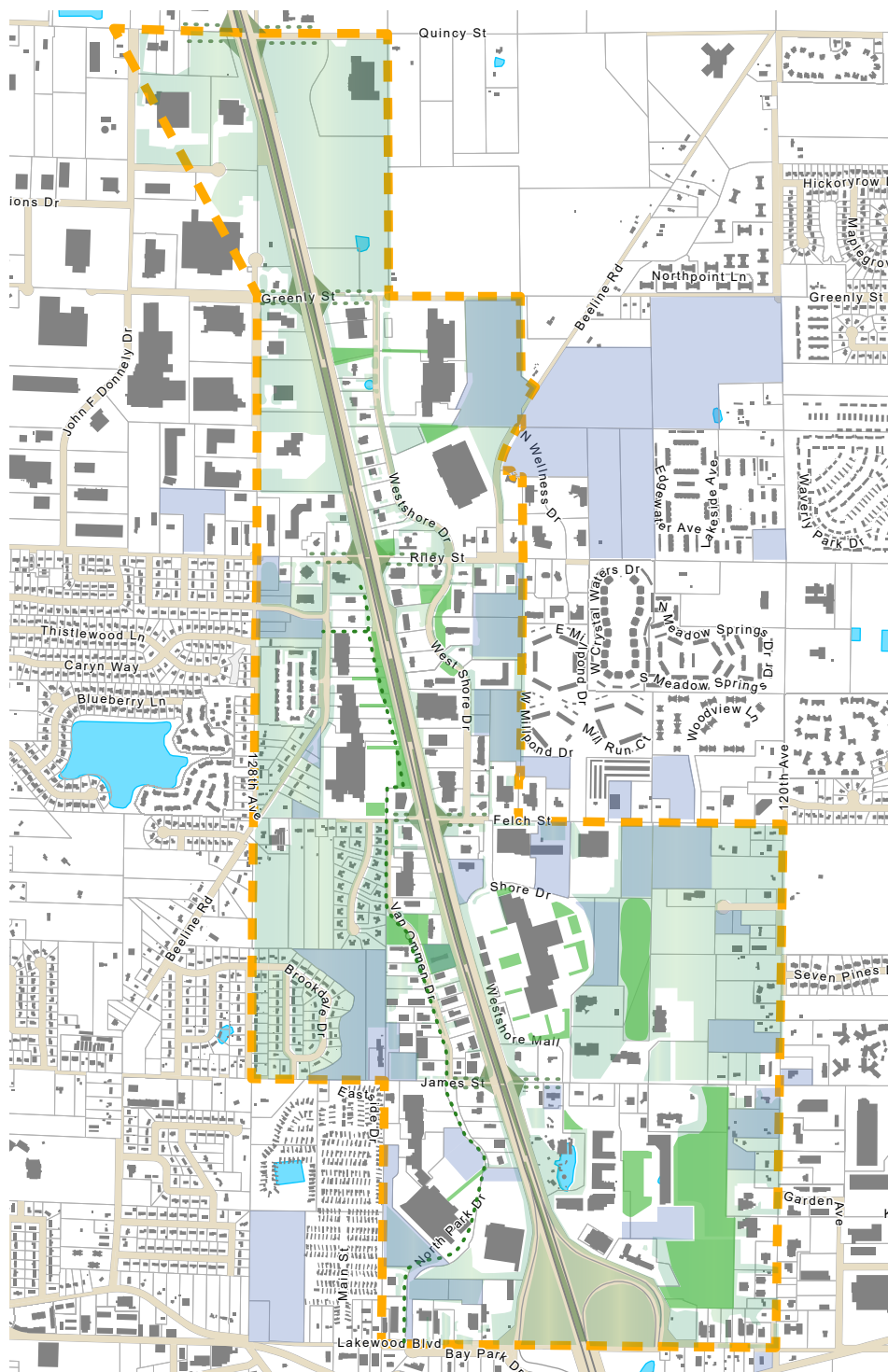


- Enhance the landscaping along the US-31 right-of-way, at key intersections, and approaches along east-west corridors
- Identify opportunities to re-green parking spaces and underutilized spaces

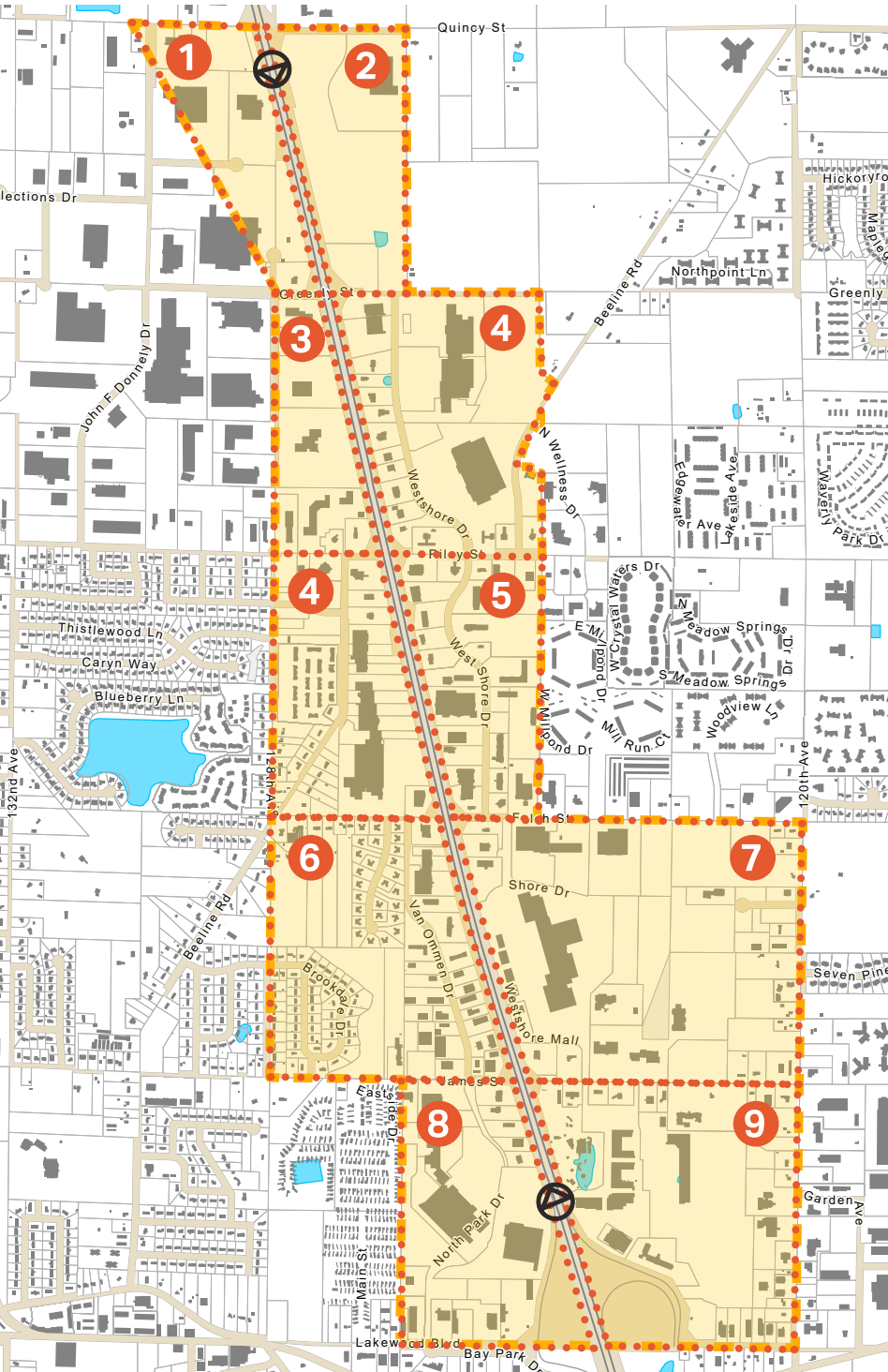
## Activate



- Identify vacant properties or underutilized spaces for (re)development and enhancement
- Recommend appropriate infill and (re)development approaches based on commercial type, frequency of use, and existing quality of building and landscaping
- Encourage mixed uses, including residential, recreation, and some commercial
- Integrate opportunities for community gathering and active public uses (e.g. plazas, splash pads, markets, events / festivals)



# US-31 Corridor Framework: Distinguish



## Distinguish

- Develop a coherent US-31 corridor character with distinct yet complementary parts
  - 1 Industrial
  - 2 Farming / Outdoor Retail
  - 3 Services
  - 4 Retail / Services
  - 5 Hotel / Services / Convenience Retail
  - 6 Automotive / Services
  - 7 Institutional / Mixed use Community Hub
  - 8 Retail / Services / Neighborhood
  - 9 Theme / Mixed use
- Create an identifiable community hub and gateway for the Township



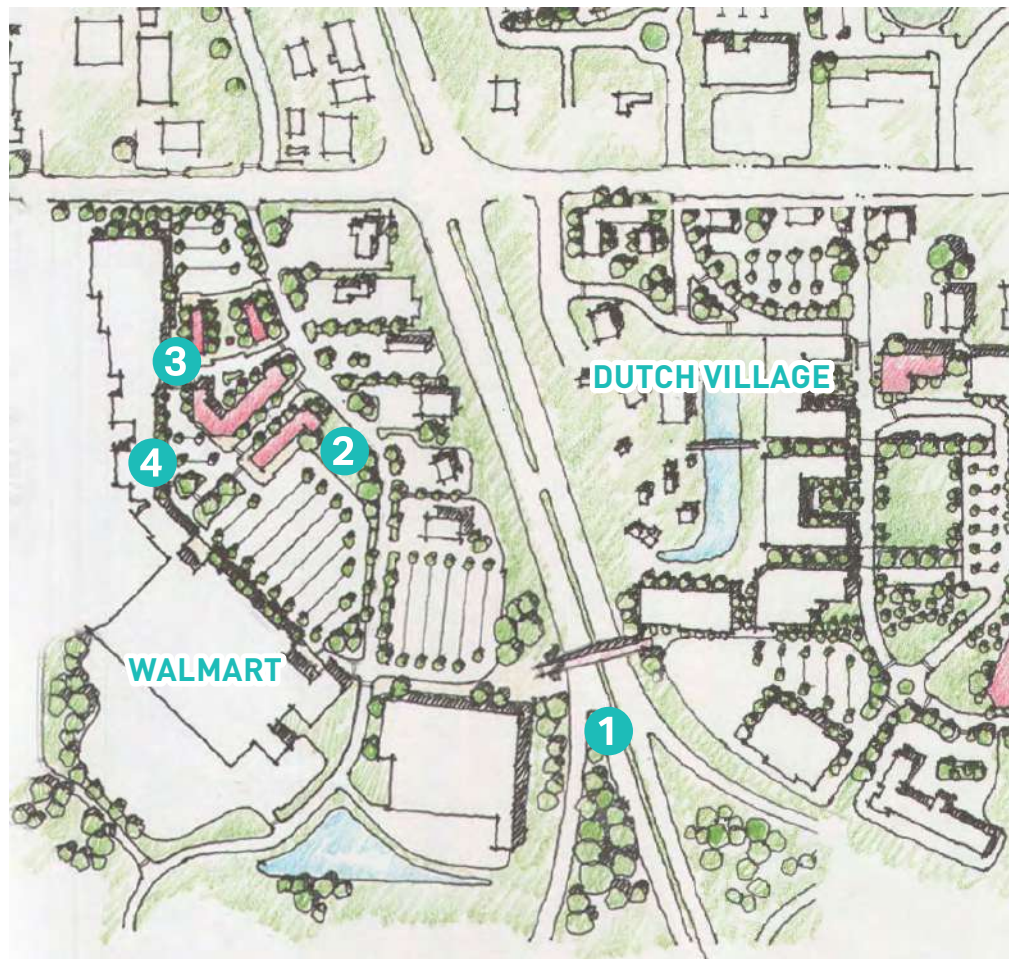
# Concepts for Walmart Power Center and Attached Strip

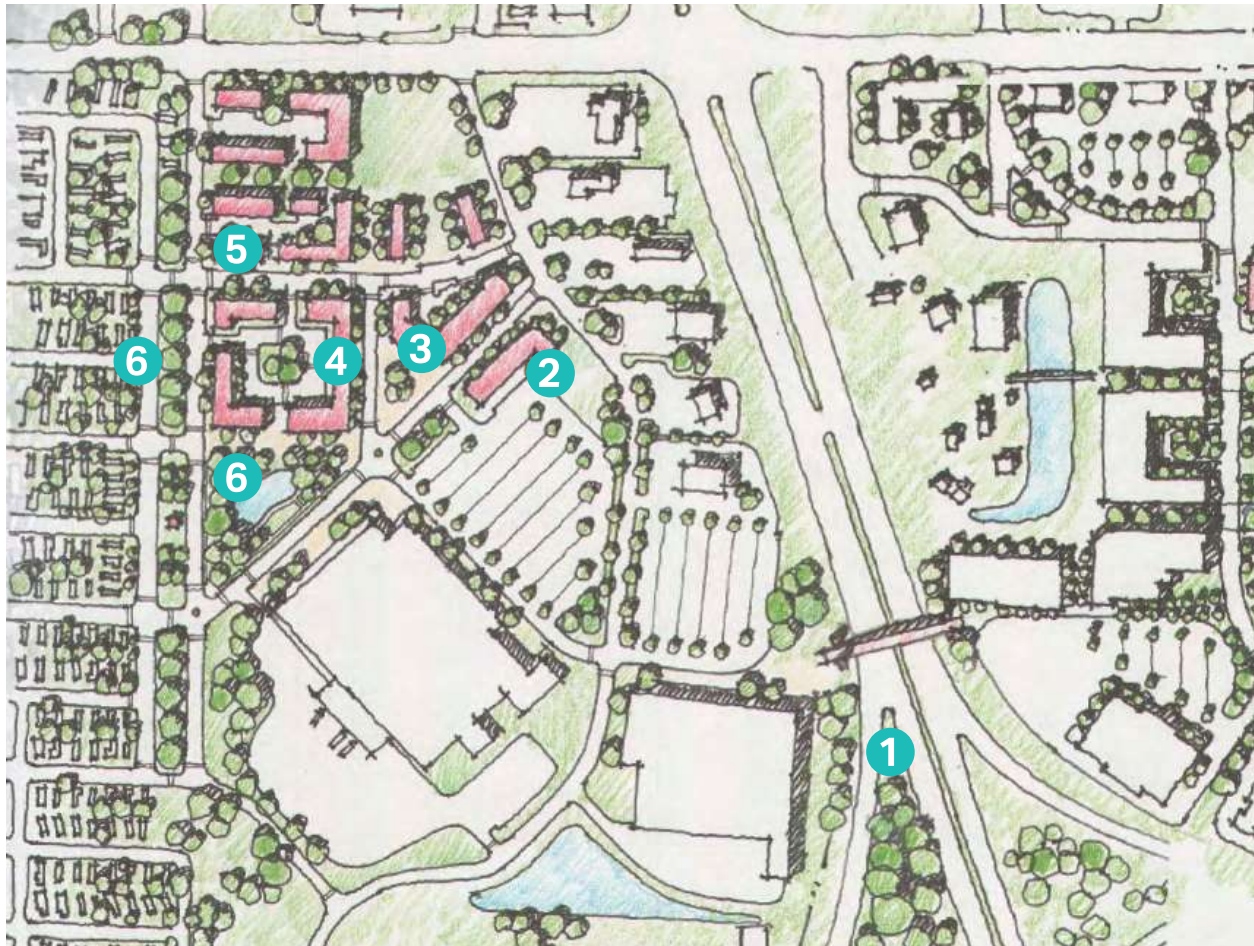
The following images included on the next few pages describe potential future enhancements to the US-31 Corridor in several key areas such as the Walmart Power Center, Holland Town Center, and the Westshore Superblock. Additionally, these concepts are divided into two categories, light enhancements and moderate activation. In this context, light enhancements concepts include fewer intensive changes to the existing conditions. Moderate activation concepts include more intense changes. Some of the key concepts in both of these concepts include:

- A pedestrian bridge over US-31.
- Retrofitting of underutilized parking areas.
- Adding greenspace and other beautification elements.
- Adding more housing options.

## Concept #1: Light Enhancements, Town Center

- 1 Pedestrian bridge to improve east-west connectivity with Holland Town Center / Dutch Village
- 2 Green plaza and promenade to "soften" underutilized parking spaces and shape approach to Walmart entrance
- 3 One-story liner buildings to "activate" / "right-size" underutilized parking
- 4 Tree-lined "streets" to define vehicular flow with breaks to ensure sufficient highway visibility





## Concept #2: Moderate Activation, North Park Drive Neighborhood

- 1 Pedestrian bridge to improve east-west connectivity with Holland Town Center / Dutch Village
- 2 Green plaza and promenade to "soften" underutilized parking spaces and shape approach to Walmart entrance
- 3 Two-story mixed use development to "activate" / "right-size" underutilized parking
- 4 Tree-lined "streets" to define vehicular flow with breaks to ensure sufficient highway visibility
- 5 Medium density housing to moderate transition to trailer homes
- 6 Neighborhood green and linear park to moderate transition from commercial to residential



## Reference Examples



*Walmart with dining, parks and recreation, and residential*



*Walmart with dining and parks and recreation*

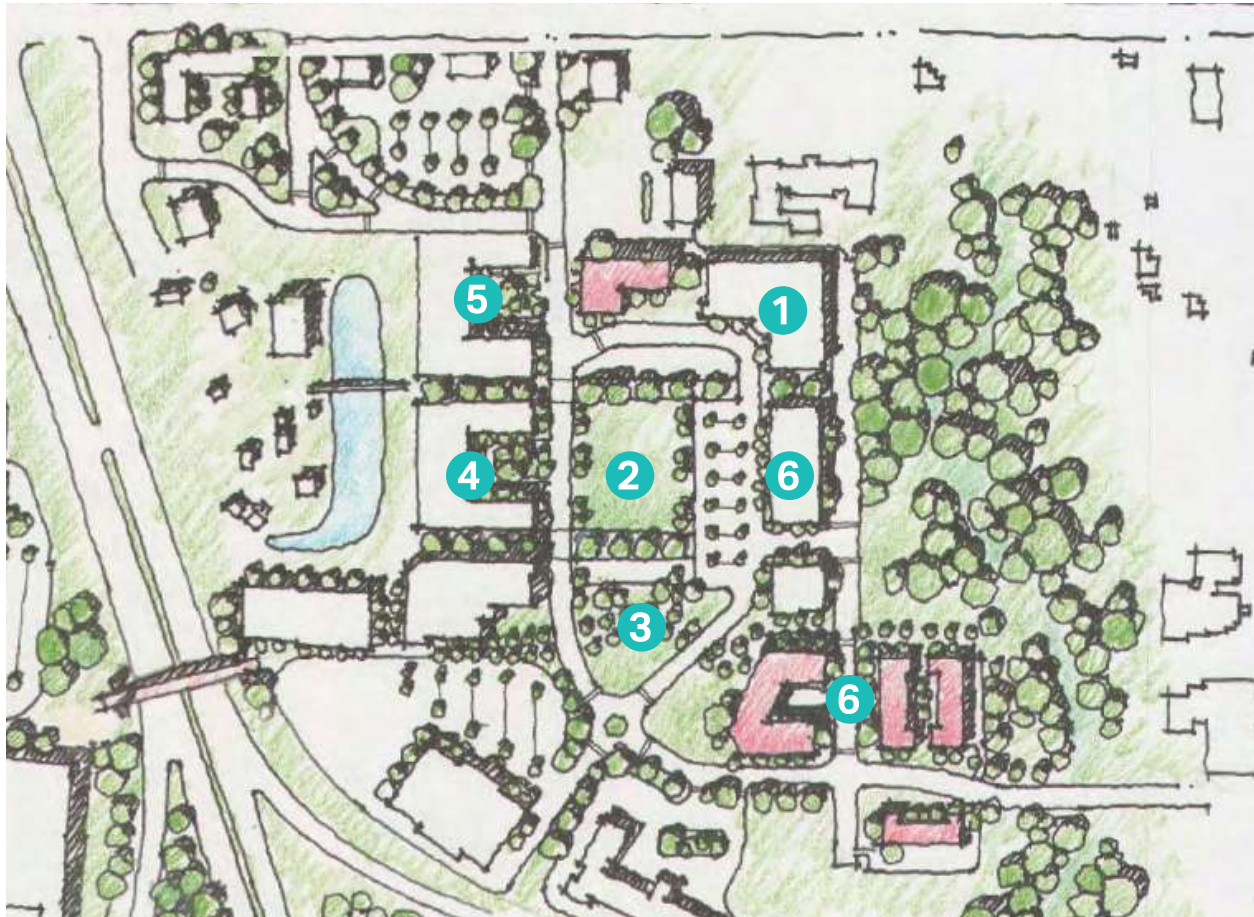


*Walmart with dining and container parks*



*Attached strip with public plaza*

# Concept for Holland Town Center



## Moderate Activation

- 1 Liner building to book-end parking lot / block structure and improve traffic flow
- 2 Re-shaped urban farm surrounded by public park / plaza to activate the central green
- 3 Nature playscape to resonate with agricultural / naturalistic theme and to serve surrounding uses
- 4 Tree-lined "streets" to define block structure and improve traffic flow
- 5 Enhanced / updated backs of building to serve as secondary fronts
- 6 Medium density housing to complete ensemble with walkable block structure (\*redevelopment of commercial building)



## Reference Examples



*Factory outlet with tree-lined parks*



*Pedestrian / bicyclist bridge over highway*



*Urban farm park*

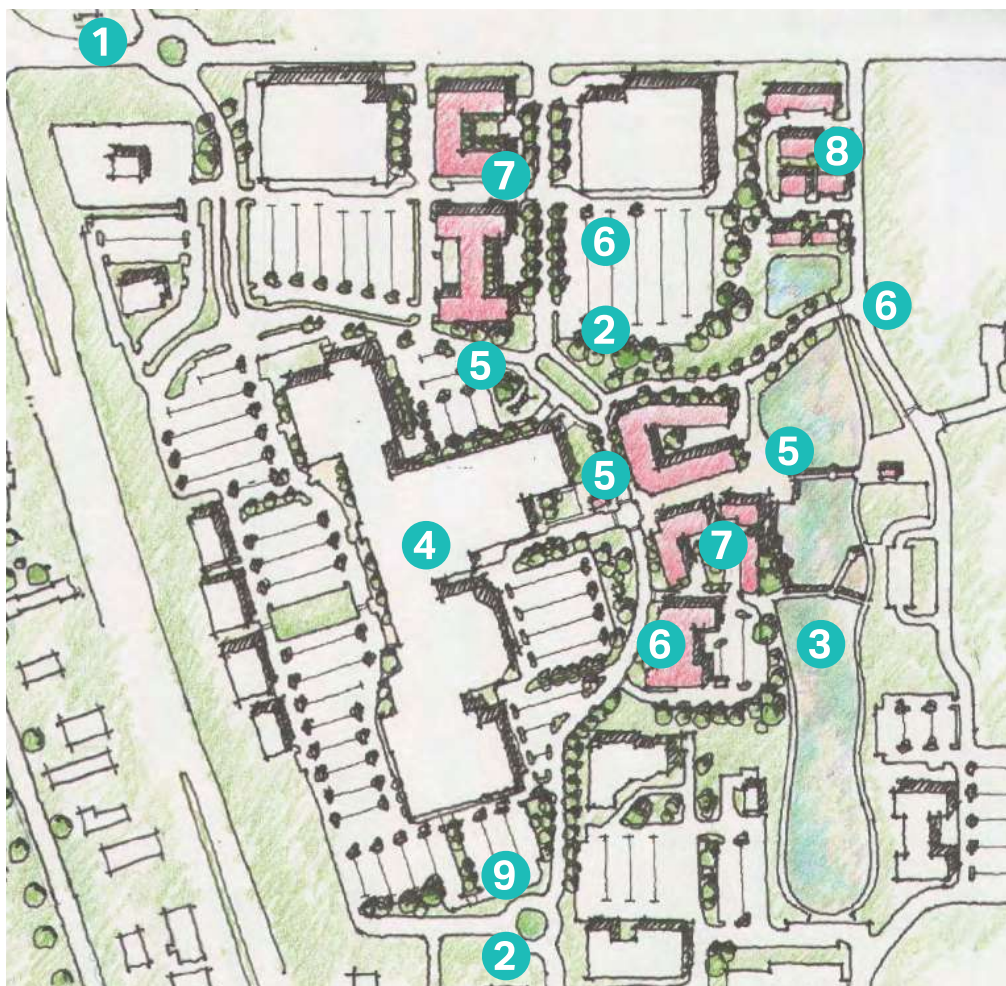


*"Agrihood" / green community*

# Concept for Westshore Superblock

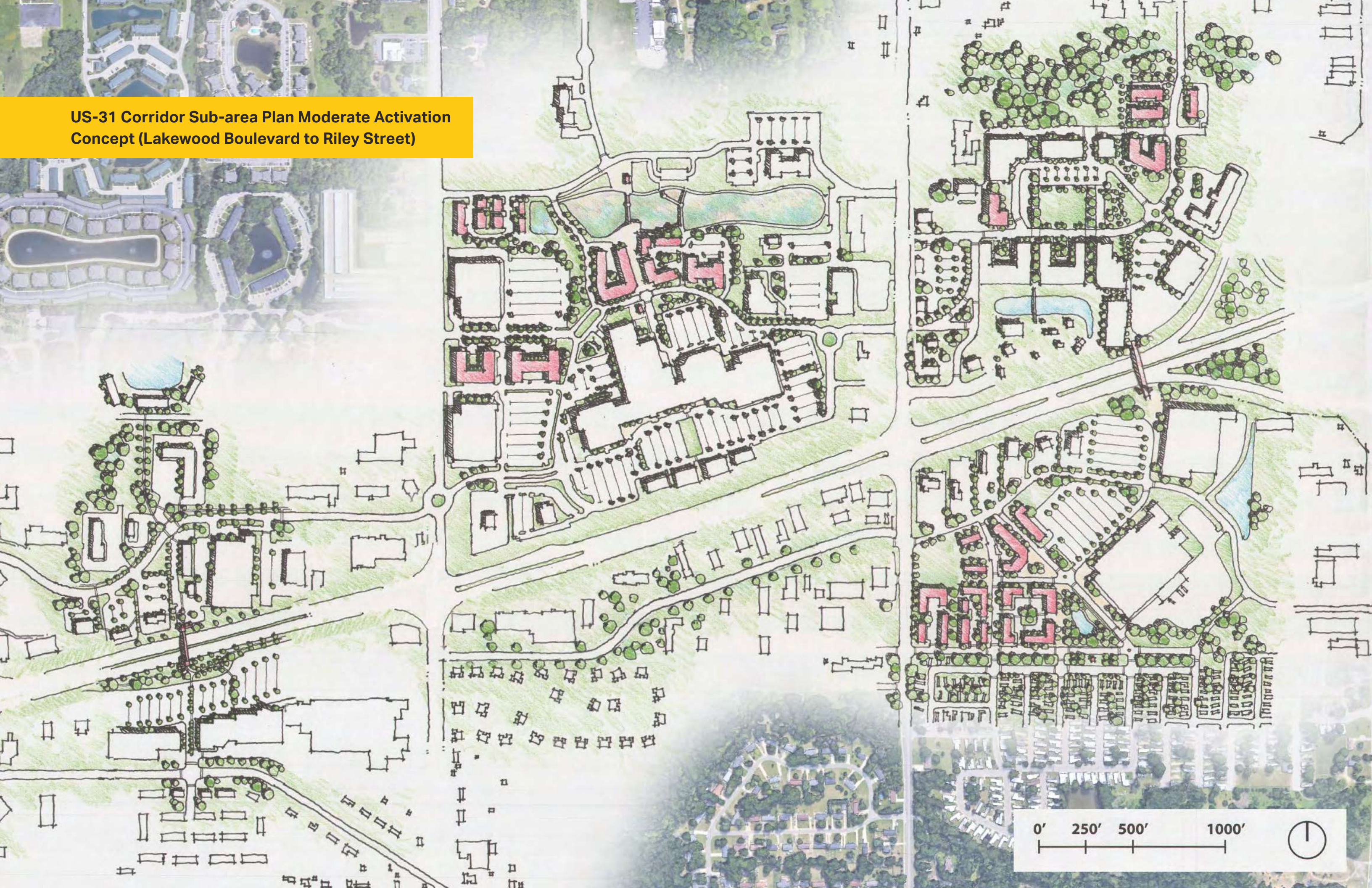
## Infill (Re)development, Re-use + Re-green (Shops at Westshore)

- 1 Redesigned Felch Street / Westshore Drive intersection to improve vehicular and pedestrian safety
- 2 Redesigned Westshore Boulevard roundabout / oblong roundabouts as key gateway features to redeveloped Westshore property
- 3 Landscaped regional stormwater detention basin / ecopark to provide recreational amenity and stormwater management
- 4 Pedestrian corridor connecting commercial, residential, and public spaces
- 5 Public plaza, central green, natural playscape, and pedestrian promenade to reuse surplus parking space and re-green the property
- 6 Tree-lined "streets", sidewalks, and crossings to define streetscape and enhance pedestrian / bicyclist safety
- 7 Multi-family, mixed-income housing fronting Westshore Boulevard to create a "street wall" with active ground floor uses
- 8 Medium density housing / townhomes to create a pocket neighborhood mediating the density transition to the surrounding single-family homes and duplexes
- 9 Campus green to distinguish and frame the GRCC campus and re-green the parking lot





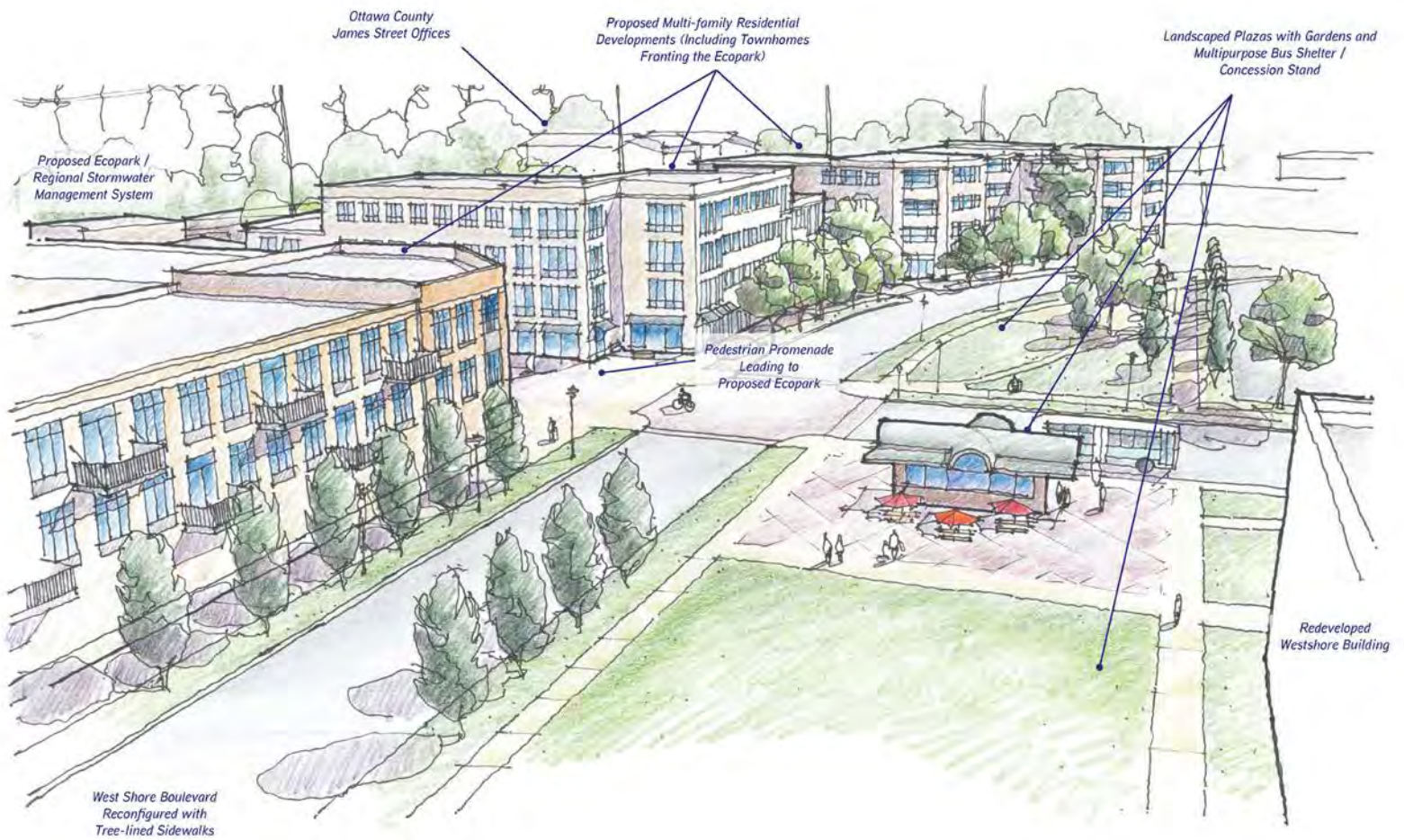
US-31 Corridor Sub-area Plan Moderate Activation  
Concept (Lakewood Boulevard to Riley Street)





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*View of Westshore Commons looking south with potential multi-family housing, landscaped plazas, bus shelter, and a pedestrian promenade to the proposed ecopark*



## Reference Examples



*Mall mixed use redevelopment*



*Public plaza / promenade*



*Stormwater wetland / ecopark*



*Diverse housing types for mixed-income development*

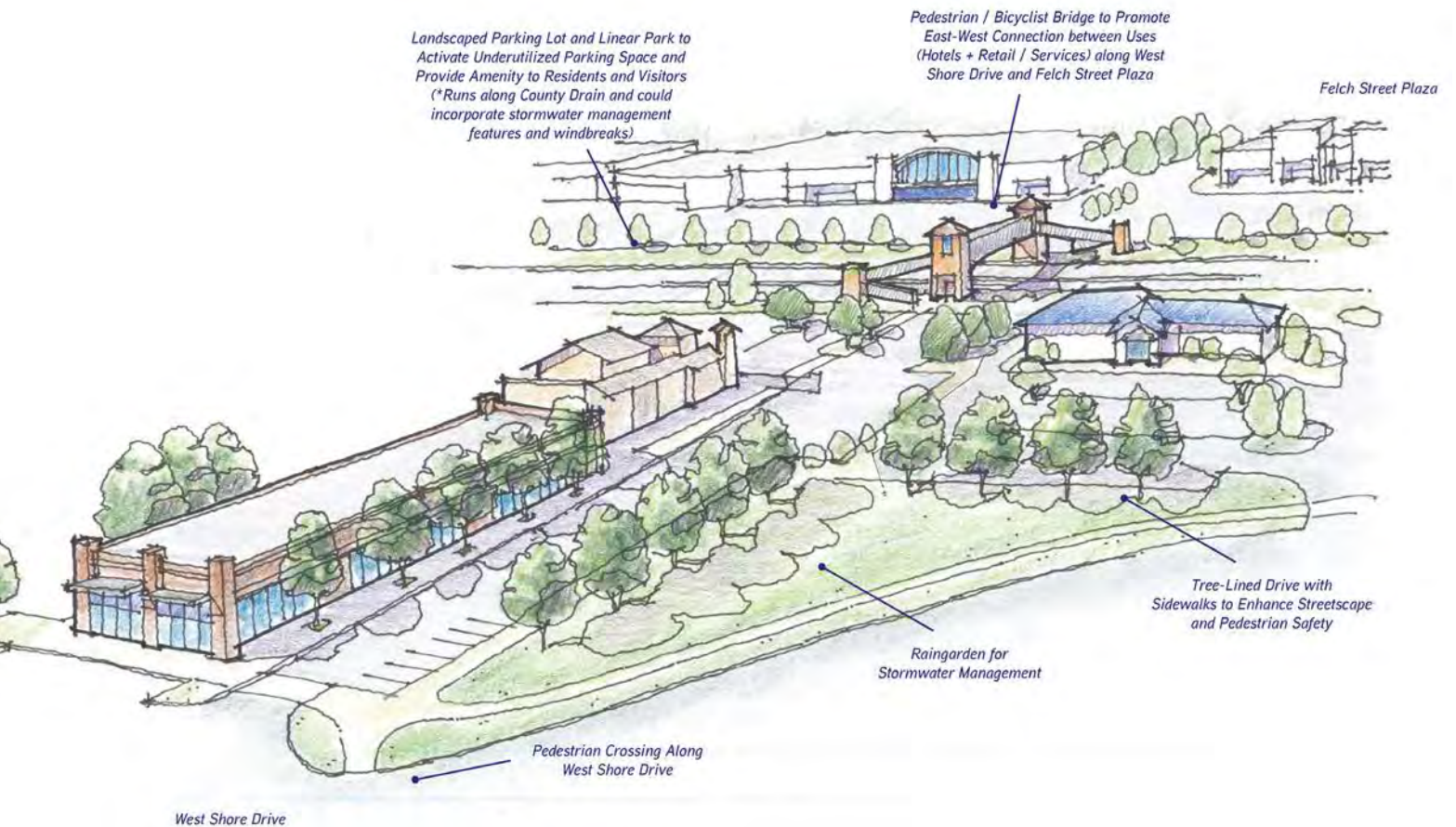
# Concept for Holland Town Center

## Enhanced Cross-Block Connectivity

- 1 Additional paved paths / through-block connectors to encourage pedestrian connectivity
- 2 Pedestrian / bicyclist bridge to promote east-west circulation and synergies between uses (hotels and retail / services)
- 3 Landscaped parking lot pocket park / linear park to activate underutilized space and provide amenity to residents and visitors  
  
(\*Runs along county drain and could incorporate stormwater management features)
- 4 Tree-lined "streets", sidewalks, and crossings to define streetscape and enhance pedestrian / bicyclist safety
- 5 Occasional "tree islands" to serve as windbreaks / shelterbelts in parking lots

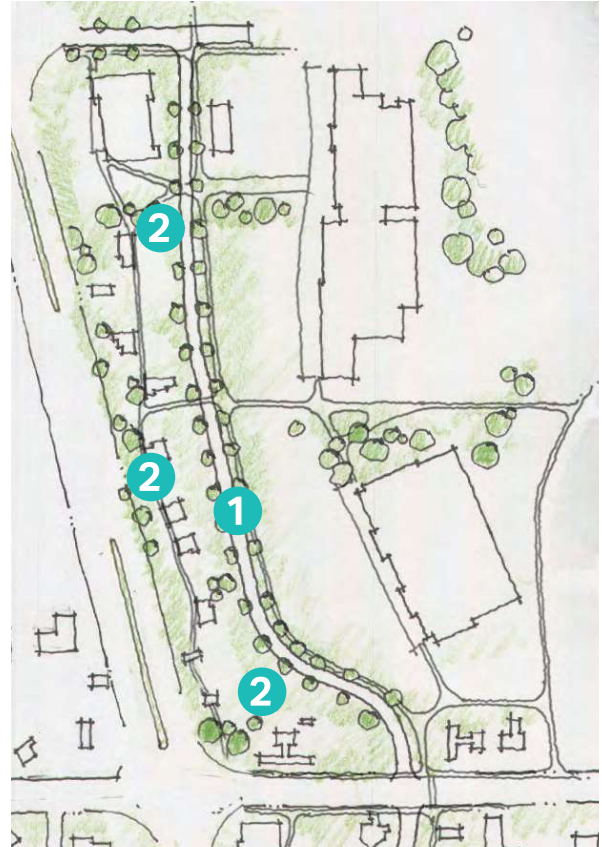






*View from West Shore Drive looking west to Felch Street Plaza, proposed pedestrian bridge & enhanced landscaping*

# Concept for Van Ommen Drive and West Shore Drive (Meijer)



## Concept: Tree-Lined Streets and Cross-Block Connectivity

- 1 Tree-Lined "Streets", Sidewalks, and Crossings to Define Streetscape and Enhance Pedestrian / Bicyclist Safety
- 2 Additional Paved Paths / Through-Block Connectors to Encourage Pedestrian Connectivity



## Reference Examples



*Parking lot pocket plaza*



*Through-block connectors*



*Parking lot pocket park*



*Creative crosswalks for pedestrian connectivity*





*Suburban stormwater ecopark*



*Linear park along freeway*



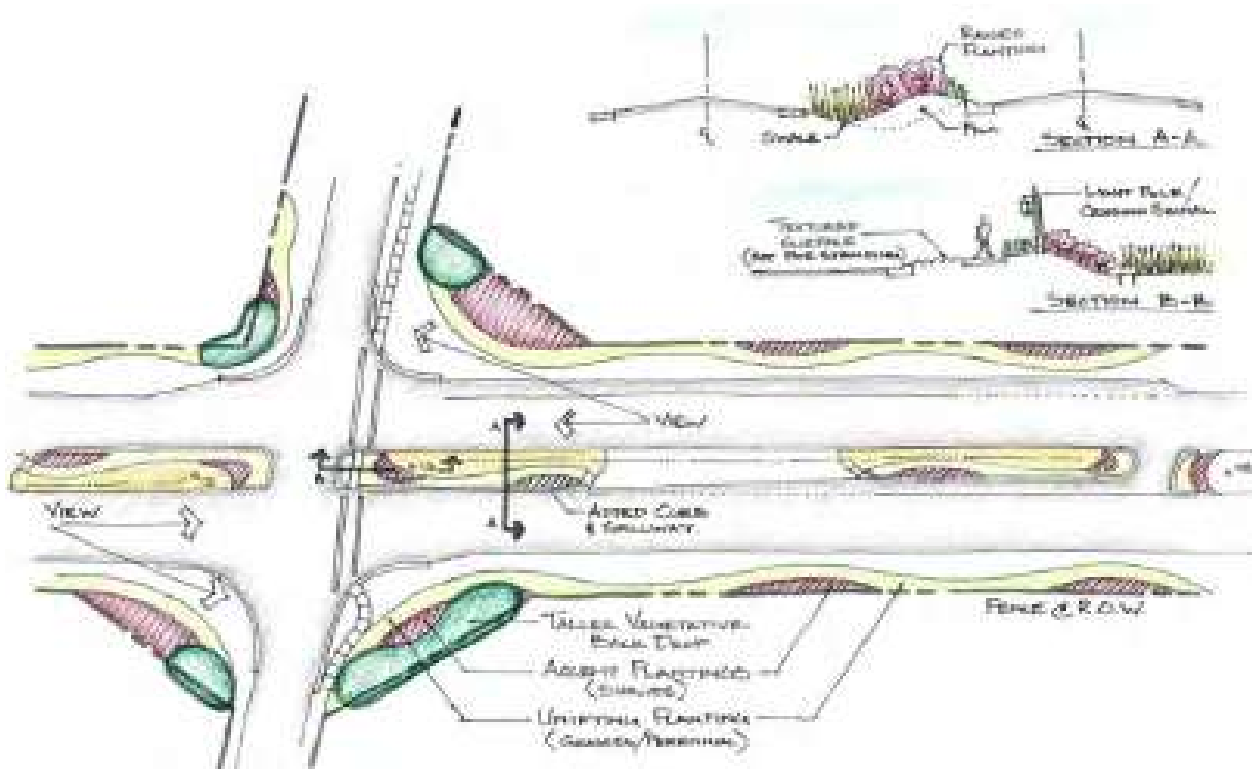
*Stormwater ecopark*



*Linear park*

# US-31 Greening

Holland Charter Township, along with MDOT, the City of Holland, and other transportation agencies and partners created a series of concepts for the future greening of the US-31 Corridor. The overall goal of this endeavor is to physically improve and enhance the Corridor in terms of beautification, safety improvements, lighting, and more, as well as provide safer crossings and access for all types of users. The final concepts created as a result of this project are illustrated below.



## US-31 Greening Credits:

US-31 Non-Motorized Crossings Study (2014)

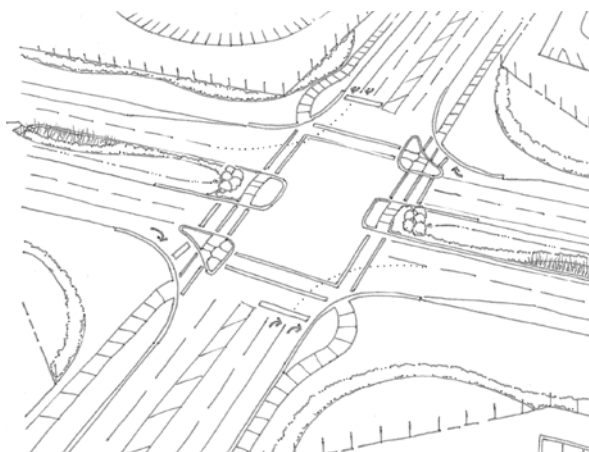
MDOT, Holland Charter Township, City of Holland

-- Bill Johnson, Corey Broersma





## Riley St.



Sub-Area Plan: US-31 Corridor

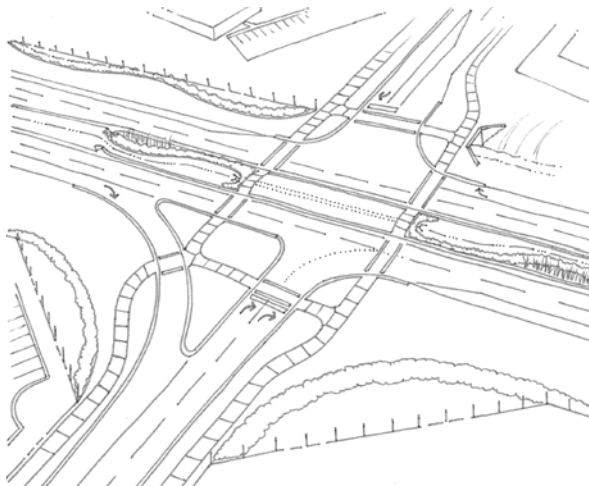
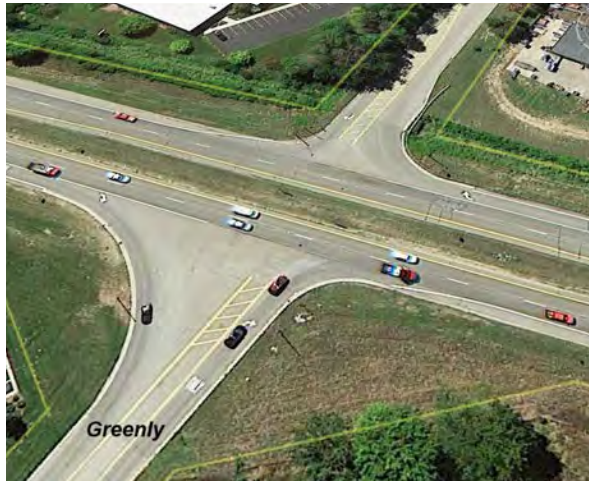
### Obstacles

- Lack of defined crossings, ramps/landings, and approach zone sidewalks
- Existing NE sidewalk is placed at back of curb with no buffer from traffic
- Proposed double turn lane for Northbound traffic reduced planting opportunities

### Opportunities

- Add mid-point pedestrian signals to incorporate lighting
- Add clearly defined direct crossings using additional ramp/landing locations
- Increased approach zone plantings

## Greenly St.



### Obstacles

- Lack of defined crossings, ramps/landings, and approach zone sidewalks, especially along SW approach
- Lack of traffic signals
- Large turning radius at the SE corner
- Inverted median and W drain

### Opportunities

- Apply landscape and lighting theme. May require an added culvert and fill for a future mid-point pedestrian crossing, signals, and lighting elements
- Add clearly defined crossings
- Create a triangular refuge island with rolled curb and low vegetation in waste areas
- Increased approach zone plantings

## Reference Examples



*Landscaped highway median  
(Woodward Ave, Ferndale MI)*



*Landscaped highway median, bike path  
(Northwestern Hwy, Farmington Hills, MI)*



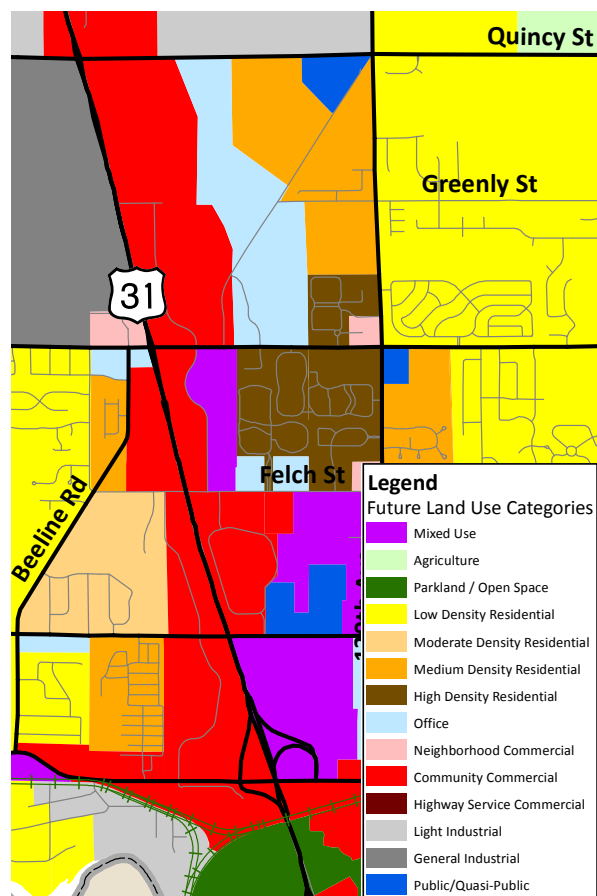
*Landscaped highway corner and median  
(Lake Michigan Drive, Allendale Township MI)*



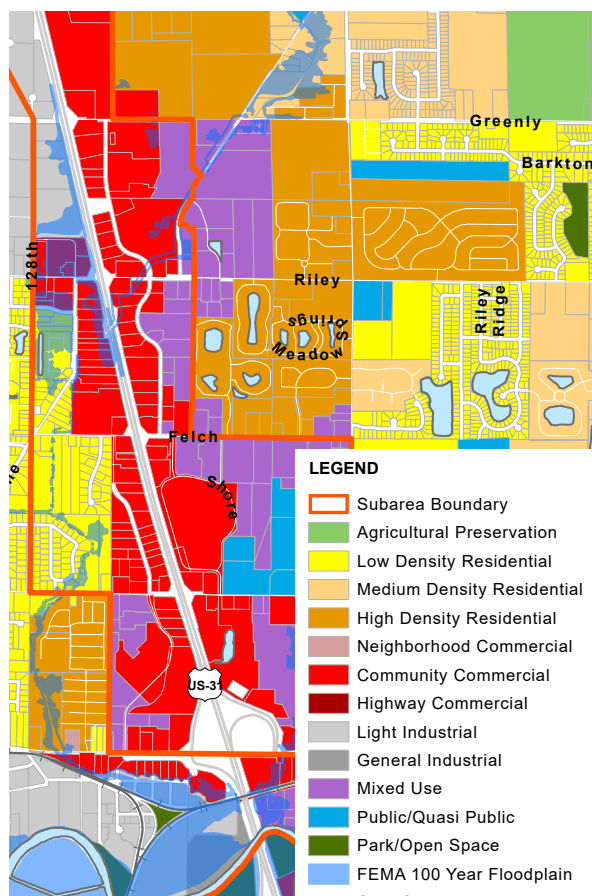
*Landscaped highway corner and median  
(Lake Michigan Drive, Allendale Township MI)*



# Proposed Future Land Use



*Future Land Use Plan, 2014*



*Proposed Future Land Use Plan, 2020*

# Recommendations for Action Items

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1. Engage MDOT and the City of Holland to revisit the possibility of greening US-31 and to understand the funding required to pilot this initiative.
2. Engage MDOT to explore the potential and feasibility of constructing pedestrian / bicyclist bridges across US-31 at Holland Town Center and Felch Street Plaza-West Shore Drive Retail Strip.
3. Engage the Ottawa County Road Commission on ways to improve traffic safety at the following intersections:
  - » Felch Street / West Shore Drive
  - » Riley Street / US-31
  - » Riley Street / 120th Ave
  - » Greenly Street / US-31
4. Engage the Ottawa County Road Commission on the potential of adding cross walks along West Shore Drive and Van Ommen Drive to enhance pedestrian safety.
5. Engage the Ottawa County Water Resources Commission and the Ottawa County Parks and Recreation Commission to explore the potential of enhancing existing drainage areas as park amenities and greenway connections.
6. Engage US-31 stakeholders and private property owners on their (re)development plans and to share findings of the US-31 Sub-Area Plan for their consideration.
7. Engage the City of Holland to revisit the possibility of a pedestrian / bicyclist connection to Windmill Island.

# Federal District

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*“A coherent neighborhood where community assets are strengthened, makerspaces co-mingle with services, and connectivity is enhanced.”*

Perhaps the most unique and diverse area within Holland Charter Township, it quickly became apparent (for reasons noted below) to Township staff and officials that the Federal District should be studied closely as an integral portion of the Holland Charter Township Unified Vision Plan. The Federal District is the south-central tip of the Township, located on the south side of the Macatawa River, just east of Lake Macatawa.

The Federal District is an area of widespread community pride, commercial amenities, outdoor recreation opportunities, and pockets of successful industrial businesses. The key geographic location of the Federal District, being a short distance to the City of Holland’s Downtown Core, access to the Macatawa Riverfront, accessibility to major regional thoroughfares, connected street network, and multitude of interconnected land uses, makes it a prime area to be one of the most vibrant community nodes in Holland Charter Township.

In contrast to the Federal District’s exceptional foundation to become a popular and thriving community hub, challenges such as unsafe pedestrian conditions, traffic congestion, vacant storefronts, inadequate street lighting, general beautification, and aging housing stock have become barriers to this vision.

As a means to address these barriers and enhance the District, Holland Charter Township has identified solutions and implementation measures that can be summarized into the following key terms and categories:

- Connect
- Calm
- Green
- Activate
- Preserve

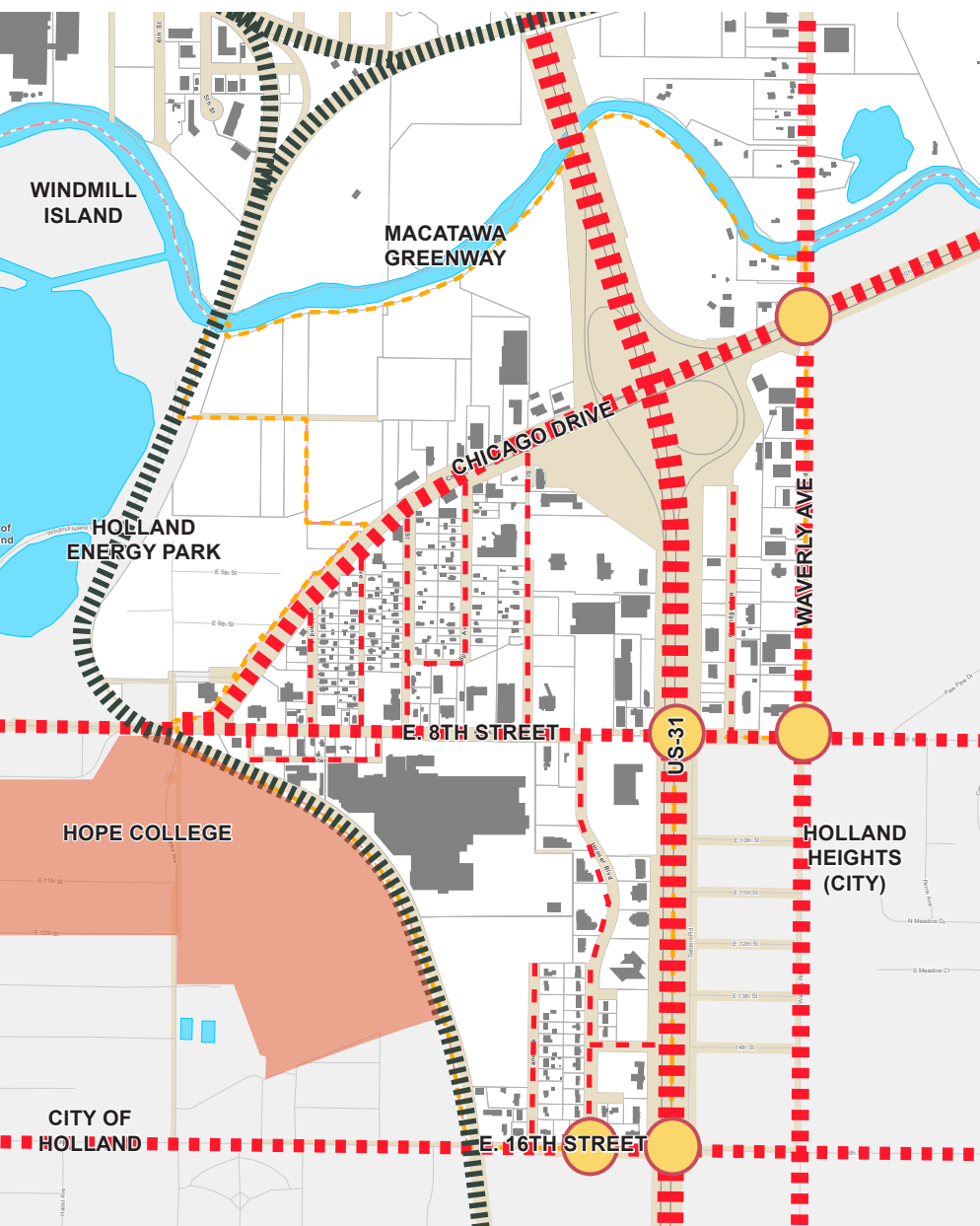
By utilizing these key terms and pragmatic measures identified in this Sub-area Plan, the overall goal is to assist the Federal District with becoming “a coherent neighborhood where community assets are strengthened, makerspaces co-mingle with services, and connectivity is enhanced.”






# Existing Conditions

As a means to identify future recommendations for the Federal District Sub-area, it is equally as important to analyze and understand what the current conditions of the area include. Some of the noteworthy existing conditions of the Federal District Sub-area are:

- It is wedged between the City of Holland.
- There is a long-standing legacy of smaller historically platted lots.
- It is within close proximity to Hope College, Macatawa River system, Macatawa Greenway, Windmill Island, and the City of Holland.
- There is a visible amount of underutilized parking lots.
- The area has large pockets of natural greenspace, but a lack of neighborhood parks and recreation programs.






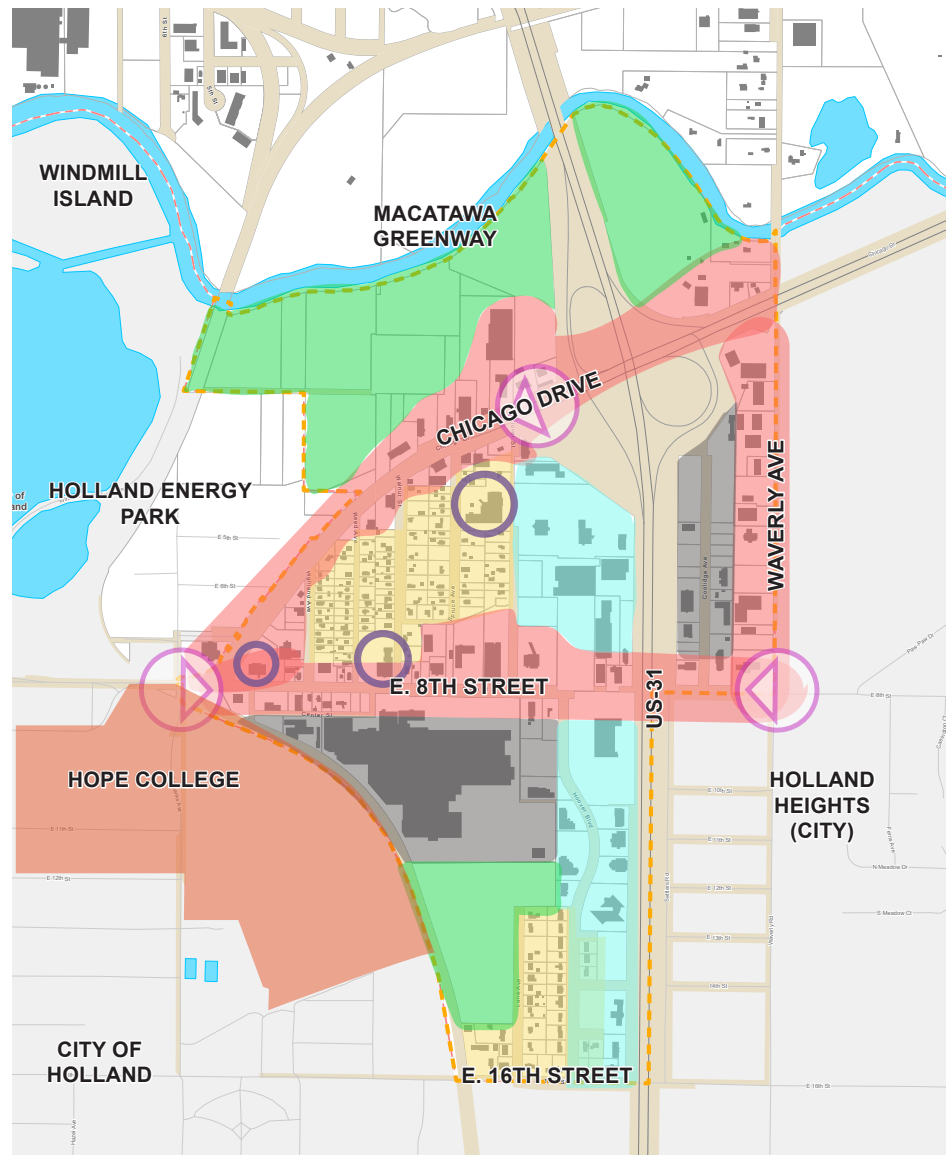


- Key Conveyor of Through-Traffic for Surrounding Municipalities / Neighborhoods
    - » US-31
    - » Chicago Drive
    - » Waverly Ave
    - » E. 8th Street
  - Intense / Rapid Transitions from Busy Highway to Quiet Neighborhood Street
  - Lack of Sidewalks, Bike Paths, and Safe Pedestrian Crossings
    - » Across Chicago Drive
    - » Across E. 8th Street
    - » At the Chicago Drive / E. 8th Street Intersection
-  Existing Traffic Control Intersections with Pedestrian Crossings
  -  Existing Neighborhood Streets
  -  Existing Arterial Roads
  -  Existing Highways
  -  Existing Railroad



- Mixture of Intact Neighborhoods, Community Anchors, Industrial Complex(es), and Commercial / Office Developments
  - » Varied vintage and level of upkeep
  - » Community Anchors: Original Russ' Eastown, Federal School Building (Current OAISD), The Salvation Army Holland
- Three Key Commercial Corridors
  - » Chicago Drive
  - » E. 8th Street
  - » Waverly Ave
- Three Key Gateways
  - » Chicago Drive West-Bound
  - » E. 8th Street East-Bound
  - » Waverly Ave West-Bound
- Bifurcation: North vs South of E. 8th Street
  - » Potential to "stitch" two halves together?

-  Existing Office Use
-  Existing Industries
-  Existing Green Space



# Community and Stakeholder Feedback

*"We would like a better 'flow' from the Heights through the District and to Downtown."*

*"This is a good and quiet neighborhood ... We are proud of our houses."*

*"We are concerned about cars going at > 30 mph on neighborhood streets."*

*"Some of the houses are run-down."*

*"We like walking to downtown."*

*"We would like to see more mixing... of housing, industries, and businesses... and more social mixing."*

*"As a business we like the accessibility and visibility from US-31 and Chicago Drive."*

*"It is too dark at night ... The lighting is poor."*

*"Create a mixed use development for live/work/play options."*

*"Lack of sidewalks."*

*"Can we have lighting that 'ties' the neighborhood together?"*

*"It will be nice to have curbside leaf pickup."*

*"There are log jams because of the train crossings."*

*"Appreciate community places like Russ' and The Salvation Army."*

*"There is a lack of safe crossings."*



# Identified Opportunities

---

1. **Preserve and Enhance the Neighborhoods.** Explore the possibility of putting in sidewalks and enhanced lighting for public safety. Encourage maintenance and upkeep.
2. **Encourage Redevelopment & Mixed Use Projects in a Manner that Maintains the Character of the Neighborhoods.** Consider an incremental approach to help manage the changes associated with (re)developments.
3. **Improve Connectivity.** This applies to vehicular and nonmotorized (pedestrian / bicyclist) connectivity from Downtown through the neighborhood to the Heights and Zeeland. It also applies to enhancing connectivity to the Macatawa Greenway.
4. **Improve Pedestrian and Bicyclist Safety.** Explore the possibility of putting in sidewalks, bike lanes, and crosswalks.
5. **Beautify the Major Corridors:** US-31 Corridor, Chicago Drive, E. 8th Street. Create more green space and consider landscaping options (shrubs, trees, flowers vs. mowing the weeds / lawn).
6. **Strengthen and Create Community Spaces / Anchors.** Create community parks on underutilized parking lots or vacant property. Encourage the use and development of other community gathering spaces and anchors.
7. **Create a Unique, Coherent Identity.** Develop a pilot form-based code that recognizes the neighborhood's unique history and fabric within the Township.



# Sub-area Plan Visions and Principles

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The Federal District—a coherent neighborhood where community assets are strengthened, makerspaces co-mingle with services, and connectivity is enhanced.

## Principles and Intentions

### CONNECT

- Create a complete pedestrian and bicyclist network within the neighborhood and across municipalities
- Enhance connections to the Macatawa Greenway across Chicago Drive and through the Holland Energy Park

### CALM

- Install / Improve crossings along Chicago Drive and E. 8th Street
- Provide traffic calming devices to slow travel speeds along Chicago Drive.

### GREEN

- Enhance the landscaping along the US-31 right-of-way, Chicago Drive, and E. 8th Street
- Identify opportunities to re-green parking spaces and underutilized spaces
- Place powerlines underground to support tree-lined streets

### ACTIVATE

- Identify vacant properties or underutilized spaces for (re)development and enhancement
- Create an active streetfront / street presence along Chicago Drive and E. 8th Street
- Encourage mixed uses, including residential, some commercial and recreational
- Integrate opportunities for community gathering and active public uses (e.g. plazas, parks)




### PRESERVE

- Enhance existing neighborhoods between E. 8th Street and Chicago Drive as well as along Lane & Hoover Ave
- Support / Enhance existing commercial and industrial uses






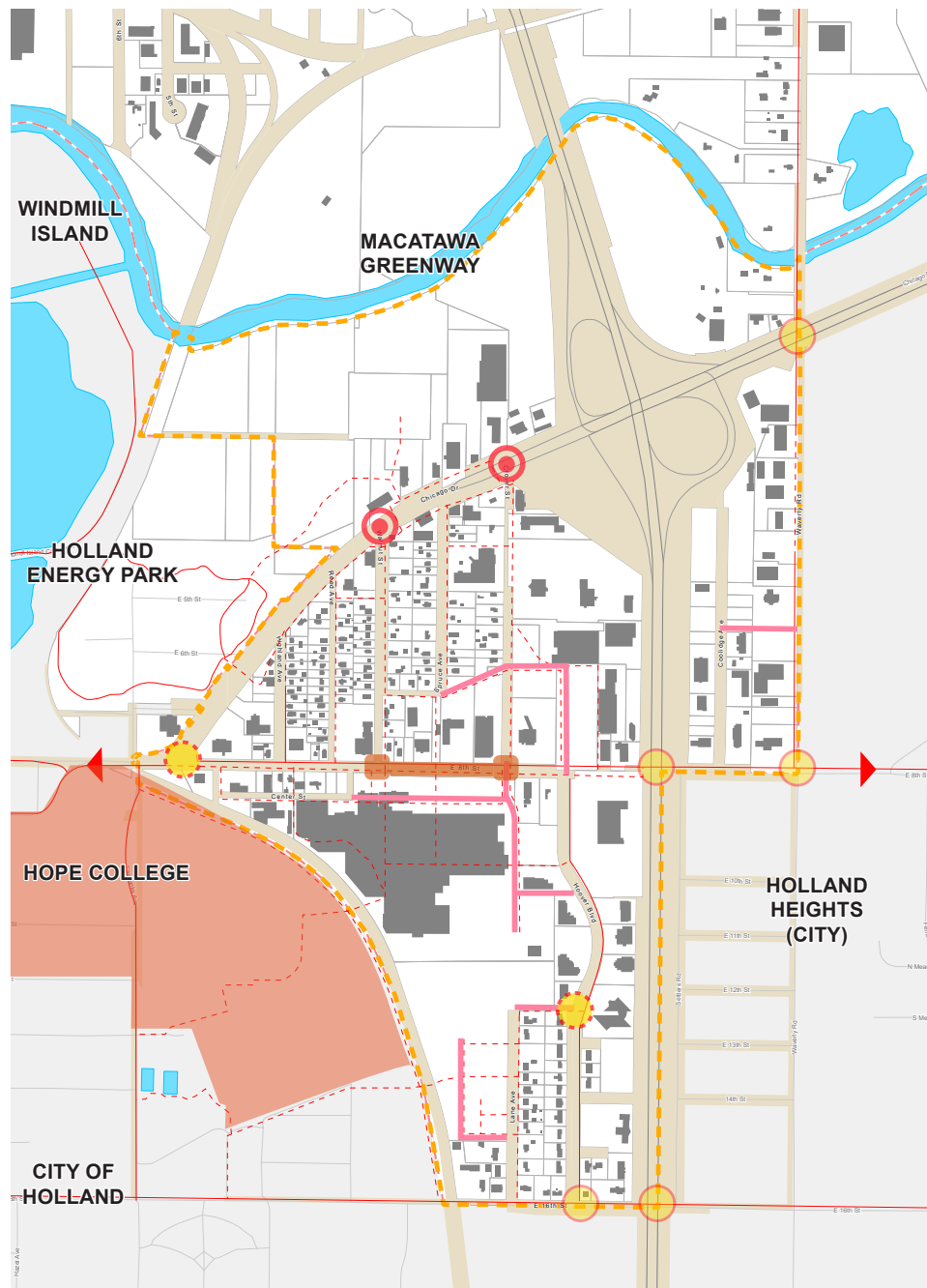
# Framework: Connect + Calm

## Connect

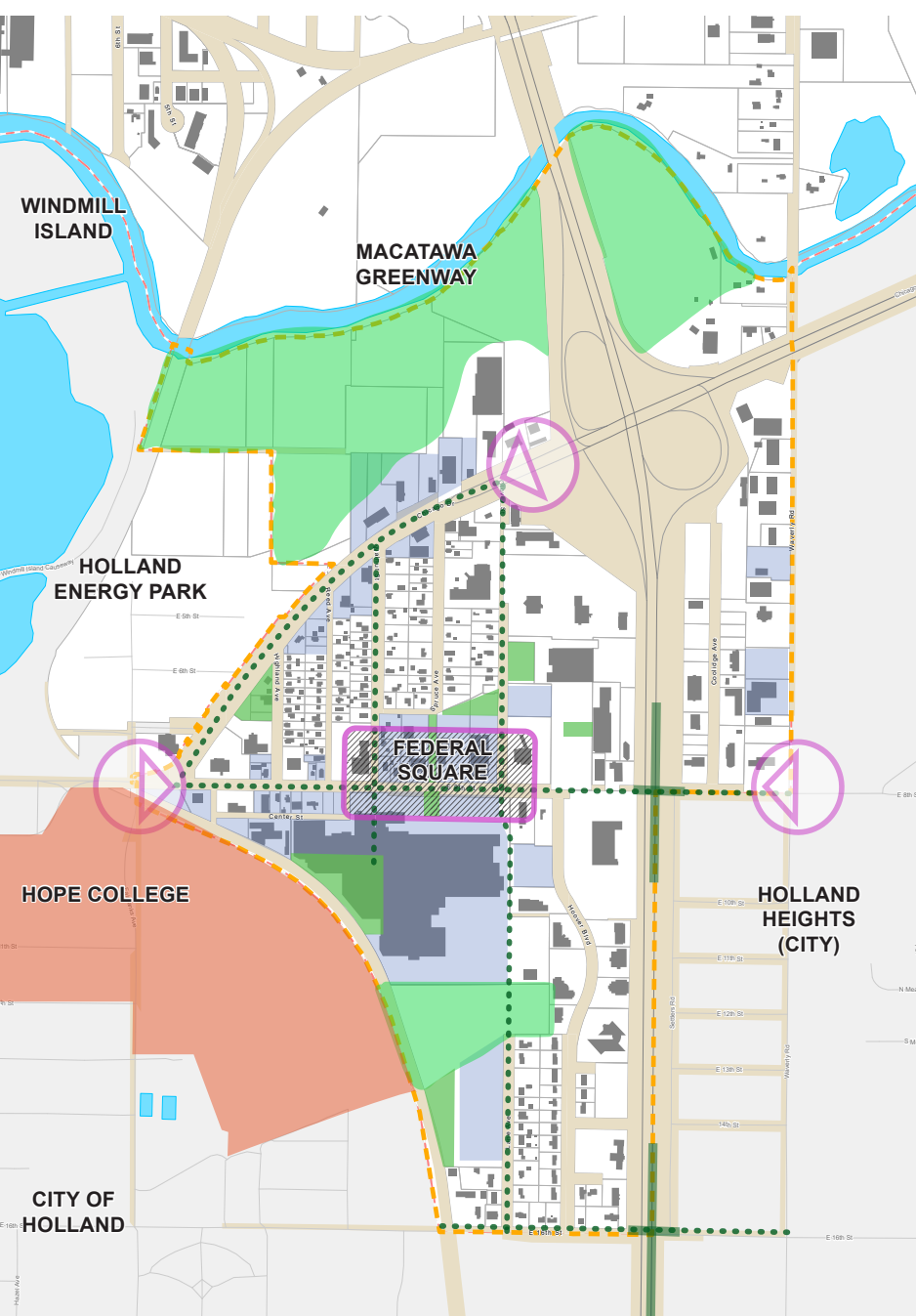
-  Improve through block connections via secondary roads
-  Create a complete pedestrian and bicyclist network within and across properties, including US-31, Windmill Island, and the Federal District
-  Enhance Federal District connectivity with adjacent districts in the broader Township framework

## Calm

-  Enhance traffic safety at select intersections / crossings
-  Provide continuous traffic flow at slower speeds along Chicago Drive through potential roundabouts
-  Create a shared street at the neighborhood center to complement the proposed mixed use redevelopments.



# Framework: Green + Activate + Preserve



## Green

- Enhance the landscaping along key corridors
- Identify opportunities to re-green parking spaces and underutilized spaces

## Activate

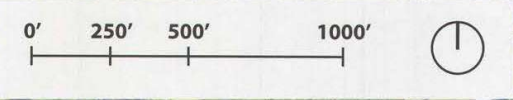
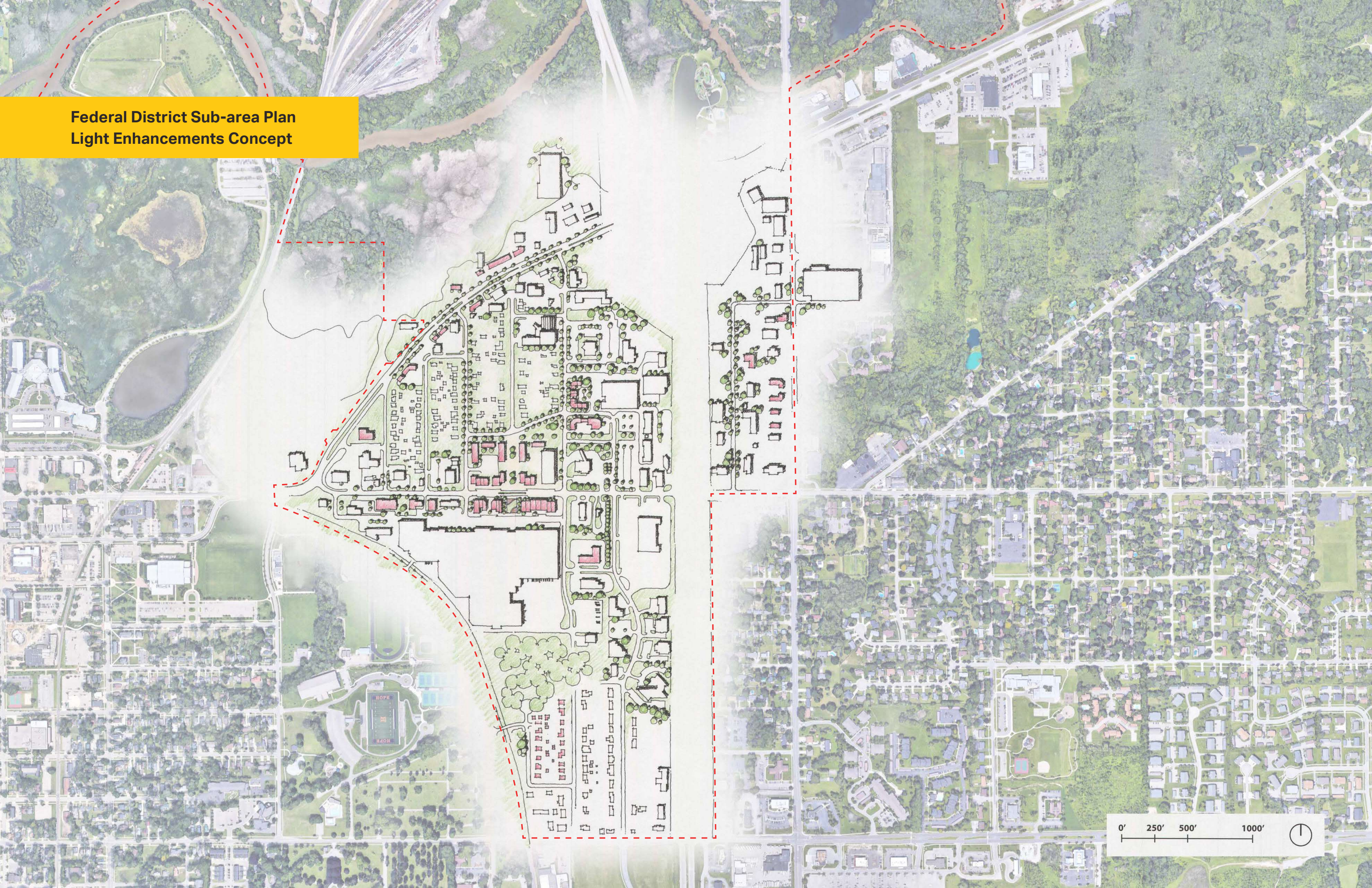
- Identify vacant properties or underutilized spaces for (re)development and enhancement
- Encourage mixed uses, including residential, recreation, and some commercial
- Integrate opportunities for community gathering and active public uses (e.g. plazas, parks, markets, events / festivals)
- Create a distinctive neighborhood center—“Federal Square”—with a different street treatment and a focus for higher intensity mixed uses to stitch the north and south halves of E. 8th Street together
- Enhance gateways with signage, landscaping or architectural treatments

## Preserve

- Support / Enhance existing neighborhoods and uses



Federal District Sub-area Plan  
Light Enhancements Concept

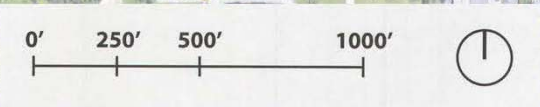
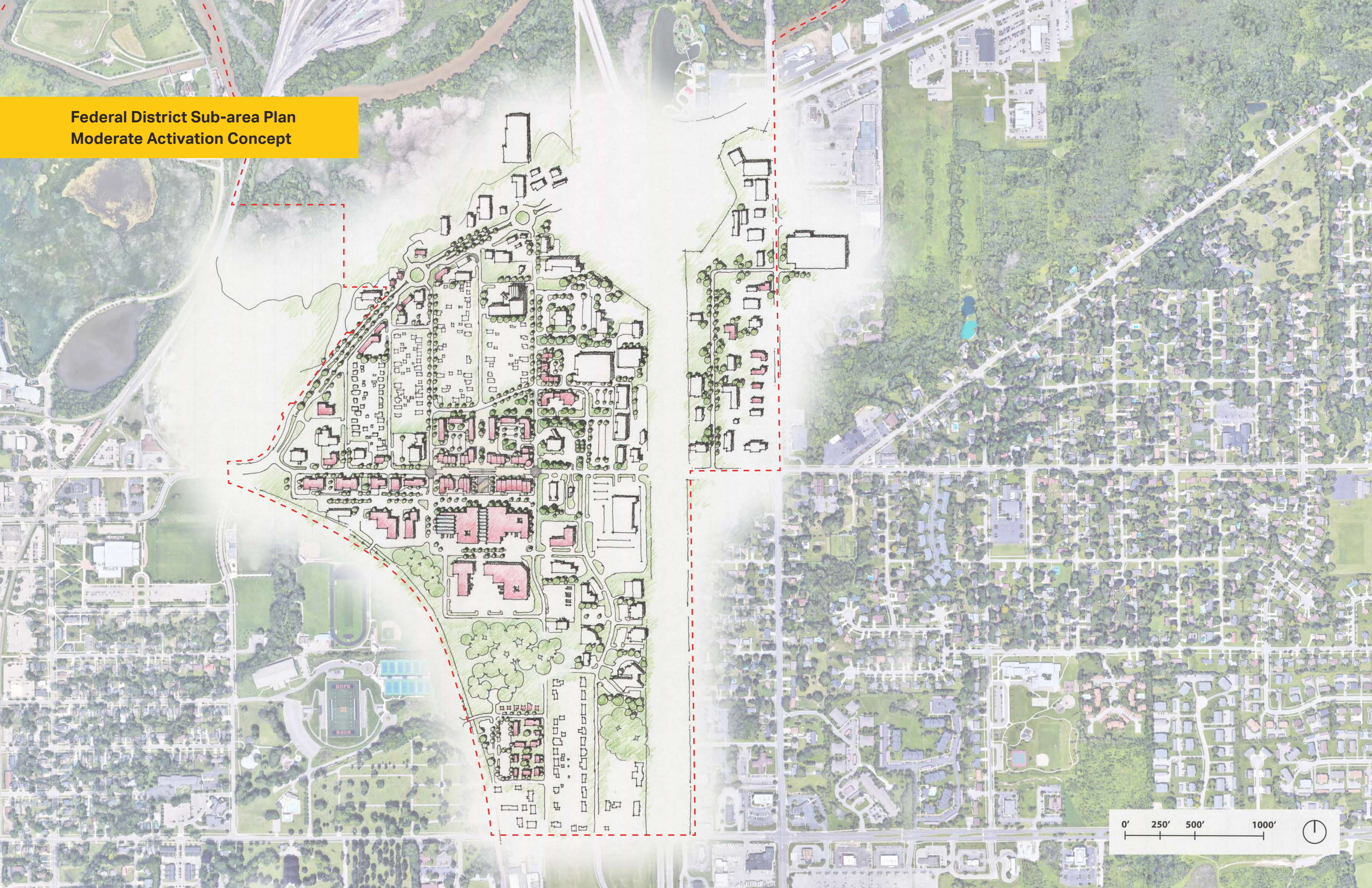




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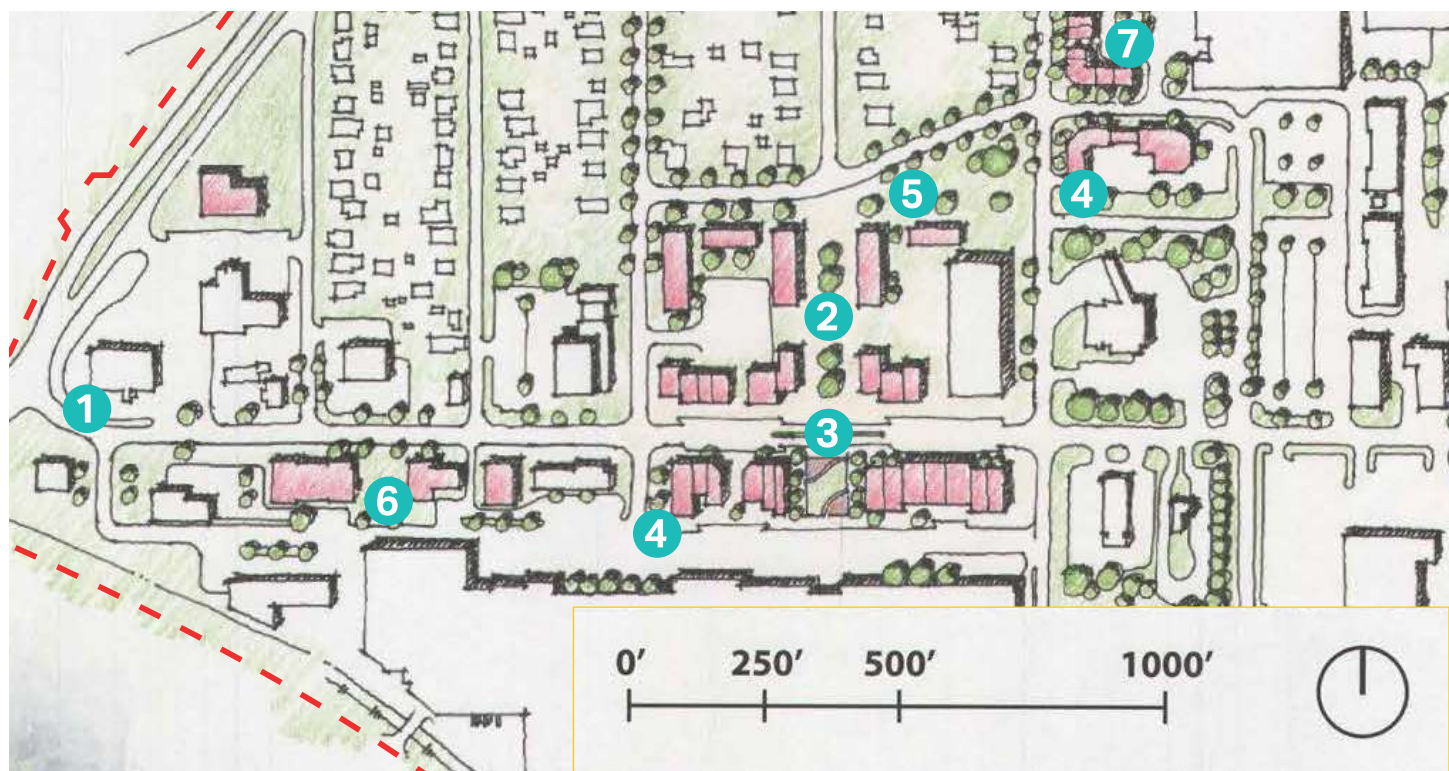
Federal District Sub-area Plan  
Moderate Activation Concept





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# Concept for E. 8th Street and Federal Square



## Concept #1: Light Enhancements

- 1 Reconfigured E. 8th Street to a Three-Lane Road, Two Bike Paths, Sidewalks, and Streetscape Improvements
- 2 "Federal Square" Identity Center with Mixed Use Redevelopments, Saw-Tooth On-Street Parking, Green Median, Decorative Street Lights, and Bookended by Traffic Crossings at Walnut Street and Extended Spruce Street
- 3 Landscaped Central Plaza and Pedestrianized Street as the "Green Core" of the Neighborhood Offering Opportunities for Community Gathering and Respite
- 4 Creation of Urban Block Structure with Extension of Center Street and Spruce Court, Completing Grid Network by Terminating at E. 8th Street
- 5 Creation of Neighborhood Green and Playscape Along Creek
- 6 Partial Infill and Redevelopment of Select Parcels Into Variety of Townhomes, Multi-Family Courts, and Apartments
- 7 Mixed Use Development on Vacant Parcel Next to Ditto to Complete the Clover Street Corner



# Concept for E. 8th Street and Federal Square



## Concept #2: Moderate Activation

- 1 Reconfigured E. 8th Street to a Three-Lane Road, Two Bike Paths, Sidewalks, and Streetscape Improvements
- 2 "Federal Square" Identity Center with Mixed Use Redevelopments, Saw-Tooth On-Street Parking, Green Median, Decorative Street Lights, and Book-ended by Traffic Crossings at Walnut Street and Extended Spruce Street
- 3 Landscaped Central Plaza and Pedestrianized Street as the "Green Core" of the Neighborhood Offering Opportunities for Community Gathering and Respite
- 4 Creation of Urban Block Structure with Extension of Center Street and Spruce Court, Completing Grid Network by Terminating at E. 8th Street
- 5 Creation of Neighborhood Green and Playscape Along Creek
- 6 Further Infill and Redevelopment of Existing Properties Into Mixed Use or Variety of Residential Types to Complete the Streetscape
- 7 Mixed Use Development on Vacant Parcel Next to Ditto to Complete the Clover Street Corner
- 8 Distinctive Street Paving / Colored Asphalt / Raised Intersection to Highlight Traffic Crossing and Bookends of Federal Square

## Concept: E. 8th Street Road Diet





## Concept: E. 8th Street Federal Square



**Hart-Cooley  
Industrial Lofts**

**Central Street  
Extension**

**Federal Square  
Mixed Use**

**E. 8th Street  
Federal Square**

**Federal Square Mixed  
Use / Townhomes**

**Federal Square  
Promenade**





## Reference Examples



*Neighborhood Square with Mixed Use and Townhomes*



*Raised Intersection / Traffic Calming*

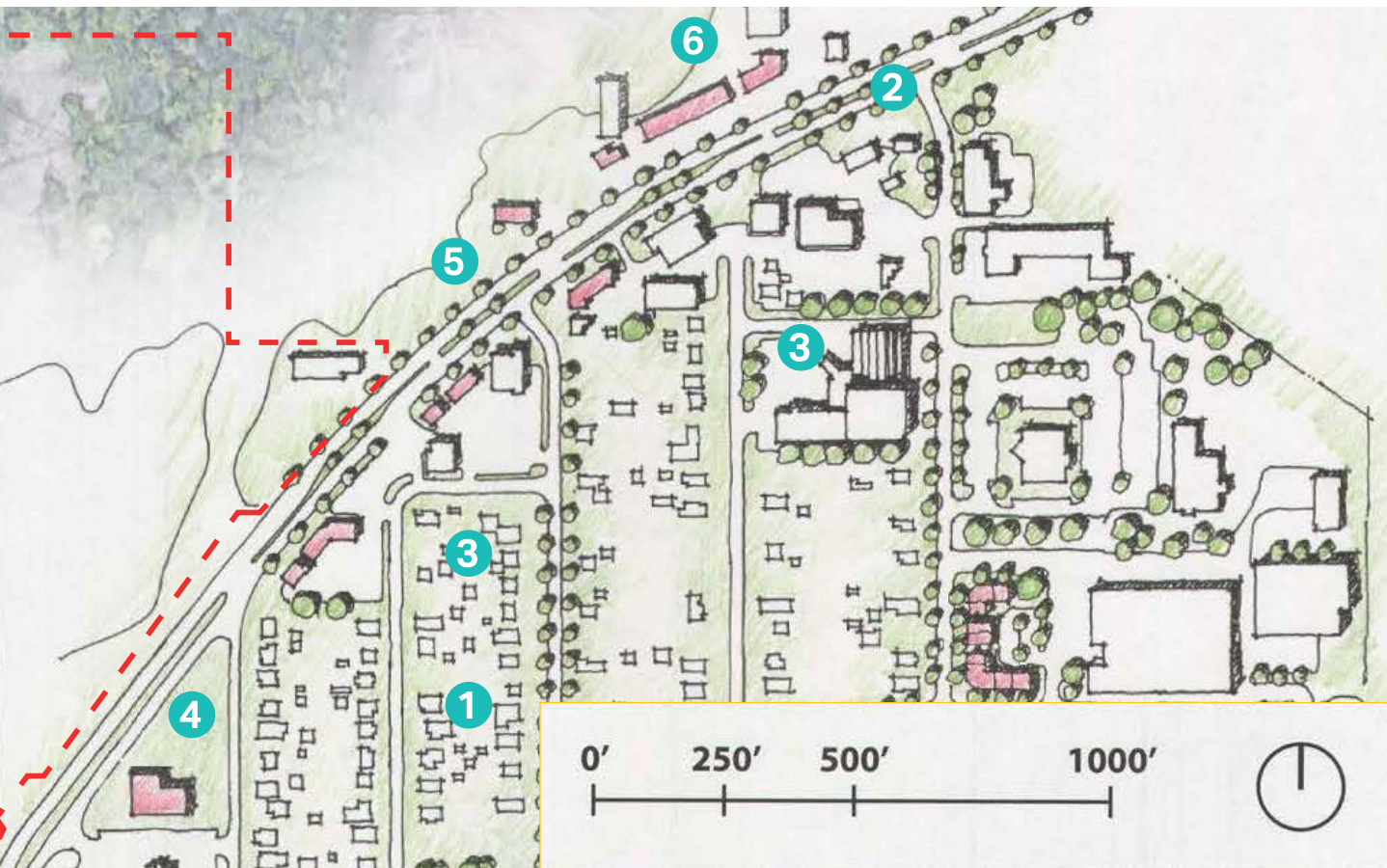


*Landscaped Pedestrian Street*



*Green Public Plaza*

# Concept for North of E. 8th Street



## Concept #1: Light Enhancements

- 1 Preserved Neighborhood Fabric with Enhanced Street Lighting and New Sidewalks on East Side of Right-of-Ways
- 2 Enhanced Chicago Drive with Potential Green Median, Shared Paths, and Street Improvements between Clover Street and Highland Ave
- 3 Closure / Redirection of Reed Ave to Walnut Street and Spruce Ave to Clover Street to Minimize Turning Traffic on to Chicago Drive and Bookends of Federal Square
- 4 Creation of Green Triangle with a Commercial Building to Complete the Western Bookend of Chicago Drive
- 5 Extension of Pedestrian Access Across Chicago Drive, Connecting to the Macatawa Greenway and Potential Boardwalks
- 6 Partial Infill and Redevelopment of Select Parcels Into Improved Commercial Uses



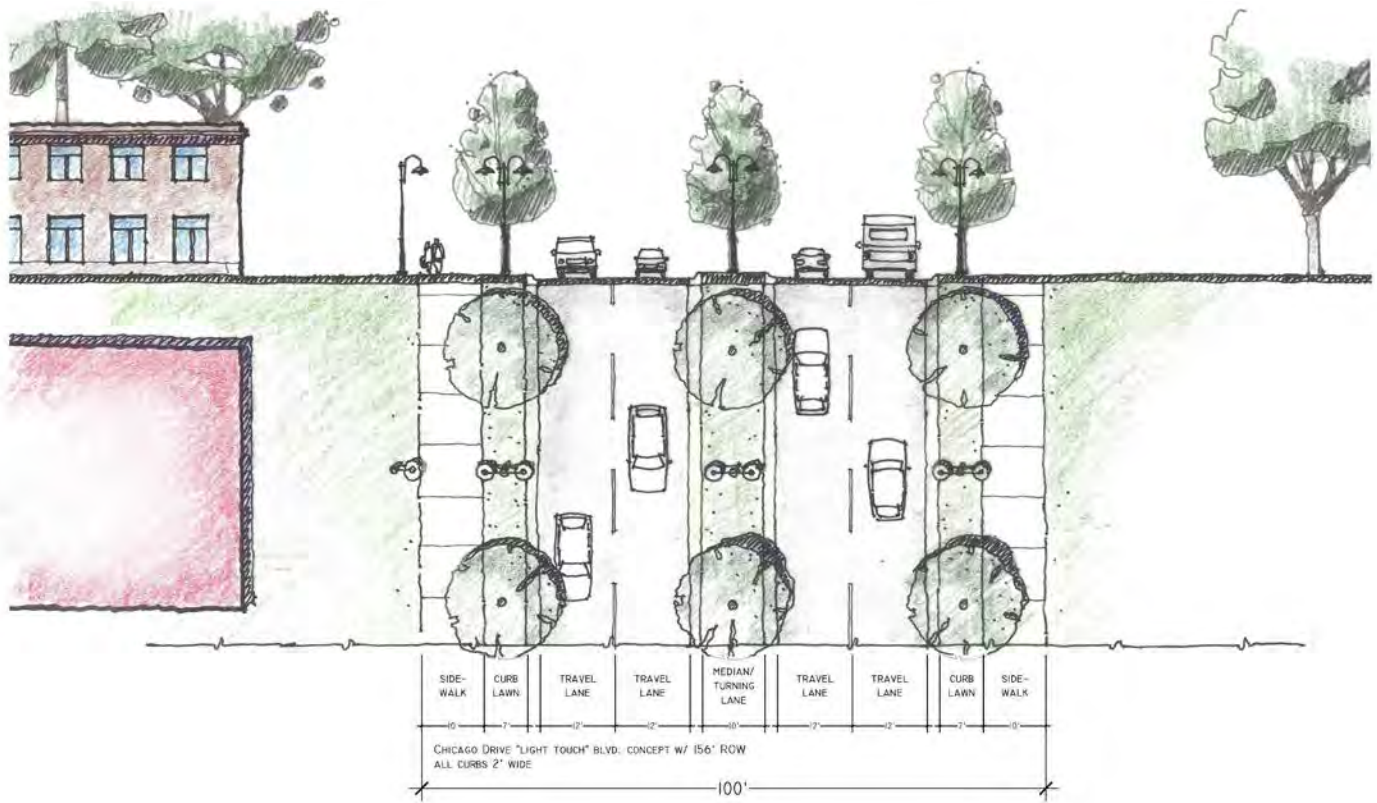
# Concept for North of E. 8th Street



## Concept #2: Moderate Activation

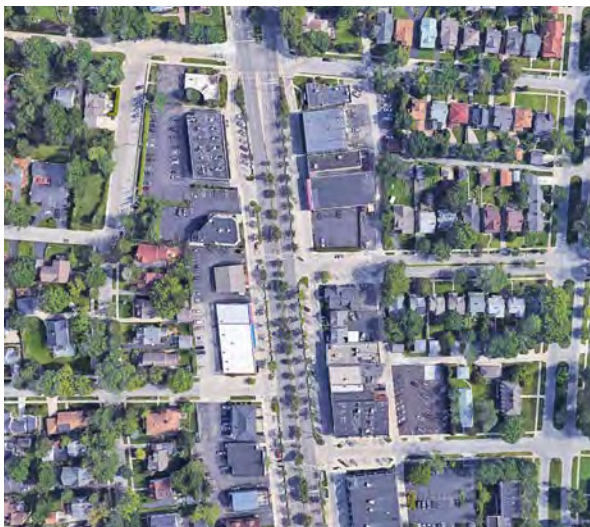
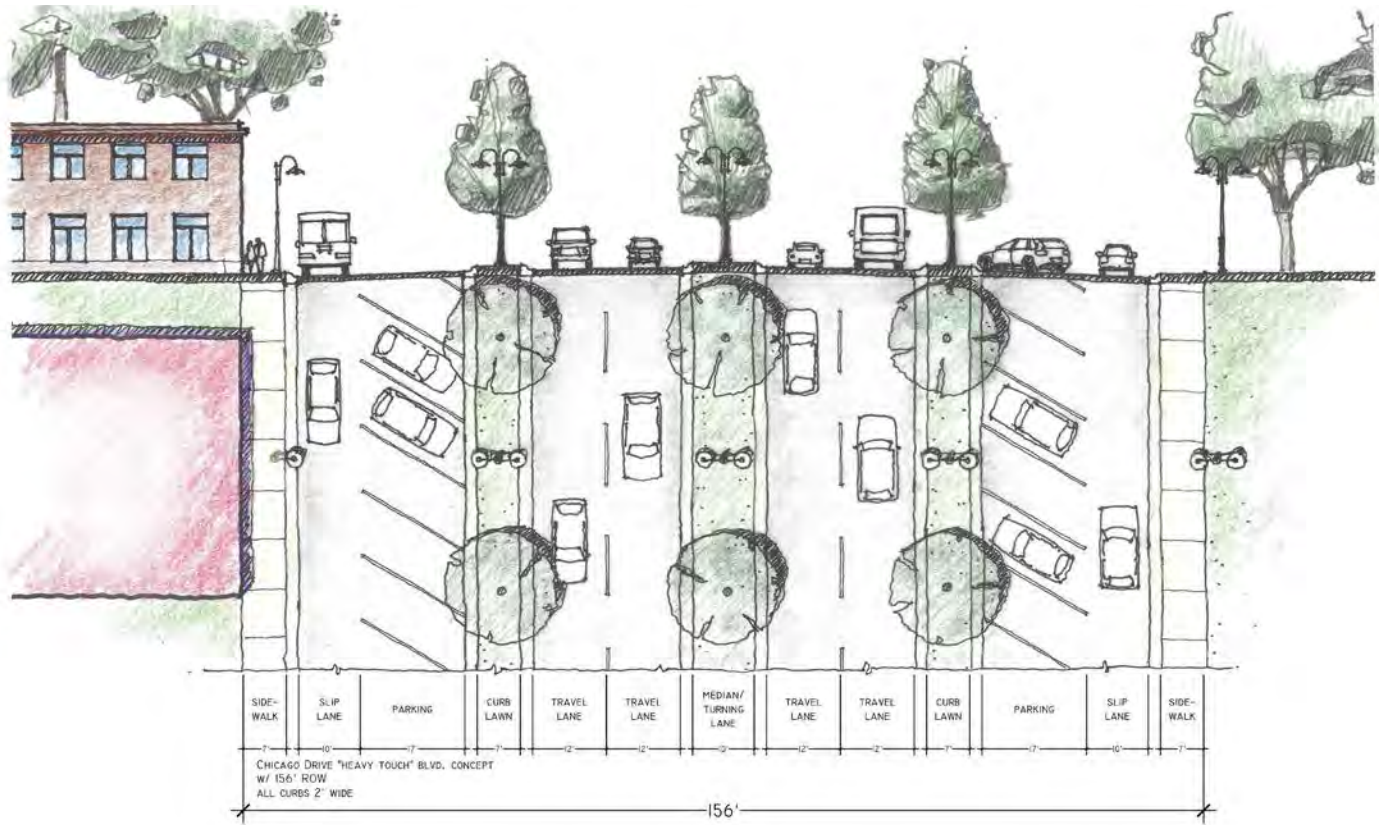
- 1 Preserved Neighborhood Fabric with Enhanced Street Lighting and New Sidewalks on East Side of Right-of-Ways
- 2 Reconfigured Chicago Drive with Potential Roundabouts, Slip Lanes, Green Median, Shared Paths, and Street Improvements between Clover Street and Highland Ave
- 3 Closure / Redirection of Reed Ave to Walnut Street and Spruce Ave to Clover Street to Minimize Turning Traffic on to Chicago Drive
- 4 Creation of Green Triangle with a Commercial Building to Complete the Western Bookend of Chicago Drive
- 5 Extension of Pedestrian Access Across Chicago Drive, Connecting to the Macatawa Greenway and Potential Boardwalks
- 6 Further Infill and Redevelopment of Select Parcels Into Improved Commercial Uses

## Concept: Enhanced Chicago Drive with Median



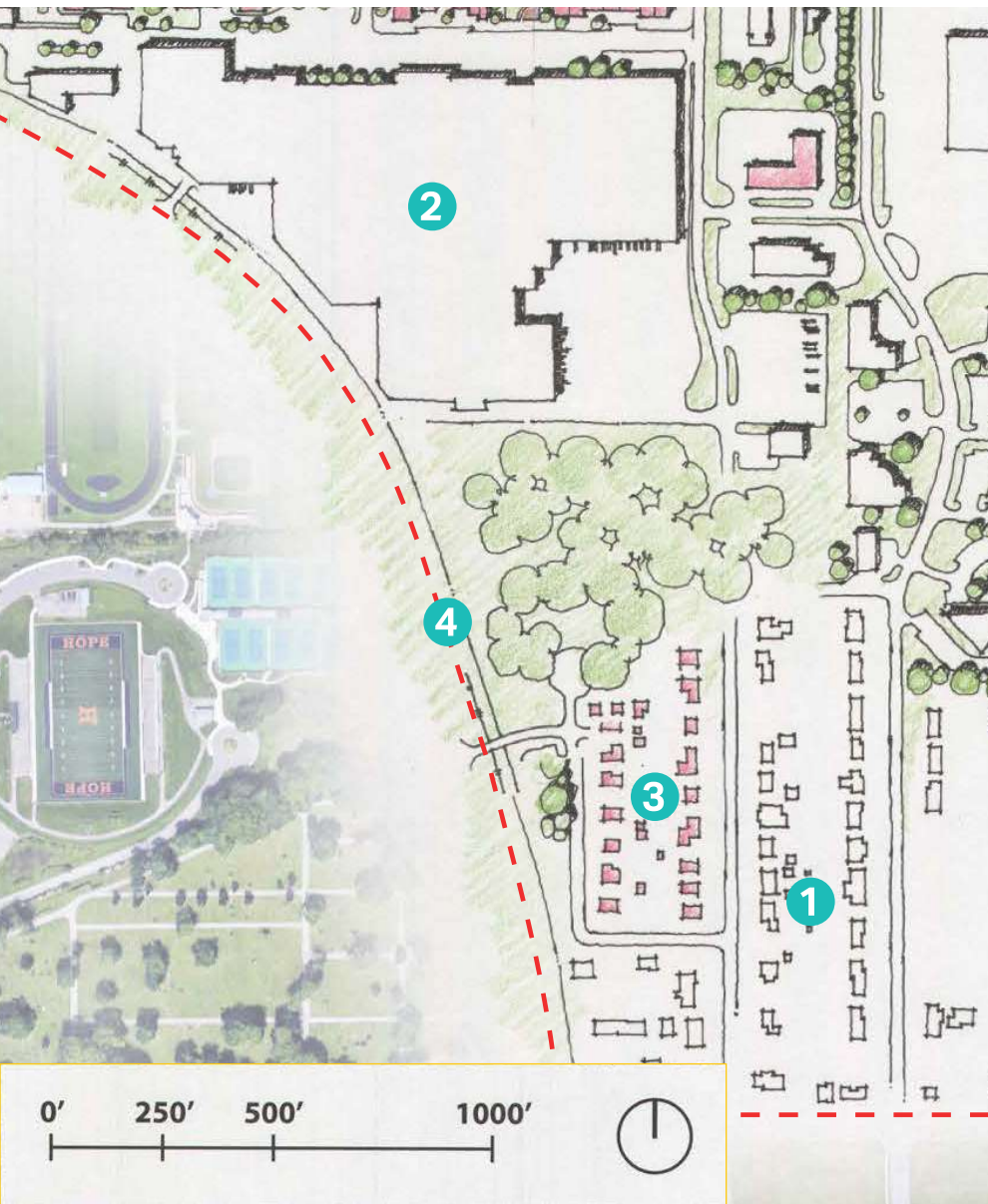


## Concept: Enhanced Chicago Drive with Slip Lanes



*Boulevard with Tree-lined Median, Two Travel Lanes, Slip Lanes and Parking for Commercial Flanking the Corridor. Far Hills Ave, Oakwood, OH*

# Concept for South of E. 8th Street

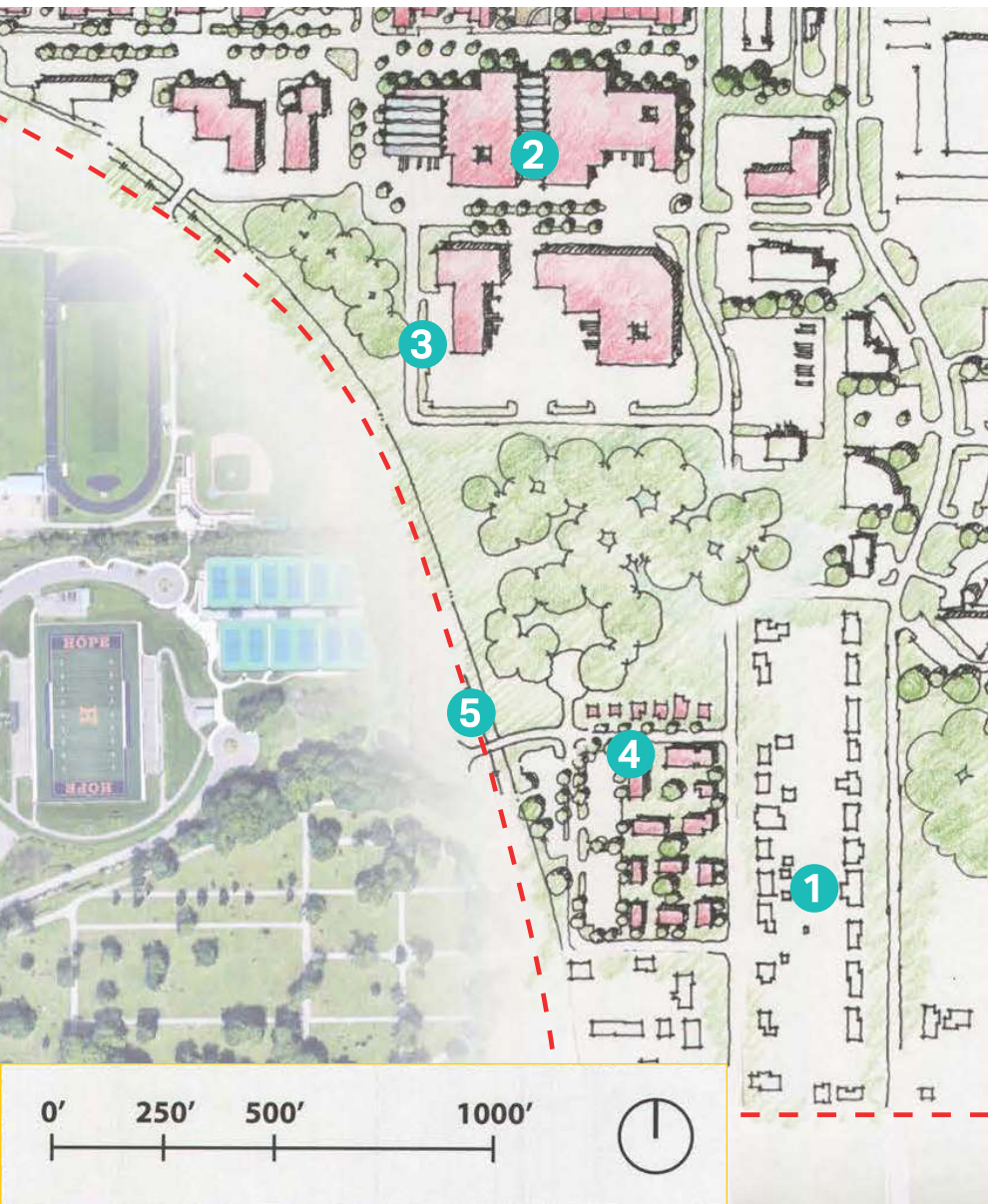


## Concept #1: Light Enhancements

- 1 Preserved Neighborhood Fabric with Enhanced Street Lighting and New Sidewalks on East Side of Lane Ave
- 2 Partial Redevelopment and Right-Sizing of Hart & Cooley Plant for Light Industrial Use
- 3 Creation of New Single-Family Homes West of Lane Ave, Including New Cul-De-Sac Extending Off from Lane Ave
- 4 Creation of Shared Path Access Across Train Tracks and Through the Hope College Athletic Fields



# Concept for South of E. 8th Street



## Concept #2: Moderate Activation

- 1 Preserved Neighborhood Fabric with Enhanced Street Lighting and New Sidewalks on East Side of Lane Ave
- 2 Complete Redevelopment of Hart & Cooley Plant for Mixed Use with Permeable Block
- 3 Creation of an Internal Block + Street Structure to Enhance Connectivity
- 4 Creation of New Housing (Single Family, Duplex, Multiplex, Townhomes) West of Lane Ave, Including New Cul-De-Sac Extending Off from Lane Ave
- 5 Creation of Shared Path Access Across Train Tracks and Through the Hope College Athletic Fields

## Reference Examples



*Warehouse Workplace Adaptive Reuse*



*Warehouse Workplace Adaptive Reuse*



*Higher Density Townhomes and Courts*



*Single Family Homes / Cottage Courts*



# Concept for Waverly Corridor



## Light Enhancements

- 1 Preserved Industrial and Commercial Developments Along US-31, Chicago Drive, and E. 8th Street
- 2 Infill and Redevelopment of Select Parcels Into Residential Apartments and Multiplexes (Greenbriar Development Across Waverly Rd)
- 3 Streetscape Improvements, Including Raised Sidewalks and Trees / Shrubs to Provide Protective Buffer from Traffic
- 4 Extension of Coolidge Ave Eastwards to Provide Additional Access Point to Waverly Ave and Connection to Chicago Drive

## Reference Examples



*Potential Apartment Living Along Waverly Rd*



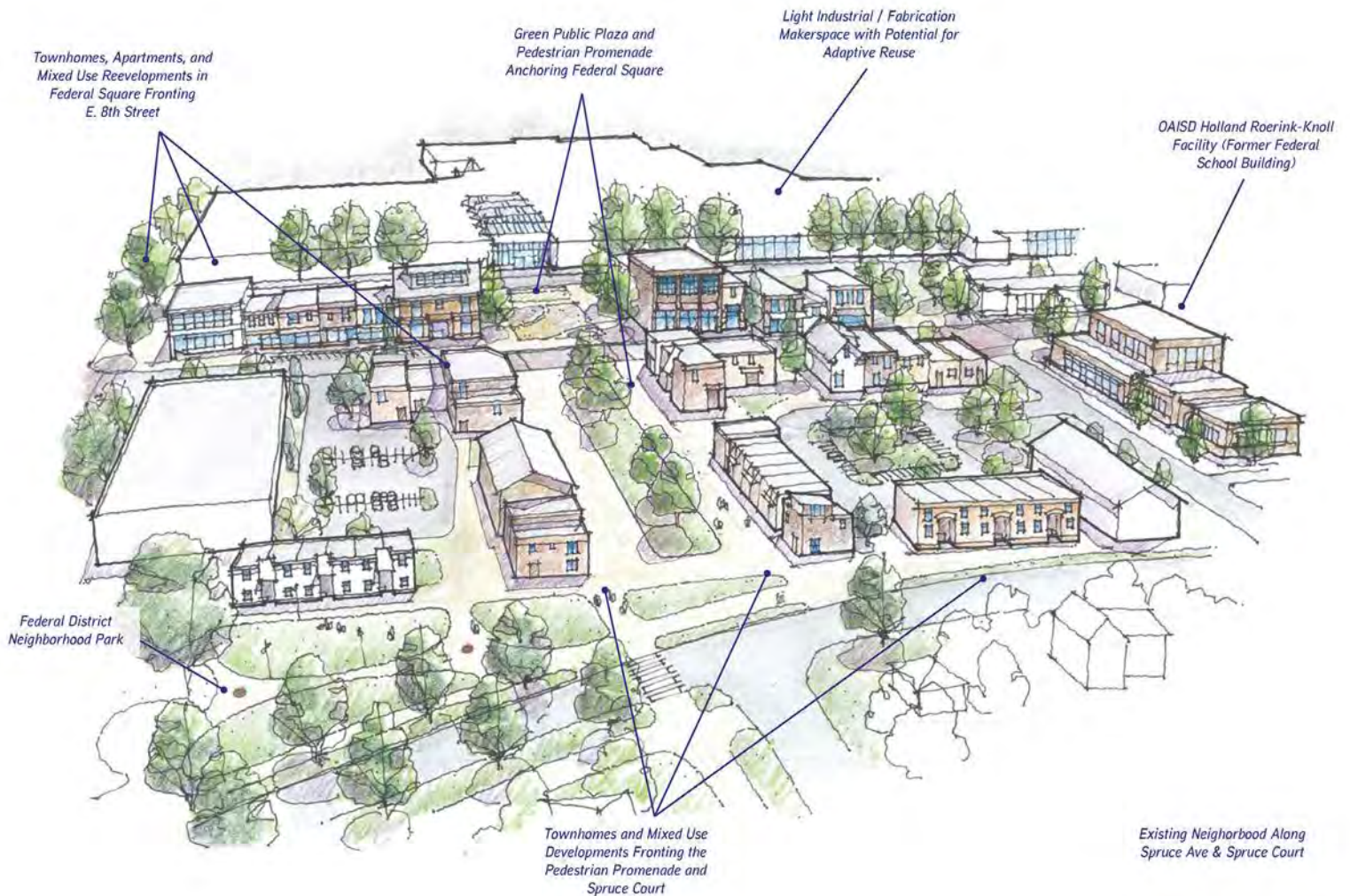
*Potential Apartment Living Along Waverly Rd*



*Suburban Infill / Grocery Store*

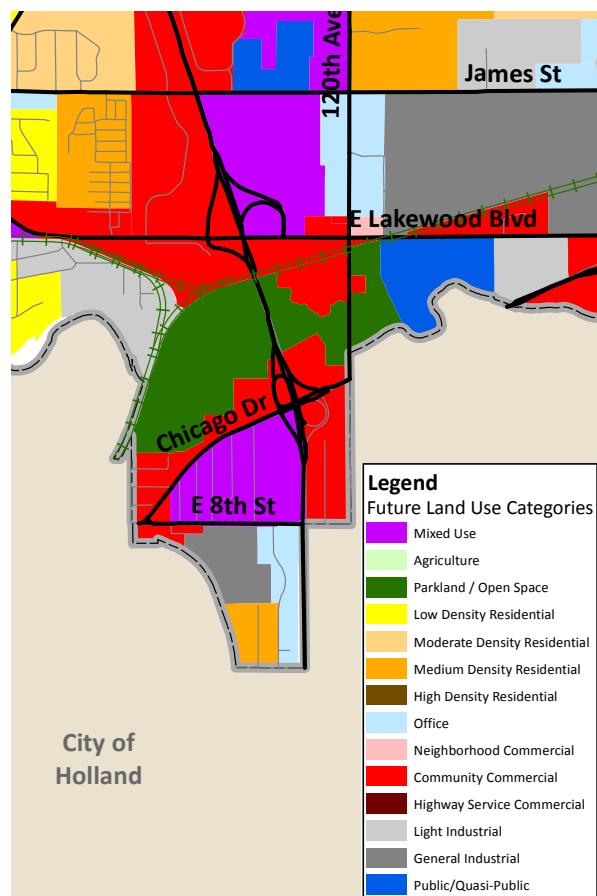


# Concept For Federal Square (Light Touch)

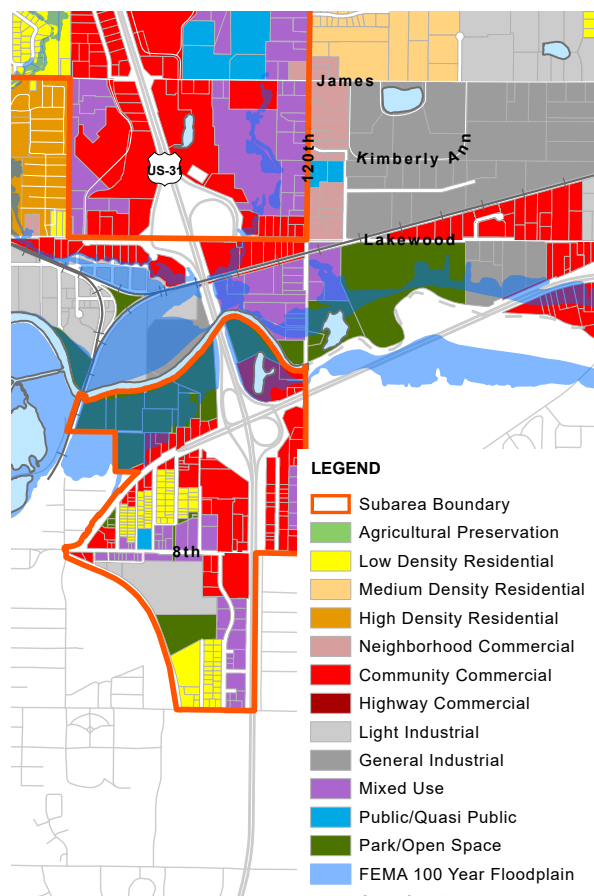


*View from clover street looking southwest to Federal Square, proposed neighborhood park, promenade, and mixed use redevelopments*

# Proposed Future Land Use



*Future Land Use Plan, 2014*



*Proposed Future Land Use Plan, 2020*



# Recommendations for Action Items

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1. Enhance Chicago Drive with a landscaped boulevard, a planted median, shared use paths on each side of the road, and two roundabouts at Clover Street and Walnut Street. In the long term, consider adding slip lanes along the boulevard to separate local from through traffic.
2. Install pedestrian crossings at Chicago Drive at E. 8th Street to improve safety and access to trails and open spaces as part of the Macatawa Greenway.
3. Engage the Outdoor Discovery Center on potential connections to the Macatawa Greenway.
4. Reconfigure E. 8th Street in consultation with the Ottawa County Road Commission based on dimensions of the “road diet”, into three vehicular travel lanes, two flanking bike lanes, sidewalks, and streetscape improvements.
5. Incorporate community signs or community art at gateways along Chicago Drive/Fairbanks and US-31 and E. 8th Street.
6. Consider seeking historic designation for Federal School and Huntington Bank Branch as architecturally significant buildings to bookend Federal Square.
7. Engage CSX (Holland-Hamilton Line) to explore potential for pedestrian crossings and rail-to-trail conversion.
8. Install distinctive lighting along the streets to improve safety and create a unified character for the district.
9. Engage MDOT and the City of Holland to revisit the possibility of greening US-31 and to understand the funding required to pilot this initiative.
10. Engage Township Parks and Recreation Department for potential property acquisition and creation of a neighborhood park.
11. Engage Max Transit to construct potential bus shelter at Federal Square.
12. Utility enhancements—Work with the HBPW and Water/Sewer Department to schedule burying of overhead power lines underground with the next replacement of the water and sewer system.
13. Engage Federal District stakeholders and key property owners to understand their (re)development plans and to share findings of the Federal District Sub-Area Plan for their consideration.
14. Establish a fund for potential property acquisition and shortlist of stakeholder engagement needed to create the two-block stretch of (re)development for Federal Square.
15. Consult Township Board to explore potential engagements with the City of Holland in cooperative economic development projects for the mutual benefit of both municipalities.

# North River/Beechwood Sub-Area

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*“A distinctive Township gateway anchored by a year-round, mixed use waterfront destination, pedestrian- and bicyclist-friendly neighborhoods, and key commercial corridors where traffic safety is a priority.”*

Located on the Macatawa River on the west side of the Township, the North River/Beechwood Sub-area is mainly characterized by industrial businesses, small areas of parkland, and commercial activity. The major thoroughfares that provide access throughout the Sub-area are Lakewood Boulevard, Douglas Avenue, Howard Avenue, and North River Avenue. The North River/Beechwood Sub-area is also characterized by a frequently used rail corridor that runs east-west through the area.

Although this area serves as a great source for commercial and industrial businesses, Holland Charter Township has identified various challenges such as unsafe pedestrian conditions, lack of beautification, underutilization of parkland, high traffic speeds and difficult street curves, traffic congestion, and vacant industrial and commercial sites that this area faces. As such, the North River/Beechwood Sub-area became an additional integral portion of the Holland Charter Township Unified Vision Plan to further focus on the potential of this unique area.

To identify various cost-effective, pragmatic, and logical solutions to address these challenges and enhance the North River/Beechwood Sub-area, Holland Charter Township worked alongside local stakeholders to develop the North River/Beechwood Sub-area Plan. The overarching vision of the North River/Beechwood Sub-area Plan can essentially be summarized into a few key terms and categories:

- Connect
- Calm
- Green
- Activate
- Distinguish

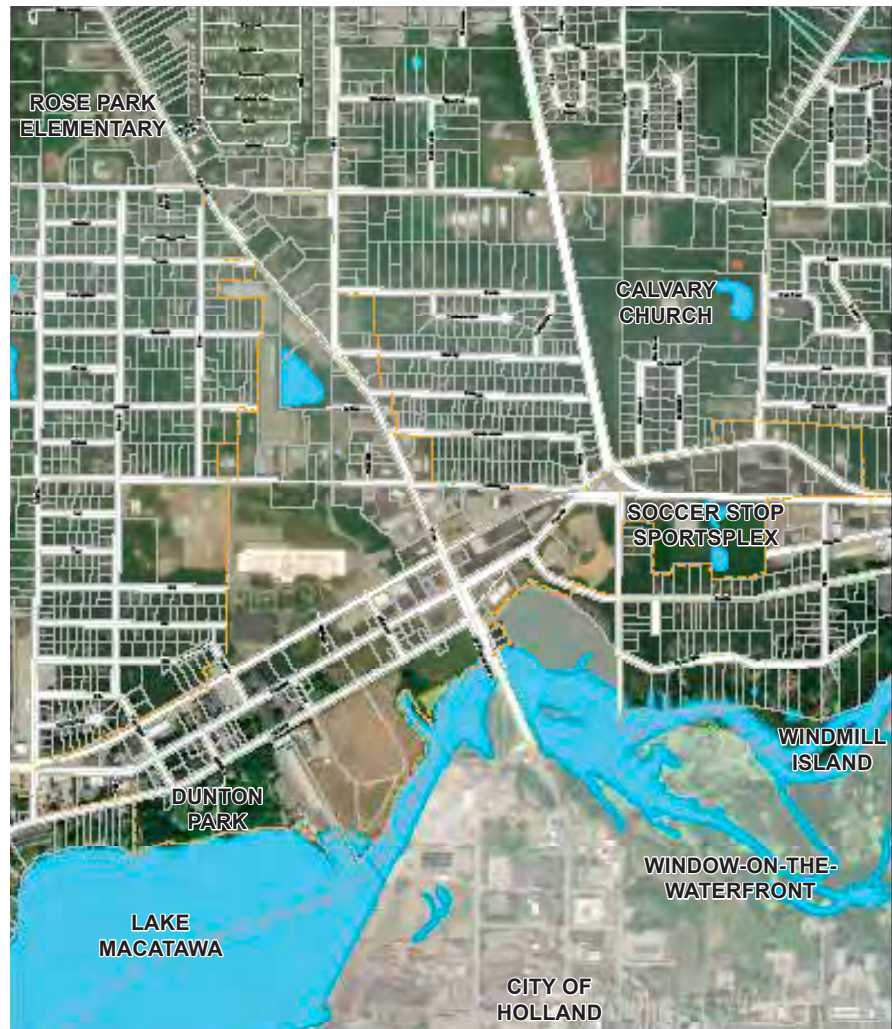
Overall, the goal of the North River/Beechwood Sub-area Plan is to be “a distinctive Township gateway anchored by a year-round, mixed use waterfront destination, pedestrian- and bicyclist-friendly neighborhoods, and key commercial corridors where traffic safety is a priority.”



# Existing Conditions


In addition to the US-31 Corridor and the Federal District, the North River/Beechwood Sub-area also has characteristics that make it a unique to all other areas within the Township. Some of the aspects of the North River/Beechwood Sub-area that are noteworthy existing conditions include:

- Wedged between the City of Holland, Park Township, and Port Sheldon Township.
- Legacy of historically platted lots.
- Close proximity to Macatawa River System, Macatawa Greenway, Windmill Island, and the City of Holland.
- The Sub-area has a visible amount of brownfield sites.
- A multitude of older, suburban commercial strip developments.
- The significant number of successful industrial anchors and businesses.
- Large patches of natural greenspace, but a lack of smaller neighborhood parks and recreation programs.
- Heavy traffic volumes and busy intersections.





- Key Conveyor of Through-Traffic for Surrounding Municipalities / Neighborhoods
  - » River Ave & Butternut (North-South Traffic)
  - » Douglas Ave & Lakewood Boulevard (East-West Traffic)
  - » Cross Roads of City of Holland, Park Township, Port Sheldon Township
- Intense / Rapid Transitions from Busy Corridors to Quiet Neighborhood Street
- Lack of Safe Pedestrian / Bike Crossings
  - » Across Douglas Ave
  - » Across Howard Ave
  - » Across North River Ave
  - » At the River Ave / Douglas Ave Intersection
- Lack of Complete / Safe Sidewalks
  - » Along North River Ave
  - » Along Douglas Ave

 Existing Traffic Control Intersections with Pedestrian Crossings

 Existing Neighborhood Streets

 Existing Arterial Roads

 Existing Highways

 Existing Railroad



- Triangle of Intact Neighborhoods, Commercial Corridors, Institutions, and Industrial Complex(es)

- » Varied vintage and level of upkeep
- » Mixture of small historic lots and larger suburban strip-mall



#### Three Key Commercial Corridors

- » Douglas Ave
- » Lakewood Boulevard
- » North River Ave



#### Four Key Gateways

- » Lakewood Boulevard West-Bound
- » Douglas Ave East-Bound
- » Unity Bridge North-Bound
- » Butternut Drive South-Bound

- Beloved and Well-Used Recreation Sites

- » Dunton Park—Successful and valued community park with recent capital investments to upgrade facilities
- » Boat House & Docks—Nautical culture and infrastructure

- Sizeable Brownfield Pfizer Site for Waterfront Redevelopment

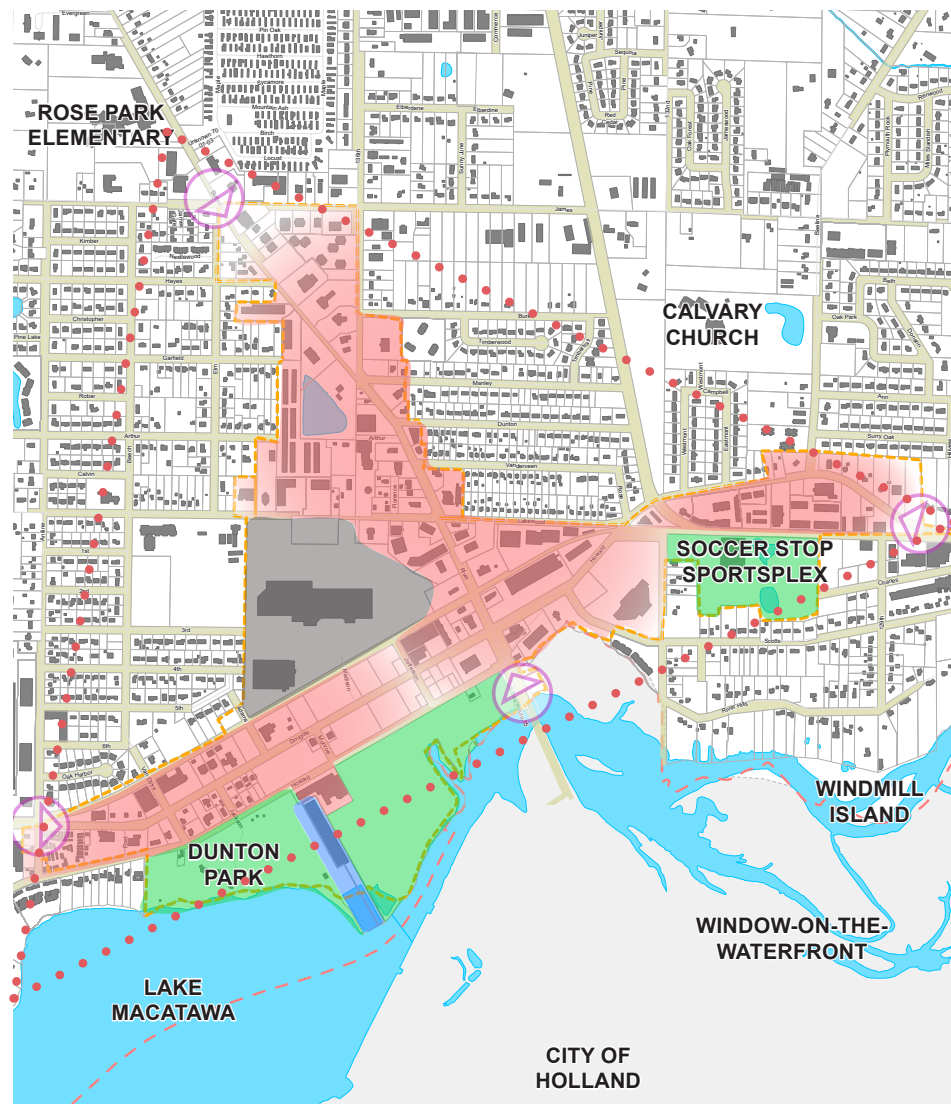
- » Potential to create a signature destination / gateway for the Township?
- » Opportunity for a community anchor?



Existing Industries



Existing Green Space



# Community and Stakeholder Feedback

*"We like the location and visibility for residents and visitors going to the State Park, the City, and Park Township."*

*"A community center or will be nice. Park Township has indoor roller skating at its community center."*

*"It will be nice to have some welcome signs or public art for folks to know they are in the Township."*

*"Douglas Ave is not bicyclist or pedestrian friendly. Traffic flies by at 70 mph—way above the speed limit."*

*"It is impossible for a bicyclist to safely get to Dunton Park from Van Dyke Street because there are no crossings."*

*"Some of the buildings are looking old and tired."*

*"Can we reduce the sea of asphalt?"*

*"The kids in the neighborhood north of Douglas Ave can't get to the Park."*

*"Can we partner with local industries to create a children's museum or learning facility?"*

*"The curve in Douglas Ave at Captain Sundae is dangerous."*

*"Dunton is a great community park but it is not very visible or easy to get to."*

*"We like the longer business hours to serve the residents and visitors."*

*"Could we have a district like a Downtown Development Authority to support and encourage (re) development here?"*

*"The Pfizer site is ripe for redevelopment to create an attractive waterfront for the Township."*





# Identified Opportunities

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1. **Create a Distinctive Identity / Gateway to Holland Charter Township.** Explore the possibility of installing welcome signage, developing an iconic intersection, and incorporating decorative street lights.
2. **Leverage Unique Waterfront Location and Access.** Ensure stewardship of Dunton Park and explore live/work/learn/play opportunities.
3. **Encourage Redevelopment & Mixed Use Projects in Vacant Lots.** Focus early redevelopment efforts on the Pfizer Site and the Howard / Douglas Ave corridor.
4. **Beautify / Encourage Enhancements to Existing Properties.** Consider landscaping opportunities to reclaim the “sea of asphalt.”
5. **Improve Connectivity.** This applies to vehicular and nonmotorized connectivity from the neighborhoods to Dunton Park, across the Unity Bridge, and access to the Macatawa Greenway.
6. **Improve Pedestrian and Bicyclist Safety.** Explore the possibility of putting in stop lights, flashing crosswalks along Douglas Ave and bike lanes on east side of North River to Unity Bridge.
7. **Strengthen and Create Community Spaces / Anchors.** Create spaces for community gathering and events on vacant properties, e.g. Community Center, Children’s Museum.
8. **Consider Establishing a “Downtown Development Authority”** to guide and support public improvement programs.



# Sub-area Plan Visions and Principles

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The Beechwood Triangle—a distinctive Township gateway anchored by a year-round, mixed use waterfront destination, pedestrian- and bicyclist-friendly neighborhoods and key commercial corridors where traffic safety is a priority.

## Principles and Intentions

### CONNECT

- Create a complete pedestrian and bicyclist network within the Beechwood triangle and across municipalities
- Enhance connections to Dunton Park, the waterfront, and the Macatawa Greenway along North River Ave and Lakewood Boulevard

### CALM

- Install / Improve crossings along Douglas Ave and Lakewood Boulevard to enhance traffic safety
- Provide traffic calming devices to slow travel speeds along Douglas Ave and North River Ave

### GREEN

- Enhance the landscaping along Douglas Ave and North River Ave
- Identify opportunities to re-green parking spaces and underutilized spaces

### ACTIVATE

- Identify vacant properties or underutilized spaces for (re)development and enhancement
- Create a year-round, waterfront destination at the former Parke-Davis / Pfizer Site
- Encourage mixed uses, including residential, some commercial and recreational throughout the triangle
- Integrate opportunities for community gathering and active public uses (e.g. plazas, parks)

### DISTINGUISH

- Create gateways with community art work, signage, and landscaping to welcome residents and visitors to the Township especially at the Unity Bridge and Douglas Ave intersection



# Framework: Connect + Calm

## Connect

- Improve through block connections via secondary roads / driveways
- Create a complete pedestrian and bicyclist network within and across properties, including the Pfizer Waterfront, the Douglas Ave blocks, and the Lakewood Boulevard neighborhood
- Enhance Beechwood Triangle's connectivity with adjacent municipalities and amenities in the broader Holland area, whether through a chain ferry link across the Lake Macatawa Channel or across River Ave at 1st Street as part of the broader Macatawa Greenway

## Calm

- Enhance traffic safety at select intersections / crossings
- Provide continuous traffic flow at slower speeds along Douglas Ave, Lakewood Boulevard, North River Avenue, and Butternut Drive through potential roundabouts
- Create a pedestrian promenade / waterfront gateway at the Unity Bridge / Howard Ave intersection to complement the proposed mixed use redevelopments.



# Framework: Green + Activate + Distinguish



## Green



- Enhance the landscaping along key corridors
- Identify opportunities to re-green parking spaces and underutilized spaces

## Activate



- Identify vacant properties or underutilized spaces for (re)development and enhancement
- Encourage mixed uses, including residential, recreation, and some commercial
- Integrate opportunities for waterfront access, community gathering and active public uses (e.g. plazas, parks, markets, events / festivals)

## Distinguish

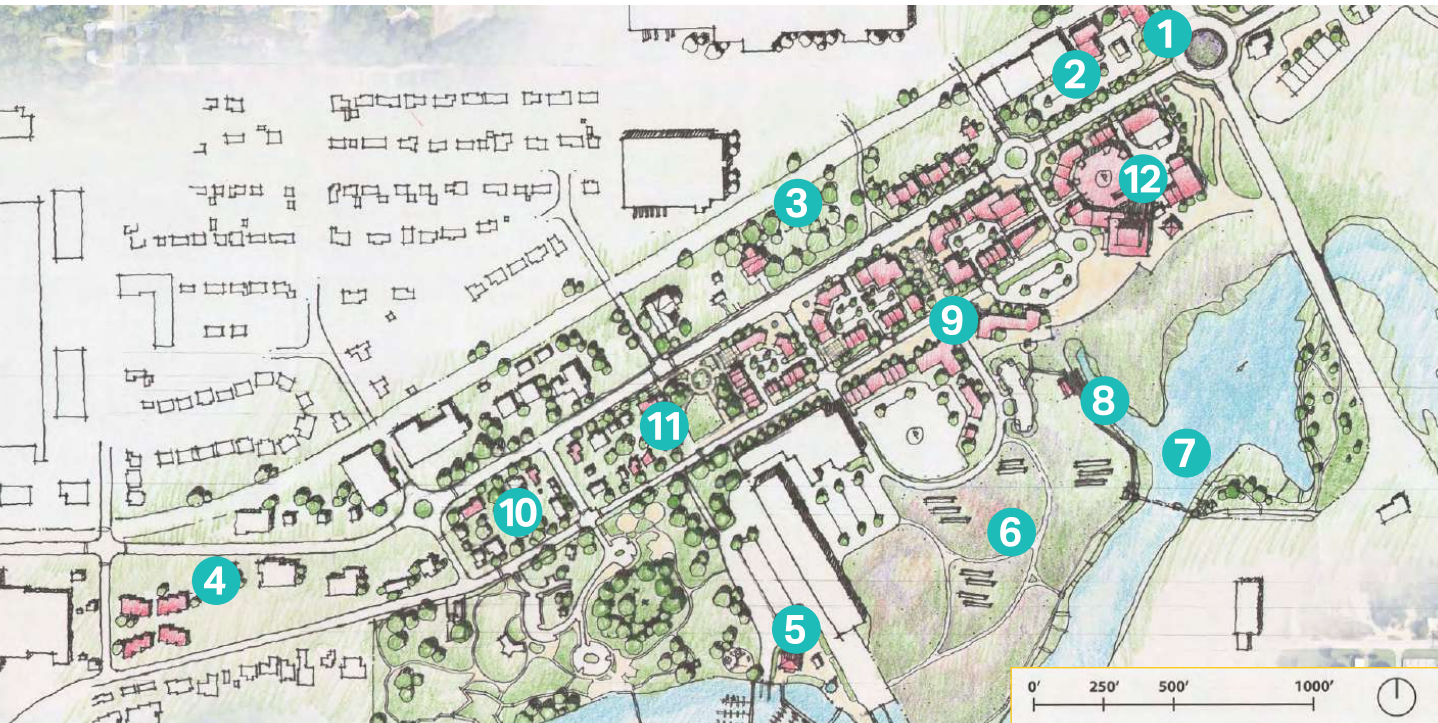


- Create a distinctive waterfront destination—"Beechwood Vista"—with a focus on commercial, residential, recreation, and education.
- Enhance gateways with signage, landscaping or architectural treatments





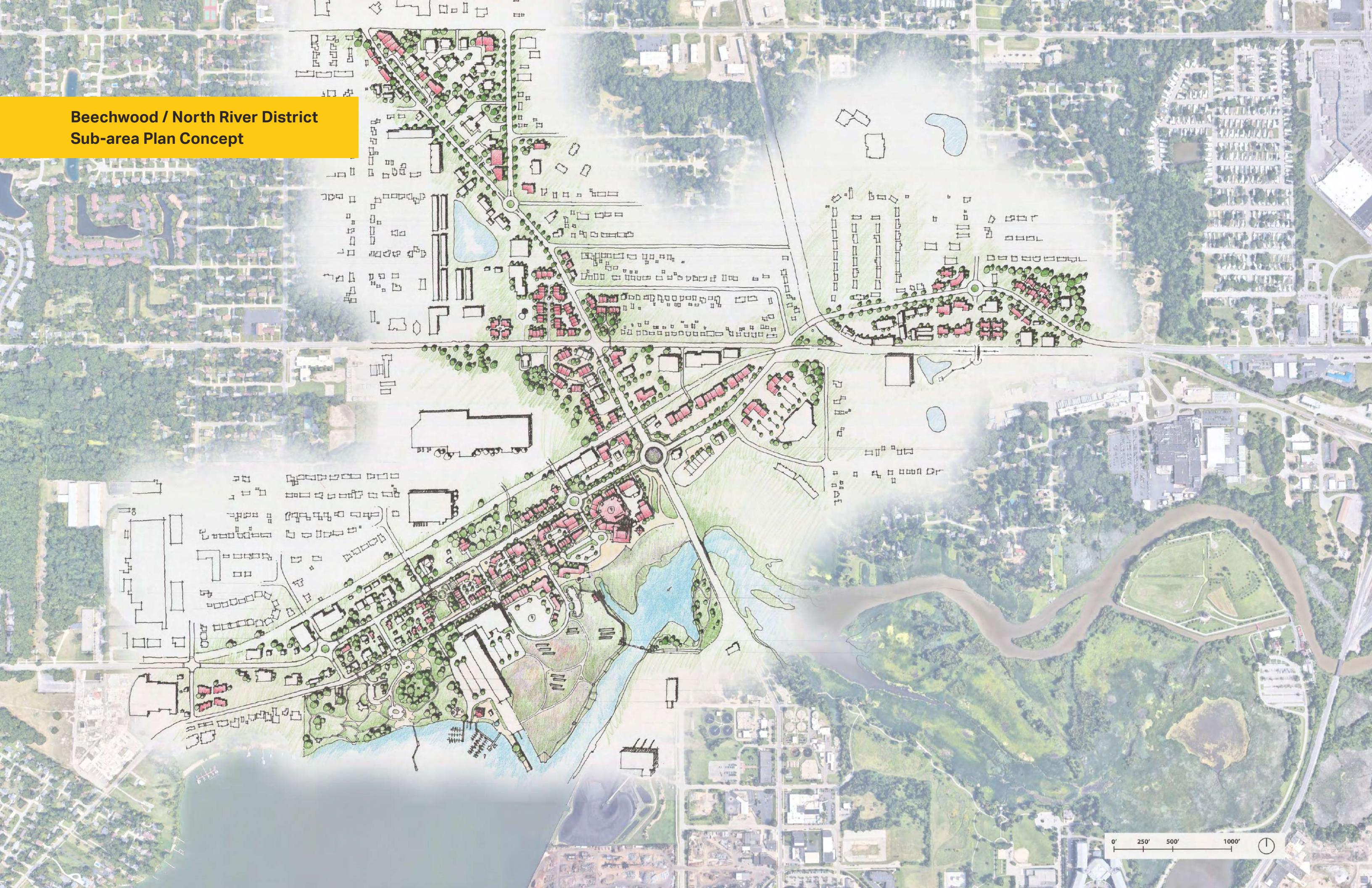
# Concept for Douglas Ave



- 1 Gateway Roundabout with Landscaping / Public Art for Traffic Calming and Creation of a Holland Charter Township Identity. Green Buffers for the Corner Properties to Soften the Edges.
- 2 Redeveloped Live-work Lofts, Townhomes, and Mixed Use Block
- 3 Adjacent Green Buffer & Rail-to-Trail Conversion of CSX Spur
- 4 Waterfront Condos / Townhomes and Big Red Lighthouse Replica
- 5 Marina with Boat Slips and Yacht Club
- 6 Pfizer Meadows with Boardwalks, Fenced Trails, Lookout Points, and Solar Farm
- 7 Chain Ferry Connection / Draw Bridge Connection for Non-Motorized Access to Van Bragt Park Across the Macatawa Delta Channel
- 8 Water Recreation Concession Stand and Kayak Launch
- 9 "Beechwood Vista": Mixed Use Waterfront Programming including Retail, Restaurants, Hotels, R&D, Museum of Environment and Industry, and Pedestrianized Street
- 10 Enhanced / Updated Neighborhood Commercial and Cottage B & Bs
- 11 Neighborhood Park - Adams Green - to Bookend Waterfront District
- 12 Waterfront Gateway Block with Mixed Use Programming, including Anchor Hotel, Pedestrian Promenade, and Public Waterfront Viewing Deck



**Beechwood / North River District  
Sub-area Plan Concept**





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## Reference Examples



*Gateway Pocket Park*



*Waterfront Townhomes*



*Marina*



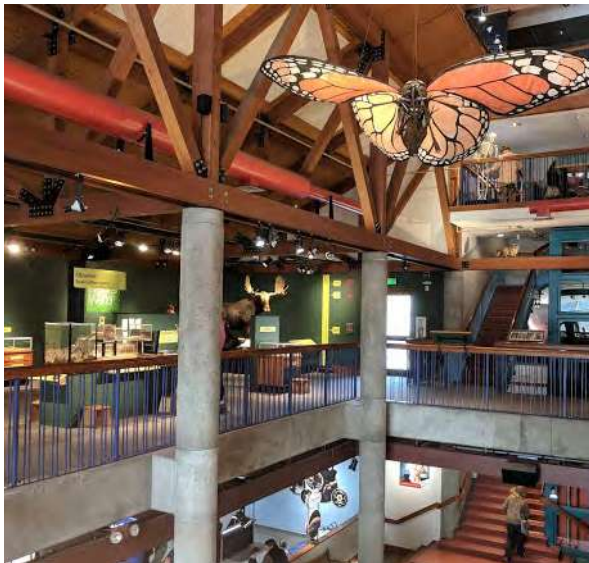
*Solar Farm / Pollinator Meadows*



*Waterfront Board Walk & Lookout Point*



*Chain Ferry Across Narrow Channel*



*Museum of Environment & Industry*



*Waterfront Hotel & Events Space*



## Reference Examples



*Waterfront Mixed Use With Retail, Services, and Housing*



*Neighborhood Park*

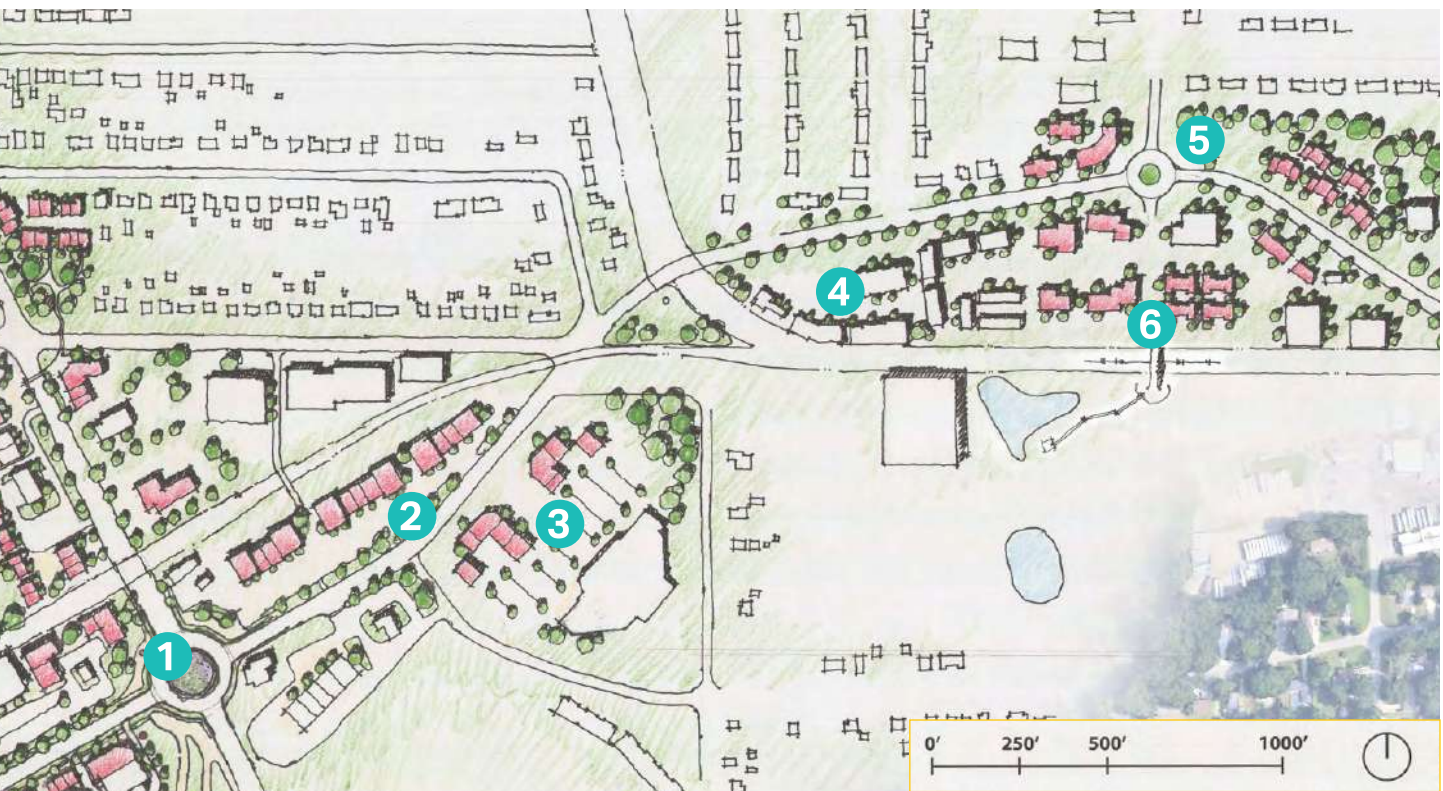


*Waterfront Promenade*



*Waterfront B&B and Dining*

# Concept for Lakewood Boulevard

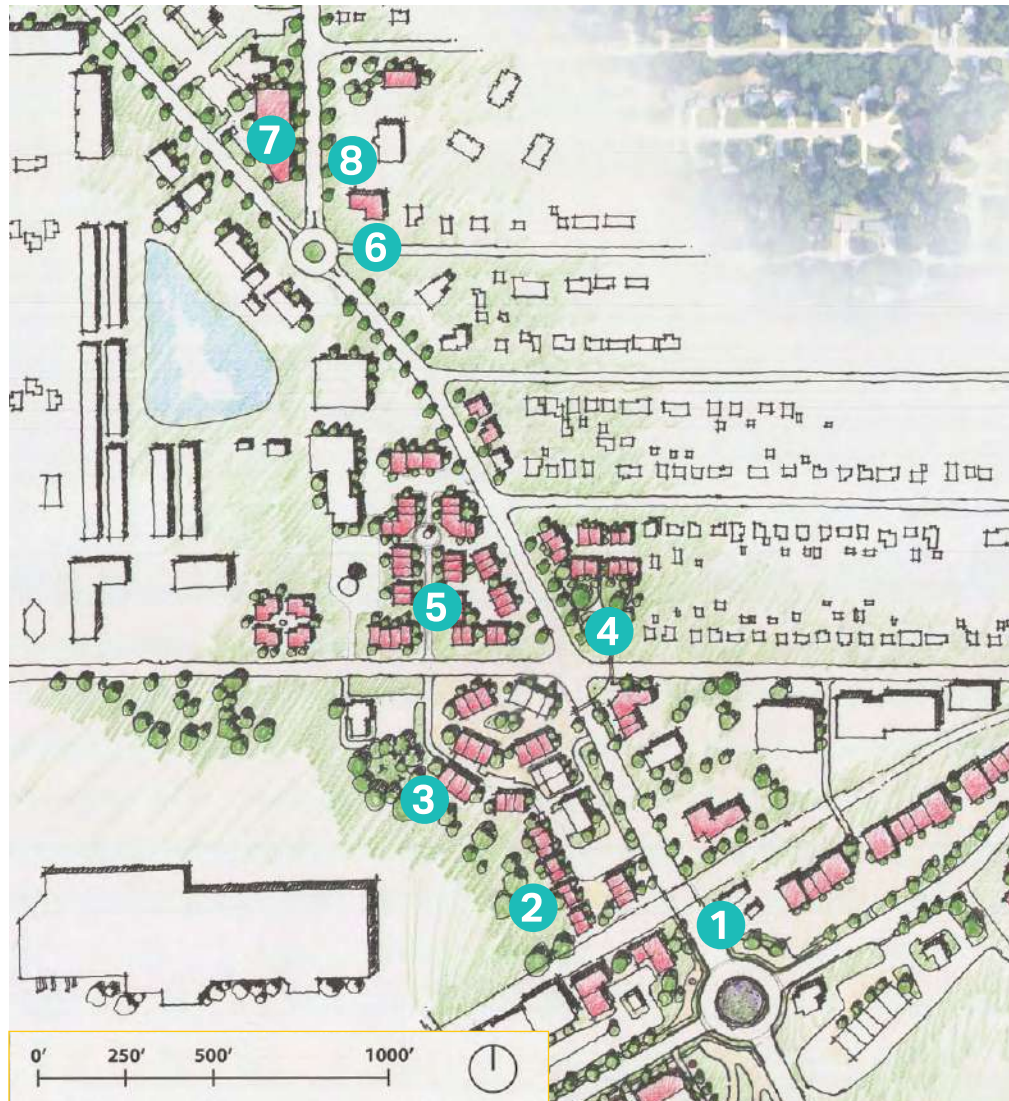


- 1 Gateway Roundabout with Landscaping / Public Art for Traffic Calming and Creation of a Holland Charter Township Identity. Green Buffers for the Corner Properties to Soften the Edges.
- 2 Redeveloped Mixed use Block with Tree-Lined Sidewalk
- 3 Redevelopment with Mixed Use Outlots and Greening of Underutilized Parking Space at D&W
- 4 Enhancement / Right-Sizing Commercial Strips with Cut Throughs and Pedestrianized Access to Soccer Stop Sportsplex
- 5 Roundabout with Landscaping / Public Art for Traffic Calming and Creation of a Lakewood Neighborhood Identity
- 6 Redevelopment of Existing Commercial Space into Mixed Use Neighborhood Block at Lakewood Circle with Boardwalk Through Soccer Stop Sportsplex Wetlands



# Concept for North River Ave / Butternut Drive

- 1 Gateway Roundabout with Landscaping / Public Art for Traffic Calming and Creation of a Holland Charter Township Identity. Green Buffers for the Corner Properties to Soften the Edges.
- 2 Redevelopment with Townhomes on Underutilized Parking Space Behind Existing Dining Anchors
- 3 Enhancement of Hog Wild and Pete's Place Building, including Preservation of Vertical Signage at Key Intersection. Additional Redevelopment with Mixed Use Neighborhood Node with Complete Sidewalks.
- 4 Redevelopment of Lakewood Boulevard Corner with Neighborhood Park and Townhomes
- 5 Redevelopment of Florence Street Commercial into Mixed Use Neighborhood
- 6 Roundabout with Landscaping / Public Art for Traffic Calming and Creation of a North River Corridor Identity. Enhancement of Family Video Block with Multiplexes or Medium Density Housing.
- 7 Redevelopment of Existing Commercial Space into Mixed Use Neighborhood with Triangle Pocket Parks
- 8 Redevelopment of Vacant Lots and Corner Lots Into Coherent Commercial Triangle (Relocation of Dollar General and Crown Motors)



## Reference Examples



*Roundabout With Public Art*



*Townhomes & Multiplex Neighborhoods*



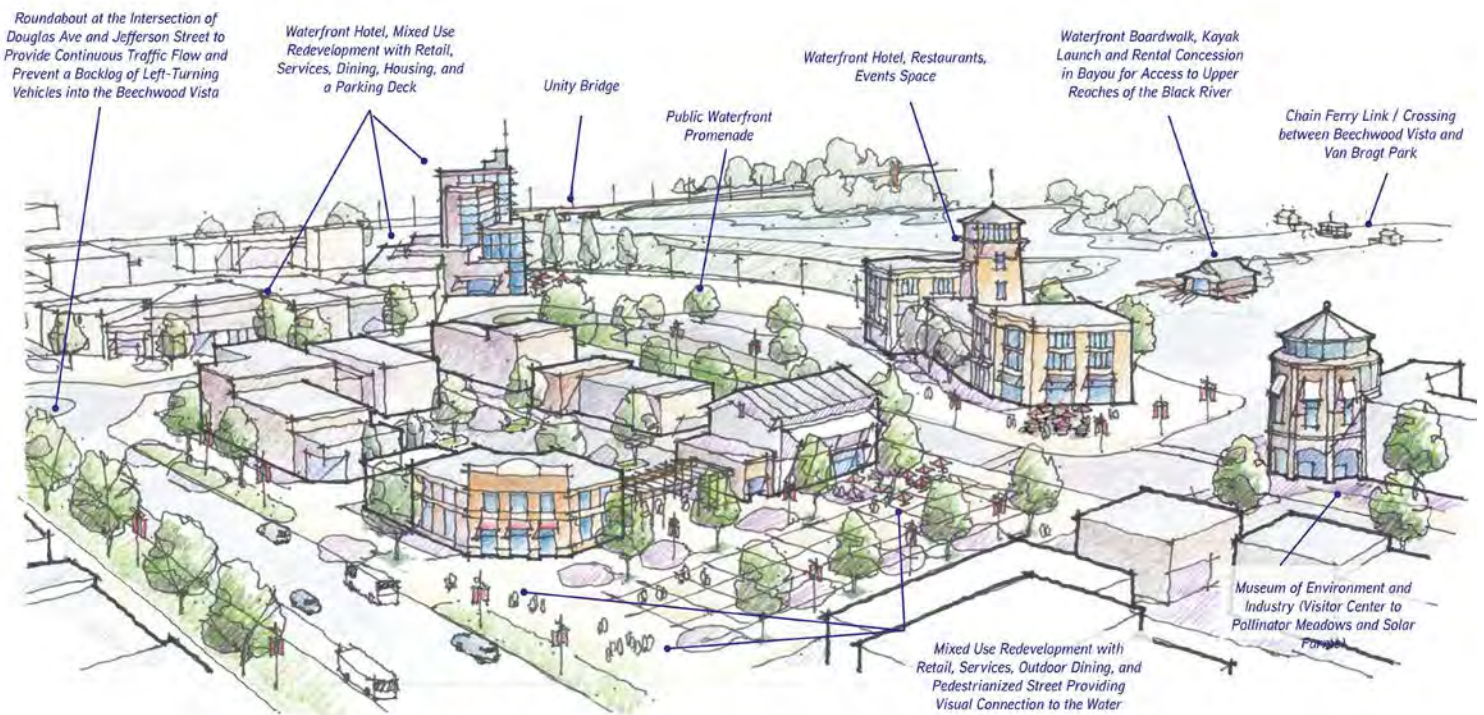
*Triangle Pocket Park at Key Intersections*



*Outlot Redevelopment*

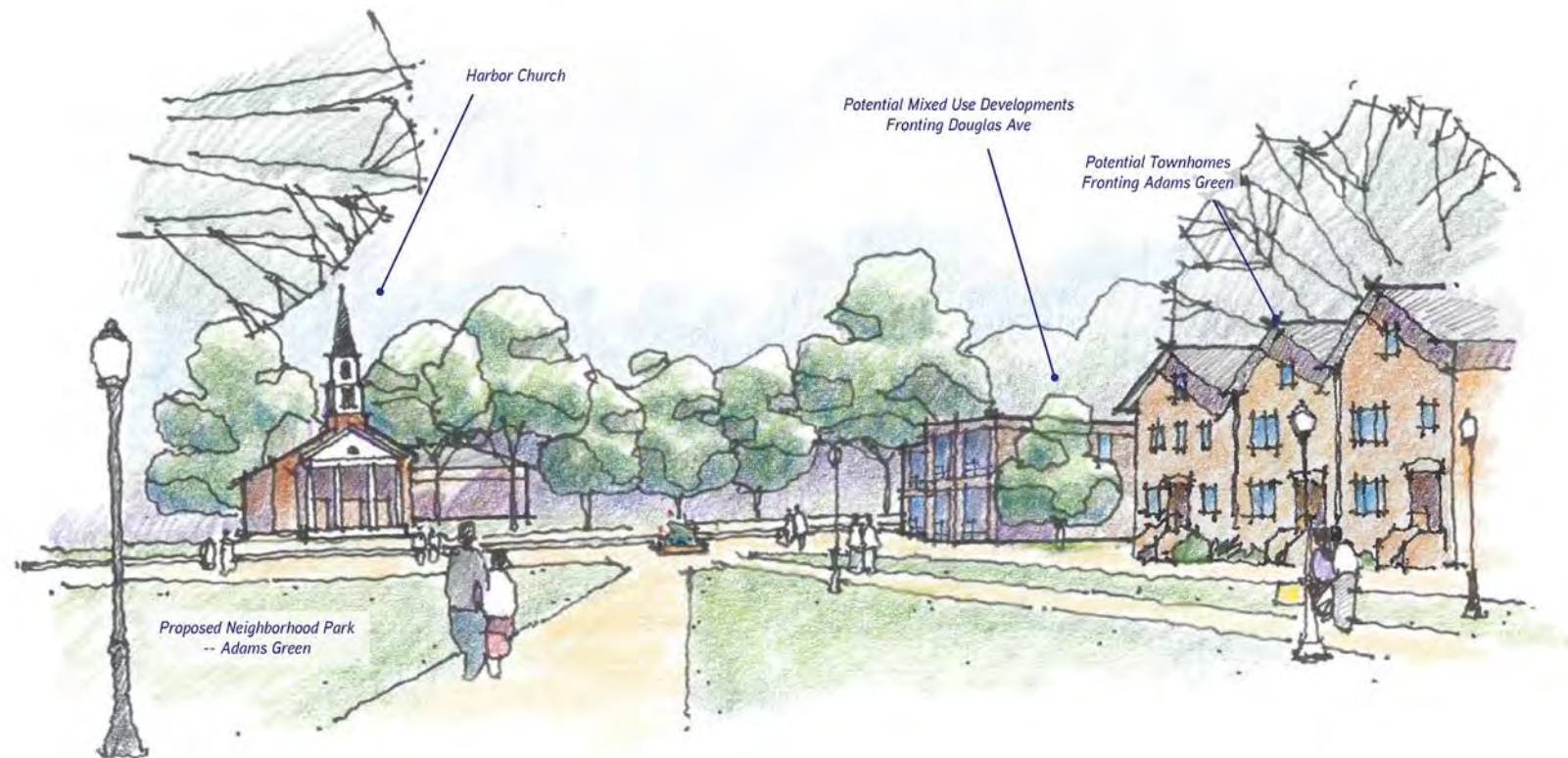


# Concept For Beechwood Vista



*View From Douglas Ave Looking Southeast To Beechwood Vista With Proposed Waterfront Destination With Mixed Use Redevelopments, Environment And Industry Museum, Pedestrian Promenades, And Water Recreation*

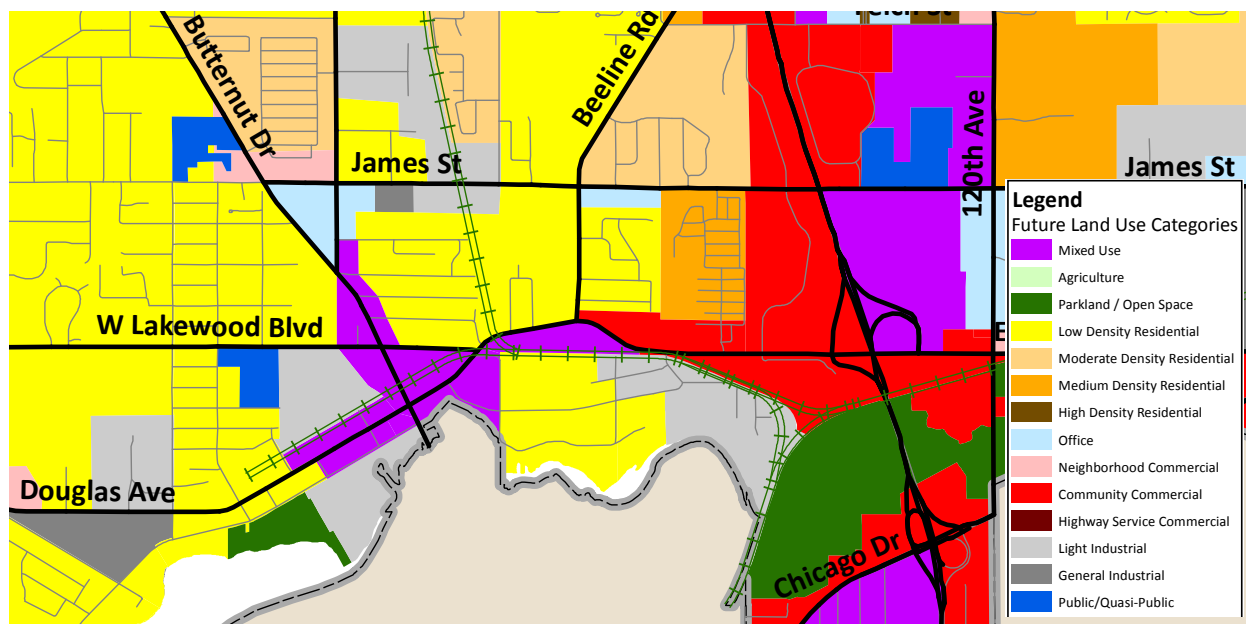
# Concept For Beechwood Vista



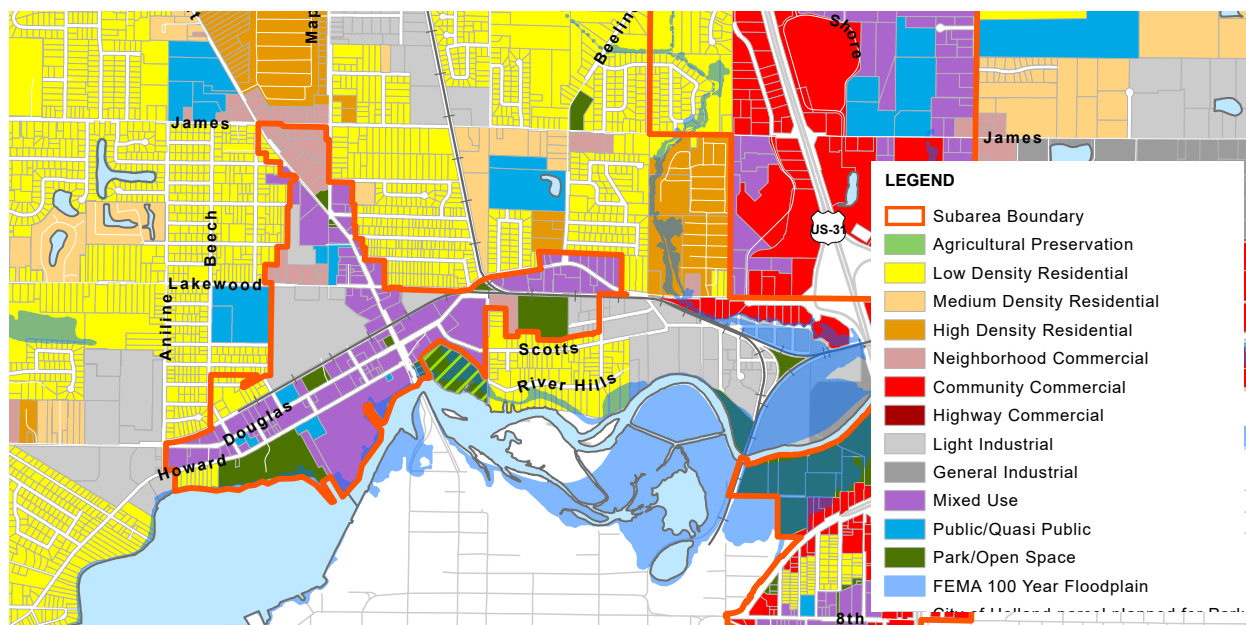
*View From Howard Ave Looking North To Adams Green Showing Proposed Neighborhood Park With Townhomes And Mixed Use Developments Fronting Douglas Ave*



# Proposed Future Land Use



*Future Land Use Plan, 2014*



*Proposed Future Land Use Plan, 2020*

# Recommendations for Action Items

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1. Engage property owners along North River Ave and Butternut Drive to understand their future plans and to explore the potential for redevelopment to create a mixed use corridor.
2. Engage CSX to explore the potential for a rail-to-trail conversion of the tracks west of North River Ave.
3. Engage OCRC and immediate property owners to explore the potential of reconfiguring the Van Dyke/Douglas Ave and Jefferson / Douglas Ave intersections into roundabouts. The intent is to slow down traffic speeds, support safe pedestrian and bicyclist crossings to Dunton Park and Beechwood Vista.
4. Engage Pfizer, MSU, and immediate property owners to understand their future plans and to explore the potential for redevelopment to create Beechwood Vista and Adams Green.
5. Engage the property owners between Douglas Ave and Howard Ave, Outdoor Discovery Center and potential local developers on the vision for Beechwood Vista .
6. Engage the Parks and Recreation Department to explore the potential for a marina, building on the current boat launch facilities at Dunton Park.
7. Engage OCRC and immediate property owners on the potential of reconfiguring the Butternut Drive / 136th Ave and Beeline Ave / Lakewood Blvd intersections into roundabouts to enhance traffic safety and create a sense of arrival in the enhanced neighborhood center.
8. Engage property owners along Lakewood Boulevard to understand their future plans and to explore the potential for redevelopment / enhancements.
9. Engage Soccer Stop property owners and CSX on the potential for a pedestrian crossing and board walk to the wetland open space.
10. Engage D&W Fresh Market on the potential for redeveloping underutilized parking space into mixed use outlots and a pocket park.
11. Engage OCRC on the potential of reconfiguring the Douglas Ave / N. River Ave intersection into a roundabout with community art, gateway signs, and refuge islands for safe pedestrian and bicyclist crossings.
12. Engage OCRC on the potential to close off part of Howard Ave to create a larger, contiguous block for redevelopment.
13. Engage City of Holland to explore the potential for a crossing (e.g. chain ferry or pedestrian / bicyclist bridge) between Beechwood Vista and Van Bragt Park.
14. Engage City of Holland to explore the potential of acquiring the city-owned parcels at the mouth of the Macatawa River (south of Scotts Drive).