

City of Holland Holland Heights Neighborhood Area Master Plan Update

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Holland Heights Neighborhood Area Master Plan Update

Produced by the City of Holland Planning Commission

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Contents:

| | | |
|-------|---|-------------|
| I. | Executive Summary | pages 3-5 |
| II. | Statement of Purpose | page 6 |
| III. | Description of Study Area and Existing Conditions | pages 6-10 |
| IV. | Land Development Trends within Past 10 Years | page 11 |
| V. | Specific Plans | pages 12-14 |
| VI. | Vision/Themes for the Neighborhood | pages 15-26 |
| | A. Chicago Drive Corridor | pages 15-18 |
| | B. Waverly Road/US-31 Corridor | pages 18-23 |
| | C. 16th/24th Street Corridors | pages 24-26 |
| VII. | Master Plan Land Use Plan Map Amendments | pages 27-29 |
| VIII. | Zoning Ordinance Amendments | pages 29 |
| IX. | Work Program | pages 30-32 |
| X. | Addendum - Neighborhood Input | pages 33-36 |

Executive Summary

Cities in Michigan are required under State law to adopt a master plan for the physical development of the City. A Master Plan shows the collective vision and objectives for the development of the City, and seeks to guide both private and public planning, development, and improvement efforts.

The purpose of this Holland Heights Neighborhood Master Plan Update is to prepare an action-based framework to help guide future development and improvement efforts in the Holland Heights neighborhood for both private and public land development and other improvements. While this Plan specifies a work program to be accomplished over the next 10 years and beyond, this Plan is meant to be alive and to be responsive to the ever-changing realities of the marketplace.

The Holland Heights Neighborhood study area encompasses the area bounded by the Macatawa River and Paw Paw Drive on the north; 32nd Street on the south; Waverly Road between the Macatawa River and 8th Street, and US-31 between 8th Street and 32nd Street on the west; and Quarterline Road extended from 16th Street north to the Macatawa River, and Country Club Road between 16th and 24th Streets, and approximately Morningside Drive extended north between 24th and 32nd Street all on the east.

The study area is quite large and consists of approximately 1,900 acres, or just under 3 square miles of land, which equates to about 18% of the land and water area within the City.

In 1990 the population of Holland Heights was 4,419, and that population increased to 5,607 in 2000. This equates to a 27% increase, which is a quite dramatic increase considering the City of Holland grew by 14% in population during the same period.

The Latino population of Holland Heights increased a vast 287% from 325 to 938 people between 1990 and 2000, and the Latino percentage of the neighborhood population increased from 7% in 1990 to 17% in 2000. For the same time period, the Latino population of the City increased 81% from 14% to 22% of the population.

The number of households in Holland Heights also increased between 1990 and 2000 from 1,764 to 2,192, which equates to an increase of 24%.

Master Plan Recommendations:

The following issues have been identified by the Planning Commission and the stakeholders of the neighborhood as issues recommended for action to implement the policies, goals and objectives of this Holland Heights Neighborhood Plan:

A. Land Use and Zoning

1. Land Use Plan Amendments. The City should adopt amendments to the Land Use Plan Map that:



“City Farm” at Country Club Road and 16th Street

- Expand the Public Parks planning designation between Chicago Drive and Paw Paw Drive and create a new Public Parks designation on the north side of Chicago Drive that includes a strip along the north side of the Macatawa River as a way to expand the Macatawa Greenway trail system.
- Expand the Neighborhood Commercial planning designation at the corner of Paw Paw Drive and 8th Street to include frontage properties on the south side of 8th Street from Waverly Road to Ferris Avenue.
- Change the Restlawn Cemetery planning designation from One Family Residential to Public/Quasi-Public.
- Expand the One Family Residential planning district to include the east 1/3 of the residential block located between 13th and 14th Streets and Settlers and Waverly Roads.
- Create a new Public Parks planning designation that incorporates the Settlers Road right-of-way between 8th and 16th Streets.
- Create a new Special Planning Area #5 (SPA 5) district between 16th and 24th Streets and US-31 and Waverly Road. This SPA 5 also includes the frontage properties on the east side of Waverly Road from the Grand Valley State University branch campus south to and including the Davenport University property.
- Create a new Special Planning Area #6 (SPA 6) district to include the entire Cedar Village Mall area located SE of the Chicago Drive and Waverly Road intersection.
- Expand the Industrial Park planning designation along Waverly Road between 24th and



Open Space behind First Baptist Church

- 32nd Streets.
- Expand the Office planning designation on both sides of 16th Street between Hope Avenue and the Van Raalte Farm.
- Change the Multiple Family Residential designation along the north side of 16th Street from the Ridgeland Heights Apartments east to Country Club Road to the Mixed Density Residential planning district.
- Create a Neighborhood Commercial planning district at the NW and NE corner of 16th Street and Country Club Road and a Neighborhood Commercial district at the NW corner of 16th Street and Quarterline Road.
- Change a large portion of the Office planning designation on the north side of 16th Street between Country Club and Quarterline Roads from Multiple Family Residential to the Mixed Density Residential district.
- Create a Traditional Residential Neighborhood (TRN) planning designation on the north side of 24th Street along with the rear half of the Mercantile Bank and adjacent properties located to the north. This TRN designation will also apply to the large lot residential properties located on the south side of 24th Street in the vicinity of Van Raalte Farm.

2. Creation of a new OS Open Space Zoning District. This Plan calls for the creation of a new OS Open Space zone

district that is intended to preserve and enhance public and private open, natural, and improved park and recreational areas.

3. Rezoning of Various Properties. This Plan calls for the rezoning of the following properties to the specified zone districts:

- Paw Paw Preserve from the AG Agriculture District to the new OS Open Space District
- Van Raalte Farm from the AG Agriculture District to the new OS Open Space District
- Restlawn Cemetery from the R-1 One Family Residential District to the OS Open Space District
- 370 Country Club from the R-3 Residential District to the C-1 Neighborhood Commercial District
- 897, 914, 928 and 941 East 16th Street from the R-3 Residential District to the C-5 Professional Office Service District
- 859 East 24th Street from the AG Agriculture District to the PUD Planned Unit Development District
- 643 Waverly Road from the AG Agriculture District to the C-5 Professional Office Service District
- Portion of 701 Waverly from AG Agriculture District to the I-2 Industrial Park District
- 727 Waverly Road from the C-1 Neighborhood Commercial District to the I-2 Industrial Park District
- 761 Waverly Road from the AG Agriculture District to the I-2 Industrial Park District

B. Transportation Improvements

- Chicago Drive maintenance improvements
- Chicago Drive long term curb and gutter improvements
- 8th Street reconstruction in 2007
- Country Club Road reconstruction in 2008
- Reconstruction of US-31 as an improved landscaped boulevard
- Long term improvements to boulevard Waverly Road
- Construction of an elevated pedestrian bridge over US-31
- Improve US-31 with pedestrian/bicycle paths
- Eventual construction of sidewalks on both sides of all streets



Restlawn Cemetery



Creek in Van Raalte Farm



Prins Park (Private)



24th Street west of Country Club Road

C. Park Improvements

- Restoration of the Van Raalte Farm homestead and barn structures and a permanent restroom facility adjacent to the sledding hill and picnic area. Also restrooms for Holland Heights School Park.
- Identify connector trail system between neighborhood parks and the Macatawa Greenway trail system
- Identify and construct new “feeder” trails to the Paw Paw Preserve and Macatawa Greenway system in the environmentally sensitive areas located between Paw Paw and Chicago Drive
- “Doorway Park to the River” off Chicago Drive
- “Community Green” off Paw Paw Drive

D. Commercial Area Improvement and Redevelopment Efforts

- 8th Street and Paw Paw Drive Neighborhood Commercial Area. This Plan advocates for the improvement of the publicly and privately owned portions of this area in accordance with the commercial area plan.
- Cedar Village Mall Redevelopment. This Plan advocates for the wholesale re-thinking of this mall area with an eye towards the redevelopment of the site into a mixed-use center.
- Redevelopment of the 16th to 24th Street and Waverly Road and US-31 highway commercial area. This Plan also advocates for the re-design and redevelopment of this tiring highway commercial area into a “mainstreet” style mixed-use neighborhood center.
- 24th Street and Waverly Road “flex” area. This Plan calls for a portion of SPA 5 to allow adjacent industrial research and development uses to potentially flex north into the 24th Street and Waverly Road intersection area, allow a traditionally designed residential development to potentially flex west into this same area, and allow the commercial uses on the west side of Waverly Road to potentially flex east into this area.
- Redevelopment of Stratford Way and Abbey Court area into owner occupied condominiums. This Plan calls for the eventual redevelopment of this large residential apartment area into an owner occupied residential neighborhood along with the selective removal of some apartment buildings.

E. Trails and Landscaping Improvements

- Waverly Road to Van Raalte Farm feeder trail system. This Plan calls for the planning and development of a new trail to be planned, coordinated and constructed by the City, Grand Valley State University, the Ottawa County Drain Commission and other private property owners that will extend from Waverly Road to Van Raalte Farm.
- Neighborhood Wellness/Fitness Trails. This Plan advocates for the development of a neighborhood system of wellness and fitness trails that incorporates and connects the Paw Paw Preserve, Van Raalte Farm, Holland Heights School Park, and Holland Heights Neighborhood Park through primarily the existing sidewalk system along with some new sidewalk and trail segments.
- Berming and landscaping between Settlers Road and US-31 and along both sides of Waverly Road. As a means to mitigate noise levels as well as to create a visual barrier between these high volume streets/highways and the adjoining residential uses, the Plan calls for extensive landscaping and berming so this residential area may maintain its high quality.
- Widespread landscaping of US-31. This Plan calls for the Michigan Department of Transportation (MDOT) to allow the planting of additional vegetation including trees, shrubs and flowers near the outside edge of the right-of-way at distances that are considered safe in an effort to make the corridor more aesthetically pleasing.

Statement of Purpose

This Holland Heights Neighborhood Master Plan Update comes as a result of the City Planning Commission's ongoing and continuing master planning for the entire City at the neighborhood level. The existing City Master Plan and Land Use Plan Map policies and recommendations for the Holland Heights area date back to 1992 and some of the policies such as the encouragement of multiple-family residential uses along the 16th Street Corridor and along the west property line of Van Raalte Farm are outdated and are no longer supported by the neighborhood and larger City community. There also appears to be less neighborhood support for new office and commercial uses in the neighborhood, but a growing level of support for new single family residential development that is targeted for home owners, not renters.

The potential for large and small scale development opportunities in this Neighborhood and the somewhat unique opportunities that are present in this area for new traditional mixed-use developments, and the redevelopment of older highway oriented commercial development elevated this area to be the next Master Plan Update Area for study by the Planning Commission.

Description of Study Area and Existing Conditions

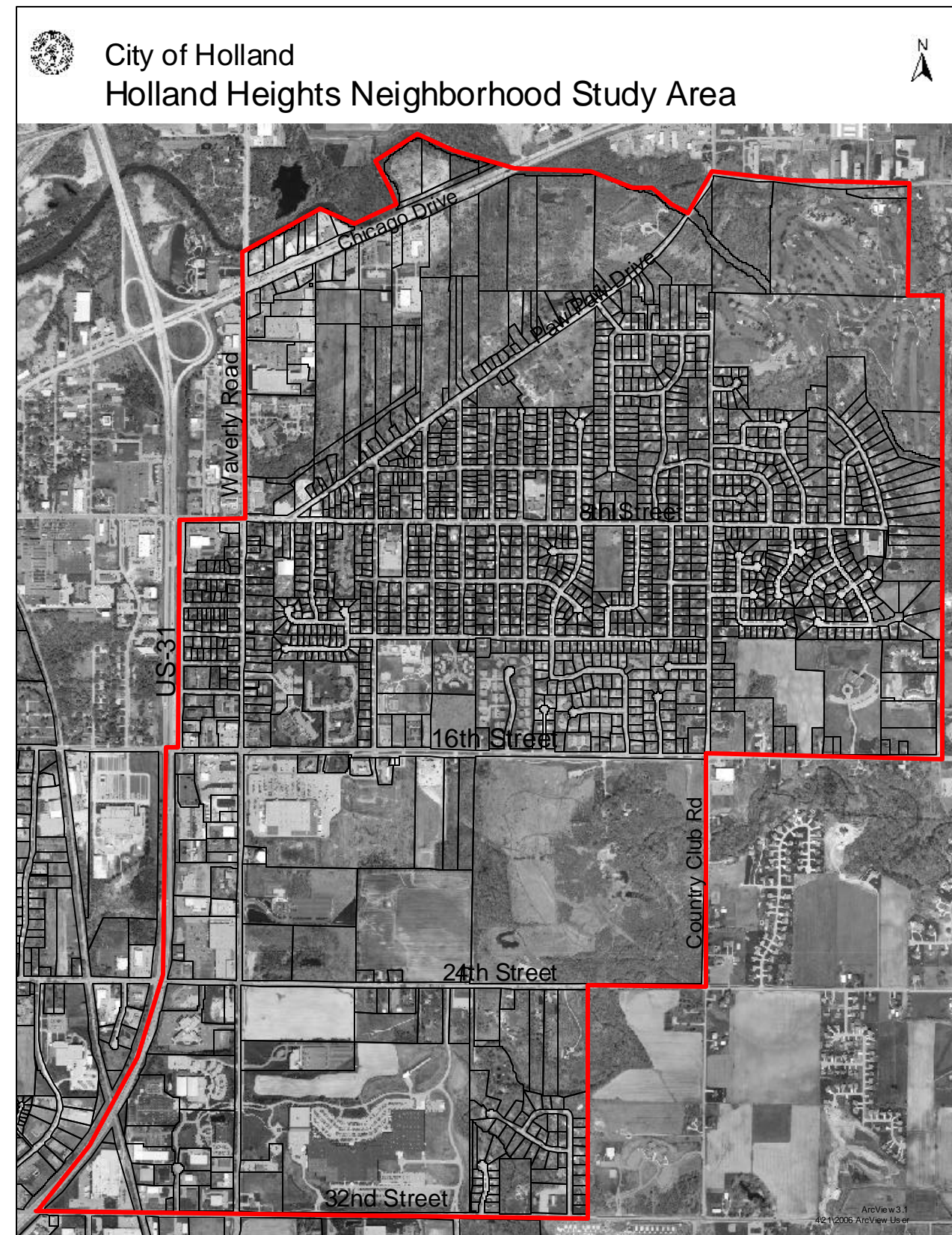
Study Area Boundary - For the purposes of this study, the boundaries of the study are comprised of the properties that fall within the following: The Macatawa River and Paw Paw Drive on the north; 32nd Street on the south; Waverly Road between the Macatawa River and 8th Street, and US-31 between 8th Street and 32nd Street on the west; and Quarterline Road extended from 16th Street north to the Macatawa River, and Country Club Road between 16th and 24th Streets, and approximately Morningside Drive extended north between 24th and 32nd Street all on the east.



Van Raalte Farm Homestead



Neighborhood commercial near 8th Street and Paw Paw Drive



Existing land uses – There is a broad range of land uses in this neighborhood, although they are somewhat homogeneous in their siting patterns with most of the land north of 16th Street being used for various types of residential uses, and most of the land south of 16th Street being used for commercial uses, industrial uses, and public/institutional uses in the form of parks and post-secondary schools. The Waverly Road, US-31 and Chicago Drive Corridors are primarily used for commercial and industrial uses, with the exception of the residential area between 8th and 14th Street on Waverly Road. The broad range of land uses includes but may not be limited to the following:

- Residential uses including single family homes on detached lots, attached single family townhomes, duplexes, attached condominium style dwellings, multi-family apartment buildings and apartment complexes, and various forms of senior citizen housing;
- Full range of commercial retail establishments including “big box” grocery/general merchandise stores, new and used vehicle sale businesses, fast food and sit down restaurants, greeting card stores, gas stations, taverns, travel agencies, and “mom and pop” barber/beauty shops and a greenhouse;
- Full range of commercial services including branch banks, attorney and realtor offices, dental, medical and veterinary clinics, and insurance services;
- Educational uses including a public elementary school, two commuter universities, and a school of massage;
- Public parks ranging from the small “tot lot” park at 10th Street and Calvin Avenue, to the mid sized Holland Heights School Park, and the regional sized Van Raalte Farm and Paw Paw Preserve Parks;
- Industrial uses including small to mid sized manufacturing shops, corporate research and development facilities, lumber yards and corporate office buildings;
- Several churches and an 18-hole golf course.



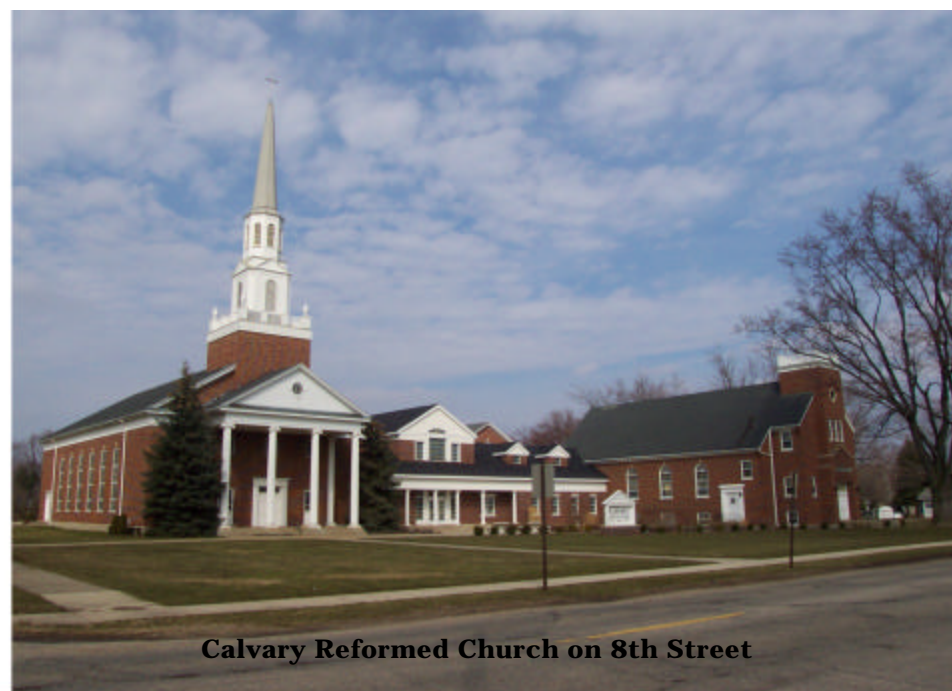
Waverly Road south of 8th Street



Windmill Greenhouse on 8th Street



Chicago Drive east of Waverly Road



Calvary Reformed Church on 8th Street

Transportation – The study area is greatly influenced by the highway and street network and along the US-31/ Waverly and the Chicago Drive Corridors the transportation system has defined the pattern and type of land uses to those that are highly automobile oriented.

The main transportation facility through the study area is US-31, which is the major north/south highway route through the larger Lakeshore area. US-31 is a four-lane divided highway that defines the western boundary of the Holland Heights neighborhood and its limited access character keeps cross traffic limited to the 8th, 16th, 24th, and 32nd Streets crossings that are the main east/west streets through the area. US-31 traffic counts between 16th and 24th Street is 31,900 vehicles per day and between 8th and 16th Streets the counts are a large 40,200 trips per day.

Waverly Road is also a major north/south transportation route through the study area with traffic counts between 16th and 24th Streets at 19,400 vehicle trips per day, and traffic counts of 18,800 between Chicago Drive and 8th Street.

Chicago Drive (Business I-196) is the major east/west traffic route through the study area and is the primary transportation facility between the Holland and Zeeland areas. Chicago Drive is a four-lane divided highway that has no limited access designation, and thus it has many driveways, curb cuts and median cuts that detract from the efficiency and the overall aesthetics of the highway. Chicago Drive along with the Macatawa River defines the



8th Street west of Paw Paw Drive

northern boundary of the Holland Heights Neighborhood. Traffic counts on this highway east of Waverly Road are 29,600 vehicle trips per day.

Paw Paw Drive is a curb and gutter two lane east/west street that provides local street access to the northern parts of the study area and acts as a connector street between Chicago Drive at 112th Avenue and 8th Street just east of Waverly Road. Traffic counts on this street between 112th Avenue and Legion Park Drive are 5,900 vehicles per day.

8th Street is a two-lane east/west connector street that provides access into the heart of this neighborhood. The street has more of a suburban feel to it as it is not improved with curb and gutter. Traffic counts between Waverly Road and Paw Paw Drive are 9,800 trips per day, and between Hope and Orlando Avenues there are 3,600 vehicle trips per day.

16th Street is a four-lane fully improved landscaped boulevard that is the primary east/west arterial street through the study area. 16th Street is also the main feeder street from I-196 into and through the neighborhood and connects Holland Heights to the Central Neighborhood area. Traffic counts between Waverly Road and Country Club Road are 8,700 vehicle trips per day, while the counts are 18,500 between US-31 and Waverly Road.



16th Street west of Mercantile Bank



10th Street at Holland Heights Neighborhood Park

24th Street is a two-lane connector street from Waverly Road east to Country Club Road with traffic counts of 3,100 vehicle trips per day, and it is a four-lane street between US-31 and Waverly Road with counts of 11,700 trips per day. The section between Waverly and US-31 has curb and gutter, while the section east of Waverly is rural in character with ditch sections on each side.

32nd Street acts as the south boundary to the Holland Heights neighborhood and is a fully improved four-lane street from US-31 east to almost the City limits. The traffic counts between Waverly Road and US-31 are approximately 13,500 vehicles per day, while the counts are approximately 11,700 trips per day east of Waverly Road.

Country Club Road is a north/south two-lane connector street that is suburban in character. Traffic counts north of 16th Street are 3,100 vehicle trips per day.



32nd Street west of Morningside Drive



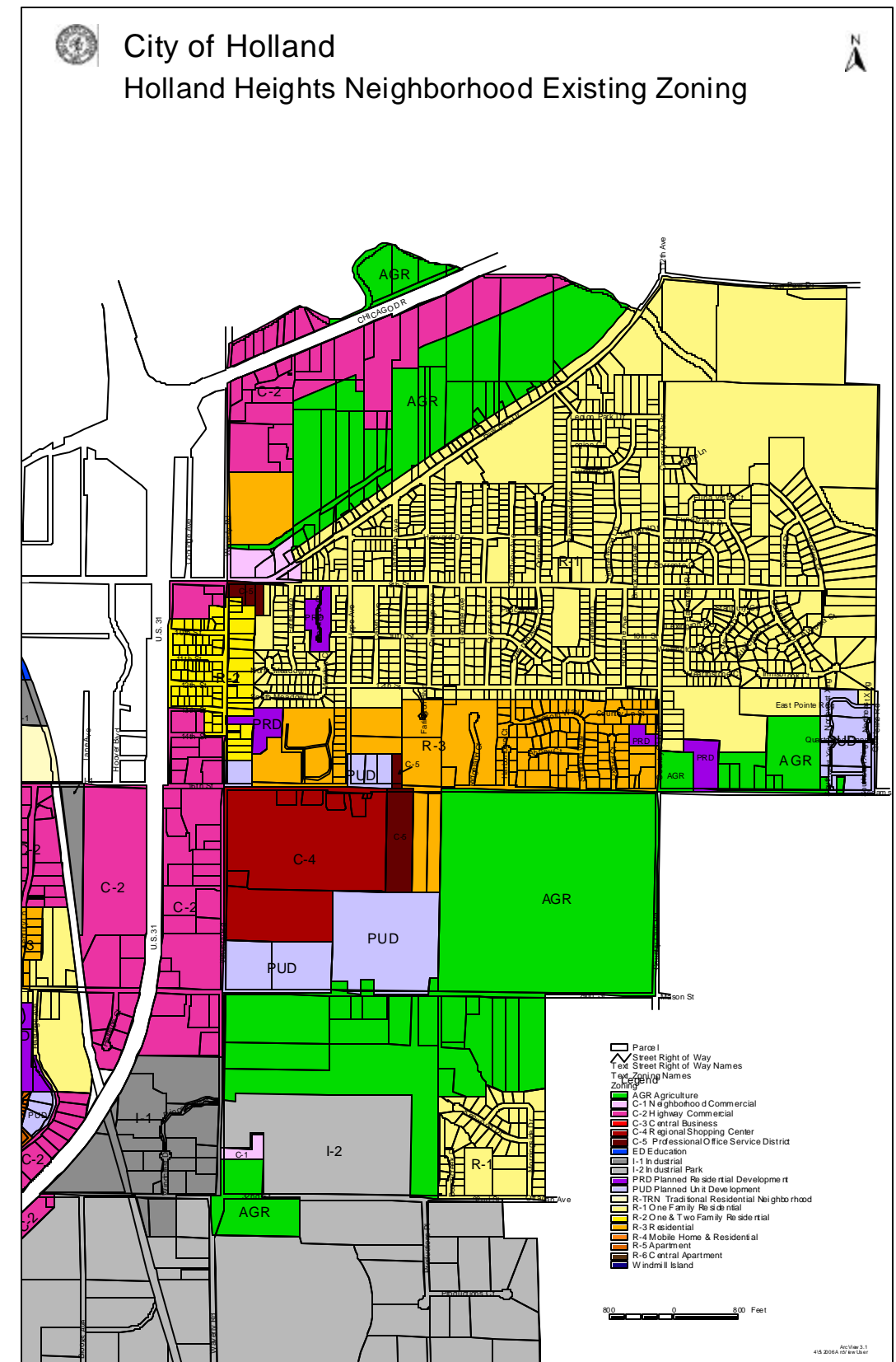
16th Street at Settlers Road

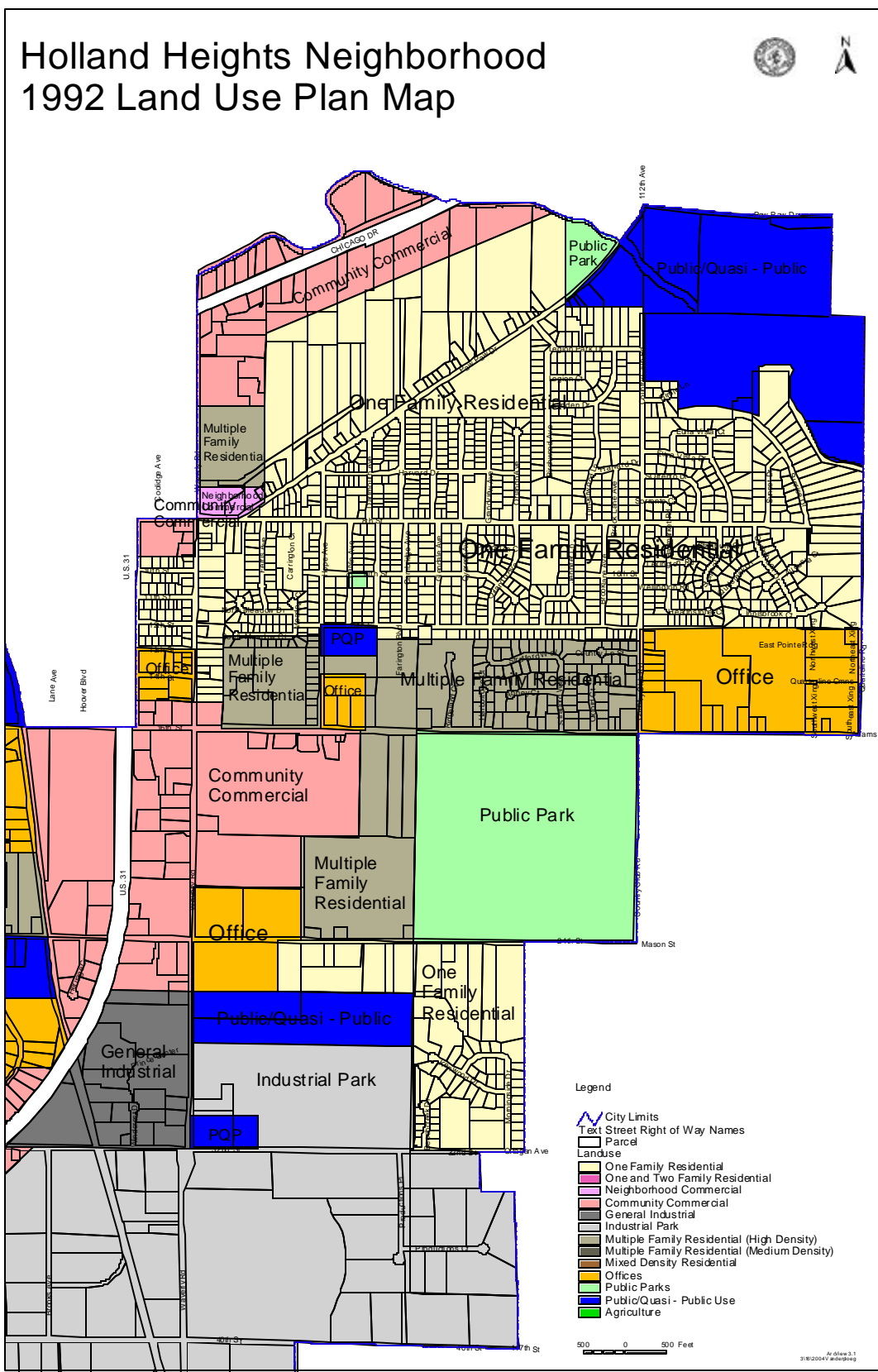
Urban design – The urban design of this neighborhood may accurately be described as that of suburbia. The main arterial streets are large and are developed primarily for strip commercial uses that cater to the passing motorist. 16th Street is the only street that may be described as having some character due to it being a landscaped boulevard.

The older residential areas that were developed in the 1950's and 1960's are on somewhat narrow grid streets that have no curb and gutter and were developed with 70 foot to 100 foot wide lots with 30' – 50' front yard setbacks. The newer residential areas that have been developed since the 1970's have curve-linear streets with many cul-de-sacs. The newer areas are curbed and guttered, include sidewalks and curb lawn trees, and have the same 30' to 50' front yard setbacks on even wider lots that are up to 125' in width.

Existing Zoning – As previously noted in the Existing Land Use section, there is a broad range of land uses in this neighborhood and a broad range of zone districts arranged in a fairly typical suburban manner as follows:

- The I-1 and I-2 Industrial Districts are located adjacent to 32nd Street and extend north on Waverly Road to south of 24th Street.
- The C-2 Highway Commercial District and the C-4 Regional Shopping Center District are located along the US-31, Waverly Road, and Chicago Drive Corridors with some C-4 and C-5 Professional Office Service District zoning extending east along the south side of 16th Street almost to Van Raalte Farm.
- The large residential area of the neighborhood extends from Paw Paw Drive south to 16th Street with the large majority of the zoning being that of the R-1 One Family Residential District and including a swath of R-3 Residential District zoning on the north side of 16th Street between Waverly Road and Country Club. There is also an island of R-1 zoning in the very SE corner of the neighborhood that comprises the Morningside and Kenwood Drive residential area.
- There is a large area of AG Agriculture District zoning between Paw Paw and Chicago Drives, and a corridor of AG District along 24th Street that includes the Van Raalte Farm.
- There are several PUD's in the area with the largest located on the north side of 24th Street. This PUD was approved for the large scale Cottage Grove development that has been cancelled due to changing market conditions. The other large residential PUD is for the Quarterline Crossing development located at the NW corner of 16th Street and Quarterline Road.





1992 Land Use Plan Map planning designations – There are two industrial land use districts in the study area that are situated along 32nd Street, Waverly Road, and US-31 all south of 24th Street.

There are three commercial land use districts in the neighborhood being the Community Commercial, Neighborhood Commercial, and Office districts. The Community Commercial district is limited to the US-31/Waverly Road and Chicago Drive Corridor areas, while there is only one Neighborhood Commercial area designated between Paw Paw Drive and Waverly Road on the north side of 8th Street. The Office planning districts are located along the Waverly Road and 16th Street Corridors.

There are also two residential planning districts in the neighborhood being the One Family Residential and the Multiple Family Residential (High Density) planning districts. The One Family Residential area comprises a large majority of the Holland Heights residential area located roughly from 12th Street north to just south of the Chicago Drive frontage properties. There is also a One Family Residential area that takes in the Morningside/Kenwood Drive neighborhood and the large single family residential properties that front on the south side of 24th Street.

The Multiple Family Residential areas are located between 12th and 16th Streets and immediately west of the Van Raalte Farm Public Park planning designation. Other Public Park designations comprise the Paw Paw Preserve located at Paw Paw Drive and the Macatawa River, and the Holland Heights neighborhood park located at 10th Street and Calvin Avenue.

Rounding out the planning designations are four Public/Quasi-Public planning districts that comprise the Holland Country Club, Holland Heights Elementary School, the Waverly Road Fire Station, and Davenport College’s Waverly Road campus.

Community Facilities – The community facilities located in and adjacent to the study area include the following:

- Holland Heights Elementary School
- VanRaalte Farm Park
- Paw Paw Preserve
- Holland Heights Neighborhood Park (10th Street and Calvin Avenue)
- Holland Heights School Park
- Macatawa Greenway Trail System
- Waverly Road Fire Station



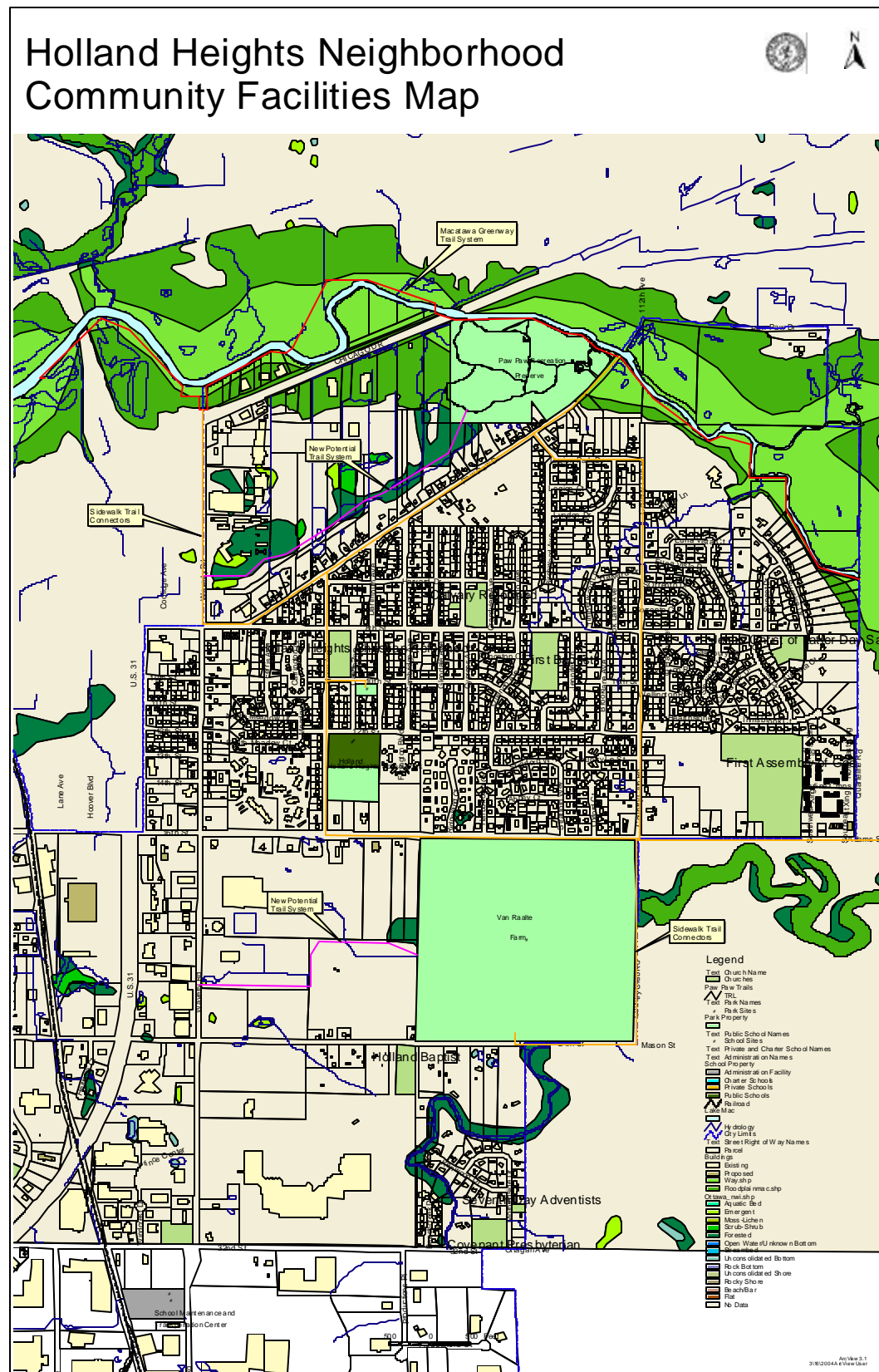
Entrance to Paw Paw Preserve



Holland Heights Neighborhood Park



Holland Heights Elementary School



Land Development Trends Within Past 10 years

Over the past 10 years, the study area has experienced quite a large amount of new development, with a large percentage of the development occurring along the 16th Street Corridor and to a lesser degree along the Waverly Road Corridor. The new development within the study area has primarily been retail and office commercial in nature with a rather limited amount of new residential development occurring as the existing residential developments are close to being built out.

This Plan anticipates a continued moderate amount of commercial investment in this study area and a short term slow down in residential development as the changing local economy continues to impact residential housing starts. The list of new development and renovation projects over the past 10 years includes the following:

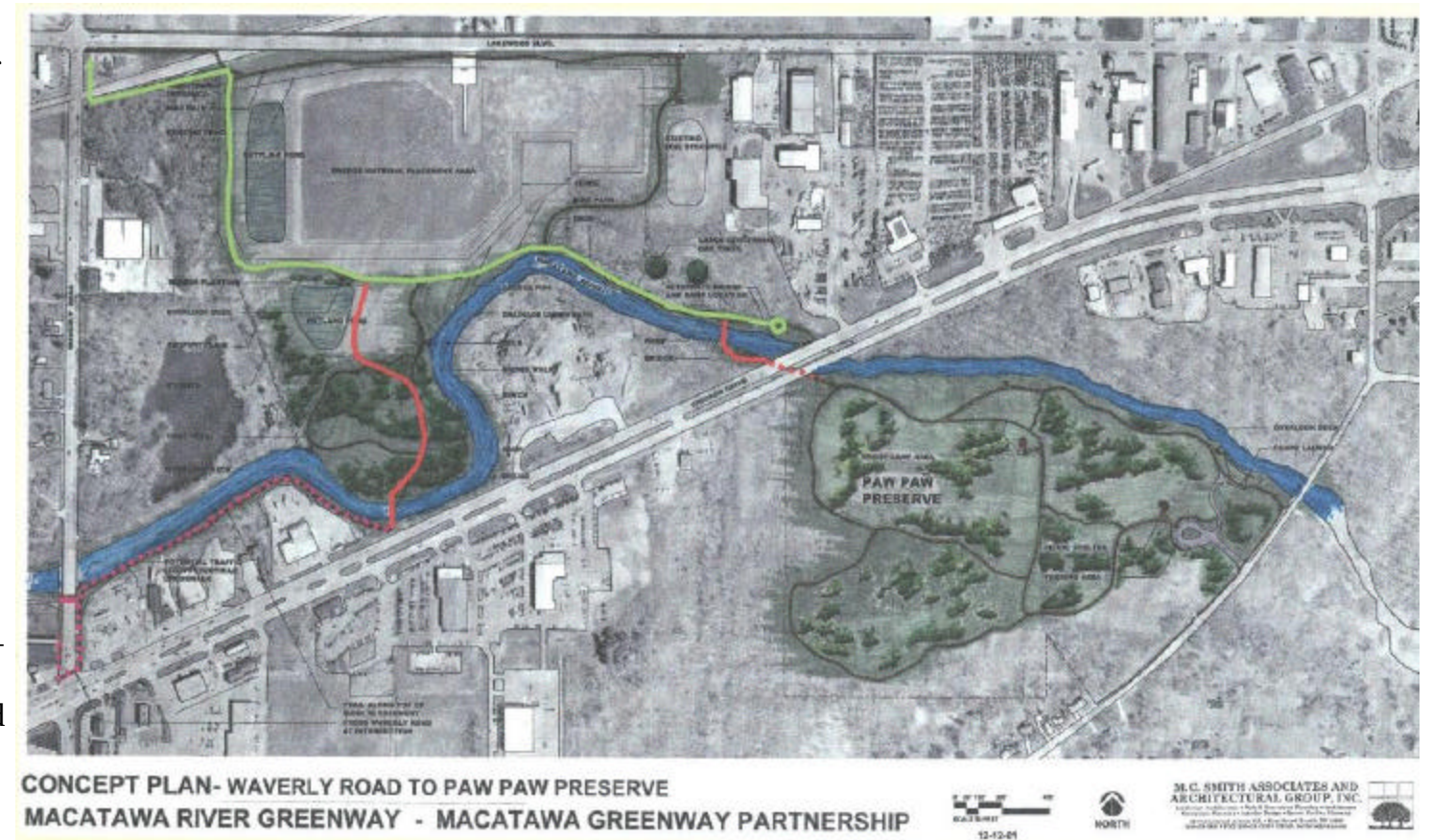
- New automotive body shop at 870 Chicago Drive
- New retail building at 767 Chicago Drive
- New office and retail buildings at 1 South Waverly Road
- New fast food restaurant at 814 East 16th Street
- Large addition to a retail center at 746 East 16th Street
- New retail car wash at 836 East 16th Street
- New bank building at 890 16th Street
- New bank and office building at 833 East 16th Street
- New office building at 877 East 16th Street
- New Holland Heights School Park developed in collaboration with Holland Public Schools located on Hope Avenue between 12th and 16th Streets.
- New Waverly Meadows Condominiums at 755 East 16th Street
- New office building at 347 Settlers Road
- New bank building at 699 East 16th Street
- New bank building at 800 East 16th Street
- Quarterline Crossing Condominiums located at 16th Street and Quarterline Road
- Carrington Condominiums located at 804 East 8th Street
- Grand Valley State University Campus at 515 Waverly Road
- New retail building at 440 Waverly Road
- New office building at 460 Waverly Road
- New tavern at 490 Waverly Road
- Building additions to the commercial property located at 670 East 16th Street
- New retail grocery store at 661 East 24th Street
- Additional dwelling units to the apartment complex located at 314 East 16th Street
- New nursing home at 1221 East 16th Street
- Addition to a church located at 836 East 8th Street
- Addition to a church located at 995 East 8th Street
- Addition to a church located at 1340 East 8th Street
- New church located at 1331 East 16th Street

Specific Plans

City Parks Department initiatives The City of Holland Parks Department has no plans for the purchase of additional park land in the neighborhood; however, they do have plans for some major improvements to historic Van Raalte Farm. In addition to recent historic designation of the NE 30 acres of Van Raalte Farm, these plans include restoring the homestead and barn structures around the homestead; creating a new maple sugar production and demonstration site; constructing a meeting room and providing restroom facilities; creating a “historic farm” area with an area set aside for a community garden; and improving the trail system throughout the homestead and historic farm area.

Although not specifically noted by the Parks Department, this Plan advocates for the construction of restroom facilities on the south side of Van Raalte Farm adjacent to the picnic and sledding hill areas. Permanent restroom facilities should also be considered for the Holland Heights School Park as that park is becoming more heavily used for soccer games.

Macatawa Greenway Partnership and Network plans The Macatawa Greenway Partnership (MGP) is a non-profit organization dedicated to implementing an interconnected system of public and private parks, forests, streams and other dedicated open undeveloped lands in the Holland/Zeeland area. A majority of the Greenway’s efforts are concentrated along the Macatawa River Corridor from the North River Avenue bridge to Byron Road in Zeeland Township. Approximately 1 to 1.5 miles of this corridor lies within the study area stretching from the Paw Paw Preserve to Waverly Road.



Paw Paw Preserve

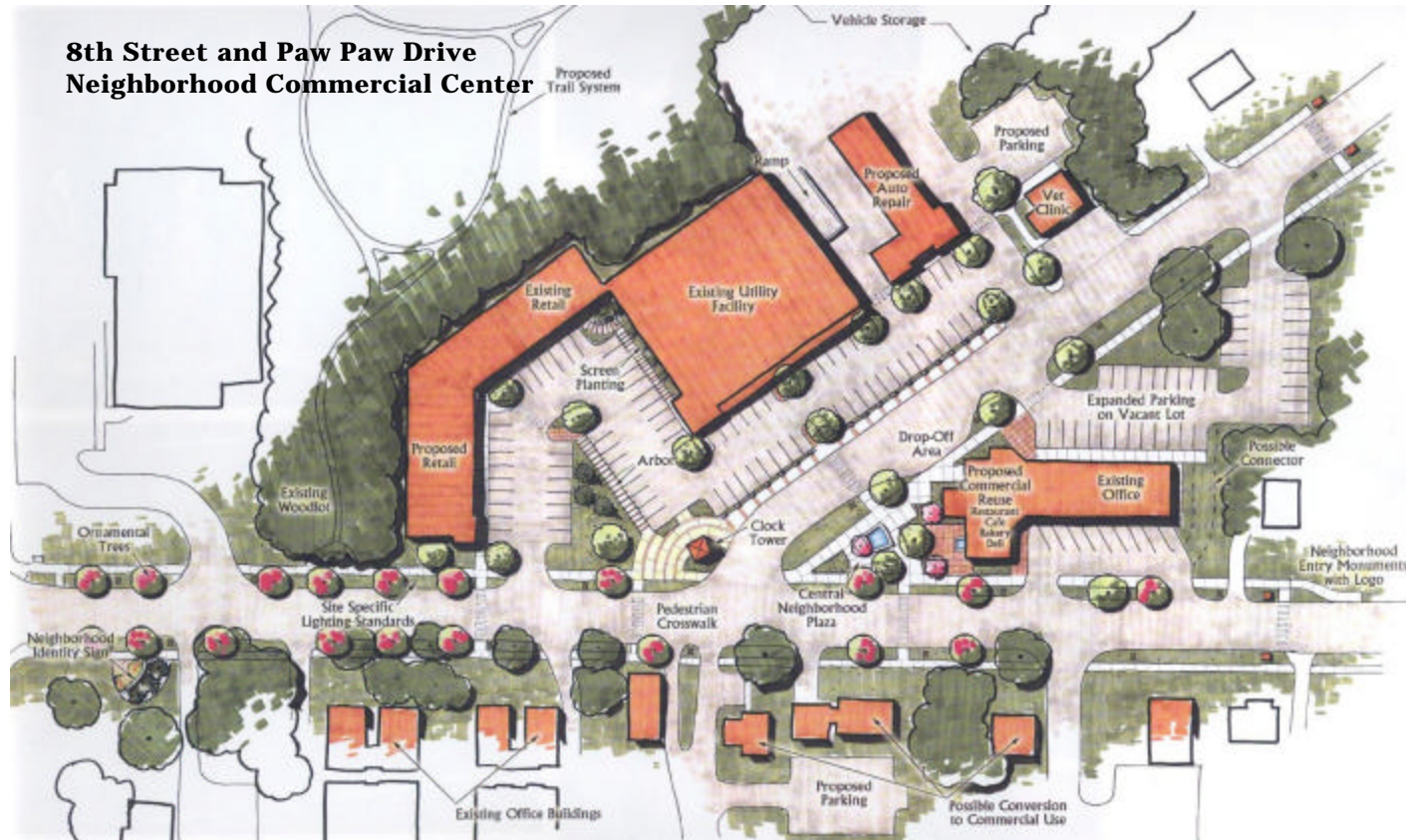
The Greenway Network is truly an exceptional regional approach to the provision of recreational trails and other amenities in the fragile Macatawa River watershed. The long term multi-generational vision and time frame for the implementation of their plans allows this organization to work closely with property owners regarding the securing of easements and properties in the corridor.

Portions of this network are already in place in the form of trails in the Paw Paw Preserve and the Zuidema Bike Path located on the Holland Harbor Dredge Disposal Facility in Holland Township. The MGP also plans to construct two bridges across the Macatawa River in this stretch when properties and funding have been secured along with constructing additional trails from the Dredge Disposal Facility to Waverly Road. The construction of these later trails will require the securing of easements and the City should do whatever it can to help the MGP secure the needed easements along the south bank of the Macatawa River.

This Plan also advocates for the City to work closely with the MGP to identify potential connector trails between the main Macatawa River trail and City parks in Holland Heights that include Van Raalte Farm, the Holland Heights School Park and Holland Heights Neighborhood Park. These connector trails at least for the foreseeable future will consist of the existing sidewalks in the public street system.

A long term vision for new “feeder” trails into the Paw Paw Preserve and MGP trail system is foreseen for portions of the lowland and wetland areas between Paw Paw Drive and Chicago Drive. Much of this area is environmentally sensitive and is regenerating from past farming activities to meadow and woodland areas

**8th Street and Paw Paw Drive
Neighborhood Commercial Center**



that provide needed habitat for birds and other forms of wildlife. This area would also provide excellent nature experience and viewing opportunities if it was lightly developed with natural trails that connect into the Paw Paw Preserve trails and the main MGP trail adjacent to the Macatawa River.

8th Street and Paw Paw Drive Neighborhood Commercial Area The City commissioned a master plan study for this neighborhood commercial area that provides a vision for updating buildings with new facades; introducing new uses into some of the buildings; proposing new commercial infill buildings and parking lot improvements; and proposing improvements to the public right-of-ways to include identity defining features such as additional trees, landscaping and pedestrian scaled plaza areas.

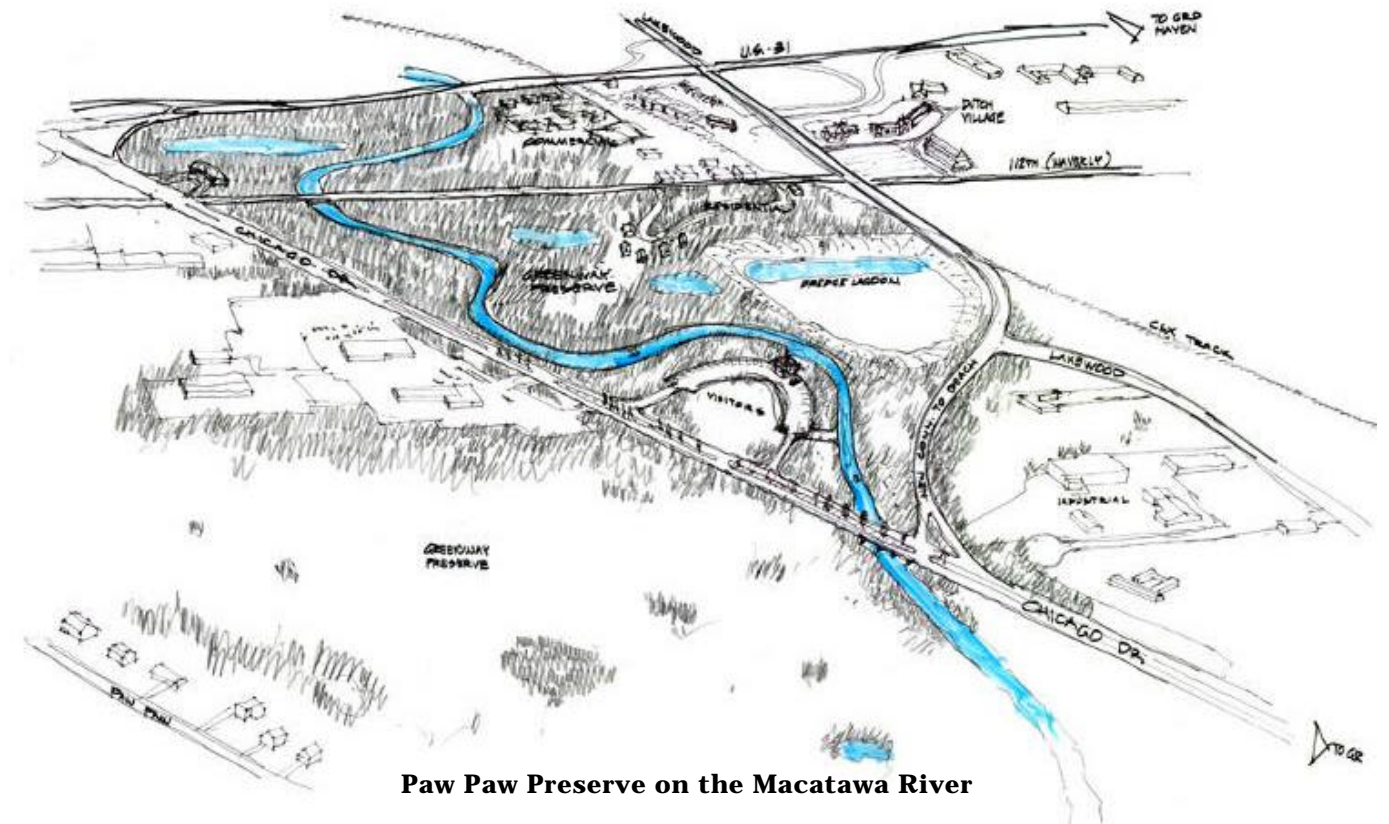
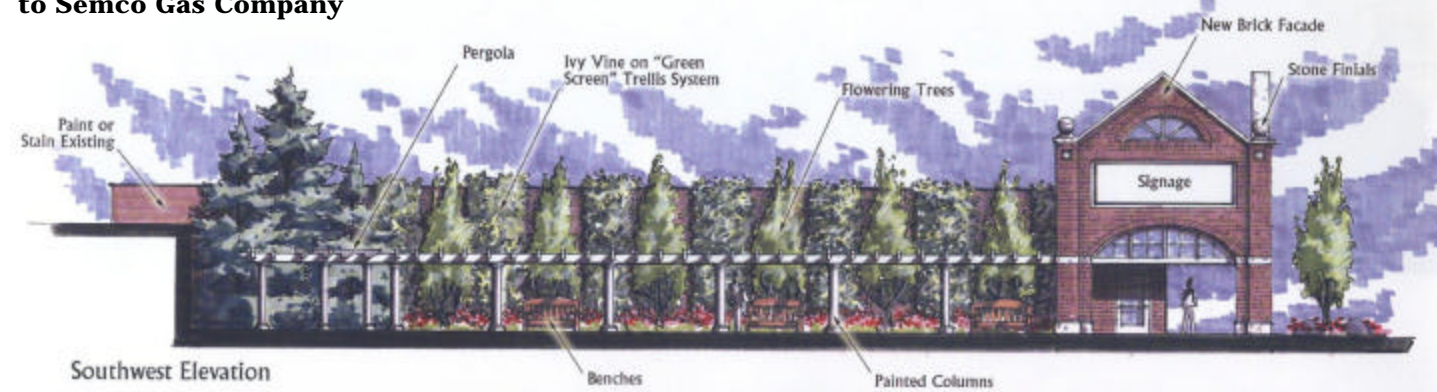
A number of area business and property owners have been meeting on a monthly basis with the support of City Neighborhood Commercial District staff to “work” this commercial area plan and make portions or all of it come to fruition over time. This Plan incorporates the emerging master plan for this neighborhood commercial area by reference and wholly advocates for its development with the combined partnering efforts of the business/property owners and the City.

Transportation Improvement Plans

Chicago Drive - There currently are no plans by the Michigan Department of Transporta-



**Potential Exterior Improvements
to Semco Gas Company**



Paw Paw Preserve on the Macatawa River

tion (MDOT) to reconstruct or do any further improvements along the stretch of Chicago Drive in the City between Waverly Road and the Macatawa River. However, the City will be working with the MDOT in the future on an access management study for this corridor to determine what improvements should be undertaken to improve the sorry state of the median crossings by possibly consolidating some of them and turning some of them into bona fide indirect paved left turn lanes.

The City seeks these improvements first and foremost to increase the safety of motorists, and secondly to improve the aesthetics of this section of highway. This highway is the major route into the Downtown Holland area and the large gravel shoulders and driveways along the north side do not convey an urban feel, but instead a rural character. Long term, this section of highway should be reconstructed with curb and gutter, and landscaped median areas with indirect left turn lanes. Additionally, a long term redesign effort is encouraged from 112th Avenue west to 8th Street, and involves collaboration between the State, City, Holland and Zeeland Townships, and the Ottawa County Road Commission.

North and South Traffic Circulation Study - The City will undertake a traffic study to analyze existing north/south traffic patterns. If warranted, the study will make recommendations regarding potential improvements to existing north/south streets in the neighborhood including potential planning for new street facilities.

8th Street reconstruction plans - The City plans to reconstruct 8th Street from Ferris Avenue to Country Club Road during the 2007-2008 construction season. This project will include the installation of curb and gutter as well as installing sidewalk on the north side of the street.

Country Club Road reconstruction plans - The City plans to reconstruct Country Club Road from 8th Street to 16th Street during the 2008-2009 construction season. This project will include the installation of curb and gutter along with installing sidewalk on both sides of the street where it currently does not exist.

Potential infrastructure projects - The following general projects have been identified by neighborhood residents and this Plan calls for periodic meetings with neighborhood residents to identify specific sidewalk improvement projects, drainage improvement projects, tree planting programs, and potential special assessment districts to improve the rural type streets to fully improved curb and gutter streets.

While not specifically an infrastructure project, some residents have suggested and this Plan recommends that a study be conducted to determine the feasibility of locating a Police mini sub-station in an apartment in the Stratford Way or Abbey Court areas as a way to better project a stabilizing police presence in those areas.



Cement Reclamation business on Chicago Drive



8th Street and Ferris Avenue



Country Club Road north of 16th Street

Vision/Themes for the Neighborhood Study Area

The Holland Heights neighborhood may be characterized as having one large residential area along with several main street corridors that form the north, south, and west perimeters of the neighborhood (Chicago Drive, 32nd Street, US-31/Waverly Road) along with traversing through the middle of the neighborhood (8th, 16th, and 24th Streets). The present conditions of these corridors go a long way toward defining the image of the larger Holland Heights neighborhood. The following discussion of these corridors will address both the positive and negative aspects of the corridors along with suggesting methods to improve their function and appearance.

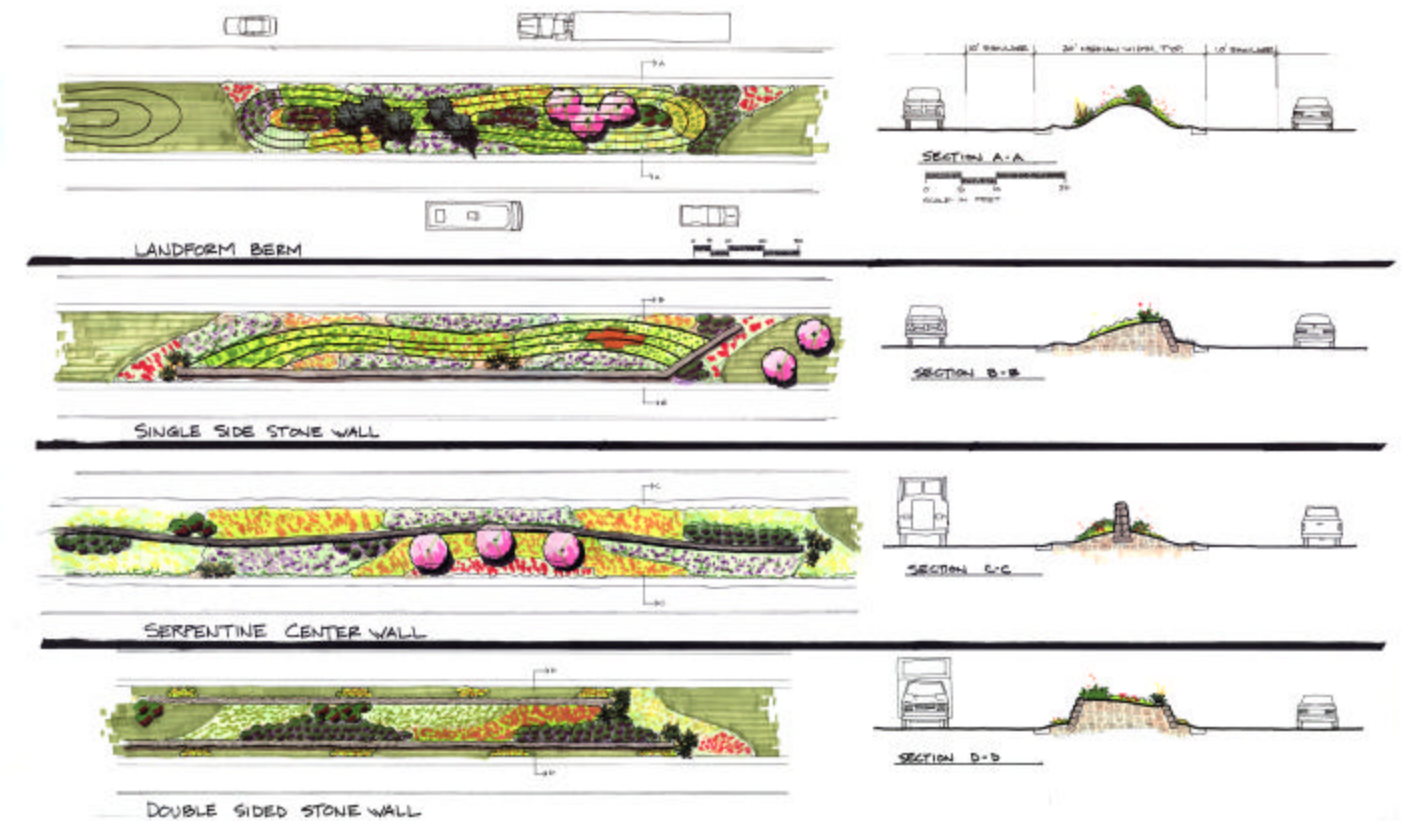
Chicago Drive Corridor

Streetscape and Highway Improvement Plans - This corridor stretches only a little over ½ mile in the City between Waverly Road and the Macatawa River. The highway is a four-lane divided highway with a center median that handles approximately 30,000 vehicles per day. The highway may best be described as being functional with very little aesthetic quality. The City and the MDOT should meet to discuss maintenance of Chicago Drive and to determine what may be done to improve the median crossings. The City should also meet with Holland Township and the Ottawa County Road Commission to study and determine a long term vision and action plan for improving this corridor from 112th Avenue west to 8th Street. Long term improvements in this corridor should include the following:

- Consolidate median cuts to reduce traffic conflicts
- Define roadway edges where unidentified with curbing and consolidate curb cuts
- Address lack of landscaping and color by introducing linear rhythmic plantings in the median and by establishing landscaping, signage, building placements, etc. along frontages
- Mitigate unsightly overhead utility corridor
- Capitalize on the Macatawa Greenway connections and presence in the corridor

Land uses - The land uses along the corridor are very much auto oriented with new and used automobile dealerships and strip commercial retail establishments. It is a vibrant corridor that caters to commuters, through traffic, and generates much traffic of its own from the businesses that are in the corridor. Nature is also close by in the form of the Macatawa River that forms the north edge of this corridor. The riverbanks and floodplain areas are wooded and provide a needed natural counterpoint to the pavement and hard surfaces of the highway and adjacent commercial businesses and parking lots.

Most of this corridor is already developed, however, there are a handful of vacant properties primarily on the north side of Chicago Drive that are highly visible and that will be developed at some point in the future. Given the location and given the fact that Chicago Drive is a major commuter route into and out of the Downtown area, this Plan calls for those properties to be developed for auto-related highway commercial uses. This development should be accomplished though in a manner that respects the Macatawa River and seeks to elevate the natural river corridor as a design feature of the sites.



CHICAGO DRIVE CORRIDOR STUDY

Design+



Main entrance to the Cedar Village Mall

CHICAGO DRIVE CORRIDOR

- Address lack of landscaping and color by introducing linear rhythmic plantings in median
- Consolidate median cuts to reduce traffic conflicts.
- Define roadway edges where undefined with curbing and consolidated curb cuts.
- Mitigate unsightly overhead utility corridor.



CHICAGO DRIVE COMMERCIAL DISTRICT

- Address lack of architectural continuity and community identity.
- Need of better defined vehicular/ pedestrian circulation system between adjacent land uses.
- Create better visual access into commercial site from major roadways.
- Address need for additional landscaping, berms and greenspace.
- Examine re-use possibilities for existing buildings.



New development – New development between Chicago and Paw Paw Drives shall be low to moderate density residential housing (3-6 units per acre) that first and foremost is designed to minimize impacts on the fragile wetland environment of this area. Secondly, the urban design of the residential developments shall draw heavily on the prevalent residential characteristics of the surrounding neighborhood. And thirdly, the private sector shall partner with the public and non-profit sectors to insure that the fragile natural features of this area are protected in perpetuity.

Redevelopment scenarios – The SE corner of Chicago Drive and Waverly Road is currently developed in the form of the Cedar Village Mall that includes a K-Mart as an anchor store along with a Family Fare grocery store and other smaller commercial store front businesses. This commercial development which is approximately 20 years old is “tired” and is experiencing high rates of tenant turnover.

One way to rejuvenate this commercial center is to simply remodel the interior and exterior of the stores so they look “fresh” and new like the brand new commercial developments being constructed on the north side of town. This method may work for a while, but this Plan believes this area could also benefit from more dramatic redevelopment approaches as suggested in the attached Chicago Drive/Waverly Road Master Plan Studies.

Plan A (shown below) shows the entire Cedar Village Mall area being redeveloped into a mixed-use development that includes forty (40) residential town home units along the east property line; four 19,000 s.f. retail buildings centered on a central plaza area; a two-story 22,000 s.f. office building in the SW corner of the site; two 10,000 s.f. retail buildings along Chicago Drive and a 5,000 s.f. restaurant site. Vehicle access would be limited to three streets and a street connection would be provided to the property to the east.

The two central concepts of Plan A are its focus on creating mixed-use “places” and having a large amount of green space used in an organized manner. The Plan shows two major places with one being a plaza area surrounded by the four 19,000 s.f. retail buildings. The confluence of vehicle and pedestrian traffic through this plaza area along with retail uses that would certainly spill out into the plaza would make this an active and exciting location. The “Village Green” place, although not as powerful as the plaza place would provide a great mixing space for the area residents and the office and retail employees of the commercial part of the development.

The very large amount of intentional green space provided in this Plan would be a welcome relief to the “sea of asphalt” that currently predominates the site. Whether or not this amount of landscaping could actually be supported by the commercial and residential aspects of the plan remains to be seen.

The retail stores and restaurant site along Chicago Drive are situated in high visibility corridors and coupled with their fairly typical lot layouts should perform well. The office building along Waverly Road is also highly visible and given the location near the intersection of Waverly Road and Chicago Drive should also perform great.

While the wholesale implementation of this Plan may likely not happen, it is useful in that it dares to explore the complete redevelopment of the Cedar Village Mall and introduces a mixture of land uses, the idea of “place”, and includes a large amount of intentionally allocated and designed green space.



Plan A

Plan B is perhaps a more practical alternative approach to the redevelopment of the Cedar Village Mall. This Plan shows the basic preservation of the mall buildings and parking lot layout and includes the removal of most current outlot buildings along Chicago Drive and Waverly Road. These building removals, although probably difficult from an economic point of view will vastly improve the visibility of the core mall buildings and greatly increase perimeter landscaping, green space and on-site storm water management.

The Plan suggests a complete remodeling of the core mall buildings with building additions along the main east-west driveway into the mall area to create a more pedestrian scaled “Main Street” feel. The proposed building additions may even be extended further west toward Waverly Road to create even more of a downtown feel if adequate visibility may be maintained to the interior retail spaces in the SE corner of the site.

The main east-west street will be converted into a landscaped boulevard that will provide a vehicle and pedestrian connection to the residential development located to the east. Also, the many driveway access points onto Waverly Road and Chicago Drive will be consolidated to improve traffic flow into and out of the site.

The main drawback to this Plan is its continued emphasis on retail and office commercial uses with no inclusion of the residential spaces that otherwise would work in concert with the commercial uses to produce a high energy place that is full of vitality and a 24/7 sense of spirit. This Plan should be amended to include some higher density apartments or condominiums either as extensions to the retail buildings along the east-west street, or as upper floor additions to the existing commercial retail buildings.

Regardless of the design/development approach ultimately used for this area, the following principles for evaluating redevelopment proposals are vital: The project needs to be mixed use; it requires a high level of connectivity both for pedestrian and vehicular use; and it is critical that the project includes a much higher amount of intentionally designed green and public open spaces.

Vehicular and pedestrian connections – The Chicago Drive corridor area is characterized as being highly fragmented from a land use and access point of view. The only public right-of-ways that traverse the area are the major corridor streets – Chicago Drive and Waverly Road, which means that with the exception of the Cedar Village Mall area, the only way that someone traveling in a vehicle may move from one business to another is by accessing the major streets. Because of this dire lack of connections, this Plan seeks to create more linkages and connections for vehicles and pedestrians throughout the entire corridor area between the Macatawa River and Paw Paw Drive.

Specifically, this Plan promotes the goal that all new residential development shall have multiple access points for vehicles and pedestrians to and from adjacent street right-of-ways and large privately owned public accessible properties such as the Cedar Village Mall. It is critical to have multiple access points to help insure that new development is connected to the “tissue” of the larger neighborhood, which increases the quality of life for residents and increases the likelihood of the development being successful because it is a part of a larger neighborhood.

Parks, Recreation and Wellness Activities – While the existing Chicago Drive corridor is highly auto-related and this Plan encourages the branding of this corridor as the “Auto Mile”, there are very significant recreational and trail opportunities that need to be further developed for this area. As noted earlier in this Plan, the Macatawa Greenway Network will run its main artery trail through this area along the banks of the Macatawa River. This Plan suggests that the current cement reclamation plant on the north side of Chicago Drive near the river come into public ownership and be reclaimed as a new “Doorway Park to the River”. This new park to be developed by the City in coordination with the Macatawa Greenway Partnership and the Ottawa County Parks Commission will have wellness trails, a parking area and potentially seasonal vendors providing food, beverages, and other convenience items to users of the Greenway Trail.

Another vision for better connecting the Holland Heights neighborhood into the large somewhat undeveloped area between Chicago and Paw Paw Drive is to create a new access point off from Paw Paw Drive somewhere in the vicinity of the Dartmouth or Cam-



Plan B



US-31 between 8th and 16th Streets

bridge Avenue intersections. This new access point may lead to a new “community green” that should be located at the bottom of the slope. The vision of this new community green would be to interface between the likely residential development to the west and the privately owned open space and public owned Paw Paw Preserve area to the east. The “green” could be used for a wide variety of activities, but should especially be targeted for use by the immediate surrounding neighborhood and the larger Holland Heights neighborhood.

Waverly Road/US-31 Corridor

Streetscape and Highway Improvement Plans - This corridor stretches for 1 ½ miles between 8th and 32nd Streets and for purposes of this Plan extends from the west side of US-31 to ¼ mile east of Waverly Road. US-31 is a 200 foot wide four-lane limited access divided highway that handles between 31,000 and 39,000 vehicles per day along this stretch. The highway is functional although lacking in landscaping that would make the travel experience a little more interesting.

US-31 has recently been “improved” within this portion with the MDOT repaving the highway and improving the bicycle and pedestrian cross walks at the cross streets. Ultimately, if sprawl type development continues throughout the greater Holland area this highway will

need to be reconstructed into either a freeway or a six-lane limited access highway/boulevard, with a well landscaped boulevard with curb and gutter being the stated preferred option of the Planning Commission and City Council. The vision for a boulevard section should also include retaining the ability to construct a mass transit component, possibly in the form of light rail for sometime in the future, and having a bicycle trail component located within the right-of-way. Indeed, the MDOT is beginning to move forward again with plans for the future US-31 bypass project between Holland and Grand Haven that includes the reconstruction of the existing US-31 right-of-way.

Waverly Road is a fairly typical four and five-lane arterial street that offers direct access to the adjacent properties. This street was improved from a two-lane rural type road to the current design about 10 years ago and there are no plans for any further improvements to the street. Although there are no plans for further improvements to Waverly Road, neighborhood residents and this Plan advocate for Waverly Road to be reconstructed as a landscaped boulevard whenever major improvements are next needed for that major street (see page 23 for potential vision). The conversion of at least the section between 8th and 16th Streets to a boulevard will do wonders for making this street more livable for the surrounding residential neighborhood as well as adding some much needed visual relief and interest to this otherwise very wide and busy major arterial street.

Land uses - The land uses along the corridor are mixed with the section between 8th and 16th Street being primarily single and two family residential in character. The residential neighborhood in this area is strong although it is feeling the pinching effects of US-31 on the west and Waverly on the east. It is mainly road noise that is impacting the quality of life of this residential area and the residents desire and this Plan advocates for the City to mitigate these noise levels by providing berms and landscaping along Settlers and Waverly Roads. While there is a large car dealership along the 8th Street frontage and office type commercial exists between 14th and 16th Streets, this Plan and the residents of the area advocate for those land uses to not expand into the residential area.

The section of this corridor between 16th and 24th Streets is commercial in nature, auto oriented in focus,



Home on 10th Street between Settlers and Waverly Roads



Waverly Road south of 24th Street

and covered with a high percentage of impervious surfaces. Similar to the Chicago Drive corridor, these commercial businesses cater to commuters and customers on a more regional scale. The businesses in this stretch are by in large successful, however, there is a higher level of commercial tenant turnover in the Holiday Plaza area vs. other areas of this corridor.

The section of this corridor between 24th and 32nd Streets transitions from commercial uses along 24th to industrial office and industrial research and development uses to more general industrial uses along 32nd Street. There is also some vacant land on the east side of Waverly Road at 24th Street and a commuter branch college located adjacent to the JCI research and development center.

New development - New development in this corridor will be somewhat limited because there are only a few parcels totaling about 37 acres that remain undeveloped. The fortuitous condition regarding these parcels is that they are adjacent to each other and located at the NE and SE corners of the 24th Street and Waverly Road intersection. Due to the fact that Grand Valley State University and Davenport University both have branch campuses located immediately north and south of the undeveloped parcels, and due to the fact that Johnson Controls has a major research and development center located south of the Davenport University campus, this Plan suggests that these undeveloped properties be developed for additional collaborative education/research uses along with supportive housing and retail/service commercial uses.

This 24th Street and Waverly Road area especially on the east side of Waverly is characteristic of suburban office park developments with large open lawn and parking lot areas. Any new development in this area should be more compact in form and timeless in style and materials. It should also provide vehicular and pedestrian connections to adjacent properties, and should seek to create a sense of “place” instead of creating a typical isolated suburban type development.

Redevelopment scenarios - The large highway commercial strip area between 16th and 24th Streets and US-31 and Waverly Road is one of the oldest highway commercial developments in the City. The Wooden Shoe Restaurant, Factory, Tap Room, and Motel were quite the destination for locals and tourists alike over the years, but now that operation is only a shadow of itself. The disjointed and “older” appearance of many of the properties in the area vs. the “new” look and appeal of the new commercial developments on US-31 in Holland Township leaves this area at a large competitive disadvantage. This is not to say that some of the properties and businesses are not in top form, because a few of them continue to expand to meet growing demand and continue to buff up their buildings and properties to remain high in appeal.

There are market forces at work though that are driving this area down, and without large-scale cooperation between property owners to catch a vision of what this area may be, this area will continue to decline. A loud warning signal is ringing right now with Menards beginning to develop the SW corner of 16th Street and US-31 for a new flagship store that is set to open in 2007. Menards will subsequently cease operation at their current location, which will create a huge void in the amount of traffic going to the Holiday Plaza, which may have a ripple effect on other area businesses. On the other hand, the development of the new Menards may have a spin-off effect of pumping new interest and investment into the large scale or more likely small incremental redevelopment of the subject area.

Using the design talents of Design Plus, an exercise was conducted to explore what a full site redevelopment might look like. The two plans for the potential redevelopment of this area envision its complete re-



Corner of Waverly Road and 24th Street



Grand Valley State University Campus

development. Plan A shows the entire area located between 16th and 24th Streets and US-31 and Waverly Road being redeveloped into a 400,000 square foot mixed retail and office commercial development consisting of twelve (12) new buildings ranging in size from 4,000 square feet to 50,000 square feet. The Plan provides 2,700 parking spaces, which is quite a large amount that equates to approximately one space per 150 square feet of building area. This Plan includes strong unifying elements in the form of a central “main street” that runs north and south between 16th and 24th Streets; two “village green” areas that serve as the focal points and gathering places for pedestrians and commercial activities that may spill out into these pedestrian spaces; and a large amount of tree plantings and landscaping both around the perimeter and interior areas of the block.

Starting at 16th Street and working south, the two 4,000 square foot buildings show where stand alone restaurants may be located with a very high level of visibility from 16th Street. Two 44,000 square foot retail buildings are then located south of the restaurants and include large parking lots on the north side of the buildings. These buildings are large enough to ac-



Plan B

commodate a grocery store or a typical large national retailer. South of these buildings are two 32,000 square foot buildings that could be used for a wide variety of commercial uses and which form the southern boundary of the north “village green”. The angular form of these buildings provide niches for outside activity areas such as a café and potential recreational areas to play boules or some other outside game.

Next are two 36,000 square foot buildings and two 50,000 square foot buildings that are also angular in form, provide for a wide mixture of commercial uses including restaurants, and frame the south “village green” area. Rounding out this Plan A redevelopment scenario are two 37,500 square foot retail buildings located along the 24th Street frontage. Vehicle access to the entire site would be limited to one access point each from 16th and 24th Streets and two access points off Waverly Road.

The strength of this Plan lies in the urban form and the unifying elements that create a place that has much more value for the customers in terms of their “experience”, as well as the property owners, investors and business owners as they will see their “dated and tired” investments completely rejuvenated and now



Plan A



10th Street viewing US-31

able to create synergistic relationships for greater returns on investment. Also, the proximity of this area to the new Menard's development that is occurring on the west side of US-31 along with the residential development that continues to occur east of Waverly Road in the City and in Holland Township may provide the spark of demand to start some of this commercial redevelopment.

Plan B shows the entire subject area being redeveloped into a 320,000 square foot mixed retail and office commercial development consisting of sixteen (16) new buildings ranging in size from 4,000 square feet to 31,800 square feet. This Plan includes much more landscaping along the US-31 frontage than Plan A with focal points and pedestrian paths integrated into the 150 foot to 200 foot wide greenspace buffer area. The two primary access points into the development are off from Waverly Road and a "ring road" encircles the perimeter of the development. There is a central vehicular corridor that runs through the middle of the development from north to south, but this is not a particularly strong element as it is meant to mainly provide access to parking court areas.

Similar to Plan A, there are two 4,000 square foot buildings located along the 16th Street frontage that enjoy a very high level of visibility. Behind these two buildings there is a 36,000 square foot big box store that has a large amount of parking located to the west, east and south. There are then two 20,400 square foot "L" shaped retail buildings that share a large parking lot with the 36,000 square foot building to the north.



Settlers Road at 10th Street

Next comes one of the primary access boulevards off Waverly Road that is generously landscaped and provides parking to the south side of the 20,400 square foot retail buildings and parking to the two 26,400 square foot buildings located to the south. One of the unique features of these two 26,400 square foot buildings is drive through access from the north to the south side of the buildings. To the south of these buildings are two 15,000 square foot buildings and one 31,800 square foot building. These retail buildings encircle a central parking court and the largest of the three buildings that are situated with US-31 visibility has a large plaza area that would provide great outdoor seating for a restaurant.

Next comes the second boulevard access street off from Waverly Road that also includes well landscaped parking areas. The south 1/3 of the development is comprised of seven retail/office buildings ranging in size from 15,000 square feet to 22,600 square feet with two central parking court areas. The design of these buildings provide some



Holiday Plaza area



Holiday Plaza area

niche areas similar to Plan A that may be used for outside seating and café areas as well as small recreational areas.

Plans A and B do a great job of providing a vision of what may occur with the complete redevelopment of this block area located between 16th and 24th Street and US-31 and Waverly Road. However, one may point out that there likely is not a demand for 300-400,000 square feet of new retail and office space in this location and maybe there needs to be a large dosage of residential uses mixed into these development scenarios to make it more realistic. Additionally, maybe only 30-50% of this vision gets ultimately implemented, but the important thing is that a vision other than the disjointed status quo is established for people to work towards.

Very similar to the potential redevelopment of the Cedar Village Mall area, whatever ends up being developed by the private sector for this area needs to be mixed use; have a high level of connectivity both for pedestrian and vehicular use; be human scaled, and include a high amount of intentionally designed green and public open spaces. Additionally, any redevelopment efforts must address the following design criteria: address outdated buildings that lack orientation; need for a better defined vehicular/pedestrian circulation system between adjacent land uses; create better visual access into the commercial sites from major roadways; provide screening of building service areas; and mitigate rear building facades as they address major thoroughfares.



Waverly Road between 8th and 16th Streets

16TH/ 24TH STREET COMMERCIAL DISTRICT

- Address outdated buildings lacking orientation.
- Need of better defined vehicular/ pedestrian circulation system between adjacent land uses.
- Create better visual access into commercial site from major roadways.
- Provide screening of building service areas.
- Mitigate rear side building facades as they address major thoroughfares.



Vehicular and pedestrian connections – Although US-31 on the west and Waverly Road on the east form large barriers towards connecting the strip of land in between these streets to the larger Holland Heights neighborhood to the east, this area is better connected to the adjoining neighborhood than the Chicago Drive corridor. The section of neighborhood between 8th and 16th Streets is primarily residential in character and local streets (10th, 11th, 12th, 13th and 14th) provide direct access to homes. These same local street right-of-ways provide the vehicular and pedestrian access out of this smaller neighborhood to Settlers and Waverly Roads, 8th and 16th Streets.

Vehicle access onto Settlers Road is safe and convenient, but access from Settlers Road onto 16th Street is limited to right turn only right at the 16th Street intersection with US-31. Access from Settlers Road onto 8th Street is not legally limited, however due to the location of the Settlers Road and 8th Street intersection being very close to the US-31 right-of-way, left turns during most times of the day are not realistic proposals. Residents of this neighborhood have learned that the safest way to access east bound 16th Street and west bound 8th Street is via Waverly Road.

Waverly Road is a four-lane street between 8th and 16th and it widens out to five lanes at those intersections. While a middle fifth lane may provide an additional safety factor for motorists turning left, the downside is that it would widen an already wide street by at least 15 feet and further reduce the lawn areas of homes on Waverly along this stretch and place the vehicles that much closer to the homes. Pedestrian connections from this small neighborhood to the adjoining neighborhood are limited to the intersections, but these connections are fairly safe even though pedestrians must cross the wide arterial streets.

Vehicular and pedestrian connections from the corridor area between 16th and 24th Streets and US-31 and Waverly Road to the adjoining area are abysmal. There simply are no public streets located within this block and the only public sidewalk is located along 16th and 24th Streets. Vehicle access to the very fragmented



Potential vision for US-31 landscaping

commercial properties is via individual driveways with the exception of two shared driveways off 24th Street to access the entire Holiday Plaza area and a shared driveway off Waverly Road that ultimately provides access to several properties via parking lot connections. Thus the redevelopment scenarios of the previous section place a very high emphasis on creating new vehicular and pedestrian connections that traverse this entire area and provide unimpeded and convenient access to all of the properties.

Vehicular connections from the corridor area between 24th and 32nd Streets and US-31 and Waverly Road to the adjoining area are better than the previous area, although it is still disjointed. What helps this area is that the individual properties are larger in size and owned by larger firms such as JCI and Holiday Inn that made sure access to and from their sites was planned out in advance. Windcrest Drive off 32nd Street provides public access to roughly the south 25% of this area. The only public sidewalks in this entire area are along the north side of 32nd Street.

Overall, this US-31/Waverly Road Corridor is fragmented in its development pattern and the transportation network, although it could be a whole lot worse. Pedestrian and vehicle connections for this corridor may be improved with the following:



Calvin College East Beltline Pedestrian Bridge

Pedestrian access within and connections through this corridor area have much room for improvement. The pedestrian connections across US-31 are at grade and while they are arguably safe, they certainly do not feel safe for the users. With US-31 traffic counts on the increase and projections showing nothing but increases into the future, this Plan calls for an elevated pedestrian connector over US-31 to be located somewhere between 8th and 24th Streets. With the prospect of US-31 becoming even wider in the future to meet the increase in traffic, an elevated pedestrian connector becomes almost paramount to keep the Holland Heights neighborhood connected to the rest of the City in any form of a meaningful way. This Plan calls for the construction of such a connector at the same time US-31 is either reconstructed as a six (6) lane boulevard or as a freeway through the City.



Vision for US-31 or Waverly Boulevard landscaping

This Plan also advocates for US-31 to be improved with pedestrian/bicycle paths outside of the motorized vehicle portion of the right-of-way as a safe and convenient way of providing access to the south and north sides of the City and to begin transforming US-31 into a multi-modal transportation route.

As noted, sidewalks are not very prevalent in the area and are limited to one side or the other of the major streets. This Plan calls for the eventual construction of sidewalks on both sides of all streets, including the local streets.

Landscaping and buffering – Current State regulations basically prohibit the planting of trees, shrubs and other vegetation in the US-31 right-of-way out of safety concerns for the motoring public. However, this Plan calls on the State to allow the planting of additional vegetation near the outside edge of the right-of-way at distances that are considered safe in an effort to make the corridor more aesthetically pleasing.

During the course of the “kickoff” neighborhood meetings held in the spring of 2004, many residents of the 10th to 14th Street neighborhood along US-31 noted their desire to have the west edge of the Settlers Road right-of-way along with a portion of the US-31 right-of-way to be built up with a landscaped berm that would provide both a visual and noise barrier for the residential area to the east. This Plan formally calls for such a berm to be constructed as soon as funding becomes available, but no later than when US-31 is improved to handle additional capacity.

The residents of this area also called for landscape screening and/or buffering to be placed along the Waverly Road frontage to make those residential properties more livable.

16th/24th Street Corridors

Streetscape and Highway Improvement Plans – The 16th Street corridor stretches for approximately 1 ½ miles between US-31 and Quarterline Road, and the 24th Street corridor extends 1 mile from Waverly Road to Country Club Road. 16th Street is a four-lane landscaped boulevard between Waverly and Country Club and handles approximately 9,000 vehicles per day in that section. 16th Street between Country Club and Quarterline Road is a two-way four lane street. This street was completely reconstructed approximately 8-10 years ago and has been a great gateway street not only into the Holland Heights neighborhood, but also the entire City.

24th Street is a two lane rural type street between Waverly and Country Club Roads that handles about 3,100 vehicles per day. While the City has no plans at this time to improve this street, a portion of it will be reconstructed in conjunction with the development of the Cottage Grove development to install public utilities.

Land uses - The land uses along the north side of 16th Street between US-31 and Country Club Road are composed primarily of apartment residential uses with commercial located between US-31 and Waverly Road and some office commercial uses located just east of Hope Avenue. Single family residential along with a large church are the primary uses on the north side east of Country Club, although an intensive nursing home use has been approved in this area. The land uses along the south side of 16th Street are retail and office commercial in character in the form of Meijer, Mercantile Bank, 5/3 Bank and Wendy's along with the large City-owned Van Raalte Farm.

The land uses along the north and south side of 24th Street between US-31 and Waverly Road include restaurants, two hotels, and a couple retail businesses. The section between Waverly and Country Club Road includes 15 or so single family homes, the large Van Raalte Farm, two approximately 20 acre vacant properties and the vacant property planned for the future Cottage Grove development.

New development along 16th Street – Although most of the land in this corridor has already been developed, there are approximately 80 acres that remain to be developed in this corridor. About 30 of those acres are located east of Meijer on the south side of 16th Street and this Plan calls for that area to develop in a compact, pedestrian scaled, mixed-use format with some retail and office uses located on 16th Street and a variety of housing types located back off 16th Street.

New office commercial development is the preferred type of use for the north side of 16th Street between Hope Avenue and Ridgeland Apartments. This new development must also respect the existing residential neighborhood with careful attention paid to site planning issues. Small residential infill projects may occur on the few vacant properties located between Ridgeland Apartments and Country Club Road.

The larger developable area on the north side of 16th Street between Country Club and Quarterline Roads is similar to the area east of Meijer in that it should be developed in a compact manner with a mixture of commercial and residential land uses. Preferably, retail uses will be clustered near the corner of 16th Street and Country Club as that intersection serves as a



Apartment on Stratford Way



Mercantile Bank



Neighborhood commercial at 16th Street and Country Club Road



Open land south of Mercantile Bank



24th Street east of Waverly Road

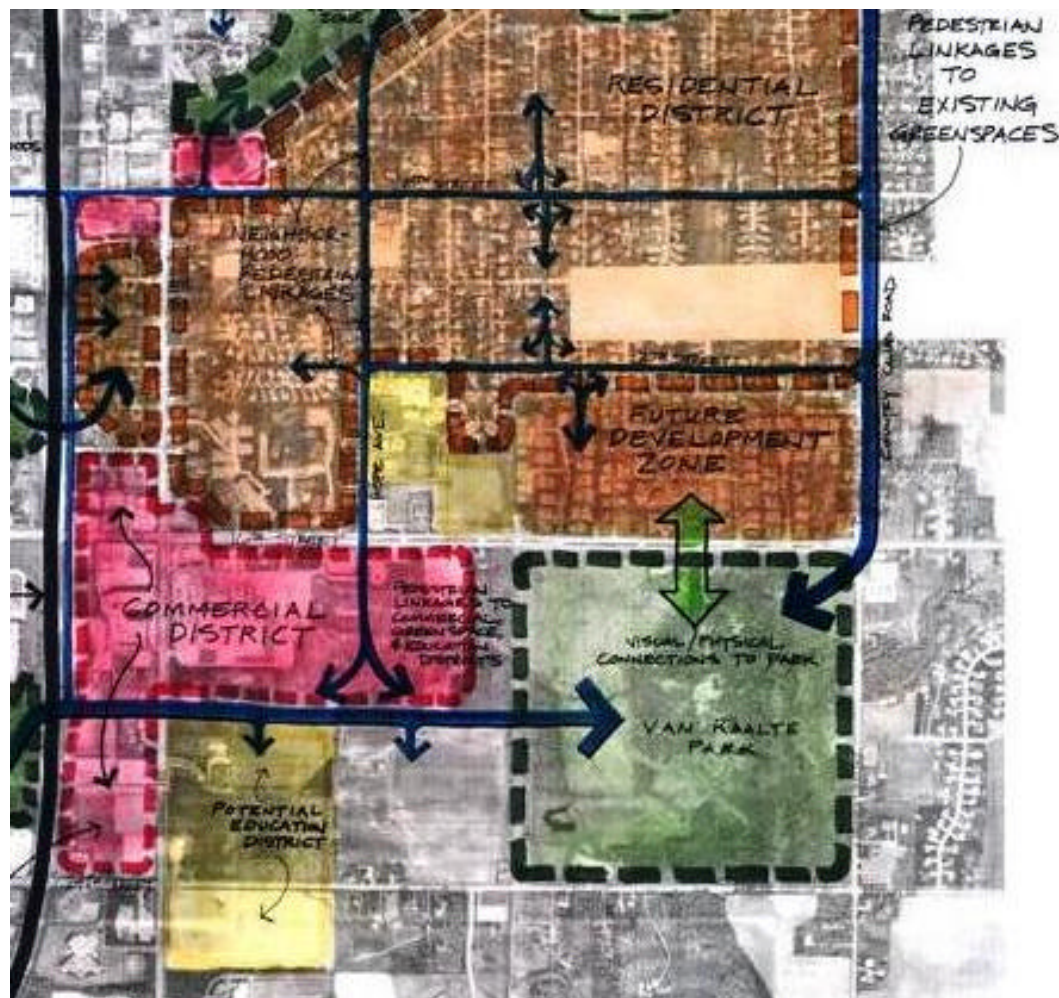
gateway into the Holland Heights neighborhood to the north. The clustering of retail at this location should also eliminate the potential “strip malling” of this portion of 16th Street.

New development along 24th Streets – As previously noted, this Plan calls for the development of the Waverly Road and 24th Street intersection area as a potential educational oriented development. This district builds off the existing post-secondary institutions in the area along with the research and development function of JCI.

This area could also serve as a “flex area” that allows the adjacent industrial R & D uses to flex northward to 24th Street, allows the residential uses of the planned Cottage Grove development on the north side of 24th Street to flex to the west, and allows the commercial uses on the west side of Waverly to flex to the east.



Mercantile Bank future street



The land immediately south of the Van Raalte Farm is used for large lot residential purposes and this Plan over time calls for the eventual densification of this land to more typical single family residential densities as found in Holland Heights.

Redevelopment scenarios – This Plan calls for the eventual redevelopment of the Stratford Way and Abbey Court high density apartment areas into owner occupied condominiums. The 16th Street frontage areas may possibly convert to residential live/work buildings, or they may be removed to make way for a townhouse/rowhouse development that would create a much better urban form along the north side of 16th Street across from Van Raalte Farm. Redevelopment of this apartment area may also include the selective removal of some apartment buildings to provide park land/green space opportunities for residents, and/or to make way for new residential infill opportunities that are geared towards home ownership instead of rental.

Vehicular and pedestrian connections – While the residential neighborhood area immediately north of 16th Street and west of Country Club Road is well connected to 16th Street and the larger residential area to the north, the area between 16th and 24th Streets does not have a single public street that provides access to the interior portions of this land area. Hope Avenue is planned to extend south from 16th Street possibly down to 24th Street as a way to develop this area in the future, but that will be driven by private development interests as the City does not own any right-of-way in that area. Mercantile Bank has constructed a private “stub street” that provides access to their bank facility on the south side of 16th Street. This street is designed to public standards should the bank ever want to dedicate it to the City. If Mercantile Bank decides to extend this street, it could provide needed vehicle access to this land area west of Van Raalte Farm, including potential street connections to the proposed Cottage Grove neighborhood located north of 24th Street, and the Meijer property located to the west. Because these potential street extensions and connections are critical to the future quality development of this area, the City should highly encourage and if need be help support the construction of these streets.

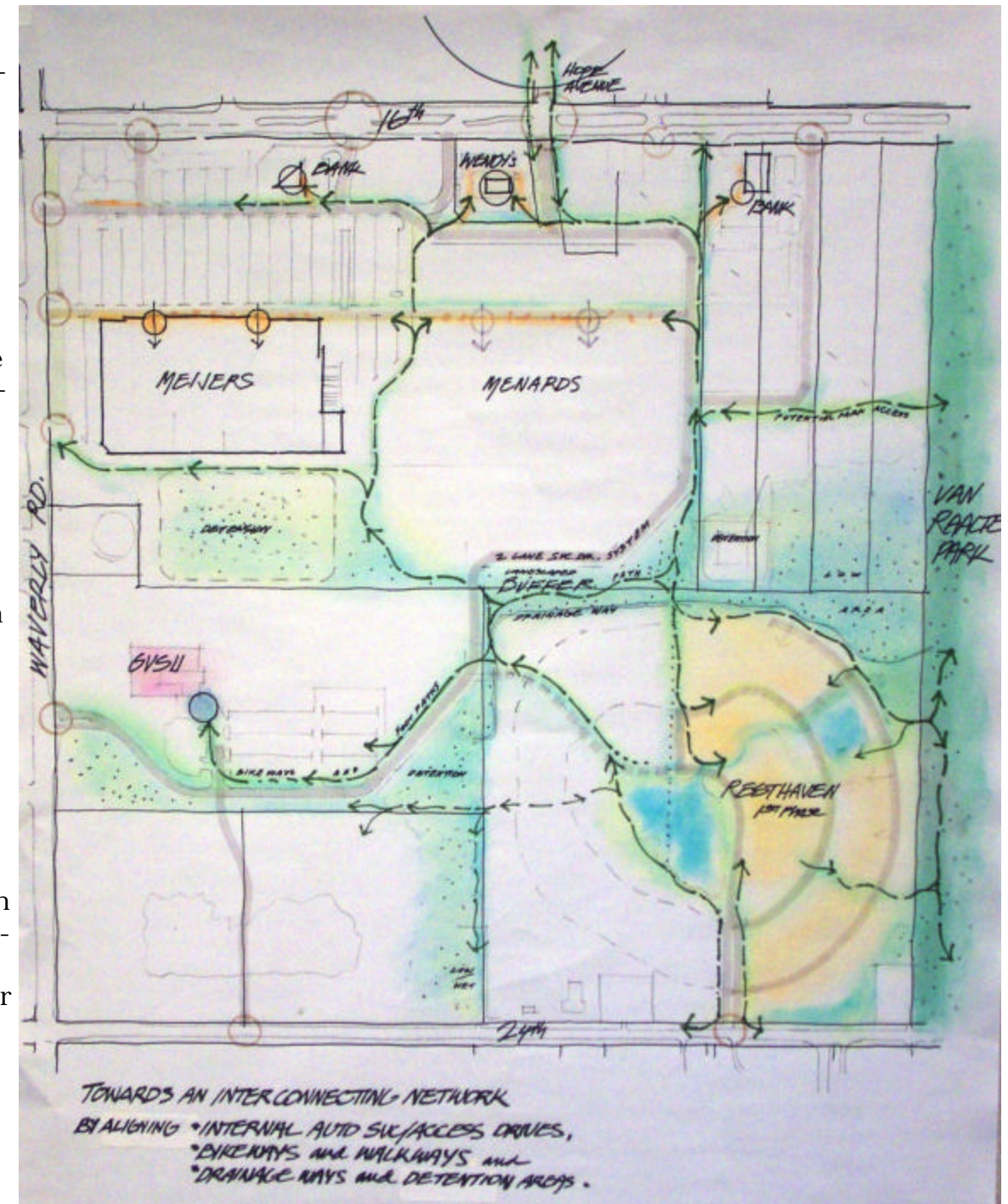
The area immediately north of 16th Street and east of Country Club Road is unplatted so it also lacks any public street penetration into that area. As land development occurs in this area, the City should require that public streets be constructed and extended in preferably a grid like pattern to ensure the new neighborhood development is not only properly connected to the street network for transportation purposes, but also connected and present to provide for a proper urban neighborhood form that augments the social interactions that create neighborliness and community.

Public sidewalk connections from the 16th Street sidewalk system into the adjoining neighborhood areas, which on the north side of the street between Waverly and Country Club Roads are located at fairly regular intervals is limited to just Waverly and Country Club on the south side of the street. When potential new streets such as the Hope Avenue extension and Mercantile Bank's street are dedicated, the public sidewalk system that will be adjacent to those streets will be added to the system to make those areas much more pedestrian friendly. Because there are no public streets east of Waverly Road on 24th Street, there are no public sidewalks in that corridor except along the north side of 24th Street. The same holds true for the north side of 16th Street between Country Club and Quarterline Roads where the only public sidewalk is along the north side of 16th Street and along Country Club and Quarterline Roads. As new streets come into the system, the City should make sure that the sidewalk system is also in place to ensure that pedestrians may safely get from one point to another.

Parks, Recreation and Wellness Activities – Another form of pedestrian connection in this corridor area are the large number of pedestrian trails that traverse the Van Raalte Farm, and the private sidewalks that stem off from 16th Street into the adjacent developments. As new developments are planned for the west side of Van Raalte Farm, this Plan advocates for the integration of private trails from those developments into the Van Raalte Farm trail system as a “win-win” method of flexing and breathing the park trail system into the adjacent private development and the private development into the park trail system.

This Plan calls for a public/private partnership between the City, Grand Valley State University (GVSU), Meijer, the Ottawa County Drain Commission and other private property owners to develop a new ½ plus mile trail along the north edge of the property currently owned by Resthaven Patrons, the southern portion of the Meijer property, and the GVSU campus that will provide a trail connection from Waverly Road to Van Raalte Farm. This trail will be located adjacent to an existing drainage course that is planned to be “improved” to better handle the storm water runoff from those same properties.

This Plan boldly advocates for the development of an interconnected system of wellness/fitness trails that incorporate portions of the Paw Paw Preserve, Van Raalte Farm, Holland Heights School Park and selected sidewalk segments in between. Due to all of the natural park areas in the neighborhood and the extensive sidewalk system, Holland Heights has the potential to become the best outdoor oriented neighborhood in the entire Holland/Zeeland area. Wellness and fitness trails could be seamlessly woven into the existing neighborhood, and such trails could easily connect into the bicycle/pedestrian trail systems of the adjoining townships. Such a network of trails would be a great amenity for the neighborhood, it would get people out and about to places where they may have never been before, it would foster more social interactions between the residents, and hopefully create more pride and ownership in the Holland Heights neighborhood (see Community Facilities Map on page 11).



Master Plan Land Use Plan Map Amendments

Chicago Drive to Paw Paw Drive

This Plan proposes a new Special Planning Area #6 (SPA 6) district for the Cedar Village Mall properties along Waverly Road and the strip commercial properties on the south side of Chicago Drive from the intersection with Waverly Road east through the Speedway Gas Station. The intent of this SPA 6 planning district is to set a vision for the redevelopment of and reinvestment in this commercial mall area to be a mixed-use neighborhood center. See the discussion on Chicago Drive redevelopment scenarios on pages 16 and 17.

The existing Community Commercial planning designation continues along the south side of Chicago Drive to approximately 500 feet west of the Macatawa River where a much expanded Public Park planning designation then continues east to incorporate the existing Paw Paw Preserve. On the north side of Chicago Drive the Community Commercial planning district will continue to exist from Waverly Road east to the River where the Plan calls for the creation of a new Public Parks district on the current cement reclamation business property. The Plan also shows a linear Public Parks strip along the south side of the Macatawa River as a way to support the expansion of the Macatawa Greenway trail system along the river.

Paw Paw Drive Corridor

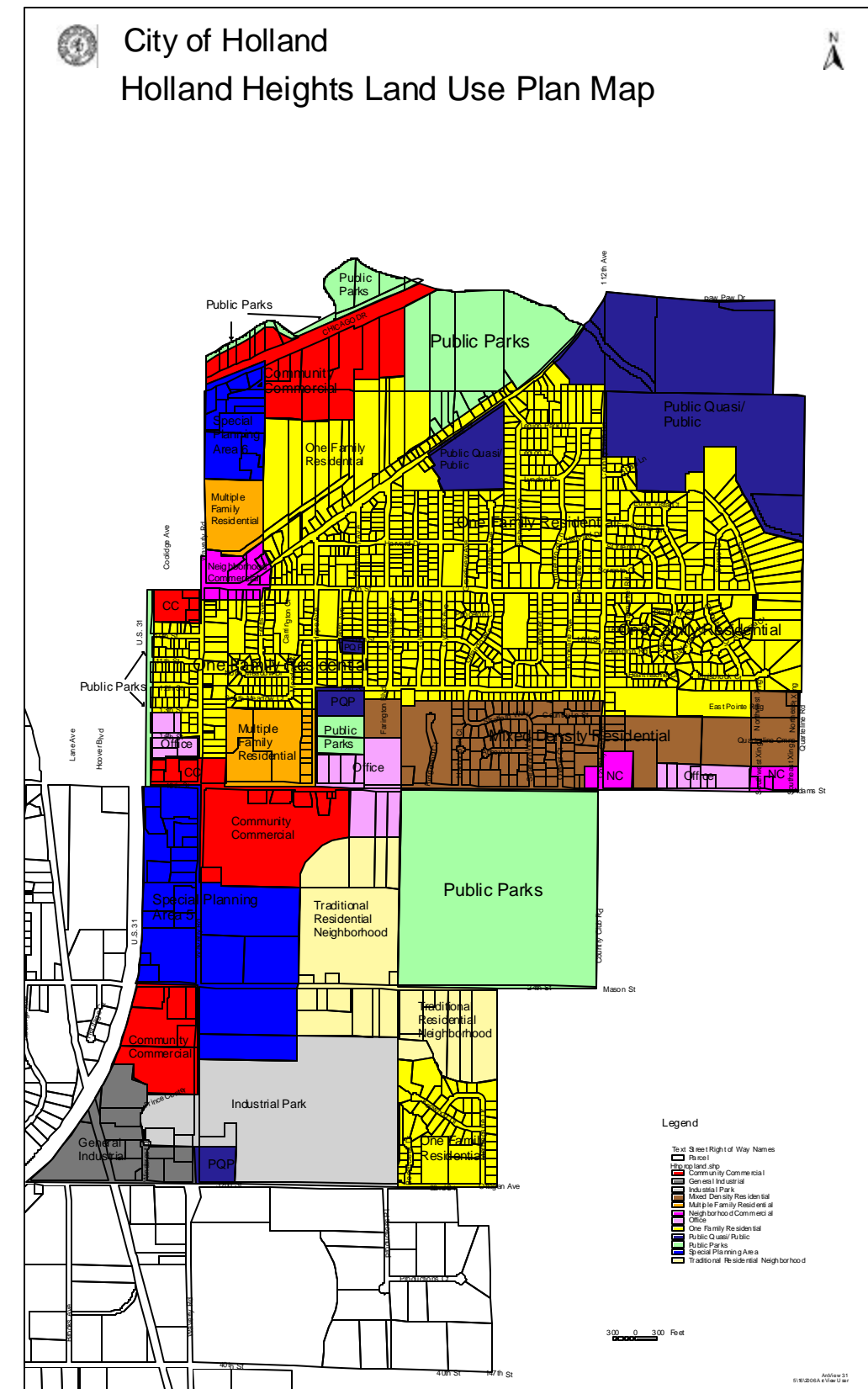
The Neighborhood Commercial area at the intersection of Paw Paw Drive and 8th Street has been expanded by almost 50% to include portions of the frontage properties on the south side of 8th Street from Waverly Road to Ferris Avenue and is extended east to include properties at the "Y" that are already zoned C-1 Neighborhood Commercial District and is extended one property east on the north side of Paw Paw Drive to accommodate a planned expansion for the veterinary clinic. The privately owned Restlawn Cemetery is currently planned for One Family Residential uses, but a better planning designation would be that for Public/Quasi - Public uses as the property is open for anyone to visit the burial plots and the cemetery acts as a quiet passive open space for residents of the surrounding neighborhood to use for walks.

Waverly Road and US-31 Corridor

The Community Commercial, One Family Residential and Office planning designations along Waverly will be retained with the exception of expanding the One Family Residential district to include the east 1/3 of the block located between 13th and 14th Street and Waverly and Settlers Road. This Plan strongly advocates for the residential neighborhood located in this area to be protected from any commercial expansion from the north and south.

In an effort to improve the quality of life for the neighborhood along Settlers Road and US-31, this Plan creates a new linear Public Parks strip that incorporates the Settlers Road right-of-way. This plan district is provided to point the way towards the eventual improvement of this area with berms, landscaping and a new potential trail that forms the basis of a new neighborhood wellness trail.

This Plan proposes a new Special Planning Area #5 (SPA 5) district for the properties located between 16th and 24th Streets on the west side of Waverly, and the lands located south of Meijer on the east side of Waverly down to and including the Davenport University campus. The intent of this SPA 5 district for the area located between US-31 and Waverly Road and 16th and 24th Streets is to set a vision for the wholesale or even partial redevelopment of this area in an urban main street style with a broad mixture of land uses that includes residential. See the discussion on Waverly Road/US-31 redevelopment scenarios as noted earlier in this Plan.



The land located south of Meijer on the east side of Waverly Road down to and including the Davenport campus is included in the SPA 5 planning district as a type of “flex area” that may ultimately develop in a variety of different ways. This “flex area” includes TRN Traditional Residential Neighborhood influences potentially moving west from the previous Cottage Grove property, and any portion of this area that develops for residential purposes should follow the urban design and use principals of the TRN planning district. It is also possible that Community Commercial influences may move south along Waverly from Meijer, in which case emphasis should be placed on access management and connections to adjacent properties; and the proper siting, scaling and design of buildings and public gathering places and uses be them restaurants, office buildings, retail and service buildings, and public plaza areas, etc.

And finally, IP Industrial Park influences may migrate north from the Johnson Controls Tech Center area to encompass that portion of the SPA 5 that is located south of 24th Street. If Industrial Park development is to move north, it should be in the form of an industrial research and development facility with an emphasis on office uses instead of a standard production facility.

This Plan calls for an expansion of the Industrial Park planning designation along both sides of Waverly Road between 24th and 32nd Streets. Specifically, the Plan calls for the portion of Johnson Control’s property that is planned for Public/Quasi-Public Use to be changed to the Industrial Park designation, as well as changing the planning designations of Johnson Control’s Leadership Center office building property on the west side of Waverly from General Industrial to the Industrial Park designation, and changing the planning designation of the People Center facility and property from General Industrial to Community Commercial to subsequently allow that property to change from a corporate fitness facility to a privately owned athletic facility that will be open to the general public. The remainder of the industrial properties located west of Waverly Road on the north side of 32nd Street is slated to remain planned for General Industrial purposes.

16th Street Corridor

This Plan calls for a substantial amount of change along this corridor from US-31 to the east City limits at Quarterline Road. As previously noted, the south side of 16th Street between US-31 and Waverly is proposed to change to the SPA 5 district. The north side of 16th Street between US-31 and Hope Avenue is slated to remain the same with the Community Commercial and Multiple Family Residential district, while the Meijer frontage properties remain Community Commercial, except for the SE corner of the Meijer property that is planned to change to the TRN planning designation.

The north half of the Mercantile Bank property along with the north half of the 10 acre parcel immediately adjacent to Van Raalte Farm is slated to change to the OFF Office planning district, while the south one halves of those two same properties are proposed to change to the TRN district.

Switching back to the north side of 16th Street, the Office designation at the NE corner of Hope and 16th Street will expand slightly along 16th Street, but will be reduced north along Hope Avenue as a new Park designation is created for the Holland Heights School Park. The remainder of the 16th Street area east to Country Club Road is planned for the MDR Mixed Density Residential designation. Along with providing for a mixture of housing types, forms, scale and densities, the Plan calls for the eventual redevelopment of this almost entirely rental apartment area to a neighborhood that includes owner occupied housing opportunities in the form of single family homes and single family attached condominiums and townhomes. As redevelopment occurs in this area, an emphasis should be placed on extending the many cul-de-sac streets to the existing street system so this area over time becomes stitched into the greater Holland Heights neighborhood in terms of physical and social connections.

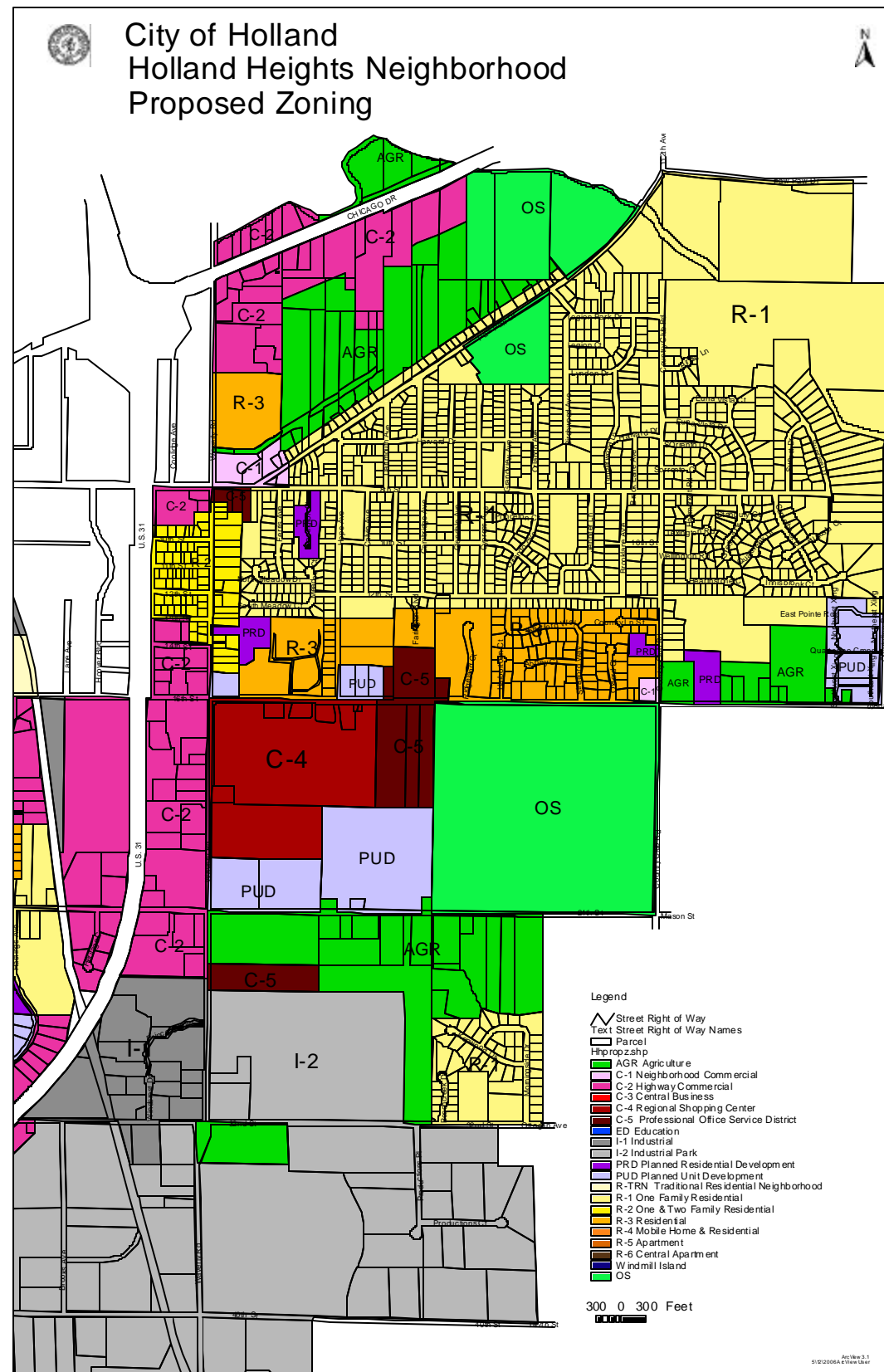
The demand for large scale office uses never really materialized along 16th Street per the vision of the 1992 City Master Plan. As a result, this Plan calls for the downsizing of the large Office planning designation between Country Club and Quarterline Roads. The Plan calls for a new NC Neighborhood Commercial planning designation to be located at the NW and NE corner of Country Club Road and 16th Street. This planning area should be limited to the immediate area around the intersection to prevent the “strip malling” of stretches of 16th Street. This nodal concentration of neighborhood commercial uses also then has a chance of becoming a gateway quality more pedestrian scaled commercial development when entering the City from the east, and when entering the main Holland Heights neighborhood area to the north.

The One Family Residential planning district is proposed to expand south from the Hearthstone Court and Innisbrook Court areas to pick up the northern portion of this area between Country Club and Quarterline Roads. A Mixed Density Residential district is then proposed for the central portions of this area that includes the existing Quarterline Crossings condominium development. A Neighborhood Commercial area is planned for the NW corner of Quarterline Road and 16th Street to coincide with the PUD Planned Unit Development zoning that already permits some retail and service type uses in that location. A small Office planning district is retained along the north side of 16th Street as there will be some continued demand for office uses in this area but on a much smaller scale as is proposed by this new Plan.

It almost goes without saying, but it should be trumpeted that the largest single property in all of Holland Heights, being the Van Raalte Farm retains its Public Park planning designation as the premier park in the City parks system.

24th Street Corridor

This Plan calls for some large changes along this corridor that includes the previously noted discussion regarding the SPA 5 District on the east side of Waverly along 24th Street. The previous Cottage Grove property on the north side of 24th Street that is currently planned for Multiple Family Residential uses is proposed to change to the TRN Traditional Residential Neighborhood planning district, which is completely in line with



the urban design of the Cottage Grove Planned Unit Development (the Cottage Grove PUD is still a valid development plan although the owners have cancelled the project). As noted in the 16th Street Corridor discussion, this TRN planning district is also planned to expand north to encompass the south half of the Mercantile Bank property and the 10 acre property adjacent to the east along with a portion of the excess Meijer property. This Plan envisions the expansion of a Cottage Grove PUD type neighborhood and its urban form into those areas.

The south side of 24th Street is slated to change from the One Family Residential planning district to the Traditional Residential Neighborhood planning district as those Agriculturally zoned and residentially used properties will likely convert to a much higher density area in the future when public utilities are extended to the area and those properties are forced to hook in to those utility systems. When that happens, this Plan wants to encourage the type of urban form and design as called for in the TRN district.

Proposed Zoning Ordinance Amendments

Zoning Ordinance Text Amendments

This Plan calls for the creation of a new OS Open Space zone district that is intended to preserve and enhance public and private open, natural, and improved park and recreational areas.

Zoning Ordinance Map Amendments

This Plan calls for the rezoning of the following lands to the specified zone districts:

- Rezone Van Raalte Farm, Paw Paw Preserve, and Restlawn Cemetery to the OS Open Space District
- Rezone 897 and 941 East 16th Street from the R-3 Residential District to the C-5 Professional Office Service District
- Rezone 370 Country Club Road from the R-3 Residential District to the C-1 Neighborhood Commercial District
- Rezone Restlawn Cemetery located at 994 Paw Paw Drive from the R-1 District to the OS District
- Rezone 370 Country Club from the R-3 District to the C-1 District
- Rezone 897, 914, 928 and 941 from the R-3 District to the C-5 District
- Rezone 859 East 24th Street from the AG District to the PUD District
- Rezone 643 Waverly Road from the AG District to the C-5 District
- Rezone a portion of 701 Waverly from the AG District to the I-2 District
- Rezone 727 Waverly Road from the C-1 District to the I-2 District
- Rezone 761 Waverly Road from the AG District to the I-2 District

Work Program

| | <u>Responsible Party</u> | <u>Importance</u> | <u>Time Frame</u> | <u>Plan Page Reference</u> |
|---|---|--|--|---|
| Land Use Plan Amendments | Planning Commission, City Council | Very Important | Accomplished with Plan adoption | 28-30 |
| Creation of new OS Open Space Zoning District | Planning Commission, City Council | Very Important | Within one year | 31 |
| Rezoning of Various Properties <ul style="list-style-type: none"> • Paw Paw Preserve from the AG District to the new OS District • Van Raalte Farm from the AG District to the new OS District • Restlawn Cemetery from the R-1 District to the OS District • 370 Country Club from the R-3 District to the C-1 District • 897, 914, 928 and 941 from the R-3 District to the C-5 District • 859 East 24th Street from the AG District to the PUD District • 643 Waverly Road from the AG District to the C-5 District • Portion of 701 Waverly from AG District to the I-2 District • 727 Waverly Road from the C-1 District to the I-2 District • 761 Waverly Road from the AG District to the I-2 District | Planning Commission, City Council | Very Important | Within one year | 31 |
| Transportation Improvements <ul style="list-style-type: none"> • Chicago Drive maintenance improvements • Chicago Drive long term curb and gutter improvements • 8th Street reconstruction • Country Club Road reconstruction • Reconstruction of US-31 as an improved landscaped boulevard • Long term improvements to boulevard Waverly Road • Construction of an elevated pedestrian bridge over US-31 • Improve US-31 with pedestrian/bicycle paths | Transportation Services Dept, City Council, Michigan Dept of Transportation Transportation Services Dept, City Council, Michigan Dept of Transportation Transportation Services Dept, City Council Transportation Services Dept, City Council Michigan Dept of Transportation Transportation Services Dept, City Council Transportation Services Dept, City Council, Michigan Dept of Transportation Transportation Services Dept, City Council, Michigan Dept of Transportation | Very Important Somewhat Important Important Important Somewhat Important Somewhat Important Somewhat Important Somewhat Important | As soon as possible 5-10 years 1-3 years 1-3 years 5-10 years 10+ years 5-10 years 5-10 years | 9, 15 10, 15 10 10 18 18 23 23 |

| | | | | |
|--|--|--------------------|-----------------|----|
| • Eventual construction of sidewalks on both sides of all streets | Transportation Services Dept, City Council, Property owners | Important | Ongoing | 23 |
| • Traffic study to evaluate the adequacy of existing North/South transportation routes | Transportation Services Dept, Community & Neighborhood Services Dept | Important | 1-3 years | 14 |
| Park Improvements | | | | |
| • Permanent restroom facility for Van Raalte Farm adjacent to sledding hill and picnic area. Also restrooms for Holland Heights School Park | Leisure/Cultural Services Dept, City Council | Important | 1-3 years | 8 |
| • Identify connector trail system between neighborhood parks and the MGP trail system | Community & Neighborhood Services Dept, Leisure/Cultural Services Dept | Very Important | Within one year | 8 |
| • Identify and construct new “feeder” trails to the Paw Paw Preserve and MGP system in the environmentally sensitive areas located between Paw Paw and Chicago Drive | Community & Neighborhood Services Dept, Leisure/Cultural Services Dept, City Council | Somewhat Important | 5-10 years | 8 |
| • “Doorway Park to the River” off Chicago Drive | Community & Neighborhood Services Dept, Leisure/Cultural Services Dept, City Council, Macatawa Greenway Partnership, Ottawa Council Parks Commission | Somewhat Important | 5-10 years | 17 |
| • “Community Green” off Paw Paw Drive | Community & Neighborhood Services Dept, Leisure/Cultural Services Dept, City Council, Macatawa Greenway Partnership | Somewhat Important | 5-10 years | 17 |
| 8th Street and Paw Paw Drive Neighborhood Commercial Area | Property owners, Planning Commission, City Council | Important | 1-3 years | 9 |
| Cedar Village Mall Redevelopment | Property owners, Planning Commission, City Council | Somewhat Important | 5-10 years | 16 |
| Redevelopment of Commercial Area between 16th and 24th Streets and Waverly Road and US-31 | Property owners, Planning Commission, City Council | Somewhat Important | 5-10 years | 16 |
| Berming and landscaping between Settlers Road and US-31 and along both sides of Waverly Road | Transportation Services Dept, City Council, Michigan Dept of Transportation | Important | 1-3 years | 18 |

| | | | | |
|---|---|--------------------|------------|----|
| Widespread landscaping of US-31 | Michigan Dept of Transportation | Somewhat Important | 5-10 years | 23 |
| 24th Street and Waverly Road “flex” area | Planning Commission, City Council | Important | 1-3 years | 24 |
| Redevelopment of Stratford Way and Abbey Court area into owner occupied condominiums | Property owners, Planning Commission, City council | Somewhat Important | 5-10 years | 25 |
| City, GVSU, Meijer and County Drain Commission feeder trail system to Van Raalte Farm | Property owners, Leisure and Cultural Services Dept, Community and Neighborhood Services Dept, Transportation Services Dept, City Council | Important | 1-3 years | 26 |
| Neighborhood Wellness/Fitness Trails | Leisure and Cultural Services Dept, Community and Neighborhood Services Dept, City Council | Important | 1-3 years | 26 |



Neighborhood Input

Community and Neighborhood Services Department staff held two neighborhood meetings at Holland Heights Elementary School, one on March 22 2004, and the other on May 10 2004 to formally start this Holland Heights Neighborhood Master Plan Update. The objectives of these meetings were first of all to identify the Neighborhood Assets and Concerns as noted by neighborhood residents and business owners, and secondly to identify potential future visions for the neighborhood with special attention focused on the 16th and 24th Street Corridors, the Chicago Drive Corridor, and the Waverly Road/US-31 Corridor.

The first meeting held on March 22 was literally a “standing room only” meeting attended by over 125 people. The level of interest shown by both the number of people attending this meeting, and the passion with which the people spoke regarding the Neighborhood Assets and Concerns was extremely high. While the second meeting held on May 10 was attended by 25-30 people, the intensity level at which the people spoke was very high.

The following lists summarizes the Neighborhood Assets and Neighborhood Concerns as noted at the March 22 meeting:

Neighborhood Assets:

- Open Space
- Good place to live and raise children
- Quiet neighborhood
- Spring/Fall Cleanup
- Easy access and convenience to shopping
- Community oriented, people are always out walking and jogging
- Love for Van Raalte Farm – sledding, kids, trails, wildlife, place to fly kites
- Homes, beautiful flowers, yards taken care of and good smells in the summertime
- Church participation in the neighborhood
- Stability, reasonable turnover of homes
- Close to highways, Downtown, easy to get in and out
- Holland Heights Elementary School
- 10 minutes to the beach
- General cleanliness and neatness
- Good general location in relation to Downtown and stores
- Easy accessibility
- Friendliness, people walking
- Almost in the country but have City services, best of all worlds, medical services are great
- Many quiet neighborhood streets, most streets are quiet with little traffic
- Good location and good schools
- Sidewalks and open spaces
- Dead end streets and cul-de-sacs
- Quiet neighborhood, but a stone’s throw from everything
- Great place to go walking
- Churches work well with school programs/after school programs
- Mixed institutional uses
- Holland Police Department patrols



- Reminds me of old home back east
- Prompt and efficient snow plowing
- New playground
- Four way stop at Country Club Road and 8th Street, many vehicles do not stop
- Strength of topography at edges, prevalence of trees
- Large trees
- Ride bikes to Tulip Time
- Diversity – many nationalities in same neighborhood, age, generations
- Neighborhood banding together to stop condos on Country Club Road
- Convenient to jobs, Grand Rapids
- Built home 53 years ago when the Heights was called “Mortgage Hill”
- Lot sizes are reasonable, not too small
- Trees need to be replanted when cut down
- Rural feeling
- Separation of uses
- Safe area, able to take late evening walks
- Wetlands in the area, can see fireworks from hill
- Paw Paw Preserve
- Neighborhood is intact, not blended with commercial strips
- Not much through traffic
- Mix of old and new with lots of character
- Lots of homeowners
- Affordable housing
- Peacefulness
- Nice neighbors
- Safety of bike paths
- Feels established, rooted
- Well preserved neighborhoods
- 16th Street Boulevard
- Plenty of kids
- 16th Street improvements have added a lot
- Large yards
- Owners concerned and care for property
- Quiet cul-de-sacs

Neighborhood Concerns:

- Need more trees
- Schools have changed
- Traffic on 8th Street – both speed and volume, need for side-

- walks on both sides of 8th Street
- Lack of sidewalks in the 11th Street and Waverly to Settlers Road area
- Lack of police surveillance at four-way stops, vehicles do not stop
- Inconsistent enforcement of codes – boats for sale in front lawns, trailers and beat up cars in street right-of-ways that have no curbs
- City not proactive to code enforcement, we always need to call
- No enforcement of dog leash laws
- Need to resurface 8th Street
- Increased number of rental properties, conversions from owner to rental occupied
- Need more oversight of rental housing
- 16th Street and Country Club Road area is zoned for office uses, better use would be for shopping or nursing home or school
- Traffic on Paw Paw Drive – Excessive speeds, and vehicles with no mufflers
- Watch multi-family dwellings, already high density
- Through traffic on Country Club
- Need more cul-de-sacs
- Four-way stop needed at Country Club and 24th Street
- Need better removal of snow in the cul-de-sacs as the snow piles up too high in the middle
- Apartment complexes, multiple owners
- Settlers/Waverly Road area south of RE Barber Ford – Neighborhood banded together to stop a commercial rezoning request from RE Barber. More homes are being sold for rentals and quality of neighborhood being affected. Traffic on Waverly is non-stop, fast, and there are too many semi-trucks that are also affected the quality of life.
- Flooding problems
- Many cul-de-sacs do not drain adequately, there should be additional drainage improvements in the area
- Redo 8th Street and Legion Park Drive
- Windscape Apartments – Retaining pond empties into his neighborhood north of the apartments which creates flooding of the streets
- Apartment complexes are not filled so we do not need any more apartments in the Heights
- What is the future of the apartment complexes?
- Thanks for the drainage work done in the Sterling Drive area, but there are still problems
- Camelback Drive – people on motocross motorcycles drive around and around in the subdivision all weekend long
- When the Heights were annexed into the City 35-40 years ago we were promised improved storm sewer systems. Not much has happened over those years.





Rental Housing on Stratford Way



Traffic Congestion on Waverly Road

- The wait period for west bound 24th Street traffic at the Waverly Road traffic signal is too long
- The intersection and traffic signals at 112th and Chicago Drive is dangerous
- The traffic signals at 8th and 16th Streets at Waverly should have a demand green turn arrow
- Partial rentals, mother-in-law suites may turn into rental apartments
- Need for a Police sub-station in the vicinity of Abbey Court or Stratford Way
- Holland Heights Neighborhood Park at 10th and Calvin is getting run-down. Problems with youth and basketball. Place is dirty and needs better upkeep. Wood chips are needed in the Tot Lot area.
- Sidewalks needed throughout the area, fill in sidewalk gaps
- Permanent property markers needed
- Mobile home park on 32nd Street in Fillmore Township
- Speed limits – Why does 8th Street speed limit go from 25 to 30 MPH?
- Need more traffic control patrolling by the Police
- Narrow streets down for better traffic calming if construct sidewalks along them
- Need sidewalk connector from Paw Paw bridge to Township bike path on 112th Avenue
- Garbage blowing around on Stratford Way and Abbey Court
- Parking on both sides of Hope Avenue near the new School/City Park is a problem
Can the City do anything to make apartment owners keep up Abbey Court, and/or rent to better people?

Summary/Interpretation of Neighborhood Assets and Concerns

The neighborhood in many ways appears to have a split personality and variety of widely different areas. On one hand the residents say the streets and smaller neighborhood areas that comprise the larger Holland Heights neighborhood are clean, tree quiet, and safe, while on the other hand there are areas and corridors that are viewed as dirty and unsafe due to litter blowing around and vehicles traveling at excessive speeds.

Other residents state that the larger neighborhood has lots of trees and vegetation, while others state that the neighborhood needs more trees. Yet others state that one of the assets of the neighborhood is its diversity of people – diversity in the form of different racial, ethnic, and age compositions of the population. Others point out their dislike for the higher density apartment areas where a high percentage of the larger neighborhood’s diverse population lives. By in large, the residents of the neighborhood are very proud and happy to live in the neighborhood though.

The neighborhood is subject to development pressure and change, and while the development pressure is now somewhat limited to what type of residential development is compatible with the neighborhood (commercial development limited to 16th Street and Waverly Road corridors), almost any type of development is being viewed skeptically now because it may add traffic to the street network, more storm water to the already taxed drainage systems, and will



Unsightly Overhead Power lines on Chicago Drive



Large parking lots with little or no landscaping and screening

The following list summarizes the various “Visions” for the Neighborhood as noted at the May 10, 2004 meeting.

16th and 24th Street Corridors:

- School and college uses were viewed as positive for the neighborhood.
- North side of 16th Street should remain residential while commercial can locate on the south side of the street.
- Any additional development along 16th Street should include berming and screening along the 16th Street frontage and limitations on the number of new driveway openings.
- Place more limitations regarding truck traffic on Country Club Road.
- Create a “dog friendly” area on the Van Raalte Farm Park.
- Reconstruct Waverly Road as a boulevard in the future if/when it needs to be reconstructed.
- The area south of 24th Street should be planned to accommodate high quality industrial type development such as a research and development park.
- Redevelop the entire Stratford Way, Abbey Court and adjacent multi-family apartment areas to single family residential and office uses.
- The intersection of 24th Street and Country Club Road should be a four-way stop or signalized as it is a very busy and dangerous intersection.
- The current Menards site and adjacent commercial area should be redeveloped for restaurants and become a higher quality commercial area.
- Traffic problems on Country Club Road need to be addressed.
- The area generally located east of Country Club Road and north of 16th Street should be developed for single family homes.
- Van Raalte Park is a huge neighborhood asset and should be preserved.
- More physical separation is desired between the multi-family apartment area north of 16th Street and the single family residential area to the north.
- The proposed “Cottage Grove” development on 24th Street was viewed positively.
- Drainage problems north of 16th Street in the North and South Meadow Drive area are corrected.

Chicago Drive Corridor:

- Support for the Macatawa Greenway Trail along the River.
- Work should be done on the north side of Chicago Drive to restore the floodplain areas.
- A new use should be explored for the cement reclamation facility adjacent to the river.
- Left turns onto westbound Chicago Drive are confusing.
- The character of Chicago Drive should be improved by providing additional landscaping, cleaning it up so it has the appearance of 16th Street, providing better definitions for driveways and median crossovers and closing/consolidating some if need be, and providing a better level of maintenance for the surface of the highway.
- The K Mart and Family Fare commercial area is not well organized.
- Potential uses for the property located east of Family Fare may include single family

residential or office/service type uses, but not industrial. If this property develops, it should be connected to the main driveway into the K Mart and Family Fare commercial area and should connect to Paw Paw Drive.

- A bike lane should be provided on Paw Paw Drive from the bridge north to the bike lanes in the Township.
- Vehicles travel at excessive speeds on Paw Paw Drive. Traffic calming methods should be applied to lower the speeds.
- The “hollows” in the Paw Paw Preserve that hold water should be eliminated to reduce the mosquito problem in that area. Also, a rustic type of play area for kids should be developed in the park.
- Ideas were raised regarding the ability for Country Club Road to be extended north across the river to tie into 112th Avenue.
- Residents expressed a desire for the overhead power lines to be buried and for the City to address drainage concerns and to provide more curb and gutters in the neighborhood area.
- A desire was expressed for more neighborhood commercial uses such as an ice cream and coffee shop to be located in the 8th Street and Paw Paw Drive intersection area.
- People noted there are too many cars waiting to be serviced on the service station property located at 8th Street and Paw Paw Drive.
- 8th Street should receive traffic calming measures and better cross walks at church locations and other high pedestrian cross over areas. Additional street trees should also be planted and there should be more street lighting.
- There should be better enforcement of speed limits in the entire neighborhood with emphasis at the Paw Paw Drive and Hope Avenue intersection.
- Future development must be harmonious with the natural features of the area such as the slopes north of Paw Paw Drive and the slope on 8th Street east of Waverly Road.

Waverly Road and US-31 Corridor:

- Residential area south of 10th Street located between US 31 and Waverly should stay residential.
- Settlers Road should be improved to minimize the impact of US 31 on the adjacent residential neighborhood as well as to increase pedestrian safety.
- 16th and 8th Street’s intersection with Settlers Road should be upgraded for better vehicular movement.
- The old GE Site should be redeveloped into Office and Retail Uses, with respect for heavy landscaping along the US 31 frontage.
- The commercial area between 24th and 16th and Waverly and US 31 should be reworked for better interconnectivity.
- As the uses transition in this same commercial area, there should be more opportunity for neighborhood supportive commercial uses, including more intense placement of buildings for better utilization of land.
- Any new development should reinstate the “Heights” character of small scale, intimate and quaint.
- The vacant fields just east of Waverly Road should be redeveloped for single family residential uses.