

# **City of Holland Holland Hospital Neighborhood Area Master Plan Update**

**Adopted by the City of Holland Planning Commission  
on March 22, 2005**

**Adopted by the Council of the City of Holland  
on March 30, 2005**

**Produced by City of Holland Planning Commission**

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## Statement of Purpose

This Neighborhood Master Plan Study comes as a result of Holland Community Hospital sharing its Vision with the Planning Commission for both short and long term facility expansions on existing Hospital owned properties, as well as planned expansions into the existing residential and commercial neighborhood that surrounds the Hospital. The existing City Master Plan and Land Use Plan Map recommendations for the Hospital area date back to 1992 and the policies therein are becoming increasingly outdated and constricting for the Hospital given its need to expand facilities and services to meet the growing demand of the area as the greater Holland area population continues to grow. Also, the vast amount of changes that have occurred in the health care industry over the past decade, coupled with the Hospital's updated vision for its provision of health care in the community necessitates that the Planning Commission review the City Master Plan recommendations for the Hospital Neighborhood area. Through this review, land use policy changes necessary to ensure that the Hospital can continue to provide the facilities it needs to continue offering quality health care services for the community, are proposed. Such proposed changes seek to ensure the Hospital will remain an exceptional neighbor to other property owners in the area.

At the same time, there is a need to carefully re-examine this neighborhood and the implications of the proposed institutional growth. Holland's neighborhoods are precious and while the growth of a vital institution is a benefit to the entire community, such growth should occur in a manner that is least intrusive and which in fact can bring substantial day-to-day amenity to the neighborhood in which it exists, which goes well beyond basic health care.

An additional important impetus for this study is the impact of the expanding hospital facility on non-Hospital properties along the Michigan Avenue corridor, where other private uses and opportunities find proximity to the Hospital desirable and create a corridor character and environment that is in transition.





## Description of Study Area and Existing Conditions

Study Area Boundary - The boundaries of the study area encompass comprised of the properties that fall within the following: 22<sup>nd</sup> Street on the north; properties with frontage on the west side of Washington Avenue on the west; and properties with frontage on the east side of Michigan Avenue on the east.

Existing land uses - The land uses in this area are best summarized as being mixed in character, which in this case is one of the signs of a high quality urban neighborhood. The large mixture of land uses, the combination of which includes the following:

- Single and multi-family residential;
- Neighborhood businesses that include a coffee/donut shop, a florist, a gas station, an oil change shop, an automotive parts store, a pharmacy, dentist, cleaners, fish market, butcher shop, two branch banks, a fast food restaurant, etc.;
- Two churches;
- A hospital;
- Commercial offices;
- A community pool; and
- Public parks and recreational open spaces make this a convenient, safe, and wonderful place in which to live, work, and play.

Transportation - The major transportation facility through the study area is Michigan Avenue, which is a four-lane major arterial street that carries a significant amount of traffic into and through the study area. The total existing traffic count on Michigan Avenue at the 27<sup>th</sup> Street intersection is 20,385, with 9,422 vehicles heading south (46%), and 10,385 vehicles heading north (54%).





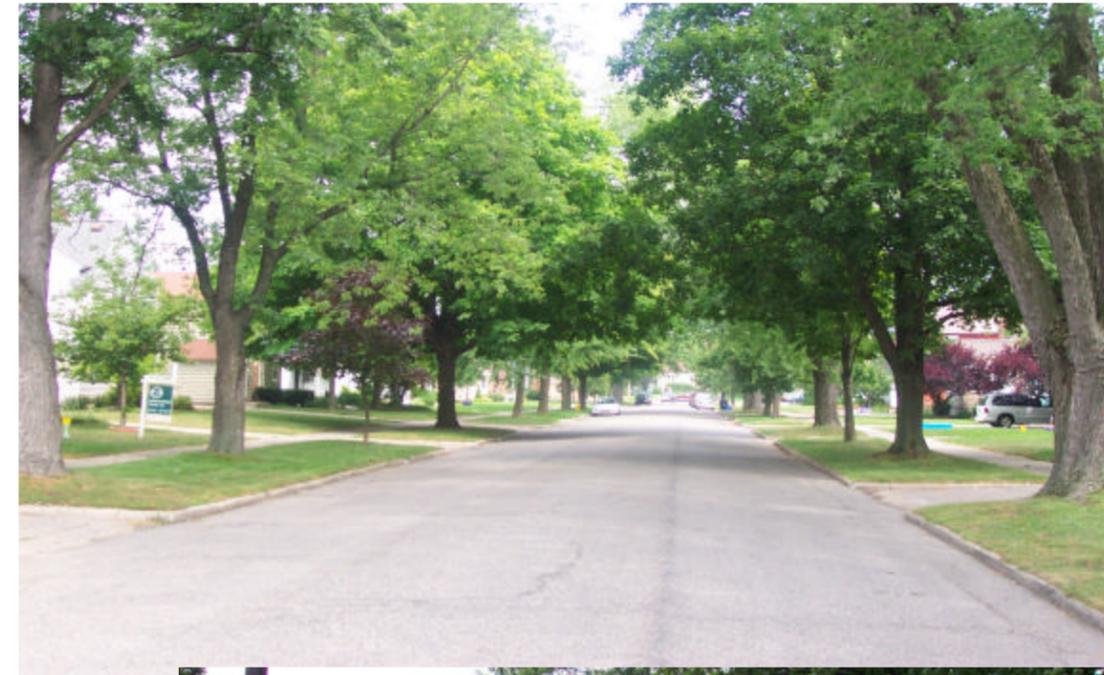
22<sup>nd</sup> and 24<sup>th</sup> Streets are two-lane collector type streets that serve as east/west connectors from Michigan Avenue west to the Holland High School campus and Ottawa Avenue industrial area. Other area east/west streets continue the general grid street pattern extending varying lengths into the nearby neighborhoods. Washington Avenue serves as a north/south collector street along the west edge of the study area, while the other streets are local in nature and serve primarily to provide access directly to individual properties.

Urban design – The most distinguishing urban design feature of the study area is the grid street system and the repeating block and individual lot design that results. This grid design and the accompanying sequential street naming and numbering system for properties promote a sense of convenience, place, and community.

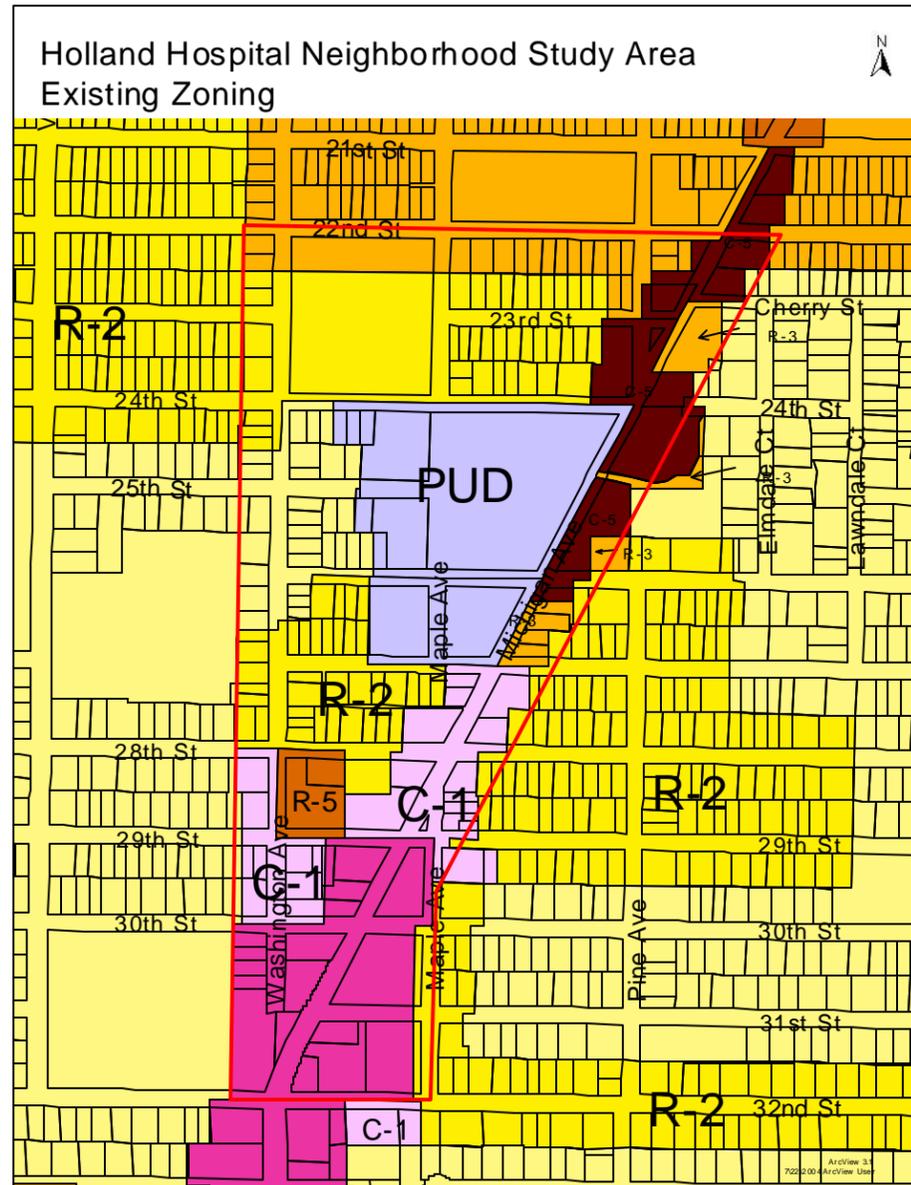
From an urban design point of view, all of the streets are generally well dimensioned and include the ever so important curb lawn areas. These curb lawn areas are generous enough in size to include canopy shade trees that provide a sense of enclosure for pedestrians between the sidewalks and the front of the homes, and provide a level of comfort from the passing motorists.

Michigan Avenue that runs on a diagonal through the grid street system provides some small interesting triangular pieces of land that are publicly owned and serve as public open spaces and focal points along that corridor.

Existing Zoning – As previously noted in the Existing Land Use section, the study area is comprised of a broad variety of land uses. Similarly, there is a broad range of zone districts in the area. The C-1 Neighborhood Commercial, C-2 Highway Commercial, and C-5 Professional Office Services zone districts are located along the Michigan Avenue



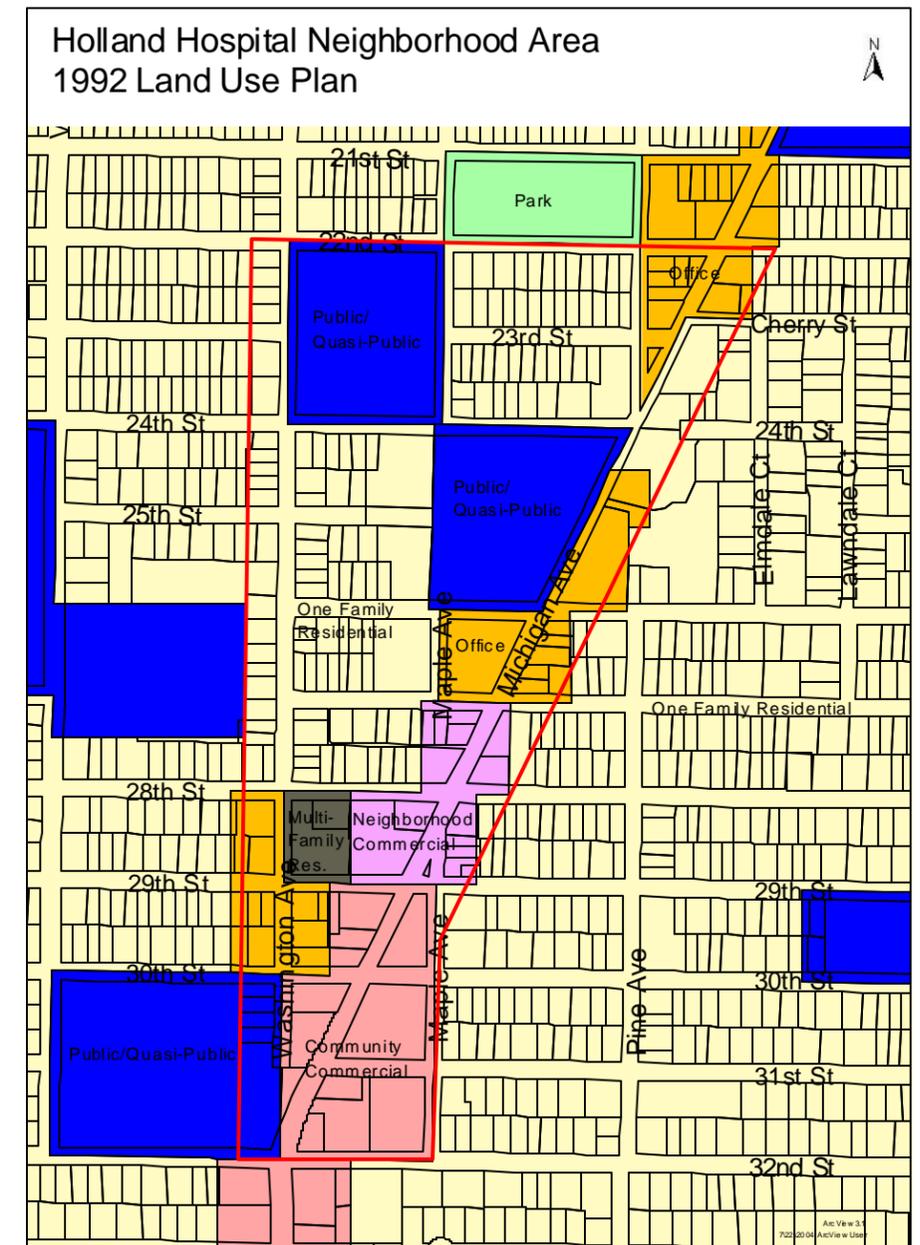
corridor with the C-1 and C-2 zoning extending west to Washington Avenue from 29<sup>th</sup> Street south to 32<sup>nd</sup> Street. The R-1 One Family Residential, R-2 One and Two Family Residential, and R-3 Residential zone districts extend out east and west from Michigan Avenue into the adjacent residential neighborhoods. The large Hospital PUD Planned Unit Development zone district exists along the west side of Michigan south of 24<sup>th</sup> Street.



1992 Land Use Plan Map districts – There are three commercial land use districts in the study area being the Community Commercial, Neighborhood Commercial, and Office districts. With the exception of the Office planning district between 28<sup>th</sup> and 30<sup>th</sup> Streets on Washington Avenue, the rest of these commercial land use districts are adjacent to Michigan Avenue running the full extent of the study area from 22<sup>nd</sup> to 32<sup>nd</sup> Street.

There are two residential planning districts in the study area. One is the One Family Residential planning district that extends west and east from Michigan Avenue, and the other is a small area on the east side of Washington Avenue between 28<sup>th</sup> and 29<sup>th</sup> Streets that is planned for Multiple Family Residential.

The only other planning district in the study area is the Public/Quasi - Public Use (PQP) districts planned for Holland Community Hospital, the Holland Aquatic Center, Jefferson Elementary School, and the handful of small commercial properties on the west side of Washington south of 30<sup>th</sup> Street. As previously noted, it is the land use planning for the Hospital properties that is the primary reason for this entire Master Plan Update. The boundaries of the PQP planning for the Hospital are limited to the area within the following: 24<sup>th</sup> Street on the north, 26<sup>th</sup> Street on the south, Maple Avenue extended to the west, and Michigan Avenue to the east.



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

- Jefferson Elementary School
- Holland Community Hospital
- Holland Aquatic Center
- Moran Park
- “Water Tower” Park
- “Michigan Avenue” Park



## Land Development Trends Within Past 10 years

Over the past 10 years, the study area and the Michigan Avenue “Health Services Corridor” in particular, has been the recipient of a large amount of investment towards the renovation of existing buildings and properties, and in some cases the complete redevelopment of other properties. This investment and the primary targeted uses for this investment indicate the high desirability of this area for medical and medical related businesses. This Plan anticipates continued investment by the private and public sector in this area, especially as it becomes evident to the real estate and land development interests that investments in a mature neighborhood, like that of the study area have very good rates of return. The list of renovation and redevelopment projects over the past decade includes the following:

- Holland Community Hospital Expansions – The Hospital has been aggressively expanding since the mid-1990’s with additions that range from the Emergency Department wing and parking deck back in the 1990’s to the expandable Critical Care Unit building that is planned for construction on the 1927 “original” hospital building location within the next couple years.
- New Medical Building at 664 Michigan Avenue
- Redevelopment of a former car dealership site to a fast food restaurant and the “Michigan Avenue” Park
- New “Water Tower” Park, developed amidst a collaborative private single family home development combining market rate housing with Habitat for Humanity housing
- Renovations to Moran Park
- Redevelopment of the old Kroger/Wickes Lumber commercial block between 31<sup>st</sup> and 32<sup>nd</sup> Streets, and Michigan and Maple Avenues to a branch bank and retail automotive parts store
- Renovations to the medical office building at 601 Michigan Avenue
- New commercial building at 720 Michigan
- Renovation of the commercial building at 714 Michigan
- New Medical Building at 577 Michigan
- New Dental Office at corner of 23<sup>rd</sup>/Michigan
- Major expansion and area-wide management restructuring of the Holland Aquatic Center



## Specific Plans

### Holland Community Hospital Short and Long Range Plans

Over the course of the past four to five years, the Hospital has experienced a 20% increase in the number of Emergency Department and Urgent Care patient visits. In order to continue to meet the demand for these types of services into the future, the Hospital is constructing another addition to the Emergency Department on the southwest side of the main Hospital building. This expansion project is scheduled for completion by the end of 2005.

The Hospital in cooperation with the Holland Aquatic Center has expanded the Pool's existing parking lot on the north side of 24<sup>th</sup> Street. This new parking lot provides approximately 80 additional parking spaces for shared use, while enhancing the green area that remains along Washington Avenue into a more useful passive park type setting.

Another project that will actually start during the Emergency Department expansion is the removal of the original Hospital building that was built in 1927 along with the removal and relocation of the Michigan Avenue parking lot. Once the original Hospital building has been removed, and the Emergency Department expansion has been completed, the Hospital will start the construction of the ground level Critical Care Unit (CCU) to be built on the current Michigan Avenue parking lot and original Hospital location. This new CCU building will allow for future additions to be built on top of it and potentially to the south to meet any growth in demand for these services.

The Hospital also plans to upgrade existing inpatient units in the existing facilities to bring those facilities up to date.

### Transportation Improvement Plans

Michigan Avenue – The reconstruction of the entire Michigan/River Avenue Corridor from 28<sup>th</sup> Street on the south through and including the reconstruction of the River Avenue Bridge on the north is scheduled for the 2005 and 2006 construction seasons.

Components of that plan within the study area include the following:

- Complete reconstruction of the street from curb to curb, including major utilities.
- The street cross-section for Michigan Avenue will very likely remain four-lanes with two lanes in each direction south of approximately 23<sup>rd</sup> Street.
- Closure of the 26<sup>th</sup> Street intersection with Michigan Avenue on the west side to facilitate the continued development of the Hospital campus.
- New traffic signal at 27<sup>th</sup> Street to provide better and safer access to the Hospital campus.
- Redesign and reconstruction of the Pine Avenue intersection to make it a safer design. Four designs that pull the intersection north away from the current location are being evaluated.



A view of the new campus as it would appear from Michigan Avenue



A view of the new campus as it would appear from 26th Street

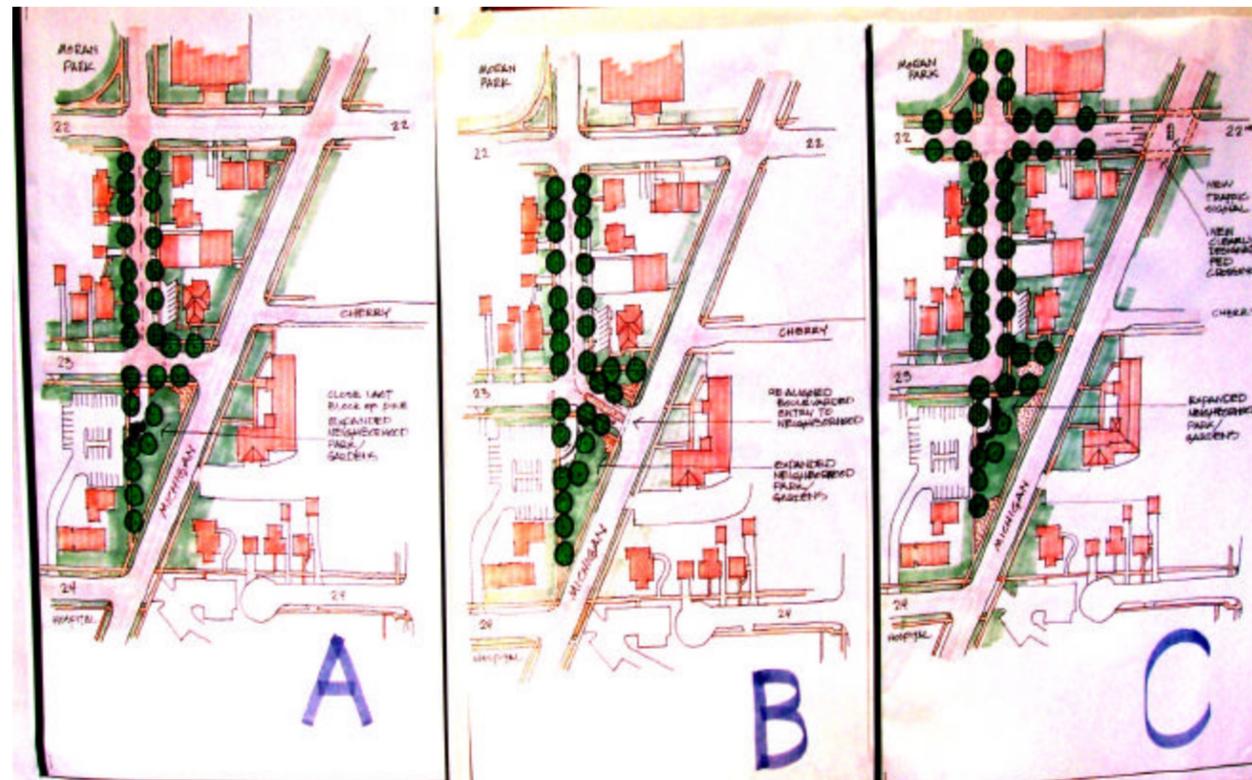
- Potential special treatment of the new 27<sup>th</sup> Street intersection to make it much more pedestrian in character, which in all likelihood will not include the Hospital's desire to include a new southbound right turn lane into the Hospital campus. This special treatment may include the use of different pavement textures or colors and advance signing to better alert the motorists on Michigan Avenue that this will be a high pedestrian intersection.

Other traffic improvements or changes in the study area may include the following:

- Study - and if warranted change - the 24<sup>th</sup> Street and Washington Avenue intersection to a four-way stop.
- While the final lane configuration has not yet been determined, it appears that the four-lane configuration of Michigan Avenue may be changed to two lanes northbound, one lane southbound, and a left hand turn lane north of 23<sup>rd</sup> Street.

For more information on Holland Hospital, visit their website at [www.hoho.org](http://www.hoho.org).

## Pine and Michigan Avenue intersection "redesign"



## Neighborhood Input

Community and Neighborhood Services staff held a neighborhood meeting on December 3, 2003 to “kick-off” this Holland Hospital Neighborhood Area Master Plan Update. The major objectives of the meeting were to share the Hospital’s short and long range development plans with neighborhood residents and business owners, and to ascertain from the same residents and business owners the Neighborhood Assets and Concerns. The meeting was attended by approximately 50 people and by all accounts was successful. The following two lists summarize the Neighborhood Assets and Neighborhood Concerns as noted by the meeting attendees.

### Neighborhood Assets

- Quiet, trees
- Helpful people
- History of the area
- Green space at the Aquatic Center
- Safe area for commercial employer

- Hospital is the neighborhood economic anchor
- Mixed land uses
- Thankful for Hospital growth
- Hospital provides an economic base
- Hospital and Aquatic Center availability
- Love the area
- Walkability, trees
- Progress (Hospital and Central area)
- Green space at Aquatic Center and Moran Park
- Affordable housing
- Diverse population (socio-economic, ethnic/race, age)
- Close proximity of different uses
- Mixture of business and residential
- Like recreation areas (Aquatic Center and Moran Park)
- Nice convenient location
- Location of a variety of land uses
- Established, well cared for neighborhood
- Strong hospital
- Safe neighborhood
- Hospital improved so you can stay in your community (for health care)
- Green area, access to Hospital
- Park, Pool, Hospital
- Close proximity to Hospital
- Ethnic and racial diversity
- Close proximity to businesses
- Walking, connections
- Tennis and basketball
- Enjoys new parking lot

#### Neighborhood negatives

- Pine Avenue traffic
- High vehicle speeds on 22<sup>nd</sup> Street
- Want to keep Aquatic Center green space – “Once it’s gone, it’s gone”
- Heavy amount of traffic during shift changes at Hospital
- Surface parking lots replacing homes
- Loss of affordable high quality housing in a quality neighborhood
- Increased traffic on 27<sup>th</sup> Street and getting onto Michigan Avenue
- On-street parking by Hospital employees clogs up streets
- Do not lose green space or street trees
- Maintain adequate parking for Hospital and Aquatic Center
- Beautify Michigan Avenue (boulevard)
- Allow more on-street parking in some areas

- How to strike a balance between parking, housing, and green space
- Declining residential property values
- Need better Michigan Avenue pedestrian crossing
- Increased traffic on cross streets
- Hospital access off of 27<sup>th</sup> and Michigan intersection should possibly be moved to 26<sup>th</sup> and Washington
- Potential noise from cooling towers
- Too much parking already
- Not enough parking ramps
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#### Summary/Interpretation of Neighborhood Positives and Negatives

The neighborhood very much appears to be rooted. It is rooted in a sense of history and time that breaks through into the present as manifested in the timeless quiet tree lined streets. It is also rooted in the diversity of the people that call the neighborhood home, that watch out and care for each other, and provide the neighborhood with a sense of community. The neighborhood is rooted in qualities from an earlier slower pedestrian paced time when retail shops, services, parks, churches, etc. were all located within a five to ten minute walk. These qualities continue to the present as evidenced by residents’ comments. The neighborhood is also very much rooted and intertwined with the Hospital and associated businesses; the Hospital’s past, present, and future, and the economic stability that the Hospital provides for the neighborhood and the community at large.

The neighborhood also feels like it is under pressure. This pressure is primarily attributed to some of the negative aspects of vehicle traffic. Be it high vehicle speeds as commuters from other areas hurry to their jobs at the Hospital or other area employers, or be it the parking of vehicles on the neighborhood streets and the seemingly ever growing parking lots that chew up valuable and cherished housing, and in so doing remove a sense of the history and values that float through the neighborhood.

The residents appear to want a truce with the automobile. They appear to realize that the neighborhood and indeed the community is tied to the speed and mobility of the automobile and our transportation systems, but a line must be drawn somewhere and somehow that the auto cannot cross to ruin the “rooted” feeling of this neighborhood.

Community and Neighborhood Services Department staff held a second Neighborhood meeting on February 15, 2005 to receive feedback from area residents and business owners regarding a draft of this Plan. Staff presented the major components of the Plan and then engaged the attendees with an “Open House” format meeting to discern on a more informal basis what the attendees thought about the Plan.

Questions were somewhat limited and primarily focused around the boundary limitations to be placed on the Hospital. Residents wanted to know if 24th Street indeed is a hard boundary to any potential future Hospital growth in that direction. Residents noted that even if this Plan places growth boundaries around the Hospital, that does not necessarily bind development in the future, because future Planning Commissions and City Councils may have different opinions regarding Hospital growth than the current ones.

Other questions and comments included the following:

- Is Michigan Avenue going to be widened as a component of the reconstruction plan?
- A property owner along Washington Avenue is having difficulty selling their home for a residential use, noting potential buyer expectation of Hospital expansion.
- Residents were positive about targeting development and redevelopment efforts and investment towards the Michigan Avenue corridor, and the existing commercial area south of the Hospital.

Department staff provided answers to the questions that were raised, noted the comments that were voiced, and thanked all for attending the meeting.



Above - Existing 25th Street streetscape east of Washington Avenue.



Vision of potential 25th Street streetscape east of Washington Avenue. See discussion on pages 12 and 13.

## Vision/Themes for the Neighborhood Study Area

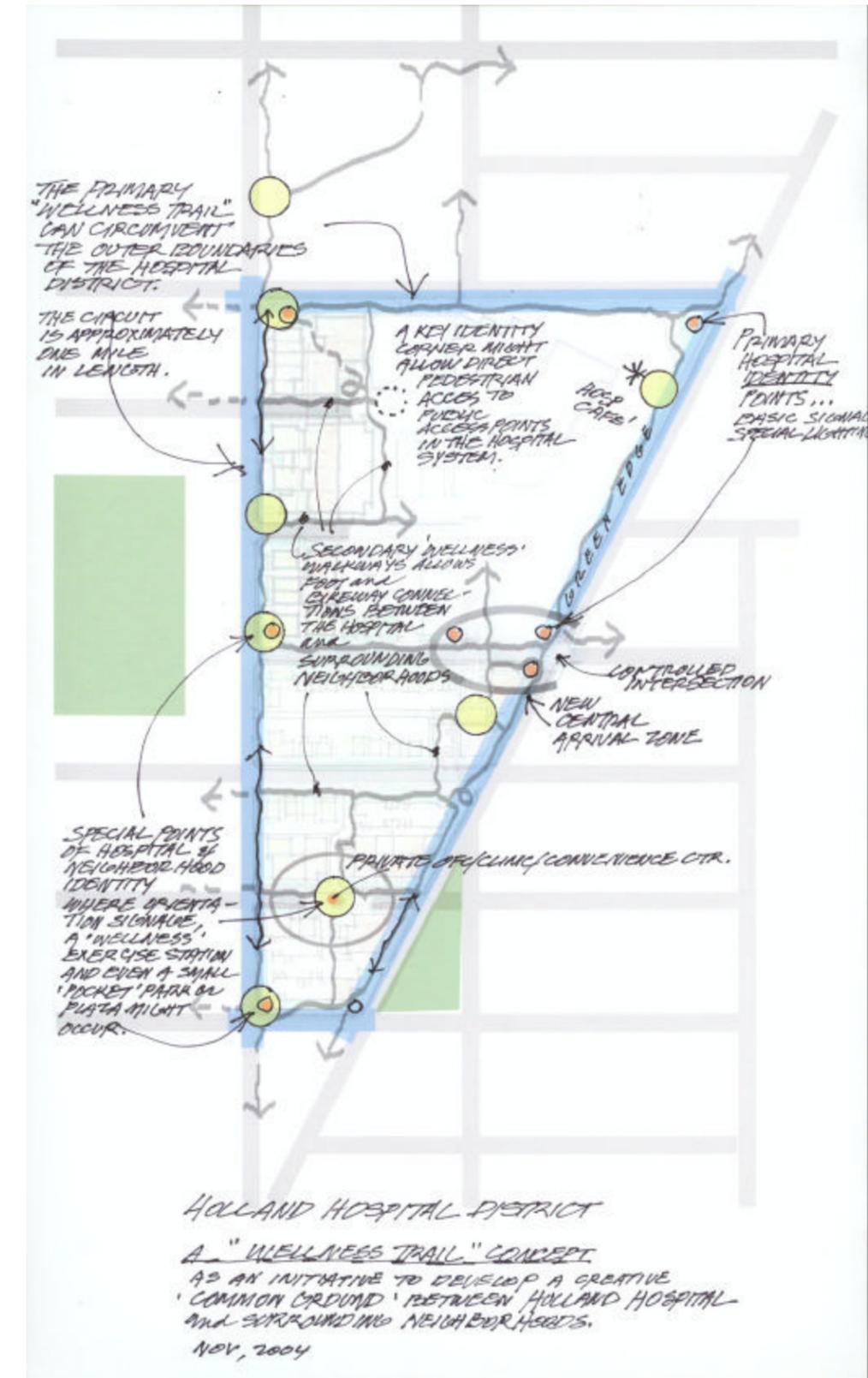
### Neighborhood Wellness

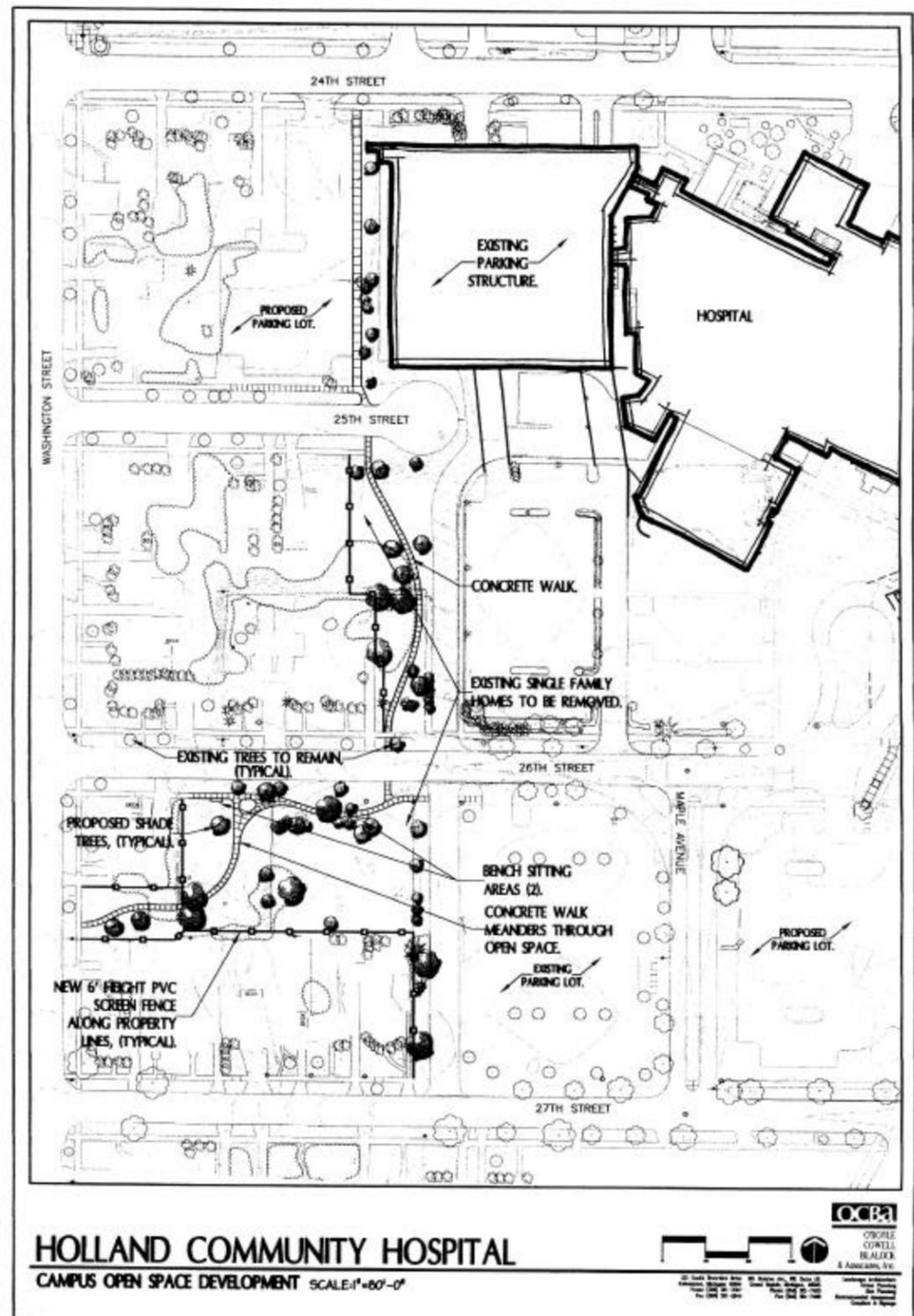
Given that the Hospital has chosen to remain in this wonderful central neighborhood location, and that its ultimate mission is to help heal our sometimes broken and wounded human bodies and minds, it is incumbent on the Hospital and the surrounding neighborhood to seek and to find a common and healthy vision for the future of this Neighborhood. It is somewhat ironic, but this Neighborhood is feeling increasing levels of stress due in large part to the Hospital expansions, while the Hospital is expanding to meet the growing community-wide human demands for its healing and restorative services.

How can the expansion of the Hospital, important to the entire community in so many ways, continue to expand to meet community needs while becoming a more positive and integrating presence in the surrounding neighborhood? What does the neighborhood offer – perhaps more than other neighborhoods in the City – that can provide a focus and attraction for integrating activities and elements of the physical environment? The Hospital and nearby facilities including the Holland Community Aquatic Center, schools, parks, and churches all subscribe to a common mission of supporting and nurturing community wellness. There is great opportunity here to capitalize on this theme in encouraging the continuing growth of community facilities and services.

How can the Hospital reach out into the Neighborhood while at the same time the Neighborhood remains or becomes increasingly engaged in the Hospital campus? This Plan recommends that the following physical improvements be undertaken:

1. Provide additional neighborhood amenities for use by neighborhood residents and Hospital employees. One idea is providing a series of “Wellness Trails” that would extend around and throughout the Hospital campus, as well as linking adjacent properties such as the Holland Community Aquatic Center, Moran Park, “Water Tower” Park, Holland High School soccer fields, and Jefferson Elementary School. Special points of interest would be located on this trail system. These points may consist of small pocket parks or gardens, exercise/rest station areas, or a neighborhood shop where people may stop to rest or socialize with others. The Hospital is responding to this vision in a very positive manner by preparing and starting to implement a Campus Open Space Development Plan that provides a network of private sidewalks and open landscaped park areas with bench seating areas for the passive enjoyment of Hospital employees, customers, and neighborhood residents.
2. Complete construction of a small park like setting to be located west of the joint Hospital/Aquatic Center parking lot along 24th Street and Washington Avenue. This park area may be used by the residents of the neighborhood in addition to the users and employees of the Aquatic Center and Hospital.
3. Additional parking lot development (beyond the joint lot with the Aquatic Center and the Hospital parking lots already approved or planned for along Michigan Avenue and 24th Street) should be in the form of a centrally located parking deck on the





Hospital campus rather than additional surface parking lots that require the removal of more homes in the area.

4. The Hospital should work with the City and the Neighborhood to identify ways of adapting portions of the 25<sup>th</sup> and 26<sup>th</sup> Street right-of-ways east from Washington Avenue to be pedestrian scaled “fingerings” of the Neighborhood into the Hospital campus. Hospitals nationwide are developing therapeutic gardens for the benefit of patients and their families. These fingerings could take on the purpose or could be reconstructed into landscaped park or plaza areas or even “community gardens” where neighborhood residents and Hospital employees and users come to mingle and celebrate the goodness of the earth and outdoors together. These areas may also serve as outdoor pet greeting places where Hospital users may see and interact with their pet dog or cat and provide an opportunity for neighborhood residents to bring their pets for therapeutic interactions between Hospital users, neighborhood residents and their pets.
5. The existing and expanded frontage along Michigan Avenue should be more heavily landscaped and buffered to visually screen the hardness of the parking lots from public view, and to create a linear park edge with pedestrian amenities along Michigan Avenue from 23<sup>rd</sup> to 30<sup>th</sup> Streets. Landscaping should also extend west on 24<sup>th</sup> Street from Michigan Avenue to provide a much better level of visual screening of the loading dock and supply receiving area from the existing residential properties on the north side of 24<sup>th</sup> Street. Landscaping and buffering treatments along 24<sup>th</sup> Street should also be designed to reduce levels of ambient noise emanating out into the adjacent residential neighborhood.
6. Additional distinctive pedestrian scaled lighting could be provided throughout the neighborhood, perhaps around the perimeter of the Hospital campus adjacent to the fitness trail.

This Plan recommends that the following services and social interactions be explored to further deepen the relationship between the Hospital and the Neighborhood:

1. While the Hospital undoubtedly has a large and very successful outreach and volunteer program, both inside and outside of the Hospital, the Hospital should make a special effort of reaching out to the Neighborhood residents, businesses, churches, and possibly even schools for volunteers and other ways of getting people from the immediate area to invest their time and resources into the Hospital. Imagine if the Hospital set up a new and unique relationship with Holland High School to get teens interested in nursing and medicine, and even food and administrative services. What if neighborhood residents and members from local churches set up a program with the Hospital to visit patients that had no visitors or loved ones coming to see them? The possibilities for deepening these types of relationships between the Neighborhood and the Hospital are only limited by our imaginations and the willingness of people to serve.
2. The Hospital should also determine what services they already provide that may be of interest to Neighborhood residents such as the cafeteria, coffee and gift shop, and to explore ways of making those services an even better conduit for social interaction with the people who live and/or are employed in the larger Neighborhood area. Hav-

ing such uses accessible to the exterior of the building at key pedestrian locations, or at least having them located near the main visitor entrance would be beneficial.

More intensive use of the Hospital properties

As the Hospital gears up for additional facility growth, this Plan advocates for more intensive use of the expanded Hospital campus area. The Hospital should be challenged to build new facilities in a more compact urban layout with an emphasis on high quality design amenities and the vertical, instead of quickly “sprawling” across the campus area with low rise buildings and surface parking lots.

As previously noted, the intensification of land uses on the Hospital property should not be limited to only traditional hospital and hospital supportive type uses. The Hospital should begin to envision their campus almost as a “village” within a neighborhood. However, this “village” must not be an entity unto itself, but instead be a definable yet seamless community with an eye towards neighborhood outreach. As such, a full variety and palette of neighborhood land uses ranging from residential apartments and condominiums to neighborhood supportive type uses should be planned for this “village” as there undoubtedly is a latent demand from both employees and the general public for such an arrangement.

That having been said, the scale of any new buildings to be located along 24<sup>th</sup> and 27<sup>th</sup> Streets, and Washington Avenue on the expanded Hospital campus, be they medical office/service related or residential, should be neighborhood and pedestrian scaled so they do not overwhelm the single family residential properties on the west side of Washington Avenue per the Integrated Edge graphics on page 16. Likewise, new buildings in this area should be compatible in design with neighboring residential properties.

New Neighborhood Center – 29<sup>th</sup> Street between Michigan and Washington Avenues

There is a unique opportunity for the planning of a new mixed use Neighborhood Center that could be centered on 29<sup>th</sup> Street between Michigan and Washington Avenues. The existing urban form of this street already has most of the commercial buildings located up to the street right-of-way line. With the potential conversion of the currently paved “curb lawn” areas to a pedestrian scaled streetscape design, one can envision the evolution of a new “Washington Square” type commercial area and gathering place.

This Plan believes that with the confluence of the many developing factors in this area – Hospital expansion, growth of medical related employment opportunities, new facilities for Hospital “spin-off” service and medical clinic/office businesses, the potential for additional housing opportunities, and the whole notion of a Wellness-based Neighborhood - when coupled with the demand for goods and services from the existing Neighborhood and the commuter traffic on Michigan Avenue, all make a new Neighborhood Center idea a realistic and a potentially wise business choice.

This idea and opportunity is also firmly rooted in the Central Neighborhoods Plan as



HOLLAND HOSPITAL DISTRICT  
 AN ILLUSTRATIVE PLAN - NOV. 2004  
 EMPHASIZING THE CONCEPT OF AN  
 • INTEGRATED EDGE BETWEEN THE HOSPITAL AND SURROUNDING NEIGHBORHOODS AND THE CONCEPT OF A  
 • WELLNESS TRAIL AS A "COMMON GROUND."

## Existing Condition of 29th Street between Michigan and Washington Avenues



## Vision of a potential 29th Street mixed use Neighborhood Center



evidenced with the following:

*“This Plan seeks to elevate and re-establish the neighborhood commercial area as a viable center for neighborhood based commerce and provision of services. Just as the Downtown area of Holland may be viewed as the historical heart and center of the Holland area, so too may the many commercial areas scattered through the neighborhoods be viewed as the historical commercial centers for the neighborhoods.”*

*“Regarding the preferred form for neighborhood commercial development and redevelopment, this Plan recognizes the market forces that many times prefer corridor/strip type designs over nodal type. The corridors that traverse the Central Neighborhoods (as well as this Holland Hospital neighborhood area) in their physical and transportation sense are of the utmost importance to allow the efficient flow of people, goods, and services in, out, and through the neighborhoods. However, this Plan strongly believes that nodal type neighborhood commercial development and redevelopment is the best holistic design approach to provide safe, convenient, and quality neighborhood based shopping experiences for residents of the area as well as those who may pass through on one of the corridors.”*

Such a “mini-Main Street” pedestrian friendly transformation of this short 29<sup>th</sup> Street block area and its linkages to Michigan Avenue retail and park areas would also make it very distinctive from the rest of the auto-oriented commercial strip type development that predominates the Michigan/South Washington Avenue Corridor from 28<sup>th</sup> Street south to US-31.

As the Hospital campus continues to grow, there will be a corresponding increase in demand from medical professionals and related service providers to locate not only in the Hospital campus, but in the areas that fringe the Hospital that are primarily residential in character. While we hope that most of this demand will be provided for on the campus proper, there may be economic advantages for medical professionals and service providers to control their own property and buildings. This Plan recognizes and embraces those economic realities, but seeks to focus this future real estate demand to the rejuvenation and improvement of the Michigan Avenue medical office corridor along with the evolution of this 29<sup>th</sup> Street Special Service Center area as a more diverse mixed-use clinic/office, convenience retail, and residential area. This Plan does not support the expansion of these related uses into adjacent residential blocks, unless or until the designated areas are fully and intensively redeveloped and a renewed study is conducted.

This Plan also recognizes that there may be conversions and redevelopment of current retail properties in this area to medical office and service related type uses due to the high visibility characteristics and the existence of proper commercial zoning already in place. This Plan believes it would be most unfortunate for the residents of the area neighborhood, as well as those people who are employed and indeed those who commute through this area, if the number and variety of neighborhood retail establishments

decline. Issues of convenience and overall neighborhood quality would most certainly be reduced if this happens.

What can be done?

This Plan advocates for private and public partnerships to be established between the Hospital, City, and other key land and business owners in the area to further this Vision of retaining and even expanding neighborhood based retailing opportunities along with additional office and residential opportunities in a mixed-use neighborhood scaled urban place that centers on 29<sup>th</sup> Street between Michigan and Washington Avenues, but that can extend from 28<sup>th</sup> Street south to 32<sup>nd</sup> Street between the same avenues.

In terms of tangible expectations, this Plan believes that the City should work collaboratively with the area property and business owners to:

1. Further define opportunities and a specific design Plan for the area;
2. Rezone properties to more appropriate zone districts;
3. Target infrastructure and streetscape improvements in the public right-of-way;
4. Provide economic development assistance; and
5. Create some “buzz” in the land development community and lending institutions regarding the exceptional possibilities of the Vision.

This Plan also believes that Holland Hospital should play a pivotal role in this effort by not only buying into the Vision, but actively participating in and providing a crucial stabilizing factor in these neighborhood building development ventures.

#### More intensive residential use of the area south of 27<sup>th</sup> Street and possibly along Washington Avenue

Building on the Neighborhood Center idea is the opportunity to increase the amount and variety of housing in this area. Everyone notes that the amount of housing in this larger neighborhood area has been reduced over the years due primarily to the demand and need for Hospital expansions and associated medical office building construction around the Hospital. This Plan asserts the desire to reverse the decline of housing in this neighborhood, but through a more creative way of integrating diverse housing types and greater intensity of residential and mixed uses. Quality single family detached and attached housing designs along with townhouse and other creative housing designs that embrace densities that will likely be higher than the existing surrounding residential areas must be examined and approved.

Creative housing solutions should include the ability for the development community to provide new or renovated mixed-use buildings for ground floor retail/office use and upper floor residential use in the Neighborhood Center Area and along Michigan Avenue. This Plan also recognizes that the City, Neighborhood residents, and other interested parties may need to actually prod and persuade the development community to finance and build mixed-use buildings in such a non-Downtown neighborhood area.

#### Better delineated and safe pedestrian crossings of Michigan Avenue

Michigan Avenue is the main North/South transportation route through the neighborhood and this section of the City, and as such carries a high volume of vehicle traffic. Vehicle traffic flows relatively smoothly through the study area as the only intersection in the area where Michigan Avenue traffic is restricted is at the 32<sup>nd</sup> Street and South Washington Avenue intersection with Michigan Avenue. While this may be viewed as a positive for the traveling public, it is a negative for pedestrians and bicycle users that need to cross Michigan Avenue in an East/West direction. The lack of interruptions along Michigan Avenue creates a condition where there are not many “gaps” in the traffic for pedestrians and bicyclists to safely cross.

As vehicle traffic counts are projected to continue increasing into the foreseeable future along the South Washington/Michigan/River Avenue Corridor, the prospects of any improvement to this condition will rely on the combined benefits for traffic and pedestrians offered by new traffic signals at the planned new Hospital entrance at Michigan Avenue and 27<sup>th</sup> Street, and at 22<sup>nd</sup> Street. While the new proposed signalized intersection at 27<sup>th</sup> Street is an integral component for the development of the Hospital campus, the 22<sup>nd</sup> Street signalized intersection comes as a highly regarded alternative design component for redesign and reconstruction of the Pine Avenue intersection with Michigan Avenue during the South Washington/Michigan/River Avenue Corridor reconstruction project scheduled for 2005 (see attached designs).

These two intersections can offer the signalized break in vehicle traffic flow that enables a much safer level of connectivity between the residential areas on the east and west sides of Michigan Avenue. The neighborhood and City should also use the opportunity offered by these new signalized intersections to include special intersection designs by using varying pavement textures and colors to alert vehicle operators that these are shared intersections. A special form of lighting along with distinctive landscaping, quite possibly in the form of fun and whimsical topiary, may set these intersections off as neighborhood identifiers, or maybe even “places of the heart”.

A third intersection area where opportunities should be further explored for “knitting” the east and west side of Michigan together is the new Neighborhood Special Services Center area at 29<sup>th</sup> Street.

#### Hospital District integrated edge concept

As the Hospital further defines the character of future building development on its campus, it should pay careful attention to the placement, scale, massing, materials, and other detailing of improvements especially along Washington Avenue and 27<sup>th</sup> Street where future Hospital development will primarily occur adjacent to the existing residential neighborhood. The graphics on page 16 provide a conceptual framework and “step down” approach whereby the main Hospital facilities are located in the Primary Hospital Development Zone; where a somewhat narrow band of significant Hospital facilities form an outer edge to the adjacent residential neighborhoods; and where the outermost Hos-





View of potential transformation of the SE corner of 24th Street and Washington Avenue

pital facility edge along the east side of Washington Avenue and the north side of 27th Street match the scale and character of individual homes on the opposite sides of those streets.

This type of an approach will not only more likely assure that the surrounding neighborhood is preserved, but that it is respected. This approach should also provide the Hospital with a more psychologically restorative environment for its users. The Hospital users will see first hand the quality of the Hospital's exterior environment, the careful attention and detail to seamlessly fit into the neighborhood, and make the con-



Michigan Avenue landscape area between Michigan and Maple Avenues and 29th and 30th Streets

nection between the well being of the Hospital's environment and the healing of the body and spirit that occurs primarily within the Hospital buildings.

#### Enhancement of street edges

As discussed in the previous "Neighborhood Wellness" section, there should be an emphasis on wellness and fitness in the Neighborhood given the existence of the Hospital, Aquatic Center, City parks, recreational fields and green open spaces on the area school properties, and the sidewalks and proposed trails that interconnect them all. One of the landscape design opportunities inherent in this system of connections between the above is to further "green" the Neighborhood, especially adjacent to the area streets.

The idea of a linear park along the east side or maybe even both sides of Washington Avenue from 22<sup>nd</sup> Street south to the Jefferson Elementary School property may prove to be a powerful means of providing additional trees, landscaping, and a sidewalk/trail that "knits" the various institutions and park/school properties together. The institutions, public properties, and public right-of-ways that are located east or west of this Washington Avenue linear park can radiate and "finger" their way both out from and back to this avenue. It is even conceivable that this Washington Avenue linear park can extend north to the Washington Square area and even beyond to the boulevard section of Washington north of 16<sup>th</sup> Street, thus connecting the Hospital Neighborhood and 29<sup>th</sup> Street Neighborhood Commercial area together with the Washington Square area in a more tangible manner.

The other benefit to providing these linear parks/greenbelts is the screening, buffering, and filtering effect that it has on the adjacent land uses. A linear park along the east side of Washington Avenue on the Hospital campus will help soften the scale and use of the mixed-use buildings that will likely someday be built along that portion of Washington Avenue from the smaller scale single family detached homes on the west side of the avenue. A less intensive form of linear park, perhaps a "greenscreen", along 24<sup>th</sup> and 27<sup>th</sup> Streets will help buffer the residences on the north and south sides of those streets from the commercial side of the Hospital on 24<sup>th</sup> and the large Hospital parking lots north of 27<sup>th</sup> Street. A linear park along Michigan Avenue will provide buffering and



screening of the large expansive parking lots and planned large scale buildings from Michigan Avenue and the adjacent sidewalk/trail area, thus preserving a pedestrian scale to this large stretch of Michigan Avenue.

## **Master Plan Land Use Plan Map Amendments**

### Holland Community Hospital properties and the west side of Michigan Avenue 28<sup>th</sup> to 32<sup>nd</sup> Street

The existing Land Use Plan Map (LUPM) indicates Public/Quasi Public (PQP) land uses for the portion of the Hospital site included within the following boundaries: 24<sup>th</sup> Street on the north, Michigan Avenue on the east, 26<sup>th</sup> Street on the south, and what would be Maple Avenue extended between 24<sup>th</sup> and 26<sup>th</sup> Streets on the west.

Holland Hospital has publicly expressed their desire to physically expand their campus to allow for additional buildings for treatment/care, supportive services, and parking facilities. As a part of the Hospital's long range planning, they envision the need to expand their current campus to 27<sup>th</sup> Street on the south and to Washington Avenue on the west, with the north and east boundaries remaining the same at 24<sup>th</sup> Street and Michigan Avenue, respectively. In order for the Hospital to accomplish their goal, and consistent with the balance of objectives and opportunities that this Plan envisions, this Plan expands the existing PQP planning designation to 27<sup>th</sup> Street on the south and to Washington Avenue on the west as noted above. With these new expanded PQP planning designation boundaries, the Hospital will subsequently be able to petition for an expansion of the Hospital PUD Planned Unit Development zone district.

This Plan calls for the preservation of the existing single family detached housing and neighborhood commercial uses along Michigan Avenue for the block located between 27<sup>th</sup> and 28<sup>th</sup> Streets and Washington and Michigan Avenues.

This Plan also creates a new Special Planning Area 3 (SPA 3) that will encompass the properties located between 28<sup>th</sup> Street on the north, 32<sup>nd</sup> Street on the south, frontage properties along the west side of Michigan Avenue on the east, and the frontage properties on the west side of Washington Avenue on the west.

The uses in this SPA 3 include the following:

- The two block area between 28<sup>th</sup> and 30<sup>th</sup> Streets is currently planned for Multiple Family Residential, Neighbor-

hood Commercial, Community Commercial, and Office uses. This Plan envisions this area evolving as an urban, mixed use and walkable neighborhood center area with 29<sup>th</sup> Street potentially being transformed into a pedestrian scaled and oriented neighborhood main street. Uses may include ground floor retail/service uses with residential and office uses for the upper floors of redeveloped buildings.

- The triangle area located between 30<sup>th</sup> and 32<sup>nd</sup> Streets is currently planned for Community Commercial Public/Quasi Public uses. This Plan calls for the continuation of the commercial land uses adjacent to Michigan Avenue; however, the properties on the west side of Washington Avenue could very well be redeveloped as a higher density and intensity mixed-use area.
- Regarding the Jefferson Elementary School property, both the City of Holland and Holland Public Schools are examining long-term needs for neighborhood recreational facilities and school properties. If the Jefferson School building and/or grounds should be determined to be surplus to either park/recreational or school needs, then this area offers significant opportunity to support additional intensive mixed-use (including park aspects) development consistent with and supportive of the broader Neighborhood Plan.
- Medical treatment and care facilities, medical office and service support facilities, residential facilities (apartments, condominiums, townhouses) for Hospital staff and the general public and open space garden/passive enjoyment areas.

East side of Michigan Avenue

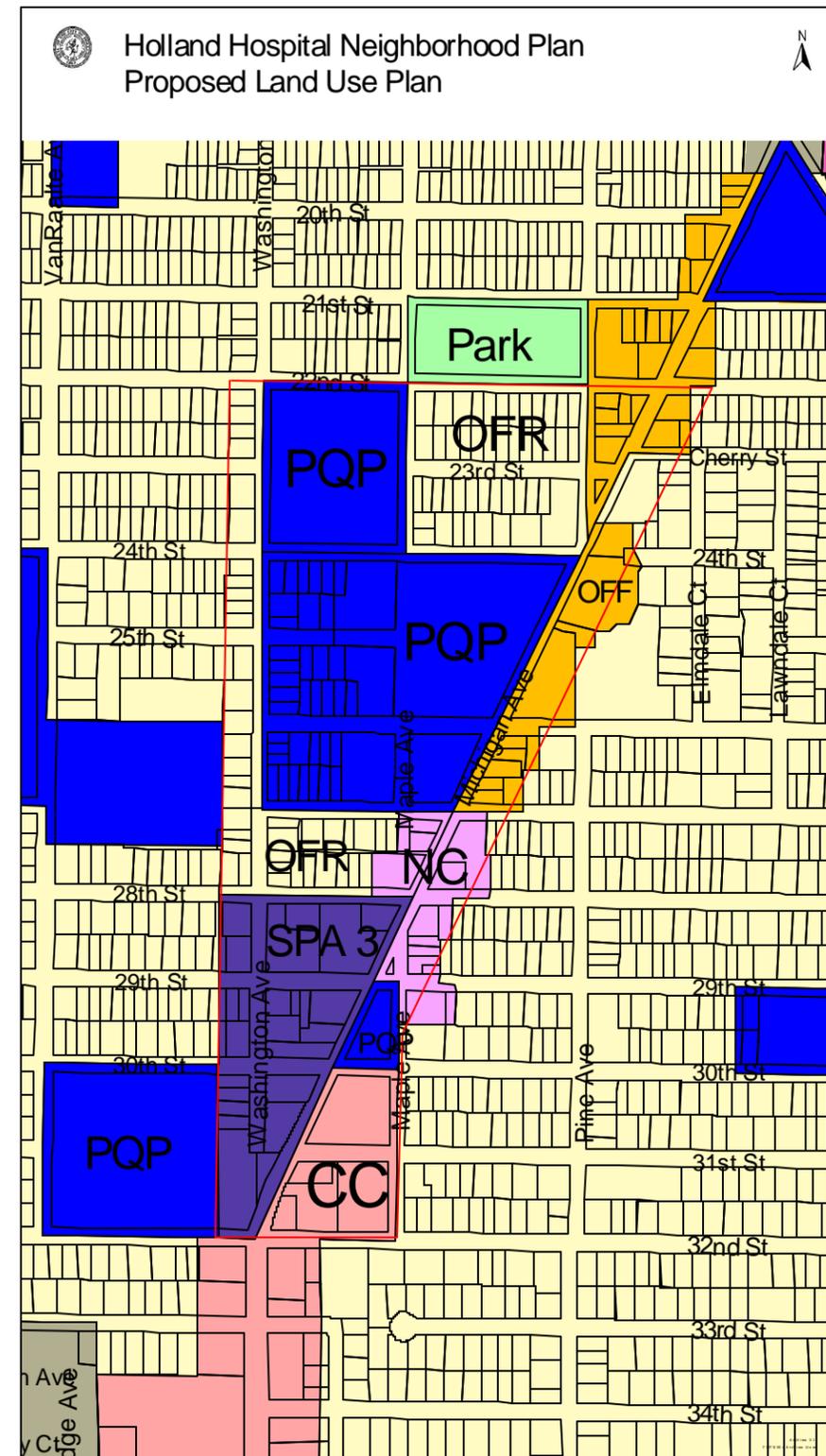
This Plan hereby reiterates the Community Commercial planning designation for the area located between Michigan and Maple Avenues, from 30<sup>th</sup> to 32<sup>nd</sup> Streets. Maple Avenue here is viewed as a strong edge between the commercial properties on the west side of Maple and the residential properties on the east side.

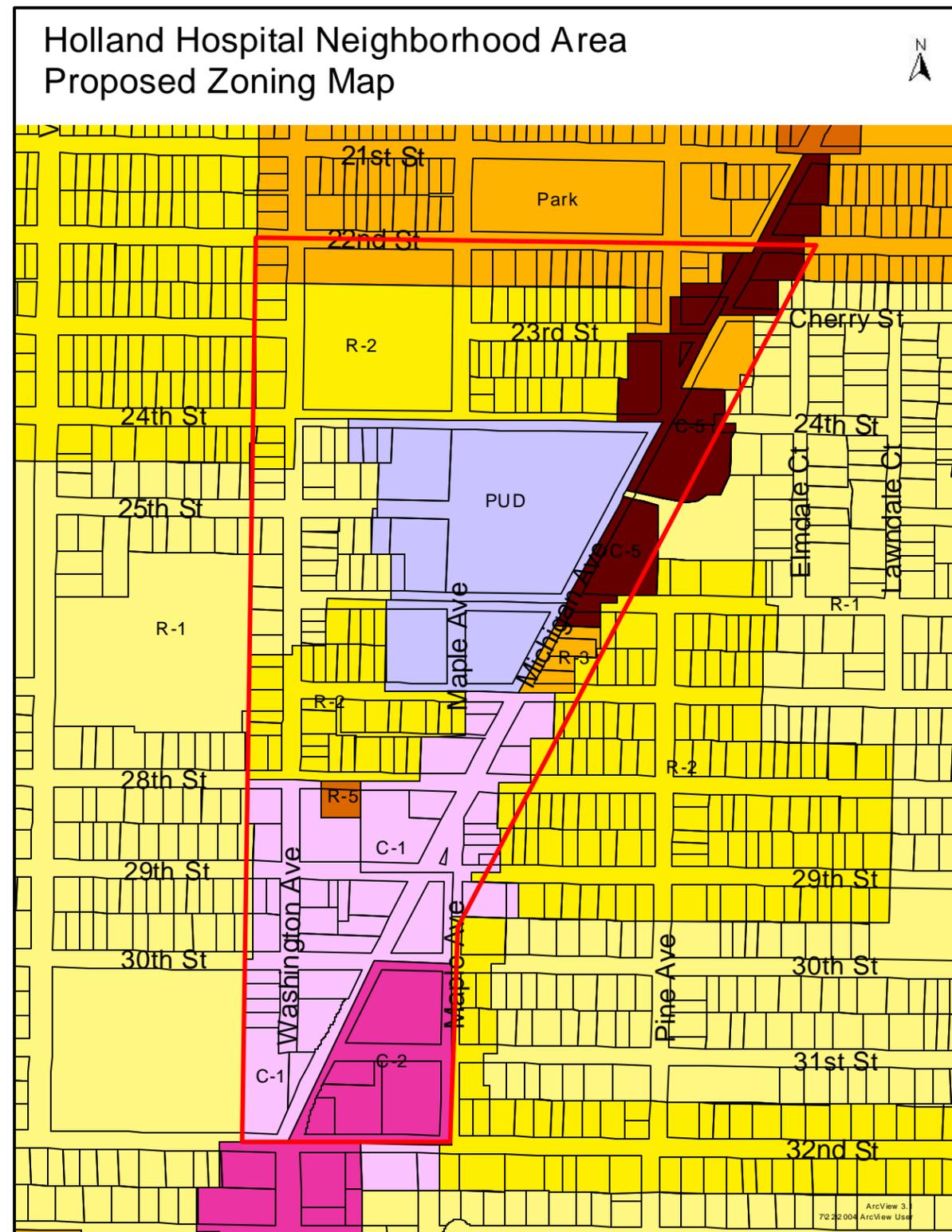
The Michigan Avenue Park located between Michigan and Maple Avenues, and 29<sup>th</sup> and 30<sup>th</sup> Streets is changed from the Community Commercial designation to the Public/Quasi Public designation.

A portion of the bank property at the SE corner of 29<sup>th</sup> Street and Maple Avenue is changed from the



One Family Residential to the Neighborhood Commercial planning district, and other small adjustments are hereby made to the Neighborhood Commercial and Offices planning designations between 24<sup>th</sup> and 29<sup>th</sup> Streets to allow small measured increases in these areas to promote investment by property and building owners in this area.





## Proposed Zoning Ordinance Amendments

### Zoning Map Amendments

- Rezone 205 West 29<sup>th</sup> Street from the R-5 Apartment District to the C-1 Neighborhood Commercial District. This is a commercial office property that was likely developed on this residentially zoned property under the old transitional use ordinance. It is now a legal non-conforming use and a rezoning to the C-1 District would make it a legal conforming property.
- Rezone the R-2 District portion of 694 Michigan Avenue to the C-1 District. This portion of the property is an underused parking lot that could easily be infilled with a building.
- Rezone 700 Michigan Avenue (Skips Pharmacy) and 196 West 29<sup>th</sup> Street from the C-2 District to the C-1 District. The allowable uses will not really be impacted, but the allowable building setbacks under the C-1 District will promote a better urban form and streetscape. A rezoning will also allow for an infill building to potentially be built on a shared parking lot that straddles these two properties.
- Rezone four small parcels on the SW corner of Washington Avenue and 30<sup>th</sup> Street from the C-2 District to the C-1 District. Also rezone the C-2 District portion of the Jefferson Elementary School property to the C-1 District.
- Rezone the R-2 District strips of land along Maple Avenue on the Burger King and AutoZone properties to the C-2 District.
- Rezone the R-3 District sliver of land at 80 West 24<sup>th</sup> Street to the R-1 District.
- Rezone the R-3 District sliver of Faith CRC property on Michigan Avenue to the R-1 District.
- Rezone the R-3 portion of 601 Michigan Avenue to the C-5 District.

To view and download this document, visit the city Community and Neighborhood Services Department web page at [www.ci.holland.mi.us/commserv/pprojects.stm](http://www.ci.holland.mi.us/commserv/pprojects.stm)

## Work Program

	<b><u>Responsible Party</u></b>	<b><u>Importance</u></b>	<b><u>Time Frame</u></b>	<b><u>Plan Page Reference</u></b>
Land Use Plan Map Amendments	Planning Commission, City Council	Very important	Accomplished w/ Plan adoption	18-19
Rezoning of Various Properties				
• Hospital Campus	Holland Hospital, Planning Commission, City Council	Very important	Immediate	20
• 29th Street Neighborhood Center Area	Property owners, Planning Commission, City Council	Very important	1-3 years	20
• Other listed properties	Property owners, Planning Commission, City Council	Important	1-3 years	20
Hospital Development				
• New facilities/parking lots	Holland Hospital, Planning Commission	Very important	Immediate	7, 11-13, 16
• Campus Lighting	Holland Hospital	Important	Ongoing	12, 15
• Landscaping and Open Space Plans	Holland Hospital, Planning Commission	Important	Ongoing	11-13, 16, 18
• Integrated Edge concept	Holland Hospital, Planning Commission	Somewhat important	5-10 years	15-16
Transportation Improvements				
• Michigan Avenue reconstruction	City Council	Very important	Immediate	7-8
• Michigan Avenue pedestrian crossings	Planning Commission, City Council	Very important	Immediate	15
Wellness Trails	Property owners, Planning Commission City Council	Important	1-3 years	11-13, 18
Joint Hospital/Aquatic Center Park	Holland Hospital, Holland Aquatic Center	Very important	Immediate	11
25th and 26th Street Plans	Property owners, Planning Commission City Council	Very important	Immediate for 26th Street, 5-10 years for 25th Street	10-12
Neighborhood Social interaction planning	Holland Hospital, Neighborhood residents, Neighborhood institutions	Somewhat important	Ongoing	12
29th Street Neighborhood Center	Property owners, Holland Hospital, Planning Commission, City Council	Important	1-3 years	13-15
Additional Housing Opportunities	Property owners. Planning Commission	Somewhat important	5-10 years	13,15