

UNIFYING ELEMENTS

I. A PLACE OF PEDESTRIAN CHARACTER AND VITALITY.

Certain physical features in Downtown unify its identity and functional effectiveness as a Place of Pedestrian Character and Vitality. These improvements, as described in the following paragraphs, have come to symbolize and distinguish Downtown Holland from other downtowns and business districts. To the extent possible, these features should be included in all new Downtown projects and improvement areas in order to further unify and connect Downtown's perimeter areas. Consideration should be given to achieving these reinforcing connections while balancing overall character and identity as we allow special areas within the Downtown to achieve their own distinct, though connected, identity.



8th Street.



II. MAJOR ELEMENTS.

Streetscape Improvements.

These include street and pedestrian lighting, brick-like concrete pavers, park benches and bollards, flower planters, trees and tree grates. In addition to the 1988 Streetscape Project, these elements have been used in a number of private projects including extensions to the north (the Curtis Center along College Avenue; the Central Avenue Financial Center, Bank of Holland, JB Labs re-use, and the Terraces residential condos along Central Avenue); the block heading west along 8th Street from River Avenue to Pine Avenue (including the Police and County Court Buildings); and east along 8th Street (including the Anderson/Werkman Building at 100 East, the Plaza Building, the new Macatawa Bank Building, and as far east as Paragon Bank and the Priority Health Building). These streetscape improvements are integrated as well with the 7th and 9th Streets and River and Pine Avenues reconstruction projects. These improvements tend to broaden the perceived boundaries of Downtown through the use of common design features, and connect and integrate areas where continued Downtown redevelopment is occurring.

Sidewalks and Parks.

Continuing attention must be paid to the extension and repair/replacement of high quality, pedestrian friendly sidewalks and public open spaces throughout the Downtown and connecting Downtown with the adjoining areas of influence. Special attention must be paid to these "Green Connections" as this pedestrian environment is central to the quality of the pedestrian experience. Elements present along 8th Street that set the standard for all of Downtown include extra wide paver sidewalks, clearly designated paver crosswalks, regular and frequent placement of street trees, regular placement of both fixed and moveable planters which elevate the quality and prominence of seasonal flower plantings, frequent placement of period light fixtures, and frequent placement of benches.

Opportunities abound to connect other threads throughout Downtown as the CSX rail spur offers great opportunity for a combined use (rail/trolley/bike) path from Heinz to Windmill Island. The City's recently completed Bicycle and Pedestrian Master Plan looks to Downtown to pay greater attention to opportunities to accommodate bicycles as an increasingly popular, cost-effective, and environmentally



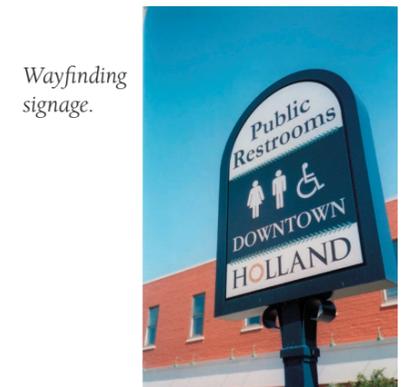
8th Street flower planter and wayfinding sign.



8th Street snowmelted sidewalk.



"The Protector" statue in front of Holland Police Department at 8th and Pine.



Wayfinding signage.



Snowmelt installation during River Avenue reconstruction (2006).

sensitive way to get to Downtown from neighborhoods throughout the City, and beyond with the improved connecting paths especially to the north. Designated preferred bike routes, more abundant bicycle racks and parking locations, a more supportive attitude toward bikers Downtown, and employer accommodations for biking employees can all appreciably enhance the environment for biking Downtown.

Snowmelt.

This innovative “thermal grid” under Downtown streets, sidewalks, and several parking lots was an integral element in the Streetscape program and has proven to be very popular and effective. This practical, cost effective snow removal approach has been used on several other private sidewalk projects and has come to be identified with Downtown. In a very pragmatic way, Snowmelt provides a significant impetus to the promotion of Downtown as a livable “Winter City.” A Master Snowmelt Plan has been developed and will continue to integrate this infrastructure into additional sidewalk projects. Unfortunately, the ability of the current James DeYoung Power Plant to support snowmelt is nearing capacity and therefore will be limiting the future public extensions of the system. While the private sector should be encouraged to add to the system where possible, the Holland Board of Public Works should be encouraged not only to protect this source of heat for the continuation of the overall system but also to explore future opportunities to add capacity to the snowmelt system by future improvements at the Power Plant.

Street Tree Lighting, Banners , Wayfinding Signage.

Seasonal tree lighting and changing colorful banners along 8th Street provide an identity to Downtown and enhance a distinct pedestrian-oriented ambiance. These amenities should be extended into adjacent Downtown street areas.

The City’s sign ordinance provides new opportunities for creative signs Downtown, with the Downtown Design Review Board (DRB) charged with assuring compatibility of proposed new building signs. Through several Downtown street reconstruction programs, many traffic control and regulatory signs have been and will continue to be updated. A standardized wayfinding signage program directing people to Downtown and to key public Downtown destinations such as the Museum, Depot, Hope College, Windmill Island, and various City



8th Street at Central Avenue.



Tulip Time Dutch Dance and carnival rides at Eighth Street Market Place.



Lumir Building, an adaptive reuse providing professional offices in the former J.B. Laboratories at 6th and Central.



Art in the Park, Centennial Park (2005).



New Holland Brewing Company sidewalk cafe (2006).

parks has been developed and incorporated throughout Downtown and should be continually monitored and kept up to date.

Architecture, Art, Statues, Murals.

In many ways, Downtown’s most outstanding design elements are its fine buildings and the creative use of window, entrance, and facade decoration. New buildings should strive to incorporate human scale architectural elements that enhance their visual appeal, and building rehabilitations should similarly retain distinctive architectural features. Increasingly, there is interest in exploring greater variety in architectural expression and materials albeit always with a clear understanding of the contextual environment in which new building or renovation occur. There is a comfortable and conservative feeling to the architecture of Downtown that could benefit from sensitive yet forward thinking design expression. Further, a growing interest in sustainable/green building offers opportunity for new expressions within the character of Downtown that can add excitement, vitality, and environmental awareness to buildings and open spaces.

The arts and cultural offerings within the Downtown have emerged as one of the characteristics which distinguish the Downtown from other commercial or mixed use areas. Excellent and wide-ranging arts and cultural programming is provided in the areas of both performing and visual arts, most notably by such Downtown institutions as the Holland Area Arts Council, Holland Symphony Orchestra, Holland Chorale, Herrick District Library, the Holland Historical Trust, and Hope College. “Placed art” or “public art”, in the form of both statues and wall murals, grace Downtown parks, sidewalks and buildings and are very popular with locals and visitors alike.

Whether interior murals such as those at 84 East Pasta or Treehouse Books, exterior scenes such as the Model Drug street scene, or sculptures such as Ben Franklin, the Joy of Music musicians, the student and faculty sculptures that inspire Hope’s campus, or the

Padnos “scrap art”, these art works have added character and depth to our Downtown experience. Summer art exhibits, such as Pigs on Parade, Towering Tulips, and specially designed Adirondack chairs, have added significantly to the street life and character of Downtown. The 2005/06 season’s “ReMastered” banner series added color and whimsy with a clearly artistic basis throughout Downtown. Sidewalk performers further have added to the vitality and ambiance of Downtown by enlivening our Downtown streets and parks. More such efforts are encouraged.

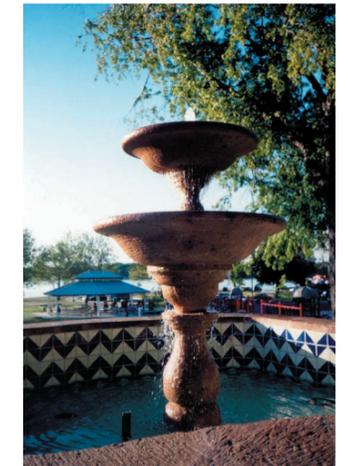
Water, Fountains, Pools.

Often thought of as a Great Lakes waterfront community, Holland is fortunate to have Lake Macatawa and the Macatawa Marsh and River as striking features and opportunities that define the perimeter areas- the “Blue Edges”- of Downtown. Downtown is just beginning to explore the challenge of connecting to Lake Macatawa (see Western Gateway discussion) and is more effectively utilizing the marsh edge of Downtown as an important connector to Windmill Island and the natural environment proceeding out the Macatawa River Greenway into Holland Township to the north and east.

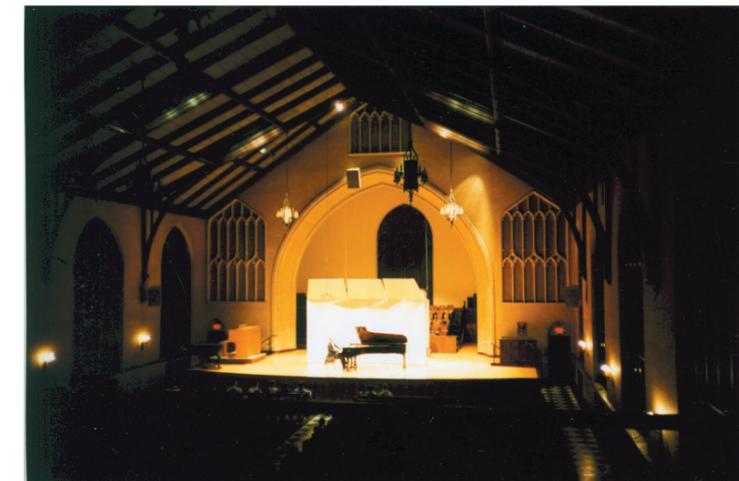
In addition to major strokes of connection to these water elements, there are many opportunities to incorporate ties to the water in smaller incremental ways. Water features provide both a visual and symbolic connection between Downtown and our waterfront heritage. Existing



Street musicians, summer 2006.



Fountain from Sister City, Queretaro, Mexico, in Kollen Park.



Piano concert, Dimnent Chapel at Hope College.



‘Joy of Music’ statues in Alpen Rose Park, 8th and Central Avenue.



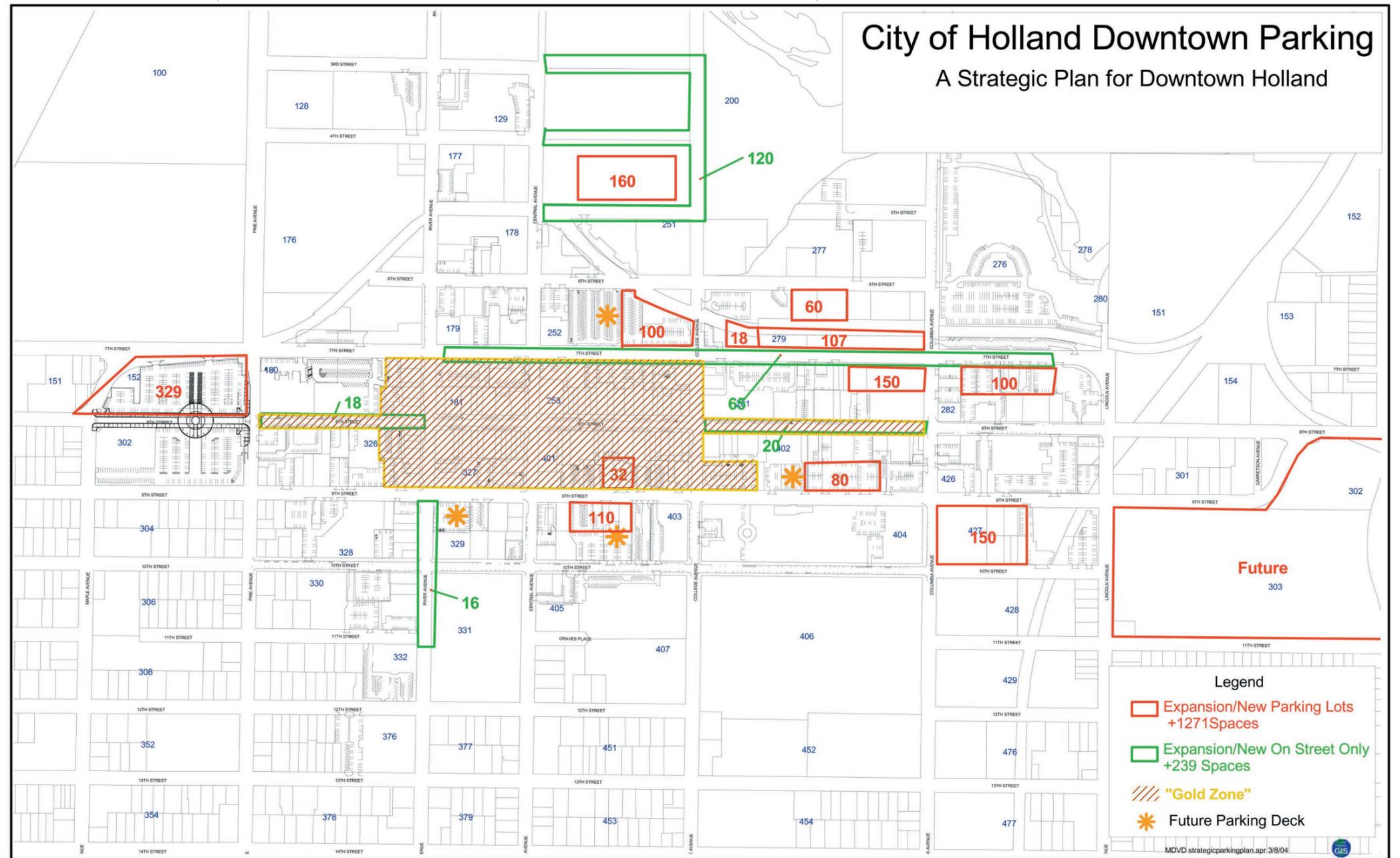
Industrial art at Padnos along Pine Avenue.



“connectors” such as the Centennial Park water features and the fountain donated by Holland’s Sister City of Queretero located in Kollen Park are part of this water-related overlay. Several additional opportunities for new Downtown fountains will be available in coming years and should be carefully and enthusiastically considered. A key location will be at the intersection of 6th Street and College Avenue, the entrance to Window on the Waterfront Park. Other possible locations include the National City Bank Park and the new “gateway” entrances to Downtown.

Parking.

The Downtown Parking Board and City Staff are charged with overseeing “free parking” within the Downtown’s community parking program covering the C-3 Downtown zone district, an area that encompasses most of the central portion of the DDA district. Parking is an extremely vital piece of Downtown infrastructure, appeal, and marketability, and the greater the overall coordination of the Downtown parking system, the more effective it can be at serving visitor, customer, employee and resident parking needs. This Strategic Plan Update embraces the Downtown Parking Strategic Plan Update, completed in September of 2003, as the framework for considering current and future parking needs within the Downtown area. This 2007 Strategic Plan Update encourages aggressive monitoring and systematic updating of the Parking Plan, and encourages continued movement toward the implementation of its many recommendations. These include:



Management Recommendations.

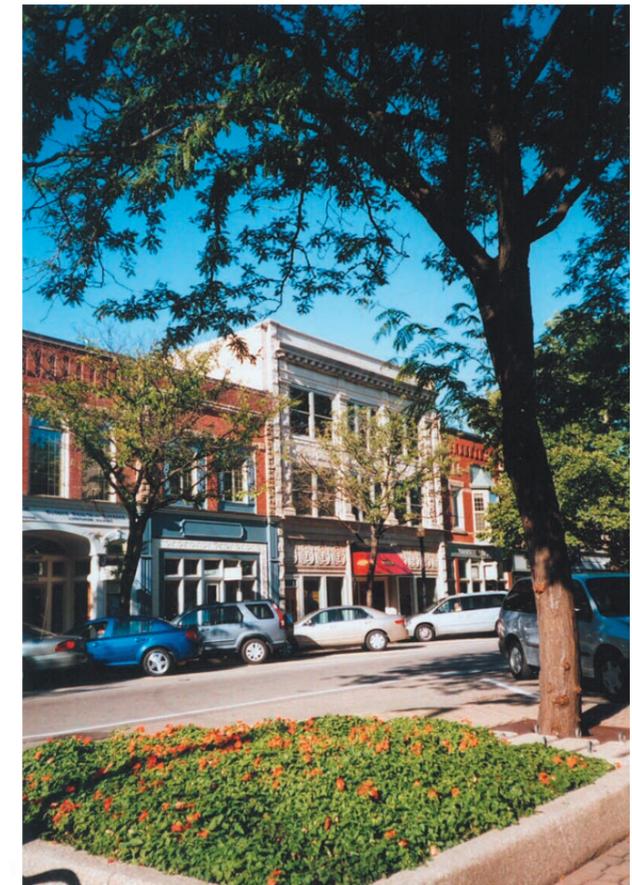
- Modify perceptions and expectations by aggressively pursuing an education program that conveys: Parking Is Available; Parking is Convenient; Shared Parking and Appropriate Use of Parking Help Everyone; and Parking is Free to the Customer.
- Make existing off-street parking spaces more available by working with owners of private lots; making remote spaces more accessible; working with Hope College to fully evaluate and manage Hope College parking needs; and working with developers to make new parking available with new development.
- Develop a “Customers First” Gold Zone providing central high-turnover customer parking.
- Character, Amenity, and Maintenance. Extend the program of “standardized” parking lot design and amenity, including brick wall and wrought iron entrance treatments, new signage, raised landscaped islands, new period lighting, trees, groundcover, expanded flower planting areas, and new trash enclosures, throughout Downtown.

Recommendations for Reducing Demand for Parking.

- Continue to Encourage a Diverse and Balanced Mix of Land/ Building Uses, where you can satisfy multiple needs by parking once, and where shared parking helps reduce the number of spaces needed.
- Establish a Non-motorized Task Force focusing on enhancing opportunities for walking and biking to and around Downtown. Explore the viability of a “free bike” program making specially identifiable bikes available for general use.
- Develop Incentives for utilizing the MAX Public Transit System to access Downtown.
- Explore Potential for Shuttles, “Rickshaws”, Valet and other special parking services.
- Work with Hope College on reducing student, faculty, and staff demand for parking.

Recommendations for Creating New Parking Capacity.

- Expand Supply of On-Street Spaces, with focus on angled and/or parallel spaces in the North End of Downtown; and spaces along 7th and possibly 9th Streets.
- Create New or Expanded Off-Street Surface Parking Lots where property needs to be acquired, where property is City owned but not yet developed for parking, where additional spaces are leased from private owners, and where acquiring spaces position the Downtown for potential development of future parking structures. Acquisition of properties that may contribute in the future to the potential construction of structured parking will assist in positioning Downtown for either the major public/private facility that cannot proceed without a large supply of parking, or the continuing incremental growth that may someday reach a tipping point where further business or cultural amenity development Downtown is dependant on a new large supply of parking.



Typical 8th Street parking.



8th Street looking west from Holland Art Center (winter 2005).



On-street parking at Plaza Center.



Recommended Zoning Ordinance Parking Requirement.

- Examine New Zoning Requirements for Downtown Parking.
- Explore Creation of an In-Lieu Fee Option, where new

development has an option of providing parking or contributing a fee to be used for the provision of additional parking.

Recommended Financing for New Public Parking.

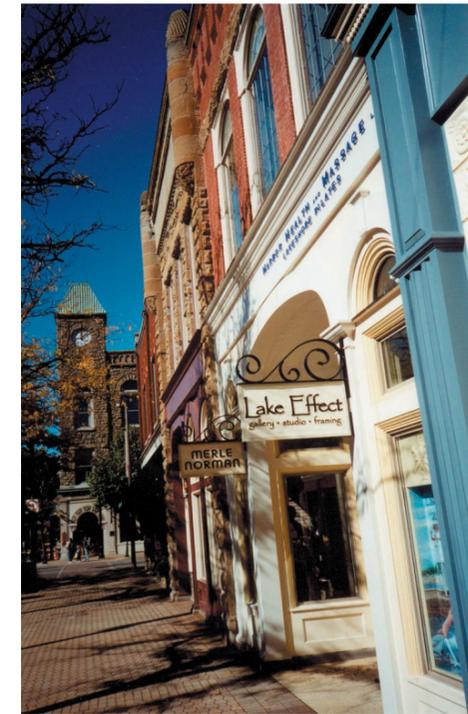
- Establish a Downtown Parking Fund.
- Revise and Utilize Parking Assessment Policies for operation/maintenance and capital acquisition/construction.
- Examine Tax Increment Financing.
- Explore Private Funding.

Management and Marketing, Business Support.

Today’s Downtown Development Authority and Principal Shopping District are the two staffed organizations with the responsibility, in return for special assessments, of providing Downtown management and marketing. These organizations, while implementers of the vision, themes, and many projects cited herein, are fundamental unifying elements of the Downtown. These organizations also join with such groups as the Chamber of Commerce, Lakeshore Advantage, and Ottawa County, and other economic development specialists, to provide supporting services and programs assisting businesses in their day-to-day operational needs. See “Organizational Opportunities” for further discussion.

Zoning, Land Use, and Public Regulation.

The layers of land use regulation, zoning, special development requirements, rules about what you can and cannot do in the public right-of-way and on public sidewalks, limits on how loud certain activities can be, and many other regulatory policies comprise another layer of the Unifying Elements that make Downtown a unique place in which to do business. While certain aspects of these policies are identified during the discussion of specific topics, please refer to Part 2 of this Plan: City Master Plan Update, which will build on the strategic plan and vision with a focus on land use policies, zoning modifications necessary to implement these visions, and other City administrative policies.



Claremont Court Entrance.



Aerial view to the northwest overlooking 8th Street and illustrating the amount of Downtown property dedicated to surface parking.

DOWNTOWN HOLLAND FRAMEWORK PLAN

Recommendations for Downtown projects, programs, and policies are either those issues applying throughout the Downtown or initiatives falling within each of the sub-areas of Downtown.

SUB-AREAS

- I. Eighth Street Business Center
- II. Western Gateway and Future Waterfront
- III. Northern Gateway and Park of Parks
- IV. Hope College and the Near East Eighth Street
- V. Eastern Gateway

ADJOINING AREAS OF INFLUENCE

1. Central Neighborhoods
2. South Shore Village
3. Holland Historic Districts
4. Central Place/Center of Centers
5. Hope College and Western Seminary Campuses
6. Fairbanks Recreational District
7. Chicago Drive and 8th Street Approaches
8. Near North Side



Getting Around...Document Guide

Executive Summary
Introduction
Vision

Themes

Unifying Elements

Accomplishments

Eighth Street

Western City & Waterfront

Northern Gateway

Hope Coll & Nr Eighth

Eastern Gateway

Areas of Influence

Organization

Implementation

City Master Plan

A DECADE OF ACCOMPLISHMENTS- POSITIONING FOR THE NEXT DECADE

I. EIGHTH STREET BUSINESS CENTER.

Consistent with a pattern of fine tuning, this central Eighth Street Business Center of Downtown has generally experienced the continual and predictable sequence of several businesses expanding and shifting to other larger Downtown locations, a few businesses going out of business, and most new vacancies quickly filling with new or relocating businesses. Building renovations, including both interiors and exteriors, occur periodically as new tenants or owners upgrade or as passage of time warrants. Major efforts accomplished in the past decade in this area of Downtown include:

Public: Public dollars expended in this area of Downtown over the past decade exceeded \$17 million and included:

- **Principal Shopping District:** Following a collaborative study of Principal Shopping District legislation and the Birmingham implementation model, efforts of the DDA and former Shops of Downtown Holland were successful when City Council approved the formation of a PSD and appointed its' first Board in 1999. Formed to lead and manage Downtown marketing and event promotion through a per square foot assessment program with strong support of property owners and merchants, the PSD took another step forward in 2004 hiring its first staff member whose time was dedicated solely to the marketing and promotional needs of this organization.
- **Public Art on 8th Street:** On-going collaborative efforts between the Holland Area Arts Council and DDA have brought public arts exhibitions to 8th Street, including Pigs on Parade, Take a Seat-Adirondack Chairs, Towering Tulips, and the 2005/06 "Re-Mastered" banners.
- **Public Restrooms:** Following years of discussion regarding the need for public restrooms, the City and PSD collaborated on a new brick facility at 9th and Central that has been extremely well-received and well-taken care of.
- **Street Performers:** Supported by private funding that has assured a robust Thursday night series, a program of summer-long

street entertainment was introduced in 2005 and expanded in 2006, providing highlights ranging from musicians to jugglers, dancers to organ grinders, and fire-eaters to mimes. These scattered sidewalk acts supplemented a very active outdoor summer calendar that includes concerts in Centennial Park, sidewalk sales, various festivals and special events, and a myriad of charity and athletic events that thread their way along the streets and sidewalks of Downtown.

- **Outdoor Café Renaissance Begins:** What began rather quietly at the sandwich and coffee shops Downtown, with a few tables and chairs placed in front of their respective businesses, is evolving into a major Downtown attraction with outdoor dining areas on both public sidewalks and private patios. The outdoor café has become an extremely popular venue not just for the food and drink, but also for the life it brings to the street, and the entertainment it provides in seeing others and being seen.

- **7th Street Reconstruction:** This one-way westbound leg of the then Downtown State Highway Trunk system was reconstructed in 1996, cleaning up a rather forlorn street and adding streetscape character and amenity.



New Holland Brewing Company sidewalk cafe.



Plaza Center in the "Super Block."



Public restrooms at 9th and Central.



Street performers.



Farmers Market at the Eighth Street Market Place.

- 9th Street Reconstruction: This one-way eastbound leg of the then Downtown State Highway Trunk system was reconstructed in 1997, also extending streetscape amenity further south.
- State Trunkline Turnback: In 2004, following years of discussion and frustration with inflexible design requirements, the City reached agreement with the State that has brought River Avenue, portions of Pine Avenue, and portions of 7th, 8th, and 9th Streets fully within City jurisdiction. This provides the City with the future responsibility to maintain these streets, while allowing the city to determine more effectively the character of those streets, including such aspects as lane widths, turning radii, traffic speeds, traffic signage, signal timing, crosswalk location and design, and on-street parking regulations.

Private: Private dollars expended in this area of Downtown over the past decade exceeded \$18 million and included:

- Superblock: This block, bounded by 8th and 7th Streets and College and Columbia Avenues, is targeted for the next wave of major new 8th Street construction and extends this Eighth Street Business Center further to the east. Two projects already developed are having a catalytic revitalization effect for the remainder of the block. Plaza Center, the first new construction in the block combines ground floor retail, service, dining and showroom uses with upper level professional offices. The new Macatawa Bank building at the east end of the block anchors a new point of entry into the center of Downtown and provides prominent garden and pedestrian amenity on its site. Plans for future development include ground floor destination retail and restaurant uses, with upper floor apartments and offices. Entertainment projects are also being considered for this block.
- Hope College Activities on 8th Street: Hope College, through its ownership of the Knickerbocker Theater, its acquisition and heavy use of the Anderson/Werkman Building at 100 East 8th Street (with Holland Academy of Senior Professionals (HASP) offices, general

classrooms, and office space) and the Brownstone Building (retail and restaurant at street level with student apartments upstairs), and with previous investment in the Riverview Partnership has consistently demonstrated its strong and vital commitment to Downtown.

- Private investment in the transformation of the former Vogelzang Hardware Store to the New Holland Brewing Company Pub/ Restaurant. In combination with an expansion of JP's Coffee, opening of the Curragh Restaurant, upgrades to 84 East, and the opening of Lemonjellos, the evening vitality of this area centered at College and 8th has blossomed.
- Private investment in the revitalization of a myriad of individual buildings in this Center area have occurred on an on-going basis through this period as property after property update their facilities, accommodate new tenants, and generally continue to upgrade the character of this Downtown core.

II. WESTERN GATEWAY AND FUTURE WATERFRONT.

In the decade since adoption of Broadening the Vision, the Western Gateway and Future Waterfront area has undergone as great a transformation as any through public and private redevelopment efforts.

Public: Public dollars expended in this area of Downtown over the past decade exceeded \$37 million and included:

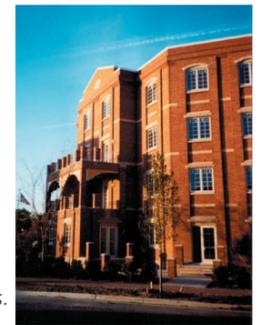
- Property Acquisition: Acquisition of numerous properties to accommodate the new County Court and City Police facilities;
- New Ottawa County Court Facility a very significant commitment by Ottawa County to remain Downtown and to continue its effective collaboration with the City of Holland;
- New City Police Facility representing a renewed City commitment to West 8th Street and in maintaining a strong public presence Downtown;
- Reconstruction of 8th Street, River to Pine;
- Eighth Street Market Place, including a major re-investment in facilities, utilities, snowmelt, and image supporting an expanded Farmers Market and a revitalized venue for a wide variety of festivals and special events;
- Parking: Expanded Civic Center and Police/County Court Parking, totaling approximately 160 new spaces;
- Reconstruction of 8th Street, Pine to Washington;



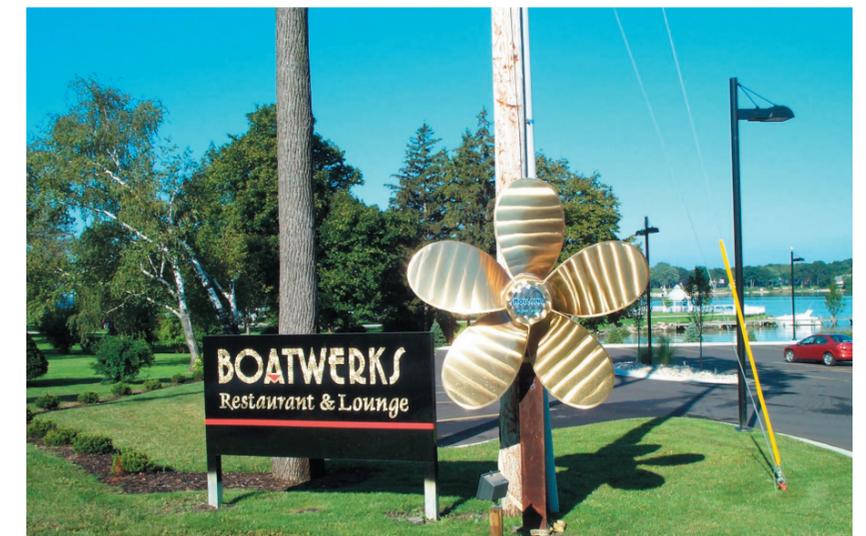
Holland Police Department on 8th Street.



A recent award displayed at 8th and Central.



Terraces Condominiums.



Boatwerks Restaurant on the Lake Macatawa waterfront (2006).



- 7th Street Transition, providing a better route for moving west-bound traffic on 7th Street along to 8th Street around- rather than through- the Civic Center complex of properties;
- Property Acquisition: Acquisition and “greening up” of properties within the triangle bounded by Kollen Park Drive, 9th Street, and Washington Boulevard;
- Western Machine Tool Work: Demolition of Western Machine Tool Works building and site preparation for future redevelopment;
- Kollen Park: Revitalization of North End of Kollen Park, with a new water’s-edge boardwalk, picnic shelter, playground, lighting, and parking improvements;
- Board of Public Works: Landscaping and screening by the Board of Public Works at the James DeYoung Power Facility and Sanitary Sewer facility; and
- Development of Linear Park with pedestrian and bicycle improvements along a reconstructed Pine Avenue.

Private: Private dollars expended in this area of Downtown over the past decade exceeded \$16 million and included:

- Padnos Office Building: Construction of a new Padnos Corporate Office Building;
- Padnos Yard Improvements: Construction of improved groundwater treatment facilities, the relocation of a scale, and the continuing enlivenment of the Pine Avenue frontage with additional landscaping and scrap-art sculptural pieces;
- Lake Michigan Contractors property: Construction of the new “Boatwerks” Waterfront Restaurant and related site improvements, including a publicly accessible waterfront walkway around the perimeter of the restaurant peninsula;
- Holland Historical Trust property: Restoration by Holland Historical Trust of Cappon House Museum, Settlers House, and neighboring residential structures;
- Residential Rehabilitation: On-going restoration of residential properties within the adjacent historic neighborhood by private owners, often in collaboration with the City of Holland, the Historic District Commission and Neighborhood Association, HomeCor, and private non-profits; and
- Public Art: Continued installation of public art throughout downtown, including “scrap art” sculpture along the street frontages of

the Padnos facility.

III. NORTHERN GATEWAY AND PARK OF PARKS.

Certain aspects of this Northern Gateway and Park of Parks area of Downtown have changed significantly in the past decade, and others have remained largely unchanged or have become even more susceptible to change.

Public: Public dollars expended in this Northern Gateway and Park of Parks area of Downtown over the past decade exceeded \$16 million and included:

- River Avenue Bridges: Reconstruction of the River Avenue Bridge (from four travel lanes to six), in combination with two adjacent pedestrian/bicycle bridges much enhancing north-south movement and a pedestrian/bicycle underpass enhancing east-west movements, all combine to make an impressive statement about connection between the north and south sides of Holland. Design elements, including the bridge itself, surface paving, special lighting and associated landscaping, and improvements in the park approaches from all four corners, all combine to make a special gateway message whether entering the City/Downtown or the Township.

- Pine Avenue Reconstruction: The reconstruction and realignment of Pine Avenue enhances the approach to Downtown from the north. Extension of special lighting, the introduction of a 10-foot wide pedestrian/bicycle lane and accompanying landscaping reinforce the theme of a linear park in this corridor.

- Board of Public Works: On-going improvements to the BPW’s sewage treatment facilities have included substantial odor reduction, landscaping and screening, and continued expansion of sewage treatment facilities.

- Window on the Waterfront Park: Building on the 1987 State Sesquicentennial Window on the Waterfront trail project, several phases of this comprehensive park development have been completed since that time including the establishment of prairie grasses, new flower beds, and new sculpture. Conceptual plans for Park improvements developed by William Johnson, and specific improvements designed by the firm Johnson Hill have resulted in the current park



DeZwaan Windmill at Windmill Island.



Bank of Holland at 7th and Central.



East pedestrian bridge across Macatawa River.



River Avenue Bridge.

configuration.

- Windmill Island: Great hopes and several years of planning effort were dashed a few years ago as a plan for a new neighborhood on the Island, to be built in a Dutch tradition, ground to a halt with the abandonment of the project by the potential developer. With a fresh focus on the Island, and recognition of both the natural beauty and distinctive attractiveness of the man-made setting, additional floral plantings and construction of a new pavilion to accommodate events ranging from weddings to corporate receptions to family reunions have given the Island new life and optimism for the future.

Private: Private dollars expended in this Northern Gateway and Park of Parks area of Downtown over the past decade exceeded \$21 million and included:

- 7th and Central Building: Bayside Capital has developed a multi-tenant 25,000 sq. ft. office building at the northeast corner.
- Bank of Holland: This 20,000 square foot, two-story bank facility was constructed by Bayside Capital for the Bank of Holland in 2003 on the northwest corner of 7th and Central.
- Via Maria Restaurant: Redesigned eatery with special outdoor seating terrace on West 7th Street.
- Bosgraaf Rehab: Rehabilitation of former garage into commercial space along West 6th Street.
- Bayside Capital: Infill construction of industrial/storage building between 5th and 4th Streets, Downtown.
- GMB Parking Lot: Installed through a creative collaboration of the City and property owner, an interim parking lot was developed on this site at the corner of College and 7th Street providing an additional 80 parking spaces to the Downtown parking system. As noted below, this site remains a very significant and logical infill new building opportunity.
- Hallacy Park: In honor of former Mayor, businessman, and

Chamber of Commerce President Louis Hallacy, a small park was designed and constructed by private commitments at the southwest corner of 6th Street and College Avenue.

- J. B. Labs Re-Use: This large building at 6th Street and Central Avenue was purchased by Lumir Corporation in 1995. A portion of the building was demolished but the remaining 40,000 square feet has been rehabilitated into loft-style office space. Present tenants include several new technology firms and several administrative departments of Holland Hospital, all exciting new Downtown tenants.
- New Housing: Two new condominium housing projects have been completed. The first, the 4-story Terraces by the Lumir Corporation at Central Avenue consists of 12 high-end units, each with a two-stall garage at grade. To the east, the next residential condominium building, Downtown Place, offers 28 units in a three-story building design with interior parking at the ground level.
- ConAgra: A longtime mainstay of Downtown, ConAgra (formerly Beatrice Foods) constructed a 27,000 sq. ft. addition to its 6th Street facility in the early 1990's. This commitment of a significant industrial employer supported the mosaic of diverse uses Downtown.

IV. HOPE COLLEGE AND THE NEAR EAST EIGHTH STREET.

In the past decade, Hope College has continued on a path of integrating its campus with the eastern edges of Downtown in a manner that has been very supportive Downtown principles and ambitions. Hope's presence provides security for other private and public investment.

Private: Private dollars expended in this area of Downtown over the past decade exceeded \$73 million and included:

- Haworth Center at Hope College: This \$15 million project is heavily used for a variety of College and community events, with conference meeting space for 400 persons, 50 overnight guest rooms, dormitory space for 272 students, and related dining facilities. Cook Hall, the residential portion of the building, is currently undergoing a 66-bed expansion.
- Hope College Activities on 8th Street: Hope College, through its ownership of the Knickerbocker Theater, its acquisition and heavy use of the Anderson/Werkman Building at 100 East 8th Street (with



HOPE COLLEGE FACILITIES



Martha Miller Center.



Schaap Science Center.

Haworth Center.



Getting Around...Document Guide

Executive Summary
Introduction
Vision

Themes

Unifying Elements

Accomplishments

Eighth Street

Western City & Waterfront

Northern Gateway

Hope Coll & Nr Eighth

Eastern Gateway

Areas of Influence

Organization

Implementation

City Master Plan

Holland Academy of Senior Professionals (HASP) offices, general classrooms, and office space) and the Brownstone Building (retail and restaurant at street level with student apartments upstairs), and with past investment in the Riverview Partnership has consistently demonstrated its strong and vital commitment to Downtown. Most recently, Hope has played an important role in the positioning of properties along East 8th Street with its acquisition of the former Versandaal auto dealership property. Recent on-campus investments important to Downtown include the new Martha Miller Center for Global Communications, expansion of the Science Center, and renovation of Lubbers Hall.

- **Superblock:** This block, bounded by 8th and 7th Streets and College and Columbia Avenues, is targeted for the next wave of major new 8th Street construction. Plans include ground floor destination retail and restaurant uses, with upper floor apartments and offices. Entertainment projects are also being considered for this block. On-street parking modifications have been implemented at the west end of the block that more fully integrate parking on this block with the Downtown angled parking pattern.

- **Holland Area Arts Council.** The Holland Area Arts Council relocated from a building on West 8th Street near River Avenue to a former home furnishings store on East 8th Street, greatly expanding their facilities and presence in a major building adaptive re-use project.

V. EASTERN GATEWAY.

In the past decade, this Eastern Gateway (formerly Fairbanks Initiative) area of Downtown has undergone significant change with much assembling and readying property for further revitalization accompanied by several key new buildings. The attention of Hope College with their landmark DeVos Fieldhouse and efforts to make this area a statement not only of Downtown Gateway but also Hope College Gateway, and the City's proposal for a traffic roundabout have begun to bring broader attention and speculation to this area.

Public: Public dollars expended in this area of Downtown over the past decade exceeded \$9 million and included:

- **9th Street Transition:** Construction of 9th Street transition linking 9th Street and east-bound traffic back to the northeast and 8th Street.

- **8th Street Reconstruction:** As a part of the 7th Street reconstruction project, improvements were made to 8th Street east of Lincoln Avenue.

- **Fairbanks Avenue.** Reconstruction of Fairbanks Avenue with a bend in street alignment to acknowledge opportunities both for a future roundabout and an enhanced competition soccer facility.

- **Property Acquisition:** Public/private land acquisition and exchange that facilitated the redevelopment of the Western Foundry and City Street Department facilities.

- **Property Acquisition:** City acquisition of Wendy's fast food restaurant and parking lot utilizing State transportation funds to support parking for the adjacent Depot.

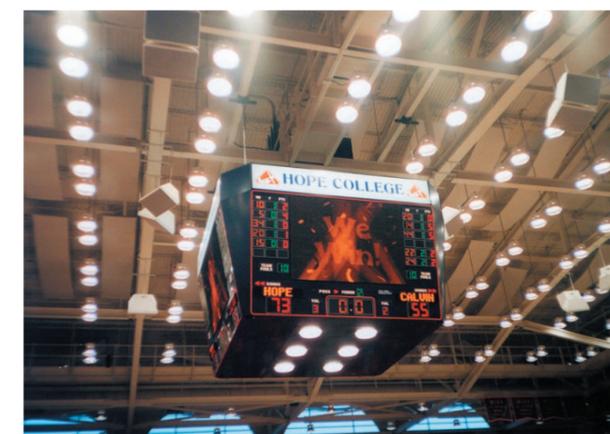
Private: Private dollars expended in this area of Downtown over the past decade exceeded \$28 million and included:

- **DeVos Fieldhouse for Hope College:** The old Western Foundry sat in a deteriorating and underutilized condition for years on the southwest corner of Fairbanks Avenue and East 8th Street. Through the friendly negotiations of interested Downtown individuals, an agreement was reached for the acquisition of the Foundry. Following a period of additional property acquisition and a significant land exchange between the City and Hope, Hope College completed the \$22 million 3,100-seat DeVos Fieldhouse in time for the men's program's 100th season in the Fall of 2005.

- **Property Acquisition and Commercial Development:** Private property acquisition by the Lumir Corporation set the stage for the conveyance of property to Paragon Bank facilitating their construction of a new bank facility, and construction of a new office facility for Priority Health by Prins Construction, each on East 8th Street.



HOPE COLLEGE DEVOS FIELDHOUSE



Glorious Hope win against Calvin.



DeVos Fieldhouse, inaugural games, November 19, 2005.