

# **City of Holland Master Plan Update South End Area**

**Adopted by the City of Holland Planning Commission  
On June 14, 2005**

**Adopted by the City of Holland City Council  
On July 6, 2005**

## **Produced by City of Holland Planning Commission**

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## **City of Holland Department of Community and Neighborhood Services**

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## **A. Background**

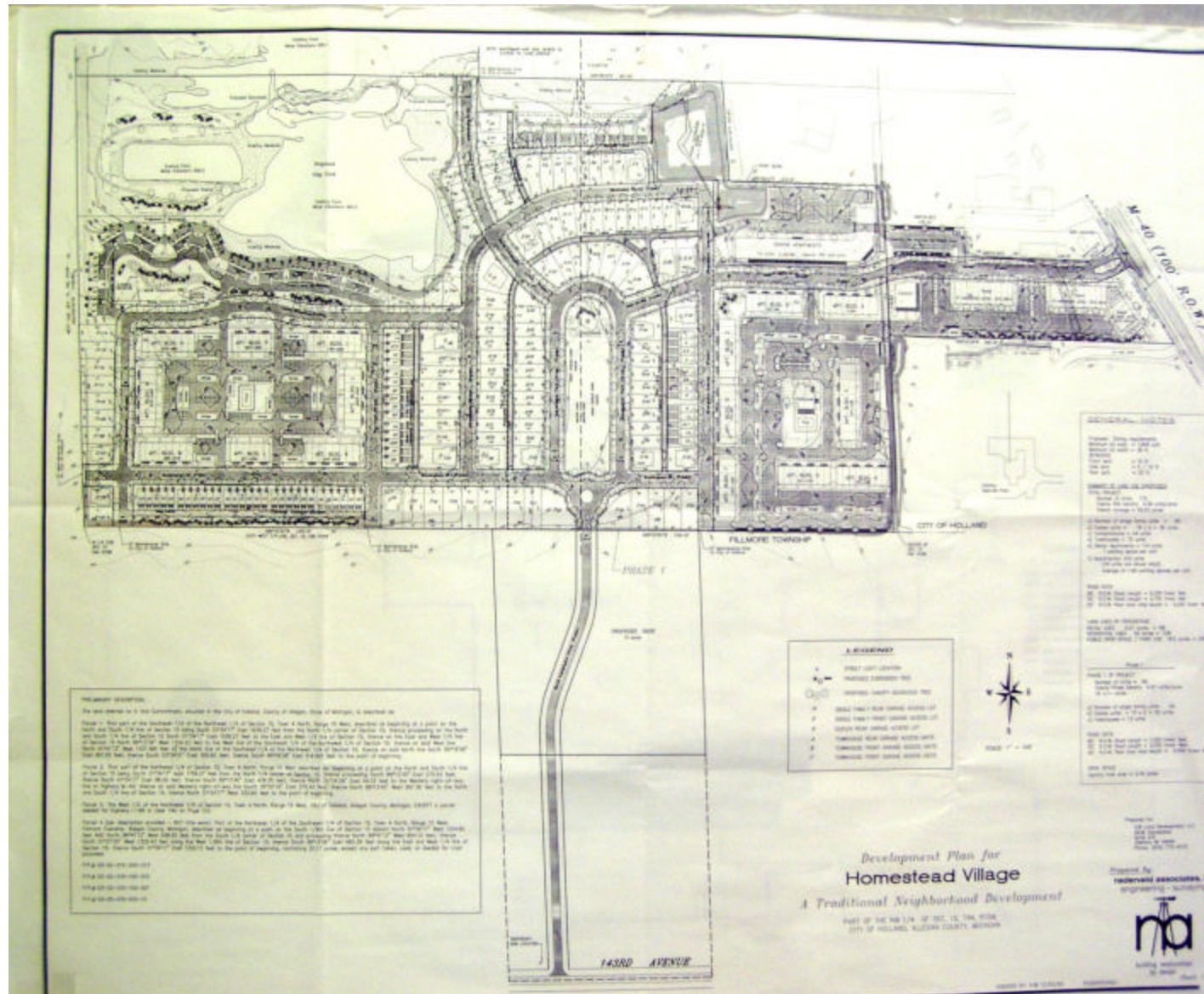
The South End Master Plan that was adopted in November 2000 by the Planning Commission as a supplement to the City Master Plan has been providing the planning basis for new growth and redevelopment of that area of the City for the past four years. While this Plan has sought to be realistic in its approach to accommodating the “pressure” for land development in this area due to its proximity to major highway corridors and the large Southside Industrial Park area, this Plan has also been proactive in its

“Effort to define land use, infrastructure, and “character of development” opportunities that build on the positive attributes of the community, and that continue the high quality of private development and public infrastructure that are characteristic of the City of Holland. Perhaps more importantly, this Plan strives to integrate lessons we have learned sometimes through our own development policies and sometimes witnessing problems found in many other communities. This Plan is assertive about such issues as carefully expanding the mix of land uses, protecting sensitive natural environments, and defining transportation improvements in a manner that helps to define a positive character and is supportive of pedestrian as well as vehicular movement. The Plan also offers a model of how such growth can occur contiguous to our existing urban center, while suggesting how to develop in a compact manner to avoid the sprawl that so typically diminishes the character and viability of rural and agricultural urban edges across Michigan and this country. One of the primary objectives is to establish a coherent and intentional identity and sense of place for this new area of the City.” (South End Master Plan, November 14, 2000)

Indeed, this Plan provided the “character of development” expectations that were instrumental in shaping the urban form and mixture of land uses that are now being developed in the Kensington Place neighborhood development. While the Planning Commission expects the Plan to continue to provide urban form and land planning guidance for this area into the foreseeable future, the Planning Commission fully expected that amendments may be needed to the Plan from time to time in order for it to remain current and in sync with the ever changing realities of the marketplace.

As the marketplace has had enough time to properly “digest” a portion of the original South End Plan, we are beginning to see the fruition of the Plan in the form of the Kensington Place development. It should come as no surprise then that adjustments are now viewed as being necessary by the development com-

munity in response to the development as it emerges in this neighborhood. It is this Kensington Place development that is redefining the opportunities for redevelopment throughout the South End area, and creating further opportunities for growth generally consistent with the overall South End Master Plan.



## **B. Master Plan Amendments**

SJR Land Development LLC is the owner and developer of the mixed-use Kensington Place neighborhood development located west of M-40 and south of I-196. SJR Land Development LLC also owns 40 acres immediately north of the Kensington Place development that in concert with both landowner requests and Planning Commission vision in 2000, is designated on the Existing Land Use Plan Map as IP Industrial Park (see Existing Land Use Plan Map - South). The applicant, in response to a changing market and evolving vision for the property, has requested and this Plan approves changes to the Land Use Plan Map and Master Plan to be changed in the following manner:

- 796 Interchange Drive (20 acres) - Change the north portion from IP Industrial Park to CC Community Commercial
- 796 Interchange Drive (20 acres) - Change the south portion from IP Industrial Park to MDR Mixed Density Residential

As a component of this Master Plan amendment, the developer has also requested changes to the Land Use Plan Map for the existing Kensington Place neighborhood development so that the planning designations on the Land Use Plan Map coincide more precisely with the actual uses that were approved by the Planning Commission in the form of the Kensington Place Development Plan. After careful consideration, the Planning Commission determined that the best means of illustrating the allowable land uses on the Land Use Plan Map for the Kensington Place Development is to designate the development area as a new Special Planning Area 4 (SPA 4) on the Land Use Plan Map with a specific reference to the Kensington Place Development Plan and the Kensington Place PUD approval documentation (see Land Use Plan Map - South).

In addition to the lands owned and being developed by SJR Land Development, the Planning Commission has examined all of the IP Industrial Park planning designated lands located west of M-40 and south of I-196. The Planning Commission notes that the original South End Master Plan specifically called for a large component of Industrial development and land uses in this area. The market was calling for this land use at the time of the Plan adoption as industrial uses continued to grow and expand in the Holland area throughout the 1990's. Now, with the development of the Kensington Place mixed-use development as well as being in a market climate where there is minimal demand for new Industrial land, the Planning Commission believes this area is now more desirable and suitable for mixed use developments of a resi-

dential and commercial nature, and that changes are warranted to the Land Use Plan Map for the following Industrial Park planned lands (see Land Use Plan Map - South):

- 678 Interchange Drive (7 acres) – North portion to Community Commercial and south portion to Mixed Density Residential
- 622 Interchange Drive (2.5 acres) – North portion to Community Commercial and south portion to Mixed Density Residential
- 850 Interchange Drive (0.75 acres) – Community Commercial
- Approximately 800 Interchange Drive (8.5 acres) – Community Commercial
- SW corner of the property located at the SW corner of M-40 and Interchange Drive (Approx. 0.2 acres) – Community Commercial
- 1750 M-40 (Approx. 12 acres) – West portion to Community Commercial
- 1778 M-40 (Approx. 3 acres) - West portion to Community Commercial
- 1890 M-40 (Approx. 3.5 acres) – Community Commercial
- 1796 M-40 (Approx. 0.1 acres) – Small SW corner of property to Community Commercial
- Property behind 1796 M-40 (Approx. 1.5 acres) - West portion to Community Commercial
- 1816 M-40 (Approx. 0.3 acres) - West portion to Community Commercial
- 4350 M-40 (Very small parcel) - Community Commercial
- 1830 M-40 (Approx. 1 acre) - West portion to Community Commercial
- 1850 M-40 (Approx. 1 acre) - West portion to Community Commercial
- 1860 M-40 (Approx. 2 acre) - West portion to Community Commercial

The Planning Commission also decided to include the following City “unplanned” lands that were annexed in 2003 from Fillmore Township in this Plan amendment. The following list of properties denotes what the properties were planned for in the Township, their Township zoning, the City conversion zoning upon annexation into the City, the new City Master Plan Land Use Plan Map planning designation; potential future City Zoning (see Land Use Plan Maps for the North and South areas); and the current use of the property:

- 5349 143<sup>rd</sup> Avenue (20 acre City owned parcel): Township planning - Horticulture; Township zoning - A-2 Restricted Agriculture District; City conversion zoning - AG Agricultural District; new City planning designation - PQP Public Quasi-Public; Potential future City zoning - PRD Planned Residential Development District; Current use - Vacant and South Kensington Drive.
- 859 East 48<sup>th</sup> Street (67 acres): Township planning - Low Density Residential; Township zoning - R-1 Single Family District; City conversion zoning - R-1 One Family Residential District; new City planning

designation - IP Industrial Park; Potential future City zoning - I-2 Industrial Park District; Current use - Vacant, cultivated crops.

- 815 East 48<sup>th</sup> Street (1.6 acres): Township planning - Low Density Residential; Township zoning - R-1 Single Family District; City conversion zoning - R-1 One Family Residential District; new City planning designation - IP Industrial Park; Potential future City zoning - I-2 Industrial Park District; Current use - Vacant.
- 789 East 48<sup>th</sup> Street (0.3 acres): Township planning - Low Density Residential; Township zoning - R-1 Single Family District; City conversion zoning - R-1 One Family Residential District; new City planning designation - IP Industrial Park; Potential future City zoning - I-2 Industrial Park District; Current use - Warehouse and storage.
- 759 East 48<sup>th</sup> Street (2 acres): Township planning - Commercial; Township zoning - A-1 Exclusive Agriculture District; City conversion zoning - AG Agriculture District; new City planning designation - IP Industrial Park; Potential future City zoning - I-2 Industrial Park District; Current use - Warehouse and storage.
- 721 East 48<sup>th</sup> Street (9 acres): Township planning - Commercial; Township zoning - A-1 Exclusive Agriculture District; City conversion zoning - AG Agriculture District; new City planning designation - IP Industrial Park; Potential future City zoning - I-2 Industrial Park District; Current use - Vacant.
- 712 East 48<sup>th</sup> Street (0.5 acres): Township planning - Agriculture; Township zoning - A-1 Exclusive Agriculture District; City conversion zoning - AG Agriculture District; new City planning designation - IP Industrial Park; Potential future City zoning - I-2 Industrial Park District; Current use - Warehouse and storage.
- 914 East 48<sup>th</sup> Street (1.5 acres): Township planning - Agriculture; Township zoning - A-2 Restricted Agriculture District; City conversion zoning - AG Agriculture District; new City planning designation - IP Industrial Park, Potential future City zoning - I-2 Industrial Park District; Current use - Single family residential.

The City owned property at 5349 143rd Avenue was purchased for use as a future park and/or other public use such as an elementary school. This property was annexed into the City by Resolution of the City Council, and it currently is vacant except for South Kensington Drive that traverses the property from north to south from the Kensington Place neighborhood development down to 143rd Avenue.

The other privately owned properties located on 48th Street were annexed into the City via a petition from the property owners to the State Boundary Commission. The property owners intend to use these properties for future Industrial purposes. A vast majority of the acreage of these properties is vacant and assessed as vacant industrial land.

### **C. Zoning Expectations.**

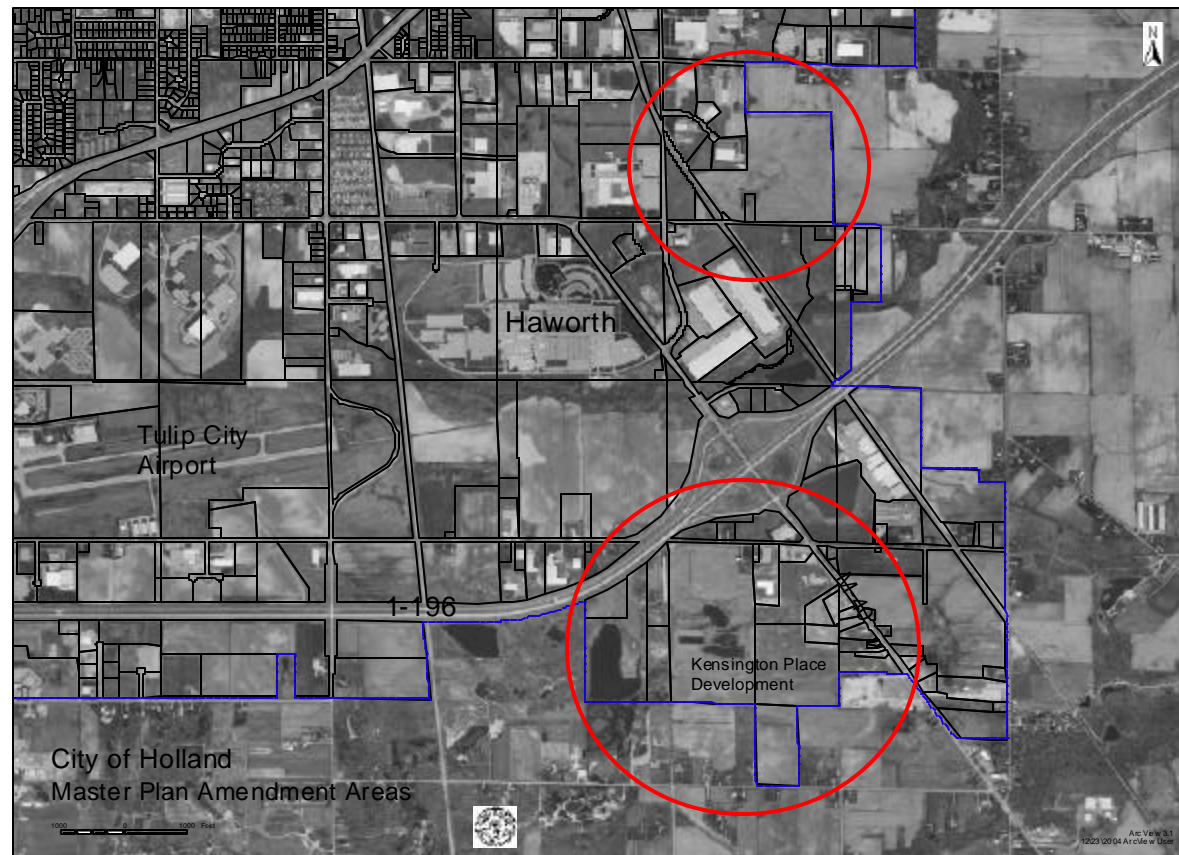
As noted in the previous section, the 48th Street properties should be rezoned to the I-2 Industrial Park District, and the City owned 20 acre parcel located on 143rd Avenue should be rezoned to the PRD Planned Residential Development District shortly after the adoption of this Plan. The properties located west of M-40 and south of Interchange Drive may be rezoned in the future to a number of zone districts, such as the PUD Planned Unit Development District, the PRD Planned Residential Development District, and C-2 Highway Commercial District.

This Plan notes a preference in future rezonings in the area located west of M-40 and south of Interchange Drive to the PUD and PRD zone districts as these zone districts allow for a mixture of land uses, more compact urban designs and streetscapes, a more pedestrian and walkable scale of development instead of a primarily auto oriented design, and limitations on “big box” designs that have a tendency to overwhelm surrounding neighborhoods and development with the huge scale of the buildings and associated parking lots.

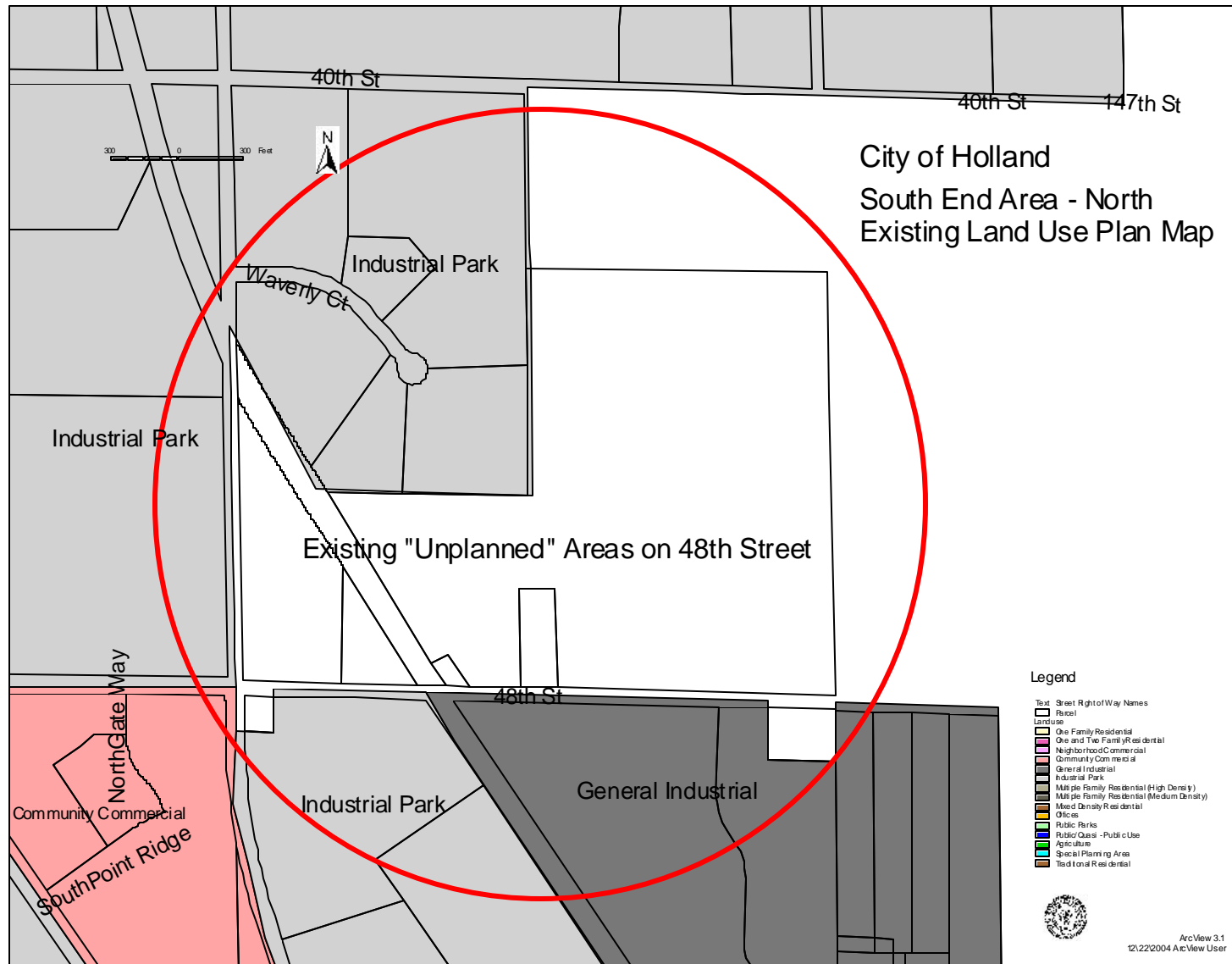
## D. Graphics

The graphics on pages 8 through 10 indicate the locations and existing Land Use Plan Map planning designations for this South End area. The north part of this area shown on page 9 indicates the “unplanned” status of this part of the City’s Industrial Park, and the south part of this area shown on page 10 indicates the planning for the west side of M-40 south of I-196. This south map also shows the unplanned status of the City park land property located north of 143rd Street and adjacent to the Kensington Place neighborhood development.

### South End Master Plan Amendment Areas

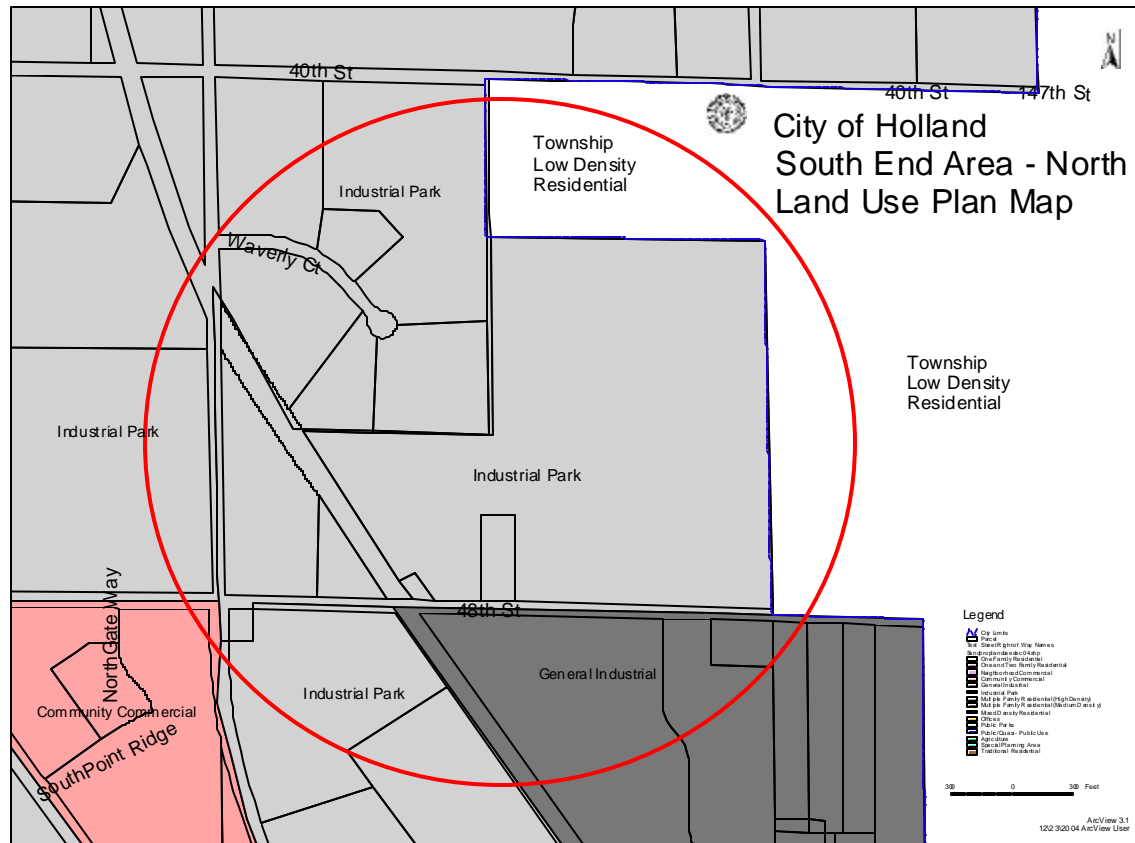


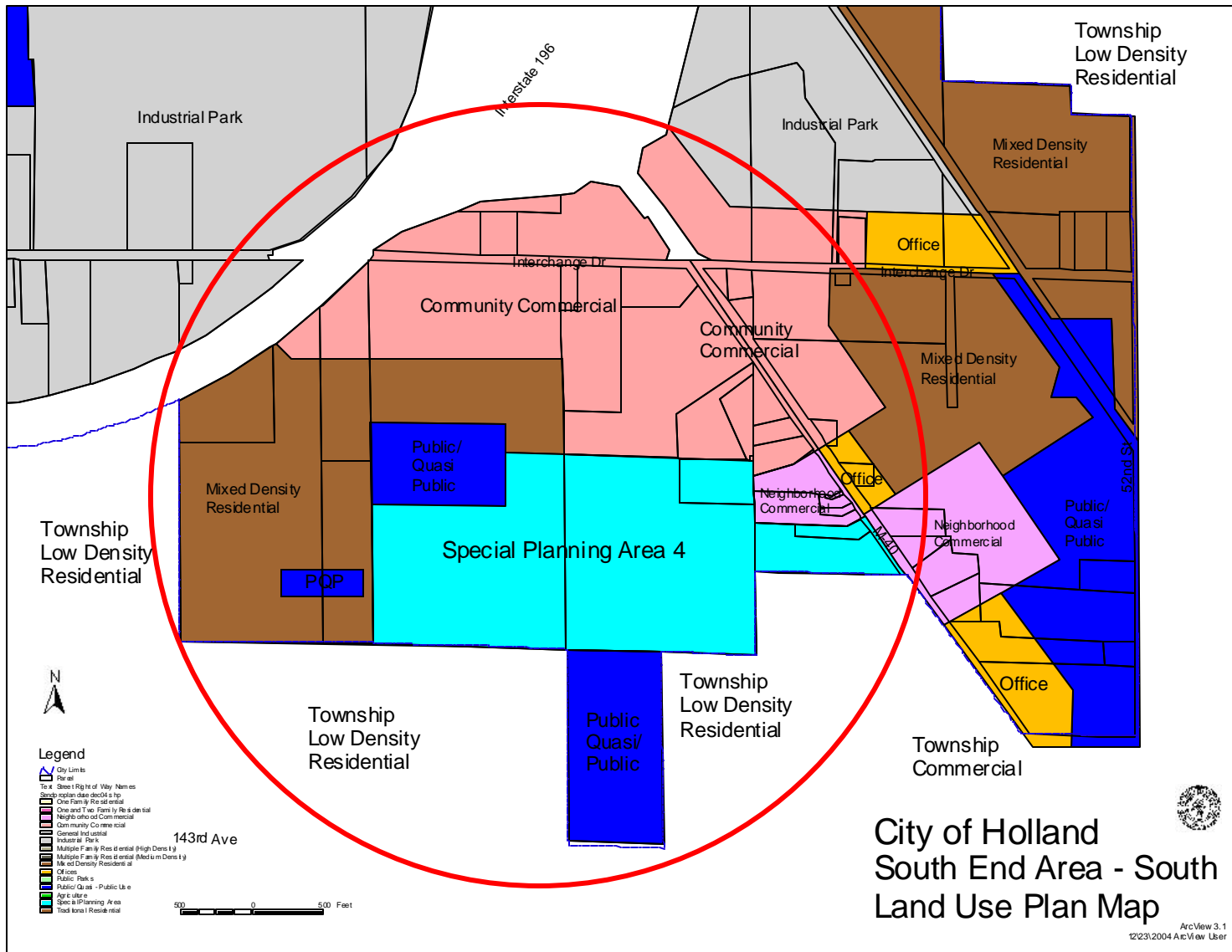




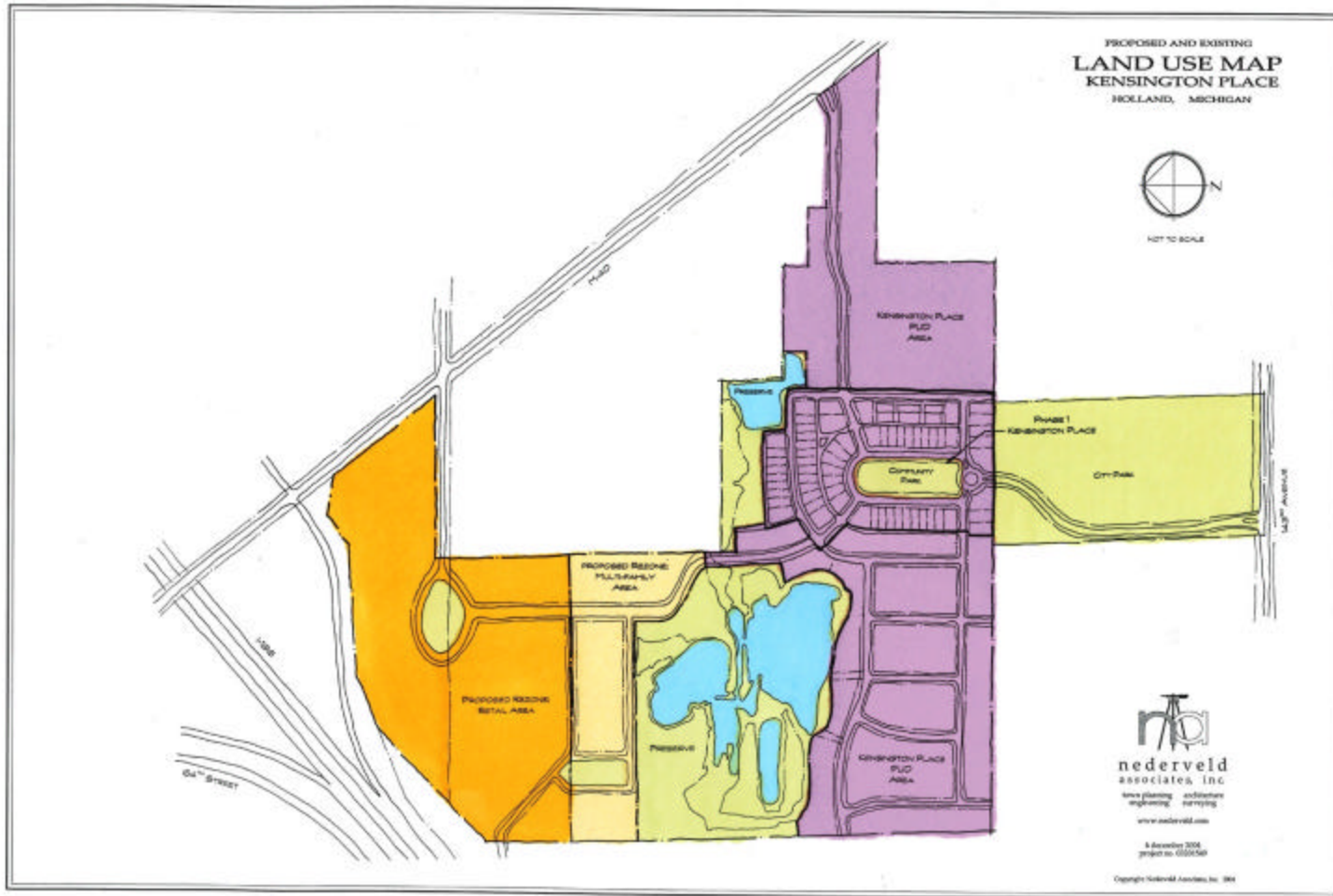


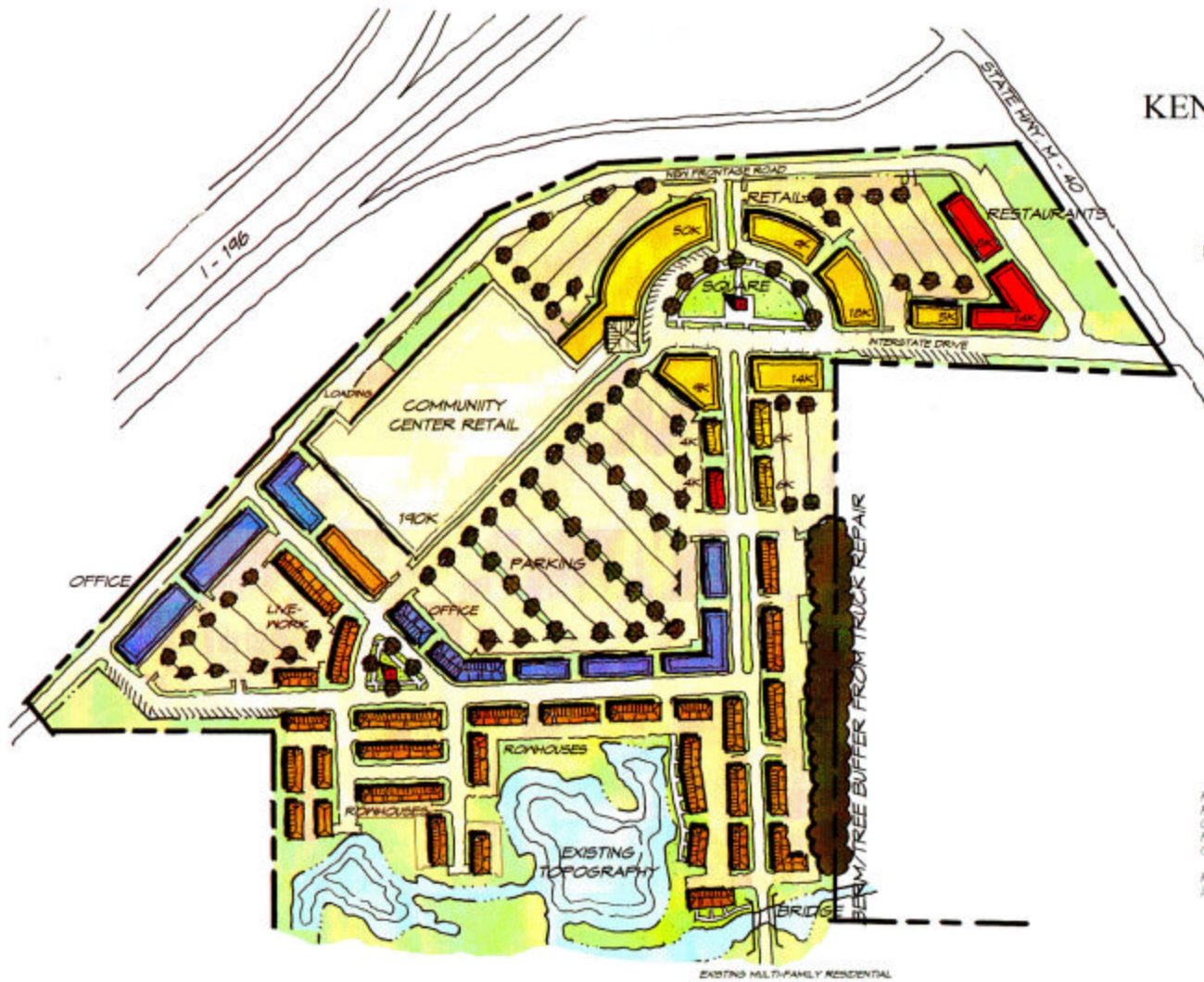
The graphics shown below and on page 12 show the new Land Use Plan Map planning designations for this South End area. The north part of the area shown below clearly shows that the formerly “unplanned” status of this part of the City’s Industrial Park is now planned for IP Industrial Park uses and GI General Industrial land uses. The south part of this area shown on page 12 indicates the expanded Community Commercial planning for the west side of M-40 south of I-196, the new Special Planning Area 4 (SPA 4) for the Kensington Place neighborhood, and the expanded Mixed Density Residential planning area. The formerly unplanned status of the City park land property located north of 143rd Street and adjacent to the Kensington Place neighborhood development is now planned for Public Quasi/Public land uses.





This Master Plan amendment also incorporates the conceptual plans provided by SJR Land Development for the development of their land holdings in the South End area in regards to future land uses, future street right-of-ways, the character of the streetscapes, and proposed building locations and arrangements as shown below and on page 14.





Conceptual Planning Study  
for  
**KENSINGTON PLACE**

Prepared for  
Scott Geerlings  
Geerlings Development Co.  
8436 Homestead Ave., Suite 210  
Zeeland, Michigan 49464  
(616)-218-6793



24 May 2005



SCALE: 1" = 200'  
OR PRINTED AT 11 X 17"

**LAND USE SUMMARY**

RETAIL	50K
RESTAURANT	26K
OFFICE	81K
PARKING	(SHARED OFFICE/RETAIL) 15900(SB/100)
ROWHOUSES	15 UNITS
LIVE-WORKS	21 UNITS

EXISTING MULTI-FAMILY RESIDENTIAL

## **E. Plan Expectations and Character of Development**

As stated in the Background section of this Plan, and as included in the original South End Master Plan, one of the primary objectives of the Plan is to establish a coherent and intentional identity and sense of place for this new area of the City. While the original South End Plan set the stage for this place making by including guidelines for development of this area, the amendments and plan graphics included in this update to the South End Master Plan aim to add additional urban design elements to clearly illustrate the City's expectations for the development of this area.

In order to be intentional this Plan needs to be boldly proactive about the desired characteristics for this area. This area simply will not be allowed to develop like so many other faceless and no-place (or every-place) commercial areas that dot West Michigan and indeed the nation's landscape. The Vision for this area is that it develops as the next healthy mixed-use neighborhood area in the City with the following expectations for the development of the South End area:

- The scale of development shall be for that of the neighborhood, and thus shall be compact in scale, pedestrian friendly, and include a mixture of uses.
- The integrity of M-40 as a transit corridor shall be preserved by the enforcement of City of Holland and Michigan Department of Transportation access management standards.
- Commercial development along M-40 shall be focused, nodal in character and oriented inward possibly in the form of life style centers instead of the typical outward strip orientation that maximizes building and parking lot exposure to passing motorists.
- The streets shall be based on a grid or modified grid pattern to maximize pedestrian and vehicular interconnectedness. This network of streets shall also be designed to encourage walking, reduce the number and length of vehicle trips, and conserve energy.
- Residential housing types and price levels shall vary depending on the type of street the building is located on and the proximity of commercial uses.
- Residential housing densities should be high enough to permit public transit to become a viable alternative to the automobile. If public transit is viable to this area, it will provide a means of transportation for residents to the large employment centers located in the City's industrial parks; the City's major retailing and service areas in the Downtown, US/31, Waverly Road, and South Washington Avenue Corridors; and the major recreational parks and arts/cultural venues located throughout the City.
- Public and private parks ranging from tot-lots to ball fields and community gardens to passive recreational areas shall be located throughout the area.

- Landscape design shall add to the urban experience by better defining streets and public spaces, and screening when need be the loading and work zone areas around commercial buildings.
- Architectural design should play to the urban neighborhood vision of this Plan that includes neighborhood scaled buildings, and building facades and window treatments that accentuate the preferred pedestrian character of the area.

As with all land development, the eventual development of this South End area is also subject to the economies and reality of the marketplace. However, the Visions portrayed in this Plan update are all realistic and doable as evidenced by S J & R Land Development's construction of the Kensington Place neighborhood development and the many New Urbanism mixed-use projects that are built and continue to be built in Michigan and nationwide.