



WASHINGTON SQUARE NEIGHBORHOOD ENGAGEMENT & VISIONING

FINAL REPORT
(DRAFT,
JUNE 7, 2023)



BROAD
STREET
STUDIO / Inc.

ACKNOWLEDGEMENTS

CITY COUNCIL

Nathan Bocks, Mayor
Tim Vreeman
Jay Peters
Belinda Coronado
Nicki Arendshorst

Scott Corbin
Dave Hoekstra
Quincy Byrd
Lyn Raymond

CITY MANAGER: Keith Van Beek

WASHINGTON SQUARE BUSINESS IMPROVEMENT DISTRICT BOARD

Chris Alderink
Carolyn Buck
Robert Gerow

Gregg Hill
Tammy Hillen
Justin Lambers
Mark Vanderploeg

PARTICIPATING WASHINGTON SQUARE BUSINESSES & COMMUNITY ORGANIZATIONS

The Biscuit
Brew Merchant
The Galleria
Harbor Health & Massage
Jhomary's Paradise
The Minit Mart

PAX Co-Working Studio
Lambers Land Development
Plant Lab
Holland Aquatic Center
Westcore Neighbors

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We are grateful to the residents, businesses, community organizations, and stakeholders who contributed their ideas and feedback in making this Neighborhood Plan possible.

SUMMARY

NEED & OPPORTUNITY

Since the Washington Square streetscape improvements were undertaken in the late 1990s/early 2000s, the commercial neighborhood node has been revitalized and experienced vibrant, relatively stable business activities.

Building on the streetscape improvements, the commercial neighborhood node has seen additional interest and opportunities over the last two decades:

- Undertaken a 2005 Washington Square District Enhancement Study to give guidance on potential façade improvements;
- Existing vacancies or redevelopment opportunities (e.g. 431 Washington Ave);
- New planning and zoning initiatives (e.g. South Shore Village, Non-Motorized Plan, Washington Square Form-Based Code);
- New property owners and tenants which have given new energy to the reinvigorated Washington Square Business Improvement District (BID) Board;
- e.g. The Galleria, PAX CoWorking Studio, Jhomary's Paradise, Wilson Dance Studio, Plant Lab, 453 Washington Ave, 431 Washington Ave
- Desire by City of Holland and the Washington Square BID Board to refresh the commercial neighborhood node.

The recent momentum and renewed beginnings of a public-private partnership vehicle in the Washington Square BID Board presents an opportunity to enable a collaborative approach in the stewardship of this commercial neighborhood node and its surrounding neighborhood.

GOALS & PROCESS

Using the Framework Thinking approach, a community engagement and planning process was undertaken between May and July 2023 to:

- Take stock of the existing conditions and progress in Washington Square;

- Align identified needs and opportunities from residents, businesses, other stakeholders;
- Cast a comprehensive, coherent vision and community-oriented roadmap to guide the future of this unique neighborhood.

KEY FINDINGS & TAKEAWAYS

- Washington Square is a historic, vibrant neighborhood node with culturally diverse businesses and residents.
- Located in the tree-lined traditional residential neighborhood, Washington Square is also co-mingled with educational, community, and faith organizations, such as Holland Public Schools, Vanderbilt Charter Academy, Moran Park, the Boys & Girls' Club of Holland, and the Holland Aquatic Center.
- Long-time and recent businesses have strong interests in stewarding the Square, and have initiated community-oriented events year round to engage the neighborhood.
- This Vision and Plan celebrates the historic character of the Washington Square neighborhood while addressing more fundamental issues of traffic safety, streetscape, and public realm improvements for more outdoor areas for activation and programming.
- The concepts in this report demonstrate some possibilities to inspire and beget action. Other design options could be proposed through private planning.

IMPLEMENTATION

- This set of long-term vision, guiding principles, and framework for Washington Square are meant to serve as evaluation lenses in stewarding any future developments
- The implementation steps proposed are a flexible starting point for further discussions between the City of Holland, the Washington Square Business Improvement District Board, and Westcore Neighbors.
- In balancing priorities and resources, improvements which are easier to implement could be pursued along with patient explorations of more complex, yet worthy major projects.

REPORT CONTENTS

- 1 NEED, OPPORTUNITY & PROCESS
- 2 CONTEXT & EXISTING CONDITIONS
- 3 COMMUNITY ENGAGEMENT, KEY ISSUES & OPPORTUNITIES
- 4 NEIGHBORHOOD VISION, GUIDING PRINCIPLES, FRAMEWORK
- 5 POTENTIAL CONCEPTS & VIEWS
- 6 PROPOSED IMPLEMENTATION FRAMEWORK & STEPS
- 7 APPENDIX: ADDITIONAL VIEWS

HISTORY & CONTEXT

CONTEXT

Founded in 1912, Washington Square is one of several neighborhood commercial centers in the City of Holland. Business development and activity first started on the southwest corner of 18th Street with Peter Maas' butcher shops and grocery (1906) and Harry Doornbos' meat market. The east side of Washington Square was developed later in 1925, anchored by the Vogelesang Hardware store until the fire of 1943.

Since its inception, Washington Square has been home to a mix of essential businesses. Besides the stores above, the thriving neighborhood center was served by John Vander Veen's Minit-Mart, Maxine's Specialty Shop, Benjamin Geerds' Shoe Store, Jim Herspink's Jewelry & Gift Shop, George Dyke's Grocery, Van Appedorn's Medical Office, Henry Tysse's Radio Shop, Harold Draper's Meat Market, Harold De Loof's Drug Store, Dyke & Hornstra's Dry Goods, Ben Fren's Auto Garage, Barbara Jean's Bakery, a Kroger, and Peter Raffenaud's Washington Beverage.

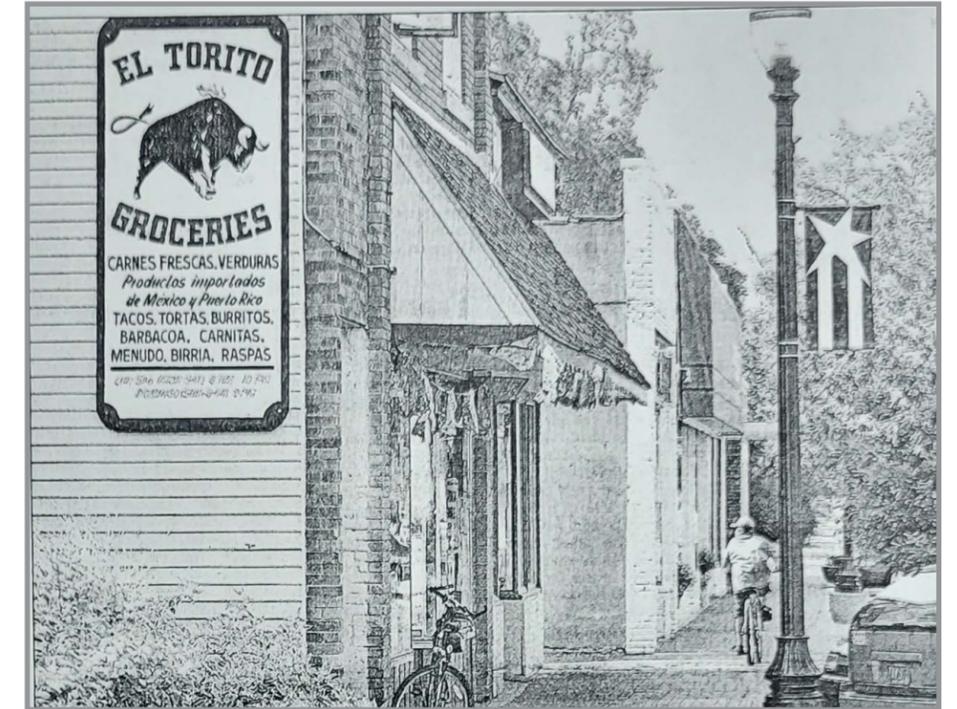
By the 1990s, there was a demographic shift in this commercial district. It had the highest concentration of Hispanic-owned and oriented businesses in the City, reflective of the community's growing diversity. At the same time, Washington Square was also showing signs of disrepair, prompting a group of Washington Square merchants to make this "city gem" a destination for the west side, as it had been for earlier generations.

With support from the City's Ourstreet Neighborhood Revitalization Program, the Washington Square Streetscape project -- a public-private initiative -- was completed in 1998. This was followed by a second phase of exterior modifications in 2005 with federal funding secured through a joint effort by the Washington Square shop owners and the City of Holland.

Today, Washington Square is stewarded by the Washington Square Merchants Association and the Washington Square Business Improvement District Board (an appointed public board with the City of Holland). It continues to be the commercial heart of the Washington Square neighborhood, complementing the vibrant civic fabric anchored by institutions such as Holland Public Schools, the Vanderbilt Charter Academy, the Boys & Girls' Club, Holland Aquatic Center, Holland Hospital, Moran Park, and dozens of places of worship.

The creative, community-oriented spirit is evidenced by diverse dining and drinking establishments, services, and stores. The current businesses include:

- (i) culinary, brewery, restaurants, food processing, indoor urban farming, and a convenience store;
- (ii) a dance studio, a creative arts space, a co-working space;
- (iii) as well as health, finance, real estate, hair, and wellness services.



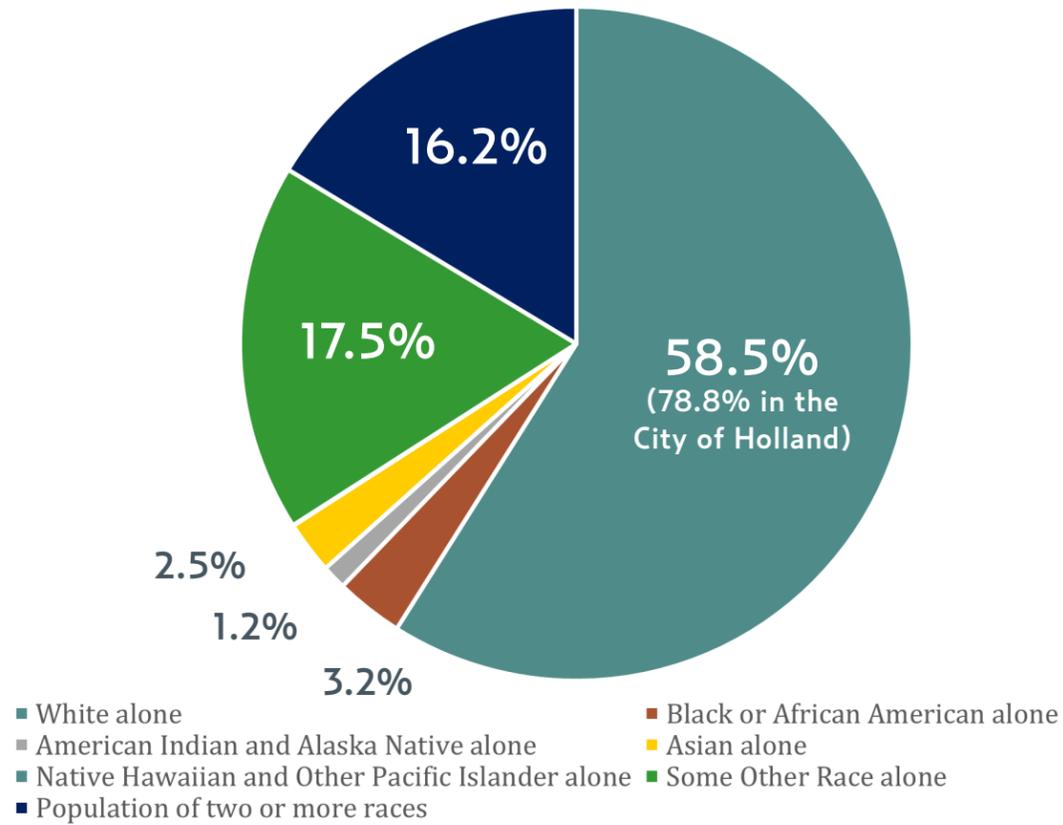
*Top: Washington Square after the facelift (2002)
The 11 stores in the district included a Mexican cafe, an Italian restaurant, a deli, an antique store, two flower shops, a grocer, a consignment clothing store and a hair salon.*



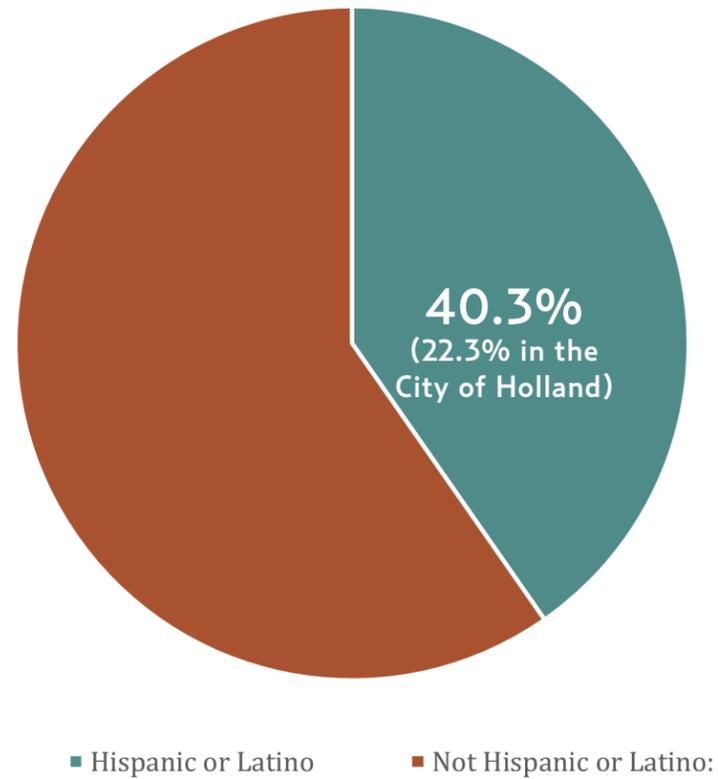
Bottom: Washington Square before the facelift (1997).

DEMOGRAPHICS

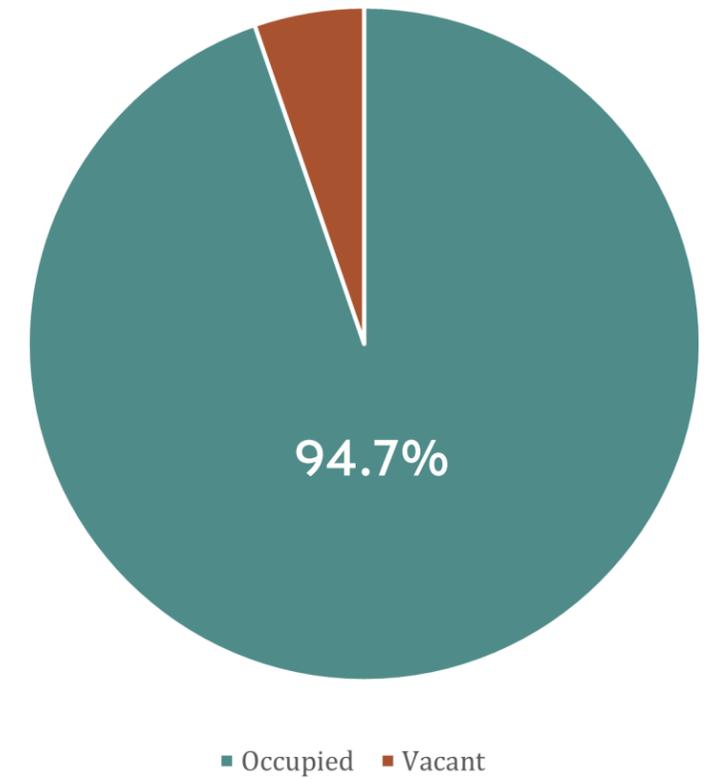
RACE



HISPANIC ORIGIN



HOUSING OCCUPANCY



COMMUNITY

According to the 2020 Decennial Census Report, there are 3,280 residents who live in the Washington Square Neighborhood (see Map on Pg 8). Compared to the City of Holland as a whole, the neighborhood has a more diverse population.

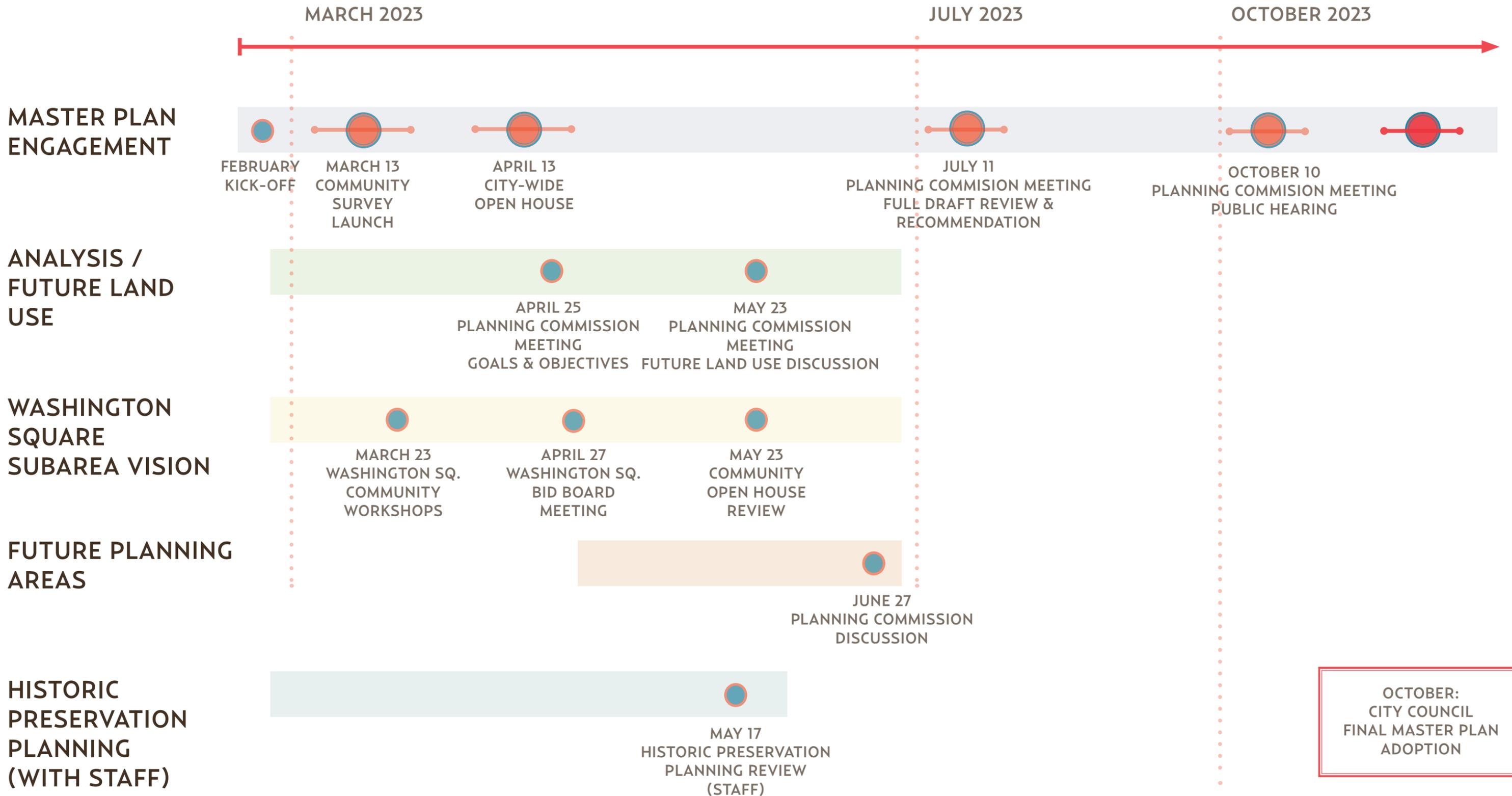
The household median income is \$71,606, which is 12 percent higher than the \$63,853 household median income for the City as a whole.

The neighborhood has the highest proportion of residents of Hispanic origins. Together with South Shore Village, this stands at 39.7% for Census Tract 258 (compared to a range of 7.9% to 30.7% for other Census Tracts in the City of Holland). The population diversity is also evidenced by the presence of many Hispanic businesses, community organizations, and the introduction of Spanish (as language immersion or additional language programs) in the local schools.

Housing occupancy is high at 94.7% in the neighborhood. Of the 1,107 residential properties, 90.6% are single-family properties, 9.4% are multifamily properties. 84.7% are owner-occupied properties, 15.3% are non-owner occupied rental properties.

Community building in this mature neighborhood has been spearheaded by the Westcore Neighbors & the Washington Square Merchants.

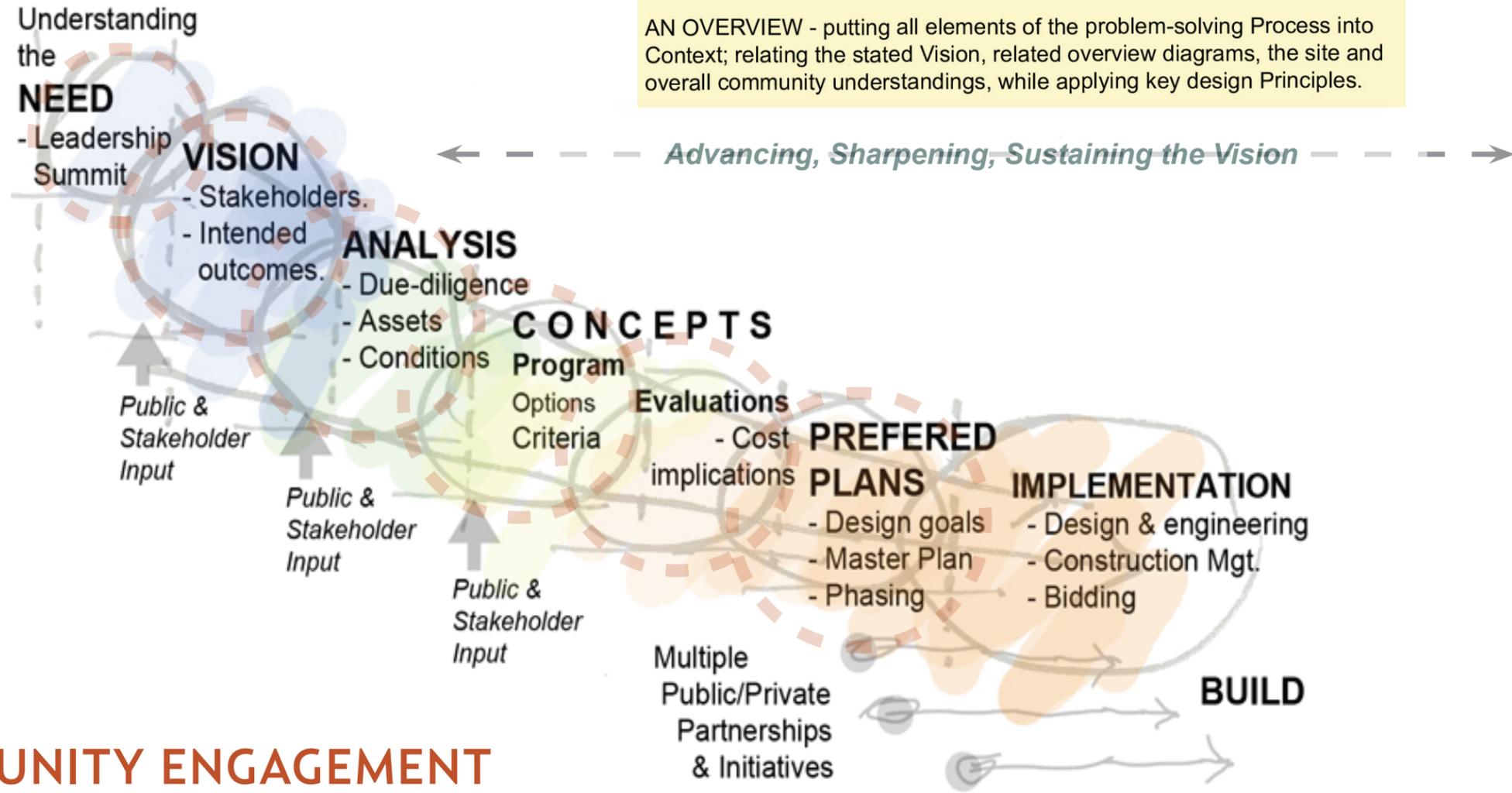
OVERALL MASTER PLAN PROCESS



WASHINGTON SQUARE VISIONING PROCESS

FRAMEWORK THINKING

AN OVERVIEW - putting all elements of the problem-solving Process into Context; relating the stated Vision, related overview diagrams, the site and overall community understandings, while applying key design Principles.



Credit: William J. Johnson

COMMUNITY ENGAGEMENT

MAR 23: NEIGHBORHOOD WORKSHOPS

APR 27: BID BOARD MEETING

MAY 23: COMMUNITY OPEN HOUSE
(SPRING 2023)

PLAN REFINEMENTS

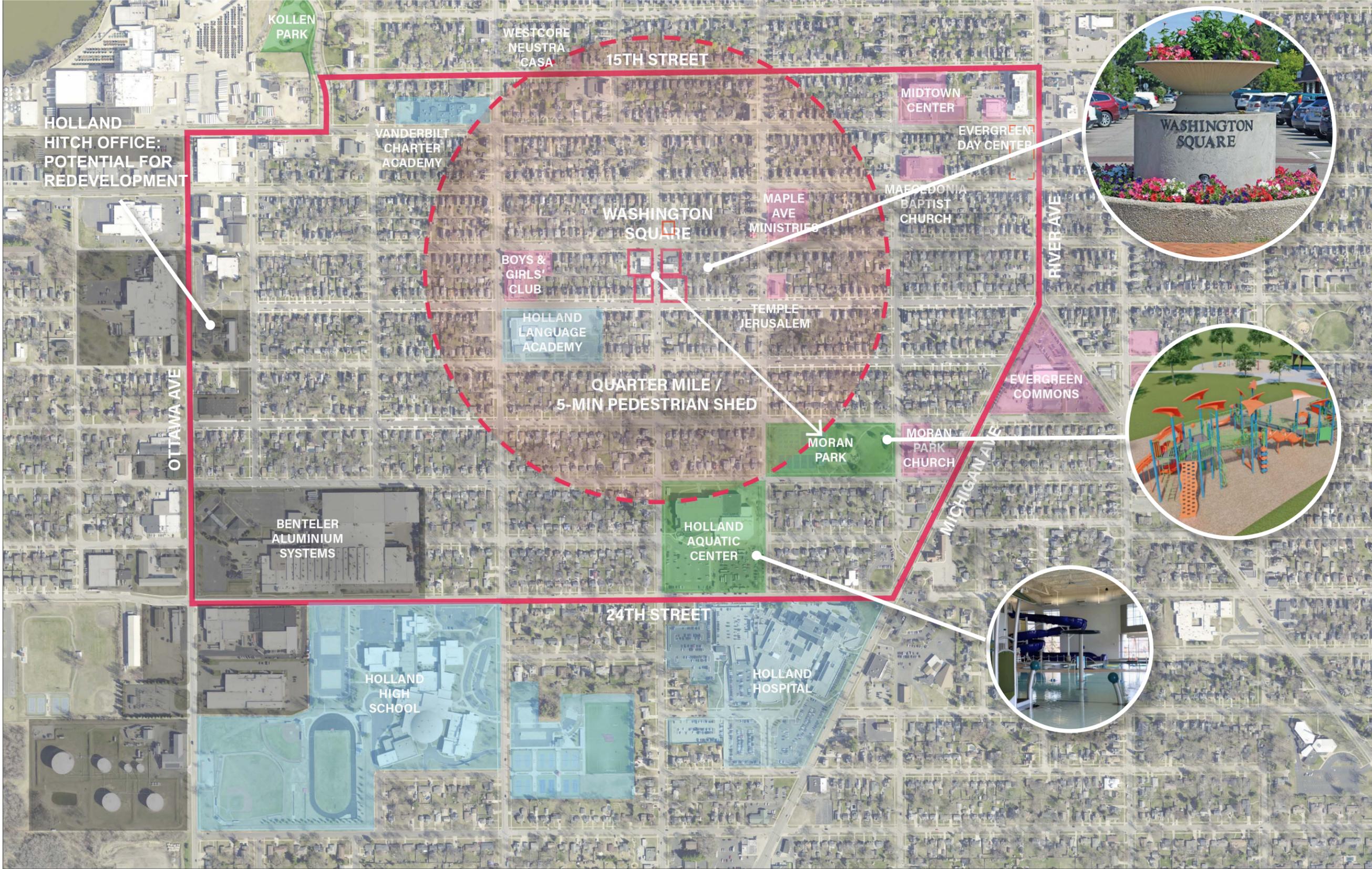
RECOMMENDATION

ADOPTION

IMPLEMENTATION

ITERATIVE REFINEMENTS

DEFINING THE NEED & OPPORTUNITY

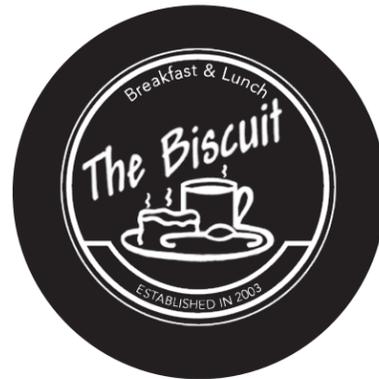


WASHINGTON SQUARE MERCHANTS

.....



CHORIZO SELECTO



WASHINGTON SQUARE BID BOARD



CHRIS ALDERINK
BREW MERCHANT



CAROLYN BUCK
PAX CO-WORKING STUDIO



ROBERT GEROW
THE BISCUIT



GREGG HILL
THE MINIT MART



TAMMY HILLEN
HARBOR HEALTH & MASSAGE

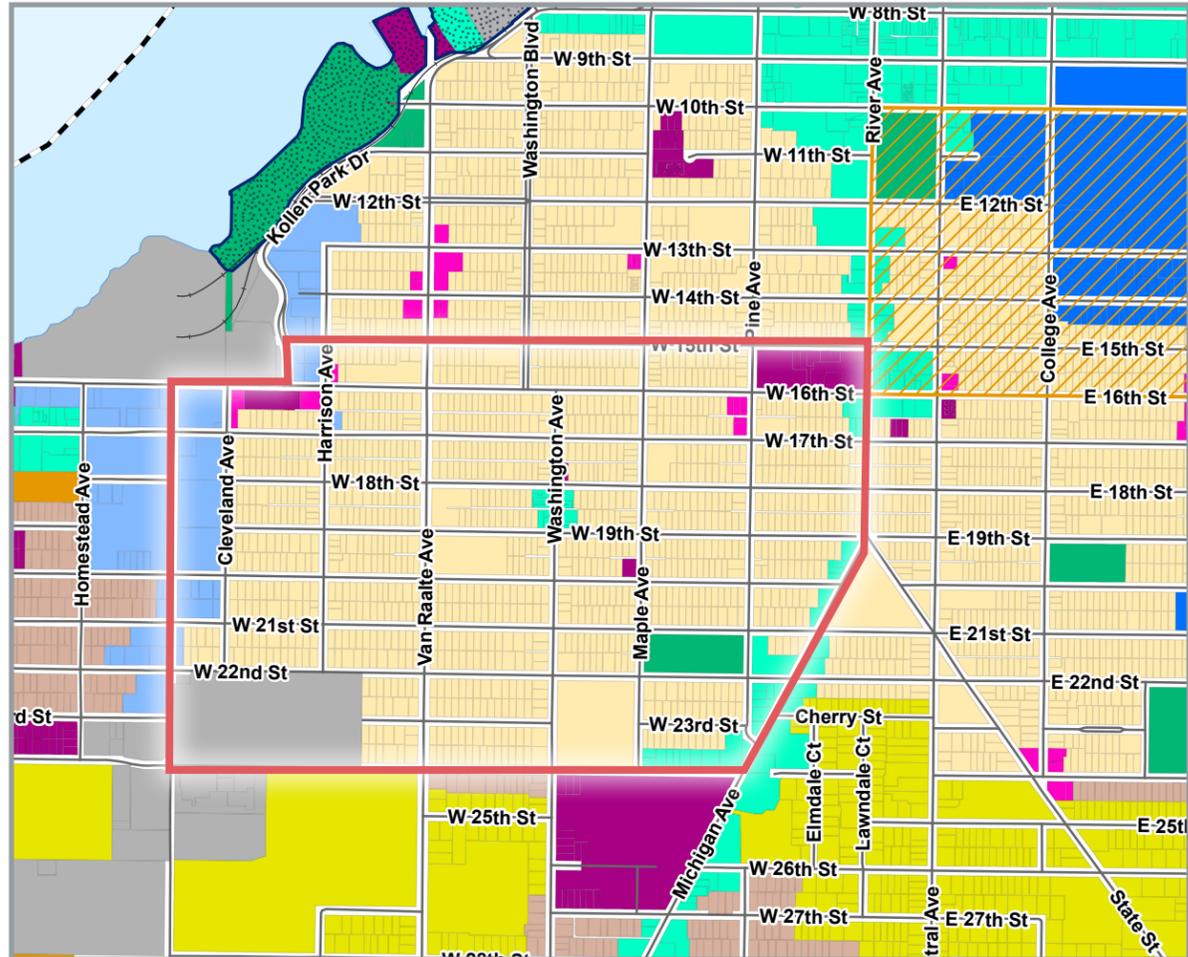


JUSTIN LAMBERS



MARK VANDERPLOEG
CITY OF HOLLAND

RECENT PLANNING INITIATIVES



Unified Development Ordinance (UDO)

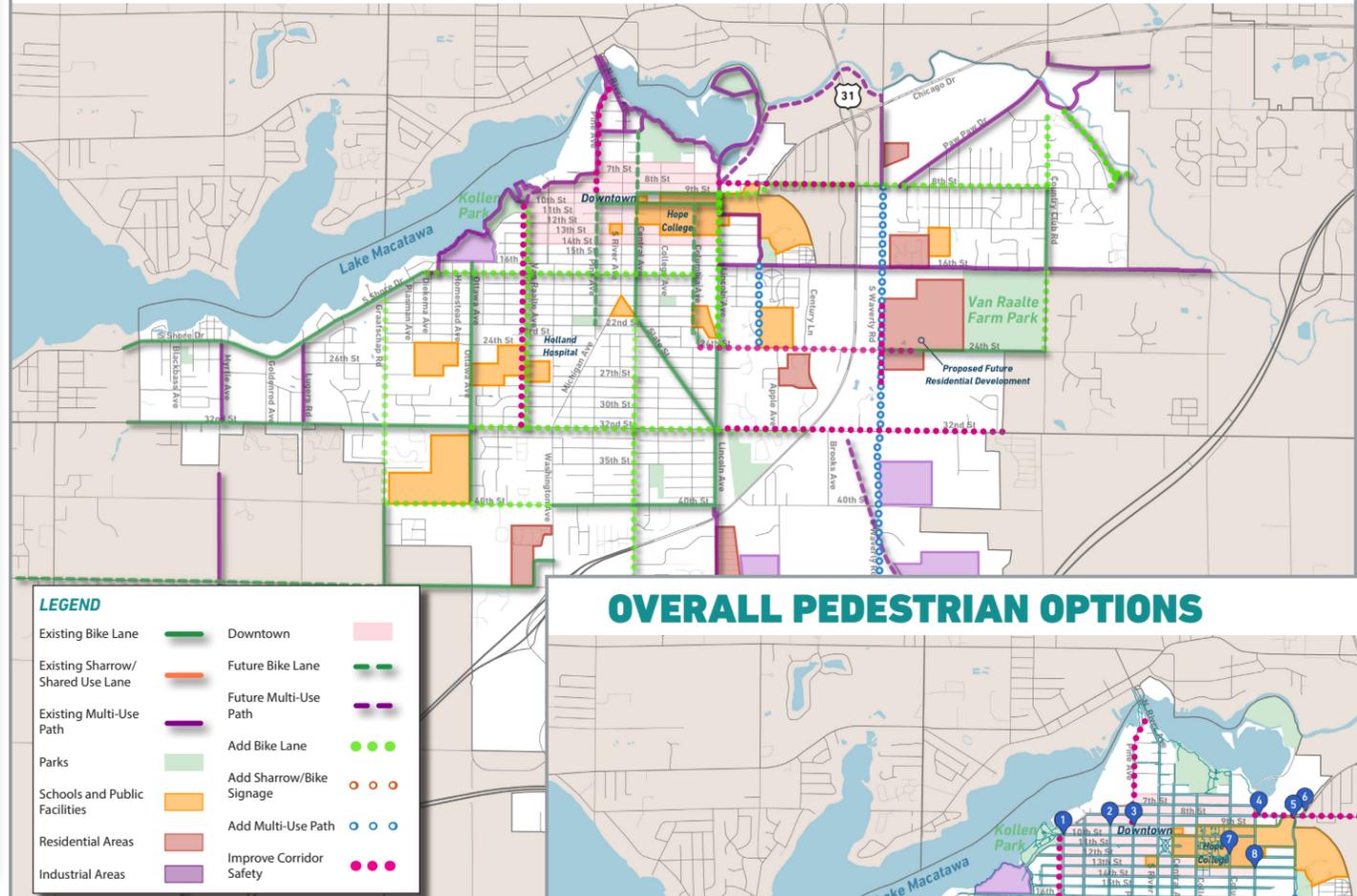
Zoning Map Section 1.05

City of Holland, Michigan

August 11, 2021

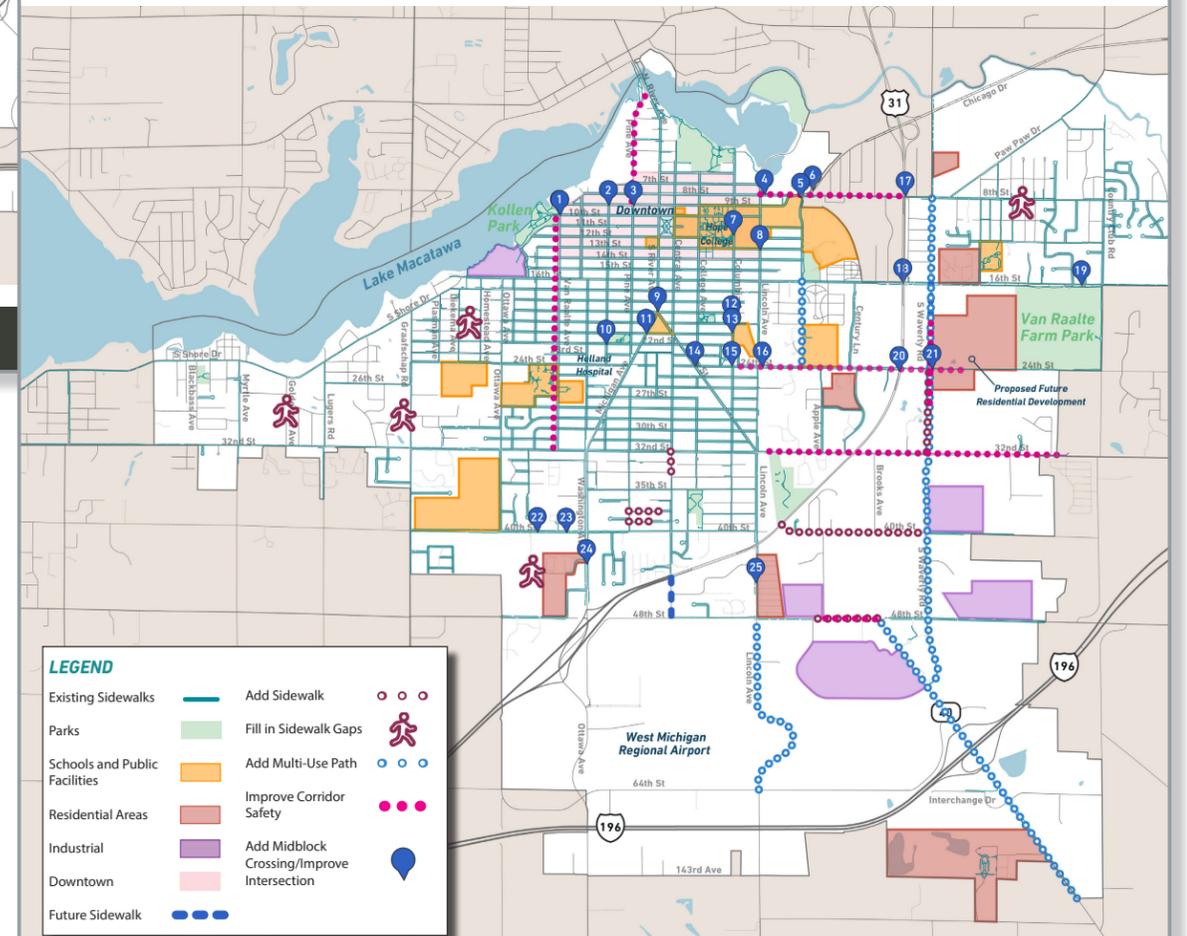
- LDR - Low Density Residential
- CNR - Cottage Neighborhood Residential
- MDR - Medium Density Residential
- TNR - Traditional Neighborhood Residential
- HDR - High Density Residential
- MHR - Manufactured Housing Community
- NMU - Neighborhood Mixed Use
- CMU - Corridor Mixed Use
- RMU - Redevelopment Mixed Use
- GMU - Greenfield Mixed Use
- ED - Education
- I - Industrial
- A - Airport
- OS - Open Space
- PUD - Planned Unit Development
- F - Form Based Code
- Airport Overlay District
- Hope Neighborhood Overlay District
- Waterfront Overlay District
- Water
- Marsh

OVERALL BIKE OPTIONS



HOLLAND | NON-MOTORIZED TRANSPORTATION PLAN

OVERALL PEDESTRIAN OPTIONS



Left: City of Holland Unified Development Ordinance (Adopted in 2021) with a New Form-Based Code for Washington Square.

Right: City of Holland Non-Motorized Transportation Plan (Adopted in 2022)

GOALS & OUTCOMES

.....

1

TAKE STOCK OF EXISTING CONDITIONS & PROGRESS IN WASHINGTON SQUARE AND THE BROADER NEIGHBORHOOD

2

ALIGN NEEDS & OPPORTUNITIES OF RESIDENTS, BUSINESSES & OTHER STAKEHOLDERS

3

CAST A COHERENT VISION & COMMUNITY-ORIENTED ROADMAP TO GUIDE THE FUTURE OF THE NEIGHBORHOOD



COMMUNITY OUTREACH



Holland
MICHIGAN

- ▶ BUILDING
- ▶ ZONING
- ▶ PLANNING
- ▶ NEIGHBORHOODS & PROGRAMS
- ▶ RENTALS & CODES

Planning Commission

Current Applications Under Review

Development Guide & Applications

Adopted Master Plan

Special Study Areas

Non-Motorized Transportation Plan

Housing Development Support

[Home](#) > [City Hall](#) > [Departments](#) > [Community & Neighborhood Services](#) > [Planning](#) > Washington Square Neighborhood Area Plan

Washington Square Neighborhood Planning

FIRST NEIGHBORHOOD ENGAGEMENT WORKSHOP

The City of Holland and the Washington Square Business Improvement District Board would like to invite the Washington Square-Westcore neighbors to a workshop to understand your thoughts, concerns, and hopes for the Washington Square Commercial District and the Washington Square Neighborhood.

Date: March 23 (Thursday)

Time: 6:00PM to 7:30PM

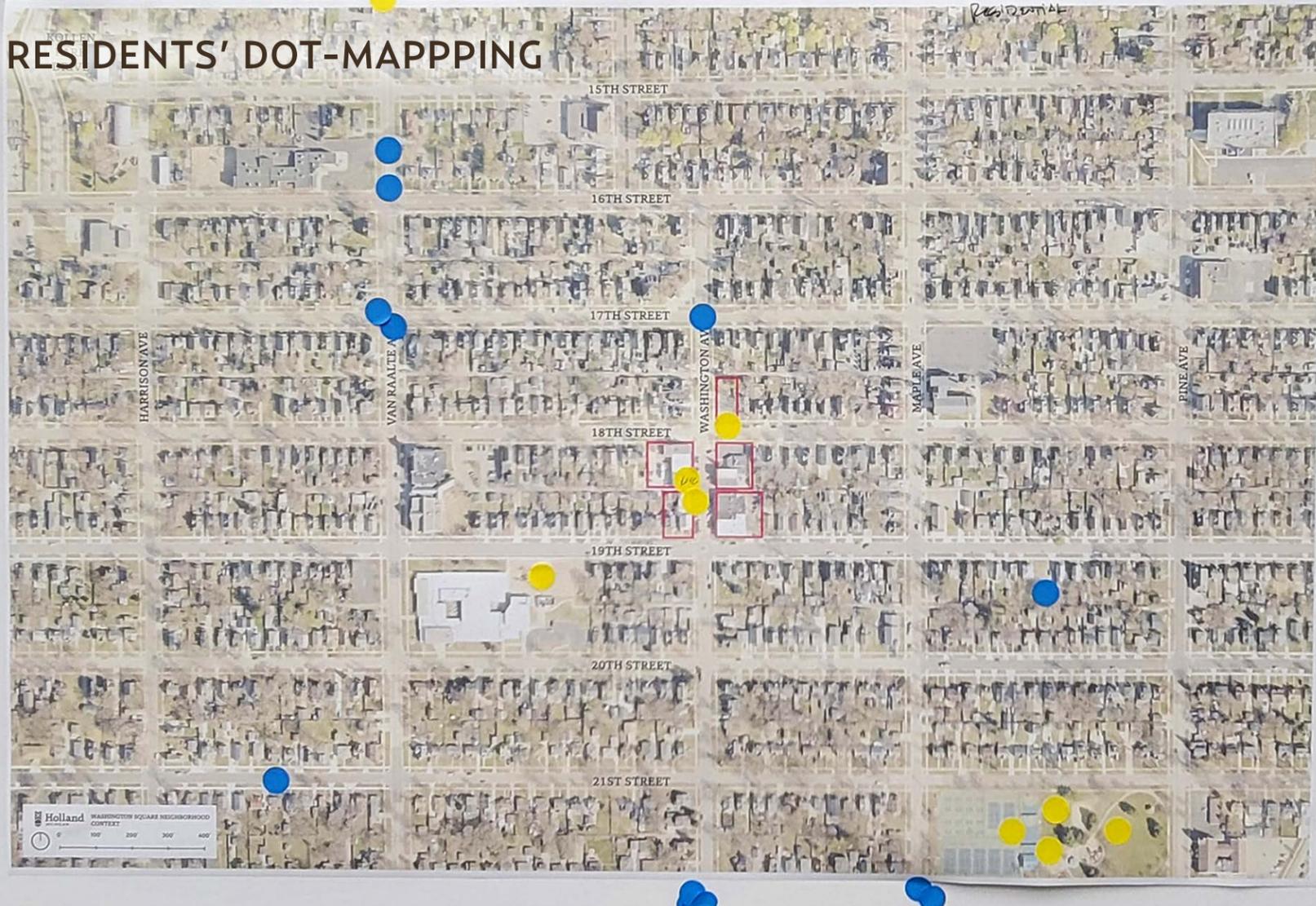
Venue: PAX Coworking Studio (453 Washington Ave)

[RSVP](#)



NEIGHBORHOOD DOT-MAPPING

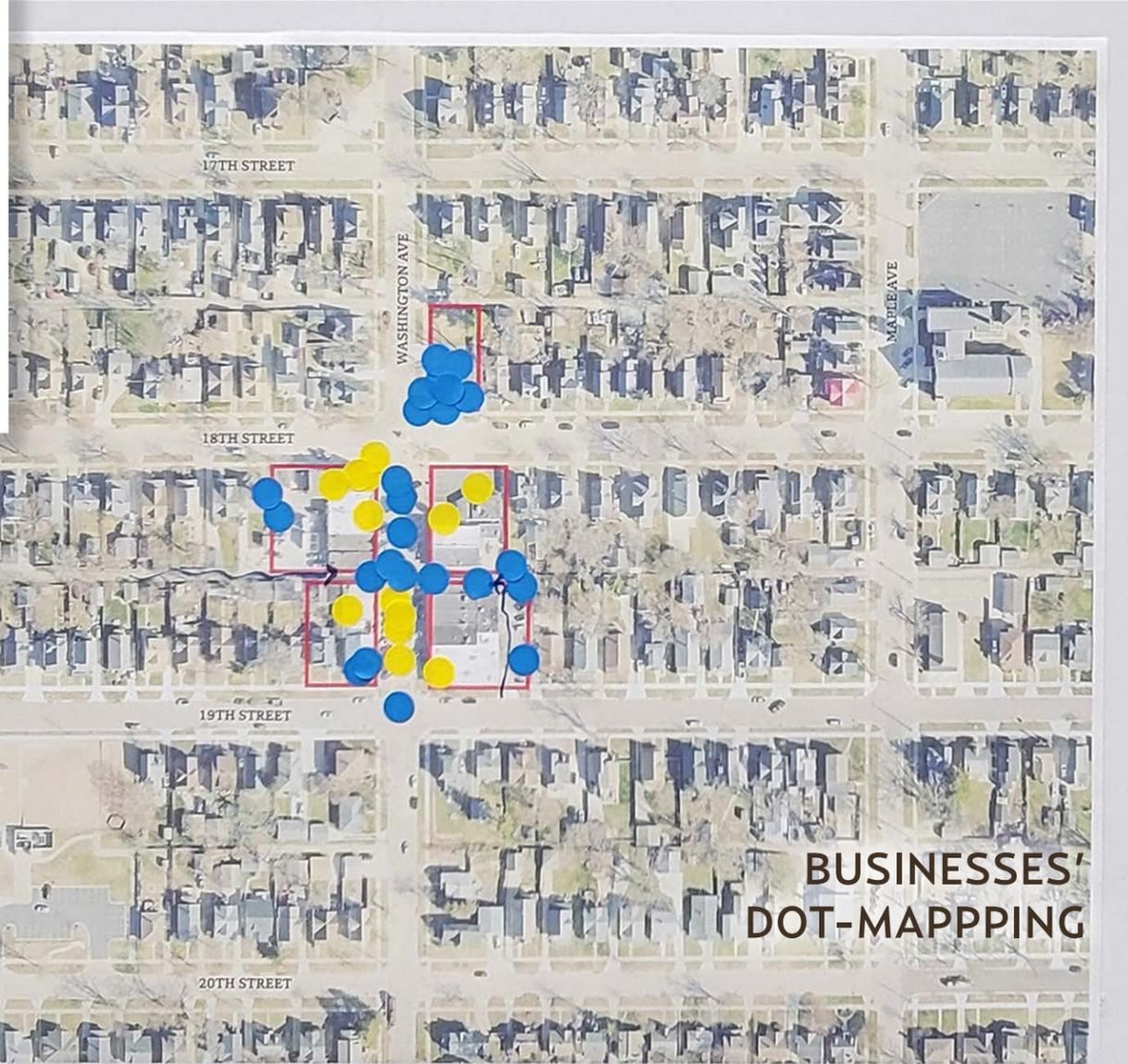
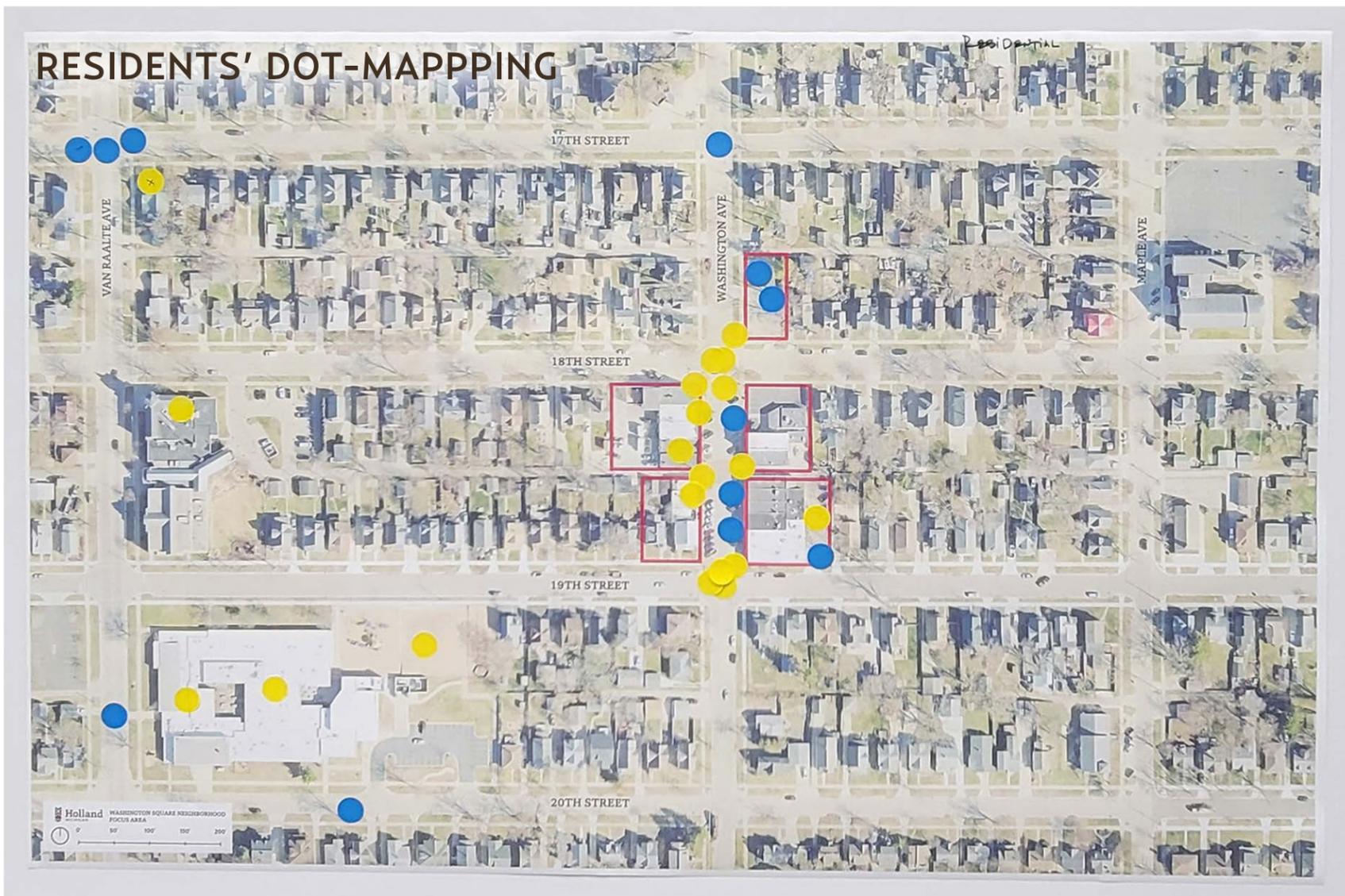
RESIDENTS' DOT-MAPPING



- STRENGTH
- OPPORTUNITY

BUSINESSES' DOT-MAPPING

WASHINGTON SQUARE DOT-MAPPING



- STRENGTH
- OPPORTUNITY

WHAT WE LOVE

Upgraded, well-maintained space at **The Minit Mart**

The Biscuit

Good Diversity of Neighbors & Businesses (Variety & Vibrancy!)

Commemorative Space & Evergreen Tree

General Appreciation for the Square & Its Untapped Potential for Fresh New Things

Neighborhood Feel -- Not a Strip Mall

Community Events (e.g. X'mas Tree Lighting, Westcore + Merchants Collaboration)

Holland Language Academy, Boys & Girls' Club -- The Presence of Kids!

Holland Rec & Holland Aquatic Center -- Great Programming that Drive Traffic to the Square

The Roundabouts -- Slow Traffic & are Great Entrance Markers

Branch Capital & How Well It Looks from the Southern Approach

Bike Racks at The Minit Mart



Repair the Traffic Circles

Warm, Outdoor Lighting

Close Parking Spaces for Outdoor Dining

Clean Curbs & Gutters

Traffic safety in alleys, fast traffic. 30% traffic stop cross walk, 30% blow right through, Blind spot from the back parking lot.

Trucks & Tankers Fly Right Through at 16th & Van Raalte

MAX Bus Stop at the Square

Traffic Safety at 17th / Van Raalte, 21st & 22nd St / Maple Ave

Parking is not nearly enough

Vacant Lot on 18th Street -- Mixed Use or Housing?

Change Washington Sq. from a Two-Way to One-Way Access

Roundabouts are Confusing -- No One Knows What To Do

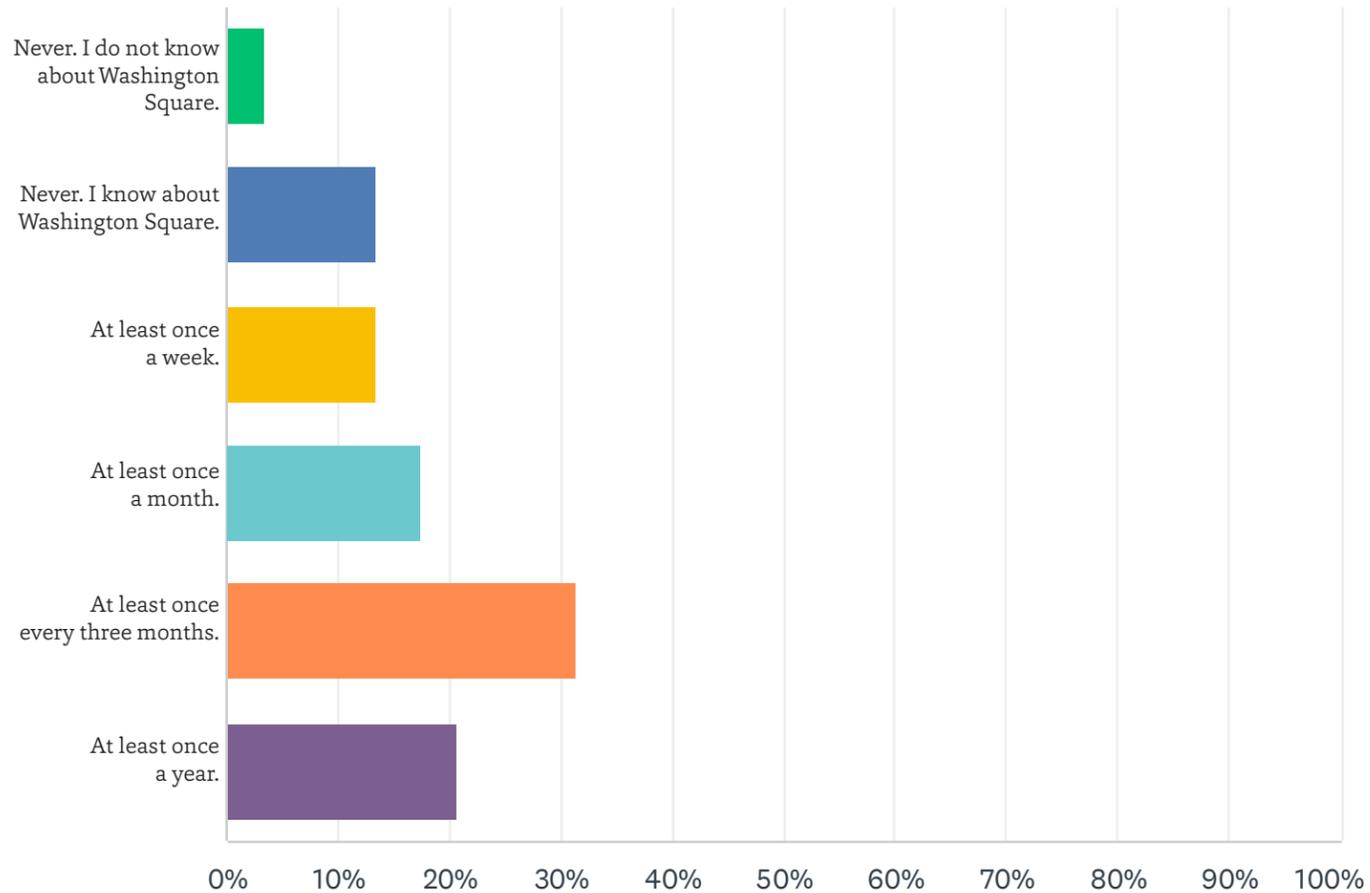
Alleys look terrible. Could they be closed off? Could "social district" be created at the back? Front seating feels like one is sitting in a parking lot.

WHAT COULD BE IMPROVED

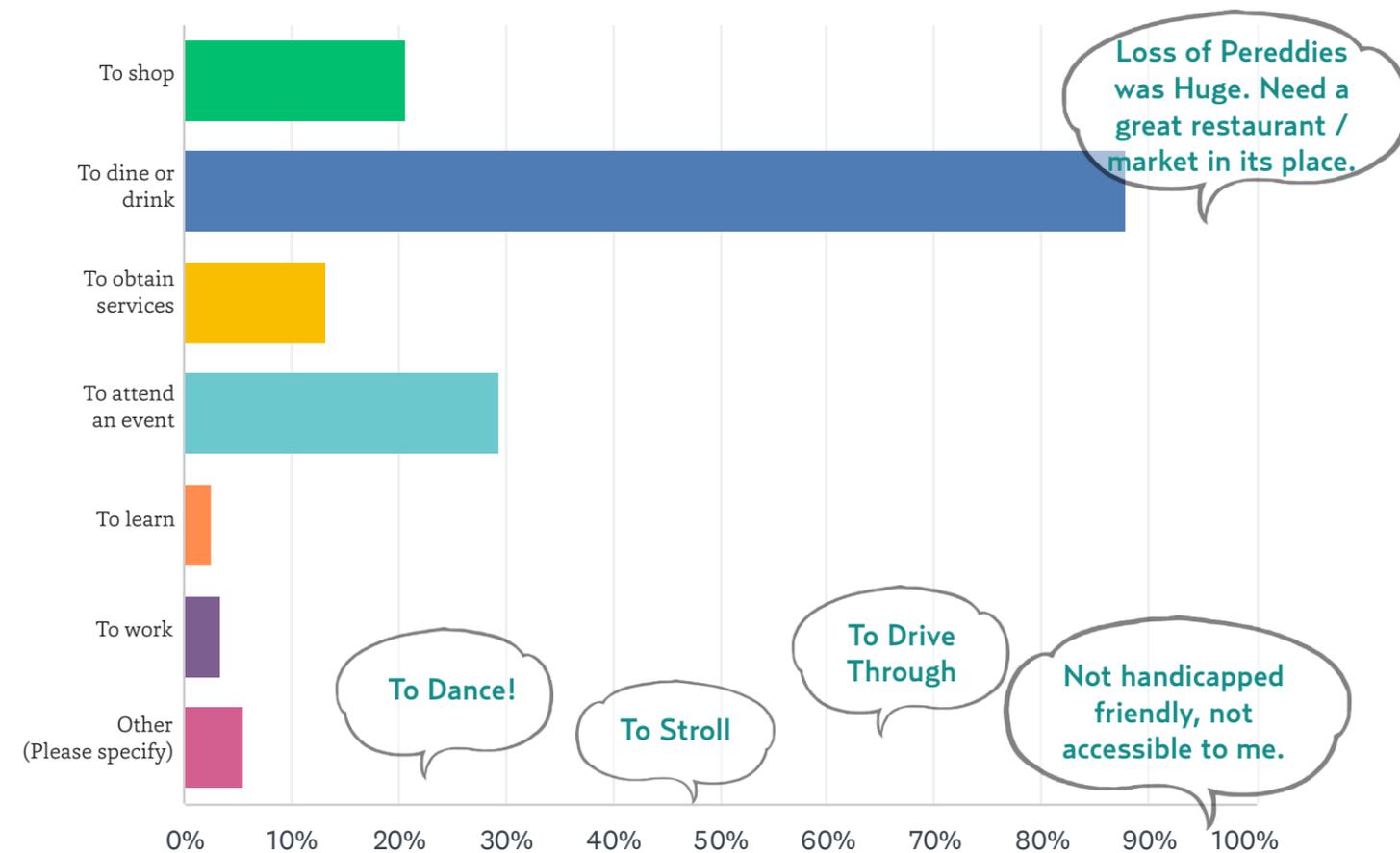
Snowmelt

COMMUNITY SURVEY RESULTS

HOW OFTEN DO YOU SHOP, DINE/DRINK, ATTEND AN EVENT, LEARN, AND/OR WORK AT WASHINGTON SQUARE?

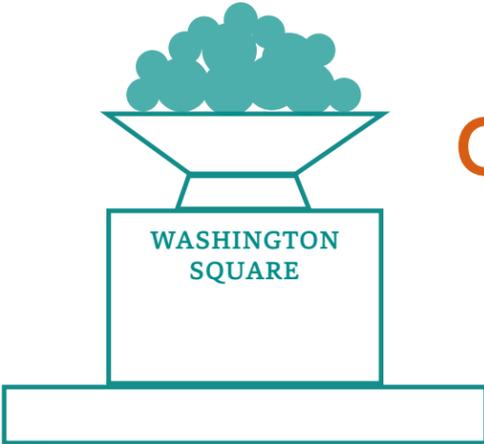


WHAT BRINGS YOU TO WASHINGTON SQUARE? (SELECT ALL THAT APPLY.)



KEYWORDS TO DESCRIBE THE ASPIRED CHARACTER

UNIQUE NEIGHBORLY / QUIRKY / ARTSY CREATIVE
FRIENDLY CUTE RESTAURANT
QUAINT / ECLECTIC FOOD TRUCKS
SOCIAL GREAT FOOD
GATHERING DIVERSE ACTIVE / LIVELY
COMMUNITY FUN
HISTORIC DESTINATION CHARM
CHARACTER INCLUSIVE VIBRANT
CLEAN / WELL-MAINTAINED WELCOMING SAFE UPDATED
/ INVITING WORTHY OF INVESTMENT WALKABLE
GARDEN GREEN LOCAL RUSTIC
COZY AUTHENTIC AFFORDABLE ACCESSIBLE
SUCCESSFUL MUSIC FAMILY SMALL
SHOPPING



VISUAL PREFERENCE SURVEY FINDINGS

Holland MICHIGAN WASHINGTON SQUARE NEIGHBORHOOD

COMMUNITY ENGAGEMENT & PLANNING PROCESS (MAR-MAY 2023)
PARTICIPACIÓN DE LA COMUNIDAD Y PROCESO DE PLANIFICACIÓN (MARZO-MAYO 2023)

VISUAL PREFERENCE SURVEY
The following are some examples of commercial/ mixed use developments and streetscapes. Which of these do you prefer?

ENCUESTA DE PREFERENCIAS VISUALES
Los siguientes son algunos ejemplos de comercial/ desarrollos de uso mixto y paisajes urbanos. ¿Cuál de estos prefieres?

WASHINGTON SQUARE

Email: cns@cityofholland.com
Phone: 616-355-1330
Webpage: ws.cityofholland.com

LIKES & IDEAS

- **Mixed-use** (Similar in character. Many stores are brick.)
- **Alley** feel, fun, quirky, colorful, view of the "sky", not like 8th Street (create an Arts Alley) Commission artists for alleys (e.g. Miami, Honduras), pedestrianize the space, like the color, decorated above (the sky)
- **Bike racks and outdoor seating**
- **Food trucks** are great for the outdoor feel, casual vibe, local, warm, inviting, versatile, like the character of the neighborhood (e.g. "Off the Grid" with port-a-potty, variety, good energy), but need to balance with the restaurants and not cannibalize the dining business. Create a sense of place and room for people.
- **Raingarden**, native plants, sustainable landscaping with interpretive signs
- **Seasonal pots**, more compact, flexible, opportunities for more outdoor space / pedestrian space
- **Space for benches, more prominent trees for shade** (vertical green, possible to have big trees)
- Would like **warm outdoor lighting**



KEY ISSUES & OPPORTUNITIES

.....

PEDESTRIAN/BICYCLIST SAFETY

(i) Alleys & Washington Square

(ii) 17th & Van Raalte

(iii) 21st / 22nd & Maple Ave

(iv) ADA Accessibility

- Slow traffic and calm Washington Ave & the Alleys (e.g. stop signs, speed table) (**Note: This has been explored and requested of Transportation Services which has installed yield signs. Stop signs were not installed because they would not meet the traffic signal warrants assessment.)
- Consider converting Washington Ave from a two-way to one-way street to provide for additional space on the sidewalk for outdoor seating opportunities (**Note: This has been explored and studied in two potential concepts as part of this Washington Square visioning process. Converting Washington Ave to a one-way stretch for the square would yield only a modest increase of 1 foot in the sidewalk space.)
- Provide safe pedestrian crossings at 17th & Van Raalte, 21st/22nd & Maple Ave (e.g. stop signs, flashing signs, bump outs)
- Locate ADA parking spaces closer to the center of the Square

PARKING

- Explore potential for additional parking in the rights-of-way

PUBLIC TRANSIT ACCESS

- Explore additional / alternative stops for the MAX Transit routes

STREETScape / LANDSCAPING / LIGHTING

- Refresh the landscaping and streetscape (e.g. remove planter beds, explore alternatives that are more compact, seasonal, provide flexibility, and are sustainable)
- Replace trees with alternatives that provide more shade
- Incorporate more benches and more trash / recycling cans
- Repair the traffic circles
- Explore potential of placing overhead electrical lines underground
- Explore warmer outdoor lighting

PUBLIC SPACE ACTIVATION

- Close a portion of the Alley to create a multipurpose outdoor community / dining space
- Identify additional opportunities to incorporate public art and murals
- Close the Square for food truck events and other seasonal community events

REDEVELOPMENT / ENHANCEMENT OPPORTUNITIES

- Identify parcels or portions of parcels which could be explored for redevelopment opportunities, including mixed use and housing
- Create a Washington Square Directory Map like the CVB Brochure for Downtown Holland

VISION STATEMENT & GUIDING PRINCIPLES

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CALM

- Slow the traffic along the alleys, 17th Street, Van Raalte Ave, 21st Street/22nd Street/Maple Ave
- Provide safe pedestrian and bicyclist crossings at key intersections/ alley connectors

ACTIVATE

- Energize the alleys and other public or community spaces with art, lighting, music, live performances, events, food trucks, etc.
- Support and encourage participation in various community and business events year-round
- Identify parcels or portions of parcels which could be explored for enhancement or redevelopment opportunities, including mixed use and housing

STEWARD

- Refresh the streetscape and provide opportunities for additional shade, beauty, and respite
- Maintain the overall quality, longevity, and cleanliness of Washington Square as a beloved neighborhood center
- Engage all merchants (owners and tenants) and highlight the variety and vibrancy of Washington Square through different means and platforms
- Celebrate & Tell the multicultural histories of Washington Square

CONNECT

- Explore the addition of a MAX Bus Stop at Washington Square

THE WASHINGTON SQUARE NEIGHBORHOOD ...

A historic, vibrant, and inclusive local destination where diverse businesses thrive, schools and civic organizations co-mingle, neighbors feel safe and welcomed, and the tree-lined streets are clean and walkable.



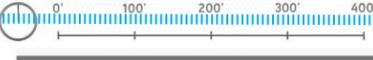
NEIGHBORHOOD FRAMEWORK



LEGEND

-  ACTIVATE
-  DISTINGUISH
-  CALM
-  ADDITIONAL MAX STOP
-  ALTERNATIVE INBOUND MAX ROUTE #3
-  PEDESTRIAN CROSSING
-  PROPOSED BIKE LANE / SHARROW
-  ALLEY

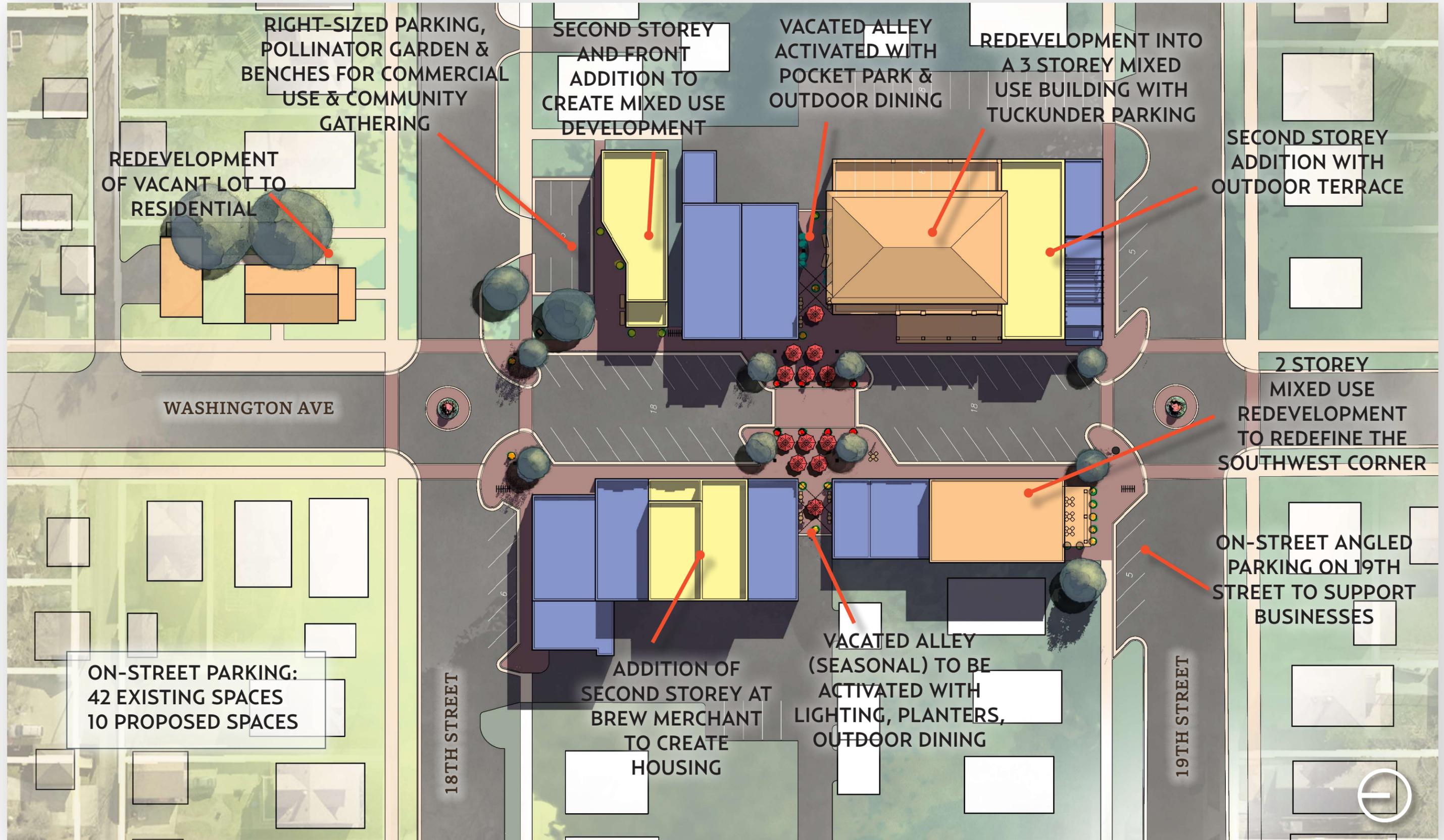
Holland MICHIGAN WASHINGTON SQUARE NEIGHBORHOOD CONTEXT



POTENTIAL CONCEPTS



HYBRIDIZED CONCEPT



UNIFYING ELEMENTS

The coherence and character of Washington Square can be shaped by intentional unifying elements for the public spaces. The following are six key elements for consideration.

TRAFFIC CIRCLES

The traffic circles with their brick aprons are distinguishing gateway features for Washington Square. These should continue to be maintained with seasonal plantings and could be improved with a rolled curb to minimize damages to the truck apron.

LIGHTING

Washington Square is currently defined by classic lamp posts that provide lighting, visual interest, and rhythm to the streetscape. These posts should continue to be used and located at key intersections along 18th Street, 19th Street, alleys, and other public spaces.

COMMEMORATIVE SIGNS

Washington Square's commemorative plaque tells of the community efforts in maintaining the quality of this neighborhood gem. Other interpretive signs telling the multicultural histories of the place could be considered at select location(s) or walls to continue celebrating the vibrant neighborhood.

STREET FURNITURE

Benches are important outdoor elements to provide seating and respite. A mixture of classic steel benches with backrests and armrests, along with smaller benches in shaded areas, can offer varied seating opportunities for different needs.

LANDSCAPING

With an interest in removing the planter beds, alternative landscaping approaches could include more sustainable pollinator gardens (a current feature with the commemorative plaque) and movable planter pots that could continue to provide seasonal interest and flexibility.

IDENTITY BANNERS

To highlight and distinguish the Washington Square character, identity banners could be created and affixed to lamp posts at key intersections.



ARCHITECTURAL CHARACTER

DEFINING FEATURES

.....

The building fabric found within Washington Square helps to establish a coherent atmosphere of a neighborhood center.

BRICK (MODULAR & ROMAN)

Many buildings feature brown and honey toned modular brick. In post-World War II buildings, such as 453 Washington (Pax Co-working Studio) and 208 W 18th St. (Plant Lab), Roman Brick is used to provide horizontal emphasis.

MASONRY PIERS

Many facades are framed by the use of masonry piers, which often delineate between commercial units, and provide a dynamic visual effect as one scans across the tops of buildings. These piers also provide modest depth to façade compositions, so that they do not feel "boxy".

STEPPED PARAPETS

In tandem with masonry piers, parapets often feature modest stepping, which provides additional unique character to each individual building in a playful way.

STONE & MASONRY ORNAMENT

Although modest, stone and masonry ornamentation is used to exhibit craftsmanship and variety from building to building. These elements include soldier courses, rectangular frames (expressed in brick), limestone caps and bands, and geometric shapes, such as diamonds.

TRANSOM WINDOWS

Large glazed commercial openings are commonly found. Above door and window headers, an additional 24"-36" is used for transom windows. Many of these windows are now concealed by either boards or awnings.

CLASSIC CARPENTRY

On buildings such as 434 Washington (Minit Mart), elegant and economic carpentry details allow the building to properly address its adjacent public spaces, while participating in the vernacular and builder traditions of the neighborhood.



VIEW FROM 19TH STREET LOOKING NORTHEAST



© 2023 Har Ye Kan and Nick Rolinski

VIEW OF THE ALLEY LOOKING SOUTHWEST



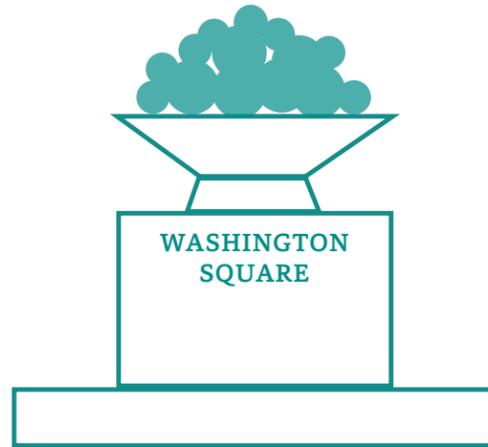
© 2023 Har Ye Kan and Nick Rolinski

IMPLEMENTATION FRAMEWORK



| Project | Priority | Timeframe | Oversight | | Funding | | | | Maintenance Responsibility |
|---|----------|-----------|-----------|-------------|---------|--------|---------|-------------|----------------------------|
| | | | City | Other Govt. | Private | Public | Private | TIF/ Others | |
| WASHINGTON SQUARE NEIGHBORHOOD | | | | | | | | | |
|  <p>Work with the South Shore Village BID Board and the City's Transportation Services Department to conduct a traffic safety study along 16th and 17th Street from Pine Ave to Ottawa Ave, including opportunities for traffic calming and enhancing pedestrian/bicyclist safety.</p> | | | | | | | | | |
| Work with the City's Transportation Services Department to improve key pedestrian crossings at 21st & 22nd Streets at Washington Ave & Maple Ave. | | | | | | | | | |
| Explore the potential of installing additional street lights and surveillance cameras in the alleys to improve safety and visibility. | | | | | | | | | |
|  <p>Work with private property owners (e.g. 431 Washington, Galleria, Plant Lab) to redevelop parcels into mixed use, commercial, and/or residential uses.</p> | | | | | | | | | |
| Engage the Washington Square Merchants, Westcore Neighbors, and the City's Transportation Services Department to explore: | | | | | | | | | |
| (i) potential closure of the east alley, and | | | | | | | | | |
| (ii) potential seasonal closure of the west alley. Both spaces could be used for outdoor dining, alley activation, landscaping / pocket park, performances, public art / mural enhancements. | | | | | | | | | |
| Explore the possibility of establishing a social district for Washington Square with the City. | | | | | | | | | |
| Explore potential revisions and updates to the WASH-FBC, as well as potential tools such as a special use criteria, an overlay district, design guidelines, and infill review process to ensure proposed developments reflect and maintain the historic neighborhood character of Washington Square. | | | | | | | | | |

| Project | Priority | Timeframe | Oversight | | Funding | | | | Maintenance Responsibility |
|---|----------|-----------|-----------|-------------|---------|--------|---------|-------------|----------------------------|
| | | | City | Other Govt. | Private | Public | Private | TIF/ Others | |
| WASHINGTON SQUARE NEIGHBORHOOD | | | | | | | | | |
|  <p>Explore the possibility of an assessment to finance the cleaning, maintenance, snow removal, and landscaping improvements for Washington Square.</p> | | | | | | | | | |
| Work with the City's Parks & Recreation Department & Transportation Services Department to remove planter beds, install self-watering, seasonal planters, and replace the street trees with ornamental shade trees. | | | | | | | | | |
| Work with the City's Parks & Recreation Department & Transportation Services Department to assist with the scoping and potential funding for a consultant to create a "refresh" plan. | | | | | | | | | |
| Work with Washington Square businesses and Westcore Neighbors on additional ways of commemorating, celebrating, and telling the multicultural stories of the Square. | | | | | | | | | |
| Work with the City Preservation Planner to undertake a reconnaissance study regarding the historic significance of the buildings. | | | | | | | | | |
|  <p>Explore the potential of a MAX Transit Stop at Washington Square.</p> | | | | | | | | | |
| Explore additional City wayfinding signage at South Washington Ave to Washington Square, Aquatic Center, & Moran Park. | | | | | | | | | |
| Explore the potential, costs, and assessments for a local snowmelt system for the sidewalks and crosswalks using a high-capacity boiler system. | | | | | | | | | |



APPENDIX

Additional Views
Potential Concepts

ALLEY VIEWS



Alley View Looking East



Alley View Looking West

ALLEY VIEW LOOKING EAST



View Looking Southeast



View from Western Sidewalk

VIEWS FROM 19TH STREET



View from 19th Street Looking Northeast



View from 19th Street Looking Northwest

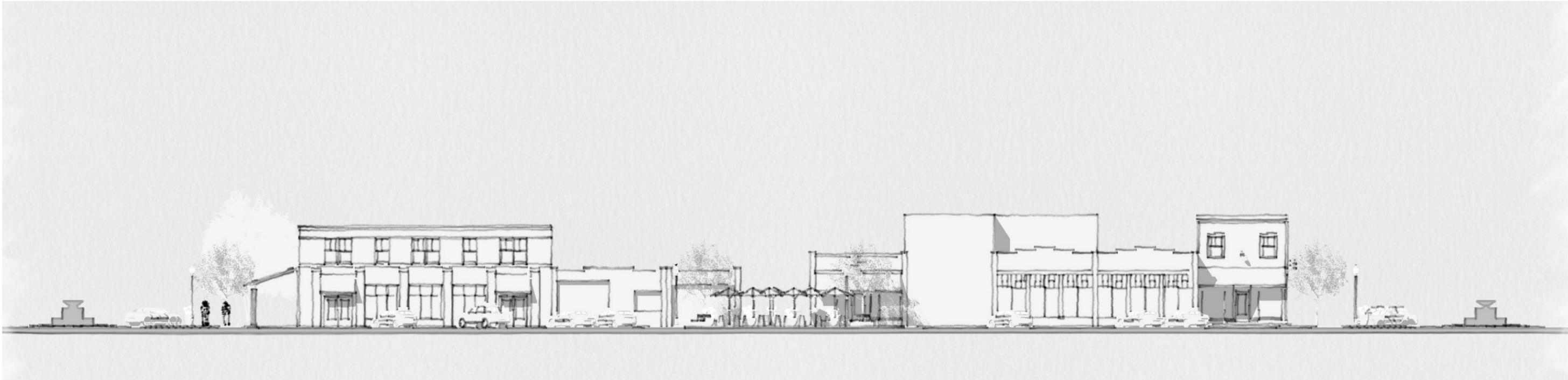
CONCEPT FOR THE GALLERIA PARCEL



CONCEPT FOR THE PLANT LAB PARCEL



ELEVATIONS OF WASHINGTON SQUARE



Western Block Elevation



Eastern Block Elevation