

# IMAGINE HUDSONVILLE 2030

DISTINCTIVE



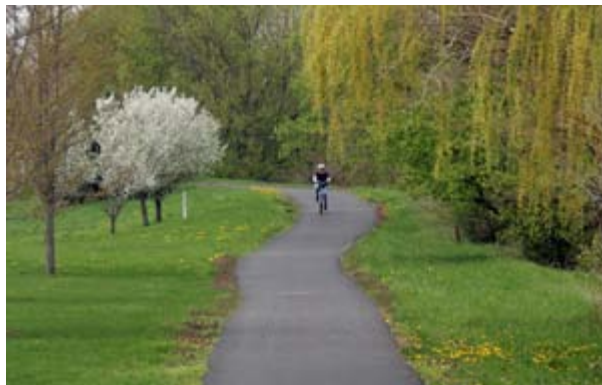
LIVABLE



VIBRANT



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## HUDSONVILLE MASTER PLAN



Adopted May 20, 2015



The City of Hudsonville Master Plan: Imagine Hudsonville 2030 was adopted on May 20, 2015.

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**RESOLUTION**  
**Adopting the City of Hudsonville Master Plan**

WHEREAS, the procedures as outlined in the Municipal Planning Enabling Act, Act 33 of 2008 were followed for preparing and adopting a master plan that addresses land use and infrastructure issues;

WHEREAS, the city was selected by Ottawa County for the Urban Smart Growth Demonstration Project grant to complete a Master Plan and Zoning Ordinance to enhance vibrancy, livability, and aesthetic character in the City of Hudsonville, with the Demonstration Project serving as a model to follow for other municipalities in Ottawa County;

WHEREAS, Nederveld, Inc. was hired by Ottawa County and the City of Hudsonville to assist the Hudsonville Planning Commission in the preparation of the City Master Plan;

WHEREAS, input came from many sources, including numerous community stakeholder meetings, a Hudsonville Hometown News article encouraging input, a Grand Valley Advance newspaper article, the city website, Facebook, and Twitter pages, presentations for the Hudsonville Downtown Development Authority and Hudsonville Chamber of Commerce, an online survey, a kiosk that was displayed with cards for providing input at various locations, including businesses, Hudsonville and Unity Christian High School, city hall, Hudsonville’s Gary Byker Memorial Library, and Hudsonville Showcase;

WHEREAS, the City of Hudsonville Master Plan is titled ‘Imagine 2030’ and projects 15 years into the future;

WHEREAS, the Hudsonville City Commission and Planning Commission were provided an opportunity to thoroughly review and comment on the plan;

WHEREAS, the City of Hudsonville City Commission authorized the Hudsonville Planning Commission to be the authorizing agency for Hudsonville’s Master Plan on November 11, 2014; and

WHEREAS, the Planning Commission held a public hearing on May 20, 2015 to seek public comments regarding the Master Plan and Future Land Use Map.

NOW, THEREFORE, BE IT RESOLVED, that the Hudsonville Planning Commission hereby adopts the Hudsonville Master Plan presented at this meeting, including maps and other descriptive matter included as a part thereof to be a guide for future development and land use decisions in the City of Hudsonville.

Adopted this date: May 20, 2015

Yeas: 8

Nays: 0

  
Teri Schut, Recording Secretary

  
Charles VanDenBerg, Chairman

## ACKNOWLEDGEMENTS

Thanks to the following organizations and individuals for contributing to the preparation of this Plan.

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# URBAN SMART GROWTH DEMONSTRATION PROJECT (USGDP)

## USGDP BACKGROUND

In 2005, the City of Hudsonville and the Ottawa County Planning Commission established a unique partnership to implement the County's Urban Smart Growth Demonstration Project. The Project involves the development of multiple highly-visual, graphic-based documents that will improve the ability of local leaders to plan for future growth and development. It is anticipated that the innovative techniques and planning principles developed and implemented in the City will serve as a model for other urban communities that are working to enhance the vibrancy, livability, and aesthetic character of their respective communities.

As part of the Project, several award-winning documents have been created for the City of Hudsonville. These documents include an Architectural Design Elements Portfolio (ADEP), Downtown Master Plan, and Downtown Zoning Ordinance.

The **ADEP** was developed through a robust public input effort that used visual preference surveys and community imagery to gather input on preferred community architectural styles. The final document is comprised of an assortment of images and artistic renderings that clearly depict the criteria for several building types that are appropriate for the community.

The **Downtown Master Plan** was developed with extensive public input and in collaboration with the Michigan Department of Transportation. It provides the framework to enhance the overall attractiveness and pedestrian-friendly atmosphere of the City's central business district. Included in the Plan is a conceptual layout for an improved street pattern, downtown block structure, public parking, access points from major roads, and a new Town Square that can serve as a focal point for the community.

The **Downtown Zoning Ordinance** provides the regulatory framework to implement the community's vision as established in the downtown Master Plan. The ordinance, using form-based code elements combined with existing regulations, continued the Project's goal of creating highly-visual, graphics-based planning documents for the City.

This **Citywide Master Plan** is the next step in the community's participation in the County's Urban Smart Growth Demonstration Project. It continues the tradition of using extensive graphic illustrations to not only make it easier for community leaders to plan for future growth, but to also provide developers, business owners, and residents with a clear understanding of what the community wants to look like in the future.



## USGDP TIME LINE

2005

Ottawa County establishes a partnership with the City of Hudsonville to implement the Urban Smart Growth Demonstration Project.

2005

The Michigan State University Small Town Design Initiative conducts a series of community forums to determine citizen preferences for community image and architectural styles, which paves the way for the creation of the Architectural Design Elements Portfolio (ADEP).



2006



The Architectural Design Elements Portfolio (ADEP) is completed and adopted into City of Hudsonville's zoning ordinance.

2006

Work begins on the City of Hudsonville Downtown Master Plan, including a series of public workshops and visioning sessions, focus group dialogues, and design meetings with the Michigan Department of Transportation regarding Chicago Drive.

2007

The City of Hudsonville Downtown Master Plan is adopted by the City Commission and Planning Commission. A joint meeting of Ottawa County's Planning Commission and the City's Planning Commission is also conducted.



2008

The ADEP and Downtown Master Plan wins the American Institute of Architects (AIA) Grand Valley Chapter's Regional and Urban Design Honor Award and the Michigan Association of Planning (MAP) Outstanding Project Award.

2009

Work commences on the City of Hudsonville Downtown Zoning Ordinance. The Ordinance is a rewrite of the City's current ordinance and provides the framework to implement the Downtown Master Plan vision.

2012

The City of Hudsonville Downtown Zoning Ordinance is adopted by the City Commission and Planning Commission. A joint meeting of Ottawa County's Planning Commission and the City's Planning Commission is also conducted.

2013

Work commences on the City of Hudsonville Master Plan.





## CITY OF HUDSONVILLE MASTER PLAN

The City of Hudsonville is blessed with all of the unique characteristics and ingredients that make small towns so special - such as strong family values, friendly people, an outstanding private and public school system, well-kept neighborhoods, opportunities for worship, numerous parks, and a vibrant business community.

As a result of these desirable characteristics, many people have recently chosen to live in Hudsonville, resulting in a steady growth rate. With growth comes an increased demand for public services and amenities that city leaders must be responsive to. Additionally, there are things that the City can focus on to become an even better place - by attracting and retaining diverse talent, building sustainable infrastructure, accentuating the public realm and reinvigorating downtown.

This Master Plan is intended to guide the physical development of the City of Hudsonville over the next several years.

It reflects the values and priorities that emerged through a collaborative community participation process and represents the future **Vision** for the City. Moreover, the Plan establishes four **Guiding Principles** that serve as a foundation for a series of **Implementation Strategies** that will provide direction on decisions that shape the future of Hudsonville.

The resident-driven Plan was envisioned and shaped by the citizens through a dedicated and inclusionary public outreach process. This process resulted in ideas, goals, and strategies that can be implemented over the course of the next decade to **reshape**, **re-invest**, and **reinvigorate**, while also **preserving** the **essence and culture** that define Hudsonville today.

This Plan envisions a City that celebrates place, people, culture, and prosperity and provides a framework to accentuate placemaking within the City.

This placemaking intends to foster the following:

- Human-scaled and walkable neighborhoods and a mixed-use downtown.
- Verdant parks and natural connections.
- Transportation and housing choices.
- Attraction and retention of a diverse and talented population.
- Sustainable infrastructure.
- A broad and diverse collection of cultural, recreational, and entertainment opportunities.

Hudsonville is a true community with deeply rooted ties to its **agrarian past**, but also with a proactive eye toward the **future**. This Plan considers both. It builds on what is great and establishes a guide to improve what is not.

It envisions a City that is even better than it is today, through the lens of the people who call Hudsonville home. It is a Plan, by the people and for the people of this City.

*“First we shape our cities, and then our cities shape us”*

-Danish urbanist Jan Gehl





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# IMAGINE HUDSONVILLE 2030

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This section reflects on the public input and considers the community's existing conditions to create a future vision for the City. This information was also used to craft Guiding Principles that guide the decisions of city leaders and citizens on future physical development issues.



## VISION AND GUIDING PRINCIPLES



# VISION

**In 2030, Hudsonville will be** a vibrant and prosperous small town with unique flourishing businesses, charming restaurants, diverse neighborhoods, varied housing options and verdant natural assets.

The distinctive community will offer broad opportunities for business, livability, and recreation while maintaining its small town rural heritage. Its residents will enjoy access to abundant parks, wide-ranging recreational opportunities and natural open spaces via an interconnected network of walks, paths, and trails.

The citizens, businesses and institutions of the City will realize the potential of Hudsonville through new growth that is carefully woven into the existing fabric, resulting in a walkable, connected community that is supportive of excellent public spaces and mindful of all transportation modes.



*“A good city is like a good party - people stay much longer than really necessary because they are enjoying themselves”*

-Danish urbanist Jan Gehl





# GUIDING PRINCIPLES

The Guiding Principles provide direction to the Master Plan and represent a desired future state of the City, they also organize the subsequent chapters of the Plan - providing an opportunity to visualize the City's existing conditions and future state through a specific lens.

## A DISTINCTIVE CITY



A City that embraces its rural agricultural heritage and balances the past with endearing civic spaces, iconic public art, buildings that respond to a rural small town character, and infrastructure that encourages sustainable design.

### Why this is important.....

Hudsonville has a unique history tied to agriculture. Its small town charm is something that resonates with both citizens and visitors - giving it a unique sense of place.

This sense of place and heritage can be used to further emphasize the City as a great place to live, work, shop, and play.

## A VIBRANT CITY



A City with a broad mix of uses and a diverse local economy that provide opportunities for business, industry, and innovation while invigorating and reinforcing a dynamic downtown and supporting the community and its neighborhoods.

### Why this is important.....

A city that has a broad mix of uses offers diverse commerce opportunities, which can increase financial sustainability and give residents & visitors more choice in places to work and shop.

The vibrancy of the downtown can be accentuated when this mix of use is built in a compact and walkable format.

## A LIVABLE CITY



A City with great schools, verdant open spaces, accessible civic amenities, and neighborhoods that provide a variety of housing opportunities that fulfill independent living for all stages of life - all within a walkable context.

### Why this is important.....

Diverse residential neighborhoods with access (in the form of physical connection and proximity) to civic institutions, including parks and schools, can make a city desirable to live in for an entire range of people.

Increasing the number of people living in a city leads to financial sustainability and can influence economic development within the city.

## A CONNECTED CITY



A City that has a network of interconnected streets, bike lanes, sidewalks, and non-motorized routes that promote mobility and accessibility between neighborhoods, parks, recreational areas, schools, the downtown, and the surrounding region.

### Why this is important.....

Hudsonville has great neighborhoods, verdant parks, and a compact downtown with a ton of potential. Connecting all of these places (places to live, work, shop, and play) with multi-modal and non-motorized links that can serve pedestrians, bicyclists, transit riders, and people in cars, will promote meaningful accessibility for a larger group of residents and visitors - leading to more activity and health.



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# IMAGINE HUDSONVILLE 2030

DISTINCTIVE



LIVABLE



VIBRANT



Each of the Guiding Principles have a series of Implementation Strategies. These strategies provide short-, mid-, and long-term actions that will build a DISTINCTIVE, LIVABLE, VIBRANT, and CONNECTED CITY - with the intent of achieving the future vision of the City.

CONNECTED



## IMPLEMENTATION STRATEGIES



# A DISTINCTIVE CITY

A city that embraces its rural agricultural heritage and balances the past with endearing civic spaces, iconic public art, buildings that respond to a rural small town character, and infrastructure that encourages sustainable design.

## IMPLEMENTATION STRATEGIES

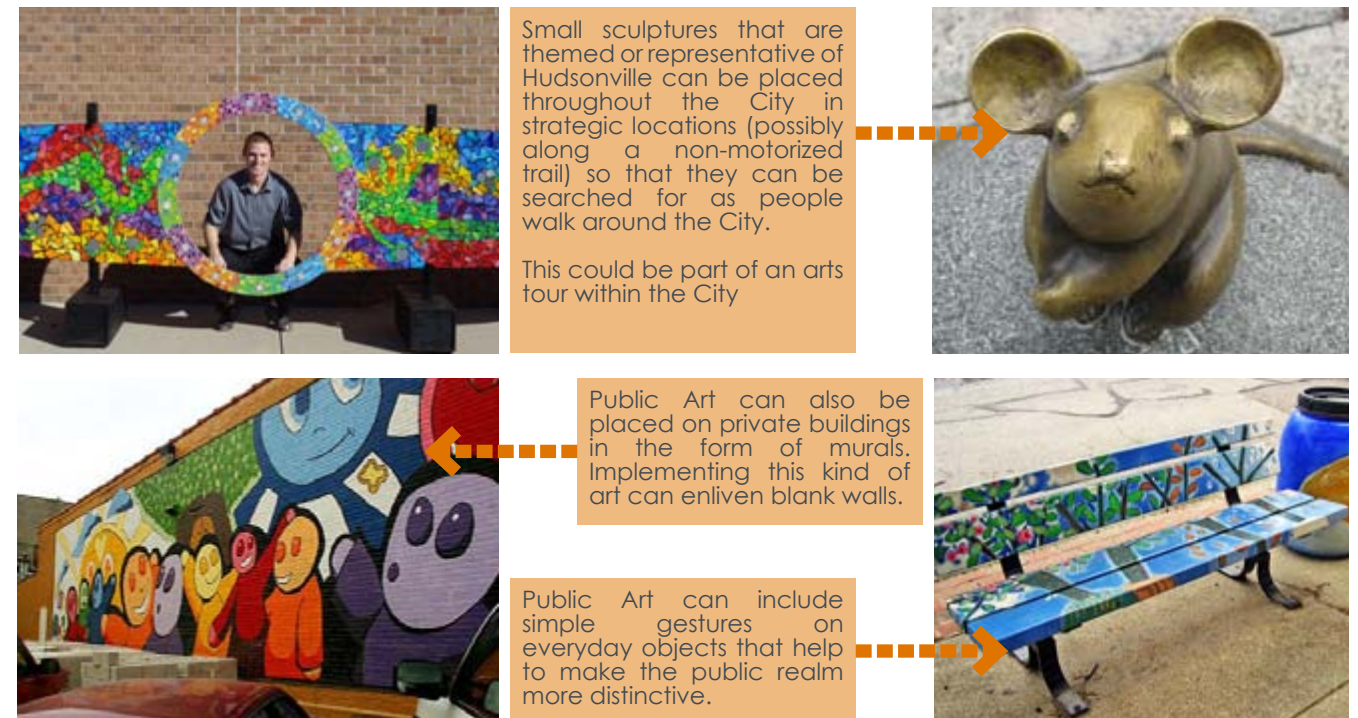
- 1 Build Village Green:** Continue to be proactive in the development of the downtown village green by securing funding sources, seeking private-sector collaboration, acquiring necessary land, designing and constructing new streets, and designing and constructing the park.



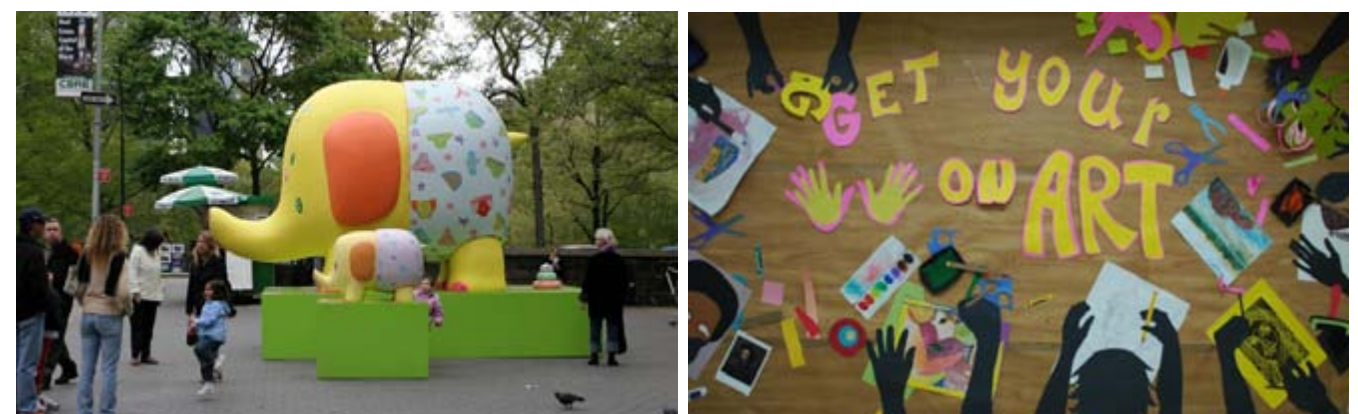
- 2 Increase Street and Streetscape Aesthetics:** Continue streetscape improvements along Chicago Drive. Initiate similar improvements along 32nd Avenue and other key streets within the downtown that include installation of pedestrian-scaled lighting, bike racks, street trees, landscaping, and banners. All street improvement projects should include elements that increase the aesthetic appeal of the street. A longer term implementation project is to remove overhead power lines along Chicago Drive.



- 3 Install Great Public Art:** Collaborate with the private-sector, citizens, and foundations to acquire, commission and install public art throughout the City - specifically in civic spaces, parks, and plazas. While some art may be temporary, it is important to strive toward permanent installations that can be emblematic of Hudsonville.



- 4 Promote Great Public Art:** Maintain an Arts Advisory Council to oversee, coordinate, advise, and plan the commissioning and acquisition of public art. Council should also oversee arts programming, promotion, and education within the City. Also consider building walking tour apps for mobile devices that can be used to take independent tours of the City's public art.





# A DISTINCTIVE CITY

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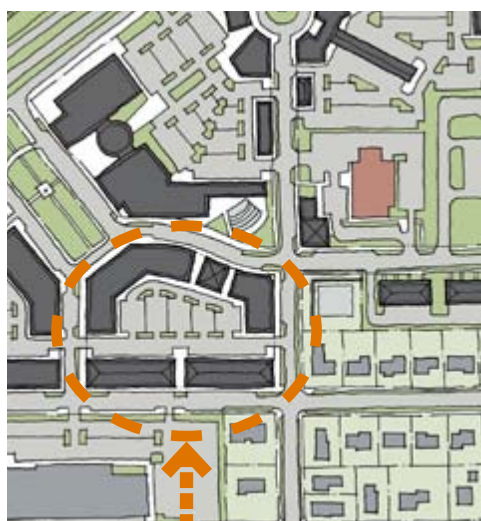


## IMPLEMENTATION STRATEGIES

- 5 Use Distinctive Design to Create Small Town Character:** Continue to expand, build upon, and refine the architectural foundation established by the Hudsonville Architectural Elements Portfolio (ADEP) and the Downtown Master Plan to create innovative, beautifully designed, appropriately-scaled and context-sensitive buildings. Do this by focusing on the importance of design and aesthetics in all new and remodeled buildings AND by collaborating with developers and their architects to understand the importance of architectural design within the City. Consider using historic preservation as a tool to preserve historic homes in strategic locations within the City.



- 6 Promote City Building and Urban Design:** Design and construct infrastructure improvements downtown that create small blocks with a network of connected streets, terminated and deflected vistas, and significantly enhanced pedestrian amenities.



Amenities that are in color on this illustration (lights, signs, landscaping, trees, banners, street furnishings), when properly installed and scaled, will make the public spaces of the city more friendly to people.

Small blocks and a street grid promote walkability and help to provide a smaller scale which will help accentuate a small town character.



This image illustrates a building as an element that terminates a view (terminated vista). This urban design solution helps to orient people within a city and encloses the public space, helping to give the space a more human-scale.

- 7 Build Sustainable Buildings:** Encourage the design and construction of sustainable buildings that are energy efficient, use fewer resources, and sited within a walkable context (to promote a variety of ways to get to them). One way to do this is to promote the USGBC's LEED certification, although sustainable buildings can be built without this certification.



The NRDC building in Santa Monica, California (on the right), exhibits a sensitive, town-scaled, and sustainable urban building, which was sited within a walkable context. It is also LEED Certified.



- 8 Build Sustainable Landscapes and Streetscapes:** Promote the design and construction of elegant stormwater infrastructure - **Stormwater As Art** - that can not only provide stormwater solutions, but also public realm enhancements. One way to do this is to create a City-wide policy that all street improvements include sustainable and aesthetically pleasing stormwater solutions. This new policy should include a toolkit of solutions that can be applied to the City's infrastructure.



These installations treat stormwater infrastructure as art and as public realm enhancements, blurring the lines between aesthetics and functionality.

Integrating seating, play areas, and usable green space with infrastructure is a sustainable practice.





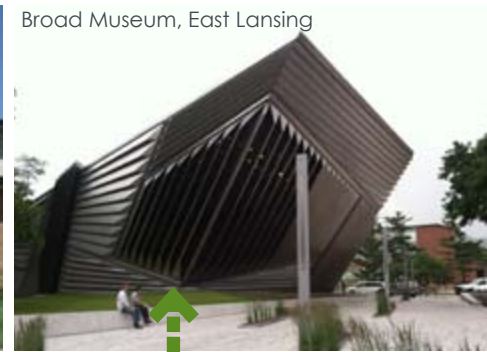
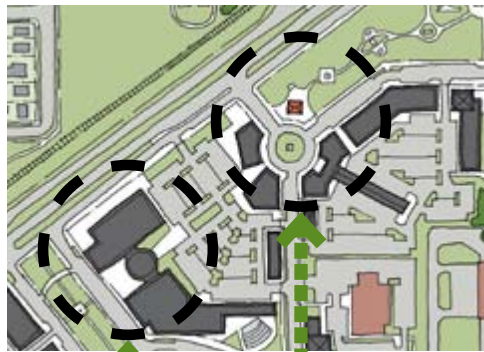
# A LIVABLE CITY

A City with great schools, verdant open spaces, accessible civic amenities, and neighborhoods that provide a variety of housing opportunities that fulfill independent living for all stages of life - all within a walkable context.

## IMPLEMENTATION STRATEGIES

- 1 Support a Diverse Group of Citizens:** Continue to pursue the development of a uniquely-themed children's learning center AND senior center near the downtown by acquiring land, securing funding sources, and promoting the concept. Collaborate with stakeholders, citizens, the private sector, and property owners to carefully consider the programming and preferred potential location for this new facility.

Consider combining the learning center and senior center as a single, shared multi-purpose structure in order to conserve resources. The new building should be designed as an iconic civic structure that can anchor the downtown and catalyze the Hudsonville art scene. This center should also anchor an outdoor sculpture area that emphasizes the public art of the City.



Broad Museum, East Lansing

Focus the new community center within the downtown, near other civic amenities like the village green or sculpture garden.

To conserve resources and encourage sustainability, consider constructing a multi-use building that can serve as a combined library, learning center, senior center, or other civic and cultural building.

Consider using the community center as an iconic civic building that helps to provide identity to the community. The design and architecture of the building should reinforce the cultural and artistic expectations of Hudsonville while also creating and reinforcing a walkable, human-scaled public realm.

If placed downtown, this building could be used to terminate an important vista or anchor a civic space.



- 2 Build a Downtown Amphitheater:** As part of redevelopment efforts in downtown Hudsonville, pursue the design and construction of a downtown amphitheater that can be used for outdoor concerts and spontaneous gatherings. The amphitheater should be carefully sighted, preferably as part of a plaza space and/or adjacent to the learning center. Care should be taken to make sure that it is of appropriate scale for a small town.



- 3 Continue Public Realm Improvements and Maintenance:** Install more uniform and consistent lighting along sidewalks, in parks, and around public spaces. Lighting should be pedestrian-scaled, sustainably operated and designed to accentuate the uniqueness of Hudsonville. Install uniform trash and recycling receptacles downtown. Continue to maintain and enhance efforts for clean sidewalks and streets.



- 4 Plant Trees:** Continue to plant and maintain trees, specifically along streets and in parks, so that the City's tree canopy can increase. Increased trees within a city can enhance livability by increasing aesthetic appeal, mitigating heat island effect, and helping to manage stormwater runoff. Collaborate with Consumers Power in order to ensure that street trees are compatible with overhead lines, this may include the use of clerestory trees in selected locations where overhead lines are present.





# A LIVABLE CITY

A City with great schools, verdant open spaces, accessible civic amenities, and neighborhoods that provide a variety of housing opportunities that fulfil independent living for all stages of life - all within a walkable context.



## IMPLEMENTATION STRATEGIES

- 5 Create a Wayfinding System:** Design and install wayfinding signs at key locations within the City that provide residents and visitors with a system to better navigate the City. These locations should also consider gateways coming into the City. Signs should be placed in or near parks, open spaces, and civic structures and along pedestrian and bike routes. The wayfinding system should double as tour support for the future public art. Include lighting and landscaping to support these wayfinding measures.



- 6 Curate Events:** Create and launch events aimed at attracting a diverse group of citizens (including children, empty-nesters, families, and Millennials) to the downtown. Advocate and create event friendly policies that will attract new events and retain (and build upon) existing events. New events may include movies in the park, hands-on art, "a taste of Hudsonville", and public performances.



- 7 Accentuate Great Neighborhoods:** Maintain the stability of the City's existing residential neighborhoods by ensuring that existing residential zoning requirements do not substantially change. Work to connect these existing neighborhoods to each other, civic places, and schools with green infrastructure, bicycle facilities, and pedestrian access. Provide opportunities in new neighborhoods and at neighborhood edges for higher density housing.



- 8 Build Density (or Density Done Well):** Encourage density in the downtown through a mix of uses, housing variety, flexible and diverse living arrangements, and appropriate building type. Increasing downtown density that still maintains the small town scale of Hudsonville can be accomplished by using buildings that are of appropriate scale and mass. This increased density and variety can include apartments and lofts above stores (in multi-story mixed-use buildings), live / work buildings that provide the flexibility to small business owners to live in the same building that their business is in, and apartment buildings that fit into the context of the surrounding neighborhood.



Density done well is an important element of building a livable city. Increasing density will lead to more vibrancy (and more people living in the city) and increased economic development opportunities.

These images illustrate buildings that can increase density without disrupting the character of the City.

- A. Mixed-Use buildings provide for a variety of residential options above stores in the downtown.
- B. Live/Work buildings provide citizens the opportunity to live above their small business in a residentially scaled building.
- C. Apartment buildings can increase the density of a neighborhood while still "fitting into" the neighborhood.
- D. Rowhouses are great ways to infill at the edges of neighborhoods or within transitional areas. They are basically single-family attached homes.
- E. "Granny Flats" or accessory dwelling units above garages allow for a range of incomes to live within the same neighborhood.





# A VIBRANT CITY

A City with a broad mix of uses and a diverse local economy that provide opportunities for business, industry, and innovation while invigorating and reinforcing a dynamic downtown and supporting the community and its neighborhoods.

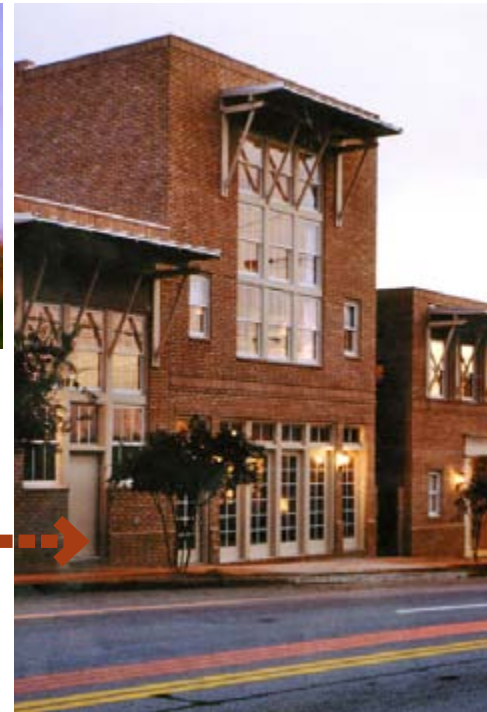
## IMPLEMENTATION STRATEGIES

- 1 Forge Diverse Commerce Through Diverse Design:** Establish downtown zoning districts that encourage innovative design, unique cultural expression, and financially-sound business incubation through relaxed use regulations, encouraging creative architectural expression, and with strong collaboration with citizens, the private development community, and local foundations.

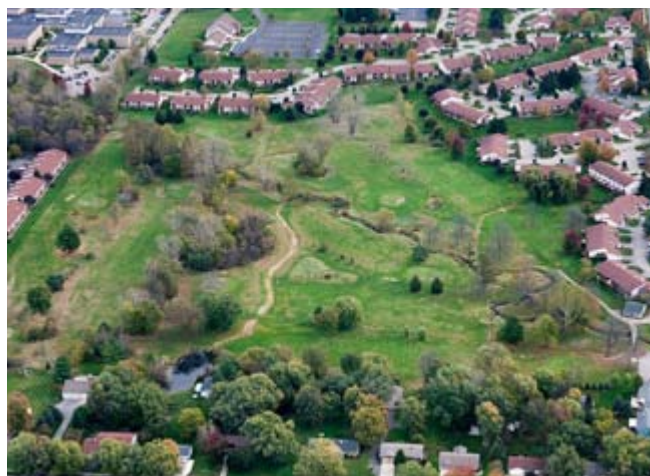


Consider allowing live / work buildings that permit the owner the flexibility to easily convert the building from a residential only use to a small business use and vice-versa.

Conversion, without additional permitting allows for flexible and incremental change and may encourage start-up businesses and commercial incubation.



- 2 Utilize Existing Infrastructure:** Strongly encourage development and redevelopment in areas that are already developed, where infrastructure is already in place, where land is not meeting its highest and best use, and in areas that may be eligible for redevelopment tax credits.



- 3 Prepare Ready to Develop Sites:** Collaborate with private developers, architects, and key stakeholders to create "ready to develop" sites that can quickly respond to ever-changing market demand. These sites should be acquired and made ready to develop through public-private partnerships and held by the City until the market is ready to create a financially-sound development that enhances the overall goals of this plan AND improves and enhances the public realm.



- 4 Build a Farmers' Market:** To diversify the local economy, pursue partnerships and collaborations between citizens, landowners, foundations, and other stakeholders to build a downtown farmers' market. Consider constructing a building as part of the market in order to promote year-round operation. Use the market parking lot as a shared parking facility for the rest of downtown during non-peak market hours.



- 5 Remove Negative Parking Perceptions:** Explore options to buy and maintain public parking lots as a means to incentivize redevelopment in the downtown. These public parking lots should be strategically placed within the downtown. Strategically placed City parking lots could remove private sector parking requirements, maximize land for redevelopment, encourage shared parking within the downtown (and thus incentivize mixed use buildings), limit the amount of space devoted to car storage, and provide visitors and residents with a level of security in regards to knowing where parking is located. In all cases of new downtown surface parking lots, the lots should not be visible from the street and instead be behind the buildings.





# A VIBRANT CITY

A City with a broad mix of uses and a diverse local economy that provide opportunities for business, industry, and innovation while invigorating and reinforcing a dynamic downtown and supporting the community and its neighborhoods.



## IMPLEMENTATION STRATEGIES

- 6 Manage Parking:** Decrease parking requirements in the downtown and allow on-street parking on all downtown streets. Less parking will encourage walkability and allow for development to maximize the site. On-street parking helps downtown businesses by providing quick, convenient parking in front of storefronts while also giving the sidewalk a safer perception for pedestrians.



- 7 Build Mixed Use:** Specifically in the downtown, balance entertainment, dining, and specialty retail uses that are located in distinctive ground floor storefronts with a variety of residential housing options on the upper floors. Encourage this development pattern by expediting the permitting process, seeking grant funds that can help to support downtown development, and incentivizing existing businesses to relocate or expand into the new storefronts.



- 8 Start Small:** Encourage "Lighter, Quicker, and Cheaper" solutions that allow entrepreneurs to make smaller investments, manage risk, test and refine innovative business models, and better respond to customers and the market. These tactical solutions include allowing for the strategic placement of food trucks (that can sometimes ultimately lead to "real bricks and mortar" restaurants), encouraging "pop-up" shops in empty or under-utilized storefronts, and permitting (and encouraging) the construction of small stores that can be added onto as the business evolves (for instance, initially building a 500 or 1,000 square foot store instead of a 15,000 square foot store).



- 9 Monitor Suburban Development:** Keep apprised of development in surrounding and adjacent areas (including highway commercial development in Hudsonville) that could threaten the redevelopment of Hudsonville's downtown. Pro-actively and collaboratively work with developers and adjoining municipalities to monitor competitive balance of economic development.



- 10 Create a Retail Strategy:** Develop and market a retail strategy for downtown business that promotes the attraction and retention of commerce that enhances the small town image, has synergy with other businesses (and promotes cross-shopping), and balances destination shopping with specialty shops and restaurants.





# A CONNECTED CITY

A City that has a network of interconnected streets, bike lanes, sidewalks, and non-motorized routes that promote mobility and accessibility between neighborhoods, parks, recreational areas, schools, the downtown, and the surrounding region.

## IMPLEMENTATION STRATEGIES

- 1 Implement Complete Streets:** Continue to implement initiatives, policies, outreach, and design that promotes the balance of connected bike lanes, pedestrian space, vehicular movement, and sustainable storm water management practices within the City's street network.



Complete streets are roadways designed and operated to enable safe, attractive, and comfortable access and travel for all users (of all ages and abilities), including pedestrians, bicyclists, motorists and public transportation riders. Complete streets improve safety, lower transportation costs, provide alternatives to private cars, encourage health through walking and biking, create a sense of place, improve social interaction, and generally improve adjacent property values.



- 2 Plan for Public Transit:** Collaborate with regional transit providers to establish a long-term plan for the provision of bus service to and from the City of Hudsonville. This may include a combination of transit service provided by The Rapid, The Macatawa Area Express, and others. These potential connections could link Hudsonville with Grandville, Holland, and Grand Rapids.

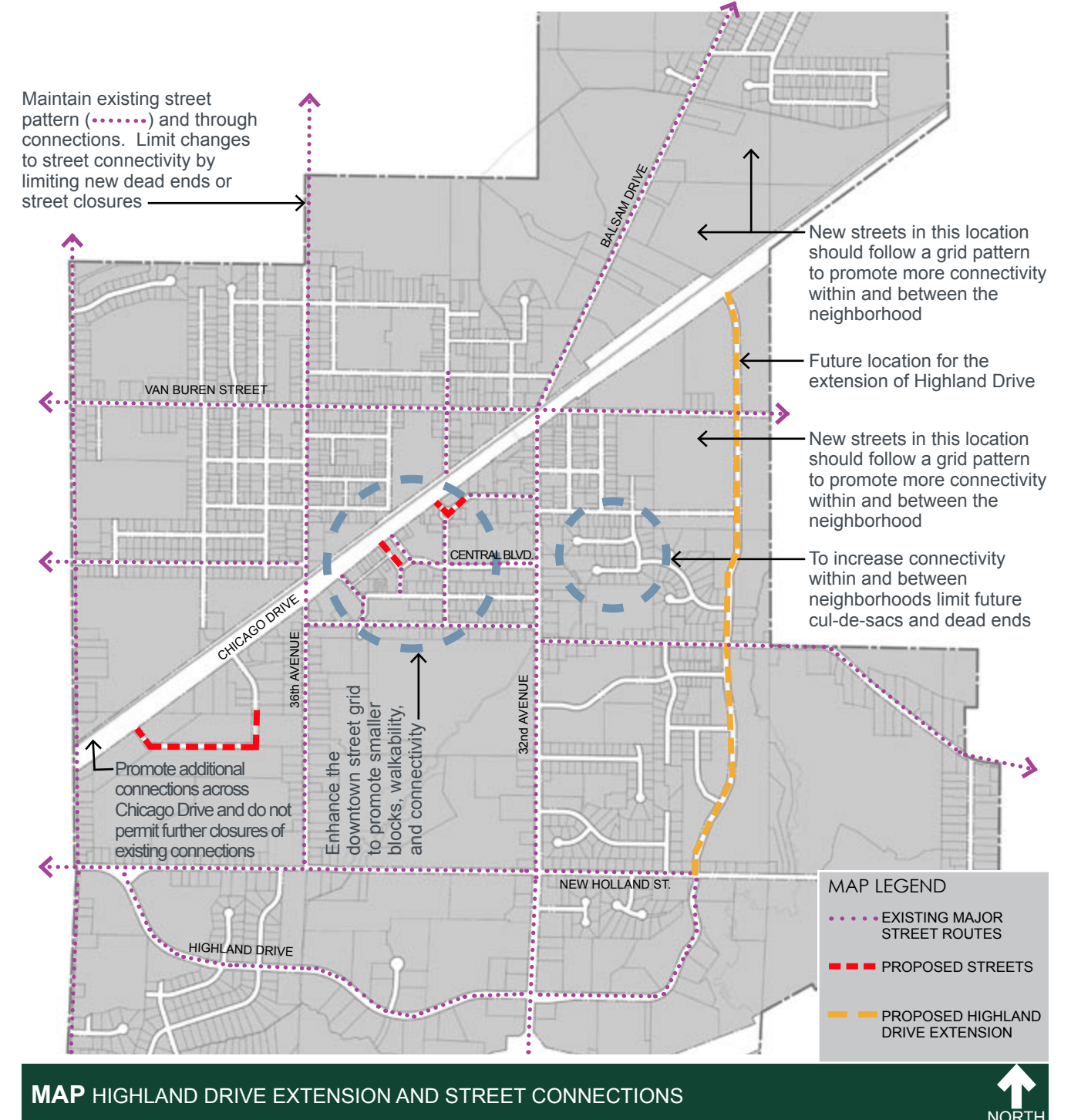


- 3 Maintain Existing City Streets:** Establish and implement a street maintenance / asset management program that ensures that no city street falls below a 5 rating on the Pavement Surface Evaluation and Rating (PASER) System.

- 4 Enact Road and Street Diets:** Design and construct road diets that will narrow travel lanes, slow down traffic, and provide better and safer opportunities (including safer access to parks and schools) for pedestrians and bicyclists. Explore opportunities to eliminate vehicle travel lanes and reduce roadway widths where appropriate.



- 5 Enhance and Maintain Connectivity:** Maintain existing street intersections and increase the number of street intersections (limit cul-de-sacs and dead end streets) to facility mobility throughout the City, including the completion of Highland Drive. REFER TO MAP BELOW:





# A CONNECTED CITY

A City that has a network of interconnected streets, bike lanes, sidewalks, and non-motorized routes that promote mobility and accessibility between neighborhoods, parks, recreational areas, schools, the downtown, and the surrounding region.



## IMPLEMENTATION STRATEGIES

- 6 Utilize Waterways as Recreational Corridors:** Whenever possible use the land adjacent to existing waterways as recreational corridors and as part of a non-motorized network. REFER TO MAP BELOW:



- 7 Enhance and Connect Non-motorized Network:** Acquire necessary rights-of-way and/or easements to enhance and connect the existing non-motorized network within the City and to the existing network in adjacent municipalities. Continue to connect nodes, districts, and corridors within the City with non-motorized paths. Continue to consider the sidewalk as part of this network (refer to map at left). Use paint, striping and signs to delineate this network as required.

- 8 Build Safe Routes to Schools:** Build and sustain a Safe Routes To School (SRTS) Program by following the guidelines by the National Center for Safe Routes to School. Collaborate with teachers, parents, and children to gather information, identify issues, and provide solutions, create a plan, and activate the plan. Continue to evaluate and make necessary changes to the plan, as new information is gathered.



- 9 Install Bike Facilities:** All new development should be encouraged to provide bike facilities. These facilities could include amenities such as secured bike storage, bike repair stations, and showers. The City should continue to support bike culture by installing bike racks at strategic locations.



- 10 Promote Mobility Safety and Convenience for All:** Implement frequent street crossings, accessible pedestrian signals, and curb extensions that balance safety and convenience for everyone using the roadway.



- 11 Collaborate with MDOT and CSX Railroad:** Work with the Michigan Department of Transportation (MDOT) and CSX Rail to seek design and policy solutions to facilitate more and improved connections across Chicago Drive and the existing railroad tracks for vehicles, pedestrians, and bicyclists. Also collaborate with MDOT and CSX to ensure that there is no further removal of existing vehicular connections across Chicago Drive and railroad tracks.





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# IMAGINE HUDSONVILLE 2030

DISTINCTIVE

LIVABLE

VIBRANT

CONNECTED



Because of the importance of downtown to the overall City, this section of the Plan devotes a finer-grain review of the Implementation Strategies as they relate to Hudsonville's downtown. The implementation that shapes downtown will also shape the City.

**This section includes the following :**

- Illustrative Plan of the Downtown Vision,
- Highlights of the Downtown Plan, and
- Details of selected Implementation Steps as they relate to downtown



## A CLOSER LOOK: DOWNTOWN



# A CLOSER LOOK: DOWNTOWN

## DOWNTOWN HUDSONVILLE

Downtown Hudsonville is a key area within the City. The downtown can encompass all of the City's Guiding Principles while providing people (both citizens and visitors) opportunities to **live, work, shop, learn, and play**.

A successful downtown can provide the city and region with economic development opportunities, prosperity, and destinations.

Downtown Hudsonville can build a framework for a "sense of place" while also anchoring and connecting the great neighborhoods which currently exist within the City.

The downtown is the place where the City can most effectively leverage its urban assets, and this is important because national demographics indicate that both **Millennials** and **Empty Nesters** seek authentic urban places to live. This can help Hudsonville increase the number of talented people living and working within the City. This is talent attraction and retention.

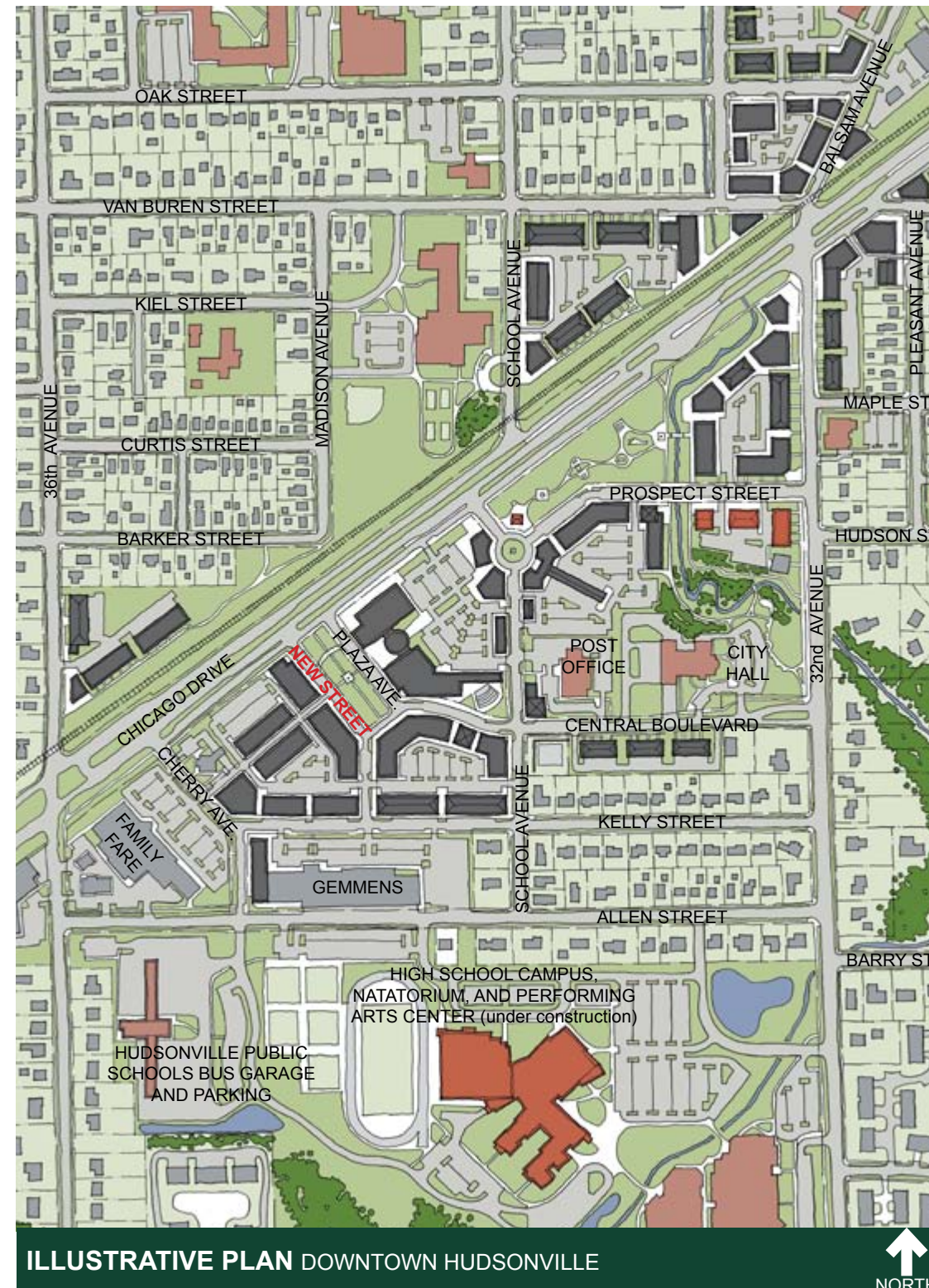
It is for these reasons that this Plan expands on the previously completed Downtown Master Plan and takes a closer look at downtown. This closer look, through the lens of the Implementation Strategies on the previous pages, provides a detailed vision.

This vision is depicted in the Illustrative Plan on this page and in the plan enlargements on the pages that follow. These Illustrative Plans represent one way that the downtown may redevelop, however it should be noted that many factors can influence that redevelopment and it is likely that parts of the vision will be realized in different ways.

Each of the Illustrative Downtown Plan enlargements will use **selected** Implementation Strategies from the four Guiding Principles. Although all the Implementation Strategies from the previous section will not be depicted in these "Closer Look" plans, they are all still appropriate for downtown. The selected strategies are considered most relevant to downtown.

Additionally, on the facing page, six Quality of Life Enhancements are illustrated and defined. **These Enhancements represent the highest priorities for Plan implementation today.**

**While each of the Quality of Life Enhancements represent elements for each of the Guiding Principles, they are tagged to indicate which of the Guiding Principles they most closely align with.**



ILLUSTRATIVE PLAN DOWNTOWN HUDSONVILLE

## DOWNTOWN HUDSONVILLE VISION At A Glance



### Existing Civic Buildings

City Hall, Post Office, Schools, Libraries, Churches



### Envisioned (potential) Civic Buildings

Schools, Natatorium, Library, Learning Center.



### Existing Private Buildings

Retailers, Offices, Apartments, Homes, etc.



### Envisioned (potential) Private Buildings

Mixed Use, Apartments, Live/Works, Homes, etc.



### Parks and Open Space



### Off-street Parking



# A CLOSER LOOK: DOWNTOWN

## DOWNTOWN HUDSONVILLE: QUALITY OF LIFE ENHANCEMENTS

### Downtown Hudsonville Redevelopment Efforts



The City of Hudsonville, in coordination with several interested public and private partners, is actively developing and cultivating venture capital interest for the purpose of redeveloping its central business district. The City's plan for a "New" Downtown is based upon a community-supported vision that includes increased connectivity and walkability, cultural opportunities, multi-story mixed-use buildings that frame a central green, and quality architecture that reflects the unique heritage of Hudsonville.

**DISTINCTIVE**

**VIBRANT**

### Village Green Property Acquisition and Development



Acquire 3 parcels that total approximately 1 acre and redevelop as a greenspace called the Village Green. The space will serve as a central gathering place for Hudsonville and will host a variety of community programs and events such as concerts, city festivals, art and craft shows, holiday events, performances, and ice skating. The Village Green will also serve as the central core of the redeveloped downtown business district.

**DISTINCTIVE**

**VIBRANT**

### Harvey Street Streetscape Enhancements



Enhancement of Harvey Street to create a more pedestrian friendly environment within the "New" Downtown. Enhancements could be as simple as adding potted trees along the curb, or as detailed as adding brick pavers, lighting, benches, and permanent landscape features. Currently this street caters to vehicular access. Once enhancements are completed, it will have a "main street" feel where foot and bike traffic is emphasized, terminating into the Village Green.

**LIVABLE**

**CONNECTED**

**LIVABLE**

**CONNECTED**

Improvement of the Buttermilk Creek corridor from City Hall to Love Inc. property by installing an 8' wide bituminous pathway running along Buttermilk Creek and under M-121 and the CSX railroad.

The M-121 crossing is part of a larger city-wide effort to complete a north-south non-motorized pathway running through the city from Port Shelton Street (to the north) to Highland Drive (to the south), with long range plans to connect to the regional trail system in Jamestown Township to the south. Several segments of this pathway exist, or are planned in the near future.

### Buttermilk Creek Pathway M-121 Crossing

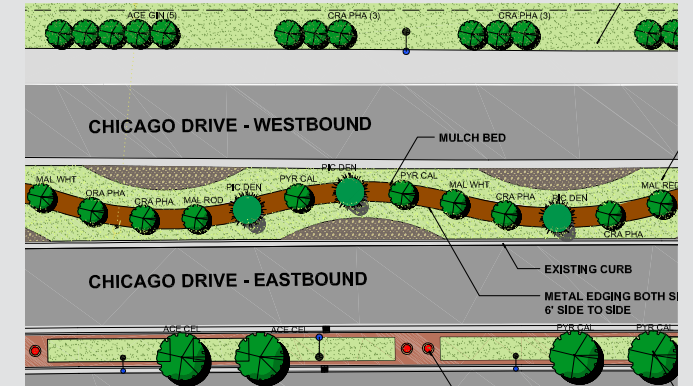


**DISTINCTIVE**

**CONNECTED**

### Chicago Drive (M-121) Landscaping Improvements

Install tiered landscaping along the Chicago Drive corridor based on a completed landscape plan by M.C. Smith. Landscaping will have a significant impact on giving Chicago Drive a more pleasant look. The design is "tiered" such that it will serve to screen the railroad and divert views away from overhead power lines and poles and towards the downtown area. Landscaping improvements are predicated on the Chicago Drive streetlight project in 2010.



**VIBRANT**

**LIVABLE**

### Hudsonville Farmers' Market Enhancements





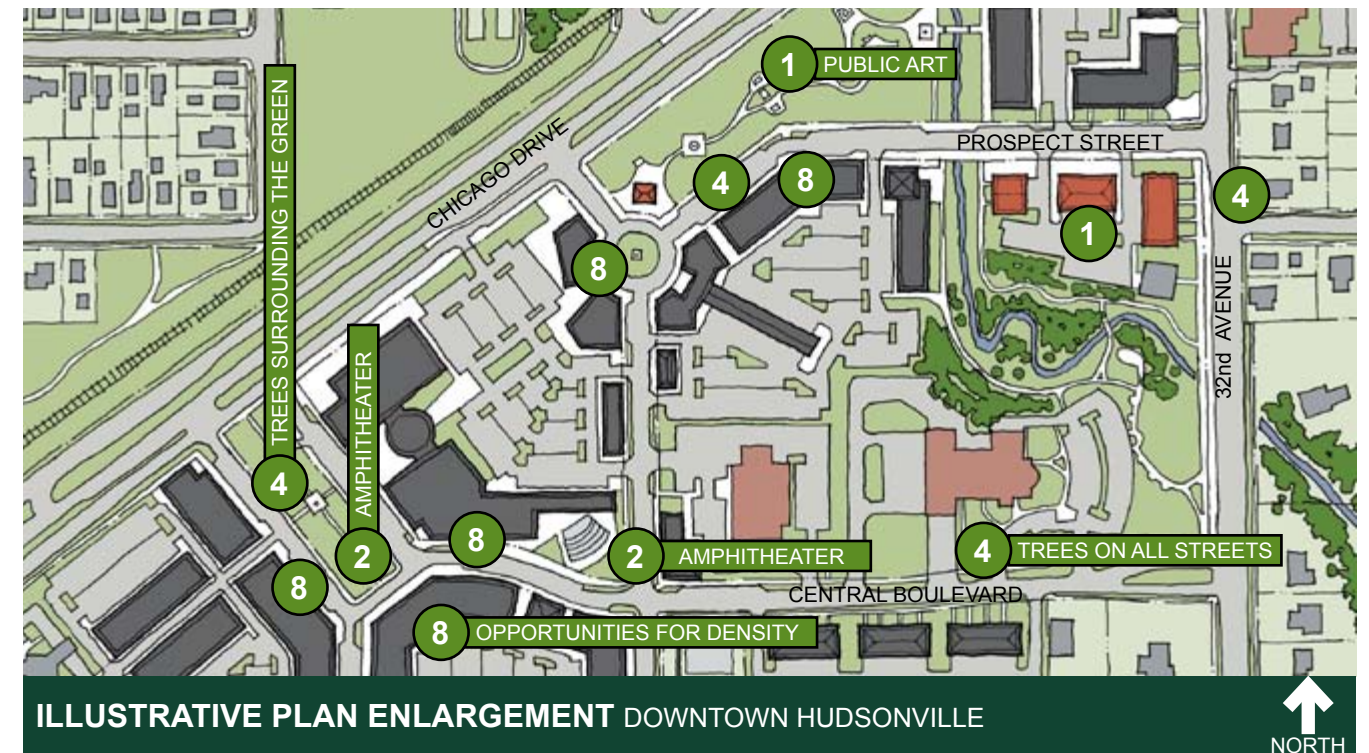
# A CLOSER LOOK: DOWNTOWN

## A DISTINCTIVE DOWNTOWN: SELECTED IMPLEMENTATION STRATEGIES



- 1 Build Village Green (and other Civic Spaces):** The civic spaces of downtown can be like none other in the City because of the quaint “outdoor rooms” that are created when buildings surround and define the space and because of the potential activity that can be generated by these spaces. While this Implementation Strategy is primarily about the village green, it may also include a sculpture garden and a round-a-bout adjacent to the farmers’ market.
- 2 Increase Street & Streetscape Aesthetics:** Specifically in downtown, the public realm aesthetics are critical in order to captivate and define the pedestrian experience (the experience of people). Harvey Street has always been envisioned as a pedestrian first street. Known as a woonerf, this street has limited vehicle access and is envisioned without curbs, so that the sidewalk and street surface are perceived as a single space.
- 3 Install Great Public Art** While public art is envisioned to be placed throughout the City, downtown offers the best locations for people to experience it on foot. The installation of themed mini-sculptures should be considered as a way to create a walkable “search and find” activity within the downtown, specifically along sidewalks and non-motorized paths.
- 5 Use Distinctive Design to Create Small Town Character:** The architectural design of the buildings downtown is paramount to creating the experience of a city that accentuates a small town charm. This vision includes multi-story mixed used buildings with transparent storefronts throughout downtown. These buildings need to define the block and street pattern, while providing for the opportunity to have a permeable and active edge at the sidewalk.
- 6 Promote City Building and Urban Design:** The downtown should epitomize urban design, even if it is intended to have a small town appearance. This includes connected streets and terminated vistas, like the ones depicted on the Illustrative Plan above.

## A LIVABLE DOWNTOWN: SELECTED IMPLEMENTATION STRATEGIES

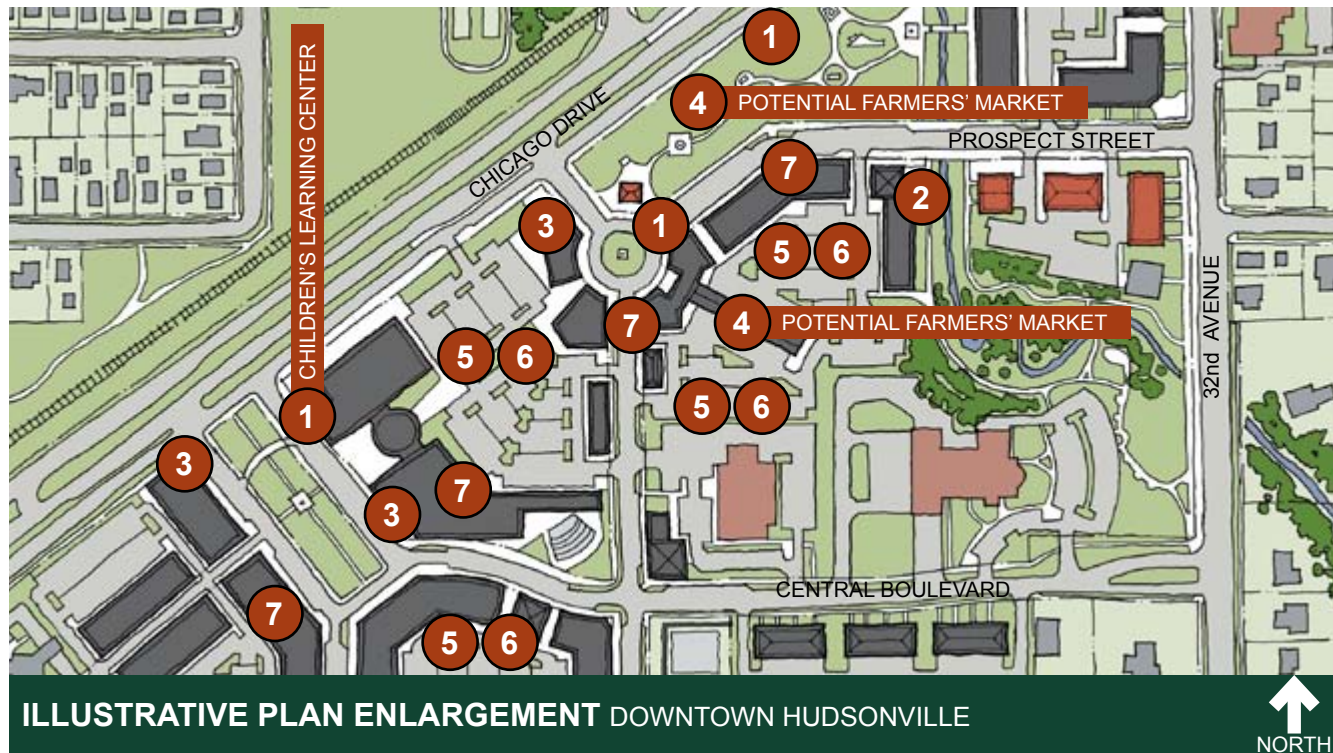


- 1 Support a Diverse Group of Citizens:** Civic amenities, specifically those that tie the community’s desire for an active arts culture, will be paramount to the development of a downtown that attracts people. Having people walking throughout downtown will attract more people to it as a destination. People attract more people, and that is good for downtown activation. A new children’s learning center and senior center, within the heart of downtown, can be a civic anchor.
- 2 Build a Downtown Amphitheater:** Many citizens expressed a desire to create a small amphitheater within the downtown, one that can host concerts and other activity-generating events. This amphitheater, like any good public space needs to have its edges defined by compelling architecture that allows for an active and transparent ground floor. Illustrative plan depicts two potential locations.
- 4 Plant Trees:** The streets, parks, and public spaces within the downtown need a strong canopy of trees. Trees can shade pedestrians from the elements, define edges of parks, and help to shield pedestrians on sidewalks from the street traffic. Trees will also mitigate both storm water and heat island effect - making the downtown a more comfortable place to be.
- 8 Build Density:** Having a dense downtown, with a mixture of businesses, residences, and offices, in multi-story buildings is essential to making the downtown both vibrant and more livable. The downtown, even in small towns, is the center of activity - and this activity is caused by people living, working, and shopping within the confines of the city center. More people will create more retail demand and opportunities, which will help to make the downtown a center of commerce. Managing this density is paramount to the desires of creating a small town feel, buildings of three to five stories should be the goal of the downtown core (envision downtown Holland).



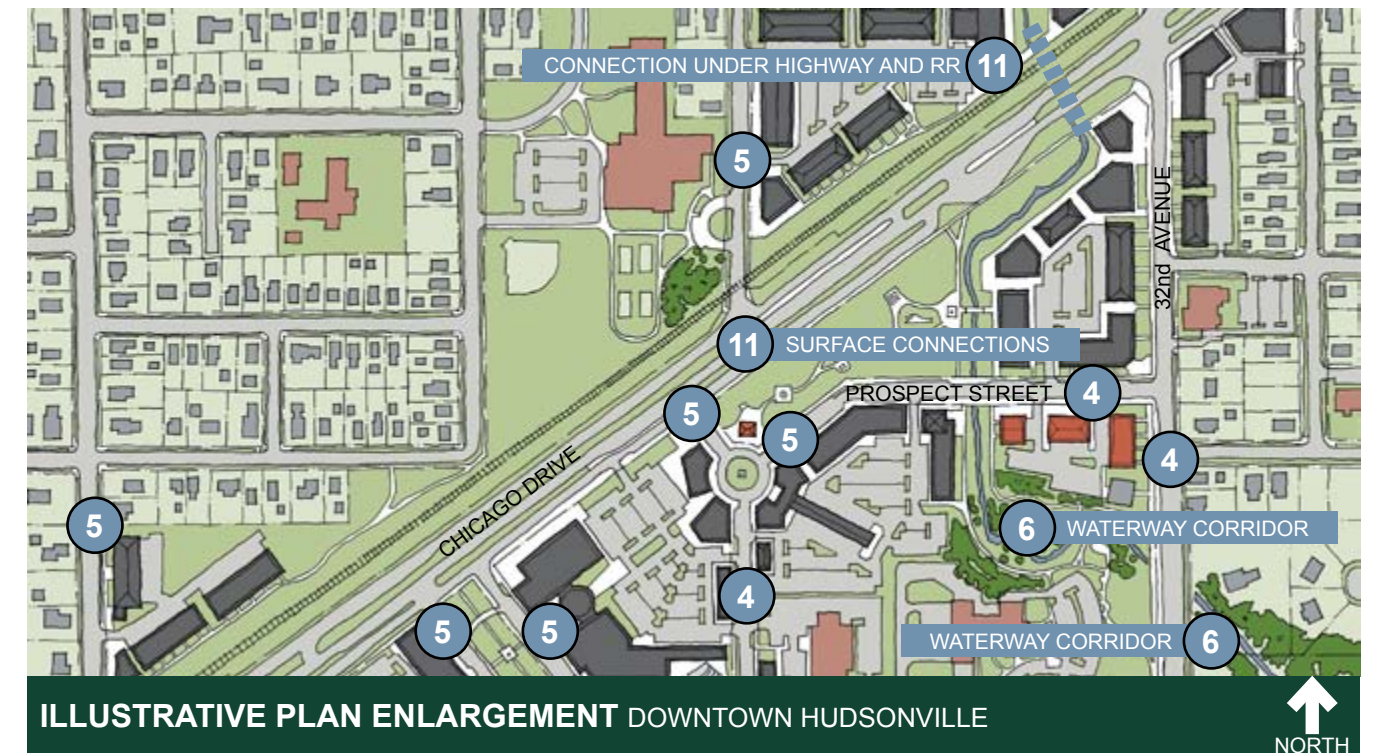
# A CLOSER LOOK: DOWNTOWN

## A VIBRANT DOWNTOWN: SELECTED IMPLEMENTATION STRATEGIES



- 1 Forge Diverse Commerce Through Diverse Design :** The creation of districts that promote innovative design and business incubation through relaxed land use regulations makes most sense in (or near) the confines of downtown. These districts may include the area along Chicago Drive that is envisioned as an Arts District (including the children's center and sculpture gardens, but may also extend eastward along Balsam Drive).
- 3 Prepare Ready to Develop Sites :** As the face of downtown changes, certain key sites may become available to redevelop. Oftentimes these sites will require a variety of funding sources to help them become viable in terms of building at the scale of a downtown, preparations and collaborations should be considered as strategies evolve. Currently areas between Prospect Street and Chicago Drive and areas around the proposed village green are possibilities.
- 4 Build a Farmers' Market:** In order to accentuate the agricultural heritage of Hudsonville and diversity the local economy, construct a year round farmers' market with a permanent structure and head house within the downtown. Use the market as a catalyst project for related incubator businesses.
- 5 6 Remove Negative Parking Perceptions and Manage Parking:** These two Implementation Strategies are essential to the continued urbanization of the downtown and will help to build a true small town. Parking requirements, the location of parking, and the perception of available parking will provide a framework for sustainable redevelopment, density, mixed-use, vibrancy, and livability. Surface parking lots will absolutely need to be contained on the interior of blocks and screened from the street by buildings (or at minimum fences and landscape), in order to build a credible public realm. On-street parking is also essential to urban-scaled retail, and as such parking should be available on all downtown streets.
- 7 Build Mixed Use:** The downtown will be ground zero for mixed-use buildings. All buildings within the core should be constructed as multi-story mixed use structures. The most critical location for these types of buildings will be in the area immediately adjacent to the village green.

## A CONNECTED DOWNTOWN: SELECTED IMPLEMENTATION STRATEGIES



- 2 Plan for Public Transit:** This Mid-term goal would establish transit service that could link the city with Grandville, Grand Rapids, and Holland. Long-term goal may include a new train station along existing Pere Marquette passenger rail line that would link downtown with Holland and Grand Rapids.
- 4 Enact Road and Street Diets:** The existing streets in and around downtown are too wide and promote primarily automobile access and capacity. These streets should be narrowed by adding bike lanes and on-street parking, which will make them safer, more multimodal, and more urban scaled.
- 5 Enhance and Maintain Connectivity:** New and existing streets and intersections should connect people and places, while also maintaining a small, walkable block structure. Dead ends and cul-de-sacs should be avoided, and connections across Chicago Drive should be promoted.
- 6 Utilize Waterways as Recreational Corridors:** The presence of a waterway that runs adjacent to downtown, through the Hudsonville High School campus, and northerly to neighborhoods and other recreational areas gives downtown a great opportunity to be a central destination for connection to the rest of the City.
- 11 Collaborate with MDOT and CSX Railroad:** The downtown is separated from the north half of Hudsonville because of the barrier caused by the state highway (Chicago Drive) and railroad tracks. At-grade connections across Chicago Drive and the railroad tracks (for pedestrians, bikes, and automobiles) are essential to the success of the downtown. Further disconnected or closed access will jeopardize continued and sustained growth of the central city. Additionally, collaboration should continue in regards to a bridge and/or tunnel connection across the railroad tracks and highway, especially if a future train station is implemented.



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# IMAGINE HUDSONVILLE 2030

DISTINCTIVE

LIVABLE

VIBRANT

CONNECTED



This section summarizes the input that community members provided during the creation of this Master Plan. This input provided the framework for the Plan and established a baseline understanding of what people value in their City.

**This section includes the following :**

- An annotated timeline of the public outreach and input process and
  - Results of what people said about their community and its future aspirations
- These results, conveyed in a highly graphic format include insights into:
- The Future Vision of the City,
  - The Aesthetic Preferences of the Community,
  - The Goals of the Citizens,
  - How People use their City and How they perceive the City today,
  - A Reaffirmation of the Citizen Input



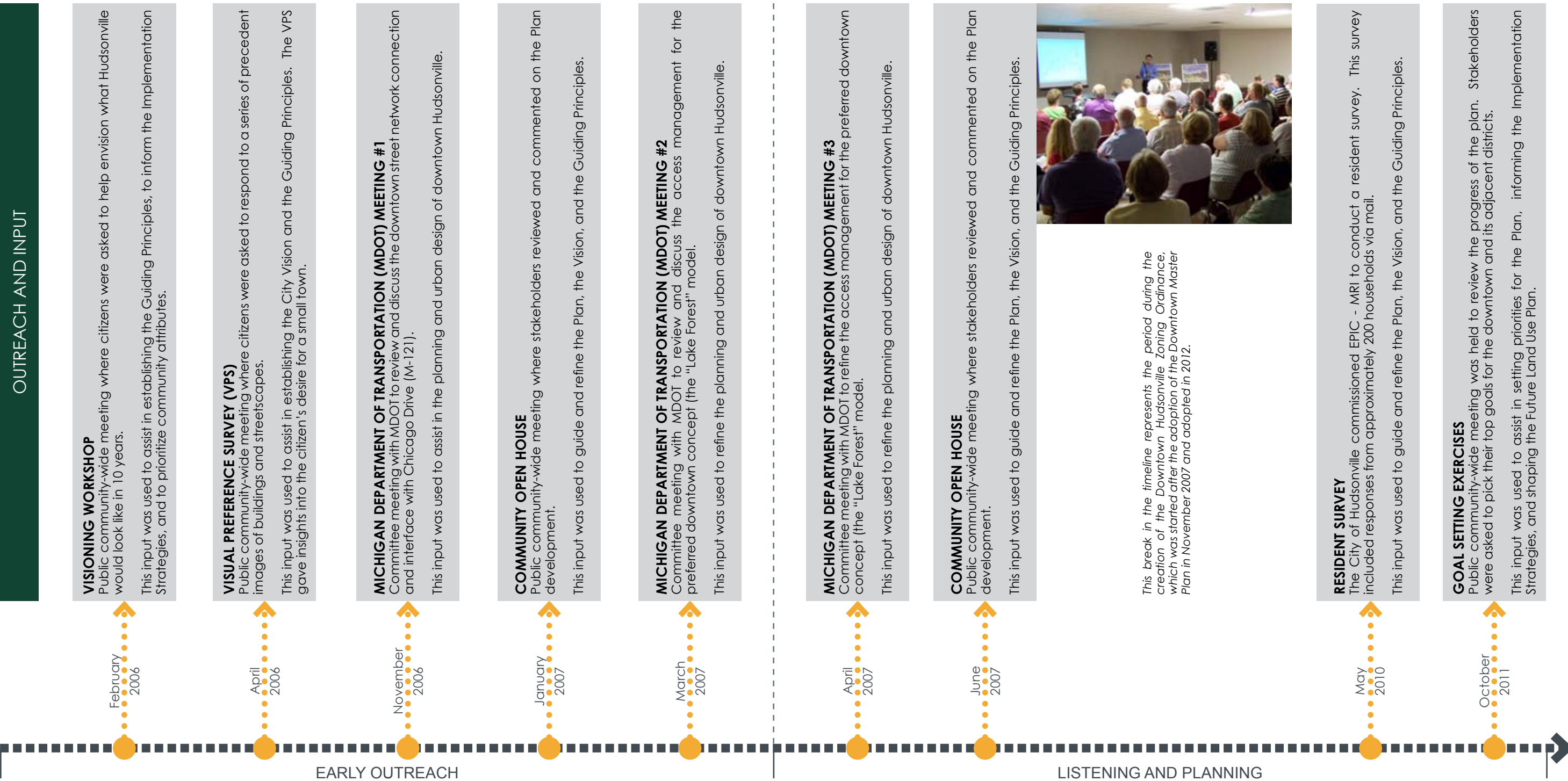
## PUBLIC OUTREACH AND CITIZEN INPUT



# PUBLIC OUTREACH AND CITIZEN INPUT

## TIME LINE OF OUTREACH AND INPUT PROCESS

The following graphic depicts the process that was used to listen to community stakeholders during the Public Outreach and Citizen Input component of this Plan. Listening to and documenting what people said occurred throughout the planning process and can be delineated in three distinct phases. The outcomes of this process is detailed on the subsequent pages of this section.





# PUBLIC OUTREACH AND CITIZEN INPUT

## TIME LINE OF OUTREACH AND INPUT PROCESS (continued)



## ADVISORY COMMITTEE MEETINGS

During the outreach and input process of this Master Plan, a series of meetings were held between the Project Advisory Committee and the Project Consultant Team. These meetings represented a series of **feedback loops** between the City, County, and consultant in order to refine the Plan's Vision, Guiding Principles, and Implementation Strategies.



Additionally, during these feedback loops, the urban design of the downtown plan was reviewed and refined to better reflect the evolving conditions of redevelopment efforts.

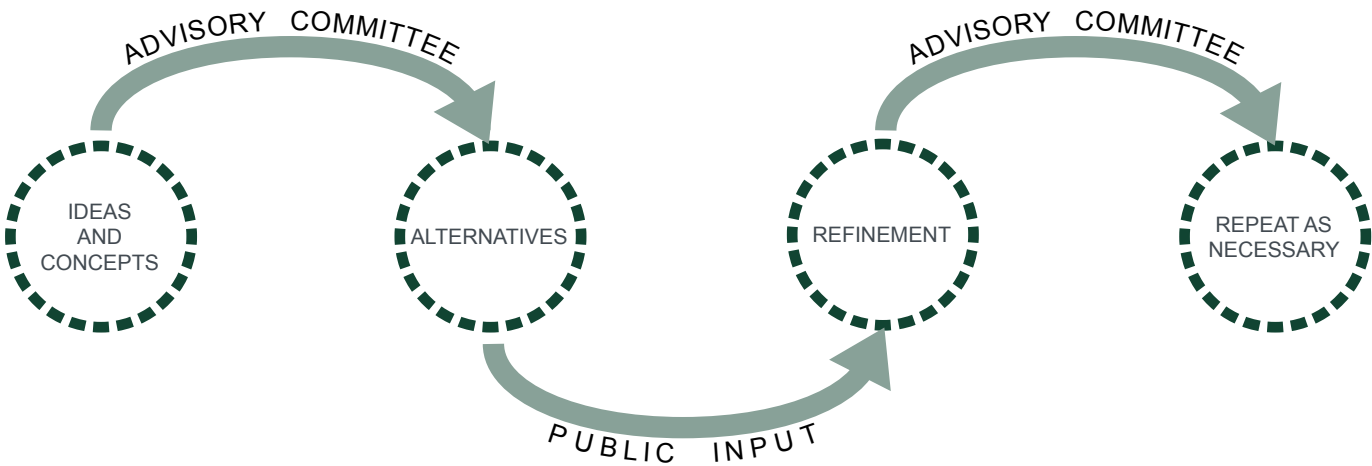
The Advisory Committee ensured that community input was appropriately represented in the overall document while also providing substantial direction regarding the Guiding Principles and Implementation Strategies.

Finally, the Advisory Committee played a key role in setting the standard for the layout and format of the Plan, ensuring that it was user-friendly, highly-visual, and graphic-based.

The Advisory Committee Meetings were held at periodic and strategic times during the creation of the Plan - most notably before and after public input sessions and agency meetings in order to review, synthesize, and shape all of the information and input. The meetings were also held to review the progress of the Plan.

There were approximately 8 Advisory Committee Meetings conducted during the Master Plan Process, and a total of approximately 16 to 20, during the entire Smart Growth Demonstration Project.

## TYPICAL FEEDBACK LOOP DIAGRAM





# PUBLIC OUTREACH AND CITIZEN INPUT

## EARLY OUTREACH: VISIONING WORKSHOP

The following lists of words and phrases depict stakeholder comments during the Hudsonville Master Plan Visioning Workshop. These lists depict citizen answers to the question “how would you envision Hudsonville in 10 years”. The dialogue and comments during this workshop provided the genesis of the Guiding Principles that are one of the foundations of this Plan.

The lists depict words or phrases that most appropriately reinforce each of the Guiding Principles. These words and phrases are illustrated in order of occurrence, with the largest word representing the word that was mentioned most times during the discussion, and the smallest words representing the words that were mentioned the least amount of times.

DISTINCTIVE	LIVABLE	VIBRANT	CONNECTED
<p>These citizen descriptions place a priority on the rural heritage and small town character of Hudsonville, and view these things as a foundation of creating a distinctive place.</p> <p>This envisions a City that includes balancing a rural small town heritage and agricultural past with iconic civic spaces, creative architecture and public art.</p>	<p>These citizen descriptions place a priority on quality schools, greenspaces, families and walkability, while maintaining the City as a safe and great place to live.</p> <p>This envisions a City that provides diverse residential neighborhoods, great schools, verdant parks, and accessible civic amenities for all residents. Additionally, these places are all within a safe and easy walk of one another.</p>	<p>These citizen descriptions place a priority on an active and mixed use downtown that provides opportunities for convenience, culture, commerce and innovation.</p> <p>This envisions a City that provides diversity of businesses, opportunities, activities, and uses in a compact, connected, and walkable downtown.</p>	<p>These citizen descriptions place a priority on walkable and connected places within the City. This would include residential neighborhoods, the downtown, and civic spaces.</p> <p>This envisions a City that provides multiple options for connections and increased mobility via bicycle and walking.</p>
<p>Rural Small Town Character</p> <p>Distinctive Place</p> <p>Charming Small Town</p> <p>Nice Civic Spaces</p> <p>Muck Fields are still here</p> <p>Celebration of our History</p> <p>More Public Art</p> <p>Sense of Place</p> <p>Focal Points</p> <p>Heritage</p> <p>More Culture</p> <p>Sculpture Garden</p> <p>Community with an Identity</p> <p>Quality Architecture</p> <p>Nice Landscaping</p> <p>Buildings with a sense of History</p> <p>A Beautiful Place</p> <p>Iconic Gateways</p>	<p>Great Place to Live</p> <p>Parks</p> <p>More Trees</p> <p>Kids Playing</p> <p>Great Neighborhoods</p> <p>Great Schools</p> <p>Walkable</p> <p>Safe Place</p> <p>Farm Land Surrounding the City</p> <p>Young and Old Interacting Together</p> <p>Greenspace</p> <p>Clean City</p> <p>A Parade</p> <p>Fine Arts Center</p> <p>Families</p> <p>Pride</p> <p>Amphitheater</p> <p>More Nature Center Programming</p>	<p>Mixed Use Downtown</p> <p>Flourishing Businesses</p> <p>Unique Downtown</p> <p>More Culture</p> <p>Walkable</p> <p>Vibrant</p> <p>Convenience</p> <p>Activity in the Downtown</p> <p>Great Neighborhoods</p> <p>Up Scale Destinations</p> <p>Farmers Market</p> <p>Food Co-Op</p> <p>Downtown Restaurants</p> <p>Local Businesses</p> <p>No Big Boxes</p> <p>Kelly and Allen Streets Redeveloped</p>	<p>Better Connections for People</p> <p>Walkable</p> <p>Bike Paths</p> <p>Small Quaint Scale</p> <p>More Trees</p> <p>Activity in the Downtown</p> <p>People Walking around Downtown</p> <p>Pedestrian Bridge across Chicago Drive</p> <p>Focal Points</p> <p>Convenience</p> <p>Iconic Gateways</p> <p>Sense of Place</p> <p>Great Neighborhoods</p> <p>Railroad Tracks Gone</p>





# PUBLIC OUTREACH AND CITIZEN INPUT

## EARLY OUTREACH: VISUAL PREFERENCE SURVEY

Stakeholders were asked to respond to a series of precedent images during the public input sessions. Their responses and comments assisted in crafting a vision for the physical shape of their future city and reinforced the community's desire for small town character. The following is a sample of their responses and input.



### LIKES:

Mix of uses and walkability  
Reminds us of Zeeland with a quaint downtown feel  
Nice landscaping and potted plants soften the streetscape  
Awnings are welcoming  
Stores look unique with storefronts that you can see into.  
The scale seems to fit Hudsonville

### DISLIKES:

No benches.  
Looks a bit outdated.



### LIKES:

Individual identity of the buildings  
Upper balconies and two-story height  
Mix of uses and nice detail  
Charming with neat and clean streetscape  
Nice variety of architecture  
Buildings are tied together by unique architectural details  
Very inviting without being too "big city"  
Colorful awnings



### LIKES:

Main floor storefronts and awnings  
Building decoration  
The landscaping in the street gives it a softer appearance  
Height seems appropriate for downtown

### DISLIKES:

Too ornate, we prefer more simple, small town look  
Building detail is too busy  
Landscape island might be too hard to maintain



### LIKES:

Streetscape is clean and looks like a desirable place to be  
Outdoor seating is something that we need more of  
The landscaping in the street gives it a softer appearance  
Love the fact that people are walking around  
Wide sidewalk can accommodate a lot of users

### DISLIKES:

Palm trees will not work here  
Too much clutter in the sidewalk area

## EARLY OUTREACH: GOAL SETTING

Stakeholders were asked to pick their top goals for the downtown and its adjacent districts. Their responses and comments assisted in setting priorities for the Plan, informing the Implementation Strategies, and shaping the Future Land Use Plan.



### MAKE DOWNTOWN MORE WALKABLE

Create an accessible pedestrian environment that promotes walking's central role in downtown for residents and visitors.

Create sidewalks that activate the street, pedestrian connections and street crossings between the downtown and the adjacent districts, and vibrant streetscapes that make walking around enjoyable.

### ECONOMIC GROWTH AND VITALITY IN THE DOWNTOWN

Support the continued economic vitality of EXISTING and NEW businesses and promote compatible redevelopment.

Ensure that retaining the existing downtown anchors (specifically Gemmens and Family Fare) is a top priority.

More destinations to attract people to come and stay awhile.



### INCREASE CIVIC AMENITIES

Make downtown a central gathering place for civic celebration and enhance its identity as one of Ottawa County's most iconic small towns.

Build an amphitheater downtown.

Support family-oriented redevelopment.

### STRENGTHEN TIES TO AGRICULTURAL HERITAGE

A centrally located farmers' market that brings local produce into the downtown could be an effective way to directly tie the surrounding agriculture to the City and reinforce the heritage.

The market design should be inspired by the rural heritage.

New buildings should be consistent with that of small towns.



### ART AND CULTURE IN THE CITY

To get more people using the downtown plan more events like the Summer Concert Series.

Find places to install year round public art.

New buildings should reinforce high quality and innovative design in the downtown.



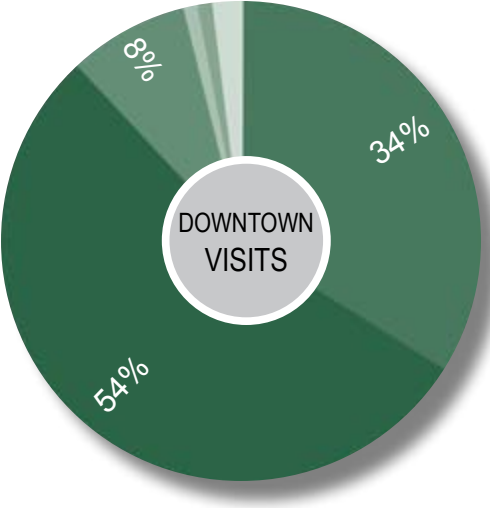
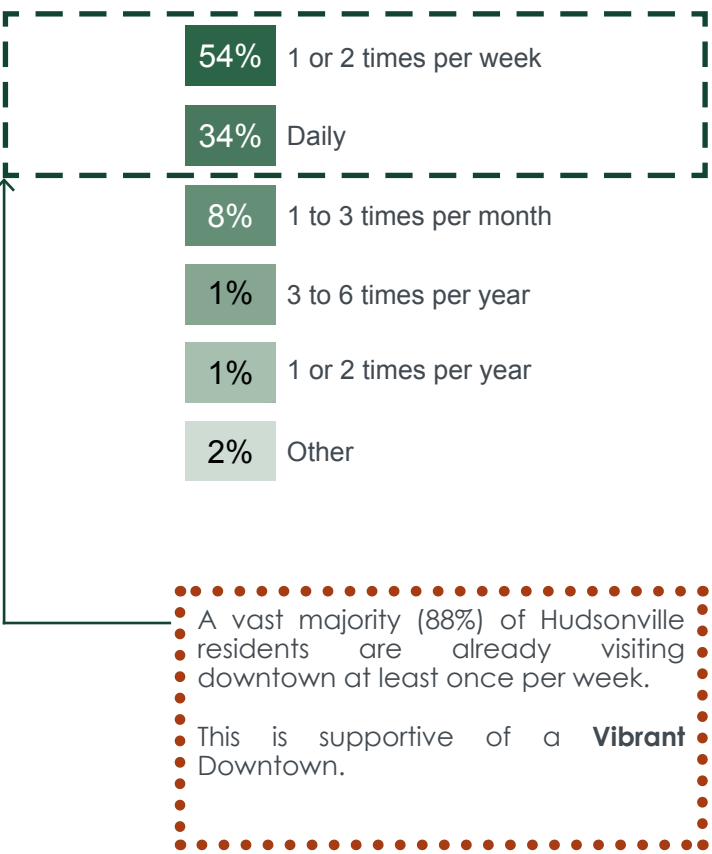
# PUBLIC OUTREACH AND CITIZEN INPUT

## LISTENING & PLANNING: RESIDENT SURVEY

EPIC - MRI was commissioned by the City of Hudsonville in 2010 to conduct a resident survey. This survey included responses from approximately 200 households. Responses to selected questions are documented below and were used to guide and refine the Plan, the Vision, and the Guiding Principles.

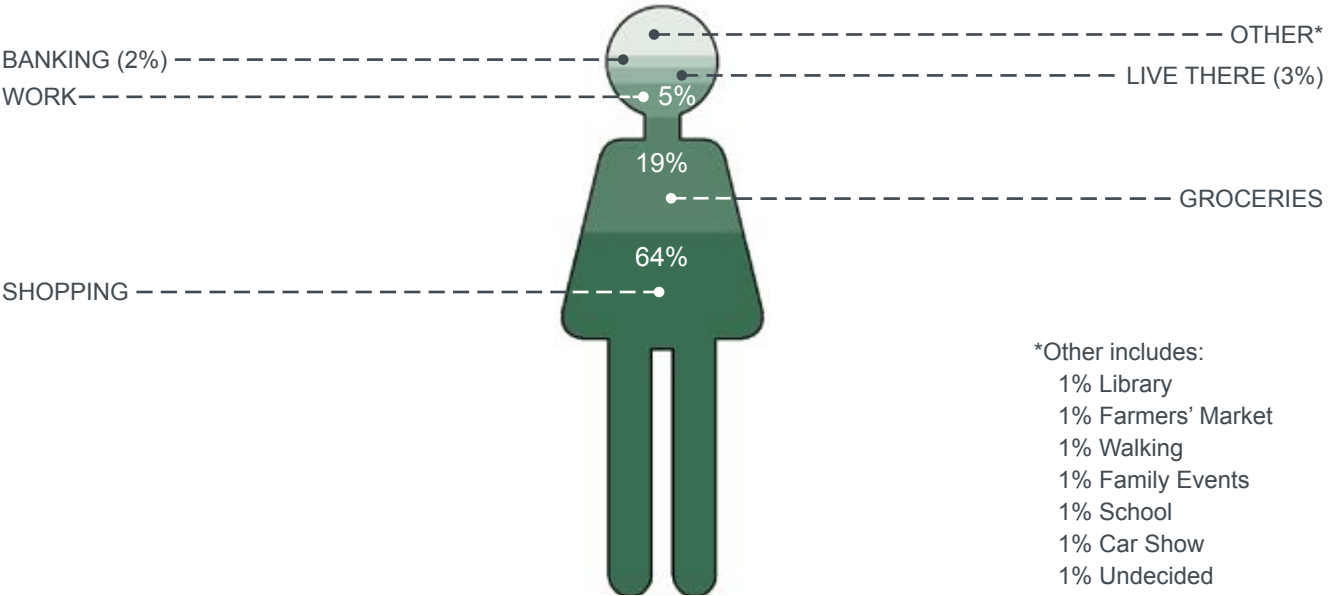
### DOWNTOWN VISITS : FREQUENCY

Pie chart illustrates how often respondents visit downtown Hudsonville



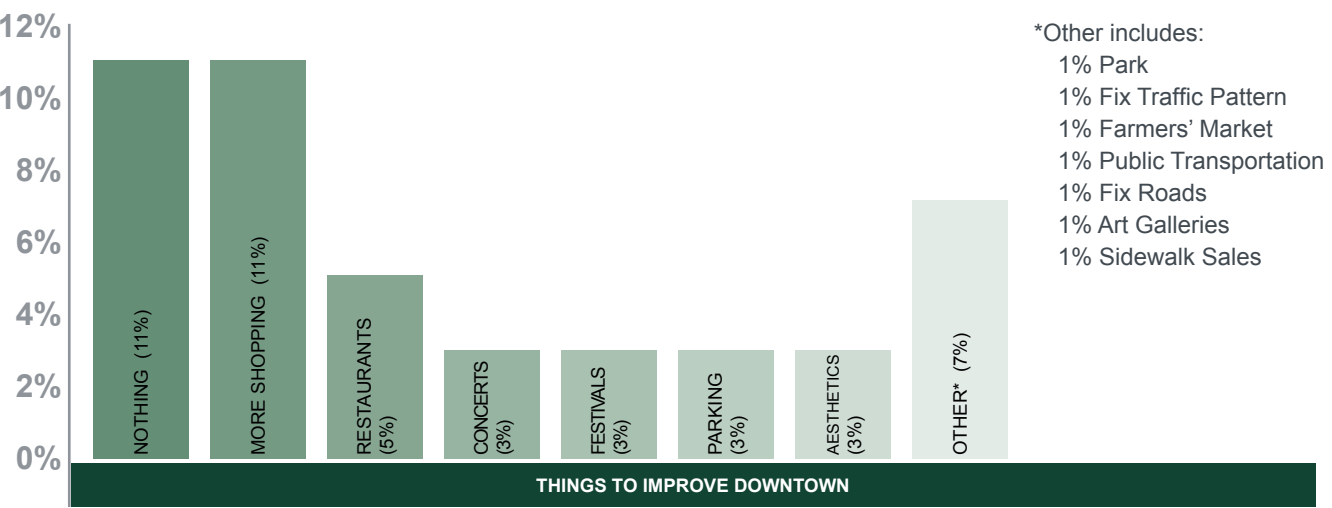
### DOWNTOWN VISITS : REASONS

Graphic depicts the primary reasons why people currently visit downtown



### DOWNTOWN IMPROVEMENT

Graphic depicts the things that people feel would most improve downtown



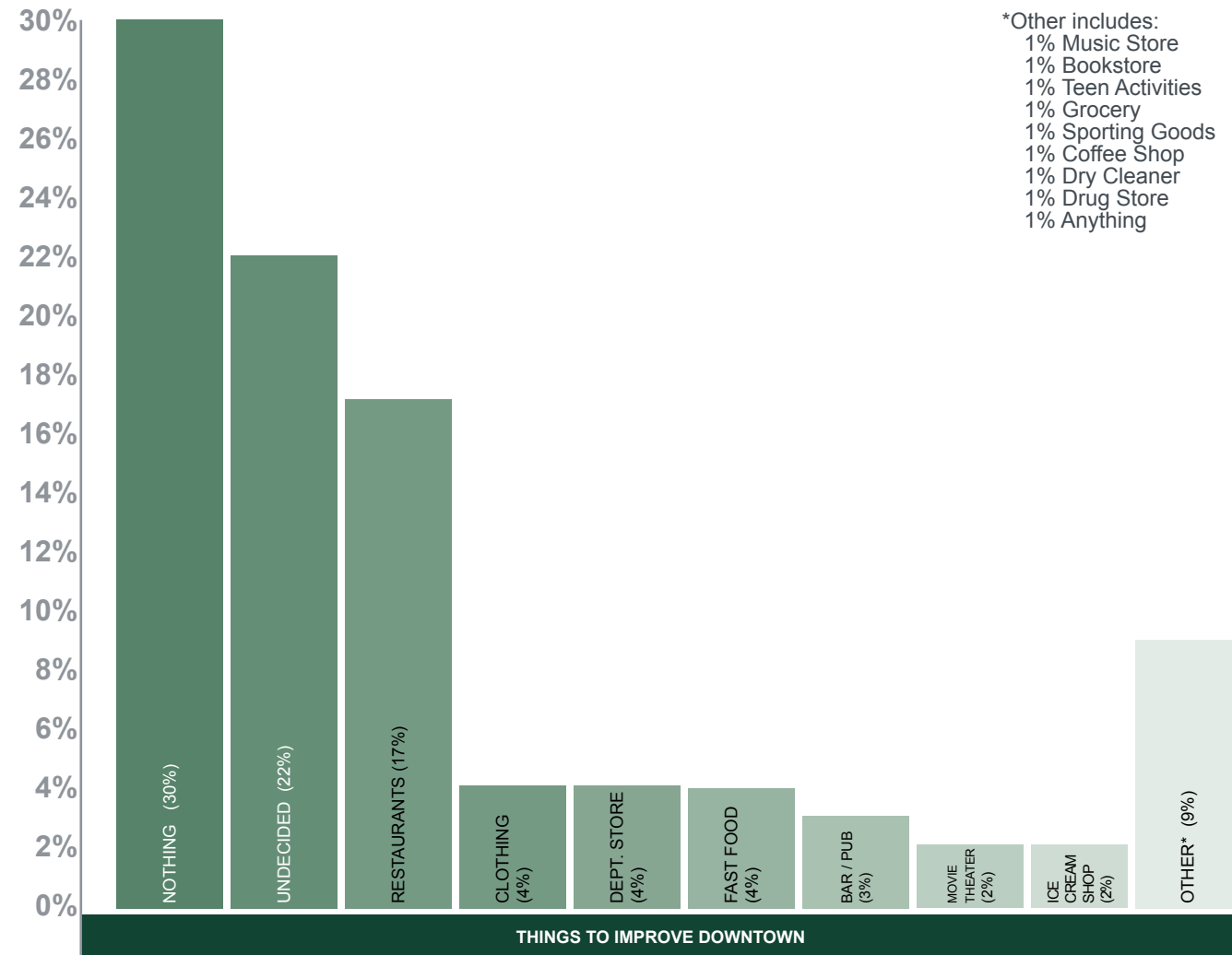


# PUBLIC OUTREACH AND CITIZEN INPUT

## LISTENING & PLANNING: RESIDENT SURVEY

### NEW BUSINESSES IN HUDSONVILLE

Graphic depicts the types of new businesses people would like in Hudsonville



48% of Hudsonville residents feel that there is a need for new businesses within the City.

Anecdotally, this may indicate that there is a gap in the types of businesses that are serving the people of Hudsonville.

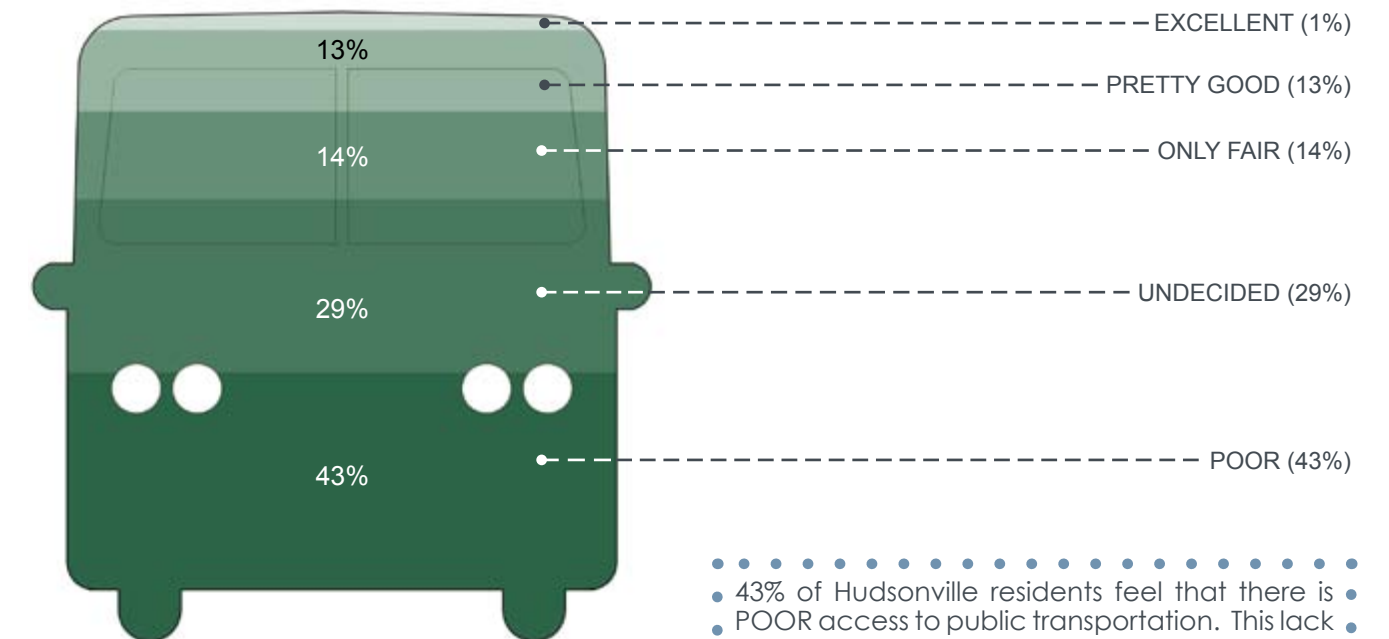
Adding to the business mix is supportive of a **Vibrant** City.



RESTAURANT WITH OUTDOOR SEATING

### PUBLIC TRANSPORTATION RATING

Graphic depicts the rating of the job that the City of Hudsonville does in ensuring citizen access to public transportation



43% of Hudsonville residents feel that there is POOR access to public transportation. This lack of access lowers the City's mobility options, decreases its Connectivity, and potentially makes it a place that is at a competitive disadvantage in terms of talent attraction and retention.

Improving this is supportive of a **Connected** City.



LOCAL TRANSIT OPTION : THE RAPID



LOCAL TRANSIT OPTION : MAX (Macatawa Area Express)

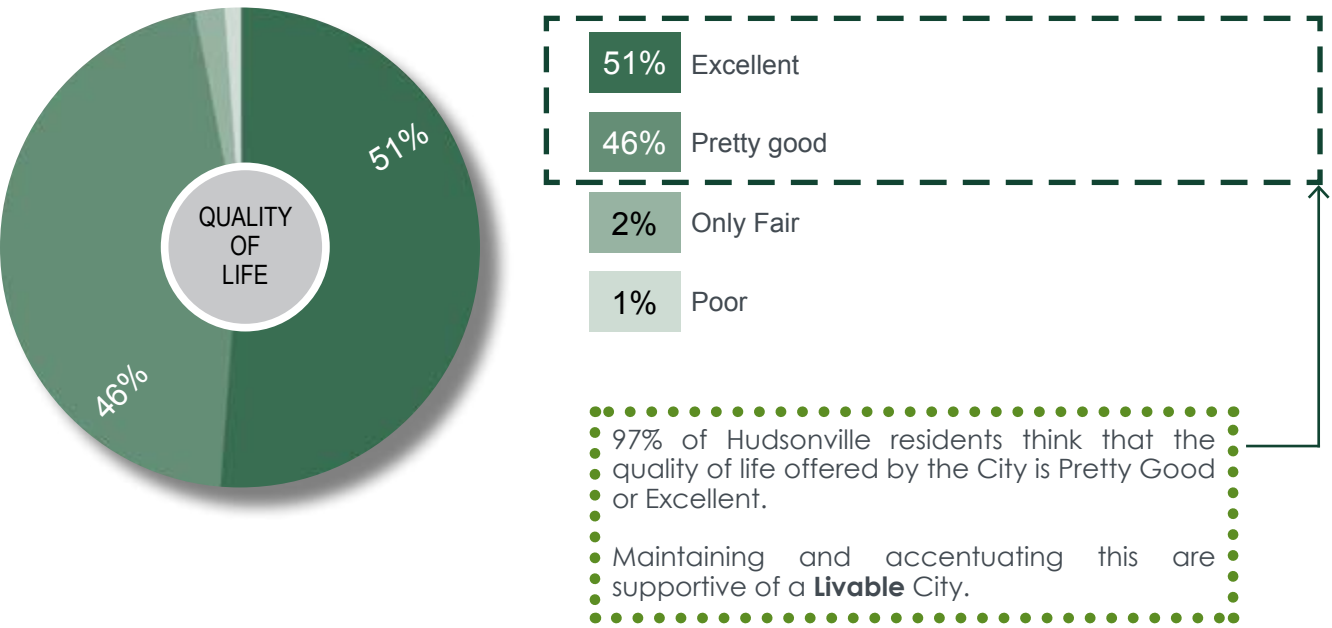


# PUBLIC OUTREACH AND CITIZEN INPUT

## LISTENING & PLANNING: RESIDENT SURVEY

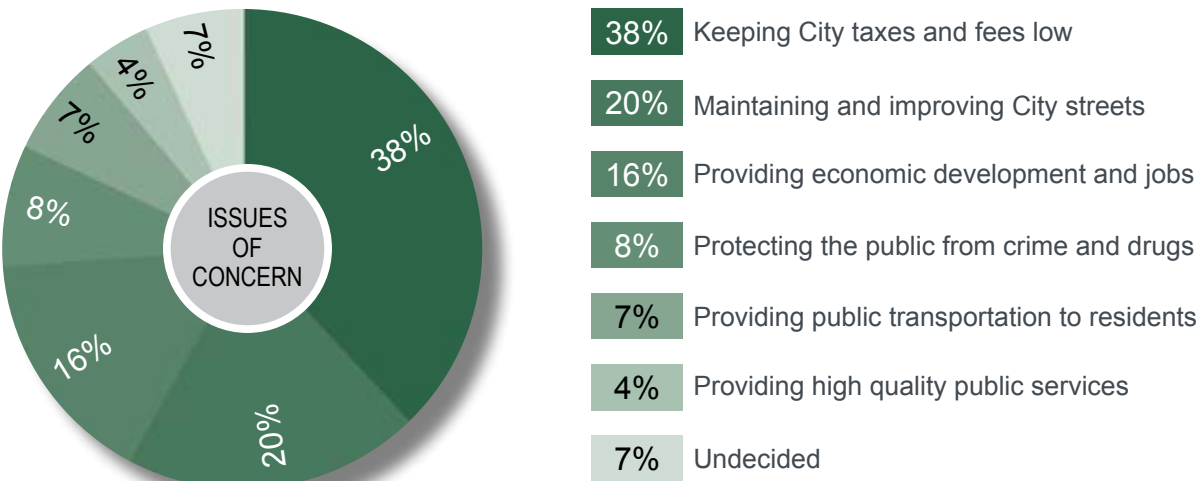
### QUALITY OF LIFE

Pie chart illustrates the rating of the quality of life in Hudsonville



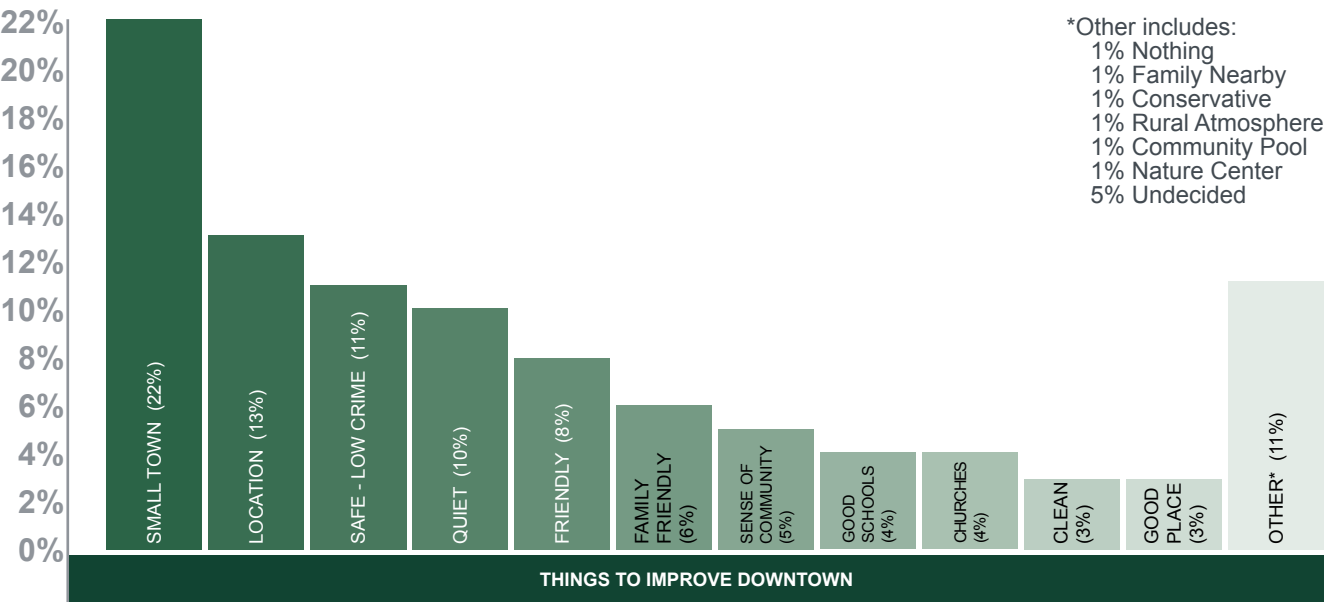
### ISSUES OF CONCERN

Pie chart illustrates what citizens are most personally concerned with



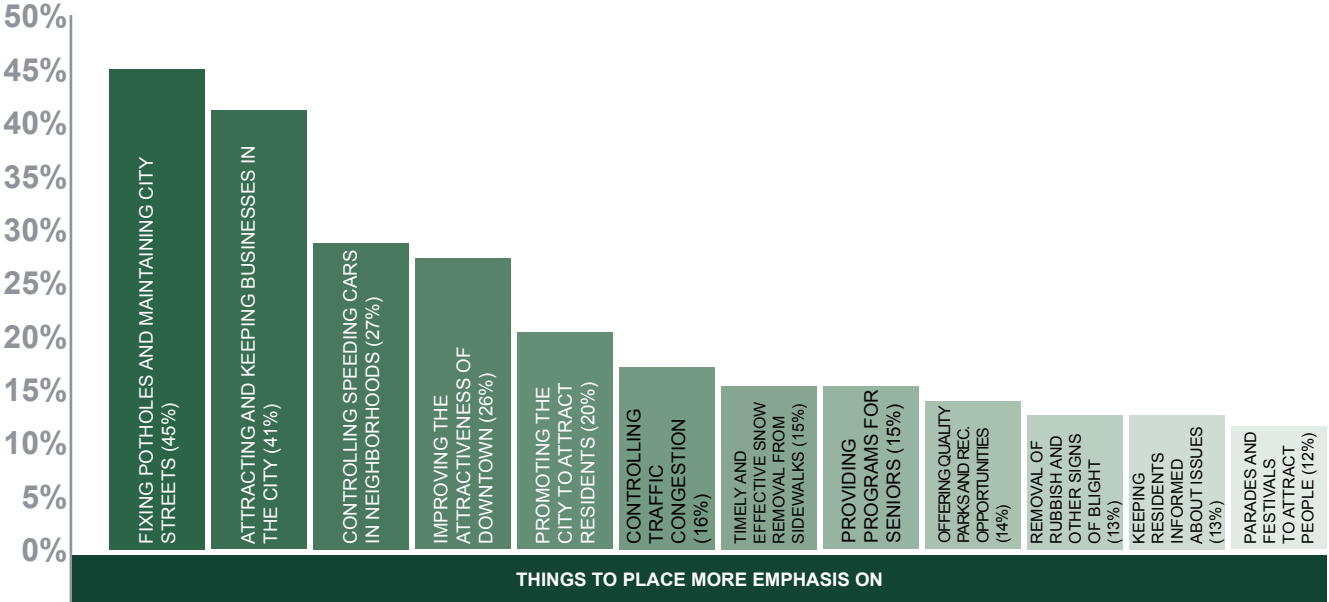
### LIVING IN HUDSONVILLE

Graphic depicts the things people like the most about living in Hudsonville



### MORE EMPHASIS

Graphic depicts the things people think that the City of Hudsonville should place more emphasis on





# PUBLIC OUTREACH AND CITIZEN INPUT

## REAFFIRMATION: FOCUS GROUP DIALOGUES

A series of small group presentations were conducted as part of the Plan Reaffirmation Public Outreach process.

These meetings included presentations to the Hudsonville Chamber of Commerce and the Plaza Merchants Association, and were conducted in July and August of 2014.

A comprehensive overview of the Plan, including Vision and Implementation Steps, was part of this discussion.

Overall, these business leaders agreed with the direction of the Plan's implementation and had very few comments. One of the most common comments was about the Plan's graphics and illustrations and the desire to include a more "contemporary" illustration for the cover pages, because the watercolored illustrations, in the opinion of the business community, did not convey the progressive vision of the plan.

As a result of these comments, GMB AE was engaged to create more realistic renderings and those illustrations were used to replace the watercolor illustrations on the Plan cover and chapter introductions.

## REAFFIRMATION: JOINT PLANNING COMMISSION MEETING

In September 2014, the final draft of the Plan was presented to a joint session of the Ottawa County and City of Hudsonville Planning Commissions for review and comment. This meeting also allowed members of the public to provide comments.

Overall, the plan was well received and the joint planning commission directed the team to conduct final outreach and input in order to complete the Plan.

## REAFFIRMATION: VIRTUAL AND "ON THE GROUND" COMMUNITY OUTREACH

A final outreach campaign was conducted with the community prior to the Plan's completion. As part of this outreach, the City distributed a survey that introduced the goals of the Plan, asked respondents to prioritize the implementation strategies of the Plan, and sought additional comments related to the Plan.

### "On the Ground" Outreach:

From February 16 to March 25, 2015, temporary kiosks were placed throughout the community. These highly-graphic kiosks introduced the Plan and furnished a survey card to solicit feedback.

There were a total of 160 response cards gathered from the kiosks.

Respondents aged 18 and under submitted 44 response cards, while the remainder of the feedback was submitted by those over 18.

A total of 90 of the response cards were submitted at the two school locations.

The kiosks were placed at the following locations:

- Gemmens Home and Hardware
- Keegstra's Dollar Store
- 3rd Coast Cycle
- Hawthorne Collection
- The Gary Byker Memorial Library
- Hudsonville City Hall
- Hudsonville Grille
- Family Fare
- Hudsonville High School
- Unity Christian High School

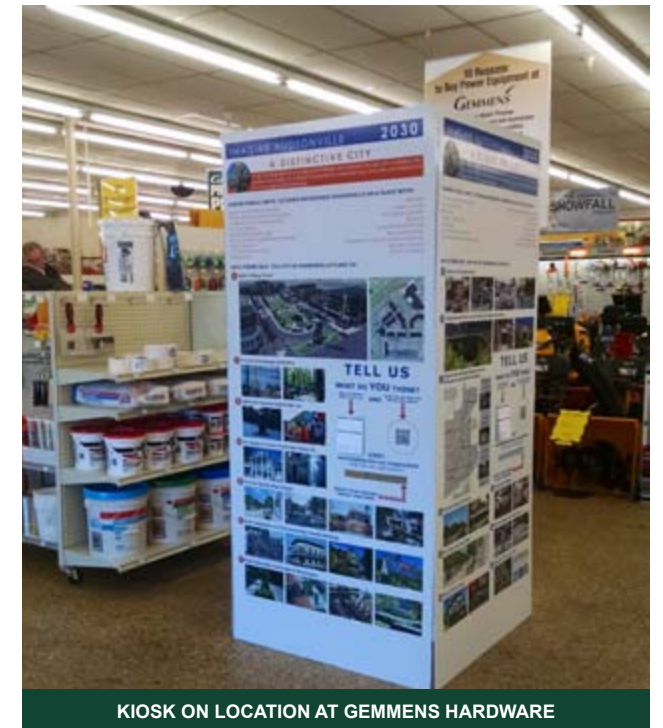
### Virtual Outreach:

The kiosks also provided links (via a QR code and web address) to a larger virtual survey. The City of Hudsonville website and Facebook page were also used to solicit comment during this outreach.

There were a total of 156 on-line responses that prioritized the implementation strategies.

Respondents aged 18 and under submitted 2 on-line responses, while the remainder of the feedback was submitted by those over 18.

The four pages that follow provide a snapshot of how the community prioritized the implementation strategies of the plan during this outreach process.



KIOSK ON LOCATION AT GEMMENS HARDWARE



# PUBLIC OUTREACH AND CITIZEN INPUT

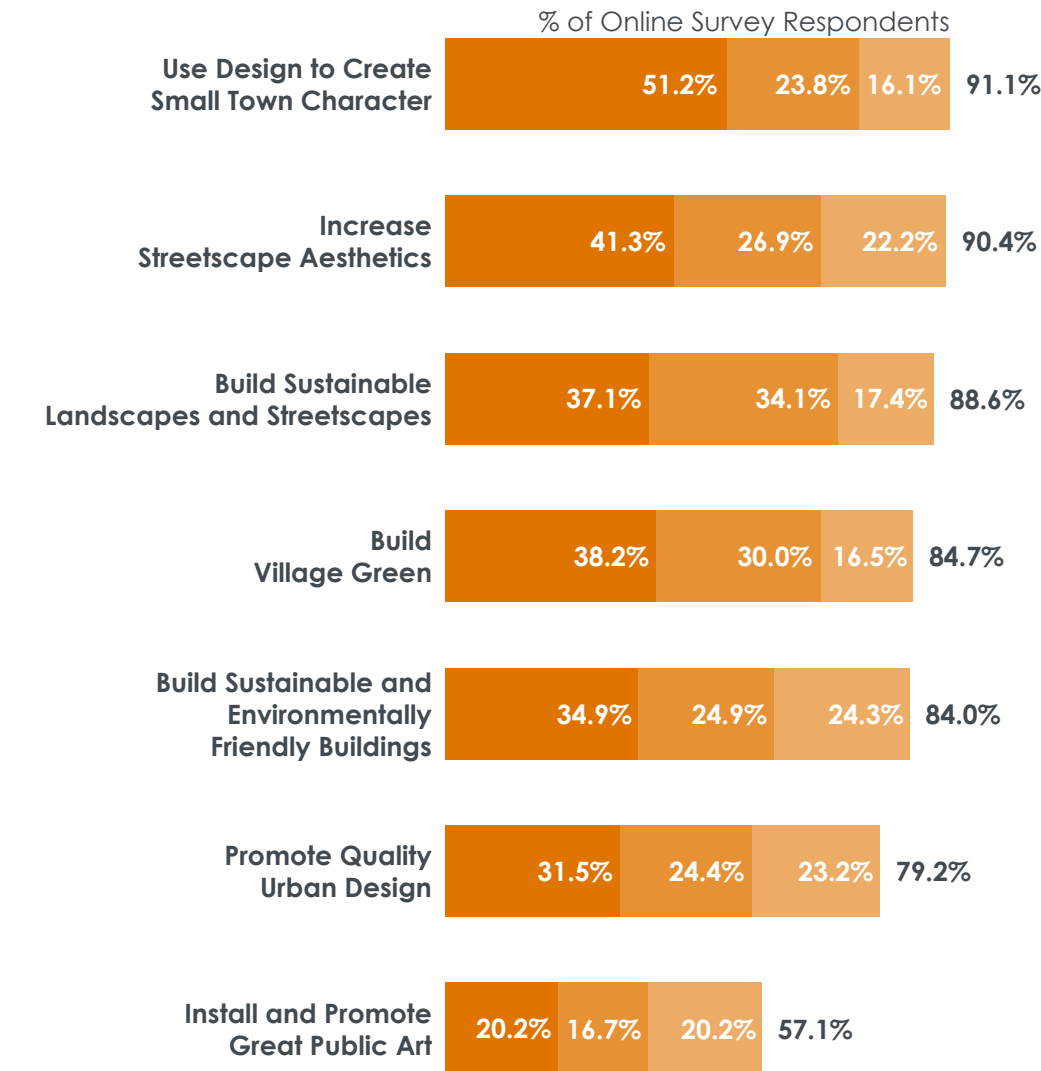
## REAFFIRMATION: VIRTUAL AND “ON THE GROUND” COMMUNITY OUTREACH

The following is a snapshot of how the community prioritized the implementation strategies of the plan via an online survey as part of the final Plan reaffirmation.

### Distinctive City

#### Projects Ranked by Level of Importance

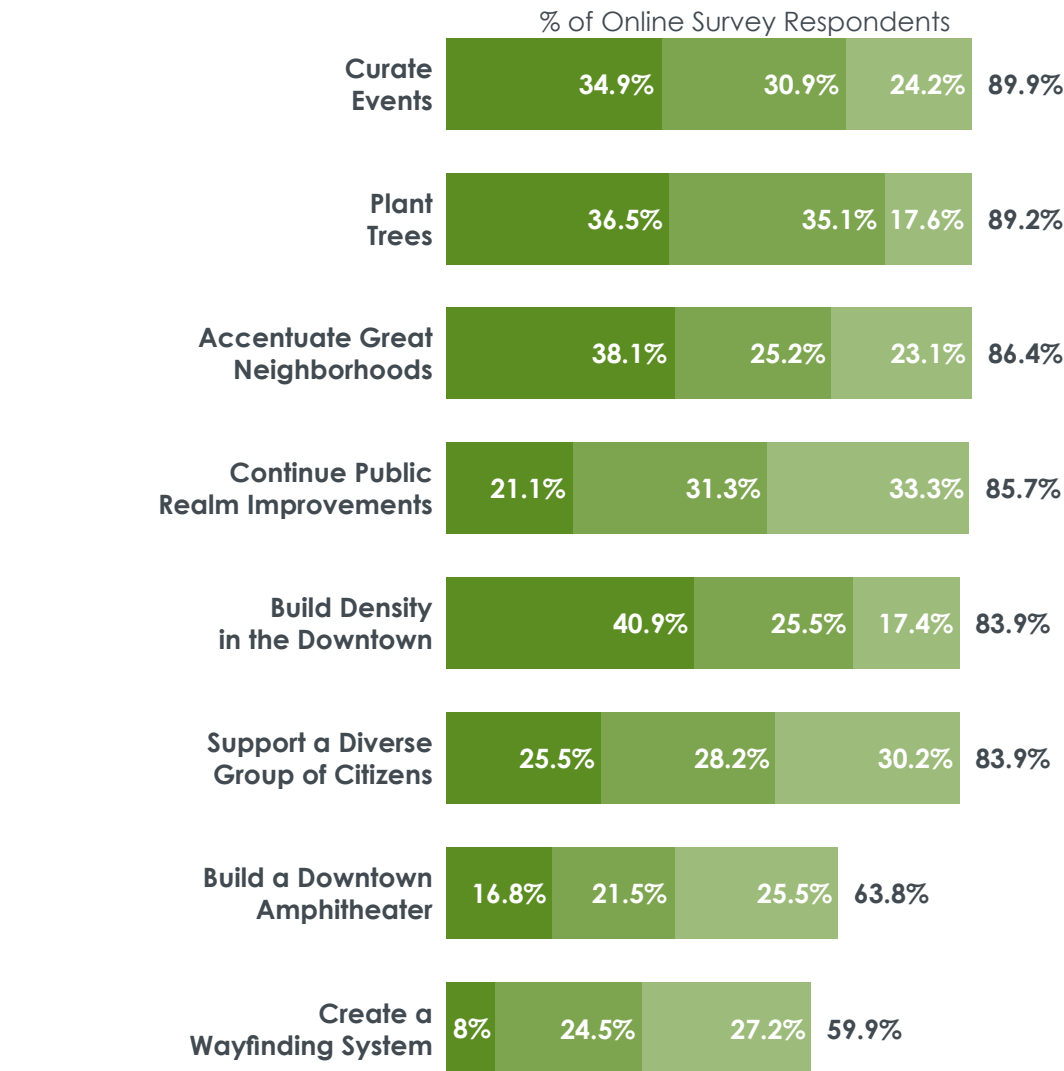
Very Important | Important | Somewhat Important



### Livable City

#### Projects Ranked by Level of Importance

Very Important | Important | Somewhat Important





# PUBLIC OUTREACH AND CITIZEN INPUT

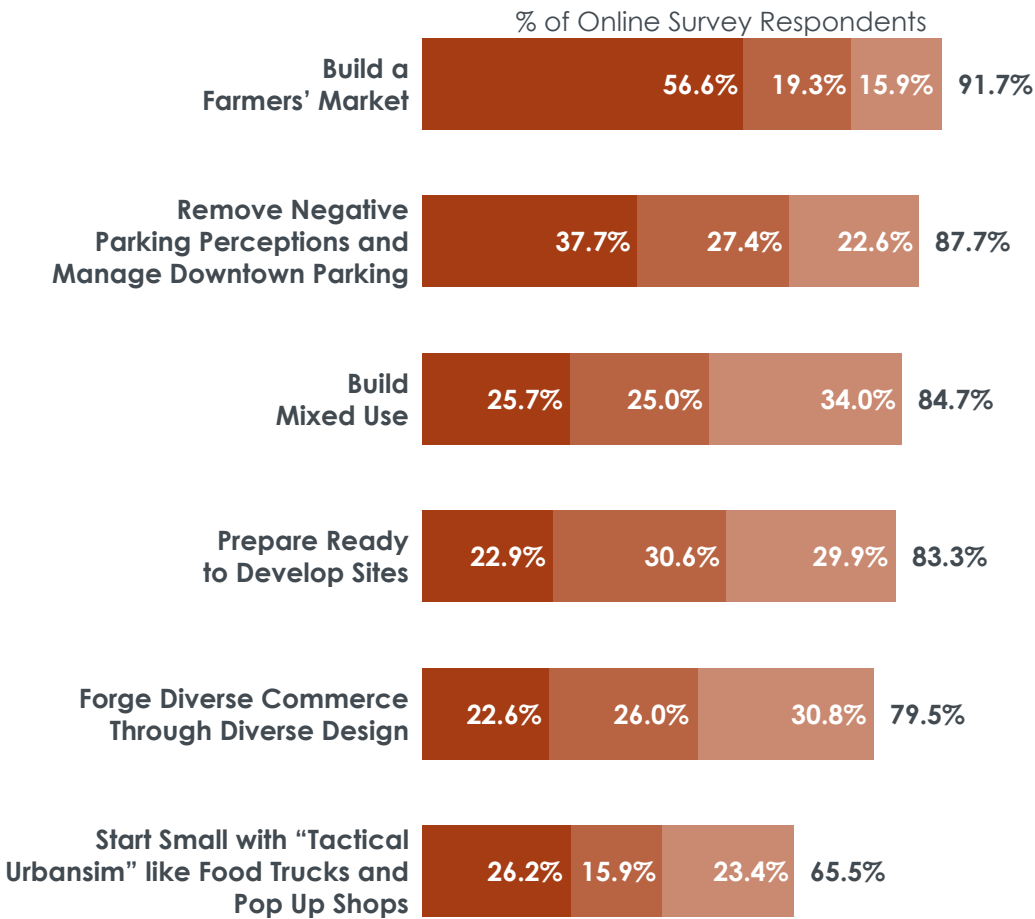
## REAFFIRMATION: VIRTUAL AND “ON THE GROUND” COMMUNITY OUTREACH

The following is a snapshot of how the community prioritized the implementation strategies of the plan via an online survey as part of the final Plan reaffirmation.

### Vibrant City

#### Projects Ranked by Level of Importance

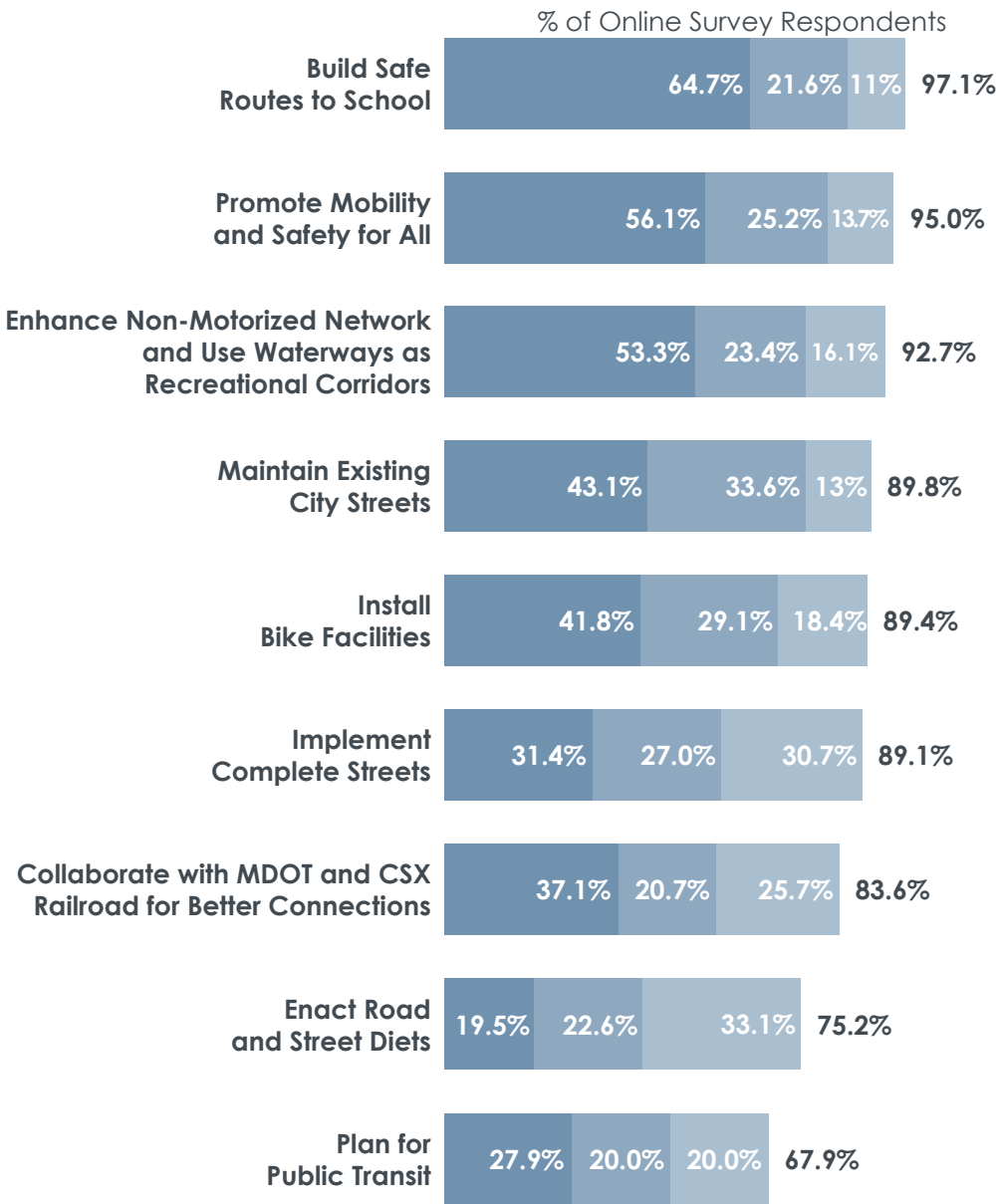
Very Important | Important | Somewhat Important



### Connected City

#### Projects Ranked by Level of Importance

Very Important | Important | Somewhat Important





# PUBLIC OUTREACH AND CITIZEN INPUT

## REAFFIRMATION: VIRTUAL AND “ON THE GROUND” COMMUNITY OUTREACH

The following is a snapshot of how the community prioritized the implementation strategies of the plan via an online survey and the kiosk response surveys as part of the final Plan reaffirmation. The “n” number represents the number of respondents who rated each implementation strategy.

### Distinctive City

#### Project Ranking

##### Online Survey Respondents

###### Ranking Based on Level of Importance

1. Use Design to Create Small Town Character (n=153)
2. Increase Streetscape Aesthetics (n=151)
3. Build Sustainable Landscapes and Streetscapes (n=148)
4. Build Village Green (n=144)
5. Build Sustainable and Environmentally Friendly Buildings (n=142)
6. Promote Quality Urban Design (n=133)
7. Install and Promote Great Public Art (n=96)



##### Kiosk Survey Respondents

###### Ranking Based on “Likes”

1. Install and Promote Great Public Art (n=31)
2. Build Village Green (n=22)
3. Use Design to Create Small Town Character (n=13)
4. Build Sustainable Landscapes and Streetscapes (n=11)
5. Build Sustainable and Environmentally Friendly Buildings (n=10)
6. Increase Streetscape Aesthetics (n=9)
7. Promote Quality Urban Design (n=8)



##### Master Plan Prioritization for Distinctive City

###### Based on Combination of Online & Kiosk Survey Respondents

1. Use Design to Create Small Town Character (n=166)
2. Build Village Green (n=166)
3. Increase Streetscape Aesthetics (n=160)
4. Build Sustainable Landscapes and Streetscapes (n=159)
5. Build Sustainable and Environmentally Friendly Buildings (n=152)
6. Promote Quality Urban Design (n=141)
7. Install and Promote Great Public Art (n=127)

### Livable City

#### Project Ranking

##### Online Survey Respondents

###### Ranking Based on Level of Importance

1. Curate Events (n=134)
2. Plant Trees (n=132)
3. Accentuate Great Neighborhoods (n=127)
4. Continue Public Realm Improvements (n=126)
5. Build Density in the Downtown (n=125)
6. Support a Diverse Group of Citizens (n=125)
7. Build a Downtown Amphitheater (n=95)
8. Create a Wayfinding System (n=88)



##### Kiosk Survey Respondents

###### Ranking Based on “Likes”

1. Build a Downtown Amphitheater (n=21)
2. Plant Trees (n=18)
3. Build Density in the Downtown (n=11)
4. Curate Events (n=10)
5. Continue Public Realm Improvements (n=8)
6. Support a Diverse Group of Citizens (n=7)
7. Create a Wayfinding System (n=7)
8. Accentuate Great Neighborhoods (n=4)



##### Master Plan Prioritization for Livable City

###### Based on Combination of Online & Kiosk Survey Respondents

1. Plant Trees (n=150)
2. Curate Events (n=144)
3. Build Density in Downtown (n=136)
4. Continue Public Realm Improvements (n=134)
5. Support a Diverse Group of Citizens (n=132)
6. Accentuate Great Neighborhoods (n=131)
7. Build a Downtown Amphitheater (n=116)
8. Create a Wayfinding System (n=95)



# PUBLIC OUTREACH AND CITIZEN INPUT

## REAFFIRMATION: VIRTUAL AND “ON THE GROUND” COMMUNITY OUTREACH

The following is a snapshot of how the community prioritized the implementation strategies of the plan via an online survey and the kiosk response surveys as part of the final Plan reaffirmation. The “n” number represents the number of respondents who rated each implementation strategy.

### Vibrant City

#### Project Ranking

##### Online Survey Respondents

###### Ranking Based on Level of Importance

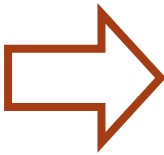
1. Build a Farmers' Market (n=133)
2. Remove Negative Perceptions & Manage Downtown Parking (n=128)
3. Build Mixed Use (n=122)
4. Prepare Ready to Develop Sites (n=120)
5. Forge Diverse Commerce Through Diverse Design (n=116)
6. Start Small with “Tactical Urbanism” like Food Trucks and Pop Up Shops (n=95)



##### Kiosk Survey Respondents

###### Ranking Based on “Likes”

1. Build a Farmers' Market (n=38)
2. Start Small with “Tactical Urbanism” like Food Trucks and Pop Up Shops (n=16)
3. Forge Diverse Commerce Through Diverse Design (n=12)
4. Build Mixed Use (n=8)
5. Remove Negative Perceptions & Manage Downtown Parking (n=6)
6. Prepare Ready to Develop Sites (n=3)



##### Master Plan Prioritization for Vibrant City

###### Based on Combination of Online & Kiosk Survey Respondents

1. Build a Farmers' Market (n=171)
2. Remove Negative Parking Perceptions & Manage Downtown Parking (n=134)
3. Build Mixed Use (n=130)
4. Forge Diverse Commerce Through Diverse Design (n=128)
5. Prepare Ready to Develop Sites (n=123)
6. Start Small with “Tactical Urbanism” like Food Trucks and Pop Up Shops (n=111)

### Connected City

#### Project Ranking

##### Online Survey Respondents

###### Ranking Based on Level of Importance

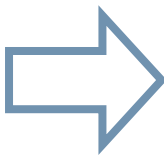
1. Build Safe Routes to School (n=135)
2. Promote Mobility and Safety for All (n=132)
3. Enhance Non-Motorized Network & Use Waterways as Recreational Corridors (n=127)
4. Install Bike Facilities (n=126)
5. Maintain Existing City Streets (n=123)
6. Implement Complete Streets (n=122)
7. Collaborate with MDOT and CSX Railroad for Better Connections (n=117)
8. Enact Road and Street Diets (n=100)
9. Plan for Public Transit (n=95)



##### Kiosk Survey Respondents

###### Ranking Based on “Likes”

1. Enhance Non-Motorized Network & Use Waterways as Recreational Corridors (n=18)
2. Implement Complete Streets (n=14)
3. Plan for Public Transit (n=12)
4. Install Bike Facilities (n=11)
5. Promote Mobility and Safety for All (n=9)
6. Collaborate with MDOT and CSX Railroad for Better Connections (n=9)
7. Build Safe Routes to School (n=8)
8. Maintain Existing City Streets (n=6)
9. Enact Road and Street Diets (n=4)



##### Master Plan Prioritization for Connected City

###### Based on Combination of Online & Kiosk Survey Respondents

1. Enhance Non-Motorized Network & Use Waterways as Recreational Corridors (n=145)
2. Build Safe Routes to School (n=143)
3. Promote Mobility and Safety for All (n=141)
4. Install Bike Facilities (n=137)
5. Implement Complete Streets (n=136)
6. Maintain Existing City Streets (n=129)
7. Collaborate with MDOT and CSX Railroad for Better Connections (n=126)
8. Plan for Public Transit (n=107)
9. Enact Road and Street Diets (n=104)



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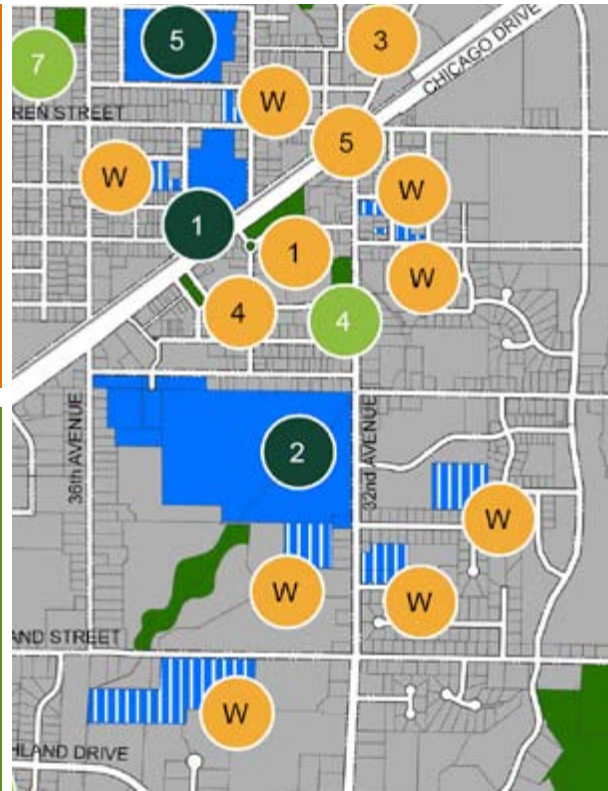
# IMAGINE HUDSONVILLE 2030

DISTINCTIVE

LIVABLE

VIBRANT

CONNECTED



This section is a snapshot of the existing conditions within the City of Hudsonville. It is a reference section that can be used to get a deeper understanding of the current context of the City.

## This section includes the following:

- History and Heritage,
- Economic Development,
- Population,
- Civic Places and Parks,
- Land Use Pattern,
- Natural Environment, and
- Transportation



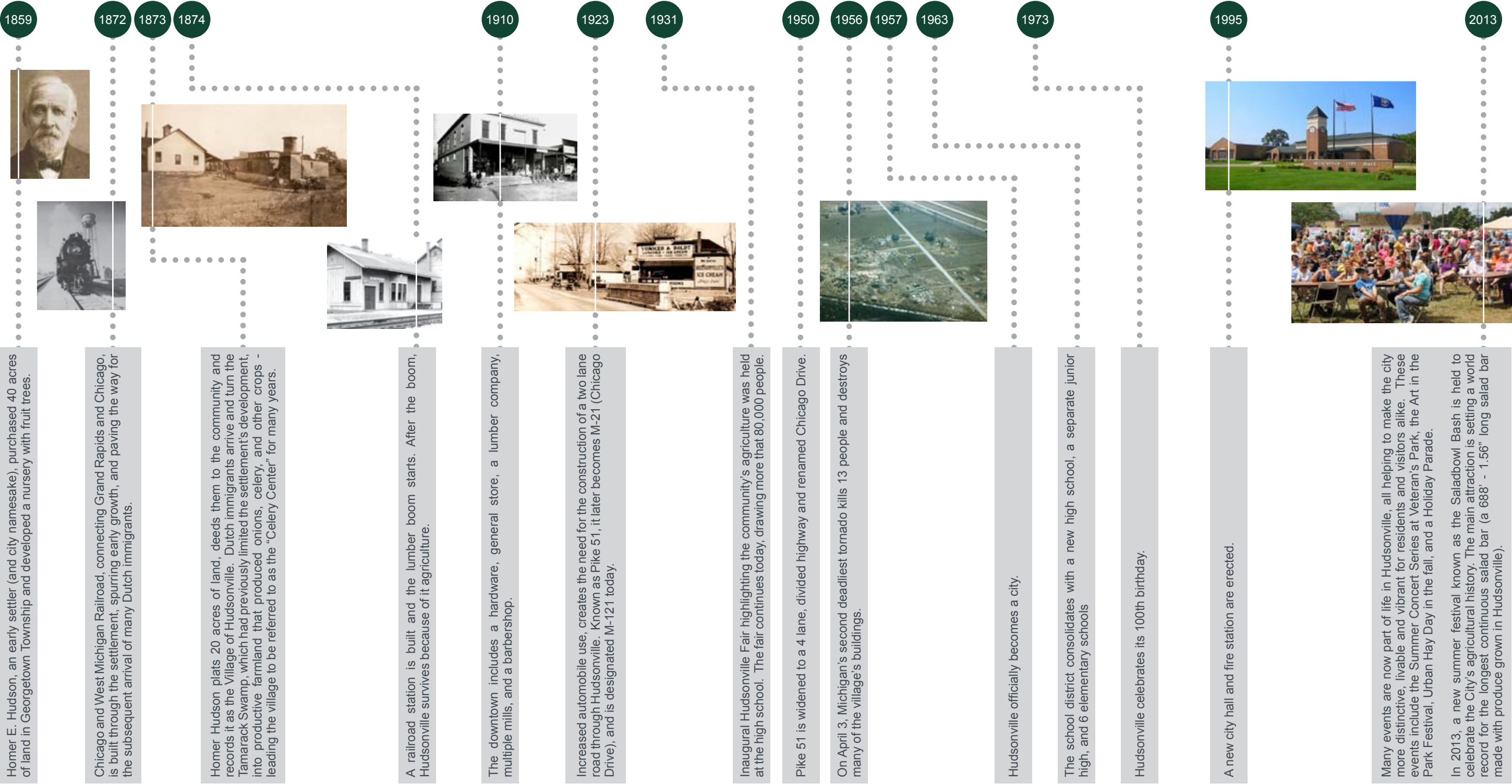
## COMMUNITY SNAPSHOT



# COMMUNITY SNAPSHOT

## HISTORY AND HERITAGE

The City of Hudsonville is known as “Michigan's Salad Bowl” because of its early truck farming activities and agricultural history. The following is an annotated time-line of Hudsonville's history:





# COMMUNITY SNAPSHOT

## ECONOMIC DEVELOPMENT

### WHY THIS IS IMPORTANT

Economic development becomes an essential component of future planning as increased competition for employers, new industries, and commerce continues to stiffen and as the economies of Michigan and the region continue to change.

Proactive policies for redevelopment and new development should be considered of prime importance to the overall continued vibrancy of Hudsonville.

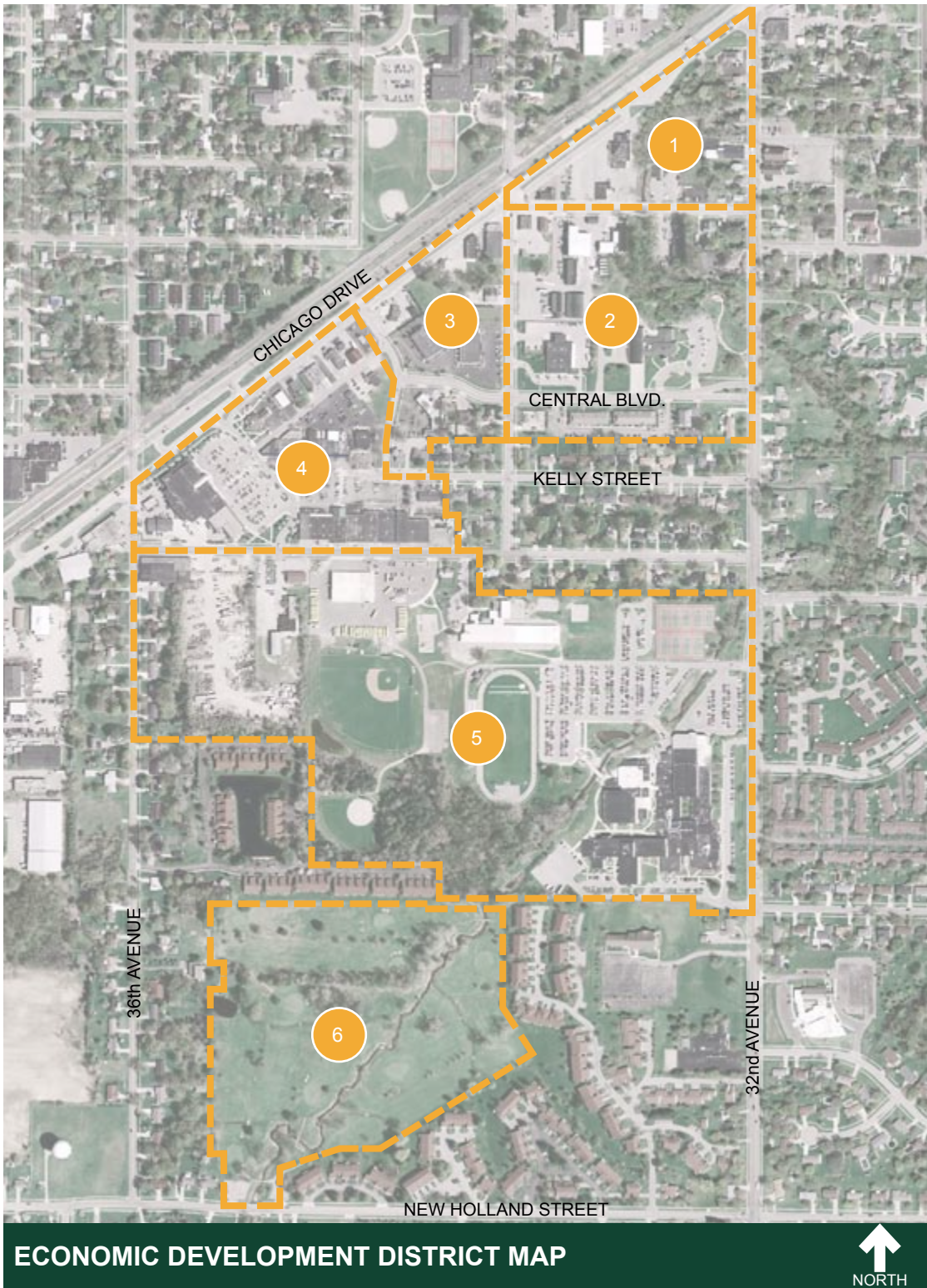
Also of note is that national indicators project that large segments of the population (in the form of Millennials and Empty-Nesters) desire authentic urban places to live, work, and play in. Continued urban city building is critical, particularly in downtown Hudsonville and its surrounding neighborhoods.

City leadership has identified six distinct districts within and adjacent to downtown Hudsonville that can be catalysts for economic change and sustained placemaking. They are detailed on this page.

Hudsonville High School



Former Summergreen Golf Course



ECONOMIC DEVELOPMENT DISTRICT MAP

### MAP LEGEND

**1 DISTRICT 1:** Over the course of the past several years the Hudsonville DDA has been acquiring property in this district. The DDA's intent in doing so is to assemble property for redevelopment in accordance with the city's proposed master plan. Specifically, the DDA seeks to redevelop this area with uses that are complimentary to downtown businesses, but not competitive. Potential opportunities for redevelopment include vehicular orientated commercial and office uses such as auto dealerships, auto repair facilities, and general office space.

**2 DISTRICT 2:** This district contains Hudsonville's City Hall and Veteran's Park, the U.S. Post Office, and the Hudsonville Farmer's Co-op, which currently hosts the community Farmer's Market. A permanent Farmer's Market structure is envisioned in either this district, or immediately adjacent to the Co-op in District 1. The City also aspires to construct a new Community Center and Library south of M-121. District 2 (north to City Hall) has been identified as a preferable location for this community facility.

The Buttermilk Creek corridor, which traverses Districts 1, 2, 5 and 6, is a planned route for a new north-south non-motorized pathway through the city. The new pathway would include a sub-grade tunnel under M-121 and the railroad tracks that would provide safe crossing to and from the existing Elmwood Lake pathway at the north end of town.

**3 DISTRICT 3:** This district is envisioned to provide a mix of uses adjacent to the downtown core. These uses may be corporate offices that desire a different atmosphere than that offered by downtown Grand Rapids while still having proximity to the regional hub. This district is also envisioned to include some retail and restaurant uses as well as small business incubators.

**4 DISTRICT 4:** This area is viewed as the core of the existing business district. It is envisioned as the city center in the Downtown Master Plan and includes a village green framed with multi-story mixed-use buildings. Existing uses along Chicago Drive are envisioned as redevelopment opportunities that may include mixed-use buildings. The existing Family Fare grocery store and Gemmen's Hardware are envisioned as the focal anchors of the downtown and maintaining their continued successful operation is one of the City's highest priorities. To this extent, a Family Fare fuel center shall be supported as part of any redevelopment activities, preferably between the existing grocery store and 36th Avenue and representatives from Gemmen's shall be collaborated with during economic development discussions in order to achieve maximum performance for their business.

**5 DISTRICT 5:** This district is situated adjacent to the downtown and includes the recently expanded Hudsonville Public High School campus, complete with a state-of-the-art performing arts center and natatorium. These new facilities are anticipated to draw many visitors to the area and will complement and add vibrancy to the city's ongoing redevelopment efforts in the downtown and surrounding districts. As part of the redevelopment, the public schools have also installed a section of non-motorized pathway through their property along the Buttermilk Creek.

**6 DISTRICT 6:** This district includes 30 acres of land that was previously used as a par 3 golf course, but is now slated for residential redevelopment. It is bounded by condominiums and is bisected by the Buttermilk Creek. As noted above, the creek corridor is envisioned to include a future north-south non-motorized pathway system.



# COMMUNITY SNAPSHOT

## POPULATION

### WHY THIS IS IMPORTANT

Growth and change within a community are directly related to population and land use patterns. Land use is often reflective of population characteristics. An example of this relationship is how families with children tend to desire homes that are within close proximity to a well performing school district and city parks - a relationship that will ultimately drive residential development patterns, institutional land use, and the community's green infrastructure.

**POPULATION GROWTH:** Population growth (or decline) influences land use decisions, allocation and quality of services, community infrastructure, school and park location quality, and neighborhoods. An aspect of planning for the future of a community, requires an understanding of how the population will grow (in addition to the characteristics of that population).

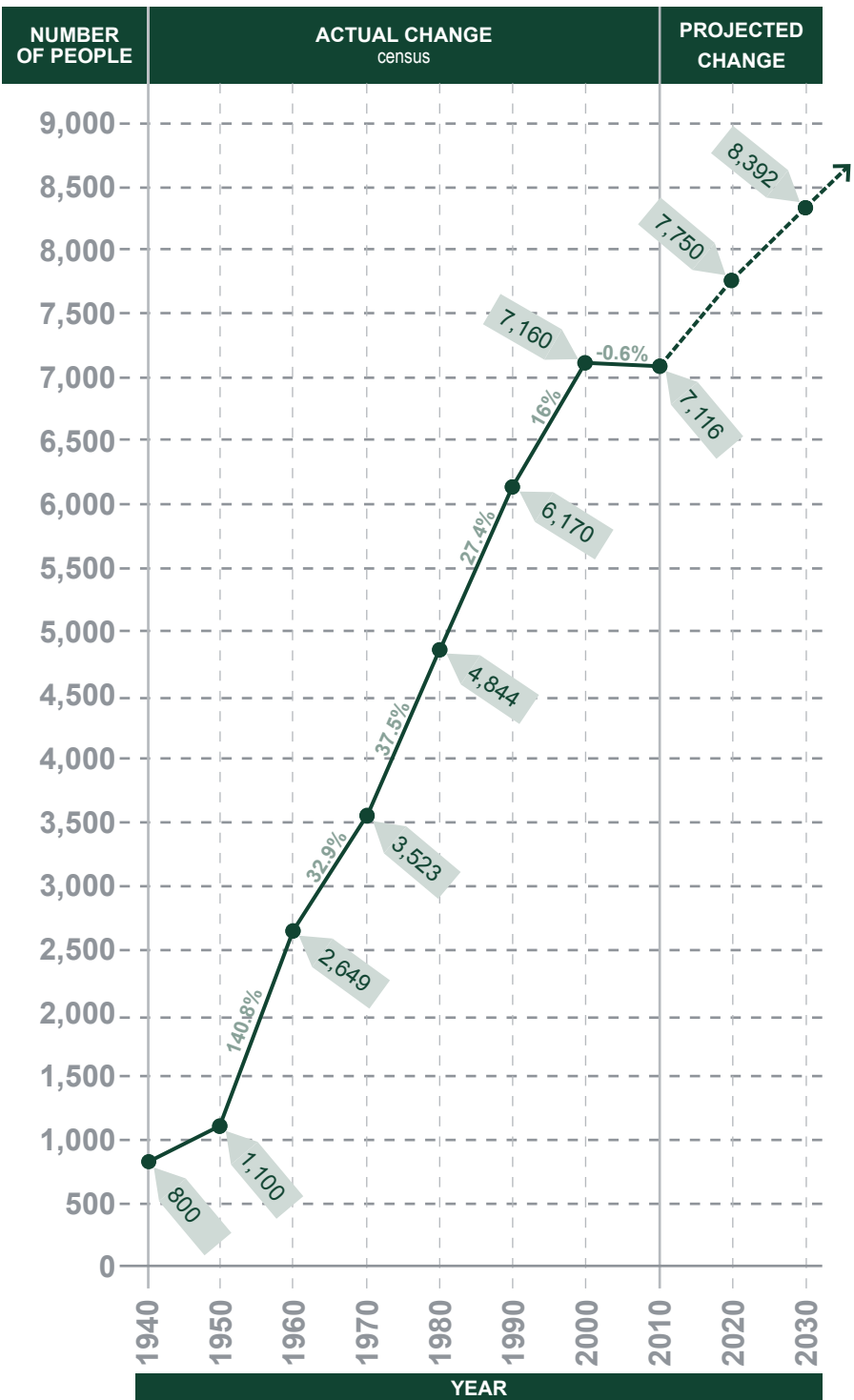
**EDUCATION AND EMPLOYMENT:** Educational attainment and occupation remain important factors in the development and sustainability of a community because higher wage industries will seek locations with an educated workforce.

**POPULATION DEMOGRAPHICS:** The age and diversity of the population will influence the future land use trends, community services that are planned, school programming and size, neighborhood characteristics and future transportation policies.

The population information contained in this section is compiled from the 2010 U.S. Census.

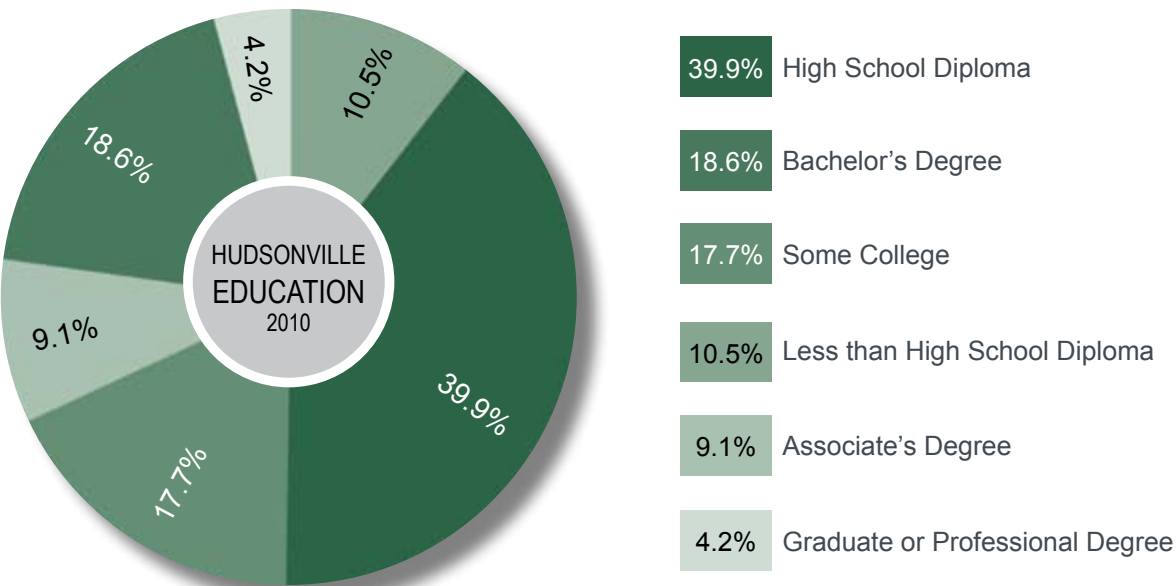
### POPULATION GROWTH

Graph depicts the City's population growth and percent change



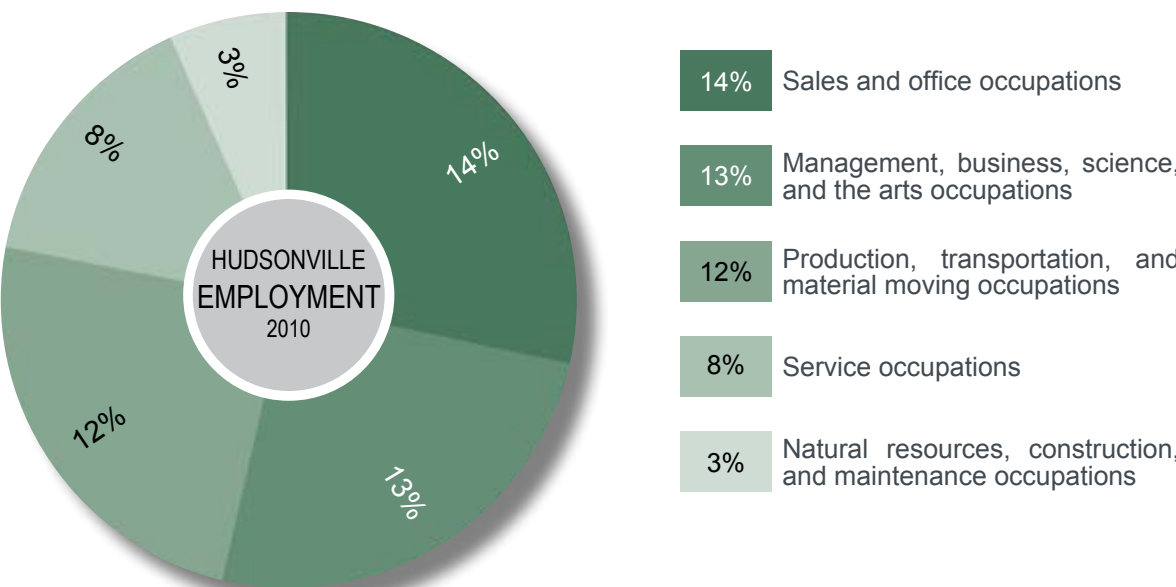
### EDUCATION

Pie chart illustrates the educational attainment for the citizens of Hudsonville



### EMPLOYMENT

Pie chart illustrates the general occupation of the citizens of Hudsonville



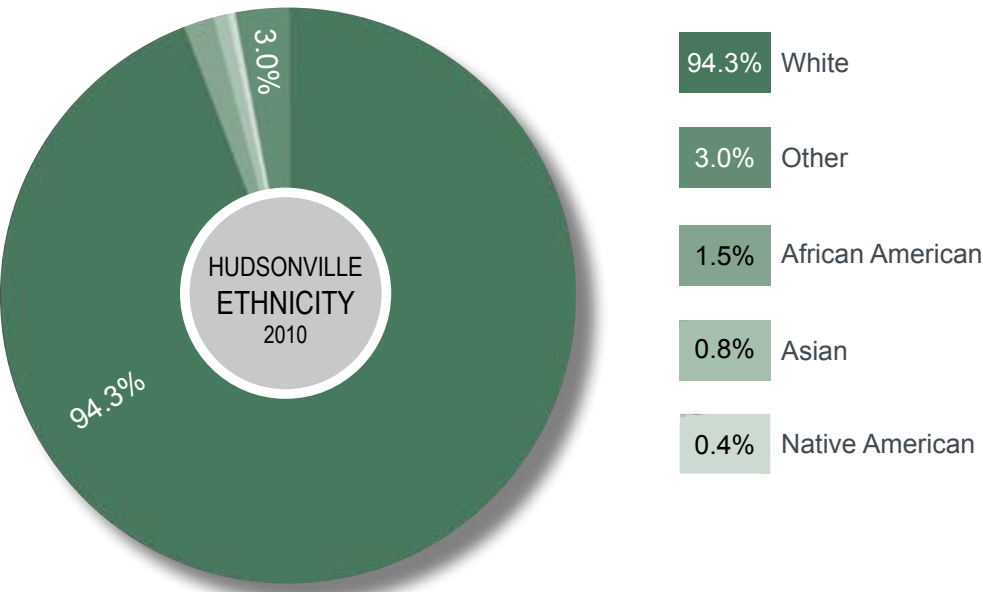


# COMMUNITY SNAPSHOT

## POPULATION

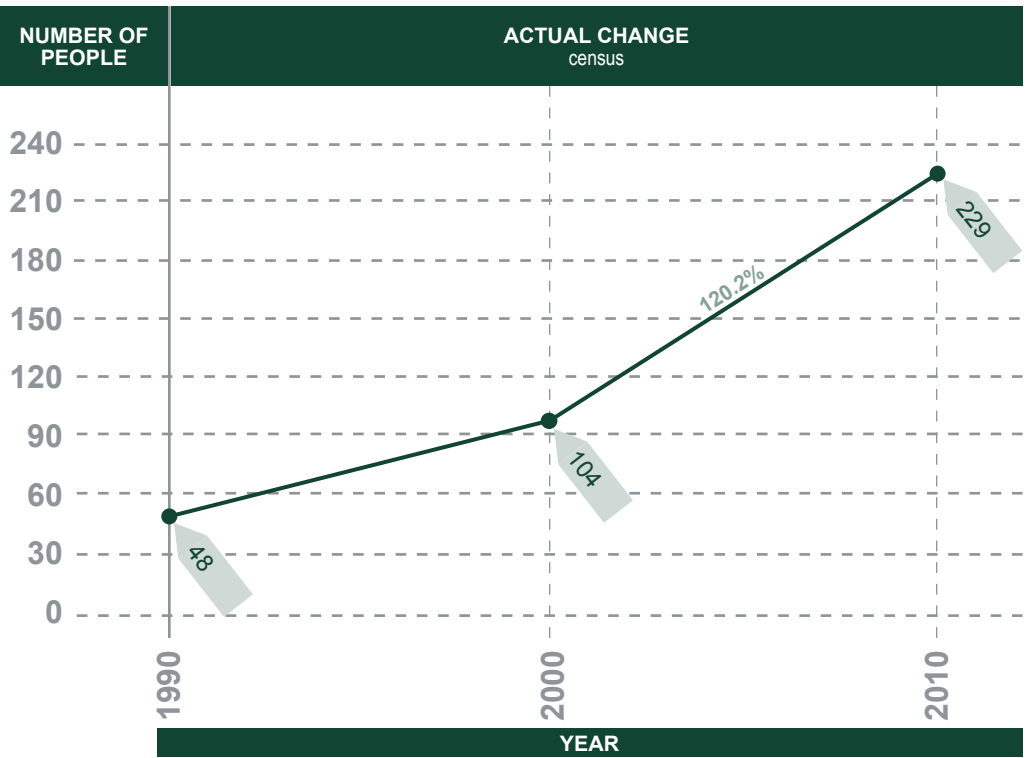
### DIVERSITY

Pie chart illustrates the ethnicity of the citizens of Hudsonville



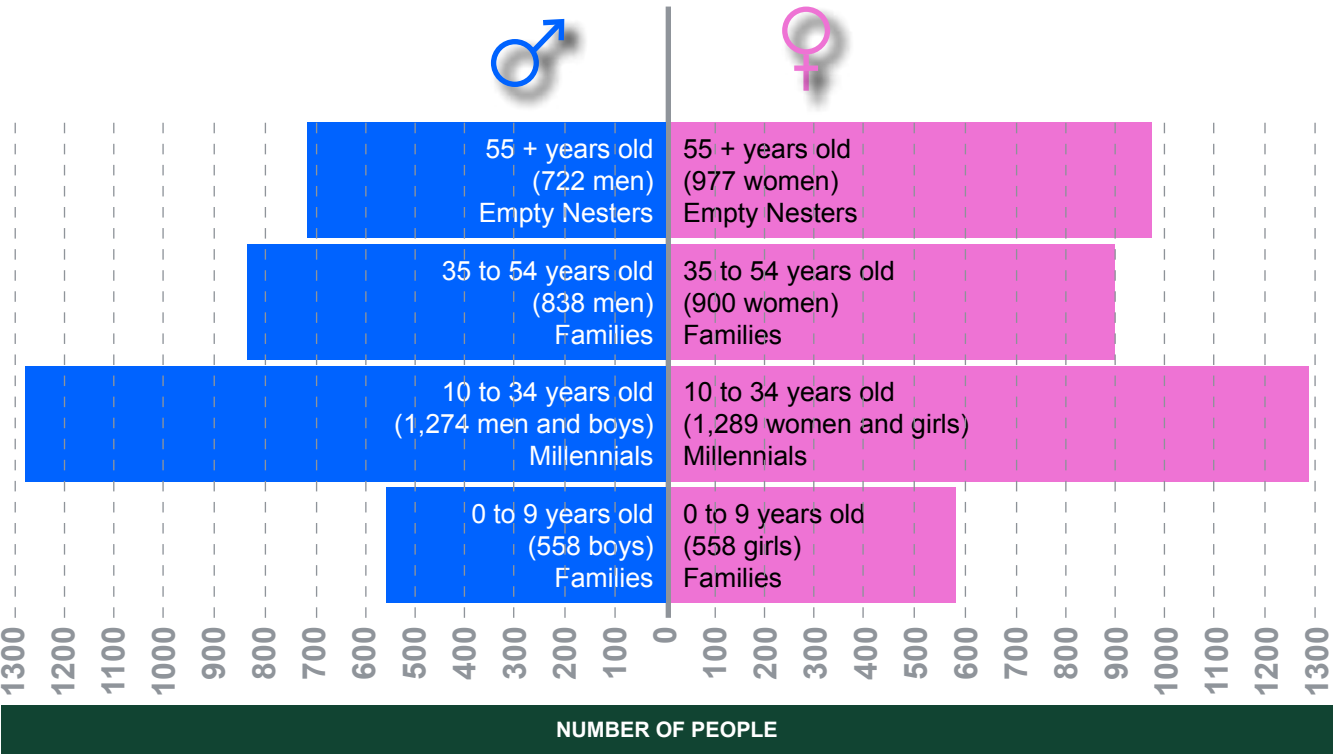
### HISPANIC / LATINO ORIGIN

Graph depicts the growth and percent change of citizens with a Hispanic / Latino origin



### AGE AND GENDER COHORTS

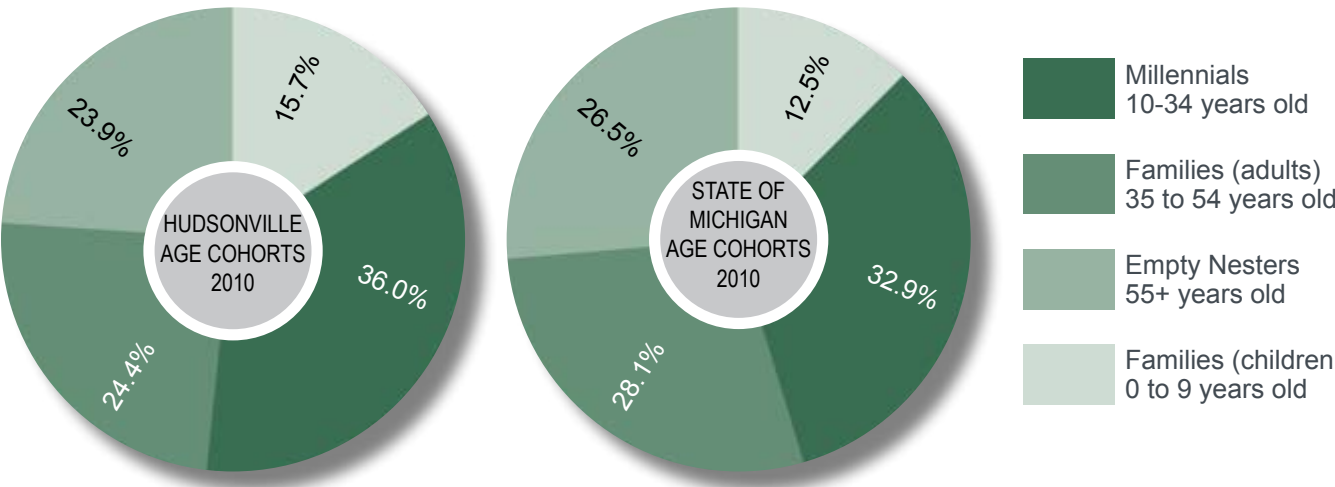
Illustration depicts the City's age and gender distribution



### AGE COHORTS COMPARISON

Pie charts illustrate the comparison between the City and State age cohorts, categorized as Millennials, Families, and Empty Nesters. Hudsonville nearly mirrors State averages, although it has slightly less Empty Nester cohorts and slightly more Family and Millennial cohorts.

Specifically Hudsonville has more children 9 and under and more Millennials (ages 0 -34) than the State average. It can be concluded that the population of Hudsonville is **younger** than state averages.





# COMMUNITY SNAPSHOT

## CIVIC PLACES AND PARKS

### WHY THIS IS IMPORTANT

A vital element of a great city is accessible, verdant, and vibrant parks and open spaces. Good parks provide kids with places to play, improve health, strengthen community, and can make a city a more attractive place to live and work.

Quality schools within a community form a foundation of stability and sustainability for the city's citizens. A variety of choices in regards to the types of schools that are available within a community help to retain and attract families.

Community facilities, such as libraries, governmental buildings, and places of worship provide essential services, recreational opportunities, public safety, and places for the community to gather.

Access to all of these amenities, within a walkable context, is essential to the livability of a City.

### PARKS

- 1 **Hughes Park**  
Located at the corner of Van Buren Street and 40th Avenue, this park offers a picnic area, commons building, ball diamonds, playground area, beach volleyball court, and basketball court.



Hughes Park

- 2 **Sunrise Park**  
Located at the end of Springdale Street, this park offers playground equipment, a tot lot, open shelter, ball diamonds and a picnic area.

- 3 **Hill Side Park**  
A neighborhood park that offers playground equipment, a picnic area, a pavilion, and volleyball courts. It is located at the end of Hill Side in Creek View Estates.

- 4 **Veteran's Park**  
Veteran's Park is a memorial park dedicated to area veterans. The park features statues representing the branches of the U.S. Military and a Memorial Wall and Stone with plaques honoring local military personnel. Located at Central Boulevard and 32nd Avenue next to City Hall.



Veteran's Park

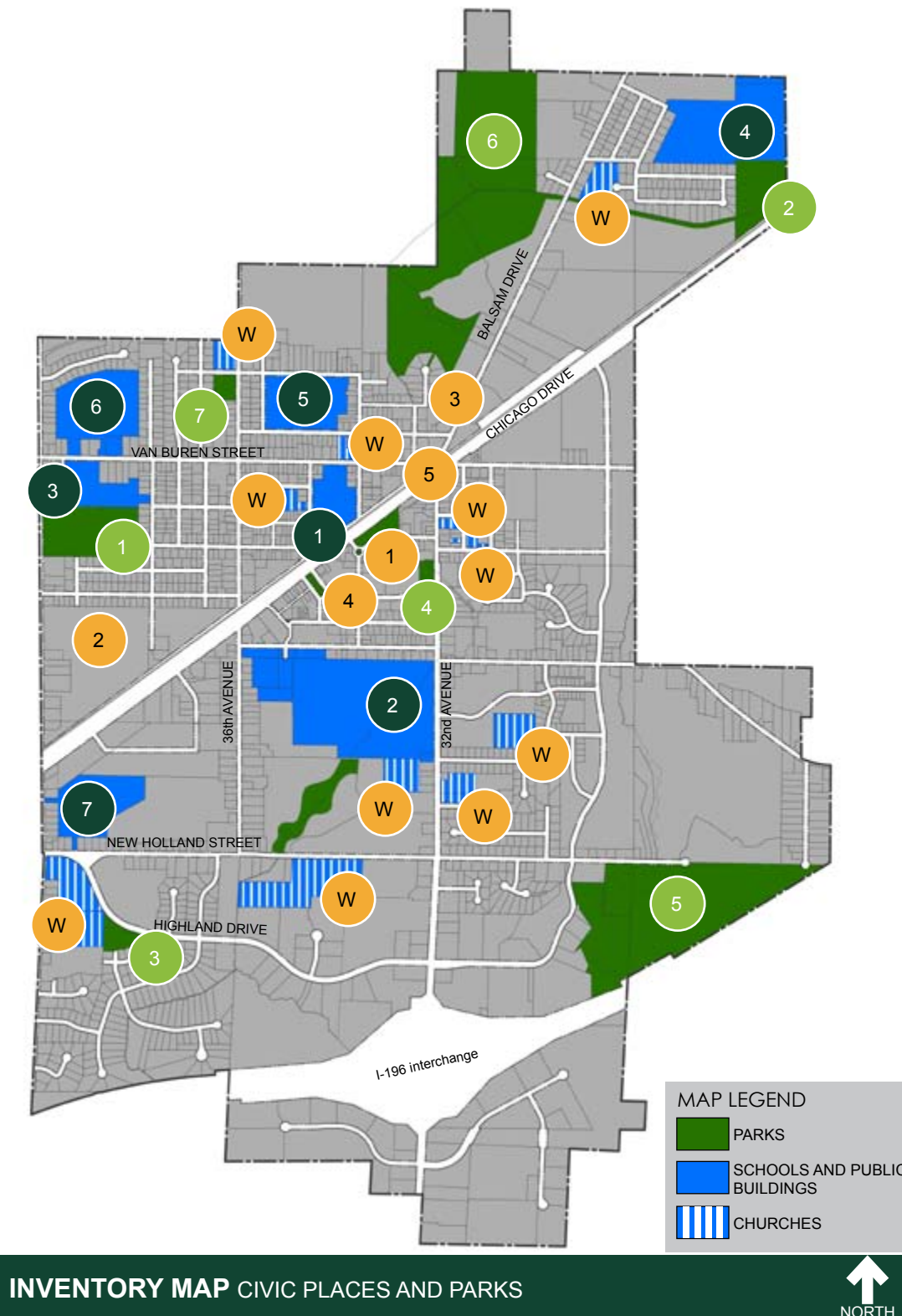
- 5 **Hudsonville Nature Center**  
A 76-acre nature preserve of woodlands, prairies and wetlands that offers hiking trails, lookouts, wild flowers and picnic areas. The Nature Center is located at the east end of New Holland Street.

- 6 **Port Sheldon Sports Complex**

- 7 **Baseball Diamond**



Nature Center prairie



### SCHOOLS

- 1 **Hudsonville Freshman Campus**  
5535 School Street, in the northwest quarter of the Hudsonville, provides enrollment for 9th Grade and has a student body of 480.
- 2 **Hudsonville High School**  
5037 32nd Street, just south of downtown, provides 10th to 12th Grade enrollment and has a student body of 1,164.
- 3 **Park Elementary Public School**  
5525 Park Avenue in the northwest quarter of Hudsonville provides Kindergarten to 5th Grade enrollment and has a student body of 369.
- 4 **Freedom Christian School**  
6340 Autumn Drive offers kindergarten to 12th Grade enrollment and has a student body of 309.
- 5 **Unity Christian High School**  
3487 Oak Street offers 9th to 12th Grade enrollment and has a student body of 725.
- 6 **Hudsonville Christian School**  
3435 Oak Street offers 9th to 12th Grade enrollment and has a student body of 763.
- 7 **Heritage Christian School**  
4900 40th Avenue offers kindergarten to 9th Grade enrollment and has a student body of 479.

### COMMUNITY FACILITIES

- 1 **City Hall, Sheriff's Department and Fire Station**
- 2 **Hudsonville Fairgrounds**
- 3 **Department of Public Works**
- 4 **U.S. Post Office**
- 5 **Gary Byker Memorial Library**
- W **Places of Worship**



# COMMUNITY SNAPSHOT

## LAND USE PATTERN

### WHY THIS IS IMPORTANT

Where people live and play - as represented by residential districts and parkland - are essential to the vibrancy and attractiveness of a city.

Hudsonville's residential districts and parks are the backbone of the community's identity because of their diversity of housing types, proximity to schools and the downtown, their well maintained appearance and overall perception, and their relative disbursement throughout the city.

The continued diversity of these districts, and future opportunities to provide new and even more diversified residential in the downtown, will continue to provide Hudsonville with a solid residential base.

Because people and "rooftops" often drive development, the diversified living and recreation opportunities in the city can provide a foundation for future commercial development in the downtown.

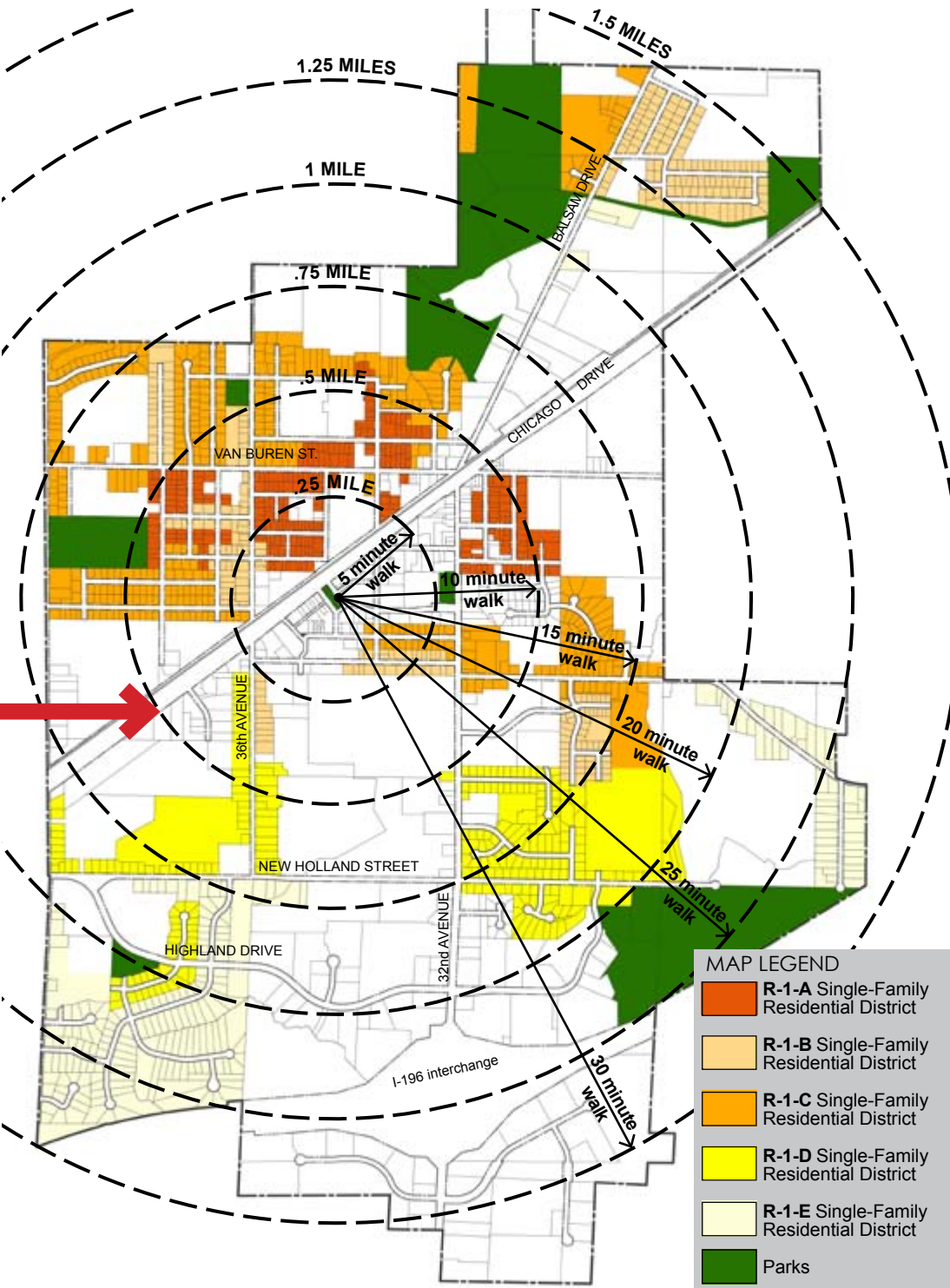
### WALKABILITY

The dashed concentric circles on these maps represent a sequence of 1/4 mile radii, generated from the center of the downtown (future village green) to the edge of the circle. Each of these circles represents an additional 1/4 mile distance and helps to inform how walkable a City is.

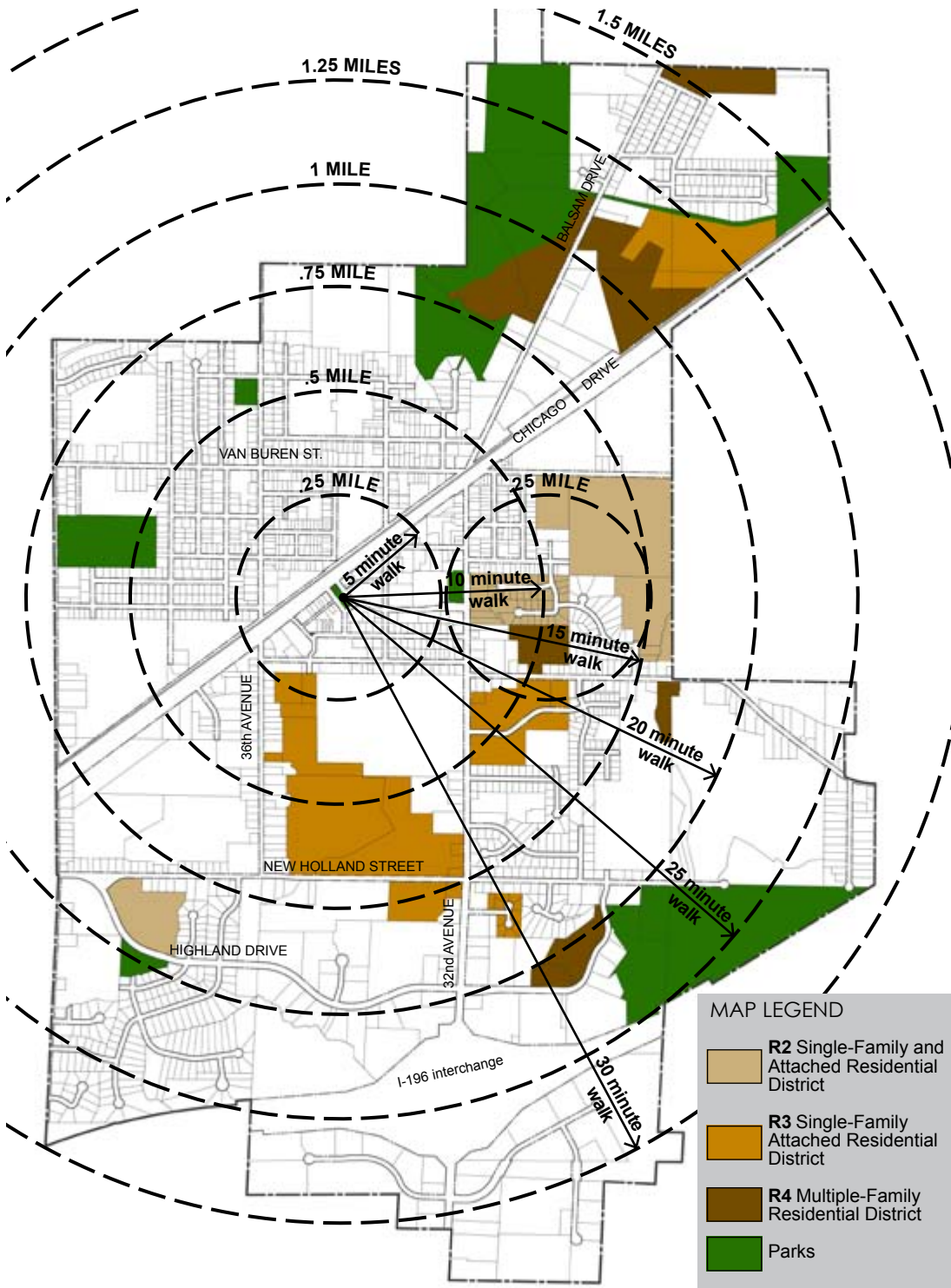
The 1/4 mile radius represents the distance that an average person can walk in approximately 5-minutes. It is one of the measures of the walkability of a place. It is often referred to as a pedestrian shed.

These pedestrian sheds give an indication to how connected and walkable residential neighborhoods are to each other, to civic amenities, and to downtown.

It is important to remember that these are single measures and that the quality of the walk also needs to be considered (for example is there infrastructure for pedestrians and are there things to enjoy and be engaged with during the walk). It is also important to remember that physical connections do not necessarily follow these exact trajectories.



INVENTORY MAP EXISTING SINGLE-FAMILY



INVENTORY MAP EXISTING MULTIPLE-FAMILY





# COMMUNITY SNAPSHOT

## NATURAL ENVIRONMENT

### WHY THIS IS IMPORTANT

Like many small towns in Michigan, Hudsonville has natural features that influence its development pattern and quality of life. The city's current boundary encompasses 2,652.6 acres (4.1 square miles) and shares a common border with Georgetown and Jamestown Townships, which are primarily still rural in their context. This geographic location, in southeastern Ottawa County, is reflected in the diversity of Hudsonville's natural environment which includes streams, flood plains, wetlands, woodlands and a diversity of soils that have influenced the community's agricultural heritage.

**LOCATION RELATIVE TO FLOODPLAINS:** The vast majority of Hudsonville is not within the 100 year floodplain. Most lands that are within the 100 year floodplain remain undeveloped, specifically those areas in the northern portion of the City. As future land use decisions are made, development within these areas should be discouraged because of their sensitive and sometimes hazardous nature.





**SOIL COMPOSITION:** The composition of soils in a community is one of the primary influencers of the natural and built environment. By studying the characteristics of soil, it can be determined whether a soil can hold enough water to maintain the growth of plants during drought, withstand a flood or provide the necessary minerals and chemicals to crops to maintain proper growth. The characteristics of soils will determine whether it is suitable for agricultural purposes or not.

Soil characteristics are also an important factor in planning for growth and development. Certain soils are ideally suited for supporting buildings, while others may be too unstable or too wet to support development without incurring substantial developmental costs.

**WETLANDS:** The preservation of wetlands and woodlands is often a priority to citizens because of the many benefits that they provide. They can improve air and water quality, provide habitats for plants and animals, increase property values, and add natural aesthetics to the community.



### MAP LEGEND

-  **AE - FLOODWAY**  
The floodway is the channel of a stream plus any adjacent floodplain areas that must be kept free of encroachment so that the 1% annual chance flood (100 year flood) can be carried without substantial increases in flood heights.
-  **AE - IN 100 YEAR FLOODPLAIN**  
Zone AE is the flood insurance rate zone that corresponds to the 100-year floodplains that are determined in the Flood Insurance Study (FIS) by detailed methods. Mandatory flood insurance purchase requirements apply
-  **X - OTHER FLOOD AREAS**  
Zone X is the flood insurance rate zone that corresponds to areas outside the 100-year floodplains, areas of 100-year sheet flow flooding where average depths are less than 1 foot, areas of 100-year stream flooding where the contributing drainage area is less than 1 square mile, or areas protected from the 100-year flood by levees.
-  **NOT IN FLOODPLAIN**

*Note : This map is for illustrative purposes only. Flood Insurance Rate Maps (FIRM) should be consulted for specific boundaries.*

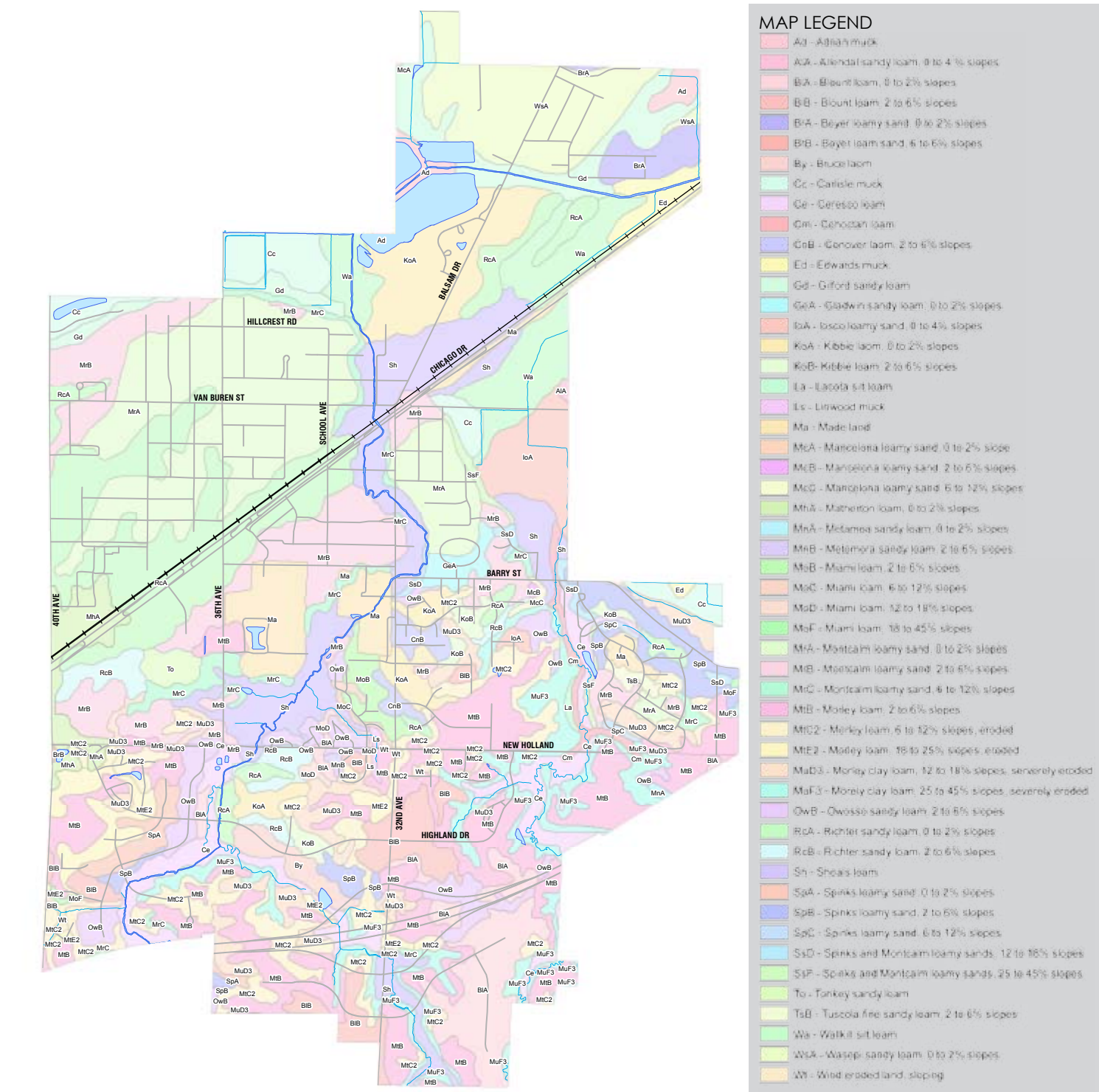
INVENTORY MAP FLOODPLAIN





## COMMUNITY SNAPSHOT

## NATURAL ENVIRONMENT



**INVENTORY MAP** SOIL COMPOSITION  NORTH



**INVENTORY MAP WETLANDS**  NORTH





# COMMUNITY SNAPSHOT

## TRANSPORTATION

### WHY THIS IS IMPORTANT

From early rail lines to the modern interstate highway system, transportation networks have driven land use and development patterns. Transportation is one of the most important elements of the city and the region, providing connectivity, facilitating economic development and linking activities, employment, and commerce.

A balanced, well conceived multimodal transportation network can enhance livability, improve the quality of life for all residents and promote sustainable land development patterns.

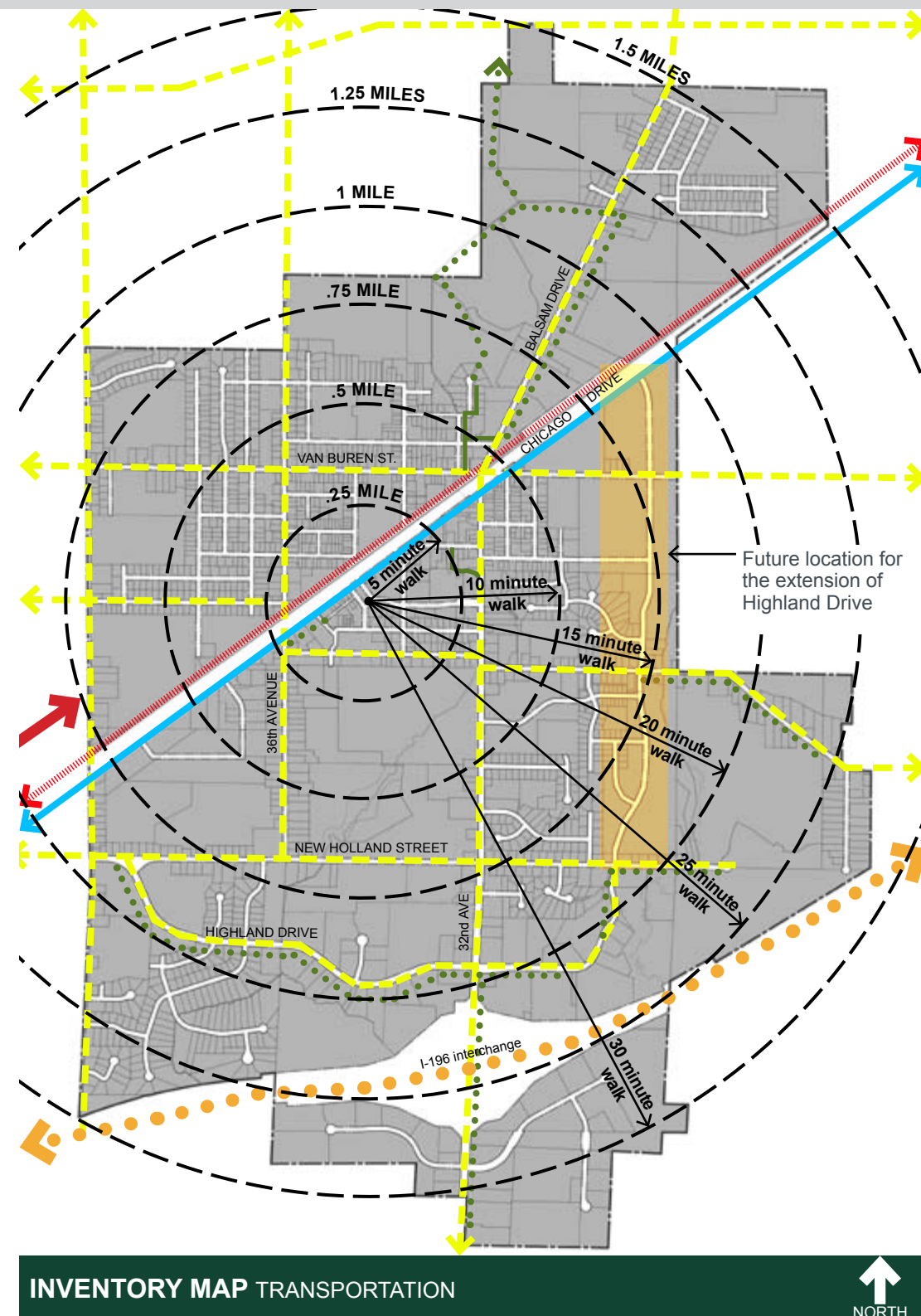
Today Hudsonville's primary transportation network consists of a hierarchy of automobile-centered infrastructure in the form of limited access interstates, state highways and local streets. This infrastructure is augmented by a developing multimodal network of non-motorized elements, a rail line and the potential beginnings of transit service.

### WALKABILITY

The dashed concentric circles on these maps represent a sequence of 1/4 mile radii, generated from the center of the downtown (future village green) to the edge of the circle. Each of these circles represents an additional 1/4 mile distance and helps to inform how walkable a City is.

The 1/4 mile radius represents the distance that an average person can walk in approximately 5-minutes. It is one of the measures of the walkability of a place. It is often referred to as a pedestrian shed.

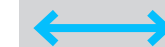
These pedestrian sheds give an indication to how connected and walkable the City is in terms of distances. They provide insight into where potential pedestrian infrastructure may be provided in order to make a more walkable place.



### MAP LEGEND



**LIMITED ACCESS INTERSTATE:** Interstate I-196 connects the community to the region and places Hudsonville strategically between the larger cities of Holland and Grand Rapids. The M-6 interchange that provides access to southern Grand Rapids and Lansing is approximately four miles from Hudsonville and provides additional transportation links to the City. These highways, particularly at the 32nd Avenue interchange, have provided impetus for economic development. This development, while broadening the tax base and creating economic growth, has also impacted the downtown by creating competing businesses that are convenient to access and more visible from the highway.



**STATE HIGHWAY:** Chicago Drive (M-121) is a divided state highway that extends through the heart of Hudsonville. Running parallel to I-196, it was the pre-interstate connection between Grand Rapids and Holland and represents the de facto main street of Hudsonville as it passes adjacent to downtown. While Chicago Drive is a major trunk line bringing high traffic counts into the City, it has not, in recent times, been an economic catalyst to the downtown business district. This is partially due to the physical configuration of the roadway's access points, which limit its connections to the local street network, the high speeds of traffic and the fact that the traffic is essentially passing through the city, rather than stopping in the city. Additionally, the roadway effectively bisects the community and limits vehicular cross access while not promoting pedestrian crossings. The City of Hudsonville and the Hudsonville DDA, in collaboration with the Michigan Department of Transportation (MDOT), have made recent investments within the portion of Chicago Drive that is adjacent to downtown. These investments have yielded enhanced pedestrian access, context sensitive street lighting and pavement detailing, landscaping and improved safety and traffic flow.



**RAILROAD INFRASTRUCTURE:** Hudsonville is strategically situated along an existing rail line that carries Amtrak's Pere Marquette route from Grand Rapids to Chicago. While this passenger train does not make a stop in Hudsonville at present, the potential for a future train stop is possible depending on demand and route traffic increases.



**LOCAL STREET NETWORK:** The local street network is made up of a variety of street types with varying levels of service, capacity, and connectivity that are relative to the adjacent land use and development patterns. This network, particularly in and around the downtown, is made up of a street grid that promotes a high level of both vehicular and pedestrian connectivity because of the small block structure and number of intersections. As one moves away from the downtown and towards the City boundaries, the network is less connected due to larger blocks, less intersections, and the prevalence of cul-de-sacs, particularly in residential neighborhoods.



**EXISTING NON-MOTORIZED PATH:** The City of Hudsonville has begun the implementation of a bike path network that currently extends along some of the major local streets.



**EXISTING SHARED USE TRAIL:** A limited amount of shared use (sidewalk and wood chip) trails are currently constructed within the City. Notably near Veteran's Park and within the Hudsonville Nature Center (not depicted on map)



# IMAGINE HUDSONVILLE 2030

DISTINCTIVE

LIVABLE

VIBRANT

CONNECTED



This section provides a summary of the outcomes and actions of the Plan

**This section includes the following:**

- The Future Land Use Map,
- The Implementation Strategies, including partners and timeframes for fulfillment, and
- The Zoning Plan which identifies solutions to bridge any temporary inconsistencies between the Future Land Use Plan and the City's current Zoning Ordinance



## PLAN SUMMARY



# PLAN SUMMARY

## DISTINCTIVE CITY IMPLEMENTATION

IMPLEMENTATION ITEM	ACTION STEPS	PRIMARY RESPONSIBILITY	POTENTIAL KEY PARTNERS	TIMEFRAME
<b>1</b> Build Village Green	<ul style="list-style-type: none"> <li>Secure funding sources</li> <li>Acquire land</li> <li>Design streets</li> <li>Construct streets</li> <li>Design park</li> <li>Construct park</li> </ul>	City of Hudsonville and Hudsonville DDA	Land Developers, Land Owners, State of Michigan, and DNR Trust Fund Grants	Short-term (1 - 2 years)
<b>2</b> Increase Street and Streetscape Aesthetics	<ul style="list-style-type: none"> <li>Continue Chicago Drive improvements</li> <li>Start downtown street improvements</li> <li>Start 32nd Avenue Improvements</li> </ul>	City of Hudsonville and Hudsonville DDA	Michigan Department of Transportation	Ongoing
<b>3</b> Install Great Public Art	<ul style="list-style-type: none"> <li>Establish Arts Advisory Council</li> <li>Create plan for installation (and install) small sculptures</li> </ul>	City of Hudsonville, Hudsonville DDA, and Arts Advisory Council (if constituted)	Citizens, Foundations, Land Owners, and Land Developers	Ongoing, (with progress in 1 - 3 years)
<b>4</b> Promote Great Public Art	<ul style="list-style-type: none"> <li>Determine strategic locations for public art</li> <li>Begin artwork acquisition</li> <li>Create marketing plan for art events</li> </ul>			
<b>5</b> Use Distinctive Design to Create Small Town Character	<ul style="list-style-type: none"> <li>Continue outreach and education with developers &amp; architects regarding the City's aesthetic vision and the importance of design</li> <li>Consider using historic preservation as a tool to preserve historic homes in strategic locations.</li> </ul>	Land Developers, City of Hudsonville, and Hudsonville DDA	Architects, Landscape Architects, & Other Design Professions	Ongoing
<b>6</b> Promote City Building and Urban Design	<ul style="list-style-type: none"> <li>As downtown redevelops accentuate street network that creates small blocks and interesting vistas</li> </ul>	City of Hudsonville and Hudsonville DDA	Land Developers and Land Owners	Ongoing (with progress in 3 - 5 years)
<b>7</b> Build Sustainable Buildings	<ul style="list-style-type: none"> <li>Encourage LEED or other sustainably designed buildings with financial and development incentives</li> </ul>	City of Hudsonville and Hudsonville DDA	Land Developers, Building Owners, and Architects	Ongoing
<b>8</b> Build Sustainable Landscapes & Streetscapes	<ul style="list-style-type: none"> <li>Adopt Low Impact Design (LID) Standards</li> <li>Build City streets and infrastructure that follows LID Standards.</li> </ul>	City of Hudsonville, City Engineer, City DPW	Land Developers, Land Owners, and Landscape Architects	Ongoing and Mid-term (2 - 5 years)

## LIVABLE CITY IMPLEMENTATION

IMPLEMENTATION ITEM	ACTION STEPS	PRIMARY RESPONSIBILITY	POTENTIAL KEY PARTNERS	TIMEFRAME
<b>1</b> Support a Diverse Group of Citizens	<ul style="list-style-type: none"> <li>Identify location for combined learning center and senior center</li> <li>Secure funding sources</li> <li>Design and Construct building</li> </ul>	City of Hudsonville and Hudsonville DDA	Land Developers, Land Owners, State of Michigan, and Citizens	Long-term (5 - 10 years)
<b>2</b> Build Downtown Amphitheater	<ul style="list-style-type: none"> <li>Select location</li> <li>Facilitate design</li> <li>Construct Amphitheater</li> </ul>	City of Hudsonville and Hudsonville DDA	Land Developers, Land Owners, and Citizens	Mid-term (3 - 6 years)
<b>3</b> Continue Public Realm Improvements and Maintenance	<ul style="list-style-type: none"> <li>Install uniform pedestrian lighting along sidewalks and in city parks</li> <li>Install uniform trash and recycling receptacles downtown</li> <li>Maintain cleanliness of streets and sidewalks</li> </ul>	City of Hudsonville and Hudsonville DDA	City DPW	Ongoing and Short-term (1 - 3 years)
<b>4</b> Plant Trees	<ul style="list-style-type: none"> <li>Collaborate with Consumers Energy on most appropriate locations and species for trees</li> <li>Change City policies to promote street trees</li> <li>Plant &amp; maintain trees</li> </ul>	City of Hudsonville and Hudsonville DDA	City DPW, Land Owners, and Consumers Energy	Ongoing
<b>5</b> Create Wayfinding System	<ul style="list-style-type: none"> <li>Create a wayfinding strategy</li> <li>Design and install signs</li> </ul>	City of Hudsonville and Hudsonville DDA	City DPW	Mid-term (3 - 5 years)
<b>6</b> Curate Events	<ul style="list-style-type: none"> <li>Strategize on events that will draw people to Hudsonville</li> <li>Market events</li> </ul>	City of Hudsonville and Hudsonville DDA	Citizens, Chamber of Commerce, and Hudsonville Arts Council	Ongoing
<b>7</b> Accentuate Great Neighborhoods	<ul style="list-style-type: none"> <li>Maintain existing land use &amp; zoning for single-family residential districts</li> <li>Continue active zoning enforcement</li> <li>Create an award for home renovations</li> </ul>	City of Hudsonville and City Planning Department	City DPW and Citizens Chamber of Commerce	Ongoing
<b>8</b> Build Density	<ul style="list-style-type: none"> <li>Create zoning districts in the downtown that encourage mixed-use multi-story buildings</li> </ul>	City of Hudsonville and City Planning Department	Land Owners, Land Developers, and Citizens	Ongoing



# PLAN SUMMARY

## VIBRANT CITY IMPLEMENTATION

IMPLEMENTATION ITEM	ACTION STEPS	PRIMARY RESPONSIBILITY	POTENTIAL KEY PARTNERS	TIMEFRAME
1 Forge Diverse Commerce through Diverse Design	<ul style="list-style-type: none"><li>Establish flexible zoning districts in downtown</li><li>Encourage and sponsor business incubators and design innovation</li></ul>	City of Hudsonville, Hudsonville DDA, and City Planning Department	Land Developers, Land Owners, Foundations, Citizens, Architects, and Design Professionals	Short-term (1 - 2 years)
2 Utilize Existing Infrastructure	<ul style="list-style-type: none"><li>Seek redevelopment tax incentives &amp; tax credits</li><li>Plan for redevelopment on existing sites that are served by utilities</li></ul>	City of Hudsonville and Hudsonville DDA	Land Developers, Land Owners, Ottawa County, and State of Michigan	Short-term (1 - 3 years)
3 Prepare Ready to Develop Sites	<ul style="list-style-type: none"><li>Build private-public partnerships to acquire underutilized sites</li><li>Seek grants or incentives to prepare underutilized sites for redevelopment</li></ul>	City of Hudsonville and Hudsonville DDA	Land Developers, Land Owners, State of Michigan, Ottawa County, Architects, and Key Local Stakeholders	Short-term (1 - 3 years) Ongoing
4 Build a Farmers' Market	<ul style="list-style-type: none"><li>Determine location for farmers' market and collaborate to acquire necessary land</li><li>Design and build market</li></ul>	City of Hudsonville and Hudsonville DDA	Land Owners, Citizens, Farmers and Vendors, and State of Michigan	Mid-term (3 - 5 years)
5 Remove Negative Parking Perceptions	<ul style="list-style-type: none"><li>Buy and maintain strategic lots for public parking and locate lots for convenience and to accentuate urban public spaces</li></ul>	City of Hudsonville, Hudsonville DDA, and City Planning Department	Land Developers and Land Owners	Ongoing and Mid-term (3 - 5 years)
6 Manage Parking	<ul style="list-style-type: none"><li>Limit quantities of parking to just what is needed</li><li>Maximize on-street parking downtown</li></ul>			
7 Build Mixed Use	<ul style="list-style-type: none"><li>Create zoning to encourage mixed uses</li><li>Expedite approvals for mixed use projects</li></ul>	City of Hudsonville and City Planning Department	Land Developers and Land Owners	Ongoing
8 Start Small	<ul style="list-style-type: none"><li>Set policies to promote pop-up shops and food trucks in order to incubate small business</li></ul>	City of Hudsonville and Hudsonville DDA	Property Owners, Businesses, Foundations, and Citizens	Ongoing (with progress in 1 - 3 years)
9 Monitor Suburban Development	<ul style="list-style-type: none"><li>Pro-actively collaborate with adjoining municipalities and developers to monitor suburban growth</li></ul>	City of Hudsonville	Land Developers, Land Owners, and Adjoining Municipalities	Ongoing
10 Create a Retail Strategy	<ul style="list-style-type: none"><li>Collaborate with retail consultant to create a retail strategy</li></ul>	City of Hudsonville and Hudsonville DDA	Land Developers and Land Owners	Mid-term (3 - 5 years)

## CONNECTED CITY IMPLEMENTATION

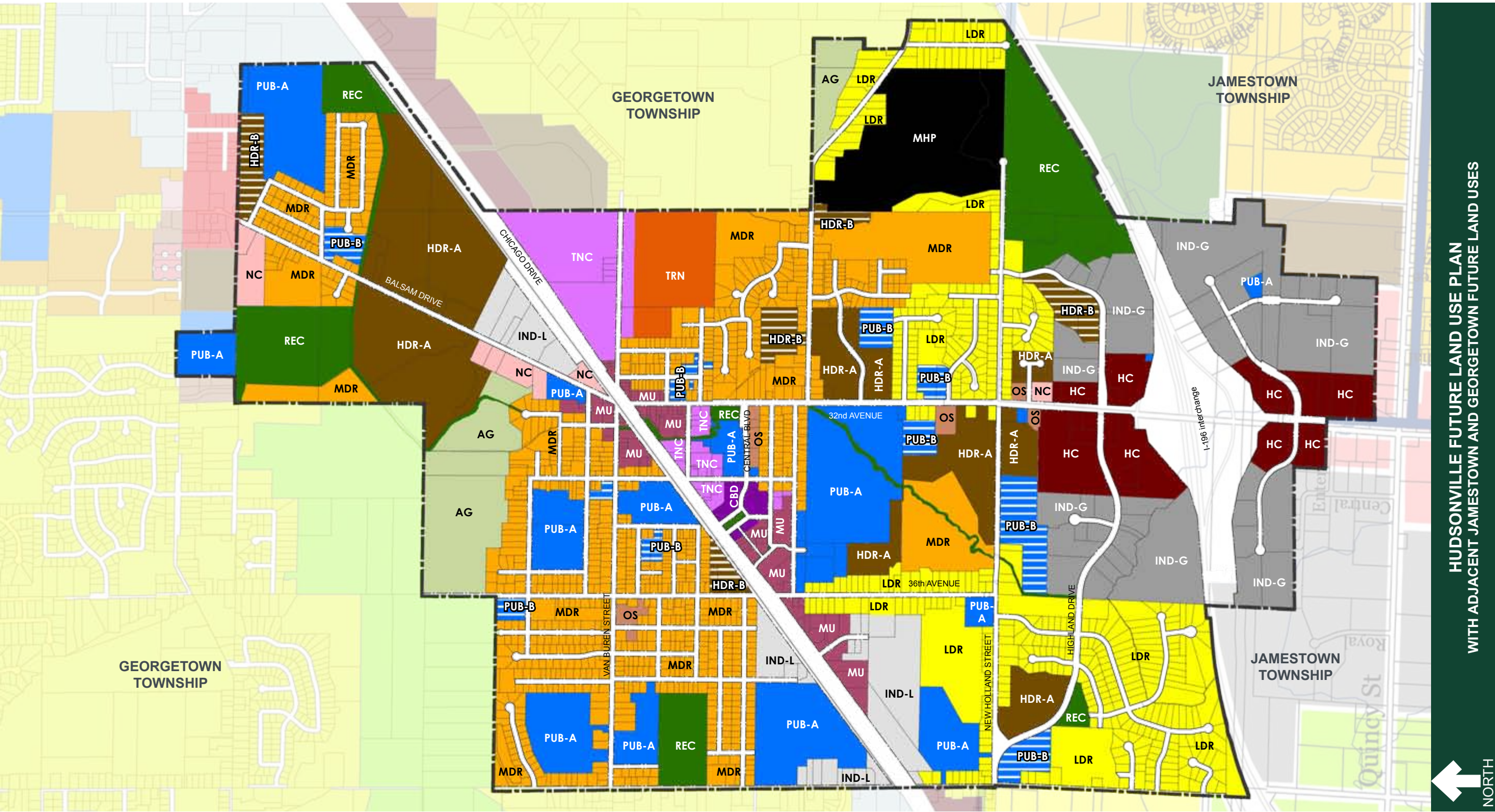
IMPLEMENTATION ITEM	ACTION STEPS	PRIMARY RESPONSIBILITY	POTENTIAL KEY PARTNERS	TIMEFRAME
1 Implement Complete Streets	<ul style="list-style-type: none"><li>Adopt Complete Street Policies</li><li>Continue to implement incremental Complete Street improvements - like bike lanes</li></ul>	City of Hudsonville and Hudsonville DDA	City DPW, City Engineer, County Road Commission, and State of Michigan	Mid-term (3 - 5 years)
2 Plan for Public Transit	<ul style="list-style-type: none"><li>Collaborate with regional transit providers</li><li>Educate public on the importance of transit</li></ul>	City of Hudsonville, City Planning Dept., and Hudsonville DDA	The Rapid, Macatawa Area Express, and Citizens	Mid-term (3 - 5 years)
3 Maintain Existing City Streets	<ul style="list-style-type: none"><li>Establish &amp; implement a street maintenance / asset management program</li></ul>	City of Hudsonville and City DPW	City Engineer and Grand Valley Metro Council	Ongoing
4 Enact Road and Street Diets	<ul style="list-style-type: none"><li>Continue policies and implementation of road diets, like reducing lanes and bulb-outs</li></ul>	City of Hudsonville and City Planning Dept.	City DPW and City Engineer	Ongoing
5 Enhance and Maintain Connectivity	<ul style="list-style-type: none"><li>Limit cul-de-sacs and dead end streets</li><li>Complete Highland Drive Extension</li></ul>	City of Hudsonville and City Planning Dept.	City Engineer	Short-term (1 - 3 years)
6 Utilize Waterways as Recreational Corridors	<ul style="list-style-type: none"><li>Acquire easements and ROW along waterways to build non-motorized paths</li></ul>	City of Hudsonville, City Planning Dept., and Hudsonville DDA	City Engineer, Land Owners, Grand Valley Metro Council, Michigan DNR, and Citizens	Mid-term (3 - 5 years)
7 Enhance and Connect Non-Motorized Network	<ul style="list-style-type: none"><li>Actively build connections between existing and proposed non-motorized paths</li></ul>	City of Hudsonville, City Planning Dept., and Hudsonville DDA	Land Owners and Citizens	Ongoing
8 Build Safe Routes to Schools (SRTS)	<ul style="list-style-type: none"><li>Collaborate with schools to establish &amp; implement a plan for SRTS</li></ul>	City of Hudsonville and City Planning Department	Hudsonville Public Schools, Private Schools, City DPW, City Engineer, and Citizens	Ongoing
9 Install Bike Facilities	<ul style="list-style-type: none"><li>Install bike racks in the furnishing zones of streets in the downtown</li><li>Incentivize developers to install bike facilities within their projects</li></ul>	City of Hudsonville, and Hudsonville DDA	Land Developers	Ongoing
10 Promote Mobility Safety	<ul style="list-style-type: none"><li>Build curb extensions and add crosswalks and signals as required</li></ul>	City of Hudsonville and City Engineer	City DPW	Ongoing
11 Collaborate with MDOT and CSX	<ul style="list-style-type: none"><li>Create more pedestrian connections and maintain existing vehicular connections at Chicago Drive and railroad tracks</li></ul>	City of Hudsonville, Hudsonville DDA, City Engineer, and City Planning Dept.	City DPW Michigan DOT CSX Railroad	Ongoing





# PLAN SUMMARY

## FUTURE LAND USE PLAN





FUTURE LAND USE PLAN LEGEND AND LAND USE DESCRIPTIONS

AG	<b>AGRICULTURAL</b> This future land use designation represents commercial agricultural land uses such as commercial farming, nurseries, and agricultural support businesses.
REC	<b>PARKS, RECREATION, AND NATURAL AREAS</b> This future land use designation consists of publicly owned lands for parks, open space, and recreational areas, including the Hudsonville Nature Center.
PUB-A	<b>PUBLIC / QUASI-PUBLIC A</b> This land use designation includes publicly owned lands designated for schools, public facilities, government uses and the Hudsonville Fairgrounds.
PUB-B	<b>PUBLIC / QUASI-PUBLIC B</b> This land use designation includes quasi-public lands designated for churches and places of worship.
CBD	<b>CENTRAL BUSINESS DISTRICT</b> This future land use designation represents the downtown core of Hudsonville, with the highest density of development, the tallest buildings, and a variety of land uses and employment opportunities. It promotes multi-story mixed-use buildings that contain commercial and residential uses, with an emphasis on sidewalk activation with street level retail and restaurants. Its small block structure promotes a walkable and connected network of streets and sidewalks and it has a public realm with wide sidewalks and buildings placed at the front property line in a zero setback condition.
MU	<b>MIXED USE</b> This future land use designation encourages mixed-use and single story retail buildings that accommodate retail, office and residential uses. It promotes a mix of commercial and residential activities in a variety of forms and building types, although its development intensity is less than that of the Central Business District. Additionally this category may include rowhouses and apartments. Its public realm consists of a tight network of streets and blocks with wide sidewalks and buildings placed close to the street, although not always in a zero setback condition.
TNC	<b>TOWN / NEIGHBORHOOD CENTER</b> This future land use category is also a mixed-use area and it has a dense, mixed-use urban fabric, that includes mixed-use building, retail structures, live-works, apartments, rowhouses and single-family homes. The intent of this district is to promote high-quality, sensibly-scaled buildings that promote walkable neighborhoods that are in close proximity to downtown. Additionally, development is encouraged to use creative solutions and innovative building design to build density and livability that supports the downtown. Signature buildings in the form of civic structures and other building types is strongly encouraged. Building front setbacks are typically more varied than the Mixed Use A designation.
NC	<b>NEIGHBORHOOD COMMERCIAL</b> This land use category represents a single-use designation that includes small scale retail and service businesses that meet the needs of Hudsonville at the local and neighborhood level. It intends to provide smaller scale economic development opportunities than those created in the downtown mixed use designations and in the highway commercial category.
HC	<b>HIGHWAY COMMERCIAL</b> This land use category represents a single-use designation that includes commercial services for motorists and vehicular access such as hotels, banks, restaurants, drive-throughs, and auto-service establishments. It intends to provide retail and service uses that promote regional access and economic development opportunities.

OS	<b>OFFICE / SERVICE</b> This land use category represents a single-use designation that promotes low-intensity office and service uses including medical, financial, real estate, insurance, and other related offices and services. These uses may be within a pedestrian-oriented or vehicular-oriented environment, depending on the context of the surrounding neighborhoods.
HDR-A	<b>HIGH DENSITY RESIDENTIAL A</b> This future land use designation is a single-use residential district that is intended to accommodate residential options for people of varying ages and income levels. This designation includes many areas that are almost fully developed and any new development or redevelopment would primarily consist of attached single-family dwelling units, such as rowhouses (or townhouses) and single-family detached residential units. Senior living facilities may also be expected depending on the availability of utilities. <b>The current Zoning Districts for the areas included in this designation are primarily R-2 and R-3.</b>
HDR-B	<b>HIGH DENSITY RESIDENTIAL B</b> This future land use designation is a single-use residential district that is intended to accommodate high-density residential options for people of varying ages and income levels. This designation includes many areas that are almost fully developed and any new development or redevelopment would primarily consist of multiple-family dwelling units, in the form of attached single-family and apartment-style residential units. <b>The current Zoning Districts for the areas included in this designation are primarily R-4.</b>
TRN	<b>TRADITIONAL RESIDENTIAL NEIGHBORHOOD</b> This land use category is a single-use residential district that is intended to promote compact development patterns in a walkable block structure with a grid pattern of narrow streets. Many areas in this designation have traditional homes with front porches on small lots. New development or redevelopment would primarily follow this pattern and include small front-yard setbacks and garages oriented to the rear of the lot. Rowhouses may also be included as development opportunities in this designation.
MDR	<b>MEDIUM DENSITY RESIDENTIAL</b> This land use designation is established to provide a single-use residential district that accommodates single-family, detached residential development on medium-sized lots. This area is primarily suburban in character and has some of the City's newest housing and highest housing values. <b>The current Zoning Districts for the areas included in this designation are R-1-A, R-1-B and R-1-C.</b>
LDR	<b>LOW DENSITY RESIDENTIAL</b> This land use designation is established to provide a single-use residential district that accommodates single-family, detached residential development on large lots. This area is primarily suburban in character and has some of the City's newest housing and highest housing values. <b>The current Zoning Districts for the areas included in this designation are R-1-D and R-1-E.</b>
MHP	<b>MANUFACTURED HOME PARK</b> A land use category that is intended to provide areas in the City suitable for planned mobile or modular housing parks. Such developments are often designed to provide some accessory uses, such as clubhouse, pool, or laundry facilities.
IND-L	<b>LIGHT INDUSTRIAL</b> This land use designation is intended to provide employment and economic development opportunities for area residents and light manufacturing of goods and services for the regional economy. The area is characterized by small scale light industrial and heavy commercial activities such as research and development, showrooms, warehousing, contractors, car repair, equipment rental, and incubator space.
IND-G	<b>GENERAL INDUSTRIAL</b> This land use designation is intended to provide regional employment, manufacturing of goods and services to meet the needs of the larger West Michigan region. The area is characterized by such uses as warehousing, manufacture and assembly, yards, shipping services, and other heavier industry requiring large truck traffic. New technologies such as battery development and other cutting-edge industrial may also occur in the General Industrial area.



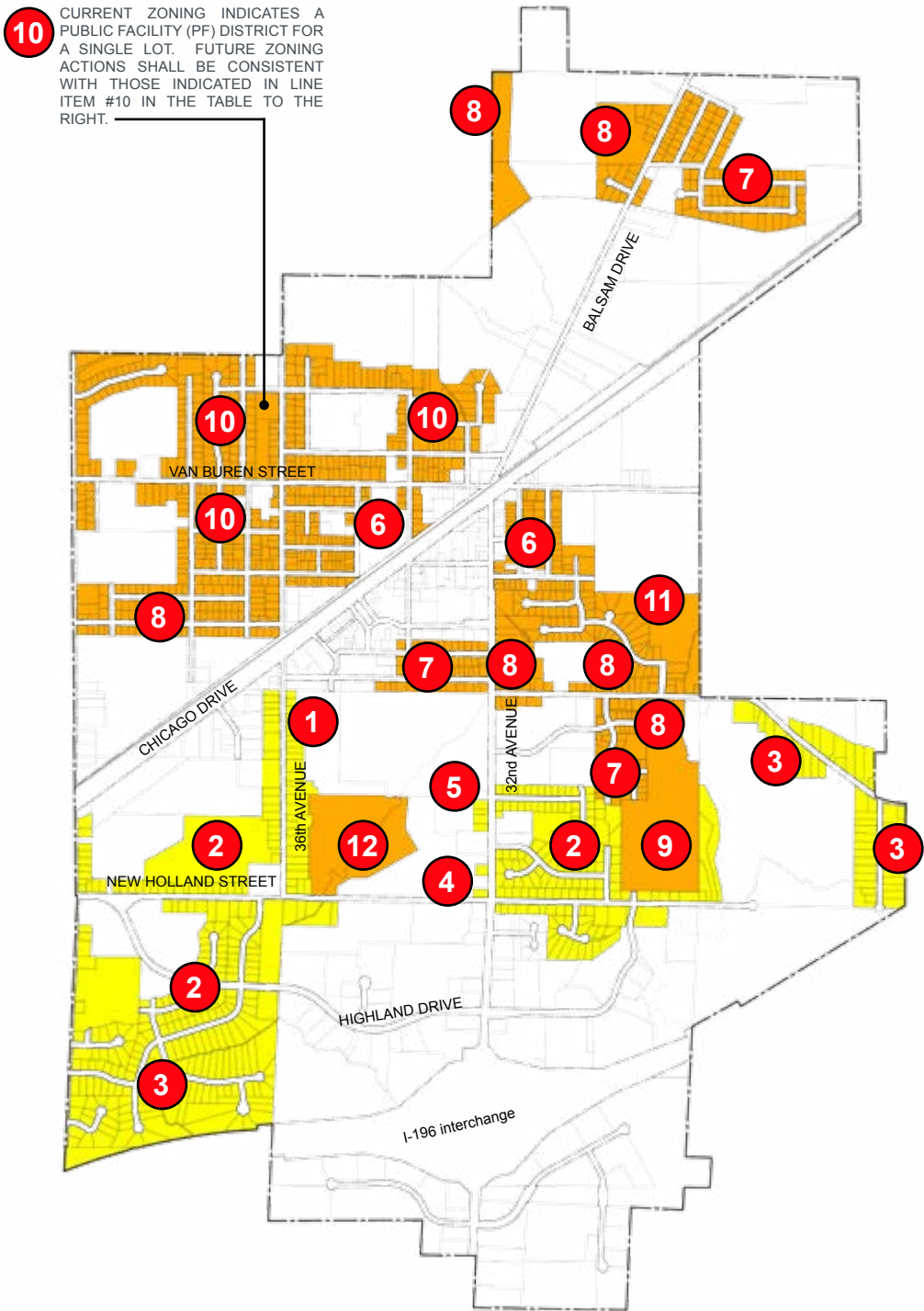


# PLAN SUMMARY

## WHAT IS ENVISIONED TO CHANGE: ZONING PLAN FOR SINGLE-FAMILY RESIDENTIAL PROPERTIES

ZONING PLAN TABLE : DEPICTS AREAS OF THE CITY WHERE CURRENT ZONING AND FUTURE LAND USE ARE NOT CONSISTENT AND RECOMMENDS ACTIONS TO ALIGN THEM IN THE FUTURE

FUTURE LAND USE DESIGNATION	CURRENT ZONING	FUTURE ZONING ACTIONS
1 Low Density Residential	R-1-B	Current zoning indicates a single-family residential district. Future land use envisions detached single-family, large-sized lots. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
2 Low Density Residential	R-1-D	Current zoning indicates a single-family residential district. Future land use envisions detached single-family, large-sized lots. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
3 Low Density Residential	R-1-E	Current zoning indicates an agricultural district. Future land use envisions detached single-family, large-sized lots. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
4 Low Density Residential	R-3	Current zoning indicates a single-family ATTACHED residential district. Future land use envisions detached single-family, large-sized lots. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
5 Low Density Residential	PF	Current zoning indicates a public facilities district. Future land use envisions detached single-family, large-sized lots. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
6 Medium Density Residential	R-1-A	Current zoning indicates a single-family residential district. Future land use envisions detached single-family, medium-sized lots. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
7 Medium Density Residential	R-1-B	Current zoning indicates a single-family residential district. Future land use envisions detached single-family, medium-sized lots. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
8 Medium Density Residential	R-1-C	Current zoning indicates a single-family residential district. Future land use envisions detached single-family, medium-sized lots. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
9 Medium Density Residential	R-1-D	Current zoning indicates a single-family residential district. Future land use envisions detached single-family, medium-sized lots. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
10 Medium Density Residential	R-1-A, R-1-B, and R-1-C (and PF, refer to note)	Current zoning indicates a single-family residential district. Future land use envisions detached single-family, medium-sized lots. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
11 Medium Density Residential	R-2	Current zoning indicates a single-family ATTACHED residential district. Future land use envisions detached single-family, medium-sized lots. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
12 Medium Density Residential	R-3	Current zoning indicates a single-family ATTACHED residential district. Future land use envisions detached single-family, medium-sized lots. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>

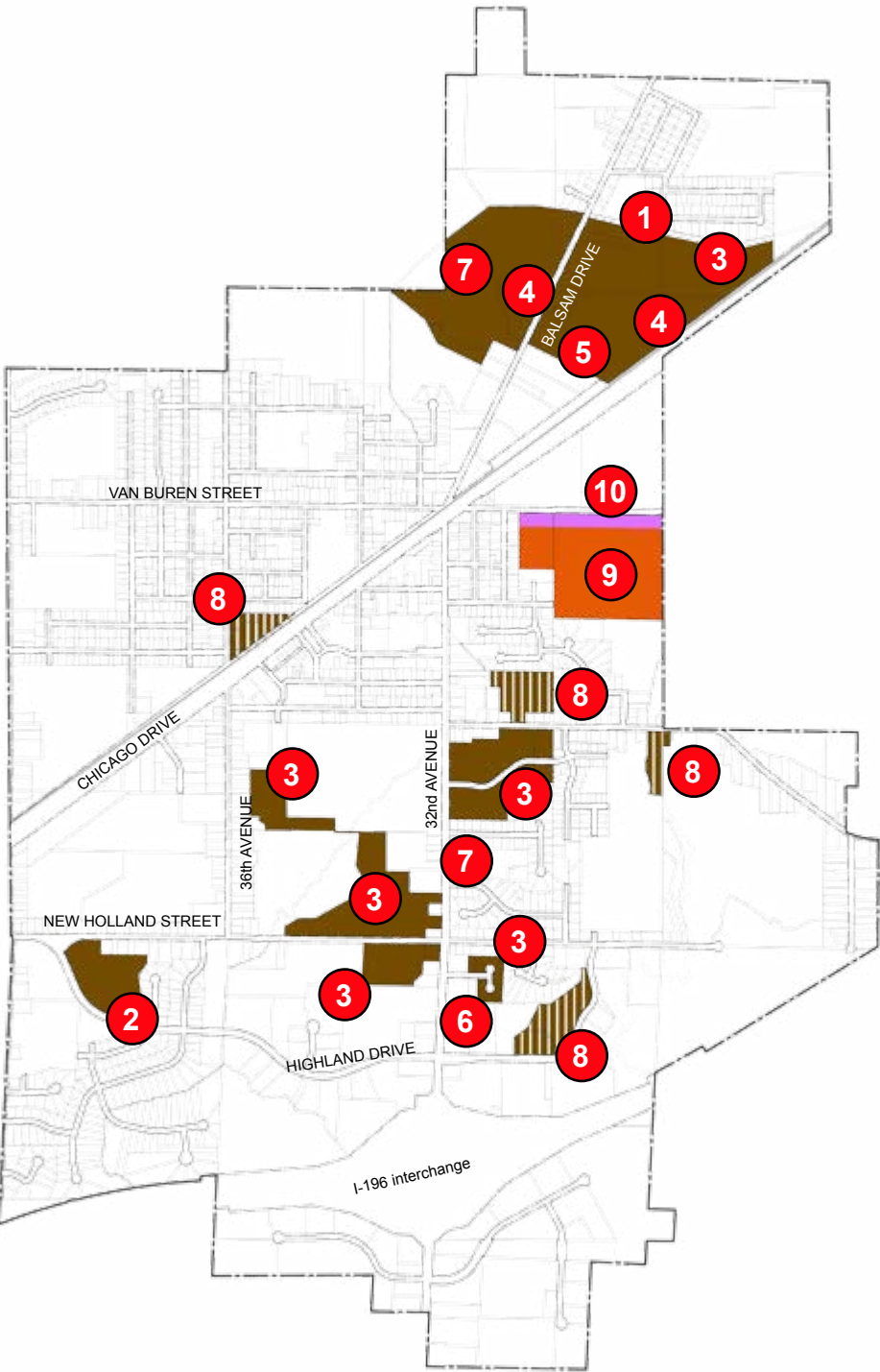


ZONING PLAN REFERENCE : FUTURE LAND USES





WHAT IS ENVISIONED TO CHANGE: ZONING PLAN FOR MULTIPLE-FAMILY RESIDENTIAL PROPERTIES



ZONING PLAN REFERENCE : FUTURE LAND USES



ZONING PLAN TABLE : DEPICTS AREAS OF THE CITY WHERE CURRENT ZONING AND FUTURE LAND USE ARE NOT CONSISTENT AND RECOMMENDS ACTIONS TO ALIGN THEM IN THE FUTURE		
FUTURE LAND USE DESIGNATION	CURRENT ZONING	FUTURE ZONING ACTIONS
1 High Density Residential A	R-1-E	Current zoning indicates a single-family residential district. Future land use envisions both detached and attached single-family dwelling units. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
2 High Density Residential A	R-2	Current zoning indicates an attached AND detached single-family residential district. Future land use envisions both detached and attached single-family dwelling units. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
3 High Density Residential A	R-3	Current zoning indicates a single-family attached residential district. Future land use envisions both detached and attached single-family dwelling units. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
4 High Density Residential A	R-4	Current zoning indicates a multiple-family residential district. Future land use envisions both detached and attached single-family dwelling units. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
5 High Density Residential A	CBD-2	Current zoning indicates a central business district. Future land use envisions both detached and attached single-family dwelling units. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
6 High Density Residential A	LC	Current zoning (for a single lot) indicates a light commercial district. Future land use envisions both detached and attached single-family dwelling units. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
7 High Density Residential A	PF	Current zoning indicates a public facility district. Future land use envisions both detached and attached single-family dwelling units. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
8 High Density Residential B	R-4	Current zoning indicates a multiple-family residential district. Future land use envisions multiple-family dwelling units. <b>Action required: Future Land Use and current zoning are consistent, no changes are required.</b>
9 Traditional Residential Neighborhood	R-2	Current zoning indicates an attached AND detached single-family residential district. Future land use envisions dwelling units that are detached (small single-family homes) and attached (rowhouse buildings). <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
10 Town / Neighborhood Center	R-2	Current zoning indicates a single-family detached AND attached residential district. Future land use envisions dwelling units that are detached (small single-family homes) and attached (rowhouse buildings), and residentially-scaled mixed-use buildings. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>

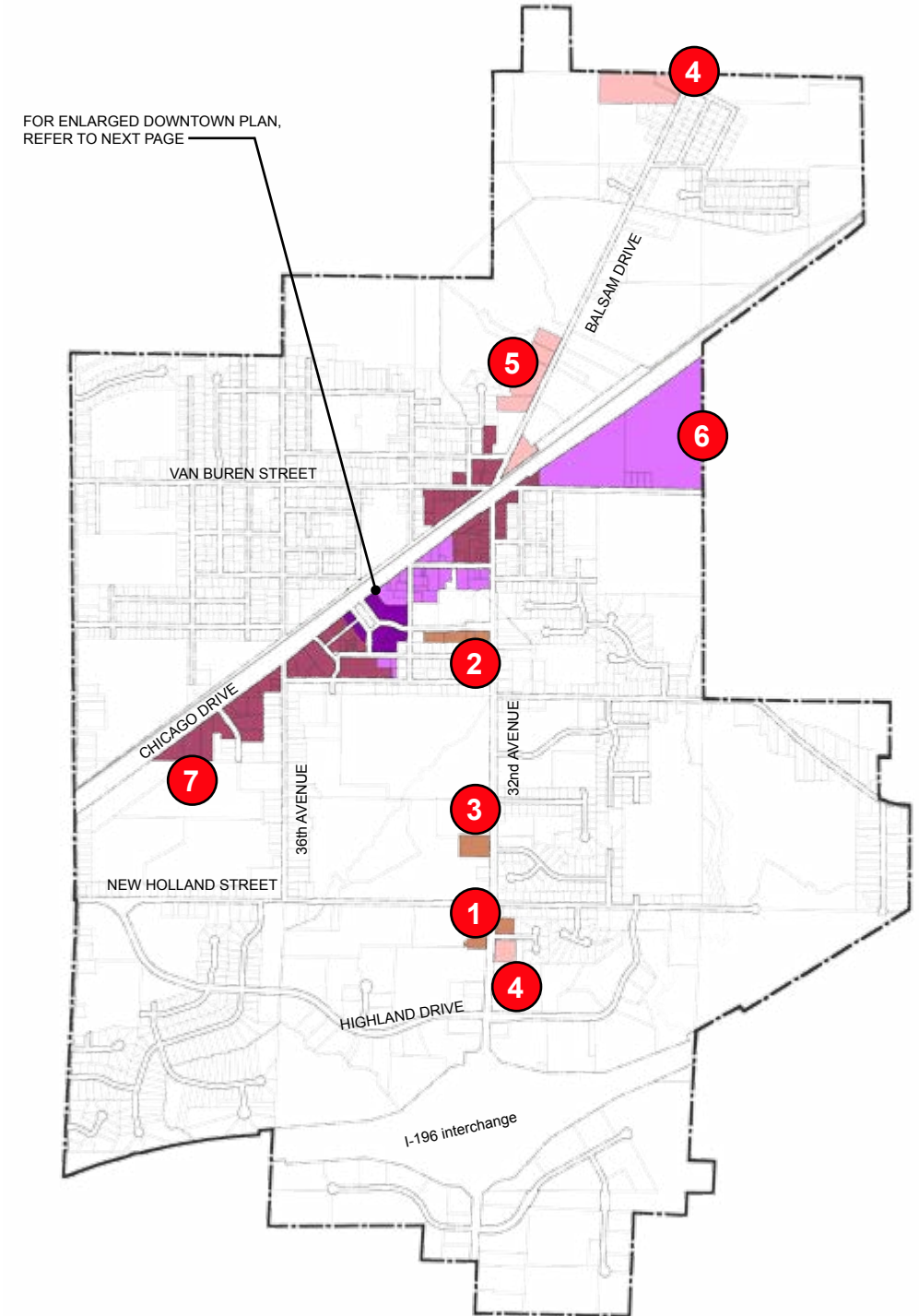


# PLAN SUMMARY

## WHAT IS ENVISIONED TO CHANGE: ZONING PLAN FOR DOWNTOWN AND MISCELLANEOUS PROPERTIES

ZONING PLAN TABLE : DEPICTS AREAS OF THE CITY WHERE CURRENT ZONING AND FUTURE LAND USE ARE NOT CONSISTENT AND RECOMMENDS ACTIONS TO ALIGN THEM IN THE FUTURE

FUTURE LAND USE DESIGNATION	CURRENT ZONING	FUTURE ZONING ACTIONS
1 Office / Service	Light Commercial	Current zoning indicates a light commercial district. Future land use envisions low-intensity office and service uses. <b>Action required: Future Land Use and current zoning are consistent, few changes are required.</b>
2 Office / Service	HUD 5	Current zoning indicates the HUD 5 district, designating a mix of uses that includes attached residential (rowhouse) and retail buildings. Future land use envisions low-intensity office and service uses. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
3 Office / Service	R-3	Current zoning indicates a single-family attached residential district. Future land use envisions low-intensity office and service uses. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
4 Neighborhood Commercial	Light Commercial	Current zoning indicates a light commercial district. Future land use envisions small scale retail and service uses. <b>Action required: Future Land Use and current zoning are consistent, few changes are required.</b>
5 Neighborhood Commercial	CBD-2	Current zoning indicates a central business district. Future land use envisions small scale retail and service uses. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
6 Town / Neighborhood Center	I-1	Current zoning indicates a light industrial district. Future land use envisions dwelling units that are detached (small single-family homes) and attached (rowhouse buildings), and residentially-scaled mixed-use buildings. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
7 Mixed Use	I-1	Current zoning indicates a light industrial district. Future land use envisions mixed-use buildings, single story retail buildings, rowhouses, and apartments. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>



ZONING PLAN REFERENCE : FUTURE LAND USES

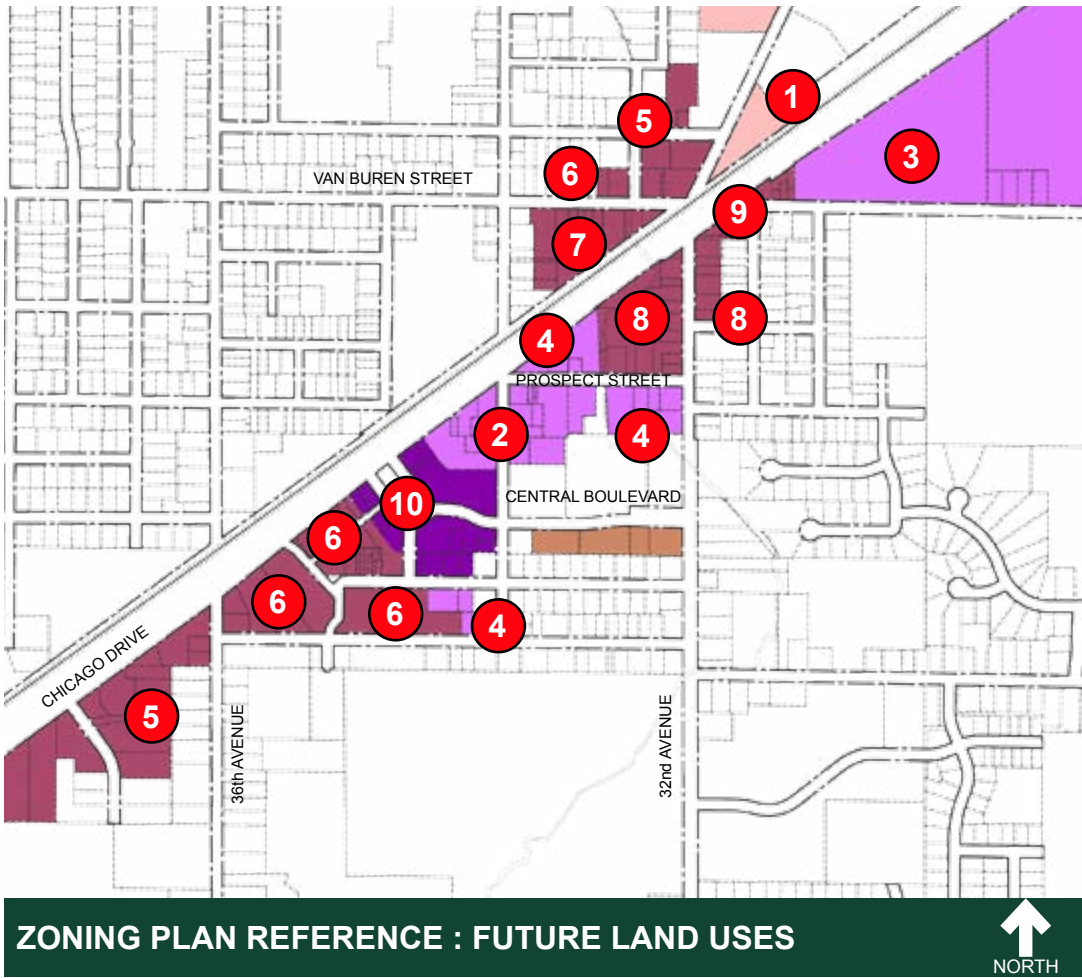




WHAT IS ENVISIONED TO CHANGE: ENLARGED ZONING PLAN FOR DOWNTOWN PROPERTIES

ZONING PLAN TABLE : DEPICTS AREAS OF THE CITY WHERE CURRENT ZONING AND FUTURE LAND USE ARE NOT CONSISTENT AND RECOMMENDS ACTIONS TO ALIGN THEM IN THE FUTURE

FUTURE LAND USE DESIGNATION	CURRENT ZONING	FUTURE ZONING ACTIONS
1 Neighborhood Commercial	HUD 6	Current zoning indicates HUD 6 district, designating mixed-use buildings, single story retail buildings, rowhouses, and apartments. Future land use envisions small scale retail and service uses. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
2 Town / Neighborhood Center	HUD 5	Current zoning indicates the HUD 5 district, designating a mix of uses that includes attached residential (rowhouse) and retail buildings. Future land use is consistent with zoning. <b>Action required: Future Land Use and current zoning are consistent, no changes are required.</b>
3 Town / Neighborhood Center	CBD-2	Current zoning indicates a central business district. Future land use envisions dwelling units that are detached (small single-family homes) and attached (rowhouse buildings), and residentially-scaled mixed-use buildings. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
4 Town / Neighborhood Center	HUD 5	Current zoning indicates the HUD 5 district, designating a mix of uses that includes attached residential (rowhouse) and retail buildings. Future land use is consistent with zoning. <b>Action required: Future Land Use and current zoning are consistent, no changes are required.</b>
5 Mixed Use	CBD-2	Current zoning indicates a central business district. Future land use envisions mixed-use buildings, single story retail buildings, rowhouses, and apartments. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
6 Mixed Use	CBD-1-OS	Current zoning indicates a central business district. Future land use envisions mixed-use buildings, single story retail buildings, rowhouses, and apartments. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
7 Mixed Use	CBD-2, HUD 6, and PF	Current zoning indicates a central business district, public facilities, and HUD 5 (mixed use district). Future land use envisions mixed-use buildings, single story retail buildings, rowhouses, and apartments. <b>Action required: Modify permitted uses and dimensional standards per Future Land Use description.</b>
8 Mixed Use	HUD 5	Current zoning indicates the HUD 5 district, designating a mix of uses that includes attached residential (rowhouse) and retail buildings. Future land use envisions mixed-use buildings, single story retail buildings, rowhouses, and apartments. <b>Action required: Modify zoning requirements per Future Land Use description.</b>
9 Mixed Use	HUD 6	Current zoning indicates HUD 6 district, designating mixed-use buildings, single story retail buildings, rowhouses, and apartments. Future land use is consistent with zoning. <b>Action required: Future Land Use and current zoning are consistent, no changes are required.</b>
10 Central Business District	HUD 7	Current zoning indicates HUD 7 district, designating mixed-use buildings. Future land use is consistent with zoning. <b>Action required: Future Land Use and current zoning are consistent, no changes are required.</b>





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## AERIAL VIEW OF HUDSONVILLE LOOKING WEST

SOURCE: PHOTOGRAPHY PLUS and CITY OF HUDSONVILLE, 2011



# CITY OF HUDSONVILLE MASTER PLAN

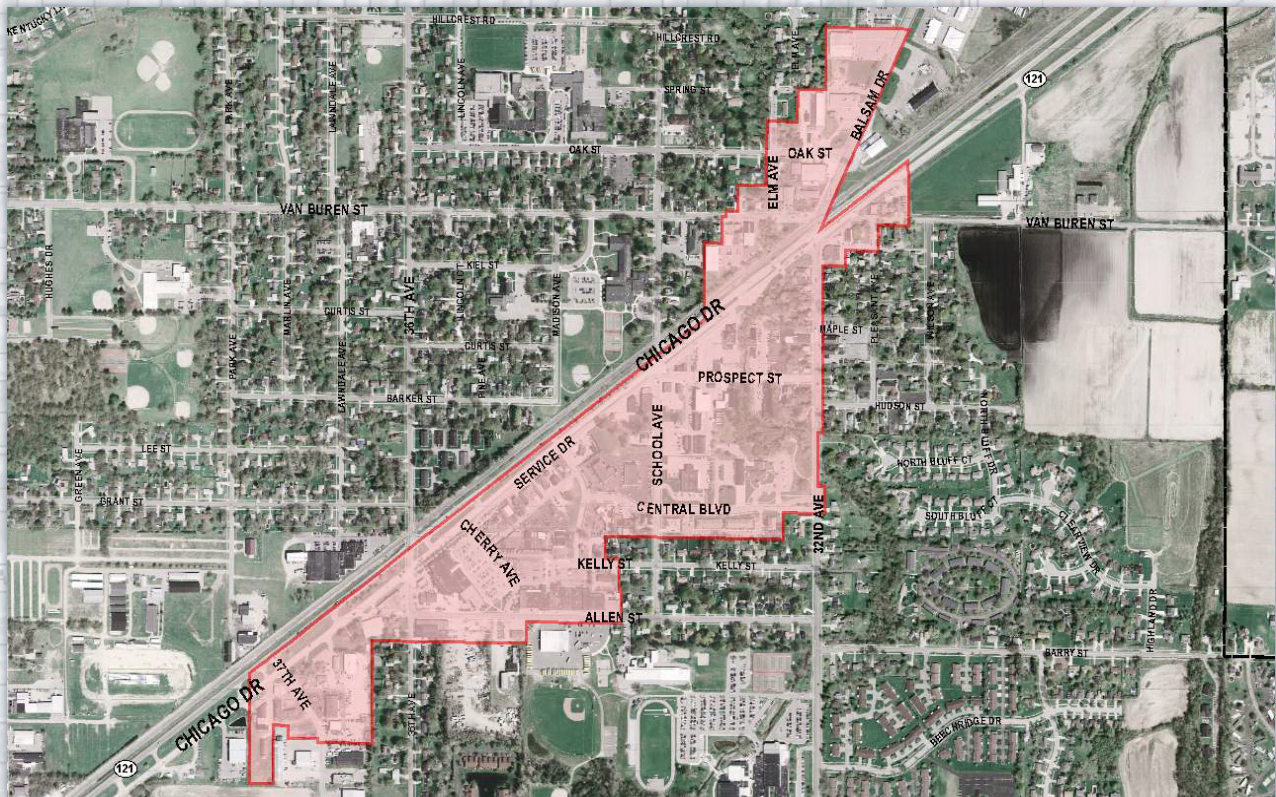
## IMAGINE HUDSONVILLE 2030

**DISTINCTIVE**  
**LIVABLE**  
**VIBRANT**  
**CONNECTED**



# CITY OF HUDSONVILLE

## DOWNTOWN DEVELOPMENT AUTHORITY



**2012-2041  
DEVELOPMENT AND  
TAX INCREMENT FINANCING PLAN**

Approved 2012





**CITY OF HUDSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY  
2012-2041 DEVELOPMENT AND TAX INCREMENT FINANCING PLAN**

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# CHAPTER 1

## INTRODUCTION

In an effort to correct and prevent deterioration in business districts, the Michigan State Legislature created a tool to assist in revitalization and act as a catalyst for redevelopment of downtown areas through Act 197, P.A. of Michigan, 1975, enacting the Downtown Development Authority Act. This Act facilitates a community's effort to be proactive in promoting economic growth so downtown blight and deterioration can be more easily avoided. Where possible, the purpose of a Downtown Development Authority is to increase property tax valuation and eliminate the causes of deterioration in an effort to promote economic growth.

While the City of Hudsonville Downtown Development Authority District (DDA) does not bear a strong resemblance to a traditional downtown area, it is intended to serve as the economic heart, a primary gathering place, and as the identity for the community. Since the DDA enabling act is proactive in preventing deterioration and promoting economic growth, the DDA Plan expansions and amendments that have taken place thus far have been appropriate.

## HISTORY

In 1983 the Hudsonville City Commission adopted an ordinance establishing the City of Hudsonville DDA. Since that time the boundaries of the DDA District were amended in 1986, 1994, 1997, 2003, and 2010.

Two years later (May 22, 1985) a Downtown Development & Tax Increment Financing Plan (TIF) was adopted by the City Commission. A TIF is the designated area where Tax Increment Revenues are captured for the purpose of funding improvements. The Plan was subsequently amended in 1986, 1993, 1996, and 2002. These amendments included:

### AMENDMENT #1

December 22, 1986. Street, storm sewer, sanitary sewer, water and sidewalk improvements were added. The TIF was also extended from 15 to 20 years.

### AMENDMENT #2

November 9, 1993. The Cherry Avenue Retail and Infrastructure Project was added. This included a public 260 vehicle parking lot, relocating Cherry Avenue and a Chicago Drive (M-121) crossover, along with sanitary, water and storm system improvements. The TIF was also extended 25 years to 2018.

### AMENDMENT #3

August 13, 1996. The Post Office Project at the northeast corner of Central Boulevard and School Avenue was added.

### AMENDMENT #4

January 7, 2003. Veterans Park at the northwest corner of Central Boulevard and 32nd Avenue was added. The park features statues representing the various branches of the military and contains a memorial wall with plaques honoring local military personnel. Events are held on formal holidays and there are other city and DDA sponsored events, classroom visits and more.



## RECENT ACTIVITY

Since 2006, there has been a steady decline in property values as Michigan's economy has faltered. This has resulted in reduced revenues for the DDA.

Despite this trend, the DDA has been increasingly active in recent years. The following is a list of key actions that have recently taken place within the DDA.

- Supported the approval of the 2006 Architectural Design Elements Portfolio.
- Supported the approval of the 2007 Downtown Master Plan.
- Purchased eight properties between 2008 and 2011 in the triangle block bordered by Chicago Drive, 32nd Avenue and Prospect Street for potential redevelopment.



TRIANGLE BLOCK WITH VACANT PROPERTY THE  
DDA HAS PURCHASED

- Installed a welcome sign with a digital reader board at the west end of Central Boulevard in 2009.



WELCOME SIGN AT  
CENTRAL BLVD.

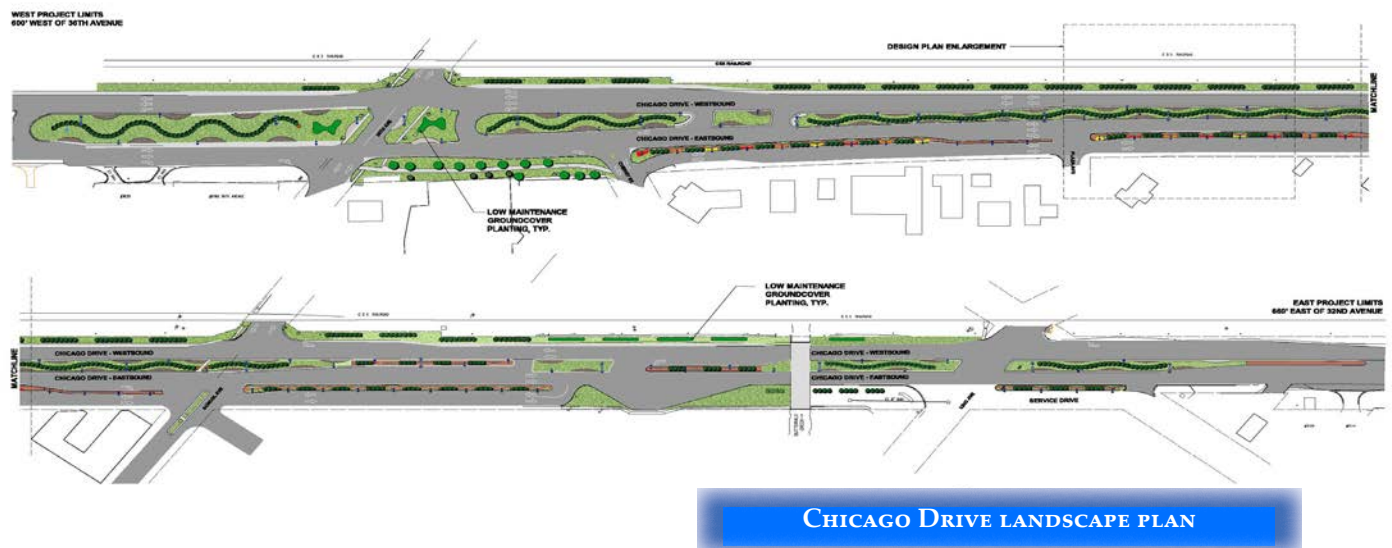


- In 2010 a millage was passed for the Hudsonville Public Schools system that will enable the expenditure of approximately eighty million dollars. More than fifty million dollars of those expenditures are planned for capital reinvestment adjacent to downtown, including the addition of a new high school building, a fine arts center, natatorium, and a bus garage. These improvements are expected to have a significant positive impact on the downtown area.

HUDSONVILLE PUBLIC  
SCHOOL PROPERTY  
WITH DOWNTOWN IN  
THE BACKGROUND



- Commissioned a detailed landscape plan for the Chicago Drive corridor in 2011. The plan has been endorsed by MDOT.





- Installed two phases of decorative streetlights along Chicago Drive in 2010 and 2011. There are 53 - 29' decorative light poles and 33 - 18' decorative light poles over a 4,600' stretch of Chicago Drive from 37th Avenue to east of 32nd Avenue.
- Repaved the Cherry Avenue parking lot in 2011.
- Replaced trees in the Cherry Avenue parking lot sidewalk and all the Ash trees in the parking lot area in 2011.
- Planted trees in part of the Chicago Drive median in 2011.
- In 2011, the City Commission approved the 2011-2016 City of Hudsonville Strategic Plan. The plan provides a clear set of goals and objectives that will help to guide the decisions of our City Commission on downtown redevelopment issues.
- Designed and installed a decorative welcome sign at the north end of Cherry Avenue in 2011. This was part of an initiative to install matching signs throughout the city that were also installed for the following places:
  - Hughes Park
  - Sunrise Park
  - Nature Center
  - City entrance signs at the east and west city limits, and along 32nd Ave by I-196
- Sponsored city events such as the summer concert series, holiday parade and the Dr. Seuss art exhibit.
- Installed decorative street light banners in 2011. Christmas wreaths, banners and lighted garland were also purchased.
- Supported approval of the 2012 Downtown Zoning Ordinance.
- Supporting the efforts to develop a Dr. Seuss-themed children's learning center and sculpture park.





- In 2012, the city applied for an acquisition grant through the Michigan Department of Natural Resources to enable a City Square (Village Green) feature. The Strategic Plan includes goals and objectives that support this project. It is also shown and promoted in the Downtown Master Plan, Recreation Plan, and in this plan. The City Square is intended as a cornerstone for creating a vibrant healthy downtown. This will be Hudsonville's main gathering place intended for heavy use by the public for various events, thereby bringing people into the downtown to further enhance the viability of our downtown businesses by sparking redevelopment and reinvestment, along with creating a stronger community bond.





## PURPOSE

The purpose of this plan is to amend the 1985 Downtown Development & Tax Increment Financing Plan. Due to recent improvements, current activity, and the age of the existing plan, it has become evident that a new plan is needed to establish direction for future improvements. The DDA proposes a plan that will provide significant long-range benefits to the community. It asks the taxing units to defer revenue for a time to undertake specific activities that will result in increased development and an increased tax base for the City and all other affected taxing authorities. This plan will become the *City of Hudsonville Downtown Development Authority 2012-2041 Development and Tax Increment Financing Plan*.



DOWNTOWN LOOKING SOUTH

## COORDINATION WITH THE CITY COMMISSION

It is recognized that the Downtown Development Authority is an autonomous body that has self-discretion over the expenditure of DDA and TIF funds which are appropriated within the city's annual budget. However as a matter of good practice, it is recommended that the DDA Board and City Commission meet jointly at least once annually to discuss the prioritization of capital improvement projects. In addition, the DDA and City Commission shall meet jointly prior to making any expenditure that exceeds \$100,000 or if considering a project which requires issuance of debt. The purpose of such a meeting is to provide an opportunity for open dialog and to achieve consensus on capital improvements funded by DDA and TIF dollars.

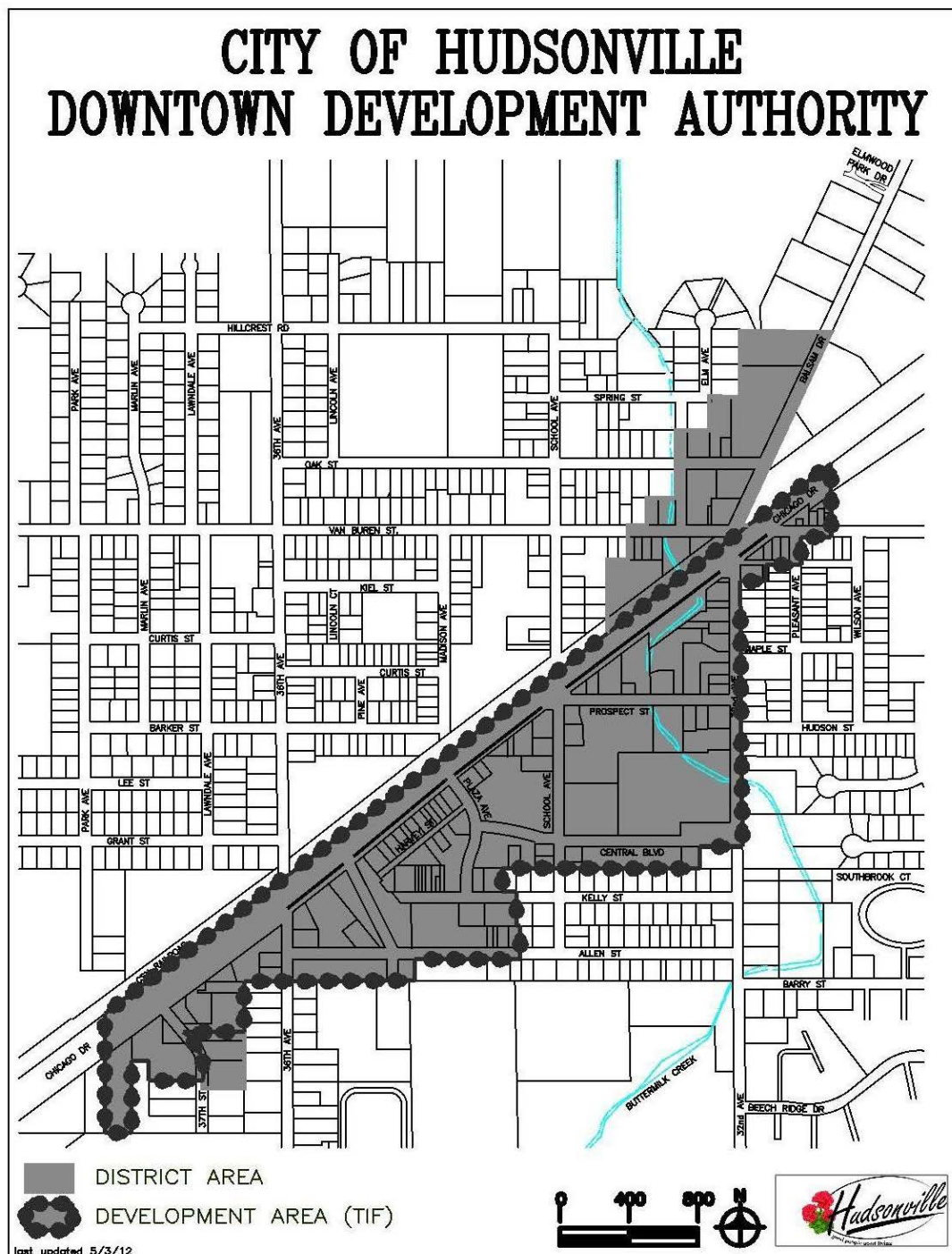


## CHAPTER 2

### LAND USE & DISTRICT CHARACTERISTICS

The DDA district boundaries do not perfectly align with the boundaries of the TIF development area. Map 1 below show the current boundaries of the DDA District Area and the DDA Development Area.

**MAP 1**  
**DOWNTOWN DEVELOPMENT AUTHORITY AREA**





## LAND USE

The Downtown Development Authority is 79.77 acres in area, excluding street rights-of-way. Most of the land area in the DDA is comprised of commercial uses, with a total of 69.3% in the commercial and office use categories. There is also a significant amount of public land uses with the Public and Park uses totaling 18.3% of the land. The main Public uses are City Hall, Department of Public Works, and the Post Office. In 2012, Hudsonville Public Schools purchased 1.48 acres of land south of Allen Street which will convert about 2% of land from commercial to public use. The DDA owns 3 of the 5.21 acres of vacant land.

**TABLE 1**  
**LAND USE BREAKDOWN FOR THE DDA**

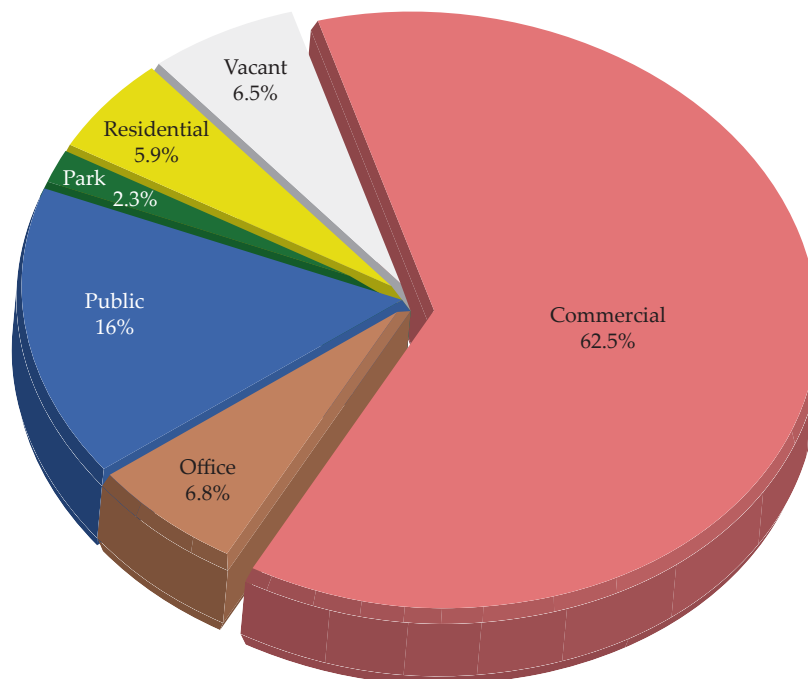
	2012 Acreage <sup>1</sup>	Percentage
Commercial	49.83 <sup>2</sup>	62.5%
Office	5.42	6.8%
Public	12.77	16.0%
Park	1.84	2.3%
Residential	4.69	5.9%
Vacant	5.21 <sup>3</sup>	6.5%
<b>TOTALS</b>	<b>79.77</b>	<b>100%</b>

<sup>1</sup> CALCULATIONS DO NOT INCLUDE EXISTING RIGHTS-OF-WAY, WHICH TOTAL 35.14 ACRES.

<sup>2</sup> COMMERCIAL USES MAY INCLUDE RESIDENTIAL UNITS OR OFFICE USES ON THE SAME LOT.

<sup>3</sup> VACANT IS PROPERTY WITHOUT IMPROVEMENTS, NOT VACATED BUILDINGS.

**FIGURE 1**  
**LAND USE BREAKDOWN**





## ZONING

The zoning of the DDA property changed significantly on January 25, 2012 when the City of Hudsonville Downtown Zoning Ordinance was adopted. The majority of the downtown property was rezoned to newly created districts. The new districts are Hud 5, 6 and 7, and Public Open Space. Surrounding the newly created districts in the DDA remain original districts from the citywide zoning ordinance, which are I-1, CBD-2 and PF. The Public Open Space and Public Facilities Zone Districts are very similar and when a new citywide ordinance is adopted they will likely be in the same Zone District. The properties zoned CBD-2 will likely be in Hud 5 or Hud 6.

The new zoning districts will allow more diversification in land uses, which will encourage redevelopment by providing greater flexibility, so the current minimal amount of mixed uses may increase in the future. Hud 7 is the most intense zone district, with Hud 5 enabling a greater amount of residential uses. There is a total of 7.5% of the land zoned for public uses with 89.4% of the land having an emphasis on commercial use. Table 2 below, provides a more detailed breakdown of zoning within the DDA.

**TABLE 2**  
**ZONING BREAKDOWN FOR THE DDA**

	<b>Acreage<sup>1</sup></b>	<b>Percent</b>
Hud 5	32.08	40.5%
Hud 6	15.39	19.4%
Hud 7	3.01	3.8%
Public Open Space	2.62	3.3%
Public Facilities	3.35	4.2%
Central Business District Two (CBD-2)	20.35	25.7%
Industrial (I-1)	1.89	2.4%
Single-Family Residential (R-1-C)	0.50	0.6%
<b>TOTALS</b>	<b>79.18</b>	<b>100%</b>

<sup>1</sup>ZONING ACREAGE WAS CALCULATED USING REGIS. THE CALCULATION IS DIFFERENT THAN THE USE ACREAGE DUE TO THE ADDITIONAL RIGHT-OF-WAY IN THE ZONING ORDINANCE.



## **CHAPTER 3**

### **DOWNTOWN DEVELOPMENT PLAN**

#### **THE DEVELOPMENT PLAN**

The City of Hudsonville Downtown Development Authority (DDA) proposes to construct numerous public improvements in the downtown district, which utilize funds from the Tax Increment Financing Plan (TIF). This plan intends to stimulate the downtown business district economy and encourage new private investment in the downtown business district properties.

During the fall of 2011 and early 2012, the DDA Board of Directors met to discuss possible capital improvement projects for the development district. Capital improvement projects were reviewed, and then prioritized by their perceived importance by the Board of Directors. The general improvements are explained below.

#### **THE DEVELOPMENT PLAN SCHEDULE**

There are two plans, the Short Range Plan and the Long Range Plan, which were created by the DDA Board of Directors. The Short Range Plan is intended for action within the next five years (i.e. 2012 to 2016). Projects have been broken down into 5 categories. It is noted that the order of these categories does not infer prioritization of preference. The level of interest is presented as high, medium or low. The approximate timing, cost and funding source are also included.

Although there is not a specific category for “walkability”, this is an emphasis from the City of Hudsonville Master Plan and the City of Hudsonville 2011-2016 Strategic Plan that is addressed by a number of the redevelopment projects throughout the lists below.

#### **DEVELOPMENT AREA CITIZEN’S COUNCIL**

A citizen’s council is not necessary because there are less than 100 residents residing within the development area. There are no plans for displacing residents within the development area.

# SHORT RANGE PLAN

## A. DOWNTOWN REDEVELOPMENT

**HIGH**      **CITY SQUARE (VILLAGE GREEN)**  
**\$3,000,000**  
**2012 TO 2013**  
**CITY COMMISSION, DNR, MDOT AND DDA**

Coordinate with the city on the construction of the City Square feature as recommended in the Downtown Master Plan, Recreation Plan and Strategic Plan. The focal point of this project is the centrally-located Village Green that will serve as an active gathering place and further enhance the viability of our downtown businesses. Streets will be realigned around the perimeter of the park as shown on the image below and utilities will be relocated underground.



**HIGH**      **STREET PATTERN MODIFICATION**  
**\$300,000**  
**2012 TO 2016**  
**CITY COMMISSION AND DDA**

Coordinate with the city on the modification of the street pattern in alignment with the Downtown Master Plan.

**HIGH**      **PROPERTY ACQUISITION FOR PARKING LOTS**  
**\$500,000**  
**2012 TO 2016**  
**DDA**

Explore options to buy and maintain public parking lots as a means to incentivize redevelopment.



**HIGH**      **ESTABLISH PUBLIC/PRIVATE PARTNERSHIPS IN OUR COMMUNITY THAT FURTHER THE DOWNTOWN REDEVELOPMENT VISION OF THE MASTER PLAN**  
**\$150,000**  
**ONGOING**  
**DDA**

Negotiate terms of purchase and/or relocation of their business to accommodate the public improvement components of the Master Plan for this Strategic Plan objective.

## B. DDA/TIF BOUNDARY ANALYSIS

**MED/HIGH**      **DDA/TIF BOUNDARY ANALYSIS**  
**\$0**  
**2012**  
**CITY COMMISSION AND DDA**

Consider unifying/expanding DDA and TIF boundaries as necessary. The area north of Chicago Drive and a few parcels along 37th Avenue are within the DDA, but are not included within the TIF. It could be appropriate for the DDA and TIF boundaries to be unified so that all DDA properties have the financial means for improvement.

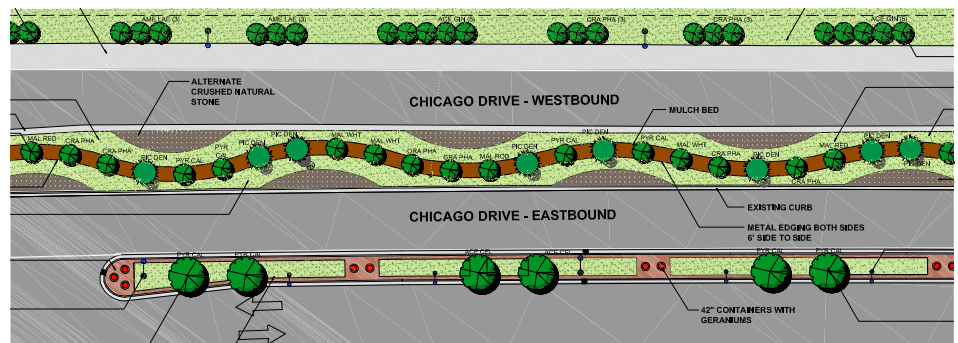
## C. CITY BEAUTIFICATION

**HIGH**      **LIGHT POLE DECORATIONS**  
**\$5,000**  
**ONGOING**  
**CITY COMMISSION AND DDA**

Install amenities on the city's decorative lights, including banners, flags and Christmas decorations creating a more inviting appearance and adding a pleasant seasonal charm along the main corridors.

**MED**      **M-121 LANDSCAPING**  
**\$600,000**  
**2012 TO 2016**  
**CITY COMMISSION AND DDA**

Install landscaping along the Chicago Drive corridor based on the completed landscape plan. Landscaping will have a significant impact on giving Chicago Drive a more pleasant appearance, and diverting views away from the overhead power lines and poles.



## D. TRIANGLE PROPERTY

**HIGH** **PROPERTY ACQUISITION**  
**\$800,000**  
**2012 TO 2014**  
**CITY COMMISSION AND DDA**

Continue to purchase properties as they become available in the triangle block where the DDA already owns many parcels to facilitate future development as needed.

**HIGH** **DETERMINATION OF ALTERNATE DEVELOPMENT PLAN FOR TRIANGLE BLOCK**  
**\$0**  
**2012 TO 2014**  
**DDA**

Coordinate an alternative development plan for the triangle block with the Planning Commission in accordance with the Strategic Plan in the event that the Dr. Seuss Park does not come to fruition.

## E. OTHER PROJECTS

**HIGH** **CITY SPONSORED PUBLIC EVENTS**  
**\$6,000**  
**2012 TO 2016**  
**CITY COMMISSION AND DDA**

Continue to financially support city sponsored public events such as the summer concert series and holiday parade.



SUMMER CONCERT AT VETERANS PARK



MEMORIAL DAY AT VETERANS PARK

**MED** **BUSINESS EXPANSION SUPPORT**  
**\$50,000**  
**ONGOING**  
**MEDC AND DDA**

Provide seed money to assist with commercial construction for new businesses and businesses that want to expand.



**MED** **BUTTERMILK CREEK PATHWAY**  
\$200,000  
2012 TO 2013  
DDA & CITY

Coordinate with the city to improve the Buttermilk Creek corridor and create a pedestrian greenway linkage. This project may require the acquisition of right-of-way inside and outside of the DDA Boundaries.

**MED** **BURY OVERHEAD UTILITY LINES**  
\$1,000,000  
2012 TO 2016  
CITY COMMISSION AND DDA

Bury overhead utility lines as opportunities arise to improve overall aesthetics throughout the DDA.

**MED/LOW** **FARMERS MARKET DEVELOPMENT**  
\$100,000  
2013 TO 2016  
USDA AND DDA

Support the development of a permanent Farmers Market facility/structure. A permanent canopy would provide the market with greater visibility and help it to grow.



CURRENT FARMERS  
MARKET

**LOW** **EXTENSION OF IMPROVEMENTS BEYOND THE CORE**  
\$500,000  
2015 TO 2016  
CITY COMMISSION AND DDA

Install other wayfinding improvements such as signage, lighting, decorations and landscaping that can tie in the 32nd Avenue corridor with the downtown to show a natural connection to the downtown to draw in additional traffic.

# LONG RANGE PLAN

## WAYFINDING SIGNAGE

\$20,000

*CITY COMMISSION & DDA*

Add signage to guide 32nd Avenue traffic into the downtown area. This improvement should not occur until after redevelopment of the downtown is complete to avoid having to later update the signs.

## 32ND AVENUE CORRIDOR ENHANCEMENT

\$1,500,000

*MDOT, CITY COMMISSION AND DDA*

Streetscape improvements coordinated with the ultimate widening of 32nd Avenue to include decorative streetlights, sidewalk widening and other corridor improvements.

## ADDITIONAL DECORATIVE STREET LIGHTS

\$1,000,000

*CITY COMMISSION AND DDA*

Install decorative streetlights along streets such as Central Boulevard and Chicago Drive to enhance their appearance.

## TRAIN DEPOT

\$200,000

*MDOT, CITY COMMISSION AND DDA*

Construct a train depot in Hudsonville.

ORIGINAL HUDSONVILLE  
TRAIN DEPOT





# CHAPTER 4

## DOWNTOWN DEVELOPMENT AUTHORITY FUND SOURCES

### FINANCING SOURCES

The Downtown Development Authority (DDA) Act authorizes several potential sources of funds for the DDA to use in financing its development activities, including the following:

1. Donations;
2. A tax of up to two (2) mills levied on the DDA district upon approval of the City Commission for use in financing DDA activities;
3. Proceeds from general obligation bond issues;
4. Revenues from property owned by the DDA;
5. Monies received from other sources approved by the City Commission; and
6. Proceeds of a tax increment financing plan.

The following comments relate to the funding sources. These comments will try to put into perspective the need for consideration of tax increment financing as a means of funding the improvements summarized in Chapter 3.

1) **DONATIONS** - These funds could be from either individuals or corporations, including philanthropic foundations or from special activities sponsored by the DDA.

2) **TAX LEVY** - Limited to two (2) mills, this source could provide the DDA district with a constant stream of funds similar to a special assessment levy on the district. Originally, Act 197 limited the use of these funds to finance the “operations” of the authority. However, the law was amended in June 1983 to allow this millage to be used for any purpose (Act 86, P.A. of 1983).

Currently the DDA District levies 1.0 mil, which according to the 2011 Ottawa County Apportionment Report, translated into \$14,768 in 2011. This millage is still primarily used for the operations of the DDA. For comparison, the other two communities in Ottawa County with a DDA, the cities of Holland and Grand Haven, respectively levy 1.8333 and 1.8448 mills.

3) **BOND PROCEEDS** - These funds are provided in the Act as a “source of financing,” however, it could be better termed that they are a source of borrowing, not an actual source of capital.

The DDA recommends this option as a means to finance large scale proposed improvements in the development plan. The DDA should exercise caution when borrowing for any capital project, taking into consideration the potential risk of defaulting.

4) **REVENUE FROM PROPERTIES** - The DDA owns eight parcels on 3 acres of property in the DDA district. These parcels were purchased to facilitate development on the triangle block south of Chicago Drive, west of 32nd Avenue and north of Prospect Street. The DDA could use the sale of these properties for potential revenue.

5) **OTHER SOURCES** - These sources might include any general revenues of the City. It may also come from special assessments approved by the Board for the DDA's use or through special grants.

6) **TAX INCREMENT FINANCING** - This procedure allows the DDA to capture a tax levied on increases in the Taxable Value (TV) of the district which are attributable to the growth caused by improvements financed with the revenue from increased taxes.

The DDA favors this approach because it does not establish a new tax but merely captures a portion of increased tax revenue to use for a specific purpose.

The DDA feels this is the most viable option to finance the proposed development projects. The following section provides further information regarding the tax increment-financing plan.

The DDA recommends that Tax Increment Financing be used as a major source of revenue to finance development projects.

## **EXPLANATION OF TAX INCREMENT FINANCING PROCEDURE**

Public Act 197, the enabling legislation for Downtown Development Authorities introduced the concept of Tax Increment Financing to economic development projects in Michigan. By using this financing method a Downtown Development Authority (DDA), with the approval of the municipality, can "capture" a portion of the revenue gained from taxes to implement a development plan. Tax increment financing is not a new tax, but simply earmarks increasing tax revenue for activities specified in a DDA development plan. The Tax Increment Financing process is typically carried out in the following manner:

1. A DDA determines it is necessary to make public improvements to stimulate economic growth in a downtown business district. It defines the public improvements and identifies costs in a development plan;
2. The DDA determines if it wants to make the improvements by issuing bonds or by collecting a portion of the taxes in the area to be used at a later date to actually implement improvements;
3. The DDA captures the taxes or a portion of taxes generated by subsequent growth stimulated by the public investment. This tax base growth is called the "captured assessed value." More specifically, it is the difference between the Taxable Value (TV) in the district that exists at the time of adoption of the plan and subsequent increases in Taxable Value (TV). For example, if at the time a DDA plan was adopted the Taxable Value (TV) of property was \$150,000 and five years later the property's TV was \$200,000, the DDA could capture the taxes generated from the \$50,000 increase.
4. The taxes which are potentially available for collection to pay for the future project include all the normally levied taxes by all the taxing units on the captured assessed value of the DDA district except local school and state education taxes. (The DDA may enter into agreements with each of the taxing units to share a portion of the captured assessed value). Revenues collected beyond the amount needed to meet the cost of the specific development project would be returned proportionately to the taxing units.



5. When implementation of the development is completed, the captured assessed value is released and all affected taxing units receive all the taxes levied from that point.
6. During the time the tax increment plan is in effect the taxing units continue to receive the tax revenue from the DDA's total Taxable Value (TV) in the base year. If the DDA collects more money than it needs, to implement the plan the excess amount of funds are returned to the taxing units.
7. In order to be implemented, the tax increment-financing plan must be approved by an ordinance enacted by the City after a public hearing is held.
8. While the plan is in effect the DDA shall submit to the City an annual report on the status of the tax increment financing account. The report shall also be published in a newspaper.



## CHAPTER 5

### THE TAX INCREMENT FINANCING PLAN FOR THE CITY OF HUDSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY DISTRICT

The City of Hudsonville Downtown Development Authority (DDA) proposes the following tax increment financing plan:

1. **PURPOSE** - The purpose of this tax increment-financing plan is to capture the revenue gained from increased development in the downtown area to pay for the improvements specified in the development plan.
2. **FINANCING PLAN** - The DDA proposes to accumulate sufficient revenue from the captured taxable value to make the principal and interest payments on borrowed money. The maximum amount of bonded indebtedness will not exceed total principal and interest payments. The DDA also recommends that any excess funds be used to fund projects on a “pay as we go” schedule.
3. **INITIAL TAXABLE VALUE** – On May 22, 1985 the City Commission adopted its first District Development Plan and Tax Increment Financing Plan (TIF). The “initial taxable value” - which is the base year Taxable Value from which the “captured assessed value” is calculated - was the 1985 Taxable Value of the tax increment-financing district as determined by the State Tax Commission.
4. **CAPTURED TAXABLE REVENUE TO BE USED** - The DDA proposes that all of the tax revenue levied by all eligible taxing units on the captured taxable value of real and personal property within the district be used by the authority for the proposed projects. In 1985, the original base for the DDA development district was \$5,142,600. Of note is that part of the DDA is not within the TIF with the biggest area being all of the property north of Chicago Drive along with a few parcels on the east side of 37th Avenue (see Map 1 on page 7).
5. **PLAN DURATION** – Tax Increment Financing Plan is currently effective until December 9, 2018. To enable completion of this plan’s proposed projects the effective date of this Tax Increment Financing Plan will be extended to July 31, 2041.
6. **PROJECTION OF CAPTURED TAXABLE VALUE AND REVENUE** - Table 4 provides the projected captured taxable value in the DDA.

**TABLE 4**  
**TIF CAPTURED REVENUE – ENTIRE DDA DISTRICT (2012)**

Year of Original Base	Original Value	Current Value	Captured Taxable Value	Estimated Annual Income
1985	5,142,600	12,939,270	7,796,670	121,525

The projected revenue in Table 5 on the following page is based on capturing taxes generated from the captured taxable value. As the law indicates, any revenue produced from the captured taxable value that exceeds projections can be returned to the taxing units on a proportional basis. The total revenue that is projected is based on a conservative 0.5% annual growth rate. If 1% were used as the annual growth rate, an additional \$500,000 would be produced by the year 2041.



**TABLE 5**  
**CITY OF HUDSONVILLE DDA**  
**PROJECTED TAX INCREMENT REVENUES**

	Total Value	Original Value	Captured Taxable Value	Tax Increment Revenues	Total Revenue
2012	12,939,270	5,142,600	7,796,670	121,525	621,525
2013	13,003,966	5,142,600	7,861,366	122,534	744,059
2014	13,068,986	5,142,600	7,926,386	123,547	867,606
2015	13,134,331	5,142,600	7,991,731	124,566	992,171
2016	13,200,003	5,142,600	8,057,403	125,589	1,117,760
2017	13,266,003	5,142,600	8,123,403	126,618	1,244,378
2018	13,332,333	5,142,600	8,189,733	127,652	1,372,030
2019	13,398,994	5,142,600	8,256,394	128,691	1,500,721
2020	13,465,989	5,142,600	8,323,389	129,735	1,630,456
2021	13,533,319	5,142,600	8,390,719	130,784	1,761,240
2022	13,600,986	5,142,600	8,458,386	131,839	1,893,079
2023	13,668,991	5,142,600	8,526,391	132,899	2,025,978
2024	13,737,336	5,142,600	8,594,736	133,964	2,159,943
2025	13,806,023	5,142,600	8,663,423	135,035	2,294,978
2026	13,875,053	5,142,600	8,732,453	136,111	2,431,089
2027	13,944,428	5,142,600	8,801,828	137,192	2,568,281
2028	14,014,150	5,142,600	8,871,550	138,279	2,706,560
2029	14,084,221	5,142,600	8,941,621	139,371	2,845,932
2030	14,154,642	5,142,600	9,012,042	140,469	2,986,400
2031	14,225,415	5,142,600	9,082,815	141,572	3,127,972
2032	14,296,542	5,142,600	9,153,942	142,681	3,270,653
2033	14,368,025	5,142,600	9,225,425	143,795	3,414,448
2034	14,439,865	5,142,600	9,297,265	144,915	3,559,363
2035	14,512,064	5,142,600	9,369,464	146,040	3,705,403
2036	14,584,625	5,142,600	9,442,025	147,171	3,852,574
2037	14,657,548	5,142,600	9,514,948	148,308	4,000,881
2038	14,730,836	5,142,600	9,588,236	149,450	4,150,331
2039	14,804,490	5,142,600	9,661,890	150,598	4,300,929
2040	14,878,512	5,142,600	9,735,912	151,752	4,452,681
2041	14,952,905	5,142,600	9,810,305	152,911	4,605,592

NOTE: TABLE ASSUMES AN ANNUAL GROWTH OF 1/2%.

## IMPACT ON TAXING UNITS

The taxing units affected by the TIF are:

- City of Hudsonville
- Ottawa County

In judging the impact of tax increment financing, several actions must be considered: 1) the amount of millage levied; 2) the percent of the tax increment financing district of the taxing unit's total Taxable Value; 3) the increased Taxable Value the taxing unit could use if the plan were not in place; and 4) the overall community benefit of increasing the tax base. Table 6 below, summarizes the taxing units and how the TIF affects them.

**TABLE 6**  
**AFFECT OF TIF PLAN**

Taxing Unit <sup>1</sup>	Tax Levy	Taxable Value of Taxing Unit <sup>1</sup>	Taxable Value of TIF area <sup>2,3</sup>	TIF as a Percent of Unit's Total TV
Hudsonville	11.2303	214,435,294	13,563,601	6.33
Ottawa County	4.3565	9,401,932,735	13,563,601	0.14
<b>TOTAL</b>	<b>15.5868</b>	---	---	---

<sup>1</sup> DOES NOT INCLUDE RENAISSANCE ZONES

<sup>2</sup> SOURCE: 2011 OTTAWA COUNTY APPORTIONMENT REPORT

<sup>3</sup> 2011 TV OF ENTIRE DDA IS 14,738,385

As can be seen in Table 7, below, the impact on Hudsonville is greatest because it levies the largest millage rate and has the largest taxable value within the DDA between the two taxing authorities. Ottawa County is the only other source for additional DDA project funding. The following table shows the impact when each taxing unit's percentage of total millage is translated into the proposed share of the development cost.

**TABLE 7**  
**SHARE OF THE DEVELOPMENT COSTS BY TAXING UNIT**

Taxing Unit	Percentage of Total	Share of Development Costs (over 30 years)
Hudsonville	72.05	3,318,332
Ottawa County	27.95	1,287,260
<b>TOTAL</b>	<b>100.0</b>	<b>4,605,592</b>



## **DDA DEBT**

The DDA also currently captures taxes from Hudsonville Public Schools, Ottawa Area Intermediate School District, and the Michigan State Education Tax for outstanding debt service on the 1994 bonds that will end in 2014. Once the bond is paid in full the DDA will no longer capture taxes from those taxing entities. A total of \$49,600 is owed on the bond for FY 2013 and 2014.

## **JUSTIFICATION OF THE TAX INCREMENT FINANCING PLAN**

The DDA feels it is imperative that public improvements in the downtown district continue. It strongly believes that without these public improvements the downtown business district could follow a declining path. Public improvements that are possible due to deferred revenue from the taxing units will provide long-range benefits, including an increased tax base. The DDA also feels that public improvements can serve as a catalyst for businesses to make improvements to their respective buildings and facilities.

There are a lot of unknown proposed costs within the plan. The DDA Board of Directors will look at the priority list in determining which projects will take priority, keeping in mind how much money is available.

In implementing this plan, the taxing authorities should eventually realize additional revenue from the increased development in the city of Hudsonville. The initial revenue will pay for the proposed downtown improvements.

## **SUMMARY**

The DDA recommends adoption of this amended plan in total to be used to finance the various public improvement projects included in the development plan. The DDA recognizes that there are other sources of funding. Due to the uncertainty and anomalous nature of these funding methods (e.g., grants, private donations, etc.), the DDA reserves the right to fund projects through these sources when made available.



**DOWNTOWN HUDSONVILLE WITH PUBLIC SCHOOL PROPERTY IN  
THE BACKGROUND**





