

IMAGINE HUDSONVILLE 2030

DISTINCTIVE



LIVABLE



VIBRANT



CONNECTED



HUDSONVILLE MASTER PLAN

May 20, 2015

Imagine Hudsonville 2030 is a highly-visual, citizen-driven, action-oriented Comprehensive Master Plan that establishes a new, elevated standard for community planning.

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.



Four Guiding Principles form the foundation of Imagine Hudsonville 2030. These Principles reflect the City's desires to be a Distinctive, Vibrant, Livable, and Connected City.

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.



Project-based “Implementation Strategies” are developed for each Guiding Principle of the Plan. Each strategy is clearly depicted using high resolution images.

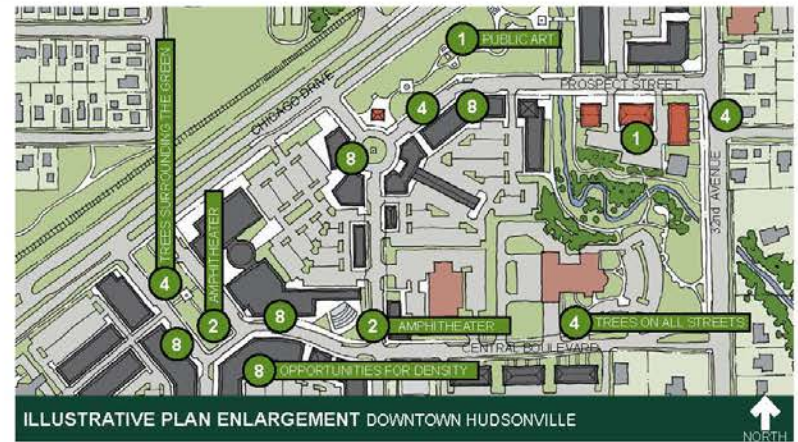
A CLOSER LOOK: DOWNTOWN

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 section of the Plan is dedicated to "Downtown Hudsonville". The enhancement of this area of the City is highly important to citizens and businesses

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 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> <ul style="list-style-type: none"> Distinctive Place Charming Small Town Nice Civic Spaces Muck Fields are still here Celebration of our History More Public Art Sense of Place Focal Points Heritage More Culture Sculpture Garden Community with an Identity Quality Architecture Nice Landscaping Buildings with a sense of History A Beautiful Place Iconic Gateways 	<p>Great Place to Live</p> <ul style="list-style-type: none"> Parks More Trees Kids Playing Great Neighborhoods Great Schools Walkable Safe Place Farm Land Surrounding the City Young and Old Interacting Together Greenspace Clean City A Parade Fine Arts Center Families Pride Amphitheater More Nature Center Programming 	<p>Mixed Use Downtown</p> <ul style="list-style-type: none"> Flourishing Businesses Unique Downtown More Culture Walkable Vibrant Convenience Activity in the Downtown Great Neighborhoods Up Scale Destinations Farmers Market Food Co-Op Downtown Restaurants Local Businesses No Big Boxes Kelly and Allen Streets Redeveloped 	<p>Better Connections for People</p> <ul style="list-style-type: none"> Walkable Bike Paths Small Quaint Scale More Trees Activity in the Downtown People Walking around Downtown Pedestrian Bridge across Chicago Drive Focal Points Convenience Iconic Gateways Sense of Place Great Neighborhoods Railroad Tracks Gone



Stakeholder comments received during community “visioning sessions” are categorized for each Guiding Principle and ordered based their on importance to citizens

PUBLIC OUTREACH AND CITIZEN INPUT

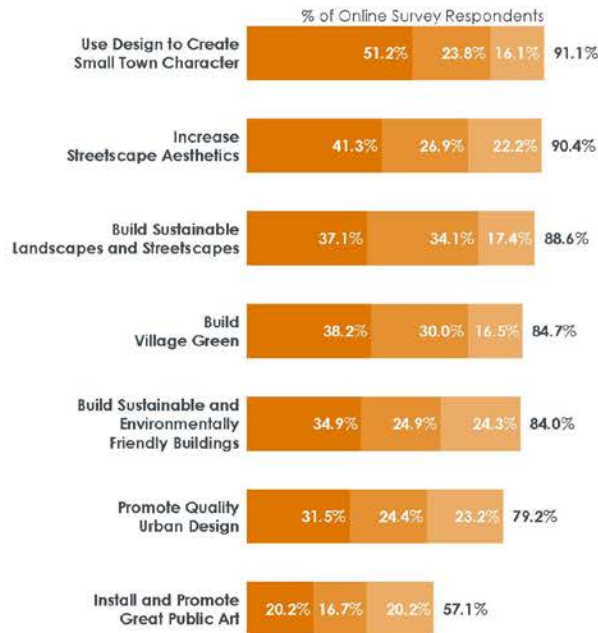
REAFFIRMATION: VIRTUAL AND “ON THE GROUND” COMMUNITY OUTREACH

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

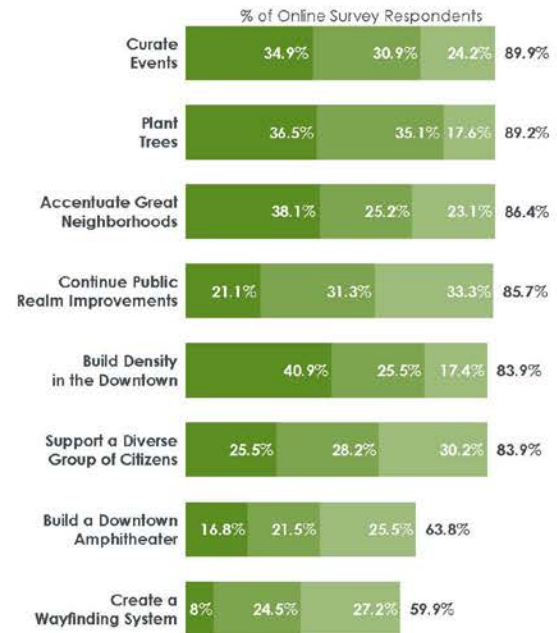
Very Important | Important | Somewhat Important



Livable City

Projects Ranked by Level of Importance

Very Important | Important | Somewhat Important



Easy-to-interpret graphs are incorporated into the Plan which summarize the citizen input that was collected through the unique “on-the-ground” outreach campaign



“Informational Kiosks” were displayed in various locations throughout the community in order to solicit input from a wide-range of citizens.

PLAN SUMMARY

DISTINCTIVE CITY IMPLEMENTATION

IMPLEMENTATION ITEM	ACTION STEPS	PRIMARY RESPONSIBILITY	POTENTIAL KEY PARTNERS	TIMEFRAME
1 Build Village Green	<ul style="list-style-type: none"> Secure funding sources Acquire land Design streets Construct streets Design park Construct park 	City of Hudsonville and Hudsonville DDA	Land Developers, Land Owners, State of Michigan, and DNR Trust Fund Grants	Short-term (1 - 2 years)
2 Increase Street and Streetscape Aesthetics	<ul style="list-style-type: none"> Continue Chicago Drive improvements Start downtown street improvements Start 32nd Avenue Improvements 	City of Hudsonville and Hudsonville DDA	Michigan Department of Transportation	Ongoing
3 Install Great Public Art	<ul style="list-style-type: none"> Establish Arts Advisory Council Create plan for installation (and install) small sculptures 	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)
4 Promote Great Public Art	<ul style="list-style-type: none"> Determine strategic locations for public art Begin artwork acquisition Create marketing plan for art events 			
5 Use Distinctive Design to Create Small Town Character	<ul style="list-style-type: none"> Continue outreach and education with developers & architects regarding the City's aesthetic vision and the importance of design Consider using historic preservation as a tool to preserve historic homes in strategic locations. 	Land Developers, City of Hudsonville, and Hudsonville DDA	Architects, Landscape Architects, & Other Design Professions	Ongoing
6 Promote City Building and Urban Design	<ul style="list-style-type: none"> As downtown redevelops accentuate street network that creates small blocks and interesting vistas 	City of Hudsonville and Hudsonville DDA	Land Developers and Land Owners	Ongoing (with progress in 3 - 5 years)
7 Build Sustainable Buildings	<ul style="list-style-type: none"> Encourage LEED or other sustainably designed buildings with financial and development incentives 	City of Hudsonville and Hudsonville DDA	Land Developers, Building Owners, and Architects	Ongoing
8 Build Sustainable Landscapes & Streetscapes	<ul style="list-style-type: none"> Adopt Low Impact Design (LID) Standards Build City streets and infrastructure that follows LID Standards. 	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
1 Support a Diverse Group of Citizens	<ul style="list-style-type: none"> Identify location for combined learning center and senior center Secure funding sources Design and Construct building 	City of Hudsonville and Hudsonville DDA	Land Developers, Land Owners, State of Michigan, and Citizens	Long-term (5 - 10 years)
2 Build Downtown Amphitheater	<ul style="list-style-type: none"> Select location Facilitate design Construct Amphitheater 	City of Hudsonville and Hudsonville DDA	Land Developers, Land Owners, and Citizens	Mid-term (3 - 6 years)
3 Continue Public Realm Improvements and Maintenance	<ul style="list-style-type: none"> Install uniform pedestrian lighting along sidewalks and in city parks Install uniform trash and recycling receptacles downtown Maintain cleanliness of streets and sidewalks 	City of Hudsonville and Hudsonville DDA	City DPW	Ongoing and Short-term (1 - 3 years)
4 Plant Trees	<ul style="list-style-type: none"> Collaborate with Consumers Energy on most appropriate locations and species for trees Change City policies to promote street trees Plant & maintain trees 	City of Hudsonville and Hudsonville DDA	City DPW, Land Owners, and Consumers Energy	Ongoing
5 Create Wayfinding System	<ul style="list-style-type: none"> Create a wayfinding strategy Design and install signs 	City of Hudsonville and Hudsonville DDA	City DPW	Mid-term (3 - 5 years)
6 Curate Events	<ul style="list-style-type: none"> Strategize on events that will draw people to Hudsonville Market events 	City of Hudsonville and Hudsonville DDA	Citizens, Chamber of Commerce, and Hudsonville Arts Council	Ongoing
7 Accentuate Great Neighborhoods	<ul style="list-style-type: none"> Maintain existing land use & zoning for single-family residential districts Continue active zoning enforcement Create an award for home renovations 	City of Hudsonville and City Planning Department	City DPW and Citizens Chamber of Commerce	Ongoing
8 Build Density	<ul style="list-style-type: none"> Create zoning districts in the downtown that encourage mixed-use multi-story buildings 	City of Hudsonville and City Planning Department	Land Owners, Land Developers, and Citizens	Ongoing

Each Project included in the Plan is prioritized based on the public input that was collected throughout the master planning process



The Draft Master Plan was presented to multiple Stakeholder Groups including a Joint Meeting between the County and City Planning Commissions