

*In 2003, the City of Holland began a process to assess neighborhood redevelopment opportunities in the central part of the City. This process identified the area as the “Center of Centers”.*

The Johnson Hill Land Ethics Studio worked on a team with William J. Johnson and Greg Holcombe of Urban Innovations to identify the key character defining elements of each neighborhood. The team worked with local residents, merchants, and officials to identify these elements and neighborhood redevelopment opportunities.

As a part of the process, the team devised guidelines that would allow for redevelopment and still preserve the character of each neighborhood. This process helped the City of Holland to establish clear and concise development standards and to encourage neighborhood redevelopment.



## Center of Centers Neighborhood Redevelopment Plan

*Holland, Michigan*

City of Holland

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