

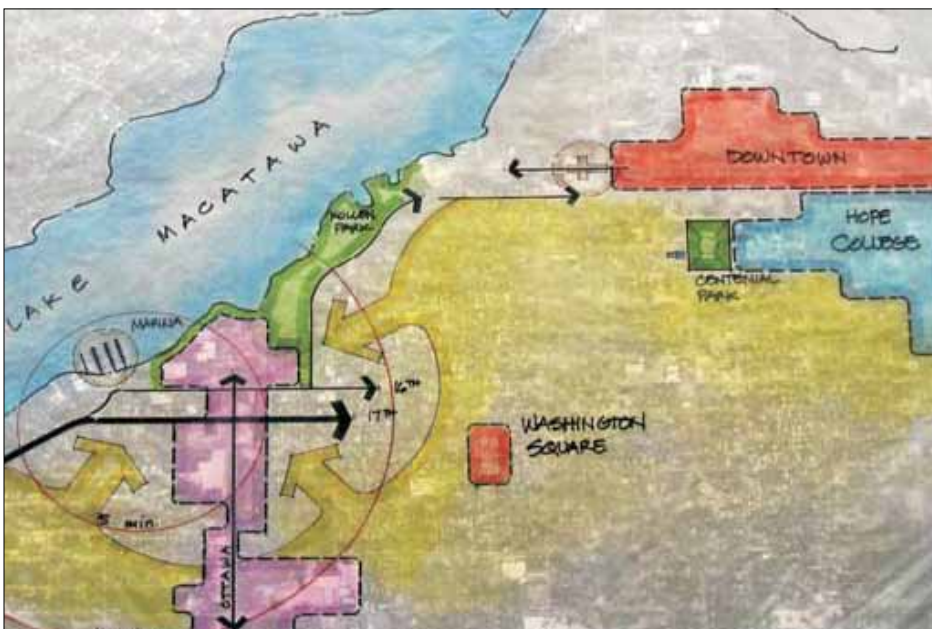
*Located two blocks from the Lake Macatawa waterfront, the West 17th Street Corridor contains a mix of marina-related services, other businesses as well as vacant and underutilized parcels.*

The Johnson Hill Land Ethics Studio worked with local businesses, residents, and officials to develop a conceptual Master Plan for the redevelopment of the West 17th Street corridor in downtown Holland.



In order to build consensus and gain insight into the unique features of the corridor, the JHLE Studio conducted a series of public design workshops that invited residents, business owners, elected officials, and City staff to share their ideas, goals, and visions for this space. The JHLE Studio used the ideas generated during these sessions to develop three Master Plan alternatives for the corridor.

The nearby municipal marina is a valuable community resource. The West 17th Street corridor has long-term potential for redevelopment that will complement the marina and surrounding civic functions.



## West 17th Street Redevelopment Plan

*Holland, Michigan*

City of Holland

270 South River Avenue  
Holland, Michigan 49423  
616.355.1363



516 East Washington Street • Ann Arbor, Michigan 48104  
t: 734.668.7416 f: 734.668.2525 www.jhle-studio.com

153 East Front Street • Traverse City, Michigan 49684  
t: 231.929.9438 f: 231.932.9250 www.jhle-studio.com