

The Vision for Zeeland, Michigan is to revitalize the heart of the community and encourage a Downtown that is financially affordable and competitive, physically attractive, fun, and energetic.

During the past several years, the City of Zeeland has very actively worked to develop future plans for the entire community, including Downtown Zeeland. Through this Downtown Vision Plan, the Johnson Hill Land Ethics Studio integrated prior efforts into the planning framework of their Vision Plan. Community meetings were conducted to determine the needs and desires of stakeholders including business and property owners, entrepreneurs, families, and residents. The final Vision Plan consisted of a series of specific suggestions to help Zeeland revitalize their Downtown. These suggestions included creating strong corners throughout the downtown area, a unique bed and breakfast or hotel for recreational and business visitors, maximize the use of existing buildings and proposing new developments where appropriate, identifying opportunities for infill development, and providing suggestions to enlarge and relocate an existing farmers market. Also highlighted was the importance of public-private partnerships, and their impact on local development and the economy of Zeeland. Through input from the local community and city officials, the Johnson Hill Land Ethics Studio was able to provide Zeeland with a relevant and meaningful Vision Plan that can be implemented both in the short and long-term.



Zeeland Downtown Vision Plan

Zeeland, Michigan

City of Zeeland

21 South Elm Street
Zeeland, Michigan 49464
616.772.6400



The
Johnson Hill
Land Ethics
Studio

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