

**HUDSONVILLE
HAS CHARM.**

Planning for the
Future of our
Community

Community Master Plan 2025

ADOPTED
July 16, 2025



STREET

Urb
HayD

Acknowledgments

Planning Commission

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R. Tyler Dotson – City Manager
Larry Brandsen – City Commissioner
Jeremy Kamp – Past City Commissioner
Julie Schmuker – Vice Chair
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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, McKenna was hired by 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, multiple Hudsonville Newsletter articles encouraging input, the city website, Facebook, presentations for the Hudsonville Downtown Development Authority, Planning Commission, City Commission, Business Stakeholders, multiple online surveys, a kiosk that was displayed with cards for providing input at City Hall and the Library;

WHEREAS, the City of Hudsonville Master Plan is titled 'Community Master Plan 2025' and projects 20 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 Planning Commission has requested the following topics to be expanded upon in the Master Plan. Total number of public participants in the introduction, strengthening Chicago drive crossings, additional transportation options, ensuring sufficient public areas like playgrounds and restrooms downtown;

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 July 16th, 2025 to seek public comments regarding the Master Plan and Future Land Use Map.

NOW, THEREFORE, BE IT RESOLVED, that the Hudsonville Planning Commission **by a no less than 2/3 affirmative vote of its members** 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: July 16, 2025

Yays 7, Nays 0



Thank You Residents!

Over the course of 2024 and 2025, over 500 Hudsonville residents participated in the creation of this plan, through public engagement events, online outreach opportunities, and public hearings. Additional details can be found in Chapter 2.



7.

Introduction

Planning for the future change and continual development and redevelopment of a community and its resulting land uses is largely dependent on where the community is located. Understanding the regional location of a community and other existing conditions such as transportation systems, environmental features, demographics, and more helps to drive logical, pragmatic, and action-oriented implementation measures that can be used to steer the community into a sustainable future.

Not only is it imperative to understand regional location and existing conditions within a community, other elements such as regional development and planning trends—as well as broad development and planning trends—are significant foundations to the master planning process and subsequent implementation actions taken by a community. By analyzing both regional and broad planning trends, a community can proactively prepare for changing environments and seamlessly adapt to growth and development for years to come.

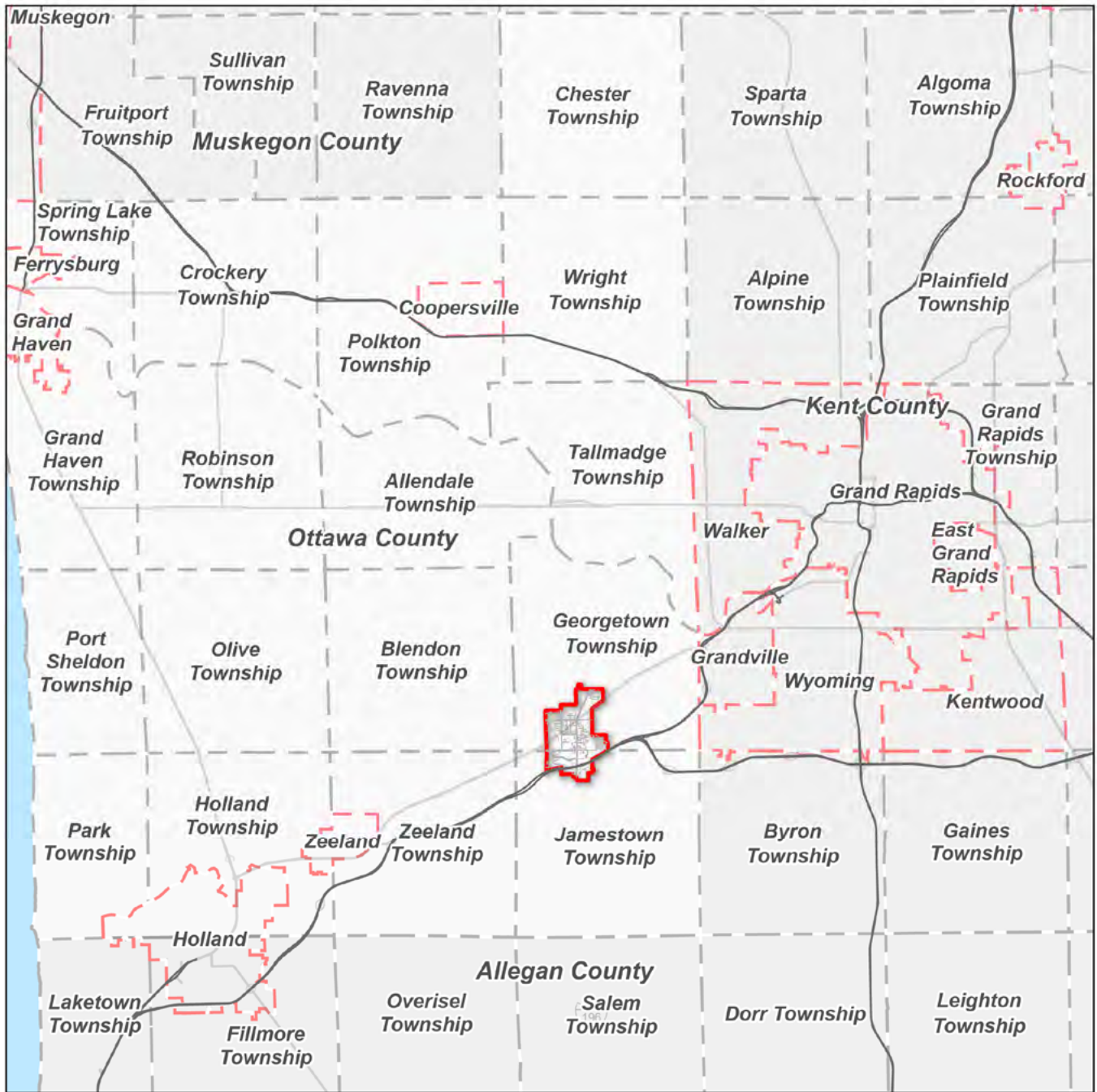
Regional Snapshot

Hudsonville is located a few miles southwest of Grand Rapids, on the eastern edge of Ottawa County. The City is bordered by Georgetown Township, including the unincorporated community of Jenison, to the north and Jamestown Township to the south. The cities of Zeeland, Grandville, and Wyoming are also located nearby.

With convenient access via I-196 and Chicago Drive to both greater Grand Rapids and the lakeshore, Hudsonville has become a highly desirable suburban community known for its quality schools, cute downtown area, wide variety of parks and green spaces, and high quality of life.

Hudsonville is also a city with rich heritage. The City began in 1856 when Homer Hudson, from Ohio, settled in Georgetown Township to start a nursery to raise fruit trees. In 1872, Hudsonville was named after Mr. Hudson. The area became a village in 1927 and in 1957 was officially incorporated as a city.

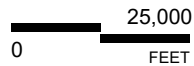
Though the City continues to grow, it maintains this charm and heritage. In the recent past the City has seen the creation of three business parks to accommodate light industry and commercial growth. During the same time period the downtown area was redeveloped. The City has two community parks, one neighborhood park and a nature center. In 2004 the City dedicated a new veteran's park located next to city hall. This park has six life size statues representing the five branches of the military, a memorial wall for veteran's names and an amphitheater that will accommodate seating for over 500 people. The City Commission promotes cooperation and regional planning through its membership in the Grand Valley Metro Council made up of over 30 municipalities. In late 2004, M-6 was completed, branching from I-196 just outside of our southern city limits. Hudsonville is a great place to live. Hudsonville is known for their well-kept homes, fine churches and excellent public and private schools.



Map 1.
Regional Location

City of Hudsonville, Michigan

July 16, 2025



LEGEND

- City of Hudsonville
- Cities
- Townships
- Ottawa County
- Surrounding Counties

Basemap Source: Michigan Center for Geographic Information, v17a. Data Source: City of Hudsonville, 2024. McKenna, 2024.





2.

Hudsonville Has Life

The City of Hudsonville’s Master Plan provides a roadmap for the future development of the City. The changes in the City’s demographics, acknowledgment of advances in technology, community-building, and other important sectors, and comments received during public input have led to a revised vision for the future changes within Hudsonville.

Demographic analysis, or the study of the characteristics of the population, is a fundamental element of master planning. Future growth and development require consideration of how many people will need City services, how much housing is affordable, how many new houses will be built, and other vital signs. By understanding these existing conditions and past trends, the City can then appropriately anticipate and plan for the future needs of the community.

The comprehensive data sources for the City of Hudsonville are the 2010 and 2020 American Community Survey 5-Year Estimates. 2022 Census data is used where available as well. This analysis compares the City of Hudsonville to several surrounding communities and Ottawa County where appropriate. Differences in demographics may indicate issues or areas in which land use planning and public policies are warranted; may identify strengths or assets that can be further developed; or may identify weaknesses or issues that need to be addressed.

Community Profile

POPULATION TRENDS

Changes in the number of people in an area serves as an important indicator of community health; examining these trends is an integral tool in community planning. Table 1 shows the relative population of the City of Hudsonville in comparison with Ottawa County and the State of Michigan.

Table 1. Population Change, 2010-2020

	2010	2020	% CHANGE 2010-2020
City of Hudsonville	7,181	7,353	2.4%
Ottawa County	261,376	296,200	13.3%
State of Michigan	9,952,687	9,973,907	0.2%

Source: U.S. Census (2010, 2020)

Hudsonville has experienced growth in the past decade, though other communities in Ottawa County with more available land for new housing have grown faster, as evidenced by the County's 13.3% growth rate. Ottawa County's growth is part of two different trends visible in the State of Michigan. First, a population shift from east to west, as the Grand Rapids, Kalamazoo, and Holland regions, among others, outpace growth in the Metro Detroit area. And second, a population shift from rural to urban, as jobs and talent cluster in the state's metropolitan regions.

AGE DISTRIBUTION TRENDS

The age of a community's population has implications for planning and development, whether it is a need for housing alternatives, an increased or decreased need for schools and other public amenities such as parks, or services for empty nesters and older residents.

The figure below compares the median age (the mid-point where half the population is younger and half is older) of the City of Hudsonville and the comparison communities. As the data below notes, the City of Hudsonville has a lower median age than both Ottawa County and the State of Michigan. Given this information, it can be concluded that the City has a relatively young population comprised of many young and/or growing families. The same conclusion can be drawn about Ottawa County as well.

Table 2. Median Age of the City of Hudsonville

LOCATION	2023
City of Hudsonville	32.4
Ottawa County	36.3
State of Michigan	40.5

Source: 2023 American Community Survey

Age structure (analyzing which proportions of a municipality's populations are in which stages of life) gives a nuanced view of the makeup of a community. Age distribution information can highlight different areas in which a community may need to focus during the life of a master plan. For example, a population that skews younger may have more of a need for schools, youth community programs, childcare businesses or programs, and others. A population that skews older may be in need of more programs for aging in place, such as public transportation, parks, trails, and others.

As depicted in the Table below, the age group with the largest percentage of the City's population is 30 to 34 years old at 11.9%, with 10 to 14 years old at 10.7% (the second highest). This correlates with the median age noted above in that the general population of the City is relatively young.

Hudsonville's young population indicates that it is an attractive community for families, due to its parks, amenities, and schools. The young population is also an indicator that the community should plan for population growth that outstrips housing growth, as families grow and more people live within the same number of housing units.

Table 3. Age Structure, 2022

AGE	CITY OF HUDSONVILLE		OTTAWA COUNTY	
	COUNT	PERCENTAGE	COUNT	PERCENTAGE
Under 5 years	597	7.8%	16,981	5.7%
5 to 9 years	707	9.3%	19,972	6.7%
10 to 14 years	814	10.7%	19,952	6.7%
15 to 19 years	305	4.0%	25,183	8.5%
20 to 24 years	317	4.2%	27,394	9.2%
25 to 29 years	755	9.9%	18,103	6.1%
30 to 34 years	910	11.9%	17,594	5.9%
35 to 39 years	480	6.3%	19,503	6.6%
40 to 44 years	286	3.7%	16,278	5.5%
45 to 49 years	291	3.8%	16,151	5.5%
50 to 54 years	309	4.0%	16,967	5.7%
55 to 59 years	424	5.6%	18,741	6.3%
60 to 64 years	373	4.9%	16,718	5.6%
65 to 69 years	291	3.8%	15,371	5.2%
70 to 74 years	254	3.3%	11,737	4.0%
75 to 79 years	93	1.2%	7,915	2.7%
80 to 84 years	257	3.4%	5,557	1.9%
85 years and over	170	2.2%	6,066	2.0%
Total	7,633	100.0%	296,183	100.0%

Source: U.S. Census Bureau American Community Survey, 2022

Hudsonville also has a higher average household size than most of its comparison communities at 2.83 persons per household. This further indicates a higher number of families in the City.

Table 4. Median Household Size, Community Comparison

YEAR	CITY OF HUDSONVILLE	GEORGETOWN TOWNSHIP	OTTAWA COUNTY	STATE OF MICHIGAN
2010	2.67	2.87	2.74	2.53
2020	2.96	2.81	2.67	2.45
2022	2.83	2.85	2.6	2.45
Percent Change (2020-22)	-4.39%	1.42%	-2.62%	0.00%

Source: US Census Bureau American Community Survey 5-Year Estimates, (2022). Table S1101 Households and Families

RACE AND ETHNICITY

The Table below illustrates these racial distributions for the area in comparison with the City of Hudsonville, as well as Ottawa County and the State of Michigan. Although, Hudsonville is still a largely a white community, it is growing more diverse.

Table 5. Racial Distribution, 2020

	WHITE	BLACK	NATIVE AMERICAN	ASIAN	NATIVE HAWAIIAN/ PACIFIC ISLANDER	OTHER/ TWO OR MORE RACES	HISPANIC ORIGIN (ANY RACE)
City of Hudsonville	88.4%	1.2%	0.3%	1.0%	0.1%	4.1%	4.9%
Ottawa County	81.5%	1.7%	0.2%	2.7%	0.0%	3.9%	9.9%
State of Michigan	72.4%	13.5%	0.5%	3.3%	0.0%	4.8%	5.6%

Source: US Census Bureau 2020 Headcount

OCCUPATION SUMMARY

This section addresses the employment of residents of Hudsonville. This is not an analysis of what kinds of jobs are available or what businesses are located within the community, but rather in what occupations residents are employed, regardless of where they work. The major occupational sectors in the City include educational services, healthcare, social assistance (28.0%) and manufacturing (19.1%). The City includes several office and industrial centers which also contribute to manufacturing, healthcare, and educational industries.

Table 6. Occupational Sectors, 2022

INDUSTRY	CITY OF HUDSONVILLE
Total Employed Persons Over 16 Years of Age	3,607
Agriculture, forestry, fishing, hunting, and mining	0.2%
Construction	3.8%
Manufacturing	19.1%
Wholesale Trade	9.8%
Retail Trade	7.9%
Transportation, warehousing, and utilities	3.0%
Information	0.6%
Finance, Insurance, and Real Estate	2.1%
Professional, scientific, management, administrative, and waste management services	9.8%
Educational services, and health care, and social assistance	28.0%
Arts, entertainment, and recreation, and accommodation and food services	4.0%
Other services, except public administration	9.3%
Public Administration	2.4%
Total	100.0%

Source: U.S. Census Bureau, ACS 5-Year Estimates 2022

INCOME AND POVERTY

The median household income in the City of Hudsonville is \$86,000 according to the 2022 American Community Survey 5 Year Estimates. This means that half of all workers earned more than this amount and half earned less. The median income for Ottawa County, according to the 2022 American Community Survey 5-Year Estimates, is \$86,652. Generally, the median incomes for both sample areas are similar.

According to the 2019 American Community Survey, about 4.3% of the households in the City earned an income in the last 12 months that places them below the poverty level.

HOUSING CHARACTERISTICS

Analyzing a community’s housing stock illustrates the type of housing units in the community, the relative size of those units, and their age. In a period where demographic trends are shifting and alternative housing arrangements are needed to accommodate working professionals and aging empty nesters, a mix of housing types of various ages indicates a higher capacity to house a broader spectrum of residents. The following table illustrates housing characteristics of the City of Hudsonville below.

Table 7. Housing Characteristics, City of Hudsonville

UNITS IN STRUCTURE	CITY OF HUDSONVILLE
Occupied Housing Units	2,662
1, detached	1,695
1, attached	353
2 apartments	34
3 or 4 apartments	141
5 to 9 apartments	191
10 or more apartments	16
Mobile home or other type of housing	232

Source: US Census Bureau American Community Survey 5-Year Estimates, (2022). Table S2504

According to Table 7 about 64% of housing units in the City of Hudsonville are single-family detached houses while only 14% are located in multi-unit structures. 51% of the City's housing stock was constructed prior to 1979 while only 14% of the City's housing stock was built between 2010-2022. This data indicates that the City's housing stock is primarily comprised of older single-family houses. The median value of a single-family home in the City of Hudsonville was \$264,200 in 2022. The State of Michigan had a median value of single-family homes of \$320,900 in 2022.

Table 8. Housing Value, City of Hudsonville

UNITS IN STRUCTURE	CITY OF HUDSONVILLE
Owner-Occupied Housing Units with a Mortgage	1,392
Less than \$50,000	72
\$50,000 to \$99,999	70
\$100,000 to \$299,999	837
\$300,000 to \$499,999	340
\$500,000 to \$749,999	73
\$750,000 to \$999,999	0
\$1,000,000 or more	0
Median (dollars)	\$264,200

Source: US Census Bureau American Community Survey 5-Year Estimates, (2022). Table S2506

537 housing units have been constructed in Hudsonville, or are under construction, since the 2022 American Community Survey was conducted. Those units are not reflected in this table.

FINANCIAL CHARACTERISTICS FOR HOUSING UNITS WITH A MORTGAGE

Single-family houses, and other housing types such as townhouses, duplexes, quadplexes, and multi-family buildings are all appropriate future housing types. New neighborhoods are encouraged to contain a variety of housing types, to allow for a variety of price points and to create increased density without impacting the character of existing adjacent neighborhoods.

The total number of housing units in Hudsonville is 2,748 units. 2,662 units are occupied meaning 86, or 3.1%, are vacant.

Table 9. Number of Housing Units, Community Comparison

YEAR	CITY OF HUDSONVILLE	GEORGETOWN TOWNSHIP	OTTAWA COUNTY
2010	2,701	16,150	92,526
2020	2,521	18,486	104,586
2022	2,748	18,825	108,362

Source: US Census Bureau American Community Survey 5-Year Estimates, (2022). Table S2501

There are 537 housing units either completed or under construction since 2022 in the City of Hudsonville, which brings the total to 3,285 housing units.

OCCUPANCY CHARACTERISTICS

From 2010 to 2020, Hudsonville lost housing units, despite population growth. The drop was almost entirely from mobile homes being moved out of the Presidential Estates Mobile Home Park, though some houses were torn down. Since 2020, a building boom has added 537 housing units to the City. Data is not yet available for householder ages for those units, however.

Table 10. Housing Tenure, City of Hudsonville

UNITS IN STRUCTURE	CITY OF HUDSONVILLE
Total	2,662
Owner Occupied:	2,279
Householder 15 to 34 years:	621
» Moved in 2021 or later	-
» Moved in 2018 to 2020	132
» Moved in 2010 to 2017	489
» Moved in 2000 to 2009	-
» Moved in 1990 to 1999	-
» Moved in 1989 or earlier	-
Householder 35 to 64 years:	1,079
» Moved in 2021 or later	18
» Moved in 2018 to 2020	118
» Moved in 2010 to 2017	418
» Moved in 2000 to 2009	277
» Moved in 1990 to 1999	150
» Moved in 1989 or earlier	98

UNITS IN STRUCTURE	CITY OF HUDSONVILLE
Householder 65 years and over:	579
» Moved in 2021 or later	34
» Moved in 2018 to 2020	-
» Moved in 2010 to 2017	164
» Moved in 2000 to 2009	107
» Moved in 1990 to 1999	52
» Moved in 1989 or earlier	222
Renter Occupied:	383
Householder 15 to 34 years:	233
» Moved in 2021 or later	41
» Moved in 2018 to 2020	71
» Moved in 2010 to 2017	121
» Moved in 2000 to 2009	-
» Moved in 1990 to 1999	-
» Moved in 1989 or earlier	-
Householder 35 to 64 years:	78
» Moved in 2021 or later	-
» Moved in 2018 to 2020	42
» Moved in 2010 to 2017	26
» Moved in 2000 to 2009	-
» Moved in 1990 to 1999	10
» Moved in 1989 or earlier	-
Householder 65 years and over:	72
» Moved in 2021 or later	7
» Moved in 2018 to 2020	14
» Moved in 2010 to 2017	28
» Moved in 2000 to 2009	14
» Moved in 1990 to 1999	9
» Moved in 1989 or earlier	-

Source: US Census Bureau American Community Survey 5-Year Estimates. (2022). Table B25128 Tenure by Age of Householder by Year Householder Moved Into Unit

537 housing units have been constructed in Hudsonville, or are under construction, since the 2022 American Community Survey was conducted. Those units are not reflected in this table.

When considering new housing development, the City should consider the need for multiple-unit housing, the increase in younger and family-forming-aged persons, and the median income of residents.

EDUCATIONAL ATTAINMENT

This section analyzes the educational attainment in Hudsonville and the comparison communities for persons age 25 and older. Generally, the City has similar levels of educational attainment compared to Ottawa County and the State of Michigan.

Table 11. Educational Attainment of Residents Aged 25 and Older, 2022

EDUCATION LEVEL	CITY OF HUDSONVILLE	OTTAWA COUNTY	STATE OF MICHIGAN
Less than 9th grade	1.5%	2.3%	2.7%
9th to 12th grade, no diploma	2.4%	3.2%	5.5%
High school graduate (includes equivalency)	29.1%	26.5%	28.1%
Some college, no degree	26.2%	20.5%	21.9%
Associate's degree	8.0%	10.0%	9.7%
Bachelor's degree	22.5%	25.0%	19.5%
Graduate or professional degree	10.4%	12.4%	12.6%
High school graduate or higher	96.1%	94.5%	91.8%
Bachelor's degree or higher	32.9%	37.4%	32.1%

Source: U.S. Census Bureau 2022 American Community Survey

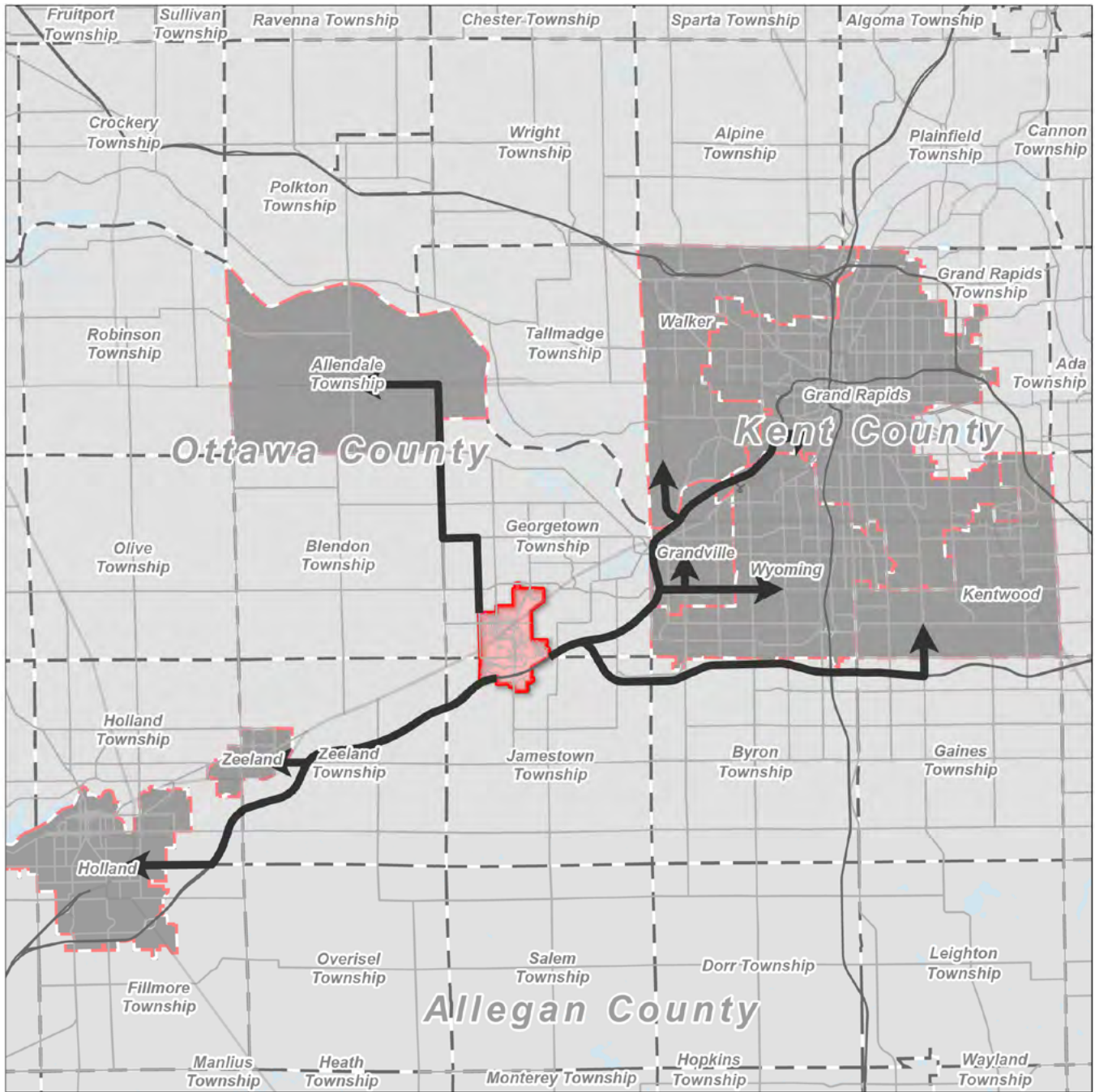
COMMUTING

An indication of this area's economic position relative to the surrounding region can be illustrated in travel time to work for residents. The following table further outlines the time residents, age 16 and older, spend traveling to their place of employment, as well as which places of work can be reached in that radius. The Table below includes a breakdown of the commute time for Hudsonville residents. In the City, the mean travel time to work is approximately 26.4 minutes. A clear majority of Hudsonville residents commute approximately 10 to 24 minutes to work, which is expected given that the City of Grand Rapids is a large employment hub in the region. However, it should also be noted that a significant portion of the City's residents commute between 25 and 44 minutes to work.

Table 12. Commuting Destination, 2022

TRAVEL TIME TO WORK	PLACES OF WORK WITHIN THIS COMMUTE RADIUS	% OF POPULATION
Under 10 minutes	Hudsonville/Jenison/Jamestown/Georgetown	12.6%
10 to 24 minutes	Zeeland/Allendale/Grandville	43.1%
25 to 44 minutes	Byron Center/Wayland/Holland/Grand Haven/Grand Rapids	27.8%
45 to 59 minutes	Kalamazoo/Muskegon/Howard/Portland	7.9%
Over 60 minutes	Benton Harbor/Pentwater/Lansing/Battle Creek	8.5%
Total		100.0%

Source: U.S. Census Bureau, 2022



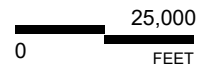
Map 2.
Commuting Destinations

City of Hudsonville, Michigan

July 16, 2025

LEGEND

- City of Hudsonville
- Commuting Routes
- Commuting Destinations



Basemap Source: Michigan Center for Geographic Information, v17a. Data Source: City of Hudsonville, 2024. McKenna, 2024.





Grounds Design at Elmwood Lake Apartments

Existing Land Uses & Character

OVERVIEW

Knowledge of current land uses allows the City to consider the compatibility of new land uses and is a valuable tool when considering the day-to-day problems associated with land management and the delivery of key public services. The existing land use survey provides an inventory of land use within the community and is a key source of background information used in developing the Master Plan.

A major component of a community master plan is to identify existing land use patterns. To make informed decisions regarding the future of land uses in the City of Hudsonville, it is critical to have a clear understanding of existing land uses and the relationships between those land uses. Documenting the existing land use framework not only identifies the locations of particular land use activities, but also highlights the areas with future growth potential and areas where land use conflicts may exist.

A key element to consider when determining the future fabric of a community is the identification of where current activities (such as residential, commercial, industrial, and recreational) take place. This existing conditions and land use analysis will help to determine what areas and corridors should be preserved, redeveloped, or intensified.

This master planning process has also identified other existing conditions that help determine not only the Future Land Use Plan, but also the overarching goals, objectives, and recommendations, as described in the next section—specifically nodes and corridors.



RESIDENTIAL

The City of Hudsonville has several residential zones throughout the City. Single-family neighborhoods make up the majority of the City's current housing stock and residential land uses throughout the City.

Additionally, the City has several pockets of multi-family and two-family residential land uses, like townhomes and apartment buildings. Many of these are located in near I-196, along Chicago Drive, and near the downtown/central portion of the City.

COMMERCIAL / OFFICE

Commercial sites are those that contain real estate intended for use by for-profit businesses, such as grocery stores, restaurants, and malls. Commercial uses in the City of Hudsonville are largely concentrated along the Chicago Drive and Balsam Drive Corridors on the north side of the City, and on the south side of the City surrounding the 32nd Avenue Corridor.

The City of Hudsonville has several commercial land use types that vary in intensity. The local commercial uses are located in and around the downtown area and near residential neighborhoods, while higher intensity commercial, such as big box stores, are located in the City's southern portion, within close proximity to the highway and other major arterial roads.

Along similar patterns as the commercial land uses, the City's office land uses are also concentrated on the northern and southern portions of the City within close proximity to commercial uses, I-196, and major corridors such as Chicago Drive and 32nd Avenue.



Buttermilk Creek Trail



INDUSTRIAL

The City of Hudsonville also includes an array of industrial uses, typically found in the southern portion of the City along I-196. Additionally, industrial land uses can be found in the northwest and northeast portions of the City along Chicago Drive. In general, the City’s industrial land uses are within close proximity to higher intensity commercial uses.

PARKS AND RECREATION

One of the many assets in the City of Hudsonville is the number of high-quality and well-maintained parks. The City has numerous public parks located in all areas. These parks include Sunrise Park, Hughes Park, Port Sheldon Sports Complex, Hudsonville Nature Center, Fountain of Honor, Heritage Park, Veterans Park, Hillside Park, and Buttermilk Creek Park.

PUBLIC/SEMI PUBLIC

The City of Hudsonville includes numerous public institutions—City Hall, the Police Department, the Fire Department, the Hudsonville Community Fair Grounds, the Post Office and many of the buildings, offices, and other facilities of the Hudsonville School District.

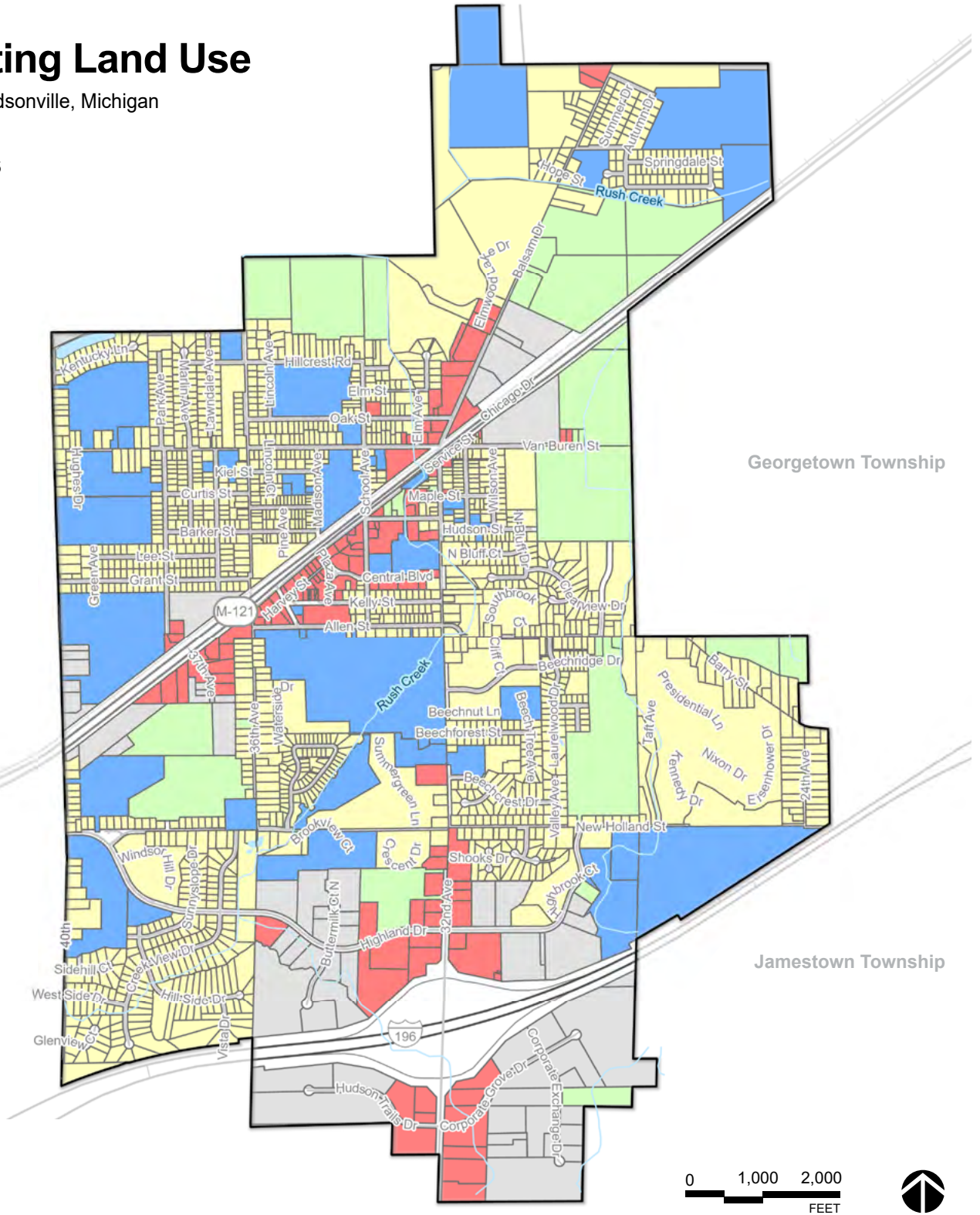
The City also contains churches and other religious institutions along major corridors and within neighborhoods.

Map 3.

Existing Land Use

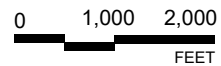
City of Hudsonville, Michigan

July 16, 2025



LEGEND

- Agriculture
- Residential
- Commercial
- Industrial
- Public
- Vacant



Basemap Source: Michigan Center for Geographic Information, v17a. Data Source: City of Hudsonville, 2024. McKenna, 2024



Natural Features

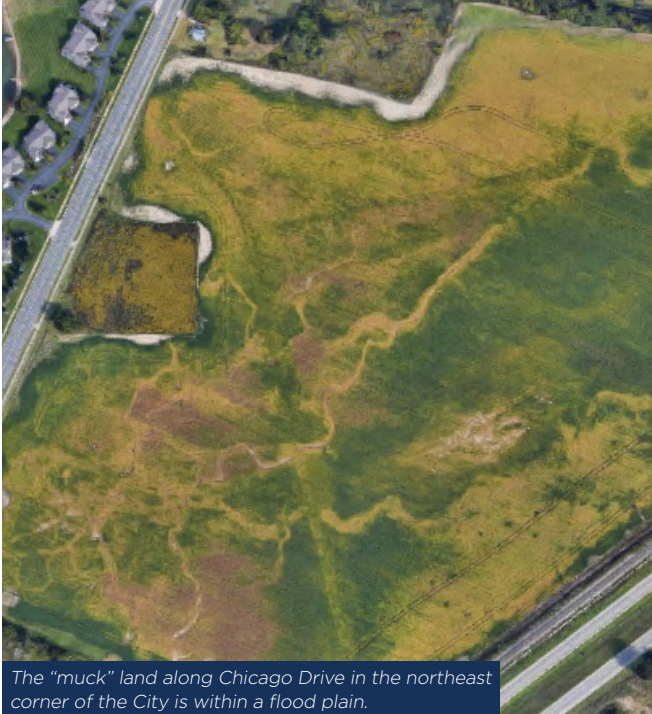


WATER FEATURES

Hudsonville has a few small bodies of water within its boundaries. Most of water bodies are manmade ponds located in neighborhoods however Rush Creek also runs through the City.

WATERSHED

The City is located within the Grand River Watershed. According to the Lower Grand River Organization of Watershed (LGROW), the Lower Grand River Watershed covers the lower portion of the Grand River that drains into Lake Michigan from Ionia County. A watershed is an area of land, defined by the hills and ridges that drain to a common body of water. Both groundwater and surface water resources are connected within a watershed, and contribute to an area’s drinking water supply, irrigation water supply, and animal habitat. Hudsonville is located within the Rush Creek sub-watershed within the Grand River Watershed.



The "muck" land along Chicago Drive in the northeast corner of the City is within a flood plain.



Soil Testing - Example

WETLANDS AND FLOODPLAINS

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. Because Hudsonville is located in an area with a lack of significant bodies of water, not many wetlands are prevalent throughout the City. All of the wetlands are in areas along Rush Creek.

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. The floodplains that do exist throughout the City of Hudsonville are located in close proximity to Rush Creek. While all floodplains impact land use in their vicinity, the Rush Creek flood plains are particularly important in the development pattern of the City, because the creek flows through the central residential neighborhoods of the community.

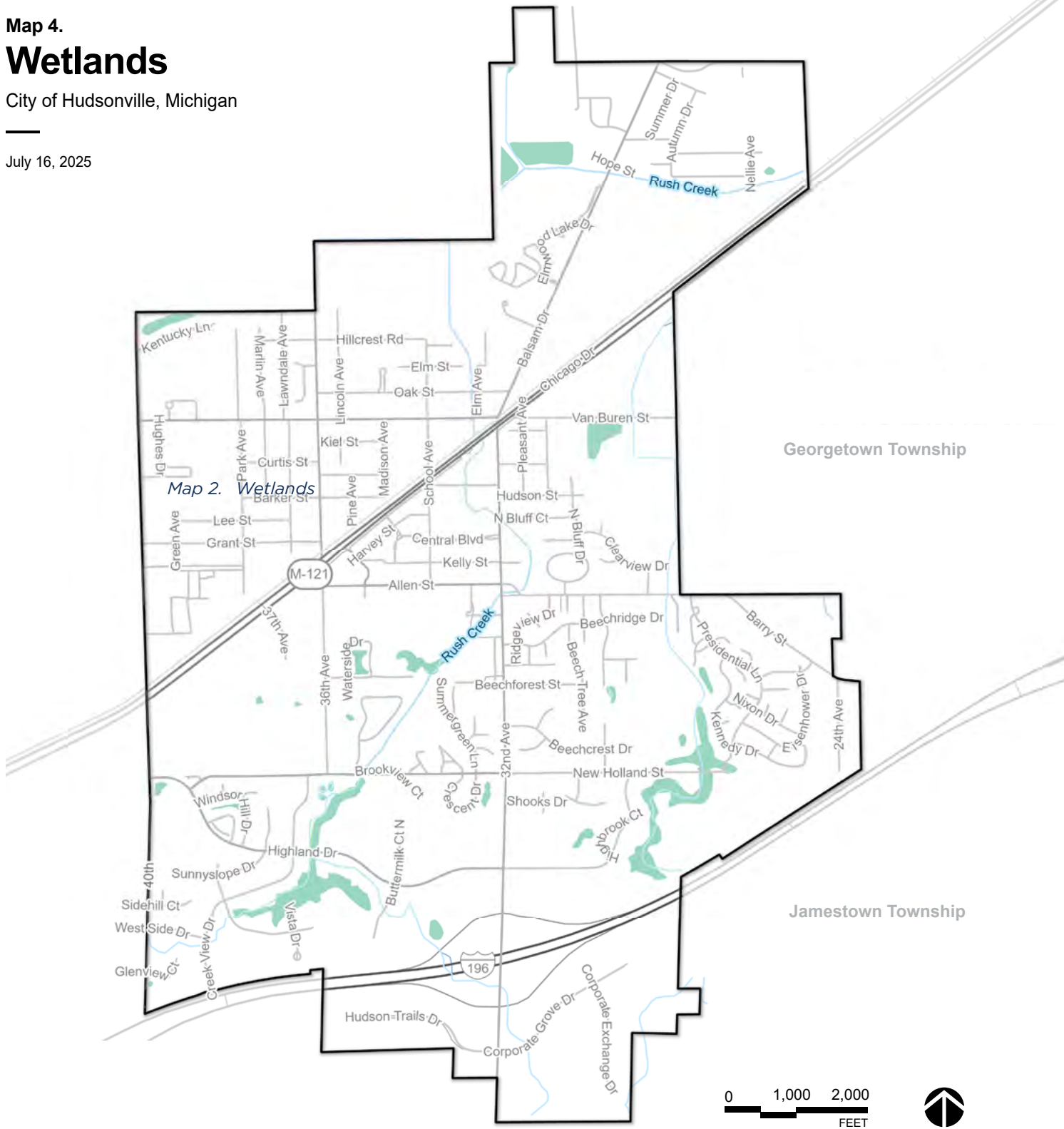
SOILS

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.

Map 4. Wetlands

City of Hudsonville, Michigan

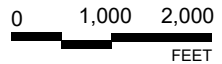
July 16, 2025



Map 2. Wetlands

Georgetown Township

Jamestown Township



Basemap Source: Michigan Center for Geographic Information, v17a. Data Source: City of Hudsonville, 2024. NWI, 2024. McKenna, 2024.

LEGEND

- Marsh, Swamp, Bog, Prairie
- River

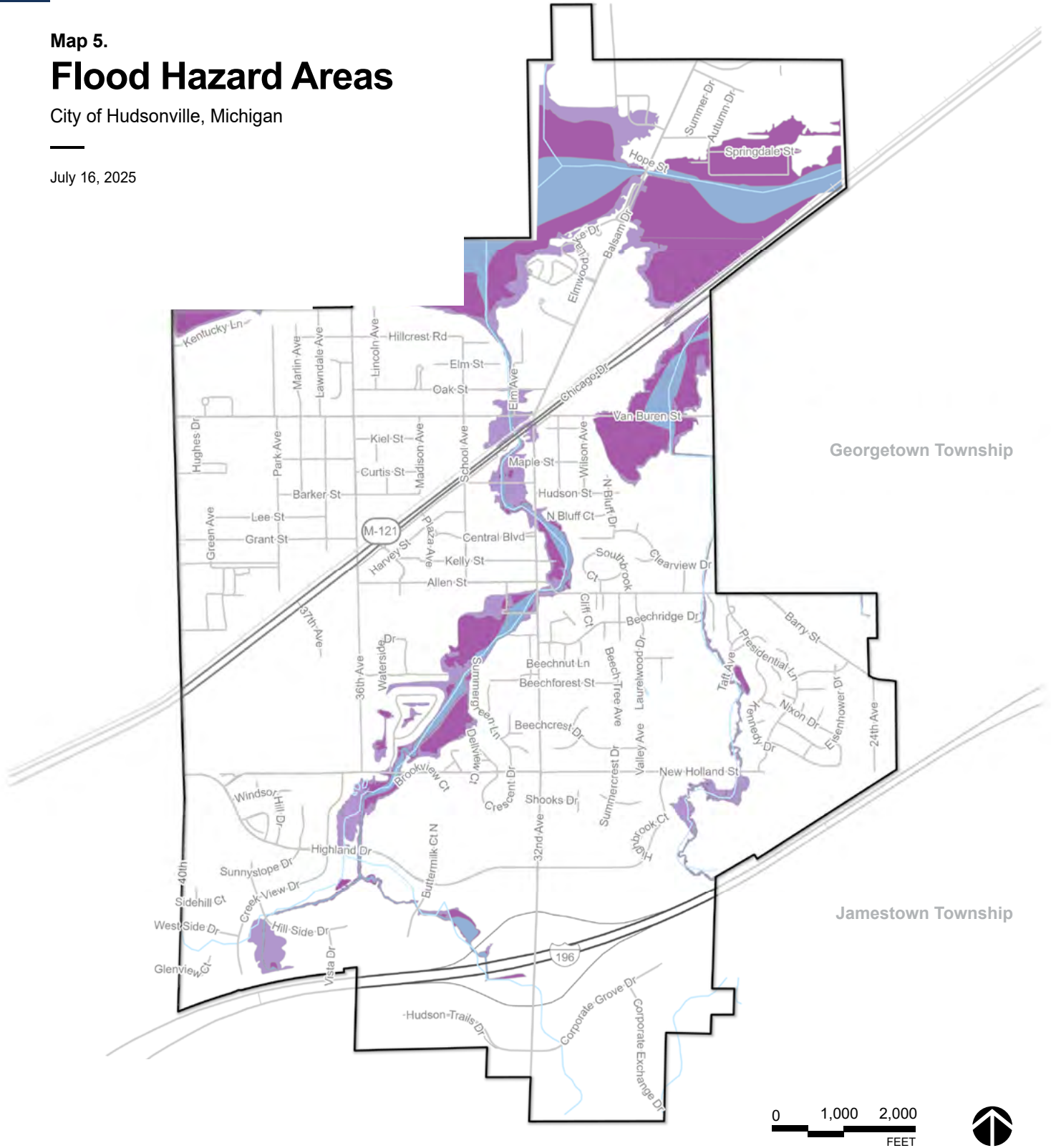


Map 5.

Flood Hazard Areas

City of Hudsonville, Michigan

July 16, 2025



LEGEND

- 0.2% Annual Chance Flood Hazard
- 1% Annual Chance Flood Hazard
- Regulatory Floodway



Basemap Source: Michigan Center for Geographic Information, v17a. Data Source: City of Hudsonville, 2024. FEMA, 2024. McKenna, 2024





Harvey Street Streetscape Woonerf - Fleis & VandenBrink

ROADS AND SIDEWALKS

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.

The City of Hudsonville's roads and sidewalks are maintained by the City of Hudsonville Public Works Department, Ottawa County Road Commission, and the Michigan Department of Transportation (MDOT). The City of Public Works Department conducts the following activities throughout the city:

- » Maintenance and upkeep of Parks
- » Maintenance and upkeep of all City-owned buildings
- » Sweeping, plowing, paving, sealing, and patching of City Streets and pedestrian pathways
- » Upkeep of street signs, pavement markings, curbs, and gutters
- » Maintenance of drinking water, Sanitary Sewer, and Storm Sewer services



Park Elementary School

COMMUNITY FACILITIES

Schools

All of the City of Hudsonville is located within the Hudsonville Public School District, which also incorporates parts of Blendon, Georgetown, Zeeland, and Jamestown Townships. The Early Childhood Center run by the school district is located on Madison Street. The Hudsonville Public School District operates two elementary schools within the City limits (Park and South Elementary Schools), and six elementary schools in other communities (Alward, Bauer, and Georgetown Elementary Schools in Georgetown and Forest Grove, Jamestown Lower, and Jamestown Upper Elementary Schools in Jamestown). The District's single high school is located on the corner of Allen Street and 32nd Avenue. The two middle schools in the district are Baldwin Street Middle School in Georgetown and Riley Street Middle School located in Jamestown. Hudsonville Christian Middle and Elementary, and Heritage Christian Schools are also located within the City of Hudsonville.



Parks

The City of Hudsonville has 8 parks owned and maintained by the City. The City's parks include:

- » *Sunrise Park*
- » *Hughes Park*
- » *Hudsonville Nature Center*
- » *Fountain of Honor*
- » *Heritage Park*
- » *Veterans Park*
- » *Hillside Park*
- » *Buttermilk Creek Park*

In addition, the County-owned Port Sheldon Sports Complex is within the City limits.



Hudsonville Open House on May 29, 2024

Community Input

During the Master Planning process, the City of Hudsonville sought public input on various important overarching aspects of the Plan such as Parks and Mobility, Land Use, and Development. In general, the purpose of the public engagement component of this Plan is to help determine:

- » The value residents receive from the services provided in the City.
- » If current planning and development priorities were on track.
- » What should be the City's future priorities.

In order to achieve the most public input as possible from all resident demographics, three separate public engagement events were held. For the first, the City hosted an Open House at Terra Square on Wednesday, May 29 including a presentation and a variety of activities for the attendees to participate in. On Thursday, July 18 the City, along with McKenna, staffed a booth at the Happenings on Harvey Event. At this event, project staff was available to obtain public feedback in a casual and exciting setting. The last event they hosted was August 15, 2024. Further, Hudsonville also advertised three online surveys for residents to submit their feedback. The surveys were open to the public for approximately three months.

A combined total of 509 people responded to the online surveys.



Hudsonville Open House on August 15, 2024

OPEN HOUSE RESULTS

Attendees at the Open House Event concluded the following general themes:

- » Agreement upon what sorts of uses were appropriate and where, such as parks and homes in neighborhood one, commercial and shopping in neighborhood five, and industry in neighborhood six.
- » Participants were given a list of the long- and short-term goals in the old parks and recreation plan and asked whether or not they were still of importance. The following are a list of long-term goals where the majority of respondents voted yes:
 - Embracing Hudsonville's rural agricultural heritage with implementation strategies such as building the village green, increasing streetscape aesthetics, installing great public art, using small town design, and promoting the city building and urban design
 - Diversifying the local economy with implementation strategies such as supporting a diverse group of citizens, building an amphitheater, planting trees, and building density.
 - Walkability to schools, open spaces, and other amenities with implementation strategies such as forging diverse commerce, preparing ready to develop sites, removing negative parking perceptions, building mixed use.
 - Interconnectivity of streets and non-motorized routes with implementation strategies such as planning for public transit, enacting road diets, enhancing connectivity, utilizing waterways as recreational connectivity, collaborating with MDOT and CSX.
- The following are a list of short-term goals where the majority of respondents voted yes:
 - Improved picnic area at Hudsonville Nature Center
 - Continue Village Green Development
 - Buttermilk Trail Extension
 - New community center
 - New playground equipment at Sunrise Park
 - New Nature Center Interpretive Building
- » Participants were given a draft of the Future Land Use Map and asked to edit the City Center boundary. A majority of respondents made this boundary smaller as well as changed some of the surrounding areas to residential.
- » Participants were given a map of the city and asked to highlight 1-5 of each of the following: favorite destinations, biking, and walking streets, as well as some of the worst barriers. Many residents highlighted
 - » Harvey Street, Elmwood Lake Trail, and Hughes Park as favorite destinations, Balsam Drive and Hillcrest Road as good biking streets, Elmwood Lake Trail and 36th Avenue as good walking streets. A majority of respondents agreed that Chicago Drive is a huge barrier as well as it's intersections with other major streets like 36th and 32nd Avenues.



Happenings on Harvey Event on July 18, 2024

HAPPENINGS ON HARVEY PARKS & MOBILITY RESULTS

Attendees at the Happenings on Harvey Event concluded the following general themes:

- » Priorities include regional bus connections to Grand Rapids and Holland, local and regional trails, as well as parks and open spaces.
- » Participants were asked to list their top destinations, biking streets, walking streets, and barriers. The most common answers included:
 - Top Destinations: Downtown, Nature Center, Hughes Park, and Elmwood Trail
 - Top Biking Streets: Balsam Drive and Hillcrest Road
 - Top Walking Streets: Elmwood Lake Trail and 36th Avenue
 - Barriers: Chicago Drive and School Avenue and Chicago Drive and 36th Avenue
- » Priorities within Mobility were broken into the following categories: connectivity, walkability, bike ability, transit and parking. Within those five categories the top priorities were as follows:
 - Connectivity
 - Walkability
 - Bike ability
 - Transit
 - Parking
- » Priorities within Parks and Recreation were broken into the following categories: downtown greenspace, interconnectivity, accessibility, environmental education, and recreational opportunities. Within those five categories the top priorities were as follows:
 - Downtown Greenspace:
 - » *Build the Village Green Downtown*
 - Interconnectivity:
 - » *Pedestrian crossing at Chicago Drive*
 - Accessibility:
 - » *Accessible parking at Hudsonville Nature Center*
 - Environmental Education:
 - » *Hudsonville Nature Center Interpretive Building*
 - Recreational Opportunities
 - » *New playground equipment at Sunrise Park*

“Where does this fit in Hudsonville?”

- Visual Preference Worksheets

Two residents filled out a packet asking about stylistic and location preferences for various housing designs and another six residents filled out the packet asking about commercial-mixed use designs. Below are their responses.



Figure 2. Housing Visual Preference Results



- Core Neighborhoods near downtown - 1
- Major Roadways like Chicago Drive or 32nd Avenue - 2
- “In place of the Fairgrounds” - 1



- Downtown - 1
- Core Neighborhoods near downtown - 1
- Major Roadways like Chicago Drive - 1



- Downtown - 1
- Core Neighborhoods near downtown - 1
- Major Roadways like Chicago Drive - 1



- Downtown - 1
- Core Neighborhoods near downtown - 2
- Comments:
 - » “Have some creativity – Don’t continue building a “Berlin Wall” along Chicago Drive”



- Core Neighborhoods near downtown - 1
- Outlying Neighborhoods away from downtown - 2



- Core Neighborhoods near downtown - 2
- Major Roadways like Chicago Drive or 32nd Avenue - 1
- Outlying Neighborhoods away from downtown - 1



- Core Neighborhoods near downtown - 2
- Major Roadways like Chicago Drive or 32nd Avenue - 1
- Outlying Neighborhoods away from downtown - 1
- Comments:
 - » *"In place of the Fairgrounds and behind Woodwyk Produce" - 1*



- Core neighborhoods near downtown - 1
- Outlying Neighborhoods away from downtown - 2
- "Historic Residential Downtown"



- Core Neighborhoods near downtown - 1
- Major Roadways like Chicago Drive or 32nd Avenue - 1
- Outlying Neighborhoods away from downtown - 1
- Comments:
 - » *"These are awful design"*

Figure 3. Commercial-Mixed Use Visual Preference Worksheet Results



- Core Downtown (Harvey Street/Future Village Green) — **6**
- Edge Downtown (Allen Street, 32nd Avenue, etc.) - **3**
- Balsam Drive - **2**
- Somewhere Else - **1**
- Comments:
 - » “With commercial on 1st FLR ‘Be Creative!’ It has to look good for 100 years.”
 - » “East of Balsam, north of Chicago Drive”
 - » “Some on I-196”



- Core Downtown (Harvey Street/Future Village Green) - **3**
- Edge Downtown (Allen Street, 32nd Avenue, etc.) - **2**
- Chicago Drive (Outside Downtown) - **2**
- Balsam Drive - **2**
- I-196 Interchange - **1**
- Nowhere - **1**
- Comments:
 - » “These architecture styles will look awful in 20 years bad/bad/bad”



- Core Downtown (Harvey Street/Future Village Green) - **1**
- Edge Downtown (Allen Street, 32nd Avenue, etc.) - **4**
- Chicago Drive (Outside Downtown) - **3**
- Balsam Drive - **3**
- I-196 Interchange - **1**
- Comments:
 - » “Be more creative...”
 - » “East of Balsam”
 - » “City should be the homes along Allen and Kelly Street for this”



- Core Downtown (Harvey Street/Future Village Green) - **3**
- Edge Downtown (Allen Street, 32nd Avenue, etc.) - **1**
- Chicago Drive (Outside Downtown) - **1**
- Balsam Drive - **2**
- I-196 Interchange - **1**
- Comments:
 - » “This ‘Destination’ shopping, food, people place should be built, developed on the whole property east of Balsam and north of Chicago Drive—Create ponds and channels throughout due to the high-water table here”
 - » “Balsam minimum 5 lanes wide—nothing less”



- Chicago Drive (Outside Downtown) - **3**
- Balsam Drive - **2**
- I-196 Interchange
- Somewhere Else - **3**
 - » West side of Hudsonville Winery
 - » Outside city limits



- Core Downtown (Harvey Street/Future Village Green) - **1**
- Edge Downtown (Allen Street, 32nd Avenue, etc.) - **1**
- Chicago Drive (Outside Downtown) - **2**
- I-196 Interchange - **5**



- Chicago Drive (Outside Downtown) - **1**
- I-196 Interchange - **7**



- Core Downtown (Harvey Street/Future Village Green) - **1**
- Edge Downtown (Allen Street, 32nd Avenue, etc.) - **4**
- Chicago Drive (Outside Downtown) - **1**
- Balsam Drive - **1**
- I-196 Interchange - **1**



- Core Downtown (Harvey Street/Future Village Green) - **5**
- Edge Downtown (Allen Street, 32nd Avenue, etc.) - **2**
- I-196 Interchange - **2**
- Comments:
 - » "Put only 1 of these where the mill/co-op was or a couple in the 32nd/Prospect/Chicago Drive block."



- Core Downtown (Harvey Street/Future Village Green) - **3**
- Edge Downtown (Allen Street, 32nd Avenue, etc.) - **3**
- Chicago Drive (Outside Downtown) - **1**
- Balsam Drive - **2**
- Nowhere - **1**

Future Land Use - City Center Comments

Participants were asked to look at the City Center District on the Future Land Use Map and comment on the accuracy of the boundary. There were two respondents, both of which responded that the boundary was incorrect. The following are their redrawn boundaries and comments:

Figure 4. City Center District Boundary Comment Maps



- A:** High rise retail/residential
- B:** “Destination”, stores, food, water
- C:** Downtown retail, business, upper residential
- D:** Offices, apartments
- F:** Neighborhood and commercial
- G:** High density condos with a lot of character
- H:** Retail, neighborhood shops, and residential condos

Comments:

- » “We need walk bridges over or under Chicago Drive.”
- » “Negotiate: Fairgrounds out of Town, Woodwyk Produce Land, Creme Curls to a new out of town location”

General Comments and Discussion

Residents had the opportunity to comment and ask questions throughout the events. Below are some of the general comments and discussions had:

- » There is too much focus on parks and recreation, what about infrastructure? Particularly “the grid”, broadband connectivity, technology.
- » A few residents were concerned about the potential loss of farmland due to the elimination of the agricultural district.
- » Residents voiced concerns about having too much housing which would overwhelm the school districts and current infrastructure.
- » A few residents were against the idea of big rental complexes like apartment buildings and townhomes.
- » One resident commented on the need a walking bridge over or under Chicago Drive.

KEY THEMES FROM PUBLIC INPUT SURVEYS

Throughout the public engagement process, Hudsonville posted three surveys with the following categories: community brainstorm, parks and mobility, and land use and development. Results from the online surveys concluded the following general themes:

Community Brainstorm:

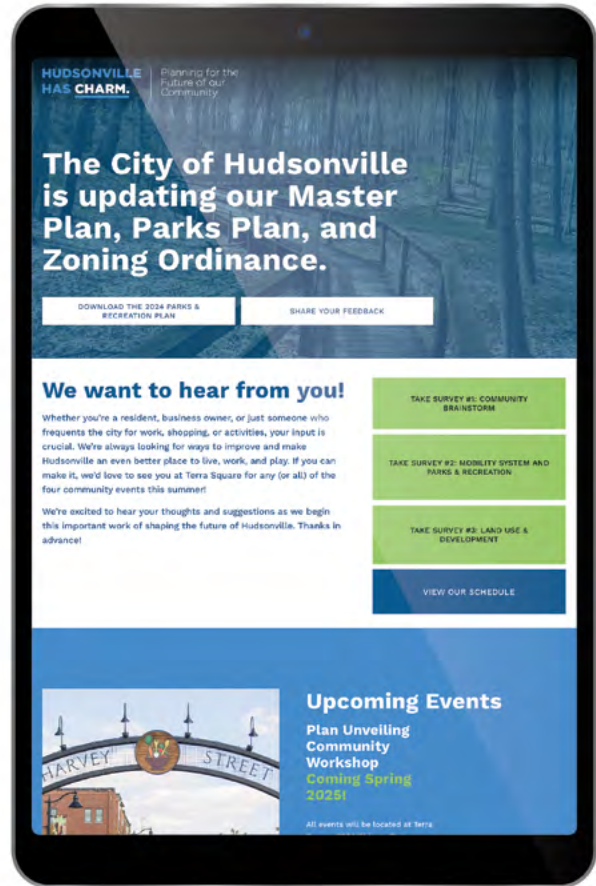
- » A majority of the residents of Hudsonville commute within 10 minutes to work

Citywide Priorities:

- » **Economic growth effort priorities:** 54.30% of respondents voted that the development of more mixed use/walkable areas was a high priority. 49.09% voted that the expansion and improvement of the downtown area citywide as a high priority.
- » **Transportation development priorities:** 52.25% of respondents voted improved pedestrian safety as high priority followed by reduced automobile congestion at 49.10%.
- » **Natural beautification effort priorities:** 56.36% of respondents voted the preservation of natural space as a high priority followed by adding more amenities to existing parks, 46.58%.

Neighborhood Priorities:

- » **Economic growth effort priorities:** 35.33% of respondents voted that the development of more mixed use/walkable areas was a high priority.
- » **Transportation development priorities:** 38.38% of respondents voted improved pedestrian safety as high priority followed by reduced automobile congestion at 36.76%.
- » **Natural beautification effort priorities:** 55.68% of respondents voted the preservation of natural space as a high priority followed by adding more amenities to existing parks, 39.13%.



Housing:

- » 60.69% of respondents voted that the following image would be appropriate on their block.



- » 46.95% of respondents voted that the following image would be appropriate within a neighborhood aside from their own.



- » 21.05% of respondents voted that the following image would be appropriate on a major road near them.



- » 46.85% of respondents voted that the following image would be appropriate on a major corridor elsewhere in Hudsonville.



- » 80.13% of respondents voted that the following image would be appropriate in downtown Hudsonville.



- » Over 50% of respondents stated that they either somewhat or strongly agree that their neighborhood's housing stock is well maintained.
- » About 40 of respondents voted that they either somewhat or strongly agree that the City should promote housing diversity to accommodate different household sizes, income levels, housing types, and density.



Example of HAWK Signal

Parks and Mobility:

- » Under 5 minutes: 94.12% of respondents are willing to walk, 88.24% are willing to bike.
- » 95.24% of respondents are willing to drive over 20 minutes.
- » 100% of respondents have visited Hughes Park, the next top visited park was Hudsonville nature Center at 94.44%.
- » 50% of respondents visit Hudsonville Parks and Recreation facilities in the warmer months.
- » A majority of respondents and their families participate in casual sports and exercise activities followed by children's play and cultural events.
- » Those who do not visit the facilities were equally split between the facilities not having the right equipment, being too far from their residence, not knowing their locations, or being too hard to reach. (It should be noted only four respondents voted stating they did not visit the parks and recreation facilities.)
- » 54.94% of respondents rated the overall outdoor facilities and maintenance of parks and recreation facilities as excellent. 29.41% of respondents rated the availability of bike facilities and paths as poor.
- » 66.67% of participants want hiking/walking trails. Both bicycling and special events/festivals tied for second at 50% each.

Priorities:

- » The top five parks and recreation high priorities are:
 - Enhanced pedestrian crossing at Chicago Drive
 - Pedestrian crossing at 32nd Avenue
 - Build the Village Green downtown
 - Pedestrian crossing at Balsam drive
 - Extend the Buttermilk Trail from New Holland to Highland Drive.
- » The top five mobility high priorities are:
 - Safety crossings at intersections
 - Crosswalk visibility
 - Connecting people to local and regional trails, sidewalk quality and connectivity, on-street bike lanes, and bicycle parking all tied for third
 - Connecting people to schools, parks, and open spaces tied for fourth
 - Connecting people to shopping and commercial areas
- » The top commuting destinations were:
 - Downtown
 - Terra Square
 - Meijer



3.

Hudsonville Has Dreams

This Section describes the planned future conditions of the City of Hudsonville, through the duration of this Master Plan. The goals, objectives, and recommendations listed in this Plan derive from the high-level existing conditions analysis, feedback from City staff and officials, stakeholder and public input, analysis of current planning trends, and more.

The primary purpose of this Section is to determine the goals and objectives of this Plan and itemize and prioritize the implementation steps for achieving them. The Future Land Use Plan is also a significant component of this Section, which describes the future fabric and planned land use of each parcel of land within the City.

The images on the following pages are a mix of existing Hudsonville, conceptual designs for Hudsonville, and precedent images from other communities. Together, these images visualize Hudsonville's dreams for its future.

Goals & Objectives

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

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 the park.



Village Green Concept Rendering



Aesthetic Streetscape Design - Example

Increase Street and Streetscape Aesthetics

Continue streetscape improvements along Chicago Drive. Initiate similar improvements along 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. One key facet of the branding process is street signs. The City will invest in branded, attractive street signs, starting with the downtown, and expanding into the rest of the City.

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.

- A. Small sculptures that are themed or representative of Hudsonville can be placed throughout the City in strategic locations (possibly along a non-motorized trail) so that they can be searched for as people walk around the City. This could be part of an arts tour within the City.
- B. Public Art can also be placed on private buildings in the form of murals. Implementing this kind of art can enliven blank walls.
- C. Public Art can include simple gestures on everyday objects that help to make the public realm more distinctive.

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.

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.



Public Art - Example



Public Art - Example



Downtown Storefronts - Example from Logan, Utah



Pocket Furniture - Example



NRDC Building, Santa Monica, California

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.

- » **A.** Small blocks and a street grid promote walkability and help to provide a smaller scale which will help accentuate a small town character.
- » **B.** 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.
- » **C.** 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.

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. Consider zoning bonuses or other incentives for LEED Certification.

- » **A.** 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.

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.

The City's Department of Public Works should be heavily involved in the crafting of such a policy.

- » **A.** These installations treat stormwater infrastructure as art and as public realm enhancements, blurring the lines between aesthetics and functionality.
- » **B.** Integrating seating, play areas, and usable green space with infrastructure is a sustainable practice.

Promote and Maintain Unique Recreational Opportunities

Seek out unique recreational opportunities that draw in visitors to the City. New recreational opportunities could include new or ADA compliant parks equipment, a sledding hill, an amphitheater, remote control race track, an inclusive park, or fitness equipment. Recreational features to maintain or build upon are Hudsonville's current parks equipment, Hughes Park ballfields, and access to the Jamestown Mountain Biking Trails.



Stormwater As Art - Example



Sustainable Streetscapes (Rain Garden) - Example



Example ADA-Compliant Playground



Example Village Green Amphitheater



Food truck at the Happenings on Harvey Event



Happenings on Harvey Event

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.

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 community 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.

- » **A.** 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, community center, or other civic and cultural building.
- » **B.** 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.

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. Care should be taken to make sure that it is of appropriate scale for a small town.

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.

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.



Amphitheater - Example



Lighting in Downtown Hudsonville





Downtown Wayfinding - Examples



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 also double as tour support for the future public art. Include lighting and landscaping to support these wayfinding measures.

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.

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.



Event Space at Terra Square



Desired Downtown Density - Mixed Use Example

Build Density Downtown (or Density Done Well)

Encourage density in the downtown through a mix of uses, housing variety, flexibility—and in select other locations as envisioned by this plan—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.



Desired Downtown Density - Housing Example

The housing density of new developments on the edges of the City may be slightly higher than existing neighborhoods, but should not be on the same level as downtown Hudsonville. The additional density should be used to provide a variety of housing types at a variety of price points, within each new development.



Terra Square Splash Pad

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.

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.

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.



Construction for Hudsonville Flats

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.



Terra Square Farmer's Market

Manage Parking

Rework the structure of parking lots 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.

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.



Example Downtown Parking



"Tactical Urbanism Forges Bonds and Strengthens Communities"
HKS Architects - Example



Cherry Hill Village Canton Condos - Example



Low-Cost Pop-up Shops in Muskegon, Michigan - Example

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 underutilized 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).

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.

Attract New Retail Downtown

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.

Implement Complete Streets

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.

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.

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.



Branded Sidewalks - Example



Complete Streets - Example





Enact Road and Street Diets

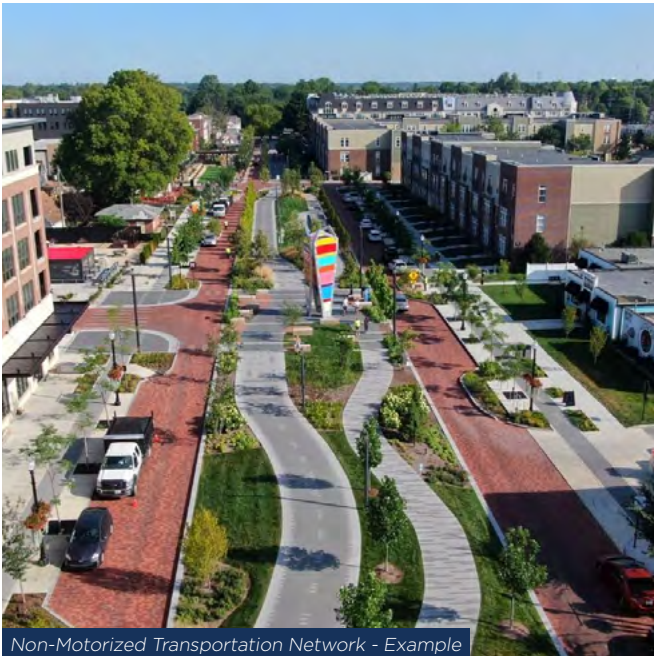
Design and construct road diets that will narrow travel lanes, slow down traffic, and provide better and safer opportunities (including safer access to parks and schools) for pedestrians and bicyclists. Explore opportunities to eliminate vehicle travel lanes and reduce roadway widths where appropriate.

Enhance and Maintain Connectivity

Maintain existing street intersections and increase the number of street intersections (limit cul-de-sacs and dead end streets) to facilitate mobility throughout the City, including the completion of Highland Drive.

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. Use paint, striping and signs to delineate this network as required.



Non-Motorized Transportation Network - Example

Build Safe Routes to Schools

Work with Hudsonville Public Schools to 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.



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.

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.

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.



Complete Streets Concept - Example

Mobility Plan

CORRIDOR DESIGN PLAN

The Corridor Design Plan is intended to give guidance and state goals for the corridors throughout Hudsonville. Because specific contexts may vary from street to street and neighborhood to neighborhood, the images and text on the following pages should be taken as guidelines and best practices, rather than specific designs.

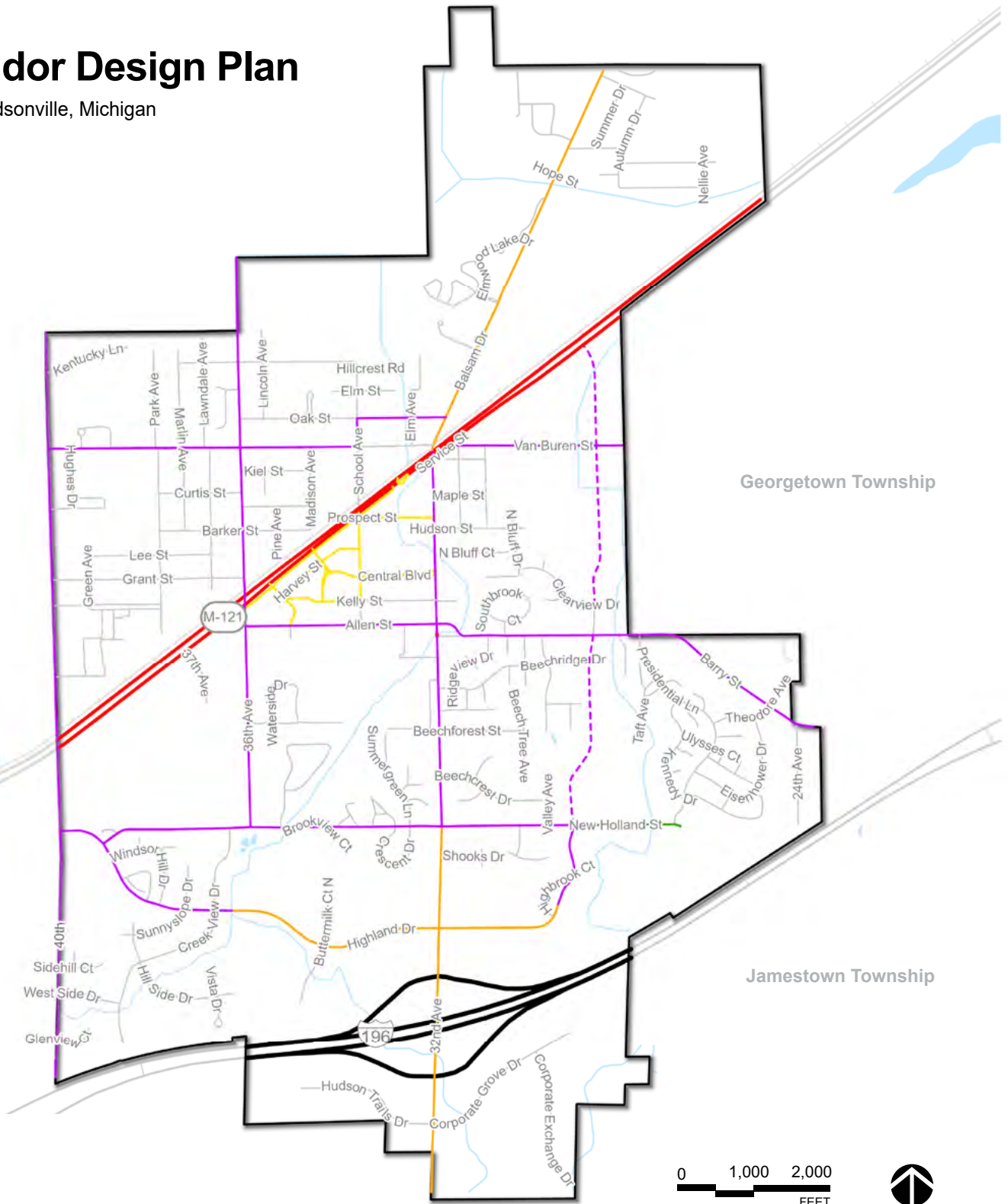
However, it is City's goal to achieve the concept of Complete Streets throughout Hudsonville, designing corridors to be safe and attractive for all users, and ensuring that streets contribute positively to the vibrancy and economic vitality of the community. Therefore, the guidelines expressed in this plan contain recommendations to re-orient streets away from the needs of through traffic, and towards the needs of local traffic, pedestrians, and bicyclists.



Map 6. Corridor Design Plan

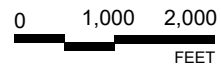
City of Hudsonville, Michigan

July 16, 2025



LEGEND

- Freeway
- Regional Boulevard
- Downtown / Mixed Use Corridor
- Business Connector
- Neighborhood Connector
- Local Neighborhood
- Natural Beauty Corridor
- Proposed Neighborhood Connector



Basemap Source: Michigan Center for Geographic Information, v17a. Data Source: City of Hudsonville, 2024. McKenna, 2024



REGIONAL BOULEVARD

- » 100-120 feet of ROW
- » 25,000 - 50,000 cars per day
- » 45-55 MPH

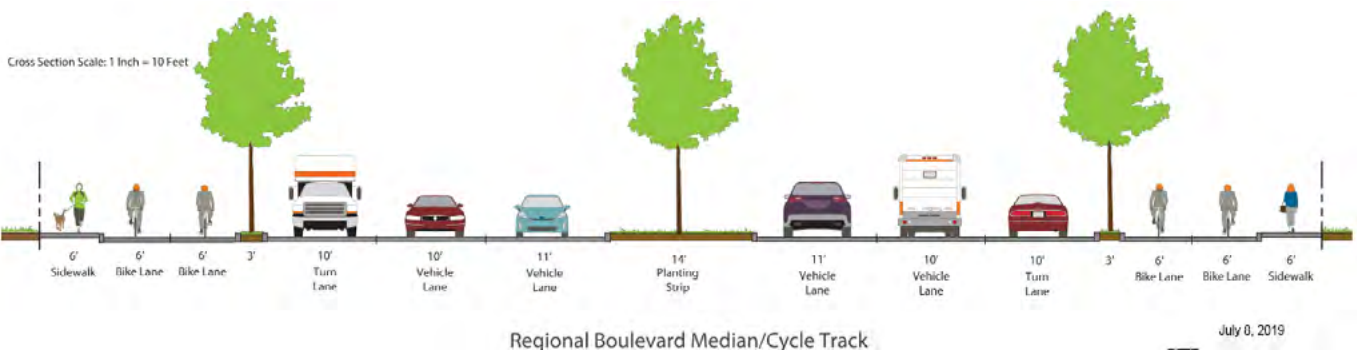
Regional Boulevards carry high volumes of through traffic. As major commuter routes for the Grand Rapids and Holland region, the needs of through traffic must be kept in mind in their design.

However, these corridors are also lined with businesses, and many residents live in close proximity to them. Therefore, the needs of local traffic, pedestrians, and bicyclists must be taken into account as well.

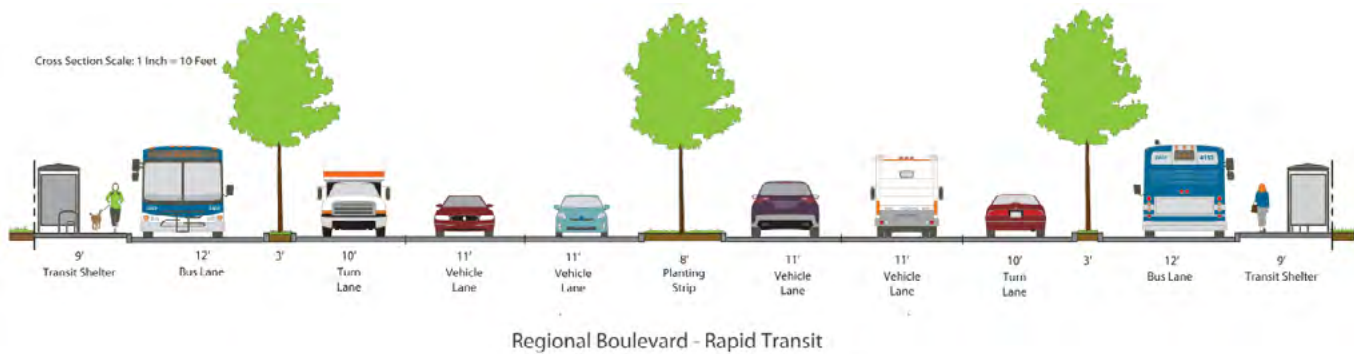


Guidelines for Regional Boulevards:

- » Creative solutions should be investigated for allowing through traffic to continue to its destination at an efficient rate, while also allowing for turning movements and local access. **Slip streets**, as illustrated below, separate through traffic from local traffic. Hudsonville already has a slip street along Chicago Drive in the downtown area.
- » Although they will always feature heavy automobile traffic, Regional Boulevards should also be designed to be safe for pedestrians and bicyclists. One way to achieve that safety is to create **cycle tracks**, which separate cyclists into their own two-way path. The cycle-track can also be used to separate pedestrians from automobile traffic.



July 8, 2019



- » Medians allow for greenery in the center of roadways, as well as controlling left turns and assisting in the efficient flow of through traffic—especially through the use of “Michigan Lefts.” Medians also reduce the heat island effect and improve the pedestrian environment.
- » Regional Boulevards are also excellent candidates for **Rapid Transit**. In addition to being high-traffic corridors with destinations that drive ridership, their wide rights-of-way allow for dedicated transit lanes, including for Bus Rapid Transit. Hudsonville supports the envisioned West Michigan Express Bus Rapid Transit Project, which would have stop along Chicago Drive in Hudsonville.

Regional Boulevards
within the City of Hudsonville include:

- » **Chicago Drive**, one the City and region’s busiest corridors. A top priority of the City is to make this corridor safer for pedestrians. Additional and safer pedestrian crossings are necessary, especially near the downtown area.

DOWNTOWN/MIXED USE CORRIDOR

- » *33-100 feet of ROW*
- » *Under 25,000 cars per day*
- » *15-30 MPH*
- » *Heavy Pedestrian Usage*
- » *On-Street Parking and Local Traffic*

Hudsonville does not have a single “Main Street.” Instead, the City’s emerging downtown is a web of low-traffic streets lined with new mixed use development and legacy uses that are in the process of being retrofitted. That land use pattern in this area demands roadway design that prioritizes pedestrian safety and comfort, as well as parking and local traffic, over through traffic.

Guidelines for Downtown/Mixed Use Corridors:

- » Downtown/Mixed Use Corridors should have **wide sidewalks**, not only for pedestrian safety and comfort, but also to provide space for amenities, bike racks, and landscaping. **“Woonerfs”** or shared flexible spaces for both cars and pedestrians, could be expanded beyond Harvey Street where that configuration currently exists.
- » **On Street Parking** is a crucial feature of Downtown/Mixed Use Corridors. On Street Parking buffers pedestrians from moving traffic and supports businesses that need easily accessible parking spaces near their front door.
- » Downtown/Mixed Use Corridors should be designed for **slow traffic**. Through traffic should be discouraged to the extent possible. The priority for automobile traffic should be **local motorists** seeking to patronize downtown businesses. This means creating turn lanes and on-street parking spaces, even if they slow the traffic speed or make through traffic less efficient.
- » Non-motorized connectivity on Downtown/Mixed Use Corridors can be achieved through **bike lanes**, although bike lanes and on-street parking are not always compatible. If bike lanes cannot be accommodated on some roadways because of other priorities (on-street parking, pedestrian gathering space, etc), they should be incorporated into parallel corridors.
- » Access to transit, such as the West Michigan Express or the Hudsonville Shuttle proposed later in this plan, is also a key facet of downtowns. West Michigan Express stations along Chicago Drive should be designed for safe and efficient pedestrian access into the downtown. That will mean a safe pedestrian crossing across Chicago Drive for the westbound station, which may need to be grade-separated.



Woonerfs

Originating in the Netherlands, Woonerfs are a unique roadway design that eliminates the distinction between the automobile and pedestrian realms, allowing for flexible usage of limited space. Woonerfs prioritize pedestrians and cyclists over cars while still allowing automobile access for parking and deliveries. During events, woonerfs can be closed to automobile traffic entirely.

Woonerfs can also be designed within smaller rights-of-way than conventional roadways, down to as narrow as 33 feet.

***Harvey Street** is a woonerf, and the design could be expanded to other downtown streets such as Cherry Avenue or Kelly Street.*

Downtown/Mixed Use Corridors

within the City of Hudsonville include:

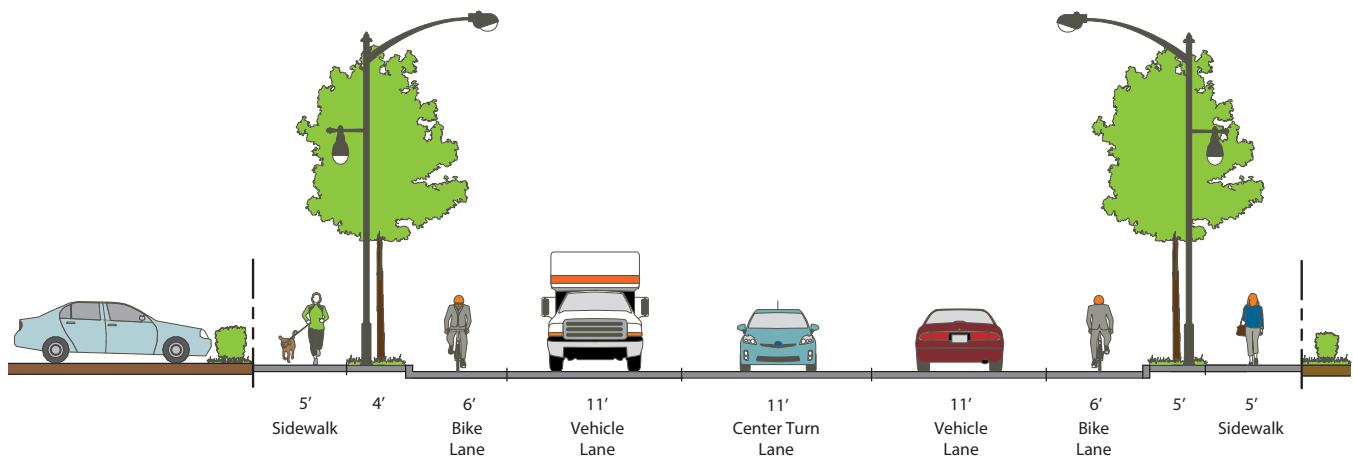
- » Kelly Street* (west of Plaza Avenue)
- » Central Boulevard
- » Prospect Street
- » Cherry Avenue*
- » Plaza Avenue
- » School Avenue (South of Chicago Drive)
- » Harvey Street*

** Existing or Potential Woonerfs*

BUSINESS CONNECTOR

- » *66-100 feet of ROW*
- » *10,000 to 25,000 cars per day (and heavy truck traffic)*
- » *30-45 MPH*

Business Connectors are roadways that travel through non-residential areas—particularly high intensive commercial and industrial areas. They are designed for high levels of truck traffic. While pedestrians and bicyclists should be able to traverse them safely, and transit access should be efficient, they are predominantly corridors for commercial traffic and commuters.



Business Connector

Guidelines for Business Connectors:

- » Business Connectors should have **wide lanes**, particularly turning lanes, to accommodate trucks safely.
- » Although other designs may be appropriate, business connectors should generally have a **3 or 5 lane cross section** with a **continuous center turn lane**. This prevents rear-end accidents, and allows for efficient through traffic and turning movements.
- » **Sidewalks** should be constructed where possible. **Bike lanes** (or other appropriate bicycle infrastructure) should be constructed where designated in this plan.

Business Connectors

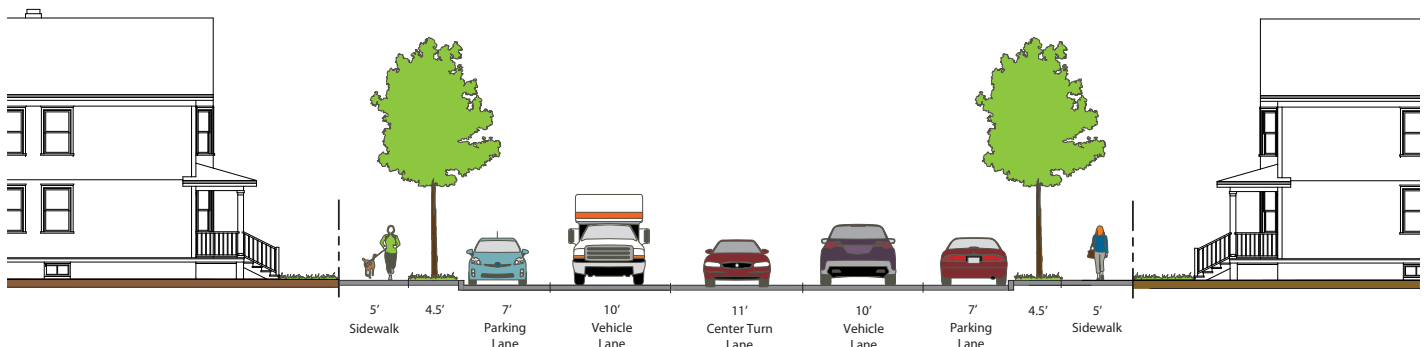
within the City of Hudsonville include:

- » **32nd Avenue south of New Holland Street.** This is the most intensive industrial area in the City, and truck traffic and commuting can and should be the priority.
- » **Portions of Highland Drive**, where it passes through the Industrial Future Land Use category. Truck connections between this area and key thoroughfares like 32nd Avenue are important.
- » **Balsam Drive**, which is the primary access for a commercial district and features a traffic light where it intersects with Oak Street and Chicago Drive.

NEIGHBORHOOD CONNECTOR

- » *66-100 feet of ROW*
- » *5,000 to 25,000 cars per day*
- » *25-35 MPH*

Neighborhood Connectors are roadways that travel through and between residential areas, connecting those neighborhoods together. Their land use context is generally residential but could also include low-intensity retail/service businesses, religious or educational institutions, recreational areas, or preserved open space.



Neighborhood Connector - On Street Parking

Guidelines for Neighborhood Connectors:

- » Neighborhood Connectors with frequent intersections and driveways should have a **three-lane cross section** to allow for left turns and efficient movement of through traffic.
- » Where there are businesses nearby that need the support of **on-street parking**, it should be provided. On street parking is also appropriate in residential areas.
- » Neighborhood Connectors should always have **sidewalks**, with wide, **tree-lined buffer areas** separating them from the automobile lanes.
- » **Bike lanes** (or other appropriate bicycle infrastructure) should be constructed where designated in this plan.
- » In some areas, medians may be desirable, for aesthetic and tree canopy reasons, and to calm traffic. Medians are recommended for roadways with through traffic within residential areas.



Neighborhood Connectors within the City of Hudsonville include:

East-West Neighborhood Connectors:

- Van Buren Street
- Allen Street
- Barry Street
- New Holland Street west of 32nd Avenue

North-South Neighborhood Connectors:

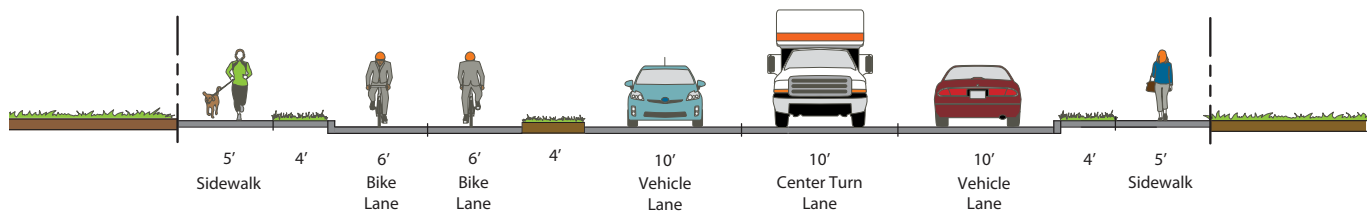
- 40th Avenue
- 36th Avenue
- 32nd Avenue North of New Holland Street
- Highland Drive neighborhood portion
(Note: This will include a bike path wider than the sidewalks shown in the example)

Allen-Barry Connection: At the time of the drafting of this plan, the City re-aligned Barry Street to meet 32nd Avenue directly across from Allen Street, creating a 4-way intersection. This alignment is safer for cars, bikes, and pedestrians, and is an important step forward in Hudsonville’s mobility goals.

NATURAL BEAUTY CORRIDORS

- » *66-100 feet of ROW*
- » *Up to 10,000 cars per day*

Natural Beauty Corridors are roadways that run through undeveloped and natural areas that are planned to remain in that character. The roadway should be designed to complement the natural surroundings.



Natural Beauty Corridor - 66' R.O.W.

Guidelines for Natural Beauty Corridors:

- » Natural Beauty Corridors should be designed with a **two or three lane cross section**. Four lane cross sections are inefficient, and five lanes should be unnecessary through areas that are not planned for heavy development.
- » **Cycle tracks/bike paths** should be prioritized alongside natural beauty corridors, to allow for non-motorized transportation between developed areas, as well as recreational cycling. Sidewalks may also be provided where they are determined to be necessary.
- » Where there is additional right-of-way in a Natural Beauty Corridor once the street elements listed above have been designed, the additional right-of-way should be **planted with trees, shrubs, and flowers** to add to the natural beauty of the private realm.

Natural Beauty Corridors

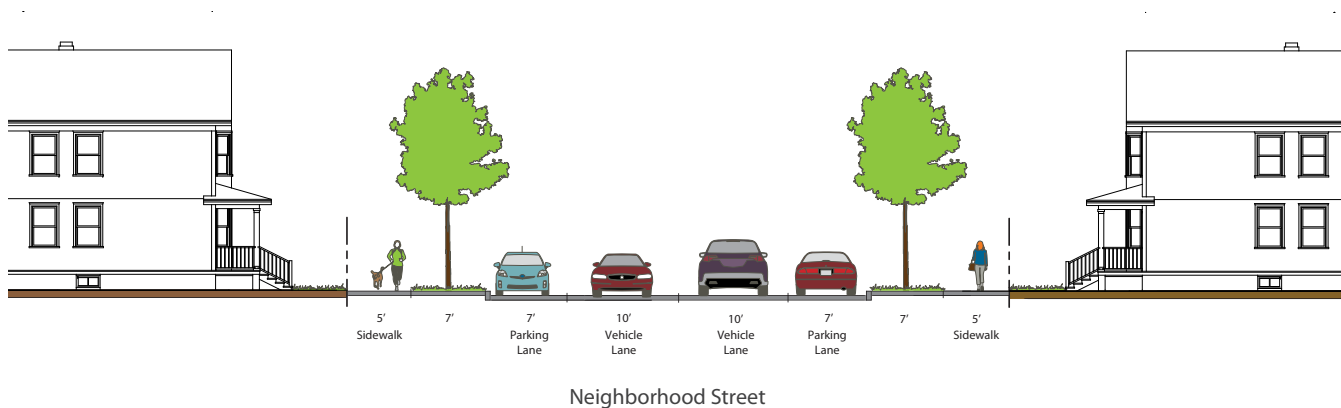
within the City of Hudsonville include:

- » New Holland Street east of 32nd Avenue

NEIGHBORHOOD STREETS

- » *55-66 feet of ROW*
- » *Local Traffic*
- » *25 MPH*

Neighborhood Streets are low traffic corridors designed for local access, mainly to residential uses.



Guidelines for Neighborhood Streets:

- » Neighborhood Streets should be designed with narrow traffic lanes and space for on-street parking along the curbs.
- » All Neighborhood Streets should have sidewalks, buffered from the roadway by wide, tree-lined landscape areas.
- » Cycling on Neighborhood Streets should be encouraged, but bike lanes need not be specifically designated.
- » Transit lines and truck traffic should not be permitted on Neighborhood Streets.
- » Newly constructed Neighborhood Streets should be public roadways, dedicated to the City, and designed based on the guidelines of this plan and the City's engineering standards.

Neighborhood Streets

within the City of Hudsonville include:

- » All roadways not listed in one of the other categories.

FREEWAY

- » *200+ feet of ROW*
- » *50,000 - 80,000 cars per day*
- » *55-75 MPH*

Freeways carry high volumes of through traffic. These are access-controlled, divided highways designed for the unimpeded movement of large volumes of traffic.

These corridors are accessed through the use of interchanges, entrances and exits, and use of underpasses or overpasses at intersections.

Freeways are under the jurisdiction of the Michigan Department of Transportation and thus design guidelines for the roadways are not included. However, design guidelines for freeway intersections are listed below.

Guidelines for Freeway Intersections:

- » Clear vision corners are triangular areas located at intersections in which structures and landscaping are restricted because they may block the ability of drivers to see oncoming traffic. This allows for safety of drivers as well as pedestrians.
- » Safe crossings like crosswalks, signals, underpasses, and overpasses are encouraged at intersections to create safe passage for pedestrians.
- » Medians allow for greenery in the center of roadways, as well as controlling left turns and assisting in the efficient flow of through traffic. Medians also reduce the heat island effect and improve the pedestrian environment.
- » Turn lanes allow for through traffic to continue to its destination at an efficient rate, while also allowing for turning movements and access to the freeway.

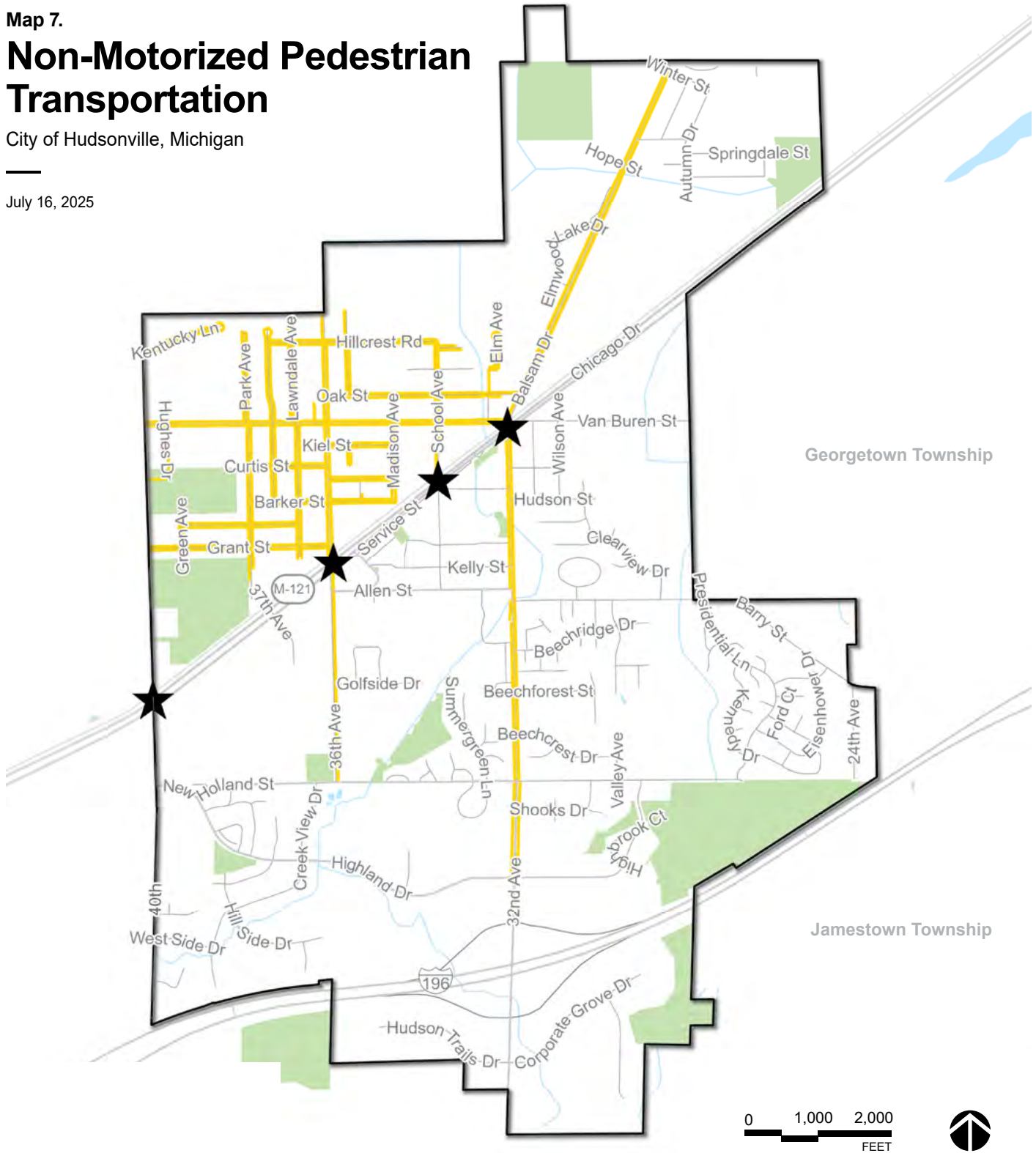
Freeways within the City of Hudsonville include:

- » I-196

Map 7. Non-Motorized Pedestrian Transportation

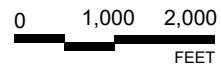
City of Hudsonville, Michigan

July 16, 2025



LEGEND

- Pedestrian Improvements
- ★ Intersection Improvements
- Parks
- City Boundary



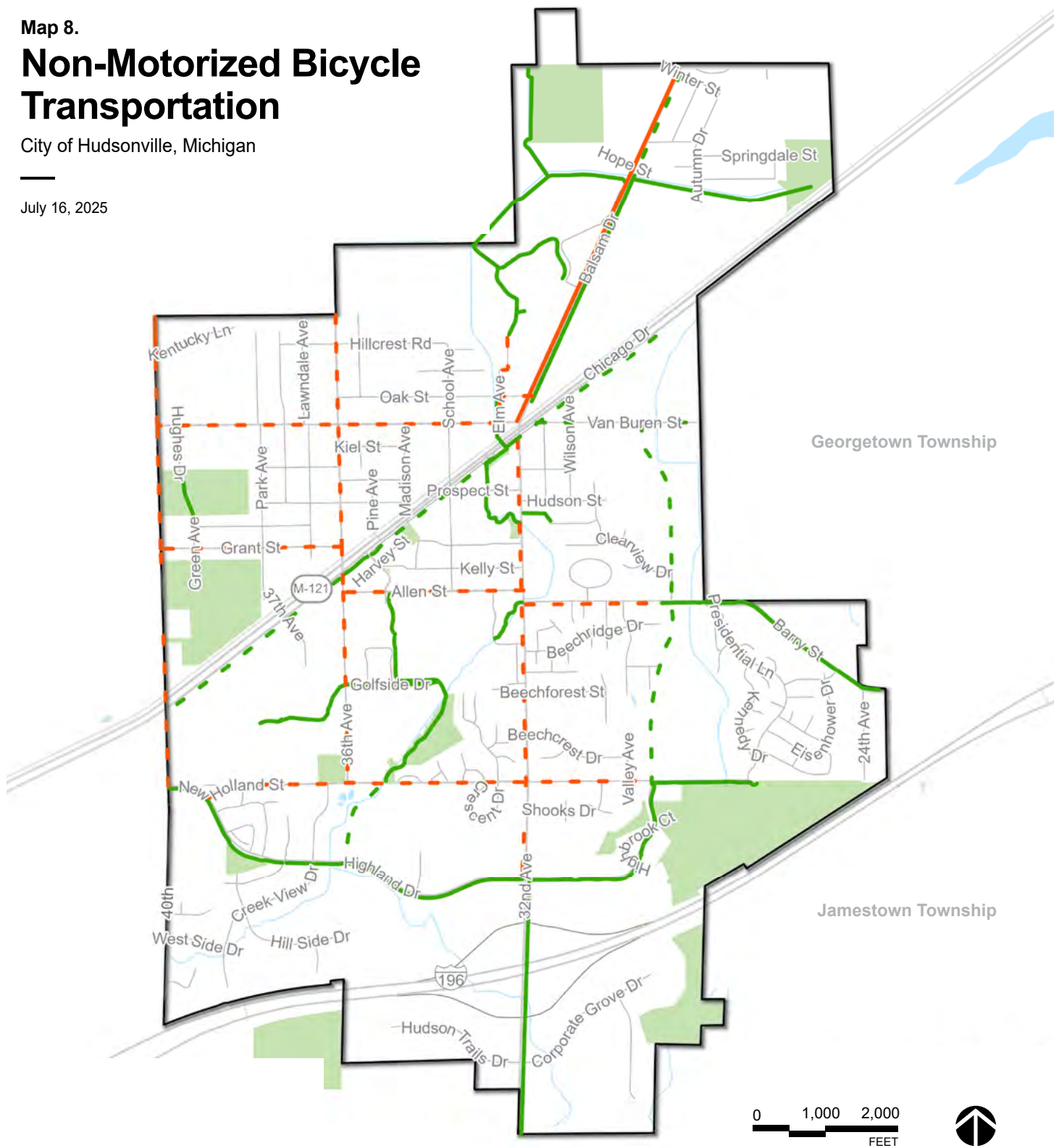
Basemap Source: Michigan Center for Geographic Information, v17a. Data Source: City of Hudsonville, 2024. McKenna, 2024



Map 8. Non-Motorized Bicycle Transportation

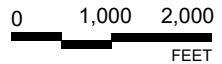
City of Hudsonville, Michigan

July 16, 2025



Georgetown Township

Jamestown Township



LEGEND

- Off-Street Shared Use Path
- On-Street Bike Facility
- - - Proposed Off-Street Shared Use Path
- - - Proposed On-Street Bike Facility
- Parks
- City Boundary

Basemap Source: Michigan Center for Geographic Information, v17a. Data Source: City of Hudsonville, 2024. McKenna, 2024



ELECTRIC VEHICLES

As automakers convert higher and higher percentages of their lineups to electric and plug-in hybrid vehicles, the City of Hudsonville will need to be prepared for a new accessory land use—electric vehicle charging stations.

It is the policy of this plan to reduce the amount of “red tape” required to build out charging stations. They should not be considered equivalent to gas stations under the zoning ordinance and should instead be allowed to be constructed in any parking lot, provided that the parking lot retains safe dimensions for automobile and pedestrian circulation. The City should also consider locating charging stations in public parking lots.

NON-MOTORIZED TRANSPORTATION

Non-Motorized Connectivity is crucial for sustainability, vibrancy, and transportation efficiency. This plan envisions the following non-motorized transportation improvements.

Bike Paths: Off-street bike paths provide the highest level of safety and efficiency for cyclists, but they require right-of-way that is not always available. Therefore, they are best prioritized on high-traffic corridors and roads that run through lightly developed areas.

Within the City of Hudsonville, the following bike paths already exist:

- » The **Buttermilk Creek Trail**, running, in disconnected segments, from New Holland Street to Port Sheldon Street.

The following additional bike paths are proposed:

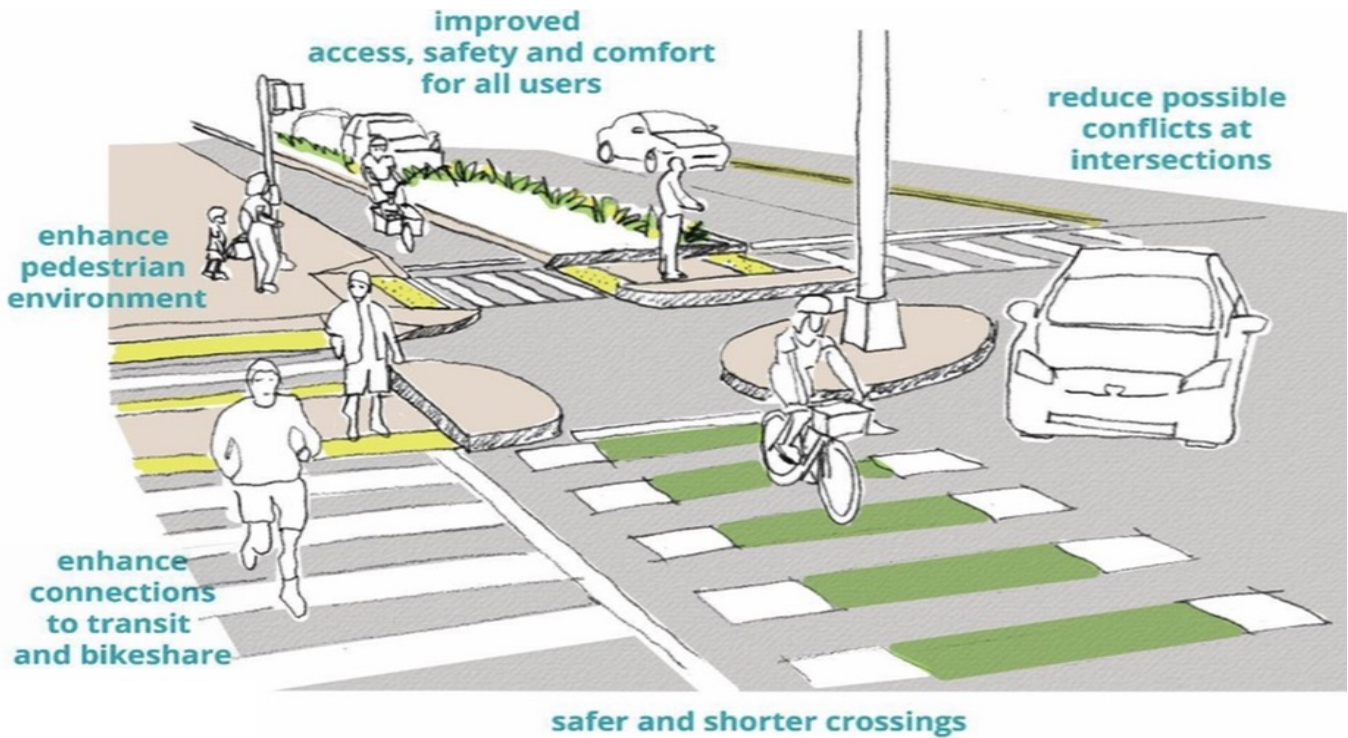
- » An **expansion of the Buttermilk Creek Trail** to close some of the gaps including:
 - Side path extension along Barry Street to 22nd Avenue in Georgetown Charter Township
 - Future 1,400-foot extension from New Holland Street to Highland Drive
 - Pedestrian crossing across Chicago Drive
- » Two new **“Greenways”** which could include bike paths, along with landscaping and preserved open space to create a buffer between industrial and residential land uses.
 - Along Van Buren Street east of 32nd Avenue.
 - Between the planned industrial and residential land uses west of 36th Avenue and south of Chicago Drive.
- » A bike path should be constructed alongside the **Highland Drive extension** from New Holland Street to Van Buren Street.

Bike Lanes: On-street bike lanes are an effective design when space is limited, and through areas where denser development is existing or planned. There are currently no existing bike lanes in Hudsonville. Areas targeted for bike lanes include:

- » **32nd Avenue:** From Chicago Drive to Highland Drive where the existing bike path begins.
- » **36th Avenue:** From Hillcrest Road to New Holland Street
- » **Van Buren Street:** West of Chicago Drive
- » **Balsam Drive:** North of Chicago Drive
- » **Barry Street:** From Highland Drive (the end of the existing bike path) to 32nd Avenue.

Pedestrian Improvements: The following corridors are unlikely to be appropriate for bicycle infrastructure, for various reasons. However, there is still a need to ensure that pedestrians are safe, comfortable, and welcome, through upgrades to sidewalks and crosswalks. The specific improvements will be context dependent.

- » **32nd Avenue:** From Chicago Drive to Highland Drive.
- » **36th Avenue:** From Hillcrest Road to New Holland Street
 - Specifically, new sidewalks should be installed along 36th Avenue on the City’s water tower site, near the intersection with New Holland Street.
- » **Van Buren Street:** West of Chicago Drive
- » **Balsam Drive:** North of Chicago Drive
- » **Northwest Neighborhood:** Addition of sidewalks



Crosswalks: Crosswalks, including upgrades like HAWK signals and pedestrian islands, help people navigate the community on bicycles and on-foot. The following are the highest priority crossings in the City, other than Chicago Drive, which is addressed in detail on the following page. Some of these have already been upgraded.

» **Along Balsam Drive/32nd Avenue:**

- Springdale Street
- Elmwood Lake Drive
- Chicago Drive
- Prospect Street/Hudson Street
- Central Blvd
- Allen Street/Barry Street
- Beech Forest Street
- New Holland Street
- Highland Drive

» **Other Key Crosswalks**

- Chicago Drive/School Avenue*
- Chicago Drive/32nd Avenue/Balsam Drive*
- Chicago Drive/36th Avenue*
- Van Buren Street/Hughes Drive
- Van Buren Street/Park Avenue
- Van Buren Street/36th Avenue
- Van Buren Street/School Avenue
- Van Buren Street/Highland Drive (when constructed)
- Hillcrest Road/36th Avenue
- Curtis Street/Park Avenue
- Allen Street/Cherry Avenue
- Allen Street/School Avenue
- New Holland Street/36th Avenue
- New Holland Street/Buttermilk Creek Trail
- New Holland Street/Highland Drive

**Additional information on these intersections can be found on the following pages.*

Crossing Chicago Drive

Throughout the public engagement process, Hudsonville residents repeatedly stated that improving pedestrian and bicycle access across Chicago Drive is one of their highest priorities. There are several options available to the City, though all have impediments to successful implementation—and all require partnerships with other entities.

Chicago Drive is owned and maintained by MDOT, meaning all pedestrian and bicycle improvement options must be approved by their engineers. MDOT’s priority on the roadway has been the ability of regional through traffic to move efficiently (and therefore quickly) through Hudsonville. The City does not share this priority, and will advocate strongly that the speed of traffic not be prioritized over the safety of Hudsonville residents, especially when I-196 bypassed Chicago Drive decades ago as the primary commuter route between Grand Rapids and Holland.

At-Grade Crossings

There is an existing at-grade crossing at Chicago Drive and School Avenue, which has been upgraded in recent years to include a painted crosswalk, refuge area in the median, and signage. Additionally, pedestrians can cross at the signalized intersections at 32nd Avenue/Balsam Drive and 36th Avenue.

However, these crossings are unpleasant to use due to speeding traffic, frequent turning movements by drivers, and proximity of the railroad tracks. Additional upgrades could include a HAWK signal or other signalization at School Avenue, traffic calming elements such as bump-outs, or streetscape elements such as landscaping, painted concrete, banners, light poles, fences and knee walls. All improvements would have to be approved by MDOT.

Overpass

An overpass would avoid the conflicts and unpleasant pedestrian environment by allowing walkers and cyclists to go over both Chicago Drive and the railroad tracks. If built, the most effective location for an overpass would be connecting the future Village Green to Madison Avenue on the north side of Chicago Drive. This would create a seamless connection between the Village Green and the Early Childhood Center and recreational amenities on the north side. The bridge itself could also be a placemaking opportunity and a landmark.

Overpasses, however, are extremely expensive, and come with design challenges. In order to ensure that the grade up to the bridge meets Americans with Disabilities Act rules (and is safe for cyclists), the bridge would have to be long, likely removing green space from both the Village Green and the Early Childhood Center’s grounds.



Underpass

A pathway under Chicago Drive would also eliminate auto-pedestrian conflicts. The City and MDOT have had in-depth discussions, including engineering analysis, regarding a potential non-motorized trail to run along Buttermilk Creek underneath Chicago Drive and the railroad tracks.

That trail is included in this plan, but it also faces obstacles, including engineering challenges with the aging bridges across the creek, and the potential for flooding. **However, when the bridge is replaced, these concerns can be mitigated in the design and the underpass should be constructed as part of the bridge replacement.**

Underpasses must also be very carefully designed to be attractive and safe spaces. Without sufficient lighting and frequent usage, they can become damp, dingy, and even dangerous. However, these concerns can be mitigated with creative design, including public art.



Upgraded Underpass Example, Detroit, Michigan

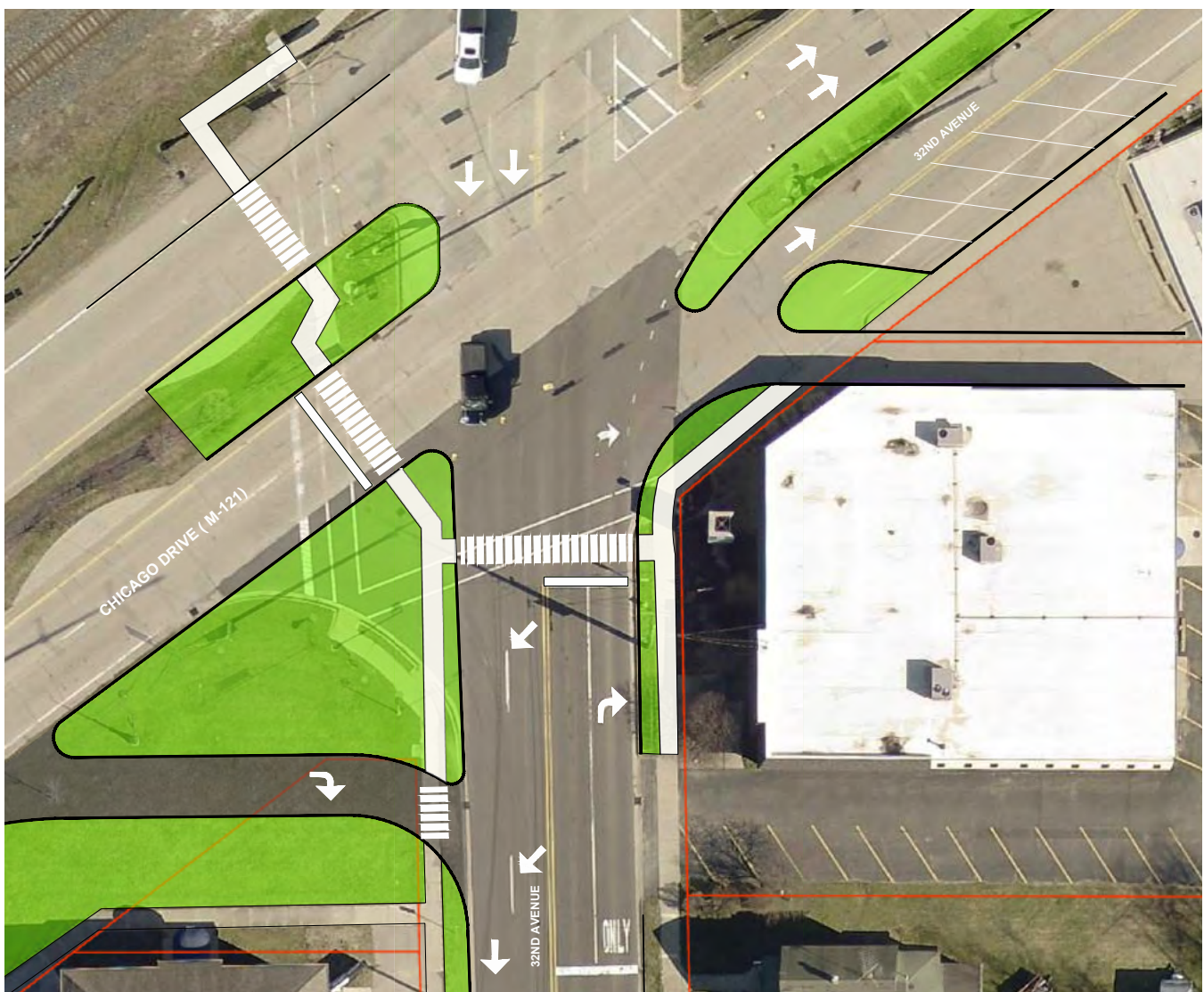
Travel-Mi.com

Redesigned Intersections

There may also be an opportunity to redesign the intersections along Chicago Drive to better improve pedestrian connectivity. Currently, within the City limits, two roadways cross Chicago Drive, each at a signalized intersection—32nd/Balsam and 36th. One potential redesign option for the Chicago/32nd/Balsam intersection is shown below.

One option to improve pedestrian connectivity would be to extend 40th Avenue across Chicago Drive and add a traffic light at that intersection, then divert through traffic there. That would reduce traffic at 36th Avenue, which could then be upgraded for improved pedestrian access (or even converted to a pedestrian-only intersection like School Avenue).

Re-connecting School Avenue across Chicago Drive and adding a traffic light there is also an option, but unlikely to be approved by MDOT due to the proximity to the 32nd/Balsam intersection.



32nd Avenue – Service Street Conceptual Site Plan

City of Hudsonville, MI · June 30, 2025



Transit

At the time of drafting of this plan, Hudsonville had no public transportation. The City is approximately halfway between the service areas of the Interurban Transit Partnership (ITP), which operates “The Rapid” bus system in Grand Rapids and its core Kent County suburbs, and the Macatawa Area Express (MAX), which serves Holland and its surrounding communities. Neither entity serves Hudsonville, nor do they serve Georgetown or Jamestown Townships.

However, as the City grows, additional methods of mobility will be needed.

Fixed Route Service

Though Hudsonville is not adjacent to the service areas for the Rapid and the MAX, it can still decide to opt into their services. The Rapid already serves Grand Valley State University, with buses running through Tallmadge and Allendale Townships without stopping, since those communities do not pay for service.

Hudsonville could pursue a similar model, with service through-running through Georgetown and Zeeland Townships to reach the City. Opting in to either or both services fully would require a millage paid by property owners, which could be pursued, but another option would be to simply negotiate a fee-per-service-hour arrangement.

The Rapid has this arrangement with Grand Valley State University, Gaines Township, and Alpine Township, and previously had a similar arrangement with the Cascade Township Downtown Development Authority. Under these types of agreements, the City would pay only for the costs of a specifically defined route to serve Hudsonville. This would avoid a tax increase on residents while still bringing service to the City.

Potential service models include:

- » An extension of the Rapid’s Route 8 (which serves Grandville and Downtown Grand Rapids), Route 28 (which serves 28th Street), or Route 44 (which serves Rivertown Crossings Mall and 44th Street).
- » A new Hudsonville loop, operated by the Rapid, running from Downtown Grandville to Hudsonville, then to Rivertown Crossings Mall. This route would have interchange with Routes 8 and 28 in Downtown Grandville and Routes 3, 8 and 44 at Rivertown Crossings, giving Hudsonville riders access to a wide swath of the Grand Rapids area in one transfer.
- » An express bus from Downtown Grand Rapids to Hudsonville via I-196 and Chicago Drive, with an interim stop at Chicago Drive and Kenowa Avenue, then local stops within Hudsonville itself.
- » An extension of MAX Routes 8 or 11, which currently serve Zeeland.
- » A Hudsonville to Zeeland route, operated by the MAX, with transfers to MAX Routes 8 and 11.
- » An express bus from Downtown Holland to Hudsonville via I-196, with local stops within Hudsonville.



Holland MAX Bus

**West Michigan Express (WMX)
Bus Rapid Transit Line**

Hudsonville is planned as a stop on a regional commuter Bus Rapid Transit (BRT) system connecting Grand Rapids and Holland known as the “West Michigan Express” or “WMX.”. At the time of the drafting of this plan, WMX was still in the planning stages, but it is important for the City to plan for its impacts on mobility and land use.

The most likely routing of the service will use Chicago Drive all the way from Downtown Grand Rapids to Downtown Holland. The Hudsonville station location would be near the intersection of School Avenue and Chicago Drive, which will only be walking or biking distance for a portion of Hudsonville residents. Providing other means of access to WMX for should be a priority, which means the City may want to consider creating a boutique fixed route service, partnering with a rideshare company or non-profit, or working with other Southeast Ottawa County communities on on-demand service.

Mobility Option: Rideshare Partnership

One option to provide improved mobility in and around Hudsonville is to partner with one of the rideshare companies to provide reduced fares to trips originating from or terminating within Hudsonville. Both Lyft and Uber offer partnerships with local governments. Generally, the public entity creates a pool of money, which is automatically drawn down to give discounts to qualifying rides. Riders experience the discount applied automatically and do not have to take any action, other than hailing a rideshare on their app.

Mobility Option: On-Demand Service

Currently, Southeast Ottawa County does not have any public system for seniors, people with disabilities, or others to obtain on-demand transit service. Such service is provided in the Holland and Grand Rapids areas, but does not reach Hudsonville. The City could partner with either its neighboring townships, or a non-profit entity such as Hope Network (both), to provide service. This option would come with significant costs, however, for the purchase of rolling stock, driver salaries, and the operations of the system. But it would provide mobility to persons in need over a wide geographic area.



Silver Line Bus Rapid Transit Vehicle, Grand Rapids



Mobility Option: Boutique Fixed Route (“Hudsonville Shuttle”)

Similar to the Lakeshore Trolley in the Grand Haven area, Hudsonville could provide a boutique fixed route service connecting the City’s major destinations, including the WMX station. The service could even use unique rolling stock, similar to the trolleys in Grand Haven, so the vehicles could serve as placemaking and branding, in addition to transportation.

This option would also have significant capital and ongoing costs. However, those costs would be predictable, and service could be altered to meet ridership needs.

This option would not be pursued unless and until the WMX is constructed, as one the primary sources of ridership would be WMX commuters needing a connection for the “last mile” to their home.

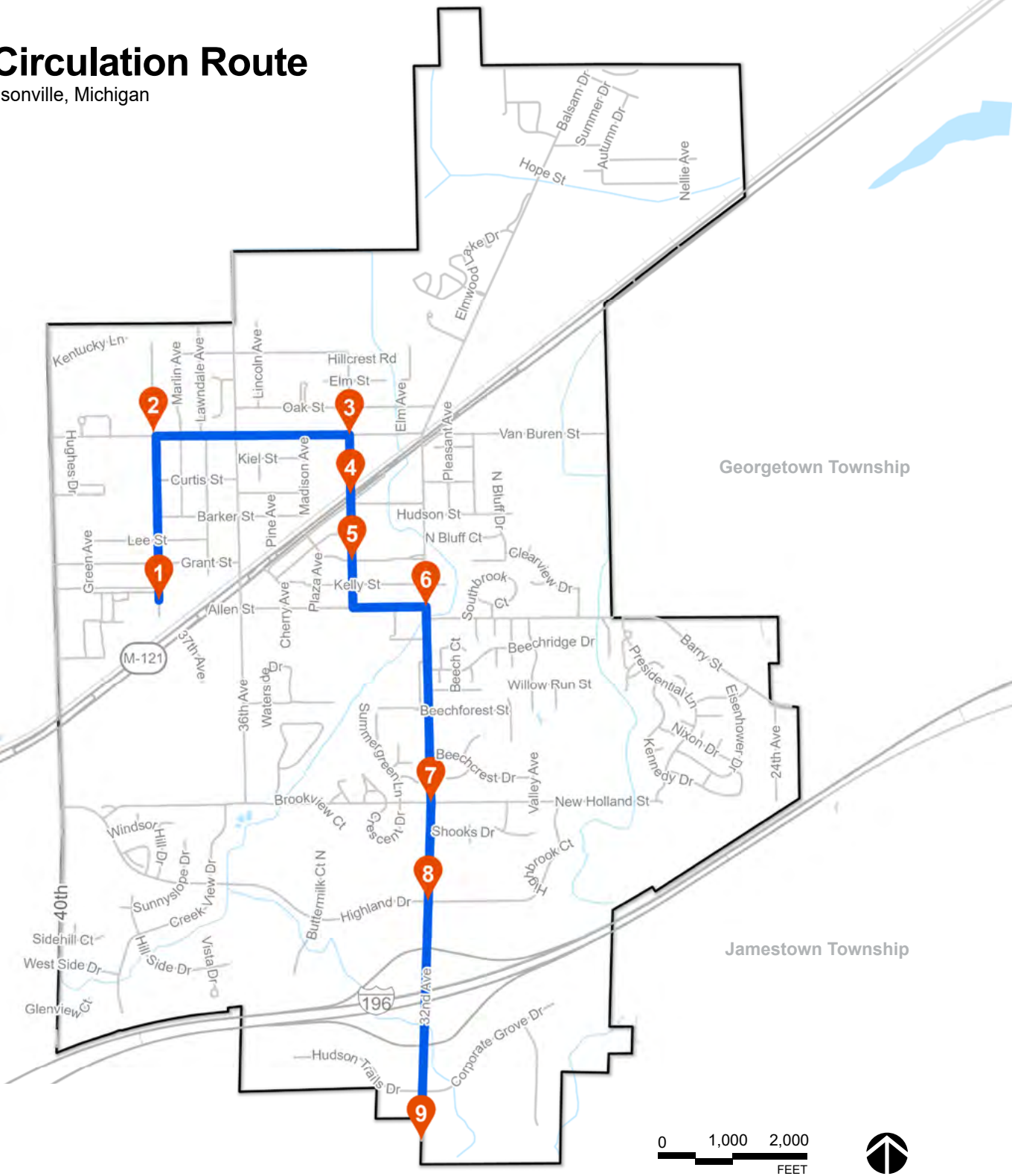
A vision for a potential route is shown on the following page. The route would include the following stops:

- | | |
|--------------------------------------|---|
| 1. Fairgrounds | 6. Post Office-Village Green |
| 2. Hughes Park-Middle School | 7. High School |
| 3. Library-ECC | 8. New Holland Street |
| 4. WMX-Westbound | 9. Highland Drive |
| 5. Terra Square-WMX Eastbound | 10. Meijer (in Jamestown Township) |

Map 9. Bus Circulation Route

City of Hudsonville, Michigan

July 16, 2025



LEGEND

- 1 Fairgrounds
- 2 Hughes Park - Middle School
- 3 Library - ECC
- 4 WMX - Westbound
- 5 Terra Square - WMX Eastbound
- 6 Post Office - Village Green
- 7 High School
- 8 New Holland Street
- 9 Highland Drive
- 10 Meijer



Basemap Source: Michigan Center for Geographic Information, v17a. Data Source: City of Hudsonville, 2024. McKenna, 2024



Housing Needs Analysis

PURPOSE

The purpose of this study is to examine the demand for housing units in the Kent-Ottawa County area, with particular focus on Hudsonville, to inform the City's housing policies in this Master Plan. This study includes a detailed analysis of housing market data from the US Census, ESRI, and other sources. The conclusions of this study are designed to initiate policy discussions with City officials and stakeholders, especially related to zoning decisions and other Master Plan implementation action items.

SUMMARY OF ANALYSES

This study features several areas of analysis:

- » Analysis of the underlying demographic trends that impact the housing market, including population projections
- » Analysis of the overall supply and demand for housing, including a breakdown of "For Sale" vs "For Rent" units
- » Projection of the population to 2030 and 2040, with accompanying projections of long-term housing trends
- » A build-out analysis of the Future Land Use Map, to understand how fast the housing build-out envisioned in the plan should occur in order to keep pace with market demand.

SCOPE AND LIMITATIONS

This report is based on estimates, assumptions, and other information developed from market research and knowledge of the industry. Sources of information and the basis of estimates are stated in the report.

The conclusions of this report rely on standards set by national organizations and data derived from outside market research organizations. Additionally, they are based on the assumptions stated in this report. The conclusions and supporting data in this report are subject to change based on evolving market conditions. This report is intended to quantify the market for new housing development and is not intended to be used as a financial projection.

DATA SOURCES

Data for this report comes from the following sources, which are cited where appropriate:

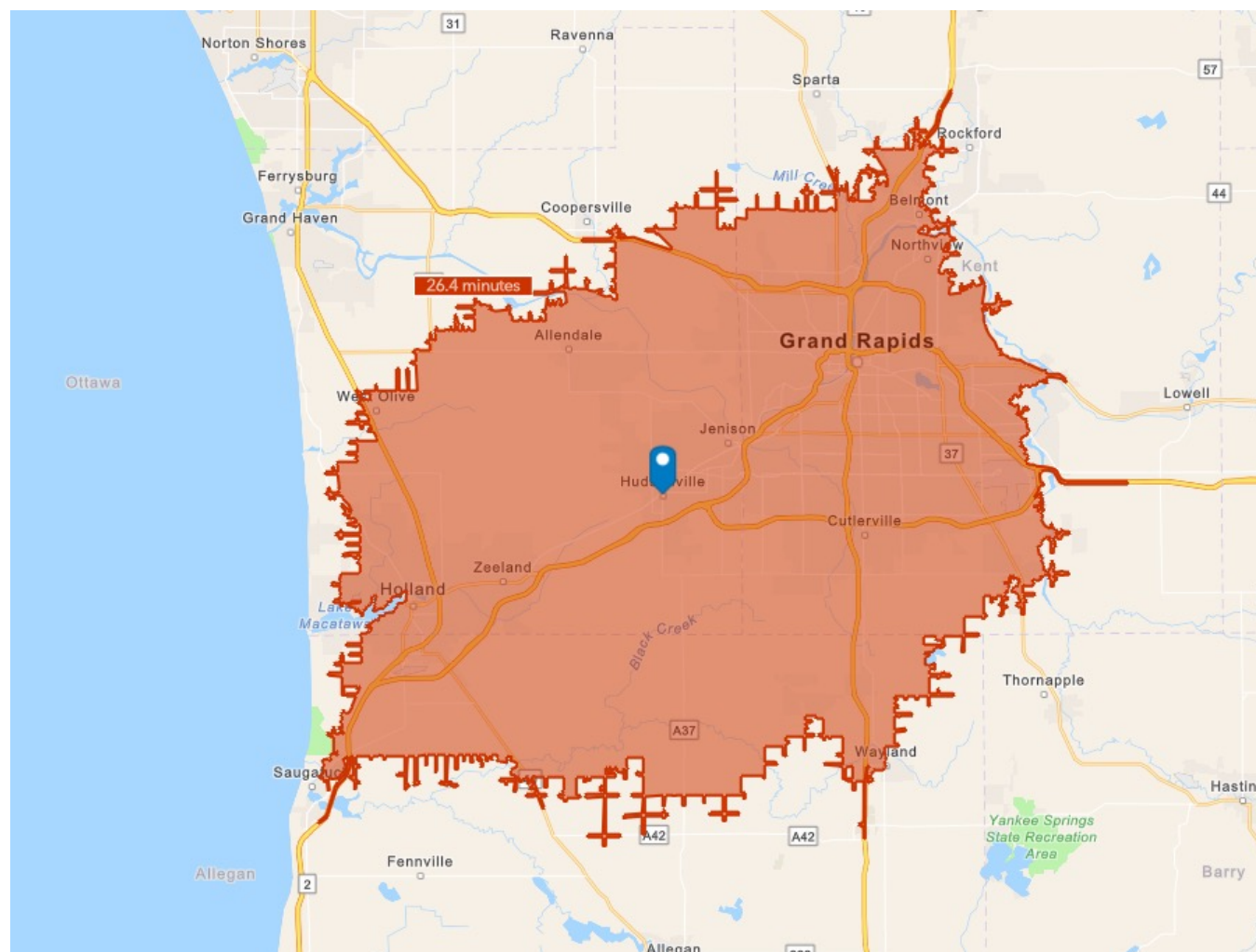
- » US Census
- » 2010 Decennial Headcount
- » 2020 Decennial Headcount
- » ESRI Business Analyst
- » National Association of Realtors
- » Michigan Department of Health and Human Services

TRADE AREA

Markets do not stop at municipal borders. When households seek housing in the Hudsonville area, they do not look solely within Hudsonville, or any other specific community. Thus, the geographic extent of the housing market is more realistically the area where someone can live and comfortably commute into Hudsonville. To estimate this area, McKenna used the average commute time in the City (26.4 minutes) and mapped the area where a commuter could reach the intersection of Chicago Drive and 32nd Avenue in that amount of time.

The resulting Trade Area is shown on the map below. The Trade Area incorporates a large swath of Kent, Ottawa, and Allegan Counties, reaching as far southwest as Saugatuck, as far northeast as Rockford, as far east as Ada, and as far south as Wayland. The Trade Area has a total population of 766,856 people, according to the 2020 US Census Decennial Headcount.

Figure 5. Housing Trade Area



POPULATION PROJECTION

To project the population in the future, McKenna used a Cohort-Component Population Projection. Cohort-Component Population Projections are developed using the following methodology:

Cohort-Component

The population is divided into ten-year age cohorts, using US Census data. At each ten-year interval, individual age cohorts are moved up the ladder. For instance, the group that was 30-40 years old in 2010 became the 40-50-year-olds in 2020, minus those who die during that time frame based on the mortality rate for their age group. For the 81+ age cohort, the number not projected to die during the ten-year period in question was carried over to the next decade. To calculate the number of people aged 0-10, the population of women of childbearing age was calculated and a 10-year birthrate per thousand (from the Michigan Department of Health and Human Services) applied to give the number of births.

Net Migration Calculation

To account for migration, the population projection also includes a net migration factor. The net migration factor was calculated by running a Cohort-Component Analysis from 2010 to 2020 and comparing the results to the actual 2020 population data. The Cohort-Component Analysis predicted a City population of 7,937 people, compared to an actual population of 7,443. Therefore, the analysis estimates a net loss of 494 people from the City who would otherwise be living there if they had not moved away. 494 people represents a -0.9% net migration rate.

This was an unexpected conclusion, given the anecdotal observation that Hudsonville is a growing community with significant housing demand, which would suggest net positive migration. However, a closer look at the data reveals some interesting trends. First, the City did grow between 2010 and 2020, gaining 262 residents. That bottom line number reflects several conflicting trends:

- » The number of children under 19 years old in the 2020 Census was over 500 higher than the projection anticipated. This suggests a higher birth rate in Hudsonville than the statewide average used in the model, as well as families moving into the City for the schools.
- » The City experienced an in-migration of over 250 20-29 year olds over the number projected by the model, possibly because of the new construction of walkable and dense housing units, as well as the improving job market for young professionals in West Michigan during the decade.
- » Approximately 500 people over the age of 60 left the City, likely because of the lack of senior housing options (particularly assisted living) in the City.

For the Trade Area, the Cohort-Component Analysis projected a population of 750,548, compared to an actual population of 766,856, a +2.2% net migration rate. The level of in-migration is consistent with anecdotal evidence.

For the purposes of this analysis, the net migration rates are assumed to hold constant through the 20-year projection period. The results of the population projection are shown below:

Table 13. Trade Area Population Projection

	2020	2030 (PROJECTED)	2040 (PROJECTED)
Hudsonville	7,443	8,012	8,746
Rest of Trade Area	759,413	869,299	982,512
Total Trade Area	766,865	877,311	991,258

Source: US Census, ESRI, McKenna Calculation

Housing Supply

Hudsonville contains approximately 0.8% of the Trade Area’s housing stock. The City has had an unusual trend with regard to housing units since 2010, according to Census data. Between 2010 and 2020, Hudsonville lost 180 housing units (mostly mobile homes, though some houses were torn down), but since 2020, the City has added over 200 housing units in new developments.

The City has a lower proportion of rental units than the Trade Area at large, but at the same time has a higher median rent. This indicates that the City’s apartment complexes are sought after by renters in the region.

The median home value in the City is lower than that of the region, but that indicates potential affordability for first-time homebuyers—though the median home value is still out of reach for many young adult households.

Hudsonville has seen a dramatic increase in housing construction since the Covid-19 pandemic. In just 4 years since the 2020 Census, the City has had 537 new housing units either built or under construction at the time of the adoption of this plan. Of those 537 new housing units, 473 are rental units, increasing Hudsonville’s proportion of rentals from 14.9% to 26.9%.

Meanwhile, both rent and home values have increased, though home values have increased faster. Housing costs are a major concern of both owners and renters, though owners also benefit from increasing equity.

Table 14. Characteristics of Housing Supply

	NUMBER OF HOUSING UNITS	OWNER-OCCUPIED*	RENTER-OCCUPIED*	MEDIAN RENT	MEDIAN HOME VALUE
Hudsonville 2020	2,748	85.1%	14.9%	\$1,010	\$160,900
Hudsonville 2024	3,285	73.1%	26.9%	\$1,175	\$244,300
Trade Area 2020	312,522	68.0%	32.0%	\$975	\$295,084

*Source: US Census, ESRI *Also includes for-sale and for-rent units.*

Housing Demand

Headship and Homeownership Rates

The headship rate is the number of households in each age group divided by the population in that age group. By definition, a household resides in a dwelling unit under its control. Using the data in Table 13 we can calculate the propensity of the population in each age cohort to 1) form a household based on the headship rate, and 2) own or rent a dwelling unit. Notably, roommates or a romantic couple living together are considered “co-heads” of a household, and only one person is counted as the “head” for the purposes of the headship rate.

Headship rate data is provided by the National Association of Home Builders. National data is used for headship because it is not available for smaller geographies. The assumption, for the purposes of this analysis, is that Kent County’s headship rates are roughly similar to the nation at large.

For the homeownership rate, the State of Michigan’s rate is used to create a “baseline” of homeownership demand for the City and Trade Area. Using the national rate would incorporate regions where homeownership rates are lower, and over-state demand for rental housing. Using a more local or countywide rate would be circular logic, merely repeating what is already going on in the housing market, and not allowing for the analysis to show inefficiencies. Therefore, the statewide rate is used.

Table 15. Homeownership and Headship Rates, 2020

AGE	POPULATION (CITY)	POPULATION (TRADE AREA)	HEADSHIP RATE (UNITED STATES)	HOMEOWNERSHIP RATE (MICHIGAN)
20-29	1,177	124,498	39.2%	44.1%
30-39	1,296	106,481	54.3%	68.6%
40-49	505	89,367	56.7%	75.4%
50-59	616	86,082	58.5%	79.9%
60-69	585	75,943	63.6%	83.3%
70-79	366	47,121	64.4%	83.7%
80+	311	29,869	54.1%	72.2%

Source: U.S. Census, National Association of Home Builders.

Table 16. Estimated Homeowner/Renter Demand by Age Group, Trade Area, 2020

AGE GROUP	POPULATION	TOTAL HOUSEHOLDS	HOMEOWNER HOUSEHOLDS	RENTER HOUSEHOLDS
20-29	1,177	461	204	258
30-39	1,296	704	483	221
40-49	505	286	216	70
50-59	616	360	288	72
60-69	585	372	310	62
70-79	366	236	197	38
80+	311	168	122	47
Total:		2,588	1,820	768
			70.3%	29.7%

Source: US Census Bureau, National Association of Home Builders, McKenna Calculations

The ratio of demand for homeownership and rental properties (with approximately 70% of demand for homeownership properties) in the City did not match ratio of owner-occupied units versus renter-occupied units in 2020 (approximately 85% of the housing units were owner-occupied). However, after the boom in construction of rental housing, Hudsonville now sits at 73.1% homeownership supply, much closer to the modeled demand. This means that the City should plan to maintain an approximately 70-30 ratio of owner-occupied homes to those available for rent throughout the life of this Master Plan.

Projected City Housing Demand - 2030 and 2040

The purpose of projecting housing demand in 10 and 20-year increments is to understand the impact of the housing market on City policy over the long term. The Master Plan is a forward-looking document with a 20-year time horizon, and therefore, this analysis uses the same time horizon. This report includes a build-out analysis of the Future Land Use Map, which is compared to this Demand Projection to ensure that the housing capacity described in the plan is reflective of the projected market.

Please note that this projection is limited to the parameters in the model and does not take into account unforeseen events or trends that could alter housing demand in the future.

Using the population projection described above and the headship and homeownership rates, the number of housing units demanded in the City has been projected out from 2020 to 2030 and 2040.

Table 17. Estimated Housing Demand, 2030 (Hudsonville)

2030			
PROJECTED POPULATION	HOUSEHOLDS	HOMEOWNERS	RENTERS
8,015	2,942	2,099	843

Source: US Census, ESRI, McKenna Calculation

Table 18. Estimated Housing Demand, 2040 (Hudsonville)

2030			
PROJECTED POPULATION	HOUSEHOLDS	HOMEOWNERS	RENTERS
8,752	3,346	2,383	963

Source: US Census Bureau, McKenna Calculations

Key Conclusion

The analysis projected that between 2020 and 2030, Hudsonville would need 194 new housing units, with another 404 needed prior to 2040, for a total of 600. However, as noted previously, 537 housing units have already been built or are under construction. The building boom has almost met the 20 year demand projected by the model in just 4 years, creating two key takeaways:

- » *Hudsonville is attracting a higher proportion of regional demand than it has in the past, likely due to the City having available land, infrastructure, and favorable planning and zoning policies for housing development. See below for additional analysis of regional demand and Hudsonville’s ability to attract it.*
- » *The City can leverage regional demand to achieve its development goals as expressed in this plan, such as a vibrant mixed-use downtown and high-quality housing developments on its remaining vacant parcels. However, it does not need to feel pressure to maximize density or disrupt existing neighborhood patterns in the service of meeting housing demand, because its internal demand is already met.*

Regional Growth

Below is the projected housing demand in the Trade Area through 2040:

Table 19. Change in Housing Demand, 2020-2040, Trade Area

YEAR	HOMEOWNERS	CHANGE FROM PREVIOUS 10 YEARS	RENTERS	CHANGE FROM PREVIOUS 10 YEARS	TOTAL HOUSING UNITS DEMANDED	CHANGE FROM PREVIOUS 10 YEARS
2020	217,027	-	85,428	-	302,455	-
2030	262,626	+45,599	98,128	+12,701	360,755	+58,300
2040	302,708	+40,082	109,745	+11,617	412,453	+51,699

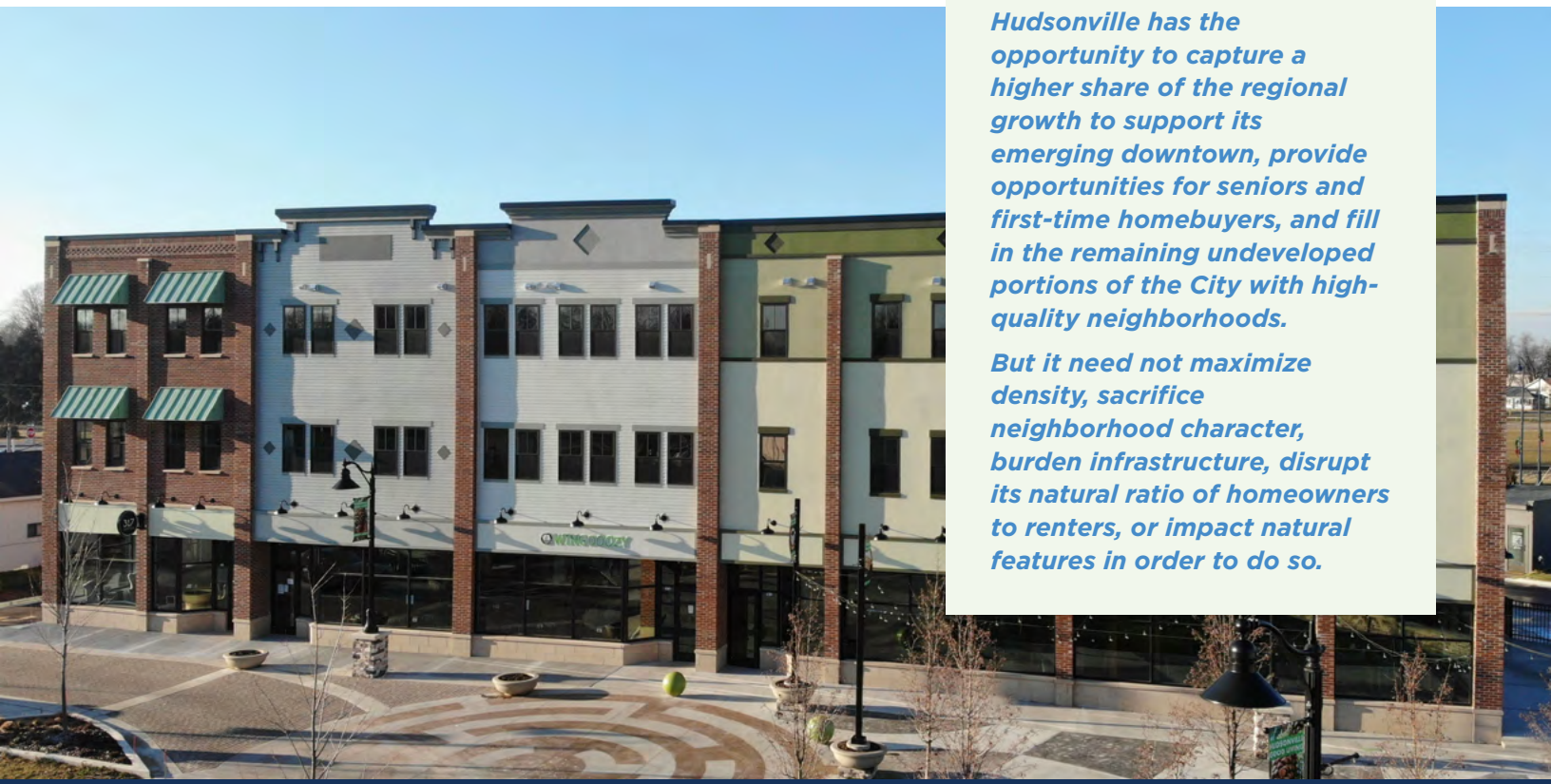
Source: US Census Bureau, McKenna Calculations

Housing demand in the Trade Area at large is projected to grow rapidly, with over 58,000 new housing units needed before 2030 and just under 52,000 more needed before 2040. The slight slowdown in growth (though growth will continue) is again due to the smaller generations that follow the Millennials, as well as the aging, and eventual removal from the housing market, of the Baby Boomers. Currently, Hudsonville contains approximately 0.8% of the Trade Area’s housing stock. If the City built the approximately 600 housing units over 20 years projected as needed by the model, its proportion of the trade area would stay steady. However, development trends indicate the Hudsonville’s share of the regional housing stock will increase.

Key Conclusion

Hudsonville has the opportunity to capture a higher share of the regional growth to support its emerging downtown, provide opportunities for seniors and first-time homebuyers, and fill in the remaining undeveloped portions of the City with high-quality neighborhoods.

But it need not maximize density, sacrifice neighborhood character, burden infrastructure, disrupt its natural ratio of homeowners to renters, or impact natural features in order to do so.





Future Land Use

Based on a comprehensive planning process, the Future Land Use plan serves as a guide for the community's vision for the next 10 to 15 years. It is based on an analysis of land use issues facing Hudsonville, existing uses and conditions, demographic and housing data, physical constraints and resources, community infrastructure, circulation patterns, community engagement, and the goals and objectives of this plan.

Through land use planning and zoning controls, the City intends to ensure that the character of neighborhoods are preserved, that economic development is encouraged, and that the designated mixed use areas become vibrant and exciting places to be.

This Future Land Use plan constitutes the development policy of Hudsonville, and as the City moves into the future, the plan should be regularly updated to address how development and physical change has impacted the infrastructure and existing conditions.



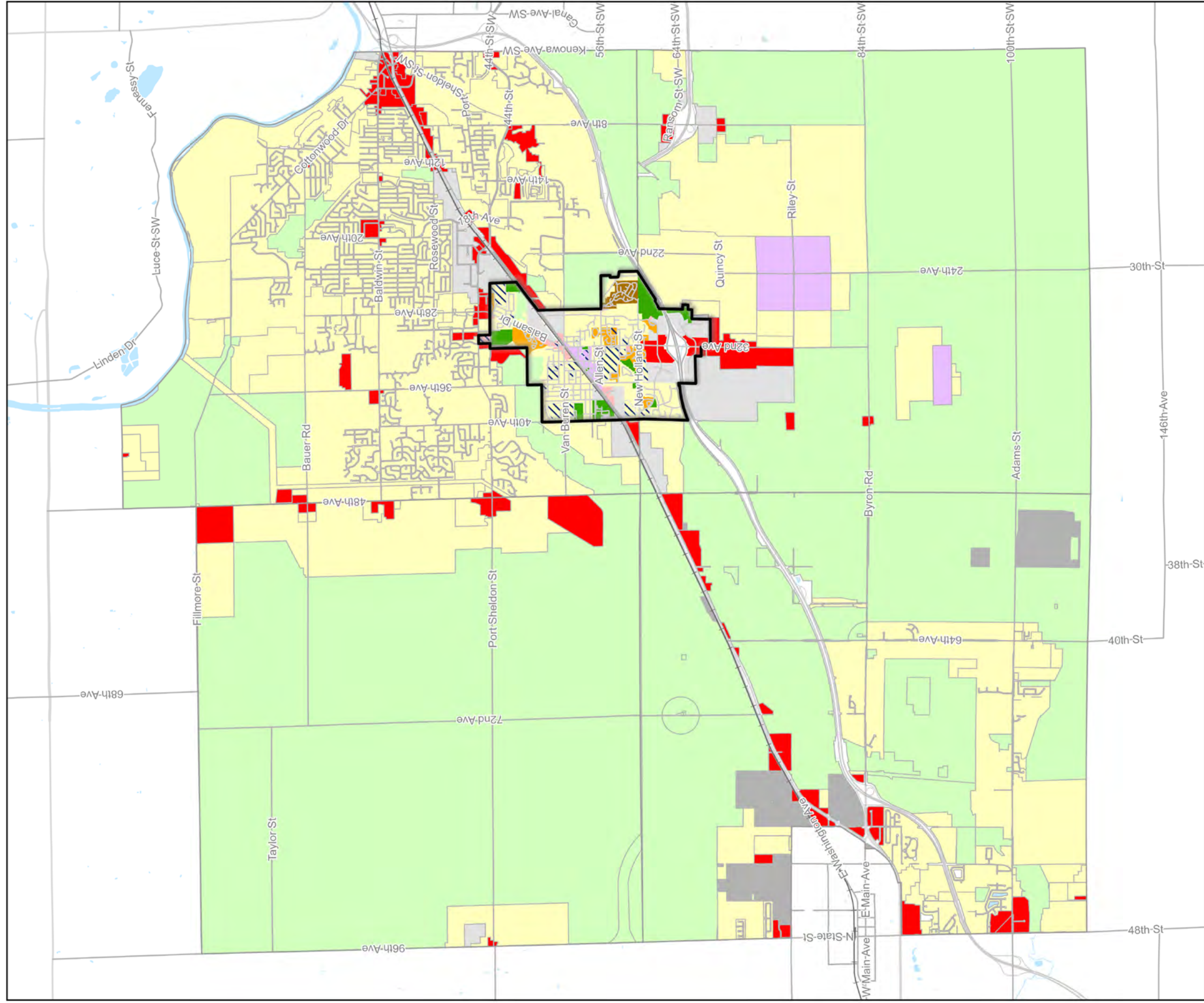
Future Land Use Context: Regional Development Pattern

As shown on the map on the following page, Hudsonville sits in the southwest corner of a (mostly) continuously developed region running from Rockford in the north to Byron Center in the south, and Allendale in the west to Ada in the east. This region, centered on Grand Rapids, is urban and suburban in nature. To Hudsonville's west is a crescent of farmland and rural area, with the Holland and Muskegon/Grand Haven regions to the west and northwest of that.

The broader region is growing quickly, relative to its peer regions in Michigan and around the Great Lakes area. Housing demand is growing even faster than population due to decreasing household sizes and the rise of vacation rentals.

All of those trends create development pressure, threatening the rural crescent and its highly prized natural vistas and prime farmland. In order to maintain the rural crescent, developed communities, like Hudsonville must meet development demand in an orderly and efficient manner.

Hudsonville's Future Land Use Planning must take on this responsibility for absorbing growth, while ensuring that new development does not threaten the community's character or the quality of life of residents.



Map 10.
Regional Future Land Use
 City of Hudsonville, Michigan

May 12, 2025

LEGEND

Hudsonville Future Land Use

- Natural Preservation
- Neighborhood
- Residential Complex
- Manufactured Housing Park
- City Center
- Neighborhood Center
- Commercial Services
- Industrial
- Parks

Regional Future Land Use

- Agricultural
- Residential
- Commercial
- Industrial
- City Center



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Future Land Use Context:
Public and Quasi-Public Uses

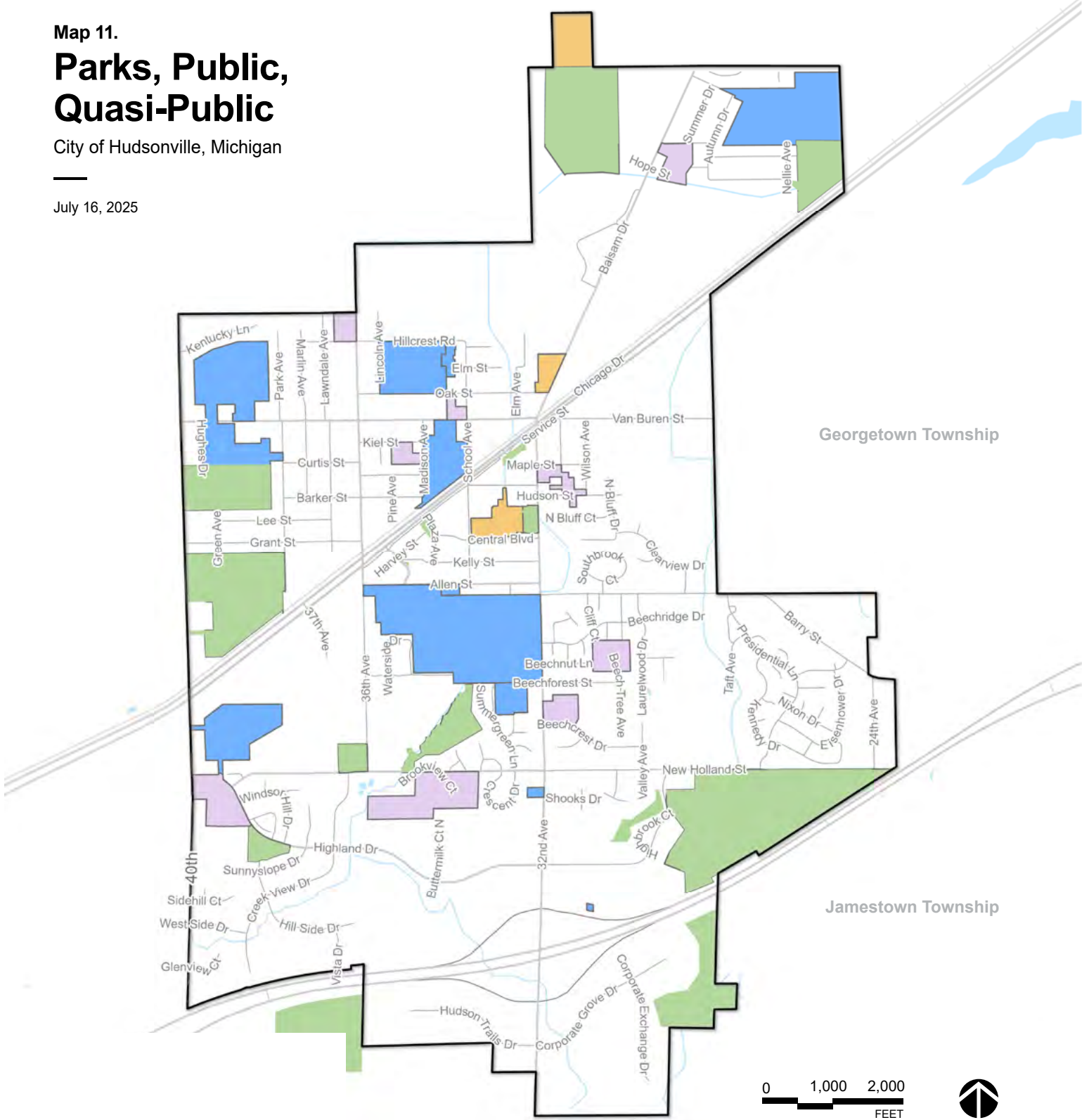
Hudsonville is home to a number of valued public and quasi-public uses, including schools and churches. On the Future Land Use map, these uses are designated with an overlay to show their location, and highlight their value. They are also designated with underlying Future Land Use categories, in order to give guidance about appropriate development should they ever move, close, or otherwise be available for redevelopment.

The map on the following page shows the specific types and locations of public and quasi-public land within the City.

Map 11. Parks, Public, Quasi-Public

City of Hudsonville, Michigan

July 16, 2025



LEGEND

- Civic Institution
- Parks
- Religious Institution
- School

0 1,000 2,000
FEET



Basemap Source: Michigan Center for Geographic Information, v17a. Data Source: City of Hudsonville, 2024. McKenna, 2024





Future Land Use Context: Green Space Network

Hudsonville is blessed with a robust and growing network of parks and other green spaces, as shown on the map on the following page, and as further discussed in the City's Parks and Recreation Plan. While the Future Land Use Map includes categories for both "Parks" and "Natural Preservation", there are also planned green corridors within the other Future Land Use categories. These could be established as enhanced landscaped buffers, open space preservation developments, or future City acquisition of land for recreation and preservation.

Green spaces should be connected by pedestrian and bicycle infrastructure, so residents can access them easily and enjoy passing through them recreationally.

The full picture of the City's planned green space network is shown on the following page.

Map 12.

Preserved Green Space and Park Target Areas

City of Hudsonville, Michigan

July 16, 2025



LEGEND

- Non-motorized Facilities
- Greenway
- - - Sensitive Natural Areas
- - - Target Park Areas
- - - Future Development

0 1,000 2,000
FEET



Basemap Source: Michigan Center for Geographic Information, v17a. Data Source: City of Hudsonville, 2024. McKenna, 2024



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Future Land Use Context:

Housing for All Ages

Hudsonville has long been known as a great place for families, featuring safety, high quality of life, and amenities for kids. But it has residents throughout the age spectrum, and should have housing that fits the needs of every type of household. This section analyzes Hudsonville's current population by age, and current housing stock, to determine gaps and help the City make decisions on what types of housing are appropriate for the remaining development sites.

Importantly, most Hudsonville residents will live in the City during most or all of these stages of their lives, meaning the City should plan for housing for the entire age spectrum.

Emerging Adults (Ages 18-29)

- » Population in Hudsonville (2022): 1,072
- » Headship Rate (National): 39%
- » Homeownership Rate (Michigan): 44%
- » Housing Type Preferences: Apartments, Townhomes, Condominiums

Emerging Adults have unique housing needs. Many are living in their first housing units, having previously lived with their parents. They have a low "headship rate", because they transition to independence from their parents at varying rates, and frequently live with multiple roommates. But they also strive for homeownership (44% are homeowners, statewide), and need opportunities that are affordable without a large downpayment. Those frequently come in the form of townhomes, condos, or duplexes, which are more affordable than detached single family homes.



Young Families (Ages 30-44)

- » Population in Hudsonville (2022): 1,676
- » Headship Rate (National): 54%
- » Homeownership Rate (Michigan): 69%
- » Housing Type Preference: Single Family Home with Yard

Adults ages 30 to 44 are frequently in their prime child-raising years, with multiple young children at home. These growing families frequently grow out of the homes they lived in during their "emerging adult" years, and often look for quieter neighborhoods with detached housing where their kids can play in the yard. These families are not yet in their prime earning years, and may find themselves stretching their budgets for homes big enough for them.



Mature Families (Ages 45-59)

- » Population in Hudsonville (2022): 1,024
- » Headship Rate (National): 58%
- » Homeownership Rate (Michigan): 80%
- » Housing Type Preference: Single Family Home with Yard

As children grow older, their families have different housing needs. With parents frequently in their peak earning years, the family is often able to afford a larger home. Teenagers with their own vehicles need a place to park, so garage space becomes a priority. This age group frequently occupies the largest homes in a given community.

Empty Nesters (Ages 60-74)

- » Population in Hudsonville (2022): 918
- » Headship Rate (National): 64%
- » Homeownership Rate (Michigan): 83%
- » Housing Type Preference: Townhouse, Condominium

When the children leave the home, frequently adults in their 60s and early 70s find themselves with more home than they need. The extra bedrooms, large garage, and high-maintenance yard are no longer necessary, and they seek “downsized” housing. Condominiums, where common spaces are maintained collectively, are popular with this age group, as are townhouses.

Retirees (Ages 75+)

- » Population in Hudsonville (2022): 520
- » Headship Rate (National): 54%
- » Homeownership Rate (Michigan): 84%
- » Housing Type Preference: Townhouse, Condominium, Independent Senior Housing, Assisted Living

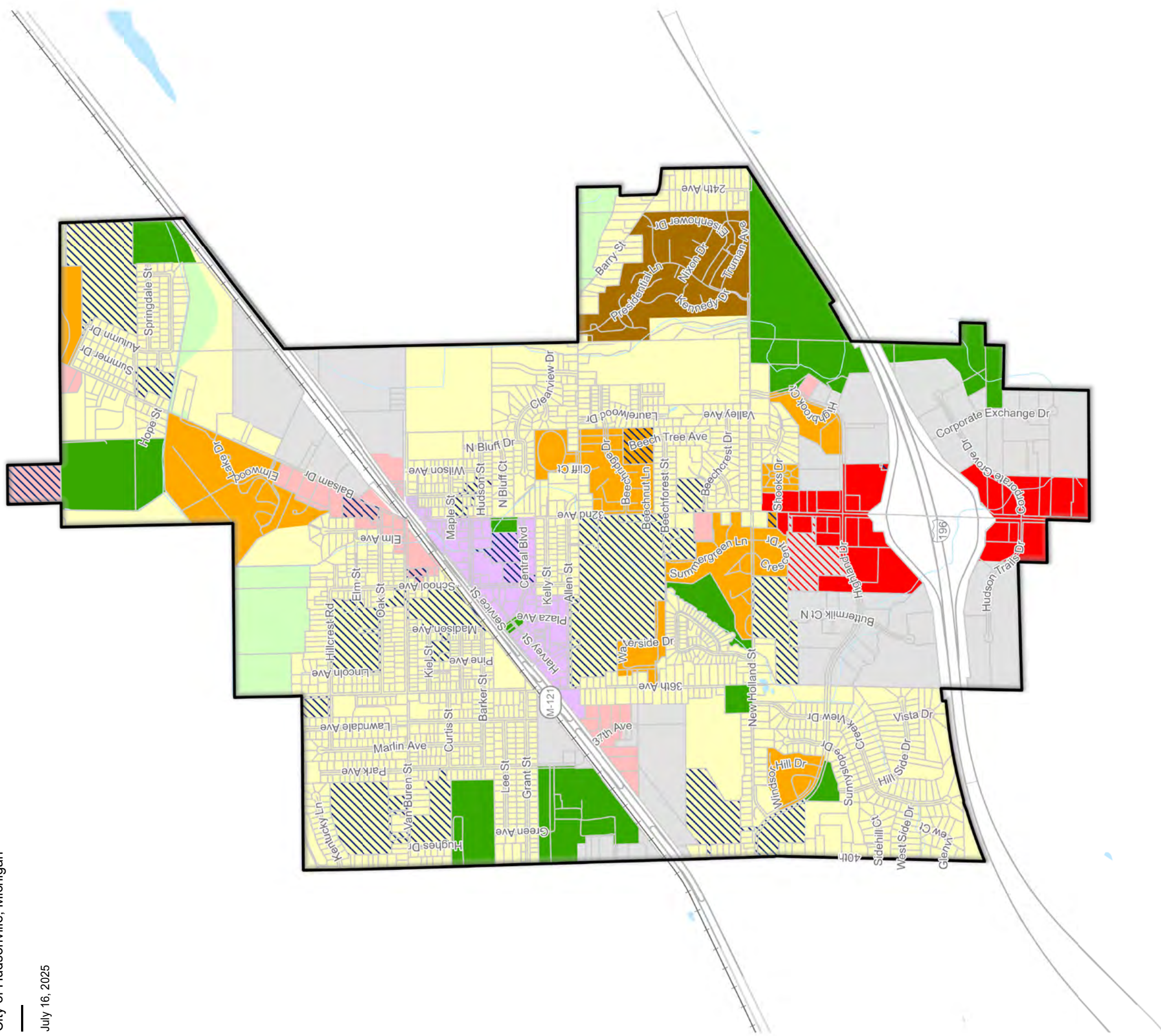
The oldest group has unique needs. As they grow older, they may need more medical or logistical support, and may seek out assisted living or other forms of senior housing. Those that need less support generally gravitate towards single-floor and zero-step entry housing units, which can sometimes be hard to find, and are sometimes even discouraged by zoning rules.

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Map 13.
Future Land Use

City of Hudsonville, Michigan

July 16, 2025



LEGEND

- Natural Preservation
- Neighborhood
- Residential Complex
- Manufactured Housing Park
- City Center
- Neighborhood Center
- Commercial Services
- Industrial
- Parks
- Commercial Overlay
- Public Quasi Public Overlay



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Future Land Use Categories

NEIGHBORHOOD

This future land use category is wide-ranging, incorporating a number of different residential areas that have a variety of characters. The purpose of including all of these neighborhoods under a single Future Land Use umbrella is to demonstrate the connective tissue of Hudsonville—differences in housing type, size, or character are not dividing lines between people. All of Hudsonville’s neighborhoods should be seamlessly connected, while at the same time offering a wide variety of housing choice.

However, there are land use distinctions between different parts of the Neighborhood category, as described below and implemented as described in the Zoning Plan.

Appropriate Land Uses

The appropriate land uses in the Neighborhood category vary by context. In all situations, housing should have convenient access to parks, schools, places of worship, public institutions, and other amenities.

- » **“Core” Neighborhoods Near Downtown:** In the City’s oldest neighborhoods—generally those north of New Holland Street and west of the planned Highland Drive extension—there may be opportunities for infill single family homes where empty lots exist, as well as opportunities for duplexes where lot size and infrastructure permit. However, this infill should be designed carefully to be appropriate in scale, design, and intensity, and fit with the existing character. Further, there are blocks where infill is not possible due to a lack of vacant lots.
- » **Outlying Neighborhoods:** Outlying neighborhoods, which are generally less dense than the core neighborhoods, should be infilled with single family homes where vacant lots exist, but otherwise are not target areas for new housing.
- » **Major Corridors:** The City’s “Neighborhood Connectors”, as envisioned in the Corridor Design Plan, can be opportunity sites for new housing. Frequently lined with larger lots and featuring a higher capacity to take on traffic, these corridors could be home to townhouses and small condominium buildings, with larger multi-family buildings appropriate near the downtown.
- » **Greenfields:** On the undeveloped parcels designated for “Neighborhood”, mixed density communities that connect seamlessly to their neighbors should be constructed. A wide variety of housing, from single family homes to townhouses to small multi-family buildings should all be considered appropriate, and should be built interspersed with one another so families at all stages of life can enjoy the neighborhood, and, by extension, Hudsonville. Generally, the housing types encouraged by the City should be those that are generally sold for homeownership, with housing types more commonly suited for rental built in the City Center category. This will help maintain the 70-30 ownership to rental ratio that is consistent with resident demand, as determined by the Housing Needs Analysis in this plan.



Streets and Transportation

Connectivity between neighborhoods is crucial in a family-oriented community like Hudsonville. Children and teenagers that can walk and bike to learn, worship, socialize, and play are given an independence that is hard to create otherwise. Therefore, Hudsonville's neighborhoods should be designed with the safe mobility of non-drivers in mind. Specifically:

» **Street Connectivity**

Connecting Neighborhood Streets to one another, and to "Neighborhood Connectors", is imperative to ensuring an overall connected mobility system. Some primary purposes of a connected street system are to facilitate flow, alleviate congestion, and reduce the number of trips. Some other benefits to neighborhood street connectivity also include long-term cost savings for road maintenance and municipal infrastructure.

Additionally, neighborhood streets should be designed in a way to minimize cut-through traffic, but allow for access to community gathering places, such as playgrounds, parks, and more. Neighborhood street designs should offer more than one entry and exit route and connections to adjacent neighborhoods, but can also include cul-de-sacs and dead-ends as needed and applicable. The example neighborhood below includes multiple connections to arterial roads simultaneously placed with cul-de-sacs, and connections to other neighborhood streets.

Also noted in this example, is that although there are multiple street connections to arterial roads and to adjacent neighborhoods, a motorist would not use these neighborhood streets for cut-through access. This type of design promotes enhanced safety and privacy for residents.

» **Slow Traffic Speed**

Another best practice for neighborhood design includes slow traffic speeds. Slow traffic speed increases the safety of motorists as well as pedestrians and cyclists and increases the longevity of road surfaces. Additionally, as the reference image demonstrates, slight curves and turns in neighborhood streets naturally promote slower traffic speeds.



» **Bike Path and Sidewalk Connectivity**

Connectivity does not only refer to streets and cars, but also to pathways, bikes, and people. As a means to connect neighborhoods and homes to one another, bike paths or sidewalks should be considered in open space areas and/or utility corridors located between (and within) developments to provide access from one development to another by means other than a roadway. These neighborhood connections reduce the dependency on cars, increase environmentally-friendly transportation alternatives, and improve quality of life for residents. Neighborhood bike paths and sidewalks should also be connected to nearby community nodes, such as low-intensity shopping centers, schools, or corner stores (as applicable).

» **Permeability**

As noted above, the connection of neighborhoods to one another (both motorized and non-motorized), as well as to nearby community nodes is a best practice in neighborhood design. Along with that idea, neighborhoods should be considered permeable. Permeability simply means the ability for people to pass across and through neighborhoods without the use of arterial roads.

» **Nearby Amenities**

When feasible, neighborhoods should be located within close proximity to public amenities such as parks and/or open space or natural space, which should be accessible from bike paths and/or sidewalks connected to the adjacent residential development(s). As a best practice in neighborhood design, parks and/or open spaces should be encouraged within developments, such as playgrounds, sports fields/courts, or pathways through wooded or natural spaces.

Building and Site Design:

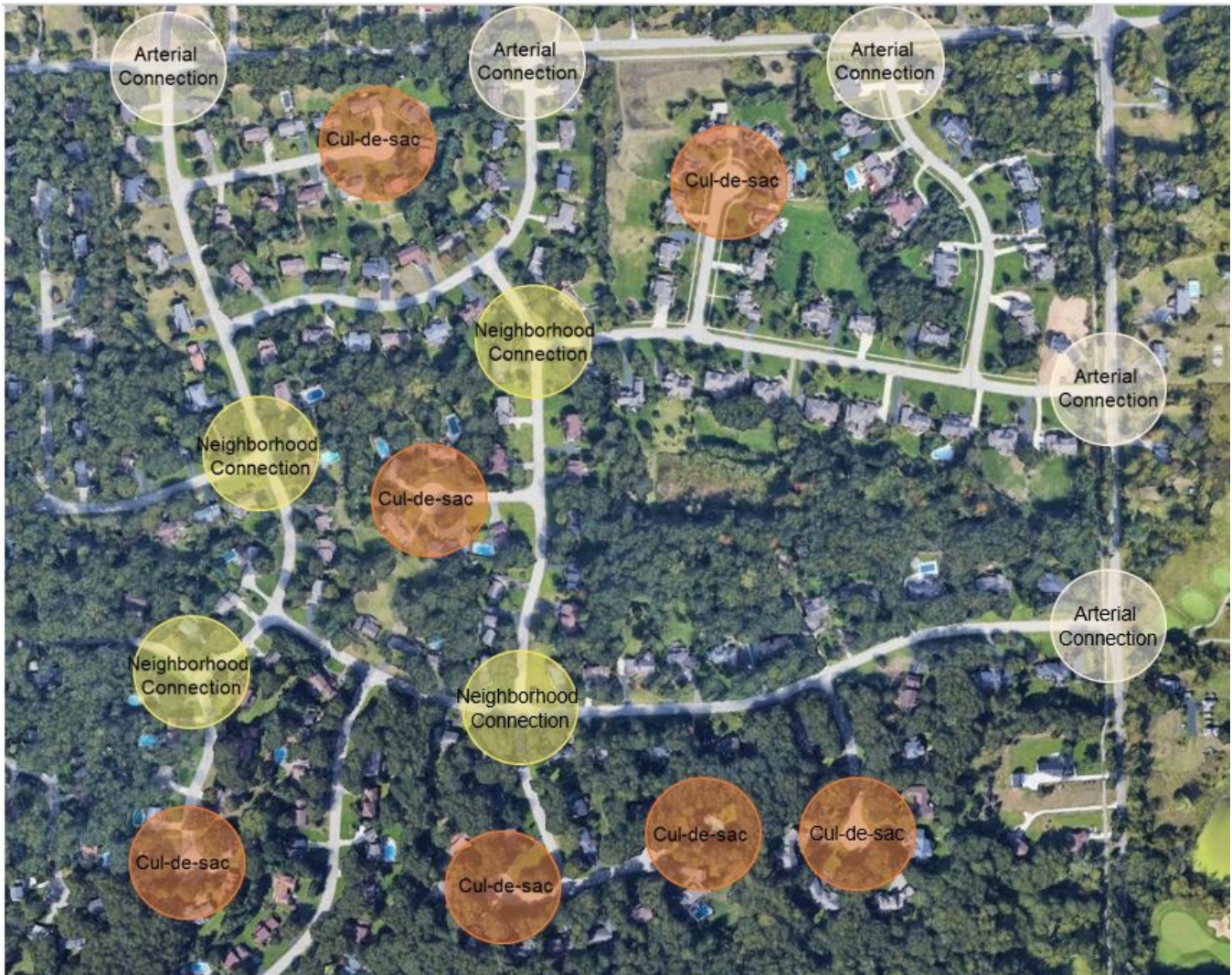
» *Durable materials*

Durable materials should always be encouraged in all developments. For neighborhoods, utilizing and requiring durable construction materials for homes increases the lifespan of the neighborhood, keeps routine maintenance low, and prevents developments from becoming unsafe or inhabitable for a longer period of time. In this context, durable materials can include brick, stone, siding, and others. Requiring high quality materials also ensures that infill development is compatible with existing homes.

» *Design*

As a general best practice, some of the recommended design and overall character elements of a neighborhood include:

- **Scale** - encourage human scale development to blend-in with the surrounding character of the Township, especially in rural areas.
- **Inclusivity** - neighborhoods should be welcoming and accessible to all. Some of the ways to achieve this include the construction of front porches and entries, consistency of structures, front yards and landscaping elements, and more.
- **Compatibility** - homes should be consistent with one another and the surrounding character of the neighborhood and general area.



RESIDENTIAL COMPLEX

General Characteristics

This future land use category is comprised of existing campus-style self-contained residential areas. These areas commonly feature large-scale multi-family buildings, but smaller multi-family and townhouse-style buildings are also built in this configuration.

Because the intent of this plan is that future housing in Hudsonville should be built in a manner that integrates with the existing pattern of neighborhoods (as described in the “Neighborhood” category), little undeveloped land is included in this category. The exception is the “muck” east of Balsam Drive, where natural features will require the construction of an open space development (or man-made lake) similar to Elmwood Lake just to the west. This development would naturally be a “complex” or “campus” style.

Appropriate Land Uses

Typical uses include multi-family or townhouse-style housing units, parks, open space, and other compatible municipal or civic uses. These areas may also be utilized for future senior housing opportunities to accommodate the City’s aging population. Schools, shopping centers, and transit facilities are generally located nearby, though not within the same development.

Streets and Transportation

These areas typically abut higher-speed arterial roadways. Larger developments may feature lower-speed private roads providing access to residential buildings. Streets should feature elements such as sidewalks, pedestrian scale lighting, and a tree canopy. High-density residential land uses should be concentrated near frequently traveled road corridors in the City. Sidewalks should be installed on both sides of the street, along with bicycle infrastructure where appropriate.



Building and Site Design

Sites should be designed to maintain a human, walkable scale that promotes social interaction and reduces unnecessary and unused lawn space for multi-unit dwellings (though preserved natural space is highly recommended).

Buildings should be designed with quality materials and consistent with architectural styles common in the greater West Michigan area. Alternative architectural styles may be appropriate in some areas, provided that the unique design enhances the general character of the area. Buildings should include front (street) entrances to encourage connection to the street. Sites should include preserved natural spaces and/or appropriate landscaping consistent with the surrounding area. Developments should be scaled accordingly as to appropriately transition with the surrounding land uses. In general, developments should not obstruct the view or character of adjacent neighborhoods. Taller developments should be placed adjacent to commercial or industrial areas.



MANUFACTURED HOUSING PARK

General Characteristics

This future land use category is comprised of existing mobile home park residential areas. These areas typically feature mobile, single-family homes on winding residential streets. The key recommendation for this district is to protect and preserve the existing neighborhood character—no land outside of the existing manufactured housing park is included in this Future Land Use category.

While significant changes are not proposed, these areas can still be upgraded with sidewalks, lighting, crosswalks, landscaping, and other improvements.

Appropriate Land Uses

Typical uses include single-family homes with neighborhood parks and/or open space with convenient access to schools, places of worship, and government facilities.

Streets and Transportation

Streets in these areas are typically low-speed and low-volume. These street patterns should include high connectivity with accessible sidewalks on both sides of the street and bicycle infrastructure where appropriate.

Building and Site Design

Consistent with existing lot and site layout. Neither additional lot splits, nor combinations of lots are envisioned. Any new construction or major renovations should be consistent with the existing character in terms of setback, height, architecture, and function.



CITY CENTER

General Characteristics

This future land use category is designed to promote high-quality urban design and enhanced live/work/play elements within downtown Hudsonville. This category is oriented towards granting greater flexibility towards specific uses while increasing building quality and livability in these areas. Due to its location and potential as a placemaking opportunity, this area represents the most intense mixed use future land use category.

Appropriate Land Uses

Typical land use in this area resembles walkable “main street” developments such as small retail businesses, restaurants, offices, and incorporated residential uses. Buildings must conform to a high standard of design and must be constructed close to the sidewalk to enhance walkability and the area’s sense of place. Businesses such as small retail stores, personal services, small offices (including medical) should populate ground floors of buildings. Residential uses or office uses should be on upper floors.

Streets and Transportation

This area is centered around the Chicago Drive corridor and features a highly-connected street grid network surrounding it. Streets should be low-speed and low-volume with ample sidewalk and pedestrian facilities.

Building and Site Design

Buildings should be built with high-quality materials and should be architecturally compatible with surrounding neighborhoods. Buildings must have a welcoming connection to the sidewalk, including designs with attractive front facades and easily accessible entrances. Architectural variation is highly encouraged to create a character on long and connected facades.

Parking areas may be located in the rear yards of buildings, but buildings should front the street and provide parking to the rear. Parking areas should be broken up with landscaped islands and trees.

Additional Details Regarding Downtown Hudsonville can be found later in this plan.



NEIGHBORHOOD CENTER

General Characteristics

This future land use category features a predominantly commercial district with a mixture of retail and office uses within it. This area is intended to foster a walkable environment while retaining a low intensity compatible with residential uses. Residential uses on upper floors may be appropriate, though these areas are not targeted for new housing development.

Appropriate Land Uses

Commercial businesses such as retail stores, personal services, small offices (including medical offices), restaurants, and more. Schools, civic buildings, parks, and churches also exist in these areas.

Streets and Transportation

Streets within the area should retain their connected pattern featuring high connectivity with accessible sidewalk on both sides of the street. Low traffic speeds should be maintained where possible, and on-street parking should be prioritized.

Building and Site Design

Buildings should be built with durable materials and should be architecturally compatible with surrounding neighborhoods. Buildings must have a welcoming connection to the sidewalk, including designs with attractive front facades. Residential buildings should have front porches.

Site design should encourage pedestrian activity and social connections, while ensuring that residential uses are protected from negative impacts by non-residential uses. Parking lots should be minimized or eliminated, buildings should be human-scale, and lighting and landscaping should be designed with nearby residents in mind.



COMMERCIAL SERVICES

General Characteristics

This future land use category is comprised of large lot commercial operations generally in close proximity to freeways or higher-volume arterial roadways. Buildings typically have large setbacks from the road and feature large signs visible for motorists. These areas feature big box stores, restaurants, shopping centers, and other higher-intensity commercial uses.

Appropriate Land Uses

Higher intensity commercial businesses such as retail stores, personal services, small offices (including medical offices), restaurants (both sit-down and fast food with drive-thru), automobile-oriented businesses, and more. Schools, civic buildings, parks, and churches also exist in these areas, although they are less common.

Streets and Transportation

Commercial land uses in the City of Hudsonville are typically surrounded by roads characterized by higher volumes of traffic, heavier vehicles, and faster speeds. These streets should allow for regional automobile connectivity, but should also

feature safe and efficient travel for transit and pedestrians, including sidewalks and pedestrian crossings on both sides of the road. Roadside landscaping and other beautification elements, such as street trees, should be considered in these areas due to the high volumes of both motorists and pedestrians traveling to these areas.

Building and Site Design

Buildings should be constructed of high-quality materials which wrap around the entire building and feature attractive signage. Robust landscaping should be installed throughout the site. Commercial buildings should be supported by sufficient but not overly excessive parking areas. Parking areas may be located in the front, side, or rear yards for buildings. Large areas of parking should be broken up with landscaped islands and trees. To promote new commercial development opportunities, consider the development of outlots in large commercial parking lot areas.



Commercial Overlay

In some areas classified as Industrial, Commercial uses (and zoning) may also be appropriate. These areas are designated by the Commercial Overlay on the Future Land Use Map.

INDUSTRIAL

General Characteristics

Industrial is intended for office, manufacturing, research and development businesses, creative industries/artisan facilities (in certain circumstances) that are primarily adjacent to other industrial areas, as well as commercial and office-service areas. Developments should be designed and operated to be respectful of their surroundings, with minimal truck traffic, noise, odor, dust, or outdoor storage/operations.

Appropriate Land Uses

Appropriate uses include office, light manufacturing, artisan production, food and beverage production, creative industries, makerspaces, and research and development uses. Parking areas and loading zones must be properly buffered and landscaped.

Streets and Transportation

Streets should be designed in a pattern that allows access from abutting areas but does not encourage cut-through traffic by employees and trucks. Within the Industrial district, the streets should be designed to be sufficient for business-traffic. Non-motorized and transit connections are required to ensure employees can access the site by methods other than cars. Sidewalks should be constructed on both sides of the street in places where they do not currently exist.

Building and Site Design

Buildings should be constructed of high-quality materials which wrap around the entire building and feature attractive signage. Robust landscaping should be installed throughout the site, especially adjacent to residential areas.

Industrial buildings should be supported by sufficient but not overly excessive parking areas. Parking areas may be located in the front, side, or rear yards for buildings. Large areas of parking should be broken up with landscaped islands and trees.



PARKS

General Characteristics

This designation identifies park land and open space. Areas within this designation can be used for both passive and active recreation. Natural features and developed parklands should be compatible with the surrounding landscape and neighborhood.

Appropriate Land Uses

All areas should maintain uses which promote the inclusion of the public and provide recreational and gathering opportunities.

Streets and Transportation

Existing pedestrian and cyclist trails should be maintained. Additional pathways and associated amenities (i.e. bicycle racks, water fountains, wayfinding signage, lighting, etc.) should be constructed as needed. The connection of such pathways to connect the parks is strongly encouraged where feasible.

Building and Site Design

There are no specific Building and Site Design recommendations in this Plan for the Parks designation, although high quality architecture is encouraged. Buildings should be well lit and highly visible, but of scale and appearance that is consistent with their surroundings and should provide public amenities. Parks should be maintained and upgraded as needed.



PUBLIC, QUASI-PUBLIC OVERLAY

Existing public, educational, institutional, and municipal uses are called out on the Future Land Use map as an overlay. It is the intent of this plan that these uses remain in place. However, in the event that they move or close, this plan designates each one with a Future Land Use category to guide the redevelopment of the site.

NATURAL PRESERVATION

The goal of this designation is to preserve open space where natural features, such as wetlands and flood plains, make development difficult. Development in this category, if it occurs, should take the form of a low density residential neighborhood, meeting the standards of the “Neighborhood” category, while being respectful of the natural landscape. Optimally, these areas will remain farmland or preserved natural space to offer a respite from the developed portions of Hudsonville and its neighbors.

Downtown Growth and Enhancement

The purpose of this section of the Master Plan is to envision a vibrant and prosperous future for downtown Hudsonville, through targeted investment, innovative zoning regulation, and high-quality design. Hudsonville has employed a multi-pronged approach to create a walkable, rich downtown that can function as a true center of the community, something the City has lacked since its original downtown was largely demolished for an expansion of Chicago Drive around a century before the adoption of this plan.

LAND USE AND FORM BASED ZONING

The goal of land use planning in Downtown Hudsonville is to specialize the downtown districts in ways that focus on the form of the buildings, as well as what uses can occur there, to create a downtown zoning system that incorporates what is existing and envisions the future. Thus, Downtown Hudsonville represents a diverse and vibrant economic core for the City—but one where land uses should, over time, evolve in a consistent direction of increased walkability, human-scale, and urban character.

The downtown includes areas on the Future Land Use Map are designated for City Center, and the Zoning Plan shows the way the City's Form Based Zoning Districts can be deployed to implement the vision on the following pages.

The Form Based Zoning Districts are designed to implement this vision of a downtown that both enhances the existing historic core and also grows to create a broader walkable urban district. While the specifics may evolve over time, the goals and vision of should remain consistent.

The drawings in this section represent a conceptual buildout of Downtown Hudsonville. There are two visions—a Five Year Vision, showing the aspects of the plan that can be implemented in the short-to-medium term, and a Twenty Year Vision, showing the full buildout of the downtown, including some elements that will need time before they can be implemented.

DOWNTOWN DESIGN VISION

The Five Year Vision incorporates the progress that has been made since the 2015 Master Plan, along with developments and public investments that are actionable before the end of the 2020s.

Downtown Public Amenities

As Downtown Hudsonville grows, it is important to retain public space that can be accessed for free by residents, and is not privatized and monetized by developers. This would include an expansion of the existing recreational offerings, like the splashpad, which could mean a playground or other small-scale attraction. It also means more practical infrastructure for the general public, such as public restrooms.

As public amenities are added downtown, wayfinding and other outreach should increase to ensure public awareness of the amenities.



Harvey Street

The Harvey Street “woonerf” design creates a unique environment where pedestrians and slow-speed auto traffic mix. The corridor is already used heavily for community events, and is lined with two mixed use buildings, with others proposed for the coming years by private developers.

In some locations, however, Harvey Street is burdened by its history, with the backs of buildings and, in some cases, parking lots, fronting the corridor. Over time, these buildings should be retrofitted or replaced,

though on a five-year horizon, that is unlikely to be widespread. Therefore, the Harvey Street entrances should be upgraded to provide a more appealing pedestrian frontage. Adding stories to buildings to allow additional housing, hotels, medical, or office space is also recommended.

The first floor along Harvey Street should be consistent active commercial, though on the interior of blocks, uses like office, financial, insurance, or medical could be acceptable to give more flexibility and allow development to occur.



Pop Up Retail: In some locations, including specifically the parking lot on the south side of Harvey west of the planned Village Green, temporary or pop-up buildings may be desirable to add vitality and a sense of enclosure to the street. Over time, these could be replaced by permanent mixed use buildings, as shown in the Twenty Year Vision. The image shown is from Muskegon, Michigan.



Village Green

At the time of the adoption of this plan, the City had recently acquired the land for the Village Green, which was originally envisioned in the 2015 Master Plan. It had also re-aligned Plaza Avenue and Central Boulevard to form the southern and eastern sides of the new park. Construction on the park and completion of the road network surrounding it is envisioned in the coming years.

The Village Green will bi-sect Harvey Street, creating a pedestrian-only pathway in the middle of the green to connect the western and eastern sections of Harvey. The green will be lined with mixed use buildings (with retail frontages), one of which is already under construction.

At the southern end of the green, a focal point building will arise, potentially housing a new Hudsonville Library, or other civic use, in addition to housing and/or businesses.

The park itself will be programmed with events and performances to add vibrancy to the downtown.

Terra Square/Terra Station

The Terra Square complex, with its restaurant, event space, and community gathering facility, was one of the first developments in Hudsonville's downtown following the new vision of the 2015 Master Plan. It continues to be an anchor at the corner of Chicago Drive and School Avenue, as well as fronting the downtown splash pad.

East of Terra Square, a new development is under construction as of the adoption of this plan. The "Terra Station" housing development will include an extension of Harvey Street from School Avenue to Prospect Street as well as new housing to allow the downtown to become a 24/7 district.

32nd Avenue

32nd Avenue is the far eastern edge of downtown Hudsonville, and is intended to have a primarily residential character—though still with a walkable, dense, urban design character. Walkable and dense housing is already being constructed along the corridor, which has been converted from a 4-lane cross-section to a 3-lane cross-section.

Improving the pedestrian environment along 32nd Avenue remains a key priority, including finding opportunities for mid-block crossings.

Kelly Street Walkway and Plaza Avenue Extension

Kelly Street currently ends in a parking lot between Gemmens and a multi-tenant shopping center. The Five Year Vision envisions the portion of Kelly Street west of Plaza Avenue being straightened to follow its historic path (and still-existing right-of-way) to Cherry Avenue, and converted into a woonerf design, similar to Harvey Street. The space between the new woonerf and the businesses to the north could be used for parking, or other uses such as outdoor dining, at the discretion of the business owners.

The intent of this redesign is to be parking-neutral, with parking spaces shifted to accommodate the new woonerf, but not reduced in number.

To the south of Kelly Street, the parking lot serving Gemmen's will be unaltered. Kelly Street's design will have fencing and landscaping to separate pedestrians from the parking area, similar to some areas of Harvey Street. The existing north-south pedestrian walkway from Kelly to Gemmen's will be upgraded with landscaping and lighting.

In the Twenty Year Vision, the shopping center north of Kelly Street is envisioned to be redeveloped into a mix-used building fronting on Harvey Street, and the existing parking lot north of Gemmen's could be converted to green space, unless that parking capacity is still needed to support Gemmen's and other downtown businesses.

Cherry Avenue

Cherry Avenue will be substantially redesigned as the area around it redevelops. The roadway will be given a "woonerf" design between Harvey and Kelly Streets, creating a continuous crescent-shaped woonerf. The north and south ends of the woonerf will be adjacent to parking entrances, to encourage traffic to turn off Cherry and park. Along Cherry, new mixed use buildings will be built in the B2 parking lot along the west side of the street.

The location of the buildings and green space were specifically chosen based on the following factors, and development should follow the pattern shown, in order to ensure all of the following goals are met:

- » Efficient and safe pedestrian movement.
- » Attractive residential units.
- » Successful businesses in both new and existing commercial spaces.
- » Additional public gathering places and green space.
- » Sufficient parking with clear and safe access.
- » Consideration of existing underground utilities..

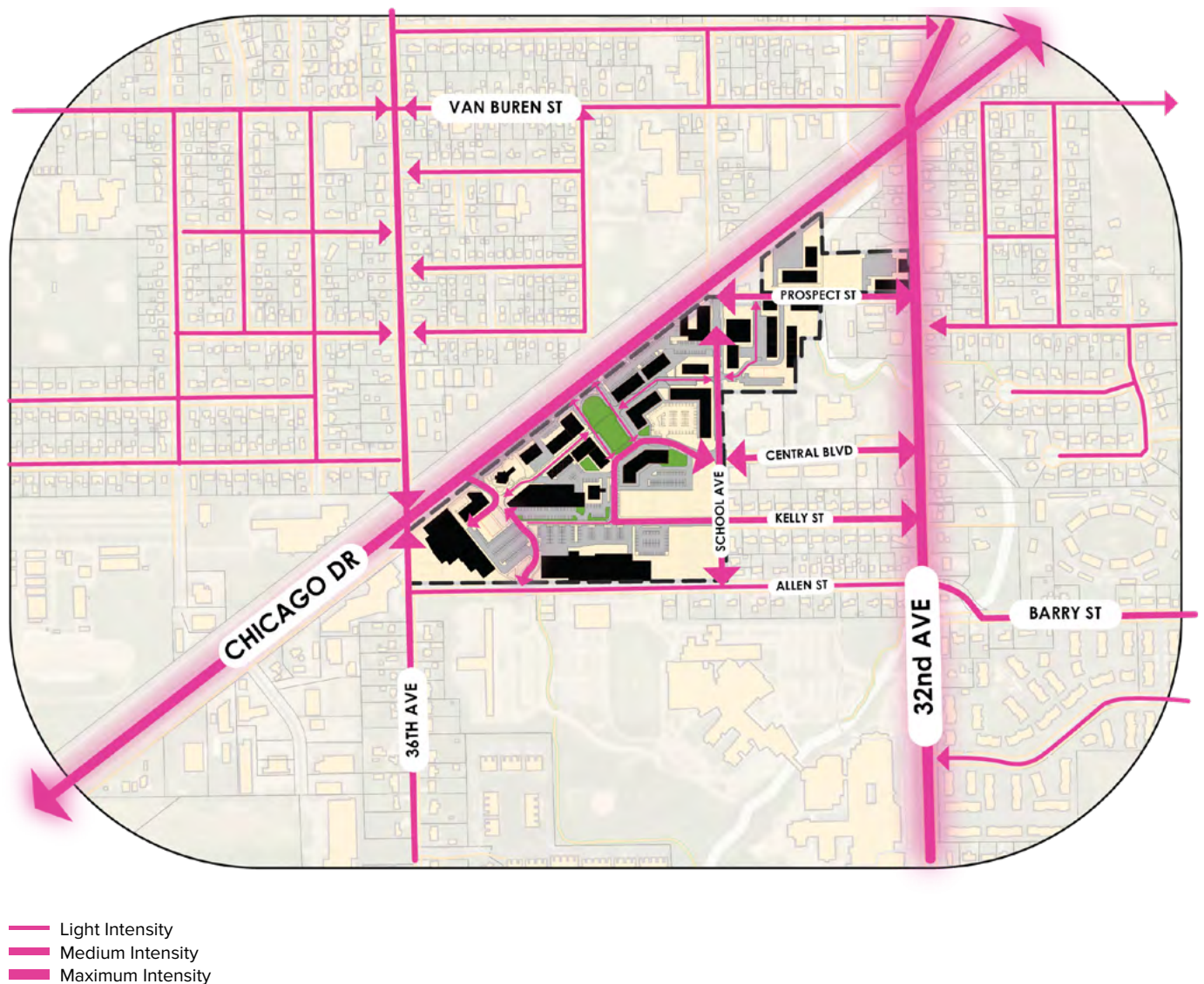
In two locations along Cherry, new semi-circular parks will be constructed, to give new public gathering places, while preserving view corridors to businesses. The first will be at Cherry and Chicago, to create a gateway to the western edge of the downtown. The second will be on the west side of Cherry between Harvey and Kelly, where the pedestrian flows from the two woonerfs converge. The new parking will create a natural gathering place, while also encouraging the flow of customers to businesses in the B2 Building. New mixed-use buildings will line the park and the walkway from the park to the B2 Building.

DOWNTOWN DESTINATION MOBILITY

Driving Intensity

The diagram illustrates the variation in traffic intensities for drivers whose primary destination is the downtown area. Maximum intensities are depicted along 32nd Avenue and Chicago Drive, as these corridors serve as major routes connecting Hudsonville to external areas such as Grand Rapids, Grandville, and other surrounding municipalities.

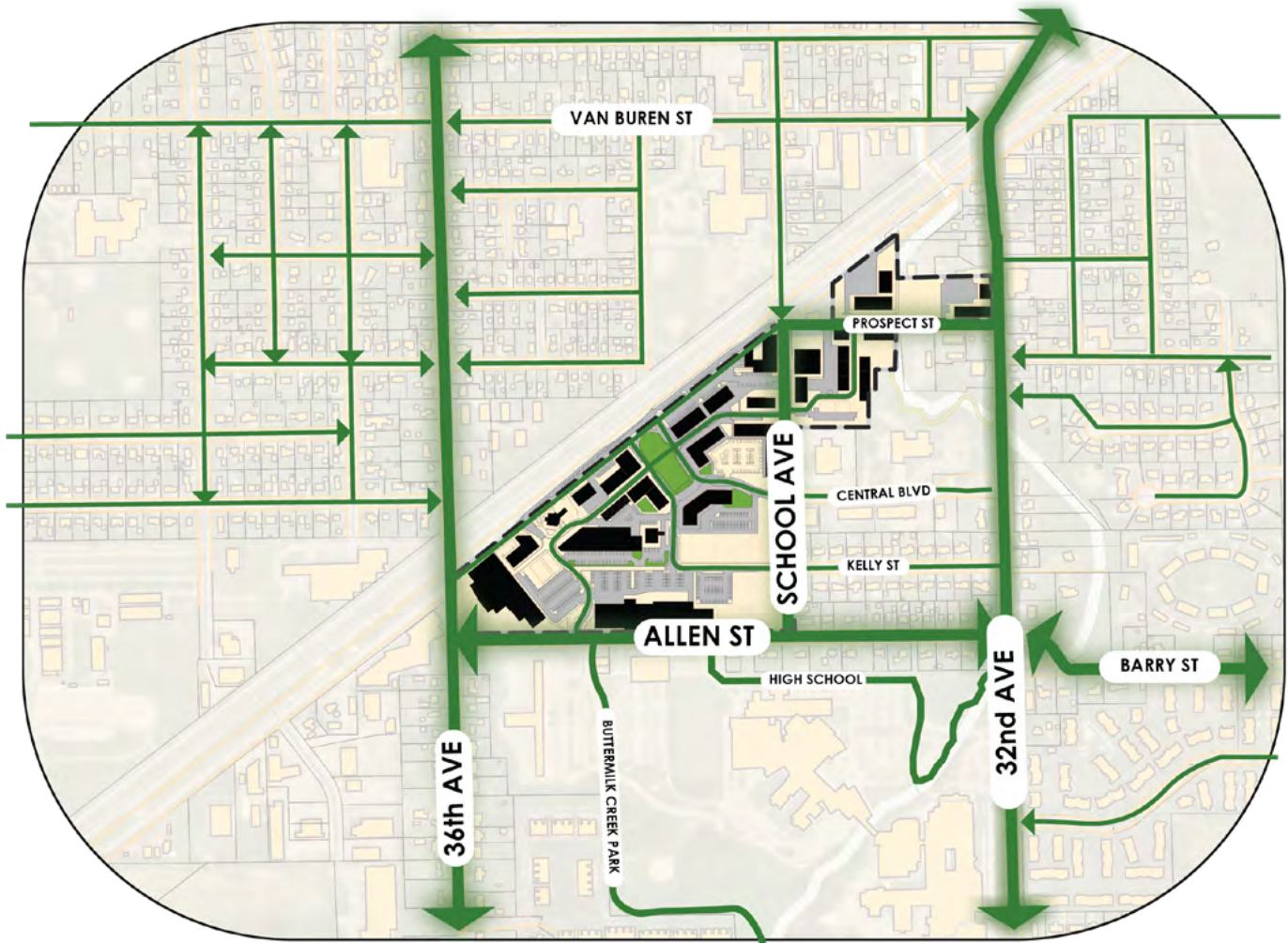
Medium intensity lines represent the anticipated flow of traffic within the downtown core (outlined by the black dotted line), highlighting how vehicles would navigate through the internal street network. Additionally, the diagram demonstrates how traffic from adjacent residential neighborhoods would be channeled toward downtown via local connector streets.



Biking Intensity

The diagram illustrates the variation in biking intensities for residents who choose downtown as their primary destination. Maximum intensities are shown along 32nd Avenue, 36th Avenue, School Avenue, and Allen Street, as these corridors currently support bikeability through dedicated lanes or shared-use paths.

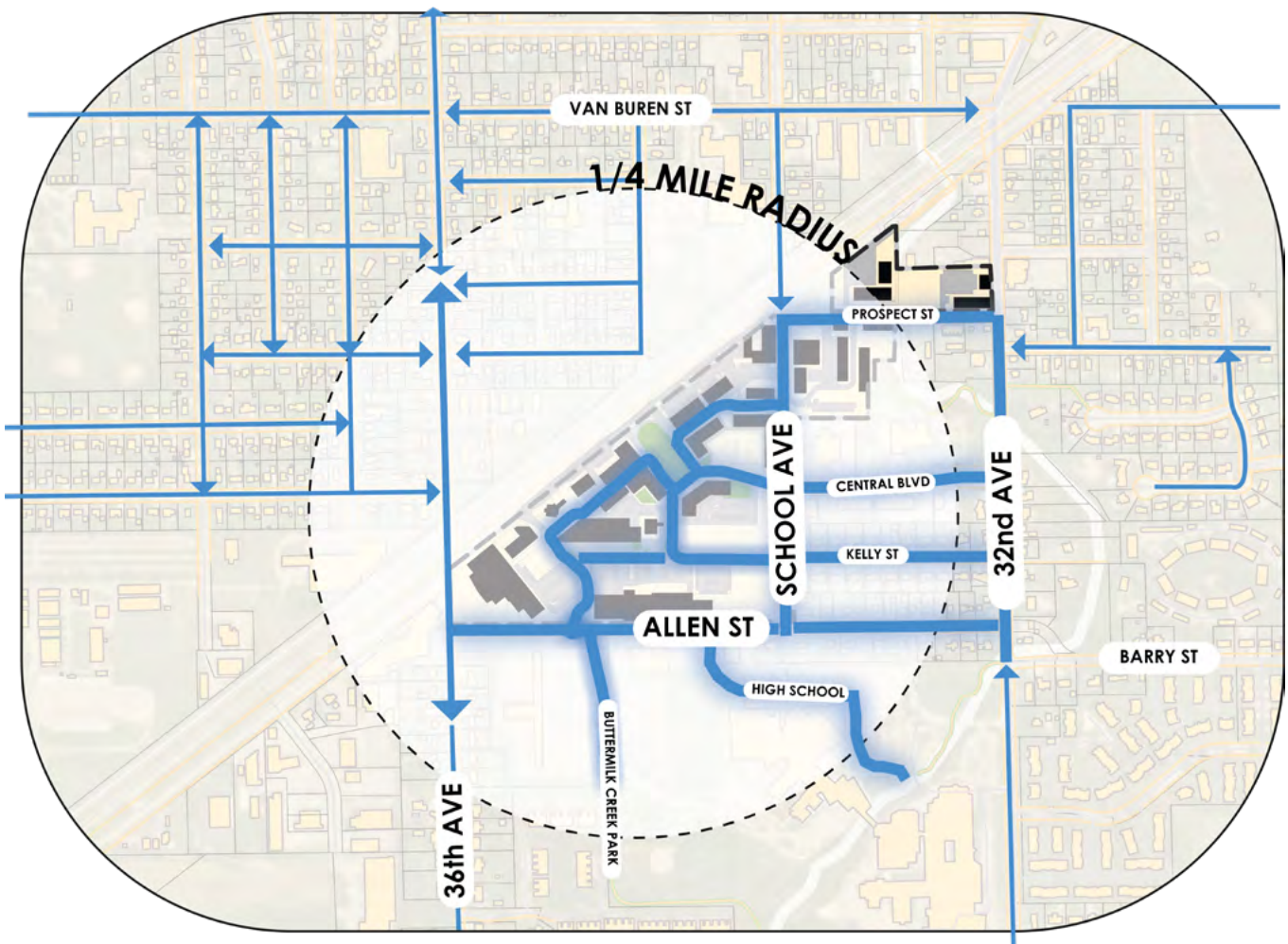
Medium intensity lines indicate potential opportunities for enhanced bike connectivity within the downtown core, including the new Harvey Street, envisioned as a “woonerf”—a shared street designed to prioritize pedestrians and cyclists. The network also extends into the high school campus and connects to the Buttermilk Creek Trail, offering a valuable recreational and commuting amenity for cyclists.



- Light Intensity
- Medium Intensity
- Maximum Intensity

Walking and Pedestrian Intensity

This diagram indicates the overall walking intensity network for residents and visitors who want to commute downtown on foot rather than driving or biking. The map takes into account the current sidewalk infrastructure as well as any future sidewalks connections. As shown, medium intensity lines in 36th Avenue would collect the pedestrians from the low intensity internal streets and would be a key route to downtown on foot for residents on the north side of Chicago drive. Maximum intensity and walking opportunity is seen inside the core downtown areas and some extended corridors, emphasizing the walkability aspect of the plan. The pedestrian would also extend into the school campus as well the Buttermilk Creek Trail.



- Light Intensity
- Medium Intensity
- Maximum Intensity

Highland Drive Corridor

INTRODUCTION

Consistent with previous Hudsonville Master Plans, this plan envisions the completion of Highland Drive as a semi-circular ring road around the City, running from New Holland Street in the southwest, weaving south and east just north of I-196, then turning north to cross New Holland Street again and continuing to Van Buren Street and potentially Chicago Drive.

The southern portion of this roadway is complete, along with a small stub north of Barry Street. This plan envisions the completion of the roadway from New Holland Street north to Van Buren Street or, if possible, Chicago Drive.

The new roadway will create opportunities for development. This section describes the City's priorities for development between Barry Street and New Holland Street, but the policies described in this section also apply to other development sites, such as those along Van Buren Street.

KEY DEVELOPMENT PRIORITIES

Residential development along Highland Drive should consist of a variety of housing types as described in this section, with “missing middle” housing types such as duplexes, townhomes, small multi-family buildings, and cottage courts being prioritized. The reason for prioritizing these housing types is that they can fill an important market gap— the demand for attainably priced homeownership.

- » Unlike homes in single family subdivisions, which are frequently out of the financial reach of first-time homebuyers or retirees looking to downsize, “missing middle” housing types can be priced affordably, even for new construction.
- » Unlike large multi-family buildings, which are most commonly offered as rentals, “missing middle” housing types are frequently offered for sale.

- » The underground utility easements running along the future path of Highland Drive must be respected. This will result in Highland Drive having a wide cross-section. Instead of using this cross-section for high-speed bypass traffic, it should be used for parking, landscaping, bicycle infrastructure, and beautification, as shown on the Conceptual Development Plan.
- » Natural features in proximity to Highland Drive should be protected to the extent possible. In the area covered by the Conceptual Development Plan, that includes the “valley” in the southeast corner, which provides opportunities for viewsheds and recreation.
- » Existing roadways should be extended to connect to Highland Drive and create a unified network of streets, advancing the goal of creating “neighborhoods”, not “developments.” However, the street pattern should discourage cut-through traffic and high speeds, and should be primarily designed for walking, biking, and local automobile access for residents.
- » Non-residential uses may be appropriate, especially near major intersections, but are not required or necessary if they are not supported by the market.
- » Gathering spaces for residents, such as pocket parks and playgrounds, should be created within the new neighborhoods along Highland Drive. These should be open to the general public, and may become City parks.
- » The architectural design should be varied, while complying with the key design requirements of the Form Based Code's Traditional Residential Neighborhood District. Variation in architecture, building materials, and colors will provide a more organic appearance to the new housing along Highland Drive, so it will feel more like a “neighborhood” and less like a “development.”

HOUSING TYPE EXAMPLES

The following housing types should be prioritized along Highland Drive.

Townhouses



Duplexes



Cottage Courts



Small Multi-Family Buildings (10 or Fewer Units)



Map 14.
Downtown 5-Year Concept

City of Hudsonville, Michigan

July 16, 2025

LEGEND

- Mixed Use
- Commercial/Retail
- Civic
- Pedestrian/Woonerf
- Park/Public
- Residential

PROGRAM DETAILS

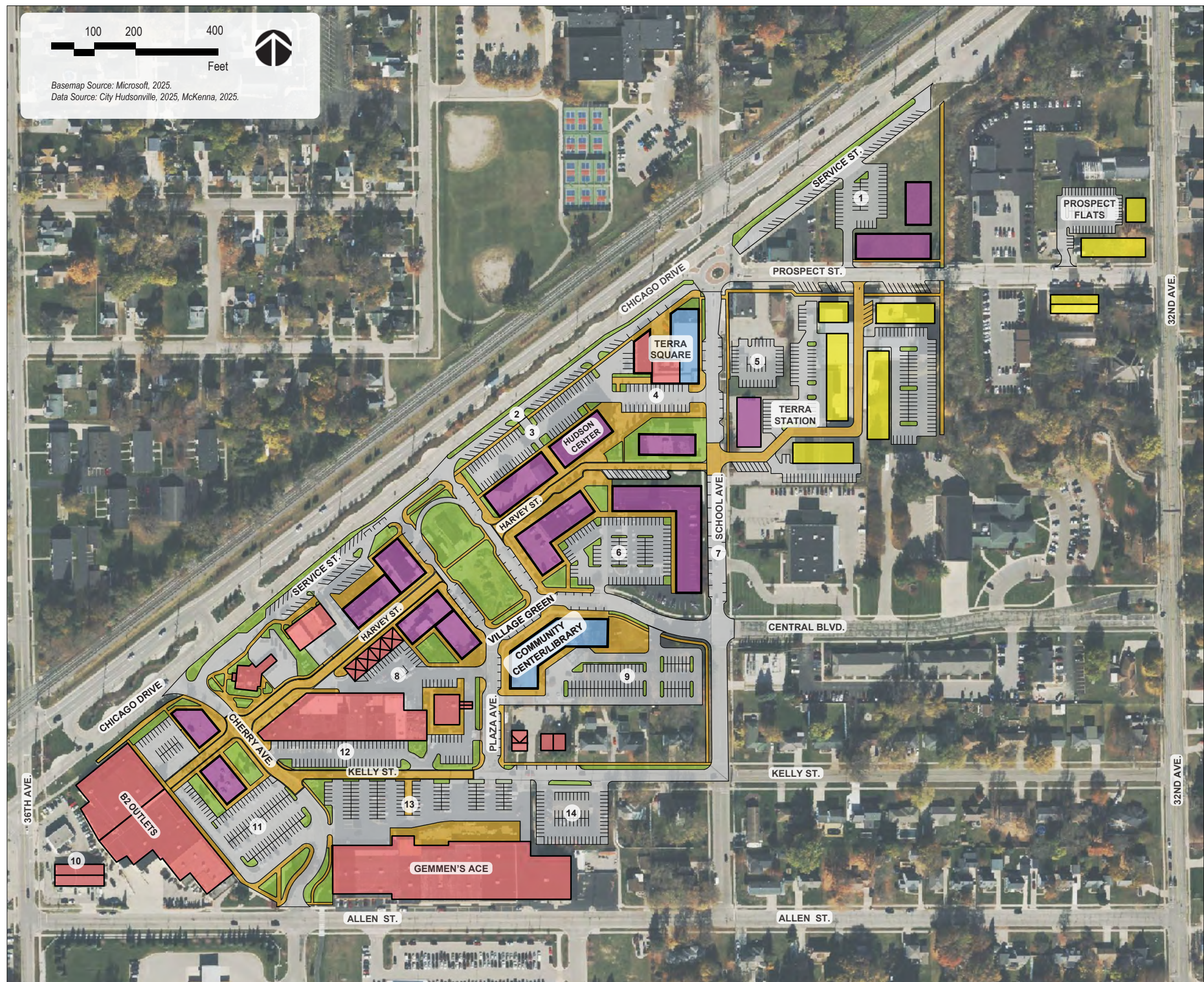
Type	Buildings	Units	Sq. Ft.
Mixed Use	12		
Residential	2 floors	214	192,988
Commercial	1 floors	60	120,618
Commercial/Retail	11	98	196,189
Civic	2	-	28,376
Residential	8		
Apartment	3 floors	130	117,360
Townhome	2 floors	5	9600

- Estimated dwelling units are calculated as 900 sq. ft.
- Estimated commercial units are calculated as 2,000 sq. ft.
- Total residential space shown is 319,948 sq. ft. (349 units)
- Total commercial space shown is 316,807 sq. ft. (158 units)

PARKING DETAILS

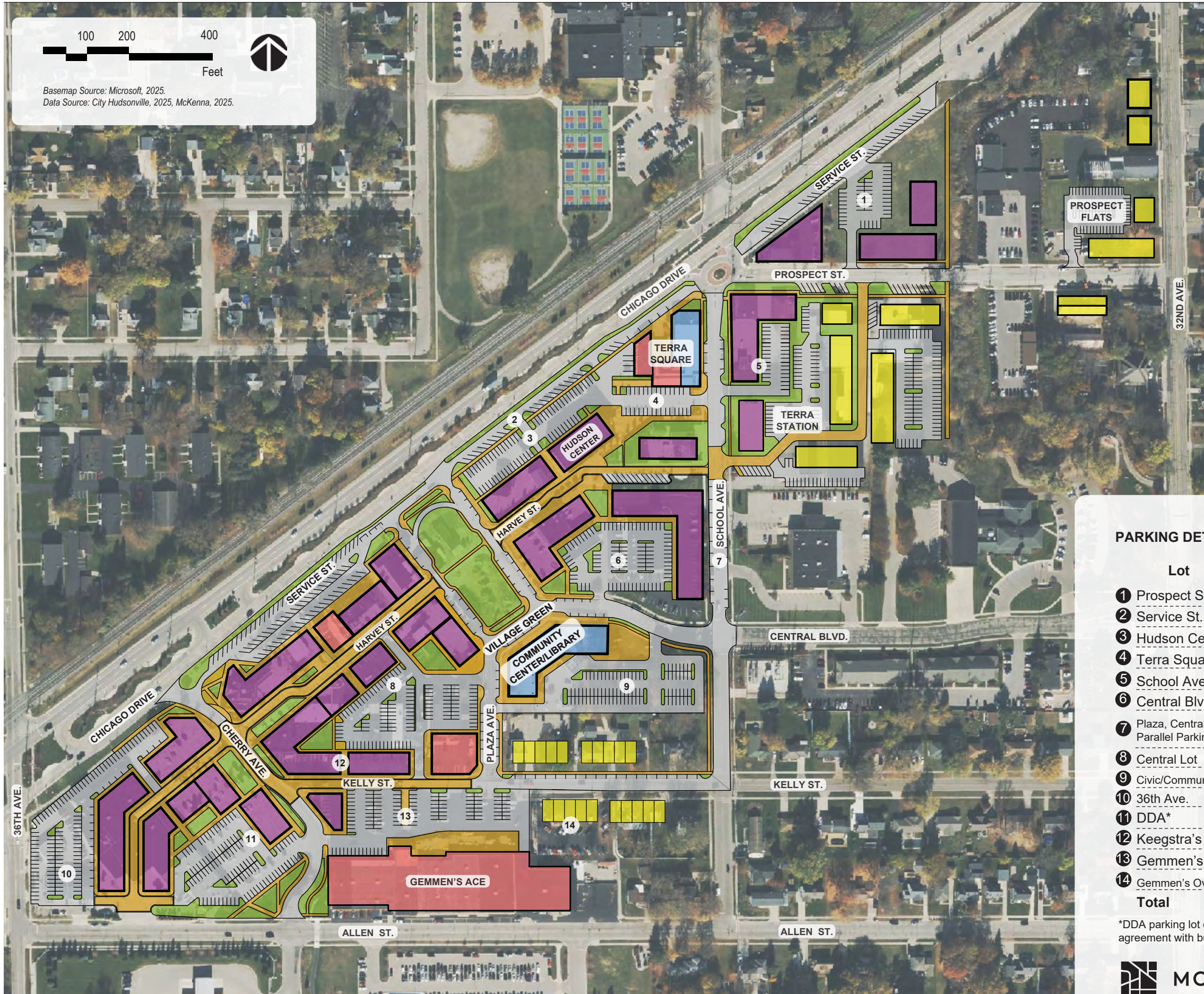
Lot	2025 Existing Spaces	5-Year Proposed	2025 to 5-Year Difference
① Prospect St.	0	44	44
② Service St.	96	100	4
③ Hudson Center	75	75	0
④ Terra Square	34	34	0
⑤ School Ave.	0	43	43
⑥ Central Blvd.	63	95	32
⑦ Plaza, Central, School Parallel Parking	58	70	12
⑧ Central Lot	62	32	-30
⑨ Civic/Community	40	84	44
⑩ 36th Ave.	50	50	0
⑪ DDA*	220	126	-94
⑫ Keegstra's	38	70	32
⑬ Gemmen's ACE	140	120	-20
⑭ Gemmen's Overflow	40	66	26
Total	916	1009	-94

*DDA parking lot cannot be developed without voiding agreement with building owner.



Basemap Source: Microsoft, 2025.
 Data Source: City Hudsonville, 2025, McKenna, 2025.

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100 200 400
Feet

Basemap Source: Microsoft, 2025.
Data Source: City Hudsonville, 2025, McKenna, 2025.

Map 15. Downtown 20-Year Concept

City of Hudsonville, Michigan

July 16, 2025

LEGEND

- Mixed Use
- Commercial/Retail
- Civic
- Residential
- Pedestrian/Woonerf
- Park/Public

PROGRAM DETAILS

Type	Buildings	Units	Sq. Ft.
Mixed Use	22		
Residential	2 floors	429	386,091
Commercial	1 floors	120	241,307
Commercial/Retail	4	43	87,563
Civic	2	-	28,376
Residential	15		
Apartment	3 floors	147	132,480
Townhome	2 floors	30	72,100

- Estimated dwelling units are calculated as 900 sq. ft.
- Estimated commercial units are calculated as 2,000 sq. ft.
- Total residential space shown is 590,671 sq. ft. (606 units)
- Total commercial space shown is 328,870 sq. ft. (164 units)

PARKING DETAILS

Lot	2025 Existing Spaces	5-Year Proposed	20-Year Proposed	5-Year to 20-Year Difference	2025 Existing to 20-Year Difference
① Prospect St.	0	44	44	0	44
② Service St.	96	100	140	40	44
③ Hudson Center	75	75	75	0	0
④ Terra Square	34	34	34	0	0
⑤ School Ave.	0	43	0	-43	0
⑥ Central Blvd.	63	95	95	0	32
⑦ Plaza, Central, School Parallel Parking	58	70	70	0	12
⑧ Central Lot	62	32	94	62	32
⑨ Civic/Community	40	84	84	0	44
⑩ 36th Ave.	50	50	132	82	82
⑪ DDA*	220	126	106	-20	-114
⑫ Keegstra's	38	70	0	-70	-38
⑬ Gemmen's ACE	140	120	120	0	-20
⑭ Gemmen's Overflow	40	66	0	-66	-40
Total	916	1009	994	-15	78

*DDA parking lot cannot be developed without voiding agreement with building owner.

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Hudsonville

Has Plans

A Master Plan is at its strongest and most actionable when specific implementation tasks and strategies are included, described in detail, programmed into a timeframe, and clearly marked by which organization will be responsible for leading or supporting each item. Thus, below is an Action Plan that should be implemented by the City. Further, the next section of this chapter includes potential resources for the City and its partners to utilize in implementing the Action Plan. Key City entities and partner organizations include:

- » City Council
- » Planning Commission
- » Zoning Board of Appeals
- » Downtown Development Authority
- » Parks and Recreation Committee
- » Department of Public Works
- » Hudsonville Public Schools
- » Ottawa County
- » The Right Place
- » Michigan Department of Transportation
- » Michigan Department of Environment, Great Lakes, and Energy
- » Michigan Economic Development Corporation
- » CSX Railroad
- » Amtrak
- » Neighboring Communities
- » Residents and Business Owners

Zoning Plan

In recent years, Hudsonville has been committed to enhancing and updating the City's Zoning Ordinance. One of the key purposes of the Zoning Ordinance updates and reviews are to ensure that the City's regulations and requirements align with best practices in planning, ensure the Zoning Ordinance is compliant with State laws, and to overall enhance the quality of life for residents and business owners. For Hudsonville specifically, the Zoning Ordinance is also a key tool in building out the emerging downtown, as a well as consolidating growth into neighborhoods that connect seamlessly to the rest of the City.

The following Table shows the relationship between the Hudsonville Zoning Districts and Future Land Use categories as described in this Plan. Rezoning requests should be reviewed against this Table to determine whether the requested district is supported by this Plan. In some cases, the City may want to proactively rezone land (especially undeveloped greenfield sites) to ensure new development takes on the proper character.

For the City Center and Neighborhood Future Land Use categories, more detailed recommendations for zoning implementation are included on the following pages.

Table 20. Zoning Plan Table - General

FUTURE LAND USE CATEGORY	APPROPRIATE ZONING DISTRICTS
Natural Preservation	AG Agricultural
Neighborhood	See Neighborhood Sub-Section
Residential Complex	HDR-A High Density Residential - A HDR-B High Density Residential - B
Manufactured Housing Park	MHP Mobile Home Park
City Center	See City Center Sub-Section
Neighborhood Center	NC Neighborhood Commercial OS Office/Service
Commercial Services	HC Highway Commercial
Industrial	I-L Light Industrial (Generally North of New Holland Street) I-G General Industrial (Generally South of New Holland Street)
Parks	REC Parks, Recreation, and Natural Areas FD Fair (for Fairgrounds Only)
Public, Quasi Public (Overlay)	PUB-A Public-Quasi Public A PUB-B Public-Quasi Public B May also be rezoned consistent with underlying FLU Category

ZONING PLAN - NEIGHBORHOOD

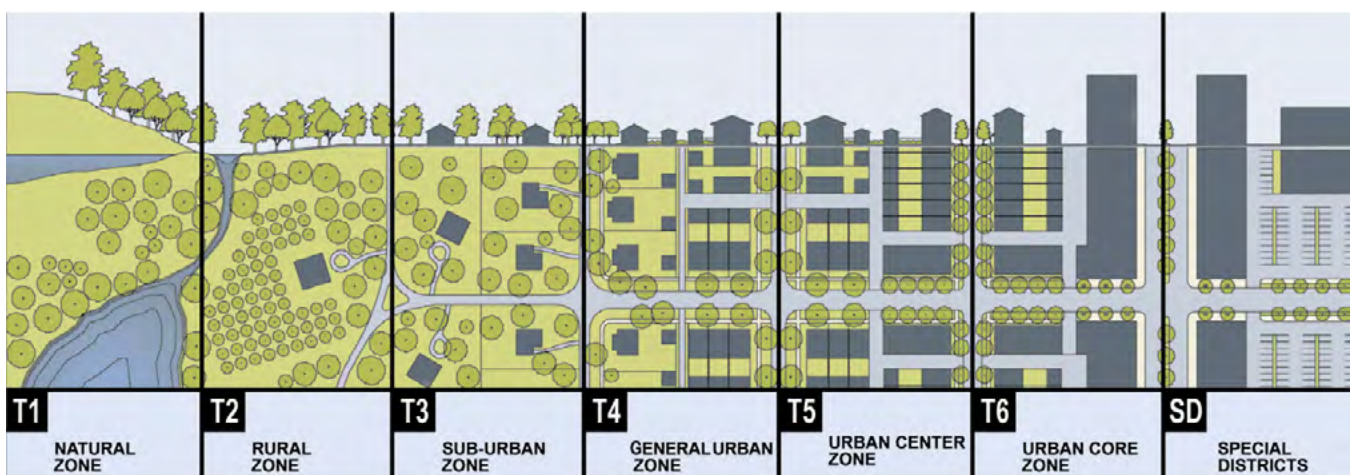
The Neighborhood Future Land Use Category is intentionally broad in order to demonstrate the City’s vision that new housing developments should include a variety of housing types and integrate seamlessly with the existing neighborhoods adjacent to them. However, the buildout of Hudsonville’s neighborhoods should also follow a logical pattern that is consistent with the planning concept of a transect.

Hudsonville’s transect begins in its downtown, which, once fully built-out, will be approximately “T5” in the transect diagram below. From there, neighborhoods should progress out in an organized fashion, with those closest to downtown being “T4” and the edges of the city being “T3.” “T2” and “T1” should be located outside the City limits in surrounding Townships.

While the transect is a key input into the rezoning guidance in this plan, other factors include the existing built environment, infrastructure, natural features, transportation networks, and parcel size.

Specifically, for the purpose of evaluating rezonings, land within the Neighborhood Future Land Use category should be treated as follows, with specific geographic recommendations shown on Map 15:

- » **Existing Neighborhoods: Rezoning from LDR or MDR Generally Discouraged.** Built-out neighborhoods that are zoned LDR or MDR should remain zoned that way, with infill constructed under the regulations of those districts.
- » **Redevelopment of Former Public or Institutional Sites: Rezone to be Consistent with Surroundings.** If a school or other institutional land use vacates its site, that land should be rezoned consistent with the density, housing type, and character that surrounds it. Generally, that means LDR or MDR zoning, but for some sites (like Hudsonville High School or the Hudsonville Library), the proximity to downtown or major corridors may allow a rezoning to TRN or even one of the mixed use form based districts.
- » **Greenfields: TRN Traditional Residential Neighborhood District.** New housing on the undeveloped edges of Hudsonville should be developed under the regulations of an updated TRN zoning district. Recommended amendments to TRN would broaden the allowable housing types, while reinforcing the City’s focus on attainably priced homeownership, and ensuring quality through the Form Based Design standards.
- » **No Additional Land: HDR Districts.** While the HDR-A and HDR-B Zoning Districts are appropriate for the developments within their boundaries, this plan does not envision any additional land being zoned into those districts. New development should be constructed under the regulations of the TRN District instead.



ZONING PLAN - CITY CENTER

The City Center Future Land Use category covers Hudsonville's Downtown and immediate surroundings. In order for the downtown to build out as shown in the Downtown Vision, different zoning tools will be required in different areas.

Specifically, for the purpose of revising the Form Based Code, the City Center Future Land Use category is broken into the following sub-categories:

- » **Village Green:** The buildings surrounding the Village Green should be very specifically designed to complement the Green and create a unique and beautiful gathering place in the center of the City. This will require specific coding in the updated Form Based Code.
- » **Harvey Street:** The Harvey Street "woonerf" is Hudsonville's Main Street. The buildings lining Harvey Street in the future should reflect that status and promote the walkable character of the unique street design. This will also require specific coding in the updated Form Based Code.
- » **Downtown Gateways:** The areas surrounding the Village Green and Harvey Street are envisioned to slowly transform into walkable downtown blocks. This will require coding in the Zoning Ordinance (including the Form Based Code, as well as conventional districts), but also require sensitivity to the existing land uses and built environment.
- » **Downtown Expansion:** The City Center Future Land Use category goes beyond the limits of the current downtown. These areas will need both short-term and long-term zoning solutions to meet their needs.

FORM BASED CODE

- » Evaluate and amend the CBD and MU Form Generating Districts to allow for additional specificity in coding the design of development along those key downtown frontages, such as Harvey Street and the Village Green.
- » Develop a hierarchy of downtown streets, with the Village Green and Harvey Street at the top, and other streets secondary to those frontages, and incorporate it into the Form Based Code façade standards.
- » Evaluate the status of non-conforming structures within the Form Generating Zoning Districts and develop a set of "upgrades to existing" standards that can be used to improve the design of existing structures and sites without requiring full compliance with Building Type standards.
- » Update the TRN District to allow a wider variety of housing types, and prepare it to be the primary zoning vehicle for greenfield housing development in the City.
- » Review and revise the parking requirements in the downtown Form Based Code districts to encourage walkable development, while ensuring sufficient parking.
- » Create opportunities for additional creativity and variety in architecture without sacrificing important design elements that ensure walkability and human-scale.
- » Expand the allowable building types to ensure more variety in development design, within the vision for each district.
- » Require a diversity of building materials and architectural styles within multi-building developments.
- » Develop single family lot standards for the TRN District.

MISSING MIDDLE AND INFILL HOUSING

- » Allow smaller single unit dwellings in the updated TRN District that would be allowed in LDR or MDR.
- » Establish a clear allowable density range for the updated TRN District, including both a minimum and a maximum. The maximum should be sufficient to allow the number of housing units anticipated under the Housing Needs Analysis in this Plan.
- » Establish requirements for minimum levels of housing diversity in the updated TRN District, by defining minimum percentages of various housing types within each new development.
- » Allow cottage courts by in the updated TRN District, and create design standards for them.
- » Remove the Special Use requirement for duplexes in the MDR District.
- » Establish an administrative review process for infill housing in the LDR, MDR, and TRN Districts, in order to both enforce design standards and reduce entitlements time for desired infill.

NEIGHBORHOOD DESIGN

- » Adopt a Neighborhood Design Standards zoning section, applying to all major residential developments, especially those that proposed the construction of new streets, and including the following provisions:
 - Connection to all abutting stub streets.
 - New stub streets along all lot lines.
 - Sidewalks on both sides of all roads.
 - Connection to nearby non-motorized pathway systems.
 - Limited cul-de-sacs.
 - Recreational amenities.
 - Preserved natural space.
 - Street trees.
 - Underground power lines.
 - A mix of housing types.

ALTERNATIVE ENERGY

- » Develop regulations for wind and solar energy generation, as well as battery storage facilities, taking into account Hudsonville's urban/suburban character, Public Act 233 of 2023, and other factors. Specifically:
 - Discourage the use of land exclusively for energy generation when it could be used for housing or businesses.
 - Encourage accessory power generation, such as rooftop solar, solar panels covering parking lots, "back yard" solar panels, and on-site windmills.
 - Ensure safety and public health are preserved, and potential emergencies (such as battery fires) are mitigated.

GENERAL ZONING PRIORITIES

- » Eliminate the OS District and rezoning those parcels as designated on the Future Land Use Map.
- » Require the burying of power lines in appropriate circumstances.
- » Planned Unit Developments (PUDs) should be used sparingly, and only when a proposed development can be made more compatible with the vision of this plan than developing under one of the designated appropriate Zoning Districts.
- » Update the sign ordinance to ensure that businesses in non-conforming buildings (especially downtown) can have adequate signage.
- » Reduce the required setbacks in the Neighborhood Commercial District, to create walkable businesses without the intensive design regulations of the Form-Generating Districts.
- » Remove the Balsam Drive corridor from the Form-Generating Districts and rezone it to Neighborhood Commercial.

Action Plan

The City of Hudsonville Master Plan and its goals, objectives, and strategies recommend a future vision for the community. This vision is to build upon the City's existing assets and make the most of opportunities that can attract new development and residents to the community while protecting the City's natural beauty and resources. To put it simply, the plan for Hudsonville is to create an economically, socially, and environmentally sustainable community where people want to live, work, visit and play.

The goals and objectives of this plan should be reviewed often and be considered in decision making by the City. Successful implementation of this plan will be the result of actions taken by elected and appointed officials, City staff, the Downtown Development Authority, the Planning Commission, public agencies, and private citizens and organizations.

This section identifies and describes actions and tools available to implement the vision created in this Plan. Broadly stated, the Plan will be implemented through:

Planning and Zoning:

Evaluation of the City's Zoning Ordinance, and if necessary, amendments to regulations are necessary to implement the recommendations of this Plan. Continuous evaluation of the recommendations of this Plan must occur at regular intervals to ensure that the overall vision for the future development of the City remains relevant.

Civic and Transportation Improvements:

Civic improvements are generally funded through public funds and are tangible "bricks and mortar" projects. Improvements to the City's motorized and non-motorized circulation system also fall into this category.

Economic Development:

This category includes the economic and physical development of the City. These improvements include a wide range of activities from physical development activity to promotion and marketing, and may be completed by public or private entities, or some combination thereof.

Parks and Recreation Improvements:

The Parks and Recreation Action plan is included in Section 5.

Stormwater, Sewer and Street Improvements:

Consider implementing the various projects listed in the action plan to continue mitigating stormwater challenges.

Groundwater Control Improvements:

The projects recommended are intended to lower the City's wastewater treatment costs and improve water quality.

Green Infrastructure:

This category itemizes the various projects that can be implemented to work toward building a sustainable community. Many green infrastructure projects include community outreach elements, water conservation elements, and energy-saving methods.

The tables on the following pages present a detailed summary of all the recommended implementation activities, the party responsible for completing the activity, and the available funding resources.

KEY			
Priority		Timeframe	Responsibility (Color)
A	Most Important	1 Within one year	Project Lead
B	Very Important	2 1-3 years	Key Participant
C	Important	3 3+ years	Contributor
		4 As available	
		5 Ongoing	

RESPONSIBILITY (ABBREVIATION)	
BO	Business Owners
CC	City Commission
CM	Community Members
CS	City Staff
DDA	Downtown Development Authority
GVMC	Grand Valley Metro Council
HO	Home Owners
MDOT	Michigan Department of Transportation
NC	Neighboring Communities
OC	Ottawa County
PC	Planning Commission
RC	Parks and Recreation Committee
RR	Railroad Owners
SRTS	Safe Routes to School

FUNDING	
Public	Includes public funds from the City operating budget, County, and State funding, and may also include local government bonds and grants.
Private	Includes funds from private sources such as grant monies, corporate funding, or property owners
DDA/TIF	Tax increment financing provided by an authorized body.

HOUSING AND REDEVELOPMENT								
PROJECT	PRIORITY	TIMEFRAME	RESPONSIBILITY			FUNDING		
			CITY	OTHER GOV'T	PRIVATE	PUBLIC	PRIVATE	DDA/TIF
Update form-based zoning for the downtown.	A	1	PC CC			•		
Consider creating sub-districts under the CBD Form Based Code Districts for "Village Green" and "Harvey Street" to allow for additional specificity in coding the design of development along those key downtown frontages.	A	1	PC CC			•		
Develop a hierarchy of downtown streets, with the Village Green and Harvey Street at the top, and other streets secondary to those frontages, and incorporate it into the Form Based Code façade standards.	A	1	PC CC			•		
Evaluate the status of non-conforming structures within the Form Generating Zoning Districts and develop a set of "upgrades to existing" standards that can be used to improve the design of existing structures and sites without requiring full compliance with Building Type standards.	A	1	PC CC			•		
Update the TRN District to allow a wider variety of housing types, and prepare it to be the primary zoning vehicle for greenfield housing development in the City.	A	1	PC CC			•		
Allow smaller single unit dwellings in the updated TRN District that would be allowed in LDR or MDR.	A	1	PC CC			•		
Establish a clear allowable density range for the updated TRN District, including both a minimum and a maximum. The maximum should be sufficient to allow the number of housing units anticipated under the Housing Needs Analysis in this Plan.	A	1	PC CC			•		
Remove the Special Use requirement for duplexes in the MDR District.	A	1	PC CC			•		
Consider allowing accessory dwelling units in the MDR District.	B	2	PC CC			•		
Establish an administrative review process for infill housing in the LDR, MDR, and TRN Districts, in order to both enforce design standards and reduce entitlements time for desired infill.	A	1	PC CC			•		
Adopt a Neighborhood Design Standards zoning section, applying to all major residential developments, especially those that propose the construction of new streets.	A	1	PC CC			•		
Develop regulations for wind and solar energy generation, as well as battery storage facilities, taking into account Hudsonville's urban/suburban character, Public Act 233 of 2023, and other factors.	A	1	PC CC			•		
Eliminate the OS District and rezoning those parcels as designated on the Future Land Use Map.	A	1	PC CC			•		
Require the burying of power lines in appropriate circumstances.	B	4	PC CC			•		

HOUSING AND REDEVELOPMENT (CONT.)								
PROJECT	PRIORITY	TIMEFRAME	RESPONSIBILITY			FUNDING		
			CITY	OTHER GOV'T	PRIVATE	PUBLIC	PRIVATE	DDA/TIF
Update the sign ordinance.	A	1	PC CC			•		
Reduce the required setbacks in the Neighborhood Commercial District, to create walkable businesses without the intensive design regulations of the Form-Generating Districts.	A	1	PC CC			•		
Remove the Balsam Drive corridor from the Form-Generating Districts and rezone it to Neighborhood Commercial.	A	1	PC CC			•		

COMMERCIAL & ECONOMIC DEVELOPMENT								
PROJECT	PRIORITY	TIMEFRAME	RESPONSIBILITY			FUNDING		
			CITY	OTHER GOV'T	PRIVATE	PUBLIC	PRIVATE	DDA/TIF
Promote the business community.	A	1	CC	DDA	BO	•	•	•
Continue to develop the downtown area.	A	2	PC CS	DDA	BO CM	•	•	•
Encourage commercial diversity of the downtown area by increasing local restaurant and retail opportunities	A	1	PC CS	DDA	BO CM	•	•	•
Develop public-private partnerships.	B	1	CS	DDA	BO CM	•	•	

TRANSPORTATION & INFRASTRUCTURE IMPROVEMENTS								
PROJECT	PRIORITY	TIMEFRAME	RESPONSIBILITY			FUNDING		
			CITY	OTHER GOV'T	PRIVATE	PUBLIC	PRIVATE	DDA/TIF
Acquire Village Green property.	A	1	PC CC RC	DDA		•		•
Develop an area within and around the downtown that is exempt from the City's ban on overnight on-street parking during the winter time.	A	1	CC CS	DDA	BO	•		
Develop the Village Green.	A	2	PC CC RC	DDA				
Improvements to the Hudsonville Nature Center.	A	2	PC CC RC			•		
Install and improve amenities at Buttermilk Creek Park.	A	4	PC CC RC			•		
Increase pedestrian connectivity across Chicago Drive, focusing on the 32nd Avenue, School Avenue, and 36th Avenue/Balsam Drive intersections.	A	1	PC CC RC	DDA MDOT		•		•
Extend the Buttermilk Trail and connect it to Sunrise Park.	B	1	PC CC RC			•		
Improve and expand Hughes Park paths and green spaces.	B	1	PC CC RC			•		
Design and install wayfinding signage.	B	2	PC CC RC	DDA		•		
Replace aging playground equipment at Sunrise Park.	B	4	PC CC RC			•		
Continue maintenance of the Hughes Park Baseball Diamonds.	B	5	PC CC RC			•		
Improve Sledding Hill space.	C	2	PC CC RC			•		
Increase accessibility to the Mountain Biking Trails.	C	2	PC CC RC			•		
Install a Remote Control Vehicle Racecourse.	C	2	PC CC RC			•		
Implement a Neighborhood Park for the southeast quadrant of the City.	C	4	PC CC RC			•		



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Art Director



**HUDSONVILLE
HAS CHARM.**

Planning for the
Future of our
Community