2-Page Narrative

**Imagine Hudsonville 2030 (A Comprehensive Master Plan)**

*Criteria 1:* ***Originality and Innovation***

**“Imagine Hudsonville 2030”** creates a new, elevated standard for effective community master planning. This first-of-its-kind Master Plan is a highly-visual, action-driven document that will catapult the City into the forefront of municipalities that are seeking to develop new, innovative methods for engaging residents in the community planning process and creating a viable framework from which to promote and manage positive, beneficial growth in the City.

*Criteria 2:* ***Transferability***

Imagine Hudsonville 2030 was created as part of a collaborative Project between the Ottawa County Planning Commission and the City of Hudsonville. The Project was specifically designed to develop new planning tools and techniques in order to improve the ability of community leaders to plan and manage future growth and development. It is anticipated that Imagine Hudsonville 2030 will serve as a model for other urban communities that are working to enhance their master plans and also striving to find more effective, exciting methods of engaging their citizenry in the planning process.

*Criteria 3:* ***Quality***

One of the principal objectives of Imagine Hudsonville 2030 was to create a document that showcases exemplary quality through the use of extensive high-resolution images, clear and succinct text, and action-oriented planning strategies. The document utilizes a bold combination of color, photographs, and text to clearly depict a myriad of planning techniques and programs that will be implemented in the City over the next 15 years. The unmatched quality of Imagine Hudsonville 2030 is a testament to the time and thoughtfulness that each member of the project Steering Committee dedicated during the development of the document.

*Criteria 3:* ***Comprehensiveness***

Imagine Hudsonville 2030 is a comprehensive, physical representation of the principles that constitute effective community planning. The document elegantly guides local decision-making to positively impact the long-term sustainability of the City’s urban center, traditional neighborhoods, and small-town heritage, along with ensuring that an appropriate balance exists between the physical, environmental, economic, social, and cultural conditions of the community.

*Criteria 3:* ***Public Participation [and Engagement]***

The creation of Imagine Hudsonville 2030 employed one of the most robust public input strategies for a community master plan. At the very onset of the master planning process, residents, business owners, students, and entire families converged to share their expectations of what the city should become in the future. Multiple community meetings were held, visual preferences surveys were conducted, and extensive “on-the-ground” public input was solicited.

The “on-the-ground” input was by far one of the most creative methods used to solicit public participation in the planning process. In order to obtain this input, 6-foot Informational Kiosks were developed and displayed throughout the community. These highly-visual Kiosks were placed in local schools, restaurants, clothing stores, a hardware store, a bicycle shop, the public library, and city hall. This unique and highly effective method of obtaining public input was designed to introduce the master plan to the community, and to furnish a survey card to solicit feedback as well as provide links (via a QR code and web address) to a larger virtual survey.

*Criteria 3:* ***Role of Planners***

The Master Plan was conceived by the Ottawa County Planning Commission as part of a unique Demonstration Project. The Project is designed to demonstrate that an urban community can enhance its vibrancy, livability, and aesthetic character through the implementation of innovative planning techniques and community programs. By applying these techniques and programs in such a manner that they promote urban excitement and attractiveness, the results can be a "win-win" solution for developers, builders, architects, residents, visitors, and the community.

*Criteria 4:* ***Implementation [Strategy]***

A cornerstone of Imagine Hudsonville 2030 is a section titled “Implementation Strategies.” This ‘conversation-provoking’ section of the Plan utilizes extensive full-color images that are sensibly displayed in a manner which clearly depicts each opportunity the City can undertake to achieve its vision for the future. The Implementation Strategies provides short-, mid-, and long-term actions that will help to build a Distinctive, Livable, Vibrant, and Connected City. A summary table for each Implementation Strategy also defines the action steps required to complete the strategy, the entities responsible to implement the strategy, key partners, and the intended timeframe in which to complete the strategy.

*Criteria 5:* ***Effectiveness [and Results]***

Imagine Hudsonville 2030 has inspired an entire community. Even prior to its adoption by the City in May 2015, the document became a conversation piece at the dinner table, in coffee shops, at the local library, and in classrooms. Residents, business owners, students, and families have become passionate advocates of the plan because their ideas for the future of the City are embedded into the document.

Since commencing with Imagine Hudsonville 2030, the City has already initiated several short-term and mid-term actions as defined in the plan. These actions include, but are not limited to, securing funds to create a “village green” in the City’s downtown core, transforming a currently vacant historic brick building into an open-air, year-round farmers market that is within a 2 minute walk of downtown, constructing a non-motorized pathway underneath a major thoroughfare that will improve safety for residents and visitors that utilize the City’s interconnected pathway network, and performing streetscape enhancements along several pedestrian-friendly roads in the community.