WHAT’S NEXT FOR DOWNTOWN GRAND RAPIDS?

AND THE RIVER CORRIDOR?

DOWNTOWN STEERING COMMITTEE: NOVEMBER, 2015
the process

Over 4,400 people engaged
DIVERSITY [as defined in public comments]: a diversity of activities, uses and people.

GR Forward seeks to create a Downtown and River Corridor that are both welcoming and inclusive. These are threaded throughout the goals.
Downtown Grand Rapids is the **region’s downtown** and the **civic heart** of West Michigan. Together with the Grand River, these assets will provide a singular experience and strengthen the City’s identity as **progressive, healthy** and **vibrant**. GR Forward envisions a future where strategic action will promote **job growth**, stimulate private investment and provide a city center **welcoming** to all Downtown residents, nearby neighbors and visitors. A reinvigorated Downtown and Grand River must be **authentic to Grand Rapids** and attainable by developing strategies unique to the needs of Grand Rapidians.
GOAL 1

RESTORE THE RIVER AS THE DRAW & CREATE A CONNECTED AND EQUITABLE RIVER CORRIDOR
INTEGRATE ART, EDUCATION, INFRASTRUCTURE & ECOLOGY

CREATE VARIED INFRASTRUCTURE TO NOT ONLY PROTECT, BUT ENHANCE THE RIVER

ENHANCE ECOLOGICAL SYSTEMS / WATER QUALITY

- terraced flood wall
- terraced wetland
ESTABLISH GRAND RAPIDS AS THE HUB IN A REGIONAL TRAIL SYSTEM

CREATE A ROBUST TRAIL SYSTEM ON BOTH THE EAST AND WEST SIDES OF THE RIVER

TRAIL TYPES

OPTION 2:
ACCESS WITHIN EASEMENT ON PRIVATE LAND

EXISTING TRAIL TO BE RENOVATED - 6.3 MILES
NEW TRAIL ON EASEMENT - 5.7 MILES
NEW TRAIL ON CANTILEVER - 0.1 MILES
NEW TRAIL ON STRUCTURE - 2.0 MILES
NEW TRAIL ON SITE - 2.4 MILES
CREATE THE OUTDOOR ADVENTURE CITY

28 OPPORTUNITY SITES ALONG THE RIVER

EACH WITH A DIFFERENT PROGRAM
LYON SQUARE
GOAL 2
CREATE A TRUE DOWNTOWN NEIGHBORHOOD THAT IS HOME TO A DIVERSE POPULATION
LEVERAGE DEVELOPMENT OPPORTUNITIES TO HIT “CRITICAL MASS”

POTENTIAL CODE CHANGES

OPEN SPACE:

>> Payment in lieu to an open space fund for Downtown parks and street trees

PARKING:

>> Set parking maximums and remove existing minimums

GRAND RIVER OVERLAY:

>> Changes to encourage public access and River amenities: more density allowed

GROUND FLOOR RETAIL:

>> In CC zone, bonuses to apply only to targeted, active commercial corridors
>> Required ground floor retail on key streets (no bonuses)
ENCOURAGE INFILL DEVELOPMENT TO CLOSE THE GAPS BETWEEN NEIGHBORHOODS

10,900-13,000 potential units
Existing Riverfront Development

- NEW RESIDENTIAL - proposed
- NEW RESIDENTIAL
- MIXED USE BUILDING - under construction
- FOUNDERS EXPANSION - under construction

201 MARKET

NEW DEVELOPMENT
New Riverfront Development and Park Space

- New Mixed-Use Buildings
- "Green Room"
- Waterfront Trail

NEW DEVELOPMENT
## PRESERVE AND EXPAND HOUSING OPPORTUNITIES

### Units Today

<table>
<thead>
<tr>
<th>Market Rate</th>
<th>Income-Restricted</th>
<th>Total</th>
<th>% Income-Restricted</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,213</td>
<td>1,179</td>
<td>3,392</td>
<td>35%</td>
</tr>
</tbody>
</table>

### Currently Proposed

<table>
<thead>
<tr>
<th>Market Rate</th>
<th>Income-Restricted</th>
<th>Total</th>
<th>% Income-Restricted</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,071</td>
<td>180</td>
<td>1,251</td>
<td>14%</td>
</tr>
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</table>

### Subtotal

<table>
<thead>
<tr>
<th>Market Rate</th>
<th>Income-Restricted</th>
<th>Total</th>
<th>% Income-Restricted</th>
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</thead>
<tbody>
<tr>
<td>3,284</td>
<td>1,359</td>
<td>4,643</td>
<td>29%</td>
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</table>

### Potential Future Build Out

<table>
<thead>
<tr>
<th>Market Rate</th>
<th>Affordable</th>
<th>Total</th>
<th>% Affordable</th>
</tr>
</thead>
<tbody>
<tr>
<td>7,630</td>
<td>3,270</td>
<td>10,900</td>
<td>30%</td>
</tr>
</tbody>
</table>

### Net Increase in Affordable Units

2,091
GOAL 3
IMPLEMENT A 21ST CENTURY MOBILITY STRATEGY
PRIORITIZE PEDESTRIAN SAFETY
MANAGE PARKING ASSETS / ADJUST PRICING / PARKING CASH OUT PROGRAM

INCENTIVIZE TRANSIT

RECONFIGURE DASH SERVICE
COMPLETE THE NETWORKS IN AND OUT OF DOWNTOWN

TRUCK ROUTES

INTERCHANGES

BICYCLE NETWORK

OTTAWA
Two Way

IONIA
One Way North
Two Way Cycle Track

FULTON

DRIVING LANE

PARKING LANE

Van Andel Arena

Rosa Parks Circle

Convention Center

Veterans Memorial Park
EXPAND JOB OPPORTUNITIES & ENSURE CONTINUED VITALITY OF THE LOCAL ECONOMY
GROW, ATTRACT & RETAIN TALENT

BUILD THE TALENT POOL TO SUPPORT THE EMERGING TECH ENTREPRENEURS AND THE REGION’S INNOVATION AND CREATIVELY DRIVEN FIRMS

- Leverage / expand University co-op programs to help retain college students
- Evaluate local biotechnology curriculums, coding / computer science programs and certificate programs for tech professionals to employ local residents

FORMALIZE A LEADERSHIP TEAM AMONG CITY DECISION MAKERS & MAJOR EMPLOYERS TO ENSURE EQUAL ACCESS TO OPPORTUNITIES

- Youth workforce and internship programs
- Entrepreneurship & capacity building programs
PRESERVE AND CREATE SPACE
JOB CREATION & ECONOMIC GROWTH

PRESERVE OPPORTUNITIES FOR FLEXIBLE, INEXPENSIVE WORK SPACE CLOSE TO DOWNTOWN

**Number of Start-Ups by Industry Category Grand Rapids Area**

<table>
<thead>
<tr>
<th>Industry Category</th>
<th># of Start-Ups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software</td>
<td>15</td>
</tr>
<tr>
<td>Service</td>
<td>4</td>
</tr>
<tr>
<td>Medical Device</td>
<td>10</td>
</tr>
<tr>
<td>Consumer Manufacturing</td>
<td>1</td>
</tr>
</tbody>
</table>

**Office Space Needs**

**Flex Space with Fabrication Room**

*NOTE: several businesses are not located in Grand Rapids*

SOURCE: NP ANALYSIS OF GR CURRENT AND START GARDEN COMPANIES
Create a Production Development and Space Modernization fund

Change the zoning to allow artisanal manufacturing in Downtown
GOAL 5

REINVEST IN PUBLIC SPACE, CULTURE & INCLUSIVE PROGRAMMING
RAISE THE PROFILE OF DOWNTOWN PARKS AND OPEN SPACES
RAISE THE PROFILE OF DOWNTOWN PARKS AND OPEN SPACES

HEARTSIDE PARK
Existing Calder Plaza

GERALD R. FORD FEDERAL BUILDING
CITY HALL
CONVENTION CENTER
KENT COUNTY COURTHOUSE
MONROE AVE
LYON ST.
IONIA AVE.
EXPRESS DOWNTOWN’S CHARACTER & IDENTITY THROUGH PUBLIC REALM IMPROVEMENTS

» IMPROVE GATEWAYS
» DEVELOP STREETSCAPE DESIGNS TO UPGRADE KEY STREETS

» TURN UP THE VOLUME ON PUBLIC ART
GOAL 6

RETAIN AND ATTRACT FAMILIES, TALENT, AND JOB PROVIDERS WITH HIGH QUALITY PUBLIC SCHOOLS
INCREASE INVESTMENT IN THE EXPANSION OF THEME SCHOOLS & SPECIALIZED PROGRAMS
SINCE THE RELEASE OF THE DRAFT PLAN
July
July 2, 2015: DRAFT GR Forward Plan Submitted
July 8, 2015: DDA Board
July 9, 2015: DGRI Board of Advisors
July 9, 2015: Windquest Group
July 15, 2015: Social Service Executive Committee
July 15, 2015: River Restoration Steering Committee
July 23, 2015: Planning Commission
July 23, 2015: Diversity and Inclusion Meeting at Grand Rapids Community Foundation
July 27, 2015: Alliance for Livability
July 29, 2015: Rockford Construction

August
August 12, 2015: Public Comment Period Begins
August 11, 2015: Alliance for Investment
August 12, 2015: MNTIFA Update
August 17, 2015: Open House #2 @ DGRI
August 17, 2015: Library Exhibits
August 26, 2015: Disability Advocates of Kent County
August 27, 2015: Heartside Business Association Update

September
September 1, 2015: NAI Wisinski
September 8, 2015: Alliance for Investment
September 8, 2015: Neighbors of Belknap Lookout
September 10, 2015: Parking Commission
September 11, 2015: GVSU Administrators
September 16, 2015: Alliance for Vibrancy
September 17, 2015: Experience GR Staff
September 17, 2015: Heritage Hill
September 21, 2015: GVSU Old Learners
September 22, 2015: 42 Day Comment Period Ends
September 22, 2015: Creston Neighborhood
September 23, 2015: SWAN/JBAN
September 23, 2015 – October 11, 2015: ArtPrize Video
September 23, 2015: Mobility Tour with Downtown Stakeholders
September 24, 2015: Bliss for GR
September 28, 2015: Alliance for Livability
September 29, 2015: Black Hills
September 29, 2015: DAKC Accessibility Tour
September 30, 2015: Amway Corp
September 30, 2015: WGVU West Michigan Week

October
October 1, 2015: GR Rowers
October 1, 2015: DAKC Accessibility Tour
October 2, 2015: LINC First Friday
October 3, 2015: Ferris State University Faculty
October 5, 2015: East Grand Rapids City Commission Update
October 6, 2015: Robert S’ Radio Show “Pulse of the City” on 94.9 WYGR
October 6, 2015: Grandville Art Academy / Roosevelt Park
October 7, 2015: Disability Advocates of Kent County
October 9, 2015: Monroe North Business Association
October 15, 2015: Hispanic Chamber of Commerce
October 16, 2015: Chamber of Commerce Event with Outpro and Black Women Connect
October 20, 2015: 3rd Ward Event hosted by Commissioner Lenear and Commissioner Lumpkins
October 20, 2015: Grand Rapids Area Black Businesses
October 21, 2015: NAACP
October 21, 2015: Endless Opportunities
October 22, 2015: Grand Rapids Association of Realtors
October 22, 2015: Planning Commission
October 22, 2015: Convention and Arena Authority Community Inclusion Group Event
October 23, 2015: 73 Day Comment Period Ends
Of the 756 comments:

86 Formatting/language
75 Inclusion & Equity  (focused outreach)
57 Rowing  (focused outreach)
50 Implementation
48 River Restoration
40 Housing
40 Parking
39 Ideas
36 Zoning
30 Transit
22 Retail
11 Economic Development
11 Event
9 Clean and Safe
9 Historic Preservation
8 Art
185 other
Diversity, inclusion & equity (more prominence/depth)
Housing & affordability (definitions, affordability goal)
Parking / mobility (parking maximums, transit service)
River (water quality, stormwater, engineering, habitat)
General formatting (page numbering, placement of images, consistency with wording, etc.)
## INTRODUCTION

<table>
<thead>
<tr>
<th>PAGE #</th>
<th>COMMENT</th>
<th>RECEIVED FROM</th>
<th>ACTION</th>
<th>RESOLUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Don't need to explain where the quotes come from it's inferred throughout the document</td>
<td>Email Comment</td>
<td>Interface to insure quotes are attributed throughout the document by identifying what events/platform they were gathered from.</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>I think the example on page 5 of comparing the 100 largest cities in the amount of parks this is a great clear illustration. Providing best practices, comparisons and helping to set goals. I'd like to see more illustrations throughout the document that are that clear.</td>
<td>Email Comment</td>
<td>Interface to review to determine if additional graphics can be added.</td>
<td>Different data sets require different approaches to illustrate the takeaway</td>
</tr>
<tr>
<td></td>
<td>All of the D&amp;I Hopes / aspirations / strategies should be summarized in one place, and should be a part of a larger brand.</td>
<td>1 on 1</td>
<td>DGRI to provide language to Interface.</td>
<td>Complete. See Equity and Opportunity Summary and Preamble</td>
</tr>
</tbody>
</table>

## GOAL #1: Restore the River and Create a Connected and Equitable River Corridor

<table>
<thead>
<tr>
<th>PAGE #</th>
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</thead>
<tbody>
<tr>
<td>37</td>
<td>Use Art and Natural Environment tools to &quot;brand&quot; these e/w gateways.</td>
<td>Written Comment</td>
<td>Interface to add narrative &quot;to work with neighbors to incorporate artistic and aesthetic components to be a part of local placemaking&quot;</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Incorporate native people in the conversation and decision making!</td>
<td>Written Comment</td>
<td>Interface to add language / bullet to continue to identify and engage native people</td>
<td></td>
</tr>
<tr>
<td>51</td>
<td>Eliminate this. Map makes no sense. The next few do though.</td>
<td>Written Comment</td>
<td>STOSS to add more descriptive labelling.</td>
<td></td>
</tr>
<tr>
<td>61</td>
<td>Recommendation 4- Initial Action Steps: &quot;Encourage local policies and incentives that favor low impact development- add &quot;regional and state&quot; to read: Encourage local, regional, and state policies and incentives that favor low impact development.</td>
<td>WMEAC Memo</td>
<td>Interface to amend and add WMEAC as a partner.</td>
<td></td>
</tr>
<tr>
<td>61</td>
<td>Recommendation 5- Add the following to the list of initial action steps under the section &quot;Focus on improving water quality…” Recruit a leadership team and embed this team in the GRForward and river restoration processes to achieve the water quality agenda with the region and state.&quot;</td>
<td>WMEAC Memo</td>
<td>Interface to add strategy to recruit and create a leadership team. Implementation partners to be identified.</td>
<td></td>
</tr>
<tr>
<td>61</td>
<td>Recommendation 6- Add the following to the list of initial action steps under the section: &quot;Focus on improving water quality…”Prioritize addressing pathogen pollutants contributed to the Grand River watershed by failing septic systems by advocating for statewide septic rules and improved septic regulations practices in counties (initially prioritizing Kent County) within the Grand River Watershed. “WMEAC suggests this discrete water quality recommendation be specifically highlighted to the initial goals, because its particularly timely, following the recent data on septic contribution to water quality by Michigan State University, as well as current interest in the issue in the Snyder administration and current legislature.</td>
<td>WMEAC Memo</td>
<td>Interface to add strategy. Implementation partners TBD. Additionally, add strategy to address regional water quality agenda. Identify areas of alignment with existing State strategies.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Goal 1.2 is lacking sub-goals.</td>
<td>Planning Department Memo</td>
<td>Interface to add sub-goals for Goal 1.2. Planning to identify language in partnership with GRWW.</td>
<td>Added one subgoal: &quot;Explore River Island Opportunities.&quot;</td>
</tr>
<tr>
<td></td>
<td>Figure 1.27, 1.28 and 1.29 are not readable. In addition, they are labeled as Option 1, 2 and 3 respectively, but appear to be referenced as &quot;scenarios&quot; in the text.</td>
<td>Planning Department Memo</td>
<td>Stoss to reformat extent and legibility.</td>
<td>maps updated</td>
</tr>
<tr>
<td></td>
<td>Legends are needed for Figures 1.44 and 1.45 so to help clarify where 15 opportunity sites and 13 Phase II opportunity sites are located. Additional descriptions of the sites would be helpful for persons who were not involved in the planning process.</td>
<td>Planning Department Memo</td>
<td>Stoss to add legends to figures.</td>
<td></td>
</tr>
<tr>
<td>1.1</td>
<td>Integrate Art, Education, Infrastructure and Ecology. Recommendation 2. Add the WMEAC as a responsible partner in delivering this effort as we have been a key partner in water quality protection and low impact development innovation in West Michigan for over 45 years and plan to continue our role in local and regional watershed protection.</td>
<td>WMEAC Memo</td>
<td>Interface to add WMEAC as a partner. DGRI will clarify with commentor which recommendation to add them to.</td>
<td>added to water quality rec</td>
</tr>
</tbody>
</table>
WHAT CHANGED?

Diversity, Inclusion & Equity:
- New preamble on diversity, inclusion & equity
- Summary of existing and new diversity, inclusion and equity strategies, measures and targets after the vision
- Re-worked introduction to Goal 4

Housing:
- New housing goal / re-worked affordability discussion
- Edited height recommendations for Overlay (A) Downtown
- Addition of zero-waste initiatives
WHAT CHANGED?

Other additions:

**Build upon local arts institutions for marketing and promotion**

**Target Grandville Avenue as a Latino business corridor**

**Partners added to implementation matrices – by request!**

**List of figures**

**Updated maps & graphics – better labelling**
GR Forward is action-oriented

Implementation update:

- HUD grant submitted
- Calder Plaza RFP released
- Final designs submitted to MDOT for Bridge Street overpass
- Museum School opened
- 3 new murals
- Coldbrook breaking ground this week
- Winter programming coming soon
- Arena south development and parking transition strategy
- 56 items related to GR Forward in next year’s DDA and TIFA’s budget
- Whitewater applying for permits by year end
- DGRI re-tooling incentive programs
UPCOMING:

- November 3, 2015: Downtown and River Corridor Steering Committees meet to recommend the plan with edits incorporated from public comment
- November 9, 2015: DGRI Board of Advisors
- November 11, 2015: DDA Board
- November 11, 2015: MNTIFA Board
- November 12, 2015: Planning Commission and Public Hearing
- December 15, 2015: City Commission