WHAT’S NEXT
FOR DOWNTOWN GRAND RAPIDS?
AND THE RIVER CORRIDOR?
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.
WORKING VISION / GOALS:
Downtown Grand Rapids is the region’s downtown and the civic heart of West Michigan. It will reflect an attainable and inclusive urbanism welcoming to downtown residents, nearby neighbors and visitors. Together, the Downtown and the River will provide an experience that can’t be found in Western Michigan and strengthen the City’s brand as progressive, healthy and vibrant. To accomplish this, we need to:

GOAL 1
Create a true downtown neighborhood.

GOAL 2
Restore the River as the Draw.

GOAL 3
Strengthen connections between places and across barriers.

GOAL 4
Ensure continued vitality of the local economy.

GOAL 5
Re-orient your view.

GOAL 6
Reinvest in public space.
WORKING VISION / 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. To accomplish this, we will:

GOAL 1
Restore the River as the Draw & Create a Connected and Equitable River Corridor.

GOAL 2
Create a True Downtown Neighborhood as Home to a Diverse Population.

GOAL 3
Implement a 21st Century Mobility Strategy.

GOAL 4
Expand Job Opportunities & Ensure Continued Vitality of the Local Economy.

GOAL 5
Reinvest in Public Space, Culture & Inclusive Programming.

GOAL 6
Retain and Attract Families, Talent, and Job Providers with High Quality Public Schools.
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

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

28 OPPORTUNITY SITES ALONG THE RIVER
EACH WITH A DIFFERENT PROGRAM
GOAL 2

CREATE A TRUE DOWNTOWN NEIGHBORHOOD THAT IS HOME TO A DIVERSE POPULATION
LEVERAGE DEVELOPMENT OPPORTUNITIES TO HIT “CRITICAL MASS”

- **DOWNTOWN HEIGHT OVERLAY (B)**
  - MIN: 3 STORIES [PROPOSED: 5 STORIES]
  - MAX: NONE

- **PROPOSED INTERMEDIATE OVERLAY**
  - MIN: 5 STORIES
  - MAX: 12 STORIES
  - BONUS: 25 STORIES

- **DOWNTOWN HEIGHT OVERLAY (A)**
  - MIN: 3 STORIES [PROPOSED: 4 STORIES]
  - MAX: 85° [ROUGHLY 7 STORIES]
  - [PROPOSED: 10 STORIES]
  - BONUS: ADD LESSER OF 7 STORIES OR 90° [PROPOSED: ADD 4 STORIES]

- **PROPOSED INTERMEDIATE OVERLAY**
  - MIN: 3 STORIES
  - MAX: 5 STORIES
  - BONUS: 10 STORIES

- **TRANSITIONAL CITY CENTER**
  - MIN: 2 STORIES [PROPOSED: 3 STORIES]
  - MAX: 3 STORIES [PROPOSED: 4 STORIES]
  - BONUS: 5 STORIES

- **TRADITIONAL BUSINESS AREA**
  - MIN: 2 STORIES
  - MAX: 3 STORIES [PROPOSED: 4 STORIES]
  - BONUS: 4 STORIES [PROPOSED: 5 STORIES]

- **EXISTING LOW DENSITY RESIDENTIAL ZONING**
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
New Riverfront Development and Park Space

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

NEW DEVELOPMENT
BRING IN THE WEST SIDE

- MAJOR CONNECTION
- SECONDARY CONNECTION
- POTENTIAL PARK SPACE / DEVELOPMENT OPPORTUNITY
- DEVELOPMENT OPPORTUNITY
Existing West Side

- Gerald R. Ford Museum
- New Holland Brewing - Proposed
- Lofts on Alabama - Proposed
- YMCA
- Recent New Construction
- Proposed Construction
Proposed West Side

- NEW PLAZA
- ATTACHED & MULTI-FAMILY UNITS
- BUSINESS CORRIDOR
- INFILL DEVELOPMENT
- NEW CONSTRUCTION
### PRESERVE AND EXPAND HOUSING OPPORTUNITIES

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

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

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

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

**Net Increase in Affordable Units**: 2,091

### NOTES:
- Income-restricted refers to units subsidized for those earning below 60% of AMI.
- Affordable units under potential future build out refers to units for those earning less than 120% of the AMI.
- The 30% target includes a provision to maintain the current number of income restricted units in Downtown, as approximately 50% of the current stock can convert to market rate over time.
GOAL 3
IMPLEMENT A 21ST CENTURY MOBILITY STRATEGY
DASH ROUTES

PROPOSED

» 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 "

[Map showing various routes and labels such as Ottawa, Ionia, Van Andel Arena, Convention Center, Rosa Parks Circle, Veterans Memorial Park, with driving and parking lanes indicated]
GOAL 4
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 FOR JOB CREATION & ECONOMIC GROWTH

PRESERVE OPPORTUNITIES FOR FLEXIBLE, INEXPENSIVE WORK SPACE CLOSE TO DOWNTOWN

NUMBER OF START-UPS BY INDUSTRY CATEGORY GRAND RAPIDS AREA

- SOFTWARE: 15
- SERVICE: 4
- MEDICAL DEVICE: 14
- CONSUMER MANUFACTURING: 1

INDUSTRY CATEGORY

FLEX SPACE WITH FABRICATION ROOM

# OF START-UPS

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
Proposed Calder Plaza

- SLOPED ENTRANCE
- MOBILE LANDSCAPE
- DESIGNED TENT STRUCTURES
- TERRACE
- IMPROVED PLAZA
- TO: CRESCE NT PARK
- TO: GRAND RIVER
- CONVENTION CENTER
- MONROE AVE
EXPRESS DOWNTOWN’S CHARACTER & IDENTITY THROUGH PUBLIC REALM IMPROVEMENTS

**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

55 EVENTS
756 COMMENTS
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
ACTIONABLE COMMENTS

>> 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>5</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>
<th>COMMENT</th>
<th>RECEIVED FROM</th>
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</tr>
</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 ammend 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 ... &quot; 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 ... &quot;Prioritize addressing pathogen pollutants contributed to the Grand River watershed by failing septic systems and addressing for statewide septic rules and improved septic regulations 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>
</tbody>
</table>
| 5      | Goal 1.2 is lacking sub-goals. | Planning Department Memo | Interface to add sub-goals for Goal 1.2. Planning to identify language in partnership with GRWW. | Added one subgoal: "Explore River Island Opportunities."
| 5      | 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 "scenarios" in the text. | Planning Department Memo | Stoss to reformat extent and legibility. | maps updated |
| 5      | 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. | Planning Department Memo | Stoss to add legends to figures. | |
| 5      | 1.1 - Integrate Art, Education, Infrastructure and Ecology. Recommendation 1.1.2 is lacking sub-goal. | Planning Department Memo | Interface to improve recommendations so that they are easy to follow. | |

**Written Comment**

- Interface to ammend and add WMEAC as a partner.
- Interface to add narrative "to work with neighbors to incorporate artistic and aesthetic components to be a part of local placemaking".
- Interface to add language / bullet to continue to identify and engage native people.
- STOSS to add more descriptive labelling.
- Interface to add strategy to recruit and create a leadership team. Implementation partners to be identified.
- Interface to add strategy. Implementation partners TBD. Additionally, add strategy to address regional water quality agenda. Identify areas of alignment with existing State strategies.
- Added one subgoal: "Explore River Island Opportunities."
- Maps updated
- Stoss to add legends to figures.
- Interface to improve recommendations so that they are easy to follow.

**Email Comment**

- Interface to insure quotes are attributed throughout the document by identifying what events/platform they were gathered from.
- Interface to review to determine if additional graphics can be added.
- Interface to provide language to Interface.

**STOSS**

- To confirm proposed design is ADA accessible.
- To add more descriptive labelling.
- To add sub-goal.
- To add strategy. Implementation partners TBD.
- To reformat extent and legibility.
- To add legends to figures.
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
Diversity, Inclusion and Equity

Establish a regional equity framework and plan of action

>> Identify a coalition of racially and ethnically diverse partners to lead the development of a regional equity framework and plan of action.

>> Work with community assets and partners to continue raising awareness of racial and economic disparities.

>> **Measure**: An informed and innovative regional framework and strategy to build equity and inclusion in greater Grand Rapids.

>> **Target**: Establish a project steering committee in 2016. Produce widely accepted regional framework and plan of action by 2017.
Diversity, Inclusion and Equity

Cultivate an equity perspective in civic governance

- Appointing entities should seek to diversity Downtown and Grand River corridor governance and leadership bodies.
- Support training, networking, and other leadership development activities that support emerging equity leaders.
- Deploy proactive and targeted public engagement strategies.
- **Measure**: Demographic and psychographic statistics.
- **Target**: By 2019, achieve a proportionate representation of various City Commission appointed Boards, committees, and DGRI Alliances relative to city-wide demographic and psychographic profiles.
Diversity, Inclusion and Equity

Foster racially and ethnically diverse business ownership

- Identify partners and funding sources to advance minority business ownership in Downtown.
- Work with lending institutions to create specialized lending program designed to foster minority business ownership in Downtown.
- Modify incentive programs to achieve greater racial equity.
- Support positive and effective youth development initiatives.
- **Measure**: Number of minority owned ground-floor businesses
- **Target**: By 2025, increase the number of minority owned businesses by 50 percent.
Diversity, Inclusion and Equity

**Achieve a more diverse Downtown workforce**

- Create outreach programs and incentives to diversify the racial composition of the Downtown workforce.
- Work with community assets and partners to develop a campaign that encourages African American and Hispanic talent who attended college out of state to return home.
- Support smarter criminal justice initiatives proposed by the Grand Rapids City Commission’s 2014 SAFE Task Force.
- **Measure:** Racial and ethnic composition of the Downtown Grand Rapids workforce.
- **Target:** By 2025, triple the percentage of non-white employees in Downtown Grand Rapids.
Diversity, Inclusion and Equity

Create a more welcoming and inclusive Downtown

>> Support and produce events that attract diverse audiences.

>> Work with partners to integrate cultural competency training.

>> Assemble a task force to attract an African American Cultural Heritage Museum to Downtown.

>> Measure: Surveyed perception of Downtown Grand Rapids as welcoming and inclusive.

>> Target: By 2025, at least 85 percent of survey respondents identify Downtown as welcoming and inclusive.
Diversity, Inclusion and Equity

Attract a diverse population to the Downtown neighborhood

- Provide a diversity of housing types at different price points.
- Protect affordable housing stock and provide tools to expand supply.
- Modify zoning to reduce development costs for new housing.
- Identify effective approaches and tools to lower barrier to home ownership in Downtown.

**Measure**: Housing inventory by price point and typology.

**Target**: Reach a Downtown housing inventory of 10,000 units with a mix of 30 percent affordable by 2025.
ENDORSEMENTS FOR DIVERSTIY, INCLUSION and EQUITY STRATEGIES

- City of Grand Rapids Diversity and Inclusion Office
- LINC
- Partners for a Racism Free Community
- Grand Rapids Community Foundation
- Hispanic Chamber of Commerce
- Well House
- Grand Rapids Area Black Businesses
- Kent County
- Empower Michigan
- Downtown Grand Rapids Inc.

More coming soon!!!
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
- Whitewater applying for permits by year end
- DGRI re-tooling incentive programs
GROWING LIST OF IMPLEMENTATION PARTNERS

- City of Grand Rapids
- Downtown Grand Rapids Inc.
- WMEAC
- LINC
- Partners for a Racism Free Community
- Grand Rapids Community Foundation
- Hispanic Chamber of Commerce
- Well House
- Grand Rapids Area Black Businesses
- Kent County
- Grand Rapids Public Schools
- The Right Place
- Hello West Michigan
- The Source
- Disability Advocates of Kent County
- More coming soon!!!
UPCOMING:

>>> November 3, 2015: Downtown and River Corridor Steering Committees meet to recommend the plan with edits incorporated from public comment (COMPLETE)

>>> November 9, 2015: DGRI Board of Advisors (COMPLETE)

>>> November 11, 2015: DDA Board

>>> November 11, 2015: MNTIFA Board

>>> November 12, 2015: Planning Commission and Public Hearing

>>> December 15, 2015: City Commission
THANK YOU!