WHAT’S NEXT FOR DOWNTOWN GRAND RAPIDS?
AND THE RIVER CORRIDOR?

JULY, 2015
INTRODUCTION
Over 3,600 people engaged
450+ attendees
+ ADDITIONAL ENGAGEMENT
LOCAL GROUP PRESENTATIONS

94 presentations
FOOD TRUCKS!

Turn up the volume on events!

MORE ACTIVITIES ON THE WESTSIDE!!

More public art!!!

More Riverside restaurants?

Dirt running trails

Make grand farms more bike friendly

Canoe/ SUP rental

Bike & walkway from Riverside Park to Downtown

More winter activities!

More shopping
IDEA. INSIGHT. BARRIER

1. “Boathouse for rowing, kayaking, and canoeing, accessible to White Pine Trail and Veterans Home.”

2. “The Grand near Riverside Park is a top 5 location for boating in the country. Grand Rapids is on shortlist for National Masters Championships. City could easily host an event.”

3. “The west edge of the river must be public space - should connect to West Side neighborhoods.”

4. “Extend river promenade on west bank up to Leonard. Develop a mixed-use urban village of destination retail, restaurants, and entertainment that faces the river.”

5. “Combine Millennium Park with Butterworth Landfill to create a huge urban nature preserve.”

6. “This part of Market connects to the Kent Trails but is currently dangerous for bikes and pedestrians.”
TOP PRIORITIES

A  Concentrate retail and close the retail services gap
B  Provide more transportation choices
C  Enhance the ecology and expand the habitat of the River
D  Provide access to the river to allow activities within the river
E  Create a continuous river trail on both sides of the River
F  Support initiatives that bring new residents Downtown
G  Improve regional connections to Downtown
H  Balance open space with new mixed use development on the River corridor
I  Improve east-west streets as boulevards that connect neighborhoods to the River
J  Expand arts and cultural events and temporary programming
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 AND AMENITIZE THE RIVER

>> ENHANCE ECOLOGICAL SYSTEMS

>> IMPROVE WATER QUALITY
terraced flood wall

Grand River Levee - Seating Plaza

terraced wetland

Grand River Terraced Plaza and Bioswales
FOLLOW THE EXAMPLE OF THE GRAND RAPIDS PUBLIC MUSEUM IN INTEGRATING EDUCATION, INFRASTRUCTURE, AND ECOLOGY
REINFORCE THE GRAND RAPIDS WHITEWATER INITIATIVE

>> PARK ISLAND
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
ENHANCE NEIGHBORHOOD ACCESS TO THE RIVER

CREATE A SERIES OF EAST/WEST GREEN CORRIDORS TO CONNECT NEIGHBORHOODS TO THE RIVER

STRATEGY

POTENTIAL GREEN CORRIDORS

- MAIN EAST-WEST CONNECTIONS
- EXISTING PARKS
- GRAND RIVER
EAST - WEST

BRIDGE STREET AT SEWARD AVE FACING EAST EXISTING

PROPOSED HEALTHY PEOPLE – HEALTHY BUSINESS STREET
GATEWAYS

BRIDGE STREET UNDER US-131 – EXISTING

BRIDGE ST.
GATEWAYS

BRIDGE STREET – THE BUSINESS/HEALTH STREET

WELCOME TO THE WEST SIDE

BRIDGE ST.
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
Downtown can support approximately 2,000 new housing units over the next 5-7 years. Units like:

- For-Sale Urban Houses
- For-Sale Townhouses
- Rental & For-Sale Lofts/Apartments
  both reuse of existing building and new ones
Downtown today
Coming soon: 1,200+ units already in design
LEVERAGE DEVELOPMENT OPPORTUNITIES TO HIT “CRITICAL MASS”

CHANGE EXISTING HEIGHT REGULATIONS & BONUSES

**Transitional City Center / Traditional Business Area zones**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>POTENTIAL BONUS</th>
<th>NOTES</th>
<th>POTENTIAL ACTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Space</td>
<td>1-2 stories</td>
<td>For creating “urban open space”</td>
<td>CHANGE</td>
</tr>
<tr>
<td>Ground Floor Retail (TBA only)</td>
<td>1-2 stories</td>
<td>Based on % of ground floor (area) retail</td>
<td>NONE</td>
</tr>
<tr>
<td>Residential Use</td>
<td>1-2 stories</td>
<td>% of gross floor area for residential</td>
<td>REMOVE</td>
</tr>
<tr>
<td>Mixed-Income Housing</td>
<td># units-1 story</td>
<td>for 15-30% “affordable”*</td>
<td>CHANGE</td>
</tr>
</tbody>
</table>

* affordable defined as below 60% of area median income for rental below 80% of area median income for ownership

**City Center zone (Overlay A)**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>POTENTIAL BONUS</th>
<th>NOTES</th>
<th>POTENTIAL ACTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Space</td>
<td>2-4 stories</td>
<td>For creating “urban open space”</td>
<td>CHANGE</td>
</tr>
<tr>
<td>Ground Floor Retail</td>
<td>2-7 stories</td>
<td>Based on % of ground floor (area) retail</td>
<td>CHANGE</td>
</tr>
<tr>
<td>Residential Use</td>
<td>1-7 stories</td>
<td>% of gross floor area for residential</td>
<td>REMOVE</td>
</tr>
</tbody>
</table>
PROPOSED BUILDING HEIGHTS

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

**PROPOSED INTERMEDIATE OVERLAY**
- MIN: 3 STORIES [PROPOSED: 4 STORIES]
- MAX: 12 STORIES
- BONUS: 25 STORIES

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

**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
- BONUS: 4 STORIES
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
201 MARKET

Considerations

KEY CONSTRAINTS
- Flood protection
- Existing sewer lines
- Cost to relocate / demolish existing uses
- View corridors from nearby streets
- Existing 131 off ramp
- Nearby uses and look of Market Street
GREEN LIVING ROOM

PRECEDENTS

BRYANT PARK – NEW YORK, NY

MILLENIUM PARK – CHICAGO, IL
New Riverfront Development and Park Space

NEW MIXED-USE BUILDINGS

"GREEN ROOM"

WATERFRONT TRAIL

NEW DEVELOPMENT
Existing West Side

- Gerald R. Ford Museum
- New Holland Brewing (proposed)
- Lofts on Alabama (proposed)
- YMCA
- Recent New Construction
- Proposed Construction
## PRESERVE AND EXPAND HOUSING OPPORTUNITIES

<table>
<thead>
<tr>
<th></th>
<th>Units Today</th>
<th></th>
<th></th>
<th></th>
<th>Total</th>
<th>% Affordable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Rate</td>
<td>AFFORDABLE</td>
<td>STUDENT</td>
<td>UNDETERMINED</td>
<td></td>
<td>3,392</td>
<td>35%</td>
</tr>
<tr>
<td>1,918</td>
<td>1,179</td>
<td>295</td>
<td>-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PROPOSED</td>
<td></td>
<td></td>
<td></td>
<td>1,251</td>
<td>14%</td>
</tr>
<tr>
<td>Market Rate</td>
<td>AFFORDABLE</td>
<td>STUDENT</td>
<td>UNDETERMINED</td>
<td></td>
<td>1,037</td>
<td></td>
</tr>
<tr>
<td>1,037</td>
<td>180</td>
<td>-</td>
<td>34</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SUBTOTAL</td>
<td></td>
<td></td>
<td></td>
<td>4,643</td>
<td>29%</td>
</tr>
<tr>
<td>Market Rate</td>
<td>AFFORDABLE</td>
<td>STUDENT</td>
<td>UNDETERMINED</td>
<td></td>
<td>2,955</td>
<td></td>
</tr>
<tr>
<td>2,955</td>
<td>1,359</td>
<td>295</td>
<td>34</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>POTENTIAL</td>
<td></td>
<td></td>
<td></td>
<td>6,250-8,500</td>
<td></td>
</tr>
<tr>
<td>Market Rate</td>
<td>AFFORDABLE</td>
<td>STUDENT</td>
<td>UNDETERMINED</td>
<td></td>
<td>TBD</td>
<td></td>
</tr>
<tr>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>-</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL:**
10,900 - 13,000+
Different ways to expand housing opportunities

1. BUY / DEVELOP SITES FOR INCOME-RESTRICTED HOUSING

2. INCENTIVES FOR WORKFORCE HOUSING:
   - Bonuses for percentage of units priced for families with 60%-120% of area median income

3. ENCOURAGE "MICRO" UNITS
GOAL 3
IMPLEMENT A 21ST CENTURY MOBILITY STRATEGY
A DIVIDED DOWNTOWN

MAP LEGEND:
- Orange: Major Road
- Yellow: Segment of Downtown
- Brown: Highway
- teal: River

MAP CONTENT:
- Streets and roads within the downtown area
- Major thoroughfares
- Waterways
- Important landmarks

MAP TOPOGRAPHY:
- Cities and urban areas
- Industrial zones
- Residential neighborhoods
- Commercial districts

MAP LEGIBILITY:
- Clear labeling of streets and waterways
- Easy navigation for urban planning
- Effective planning for development

MAP ACCURACY:
- Accurate representation of downtown area
- Precise positioning of key locations
- Reliable data for urban analysis

MAP SIGNIFICANCE:
- Critical for urban planning and development
- Essential for understanding city layout
- Necessary for effective city management
What would make it EASIER or MORE FUN to get around GRAND RAPIDS?

Your NUMBER 1 answer was:

- SEPARATED BIKE LANES
- MORE TREES

Number of Stickers:

- Improved Sidewalks: 107
- Convert 1-Way Streets to 2-Way: 107
- More Parking Information: 22
- Improved Truck Circulation: 43
- Additional Bike Parking: 39
- Bus Shelter Stops: 22
- Real Time Arrival Displays: 37
- More Trees: 25
- Signage + Wayfinding: 34
- More Trash Receptacles: 71

Categories:
- Pedestrian
- Automobile
- Bicycle
- Transit
- General
PROVIDE A STRESS FREE PEDESTRIAN EXPERIENCE FOR ALL AGES & ABILITIES

PRIORITIZE PEDESTRIAN SAFETY AND CONNECTIVITY AT INTERSECTIONS
REDESIGN FULTON STREET TO BUILD A SEAMLESS PEDESTRIAN CONNECTION

IMPROVE BRIDGE/MICHIGAN, CHERRY, DIVISION & MARKET
ESTABLISH MOBILE GR

CREATE NEW PARKING SUPPLY

MANAGE PARKING ASSETS / ADJUST PRICING

SPACE COUNT BY FACILITY
DASH ROUTES
PROPOSED

>> RECONFIGURE DASH SERVICE
PROVIDE NEW & ENHANCED MOBILITY OPTIONS

- Incentivize transit
- Parking cash-out option

<table>
<thead>
<tr>
<th>Mode Split</th>
<th>Workers in CBD (Live both in and outside)</th>
<th>Mode Split</th>
<th>Residents in CBD (Work both in and outside)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mode Split</td>
<td>Workers in CBD (Live both in and outside)</td>
<td>Mode Split</td>
<td>Residents in CBD (Work both in and outside)</td>
</tr>
</tbody>
</table>

- Bike share & car share
COMPLETE THE NETWORKS IN AND OUT OF DOWNTOWN

DESIGNATE STREET TYPOLOGIES TO GUIDE INVESTMENT & POLICY
CREATE THE MOST BICYCLE FRIENDLY DOWNTOWN IN THE MIDWEST

- HIGH PROFILE ON STREET BIKE FACILITY
- KEY ON STREET CONNECTION
- OFF-STREET MULTI-USE PATHS
- TRAIL CONNECTION
- EXISTING FACILITY TO IMPROVE
- (POSSIBLE) NEIGHBORHOOD CONNECTIONS CREATING A LOW STRESS NETWORK
Humanize Ionia and Ottawa
Humanize Ionia and Ottawa

OTTAWA
Two Way

IONIA
One Way North
Two Way Cycle Track

Concentration Center
Rosa Parks Circle
Van Andel Arena
Veterans Memorial Park

DRIVING LANE    PARKING LANE
NORTH - SOUTH
IONIA + DIVISON – EXISTING FACING NORTH

<table>
<thead>
<tr>
<th>8'</th>
<th>16'</th>
<th>8'</th>
<th>15'</th>
<th>7'</th>
<th>6'</th>
<th>12'</th>
<th>12'</th>
<th>12'</th>
<th>6'</th>
<th>7'</th>
</tr>
</thead>
<tbody>
<tr>
<td>PARKING LANE</td>
<td>DRIVING LANE</td>
<td>PARKING LANE</td>
<td>GRASS</td>
<td>SIDEWALK</td>
<td>BIKE LANE</td>
<td>DRIVING LANE</td>
<td>TURNING LANE</td>
<td>DRIVING LANE</td>
<td>BIKE LANE</td>
<td>SIDEWALK</td>
</tr>
</tbody>
</table>
NORTH - SOUTH
IONIA + DIVISON – PROPOSED
FACING NORTH
TRUCK ROUTES  I-196  US131
GET CONNECTED: UTILIZE TECHNOLOGY TO MAKE GETTING AROUND EASIER

» UTILIZE APPS / WEB TOOLS
» DIGITAL SIGNAGE
» ENCOURAGE OPEN DATA
GOAL 4

EXPAND JOB OPPORTUNITIES & ENSURE CONTINUED VITALITY OF THE LOCAL ECONOMY
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>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>13</td>
</tr>
<tr>
<td>CONSUMER MANUFACTURING</td>
<td>1</td>
</tr>
</tbody>
</table>

NOTE: several businesses are not located in Grand Rapids

SOURCE: NP ANALYSIS OF GR CURRENT AND START GARDEN COMPANIES
Create an inventory of remaining warehouse / industrial / institutional space Downtown and nearby
Create a Production Development and Space Modernization fund

Change the zoning to allow artisanal manufacturing in Downtown
### TALENT CHALLENGES: GRAND RAPIDS EMPLOYMENT IN KEY INDUSTRIES COMPARED TO THE US AVERAGE

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Employment Estimate</th>
<th>Compared to US (1.00 = US Average)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Systems Analysts</td>
<td>1,170</td>
<td>0.77</td>
</tr>
<tr>
<td>Information Security Analysts</td>
<td>110</td>
<td>0.47</td>
</tr>
<tr>
<td>Computer Programmers</td>
<td>830</td>
<td>0.89</td>
</tr>
<tr>
<td>Software Developers, Applications</td>
<td>1,350</td>
<td>0.70</td>
</tr>
<tr>
<td>Software Developers, Systems Software</td>
<td>1,120</td>
<td>1.00</td>
</tr>
<tr>
<td>Web Developers</td>
<td>240</td>
<td>0.72</td>
</tr>
<tr>
<td>Computer Network Architects</td>
<td>280</td>
<td>0.65</td>
</tr>
<tr>
<td>Chemical Engineers</td>
<td>40</td>
<td>0.37</td>
</tr>
<tr>
<td>Computer Hardware Engineers</td>
<td>70</td>
<td>0.30</td>
</tr>
<tr>
<td>Electrical Engineers</td>
<td>490</td>
<td>0.97</td>
</tr>
<tr>
<td>Electronics Engineers, Except Computer</td>
<td>160</td>
<td>0.39</td>
</tr>
<tr>
<td>Environmental Engineers</td>
<td>70</td>
<td>0.45</td>
</tr>
<tr>
<td>Industrial Engineers</td>
<td>2,340</td>
<td>3.39</td>
</tr>
<tr>
<td>Materials Engineers</td>
<td>60</td>
<td>0.82</td>
</tr>
<tr>
<td>Mechanical Engineers</td>
<td>1,260</td>
<td>1.62</td>
</tr>
<tr>
<td>Biological Scientists, All Other</td>
<td>50</td>
<td>0.55</td>
</tr>
<tr>
<td>Chemists</td>
<td>90</td>
<td>0.33</td>
</tr>
<tr>
<td>Commercial + Industrial Designers</td>
<td>220</td>
<td>2.59</td>
</tr>
<tr>
<td>Tool + Die Makers</td>
<td>2,390</td>
<td>10.15</td>
</tr>
<tr>
<td>Model Makers, Metal + Plastics</td>
<td>50</td>
<td>2.44</td>
</tr>
<tr>
<td>Foundry Mold + Coremakers</td>
<td>180</td>
<td>4.60</td>
</tr>
</tbody>
</table>

**WEAKNESS IN COMPUTER SCIENCES**

**ENGINEERING + SCIENCE REFLECTS CURRENT INDUSTRIAL BASE**

**STRONG PRODUCT DEVELOPMENT SKILLS BUT... SMALL NUMBERS**
# ATTRACTING TALENT

A **HIGH-QUALITY DOWNTOWN** plays an important role in attracting and retaining various **TYPES OF TALENT**

<table>
<thead>
<tr>
<th>TYPE</th>
<th>AGE</th>
<th>CHALLENGE</th>
<th>ATTRACTOR (Role of Downtown)</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT/DATA</td>
<td>20s - 30s</td>
<td>Recruitment issue&lt;br&gt;Perception must be on coast to advance in career&lt;br&gt;<strong>“Cutting edge not taking place in GR”</strong></td>
<td>Lifestyle/living choice&lt;br&gt;Entertainment options&lt;br&gt;Housing options/prices</td>
</tr>
<tr>
<td>DESIGN/CREATIVE</td>
<td>28 - 38</td>
<td>Typically coming from larger cities – have larger city amenity expectation&lt;br&gt;Want to come home but perception of no jobs</td>
<td>Lifestyle/living choice&lt;br&gt;Entertainment options&lt;br&gt;Housing options/prices</td>
</tr>
<tr>
<td>ACADEMIC/SCIENTIST/RESEARCHER</td>
<td>30+</td>
<td>Trailing spouse significant problem - typically an academic or researcher&lt;br&gt;“People like me”</td>
<td>Lifestyle/living choice&lt;br&gt;Entertainment location&lt;br&gt;Housing options</td>
</tr>
<tr>
<td>GENERAL UPPER/MID PROFESSION</td>
<td>38+</td>
<td>Trailing spouse issue&lt;br&gt;Tend toward suburbs due to educational concerns</td>
<td>Entertainment location&lt;br&gt;Entertainment location&lt;br&gt;Housing options</td>
</tr>
<tr>
<td>START-UP STAFF</td>
<td>Under 40</td>
<td>Risk of location – start ups fail – where to find next job in GR</td>
<td>Lifestyle/living choice&lt;br&gt;Entertainment location&lt;br&gt;Housing options</td>
</tr>
</tbody>
</table>

> **BUILD A UNIQUE DOWNTOWN EXPERIENCE**  
> **LEVERAGE / EXPAND PROGRAMS FOR TRAILING SPOUSES**
GROW & 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
GOAL 5
REINVEST IN PUBLIC SPACE, CULTURE & INCLUSIVE PROGRAMMING
EXPAND ARTS & CULTURAL EVENTS AND TEMPORARY PROGRAMMING

>> DESIGN FOR WINTER

- ACTIVE (47)
- ARTS/PERFORMANCE (26)
- CELEBRATION (23)
- FOOD & DRINK (10)
- MARCH/PARADE (9)
- COMMUNITY/CEREMONY (7)
- TRADE SHOW (4)
RAISE THE PROFILE OF DOWNTOWN PARKS AND OPEN SPACES

ENHANCE EXISTING DOWNTOWN PARKS
Existing Calder Plaza

GERALD R. FORD FEDERAL BUILDING
CITY HALL
CONVENTION CENTER
KENT COUNTY COURTHOUSE
MONROE AVE
IONIA AVE
LYON ST.
Proposed Calder Plaza

- Mobile Landscape
- SLOPED ENTRANCE
- TO: CRESCENT PARK
- DESIGNED TENT STRUCTURES
- PAVILION
- TERRACE
- IMPROVED PLAZA
- CONVENTION CENTER
- "HEALTH LOOP"
- TO: GRAND RIVER
- MONROE AVE
- LION ST.
Heartside Park: Summer

- Potential Commercial
- Exhibit Gardens
- Greenhouse
- Plaza
- Rain Gardens
- Great Meadow
- Access Ramp
Heartside Park: Winter
CREATE NEW OPEN SPACE ASSETS

Parklets!
EXTRA ROAD SPACE ON SHELDON AVE. CAN BE USED TO CONNECT IMPORTANT OPEN SPACES THROUGH DOWNTOWN.
Switchback park
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
CONTINUE TO ENSURE SAFETY & CLEANLINESS OF DOWNTOWN

>> TRASH BINS / GRAFFITTI REMOVAL
>> DGRI AMBASSADORS
>> LIGHTING
>> SNOW REMOVAL
GOAL 6

RETAIN AND ATTRACTION FAMILIES, TALENT, AND JOB PROVIDERS WITH HIGH QUALITY PUBLIC SCHOOLS
BUILD PARTNERSHIPS WITH LOCAL INSTITUTIONS TO DEVELOP A LOCALLY ROOTED WORKFORCE
INCREASE INVESTMENT IN THE EXPANSION OF THEME SCHOOLS & SPECIALIZED PROGRAMS
## IMPLEMENTATION:

### 2 CREATE A TRUE DOWNTOWN, NEIGHBORHOOD AS HOME TO A DIVERSE POPULATION

#### 2.1 Leverage development opportunities to hit “critical mass” and close gaps between neighborhoods

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Timeframe</th>
<th>Responsibility / Partners</th>
<th>Source of Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Change existing zoning and height regulations</strong></td>
<td>1st Year</td>
<td>City of Grand Rapids</td>
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<tr>
<td><strong>Initial Action Steps</strong> -</td>
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<tr>
<td>Discuss and create new zoning language to guide heights</td>
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<tr>
<td><strong>Revisit development incentives</strong></td>
<td>1st Year</td>
<td>City of Grand Rapids / DGRI / Developers</td>
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<td><strong>Initial Action Steps</strong> -</td>
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<tr>
<td>Develop a package of new incentives to encourage key goals of GR Forward</td>
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<tr>
<td><strong>Remap the Existing City Center Zone</strong></td>
<td>1st Year</td>
<td>City of Grand Rapids</td>
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<td><strong>Initial Action Steps</strong> -</td>
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<tr>
<td>Introduce new City Center area for discussion</td>
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<tr>
<td><strong>Change the Approach to Downtown Parking Requirements</strong></td>
<td>1st Year</td>
<td>City of Grand Rapids / DGRI</td>
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<td><strong>Initial Action Steps</strong> -</td>
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<td>Work with the Parking Commission (Mobile GR) to determine parking maximum policy and penalties for exceeding the maximum</td>
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<td><strong>Encourage infill development to close gaps within and between neighborhoods</strong></td>
<td>ongoing</td>
<td>DGRI / private developers / City of Grand Rapids</td>
<td>private equity / local incentives</td>
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<tr>
<td><strong>&gt; Near West Side</strong></td>
<td>within 5 years</td>
<td>DGRI</td>
<td>DGRI</td>
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<td><strong>Initial Action Steps</strong> -</td>
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<td>Assemble and prepare the land for redevelopment - site prep costs to be determined</td>
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<td>Develop small plaza as a development anchor - see section 5.2b</td>
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<td>Offer opportunities to develop specific parcels through a developer RFP</td>
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<tr>
<td><strong>&gt; 201 Market</strong></td>
<td>within 10 years</td>
<td>City of Grand Rapids</td>
<td>private equity / local incentives</td>
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<td><strong>Initial Action Steps</strong> -</td>
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<td>Evaluate alternative sites for existing City facilities and develop a timeline for relocation</td>
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<td>Demolish existing facilities and prep the land for new development</td>
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<td>Finalize the site and landscape designs to guide development</td>
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## IMPLEMENTATION:

### 5.3 Express Downtown Grand Rapids’ character and identity through public realm improvements

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<th>Source of Funds</th>
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<td><strong>Make a statement with improved gateways</strong></td>
<td>ongoing</td>
<td>City of Grand Rapids / MDOT / DGRI / property owners</td>
<td>City of Grand Rapids / MDOT / DGRI / private support</td>
</tr>
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</table>

**Initial Action Steps** -
Design underpass improvements for Bridge Street and Monroe Avenue underpasses

<table>
<thead>
<tr>
<th><strong>Plant and maintain more shade trees to increase the Downtown tree canopy</strong></th>
<th>within 5 years</th>
<th>Local non-profits / DGRI</th>
<th>Local non-profits / DGRI</th>
</tr>
</thead>
</table>

**Initial Action Steps** -
Develop streetscape designs for targeted streets including the location and type of trees (Friends of Grand Rapids Parks / DGRI)
Target tree plantings on east-west streets (Friends of Grand Rapids Parks / DGRI)

<table>
<thead>
<tr>
<th><strong>Develop Streetscape Designs to Upgrade Key Streets</strong></th>
<th>1st Year (design plans)</th>
<th>City of Grand Rapids / DGRI</th>
<th>DGRI / City of Grand Rapids / MDOT</th>
</tr>
</thead>
</table>

**Initial Action Steps** -
Develop design plans for Bridge Street, Pearl and Fulton

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<thead>
<tr>
<th><strong>Develop a Design Approach for the ‘Event Corridor’ and ‘Outdoor Entertainment Corridors’</strong></th>
<th>within 5 years</th>
<th>DGRI / City of Grand Rapids / Kent County / business owners</th>
<th>DGRI / City of Grand Rapids / MDOT</th>
</tr>
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**Initial Action Steps** -
Initiate design work for Ottawa Street in coordination with potential conversion to a two-way street (City of Grand Rapids / DGRI / Kent County) - consider realignment at Fulton
Create design and programming guide for outdoor entertainment corridors - conduct targeted outreach to business owners (DGRI) - fund bumpouts, speed tables, street furniture and special events

<table>
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<tr>
<th><strong>Turn up the volume on public art</strong></th>
<th>within 5 years</th>
<th>City of Grand Rapids / DGRI / river art group*</th>
<th>City of Grand Rapids / private support</th>
</tr>
</thead>
</table>

**Initial Action Steps** -
Re-establish a Municipal Art Commission (City of Grand Rapids - determine role and annual budget allocation)
Require public art proposals to include review and recommendations from a certified conservation consultant (City of Grand Rapids)
Establish a percent for public art program (City of Grand Rapids)
Determine priority sites for public art (City of Grand Rapids, DGRI / river art group to continue discussion on potential sites for public art)

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<tr>
<th><strong>Highlight the presence of the Grand River with enhanced lighting</strong></th>
<th>5-10 years</th>
<th>MDOT / City of Grand Rapids / DGRI</th>
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**Initial Action Steps** -
Identify bridges slated for reconstruction / improvements in the coming years / begin discussion on possible design solutions
1st year projects:

RIVER [GOAL 1]
- Coordinate with Grand Rapids Whitewater
- Create a robust trail system on both sides of the River
- Implement the Coldbrook demonstration site
- Continue flood infrastructure design for 15 priority sites
- Identify & pursue resiliency grants for the River Corridor

DOWNTOWN NEIGHBORHOOD [GOAL 2]
- Code changes: heights / bonuses / parking / retail / mixed-income housing
- Pursue site control of the MSU/City/KC site
- Expand marketing efforts to promote Downtown living
- Begin planning to redevelop near West-Side properties

MOBILITY [GOAL 3]
- Revise the Complete Streets Policy / align with Vital Streets initiative
- Establish Vision Zero policy
- Establish a pedestrian challenge with a local employer
- Organize an Open Street event
- Establish Mobile GR / new website
- Change parking pricing / conduct outreach to employers for cash out program
- Begin planning for pilot projects: Ionia cycle track & Fulton re-design
1st year projects:

ECONOMIC DEVELOPMENT [GOAL 4]
- Create an inventory of flexible workspace in and near Downtown
- Expand university internships and co-op programs
- Undertake direct marketing to “Top American Cities” lists
- Expand and promote youth workforce programs
- Link GR Forward implementation to the Jobs Initiative

PUBLIC SPACE [GOAL 5]
- Design and program spaces for Winter activities
- Stay open late campaign for Downtown businesses during events
- Expand parklets
- Implement Pearl Street streetscape improvements
- Move Calder Plaza & Ionia linear designs forward
- Improve gateways – focus on underpass improvements

SCHOOLS [GOAL 6]
- Implement the GRPS Museum School
- Continue investment in Innovation Central
NEXT STEPS:

- Fine-tune implementation approach
- Present to the planning commission
- Present to the city commission
- 42 day public review period
- Final public event to review the plan
- Finalize GR FORWARD