

AGENDA

ALLIANCE
FOR
INVESTMENT



Board Members:

James Botts • Meagan Carr • Rick DeVries • Santiago Gomez • Kristian Grant • Tansy Harris • Dave Hill • Rachel Hood
Landon Jones • Ryan Kilpatrick • Nick Koster • Ning Liu • Ted Lott • Mark Miller • Nick Monoyios • Traci Montgomery • Kirt Ojala
Kevin Patterson • Sarah Rainero • Dave Riley • Mark Roys • Art Sebastian • Phil Skaggs • Lori Staggs • Jay Steffen • Tom Tilma
Roberto Torres • Brianna Vasquez de Pereira • Rick Winn • Kara Wood

December 13, 2016

3:30p – 5:00p

29 Pearl Street, NW Suite #1

- | | | | |
|-----|--|--------------------|----------------------|
| 1. | Call to Order | | |
| 2. | Approval of November Minutes (enclosure) | <i>Motion</i> | <i>Monoyios</i> |
| 3. | Downtown Enhancement Grant Approval (enclosure) | <i>Action Item</i> | <i>Kelly</i> |
| 4. | Sheldon Avenue | <i>Info Item</i> | <i>Steer</i> |
| 5. | Calder Plaza Update | <i>Info Item</i> | <i>Kelly</i> |
| 6. | TIF Plan Update | <i>Info Item</i> | <i>Kelly</i> |
| 7. | Work Plan Overview | <i>Info Item</i> | <i>Kelly</i> |
| 8. | Open Alliance Discussion | <i>Info Item</i> | <i>Full Alliance</i> |
| 9. | Public Comment | | |
| 10. | Adjournment | | |





Alliance for Investment

November 8th, 2016

1. Call to order: Monoyios called the meeting to order at 3:31pm
2. Members Present: James Botts, Dave Hill, Ryan Kilpatrick, Nick Koster, Ted Lott, Mark Miller, Nick Monoyios, Traci Montgomery, Kirt Ojala, Mark Roys, Art Sebastian, Jay Steffen, Roberto Torres, Brianna Vasquez de Pereira, Rick Winn

Members Absent: Meagan Carr, Rick DeVries, Rachel Hood, Landon Jones, Kevin Patterson, Santiago Gomez, Kristian Grant, Tansy Harris, Ning Liu, Sarah Rainero, Phil Skaggs, Lori Staggs, Tom Tilma, Kara Wood

Others Present: Tim Kelly, Jennie Kovalcik, Wes Steer, Ben Rambadt, Breese Stam

3. Approval of October Meeting Minutes:
Motion: Moved to approve October 11th, 2016 minutes as presented. Motion carried unanimously.
4. Sheldon Avenue:
Kelly said the Sheldon Avenue project is similar to the completed Pearl Street project. Kelly said there was a steering committee meeting last week to discuss the project, stating Steer and Stam were here to present the project. Steer presented development options for Sheldon Avenue, noting specific goals such as: incorporating more trees, following historic Heartside District guidelines, and safe options for bike modes. Steer also pointed out challenges, like utility updates, removing the unused skywalk, possible boulevard adjustments, and being mindful of existing businesses, like the YMCA. Steer reviewed the five (5) concepts for the block that were also presented to the public. Steer provided the results from the public engagement meeting, noting that option four (4) was the most popular. The alliance provided feedback on options and discussed specific items in each option; including curb width, boulevard width, and options for bike lanes. Steer provided a timeline for the project, stating he will return to the alliance in December with final concepts at the end of the year.

5. Incentive Program and Evaluation Update:

Kelly provided a brief overview of the incentive program, stating the former three (3) program options have been combined into one enhancement program. Kelly said the program can fund up to fifty percent (50%) of total project costs. Kelly noted that the program is not meant for projects that have already been started, as we want to have the option to provide input as the project pertains to GR Forward items. Kelly added the program will not fund item that are required by the City, but rather enhancement items. Kelly said because of the nature of the program, projects will be reviewed on a case by case basis with developers. Kelly also noted there was no change to the guidelines since the last meeting. Kelly provided examples of completed projects that received funding through the old grant program and illustrated how the new program could have contributed more funds to bigger developments. Kelly said the alliance will have an opportunity to revisit this item in the future and bring the revised program to the DDA Board in December. Kelly said the goal is to have the program in place by the beginning of the year. Winn asked developers in the room if the new plan is something that actually moves the needle. Koster responded, to entice developers to do extra enhancements like snow melt systems or greening, yes.

6. DDA Development and TIF Plan:

Kelly provided an overview of the new development plan, stating this would be the sixteenth time the plan would be updated. Kelly said the development plan defines the DDA and TIF boundaries, adding the TIF plan is how DGRI captures funding. Kelly provided highlights of the new plan; including affordable housing, minority and women owned businesses, and restoration of the Grand River. Kelly said funds from special mileages will no longer be captured, meaning funds from any new special mileage approved by voters will go directly to those programs and will not be used by the DDA. Kelly gave an explanation of the new boundary, including existing and expanded areas. Kelly said there are five (5) proposed new sections, all of which have GR Forward implementation options available. Kelly said Monroe North TIFA already exists in District N, but there are some spending restrictions to projects like infrastructure that could be bridged with the help of DDA funds. Kelly noted the DDA will not be capturing revenue in all of the new areas, but it is able to spend money and provide input when the time comes to develop. Kelly overviewed the TIF Development Plan draft timeline, stating it will go before the DDA tomorrow morning for approval of recommendations. Kelly added a notice will be mailed to land owners in the expansion areas, and final consideration of the plan will go before City Commission on December 6th. Montgomery asked if the City Commission is the only group that will need to approve the plan. Kelly responded yes, according to state standards.

7. Open Alliance Discussion:

Kelly said Steer and Stam will return next month to provide an update on the Sheldon Avenue project. Kelly invited alliance members to attend DGRI's Holiday Party, noting the official invitation will be sent out shortly. Kelly said the Calder Plaza Steering Committee is meeting this Thursday at 11am to reveal the final plan.

8. Public Comment:

None

9. Next Meeting:
December 13, 2016
10. Adjournment:
Monoyios adjourned the meeting at 4:41pm

Minutes taken by:
Jennie Kovalcik
Administrative Assistant
Downtown Grand Rapids Inc.

DRAFT DOWNTOWN ENHANCEMENT PROGRAM GUIDELINES

I. Program Purpose

To provide financial assistance to enhance projects in Downtown Grand Rapids that furthers the community goals established in GR Forward and the organizational goals of Downtown Grand Rapids Inc. (DGRI)

II. Available Funding

Approved projects are eligible for reimbursement of up to **50 percent of project costs** for eligible project elements (i.e. “public facilities”).

III. Project Evaluation

Any project located in the Downtown Development Authority (DDA) boundary is eligible for the Downtown Enhancement Program. Submitted applications will be evaluated to determine their ability to advance the goals of GR Forward, with a specific focus on public realm enhancements. The DDA will fund project elements and enhancements beyond what is required by the City of Grand Rapids, and which are deemed to be publicly owned, including but not limited to those elements outlined below.

- Accessibility Enhancements for Persons of all Abilities
- Bicycle and Multi-Modal Facilities
- Enhanced Paving
- Façade Lighting
- Outdoor Dining Areas
- Parklets
- Pedestrian Lighting
- Planter Boxes
- Public Art
- Street Trees
- Street Furniture
- Snowmelt
- Others as Approved by Review Committee

The approval of a particular project will be at the sole discretion of the DDA Board. On an annual basis, the DGRI Alliance for Investment will review the Program Guidelines to determine if changes are required to meet the ever evolving needs of Downtown.

IV. Requirements and Eligibility

1. Projects must be located in the DDA Boundary (see attached);
2. Funds may only be used to reimburse public facilities, as defined by PA 197;
3. Project elements for which an applicant is seeking reimbursement must not have commenced construction at the time of application;
4. Project shall not have received previous funding from DDA, however a building or site may be eligible for multiple grants;

DRAFT DOWNTOWN ENHANCEMENT PROGRAM GUIDELINES

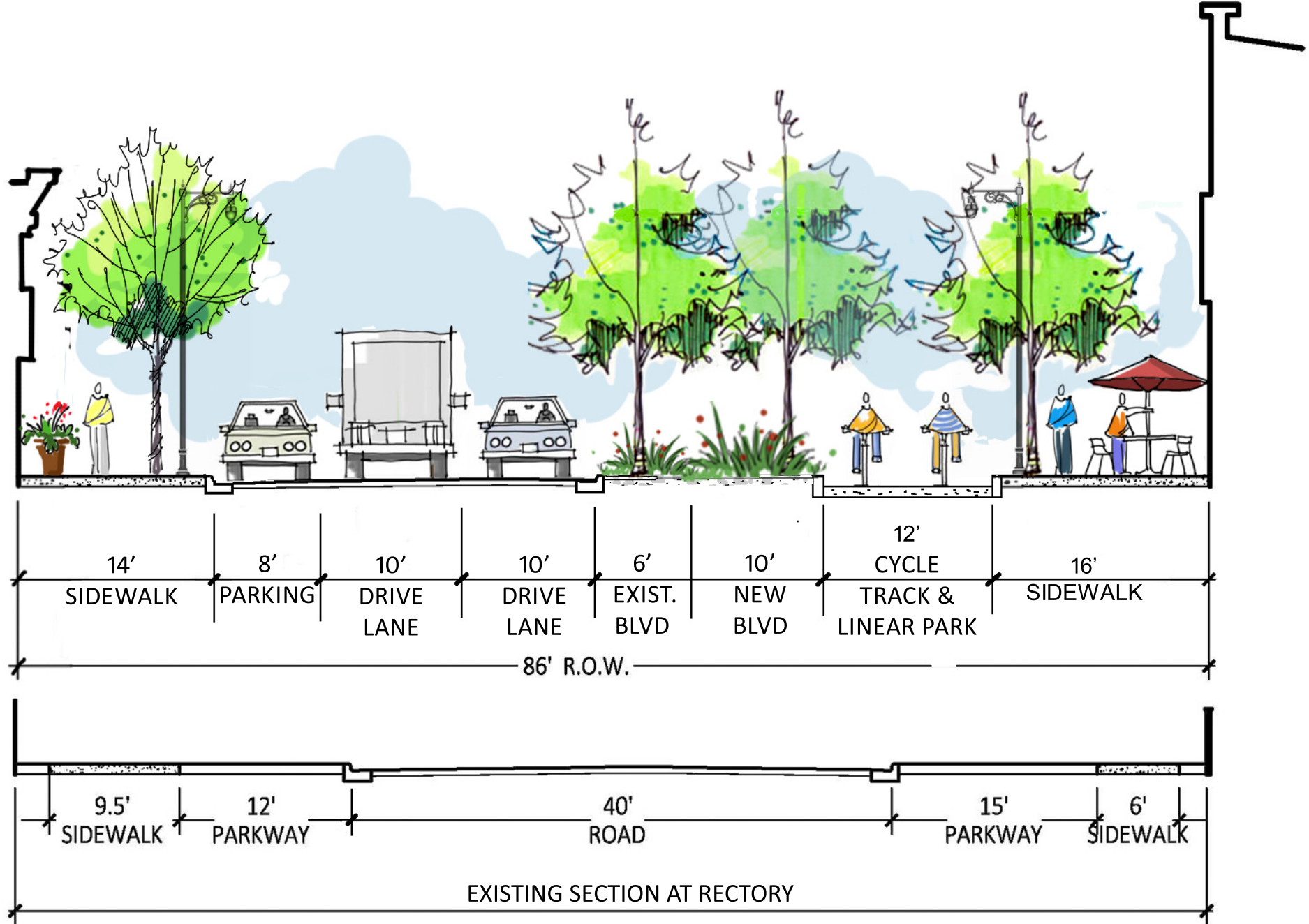
5. Projects receiving funding from the DDA's Development Support Program are not eligible;
6. Non-profits and higher learning institutions are generally not eligible; however, the DDA Board may choose to support a project at their sole discretion;
7. Applicants must be up to date on City of Grand Rapids taxes or other City fees and charges prior to receiving reimbursement;
8. Funding shall be allocated per project, and there may be multiple projects per property.

V. Approval Process

1. Submit application with \$200 application fee
2. DGRI staff review of application materials to confirm project eligibility
3. Review of application by the DGRI Alliance for Investment
4. Presentation to DDA Board (2nd Wednesday of every month)
5. Agreement executed following DDA Board approval
6. Construction completed
7. Receipts and proof of payment provided by applicant to DGRI
8. Reimbursement issued

CONCEPT 5

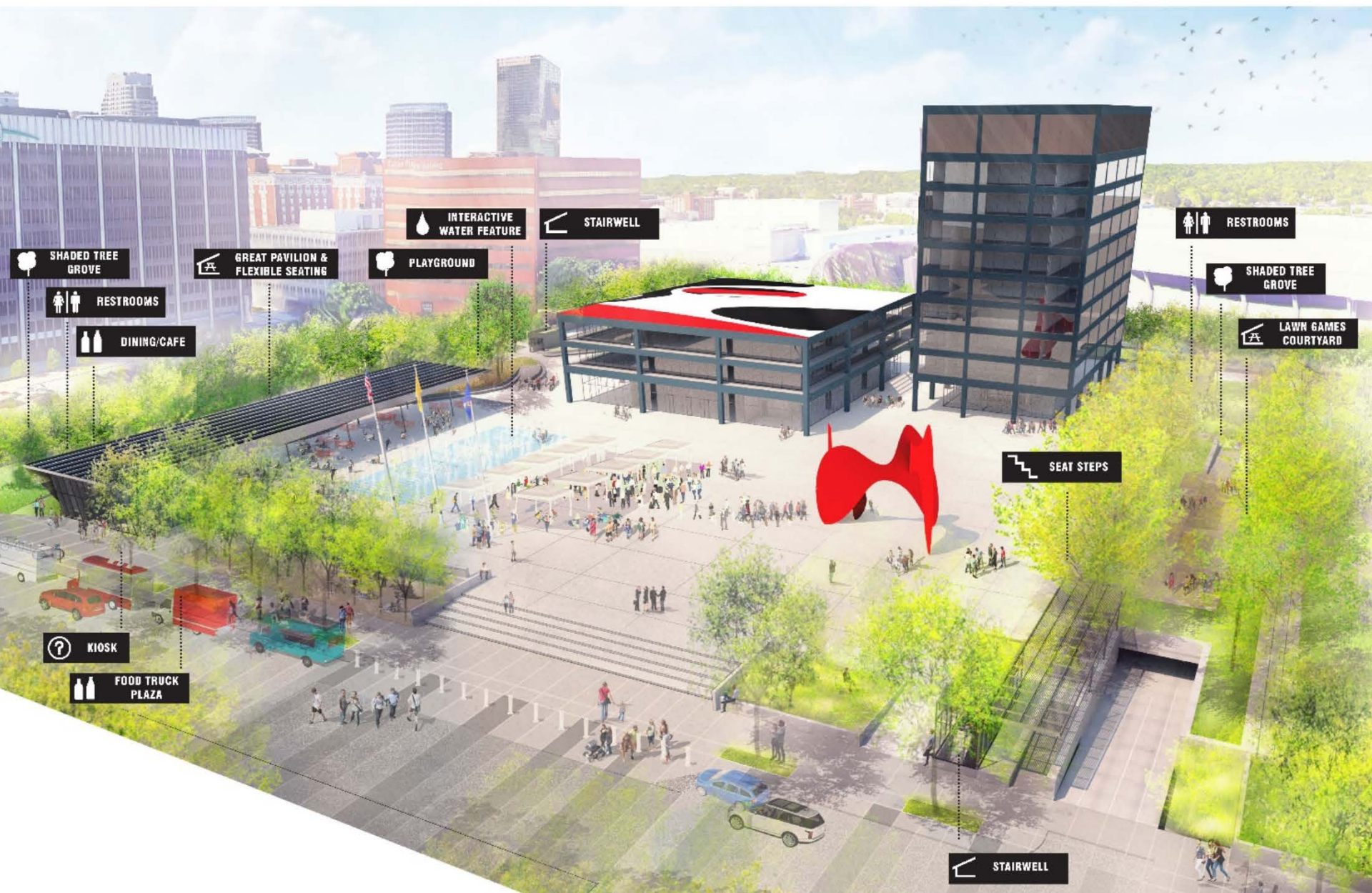
SHELDON AVENUE - WEALTHY STREET TO LIBRARY STREET



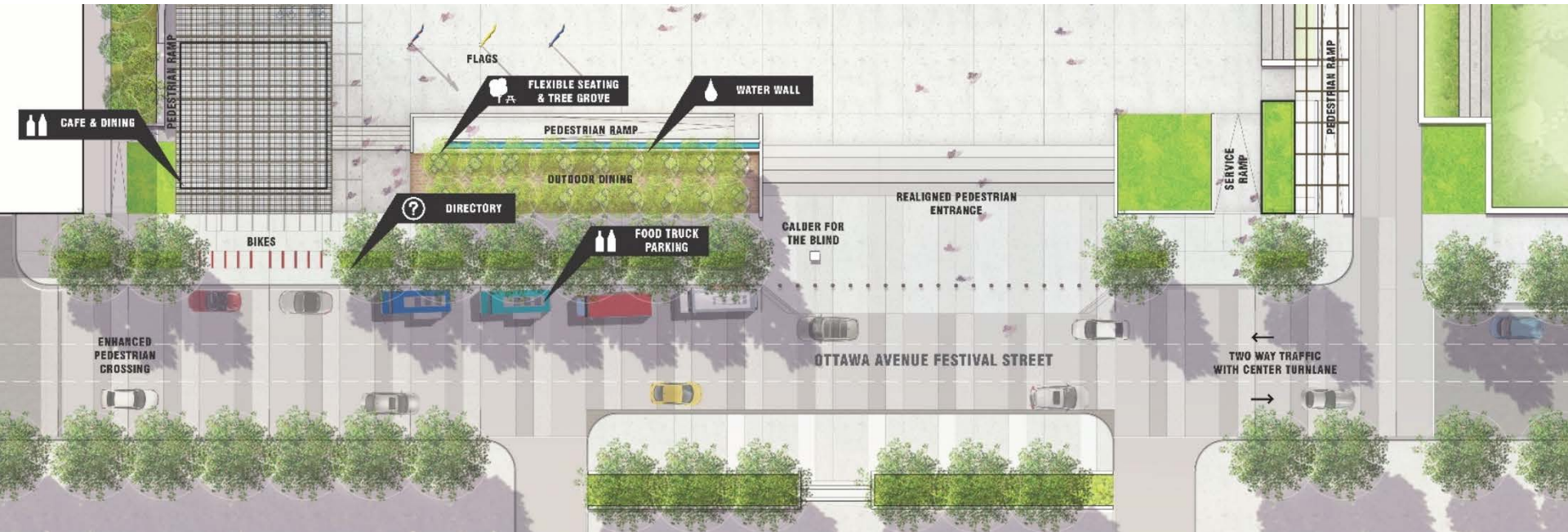


Preferred Alternative

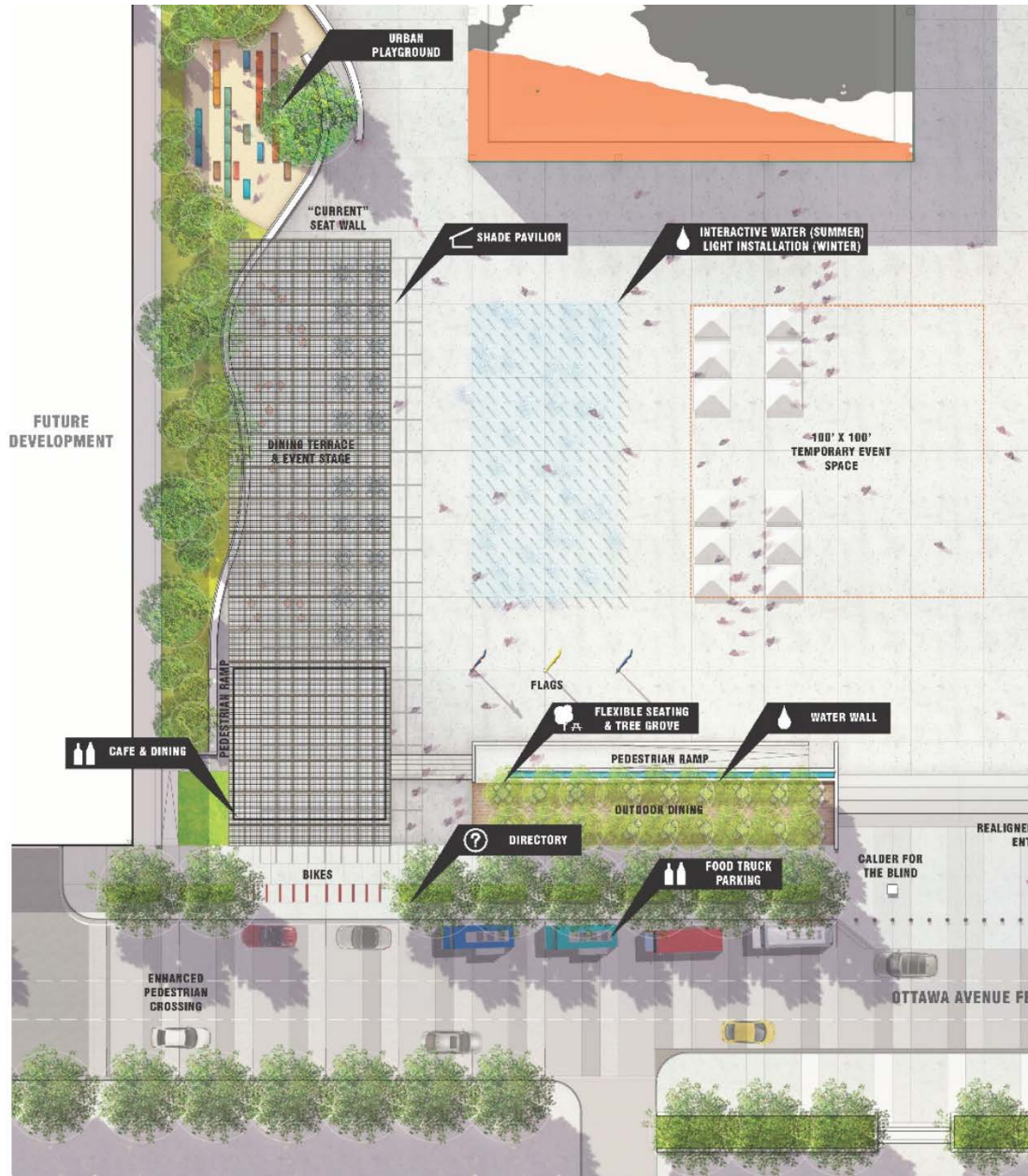
MASTER PLAN | OTTAWA AVENUE VIEW



MASTER PLAN | OTTAWA AVENUE ENLARGEMENT



MASTER PLAN | SOUTHEAST CORNER



MASTER PLAN | SOUTHERN EDGE (EXISTING)



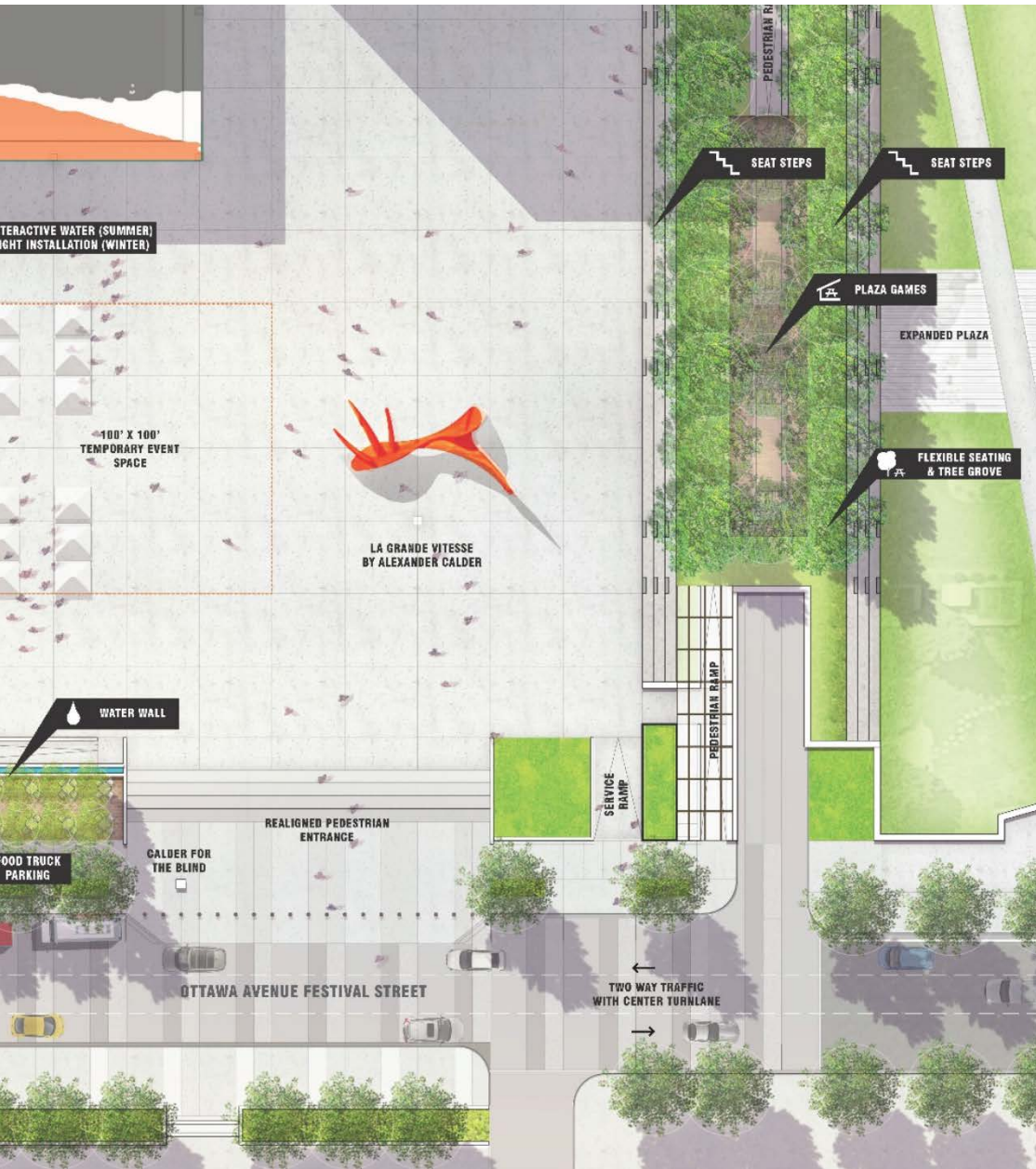
MASTER PLAN | SOUTHERN EDGE (PROPOSED)



MASTER PLAN | SOUTHERN EDGE (PROPOSED)



MASTER PLAN | NORTHEAST CORNER



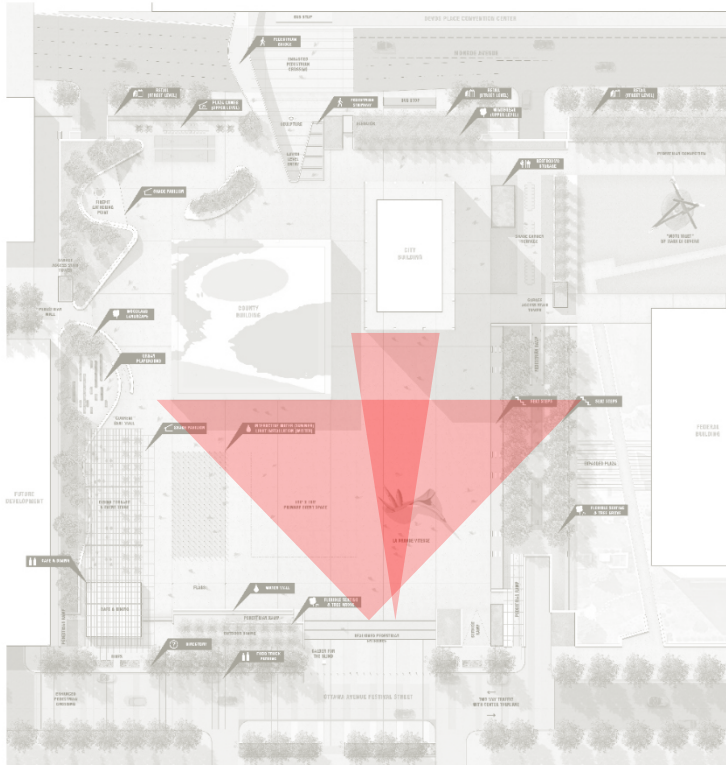
MASTER PLAN | NORTHERN EDGE (EXISTING)



MASTER PLAN | NORTHERN EDGE (PROPOSED)



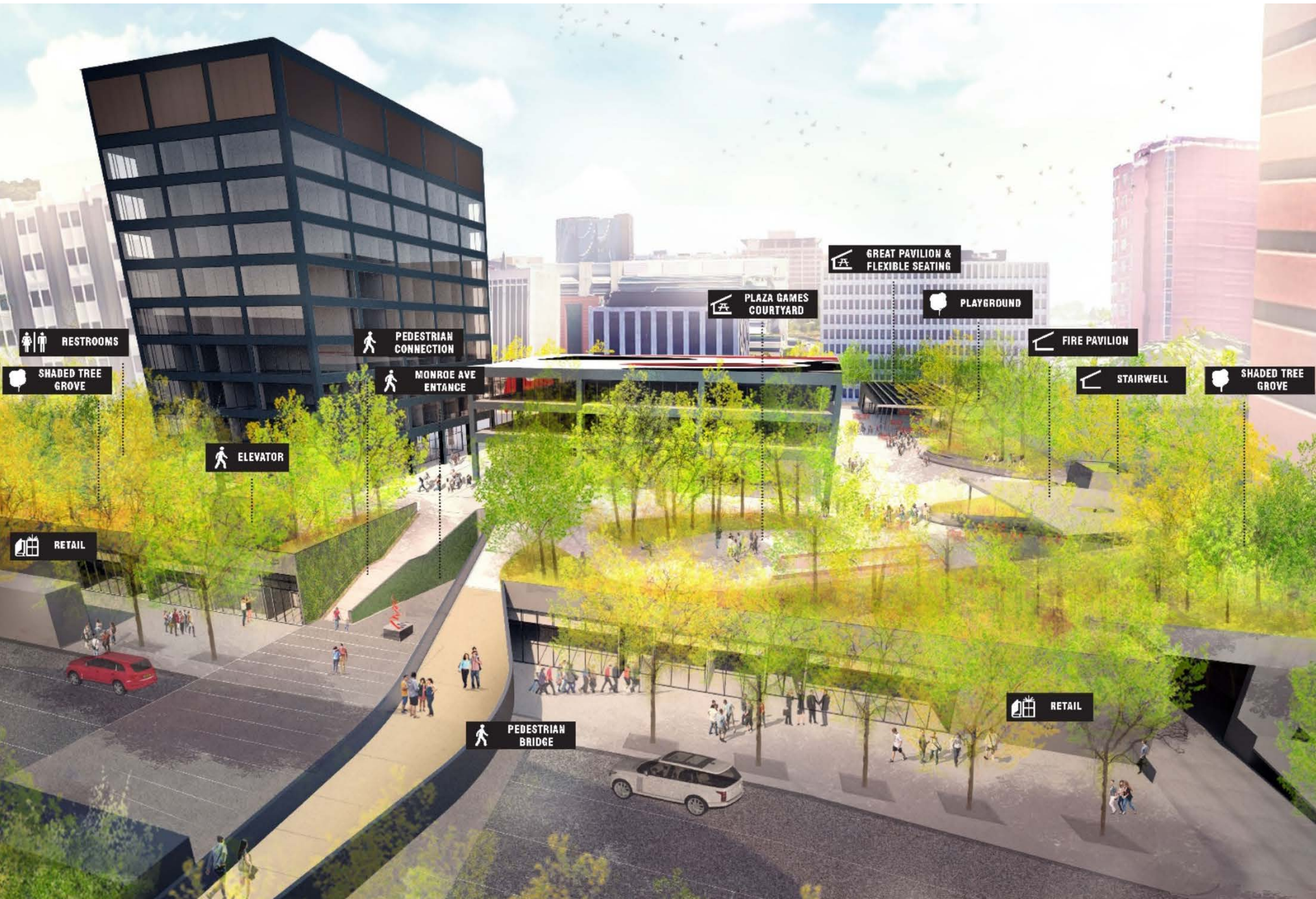
DIAGRAM | HISTORICAL INTENT



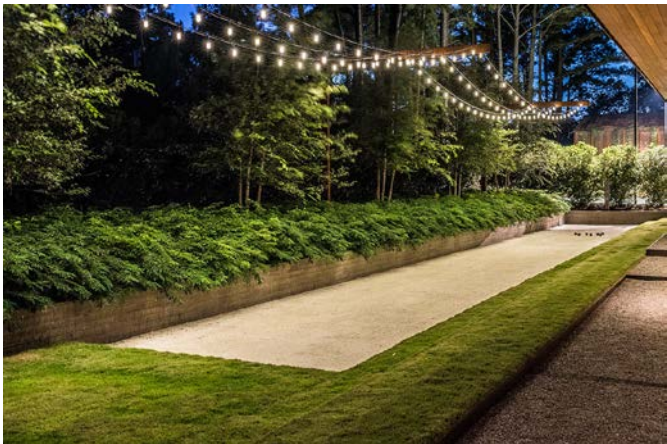
"This latest plan for the redevelopment of the plaza surrounding Calder's iconic sculpture *La Grande vitesse*, 1969, addresses the public's need to enjoy a more hospitable space as well as Calder's and SOM's modernist visions surrounding their respective masterpieces. The sight lines from the street onto the building and Calder's sculpture have been considered in the design, which I hope will reanimate this important public space for generations to come."

Alexander S.C. Rower
President
Calder Foundation, 11/4/2016

MASTER PLAN | MONROE AVENUE VIEW



MASTER PLAN | SOUTHWEST CORNER



MASTER PLAN | SOUTHWEST CORNER



MASTER PLAN | SOUTHWEST CORNER



MASTER PLAN | NORTHWEST CORNER



MASTER PLAN | MONROE AVENUE ENLARGEMENT

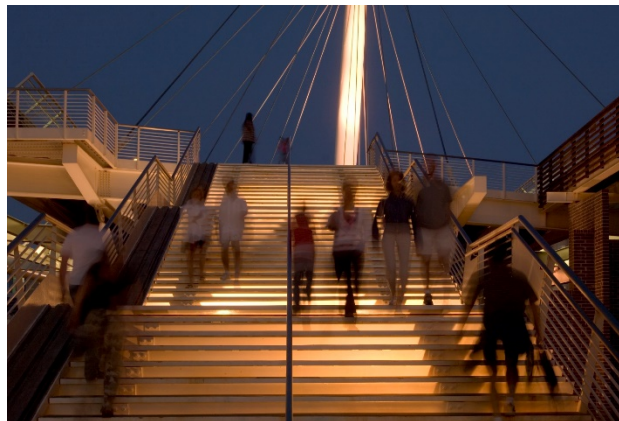
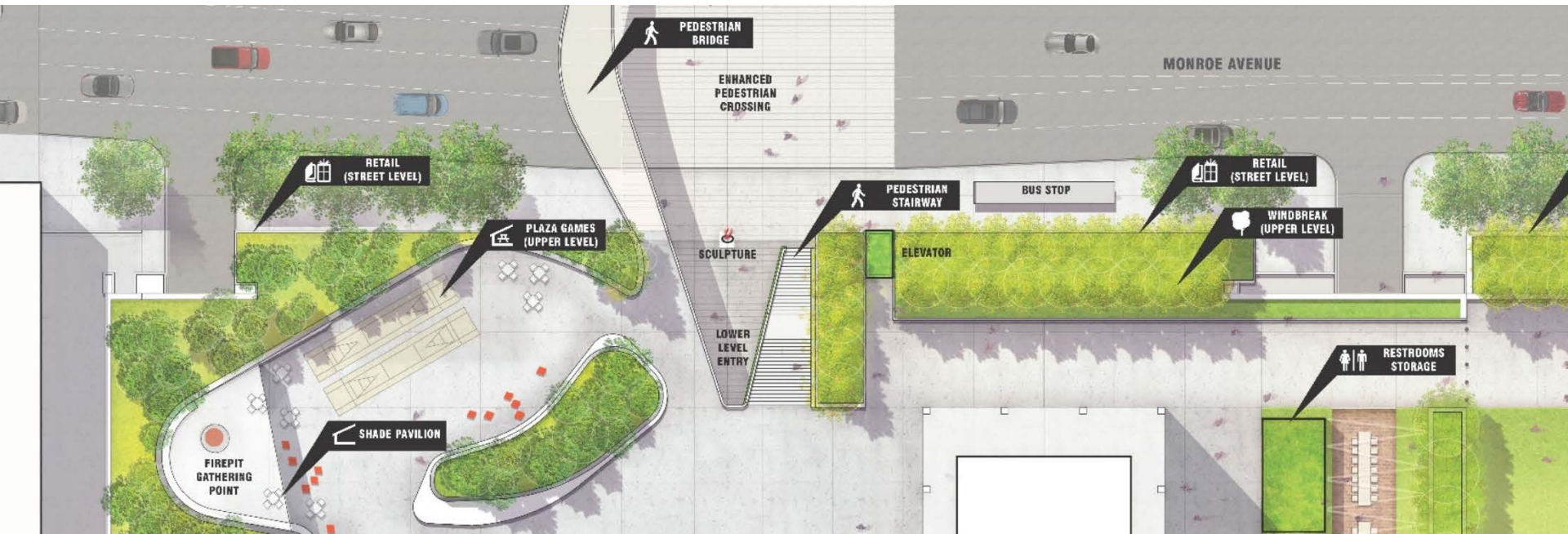


DIAGRAM | HEALTH LOOP

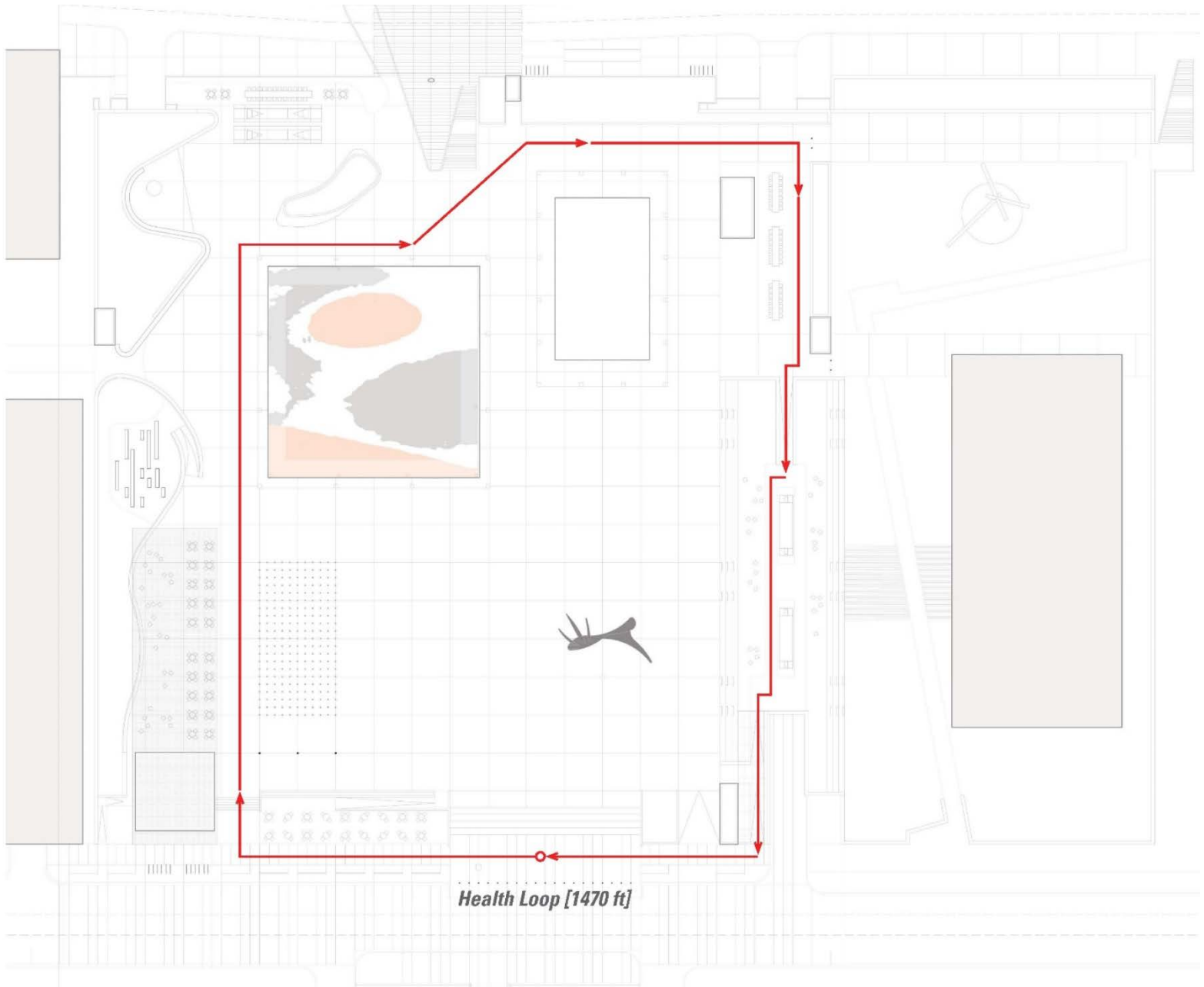
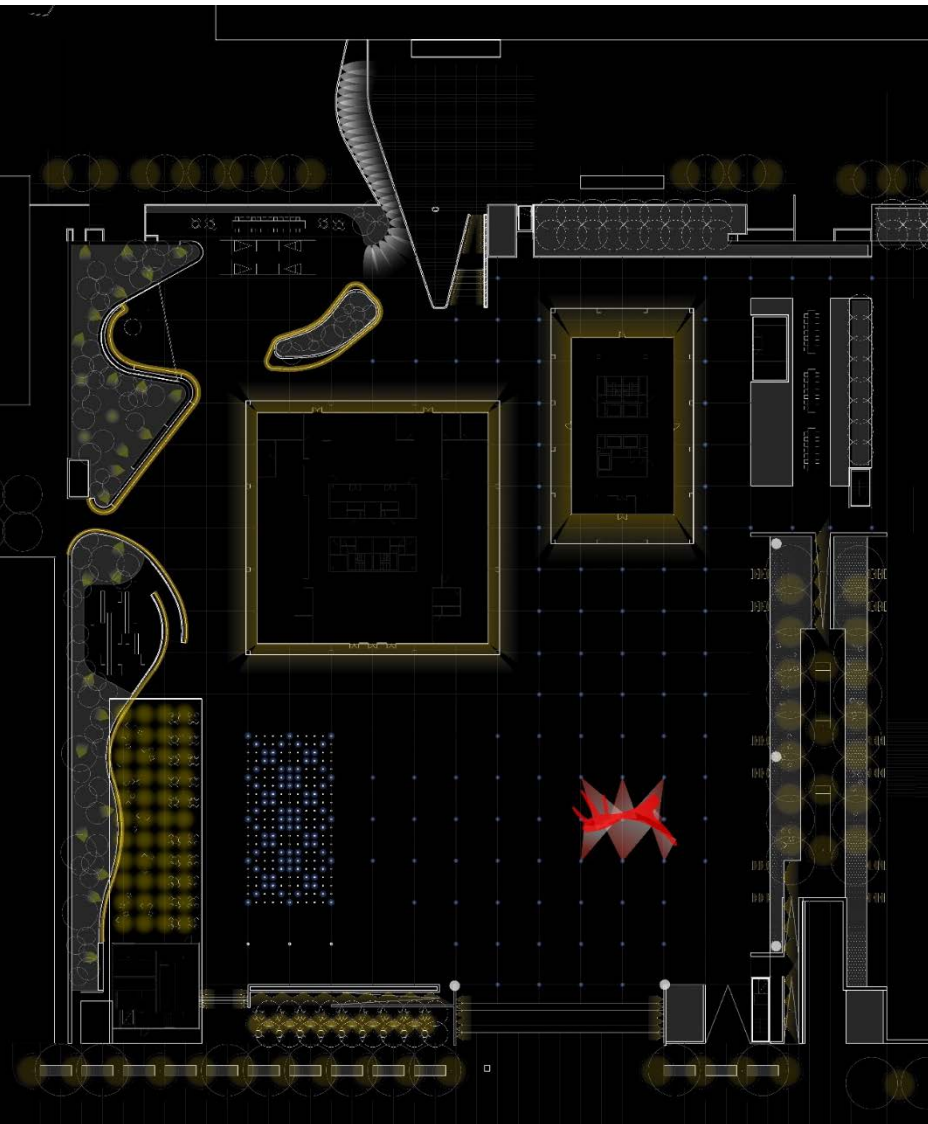
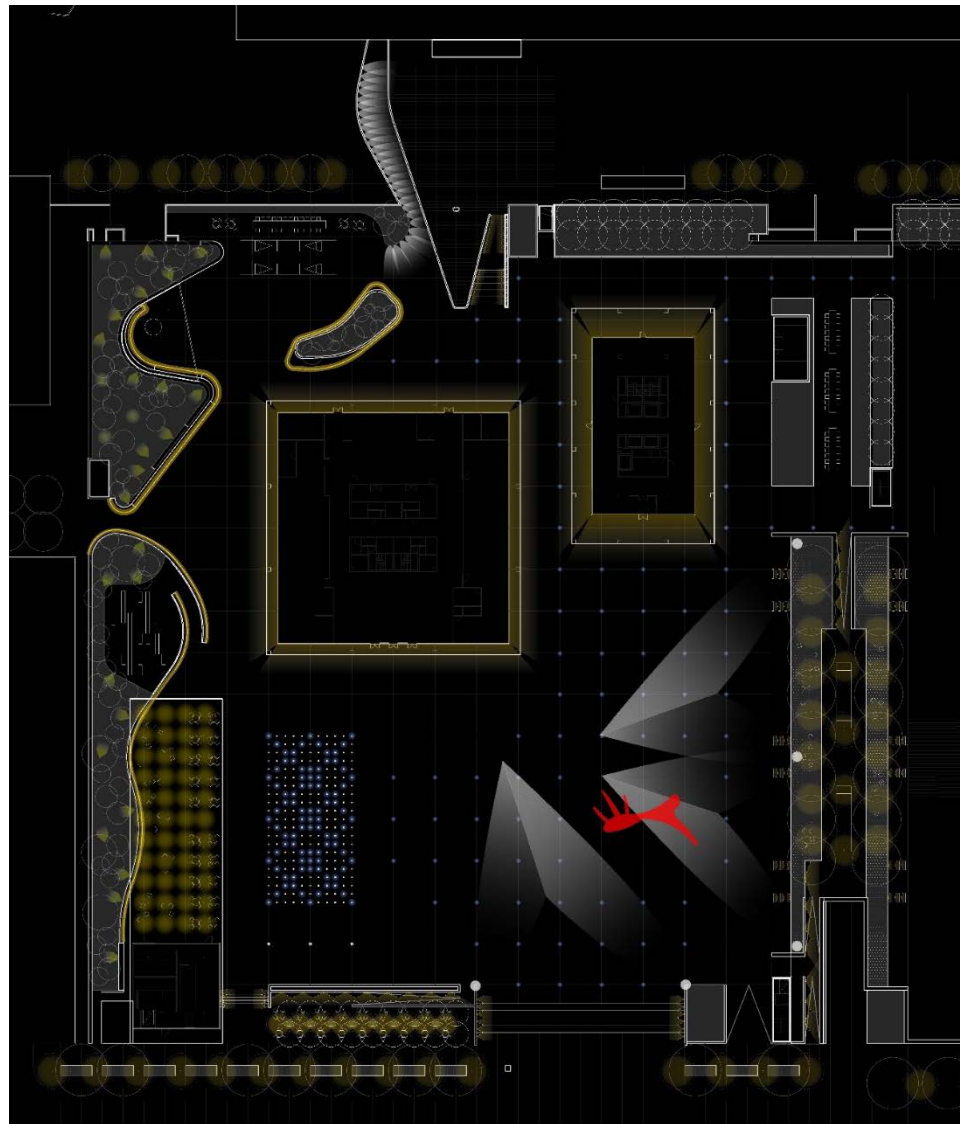


DIAGRAM | LIGHTING



Summer



Winter

DIAGRAM | LIGHTING

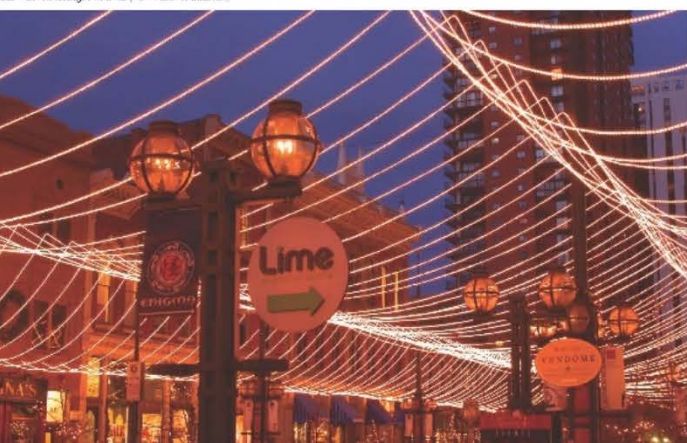
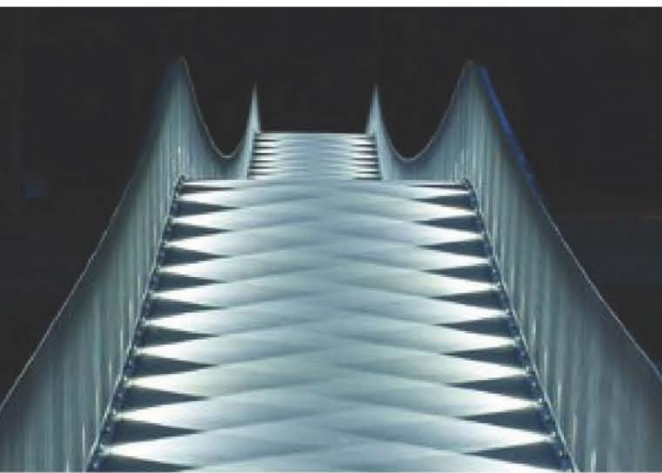


DIAGRAM | MATERIALS & PLANTING



Design by Hertz Schuadt; Photo by Hertz Schuadt (ASLA)



Photo by Hertz Schuadt; Photo by Hertz Schuadt (ASLA)



DIAGRAM & OVERVIEW | PROGRAMMING

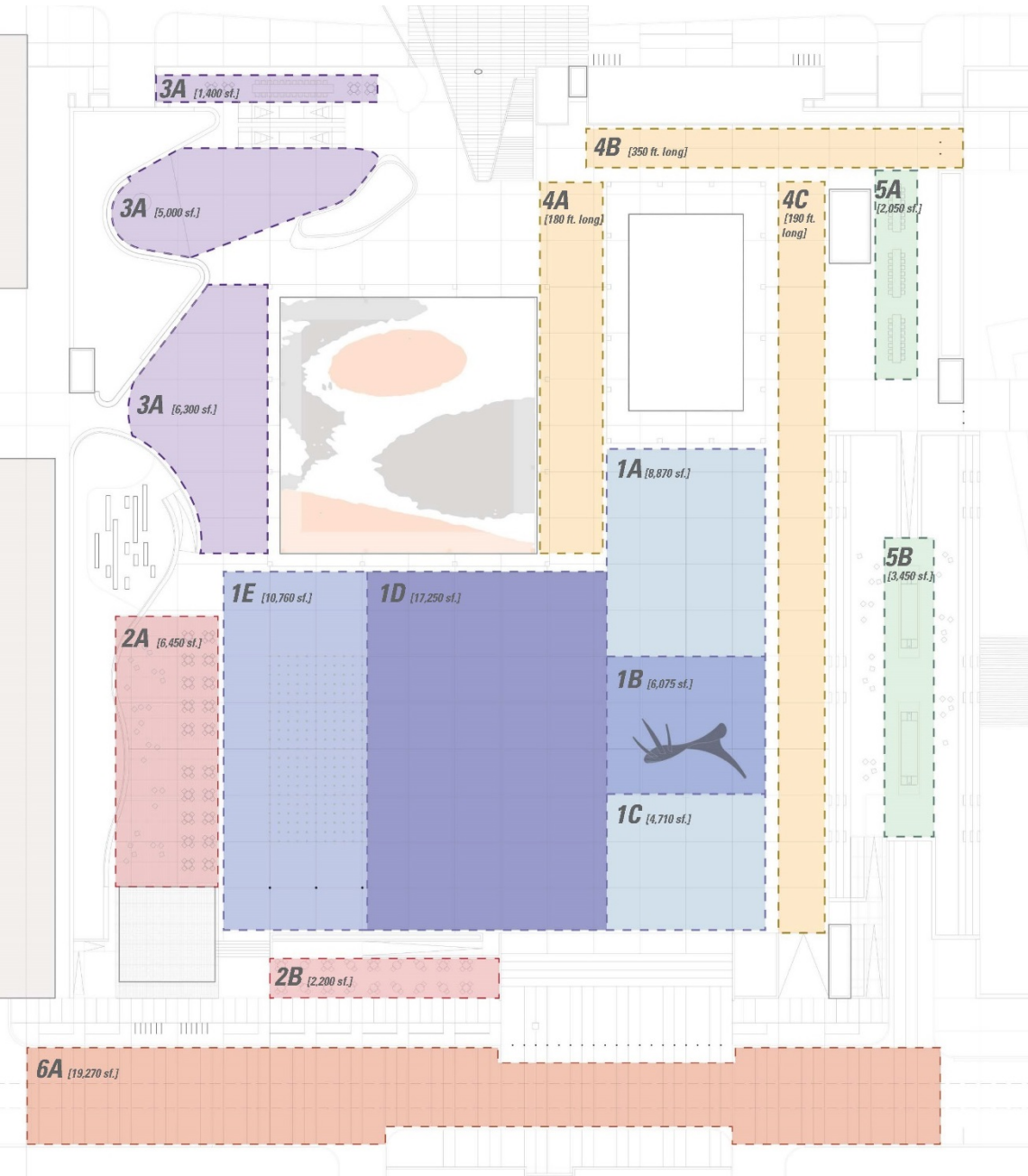


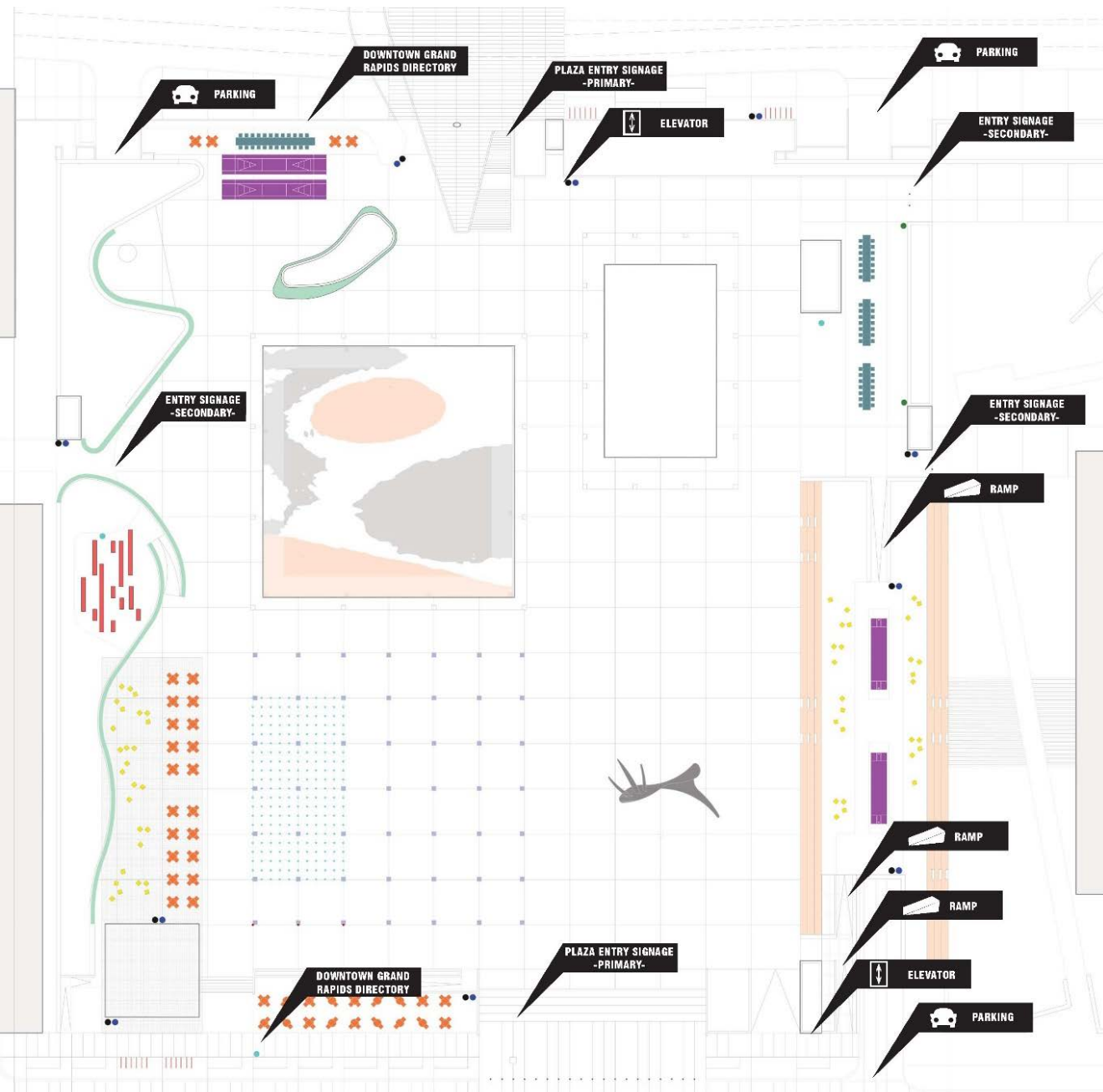
DIAGRAM | PROGRAMMING

| Event Space ID | Space Description | Area or Dimensions | Usable Space (75%) | Non-usable Space (25%) | 10 sf/person | 15 sf/person | 25 sf/person | Assumptions/Notes |
|----------------|---------------------------------------|--------------------|--------------------|------------------------|--------------|--------------|--------------|---|
| 1 | Main plaza space | 37,150 | 27,863 | 9,288 | 2,786 | 1,858 | 1,115 | 1A + 1B + 1C + 1D + 1E |
| 1A | Plaza between sculpture and building | 8,870 | 6,653 | 2,218 | 665 | 444 | 266 | |
| 1B | Sculpture area | 6,075 | 3,645 | 2,430 | 365 | 243 | 146 | Assumes 60% usable, 40% non-usable because of sculpture, not suitable for events with large setup, or limited tented events |
| 1C | Between sculpture and | 4,710 | 3,533 | 1,178 | 353 | 236 | 141 | |
| 1D | Entry plaza | 17,250 | 12,938 | 4,313 | 1,294 | 863 | 518 | Entry plaza can be served as an extension to 1E and 2A |
| 1E | Water Feature Plaza | 10,760 | 8,070 | 2,690 | 807 | 538 | 323 | Water feature can be turned off for events and setup, 1E can also be served as an extension of 2A |
| 2A | Informal Seating | 6,450 | 4,838 | 1,613 | 484 | 323 | 194 | |
| 2B | Entrance Seating | 2,200 | 1,650 | 550 | 165 | 110 | 66 | |
| 3A | Long table seating | 1,400 | 1,050 | 350 | 105 | 70 | 42 | Informal events (minimal setup) |
| 3B | Plaza Space | 5,000 | 3,750 | 1,250 | 375 | 250 | 150 | Informal events (some setup allows), can be used with 3C |
| 3C | Plaza Space by building | 6,300 | 4,725 | 1,575 | 473 | 315 | 189 | Informal events (some setup allows), can be used with 3B |
| 4A | Space between buildings | 180' long | 135 | 45 | 10 tents | n/a | n/a | Assumes 14 lf per 10' x 10' tent |
| 4B | Linear space along east edge of plaza | 350' long | 263 | 88 | 19 tents | n/a | n/a | Assumes 14 lf per 10' x 10' tent |
| 4C | Linear space below bosque | 190' long | 143 | 48 | 10 tents | n/a | n/a | Assumes 14 lf per 10' x 10' tent |
| 5A | Long table seating | 2,050 | 1,538 | 513 | 154 | 103 | 62 | Informal events (minimal setup), area may be reserved for private use |
| 5B | Game area | 3,450 | 2,588 | 863 | 259 | 173 | 104 | Informal events (minimal setup), area may be reserved for private use |
| Totals | | 74,515 | 54,975 | 19,540 | 5,498 | 3,665 | 2,199 | Excludes linear areas (4A-C) |

Street Level

| Event Space ID | Space Description | Area or Dimensions | Useable Space (75%) | Non-usable Space (25%) | 10 sf/person | 15 sf/person | 25 sf/person | Assumptions/Notes |
|----------------|------------------------|--------------------|---------------------|------------------------|--------------|--------------|--------------|---|
| ST | Street | 16,675 | 12,506 | 4,169 | 1251 | 834 | 500 | ST1 + ST2, can be used as a "standalone", or an extension of the plaza for large events |
| ST1 | Street plaza | 10,000 | 7,500 | 2,500 | 750 | 500 | 300 | Ideal for food trucks, or other large setup |
| ST2 | Street plaza extension | 6,675 | 5,006 | 1,669 | 501 | 334 | 200 | |
| Totals | | 16,675 | 12,506 | 4,169 | 1,251 | 834 | 500 | |

DIAGRAM | WAYFINDING/SIGNAGE/FURNISHINGS



-  Linear Bench
-  Integrated Public Stairs
-  Moveable Chairs/Tables
-  Moveable Chairs
-  Games
-  Tent Tiles
-  Removeable Bollards
-  Playground
-  Bike Racks
-  Trash and Recycling Cans
-  Water Fountain and Bottle Filling
-  Dog Waste Bag Dispenser

NEXT STEPS

Provide Comments via Survey Cards or www.downtowngr.org next week

December 2016

Final Master Plan Booklet Complete

Winter 2017

Budgeting Discussion

Spring 2017

Development of Technical Documents

Spring 2018

Construction



| | July | August | September | October |
|--|------|--------|-----------|---------|
| ECONOMIC DEVELOPMENT | | | | |
| River Trail Economic Impact Analysis | | | | |
| INFRASTRUCTURE PROJECTS (Multi Year) | | | | |
| Lyon Square Construction | | | | |
| Pearl Street Gateway Improvements | | | | |
| Veteran's Park | | | | |
| Bridge / Cherry Street Improvements | | | | |
| Weston Street | | | | |
| INFRASTRUCTURE PROJECTS (FY17 Only) | | | | |
| Public Realm Improvments (Downtown Tree Plantings) | | | | |
| Michigan Street Improvements | | | | |
| Pilot Bike Lane | | | | |
| URBAN PLANNING / DESIGN | | | | |
| Calder Plaza Design | | | | |
| Public Realm / Intersection Improvements | | | | |
| Studio C! Piazza | | | | |
| Sheldon Avenue | | | | |
| River Trail RFP | | | | |
| POLICY / ADVOCACY | | | | |
| Encroachment Permit | | | | |
| Incentive Program | | | | |
| Downtown Zoning Changes | | | | |
| Housing | | | | |
| Open Data Policy Development | | | | |
| Low Impact Design | | | | |
| Minority Owned Business Initiatives | | | | |
| Millennial Engagement | | | | |
| Pursue Partnerships to Support Microenterprise | | | | |
| TIF Plan | | | | |
| ULI Rose Fellowship | | | | |

November December January February March April May June

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