

# 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

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May 10, 2016

3:30p – 5:00p

29 Pearl Street, NW Suite #1

- |    |   |                    |                      |
|----|---|--------------------|----------------------|
| 1. | Call to Order                               |                    |                      |
| 2. | Approval of April Minutes<br>(enclosure)    | <i>Motion</i>      | <i>Monoyios</i>      |
| 3. | FY2017 Budget Recommendation<br>(enclosure) | <i>Action Item</i> | <i>Full Alliance</i> |
| 4. | FY2017 Work Plan<br>(enclosure)             | <i>Info Item</i>   | <i>Full Alliance</i> |
| 5. | Work Group Discussion                       | <i>Info Item</i>   | <i>Full Alliance</i> |
| 6. | Public Comment                              |                    |                      |
| 7. | Adjournment                                 |                    |                      |





# Alliance for Investment

April 12, 2016

1. Call to order: Monoyios called the meeting to order at 3:31pm
2. Members Present: Meagan Carr, Rick DeVries, Santiago Gomez, Tansy Harris, Dave Hill, Rachel Hood, Landon Jones, Nick Koster, Mark Miller, Nick Monoyios, Traci Montgomery, Kirt Ojala, Kevin Patterson, Sarah Rainero, Dave Riley, Mark Roys, Art Sebastian, Lori Staggs, Jay Steffen, Roberto Torres, Brianna Vasquez de Pereira, Kara Wood

Members Absent: James Botts, Kristian Grant, Ryan Kilpatrick, Ning Liu, Ted Lott, Phil Skaggs, Tom Tilma, Rick Winn

Others Present: Tim Kelly, Jennie Kovalcik, Kim Van Driel, Bill Kirk, Michael Wilson, Curt Monhart, Nick Occhipinti, Drew Coppess

3. Approval of March Meeting Minutes:  
*Motion: Rachel Hood, supported by Sarah Rainero moved to approve March 8, 2016, minutes as presented. Motion carried unanimously.*

*Kelly said there was an update on the Pearl Street project that was presented last month; MDOT originally suggested decreasing the number of trees to be planted; however, goal is to increase tree canopy and greenery in downtown spaces; compromised to find creative solution: plant more, but smaller trees for a total of thirty-one (31) trees.*

4. AFL & AFV Budget Process Updates:  
Kirk gave an overview of the Alliance for Livability goals. Kirk said the Alliance will have prioritized project areas finalized this month to fit the 2017 DDA budget schedule. Kirk summarized projects for the main line items: clean, safe, beautiful, mobility, engagement, and urban recreation. Van Driel gave an overview of the Alliance for Vibrancy goals. Van Driel explained the three (3) working groups in the Alliance, public space activation, workforce and hospitality, and diversity and inclusion. Van Driel

said some main budget line items will include: youth programming, winter recreation, zero waste event programming, public realm activation, special events training programming, GR Forward outreach, Relax at Rosa support, performing arts, downtown business marketing, downtown workforce and resident outreach, event inclusion programming, expansion of cultural events, and encouraging diverse business ownership. Van Driel added that the Alliance for Vibrancy will meet next week to go over a budget proposal.

5. Property Assessed Clean Energy (PACE) Presentation:

Occhipinti, Monhart, and Wilson gave a presentation on PACE. Hood wanted to clarify that PACE is not a tax, but a tax lien program. Monhart added the extent to which tax money is used is in the tax office for lien administration. Riley asked if the lack of multiple service providers administering PACE programming was related to high fees. Monhart said there is no restriction to the number of program administrators however there is only one in Michigan so far. Occhipinti added the best practice is to get more providers to administer.

6. Laker Line Station Discussion:

Monoyios presented a plan that would affect the Laker Line stop near GVSU and the 131 underpass. Monoyios said there will be a public event on April 20 from 10am-4pm at the Laker Line stop that aims to find out how to activate the underpass. Monoyios said the project is looking for endorsements from alliance members to tackle line items and get feedback from the public. Monoyios asked for a recommendation to endorse \$71 million project with funds from AFI, DGRI, and DDA. Kara Wood, seconded by Jay Steffen, moved to recommend the endorsement. The endorsement passed unanimously.

7. FY2017 Budget Prioritization:

Kelly presented a budget overview and budget timeline to the Alliance. Kelly said that alterations to line items could be made, and goals will be defined moving forward. Kelly said the budget priorities and projects were formed by the GR Forward plan.

*\*Kelly presented project survey results, followed by open discussion of budget priorities. Survey results are enclosed in the Agenda Packet.*

8. Upcoming Agenda Items:

None

9. Next Meeting:

May 10, 2016

10. Public Comment:

None

11. Adjournment:

Monoyios adjourned the meeting at 5:03pm

Minutes taken by:

Jennie Kovalcik

Administrative Assistant

Downtown Grand Rapids Inc.

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DATE: May 10, 2016  
TO: Alliance for Investment  
FROM: Tim Kelly, Planning Manager  
SUBJECT: FY17 Draft Budget

Below is a description of the proposed Alliance for Investment budget for fiscal year 2017. Projects and programs were developed based on the GR Forward recommendations and prioritized through a survey (summary attached), as well as discussion with the Alliance beginning in February 2016.

For those projects that are multi-year, the amount shown reflects the estimate for work in FY17. Where applicable, other entities contributing funds to a project are also indicated.

Additionally, for priorities in the Policy and Advocacy category, it is anticipated work groups will be formed to analyze existing policies, and where appropriate to develop policy change recommendations.

Staff is seeking approval of the proposed budget and a recommendation to forward to the Downtown Development Authority (DDA) Board for consideration. If approved by the Alliance, a formal recommendation will be made to the DDA Board at the May 11, 2016 meeting.

## Development Incentive Programs

- **Areaway Fill (\$70,000)**
  - Continued funding for the existing Areaway Removal Incentive Program. Program funds will be used cover existing obligations, and to continue to improve public safety through the removal of existing areaways. Funds are utilized to reimburse eligible activities, including removal of an areaway cap, construction of a new basement wall, sidewalk improvements, among others.
- **Building Reuse Incentive Program (\$250,000)**
  - Request to continue funding the existing Building Reuse Incentive Program. Program funds will be used cover existing obligations, and to continue to assist property and business owners in the rehabilitation of buildings constructed pre-1950 in Downtown. Funds are utilized to reimburse eligible activities, including barrier free improvements, fire suppression upgrades, providing a second means of egress, and many others.
- **Development Project Guidance (\$80,000)**
  - Funding for legal and staff time expended on behalf of facilitating development projects.
- **Development Support Reimbursements (\$650,000)**
  - Continued funding for the existing Development Support Program. Program funds will be used to further promote economic growth and development in Downtown by funding approved eligible expenses in new construction projects over \$5 million in new investment and in rehabilitation projects featuring over \$1

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million in new investment. Proposed funding is to cover existing obligations, and to capitalize on new opportunities.

- **Streetscape (\$50,000)**
  - Continued funding for the existing Streetscape Improvement Incentive Program. Program funds will be used cover existing obligations, and to continue to assist property and business owners in the rehabilitation of the Downtown public realm. Funds are utilized to reimburse eligible activities, including installation of street furniture, snowmelt, and other public realm improvements.

## Economic Development

- **River Trail Economic Impact Analysis (\$20,000)**
  - Economic analysis on the impact of the full build out of the Grand River trail for use in grant submissions and capital fundraising.

## Infrastructure Projects – Multi Year

- **Pearl Street Public Improvements (\$444,000)**
  - Completion of pedestrian improvements, including new pavers, street trees and decorative lighting, along Pearl Street between the Grand River and Mt. Vernon. *Total project cost is \$785,800, with additional contributions from the City's Vital Streets Oversight Fund (\$121,200), and the Capital Improvement Fund (\$20,600).*
- **Veteran's Park (\$750,000)**
  - Construction of park improvements to implement the vision established by the Veterans and Monument Park Master Plan approved by the DDA Board in 2013. Costs for improvements will be reimbursed through the TIF from the Brownfield established for Fitzgerald condos. Construction is anticipated to begin fall 2016, and complete summer 2017.
- **Bridge / Cherry Street Improvements (\$200,000)**
  - Contribution to improvements at Bridge and Cherry Street as a part of MDOT project. Improvements include installation of new lighting at both overpasses and a new sidewalk along Cherry Street. *This contribution is part of a larger project, totaling \$2,402,341, with contributions from the Vital Streets Fund (\$1,167,916), private foundations (\$53,000), Capital Improvement Fund (\$57,000) and a TAP Grant (\$973,425).*
- **Lyon Square (\$460,000)**
  - Finalize designs and begin construction of Lyon Square consistent with the priorities identified in GR Forward.
- **Weston Street - Sheldon to LaGrave (\$100,000)**
  - Reconstruction of the street and replacement of the watermain to coincide with the completion of the



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20 E. Fulton development. *Total project cost is estimated at \$635,000, with additional funding from the City Water Fund (\$170,000), Sewer Fund (\$15,000) and TAP Grant (\$350,000.)*

## Infrastructure Projects – FY17 Only

- **Public Realm Improvements (\$100,000)**
  - Installation of 200 street trees to eliminate vacancies in the public right of way.
- **Michigan Street – Barclay to Bostwick Improvements (\$75,000)**
  - New street trees and green infrastructure to be installed as part of Spectrum Health public improvement project. *Total project costs are estimated at \$264,000, with additional \$189,000 being contributed by the City's Vital Street Fund, Sewer Fund and SmartZone. The City is also completing \$968,000 of improvements on Michigan Street from Monroe Avenue to Ionia Avenue, with funding from Vital Streets (\$94,000), TEDF (A) Grant (\$275,000) and STPU Grant (\$598,867).*
- **Pilot Bike Lane (\$10,000)**
  - Installation of pilot bike lane on Ionia from Coldbrook to Fulton to test viability of permanent bike lane installation. The pilot bike lane will be done in partnership with the City's Vital Streets Oversight Commission.

## Urban Planning / Design

- **Calder Plaza (\$100,000)**
  - Completion of Calder Plaza conceptual planning.
- **Downtown Intersection and Streetscape Designs (\$25,000)**
  - Re-design of key Downtown intersections to improve pedestrian experience and safety. In addition, addition of green infrastructure components in the Central Business District and Arena South / Heartside. This project is being funded in partnership with the Monroe North TIFA, who is also contributing \$25,000.
- **Studio C! Piazza (N/A)**
  - Design of public space being incorporated into the Studio C! project on Areas 4/5. The full cost of the project is being covered by the development team. The Alliance will participate in development of the design. Full cost of the project, including design, is being paid by the developer.

## Policy / Advocacy

- **Incentive Program Overhaul**
  - Update to the DDA Incentive Programs to improve program delivery and efficiency.
- **Downtown Zoning**
  - Updates to the Downtown zoning code to implement recommendations of GR Forward, including changes to building heights, incentives and River setbacks.



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- **Housing**
  - Convene and participate in discussions about the current and future housing goals in Downtown, including achieving critical mass goals and preserving a minimum of 30 percent of the housing stock for income restricted housing.
- **Open Data Policy Development**
  - Collaboration with the City of Grand Rapids on the development of an open data policy to encourage sharing of public information in community building efforts.
- **Low Impact Design**
  - Promoting the City's initiatives around green infrastructure through marketing and educational outreach to developers and Downtown property owners.
- **Minority Owned Business Initiatives**
  - Continue to support the efforts to increase minority owned businesses in Downtown, including the identification of funding sources to promote investment.
- **Millennial Engagement**
  - Identify opportunities to engage Millennials in DGRI initiatives and the growth of Downtown.
- **Pursue Partnerships to Support Micro-Enterprise**
  - Partner with local organizations to continually support micro-enterprise businesses in Downtown.
- **Encroachment Permit Review**
  - Review of City of Grand Rapids encroachment permit policies and analysis on the impacts of potential changes to construction and development in Downtown.



# AGENDA

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DATE: April 12, 2016  
TO: Alliance for Investment  
FROM: Tim Kelly, Planning Manager  
SUBJECT: **FY17 Budget Update and Survey Summary**

To further assist staff in the development of fiscal year 2017 (FY17) budget priorities, a nine question survey was administered to Alliance for Investment (AFI) members following the March meeting. The purpose of the survey was to build upon the AFI discussion in February and further refine budget and program priorities identified in GR Forward. Based on the survey and ensuing discussion, staff will further research costs, potential partners and general feasibility of project implementation. Additionally, lead staff for all Alliances will coordinate to ensure efficient allocation of resources and identify any potential shared priorities across Alliances.

Below is a summary of the survey responses received as of April 5, 2016. Full survey results are included in the AFI agenda packet (attached). The purposes of the discussion in April is to verify the survey results, provide opportunities to add any projects that may be overlooked and to further shortlist priorities in advance of making a budget recommendation at the May 10, 2016 AFI meeting.

**#2: Please identify which 2 geographic areas should be prioritized for infrastructure improvements (# indicates aggregated response totals).**

- Arena South (12)
- CBD (6)
- Westside (6)
- Heartside (4)
- Monroe Ave (2)
- Monroe North (2)

**#3: Using the list provided below, please select two (2) capital projects you believe are most important toward achieving Goal #1 of GR Forward (top 4 responses shown).**

- River Trail Improvements (16)
- Lyon Square Improvements (11)
- Ah-Nab-Awen Park Improvements(9)
- Fish Ladder Park Improvements (5)

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**#4: Using the list provided below, please select two (2) capital projects you believe are most important toward achieving Goal #1 of GR Forward (top 4 responses shown).**

- Calder Plaza Enhancements (19)
- Veteran's Park (5)
- Ionia Linear Park (5)
- New DASH Infrastructure (5)

**#5: Please select two (2) River / environment related priorities from the list provided below (top 4 responses shown).**

- Encourage local, regional and state policies that favor low impact development (13)
- Outline the preferred method(s) for River Trail Development (12)
- Promote the City's Low Impact Development Guidelines when complete (6)
- Demonstrate how education, ecology and infrastructure can work together (3)

**#6: Please select two (2) Downtown development related priorities from the list below (top 3 responses shown).**

- Identify effective approaches and tools to lower barriers to home ownership in Downtown (12)
- Encourage developers to pursue alternative housing models (12)
- Create an Open Data policy to support community building activities (10)

**#7: Please select two (2) mobility related priorities from the list below (top 3 responses shown).**

- Pilot protected bike lanes in Downtown (10)
- Establish prioritization system for intersection improvements (9)
- Begin planning study to develop ultimate vision for Fulton (8)

**#8: Please select two (2) economic development priorities from the list below (top 3 responses shown).**

- Support micro-enterprise opportunities and entrepreneurial activity by establishing partnerships (13)
- Begin an active engagement program with college Millennials (12)
- Identify a funding source dedicated to supporting minority-owned business success in Downtown (11)

**#9: Please select two (2) public space priorities from the list below (top 3 responses shown).**

- Design a winter parklet and identify 2-3 locations to pilot the design (11)
- Develop cycle track design for Ionia north of I-196 (10)
- Determine locations for new trash and recycling receptacles (9)

**Q2 One of the stated goals of the Alliance for Investment is to advise on infrastructure improvements in Downtown Grand Rapids. Provided below is a map showing future planned development, as well as streets that are defined as "inactive". For your reference, inactive streets are those that lack ground floor commercial uses, or street furnishings, such as lights, trees or furniture. Based on this information, please identify which 2 geographic areas should be prioritized for improvements (i.e. CBD, Westside, Heartside / Arena South, etc.).**

Answered: 21 Skipped: 1

Answer Choices	Responses
Geographic Area 1	100.00% 21
Geographic Area 2	100.00% 21

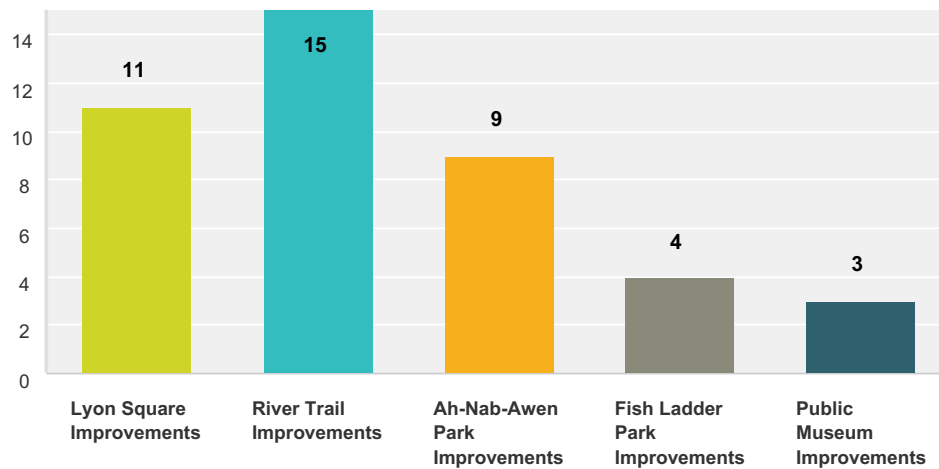
#	Geographic Area 1	Date
1	Arena South	3/31/2016 5:44 PM
2	Arena Place	3/31/2016 1:22 PM
3	CBD	3/31/2016 11:54 AM
4	h	3/31/2016 10:46 AM
5	Arena South	3/31/2016 10:38 AM
6	CBD	3/31/2016 10:28 AM
7	Arena South	3/31/2016 10:15 AM
8	X 234 Market Ave	3/31/2016 9:22 AM
9	Westside	3/31/2016 8:18 AM
10	Arena South	3/30/2016 3:47 PM
11	Arena South	3/29/2016 3:06 PM
12	CBD	3/29/2016 1:04 PM
13	Arena South	3/29/2016 11:36 AM
14	Westside	3/28/2016 10:58 PM
15	A	3/28/2016 9:02 PM
16	Westside	3/28/2016 9:20 AM
17	Monroe North	3/23/2016 5:51 PM
18	Monroe Ave and Michigan Street Area	3/23/2016 9:18 AM
19	CBD	3/23/2016 8:38 AM
20	heartside	3/22/2016 4:36 PM
21	Monroe North	3/22/2016 3:30 PM

## Alliance for Investment FY17 Priority Plan

#	Geographic Area 2	Date
1	Heartside	3/31/2016 5:44 PM
2	The Rowe (Michigan St.)	3/31/2016 1:22 PM
3	Arena South	3/31/2016 11:54 AM
4	v	3/31/2016 10:46 AM
5	Monroe North	3/31/2016 10:38 AM
6	Heartside	3/31/2016 10:28 AM
7	CBD	3/31/2016 10:15 AM
8	S Front Ave NW	3/31/2016 9:22 AM
9	Arena South	3/31/2016 8:18 AM
10	South Division	3/30/2016 3:47 PM
11	Westside	3/29/2016 3:06 PM
12	Arena South	3/29/2016 1:04 PM
13	CBD	3/29/2016 11:36 AM
14	Heartside / Arena South	3/28/2016 10:58 PM
15	H	3/28/2016 9:02 PM
16	Arena South	3/28/2016 9:20 AM
17	West Side/Bridge Street	3/23/2016 5:51 PM
18	Market south of Fulton Area	3/23/2016 9:18 AM
19	North Monroe	3/23/2016 8:38 AM
20	arena south	3/22/2016 4:36 PM
21	Westside	3/22/2016 3:30 PM

**Q3 At the February Alliance for Investment meeting, Goal #1 of GR Forward (Restore the Grand River as the draw and create a connected and equitable River Corridor) was identified as a preferred area of focus for FY17. Using the list provided below, please select two (2) capital projects you believe are most important toward achieving this goal. Additional information related to Goal #1 and the projects listed below was attached to the email.**

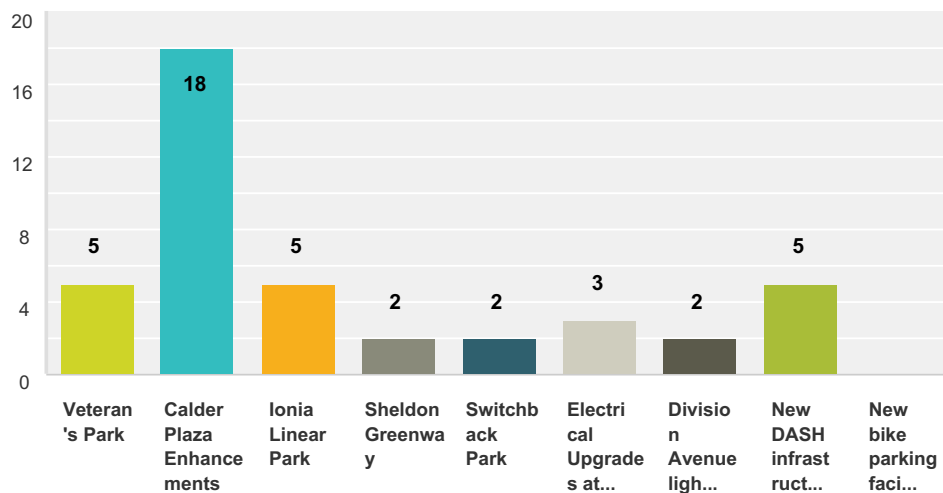
Answered: 21 Skipped: 1



Answer Choices	Responses	
Lyon Square Improvements	52.38%	11
River Trail Improvements	71.43%	15
Ah-Nab-Awen Park Improvements	42.86%	9
Fish Ladder Park Improvements	19.05%	4
Public Museum Improvements	14.29%	3
Total Respondents: 21		

**Q4 In addition to River activation, Goal #5 of GR Forward (Reinvest in Public Space, Culture and Inclusive Programming) was also prioritized as a preferred area of focus for FY17. Using the list provided below, please select the two (2) projects you believe are most important toward achieving this goal. Additional information regarding Goal #5 was attached to the email.**

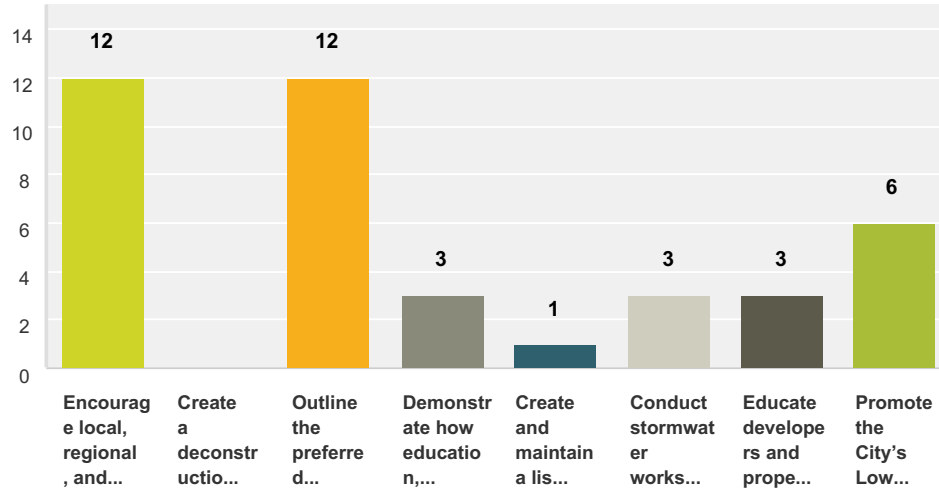
Answered: 21 Skipped: 1



Answer Choices	Responses	
Veteran's Park	23.81%	5
Calder Plaza Enhancements	85.71%	18
Ionia Linear Park	23.81%	5
Sheldon Greenway	9.52%	2
Switchback Park	9.52%	2
Electrical Upgrades at Gillett Bridge to support additional events (AFV priority)	14.29%	3
Division Avenue lighting enhancements (AFL priority)	9.52%	2
New DASH infrastructure, including signs, stops, etc. (AFL priority)	23.81%	5
New bike parking facilities (AFL priority)	0.00%	0
Total Respondents: 21		

## Q5 Please select two (2) River / environment related priorities from the list provided below.

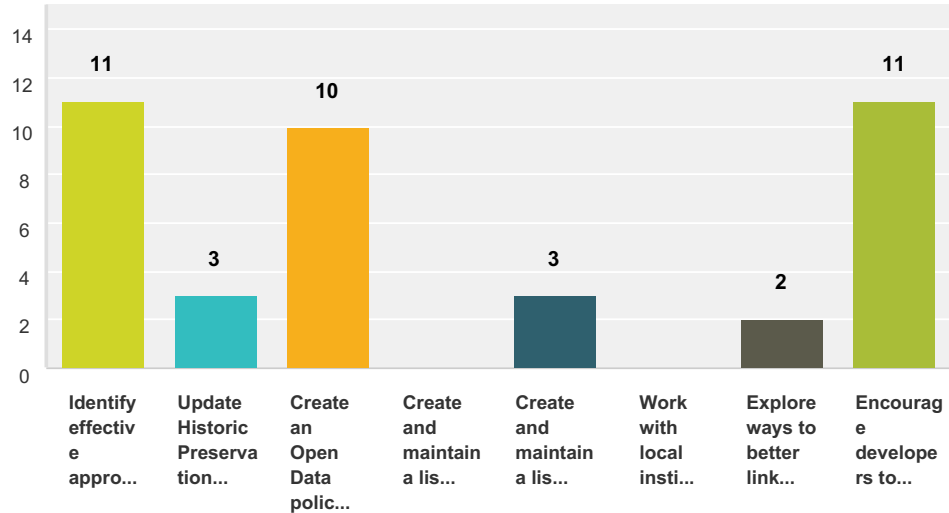
Answered: 20 Skipped: 2



Answer Choices	Responses
Encourage local, regional, and state policies and incentives that favor low impact development.	60.00% 12
Create a deconstruction policy to promote material recycling should be considered.	0.00% 0
Outline the preferred method[s] for River Trail development.	60.00% 12
Demonstrate how education, ecology and infrastructure can work together.	15.00% 3
Create and maintain a list of historic preservation financing options and incentives.	5.00% 1
Conduct stormwater workshops to educate developers, property owners and residents about stormwater collection techniques.	15.00% 3
Educate developers and property owners about green building design - create a summary document on green building best practices.	15.00% 3
Promote the City's Low Impact Development Guidelines when complete.	30.00% 6
<b>Total Respondents: 20</b>	

**Q6 Please select two (2) Downtown development related priorities from the list below.**

Answered: 20 Skipped: 2

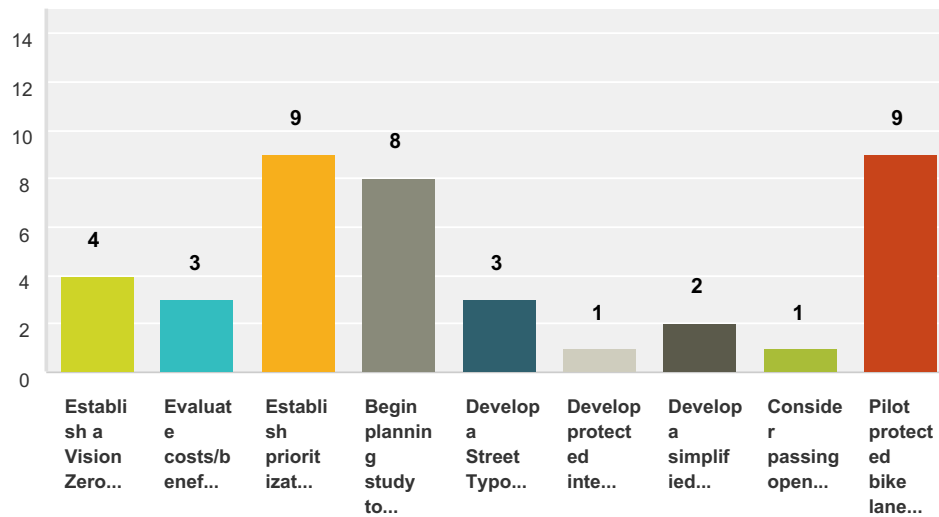


Answer Choices	Responses
Identify effective approaches and tools to lower barriers to home ownership in Downtown.	55.00% 11
Update Historic Preservation guidelines for Heartside.	15.00% 3
Create an Open Data policy to support Downtown community building activities and information sharing among stakeholders.	50.00% 10
Create and maintain a list of historic structures in Downtown.	0.00% 0
Create and maintain a list of historic preservation financing options and incentives.	15.00% 3
Work with local institutions and Downtown residents to explore support of Community Supported Agriculture.	0.00% 0
Explore ways to better link homebuyers with available and potential real estate.	10.00% 2
Encourage developers to pursue alternative housing models - regularly provide data on housing preferences for Downtown residents.	55.00% 11
<b>Total Respondents: 20</b>	



## Q7 Please select two (2) mobility related priorities from the list below.

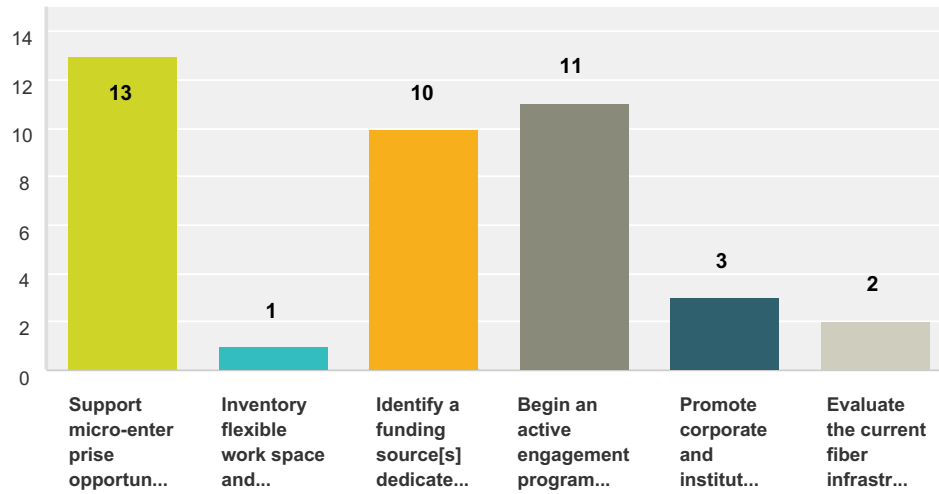
Answered: 20 Skipped: 2



Answer Choices	Responses
Establish a Vision Zero Policy (Vision Zero states that no pedestrian fatalities should occur).	20.00% 4
Evaluate costs/benefits of transferring jurisdiction of US Business Route 131 from MDOT to the City.	15.00% 3
Establish prioritization system for intersection improvements including pedestrian volume, crossing distance, proximity to transit, proximity to destinations.	45.00% 9
Begin planning study to develop ultimate vision for Fulton.	40.00% 8
Develop a Street Typology Map for all key streets within Downtown.	15.00% 3
Develop protected intersection design at Ionia/Monroe Center.	5.00% 1
Develop a simplified preferred truck route map highlighting State/County designated truck routes.	10.00% 2
Consider passing open-data ordinance for private transportation companies operating within Downtown.	5.00% 1
Pilot protected bike lanes in Downtown.	45.00% 9
<b>Total Respondents: 20</b>	

### Q8 Please select two (2) economic development priorities from the list below.

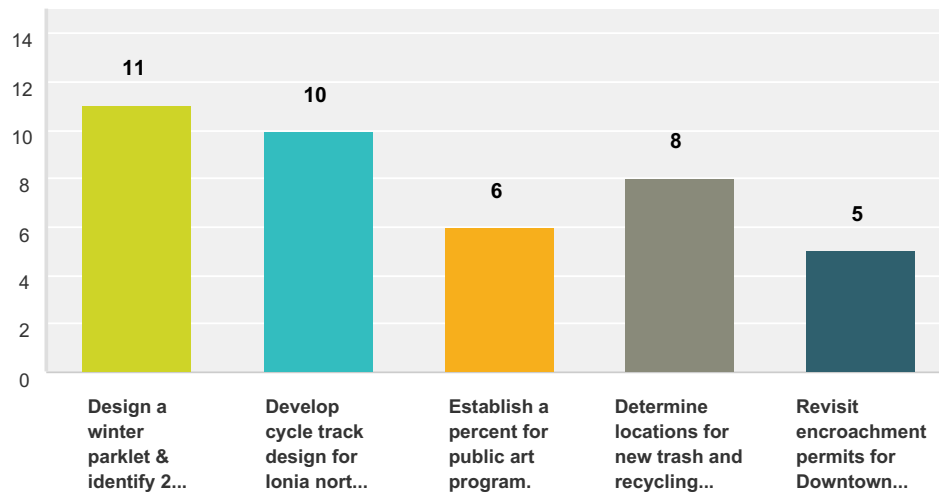
Answered: 20 Skipped: 2



Answer Choices	Responses
Support micro-enterprise opportunities and entrepreneurial activity by establishing partnerships with local incubators and start-up funds.	65.00% 13
Inventory flexible work space and landlords in or near the Downtown, including institutional space.	5.00% 1
Identify a funding source[s] dedicated to supporting minority-owned business success in Downtown.	50.00% 10
Begin an active engagement program with college Millennials including a range of internships and co-op programs to increase their access to entry level jobs and support their retention in Grand Rapids.	55.00% 11
Promote corporate and institutional policies that increase workforce diversity [especially at management levels], and the hiring of ex-offenders.	15.00% 3
Evaluate the current fiber infrastructure Downtown, coordinate with local utilities and assess opportunities for the development of Fiber to support the growth of start-up businesses.	10.00% 2
Total Respondents: 20	

## Q9 Please select two (2) public space priorities from the list below.

Answered: 20 Skipped: 2



Answer Choices	Responses	
Design a winter parklet & identify 2-3 locations to pilot the design - launch a design competition to beat the cold.	55.00%	11
Develop cycle track design for Ionia north of I-196.	50.00%	10
Establish a percent for public art program.	30.00%	6
Determine locations for new trash and recycling receptacles - coordinate with streetscape improvements on designated corridors.	40.00%	8
Revisit encroachment permits for Downtown construction projects (i.e require sidewalks to remain open).	25.00%	5
Total Respondents: 20		

## FY17 Alliance for Investment Work Plan

[illegible]