

# 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

---

September 13, 2016

3:30p – 5:00p

29 Pearl Street, NW Suite #1

- |    |  |                  |                      |
|----|--|------------------|----------------------|
| 1. | Call to Order  |                  |                      |
| 2. | Approval of August Minutes<br>(enclosure)                  | <i>Motion</i>    | <i>Monoyios</i>      |
| 3. | Incentive Program and Evaluation Discussion<br>(enclosure) | <i>Info Item</i> | <i>Full Alliance</i> |
| 4. | Calder Plaza Concept Review                                | <i>Info Item</i> | <i>Full Alliance</i> |
| 5. | Open Alliance Discussion                                   | <i>Info Item</i> | <i>Full Alliance</i> |
| 6. | Public Comment   |                  |                      |
| 7. | Adjournment  |                  |                      |





# Alliance for Investment

August 9<sup>th</sup>, 2016

1. Call to order: The meeting was called to order at 3:33pm
2. Members Present: James Botts, Meagan Carr, Rick DeVries, Tansy Harris, Landon Jones, Ryan Kilpatrick, Nick Koster, Nick Monoyios, Traci Montgomery, Kirt Ojala, Kevin Patterson, Mark Roys, Art Sebastian, Jay Steffen, Brianna Vasquez de Pereira, Rick Winn

Members Absent: Santiago Gomez, Kristian Grant, Dave Hill, Rachel Hood, Ted Lott, Ning Liu, Mark Miller, Phil Skaggs, Lori Staggs, Kara Wood, Dave Riley, Sarah Rainero, Roberto Torres, Tom Tilma,

Others Present: Tim Kelly, Jennie Kovalcik, Kris Larson

3. Approval of July Meeting Minutes:  
*Motion: Moved to approve July 12<sup>th</sup>, 2016 minutes as presented. Motion carried unanimously.*
4. Incentive Program Discussion:  
Kelly explained that DGRI would like to advance the proposed incentive program to the DDA Board by September, although a specific date is flexible. Kelly presented updates to questions posed from previous meetings about each incentive program.

- **Areaway Fill:** Kelly said there are forty-four (44) known remaining areaways, which were shown on a map of downtown. Kelly said a challenge is the lack of an ongoing inventory, and those that are known are due to complaints or property sales.
- **BRIP:** Kelly said there are an estimated fifty-three (53) remaining buildings that are eligible for this program, also shown on a map.
- **Streetscapes:** Kelly said DGRI has participated in a total of seventeen (17) of these projects. Kelly said the program has been utilized more over the years, showing a funding level graph and budget from 2013-2017.

Kelly presented the draft of program revisions to the group. Kelly said the proposed plan will be one single program now, consolidating into a streamlined system for both parties. Kelly said the baseline program amount will be \$50,000, meaning if a project is approved there can be up to \$50,000 reimbursed. Kelly continued, an added bonus of \$50,000 in reimbursements will be available if the project helps DGRI with specific goals, like GR Forward. Kelly highlighted that the bonus will only be available for eligible activities. Winn asked what activities qualify for this bonus. Kelly responded public space and safety improvements on sidewalks and streets, along with ADA qualifying activities are a few. Larson added fire suppression and historic preservation of façade work could qualify. Larson explained the state statute is unclear whether or not façade work qualifies, but that is how DGRI has historically participated in these projects. Kelly went over eligible projects for each part of the incentive program (Areaway, BRIP, Streetscape). Kelly said the bonus structure is a new feature that will allow developers to receive extra funds if their projects meets any of the eligible criteria; including: affordable housing, leasing to a minority or woman owned business, leasing to a business with minority employees, ground level retrieval, amenity along the river, alternative transportation options valued at or more than \$50,000. Larson added the state statute does not give specific amounts to follow and the proposed amounts are not set in stone, allowing necessary change depending on the scope of the project. Larson said the bonus structure considers percentages instead of dollar amounts so everyone can participate. Steffen asked how affordable housing is characterized. Kelly said affordable housing is calculated by the area median income (AMI). Kelly continued, in many programs, someone making 120% or less than the AMI can qualify for affordable housing. Kelly presented the requirement guidelines and said that some are not subject to change; however, others are open to discussion.

*\*The Alliance broke into working groups to discuss the draft revisions.*

#### Program Discussion:

Koster said his group considered if the \$100,000 ceiling reaches the goals and objectives the Alliance is looking to reach. Koster's group discussed using more funds or other geographic metrics, like dollar amounts per square foot instead of a capped amount. Koster continued the fact that two spaces could have huge differences in square footage but receive the same amount in funding seemed a little unfair. Koster added it is not an incentive to drive behavior because it does not make or break the project, even with the bonus funding. Koster said the group wants the improvements, but the goals are not very practical or meaningful at this dollar amount. Kelly said as an Alliance, money could be put into one project instead of allocating funds to multiple projects a year that may include incentives. Koster said one improvement for a set amount of time would drive change, and others can be the focus in the future. Monoyios said the Alliance could stop funding areaways, as they do not demonstrate public health or safety improvements. Kilpatrick said the focus on streetscapes was not due to their importance, but with the way the statutes are written, the needle cannot be moved significantly using the current metrics and limitations from the DDA. Kilpatrick added that the goal is to make real change. Ojala said his group frequently wondered who would make these decisions. Ojala's group thought a committee should be responsible for making them because someone could make a great

case even if it does not coincide with a GR Forward goal. Ojala continued, a group could listen to a project that might not be in the tight scope of GR Forward goals before making a decision to help fund it or not. Ojala added if an areaway fill is part of the project or necessary, then it should be completed; however, it may not make sense to ask a developer to pay for something that is not a safety issue. Patterson added if the Alliance chooses to keep the bonus incentives it would make sense to align funds with GR Forward goals to drive change and move companies in certain directions. Ojala said as a developer, sometimes changes have to be made like adding a sidewalk with a new storefront; in that case offering the money makes sense. Kelly said DGRI has major contributions for projects that can align with the driving of change, like the minority owned businesses and affordable housing developments, and it is good to have those connected. Carr said her group discussed having a specific time period to accept the new proposals, the importance of aligning them with GR Forward goals, providing quantitative documentation to match return on investment, and a system to decide if projects align with goals of the organization and alliances. Sebastian said funding more meaningful and intentional projects is important. Sebastian asked if areaways are necessary for safety. Kelly responded the intent was to improve safety, but the question is what condition are they currently in. Sebastian said streetscaping is nice and a visible improvement, but what if developments happen too fast and leave behind major safety precautions. Jones asked how property managers will be notified of these programs, noting there were funds left over in the past. Jones said we want it to be easier to find for those interested. Kelly said outreach and notification will be on the hands of DGRI. Harris said the percentage of bonus incentives based on affordable housing is great, and lead to a discussion about timing for applicants since spring and fall are big moving times. Harris said a committee should thoughtfully invest in the right kind of projects. Steffen asked about the missing middle versus low income participation and the effect on housing diversity. Steffen said money should be spent in a thoughtful way to attract a diverse downtown and asked if there are other efforts to look at the subject more broadly than just this incentive program. Kilpatrick asked if the City of Grand Rapids is able to participate in this to help move the needle based on the properties it owns and controls. Kelly said the short answer is yes; there is an opportunity for this alliance to play an advisory role. Koster said the State MSHDA allows for lots of funds to be contributed to developers. Kelly said DGRI did not think incentives would necessarily move the needle, but it is a way to reward these actions. Kelly said the next steps include a stakeholder meeting with developers, architects, etc. Kelly said based on today's discussion, the stakeholder meeting will be put on hold until some adjustments are made to the draft. Kelly said after a group of developers considers the new draft, he will look to the Alliance for an approval in September or October with adoption by the DDA to follow. Kelly said a similar presentation will be given at tomorrow's DDA meeting to make them aware of this discussion. Kelly added any comments and feedback are welcomed to make changes to the draft policy.

5. Project Updates:

Kelly said a community meeting will be held at City Hall on August 30<sup>th</sup> at 6:00pm to review conceptual ideas for the plaza. Kelly added there will be an opportunity for public comment during this meeting. Kelly said the Alliance will be looking through plans as a group in September. Kelly said flower planters will be deployed today. Kelly explained that there is an agreement with the designer of Rosa Park's Circle allowing her to review what is placed on the park and across the street from the park.

Kelly said due to this agreement and to avoid further delay, planters would not be added to Monroe Center but instead be allocated to the West Side. Kelly said the Pearl Street improvements would be finishing up by next week; including planters, pavement, and lighting infrastructure. Steffen said an interpretive sign will be added near the new Pearl Street river overlook that will highlight “10 things you didn’t know about Pearl Street.” Kelly concluded by saying the new Homewood Suites will host a viewing on Thursday and members are welcome to sign up.

6. Open Alliance Discussion:

Kelly encouraged members to continue discussions via email before and after meetings.

7. Public Comment:

None

8. Next Meeting:

September 13, 2016

9. Adjournment:

The meeting was adjourned at 4:45pm

Minutes taken by:

Jennie Kovalcik

Administrative Assistant

Downtown Grand Rapids Inc.

# DRAFT DOWNTOWN INCENTIVE PROGRAM GUIDELINES (9.7.16)

## I. Program Purpose

To financially assist projects that further 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 activities as defined by PA 197 of the State of Michigan (attached).

## III. Project Evaluation

Any project located in the Downtown Development Authority (DDA) boundary that generates additional is eligible for the Downtown Incentive Program. Submitted applications will be evaluated to determine their ability to advance of the goals of GR Forward, including, but not limited to those elements outlined below. The approval of a particular project will be at the sole discretion of the DDA Board. Note, funding can only be provided as reimbursement for eligible activities as defined by PA 197.

1. Restore the Grand River as the Draw
  - i. *Description:* Providing opportunities for additional access to and recreation along the Grand River in Downtown.
  - ii. *Examples:* Public easements along the River, development of the multi-use trail, River overlook, open space.
2. Create a True Downtown Neighborhood Home to a Diverse Population
  - i. *Description:* Growing the residential population, preserving and expanding affordable housing options, and providing amenities needed to support and sustain the growing Downtown residential population.
  - ii. *Examples:* New market rate and affordable housing units, ground floor retail on key streets, grocery or convenience store.
3. Implement a 21<sup>st</sup> Century Mobility Strategy
  - i. *Description:* Provide transportation options and amenities to encourage the use of all modes of transportation.
  - ii. *Examples:* Bike facilities, car sharing programs, transit passes and improvements to transit stops.
4. Expand Job Opportunities and Ensure Continued Vitality of the Local Economy
  - i. *Description:* Preserve or expand space for job growth in Downtown
  - ii. *Example:* Construction, renovation or rehabilitation of office spaces in Downtown
5. Reinvest in Public Space, Culture and Inclusive Programming
  - i. *Description:* Improvements to public spaces Downtown that make it more vibrant and welcoming to all users, with a specific focus on the pedestrian experience.
  - ii. *Examples:* Trees, street furniture, pedestrian lighting, planter boxes, public art, outdoor dining areas, sidewalk pavers and structurally compromised areaways.
6. Retain and Attract Families, Talent and Job Providers with High Quality Public Schools

# DRAFT DOWNTOWN INCENTIVE PROGRAM GUIDELINES (9.7.16)

- i. *Description:* Investments in new or existing public education facilities for pre-K to 12<sup>th</sup> grade students.
  - ii. *Examples:* Grand Rapids Public Schools expanding education opportunities in the Downtown District.
7. Create an Equity Driven Growth Model
  - i. *Description:* Creating a Downtown business and residential environment that is welcoming to all people.
  - ii. *Examples:* Lease space to a minority or women owned businesses enterprise or to businesses with 25 percent or more minority employees.

## II. Requirements and Eligibility

1. Projects must be located in DDA Boundary (see attached);
2. Funds may only be used to reimburse eligible activities, as defined by PA 197;
3. Must not have commenced construction at the time of application;
4. Building or project shall not have received previous funding from DDA;
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 prior to receiving reimbursement;
8. Funding shall be allocated on a per project basis.

## III. Approval Process

1. Submit application with fee to Downtown Grand Rapids Inc.
2. Staff review of application materials
3. Review of application by the DGRI Alliance for Investment Committee (every 2 months)
4. Presentation to DDA Board – 1<sup>st</sup> Wednesday of Every Month
5. Agreement executed (following DDA Board approval)
6. Reimbursement Issued – Upon project completion

# CALDER PLAZA

*A PLAZA FULL OF OPTIONS*

*GRAND RAPIDS HAS THE “ICON”...  
IT’S TIME TO CREATE “ICONIC EXPERIENCES!”*

## **PROJECT VISION:**

To create a world-class public space that...

- leverages the space to its fullest potential
- honors its cultural heritage
- integrates its historic role as a government plaza
- improves access and mobility
- activates the space during all seasons
- catalyzes future development, and
- creates iconic experiences.

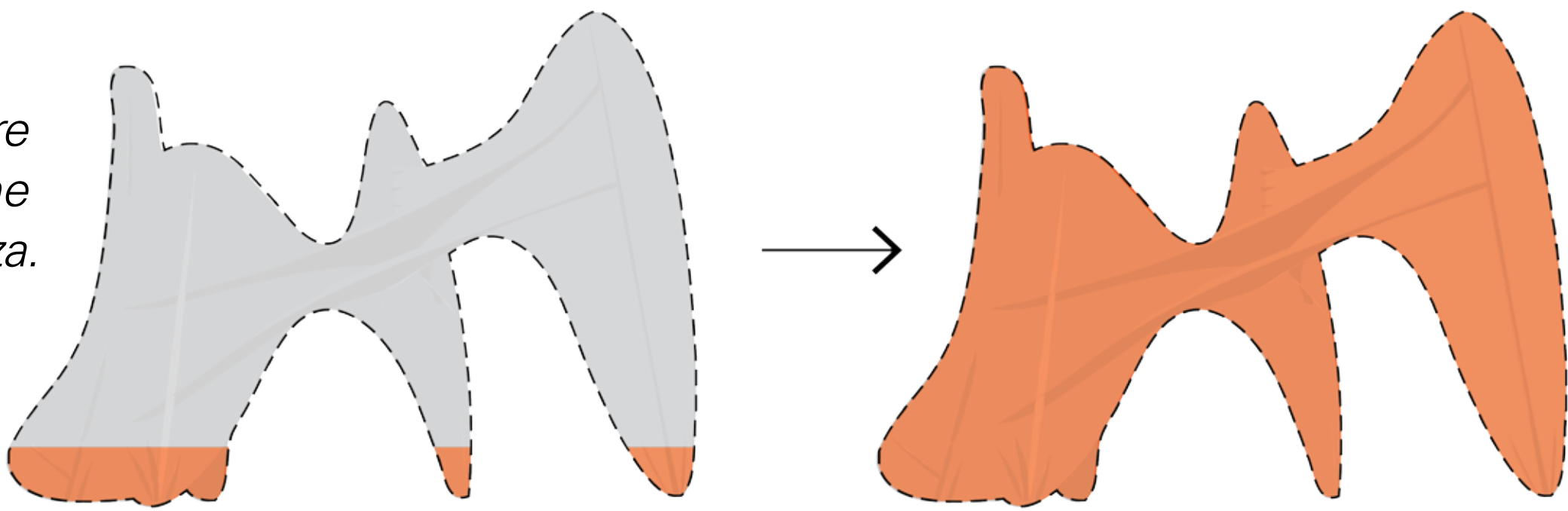




# WE HEARD YOU

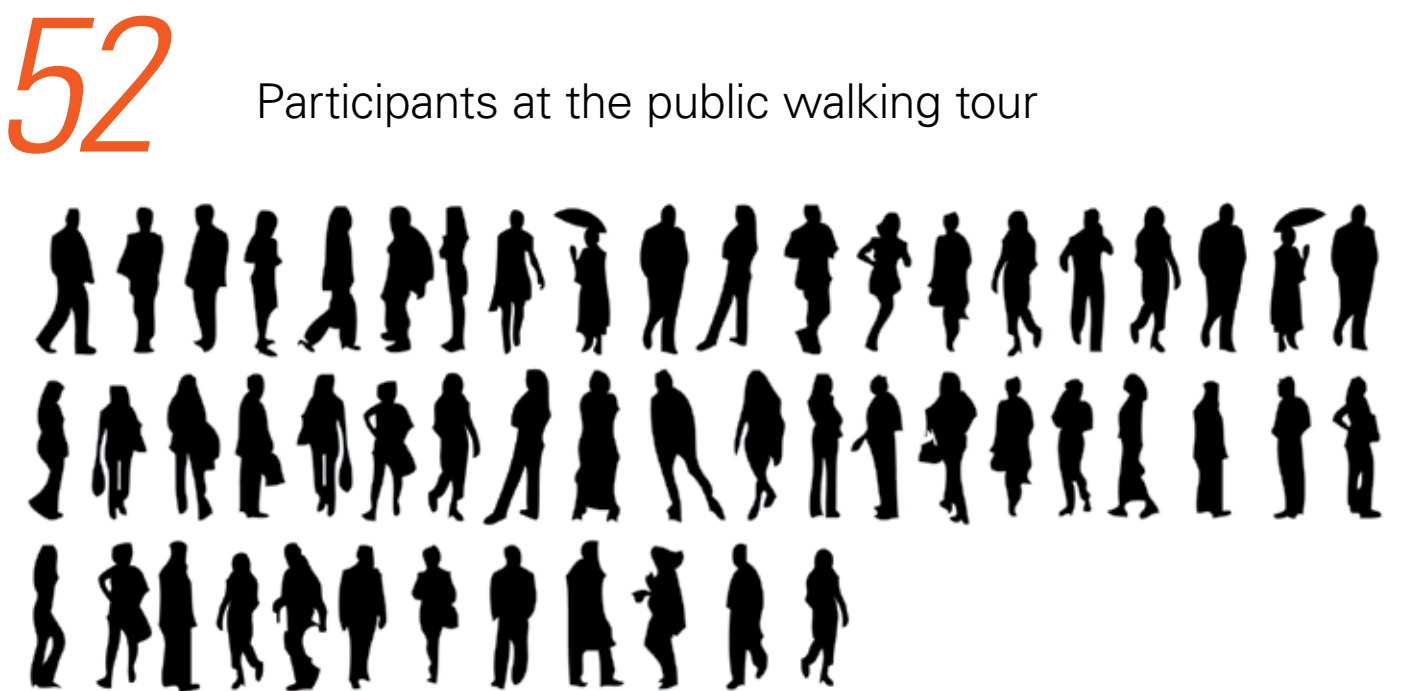
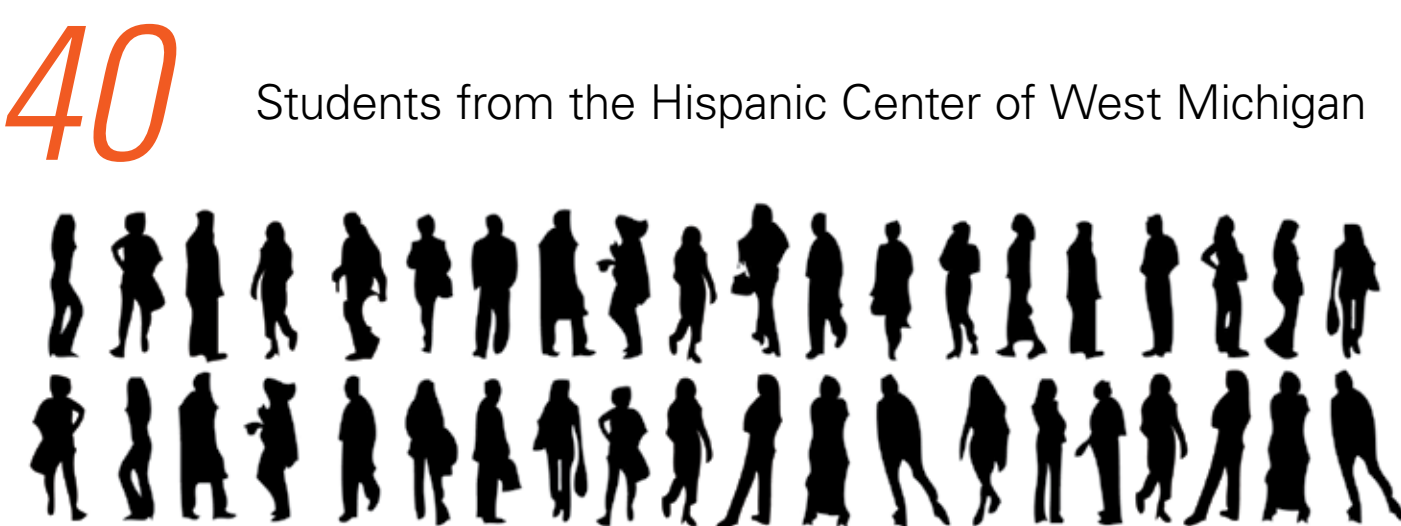
FEEDBACK FROM THE PREVIOUS MEETING IS LOUD AND CLEAR!

Only 10.74% of survey participants are satisfied or highly satisfied with the current design of the plaza.



A PLAZA FULL OF POTENTIAL...

## SURVEY PARTICIPANTS...

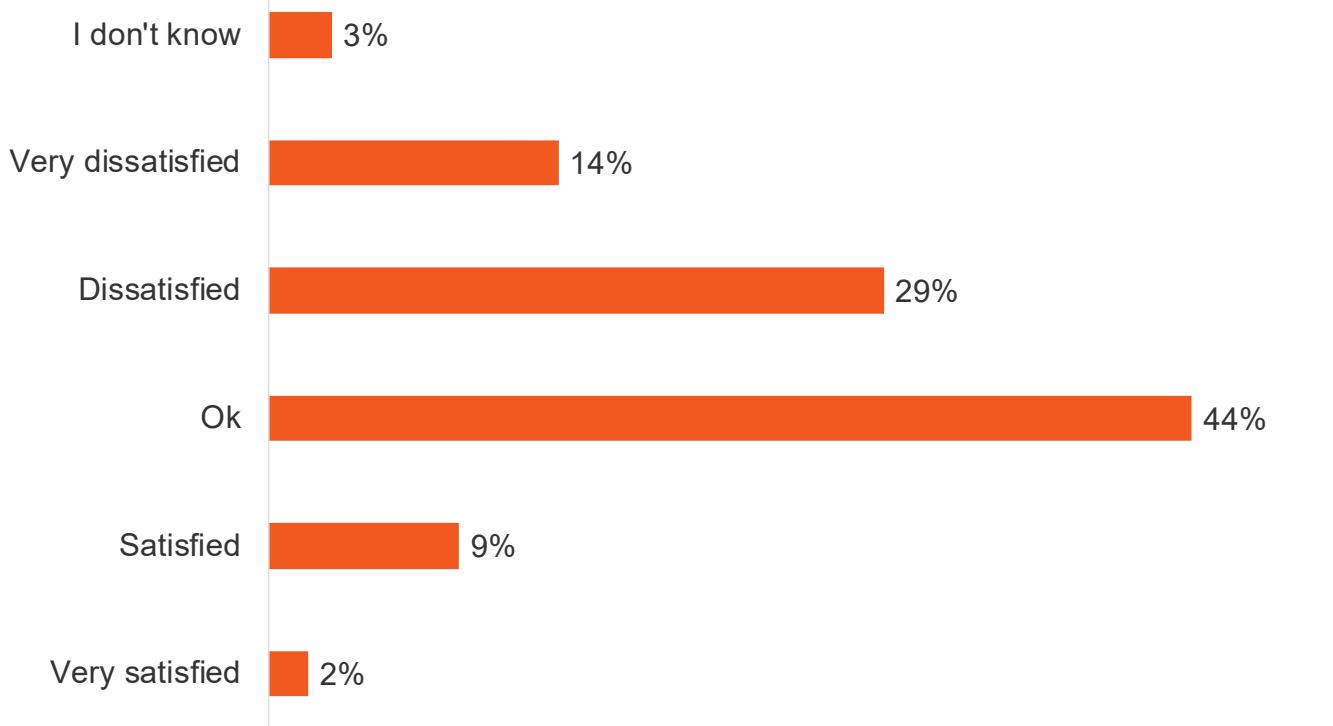


## SURVEY FINDINGS...

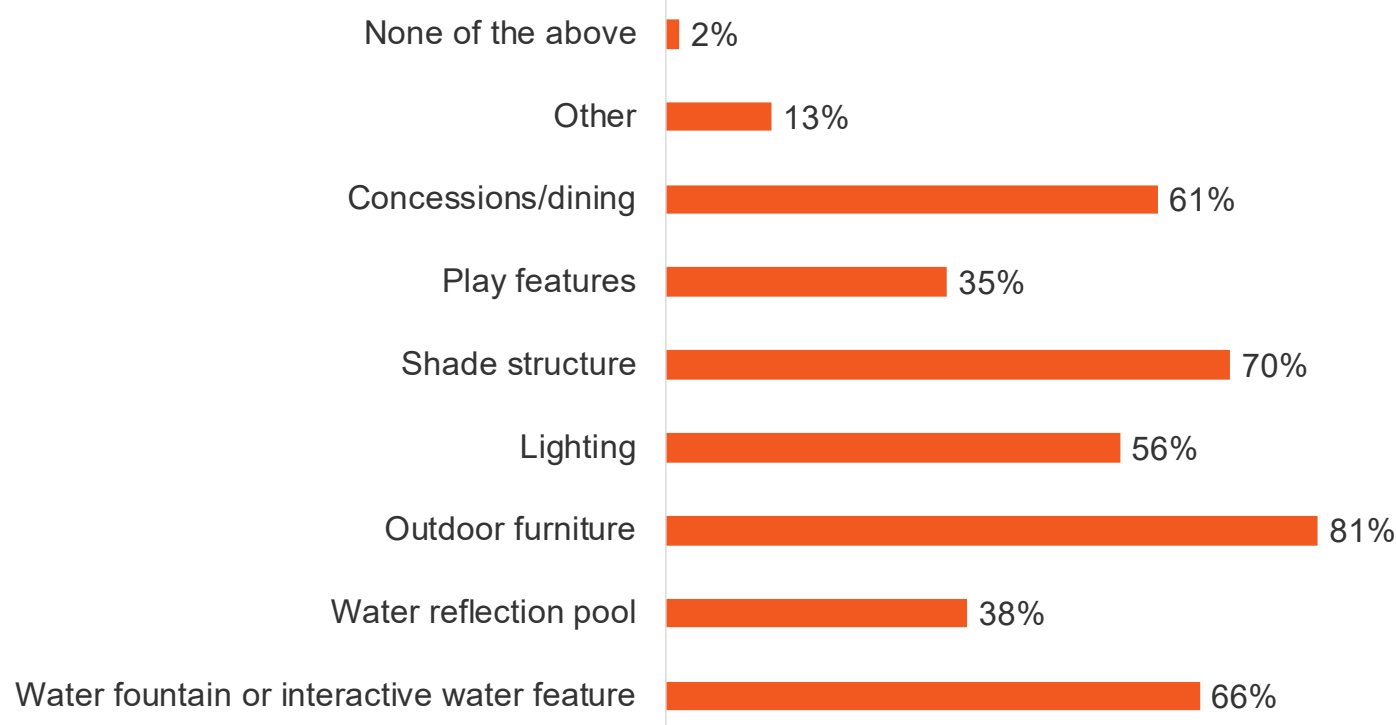


### NEW AMENITIES

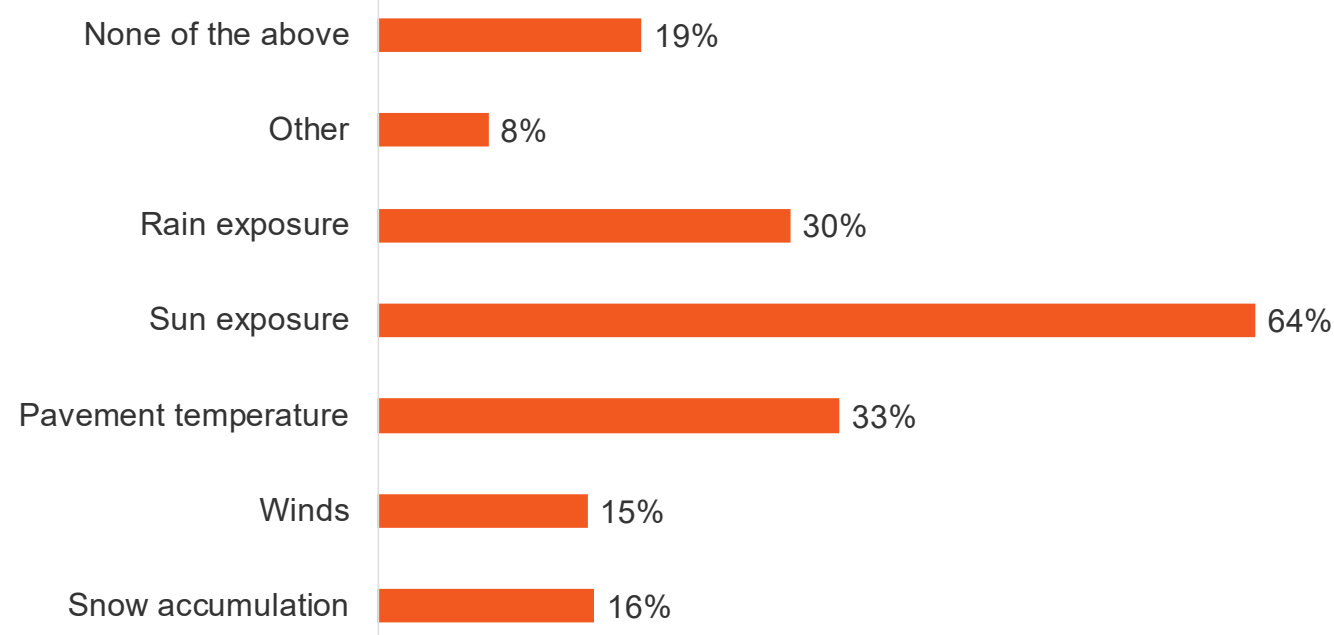
Satisfaction with the current design of the Plaza



Are you interested in exploring the possibility of adding any of these elements to the Plaza?

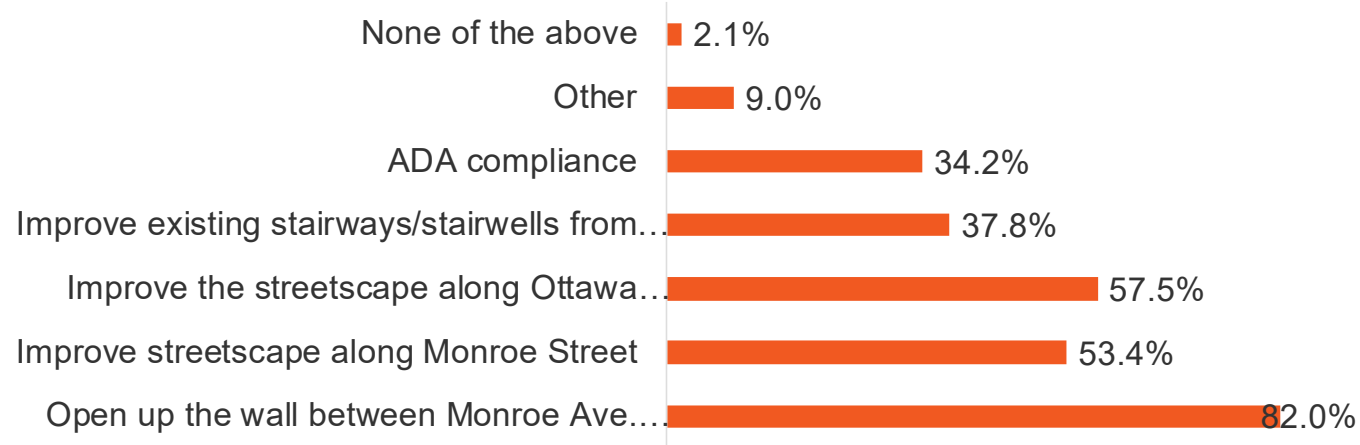


Which of these elements makes you most uncomfortable at Calder Plaza and needs to be addressed?

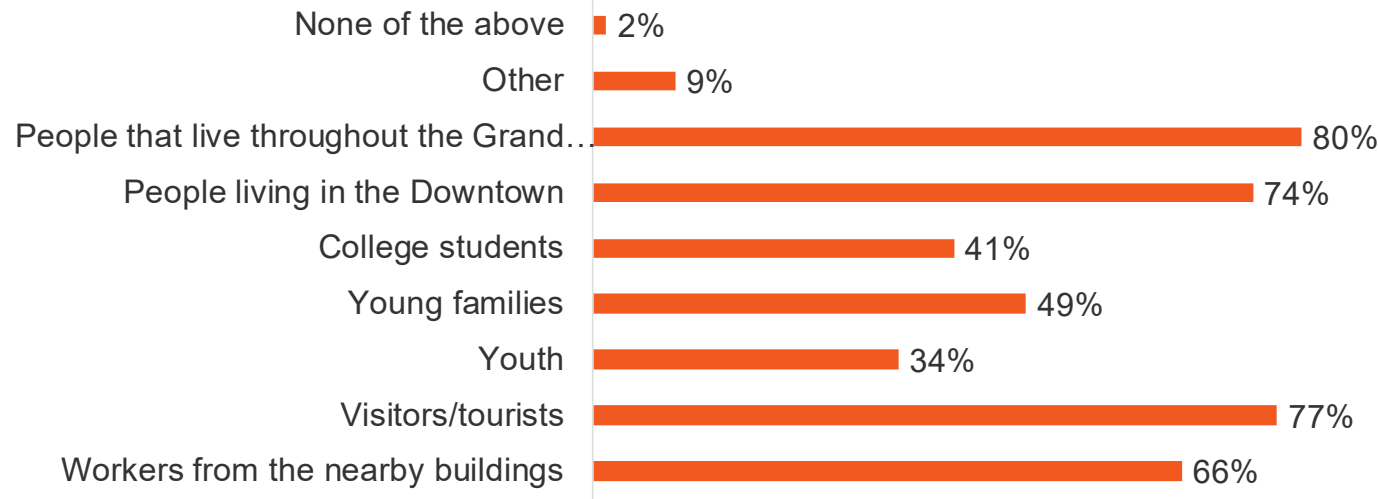


### ACCESS + MOBILITY

What should be the priorities for improving circulation in and around the Plaza?

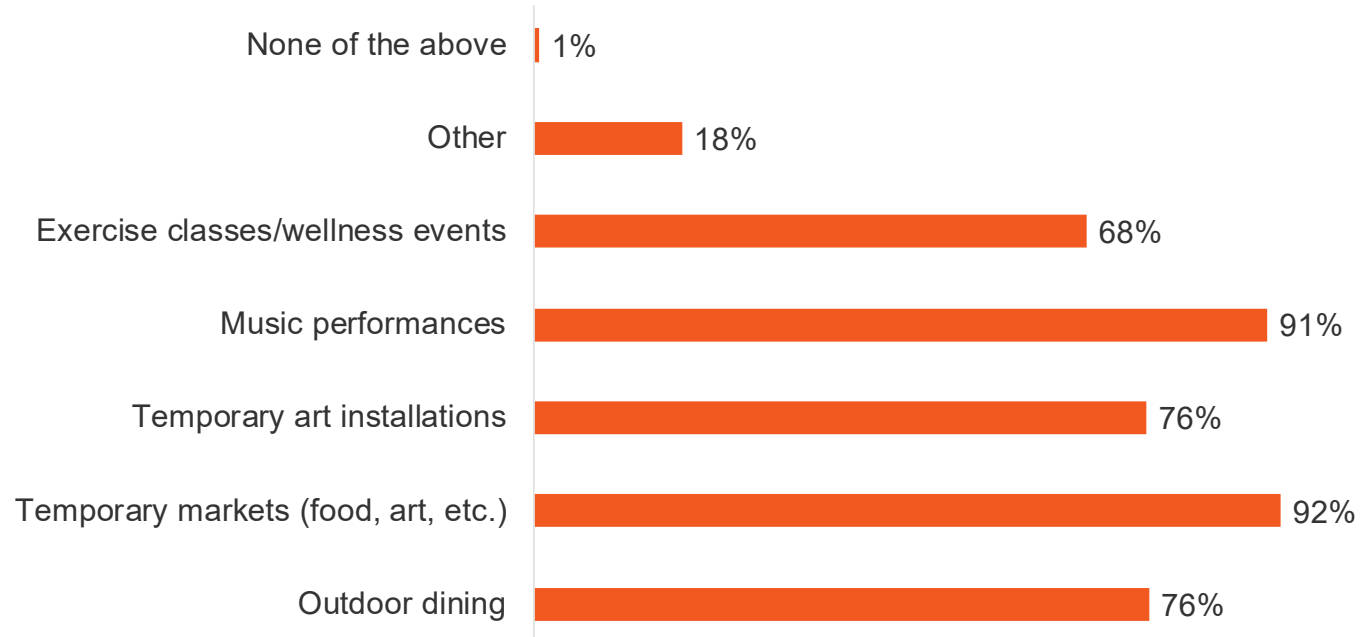


Should there be a greater focus on the Plaza serving or attracting any of these groups in the future?

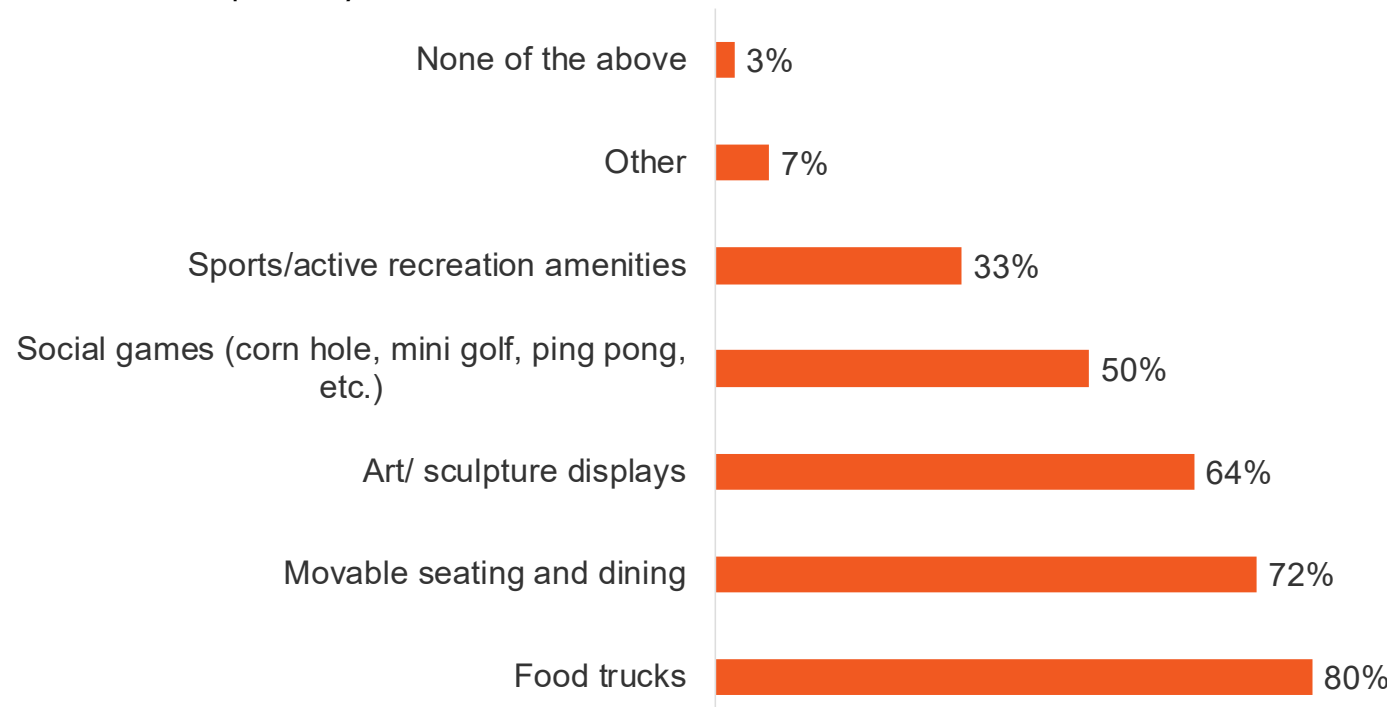


### EVENTS + ACTIVITIES

What types of events/activities do you feel are appropriate for Calder Plaza?



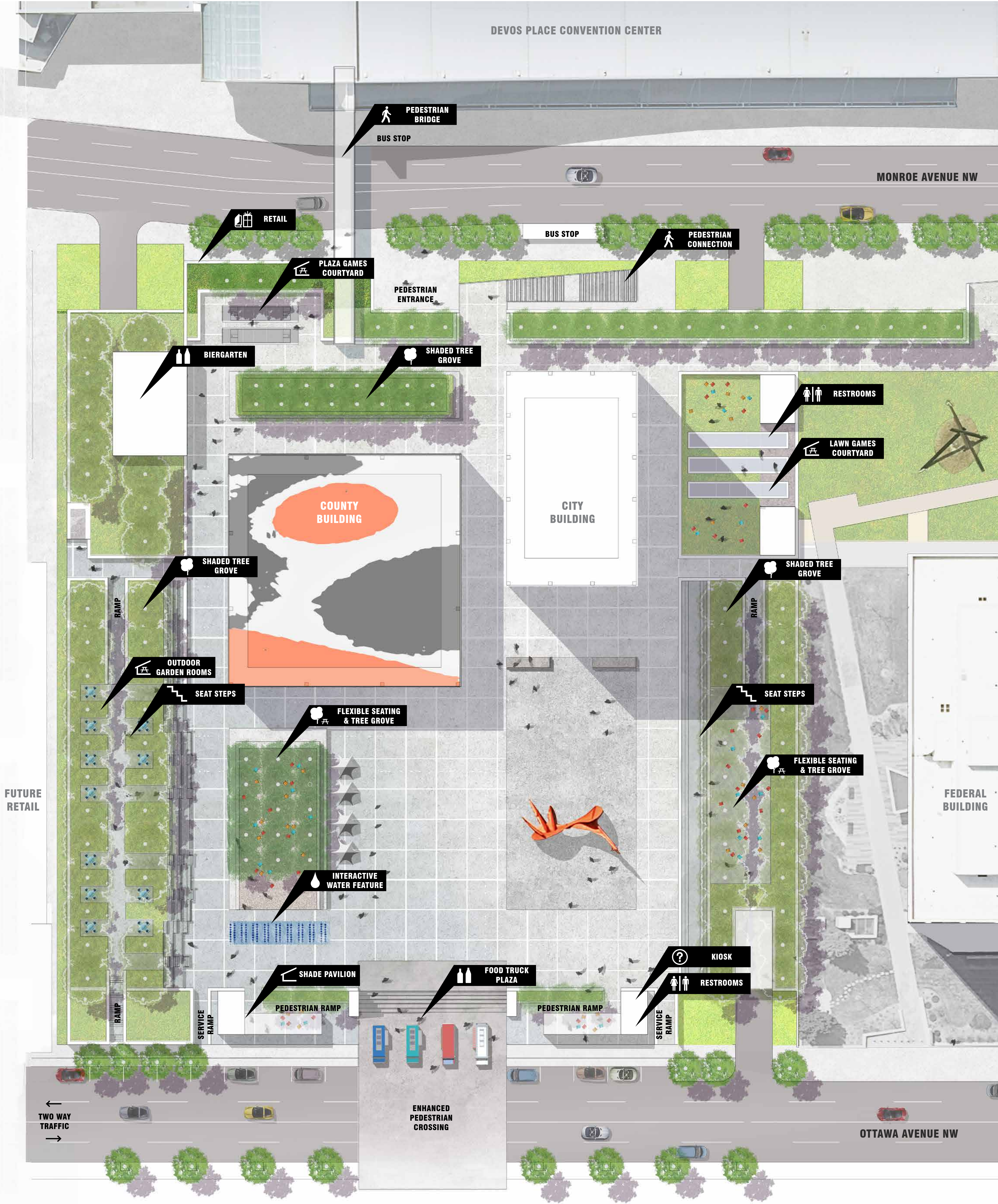
Which temporary or flexible elements are of interest?





# MODERNIST LINES

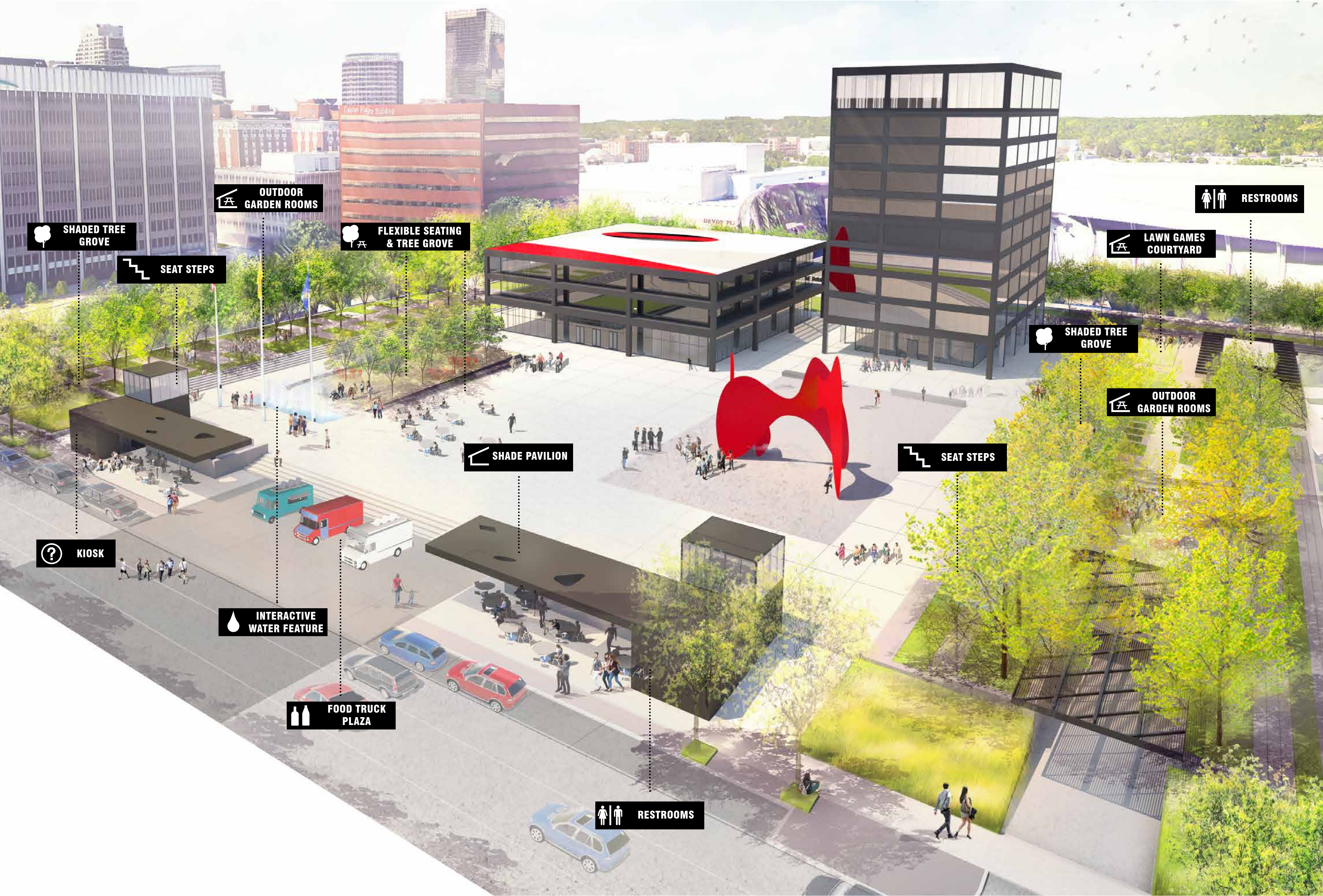
A PLAZA FULL OF OPTIONS... HISTORIC VALUES



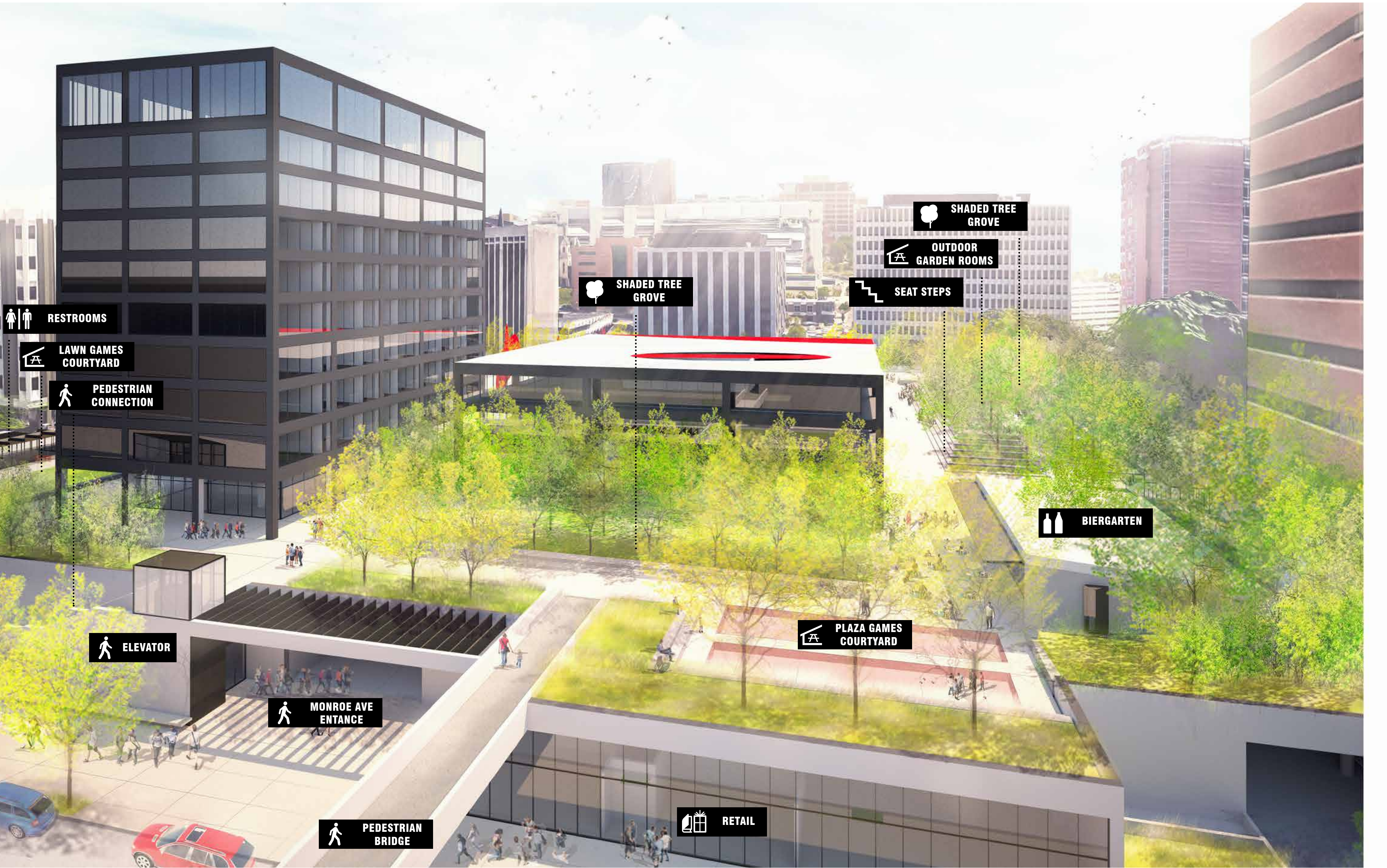


# MODERNIST LINES

A PLAZA FULL OF OPTIONS... HISTORIC VALUES



Bird's Eye View from Ottawa Avenue



Bird's Eye View from Monroe Avenue



# MODERNIST LINES

A PLAZA FULL OF OPTIONS... HISTORIC VALUES



View of Calder's La Grande Vitesse

## CONCEPT IMAGERY...



Lincoln Center, Design by DSR, Photo Source Iwan Baan, ArchDaily



Bryant Park, Design by OLIN, Photo by Bryant Park (Pinterest)



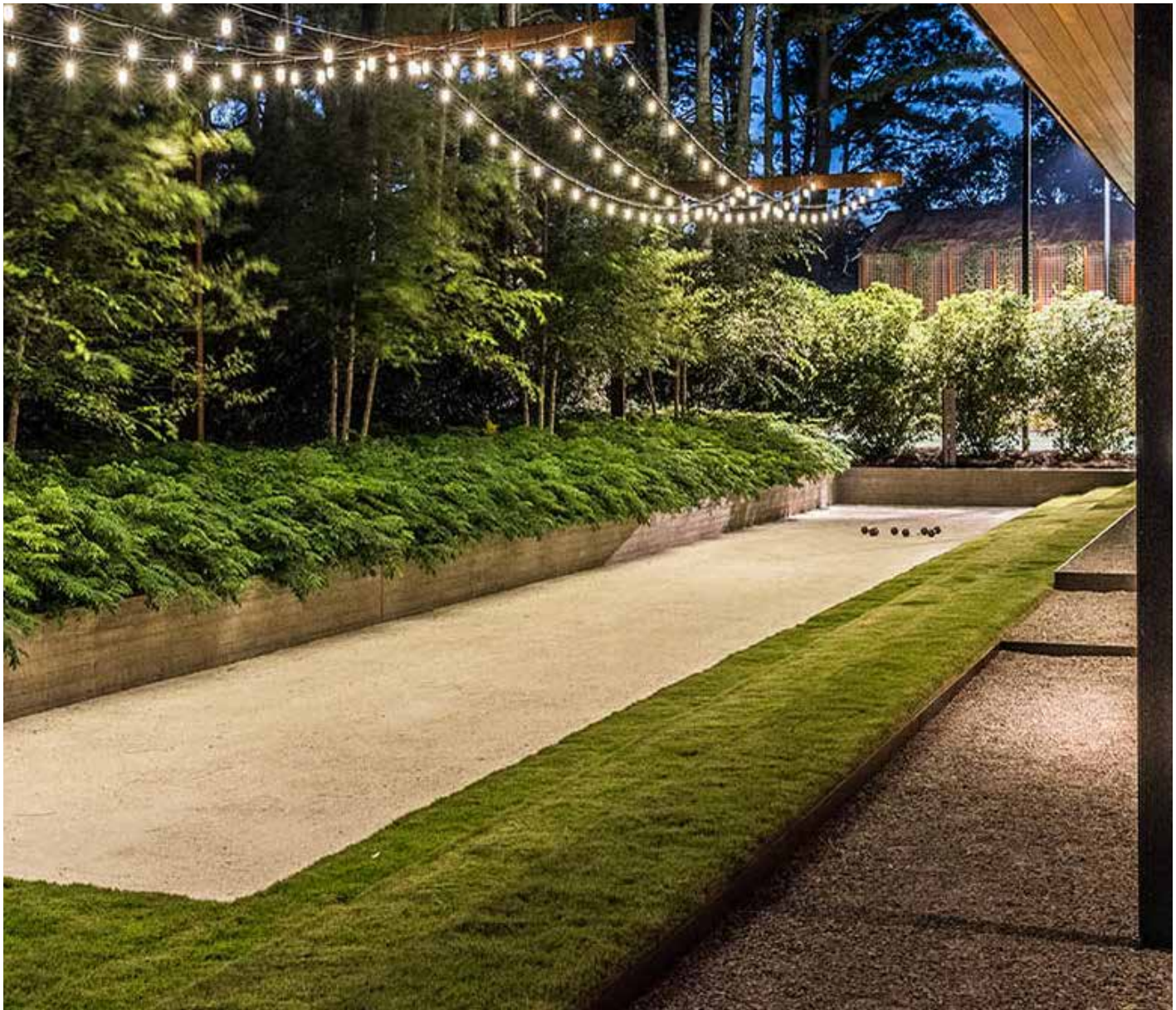
Design by Link Landscape, Photo by Tomasz Majewski (Pinterest)



Lincoln Center, Design by DSR, Photo Source Deeproot



Old Town Plaza, Design by Design Workshop, Photo Source: D.A. Horchner



Cedar Creek by Hocker Design, Photo Credit - Robert Yu, Justin Clemons

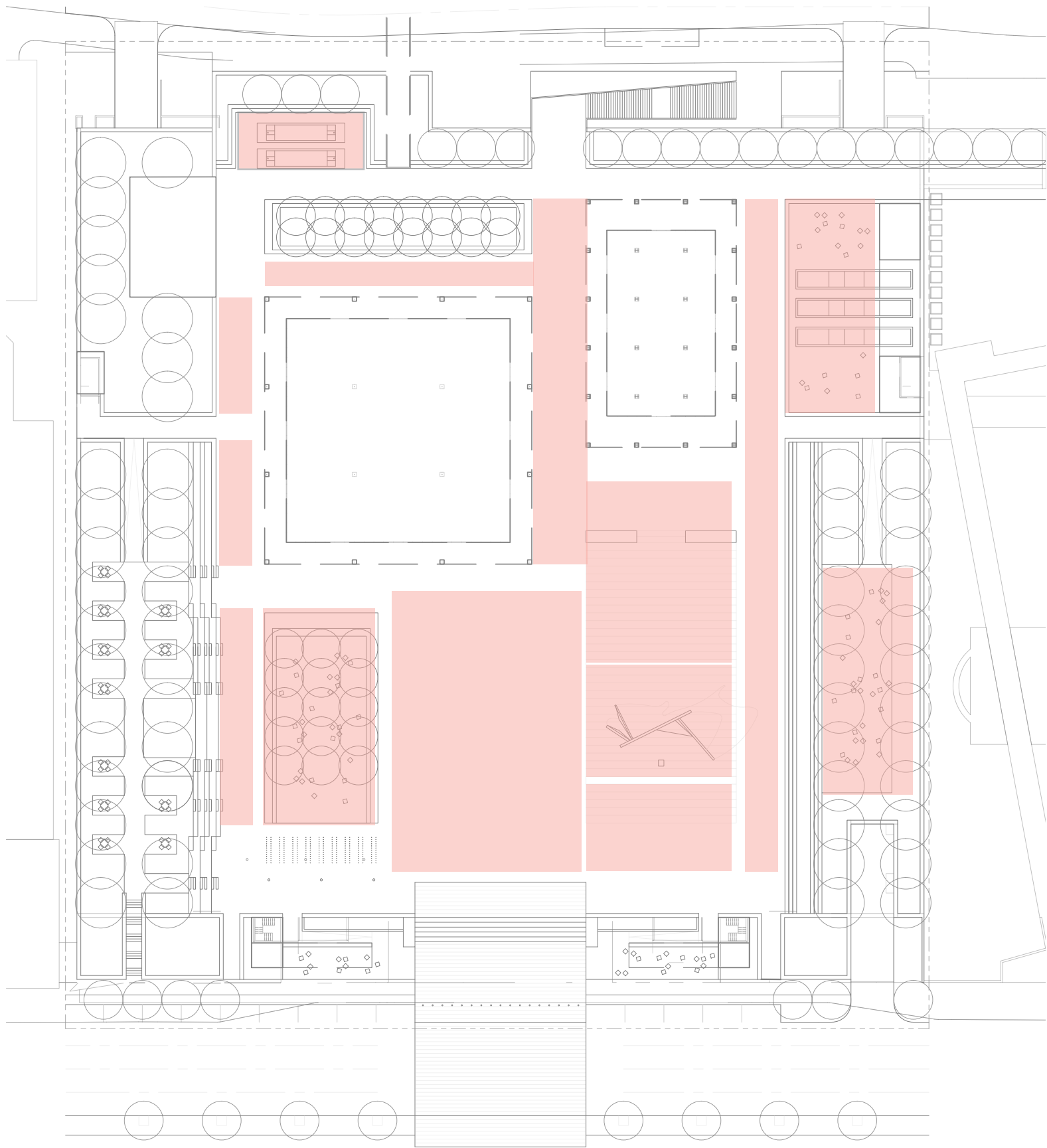


# MODERNIST LINES

A PLAZA FULL OF OPTIONS... HISTORIC VALUES



## MAXIMIZING EVENTS + ACTIVITIES

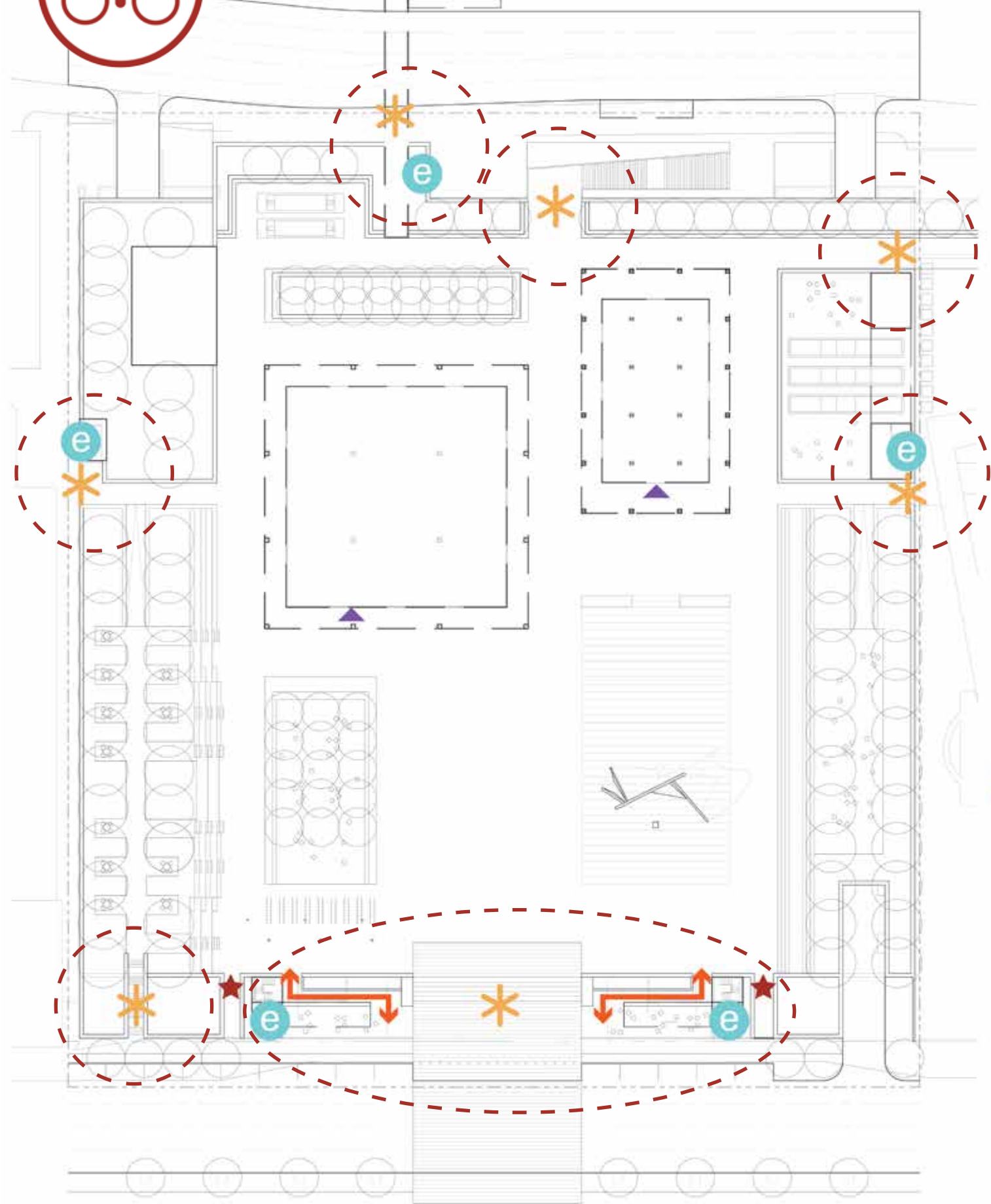


### METRICS

The Plaza accommodates events of all sizes...  
**41,200 sf** of anticipated usable space  
accommodates +/- **4,100** individuals



## IMPROVING ACCESS + MOBILITY



- LEGEND
- ramp
  - elevator
  - stairs or at-grade entry
  - service entry
  - building entry

### METRICS

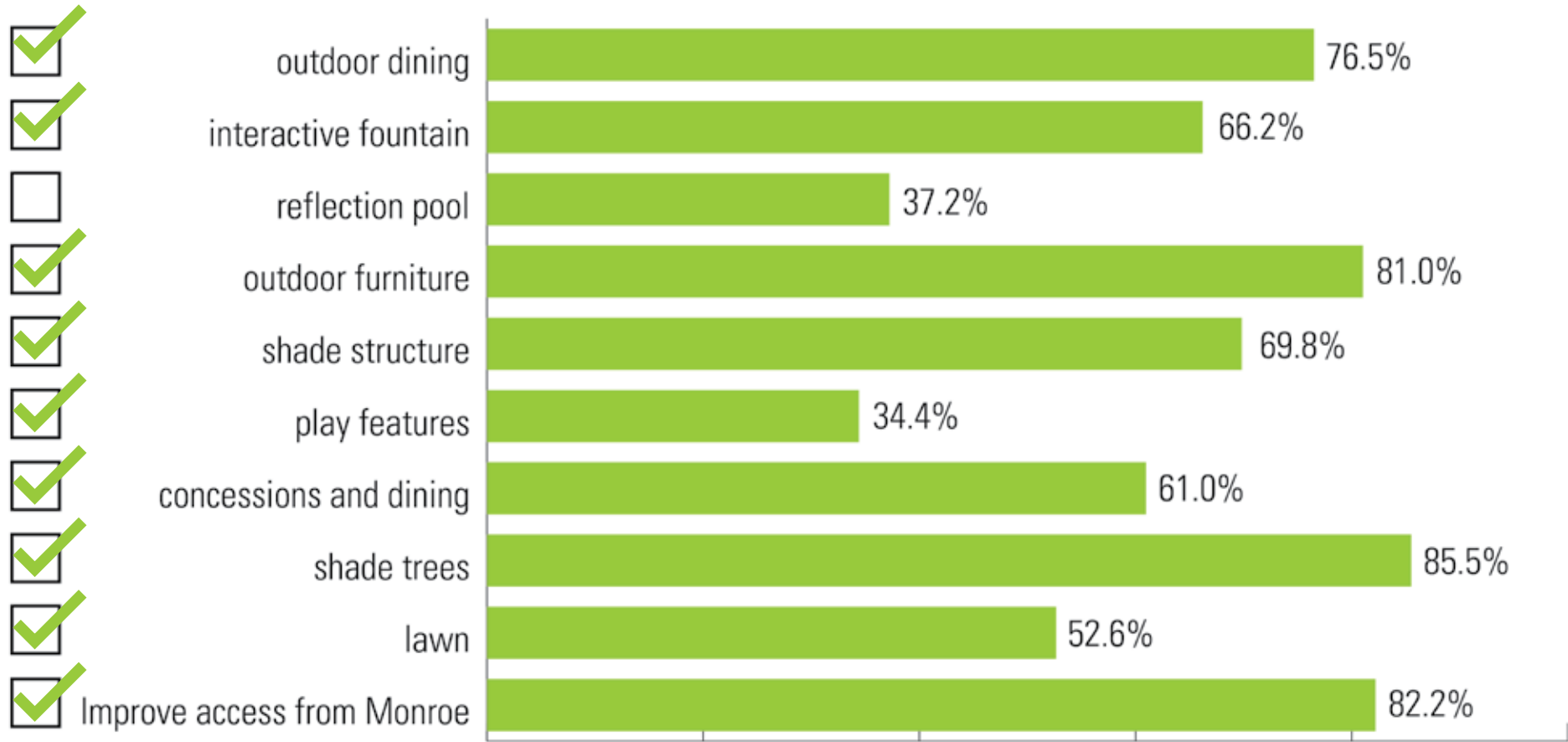
**7** access points to plaza  
**2** accessible ramp access  
**5** elevator access  
**7** stairs and at-grade access  
**2** service entries



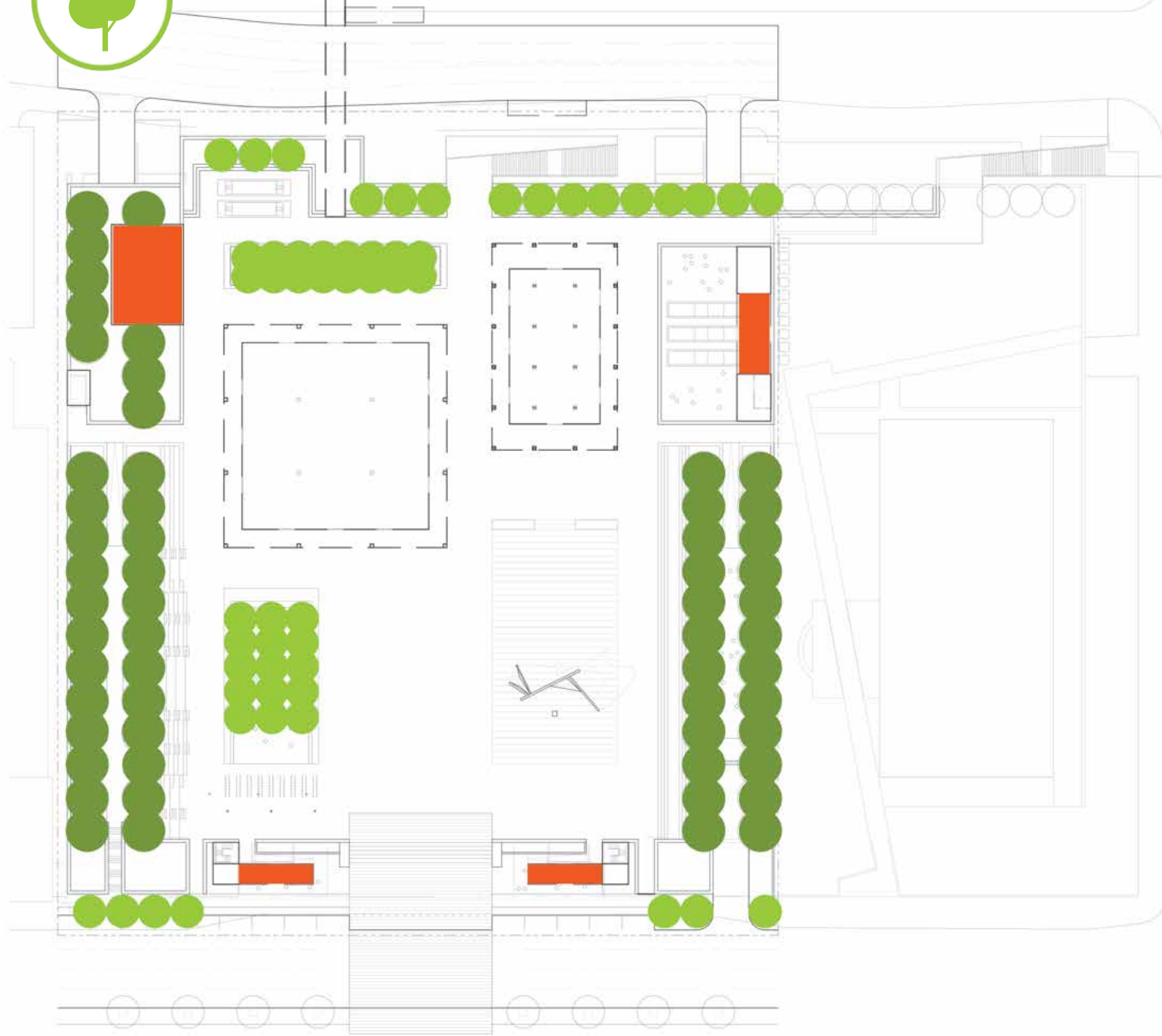
## DESIGNING NEW AMENITIES

Amenities found in Modernist Lines

Public Preferences



## INCREASING VEGETATION AND SHADE



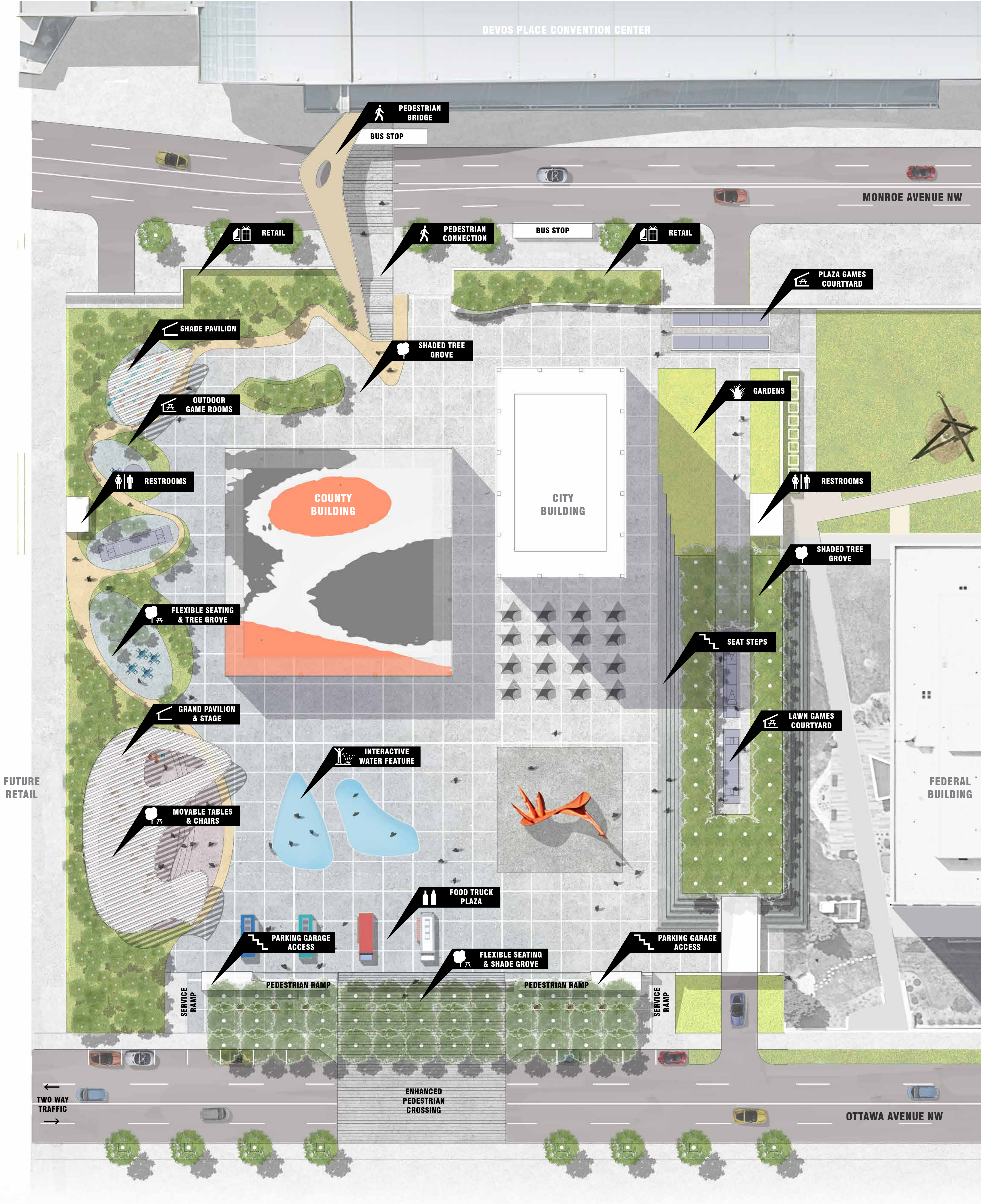
### METRICS

**26,159 sf** of new tree canopy cover at the Plaza  
**4,919 sf** of new structured shade covering at the Plaza  
**21.6%** increased shade from existing conditions



# SCULPTURAL GROVE

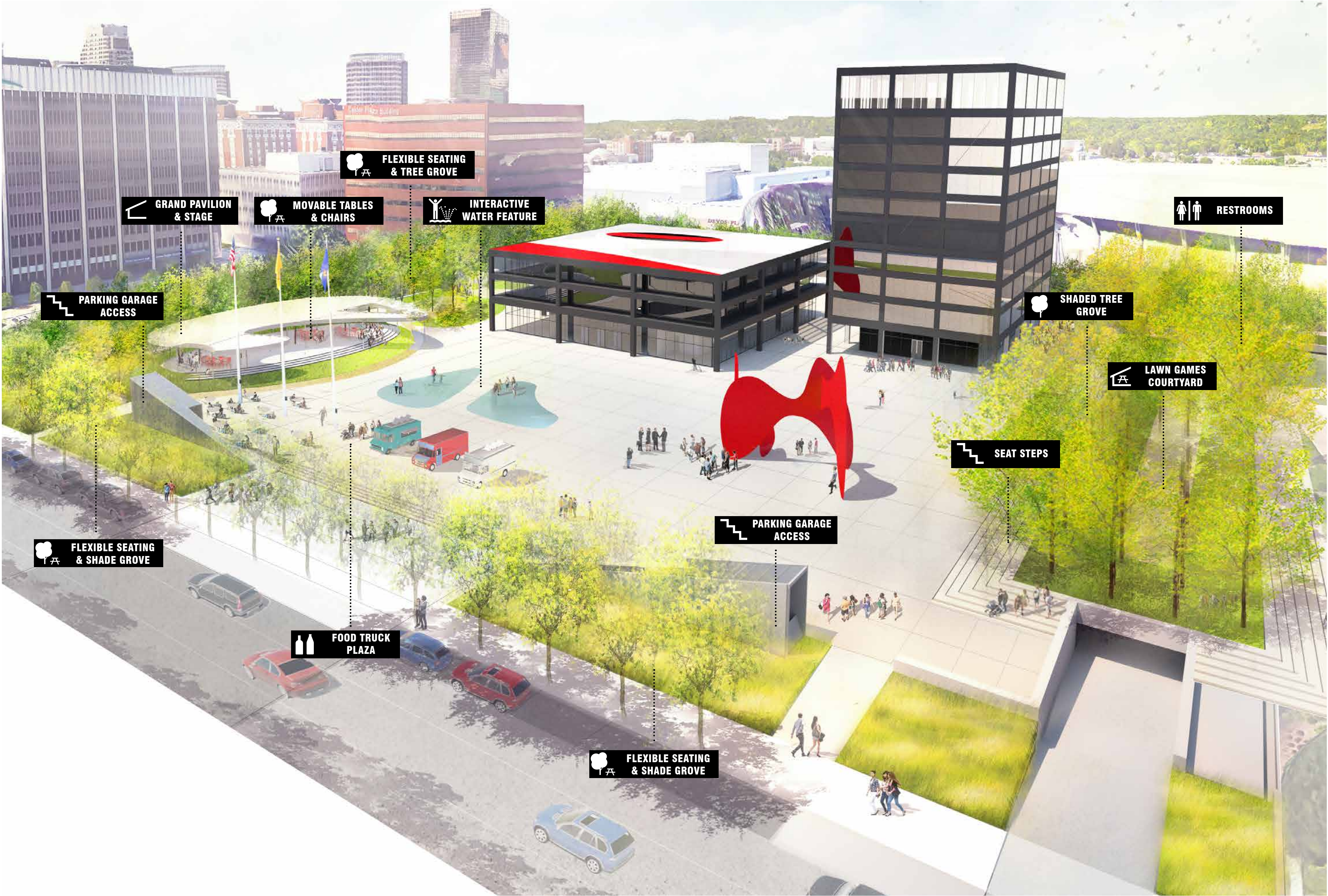
A PLAZA FULL OF OPTIONS... MEANDERING GARDENS



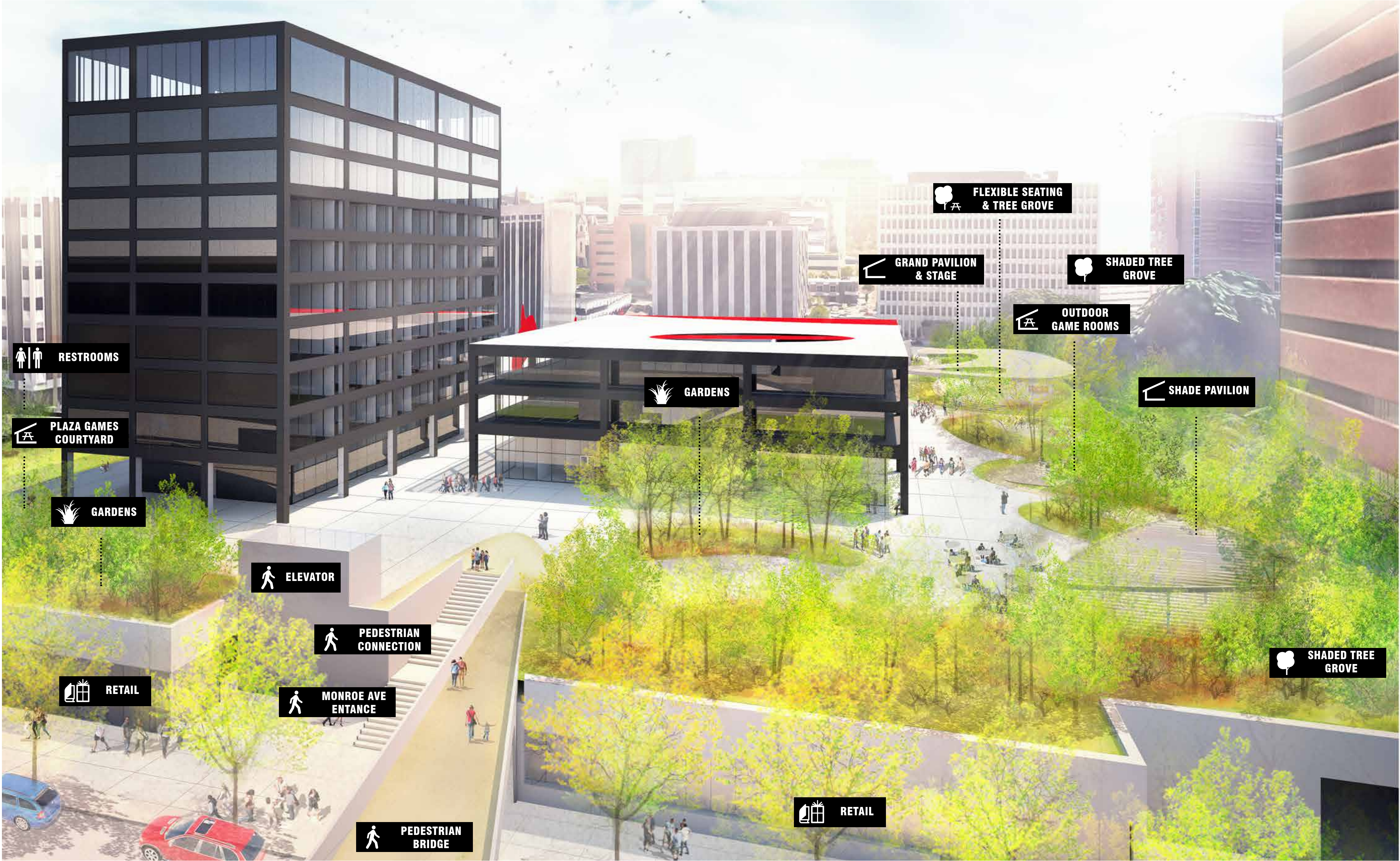


# SCULPTURAL GROVE

A PLAZA FULL OF OPTIONS... MEANDERING GARDENS



Bird's Eye View from Ottawa Avenue



Bird's Eye View from Monroe Avenue



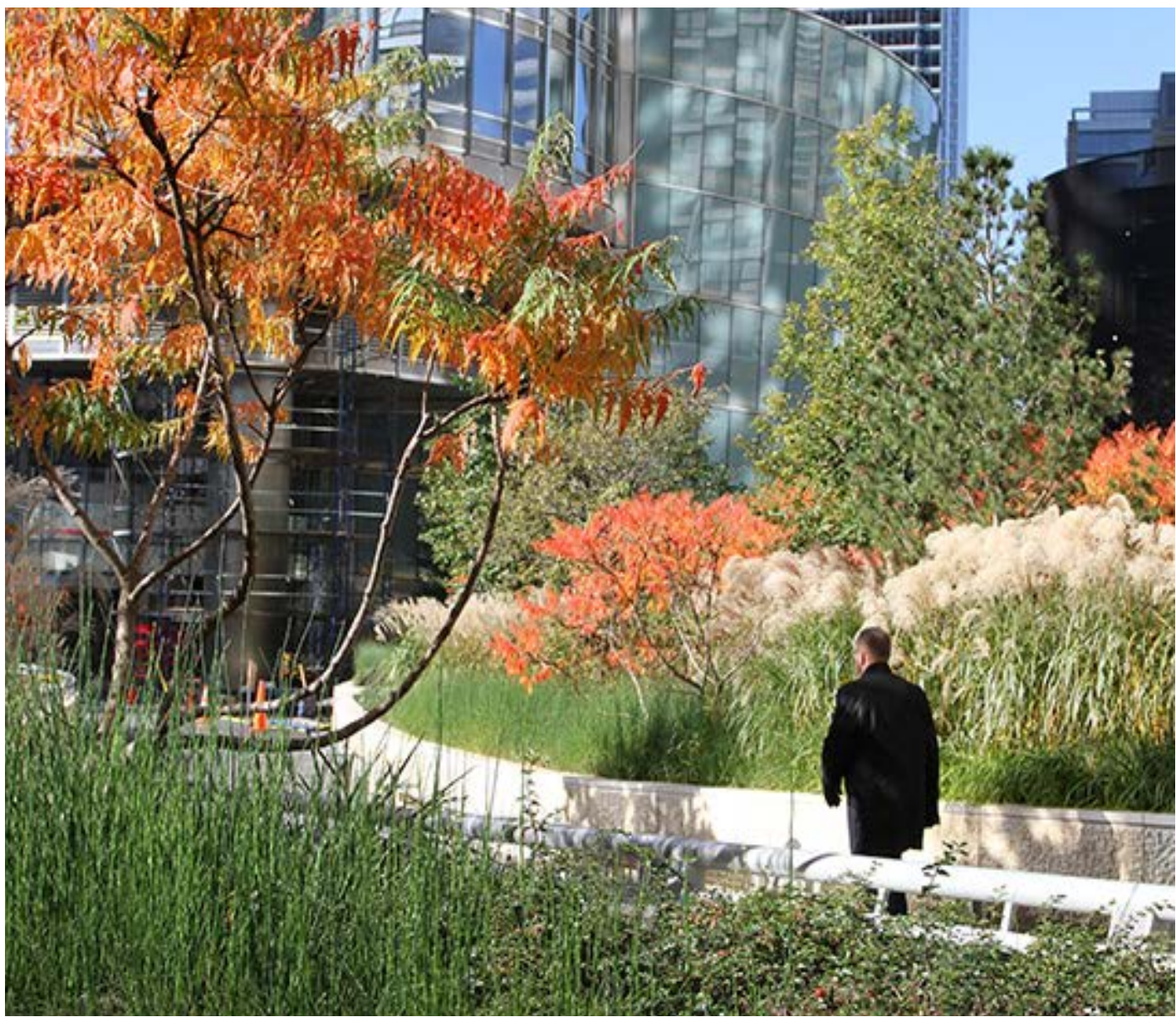
# SCULPTURAL GROVE

A PLAZA FULL OF OPTIONS... MEANDERING GARDENS



View of Calder's La Grande Vitesse

## CONCEPT IMAGERY...



Design by Hoerr Schuadt, Photo by Hoerr Schuadt (ASLA)



Abstract Water Reflections - Etsy Source: Cindi Ressler Photography



Mulimatt footbridge, Source pld-m.com(Pinterest)



White Birches, Photo Source - Onlinenurseryco



Long Dock Park - Design and Photography by Reed Hilderbrand



Cedar Creek by Hocker Design, Photo Credit - Robert Yu, Justin Clemons

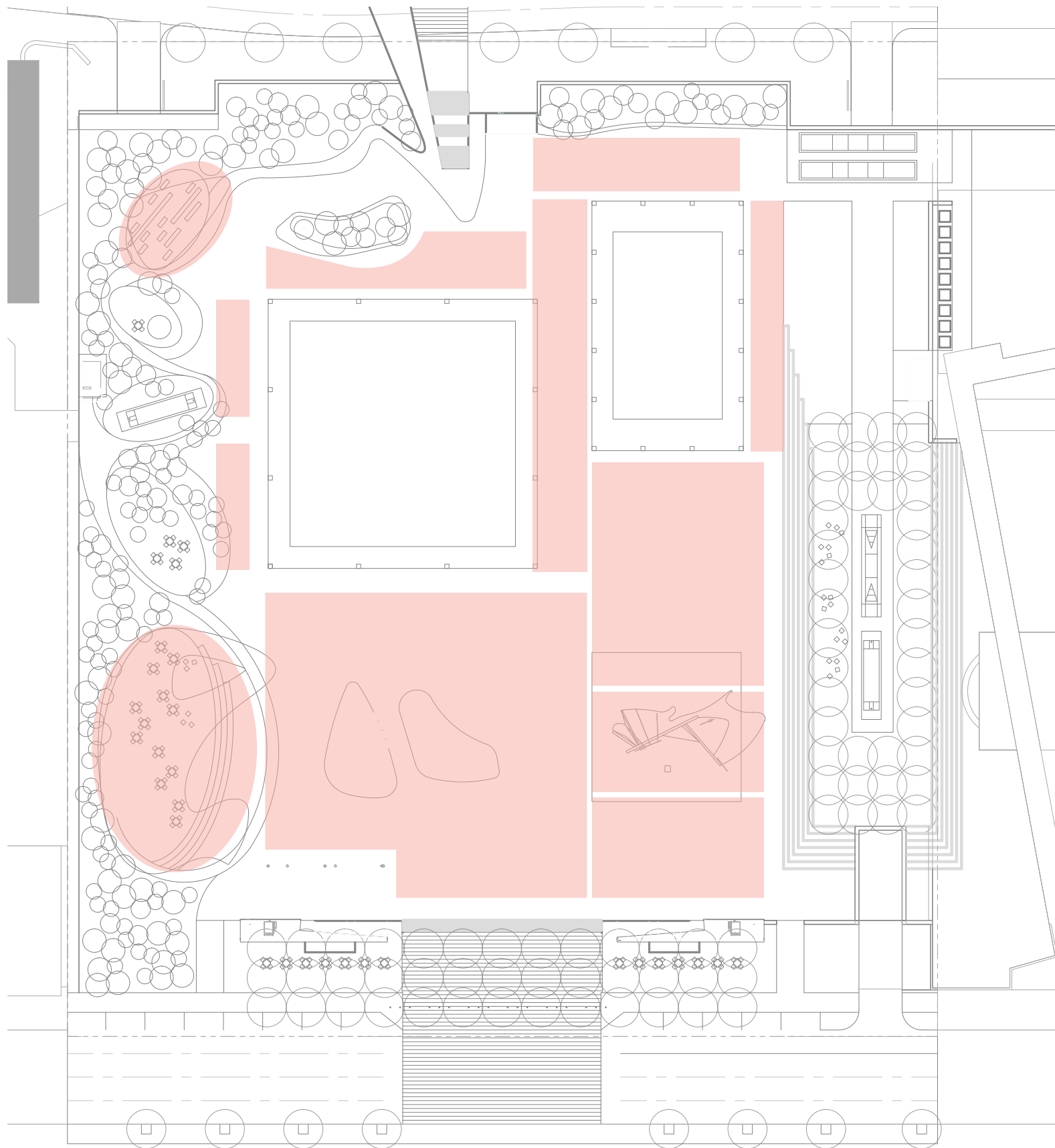


# SCULPTURAL GROVE

A PLAZA FULL OF OPTIONS... MEANDERING GARDENS



## MAXIMIZING EVENTS + ACTIVITIES

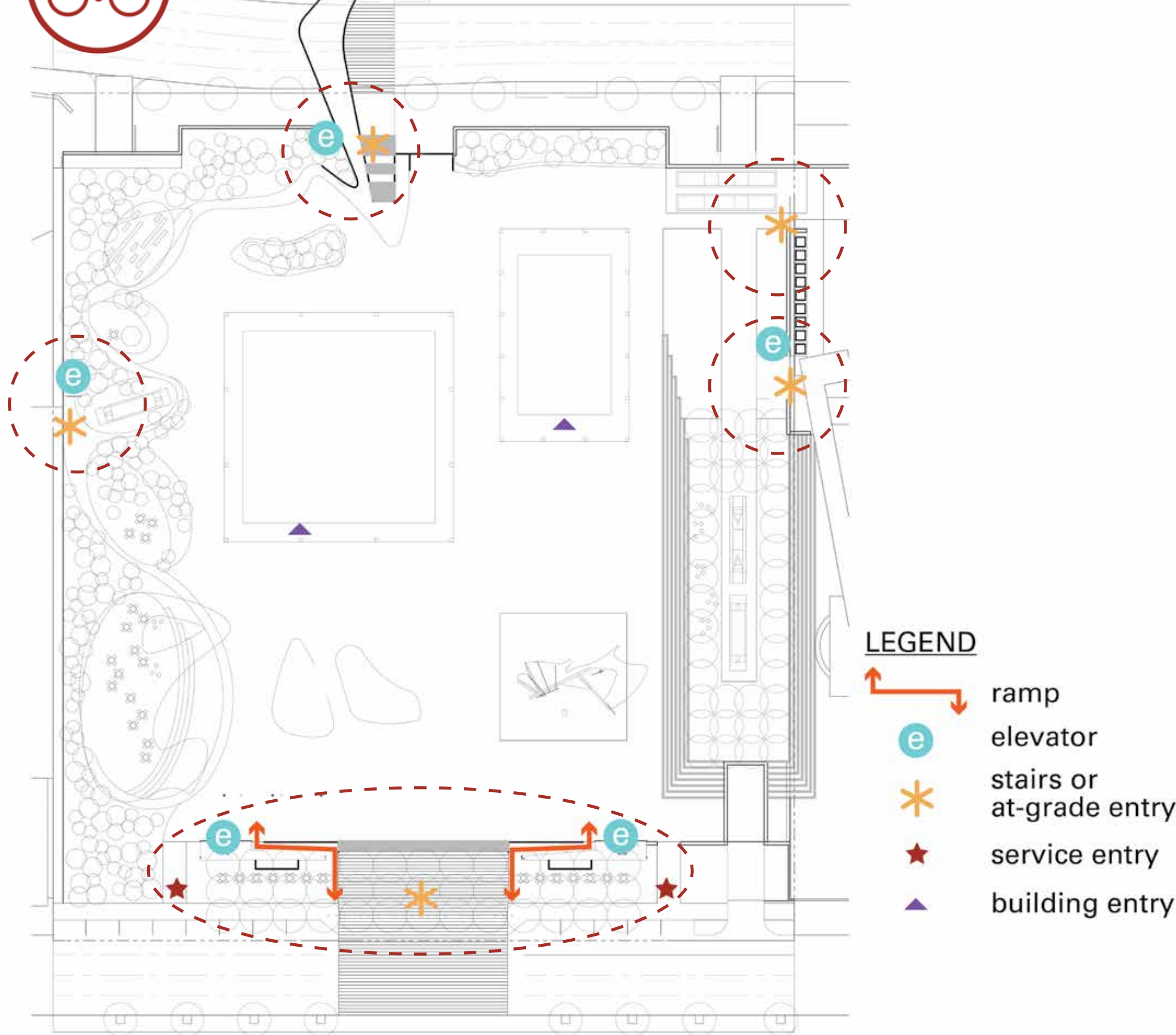


### METRICS

The Plaza accommodates events of all sizes...  
**45,000 sf** of anticipated usable space  
accommodates +/- **4,500** individuals



## IMPROVING ACCESS + MOBILITY



### METRICS

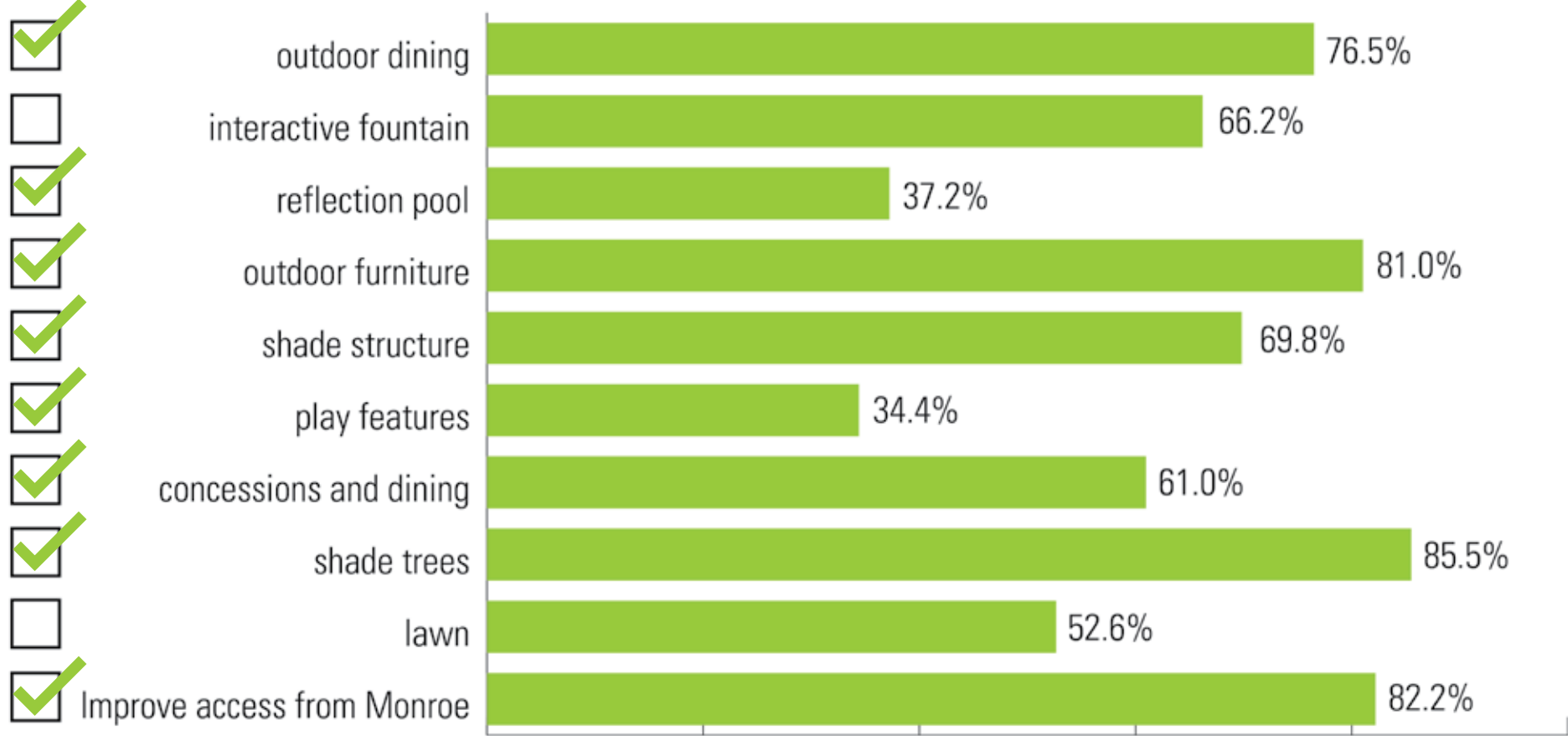
**5** access points to plaza  
**2** accessible ramp access  
**5** elevator access  
**5** stairs and at-grade access  
**2** service entries



## DESIGNING NEW AMENITIES

### Amenities found in Sculptural Grove

### Public Preferences



## INCREASING VEGETATION AND SHADE



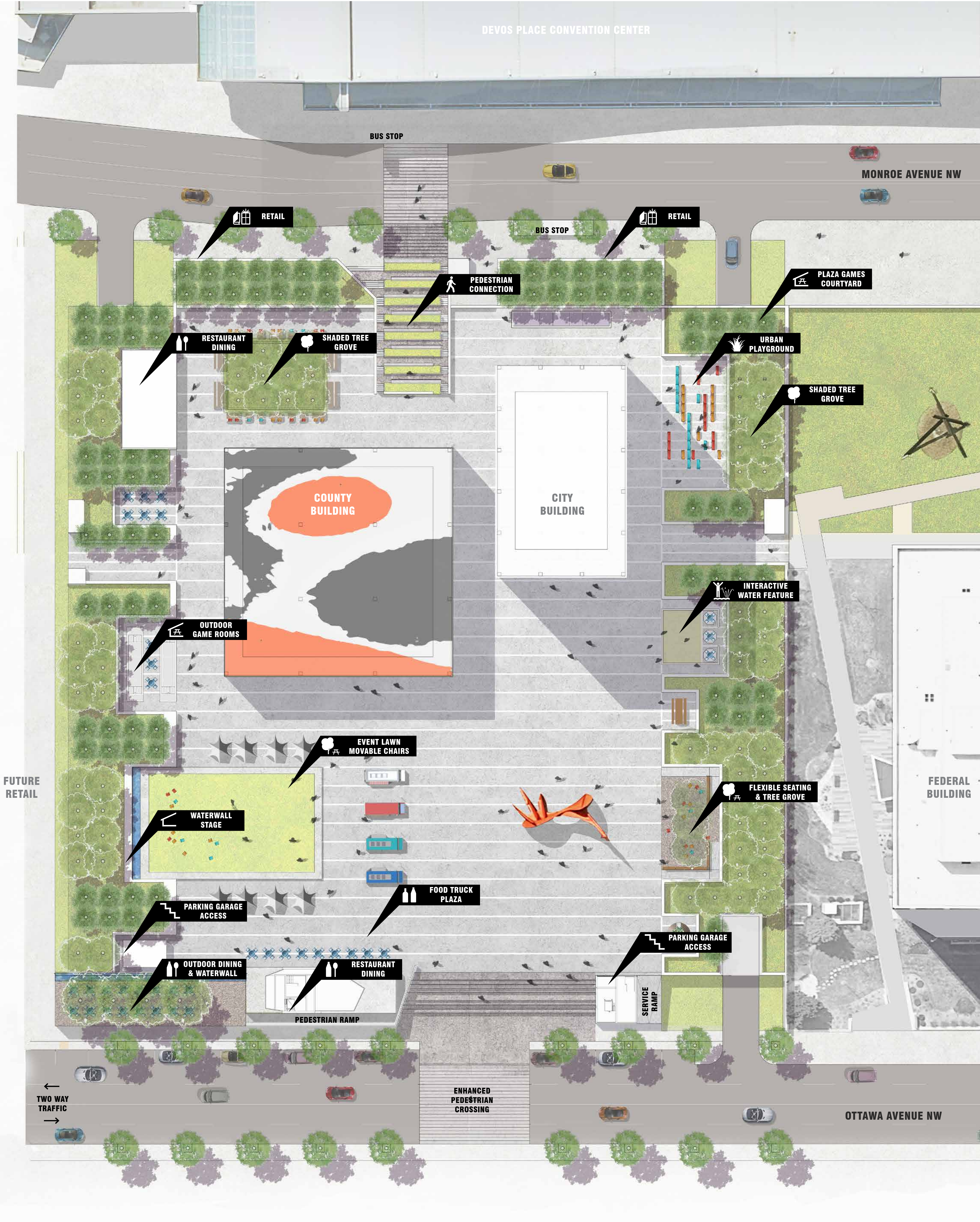
### METRICS

**37,705 sf** of new tree canopy cover at the Plaza  
**8,289 sf** of new structured shade covering at the Plaza  
**79.9%** increased shade from existing conditions



# URBAN LIVING ROOM

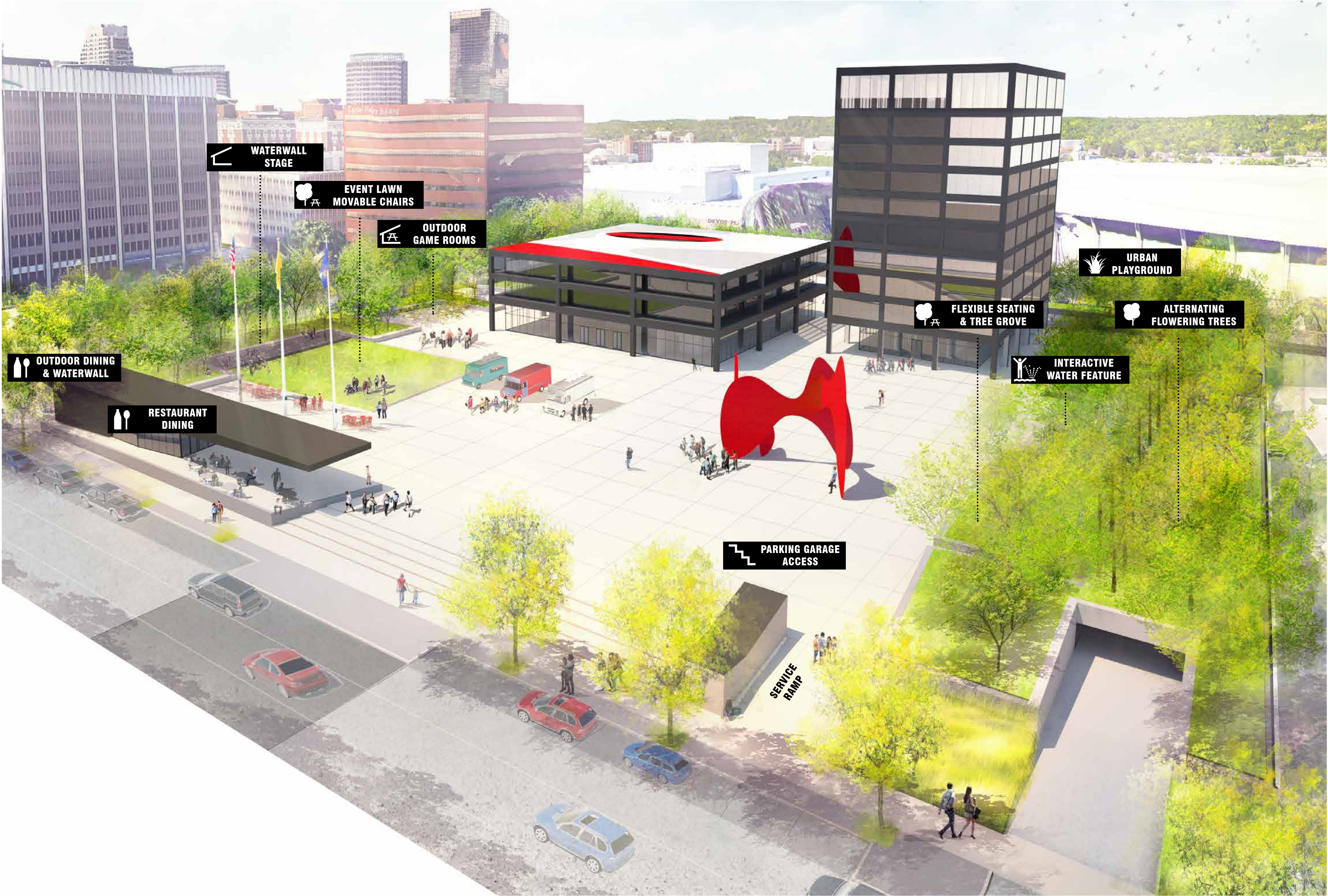
A PLAZA FULL OF OPTIONS... WELCOMING COMFORT



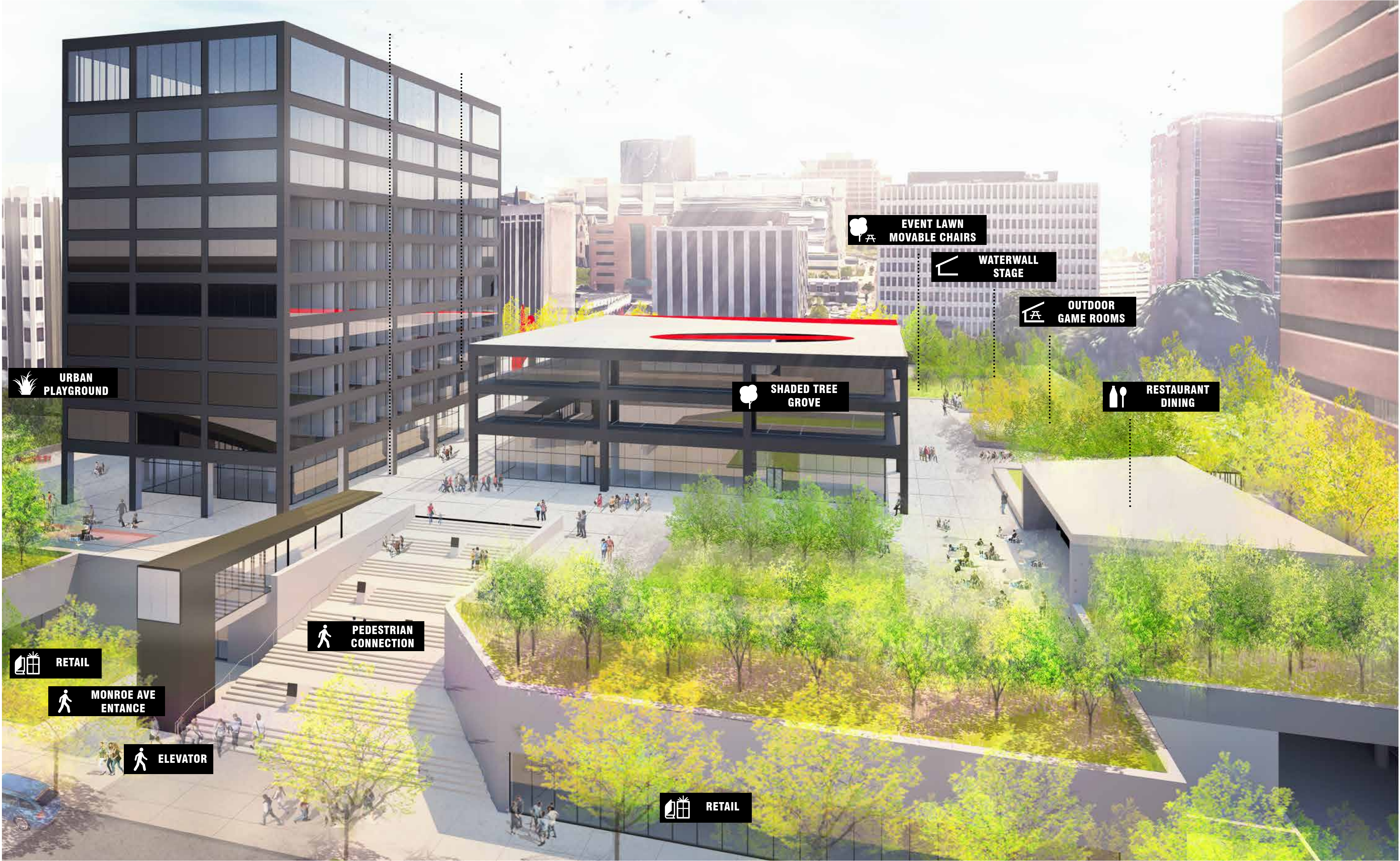


# URBAN LIVING ROOM

A PLAZA FULL OF OPTIONS... WELCOMING COMFORT



Bird's Eye View from Ottawa Avenue



Bird's Eye View from Monroe Avenue



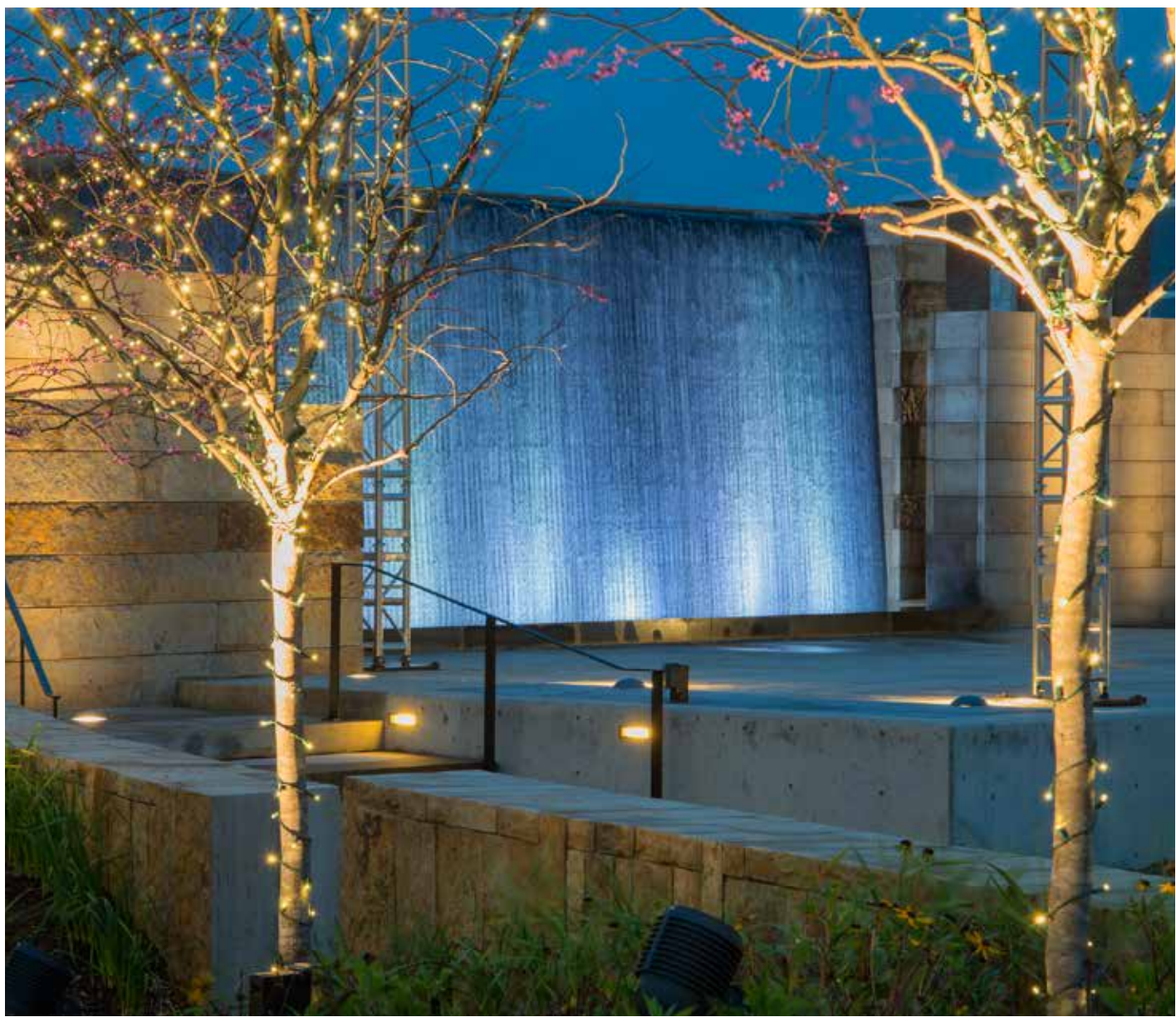
# URBAN LIVING ROOM

A PLAZA FULL OF OPTIONS... WELCOMING COMFORT



View of Calder's La Grande Vitesse

## CONCEPT IMAGERY...



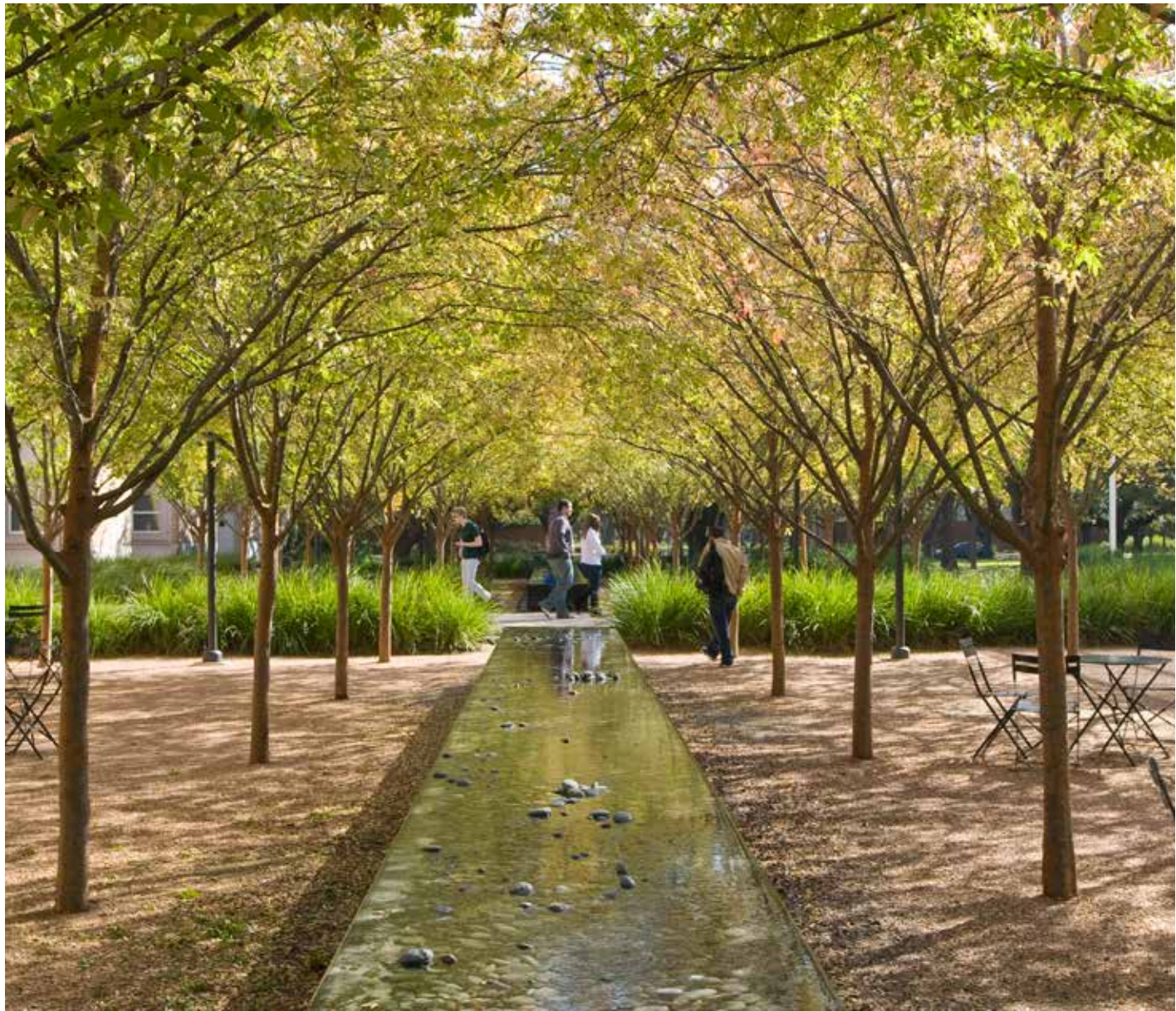
Old Town Plaza, Design by Design Workshop, Photo Source D.A. Horchner



Design by Smith GroupJJR, Photo Source www.laf.org (Pinterest)



Rigamajig at High Line Photo Source - Kaboom



Brochstein Pavilion, Design by OJB, Photo by Paul Hester



Bryant Park, Design by OLIN, Photo by Bryant Park (Pinterest)



Diltworth Park, Source Brulee Catering (Pinterest)

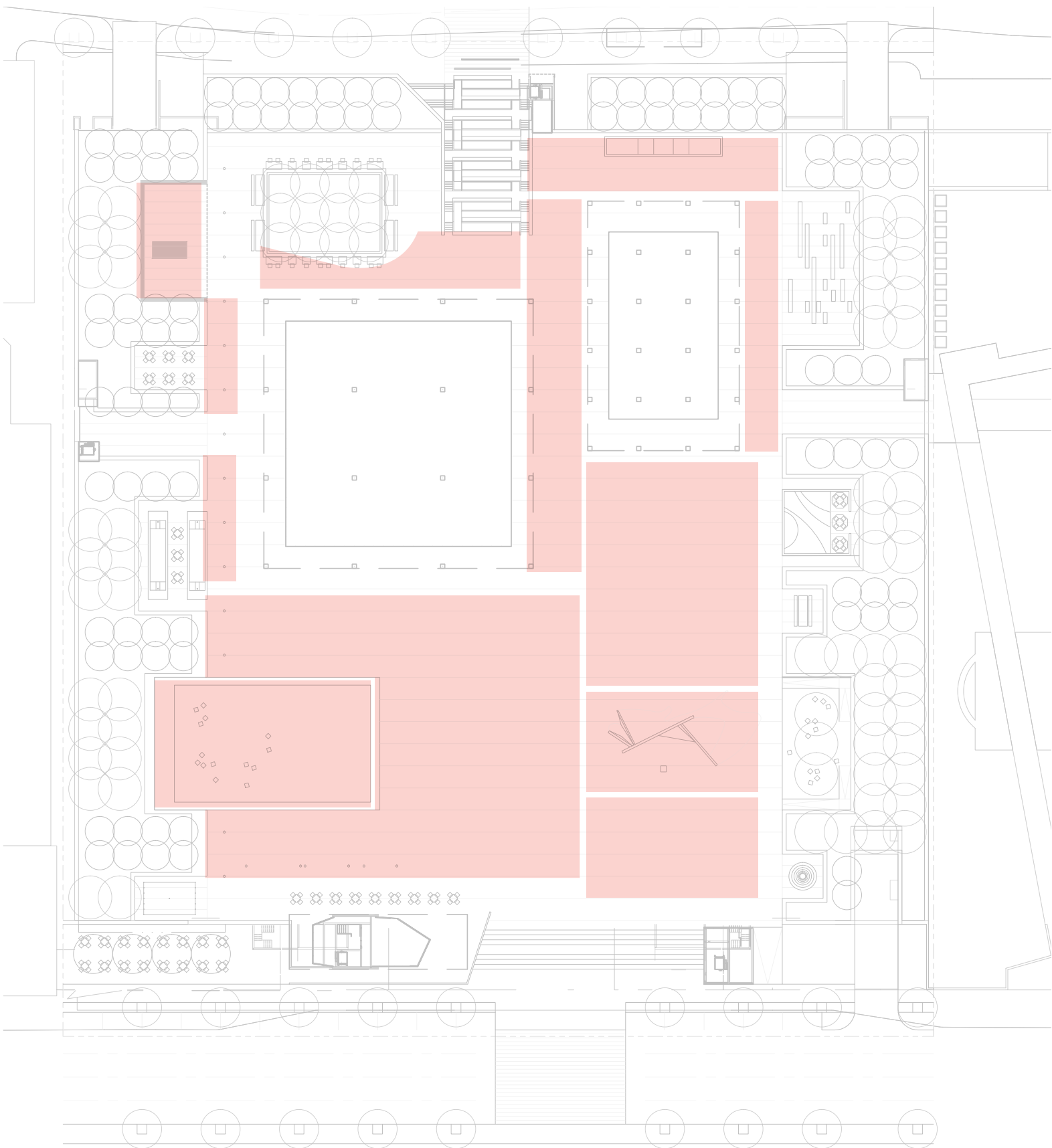


# URBAN LIVING ROOM

A PLAZA FULL OF OPTIONS... WELCOMING COMFORT



## MAXIMIZING EVENTS + ACTIVITIES

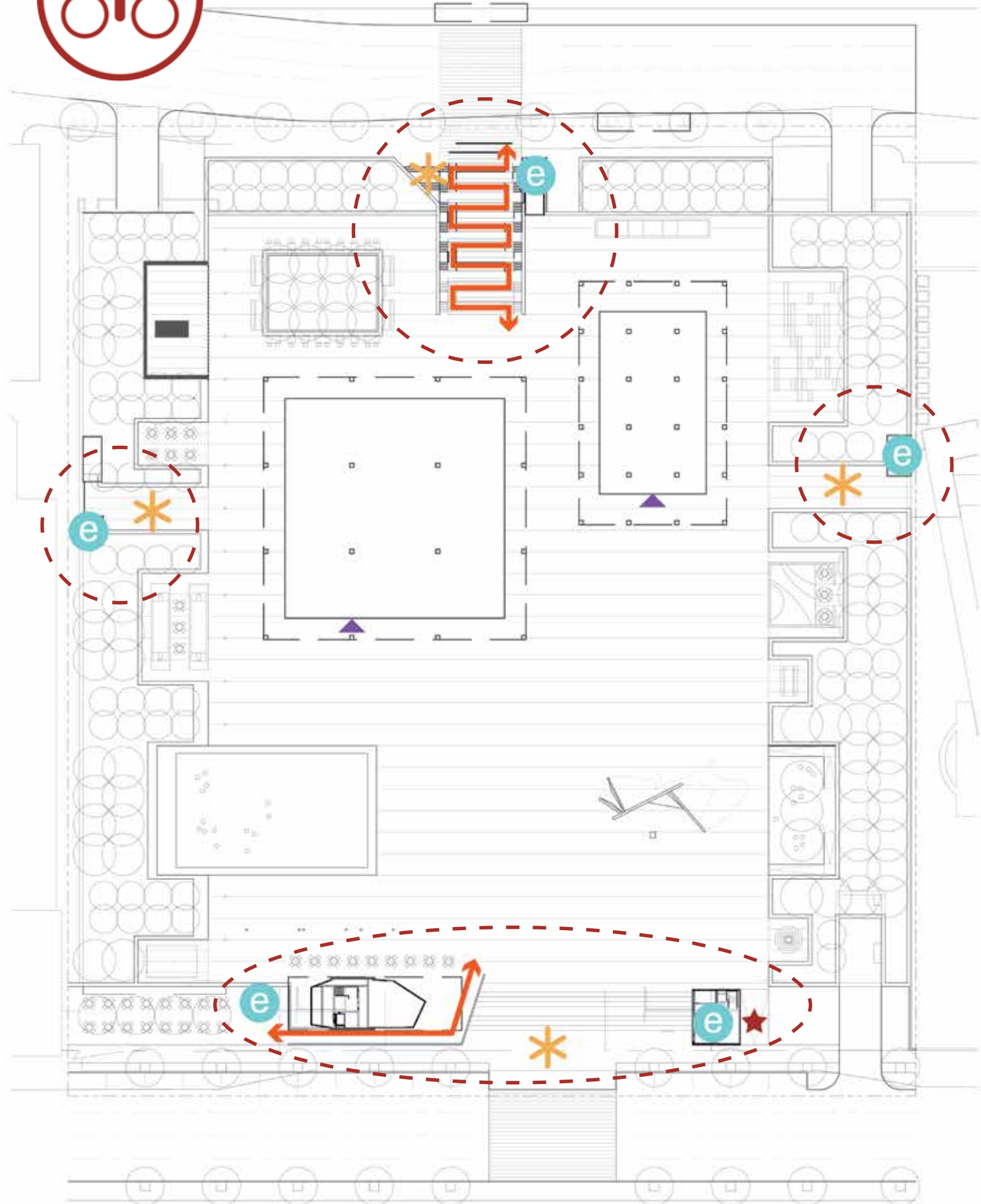


### METRICS

The Plaza accommodates events of all sizes...  
**42,000 sf** of anticipated usable space  
accommodates +/- **4,200** individuals



## IMPROVING ACCESS + MOBILITY



- LEGEND
- ramp
  - elevator
  - stairs or at-grade entry
  - service entry
  - building entry

### METRICS

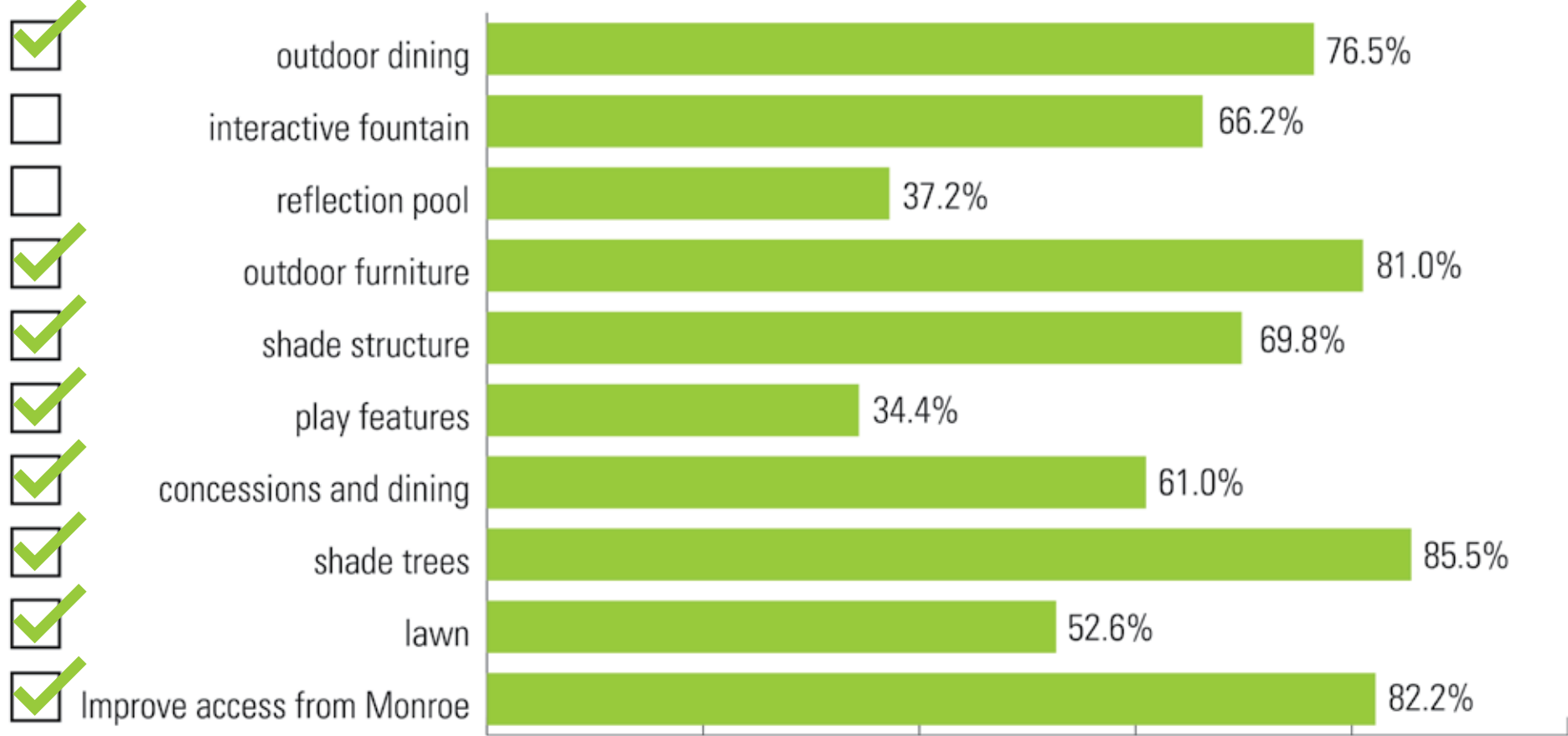
**4** access points to plaza  
**2** accessible ramp access  
**5** elevator access  
**4** stairs and at-grade access  
**1** service entry (widened)



## DESIGNING NEW AMENITIES

Amenities found in Urban Living Room

Public Preferences



## INCREASING VEGETATION AND SHADE



### METRICS

**39,724 sf** of new tree canopy cover at the Plaza  
**3,461 sf** of new structured shade covering at the Plaza  
**68.9%** increased shade from existing conditions