

**MEETING OF THE  
DOWNTOWN DEVELOPMENT AUTHORITY**

**Wednesday, May 8, 2013**

**8:30 a.m. Meeting**

**Room 601, City Hall**

**AGENDA**

1. Call to order
2. Approval of meeting minutes of April 10, 2013 (8:30).....*Motion Harris*  
(enclosure)
3. DDA financial reports for the period ending April 30, 2013 (8:32) .....*Motion Wallace*  
(enclosure)
4. Presentation of Final Arena South Visioning Report (8:40) .....*Info Item Larson*  
(enclosure)
5. Request for Building Reuse Incentive Program for 29 Pearl (8:45) .....*Motion Pratt*  
(enclosure)
6. Request Monroe Center Ph.3 & Monument Park Contract Amendment (8:55) ....*Motion DeClercq*  
(enclosure)
7. Authorize Local Share for Grand Rapids / Indiana Railroad Bridge (9:05) .....*Motion Larson*  
(enclosure)
8. Authorize Local Share for Ionia Streetscape Enhancement Infrastructure (9:10) *Motion Larson*  
(enclosure)
9. Authorize Contract Execution for Bicycle Marketing Program (9:15) .....*Motion Kelly*  
(enclosure)
10. Recommendation to Adopt Bidding and Purchasing Policy (9:20) .....*Motion Larson*  
(enclosure)
11. Recommendation for One-Year Option Agreement for Area 1 (9:30) .....*Motion Larson*  
(enclosure)
12. FY 14 Budget / Priority Plan Preview (9:40).....*Info Item Larson*
13. Executive Director's Report (9:50) .....*Info Item Larson*
14. Public Comment (9:55)
15. Board Member Discussion
16. Adjournment

*Downtown Grand Rapids*

*Prosperous ❖ Livable ❖ Walkable ❖ Inclusive ❖ Green ❖ Connected ❖ Distinctive*

MEETING OF THE DOWNTOWN DEVELOPMENT AUTHORITY

April 10, 2013

1. Call to Order – The meeting was called to order at 8:33 a.m. by Chair Brian Harris.

2. Attendance

Present: Kayem Dunn, Jane Gietzen, Brian Harris, Mayor George Heartwell, Elissa Hillary, Jim Talen, Rick Winn

Absent: Dr. Wendy Falb, Mary Tuuk

Others Present: Kristopher Larson (Executive Director), Mary Sierawski (DDA Executive Asst/Office Manager), Jana Wallace (DDA Treasurer), Richard Wendt (DDA Counsel), Eric Pratt, Tim Kelly, Kim VanDriel (staff), Jim Harger (Mlive Media Group), Marcia Warner (GRPL), David Czurak (GRBJ) Ray Kisor (Colliers), Tom Nemitz, Lynee Wells, Trevor Bosworth, Eric DeLong, John Wheeler, Robert Dwortz, Elijah Brumback (MiBiz), Rich MacKeigan (SMG), Kevin Wisselink (The Rapid), Kendall Cilbert, Bruce Butgerejt, and others.

3. Approval of Minutes of March 13 and March 27, 2013

*Motion: Mayor Heartwell, supported by Jim Talen, moved approval of the minutes of the March 13, 2013 DDA meeting as presented. Motion carried unanimously.*

*Motion: Mayor Heartwell, supported by Jim Talen, moved approval of the minutes of the March 27, 2013 DDA Special Meeting as presented. Motion carried unanimously.*

4. DDA Preliminary Financial Reports for the Period Ending March 31, 2013

Ms. Wallace provided a verbal summary for the one month period ending March 31, 2013 as an information item. Mr. Larson clarified that at the May 2013 DDA Board Meeting warrants will be provided for the March and April periods and financial statements for April.

5. Veteran's and Monument Parks Design Recommendations

Jay Steffen from the City of Grand Rapids Planning Department and Wes Steer from OCBA gave an update about the progress of the Monument and Veterans Memorial Parks design recommendations. The two parks have continued to evolve since their establishment in the late 1800's. In early summer 2012, the DDA appointed a 23 member park steering committee to guide the process. The committee included representatives from very important stakeholder groups including Veterans and Historical Preservationists, surrounding businesses, friends groups, educational institutions,



government officials and a variety of staff. The park steering committee worked wonderfully together and met regularly throughout the past year selecting a consultant team, drafting park design principles, reviewing the historical evaluation of the parks and hosting focus groups. The steering committee also helped to guide a public event that was held in January to provide the community an opportunity to provide input into the preliminary designs. The process culminated in the unanimous approval of the park designs by the park steering committee in March 2013. Overall, the process was transparent and highly participatory. The final designs reflect the successful community consensus building and thoughtful compromise and cooperation by the various stakeholders who were willing to listen, understand and work towards a common goal. Mr. Steffen then introduced Wes Steer from the design team of OCBA. Mr. Steer walked through the history, designs, and cost estimates with the Board. Mayor Heartwell asked about the reflecting pool and if there would be water spraying from a fountain within the pool. Mr. Steer responded that the plan is for pool to remain just a reflecting pool as to not disrupt the peaceful feeling of the park. Mr. Winn asked if the utility work is figured into the costs and Mr. Steer responded yes. Mr. Steer added that street lighting costs are included as well as improvements for the electrical panel and mechanical improvements. Mr. Harris asked what the committee would like from the DDA Board. Mr. Steffen replied that the committee would like the DDA Board's endorsement for moving forward on this project and that Mr. Steffen would like to present to the action groups to discuss costs and budgetary needs as soon as possible. Mr. Steffen feels very good about the process and vision that the steering committee has created. Mr. Talen added that the process was exhaustive and very inclusive and that there was a lot of public input and overall he was very pleased with the results. Mr. Talen said although the final price on the project was not anticipated, this is a beautiful project and as an entrance to Downtown, consideration for a funding plan should be considered. Mr. Larson contributed that this proposal will be brought to the Environment Action Group for consideration. Mr. Larson also added that the Monument Park project could be a first step in addition to having the steering committee bring a phasing plan back to the DDA Board.

6. Accept Recommendations for Criteria to Guide Arena South Land Disposition

Mr. Larson introduced the consulting team that was brought on for the Arena South project. Mr. Larson gave the background on this endeavor and introduced Tim Kelly as the DDA Project Manager for this comprehensive visioning project. Mr. Larson reiterated the important of private-public partnerships and that numerous surface parking lots in the past have been developed due to this cooperative relationship between the private and public sectors. Mr. Kelly said that he's very excited to be presenting to the Board and introduced the areas that Arena South encompasses. The Arena South project was conceived in response to the elements of interest by the development community and to obtain public input on what these areas could potentially become. Mr. Kelly said that there have been a series of public engagement events for the past eight weeks and those events will produce a framework to evaluate future development plans. Mr. Kelly also thanked the steering committee and reiterated that the committee was instrumental in

bringing the visioning project to fruition. A diverse group was represented on the Arena South steering committee and they have assisted in creating the public outreach strategy and recommendations. Mr. Kelly also recognized the members that are present today, including Mr. Rick Winn, Mr. Rob Dwortz, Dr. David Rosen, Mr. Dennis Kent, and Mr. Rich MacKeigan. Mr. Kelly introduced Lynee Wells, an Urban Planner from Williams and Works to talk more about the Arena South visioning process. Ms. Wells shared that the goal was to conduct a public engagement process that was inclusive, dynamic and incorporated various ways for people to comment such as digitally and in person. This was a quick and thorough process. The process began by engaging Kendall College of Arts and Design students to create a logo for Arena South. The winner was voted for at the Salon Urbanist meet up. Some additional events that were held were a Salon meeting which engaged 40 people, stakeholder meetings which engaged 43 people, and a Rapid Growth speaker series which engaged 74 people. A Walk & Talk was held in early March which included 40 participants, Building Blocks, a family friendly event which engaged 22 participants, and a Brew & Do which engaged 48 people. In total, 300 people participated in approximately 30 days and there was also an extensive social media campaign which engaged additional community members. Consequently, five themes came out of the public's comments which include: Greening, Growing, Building, Living and Engaging, and Connecting. Intent statements were created in addition to the five themes.

Ms. Wells introduced Trevor Bosworth of Viridis Design Group and Tom Nemitz of Cornerstone Architects to further explain the visioning plans to the Board. Mr. Nemitz said that this process was very informative, especially the Walk & Talk which helped to give the participants a good feel for the areas. Mr. Nemitz reiterated that they are not prescribing any specific uses for these areas, only the visioning plans based on the public's comments and that the market will dictate what the uses will be. Mr. Nemitz shared an idea of burying the parking as a possibility to increase the potential square footage by almost double. Mr. Nemitz also shared some potential massing plans. The next steps would include a final draft to the steering committee by the end of April, with a final report created by May 8, 2013. Mayor Heartwell asked if the voice of transit and the voice of the low to moderate residential neighbors in that area were recognized throughout the process. Ms. Wells responded that the transit voice was recognized and that the ideas of mode shift coming out of the Michigan St. Corridor plan could be applied in the Arena South areas as well. Ms. Wells also added that Jenn Schaub and Denny Sturtevant were on the steering committee and were representing the voices of the residents in the area. Mayor Heartwell emphasized that he wants to make sure the residents of the Heartside neighborhood were represented. Mr. Harris reiterated that the community be engaged before the Board makes a final recommendation. Ms. Dunn commended the DDA staff and consultants for getting the Arena South work done on time.

*Motion: Kayem Dunn, supported by Jane Gietzen, moved to accept the Arena South Visioning Steering Committee's recommendation of community priorities and utilize the*

*recommendations as criteria to guide the future disposition of parcels in Arena South. Motion carried unanimously.*

7. Request for Approval of Liquor License

- Aperitivo, LLC

Mr. Pratt brought to the Board a request for a liquor license resolution. The request comes from a new retail outlet called Aperitivo which would be bringing a retail outlet and wine tasting room to the Downtown Market. Mr. Pratt introduced the owners of Aperitivo and they shared that they are excited to be requesting the DDA's consent for a liquor license and are excited to be a part of the Downtown Market. The hours of operation will be the Market's hours of operation, other than any special events that may run longer than the normal hours. Aperitivo will be employing two full-time and up to eight part-time employees.

*Motion: Mayor Heartwell, supported by Elissa Hillary, moved to approve Aperitivo, LLC's liquor license resolution. Motion carried unanimously. Ms. Dunn abstained due to her position on the Downtown Market Board.*

8. Request Authorization to Execute Lease Agreement for 29 Pearl

Mr. Larson shared that Ray Kisor of the Downtown Alliance and DDA Board Chair Brian Harris have led this endeavor to find office space for Downtown Grand Rapids Inc. The group received thirteen responses to a RFP and five were short listed and toured. From the five, the group narrowed in on one space which they felt best fit the needs of Downtown Grand Rapids Inc. (DGRI). The new office space would house the Downtown Alliance staff, the DDA staff, and the Office of Special Events staff. Mr. Larson shared that with approval from the Board, build-out would be able to begin on the space. Mayor Heartwell asked what floor the office would be located. Mr. Larson replied that the offices will be housed on the ground floor so that DGRI is easily accessible to the public. Mr. Wendt added that there's a specific resolution in the agenda packet that would need to be adopted. Mr. Wendt reiterated that initially the lease would be between the DDA and property owners, but that eventually the lease would be between DGRI and the property owners. Mr. Harris added that this has been an excellent and rigorous project and that the group consciously avoided spaces that had better uses, including retail uses. The group was very thoughtful on the cost of the square footage and ultimately this space is meant to be a place for the community to go and see how the public engagement processes work and the ongoing developments of the downtown.

*Motion: Kayem Dunn, supported by Rick Winn, moved to approve the resolution and authorize DDA Board Chair Brian Harris to execute a lease agreement on behalf of the DDA for DGRI office space located at 29 Pearl NW in the Federal Square Building. Motion carried unanimously.*

9. Executive Director's Report

Mr. Larson shared an update with the Board.

- Mr. Larson shared that the FY14 budget and priority plan development process is ongoing and that the DDA Board will get a first look at the budget at the May Board Meeting.
- Mr. Larson shared that Area 1 is currently listed on MLS and will be listed for thirty days.
- Mr. Larson updated the Board on the Downtown Grand Rapids Inc. implementation schedule.
- Mr. Larson shared the Jeffrey Tumlin will be speaking on transportation demand management on April 11<sup>th</sup>. Mr. Tumlin is the first guest of the DDA urban speaker series.

10. Action Group Reports

None.

11. Public Comment

None.

12. Board Member Discussion

None.

13. Adjournment

The meeting adjourned at 10:15 a.m.

# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

**Agenda Item 3.  
May 8, 2013  
DDA Meeting**

DATE: May 3, 2013

TO: Brian Harris  
Chairman

FROM: Jana M. Wallace *JMW*  
Downtown Development Authority Treasurer

**SUBJECT: Financial Statements as of April 30, 2013**

Attached are the FY2013 financial statements for the ten months ended April 30, 2013.

The attached statements include:

- Statement A: Balance Sheet
- Statement B: Comparison of FY2013 Year to Date Budget vs Actual Results
- Statement C: Statement of Project Expenditures
- Statement D: Schedule of April, 2013 Expenditures
- Statement E: Schedule of March, 2013 Expenditures

Since March, 2013 statements were not prepared, this month's financial reports includes the March, 2013 schedule of expenditures for your review. Expenditure categories are trending lower than expected after ten months of activity. The Authority has sufficient cash to meet budgeted expenditures.

Please contact me at 616-456-4514 or [jwallace@grcity.us](mailto:jwallace@grcity.us) if you have any questions.

Attachments

# STATEMENT A

## DOWNTOWN DEVELOPMENT AUTHORITY

### Balance Sheet

April 30, 2013

	Non-Tax Funds	Debt Increment	Local Tax Increment	TOTAL
<b>ASSETS</b>				
Pooled Cash and Investments	\$ 4,037,662	\$ 8,149,059	\$ 5,472,734	\$ 17,659,455
Petty Cash	-	-	200	200
Debt Service Reserve Fund	-	5,395,922	-	5,395,922
Accounts Receivable	5,924	-	150,000	155,924
Loan Receivable - Project Developer	898,848	-	-	898,848
Loan Receivable - Special Assessments	22,104	-	-	22,104
General Fixed Assets	-	-	90,371,575	90,371,575
Future Tax Increment Revenues Anticipated	-	33,805,476	266,250	34,071,726
<b>TOTAL ASSETS</b>	<b>\$ 4,964,538</b>	<b>\$ 47,350,457</b>	<b>\$ 96,260,759</b>	<b>\$ 148,575,754</b>
<b>LIABILITIES AND FUND EQUITY</b>				
<b>Liabilities</b>				
Current Liabilities	\$ -	\$ -	\$ 4,899	\$ 4,899
Parking Revenue Payable	6,272	-	-	6,272
Project Increment Due to Developers	-	-	47,216	47,216
Due to Other Governmental Units	-	3,318,364	-	3,318,364
Debt Increment Reimbursement Payable	-	2,520,629	-	2,520,629
Deposit - Area 5 Option to Buy	50,000	-	-	50,000
Net Retiree Health Care Obligation <sup>1</sup>	-	-	(6,120)	(6,120)
Prior Year Property Tax Appeals	-	326,908	177,013	503,921
Deferred Revenue - Developer Loan	898,848	-	-	898,848
Contract Payable	-	-	266,250	266,250
Bonds Payable	-	33,805,476	-	33,805,476
<b>TOTAL LIABILITIES</b>	<b>955,120</b>	<b>39,971,377</b>	<b>489,258</b>	<b>41,415,755</b>
<b>Fund Balance / Equity:</b>				
Investments in General Fixed Assets	-	-	90,371,575	90,371,575
Non-Tax Increment Reserve	3,402,239	-	-	3,402,239
Reserve for Authorized Projects	-	-	5,135,693	5,135,693
Reserve for Brownfield Series 2012 Bonds	500,144	-	-	500,144
Reserve for Compensated Absences	-	-	17,970	17,970
Reserve for Eligible Obligations	-	7,114,080	-	7,114,080
Reserve for Encumbrances	107,035	-	246,263	353,298
Reserve for Long-Term Lease	-	265,000	-	265,000
<b>TOTAL FUND EQUITY</b>	<b>4,009,418</b>	<b>7,379,080</b>	<b>95,771,501</b>	<b>107,159,999</b>
<b>TOTAL LIABILITIES &amp; FUND EQUITY</b>	<b>\$ 4,964,538</b>	<b>\$ 47,350,457</b>	<b>\$ 96,260,759</b>	<b>\$ 148,575,754</b>

Note 1: This line is the accumulated amounts of the actuarially determined Annual Required Contributions (ARC) for pre-65 year old retiree health insurance in excess of the "pay as you go" charges disbursed from the Retiree Health Insurance Fund plus interest on the unpaid portion of the prior year liability. The trust fund is currently over-funded which is why the account has a negative balance.

**STATEMENT B**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Comparison of FY2013 Budget vs Actual Results**  
**Year to Date for July 1, 2012 - April 30, 2013**

	Non-Tax Funds		Debt Tax Increment		Local Tax Increment	
	Budget	Actual	Budget	Actual	Budget	Actual
<b>REVENUES</b>						
Property Tax Increment - General	\$ -	\$ -	\$ 7,940,245	\$ 7,995,104 <sup>1</sup>	\$ 4,120,400	\$ 4,128,930 <sup>1</sup>
Property Tax Increment - Transit Millage	-	-	-	-	380,760	380,760
Property Tax Increment - Prior Year Appeals	-	-	(100,000)	(300,873)	(129,372)	(32,425)
Property Tax Increment - Rebates to City / ITP	-	-	-	-	(50,000)	-
Special Assessments	20,000	1,805	-	-	32,000	215,951
Brownfield Authority - Grandville Avenue	-	-	-	-	39,518	-
Brownfield Authority - Veteran's Park	-	-	-	-	100,000	-
Grant - Michigan Dept of Transportation	-	-	-	-	250,000	-
Interest on Investments - General	38,030	14,940	5,000	13,319	88,634	42,540
Interest on Investments - The Gallery Note	40,448	-	-	-	-	-
Downtown Market Reimburse Site Costs Incurred	-	-	-	-	-	150,000
Miscellaneous Fees / Reimbursements	-	5,924	-	-	4,000	86,096
Property Rental - DASH Parking Lots	162,000	144,474	-	-	-	-
Property Rentals - Other	60,498	44,334	-	-	-	-
From / (To) Fund Balance	414,024	-	(5,000)	-	2,190,884	-
<b>TOTAL REVENUES</b>	<b>\$ 735,000</b>	<b>\$ 211,477</b>	<b>\$ 7,840,245</b>	<b>\$ 7,707,550</b>	<b>\$ 7,026,824</b>	<b>\$ 4,971,852</b>
<b>EXPENDITURES</b>						
<b>Economy</b>						
Cash Financed Projects	\$ -	\$ -	\$ -	\$ -	\$ 1,935,000	\$ 920,629
Debt Financed Projects - Principal / Interest	-	-	-	-	385,763	307,631
<b>Economy Action Group Sub-Total</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 2,320,763</b>	<b>\$ 1,228,260</b>
<b>Environment</b>						
Cash Financed Projects	\$ -	\$ -	\$ -	\$ -	\$ 3,506,729	\$ 696,539
Debt Financed Projects - Principal / Interest	-	-	5,474,475	1,747,850	124,332	49,582
<b>Environment Action Group Sub-Total</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 5,474,475</b>	<b>\$ 1,747,850</b>	<b>\$ 3,631,061</b>	<b>\$ 746,121</b>
<b>Experience</b>						
Cash Financed Projects	\$ 734,000	309,616	\$ -	\$ -	\$ 275,000	\$ 65,625
<b>Total Action Group Project Expenditures</b>	<b>\$ 734,000</b>	<b>\$ 309,616</b>	<b>\$ 5,474,475</b>	<b>\$ 1,747,850</b>	<b>\$ 6,226,824</b>	<b>\$ 2,040,006</b>
<b>Administration</b>	<b>1,000</b>	<b>892</b>	<b>-</b>	<b>-</b>	<b>800,000</b>	<b>445,087</b>
<b>Estimated Capture to be Returned</b>	<b>-</b>	<b>-</b>	<b>2,365,770</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL EXPENDITURES</b>	<b>\$ 735,000</b>	<b>\$ 310,508</b>	<b>\$ 7,840,245</b>	<b>\$ 1,747,850</b>	<b>\$ 7,026,824</b>	<b>\$ 2,485,093</b>
<b>EXCESS / (DEFICIT)</b>	<b>\$ -</b>	<b>\$ (99,031)</b>	<b>\$ -</b>	<b>\$ 5,959,700</b>	<b>\$ -</b>	<b>\$ 2,486,759</b>

Note 1: Budgeted, negative IFT revenues will be distributed later in the fiscal year.

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# STATEMENT C

## DOWNTOWN DEVELOPMENT AUTHORITY

### Statement of Current Project Expenditures

As of April 30, 2013

Project Title	Project Budgets		EXPENDITURES			Available Budget
	%	Cost	March/April	Fiscal Year	All Years	
Areaway Fill Program (ARIP)		\$ 35,000 <sup>1,2</sup>	\$ -	\$ -	\$ -	\$ 35,000
Building Re-use Incentive Program (BRIP)		600,000 <sup>1,2</sup>	21,204	59,759	38,555	561,445
Development Project Reimbursements		950,000 <sup>1,2</sup>	-	749,894	749,894	200,106
Downtown Market Administrative Costs		-	4,041	6,456	7,965	(7,965)
Economic Development / Retail Support		105,000 <sup>1,2</sup>	28,920	52,000	23,080	81,920
Economy - Miscellaneous		50,000 <sup>1,2</sup>	5,780	5,780	-	50,000
Other Framework Plan Priorities		25,000 <sup>1,2</sup>	-	-	-	25,000
Retail Merchandising Plan		100,000 <sup>1,2</sup>	-	33,800	33,800	66,200
Retail Support Program		30,000 <sup>1,2</sup>	40	12,940	12,900	17,100
Streetscape Improvement Incentive Program		25,000 <sup>1,2</sup>	-	-	-	25,000
<b>Sub-Total Economy Support</b>	<b>11.89%</b>	<b>\$ 1,920,000</b>	<b>\$ 59,985</b>	<b>\$ 920,629</b>	<b>\$ 866,194</b>	<b>\$ 1,053,806</b>
Accessibility and Mobility Repairs		15,000 <sup>1,2</sup>	-	-	-	15,000
Bicycle Friendly Improvements		60,000	-	-	-	60,000
Cherry Street 2 - Commerce to Division		742,000	-	3,083	712,908	29,092
Environment / Infrastructure - Miscellaneous		50,000 <sup>1,2</sup>	15,212	15,232	20	49,980
Fulton St - Division Ave to the Grand River		680,000	(10,056)	136,376	624,779	55,221
GR / Indiana Railroad Bridge Painting / Rehab		900,000	20,284	21,742	1,458	898,542
Grand River Recreation Improvements		650,000	-	-	32,435	617,565
Grandville Avenue 3 - Oakes to Weston		1,050,000	-	4,379	745,006	304,994
Ionia Ave 9 - Buckley St to Wealthy St		475,000	-	-	356,063	118,937
Jefferson Avenue - Cherry St to Fulton St		395,000	-	-	-	395,000
Lyon Square Reconstruction		655,000	-	52	90,463	564,537
Monroe Center - Phase 3		350,000	31,710	92,629	60,919	289,081
Oakes Street 1 - Market to Ottawa		1,700,000	33,167	181,478	1,397,223	302,777
Public Transit Millage Improvements		2,693,735	-	22,830	1,466,608	1,227,127
River Edge - South of Fulton		650,000	-	-	-	650,000
Riverfront Trails / Whitewater Management		25,000 <sup>1,2</sup>	-	-	-	25,000
Seward Avenue Extension		1,093,000	-	13,289	1,076,078	16,922
Sixth Street Bridge Capital Repairs		480,000	-	192,053	345,931	134,069
Traffic Circulation & Parking Plan		250,000	10,506	13,396	68,438	181,562
Urban Recreation Plan		25,000 <sup>1,2</sup>	-	-	-	25,000
<b>Sub-Total Environment Support</b>	<b>80.10%</b>	<b>\$ 12,938,735</b>	<b>\$ 100,823</b>	<b>\$ 696,539</b>	<b>\$ 6,978,329</b>	<b>\$ 5,960,406</b>
ArtPrize Support		20,000 <sup>1,3</sup>	-	20,000	20,000	-
Bridge Lighting Operations		15,500 <sup>1,3</sup>	-	-	-	15,500
Downtown Marketing		100,000 <sup>1,2</sup>	21,875	65,625	21,875	78,125
Downtown Marketing		100,000 <sup>1,3</sup>	21,875	65,625	21,875	78,125
Experience - Miscellaneous		25,000 <sup>1,2</sup>	-	-	-	25,000
Experience - Miscellaneous		51,000 <sup>1,3</sup>	24,000	42,800	18,800	32,200
Project and Fixed Asset Maintenance		75,000 <sup>1,3</sup>	-	12,743	12,743	62,257
Public Safety Enhancements Downtown		40,000 <sup>1,3</sup>	-	17,039	17,039	22,961
Restaurant Week Sponsorship		25,000 <sup>1,3</sup>	-	25,000	25,000	-
Riverwalk Maintenance		10,000 <sup>1,3</sup>	-	-	-	10,000
Riverwalk Wayfinding Sign System		40,915	-	-	25,915	15,000
Rosa Parks Circle Skating Operations		42,000 <sup>1,3</sup>	6,511	6,511	-	42,000
Skywalk Wayfinding Sign Improvements		179,842	-	-	19,842	160,000
Snowmelt System Repairs / Investigation		214,140	-	-	164,140	50,000
Special Events - Grants		50,000 <sup>1,3</sup>	-	-	-	50,000
Special Events - Office of		104,000 <sup>1,3</sup>	-	52,000	52,000	52,000
Street Trees Maintenance Program		20,000 <sup>1,3</sup>	-	-	-	20,000
Ticketed Events - Police Services		80,000 <sup>1,3</sup>	-	35,556	35,556	44,444
Wayfinding Sign Maintenance		100,000 <sup>1,3</sup>	6,882	32,342	25,460	74,540
Winter Avenue Building Lease		2,500 <sup>1,3</sup>	-	-	-	2,500
	<b>8.02%</b>	<b>\$ 1,294,897</b>	<b>\$ 81,143</b>	<b>\$ 375,241</b>	<b>\$ 460,245</b>	<b>\$ 834,652</b>
<b>TOTAL</b>	<b>100.00%</b>	<b>\$ 16,153,632</b>	<b>\$ 241,951</b>	<b>\$ 1,992,409</b>	<b>\$ 8,304,768</b>	<b>\$ 7,848,864</b>

Note 1: Current year (FY2013) budget only.

Note 2: Paid from local tax increment.

Note 3: Paid from non-tax funds.



## STATEMENT D

## DOWNTOWN DEVELOPMENT AUTHORITY

## Schedule of Expenditures

April, 2013

Source	Vendor	Purpose / Project	Description	Amount
Debt	U.S. Bank Corporate Trust	MMBA 2009A Bonds - Van Andel Arena	Semi-annual interest payment	\$ 742,262.50
Local	Fishbeck, Thompson, Carr & Huber	GR/Indiana Railroad Bridge Painting/Rehab	Design engineering - 11/24-12/21/2012	20,254.94
Local	Cornerstone Architects	Economic Development / Retail Support	Arena South Visioning project through 04/05/2013	17,016.29
Local	O'Boyle Cowell Blalock & Assoc	Monroe Center - Phase 3	Construction engineering through 03/31/2013	11,818.31
Local	West Grand North Organization	Environment / Infrastructure - Miscellaneous	Infrastructure planning stakeholders - April 2013	10,000.00
Non Tax	Arena District Inc.	Experience - Miscellaneous	Arena Guide - layout/print tri-fold map	6,000.00
Local	City of Grand Rapids	Administration	Staff services - April 2013	5,826.67
Local	County of Kent	Kent County Drain - Series 2008 Floodwalls	Semi-annual interest payment - floodwalls	4,975.94
Local	City Treasurer - Engineering	Fulton St - Division Ave to the Grand River	Engineering & inspection - final	3,086.92
Non Tax	Arena District Inc.	Experience - Miscellaneous	Mardi Gras 2013 Sponsorship - live musicians	3,000.00
Local	Dickinson Wright PLLC	Downtown Market Administrative Costs	Legal services - Downtown Market January 2013	2,751.40
Local	City Treasurer - Budget Office	Administration	Support services allocation - April 2013	2,656.00
Local	Warner, Norcross & Judd	Oakes Street 1 - Market to Ottawa	Legal services - right of way	2,221.65
Local	Wondergem Consulting	Administration	Public relations - 03/01-03/15/2013	2,073.50
Local	City Treasurer - Traffic Safety	Oakes Street 1 - Market to Ottawa	Hand hole joints / repair vault pump - Dec 2012	2,016.31
Local	Brian Kelly, LLC	Administration	Appreciation gifts for departing members - 12/2012	1,950.00
Local	Dickinson Wright PLLC	Downtown Market Administrative Costs	Legal services - Downtown Market February 2013	1,783.60
Local	Wondergem Consulting	Administration	Public relations - 03/16-03/31/2013	1,625.00
Local	City Treasurer - Facilities Mnmt	Administration	Office space & maintenance - March 2013	1,521.23
Local	City Treasurer - Info Technology	Administration	Computer access & support - April 2013	1,398.75
Local	Dickinson Wright PLLC	Administration	Legal services - misc matters February 2013	1,318.00
Local	Dickinson Wright PLLC	Administration	Legal services - misc matters January 2013	1,146.60
Local	Williams & Works	Economic Development / Retail Support	Professional services - 02/24-03/30/2013	1,000.00
Local	Dickinson Wright PLLC	Administration	Legal services - DGRI Task Force February 2013	819.00
Local	Priority Health	Administration	Health insurance - April 2013	786.24
Local	Dickinson Wright PLLC	Administration	Legal services - Areas 1 & 5 exchange Jan 2013	710.00
Local	Wilbur Smith Associates	Traffic Circulation & Parking Plan	Revision Division services 01/27-02/23/2013	708.40
Local	City Treasurer - Traffic Safety	Environment / Infrastructure - Miscellaneous	Monroe Center/Campau Prom light repairs 11-12	638.47
Local	Accident Fund	Administration	Workers comp semi-annual installment	622.00
Local	Dickinson Wright PLLC	Economic Development / Retail Support	Legal services - Arena South Project Feb 2013	600.60
Local	Dickinson Wright PLLC	Administration	Legal services - DGRI formation January 2013	564.20
Local	City Treasurer - Risk Management	Administration	General insurance - April 2013	502.00
Local	Elwood Staffing Services Inc	Administration	K. VanDriel - week ending 04/14/2013	491.17
Local	Dickinson Wright PLLC	Administration	Legal services - Fulton Property Hldgs Feb 2013	455.00
Local	Brian Kelly, LLC	Administration	Appreciating gifts for departing members- 12/2011	450.00
Local	City Treasurer - Parking Services	Administration	Parking - Exec Dir/Office Mgr/Proj Mgr April 2013	441.00
Local	Elwood Staffing Services Inc	Administration	K. VanDriel - week ending 03/24/2013	426.72
Local	Elwood Staffing Services Inc	Administration	K. VanDriel - week ending 03/31/2013	422.28
Local	Fifth Third Bank - Procurement Card	Administration	Projector & supplies	418.64
Local	Integrity Business Solutions	Administration	Office supplies	410.10
Local	Elwood Staffing Services Inc	Administration	K. VanDriel - week ending 04/21/2013	380.05
Local	Fifth Third Bank - Procurement Card	Administration	Kris Larson - travel and training expenses	350.88
Local	Dickinson Wright PLLC	Administration	Legal services - new X project January 2013	345.80
Local	Elwood Staffing Services Inc	Administration	K. VanDriel - week ending 03/17/2013	337.82
Local	Dickinson Wright PLLC	Administration	Legal services - Morton House OPRA Feb 2013	327.60
Local	Adams Remco	Administration	Color copies - 12/27-03/27/2013	276.90
Local	Dickinson Wright PLLC	Administration	Legal services - Morton House OPRA Jan 2013	273.00
Local	Elwood Staffing Services Inc	Administration	K. VanDriel - week ending 04/07/2013	262.26
Local	Dickinson Wright PLLC	Administration	Legal services - DGRI formation February 2013	236.60
Local	Grand Rapids Community College	Monroe Center - Phase 3	Monument/Veterans Pk steering comm 02/25/13	180.00
Local	City Treasurer - Parking Services	Administration	Parking validations - March 2013	177.00
Local	Grand Rapids Community College	Monroe Center - Phase 3	Monument/Veterans Pk steering comm 03/25/13	168.00
Local	Fifth Third Bank - Procurement Card	Economic Development / Retail Support	Arena South meeting expenses	140.91
Local	Fifth Third Bank - Procurement Card	Administration	Small Business Assoc of Michigan dues	90.00
Local	A T & T Mobility	Administration	Exec Director cell phone - 02/26-03/25/2013	79.22
Local	Small Business Assoc of Michigan	Administration	Life insurance - initial premium check	77.70
Local	Small Business Assoc of Michigan	Administration	Dental insurance - initial premium check	72.86
Local	Michigan Association of Planning	Administration	Eric Pratt APA membership dues 07/01/13	60.00
Local	Adams Remco	Administration	Copier base rental - 04/11-05/11/2013	53.75
Non Tax	Fifth Third Bank - Procurement Card	Administration	Meeting expenses	51.52
Local	DDA Petty Cash	Building Re-use Incentive Program (BRIP)	Lien recording fee for 135 S. Division	44.00
Local	City Treasurer - Parking Services	Administration	Parking - Planner - April 2013	43.00
Local	DDA Petty Cash	Retail Support Program	Arena South meetings - 02/25/13 & 03/13/13	40.26
Local	Fifth Third Bank - Procurement Card	Administration	Staff training materials	30.90
Local	Integrity Business Solutions	Administration	Office supplies	28.20
Local	Adams Remco	Administration	Copier - black & white copies - 03/27-04/27/2013	22.97
Local	DDA Petty Cash	Administration	Board meeting supplies 03/19/2013	20.13
Local	DDA Petty Cash	Environment / Infrastructure - Miscellaneous	Environment Action Group - meeting supplies	20.13
Local	DDA Petty Cash	Administration	Board meeting - postage	18.40
Local	DDA Petty Cash	GR/Indiana Railroad Bridge Painting/Rehab	Public participation parking - 12/10&11/2012	14.50
Local	DDA Petty Cash	GR/Indiana Railroad Bridge Painting/Rehab	Public participation meetings supplies	14.29
Local	DDA Petty Cash	Administration	Professional devel - M. Sierawski & K. VanDriel	10.00
APRIL, 2013 EXPENDITURES				<u>\$ 861,418.08</u>

Local - local tax increment funds

Non-tax - non-tax funds

Debt - school tax increment funds

**STATEMENT E**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Schedule of Expenditures**  
**March, 2013**

Source	Vendor	Purpose / Project	Description	Amount
Local	City Treasurer - Engineering	Oakes Street 1 - Market to Ottawa	Engineering & inspection - final billing	\$ 28,426.01
Non Tax	Downtown Alliance	Downtown Marketing	Marketing expenses - 3rd quarter	21,875.00
Local	Downtown Alliance	Downtown Marketing	Marketing expenses - 3rd quarter	21,875.00
Local	Paychex	Administration	DDA payroll, taxes, fees - February 2013	17,152.30
Local	O'Boyle Cowell Blalock & Associates	Monroe Center - Phase 3	Stakeholder input/project design thru 02/28/2013	15,769.32
Local	City of Grand Rapids	Administration	Staff services - March 2013	15,647.61
Non Tax	Gilda's LaughFest	Experience - Miscellaneous	2013 LaughFest Sponsorship - Belly Laughters	15,000.00
Local	Rood Sixty North, LLC	Building Re-use Incentive Program	Partial renovation support - Flanagan's	14,385.26
Local	Cornerstone Architects	Economic Development / Retail Support	Arena South Visioning project through 03/08/2013	8,992.24
Local	Wilbur Smith Associates	Traffic Circulation & Parking Plan	Revision Division services - 10/28/2012-01/26/2013	8,629.66
Non Tax	City Treasurer - Parks Recreation	Rosa Parks Circle Skating Operations	Wages/FICA - additional hours open	6,510.67
Non Tax	Williams & Works	Wayfinding Sign Maintenance	Sign maintenance - 08/26-10/27/2012	5,287.26
Local	Old World Olive Press	Building Re-use Incentive Program	Partial signage support	5,000.00
Local	City Treasurer - Planning department	Environment / Infrastructure - Misc	Michigan Street Corridor Study - share of fees	4,500.00
Local	City Treasurer - Engineering	Fulton St - Division to the Grand River	Engineering & inspection - final billing	4,330.64
Local	Fishbeck, Thompson, Carr & Huber	Economy - Miscellaneous	Design engineering through 02/15/2013	4,034.00
Local	O'Boyle Cowell Blalock & Associates	Monroe Center - Phase 3	Evaluation / planning through 01/31/2013	3,774.26
Local	Wondergem Consulting	Administration	Public relations - 01/16-01/31/2013	3,413.00
Local	City Treasurer - Budget Office	Administration	Support services allocation - March 2013	2,656.00
Local	Dickinson Wright PLLC	Downtown Market Administrative Costs	Legal services - Downtown Market Dec 2012	2,256.80
Local	Two Beards Deli, LLC	Building Re-use Incentive Program	Partial signage support	1,775.00
Local	Fishbeck, Thompson, Carr & Huber	Economy - Miscellaneous	Engineering services through 01/18/2013	1,746.00
Local	Wondergem Consulting	Administration	Public relations - 02/01-02/15/2013	1,677.00
Local	Wondergem Consulting	Administration	Public relations - 02/16-02/28/2013	1,605.00
Non Tax	Williams & Works	Wayfinding Sign Maintenance	Sign maintenance - 10/28-12/31/2012	1,594.75
Local	City Treasurer - Facilities Mgmt	Administration	Office space & maintenance - February 2013	1,521.21
Local	City Treasurer - Info Technology	Administration	Computer access & support - March 2013	1,398.75
Local	Cornerstone Architects	Economic Devel / Retail Support	Area walk/MDOT drawings/meetings thru 1/31/2013	1,170.00
Local	The Image Shoppe	Traffic Circulation & Parking Plan	Revision Division document - 01/24-03/05/2013	1,050.00
Local	Dickinson Wright PLLC	Administration	Legal services - misc matters December 2012	837.40
Local	Priority Health	Administration	Health insurance - March 2013	786.24
Local	Dickinson Wright PLLC	Administration	Legal services - DGRI formation December 2012	649.70
Local	City Treasurer - Risk Management	Administration	Property insurance - 07/01/2012-06/30/2013	543.08
Local	Geotech, Inc.	Oakes Street 1 - Market to Ottawa	Construction engineering - 10/01-12/31/2012	503.00
Local	City Treasurer - Risk Management	Administration	General insurance - March 2013	502.00
Local	City Treasurer - Parking Services	Administration	Parking - Ex Dir/Office Mgr/Proj Mgr - March 2013	441.00
Local	Elwood Staffing Services Inc	Administration	K. VanDriel - week ending 03/10/2013	433.39
Local	Elwood Staffing Services Inc	Administration	K. VanDriel - week ending 03/03/2013	400.05
Local	Dickinson Wright PLLC	Administration	Legal services - new X-project December 2012	382.20
Local	AT & T Mobility	Administration	Exec Director cell phone - 07/26/2012-08/25/2012	336.49
Local	Elwood Staffing Services Inc	Administration	K. VanDriel - week ending 02/17/2013	293.37
Local	Elwood Staffing Services Inc	Administration	K. VanDriel - week ending 02/10/2013	284.48
Local	Elwood Staffing Services Inc	Administration	K. VanDriel - week ending 02/24/2013	275.59
Local	City Treasurer - Parking Services	Administration	Parking validations - February 2013	181.00
Non Tax	Fifth Third Bank - Procurement Card	Administration	Meeting supplies	166.81
Local	AT & T Mobility	Administration	Exec Director cell phone - 01/26-02/25/2013	165.51
Local	Swift Printing & Communications	Traffic Circulation & Parking Plan	Revision Division Fact Sheet printing	118.00
Local	AT & T Mobility	Administration	Exec Director cell phone - 08/26-09/25/2012	112.92
Local	Adams Remco	Administration	Copier base rental - 02/11-03/11/2013	74.48
Local	Adams Remco	Administration	Copier base rental - 03/11-04/11/2013	74.48
Local	Fifth Third Bank - Procurement Card	Environment/Infrastructure - Misc	Action Group - professional development	53.24
Local	AT & T Mobility	Administration	Exec Director cell phone - 09/26/2012-10/25/2012	50.38
Local	City Treasurer - Parking Services	Administration	Parking - Planner - March 2013	43.00
Local	Adams Remco	Administration	Copier - black & white copies - 02/27-03/27/2013	31.22
Local	Fifth Third Bank - Procurement Card	Administration	M. Sierawski - professional development	26.62
Local	City Treasurer - Motor Equipment	Administration	Pool car vehicle usage - February 2013	20.00
Local	Adams Remco	Administration	Copier supplies - staples	19.50
Local	Fifth Third Bank - Procurement Card	Administration	K. Larson - meeting parking	12.00
Local	Michigan Dept of Transportation	Fulton St - Division to the Grand River	Reimbursed amount over-charged	(17,473.26)
<b>MARCH, 2013 EXPENDITURES</b>				<b>\$ 213,396.63</b>

Local - local tax increment funds

Non-tax - non-tax funds

# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: May 8, 2013

TO: DDA Board

FROM: Tim Kelly, AICP  
Project Manager



Agenda Item #4  
May 8, 2013  
DDA Meeting

**SUBJECT: Arena South Visioning Plan**

On April 10, 2013 the Downtown Development Authority (DDA) Board accepted the Arena South Visioning Steering Committee's (Steering Committee) recommendation of community priorities and agreed to utilize the recommendations as criteria to guide the future disposition of parcels in Arena South. The approved priorities represent the elements community participants believe are most vital to the success of Arena South and are as follows:

- **Growing** business and economic opportunities
- **Greening** streets, buildings, and public spaces
- **Building** compact urban blocks that are densely developed and designed for people
- **Connecting** transit, shops, restaurants, hotels, schools, and the Grand River
- **Living and Engaging** in a multi-season inclusive environment

Since approval of the priorities, the consulting team from Cornerstone Architects, Williams & Works, and Viridis Design has worked diligently with the Steering Committee to finalize the Arena South Visioning Plan (Plan). The Plan (attached) details the process undertaken to engage the community and outlines the feedback received.

Along with this, the Plan describes implementation steps to ensure the vision presented may be realized. A set of guiding principles were developed in the areas of public realm improvements, land use planning, and architecture and design that the DDA Board may utilize when evaluating development proposals. Further, the Plan outlines a series of actions for the DDA and other community partners to undertake to incentivize investments and maximize the development potential of Arena South.

The Plan has been reviewed by the Planning Department and was approved by the Steering Committee on May 2, 2013.

**Recommendation:** Receive and file the Arena South Visioning Plan for use in future disposition of DDA owned assets in Arena South.





# GRAND RAPIDS DOWNTOWN DEVELOPMENT AUTHORITY **Arena South Visioning Plan**

MAY 2013

CORNERSTONE ARCHITECTS + VIRIDIS DESIGN GROUP + WILLIAMS & WORKS

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# ACKNOWLEDGEMENTS

---

## STEERING COMMITTEE

James Berg, Essence Restaurant Group (Bistro Bella Vita)  
Rick Chapla, The Right Place  
Rob Dwortz, Bank of Holland  
Mimi Fritz, Downtown Market  
Mark Holzbach, Downtown Resident  
Dennis Kent, Michigan Department of Transportation  
Erick Kind, Michigan Department of Transportation  
Rich MacKeigan, Convention and Arena Authority  
Nick Monoyios, The Rapid  
Dr. David Rosen, Kendall College of Art and Design  
Jenn Schaub, Avenue for the Arts  
Denny Sturtevant, Downtown Alliance Board and Dwelling Place  
Tami Vandenberg, Well House Grand Rapids and Pyramid Scheme  
Caleb Van Dyke, Student, Kendall College of Art and Design  
Rick Winn, DDA Boardmember, Amway

## DDA BOARD

Brian Harris, Chair  
Kayem Dunn, Vice Chair  
Mayor George Heartwell  
Elissa Hillary  
Wendy Falb  
Jane Gietzen  
James Talen  
Mary Tuuk  
Rick Winn

## DDA STAFF

Kristopher Larson, AICP, Executive Director  
Tim Kelly, AICP, Project Manager  
Eric Pratt, Planner  
Mary Sierawski, Office Manager

## CITY STAFF

Suzanne Schulz, AICP, Planning Director  
Rick DeVries, PE, Assistant City Engineer  
Christopher Zull, Traffic Safety Manager

## CITY COMMISSION

Mayor George Heartwell  
Dave Shaffer, 1st Ward Commissioner  
Walt Gutowski, 1st Ward Commissioner  
Rosalynn Bliss, 2nd Ward Commissioner  
Ruth E. Kelly, 2nd Ward Commissioner  
James B. White, Sr., 3rd Ward Commissioner  
Elias Lumpkins, Jr., 3rd Ward Commissioner

## CONSULTANT TEAM

### Architecture

Tom Nemitz, AIA, Cornerstone Architects

### Landscape Architecture/Urban Design

Trevor Bosworth, ASLA, Viridis Design Group

### Civic Engagement and Planning

Lynée L. Wells, AICP, Williams & Works  
Andy Moore, AICP, Williams & Works  
Kendall Gilbert, Williams & Works

We would like to acknowledge the many participants who offered their invaluable time and input during the civic engagement portion of this project. It was during the partnership meetings and community events that the guiding principles for this project were developed.

# ACKNOWLEDGEMENTS

---

## PARTICIPANTS

### Experience Action Group

Dennis Moosbrugger  
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Jane Gietzen  
Eddie Tadlock  
Evette Pittman  
Scott Atchison

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Rick DeVries  
Chris Muller  
Phil Skaggs  
Suzanne Schulz

### Orion Construction

John Wheeler  
Roger Rehkopf  
Thomas Tooley (Concept Design Group)

### Rockford Construction

Jim Reminga  
Kurt Hassberger

### CWD

Sam Cummings  
Scott Wierda

### Locus Development

John Green

### Celebration Cinema

JD Loeks  
John Loeks  
Chris Muller, Muller Retail Solutions

### Cooley Law School

Joan Rosema David  
Kaleena Kowalkowski  
Paul Martin  
Harold Best  
Kristal Gruevski

### Walk & Talk

Ray Kisor  
John Wheeler  
Andy Gremel  
Kerri Vanderhoff  
James Berg  
Matt Falk  
Mark Miller  
Jim Penn  
Rachel Lee  
Joan Rosema David  
Nick Monoyios  
Pam Ritsema  
Kate O'Keefe  
Ping Liang  
Lee Mueller  
Erick Kind  
Dennis Kent  
Katie Bottema

### Walk & Talk, cont.

Karen Dunnam  
Chris Zull  
Jim Harger  
David Stedhenson  
Eric DeLong  
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Claire Harrison  
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Diane Panaccio  
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Bryan Max  
Jeff Hill  
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Megan Sall  
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### Building Blocks

Paul Bussey  
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Doug Wright  
Ashlee Wright  
Kathleen Ponitz  
Lauren Daniels  
Keith Larson  
Patricia Houser  
Rashaad Bond



## ACKNOWLEDGEMENTS

---

### **Building Blocks, cont.**

Jeisha Bond  
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Josh Duggan  
Amy Duggan  
Levi Faber  
Steve Faber  
Chloe Schulz  
Suzanne Schulz  
Kris Heisner  
Tony Baker  
Sammy Baker  
Don Ward  
Haven Bosworth  
Haven's Cousin  
Nicholas Wells

### **Brew & Do**

Heather French  
Annamarie Buller  
Joshua Duggan  
Kevin Brant  
Carolyn Schaut  
Nick Monoyios  
Todd Hoort  
Nancy Sierawski  
Jim Reminga  
Bradley Hartwell  
Anna Fisk  
John Goede  
Todd Herring  
Garry Boyd  
Sam Short

### **Brew & Do, cont.**

Mark Sellers  
Barb Forseman  
Caitlin Kennon  
Ben Kennon  
Doug Wundugeon  
Jane Lovett  
Lee Mueller  
Traci Montgomery  
Todd Drenth  
Marty Richarson  
Alyssa Dickey  
Andy Guy, Parking Commissioner  
Jeff Vandenberg  
Austin Ruhstorfer  
Lee Purches  
Jim Talen  
Brad Hecksel  
Seth Porter  
Laura Porter  
Dana Hoyt  
Josh Duggan  
Trevor Ditmar  
Daniel Climie  
Adam Hillary  
Ryan Schmidt  
Mark Holzbach  
Jenn Schaub  
John Vander Haagen  
Jolon Hull  
Rachel Lee  
Judy Strozeski  
Sam Larson  
Hayley Larson

### **Other events:**

#### **Grand Rapids Urban Salon/Friendly Corps**

Note that the sign-in sheet was not completed at this event. Special thanks to Josh Lefingwell and Tyler Doornbos for organizing the event, and Bill Kirk for hosting at Open Source Studio.

#### **Rapid Growth Media, Not Your Average Speaker Series**

Note that a sign-in sheet was not distributed due to event type. Special thanks for Jeff Hill for organizing the event.

#### **Vision Plan Document Design and Layout**

Lynée L. Wells, AICP, Williams & Works  
Kendall Gilbert, Williams & Works



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### APPENDIX

CIVIC ENGAGEMENT  
COMMENT TABLES  
ECONOMIC IMPACT

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## EXECUTIVE SUMMARY

The Arena South Visioning Plan was achieved through the collaboration of a dedicated steering committee, an active citizen base, and a thorough and efficient planning process. This Plan has established a long range vision of guiding principles to direct the future development of Arena South. The Plan provides a ready approach to guide decision making and prioritization related to development opportunities, transportation, partnerships, additional study and analysis, funding, and public investments. To summarize, the following principles are what the Arena South participants have outlined for moving forward with this plan.

### Connectivity:

Participants expressed a need to enhance connectivity to key anchors in the city. This included the core city (Rosa Parks Circle), the River, the Rapid station, the Downtown Market, the Grandville corridor, and the educational hubs of WMU, Cooley, Kendall and GVSU. This connectivity would allow for pedestrian walkways and vistas, vehicular routes, bicycle routes, public transportation, and even Trolley type uses for connecting more distant anchor developments.

Connectivity is crucial to link destinations that have perceived or real barriers such as highways, security, and distances. This concept has benefits far beyond the Arena South study area.

### Building:

Participants want to see built structures with an appropriate scale and inherent ability to interact with the streetscape activities including wider sidewalks to accommodate street cafes and sidewalk sales, with the realities of service needs (deliveries, trash removal) planned for, but disguised.

The Arena South Vision Plan allows for flexible options for scale and density: 4-6 story scale along Ionia to complement the existing, with taller, and denser possibilities westward towards the elevated highway. Developers should think flexible, vibrant, interacting architecture. This plan purposefully did not indicate specific uses, but allows enough flexibility to envision a variety of uses, as the actual market may dictate in the near and “not so near” future.

### Greening:

Participants believe that Arena South needs a balance of public oriented green spaces with plantings, storm water mitigation, attractive streetscapes, sustainable design concepts, and the use of trees to buffer the aesthetic and sounds of the freeway .

Greening is further achieved by allowing open space areas that can be closed to vehicles for events and gatherings, and the use of extensive landscape has the potential to soften the urban context. Finally, by maximizing the benefits of Heartside Park, Arena South has the potential to sustain liveable spaces designed for people.

### Living/Engaging:

Participants desire Arena South to be a four-season, 24-hour, socially engaging component of the greater Grand Rapids downtown area that would offer market options for many uses inclusive of quality residential opportunities and gathering spaces. A balance and mix of residential opportunities would create a “critical mass” that would support other uses including traditional retail.

With added vibrancy, safety and security will be supported with the “eyes on the street” concept. This concept is evidence-based with what the community has seen happen over the last twenty years in the Heartside area and core downtown.

### Growing:

Participants acknowledge the community-wide responsibility for cumulative growth that does not deplete the Core Urban markets, but complements the vibrancy of all aspects of the City. The need to present visions that allow for appropriate infill development in the Arena South area will benefit all of downtown. Arena South should provide visions for new street grids to allow for maximizing development potential, and flexibility of a mix of uses. Essentially filling in the empty spaces with vibrant uses, as determined by the market needs and creating a true “sense of place”.

**Thank you to our visionaries.**

# INTRODUCTION

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## PROJECT DESCRIPTION

With support and direction from the Grand Rapids Downtown Development Authority, the Consultant Team of Cornerstone Architects, Viridis Design Group, and Williams & Works, embarked on a process that would guide the community toward recognizing the potential redevelopment for the area south of the Van Andel Arena in Downtown Grand Rapids.

Through extensive interaction with residents, stakeholders, educational institutions, transportation entities, housing advocates, governmental agencies and others, the Consultant Team conceptualized this plan which addresses the desires, needs, and expectations of the community. Throughout the civic engagement process, we were able to build a picture of how participants define a “sense of place” in Arena South, an area characterized by acres of surface parking lots.

From the process, this visioning plan was shaped as an instrument to guide future development in Arena South. We know that market forces will have an impact on the uses for this area, but also realize that this is a component of the greater City. The community has presented high expectations for the development and improvement of this area, and has done so in a way that will benefit Greater Grand Rapids and West Michigan.

### Purpose

Today, Arena South struggles with a disconnected street network, fragmentation along the street wall, lack of walkability, underutilized or inappropriately used parcels, and a lack of market rate housing options.

Nevertheless, Arena South is well positioned for growth. A state-of-the-art multi-use, multi-tenant downtown market is slated to open just south of Heartside Park in July 2013. A number of higher educational facilities have opened their doors in the area in hopes of attracting young professionals who are eager to build advanced skills in highly employable fields. The technology sector is seeing expanded growth, and an urban setting proves ideal for reaching a broad base of businesses and people. A widely used rapid transit center, the Grand River, state-of-the-art health care and social services, and a lively entertainment district led by Van Andel Arena all anchor Arena South and lend themselves to the true mixed-use nature of the area.

The assessed value of Arena South is growing. Expanding the density, intensity, and mix of uses allowed throughout Arena South will encourage even more investment. With proper planning, Arena South can become a live, work, and play destination.

### How to Use This Plan

The Arena South Visioning Plan is meant to be used as a tool for both the City of Grand Rapids, the Downtown Development Authority and developers to understand the guiding principles of development that participants in the planning process expect. While the plan identifies strategies for growth, land use concepts to accommodate growth, and goals and objectives recommended to achieve an overall vision for the area, it allows for flexibility and provisions based on market needs and future business development. The Arena South Plan will provide a framework for responding to development proposals and has the ability to respond more readily to changing market conditions.

This plan in general supports:

- Linking Arena South to other important hubs of economic, industrial, commercial, and social activity in the City of Grand Rapids.
- Accommodating future development that builds up and fills in the streetscape through density, massing, and smart land uses.
- Providing property owners and residents with added amenities and infrastructure needed to make Arena South a vibrant, vital, and liveable place to work, live, and play.



# INTRODUCTION

Downtown Grand Rapids and Arena South study area, looking north.





# INTRODUCTION

## History

The area identified as Arena South lies within the Historic Heartside District, a vibrant community of retail, residential, commercial, hospital, institutional, and recreation uses. Arena South is 137 acres and is bordered by Fulton Street to the north, Commerce Avenue to the east, Wealthy Street to the south, and Market Street to the west. In a broader context, Arena South is adjacent to the city core and Monroe Center, just east of the Grand River, and a gateway between downtown and the vibrant Uptown area of Grand Rapids.

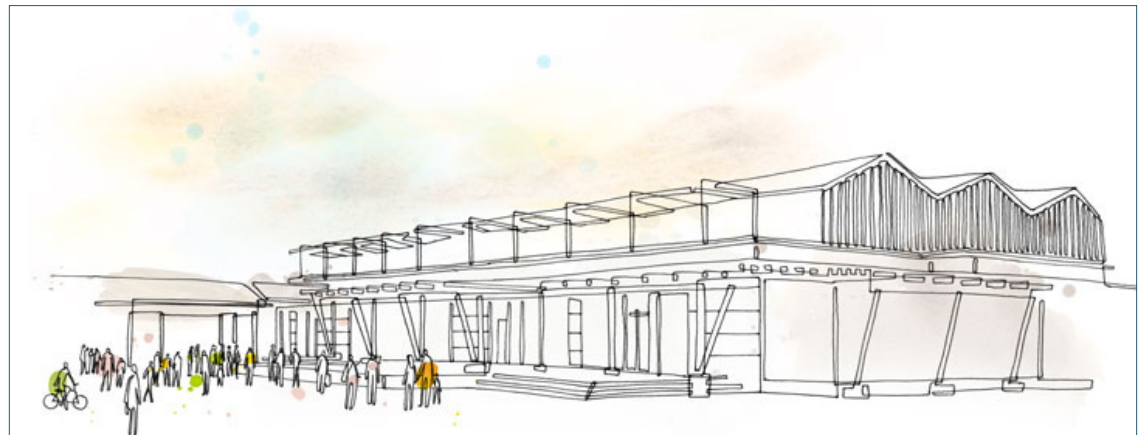
Heartside Historic District, also known as Old Town, has been listed in the National Register of Historic Places since 1982 for its distinct architectural character. The district served as an important commerce and trade hub due to its proximity to prominent rail yards and the Grand River.

In 1996 the Van Andel Arena was completed on West Fulton, and laid the groundwork for increasing business, bank and city support services to improve the southern boundaries of Grand Rapids.

Today, hundreds of adaptive re-use projects in former industrial and early 20th Century commercial spaces have been converted into some of the best residential projects in the Midwest. Arena South is emerging as one of Grand Rapids' premier urban business districts.



Downtown Grand Rapids and the Arena District pre-US 131 construction.



Concept Plan for the Downtown Market, south of Wealthy Street, set to open July 2013.

## Demographics

According to the Community Research Institute housed at the Johnson Center for Philanthropy at Grand Valley State University, the total population of the Heartside Neighborhood in 2010 was 2,939. The neighborhood is predominantly white (62%), Black or African American (24%), and Hispanic or Latino (7.5%). The majority of the population is between 45 to 64 years old (30%) followed by the 25-34 age group (21.5%), and the 20-24 age group (17%). The majority of residents in Heartside neighborhood are male (60%).

## Economics and Education

The Heartside Neighborhood has some challenging socioeconomic indicators including a 45% below poverty rate (2000), and a 37% unemployment rate as of 2010. Both of these statistics far exceed the City-wide percent below poverty rate (17.4%) and unemployment rate (18.6%). Further, 23% of residents do not hold a high school diploma, and less than half (48.2%) have no education beyond a high school diploma or GED equivalent.

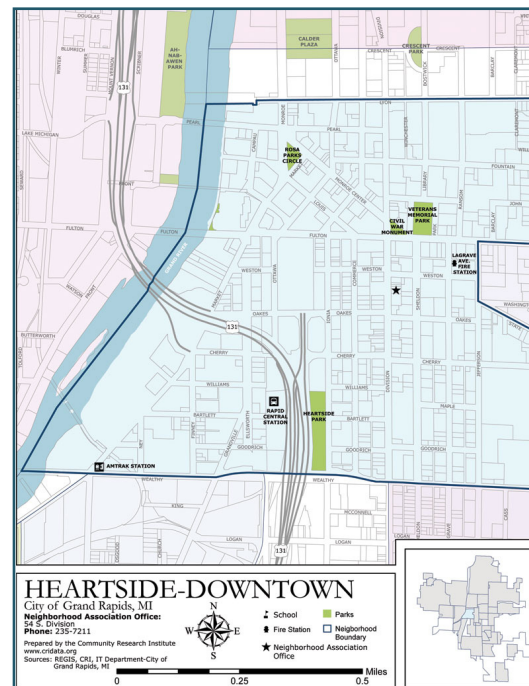
## Housing

There are 1,972 housing units in the Heartside Neighborhood, 88.7% of which are occupied. Of the occupied units, 79% are renter occupied.

## Community Social Services

The Heartside community is currently served by ten social service centers. These services are comprised of religious organizations, health centers, community shelters, and non-profit organizations.

Figure 1.1, Heartside Neighborhood bounds Arena South and extends to Lafayette on the east, Wealthy Street to the south, the River to the west, and Lyon to the north.



The Rapid Transit Central Station, Grandville Ave.  
Grand Rapids Brewing Co., Ionia Ave.  
Heartside Park, S. Ionia Ave.



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## STUDY AREA OVERVIEW

The Plan focuses on the development potential for five surface parking lots owned by the Downtown Development Authority, as well as the overall context for which they fit. The project study area of Arena South comprises the 1/2 mile radius measured from Oakes and Ionia, while the target area include the following:

Area 1: .87 acres, 101 parking spaces

Area 2: 1.56 acres, 149 spaces

Area 4: 2.57 acres, 419 spaces

Area 5: 1.60 acres, 165 spaces

Area 6a: 2.11 acres, 190 spaces

Total: 8.5 acres, 1024 spaces

The following pages provide an analysis of existing land use and zoning, as well as long range policy guidance applicable to the project study area of Arena South from related city planning documents, including the Grand Rapids Master Plan, Downtown Framework Plan, and Green Grand Rapids. Other existing conditions examine utilities, building placement patterns, and parking.



Figure 2.1, 2012 Aerial Image  
Courtesy of the City of Grand  
Rapids

# EXISTING CONDITIONS

## Existing Uses and Anchors

Predominant land uses in the study area are transportation rights-of-way, retail, restaurant, education, and civic spaces including Heartside Park and the Grand River.

Several community anchors are located within a 5-10 minute walk from the study area, making development of Arena South an integral component to knitting together the City.

- Van Andel Arena, with over 750,000 visitors per year and 120 annual events, is an important activity generator supporting nearby destination restaurants and retailers.
- The Rapid Transit Central Station sees approximately 5 million riders per year. Access to here from the Arena South study area is disconnected, perceived to be unsafe, and visually obstructed by vehicular infrastructure.
- The Downtown Market, a \$31 million dollar investment on the southern edge of Arena South, opening in July 2013, will provide fresh, local food and restaurants, retailers, and event space.

### Mobility Perspectives: Arena South



**Pedestrian-** While side-walks exist, the experience of walking is distracted by interrupted views to the River and Downtown Market, by a constant hum of vehicles, and by the need to navigate across high-speed corridors.



**Bike-High** traffic speeds, rough roads and unsignalized intersections are operational and design issues that contribute to crashes.



**Transit-Well** served, but the transit hub is visually and physically separated from Arena South. Sidewalks are disconnected.

Figure 2.2, Ownership Diagram



Figure 2.3, Motorized Use Diagram





## EXISTING CONDITIONS

### Zoning

The 2012 City of Grand Rapids Zoning Ordinance classifies Arena South and the surrounding area as mixed use in zoning districts of City Center and Transitional City Center.

The following are selected intent and purpose statements from the Zoning Ordinance addressing connections, mixed-uses, complete streets, and urban design best practices.

**NORTH OF WEALTHY STREET: CC  
(CITY CENTER DISTRICT)**

Specific objectives are intended to:

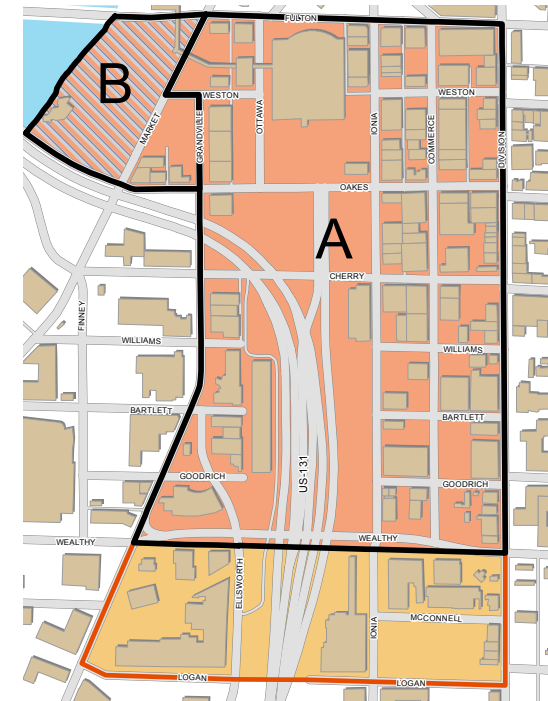
- Accommodate and promote commercial, residential, entertainment, educational, cultural, artistic, health care-related and governmental uses within the City Center Zone District.
- Improve mobility options downtown, and to reduce the need for on-site parking by encouraging alternative means of transportation, including use of mass transit, bicycle use and other traffic demand management options.
- Preserve and reuse older buildings, as well as establish standards for the construction of new ones.
- Expand the employment base and residential population of downtown.
- Improve walkability and pedestrian interest.

- Reinforce the unique physical character of downtown, focusing on the design context.
- Express the community's special commitment to the visual quality of downtown by establishing minimum criteria for building design compatibility while promoting amenities necessary to attract business, residents and visitors.

**SOUTH OF WEALTHY STREET: TCC  
(TRANSITIONAL CITY CENTER DISTRICTS)**

- Sensitivity in redevelopment and in new development is necessary to reinforce the unique physical characteristics of downtown and surrounding neighborhoods; ensure compatibility with adjacent land uses and structures; and to maintain neighborhood stability. Structures within this Zone District shall create and maintain a compact, transit-friendly, walkable mixed-use environment.

Figure 2.4, Zoning Map, 2012



### Legend

Arena South Project Boundary

Grand River Overlay District

### Zoning

CC, City Center

TCC, Transitional City Center

### Downtown Height Overlay District

A (85' limit without bonuses)

B (No limit)

# EXISTING CONDITIONS

## Future Land Use

### NORTH OF WEALTHY: DOWNTOWN

(From Voices & Visions Constitution of Downtown Grand Rapids):

- Downtown is the physical and spiritual heart of the metropolitan area.
- Downtown Grand Rapids is for everyone.
- Downtown of the future should include the best of our past.
- Downtown is a place for pedestrians.
- Development in downtown must protect and enhance the natural environment.
- Downtown reflects and celebrates our community's diversity.
- Downtown decision-making must remain open and inclusive.
- Downtown must be economically strong.
- Downtown must be user-friendly.
- To achieve our envisioned downtown Grand Rapids, we must:

Design downtown...don't just let it happen.

Do things right... If something's worth doing, it's worth doing right  
Work together... to make downtown "the place I WANT to be."

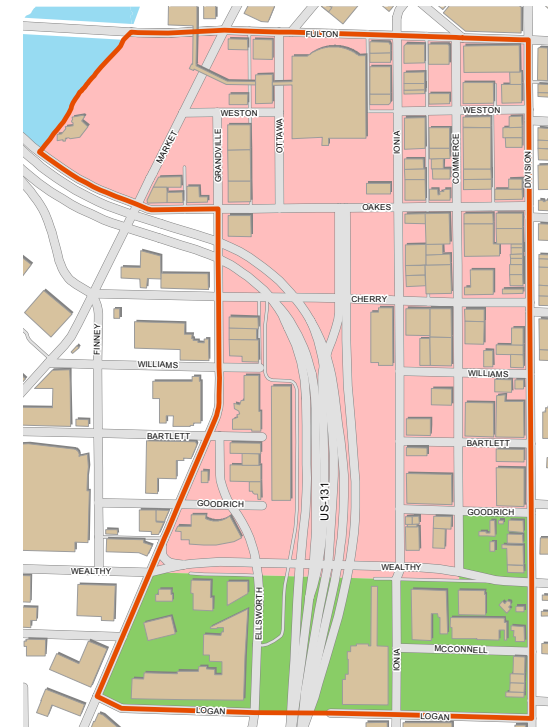
### SOUTH OF WEALTHY: NEAR DOWNTOWN

The general purpose in the mixed use near downtown area is "to encourage mixed-use development that serves as an extension of and complement to the downtown area."

Recommend uses include:

- A mix of medium-low, medium- and high-density residential uses; retail; service; office; hotel; entertainment; cultural and institutional uses is encouraged.
- Residential uses are considered an essential component of this mixed-use type.
- Light industry may be appropriate with special approval.

Figure 2.5, Future Land Use, 2002



## Legend

Arena South Project Boundary

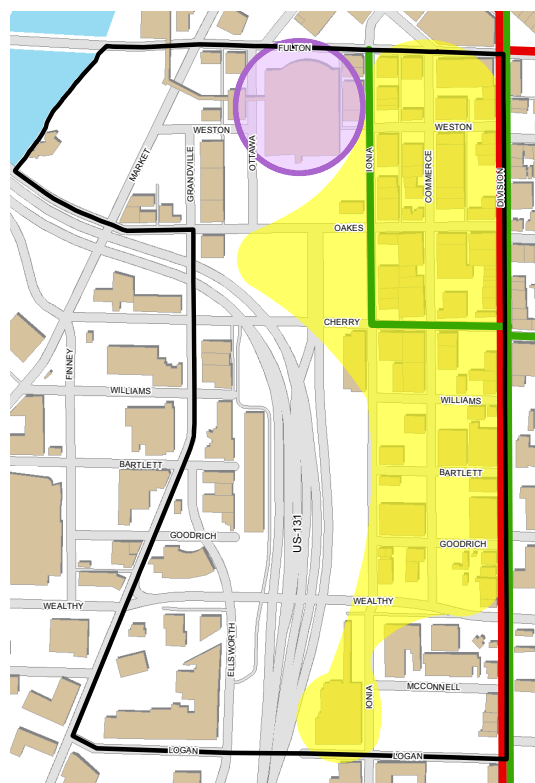
## Future Land Use

Downtown

Mixed Use - Near Downtown

## EXISTING CONDITIONS

Figure 2.6, Downtown Framework Plan, 2011



### Legend

- Arena South Project Boundary
- Downtown Framework - Complete Street Connection
- Downtown Framework - Retail Street Connection

### Downtown Physical Framework

- Activity Center
- Corridor Commerce Neighborhood

### Downtown Framework Plan

The Downtown Framework Plan, developed in 2011, outlines organizational and investment priorities for the DDA. One of the three geographic focus areas for investment opportunity is the Ionia/Commerce corridor. By linking transit connections, adding to the physical framework of the area through infill, and capitalizing upon the activity generators (anchors) which exist today, the DDA and City will see added investment and vibrancy. According to the Framework Plan, there are several elements to a vital downtown Grand Rapids:

**Prosperous  
Walkable  
Green  
Distinctive**

**Liveable  
Inclusive  
Connected**



Per the Downtown Framework Plan, Ionia Avenue has potential to become the primary street for downtown Grand Rapids' highest concentration of residential development. Repurposing Heartside Park could help support residential growth.

According to the Downtown Framework Plan, enhancements to the physical framework of downtown, which can be accomplished by the Arena South Vision Plan include:

- Ionia becoming the primary street for Downtown's highest concentration of residential development.
- Identifying pedestrian and bicycle routes to access the river.
- Traffic calming through complete streets with enhanced crossing, lighting, and markings.
- Providing space for urban living, such as dog parks, roof-top and community gardens.
- Promoting the arts, and art-related activities downtown.
- Redesigning Heartside Park to encourage positive activities.

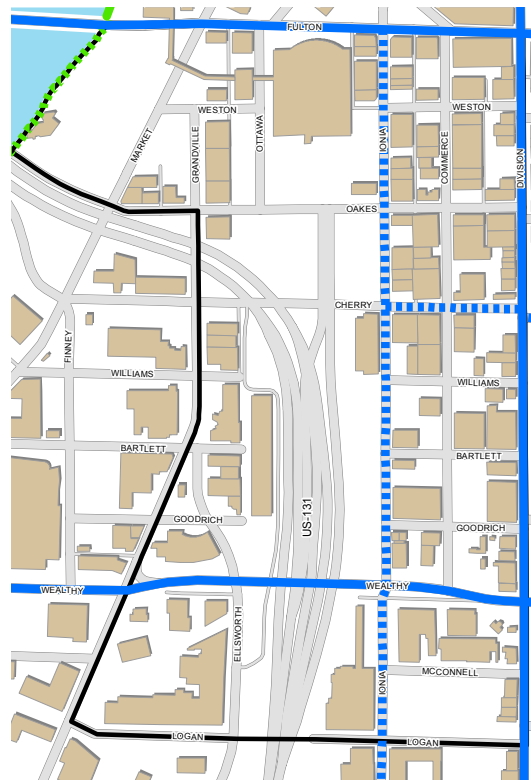


## EXISTING CONDITIONS

### Green Grand Rapids

Green Grand Rapids is the 2012 update to the 2002 Grand Rapids Master Plan. The Plan's focus includes green infrastructure, sustainability and liveability. Below, the trails and greenways map includes bike lanes along Ionia, Wealthy and Cherry, as well as priority proposed trails and greenways along the Grand River. Other goals, objectives

Figure 2.7, Green Grand Rapids, 2012



and action items from Green Grand Rapids, which can be implemented through the redevelopment of Arena South, include:

- Recognize the importance of alleys and promote alley improvements.
- Locate mixed-use centers of transit routes and higher density housing within walking distance.
- Coordinate parking, Transportation Demand Management (TDM) and transit strategies to reduce peak hour congestion and on-site parking needs.
- Encourage MDOT to evaluate the feasibility of redesigning US-131 (from the S-curve to Franklin Street) to allow at-grade local street connections when major reconstruction is planned.
- Consider the feasibility of providing structured parking in densely developed business districts where extensive surface parking would negatively impact pedestrian character.
- North of Wealthy, encourage mixed-use development that adds open

### Legend

#### Green Grand Rapids - Trails and Greenways

- Alternate Bike Lane
- Existing Trails / Greenways
- Primary Bike Lanes (ROW Constraint)
- ..... Priority Proposed Trails / Greenways
- ▭ Arena South Project Boundary

space, provides public access and gives priority to medium and high-density residential....control surface parking.

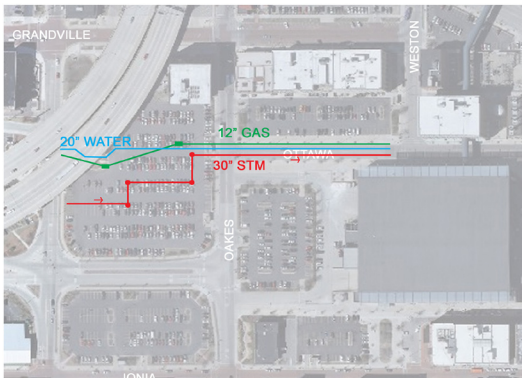
- Protect and capitalize on important scenic views, landmarks and entrances to the city.
- Encourage enhancements to the public realm and the creation of spaces for informal social interaction in association with new private development.
- Encourage compact, mixed-use development that promotes walking and cycling for daily activities and short trips.
- Promote streetscape design that is comfortable, safe and interesting to pedestrians and effectively accommodates cyclists and transit users.
- Encourage stormwater Best Management Practices (BMPs, e.g., rain gardens, vegetated swales, and green roofs) in all private development.
- Promote low impact development strategies, reduce impervious surface (less paving, more landscape area, and porous pavers).

Note that the City is in the process of refining the bike facilities map, which was not available at the time of printing.



## EXISTING CONDITIONS

Figure 2.8, Utilities within Surface Lots, Source: City of Grand Rapids



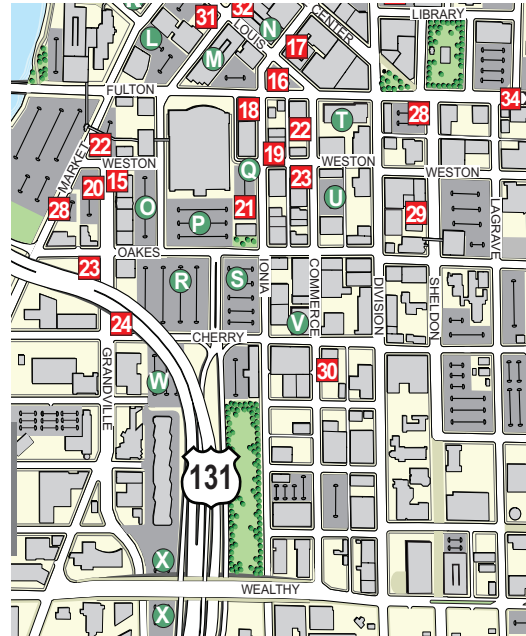
### Utilities

The study area is served by water, sanitary sewer and gas. Utility lines bisect Area 4, and generally follow the city right-of-way that remains from Ottawa Avenue when it connected to Cherry Street, prior to the construction of the S-curve in 2000. Utilities may need to be relocated should development occur. Alternatively, maintaining or enhancing rights-of-way following existing utility easements would reduce relocation expenses, and reconnect Ottawa to the existing street grid.

### Vehicular Parking

Vehicular parking is readily available in Arena South and within a 5-10 minute walk of activity centers (anchors). There are 13 surface or structured parking options within a 5-minute walk of Arena South, accommodating approximately 3,023 vehicular spaces. Additionally, many streets within Arena South have on-street parking spaces with 2-hour meter limits.

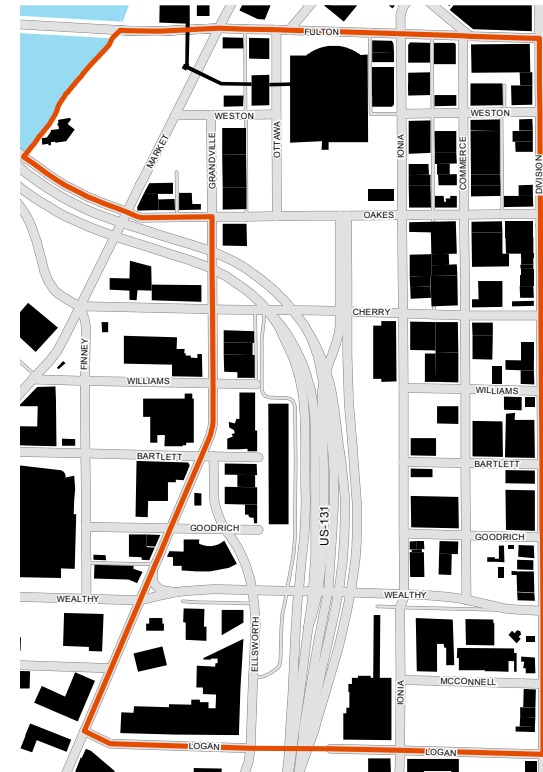
Figure 2.9, Parking facilities map (red=Ellis, green=City)



### Figure Ground Analysis

The figure ground diagram depicts building footprints (black), vacant (white), and rights-of-way (grey) in Arena South. The historic pattern of buildings situated at the front property line is evident along Ionia (near Fulton), Commerce, Oakes (east of Ionia) and Cherry (east of Ionia). Building forms are primarily rectangular, encompassing either a full or half block. Blocks are between 300-600' in length and 100-150' wide.

Figure 2.10, Figure Ground Diagram

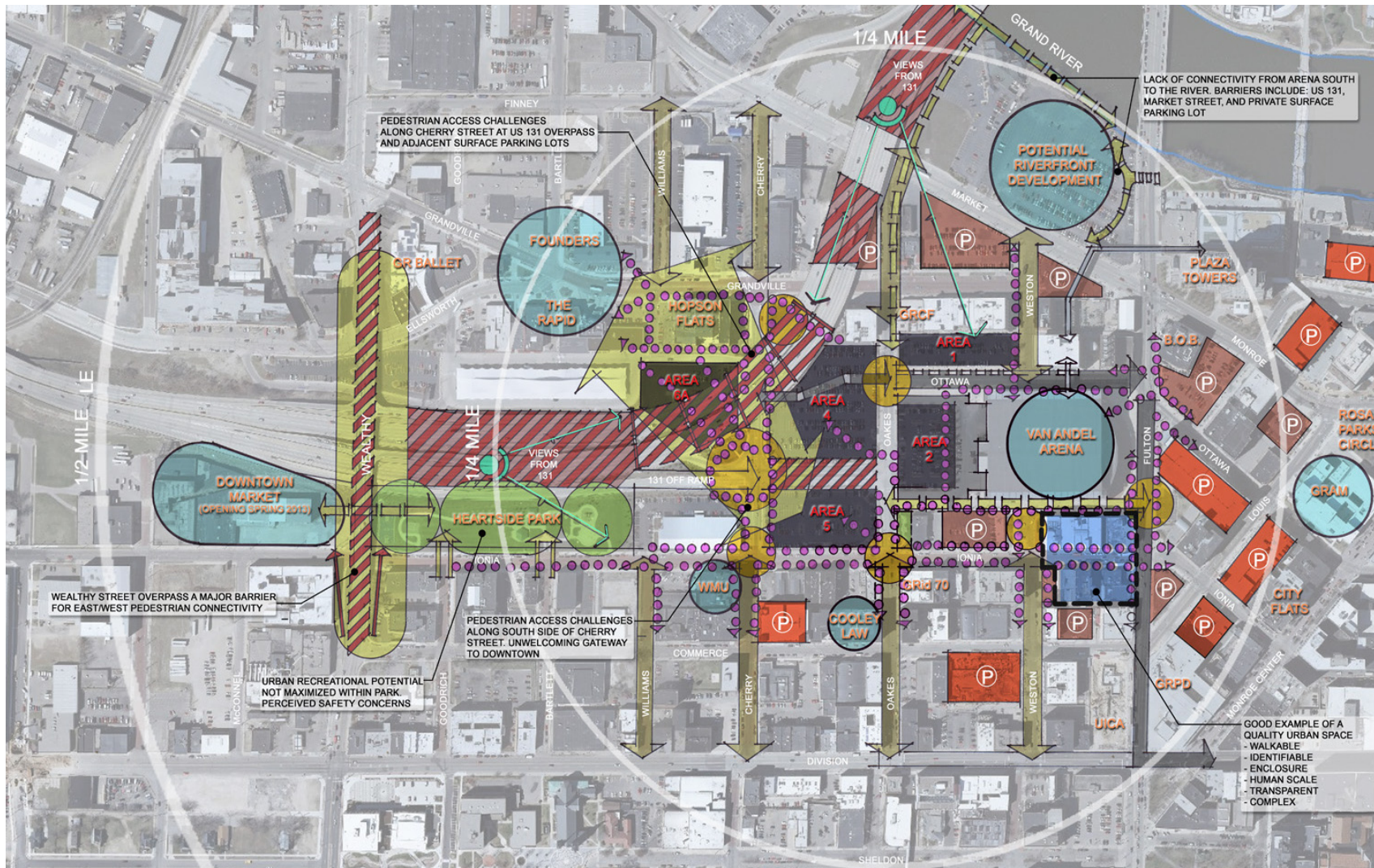


### Legend

- Arena South Project Boundary
- Building Footprints



Figure 2.11, Inventory and Analysis Diagram



### KEY



DDA SURFACE PARKING : AREAS 1, 2, 4, 5, & 6A  
1,024 SPACES / 8.5 ACRES



ADJACENT PUBLIC PARKING - STRUCTURES: 2,228 SPACES



ADJACENT PUBLIC PARKING - SURFACE LOTS: 795 SPACES



IMPORTANT PEDESTRIAN CONNECTIONS BETWEEN KEY  
DISTRICT DESTINATIONS. MANY CONNECTIONS ARE BROKEN  
OR NON-EXISTENT DUE TO PHYSICAL BARRIERS



EXISTING PUBLIC OPEN SPACE



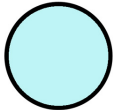
PROMINANT PEDESTRIAN TRAVEL PATTERNS



PHYSICAL AND/OR EMOTIONAL BARRIERS TO PEDESTRIAN  
CONNECTIVITY AS WELL AS LIMITATIONS PLACED ON IDEAL  
URBAN FORM



PROMINANT DISTRICT GATEWAYS. OPPORTUNITIES TO  
IMPROVE PHYSICAL, EMOTIONAL, AND AESTHETIC  
QUALITIES AT EACH NODE.



KEY DESTINATIONS WITHIN AND ADJACENT TO THE ARENA  
SOUTH DISTRICT.

## EXISTING CONDITIONS

### Assets and Constraints Summary: Arena South

#### Assets



- Active, transparent storefronts
- Streetscape and street furnishings
- Architectural interest
- Alley connectors



- Ample bike parking, including rack and corral storage
- On-street bike facility (Ionia, Cherry, Weston, Fulton and Grandville)



- Access to all Rapid Transit Bus routes, including Bus Rapid Transit
- Access to Amtrak rail and regional bus service (Ground breaking July 2013)



- 13 surface or structured parking options within a 5-minute walk (Not including the surface parking within the study area or on-street parking)
- 3,023 spaces for cars (Not including on-street spaces)

#### Constraints

- High traffic speeds and limited crossings, especially along Cherry and Business Route 131
- Blank, open surface lots limiting sense of security/safety
- Limited east-west connection
- High traffic speeds, broken connections east and west do to physical and psychological barriers
- Limited covered bus stops, unsafe and indirect connection from bus terminal east to study area
- Limited way-finding and out-of-date meter and pricing technologies result in driver confusion and increased traffic from people searching for available parking
- Transitional parking management system



### THE PROCESS

The success of a community is often found in the people that make up that community. Involving active citizens in the process to revision Arena South was critical. Our civic engagement process offered several opportunities, including weekends, evenings, and daytime meetings at fun, interactive events for all ages, to provide input. Through the civic engagement process, the needs, desires, and challenges of the community became apparent and solutions were conceived based on the collaborative effort of participants. The civic engagement process included the following meetings, events, and activities:

#### The Steering Committee

##### Kendall College of Art and Design Logo Competition

##### Partnership Meetings

- DDA Environment Action Group
- DDA Experience Action Group
- Real Estate Developers/Interests
- Grand Rapids Urban Salon
- Michigan Department of Transportation

##### Community Events

- Rapid Growth Speaker Series
- Arena South Walk & Talk
- Building Blocks
- Brew and Do

### THE STEERING COMMITTEE

Early in the project development phase it became clear that a coalition of stakeholders would be necessary to shepherd the planning process, from start to finish, and guide the Consultant Team during the many phases of the project.

A Steering Committee of fifteen diverse individuals representing business owners, housing advocates, colleges, city transit, and investors assisted the Consultant Team in fully understanding the importance and impact of the redevelopment of Arena South.

#### Steering Committee Outcomes

The committee met over a series of eight weeks and was involved in establishing the framework for how the Arena South Plan would come to fruition.

The Steering Committee was instrumental in helping the Arena South Plan develop a regional identity. The Steering Committee approved the civic engagement activities, identified the plan's intents, affirmed the guiding principles, approved the visioning concepts, and provided overall checks and balances for the Consultant Team.



The Steering Committee reviews preliminary plans from the Consultant Team.

## CIVIC ENGAGEMENT

### Voices from the Steering Committee

“I really enjoyed serving on the Arena South Steering Committee. I appreciate the efforts of the DDA to get a good variety of interests at the table for the visioning/planning process. I also enjoyed the very creative and non-traditional community-input seeking sessions.”

*-Tami Vandenberg  
Co-owner The Meanwhile and The  
Pyramid Scheme*

“The steering committee comprised stakeholders from every possible sector of the city and came to share a vision of a vibrant community space near the heart of downtown that will connect neighborhoods that have been severed by the barren ocean of black-top parking.”

*-Dr. David Rosen,  
President of Kendall College of Art and  
Design*

### PROJECT IDENTITY

The Arena South visioning process is a unique area specific study that needed a recognizable identity to help the DDA promote the visioning process. The Plan needed to distinguish itself, so to convey the project identity, the Consultant Team met with prospective designers at Kendall College to describe the visioning process. It was explained that the community visioning process would result in a preferred development scenario that addresses the future development of several surface parking lots south of Van Andel Arena. Therefore, the preferred identity logo would address and examine issues related to preferred land uses, ground floor activation, and urban design goals intended to maximize current and future placemaking opportunities.

### Kendall College of Art and Design Logo Design Competition

A request was put out to students at Kendall College to design an identity logo for Arena South. The project description described Arena South as an important business corridor that is influenced by its proximity to the river, the highway, and the Arena District. It was emphasized that this area has the potential to grow and fill in. Several students submitted logos, and the winner was chosen by the participants at the Grand Rapids Urban Salon.

### Logo Design Outcomes

Through the Logo Design Competition, Arena South was given a project identity. The logo, along with the tagline “From the Ground Up” was used to help promote the project and was featured on the Arena South web page, flyers, and posters. The student joined the steering committee and became integral to the process of solidifying the project identity.



### Public Engagement Timeline

February 2013-  
April 2013

**FEBRUARY**

Kendall  
College Logo  
Design  
Competition

Steering  
Committee  
Formed

Environmental  
Action Group

MDOT

Arena District  
Stakeholders

## PARTNERSHIP MEETINGS

Stakeholder partnership meetings were part of the civic engagement process meant to listen to the concerns and issues of people with a vested social, economic, or physical interest in Arena South. During the meetings, stakeholders identified issues as well as opportunities related to Arena South. After the partnership meetings, the commentary was synthesized into documents outlining the main insights each group offered, and the key action steps identified to help achieve the opportunities stakeholders envisioned.

The synthesis documents were presented to the Steering Committee for review and were used to help gauge how the visioning plan could address stakeholders' interest. From the synthesis of the partnership meetings, the projects' main intents were conceptualized, and from these intents guiding principles emerged that would lead to the final vision concept plans for Arena South.

### Environment/Experience Action Groups

The Environmental and Experience Action Groups are comprised of citizens from Grand Rapids that serve on the action groups of the Downtown Development Authority. These citizens are concerned with how urban land uses and urban redevelopment impact the natural environment and landscapes and result in a dynamic, liveable city.

### Real Estate Developers/Interests

The real estate developers stakeholder meetings included representatives from Rockford Construction, CWD Development, Loeks Theaters, and Locus Development and the Convention and Arena Authority. These entities are most interested in the development potential of Arena South, as well as understanding the climate for economic growth in the City's most opportune areas.

### Grand Rapids Urban Salon

The Grand Rapids Urban Salon is a group of community members that have an interest in urban development and how development affects the city's urban fabric. The Salon meets regularly to talk about urbanism and help envision what Grand Rapids looks like in the future.

### Michigan Department of Transportation

The Michigan Department of Transportation Grand Region transportation engineers, city staff, and DDA were invited to discuss the relationship between highway transportation and its impact on Arena South. From the meeting came the discussion about the possibility of relocating the US-131 Business Route that intercepts Arena South.

The synthesis from partnership meetings, including participant comments and photos can be found in the appendix of this document.





## CIVIC ENGAGEMENT

### COMMUNITY ENGAGEMENT EVENTS

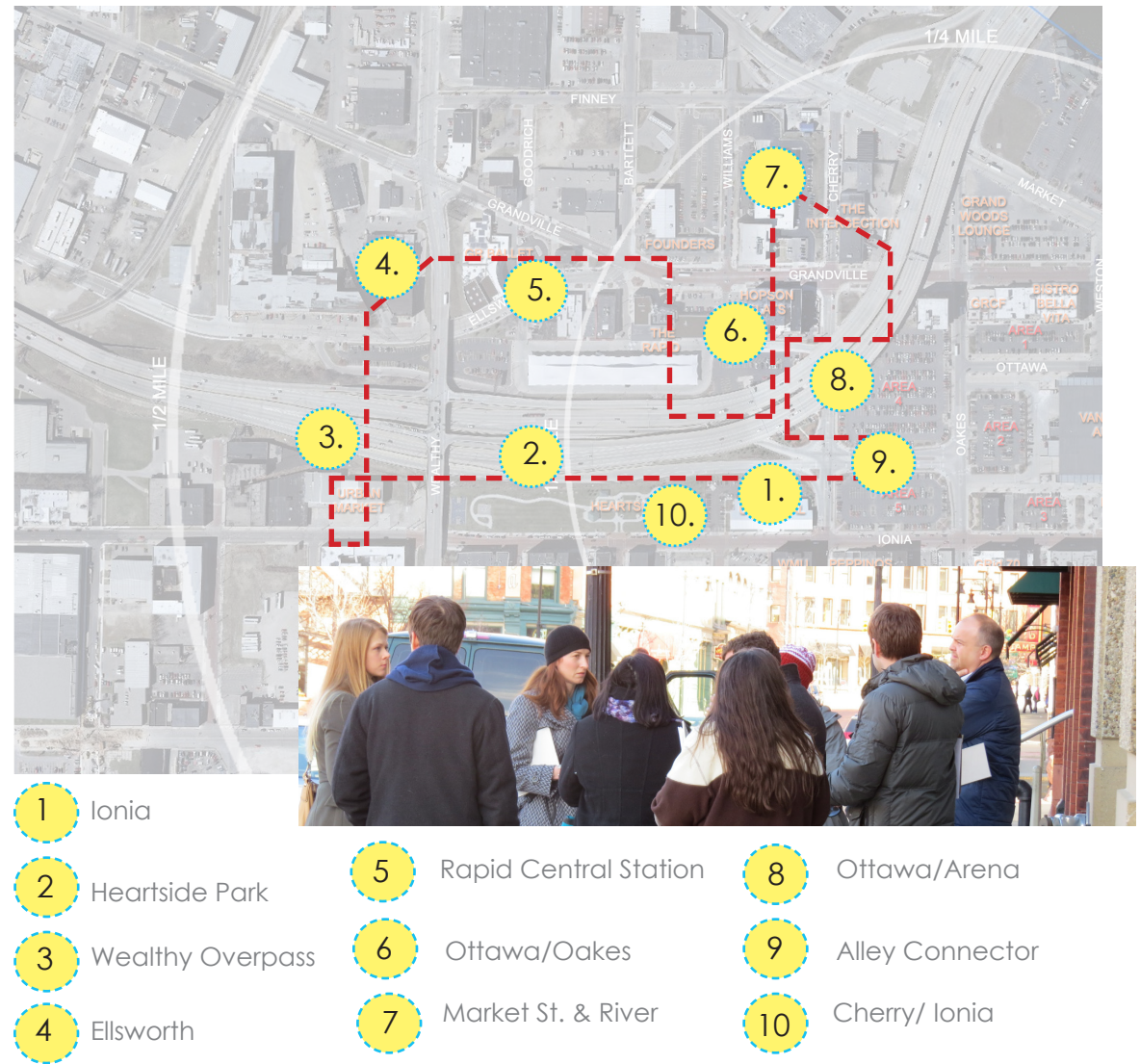
A series of community engagement events reached out to the broader public and invited residents young and old, urbanites and suburbanites, festival-goers, beer drinkers, and coffee drinkers alike to share their vision of the future of Arena South. Staged at different public places, the community engagement events built off of the intent statements and supported them through key issues identified and key actions to be taken.

#### Arena South Walk & Talk 40 Participants

Twice in one day, the consultant team organized Walk & Talks, taking participants on a 2-hour walk through the project area to experience the sights, sounds, and scenery from a human (as opposed to motorist) perspective.

The adjoining map specifies which key places were visited during the Walk & Talk, and participants comments can be found in the appendix.

#### Arena South Walkabout Route and Key Stops



### Rapid Growth Speaker Series “Turn up the Volume” 74 Attendees

The Rapids Growth Speaker Series is a regularly occurring community event sponsored by Rapid Growth Media. At their March 23rd event, a panel discussion of Steering Committee members engaged attendees with a discussion on the development potential of Arena South. The panel asked attendees to consider the infill potential and economic boost through new and emerging urban growth models.



Photo Credit: Tommy Allen/ Rapid Growth

Kris Larson, Director of the Downtown Development Authority engages attendees at the speaker series held at the Rapid Transit Station.

### Building Blocks - Family Lego Build The Rapid Central Station 22 Participants

The Building Blocks Event sought to include families in the community visioning process. Building Blocks was appropriately named, as participants had the opportunity to use Legos to build downtown templates. Building Blocks asked participants to consider the question, “How do we create the conditions for spaces to become places?” The facilitator asked participants to consider the design problem by asking:

*Whom are we designing for?  
With what materials?  
When should we be done?  
Where will the final product end up?  
Why are we doing this?*

For some families, this was their first experience in a true civic engagement planning process. The effectiveness of the event was assessed when participants were encouraged to discuss the following question:

*Did we solve our stated design problem?  
How well did we solve it?  
If we had the time, should it have been improved upon? How?*

Specific comments from Building Blocks can be found in the appendix.





## CIVIC ENGAGEMENT

### **Brew & Do The Pyramid Scheme 48 Participants**

Brew & Do was a community engagement activity that sought to draw people together to provide feedback on the four preliminary grid and massing studies developed by the Consultant Team. Participants were encouraged to draw, build and share their vision while providing feedback.

Specific comments from the Brew & Do can be found in the appendix.



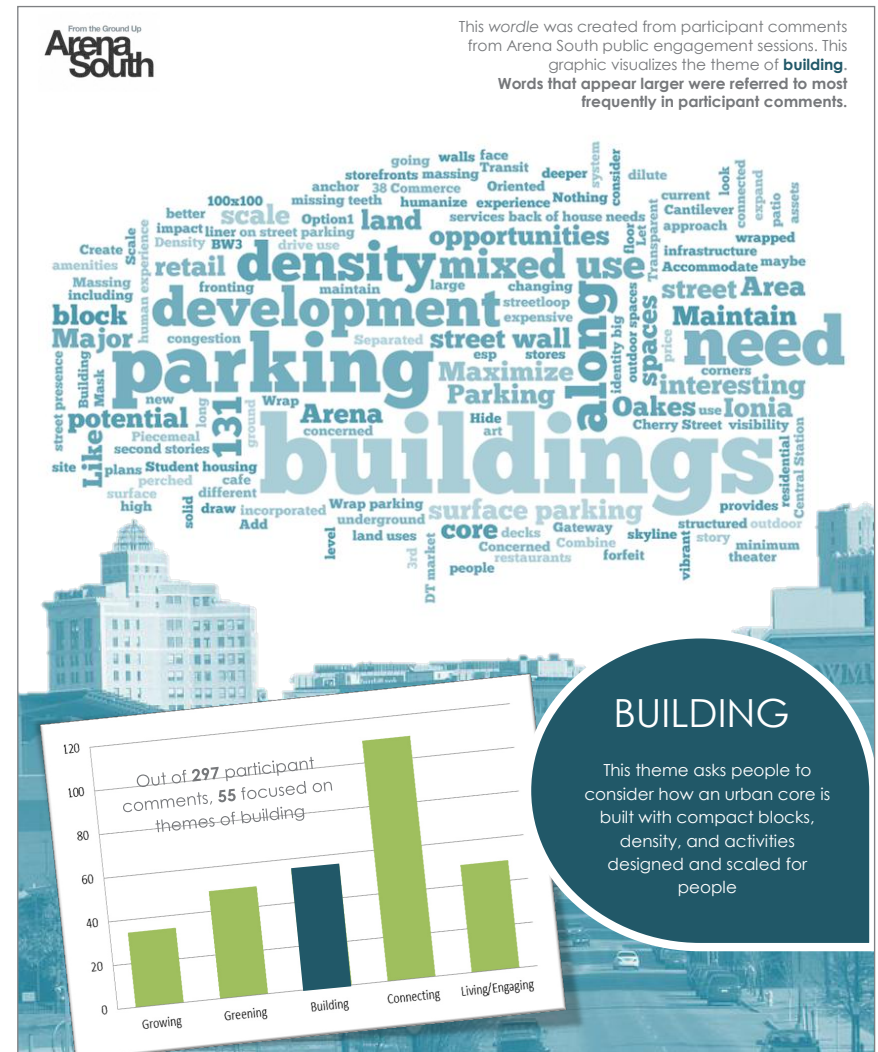
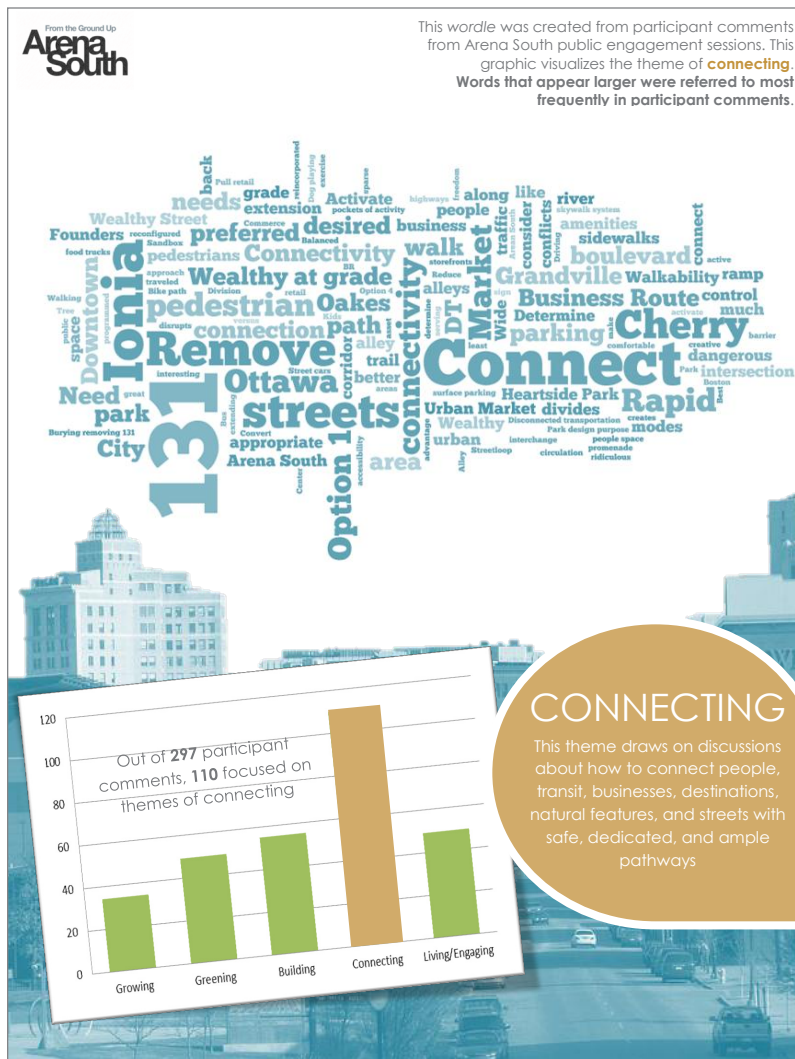
### **CIVIC ENGAGEMENT SYNTHESIS**

After the process of civic engagement, it was necessary to synthesize the input received from stakeholders, community members, families, residents, developers, and business owners and convert it into output statements to form the projects' guiding principles.

To synthesize, a tally was kept of the comments from each civic engagement activity. These comments were organized into graphs, which were presented on summary sheets along with a description of which Intent they addressed. A Wordle was created to visualize how many times comments were mentioned in each of the five Intent categories. The larger a word appears in the Wordle, the more times it was referenced. The images to the right and on the following page are the synthesis documents that were generated.



Improved wayfinding signage will help visitors explore Arena South with ease of access.



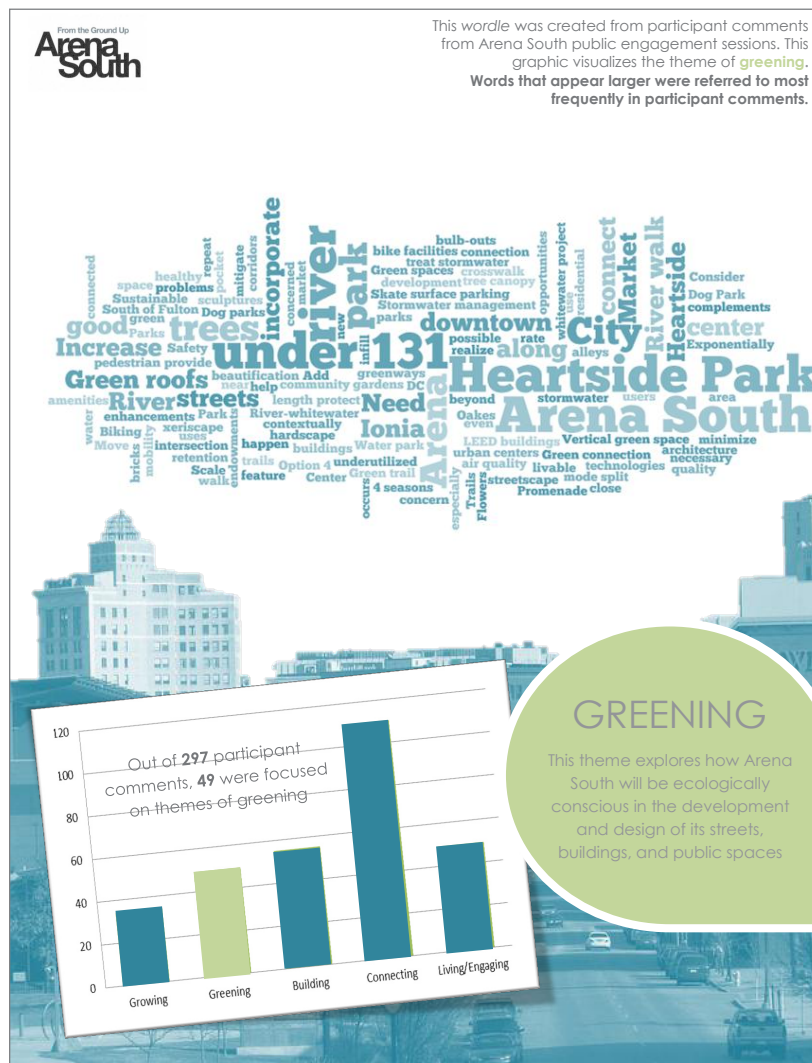


## CIVIC ENGAGEMENT SYNTHESIS



## CIVIC ENGAGEMENT SYNTHESIS

## SOCIAL MEDIA



Social media played an important role in helping the consultant team stay in touch with the community during the visioning process. People responded to events, photos, articles, and posts via social media websites.

## Arena South Page

135 Likes  
400 users reached for Arena  
South Events  
24 engaged users  
7 users “talking”

**Downtown Development  
Authority Page**

1,675 Likes  
9,424 users reached for Arena  
South Events  
539 engaged users  
114 users “talking”





## CIVIC ENGAGEMENT

### VIEWS OF OPPORTUNITY



A greenway underneath or alongside Wealthy Street would connect Arena South to the Downtown Market.



The proximity of the Rapid Transit Central Station is important for the future growth of Arena South.



Arena South is a short distance from Grand Valley State University, yet is separated by US-131 and the River.



Physical improvements and added amenities would make Heartside Park more user friendly.



The alley next to Van Andel Arena can be repurposed to accommodate social activities.

## INTENT STATEMENTS

Throughout the civic engagement process, clear priorities emerged that stakeholders and community participants felt should steer the revisioning of Arena South. These priorities were referred to as “Intents”, and were presented to the Steering Committee for consideration. The Steering Committee approved the Intents, and the community-through their civic engagement participation-affirmed and adopted the Intents as they considered challenges and revisioned solutions for Arena South.

### Growing

Arena South is growing businesses and economic opportunities by filling in, filling out, and building up empty spaces.

### Greening

Arena South is greening with streets, buildings, and public spaces that emphasize low-impact development, tree canopy, and energy efficiency.

### Building

Arena South is building urbanity with compact blocks, density, and activity with architectural detail and design scaled for people.

### Connecting

Arena South is connecting transit, shops, restaurants, hotels, schools, and its river with safe, dedicated, and ample pathways.

### Living and Engaging

Arena South will be an ideal space for living and engaging by being a 4-season, 24-hour socialscape through quality housing and play spaces.



Rapid transit is a central part of connectivity +  
A vibrant nightlife engages residents of all ages +  
The Grand River lies in proximity to Arena South +

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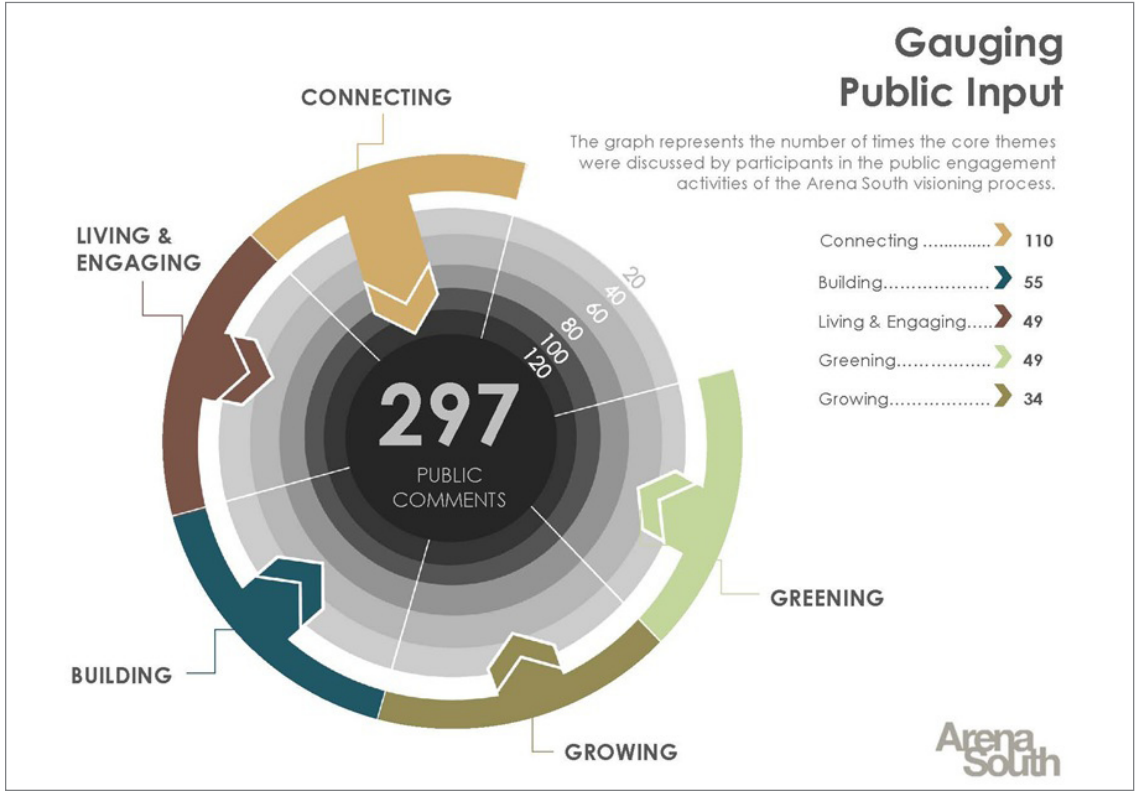


OVERVIEW

The guiding principles are based off of the intent statements and synthesis of civic engagement. The principles apply to architecture and building design, landscape design, and land use and planning.

The graph below visualizes how civic engagement participants responded to the established input statement through their commentary. Of the five intent statements, connectivity was the most frequently mentioned theme.

Figure 4.1, Input Diagram



THE PUBLIC REALM

Good urban design responds to and encapsulates the spirit of the community and place. Redevelopment within Arena South provides an opportunity to identify what the City values and why, with respect to the public realm.

Defining what is significant about a place and enhancing the quality and character in the design of the public spaces adds authenticity. Arena South's proximity to the Downtown Core and its role as the pre-eminent center and meeting place for Van Andel Arena guests and the Heartside community should be reflected.

A quality public realm accommodates automobile, public transit, bicycle and pedestrian traffic; provides access to adjacent buildings and other destinations; provides space for commercial and recreational activities; and includes provision for linear parks. The public realm therefore must account for various impacts and balance various planning objectives.

The design of Arena South's public spaces should be inviting, making it easy for people to interact as part of their daily routines and in more organized celebrations and community events, such as Irish on Ionia, Local First Street Party, and Rock the Rapids.

The following public realm principles were identified during the development of the Arena South visioning process:

## GUIDING PRINCIPLES

### A Unified Sense of Place

The Streetscape is an important component of the public realm, which will help define Arena South's aesthetic quality, identity, economic activity, health, social cohesion and opportunity. In 2006, the Downtown Alliance adopted the Downtown Streetscape Design Guidelines in order to set a standard of streetscape components and ensure a level of quality and consistency within the downtown area for a unified identity across Grand Rapids.

### Connected

A walkable Arena South will add to its vibrancy. Ease of movement is integral to good urban design. Activity centers and green spaces will be connected to create a system of green links to Arena South. These links may be along streets, parks and plazas. They must provide a choice of direct and convenient thoroughfares between destinations and be designed to be accessible for everyone. The primary east-west street in Arena South, dedicated to retail activation and connection to the River is Oakes. The primary north-south retail streets in Arena South is Ionia.

### Complete Streets

Streets will accommodate diverse users and activities including pedestrians, cyclists, motorists, public transport users, people with disabilities, and adjacent businesses and residents. A balanced and complete street network serves diverse functions including through travel, recreational walking, socializing, vending, and nearby living.

### Diversity

Arena South will be welcoming to a diverse



A vibrant streetscape built for people with outdoor seating, shared surface streets, and creative lighting.

group of users. The environment should appeal to young and old, singles and families, and all ethnic groups as it welcomes a variety of cultures and provides a diversity of experiences.

### Perception

The public realm can have a significant effect on how people perceive and interact with Arena South. If the environment is safe and inviting to pedestrians, people are more likely to walk, which will reduce automobile traffic, improve public health, stimulate local economic activity, and attract residents and visitors to Arena South.

### Economic Development

By creating more attractive and functional public street environments, the public realm can support economic development, including increased retail activity, land

use development, property values, and tax revenues.

### Accessible

Making it safe and easy for all people to move around makes public spaces more accessible and enjoyable for everyone. An accessible public realm will improve walking and cycling conditions, and therefore improve mobility.

### Sustainable

Development of new public spaces, roads, stormwater and other infrastructure will include new, sustainable technologies to dramatically improve Arena South's ecological footprint. For example, it is important to plant canopy trees in our streets and parks to keep the urban microclimate comfortable, as well as manage stormwater by means of decentralization, infiltration, cleaning, and recharging of the ground water.

## LAND USE AND PLANNING

### 1. Increase the availability of public-owned and market driven amenities.

- Ensure that Heartside Park programming and design incorporates green amenities for an urban setting to ensure it is well-used, cared-for, and a destination.
- Explore options for a sound barrier between US 131 and Heartside Park and other highway-side developments.
- Diversifying urban amenities will add intergenerational spaces for enjoyment and leisure.
- Repurpose alleys as vibrant promenades that will support everyday services as well as provide dual entry to businesses and offer outdoor seating and dining.

### 2. Prioritize multi-modal transportation including walking, biking, and transit.

- Give highest priority to pedestrian uses on all streets and bridges within Arena South, particularly on Ionia, Oakes, Ottawa, and Cherry. Vehicular lanes should not be added or widened, while sidewalks should be widened where possible and necessary to accommodate pedestrian volumes.
- Expand curbside parallel parking to Oakes, Cherry, and Ottawa
- Accommodate bike lanes (or sharrows)



Wayfinding signage in Milwaukee helps to distinguish important City landmarks.

### 3. Build plentiful, varied, and creatively built housing for multi-generational, economically diverse people and families where safety, comfort, and amenities are thoughtfully planned.

- Residential units should be appropriately massed and varied to include market rate housing options like townhomes, student housing, live-work spaces, and condominiums.
- Housing units should accommodate parking through underground or wrapped parking.

- Developers should integrate residential properties and ensure that residents have access to multi-modal transportation to minimize vehicular dependency.
- Encourage the expansion of entertainment amenities such as movie theaters, bowling alleys, galleries, and outdoor recreation, through creative endeavors aimed at all ages to diversify visitor base.

### 4. Build a network of complete streets that will be linked to the urban core, transit centers, natural features, and adjoining business and residential districts.

- Reconnect Ottawa Avenue to Cherry Street to reinforce walkability.
- Wayfinding markers will show area maps and will direct foot traffic to important area features including the Downtown Market, the Grand River, and the downtown shopping district on Monroe Center.
- An urban greenway could connect Arena South to Market Street and the Grand River.
- Determine the qualitative and quantitative feasibility of bringing Wealthy Street at grade and of rerouting US 131 Business Ramp.
- A promenade between Fulton and Oakes Street will feature open space for pedestrian uses, dining, urban art, and activities.
- Redesign the Wealthy Street underpass to enhance accessibility to the Downtown Market and Heartside Park.



# GUIDING PRINCIPLES

## ARCHITECTURE & DESIGN

### 1. Create vibrant, interacting architectural designs at street levels.

- High percentage of transparency for all retail storefronts to facilitate a perception of safety and “eyes on the street.”
- Pedestrian-scaled doors, windows, and materials that are inviting.
- Possibly opening window walls to blend indoor and outdoor spaces and capture seasonal opportunities.
- Create appropriate and adequate lighting that aids in safety and showcases storefronts.
- Wrap parking structures with active uses.
- Recessed entries set back from sidewalk.

### 2. Create appropriately sized and proportioned architecture that complements existing structures.

- Ionia Avenue can support massing and density based on a traditional 100’ depth of building, with at least two stories and supportive of 4-6 story structures.
- By stepping back upper stories as the building heights increase, it allows for daylight to reach street levels, and creates a better feel for pedestrians.
- Structures on the west side of Ottawa can support 4-8 stories in height as an appropriate transition to existing buildings along Grandville.

### 3. Encourage designs with facade planes that give depth to building design.

- Create rooftop areas that can be used as planted living roofs and outdoor activity spaces for tenants.
- Eliminate the “sheer cliff” effect of taller, flat faced buildings.
- Encourage a variety of designs by various architects to avoid a contrived sameness in style.
- Buildings should not mimic historically significant structures but should reflect design in a timeless fashion.

### 4. Encourage sustainability in the architectural designs:

- Large windows for maximizing daylight.
- Use of sun shades for solar control.
- Avoid use of reflective glass for dangerous sun reflections and heat concentration.
- Encourage green roofs/living roofs to mitigate storm water run-off, and heat island effects.
- Encourage energy efficient lighting concepts that interact with building design and streetscape activities.
- Tasteful placement of emerging/evolving technologies such as wind, and solar energy.
- Use geothermal and other green building technologies.

### 5. Design for flexible spaces and flexible uses. The one constant is “adaptability”.

- Street level spaces that can be used for retail or commercial use to avoid the vacant appearance.

- Upper level spaces designed to be adaptable for office/commercial, residential, or entertainment venues.
- Judgment, responsibility and care is needed to avoid an over-saturation of developed space and uses that deteriorate other areas of Grand Rapids, by shifting existing tenants to new developments.



An active, transparent storefront.



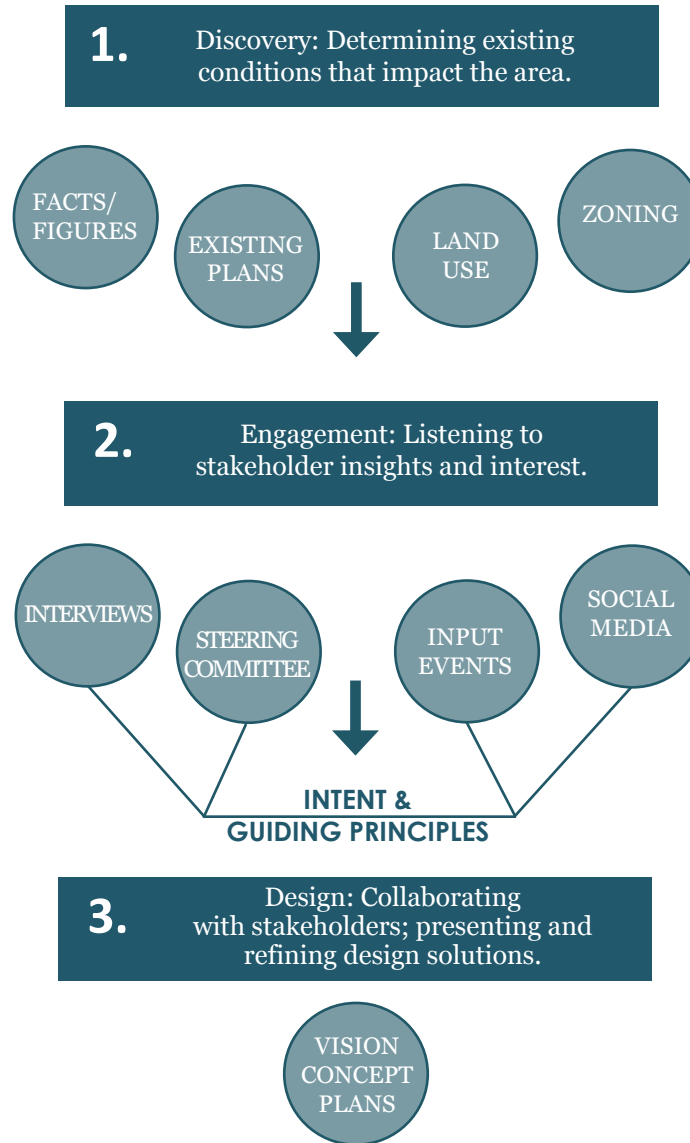
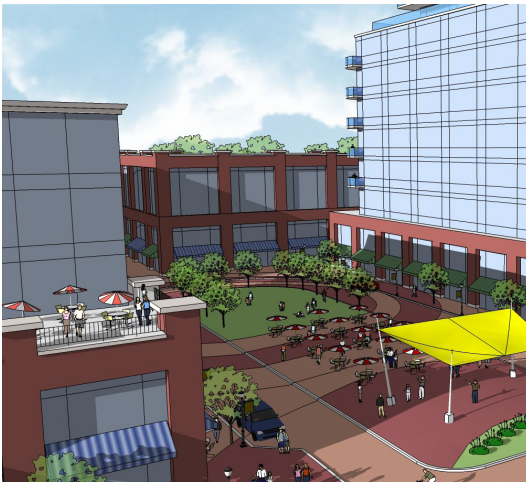
A commercial greenroof supports urban greening.

## PLAN DEVELOPMENT

The Arena South Vision Plan resulted from a 45-day intensive study involving more than 320 stakeholders representing various local interests. Iterations show an evolution of ideas about urbanism--the connections, the cohesion, and the downtown Grand Rapidsians desire.

What began with a desire for increasing tax base and building a better City through land disposition and development, has resulted in vision plan concepts for what could become of Arena South. These vision plan concepts embody the intent statements for Arena South while incorporating the guiding principles in their design.

Figure 5.1,  
Vignette of courtyard plaza concept



## VISION CONCEPT PLAN

Two preliminary concepts were developed and vetted with staff, stakeholders, MDOT and representatives of the Rapid, to determine a preferred alignment of Ottawa, given the constraints posed by the existing road network, including the S-curve infrastructure.

### Preliminary Concept A

Concept A maintains the alignment of BR-131, and bends Ottawa south of Oakes, to avoid the US-131 abutment. The Ionia Street alley between Van Andel and Ionia is accentuated, and continues south of Oakes to Cherry and beyond. Infill is assumed to front all streets, with a focal point at the terminus of the former business route and Oakes.

Figure 5.2, Preliminary Concept A

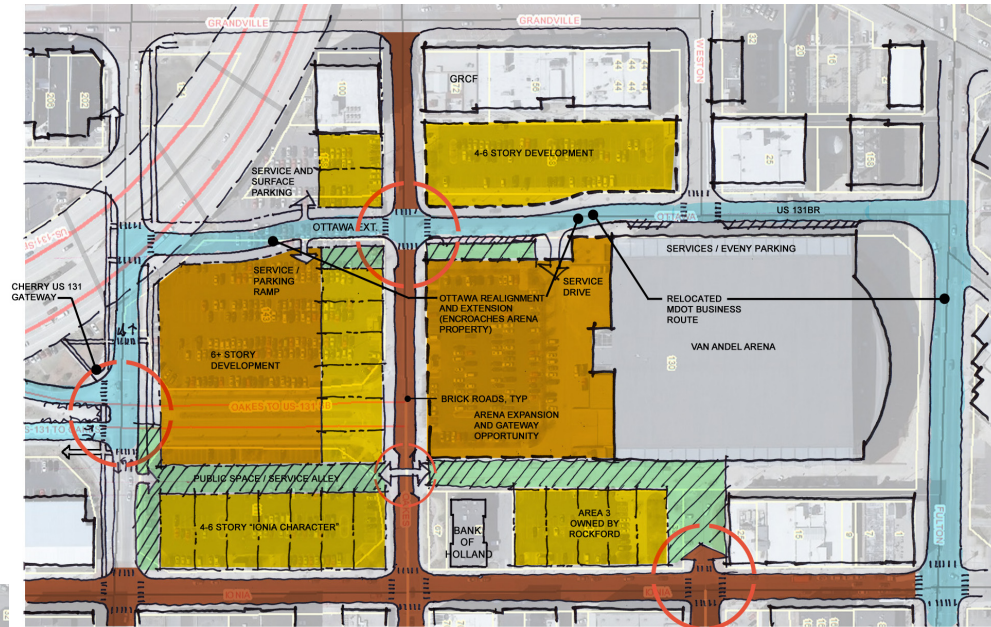
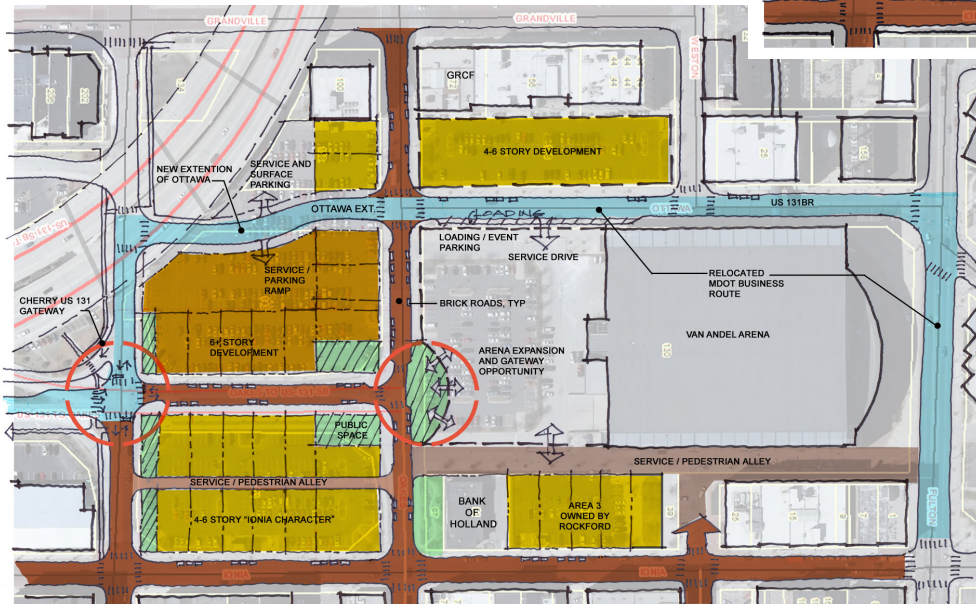


Figure 5.3, Preliminary Concept B

### Preliminary Concept B

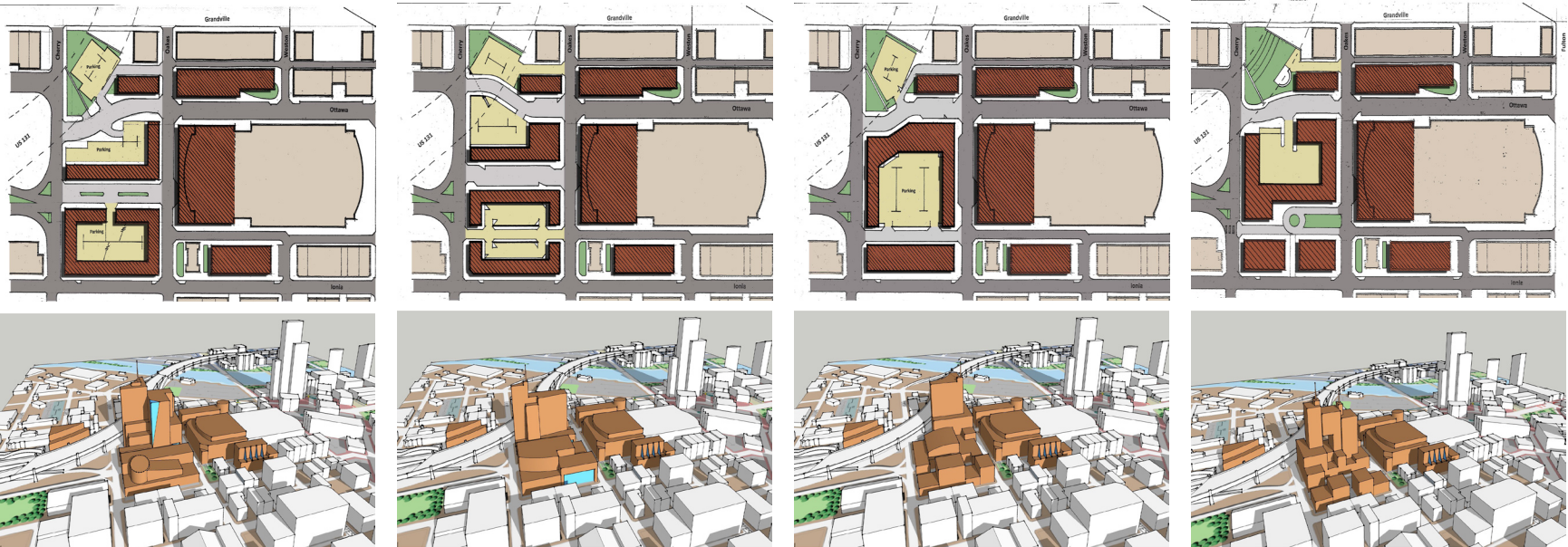
Concept B relocates the alignment of the former BR-131 east to replicate the block sizes on Ionia north of Oakes. Ottawa extends south, and with a curving trajectory, connects to Cherry between the US-131 abutments. The Ionia Street alley becomes service area and pedestrian space. Infill is assumed, with active storefronts along all roadways, forming a consistent street wall.

Concept A, with Ottawa maintaining a straight trajectory to the US-131 abutment, was preferred because it resulted in less infrastructure relocation, especially north of Oakes.



## Grid and Massing Studies

Four grid and massing studies were developed showing the Ottawa extension. All options assume wrapped structured parking and/or underground parking. Participants preferred Options One and Four.



### Option One:

- Boulevard design for former BR-131
- Ionia alley terminates at Oakes
- Exit ramp northbound traffic connects via boulevard to Oakes

### Option Two:

- Former BR-131 alignment relocated west, fronted with storefronts
- Ionia alley extended between parking area
- Ottawa terminates at US-131 abutment

### Option Three:

- Former BR-131 alignment relocated east, connects with Ionia alley extension
- Cherry and Oakes activated with storefronts
- Ionia block structure replicated between Ottawa and Ionia alley
- Ottawa becomes “A” street

### Option Four:

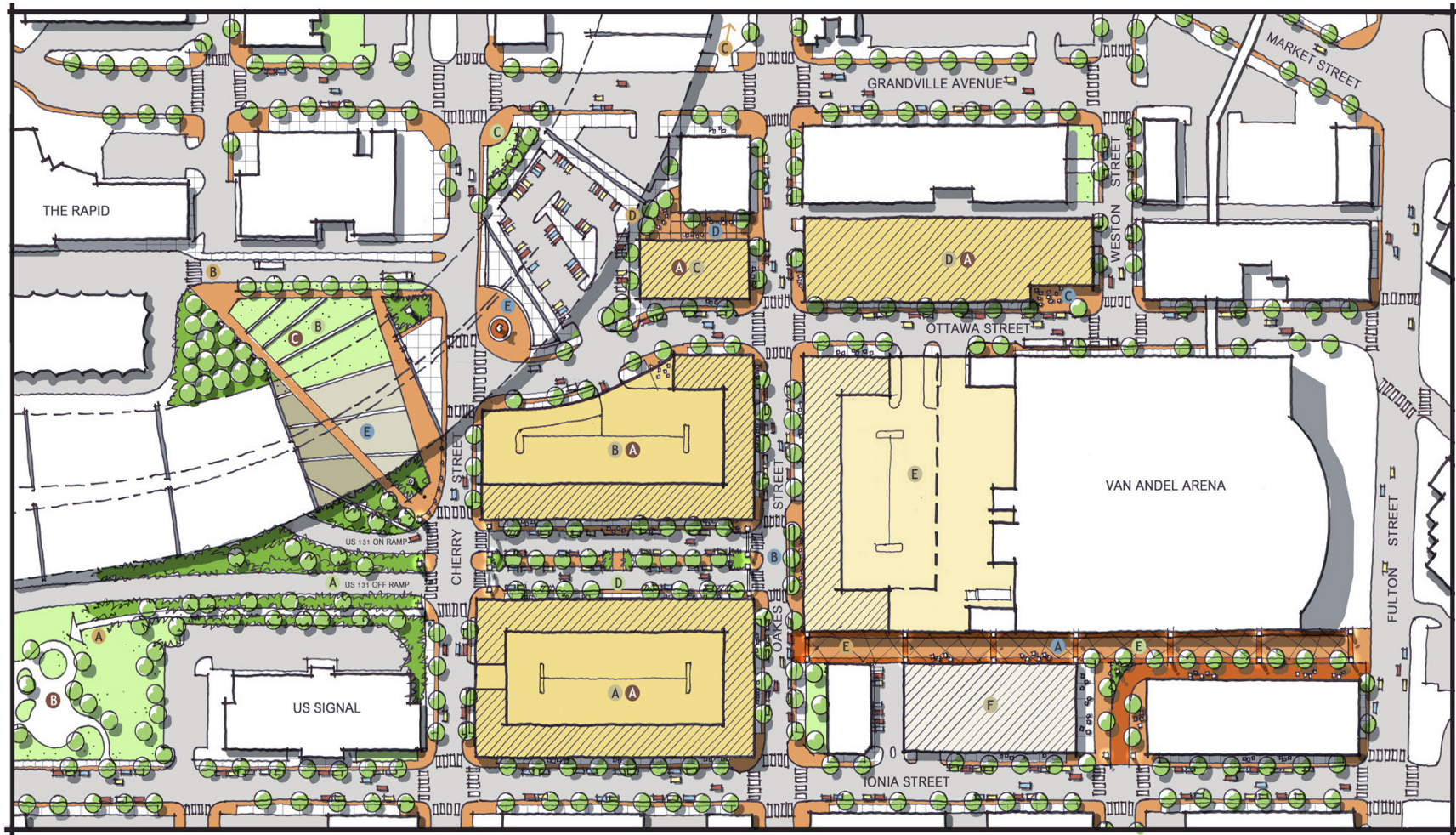
- Plaza space created by building step-back
- Ottawa extension is service oriented, versus an “A” street
- Ionia block breaks at a mid-point to enhance views into the plaza
- Recreation space provided under US-131

# VISION CONCEPT PLAN

## Vision Concept Plans

Based on feedback of the grid and massing studies, two plans were developed, Vision Concept Plans One and Two, which present the preferred concepts for Arena South in terms of street grid, block structure, building placement, and connectivity. Each of the Vision Concept Plans include a version that includes underground parking. Each Vision Concept Plan embodies the intent and guiding principles for Arena South.

Figure 5.4 Vision Concept 1, Wrapped, Structured Parking





## Vision Concept Plan 1 (Wrapped, Structured Parking) KEY

### GROWING

- A** AREA 5: MIXED-USE DEVELOPMENT - A' STREET FRONTAGE ON 4 SIDES  
BUILDING SCALE CONSISTANT WITH EX. IONIA STREET ARCHITECTURE
- B** AREA 4: MIXED-USE DEVELOPMENT - A' STREET FRONTAGE ON 2 1/2 SIDES  
BUILDING SCALE 6-20 STORIES
- C** AREA 4: MIXED-USE DEVELOPMENT - A' STREET FRONTAGE ON 2 SIDES  
BUILDING SCALE 6-12 STORIES
- D** AREA 1: MIXED-USE DEVELOPMENT - A' STREET FRONTAGE ON 3 SIDES  
BUILDING SCALE 6-12 STORIES
- E** AREA 2 (CAA): MIXED-USE DEVELOPMENT ALONG OAKES STREET - ARENA  
EXPANSION / SERVICE & LOADING AREA MODIFICATION
- F** (PRIVATE PROPERTY): MIXED-USE DEVELOPMENT - A' STREET FRONTAGE ON  
1 SIDE. BUILDING SCALE CONSISTANT WITH EX. IONIA STREET ARCHITECTURE

### GREENING

- A** GATEWAY GREENING: LANDSCAPE PLANTING AND ARCHITECTURAL  
ENHANCEMENTS ALONG US 131 RAMP AND CHERRY STREET INTERSECTION
- B** MULTI-USE OPEN SPACE FOR LARGE GATHERINGS AND SPECIAL EVENTS  
BIO-INFILTRATION AREA FOR STORMWATER MANAGEMENT
- C** CORNER POCKET PARK WITH RAIN GARDEN
- D** STREETScape ENHANCEMENTS INCLUDING STREET TREES, PERMANENT  
BEDS, SEASONAL ROTATION PLANTERS, AND LOW FLOW IRRIGATION
- E** ALLEY / PROMENADE ENHANCEMENTS INCLUDING STREET TREES, PERMANENT  
BEDS, SEASONAL ROTATION PLANTERS AND LOW FLOW IRRIGATION

### BUILDING

- A** VIBRANT ALLEY/ PROMENADE THAT SUPPORTS EVERYDAY SERVICES AS  
WELL AS DUAL ENTRY TO BUSINESS AND EXTERIOR SEATING AND CAFES
- B** NEW A' STREETS WITH ON-STREET PARKING WALKABLE SIDEWALKS  
WIDE ENOUGH FOR SEATING AS WELL AS STREET SHUT-DOWN EVENTS
- C** EXTERIOR PATIOS AND PLAZAS WITHIN NEW DEVELOPMENT ENVELOPE  
OFFER UNIQUE PEOPLE PLACES
- D** HIGHWAY UNDERPASS ENHANCEMENT AND PROGRAMMING OPPORTUNITIES  
THAT MAY INCLUDE: SKATE PARK, INTERACTIVE ART, AND CREATIVE  
LIGHTING TREATMENTS

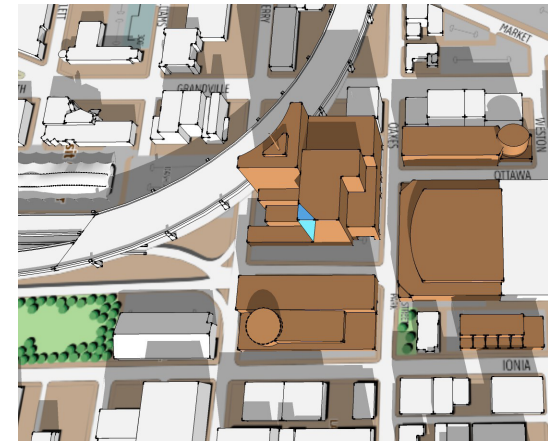
### CONNECTING

- A** NON-MOTORIZED TRAIL TO HEARTSIDE PARK AND DOWNTOWN MARKET
- B** NEW PARK WITH VISUAL AND PHYSICAL CONNECTIONS TO THE  
RAPID AND OTHER GRANDVILLE AVANUE ESTABLISHMENTS
- C** CONNECTION TO MARKET STREET AND THE GRAND RIVER
- D** SIDEWALK CONNECTIVITY BETWEEN NEW AREA DEVELOPMENT  
AND THE INTERSECTION OF GRANDVILLE AND CHERRY
- E** PROMENADE BETWEEN FULTON AND OAKES

### LIVING & ENGAGING

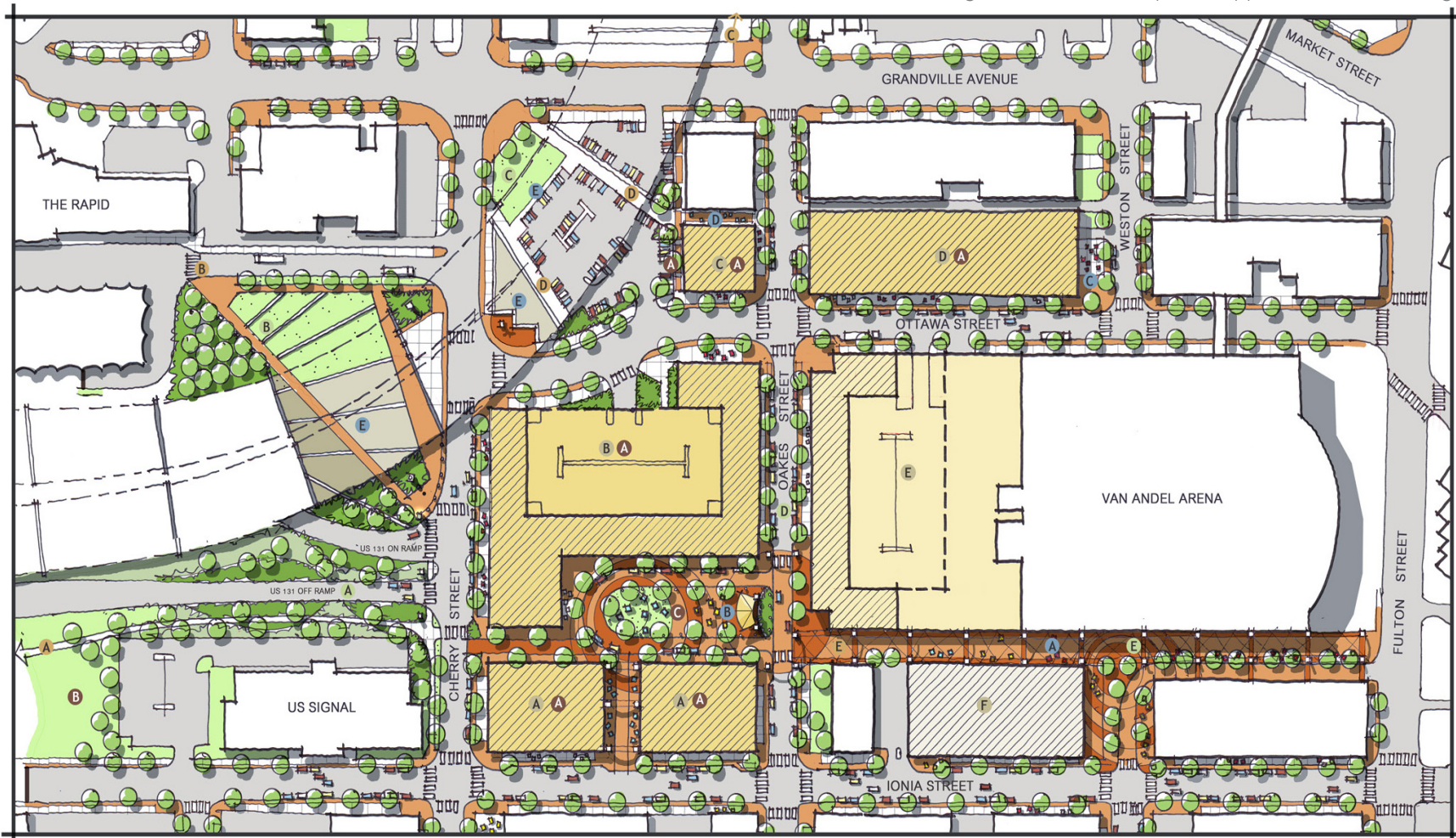
- A** QUALITY RESIDENTIAL UNITS WITHIN A MIXED-USE ENVIRONMENT
- B** HEARTSIDE PARK REPROGRAMMED TO ACCOMMODATE URBAN OPEN  
SPACE DEMANDS
- C** 4 SEASON ACTIVITY SPACE

Figure 5.5, Vision Concept 1, Massing Study



## VISION CONCEPT PLAN

Figure 5.6 Vision Concept 2, Wrapped, Structured Parking



## Vision Concept Plan 2 (Wrapped, Structured Parking) KEY

### GROWING

- A** AREA 5: MIXED-USE DEVELOPMENT - A' STREET FRONTAGE ON 4 SIDES BUILDING SCALE CONSISTANT WITH EX. IONIA STREET ARCHITECTURE
- B** AREA 4: MIXED-USE DEVELOPMENT - A' STREET FRONTAGE ON 3 1/2 SIDES BUILDING SCALE SIX TO TWENTY STORIES
- C** AREA 4: MIXED-USE DEVELOPMENT - A' STREET FRONTAGE ON 2 SIDES BUILDING SCALE 6-12 STORIES
- D** AREA 1: MIXED-USE DEVELOPMENT - A' STREET FRONTAGE ON 3 SIDES BUILDING SCALE 6-12 STORIES
- E** AREA 2 (CAA): MIXED-USE DEVELOPMENT ALONG OAKES STREET - ARENA EXPANSION / SERVICE & LOADING AREA MODIFICATION
- F** (PRIVATE PROPERTY): MIXED-USE DEVELOPMENT - A' STREET FRONTAGE ON 1 SIDE. BUILDING SCALE CONSISTANT WITH EX. IONIA STREET ARCHITECTURE

### GREENING

- A** GATEWAY GREENING: LANDSCAPE PLANTING AND ARCHITECTURAL ENHANCEMENTS ALONG US 131 RAMP AND CHERRY STREET INTERSECTION
- B** MULTI-USE OPEN SPACE FOR LARGE GATHERINGS AND SPECIAL EVENTS BIO-INFILTRATION AREA FOR STORMWATER MANAGEMENT
- C** CORNER POCKET PARK WITH RAIN GARDEN
- D** STREETScape ENHANCEMENTS INCLUDING STREET TREES, PERMANENT BEDS, SEASONAL ROTATION PLANTERS, AND LOW FLOW IRRIGATION
- E** ALLEY / PROMENADE ENHANCEMENTS INCLUDING STREET TREES, PERMANENT BEDS, SEASONAL ROTATION PLANTERS AND LOW FLOW IRRIGATION

### BUILDING

- A** VIBRANT ALLEY/ PROMENADE THAT SUPPORTS EVERYDAY SERVICES AS WELL AS DUAL ENTRY TO BUSINESS AND EXTERIOR SEATING AND CAFES
- B** NEW A' STREETS WITH ON-STREET PARKING WALKABLE SIDEWALKS. INTERNAL PLAZA FOR GENERAL CAFE SEATING AND LARGE GROUP EVENTS
- C** EXTERIOR PATIOS AND PLAZAS WITHIN NEW DEVELOPMENT ENVELOPE OFFER UNIQUE PEOPLE PLACES
- D** HIGHWAY UNDERPASS ENHANCEMENT AND PROGRAMMING OPPORTUNITIES THAT MAY INCLUDE: SKATE PARK, INTERACTIVE ART, AND CREATIVE LIGHTING TREATMENTS

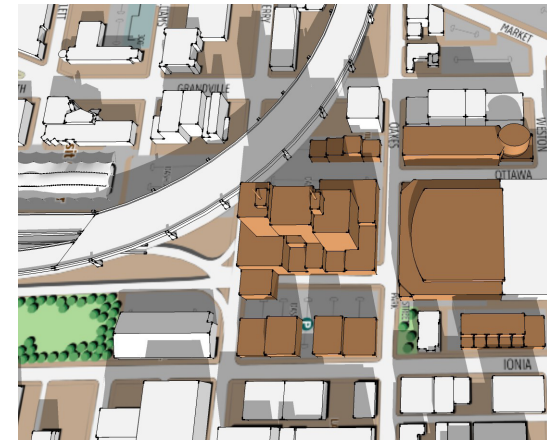
### CONNECTING

- A** NON-MOTORIZED TRAIL TO HEARTSIDE PARK AND DOWNTOWN MARKET
- B** NEW PARK WITH VISUAL AND PHYSICAL CONNECTIONS TO THE RAPID AND OTHER GRANDVILLE AVANUE ESTABLISHMENTS
- C** CONNECTION TO MARKET STREET AND THE GRAND RIVER
- D** SIDEWALK CONNECTIVITY BETWEEN NEW AREA DEVELOPMENT AND THE INTERSECTION OF GRANDVILLE AND CHERRY
- E** PROMENADE BETWEEN FULTON AND OAKES

### LIVING & ENGAGING

- A** QUALITY RESIDENTIAL UNITS WITHIN A MIXED-USE ENVIRONMENT
- B** HEARTSIDE PARK REPROGRAMMED TO ACCOMMODATE URBAN OPEN SPACE DEMANDS
- C** 4 SEASON ACTIVITY SPACE

Figure 5.7, Vision Concept 2, Massing Study





# VISION CONCEPT PLAN

## Economic Impact

Each vision concept plan includes a version that depicts underground parking. By placing parking underground, additional leasable square footage is available, contributing to property and income tax base, while still accommodating vehicular parking. Below is a summary of the economic impact resulting from both vision concept plans, as well as the increase in potential revenues when structured parking is accommodated underground.



### Economic Impact Summary, Vision Concept 1

(See Appendix for complete analysis)

#### Potential Economic Impact (conservative estimates, 2013 dollars):

**Leasable Square Footage:** 1,800,000 sf to 2,350,000 s.f.

#### Potential Parking Spaces:

**On Street:** 120-150 spaces

**Internal:** 1,800 to 2,200 spaces

#### New Construction Activity:

\$430 to \$590 Million (2013 dollars)

#### Tax Generation (Property & Income):

\$7.2 - \$8.5 Million per year tax dollars

#### Leasing Revenue:

\$27 - \$35 Million per year

#### Retail Sales Generated:

\$7 to \$10 Million per year



### Economic Impact Summary, Vision Concept 1.1 (Underground Parking)

(See Appendix for complete analysis)

#### Potential Economic Impact (conservative estimates, 2013 dollars):

**Leasable Square Footage:** 2,000,000 sf to 2,600,000 s.f.

#### Potential Parking Spaces:

**On Street:** 120-150 spaces

**Internal:** 1,600 to 1,700 spaces

#### New Construction Activity:

\$500 to \$675 Million (2013 dollars)

#### Tax Generation (Property & Income):

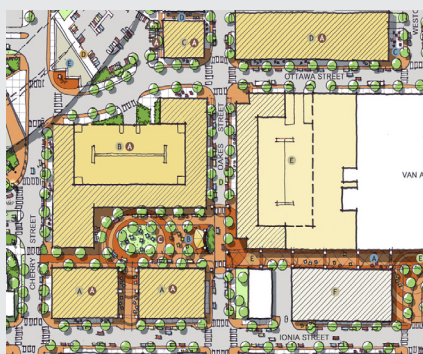
\$8.2 - \$9.4 Million per year tax dollars

#### Leasing Revenue:

\$30 - \$39 Million per year

#### Retail Sales Generated:

\$8 to \$12 Million per year



## Economic Impact Summary, Vision Concept 2

(See Appendix for complete analysis)

### Potential Economic Impact (conservative estimates, 2013 dollars):

**Leasable Square Footage:** 1,600,000 sf to 1,900,000 s.f.

**Potential Parking Spaces:**

**On Street:** 100-120 spaces

**Internal:** 1,600 to 1,700 spaces

**New Construction Activity:** \$350 to \$440 Million (2013 dollars)

**Tax Generation (Property & Income):** \$7.2 - \$8.5 Million per year tax dollars

**Leasing Revenue:** \$24-\$29 Million per year

**Retail Sales Generated:** \$7 to \$10 Million per year



## Economic Impact Summary, Vision Concept 2.1 (Underground Parking)

(See Appendix for complete analysis)

### Potential Economic Impact (conservative estimates, 2013 dollars):

**Leasable Square Footage:** 2,160,000 sf to 2,860,000 s.f.

**Potential Parking Spaces:**

**On Street:** 100-120 spaces

**Internal:** 1,600-1,700 spaces

**New Construction Activity:** \$490 to \$650 Million (2013 dollars)

**Tax Generation (Property & Income):** \$8.0 - \$9.2 Million per year tax dollars

**Leasing Revenue:** \$34-\$43 Million per year

**Retail Sales Generated:** \$9 to \$14 Million per year



## VISION CONCEPT PLAN

### Building Height and Massing

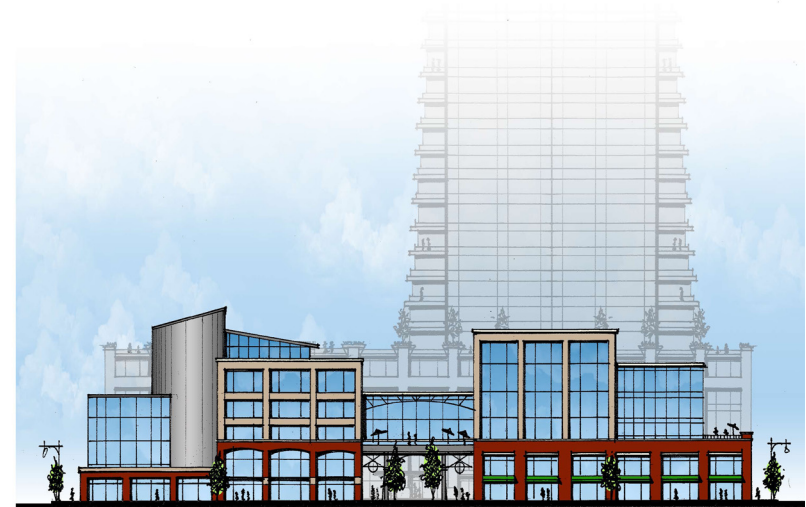
Building height, massing and facade sections illustrate the concepts of stepbacks, transparency, and horizontal expression. Stepbacks allow buildings to reach heights that exceed human-scale the further back they are from the street. Transparency, especially at the ground floor, creates a permeable edge and invites walking.

Figure 5.8, Vision Concept 2, Facade and Height Study, looking south from Oakes



Facade and height study depicts common building heights fronting Ionia. From Ionia west towards US-131, buildings step back, progressively increasing in height and number of stories. Ground floor transparency invites curiosity and intrigue, helping to create a pleasant walking environment. Oakes is activated, a consistent street wall helps lure walkers from Ionia, west towards the Grand River, helping to shorten the perceived distance.

Figure 5.9, Vision Concept 2, Facade and Height Study, looking west from Ionia



The Ionia street wall includes a solid business block, replicating historic building placement patterns on Ionia north of Weston. Horizontal elements, such as a sign band, differentiate ground floor and upper floor uses. Vertical mixed-use includes active ground floors, with live-work, office, and residential on upper floors. Buildings step back, allowing light to penetrate the public realm.

## VISION CONCEPT PLAN

Wrapped, structured parking is good urban design by placing priority on active storefronts at the street. Street frontage is valuable land, it makes sense to place retail/commercial versus parking, where people are prone to shop and linger.

An example of successful wrapped, structured parking is 38 Commerce. Similar to the diagram below, services, such as trash and delivery, are accommodated below grade and within the parking structure, versus on street or in an alley. Placing these “back of house” conveniences away from the public realm creates a more pleasing experience for people.

Figure 5.10, Vision Concept 2, Use and Stepback Diagram

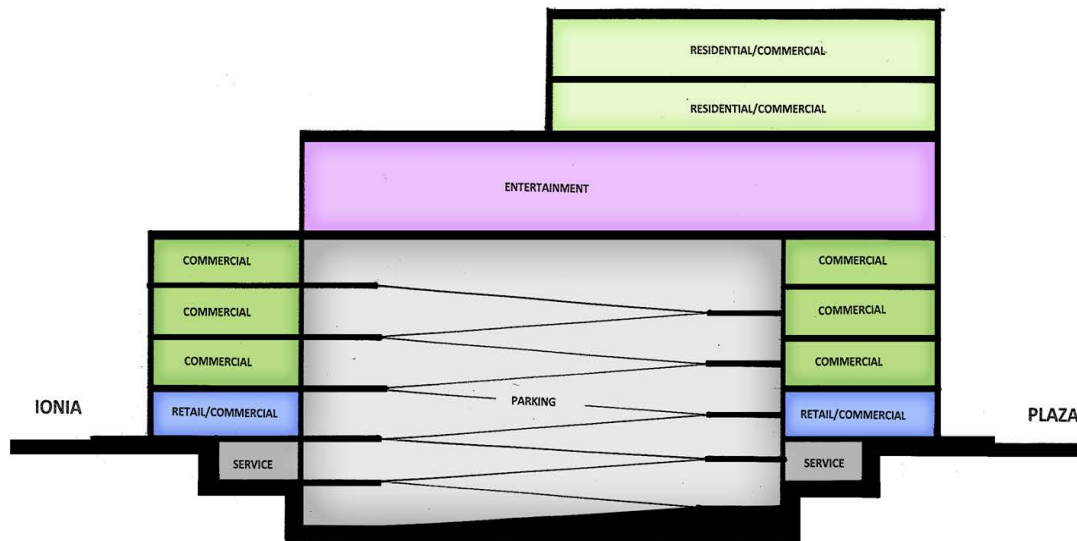


Figure 5.11, Vision Concept 2, Height and Stepback Diagram

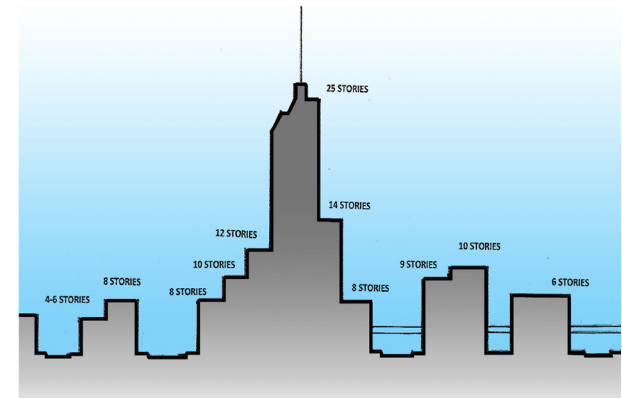
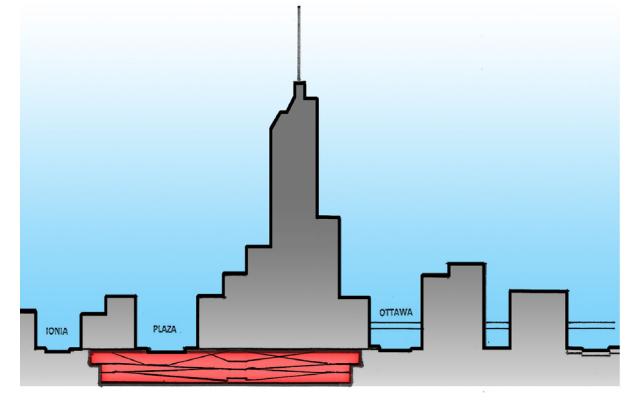


Figure 5.12, Vision Concept 2, Height and Stepback Diagram



Underground parking, as shown in Figure 5.12, prioritizes above-ground leasable space. State tax credits and TIF can be used for parking facilities. Soil studies are necessary to determine suitability. Underground parking increases potential tax revenues, which can offset increased construction costs.

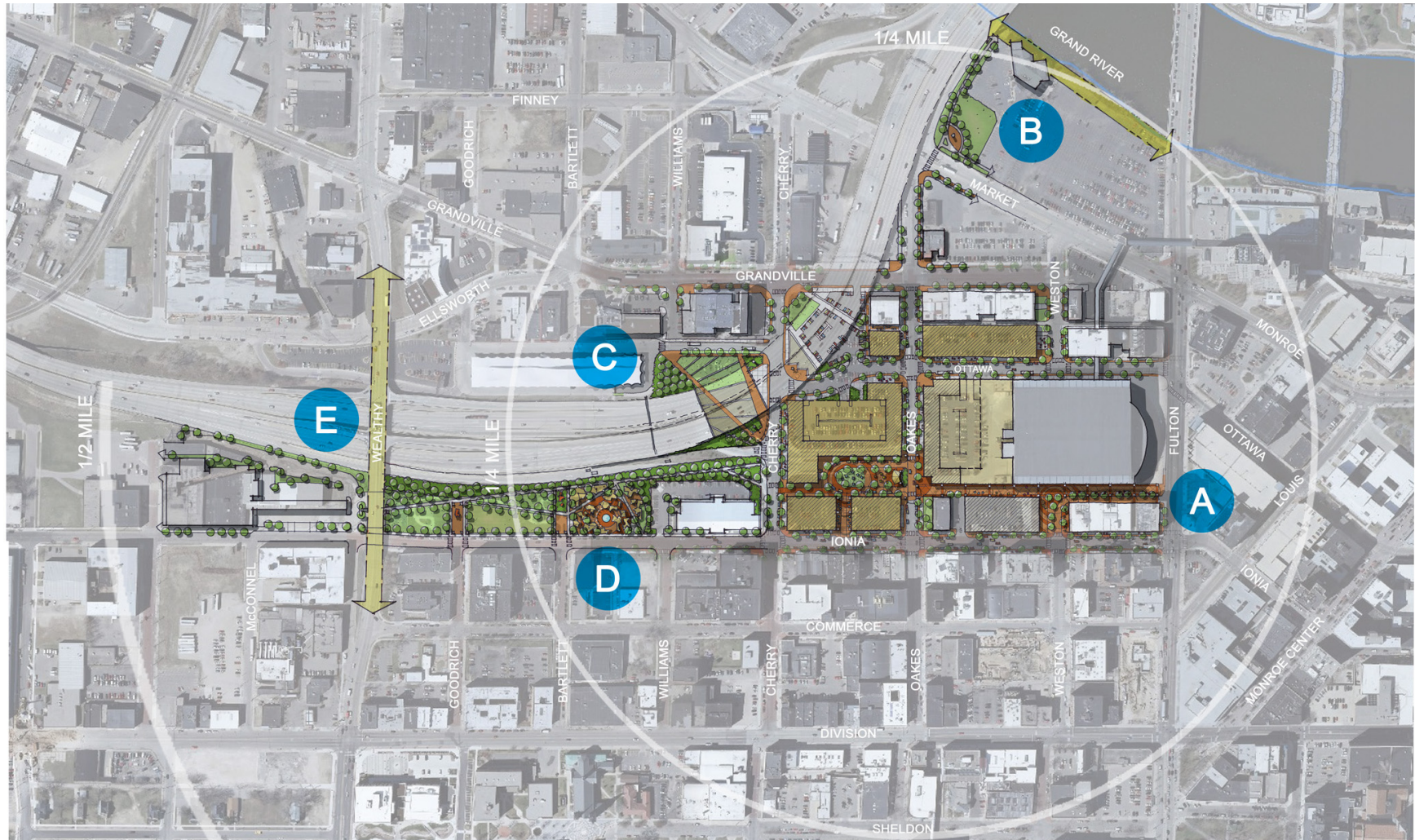


# VISION CONCEPT PLAN

## Connectivity and Greenways Plan

The Connectivity and Greenways Plan shows a district level vision for ways the activity generators (anchors) could be connected through green pedestrian paths, rethinking the S-curve, reprogramming Heartside Park, and reconstructing the Wealthy Street overpass.

Figure 5.13, Connectivity and Greenways Plan

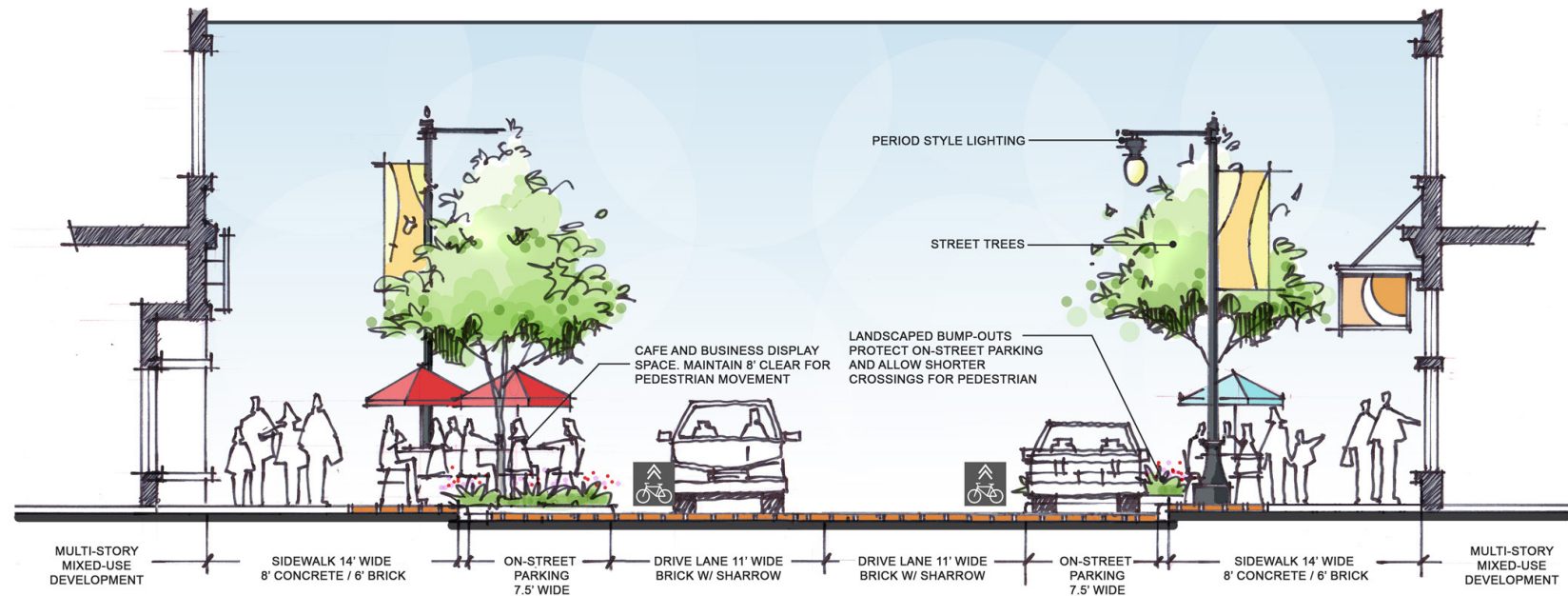


### KEY

- A** North/south promenade from Cherry to Fulton connecting Heartside Park and Arena South to the downtown core.
- B** Sidewalk and shared use path connector to future riverfront trail extensions. Corner pocket park at Market/Oakes intersection.
- C** Removal of DASH lot and construction of new urban park connecting the Rapid and Grandville corridor with Arena South.
- D** New shared use trail, sidewalk system, and urban retrofit of Heartside Park provide greenway connections to the Downtown Market as well as new park programming opportunities.
- E** Wealthy overpass reconstructed/at-grade to facilitate non-motorized east-west connectivity and prioritize pedestrians.

## VISION CONCEPT PLAN

Figure 5.14, Typical Cross Section 66' ROW



Similar to the existing Ionia cross section, preferred street sections for Arena South include complete streets best practices by accommodating people, bike, transit and vehicles. Ample sidewalks include a walking zone, furnishing zone, and entertaining space. Shown in the cross section above is a bulb-out that provides seasonal, temporary cafe space for restaurants, which is buffered by an ample drive lane with sharrows.

Other bike accommodations could reverse the location of the bike lane and on-street parallel parking, removing bikers from the “door zone” of parked cars (only if wider rights-of-way are provided).

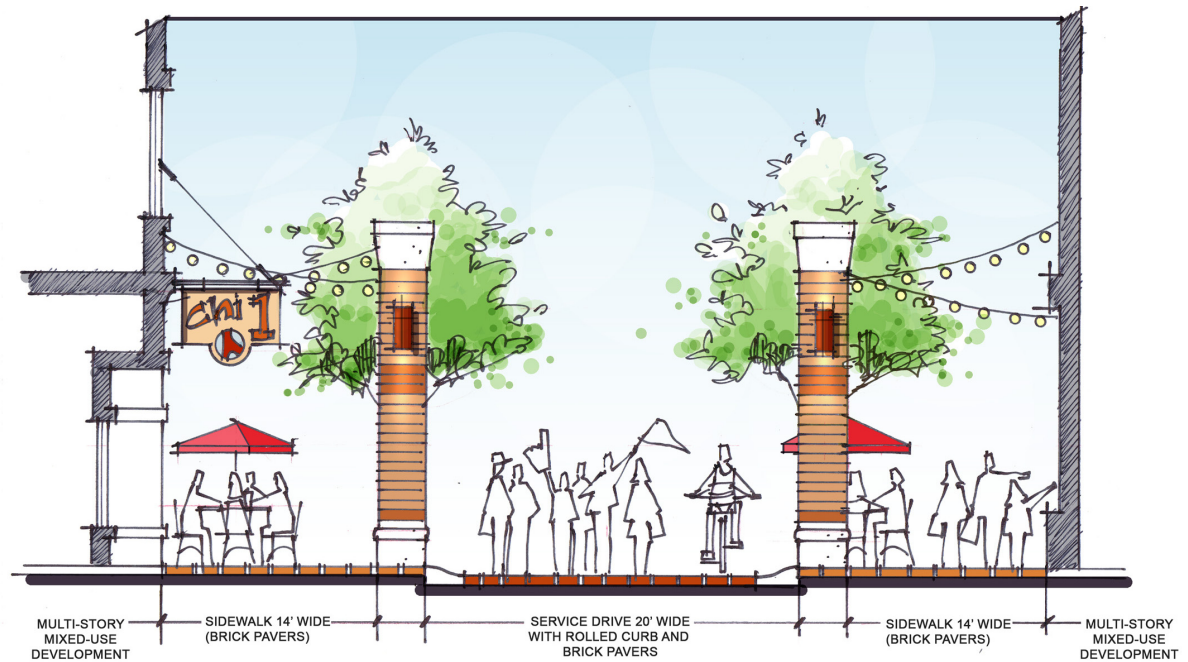
Streets within Arena South will include on-street parking. On-street parking slows traffic speeds, provides teaser parking for retailers, and buffers pedestrians from moving vehicles, creating a more walkable streetscape.



## VISION CONCEPT PLAN

Alleys are typically considered quirky, leftover service-only spaces. In Arena South, alleys/promenades have immense redevelopment potential. They can accommodate business access, pedestrian activation, greenways, stormwater capture, consolidated trash, public art, and creative lighting solutions.

Figure 5.15, Alley/Promenade Cross Section



Ionia Alley, existing conditions



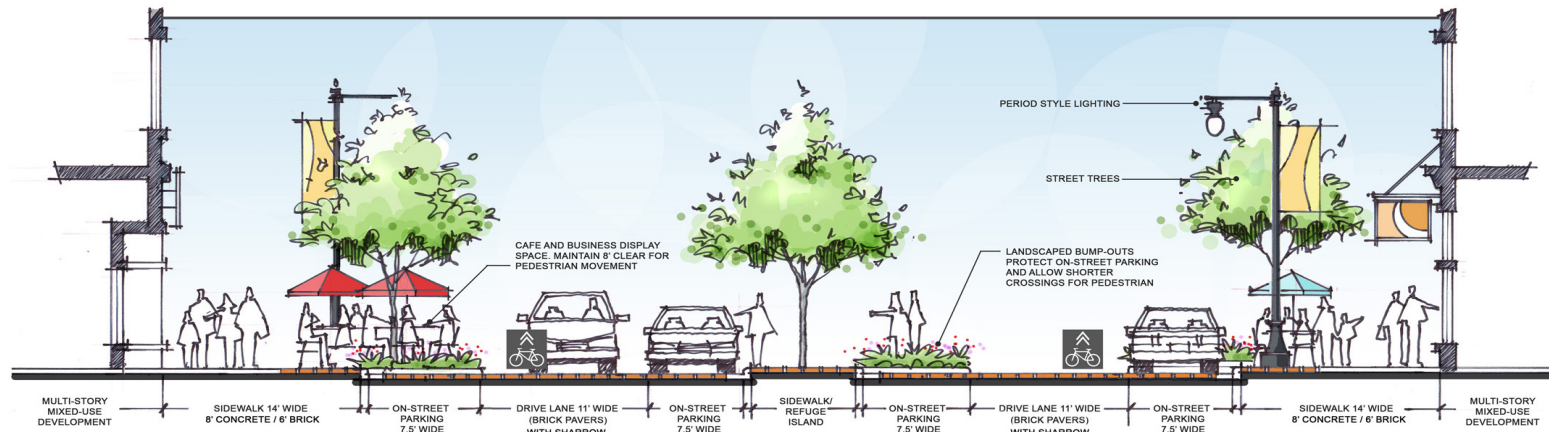
Grand Haven consolidated dumpsters and green roof



Uplighting and planters in narrow alley/walkways add interest and provide a sense of safety

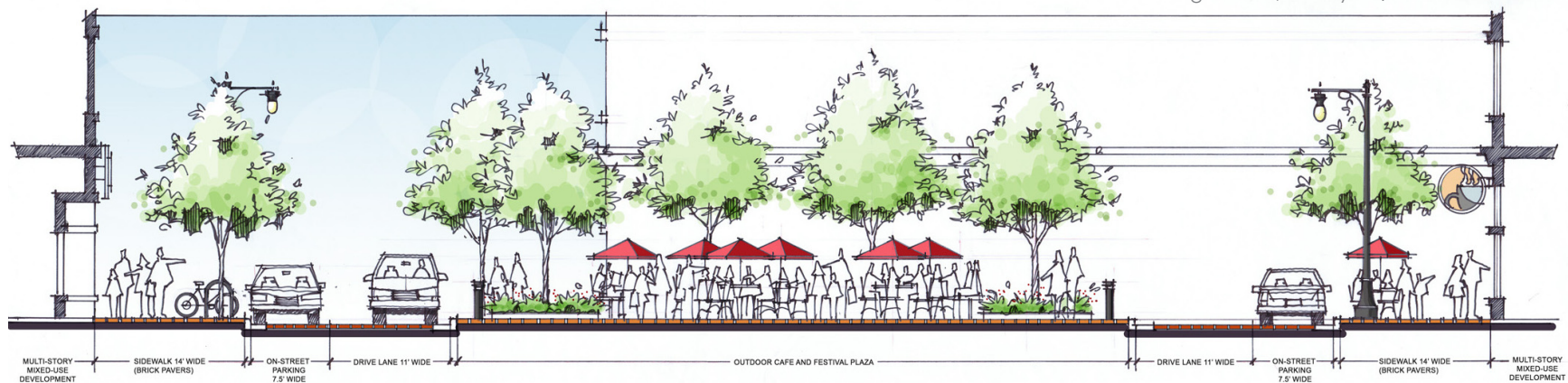
# VISION CONCEPT PLAN

Figure 5.16, Boulevard Cross Section



Boulevards help slow traffic, offer opportunities for greening and stormwater retention, as well as shorten the distance at crosswalks to enhance walkability.

Figure 5.17, Courtyard/Plaza Cross Section



Civic space that is flexible with hardscape and softscape, creates an gathering space and an oasis within an urban context. Moveable chairs allows people to sit where they like and with whom they choose.



## OVERVIEW

In the best effort to provide a clear and easily understood implementation plan, the visioning process and our steps for implementation follow this framework:

From the beginning, the **PROJECT PURPOSE** for Arena South Visioning has been to realize the potential future development for the area, specifically, surface parking lots Areas 1-6A.

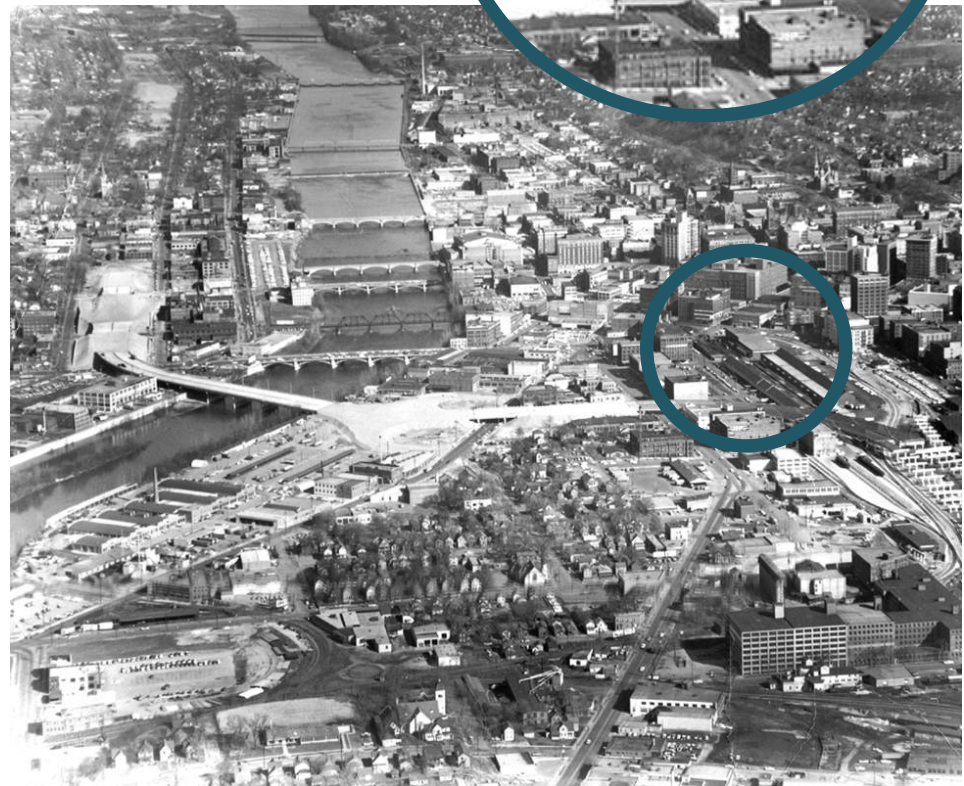
Through several partnership meetings and public events that addressed the project purpose, the **INTENTS** were identified. These five **INTENTS** focus on how Arena South has the potential for future Building, Connecting, Growing, Greening, and Living and Engaging.

Based upon input from civic engagement participants, **GUIDING PRINCIPLES** were outlined. These **GUIDING PRINCIPLES** address the architectural and urban design, landscape design, and land use and planning needed to achieve the visionary Intents and support the project purpose.

The **VISION CONCEPT PLANS** incorporate the intents and guiding principles as illustrations of potential development scenarios.

From the vision concept plans, the final product is an **IMPLEMENTATION GUIDE** in which specific actions achieve the guiding principles, support the intent statements, and realize the project purpose.

US 131  
Construction,  
circa ~1957.  
Source:  
Courtesy of  
the Grand  
Rapids  
Public Library  
Archives

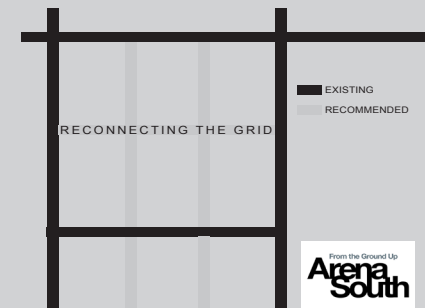


## CONNECTING

### PROJECT

#### STREET GRID RESTORATION

The street grid should be reconnected and will link transit centers, natural features, and adjoining business and residential districts.



### TASKS

1. Relocate Business Route away from Arena South and the Downtown Core to facilitate a walkable, pedestrian and commerce oriented environment.

Work with MDOT to relocate Business Route with three preferred options:

Option 1: Eliminate the Business Route.

Option 2: Cherry to the new Ottawa extension to Fulton, Fulton north to Division.

Option 3: Business route relocates away from downtown core to Market/Seward.

2. Ottawa Extension through Areas 4 & 5  
Design Ottawa extension in collaboration with the Rapid and MDOT to accommodate bus routing, people, bikes and vehicles. Lane width should not exceed 11'.

3. Wealthy Street Exit/US-131 Accessibility Enhancements

Participate in the US-131 Interchange Study. Advocate for context sensitive design solution, prioritizing safe and direct connection north and south of Wealthy, and along Wealthy as a primary route from transit to the Downtown Market.

Place Wealthy at-grade; removing the visual and emotional barrier of the overpass.

Rethink US-131 bisecting the core city and insist on qualitative and quantitative measures for analyzing all reasonable alternatives, including economic, social and environmental matters.

### ACTIONS & AGENCIES

1. DDA to participate in US-131 Interchange Study.
2. DDA/MDOT/CITY to hold business route planning and strategy meeting to analyze business route alignments throughout the City. Encourage business routing away from the Arena South/Core City.
3. DDA/MDOT/CITY to determine fair market value for existing BR-131 rights-of-way.
4. DDA/MDOT/CITY to hire engineer to design cross section for Ottawa. Cross section to be a Complete Street, accommodating all transportation modes.

### TIMEFRAME

Planning Phase:  
6-12 months

Implementation Phase:  
2 years  
FY 2014-2016

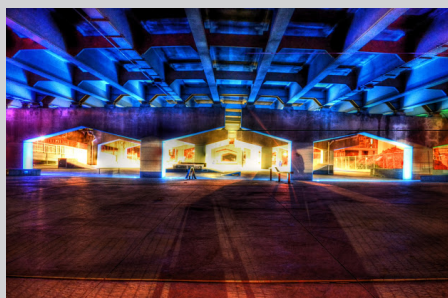


## CONNECTING

### PROJECT

#### UNDERPASS ACTIVATION

Underpasses are barriers to connectivity. Visually, they block views to destinations, especially from the vantage point of a pedestrian. They are dark, loud, and collect refuse. National examples of underpass activation show creative uses of these leftover spaces.



### TASKS

1. Explore the feasibility of a wheel park in Area 6a with clear visual and pedestrian connections from the Rapid/Grandville corridor to Ionia.

Collaborate with the Rapid to incorporate safe walks/paths from the terminal north to Cherry by relocating fences and replacing evergreens with deciduous trees.

2. Illuminate US-131 underpasses at Grandville and Wealthy with creative and colorful uplighting.

3. Commission artists for a collaborative mural/arts initiative. Use civic infrastructure as placemaking amenities.

4. Determine if recreational activities including a skate park, or roller rink are practical or desired uses for the Wealthy Underpass space through a community input survey.

### ACTIONS & AGENCIES

1. DDA to work with the Environment Action Group Urban Recreation Sub-committee and support planning and programming.
2. DDA/RAPID/"Wheels Community" to develop an RFP and hire consultant to design wheel park.
3. DDA/HEARTSIDE to solicit lighting and mural designs plans.

### TIMEFRAME

Planning Phase:  
6-12 months

Implementation Phase:  
2 years  
FY 2014-2016

## BUILDING

### PROJECT

#### REDEVELOPMENT READINESS

Essential to future development are zoning provisions that incentivize density, height and scale. And, public/private partnerships and proactive infrastructure upgrades can ensure Arena South is redevelopment ready.



### TASKS

1. Amend the zoning ordinance to:
  - Modify the urban open space incentive qualification of ground floor open space to allow public roof-top open space to be considered.
  - Establish incentives to prioritize market-rate and mixed rate housing.
  - Eliminate parking requirements in Arena South, parking requirements could established by the developer/applicant. Examples of successful implementation of this strategy are in Seattle and Cleveland.
  - Offer height incentive for the provision of underground parking.
  - Remove requirement for clear sight triangle at intersections allowing vehicles to park closer to the intersection, helping to optimize on-street parking opportunities, especially along roadways where pavement widths are less than 40'.
2. Upgrade utilities and ensure close connections to service lines:
  - Conduct an utility assessment to determine existing capacity needs and locations compared to envisioned building placement per the concept vision plans.
  - Upgrade utilities, where feasible, as an incentive to jump-start redevelopment.
3. Expand skywalk connections and user mix:
  - Connect additional buildings to skywalk system.
  - Incorporate bike ways and green/open air options for summer months; similar Manhattan's Highline, but with partial enclosure.

### ACTIONS & AGENCIES

1. DDA/Planning Department to draft amendments to the Zoning Ordinance.
2. DDA/Planning Department/Planning Commission to review amendments, offer comments, and prepare for hearing.
3. City Commission to review, hear and adopt ordinance amendments.
4. DDA/City Engineer to conduct utility assessment; hire appropriate consultant team to design and build utility stubs where feasible.
5. DDA/CAA/DA to support enhanced wayfinding; as well as upgrades/redesign of skywalks to potentially incorporate new users and open airways with green space.

### TIMEFRAME

Planning Phase:  
6-12 months

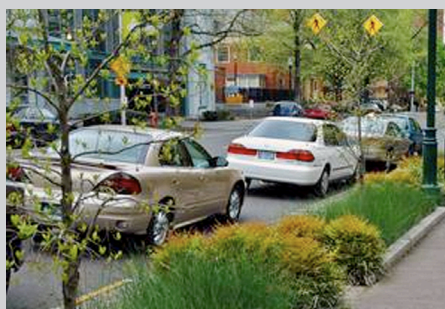
Implementation Phase:  
2 years  
FY 2014-2016

## GREENING

### PROJECT

#### GREEN INFRASTRUCTURE

Creative, modern, and ecological friendly design solutions within the public realm is an efficient use of space in a Downtown environment. Alleys offer unique opportunities for stormwater management, art installation, recreation, respite and gathering.



### TASKS

1. Establish a minimum 15% tree canopy goal for Arena South, require continuous soil trenches and expanded tree pits to facilitate tree maturity and survival. Protect trees over 6" dbh within Arena South. Require 1 for 1 tree replacement.
2. Amend the Downtown Streetscape Guidelines to include a character zone for Arena South that have green stormwater guidelines and allow for modern (versus period-style) streetscape amenities.
3. Use DDA funds for the reclamation of urban voids, the leftover spaces integral to knitting urban anchors together in curious and meaningful ways. Priority should be given to projects that help achieve mode shift outcomes, address stormwater management, provide urban recreation opportunities, display public art, have a 24-hour appeal, and are useful during all four seasons.
4. Trash Area Consolidation and Redesign: The Ionia Alley (between Ionia and Van Andel) is an opportunity for expanded civic space with dual entry buildings. Working with business owners and waste haulers, trash areas could be redesigned (incorporating green roofs, etc.) mitigating their sights and smells in favor of additional people space.
5. Create a parklet pilot program to extend the sidewalk into on-street parking spaces resulting in seasonal seating areas near restaurants and public space.

### ACTIONS & AGENCIES

1. DDA/Action Groups/Friends of Grand Rapids Parks to continue working relationship through committee representation.
2. DDA/Action Groups to require ample-sized tree pits supporting a mature tree canopy Downtown.
3. DDA/Downtown Alliance to update streetscape guidelines to include standards specific to Arena South, including gateway design treatments at the Cherry and Oakes ramps.
4. DDA/Downtown Alliance to consider alley enhancements; establish criteria for consideration and funding.
5. DDA/Arena District/Downtown Alliance to determine appropriate locations for consolidated trash areas after examining access, hours of operation, and space needs for various users and trash haulers.
6. DDA/Arena District/Downtown Alliance to develop framework for selection, use, and design of parklets, as well as data points to examine frequency of use, increase in adjacent sales, and other qualitative/quantitative feedback.

### TIMEFRAME

Planning Phase:  
12-24 months

Implementation Phase:  
3 years  
FY 2014-2017

## GROWING

### PROJECT

#### TRANSPORTATION DEMAND MANAGEMENT

Implementing both supply side and demand side transportation demand management tools results in expanding transportation choice for area residents, merchants, and visitors.



### TASKS

1. Develop a parking strategy consistent with the City's mode shift goals.
  - Systematically replace parking meters with consolidated meters for pay-by-phone and credit card readers and technologies equipped with dynamic pricing that can be adjusted to ensure on-street spaces are available.
  - Install dynamic signage and wayfinding for parking structures. Signage would fluctuate showing spaces available.
  - Enhance bus stops to include route numbers and real time departure/arrival information.
  - Pilot Alternative Transportation Connectors such as lunchtime/weekend trolleys, bike share, and DASH extension to connect the Downtown Market, the Rapid, the River, and other area attractions.
2. Develop City mobility app.
  - Mobile app includes route selector integrating transit, driving, walking, and biking modes. After entering and location and destination, various modes are offered, each comparing routes, travel times, and travel costs. The app would have complete transit and bike amenity information, including bike parking locations.

### ACTIONS & AGENCIES

1. DDA/Parking Services to determine appropriate meter technology for all new streetscape projects in the DDA.
2. DDA/Parking Services to determine appropriate sign technologies and designs for exterior, projecting signs displaying parking availability. Also consider technologies for dynamic structured parking to reduce rates during off-hours. Structured parking becomes the most cost effective (lowest price) to maintain full structures.
3. DDA/Parking Services/The Rapid to determine strategy for DASH as a service linking activity centers as well as parking lots. Improve signage/wayfinding and promotion of DASH.
4. DDA/Parking Services/The Rapid/City to work towards an open data policy enabling technologists to develop city mobility apps.

### TIMEFRAME

Planning Phase:  
12-24 months

Implementation Phase:  
1 year  
FY 2014-2016



## LIVING AND ENGAGING

### PROJECT

#### HEARTSIDE PARK ENHANCEMENTS

Ensure that Heartside Park remains a green asset in Arena South, which is an urban amenity for area residents. Consider enhancements to increase usership, improve aesthetics, and create a green corridor between Arena South and the Downtown Market.



### TASKS

1. Create a Heartside Park Steering Committee to determine a long range park plan. Elements to consider include:
  - Lighting
  - 4-season amenities
  - Services to support adjacent residential, such as a dog park
  - Sound barriers/structural enhancements to minimize noise
  - Reduction (or expansion depending on US 131 Interchange alignment) of the park
  - Visual and physical connection north and south to Ionia Alley through Arena South

### ACTIONS & AGENCIES

1. DDA/AGs/Friends of Grand Rapids Parks to continue working relationship through committee representation.
2. DDA/AGs/Friends of Grand Rapids Parks to issue RFP for design/build for Heartside Park, working in collaboration with residents, social service organizations and the Downtown Market.

### TIMEFRAME

Planning Phase:  
6-12 months

Implementation Phase:  
3 years  
FY 2014-2017

## LIVING AND ENGAGING

### PROJECT

#### MARKET RATE HOUSING POLICY

Downtown housing options in Grand Rapids are expanding in geographic footprint; but continue to concentrate incomes and unit types to a single building or a specific region. For our downtown to be diverse, each residential housing project, each building, needs to reflect the diversity of our citizenry and their unique housing needs.



### TASKS

- 1.** Establish a housing policy and incentive package for Arena South:
  - Consider incentives for geographic housing balance; incentives are greater in locations where additional housing is desired
  - Geographic housing balance should prioritize parcels within a 1/4 mile of Bus Rapid Transit or Central Station
  - Consider fee waivers and expedited review and approval for housing projects that incorporate various unit types and rents
  - Set a goal for at least 1,000 new housing units within Arena South over the next decade

### ACTIONS & AGENCIES

1. DDA/CITY/Development community to develop housing policy goals ensuring units are affordable to “workforce” households or “working families”.
2. DDA/CITY/Development community/ Michigan State Housing and Development Authority to establish a mutual understanding of available financial incentives and the City’s desire for income, type and location balance of housing in the Downtown.

### TIMEFRAME

Planning Phase:  
6-12 months

Implementation Phase:  
3 years  
FY 2014-2017

From the Ground Up

# Arena South

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1. CIVIC ENGAGEMENT
2. COMMENT TABLES
3. ECONOMIC IMPACT

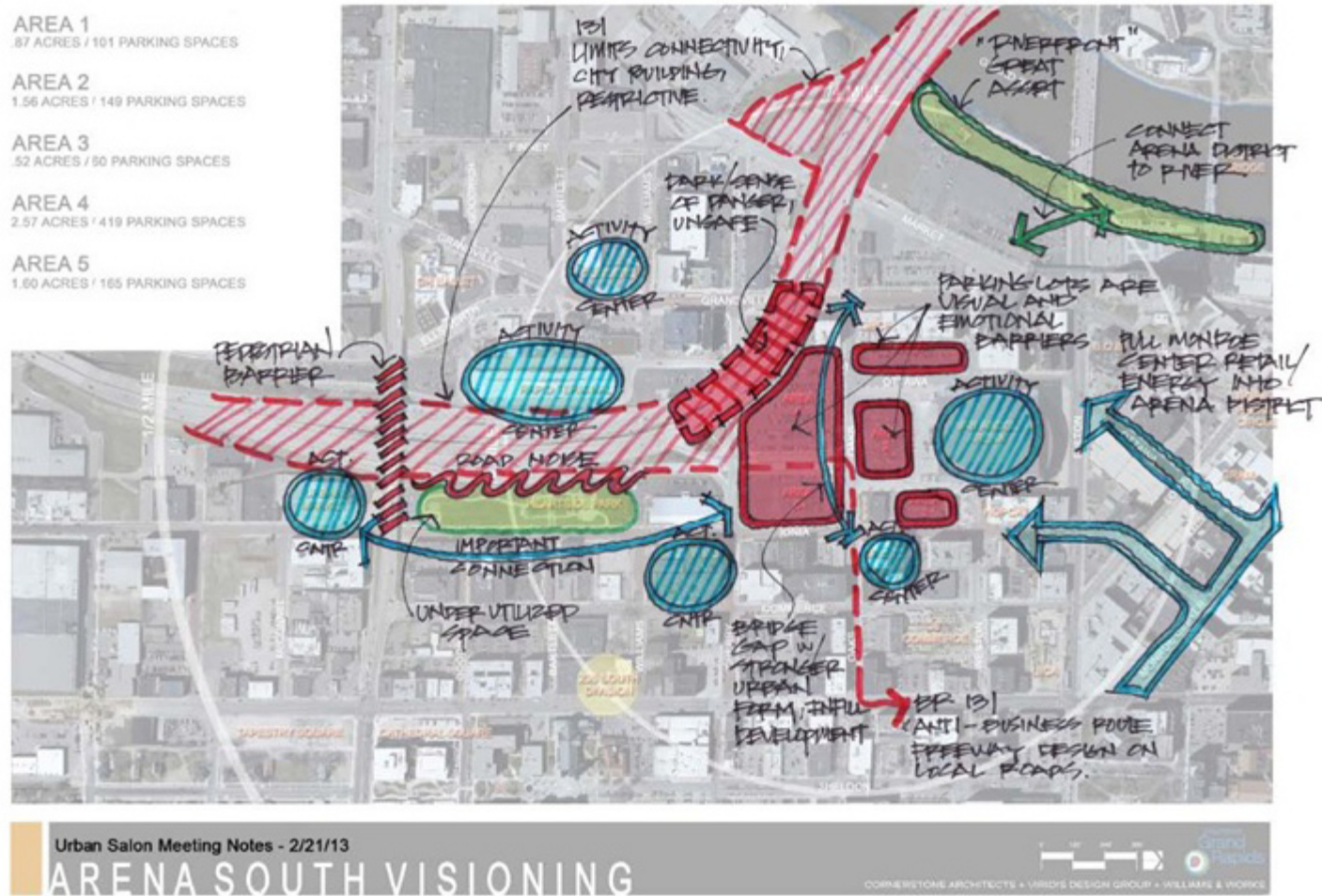
## APPENDIX

### PARTNERSHIP MEETINGS SYNTHESIS Commentary about challenges and opportunities facing Arena South

Insight	Action	Intent
It is important to develop appropriate land uses in this area that will maintain the integrity of the natural and built environment.	Minimize stormwater runoff by reducing hardscapes and be mindful of where/what land uses are appropriate.	Greening
By connecting disparate areas south of Fulton we can begin the process of deconstructing the highway and lessening the impact of US-131 on Arena South.	Connect east-to-west service districts, re-connect Ottawa Avenue, use Transportation Demand Management (TDM) modeling to analyze future transportation	Connecting
The identity of Arena South needs to be formed through the density of people residing and visiting the area, and by the unique entertainment the area has to offer.	Increase residency by diversifying housing, use art and design to mark the identity of the district, create an entryway.	Living & Engaging
Arena South needs to increase its tax base by reorganizing parking spaces and encouraging more business opportunities.	Invest in more appropriate land uses to increase tax base.	Growing
The current land uses in Arena South are not a "problem", they are an opportunity to be capitalized on.	Arena South needs strong anchor institutions, prioritize and time development, rather than developing whole blocks, develop for specific uses and needs.	Building
The route to the market needs to be one that is safe for pedestrians. We need to create an "eyes on the street" effect to give a sense of walkability.	Focus on occupying buildings between Ionia Street and the Market, fill in the "missing teeth" of the streetscape.	Connecting
Concentrated subsidized uses and community services are creating clusters of low-income residents and creating a barrier to walkability.	Utilize building space and adaptive reuse incentives to create urban housing that attracts young people and business professionals.	Living & Engaging
Function needs to drive location when developing Arena South. It is important that new development does not dilute the current urban core north of Fulton Street and west of Ionia.	Parking and arena activities/services must be accommodated.	Building
US-131 is a constraint and an impediment on Arena South that affects walkability, connectivity, and quality of life and use of public spaces.	Bring Wealthy Street at grade to create better a path to market, add river accessibility, and develop a connection to the transit center. Rethink US-131.	Connecting
Arena South needs to have strong and clear connections to both the transit center and the downtown market.	Focus on occupying buildings. Include more bike facilities, add river accessibility, improve transportation between Arena South and other corridors.	Connecting
The Heartside Neighborhood, near the Arena District, is not inviting to visitors and open spaces are underutilized.	Residents would like to see a grocery store, broader entertainment options like a movie theater or bowling alley, and an improved Heartside Park by adding recreational uses like a dog park.	Living & Engaging
Business in Arena South needs to be consistent, complete, and centered. A diversity of businesses are needed to support any future growth in residential property.	Businesses can expand hours, capitalize on and cater to visitors to the Downtown Market, grow businesses near already existing anchors of the community.	Growing


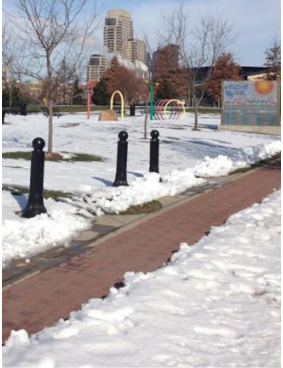

## Partnership Meetings- Synthesis

This area map of Arena South visualizes the Grand Rapids' Urban Salon participant insights into the challenges and opportunities of Arena South.



## APPENDIX





### Community Engagement Activities Walk & Talk General Comments

General Commentary	Ionia
<ul style="list-style-type: none"> <li>• Grocery store needed, large pharmacy, not a boutique style place</li> <li>• Trader Joes would do well here</li> <li>• No more subsidized housing</li> <li>• More market-rate housing is needed</li> <li>• 131 is a huge barrier to westbound travel</li> <li>• Riverwalk needs to connect south of Fulton</li> <li>• Bury 131 under Wealthy, or bring Wealthy to grade</li> <li>• Improve access to Urban Market from Commerce</li> </ul>	<ul style="list-style-type: none"> <li>• Artisan stores</li> <li>• Eateries with</li> <li>• Organic food</li> <li>• Wine shops with</li> </ul>  <ul style="list-style-type: none"> <li>workshops with retail</li> <li>outdoor dining stores</li> <li>wine bars</li> </ul>
Heartside Park	Wealthy Overpass
<ul style="list-style-type: none"> <li>• Some art or trees to help with muting traffic</li> <li>• Park design/purpose is in-line with the context</li> <li>• Improved connectivity to Grandville</li> <li>• Activate storefronts, mixed use</li> <li>• Amenities too sparse</li> <li>• Kids playing area has potential</li> <li>• Needs more child amenities</li> <li>• Sandbox and outdoor exercise amenities</li> </ul> 	<ul style="list-style-type: none"> <li>• Walkways for getting around easier and safer</li> <li>• Bike routes and bike rental stands</li> <li>• Street cars for visitors</li> <li>• Retail shops/restaurants/apts/small business offices</li> <li>• Bike path and lighting improvements</li> <li>• Underpass to get west of freeway</li> <li>• Interactive stuff hanging from Wealthy bridge (swings, art, etc.)</li> <li>• Wealthy at grade!!</li> <li>• Wayfinding to Urban Market needed</li> <li>• Homeless population under overpass should be addressed</li> <li>• Staircase from Wealthy overpass to Ionia would improve connection</li> </ul> 





## Community Engagement Activities

### Walk & Talk General Comments

Ottawa/ Arena	Alley Connector
<ul style="list-style-type: none"> <li>• Behind Arena - A downtown amusement park (with tree canopy) – think Santa Monica Ferris wheel.</li> <li>• Arena could expand to Oakes and maintain the street presence on the ground floor. It would look better than the current Area 2.</li> </ul> 	<ul style="list-style-type: none"> <li>• Opportunity to make an interesting walk</li> <li>• Needs improved lighting</li> </ul> 
Rapid Central Station	Market Street and River
<ul style="list-style-type: none"> <li>• 6A needs a better connection through the lot, along Cherry.</li> <li>• The back of the bus station should be reconfigured and reincorporated into the walkways/roads. This is the path of least resistance, and the path most heavily travelled.</li> </ul> 	<ul style="list-style-type: none"> <li>• Sustainable streetscape technologies. Stormwater management.</li> <li>• Need "quality" market rate residential in the downtown.</li> <li>• Must connect to river; intersection enhancements would help</li> <li>• Didn't realize how close the river is to Arena South</li> <li>• Riverwalk south of Fulton is necessary; connect to Arena South</li> </ul> 

## APPENDIX

### Community Engagement Activities Walk & Talk General Comments

Ottawa/ Oakes	Cherry/ Ionia
<ul style="list-style-type: none"> <li>Narrow streets to allow more public space between curb and face of building.</li> <li>Anything other than surface parking.</li> <li>Clearing snow from roads should not be a higher priority than clearing the sidewalks. Bicyclists and walkers feel like second class citizens.</li> <li>Increase tree canopy in well designed tree pits, provide more room for greater root mass. High branched so visibility to retail and other pedestrians remains open.</li> </ul> 	<ul style="list-style-type: none"> <li>Like the idea of removing 131 BR ramp that divides Area 4 &amp; 5.</li> <li>Reconfigure the intersection of 131 Ramp at Cherry to allow pedestrian access on south side of Cherry extending to Ionia, next to US signal</li> </ul> 

Activity	Reach	Engaged Users	Talking
RFP Issued	444	17	2
Contract Execution	347	3	0
Salon Urbanist Meet Up	454	63	11
Walk and Talk (3 Posts)	3179	205	42
Building Blocks (3 Posts)	2060	110	19
Brew and Do (4 Posts)	3052	151	45
Rapid Growth	288	14	2
<b>TOTAL</b>	<b>9824</b>	<b>563</b>	<b>121</b>

## Community Engagement Activities

### Building Blocks Commentary

#### Growing

Participants want to see more mixed-uses of existing buildings. They want to see buildings increase in height and massing, and emphasize a highest and best use rather than parking.

#### Greening

Attendees would like to see exponentially more trees added to Arena South and see flower beds and small gardens planted in open space.

#### Building

Contributors wish to see infill development in Arena South that provides an interesting street wall. Ensure buildings face Cherry and Oakes, and maintain a consistent street wall.

#### Connecting

Participants wish to see sidewalks added at all entry nodes to the Rapid transit station and sidewalks widened. They believe better connections can be achieved by removing the business route between Oakes and Cherry, rethinking US-131, connecting Arena South to the river and GVSU, and connecting the Rapid transit station through Area 6a and Grandville Avenue.

#### Living and Engaging

To make Arena South more livable, participants agreed that it needs more outdoor gathering and venue spaces, added bike lanes and a bike path to Heartside Park. Narrower streets with on-street parking, and a central food truck court used as a temporary use on surface parking lots.

### Brew & Do Commentary

#### Growing

Attendees want to attract new talent through a vibrant downtown that features entertainment and attractions for all ages, expanded retail options, more activities for families, amenities for residents, and structured or underground parking.

#### Greening

According to participants, Arena South has the potential to develop a greenway/ cultural trail from downtown to the market. Developing the area under US-131 with recreational uses would reduce hard surfaces and provide a green connection from east to west and north to south.

#### Building

Participants believe that buildings should be scaled to add to the skyline and take advantage of river views.

#### Connecting

Attendees felt that better connectivity could be achieved by giving Oakes Street a connection to the river, re-routing/removing US-131, bringing Wealthy Street at grade, widening sidewalks, and utilizing alleys for people spaces.

#### Living and Engaging

To make Arena South more livable, contributors agreed that there needed to be a plaza and flexible spaces for events, public restrooms, bike lanes, night lighting, and more on-street parking.

## APPENDIX

### PUBLIC COMMENT TABLES

Insight: Building			
Comment	Contributor	Comment	Contributor
Too much surface parking	G	Having liner buildings along parking decks	BD
Transit Oriented Development opportunities	S	Buildings need to be deeper, more scale to it, 100x100 minimum	BD
Let form drive use	P	Do not like the massing of the large building in Option 3, Option 1 breaks that up some	BD
Don't need a full block of development, maybe smaller parcels would humanize the scale	P	Density, density, density	BD
Scale to the human	P	Add more buildings along Ionia to make it more vibrant	BD
Accommodate services/back of house needs	P	I like density and have no problems going high and changing the skyline	BD
Parking will need to be incorporated	P	Hide 131 with buildings	BD
Parking wrapped with uses, like 38 Commerce	P	Massing is important	BD
Consider impact on core when introducing more developable space	P	More mixed use buildings, more density	BD
Don't dilute the market, consider all assets	P	Very concerned about loss of surface parking	BD
Fill in the missing teeth in the core, before Arena South	P	Concerned about the price increases of surface lots, structured parking is too expensive	BD
Maintain visibility along Ionia, esp. at corners to draw people down the block	P	Mixed uses	BD
Maintain on-street parking	A	Mask 131	BD
Wrap parking with retail	A	Prefer Option1, but buildings are too thin	BD
Maximize land development potential	A	Don't forfeit opportunities to build along 131 by only fronting it with parking	BD
More appropriate land uses	G	Combine retail with residential	BD
Consider the human experience	G	Wrap parking with buildings	BD
Use art and infrastructure to build identity	G	Crate infill development that provides an interesting street wall	BB
Gateway potential	G	Ensure buildings face Cherry Street	BB
Piecemeal approach to development	S	Create solid street wall on Oakes	BB
Nothing interesting to experience when connecting to DT market	S	Transparent storefronts	BB
Separated parking in different buildings will ease congestion	BD	Arena could expand to Oakes and maintain the street presence on the ground floor. It would look better than the current Area 2.	WT
Building walls in Option 3 are too long, need a cut through	BD	Like terraced (perched) outdoor spaces overlooking street like at BW3	WT
Consider public restrooms	BD	Like cafe and patio spaces at street level as well as above from 2nd, 3rd, 4th stories.	WT
Cantilever second stories for café/outdoor spaces	BD	Student housing is a big need, but it has to be affordable	S

**A: Agency**  
**P: Property owner interest**  
**S: Stakeholder**

**RG: Rapid Growth**  
**G: Action Group**  
**BB: BuildingBlocks**

**BD:Brew&Do**  
**WT:Walk&Talk**



Insight: Greening			
Comment	Contributor	Comment	Contributor
Too much surface parking	G	Increase tree canopy to 15%	BD
Heartside Park is underutilized	S	River walk	BD
No connection to river	S	Love Heartside Park, but what will happen with the Market users?	BD
Less hardscape; treat stormwater	S	Option 4 is good, but concerned about park under 131. Safety is concern	BD
Dog Park	S	More pocket parks	BD
More bike facilities	S	Dog parks, under 131 is a good use for that area	BD
Increase mode split	S	In DC even alleys are greenways, we should incorporate that here	BD
Green spaces cannot be forgotten, we need lots of them	BD	Parks under 131 will need xeriscape	BD
River walk needs to be connected	BD	Green roofs on all buildings	BB
Green connection from Arena South to the river	BB	More trees, more sculptures, more green at Heartside Park	BB
Have endowments for trails through the City	BD	Green corridors along Ionia and Oakes	BB
Green trail from Center City to the Market and beyond	BD	Add more trees to mitigate air quality problems	BB
Promenade	BD	Exponentially more trees	BB
Skate park under 131	BD	Green roofs for stormwater retention	BB
More park space near the center of Arena South	BD	Flowers and community gardens at Heartside Park	BB
River-whitewater complements the other amenities of Arena South	BD	Move Heartside Park to the center of Arena South, infill parts of Heartside	BB
Consider a water feature downtown	BD	Sustainable streetscape technologies. Stormwater management.	WT
Ice rink	BB	Need "quality" market rate residential in the downtown.	WT
4 seasons of uses	BB	Must connect to river; intersection enhancements would help	WT
Water park	BB	Didn't realize how close the river is to Arena South	WT
Biking	BD	River walk south of Fulton is necessary; connect to Arena South	WT
Vertical green space	BD	Provide bulb-outs on City streets to minimize crosswalk length/protect pedestrian/provide beautification opportunities.	WT
LEED buildings	BD	Great urban centers are more than bricks and mortar. Need livable streets, healthy forms of mobility.	WT
Try to incorporate whitewater project, if possible	BD	Scale of architecture along Ionia should contextually repeat as new development occurs.	WT

## APPENDIX

Insight: Connecting			
Comment	Contributor	Comment	Contributor
Improve pedestrian safety and circulation	A	More bike facilities	S
Reduce traffic conflicts	A	US 131 is impediment	S
Business Route: Ramp extension conflicts with desired development/placemaking	S	Lack of river accessibility	S
On-street parking desired along retail streets	A	Gap between Ionia and Grandville	S
Bike lanes desired where appropriate	S	Driving is confusing, too many one-ways	S
Narrow perceived distance between Area 5 and Downtown Market	G	What is the point of the Business Route; not serving DT as intended	S
Use TDM modeling for appropriate mode shift	G	Transportation is disconnected	G
Tie entertainment areas together	G	Cherry Street exit creates pedestrian challenges	G
Re-connect Ottawa	G	Option 4 preferred because of the alley connection	BD
Embrace Ionia, E-W connectivity	G	Consider a program like BRIP for alleys	BD
Tie together disparate areas	G	Option 1 preferred, consider 2-way alleys	BD
De-highway the highways	G	Enhance public access to elevated walkways	BD
Wealthy at-grade	G	Activate area under 131, take advantage of it, use it	BD
Connect people from The Rapid/Amtrak to Ionia and Downtown	G	Option 1 with boulevard design is preferred	BD
Too much surface parking	G	Burying/removing 131 is a huge project, but it rally hinders connectivity and development possibilities	BD
Disconnected transportation routes and modes	G	Wealthy Street is difficult to navigate for pedestrians at the 131 interchange	BD
Downtown has different pockets of activity	G	Walkability!	BD
Prevent fragmenting of downtown core	P	You live in a City, which means you walk in a City	BD
To connect to the Market, Heartside Park needs attention	P	Cultural trail in Minnesota, consider something similar; also Boston freedom trail	BD
Downtown Market is not a comfortable walk: park, overpass, housing	P	Something over the top and ridiculous would be great for under 131	BD
Determine which direction we are sending people	P	131 is a barrier	BD
Wealthy at-grade-clean up path to DT market	S	Under 131 can be an asset	BD
Connect to the Market	S	MDOT has too much control	BD
Pull retail from Monroe Center	S	Remove the Business Route entirely	WT
Transit Center connection-better utilize	S	City needs more control	BD

**A: Agency**  
**P: Property owner interest**  
**S: Stakeholder**

**RG: Rapid Growth**  
**G: Action Group**  
**BB: BuildingBlocks**

**BD:Brew&Do**  
**WT:Walk&Talk**

Insight: Connecting			
Comment	Contributor	Comment	Contributor
Bury re-route or turn 131 into boulevard	BB	Expand the skywalk system	BD
Wide sidewalks	BB	Walkability!	BD
Connect Rapid station and Grandville Avenue	BB	Connectivity	BD
Anything other than surface parking.	WT	Connect Founders to Ionia	BD
131 disrupts good urban space. It divides physically and emotionally. Negates economic development.	WT	Option 1 is more creative, like boulevard	BD
Convert alley between arena and Ionia business to more of a promenade people space, maybe food trucks. More flexible public space. More interesting lighting.	WT	Connectivity is important	BD
Like the idea of removing 131 BR ramp that divides Area 4 & 5.	WT	Alley connection	BD
Reconfigure the intersection of 131 Ramp at Cherry to allow pedestrian access on south side of Cherry extending to Ionia, next to US signal	WT	Wide sidewalks	BD
6A needs a better connection through the lot, along Cherry.	WT	Connect skywalks to more buildings	BD
The back of the bus station should be reconfigured and reincorporated into the walkways/roads. This is the path of least resistance, and the path most heavily traveled.	WT	Connect to the Market, Founders, the Rapid, and train station	BD
More on-street parking on narrow streets. Calm traffic.	WT	Connectivity	BD
Artwork will help	WT	Remove surface lots	BD
Bike path and lighting improvements	WT	Need to determine A and B streets	BD
Connection from Rapid to Urban Market is a nightmare. Need to rethink Wealthy bridge.	WT	Oakes and Ionia are A streets, Ottawa and Cherry are B streets	BD
Need to provide better pedestrian connectivity between Rapid and Ionia corridor.	WT	Prefer Option 1 because of Ottawa extension	BD
Bury re-route or turn 131 into boulevard	BB	Ottawa extension does not make economic sense	S
Wide sidewalks	BB	Balanced approach to mobility; connect TDM goals on Michigan to DT	A
Connect Rapid station and Grandville Avenue	BB	Determine active versus service streets	A
Anything other than surface parking.	WT	Remove 131	BD
131 disrupts good urban space. It divides physically and emotionally. Negates economic development.	WT	X out 131	BD
Convert alley between arena and Ionia business to more of a promenade people space, maybe food trucks. More flexible public space. More interesting lighting.	WT	Remove 131	BD
Like the idea of removing 131 BR ramp that divides Area 4 & 5.	WT	Put Wealthy at grade	BD

## APPENDIX

Insight: Connecting			
Comment	Contributor	Comment	Contributor
Reconfigure the intersection of 131 Ramp at Cherry to allow pedestrian access on south side of Cherry extending to Ionia, next to US signal	WT	Add sidewalks at all entry nodes to the Rapid	BB
6A needs a better connection through the lot, along Cherry.	WT	Remove business route between Oakes and Cherry	BB
The back of the bus station should be reincorporated into the roads.	WT	Connect Arena South to river and GVSU	BB
Ice cream and hotdog stands or huts	WT	Lower Wealthy Street ramp to grade. Crossing Wealthy east of highway is dangerous. People will not walk down to Division, cross and then traverse back to Urban Market.	WT
Walking from Cooley to the other parking decks is dangerous because of the BR/MDOT controlled intersection at Commerce and Oakes	S	Bike routes and bike rental stands	WT
Bring Wealthy to grade	S	Street cars for visitors	WT
Connect the Grandville corridor to Arena South	S	Heartside Park programmed and designed wrong for an urban center. More Tree canopy. Dog Park. Remove spray pad. Best part of park is the sign.	WT
Underpass "hospitality" should be addressed	RG	Park design/purpose is in line with the context	WT
Cars should not be prioritized above pedestrians and other modes of transit	RG	Improved connectivity to Grandville	WT
Bus hours should be extended beyond 12a	RG	Activate storefronts, mixed use	WT
Streetloop for Southgate and Arian South		Amenities too sparse	WT
Ice cream and hotdog stands or huts	WT	Kids playing area has potential	WT
Walking from Cooley to the other parking decks is dangerous because of the BR/MDOT controlled intersection at Commerce and Oakes	S	Needs more child amenities	WT
Bring Wealthy to grade	S	Sandbox and outdoor exercise amenities would help activate the park	WT
		Dog playing and walking area	WT

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**BD: Brew&Do**  
**WT: Walk&Talk**



Insight: Living and Engaging			
Comment	Contributor	Comment	Contributor
We have to nail the public realm	BD	Density, people, entertainment creates identity of area	G
Centralize dumpsters to allow for more area in alley for outdoor dining	BD	There is not enough housing around Heartside Park	S
Outdoor gathering/venue space	BB	Affordability of Grand Rapids will continue to attract people	S
Bike lanes	BB	The educational presence will attract young people	S
Food truck court at Area 2	BB	The housing market is fueled by a younger demographic that is willing to live in smaller sized units	S
Add bike path in Heartside Park	BB	Need housing to help place more "eyes on the street"	P
Narrower streets with on street parking	BB	Concern for concentration of subsidized uses, need to integrate throughout	P
Clearing snow from roads should not be a higher priority than clearing the sidewalks. Bicyclists and walkers feel like second class citizens	WT	Housing (market rate)	S
Increase tree canopy in well designed tree pits, provide more room for greater root mass. High branched so visibility to retail and other pedestrians remains open.	WT	Subsidized housing and penthouses. Nothing in between	S
Narrow streets to allow more public space between curb and face of building.	WT	We need middle-income housing downtown	S
There is a fundamental philosophical problem with putting cars above humans	WT	What is proper housing mix	S
Use underside of 131 for something other than surface parking.	WT	State of Michigan subsidies should incentivize market rate housing	S
Differentiate. Play off history of the area. Rail roads, depot, industrial blue collar. Beer.	WT	Alleys can be used for events, ability to close them is good (Option 4)	BD
Arena district should be vibrant, diverse. Street life is important.	WT	Option 4, like alley for events	BD
Open space at the eastside of VanAndel could be utilized as an event space, outdoor seating, gathering space, if open containers were allowed of street food vendors, it could convert and outdoor use to a multi use space.	WT	Pedestrians make decisions based on views, we need to consider the views	BD
Needs better lighting	WT	Arena South is a resurrection; this has transformational power for changing our City	BD
Consider a public-private partnership for development of these lands to retain some control	S	Consider bike share or trolleys	BD
The Cherry deck fills and the signage to direct you to ther lots is minimal; wayfinding and digital applications would help	S	Art, provide incentive project for Art	BD
Close the ledges under the underpass from access	S	Lighting, safety, esp. under the highway	BD

## APPENDIX

Insight: Living and Engaging			
Comment	Contributor	Comment	Contributor
Afraid to take the bus because the drivers are reckless; they speed	BD	Vistas are important, we need to see street views	BD
We have to nail the public realm	BD	We need to bate and switch, to lure people to live DT	BD
Centralize dumpsters to allow for more area in alley for outdoor dining	BD	Area South is a way for people to discover DT	BD
Outdoor gathering/venue space	BB	Area #2 should have an active public space	BD
Needs better lighting	WT	Bike lanes	BB
Consider a public-private partnership for development of these lands to retain some control	S	Food truck court at Area 2	BB
The Cherry deck fills and the signage to direct you to ther lots is minimal; wayfinding and digital applications would help	S	Add bike path in Heartside Park	BB
Close the ledges under the underpass from access	S	Narrower streets with on street parking	BB
Afraid to take the bus because the drivers are reckless; they speed	S	Clearing snow from roads should not be a higher priority than clearing the sidewalks. Bicyclists and walkers feel like second class citizens	WT
Surface lots are full because they are cheaper, they should be more expensive because of the opportunity cost	S	Increase tree canopy in well designed tree pits, provide more room for greater root mass. High branched so visibility to retail and other pedestrians remains open.	WT
Consider a car share, bike share, bike taxi, trolley and scooter parking in Arena South	S	Narrow streets to allow more public space between curb and face of building.	WT
Consider lighting	S	There is a fundamental philosophical problem with putting cars above humans	WT
We need more culture, not just one strip (Ionia)	S	Use underside of 131 for something other than surface parking.	WT
Creating an walkable urban experience is key to the area's success	RG	Differentiate. Play off history of the area. Rail roads, depot, industrial blue collar. Beer.	WT
Lighting, art, green space, and establishing a welcoming pedestrian experience should be the priority	RG	Arena district should be vibrant, diverse. Street life is important.	WT
Needs better lighting	WT	Open space at the eastside of VanAndel could be utilized as an event space, outdoor seating, gathering space, if open containers were allowed of street food vendors, it could convert and outdoor use to a multi use space.	WT
Consider a public-private partnership for development of these lands to retain some control	S	Surface lots are full because they are cheaper, they should be more expensive because of the opportunity cost	S
The Cherry deck fills and the signage to direct you to ther lots is minimal; wayfinding and digital applications would help	S	Afraid to take the bus because the drivers are reckless; they speed	S

**A: Agency**  
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**RG: Rapid Growth**  
**G: Action Group**  
**BB: BuildingBlocks**

**BD:Brew&Do**  
**WT:Walk&Talk**

Insight: Growing			
Comment	Contributor	Comment	Contributor
Active storefronts	WT	Too much surface parking	G
Residential, office, parking, retail	WT	Maximize land development potential	A
Highest and best use is not surface parking	WT	Increase tax base	G
Need more density (well designed). More density = More people/tax base	WT	More businesses; opportunities for growth	G
Behind Arena - A downtown amusement park (with tree canopy) – think Santa Monica Ferris wheel.	WT	Arena benefits from suburban context in an urban area	A
If Downtown is so great, why do we have to incentivize development?	RG	Arena expansion, with parking wrapped with retail uses	A
Employment growth will alleviate many issues associated with retail and housing	RG	Diversity of businesses; grocer	S
Parking is an issue for retailers	RG	Entertainment (bowling; movies)	S
How is the growth of online shopping impacting the demand / viability of in-store shopping and retail districts?	RG	Pull retail from Monroe Center	S
Grocer / drug store is highly desirable	RG	Improved transition between anchors	S
Major new mixed use investments		Encourage people to stay (sticking power)	S
Active storefronts	WT	Businesses not open long enough (evening hours)	S
Residential, office, parking, retail	WT	Perception of parking problem	S
Highest and best use is not surface parking	WT	US 131 is impediment to economic development	S
Need more density (well designed). More density = More people/tax base	WT	Embrace Ionia to the fullest, it is an A street	BD
Behind Arena - A downtown amusement park (with tree canopy) – think Santa Monica Ferris wheel.	WT	Infill, plan for people	BD
If Downtown is so great, why do we have to incentivize development?	RG	Allow temporary storefronts, pop-ups	BD
Employment growth will alleviate many issues associated with retail and housing	RG	Temporary uses, like food trucks in City lots	BB
Parking is an issue for retailers	RG	More retail	BD
How is the growth of online shopping impacting the demand / viability of in-store shopping and retail districts?	RG	Diversify the area, especially the business mix	BD
Grocer / drug store is highly desirable	RG	Mixed uses	WT
Major new mixed use investments		Increase height	WT
Active storefronts	WT	Stepped buildings	WT

# APPENDIX

## POTENTIAL ECONOMIC IMPACT

### POTENTIAL ECONOMIC IMPACT

The cumulative cost and benefits of successful Arena South developments is difficult to speculate, but test studies can be done to illustrate the positive economic impact that this will have on the region.

#### VISION CONCEPT PLAN 1

This plan identifies the use of liner buildings on Lots 1, 2, 4 and 5 to incorporate multi-level parking decks internally.

Current Net Revenue of Surface Lots 1,2,4,5 and 6a: \$500,000 -\$600,000 per year

#### Potential of Development:

Lot #1:	300,000-400,000 s.f. mixed use and two levels of parking Construction Value:	\$60-\$80 Million
Lot #2:	100,000-120,000 s.f. mixed use, service and three levels of parking Construction Value:	\$20-\$24 Million
Lot #4 west:	120,000-150,000 s.f. Office use, Retail No onsite parking (Use Lot 6A) Construction Value:	\$24-\$30 Million
Lot #4 east:	1,100,000-1,500,000 s.f. Mixed use with internal 5 level deck parking Construction Value:	\$220-\$300 Million
Lot #5:	400,000-500,000 s.f. Mixed use, with internal 3 level deck parking Construction Value:	\$80-\$100 Million
Infrastructure Upgrades:		\$30-\$50 Million

#### Potential Economic Impact (conservative estimates):

Leasable Square Footage:	1,800,000 sf to 2,350,000 s.f.
Potential Parking Spaces:	
On Street:	120-150 spaces
Internal:	1,800 to 2,200 spaces
New Construction Activity:	\$430 to \$590 Million (2013 dollars)
Tax Generation (Property & Income):	\$7.2 -\$8.5 Million per year tax dollars
Leasing Revenue:	\$27-\$35 Million per year
Retail Sales Generated:	\$7 to \$10 Million per year



## POTENTIAL ECONOMIC IMPACT

The cumulative cost and benefits of successful Arena South developments is difficult to speculate, but test studies can be done to illustrate the positive economic impact that this will have on the region.

### VISION CONCEPT PLAN 1.1

This plan identifies the use of 2-3 levels of sub-grade parking continuous from Lot 4 to Lot 5, and Liner Building design at lots 1 and 2 to incorporate multi-level parking decks internally. The above grade space identified by the building footprints on Lots 4 7 5 would be returned as potentially lease-able space.

Current Net Revenue of Surface Lots 1,2,4,5 and 6a: \$500,000 -\$600,000 per year

#### Potential of Development:

Lot #1:	300,000-400,000 s.f. mixed use and two levels of parking	
	Construction Value:	\$60-\$80 Million
Lot #2:	100,000-120,000 s.f. mixed use, service and three levels of parking	
	Construction Value:	\$20-\$24 Million
Lot #4 west:	120,000-150,000 s.f. Office use, Retail No onsite parking (Use Lot 6A)	
	Construction Value:	\$24-\$30 Million
Lot #4 east:	1,235,000-1,700,000 s.f. Mixed use, 3 level sub grade parking.	
	Construction Value:	\$250-\$350 Million
Lot #5:	470,000-580,000 s.f. Mixed use, 3 levels of sub-grade parking	
	Construction Value:	\$100-\$120 Million
Infrastructure Upgrades:		\$50-\$70 Million

#### Potential Economic Impact (conservative estimates):

Leasable Square Footage:	2,000,000 sf to 2,600,000 s.f.
Potential Parking Spaces:	
On Street:	120-150 spaces
Internal (Sub-Grade)	1,600 to 1,700 spaces
New Construction Activity:	\$500 to \$675 Million (2013 dollars)
Tax Generation (Property & Income):	\$8.2 -\$9.4 Million per year tax dollars
Leasing Revenue:	\$30-\$39 Million per year
Retail Sales Generated:	\$8 to \$12 Million per year

## POTENTIAL ECONOMIC IMPACT

The cumulative cost and benefits of successful Arena South developments is difficult to speculate, but test studies can be done to illustrate the positive economic impact that this will have on the region.

### VISION CONCEPT PLAN 2

This plan identifies the use of liner buildings on Lots 1, 2, and 4 to incorporate multi-level parking decks internally.

Current Net Revenue of Surface Lots 1,2,4,5 and 6a: \$500,000 -\$600,000 per year

#### Potential of Development:

Lot #1:	300,000-400,000 s.f. mixed use and two levels of parking Construction Value:	\$60-\$80 Million
Lot #2:	100,000-120,000 s.f. mixed use, service and three levels of parking Construction Value:	\$20-\$24 Million
Lot #4 west:	80,000-110,000 s.f. Office use, Retail No onsite parking (Use Lot 6A) Construction Value:	\$16-\$22 Million
Lot #4 east:	950,000-1,100,000 s.f. Mixed use with internal 5 level deck parking Construction Value:	\$190-\$220 Million
Lot #5:	160,000-190,000 s.f. Mixed use Construction Value:	\$32-\$40 Million
Infrastructure Upgrades:		\$30-\$50 Million

#### Potential Economic Impact (conservative estimates):

Leasable Square Footage:	1,600,000 sf to 1,900,000 s.f.
Potential Parking Spaces:	
On Street:	100-120 spaces
Internal (Sub-Grade)	1,600 to 1,700 spaces
New Construction Activity:	\$350 to \$440 Million (2013 dollars)
Tax Generation (Property & Income):	\$7.2 -\$8.5 Million per year tax dollars
Leasing Revenue:	\$24-\$29 Million per year
Retail Sales Generated:	\$7 to \$10 Million per year

## POTENTIAL ECONOMIC IMPACT

The cumulative cost and benefits of successful Arena South developments is difficult to speculate, but test studies can be done to illustrate the positive economic impact that this will have on the region.

### VISION CONCEPT PLAN 2.1

This plan identifies the use of 2-3 levels of sub-grade parking continuous from Lot 4 to Lot 5, and Liner Building design at lots 1 and 2 to incorporate multi-level parking decks internally. The above grade space identified by the building footprints on Lot 4 would be returned as potentially lease-able space.

Current Net Revenue of Surface Lots 1,2,4,5 and 6a: \$500,000 -\$600,000 per year

#### Potential of Development:

Lot #1:	300,000-400,000 s.f. mixed use and two levels of parking	
	Construction Value:	\$60-\$80 Million
Lot #2:	100,000-120,000 s.f. mixed use, service and three levels of parking	
	Construction Value:	\$20-\$24 Million
Lot #4 west:	120,000-150,000 s.f. Office use, Retail No onsite parking (Use Lot 6A)	
	Construction Value:	\$24-\$30 Million
Lot #4 east:	1,480,000-2,000,000 s.f. Mixed use, 3 level sub grade parking.	
	Construction Value:	\$300-\$400 Million
Lot #5:	160,000-190,000 s.f. Mixed use	
	Construction Value:	\$32-\$40 Million
Infrastructure Upgrades:		\$50-\$70 Million

#### Potential Economic Impact (conservative estimates):

Leasable Square Footage:	2,160,000 sf to 2,860,000 s.f.
Potential Parking Spaces:	
Street	100-120 spaces
Internal	1,600-1,700 spaces
New Construction Activity:	\$490 to \$650 Million (2013 dollars)
Tax Generation (Property & Income):	\$8.0 -\$9.2 Million per year tax dollars
Leasing Revenue:	\$34-\$43 Million per year
Retail Sales Generated:	\$9 to \$14 Million per year

# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

Agenda Item #5  
May 8, 2013  
DDA Meeting

DATE: May 3, 2013

TO: Downtown Development Authority

FROM: Eric Pratt  
Planner



SUBJECT: Request for Assistance through the Building Reuse and Incentives Program (BRIP)

**\$12,000 to Federal Square Building, LLC for the renovation of the storefront and commercial signage at 29 Pearl Street NW (The Federal Square Building)**

Federal Square Building, LLC is requesting a \$10,000 BRIP grant and a \$2,000 commercial signage grant to assist with the renovation of a vacant storefront at 29 Pearl Street NW (The Federal Square Building) and the placement of new signage above the storefront.

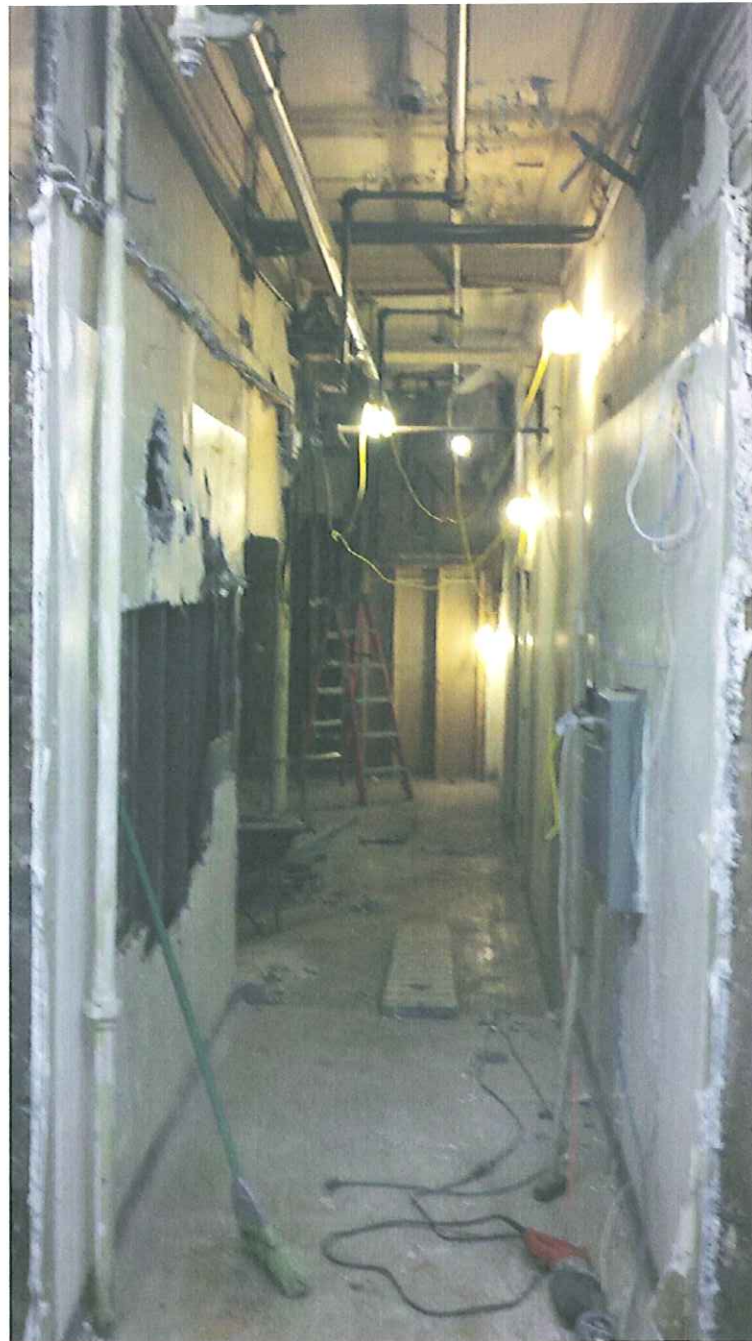
Once complete the renovated suite will serve as the offices for the newly established Downtown Grand Rapids, Inc. As a part of the renovation project the applicant is proposing to provide barrier-free within the storefront, including handicap accessible restrooms, a second-means of egress, as well as improvements to the current fire suppression system and the façade. Additionally, the applicant is proposing to install one (1) wall sign and one (1) projecting sign above the entrance to the storefront. The total project cost is estimated to be \$245,000.

Attachments.

## Recommendation:

Approve one (1) Ground Floor Storefront Grant in the amount of up to \$10,000 and one (1) Commercial Signage grant in the amount of up to \$2,000 to Federal Square Building, LLC.





EXISTING INTERIOR



EXISTING INTERIOR



EXISTING INTERIOR



EXISTING SOUTH ELEVATION



Concept Design

ARCHITECTURE INTERIOR DESIGN

89 MONROE CENTER NW  
GRAND RAPIDS, MI 49503  
PHONE: (616) 771-0909  
WWW.CONCEPTGR.COM

DOWNTOWN GRAND RAPIDS INC.

29 Pearl  
Grand Rapids, MI

DATE: 5-01-13

SHEET: A4

FILE: 1302-14





Concept Design

ARCHITECTURE INTERIOR DESIGN

89 MONROE CENTER NW  
GRAND RAPIDS, MI 49503  
PHONE: (616) 771-0909  
WWW.CONCEPTGR.COM

DOWNTOWN GRAND RAPIDS INC.

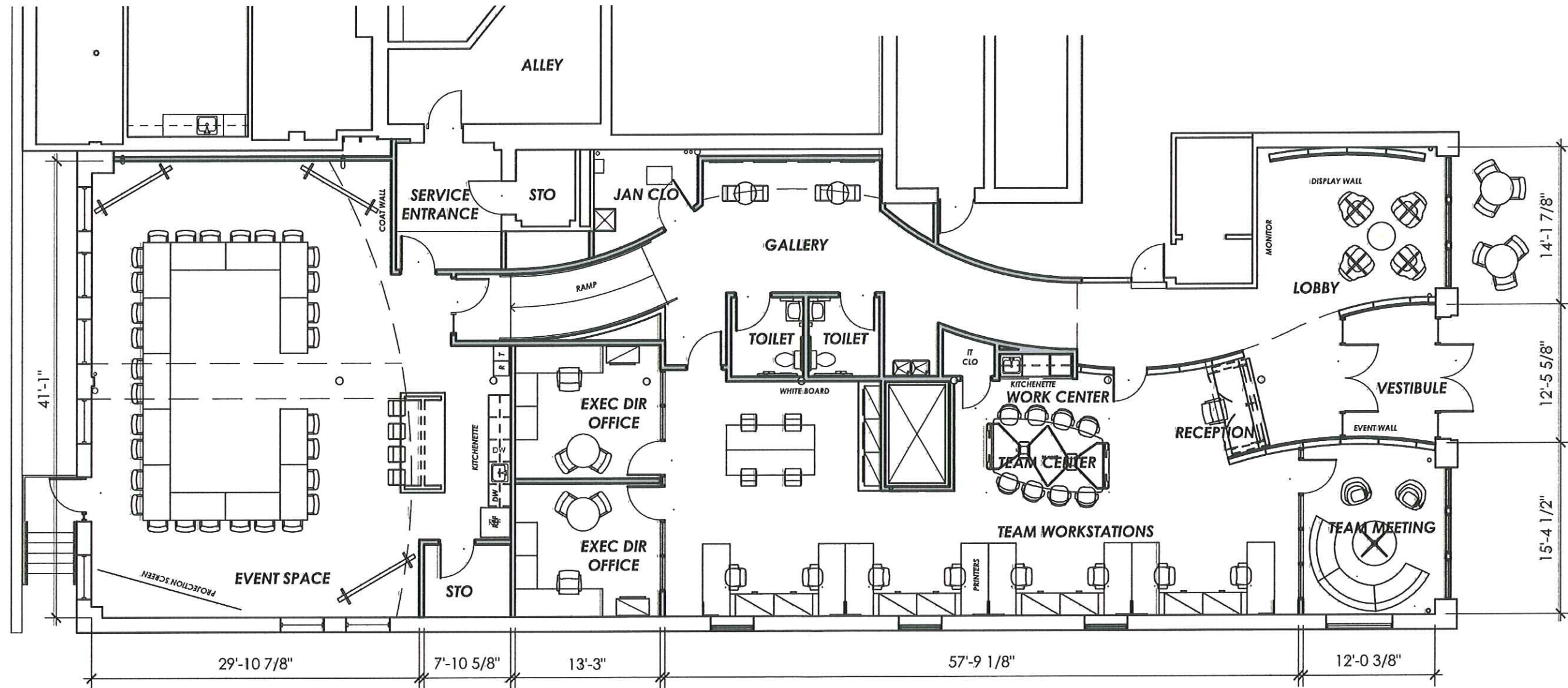
29 Pearl  
Grand Rapids, MI

DATE: 5-01-13

SHEET:

A1

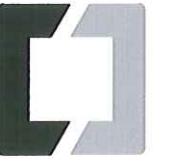
FILE: 1302-14



FLOOR PLAN

3/32" = 1'-0" TOTAL USABLE = 4,914 SF





Concept Design  
ARCHITECTURE INTERIOR DESIGN

89 MONROE CENTER NW  
GRAND RAPIDS, MI 49503  
PHONE: (616) 771-0909  
WWW.CONCEPTGR.COM



A SOUTH EXT. ELEVATION  
1/4" = 1'-0"

DOWNTOWN GRAND RAPIDS INC.  
29 Pearl  
Grand Rapids, MI

DATE: 5-01-13  
SHEET: A3  
FILE: 1302-14

# MEMORANDUM

CITY OF GRAND RAPIDS

DATE: May 2, 2013

TO: Kristopher Larson, AICP  
DDA Executive Director

FROM: Mark A. De Clercq, P.E. *MAD*  
City Engineer

**SUBJECT: Architectural/Engineering Services for the Monument Park Improvements**

At their meeting on September 12, 2012, the Downtown Development Authority approved an agreement with the consultant team of O'Boyle, Cowell, Blalock and Associates, in association with Quinn Evans Architects and Fishbeck, Thompson, Carr and Huber, and supported by Bazen Electric and LandArc Studio, for historic evaluation, master planning and recommendations related to Monument and Veteran's Memorial Parks, in an amount not to exceed \$119,473.

On April 10, 2013, the recommended improvements were presented to the Downtown Development Authority. The estimated cost for the Monument and Veteran's Memorial Park improvements were presented as follows:

- Phase 1 – includes design and construction, architectural/engineering/inspection, administration, and contingencies, is approximately \$2,287,000.

The estimated cost for the Veteran's Memorial Park building rehabilitation, Division Avenue crosswalk and Sheldon Avenue event area is as follows:

- Phase 2 - includes design and construction, architectural/engineering/inspection, administration, and contingencies, is approximately \$1,134,000.

Since that time and at the direction of the DDA Board, the project team has worked with the DDA Environment Action Group to explore further phasing and cost savings options. At its meeting on April 22, 2013 the Environment Action group approved the following phasing plan for implementation:

Phase 1: Initiate design / engineering and construction for Monument Park and Monroe Center Phase 3 to be completed in 2013. Design and engineering costs to be attributed to the 2013 DDA Budget Monroe Center Phase 3 line item, of which \$289,081 remains as of the April 30 financial statements. Construction costs to appear as a line item in the proposed FY14 budget, of which approximately \$575,000 in additional funds are currently estimated to be needed to construct the park.

Phase 2: Bidding and design / engineering services for Veteran's Park in FY14. The costs associated for this phase are estimated to be covered by the brownfield tax increment captured from the Fitzgerald building and will have minimal net impact on the DDA Budget.



Phase 3: Construction of Veteran's Park landscape and monument features (FY15). Expenditure estimates are approximately \$1,000,000, of which \$650,000 would be available over time from the brownfield tax increment.

Phase 4: Sheldon Avenue streetscape / Veteran's Park building renovations. Timeline and funding sources are not yet determined.

At this time, it is recommended that O'Boyle, Cowell, Blalock and Associates (OCBA) provide design architectural/engineering services in connection with Monument Park improvements as part of their as-needed architectural services agreement to the City. The scope of services includes a pre-construction management component in order to sequence the design and construction in a phased approach to expedite the project timeline. The estimated cost of the design architectural/engineering/pre-construction management/bidding phase services including reimbursable expenses is \$55,600 with total expenditures not to exceed \$69,500. Total expenditures include the costs of OCBA's services and reimbursable expenses, administration, and an approximate ten percent (10 %) allowance for contingencies.

RDV/MAD/mg  
Attachment

cc: Greg Sundstrom Eric DeLong Jay Steffen

t:\cd13\DDA\Monument Park design  
050813  
#09034

## SUMMARY OF ESTIMATED COSTS

for

### Architectural/Engineering Services for the Monument and Veteran's Memorial Parks Improvements (Phase 1)

Design Architectural/Engineering Phase Services/ Reimbursable Expenses	\$55,600
Administration	<u>7,600</u>
Sub-Total	\$63,200
Contingencies (10%)	<u>6,300</u>
TOTAL	\$69,500

# MEMORANDUM

CITY OF GRAND RAPIDS

DATE: May 3, 2012

TO: Kristopher Larson, AICP  
Downtown Development Authority  
Executive Director

FROM: Mark A. De Clercq, P.E.  
City Engineer

**SUBJECT: Restoration of Grand Rapids and Indiana Railroad (Blue) Bridge  
over the Grand River**

The Grand Rapids-Indiana Railroad Bridge over the Grand River (locally known as the “Blue Bridge”) is the oldest of the railroad bridges in Grand Rapids having been built in 1892. In 1987, the Grand Rapids Downtown Development Authority (DDA) provided the funds to convert the bridge to a pedestrian bridge. It was then designated a historic landmark in 1991 by the Grand Rapids City Commission. The above-captioned project generally consists of the restoration and painting of the bridge including the removal and replacement of the bridge lighting system and the west approach. The City received an Enhancement Grant for the project in the amount of \$400,000 which was later increased to an amount of \$606,048.

It is anticipated that the Michigan Department of Transportation (MDOT) will receive bids for this project on May 3, 2013 and this work will be constructed during the 2013 construction season. The Consultant Engineer’s (Fishbeck, Thompson, Carr & Huber, Inc. – FTCH) estimate is \$1,033,700. Estimated total expenditures (\$1,323,000) required for this project, which includes the construction contract, FTCH’s additional design engineering, FTCH’s construction engineering/inspection phase services including reimbursable expenses and subconsultant services, public information program, administration, and an approximate twelve percent allowance for contingencies, are being financed by a combination of grant funds (\$606,048) and local funds (\$716,952). The additional design engineering services were necessary to redesign the existing bridge lighting system, which was not included in the original scope of the services.

The local share of costs for the project is proposed to be financed by the DDA. The DDA’s share of costs is generally for work associated with the local share of the grant, the additional design engineering, construction engineering/inspection, administration and contingencies. FTCH will provide the construction engineering/inspection phase services as part of their as-needed Professional and Technical Engineering agreement with the City.

At their meeting on April 30, 2013, the City approved an agreement with MDOT, authorized the additional FTCH’s design engineering services, authorized FTCH to provide construction engineering/inspection phase services and authorized total expenditures not to exceed \$716,952 for the local share of costs for the project, all of which is contingent upon the DDA’s authorization of its share of costs. The agreement sets forth the conditions under which the work will be performed and the costs for the same.

It is requested that the DDA authorize its share of estimated expenditures in the amount of \$716,952.

RDV/cam

cc: Eric DeLong  
Tracy Hover  
James Hurt  
Chris Zull  
Alex Thomas

T:\CD13\DDA\Blue Bridge  
050813 #12021



## SUMMARY OF ESTIMATED COSTS

for

### Restoration of Grand Rapids and Indiana Railroad (Blue) Bridge over the Grand River

#### Funding Source(s)

	<u>Project Estimate</u>
Downtown Development Authority Share	\$ 716,952
Federal Grant Share	606,048
Total Project Cost	<u>\$1,323,000</u>

#### Breakdown of Project Uses

Construction Contract	\$1,033,700
FTCH's Additional Design Engineering Phase Services	17,057
FTCH's Construction Engineering/ Inspection Phase Services	69,790
Testing/Public Information Program Administration	1,700
	<u>58,753</u>
Sub-Total	\$1,181,000
Contingencies (approximately 12% of total project costs)	<u>142,000</u>
TOTAL	<u>\$1,323,000</u>

#### Local Financing

Downtown Development Authority	\$716,952
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# MEMORANDUM

CITY OF GRAND RAPIDS

DATE: May 3, 2012

TO: Kristopher Larson, AICP  
Downtown Development Authority  
Executive Director

FROM: Mark A. De Clercq, P.E.  
City Engineer

**SUBJECT: Streetscape Improvements in Ionia Avenue from Buckley Street to Wealthy Street, Logan Street from US-131 to Division Avenue and McConnell Street from Ionia Avenue to Division Avenue (Grand Rapids Urban Market)**

On May 9, 2012, the Downtown Development Authority (DDA) awarded a construction contract for the reconstruction of Ionia Avenue from Buckley Street to Wealthy Street, Logan Street from US-131 to Division Avenue and McConnell Street from Ionia Avenue to Division Avenue, which included the reconstruction of the streets within the limits shown, water main and sanitary sewer replacement and placement of street lighting and high voltage electrical systems underground. On May 15, 2012 (Commission Proceeding No. 81440), the City concurred in the award of the construction contract and authorized the City's share of costs for the reconstruction work. At the time of the award, the City had applied for Transportation Enhancement Activities Program Funds grant for the streetscape within the limits shown, including concrete sidewalk, brick parkway pavers, trees, ADA ramps, bike lane signage and striping, ornamental street lighting, bike racks, litter receptacles, trees, plantings, and storm water quality items. Because of the pending grant at the time, it was anticipated that the streetscape work would be bid and constructed separately from the reconstruction work. Since that time, the City has received a Federal Transportation Enhancement Grant for the project in the amount of \$497,797.

It is anticipated that the Michigan Department of Transportation (MDOT) will receive bids for this project on May 3, 2013, and this work will be constructed during the 2013 construction season. The Consultant Engineer's (Fishbeck, Thompson, Carr & Huber, Inc. – FTCH) estimate is \$938,100. Estimated total expenditures (\$1,200,000) required for this project, which includes the construction contract, FTCH's construction engineering/inspection phase services including reimbursable expenses and subconsultant services, public information program, administration, and an approximate twelve percent allowance for contingencies, are being financed by a combination of grant funds (\$497,797) and local funds (\$702,023).

The local share of costs for this project is being financed by the DDA and by the Brownfield Redevelopment Authority Series 2012A bonds. The DDA and Brownfield shares of costs is generally for work associated with the local share of the grant, construction engineering/inspection, administration and contingencies. FTCH will provide the construction engineering/inspection phase services as part of their as-needed Professional and Technical Engineering agreement with the City.

At their meeting on April 30, 2013, the City approved an agreement with MDOT, authorized FTCH to provide construction engineering/inspection phase services and authorized total expenditures not to exceed \$702,023 for the local share of costs for the project, all of which is contingent upon the DDA's authorization of its share of costs. The Brownfield Redevelopment Authority authorized the Urban Market work prior to issuing the bonds. The agreement sets forth the conditions under which the work will be performed and the costs for the same.

It is requested that the DDA authorize its share of estimated expenditures in the amount of \$325,000, to be included in the DDA FY 14 budget towards the project. This financial contribution is consistent with the previously established project pro forma.

RDV/meg

cc: Eric DeLong  
Jana Wallace  
Tracy Hover  
James Hurt  
Chris Zull  
Alex Thomas

T:\CD13\DDA\Urban Market Streetscape DDA  
050813 #12041

## SUMMARY OF ESTIMATED COSTS

for

**Streetscape Improvements in Ionia Avenue from Buckley Street to Wealthy Street, Logan Street from US-131 to Division Avenue and McConnell Street from Ionia Avenue to Division Avenue (Grand Rapids Urban Market)**

### Funding Sources

	<u>Project Estimate</u>
Downtown Development Authority Share *	\$ 302,203
Brownfield Redevelopment Authority Series 2012A bonds *	\$ 400,000
Federal Grant Share	497,797
Total Estimated Project Cost	<u>\$1,200,000</u>

### Estimated Breakdown of Project Costs

Construction Contract	\$938,100
FTCH's Construction Engineering/ Inspection Phase Services	71,300
Testing/Public Information Program	1,000
Administration	50,600
Sub-Total	<u>\$1,061,000</u>
Contingencies (approximately 12% of total project costs)	139,000
TOTAL	<u>\$1,200,000</u>

\*Estimated sources only until completion of Phase I. Remaining funds from the BRA 2012A bonds from Phase I will be carried to this phase and utilized first and remaining funding will be provided by the DDA up to an amount of \$325,000.



# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

DATE: May 8, 2013  
TO: DDA Board  
FROM: Tim Kelly, AICP  
Project Manager



Agenda Item #9  
May 8, 2013  
DDA Meeting

**SUBJECT: Downtown Bicycle Marketing Contract**

The Downtown Development Authority (DDA) Priority Plan includes an allocation of \$45,000 in FY2013 for bicycle friendly improvements, including signage, bicycle parking, bike lanes, and other facilities. In addition, on February 14, 2013 the Grand Rapids Parking Commission approved a request to waive the fee associated with its Meter Reservation Program for installation of six bike corrals. The cost savings from the waiver provided an additional \$10,800 to be allocated toward bicycle improvements in Downtown.

To facilitate utilization of these funds, a Downtown Bicycle Parking Working Group was formed to develop a set of recommendations for the DDA to consider implementing. Among these recommendations was a proposal to develop a marketing and communication program to encourage and promote bicycling in Downtown.

Based on this recommendation, a Bicycle Marketing Task Force (Task Force) was created with volunteers from the Environment and Experience Action Groups, members of the local bicycle community, and DDA staff. After initial meetings in April 2013, the Task Force determined a graphic designer could help in the creation of a successful marketing campaign, and bids were solicited from local firms.

A total of three bids were received, with each evaluated in terms of price, proposed scope, and experience working on marketing campaigns. Based on these criteria, Plenty Creative (Plenty) was selected by the Task Force.

Plenty's proposed scope of work is to develop a logo, map, signage, and an advertising campaign. They are also proposing to design promotional items such as t-shirts and bumper stickers. The contract will be for an amount not to exceed \$10,000.

In an effort to help cross-promote planned summer events Downtown, and to educate the community on new bike facilities being installed, the Task Force and Plenty are targeting early June to complete the marketing materials. With that in mind, Plenty has already begun developing conceptual logos and held a brainstorming meeting with the Task Force on Tuesday, April 30, 2013.

**Recommendation:** Provide the DDA Executive Director with authorization to enter into a contract, subject to review by DDA legal counsel, with Plenty Creative for development of a marketing campaign to promote bicycling in Downtown.


# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

Agenda Item 10.  
May 8, 2013  
DDA Meeting

DATE: May 3, 2013

TO: Downtown Development Authority

FROM: Kristopher Larson, AICP   
Executive Director

**SUBJECT: Recommendation to Adopt Bidding and Purchasing Policy**

From time to time, and in the course of performing the regular business of the Downtown Development Authority (DDA), an undefined purchasing policy results in unnecessary project implementation delays. In the interest of expediting many of the minor purchasing decisions that arise in course of mobilizing the DDA Board-approved annual budget and priority plan, this policy recommendation seeks to establish Board-approved limits of authority for the DDA Executive Director related to purchasing and contracting.

## **DOWNTOWN DEVELOPMENT AUTHORITY (DDA) BIDDING AND PURCHASING POLICY**

- a) All purchases of materials, supplies or services in an amount of more than fifteen thousand dollars (\$15,000.00) must be competitively bid and submitted to the DDA Board of Directors for approval. Notification of competitive bids shall be published in a local and/or area newspaper or on the DDA website. In the event no bids are received or all bids are rejected, the DDA Board of Directors may, after stating the reasons therefor, direct the DDA Executive Director to make the purchase in the open market without bids.
- b) All purchases of budgeted materials, supplies or services in amounts between two thousand five hundred dollars (\$2,500.00) and fifteen thousand dollars (\$15,000.00) may be made without competitive bids, but shall be made upon (i) obtaining at least three (3) vendor quotes and (ii) approval of the DDA Executive Director. If at least three (3) vendor quotes cannot be secured, a written explanation shall be filed with the DDA Treasurer along with the invoice for payment.
- c) All purchases of budgeted materials, supplies or services in amounts less than two thousand five hundred dollars (\$2,500.00) may be made without competitive bids or quotes upon approval of the DDA Executive Director, however, every effort must be made to obtain the best price.
- d) All purchases of unbudgeted materials, supplies or services may be made by the DDA Executive Director upon approval of the DDA Board of Directors. At least three (3) vendor quotes shall be obtained for amounts greater than two thousand dollars (\$2,000.00). If at least three (3) vendor quotes cannot be secured, a written explanation by the DDA Executive Director shall be filed with the DDA Treasurer.
- e) If two (2) or more qualified local vendors are located within the DDA boundaries, the requirement of obtaining competitive bids or quotations may be limited to such local vendors upon prior approval of the DDA Executive Director.

- f) The DDA reserves the right at any time to accept, reject or modify all or portions of competitive bids or quotes or to select a vendor other than the vendor providing the lowest bid, quote or price when it deems it would otherwise be in the best interests of the DDA.
- g) The competitive bidding or quotation requirements of this policy may be waived by majority vote of the DDA Board of Directors where there is a sole supplier or other conditions exist which inhibit the bidding or quotation process.

**Recommendation: Approve the DDA Bidding and Purchasing Policy as included herein.**


# MEMORANDUM

CITY OF GRAND RAPIDS · DOWNTOWN DEVELOPMENT AUTHORITY

**Agenda Item 11.  
May 8, 2013  
DDA Meeting**

DATE: May 3, 2013

TO: Downtown Development Authority

FROM: Kristopher Larson, AICP   
Executive Director

**SUBJECT: Recommendation to Award One-Year Option for Area One**

On April 1, 2013, the Downtown Development Authority (DDA) via the City of Grand Rapids listed the parcel known as "Parking Area One" (158 Weston St. SW) with the Commercial Alliance of Realtors for thirty days to entertain offers for a one-year option to explore development potential on the site. The listing was also advertised with MLive, and announced publicly at the April 5, 2013 DDA Board meeting. Within the listing, expectations for what qualified as appropriate development were specifically articulated, and included potential development size, project timing and quality, compatibility of the project with neighborhood objectives, the development team's track record for successful development, and their ability to achieve project financing. Further, the listing also included the specific requirement for the development to be consistent with the Arena South Visioning Plan.

Before listing the property, an updated appraisal was performed and the value was included on the listing. This list price of the option was \$50,000 for the one-year period. The option fee paid upon acceptance by the DDA Board will be non-refundable and applied towards the seller's costs related to providing the option, preparing a development agreement, payment of seller's legal and real estate fees related to the transaction, obtaining formal acceptance of the option by the seller's Board of Directors, reviewing development plans, cooperating with Buyer obtaining all necessary building permits and zoning approvals, and preparing the property for sale and transfer.

At the close of the listing period on April 30, 2013, the City of Grand Rapids received one offer to purchase the one-year option for the parcel. That offer is included as additional backup to this memo. The offer contained satisfactory adherence to the evaluative considerations detailed in the listing and described herein. Further, the representative of the development team has provided significant detail about the proposed project and its viability. With the approval of the recommendation, DDA and City staff will work cooperatively with the development team to enter into a development agreement that more expressly satisfies all of the expectations included in the listing. Site control via the proposed option allows the development team to initiate and secure many of the predevelopment stages needed to successfully complete a development project, including but not limited to environmental testing, pre-leasing, and securing project financing.

Once the terms of the development agreement are reached, the agreement will be brought to the DDA Board for approval. It is anticipated that the developer will provide the DDA Board a full overview of the project at that time.

**Recommendation: Approve entering into a one-year option agreement with Arena Place Development, LLC under the terms specified in the listing and as described in the accompanying resolution. Authorize staff to work with said development team in advancing a formal development agreement that will return to the DDA Board of Directors for final approval.**



**DOWNTOWN DEVELOPMENT AUTHORITY  
OF THE CITY OF GRAND RAPIDS**

**RESOLUTION APPROVING THE PROPOSAL FROM ARENA PLACE  
DEVELOPMENT, LLC FOR THE PURCHASE AND DEVELOPMENT  
OF A PUBLIC SURFACE PARKING LOT KNOWN AS LOT 1 AND  
AUTHORIZING, CONSISTENT WITH SUCH PROPOSAL, THE  
EXECUTION OF AN OPTION AGREEMENT**

Boardmember \_\_\_\_\_, supported by Boardmember \_\_\_\_\_,

moved the adoption of the following resolution:

**WHEREAS**, the City of Grand Rapids Downtown Development Authority (the “DDA”) is the owner of a public surface parking lot known as Lot 1 located at 158 Weston Street, S.W., in the City of Grand Rapids (the “City”); and

**WHEREAS**, pursuant and subject to specific action of the Board of Directors (the “Board”) of the DDA on December 4, 2011, and the City Commission of the City on December 20, 2011, the DDA agreed to exchange with the City its ownership in Lot 1 for the City’s ownership interest in a public surface parking lot known as Lot 5 located at 111 Ionia Avenue, S.W., in the City to enable the sale and development of Lot 5; and

**WHEREAS**, after soliciting proposals for the purchase and development of Lot 5, the DDA upon approval of the Board entered into a two-year Option Agreement on April 30, 2012, with Jackson Entertainment, L.L.C. (the “Jackson Option Agreement”) for the purchase and development of Lot 5 subject to the terms of such Jackson Option Agreement including the representation that the DDA has the right to acquire title to Lot 5 from the City and will so acquire title; and

**WHEREAS**, the DDA determined to facilitate the sale and development of Lot 1 and listed Lot 1 with the Grand Rapids Association of Realtors for sale or for an option to purchase (the “Listing”) pursuant to the terms and conditions of the Listing with a deadline for receipt of proposals of April 30, 2013; and

**WHEREAS,** the DDA received a single proposal (the “Proposal”) in the form presented at this meeting from Arena Place Development, LLC (“Arena Place”) for an option to purchase Lot 1 for \$2,250,000 subject to the terms of an option agreement to be entered into by the DDA and Arena Place; and

**WHEREAS,** staff and legal counsel have reviewed the Proposal and recommend the DDA enter into an option agreement with Arena Place that encompasses the terms and conditions set forth in the Listing, the Proposal and this resolution; and

**WHEREAS,** it is understood that if Lot 1 is exchanged for Lot 5 in order for the DDA to obtain ownership in Lot 5 as required by the Jackson Option Agreement should Jackson Entertainment, L.L.C. exercise its option to purchase Lot 5, it is necessary for the City to reconvey ownership of Lot 1 to the DDA in consideration of its receipt by the City of the appraisal value of Lot 1, i.e., \$2,250,000; and

**WHEREAS,** if the option to purchase Lot 5, as set forth in the Jackson Option Agreement has expired or been terminated, it will not be necessary for the DDA to exchange with the City Lot 1 for Lot 5 and the DDA may then convey Lot 1 directly to Arena Place pursuant to the terms of an option agreement between Arena Place and the DDA.

**NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:**

1. That the Proposal of Arena Place is accepted.
2. That the DDA Executive Director and DDA legal counsel are authorized to negotiate an option agreement (the “Option Agreement”) with Arena Place incorporating the terms of the Listing, the Proposal, this resolution and such other terms and conditions that are reasonable and customary.

3. That the Chairperson of the Board of the DDA is authorized and directed to execute the Option Agreement approved as to content by the DDA Executive Director and as to form by DDA legal counsel.

4. That all resolutions or parts of resolutions in conflict herewith shall be and the same are hereby rescinded.

YEAS: Boardmembers \_\_\_\_\_

\_\_\_\_\_

NAYS: Boardmembers \_\_\_\_\_

ABSTAIN: Boardmembers \_\_\_\_\_

ABSENT: Boardmembers \_\_\_\_\_

**RESOLUTION DECLARED ADOPTED.**

Dated: May 8, 2013

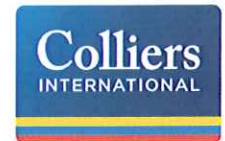
\_\_\_\_\_  
Mary Sierawski  
Recording Secretary

**CERTIFICATION**

I, the undersigned duly qualified and acting Recording Secretary of the of the City of Grand Rapids Downtown Development Authority (the "DDA"), do hereby certify that the foregoing is a true and complete copy of a resolution adopted by the Board of Directors of the DDA at a regular meeting held on May 8, 2013, and that public notice of said meeting was given pursuant to, and in compliance with, Act 267 of the Public Acts of Michigan of 1976, as amended.

Dated: May 8, 2013

\_\_\_\_\_  
Mary Sierawski  
Recording Secretary



April 26, 2013



Eric Soucey  
City of Grand Rapids  
300 Monroe Ave  
9<sup>th</sup> floor  
Grand Rapids, MI 49503

Dear Eric,

This letter of intent per the terms of CAR West Michigan, ID #714778, once accepted by the City will become an integral part of the Development Agreement that the Principals of Arena Place Development, LLC, an LLC to be formed with J. J. Wheeler as managing member, fully intend entering into with the City of Grand Rapids. It is understood there will be certain milestones to be achieved, which will require an option for one year from the date of the executed Development Agreement to commence construction. The Offering price is \$2,250,000.00, all cash balances owing at the time of close will be paid in certified funds. The Developer is ready to bind the Option Agreement/Development Agreement with a \$50,000.00 deposit to be used to cover DDA/City costs related to the Option Agreement/Development Agreement, obtaining any required zoning or site plan approvals and seeking support for the project through the DDA's development support program as well as other available local and state incentives with the remaining balance applied to the purchase price.

The project being proposed is a mixed use multi story Office Building consisting of a minimum of 50,000 square feet and an adjacent 80 unit multi-story market rate apartment complex. The first floor of both buildings will have approximately 13,000 square feet dedicated to food, retail and related services. In addition to the office, residential and retail there will be 82 subsurface parking spaces and an additional 42 at grade level, these spaces will be covered and located behind the retail store fronts. Cost estimates for construction and soft cost are in the \$24-26,000,000.00 range. All design is aimed at who will be living and working in this exciting new growth point within the CBD. It will be contemporary, efficient in keeping with the philosophy of LEED and Energy Star and consistent with the Arena South Visioning.

Office design will appeal to larger office space users implementing open interactive efficient office space and taking advantage of the communal conference center on the rooftop overlooking the green roof. The street level restaurant will engage outdoor dining and a world-class interior venue for casual lunch/dinner or catering at any gourmet level for food and beverage. The balance of retail space will offer numerous shop sizes aimed at attracting new retail to the area. The market rate residential component will consist of a European design





philosophy of style and comfort embracing studio, one and two bedroom units but incorporating urban mobility.

This mixed use development anticipates new tenants to the City and from within the City that will impact the job market with up to 150 new opportunities, not including the retail shops.

This project is being proposed by a team consisting of a very experienced developer, contractor and architect teaming with Colliers International to bring it into reality. All parties involved have had great success in their respective fields with a healthy portion of that success in the CBD of Grand Rapids. This project has several financial institutions that have reached out to provide the necessary financing for this project which helps reinforce the direction the Developer has chosen for his next project.

Please advise if and when you might need additional information for acceptance.

Brokerage fees to be split 50/50 with the listing broker (4% and 4%).

Sincerely,

A handwritten signature in blue ink that reads "Raymond J. Kisor".

Raymond J. Kisor, SIOR  
Principal | Designated Broker

