



AGENDA

GOAL 1 ALLIANCE

Members:

Eddie Tadlock • Elyse Mathos • Issac Degraaf • Janet Korn • Joe Elliot • Laura Cleypool • Mark Roys • Maleah Beatty • Lindsey Gadbois • Matt Chapman • Nolan Miller • Rachel Hood • Corinne Farleigh • Sergio Cira-Reyes • Ted Lott • Jacob Kulhanek • Traci Montgomery •

March 3, 2021

2:00 – 3:00 PM

Virtual Meeting [Click Here](#)

2:00 PM Call to Order

2:01 PM Lyon Square Opportunity Site Update

2:15 PM 201 Market Opportunity Site Update

2:25 PM FY 2022 Budget Priorities

2:50 PM Project Updates

3:00 PM Adjourn



RECOMMENDATIONS FOR

Riverfront Sites on the Market Avenue Corridor

EXECUTIVE SUMMARY
FEBRUARY 24, 2021

POPULOUS
+
progressive|ae

“Our job was to envision and evaluate which assets will bring the greatest community benefit,” said Grand Action 2.0 co-chair Tom Welch. “With a proposed 10 acres of accessible public space, including a ribbon of parkland along the riverfront, the final recommendations placed strong emphasis on community access and green spaces.”>>

Executive Summary

2021 represents a unique moment in time for the City of Grand Rapids and the surrounding region.

The purpose of the Riverfront Conceptual Planning effort was to create a comprehensive vision for future development on the east bank of the Grand River between Fulton and Wealthy Streets, transforming it from a site that lacks activation and connectivity into a showcased, sustainable district that connects and serves a diverse community.

With millions of dollars of public / private investment in downtown in the past 10 years, Grand Rapids Whitewater implementation underway, and major businesses and universities taking root in downtown, it's time for Grand Rapids to consider how it can build and sustain this unique momentum. Diversifying downtown and the regional economy as well as attracting and retaining talent are vital objectives.

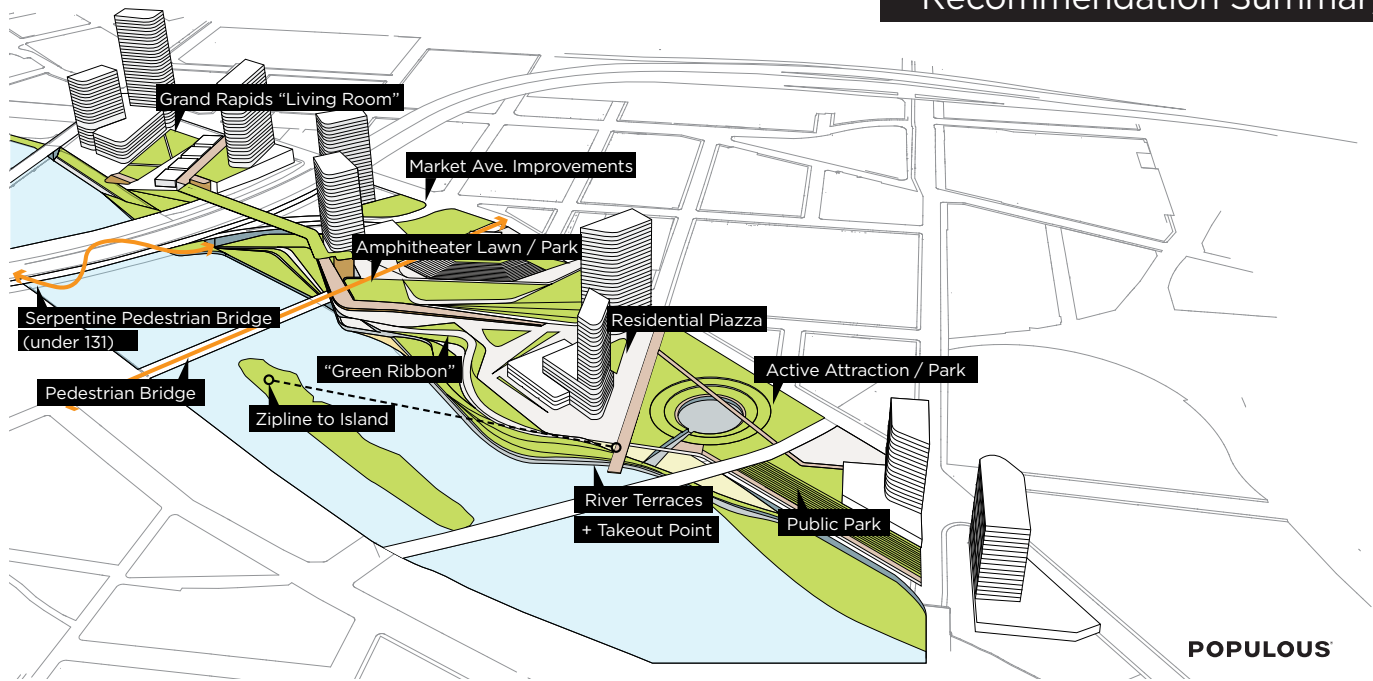
While many reports and studies have been commissioned by a variety of stakeholders over the years, no cohesive master plan for the entire 31-acre riverfront site has ever been created. This Riverfront Conceptual Planning effort considers all elements of the site together, including the Fulton and Market Site, 201 Market Sites, the riverfront, Market Avenue Corridor, as well as new supportable market uses identified by CSL in 2020 as part of the Grand Rapids Destination Asset Study. These uses could include:

- **Amphitheater**
- **Traditional Mixed-Use District**
- **Trend Forward Mixed-Use**
- **Outdoor Adventure**
- **Signature Public Space**
- **Arts and Culture Park**
- **Urban Water Features**
- **Outdoor Education Center**
- **Immersive Art Experience**
- **Downtown Aquarium**
- **Unique Hospitality Experience**

The Design Team focused on providing public open space and strategic mixed-use development accompanied by the corresponding infrastructure and circulation improvements that would optimize and activate the riverfront sites. This process was led and funded by Grand Action, working together with the City of Grand Rapids and Skot Welch of Global Bridge Builders to engage the community in an open and transparent process.

The goal was to create a catalytic vision that will improve quality of life for today's Grand Rapidsians and guide the next phase of downtown development for the next generation. A collaborative effort undertaken by Populous and Progressive AE has resulted in the following project recommendations for the riverfront sites:

- **10+ acres of new public open space connected to the Grand River**
- **Alternatives for new pedestrian connections to the west side of the Grand River**
- **The Grand Rapids "Green Ribbon": an elevated and dedicated riverfront park connecting to the river trail system between Fulton and Wealthy Streets**
- **Adventure park, kayak pit-stop, zipline and seasonal attraction or cultural park**
- **Community green space to accommodate multi-generational gatherings and activities**
- **Ground floor retail and trend-forward mixed-use prioritized for minority-owned businesses**
- **12,000-seat amphitheater on 201 Market Site**
- **Up to 1,500 - 1,750 mixed housing units, with a dedicated site at Wealthy and Market Ave for affordable housing on the park and river**
- **1,675 new parking spaces to support mixed-use and other functions**
- **Recommended sites for future downtown development of housing, soccer venue or aquarium**



Community Engagement and Input

The Conceptual Planning for Riverfront Sites in Downtown Grand Rapids began in October of 2020 with a public engagement process that included 26 one-on-one interviews with community groups, foundations, elected officials and a variety of other downtown stakeholders. Four community-only focus groups, organized by Skot Welch of Global Bridge Builders, were also conducted virtually with 15-20 participants, each with a combination of the following participant backgrounds:

- **Hispanic Chamber**
- **Latina Network of West Michigan**
- **Influencers in the Asian Community**
- **Native American Community**
- **Civil servants**
- **Entrepreneurs**
- **Small business administrators**
- **Housing representatives**
- **Realtors**
- **Teachers**
- **School administrators**
- **Social justice ambassadors**
- **Health care representatives**
- **Single parents**

The outcomes of these community engagement sessions helped the planning team identify desires, pain points and ideas for the future. Themes that emerged and influenced the planning efforts included (in order of desirability, 1 = most desirable / repeated theme):

- **Riverfront activation and free-and-clear access to the water**
- **Local, minority-owned pop-up restaurants, shops, bars, music venues / clubs, etc. (on the river)**
- **Publicly accessible and multi-seasonal open space, parks, picnic pavilions, etc.**
- **Funding strategy for diverse programming opportunities**
- **Multigenerational spaces and places**
- **Bike trails**
- **Public Art**
- **Housing**
- **Amphitheater, soccer venue and / or aquarium downtown**
- **Adequate parking**



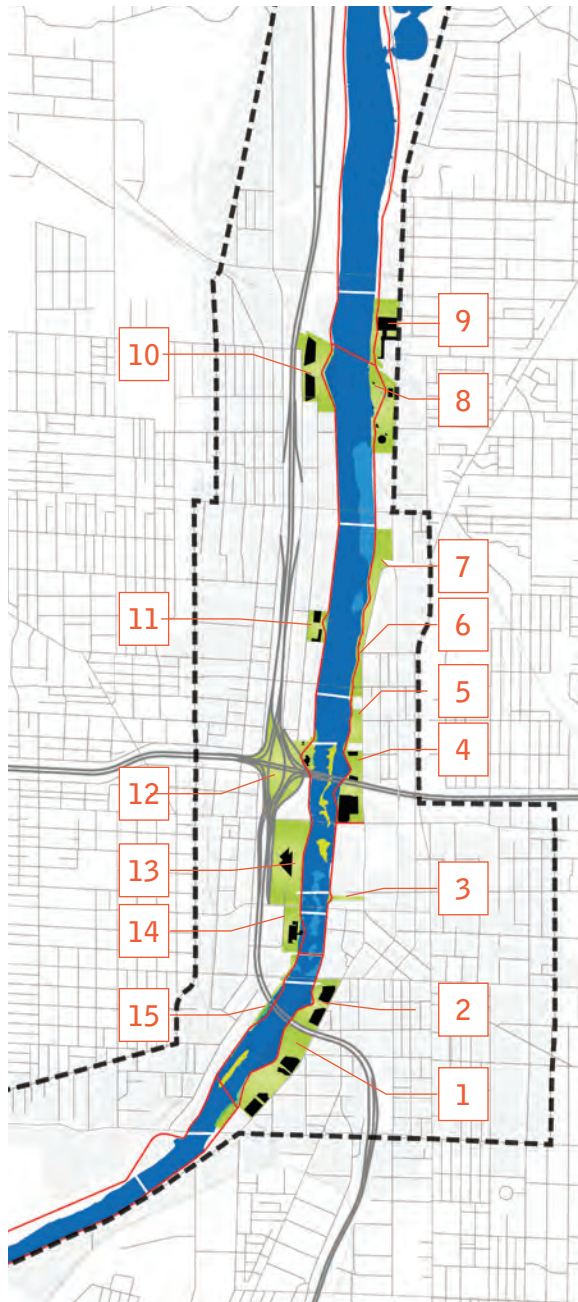
APPENDIX 1

RIVER CORRIDOR PLAN SUPPLEMENTAL MATERIALS

APPENDIX 1 >>

Building off the feedback from the public process, a series of priorities were developed that frame and expand upon the idea that certain spaces can be prioritized as they relate to: the possible scale and location of the program, the expansion of program into all four seasons, activation of places, and the inclusion of art. From this process, 15 priority riverfront opportunity sites were identified based upon their ownership status, their need for flood protection infrastructure improvements, and the potential use of these sites as construction staging areas for the GRWW initiative. Each of these sites has one of four types of open spaces that help to create the new park system: Public Development Sites, Public/Private Partnerships, New Parks and Renovated Park. The detailed descriptions and elaboration on those types can be found in the main report under Goal 1. The illustrative content in this document portrays the intent of the GR Forward masterplan. The exhibits are conceptual in nature and serve as a resource and the basis of further coordination, technical recommendations, and potential implementation.

OPPORTUNITY SITES	3
PHASE II SITES	115
SUPPLEMENTAL SITE ANALYSIS	130
WHITEWATER - RIVER RESTORATION	171



- | | | | |
|---|-----------------|----|---------------------------------------|
| 1 | 201 Market | 10 | KCRC River Edge |
| 2 | Fulton + Market | 11 | Grandview Park |
| 3 | Lyon Street | 12 | Rapids View Park and Interchange Park |
| 4 | MSU / KC / City | 13 | Ah Nab Awen Park |
| 5 | 6th Street | 14 | Public Museum |
| 6 | Canal Street | 15 | GVSU |
| 7 | Coldbrook | | |
| 8 | Adventure Park | | |
| 9 | Baker Furniture | | |



FIG A1.1: Birds-eye view of the Grand River looking north

>> 201 Market Street

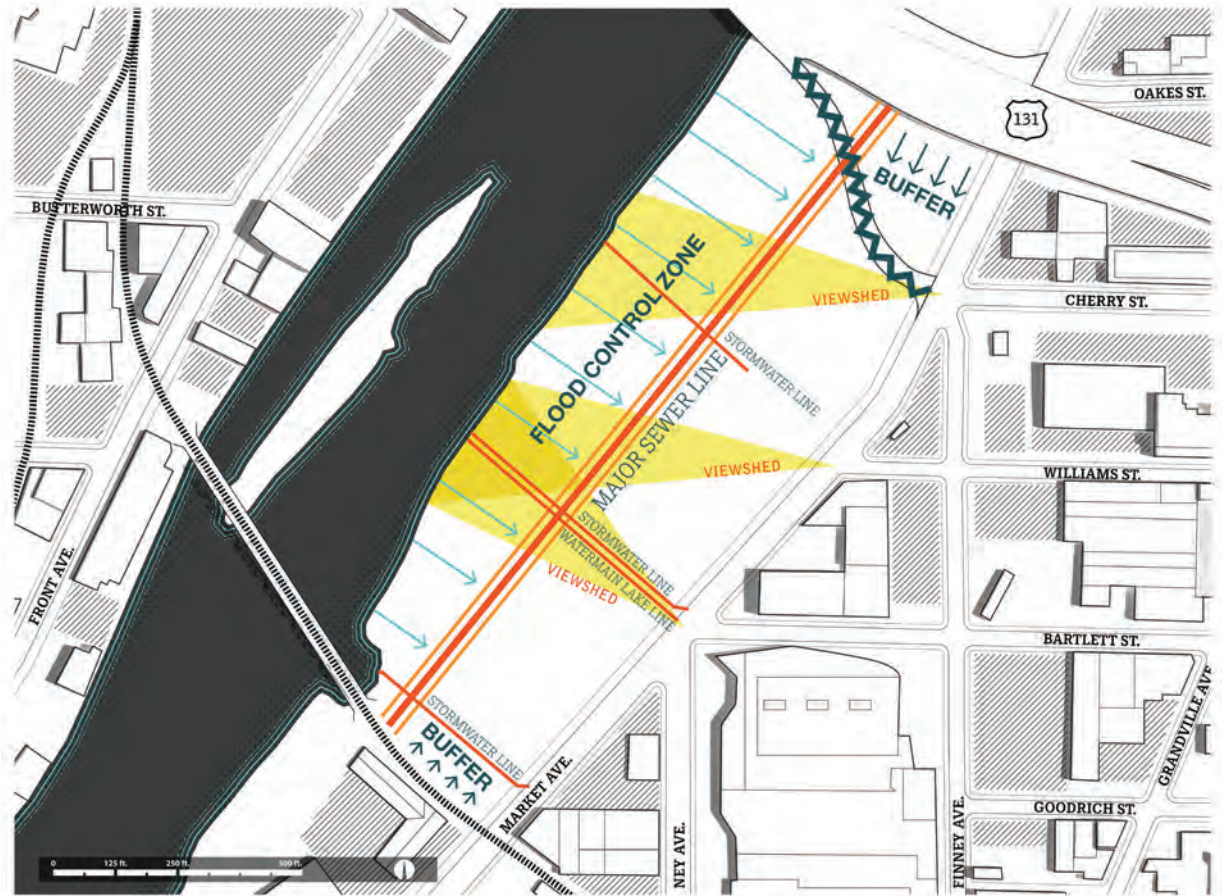


FIG A1.5: 201 Market Street opportunities and constraints

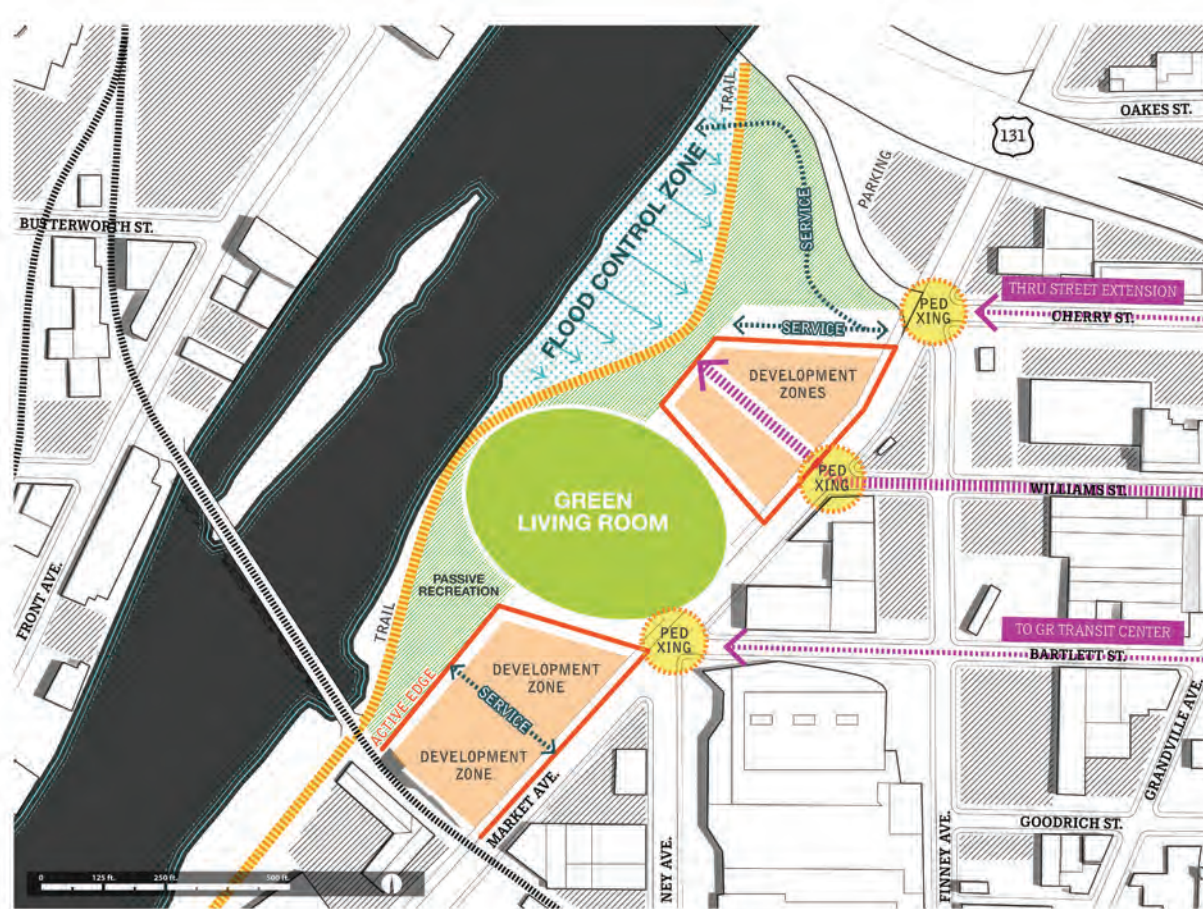


FIG A1.6: 201 Market Street concept design

Utility Constraints:

- > Major sewer line with easement, one minor sewer line, 2 stormwater lines, 48" lake line

The goals of 201 Market are:

- > Create a destination, and large scale programmable open space
- > Manage flooding through the design of the landscape
- > Provide an ecological edge that manages on site stormwater and provides river habitat
- > Provide river access including boat access
- > Provide a continuous multi-use trail connection and a connection north
- > Ensure there are active uses facing both Market Street and the River
- > Buffer 131 and the rail line from the open space
- > Create safe intersections along Market Street
- > Establish a gateway at Cherry Street
- > Establish new housing and supporting uses to active the River
- > Visually extend "Downtown" south along the River

Flood Managment Method

- > Wetland terracing to berm and trail



FIG A1.7: Proposed 201 Market Street site plan

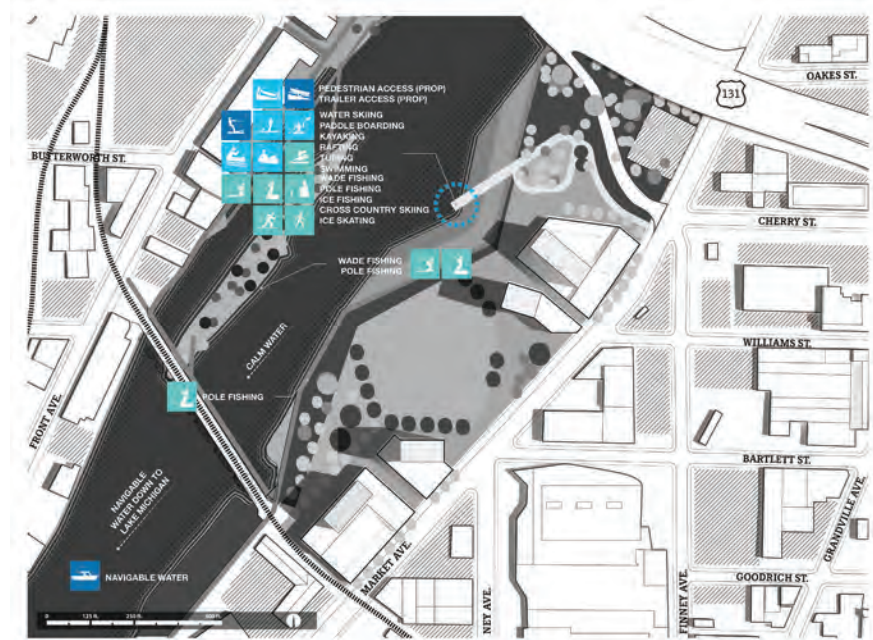


FIG A1.8: Proposed 201 Market Street water access

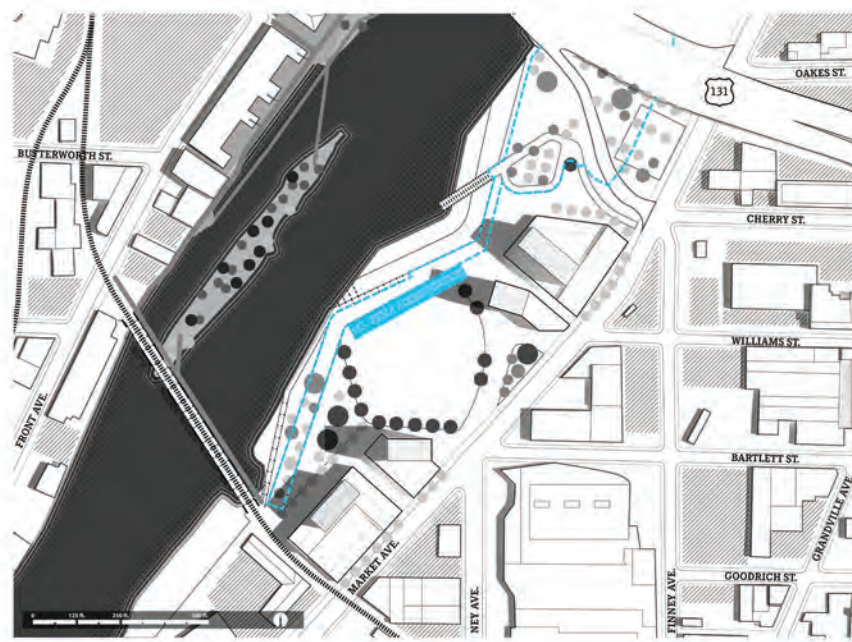


FIG A1.9: 201 Market Street flood considerations

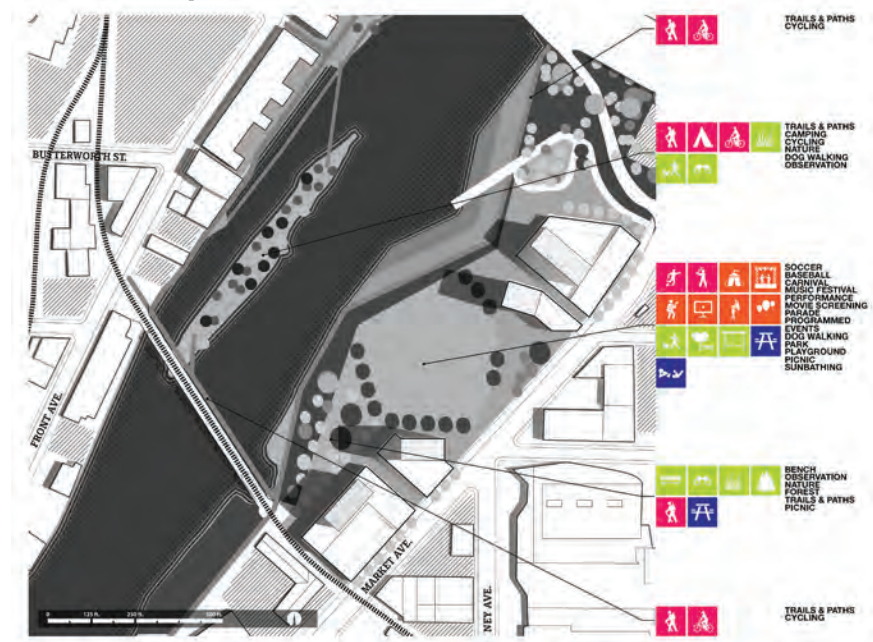


FIG A1.10: Proposed 201 Market Street land program

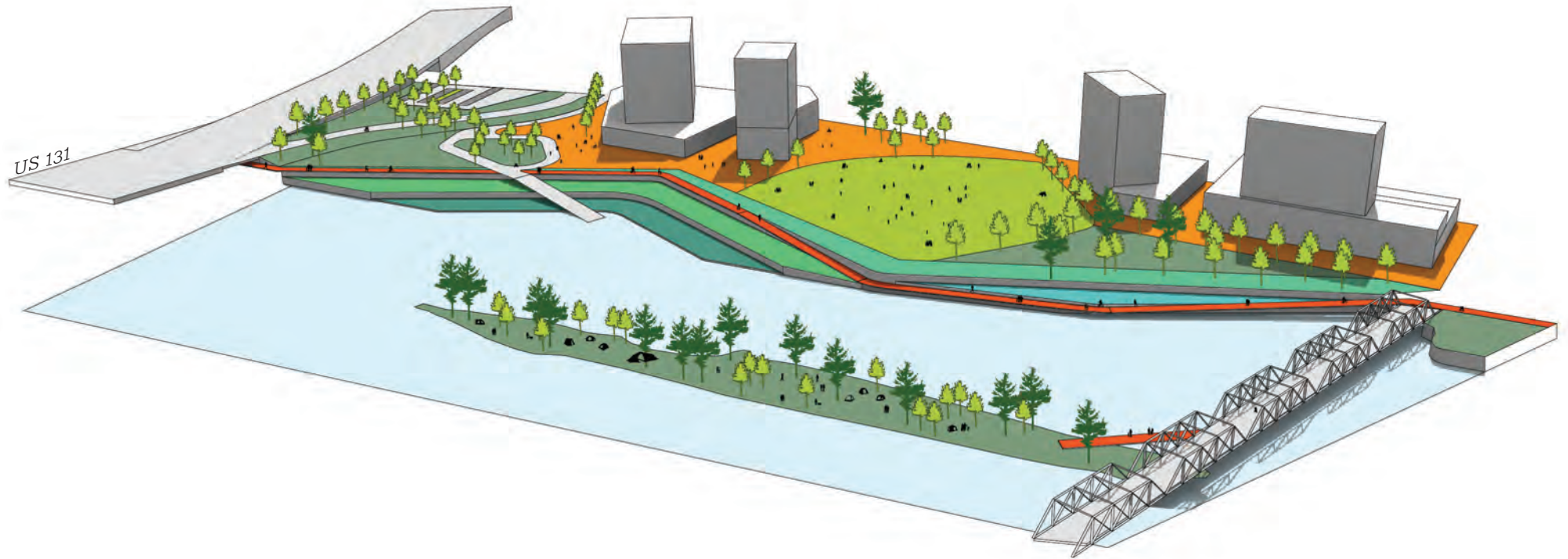


FIG A1.11: Proposed 201 Market Street aerial view

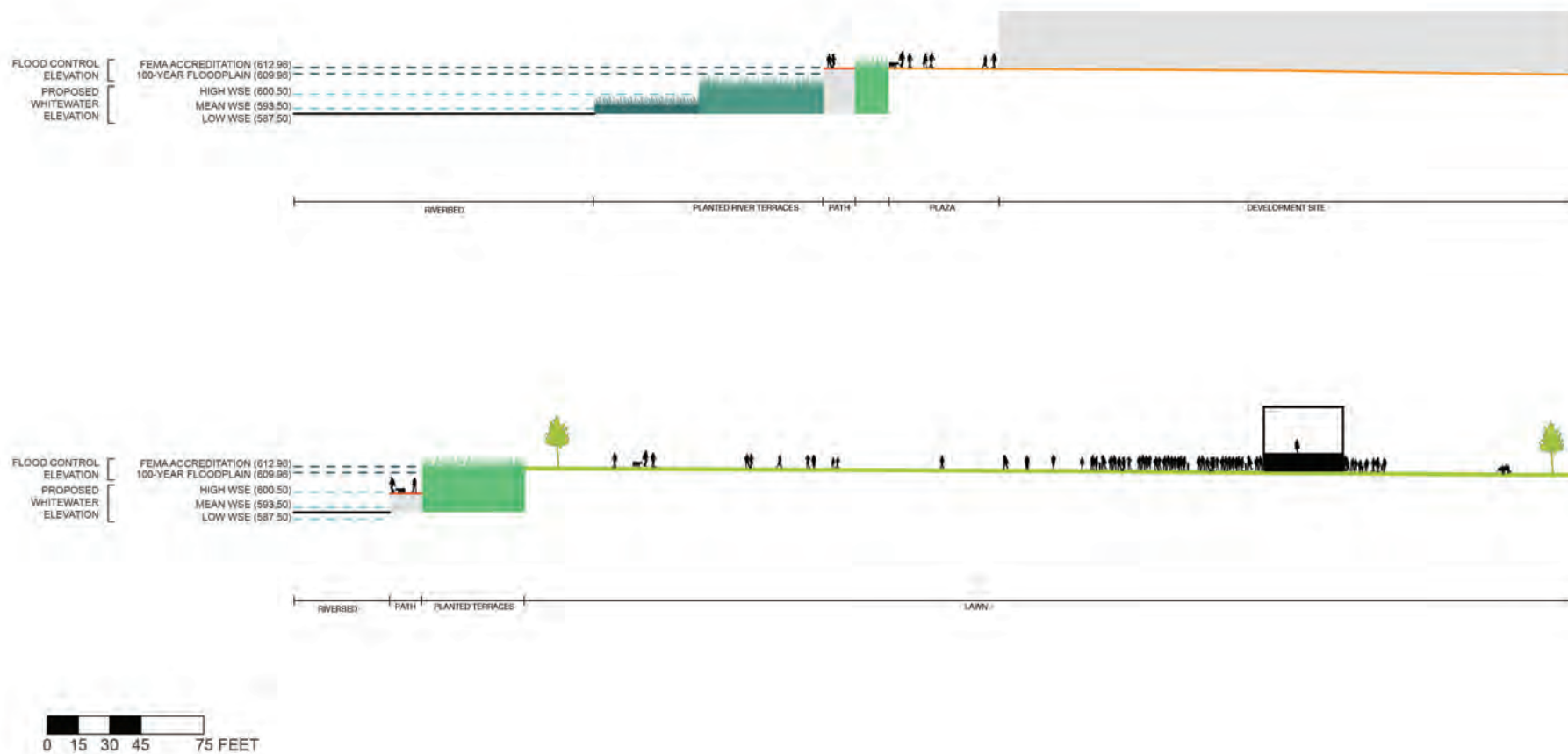


FIG A1.12: Proposed 201 Market Street site sections



FIG A1.13: *Proposed 201 Market Street aerial rendering*

>> Fulton + Market

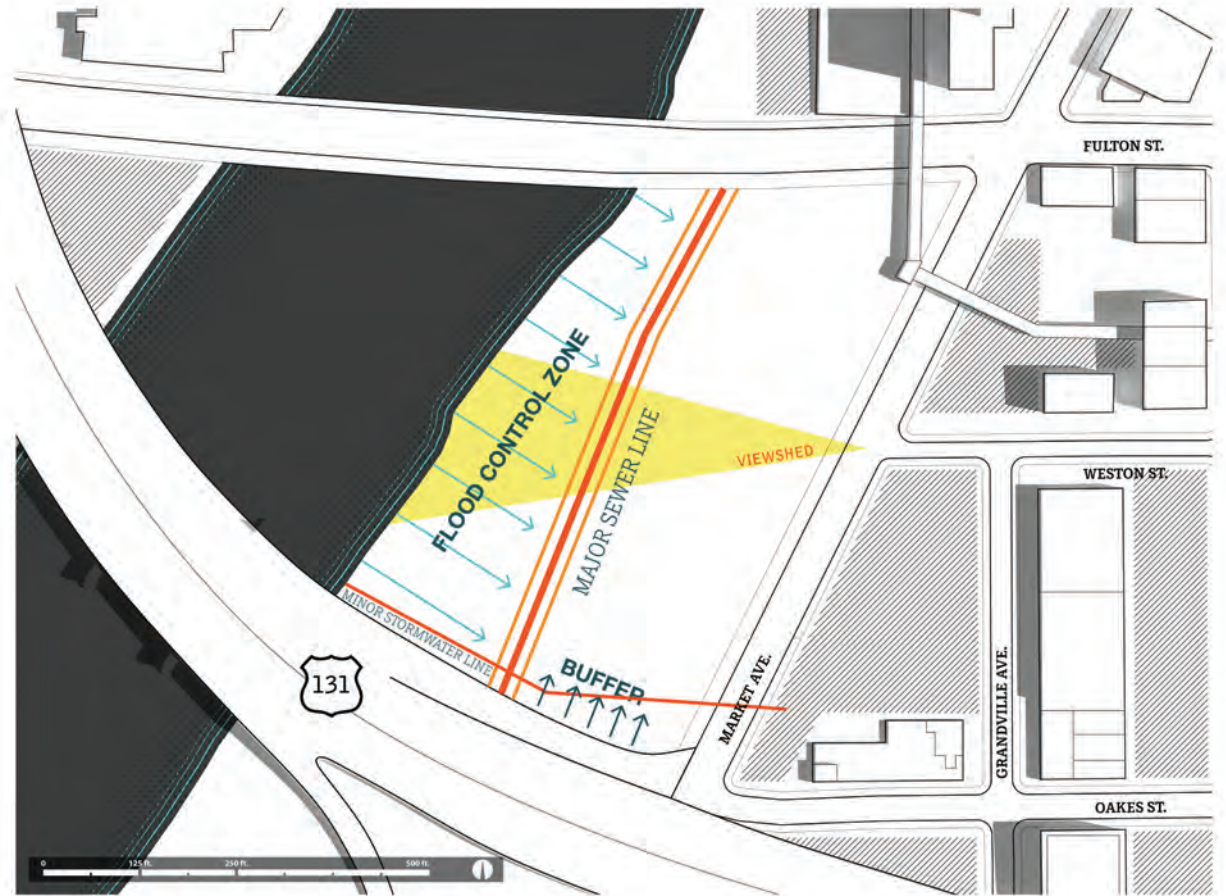


FIG A1.14: Fulton + Market opportunities and constraints

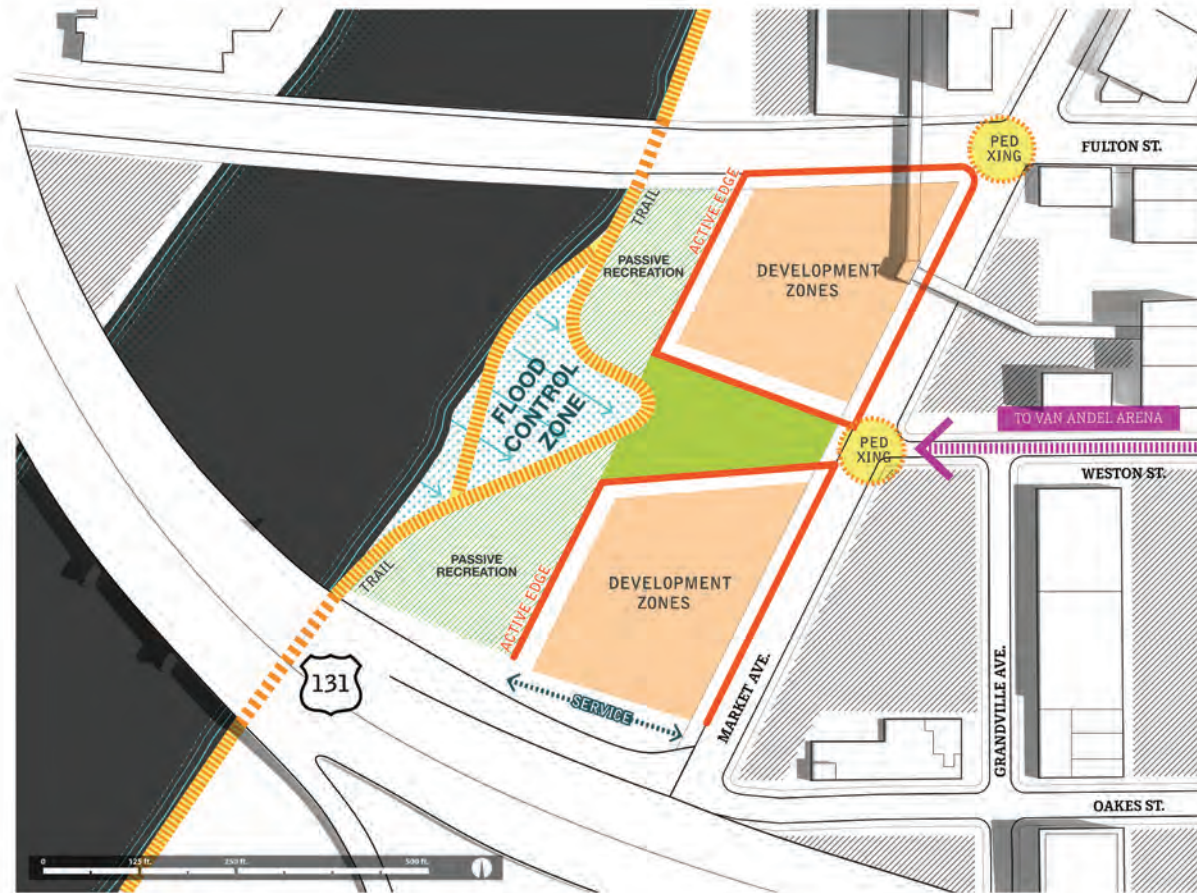


FIG A1.15: Fulton + Market concept design

Utility Constraints:

- > 1 major sewer line with easement, 1 stormwater line

The goals of Fulton + Market are:

- > Manage flooding through the design of the landscape
- > Provide a sloped/terraces landscape that allows the public to experience the river
- > Provide a continuous multi-use trail connection
- > Provide outdoor spaces to support ground floor uses
- > Bring the idea of water into the site, celebrate site stormwater management as a feature
- > Ensure there are active uses facing Market Street, Fulton Street and the River
- > Buffer 131 from the open space
- > Establish a prominent gateway at Market and Fulton intersection
- > Establish new housing and supporting uses to active the River
- > Provide new parking for the development and to serve Downtown day-time uses
- > Visually extend "Downtown" south along the River

Flood Management Method

- > Land slopes up as beach and amphitheater to FEMA level and trail



FIG A1.16: Proposed Fulton + Market site plan

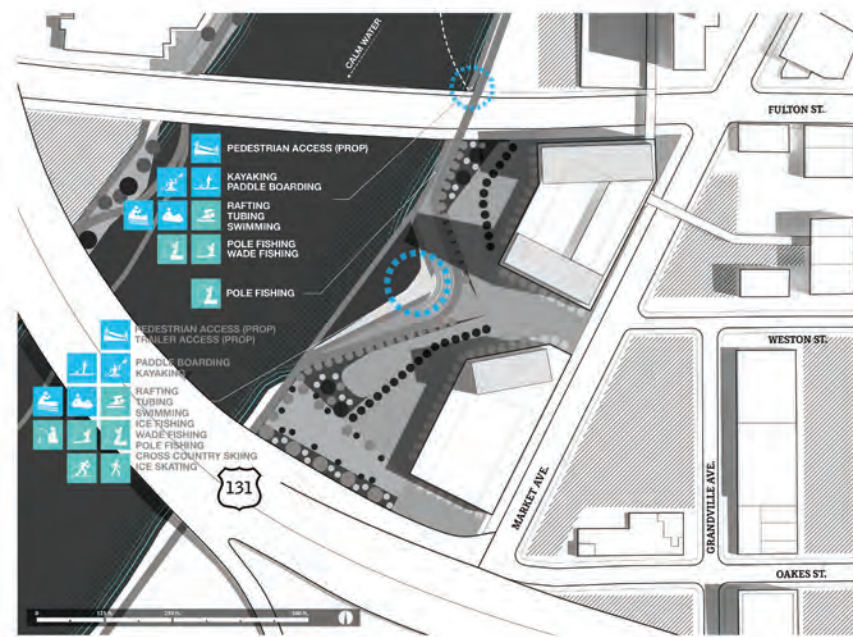


FIG A1.17: Proposed Fulton + Market water access

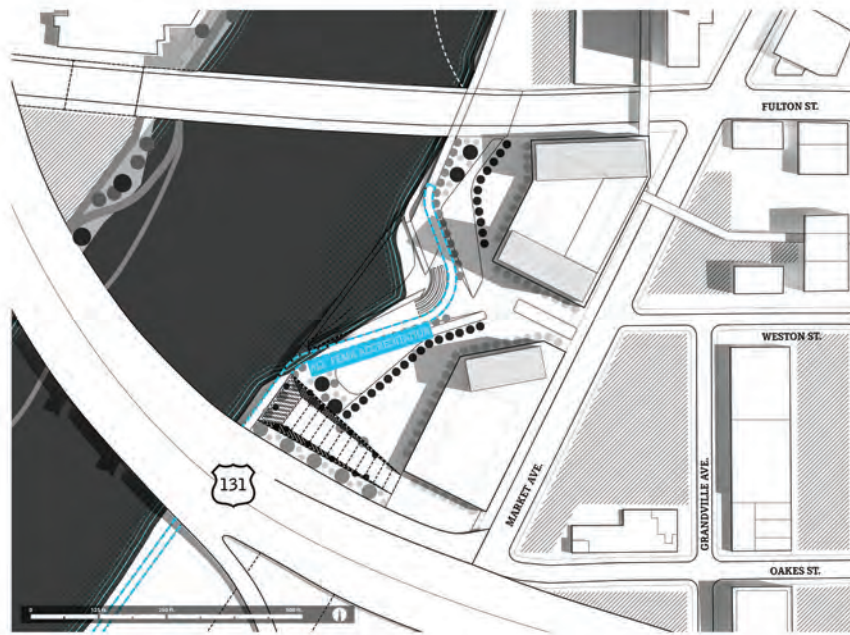


FIG A1.18: Fulton + Market flood considerations

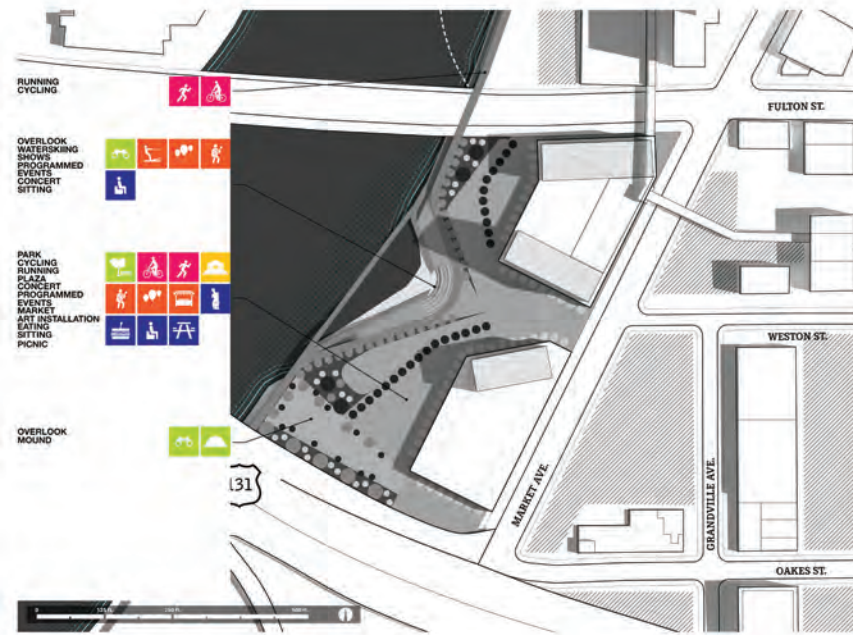


FIG A1.19: Proposed Fulton + Market land program

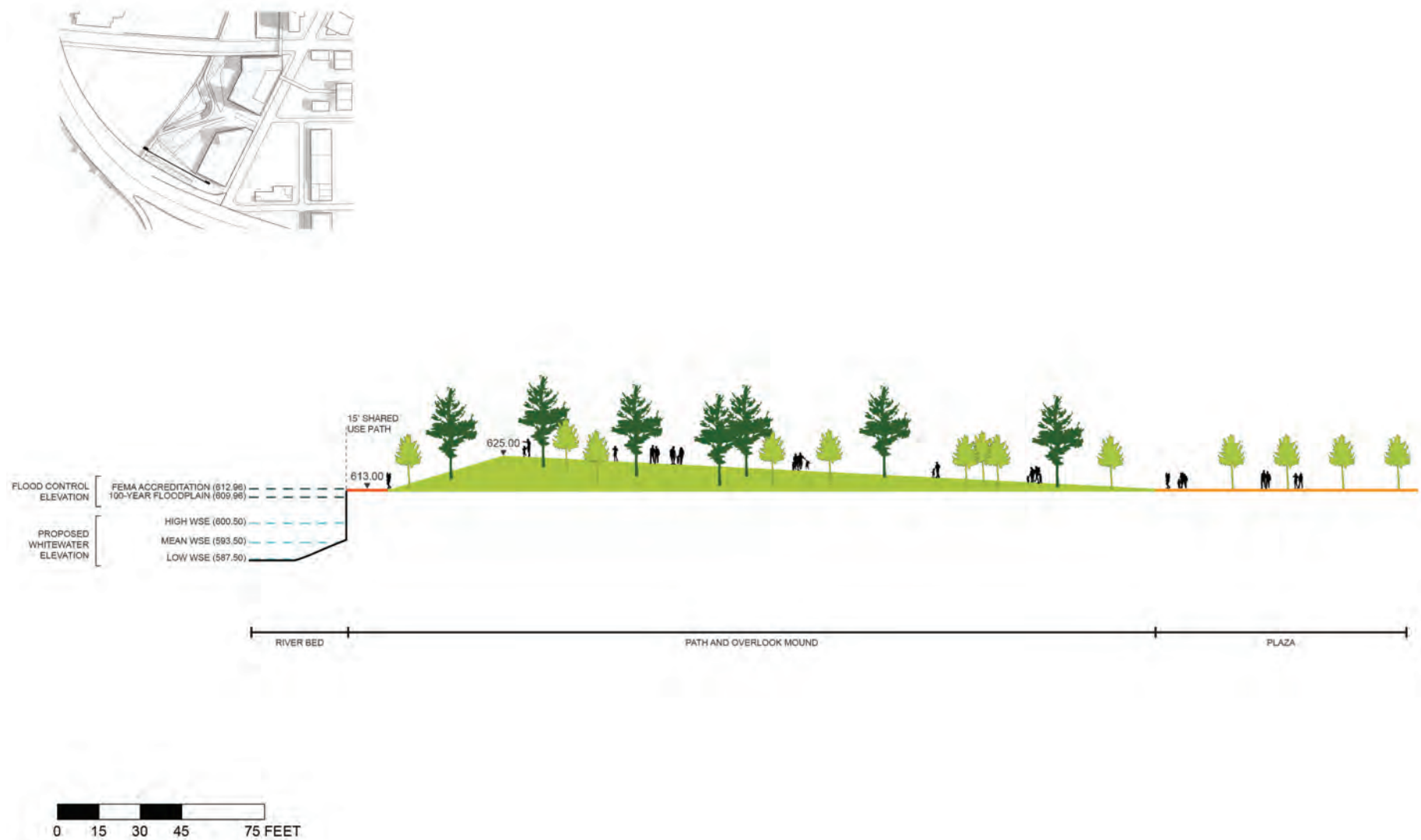


FIG A1.20: Proposed Fulton + Market site sections

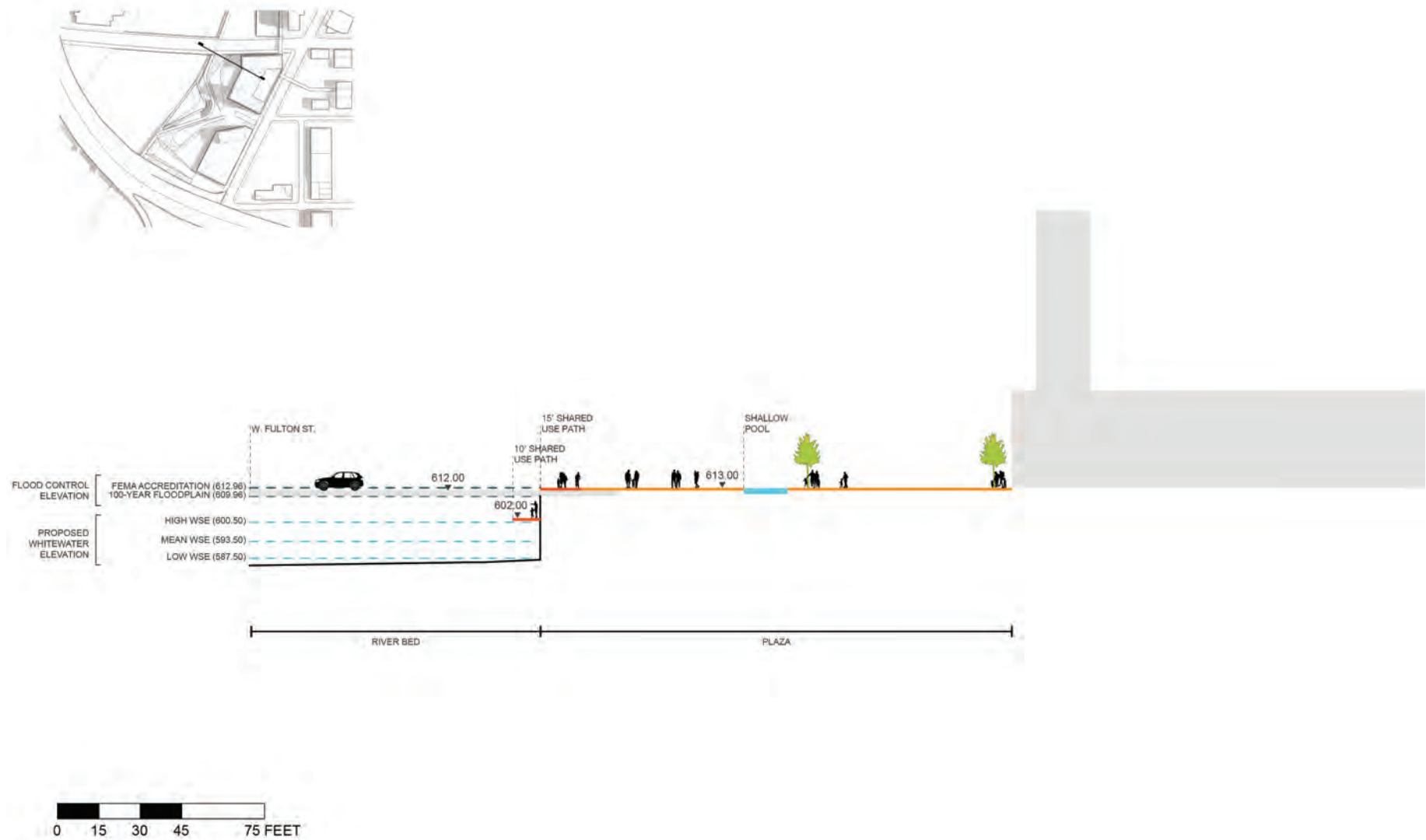


FIG A1.21: Proposed Fulton + Market site sections

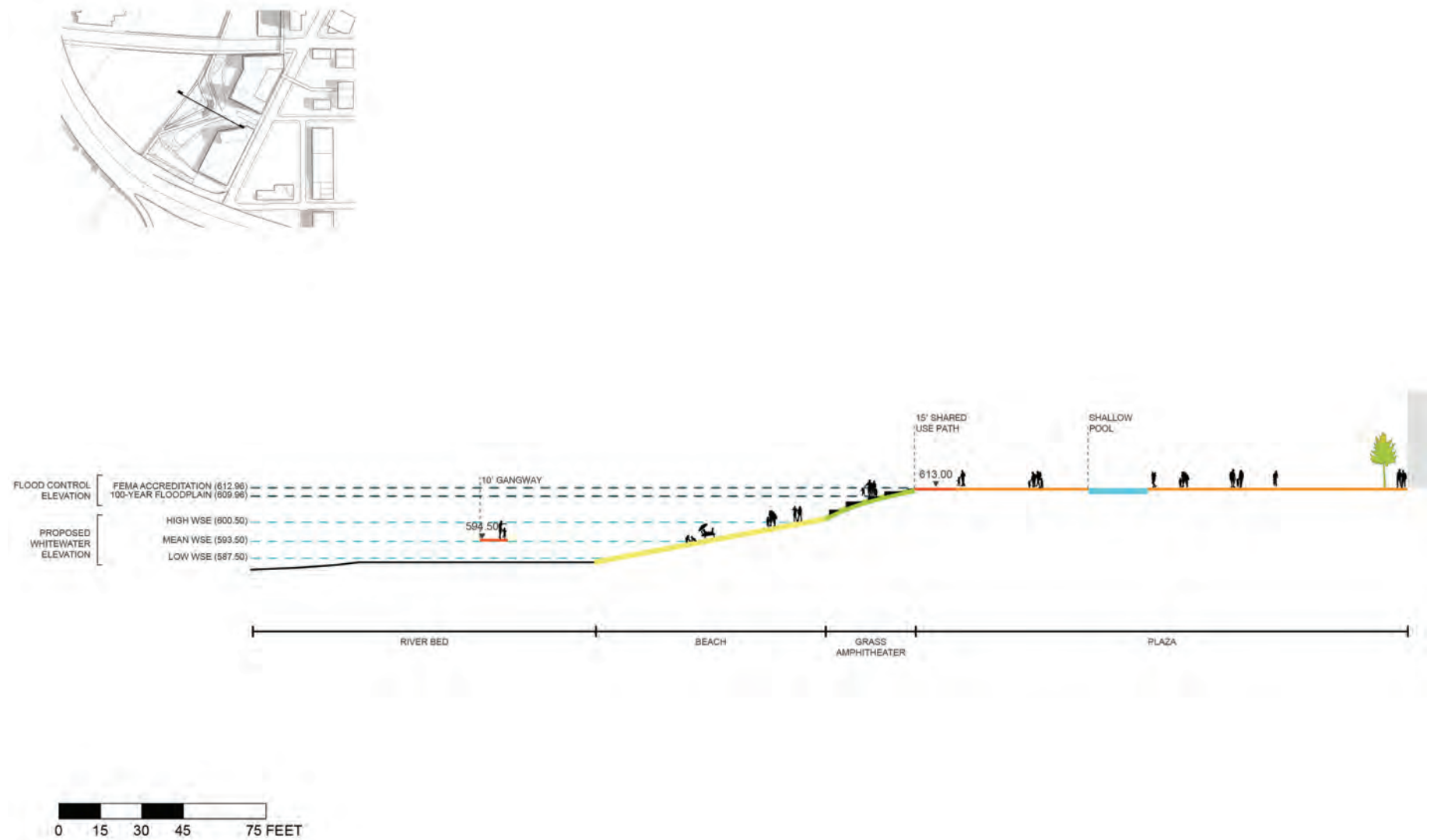


FIG A1.22: Proposed Fulton + Market site sections

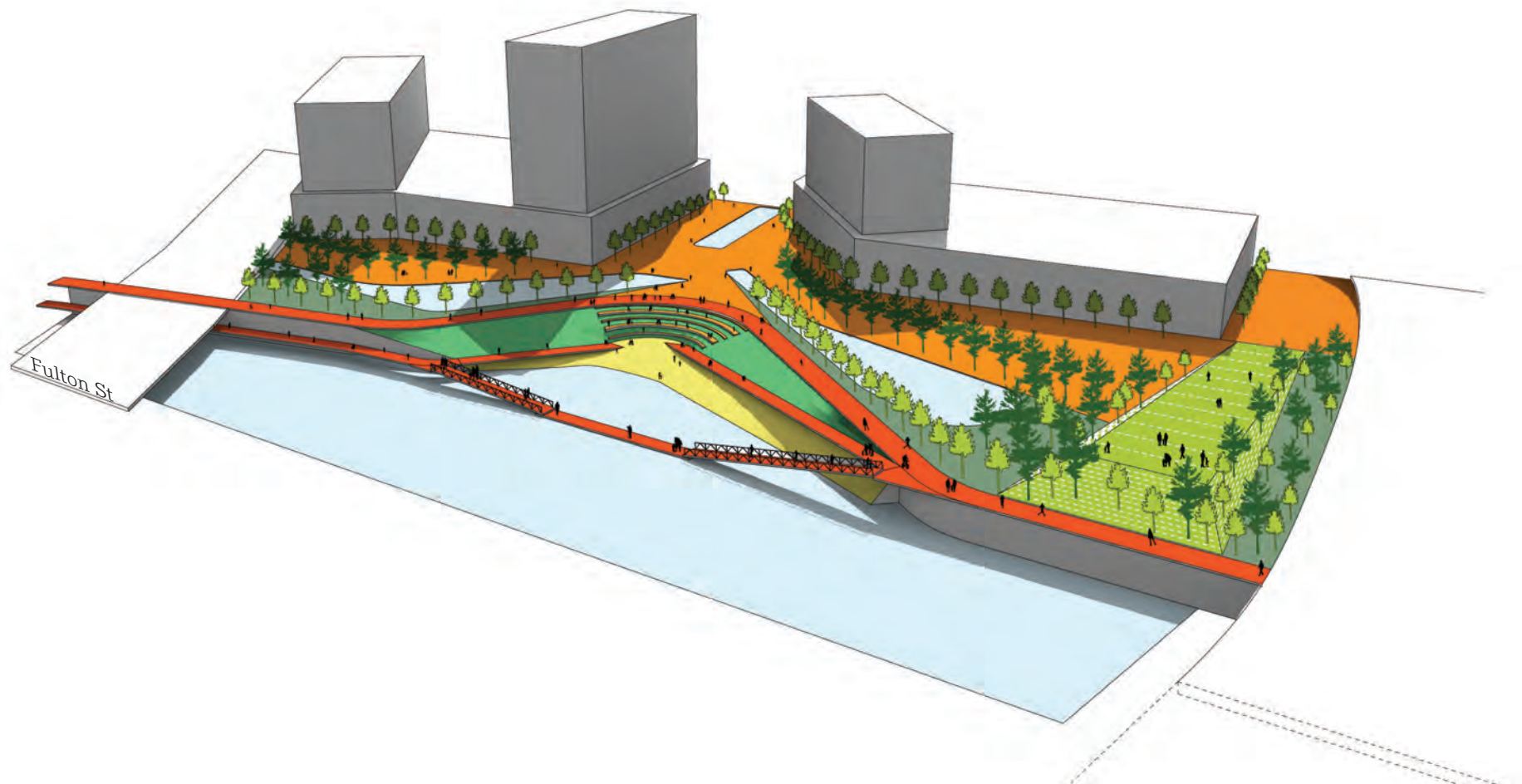


FIG A1.23: Proposed Fulton + Market aerial view

Grand River Corridor Revitalization Community Collaboration & Activity Report Q1 2021

**There's A LOT of good work happening to advance restoration, revitalization and activation of the Grand River corridor in the urban core of Grand Rapids. This summary is a DRAFT work in progress and not (yet) exhaustive. All additional initiatives and ideas for improvement welcome.*

**Items in red designate updates/info added since previous report (Q1 2020)*

Improve maintenance of existing river trail

- Identified need for comprehensive snow management plan
- Organizing boardwalk repairs from Louis St to Michigan Street anticipated spring 2021
- Organizing final design to repair Riverwalk from Louis St (JW Marriott) to Blue Bridge
- Enhanced maintenance partnership from Gillette Bridge to Michigan Street
 - Lead: City of Grand Rapids in partnership w/ Downtown Grand Rapids Inc. (DGRI)

Enhance public, universal access to the river

- Organizing final design for access points at Wealthy Street and Fish Ladder Park
 - Lead: City in partnership w/ DGRI and Grand Rapids Whitewater (GRWW)

Leverage Opportunity Sites to reinforce the whitewater initiative & restore the river as the draw

- Lyon Square renovation
 - Finalizing design. Construction anticipated to start summer 2021.
 - [RFP released in August 2020](#)
 - Lead: DGRI in partnership with City, Convention/Arena Authority, AHC
- Ah Nab Awen Park renovation
 - Schematic design complete. Next step: final design and construction documents
 - Anticipated construction ~2023
 - Lead: City in partnership w/ Grand River Bands, DGRI
- Grand Rapids Public Museum renovation
 - Completed conceptual design
 - Conducting pre-fundraising feasibility analysis
 - Lead: GRPM in partnership w/ City
- New Kent County Parks Dept. HQ in Millennium Park
 - Groundbreaking anticipated spring 2021
 - Lead: Kent County in partnership w/ Kent County Parks Foundation

- **Market Avenue Corridor**
 - City, CAA & AHC Hospitality agreed [to relocate sewer complicating redevelopment of the sites](#)
 - Grand Action 2.0 [presented redevelopment recommendations](#)
 - City, CAA approved option to trade portion of [201 Market site](#). Options runs to Dec. 31, 2021.
- Kent County Road Commission Site
 - [City holds Option Agreement for potential acquisition](#)
 - Closing date no later than September 2023
 - Lead: County, City

Ensure future restoration of the Grand River embeds racial & economic equity

- **Micro Local Business Enterprise List building**
 - City will provide update on recruitment efforts in March
 - Lead: City
- Secured [the River for All Racial & Economic Equity grant](#) to continue river development-related equity work through 2024
 - \$800,000 award from Grand Rapids Community Foundation
 - Lead: City
- Organizing process to define an Equity Framework to guide future river revitalization effort
 - Lead: DGRI, City
- **Submitted application for national pilot workforce training grant opportunity**
 - Lead: 11th Street Bridge Park (Washington DC) in collaboration w/ the City, GRCC and DGRI

Establish Grand Rapids as a hub in the regional trail system

- Extending the trail from Leonard to Ann Street
 - [City organizing applications for state funding](#)
 - Conceptual design complete
 - Anticipated construction start 2023
 - Lead: City of Grand Rapids
- [Connecting the Idema Explorer's Trail to Kent County/Millennium Park](#)
 - Construction of Jenison Mill trail segment anticipated 2021
 - Lead: Ottawa County Parks & Recreation Commission in partnership w/ Georgetown Twp, Ottawa County Parks Foundation

Expand housing opportunity

- 167 apartments currently construction on Market Avenue adjacent to the river
 - [City & DDA approved project incentives](#)
 - [Here's the building listing](#)

Improve safety at river trail-street crossings for people walking and bicycling

- [Evaluating opportunities at Leonard, Fulton, Campau](#)
 - Lead: City & DGRI

Determine long-term governance strategy to develop, manage, activate and sustain the public assets associated with Grand River corridor revitalization

- [DGRI Board of Advisors endorsed recommendation to establish backbone nonprofit leadership entity + Recreational Authority](#)
- Staff currently organizing next steps
 - Lead: DGRI in partnership w/ the City, County & GRWW

Amenitize & activate existing riverfront parks to make the river a real draw

- Pilot temporary Skate / Bike / Scoot Facility at 555 Monroe
 - [Opened facility in October 2020](#)
 - Lead: DGRI, City
- Piloting al fresco riverfront dining in Canal Street Park at [Linear](#) and [City Built Brewing](#)
 - [Pandemic “social zone” interventions will continue summer 2021](#)
 - Lead: DGRI, City, adjacent businesses
- Expanding the presence of public art along the river corridor
 - [Manidoo Bawating](#) (Temp Ah-Nab-Awan; Final location TBD)
 - [Wallphabet](#) (Fish Ladder Park)
 - Graffiti Murals (555)
 - [Fish Splash](#) (Canal Park)
 - Lead: DGRI, City
- [Hosted Blessing of the Waters](#)
 - Lead: Grand River Bands of Ottawa Indians
- [Deployed festive lighting along riverwalk](#) at DeVos Place Convention Center
- [World of Winter intentional programming focus on river corridor](#)
 - [Seasonal Wonders Projection Show](#) on Civic Auditorium / Lyon Square
 - [Lunar New Year Celebration](#) in Ah-Nab-Awan Park
 - [Impulse installation](#) at 555 Monroe
 - [Luminaries](#) on Gillett Bridge
 - Disc Slam Tournament at 555 Monroe
 - [The Lamplighter](#) installation at 555 Monroe
 - [Singing Tree installation](#) at Canal Park
 - [HYBYCOZO](#) in Ah-Nab-Awan Park
- Established “[Refreshment Areas](#)” to promote outdoor business & recreation including the riverfront
 - Lead: DGRI, City

Restore the whitewater rapids in the Grand River

- Received favorable Biological Opinion from US Fish & Wildlife (Oct 2020)
- GRWW, City revising application for state environmental permit
- Environmental Impact Statement process
 - Evaluation of alternatives continues
- Watershed Project Plan revised/resubmitted to NRCS (Nov 2020)
- Hosted Tribal meeting to provide project update and discuss tribal treaty rights (Dec 2020)
- Baseline monitoring of fish populations and angler counts continue
 - Lead: GRWW, City, Great Lakes Fishery Commission (GLFC)

Review all ordinances to evaluate/ensure alignment with community goals for river corridor revitalization

- Currently evaluating various considerations and expectations
 - Lead: City

Marketing & Communications

- Ramping up river restoration communications and public information
 - [Check out the GRWW blog!](#)
 - Lead: GRWW
- [Installed photo stations along the river's edge encouraging public help record river changes](#)
 - Lead: Grand Valley Metro Council in partnership with GRWW and GRPM
- Presented draft report on the economic, fiscal and quality of life benefits related to river corridor revitalization
 - Lead: DGRI, HR&A Advisors
- Improving wayfinding & navigation Downtown
 - Presented wayfinding recommendation inspired by the river
 - Deployment anticipated to begin summer 2021
 - Lead: DGRI in partnership with the City
- Developing a map/brochure to communicate the “big picture” river corridor revitalization initiative
 - Lead: DGRI
- [Installed public information kiosk in Canal Street Park](#)
 - Lead: City
- Concepting a documentary video production and organizing to engage videographer
 - Lead: Partnership with GLFC, City, GRWW & DGRI
- Launched [enhanced River for All website](#)
 - Lead: City in partnership w/ GLFC

Organizing to promote increased river-related collaboration / coordination across W MI

- Exploring potential for convening of regional stakeholders – Pandemic paused
 - Lead: Ottawa County, Experience GR, DGRI, City and Kent County

Education & Research

- Summer camps planned both in-person/virtual & signups begin in March
 - Grand Rapids WhiteWater Summer Science & Leadership Program
 - Tentative program dates: July 6-17, 2021
 - Watershed Wonders
 - River Explorers
 - Leads: GR Public Museum, LGROW, GRWW
- Citizen Science on the Grand starts March 1, 2021
 - Additional opportunities anticipated in May
 - Lead: GRPM
- What's in your River after school education class happens 3/24
 - Lead: GRPM
- Lower Grand River Curriculum Resources supporting youth education
 - Lead: LGROW, GVMC
- Ongoing GR Public Museum education programs (school groups)
 - What's In Your Watershed
 - River of Time
 - Watershed Decision Making
 - Historic Grand River
 - Grand River Water Quality Lab
 - The First People of This Place
- Ongoing Environmental Assessments
 - Fish Community Assessment
 - Lake Sturgeon Juvenile Assessment
 - Macroinvertebrate Assessments
 - Partners include GVMC, GVSU, GRPM, JBZ, GRWW, Encompass
- Enhance water quality monitoring and public awareness of conditions
 - Developing water quality notification system
 - Lead: City in partnership w/ DDA
- Enhance air quality monitoring and public awareness of conditions
 - Organizing monitoring system; deployment anticipated summer 2021
 - Lead: Rapid Ventures, DDA

Community Engagement

- Organizing advisory group to explore outdoor engagement opportunities with the Black, Indigenous and Latinx community
 - Lead: City Office Equity and Engagement
- Exploring opportunities to organize engagement kayak outings for summer 2021
 - Lead: DGRI, City
- Received recommendations on Community Engagement Framework to support startup of new river governance structure
 - Lead: Community Catalysts/Public Agency, Aligned Planning & DGRI