



GRAND RAPIDS DOWNTOWN DEVELOPMENT AUTHORITY

Arena South Visioning Plan

JUNE 2013

CORNERSTONE ARCHITECTS + VIRIDIS DESIGN GROUP + WILLIAMS & WORKS

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Other events:

Grand Rapids Urban Salon Meetup/Friendly Corps

Note that the sign-in sheet was not completed at this event. Special thanks to Josh Leffingwell 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

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- II. COMMENT TABLES
- III. 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. The 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 downtown core, the Grand River, the Rapid Transit Central Station, the Downtown Market, the Grandville corridor, and the educational hubs of West Michigan University, Cooley Law School, Kendall College of Art and Design, and Grand Valley State University. 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. Examples include wider sidewalks for street cafes and sidewalk sales. The realities of service needs such as deliveries and trash removal should be planned for and achieved discreetly.

The Plan allows for flexible options for scale and density including 4-6 story scale along Ionia Avenue to complement the existing infrastructure, with taller, and denser possibilities westward towards the elevated highway. Developers should think flexible, vibrant, interacting architecture. This Plan does not indicate specific uses, but allows enough flexibility to envision a variety of uses.

Greening:

Participants believe that Arena South needs a balance of public oriented green spaces with plantings, attractive streetscapes, sustainable design concepts, and the use of trees to buffer the view 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 livable spaces designed for people.

Living/Engaging:

Participants desire Arena South to be a four-season, 24-hour, socially engaging component of greater Grand Rapids 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 to support other uses including traditional retail.

With added vibrancy, safety and security will be supported by an “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 detract from the downtown core but complements the vibrancy of all aspects of the City. The need to present visions that allow for appropriate infill development in Arena South will benefit all of Downtown. The Plan provides 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

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 for redevelopment in the area south of the Van Andel Arena in Downtown Grand Rapids.

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

From the process, the Visioning Plan was shaped as an instrument to guide future development in Arena South. 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. The Downtown Market, the country's first LEED Certified market, is scheduled to open just south of Heartside Park in August 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. An urban-based technology sector is seeing expanded growth, and a city setting proves ideal for dynamic and flexible live/work spaces. The Rapid Transit, 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 a truly diverse 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 viable 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 Visioning 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 appropriate land uses.
- Providing property owners and residents with added amenities and infrastructure needed to make Arena South a vibrant, vital, and livable place to work, live, and play.

INTRODUCTION

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



INTRODUCTION

History

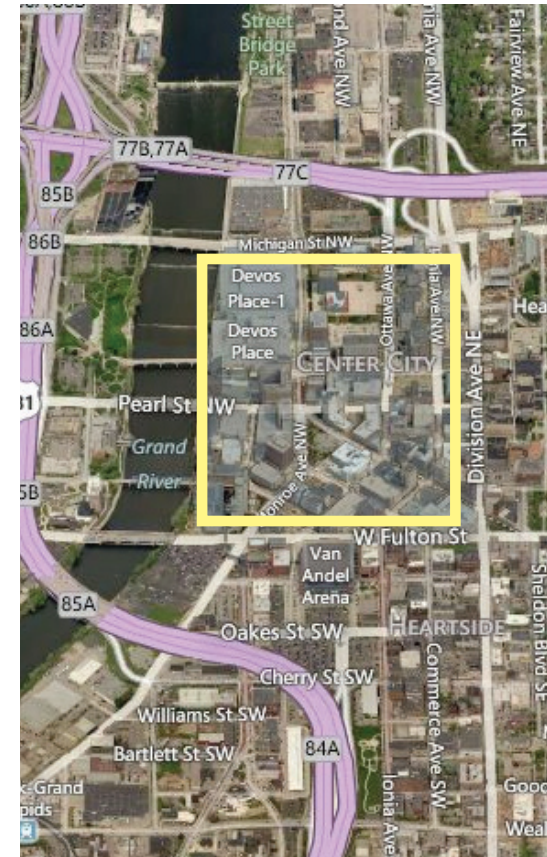
Arena South lies within the Historic Heartside District, a vibrant community of retail, residential, commercial, hospital, institutional, and recreation uses. Arena South encompasses 137 acres and is bordered by Fulton Street to the north, Commerce Avenue to the east, Wealthy Street to the south, and Market Street to the west. In a broader context, Arena South is adjacent to the Downtown 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 development in 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



Arena South lies within the Heartside Neighborhood just south of Fulton Street and the Downtown core. (outlined in the above map in yellow).

Downtown Grand Rapids and Heartside Neighborhood prior to the development of US 131. (Shown at left).

Community Profile

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%).

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

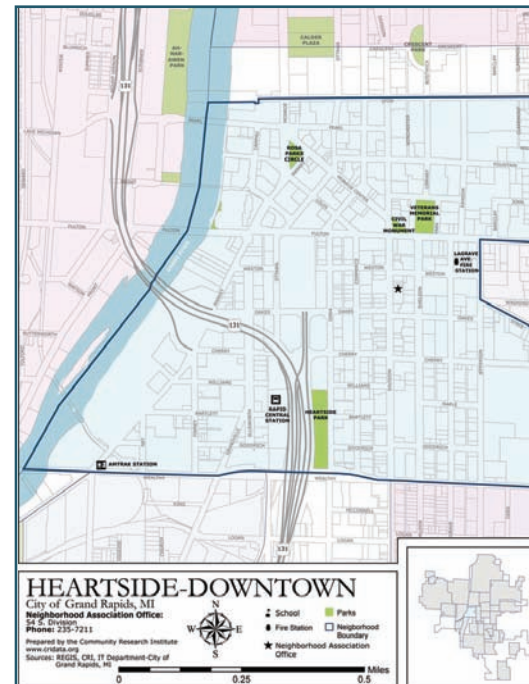
There are 1,972 housing units in the Heartside Neighborhood, 88.7% of which are occupied. Of the occupied units, 79% are renter occupied.

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. These include Catholic Charities,

God's Kitchen, Degage Ministries, Division Street Fellowship, Guiding Light Mission, Homeless Veterans Health Care, Liz's House, Mel Trotter Ministries, Pine Rest Christian Mental Health, and St. Mary's Heartside Clinic.

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 comprises the 1/2 mile radius measured from Oakes Street and Ionia Avenue, while the target area includes 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 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 sidewalks 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.



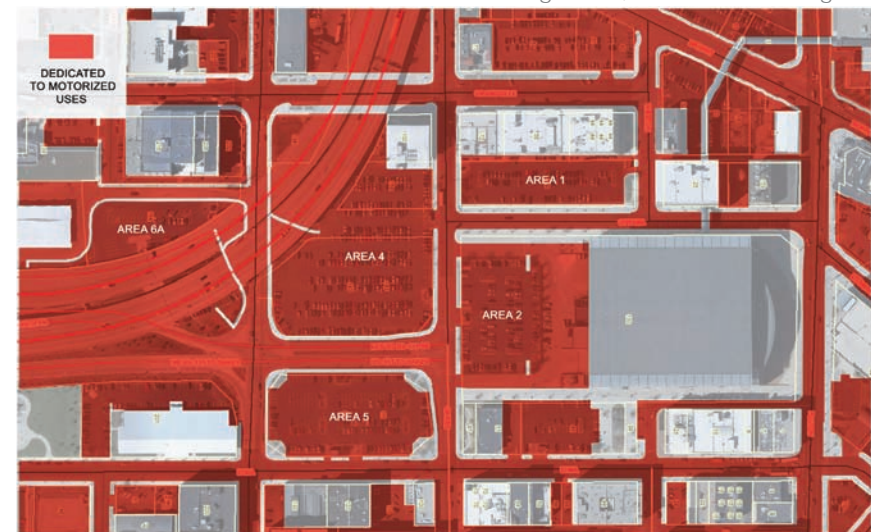
Transit-Well

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.

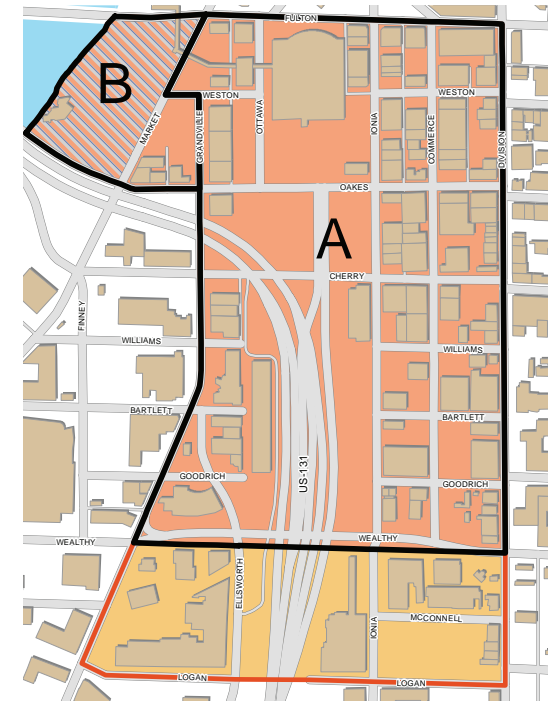
**SOUTH OF WEALTHY STREET: TCC
(TRANSITIONAL CITY CENTER DISTRICTS)**

- 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.

HEARTSIDE HISTORIC DISTRICT

Ionia Avenue is the western border of the Heartside Historic District, which continues east to Division Avenue and south to Wealthy Street.

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."

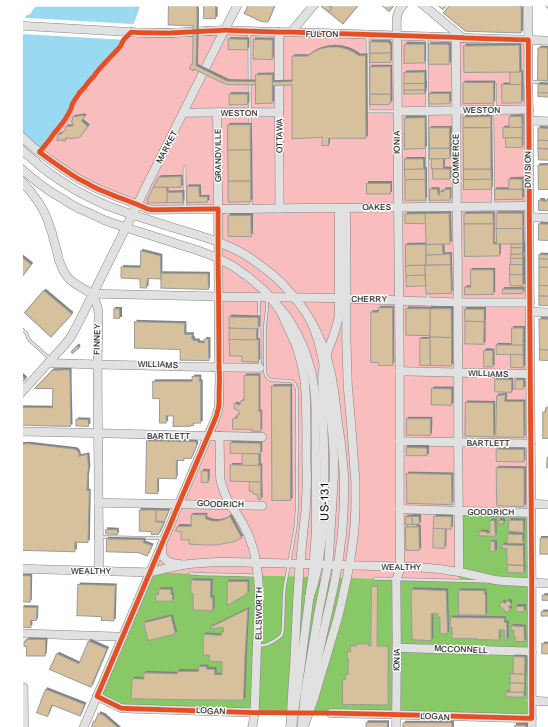
SOUTH OF WEALTHY: NEAR DOWNTOWN

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

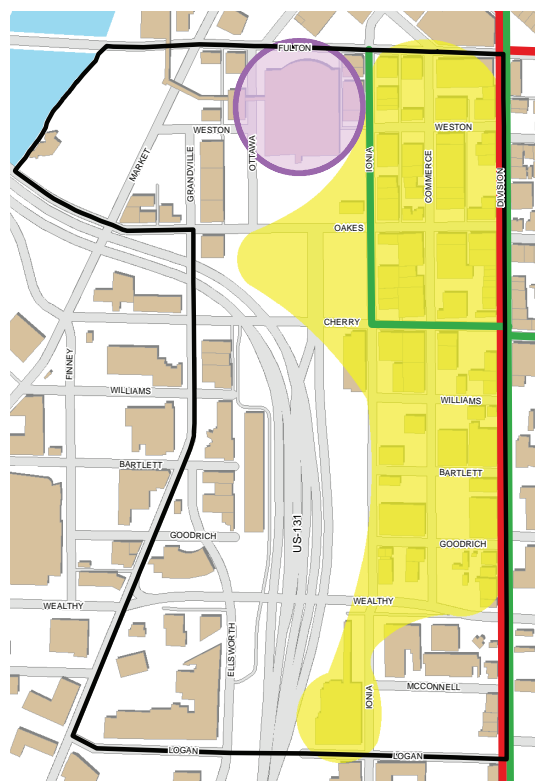
Future Land Use

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 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**

**Livable
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 Visioning Plan include:

- Ionia Avenue 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.

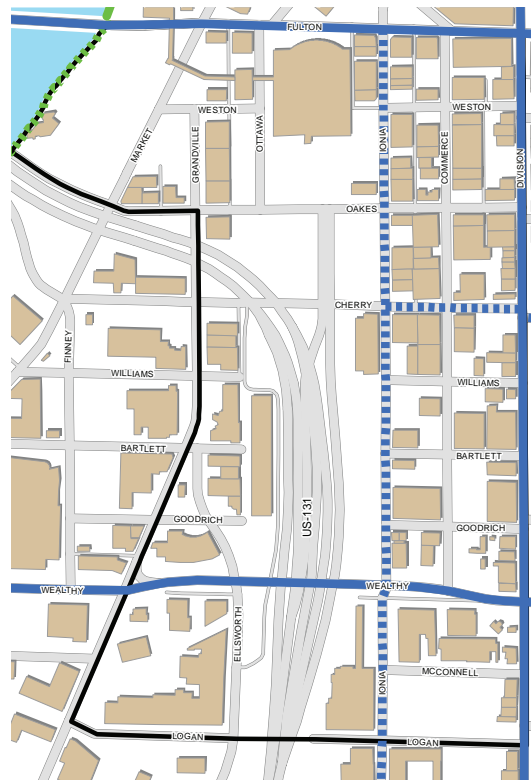


EXISTING CONDITIONS

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 livability. Below, the trails and greenways map includes bike lanes along Ionia Avenue, Wealthy Street and Cherry Street, as well as priority proposed trails and greenways along the Grand River. Other

Figure 2.7, Green Grand Rapids, 2012



goals, objectives 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-

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

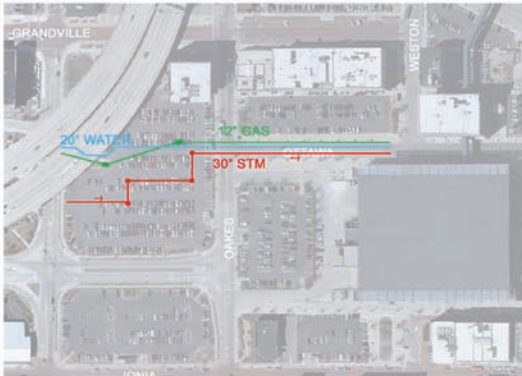
use development that adds open space, provides public access and gives priority to medium and high-density residential to help control surface parking.

- 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) such as rain gardens, vegetated swales, and green roofs in all private development.
- Promote low impact development strategies and reduce impervious surfaces through 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 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. 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)

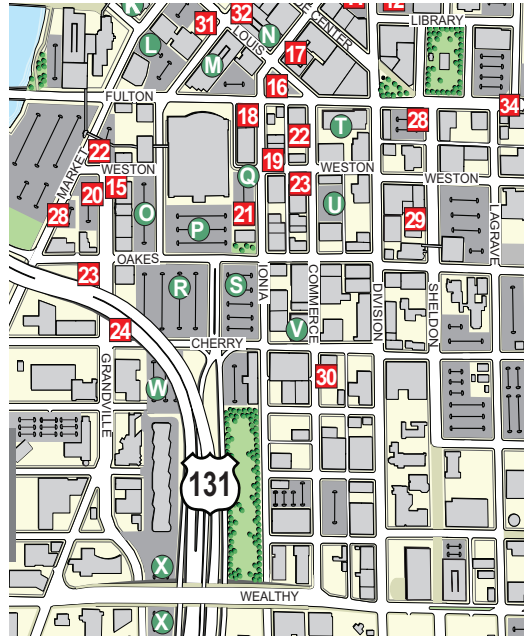
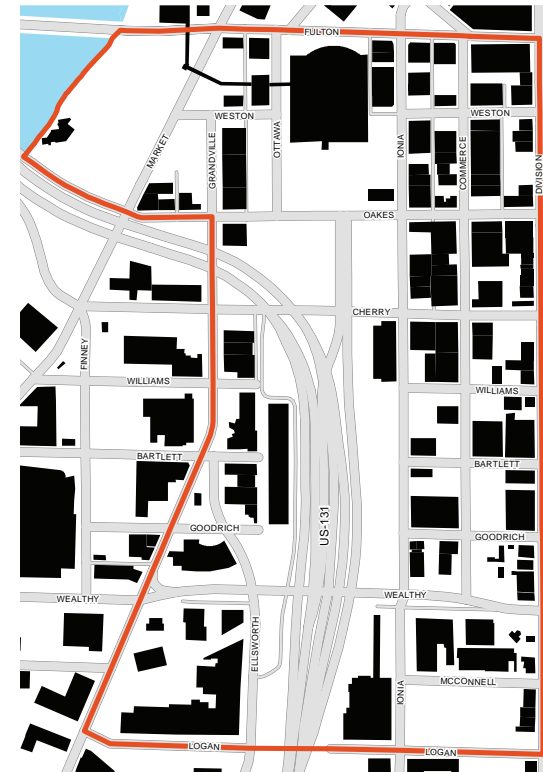


Figure Ground Analysis

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

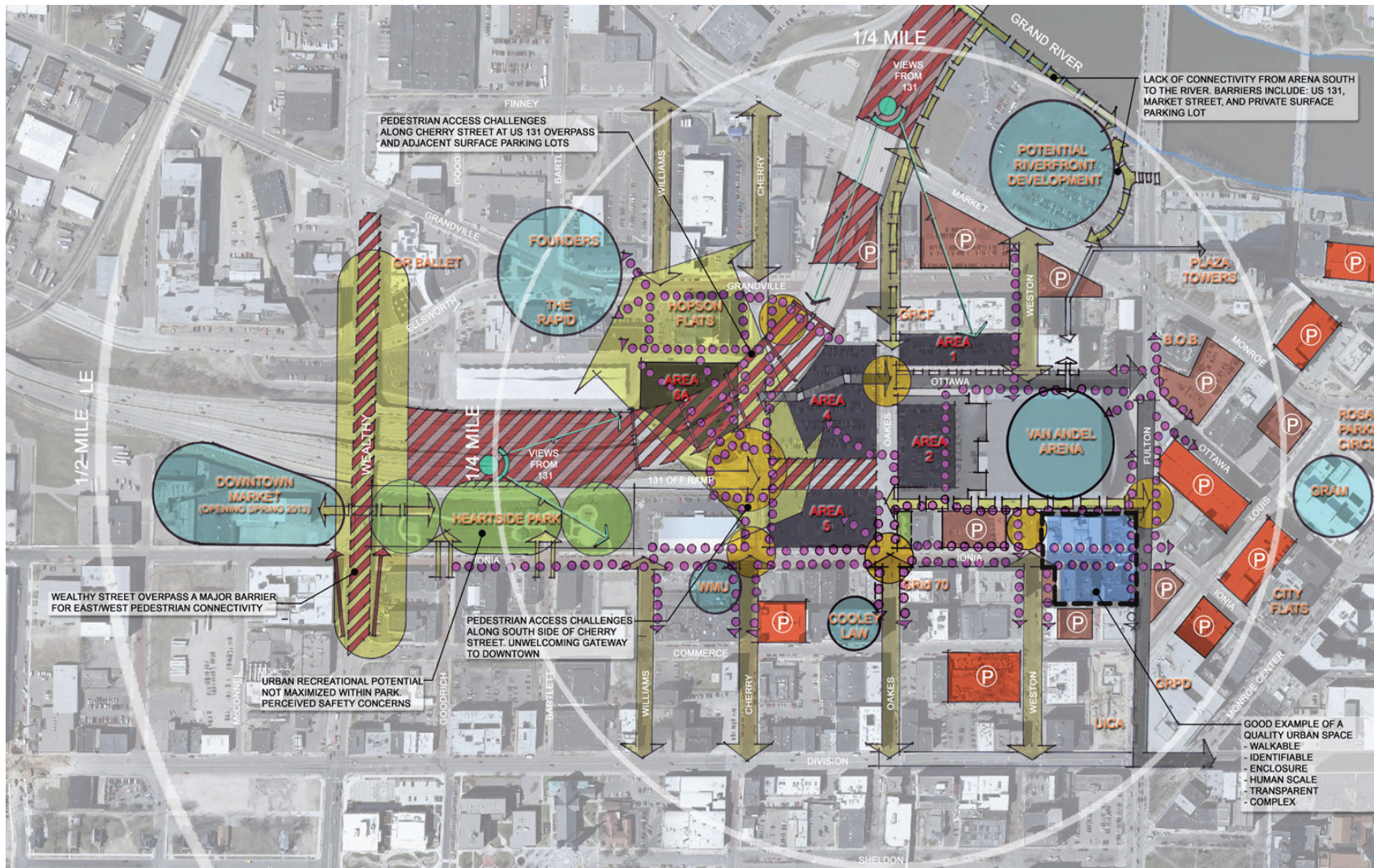
Figure 2.10, Figure Ground Diagram



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 Street 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. The 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:

Steering Committee Meetings

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

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 Visioning Plan would come to fruition.

The Committee approved the civic engagement activities, identified the Plan's intents, affirmed the guiding principles, approved the visioning concepts, and provided guidance throughout the process.



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

“It was interesting to hear the differing points of view regarding plans and/or visions for the area south of the arena. MDOT appreciates the opportunity to be involved at earliest stage especially when our assets are part of the discussion. We look forward to the continued collaboration of the group and thank the DDA for including us on the team.”

- Erick Kind
Manager of the Michigan Department
of Transportation (MDOT)
Transportation Center in Grand
Rapids

“The letterforms are interconnected through ligature and proximity to represent the interconnectedness of the city through development of the Arena South area.”

- Caleb Van Dyke
Student Designer

Kendall College of Art and Design Logo Competition

To develop a project identity the Consultant Team met with prospective designers at Kendall College of Art and Design. 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 reflect issues related to preferred land uses, ground floor activation, and urban design goals intended to maximize current and future placemaking opportunities.

The logo, along with the tag line “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 whose design was selected joined The Steering Committee and became integral to the process of solidifying the project identity.



Public Engagement Timeline

February 2013-
April 2013



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 Plan's main intents were conceptualized, and from these intents guiding principles emerged that would lead to the final vision concept plans for Arena South.

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

Environment/Experience Action Groups

The Environmental and Experience Action Groups are comprised of citizen volunteer groups that work in partnership with the Downtown Development Authority to improve the downtown. These citizens are concerned with how urban land uses and urban redevelopment impact the natural environment contribute to a dynamic, livable city.

Real Estate Developers/Interests

The real estate developer stakeholder meetings included representatives from Rockford Construction, CWD Development, Celebration Cinema, 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 Meetup

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.



CIVIC ENGAGEMENT

Community Engagement Events

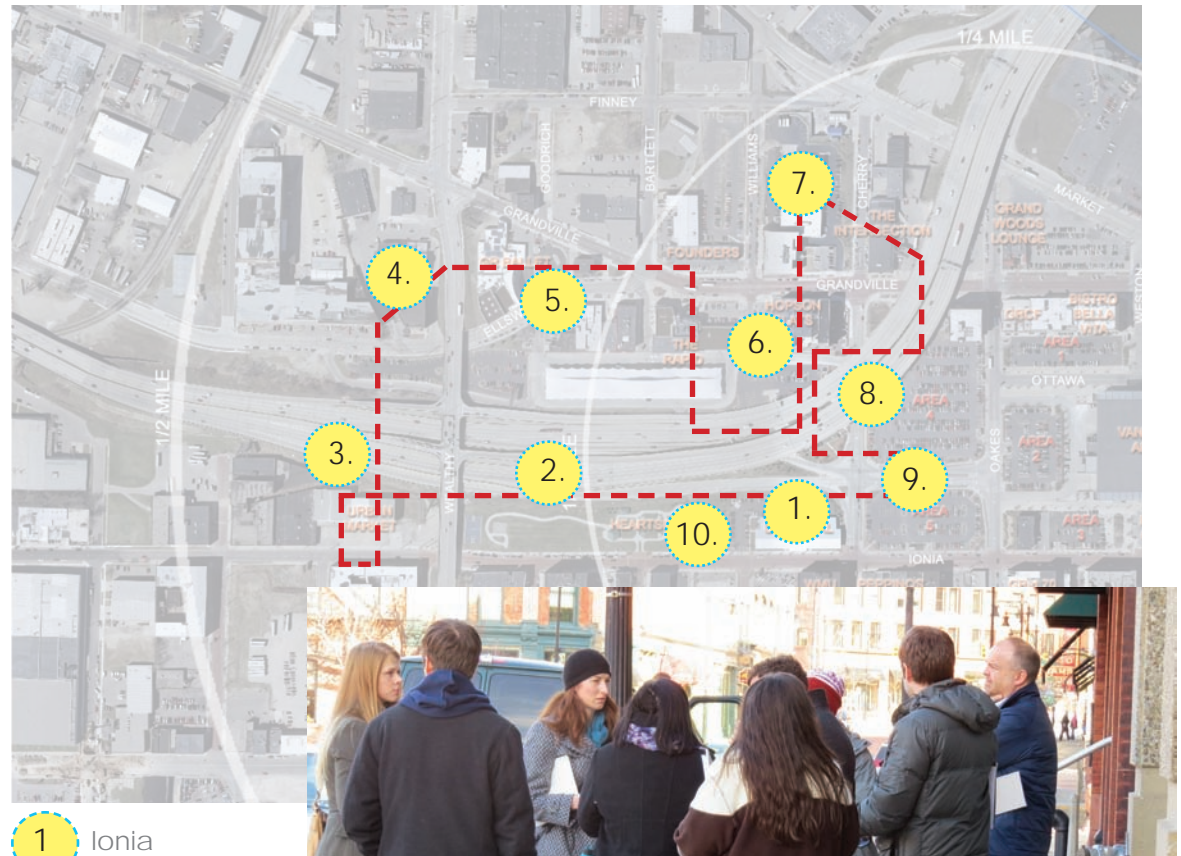
A series of community engagement events reached out to the broader public and invited residents young and old, urbanites and suburbanites, festival-goers, beer drinkers, and coffee drinkers alike to share their vision of the future of Arena South. Staged at different public places, the community engagement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

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 perspective.

The adjoining map specifies which key places and routes were visited during the Walk & Talk.

Arena South Walkabout Route and Key Stops



1 Ionia

2 Heartside Park

3 Wealthy Overpass

4 Ellsworth

5 Rapid Central Station

6 Ottawa/Oakes

7 Market St. & River

8 Ottawa/Arena

9 Alley Connector

10 Cherry/Ionia

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.

CIVIC ENGAGEMENT

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

The Rapid 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?*



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.



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 Uses

Social media played an important role in communicating 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”



Intent Statements

Throughout the civic engagement process, clear priorities emerged that stakeholders and community participants felt should steer the development of Arena South. These priorities were referred to as Intents, and were presented to the Steering Committee and Downtown Development Authority Board 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.



The 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

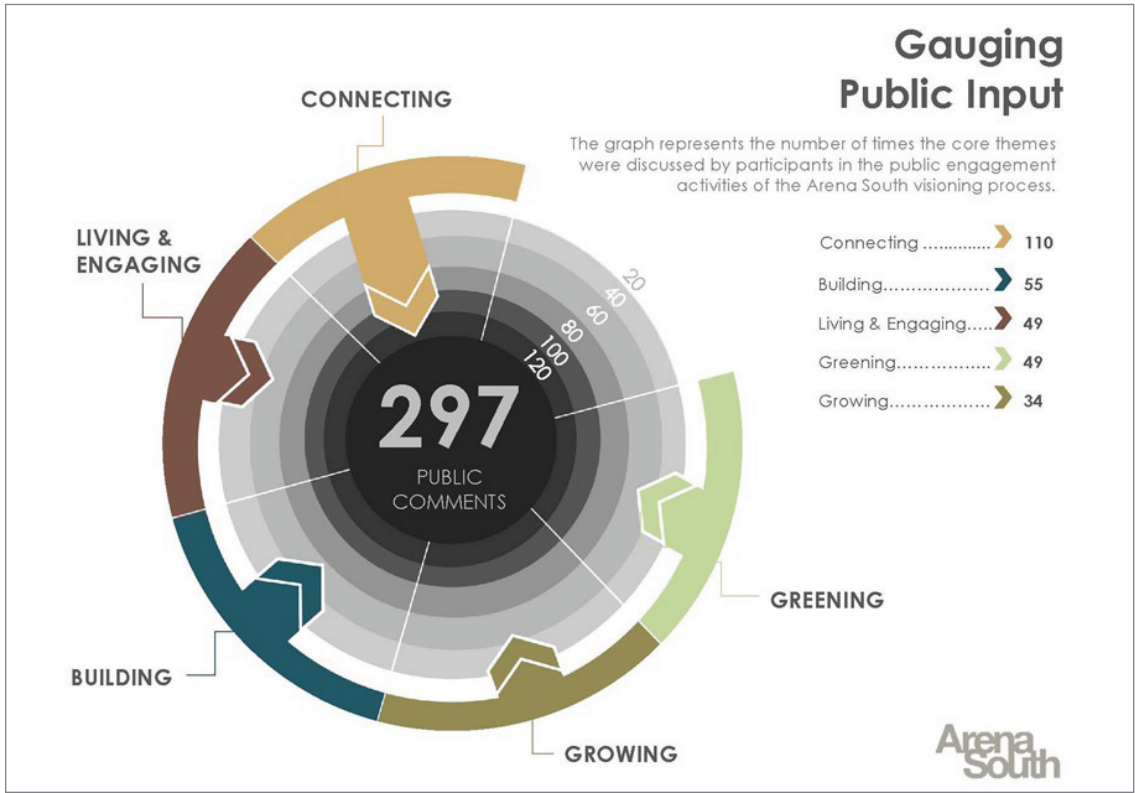
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Overview

The guiding principles come from the intent statements and synthesis of civic engagement participation. The principles apply to architecture and building design, landscape design, and land use planning.

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

Figure 4.1, Input Diagram



Planning for 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 should provide a choice of direct and convenient thoroughfares between destinations and be designed to be accessible for everyone. Oakes is the primary east-west street in Arena South, dedicated to retail activation and connection to the Grand River is Oakes Street. The primary north-south retail street in Arena South is Ionia Avenue.

Complete Streets

Streets should accommodate diverse users and activities including pedestrians, cyclists, motorists, transit users, people with disabilities, and adjacent businesses and residents. A balanced and complete street network serves diverse functions including access to services and amenities, health care, employment, recreation, education, and attractions or destinations.

Diversity

Arena South should be welcoming to a diverse group of users. The environment should appeal to young and old, singles and families, and all



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

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 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 incorporate green amenities for an urban setting to ensure it is actively used, cared for, safe, and a destination in Arena South.
- 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 Avenue, Oakes Street, Ottawa Avenue, and Cherry Street. 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 Street, Cherry Street, and Ottawa Avenue
- Accommodate bike lanes or sharrows and bike parking and storage.



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, 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 should show area maps to help 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 should 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 Street and Oakes Street should feature open space for pedestrian uses, dining, art, and activities.
- Redesign the Wealthy Street underpass or put Wealthy at-grade 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.
- Consider 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 should 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 Avenue should support 4-8 stories in height as an appropriate transition to existing buildings along Grandville Avenue.

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 through form-based code provisions requiring modulation and vertical building elements.
- 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:

- Maximize daylight by using large, transparent windows.
- Use of sun shades for solar control.
- Avoid use of reflective glass for dangerous sun reflections and heat concentration.
- Encourage green 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 that are adaptable.

- Street level spaces that can be used for retail or commercial use to avoid a 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.
- Diversity of uses to support existing and new residents, on a block-by-block basis to increase livability.
- Manage conflicting uses through hours of operation and other use standards.



An active, transparent storefront.



A commercial greenroof supports urban greening.

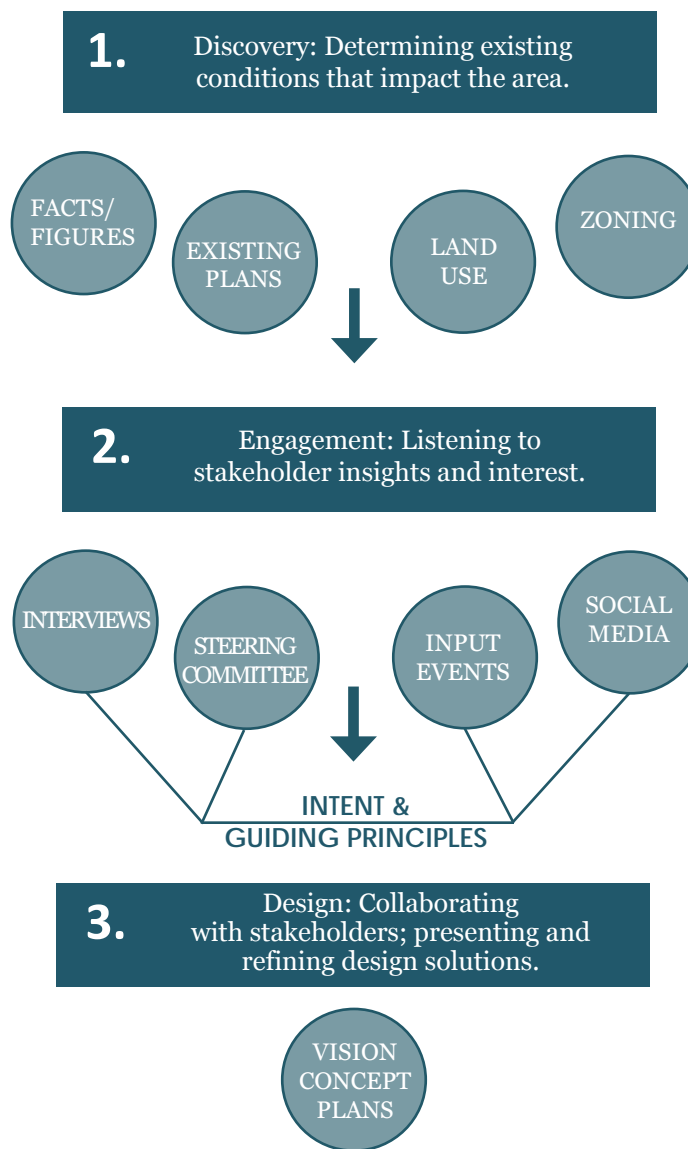
Plan Development

The Arena South Visioning 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.

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

Figure 5.2, Preliminary Concept A

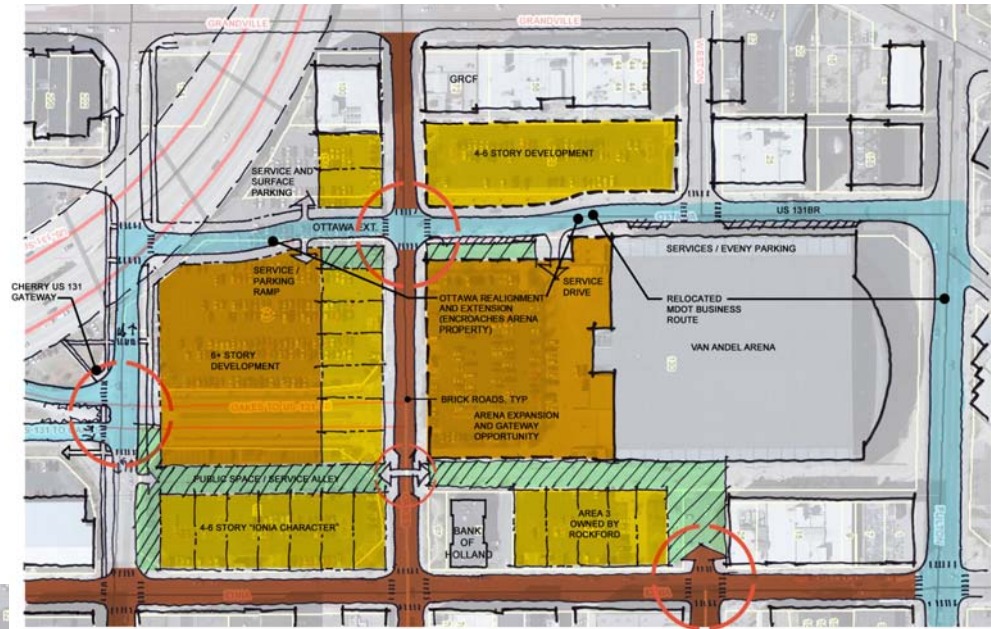
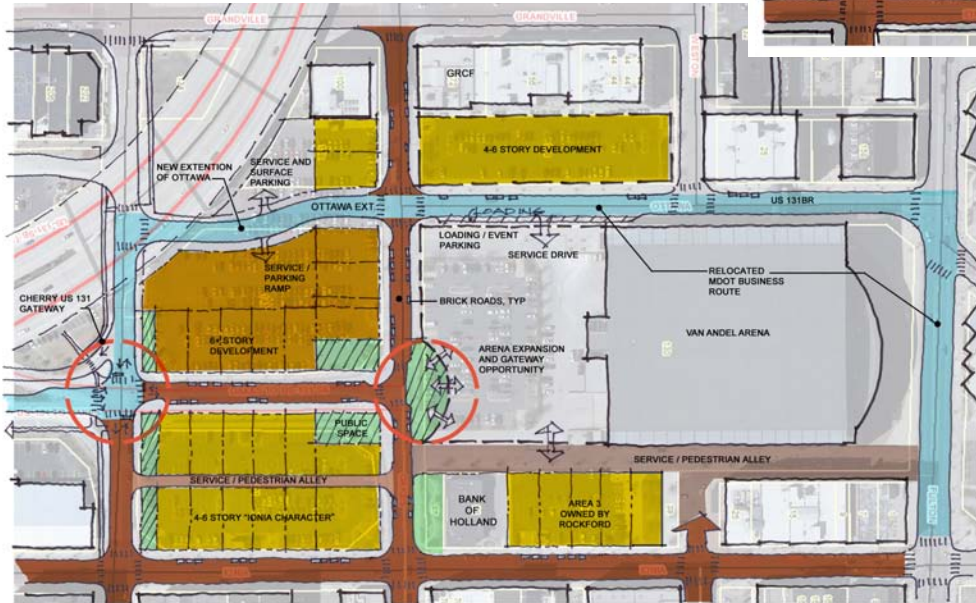


Figure 5.3, Preliminary Concept B

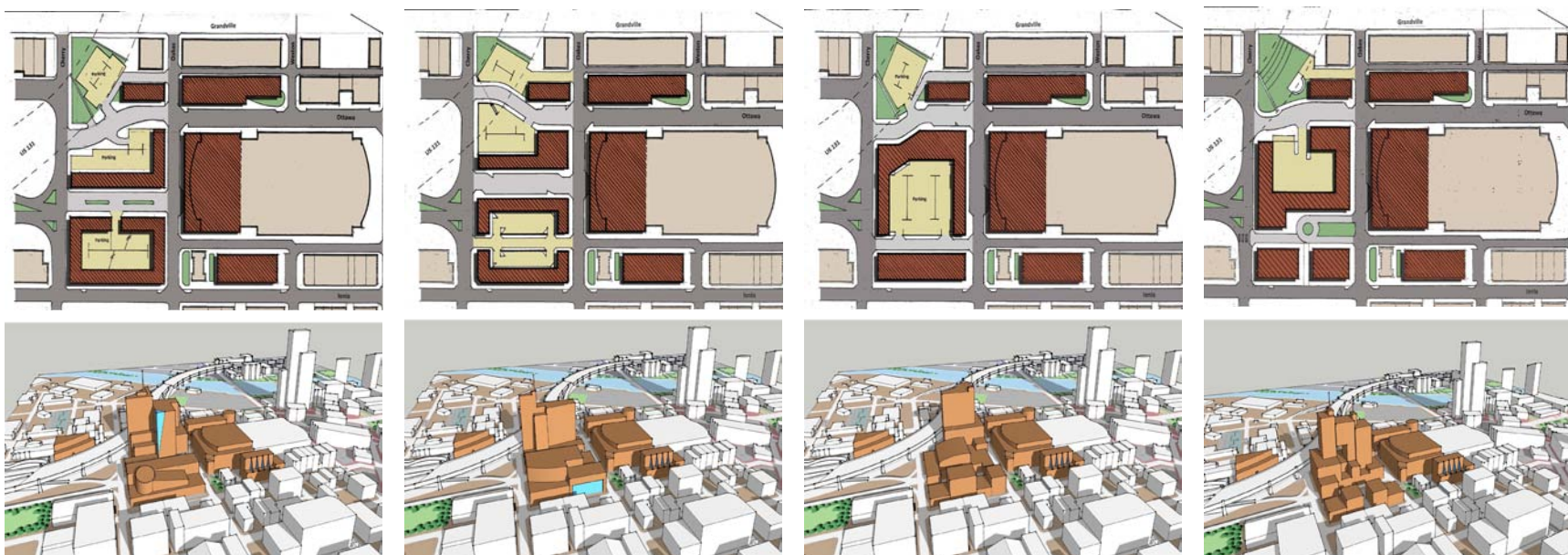
Preliminary Concept B

Concept B relocates the alignment of the former BR-131 east to replicate the block sizes on Ionia Avenue north of Oakes Street. Ottawa Avenue extends south, and with a curving trajectory, connects to Cherry Street 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 Avenue maintaining a straight trajectory to the US-131 abutment, results in less infrastructure relocation, especially north of Oakes Street.

Grid and Massing Studies

Four grid and massing studies were developed showing the Ottawa Avenue 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 Street
- Exit ramp northbound traffic connects via boulevard to Oakes Street

Option Two:

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

Option Three:

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

Option Four:

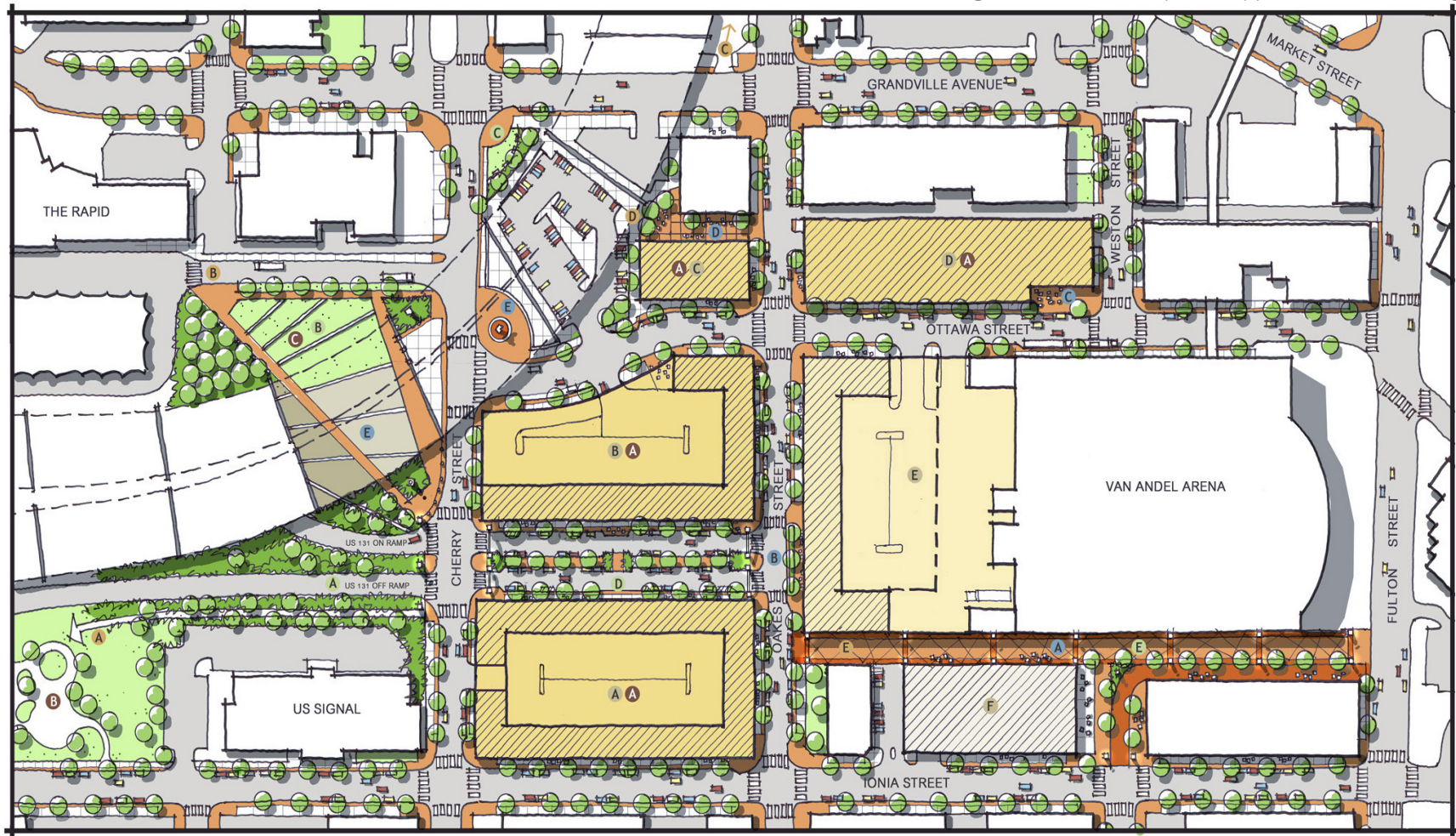
- Plaza space created by building step-back
- Ottawa Avenue extension is service oriented, versus an “A” street
- Ionia Avenue block breaks at a mid-point to enhance views into the plaza
- Recreation space provided under US-131

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 includes an option for underground parking and embodies the intents 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

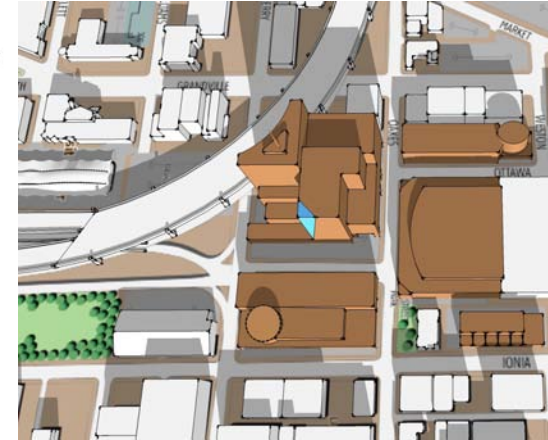
CONNECTING

- 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

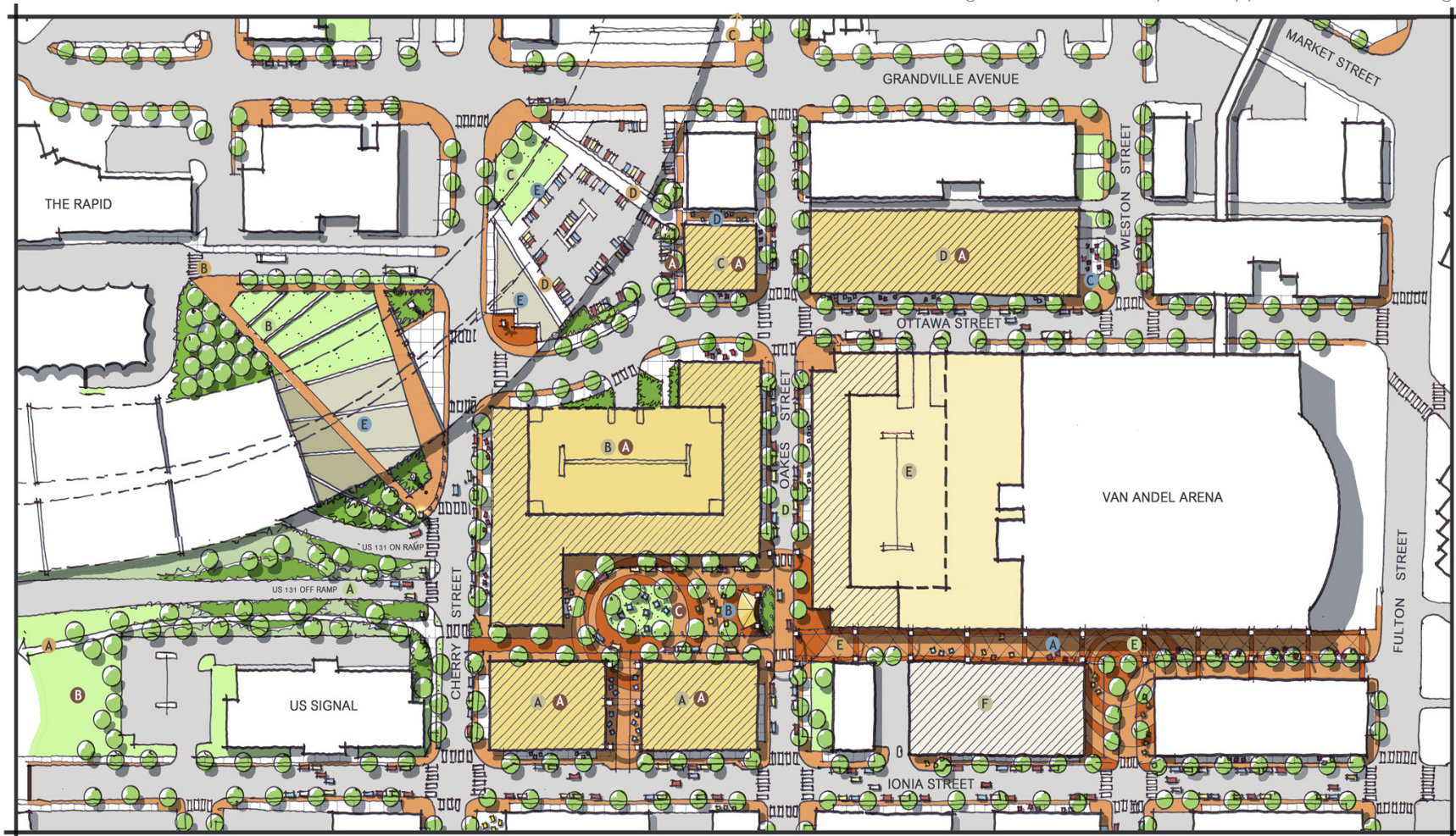
- A** QUALITY RESIDENTIAL UNITS WITHIN A MIXED-USE ENVIRONMENT
- B** HEARTSIDE PARK REPROGRAMMED TO ACCOMODATE URBAN OPEN
SPACE DEMANDS
- C** 4 SEASON ACTIVITY SPACE

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

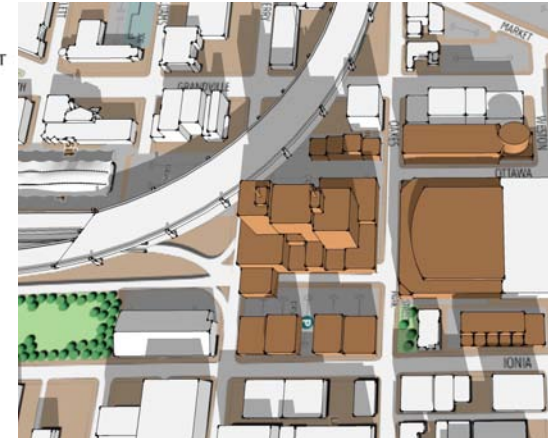
CONNECTING

- 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 Street



Facade and height study depicts common building heights fronting Ionia Avenue. From Ionia Avenue 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 Street is activated with a consistent street wall that helps lure walkers from Ionia Avenue, 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 Avenue



The Ionia Avenue street wall includes a solid business block, replicating historic building placement patterns on Ionia Avenue north of Weston Street. 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 Avenue. 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 more pleasing experience for people.

Figure 5.10, Vision Concept 2, Use and Stepback Diagram

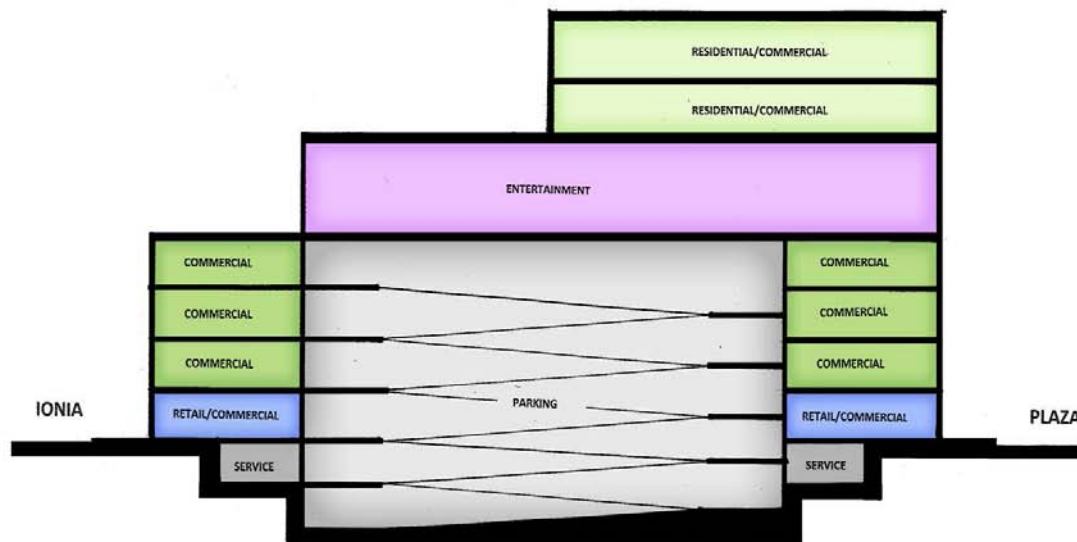


Figure 5.11, Vision Concept 2, Height and Stepback Diagram

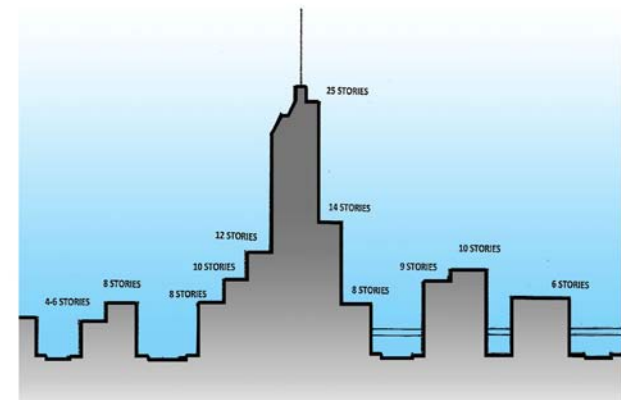
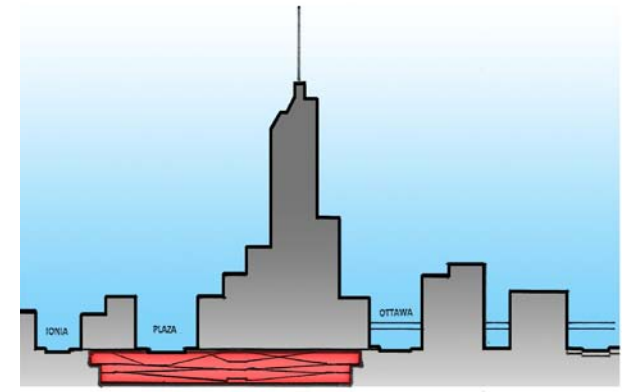


Figure 5.12, Vision Concept 2, Height and Stepback Diagram



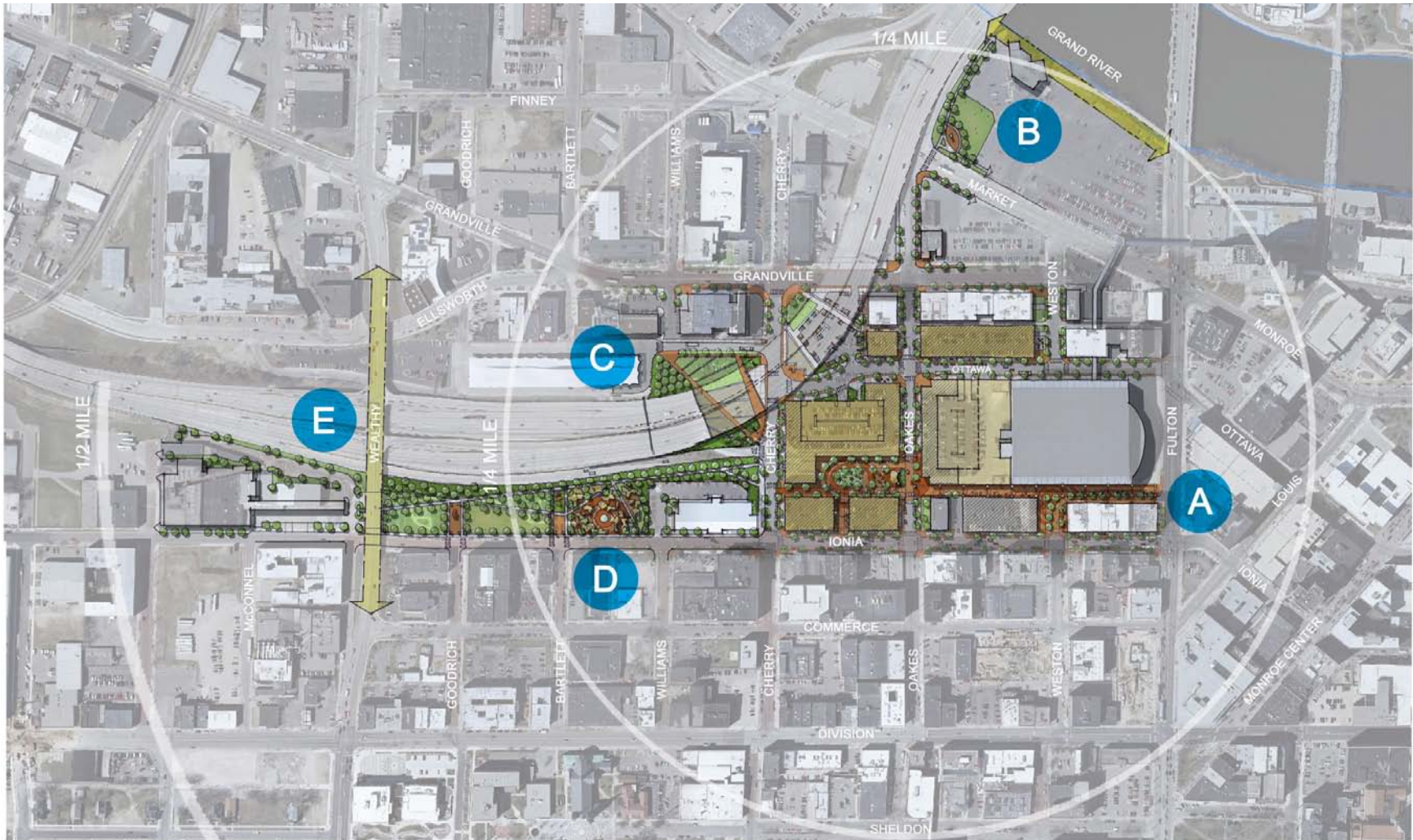
Underground parking, as shown in Figure 5.12, prioritizes above-ground leasable space. State tax credits and TIF can be used for parking facilities. Soil studies are necessary to determine suitability. Underground parking increases potential tax revenues, which can offset increased construction costs.

VISION CONCEPT PLAN






Connectivity and Greenways Plan

The Connectivity and Greenways Plan shows a district level vision for ways the activity generators 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

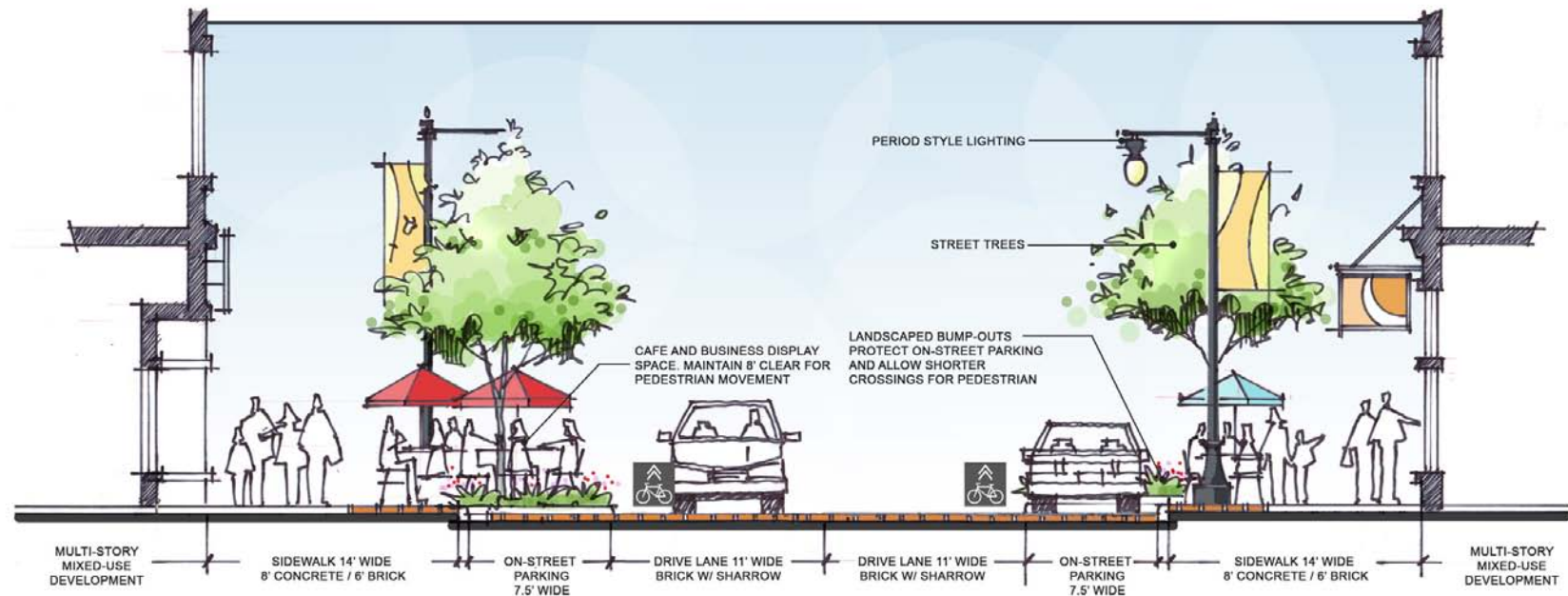


KEY

-  North/south promenade from Cherry Street to Fulton Street connecting Heartside Park and Arena South to the Downtown core.
-  Sidewalk and shared use path connector to future riverfront trail extensions. Corner pocket park at Market Avenue and Oakes Street intersection.
-  Removal of DASH lot and construction of new urban park connecting The Rapid Transit and Grandville Avenue corridor with Arena South.
-  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.
-  Wealthy Street 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 Avenue 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.

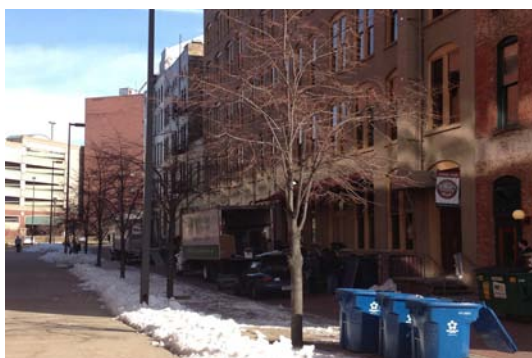
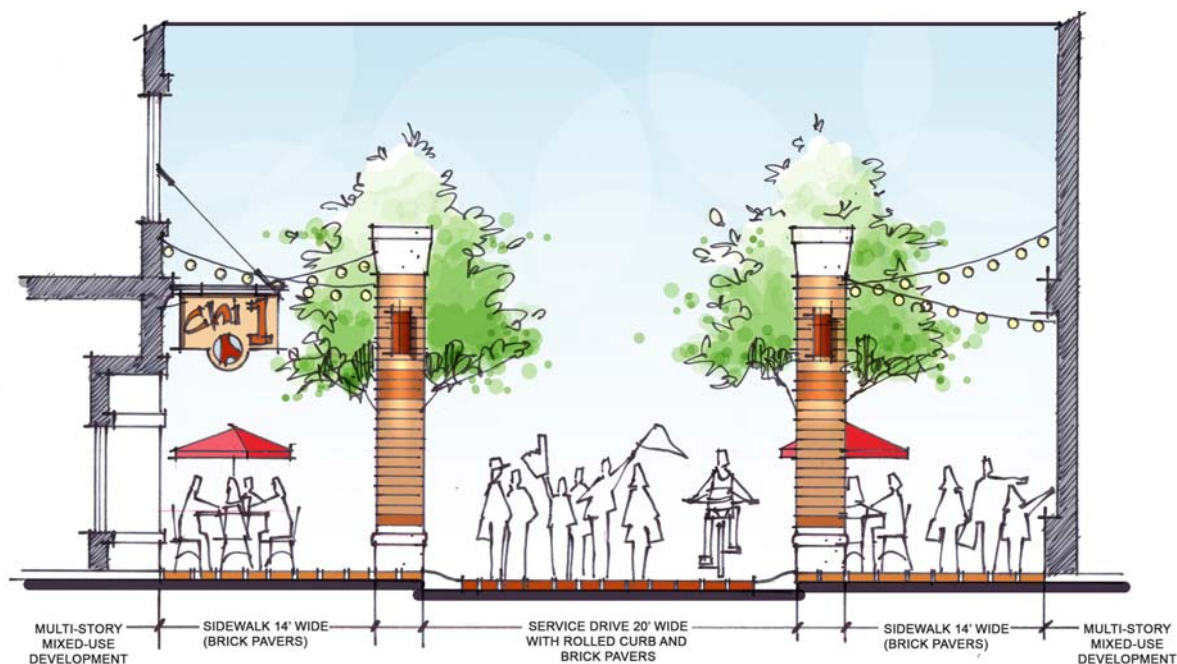
Other bike accommodations could reverse the location of the bike lane and on-street parallel parking, removing bikers from the “door zone” of parked cars (only if wider rights-of-way are provided).

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 and promenades have immense redevelopment potential. They can accommodate business access, pedestrian activation, greenways, stormwater capture, consolidated trash, public art, and creative lighting solutions.

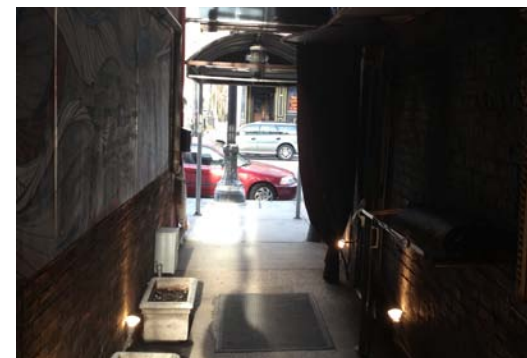
Figure 5.15, Alley/Promenade Cross Section



Ionia Alley, existing conditions



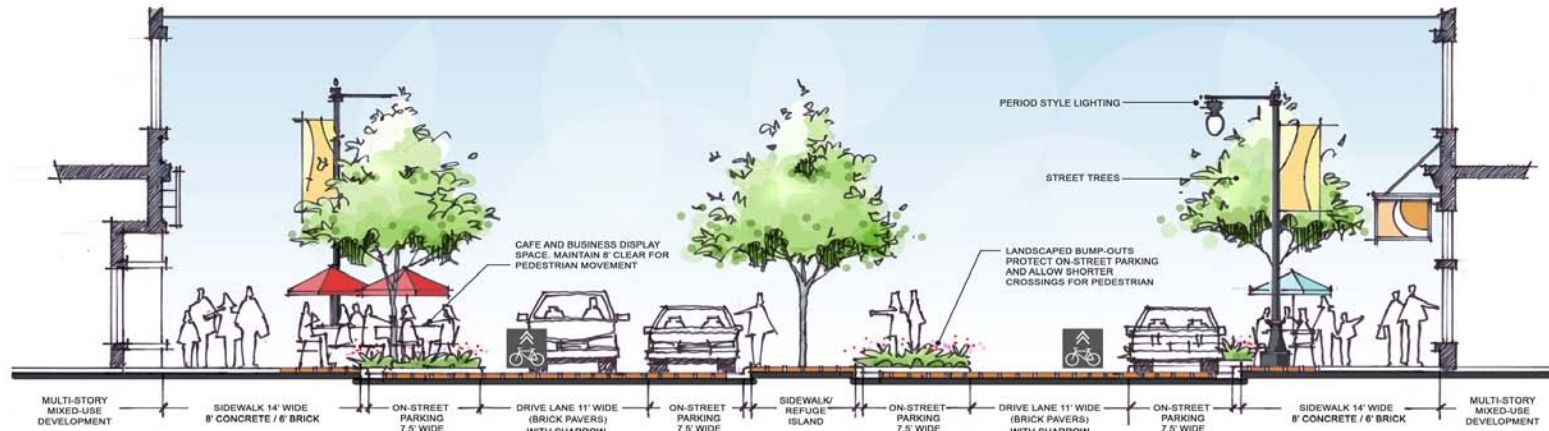
Grand Haven consolidated dumpsters and green roof



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 Plan has been to realize the potential future development for the area, specifically, surface parking lots Areas 1-6A.

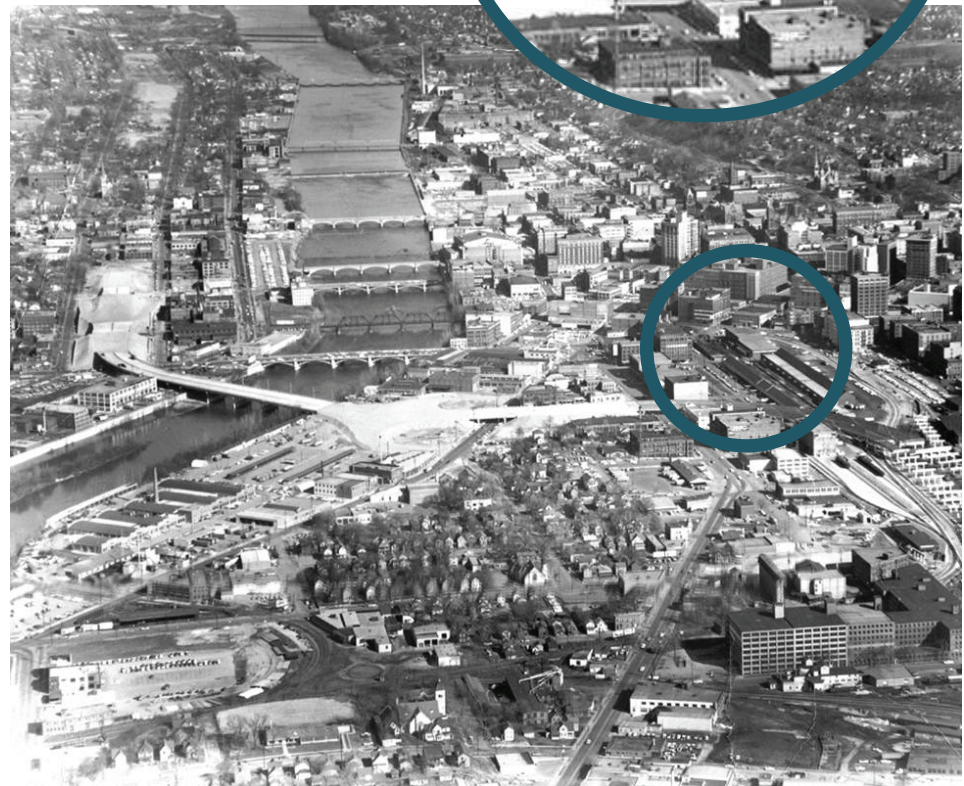
Through several partnership meetings and public events the **INTENTS** were identified. These five **INTENTS** focus on how Arena South has the potential for future Building, Connecting, Growing, Greening, and Living and Engaging.

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

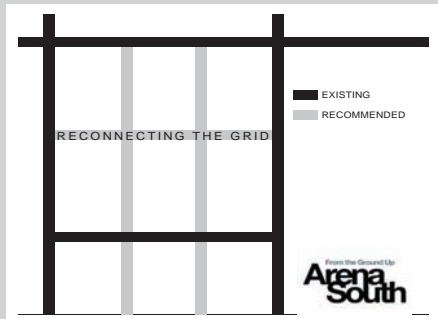


CONNECTING

PROJECT

STREET GRID RESTORATION

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



TASKS

1. Relocate Business Route 131 away from Arena South 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 Street to the new Ottawa extension to Fulton Street, Fulton Street north to Division.
Option 3: Business route relocates away from Arena South to Market Street/Seward Street.

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. Travel 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 Street, and along Wealthy Street as a primary route from transit to the Downtown Market.

Place Wealthy Street 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 Avenue. Cross section to be a Complete Street, accommodating all transportation modes.

TIMEFRAME

Planning Phase:
6-12 months

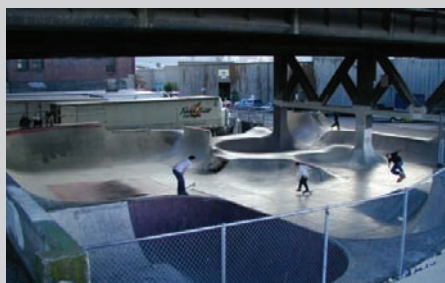
Implementation Phase:
2 years
FY 2014-2016

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 Avenue corridor to Ionia Avenue.

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

2. Illuminate US-131 underpasses at Grandville Avenue and Wealthy Street with creative and colorful up-lighting.
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. Also, public/private partnerships and proactive infrastructure upgrades can ensure Arena South is redevelopment ready.



TASKS

- 1.** Amend the zoning ordinance or City policies to:
 - Establish incentives to prioritize market-rate and mixed rate housing by pro-actively upgrading nearby utilities and infrastructure.
 - 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 incentives for the provision of underground parking such as expedited reviews, increased density, and/or infrastructure upgrades.
 - 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'.
 - Utilize payment-in-lieu of strategies to incentivize behavioral changes
- 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 to the Manhattan High Line, but with partial enclosure.

ACTIONS & AGENCIES

1. DDA/Planning Department to draft amendments to the Zoning Ordinance.
2. DDA/Planning Department and 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 1:2 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 Avenue 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 Street and Oakes Street 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/quantitate 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 a 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

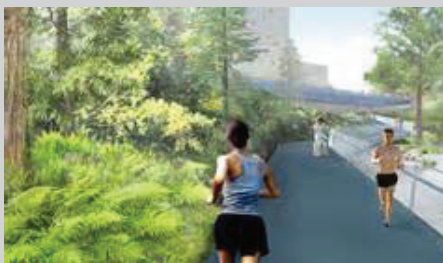
Implementation Phase:
1 year
FY 2014-2016

LIVING AND ENGAGING

PROJECT

HEARTSIDE PARK ENHANCEMENTS

Ensure that Heartside Park remains a green asset for residents and visitors 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/Action Groups/Friends of Grand Rapids Parks to continue working relationship through committee representation.
2. DDA/Action Groups/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 and 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

I. CIVIC ENGAGEMENT
II. COMMENT TABLES
III. ECONOMIC IMPACT

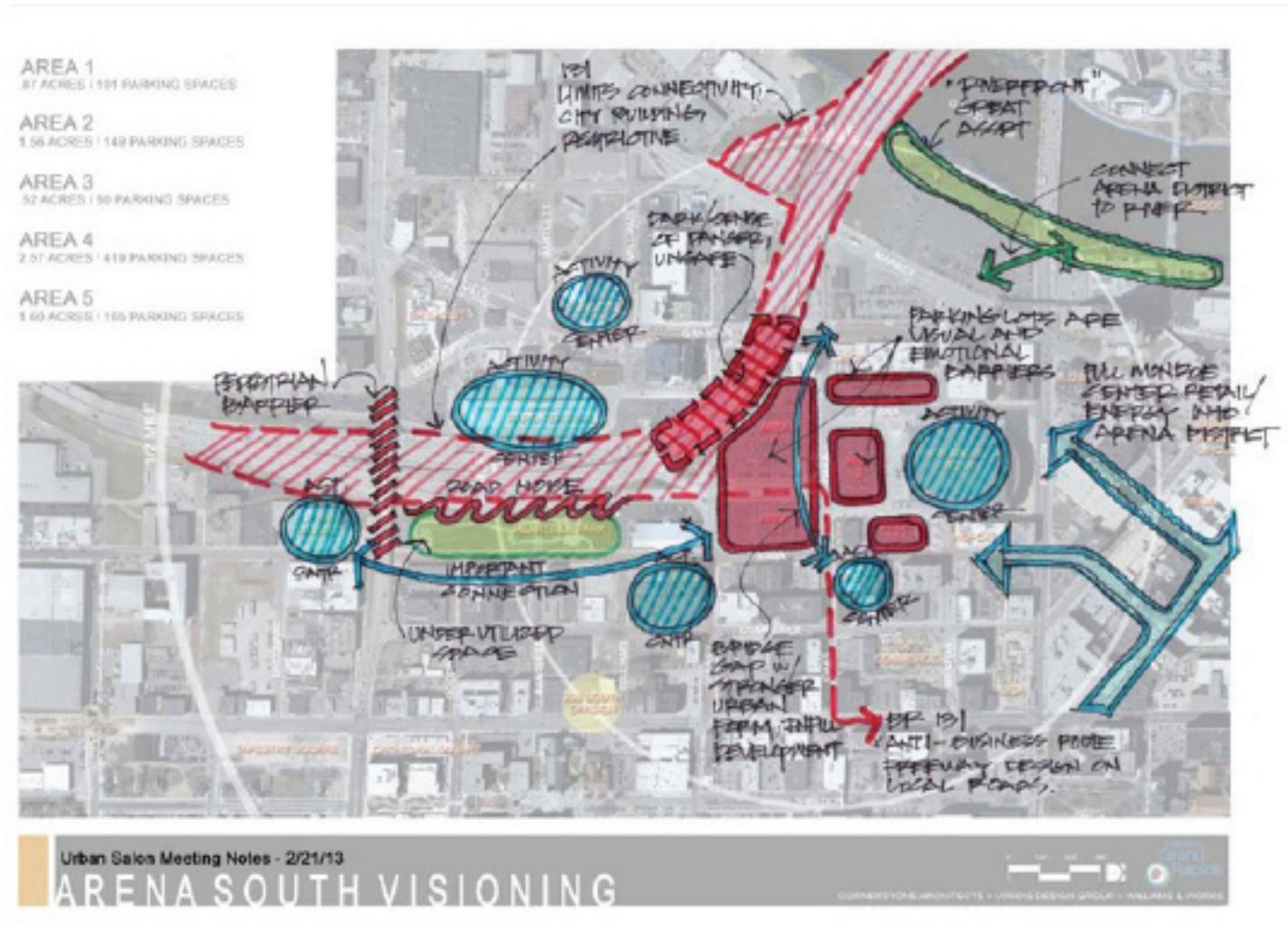
APPENDIX

I. Partnership Meeting Synthesis Commentary about challenges and opportunities facing Arena South

Insight	Action	Intent
It is important to develop appropriate land used 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-121 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 and 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 need to be one that is safe for pedestrians. We need to create and “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
Concentration subsidized uses and community services are creating clusters of low-income resident 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 Avenue.	Parking and arena activities must be accommodated.	Building
US-131 is a constraint and an impediment to Arena South that affects walkability, connectivity, quality of life, and use of public spaces	Bring Wealthy Street at grade to create a better path to the Market, add River accessibility, and develop a connection to the transit center. Re-think 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 recreation uses like a dog park.	Living & Engaging
Businesses in Arena South need to be consistent, complete, and centered. A diversity of businesses are need 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 Meeting 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 Avenue
<ul style="list-style-type: none"> • Grocery store needed, large pharmacy, not just boutique style places • Trader Joes would do well here • No more subsidized housing • More market-rate housing is needed • 131 is a huge barrier to westbound travel • Riverwalk needs to connect south of Fulton • Bury 131 under Wealthy, or bring Wealthy at grade • Improve access to Downtown Market from Commerce 	<ul style="list-style-type: none"> • Artisan stores • Eateries with organic food • Wine shops with wine bars • Outdoor dining or stores • Workshops with retail
Heartside Park	Wealthy Overpass
<ul style="list-style-type: none"> • Some art or trees to help mute traffic • Park design/purpose is in line with the context • Improved Connectivity to Grandville • Activate storefronts, mixed use • Amenities too sparse • Kids playing area has potential • Needs more child amenities • Sandbox and outdoor exercise equipment 	<ul style="list-style-type: none"> • Walkways for getting around easier and safer • Bike routes and bike rental stands • Street cars for visitors • Retail shops/restaurants/apts/small business offices • Bike path and lighting improvements • Underpass to get west of freeway • Interactive stuff hanging from Wealthy Bridge (swings, art) • Wealthy Street at grade • Wayfinding to Urban Market needed • Homeless population under overpass should be addresses • Staircase from Wealthy overpass to Ionia would improve connection

Community Engagement Activities

Walk & Talk General Comments

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

APPENDIX

Community Engagement Activities Walk & Talk General Comments

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

Social Media Reach

Activity	Reach	Engaged Users	Talking
RFP Issued	444	17	2
Contract Execution	347	3	0
Salon Urbanist Meetup	454	63	11
Walk and Talk (3 posts)	3279	205	42
Building Blocks (3 posts)	2060	110	19
Brew and Do (4 posts)	3052	151	45
Rapid Growth	288	14	2
TOTAL	9824	563	121

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

II. 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

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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

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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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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

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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

III. 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