



FORWARD

DOWNTOWN & RIVER ACTION PLAN >>

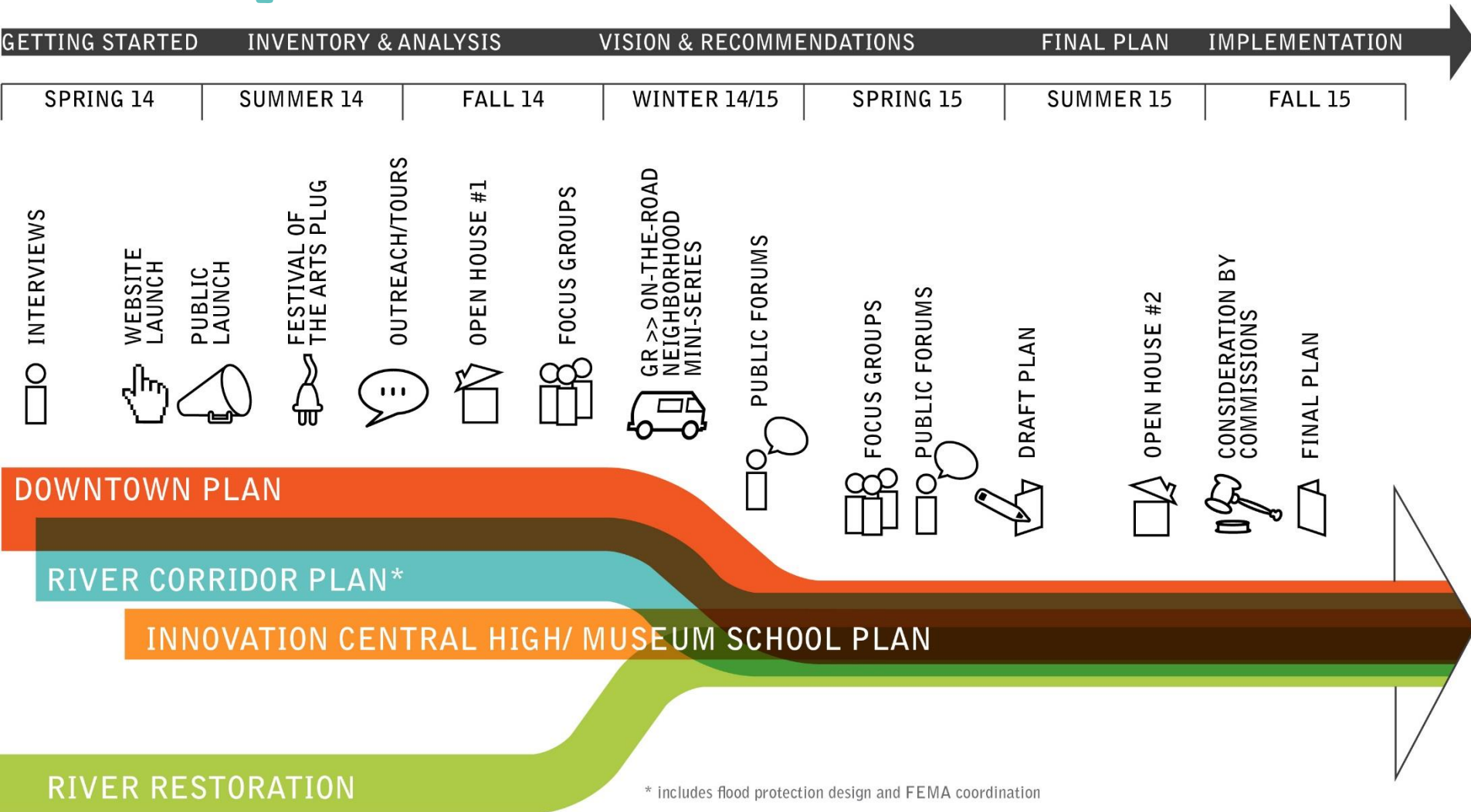


WHAT'S NEXT

FOR DOWNTOWN GRAND RAPIDS?

AND THE RIVER CORRIDOR?

the process



Over **4,400** people engaged

OPEN HOUSE

[illegible]

OPEN HOUSE

[illegible]

GR Forward seeks to create a Downtown and River Corridor that are both **welcoming and inclusive**. These are threaded throughout the goals.



FORWARD >>

RIVER CITY ACTION PLAN

WORKING VISION / GOALS:

Downtown Grand Rapids is the region's downtown and the civic heart of West Michigan. It will reflect an attainable and inclusive urbanism welcoming to downtown residents, nearby neighbors and visitors. Together, the Downtown and the River will provide an experience that can't be found in Western Michigan and strengthen the City's brand as progressive, healthy and vibrant. To accomplish this, we need to:

GOAL 1

Create a true downtown neighborhood.

GOAL 2

Restore the River as *the* Draw.

GOAL 3

Strengthen connections between places and across barriers.

GOAL 4

Ensure continued vitality of the local economy.

GOAL 5

Re-orient your view.

GOAL 6

Reinvest in public space.

FORWARD DOWNTOWN & RIVER ACTION PLAN >>

WORKING VISION / GOALS:

Downtown Grand Rapids is the region's downtown and the civic heart of West Michigan. Together with the Grand River, these assets will provide a singular experience and strengthen the City's identity as progressive, healthy and vibrant. GR Forward envisions a future where strategic action will promote job growth, stimulate private investment and provide a city center welcoming to *all* downtown residents, nearby neighbors and visitors. A reinvigorated Downtown and Grand River must be authentic to Grand Rapids and attainable by developing strategies unique to the needs of Grand Rapidsians. To accomplish this, we will:

GOAL 1

Restore the River as *the* Draw &
Create a Connected and Equitable
River Corridor.

GOAL 2

Create a True Downtown
Neighborhood as Home to a Diverse
Population.

GOAL 3

Implement a 21st Century
Mobility Strategy.

GOAL 4

Expand Job Opportunities &
Ensure Continued Vitality
of the Local Economy.

GOAL 5

Reinvest in Public Space, Culture
& Inclusive Programming.

GOAL 6

Retain and Attract Families,
Talent, and Job Providers with
High Quality Public Schools



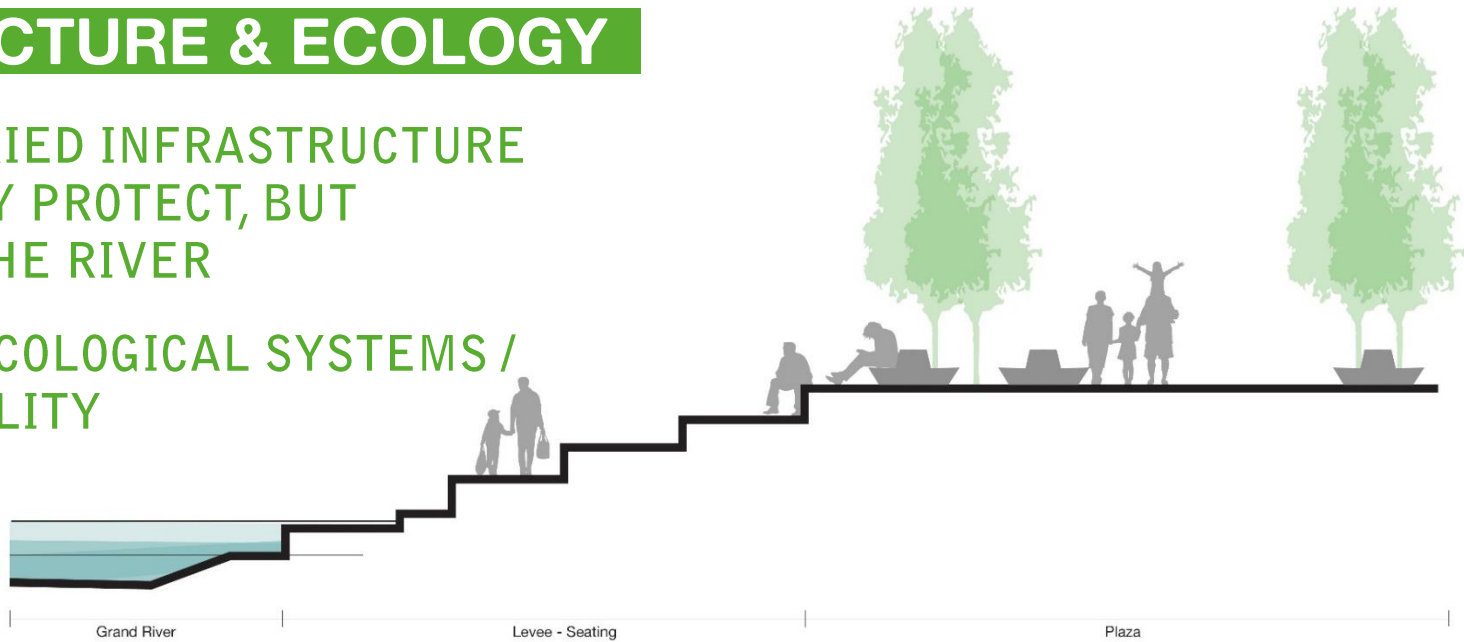
GOAL 1

**RESTORE THE RIVER
AS THE DRAW & CREATE A
CONNECTED AND EQUITABLE
RIVER CORRIDOR**

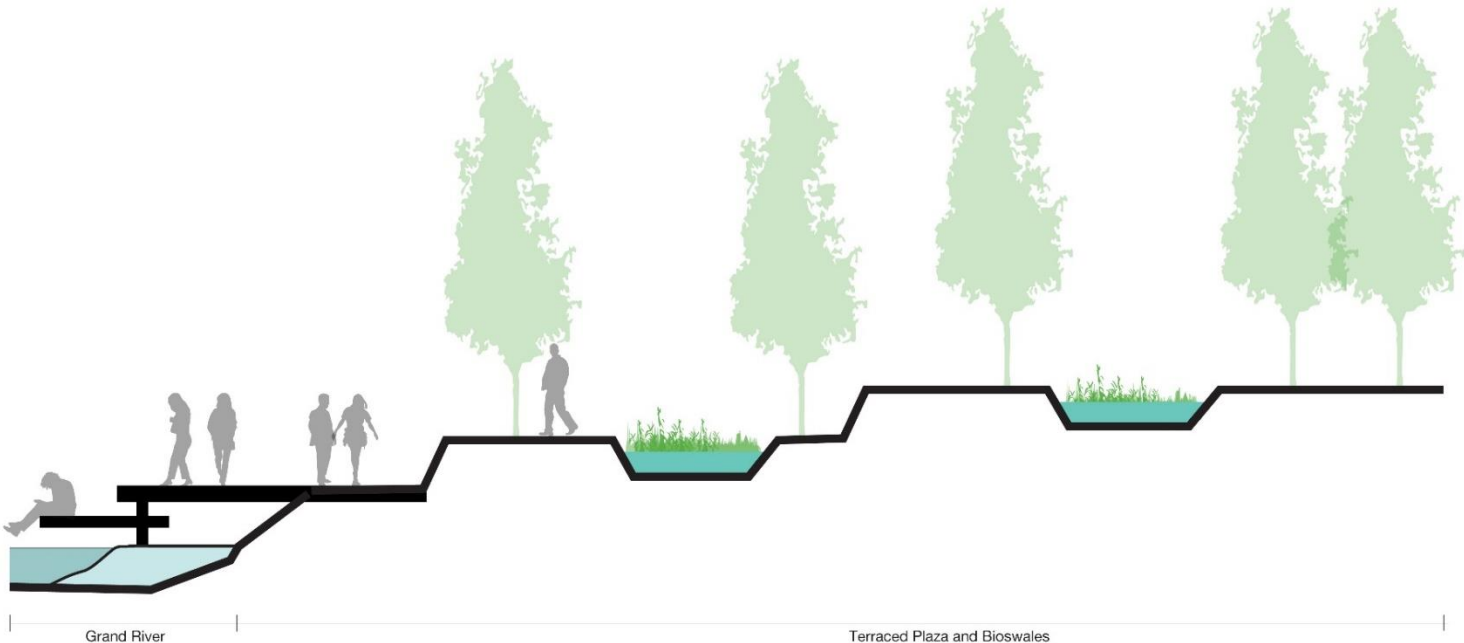
INTEGRATE ART, EDUCATION, INFRASTRUCTURE & ECOLOGY

- >> CREATE VARIED INFRASTRUCTURE TO NOT ONLY PROTECT, BUT ENHANCE THE RIVER
- >> ENHANCE ECOLOGICAL SYSTEMS / WATER QUALITY

> terraced flood wall



> terraced wetland



ESTABLISH GRAND RAPIDS AS THE HUB IN A REGIONAL TRAIL SYSTEM

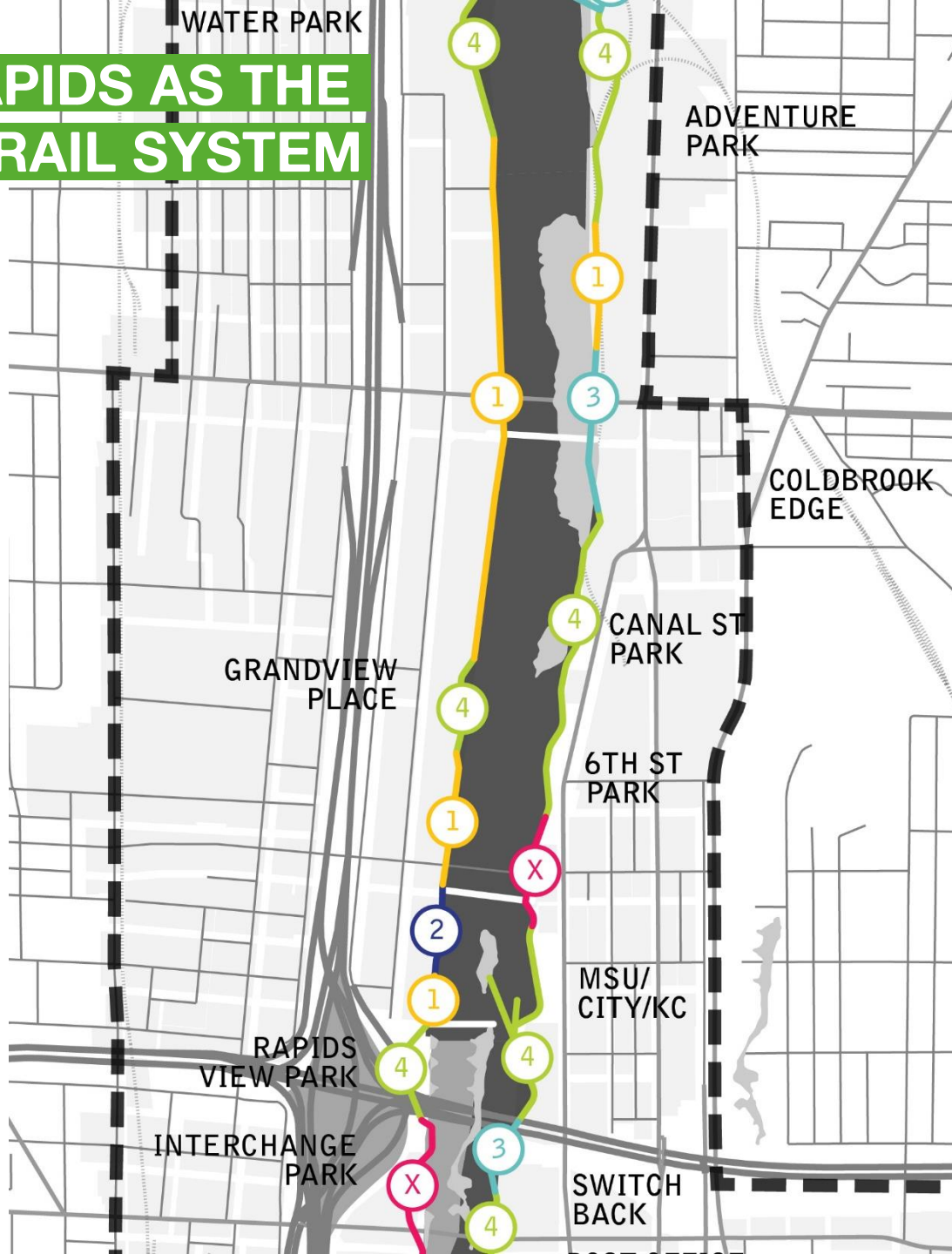
>> CREATE A ROBUST TRAIL SYSTEM ON BOTH THE EAST AND WEST SIDES OF THE RIVER

TRAIL TYPES

OPTION 2:

ACCESS WITHIN EASEMENT ON PRIVATE LAND

- (X) EXISTING TRAIL TO BE RENOVATED - 6.3 MILES
- (1) NEW TRAIL ON EASEMENT - 5.7 MILES
- (2) NEW TRAIL ON CANTILEVER - 0.1 MILES
- (3) NEW TRAIL ON STRUCTURE - 2.0 MILES
- (4) NEW TRAIL ON SITE - 2.4 MILES







CREATE THE OUTDOOR ADVENTURE CITY

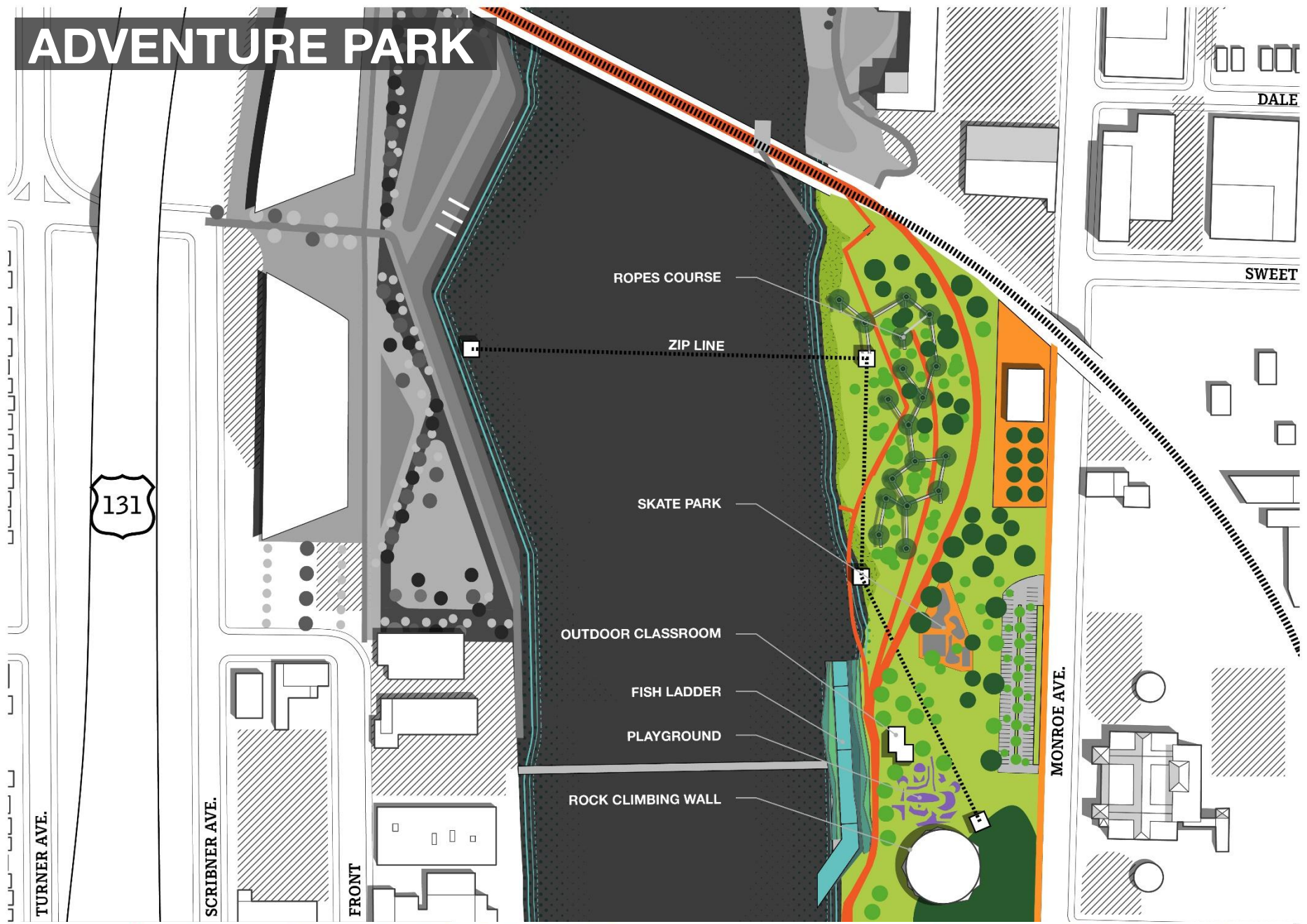
28

OPPORTUNITY SITES ALONG THE RIVER

EACH WITH A DIFFERENT PROGRAM



ADVENTURE PARK



131

TURNER AVE.

SCRIBNER AVE.

FRONT

ROPES COURSE

ZIP LINE

SKATE PARK

OUTDOOR CLASSROOM

FISH LADDER

PLAYGROUND

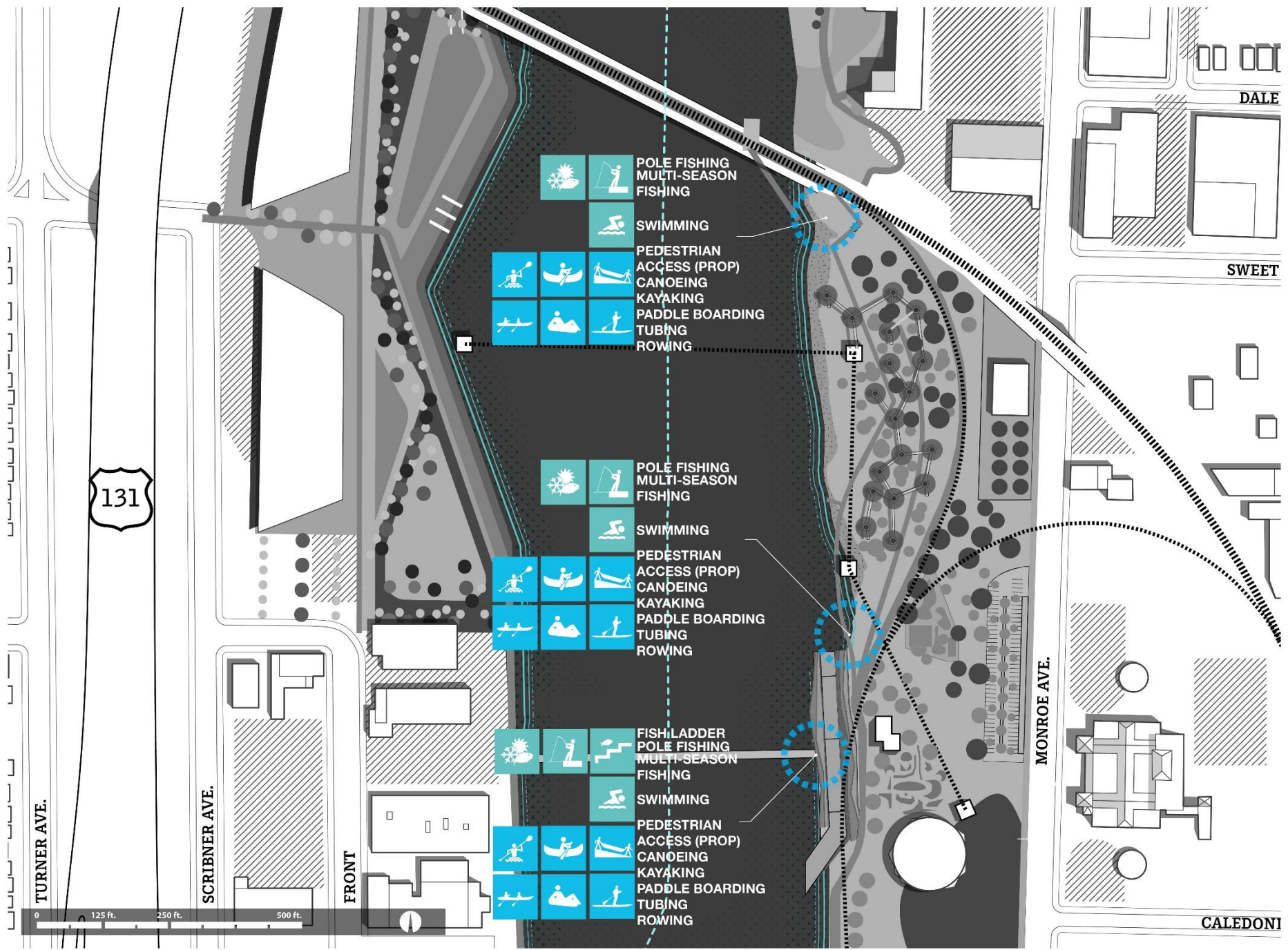
ROCK CLIMBING WALL

MONROE AVE.

DALE

SWEET

- VEHICLE ACCESS
- PEDESTRIAN/PATH ACCESS
- HARD SURFACE/PLAZA
- VIEWING PLAZA
- BEACH
- PLANTED TERRACES
- LAWN
- PLANTED MEADOW
- INFILTRATION GARDEN
- TREES



131

TURNER AVE.

SCRIBNER AVE.

FRONT

MONROE AVE.

DALE

SWEET

CALEDONI

0 125 ft. 250 ft. 500 ft.

POLE FISHING
MULTI-SEASON
FISHING

SWIMMING

PEDESTRIAN
ACCESS (PROP)
CANOEING
KAYAKING
PADDLE BOARDING
TUBING
ROWING

POLE FISHING
MULTI-SEASON
FISHING

SWIMMING

PEDESTRIAN
ACCESS (PROP)
CANOEING
KAYAKING
PADDLE BOARDING
TUBING
ROWING

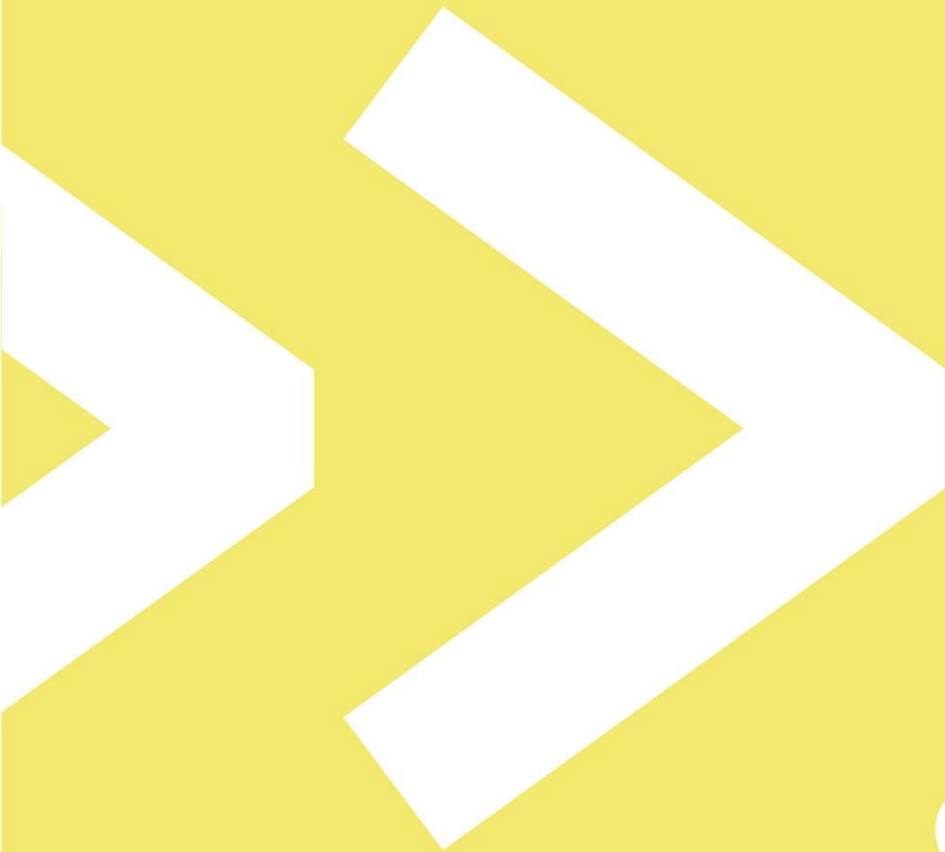
FISH LADDER
POLE FISHING
MULTI-SEASON
FISHING

SWIMMING

PEDESTRIAN
ACCESS (PROP)
CANOEING
KAYAKING
PADDLE BOARDING
TUBING
ROWING

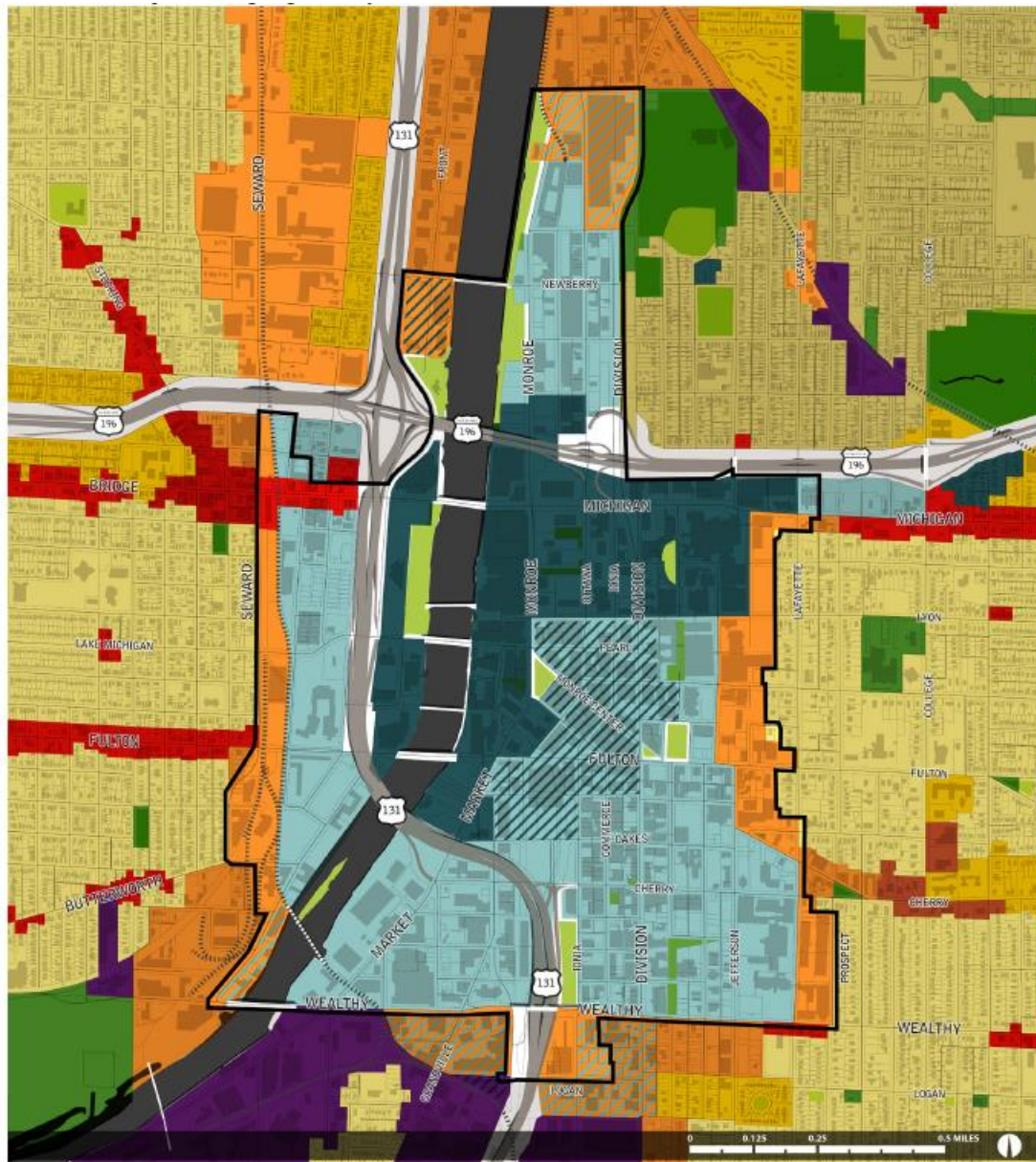
LYON SQUARE





GOAL 2
**CREATE A TRUE
DOWNTOWN NEIGHBORHOOD
THAT IS HOME TO A DIVERSE
POPULATION**

LEVERAGE DEVELOPMENT OPPORTUNITIES TO HIT “CRITICAL MASS”



- DOWNTOWN HEIGHT OVERLAY (B)**
 MIN: 3 STORIES [PROPOSED: 5 STORIES]
 MAX: NONE
- PROPOSED INTERMEDIATE OVERLAY**
 MIN: 5 STORIES
 MAX: 12 STORIES
 BONUS: 25 STORIES
- DOWNTOWN HEIGHT OVERLAY (A)**
 MIN: 3 STORIES [PROPOSED: 4 STORIES]
 MAX: 85' [ROUGHLY 7 STORIES]
 [PROPOSED: 10 STORIES]
 BONUS: ADD LESSER OF 7 STORIES
 OR 90' [PROPOSED: ADD 4 STORIES]
- PROPOSED INTERMEDIATE OVERLAY**
 MIN: 3 STORIES
 MAX: 5 STORIES
 BONUS: 10 STORIES
- TRANSITIONAL CITY CENTER**
 MIN: 2 STORIES [PROPOSED: 3 STORIES]
 MAX: 3 STORIES [PROPOSED: 4 STORIES]
 BONUS: 5 STORIES
- TRADITIONAL BUSINESS AREA**
 MIN: 2 STORIES
 MAX: 3 STORIES [PROPOSED: 4 STORIES]
 BONUS: 4 STORIES [PROPOSED: 5 STORIES]
- EXISTING LOW DENSITY RESIDENTIAL ZONING**

LEVERAGE DEVELOPMENT OPPORTUNITIES TO HIT “CRITICAL MASS”

POTENTIAL CODE CHANGES

OPEN SPACE:

>> Payment in lieu to an open space fund for Downtown parks and street trees

PARKING:

>> Set parking maximums and remove existing minimums

GRAND RIVER OVERLAY:

>> Changes to encourage public access and River amenities: more density allowed

GROUND FLOOR RETAIL:

>> In CC zone, bonuses to apply only to targeted, active commercial corridors

>> Required ground floor retail on key streets (no bonuses)

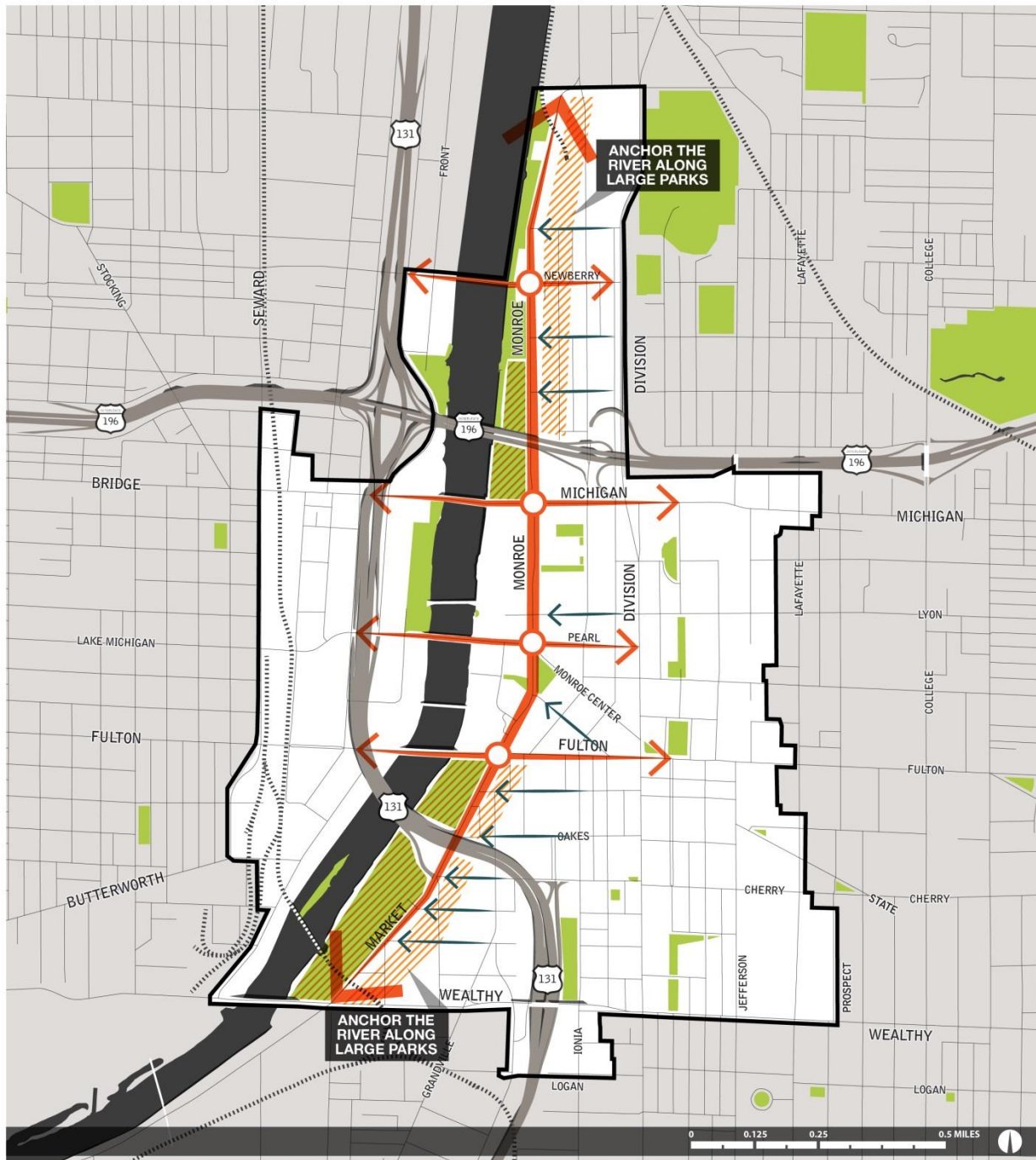
>> ENCOURAGE INFILL DEVELOPMENT TO CLOSE
THE GAPS BETWEEN NEIGHBORHOODS



10,900-13,000 potential units

- Planned/Rehabbed Building
- Build Out
- New Park

ANCHOR THE RIVER



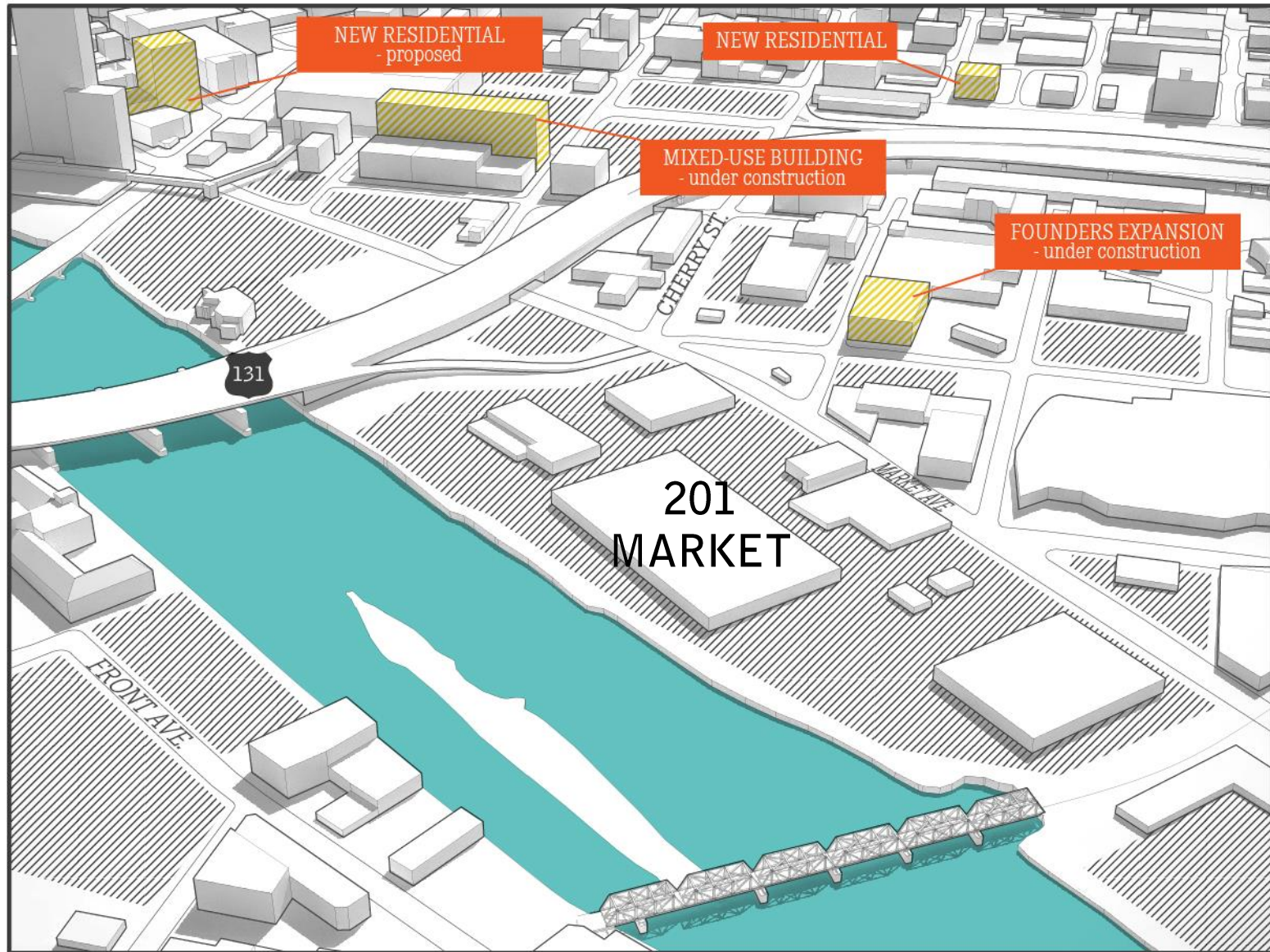
↔ MAJOR CONNECTION

↔ SECONDARY CONNECTION

▨ POTENTIAL PARK SPACE /
DEVELOPMENT OPPORTUNITY

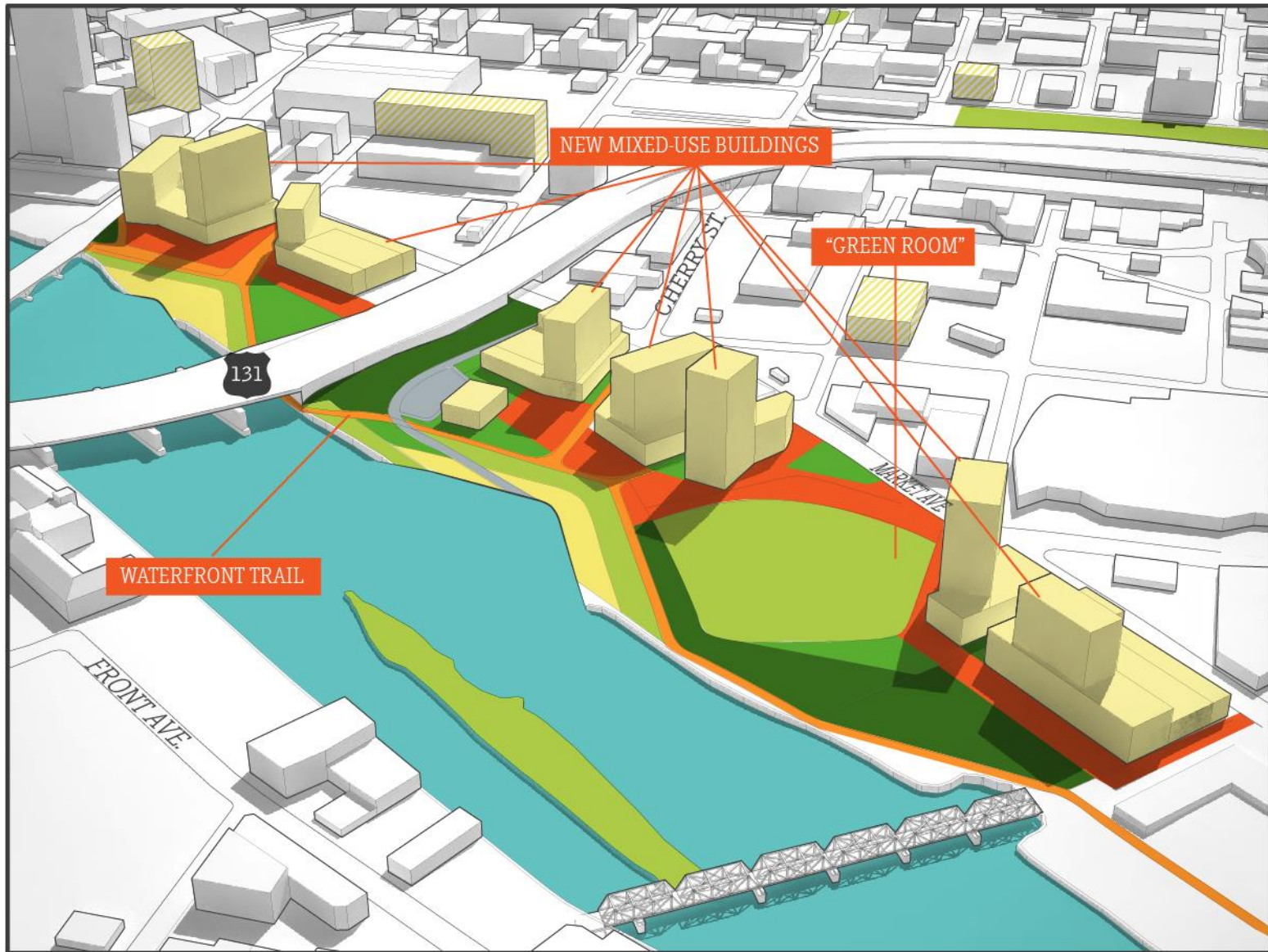
▨ DEVELOPMENT OPPORTUNITY

Existing Riverfront Development



 NEW DEVELOPMENT

New Riverfront Development and Park Space

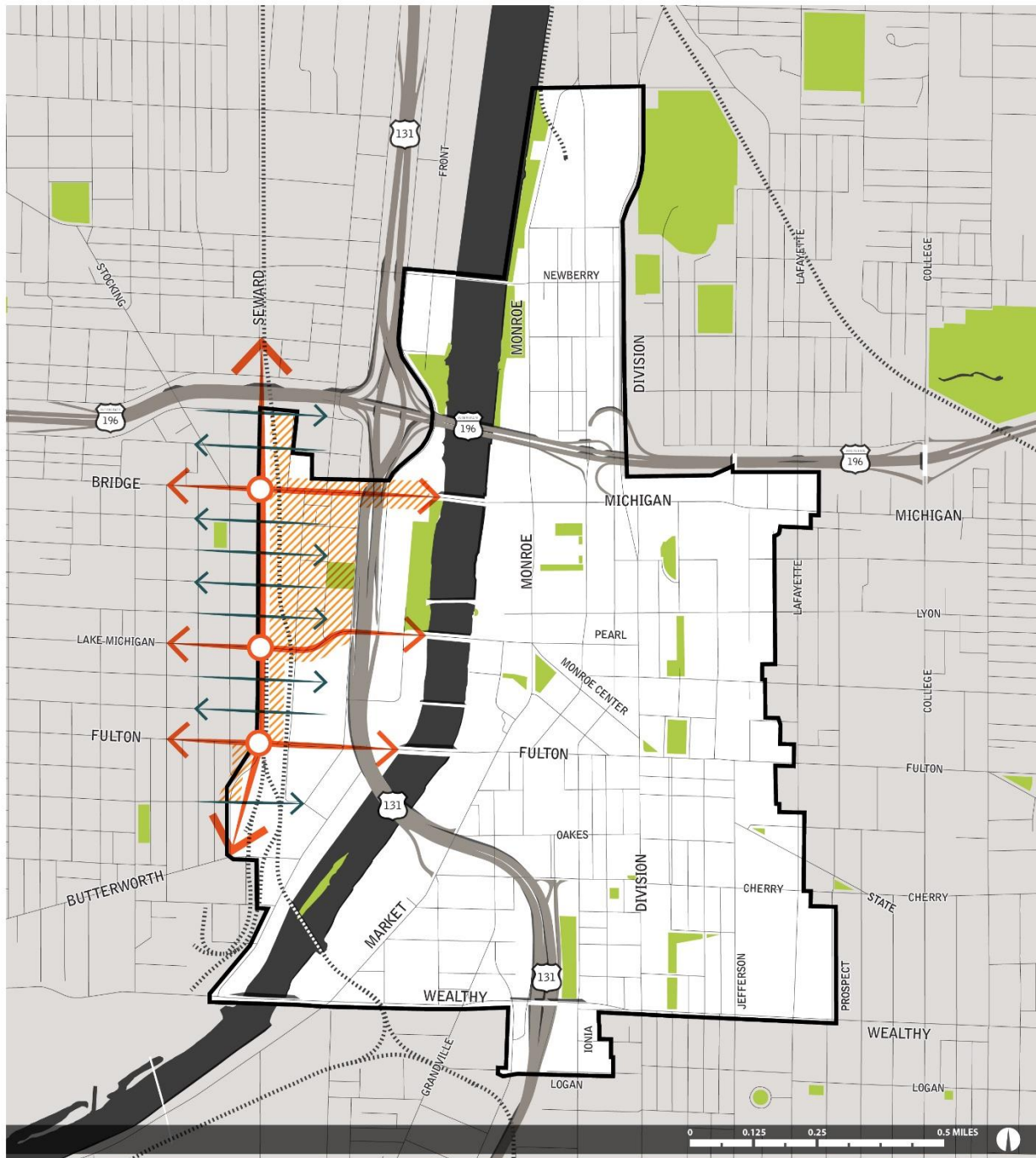


 NEW DEVELOPMENT





BRING IN THE WEST SIDE



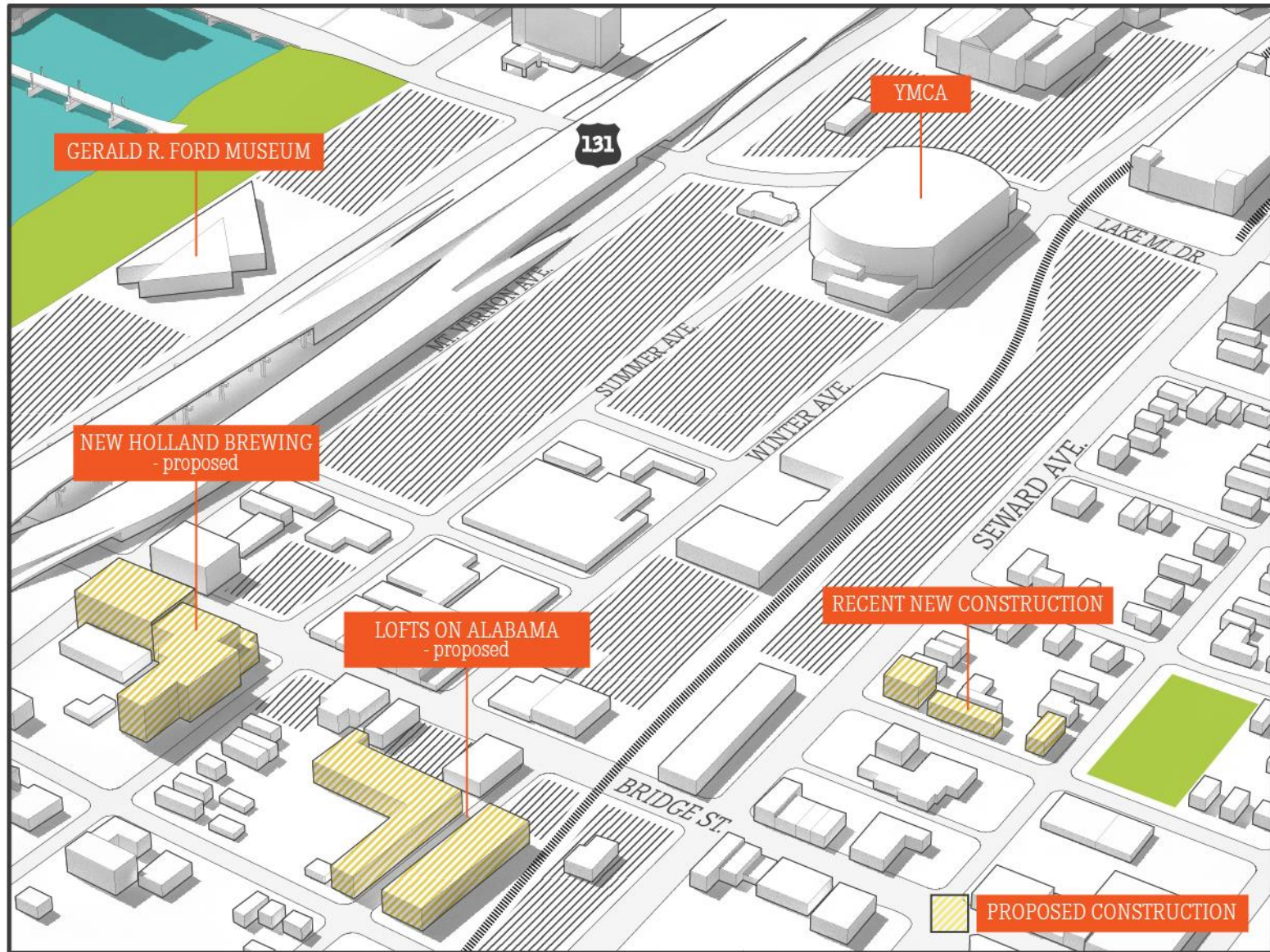
↔ MAJOR CONNECTION

↔ SECONDARY CONNECTION

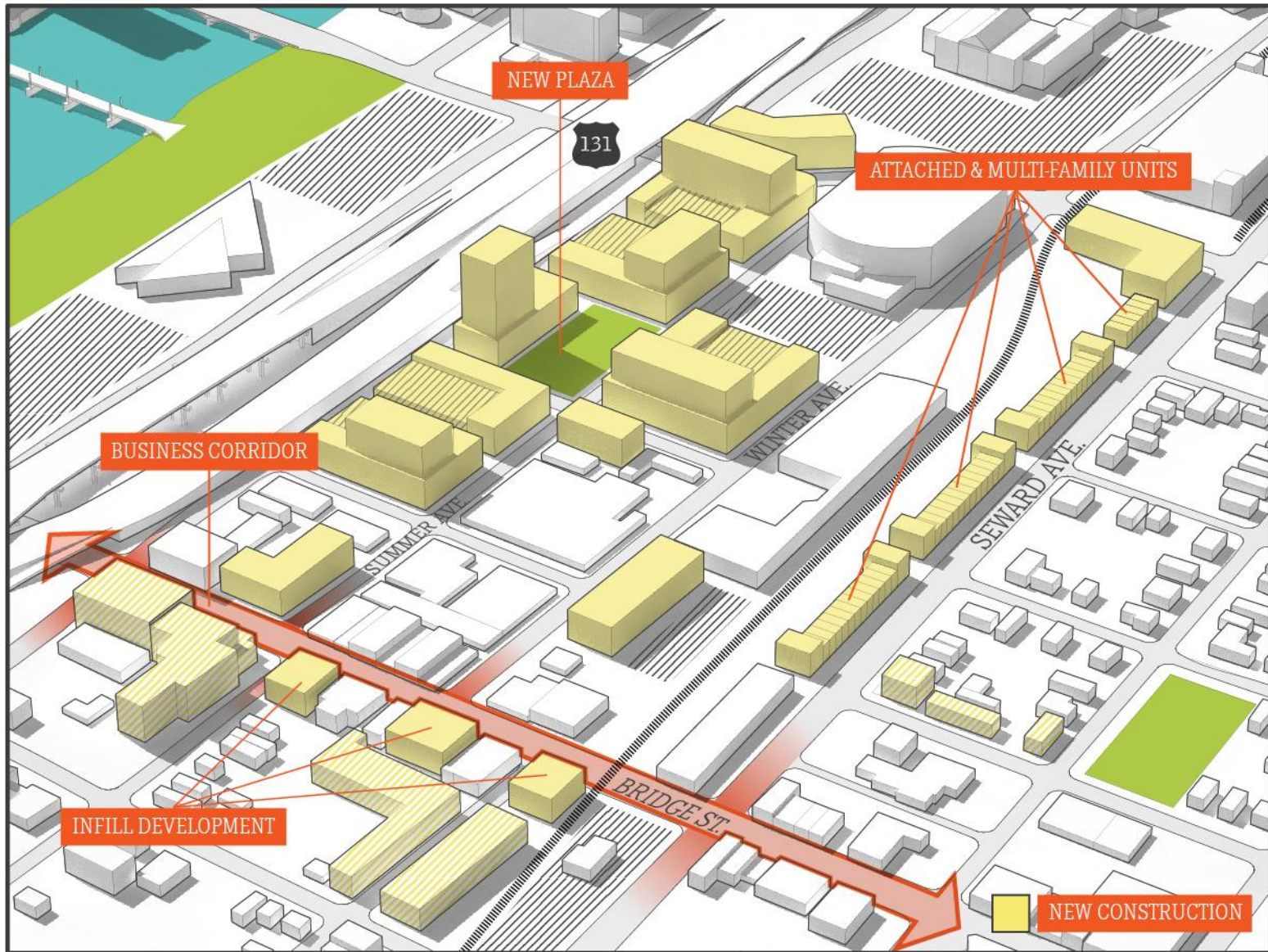
■ POTENTIAL PARK SPACE /
DEVELOPMENT OPPORTUNITY

▨ DEVELOPMENT OPPORTUNITY

Existing West Side



Proposed West Side



PRESERVE AND EXPAND HOUSING OPPORTUNITIES

UNITS TODAY			
MARKET RATE	INCOME-RESTRICTED	TOTAL	% INCOME - RESTRICTED
2,213	1,179	3,392	35%
CURRENTLY PROPOSED			
MARKET RATE	INCOME-RESTRICTED	TOTAL	% INCOME - RESTRICTED
1,071	180	1,251	14%
SUBTOTAL			
MARKET RATE	INCOME-RESTRICTED	TOTAL	% INCOME - RESTRICTED
3,284	1,359	4,643	29%
POTENTIAL FUTURE BUILD OUT			
MARKET RATE	AFFORDABLE	TOTAL	% AFFORDABLE
7,630	3,270	10,900	30%

NOTES:

- Income-restricted refers to units subsidized for those earning below 60% of AMI.
- Affordable units under potential future build out refers to units for those earning less than 120% of the AMI.
- The 30% target includes a provision to maintain the current number of income restricted units in Downtown, as approximately 50% of the current stock can convert to market rate over time.

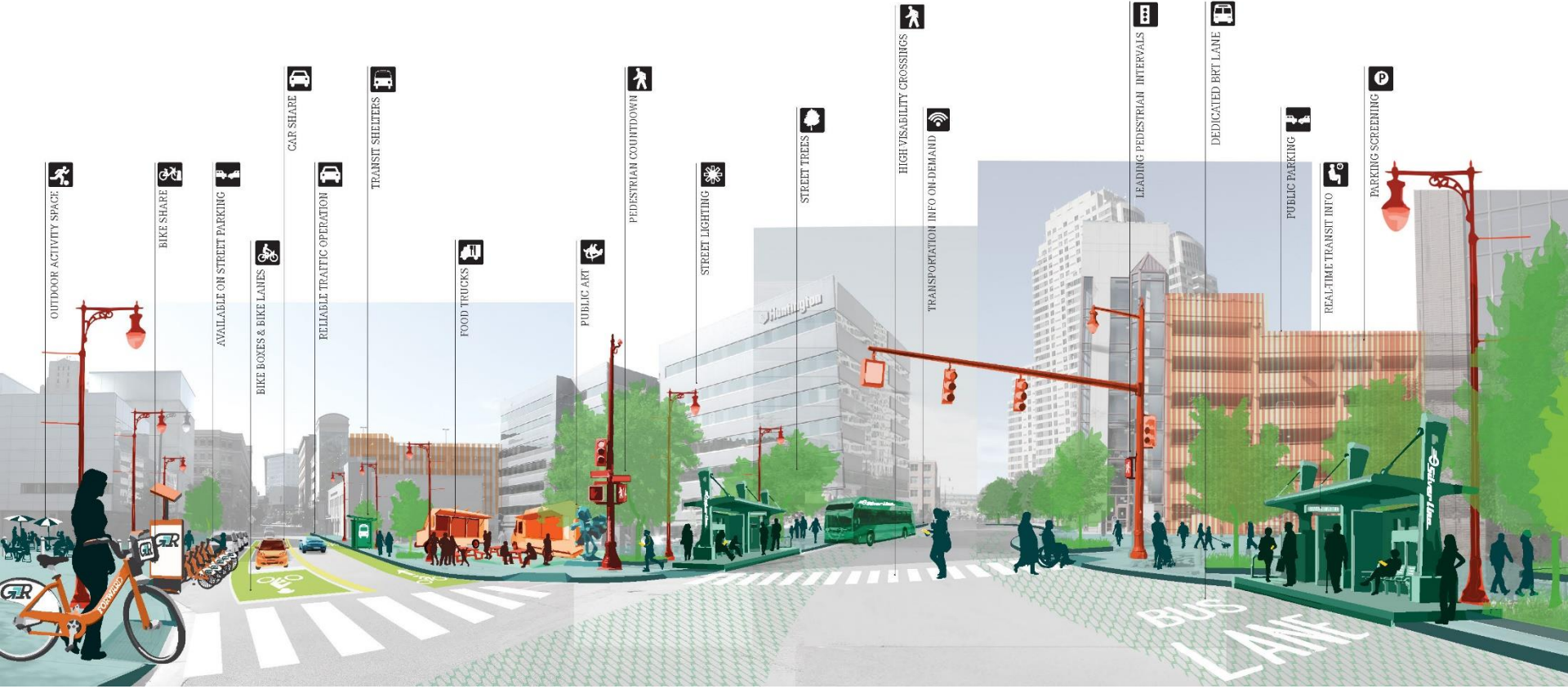
NET INCREASE IN
AFFORDABLE UNITS

2,091



GOAL 3

**IMPLEMENT A 21ST
CENTURY MOBILITY
STRATEGY**



>> PRIORITIZE PEDESTRIAN SAFETY

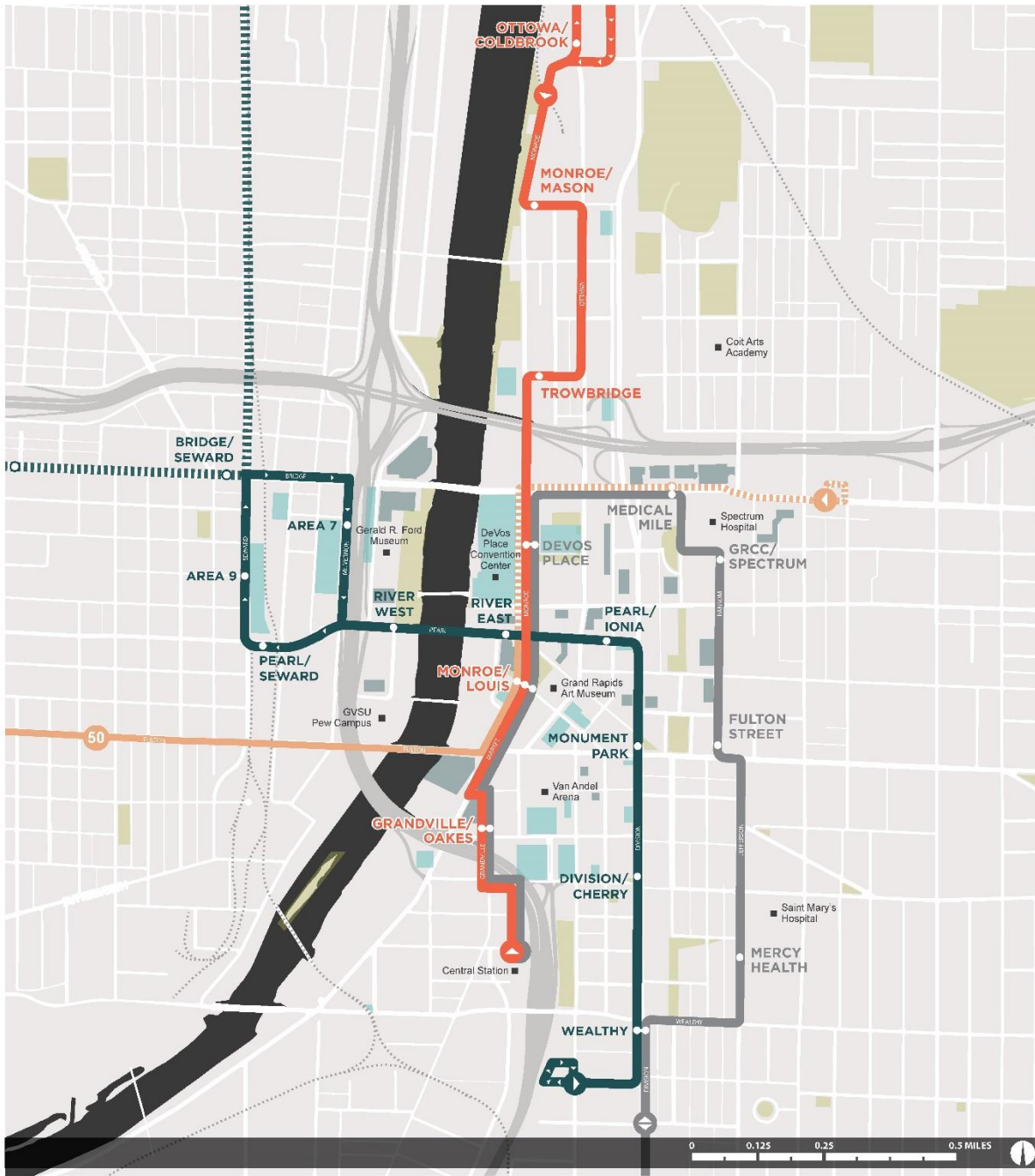




DASH ROUTES

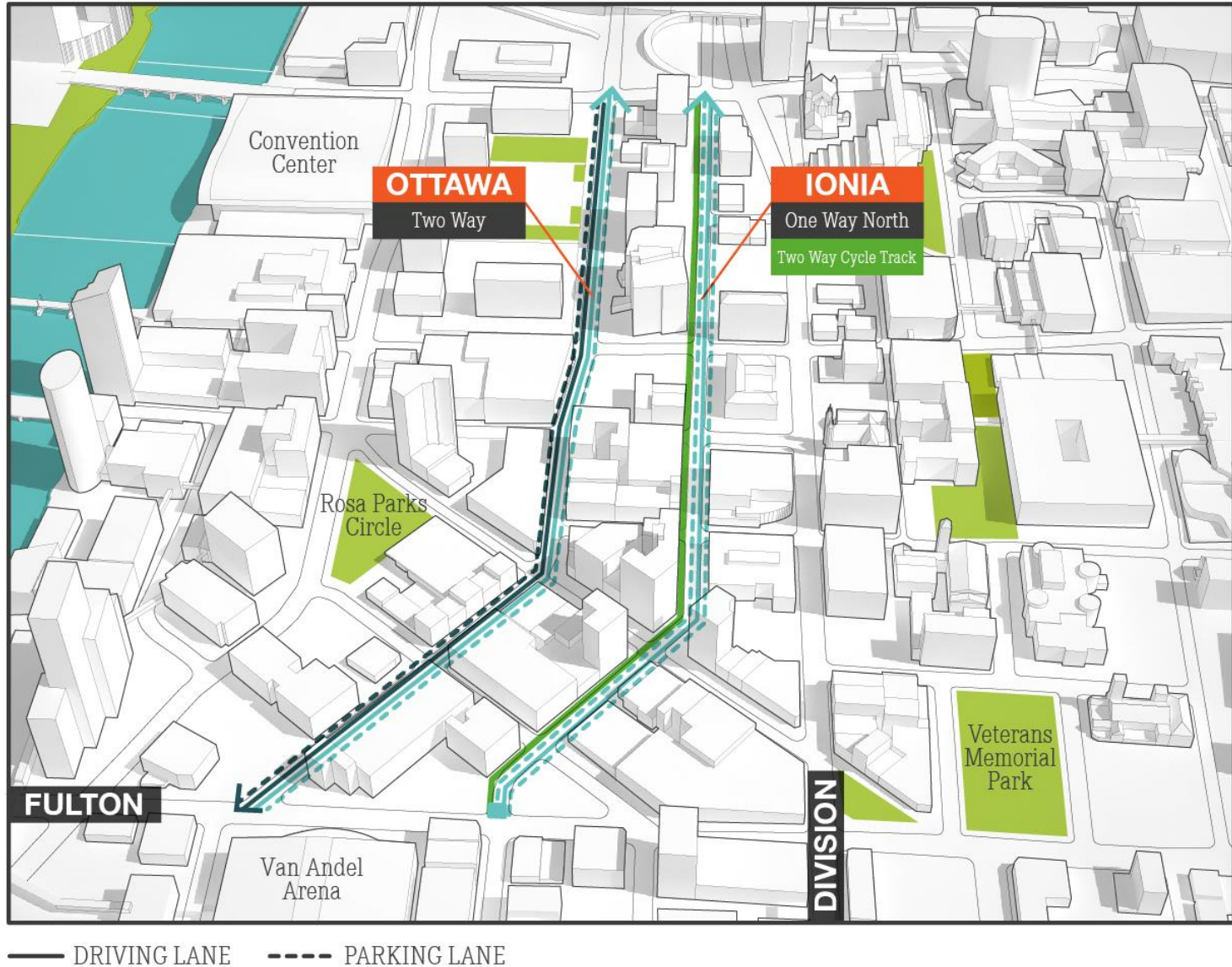
PROPOSED

- >> MANAGE PARKING ASSETS / ADJUST PRICING / PARKING CASH OUT PROGRAM
- >> INCENTIVIZE TRANSIT
- >> RECONFIGURE DASH SERVICE



COMPLETE THE NETWORKS IN AND OUT OF DOWNTOWN

>> TRUCK ROUTES >> INTERCHANGES >> BICYCLE NETWORK









GOAL 4

**EXPAND JOB
OPPORTUNITIES & ENSURE
CONTINUED VITALITY OF
THE LOCAL ECONOMY**

GROW, ATTRACT & RETAIN TALENT

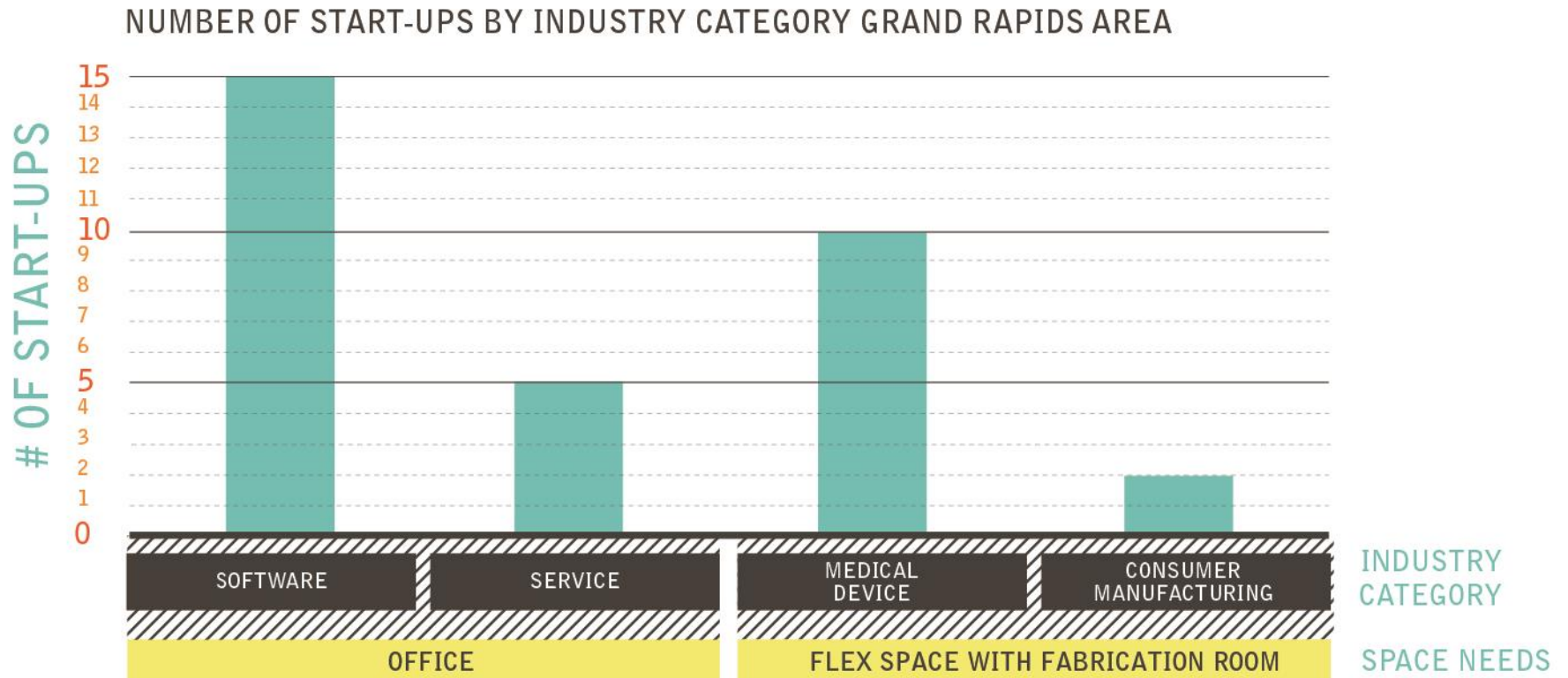
- >> **BUILD THE TALENT POOL TO SUPPORT THE EMERGING TECH ENTREPRENEURS AND THE REGION'S INNOVATION AND CREATIVELY DRIVEN FIRMS**
 - >> **Leverage / expand University co-op programs to help retain college students**
 - >> **Evaluate local biotechnology curriculums, coding / computer science programs and certificate programs for tech professionals to employ local residents**

- >> **FORMALIZE A LEADERSHIP TEAM AMONG CITY DECISION MAKERS & MAJOR EMPLOYERS TO ENSURE EQUAL ACCESS TO OPPORTUNITIES**
 - >> **Youth workforce and internship programs**
 - >> **Entrepreneurship & capacity building programs**



PRESERVE AND CREATE SPACE JOB CREATION & ECONOMIC GROWTH

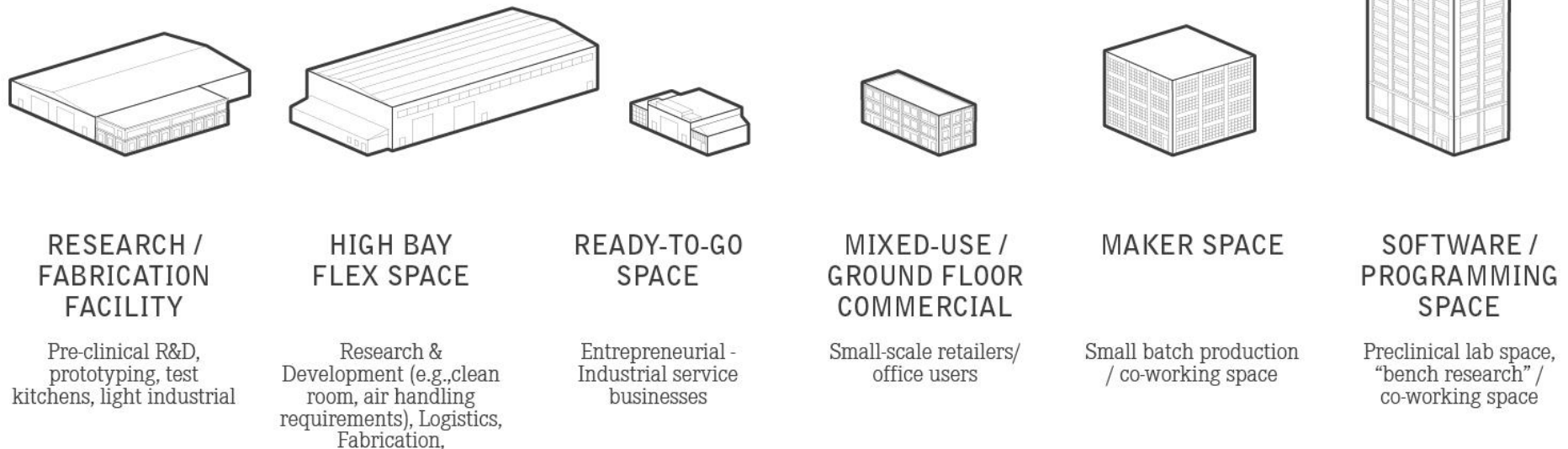
>> PRESERVE OPPORTUNITIES FOR FLEXIBLE,
INEXPENSIVE WORK SPACE CLOSE TO DOWNTOWN



NOTE: several businesses are not located in Grand Rapids

SOURCE: NP ANALYSIS OF GR CURRENT AND START GARDEN COMPANIES

- >> Create a Production Development and Space Modernization fund
- >> Change the zoning to allow artisanal manufacturing in Downtown

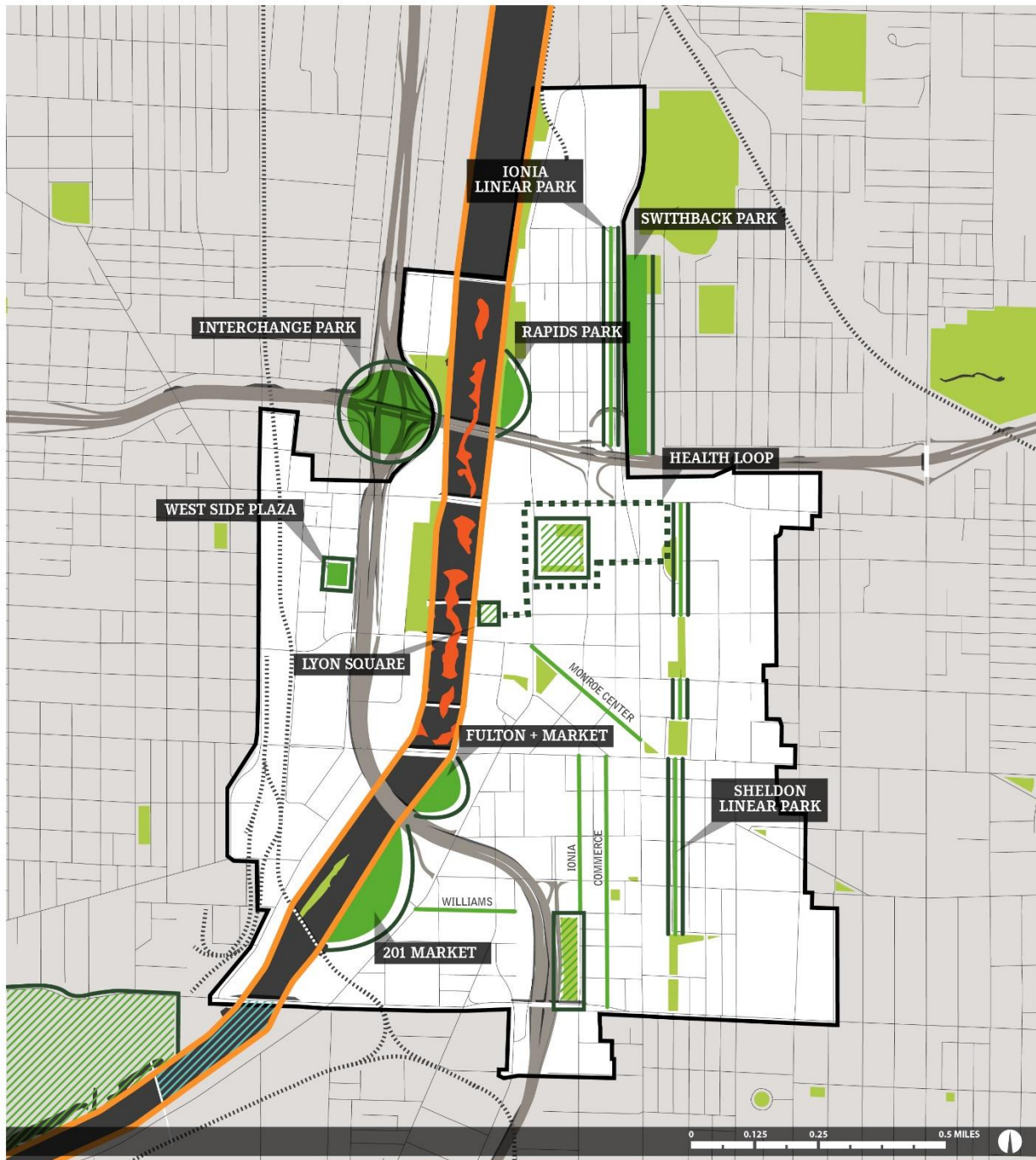




GOAL 5

**REINVEST IN PUBLIC
SPACE, CULTURE
& INCLUSIVE
PROGRAMMING**

RAISE THE PROFILE OF DOWNTOWN PARKS AND OPEN SPACES



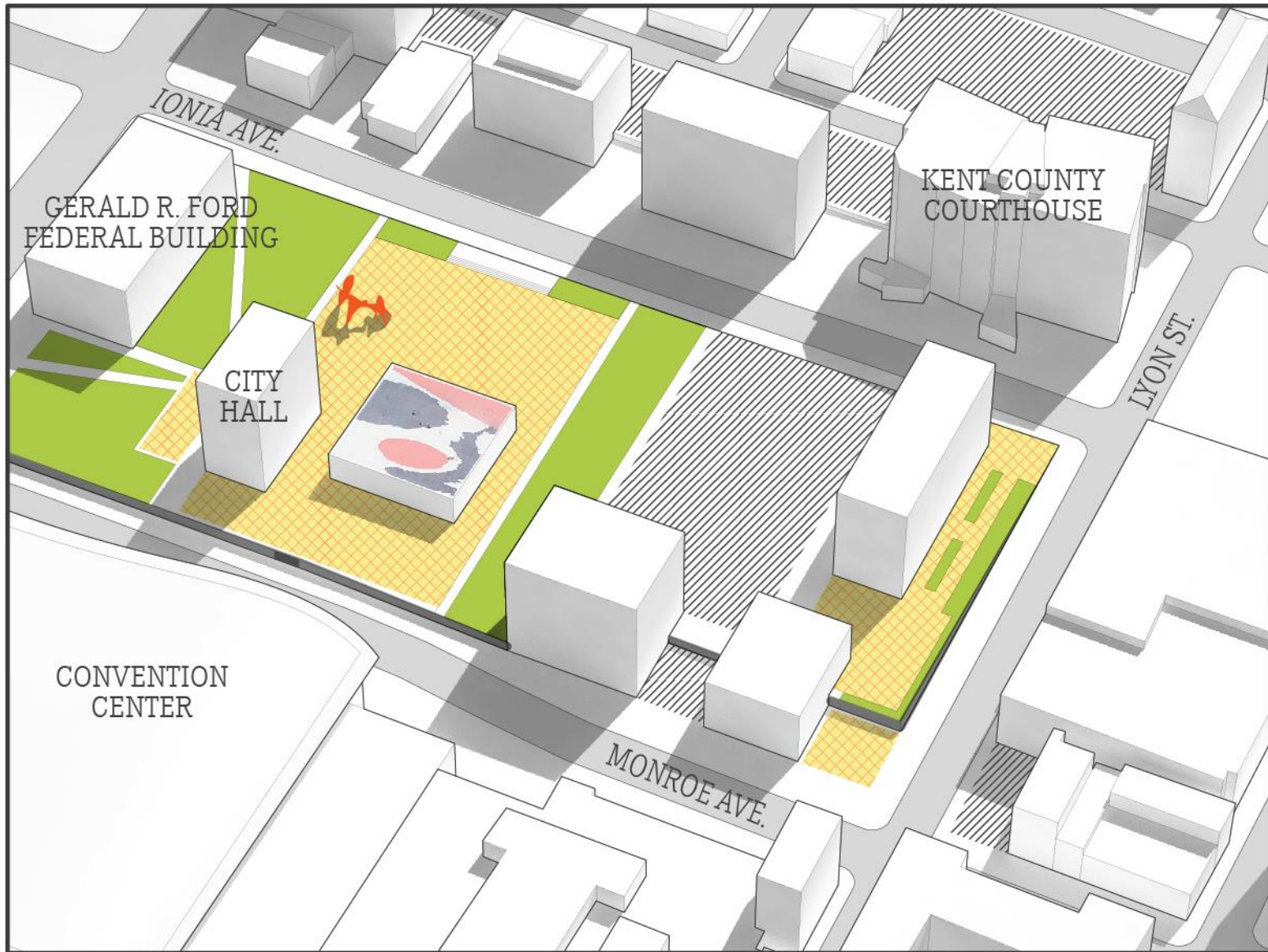
- RIVER TRAIL
- HEALTH LOOP
- NEW PARK
- IMPROVED PARK
- OUTDOOR ENTERTAINMENT
- LINEAR PARK
- RIVER ISLANDS
- RIVER DREDGE / BOAT ACCESS

RAISE THE PROFILE OF DOWNTOWN PARKS AND OPEN SPACES

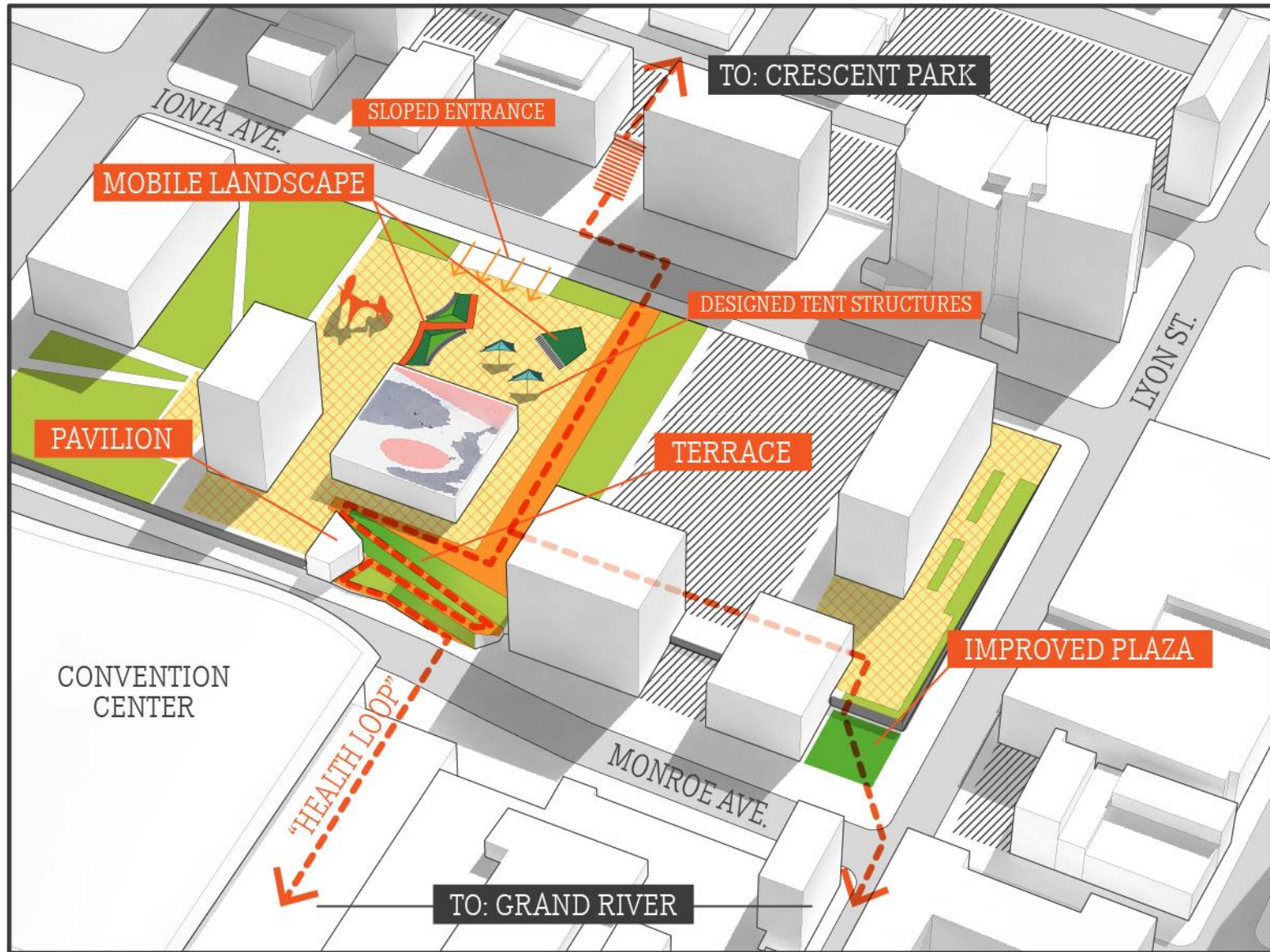
>> HEARTSIDE PARK



Existing Calder Plaza



Proposed Calder Plaza



EXPRESS DOWNTOWN'S CHARACTER & IDENTITY THROUGH PUBLIC REALM IMPROVEMENTS



- >> IMPROVE GATEWAYS
- >> DEVELOP STREETSCAPE DESIGNS TO UPGRADE KEY STREETS
- >> TURN UP THE VOLUME ON PUBLIC ART



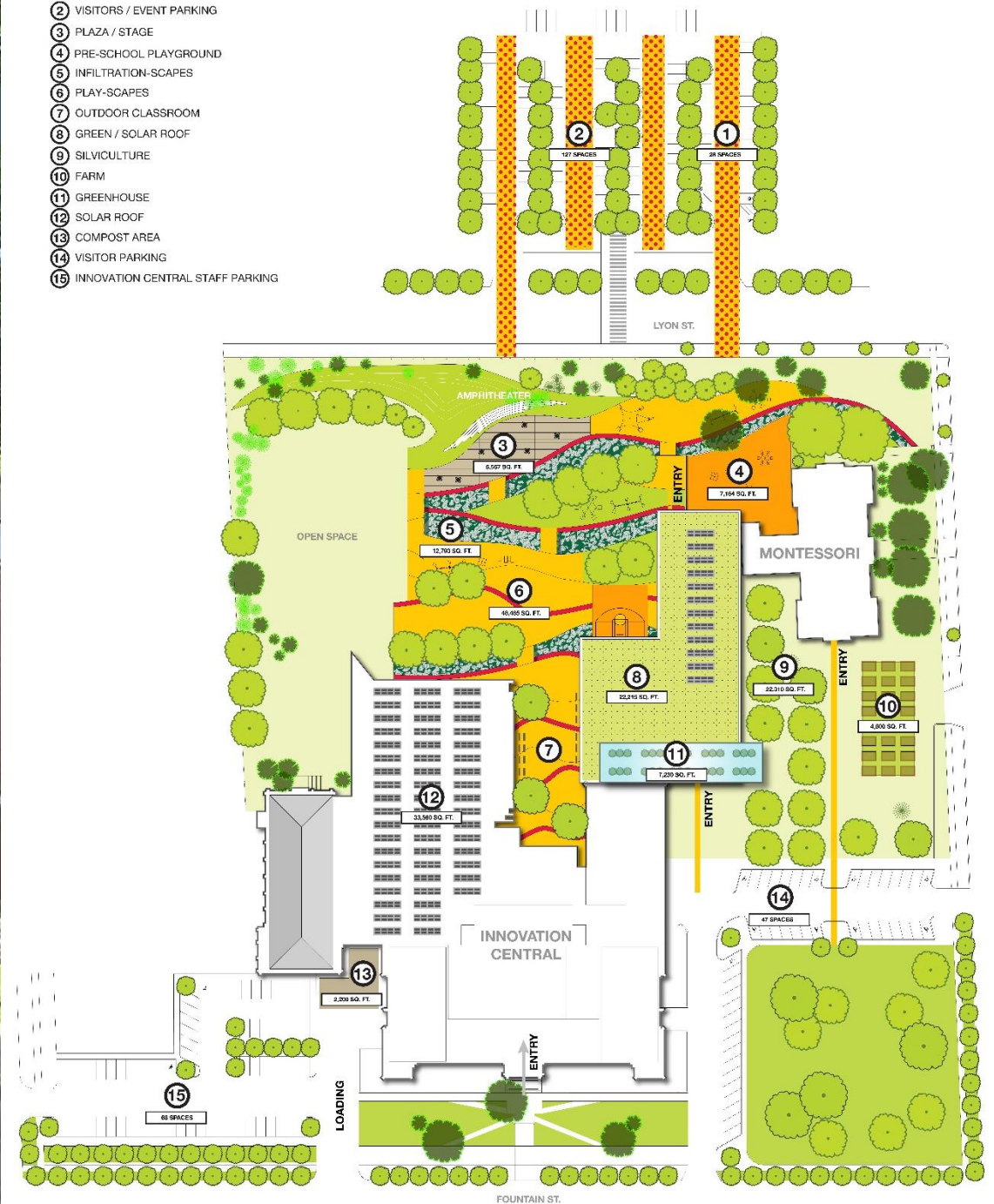
GOAL 6

**RETAIN AND ATTRACT
FAMILIES, TALENT, AND
JOB PROVIDERS WITH HIGH
QUALITY PUBLIC SCHOOLS**

INCREASE INVESTMENT IN THE EXPANSION OF THEME SCHOOLS & SPECIALIZED PROGRAMS



- ① MONTESSORI STAFF PARKING
- ② VISITORS / EVENT PARKING
- ③ PLAZA / STAGE
- ④ PRE-SCHOOL PLAYGROUND
- ⑤ INFILTRATION-SCAPES
- ⑥ PLAY-SCAPES
- ⑦ OUTDOOR CLASSROOM
- ⑧ GREEN / SOLAR ROOF
- ⑨ SILVICULTURE
- ⑩ FARM
- ⑪ GREENHOUSE
- ⑫ SOLAR ROOF
- ⑬ COMPOST AREA
- ⑭ VISITOR PARKING
- ⑮ INNOVATION CENTRAL STAFF PARKING





**SINCE THE
RELEASE
OF THE
DRAFT
PLAN >>**

July

July 2, 2015: DRAFT GR Forward Plan Submitted
July 8, 2015: DDA Board
July 9, 2015: DGRI Board of Advisors
July 9, 2015: Windquest Group
July 15, 2015: Social Service Executive Committee
July 15, 2015: River Restoration Steering Committee
July 23, 2015: Planning Commission
July 23, 2015: Diversity and Inclusion Meeting at Grand Rapids Community Foundation
July 27, 2015: Alliance for Livability
July 29, 2015: Rockford Construction

August

August 12, 2015: Public Comment Period Begins
August 11, 2015: Alliance for Investment
August 12, 2015: MNTIFA Update
August 17, 2015: Open House #2 @ DGRI
August 17, 2015: Library Exhibits
August 26, 2015: Disability Advocates of Kent County
August 27, 2015: Heartside Business Association Update

September

September 1, 2015: NAI Wisinski
September 8, 2015: Alliance for Investment
September 8, 2015: Neighbors of Belknap Lookout
September 10, 2015: Parking Commission
September 11, 2015: GVSU Administrators
September 16, 2015: Alliance for Vibrancy
September 17, 2015: Experience GR Staff
September 17, 2015: Heritage Hill
September 21, 2015: GVSU Old Learners
September 22, 2015: 42 Day Comment Period Ends

September 22, 2015: Creston Neighborhood
September 23, 2015: SWAN/JBAN
September 23, 2015 – October 11, 2015: ArtPrize Video
September 23, 2015: Mobility Tour with Downtown Stakeholders
September 24, 2015: Bliss for GR
September 28, 2015: Alliance for Livability
September 29, 2015: Black Hills
September 29, 2015: DAKC Accessibility Tour
September 30, 2015: Amway Corp
September 30, 2015: WGVU West Michigan Week

October

October 1, 2015: GR Rowers
October 1, 2015: DAKC Accessibility Tour
October 2, 2015: LINC First Friday
October 3, 2015: Ferris State University Faculty
October 5, 2015: East Grand Rapids City Commission Update
October 6, 2015: Robert S' Radio Show "Pulse of the City" on 94.9 WYGR
October 6, 2015: Grandville Art Academy / Roosevelt Park
October 7, 2015: Disability Advocates of Kent County
October 9, 2015: Monroe North Business Association
October 15, 2015: Hispanic Chamber of Commerce
October 16, 2015: Chamber of Commerce Event with Outpro and Black Women Connect
October 20, 2015: 3rd Ward Event hosted by Commissioner Lenear and Commissioner Lumpkins
October 20, 2015: Grand Rapids Area Black Businesses
October 21, 2015: NAACP
October 21, 2015: Endless Opportunities
October 22, 2015: Grand Rapids Association of Realtors
October 22, 2015: Planning Commission
October 22, 2015: Convention and Arena Authority Community Inclusion Group Event
October 23, 2015: 73 Day Comment Period Ends



¿En el pasado, como hicieron los líderes
para cambiar la comunidad y el mundo?

growing leaders

¿A qué parece un líder?

How and why do we work together as a community?

What does community mean?

¿Por qué es importante?

Adjective
Noun
Verb
One Direction





KEEP MOVING. CR FORWARD.







Attract families, talent, and job providers with high quality public schools

Research shows that schools are a primary driver for families to move to a new area. We have developed a new model for public schools that is designed to attract families, talent, and job providers. This model is based on the following principles:



ALTERNATIVE

The following are the key components of the new model for public schools:

1. **Small schools:** The new model for public schools is based on small schools. Small schools are more effective than large schools in terms of student achievement and cost. Small schools are also more attractive to families and job providers.

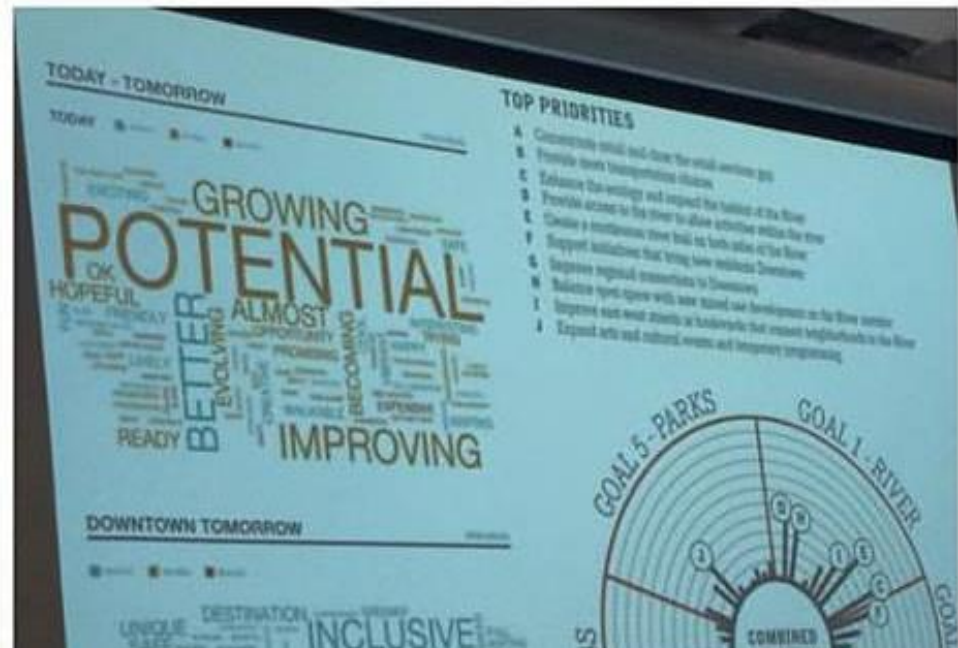
2. **Choice:** The new model for public schools is based on choice. Choice allows families to select the school that best meets their needs. Choice also allows job providers to select the school that best meets their needs.

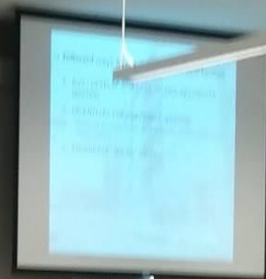
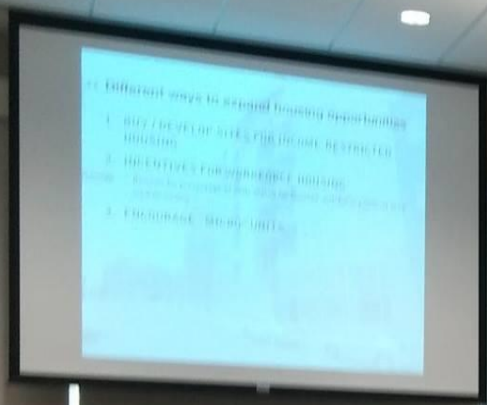
3. **Quality:** The new model for public schools is based on quality. Quality schools are more effective than low-quality schools in terms of student achievement and cost. Quality schools are also more attractive to families and job providers.

4. **Efficiency:** The new model for public schools is based on efficiency. Efficient schools are more effective than inefficient schools in terms of student achievement and cost. Efficient schools are also more attractive to families and job providers.

5. **Equity:** The new model for public schools is based on equity. Equitable schools are more effective than inequitable schools in terms of student achievement and cost. Equitable schools are also more attractive to families and job providers.









756

COMMENTS

Of the **756** COMMENTS:

86 Formatting/language

75 Inclusion & Equity (focused outreach)

57 Rowing (focused outreach)

50 Implementation

48 River Restoration

40 Housing

40 Parking

39 Ideas

36 Zoning

30 Transit

22 Retail

11 Economic Development

11 Event

9 Clean and Safe

9 Historic Preservation

8 Art

185 other

194 ACTIONABLE COMMENTS

- >> **Diversity, inclusion & equity** (more prominence/depth)
- >> **Housing & affordability** (definitions, affordability goal)
- >> **Parking / mobility** (parking maximums, transit service)
- >> **River** (water quality, stormwater, engineering, habitat)
- >> **General formatting** (page numbering, placement of images, consistency with wording, etc.)

INTRODUCTION

PAGE #	COMMENT	RECEIVED FROM	ACTION	RESOLUTION
5	Don't need to explain where the quotes come from it's inferred throughout the document	Email Comment	Interface to insure quotes are attributed throughout the document by identifying what events/platform they were gathered from.	
5	I think the example on page 5 of comparing the 100 largest cities in the amount of parks this is a <u>great clear illustration</u> . Providing best practices, comparisons and helping to set goals. I'd like to see more illustrations throughout the document that are that clear	Email Comment	Interface to review to determine if additional graphics can be added.	Different data sets require different approaches to illustrate the takeaway
	All of the D&I Hopes / aspirations / strategies should be summarized in one place, and should be a part of a larger brand.	1 on 1	DGRI to provide language to Interface.	Complete. See Equity and Opportunity Summary and Preamble

GOAL #1: Restore the River and Create a Connected and Equitable River Corridor

PAGE #	COMMENT	RECEIVED FROM	ACTION	RESOLUTION
37	Use Art and Natural Environment tools to "brand" these e/w gateways.	Written Comment	Interface to add narrative "to work with neighbors to incorporate artistic and aesthetic components to be a part of local placemaking"	
19	Incorporate native people in the conversation and decision making!	Written Comment	Interface to add language / bullet to continue to identify and engage native people	
51	Eliminate this. Map makes no sense. The next few do though.	Written Comment	STOSS to add more descriptive labelling.	
61	Recommendation 4- Initial Action Steps: "Encourage local policies and incentives that favor low impact development- add "regional and state" to read: Encourage local, regional, and state policies and incentives that favor low impact development.	WMEAC Memo	Interface to ammend and add WMEAC as a partner.	
61	Recommendation 5- Add the following to the list of initial action steps under the section "Focus on improving water quality..." Recruit a leadership team and embed this team in the GRForward and river restoration processes to achieve the water quality agenda with the region and state."	WMEAC Memo	Interface to add strategy to recruit and create a leadership team. Implementation partners to be identified.	
61	Recommendation 6- Add the following to the list of initial action steps under the section: "Focus on improving water quality..."Prioritize addressing pathogen pollutants contributed to the Grand River watershed by failing septic systems by advocating for statewide septic rules and improved septic regulation practices in counties (initially prioritizing Kent County) within the Grand River Watershed." WMEAC suggests this discrete water quality recommendation be specifically highlighted to the initial goals, because its particularly timely, following the recent data on septic contribution to water quality by Michigan State University, as well as current interest in the issue in the Snyder administration and current legislature.	WMEAC Memo	Interface to add strategy. Implemenation partners TBD. Additionally, add strategy to address regional water quality agenda. Identify areas of alignment with existing State strategies.	
	Goal 1.2 is lacking sub-goals.	Planning Department Memo	Interface to add sub-goals for Goal 1.2. Planning to identify language in partnership with GRWW.	Added one subgoal: "Explore River Island Opportunities."
	Figure 1.27, 1.28 and 1.29 are not readable. In addition, they are labeled as Option 1, 2 and 3 respectively, but appear to be referenced as "scenarios" in the text.	Planning Department Memo	Stoss to reformat extent and legibility.	maps updated
	Legends are needed for Figures 1.44 and 1.45 so to help clarify where 15 opportunity sites and 13 Phase II opportunity sites are located. Additional descriptions of the sites would be helpful for persons who were not involved in the planning process.	Planning Department Memo	Stoss to add legends to figures.	
	1.1 - Integrate Art, Education, Infrastructure and Ecology. Recommendation			

WHAT CHANGED?

Diversity, Inclusion & Equity:

- >> New preamble on diversity, inclusion & equity
- >> Summary of existing and new diversity, inclusion and equity strategies, measures and targets after the vision
- >> Re-worked introduction to Goal 4

Housing:

- >> New housing goal / re-worked affordability discussion
- >> Edited height recommendations for Overlay (A) Downtown
- >> Addition of zero-waste initiatives

Diversity, Inclusion and Equity

Establish a regional equity framework and plan of action

- Identify a coalition of racially and ethnically diverse partners to lead the development of a regional equity framework and plan of action.
- Work with community assets and partners to continue raising awareness of racial and economic disparities.
- Measure: An informed and innovative regional framework and strategy to build equity and inclusion in greater Grand Rapids.
- Target: Establish a project steering committee in 2016. Produce widely accepted regional framework and plan of action by 2017.

Diversity, Inclusion and Equity

Cultivate an equity perspective in civic governance

- >> Appointing entities should seek to diversity Downtown and Grand River corridor governance and leadership bodies.
- >> Support training, networking, and other leadership development activities that support emerging equity leaders.
- >> Deploy proactive and targeted public engagement strategies.
- >> Measure: Demographic and psychographic statistics.
- >> Target: By 2019, achieve a proportionate representation of various City Commission appointed Boards, committees, and DGRI Alliances relative to city-wide demographic and psychographic profiles.

Diversity, Inclusion and Equity

Foster racially and ethnically diverse business ownership

- >> Identify partners and funding sources to advance minority business ownership in Downtown.
- >> Work with lending institutions to create specialized lending program designed to foster minority business ownership in Downtown.
- >> Modify incentive programs to achieve greater racial equity.
- >> Support positive and effective youth development initiatives.
- >> Measure: Number of minority owned ground-floor businesses
- >> Target: By 2025, increase the number of minority owned businesses by 50 percent.

Diversity, Inclusion and Equity

Achieve a more diverse Downtown workforce

- >> Create outreach programs and incentives to diversify the racial composition of the Downtown workforce.
- >> Work with community assets and partners to develop a campaign that encourages African American and Hispanic talent who attended college out of state to return home.
- >> Support smarter criminal justice initiatives proposed by the Grand Rapids City Commission's 2014 SAFE Task Force.
- >> Measure: Racial and ethnic composition of the Downtown Grand Rapids workforce.
- >> Target: By 2025, triple the percentage of non-white employees in Downtown Grand Rapids.

Diversity, Inclusion and Equity

Create a more welcoming and inclusive Downtown

- >> Support and produce events that attract diverse audiences.
- >> Work with partners to integrate cultural competency training.
- >> Assemble a task force to attract an African American Cultural Heritage Museum to Downtown.
- >> Measure: Surveyed perception of Downtown Grand Rapids as welcoming and inclusive.
- >> Target: By 2025, at least 85 percent of survey respondents identify Downtown as welcoming and inclusive.

Diversity, Inclusion and Equity

Attract a diverse population to the Downtown neighborhood

- >> Provide a diversity of housing types at different price points.
- >> Protect affordable housing stock and provide tools to expand supply.
- >> Modify zoning to reduce development costs for new housing.
- >> Identify effective approaches and tools to lower barrier to home ownership in Downtown.
- >> Measure: Housing inventory by price point and typology.
- >> Target: Reach a Downtown housing inventory of 10,000 units with a mix of 30 percent affordable by 2025.

ENDORSEMENTS FOR DIVERSITY, INCLUSION and EQUITY STRATEGIES

- >> City of Grand Rapids Diversity and Inclusion Office
- >> LINC
- >> Partners for a Racism Free Community
- >> Grand Rapids Community Foundation
- >> Hispanic Chamber of Commerce
- >> Well House
- >> Grand Rapids Area Black Businesses
- >> Kent County
- >> Empower Michigan
- >> Downtown Grand Rapids Inc.
- >> **More coming soon!!!**

WHAT CHANGED?

Other additions:

- >> Build upon local arts institutions for marketing and promotion
- >> Target Grandville Avenue as a Latino business corridor
- >> Partners added to implementation matrices – by request!
- >> List of figures
- >> Updated maps & graphics – better labelling

GR Forward is action-oriented

Implementation update:

- >> HUD grant submitted**
- >> Calder Plaza RFP released**
- >> Final designs submitted to MDOT for Bridge Street overpass**
- >> Museum School opened**
- >> 3 new murals**
- >> Coldbrook breaking ground this week**
- >> Winter programming coming soon**
- >> Arena south development and parking transition strategy**
- >> Whitewater applying for permits by year end**
- >> DGRI re-tooling incentive programs**

GROWING LIST OF IMPLEMENTATION PARTNERS

- >> City of Grand Rapids
- >> Downtown Grand Rapids Inc.
- >> WMEAC
- >> LINC
- >> Partners for a Racism Free Community
- >> Grand Rapids Community Foundation
- >> Hispanic Chamber of Commerce
- >> Well House
- >> Grand Rapids Area Black Businesses
- >> Kent County
- >> Grand Rapids Public Schools
- >> The Right Place
- >> Hello West Michigan
- >> The Source
- >> Disability Advocates of Kent County
- >> **More coming soon!!!**

UPCOMING:

- >> **November 3, 2015: Downtown and River Corridor Steering Committees meet to recommend the plan with edits incorporated from public comment (COMPLETE)**
- >> **November 9, 2015: DGRI Board of Advisors (COMPLETE)**
- >> **November 11, 2015: DDA Board**
- >> **November 11, 2015: MNTIFA Board**
- >> **November 12, 2015: Planning Commission and Public Hearing**
- >> **December 15, 2015: City Commission**



THANK YOU!

