GR FORWARD

DOWNTOWN & RIVER ACTION PLAN >>



WHAT'S NEXT

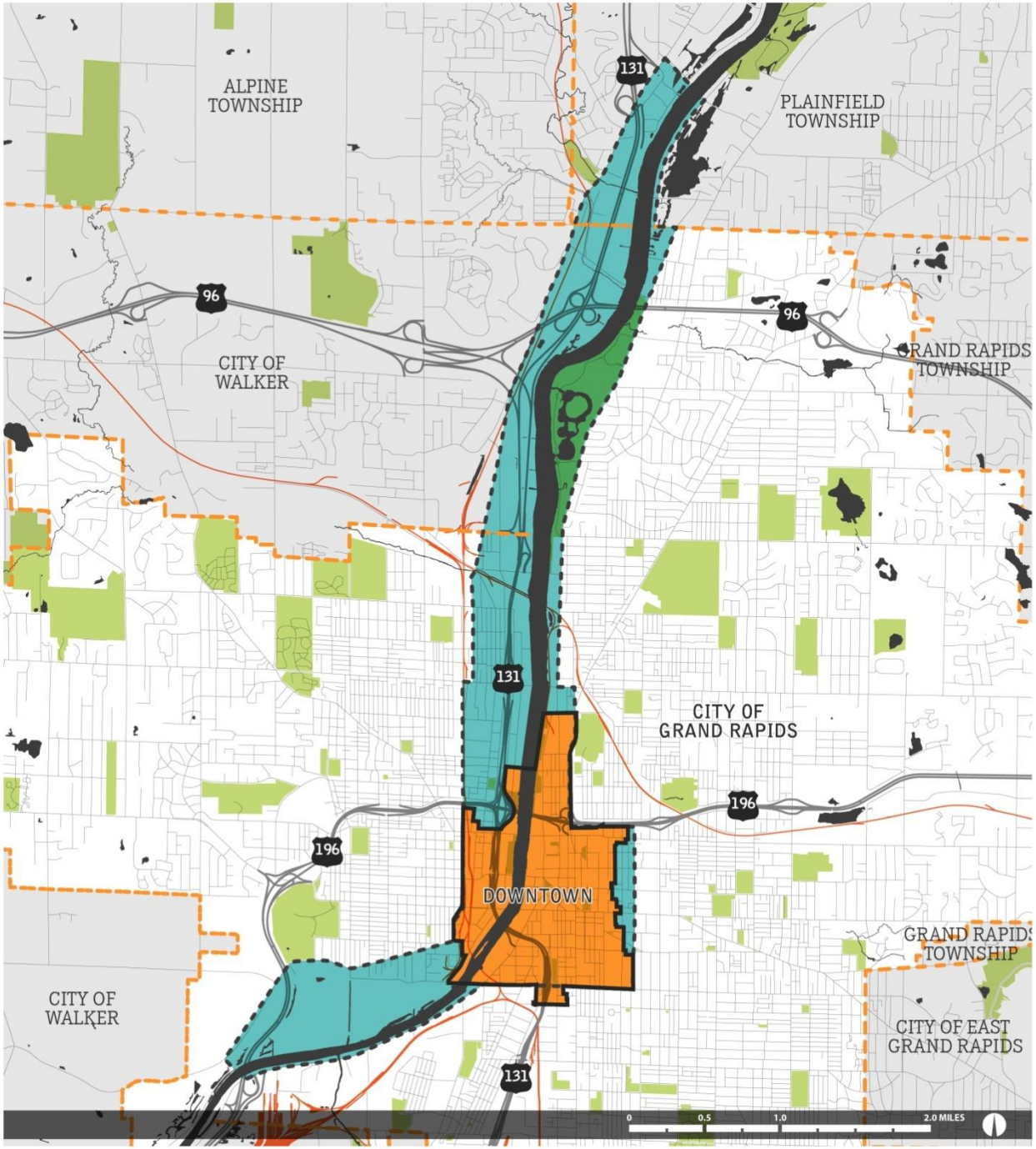
FOR DOWNTOWN GRAND RAPIDS?

AND THE RIVER CORRIDOR?

JULY, 2015

INTRODUCTION

STUDY AREA



RAIL

HIGHWAY

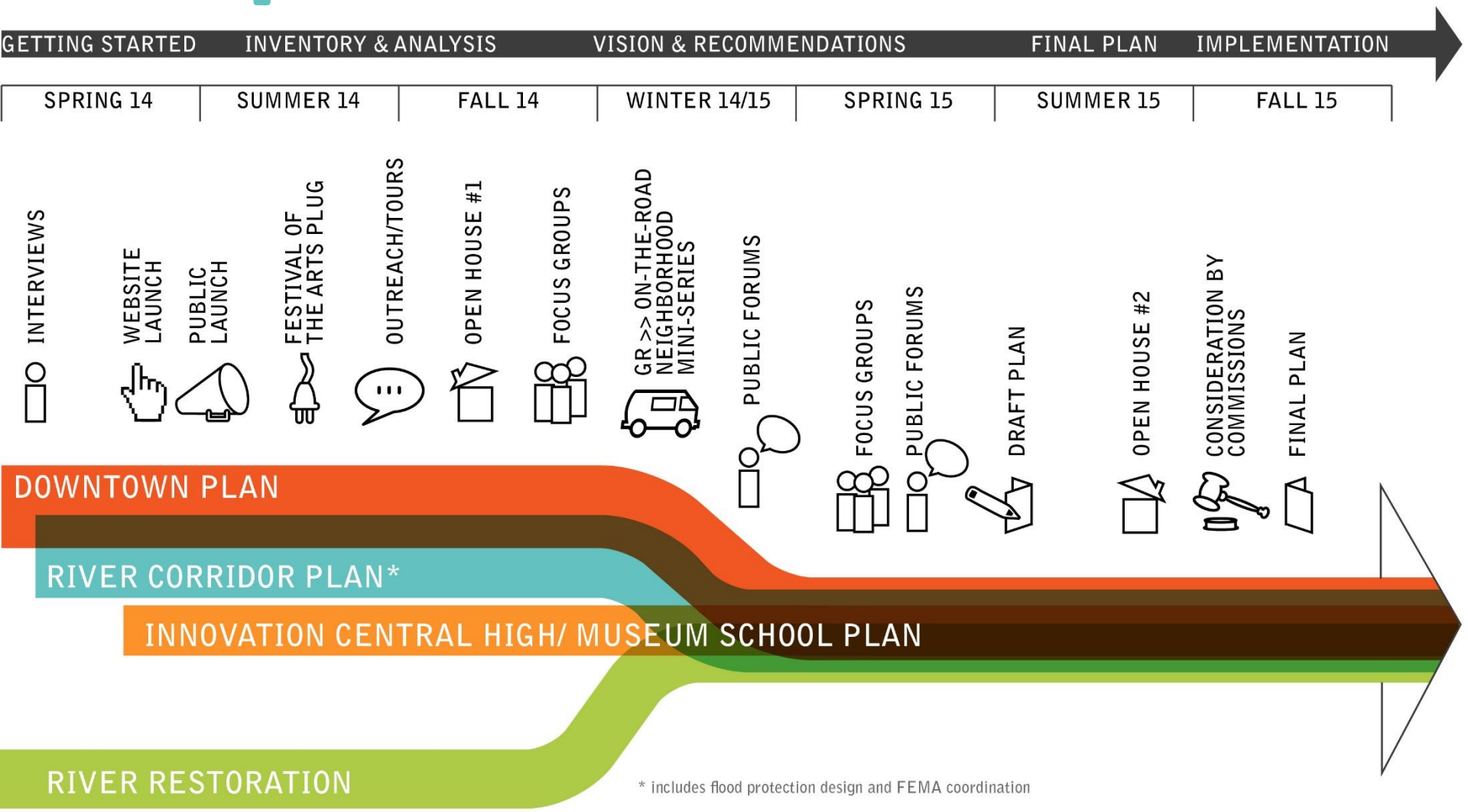
STREETS

CITY / TOWN BORDER

RIVER STUDY AREA

DOWNTOWN STUDY AREA

the process



Over 3,600 people engaged



450+ attendees



94 presentations


Concerts
Movies
Literature
* More community things


FOOD TRUCKS!


Turn up the Volume on EVENTS!


More Activities on the Westside!!

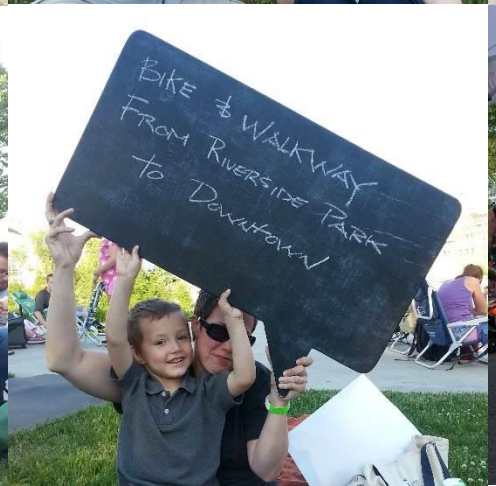

More Public Art!!!


More Riverside Restaurants!


Dirt running trails
#grFwd

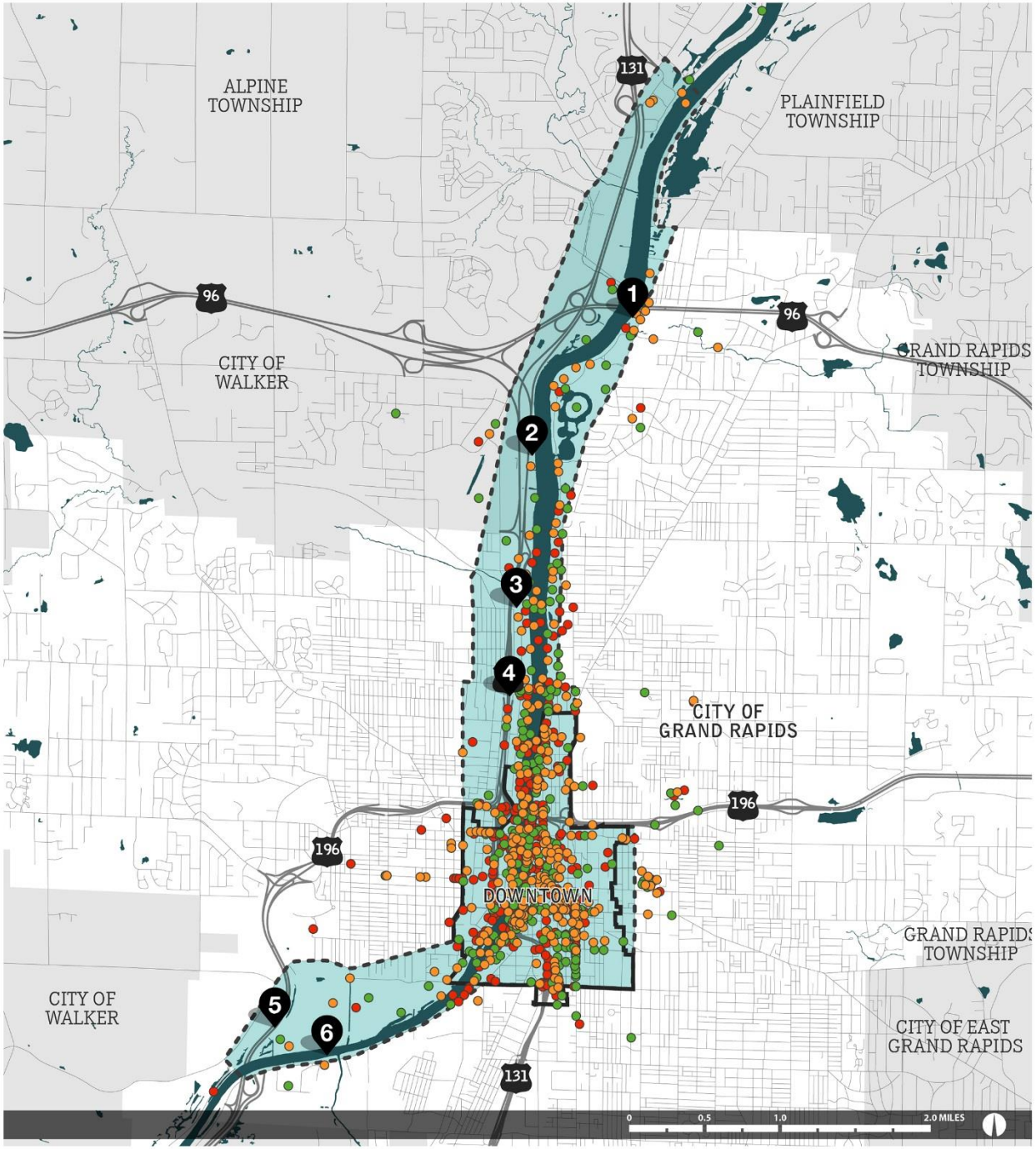

Standard Chartered
MAKE GRAND RAPIDS MORE BICYCLE FRIENDLY


KAYAK/SUP RENTAL


BIKE & WALKWAY FROM RIVERSIDE PARK TO DOWNTOWN


MORE WINTER ACTIVITIES!


wngr.org
More Shopping



IDEA. INSIGHT. BARRIER

1

"Boathouse for rowing, kayaking, and canoing, accessible to White Pine Trail and Veterans Home."

2

"The Grand near Riverside Park is a top 5 location for boating in the country. Grand Rapids is on shortlist for National Masters Championships. City could easily host an event."

3

"The west edge of the river must be public space - should connect to West Side neighborhoods."

4

"Extend river promenade on west bank up to Leonard. Develop a mixed-use urban village of destination retail, restaurants, and entertainment that faces the river."

5

"Combine Millennium Park with Butterworth Landfill to create a huge urban nature preserve."

6

"This part of Market connects to the Kent Trails but is currently dangerous for bikes and pedestrians."

TODAY - TOMORROW

OPEN HOUSE



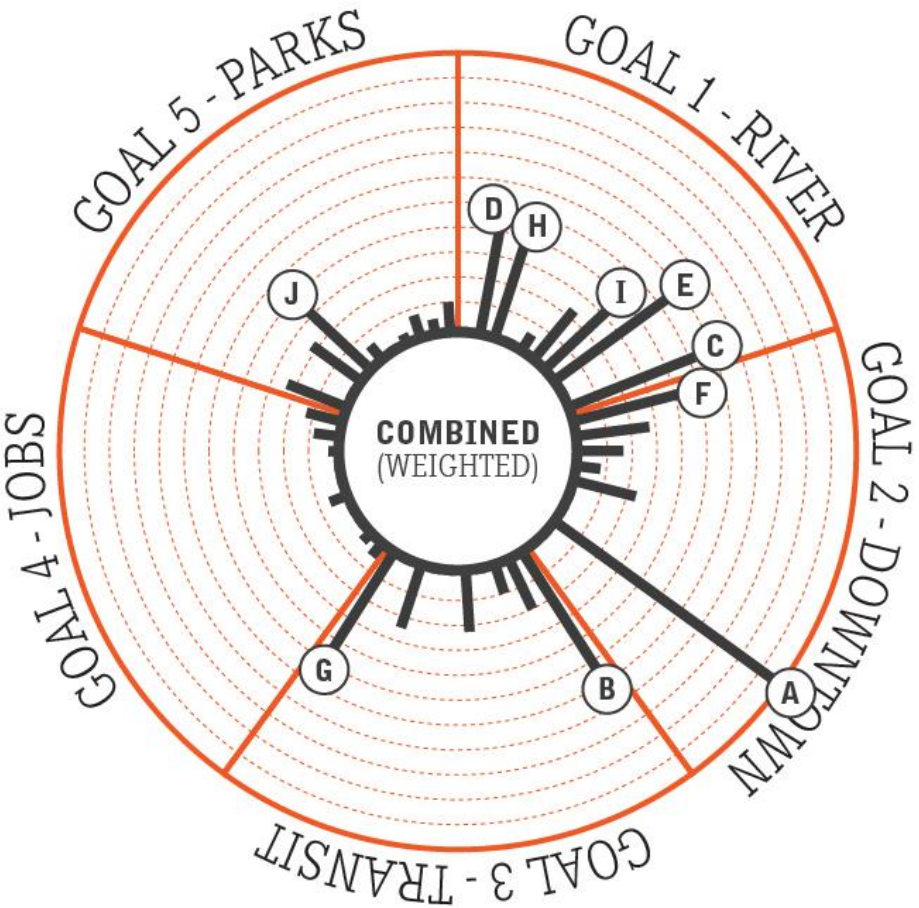
DOWNTOWN TOMORROW

OPEN HOUSE



TOP PRIORITIES

- **A** Concentrate retail and close the retail services gap
- **B** Provide more transportation choices
- **C** Enhance the ecology and expand the habitat of the River
- **D** Provide access to the river to allow activities within the river
- **E** Create a continuous river trail on both sides of the River
- **F** Support initiatives that bring new residents Downtown
- **G** Improve regional connections to Downtown
- **H** Balance open space with new mixed use development on the River corridor
- **I** Improve east-west streets as boulevards that connect neighborhoods to the River
- **J** Expand arts and cultural events and temporary programming

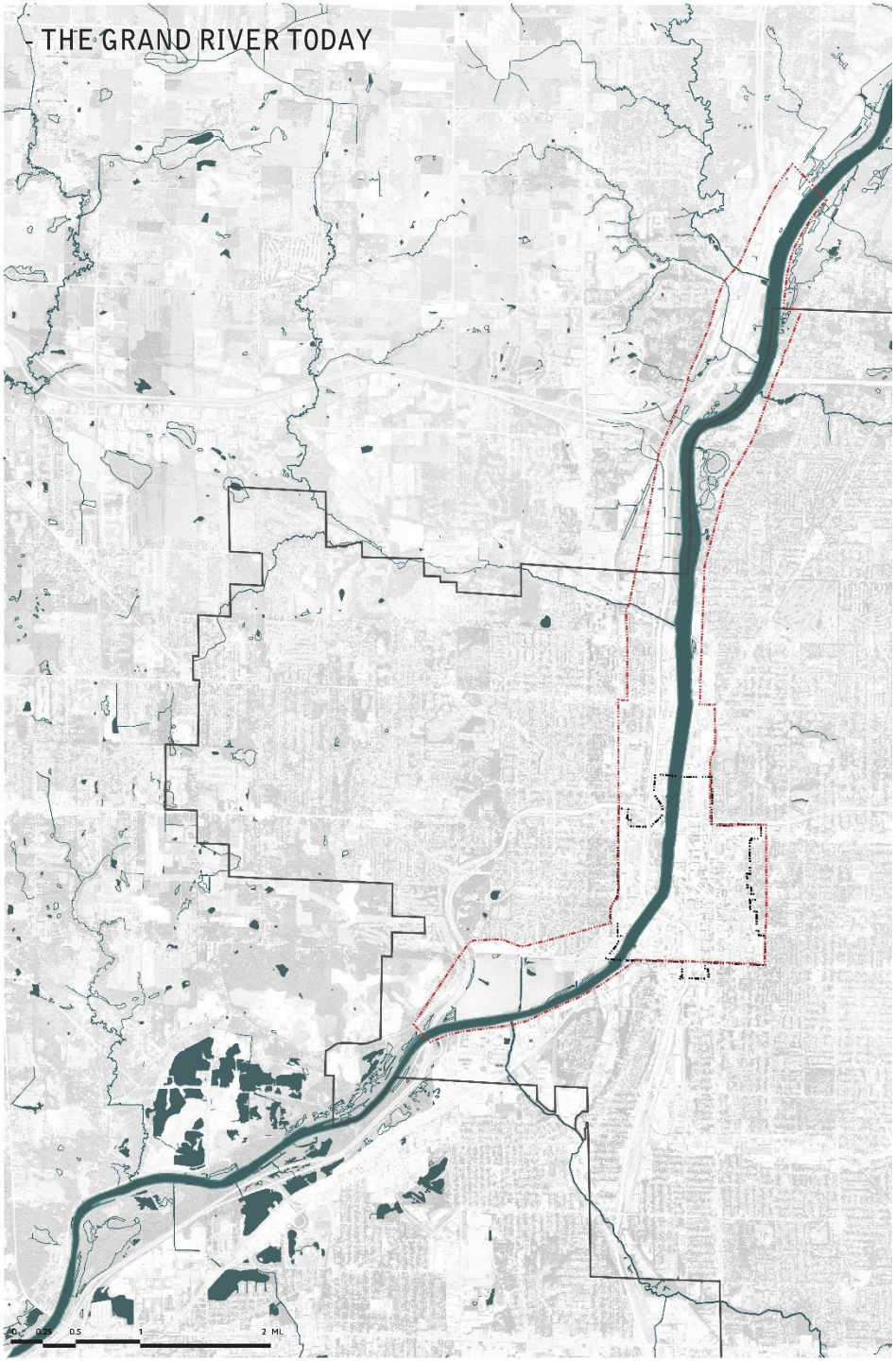


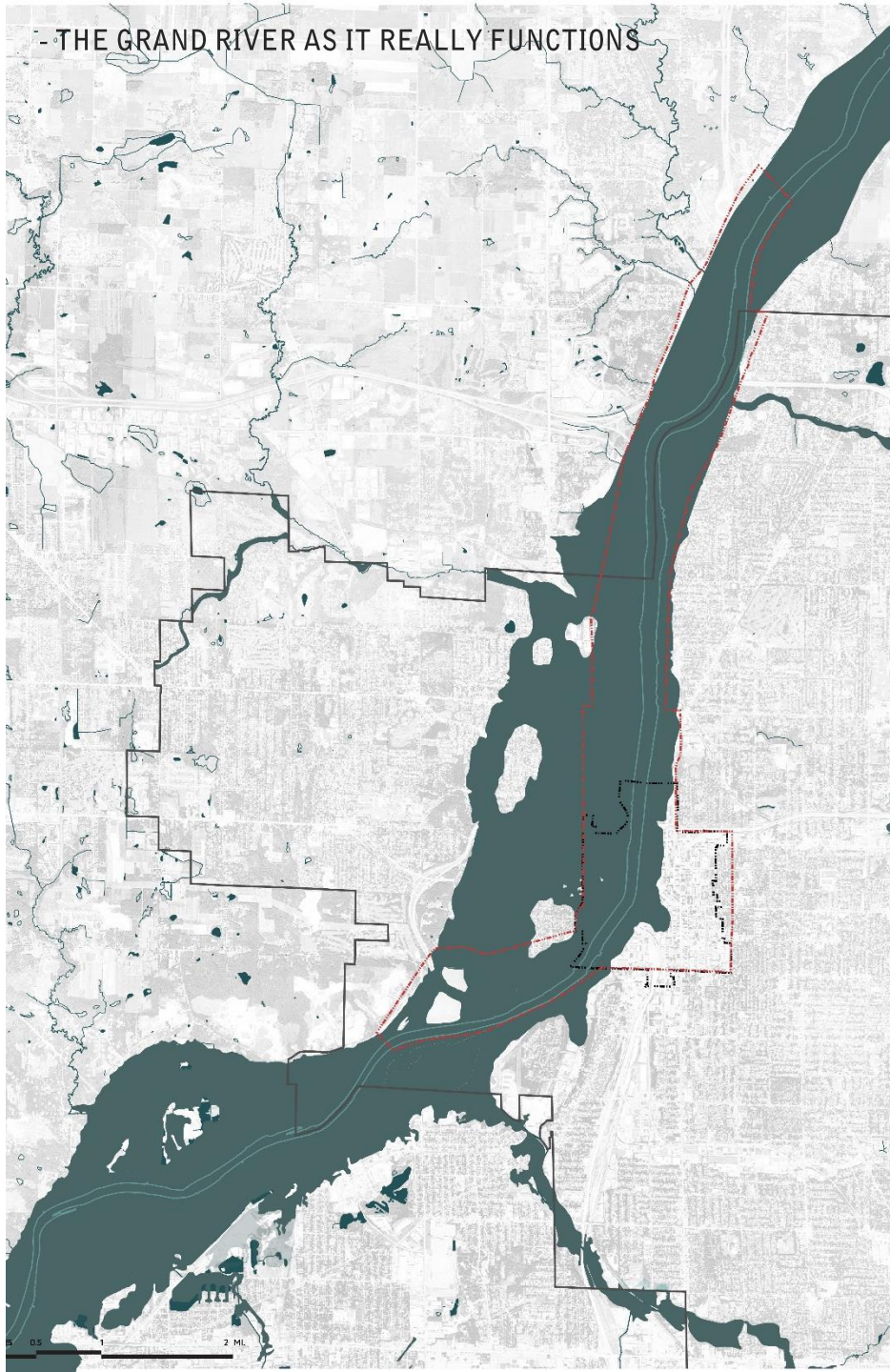
VISION >>

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 Rapidians.

GOAL 1

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


- THE GRAND RIVER TODAY
0
0.25
0.5
1
2 MI.


- THE GRAND RIVER AS IT REALLY FUNCTIONS
0.5
0.5
1
2 MI.

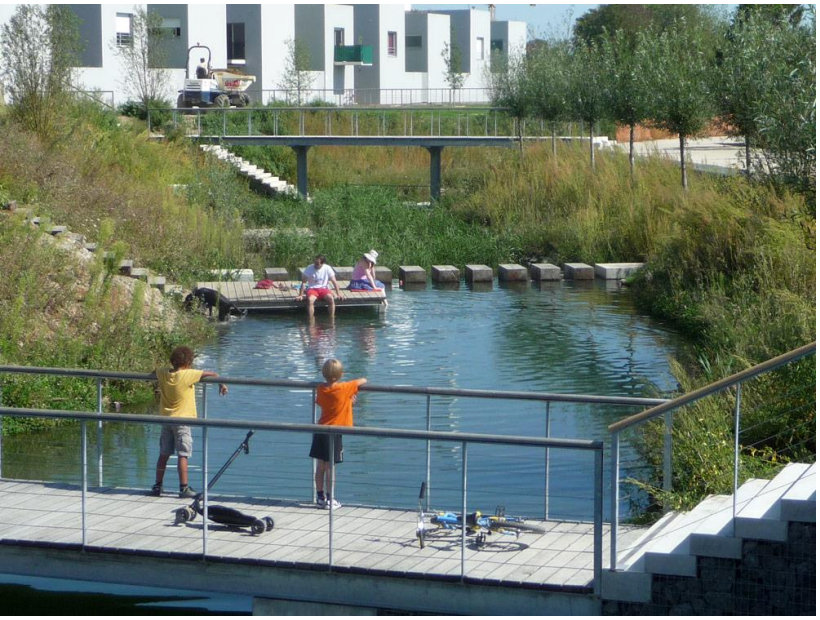


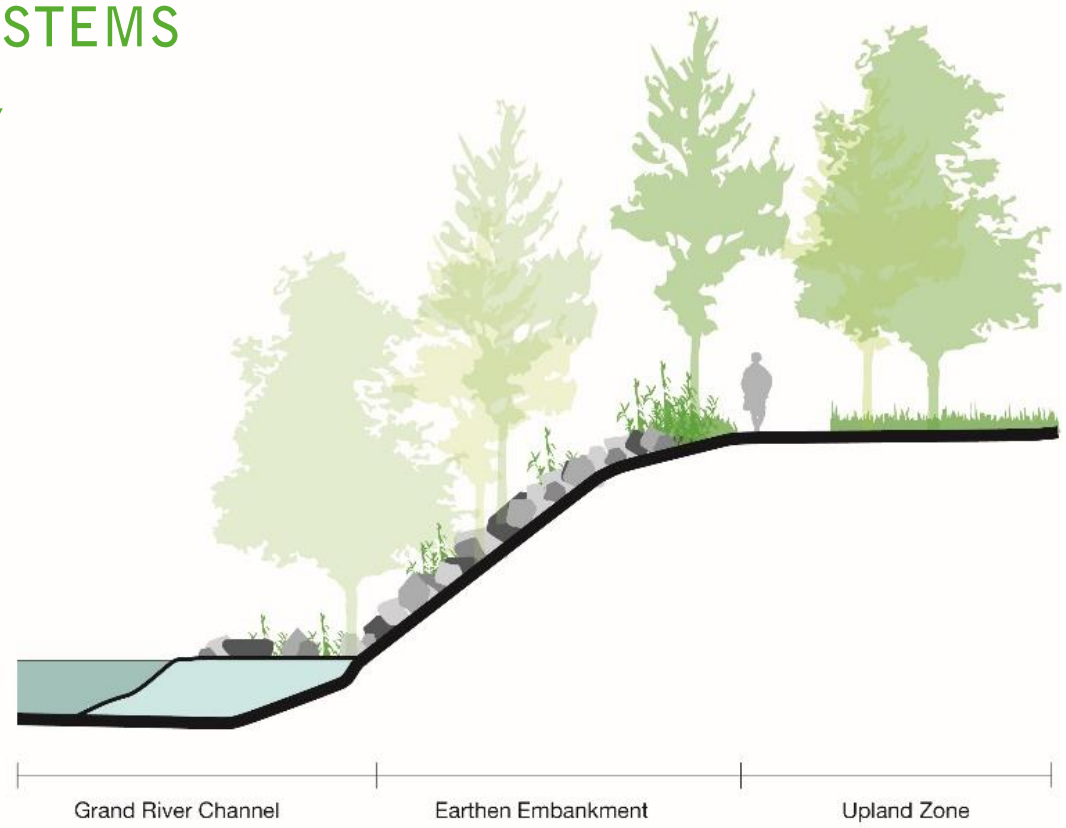



MC0893LN

INTEGRATE ART, EDUCATION, INFRASTRUCTURE & ECOLOGY

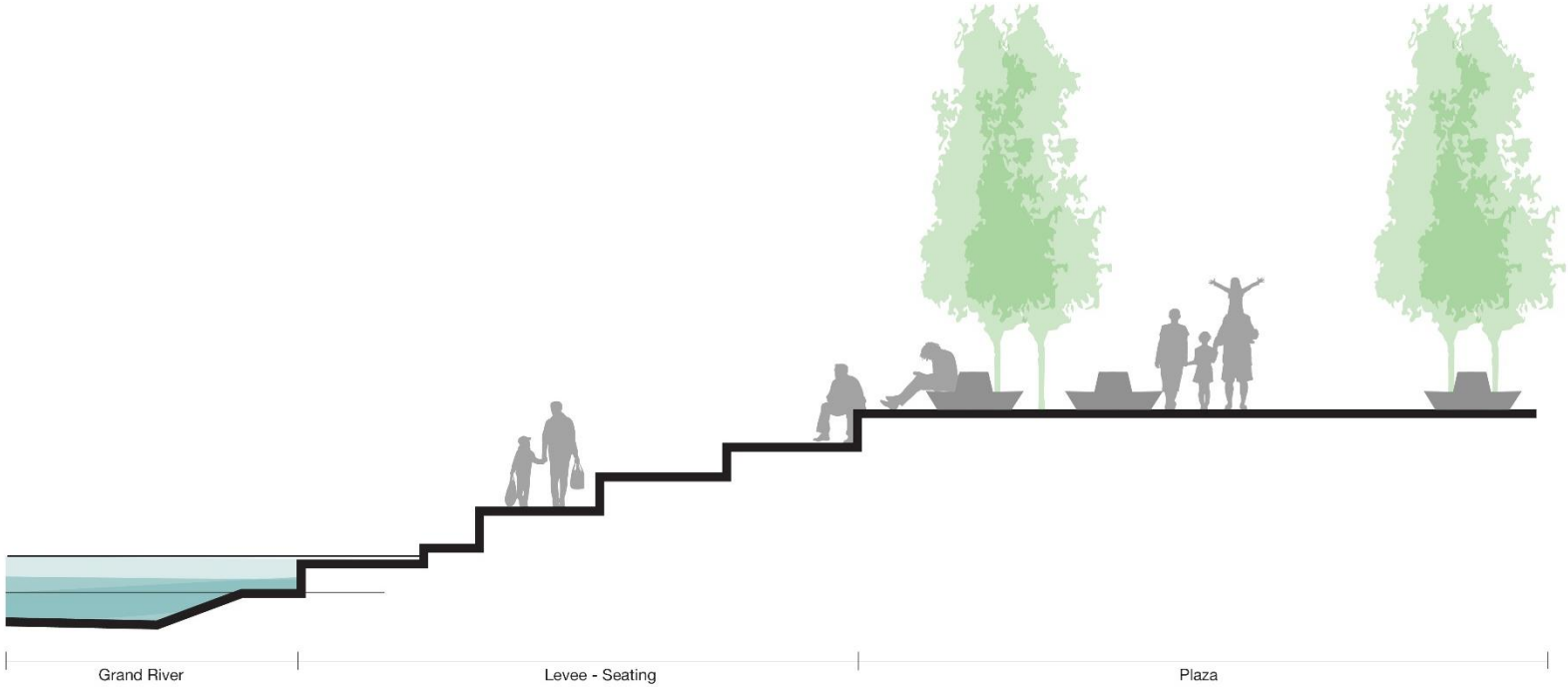
- CREATE VARIED INFRASTRUCTURE TO NOT ONLY PROTECT, BUT ENHANCE AND AMENITIZE THE RIVER
- ENHANCE ECOLOGICAL SYSTEMS
- IMPROVE WATER QUALITY



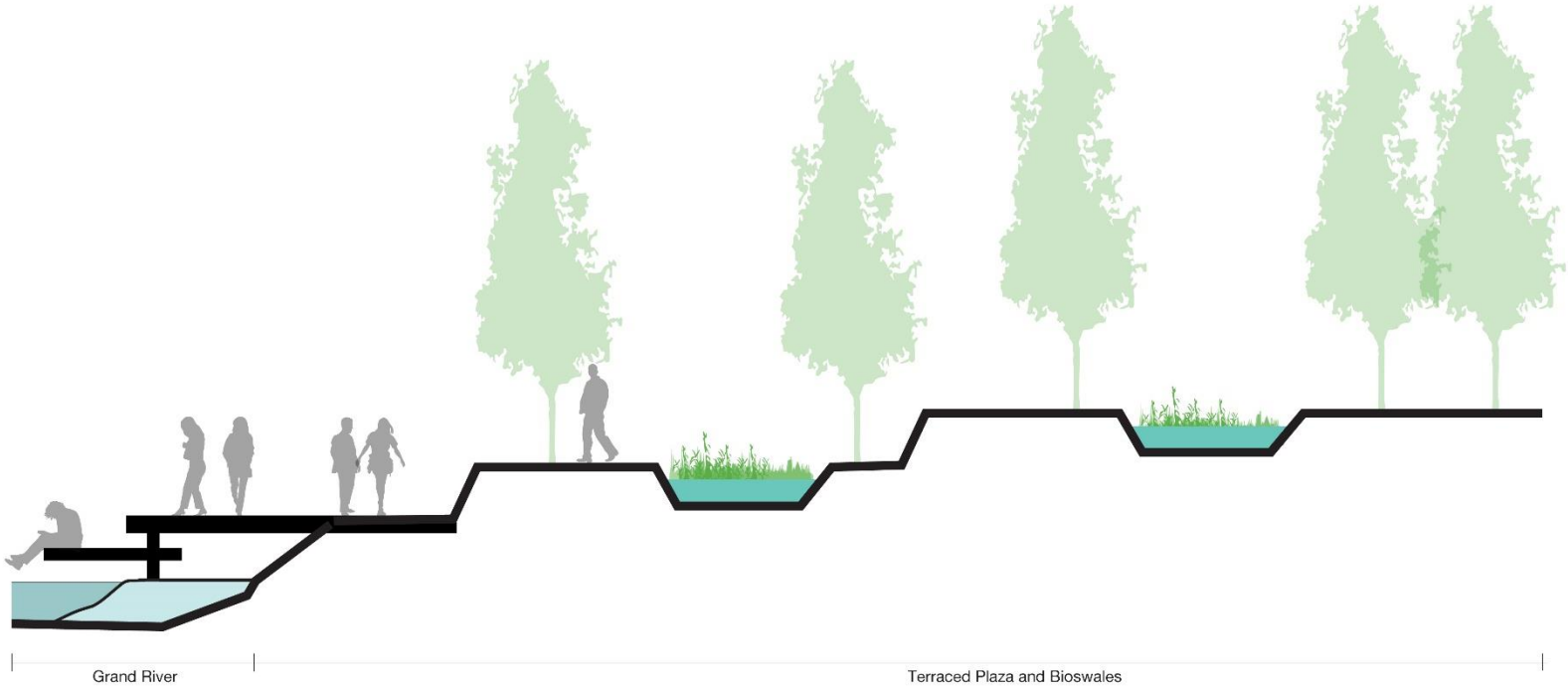


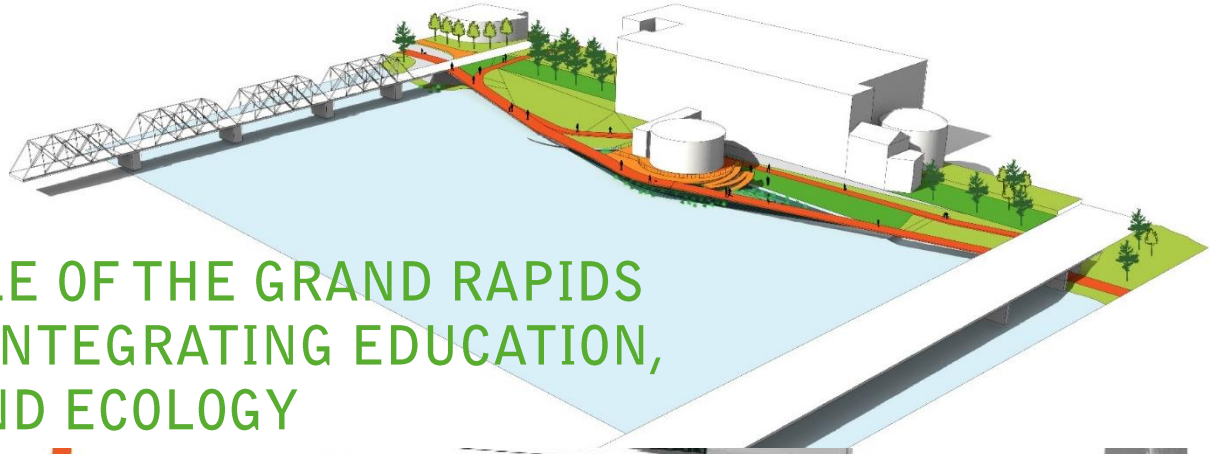
> vegetated berm

> terraced flood wall

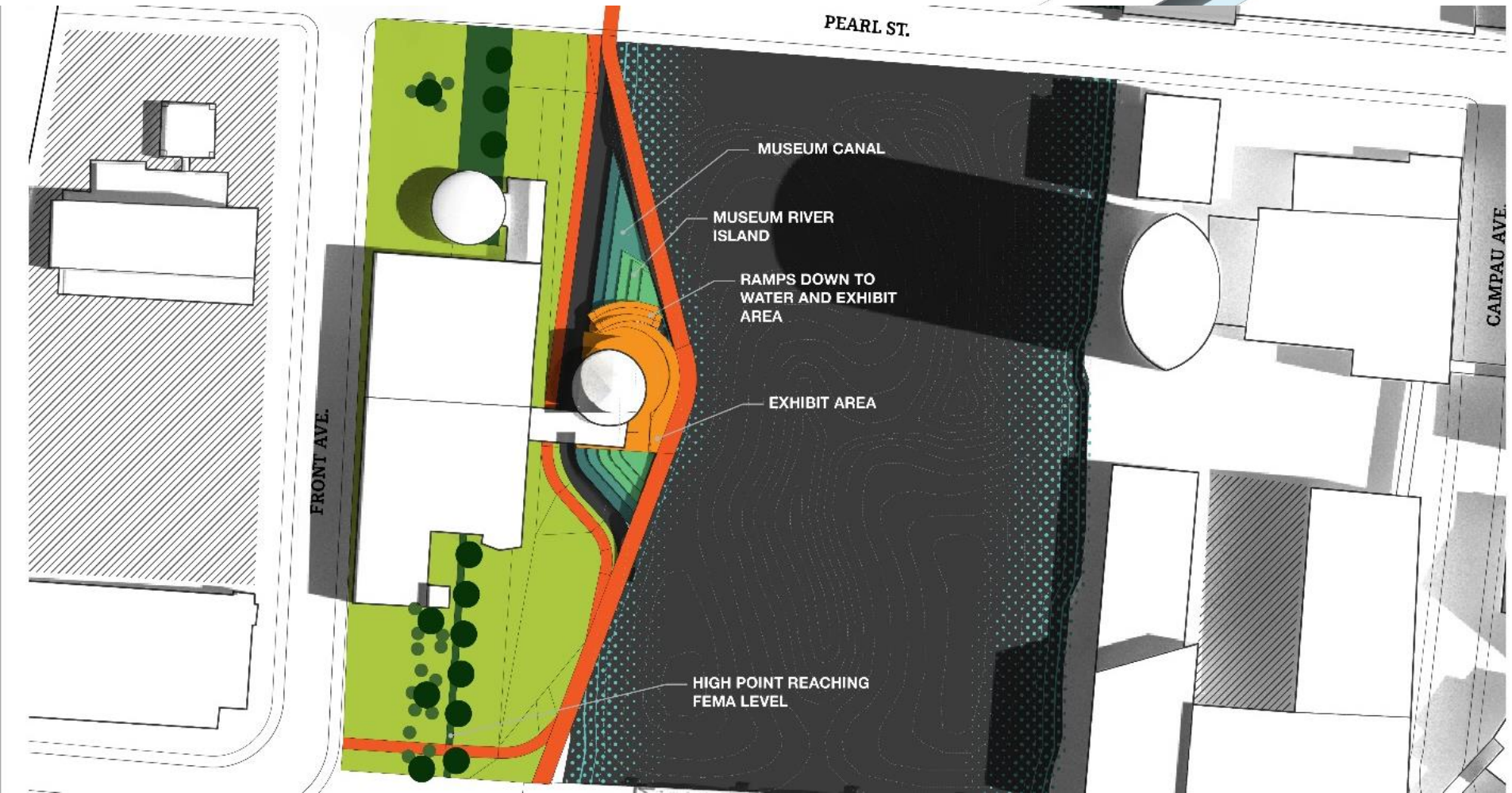


> terraced wetland



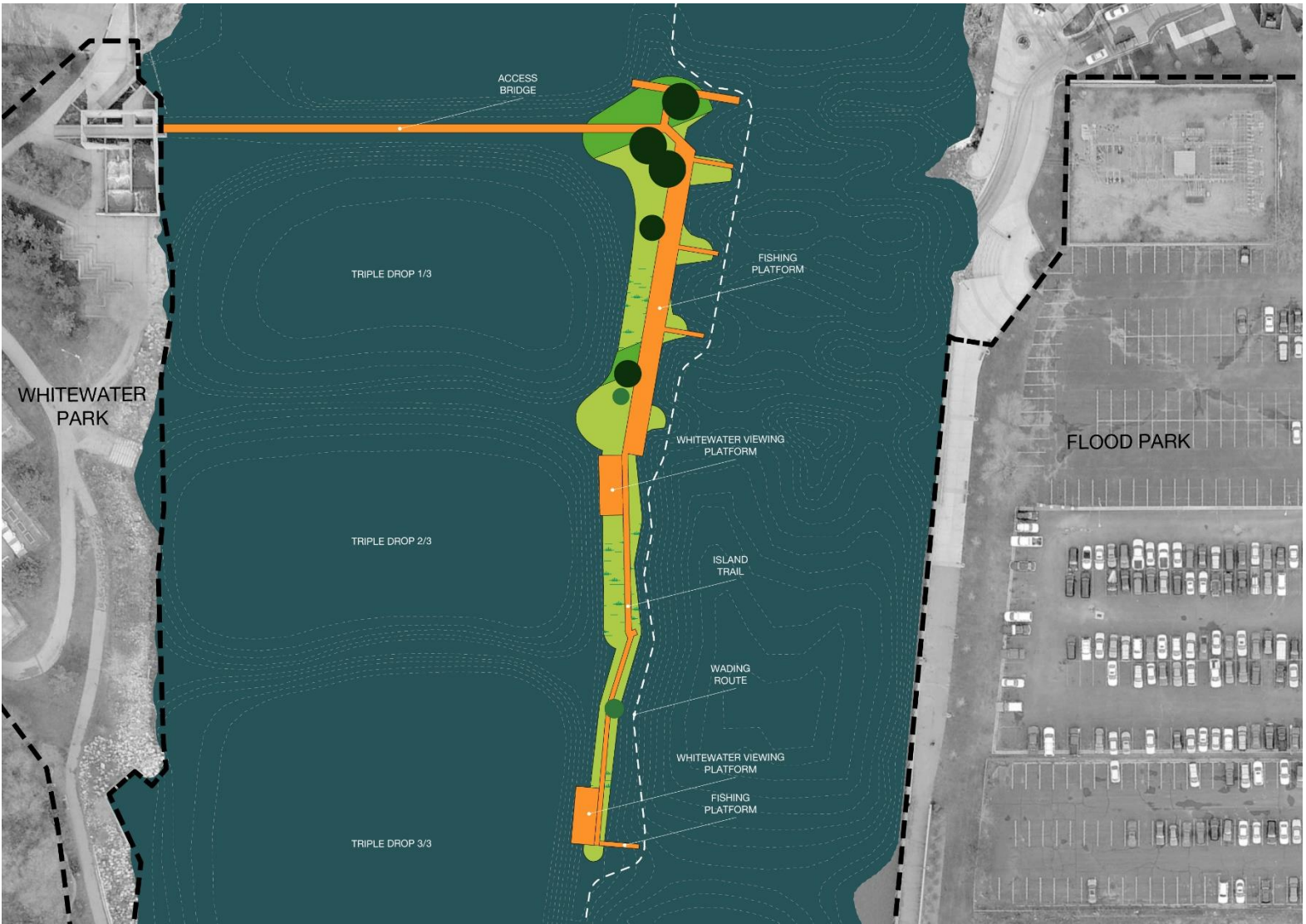


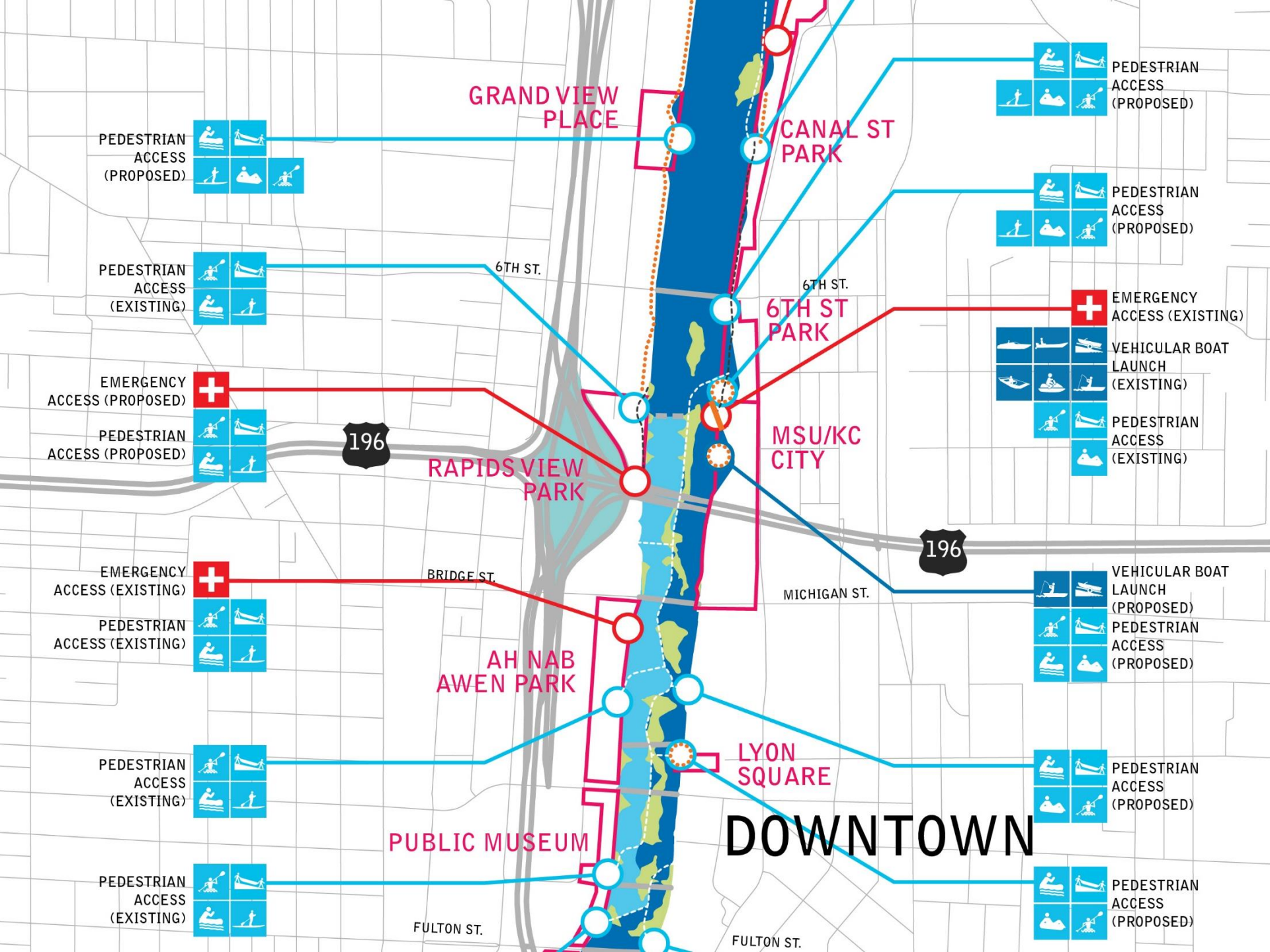
FOLLOW THE EXAMPLE OF THE GRAND RAPIDS PUBLIC MUSEUM IN INTEGRATING EDUCATION, INFRASTRUCTURE, AND ECOLOGY



REINFORCE THE GRAND RAPIDS WHITEWATER INITIATIVE

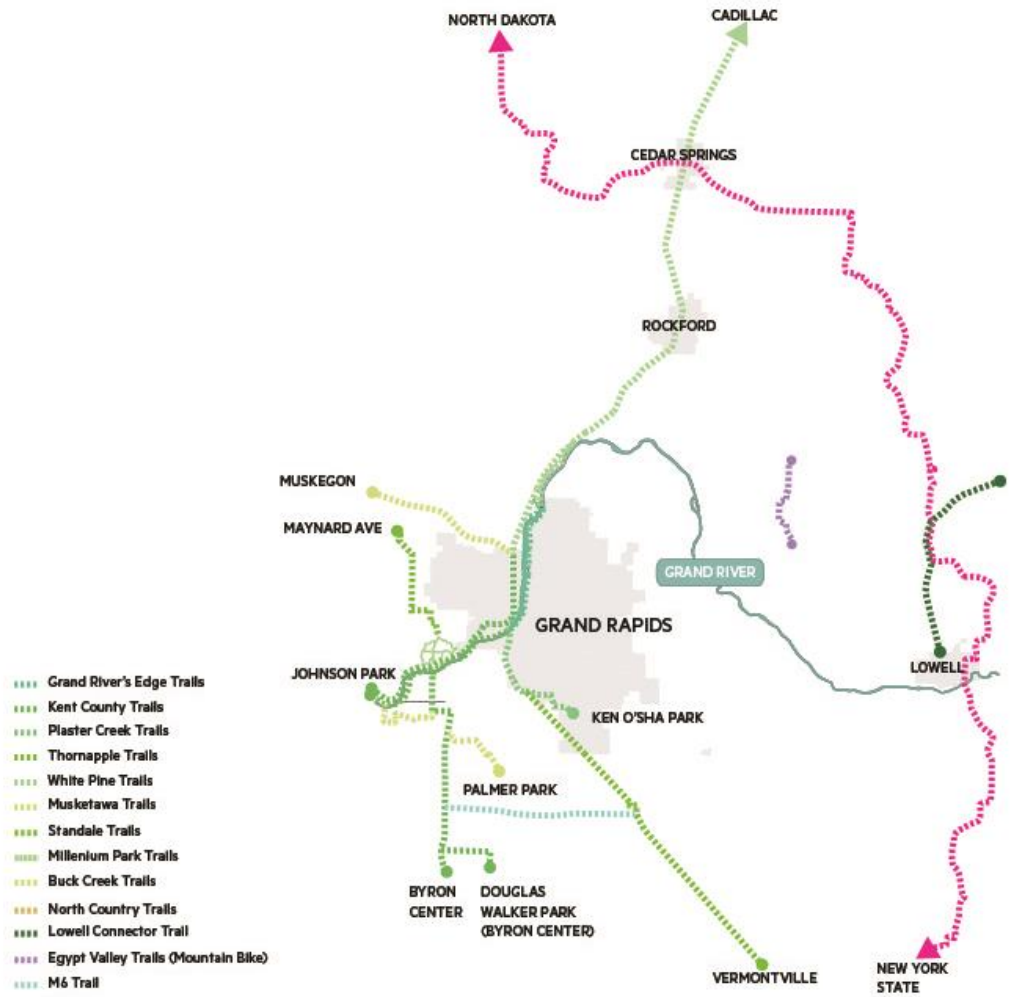
>> PARK ISLAND




GRAND VIEW PLACE
CANAL ST PARK
6TH ST PARK
MSU/KC CITY
RAPIDS VIEW PARK
AH NAB AWEN PARK
LYON SQUARE
PUBLIC MUSEUM
DOWNTOWN
6TH ST.
6TH ST.
BRIDGE ST.
MICHIGAN ST.
FULTON ST.
FULTON ST.
196
196
PEDESTRIAN ACCESS (PROPOSED)
PEDESTRIAN ACCESS (PROPOSED)
PEDESTRIAN ACCESS (PROPOSED)
PEDESTRIAN ACCESS (EXISTING)
EMERGENCY ACCESS (EXISTING)
VEHICULAR BOAT LAUNCH (EXISTING)
PEDESTRIAN ACCESS (EXISTING)
EMERGENCY ACCESS (PROPOSED)
PEDESTRIAN ACCESS (PROPOSED)
EMERGENCY ACCESS (EXISTING)
PEDESTRIAN ACCESS (EXISTING)
VEHICULAR BOAT LAUNCH (PROPOSED)
PEDESTRIAN ACCESS (PROPOSED)
PEDESTRIAN ACCESS (EXISTING)
PEDESTRIAN ACCESS (PROPOSED)
PEDESTRIAN ACCESS (EXISTING)
PEDESTRIAN ACCESS (PROPOSED)

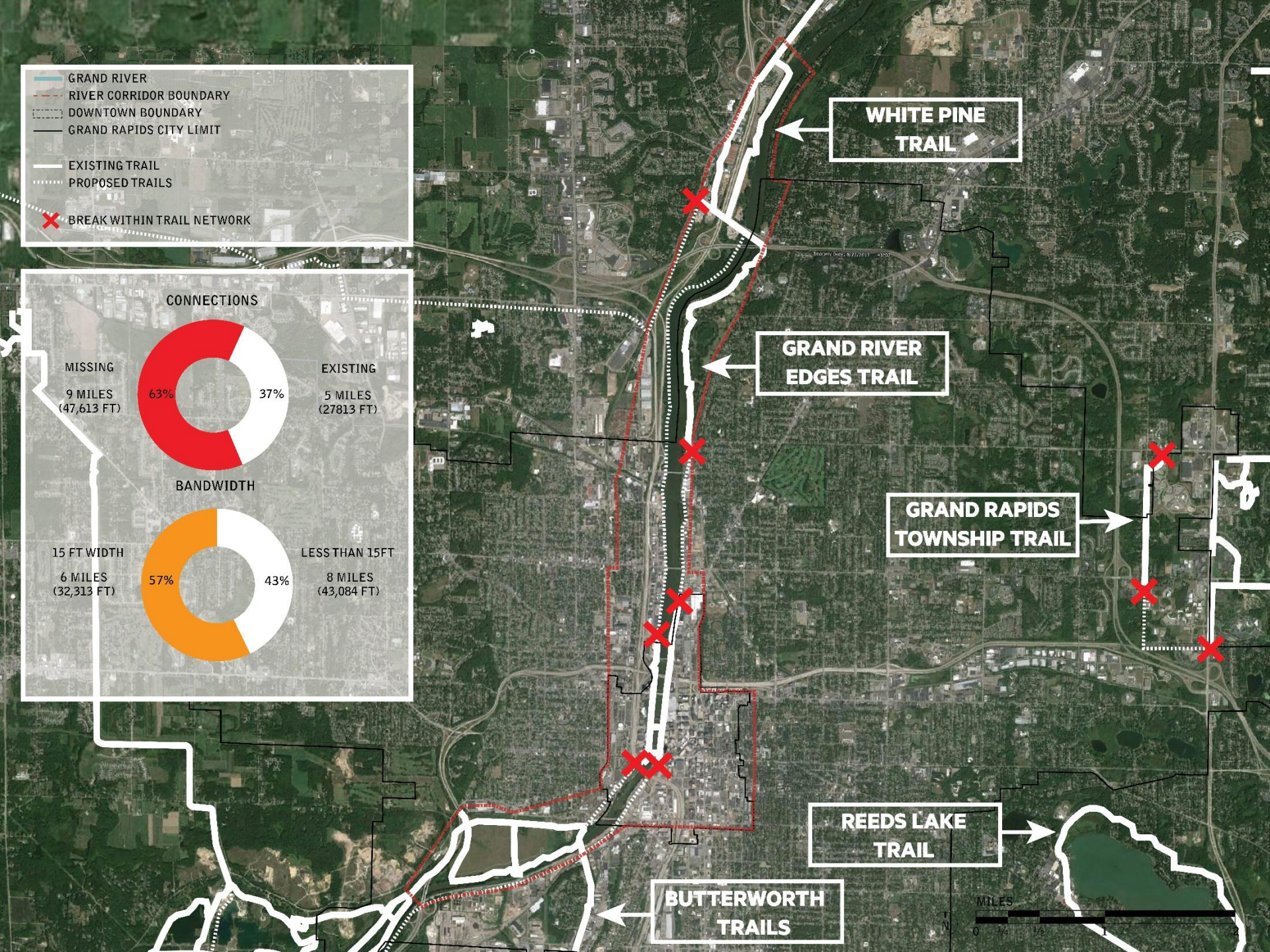
ESTABLISH GRAND RAPIDS AS THE HUB IN A REGIONAL TRAIL SYSTEM

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

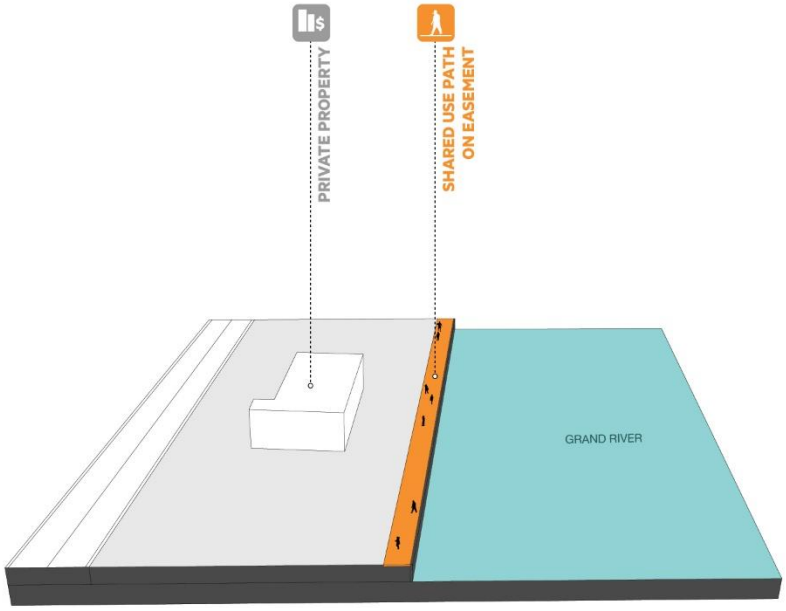




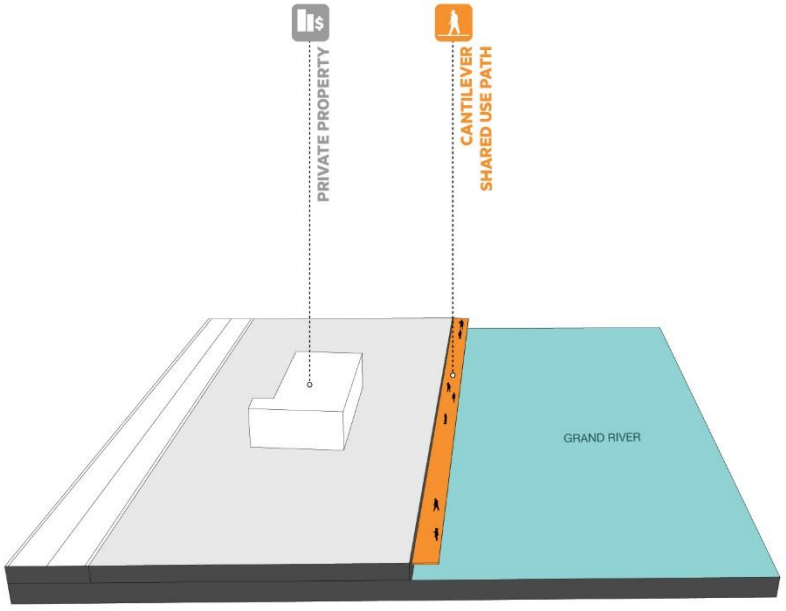



GRAND RIVER
RIVER CORRIDOR BOUNDARY
DOWNTOWN BOUNDARY
GRAND RAPIDS CITY LIMIT
EXISTING TRAIL
PROPOSED TRAILS
BREAK WITHIN TRAIL NETWORK
CONNECTIONS
MISSING
9 MILES
(47,613 FT)
63%
37%
EXISTING
5 MILES
(27813 FT)
BANDWIDTH
15 FT WIDTH
6 MILES
(32,313 FT)
57%
43%
LESS THAN 15FT
8 MILES
(43,084 FT)
WHITE PINE TRAIL
GRAND RIVER EDGES TRAIL
GRAND RAPIDS TOWNSHIP TRAIL
REEDS LAKE TRAIL
BUTTERWORTH TRAILS
MILES
0
1/4
1/2

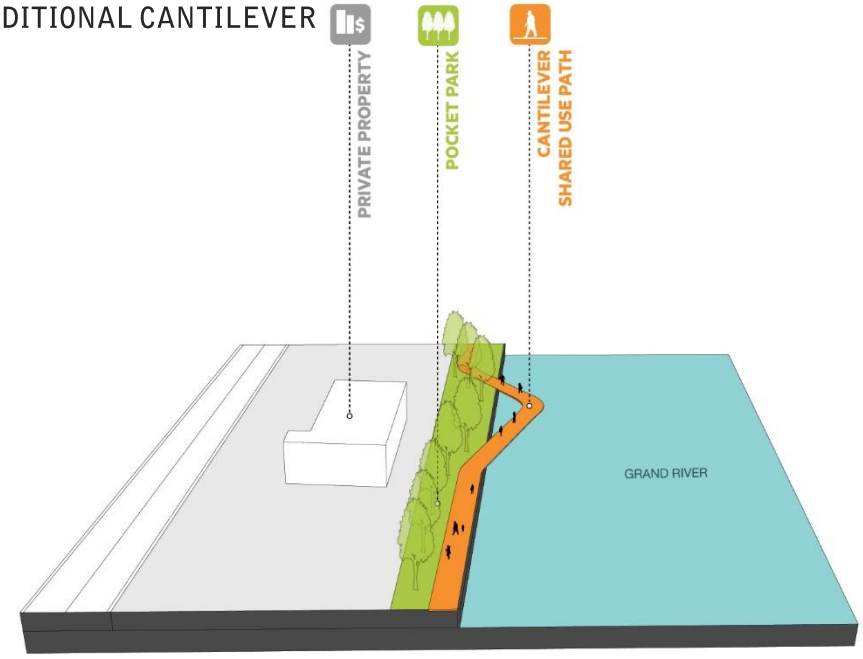
- TRAIL WITHIN EASEMENT



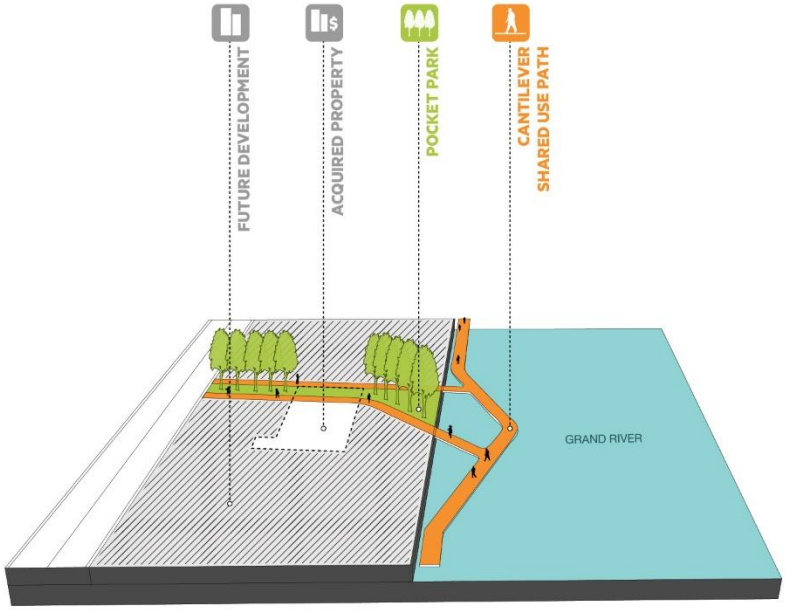
- TRAIL CANTILEVERED OFF FLOOD WALL



- ADDITIONAL CANTILEVER



- PROPERTY ACQUISITION

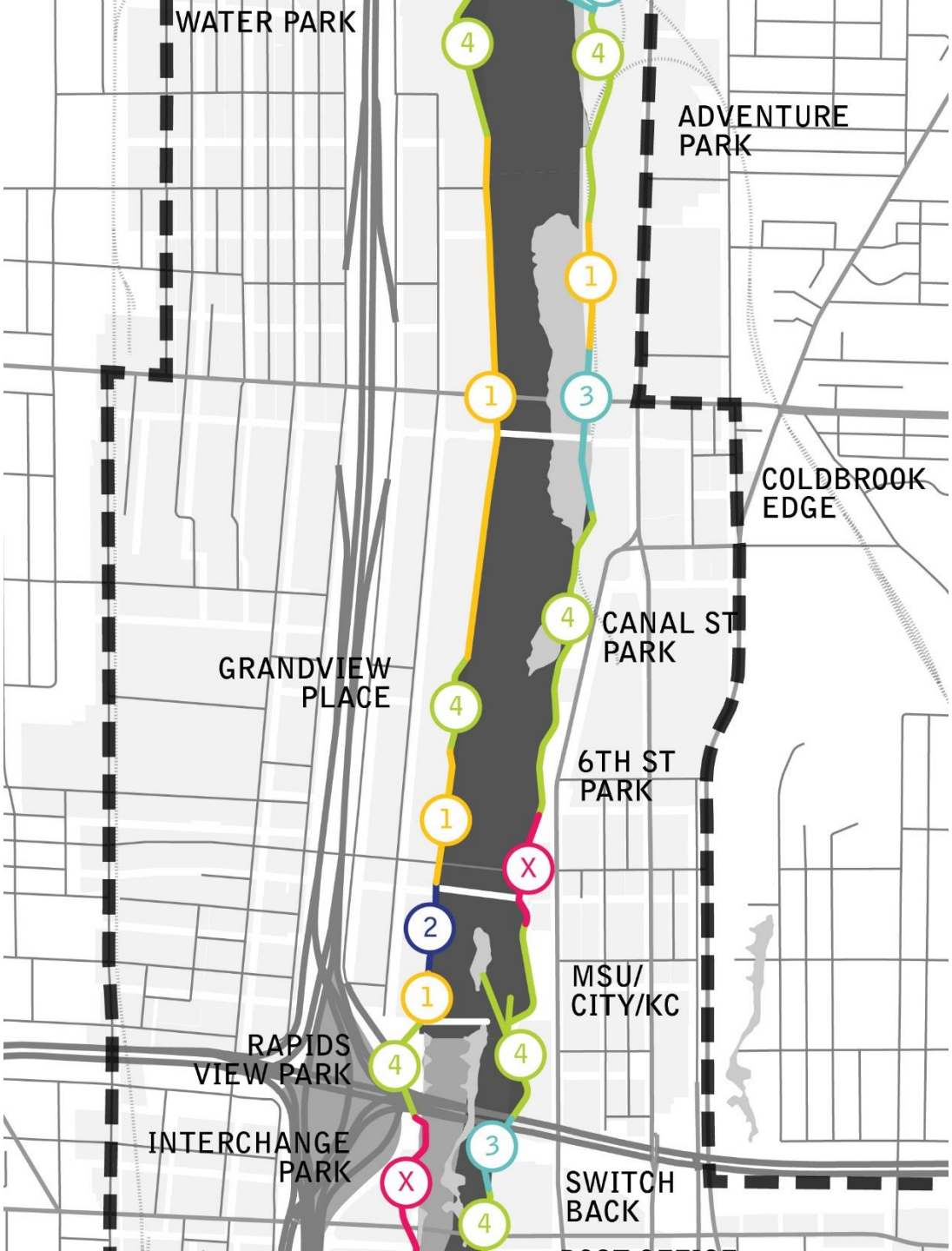


TRAIL TYPES

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

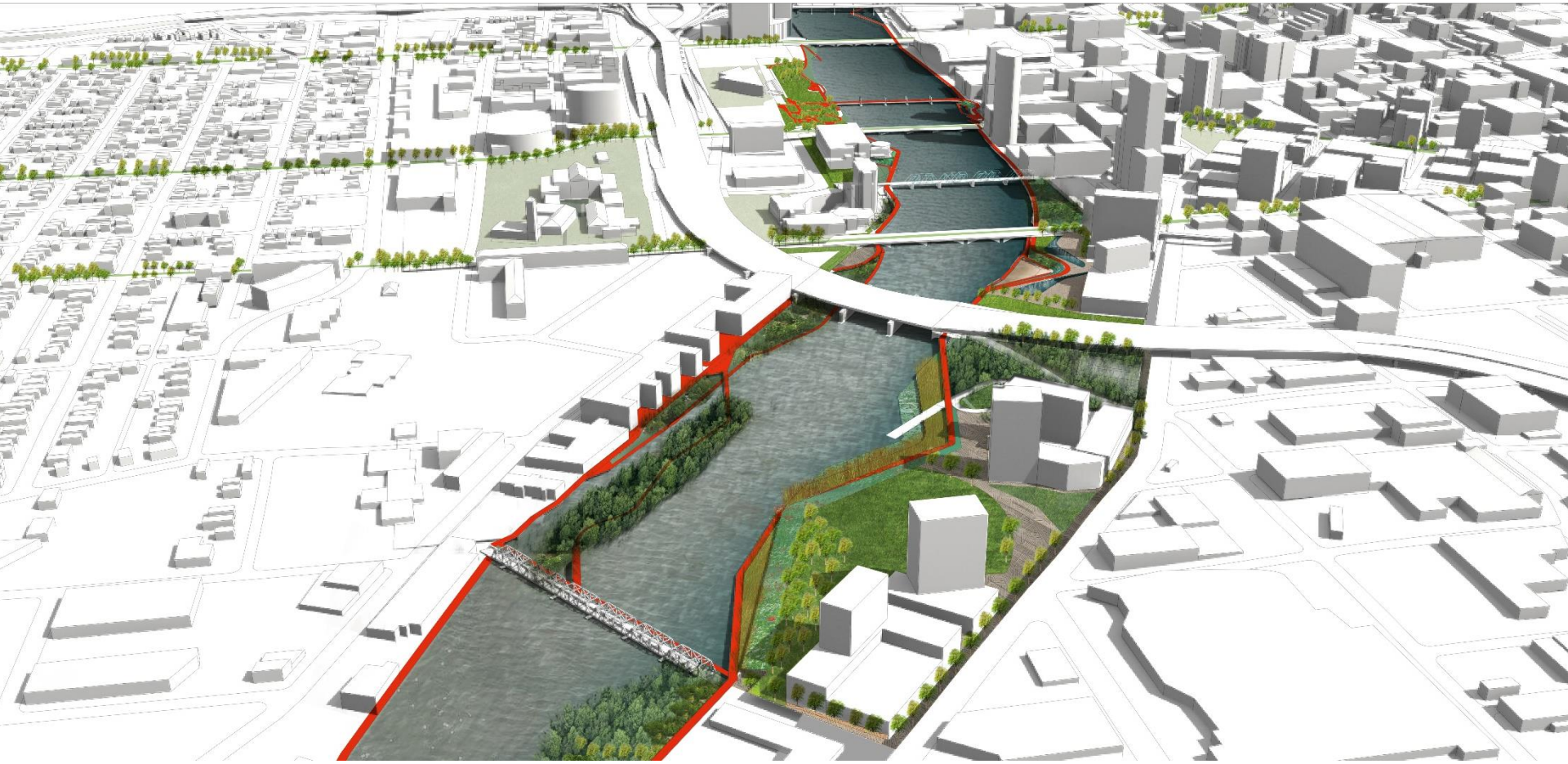






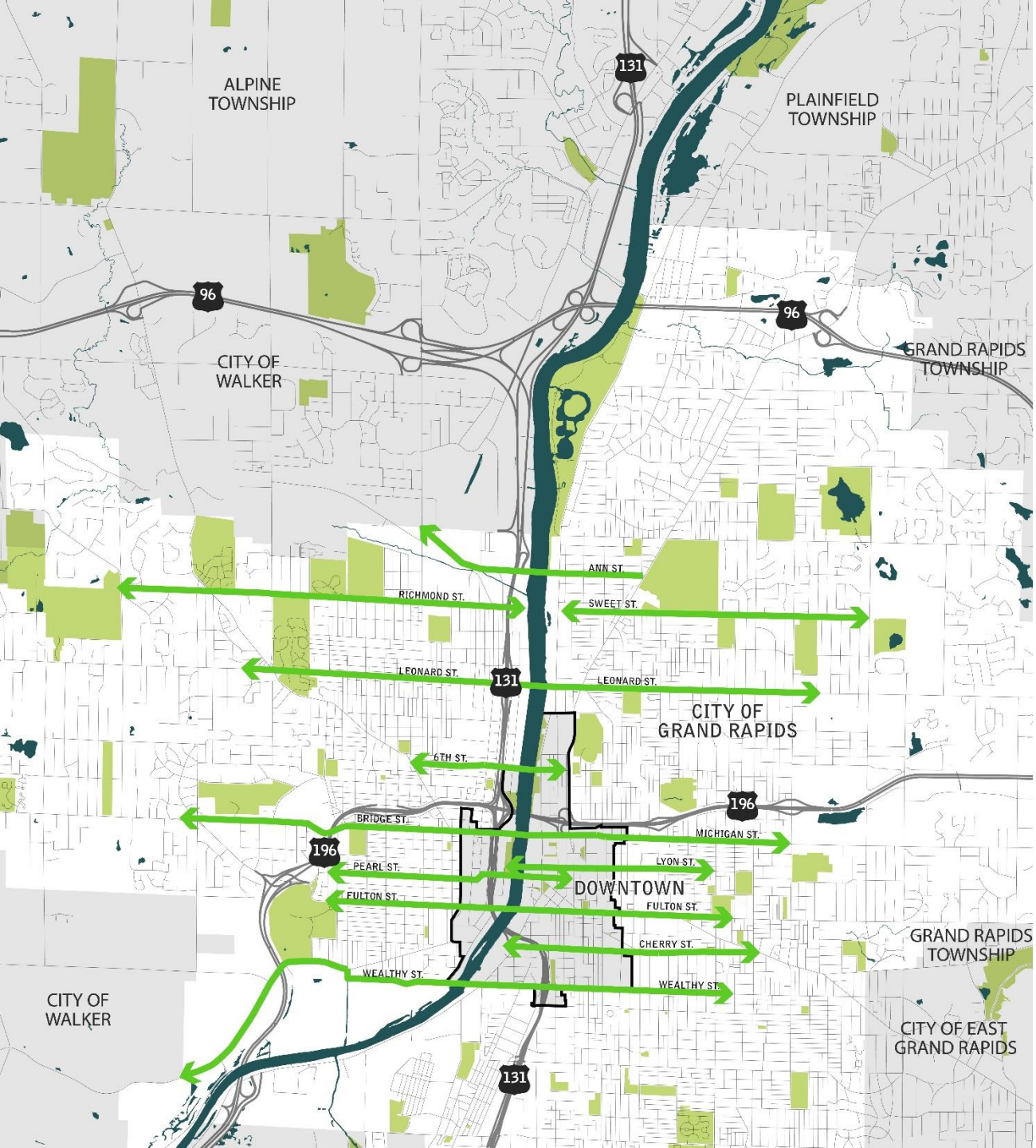






ENHANCE NEIGHBORHOOD ACCESS TO THE RIVER

» CREATE A SERIES OF EAST/WEST GREEN CORRIDORS TO CONNECT NEIGHBORHOODS TO THE RIVER



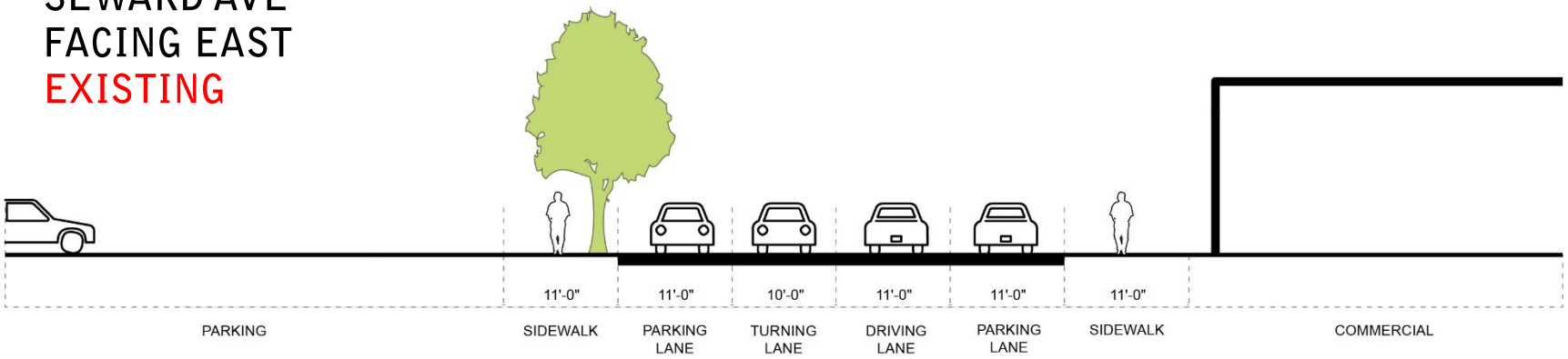
STRATEGY

POTENTIAL GREEN CORRIDORS

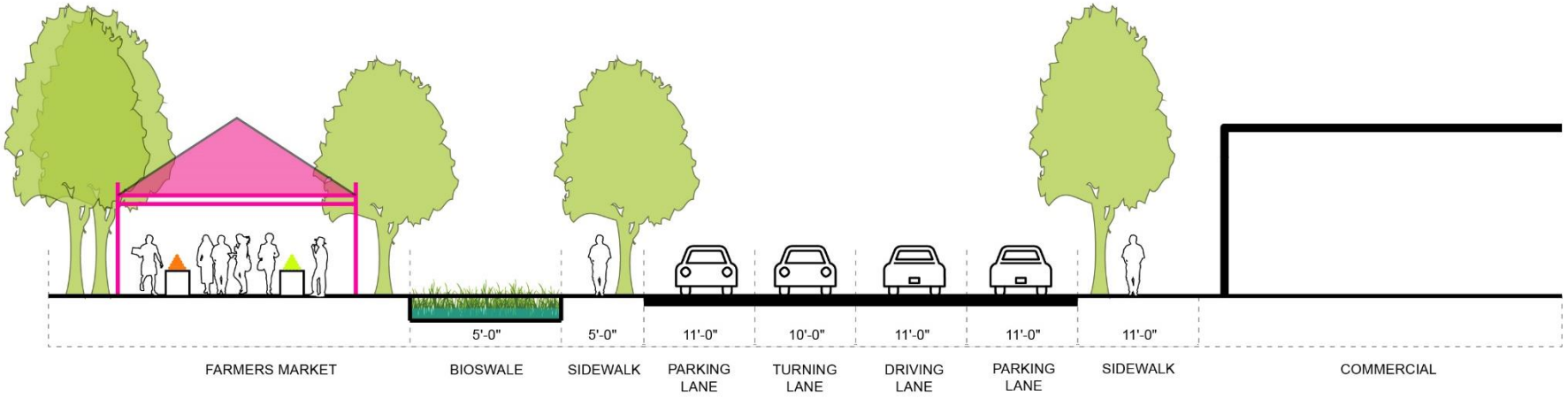
- MAIN EAST-WEST CONNECTIONS
- EXISTING PARKS
- GRAND RIVER

EAST - WEST

BRIDGE STREET AT
SEWARD AVE
FACING EAST
EXISTING

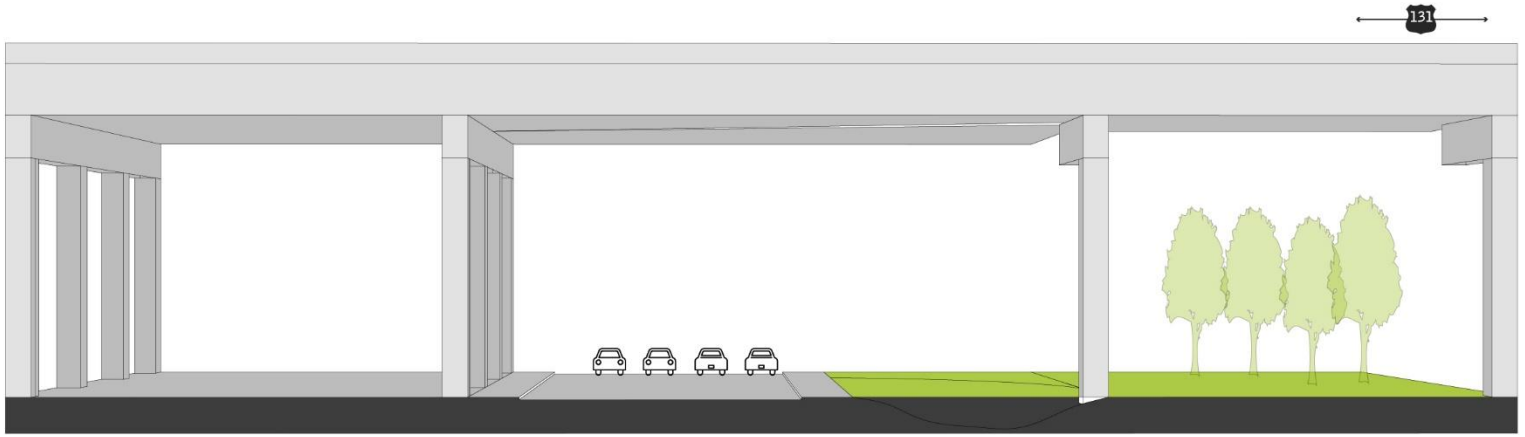


PROPOSED
HEALTHY PEOPLE –
HEALTHY BUSINESS
STREET



GATEWAYS

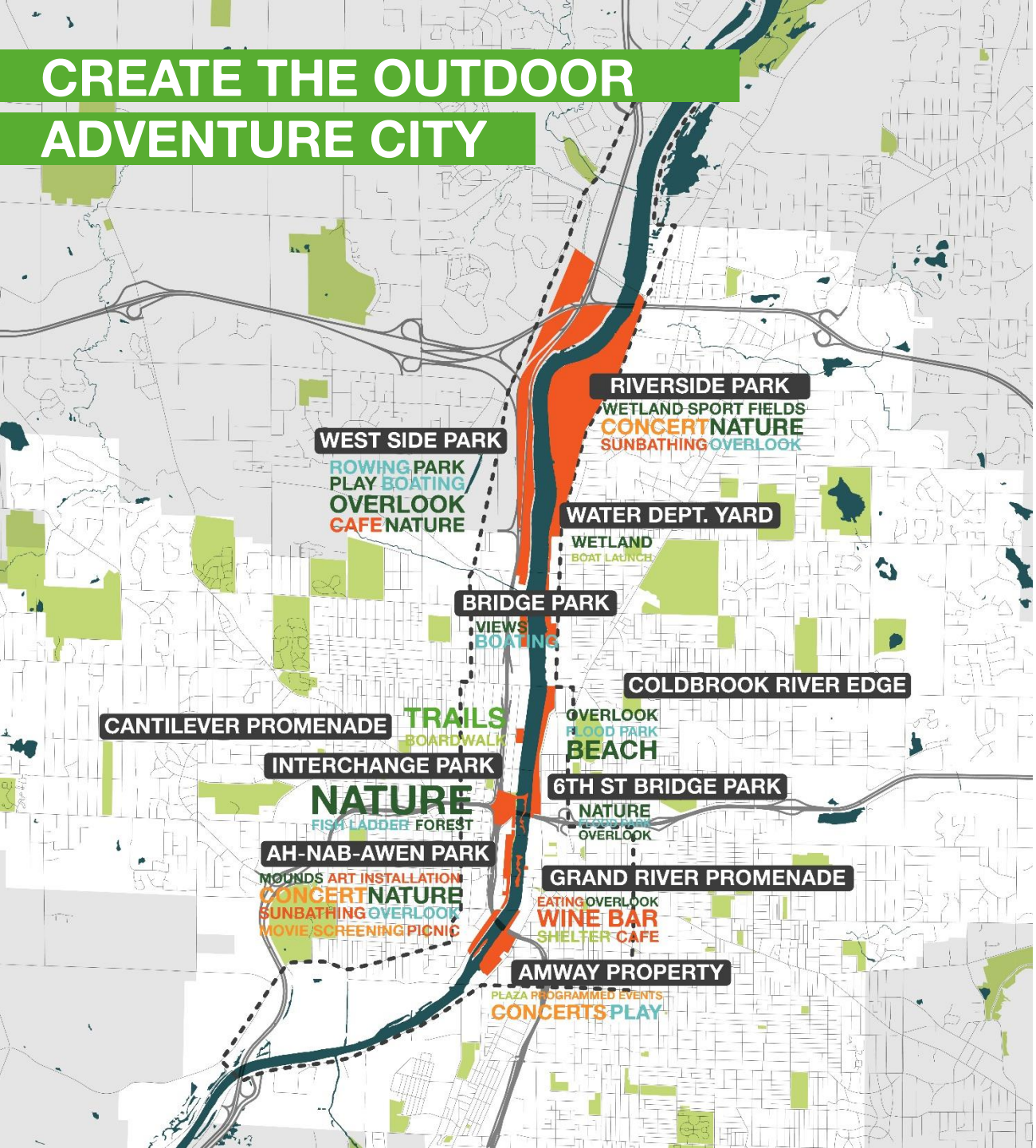
BRIDGE STREET UNDER US-131 – EXISTING



GATEWAYS

BRIDGE STREET – THE BUSINESS/HEALTH STREET



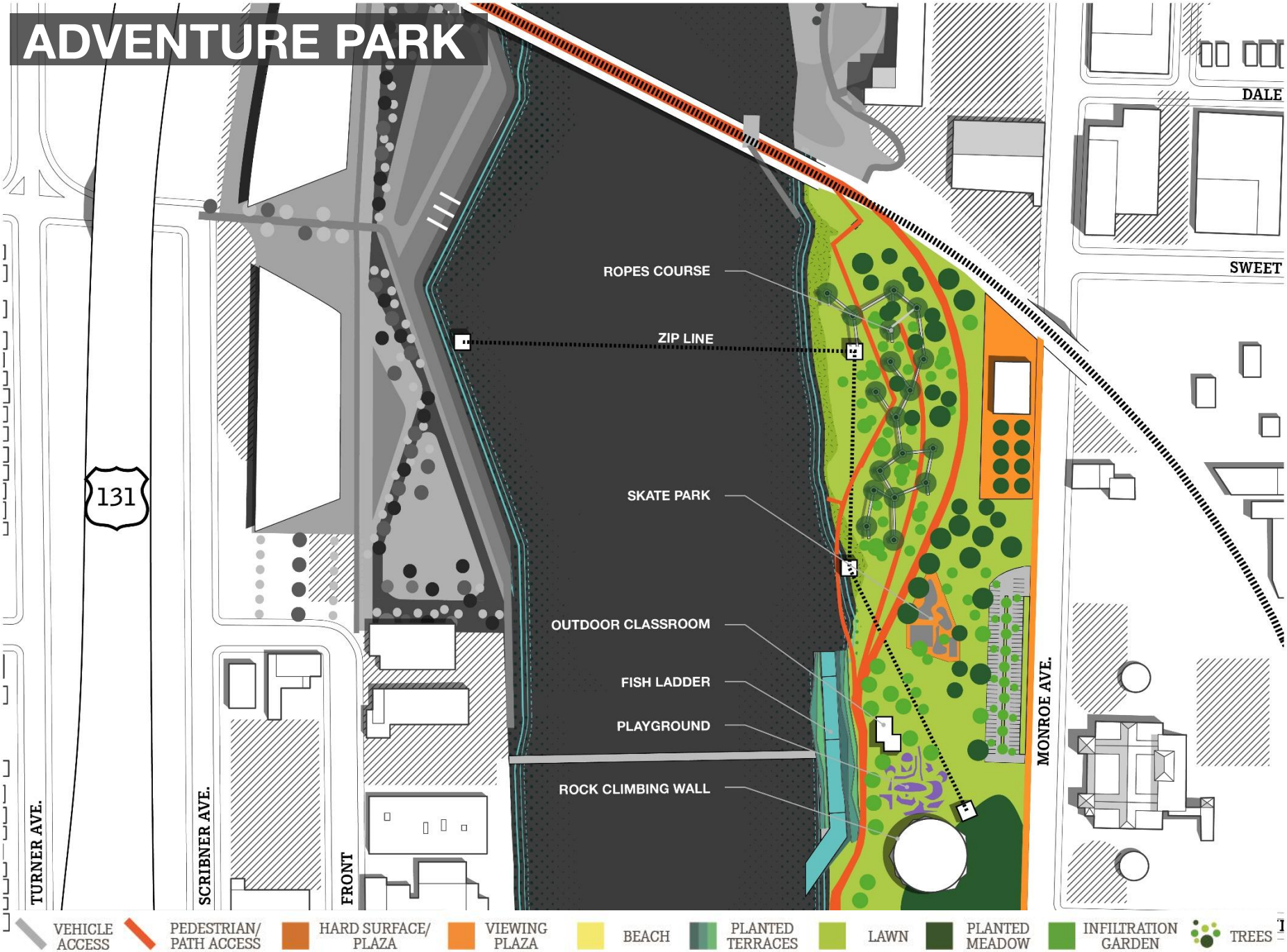


28

OPPORTUNITY SITES ALONG THE RIVER

EACH WITH A DIFFERENT PROGRAM

ADVENTURE PARK



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
131
TURNER AVE.
SCRIBNER AVE.
FRONT
MONROE AVE.
DALE
SWEET
CALEDONI
0
125 ft.
250 ft.
500 ft.

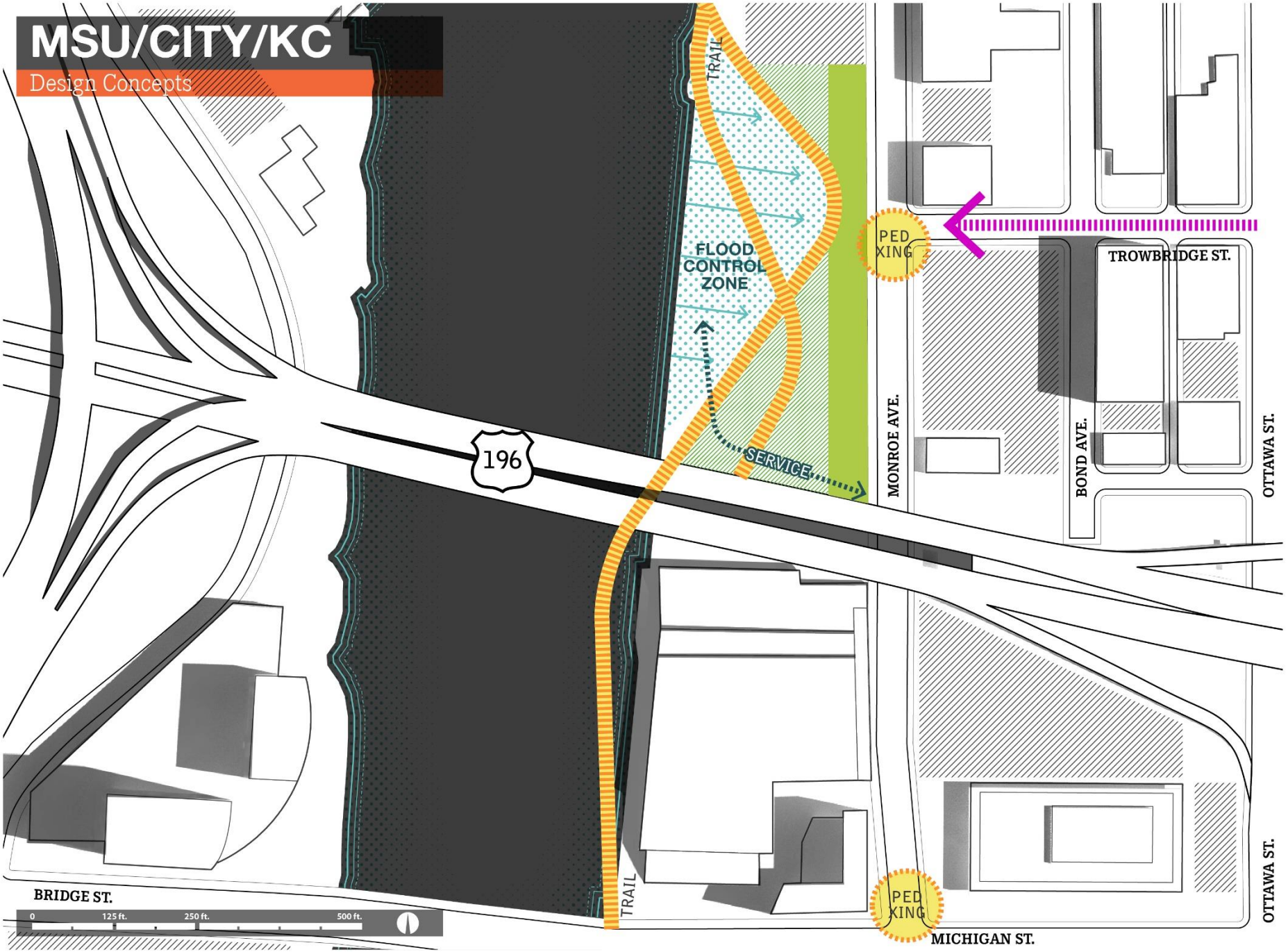
GRAND RAPIDS
VIEW PARK

MSU/CITY/KC



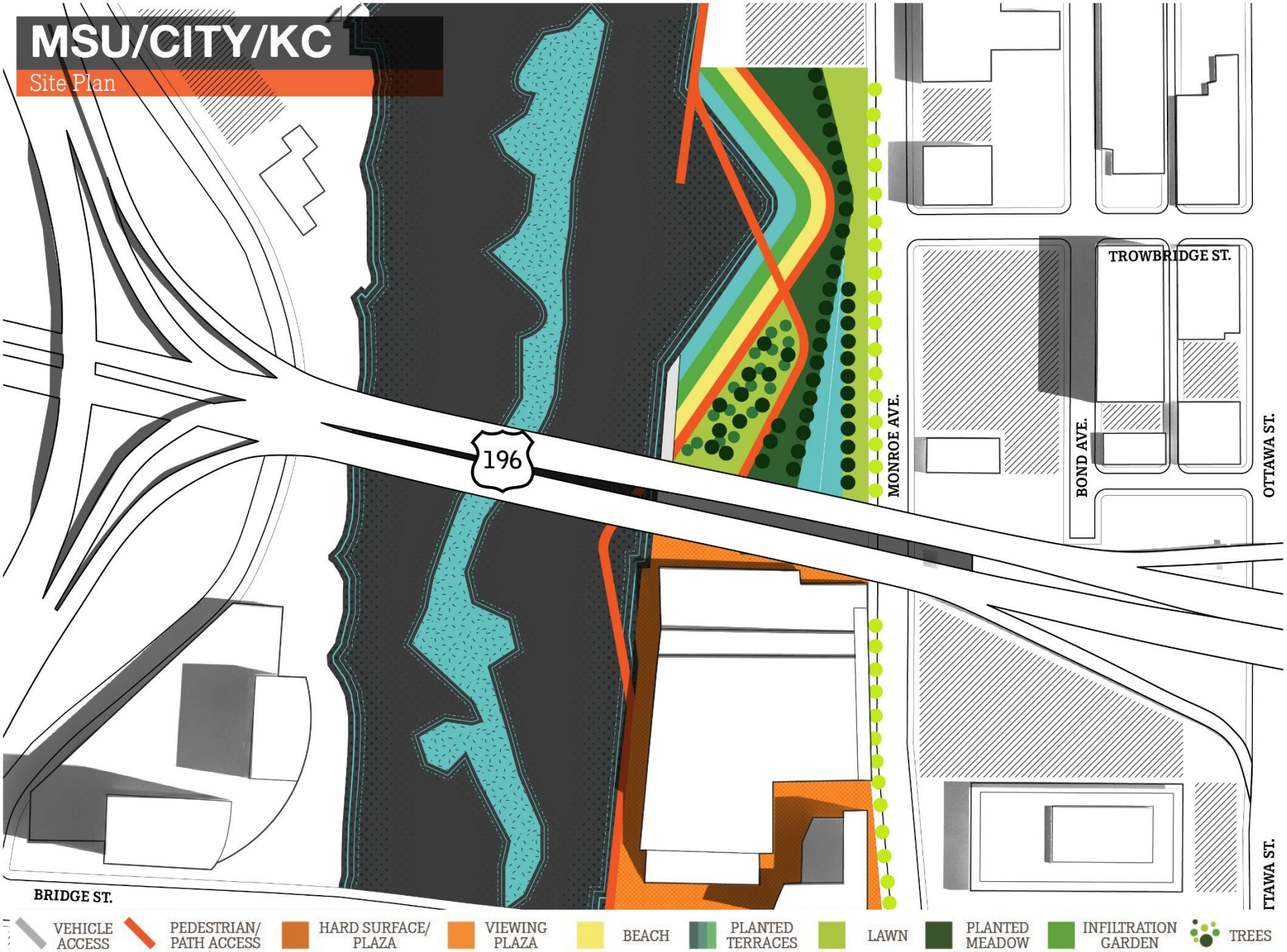
MSU/CITY/KC

Design Concepts



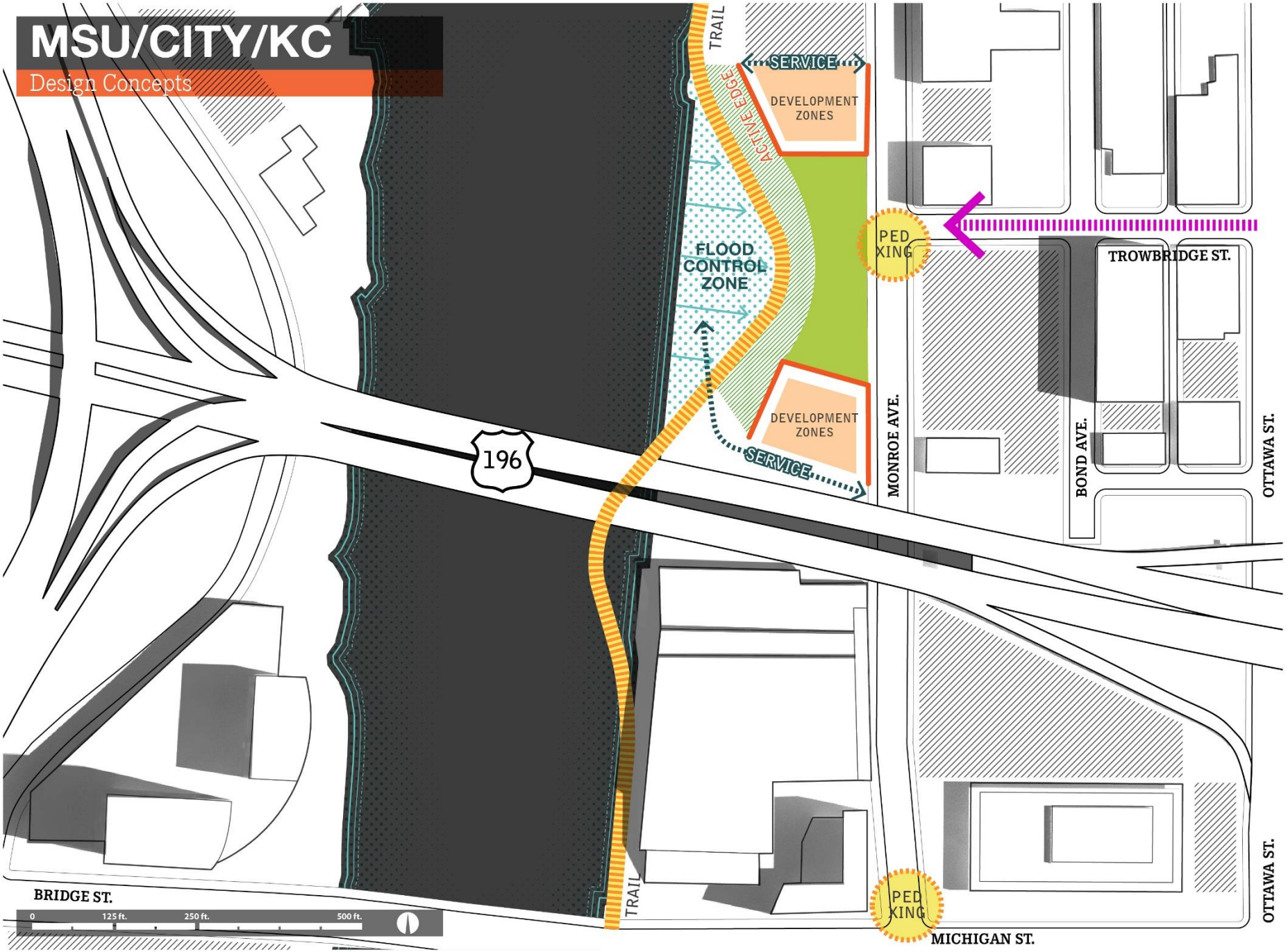
MSU/CITY/KC

Site Plan



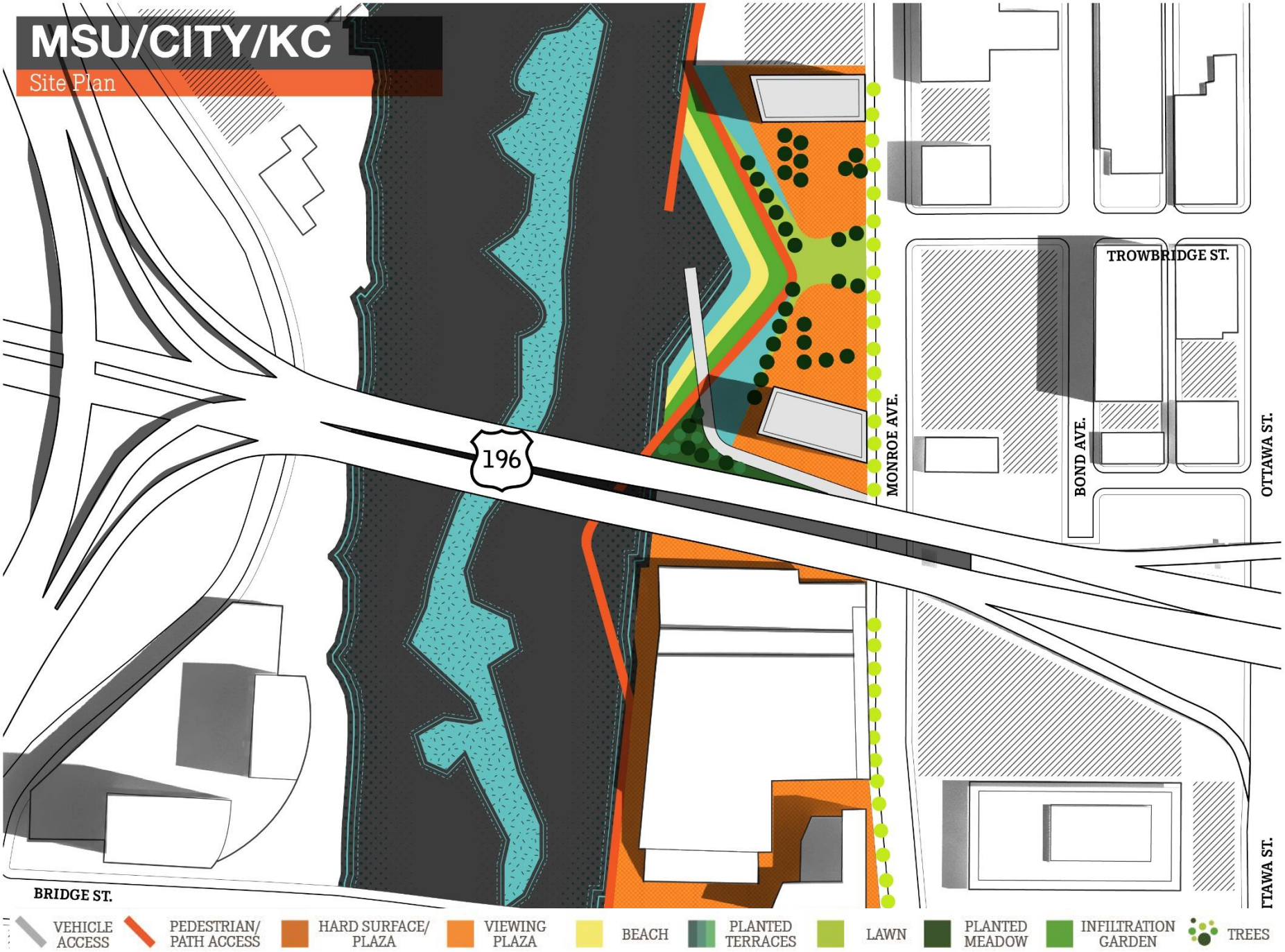
MSU/CITY/KC

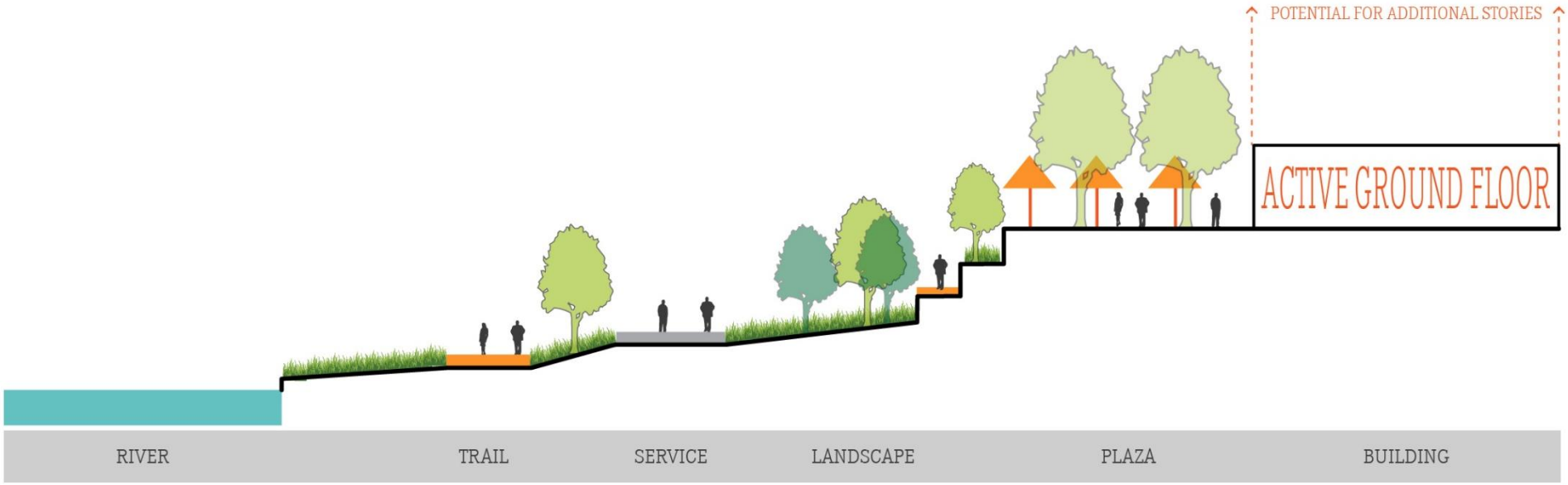
Design Concepts



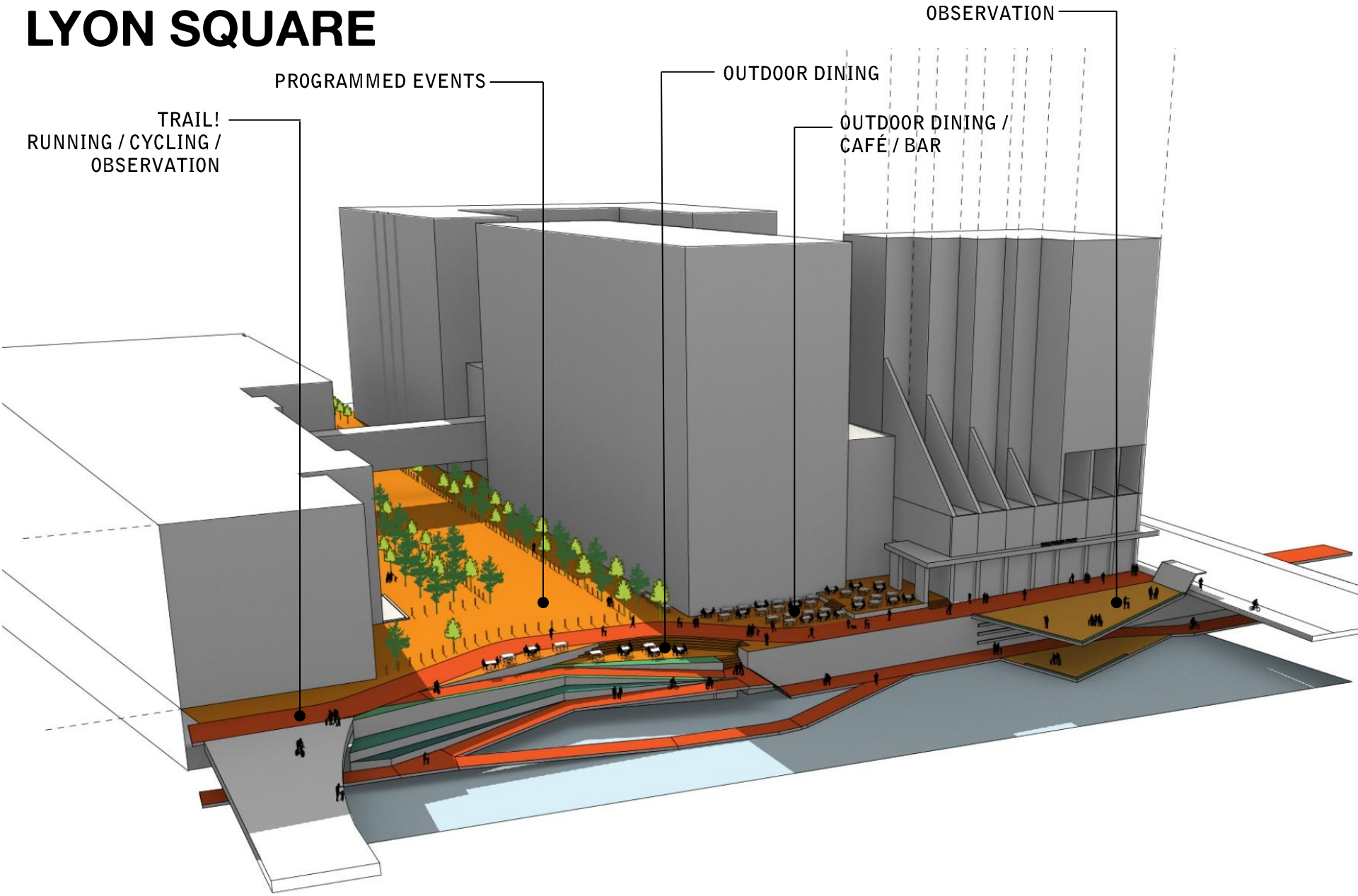
MSU/CITY/KC

Site Plan




POTENTIAL FOR ADDITIONAL STORIES
ACTIVE GROUND FLOOR
RIVER
TRAIL
SERVICE
LANDSCAPE
PLAZA
BUILDING

LYON SQUARE

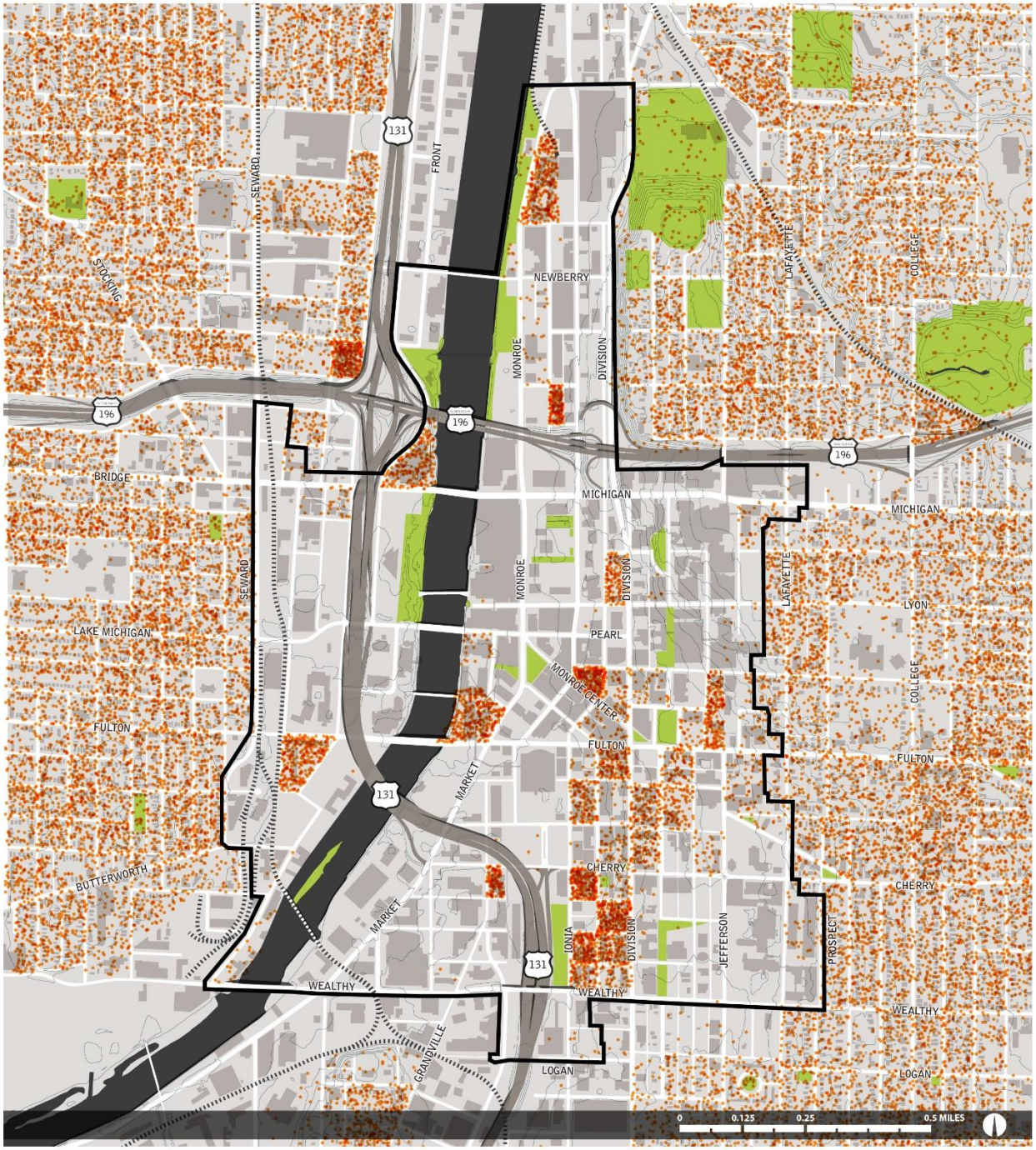

OBSERVATION
PROGRAMMED EVENTS
OUTDOOR DINING
TRAIL!
RUNNING / CYCLING /
OBSERVATION
OUTDOOR DINING /
CAFÉ / BAR

GOAL 2

CREATE A TRUE DOWNTOWN NEIGHBORHOOD THAT IS HOME TO A DIVERSE POPULATION

POPULATION

2010 CENSUS - BLOCK LEVEL

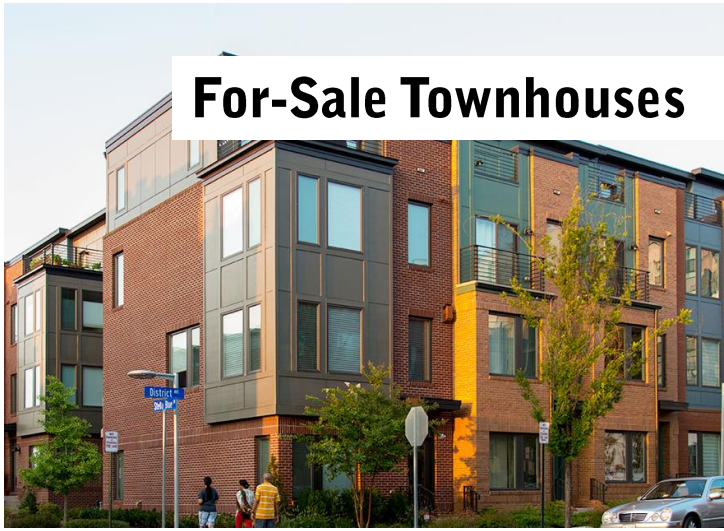


● = 1 PERSON

Downtown can support approximately 2,000 new housing units over the next 5-7 years. Units like:



For-Sale Urban Houses



For-Sale Townhouses

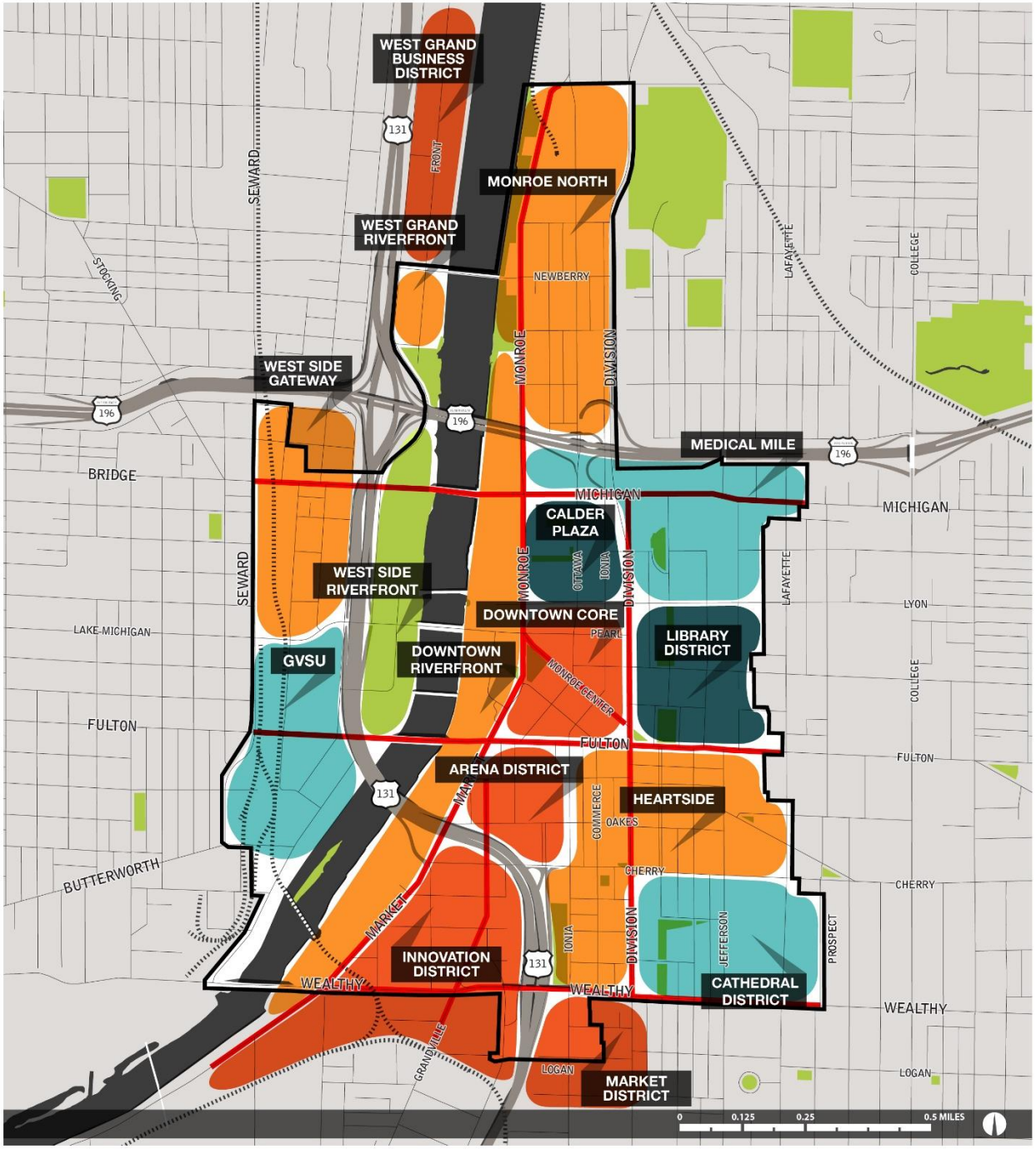




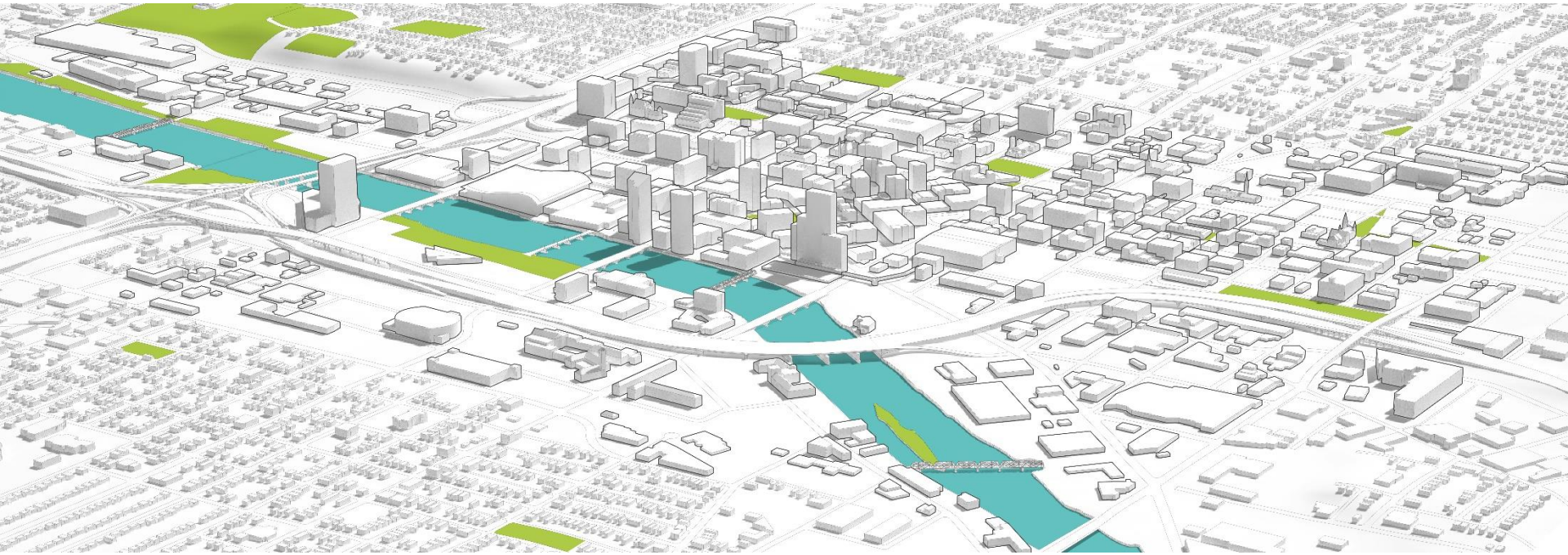
Rental & For-Sale Lofts/Apartments

both reuse of existing building and new ones

DISTRICT CHARACTER



MAJOR STREETS



Downtown today



Coming soon: 1,200+ units already in design

LEVERAGE DEVELOPMENT OPPORTUNITIES TO HIT "CRITICAL MASS"

>> CHANGE EXISTING HEIGHT REGULATIONS & BONUSES

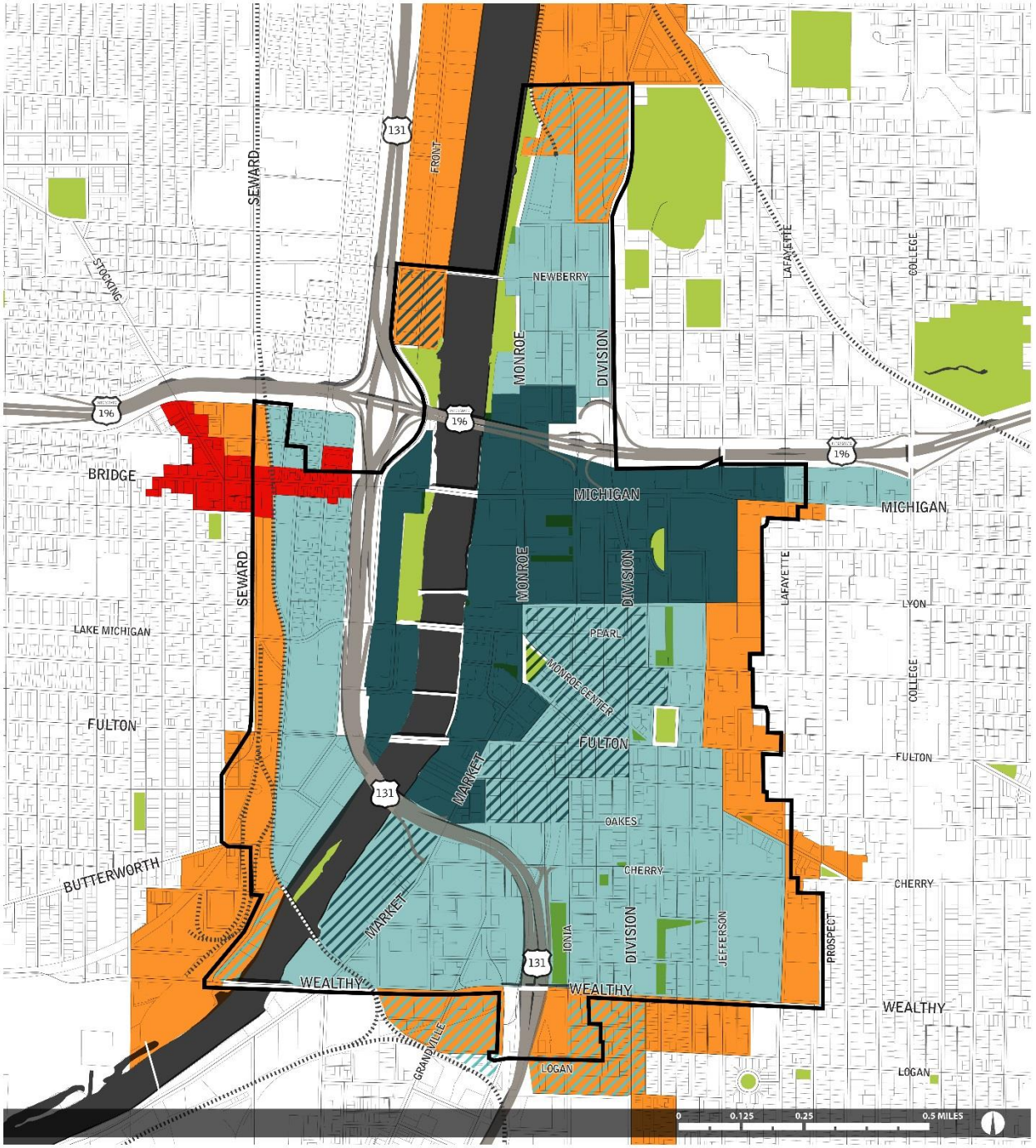
Transitional City Center / Traditional Business Area zones

ACTIVITY	POTENTIAL BONUS	NOTES	POTENTIAL ACTION
Open Space	1-2 stories	For creating "urban open space"	CHANGE
Ground Floor Retail (TBA only)	1-2 stories	Based on % of ground floor (area) retail	NONE
Residential Use	1-2 stories	% of gross floor area for residential	REMOVE
Mixed-Income Housing	# units-1 story	for 15-30% "affordable"*	CHANGE

* affordable defined as below 60% of area median income for rental below 80% of area median income for ownership

City Center zone (Overlay A)

ACTIVITY	POTENTIAL BONUS	NOTES	POTENTIAL ACTION
Open Space	2-4 stories	For creating "urban open space"	CHANGE
Ground Floor Retail	2-7 stories	Based on % of ground floor (area) retail	CHANGE
Residential Use	1-7 stories	% of gross floor area for residential	REMOVE



PROPOSED BUILDING HEIGHTS

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]
BONUS: ADD LESSER OF 7 STORIES
OR 90'

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
BONUS: 4 STORIES

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

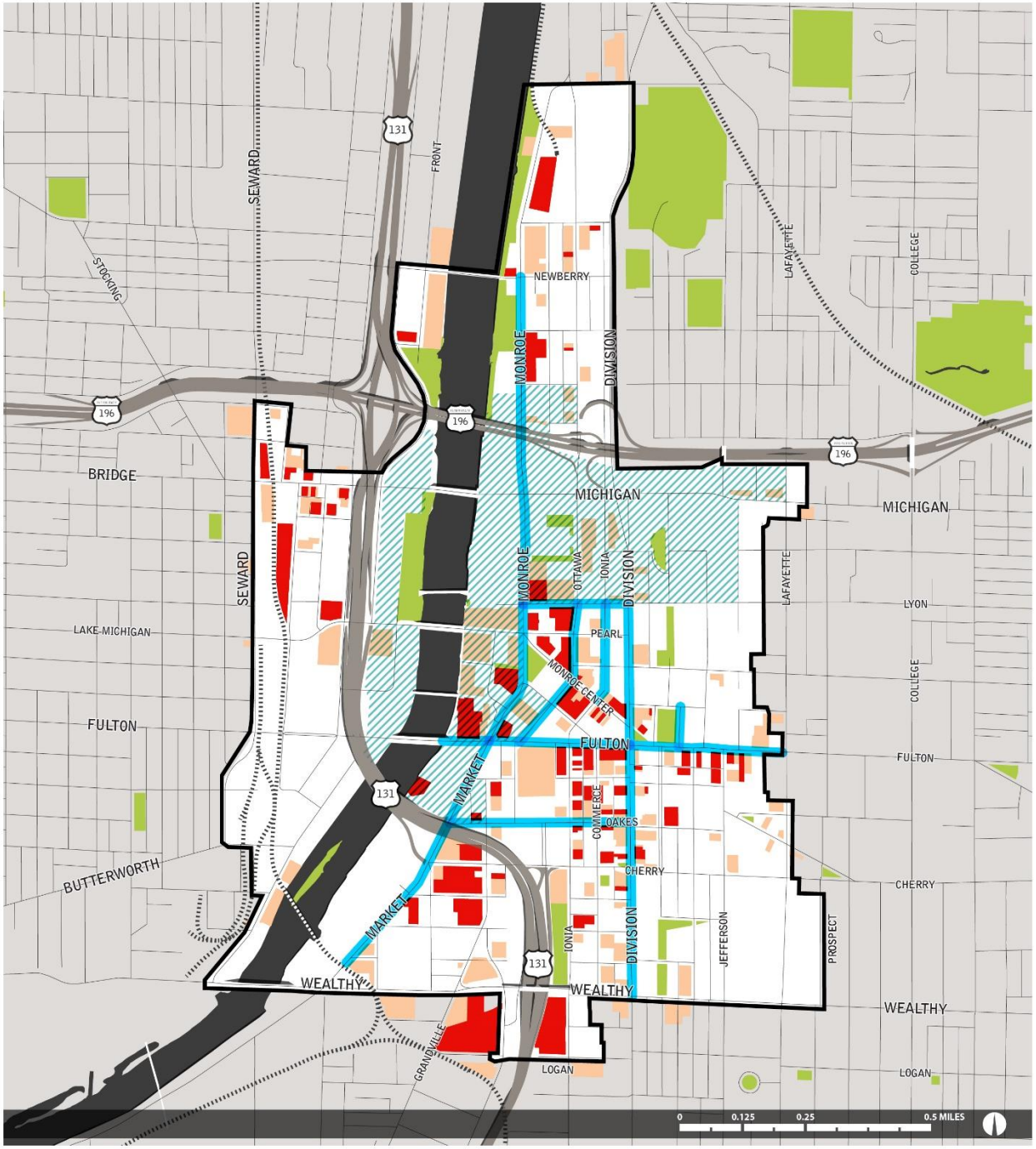
GRAND RIVER OVERLAY:

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

GROUND FLOOR RETAIL:

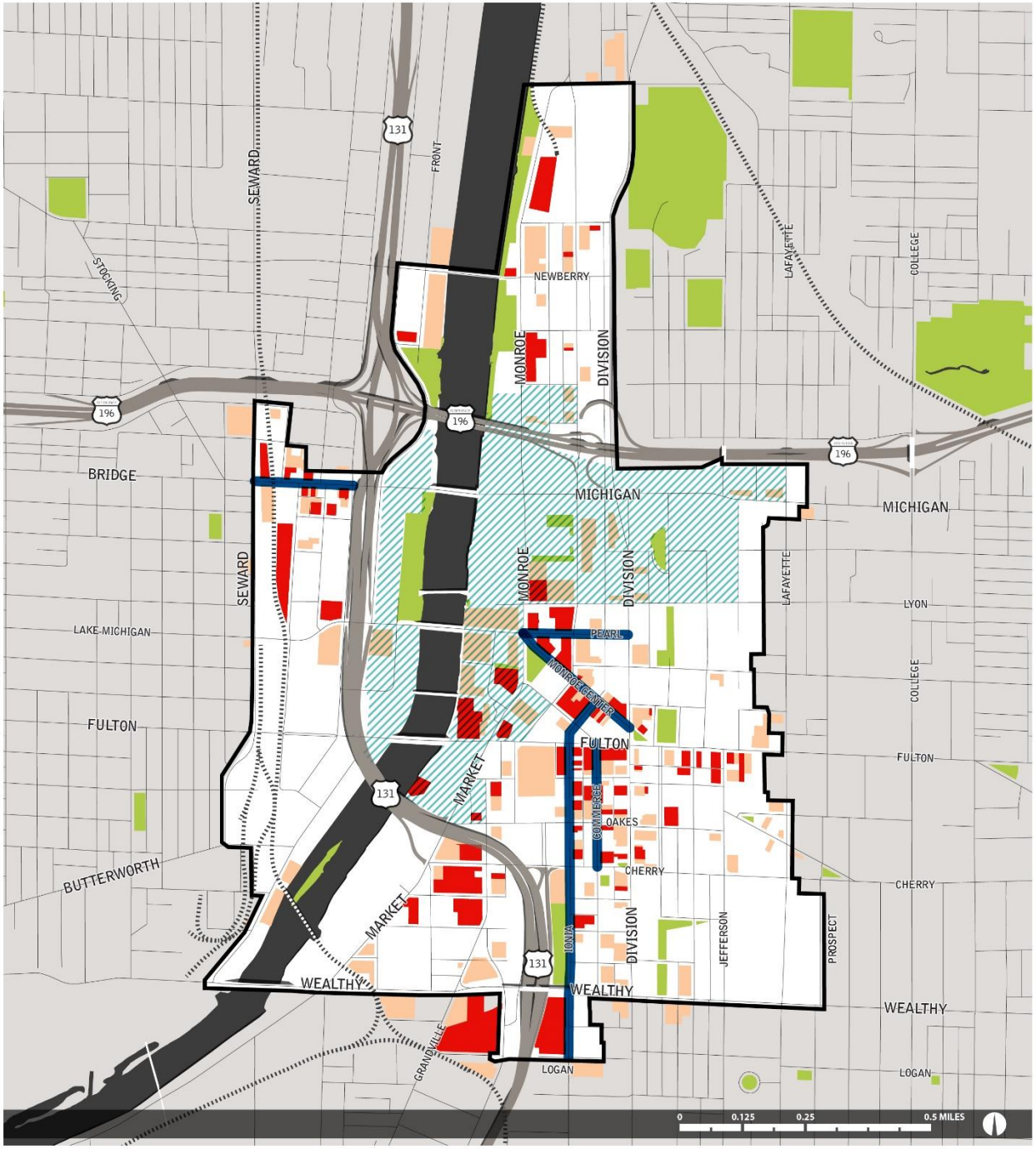
>> In CC zone, bonuses to apply only to targeted, active commercial corridors

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



TARGETED ACTIVE COMMERCIAL CORRIDORS

- BARS/RESTAURANTS & RETAIL
- OTHER COMMERCIAL
- EXISTING OVERLAY B AREA
- TARGETED ACTIVE COMMERCIAL CORRIDORS



TARGETED RETAIL & ENTERTAINMENT CORRIDORS

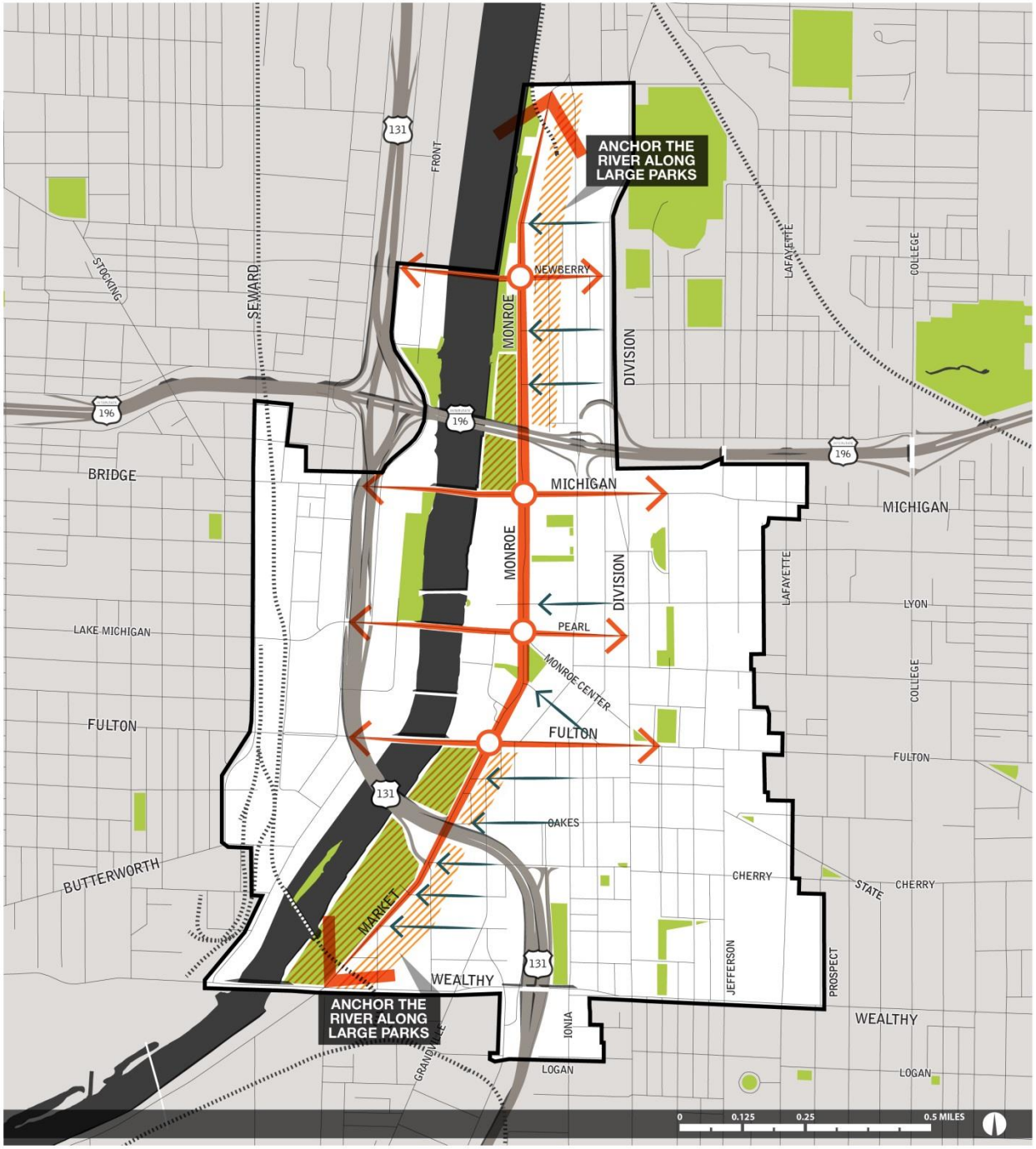
- BARS/RESTAURANTS & RETAIL
- OTHER COMMERCIAL
- EXISTING OVERLAY B AREA
- TARGETED RETAIL & ENTERTAINMENT CORRIDORS

ENCOURAGE INFILL DEVELOPMENT TO CLOSE THE GAPS BETWEEN NEIGHBORHOODS



10,900-13,000 potential units

ANCHOR THE RIVER



MAJOR CONNECTION

SECONDARY CONNECTION

POTENTIAL PARK SPACE / DEVELOPMENT OPPORTUNITY

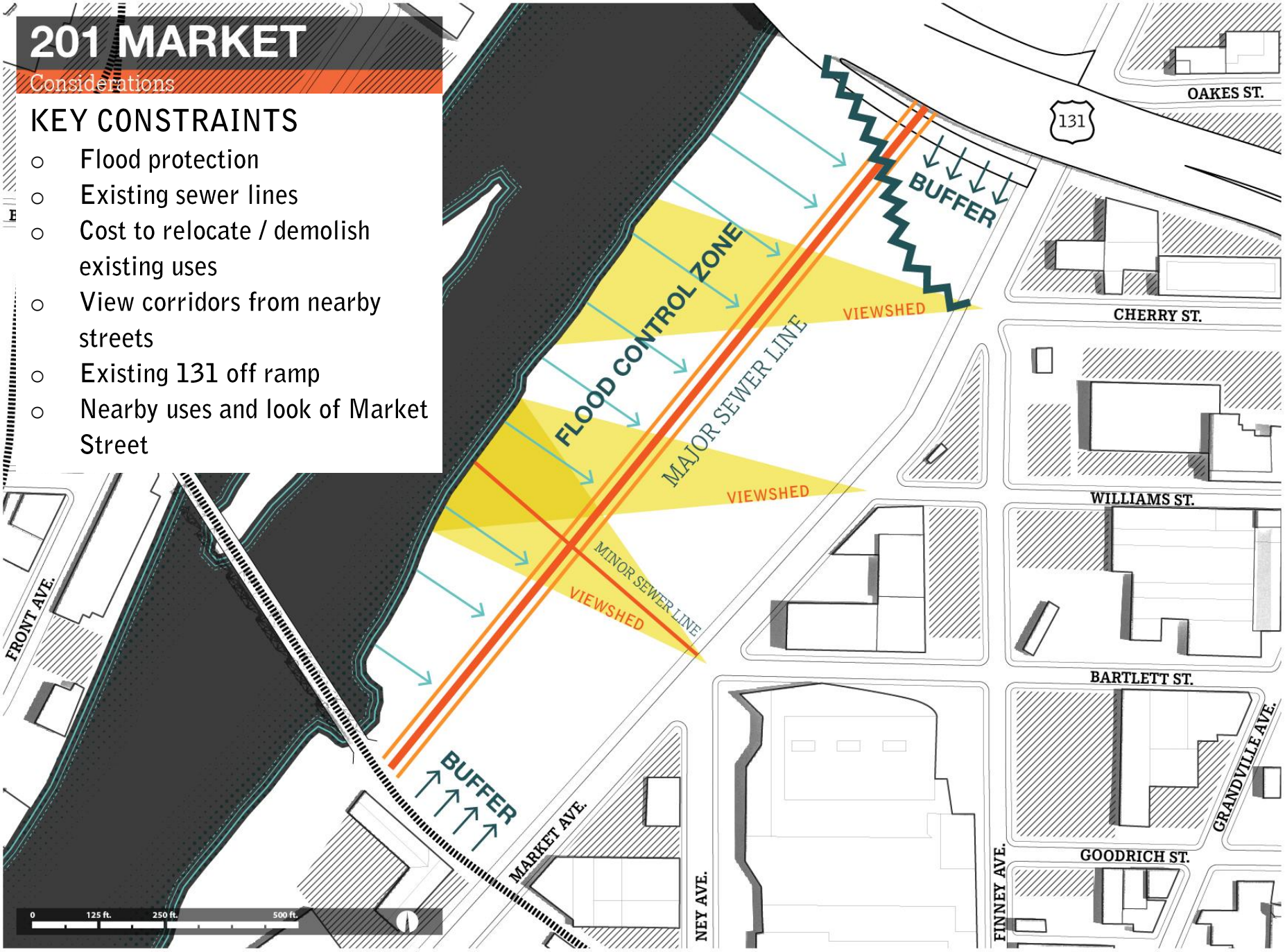
DEVELOPMENT OPPORTUNITY

201 MARKET

Considerations

KEY CONSTRAINTS

- Flood protection
- Existing sewer lines
- Cost to relocate / demolish existing uses
- View corridors from nearby streets
- Existing 131 off ramp
- Nearby uses and look of Market Street



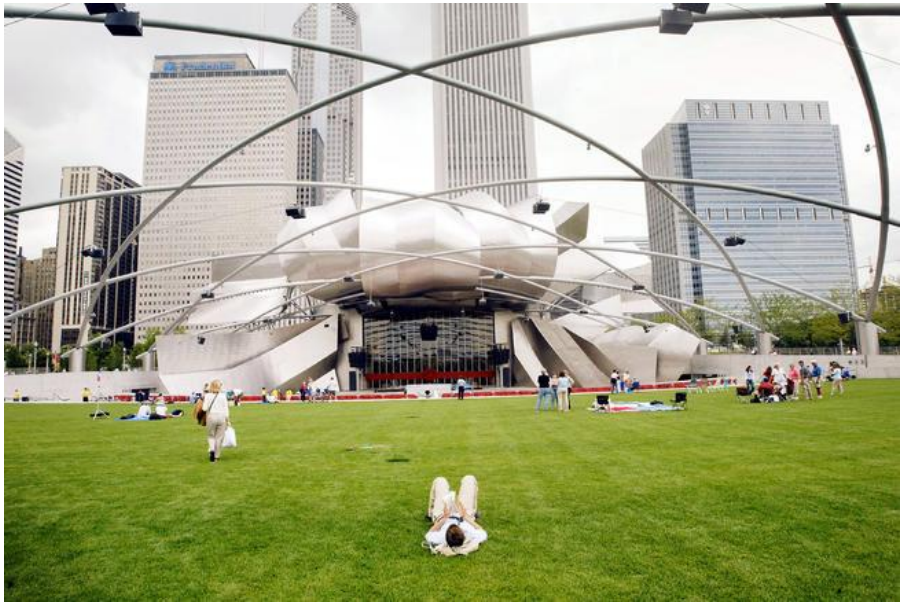

201 MARKET
Design Concepts
OAKES ST.
131
BUTTERWORTH ST.
FLOOD CONTROL ZONE
TRAIL
PASSIVE RECREATION
ACTIVE EDGE
SERVICE
DEVELOPMENT ZONE
THRU STREET EXTENSION
PED XING
CHERRY ST.
DEVELOPMENT ZONES
SERVICE
PED XING
WILLIAMS ST.
GREEN LIVING ROOM
PASSIVE RECREATION
TRAIL
FRONT AVE.
PED XING
TO GR TRANSIT CENTER
BARTLETT ST.
GRANDVILLE AVE.
ACTIVE EDGE
DEVELOPMENT ZONE
SERVICE
DEVELOPMENT ZONE
MARKET AVE.
NEY AVE.
FINNEY AVE.
GOODRICH ST.
0
125 ft.
250 ft.
500 ft.

GREEN LIVING ROOM

PRECEDENTS

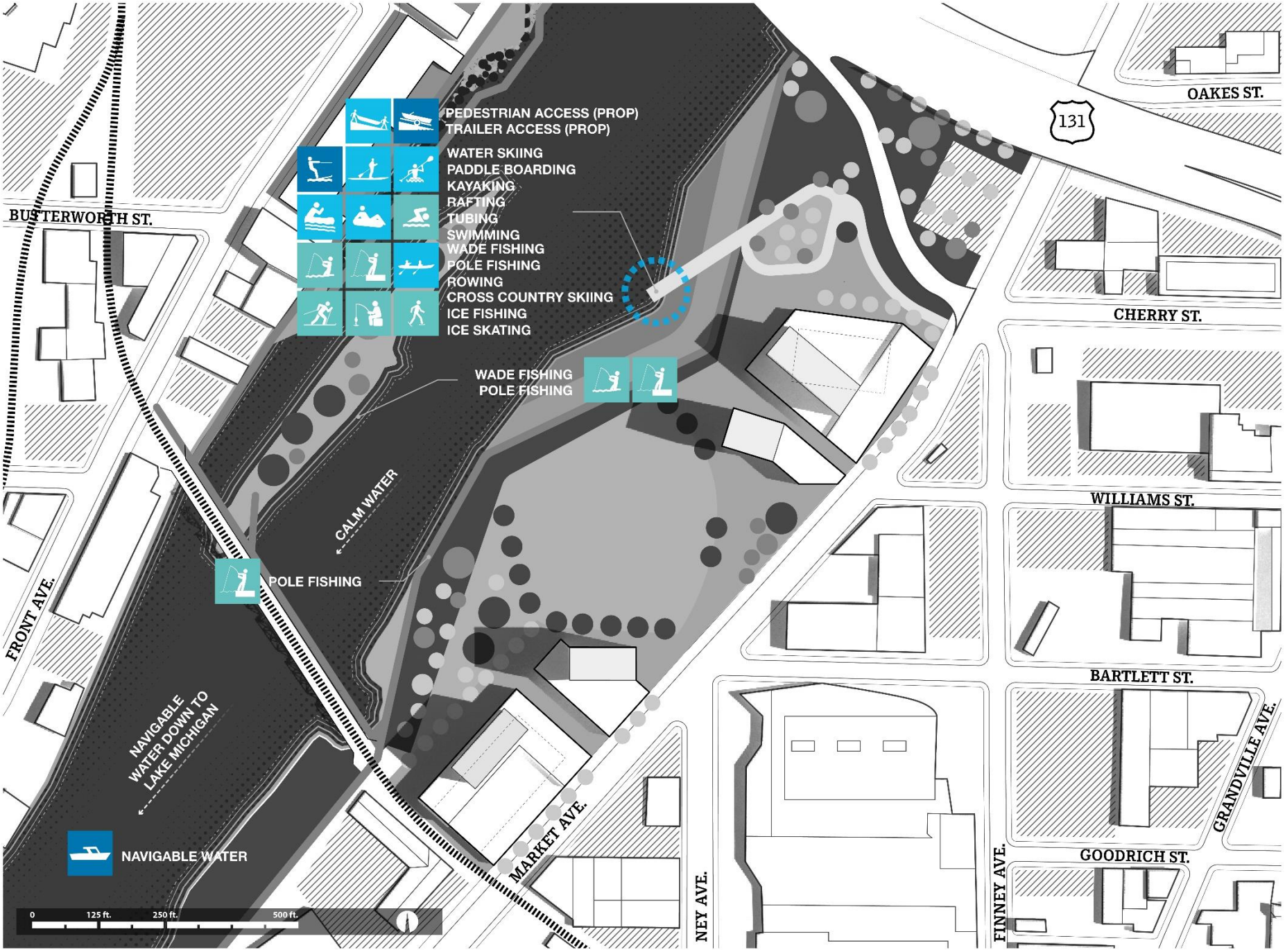


BRYANT PARK – NEW YORK, NY



MILLENIUM PARK – CHICAGO, IL

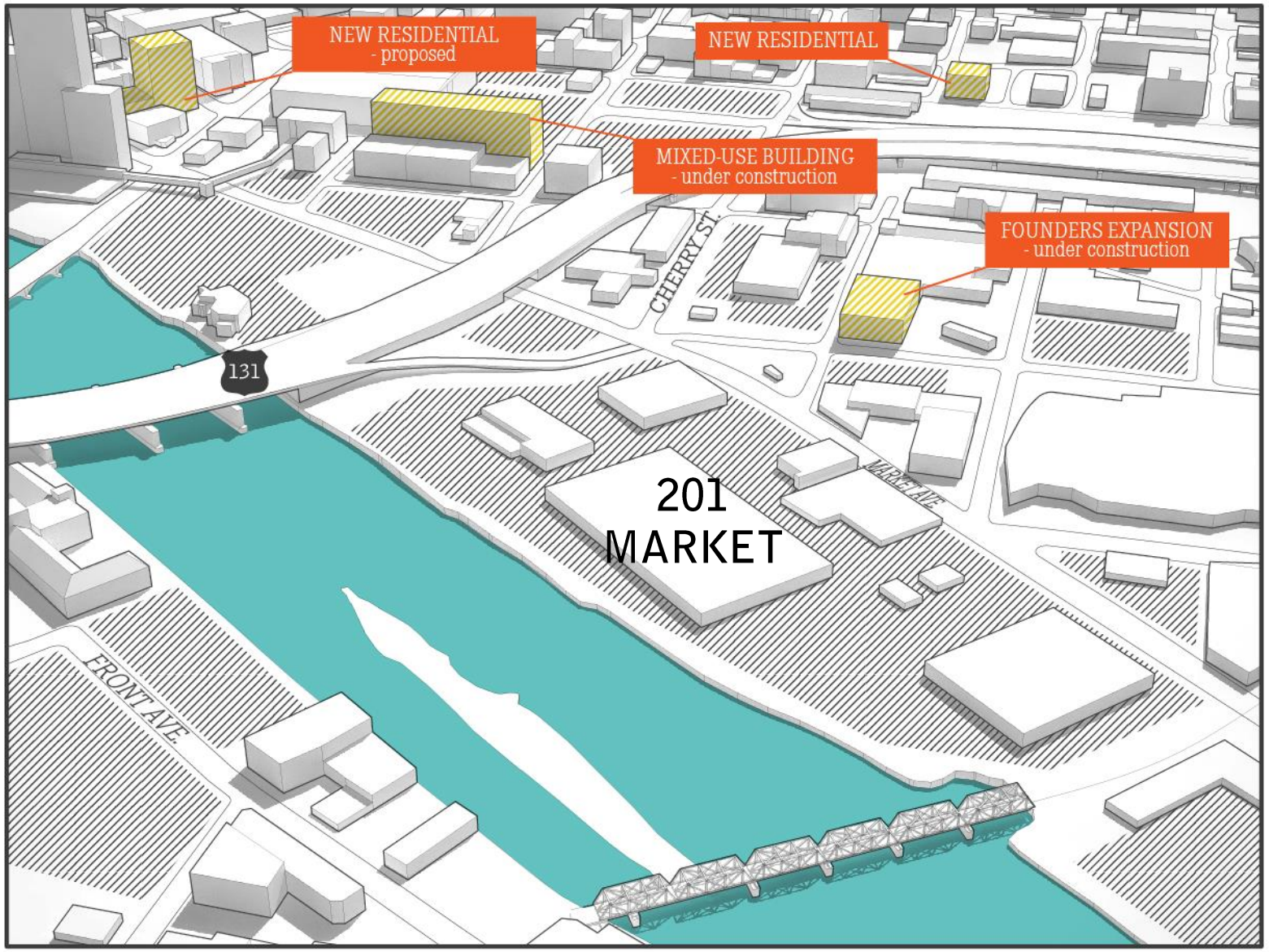

201 MARKET
Site Plan
OAKES ST.
131
BUTTERWORTH ST.
CHERRY ST.
GREEN
LIVING
ROOM
WILLIAMS ST.
FRONT AVE.
BARTLETT ST.
GRANDVILLE AVE.
MARKET AVE.
GOODRICH ST.
VEHICLE ACCESS
PEDESTRIAN/ PATH ACCESS
HARD SURFACE/ PLAZA
VIEWING PLAZA
BEACH
PLANTED TERRACES
LAWN
PLANTED MEADOW
INFILTRATION GARDEN
TREES


PEDESTRIAN ACCESS (PROP)
TRAILER ACCESS (PROP)
WATER SKIING
PADDLE BOARDING
KAYAKING
RAFTING
TUBING
SWIMMING
WADE FISHING
POLE FISHING
ROWING
CROSS COUNTRY SKIING
ICE FISHING
ICE SKATING
WADE FISHING
POLE FISHING
POLE FISHING
CALM WATER
NAVIGABLE WATER DOWN TO LAKE MICHIGAN
NAVIGABLE WATER
0
125 ft.
250 ft.
500 ft.
BUTTERWORTH ST.
FRONT AVE.
MARKET AVE.
NEY AVE.
OAKES ST.
131
CHERRY ST.
WILLIAMS ST.
BARTLETT ST.
GOODRICH ST.
GRANDVILLE AVE.
FINNEY AVE.


131 North
Cadillac
MARKET AVENUE
AVIS

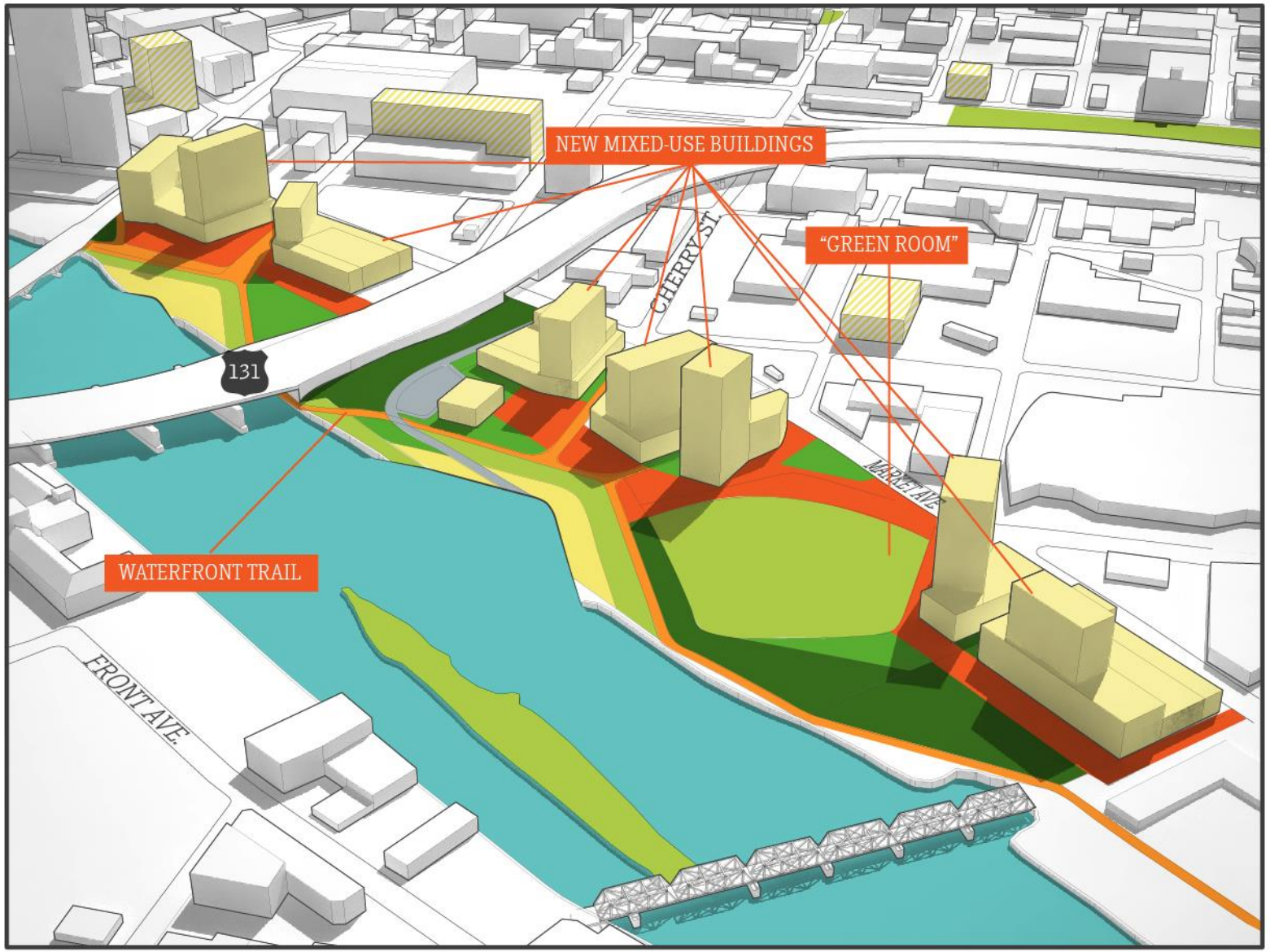

CAFE
GNC
MARKET AVENUE
AVIS
B 101 MRX

Existing Riverfront Development



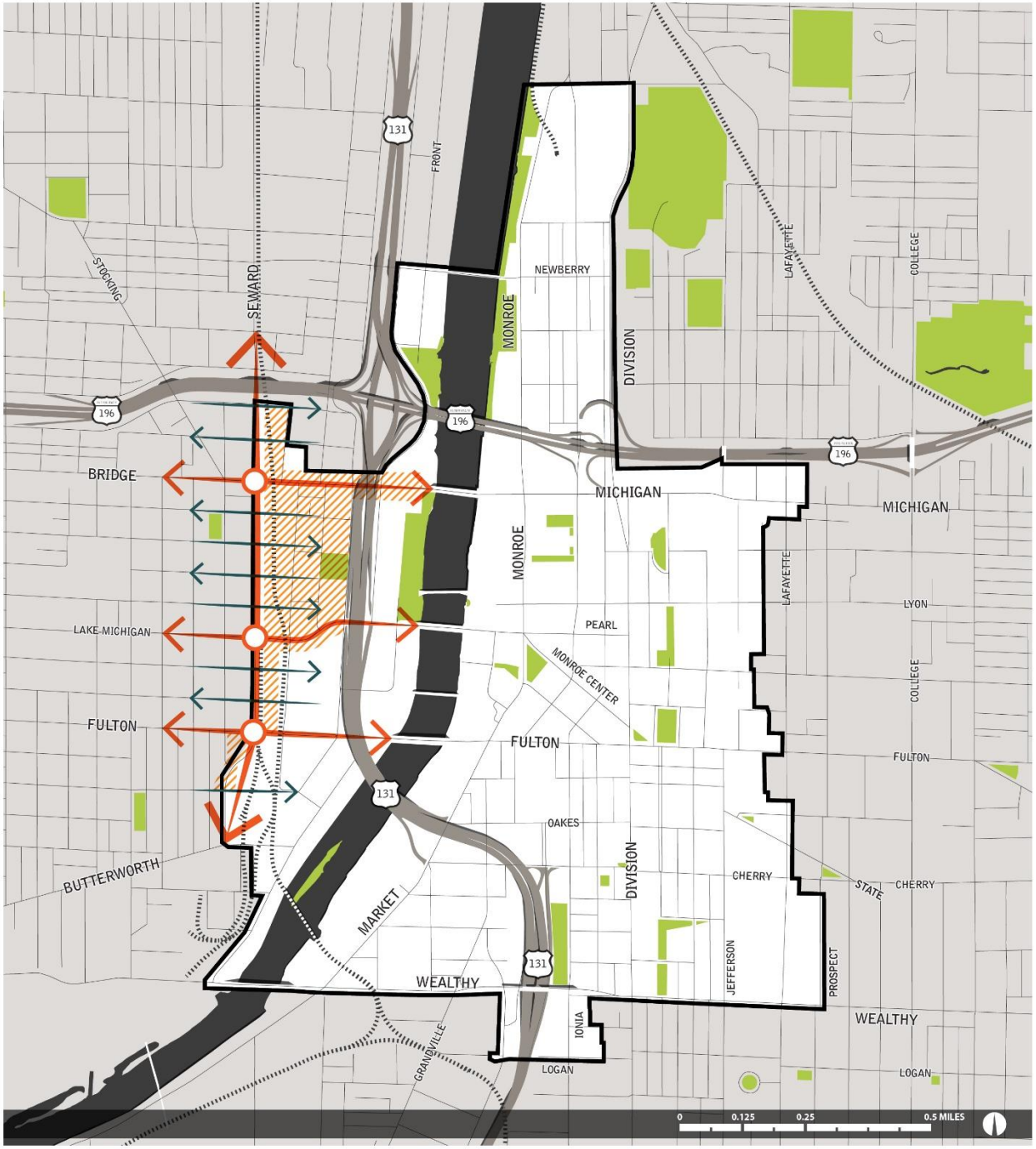
NEW DEVELOPMENT

New Riverfront Development and Park Space



NEW DEVELOPMENT

BRING IN THE WEST SIDE



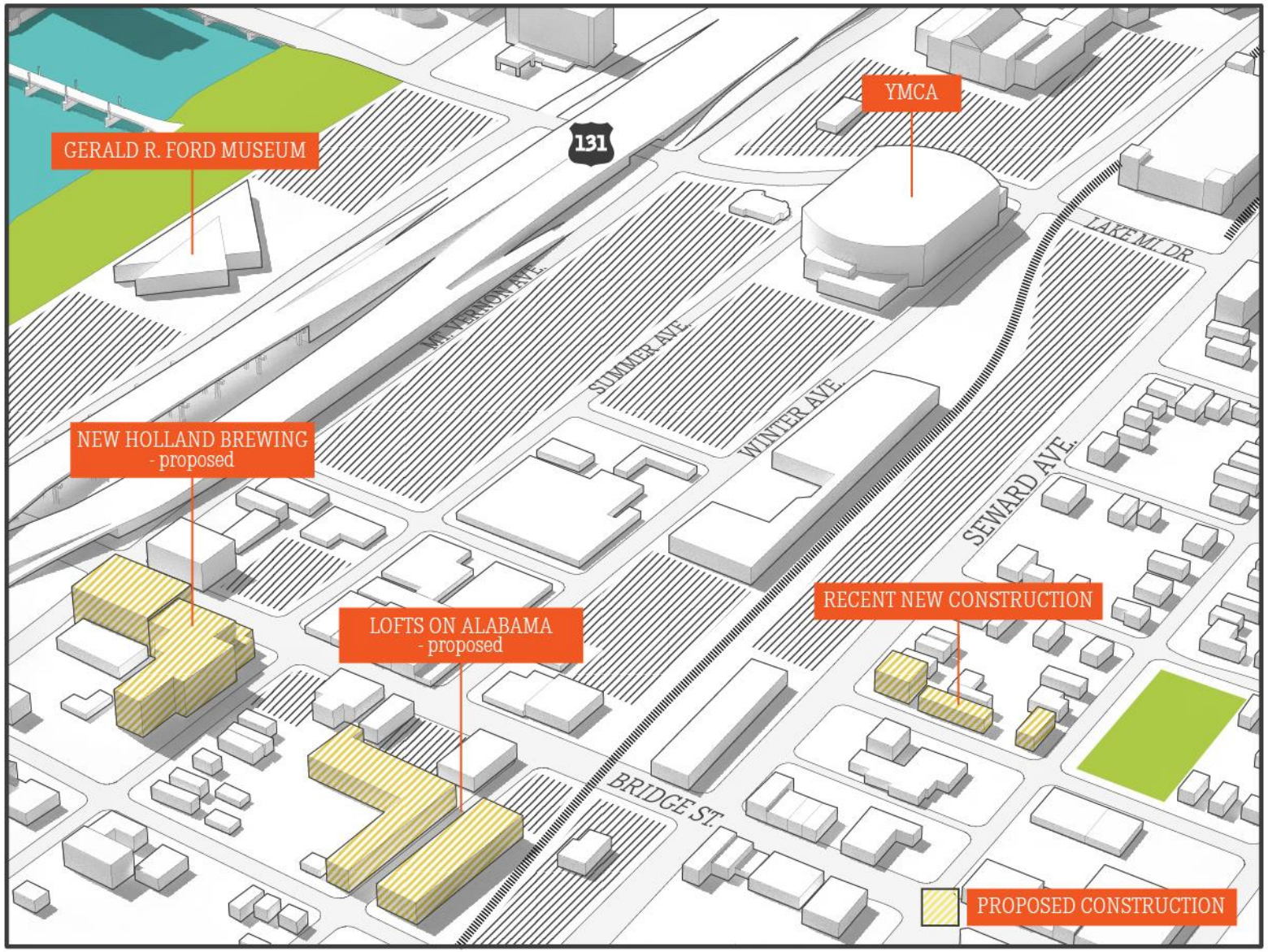
MAJOR CONNECTION

SECONDARY CONNECTION

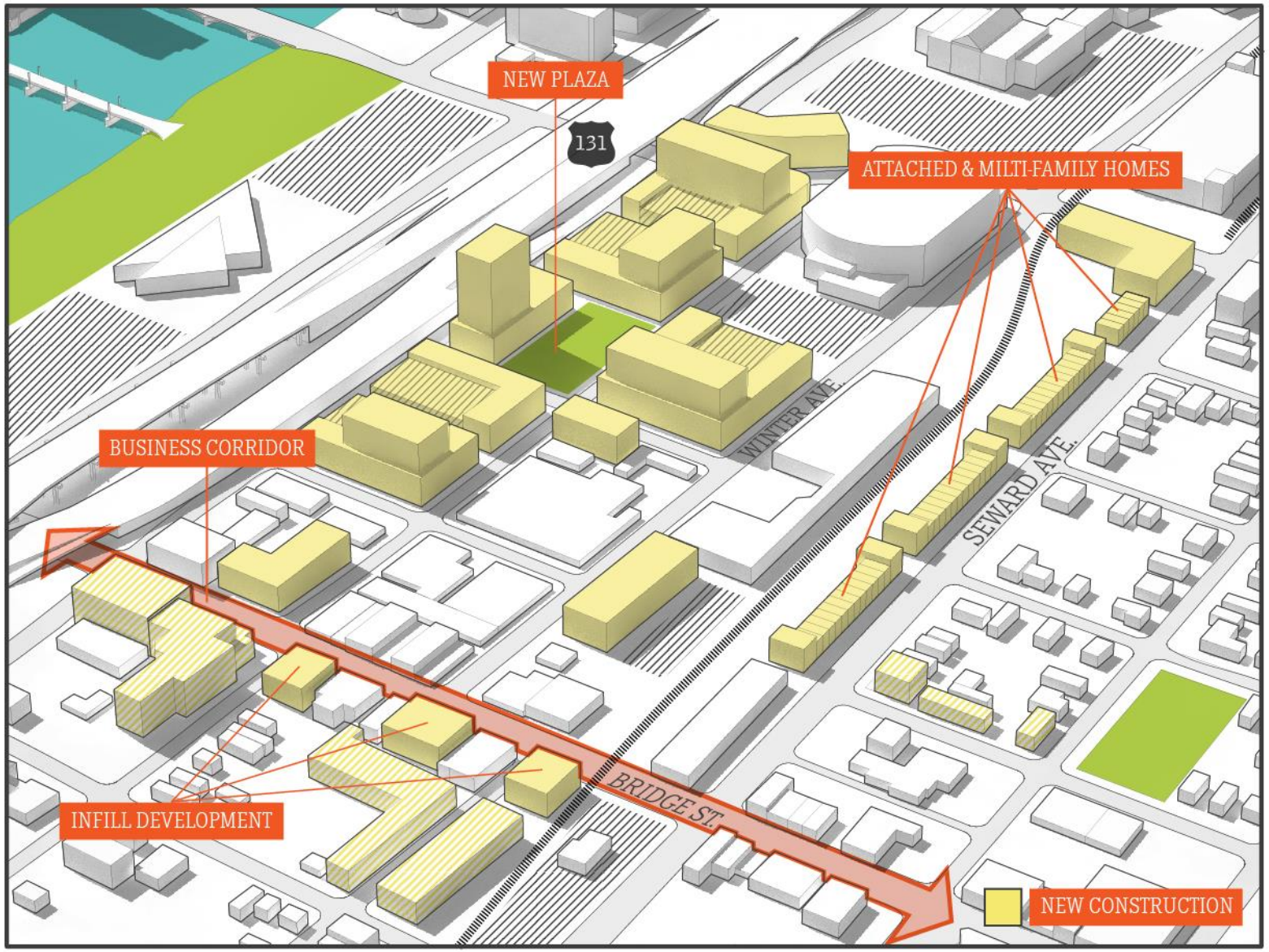
POTENTIAL PARK SPACE / DEVELOPMENT OPPORTUNITY

DEVELOPMENT OPPORTUNITY

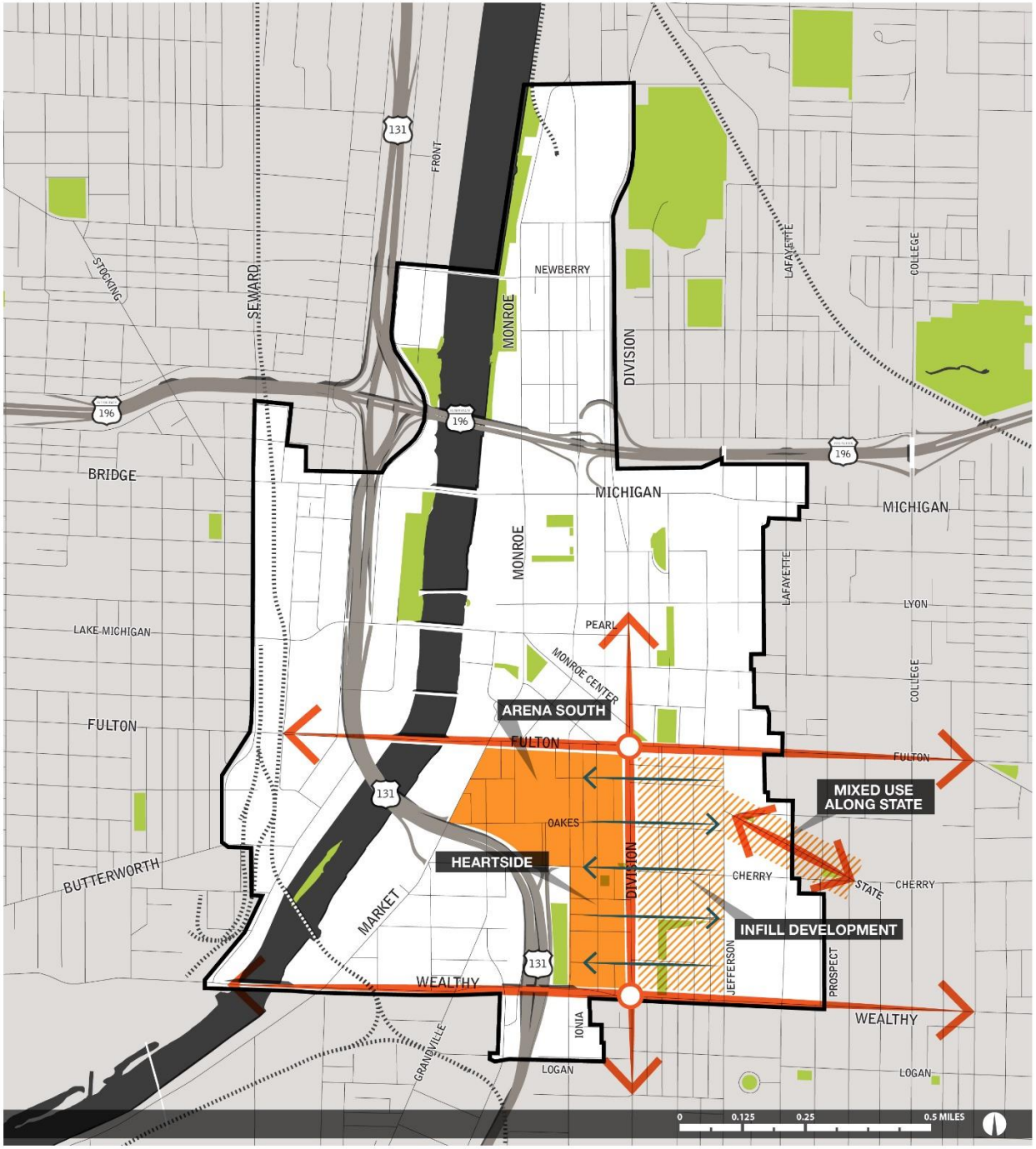
Existing West Side



Proposed West Side



BRIDGE DIVISION AVE.

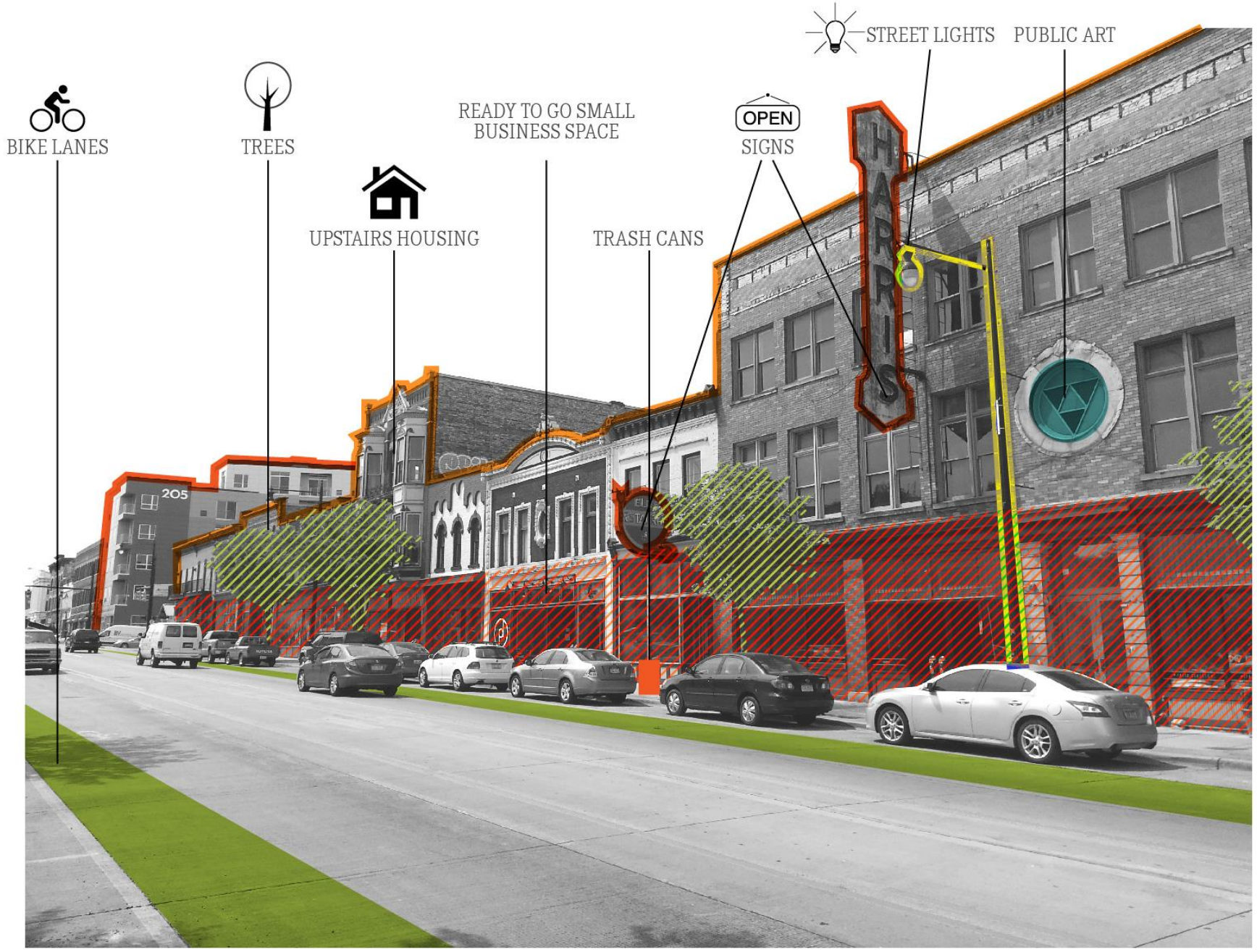


MAJOR CONNECTION

SECONDARY CONNECTION

EXISTING DEVELOPMENT ACTIVITY

INFILL OPPORTUNITIES


STREET LIGHTS
PUBLIC ART
BIKE LANES
TREES
READY TO GO SMALL BUSINESS SPACE
OPEN
SIGNS
UPSTAIRS HOUSING
TRASH CANS
HARRIS
205

PRESERVE AND EXPAND HOUSING OPPORTUNITIES

UNITS TODAY					
MARKET RATE	AFFORDABLE	STUDENT	UNDETERMINED	TOTAL	% AFFORDABLE
1,918	1,179	295	-	**3,392**	**35%**
PROPOSED					
MARKET RATE	AFFORDABLE	STUDENT	UNDETERMINED	TOTAL	% AFFORDABLE
1,037	180	-	34	**1,251**	**14%**
SUBTOTAL					
MARKET RATE	AFFORDABLE	STUDENT	UNDETERMINED	TOTAL	% AFFORDABLE
2,955	1,359	295	34	**4,643**	**29%**
POTENTIAL					
MARKET RATE	AFFORDABLE	STUDENT	UNDETERMINED	TOTAL	% AFFORDABLE
TBD	TBD	TBD	-	**6,250-8,500**	**TBD**

TOTAL:
10,900 - 13,000+

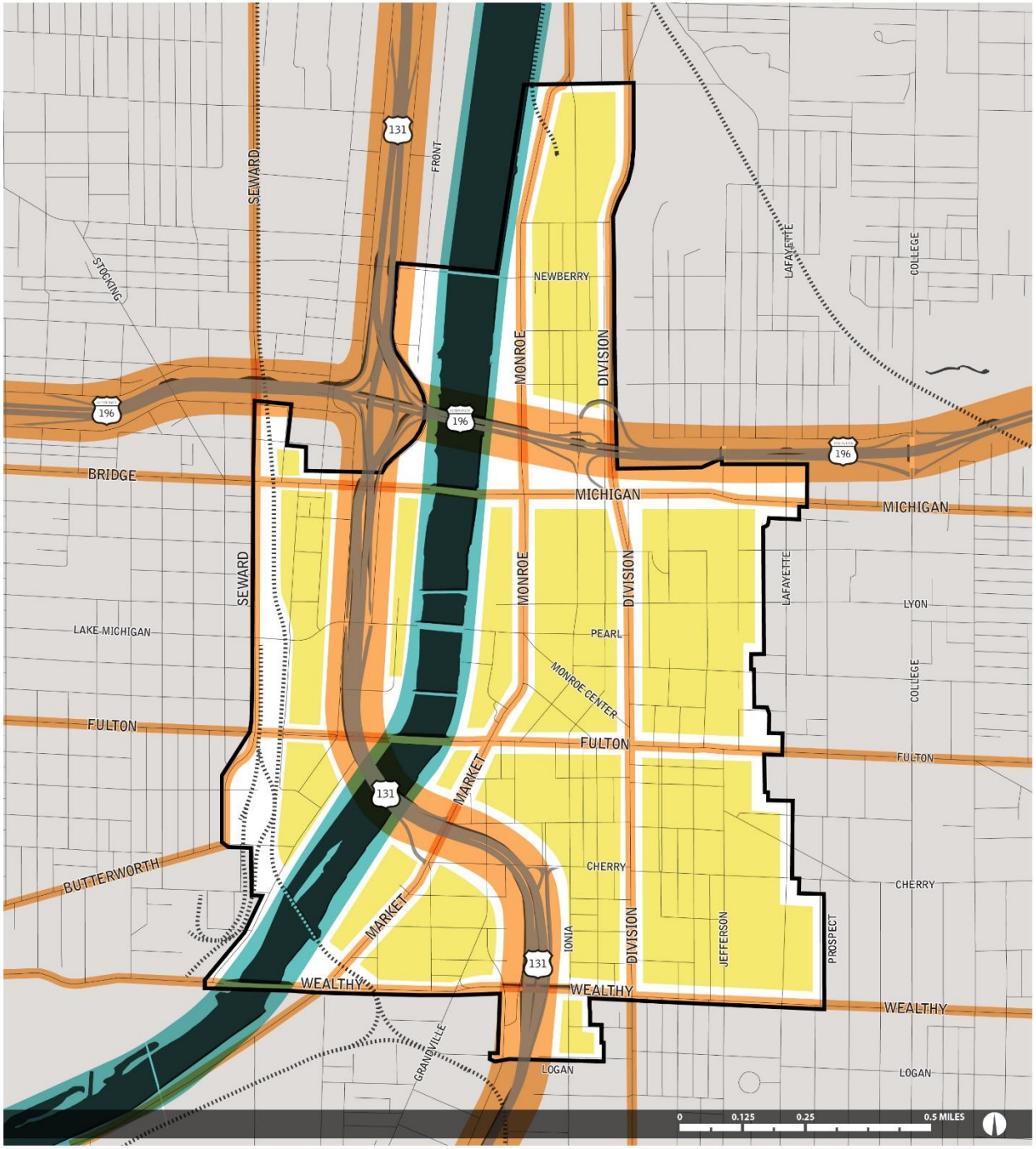


>> Different ways to expand housing opportunities

1. BUY / DEVELOP SITES FOR INCOME-RESTRICTED HOUSING
2. INCENTIVES FOR WORKFORCE HOUSING:
   - Bonuses for percentage of units priced for families with 60%-120% of area median income
3. ENCOURAGE "MICRO" UNITS

GOAL 3
IMPLEMENT A 21ST CENTURY MOBILITY STRATEGY

A DIVIDED DOWNTOWN



MAJOR ROAD

SEGMENT OF DOWNTOWN

HIGHWAY

RIVER

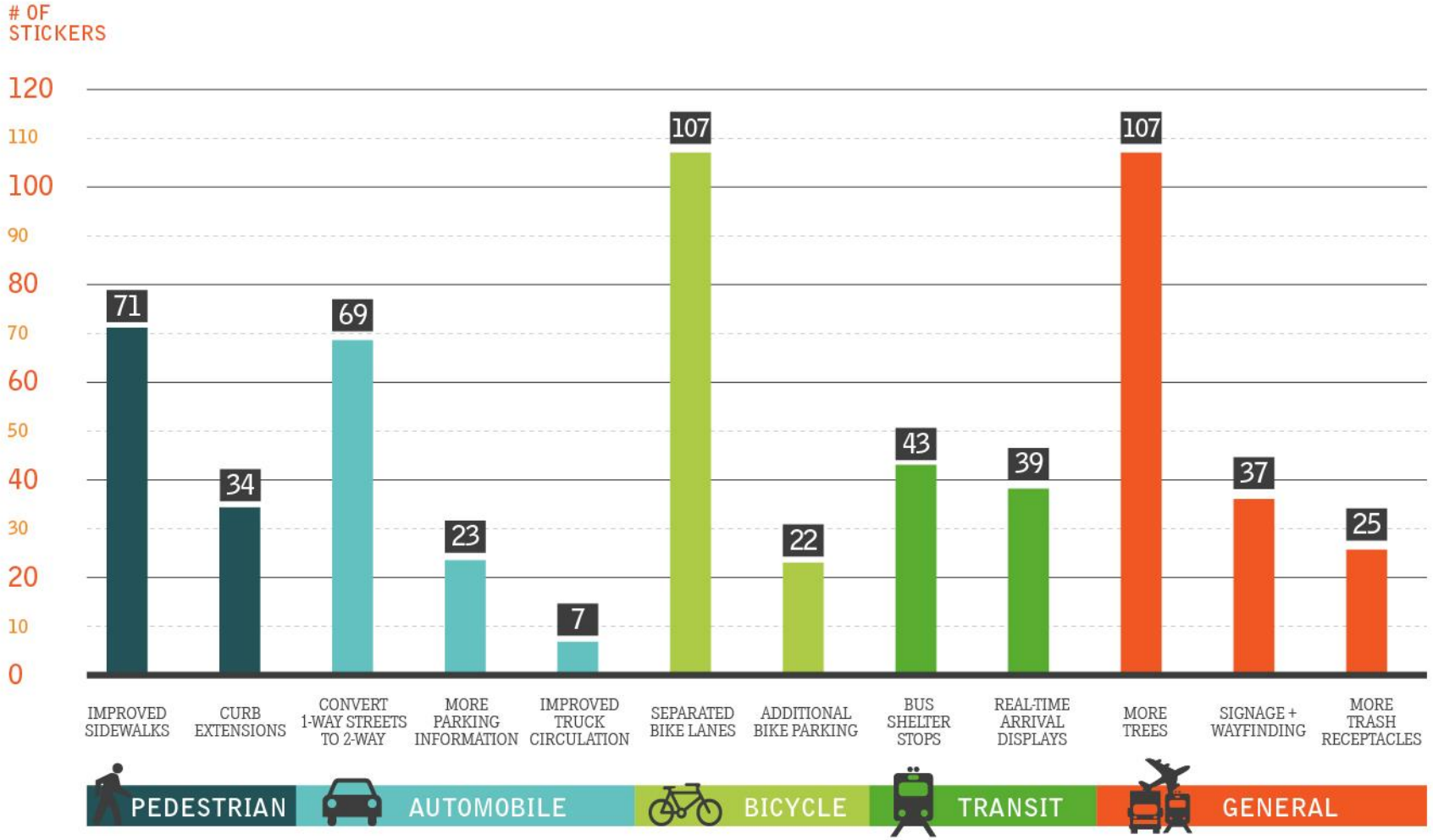
TRANSIT PRIORITIES

OPEN HOUSE

What would make it EASIER or MORE FUN to get around GRAND RAPIDS?

Your NUMBER 1 answer was:

SEPARATED BIKE LANES
+
MORE TREES



PROVIDE A STRESS FREE PEDESTRIAN EXPERIENCE FOR ALL AGES & ABILITIES

» PRIORITIZE PEDESTRIAN SAFETY AND CONNECTIVITY AT INTERSECTIONS









» REDESIGN FULTON STREET TO BUILD A SEAMLESS PEDESTRIAN CONNECTION

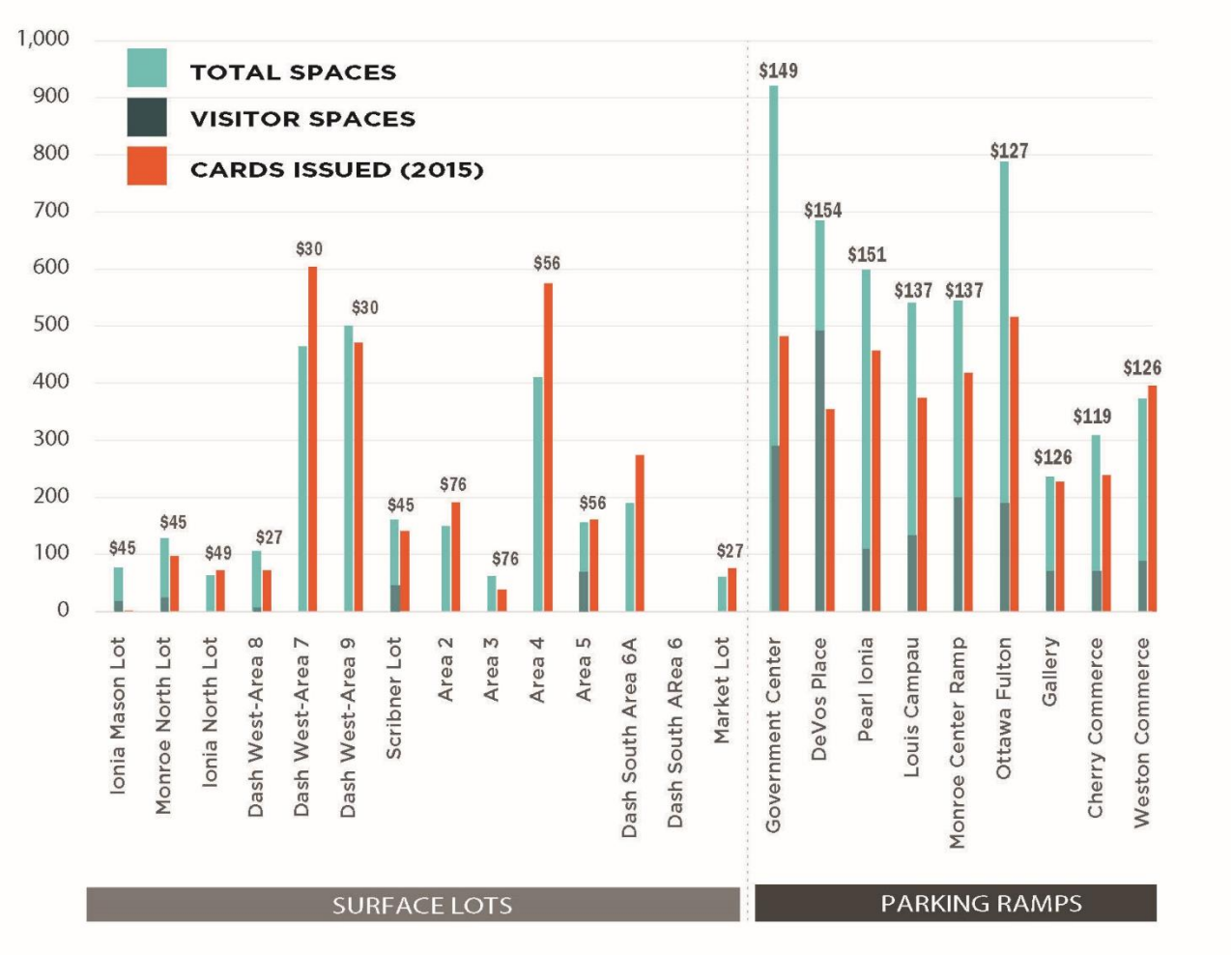
» IMPROVE BRIDGE/MICHIGAN, CHERRY, DIVISION & MARKET


BIKE
BIKE

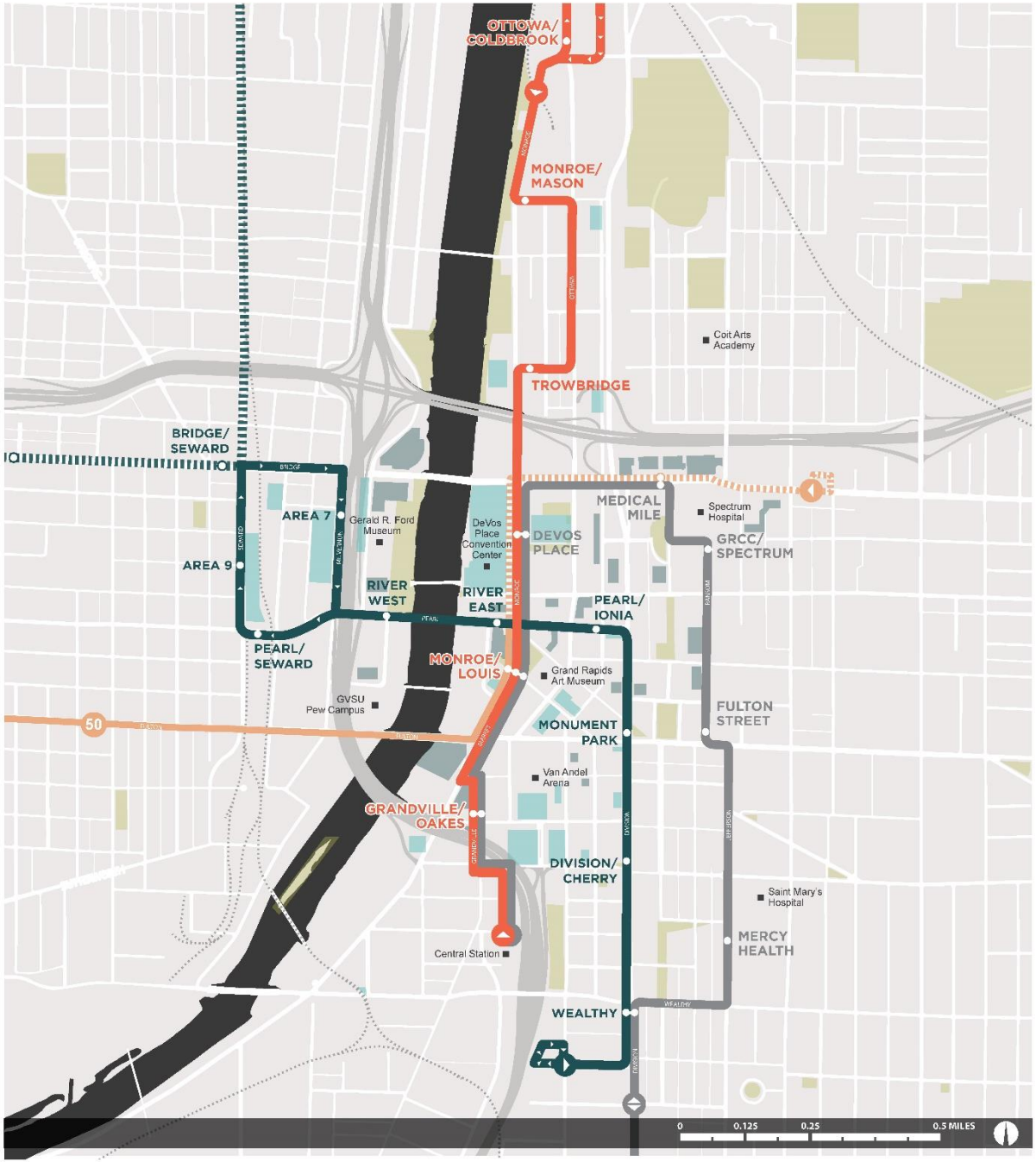
ESTABLISH MOBILE GR

>> CREATE NEW PARKING SUPPLY

>> MANAGE PARKING ASSETS / ADJUST PRICING



>> SPACE COUNT BY FACILITY



DASH ROUTES

PROPOSED

>> RECONFIGURE DASH SERVICE

DASH E-W

DASH N-S

SILVER LINE

LAKER LINE

STATION

City Operated Parking Facilities

Non-City Operated Parking Facilities

PROVIDE NEW & ENHANCED MOBILITY OPTIONS

- **Incentivize transit**
- **Parking cash-out option**



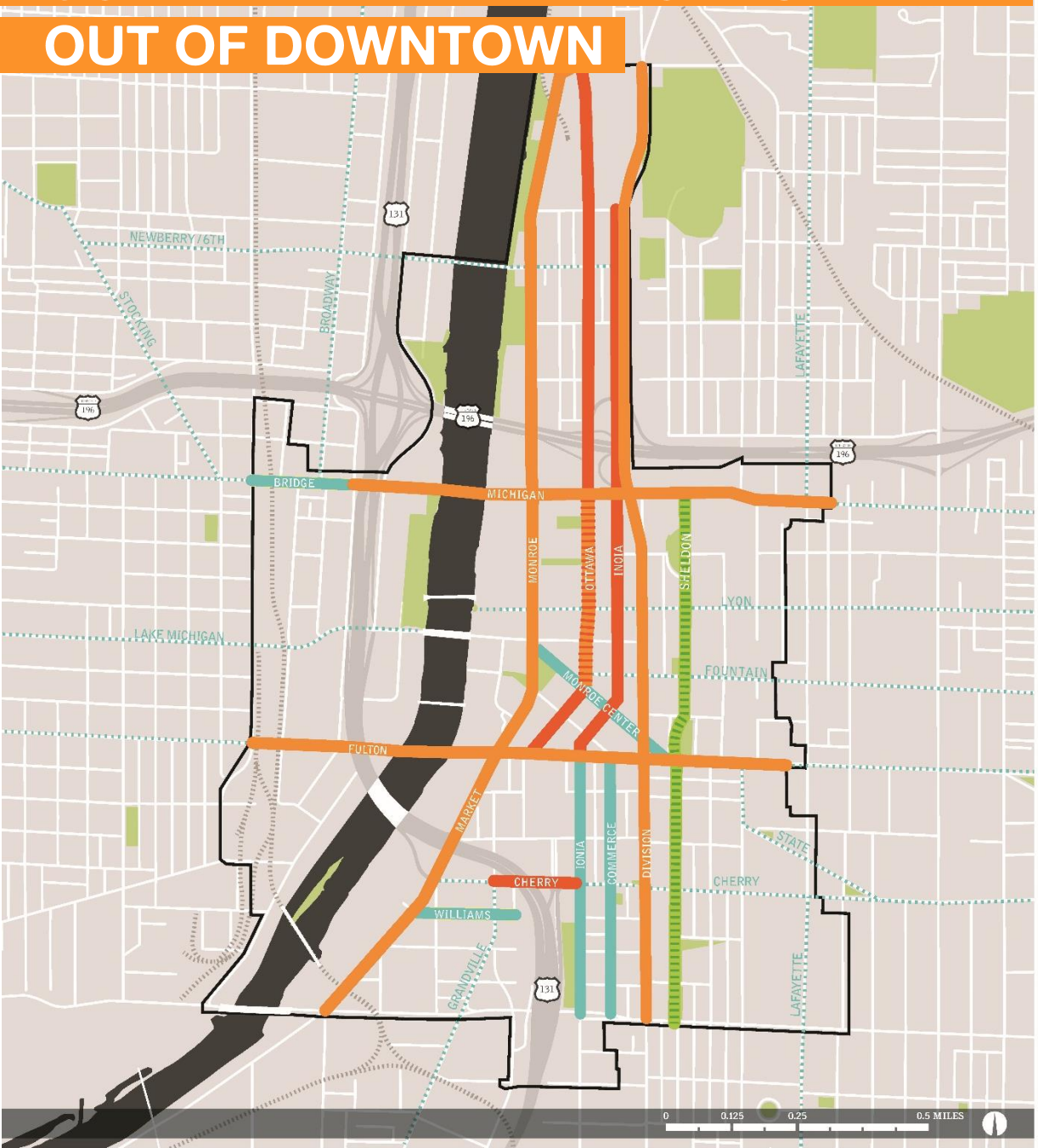
PROVIDE NEW & ENHANCED MOBILITY OPTIONS

- **Bike share & car share**



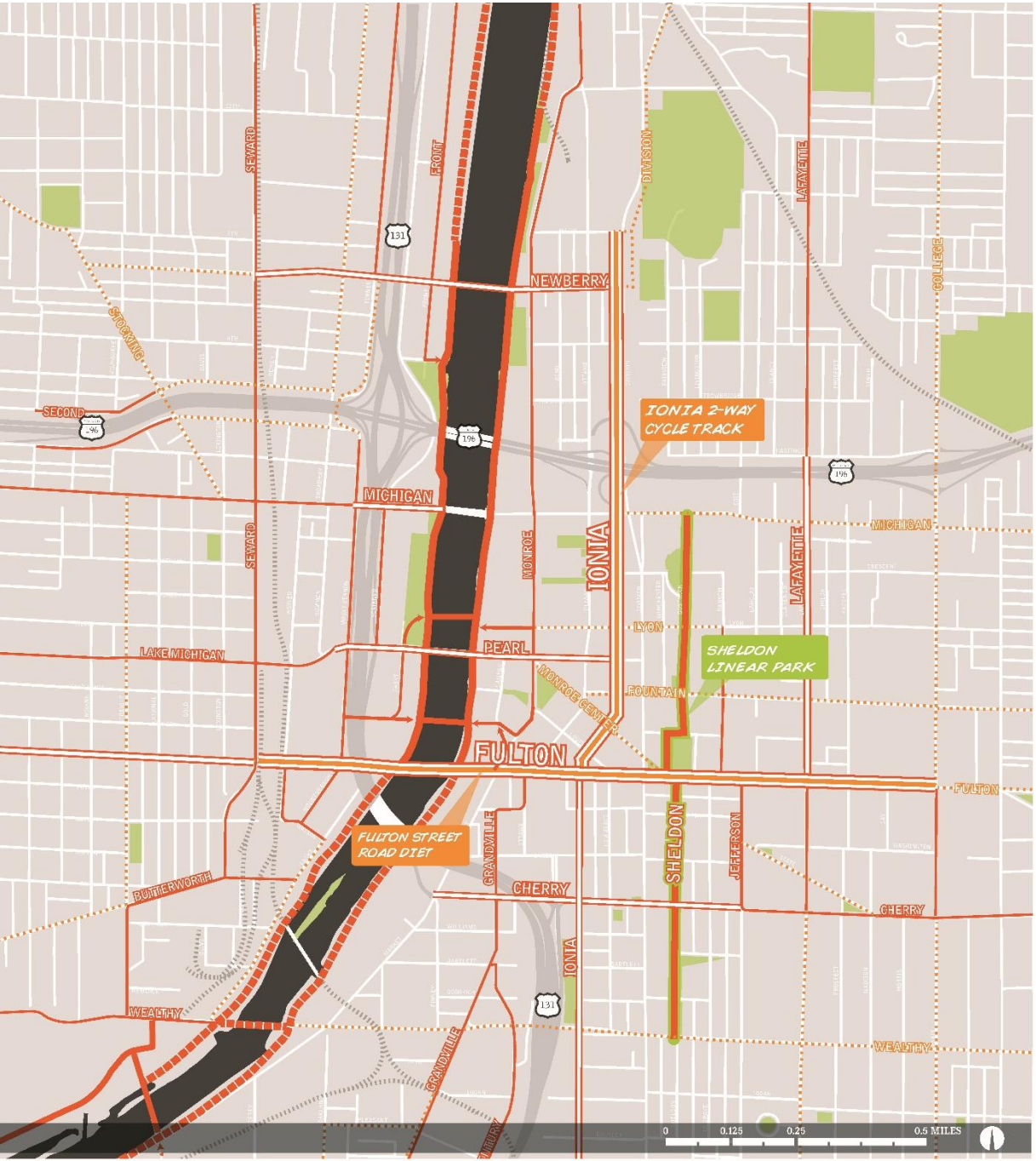


COMPLETE THE NETWORKS IN AND OUT OF DOWNTOWN



» DESIGNATE STREET TYPOLOGIES TO GUIDE INVESTMENT & POLICY

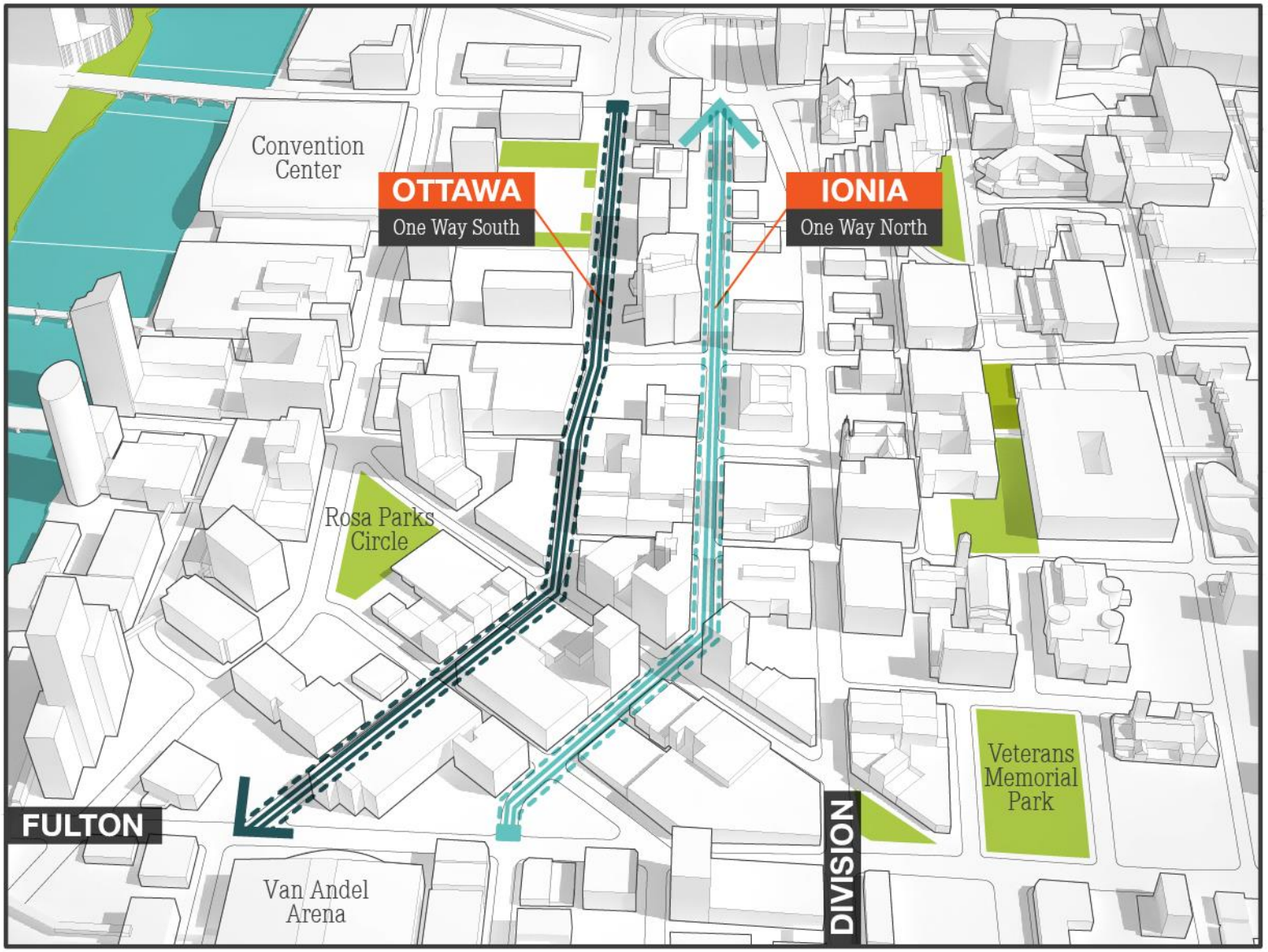
- GATEWAY STREET
- EVENTS CORRIDOR
- OUTDOOR ENTERTAINMENT
- HUMANIZE / DOWNTOWN TRANSITION
- LINEAR PARK
- NEIGHBORHOOD CONNECTOR



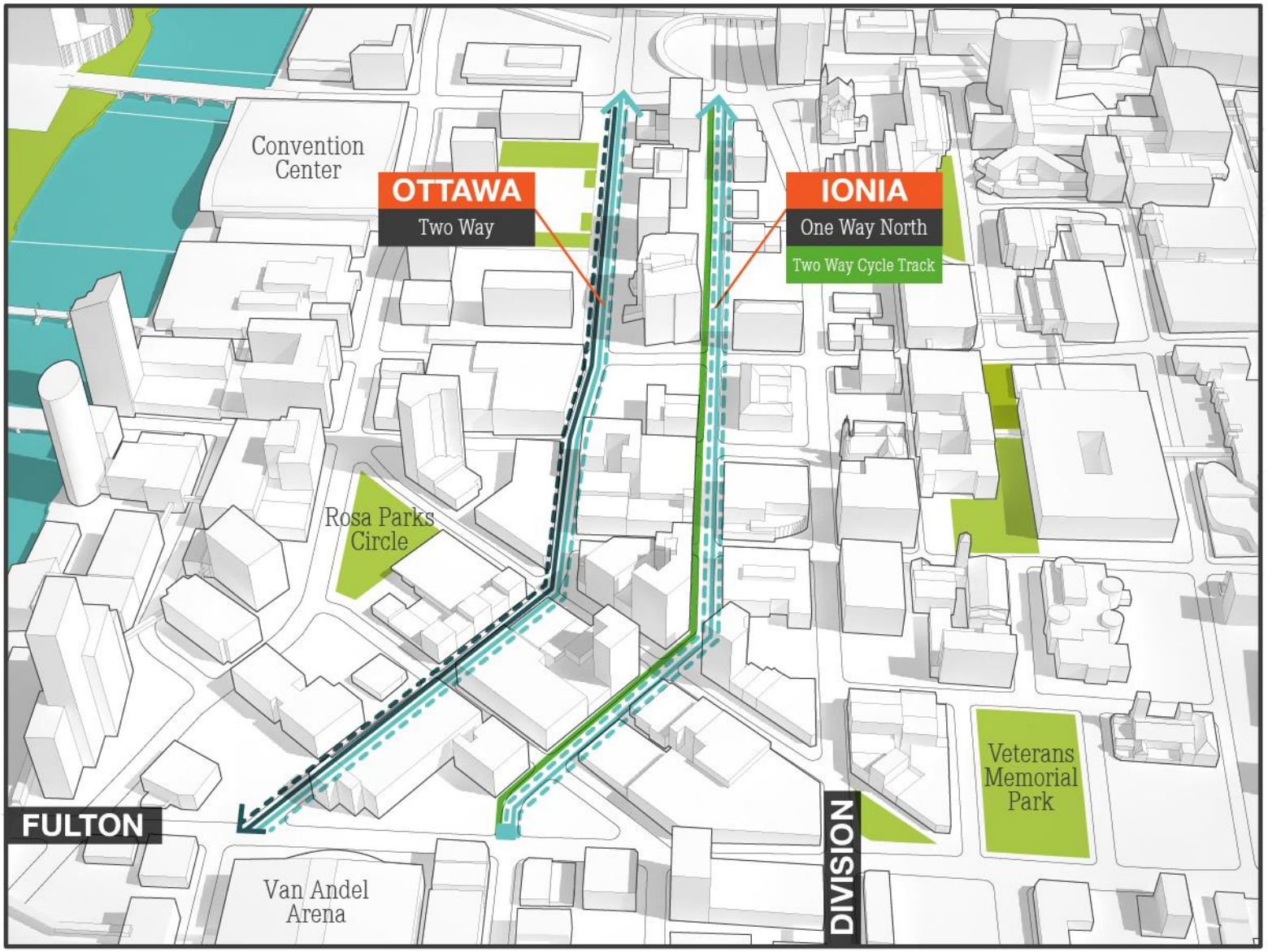
CREATE THE MOST BICYCLE FRIENDLY DOWNTOWN IN THE MIDWEST

- HIGH PROFILE ON STREET BIKE FACILITY
- KEY ON-STREET CONNECTION
- OFF-STREET MULTI-USE PATHS
  TRAIL CONNECTION
- EXISTING FACILITY TO IMPROVE
- (POTENTIAL) NEIGHBORHOOD CONNECTIONS CREATING A LOW STRESS NETWORK

Humanize Ionia and Ottawa

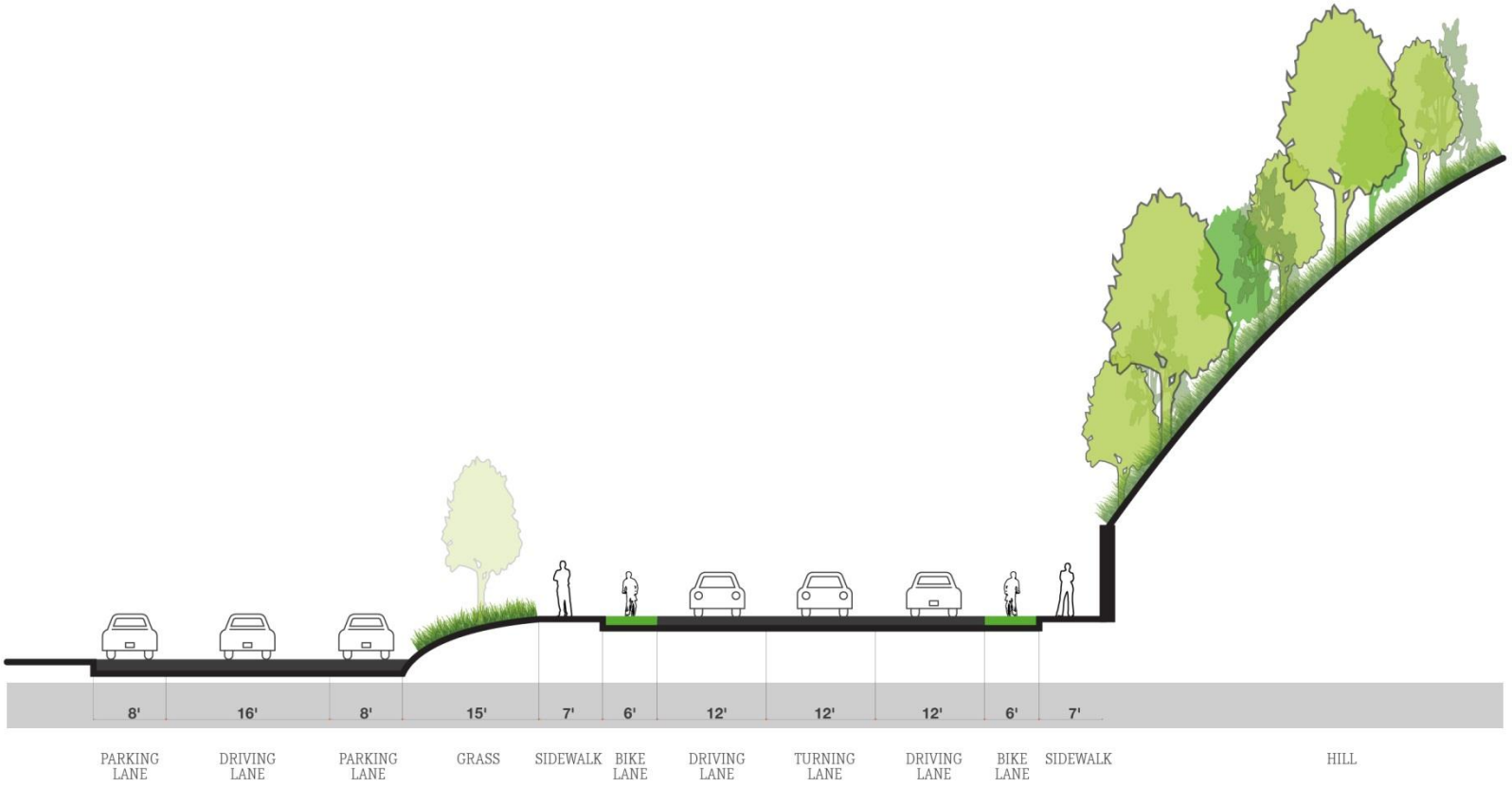


Humanize Ionia and Ottawa



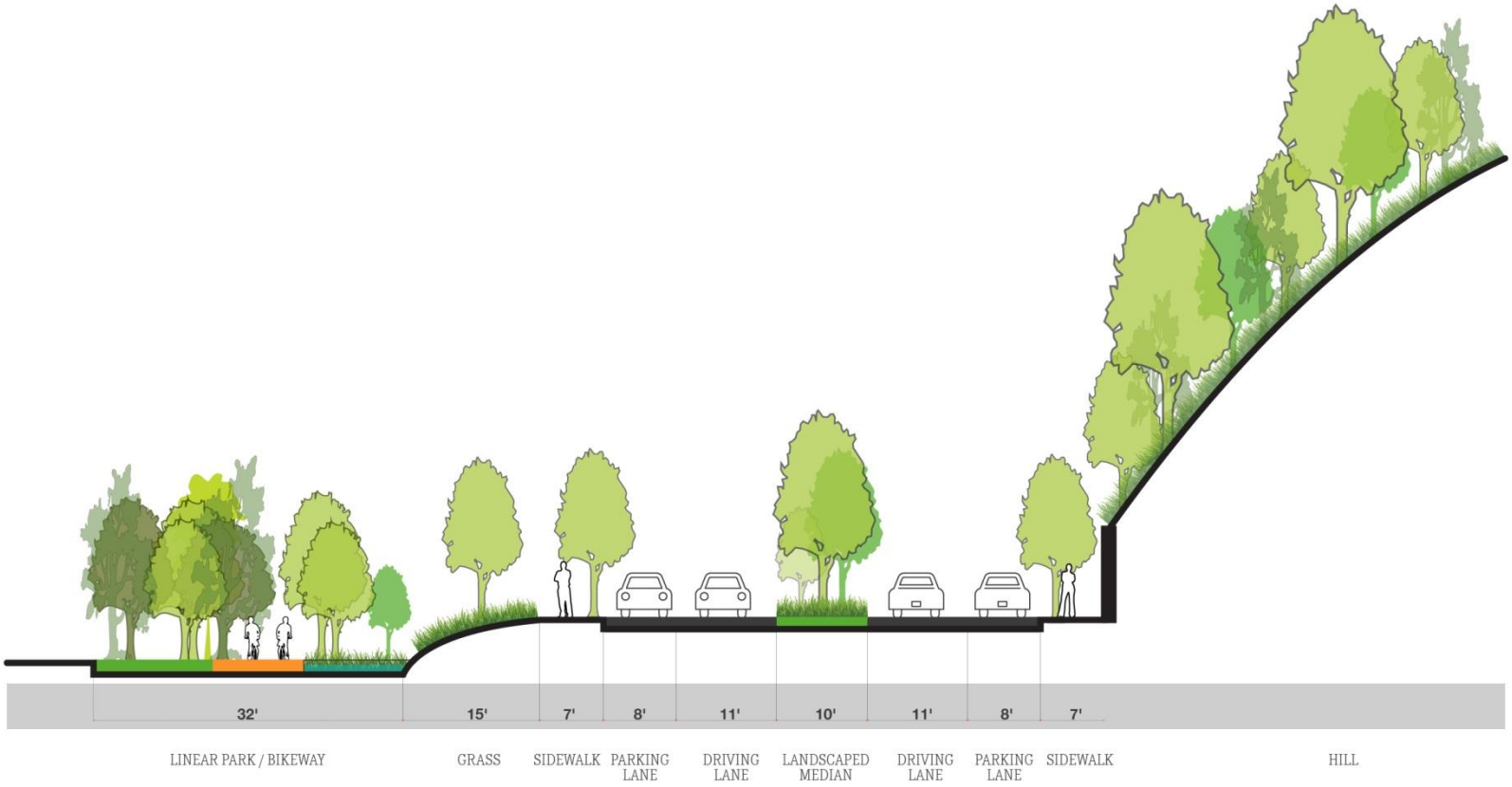
NORTH - SOUTH

IONIA + DIVISON – EXISTING FACING NORTH



NORTH - SOUTH

IONIA + DIVISON – PROPOSED FACING NORTH







» TRUCK ROUTES » I-196 » US131





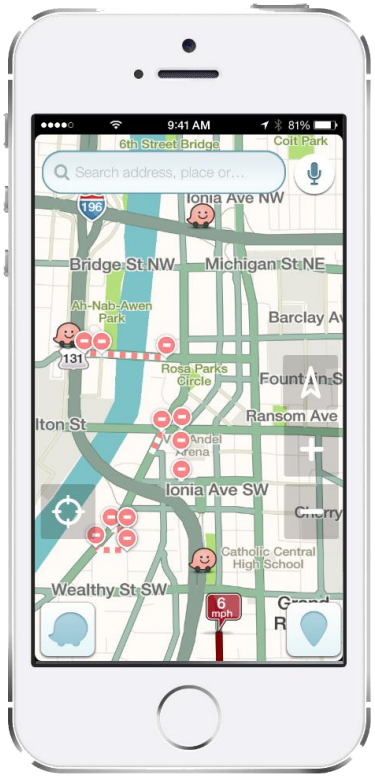




GET CONNECTED: UTILIZE TECHNOLOGY TO MAKE GETTING AROUND EASIER

- UTILIZE APPS / WEB TOOLS
- DIGITAL SIGNAGE
- ENCOURAGE OPEN DATA





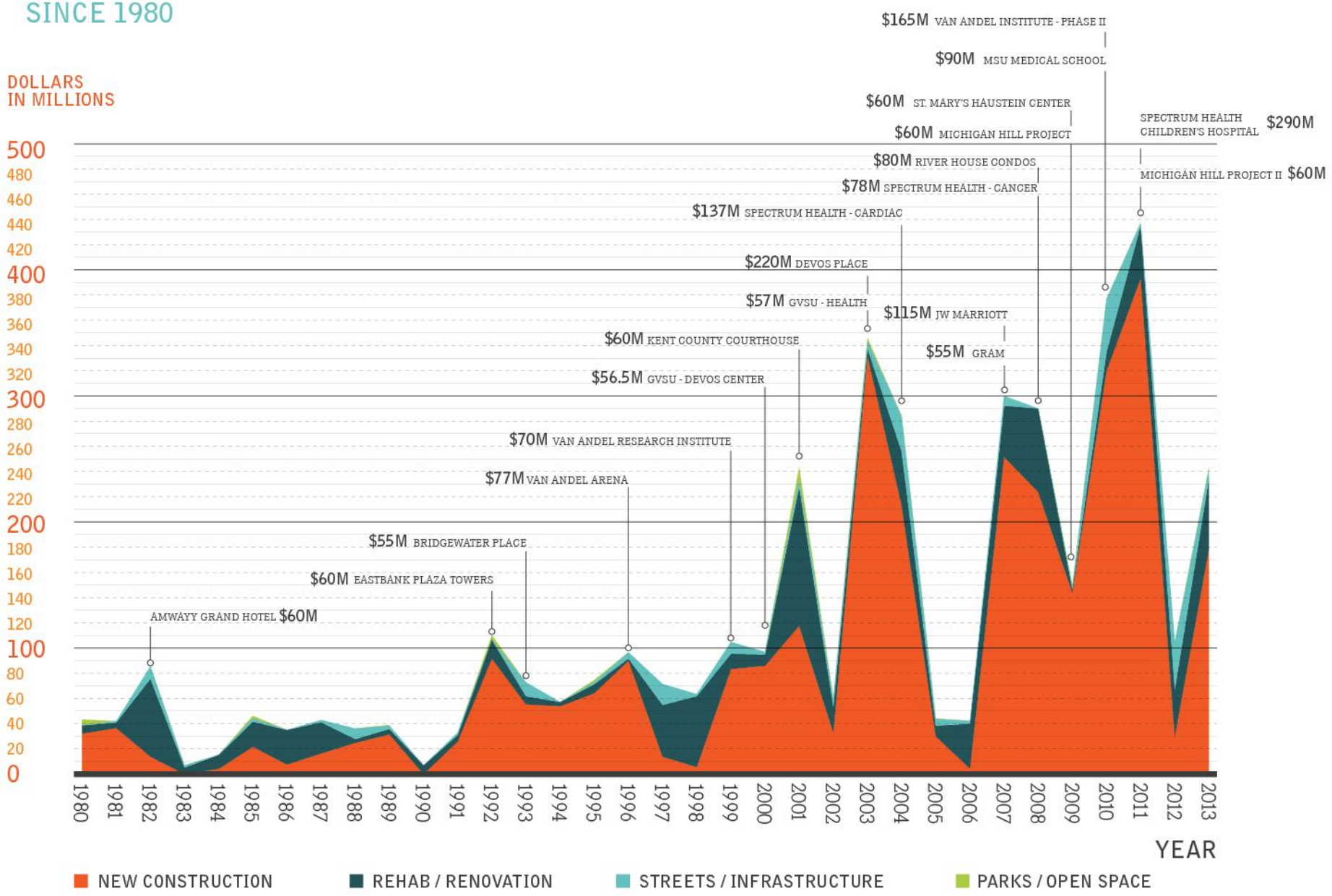


GOAL 4

EXPAND JOB OPPORTUNITIES & ENSURE CONTINUED VITALITY OF THE LOCAL ECONOMY

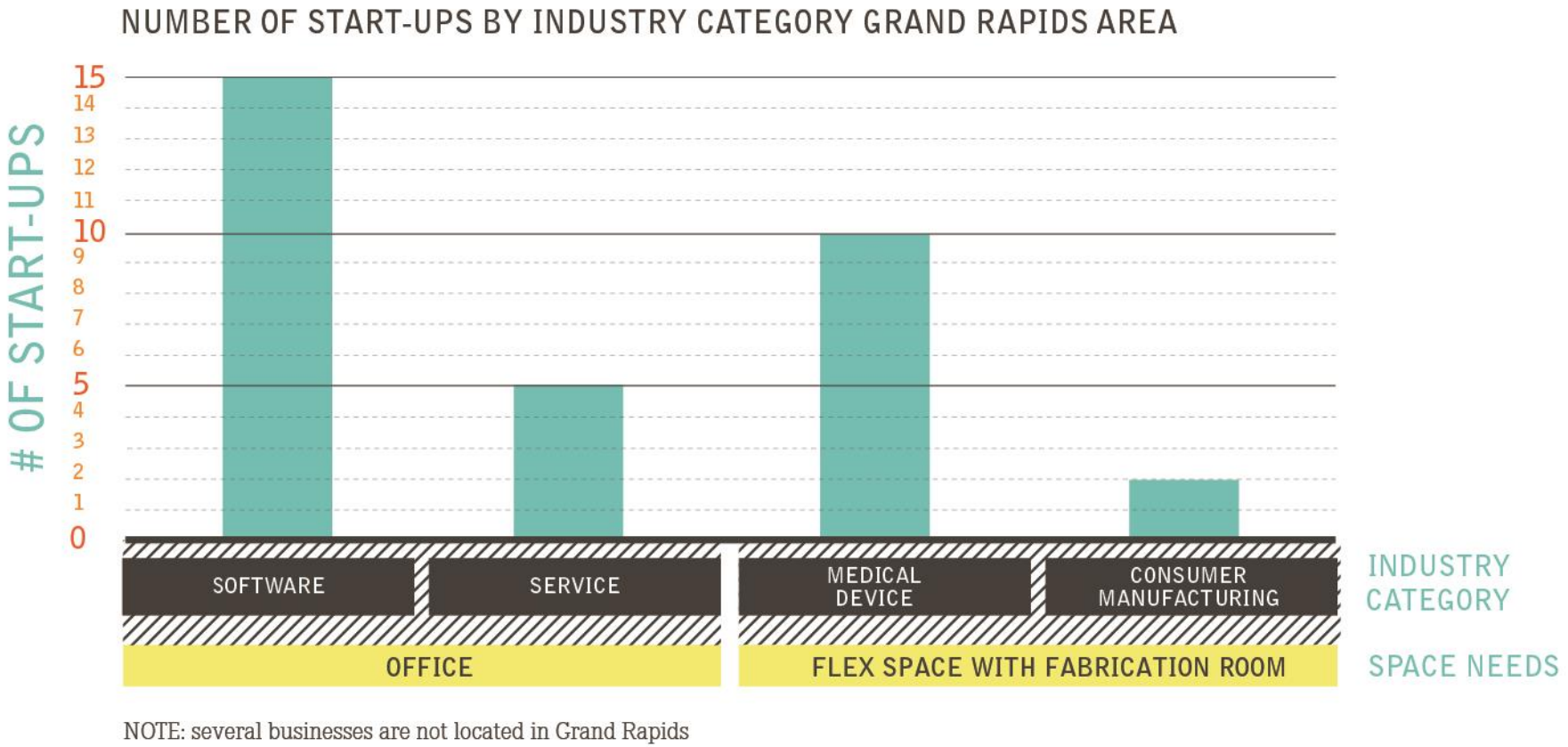
DOWNTOWN INVESTMENT

SINCE 1980



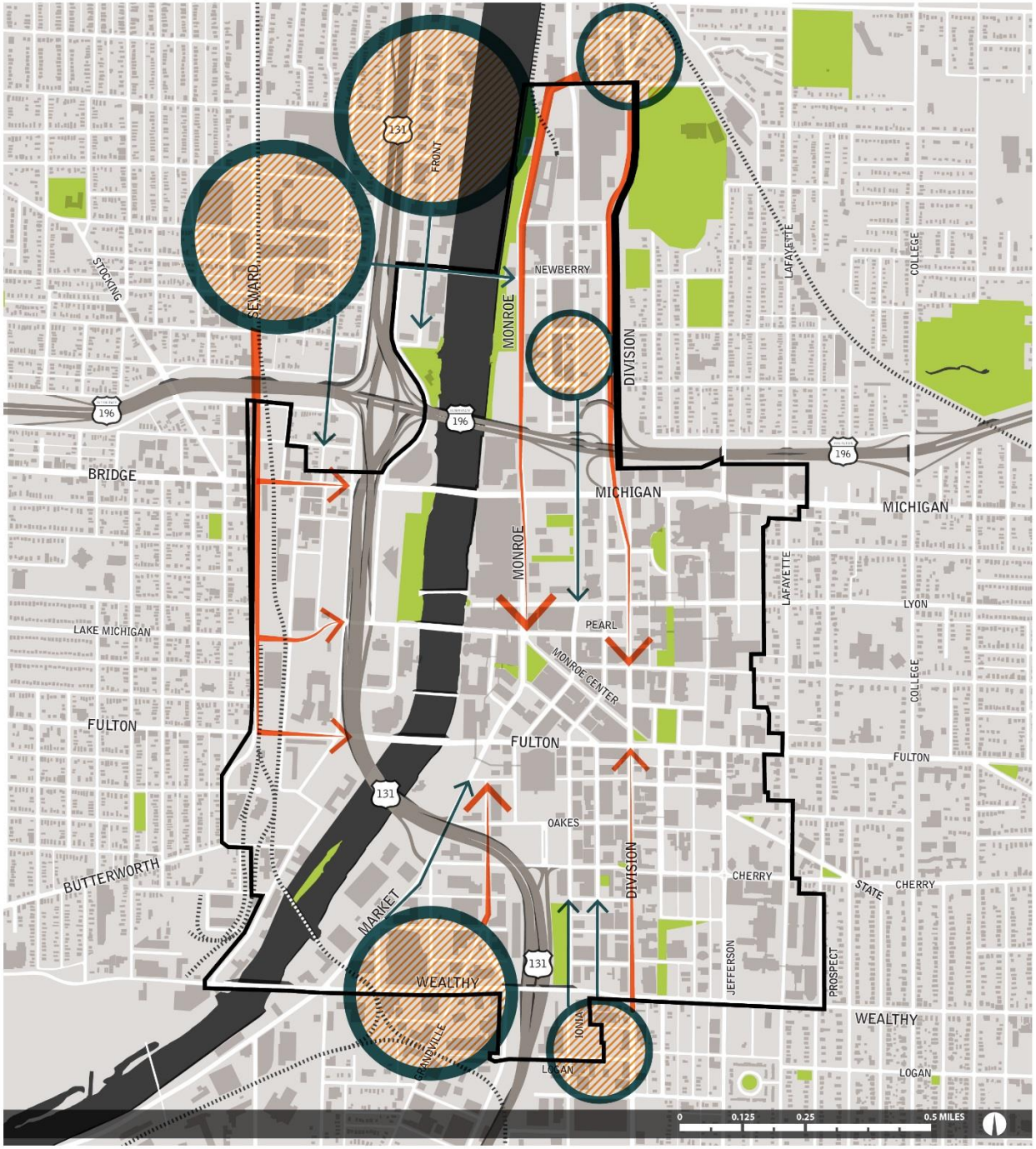
PRESERVE AND CREATE SPACE JOB CREATION & ECONOMIC GROWTH

» 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



FLEXIBLE WORK SPACE OPPORTUNITIES

>> **Create an inventory of remaining warehouse / industrial / institutional space Downtown and nearby**

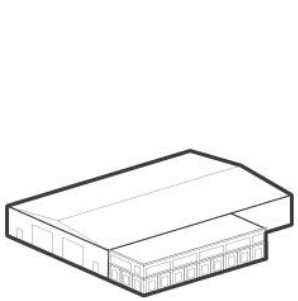
WORK SPACE OPPORTUNITIES

MAJOR CONNECTION

SECONDARY CONNECTION

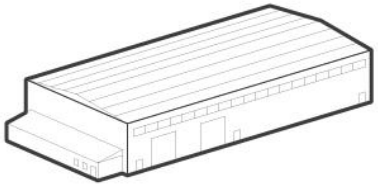
>> **Create a Production Development and Space Modernization fund**

>> **Change the zoning to allow artisanal manufacturing in Downtown**



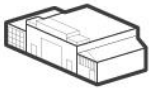
RESEARCH / FABRICATION FACILITY

Pre-clinical R&D, prototyping, test kitchens, light industrial



HIGH BAY FLEX SPACE

Research & Development (e.g.,clean room, air handling requirements), Logistics, Fabrication,



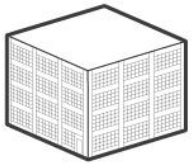
READY-TO-GO SPACE

Entrepreneurial - Industrial service businesses



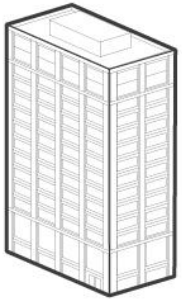
MIXED-USE / GROUND FLOOR COMMERCIAL

Small-scale retailers/ office users



MAKER SPACE

Small batch production / co-working space



SOFTWARE / PROGRAMMING SPACE

Preclinical lab space, "bench research" / co-working space





ATTRACT TALENT AND LINK JOB SEEKERS WITH LOCAL OPPORTUNITIES

TALENT CHALLENGES: GRAND RAPIDS EMPLOYMENT IN KEY INDUSTRIES COMPARED TO THE US AVERAGE

	Employment Estimate	Compared to US (1.00 = US Average)	
COMPUTER SYSTEMS ANALYSTS	1,170	0.77	WEAKNESS IN COMPUTER SCIENCES
INFORMATION SECURITY ANALYSTS	110	0.47	
COMPUTER PROGRAMMERS	830	0.89	
SOFTWARE DEVELOPERS, APPLICATIONS	1,350	0.70	
SOFTWARE DEVELOPERS, SYSTEMS SOFTWARE	1,120	1.00	
WEB DEVELOPERS	240	0.72	
COMPUTER NETWORK ARCHITECTS	280	0.65	
CHEMICAL ENGINEERS	40	0.37	ENGINEERING + SCIENCE REFELCTS CURRENT INDUSTRIAL BASE
COMPUTER HARDWARE ENGINEERS	70	0.30	
ELECTRICAL ENGINEERS	490	0.97	
ELECTRONICS ENGINEERS, EXCEPT COMPUTER	160	0.39	
ENVIRONMENTAL ENGINEERS	70	0.45	
INDUSTRIAL ENGINEERS	2,340	3.39	
MATERIALS ENGINEERS	60	0.82	
MECHANICAL ENGINEERS	1,260	1.62	
BIOLOGICAL SCIENTISTS, ALL OTHER	50	0.55	
CHEMISTS	90	0.33	
COMMERCIAL + INDUSTRIAL DESIGNERS	220	2.59	STRONG PRODUCT DEVELOPMENT SKILLS BUT... SMALL NUMBERS
TOOL + DIE MAKERS	2,390	10.15	
MODEL MAKERS, METAL + PLASTICS	50	2.44	
FOUNDRY MOLD + COREMAKERS	180	4.60	

ATTRACTING TALENT

A **HIGH-QUALITY DOWNTOWN** PLAYS AN IMPORTANT ROLE IN ATTRACTING AND RETAINING VARIOUS **TYPES OF TALENT**

TYPE	IT/DATA	DESIGN/ CREATIVE	ACADEMIC/ SCIENTIST/ RESEARCHER	GENERAL UPPER/MID PROFESSION	START-UP STAFF
AGE	20s - 30s	28 - 38 "Diaspora returning"	30+	38+	Under 40
CHALLENGE	• Recruitment issue • Perception must be on coast to advance in career • "Cutting edge not taking place in GR"	• Typically coming from larger cities – have larger city amenity expectation • Want to come home but perception of no jobs	• Trailing spouse significant problem - typically an academic or researcher • Larger city amenity questions • "People like me"	• Trailing spouse issue • Tend toward suburbs due to educational concerns • Role of HR in companies diverting people away from downtown	• Risk of location – start ups fail – where to find next job in GR
ATTRACTOR (ROLE OF DOWNTOWN)	• Lifestyle/living choice • Entertainment options • Housing options/prices	• Lifestyle/living choice • Entertainment options • Housing options/prices	• Lifestyle/living choice • Entertainment location • Housing options	• Entertainment location	• Lifestyle/living choice • Entertainment location • Housing options

» BUILD A UNIQUE DOWNTOWN EXPERIENCE

» LEVERAGE / EXPAND PROGRAMS FOR TRAILING SPOUSES

GROW & 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**

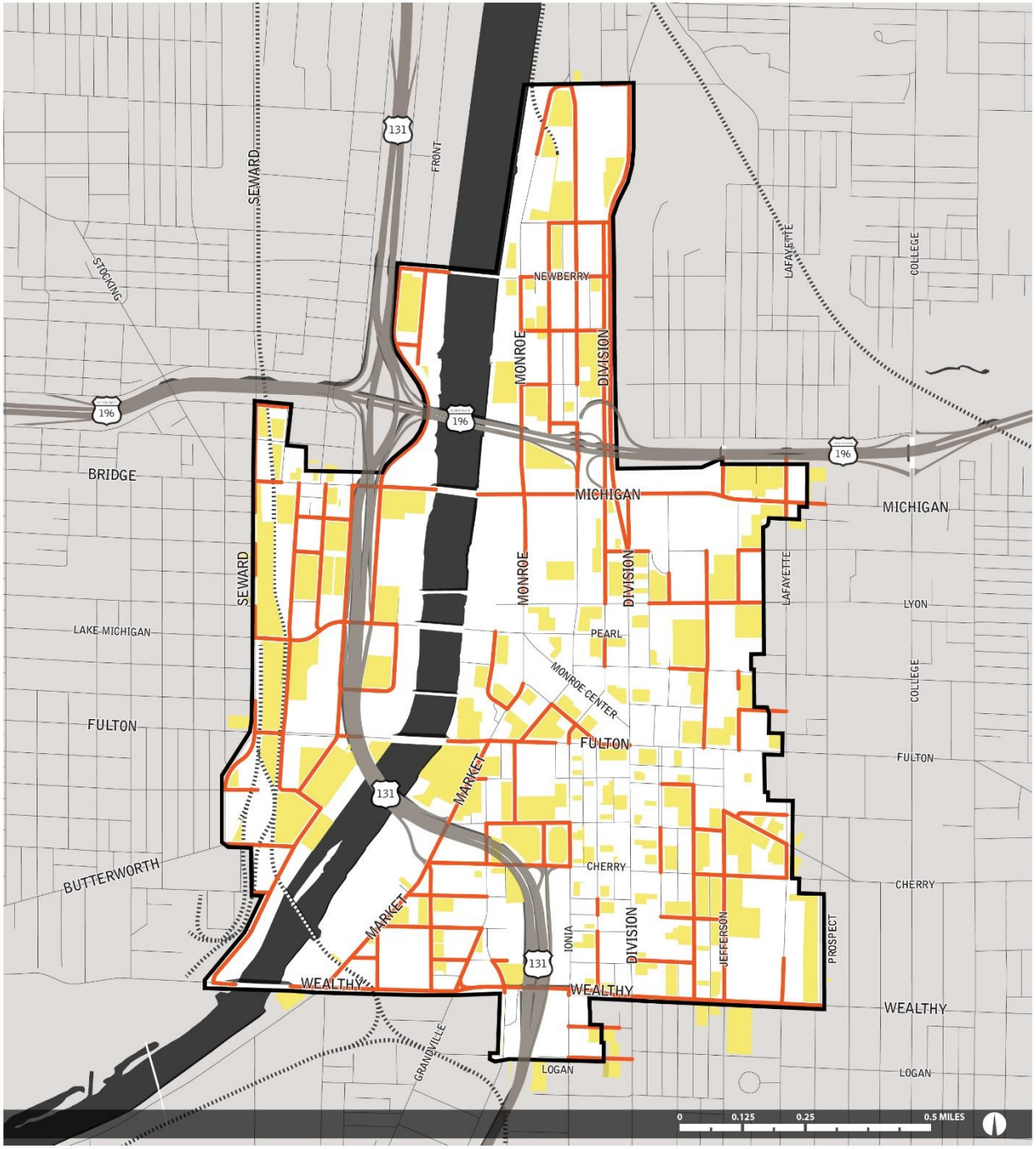
- FORMALIZE A LEADERSHIP TEAM AMONG CITY DECISION MAKERS & MAJOR EMPLOYERS TO ENSURE EQUAL ACCESS TO OPPORTUNITIES
  - **Youth workforce and internship programs**
  - **Entrepreneurship & capacity building programs**



MAYOR'S 100

GOAL 5

REINVEST IN PUBLIC SPACE, CULTURE & INCLUSIVE PROGRAMMING



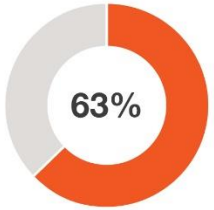
INACTIVE STREET FRONTAGE

INTERFACE - STUDIO FIELD SURVEY

STREET SEGMENTS DOWNTOWN:

493 TOTAL

313 INACTIVE

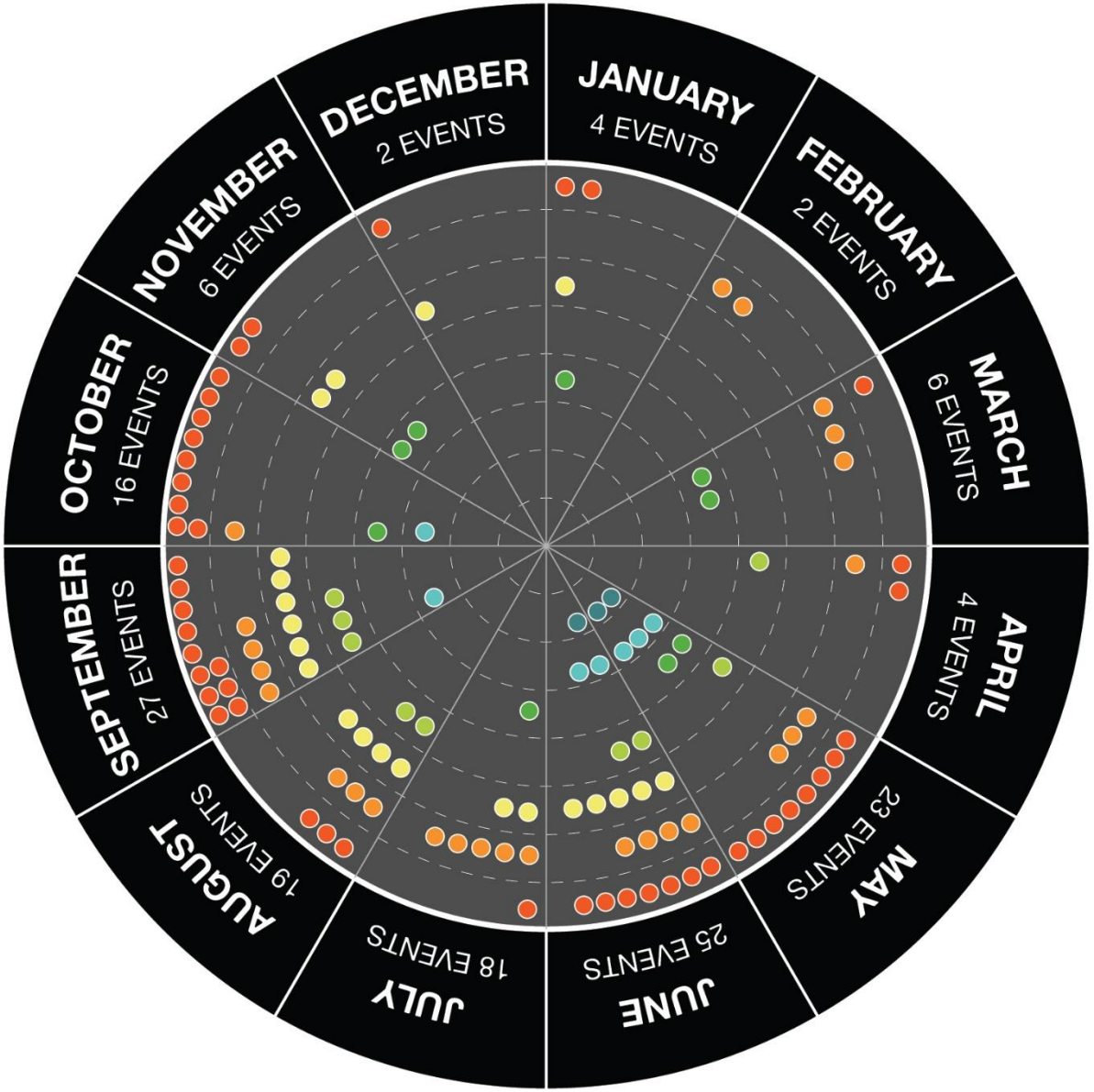


INACTIVE STREET FRONTAGE

PARKING LOT / STRUCTURE



EXPAND ARTS & CULTURAL EVENTS AND TEMPORARY PROGRAMMING



DESIGN FOR WINTER

- ACTIVE (47)
- ARTS/PERFORMANCE (26)
- CELEBRATION (23)
- FOOD & DRINK (10)
- MARCH/PARADE (9)
- COMMUNITY/CEREMONY (7)
- TRADE SHOW (4)

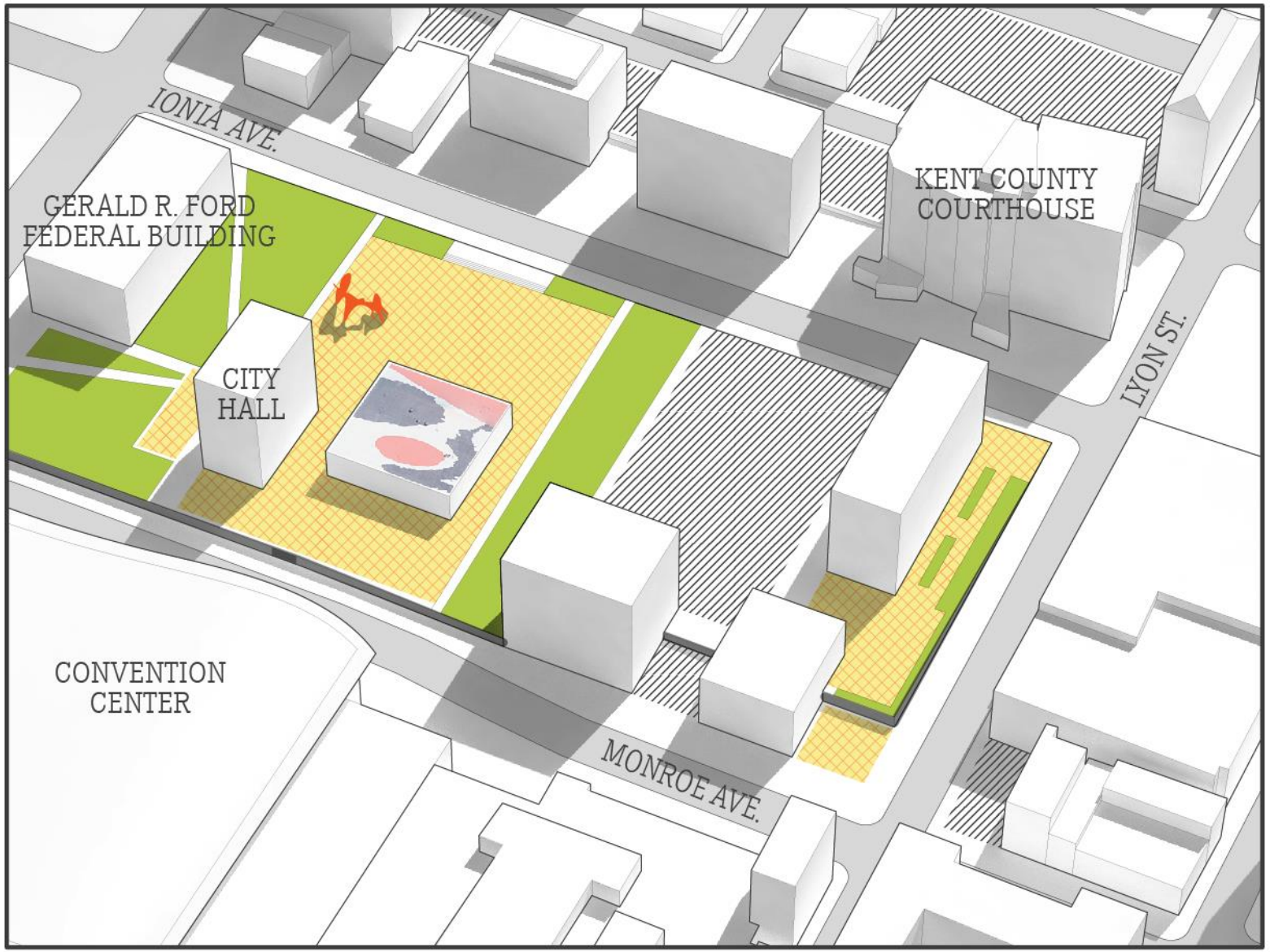


RAISE THE PROFILE OF DOWNTOWN PARKS AND OPEN SPACES



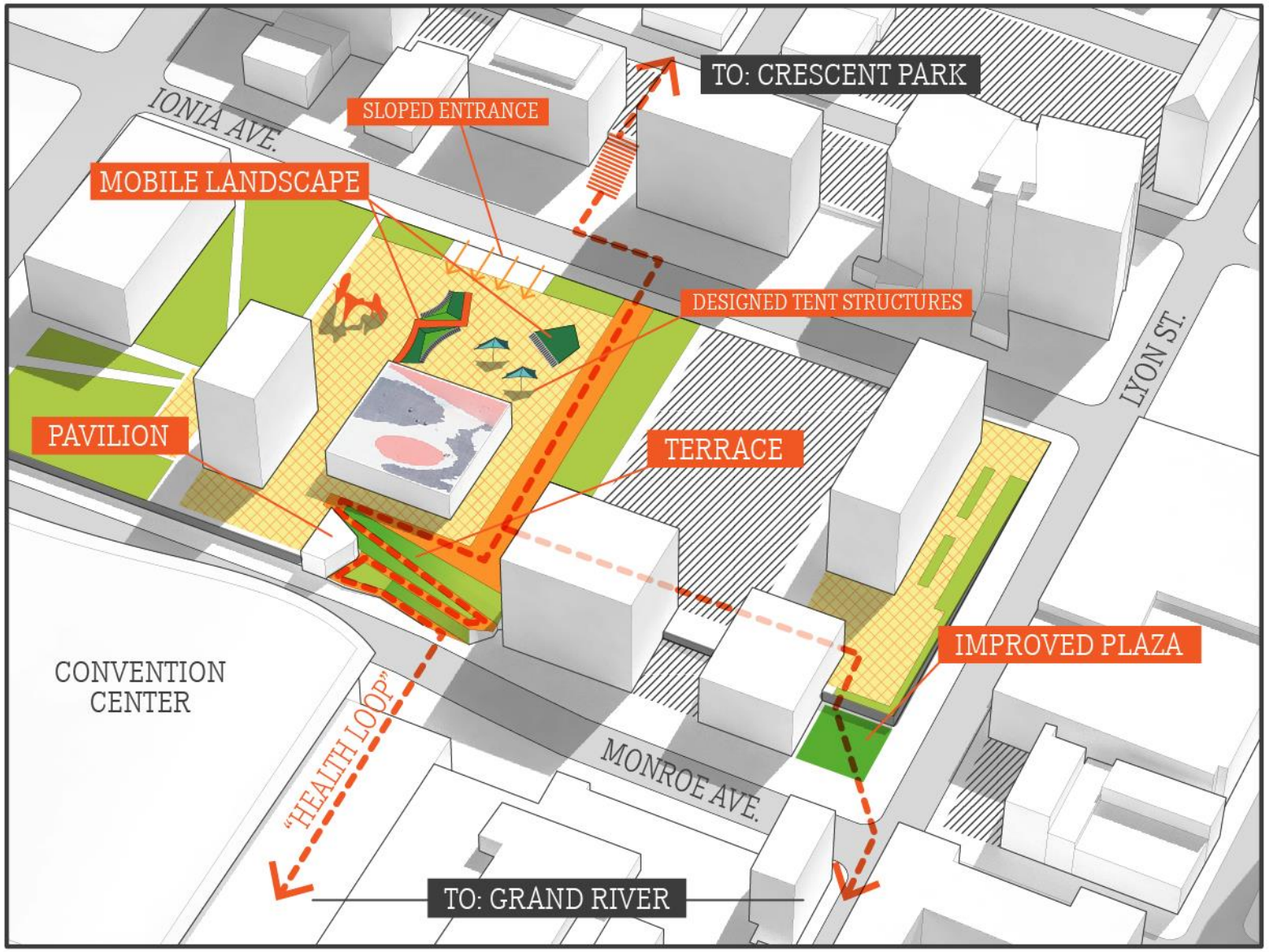
ENHANCE EXISTING DOWNTOWN PARKS

Existing Calder Plaza



XXX

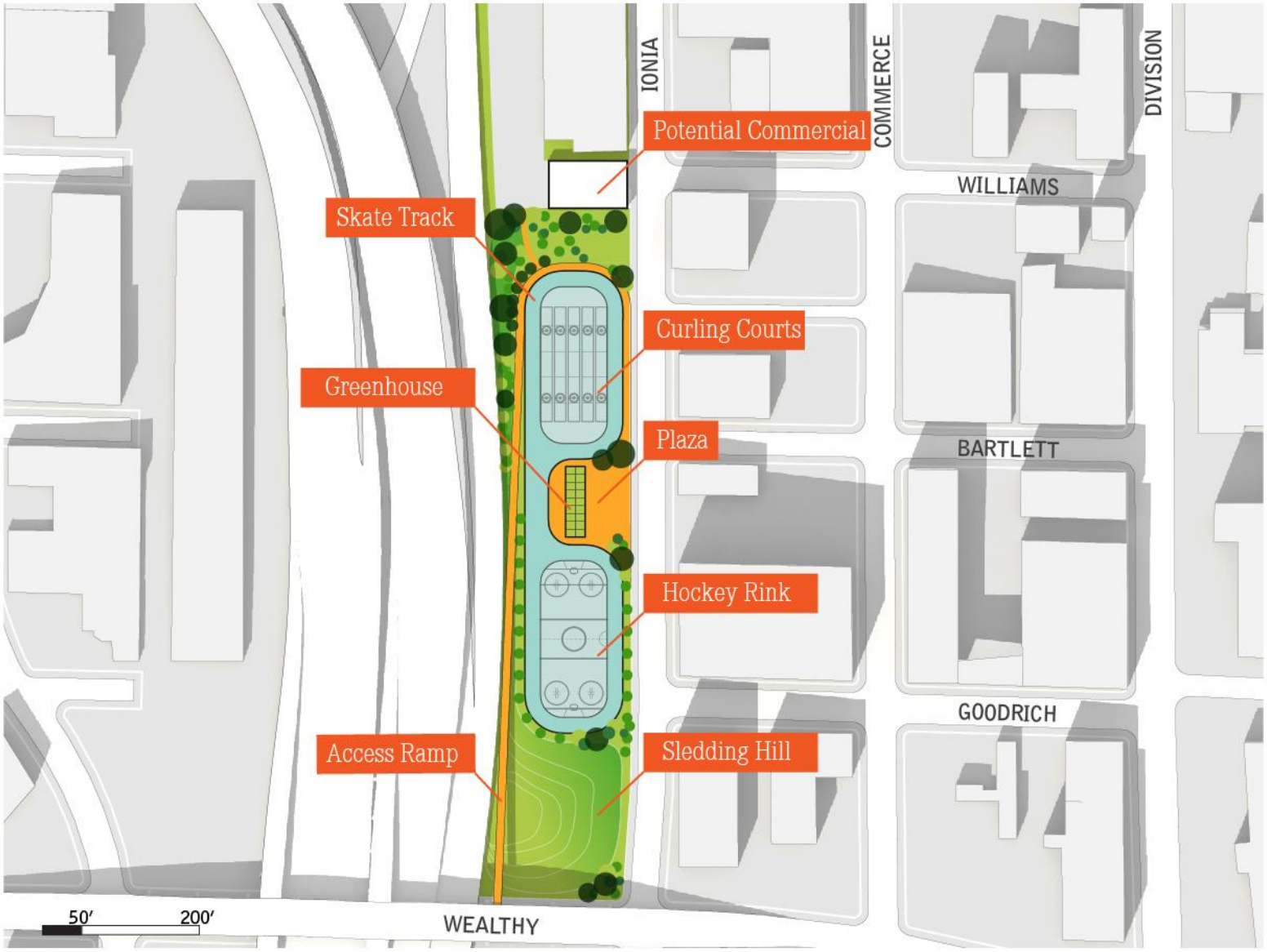
Proposed Calder Plaza



Heartside Park: Summer



Heartside Park: Winter

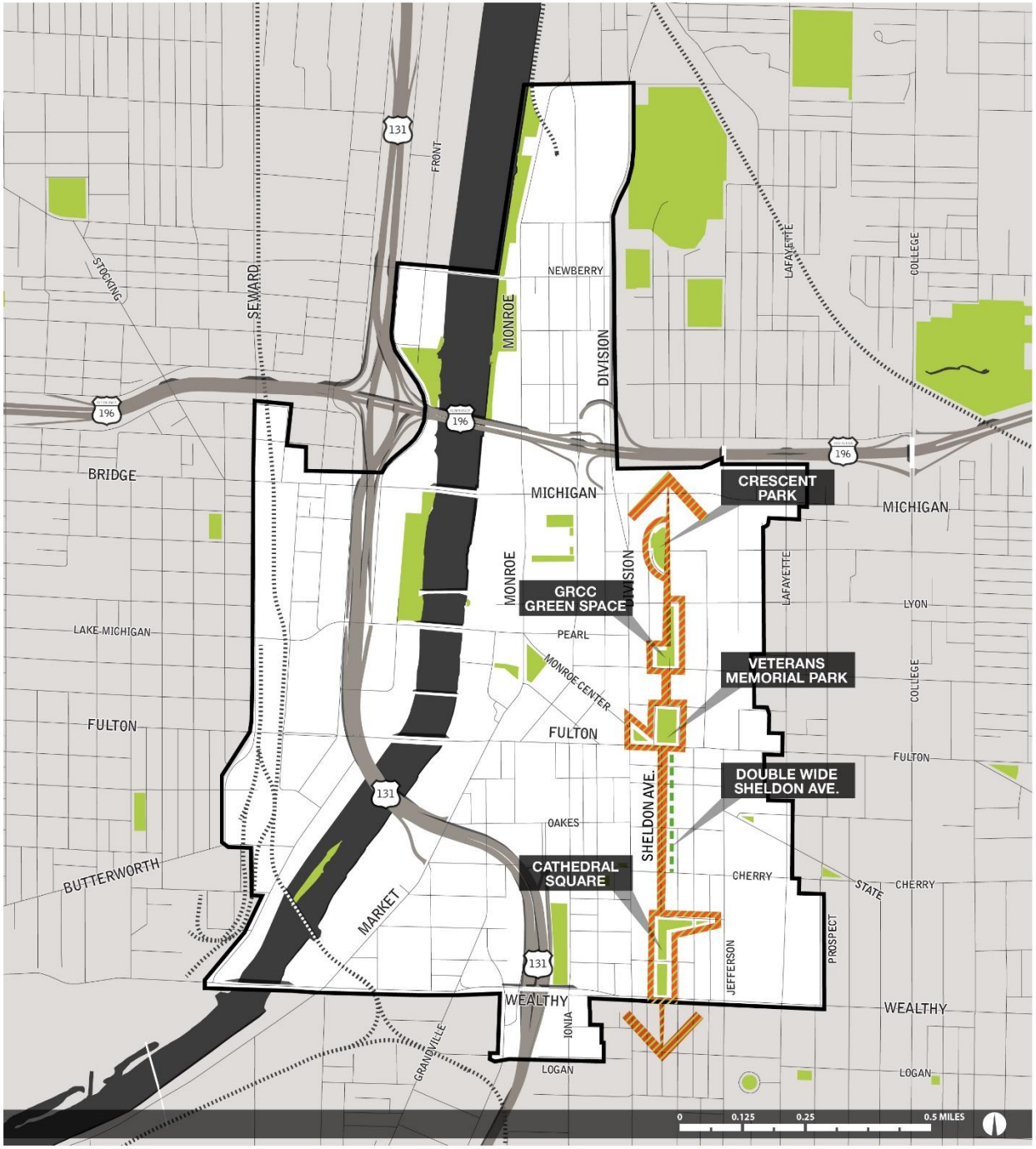



HEARTSIDE PARK

>> CREATE NEW OPEN SPACE ASSETS

>> Parklets!





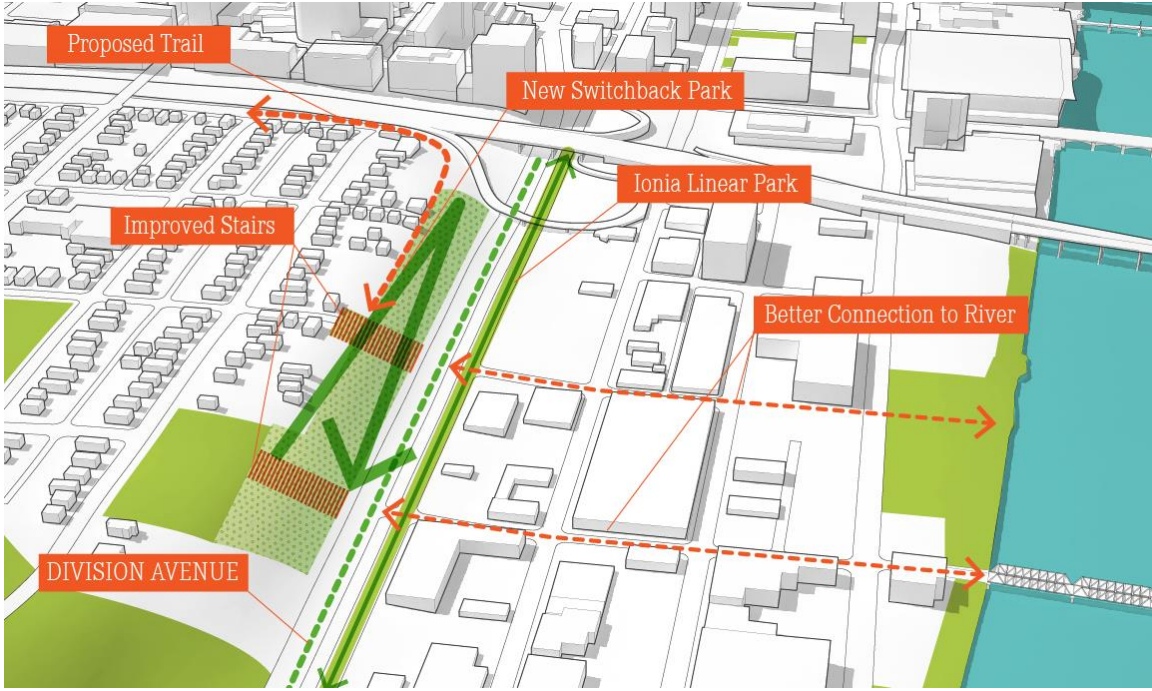
Sheldon Green

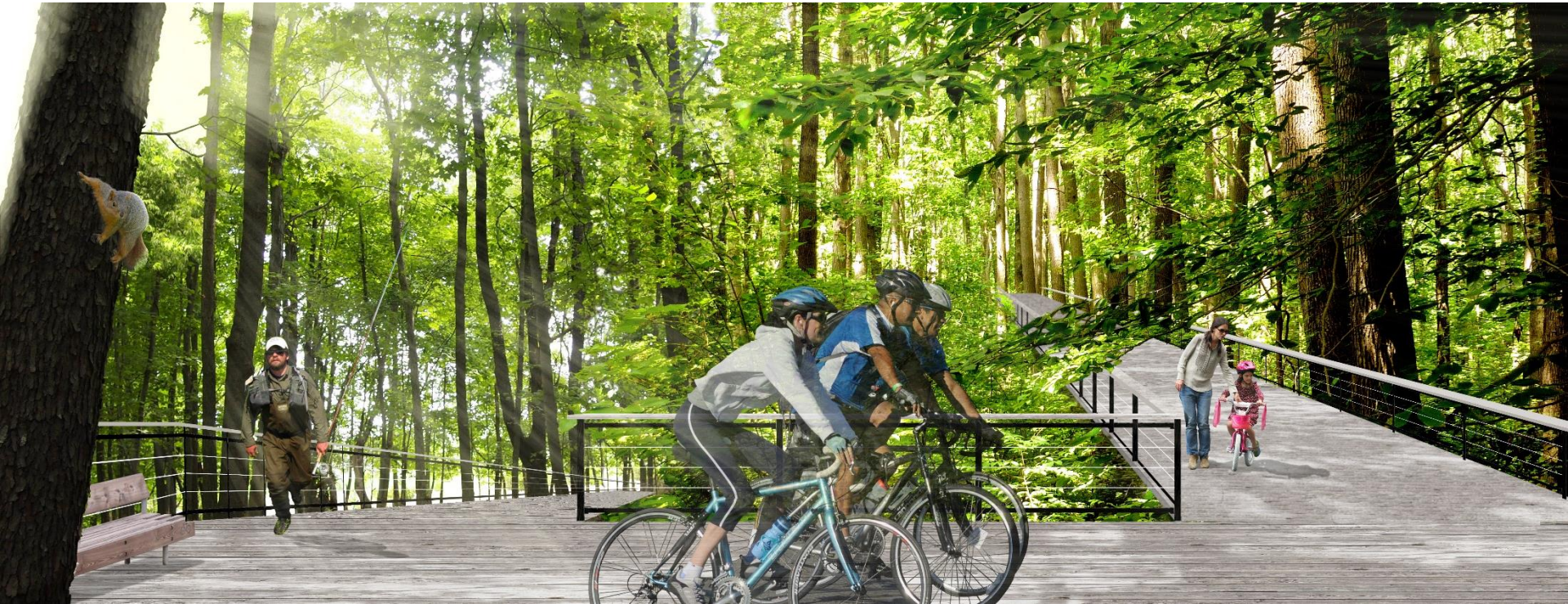
EXTRA ROAD SPACE ON SHELDON AVE. CAN BE USED TO CONNECT IMPORTANT OPEN SPACES THROUGH DOWNTOWN.

POTENTIAL GREEN CORRIDOR

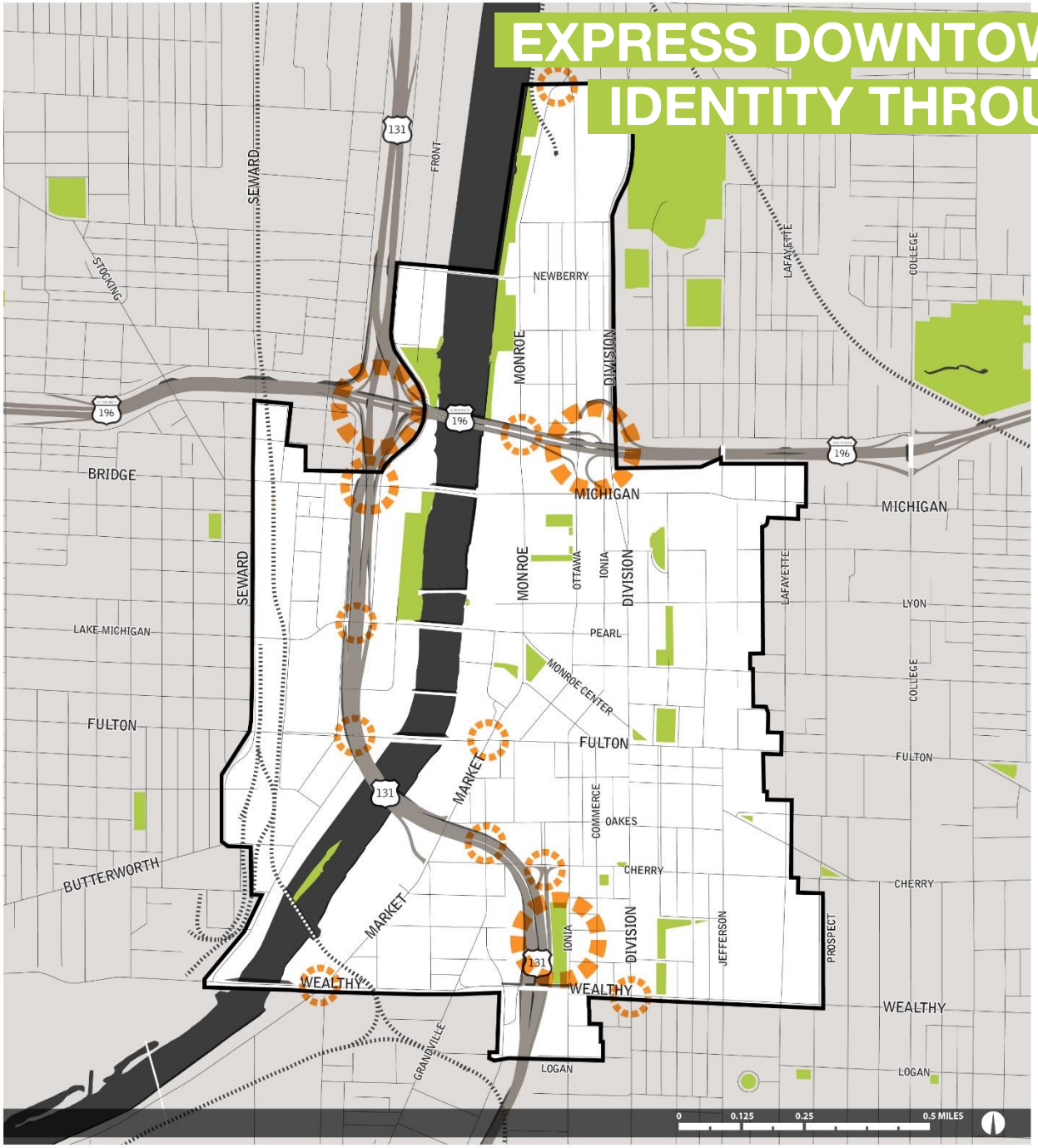
Switchback park







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

GATEWAY IMPROVEMENTS LOCATIONS

CONTINUE TO ENSURE SAFETY & CLEANLINESS OF DOWNTOWN

- TRASH BINS / GRAFITTI REMOVAL
- DGRI AMBASSADORS
- LIGHTING
- SNOW REMOVAL



GOAL 6

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

BUILD PARTNERSHIPS WITH LOCAL INSTITUTIONS TO DEVELOP A LOCALLY ROOTED WORKFORCE



- ACADEMIC / UNIVERSITY
- CULTURAL
- GRPS SCHOOLS
- GRPS - Innovation + Montessori
- GRPS - Museum School @ Jefferson Ave.
- GRPS - Museum School @ Van Andel Museum

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



IMPLEMENTATION:

2 CREATE A TRUE DOWNTOWN, NEIGHBORHOOD AS HOME TO A DIVERSE POPULATION

2.1 Leverage development opportunities to hit "critical mass" and close gaps between neighborhoods

Recommendation	Timeframe	Responsibility / Partners	Source of Funds
Change existing zoning and height regulations	1st Year	City of Grand Rapids	-
Initial Action Steps -			
Discuss and create new zoning language to guide heights			
Revisit development incentives	1st Year	City of Grand Rapids / DGRI / Developers	-
Initial Action Steps -			
Develop a package of new incentives to encourage key goals of GR Forward			
Remap the Existing City Center Zone	1st Year	City of Grand Rapids	-
Initial Action Steps -			
Introduce new City Center are for discussion			
Change the Approach to Downtown Parking Requirements	1st Year	City of Grand Rapids / DGRI	-
Initial Action Steps -			
Work with the Parking Commission (Mobile GR) to determine parking maximum policy and penalties for exceeding the maximum			
Encourage infill development to close gaps within and between neighborhoods	ongoing	DGRI / private developers / City of Grand Rapids	private equity / local incentives
> Near West Side	within 5 years	DGRI	DGRI
Initial Action Steps -			
Assemble and prepare the land for redevelopment - site prep costs to be determined			
Develop small plaza as a development anchor - see section 5.2b			
Offer opportunities to develop specific parcels through a developer RFP			
> 201 Market	within 10 years	City of Grand Rapids	private equity / local incentives
Initial Action Steps -			
Evaluate alternative sites for existing City facilities and develop a timeline for relocation			
Demolish existing facilities and prep the land for new development			
Finalize the site and landscape designs to guide development			

IMPLEMENTATION:

5.3 Express Downtown Grand Rapids' character and identity through public realm improvements			
Recommendation	Timeframe	Responsibility / Partners	Source of Funds
Make a statement with improved gateways	ongoing	City of Grand Rapids / MDOT / DGRI / property owners	City of Grand Rapids / MDOT / DGRI / private support
Initial Action Steps -			
Design underpass improvements for Bridge Street and Monroe Avenue underpasses			
Plant and maintain more shade trees to increase the Downtown tree canopy	within 5 years	Local non-profits / DGRI	Local non-profits / DGRI
Initial Action Steps -			
Develop streetscape designs for targeted streets including the location and type of trees (Friends of Grand Rapids Parks / DGRI)			
Target tree plantings on east-west streets (Friends of Grand Rapids Parks / DGRI)			
Develop Streetscape Designs to Upgrade Key Streets	1st Year (design plans)	City of Grand Rapids / DGRI	DGRI / City of Grand Rapids / MDOT
Initial Action Steps -			
Develop design plans for Bridge Street, Pearl and Fulton			
Develop a Design Approach for the 'Event Corridor' and 'Outdoor Entertainment Corridors'	within 5 years	DGRI / City of Grand Rapids / Kent County / buisness owners	DGRI / City of Grand Rapids / MDOT
Initial Action Steps -			
Initiate design work for Ottowa Street in coordination with potential conversion to a two-way street (City of Grand Rapids / DGRI / Kent County) - consider realignment at Fulton			
Create design and programming guide for outdoor entertainment corridors - conduct targeted outreach to business owners (DGRI) - fund bumpouts, speed tables, street furniture and special events			
Turn up the volume on public art	within 5 years	City of Grand Rapids / DGRI / river art group*	City of Grand Rapids / private support
Initial Action Steps -			
Re-establish a Municipal Art Commission (City of Grand Rapids - detrermine role and annual budget allocation)			
Require public art proposals to include review and recommendations from a certified conservation consultant (City of Grand Rapids)			
Establish a percent for public art program (City of Grand Rapids)			
Determine priority sites for public art (City of Grand Rapids, DGRI / river art group to continue discussion on potential sites for public art)			
Highlight the presence of the Grand River with enhanced lighting	5-10 years	MDOT / City of Grand Rapids / DGRI	MDOT / City of Grand Rapids / DGRI
Initial Action Steps -			
Identify bridges slated for reconstruction / improvements in the coming years / begin discussion on possible design solutions			

1st year projects:

RIVER [GOAL 1]

- Coordinate with Grand Rapids Whitewater
- Create a robust trail system on both sides of the River
- Implement the Coldbrook demonstration site
- Continue flood infrastructure design for 15 priority sites
- Identify & pursue resiliency grants for the River Corridor

DOWNTOWN NEIGHBORHOOD [GOAL 2]

- Code changes: heights / bonuses / parking / retail / mixed-income housing
- Pursue site control of the MSU/City/KC site
- Expand marketing efforts to promote Downtown living
- Begin planning to redevelop near West-Side properties

MOBILITY [GOAL 3]

- Revise the Complete Streets Policy / align with Vital Streets initiative
- Establish Vision Zero policy
- Establish a pedestrian challenge with a local employer
- Organize an Open Street event
- Establish Mobile GR / new website
- Change parking pricing / conduct outreach to employers for cash out program
- Begin planning for pilot projects: Ionia cycle track & Fulton re-design

1st year projects:

ECONOMIC DEVELOPMENT [GOAL 4]

- Create an inventory of flexible workspace in and near Downtown
- Expand university internships and co-op programs
- Undertake direct marketing to "Top American Cities" lists
- Expand and promote youth workforce programs
- Link GR Forward implementation to the Jobs Initiative

PUBLIC SPACE [GOAL 5]

- Design and program spaces for Winter activities
- Stay open late campaign for Downtown businesses during events
- Expand parklets
- Implement Pearl Street streetscape improvements
- Move Calder Plaza & Ionia linear designs forward
- Improve gateways – focus on underpass improvements

SCHOOLS [GOAL 6]

- Implement the GRPS Museum School
- Continue investment in Innovation Central

NEXT STEPS:

- >> Fine-tune implementation approach
- >> Present to the planning commission
- >> Present to the city commission
- >> 42 day public review period
- >> Final public event to review the plan
- >> Finalize GR FORWARD




THANK YOU!