Calder Plaza:
A Plaza Full of Options
Presentation of Master Plan
November 9, 2016
OUR CHALLENGE

To create a world-class public space that...

- leverages the space to its fullest potential
- honors its cultural heritage
- integrates its historic role as a governmental plaza
- improves access and mobility
- activates the space during all seasons
- catalyzes future development
- and creates iconic experiences

...for current and future generations.
**Schedule**

**May**
- Project Kick-Off and Historical Research

**June / July**
- Imagine the Possibilities: A burst of ideas from the community.

**August**
- Evaluate Options: An exploration of different opportunities and decisions.

**Late September**
- Steering Committee Review (2 Meetings)

**Today**
- Presentation of Preferred Alternative & Final Public Meeting

**End of November**
- Final Concept Plan Documentation Complete
Imagining the Possibilities: Research
1956 VISION

- Safety Building: Police Administration & Headquarters; City Courts; County Courts; Fire Dept.
- Central Mall
- Alternate site for Federal or State Office Building
- City-County Administrative Building (or City Hall): City Offices; County Offices
- Health Center: City-County Health Dep'ts
- Auditorium Expansion: Storage and Exhibit Space
- Music Hall or State or Federal Building
- Pedestrian Bridge: Covered and Lighted Outdoor Shops

Site:
- Grand River
- Monroe
- Blumberg
- Future
- Allen
- Pearl
- Expressway

Areas:
- FUTURE EXTENSION
- BRIDGE
- MICHIGAN
RELEVANCE OF THE PLAZA
Imagining the Possibilities: Listening
GR FORWARD VISION

**ACCESS**
- Physical Connectivity
- Visual Connectivity
- ADA & Lighting
- Integrate Health Loop

**ACTIVATE**
- Mobile Landscapes
- Year-Round Activities
- Create Intimacy
- Establish a Human Scale

**ATTRACTION**
- Downtown Vitality
- Inclusiveness
- Economic Development
- Visitors for Tourism
Only 10.74% of survey participants are satisfied or highly satisfied with the current design of the plaza.

**SURVEY PARTICIPANTS...**

- **25** Steering Committee Members
- **40** Students from the Hispanic Center of West Michigan
- **60** Key Stakeholders participated in six focus group meetings
- **52** Participants at the public walking tour
- **AND...** Online survey responses

**5,142**
WHAT WE HEARD: PROJECT FOC U S

Are you interested in exploring the possibility of adding any of these elements to the Plaza?
- None of the above: 2%
- Other: 13%
- Concessions/dining: 61%
- Play features: 35%
- Shade structure: 70%
- Lighting: 56%
- Outdoor furniture: 81%
- Water reflection pool: 38%
- Water fountain or interactive water feature: 66%

Which of these elements makes you most uncomfortable at Calder Plaza and needs to be addressed?
- None of the above: 19%
- Other: 8%
- Rain exposure: 30%
- Sun exposure: 64%
- Pavement temperature: 33%
- Winds: 15%
- Snow accumulation: 16%

What types of events/activities do you feel are appropriate for Calder Plaza?
- None of the above: 1%
- Other: 18%
- Exercise classes/wellness events: 98%
- Music performances: 91%
- Temporary art installations: 76%
- Temporary markets (food, art, etc.): 92%
- Outdoor dining: 76%

Which temporary or flexible elements are of interest?
- None of the above: 3%
- Other: 7%
- Sports/active recreation amenities: 33%
- Social games (corn hole, mini golf, ping pong, etc.): 50%
- Art/ sculpture displays: 64%
- Movable seating and dining: 72%
- Food trucks: 80%
Imagining the Possibilities: Initial Alternatives
CONSIDERATION OF ALTERNATIVES

Modemist Lines

Garden & Grove

Urban Living Room
EXISTING CONDITIONS
Sculptural Grove
URBAN LIVING ROOM
Preferred Alternative
"This latest plan for the redevelopment of the plaza surrounding Calder’s iconic sculpture La Grande vitesse, 1969, addresses the public’s need to enjoy a more hospitable space as well as Calder’s and SOM’s modernist visions surrounding their respective masterpieces. The sight lines from the street onto the building and Calder’s sculpture have been considered in the design, which I hope will reanimate this important public space for generations to come."

Alexander S.C. Rower  
President  
DIAGRAM | HEALTH LOOP

Health Loop [1470 ft]
DIAGRAM | MATERIALS & PLANTING
### Event Space IDs and Descriptions

<table>
<thead>
<tr>
<th>Event Space ID</th>
<th>Space Description</th>
<th>Area or Dimensions</th>
<th>Usable Space (75%)</th>
<th>Non-usable Space (25%)</th>
<th>10 sf/person</th>
<th>15 sf/person</th>
<th>25 sf/person</th>
<th>Assumptions/Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Main plaza space</td>
<td>37,150</td>
<td>27,863</td>
<td>9,288</td>
<td>2,786</td>
<td>1,858</td>
<td>1,115</td>
<td>1A + 1B + 1C + 1D + 1E</td>
</tr>
<tr>
<td>1A</td>
<td>Plaza between sculpture and building</td>
<td>8,870</td>
<td>6,653</td>
<td>2,218</td>
<td>665</td>
<td>444</td>
<td>266</td>
<td>Assumes 60% usable, 40% non-usable because of sculpture, not suitable for events with large setup, or limited tented events</td>
</tr>
<tr>
<td>1B</td>
<td>Sculpture area</td>
<td>6,075</td>
<td>3,645</td>
<td>2,430</td>
<td>365</td>
<td>243</td>
<td>146</td>
<td>Entry plaza can be served as an extension to 1E and 2A</td>
</tr>
<tr>
<td>1C</td>
<td>Between sculpture and</td>
<td>4,710</td>
<td>3,533</td>
<td>1,178</td>
<td>353</td>
<td>236</td>
<td>141</td>
<td>Water feature can be turned off for events and setup, 1E can also be served as an extension of 2A</td>
</tr>
<tr>
<td>1D</td>
<td>Entry plaza</td>
<td>17,250</td>
<td>12,938</td>
<td>4,313</td>
<td>1,294</td>
<td>863</td>
<td>518</td>
<td>Informal events (minimal setup)</td>
</tr>
<tr>
<td>1E</td>
<td>Water Feature Plaza</td>
<td>10,760</td>
<td>8,070</td>
<td>2,690</td>
<td>807</td>
<td>538</td>
<td>323</td>
<td>Informal events (some setup allows), can be used with 3C</td>
</tr>
<tr>
<td>2A</td>
<td>Informal Seating</td>
<td>6,450</td>
<td>4,838</td>
<td>1,613</td>
<td>484</td>
<td>323</td>
<td>194</td>
<td>Informal events (minimal setup), may be reserved for private use</td>
</tr>
<tr>
<td>2B</td>
<td>Entrance Seating</td>
<td>2,200</td>
<td>1,650</td>
<td>550</td>
<td>165</td>
<td>110</td>
<td>66</td>
<td>Informal events (minimal setup), may be reserved for private use</td>
</tr>
<tr>
<td>3A</td>
<td>Long table seating</td>
<td>1,400</td>
<td>1,050</td>
<td>350</td>
<td>105</td>
<td>70</td>
<td>42</td>
<td>Informal events (minimal setup), may be reserved for private use</td>
</tr>
<tr>
<td>3B</td>
<td>Plaza Space</td>
<td>5,000</td>
<td>3,750</td>
<td>1,250</td>
<td>375</td>
<td>250</td>
<td>150</td>
<td>Informal events (minimal setup), may be reserved for private use</td>
</tr>
<tr>
<td>3C</td>
<td>Plaza Space by building</td>
<td>6,300</td>
<td>4,725</td>
<td>1,575</td>
<td>473</td>
<td>315</td>
<td>189</td>
<td>Informal events (minimal setup), may be reserved for private use</td>
</tr>
<tr>
<td>4A</td>
<td>Space between buildings</td>
<td>180' long</td>
<td>135</td>
<td>45</td>
<td>10 tents</td>
<td>n/a</td>
<td>n/a</td>
<td>Assumes 14 if per 10' x 10' tent</td>
</tr>
<tr>
<td>4B</td>
<td>Linear space along east edge of plaza</td>
<td>350' long</td>
<td>263</td>
<td>88</td>
<td>19 tents</td>
<td>n/a</td>
<td>n/a</td>
<td>Assumes 14 if per 10' x 10' tent</td>
</tr>
<tr>
<td>4C</td>
<td>Linear space below bosque</td>
<td>190' long</td>
<td>143</td>
<td>48</td>
<td>10 tents</td>
<td>n/a</td>
<td>n/a</td>
<td>Assumes 14 if per 10' x 10' tent</td>
</tr>
<tr>
<td>5A</td>
<td>Long table seating</td>
<td>2,050</td>
<td>1,538</td>
<td>513</td>
<td>154</td>
<td>103</td>
<td>62</td>
<td>Informal events (minimal setup), may be reserved for private use</td>
</tr>
<tr>
<td>5B</td>
<td>Game area</td>
<td>3,450</td>
<td>2,588</td>
<td>863</td>
<td>259</td>
<td>173</td>
<td>104</td>
<td>Informal events (minimal setup), may be reserved for private use</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td>74,515</td>
<td>54,975</td>
<td>19,540</td>
<td>5,498</td>
<td>3,665</td>
<td>2,199</td>
<td>Excludes linear areas (4A-C)</td>
</tr>
</tbody>
</table>

### Street Level

<table>
<thead>
<tr>
<th>Event Space ID</th>
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</tr>
</thead>
<tbody>
<tr>
<td>ST</td>
<td>street</td>
<td>16,675</td>
<td>12,506</td>
<td>4,169</td>
<td>1251</td>
<td>834</td>
<td>500</td>
<td>ST1 + ST2, can be used as a “standalone”, or an extension of the plaza for large events</td>
</tr>
<tr>
<td>ST1</td>
<td>street plaza</td>
<td>10,000</td>
<td>7,506</td>
<td>2,500</td>
<td>750</td>
<td>500</td>
<td>300</td>
<td>Ideal for food trucks, or other large setup</td>
</tr>
<tr>
<td>ST2</td>
<td>Street plaza extension</td>
<td>6,675</td>
<td>5,006</td>
<td>1,669</td>
<td>501</td>
<td>334</td>
<td>200</td>
<td></td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td>16,675</td>
<td>12,506</td>
<td>4,169</td>
<td>1,251</td>
<td>834</td>
<td>500</td>
<td></td>
</tr>
</tbody>
</table>

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*Note: The table provides a summary of space usage and assumptions for various event spaces grouped by their descriptions and space levels.*
**NEXT STEPS**

Provide Comments via Survey Cards or [www.downtowngr.org](http://www.downtowngr.org) next week

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 2016</td>
<td>Final Master Plan Booklet Complete</td>
</tr>
<tr>
<td>Winter 2017</td>
<td>Budgeting Discussion</td>
</tr>
<tr>
<td>Spring 2017</td>
<td>Development of Technical Documents</td>
</tr>
<tr>
<td>Spring 2018</td>
<td>Construction</td>
</tr>
</tbody>
</table>