A PLAZA Full of Potential

Walking Tour & Possibilities Workshop

June 28th, 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.
CONCEPT PLAN BACKGROUND
<table>
<thead>
<tr>
<th><strong>CONCEPT PLAN SCHEDULE</strong></th>
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<tbody>
<tr>
<td><strong>JUNE / JULY</strong></td>
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<tr>
<td>Imagine the Possibilities:</td>
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<tr>
<td>A burst of ideas from the community.</td>
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<td><strong>AUGUST</strong></td>
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<tr>
<td>Evaluate Options:</td>
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<tr>
<td>An exploration of different opportunities and decisions.</td>
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<tr>
<td><strong>SEPTEMBER</strong></td>
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<tr>
<td>People's Choice:</td>
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<tr>
<td>A new vision for the plaza is unveiled.</td>
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<tr>
<td><strong>NOVEMBER</strong></td>
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<tr>
<td>Final Concept Plan</td>
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<tr>
<td>Documentation Complete</td>
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DREAM BIG. REFINE IDEAS.

- ANYTHING CAN HAPPEN
  - ALL
  - YES, AND...
  - WILD IDEAS
  - IMAGINE
  - DEFER JUDGEMENT
  - EXPLORE OPPORTUNITIES
  - BE UNUSUAL
  - VISUALIZE
  - ENLARGE PERSPECTIVE
  - COMBINE, INTEGRATE
  - ENHANCE ORIGINAL IDEAS
  - EXPAND PROGRAM IDEAS

2

- NARROW PROGRAM IDEAS
  - CLARIFY, DECREASE, REFINE, RATE,
  - CATEGORIZE, SELECT, PLACE, MAKE DECISIONS
  - WHAT IS APPROPRIATE?

- FOCUS AND “RIGHT SIZE”
  - IS IT THE BEST USE?
  - FOR HOW MANY PEOPLE?
  - IS IT INNOVATIVE?

3

- LOCATION
  - CONNECTIONS
  - BUFFERS

FOCUS ON CONTEXT SPECIFIC IDEAS
THE PLAZA TODAY
1956 VISION

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

Bested Civic Center Development
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

ATTRACT
Downtown Vitality
Inclusiveness
Economic Development
Visitors for Tourism
RESTORE THE RIVER AS THE DRAW AND CREATE A CONNECTED AND EQUITABLE RIVER CORRIDOR

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

IMPLEMENT A 21ST CENTURY MOBILITY STRATEGY

EXPAND JOB OPPORTUNITIES & ENSURE CONTINUED VITALITY OF THE LOCAL ECONOMY

REINVEST IN PUBLIC SPACE, CULTURE & INCLUSIVE PROGRAMMING

RETAIN AND ATTRACT FAMILIES, TALENT AND JOB PROVIDERS
Grand Rapids’ has the “ICON”
...it’s time to create “ICONIC EXPERIENCES!”

While visually respecting Alexander Calder’s *La Grande Vitesse*, which serves as a symbol for Grand Rapids, and maintaining the plaza’s function as the downtown’s public space for large gatherings, the project seeks to address accessibility issues, activate the plaza on a daily basis and attract economic vitality.

Together, these strategies will create a vibrant, year-round public space for the citizens of and visitors to the city.
ACTIVATING CIVIC SPACE
CASE STUDY | SUNDANCE SQUARE, FORT WORTH, TX

Before

After

image source: MVLA
ACTIVATING CIVIC SPACE
CASE STUDY | SUNDANCE SQUARE, FORT WORTH, TX
INVESTING FOR A Viable Downtown
Case Study | Wayne Ferguson Plaza, TX

Images: Design Workshop
YEAR-ROUND ACTIVATION
CASE STUDY | DALEY PLAZA, CHICAGO, IL
CATALYZING ECONOMIC DEVELOPMENT
CASE STUDY | MILLENNIUM PLAZA, DENVER, CO
CONNECTING THE CITY
CASE STUDY | PORTAL TO THE POINT, PITTSBURGH PA

image source: Marlon Blackwell
THE PLAZA WE HAVE NOW &
THE PLAZA WE WANT IN THE FUTURE
PLAZA CONTEXT
THE PLAZA

71% PLAZA SPACE
(159,750 SQ. FT ±)

16% BUILDING FOOTPRINT
(36,000 SQ. FT ±)

12% LINEAR STREETSCAPE
(27,000 SQ. FT ±)

1% CALDER STABILE
(2,250 SQ. FT ±)

PLAZA CONTEXT | SITE SCALE |
POTENTIAL CIRCULATION AREAS FOR IMPROVEMENT

1. Monroe Avenue Wall
2. Monroe Avenue Streetscape
3. Ottawa Avenue Streetscape
4. Plaza parking garage stairway
# CALDER PLAZA EVENTS

<table>
<thead>
<tr>
<th>Events</th>
<th>Attendance</th>
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<tbody>
<tr>
<td><strong>SPRING (March - May)</strong></td>
<td>103,600</td>
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<tr>
<td>Laughing Fest</td>
<td>50,000</td>
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<tr>
<td>Gazelle Girl Half Marathon</td>
<td>4,000</td>
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<tr>
<td>Fashion Show</td>
<td>1,000</td>
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<tr>
<td>Siciliano's Big Brew Day</td>
<td>600</td>
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<tr>
<td>Fifth Third Riverbank Run</td>
<td>40,000</td>
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<tr>
<td>Girls on the Run</td>
<td>3,000</td>
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<tr>
<td>Soul Pose*</td>
<td>5,000</td>
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<tr>
<td><strong>SUMMER (June - August)</strong></td>
<td>525,200</td>
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<tr>
<td>Festival of the Arts</td>
<td>500,000</td>
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<tr>
<td>Greater Grand Rapids Pride</td>
<td>10,000</td>
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<tr>
<td>Grand Rapids on Tap</td>
<td></td>
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<tr>
<td>Cruizin' the Calder</td>
<td>200</td>
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<tr>
<td>Color Run</td>
<td>15,000</td>
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<tr>
<td><strong>FALL (September - November)</strong></td>
<td>630,750</td>
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<tr>
<td>Fiesta Mexicana</td>
<td>50,000</td>
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<tr>
<td>Hispanic Festival</td>
<td>20,000</td>
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<tr>
<td>ArtPrize</td>
<td>500,000</td>
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<tr>
<td>Paul Collins Diversity/ African American Festival</td>
<td>60,000</td>
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<tr>
<td>Zombie Beer Festival</td>
<td>750</td>
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<tr>
<td><strong>WINTER (December - February)</strong></td>
<td>3,530</td>
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<tr>
<td>They Ugly Sweater Run - 5K</td>
<td>3,500</td>
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<tr>
<td>Chanukah Lighting</td>
<td>30</td>
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<tr>
<td>New Year's Eve Party</td>
<td></td>
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<tr>
<td><strong>Total Event Attendees Estimate</strong></td>
<td>1,263,080</td>
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</tbody>
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HUMAN COMFORT

Areas of High Wind Speed Potential (Westerly Winds)

Annual Winds

Broad areas of elevated wind speed

Local areas of elevated wind speed
HUMAN COMFORT

Areas of High Wind Speed Potential (Easterly Winds)
HUMAN COMFORT

Winter Winds – Areas of High Snow Drift Potential

Areas of increased snow drift potential
VEGETATION & HARDSCAPE

16% TREE CANOPY COVERAGE OVER TOTAL PLAZA AREA
NOT INCLUDING BUILDING FOOTPRINT

57% PEDESTRIAN HARDSCAPE (129,250 SQ. FT ±)
25% LAWN AREA (56,250 SQ. FT ±)
16% BUILDING FOOTPRINT (36,000 SQ. FT ±)
2% ORNAMENTAL PLANTING (4,500 SQ. FT ±)

HARDSCAPE vs. SOFTSCAPE COVERAGE | SITE SCALE |
VEGETATION EXAMPLES

Shade trees

Flower planter boxes

Ornamental planting

Lawn

Ornamental trees
PARK PROGRAMMING

8 PUBLIC PARKS
18.17 TOTAL ACRES

- SIXTH STREET BRIDGE PARK
  - 4.26 ACRES
  - 0.50 MILES TO SITE

- FISH LADDER PARK
  - 3.40 ACRES
  - 0.70 MILES TO SITE

- AH-NAB-AWEN PARK
  - 6.78 ACRES
  - 0.40 MILES TO SITE

- CRESCENT PARK
  - 1.06 ACRES
  - 0.30 MILES TO SITE

- LYON SQUARE
  - 0.27 ACRES
  - 0.25 MILES TO SITE

- ROSA PARKS CIRCLE
  - 0.59 ACRES
  - 0.25 MILES TO SITE

- VETERANS MEMORIAL PARK
  - 1.61 ACRES
  - 0.50 MILES TO SITE

- MONUMENT PARK
  - 0.20 ACRES
  - 0.50 MILES TO SITE

NEARBY PARKS ANALYSIS | CONTEXT |
Downtowngr.org

Online Survey June 29- July 11

AUGUST
Evaluate Options:
An exploration of different opportunities and decisions.

SEPTEMBER
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A new vision for the plaza is unveiled.

NOVEMBER
Final Concept Plan Documentation Complete