# STEERING COMMITTEE

<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>Organization/Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ace Covey</td>
<td>Grand Rapids Sport and Social Club</td>
</tr>
<tr>
<td>2</td>
<td>Brandy Moeller</td>
<td>City of GR / Alliance For Vibrancy</td>
</tr>
<tr>
<td>3</td>
<td>Carl Kelly</td>
<td>Retired / MN Resident</td>
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<tr>
<td>4</td>
<td>Chris Reader</td>
<td>Spectrum</td>
</tr>
<tr>
<td>5</td>
<td>Dana Friis-Hansen</td>
<td>GRAM</td>
</tr>
<tr>
<td>6</td>
<td>Duke Turley</td>
<td>Community Member / Event Producer</td>
</tr>
<tr>
<td>7</td>
<td>Eddie Tadlock</td>
<td>SMG/ Alliance For Vibrancy</td>
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<tr>
<td>8</td>
<td>Elizabeth Ransford</td>
<td>Historian</td>
</tr>
<tr>
<td>9</td>
<td>Greg Sundstrom</td>
<td>City of Grand Rapids</td>
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<tr>
<td>10</td>
<td>Jorge Gonzales</td>
<td>Hispanic Chamber of Commerce</td>
</tr>
<tr>
<td>11</td>
<td>Kristian Grant</td>
<td>Sydneys Boutique GR / Alliance For Investment</td>
</tr>
<tr>
<td>12</td>
<td>Lisa Laplante</td>
<td>Kent County</td>
</tr>
<tr>
<td>13</td>
<td>Lynee Wells</td>
<td>Williams and Works / Alliance For Livability</td>
</tr>
<tr>
<td>14</td>
<td>Mark DeClercq</td>
<td>City of Grand Rapids</td>
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<tr>
<td>15</td>
<td>Mary Swanson</td>
<td>Kent County</td>
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<tr>
<td>16</td>
<td>Scott Stenstrom</td>
<td>5/3 Bank / Alliance For Vibrancy</td>
</tr>
<tr>
<td>17</td>
<td>Tommy Allen</td>
<td>Artist</td>
</tr>
<tr>
<td>18</td>
<td>Richard App</td>
<td>Artist / Event Producer</td>
</tr>
<tr>
<td>19</td>
<td>Matt Patulski</td>
<td>Digital Consultant</td>
</tr>
<tr>
<td>20</td>
<td>Sam Cummings</td>
<td>CWD</td>
</tr>
<tr>
<td>21</td>
<td>Scott Wierda</td>
<td>CWD</td>
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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.
Imagining the Possibilities: Research
HISTORIC CALDER PLAZA
Imagining the Possibilities: Listening
**OUTREACH SCHEDULE**

**June/July 2016 // Imagine the Possibilities // A burst of ideas from the community**
Online community survey in English and en Español.
Community Workshop #1 - Visioning the possibilities (June 28, 2016)
Steering committee convenes
Focus group discussions (June 28, 2016)

**August 2016 // Evaluate Options // A public exploration of different opportunities and decisions**
Community Workshop #2 - Discussing conceptual options. (August 30 at City Hall)
Ongoing stakeholder dialogues
Steering committee convenes (August 30, 2016)

**September/October 2016 // Evaluate Options // A public exploration of different opportunities and decisions**
Online community survey in English and en Español. (Open until September 23, 2016)
Design workshops with steering committee and issue focus groups. (September 26, 27)

**November 2016 // People’s Choice // A new DRAFT vision for the plaza is unveiled.**
Steering Committee convenes (November 11, 2016)
Downtown Resident Network presentation (November 11, 2016)
Ongoing stakeholder dialogues

**December 2016/January 2017 // Plan Refinement**
Consultant team refines DRAFT plan based on Steering Committee and stakeholder comments

**February 2017 // Steering Committee Approves Master Plan**

**Summer 2017 // Budget Development // Project Partners Develop Implementation Plan and Schedule**
COMMUNITY ENGAGEMENT
Outreach and Engagement

Hi,

It was one of the first times my younger sister, who is in a wheelchair, was able to use the senior entrance. So we did! It was wonderful!

Wow! How has this space been for you so far? I would love to hear from you.

Thank you for your support!

Grand Rapids,

and Thank you,

[Signature]

A Plaza Full of Potential

In the space provided below, write a message from the grand re-opening of the Plaza describing the changes that have occurred and how they have improved the space.

Wow, we pushed a button and we are right near where we want to be. No walking, no waiting. This is great. Just think about. It is another. I thank you.

[Signature]

A Plaza Full of Potential

In the space provided below, write a message from the grand re-opening of the Plaza describing the changes that have occurred and how they have improved the space.

There is so much excitement when the Plaza opens. There are so many people coming. I wish there was a little green space. So much fun.

[Signature]

A Plaza Full of Potential

In the space provided below, write a message from the grand re-opening of the Plaza describing the changes that have occurred and how they have improved the space.

Hello~

Tonight's function to celebrate my Colde's development has helped to produce what we experience now.

[Signature]
Key issues this project should address

- EVENTS + ACTIVITIES
- DESIGN + AMENITIES
- ACCESS + MOBILITY
Only 10.74% of survey participants are satisfied or highly satisfied with the current design of the plaza.

**SURVEY PARTICIPANTS...**

- **25** Steering Committee Members
- **60** Key Stakeholders participated in six focus group meetings
- **40** Students from the Hispanic Center of West Michigan
- **52** Participants at the public walking tour
- **5,142** Online survey responses
WHAT WE HEARD: VEGETATION

Would Like To See Improvements To…

- Shade trees: 86%
- Flower planter boxes: 52%
- Ornamental planting: 48%
- Lawn: 53%
- Ornamental trees: 42%
WHAT WE HEARD: CIRCULATION
Would Like To See Improvements To...

1. Monroe Avenue Wall  82%
2. Monroe Avenue Streetscape  53%
3. Ottawa Avenue Streetscape  58%
4. Plaza parking garage stairway  38%
Which of these elements makes you most uncomfortable at Calder Plaza and needs to be addressed?
- Sun Exposure (64%)

What type of events/activities do you feel are appropriate for Calder Plaza?
- Temporary Markets (92%)
- Music Performances (91%)
- Outdoor Dining (76%)

Are you interested in exploring the possibility of adding any of these elements to the Plaza?
- Outdoor Furniture (81%)
- Shade Structure (70%)
- Water Feature (66%)

Which temporary/flexible elements are of interest?
- Food trucks (80%)
- Movable seating (72%)

Do you feel any of these areas are inappropriate for designers to consider altering?
- Anything that visually obstructs the Calder (45%)
Imagining the Possibilities: Initial Alternatives
CONSIDERATION OF ALTERNATIVES

Modernist Lines

Garden & Grove

Urban Living Room
Public Meeting #2

Evaluate Concepts

On the evening August 29, 2016, the team conducted an Open House and presented the three concepts. Thirty-nine participants were in attendance. Key pad survey polling provided attendees a series of questions which gave the design team important feedback. The highest levels of respondent support were for Concept A. Across the board, participants voted that Concept A best achieved the stated project goals of activating the Plaza, creating a welcoming place, improving access and visually respecting La Grande Vitesse. Concept A also received high support for its treatment of the Ottawa Streetscape, the introduction of a tree bosque located in the Plaza and the pedestrian bridge connection to DeVos Place. However, similar to the Steering Committee, Open House participants supported the notion of additional retail along Monroe Avenue, which was not included with Option One.

Following the Open House, an online survey commenced, soliciting responses from 3,271 participants. Feedback received was more similar to that of the Steering Committee, with a high level of support for Concept B.
On September 30 and October 1, 2016, the Steering Committee reconvened. The objectives of this workshop was to:

- Review feedback from the Public Open House and Online Survey.
- Review qualitative feedback of concepts.
- Build consensus towards a preferred plan and final program.

Two sessions were conducted in order to maximize attendance. For each plan, participants were given three blue, three yellow and three red dots, totalling nine dots. When placed on the design, these dots indicated the following:

- Blue: Positive Reaction/Keep feature
- Yellow: Lukewarm Reaction/Address feature
- Red: Negative Reaction/Eliminate feature

Once placed, small groups rotated around each plan, discussing the merits of each concept. At the end of the session, a sketch session attempted to find a compromise between all input.
Preferred Alternative
MASTER PLAN | SOUTHERN EDGE (EXISTING)
MASTER PLAN | SOUTHERN EDGE (PROPOSED)
MASTER PLAN | NORTHEAST CORNER
“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
Background & Approach

Construction cost of contemporary public spaces is highly dependent upon many factors, including the quantity and scale of proposed amenities, the balance of hardscape vs. planting areas and whether the space rests at-grade or on-structure, such as a parking deck. In addition, costs are influenced by non-design related factors, including regional construction markets, regional climate and construction season and physical access to the space.

As such, costs can widely range and is dependent.

**Characteristics of "High Cost" public spaces**
- Mostly On-Structure
- Numerous Specialty Amenities
- High Percentage of Hardscape
- Architectural Elements

**Characteristics of "Medium Cost" public spaces**
- On-Structure/At-Grade
- Key Specialty Amenities
- Balanced Hard/Softscape
- Few Architectural Elements

**Characteristics of "Low Cost" public spaces**
- Mostly At-Grade
- Few Specialty Amenities
- High Percentage of Softscape
- No Architectural Elements
<table>
<thead>
<tr>
<th>Park Name</th>
<th>Total Cost</th>
<th>Size</th>
<th>Cost Per Sq/Ft</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crescent Park</td>
<td>$1.4 Million (Renovation)</td>
<td>1.06 Acres</td>
<td>$30 /sf</td>
</tr>
<tr>
<td>Rosa Parks Circle</td>
<td>$8.7 Million</td>
<td>1.23 Acres</td>
<td>$162 /sf</td>
</tr>
<tr>
<td>Monument Park</td>
<td>$1.8 Million</td>
<td>0.20 Acres</td>
<td>$206 /sf</td>
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</tbody>
</table>
Hardscape | Softcape Breakdown

43% HARDSCAPE

22% SOFTSCAPE

*79.9% increased shade
From existing condition
NOTE: Items in Phase E could be constructed in tandem with certain geographic areas or could be independently built when funding becomes available.

NOTE: Estimates do not include Mobilization, General Conditions, Bonding + Insurance, and Construction Testing.

NOTE: Estimates do not include contingency. Base cost shown only.

PHASE I: $5,882,029

SCULPTURAL PEDESTAL ELEVATOR $580,000

WESTERN EDGE PAVING REPLACEMENT $2,731,875

SOUTHWEST GARDEN EDGE $1,367,875

SOUTHWEST SHADE PAVILION $797,500

SOUTHWEST GAMES PLAZA & ISLAND $162,140

SOUTHERN EDGE PLANTING IMPROVEMENTS $328,500

NORTHERN EDGE GAMES COURT $276,600

NORTHERN EDGE PLANTING IMPROVEMENTS $297,300

NORTHERN EDGE RESTROOM BUILDING & GARAGE ACCESS $408,320

NORTHERN EDGE PUBLIC STEPS $372,700

SOUTHERN EDGE ICONIC SEAT WALL $85,000

FESTIVAL STREET $1,102,690

PEDESTRIAN STAIRWAY FEDERAL BUILDING $85,800

NORTHWESTERN PLAYGROUND $407,360

RETAIL WRAP IMPROVEMENTS $3,362,140

SOUTHERN EDGE PLANTING IMPROVEMENTS $328,500

NORTHERN EDGE PLANTING BUILDING & GARAGE ACCESS $408,320

NORTHERN EDGE RESTROOM BUILDING & GARAGE ACCESS $408,320

FEDERAL BUILDING $1,482,440

SOUTHERN EDGE ICONIC SEAT WALL $85,000

FUTURE DEVELOPMENT

PHASE I: $5,882,029

SOUTHERN EDGE GAMES COURT

SOUTHERN EDGE PLANTING

SOUTHERN EDGE PLANTING IMPROVEMENTS

GREAT PAVILION $2,479,421

CAFE BUILDING $1,210,658

PEDESTRIAN STREETSCAPE ENHANCEMENTS $760,760

STREETSCAPE ENHANCEMENTS ASSOCIATED WITH RETAIL WRAP

BASIC PAVING REPLACEMENT $1,367,875

SOUTHERN EDGE RESTROOM BUILDING & GARAGE ACCESS $408,320

SOUTHERN EDGE ICONIC SEAT WALL $85,000

INTERACTIVE WATER FEATURE $1,300,000

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NOTE: Estimates do not include contingency. Base cost shown only.
QUESTIONS?