

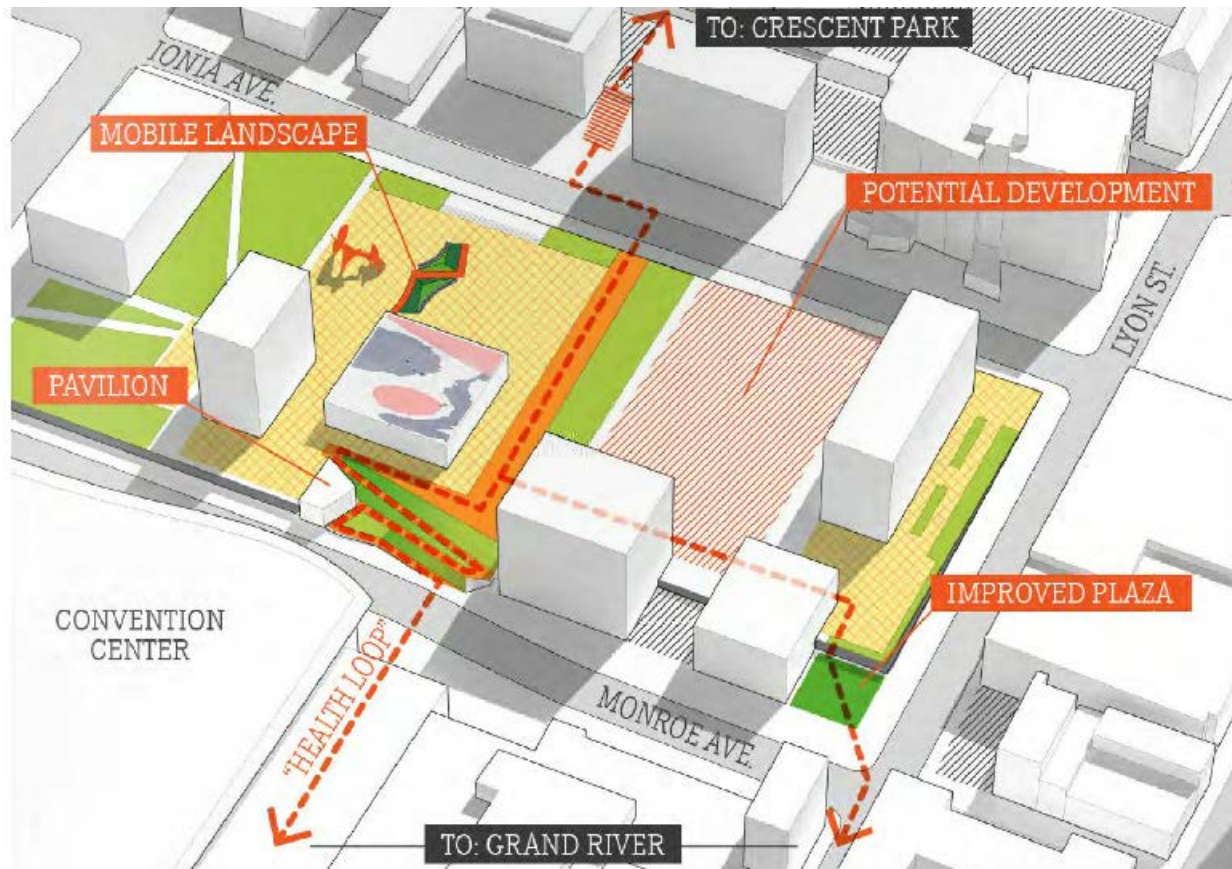
# CALDER PLAZA: A PLAZA FULL OF POTENTIAL

GRAND RAPIDS, MICHIGAN

MASTER PLAN REPORT | FEBRUARY 2017



# 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

# STEERING COMMITTEE

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





## Project Sponsors:



## Consultant Team:

**DESIGNWORKSHOP**

MARLON BLACKWELL ARCHITECTS



CLL . Concept Lighting Lab, LLC.

# 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

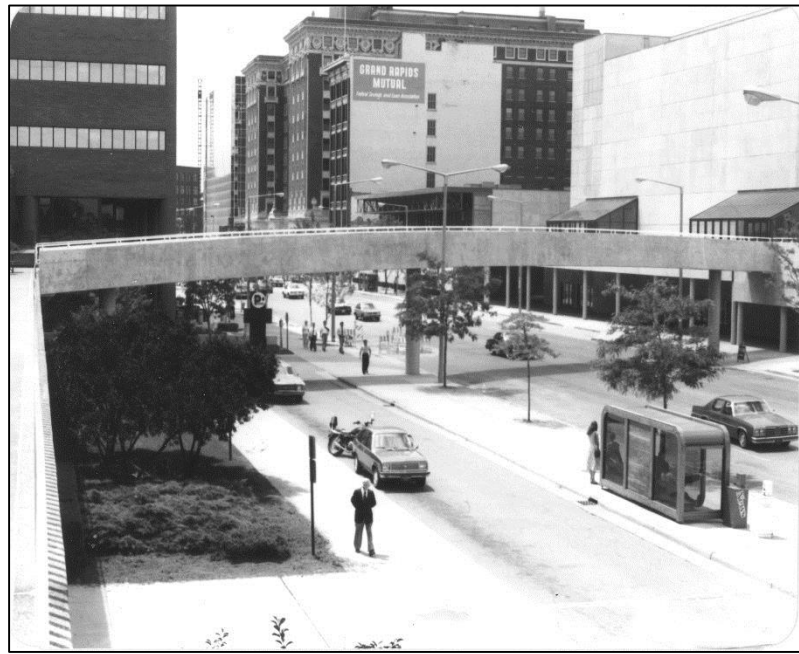
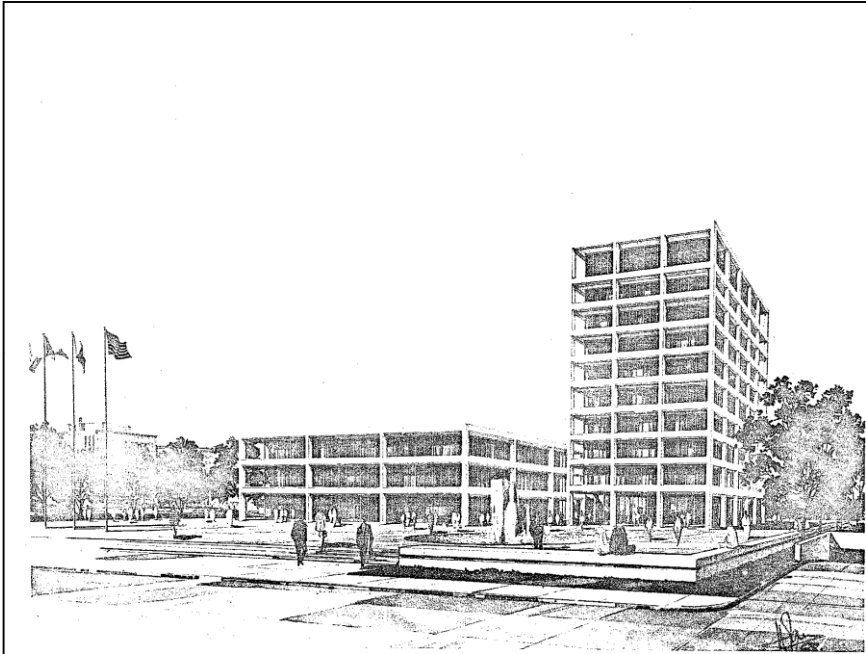
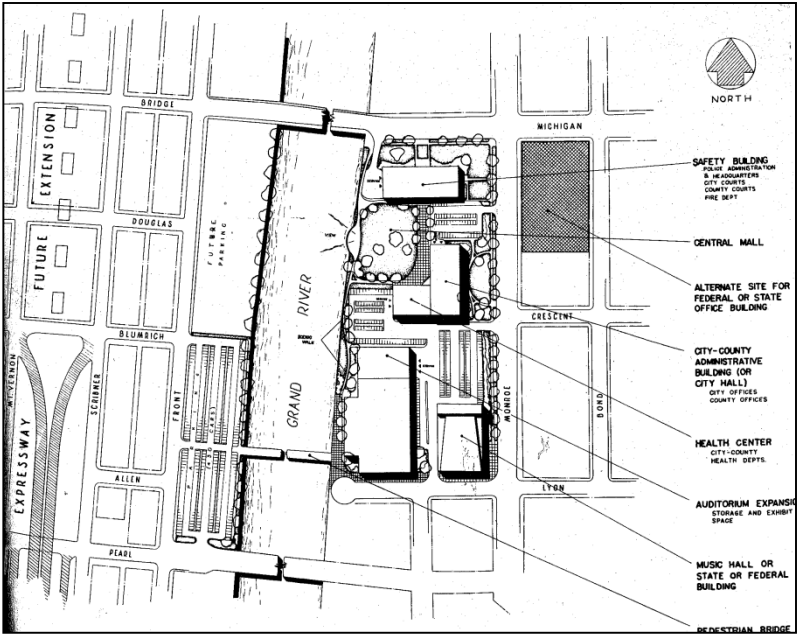
and creates iconic experiences

...for current and future generations.



*Imagining the Possibilities:*  
*Research*

# HISTORIC CALDER PLAZA



# THE PLAZA TODAY



SPECIAL EVENTS





*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



## 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.

I was one of the first times my younger sister, who is in a wheelchair was able to use the same entrance as me! It was wonderful!

Stay tuned to [downtowngr.org](http://downtowngr.org) for project information and updates.



## 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! Who knew this space had All this potential? Kudos to all who had a hand in what we have here today. Thank You!!

Stay tuned to [downtowngr.org](http://downtowngr.org) for project information and updates.



## 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 push a button and we are right where we want to be - no walking, no seeing where we are going - just there. This is awesome! Thank you Grand Rapids! and Thank you Lord Jesus!

Stay tuned to [downtowngr.org](http://downtowngr.org) for project information and updates.

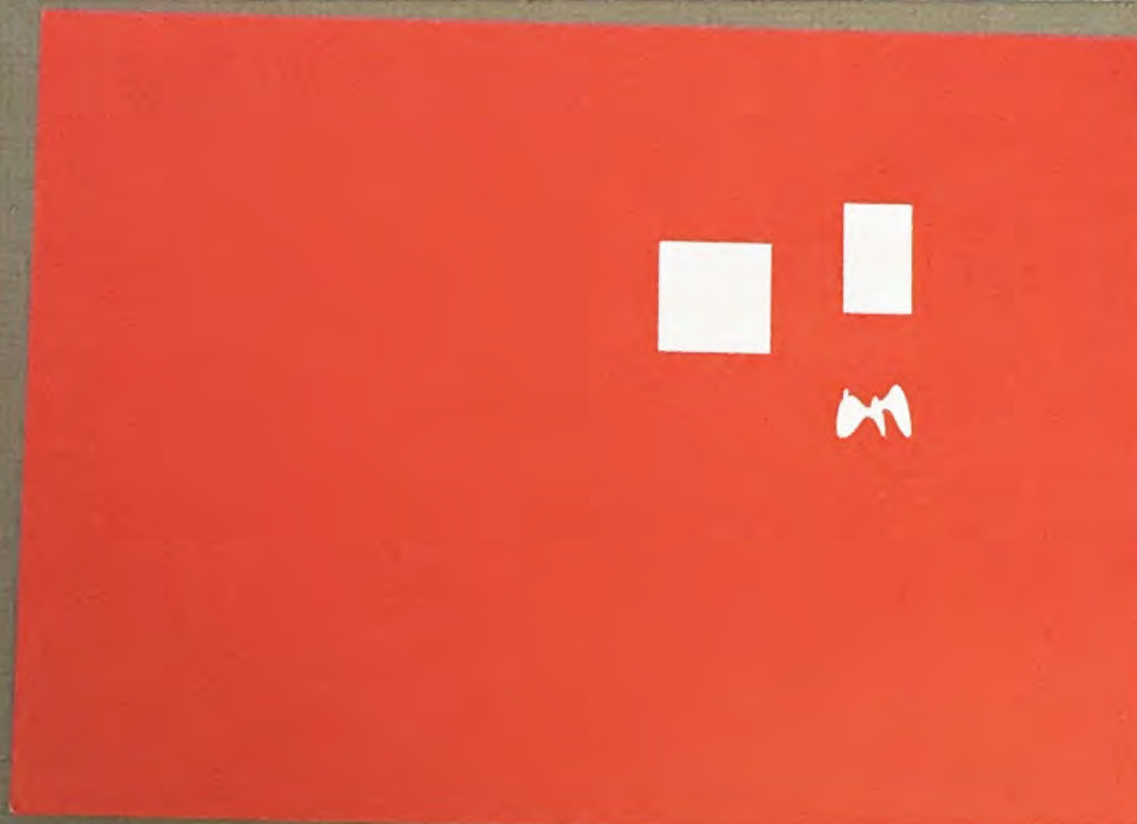


## A Plaza Full of Potential

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 were chairs and tables available for people to sit at (that will stay) and you can move them where ever you want. There are kids activities every Sunday. Music and art that honors the many different types of people who live in and visit the city. A place where everyone feels welcome.

Stay tuned to [downtowngr.org](http://downtowngr.org) for project information and updates.



## 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 on the Plaza there are countries represented here I didn't know about. They have these cool interactive activities you can come down during lunch and relax, look at the flowers, see a little green space. Or lunch with friends.

Stay tuned to [downtowngr.org](http://downtowngr.org) for project information and updates.



## 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.

ello ~ Tonight's function to conceptualize our Calder's development has helped to produce what we experience now.

## 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.

Love how it brings so many different people to gether. Race + age, handicapped and able bodied and other fun items. Love the Ferris wheel and art is great. The new sculptures and art is great. Love the artistic art design of the new brick walkway over the concrete. The increased signage helps people find their way. The walkway - second floor to its variable as bringing more usage in a big way.

## 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.

Hi Mike  
Having a good time downtown. Hope you liked the Plaza

Mike J.  
335 Bldg  
APT 8  
CAMDEN

## WHAT WE HEARD: PROJECT FOCUS

Key issues this project should address



EVENTS +  
ACTIVITIES



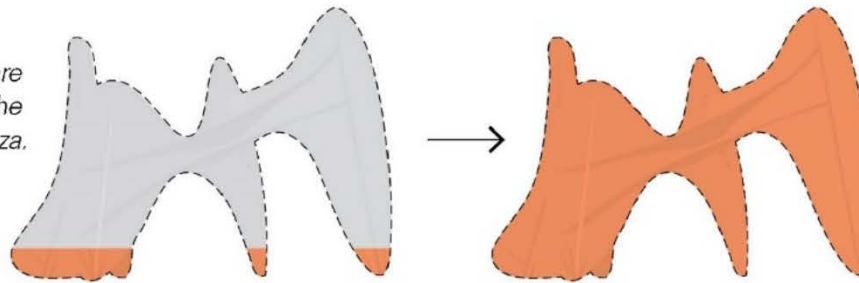
DESIGN +  
AMENITIES



ACCESS +  
MOBILITY

# PUBLIC ENGAGEMENT SUMMARY \ EVENT #1

Only 10.74% of survey participants are satisfied or highly satisfied with the current design of the plaza.



**A PLAZA FULL OF POTENTIAL...**

## SURVEY PARTICIPANTS...

25

Steering Committee Members



40

Students from the Hispanic Center of West Michigan



AND...

Online survey responses



60

Key Stakeholders participated in **six focus group meetings**



52

Participants at the public walking tour



# WHAT WE HEARD: VEGETATION

Would Like To See Improvements To...



86%

Shade trees



52%

Flower planter boxes



48%

Ornamental planting



53%

Lawn



42%

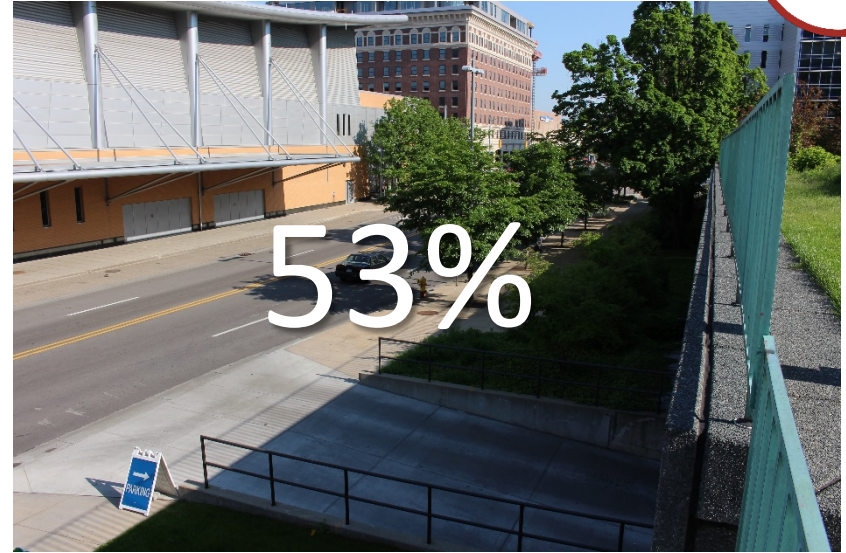
Ornamental trees

# WHAT WE HEARD: CIRCULATION

Would Like To See Improvements To...



1. Monroe Avenue Wall



2. Monroe Avenue Streetscape



3. Ottawa Avenue Streetscape



4. Plaza parking garage stairway

## WHAT WE HEARD: OTHER KEY FINDINGS

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%)

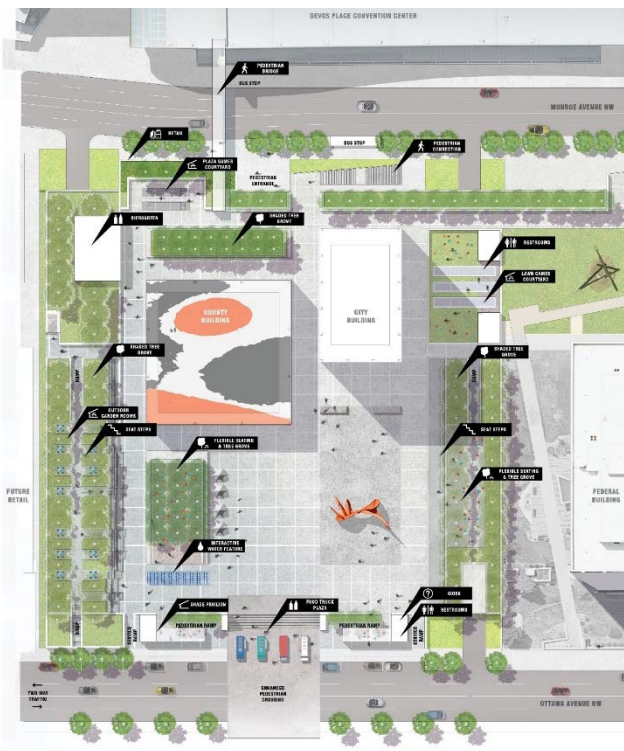
Do you feel any of these areas are inappropriate for designers to consider altering?

- Anything that visually obstructs the Calder (45%)

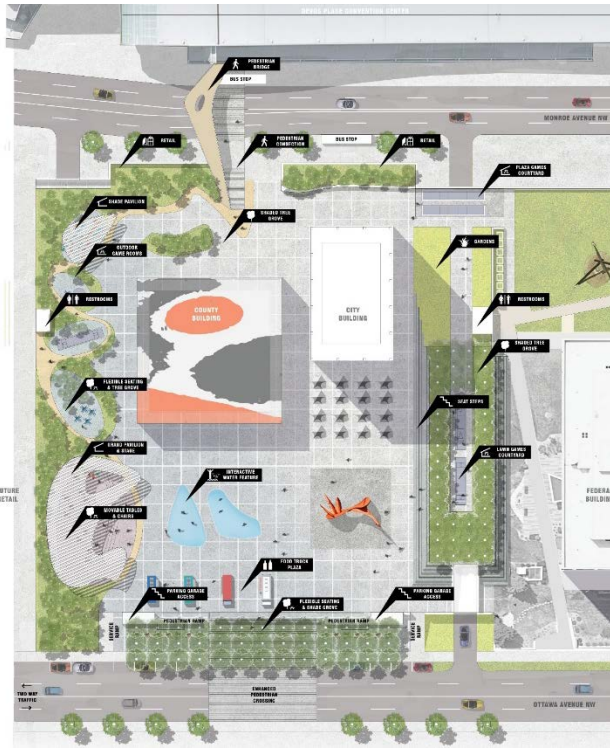


*Imagining the Possibilities:  
Initial Alternatives*

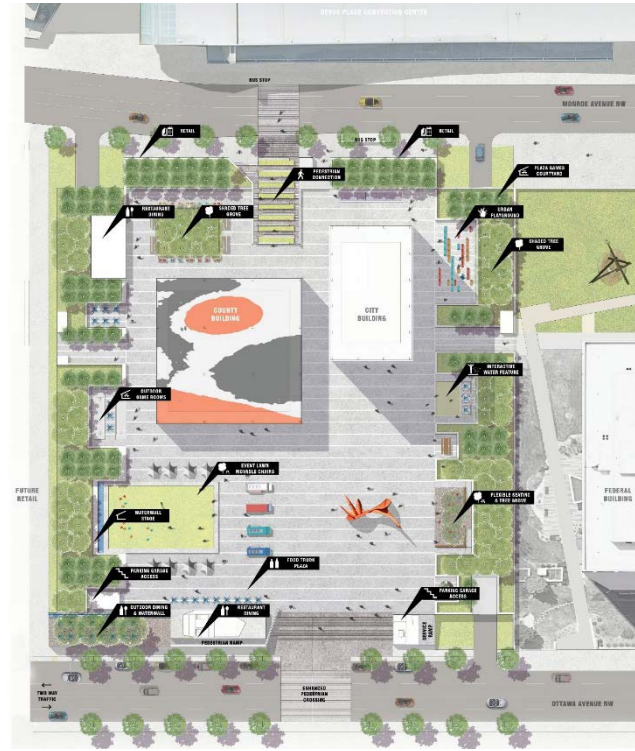
## CONSIDERATION OF ALTERNATIVES



## 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.





Dot Exercise (Session #1) | Concept A



Dot Exercise (Session #1) | Concept B



Dot Exercise (Session #1) | Concept C



Dot Exercise (Session #1) | Synthesis



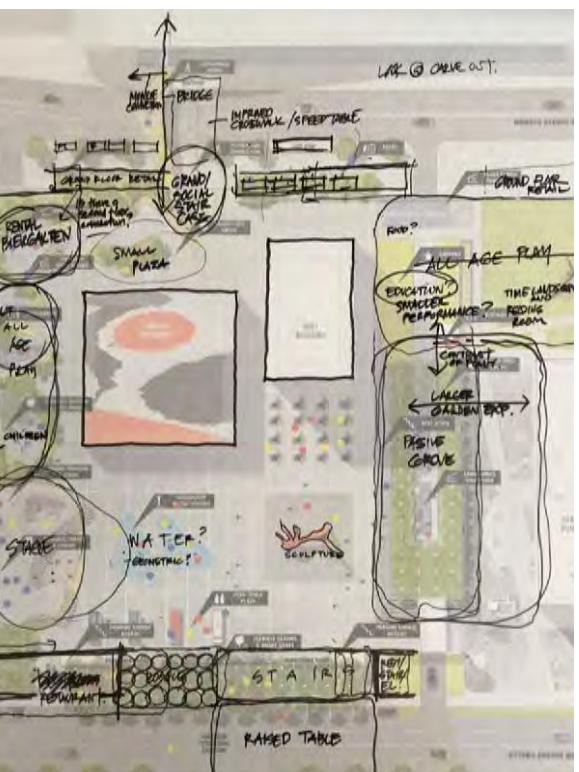
Dot Exercise (Session #2) | Concept A



Dot Exercise (Session #2) | Concept B



Dot Exercise (Session #2) | Concept C



Dot Exercise (Session #2) | Synthesis

# Steering Committee Workshop

## Reach Consensus

On September 30 and October 1, 2016, the Steering Committee reconvened. The objectives of this workshop was to:

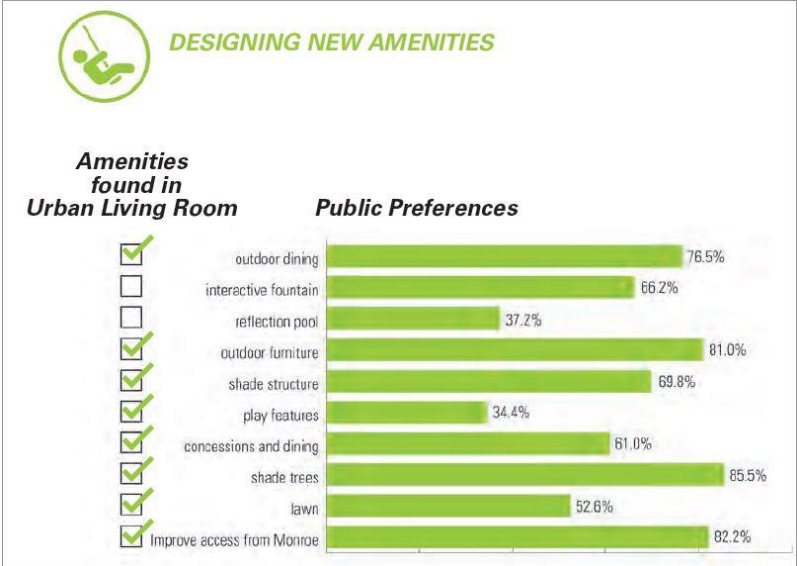
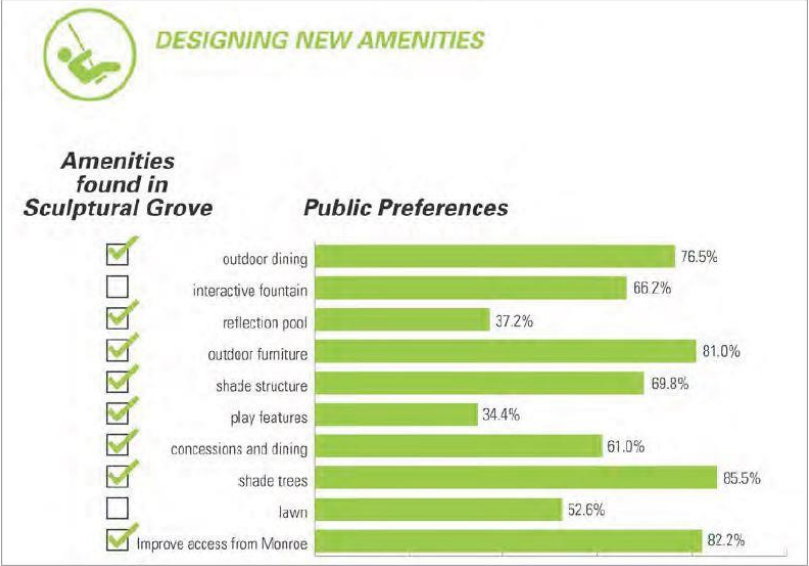
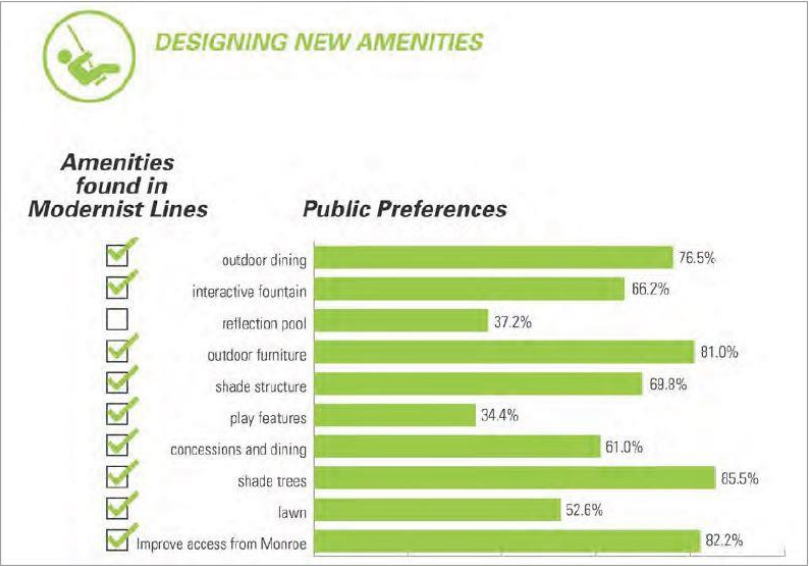
- Review feedback from the Public Open House and Online Survey.
- Review qualitative feedback of concepts.
- Build consensus towards a preferred plan and final program.

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:

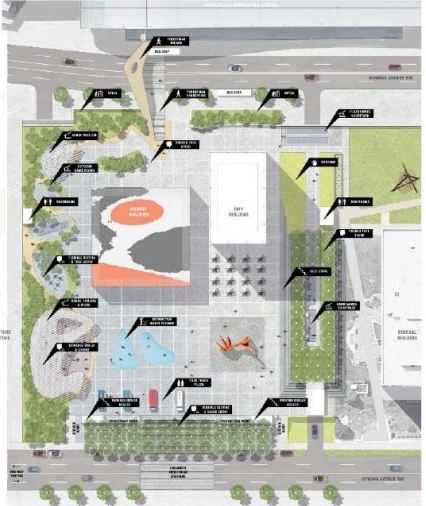
- Blue: Positive Reaction/Keep feature
- Yellow: Lukewarm Reaction/Address feature
- Red: Negative Reaction/Eliminate feature

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.

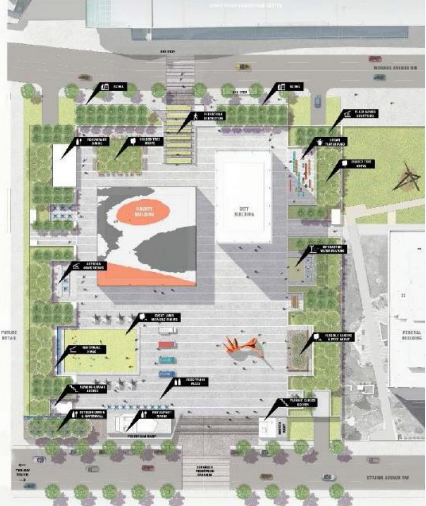
# CONCEPT PLANS | VOTING RESULTS



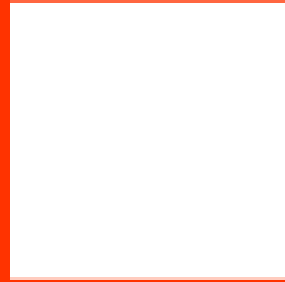
Modernist Lines



Garden & Grove



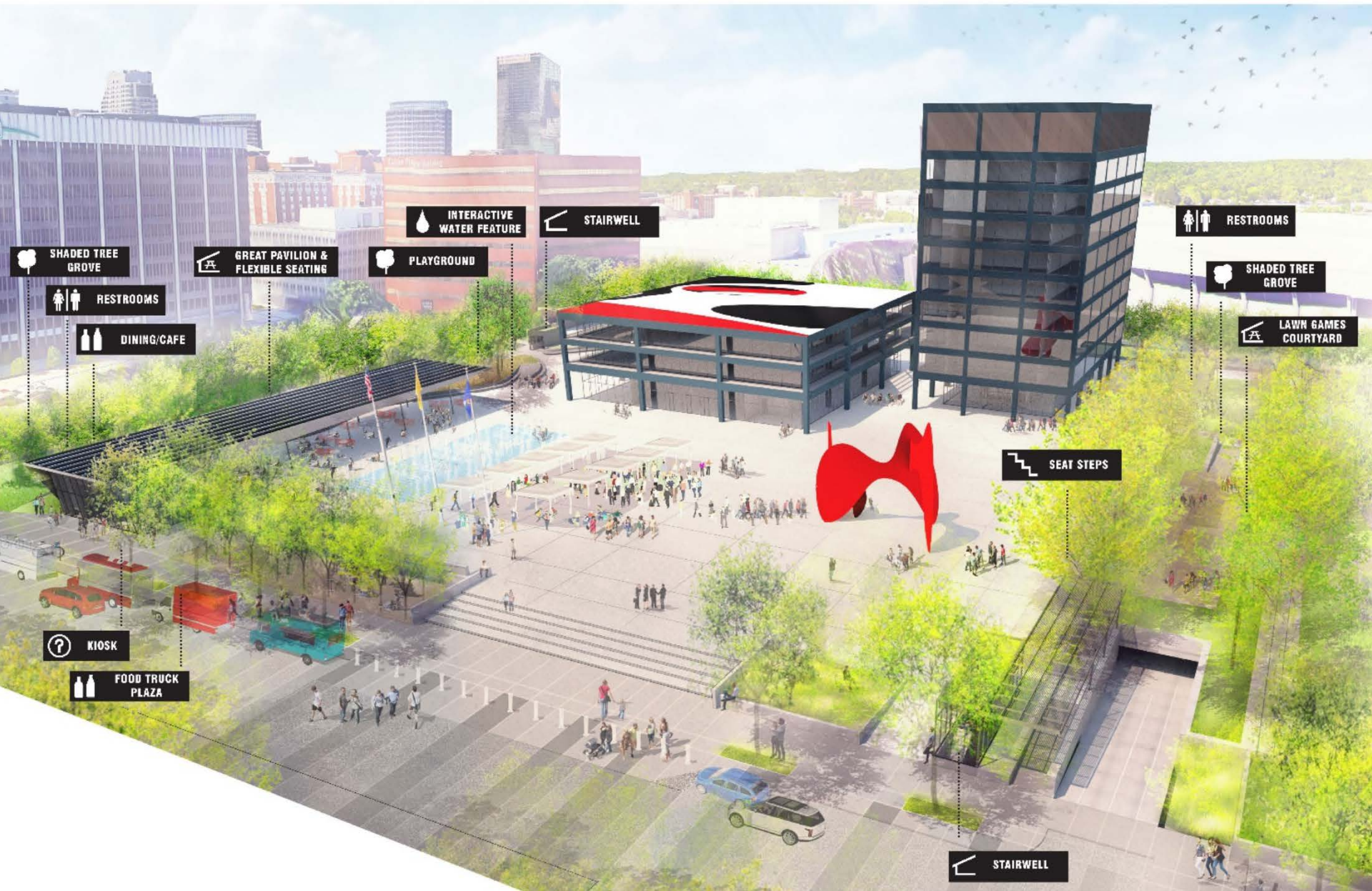
Urban Living Room



*Preferred Alternative*



# MASTER PLAN | OTTAWA AVENUE VIEW





RESTROOMS

SHADED TREE GROVE

ELEVATOR

RETAIL

PEDESTRIAN CONNECTION

MONROE AVE ENTRANCE

PLAZA GAMES COURTYARD

GREAT PAVILION & FLEXIBLE SEATING

PLAYGROUND

FIRE PAVILION

STAIRWELL

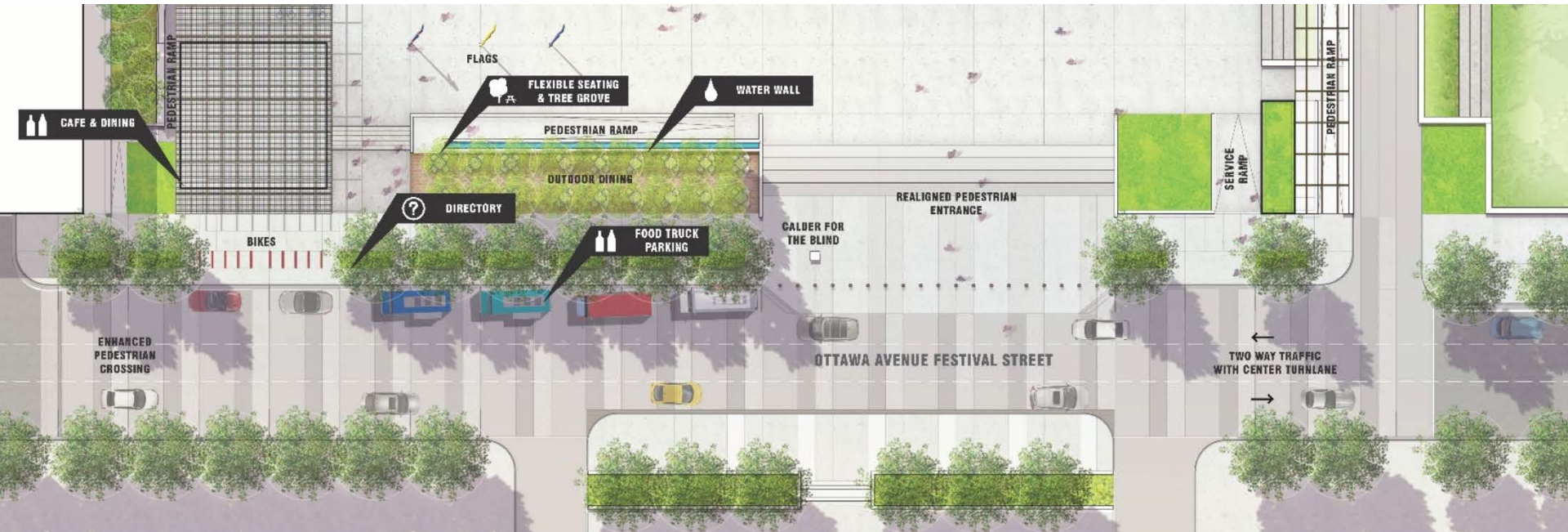
SHADED TREE GROVE

PEDESTRIAN BRIDGE

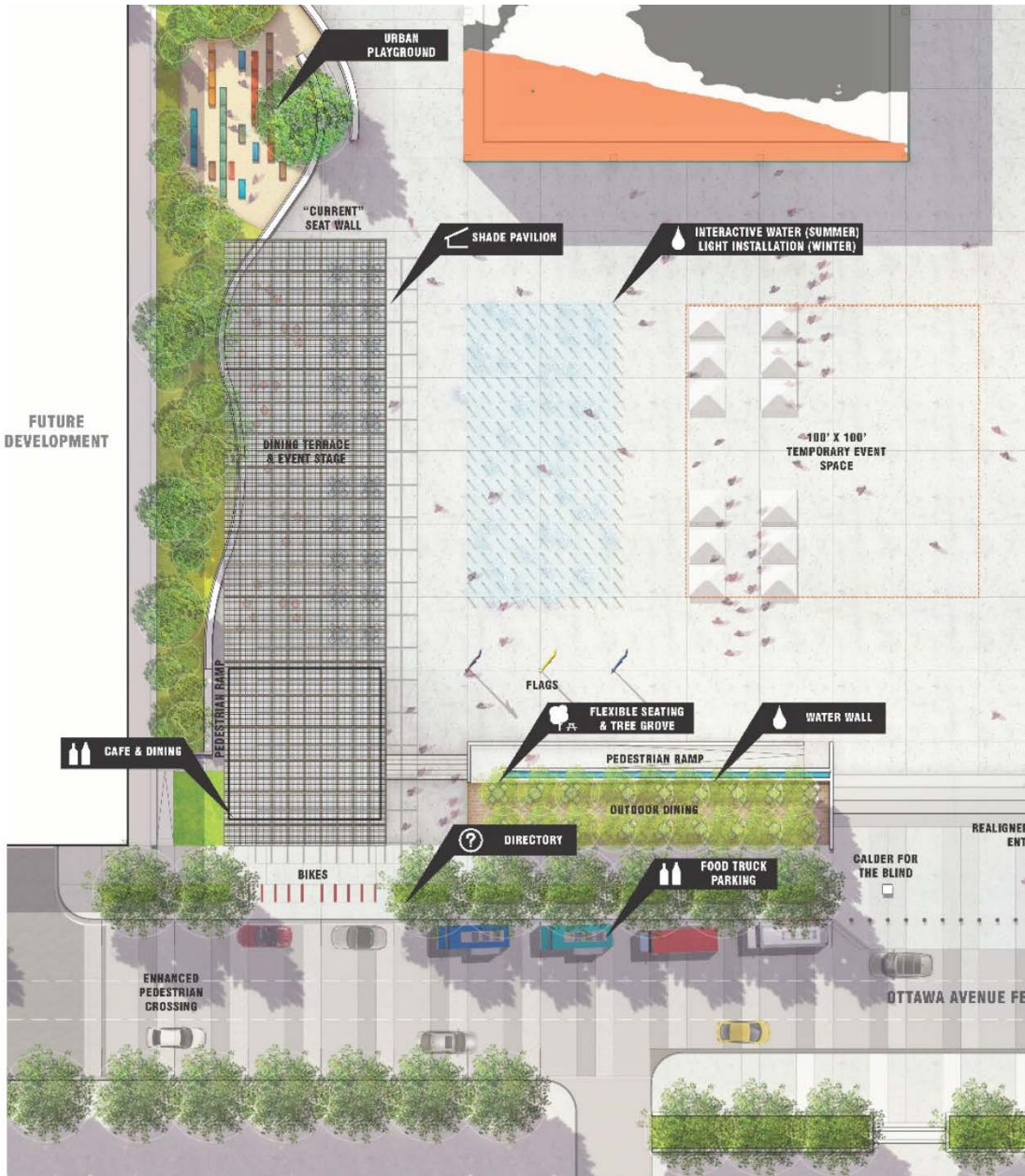
RETAIL

CALDER PLAZA

# MASTER PLAN | OTTAWA AVENUE ENLARGEMENT



# MASTER PLAN | SOUTHEAST CORNER



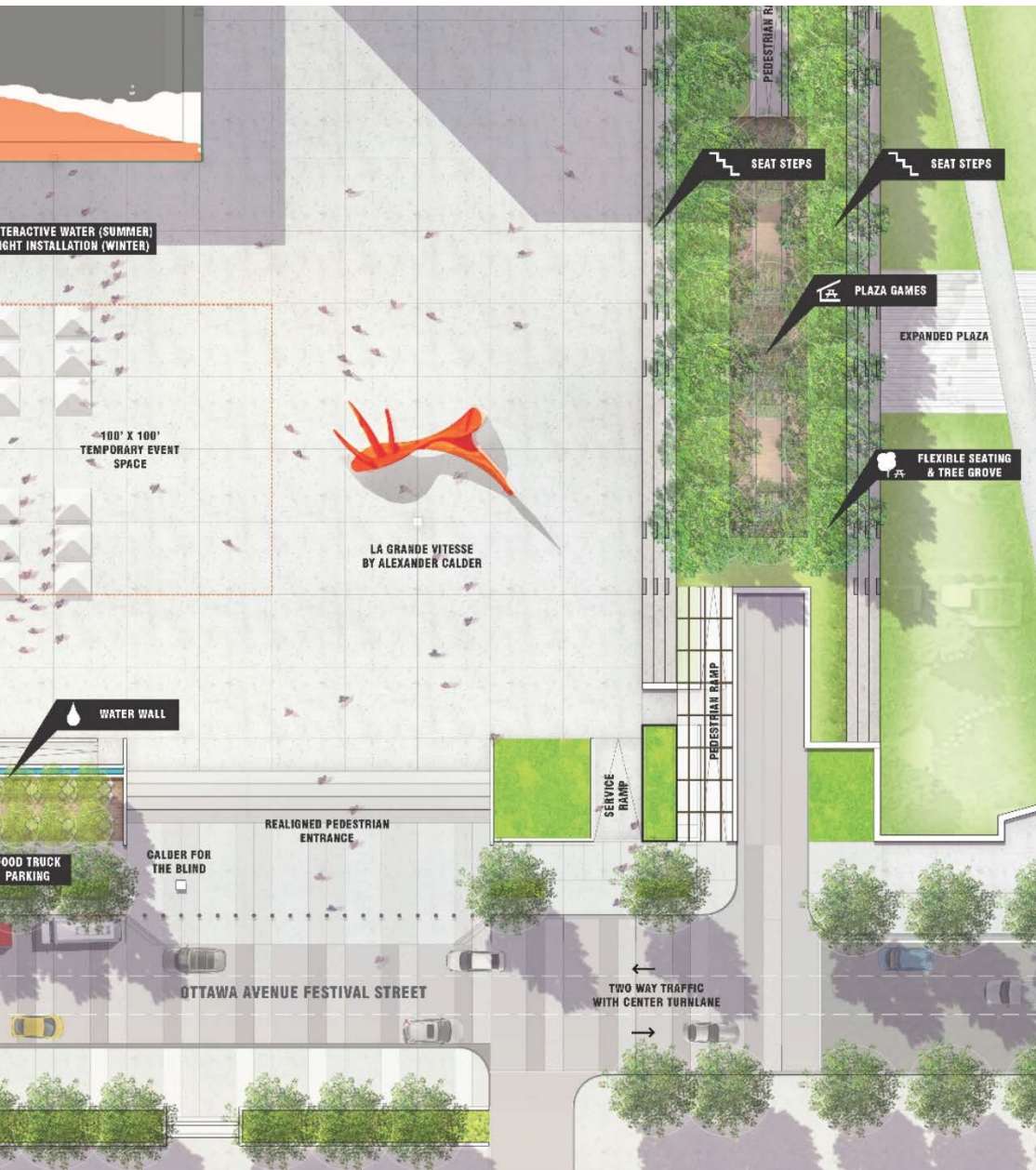
# MASTER PLAN | SOUTHERN EDGE (EXISTING)



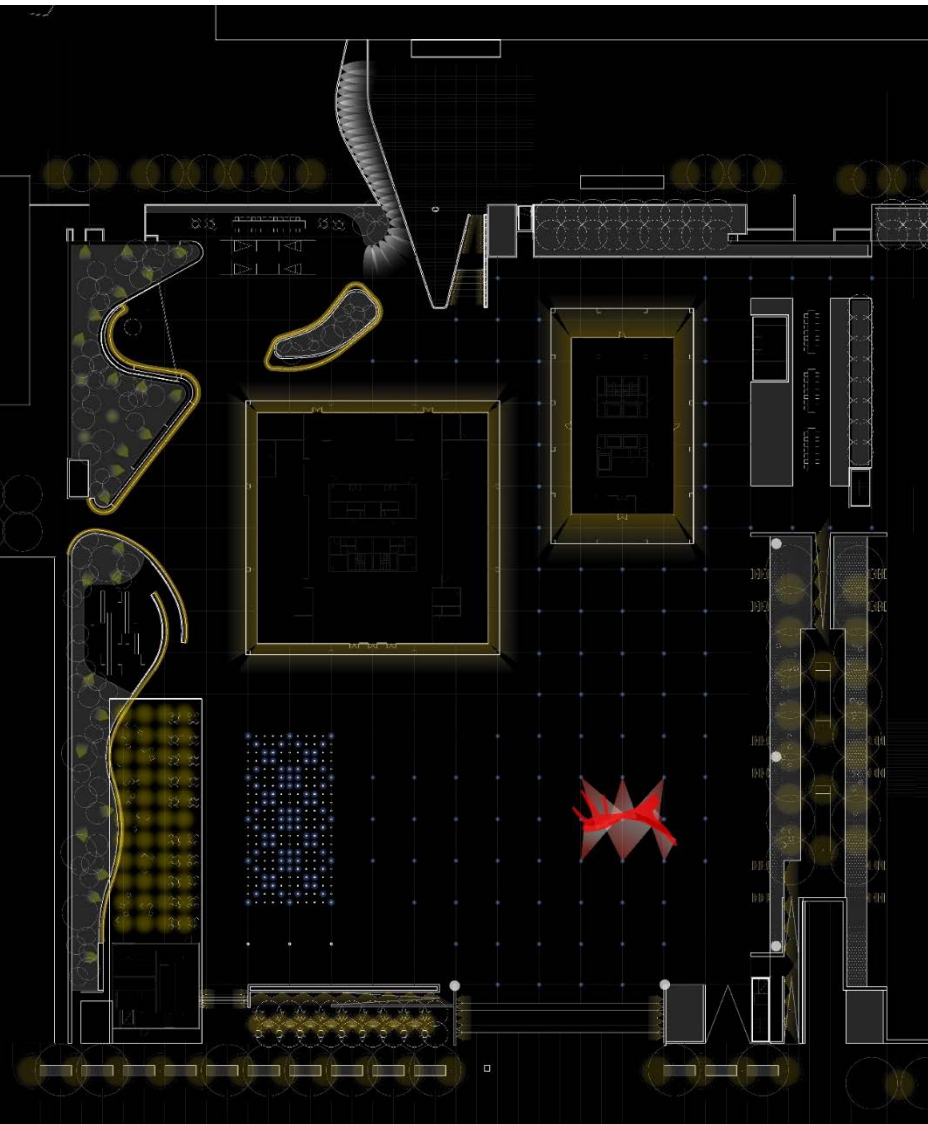
# MASTER PLAN | SOUTHERN EDGE (PROPOSED)



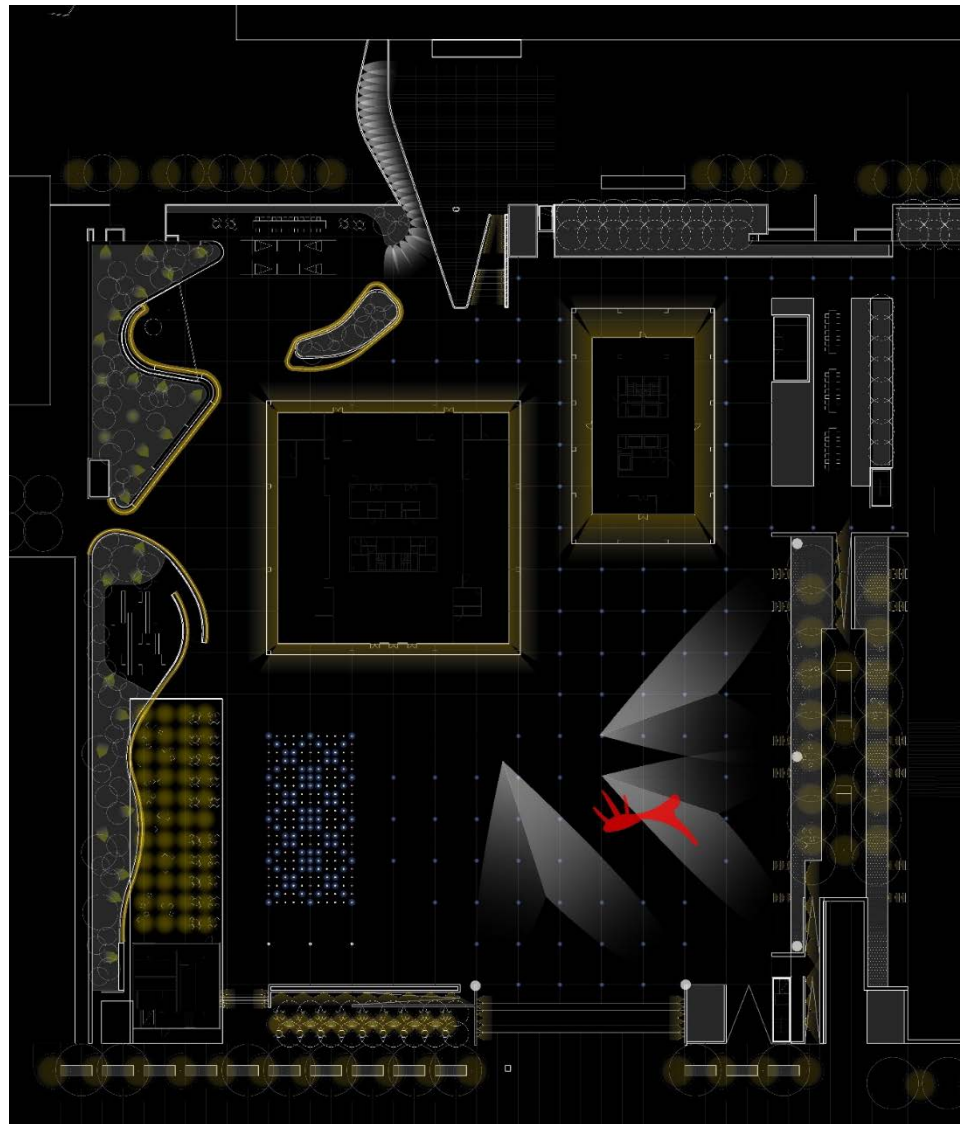
# MASTER PLAN | NORTHEAST CORNER



# DIAGRAM | LIGHTING

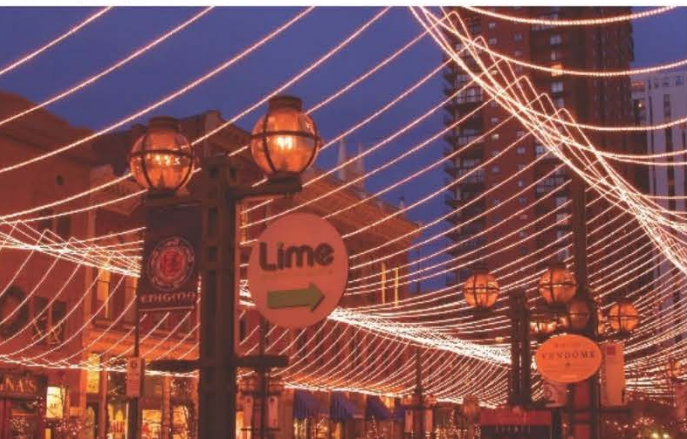
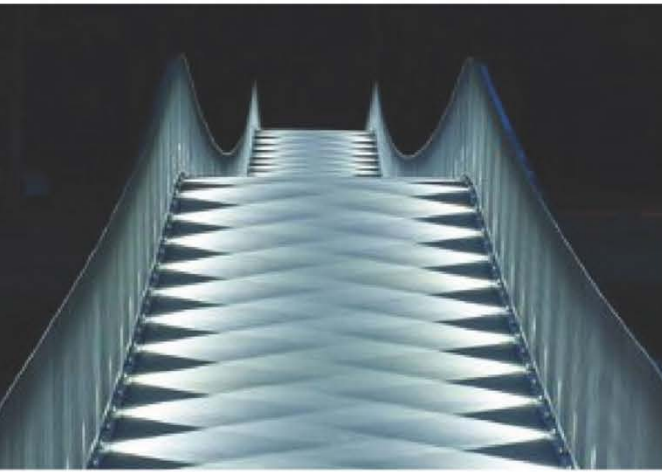


Summer



Winter

# DIAGRAM | LIGHTING



# DIAGRAM | MATERIALS & PLANTING



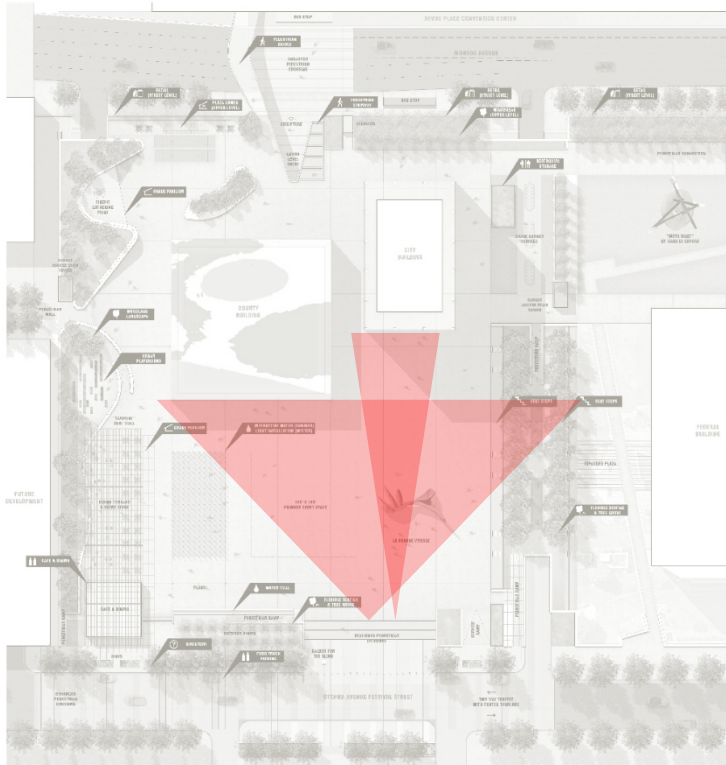
Design by Hertz Schuadt; Photo by Hertz Schuadt (ASLA)



Photo by Hertz Schuadt; Photo by Hertz Schuadt (ASLA)



## DIAGRAM | HISTORICAL INTENT



"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  
Calder Foundation, 11/4/2016



*COST ESTIMATE*

# 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



HIGH



MEDIUM



LOW

## LOCAL COMPARABLE PARKS



### Crescent Park

Total Cost: \$1.4 Million (Renovation)  
Size: 1.06 Acres  
Cost Per Sq/Ft: \$30 /sf



### Rosa Parks Circle

Total Cost: \$8.7 Million  
Size: 1.23 Acres  
Cost Per Sq/Ft: \$162 /sf

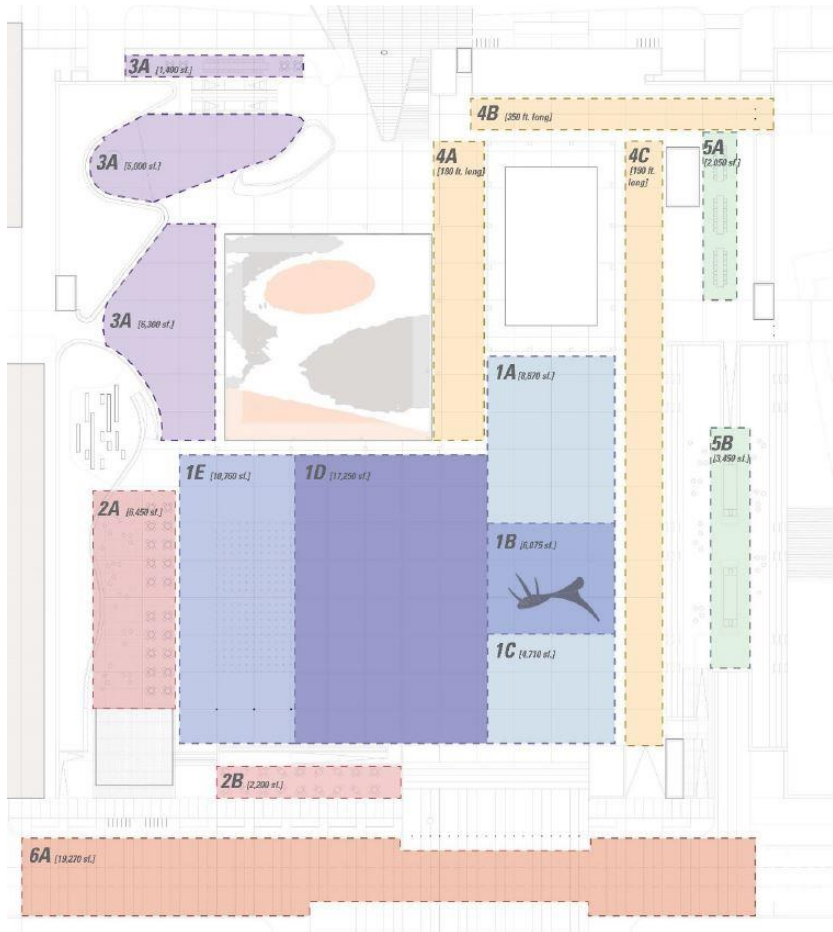


### Monument Park

Total Cost: \$1.8 Million  
Size: 0.20 Acres  
Cost Per Sq/Ft: \$206 /sf

Hardscape | Softscape Breakdown

43% HARDSCAPE



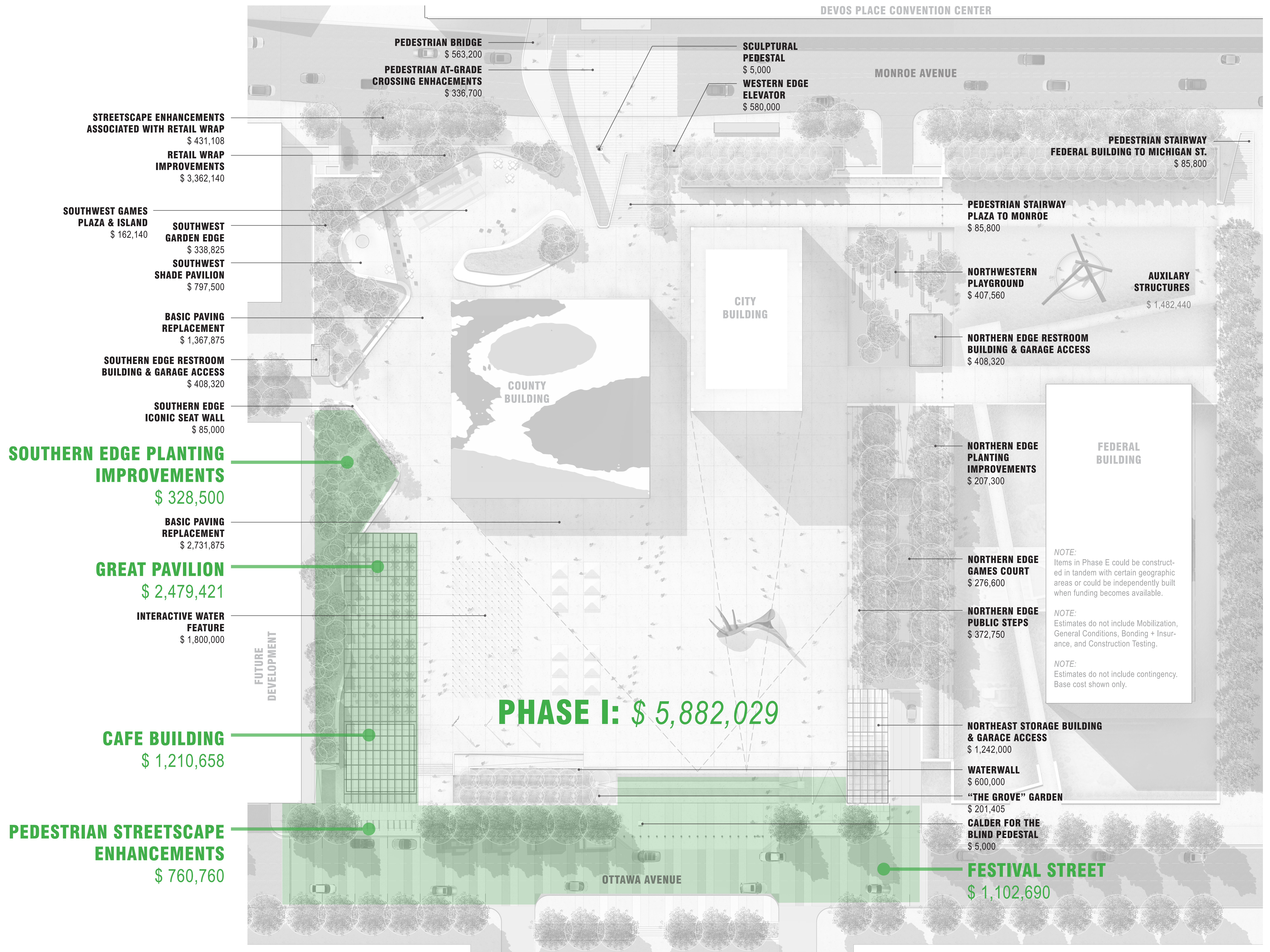
22% SOFTSCAPE

\*79.9% increased shade  
From existing condition

LEGEND

- Grasses/Prairie
- Woodland/Prairie
- Lawn
- Ornamental
- Greenroof
- Street Groundcover
- Ornamental Tree Type 1
- Ornamental Tree Type 2
- Shade Tree Type 1
- Shade Tree Type 2
- Street Tree Type 1
- Street Tree Type 2





# QUESTIONS?

