CITY OF GRAND RAPIDS
MASTER PLAN UPDATE

March 17, 2020 – Committee of the Whole
WHAT IS A MASTER PLAN?

• The blueprint for how a community grows and evolves set forth by the Planning Commission and adopted by City Commission

• Builds community consensus and defines a long-range vision for the future, typically 20 years

• Addresses essential topics – population, economy, housing, transportation, facilities, and land use

• Opportunity to incorporate topical concerns

• Necessary for a valid Zoning Ordinance, which brings the Plan to life for the community
## MAJOR PLANNING EFFORTS THAT SHAPED GRAND RAPIDS

- 2000 – 2002 Citywide Master Plan
- 2004 – 2005 Neighborhood Pattern Workbook
- 2006 – 2007 Form-Based Zoning Ordinance
- 2007 – 2011 Green Grand Rapids (MP Update)
- 2011 Transformation Advisors
- 2011 – 2013 Sustainable Streets Task Force Report
- 2011 – 2015 Michigan Street Corridor Plan (MP Update)
- 2014 – 2015 GR Forward Downtown and River Action Plan (MP Update)
- 2016 – 2017 Parks Master Plan
- 2017 – today Equitable Development Plans (MP Update)
AREA SPECIFIC PLANS (ASP) MASTER PLAN UPDATES

- 1998  North East Beltline Joint Development Plan
- 2002  Citywide Master Plan
- 2007  Brikyaat (Midtown) ASP
- 2010  Belknap Neighborhood ASP
- 2010  Monroe North ASP
- 2010  Boston Square ASP
- 2012  U to the Zoo (JBAN/SWAN) ASP
- 2015  WestSide ASP
- 2015  Michigan Street Corridor Plan
- 2015  GR Forward Downtown and River Action Plan
- 2017  Viva La Avenida (Grandville Avenue) ASP
- 2019  South Division Corridor Plan
- 2019  Souhttown Business ASP
PLANNING WITH COMMUNITY TAKES TIME
IT’S TIME FOR AN UPDATE

• The 2002 Plan was a 20-year plan
• Need a unified vision for the next generation
• Platform and catalyst for economic development opportunities and growth
• Will address community concerns about topics such as housing, equity, climate resiliency and sustainability
• Will provide a needed update for plan maps and a guide for future zoning ordinance work
COMMUNITY’S ROLE

• Serves on Advisory and Steering committee
  - Helps select consultant
• Reviews 2002 Master Plan and Area Specific Plans
• Establishes community vision through public planning process
PLANNING COMMISSION’S ROLE

• Planning Commission initiates the Plan per Zoning Enabling Act & guides the process
• Serves on Advisory Committee and Steering Committee
  - Helps select consultant
• Recommends City Commission adopts Plan
CITY COMMISSION’S ROLE

• Sets budget for the planning process
• Approves contract with consultant
• Adopts the Master Plan
• Sets budget for plan implementation
BENCHMARKING RESEARCH

- Researched cities: Minneapolis, St. Paul, Nashville, Oklahoma City, Portland, Cincinnati, Milwaukee and Rochester
- Information requested on RFPs, budget, timeline, consultants, and the process
- Reviewed for themes of equity, sustainability, and housing

Aspirational Cities as defined by the Center for Opportunity Urbanism of Houston – Cities that score highest in city-level indicators such as economy, quality of life, demographics, employment, traffic, social development and housing.

Peer Cities as defined by the Federal Reserve Bank of Chicago – Cities that share similarities in city-level indicators such as economy, demographics, population, social development and housing.
RESEARCH SUMMARY

“This is not a City Hall plan, but a community plan. A way to bring the community together around collective vision and strategy. It can be unifying, more strategic and can give us a lot of pride in the city – and hope.”
- Dorraine Kirkmire, Manager of Planning Rochester, NY

“It’s not just about asking what people think, it’s about sharing and thinking about problem-solving together”
- Heather Worthington, Director of Planning Minneapolis, MN

“Plan Cincinnati has to reflect the vision of the citizens of Cincinnati… a 3 year process talking to thousands of people from all walks of life and getting feedback and ideas to guide the development of the plan. As a result, the voices of Cincinnatians can be heard throughout.”
- Mark Mallory, Mayor (2012) Cincinnati, OH

- Average length: 3.5 years
- Mix of traditional public meetings, attending events, online surveys, and meetings in a box
- St. Paul and Minneapolis: good engagement with people of color and low-income residents
- Rochester and Cincinnati: good youth engagement
# RECOMMENDED SCOPE FY2020

$125,000 ALLOCATED

<table>
<thead>
<tr>
<th>Time</th>
<th>Task</th>
<th>Goal</th>
<th>Budget</th>
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<tbody>
<tr>
<td>April – May 2020</td>
<td>MSU Extension Citizen Planner</td>
<td>Educate and train neighborhood leaders</td>
<td>$5,000 (Registration) $5,000 (Ancillary)</td>
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<td>May – October 2020</td>
<td>Neighborhood Engagement (Mini-Grants and “Book Club”)</td>
<td>Community review of previous Master Plan</td>
<td>$10,000 (Materials) $90,000 (15 grants x $5,000)</td>
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<tr>
<td>May – June 2020</td>
<td>Site Visits &amp; Planner Exchange</td>
<td>Learn from other cities that have recently completed Master Plans</td>
<td>$15,000</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>$125,000</strong></td>
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### GOOD PLANS TAKE INVESTMENT

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<tr>
<th>Project</th>
<th>Budget</th>
<th>Adjusted for Inflation</th>
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<tbody>
<tr>
<td>CITY OF GRAND RAPIDS FY20-FY21</td>
<td>$250,000</td>
<td>$1,267,160</td>
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<tr>
<td>SOUTH DIJON</td>
<td>$473,250</td>
<td>$1,393,336</td>
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<tr>
<td>MICHIGAN STREET CORRIDOR PLAN</td>
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ALIGN WITH STRATEGIC PLAN

- Governmental Excellence
- Engaged and Connected Community
- Mobility
- Economic Prosperity and Affordability
- Health and Environment
- Safe Community
ALIGN WITH STRATEGIC PLAN - EQUITY

- Elevate Neighborhoods of Focus and other under represented communities
- Leverage partnerships to increase resident engagement opportunities
- Remove barriers for participation: childcare, meals, participant incentives
- Use Facilitator/Ambassador model
- Establish demographic metric goals, assess and adjust process to meet established goals
CITY OF GRAND RAPIDS MASTER PLAN PROPOSED TIMELINE

**2020**

**PRE-PLANNING**

- January: Recruit MSUE Citizen Planner Participants
- February: APA National Conference Houston, TX
- March: City & Planning Commission Discussions
- April: Appoint Advisory Committee
- May: Staff Travel to Cincinnati, OH
- June: Minneapolis Planners Visit Grand Rapids
- July: Evaluate Neighborhood Feedback
- August: Define Engagement Process
- September: Appoint Steering Committee
- October: Write RFP for Consultant
- November: Review & Release Final RFP
- December: Compile Data from Existing Sources

**2021**

- January: Interview Consultants
- February: Hire Consultant
- March: Census Data Analyzed
- April: Stakeholder Interviews
- May: Data Collection
- June: Report Out Community Data
- July: Engagement Mini-Grants Reviewed
- August: Community Engagement Begins
- September: Engagement Mini-Grants Awarded
- October: Community Meeting 2
- November: Evaluate Neighborhood Area Specific Plans
- December: Identify Themes
CITY OF GRAND RAPIDS MASTER PLAN PROPOSED TIMELINE

2022

- **January**: Write Master Plan Text
- **February**: Draft Implementation Chapter
- **March**: First Draft of Master Plan
- **April**: Community Meeting 3
- **May**: Refine Draft of Master Plan
- **June**: Final Draft of Master Plan Complete
- **July**: City Commission Releases for Public Comment
- **August**: Planning Commission Public Hearing & Recommendation
- **September**: Public Comment Period Ends
- **October**: Planning Commission Review & Recommendation
- **November**: Review & Incorporate Public Comments
- **December**: ADOPTION PROCESS BEGINS

2023

- **January**: City Commission Adoption
- **February**: Plan Approval Celebration
- **March**: Begin Zoning Ordinance Scoping
- **April**: Identify Initial Implementation Actions
- **May**: Continue Implementation
- **June**: Begin Zoning Ordinance Update