

APPENDIX A

COMMUNITY ENGAGEMENT SUMMARY

Pre-planning Engagement Summary

Round 1 Engagement Summary

Round 2 Engagement Summary

Round 3 Engagement Summary

Round 4 Engagement Summary

Total Participation Summary

Pre-planning Engagement Summary



CITY OF
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**BRIDGE TO
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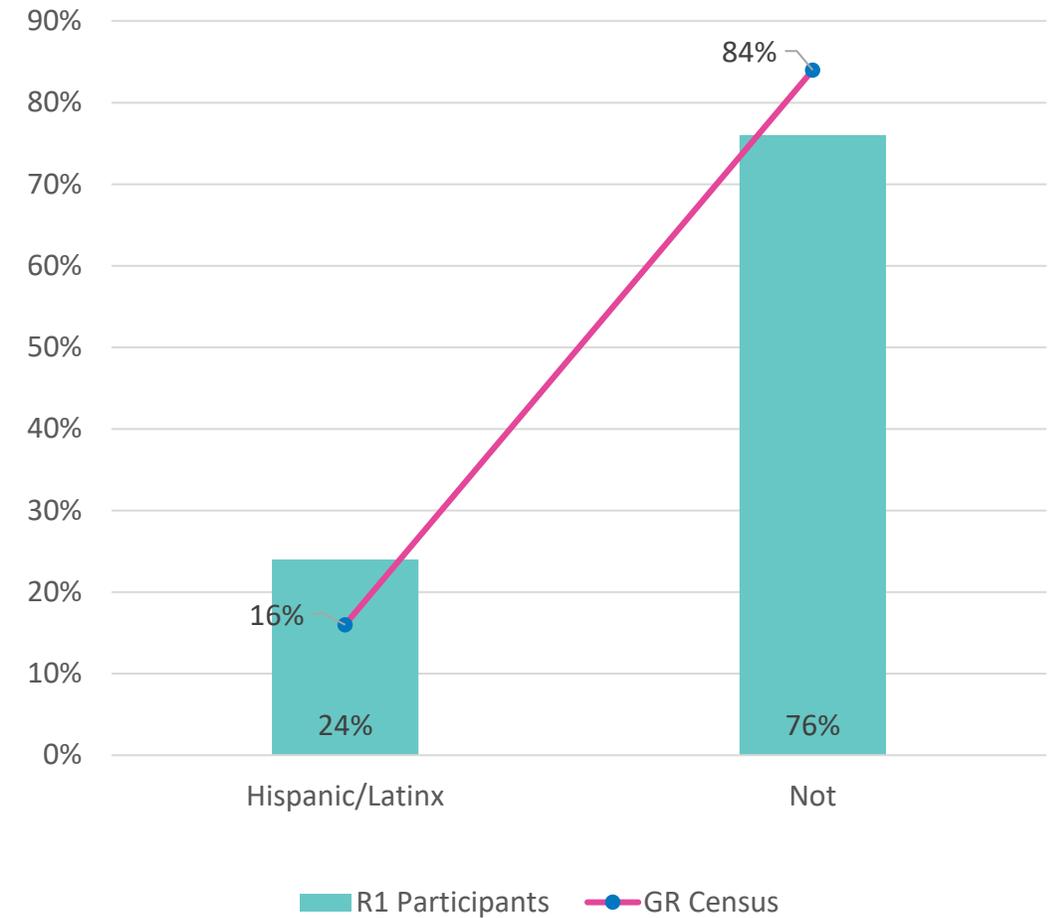
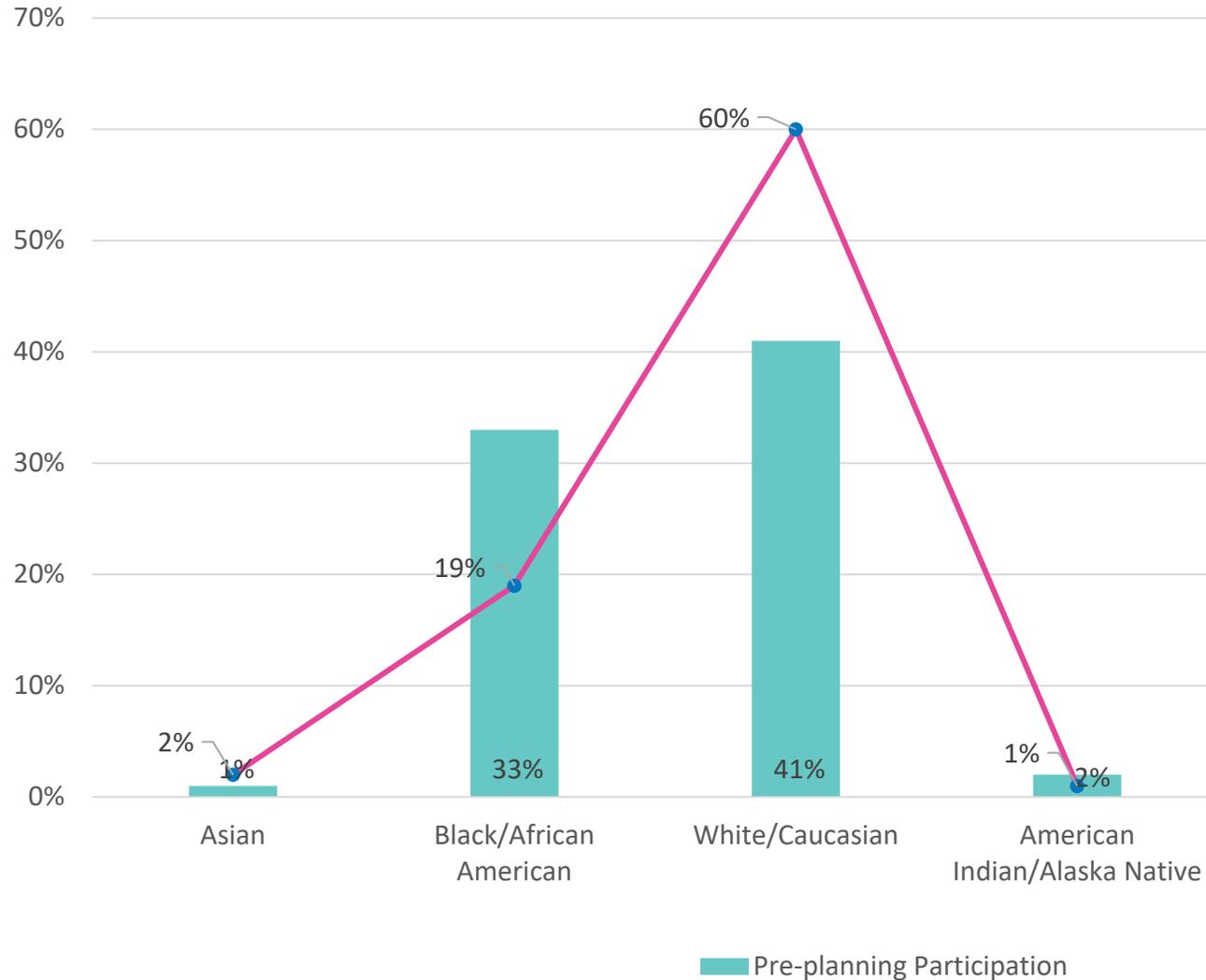
GRAND RAPIDS
COMMUNITY MASTER PLAN

Participation Overview

- **530 people participated**
- **Over 90 meetings were held across four rounds**
 - *Hosted virtually, distanced, or outside*
 - *Groups discussed successes from and improvements to the 2002 CMP*



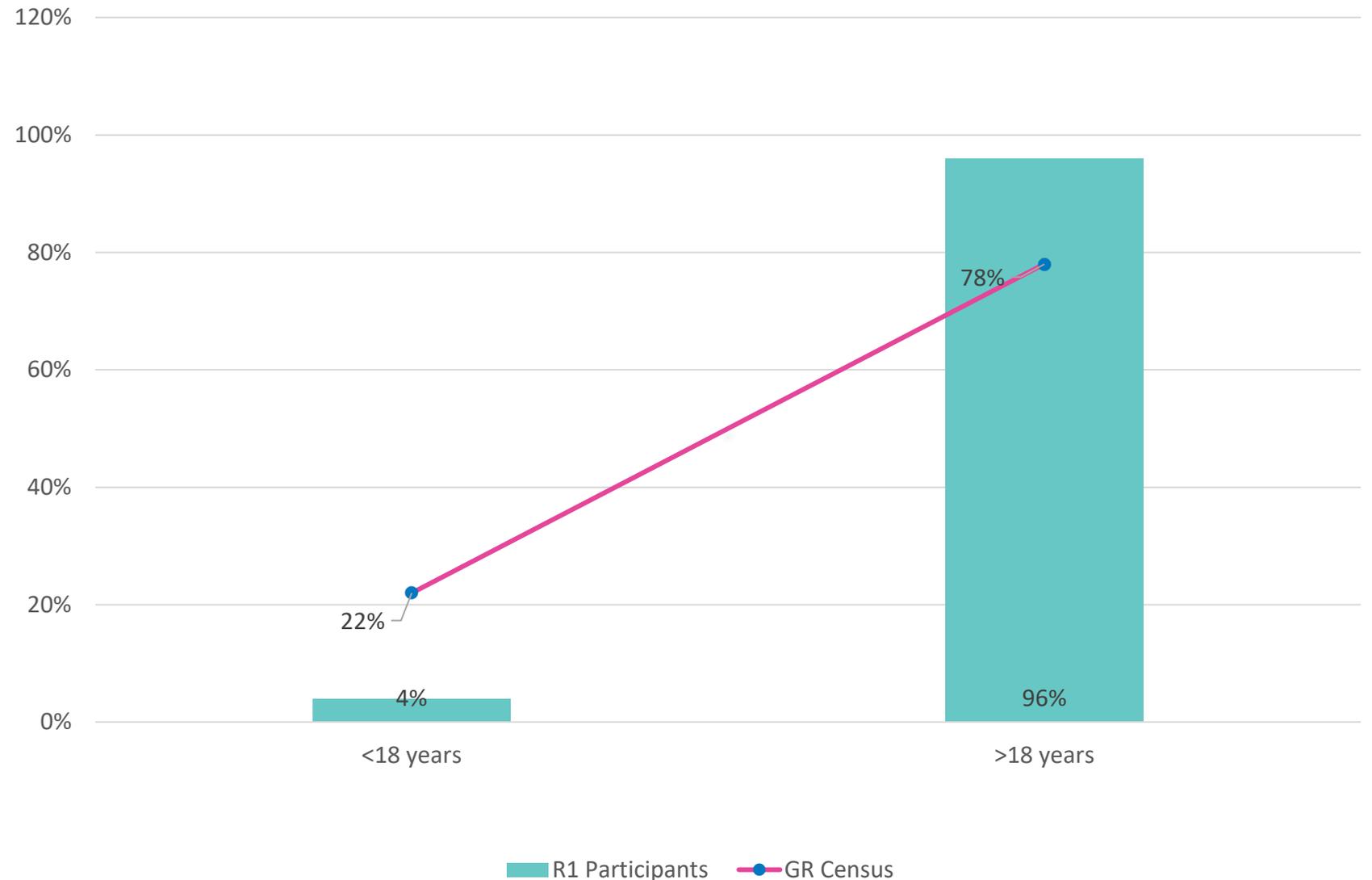
Race/Ethnicity



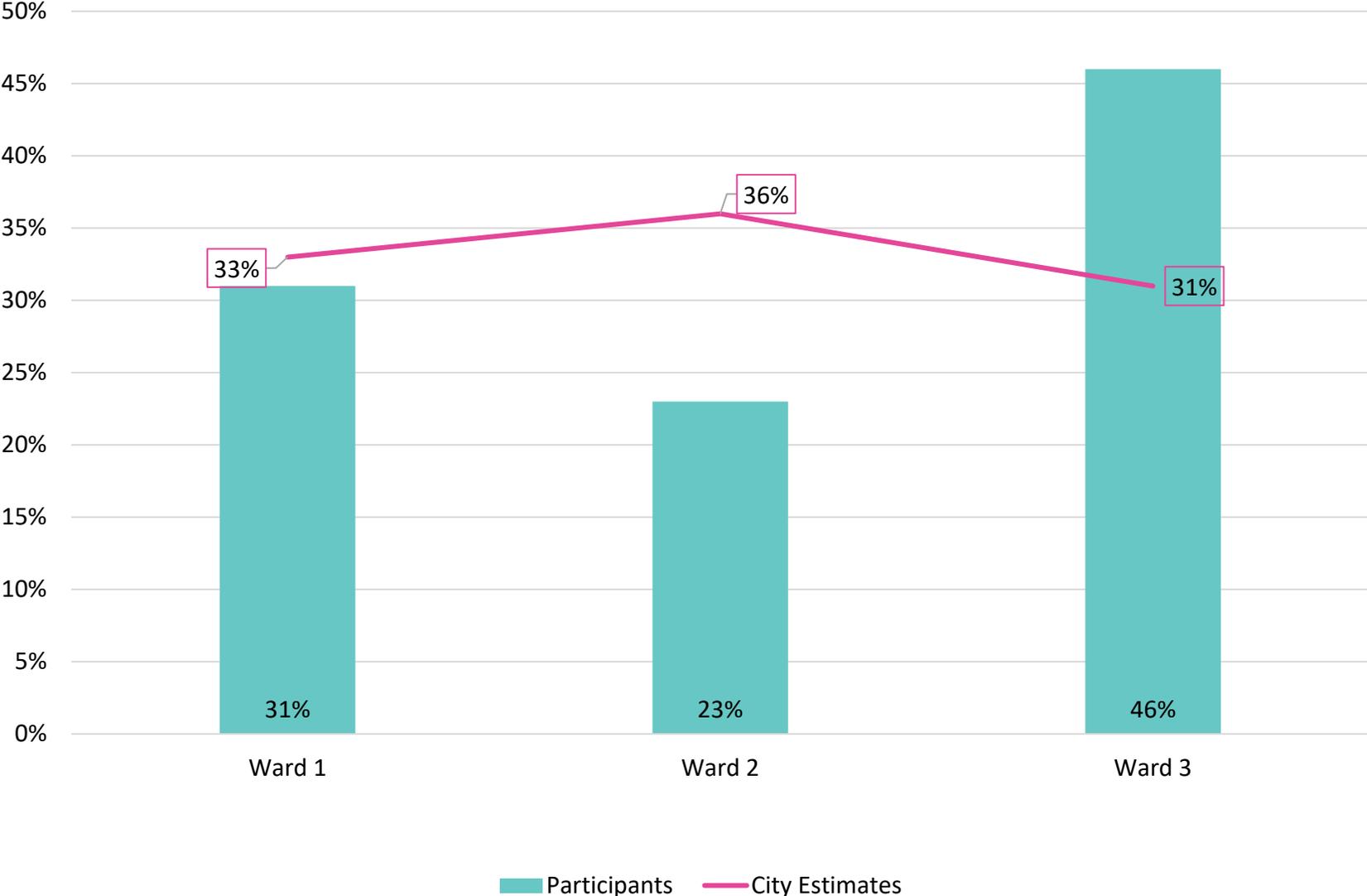
Age

Ages 15-17 make up 3.1% of the population, ages 5-14 make up 10.1%.

Under 18 participation was mainly ages 12-17.



Ward



Round 1 Engagement Summary

April 13, 2023



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COMMUNITY MASTER PLAN

Engagement Overview

- Four rounds of equitable, inclusive, productive and fun engagement
- Moves from *generative* (brainstorming) to *responsive* (providing feedback and direction)
- Self-selected, qualitative data
- Focused on topics within the Community Master Plan purview.

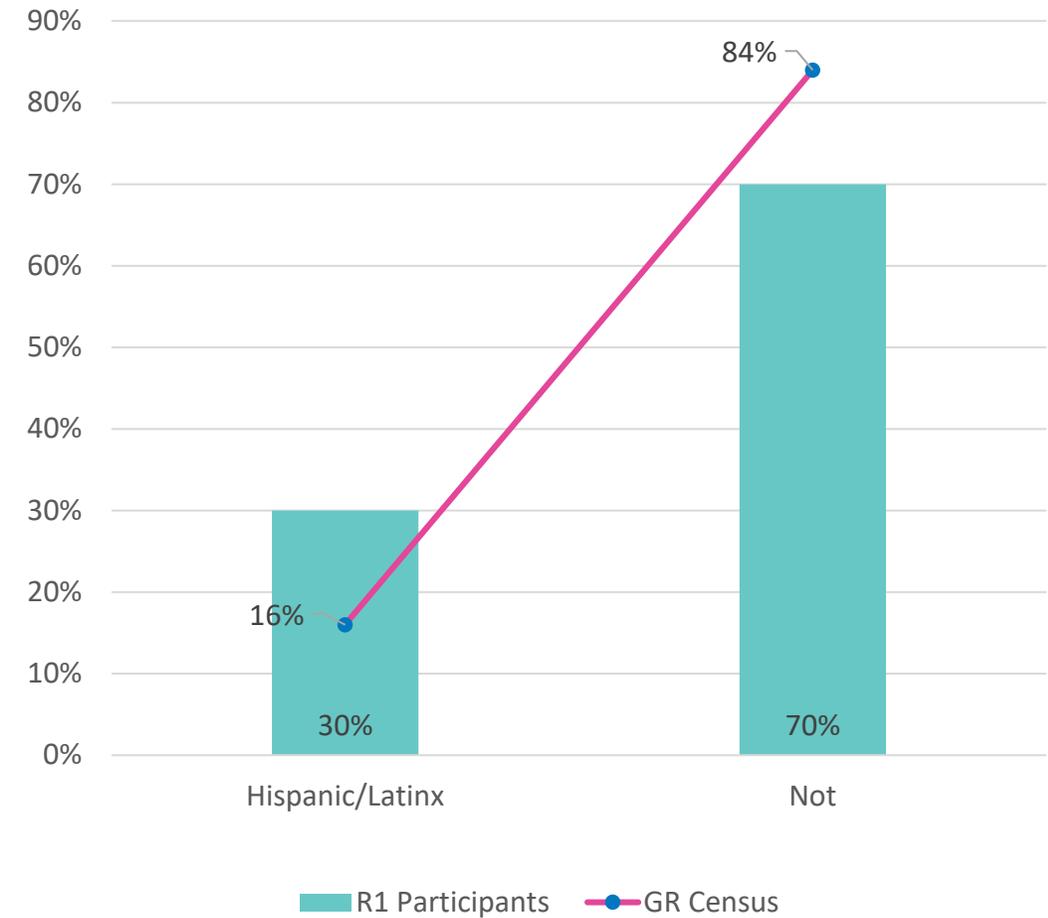
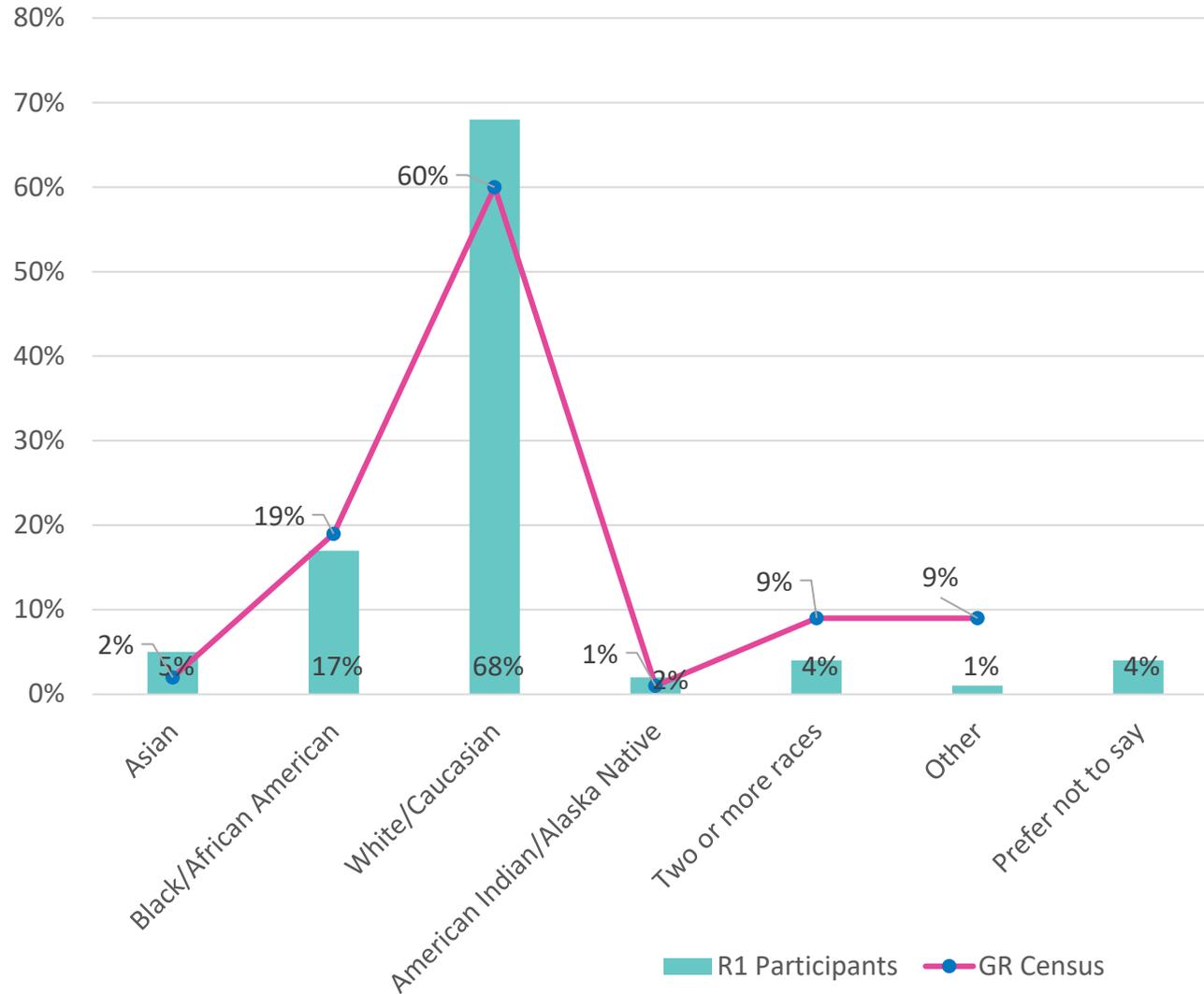


Participation Overview

- **762 people participated**
- **Conducted engagement in a variety of formats**
 - *In person workshops, meeting-in-a-box, 1:1 interviews, youth, online, and stakeholder meetings*
- **Successful PR campaign that reached over 2.5 million people. Coverage was considered positive or neutral**
- **Heard from people living in all three wards**

Participation Overview

Race/Ethnicity

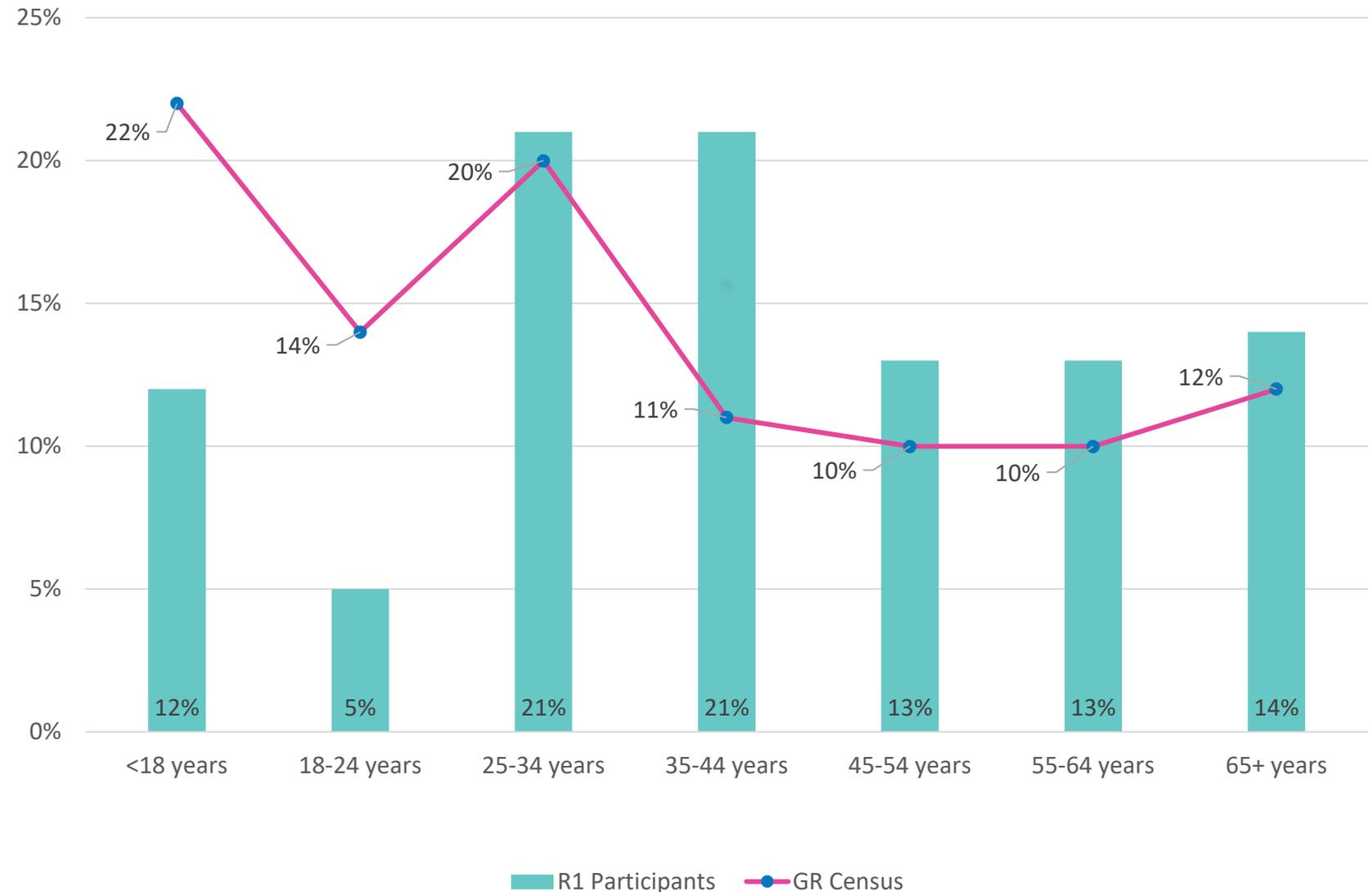


Participation Overview

Age

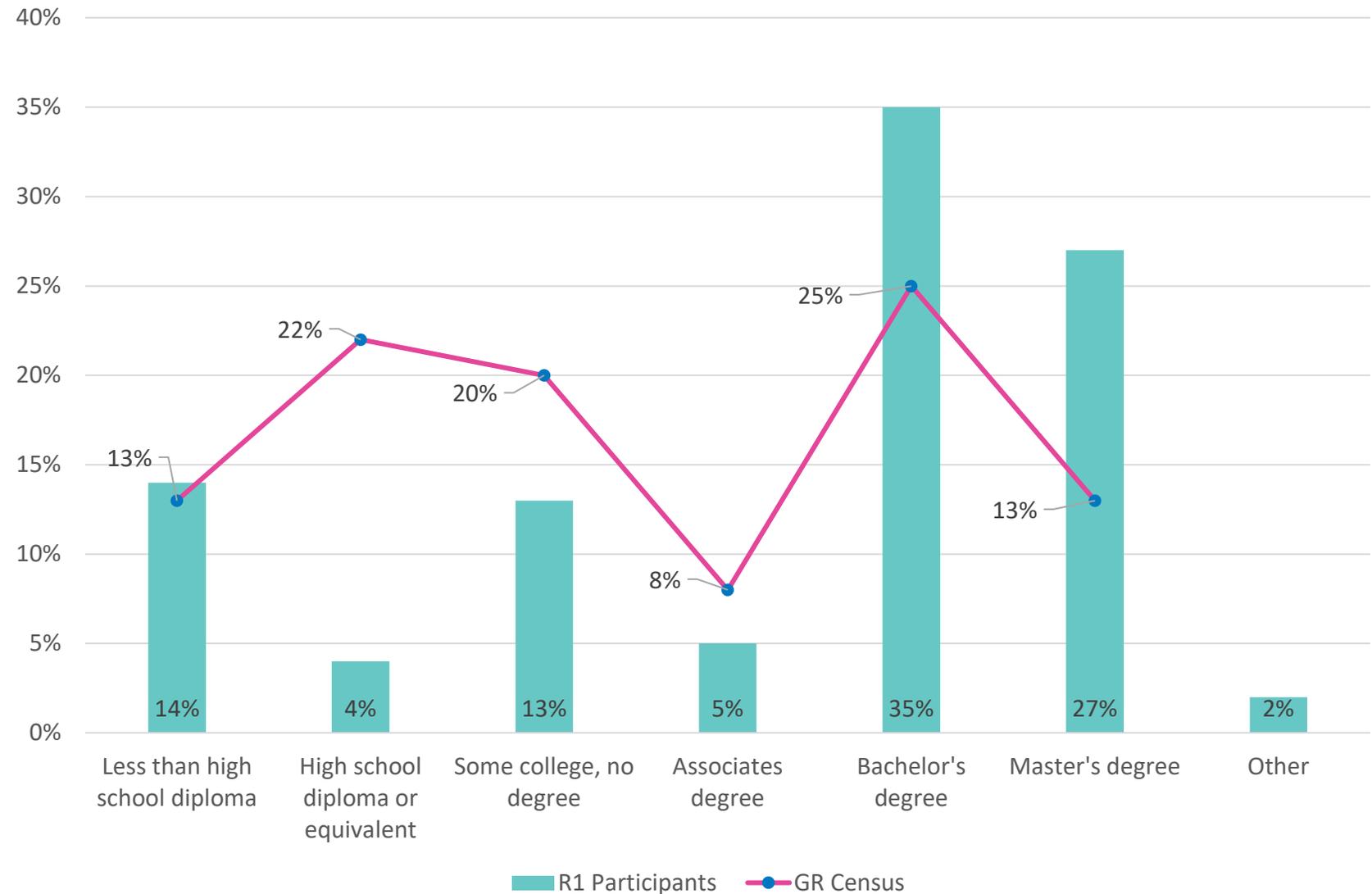
Ages 15-17 make up 3.1% of the population, ages 5-14 make up 10.1%.

Under 18 participation was mainly ages 12-17.



Participation Overview

Education



Who did we hear from?

7. Neighborhoods (ranked from highest engagement to lowest)

1. Creston	12. Southeast Community	23. Black Hills
2. Heritage Hill	13. Downtown	24. Shawnee Park
3. Garfield Park	14. Northeast	25. Richmond-Oakleigh
4. Eastown	15. Belknap Lookout	26. Grandville
5. West Grand	16. Midtown	27. Ridgemoor Park
6. East Hills	17. Fulton Heights	28. Ken-O-Sha Park
7. Highland Park	18. Roosevelt Park	29. Leffingwell-Twin Lakes
8. John Ball Park	19. Shawmut Hills	30. Michigan Oaks
9. Alger Heights	20. Ottawa Hills	31. Eastgate
10. Baxter	21. Eastern-Burton	32. Shangri La
11. Southeast End	22. North End	

Engagement Activities and Results

1. Hopes and Dreams
2. Big Ideas
3. Future Housing Mapping
4. Area Specific Plans
5. Define it
6. Storytelling



1. Hopes and Dreams

Participants were asked, “What do you hope Grand Rapids will be known for in the next 10-15 years?” The following themes are not listed in priority order.

Emerging Themes

- Equity
- Increase economic opportunity for marginalized populations, available jobs that pay well
- A vibrant and inclusive city with easy access to amenities and safe spaces for people of all backgrounds to spend time in
- More affordable and available housing for all residents, equitable development
- Need widespread active and alternative transportation networks that are safe and convenient to use
- Implement sustainable development and growth practices, protected green spaces
- Diversity of local businesses, neighborhood centers, community-focused quality of life
- Health and wellness

Focus Areas of the CMP Pre-planning

In 2020, through a CMP pre-planning process, Master Plan Facilitators reviewed the 2002 Master Plan and determined the themes of the 2002 Master Plan remain relevant (Great Neighborhoods, Vital Business Districts, A Strong Economy, Balanced Transportation, A City that Enriches our Lives, A City in Balance with Nature, Partnerships, and Smart Growth principles). However, the interests have evolved, and residents would also like to see a focus on...

- Equity
- Housing
- Transportation/Mobility
- Safety
- Environmental justice and health
- Climate change mitigation and adaptation

2. Big Ideas

- **Generally, most themes from the pre-planning phase are still important to people**
 - a) Equity
 - b) Housing
 - c) Mobility
 - d) Environmental justice and health
 - e) Climate change mitigation and adaptation
- **Safety was integrated into the themes**
- **Economic health, culture, and vibrancy also important**

2. Big Ideas

Participants generated big ideas for the future of Grand Rapids and, as a group, organized them into themes.

Emerging themes:

- a) Transportation/Mobility
- b) Housing
- c) Equity
- d) Vibrancy
- e) Sustainability and the Environment



2a. Transportation/Mobility

90% of participants identified this as a theme, or mentioned specific actions that relate to transportation/mobility.

Sample of ideas include...

- *Increase hours of operation for bus system, more ways to pay for fares*
- *Construct protected bike lanes, with barriers of some kind*
- *Improve accessibility for bus stops (benches, covered stops)*
- *Create better train access to nearby cities, particularly Chicago and Detroit*
- *Introduce car-free spaces throughout the city*

2b. Housing

88% of participants either identified this as a theme, or mentioned specific actions that relate to housing. Sample of ideas include...

- *More affordable housing, different types of housing at different densities*
- *Organize better support and services for homeless population*
- *Build non-traditional housing – group living, ADUs, senior housing, transitional housing*
- *Develop mixed-use, mixed-income areas*
- *Stronger protection for renters*
- *Encourage more clean-up days in neighborhoods*
- *Better utilize underused properties, parking lots, former industrial*
- *Educate about home ownership, repairs and warranties*

2c. Equity

73% of participants either identified this as a theme, or mentioned specific actions that relate to equity. Sample of ideas include...

- *Increase funding for schools in all zip codes*
- *More recognition of cultural diversity – cultural events, language programs, etc.*
- *Eliminate food deserts*
- *Expand social services beyond downtown*
- *Increase support for homeless population – eliminate anti-homeless architecture, protect tent cities*
- *More transparency between city and public*
- *Better communication, access to information for all*

2d. Vibrancy

68% of participants either identified this as a theme, or mentioned specific actions that relate to vibrancy/amenities. Sample of ideas include...

- *Revitalize the riverfront, keeping it publicly accessible*
- *Design more spaces to hang out that don't cost money*
- *Construct more community centers, with longer hours*
- *Create public art that reflects the neighborhoods and cultures*
- *Organize activities for youth and teens*

2e. Sustainability and the Environment

63% of participants either identified this as a theme or mentioned specific actions that relate to climate/sustainability. Sample of ideas include...

- *Increase solar presence, community solar*
- *Create opportunities for urban agriculture*
- *Increase the tree canopy and use of native plants*
- *Organize community gardens, especially in food desert areas*
- *Increase accessibility of composting*
- *Create a better network of EV chargers, electric vehicles for city*

3. Future Housing

Participants...

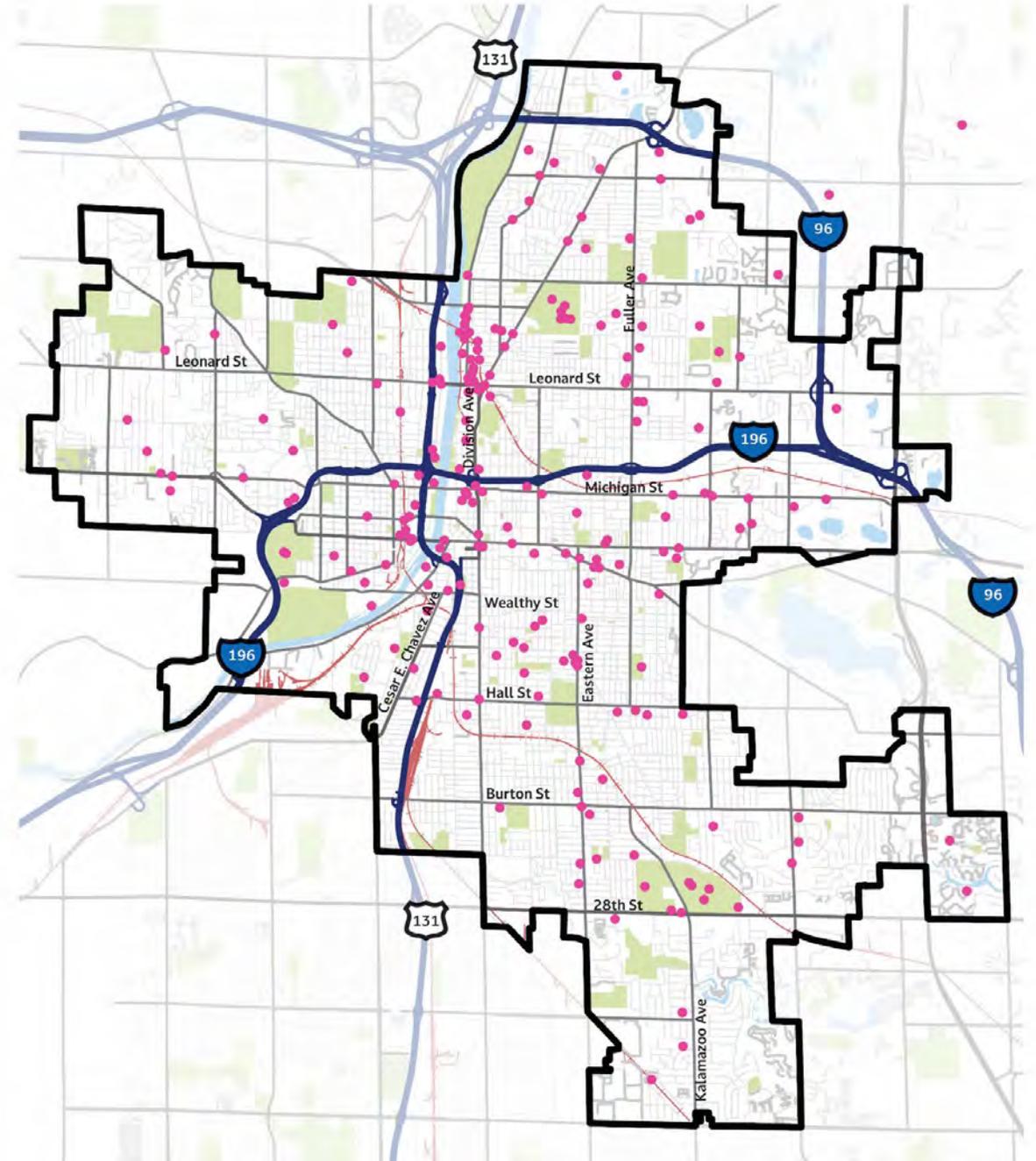
1. identified where the city could use more housing.
2. filled out a comment card
 - *why they think that area of the city could use more housing*
 - *what type of housing might be most appropriate.*



3. Future Housing

Example Comments

- More missing middle housing
- Reuse or redevelop into medium-high density housing
- Multi-family housing, duplexes, stacked housing
- Housing near downtown jobs, high density
- Low-income, affordable housing
- Upgrade older buildings to meet healthy living standards, money to fix older houses
- Reuse abandoned buildings and industrial
- Build up not out

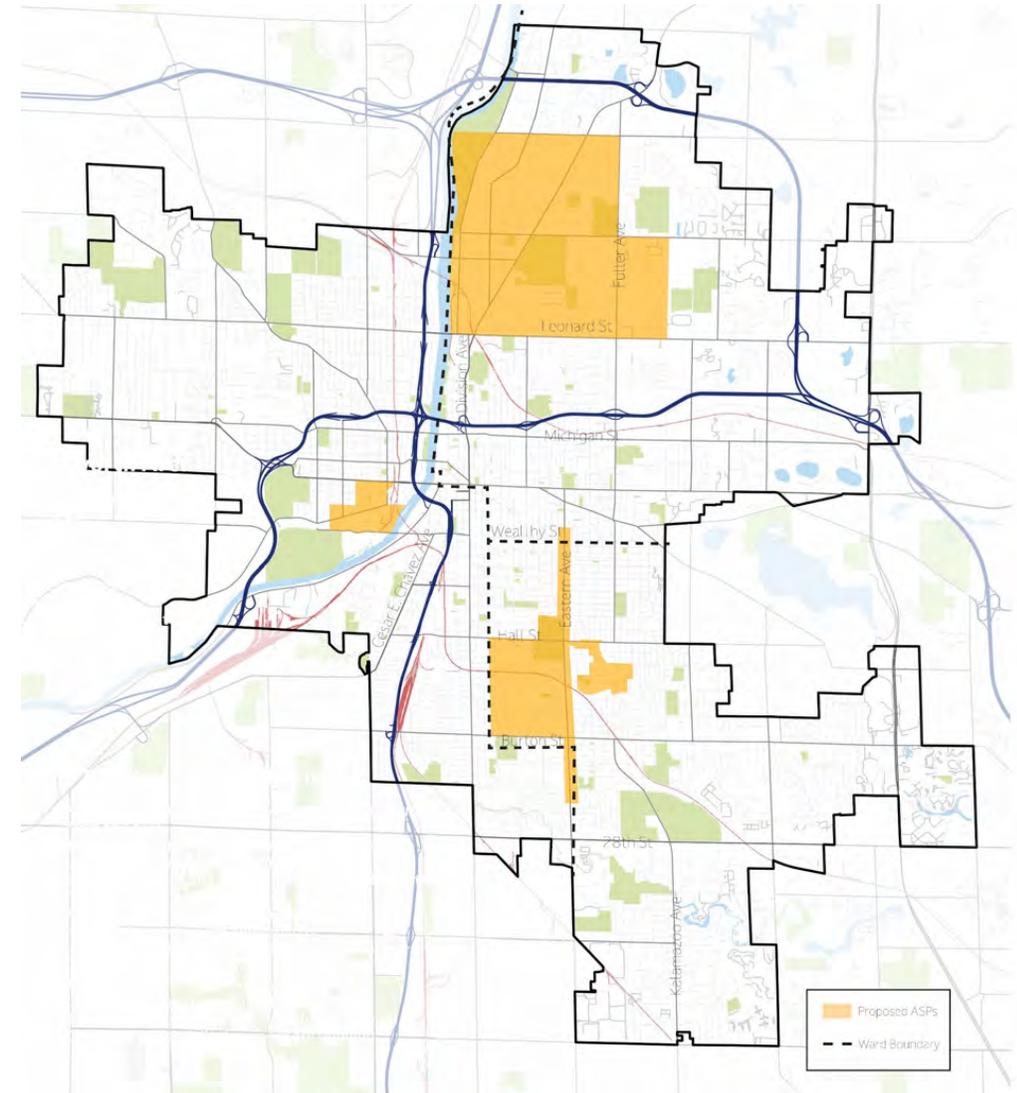


4. Area Specific Plans

Three areas were identified for area specific plans. Participants were asked what they knew about the areas that could be helpful to the planning team. The areas are:

- a) **Southtown Neighborhoods**
- b) **Butterworth Area**
- c) **Creston Neighborhood**

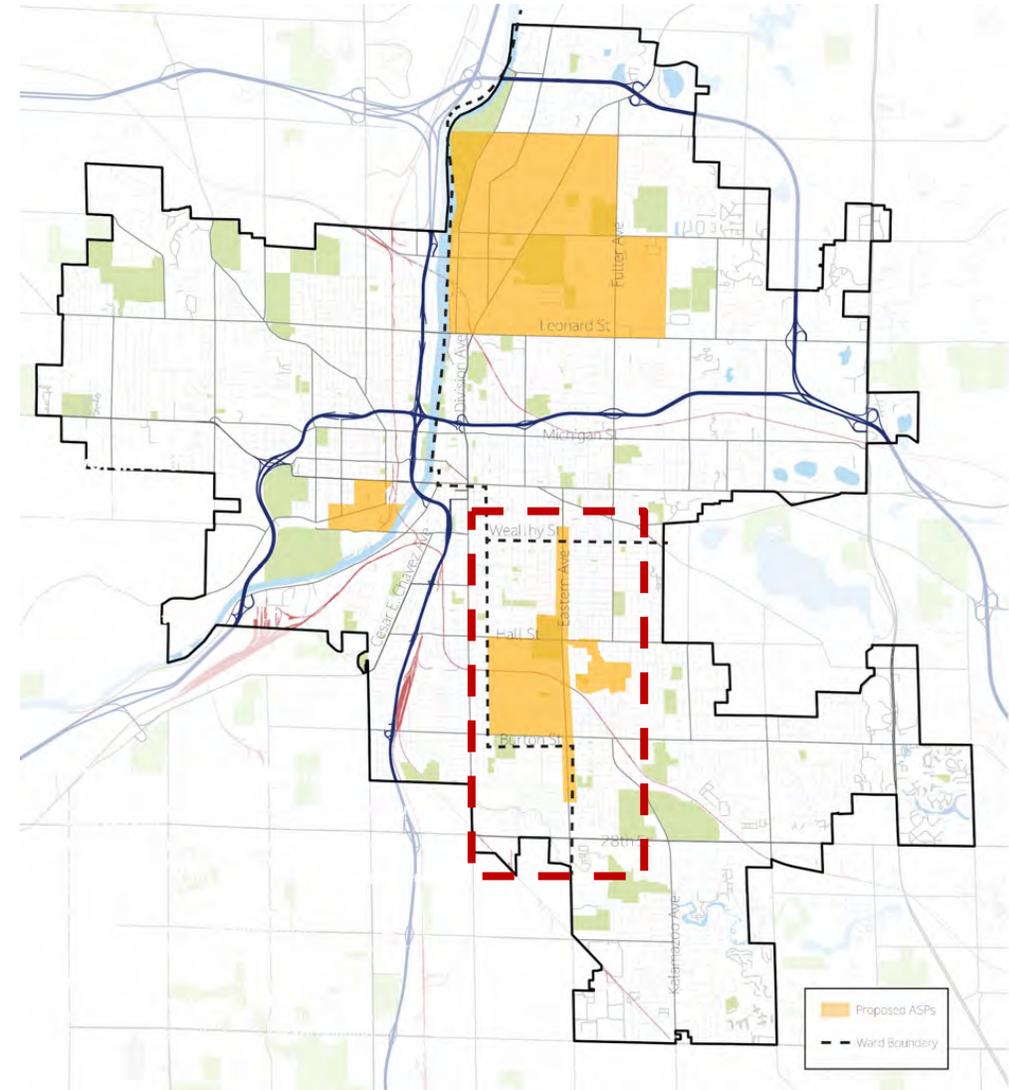
An Area Specific Plan provides a more detailed approach than the CMP to certain areas of the city.



4a. Southtown Neighborhood

Emerging themes:

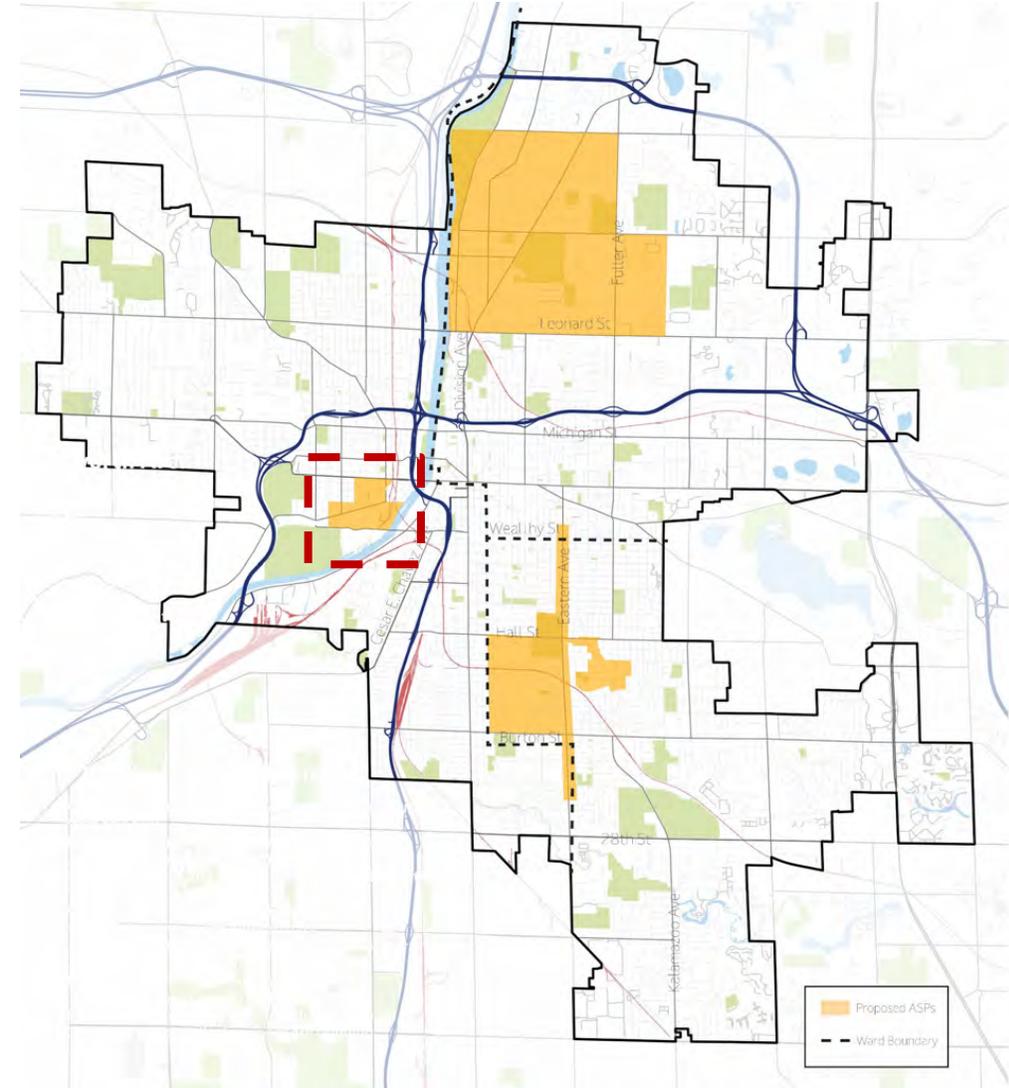
- Improve infrastructure such as roads, bike lanes, crossings, lights, streetscape
- More tree canopy and greenspace, spaces for people to spend time in
- Improve housing stock, strategies to protect current residents
- Encourage diverse businesses and small businesses
- Access to healthy food



4b. Butterworth Area

Emerging themes:

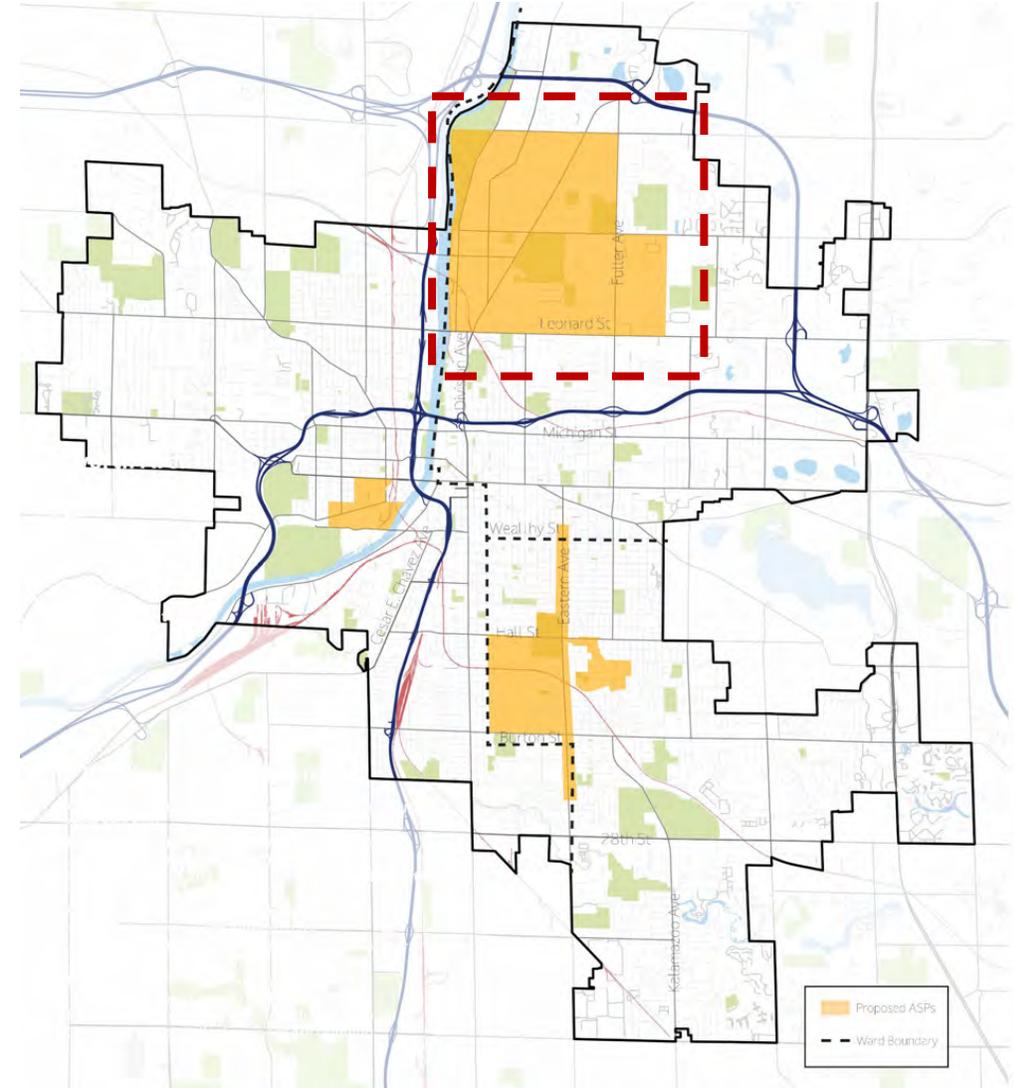
- **Opportunity for redevelopment, reinvest in older businesses, improving facades and landscaping**
- **Retain and create green spaces, spaces where people can gather**
- **Parking and transportation challenges, improve alternative transportation options**
- **Need more variety in housing, make it easier to build housing here**
- **Clean up industrial sites**
- **Safety, lights**
- **Walkability**



4c. Creston Neighborhood

Emerging themes:

- Area has a lot of potential/opportunity for small business incubation and development
- Need more housing options, housing updates
- Additional active transportation infrastructure like separated bike lanes
- New/redeveloped open space and gathering spaces
- Connectivity to downtown
- Balance between residential and business/mixed use



5. Share your Understanding

Participants were provided with four terms and asked to share their understanding or definitions of the terms as they relate to Grand Rapids.

a) Equity is...

b) Safety is...

c) Culture is...

d) Vibrancy is...

5a. Equity is...

- Removing barriers to success, equal access to opportunity, uplifting minority voices, open communication
- “The ability of the community to support a wide variety of socioeconomic individuals, with different backgrounds, cultures and desires that allows for them to thrive.”
- Affordable and fair housing and healthcare
- Inclusive representation across groups, “for the community by the community”
- “Devoting less public space to private automobiles”, reliable and affordable public transportation
- “The access to tools for success regardless of the ward in which you reside”
- Diversity of housing and lifestyles in each neighborhood
- Transparency

5b. Safety is...

- Feeling protected in the community, protection of all no matter the neighborhood
- Not worrying about the color of your skin
- Neighborhood inclusion and collaboration
- “The feeling and trust that if something ever goes wrong, I can depend on my family, friends, neighbors, and City/State government to support me. Safety is not a heavy reliance on military equipped and trained police force.”
- “Reducing reliance on vehicles which make neighborhoods more empty, dangerous, and add to traffic accidents”, protected bike lanes, kids can safely walk to school
- Safe spaces for youth to enjoy, exciting street life, welcoming outdoor spaces
- Cleanliness
- Slowing down, “walkable life”
- Respect for all

5c. Culture is...

- Celebrating our differences and cultures
- No discrimination, investing in and engaging with people who don't have the same background or culture
- Wonderful arts, food, parks and recreation scenes, advancing the small artist, free expression
- “When people from across the city of different backgrounds can come together and make something that is uniquely Grand Rapids.”
- Sharing our histories
- Access to education and enrichment opportunities
- Placemaking
- Flavor/vibe/unique traits

5d. Vibrancy is...

- Standing out, attractive, lively
- Different summer festivals, local food, green spaces, people being outdoors, variety of activities and opportunities
- “Getting to know your neighbors, building and creating growth within your community helping one another like planting a beautiful garden, engaging and supporting a healthy community so that it thrives”
- Strong walkable communities, pleasant places to spend time in, cleanliness
- “A city that is for people, not cars. Everyone feels safe to walk or bike in a space that is beautiful and inviting”
- Diverse businesses, neighborhoods, and active spaces for all seasons
- Welcoming and thriving

6. Storytelling

Participants were asked to tell a story about their favorite experience in Grand Rapids.

“I live about a mile from downtown and visit all the neighborhoods. My favorite thing about GR is probably when I unexpectedly walk into some event that I had no idea was going on and dive right in. I remember in 2007 or 2008 when I first moved here and walked into Festival of the Arts. It was a treat.”

“My favorite story isn't a one-time occurrence. Every week I love being able to take my bike to the grocery store to buy what I need for the week. Only having to rely on a bike is the coolest. I get to see another layer of my city I wouldn't otherwise.”

“Me and a few friends went to the antique stores downtown and bought some cool knick knacks. We then walked to the Downtown Market and got some tasty snacks. This is my favorite memory because I got to connect with people I love, eat good food, and go to a unique location/activity.”

“Still being best friends with 10+ people I started at Riverside elementary with, then Riverside JHS and all continuing to Creston HS. We all lived within walking distance of each other - went to our parks, pools, etc. that were close to home.”

6. Storytelling

“The small places like Blue Bridge or Fish Ladder Park. I just love viewing the sunset or just the whole city. I love the Lookout Park more, its like seeing what's all around you and you don't even know what's still out there. It's just so pretty to take a deep breath and just think.”

“Sitting outside at a restaurant during an art festival. Roads were closed for pedestrian use. People were out in droves. It made me wonder how much more alive the city would feel if we allocated more space to people instead of cars.”

“I've been working for years to help bring a community owned food co-op to central Grand Rapids. Through this work I have gotten to know people from all over the city. I would never have been able to meet them and come to know them if I didn't have this project that has brought us together.”

“At the 2022 Eastown Street Fair, we got to meet so many neighbors and creators. There was even a bagpiper marching through the streets. We ended up sitting at a table with someone who did magic tricks for our kids. It was such a beautiful, fun example of the diversity and life in this place.”

Community Connectors Program

- **17 Community Connectors**
- **13 Neighborhood Organizations**
- **Conducted 27 meeting-in-a-box meetings**
- **Conducted 45 Interviews**

Round 2 Engagement Summary

October 12, 2023

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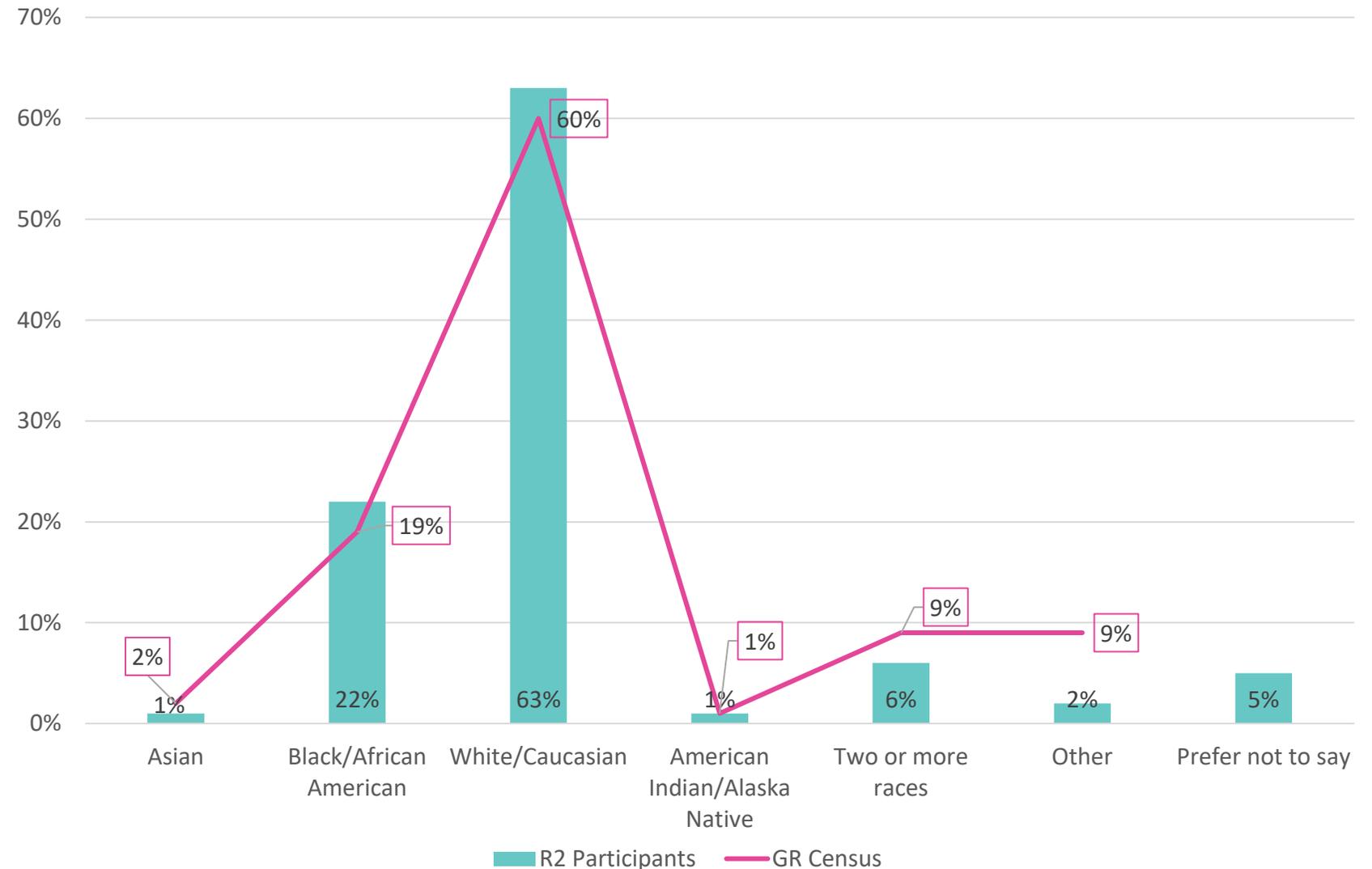
Participation Overview

- **1,834*** people participated
- **2,359 total pieces of input collected**
- **Conducted engagement in a variety of formats**
 - *In person workshop, Neighborhood Summit, Move and Talks, 1:1 interviews, youth camps, online survey, and pop ups*
- **Heard from people living in all three wards and majority of neighborhoods**

**as of 10/2/23*

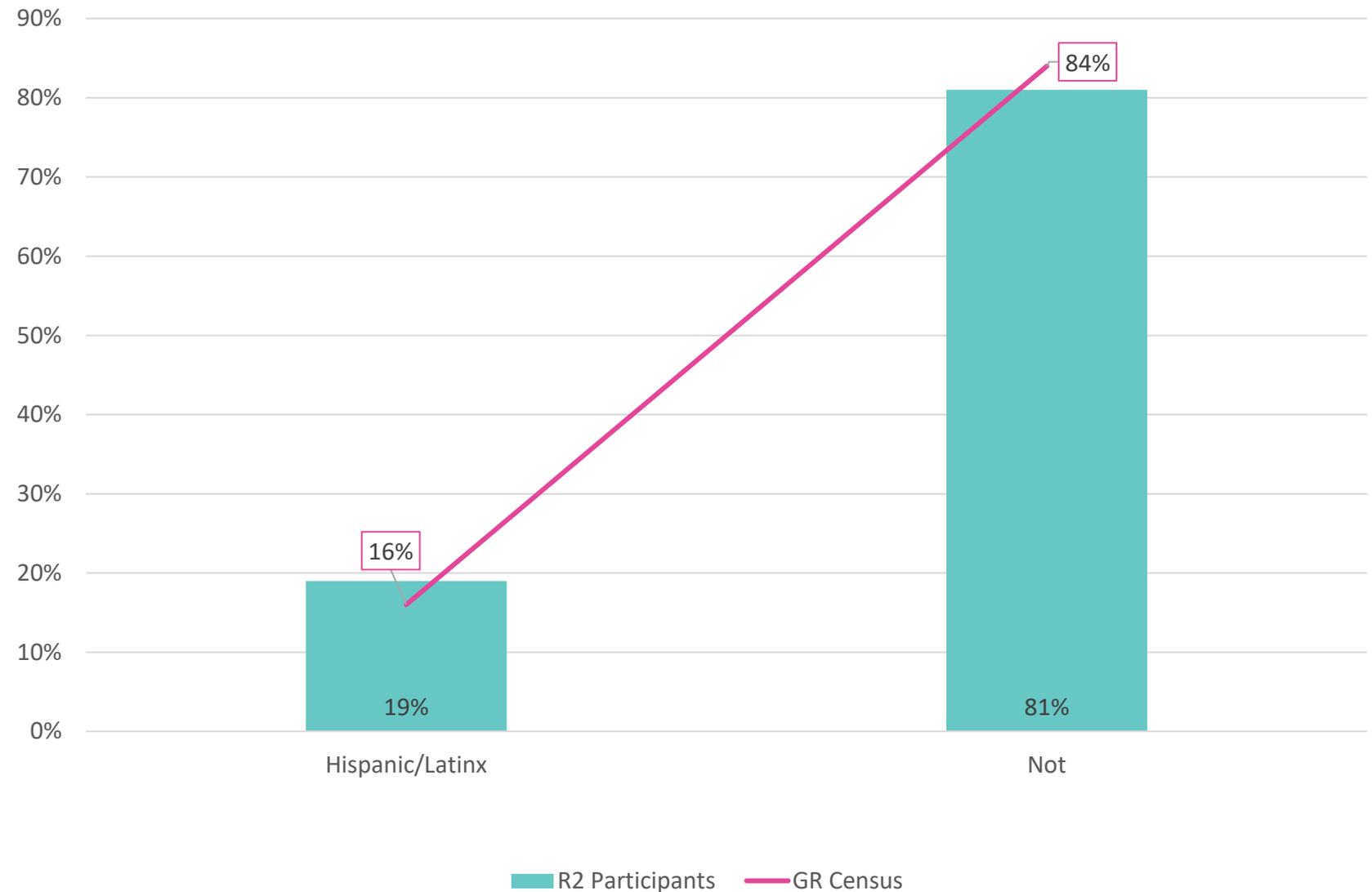
Who did we hear from?

Race



Who did we hear from?

Hispanic/ Latinx



Who did we hear from?

Age

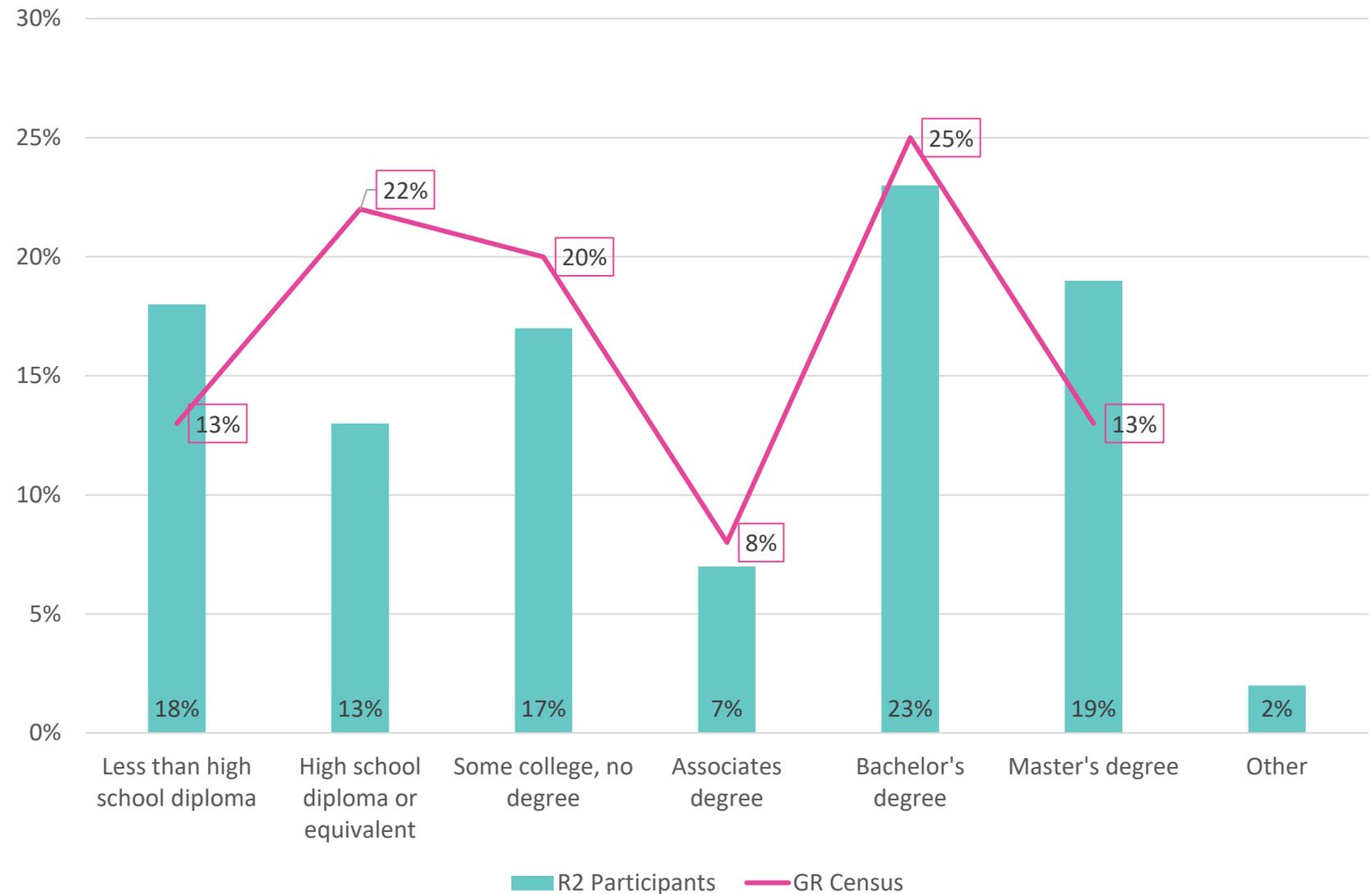
Ages 15-17 make up 3.1% of the population, ages 5-14 make up 10.1%.

Under 18 participation was mainly ages 12-17.



Who did we hear from?

Education



Who did we hear from?

7. Neighborhoods (ranked highest engagement to lowest)

1. Creston	11. Fulton Heights	21. Eastgate	31. Michigan Oaks
2. West Grand	12. Northeast	22. Shawmut Hills	32. Shangri La
3. John Ball Park	13. Downtown	23. Highland Park	33. Leffingwell-Twin Lakes
4. Garfield Park	14. Midtown	24. North Park	34. Black Hills
5. Eastown	15. Ottawa Hills	25. Grandville	35. Eastern-Burton
6. Heritage Hill	16. Ridgemoor Park	26. North End	36. Shawnee Park
7. Alger Heights	17. Southwest	27. Oldtown-Heartside	37. Ken-O-Sha Park
8. East Hills	18. Baxter	28. Lake Eastbrook	
9. Belknap Lookout	19. Southeast End	29. Millbank	
10. Roosevelt Park	20. Southeast Community	30. Richmond-Oakleigh	

What we heard...

Vision, Values, & Goals (438 responses)

Vision – In the next 20 years, Grand Rapids aspires to build a city of inclusion, where people in all neighborhoods have the opportunity to live in safe and affordable housing, to move throughout the city in a variety of ways, to earn a living wage through meaningful job choices, and to gather together in vibrant spaces that celebrate our unique cultures and histories. (Rating: **4.29/5**)

Values – Equity, Safety, Vibrancy, Culture, & Climate Justice (Average Rating: **4.29/5**)

Goals – Great Neighborhoods, Vital Business Districts, A Strong Economy, Balanced Mobility, & Development Character (Average Rating: **4.35/5**)

What we heard...

15 Minute Community: Land Use, Housing, & Transportation

- More public amenities: pools, ball courts, playgrounds, community gardens
- Micro-mobility hubs
- Tiny home community, Incentives for ADUs, Senior living, live-Work spaces
- Cultural amenities like an amphitheater
- Variety of green space types along Grand River, public access and community services on Riverfront
- Community solar
- Pedestrian bridge over Grand River, Pedestrian-only streets
- Community-owned or local grocery store
- Mixed use along major corridors, increased density around major corridors and near parks
- Greenways and bike infrastructure along Plaster Creek
- Sidewalks everywhere

What we heard...

Land Use Planning for Climate Change Mitigation & Adaptation

- **Energy**
 - Community solar projects
 - Incentives and education for solar in residential
 - Solar should not be compromised for the sake of aesthetics
- **Transportation**
 - De-center private vehicle use, make the city “car optional”
 - Improved bike infrastructure, more “complete” network of paths and trails
 - More pedestrian-only streets and spaces
- **Green Space**
 - More amenities/facilities for adults in parks
 - Green infrastructure
 - Parks are unevenly developed
- **Budget**
 - Allocate more funding to the Office of Sustainability
- **Land Use**
 - Increased density
 - Eliminate parking minimums

What we heard...

Land Use Planning for Environmental Justice, Health, and Equity

- **Environmental Justice**
 - More resources in underserved areas
 - Address air pollution from highways
 - Improve tree canopy
 - Funding for brownfield remediation
- **Inclusion & Representation**
 - Focus on disinvested communities
 - Engage young people
 - Land acknowledgement in CMP
 - Stronger indigenous representation
- **Transportation**
 - Many places not currently accessible by bus
 - Protected bike lanes
 - Sidewalk maintenance for accessibility
- **Accessibility**
 - Parks are not accessible for those with disabilities or limited mobility

What we heard...

Magic Wand (1,107 responses)

Affordable Housing

- Affordable housing options like ADUs and modular housing
- Resources to help first time buyers, single parents, and seniors afford housing

Public Transportation

- Improve and expand public transit
 - More bus routes, longer hours, reduced fares
 - Rail options and increasing connectivity to other major metro areas

Homelessness

- Resources and programs to support unhoused individuals
 - Rehabilitation services, work programs, improved shelters and affordable housing

Infrastructure

- Improve transportation infrastructure
 - Traffic congestion, parking availability, bike lanes and crosswalk safety, road maintenance, and US 131

Civic Engagement & Unity

- Greater engagement with city officials and more transparency in the decision-making process
- Greater unity and inclusivity among diverse communities

Education & Youth Programming

- Concerns about the quality of education, especially in public schools
- Programs and activities for young people, including after-school programs and mentorship opportunities

What we heard...

Neighborhood Walk Audit (20 Move & Talk Groups)

- **Housing**
 - Scarcity and affordability concerns
 - Large disparities in housing quality, maintenance
- **Food Access**
 - Most neighborhoods have food access, but people want more local produce/farmer's markets
- **Environment/Green Space**
 - Solid quantity of trees, but maintenance/quality could be improved
 - Disparities in park access
- **Parks & Rec**
 - Recreation opportunities largely centered on parks
 - Need expanded walking and biking trails, public basketball courts
- **Mobility**
 - Sidewalks and stairs need maintenance – snow clearing, repairing curbs
 - Difficult to navigate without a car
- **Accessibility**
 - Sidewalk maintenance
 - Language barrier in signage, 311 operators

What we heard...

Envision the Future (20 Move & Talk Groups)

Affordable Housing & Housing

Types:

- Promote single-family home ownership
- Encourage mixed-use development with housing and amenities
- Encourage diverse and affordable housing options including apartments, townhomes, and ADUs
- Allow higher density on certain corridors
- Require mandatory landlord education and regulation
- Respond to homelessness with compassion
- Preserve historic buildings

Environmental Justice & Health:

- Enhance recreational opportunities at parks in all neighborhoods
- Focus on climate change, especially regarding clean water and air access
- Improve and expand green space and parks
- Improve environmental education
- Implement stricter regulations on trucking

Health Equity:

- Improve access to preventative and general well-being care
- Expand healthy recreation opportunities (i.e. yoga classes and improved bike trails)
- Expand access to healthy food options
- Increase availability of mental health and family planning services

What we heard...

Storytelling (20 Move & Talk Groups)

- **379 minutes (6.31 hours) of audio collected so far**
- **Summary of Key Points**
 - Grand Rapid's history, including redlining and the impact of the streetcar, were identified as key events that shaped the current physical and political forms of the city.
 - Many residents feel that pedestrian and bicyclist safety should be a priority along major roadways.
 - Rising rent prices, affordability, and housing diversity were frequent concerns that residents shared.

Round 3 Engagement Summary



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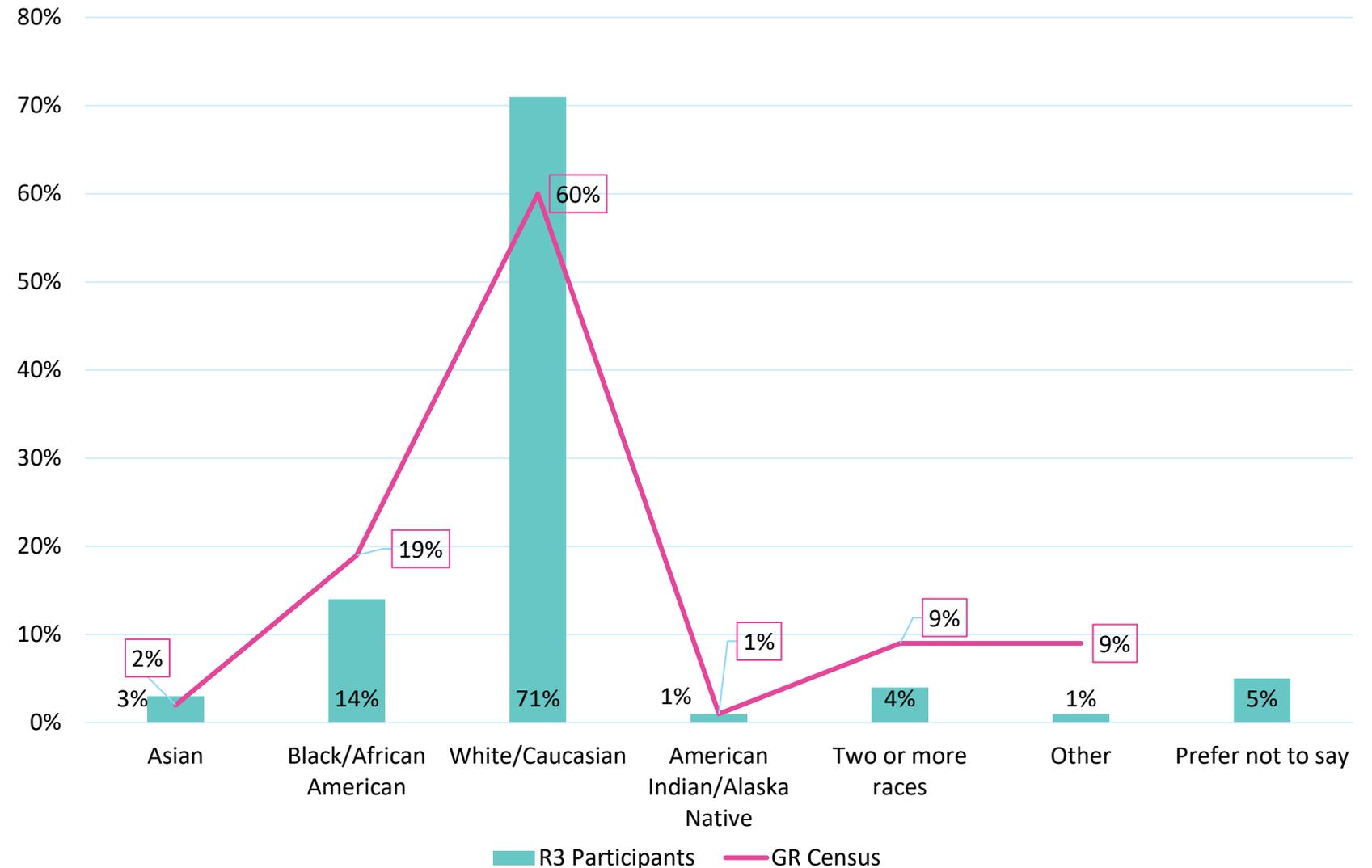
Participation Overview

- **1,105 submitted exit questionnaire**
- **Conducted engagement in a variety of formats**
 - *3 in-person workshops, Community Conversations, and online survey*
- **Heard from people living in all three wards and majority of neighborhoods**
- **Engagement ran November 2023 – February 2024**



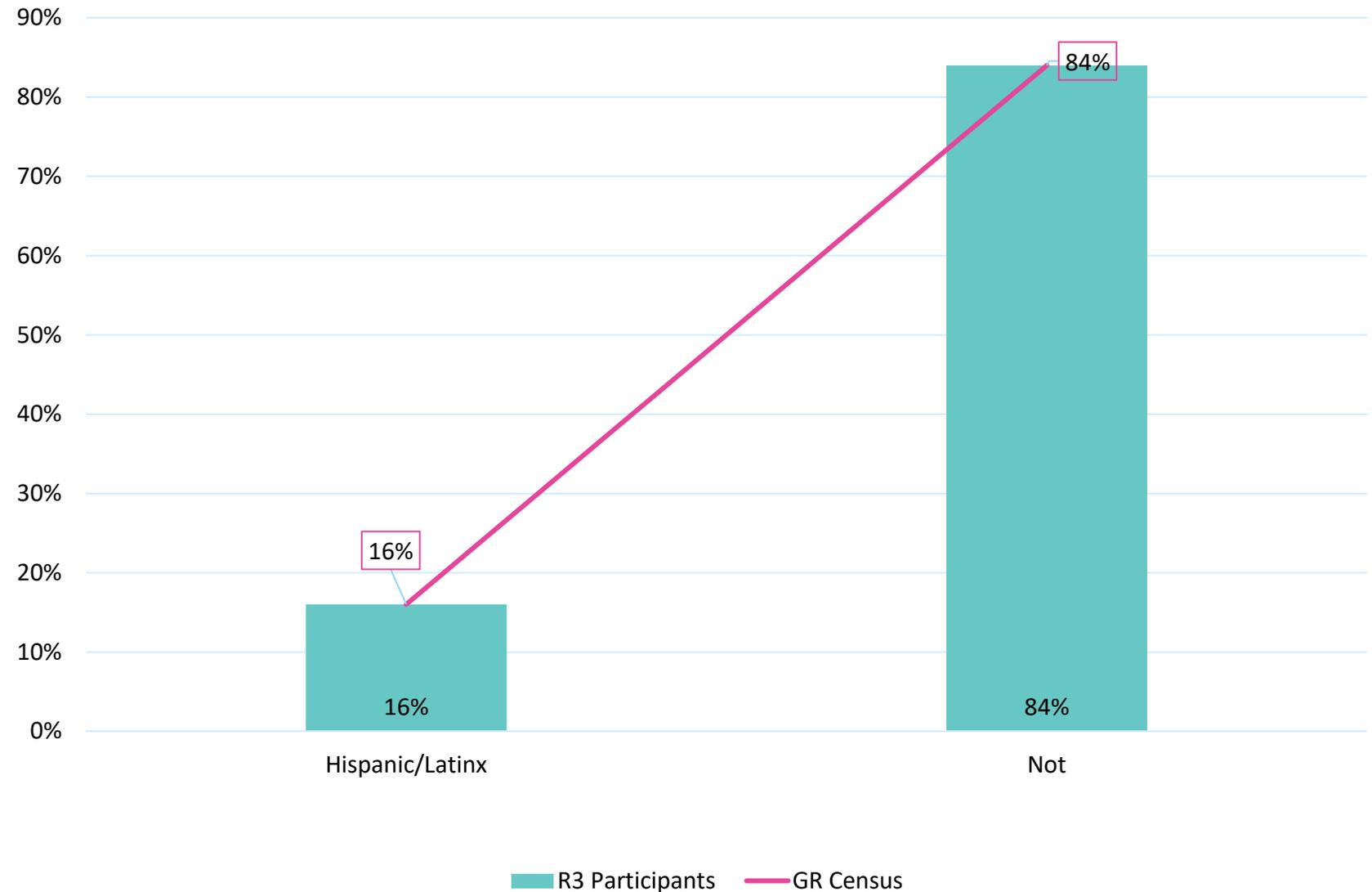
Who did we hear from?

1. Race



Who did we hear from?

2. Hispanic/Latinx

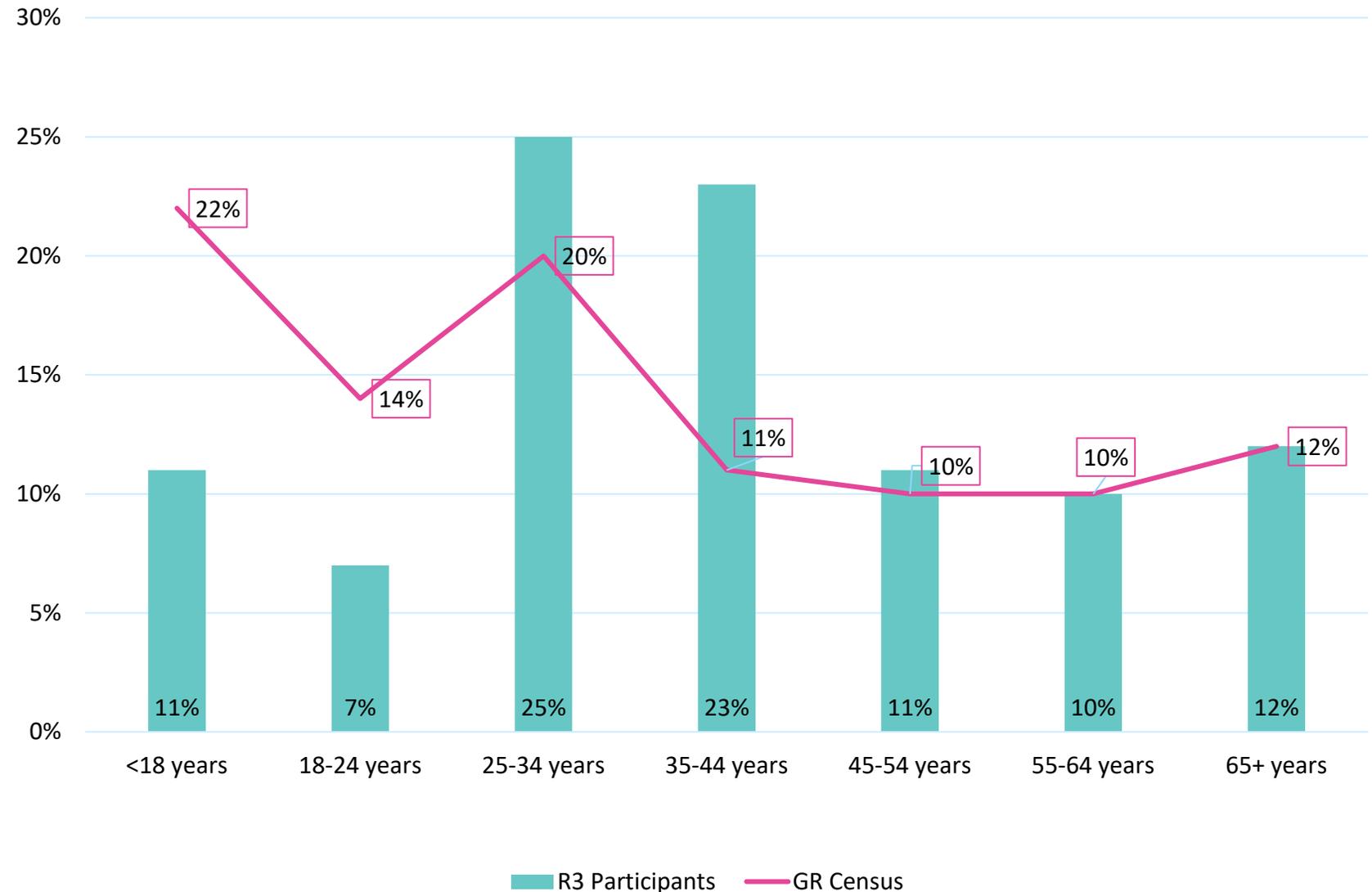


Who did we hear from?

3. Age

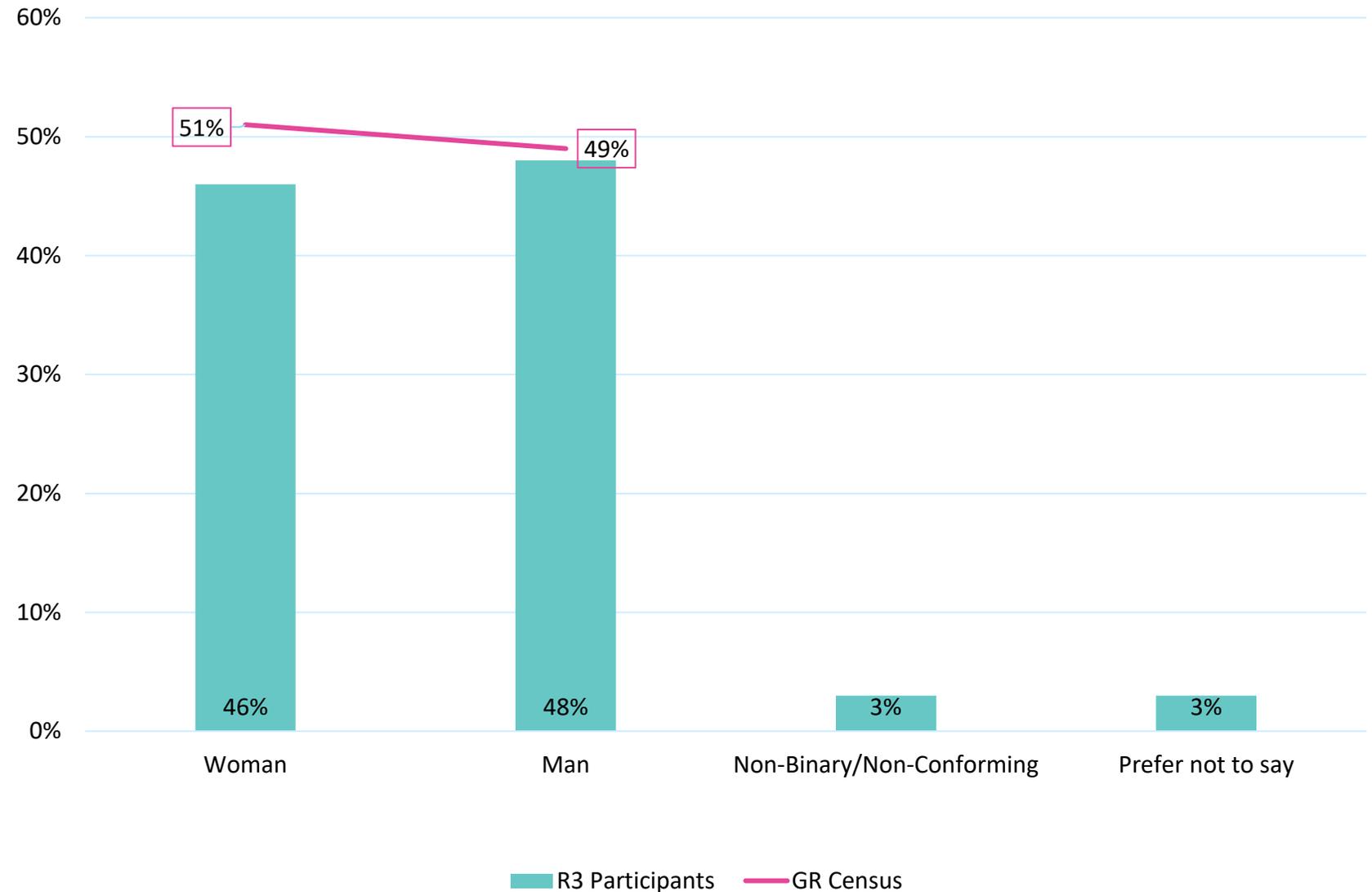
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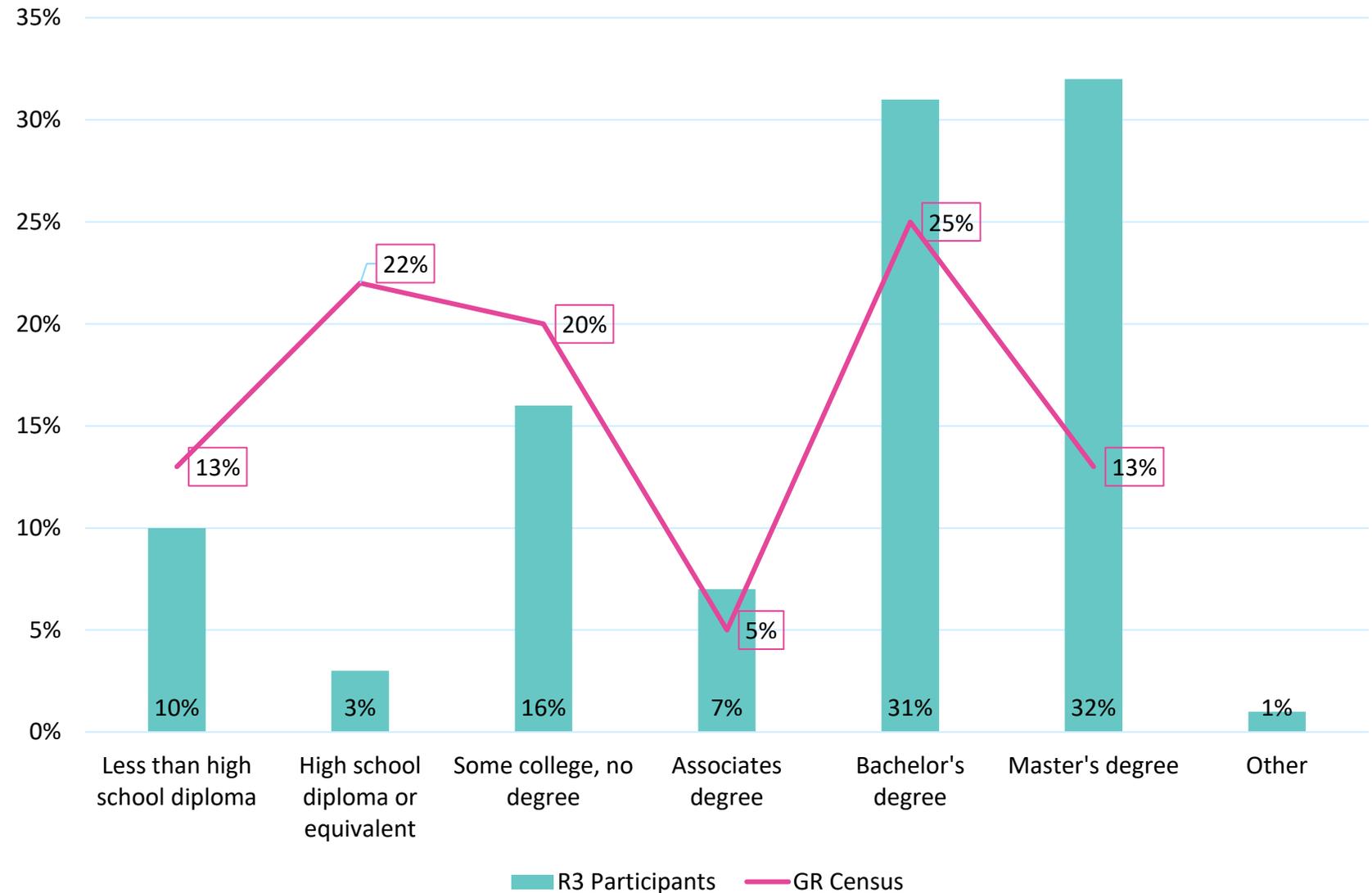
Who did we hear from?

4. Gender



Who did we hear from?

5. Education



Who did we hear from?

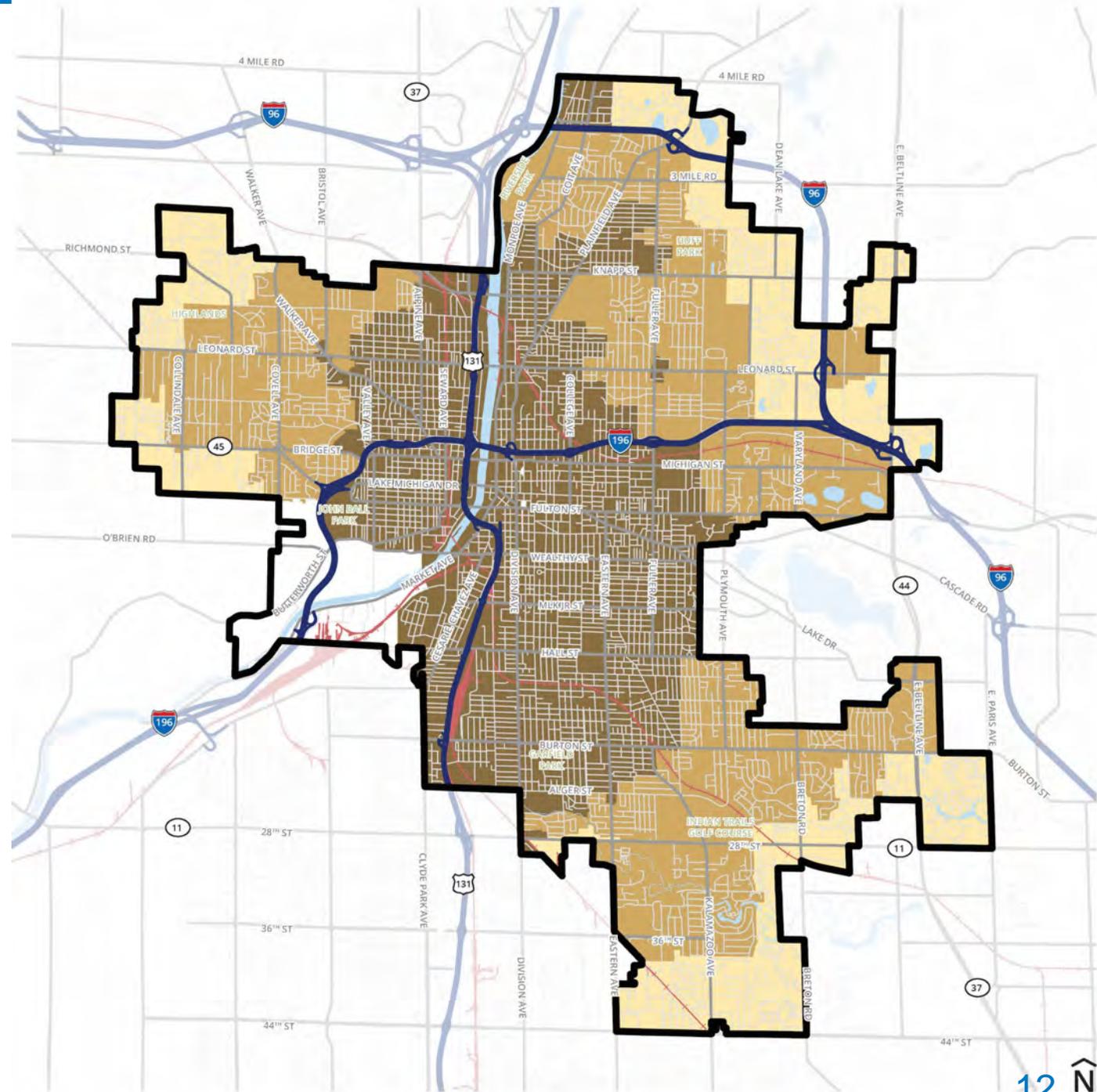
6. Ward



Engagement Activities

1. **Display boards and recording sheets** collected input on big ideas from each of the five plan chapters:
 - *Great Neighborhoods*
 - *Vital Business Districts*
 - *A Strong Economy*
 - *Balance Mobility*
 - *Development Character*
 - *Area Specific Plans*
2. Community Connectors hosted **Community Conversations**.
3. Steering Committee members used a **Quick Engage Survey** around the community.
4. An **Online Survey** collected responses through February.

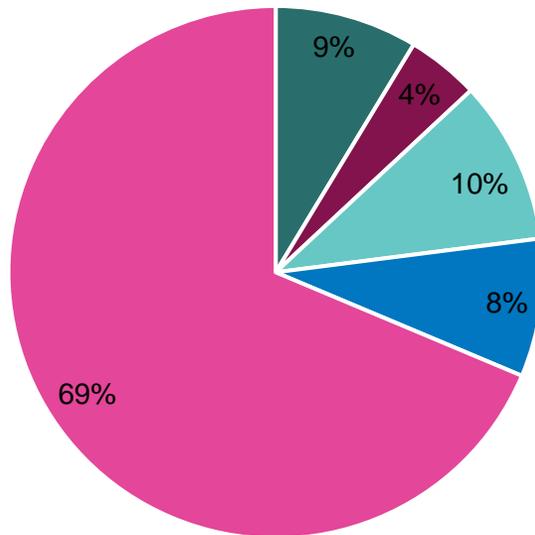
Neighborhood Types



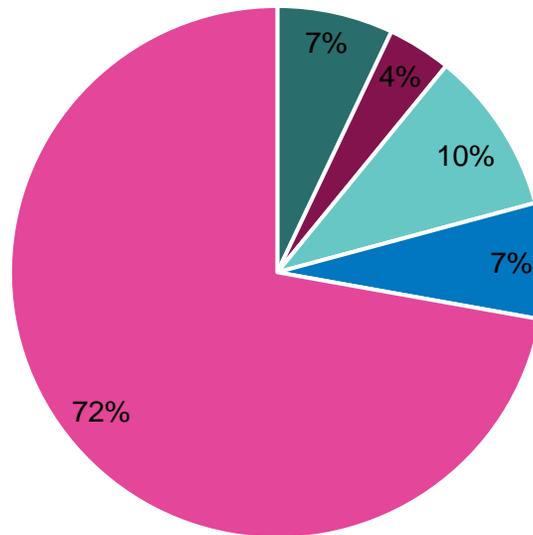
Great Neighborhoods- Accessory Dwelling Unit

Most people think accessory dwelling units should be allowed everywhere in all neighborhoods.

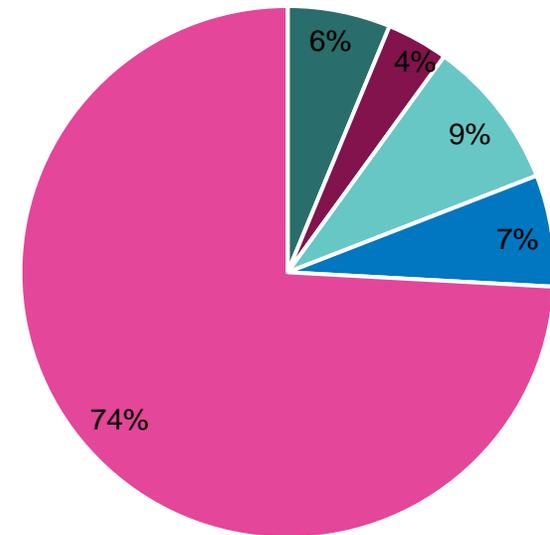
Traditional Neighborhoods



Mid-Century Neighborhoods



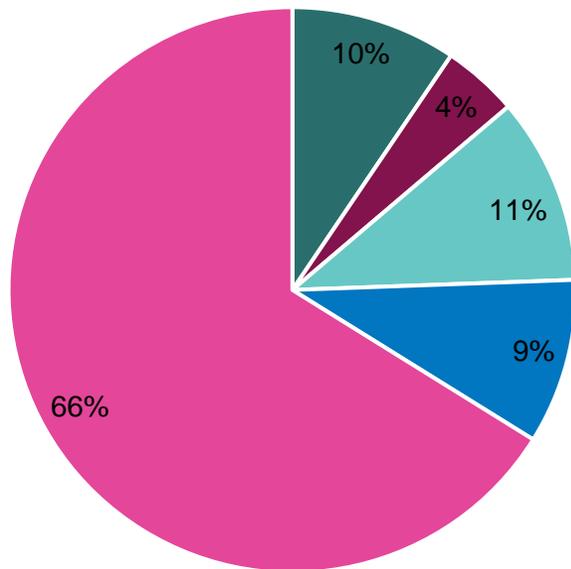
Modern Era Neighborhood



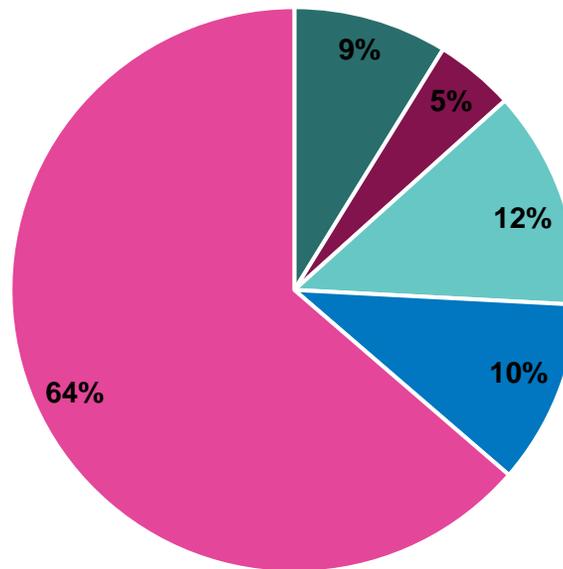
Great Neighborhoods- Duplex

Most people think duplexes should be allowed everywhere in all neighborhoods.

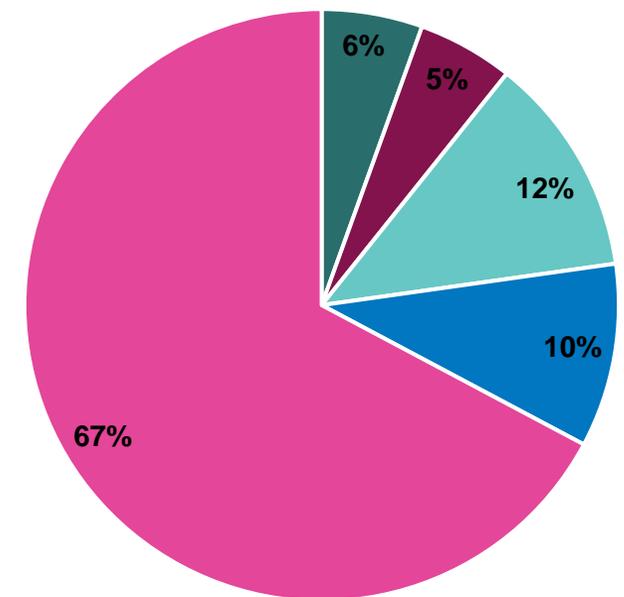
Traditional Neighborhoods



Mid-Century Neighborhoods



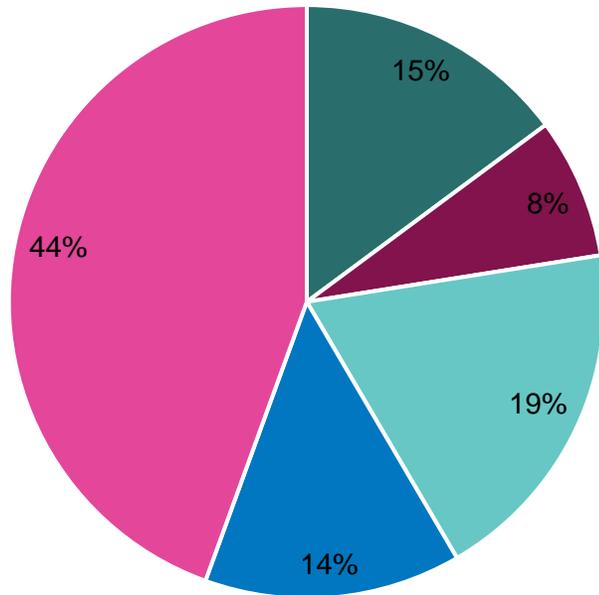
Modern Era Neighborhood



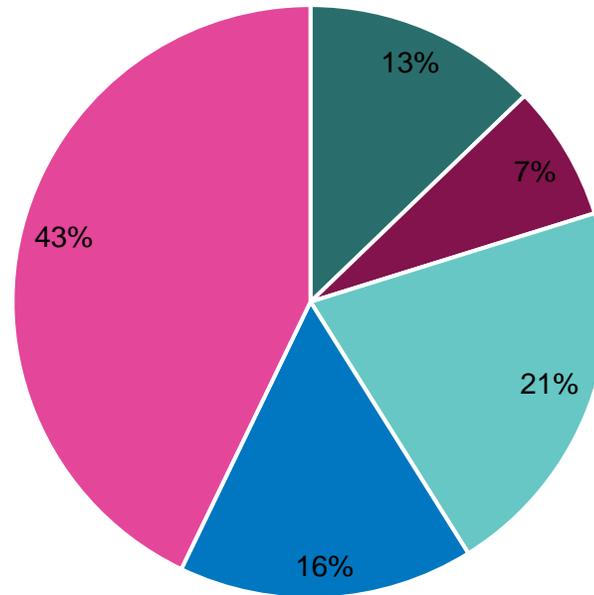
Great Neighborhoods- Triplex or Quadplex

Most people think triplexes or quadplexes should be allowed everywhere in all neighborhoods.

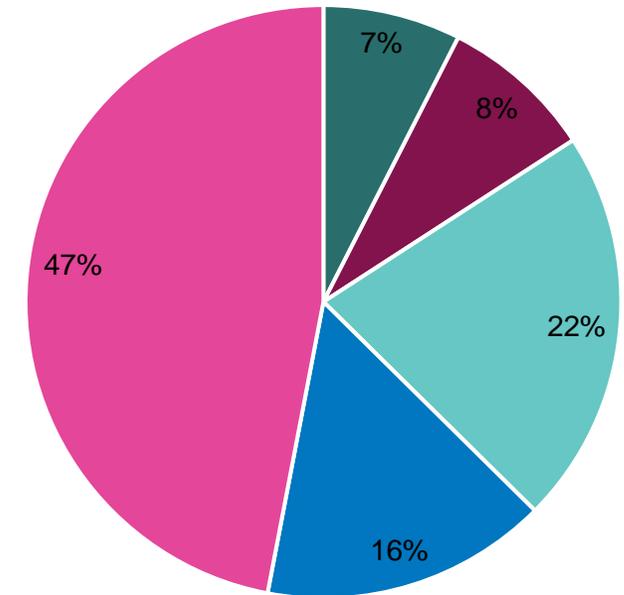
Traditional Neighborhoods



Mid-Century Neighborhoods



Modern Era Neighborhoods



Vital Business Districts

Question “Should business districts prioritize space for people over space for cars by removing parking minimums?”

Ranking: **3.92 out of 5**

Summary of comments of support:

- There is a lot of pre-existing parking
- Prioritize space for people, not cars
- Reducing parking will increase neighborhood activity and vibrancy
- Increased foot traffic will benefit businesses

Summary of comments of concern:

- Businesses should have a say and choice in how parking is provided
- Grand Rapids is very car dependent
- Need to have more multimodal transportation options
- Concern that it will negatively impact businesses.
- Not all neighborhoods are prepared to reduce parking

A Strong Economy

Question “How important is it to preserve areas for manufacturing?”

Ranking: **3.32 out of 5**

Summary of comments:

- Preservation of manufacturing benefits the economy
- Important to maintain a balance between manufacturing and other uses
- Need to increase mobility options to get to jobs
- Need to ensure the type of manufacturing would not negatively impact the environment
- Need a larger variety of jobs

Balanced Mobility- Summary Comments

Curb Bulb-outs:

Most Impact

- Opportunity to slow traffic and increase pedestrian visibility, preventing accidents
- Prioritize pedestrians by creating a safer and more walkable environment

Least Impact

- Can be confusing for bike traffic, forces bikers further into driving lanes
- Question of benefit or impact on safety



Balanced Mobility- Summary Comments

Access Management:

Most impact

- Critical on main streets and in busy areas
- Increase pedestrian and cyclist safety and reduce conflict points
- Anything to increase the walkability of communities and safety of pedestrians

Least impact

- Significant confusion on this tactic
- Concerns that this will congest the roads
- Concerns that it will not work and/or will be hard to implement



Balanced Mobility- Summary Comments

Protected Bike Lanes:

Most impact

- Critical to protect people's lives but need to be a physical barrier
- Encourages biking and walking instead of driving (if you build it, they will come)
- Lack of lanes creates more car congestion

Least impact

- Many think not worth investment for something only used for a portion of the year (warmer weather months)
- Concerns it will increase congestion



Balanced Mobility- Summary Comments

Bus Bulbs:

Most impact

- Safer and easier for riders to access the bus
- Easier to identify bus stops
- Interest in anything that will help improve transit in Grand Rapids.

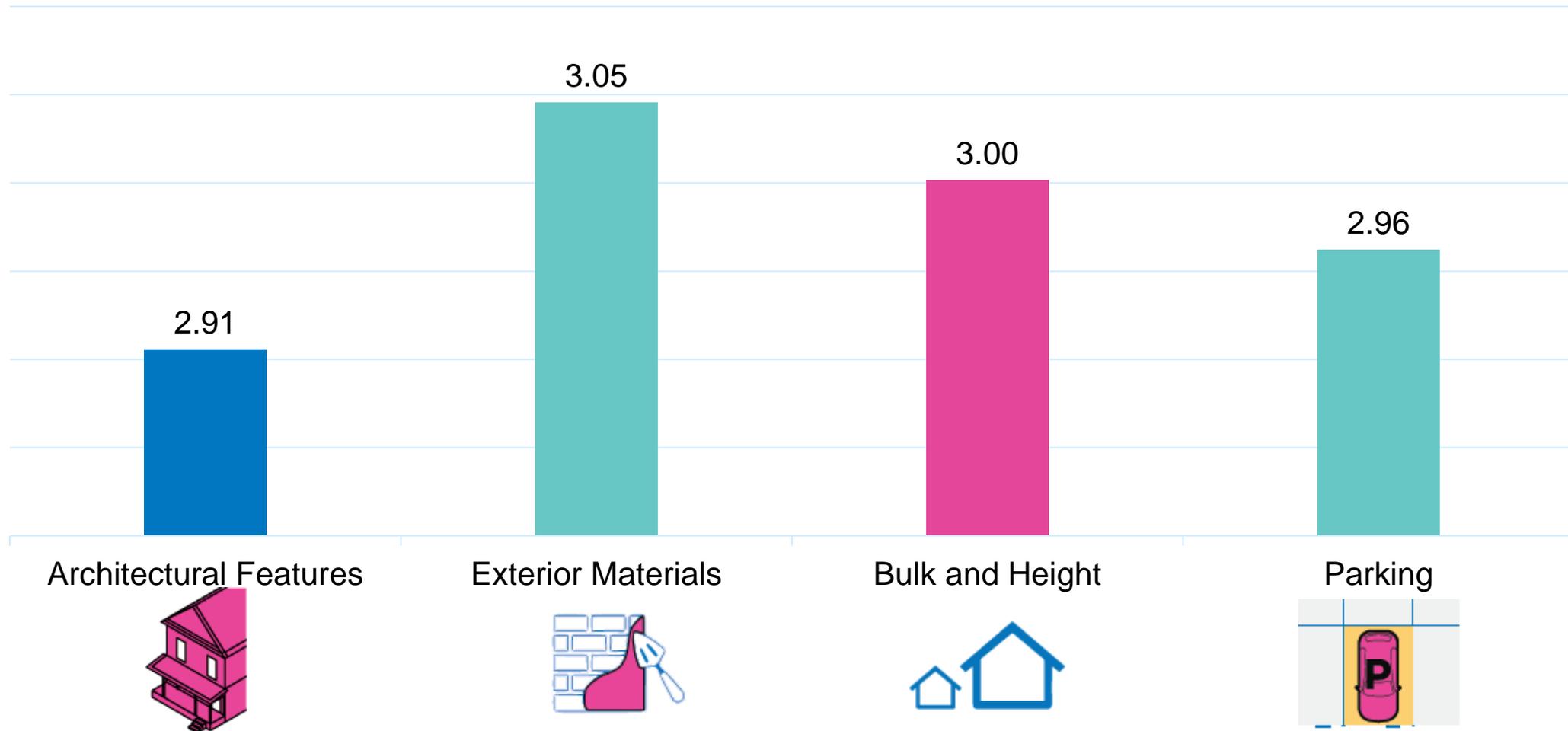
Least impact

- Many participants indicated they don't take the bus, they walk or drive.
- Concerns about taking away parking
- Will only help if there is a shelter, benches and other amenities



Development Character

How Important are the Following Design Elements to the Development Character in your Neighborhood?

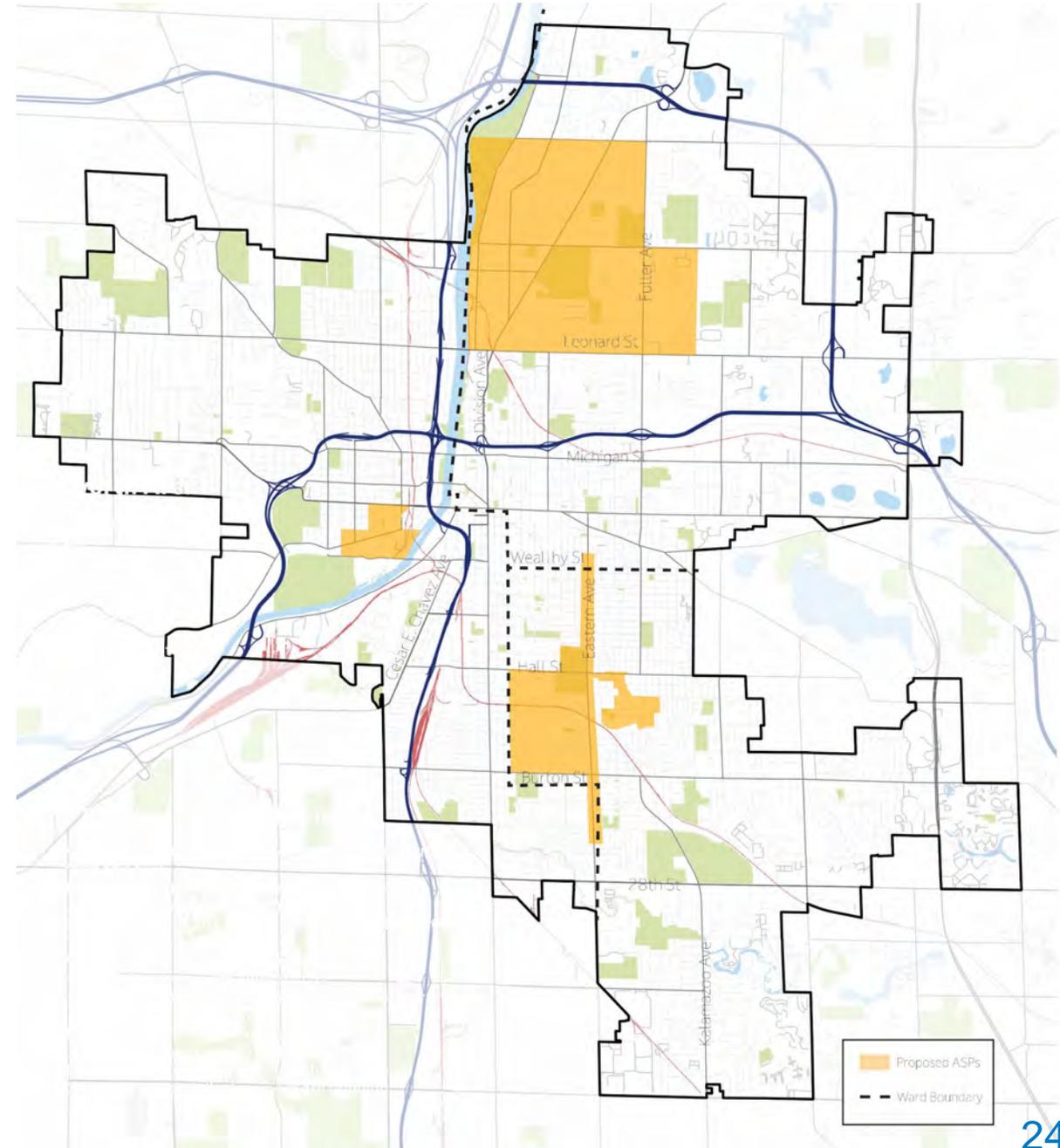


Area Specific Plans

Three areas were identified for area specific plans. The areas are:

- a) Southtown Neighborhoods
- b) Butterworth Area
- c) Creston Neighborhood

An Area Specific Plan provides a more detailed approach than the CMP to certain areas of the city.



Area Specific Plans - Creston

- **Different opinions on increasing density in neighborhoods.** Denser housing (triplexes and larger) should be at riverfront and Plainfield.
- **Support for ADUs**, desire for “less red tape” and in more locations than just alleys.
- Strong support for design guidelines to **complement existing character.**
- Strong support for **better bike infrastructure.**
- Support for **more housing options, affordable and “missing middle”.**
- Broad support for infrastructure improvements (including plaza) related to **connectivity on Plainfield, to riverfront, and citywide.**
- Desire for **improved public transit connections** - expand DASH farther into Creston.

Area Specific Plans - Butterworth

- **Streamline regulations for Accessory Dwelling Units (ADUs)** to increase housing options and affordability.
- **Safer, family-friendly bike lanes** a big priority. Agreed with rerouting semi-truck traffic to increase bike safety, and redesign of Wealthy Street.
- Provide **public access to riverfront**, safe pathways to get there, improved maintenance and quality of green spaces, and public bathrooms.
- Like the idea of **protecting neighborhood character** - “simple, understated” and “coziness and charm”.
- **Some pushback on multi-family buildings in single-family neighborhoods**, likely tied to homes rented to students in the area, others were more supportive.
- Some support of **adaptive reuse of industrial buildings** for art/maker focus.
- Support for **increased density along key corridors**.

Area Specific Plans – Southtown Neighborhoods

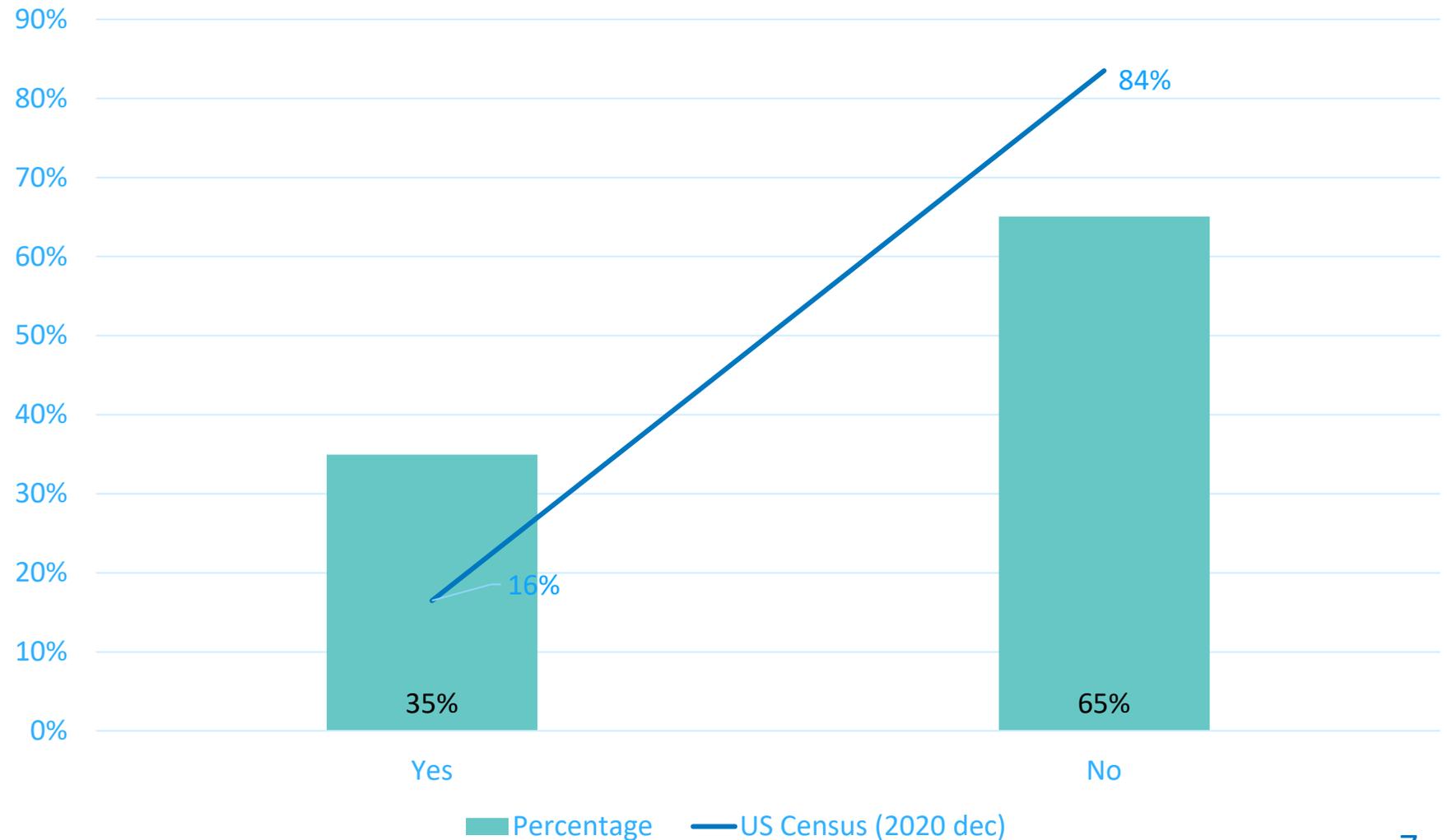
- Open to **infill development** that's denser than single-family housing.
- **Very supportive of adding ADUs** within existing alley network, though there are concerns that alleys may need to be improved to support this.
- Unique architectural designs are fine, **quality is the most important thing** to emphasize in design guidelines over matching existing character - allow for creativity and innovation.
- Shift focus to **transit-oriented development and pedestrian-friendly infrastructure**, prioritizing investment in public transit, biking, and pedestrian pathways over parking.
- Integrate amenities such as **bus shelters, benches, and green spaces** into multi-family developments to enhance community interaction and livability.
- Explore options for **energy efficiency upgrades** in existing housing stock.

Key Takeaways

- People are supportive of the overall big ideas tested, but have an interest in how the ideas are executed.
- People are generally supportive of the plan's direction on housing.
- Developing recommendations...

Who did we hear from?

2. Hispanic/ Latinx



Round 4 Engagement Summary

July 16, 2024



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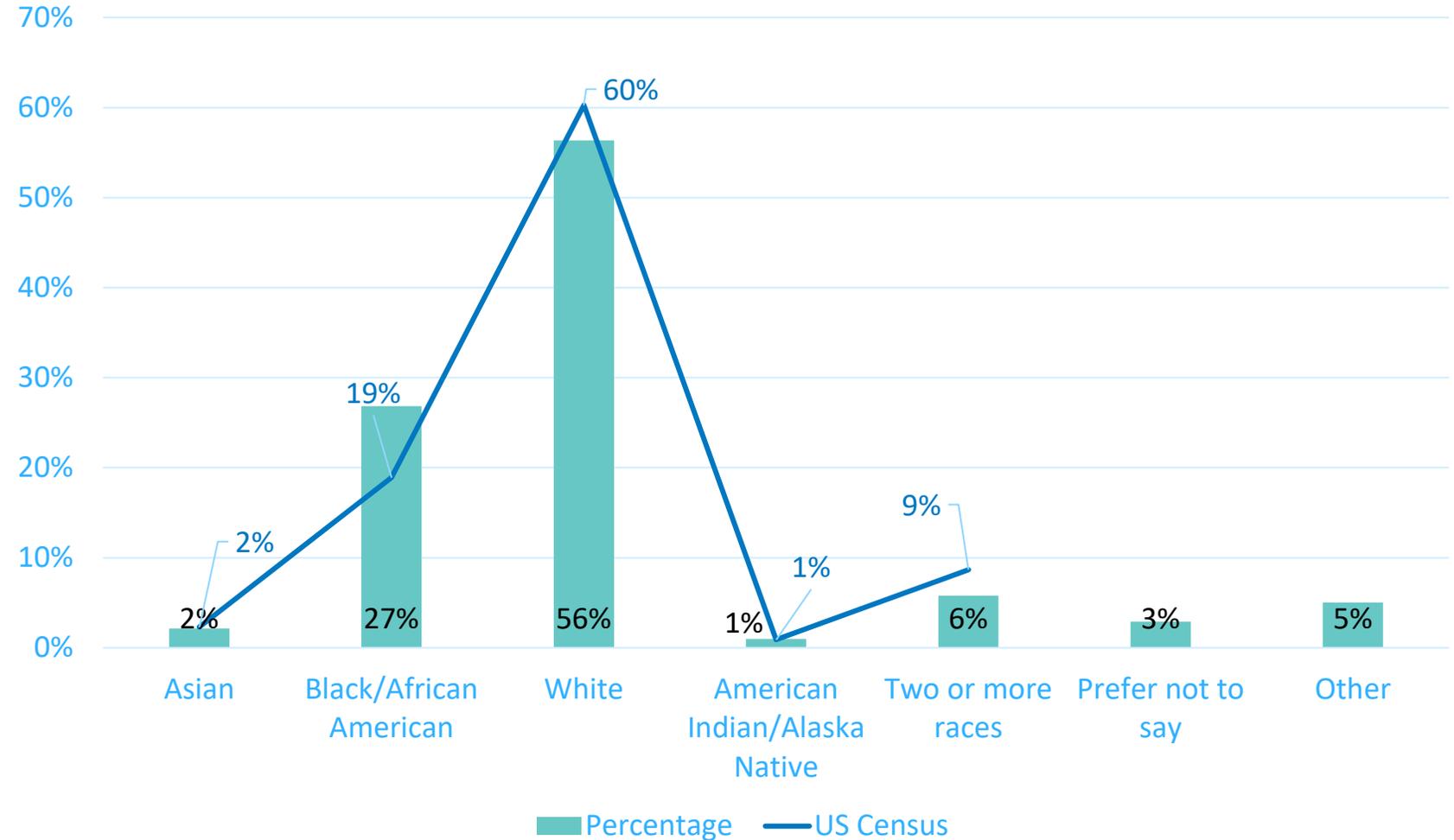
Participation Overview

- **562 submitted exit questionnaire**
- **Conducted engagement in a variety of formats**
 - *3 in-person workshops, Moving Ahead Conversations, and online survey*
 - *Neighborhood Summit, summer camps, high school engagement*
- **Heard from people living in all three wards and majority of neighborhoods**
- **Engagement ran May 2024 – June 2024**



Who did we hear from?

1. Race

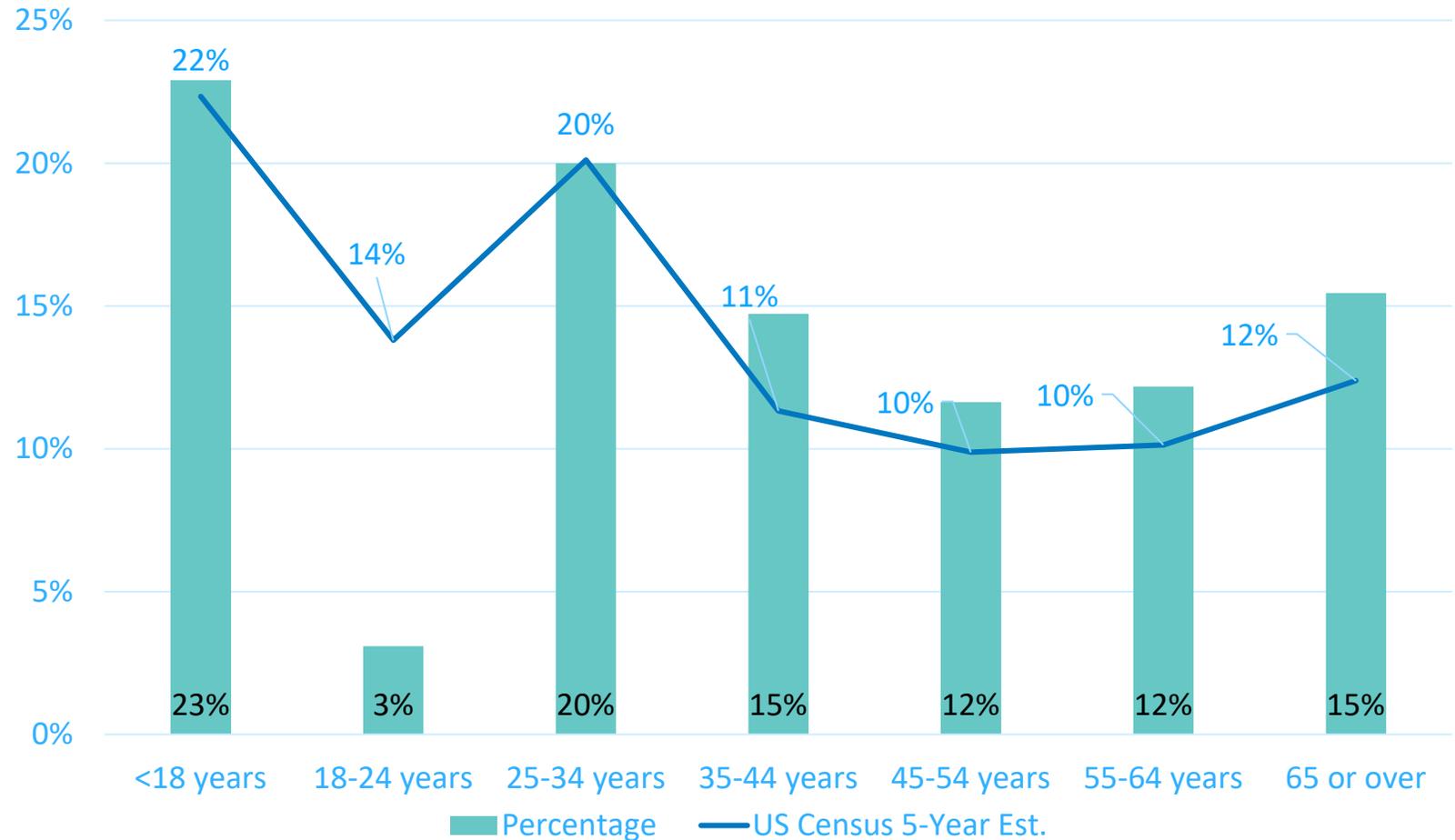


Who did we hear from?

3. Age

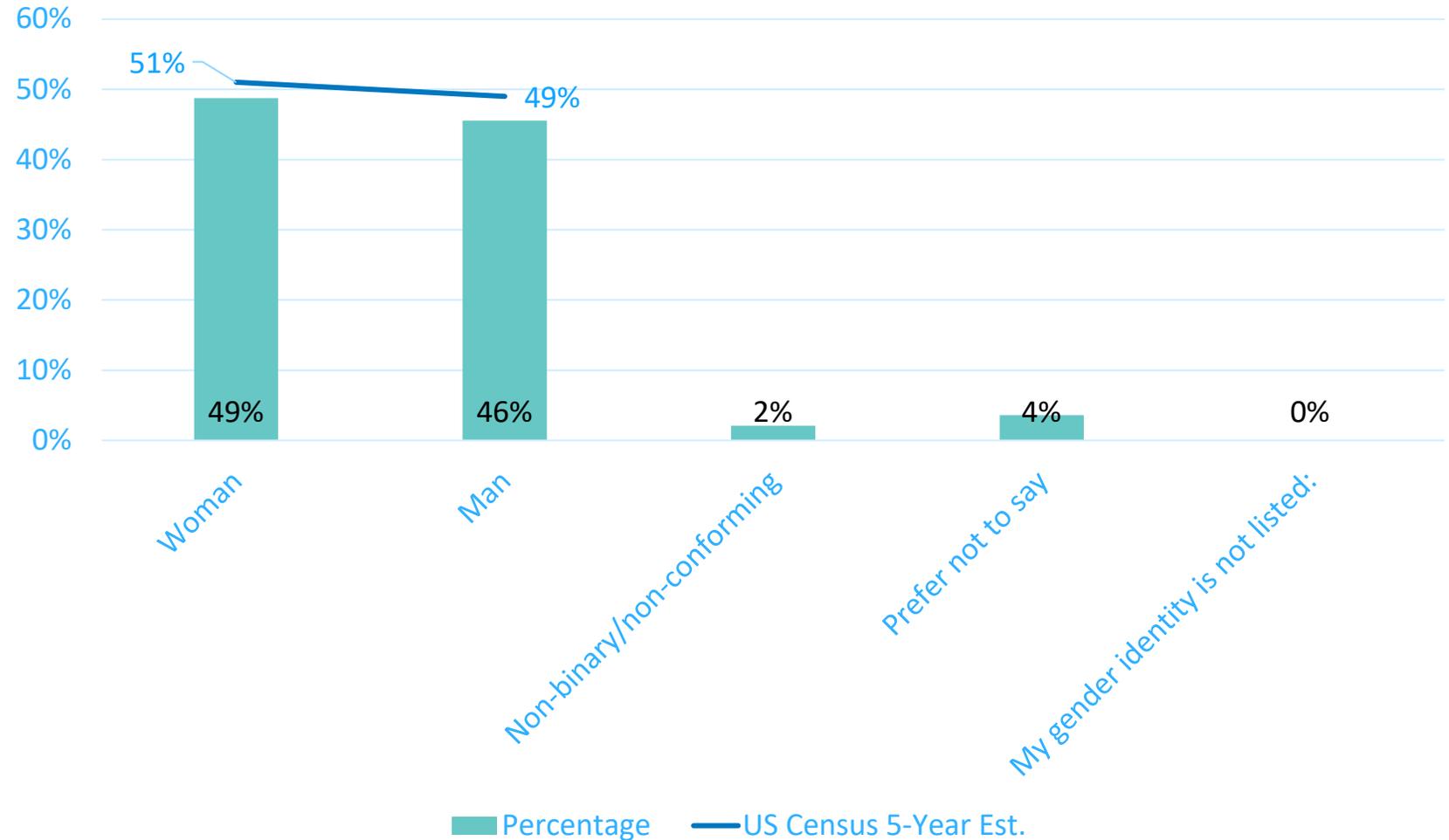
Ages 15-17 make up 3.1% of the population, ages 5-14 make up 10.1%.

Under 18 participation was mainly ages 12-17.



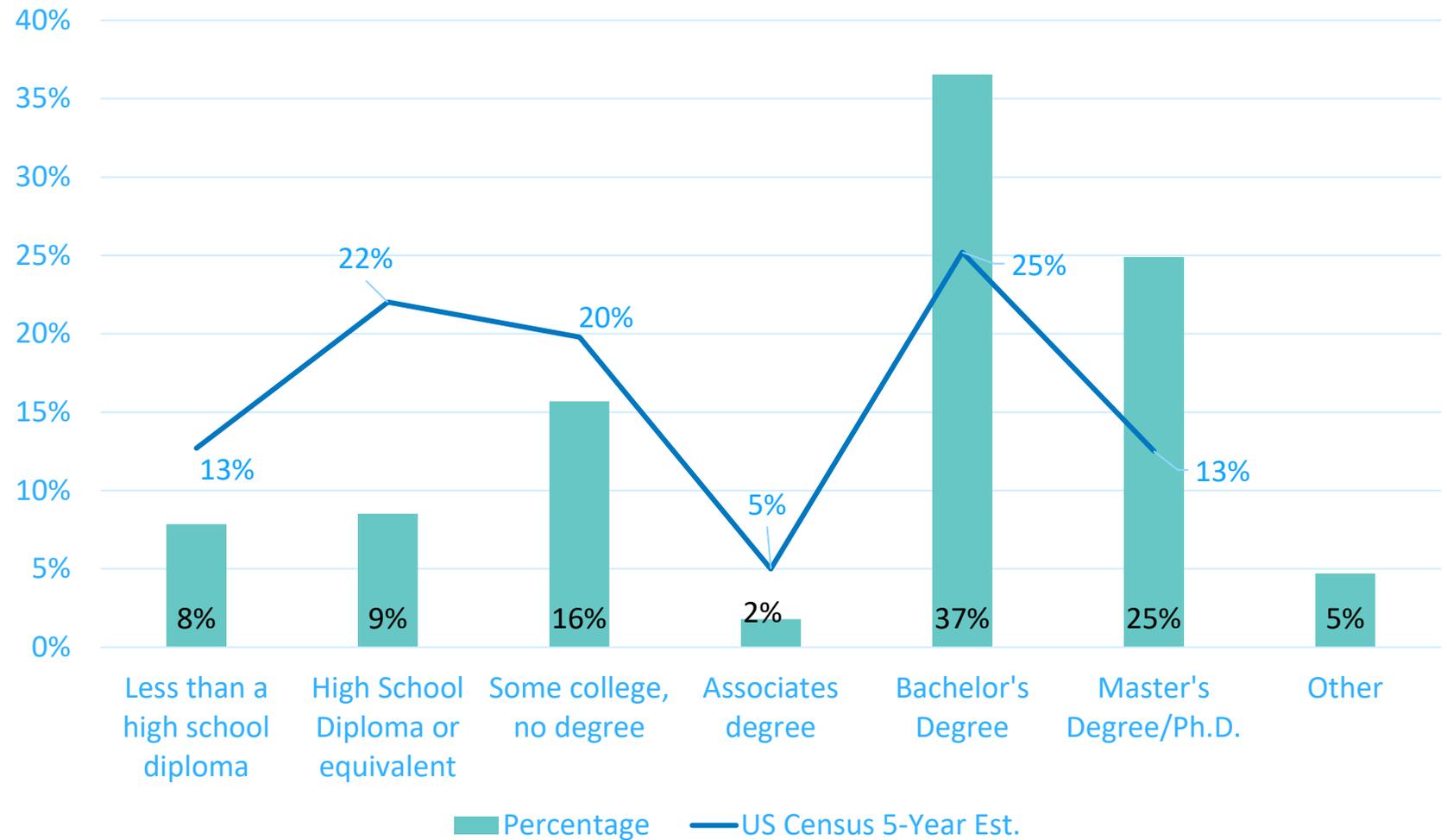
Who did we hear from?

4. Gender



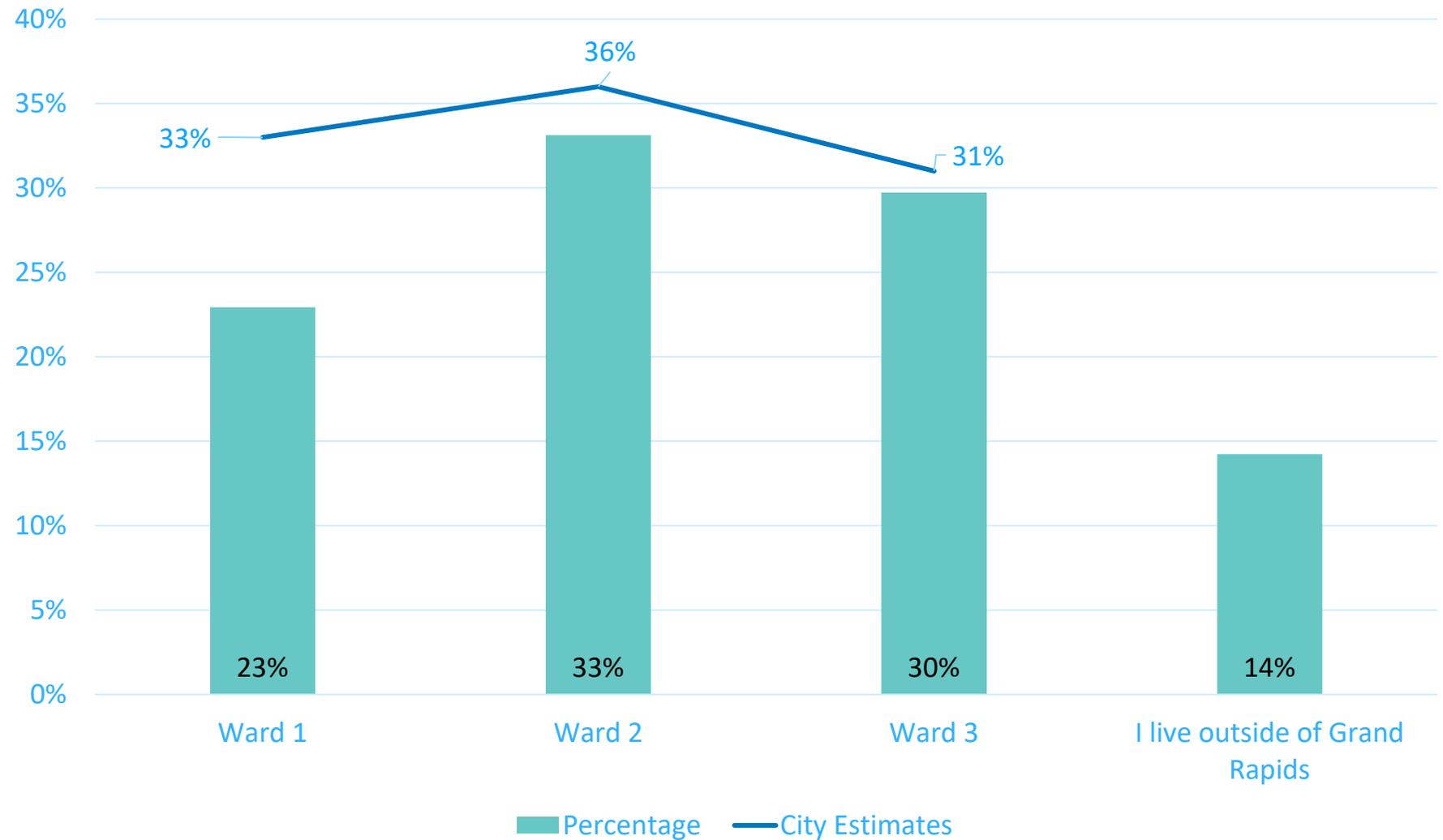
Who did we hear from?

5. Education



Who did we hear from?

6. Ward



Plan Framework

COMMUNITY VISION STATEMENT

In the next 20 years...

Grand Rapids aspires to build a sustainable city of inclusion, where people in all neighborhoods have the opportunity to live in safe and affordable housing, to move throughout the city in a variety of ways, to earn a living wage through meaningful job choices, and to gather together in vibrant spaces that celebrate our unique cultures and histories.

The vision is an expression of the community's future and was tested in Round 2 of public engagement.

COMMUNITY VALUE THREADS



Equity: Where all residents have access to resources that allow for opportunity, influence, and positive life outcomes no matter their starting point.



Safety: Where all people are secure and protected in all communities no matter where they live or come from, or what they look like.



Vibrancy: A variety of amenities, including arts, culture, and recreation opportunities, that activate and contribute to the energy of the city year-round.



Culture: Traditions and experiences that originate from one's background and lived experiences and can be shared and celebrated with others.



Sustainability: Balancing growth, environmental stewardship, and well-being in a way that fulfills current and ongoing needs and opportunities of future generations.

Values reflect, at a high level, what the community cares about. The value threads are woven throughout the plan chapters.

COMMUNITY GOAL AREAS

Goals are desired outcomes expressed in simple terms. Each goal area is a chapter of the plan.

- 1. Great Neighborhoods:** Connected and diverse neighborhoods where residents can thrive. Grand Rapids neighborhoods will have access to housing, retail, open space, and more that meet the needs of residents in all phases of life.
- 2. Vital Business Districts:** A network of unique and diverse businesses in all neighborhoods. Vital business districts will provide a variety of products, services, amenities, and safe, walkable places that attract people.
- 3. A Strong Economy:** An economy that offers a prosperous quality of life. Grand Rapids economy will offer a range of employers and job choices so that everyone can access and earn a living wage.
- 4. Balanced Mobility:** A transportation network that is safe, reliable, and affordable. Grand Rapids will have mobility options that include a variety of ways to move about the city and beyond.
- 5. Development Character:** A strong sense of place through high quality design. New development will improve or support the existing fabric of each neighborhood.

OBJECTIVES

Objectives are strategic direction that organizes the recommendations

RECOMMENDATIONS

Recommendations include projects, policies, and programs to achieve desired outcomes.

Balanced Mobility

4.A Design and maintain streets that are safe for all road users.

The recommendations under this objective:

- *Direct improvements to streets and intersections with high crash rates.*

4.B Support viable transportation options that are affordable, accessible, and meet community members' needs.

The recommendations under this objective:

- *Promote transportation options other than personal vehicles.*
- *Invest in transit, walking, and bicycling infrastructure.*

4.C Coordinate land use and transportation decisions.

The recommendations under this objective:

- *Reduce space for cars, such as parking lots, to support more compact, walkable development.*
- *Prioritize riding transit, walking, and bicycling in new development.*
- *Manage the way space along the curb is used for parking, loading, drop-off, and other activities.*



Desirable Development Character

This chapter provides guidance on the physical development of Grand Rapids.

- *Development Principles*
- *Future Character and Land Use Map*
- *Future Character Types*
- *Conceptual Development Framework*

Chapter



Area Specific Plans (ASP)

This chapter provides an overview of the three ASPs to be adopted with the Community Master Plan.

- *Creston*
- *Butterworth*
- *Southtown*

Round 4 Engagement – Plan Comments

Engagement Activities

- 1. Display boards and recording sheets** collected input on objectives/principles from each of the five plan chapters:
 - *Great Neighborhoods*
 - *Vital Business Districts*
 - *A Strong Economy*
 - *Balanced Mobility*
 - *Development Character*
- 2. Small groups** tagged recommendations with applicable value threads.
- 3. Community Connectors and Neighborhood Organizations** hosted small group activities.
- 4. An Online Survey** collected responses through June.

Display boards and recording sheets



Great Neighborhoods

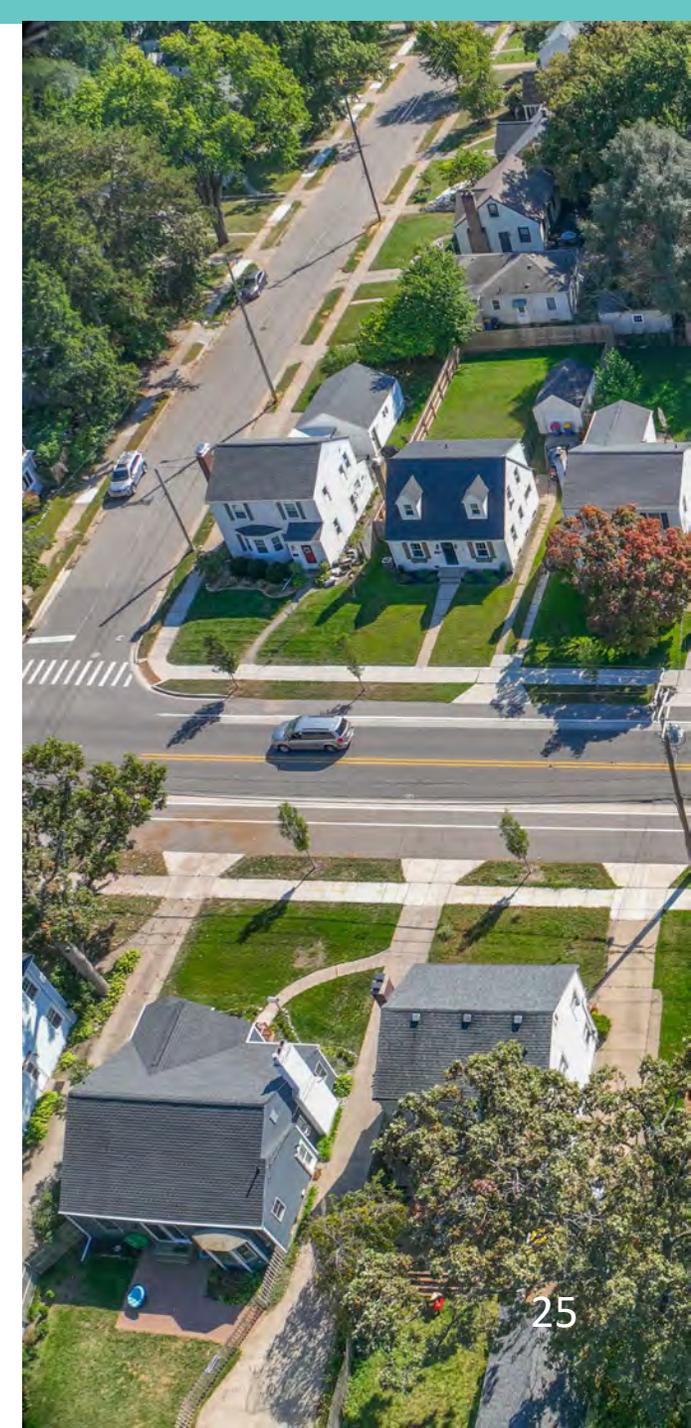
Objectives:

Overall Rating: 4.1/5

- 1.A Create complete and stable neighborhoods.
- 1.B Expand the variety of housing types and price points.
- 1.C Integrate sustainable practices into development projects.

Comment Summary:

- Significant support for new housing development, specifically mixed-use
- Emphasis on increased density while ensuring materials are sustainable
- Emphasis on increased public transit, as well as walking and bicycling infrastructure
- Overall support for increased green spaces, community gardens, and tree cover



Vital Business Districts

Objectives:

Overall Rating: **3.9/5**

- 2.A Support compact centers that provide a mix of uses.
- 2.B Improve the visual appeal and walkability of all business districts.
- 2.C Broaden and enhance local services, amenities, and cultural assets.

Comment Summary:

- Overall support for mixed-use development and increase in businesses
- Emphasis on street-scaping and beautifying the streets with flowers and plants, as well as improved road infrastructure
- Support for modes of transportation other than driving and easy access to multi-modal transportation
- Overall support for increasing public art in the city



A Strong Economy

Objectives:

Overall Rating: **4.0/5**

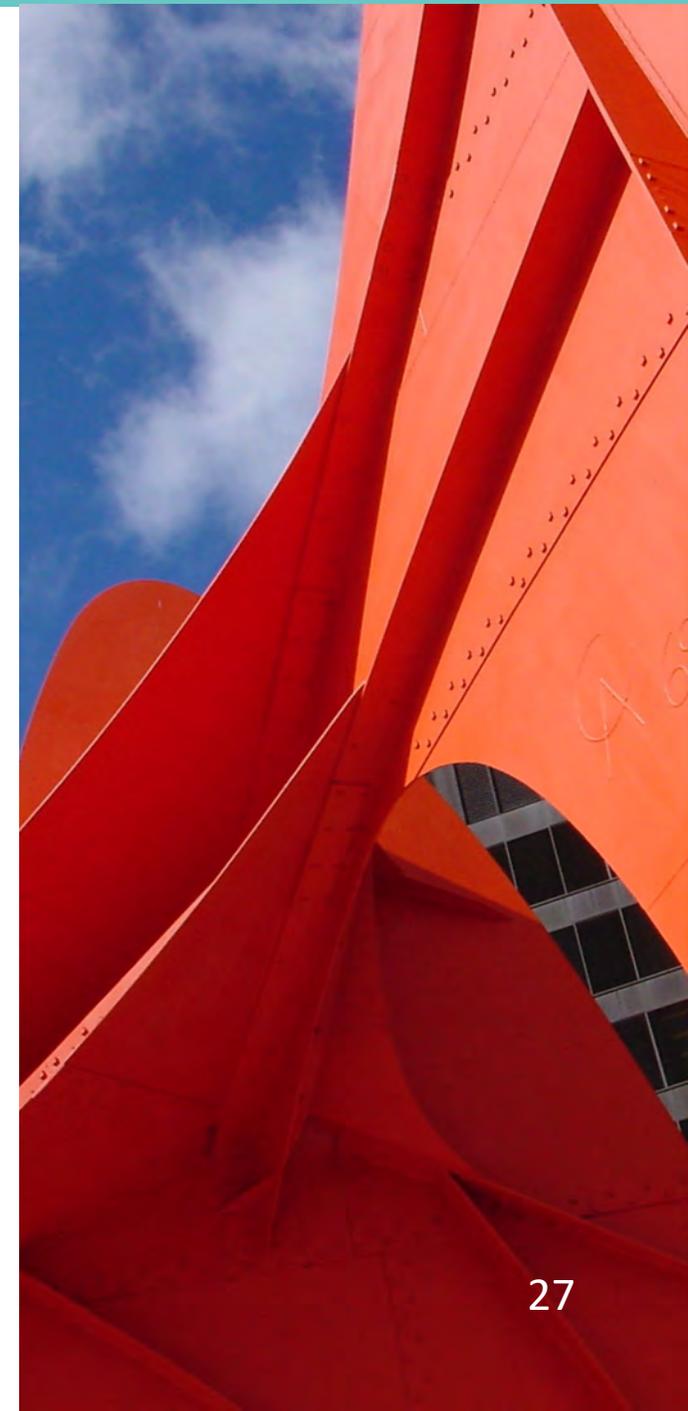
3.A Deepen and broaden the range of jobs and pay scales available within the city.

3.B Ensure a wide range of residents can access jobs.

3.C Balance economic growth with priorities for the environment and health.

Comment Summary:

- Emphasis on higher paying jobs and transit near downtown
- Focus on attracting quality, sustainable businesses that will provide job opportunities
- Emphasis on jobs for residents with all different education levels
- Emphasis on making the environment the number one priority over economic growth, not just balancing economic growth and a healthy environment



Balanced Mobility

Objectives:

Overall Rating: 4.0/5

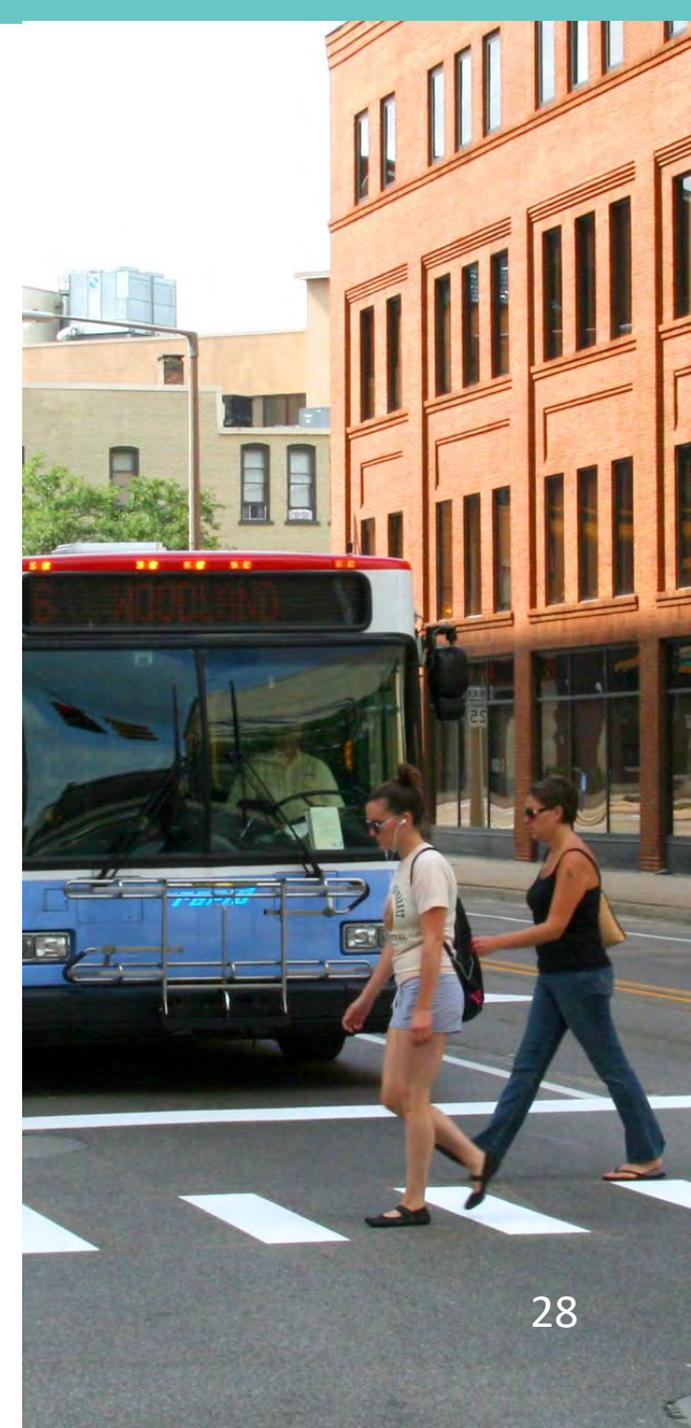
4.A Create streets that are safe for all road users.

4.B Support viable transportation options that are affordable and accessible.

4.C Coordinate land use and transportation decisions.

Comment Summary:

- Emphasis on dedicated and protected bike lanes, overall safer streets
- Emphasis on frequent public transit
- A lot of support for reducing number of parking lots and taxing parking lots
- Some desire to keep parking but as an addition to housing developments, street parking, edge of town, etc.



Balanced Mobility- Scores

The participants were asked to rank the impact of the following items.

4.17 - the impact of protected bike lanes.

3.86 - the impact of curb bulb-outs.

3.75 - the impact of access management.

3.30 - the impact of bus bulbs.

(1- least impactful, 5 - most impactful)

Desirable Development Character

Development Principles

Overall Rating: **4.0/5**

Comment Summary:

- Desire for more affordable housing
- Emphasis on historic preservation
- Support for more commercial and small businesses in neighborhoods



Small group activity



Value Thread Key Takeaways

- Equity and Sustainability value threads were the most frequently tagged across all recommendations.
- Residents are overall optimistic for more density, mixed-use buildings, green space, improved public transit, and road infrastructure, as long as it is affordable, and the unique character of Grand Rapids is maintained.



Adoption Process

Adoption Process Timeline

Proposed Community Master Plan - City Commission and Planning Commission Meetings

(Schedule is tentative and subject to change pending the actions of the PC and CC.)



Questions?

Thank You!



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Total Participation



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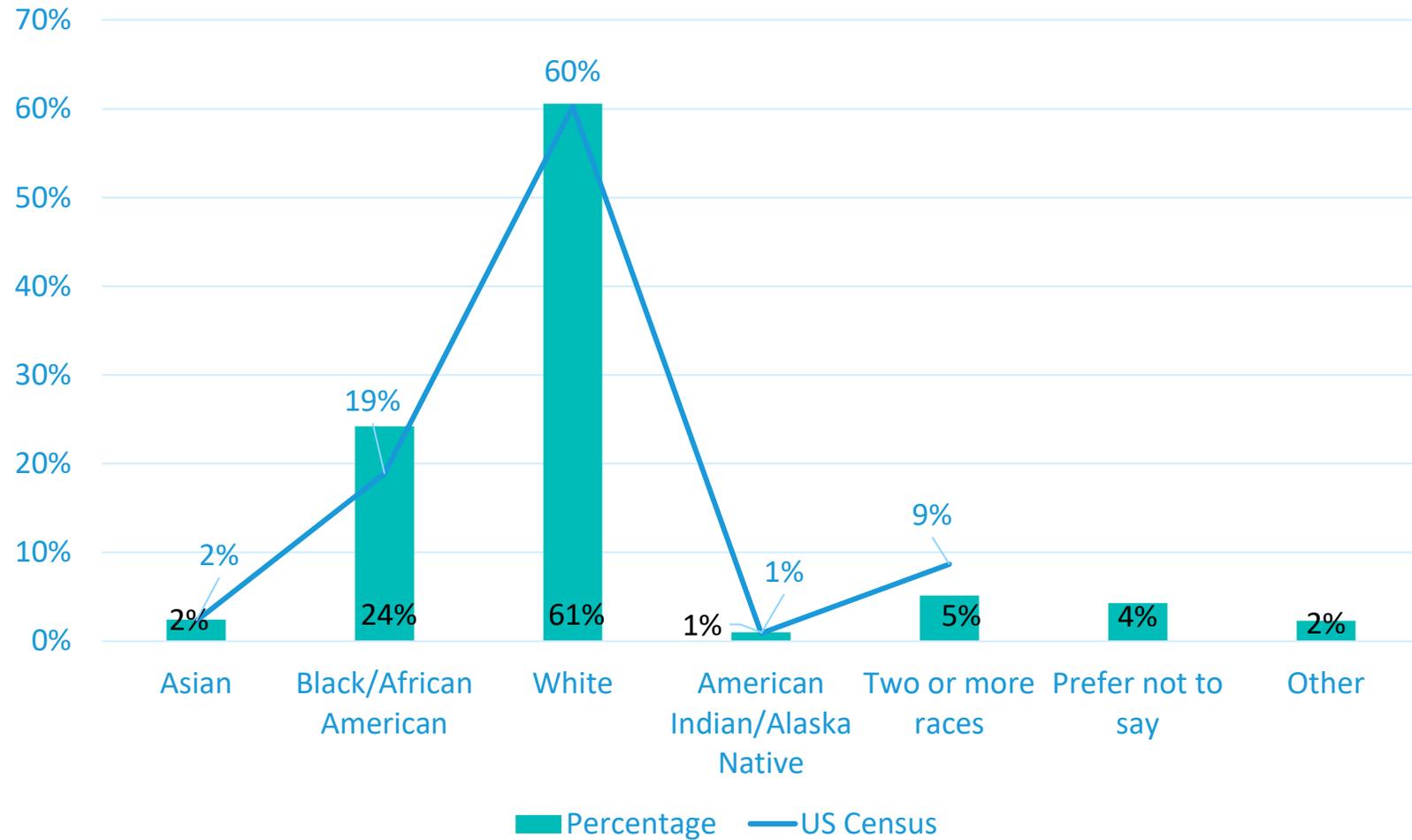
Participation Overview

- **4,780 submitted exit questionnaires**
- **Conducted engagement in a variety of formats**
- **Heard from people living in all three wards and majority of neighborhoods**
- **Engagement ran 2020 – 2024**



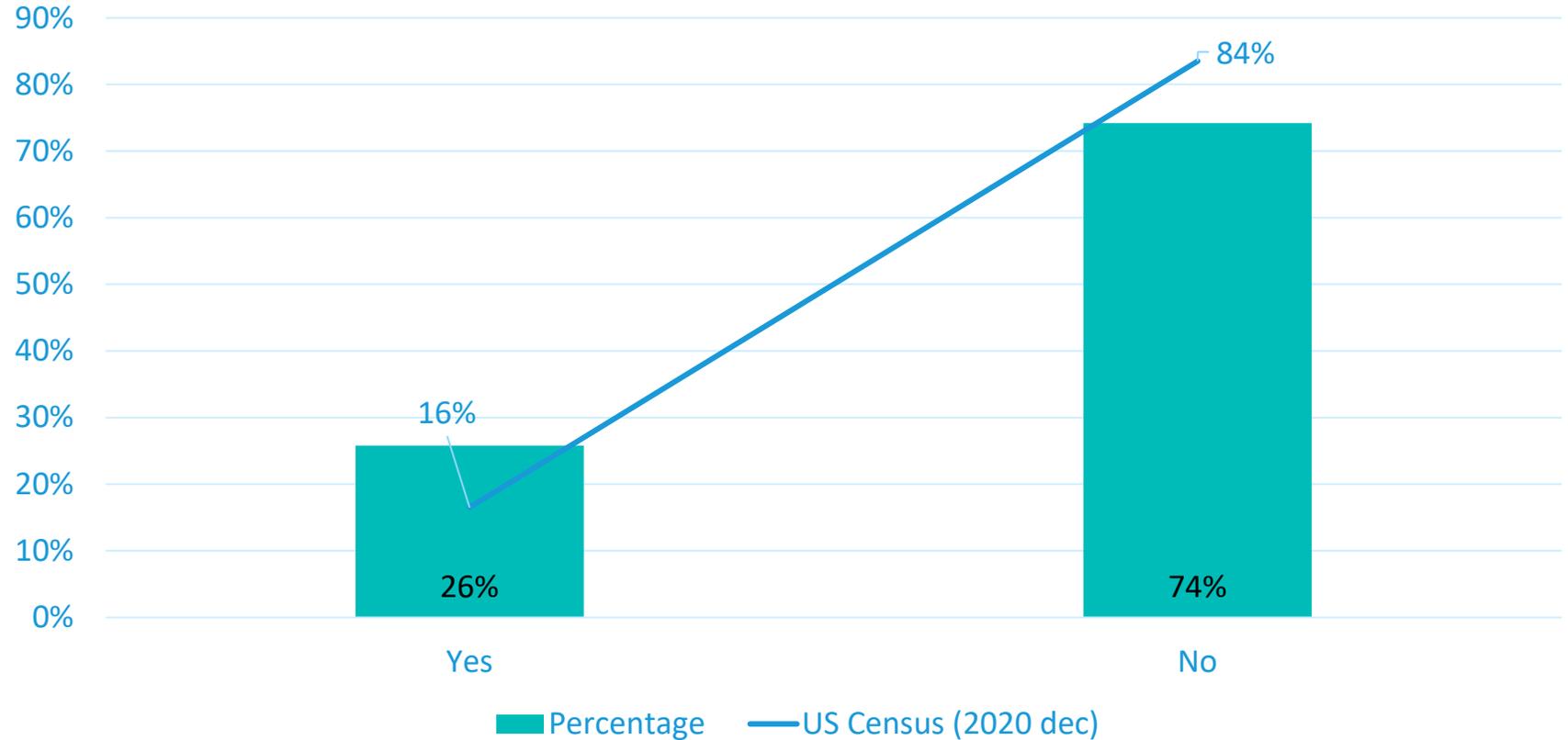
Who did we hear from?

1. Race



Who did we hear from?

2. Hispanic/ Latinx

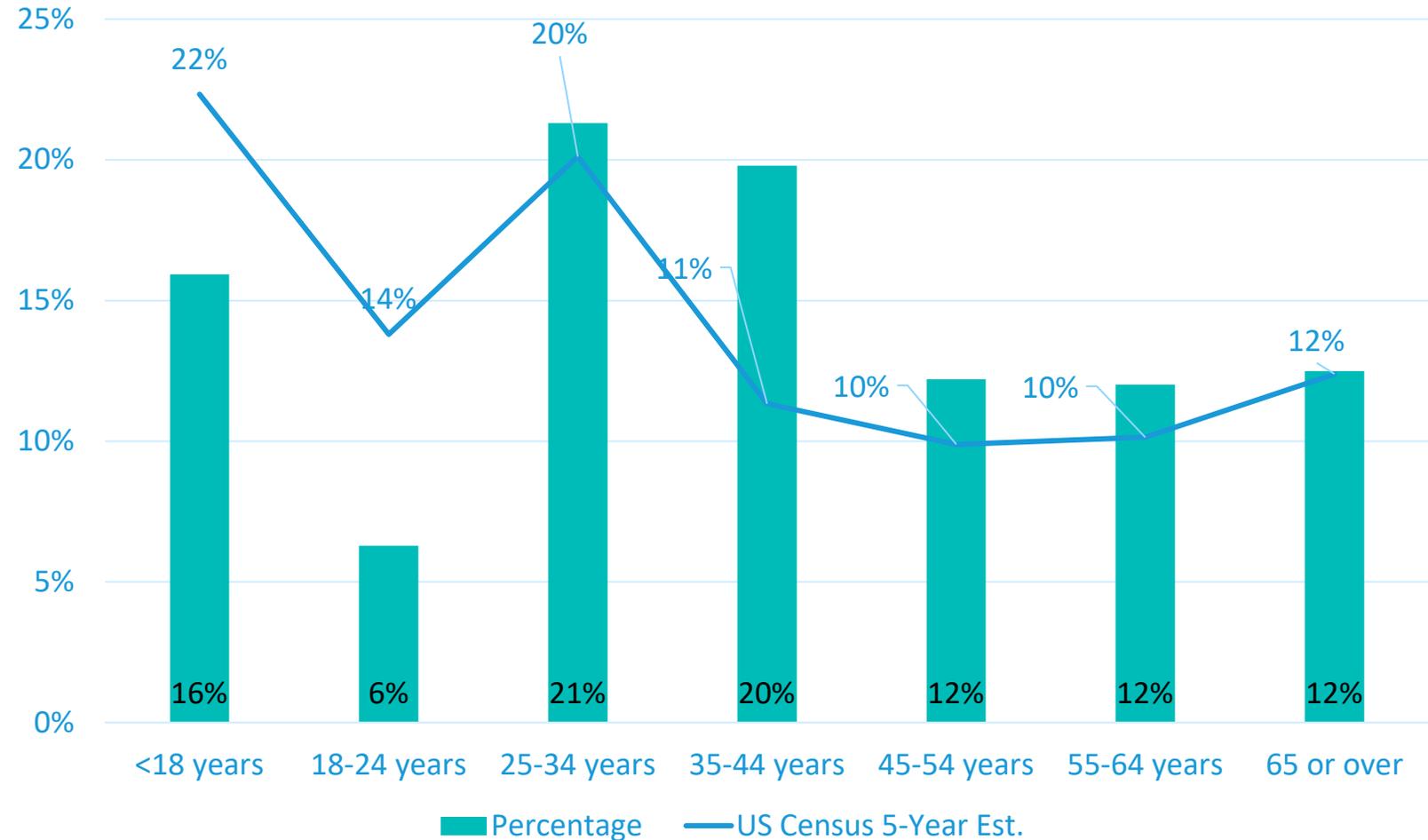


Who did we hear from?

3. Age

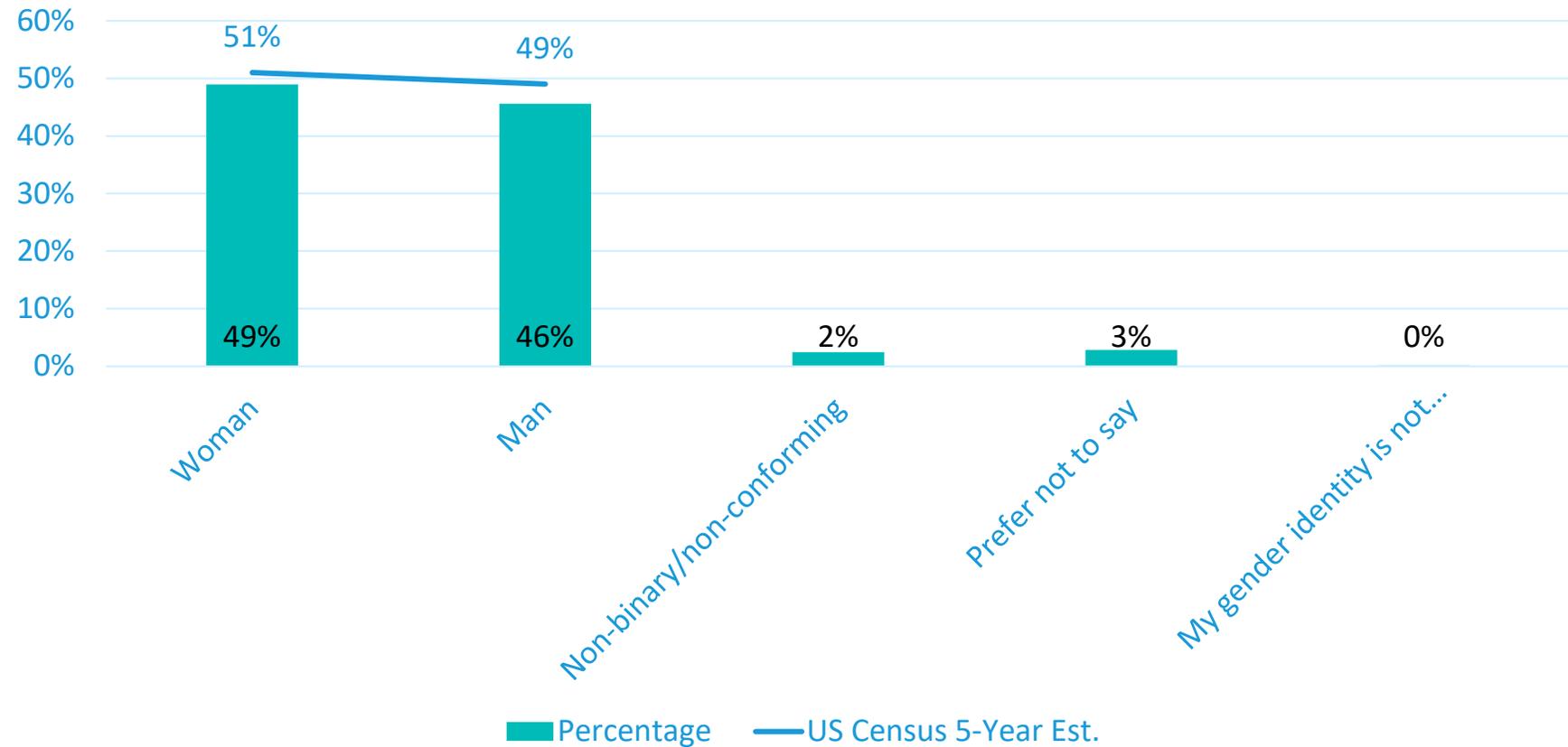
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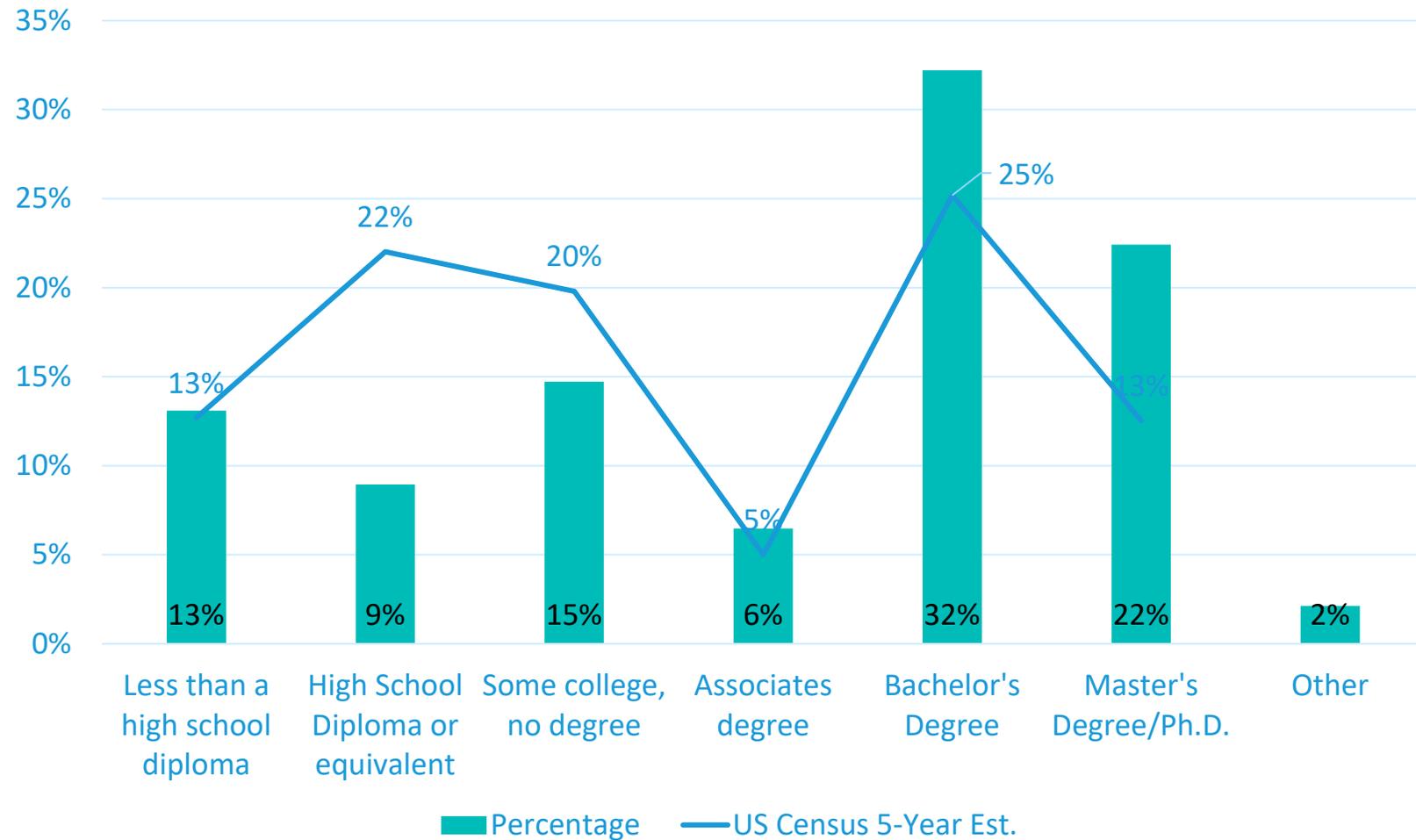
Who did we hear from?

4. Gender



Who did we hear from?

5. Education



Who did we hear from?

6. Ward

