

RAPID  
PLAN



# CITY OF GRAND RAPIDS MASTER PLAN UPDATE

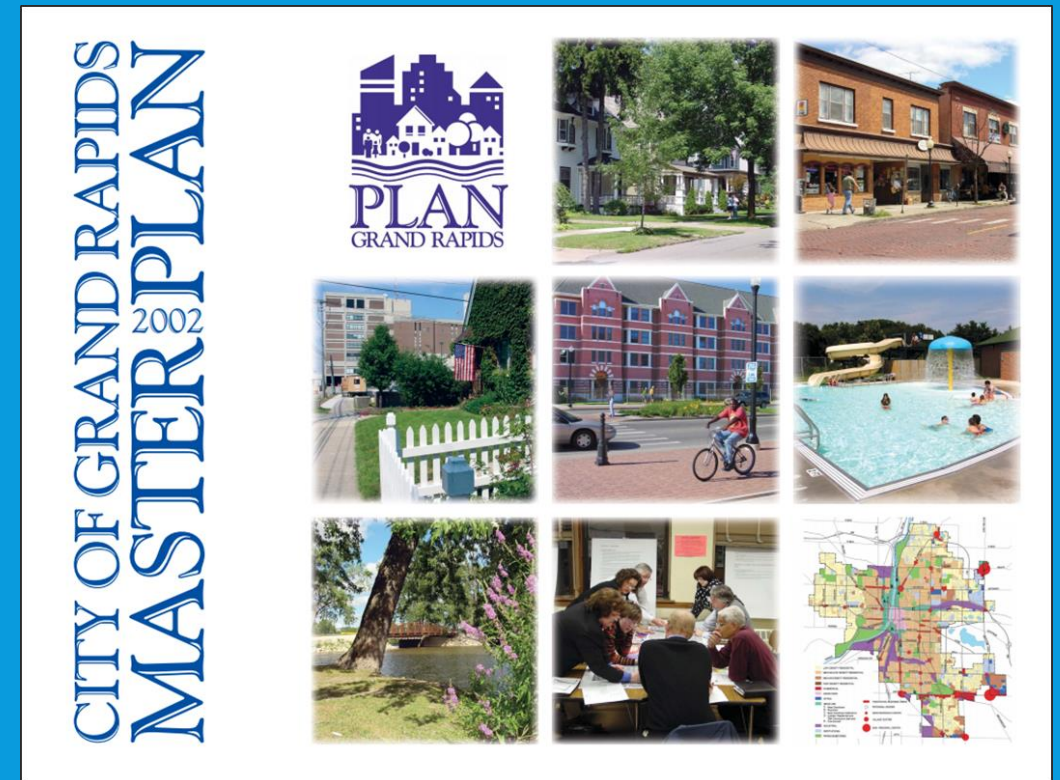
Jane Ja

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

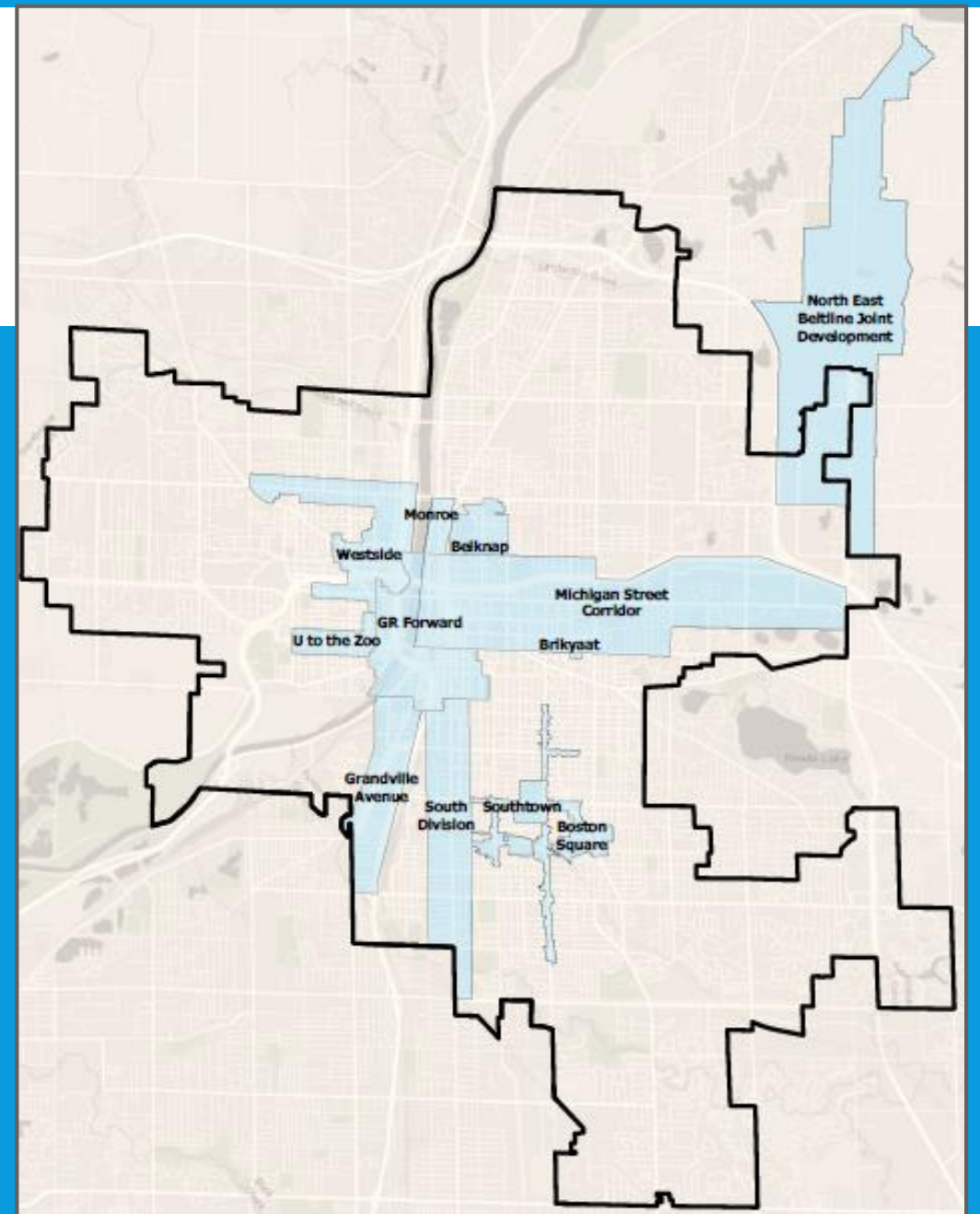


# MAJOR PLANNING EFFORTS THAT SHAPED GRAND RAPIDS

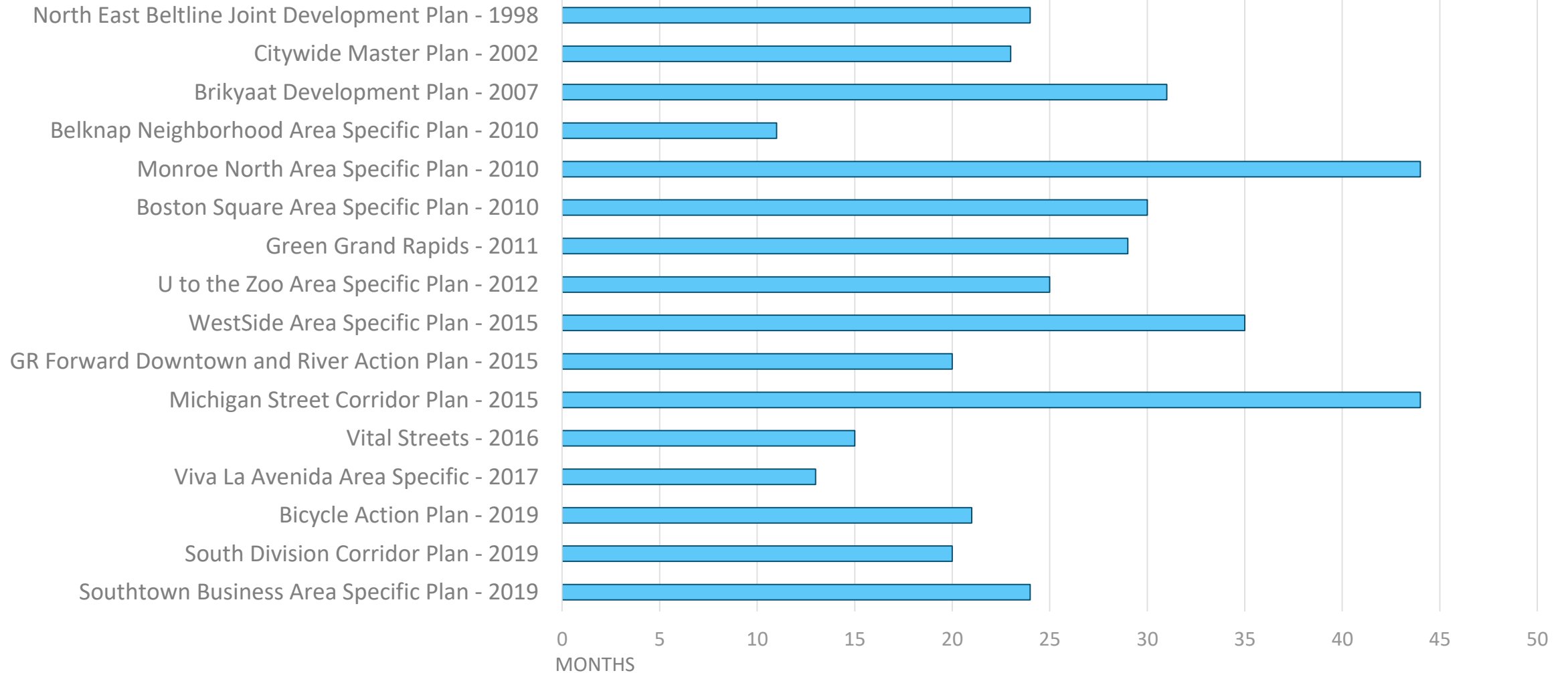
- 2000 – 2002 Citywide Master Plan
- 2004 – 2005 Neighborhood Pattern Workbook
- 2006 – 2007 Form-Based Zoning Ordinance
- 2007 – 2011 Green Grand Rapids (MP Update)
- 2011 Transformation Advisors
- 2011 – 2013 Sustainable Streets Task Force Report
- 2011 – 2015 Michigan Street Corridor Plan (MP Update)
- 2014 – 2015 GR Forward Downtown and River Action Plan (MP Update)
- 2015 – 2016 Vital Streets Plan and Design Guide
- 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 Southtown Business ASP

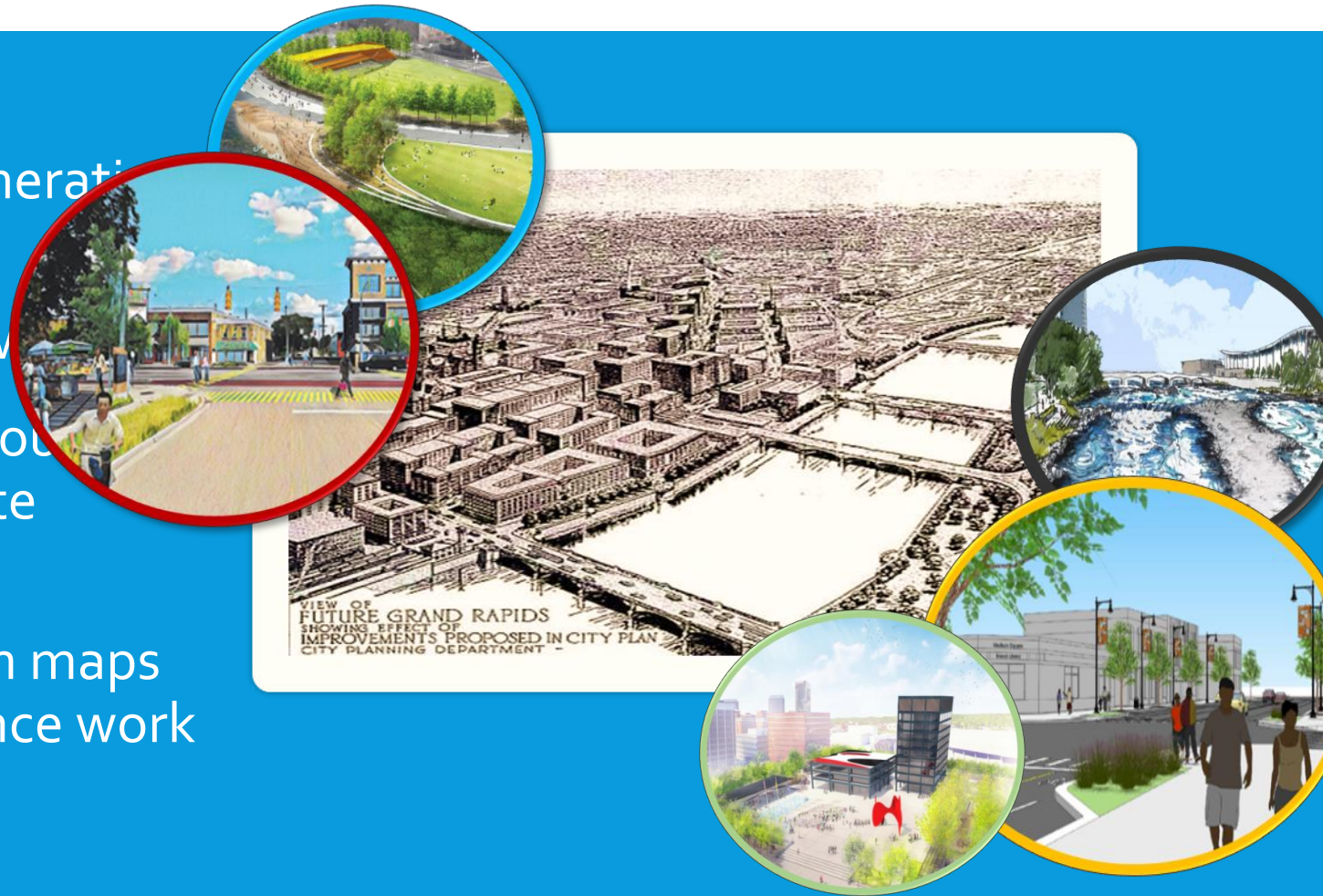


# PLANNING WITH COMMUNITY TAKES TIME



# 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

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

# GOOD PLANS TAKE INVESTMENT



**BUDGET \$250,000**



**BUDGET \$473,250**



**BUDGET \$1,267,160**

**BUDGET ADJUSTED FOR INFLATION \$1,393,336**

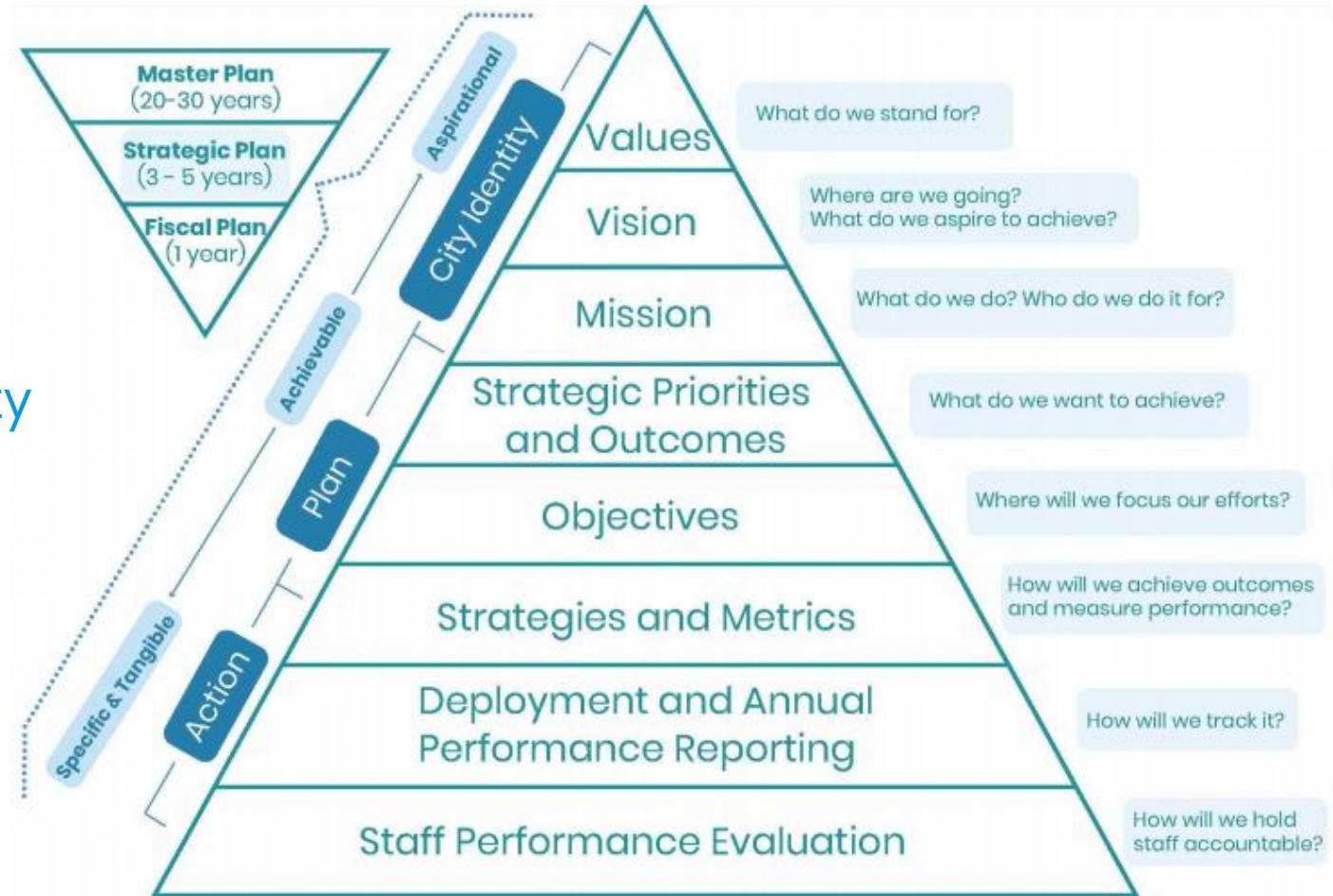


**BUDGET \$568,000**

**BUDGET ADJUSTED FOR INFLATION \$834,346**

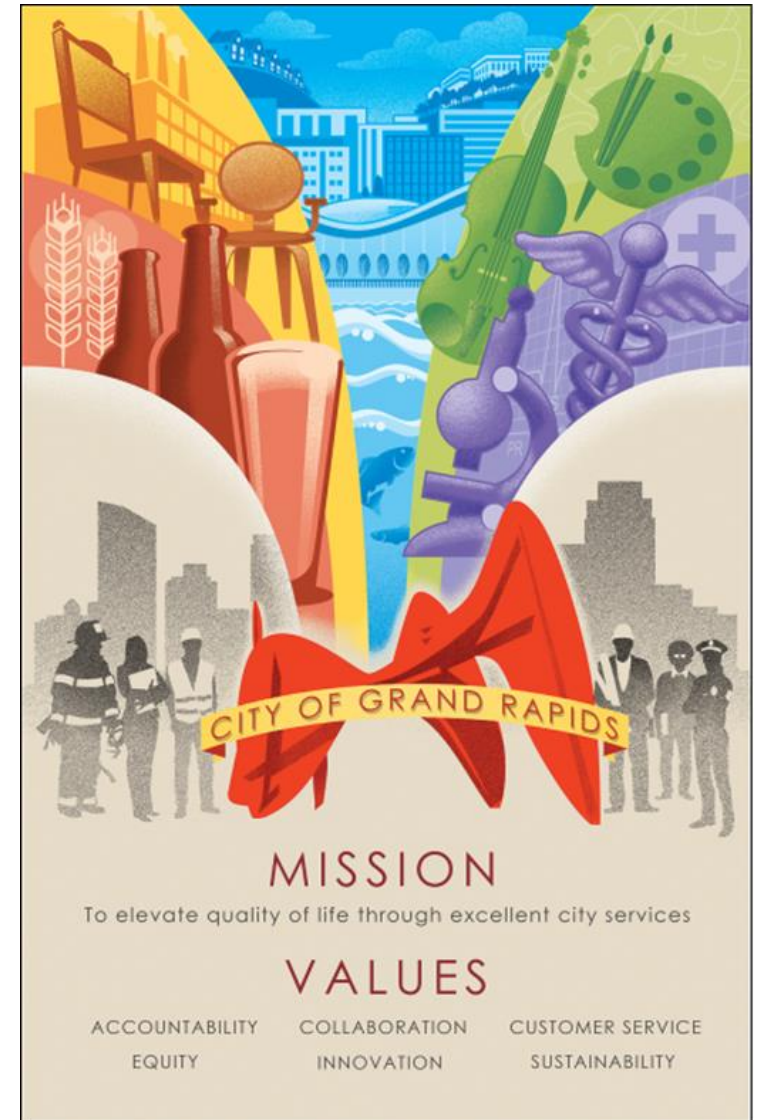
# ALIGN WITH STRATEGIC PLAN

- 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





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