THE PROCESS / EL PROCESO
The following provides a summary of the public engagement process for the Area Specific Plan. A continuación se ofrece un resumen del proceso de participación para el Plan de área Específico.

1998
Grandville Avenue Master Plan recommends removal of truck route and reroute MDOT trunk line

1998
MAR
Grandville Avenue Neighborhood

2016
MAY
Roosevelt Park
 Neighborhood begins Area Specific Plan (ASP) for Grandville Avenue Corridor

JUN
Kick-off meeting with ASP committee

Consultant Team is hired

Project Kick-off at Dia de Los Niños (100+ families)

Administrative of neighborhood survey

Booth at Family Day (100+ Families)

22nd
Meeting with City Leadership

JUL

Door-to-Door resident interviews accompanied by block captains (42 interviews)

26th
Design workshop and ASP committee meeting

AUG
4th Business Association meeting and feedback session

18th-22nd
Week-Long Corridor Design and Planning Charrette (110+ attendees)

SEP

30th
Community presentation of solutions

PLAN ADOPTED

FEB '17

Plaza Roosevelt Committee Meeting

INTRODUCTION / INTRODUCCIÓN
INTRODUCTION / INTRODUCCIÓN

FINAL DRAFT 1.17.17
FINAL DRAFT 1.17.17
VISION:
The following are the vision statements derived from the public input gathered for this Area Specific Plan. Each vision statement represents a color-coded theme. These themes are carried through the concept plans for each place within the corridor.

MOVEMENT + CONNECTIONS
WHAT WE WANT...
Grandville Avenue is city street, designed for people, bikes, transit and cars; enabling the street space and neighborhood to become a destination.

SAFE + SECURE
HOW WE WILL FEEL...
Traffic speed slows, street crossings are safe and plentiful, motorists yield to pedestrians - young and old, day and night.

CULTURE + BEAUTY
WHO WE ARE...
Authentic expressions of culture and beauty fill the neighborhood.

CLEAN + GREEN
WHAT WE WILL SEE...
Clean and green spaces that reflect neighborhood pride and ownership.

FUNCTION + FORM
WHERE WE WILL GO...
Thriving businesses, strong community partnerships, accessible parks, and high-performing schools a short walk from home or work.

VISIÓN:
Las siguientes son las declaraciones de visión derivadas de la pública que se reunieron para el Plan específico para esta zona. Cada declaración de la visión representa un tema de colores. Estos temas son llevados a través de los planes de concepto para cada lugar dentro del corredor.

EL MOVIMIENTO Y CONEXIONES
LO QUE NOSOTROS QUEREMOS...
Grandville Avenue se convierte en una calle de la ciudad, diseñada para transportar personas, bicicletas, tránsito y coches, y convertida en un destino.

SEGURO Y A SALVO
CÓMO VAMOS A SENTIR...
Tráfico lento, cruces de las calles son seguras y abundante, los conductores ceden a los peatones - jóvenes y viejos, día y noche.

CULTURA Y BELLEZA
QUIENES SOMOS...
Expresiones auténticas de la cultura y la belleza llenan el vecindario.

LIMPIA Y VERDE
LO QUE VEREMOS...
Especímenes limpios y verdes que reflejan orgullo del vecindario y la propiedad.

DÓNDE IREMOS...
Negocios prósperos y fuertes, asociaciones comunitarias, parques accesibles, y las escuelas de alto rendimiento a pocos pasos de su casa o trabajo.

VISION SNAPSHOT
GRANDVILLE AVENUE: FEWER TRUCKS/REMOVE TRUCK ROUTE
ONE TRUCK ROUTE / UNA RUTA DE CAMIONES

MORE GREEN / MÁS VERDE

TODAY / HOY
FUTURE / FUTURO

MIXED USES / USOS MEZCLADOS

ART AND CULTURE / ARTE Y CULTURA

TRAFFIC CALMING / CALMA TRÁFICO

DESIGN / DISEÑO
**ACTION AGENDA:** The following represent the immediate priorities for the Roosevelt Park Neighborhood to begin which will help to achieve the vision for this Grandville Avenue Area Specific Plan:

### MOVEMENT + CONNECTIONS

<table>
<thead>
<tr>
<th>ACTION</th>
<th>PARTNERS</th>
<th>SUCCESS INDICATOR</th>
</tr>
</thead>
</table>
| AMEND THE CITY OF GRAND RAPIDS TRUCK ROUTE ORDINANCE | • CITY OF GRAND RAPIDS  
• VITAL STREETS OVERSIGHT COMMITTEE  
• CITY ATTORNEY  
• TRAFFIC SAFETY DEPARTMENT  
• CITY PLANNING DEPARTMENT | FEWER THAN 300 COMMERCIAL VEHICLE TRIPS PER DAY (MDOT ESTIMATES 820 TRIPS IN 2015) |
| INITIATE “TAKE BACK” PROCESS OF GRANDVILLE AVENUE FROM MDOT TO THE CITY OF GRAND RAPIDS | • MDOT  
• CITY OF GRAND RAPIDS  
• CITY ATTORNEY  
• TRAFFIC SAFETY DEPARTMENT  
• CITY PLANNING DEPARTMENT | GRANDVILLE AVENUE FROM CLYDE PARK TO WEALTHY IS INCLUDED IN CITY’S 5-YEAR CAPITAL PLAN  
THE CITY AND NEIGHBORHOOD CANE MAKE STREET IMPROVEMENTS WITHOUT ASKING THE STATE’S PERMISSION |

### SAFE + SECURE

<table>
<thead>
<tr>
<th>ACTION</th>
<th>PARTNERS</th>
<th>SUCCESS INDICATOR</th>
</tr>
</thead>
</table>
| PAINT PARALLEL PARKING SPACES ALONG GRANDVILLE AVENUE | • CITY OF GRAND RAPIDS  
• TRAFFIC SAFETY DEPARTMENT  
• MOBILEGR | PARKING SPACES ARE DELINEATED; ON-STREET PARKING IS 80% FULL AT PEAK TIMES, AND CARS ARE NOT DRIVING IN PARKING LANES |
| REDESIGN OF GRANDVILLE AVENUE FROM FRANKLIN TO LOGAN | • CITY OF GRAND RAPIDS  
• TRAFFIC SAFETY DEPARTMENT  
• MOBILEGR  
• CITY PLANNING DEPARTMENT  
• VITAL STREETS OVERSIGHT COMMISSION | BUS BULBS ADDED WITH BUS SHELTERS  
STREET TREES PLACED  
BULBOUTS DEFINE PARKING  
CROSSWALKS ADDED AT RUMSEY  
GREEN CONNECTIONS AND ART  
CROSSWALKS AT RUMSEY  
GREEN INFRASTRUCTURE WITHIN  
BULBOUTS TO SOLVE DRAINAGE ISSUES AT RUMSEY |

### ACTION AGENDA / AGENDA DE ACCIÓN

<table>
<thead>
<tr>
<th>ACTION</th>
<th>PARTNERS</th>
<th>SUCCESS INDICATOR</th>
</tr>
</thead>
</table>
| CUSTOMIZE AND PLACE BUS ENCLOSURES | • THE RAPID  
• ARTIST COMMUNITY | A TOTAL OF 4 BUS ENCLOSURES BY 2018 ALONG THE CORRIDOR, PREFERABLY CUSTOMIZED TO THE NEIGHBORHOOD |
| CONTINUE NEIGHBORHOOD BRANDING WITH PLANTERS, BANNERS, BENCHES, AND WATERTOWER | • ARTIST COMMUNITY  
• CITY OF GRAND RAPIDS  
• UTILITY DEPARTMENT | 10 ADDITIONAL BANNERS |
| PLANT TREES ALONG CORRIDOR | • FRIENDS OF GRAND RAPIDS PARKS  
• MAYOR’S GREENING INITIATIVE  
• CITY OF GRAND RAPIDS URBAN FORESTRY DIVISION | ONE STREET TREE AT LEAST EVERY 40’ LONG GRANDVILLE AVENUE |
| PLANT TREES THROUGHOUT NEIGHBORHOOD | • FRIENDS OF GRAND RAPIDS PARKS  
• MAYOR’S GREENING INITIATIVE  
• CITY OF GRAND RAPIDS URBAN FORESTRY DIVISION | INCREASE TREE CANOPY WITHIN THE NEIGHBORHOOD TO 20% |
| CONVERT VACANT CITY PROPERTY TO TOTAL PARKING SPACES ARE A NeIGHBORHOOD | • CITY OF GRAND RAPIDS PARKS DEPARTMENT  
• FRIENDS OF GRAND RAPIDS PARKS | VACANT LOT AT VRIES AND TWO VACANT LOTS AT 8 STREET BECOME NEIGHBORHOOD PARK SPACES |
| REZONE THE NEIGHBORHOOD ACCORDING TO THE FUTURE LAND USE PLAN | • CITY OF GRAND RAPIDS PLANNING DEPARTMENT  
• GRAND RAPIDS CITY COMMISSION | AREA REZONED, FEWER NON-CONFORMING USES AND BUILDINGS  
SURFACE PARKING DOES NOT ENCROACH INTO RESIDENTIAL BLOCK STRUCTURE  
SINGLE FAMILY HOMES ARE NOT TORN DOWN FOR MULTI-FAMILY INFILL |
| FUND STREETSCAPE, MARKETING, AND MAINTENANCE IMPROVEMENTS LOCALLY THROUGH CORRIDOR IMPROVEMENT DISTRICT OR PRINCIPAL SHOPPING DISTRICT | • CITY OF GRAND RAPIDS PLANNING DEPARTMENT  
• GRAND RAPIDS CITY COMMISSION  
• BUSINESS/PROPERTY OWNERS | LOCAL BUSINESS AND PROPERTY OWNERS HAVE VOICE AND DECISION-MAKING POWER IN FUTURE OF GRANDVILLE AVENUE, AND USE OF PUBLIC DOLLARS FOR PUBLIC FACILITIES |
**ACTION**

- Amend the City of Grand Rapids Truck Route Ordinance

**PARTNERS**

- City of Grand Rapids
- Vital Streets Oversight Committee
- City Attorney
- Traffic Safety Department
- City Planning Department

**SUCCESS INDICATOR**

- Fewer than 300 commercial vehicle trips per day (MDOT estimates 820 trips in 2015)

**INITIATE "TAKE BACK" PROCESS OF GRANDVILLE AVENUE FROM MDOT TO THE CITY OF GRAND RAPIDS**

- MDOT
- City of Grand Rapids
- City Attorney
- Traffic Safety Department
- City Planning Department

**SUCCESS INDICATOR**

- Grandville Avenue from Clyde Park to Wealthy is included in City’s 5-year Capital Plan
- The City and neighborhood can make street improvements without asking the state’s permission

---

**REMOVE TRUCK ROUTE**

**WHAT**

The City of Grand Rapids has designated semi-truck routes throughout the City for commercial trucking. Furthermore, the MDOT business route designation from Franklin south to I-196 allows trucking through the neighborhood business district.

**WHY**

Truck routes increase air pollution, noise pollution, and make roadside environments inhospitable to the pedestrian and retail patron.

**HOW**

- Amend the City’s truck route ordinance to remove Grandville Avenue.
- Request MDOT designate Grandville Avenue as an “unsigned trunk line” thereby limiting trucking to delivery and local commerce only. Preferably, take back Grandville Avenue from MDOT.

**WHERE**

The designated truck route on Grandville Avenue should be relocated to Century and Godfrey. Remove the MDOT business route on Grandville Avenue.

---

**REMOVER LA RUTA DE TROQUES**

**QUÉ**

La Ciudad de Grand Rapids ha designado rutas de camiones semi-camiones en toda la Ciudad para camiones comerciales. Además, la designación de la ruta de negocios MDOT de Franklin sur a I-196 permite camiones a través del distrito de negocios del barrio.

**POR QUÉ**

Las rutas de camiones aumentan la contaminación del aire, la contaminación acústica y hacen que los entornos del lado de la carretera sean inhospeitos para el peatón y el consumidor minorista.

**COMO**

- Modifique la ordenanza de la ruta de camiones de la Ciudad para quitar Grandville Avenue.
- Solicitar MDOT designar Grandville Avenue como una “línea troncal sin firmar” limitando así el transporte por camión a la entrega y el comercio local solamente. De preferencia, tomar de nuevo Grandville Avenue de MDOT.

**DÓNDE**

La ruta designada para camiones en Grandville Avenue debe ser trasladada a Century y Godfrey. Remueva la ruta comercial MDOT en Grandville Avenue.

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**TECHNIQUES / TÉCNICAS**

- Signs guide trucks to designated routes and help identify which streets are truck free.
- Signs should guide trucks to the proper routes bypassing Grandville Avenue, a neighborhood business district.

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**FINAL DRAFT 1.17.17**
## INSTALL BULB OUT

### WHAT

A bulb out is a curb, sidewalk, or planter, which extends beyond the typical extent of the sidewalk into the street. Bulb outs are usually installed at or near an intersection or in combination with a midblock crossing.

### WHY

Bulb outs help to define on-street parking and encourage slower vehicle speeds, increasing safety and reducing vehicle conflicts.

### HOW

Bulb outs will require modifying the streetscape and should occur in coordination with locating midblock crossings and tightening a curb. The neighborhood should collaborate with the City of Grand Rapids and the Michigan Department of Transportation on streetscape modifications.

### WHERE

Bulb outs should be where parking is prohibited, such as near intersecting streets, fire hydrants, and the far side of intersections.

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### TECHNIQUES / TÉCNICAS

- **INSTALL BULB OUT**
- **PLATAFORMA EN LAS ESQUINAS DE LAS BANQUETAS**

### INSTALL

- **BULB OUT**

### PLATAFORMA EN LAS ESQUINAS DE LAS BANQUETAS

Downtown Grandville features bulb outs on an MDOT corridor which contain planters and help to define on-street parking.

Bridge Street utilizes bulb outs near an intersection with a crosswalk to shorten crossing distances.

Paint and bollards can be used as a bulb out in instances where modifying the streetscape is not an option.

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### PARTNERS

- CITY OF GRAND RAPIDS
- TRAFFIC SAFETY DEPARTMENT
- MOBILEGR

### SUCCESS INDICATOR

- PARKING SPACES ARE DELINEATED; ON-STREET PARKING IS 85% FULL AT PEAK TIMES, AND CARS ARE NOT DRIVING IN PARKING LANES
- BUS BULBS ADDED WITH BUS SHELTERS
- STREET TREES PLACED
- BULBOUTS DEFINE PARKING
- CROSSWALKS ADDED AT RUMSEY
- GREEN CONNECTIONS AND ART
- CROSSWALKS AT RUMSEY
- GREEN INFRASTRUCTURE WITHIN BULBOUTS TO SOLVE DRAINAGE ISSUES AT RUMSEY

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**NOTE:**

- The City of Grand Rapids
- Vital Streets Oversight Commission
- City Attorney
- Traffic Safety Department
- City Planning Department
- MobileGR

**WHY:**

Plataformas ayudan a definir estacionamiento en la calle y alentar la velocidad del vehículos mas lento, aumentando la seguridad y reduciendo los conflictos de vehículos.

**HOW:**

Plataformas requieren modificación de paisaje urbano y deben ubicarse en combinación con la localización de los cruces de bloque central y el apriete de un borde de cera. El vecindario debe colaborar con la Ciudad de Grand Rapids y el Departamento de Transportación de Michigan para las modificaciones urbanas.

**WHERE:**

Plataformas deben estar donde este prohibido estacionarse, tales como calles de intersecciones, hidrantes de agua, y el lado mas alejado de intersecciones.
Bus enclosures are shelters which are located at transit stops for transit riders to occupy while they are waiting for a bus. Bus enclosures may simply be a canopy, may be raised, or may be covered on all sides. Opportunities also exist for bus enclosures to be works of public art.

Bus enclosures should be installed in coordination with consolidating bus stops and installing bus bulbs. The neighborhood should collaborate with The Rapid and the City of Grand Rapids on installation and streetscape modifications.

Bus enclosures provide transit riders protection from the elements and give respite from noisy vehicular traffic.

The Rapid uses a standard bus enclosure design at many of its bus stops which provides shelter, seating and a transparent facade for safety.

Well lit bus enclosures help to increase safety for transit riders.

Larger bus enclosures can be installed at busier stops or transit bulbs to accommodate more transit riders.
Street trees are trees which line the street between the curb and the sidewalk and provide a vertical element that slows traffic. A species of tree is typically selected dependent upon the environment of a street corridor and the tree's chances of survival.

Calle árboles son árboles que bordean la calle entre el bordillo y la acera y un elemento vertical que ralentiza el tráfico. Una especie de árbol es típicamente seleccionada dependiendo del ambiente de un corredor de calle y las posibilidades del árbol de supervivencia.

Street trees can be planted using donated trees and volunteers; however, the neighborhood should consult with the City of Grand Rapids and the Forestry division on tree species and street tree placement. New trees will require maintenance and watering during dry conditions.

Calle árboles pueden ser plantados con árboles donados y voluntarios; sin embargo, debe consultar el barrio con la ciudad de Grand Rapids y la División Forestal de especies de árboles y la colocación de la calle árbol. Nuevos árboles requerirán mantenimiento y riego durante condiciones secas.

Street trees are important for shade, provide a buffer between vehicles and pedestrians, and add economic value to adjacent property.

Árboles de la calle ayudan con sombra, proporcionan un almacenador intermediario entre vehículos y peatones y agregan valor económico a la propiedad adyacente.

Street trees should be located wherever there is space to do so with particular effort focused on Grandville Avenue.

Árboles de la calle deben estar ubicados siempre que exista espacio para hacerlo con esfuerzo que se centró en la Avenida de Grandville.
**FUNCTION + FORM**

**ACTION**
- Rezone the neighborhood according to the future land use plan
- Fund streetscape, marketing, and maintenance improvements locally through corridor improvement district or principal shopping district

**PARTNERS**
- City of Grand Rapids planning department
- Grand Rapids City Commission
- Local business and property owners

**SUCCESS INDICATOR**
- Area rezoned, fewer non-conforming uses and buildings
- Surface parking does not encroach into residential block structure
- Single family homes are not torn down for multi-family infill
- Local business and property owners have voice and decision-making power in future of Grandville Avenue, and use of public dollars for public facilities

---

**BUILD A GREAT PLACE**

**CONSTRUIR UN GRAN LUGAR**

Below is a proposed plan for the Roosevelt Park neighborhood. The colored areas represent parcels which need to be rezoned to their respective zoning districts to align with the recommendations of the future land use plan.

Abajo se encuentra una zonificación propuesta para el barrio de parque Roosevelt. Las áreas coloreadas representan parcelas que necesitarán ser reanudadas para sus distintos tipos de zonificación respectivo a alinear con las recomendaciones del plan de uso futuro de la tierra.

**ACTION PARTNERS SUCCESS INDICATOR**

**FUNCTION + FORM**

**CULTURE + BEAUTY**

**CLEAN + GREEN**

**FUNCTION + FORM**

**ACTION**

**PARTNERS**

**SUCCESS INDICATOR**

---

**TECHNIQUES / TÉCNICAS**

FINAL DRAFT 1.17.17

GRANDVILLE AVENUE ASP
**CONCEPTO PREFERIDO**

1. **COOK ARTS CENTER**
   - Edificio académico
   - Potencial para expandir la construcción hacia el este en el futuro
   - Continuar y expandir el programa de arte

   **Existing building**
   - Potencial para expandir hacia el este en el futuro
   - Continuar y expandir el programa de arte

2. **DWELLING PLACE (norte / north)**
   - Edificio de uso mixto
   - Edificio de 2 pisos con un contorno de 2 pisos en Grandville Avenue
   - Espacio en la planta baja de la tienda
   - 24 apartamentos (Unidades de 2 y 3 dormitorios)
   - 27 espacios de estacionamiento debajo del grado

   **Mixed-use building**
   - 5-story building with 2-story setback on Grandville Avenue
   - Ground floor storefront space (size to be determined)
   - 27 parking spaces below grade

3. **GRPS**
   - Nueva Escuela Secundaria Southwest Campus
   - Edificio de 3 pisos frente a plaza y edificio de 5 pisos frente a la autopista
   - 80,000 pies cuadrados con 500 estudiantes
   - Gimnasio que se puede usar para comunidad durante horas no escolares

   **New Southwest Campus High School**
   - 3-story building facing plaza and 5-story building facing highway
   - Approximately 80,000 square feet with 500 students
   - Gymnasium that can be used for community during non-school hours

4. **PLAZA**
   - Vecindad diseñada refugio
   - Punto focal dentro del parque que está rodeado de asientos integrados
   - Cercado decorativo a lo largo del borde del plaza en Rumsey y Grandville

   **Neighborhood designed bus shelter**
   - Focal point within park that is surrounded by integrated seating
   - Decorative fence along edge of plaza at Rumsey and Grandville

5. **DWELLING PLACE (sur / south)**
   - Edificio de uso mixto
   - Edificio de 3 pisos en Franklin Street
   - 24 apartamentos (Unidades de 2 y 3 dormitorios)
   - 24 espacios de estacionamiento debajo del grado

   **Mixed-use building**
   - 5-story building at Franklin Street
   - 24 apartments (2 & 3 bedroom units)
   - 24 parking spaces partially below grade

6. **MERCY HEALTH**
   - Edificio existente y adición (Edificio de un piso)
   - 5,000 pies cuadrados de adición a la Clínica Santa María
   - Farmacia de 1,500 pies cuadrados y sala de exámenes adicionales
   - Farmacia incluye espacio de tráfico

   **Existing building and addition (one-story building)**
   - Approximately 5,000 square foot addition to Clinic Santa Maria
   - 1,500 square foot pharmacy and additional exam rooms
   - Pharmacy includes rear drive-through space with 2-3 car stacking

7. **HABITAT FOR HUMANITY**
   - Cinco (5) casas adosadas
   - Propiedad de vivienda - Viviendas de 1,280 pies cuadrados
   - Patio trasero privado

   **Five (5) rowhouse dwellings**
   - Home ownership - 1,280 square foot dwellings
   - Private back yard

8. **HABITAT FOR HUMANITY**
   - Siete (7) casas adosadas
   - Propiedad de vivienda - Viviendas de 1,400 pies cuadrados
   - Garaje adjunto de dos puertas
   - Porches frente a Rumsey Street

   **Seven (7) rowhouse dwellings**
   - Home ownership - 1,400 square foot dwellings
   - Attached two-stall garage
   - Porches facing Rumsey Street

9. **HABITAT FOR HUMANITY**
   - Cuatro (4) casas unifamiliares
   - Propiedad de vivienda - Viviendas de 1,600 pies cuadrados
   - Parking adjunto de dos puertas
   - Porches frente a Rumsey Street

   **Four (4) single-family homes**
   - Home ownership - 1,600 square foot dwellings
   - Attached two-stall garage
   - Porches facing Rumsey Street

10. **RESUMEN DE USO DE LA TIERRA:**
    - **RESIDENCIAL**
      - 12 casas adosadas
      - 4 casas unifamiliares
      - 16 viviendas
      - 48 apartamentos en 2 edificios
      - Ground floor store front

11. **LAND USE SUMMARY:**
    - **RESIDENTIAL**
      - 12 rowhouses
      - 4 detached homes
      - 16 dwellings
      - 48 apartments in 2 buildings
      - Ground floor store front space to be determined