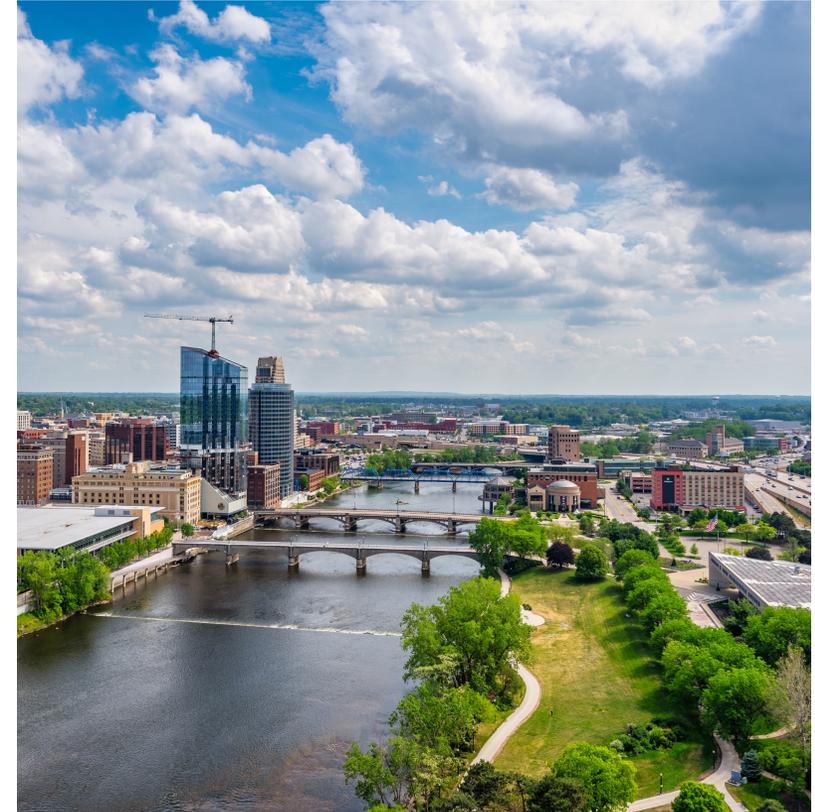
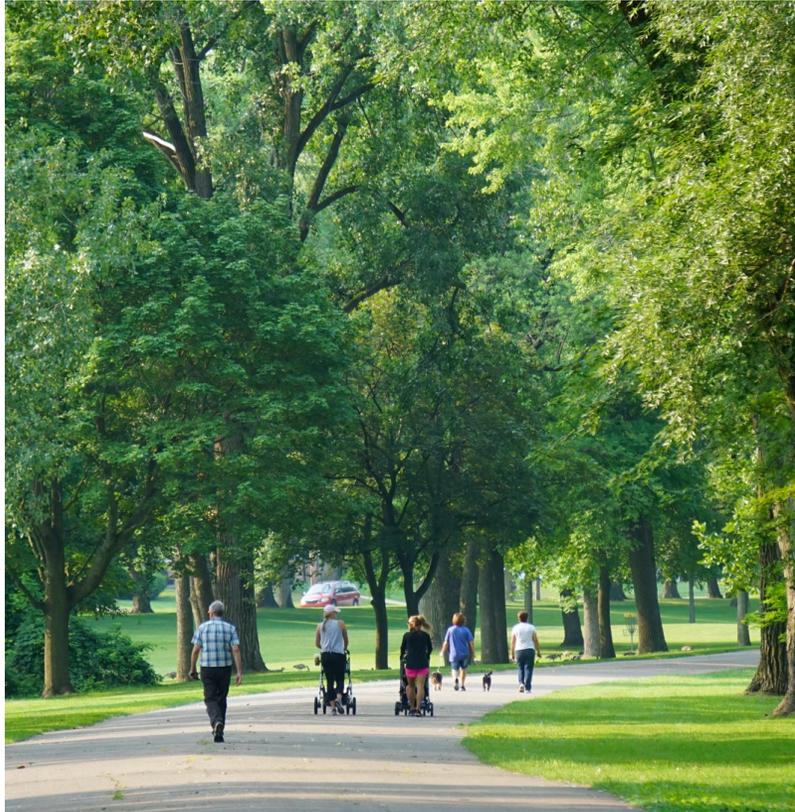


# GRAND RIVER GREENWAY

Catherine Zietse, Downtown Grand Rapids Inc.

Josh Spencer, Kent County





# PLANNING CONTEXT



## 2002 Grand Rapids Master Plan

- Broadening the visibility of the river, and improving access to it and its edge through continuous public access
- Expanding greenspace and recreation opportunities

2,500 participants  
12 month process



## 2012 Green Grand Rapids

Reclaiming and reinvesting in a clean, accessible, beautiful, and green river

1,800 participants  
17 month process



## 2010 Grand Rapids Whitewater

Restoring the Rapids to improve overall river health and recreational opportunities within the region

1,000s of participants  
ongoing process



## 2017 & 2022 GR Parks & Recreation Strategic Master Plan

Building a Grand River Waterfront and using the river's various tributaries and trails to create a connected network

5,300 participants  
10 month process



## 2020 Connect Ada

Envisioning a safe and seamless walking and bicycling network

300+ participants  
12 month process

## 2019 Plainfield Twp Parks & Recreation Master Plan



## 2015 GR Forward

- Creating an outdoor adventure city
- Establishing Grand Rapids as the hub in a regional river trail system
- Enhancing neighborhood access to the river

4,400 participants  
20 month process



## 2017 River For All

Implementing the vision and direction expressed from preceding plans by designing 6 opportunity sites and a 7.5-mile connected trail network flanking the river corridor.

1,700 participants  
11 month process



## 2022 Grand River Water Trail Plan



## 2019 Kent County Parks, Trails & Natural Areas Master Plan

# A COMMON VISION

## Shared Mission

- Connect People & Place
- Deliver Exceptional Experiences (Quality of Life)
- Expand Opportunities for All

## Key Principles

- Engagement
- Equity
- Collaboration
- Opportunity
- Sustainability



# A MULTI-BENEFIT INITIATIVE

MANY OUTCOMES VALUED BY A DIVERSE CONSTITUENCY

- **Exceptional Experiences**
  - Dynamic & Passive Spaces
  - Recreation (Sport, Culture, etc.)
- **Civic Well-Being**
  - Common Gathering Place
  - Civic Pride/Identity
  - Belonging & Social Cohesion
  - Generational Legacy
- **Connectivity**
  - Public Spaces
  - Neighborhoods & Communities
  - Institutions
  - Employment Centers
- **Educational Opportunity**
- **Economic Growth & Opportunity**
  - Jobs (short- and long-term)
  - New Business (retail, entertainment, etc.)
  - Tourism
  - Talent Attraction
  - Real Estate Development (Housing, etc.)
  - Positive Fiscal Impacts
- **Environmental Leadership**
  - Ecological Restoration & H2O Quality
  - Enhance Flood Management
- **Healthy Lifestyles**
  - Exercise
  - Active Transportation
  - Mental & Physical Well-Being
  - People of All Ages/Abilities

# PARTNERS & PARALLEL EFFORTS

## In-River Improvements



## Riverfront public spaces



## Workforce development

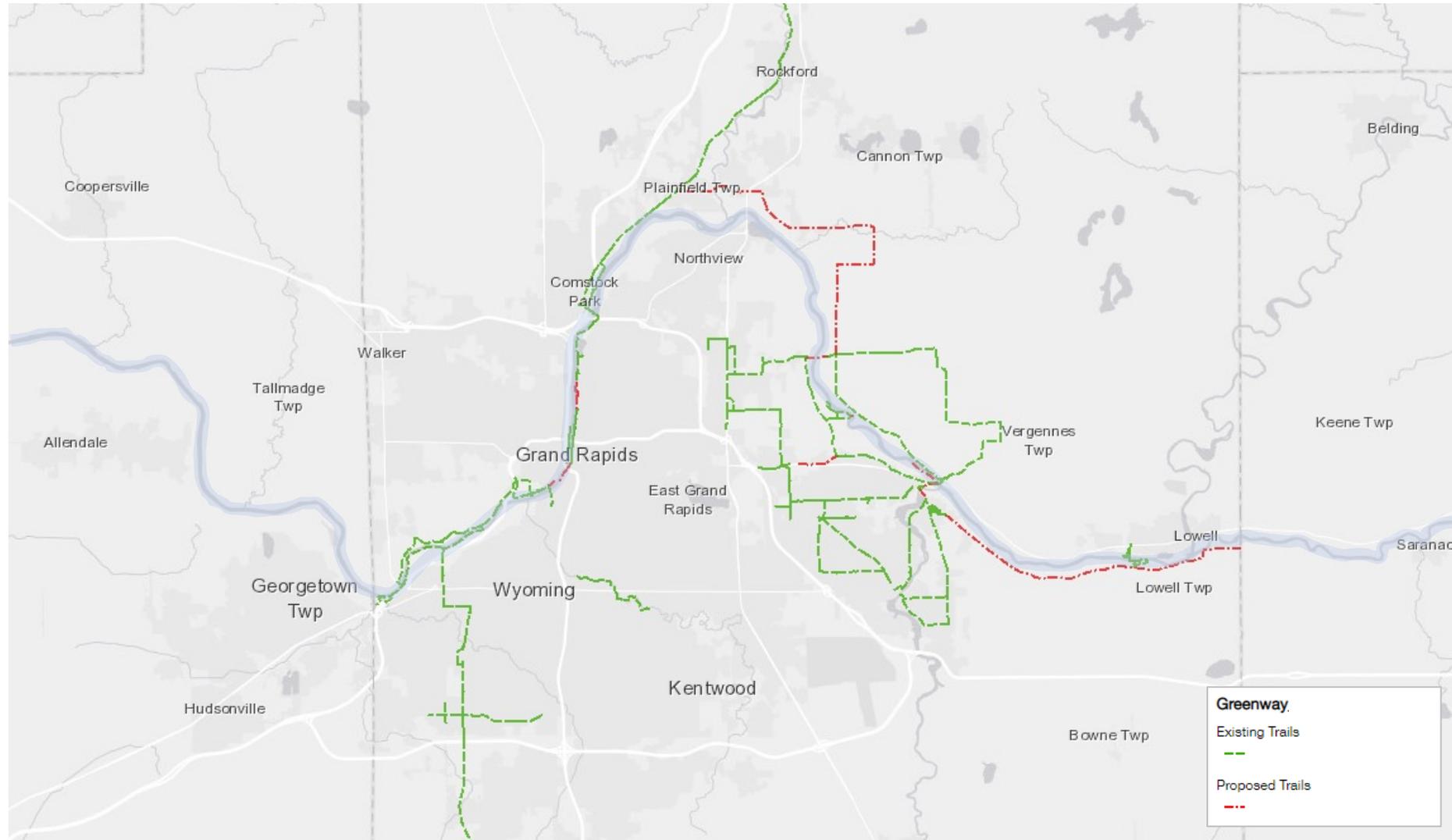


# GRAND RIVER GREENWAY

30+ Projects  
\$300+ Million

## IMPACT

30 miles of new trail  
3,500+ acres of  
riverfront greenspace  
100,000+ residents  
within 1 mile of the  
Grand River



# GREENWAY PROJECT INVENTORY

## 2023-2026: Establishing a “Backbone” Trail

### Key Considerations

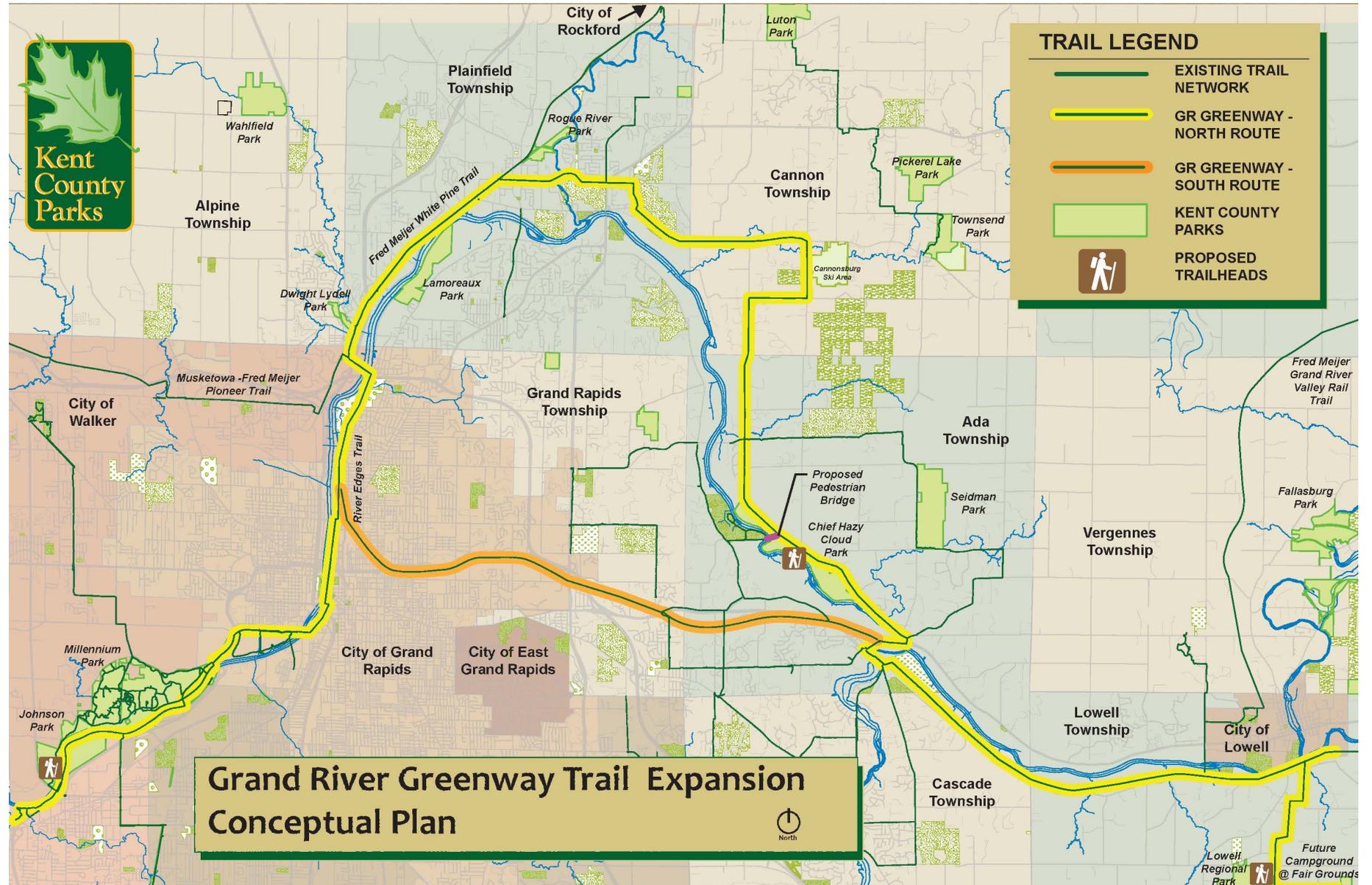
- Project recommended in a Community Plan
  - Common vision
  - Inclusive community process
- Diversity of funding partners
- Capacity for maintenance & sustainability
- Potential to catalyze other projects & neighborhood connections
- Readiness & compliance with ARPA guidelines

### Values

- Public Safety
- Improved Community Health
- Impact on Underserved Communities
  - Eliminate disparity/gaps
- Expand Access to Outdoors
- Expand Recreational Opportunity
- Boost Tourism / Economic Impact

# 2023 Project Highlight: GR to Lowell (Northern Route)

Project Lead:  
Kent County



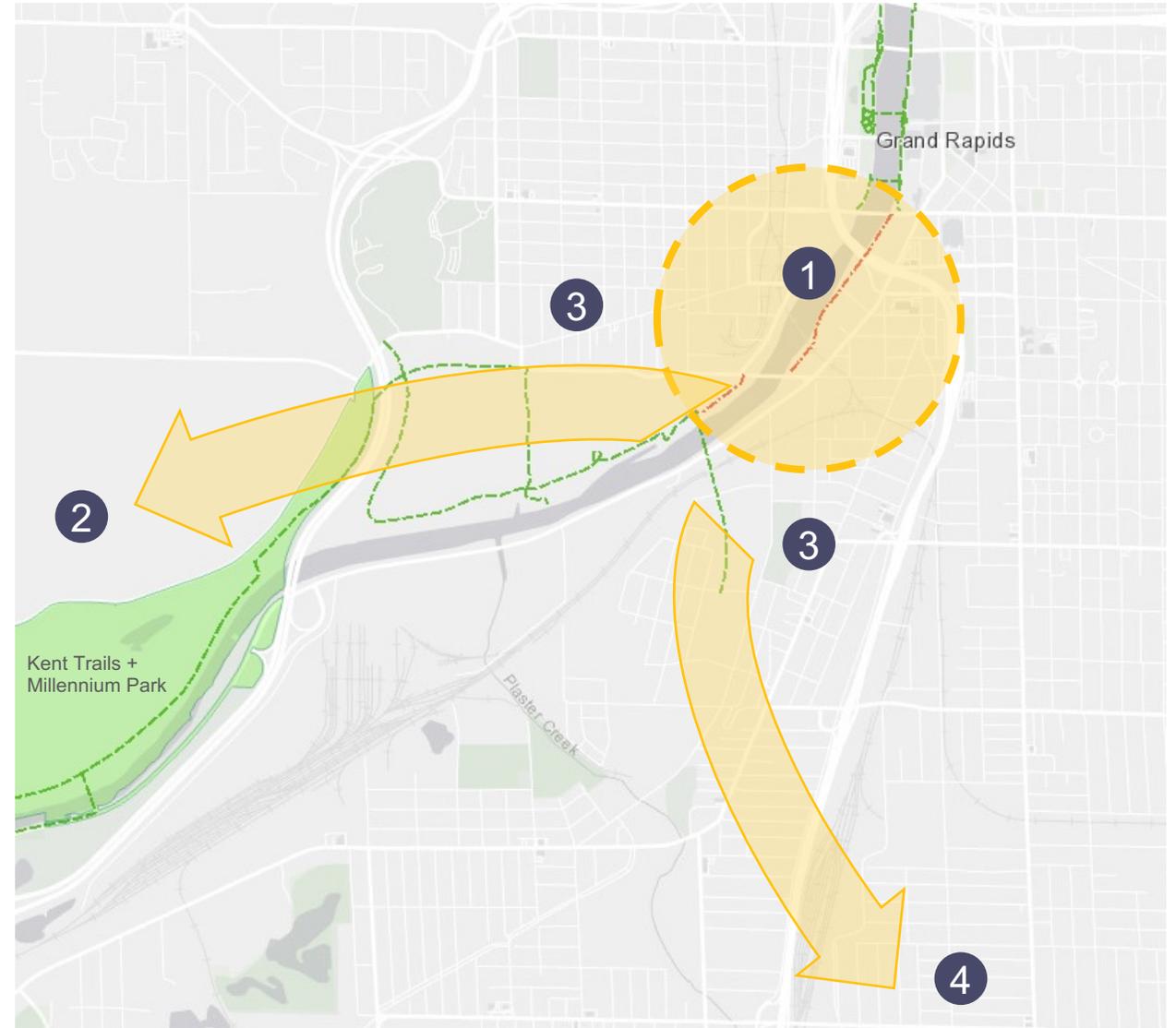
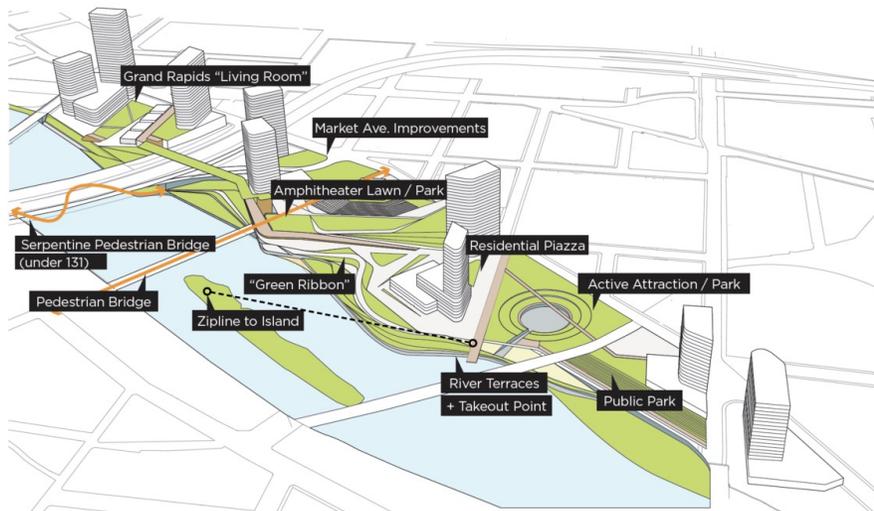
# 2023 Project Highlight: Grand River Edges Trail, Leonard St. to Ann St.

Project Lead: City of Grand Rapids + West Michigan Trails



# Priority Planning Area: South Greenway Connections

1. Coordination with upcoming development south of Fulton Street
2. Strengthen connection to Kent Trails
3. On-street/Off-street connections
4. Expand neighborhood connections to south and east



# PARTNERSHIP OPPORTUNITIES

Equitable Economic Development | Environmental Stewardship | Activation & Programming | Design & Planning



GRAND RAPIDS PUBLIC MUSEUM  
*Be curious.*



**GRCC**



Grand Action 2.0



**+ YOU!**



THANK YOU