COVID-19 RECOVERY + REVITALIZATION: OUTDOOR PUBLIC SPACE

CONCEPT LAYOUTS FOR DISCUSSION PURPOSES ONLY. THESE LAYOUTS ARE INTENDED TO PROVIDE INSPIRATION AND IDEATION TO RE-OPEN DOWNTOWN BUSINESSES. NOTHING IN THESE DRAWINGS CONVEYS OR EXPRESSES APPROVAL. APPROVAL MUST COME THROUGH FORMAL APPLICATION AND APPROVAL VIA CITY OF GRAND RAPIDS.
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SociZonal Zone
Markets + Retail

1. Clear markings and delineators to indicate vendor and customer zones and pathways
2. Waiting areas and sanitation stations at entrance

COVID-19 Recovery + Revitalization: Outdoor Public Space

Concept layouts for discussion purposes only. These layouts are intended to provide inspiration and ideation to re-open downtown businesses. Nothing in these drawings conveys or expresses approval. Approval must come through formal application and approval via City of Grand Rapids.
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STREET CLOSED TEMPORARILY TO EXPAND RESTAURANT SEATING DURING PHYSICAL DISTANCING (TAMPA, FLORIDA MAY 4, 2020)

LIGHTER/QUICKER/ CHEAPER PARKLETS TO EXPAND SIDEWALK SEATING SPACE ON BUSY STREETS BY TEAM BETTER BLOCK (DALLAS, TEXAS MAY 4, 2020)

THE GASTRO SAFE ZONE: STREET CLOSED TEMPORARILY TO EXPAND RESTAURANT SEATING DURING PHYSICAL DISTANCING (CZECH REPUBLIC APRIL 30, 2020)

STREET PARTIALLY-CLOSED TEMPORARILY TO EXPAND RESTAURANT SEATING DURING PHYSICAL DISTANCING (WINTER PARK, FLORIDA MAY 8, 2020)

THE GASTRO SAFE ZONE DIAGRAM

SOCIAL ZONE EXAMPLES
COVID-19 RECOVERY + REVITALIZATION: OUTDOOR PUBLIC SPACE

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Rationale & Approach

• When restaurants and bars are able to re-open, there will be increased demand for outdoor seating driven by reduced interior occupancy limits and customer concern, yet the occupancy of pre-existing outdoor seating areas will be reduced by public health regulations; therefore, new outdoor seating options are urgently needed.

• Work has emphasized creativity, thinking outside-the-box, using existing policy tools for new purposes, being nimble and adaptable.
City of Grand Rapids Recovery Update

Outdoor Space Activation Working Group

Proposed Approval Process – Two Tracks

• Social Zone (multi-business, right-of-way) approval process
  • (Follows the pre-existing special event approval process)
  • Planning and neighbor engagement
  • Pre-application consultation virtual meeting
  • Coordinating organization applies for Social Zone Permit
  • Multi-department/agency review (expedited)
  • Issuance / barricading / set-up / operations

• Temporary Use (single business, private) approval process
  • Business/property owner applies for Temporary Use Permit
  • Multi-departmental review (expedited)
  • Issuance / set-up / operations
City of Grand Rapids Recovery Update

Outdoor Space Activation Working Group

*City Commission Special Events Resolution*

- Modeled on bi-annual ArtPrize resolution that designates a large area as an extended duration special event
- Establishes “COVID-19 Recovery” as a special event from June 1 through November 30, 2020
- Sets broad parameters for Social Zone operations
- Provides for fee relief in resolution
- Authorizes the City Manager or designee to approve specific activities and locations by permit, including locations where alcoholic beverages may be consumed
### Potential Social Zone* (Multi-Business) Locations

<table>
<thead>
<tr>
<th>Location 1</th>
<th>Location 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bridge, Lexington-Mt. Vernon</td>
<td>Leonard &amp; Fuller</td>
</tr>
<tr>
<td>Division, Burton-Andre</td>
<td>Leonard, Seward-Broadway</td>
</tr>
<tr>
<td>Eastern &amp; Alger</td>
<td>Michigan, Benson-Houseman</td>
</tr>
<tr>
<td>Eastern &amp; Burton</td>
<td>Michigan, Diamond-Fuller</td>
</tr>
<tr>
<td>Fulton &amp; Carlton</td>
<td>Monroe Center</td>
</tr>
<tr>
<td>Fulton &amp; Diamond</td>
<td>Ottawa-Grandville-Oakes-Cherry</td>
</tr>
<tr>
<td>Fulton, La Grave-Lafayette</td>
<td>Plainfield, Graceland-Evelyn</td>
</tr>
<tr>
<td>Ionia &amp; Commerce, Fulton-Oakes</td>
<td>Wealthy, Diamond-Fuller</td>
</tr>
<tr>
<td>Lake &amp; Carlton</td>
<td>Wealthy, Union-Eastern</td>
</tr>
<tr>
<td>Lake-Cherry-Diamond</td>
<td>Wealthy-Lake-Atlas-Norwood</td>
</tr>
</tbody>
</table>

*not necessarily full street closures*
City of Grand Rapids Recovery Update

Outdoor Space Activation Working Group

Example Social Zone (Multi-Business) Configurations
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Outdoor Space Activation Working Group

In Progress

• Finishing online “Outdoor Activation and Social Zones” guide
• Finishing special events “fast app” for application submittal
• Drafting/refining potential seating layouts for Social Zones
  • Downtown (Downtown Grand Rapids, Inc.)
  • Neighborhood business districts (City, associations, etc.)
• Identifying coordinating organizations
• Promoting availability through various media channels
• Considering fee relief – preparing options for partial, full relief
• Continuing to monitor/advocate for State legislation to expand opportunities related to alcohol in social zones
EXGR

Stages of Tourism Marketing

Stage 1:
Local Support and Promotion

Stage 2:
Encourage Locals to Invite Their Friends and Family

Stage 3:
Expand to Regional/Drive

Stage 4:
National/Full-Scale Marketing

We are here
Current Efforts
ExperienceGR.com/Travel-Updates

Virtual Events

Museum tours, live music and area events - available to you virtually - all in the comfort of your own home.

Learn More »

Support Grand Rapids/Kent County Local Restaurants
Complete the form on our website to be added to the restaurants listings!

SupportRestaurantsGR.com
ExperienceGR.com/Industry-Support

Digital Marketing Guide

Business is changing and things are moving at a rapid pace. Keeping your online presence updated is more important than ever before. Our team has created this Digital Marketing Guide to help you ensure that your online presence matches what you have to offer customers.

Learn More ›
Business Resources

ExperienceGR.com/Industry-Support

Business Resources

We've continued to research, monitor and track all facets of the tourism and hospitality industries throughout the course of the pandemic. Along the way, we've compiled the following expert guidance from the West Michigan COVID-19 Business Coalition. Experience Grand Rapids is a convening member of the coalition.

Restarting Business Operations

The West Michigan COVID-19 Business Coalition has compiled a library of resources for business owners across a variety of industries to provide some direction on best practices for restarting business operations following the COVID-19 economic shutdown.

Employee Resources

COVID WM offers assistance with unemployment and federal programs and job opportunities within the community.

Additional Assistance

Explore information on state legislation, best practices, health updates and other helpful tools provided by the West Michigan COVID-19 Business Coalition.

Learn More »
Dream Experience
GRAND RAPIDS TOMORROW
Dream Grand Today, Experience Grand Rapids Tomorrow Toolkit

Our new promotional campaign invites people to “Dream Grand” – to imagine all the cool things they can do in Grand Rapids and Kent County when they feel comfortable doing so. You can leverage our investment in traditional and social media branding by incorporating Dream Grand into your own messaging...

Learn More >
Partner Examples: Using the Toolkit

Thank You!
Visit our Contact Us webpage for phone number and email addresses of current staff.