



After



Before

Downtown Alliance Streetscape Design Guidelines

Challenge: Create a user's guide that assists private-property owners in the development of their storefronts as well as provides the City with guidelines for future public streetscape projects

- Guidelines developed through a series of workshops and individual meetings with stakeholders, downtown merchants, interest groups, city staff, and the general public
- Guidelines provide recommendations on plant selection and placement, paving materials, street furnishings, public art, and future 'greening' opportunities
- Project encompasses a 2-square mile area of downtown Grand Rapids, MI