ART AND CULTURAL MARKET

- William Campbell
- Bags by Linda
- Fare Picnic Voyage
- Golden Bridge Plaza
- Guest Fitness
- Cafe Boda
- Saigon Garden
- Sebastian and the Mood
- Missy Rose Studios
- Kavin
- Taste of the Strip
- The Skinny Lives
- Repost
- Share Pictures
- A-1 Golden Pawn & Jewelry
- Integrand Studios
- Michigan Music Alliance
- Art Daza
- Free FAMILY Fun
- Adventure Textiles
- Woof & Wander
- Dancers

MARKET OPENS
11:00 AM

LOCATION: 43RD STREET SW AT DIVISION AVE

* CAPACITY LIMITED FOR SOCIAL DISTANCING, PLEASE WEAR A MASK, PPE STATION WILL BE AVAILABLE

> DIVISION UNITED - THE RAPID SILVER LINE TOD PROJECT <

TEAM BETTER BLOCK powered by WGI
“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

Margaret Mead
HOW TO READ THIS REPORT

Team Better Block has worked with over 150 communities across five countries to develop Better Block projects. Looking at these past projects, the team identified four different types of Better Blocks according to their scale and urban context.

CATEGORIES

MAIN STREET
Main streets are a vital part of a city’s public open space system. They function as movement corridors for pedestrians, cyclists, transit, and vehicles. They also support many social and business activities. The projects in this category address the appearance and character of main streets that play a large part in determining the overall quality of life, economic health, and livability of the city.

NEIGHBORHOOD
The projects in this category focus on adapting low-density communities into sustainable, mixed-use spaces that reduce urban sprawl and the dependence on cars. Examples show how residential subdivisions can be reinvented and revitalized through changes in transit patterns, rezoning for mixed use, and adaptive reuse of existing buildings and roads.

PARKS & PLAZAS
These projects try to answer how existing public spaces can be examined and reformed to produce new vitality to the city. Based on placemaking principles, this category approaches public space from the user’s perspective.

OTHER
As urban conditions change, we are being challenged with more unique problems that do not fit into a single category. Projects in this category deal with dead shopping malls, underperforming industrial and business parks, empty big-box stores, worn-out strip malls, etc.
New technologies and manufacturing processes allow us to add elements to the street to slow drivers and improve conditions for pedestrians and cyclists without costly design processes and long construction periods. Through different projects, Team Better Block identified a palette of interventions — a toolbox that can be used for rapidly deploying projects and testing ideas in any city. These different strategies embrace improvisation where locally sourced materials may be available to fill the same functions as the commonly-used items.

Tools listed here have the ability to create an entirely new environment within the space by using modular and portable components that change the shape or aesthetic of the space. Depending on the ambition of the community and city officials, these tools can be permanent or temporary. Look for these colors when installations are identified on the following pages.

The report is composed of case studies that demonstrate the principles of building a better block in practice. The primary aim of this section is to highlight the best practices from each project.

Each case study includes basic summary facts and project statistics, a description of the design process, evaluation of the project’s success and limitations, lessons learned, and the value gained, selected comments by clients, users and community groups.

The following pages explain the layout that is used to guide the reader through the projects.
CASE STUDY

DIVISION UNITED - THE RAPID SILVER LINE TOD PROJECT

LOCATION

KENTWOOD & WYOMING, MI

INTRODUCTION

The Grand Rapids region is growing faster than anywhere else in the state of Michigan. A significant portion of that growth is along the northern terminus of the The Rapid’s Silver Line BRT service in downtown Grand Rapids. As part of the Division United initiative that identified strategies to spur Transit Oriented Development (TOD) along the Silver Line corridor, Team Better Block powered by WGI conducted a series of Better Block projects along the corridor.

Our team engaged with the local community to create enhanced public spaces, calmed streets, pop-up businesses, and public art. We partnered with local volunteers to build these Better Block installations.

The goal of the overall project is to integrate land use and transportation planning with transit capital investments, thereby improving economic development, ridership, accessibility, and catalyzing private sector development. Using the outcomes and lessons learned from these Better Block pilot projects, WGI made recommendations on how to incorporate these strategies into the overall Silver Line TOD plan.
DIVISION UNITED
THE RAPID
SILVER LINE TOD

LOCATION
DIVISION AVE. AT 43RD ST.
Kentwood & Wyoming, MI

DATE
OCTOBER 3RD, 2020

The corner of 43rd and Division was selected because of the new businesses and existing creativity in both Kentwood and Wyoming. An Asian cultural district with food, art and crafts was already in place while a new coffee shop and arts venue is currently in the works. After meeting with the community virtually and exploring the location on two separate walking tours, we knew this was the right place to start transforming.

Existing Condition Division Ave. at 43RD St.

DIVISION UNITED
THE RAPID
SILVER LINE TOD

LOCATION
DIVISION AVE. AT 43RD ST.
KENTWOOD & WYOMING, MI

DATE
OCTOBER 3RD, 2020

WHAT?
CONCEPT PLAN
Placemaking Plan

PARTNERS

INTERVENTIONS
BIKE LANE
CROSSWALK
POP-UP SHOP
SEATING
FOOD TRUCK
ACTIVITY
LANDSCAPING
DIGITAL FABRICATION
WAYFINDING
ART

MURAL
STAGE
POP-UP SHOPS
TRANSIT STOP
TO GO KIOSK
PARKLET
TRANSIT STOP
43RD ST SE
MURRAY ST SE
MURRAY ST SW
DIVISION AVE S
DIVISION AVE S
MURRAY ST SE
MAPLELAWN ST SE
43RD ST SW
43RD ST SW
MAPLELAWN ST SW
TO GO KIOSK
PARKLET
TRANSIT STOP
TRANSIT STOP
43RD ST SE
MURRAY ST SE
MURRAY ST SW
DIVISION AVE S
DIVISION AVE S

LEGEND
BUS ONLY LANE
BULBOUTS
LANDSCAPING MEDIAN
**DIVISION UNITED**
**THE RAPID**
**SILVER LINE TOD**

**LOCATION**
DIVISION AVE. AT 43RD ST.
Kentwood & Wyoming, MI

**DATE**
OCTOBER 3rd, 2020

**WHAT?**

**PARTNERS**

**AFTER BETTER BLOCK**
> Completed Division Ave. at 43RD St.
DIVISION UNITED
THE RAPID
SILVER LINE TOD

LOCATION
DIVISION AVE. AT 43RD ST.
KENTWOOD & WYOMING, MI

WHAT?
> Completed Division Ave. at 43RD St.

PARTNERS

INTERVENTIONS
- Bike Lane
- Pop-Up Shop
- Landscaping
- Crosswalk
- Seating
- Food Trucks
- Activity
- Digital Fabrication
- Traffic Calming
- Wayfinding

DATE
OCTOBER 3RD, 2020
DIVISION UNITED
THE RAPID SILVER LINE TOD
LOCATION
DIVISION AVE. AT 43RD ST.
Kentwood & Wyoming, MI

OCTOBER 3RD, 2020

WHAT?

PARTNERS
## WHAT

**DIVISION UNITED**

**THE RAPID SILVER LINE TOD**

## LOCATION

**DIVISION AVE. AT 43RD ST.**

**KENTWOOD & WYOMING, MI**

## DATE

**OCTOBER 3RD, 2020**

## INTERVENTIONS

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>BIKE LANE</th>
<th>CROSSWALK</th>
<th>POP-UP SHOP</th>
<th>SEATING</th>
<th>DIGITAL FABRICATION</th>
<th>FOOD TRUCK</th>
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</table>

## PARTNERS

DIVISION UNITED
THE RAPID
SILVER LINE TOD

LOCATION
DIVISION AVE. AT 43RD ST.
KENTWOOD & WYOMING, MI

DATE
OCTOBER 3RD, 2020

PARTNERS
The Rapid, City of Wyoming, City of Kentwood, The
Stray Music & Arts Cafe, The Urban Sparks LLC,
Paris Picnic Vintage, Golden Bridge Plaza, Cafe
Boba, Saigon Garden, William Campbell, Bags by
Linda, Quest Fitness, Sebastian and the Mood,
Missy Rose Studio, Kanin Elizabeth, The Skinny
Limbs, John & Joe, Cindy Awrey, A-1 Golden Pawn
& Jewellery, Integrand Studies, Michigan Music
Alliance, Art Daza, Adventure Textiles, Woof &
Wander, Proactive, and Dancers.

Community Engagement
# Better Block Case Study: Division United

## Location
**Division Ave. at 43rd St.**
**Kentwood & Wyoming, MI**

## Date
**October 3rd, 2020**

## Category
- **Main Street Neighborhood**
- **Park & Plaza**
- **Other**

## Interventions
<table>
<thead>
<tr>
<th>Category</th>
<th>Activity</th>
<th>Interventions</th>
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<tbody>
<tr>
<td>Bike Lane</td>
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<td>Pop-up Shop</td>
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<td>Digital Fabrication</td>
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</table>

## Partners

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**Community Engagement**
Community Engagement

Community Engagement

**WHAT?**

**DIVISION UNITED**

**THE RAPID SILVER LINE TOD**

**LOCATION**

DIVISION AVE. AT 43RD ST.

KENTWOOD & WYOMING, MI

**DATE**

OCTOBER 3RD, 2020

**PARTNERS**


---

**INTERVENTIONS**

<table>
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<tr>
<th>CATEGORY</th>
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**AFTER BETTER BLOCK**
**What?**

**Division United**
**The Rapid Silver Line TOD**

**Location**
Division Ave. at 43rd St.  
Kentwood & Wyoming, MI

**Date**
October 3rd, 2020

**Interventions**
- Bike Lane
- Pop-Up Shop
- Dog Grooming
- Food Truck
- Landscape

**Partners**
DIVISION UNITED
THE RAPID SILVER LINE TOD

LOCATION
DIVISION AVE. AT 43RD ST.
KENTWOOD & WYOMING, MI

DATE
OCTOBER 3rd, 2020

CATEGORY
MAIN STREET NEIGHBORHOOD PARK & PLAZA OTHER

INTERVENTIONS
BIKE LANE CROSSWALK TRAFFIC CALMING PARKLET
POP-UP SHOP SEATING FOOD TRUCK ACTIVITY
LANDSCAPING DIGITAL FABRICATION WAYFINDING ART

PARTNERS
DIVISION UNITED
THE RAPID SILVER LINE TOD

LOCATION
DIVISION AVE. AT 43RD ST.
KENTWOOD & WYOMING, MI

DATE
OCTOBER 3rd, 2020

CATALOG
MAIN STREET NEIGHBORHOOD PARK & PLAZA OTHER

INTERVENTIONS
BIKE LANE CROSSWALK TRAFFIC CALMING PARKLET
POP-UP SHOP SEATING FOOD TRUCK ACTIVITY
LANDSCAPING DIGITAL FABRICATION WAYFINDING ART

PARTNERS:
## What?
**Division United**

**The Rapid Silver Line TOD**

**Location**
Division Ave. at 43rd St.
Kentwood & Wyoming, MI

**Date**
October 3rd, 2020

### Category
- Bike Lane
- Pop-Up Shop
- Landscaping
- Crosswalk
- Seating
- Food Truck
- Digital Fabrication
- Wayfinding
- Activity

### Interventions
- Voter Registration
- Main Street Neighborhood Park & Plaza
- Other

### Partners
WHAT?
DIVISION UNITED
THE RAPID
SILVER LINE TOD

LOCATION
DIVISION AVE. AT 43RD ST.
KENTWOOD & WYOMING, MI

DATE
OCTOBER 3RD, 2020

PARTNERS
DIVISION UNITED
THE RAPID LINE TOD

LOCATION
DIVISION AVE. AT 43RD ST.
KENTWOOD & WYOMING, MI

DATE
OCTOBER 3RD, 2020

CATEGORIES
MAIN STREET NEIGHBORHOOD PARK & PLAZA OTHER

INTERVENTIONS
BIKE LANE CROSSWALK TRAFFIC CALMING PARKLET
POP-UP SHOP SEATING FOOD TRUCK ACTIVITY
LANDSCAPING DIGITAL FABRICATION WAYFINDING ART

PARTNERS

### Sidewalk Reclamation

**BEFORE**

**AFTER**
WHAT?

CROSSING DISTANCE BEFORE & AFTER

BEFORE

AFTER

Midblock Crossing with Median Refuge

63% SHORTER CROSSING DISTANCE

68 FT

25 FT
**WHAT?**

**SIGHT TRIANGLE BEFORE & AFTER**

**Traffic Speeds**

- Before Street Improvements: 14.7 mph
- After Street Improvements: 38 mph

**Sound Decibels**

- Before: 66 Decibals
  - Can be compared to the sound of a constant vacuum cleaner.
- After: 46 Decibals
  - Can be compared to the sound of a conversation at home.
The budding art and culture district will benefit from the application of placemaking triangulation supported by public and private entities.
The future Stray Music & Arts Cafe will be one of the anchors of the emerging art and culture district. On an annual basis the city should permit the owners to close the street for special events and simplify the permitting process. A relationship has already been established and prices have been set for a local traffic firm to perform traffic control. Moreover during the build out of the Cafe, placemaking triangulation should occur on existing right of way.
# 43RD CASE STUDY

## TEAM BETTER BLOCK

### DIVISION UNITED

**THE RAPID**

**SILVER LINE TOD**

### LOCATION

DIVISION AVE. AT 43RD ST.

KENTWOOD & WYOMING, MI

### WHAT?

**> COMFORT**

### INTERVENTIONS

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### AFTER BETTER BLOCK
### DIVISION UNITED
### THE RAPID SILVER LINE TOD

#### CATEGORY
- Main Street
- Neighborhood
- Park & Plaza
- Other

#### INTERVENTIONS
- Bike Lane
- Crosswalk
- Traffic Calming
- Pop-up Shop
- Seating
- Food Truck
- Activity
- Landscaping
- Digital Fabrication
- Wayfinding
- Art

#### WHAT?

#### LOCATION

DIVISION AVE. AT 43RD ST.  
Kentwood & Wyoming, MI

#### AFTER BETTER BLOCK

> THINGS TO DO

![Image of outdoor events and activities](image-url)
DIVISION UNITED
THE RAPID
SILVER LINE TOD

WHAT?

LOCATION
DIVISION AVE. AT 43RD ST.
KENTWOOD & WYOMING, MI

INTERVENTIONS
> FOOD & DRINK

CATEGORY

DIVISION UNITED
THE RAPID
SILVER LINE TOD

LOCATION
DIVISION AVE. AT 43RD ST.
KENTWOOD & WYOMING, MI

INTERVENTIONS
> FOOD & DRINK

CATEGORY

FOOD & DRINK
Bike Lane
Pop-Up Shop
Landscaping
Digital Fabrication
Wayfinding
Activity
Traffic Calming
PARKLET
Crosswalk
Food Truck
Seating
Main Street Neighborhood Park & Plaza
Other

DIVISION UNITED
THE RAPID
SILVER LINE TOD

LOCATION
DIVISION AVE. AT 43RD ST.
KENTWOOD & WYOMING, MI

INTERVENTIONS
> FOOD & DRINK

CATEGORY

FOOD & DRINK
Bike Lane
Pop-Up Shop
Landscaping
Digital Fabrication
Wayfinding
Activity
Traffic Calming
PARKLET
Crosswalk
Food Truck
Seating
Main Street Neighborhood Park & Plaza
Other