EVERYONE'S CORNER 11:00 AM - 3:00 PM

FREE FAMILY FUN

> LOCATION: BURTON STREET 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

GRAND RAPIDS, 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 BURTON ST.
GRAND RAPIDS, MI

DATE
OCTOBER 3rd, 2020

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

PARTNERS
The City of Grand Rapids, The Rapid, Robbins Lockshop, Samaria J's Salon, Las Rocas, Proactive, Business Connect, El Globo Restaurant, Hispanic Chamber of Commerce, Kula Yoga, Woods & Woods Catering, Seel LLC, Dos Amigos, Ferris State University, and Boost Mobile

Burton at Division is the heart of the Burton Heights neighborhood and capital of South Division. The city parking lot is seen as an underutilized public space and the community voiced a desire to transform it into a community asset with a market, seating, art and culture.
DIVISION UNITED
THE RAPID
SILVER LINE TOD

LOCATION
DIVISION AVE. AT BURTON ST.
GRAND RAPIDS, MI

DATE
OCTOBER 3RD, 2020

INTERVENTIONS
BEGIN LANE
CROSSWALK
TRAFFIC CALMING
PARKLET
LANDSCAPING
DIGITAL FABRICATION
WAYFINDING
ART

PARTNERS
The City of Grand Rapids, The Rapid, Robbins Lockshop, Samaria J’s Salon, Las Rocos, Proactive, Business Connect, El Globo Restaurant, Hispanic Chamber of Commerce, Kula Yoga, Woods & Woods Catering, Seel LLC, Dos Amigos, Ferris State University, and Boost Mobile

Based on past community plans like the South Division Plan, we designed a public space that reflected the unique heritage of the neighborhood.
DIVISION UNITED
THE RAPID
SILVER LINE TOD

LOCATION
DIVISION AVE. AT BURTON ST.
GRAND RAPIDS, MI

DATE
OCTOBER 3RD, 2020

CATEGORY
PUBLIC STREET, NEIGHBORHOOD PARK & PLAZA, OTHER

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

CONCEPT PLAN
Placemaking Rendering

PARTNERS
The City of Grand Rapids, The Rapid, Robbins Lockshop, Samaria J’s Salon, Las Rocas, Proactive, Business Connect, El Globo Restaurant, Hispanic Chamber of Commerce, Kula Yoga, Woods & Woods Catering, Seel LLC, Dos Amigos, Ferris State University, and Boost Mobile
**WHAT?**

**DIVISION UNITED THE RAPID SILVER LINE TOD**

**LOCATION**
DIVISION AVE. AT BURTON ST.
GRAND RAPIDS, 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

**CONCEPT PLAN**
Placemaking Rendering

**PARTNERS**
The City of Grand Rapids, The Rapid, Robbins Lockshop, Samaria J’s Salon, Las Rocas, Proactive, Business Connect, El Globo Restaurant, Hispanic Chamber of Commerce, Kula Yoga, Woods & Woods Catering, Seel LLC, Dos Amigos, Ferris State University, and Boost Mobile
**WHAT?**

**DIVISION UNITED THE RAPID SILVER LINE TOD**

**LOCATION**
DIVISION AVE. AT BURTON ST.
GRAND RAPIDS, MI

**DATE**
OCTOBER 3RD, 2020

**CATEGORY**

**INTERVENTIONS**

**PARTNERS**
The City of Grand Rapids, The Rapid, Robbins Lockshop, Samaria J's Salon, Las Rocas, Proactive, Business Connect, El Globo Restaurant, Hispanic Chamber of Commerce, Kula Yoga, Woods & Woods Catering, Seel LLC, Dos Amigos, Ferris State University, and Boost Mobile

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**CONCEPT PLAN**

**Transportation Plan**

---

**LEGEND**

- BUS ONLY LANE
- BIKE LANE
- BULBOUTS
DIVISION UNITED
THE RAPID
SILVER LINE TOD

LOCATION
DIVISION AVE. AT BURTON ST.
GRAND RAPIDS, MI

DATE
OCTOBER 3RD, 2020

CATEGORY

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

PARTNERS
The City of Grand Rapids, The Rapid, Robbins Lockshop, Samaria J’s Salon, Las Rocas, Proactive, Business Connect, El Globo Restaurant, Hispanic Chamber of Commerce, Kula Yoga, Woods & Woods Catering, Seel LLC, Dos Amigos, Ferris State University, and Boost Mobile
**DIVISION UNITED**
**THE RAPID**
**SILVER LINE TOD**

**LOCATION**
DIVISION AVE. AT BURTON ST.
GRAND RAPIDS, MI

**DATE**
OCTOBER 3RD, 2020

**CATEGORY**

**INTERVENTIONS**
- Bike Lane
- Pop-up Shop
- Landscaping
- Wayfinding
- Art
- Food Truck
- Digital Fabrication
- Activity
- Parking
- Seating

**PARTNERS**
The City of Grand Rapids, The Rapid, Robbins Lockshop, Samaria J’s Salon, Las Rocos, Proactive, Business Connect, El Globo Restaurant, Hispanic Chamber of Commerce, Kula Yoga, Woods & Woods Catering, Seel LLC, Dos Amigos, Ferris State University, and Boost Mobile
# Burton Case Study: Better Block

## What?

**Division United**

**The Rapid Silver Line TOD**

## Location

**Division Ave. at Burton St.**

**Grand Rapids, MI**

## Date

**October 3rd, 2020**

## Category

- Main Street Neighborhood
- Park & Plaza
- Other

## Interventions

<table>
<thead>
<tr>
<th>Category</th>
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</thead>
<tbody>
<tr>
<td>Bike Lane</td>
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<td>Art</td>
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<tr>
<td>Seating</td>
<td>Fabrification</td>
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<tr>
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<td>Art</td>
<td>Landscaping</td>
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<tr>
<td>Digital</td>
<td>Activity</td>
</tr>
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</table>

## Partners

The City of Grand Rapids, The Rapid, Robbins Lockshop, Samaria J's Salon, Las Rocas, Proactive, Business Connect, El Globo Restaurant, Hispanic Chamber of Commerce, Kula Yoga, Woods & Woods Catering, Seel LLC, Dos Amigos, Ferris State University, and Boost Mobile
**DIVISION UNITED THE RAPID SILVER LINE TOD**

**LOCATION**
DIVISION AVE. AT BURTON ST.
GRAND RAPIDS, MI

**DATE**
OCTOBER 3rd, 2020

**CATEGORY**
MAIN STREET NEIGHBORHOOD PARK & PLAZA OTHER

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

**PARTNERS**
The City of Grand Rapids, The Rapid, Robbins Lockshop, Samaria J's Salon, Las Rocas, Proactive, Business Connect, El Globo Restaurant, Hispanic Chamber of Commerce, Kula Yoga, Woods & Woods Catering, Seel LLC, Dos Amigos, Ferris State University, and Boost Mobile
# Burton Case Study

**Better Block**

**Date:** October 3rd, 2020

**Location:** Division Ave. at Burton St.
Grand Rapids, MI

<table>
<thead>
<tr>
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<td>Bike Lane</td>
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<td>Park &amp; Plaza</td>
<td>DIGITAL</td>
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<td>Other</td>
<td>SEATING</td>
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<td>Digital Fabrication</td>
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**Partners:**
The City of Grand Rapids, The Rapid, Robbins Lockshop, Samaria’s Salon, Las Rocas, Proactive, Business Connect, El Globo Restaurant, Hispanic Chamber of Commerce, Kula Yoga, Woods & Woods Catering, Seel LLC, Dos Amigos, Ferris State University, and Boost Mobile
# Burton Case Study

## Better Block

**Location**  
Division Ave. at Burton St.  
Grand Rapids, 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**  
The City of Grand Rapids, The Rapid, Robbins Lockshop, Samaria’s Salon, Las Rocos, Proactive, Business Connect, El Globo Restaurant, Hispanic Chamber of Commerce, Kula Yoga, Woods & Woods Catering, Seel LLC, Dos Amigos, Ferris State University, and Boost Mobile
DIVISION UNITED
THE RAPID
SILVER LINE TOD

LOCATION
DIVISION AVE. AT BURTON ST.
GRAND RAPIDS, MI

DATE
OCTOBER 3RD, 2020

CATEGORY
PUBLIC SPACE, NEIGHBORHOOD PARK & PLAZA, OTHER

INTERVENTIONS
Bike Lane, Pop-Up Shop, Landscaping, Digital Fabrication, Art, Crosswalk, Seating, Food Truck, Parklet, Traffic Calming, Wayfinding, Activity

PARTNERS
The City of Grand Rapids, The Rapid, Robbins Lockshop, Samaria J's Salon, Las Rocas, Proactive, Business Connect, El Globo Restaurant, Hispanic Chamber of Commerce, Kula Yoga, Woods & Woods Catering, Seel LLC, Dos Amigos, Ferris State University, and Boost Mobile
DIVISION UNITED
THE RAPID
SILVER LINE TOD

LOCATION
DIVISION AVE. AT BURTON ST.
GRAND RAPIDS, 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
The City of Grand Rapids, The Rapid, Robbins Lockshop, Samaria J’s Salon, Las Rocas, Proactive, Business Connect, El Globo Restaurant, Hispanic Chamber of Commerce, Kula Yoga, Woods & Woods Catering, Seel LLC, Dos Amigos, Ferris State University, and Boost Mobile
## Burton Case Study

### Better Block

#### Location
Division Ave. at Burton St.
Grand Rapids, MI

#### Date
October 3rd, 2020

#### Category
Main Street Neighborhood, Park & Plaza, Other

#### Interventions
- Bike Lane
- Crosswalk
- Fabric Calming
- Pop-Up Shop
- Seating
- Food Truck
- Activity
- Landscaping
- Digital Fabrication
- Wayfinding
- Art

#### Partners
The City of Grand Rapids, The Rapid, Robbins Lockshop, Samaria J's Salon, Las Rocas, Proactive, Business Connect, El Globo Restaurant, Hispanic Chamber of Commerce, Kula Yoga, Woods & Woods Catering, Seel LLC, Dos Amigos, Ferris State University, and Boost Mobile
## Burton Case Study

### Better Block

#### Division United

**The Rapid Silver Line TOD**

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### Interventions

- Bike Lane
- Crosswalk
- Traffic Calming
- Pop-Up Shop
- Seating
- Food Truck
- Activity
- Landscaping
- Digital Fabrication
- Wayfinding
- Art
DIVISION UNITED
THE RAPID
SILVER LINE TOD

LOCATION
DIVISION AVE. AT BURTON ST.
GRAND RAPIDS, MI

OCTOBER 3RD, 2020

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

PARTNERS
The City of Grand Rapids, The Rapid, Robbins Lockshop, Samaria's Salon, Las Rocas, Proactive, Business Connect, El Globo Restaurant, Hispanic Chamber of Commerce, Kula Yoga, Woods & Woods Catering, Seel LLC, Dos Amigos, Ferris State University, and Boost Mobile

Community Engagement
### DIVISION UNITED

**THE RAPID SILVER LINE TOD**

**LOCATION**

DIVISION AVE. AT BURTON ST.  
GRAND RAPIDS, MI

**DATE**

OCTOBER 3RD, 2020

**CATEGORY**

- Main Street
- Neighborhood
- Park & Plaza
- Other

**INTERVENTIONS**

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

**PARTNERS**

The City of Grand Rapids, The Rapid, Robbins Lockshop, Samaria’s Salon, Las Rocas, Proactive, Business Connect, El Globo Restaurant, Hispanic Chamber of Commerce, Kula Yoga, Woods & Woods Catering, Seel LLC, Dos Amigos, Ferris State University, and Boost Mobile
**DIVISION UNITED\nTHE RAPID\nSILVER LINE TOD**

**LOCATION**
DIVISION AVE. AT BURTON ST.\nGRAND RAPIDS, MI

**DATE**
OCTOBER 3RD, 2020

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

**INTERVENTIONS**
- Bike Lane
- Pedestrian
- Traffic Calming
- Parkelet
- Pop-Up Shop
- Seating
- Food Truck
- Activity
- Landscaping
- Digital Fabrication
- Wayfinding
- Art

**PARTNERS**
The City of Grand Rapids, The Rapid, Robbins Lockshop, Samaria’s Salon, Las Rocas, Proactive, Business Connect, El Globo Restaurant, Hispanic Chamber of Commerce, Kula Yoga, Woods & Woods Catering, Seel LLC, Dos Amigos, Ferris State University, and Boost Mobile
DIVISION UNITED
THE RAPID
SILVER LINE TOD

LOCATION
DIVISION AVE. AT BURTON ST.
GRAND RAPIDS, MI

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

RECOMMENDATIONS
The city owned parking lot should transition into a community programmed public space. This project provided the community with an organizing event and basic infrastructure (chairs, tables, tents) to conduct future programming. A free annual permit should be awarded to conduct the events for free in the future.

THINGS TO DO
VIBRANCY
SHADE
LOW NOISE
SEATING
COMFORT

PLACEMAKING TRIANGULATION

PUBLIC SPACE
Analysis

Public spaces often lack fundamental elements to make them active. Triangulating comfort, activities, and refreshments is proven to be a recipe for activating public spaces. Better Block uses these in combination with programming sourced from local talent to create vibrant public spaces. For further definition on placemaking triangulation see the Better Block Field Guide.

Pittsfield perfectly executed the triangulation in two areas as described below.
The city owned parking lot should transition into a community programmed public space. This project provided the community with an organizing event and basic infrastructure (chairs, tables, tents) to conduct future programming. A free annual permit should be awarded to conduct the events for free in the future.
The parking area was transformed into a place by triangulating food, comfort and things to do within close walking proximity.
DIVISION UNITED
THE RAPID
SILVER LINE TOD

WHAT?

> COMFORT

LOCATION
DIVISION AVE. AT BURTON ST.
GRAND RAPIDS, MI

CATEGORY

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

AFTER BETTER BLOCK
DIVISION UNITED
THE RAPID SILVER LINE TOD

LOCATION
DIVISION AVE. AT BURTON ST.
GRAND RAPIDS, MI

CATEGORY
MAIN STREET
NEIGHBORHOOD
PARK & PLAZA
OTHER

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

WHAT?

> THINGS TO DO

AFTER BETTER BLOCK
### Burton Case Study: Better Block

#### Division United

**The Rapid Silver Line TOD**

**Location**
Division Ave. at Burton St.
Grand Rapids, MI

**Category**
- Food & Drink
- LTE: Bike Lane
- LTE: Pop-Up Shop
- Landscaping
- Digital Fabrication

**Interventions**
- DIVISION UNITED
- THE RAPID
  - FOOD & DRINK

**Location**
Division Ave. at Burton St.
Grand Rapids, MI

**Interventions**
- DIVISION UNITED
- THE RAPID
  - FOOD & DRINK

---

**What?**

**Interactions**
- Food & Drink
- LTE: Bike Lane
- LTE: Pop-Up Shop
- Landscaping
- Digital Fabrication

**Location**
Division Ave. at Burton St.
Grand Rapids, MI

**Interventions**
- DIVISION UNITED
- THE RAPID
  - FOOD & DRINK

---

**What?**

**Interactions**
- Food & Drink
- LTE: Bike Lane
- LTE: Pop-Up Shop
- Landscaping
- Digital Fabrication

**Location**
Division Ave. at Burton St.
Grand Rapids, MI

**Interventions**
- DIVISION UNITED
- THE RAPID
  - FOOD & DRINK