



REQUEST FOR GRAND RAPIDS EDA ACTION

AGENDA DATE: July 23, 2026

STATEMENT OF ISSUE: Consider entering into a professional services agreement with Lane Design Group for the preparation of a Downtown Pedestrian Wayfinding Plan.

PREPARED BY: Rob Mattei, Executive Director

BACKGROUND:

As we've discussed, the Grand Rapids Downtown Plan addresses public realm and streetscape strategies. These recommendations are key elements to improve the public right of way in a manner that solidifies and enhances placemaking and identity in the Downtown. These are the elements that are first seen or recognized by visitors and travelers and help them navigate around the Downtown.

A specific action that is recommended in the Downtown Plan and which is also incorporated into GREDA's grant from the Blandin Foundation, involves the planning, design and installation of a pedestrian wayfinding in the Downtown.

GREDA staff, working with the Grand Rapids Downtown Alliance have selected the firm of Lane Design Group of Mahtomedi, MN to prepare a plan and design for pedestrian wayfinding. Lane Design has a significant depth of experience in this unique niche design area.

The attached professional services agreement details the agreed upon scope of work to be provided for a not to exceed fee of \$51,840. This cost is well within our budgeted cost for this service, within the Blandin Foundation grant.

RECOMMENDATION:

Review the professional services agreement with Lane Design Group for the preparation of a Downtown Pedestrian Wayfinding Plan.

REQUIRED ACTION: Make a motion to enter into a professional services agreement with Lane Design Group for the preparation of a Downtown Pedestrian Wayfinding Plan. professional services agreement with Lane Design Group for the preparation of a Downtown Pedestrian Wayfinding Plan.