



**CITY OF GRAND HAVEN
GRAND HAVEN, MICHIGAN
AGENDA FOR
SPECIAL CITY COUNCIL WORK SESSION
GRAND HAVEN CITY HALL*
COUNCIL CHAMBERS
519 WASHINGTON AVE
August 17, 2026
6:30 PM**

1. CALL TO ORDER

2. ROLL CALL

3. PRESENTATIONS

A. Centertown Vision Plan – Auyush Patel, Associate Planner at McKenna

4. ADJOURNMENT



City of Grand Haven Centertown Vision Plan Update

Monday, August 17, 2026

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Presenters & Team

Christopher Khorey, AICP – McKenna
Vice President | *Project Director*



Har Ye Kan, AICP, CAPS – HYK Consulting
Project Manager & Urban Design Specialist



Kevin Garcia, AICP, CNU-A – McKenna
Principal Planner | *Public Engagement*



Nick Rolinski, RA– NR Architecture
Architecture and Urban Design Specialist



Aayush Patel, AICP – McKenna
Associate Planner |
Urban Design



Process

..... DISCOVERY DESIGN REVIEW & ADOPTION

January 16
**Focus Groups,
 Community Open House
 #1 & Online Survey**

February 13
Online Survey Closes

January - February
**Feedback Synthesis &
 Initial Findings**

March - April
**Conceptual Design
 Options**

May
**Community Open House
 #2**
**Draft Centertown Vision
 Update Report**

Summer - Fall
**Centertown Vision
 Update Plan Review,
 Revisions & Adoption**



What Centertown has Achieved Since 2014

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Progress Since 2014

KEY WINS

- **Organization of the Centertown Business Group**
- **Programmatic activation with events year-round** (e.g. Chowdown Centertown, Wine About Winter, Chalk the Walk, Tote Club Days, Santa in Centertown)
- **Private property enhancements & redevelopment interest**
- **Washington Ave streetscape improvements**

QUIET PROGRESS

- **Art installation & murals**
- **New benches & 7th Street streetscape concepts**
- **MDOT Beacon Boulevard concepts in progress**





What We Learned

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Background Assessment

2014 CENTERTOWN VISION

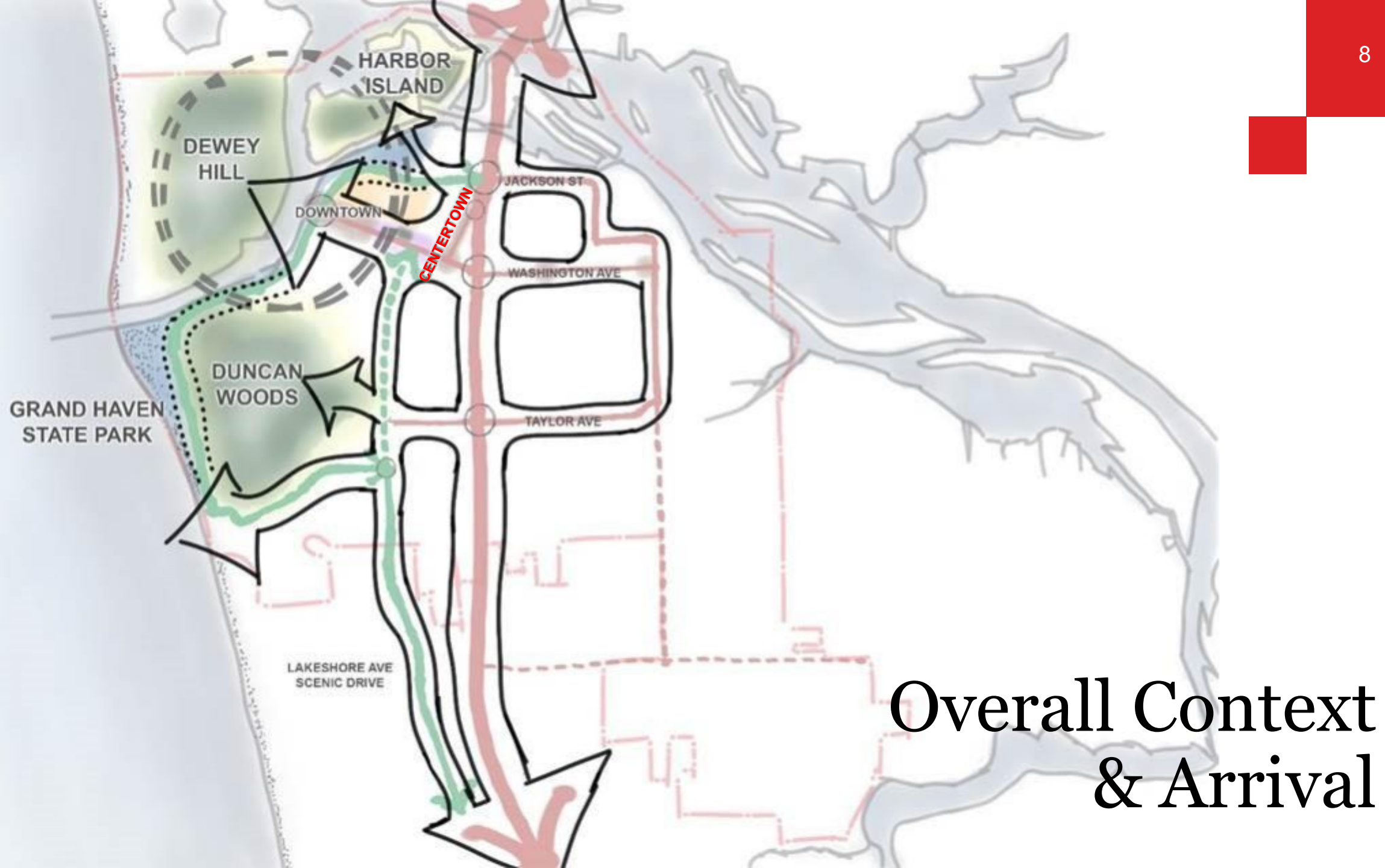
Attraction, Vibrancy, Value, Distinctiveness

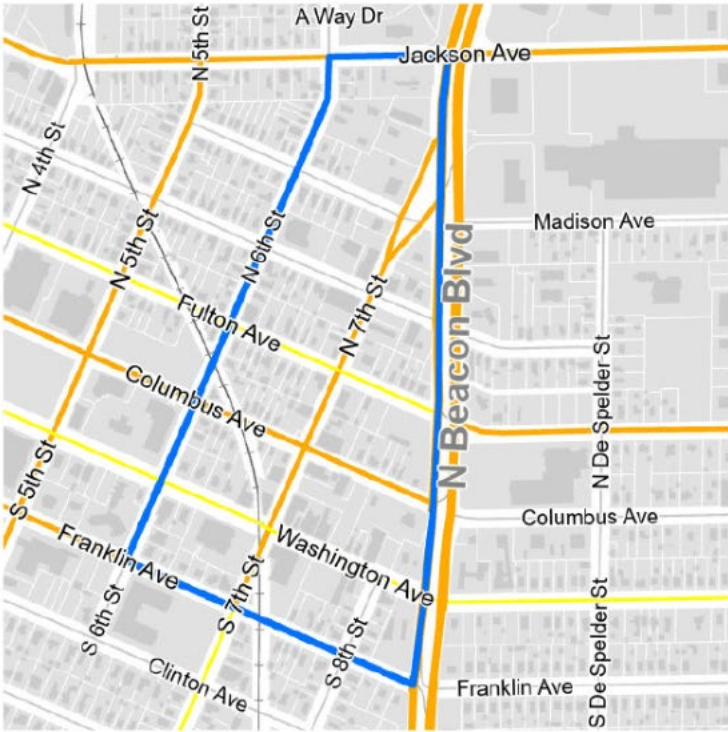
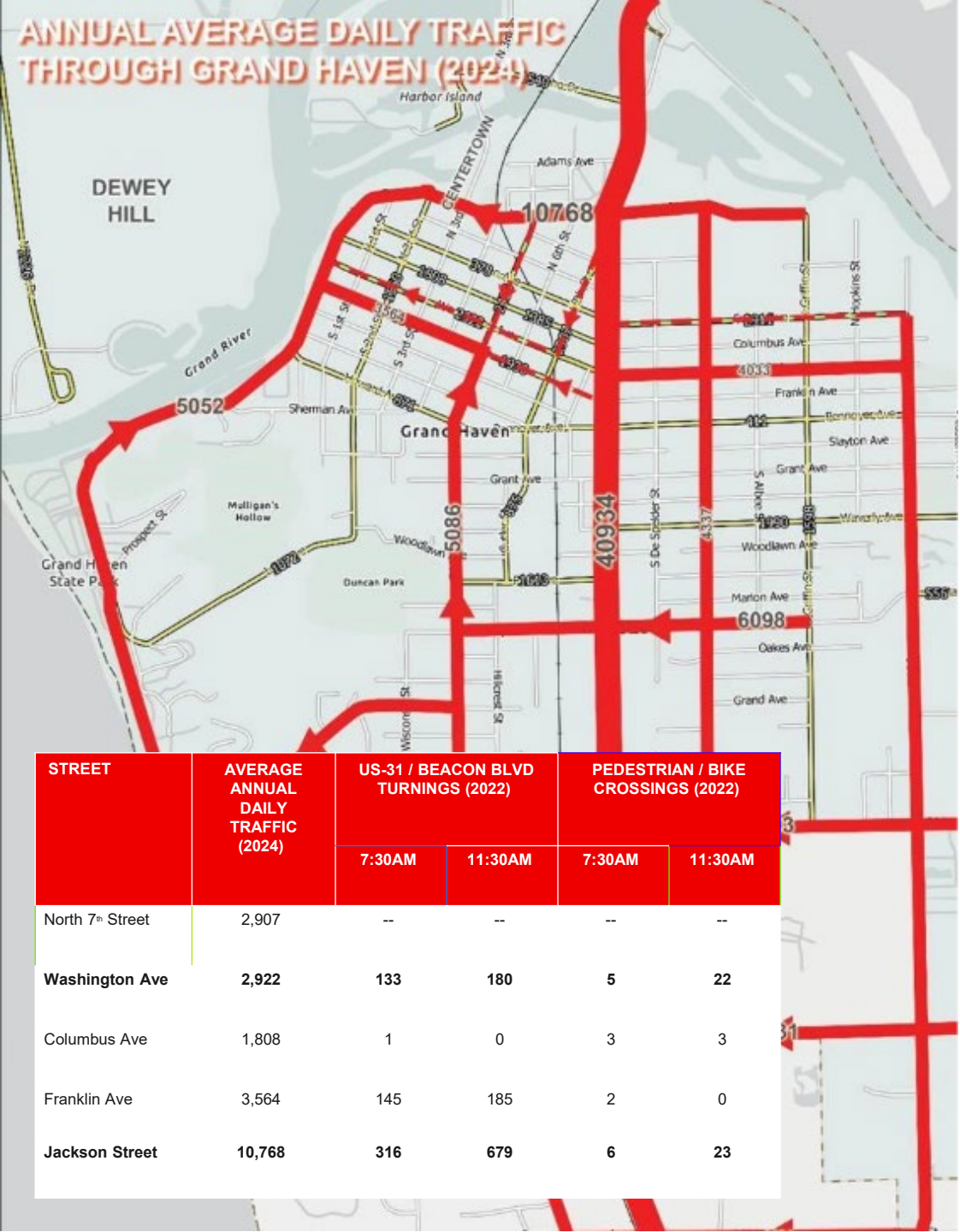
2016 MASTER PLAN

2023 MASTER PLAN UPDATE

- **Near-Term:** Zoning Amendments, Better Landscaping
- **Mid-Term Priority:** Centertown Design Pattern Book, Promote Adaptive Re-Use







LEGEND

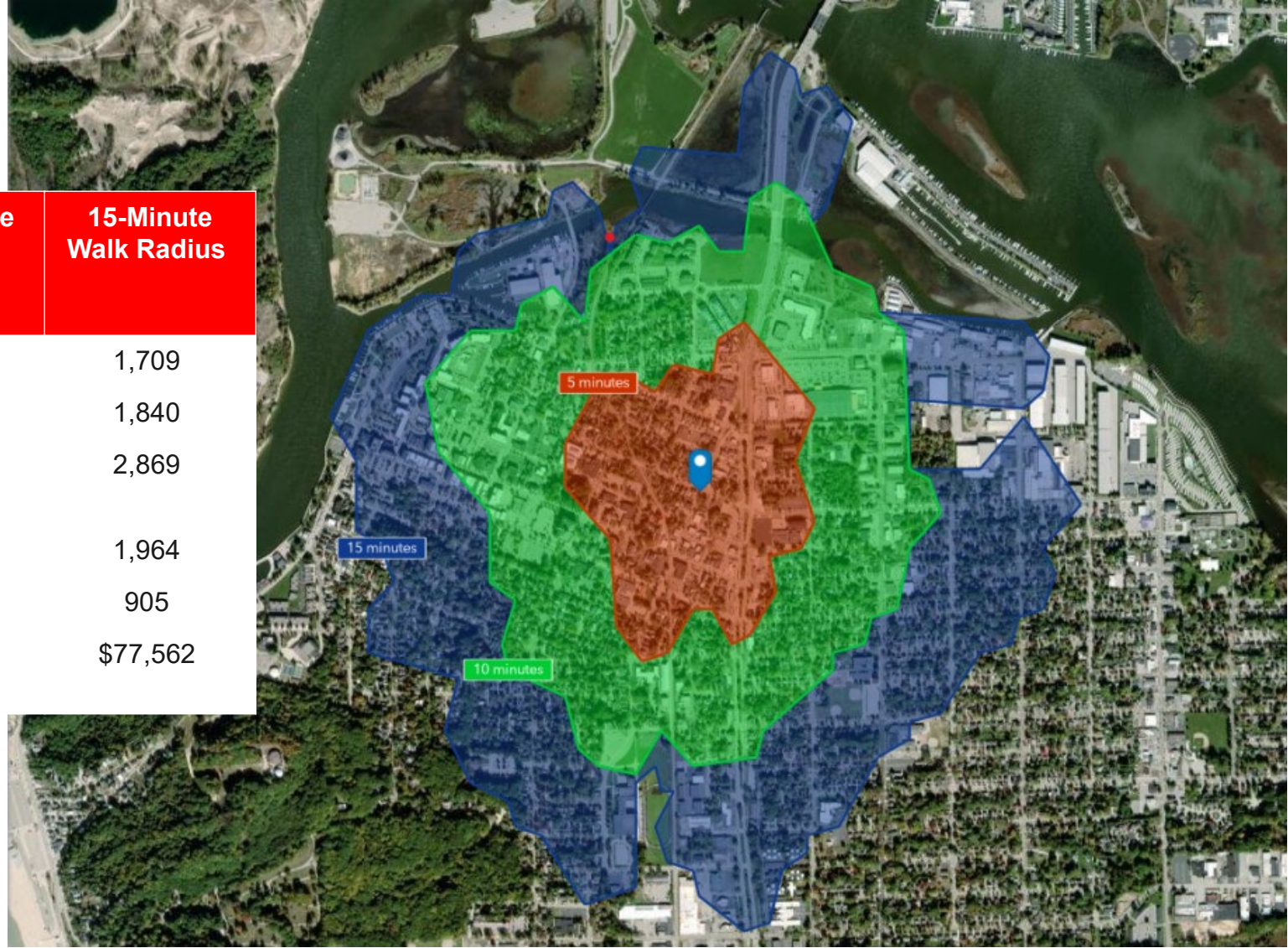
- Centertown
- Minor Arterial
- Major Collector
- Minor Collector
- Local Roads
- Non-Certified
- Railroads



Overall Traffic Network & Volumes

Market Analysis

Indicator	Centertown	5-Minute Walk Radius	10-Minute Walk Radius	15-Minute Walk Radius
2010 Population	266	570	1,496	1,709
2025 Population	294	647	1,795	1,840
2025 Daytime Population	863	1,723	2,625	2,869
Workers	726	1,422	1,777	1,964
Resident	137	301	848	905
2025 Median Household Income	\$65,336	\$66,948	\$67,469	\$77,562



Market Analysis

Industry	5-Minute Walk	10-Minutes' Walk	15 Minutes' Walk
	SPI	SPI	SPI

Apparel & Services	84	79	85
Education	84	81	89
Entertainment	82	79	88
Food at Home	84	80	86
Food away from Home	82	78	85
Healthcare	82	80	89
HH Furnishing & Equipment	82	79	88
Personal Care Products & Services	83	79	87
Shelter	83	79	86
Support Payments/Gifts in Kind	80	79	90
Travel	79	77	88
Vehicle Maintenance	85	81	88

Industry	5-Minute Walk	10-Minutes' Walk	15 Minutes' Walk
	MPI	MPI	MPI

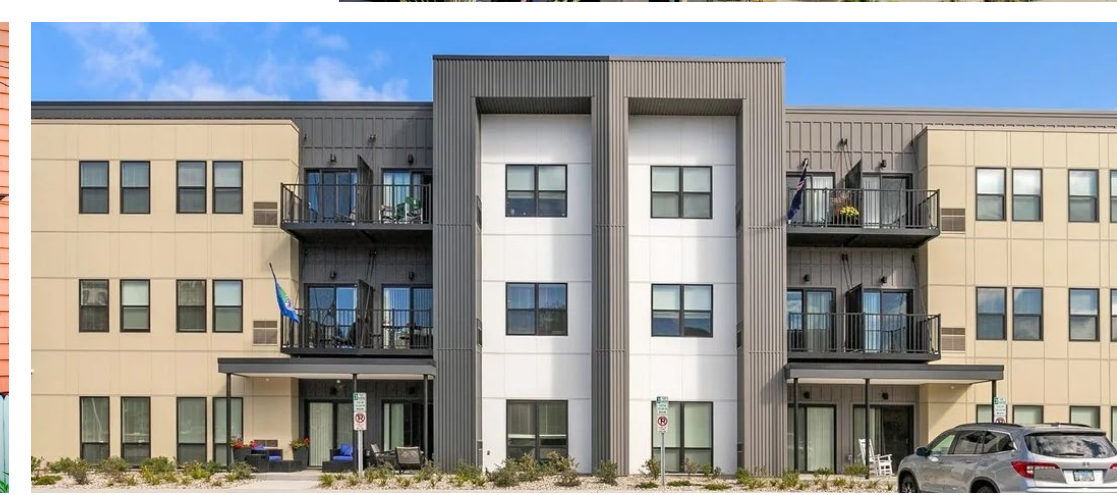
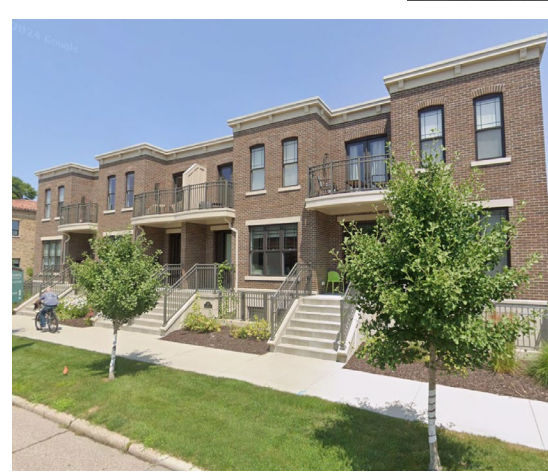
Apparel (Bought Men's Clothing)	100	100	101
Automobiles (HH Owns/Leases 1+ vehicles)	99	101	104
Automotive Aftermarket (Motor Oil Change)	102	103	104
Beverages	98	100	100
Cameras	87	101	110
Cell Phones	100	101	101
Computers	93	96	100
Convenience Stores	103	102	100
Entertainment (Dines Out in Last 12 Mo)	95	100	105
Financial (Used AT in Last 12Mo)	103	102	102
Grocery	97	99	101
Health	99	101	103
Home (Home improvement Last 12 Mo)	87	96	109
Insurance (personally Carry Medical)	101	103	105
Pets	99	102	106
Reading	103	106	107



What We Heard

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Character Defining Features

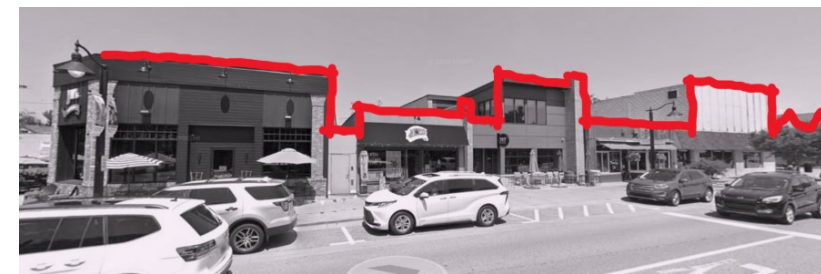
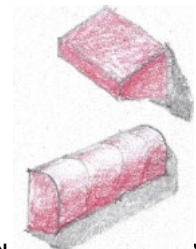
ORGANIC VARIETY & UNFOLDING INCREMENTALISM



REGIONAL VERNACULAR



EVERYDAY URBANISM & UNIQUE, LOCAL IDENTITY



Engagement

- **758 Page Views**
- **401 Unique Site Visitors**
- **64 Online Survey Respondents**
- **2 Workshops**, including a character defining feature exercise with the Steering Committee
- **January Community Open House**
- **98+ Workshop & Open House Participants**, including 20+ Centertown businesses and organizations
- **4 Property Owners Interviews**
- **Over 20+ hours of Meeting Time**



Project Home Centertown Past & Present

2026 Grand Haven Centertown Vision Plan

The City of Grand Haven is embarking on an update to the 2014 Centertown Vision Plan to have a strategic, actionable roadmap which will be responsive to the needs of residents, businesses, and future generations. The process will kick off this winter and will include several community engagement opportunities through spring/early summer of 2026.

We look forward to hearing your ideas and feedback in shaping the future of Centertown!

20260702_GH-CentertownVisionPlan-Report.pdf
12.2 MB

Your input matters. The Draft 2026 Centertown Vision Plan is now available for review, providing a roadmap for Centertown's future growth and

2026 Grand Haven Centertown Vision Plan

Contribute to the Centertown Vision!

Project Home Centertown Vision Update Documents
Centertown Past & Present Centertown Vision Update Survey
Encuesta para el Grand Haven Centertown Vision Update



Project Timeline

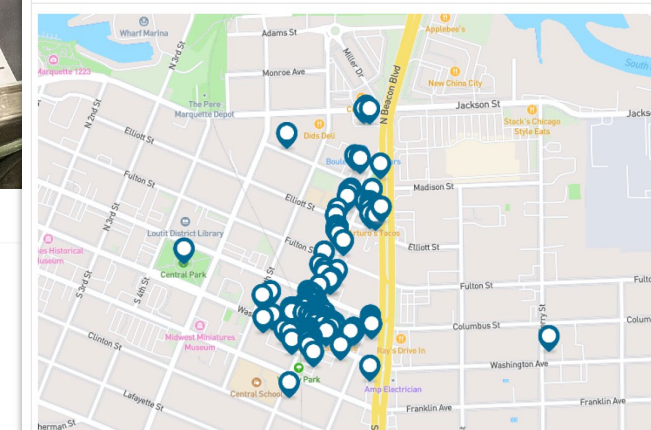
- Discovery**
 - January 16: Focus Groups, Community Open House #1 & Online Survey
 - February 13: Online Survey Closes
 - January - March: Feedback & Initial Findings
- Design**
 - March - April: Conceptual Design Options
 - May: Community Open House #2
- Review & Adoption**
 - Summer - Early Fall

See less

Thank you for participating at the Jan 16

Contribution Summary

1. What do you love about Centertown? Required
Map | Skipped: 24 | Answered: 40 (62.5%)



Vision Statement

Centertown...

An established, vibrant, welcoming, and unique local destination where...

...there is something for everybody,

... daily life happens in a walkable neighborhood center,

...there are shaded spaces to sit and gather throughout, and

...a strong sense of community and family abounds.

How would
you like
Centertown
to *look and*
feel in the
future?



PRIORITIES & DESIGN INTENTIONS

- Improve Pedestrian Safety & Connectivity
- Enhance Public Spaces & Streetscapes
- Enhance Properties & Strengthen Business Vitality with a Small-Town Charm
- Sustain Local Viability & Boost Destination Awareness
- Support Housing & Year-Round Activation Through Balanced Growth
- Provide Convenient Vehicular Access & Parking

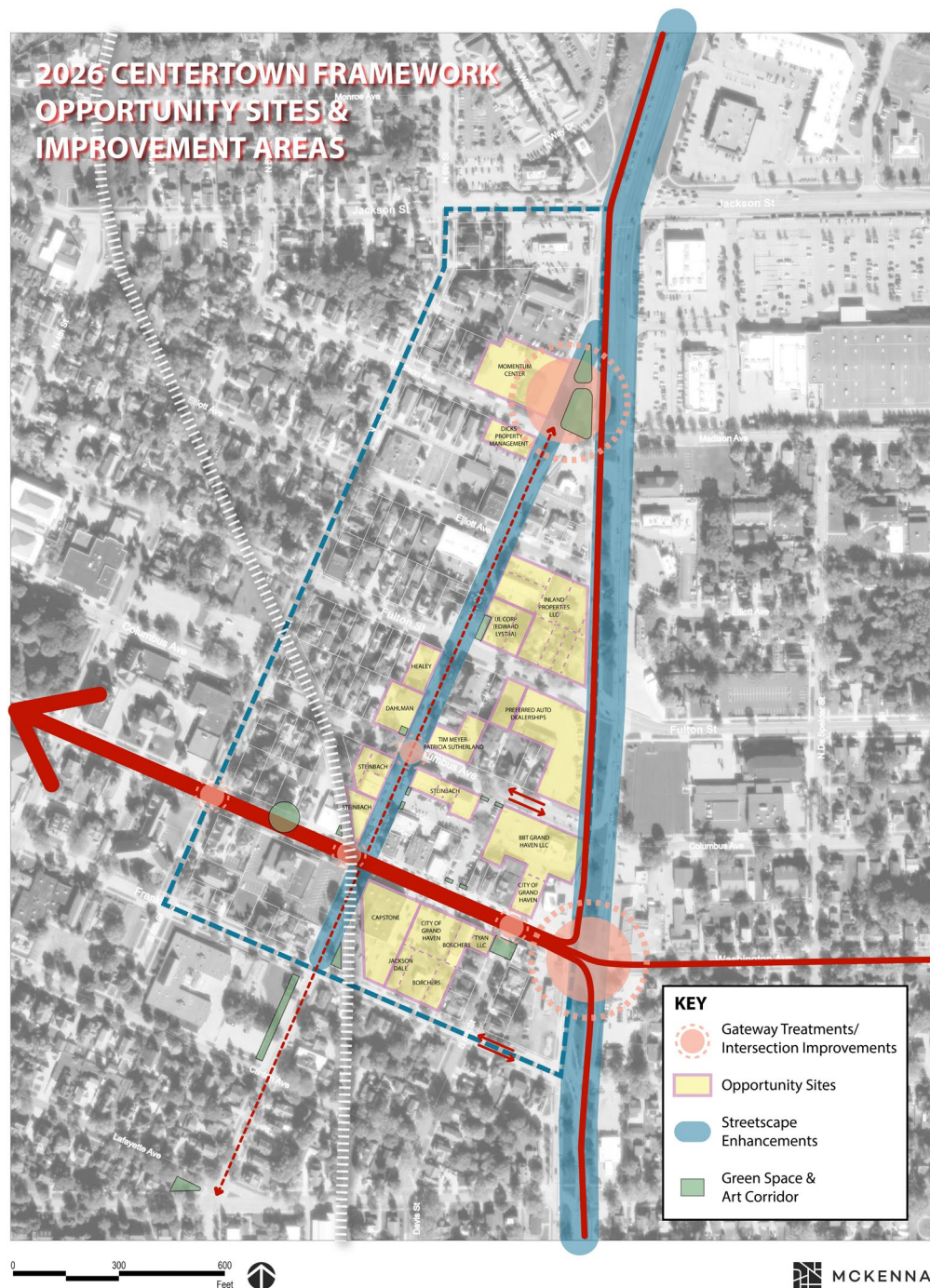


Where Centertown Could Go

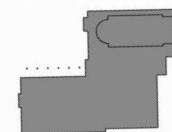
The following **draft design concepts** (not plans) were created based on earlier ideas from Centertown businesses, community, and the Steering Committee. These are meant as a visual tool to **encourage further dialogue in exploring potential opportunities and future uses over the next 10+ years, while keeping the character of Grand Haven.**

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2026 CENTERTOWN FRAMEWORK OPPORTUNITY SITES & IMPROVEMENT AREAS



Draft Concept



PROGRAM DETAILS

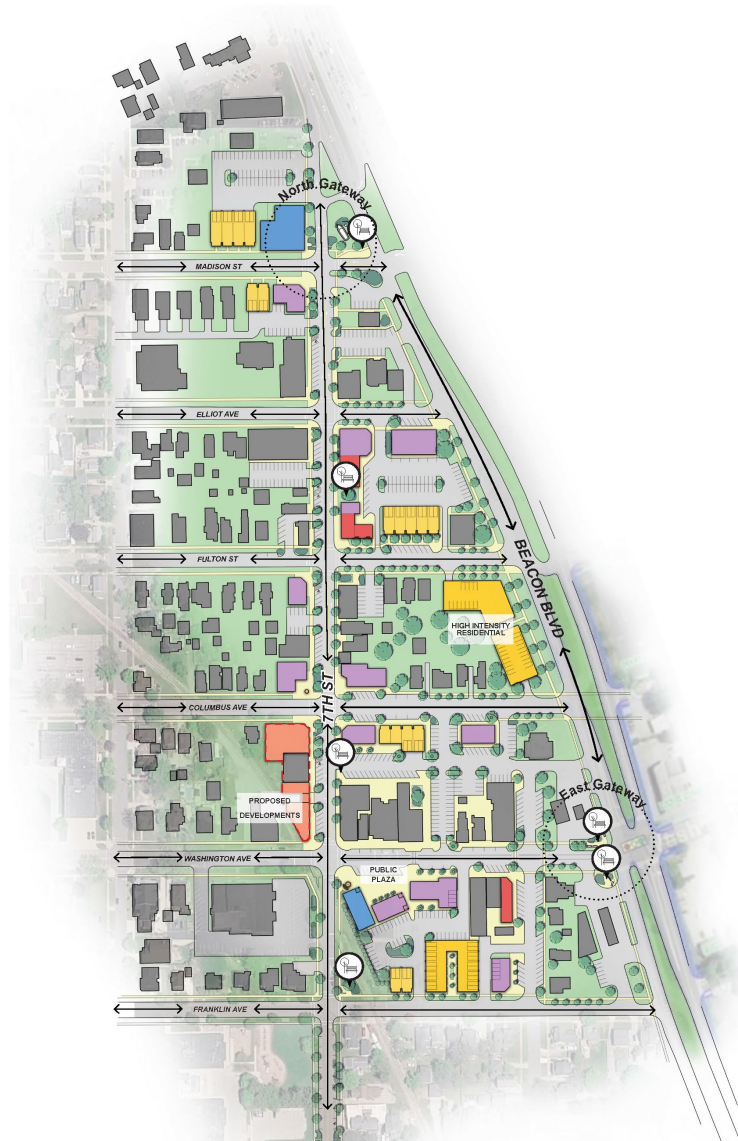
Building Type	No of Building / Sqft	No of Dwelling Units
Townhouses	17	17
<u>Mixed Use</u>	11	
Office	-	-
Retail	32,650 sqft	-
Residential	34,500 sqft	28
Public/Semi Public	15,000 Sqft	-
Apartment Building	2	62
Office/ Incubator	9200 sqft	-
Stand alone Retail	5380 Sqft	-

Note:

- Townhouses are calculated at 1490 sqft each.
- Apartment units are calculated at 1200 sqft each.
- Mixed-use residential uses are calculated at 1200-1300 sqft each.

PARKING SUMMARY

	Existing	Concept Estimates
Public Parking Lots	124	101
On-Street Public Parking (Marked Lots)	68	135 - 140
Total (*Note: Does not include ADA Lots.)	192	236 - 241



Centertown Concept

City of Grand Haven, MI

April 7 2026

LEGEND

- Commercial / Retail
- Townhouses
- Multi-Family Apartments
- Mixed Use
- Public/ Semi-Public
- Existing Planned Developments
- Pocket Parks

DRAFT

0 150 300
Feet

Basemap Source: Michigan Geographic Framework, 2017.
Data Source: West Bloomfield Township, 2025; McKenna, 2025

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Draft Concept & Program Overview



BEACON BLVD

NORTH 7TH STREET

WASHINGTON AVE

Overall View of Centertown (Draft Concept)

View of Centertown Plaza & Willow Park Looking Southeast (Draft Concept)





View of Washington Ave Looking East (Draft Concept)

© 2026 McKenna, Har Ye Kan,
and Nick Rolinski

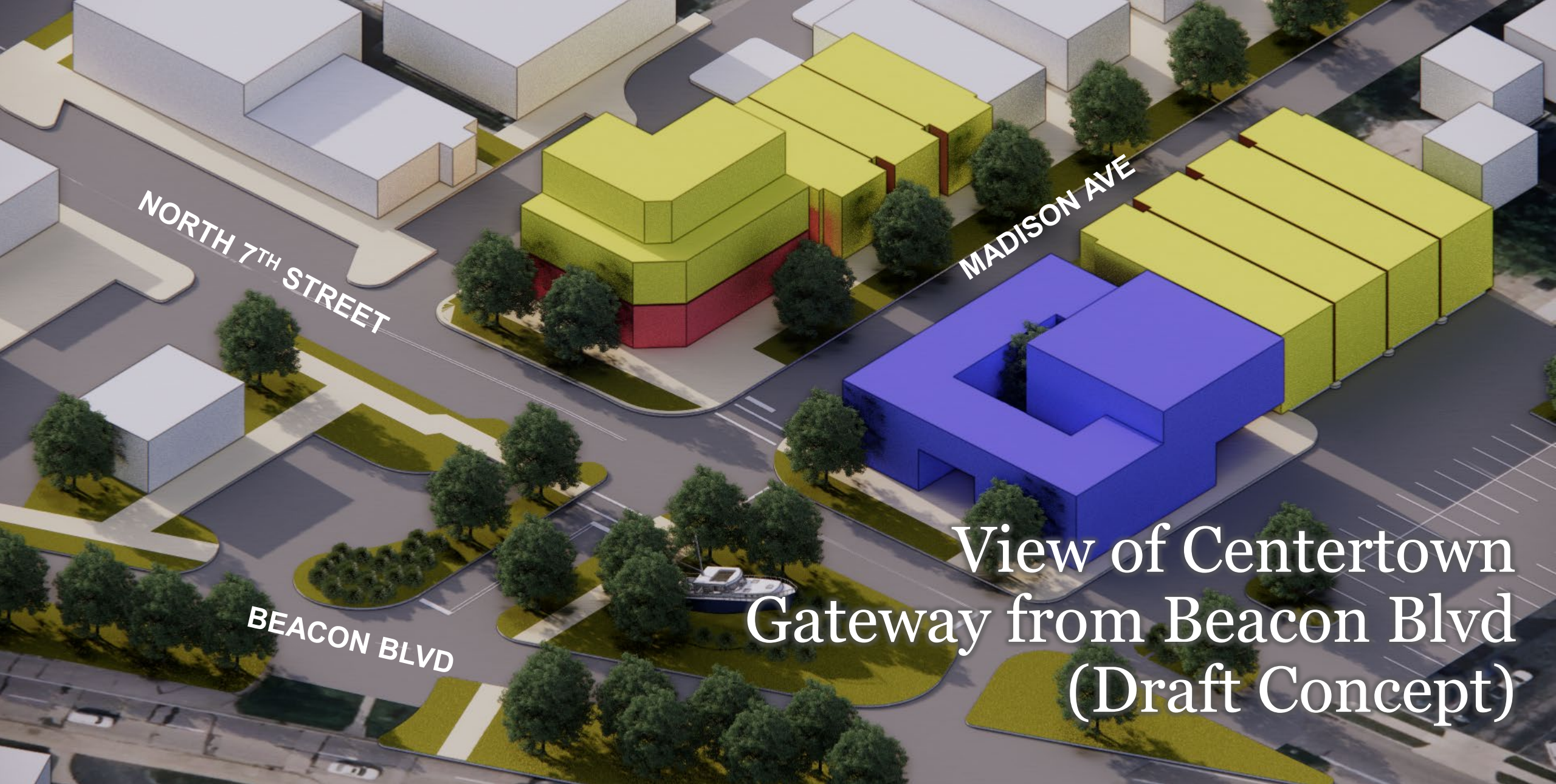


BEACON BLVD

NORTH 7TH STREET

FULTON STREET

View of Fulton Street
Looking East (Draft Concept)





Implementation Plan Highlights

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PC's Role by Focus Area

ZONING & DESIGN GUIDANCE

- Partner with the City Planner to review and adopt zoning amendments that implement the Vision Plan.
- Support future zoning updates that maintain Centertown's traditional neighborhood character.

PLANNING & POLICY

- Lead adoption of the Centertown Vision Plan as part of the City's Master Plan.
- Recommend the Plan to City Council and guide future implementation through policy.

DEVELOPMENT REVIEW

- Use the Vision Plan & statement, and any future Design Guidelines to evaluate redevelopment proposals.
- Promote context-sensitive development consistent with the Plan's vision.

LONG-TERM IMPLEMENTATION

- Continue applying the Vision Plan during rezonings, site plan reviews, and future Master Plan updates.

Recommendation *Approach*

Adopt - Regulate - Partner - Build & Maintain

The Implementation Plan serves as a comprehensive guide, delineating a systematic, step-by-step outline of implementation tasks designed to propel the overarching goals of the Centertown Plan forward. Each step within the plan is timebound to ensure the efficient execution of the outlined action steps. Moreover, the plan identifies the lead and the key partners for each phase to foster a collaborative approach that draws on the strengths and expertise of various stakeholders.

Step 1: Adopt

Adopt the Centertown Plan as a subarea plan within the City's Master Plan.

Step 2: Regulate

Analyze and adopt relevant zoning text amendments to enact the vision. Develop a set of design guidelines to shape proposed developments or redevelopments in a manner that would maintain the Grand Haven character.

Step 3: Partner

Work with private property owners, MDOT, Ottawa County, and MEDC to support the development/ redevelopment of focus areas in Centertown.

Step 4: Build & Maintain

Approve designs and secure funding. Work with private developers to time any potential public works projects with site redevelopment. Manage and inspect construction processes to ensure consistency with the vision of the Centertown Plan. Incorporate future maintenance into capital improvement plans.

Recommendations in the Implementation Plan

The implementation plan and steps have been compiled in a matrix, located on the following pages. These initiatives have been prioritized into (i) First Steps for Year 1, (ii) Next Moves for Years 2 and 3, and (iii) Future Moves for Years 4 to 10. They have been categorized into four focus areas below.

- » **Zoning Revisions and Design Guidance:** The zoning updates and additional design guidance will help to support and shape the intended uses, forms, and programming. Besides buildings, sidewalks, landscaping, and parking, these could also consider key streets and short-term rental opportunities.
- » **Streetscape and Access Enhancements:** These enhancements aim to facilitate efficient and safe vehicular and pedestrian circulation throughout the district by improving intersections and crosswalks, upgrading roadways and sidewalks, and adding parking throughout the district. The key is to promote wayfinding and walkability within Centertown, enhance the appearance and identity of the district, and explore the potential for new gathering places.
- » **Marketing Initiatives:** These seek to improve communication among business owners and the City, and create a distinct identity for Centertown. Marketing initiatives also strive to promote business and increase property values within Centertown through branding techniques.
- » **Property Improvements:** Potential areas for redevelopment, parking, and open space additions and improvements are identified to promote the appearance and value of Centertown.

PC's Role Over Time

FIRST STEPS — YEAR 1

- Recommend adoption of the Centertown Vision Plan to City Council.
- Work with the City Planner to begin zoning amendments that implement the Vision Plan.

NEXT MOVES — YEARS 2-3

- Support adoption of zoning amendments.

FUTURE MOVES — YEARS 4-10+

- Continue using the Vision Plan to guide land use decisions.
- Periodically review zoning and planning policies to ensure they remain consistent with Centertown's long-term vision.

Task	Lead & Partners	Timing & Potential Funding
FIRST MOVES — YEAR 1 ADOPT THE CENTERTOWN VISION PLAN Adopt the Centertown Plan as a subarea plan with the City's Master Plan. Staff, Steering Committee, and Planning Commission accept Plan and recommend Plan for adoption. City Council reviews and adopts Plan.	City Planner, DDA Executive Director, Planning Commission, City Council	Months 1 - 4
ZONING REVISIONS & DESIGN GUIDANCE (1) Analyze and adopt relevant zoning text amendments to enact the vision. Analyze existing Neighborhood Mixed Use (NMU), Centertown Overlay, and existing zoning in Centertown to determine needed changes to regulations, and potential rezonings, to enact the plan's vision. Complete the feasible zoning requirements, special land use permits for short-term rentals, 2-plex by right in MDI which would have impacts on future developments City-wide, including Centertown.	City Planner, Planning Commission	Months 1 - 12 Potential Funding: City
(2) Centertown & Downtown Grand Haven Design Guidelines Include budget in next fiscal year's CIP for preparing a set of Centertown and Downtown Grand Haven Design Guidelines. The work will engage external consultants to prepare the design guidelines that builds on the character defining features exercise completed as part of the Centertown Vision Update. The purpose would be to promote the adaptive re-use of existing structures and to guide new development designs in a manner that would maintain the traditional urban neighborhood character.	City Planner, DDA Executive Director	Months 6 - 18 Potential Funding: City
STREETSCAPE & ACCESS ENHANCEMENTS (3) North 7th Street Reconstruction, Madison Gateway & Streetscape Enhancements Develop phasing and communication plan for North 7th Street reconstruction. Begin roll out 6 - 9 months ahead of construction.	City Administration (Public Works Director, DDA Executive Director)	Months 1 - 3 Potential Funding: City
Explore the possibility of (i) relocating the West Michigan Pike marker from 7th Street and Fulton Ave to a prominent, centralized, protected site, (ii) enhancing the historic interpretation and storytelling	City Administration (City Planner, Public Works Director) & West Michigan Pike Project, Ottawa County Department of Strategic Impact	Months 1 - 3 Potential Funding: City
Evaluate a four-way stop at Columbus Avenue and Franklin Ave where they intersect with Seventh Street. (Note: Columbus and Franklin will be converted to a two-way street.)	City Administration (Public Works Director, DDA Executive Director)	Months 1 - 3 Potential Funding: City
Undertake and complete North 7th Street Reconstruction and streetscape enhancements, including the Madison Ave gateway with the Coast Guard boat, incorporate Downtown streetscape terms such as banners, artwork, year-round twinkle lights, benches, bike racks, and trash receptacles for basic furniture needs to reduce inventory and provide coherence.	Public Works Director, DDA Executive Director	2027 Potential Funding: City & MEDC Approved Revitalization and Placemaking (RAP) Grant for benches

City Council's Role

ADOPT THE VISION

- Review and adopt the Centertown Vision Plan as a subarea plan within the City's Master Plan.
- Establish the Vision Plan as the policy framework for future land use, zoning, and capital improvements.

REGULATE & INVEST

- Adopt zoning text amendments and approve rezonings needed to enact the Vision Plan.
- Approve funding for priority projects, including design guidelines and public improvements.

IMPLEMENT THE VISION

- Approve designs and secure funding for future public improvements.

FIRST MOVES - YEAR 1	Lead & Partners	Timing & Potential Funding
ADOPT THE CENTERTOWN UPDATED VISION PLAN Adopt the Centertown Plan as a subarea plan with the City's Master Plan. Staff, Steering Committee, and Planning Commission accept Plan and recommend Plan for adoption. City Council reviews and adopts Plan.	City Planner, DDA Executive Director, Planning Commission, City Council	Months 1 - 4
ZONING REVISIONS & DESIGN GUIDANCE (1) Analyze and adopt relevant zoning text amendments to enact the vision. Analyze existing Neighborhood Mixed Use (NMU), Centertown Overlay, and existing zoning in Centertown to determine needed changes to regulations, and potential rezonings, to enact the plan's vision. Complete the feasible zoning requirements, special land use permits (e.g. residential parking requirements, special land use permits for short-term rentals, 2-plex by right in MDU) which would have impacts on future developments City-wide, including Centertown.	City Planner, Planning Commission	Months 1 - 12 Potential Funding: City
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Next Steps

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Next Steps

Review & Adoption Process

- ✓ Jul 9: DDA Review
- ✓ Aug 11: Planning Commission Review & Recommendation for Master Plan Amendment
- Aug 17: City Council Authorization for Master Plan Amendment & Distribution
- Aug 17 – Sep 27: Master Plan Amendment Comment Period
- Oct 13: Planning Commission Public Hearing & Review for Potential Adoption





Questions?

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Centertown Vision Plan 2026 Update

D R A F T
June 23, 2026



Thank You!

**We are grateful to all the
Centertown residents, businesses,
community organizations,
property owners, and visitors
who contributed their ideas and
feedback in making this updated
Vision Plan possible.**



Acknowledgments

Planning Commission

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Tamera Owens
Joe Pierce, Vice-Chair
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Carrie Leitner, Art Director
Nick Rolinski, RA, Architecture & Urban Design
Consultant
Har Ye Kan, AICP, CAPS, Urban Planning & Design
Consultant and Project Manager



Sections marked with this icon are from the original 2014 Centertown Vision Plan.

2026 Centertown Vision Plan Update Prepared By:



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2014 Centertown Vision Plan Prepared By:



The Johnson Hill Land Ethics Studio, Ann Arbor, Michigan
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• Centertown Subarea ESRI Retail Demand by Industry	

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Placeholder Page for Adoption Document

Placeholder Page for Adoption Document

01

Introduction

Overview of *Centertown District*

Centertown is the natural gateway into downtown Grand Haven for many local citizens and most visitors. This friendly, modest neighborhood commercial district lies westward of the main north-south arterial, US-31, acting as a critical transition zone between downtown and US-31 along Columbus, Washington, and Franklin Avenues.

Centertown Past & Present

As a neighborhood commercial district, Centertown first emerged in the 1890s with the Monroe & Harris addition on what was then the outskirts of the City of Grand Haven.

From its beginnings with a mix of local neighborhood services (grocers, tailor, cobbler, meat, feed and grain stores), industrial uses (lumber, planing mill, basket weaving), civic institutions (German Lutheran Church), and housing, Centertown has evolved as the greater Tri-Cities area developed over the 20th century. One of the few original markers from the West Michigan Pike – a historic trail developed in 1911 as a pioneering tourist road leading beachgoers from all over the nation to unique and scenic towns along the lakeshore – can also be found at northeast corner of 7th Street and Fulton Street.

Today, Centertown is part of the Grand Haven Main Street DDA. It contains a variety of retail shops, business services, and restaurants that are important to local residents. These establishments are located primarily along Seventh Street and Washington Avenue, the primary corridors within the Centertown district. Home to many small businesses, this active neighborhood node also hosts major community events such as Chowdown Centertown, Santa in Centertown, Chalk the Walk, and Wine About Winter.



Centertown Study Area in a 1924 Sanborn map and a 2024 aerial map. Centertown has retained its character as a smaller scale, mixed use traditional neighborhood. It has also supported some larger footprint buildings, such as light industrial, civic, and commercial uses.



The historic West Michigan Pike Mile Marker at 7th Street & Fulton Street. (Credits: Har Ye Kan)



The Grand Haven Basket Factory at Madison & 7th Streets which operated from about 1897 to 1925. (Credits: Ewing & Seibold, 2002)



The Van Zyl Lumber Company started in 1904 at the corner of 6th & Adams Streets, and later moved to the 400 block of 7th Street. (Credits: Ewing & Seibold, 2002)



The Grand Haven State Bank building located at the intersection of 7th Street and Washington Street, c. 1923. (Credits: The Tri-Cities Museum.)



The two story building in the center had the Beukering paint store on the first floor and apartments on the second floor. (Credits: Jon H. Ringelberg & the Tri-Cities Museum.)



The old US-31 was re-routed in the 1950s, becoming a divided highway with four lanes (instead of two), and was known thereafter as Beacon Boulevard. (Credits: Sawyer, 2025.)



The Grand Haven Roller Rink on 7th Street was a popular destination for families from much of the 1960s to the 1990s. The building was demolished in 2006. (Credits: Sawyer, 2025)

2014 Centertown Vision Plan Background

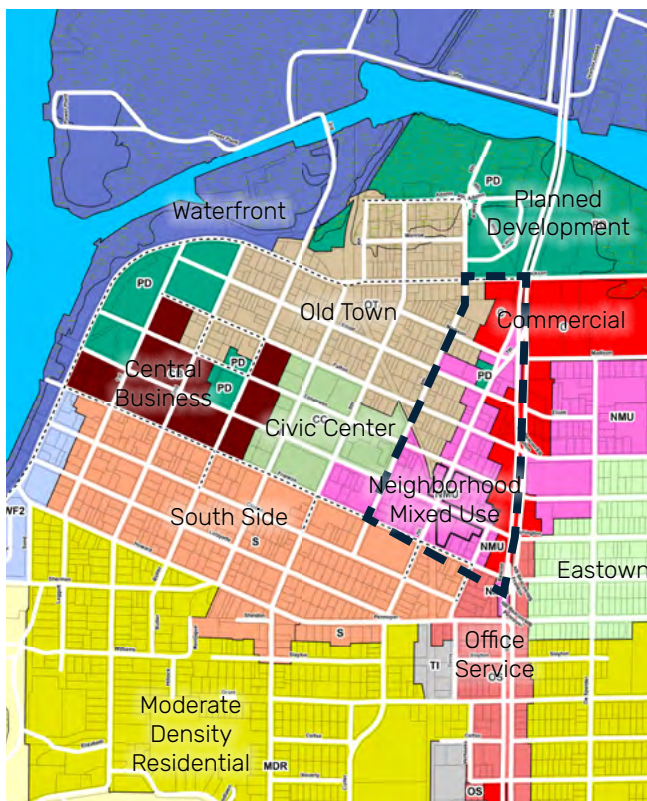
In 2011-2012, the City of Grand Haven acted decisively to address Centertown needs and opportunities as part of an overall Downtown Improvement Strategy. A Centertown survey was conducted by the Downtown Development Authority (DDA) and the Recruitment and Retention Committee (RRC) which was followed up by two major initiatives within Centertown by the City of Grand Haven: the Downtown Linkage Project and the Centertown Vision Plan.

The 2012-2015 Downtown Linkage project to reconstruct Washington Ave in Centertown and enhance this major gateway, affirmed the importance of the Centertown District. The goals of the Downtown Linkage project were to:

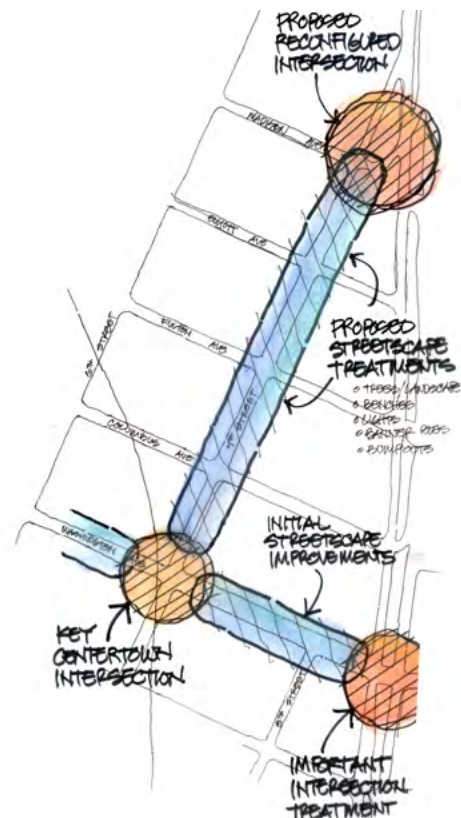
1. Improve the Washington Ave gateway into the “Heart of Grand Haven” from US-31 with improved identification and signage for this key gateway entrance;
2. Improve the attractiveness of Washington Ave within the Centertown district with significant public investment in streetscape improvements, such as new sidewalks, streetlights, benches, landscaping, trees, and trash receptacles; and
3. Upgrade the utilities and infrastructure along Washington Ave within this district to extend their expected service life and improve public safety. These include water mains, sanitary and storm sewer pipes, catch basins, and approximately 25% of the roadway surfaces.

The City subsequently hired the Johnson Hill Land Ethics Studio and Urban Innovations (JHLE/UI) team to conduct a visioning workshop to meet two primary goals:

- » Provide input to the City’s master plan for Centertown; and
- » Refine the community’s vision for the future of Centertown, identify goals, and identify strategies for achieving the vision and goals.



Zoning in and Around Centertown (Adopted 06/16/2025).



Key streets and intersections identified in the 2014 Centertown Vision Plan.

Purpose of the 2026 Centertown Vision Plan Update *i*

In recent years, the City of Grand Haven has continued to see redevelopment opportunities along its waterfront, Downtown, and Centertown. Building on the earlier 2014 Centertown Vision Plan, the City of Grand Haven and the Grand Haven Main Street DDA launched a Centertown Vision Update to explore what the community would like to see for the future of Centertown. It hired McKenna & Associates, Har Ye Kan & Nick Rolinski to facilitate this planning process and to develop a strategic roadmap to guide future development in a way that aligns with the community's needs, values, and aspirations.

The roadmap will be included as part of the City of Grand Haven Master Plan to serve as a policy-guiding document used by the City to support land use and zoning considerations, capital improvement projects, and community initiatives in the areas of streetscaping and public space enhancements, development, character and identity preservation, business support, and more.

Defining Success for the Centertown Vision Plan Update *i*

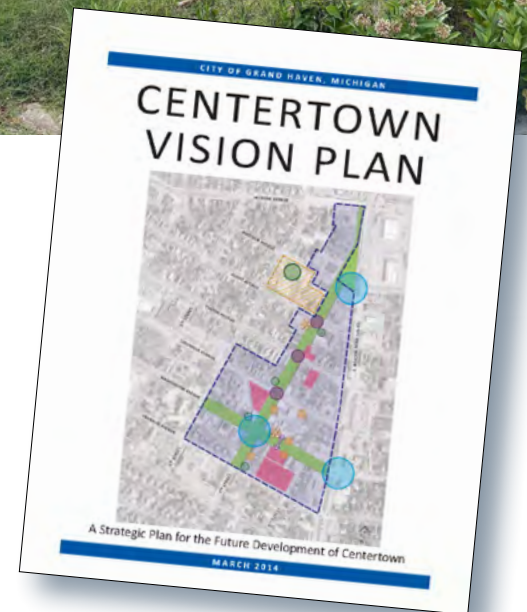
A Steering Committee comprising elected officials, representatives from Centertown businesses, Centertown residents, and City staff was formed to provide ongoing feedback and guidance throughout the process. Key to shaping the process and building on the 2014 Centertown Vision Plan was understanding how the Steering Committee would define success.

The following themes emerged as definitions of success:

- » Having a practical, implementable plan to ensure a viable path forward for the community, builds support across City departments and stakeholders, while giving locally owned and operated businesses the best chance of thriving.
- » Establish a clear, unique identity for Centertown as the go-to "local place" and "local destination," besides maintaining an overall public realm coherence with Downtown.
- » Implementation outcomes with more tangible "wins" that can serve as a barometer for how development is approached in other parts of the City such as Downtown and US-31/Beacon Boulevard.



Centertown Signage at Washington Ave (Credits: Crain's Grand Rapids)



Centertown Vision Plan 2014

Centertown *Progress Since 2014*

To better inform potential future directions, the update process took stock of the progress achieved since the 2014 Centertown Vision Plan. This section provides a brief overview of the major strides made by both the City of Grand Haven and private property owners. A detailed breakdown can be found in the Appendix.

Key Wins by the City of Grand Haven & Centertown Businesses

- » **Organization of the Centertown Business Group** which continues to meet monthly as part of the DDA.
- » **Programmatic activation with events year-round** (e.g. Chowdown Centertown, Wine About Winter, Chalk the Walk, Tote Club Days, Santa in Centertown).
- » **Private property enhancements & redevelopment interest** (e.g. Ver Duin's Inc, JW's, 707 Centertown, Frame & Mat Shop, 727 & 728 Washington Ave, Madison Street, 300 N 7th Street, Momentum Center).
- » **Washington Ave streetscape improvements** completed in 2015 with the Downtown Linkage project.
- » **Art installation & murals** (e.g. Two murals at 19 N 7th Street & 727 Washington Ave. A wall for community conversation during COVID.)

Quiet Progress by the City of Grand Haven

- » **City grants/funding for new benches.**
- » **7th Street streetscape improvement concepts** developed by Abonmarche and a Steering Committee with public input in 2018-2020. These have been subsequently refined, and reconstruction is slated for 2027.
- » **MDOT Beacon Boulevard concepts** developed by AECOM and MDOT with the City of Grand Haven's input in 2023-2024. The City continues to engage with MDOT to refine the concepts for enhancement opportunities to improve regional connectivity, local connectivity, safety, bike/pedestrian connectivity, and landscaping.



Mural at 727 Washington Ave (Credits: Har Ye Kan, 2026.)



Private property enhancements at JW's, J-Dubs, and 707 Centertown along with the streetscape improvements by the City of Grand Haven (Credits: Grand Haven Tribune, 2025.)

2014-2025 CENTERTOWN IMPLEMENTATION PROGRESS: COMPLETED PROJECTS



02

Discovery Process

Centertown Background: Additional

Community Plans

2016 Master Plan

The City of Grand Haven 2016 Master Plan integrated Centertown as one of the eight key subareas within the City. It described the area as a densely developed urban core characterized by a mix of personal services and older buildings. The plan called for unification of certain streetscape elements in all the downtown areas (example: aligning Centertown with the same shorter pedestrian lights as seen in the downtown areas) while also preserving the unique character of Centertown.

The 2016 Plan prioritized the use of the Neighborhood Mixed Use (NMU) zoning district to regulate the form of development, ensuring new construction respects existing patterns while allowing for residential and retail growth. It also emphasized protecting Centertown as a place, recommending regulations to limit chain stores and car-oriented uses that might disrupt the neighborhood's historic character.

2023 Master Plan

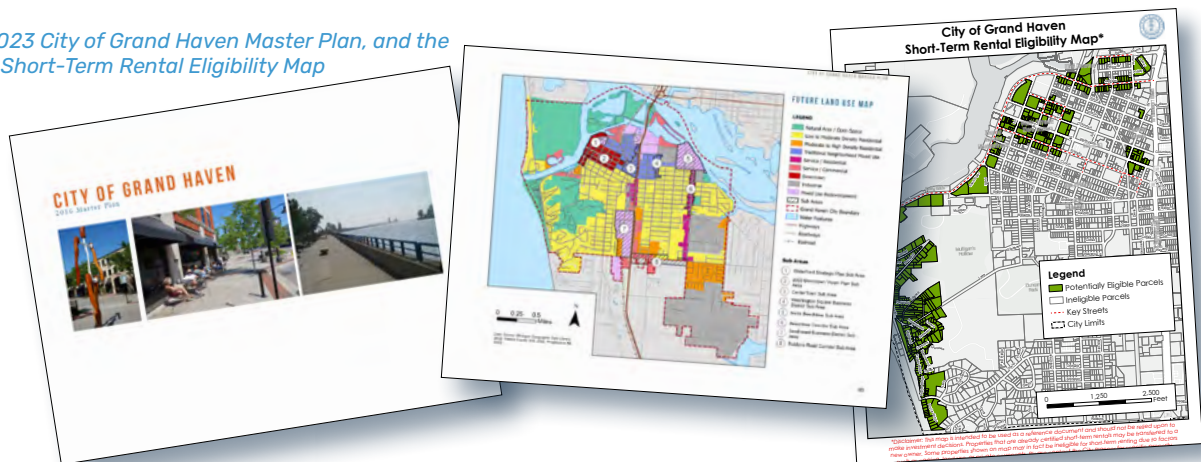
The 2023 update refined previous goals while simplifying sections already implemented. It identifies Centertown as having a good mix of residential, retail, and office uses, but notes that certain areas need better landscaping, particularly between parking lots and the streets.

A key prioritization in the 2023 update is the immediate amendment of the Zoning Ordinance. Strategy "Immediate Amendment C" specifically targets the NMU district to establish maximum building footprints and architectural standards to protect Centertown from "franchise" architecture. Furthermore, the plan identified a mid-term priority to prepare a Centertown design pattern book. The plan continues to promote the adaptive re-use of existing structures to maintain the traditional urban neighborhood.

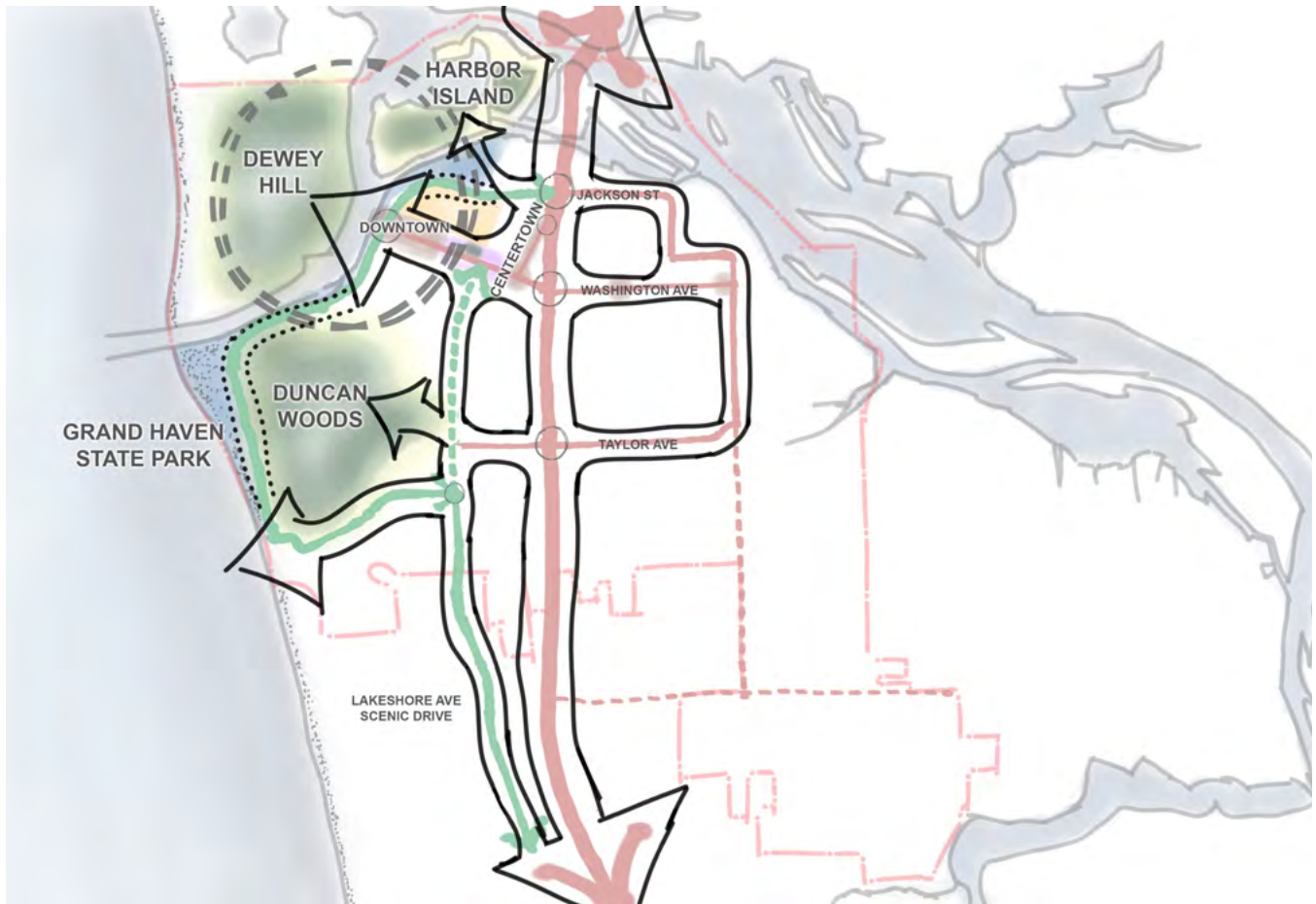
2025 Short-Term Rentals Zoning Amendments for Centertown

In August 2025, the Grand Haven City Council unanimously approved an amendment to the existing city zoning ordinance to allow short-term rentals in the Centertown Overlay District with restrictions. Some of the restrictions include requiring usable floor area on the ground floor be used explicitly for retail or commercial, parking for rental units be located in the rear of the building, to keep parking on the street for visitors.

2016 & 2023 City of Grand Haven Master Plan, and the Updated Short-Term Rental Eligibility Map



Centertown *Context, Transportation & Mobility Analyses*



City of Grand Haven Context

Grand Haven's destinations are strongly oriented west of US-31 / Beacon Boulevard towards the waterfront.

- » **Lake Michigan:** Grand Haven State Park, the Grand Haven City Beach, Waterfront
- » **Hills & Island:** Duncan Woods, Dewey Hill, Harbor Island
- » **Shop & Dine:** Downtown & Centertown
- » **History:** Hilltop, Olde Town

Access to key destinations occurs via several primary routes.

- » **North-South Scenic Route (Green):** Lakeshore Ave – Harbor Drive – Jackson Street
- » **North-South Regional Corridor:** US-31/Beacon Boulevard
- » **East-West Connectors:** Washington Ave, Jackson Street, Taylor Ave

Geographically Positioned as a Gateway, Yet Bypassed Because of Current Traffic Patterns

Located between the gateways at Washington Avenue and Jackson Street, Centertown is uniquely positioned to capture local and visitor traffic heading towards the water. However, current street patterns result in traffic bypassing Centertown via Franklin Avenue and Jackson Street, as evidenced by the higher average annual daily traffic (AADT) counts and vehicular turnings. For pedestrian and bike crossings, the numbers observed at Washington Ave are comparable to Jackson Street, reinforcing the importance of this east-west connector for the City of Grand Haven community.

STREET	AVERAGE ANNUAL DAILY TRAFFIC (2024)	US-31 / BEACON BLVD TURNINGS (2022)		PEDESTRIAN / BIKE CROSSINGS (2022)	
		7:30AM	11:30AM	7:30AM	11:30AM
North 7th Street	2,907	--	--	--	--
Washington Ave	2,922	133	180	5	22
Columbus Ave	1,808	1	0	3	3
Franklin Ave	3,564	145	185	2	0
Jackson Street	10,768	316	679	6	23

Transportation, Streets, and Parking Assessment.

Due to the unique position of Centertown in the overall City of Grand Haven, many important streets run through the area.

- » **East-West Major Collectors:** Jackson Avenue, Columbus Avenue, and Franklin Avenue.
- » **East-West Minor Collectors:** Fulton Avenue and Washington Avenue.
- » **East-West Non-Certified Local Roads:** Elliot Avenue and Madison Avenue with sidewalks (on both sides), medians, and two-way traffic movement.
- » **North-South Major Collector:** North 7th Street
- » **North-South Non-Certified Residential Street:** 6th Street
- » **North-South State Highway:** Beacon Boulevard (US-31), with some sidewalk accessibility on both sides, four-lane traffic movement, and center medians.

While the primary mode of transportation in the area is by automobile, the City has continued to focus on creating a pedestrian-friendly and bike-friendly environment with its infrastructure and capital projects. With a relatively complete network of sidewalks within Centertown, walking and biking are also prominent options, especially in good weather. Parking lots are usually well used for commercial, retail and auto-oriented buildings. There is parallel parking on 7th Street and Washington Street for those who wish to visit nearby businesses.

ANNUAL AVERAGE DAILY TRAFFIC THROUGH GRAND HAVEN (2024)

The map displays the following traffic volumes (AADT) for 2024:

- 10768 (Northbound on N 3rd St)
- 5052 (Westbound on S 1st St)
- 5086 (Southbound on S 3rd St)
- 40934 (Eastbound on S 1st St)
- 6098 (Eastbound on S 3rd St)
- 8893 (Eastbound on S 5th St)
- 5431 (Eastbound on S 7th St)
- 4401 (Eastbound on S 9th St)

Other labeled roads include Harbor Island, Centertown, Adams Ave, Sherman Ave, Grand Haven, Grant Ave, Woodlawn Ave, Marlon Ave, Oakes Ave, Grand Ave, and Rosy. The map also shows the Grand River, Mulligan's Hollow, and Grand Haven State Park.





Transportation Network In and Around Centertown

Multimodal Network & Mobility

Cars and motorized vehicles are the primary mode of transportation within Centertown. There is a complete sidewalk network. However, the only bike infrastructure is a one-way bike lane on Franklin Avenue that runs west from Beacon Boulevard toward downtown and the waterfront. There is also no public transit apart from Harbor Transit's On-Demand services. While there is a railroad that cuts across the area, it is not used for short-distance public transportation and acts more as a barrier than a connector in Centertown. During summer months, a seasonal trolley (Habor Transit's Buccaneer Loop) operates and has a stop at the Health Hutt Parking Lot within Centertown.



Future Connectivity Projects: 7th Street & Idema Explorers Trails

Since adopting the 2014 Centertown Vision Plan, the City has been working consciously on improving connectivity, streetscape, and street configurations not only around the City but also in the Centertown area. As of the time of this plan's development, the City is actively pursuing implementing plans to reconfigure 7th Street to accommodate additional on-street parking and to install new benches, improve sidewalk character, and enhance road markings.

Centertown will also connect to a regional trail system through the Idema Explorers Trails, a planned 36.5-mile, non-motorized, multi-use pathway trail connecting public lands between Grand Haven and Grand Rapids. The route will run east-to-west on Washington Avenue through Centertown, crossing Beacon Blvd, turning north on 7th Street and turning west again on Columbus Avenue, continuing straight towards Harbor Drive.

MDOT's Concepts for Beacon Boulevard: The Importance of Washington Ave as a Gateway & Connector

Overall, Washington Avenue is the primary east-west connector and access point to strengthen Centertown's visibility. Exploring ways to direct traffic from US-31/Beacon Boulevard more easily to the historic spine of Washington Ave could significantly benefit businesses and activities at Centertown, Hilltop, and Downtown. While the 2014 Center Vision Plan suggested a potential roundabout, subsequent 2023 design concepts by MDOT included the options below. As part of the 2026 Centertown Vision Plan Update, the concepts will be further explored in alignment with the Centertown priorities:

- » Enhancing public spaces (e.g. streets, sidewalks, parks, squares, etc.)
- » Encouraging more businesses and activities geared towards nightlife and year-round use in Centertown.
- » Creating a safer environment for walking and biking, especially across US-31/Beacon Boulevard.



Washington Ped/Bike Corridor Concept



Washington Full Intersection Concept



Indirect Lefts Concept

MDOT Draft Concepts for US-31/Beacon Boulevard as Prepared by AECOM (2023)

2026 CENTERTOWN EXISTING USES ALONG 7TH STREET, WASHINGTON AVE & BEACON BOULEVARD



Centertown *Land Use & Zoning Analyses*

Existing Land Uses

The Centertown area can be classified based on its existing land use alongside the physical character and quality of those uses. A variety of business types are located within the Centertown district, including a mixture of retail, professional and automotive services, restaurants, and residential. The diversity of land use types within Centertown are a key component to the unique identity and character of Centertown.

Many well-established, local businesses serve as anchor stores within the district and bring local and regional customers into the district for the specific purpose of shopping or dining at these locations. These include JW's, J-Dub's, Morning Star Cafe, Righteous Cuisine, Lombardo's 7th Street Pizza, Arturo's Tacos, The Blue Porch, Ver Duin's Inc., The Frame & Mat Shop, The Book Cellar, The Book Man, Vintage Green Antiques, TENDEN, The Health Hutt, Guitar Haven. These are complemented by a range of health, wellness, professional, and car care services. Additionally, the relocation of Momentum Center to the northern gateway of Centertown provides a new community-oriented anchor.

Besides a small handful of residential houses along North 7th Street, most homes are primarily spread throughout the southern half of the district and away from the two commercial corridors of North 7th Street and Washington Ave.

Zoning

Most of the parcels in Centertown are within the "Neighborhood Mixed Use" zoning district. Other zoning districts prominent within the Centertown area are "Old Town" and "Commercial" followed by a few parcels which have the "Centertown Overlay" framework on top of the "Neighborhood Mixed Use" zoning district. The updated Zoning Map displays a Planned Development site on the northwest corner of Elliot Street and 7th Street.

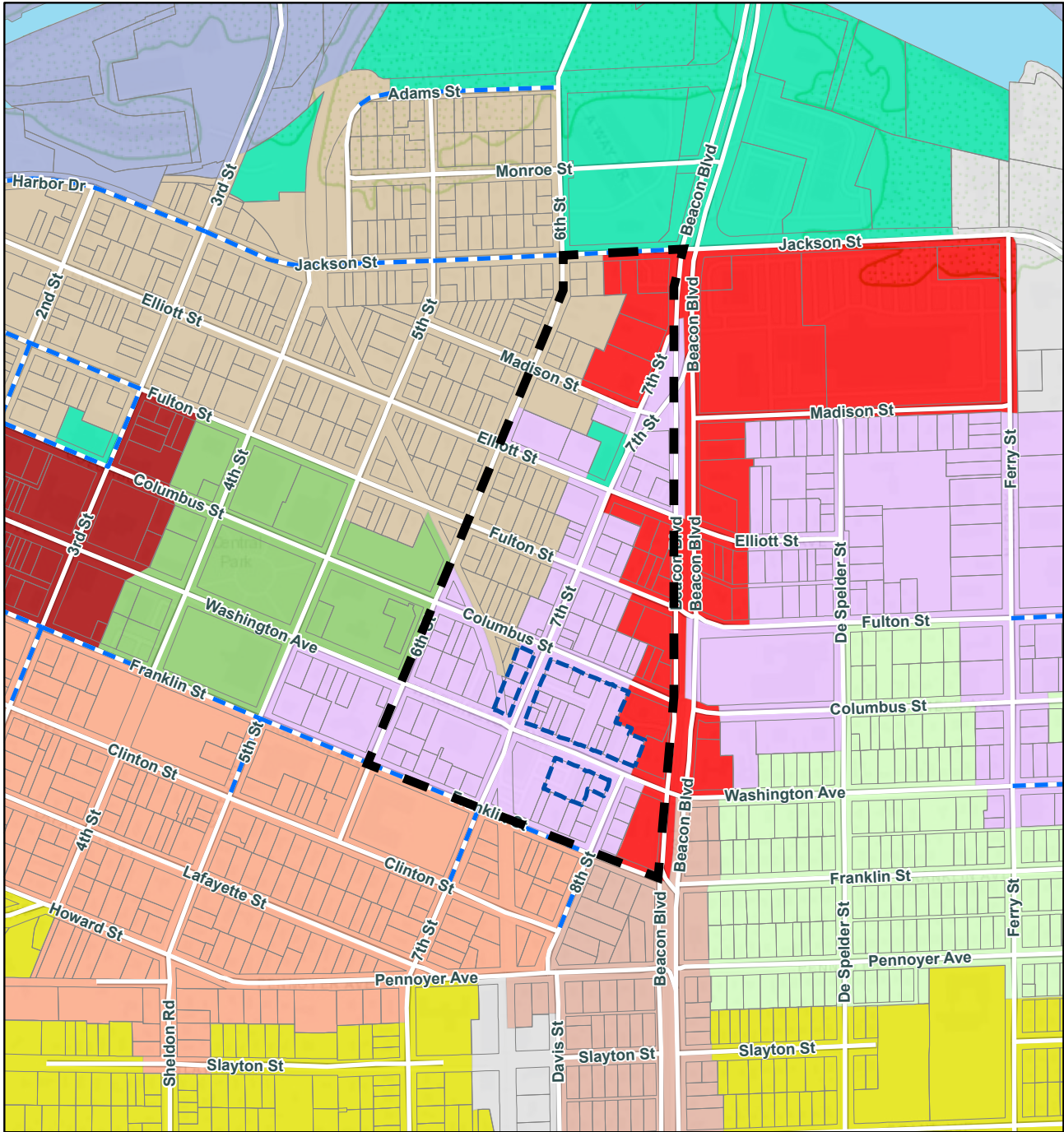
Building Form & Character

The physical form and character consist of building type and size along with parcel size and setbacks. In Centertown, buildings facing 7th Street are generally situated close to the street, with small setbacks, especially buildings south of Elliot Street & 7th Street. Larger building setbacks are observed on 7th Street between Jackson Avenue and Madison Avenue – a result of the existing autocentric use of those lots and being near Beacon Boulevard. Continuing South of Elliot Street, buildings start to line up with 7th Street, except for a few houses being set back from the front lot line. Most of the buildings fronting 7th street are single-story commercial buildings.

Beacon Boulevard, which is also a state trunkline, has a significant impact on the building setbacks on parcels within the Centertown area-characterized by larger setbacks, parking fronting Beacon Boulevard, and land-use typical of suburban commercial strip. 6th Street, the western boundary of the study area, is characterized by residential uses, most notable for its mix of residential building types ranging from single-family homes to apartments and condominiums. New residential development on the southeast corner of Madison Avenue and 6th Street confirms the residential nature of the street.

The median parcel size in Centertown is approximately 0.15 acres, indicating a predominance of small lots typical of incremental, fine-grained development patterns. The largest parcel, the site of the Sytsema funeral home at 620 Washington Avenue, is approximately 1.06 acres. Most larger parcels in Centertown are located on the north side, with a few on the eastern boundary along Beacon Boulevard.

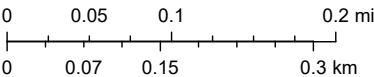
Grand Haven Zoning Map



1/15/2026

1:9,046

- Key Streets
- Boundary
- Centertown Overlay
- Grand Haven Parcels
- Zoning Districts**
- Moderate Density Residential
- Southside
- Easttown
- Old Town
- Neighborhood Mixed Use
- Office Service
- Central Business
- Commercial
- Waterfront
- Civic Center
- Transitional Industrial
- Planned Development
- Sensitive Areas Overlay
- Light_Gray_Canvas_Base



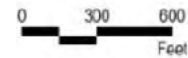
Esri, HERE, Garmin, GeoTechnologies, Inc., Intermap, USGS, EPA



LEGEND

Building Type

- Commercial, Condominium
- Commercial, Funeral Home
- Commercial, Other
- Commercial, Outbuilding
- Commercial, Restaurant
- Residential, Apartment
- Residential, Duplex
- Residential, Garage
- Residential, Outbuilding
- Residential, Single
- Auto-Oriented, Auto Service
- Auto-Oriented, Dealership
- Auto-Oriented, Gas Station
- Auto-Oriented, Other
- Centertown



Building Use & Typology in Centertown



LEGEND

Assessed Value Analysis

- 0 - \$150K
- \$150K - \$300K
- \$300K - \$600K
- \$600K - \$1M
- Centertown



Property Assessed Values Analysis in Centertown

Ownership & Value

Centertown has an average home value of \$489,286, with a total of 183 housing in its boundary of 38.4 acres. Of those houses, 39.9% are owner-occupied and 60.1% are renter occupied. Average property values in Centertown are approximately \$188,000. Inland Property LLC owns the largest amount of property within the Centertown area.

Future Developments

There are two main developments planned within Centertown. One is a “flatiron” mixed-use building on the corner of 7th Street and Washington Avenue. Another is a mixed-use development planned at the intersection of 7th Street and Columbus Avenue. Both developments would increase the housing stock within Centertown and increase the vibrancy on 7th street by providing more people to frequent businesses in the neighborhood.

Open Space, Natural & Civic Features

Centertown is mostly built out, with the few exceptions being vacant lots. Willow Park, located at the intersection of Franklin and 7th Street, is the only park within Centertown. It abuts the railway corridor east of it and faces a parking lot and dumpsters on the other side of the tracks, which currently does not make it feel inviting. On the other end of Centertown, the Coast Guard Boat memorial is located within the area which is the main gateway to the Grand Haven community, and while practically not a park, it is an icon and place of pride for the community. Some pocket parks with benches and small lawns exist on 7th street, especially around the intersection with Columbus Avenue.

An often-overlooked source of open spaces are streets and sidewalks, which contribute much to the vibrancy of public life in our cities and towns. In Centertown, there are already efforts underway to enhance the streetscape, and there are annual events such as Chowdown Centertown that occasionally close the entire street.

Right: Willow Park at the intersection of Franklin Ave & 7th Street.

Below: The Coast Guard Boat Memorial at Madison Ave & 7th Street.



Centertown *Market Potential & Consumer Spending Potential Analyses*

To assess the potential retail attraction of the subarea, our team performed an analysis of the retail market using the ESRI Business Analyst tool. The analysis combines two important indices, the Market Potential Index (MPI) and the Spending Potential Index (SPI), to create a holistic understanding of the overall market potential of the area. These two indices serve different purposes and provide distinct insights into market and consumer dynamics.

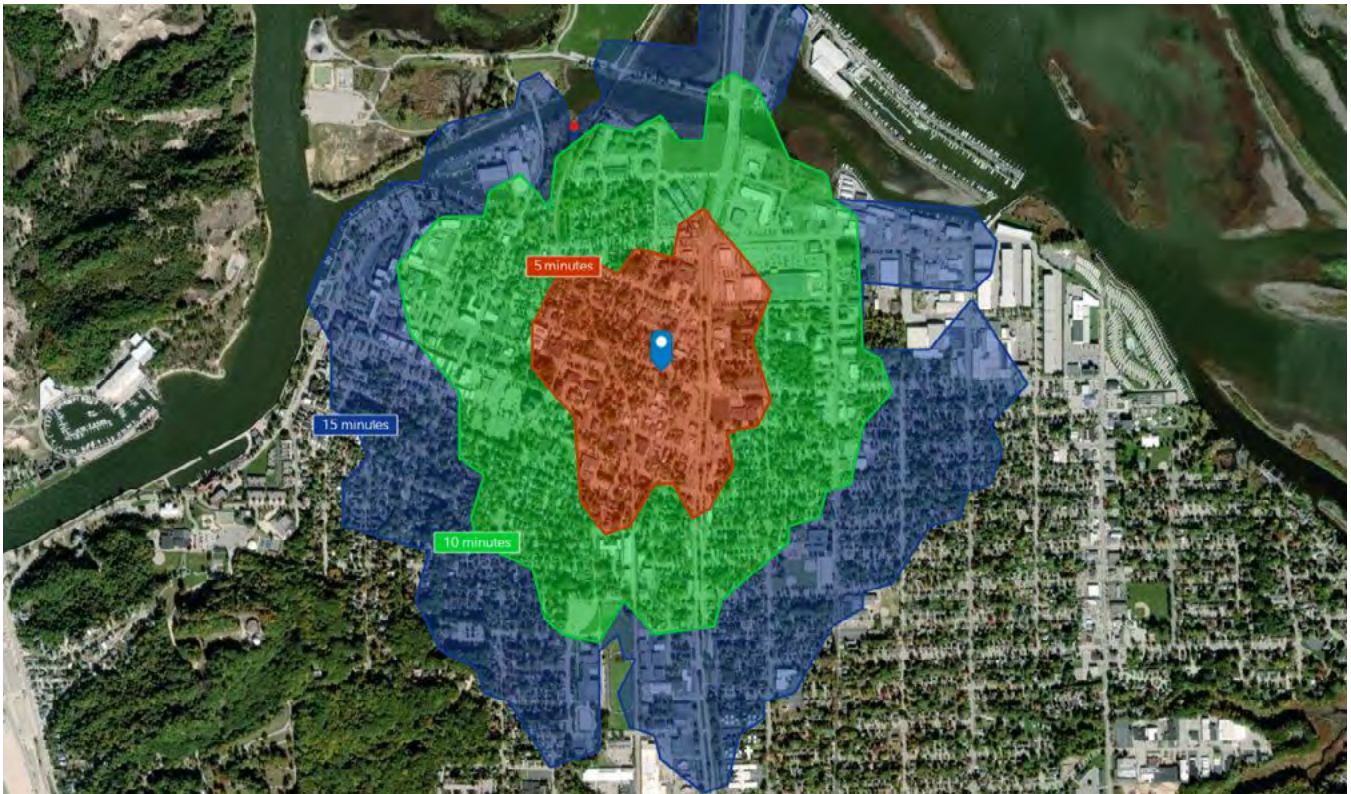
The MPI is designed to assess the overall market potential of a specific area and consider various factors such as population size, growth, income, and retail potential.

The SPI focuses specifically on consumer spending potential, by analyzing demographic and socioeconomic factors such as income, education, employment, and age. It helps businesses understand the economic capacity of consumers in a particular area and their likelihood of spending. Often, there is a lack of sufficient demand in a use category for an entire new store, but a creative entrepreneur may be able to combine complementary retail uses to open a store with sufficient demand. The retail analysis was done at three concentric geographies based on walk times from Centertown: 5, 10 and 15 minutes. (For detailed MPI and SPI data, please refer to the Appendices).

INDICATOR	CENTERTOWN	5-MINUTE WALK RADIUS	10-MINUTE WALK RADIUS	15-MINUTE WALK RADIUS
2010 Population	266	570	1,496	1,709
2025 Population	294	647	1,795	1,840
2025 Daytime Population	863	1,723	2,625	2,869
Workers	726	1,422	1,777	1,964
Residents	137	301	848	905
2025 Median Household Income	\$65,336	\$66,948	\$67,469	\$77,562

Demographics in Centertown and Surrounding Area

For the following analyses, an indicator score of 100 represents the nationwide average for spending or market potential. A higher value indicates greater consumer spending potential or market potential in the area, while a lower value suggests lower spending or market potential. In addition to these indicators, other factors should be considered, such as competition, local market conditions, and product or service offerings. These indicators are just one piece of the puzzle in determining a potential developer.



Retail Analysis of the Market Potential & Consumer Spending Potential Based on a 5-Minute, 10-Minute, and 15-Minute Walk Radius from Centertown

5-Minute Walk Radius

Within a 5-minute walk of Centertown, the Spending Potential Index (SPI) values for various consumer categories generally range from the high 70s to the mid-80s. This means local households spend about 15%-20% less than the national average across various categories, though the sub-area has a moderate consumer spending potential. Notable, relatively high SPI values include “Apparel” (SPI 84), “Education” (SPI 84), “Entertainment” (SPI 82), “Food at Home” (SPI 84), and “Vehicle Maintenance” (SPI 85).

10-Minute Walk Radius

Within a 10-minute walk of Centertown, households remain slightly below national spending norms, with SPIs generally a bit lower than in the 5-minute band, indicating a larger but still value-oriented mid-market trade area. Most SPI values sit in the high 70s to Low 80s. Notable, relatively high SPI values include “Apparel” (SPI 79), “Food at Home” (SPI 80), “Health Care” (SPI 80), and “Vehicle Maintenance” (SPI 81). These SPIs suggest that spending is roughly 20-23% under the national average in

many categories, a notch more constrained than the 5-minute walk radius band, but still good for everyday goods and services. This also indicates the “essentials” (groceries, shelter, health care and vehicle maintenance) index is only slightly higher than discretionary spending like “Entertainment” (SPI 79), “Food Away” (SPI 78), which means that households budget across the board rather than sharply cutting only non-essentials.

15-Minute Walk Radius

Within a 15-minute walk of Centertown, households show the strongest overall spending power of the three bands, with SPIs closest to or approaching national averages. This indicates a somewhat more affluent, opportunity-rich trade area than the 5- and 10-minute bands. Most SPI values are in the mid-80s to around 90. Notable SPIs include “Apparel” (SPI 85), “Education” (SPI 89), “Entertainment” (SPI 88), “Household Furnishings” (SPI 88), and “Travel” (SPI 88). A balanced spending pattern is observed with both essential and discretionary spending relatively high pointing towards more room for non-essential spending.

SPENDING POTENTIAL INDEX BY INDUSTRY	5-MINUTE WALK RADIUS	10-MINUTE WALK RADIUS	15-MINUTE WALK RADIUS
Apparel & Services	84	79	85
Education	84	81	89
Entertainment	82	79	88
Food at Home	84	80	86
Food Away from Home	82	78	85
Healthcare	82	80	89
Household Furnishing & Equipment	82	79	88
Personal Care Products & Services	83	79	87
Shelter	83	79	86
Support Payments/Gifts in Kind	80	79	90
Travel	79	77	88
Vehicle Maintenance	85	81	88

Spending Potential Index by Industry Across the Different Retail Geographies in a 5-Minute, 10-Minute, and 15-Minute Walk Radius

The 10-15minute walk radius serves as Centertown's "Wealthy Halo", representing a significant shift towards an affluent and aging demographics classified by the "Burbs and Beyond" tapestry segment. This geographical band boasts the study area's strongest economic profile, featuring a Wealth Index of 90 and the highest income metrics with a Median Household Income of \$77,562 and an Average Household income of \$101,054. Additionally, the higher rate of owner-occupied housing (70%) within this band indicates a stable

resident base with a greater financial capacity for long-term household investments compared to more renter-heavy areas closer to Centertown. These demographics result in the study area's highest Spending Potential Indices (SPI), with peaks in "Support Payments/Gifts in Kind" (SPI 90), "Education" (89) and "Entertainment" (SPI 88), which suggest that Centertown is surrounded by its most profitable potential customers, who all live within walking distance.

MARKET POTENTIAL INDEX BY INDUSTRY	5-MINUTE WALK RADIUS	10-MINUTE WALK RADIUS	15-MINUTE WALK RADIUS
Apparel & Services (Bought Men's Clothing)	100	100	101
Automobiles (Household Owns/Leases 1+ Vehicles)	99	101	104
Automotive Aftermarket (Motor Oil Change)	102	103	104
Beverages	98	100	100
Cameras	87	101	110
Cellphones	100	101	101
Computers	93	96	100
Convenience Stores	103	102	100
Entertainment (Dine Out in Last 12 Months)	95	100	105
Financial (Used ATM in the Last 12 Months)	103	102	102
Grocery	97	99	101
Health	99	101	103
Home (Home Improvements in the Last 12 Months)	87	96	109
Insurance (Personally Carry Medical)	101	103	105
Pets	99	102	106
Reading	103	106	107

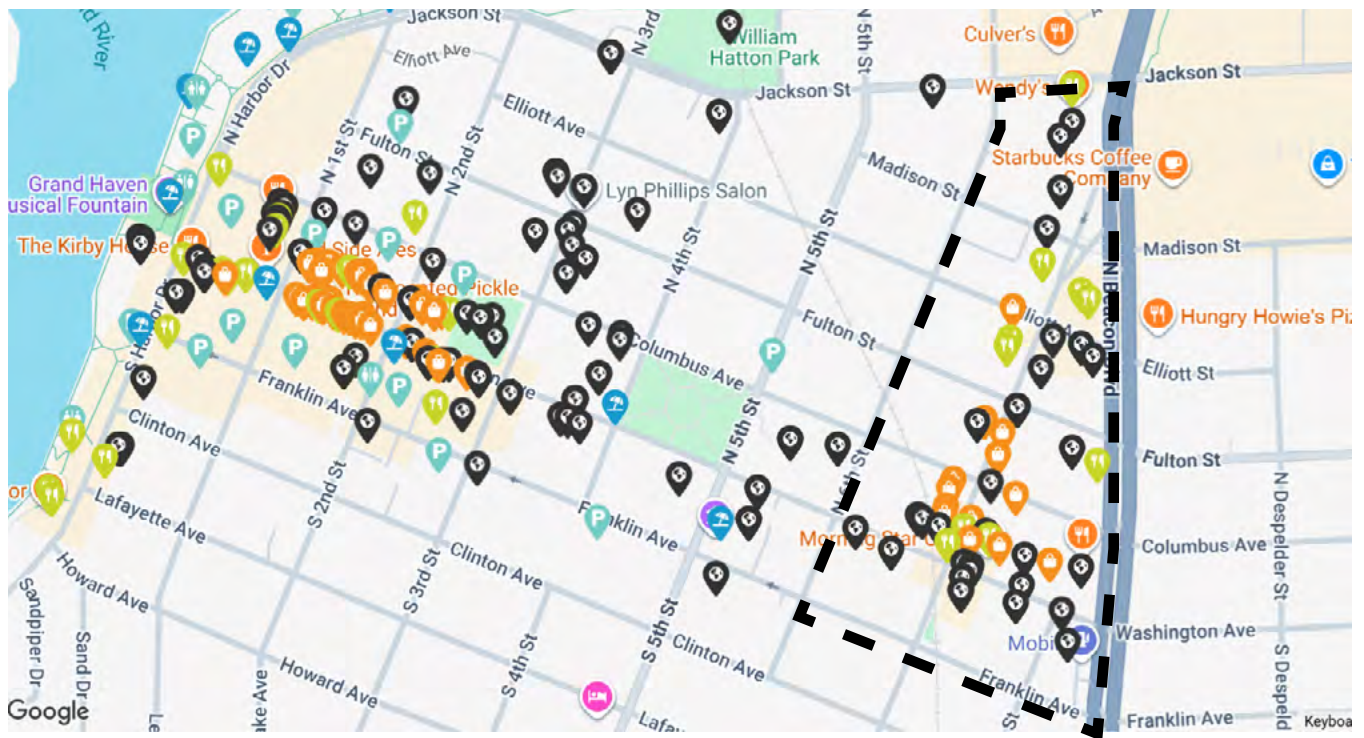
Market Potential Index by Industry Across the Different Retail Geographies in a 5-Minute, 10-Minute, and 15-Minute Walk Radius

A Market Potential Index (MPI) score measures the relative likelihood of adults or households in a specific trade area to exhibit certain consumer behavior or purchasing patterns compared to the United States as a whole.

Like the spending data, these indices reveal a trend where market potential generally increases as the study area moved into a more affluent 15-minute relatively "Wealthy Halo", particular for discretionary items like home improvements (109) and high-end cameras (110). In the context of the Centertown area, MPI scores are used to identify niche market opportunities. While spending potential (SPI) in the area may be below the national average, specific MPI scores highlight areas where local demand is quite strong, such as automotive oil changes (MPI 102-104) or reading hardcover books (MPI 103-107).

Overall Takeaways

The market data reveals that Centertown is a district defined by its high traffic "gateway" status and a significant opportunity to bridge the gap between modest local spending and a relatively wealthy neighboring demographic. While the immediate 5-minute walk radius spending potential scores below national averages, **the subarea's economic vitality is boosted by a substantial daytime population of 1,723 and its role as the entry point for the 2.6 million annual visits to Grand Haven downtown area as highlighted in the Grand Haven Main Street 2025 Market data report.** The massive visitor volume, which peaks during the evening, provides a data-driven mandate to implement the pedestrian-scale lighting and beautification seating that 55% of the community identifies as a top priority according to the same 2025 Market Data report prepared by the Grand Haven Main Street DDA. In addition, it would be prudent to find ways to stop actively routing traffic around Centertown, which would welcome in more potential visitors.



Businesses in Centertown District (Credits: Grand Haven Main Street DDA)



Community Outreach *Approach*

Community outreach and awareness for the Centertown Vision Plan update was launched officially on December 31, 2025, and continued through the update and adoption process through October 2026. It was communicated through multiple print and digital channels:

- » Grand Haven New Year’s Eve Countdown Video Wall.
- » Event posters distributed through the DDA Main Street.
- » Social media platforms, including the DDA Main Street Facebook page.
- » Press releases and media interviews, including FOX 17 West Michigan, Grand Haven Tribune, and Ottawa News Network.
- » Public notice to property owners in and within 300 feet of Centertown.
- » Centertown Business Group.
- » Social Pinpoint Website: <https://mckenna.mysocialpinpoint.com/centertownvisionplan>

The following provides a snapshot of community participation over the five-month update period from December 31, 2025, to May 10, 2026. Although extensive communication and outreach may not have yielded a significant number of responses, participants who did were highly engaged, and provided thoughtful, quality feedback.

- » 758 Page Views
- » 401 Unique Site Visitors
- » 64 Online Survey Respondents
- » 2 Workshops, including a character defining feature exercise with the Steering Committee
- » 2 Community Open Houses
- » 4 Property Owners Interviews
- » 98+ Workshop & Open House Participants, including 20+ Centertown businesses and organizations
- » 4 Steering Committee Meetings
- » Over 20+ hours of Meeting Time

EVENT RECAP	ATTENDEES/RESPONSES
Jan 16 Steering Committee Workshop	8
Jan 16 Centertown Businesses/Property Owners Workshop	20+
Jan 16 Community Open House (3:30pm – 7pm at 707 Events Center)	30+
Jan 16 – Feb 13 Online Surveys (English & Spanish versions)	64 Completed English Surveys
May 13 Community Open House (6pm – 7:30pm at Central Park Place)	40+

Centertown Vision Update *Process*

Overview

The City of Grand Haven is embarking on an update to the 2014 Centertown Vision Plan to have a strategic, actionable roadmap which will be responsive to the needs of residents, businesses, and future generations. The process will kick off this winter and will include several community engagement opportunities through spring/early summer of 2026.

We look forward to hearing your ideas and feedback in shaping the future of Centertown!

DISCOVERY

January 16
**Focus Groups,
Community Open House
#1 & Online Survey**

February 6
Online Survey Closes

January - February
**Feedback Synthesis &
Initial Findings**

DESIGN

March - April
**Conceptual Design
Options**

May
**Community Open House
#2**
**Draft Centertown Vision
Update Report**

REVIEW & ADOPTION

Summer - Fall
**Centertown Vision
Update Plan Review,
Revisions & Adoption**



Centertown Community Outreach Activities

Community Outreach *Key Takeaways*

What The Community Loves About Centertown

- » Centertown is distinguished by its strong local identity, with more locally owned businesses that attract residents and foster a “working class” neighborhood feel, unlike the seasonal nature of Downtown.
- » Centertown provides a wide variety of businesses and amenities, catering to diverse needs and audiences.
- » Businesses offer personalized customer service, with owners and staff who know their customers and each other, creating a close-knit, family-like atmosphere.
- » This sense of community extends to the sidewalks, and there is a desire for this “family” vibe to be even more visible.
- » Centertown is highly walkable with the compact, vibrant cluster of businesses, especially at Washington Avenue and 7th Street. The area is home to many young people and residents appreciate the convenient access to essentials, including books, groceries, wine, and excellent dining options.
- » Overall, in terms of vehicular circulation, the northbound access onto Beacon Boulevard is considered good.

What The Community Would Like to See Improve in Centertown

Based on the community feedback, the proposed improvements for the Centertown Vision Plan Update focus on enhancing pedestrian safety, creating vibrant public spaces, and increasing economic vitality through infrastructure and housing developments. The key areas for improvement can be categorized as follows:

1. Pedestrian Safety & Connectivity

- » **Walkability:** There is a strong desire to transform Centertown into a walkable, livable “small downtown” with a “bistro vibe” that encourages people to linger in outdoor seating. The community would like to see an environment that is designed to encourage walking with clearer wayfinding where people can park once and walk the rest of
- » **Safe Crossings:** A primary goal is to improve the east-west connection across US-31/ Beacon Boulevard, as the Washington Avenue intersection is currently the only area where pedestrians feel safe. Suggestions include extending pedestrian crossing time at US-31 by at least four seconds to allow walkers to get past the median. Based on community feedback, key crossings for pedestrian safety enhancements include Washington Ave, Columbus Ave, Fulton Street, and North 7th Street at Beacon Boulevard.
- » **Traffic Calming:** To increase safety, participants suggested slowing traffic along Washington Avenue and replacing certain traffic signals with four-way stops.



2. Public Spaces & Streetscape Enhancements

- » **Green Space & Gathering Spots:** Participants would like to see the City create multiple points of interest through green space and outdoor gathering areas, such as a public plaza, an activated Willow Park, the Coast Guard Boat pocket park, and “sticky walls” for community conversations.
- » **Interactive Public Art:** Gathering spots could also integrate participatory art, such as murals, giant sculptures for “photo moments,” and structures suitable for climbing.
- » **Streetscape Enhancements:** To improve the vitality of the area, the ideas offered by the community include adding trees, bike racks, planters, drinking fountains, and an outdoor fireplace. Stakeholders emphasize the need for coherence in street elements, such as benches, to freshen up the public realm and prevent it from feeling “tired.”

3. Property Enhancements & Business Vitality with a Small-Town Charm

- » **Dining and Entertainment:** Merchants, residents, and visitors expressed keen interest in seeing sidewalk bistros, rooftop dining, beer gardens, and creating a Social District for Centertown. Other activities and programs suggested include speakeasies, cooking classes, and spaces for local bands.
- » **Redevelopment & Storefront Revitalization:** Opportunities for property redevelopment and enhancement were identified by stakeholders in the areas for potential improvement in Centertown. To improve the area’s visual appeal, the community would like to see revamped storefronts and continued property upkeep.
- » **Small-Town Character:** Overall, participants would like to encourage building owners to improve their properties while ensuring that the area’s unique small-town charm is not lost to overly modern designs or the demolition of existing structures of character. They would like to see property owners give Centertown the same level of aesthetic attention and charm as the downtown blocks along Washington Street.



4. Local Viability & Destination Awareness

- » **Local Viability:** Maintaining the viability of small, local businesses is a high priority to all stakeholders. They would like to see a diverse mix of restaurants, small grocers, and boutiques, as well as housing and services. However, there is concern regarding affordability; stakeholders want to promote growth without making the area too expensive for current owners or patrons.
- » **Destination Awareness:** Merchants, residents, and visitors affirmed that efforts should be made to move Centertown away from being a “hidden secret” to a destination with “top of mind awareness” for those already visiting Downtown and the Waterfront.

5. Housing & Year-Round Activation Through Balanced Growth

- » **Increased housing options:** To support local businesses year-round, there is community openness to having more attainable housing, condos, and apartments, as well as expanding the opportunity for short-term rentals. However, participants cautioned against large-scale residential developments that do not fit with their desired “small-town” character for Centertown. They also expressed concerns about potential parking issues.
- » **Balanced Growth:** Centertown is seen as a vital gateway that should encourage exploration and lead visitors toward the Downtown and the waterfront. Overall, there is an understanding that Centertown will experience some growth; the key for the participants would be to balance growth with infrastructure to avoid the “congested growth” seen in other cities.



Preferred Design Character

**Commercial, Mixed
Use, Streetscape,
“Missing Middle”
Housing, Multi-
Story Housing**

6. Vehicular Access & Parking

- » **Access & Arrival:** Centertown businesses and organizations expressed an interest in simplifying the current “zig-zaggy” vehicular access to and from Centertown. This would make it easier for drivers to arrive in Centertown (instead of bypassing Centertown).
- » **Parking Management:** Feedback suggests that parking continues to be an issue of consideration. Some participants expressed concerns about the need for better parking signage and more parking to support businesses and developments. Others noted that Centertown has a “walking problem” rather than a parking problem, with a need for environments where people can “park once” and explore on foot.
- » **7th Street Configuration:** Business owners expressed a strong desire to keep 7th Street as a two-way configuration. They would also like to slow down traffic and make it safer to cross 7th Street and Washington Street. Additionally, residents suggest directing heavy traffic, like RVs, away from the main pedestrian corridors.

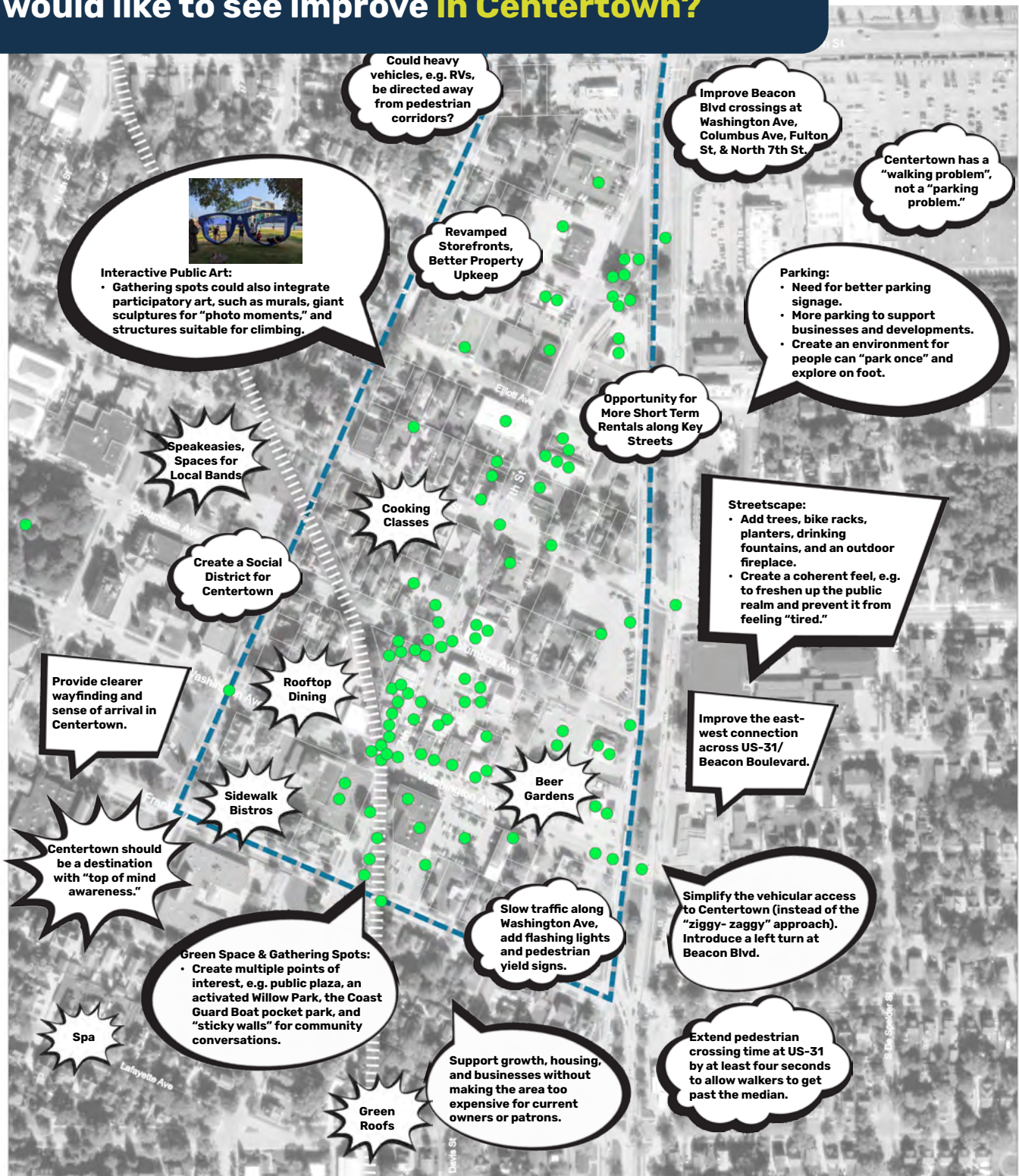
**These identified
areas of improvement
are further affirmed
by the community’s
top priorities:**

1. Enhancing the public spaces (e.g. streets, sidewalks, parks, squares etc.)
2. Supporting local businesses and organizations.
3. Creating a safer environment for walking and biking.
4. Encouraging more businesses and activities geared towards nightlife and year-round use.

What the Community loves about Centertown?



What the Community would like to see improve in Centertown?



Lego Dream Block *Activity Takeaways*



To better understand how residents and visitors perceive the Centertown area and what they would like for the neighborhood, the team conducted a Lego Dream Block exercise, where participants were asked to create their ideal block combining different uses, building heights, widths, and layouts.

Overall, several observations can be made from the models that were explored:

- » Incremental intensification along 7th street, particularly in the form of low- to mid-rise mixed-use development, with commercial uses on the ground floor and residential uses above.
- » There was a mix of one-, two-, and three-story forms, and not just a uniform or monolithic approach.
- » Placement of green blocks and spacing between the building clusters, and on rooftops.



The exercise provided several takeaways in terms of the potential build out of Centertown.

- » Strengthen 7th Street as a more defined neighborhood main street.
- » Support additional housing within walking distance of daily services.
- » Embrace mixed-use buildings at an appropriate, human scale.
- » Intersperse pocket parks and outdoor spaces that feel walkable and locally scaled and not overly urban or intense.

Overall, the exercise indicates that residents are open to change as long as it remains moderate in height, pedestrian-oriented and consistent with Centertown's

Character Defining Features *Takeaways*

City Staff Representatives, Steering Committee Members, and Project Consultants conducted a field exercise on January 16, 2026 to collect “Character Defining Features” (CDF’s) from both Downtown and Centertown. Features relating to architecture, use, development pattern, landscape, circulation, and public space were found and manually cataloged with respect to stylistic traditions, their degree of localism vs. universality, pattern frequency, and miscellaneous design keywords. Following this work, distinct features and themes emerged as highly appropriate and/or relevant for use in future development.

Organic Variety & Unfolding Incrementalism



Centertown comprises a mix of building types, including small-format commercial and mixed-use buildings, small apartments, lofts, detached houses, community buildings, sacred buildings, and workshop spaces. This fabric is expressed through a range of construction materials, and a variety of building ages is represented. The variety of massing, roof forms, and scale fundamentally defines Centertown.

Centertown is home to small, local businesses, some of which became successful multigenerational establishments. Centertown’s physical fabric reflects the incremental growth of the neighborhood with distinct “chapters” visible as layers of development and advancement.

Large-scale interventions are uncommon in Centertown, and growth within means is more familiar. Shops emerging from homes, gradual turnover of commercial fabric, and adaptive reuse define the local culture of development.

Platted into a fine-grain patchwork of parcels serving a range of purposes, Centertown’s development over time highlights the organic, incremental evolution of a mature neighborhood built by many hands. Each parcel reflects individual sensibilities, while the whole remains far greater than the sum of its parts. A range of construction methods, tastes, and building ages help Centertown to read as an authentic community shaped by many.

Regional Vernacular



Local masonry and carpentry traditions were alive and well prior to WWII. These traditions were strong throughout the region and country, and reflected locally popular and available materials and techniques, which were passed down through apprenticeships. Grand Haven’s historic masonry is often vertical in emphasis – a hallmark of the Victorian traditions, while other approaches, such as the industrial loft aesthetic as seen at the “Elliott” also appear.

Traditional masonry and carpentry express a building’s response to nature (gravity, climate, etc.) while also striving for beauty in service to the public realm.

Centertown’s masonry is basic but belongs to the same traditions as Grand Haven’s most noble buildings. Reclaiming the craft and the details of these building traditions is strongly recommended for new developments. This could include a careful study of the compositional techniques and motifs inherited through Grand Haven’s historic building stock.

Everyday Urbanism & Unique Local Identity



'Life on life's terms' plays out in Centertown.

The area is at once a walkable neighborhood and also a centrally located resource for the broader community. The unassuming, local character of the place reflects the everyday urbanism of Grand Haven, which is distinct from a 'destination Downtown'. The differentiation and separation of Centertown from Downtown are features reinforced by the civic Hilltop district. At the same time, the two districts are unified by the City's historic angled grid and Washington Avenue. Overall, differences in building and spatial character between Centertown and Downtown give coherence to the City, while reinforcing distinct and special identities.



03

*Updated Vision &
Design Possibilities*

Updated *Vision Statement & Goals*

Updated Vision Statement

Centertown

An established, vibrant, welcoming, and unique local destination where...

There is something for everybody, daily life happens in a walkable neighborhood center, there are shaded spaces to sit and gather throughout, and a strong sense of community and family abounds.

Goals

Attractiveness

Improve Centertown's physical appearance by enhancing the streetscape, upgrading buildings and properties, improving maintenance, and through the construction of new projects. Making Centertown more attractive will raise the community's awareness of Centertown, attract more customer traffic and sales, strengthen the pride of business and property owners, improve the marketability of the district to new businesses and tenants, and increase property values.

Vibrancy

Create a heightened atmosphere of real and perceived excitement and activity. Centertown will become more vibrant through improved customer- and community-driven events and promotional activities, enriching the mix of businesses, joint promotions and advertising, and strengthening Centertown business associations.

Value

Increase business and property values through a combination of physical improvements, intensified programming, and increased customer traffic and sales.

Distinctiveness

Introduce elements that are unique to the Centertown district to sharpen the area's "brand." Centertown is already a distinct commercial district with businesses geared primarily toward local customers; however, attracting new customers and businesses has not been particularly successful because its image is not as strong as possible. Improving upon this quality will enable Centertown to distinguish itself from other portions of downtown Grand Haven so that it can market itself more effectively.

Priorities & Design Intentions

These identified design intentions are further affirmed by the community's top priorities:

1. Improve Pedestrian Safety & Connectivity
2. Enhance Public Spaces & Streetscapes
3. Enhance Properties & Strengthen Business Vitality with a Small-Town Charm
4. Sustain Local Viability & Boost Destination Awareness
5. Support Housing & Year-Round Activation Through Balanced Growth
6. Provide Convenient Vehicular Access & Parking.

Preferred *Look & Feel* for Centertown



Centertown *Conceptual Framework*

Drawing on the community's feedback and ideas received during the outreach, **a conceptual framework plan was created to provide a high-level overview of what the community and stakeholders collectively identified as key opportunity sites and improvement areas to explore for Centertown's future.** The conceptual framework serves as the basis to:

- » Explore more detailed design possibilities and concepts at a smaller site scale.
- » Focus future engagement between the public and private sectors, including businesses.
- » Plan for future public capital improvement projects.

Opportunity Sites & Improvement Areas

» Gateway Treatments

- » 7th Street & Beacon Boulevard (Coast Guard Boat Triangle)
- » Washington Ave & Beacon Boulevard (Corners at Gas Stations)

» Intersection Treatments & Central Public Gathering Space

- » 7th Street & Columbus Ave
- » Potential Public Plaza at the Washington Ave block (Captone & City of Grand Haven)

» Opportunity Sites for Potential Mixed Use & Multi-Story Residential (Re)developments

- » Washington Ave block properties (Capstone, Borchers, Jackson Dale, Tyan LLC, City of Grand Haven)
- » Columbus Ave block properties (Steinbach)
- » Fulton St block properties (Dahlman, Healey, Meyer-Sutherland, Preferred Auto Dealerships)
- » Elliott Ave block properties (Inland Properties LLC, ILJ Corp)
- » Madison Ave block properties (Dick's Towing, Momentum Center)

» Streetscape Enhancements on 7th Street & Beacon Boulevard

- » North 7th Street reconstruction project in 2027, including additional on-street parking and streetscape enhancements.
- » Beacon Boulevard turn lanes, crossings, and landscaping. This includes the opportunity to explore a left-turn at the Washington Ave intersection on north-bound Beacon Boulevard to funnel traffic more directly into Centertown and Downtown Grand Haven.

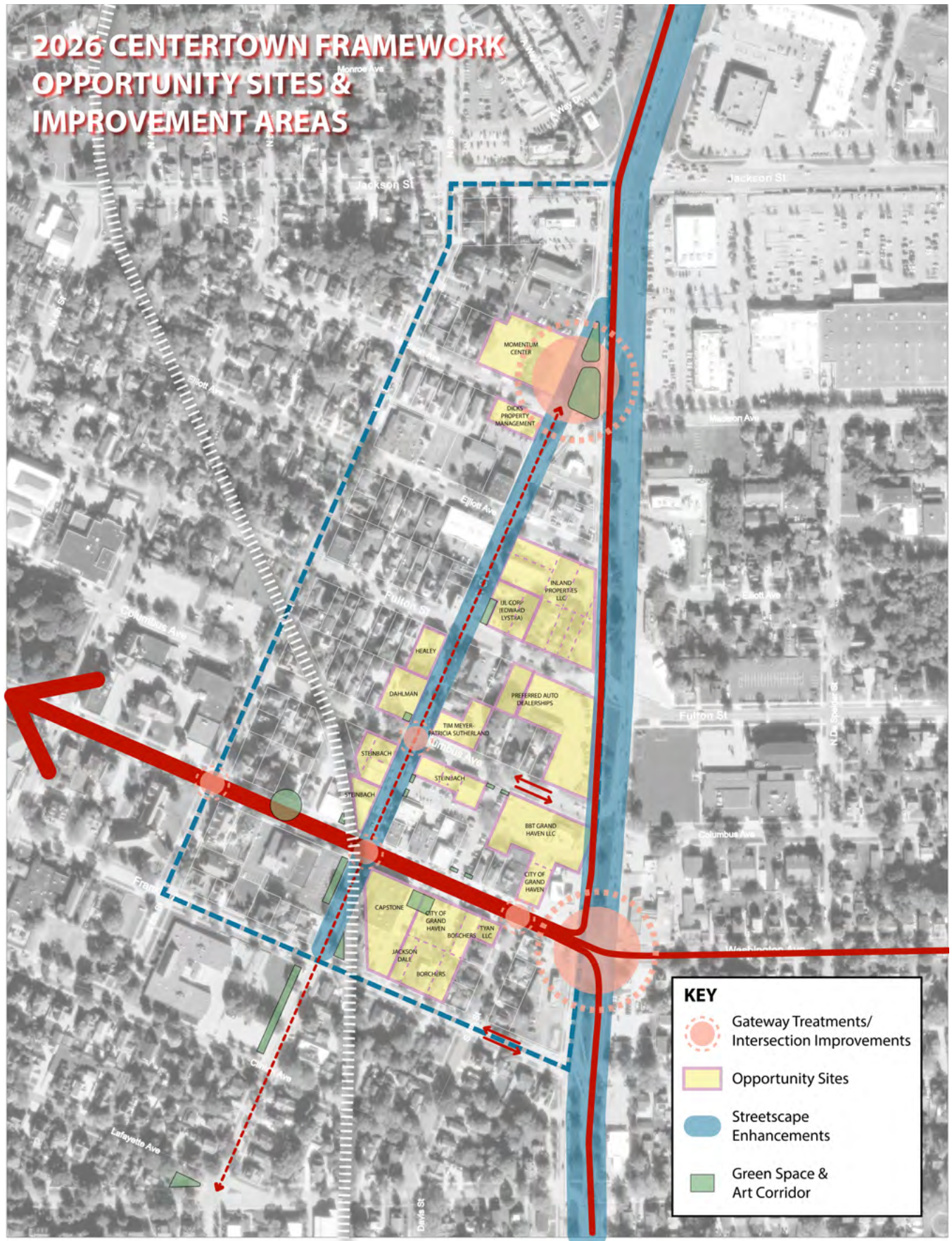
» On-Street Parking & Public Parking Lot Enhancements

- » Washington Ave public parking entrances and circulation
- » Additional on-street parking (parallel or diagonal) where possible within the right-of-way on the east-west streets, especially with the one-way to two-way conversion at Columbus Ave and Franklin Ave.

» Green Spaces along an Arts Corridor

- » Opportunities for public benches and interactive art/sculpture.

2026 CENTERTOWN FRAMEWORK OPPORTUNITY SITES & IMPROVEMENT AREAS



MCKENNA

HYK CONSULTING

NICHOLAS
ROLINSKI
DESIGN

Potential *Development, Public Space, Streetscape, Mobility Concepts*

Exploratory Design Concepts

To explore the community's ideas and the future possibilities for Centertown, as well as to facilitate the coherent coordination of development and redevelopment across this distinctive neighborhood node, the following draft design concepts and 3D views were prepared with some key considerations:

- » Potential future uses for the parcels and buildings based on the contextual fit, e.g. mixed use, residential, commercial, civic.
- » Potential architectural form, e.g. building heights, orientation, sizes, shapes, setbacks and stepbacks.
- » Potential character transitions, gateways and nodes.
- » Potential concepts for streetscape, parks, and public spaces.
- » Intersections to prioritize for pedestrian and bicycle crossings, and broader non-motorized connectivity.
- » Potential parking recommendations, e.g. additional on-street parking, clear thresholds/wayfinding for public parking lots.
- » Complete Streets approach, policy and principles.

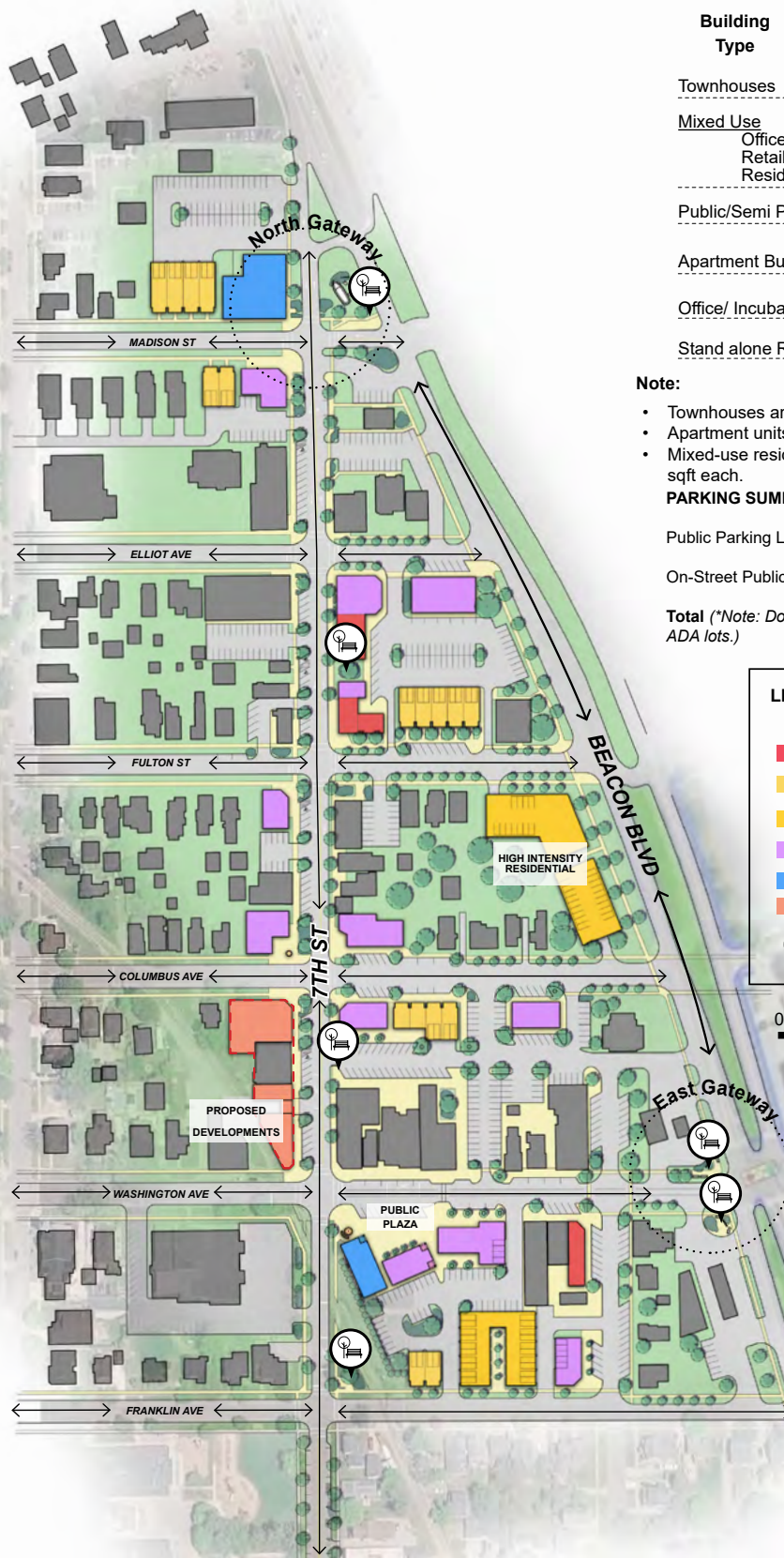
Both the 2D (plan) view and 3D views integrate ideas for landscaping, pedestrian amenities, street furnishings, medians, gateway elements, public art, corridor identity and branding, crossing enhancements, and wayfinding signs.



Centertown Plaza & Willow Park Looking Southeast (Draft Concept)

Centertown Potential Design & Future Use Concept

Note: The following draft design concepts (not plans) were created based on earlier ideas from Centertown businesses, community, and the Steering Committee. These are meant as a visual tool to encourage further dialogue in exploring potential opportunities and future uses over the next 10+ years, while keeping the character of Grand Haven.



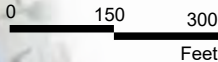
Building Type	No of Building / Sqft	No of Dwelling Units
Townhouses	17	17
Mixed Use	11	-
Office	-	-
Retail	32,650 sqft	-
Residential	34,500 sqft	28
Public/Semi Public	15,000 Sqft	-
Apartment Building	2	62
Office/ Incubator	9200 sqft	-
Stand alone Retail	5380 Sqft	-

- Note:**
- Townhouses are calculated at 1490 sqft each.
 - Apartment units are calculated at 1200 sqft each.
 - Mixed-use residential uses are calculated at 1200-1300 sqft each.

PARKING SUMMARY	EXISTING	ESTIMATE
Public Parking Lots	124	101
On-Street Public Parking	68	135 - 140
Total (*Note: Does not include ADA lots.)	192	236 - 241

LEGEND

- Commercial / Retail
- Townhouses
- Multi- Family Apartments
- Mixed Use
- Public/ Semi-Public
- Existing Planned Developments
- Pocket Parks



Centertown Potential Design Concept: 3D Views

Note: The following draft design concepts (not plans) were created based on earlier ideas from Centertown businesses, community, and the Steering Committee. These are meant as a visual tool to encourage further dialogue in exploring potential opportunities and future uses over the next 10+ years, while keeping the character of Grand Haven.



VIEW OF WASHINGTON AVE & CENTERTOWN PLAZA LOOKING EAST (DRAFT CONCEPT)

This Centertown Plaza concept uses new buildings to shape a potential gathering space at the current location of 700 Washington Ave. The community plaza flanks and enhances Washington Avenue's existing streetscape, and serves as a large "outdoor room" for public life in Centertown.

New buildings recall Grand Haven's timeless architectural traditions, but also embrace fresh ideas, such as rooftop terraces and contemporary masonry details. Although designed as an ensemble, the buildings exist as individual structures, affording flexibility in phasing and execution. As a group, the buildings at 700 Washington Avenue roughly accommodate the site's current commercial uses and parking needs, while additional infill buildings to the east further expand commercial potential.



CENTERTOWN PLAZA & WILLOW PARK LOOKING SOUTHEAST (DRAFT CONCEPT)

While the existing site's layout sacrifices efficiency along the diagonal rail corridor, the new layout rotates its western-most building to run parallel to the rail (like a depot structure). The rail's geometric irregularity is thus leveraged to further enhance the plaza's unique spatial characteristics.

A historic West Michigan Pike marker is showcased within a landscaped seating area at the southeast corner of Washington Avenue and 7th Street. With this commemorative element and the plaza itself, Centertown can further embody its name.

VIEW OF FULTON STREET LOOKING EAST (DRAFT CONCEPT)



The Fulton Street concept keeps the corridor's residential feel while adding a small commercial node where it meets North 7th Street. At 7th and Fulton, one-story commercial buildings shape a tight, walkable corner: small storefronts close to the sidewalk, the kind of place you walk to rather than drive to. This creates another small neighborhood node reflective of Centertown's scale, complementing Washington Avenue without competing with it. East of 7th, Fulton continues as a residential street. Infill townhomes, live-work units, and small mixed-use buildings hold the block, picking up the rhythm of the existing homes along the corridor. Two-and-a-half- to three- story buildings with porches and stoops face the street. At the eastern end, where Fulton meets Beacon Boulevard, a higher-intensity multi-family building addresses the boulevard. Apartments belong on a corridor carrying around 40,000 vehicles a day, not on a quiet block, and placing the density here keeps the middle of Fulton residential in scale and feel.



VIEW OF CENTERTOWN GATEWAY FROM BEACON BLVD (DRAFT CONCEPT)

LEGEND

- Commercial / Retail
- Townhouses
- Multi- Family Apartments
- Mixed Use
- Public/ Semi-Public
- Existing Planned Developments

The concept explores a clearer identity for the northern gateway not only the community but also to the city. Gateway treatments and intersection improvements signal arrival. Landscaping, signages and corner buildings fronting 7th Street and Madison Ave solidify the gateway through architecture and scale. West of the intersection, along Madison Avenue, townhomes line up the street carry the scale of surrounding neighborhood. Similar to Fulton Street, the block reads as a continuation of the homes already there, not a break from them.

04

Updated Implementation Plan

Recommendation *Approach*

Adopt – Regulate – Partner – Build & Maintain

The Implementation Plan serves as a comprehensive guide, delineating a systematic, step-by-step outline of implementation tasks designed to propel the overarching goals of the Centertown Plan forward. Each step within the plan is timebound to ensure the efficient execution of the outlined action steps. Moreover, the plan identifies the lead and the key partners for each phase to foster a collaborative approach that draws on the strengths and expertise of various stakeholders.

Step 1: Adopt

Adopt the Centertown Plan as a subarea plan within the City's Master Plan.

Step 2: Regulate

Analyze and adopt relevant zoning text amendments to enact the vision. Develop a set of design guidelines to shape proposed developments or redevelopments in a manner that would maintain the Grand Haven character.

Step 3: Partner

Work with private property owners, MDOT, Ottawa County, and MEDC to support the development/ redevelopment of focus areas in Centertown.

Step 4: Build & Maintain

Approve designs and secure funding. Work with private developers to time any potential public works projects with site redevelopment. Manage and inspect construction processes to ensure consistency with the vision of the Centertown Plan. Incorporate future maintenance into capital improvement plans.

Recommendations in the Implementation Plan

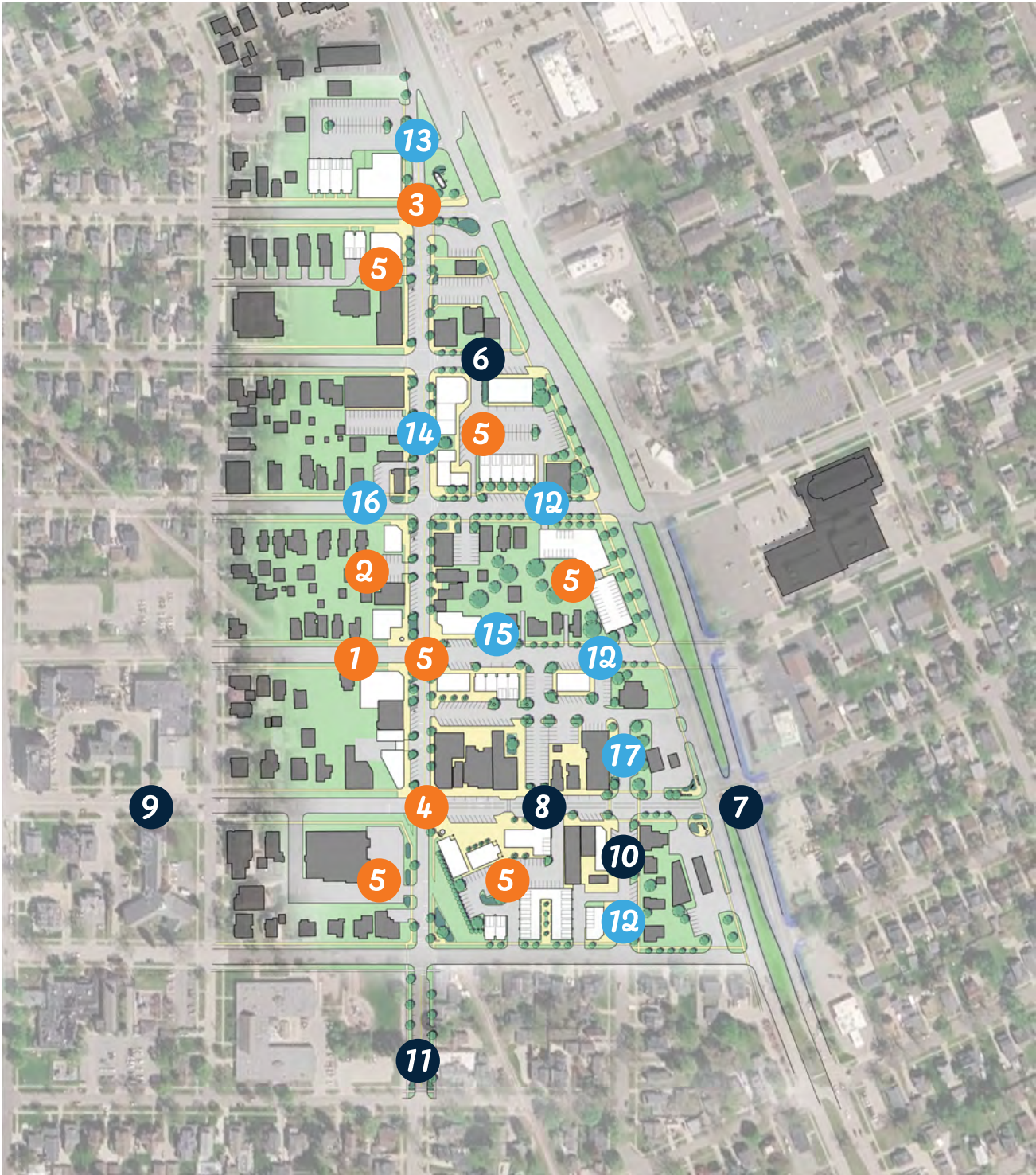
The implementation plan and steps have been compiled in a matrix, located on the following pages. These initiatives have been prioritized into (i) First Steps for Year 1, (ii) Next Moves for Years 2 and 3, and (iii) Future Moves for Years 4 to 10. They have been categorized into four focus areas below.

- » ***Zoning Revisions and Design Guidance:*** The zoning updates and additional design guidance will help to support and shape the intended uses, forms, and programming. Besides buildings, sidewalks, landscaping, and parking, these could also consider key streets and short-term rental opportunities.
- » ***Streetscape and Access Enhancements:*** These enhancements aim to facilitate efficient and safe vehicular and pedestrian circulation throughout the district by improving intersections and crosswalks, upgrading roadways and sidewalks, and adding parking throughout the district. The key is to promote wayfinding and walkability within Centertown, enhance the appearance and identity of the district, and explore the potential for new gathering places.
- » ***Marketing Initiatives:*** These seek to improve communication among business owners and the City, and create a distinct identity for Centertown. Marketing initiatives also strive to promote business and increase property values within Centertown through branding techniques.
- » ***Property Improvements:*** Potential areas for redevelopment, parking, and open space additions and improvements are identified to promote the appearance and value of Centertown.

Implementation Plan

..... *First Steps* *Next Moves* *Future Moves*>

(Year 1) (Years 2 - 3) (Years 4 - 10+)



FIRST MOVES - YEAR 1		
ADOPT THE CENTERTOWN UPDATED VISION PLAN		
Adopt the Centertown Plan as a subarea plan with the City's Master Plan.	Lead & Partners	Timing & Potential Funding
Staff, Steering Committee, and Planning Commission accept Plan and recommend Plan for adoption. City Council reviews and adopts Plan.	City Planner, DDA Executive Director, Planning Commission, City Council	Months 1 - 4
ZONING REVISIONS & DESIGN GUIDANCE		
(1) Analyze and adopt relevant zoning text amendments to enact the vision.	Lead & Partners	Timing & Potential Funding
Analyze existing Neighborhood Mixed Use (NMU), Centertown Overlay, and existing zoning in Centertown to determine needed changes to regulations, and potential rezonings, to enact the plan's vision Complete the feasible zoning text amendments related to housing (e.g. residential parking requirements, special land use permits for short-term rentals, 2-plex by right in MDR) which would have impacts on future developments City-wide, including Centertown.	City Planner, Planning Commission	Months 1 - 12 Potential Funding: City
(2) Centertown & Downtown Grand Haven Design Guidelines	Lead & Partners	Timing & Potential Funding
Include budget in next fiscal year's CIP for preparing a set of Centertown and Downtown Grand Haven Design Guidelines. The work will engage external consultants to prepare the design guidelines that builds on the character defining features exercise completed as part of the Centertown Vision Update. The purpose would be to promote the adaptive re-use of existing structures and to guide new development designs in a manner that would maintain the traditional urban neighborhood character.	City Planner, DDA Executive Director	Months 6 - 18 Potential Funding: City
STREETSCAPE & ACCESS ENHANCEMENTS		
(3) North 7th Street Reconstruction, Madison Gateway & Streetscape Enhancements	Lead & Partners	Timing & Potential Funding
Develop phasing and communication plan for North 7th Street reconstruction. Begin roll out 6 - 9 months ahead of construction.	City Administration (Public Works Director, DDA Executive Director)	Months 1 - 3 Potential Funding: City
Explore the possibility of (i) relocating the West Michigan Pike marker from 7th Street and Fulton Ave to a prominent, centralized, protected site, (ii) enhancing the historic interpretation and storytelling opportunities.	City Administration (City Planner, Public Works Director) & West Michigan Pike Project, Ottawa County Department of Strategic Impact	Months 1 - 3 Potential Funding: City
Evaluate a four-way stop at Columbus Avenue and Franklin Ave where they intersect with Seventh Street. (Note: Columbus and Franklin will be converted to a two-way street.)	City Administration (Public Works Director, DDA Executive Director)	Months 1 - 3 Potential Funding: City
Undertake and complete North 7th Street Reconstruction and streetscape enhancements, including the Madison Ave gateway with the Coast Guard boat. Incorporate Downtown streetscape items such as banners, artwork, year-round twinkle lights, benches, bike racks, and trash receptacles for basic furniture needs to reduce inventory and provide coherence.	Public Works Director, DDA Executive Director	2027 Potential Funding: City & MEDC Approved Revitalization and Placemaking (RAP) Grant for benches

FIRST MOVES - YEAR 1 (CONTINUED)		
MARKETING INITIATIVES		
(4) Branding & Improved Wayfinding	Lead & Partners	Timing & Potential Funding
Explore marketing and communications ideas to develop unique brand identity and logo for Centertown that still remains aligned with the Grand Haven DDA identity.	DDA Executive Director, Centertown Business Group	Months 1 – 12 Potential Funding: City, MSDA
Explore potential for celebration block party to broaden community awareness of Centertown and the North 7th Street improvements.	DDA Executive Director, Centertown Business Group	Months 6 – 12 Potential Funding: City
PROPERTY IMPROVEMENTS		
(5) Engage Private Property Owners on Strategic Opportunity Sites	Lead & Partners	Timing & Potential Funding
Engage private property owners on strategic opportunity sites (e.g. Washington Ave block between 7th and 8th Streets, Columbus Ave and 7th Street corners, Madison Ave and 7th Street corners, Fulton Street block adjacent to 7th Street) to understand future use, interests, and market realities.	Asst. City Manager, City Planner, DDA Executive Director, Private Property Owners	Ongoing Engagement in Near and Long Term Potential Funding: --

NEXT MOVES - YEARS 2 & 3		
ADOPT THE CENTERTOWN UPDATED VISION PLAN		
ZONING REVISIONS & DESIGN GUIDANCE		
(6) Analyze and adopt relevant zoning text amendments to enact the vision.	Lead & Partners	Potential Funding
With the completed design guidelines, revise the zoning ordinance to (i) establish a unified zoning district for Centertown, (ii) target the appropriate district, e.g. NMU or a new Centertown district, to establish maximum building footprints and architectural standards to protect Centertown from “franchise” architecture, (iii) evaluate the appropriate boundaries and key streets for short-term rentals. Draft amendments to Zoning Ordinance, propose rezonings, if needed. Approve rezonings and adopt amendments into Zoning Ordinance by Planning Commission and City Council. Any potential zoning ordinance revisions, revisions, and short-term rental discussions will be informed by stakeholder engagement and input.	City Planner, DDA Executive Director	City, MEDC Technical Assistance Grants
STREETSCAPE & ACCESS ENHANCEMENTS		
(7) US-31 and Washington Avenue Intersection	Lead & Partners	Potential Funding
Re-engage MDOT on Beacon Boulevard concepts to explore option for full access to Washington Avenue from north and southbound US-31. This reconfigured Washington Ave intersection will also involve discussions on potential modifications to Franklin and Columbus Avenue intersections to accommodate this reconfiguration.	City Administration (Manager, Public Works Director, City Planner, DDA Executive Director) & MDOT	MDOT, Safe Routes to School
Engage property owners and businesses to explore potential for additional right-of-way/easement purchase to allow enhanced gateway treatments at existing gas stations (1 S Beacon Blvd & 5 N Beacon Blvd). Potential gateway improvements could include walls, columns, lights, banners, signs, and landscaping.	City Administration (DDA Executive Director, City Planner)	MEDC Technical Assistance Grants
(8) Washington Avenue Streetscape Improvements	Lead & Partners	Potential Funding
Engage MDOT to discuss the possibility of adding angled parking to south side of the street (per the design concept) to increase parking capacity and slow traffic. As part of this discussion, explore the importance of and need to maintain the center turn lane, and determine if the removal or partial removal is feasible.	City Administration (Manager, Public Works Director, City Planner, DDA Executive Director) & MDOT	MDOT
Engage Abonmarche to explore the costs and feasibility of providing public restrooms (e.g. converting two public parking spaces into a public restroom structure, incorporating the public restrooms as part of a future redevelopment.)	City Administration (Manager, Public Works Director, City Planner, DDA Executive Director) & Abonmarche	City
Engage Abonmarche to explore the costs and feasibility of a small temporary plaza at the south parking lot. This could involve modifying the existing benches, plantings, and public parking space.	City Administration (Manager, Public Works Director, City Planner, DDA Executive Director) & Abonmarche	City

NEXT MOVES - YEARS 2 & 3 (CONTINUED)		
MARKETING INITIATIVES		
(9) Branding & Improved Wayfinding	Lead & Partners	Potential Funding
Approve designs and secure funding for new signage and identify vendor for new signage installation. Update the directional signage with the new Centertown logo/brand identity at the corner of Fifth Street and Washington Avenue to identify Centertown and Downtown for those driving to Grand Haven from the south on Lakeshore Drive. Manage and inspect construction processes to ensure consistency with the vision of the Centertown Plan.	DDA Executive Director, Centertown Business Group	City, City administration (Manager/DPW), Potential State Historic Preservation Office (SHPO) Certified Local Government (CLG) Grants, Local Philanthropy.
Implement the benches replacement initiative through the awarded MEDC Revitalization and Placemaking (RAP) grant to create overall coherence and support local placemaking.	DDA Executive Director, Centertown Business Group	Months 6 – 12 MEDC RAP Grant, Local Philanthropy.
PROPERTY IMPROVEMENTS		
(10) Pilot Plaza/Gathering Space on Washington Ave	Lead & Partners	Potential Funding
Explore the potential of converting 5 – 6 parking spaces in the City's public parking lot to a mini plaza; or Explore the potential of activating the private green space on 732 Washington Ave as a pilot gathering space.	Asst. City Manager, Public Works Director, City Planner, DDA Executive Director, Private Property Owner	City
(11) South 7th Street Enhancements	Lead & Partners	Potential Funding
Work with private property owners and City Public Works Department to explore art and additional landscaping or a pocket park, e.g. Klaver Park, Willow Park, Central High School, Sytsema Funeral & Cremation. This could also include evergreen vegetative screening along the railroad near Willow Park.	Asst. City Manager, Public Works Director, City Planner, DDA Executive Director, GHAPS & Private Property Owners	City, GHAPS, Local Philanthropy. Could be placed in the CIP and budget for FY 26/27.

FUTURE MOVES - YEARS 4 TO 10+		
STREETSCAPE & ACCESS ENHANCEMENTS		
(12) Additional On-Street Parking on 8th Street, Columbus Ave, Fulton Street	Lead & Partners	Potential Funding
Engage Abonmarche to explore the feasibility and potential costs of additional angled and parallel on-street parking on 8th Street, Columbus Ave, Fulton Street	Public Works Director, City Planner, DDA Executive Director	City
Implement streetscape improvements on minor streets within Centertown district such as roadway and sidewalk repairs, street trees, etc.	Public Works Director, DDA Executive Director	City
(13) Potential Non-Motorized, Multi-Use Paths	Lead & Partners	Potential Funding
Explore non-motorized, multi-use paths in Centertown as part of the Master Plan "Complete Street" design and future capital improvement projects. (**Note: Based on stakeholder feedback on the 7th Street plan, sharrows painted on 7th for bicycles was not desired.)	Public Works Director, City Planner, DDA Executive Director	City, Safe Streets For All Grant
MARKETING INITIATIVES		
(15) Business Support	Lead & Partners	Potential Funding
Promote business incubators – start-ups, scale-ups, "seeds and sprouts" – to provide new energy and support Centertown as a destination. (Note: This is currently on the DDA's 3 – 5 year strategic priorities.) Align potential marketing and business support initiatives with the Convention & Visitors' Bureau through the common marketing firm. Additional business development support could be explored with the Chamber of Commerce.	DDA Executive Director, Centertown Business Group Partners: Grand Haven Area Convention & Visitors' Bureau, Grand Haven Chamber of Commerce	TBD
PROPERTY IMPROVEMENTS		
(16) Private Development Engagement	Lead & Partners	Potential Funding
Encourage private investment to improve the attractiveness and architectural character of the existing and proposed buildings based on the updated zoning ordinance and design guidelines.	Asst. City Manager, City Planner, DDA Executive Director, Centertown Business Group	--

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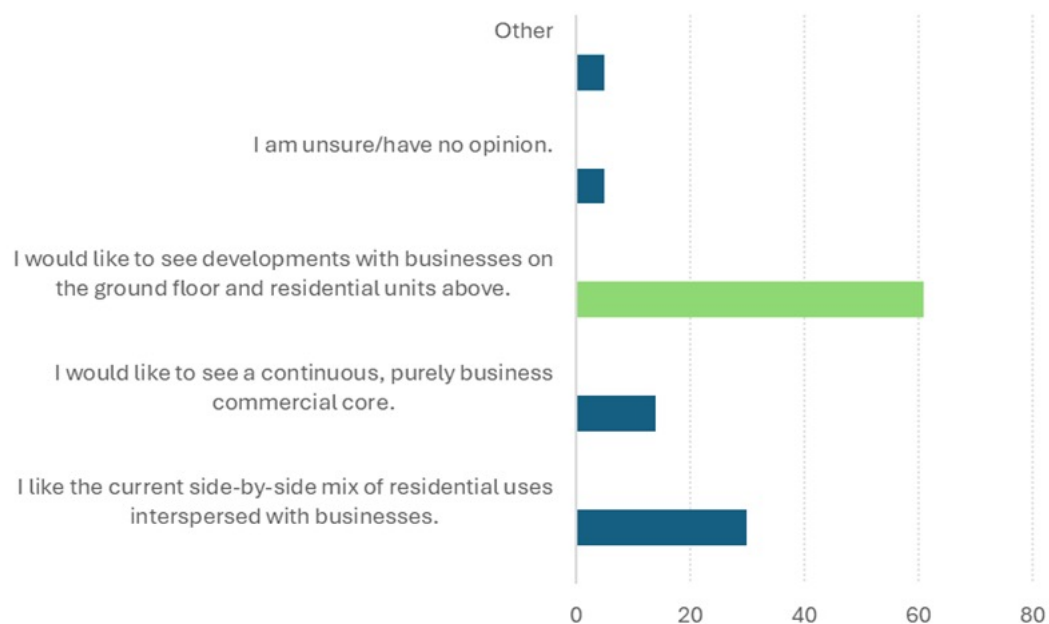
Appendices

Community's Character & Design Preferences

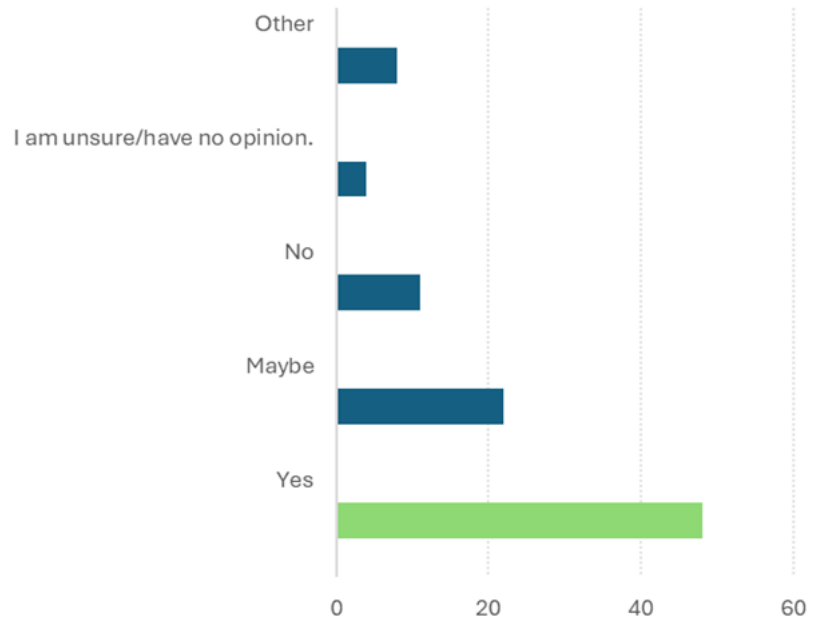
Maintaining a “small-town character” that “feels like Grand Haven” was a prominent theme that emerged from the stakeholder and broader community feedback. To establish a more tangible understanding of the preferred look and feel for Centertown, and to provide insights into the character of future developments, stakeholders and the community were asked a series of questions and offered the following takeaways:

- » **There is a significant interest in seeing mixed use developments with businesses on the ground floor and residential units above.** Participants also expressed an openness in some of the current side-by-side mix of residential uses interspersed with businesses.
- » **There is significant support for the City of Grand Haven in exploring opportunities to implement “missing middle” housing** (e.g., townhomes, duplexes, small apartment buildings) as part of the residential fabric in Centertown.
- » **Respondents are evenly split in their opinions on the possibilities for multi-story (3+ story) developments, whether mixed use or residential, along Beacon Boulevard.**

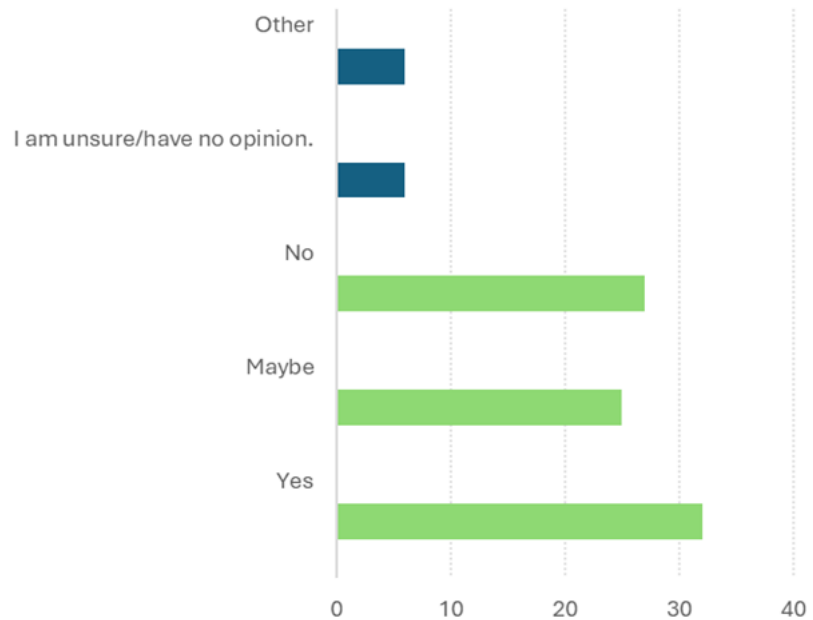
COMMERCIAL & RESIDENTIAL MIX



"MISSING MIDDLE" HOUSING



3+ STORY DEVELOPMENTS AT BEACON BOULEVARD



Commercial

Visual Preference Survey Findings



*"Looks quaint, feels like
Downtown, provides visual
interest."*



*"Like the streetscape with the
benches, landscaping, and
sidewalk activation but not the
building."*



*"Like the traditional
downtown feel."*



Mixed Use

Visual Preference Survey Findings



"New purpose for what is the historic fabric." "



*"This is more interesting."
"Like the balconies."*

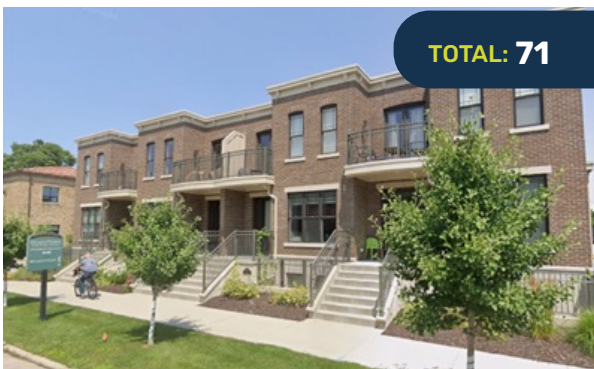


Missing-Middle Housing

Visual Preference Survey Findings



"Looks quaint, feels like Downtown, provides visual interest."



*"Timeless, not trendy."
"Like the brownstone vibes."
"Inviting approach."
"May need 3 stories for the development to pencil out."*



Multi-Story Housing

Visual Preference Survey Findings



"Like the feel of the brick."
"Coherent palette with brick."
"Does not look like a dorm."
"Green space and sidewalks provide a softer feel."
"We are about the materials. This feels timeless and classic."



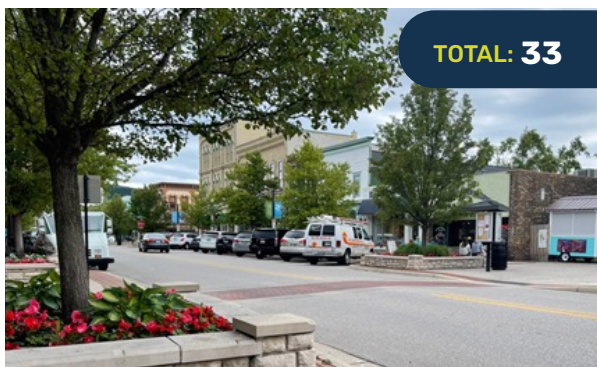
Streetscape

Visual Preference Survey Findings



"The arch could work nicely near the boat."

"Like the arch but not what is underneath it."



"This is one of the preferred vibes. Trees may need replacement."



"Like the sidewalk amenities for shade and seating."

"Benches should be the same metal black ones like Downtown."

"Like the shade and places to sit. Centertown currently lacks places to sit."

"The City will be bringing in new benches with grants this coming year."

"The best place to sit in Centertown is between Overtime & Vintage Green at the 'Slacker Bench'."



Online Survey *Demographics*

The following is a snapshot of the demographics for the 64 respondents who completed the English survey.

- » 58.7% are female, 34.9% are male (63 responses).
- » 83.9% are white, 11.3% preferred not to disclose, 1.6% is Hispanic, 1.6% is Asian (62 responses).
- » Respondents are 26 years old and above (63 responses).
 - 26–34 years old: 14.3%
 - 35–44 years old: 17.5%
 - 45–54 years old: 20.6%
 - 55–64 years old: 19.0%
 - 65 years old and above: 28.6%
- » 61 out of 64 respondents provided information on their place of residency.
 - 9.4% live in Centertown.
 - 56.3% live in the City of Grand Haven (outside of Centertown).
 - 7.8% live in the Ferrysburg or Spring Lake.
 - 21.9% live in a neighboring community outside of the Tri-Cities (Grand Haven–Ferrysburg–Spring Lake).
- » Of the 64 respondents, 11 (17.2%) own property in Centertown and 6 (9.4%) own a business in Centertown.
 - » None of the 11 respondents who own property provided information on their current or future plans for their property, or whether they would be amenable to the process exploring design possibilities on their property.
- » The 64 respondents indicated they participated in the following activities in Centertown:
 - 10.9% work in Centertown.
 - 71.2% shop in Centertown.
 - 70.3% dine/get takeouts in Centertown.
 - 62.5% attend festival/events/activities in Centertown.

