CITY OF GRAND HAVEN
GRAND HAVEN, MICHIGAN

AGENDA FOR

REGULAR COUNCIL MEETING

GRAND HAVEN CITY HALL*
COUNCIL CHAMBERS
519 WASHINGTON AVE

MONDAY, October 19, 2026
7:30 PM

1. **MEETING CALLED TO ORDER**
2. **ROLL CALL**
3. **INVOCATION**
   A. Nathan Strom, Grand Haven Church of God
4. **PLEDGE OF ALLEGIANCE**
5. **REAPPOINTMENTS TO BOARDS & COMMISSIONS**
6. **NEW APPOINTMENTS TO BOARDS & COMMISSIONS** **ATTACHMENT A**
   A. Josh Brugger, Construction Board of Appeals, term ending December 31, 2026.
7. **APPROVAL OF CONSENT AND REGULAR AGENDA**
8. **CONTINUATION OF WORK SESSION (IF NEEDED)**
9. **CALL TO AUDIENCE – ONE OF TWO OPPORTUNITIES**

   At this time, members of the audience may address Council on any item, whether on the agenda or not. Those addressing Council are asked to provide their name and address and will be limited to three minutes of speaking time. Council will hear all comments for future consideration but will not have a response at this time. Those not physically present who would like to call in may dial 616-935-3203.

10. **PRESENTATION** **ATTACHMENT B**
    A. Boy Scout Project Recognition.
    B. MSDDA Annual Presentation and Report - Chandi Pape, MSDDA Director.
    C. Ottawa County Update – Josh Brugger, County Commissioner. Patrick Waterman, County Administrator.
11. **CONSENT AGENDA** **ATTACHMENT C**
    A. Approve the Special Council meeting, Special Work Session, and Regular City Council meeting minutes for October 05, 2026.

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B. Approve the bills memo in the amount of $2,010,122.56.
C. Approve a resolution recognizing GHAPS Duneside PTO as a nonprofit organization operating in the community of Grand Haven, for the purpose of obtaining a charitable gaming license for a raffle event on November 10, 2026.
D. Approve proclamations recognizing Matt and Will Hoffmeyer for their respective Scout projects at Lake Forest Cemetery, as well as their continued dedication, service, and contributions to the Grand Haven community.

12. UNFINISHED BUSINESS **ATTACHMENT D**

A. Consideration by City Council of a resolution to approve an Agreement for Redevelopment between the City of Grand Haven and Grand Power Works LLC, for the former Diesel Plant located at 518 S. Harbor Drive.

Administration recommends approval

13. PUBLIC HEARING

14. NEW BUSINESS **ATTACHMENT E**

A. Consideration by City Council of a resolution to appoint a City Clerk.

B. Consideration by City Council of a resolution to approve a transition to the Western Michigan Health Insurance Pool and to appoint Tahlor Heft as Trustee, and Ashley Latsch as Alternate Trustee.

Administration recommends approval

C. Consideration by City Council of a resolution to approve the Centertown Vision Plan as an amendment to the Master Plan.

Planning Commission recommends approval
Administration recommends approval

D. Consideration by City Council of a resolution to allow Grand Armory Brewing to host a temporary food truck in the two public parking spaces in front of the business entrance from October 22nd to December 31st, 2026.

Administration recommends approval

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E. Consideration by City Council of a resolution to release an RPF for architectural services for the renovation of Department of Public Safety building at 525 Washington Avenue.

Administration recommends approval

15. CORRESPONDENCE & BOARD MEETING MINUTES

16. REPORT BY CITY COUNCIL

17. REPORT BY CITY MANAGER **ATTACHMENT F**

A. Marina Slips- Seasonal vs. Transient.

18. CALL TO AUDIENCE–SECOND OPPORTUNITY

At this time, members of the audience may address Council on any item, whether on the agenda or not. Those addressing Council are asked to provide their name and address and will be limited to three minutes of speaking time. Council will hear all comments for future consideration but will not have a response at this time. Those not physically present who would like to call in may dial 616-935-3203.

19. CLOSED SESSION

A. Consideration by City Council to go into closed session to consider a periodic personnel evaluation pursuant to Section 8(1)(a) of the Open Meeting Act at the request of the employee.

B. Consideration by City Council to come out of the Closed Session**.**

20. ADJOURNMENT

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Attachment A

City of Grand Haven
Application for Consideration for Appointment to Citizen Boards and Commissions

(Applications are kept on file for one year from date of completion)

Name Josh Brugger Date September 23, 2026

Address 626 Slayton Avenue, Grand Haven, MI 49417

Telephone (Home)_____ (Cell)_____ (Work)_____

E-Mail Address_____

I wish to be considered for X appointment or ____ reappointment to the following Citizen Board(s) or Commission(s). (If selecting more than one board/commission, indicate order of preference --- "1" being first choice.)

_____Airport Board
_____Audit Review Committee
_____Board of Review
_____Cemetery Board
_____Community Center Board
_____Compensation Commission
X Construction Board of Appeals
_____ Duncan Park Commission
_____ Economic Develop. Corp. & Brownfield Redevelopment
_____Harbor Board
_____ Historic Conservation District
_____ Human Relations Commission
_____Loutit District Library Board
_____Main Street DDA
_____ Musical Fountain Committee
_____ Parks & Recreation Board
_____Planning Commission
_____ Zoning Board of Appeals
_____ Other: _____

Are you over 21 years of age? X Yes _____No
Are you a resident of Grand Haven? X Yes _____No
Are you a registered voter in the City of Grand Haven? X Yes _____No

Educational Qualifications:

Grand Haven High School 1996
Hope College 2000

Place of Employment: Self employed builder - BruggerHouse Builders.

Type of Work performed: Residential construction & light commercial construction

Other experience that would assist you in performing the duties of a Board/Commission member:

Former Grand Haven ZBA member, Planning Commissioner, City Council Member

Thank you for your consideration!

Please return complete form to: City Clerk's Office: 519 Washington Avenue, Grand Haven, MI 49417

Attachment B

CITY OF GRAND HAVEN
PROCLAMATION OF RECOGNITION

Honoring Eagle Scout Matt Hoffmeyer

WHEREAS, the City of Grand Haven proudly recognizes the accomplishments of young individuals who demonstrate exceptional leadership, dedication, service, and commitment to their community; and

WHEREAS, Matt Hoffmeyer began his Scouting journey in 2016 as a Cub Scout and, upon completing the Cub Scout program, continued his commitment to Scouting by joining Boy Scout Troop 165 of Grand Haven in 2021, ultimately achieving the prestigious rank of Eagle Scout in September 2026; and

WHEREAS, earning the rank of Eagle Scout represents one of the highest achievements in Scouting, reflecting years of perseverance, personal growth, leadership, and a dedication to serving others; and

WHEREAS, for his Eagle Scout service project, entitled "Lake Forest Cemetery Veteran Recognition," Matt demonstrated outstanding initiative and leadership by organizing and overseeing a meaningful effort to honor and preserve the legacies of veterans laid to rest at Lake Forest Cemetery; and

WHEREAS, with the assistance of family, friends, and fellow Scouts, Matt coordinated an impressive 332 volunteer hours dedicated to researching, documenting, and recognizing the military service of veterans interred at the cemetery; and

WHEREAS, through extensive historical research utilizing Memorial Day Association records, Grand Haven Tribune obituaries, military records, and cemetery headstones, Matt's project identified and documented more than 1,900 veterans, compiling their names, available ranks, branches of service, and military conflicts into a comprehensive reference book that will serve as a lasting historical resource for the community; and

WHEREAS, Matt's project further demonstrated his respect and gratitude for those who served our nation through the repair of American flags used during Memorial Day observances and the placement of U.S. Veteran identification stickers on headstones to assist in recognizing and honoring these individuals; and

WHEREAS, Matt's extraordinary efforts have made a lasting contribution to Lake Forest Cemetery, strengthened the preservation of Grand Haven's military history, and provided a meaningful tribute to the men and women whose service and sacrifices deserve to be remembered for generations to come;

NOW, THEREFORE, BE IT PROCLAIMED, that the Mayor and City Council of the City of Grand Haven hereby extend their sincere congratulations and appreciation to Matt Hoffmeyer upon achieving the distinguished rank of Eagle Scout and commend him for his exceptional leadership, dedication, and service to the community.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Grand Haven to be affixed this _____ day of _____, 2026.

_____
Robert Monetza, Mayor

CITY OF GRAND HAVEN
PROCLAMATION OF RECOGNITION

Honoring Boy Scout Will Hoffmeyer

WHEREAS, the City of Grand Haven proudly recognizes the accomplishments of young individuals who demonstrate exceptional leadership, dedication, service, and commitment to their community; and

WHEREAS, Will Hoffmeyer began his Scouting journey in 2015 as a Cub Scout and, upon completing the Cub Scout program, continued his commitment to Scouting by joining Boy Scout Troop 165 of Grand Haven in 2020, where he has continued to demonstrate the values of leadership, citizenship, and service while working toward the rank of Eagle Scout; and

WHEREAS, as part of his journey toward achieving the rank of Eagle Scout, Will undertook an important community service project entitled "Lake Forest Cemetery Veteran Gravesite Restoration," demonstrating initiative, compassion, and a deep respect for the men and women who have served our nation; and

WHEREAS, Will organized and oversaw the project with the assistance of family, friends, and fellow Scouts, coordinating 52 volunteer hours dedicated to restoring and preserving the gravesites of veterans laid to rest at Lake Forest Cemetery; and

WHEREAS, building upon the historical research and documentation completed through fellow Scout Matt Hoffmeyer's veteran recognition project, Will identified veteran gravesites marked by flat headstones, many of which had become obscured by years of accumulated grass, dirt, and settling soil, making them difficult for visitors to locate and recognize; and

WHEREAS, through careful and respectful restoration efforts, Will and his team removed overgrown grass and accumulated soil, cleaned headstones with water, raised sunken markers where necessary, and placed U.S. Veteran identification stickers to ensure these gravesites could be more easily identified and properly honored; and

WHEREAS, with approximately 300 veteran flat headstones located throughout Lake Forest Cemetery, Will's project represents a meaningful contribution to the ongoing preservation, visibility, and dignity of these important memorials; and

WHEREAS, Will's dedication to restoring these gravesites reflects a profound appreciation for the sacrifices of our nation's veterans and serves as an inspiring

example of how thoughtful leadership, volunteerism, and community service can preserve history and ensure that those who served are never forgotten;

NOW, THEREFORE, BE IT PROCLAIMED, that the Mayor and City Council of the City of Grand Haven hereby extend their sincere appreciation and recognition to Will Hoffmeyer for his outstanding leadership, dedication, and service through his Lake Forest Cemetery Veteran Gravesite Restoration Project, and commend him for his continued commitment to achieving the distinguished rank of Eagle Scout.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Grand Haven to be affixed this _____ day of _____, 2026.

_____
Robert Monetza, Mayor



ANNUAL REPORT

www.downtowngh.com

2026

GRAND HAVEN
MAIN
STREET

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GRAND HAVEN MAIN STREET

Grand Haven Main Street DDA

Thank you to all the amazing volunteers who pour their time, energy, and heart into making Grand Haven Main Street shine. Your passion and commitment bring our events to life and help create a downtown we're all proud to call home. We couldn't do it without you, and we're so grateful to have you on this journey with us!





"It truly is my honor to chair the Main Street Board for the third year. Helping stakeholders, ensuring stability and growth for our Main Street, and working to create a vested team are certainly worth all our efforts."

Kelly Larson
Fortino's/Temptations
Board Member since 2020

Mission & Vision Statement

Mission Statement

The Grand Haven Main Street Downtown Development Authority's mission is to enhance a vibrant historic business district through community partnerships.



BOARD OF DIRECTORS

- Kelly Larson, Chair, Fortino's
- Melita Ewbank, Vice Chair, Lakeside Eats
- Brant Raterink, Secretary, BD Design
- John Groothuis, Treasurer, Capstone
- Joyce Workman, Past Chair, Vintage Green
- Bob Monetza, Mayor
- Dawn Gravelyn, Elevate Your Everyday
- John Steinbach, Lake MI Auto Parts
- Robyn Vandenberg, Property Owner
- Chris Weavers, JW's
- Todd Anthes, Scholten Fant
- Jack Demarr
-

THIS IS YOUR DDA!

Vision Statement

Grand Haven is a unique mixture of world-class beaches, a historic waterfront town, and a vibrant business community. Our Downtown is the heart of our community.

Our Main Street Downtown Development Authority's vision is to enhance this historic waterfront town by cultivating economic development. We promote Grand Haven with a variety of year-round activities to provide enjoyable experiences. These activities for residents and visitors bring promotional and economic benefits to the surrounding region and are accomplished through volunteers and community partnerships.

Executive Committee Meeting: 1st Thursday every month, 7:00 am, City Hall

Board of Directors Meeting: 2nd Thursday every month, 7:30 am, City Hall

2025 - 2030 Goals & Strategy



Active Living

For developing an environment that is entrepreneur-friendly and supports the growth and development and intentionally incentivizes businesses, which serve the needs of the residents in the community and greater region. Focus could include convenience goods and services, health and entertainment and activity that support the reeds of workers and residents in the community.

Community Gathering

For a focus on bringing the community together via activity, art, culture, entertainment, placemaking, and businesses in the downtown or district.

Transformation Strategic Priorities 2025 - 2030

The Transformation Strategy process was a collaborative effort guided by the National Main Street Center and tailored specifically to Grand Haven's unique identity and needs. It involved months of stakeholder engagement, including surveys, focus groups, and one-on-one interviews with business owners, residents, city officials, and community partners. This inclusive approach ensured that the resulting strategy reflects a broad range of voices and perspectives. Priorities were determined based on recurring themes in the feedback, data analysis, and alignment with economic development goals, resulting in a focused plan designed to enhance connectivity, encourage investment, and support a thriving, inclusive downtown district.

01. Cultivate, support, and promote businesses that enhance vibrancy and activity downtown, benefiting both residents and visitors.

02. Improve connectivity through thoughtful placemaking efforts that create links between key areas fostering community interaction, and strengthening the overall flow between districts.

03. Leverage storytelling to strengthen brand identity, build trust, and increase awareness of Grand Haven Main Street's mission

04. Encourage development that meets the needs of residents and workers while focusing on sustainable growth for the future.

05. Diverse Fund Development

Goals and Objectives

Grand Haven Main Street makes a difference by creating a thriving downtown through specific objectives like increasing foot traffic with year-round events, supporting small business success with data-driven resources and grant opportunities, and enhancing public spaces with sustainable landscaping and historic preservation efforts. Through targeted beautification projects, strategic economic development initiatives, and collaborative partnerships, the DDA works to improve the quality of life for residents while drawing new visitors and investment to the district. These focused efforts ensure continued growth, vibrancy, and long-term sustainability for downtown Grand Haven.



Always in Season

Position Grand Haven Main Street as the heart of the community by promoting it as a year-round destination for living, working, shopping, and playing.

Vibrant Community

Focus development within Grand Haven Main Street to enhance the variety of retailers and dining options while creating opportunities for additional housing.

Community Relationships

Enhance collaboration and awareness to establish Grand Haven Main Street as a valued and respected community partner.



The Main Street Four-Point Approach—Design, Economic Vitality, Promotion, and Organization—guides our efforts to create a thriving downtown. The DDA serves as the funding mechanism and operational tool that powers the Main Street program, turning vision into action.

Projects



2026 Technical Service: Fund Development

Through a Michigan Main Street Technical Service Grant, Kennari Consulting is working with Grand Haven Main Street DDA to develop a comprehensive fund development strategy, including a fundraising plan, sponsorship opportunities, communications, and an annual calendar to support long term organizational sustainability.

2026 Strategic Marketing Plan

Working with Reader Area Development, we developed a data driven strategic marketing plan using demographics, visitor data, and market research to better target audiences, strengthen year round marketing, and support business growth throughout the district.

2026 - 2031 PSD Renewal

Working with Reader Area Development, we developed a data driven strategic marketing plan using demographics, visitor data, and market research to better target audiences, strengthen year round marketing, and support business growth throughout the district.

Board Self-Assessement

The board's self-assessment provides valuable insight into our strengths and areas for improvement, helping to enhance our effectiveness and ensure we are meeting our goals for downtown Grand Haven.

2026 Accreditation

Grand Haven Main Street proudly maintained its Master Level Main Street Accreditation, recognizing our commitment to excellence in downtown revitalization through community-driven, strategic initiatives.

2026 Downtown Grand Haven Social Media

+108%

OVER 2023

11,835
FACEBOOK FOLLOWS

2,297
INSTAGRAM FOLLOWS

The majority of your followers are active on Facebook around 6PM EST on Fridays.

www.facebook.com/downtowngrandhaven
www.instagram.com/downtown_grandhaven

Committee Goals

RECRUITMENT & RETENTION

- Develop or update Building & Business Inventory
- Provide Resources for new business owners to open a new business
- Continue building partnerships and communicating regularly with property owners
- Create a business visitation and/or block captain program
- Develop a Facade and Sign Grant/Loan Program
- Centertown Overlay Development
- Strengthen businesses by connecting to resources and education
- Develop process to identify and recruit qualitybusinesses to complement existing businessesRecruit next generation of business owners/leadership
- Conduct Asset Mapping to identify areas of growth and development
- Identify priority infill projects for incentives and investment - including Downtown Hotel
- Identify or create incentives for infill projects andinvestment
- 7 St. Corridor reconstructionth
- Business Incubator Program

ECONOMIC

Economic Vitality strengthens the existing economic assets while diversifying the economic base of the Main Street District to support and improve profitability. The goal is to build a strong commercial district that creates a supportive environment for small businesses, entrepreneurs, and consumers.

PROMOTIONS

PROMOTION

Effective promotion creates a positive image of the Main Street District to instill community pride and encourage commercial activity and investment in the area. Promotions can be used to communicate the unique characteristics of a Main Street District to spark interest in shopping, dining, living, or investing in the community.

- Grow or Expand Retail Events - Sidewalk Sales, Bones About Town
- Grow or Expand Image Building Events - Light Night, Bones About Town, Fall Fest, Chow Down Centertown, Santa in Centertown
- Grow or Expand Fundraising Events - Wine About Winter
- Marketing and promotion of businesses
- Marketing Strategy update - focus within one hour of Grand Haven
- Continue telling the stories of local business owners
- Enhance Signature Fundraising Event
- Develop and Implement Organizational Storytelling Initiatives
- Develop Event Strategy - Event Evaluation and Event Sponsorship Policy

PRESERVATION & PLACE

- Review Design Guidelines for Downtown, Centertown, and public spaces
- Grow or Expand Image Building Events (design elements) - Light Night, Bones About Town, Fall Fest, Chow Down Centertown, Santa in Centertown
- Develop annual placemaking evaluation
- Develop comprehensive placemaking plan and maintenance schedule - Lighting/Decoration/beautification, Flowers and landscaping
- Gathering Spaces - benches, etc.
- Art - Murals - Interactive art
- Wayfinding Signage Transformation

DESIGN

Design capitalizes on and enhances the visual aspects of a Main Street District to create a safe, appealing, and inviting atmosphere for people to shop and spend time. The physical elements such as the storefronts and building architecture, streetscape, public art, street furniture, parking areas, and public spaces are used to convey a positive image of the downtown.

ORGANIZATION

ORGANIZATION

A successful Main Street Organization builds consensus among the many vested stakeholders throughout a Main Street District to ensure everyone is mobilized and working toward a shared vision for the future of the district. Organizational structure can take many forms depending on community capacity.

- Communicate regularly with businesses via business owner meetings, Facebook, newsletters, etc.
- Create Sustainable Funding Plan to consistently increase revenue
- Create Comprehensive Annual Sponsorship Plan
- Enhance transparency for donor and stakeholders
- Renewal of PSD 2025 - every 5 years
- Organizational Volunteer Retention, Recruitment, Recognition, and Ambassador Program
- Develop and implement a clear board structure,succession plan, & adequate staffing
- Develop, enhance, & implement a Communication Plan with donors, stakeholders, community
- Develop Board and Organizational Policies and Procedures, review Bylaws
- Develop and implement Board/Committee Orientation& Training Program

Data Analysis

The visitor data and market snapshot provided by National and Michigan Main Street offer valuable insights into consumer trends, spending behaviors, and demographic patterns, equipping local business owners, investors, and developers with the information needed to make informed decisions for future growth. These resources help to identify opportunities for economic development and strategic planning in downtown areas.



11K residents

of Grand Haven city, Michigan (U.S. Census Bureau, 2020)

871.1K visitors

number of visitors to Grand Haven Main Street in 2025, 24% increase over 2023

Fridays and Saturdays - Busiest Days

About 41% of visits take place on Fridays and Saturdays

July 2025 - Busiest Month

Grand Haven Main Street had 426.1K visits in July 2025, 2.7% increase over 2023

Lunch and Dinner - Busiest Times

About 31% of visits occur between Noon to 2pm and 6pm to 8pm

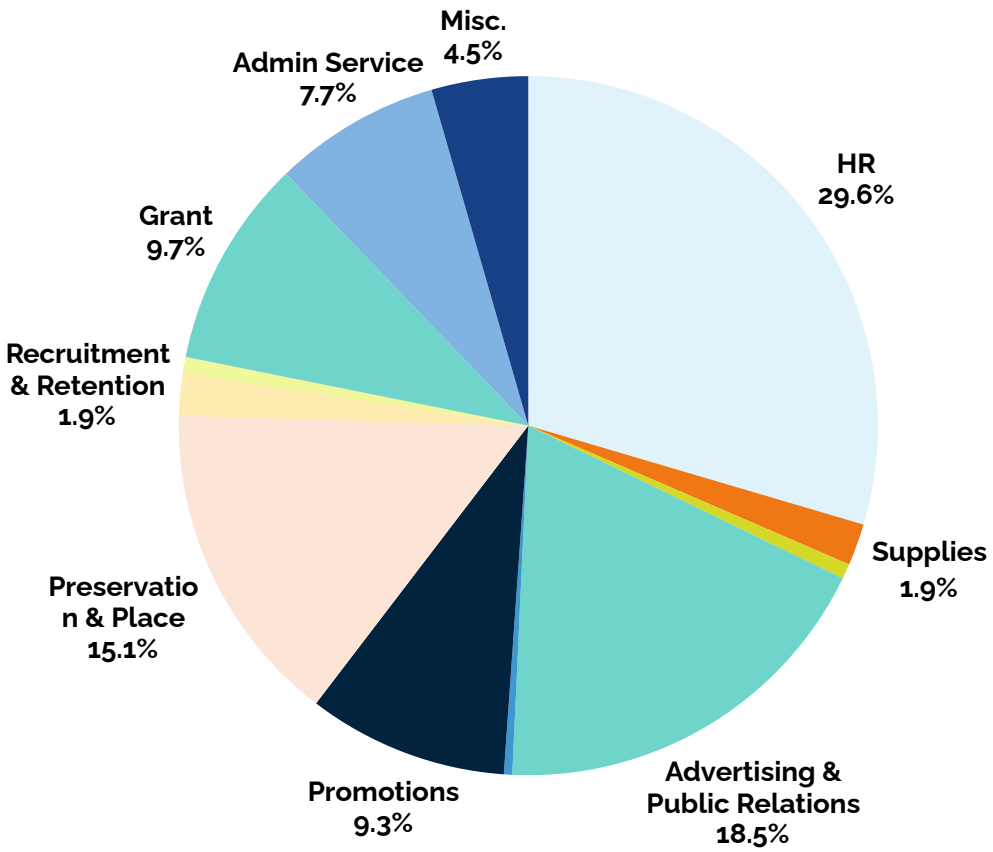
2.8M visits

to Grand Haven Main Street in 2025, 7.6% increase over 2023

2025 - 26 BUDGET

Explanations:

- Organization
- Preservation & Place
  - Holiday - trees, light poles, Coast Guard Boat
  - Banners
  - Flowers
- Recruitment & Retention
- Promotions
- Marketing
- Admin Services - Finance, HR, IT, Clerk, City Manager, etc.
- Fund Reserve
- HR - payroll, benefits, Social Security tax, workers comp tax, etc.
- Supplies - supplies, phone, square, postage, & printing
- Memberships - Chamber, Michigan Downtown Association, etc.
- Training
- Transportation/Travel
- Misc. - office rent, etc.



BUDGET REPORT FOR CITY OFGRANDHAVEN							
Calculations as of 03/31/2026							
					CURRENT FISCAL YEAR		
		2022-23	2023-24	2024-25	2025-26	2025-26	**2026-27**
		ACTIVITY	ACTIVITY	ACTIVITY	AMENDED	ACTIVITY	REQUESTED
GL NUMBER	DESCRIPTION				BUDGET		BUDGET
ESTIMATED REVENUES/INCOME							
Dept 040 - Revenue Accounts							
248-040-402.00	Current Property Taxes	(46,754)	(47,217)	(50,688)	(45,000)	(45,446)	(45,000)
248-040-412.00	Delinquent Personal Property Tax	(18)	(18)	(14)	(5)	(5)	(5)
248-040-543.00	State Grants	(70,000)		(25,000)		(15,000)	
248-040-582.00	Local Grants	(18,700)	(32,523)	(35,035)	(40,000)	(9,412)	(35,000)
248-040-582.05	Partnership Dues			(0)			
248-040-582.06	Artwalk Grants			(0)			
248-040-582.07	Community Art Grants			(0)			
248-040-582.08	Event Income & Sponsorship	(19,723)	(34,482)	(37,506)	(40,000)	(42,422)	(40,000)
248-040-582.09	Principal Shopping District Revenue	(97,390)	(95,773)	(89,692)	(80,000)	(80,000)	(115,000)
248-040-582.15	Budgeted Use of Fund Balance-MSDDA PSD			(0)	(20,000)	(20,000)	
248-040-665.00	Interest	(1,805)	(7,783)	(14,529)	(5,000)	(11,250)	(5,000)
248-040-665.08	Interest - Facade Loans	(1,392)		(0)			
248-040-687.00	Refunds Rebates Miscellaneous	(535)	(667)	(963)		(659)	
Totals for dept 040 - Revenue Accounts		(256,317)	(218,463)	(253,426)	(230,005)	(224,194)	(240,005)
TOTAL ESTIMATED REVENUES		(256,317)	(218,463)	(253,426)	(230,005)	(224,194)	(240,005)

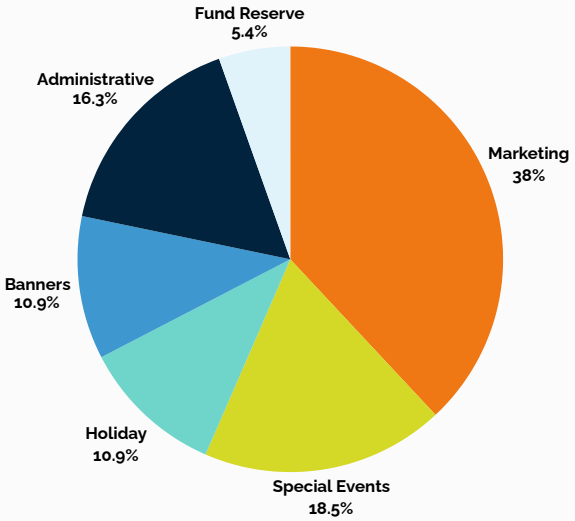
BUDGET REPORT FOR CITY OFGRANDHAVEN							
Calculations as of 03/31/2026							
					CURRENT FISCAL YEAR		
		2022-23	2023-24	2024-25	2025-26	2025-26	**2026-27**
	Funded by PSD Dollars	ACTIVITY	ACTIVITY	ACTIVITY	AMENDED	ACTIVITY	REQUESTED
APPROPRIATIONS/EXPENSES					BUDGET		BUDGET
Dept 525 - Administration & General							
248-525-702.00	Salaries & Wages - Fulltime	(58,697)	(48,014)	(62,081)	(67,500)	(49,365)	(67,500)
248-525-703.00	Salaries & Wages - Parttime		(1,569)	(2,395)		(1,584)	(10,000)
248-525-704.00	Overtime			(0)			
248-525-707.00	Sick Pay			(0)			
248-525-711.00	Health Benefits - Blue Cross		(600)	(8,063)	(8,500)	(7,096)	(9,600)
248-525-711.01	Vision Insurance/Reimbursement			(0)		(20)	
248-525-711.03	Health Care Savings Plan			(15)		(48)	
248-525-711.05	HSA Pre-tax			(0)			
248-525-712.00	Dental Benefits		(25)	(324)	(350)	(293)	(350)
248-525-713.00	Life Insurance			(0)			
248-525-714.00	Short Term Disability Insurance			(0)			
248-525-715.00	Long Term Disability Insurance			(0)			
248-525-716.00	MERS DB Pension ER			(3,278)	(3,781)	(2,835)	(4,290)
248-525-716.02	MERS 401a Defined Contrib ER			(20)		(63)	
248-525-717.00	Social Security & Medicare ER	(4,561)	(3,798)	(4,361)	(5,200)	(3,715)	(5,200)
248-525-718.00	State Unemployment Ins ER	(6)	(12)	(7)	(10)	(5)	(10)
248-525-719.00	Workers Comp Insurance	(275)	(204)	(257)	(280)	(208)	(280)
248-525-720.00	OPEB/Retiree Health ER			(0)			
248-525-745.00	Periodicals & Subscriptions			(0)			
248-525-750.00	Oper Materials & Supplies			(853)	(1,500)	(936)	(1,500)
248-525-750.02	Placemaking Expenses - Banners, Holiday, flowers	(3,071)	(3,410)	(48,258)	(20,000)	(17,876)	(23,000)
248-525-750.06	Artwalk Grant Expenses	(28,931)	(31,967)	(0)			
248-525-750.07	Community Art Project		(111)	(0)			
248-525-750.08	Event Expenses			(28,516)	(17,000)	(14,850)	(24,450)
248-525-750.12	Organization Expenses	(14,367)	(19,472)	(612)	(1,000)	(250)	(1,000)
248-525-750.14	Preservation Expenses	(50)		(5,066)	(2,000)	(1,241)	(2,000)
248-525-750.16	Economic Vitality Expenses	(557)	(4,323)	(1,210)	(2,000)	(4,773)	(5,000)
248-525-750.18	Grant Disbursements		(922)	(25,000)	(25,000)		
248-525-750.19	Segregated Square Fees	(51,000)	(431)	(0)	(500)	(275)	(500)

248-525-801.00	Professional/Contractual - Office & Printer Rent	(5,246)	(6,348)	(6,424)	(5,000)	(5,377)	(6,800)
248-525-801.90	Administrative Charges - Clerk, HR, IT, CMO, Finance	(9,987)	(11,732)	(12,931)	(12,102)	(12,102)	(17,577)
248-525-801.94	Contingency - PSD Reserve			(0)	(5,000)	(0)	(7,500)
248-525-804.00	Legal Fees			(0)			
248-525-805.01	Escheats Payments to State of MI			(0)			
248-525-850.00	Telephone		(404)	(560)	(500)	(434)	(500)
248-525-860.00	Transportation, Meals & Lodging	(2,527)	(2,559)	(3,152)	(2,750)	(1,330)	(2,750)
248-525-880.00	Advertising & Public Relations	(45,844)	(44,700)	(51,514)	(43,900)	(34,826)	(40,000)
248-525-900.00	Printing & Publishing	(5,532)	(1,480)	(760)	(1,500)	(672)	(1,500)
248-525-924.00	Postage	(71)	(68)	(72)	(200)	(70)	(200)
248-525-957.00	Professional Development	(95)	(1,023)	(500)	(1,500)	(477)	(1,500)
248-525-958.00	Memberships & Dues	(5,306)	(857)	(1,248)	(1,200)	(1,181)	(1,200)
248-525-993.08	Int Exp - Facade Loans	(1,392)		(0)			
Totals for dept 525 - Administration & General		(237,515)	(184,029)	(267,478)	(228,273)	(161,905)	(234,207)
TOTAL APPROPRIATIONS		(237,515)	(184,029)	(267,478)	(228,273)	(161,905)	(234,207)
NET OF REVENUES/APPROPRIATIONS - FUND 248		(18,802)	(34,434)	(14,053)	(1,732)	(62,289)	(5,798)

PSD

Principle Shopping District, funding program, est. 2011 - approximately $90,000 annually, 2021 - 2026

- **Separate Legal Entity**: The PSD is a separate taxing authority from the DDA, established under Michigan Public Act 120 of 1961.
- **Purpose**: Focuses specifically on marketing, maintenance, and beautification within the designated Principal Shopping District boundaries.
- **Funding**: Supported through a special assessment levied on commercial properties within the PSD, separate from DDA tax increment financing.
- **Boundaries**: same as our DDA district boundaries. Map, pg. 27
- **Governance**: Managed by a PSD/DDA Board, which may include business owners and stakeholders from within the PSD/DDA boundary
- **Key Responsibilities**:
  - Coordinating seasonal banners, flower planters, and holiday décor in core shopping areas
  - Marketing and promotions specific to retail and pedestrian activity
  - Supplemental maintenance services like sidewalk cleaning or snow removal coordination
  - Relationship to the DDA: While both aim to support downtown vitality, the PSD operates independently with a narrower focus on retail core needs and enhancements.



- Marketing and Branding - **$35,000**
- Beautification of Public Spaces
  - Holiday Decor - **$10,000**
  - Banners - **$10,000**
- Improved Signage & Kiosks
- Enhanced Print Materials
- Administrative Fees/Services provided by the City of Grand Haven, including Finance, HR, IT, Supplies - **$15,000**
- Special Events - **$17,000**
- Determined by a separate committee, reviewed every 5 years and renewed every 10 years, does not replace DDA or Main Street activities/programs.
- Approximately $90,000 annually and is currently working as intended.
- 2022 - 2026 Budget: Administrative Fees, Promotion & Branding, Special Events, Enhancing Public Spaces, and a **$5,000** fund reserve.

PSD Dollars at Work - 2024/25

PROMOTION & BRANDING - $35,000

- Radio $4,800
- Visitor Guides $10,500
- Print $12,213
- Ads in Grand Haven Tribune (for special events, holidays)
- Social Media & Special Event Advertising

ENHANCING PUBLIC SPACES - $20,000

- Commemorative Banners - $8,210
- Flower Planter - $6,175
- Holiday Lighting $2,074
- Holiday Décor $4,000

EVENTS - $17,000

- Sidewalk Sales, Bones About Town, Taste of Grand Haven, Chow Down Centertown, Fall Festival, Light Night, Santa in Centertown, Wine About Winter $17,000 total

ADMINISTRATIVE FEES - $15,000

- City Services - finance, HR, city departments, etc. $12,102

FUND RESERVE - $5,000

- Reserves for unexpected shortcomings or expenses
- $5,000

*These dollar amounts reflect the expenses of these projects and categories. Some projects have raised funds for the DDA

SNOWMELT SYSTEM

HOW IT WORKS?

There are five 1,500 MBH (1.5 Million BTU) Boilers are used in a series to heat the system. Circulating the heated water through the system is done by two 60-HP centrifugal pumps. The system is monitored and controlled remotely 24 hours a day via Supervisory Control and Data Acquisition (SCADA).

PEDESTRIAN FRIENDLY

- Year-round walkable downtown increasing winter business.
- Reduction in tracking in salt and snow to businesses.

SUSTAINABILITY

- Reduction in damage to sidewalks and roadways from freeze-thaw cycles thereby increasing the life span of the roadway.
- Reduced salt run off into the Grand River.



HOW IT MELTS SNOW?

This is variable dependent on the severity of the cold and the amount of snow and wind. In between storm events the system is kept at a minimal temperature and remains in continuous circulation to prevent the pipes in Washington Ave. from freezing. When a storm or lake effect is predicted, the system will need up to 6-hours of pre-heating to get to melting temperature. The max temperature cannot exceed 115 F leaving the facility. Anything over 115 F can damage the streets and sidewalks. For severe cold, snow, or wind, the system will need to run at the max temperature of 115 F. When the storm is less severe we often moderate the temperature and run the system at significantly lower temperatures while still achieving a melt. However there are storms that are so severe that the system does struggle to keep sidewalks and streets melted.

FUN FACTS!!

- The distribution and return piping is over 50’ below the bank of the river (print in attachment)
- There is a lattice work of piping that exists within inches of the surface in the sidewalks, curbs, gutters, and street. (pic in the presentation)
- The lattice work has up to 20” mains all the way down to ¾” poly lines that are in the sidewalks.

ANNUAL SNOWMELT BILLING 2026

2025-26 Snowmelt Operational Costs

TOTAL COST	FRONT FEET	$ / FOOT
$114,016.94	2073	$55.00

PARCEL NUMBER	PROPERTY ADDRESS	STREET FRONTAGE	OPERATIONAL COST	OWNER MAILING ADDRESS LINE 1	LINE 2	LINE 3	LINE 4	93 bills INVOICE
70-03-20-404-007	41 WASHINGTON	129.00	$7,095.12	PIANO FACTORY LLC	50 CRAHEN NE STE 200	GRAND RAPIDS MI 49525		
70-03-20-405-008	101 WASHINGTON	31.00	$1,705.03	GRAND LAKESHORE PROP LLC	ROBERT SOULE	101 WASHINGTON AVE	GRAND HAVEN MI 49417	
70-03-20-405-009	103-105 WASHINGTON	35.00	$1,925.03	VEISEH LLC	105 WASHINGTON AVE	GRAND HAVEN MI 49417		
70-03-20-405-014	115 WASHINGTON	22.00	$1,210.02	ISO GRAND RAPIDS REAL EST V LLC	PO BOX 150500	GRAND RAPIDS MI 49515		
70-03-20-405-016	119 WASHINGTON	25.00	$1,375.02	MICHAEL ANSARA PROPERTIES LLC	32350 GRATIOT AVE	ROSEVILLE MI 48066		NEW OWNER
70-03-20-405-017	121 WASHINGTON	38.00	$2,090.04	SMITH RANDY	121 WASHINGTON AVE	GRAND HAVEN MI 49417		
70-03-20-405-018	123 WASHINGTON	43.00	$2,365.04	WASHINGTON 123 LLC	17994 HOLCOMB RD	GRAND HAVEN MI 49417		
70-03-20-405-019	129 WASHINGTON	21.00	$1,155.02	TREBBI BRONSON	4350 GLENDALE-MILFORD RD STE 250	CINCINNATI OH 45242		
70-03-20-405-021	135 WASHINGTON	21.00	$1,155.02	135 PARTNERSHIP	135 WASHINGTON AVE	GRAND HAVEN MI 49417		
70-03-20-405-023	113 WASHINGTON	43.00	$2,365.04	VUKOVICH GARY	13242 GREENLEAF	GRAND HAVEN MI 49417		
70-03-20-405-026	133 WASHINGTON	43.00	$2,365.04	MONACO REAL ESTATE LLC	17862 WEST SPRING LAKE RD	SPRING LAKE MI 49456		
70-03-20-405-028	107-109 WASHINGTON	38.00	$2,090.04	R VANDENBERG HOLDINGS LLC	1006 S HARBOR DR	GRAND HAVEN MI 49417		
70-03-20-407-001	2 WASHINGTON	63.00	$3,465.06	KIRBY GRILL & APTS LTD	JOHN F GILMORE			
70-03-20-407-002	4 WASHINGTON	25.00	$1,375.02	ISO GRAND RAPIDS REAL EST LLC	PO BOX 150500	20 MONROE AVE NW	GRAND RAPIDS MI 49503	
70-03-20-407-003	10 WASHINGTON	20.00	$1,100.02	JANUSZ ROBERT C-MARY L	8 CLINTON AVE	GRAND RAPIDS MI 49515		
70-03-20-407-005	16 WASHINGTON	24.00	$1,320.02	BROWN JACK D	16 WASHINGTON AVE	GRAND HAVEN MI 49417		
70-03-20-407-006	18 WASHINGTON	18.00	$990.02	RIVER BED INVESTORS LLC	537 LEONARD ST NW	GRAND HAVEN MI 49417		
70-03-20-407-024	38 WASHINGTON	39.00	$2,145.04	ZICKUS KAREN	572 VILLAGE SPRINGS DR SE	GRAND RAPIDS MI 49504		
70-03-20-407-030	20 WASHINGTON	20.00	$1,100.02	DEELITE ASSOCIATES LLC	120 POPLAR TRAIL	ADA MI 49301		
70-03-20-408-001	100 WASHINGTON	46.00	$2,530.04	GH WASHINGTON PROPERTIES LLC	3970 KENTUCKY LANE	GRAND HAVEN MI 49417		
70-03-20-408-002	104 WASHINGTON	23.00	$1,265.02	104 WASHINGTON LLC	624 RANCH DR	HUDSONVILLE MI 49426		
70-03-20-408-005	110 WASHINGTON	17.00	$935.02	S T F PROPERTY INVESTMENT LLC	16 EAST 8TH STREET	NORTON SHORES MI 49441		
70-03-20-408-006	112 WASHINGTON	25.00	$1,375.02	STUTS 112 WASHINGTON LLC	1519 MIDDLEBROOK DR	HOLLAND MI 49423		NEW OWNER
70-03-20-408-007	114-116 WASHINGTON	38.00	$2,090.04	FORTINO'S BUILDING LLC	19373 ROSEMARY ROAD	MUSKEGON MI 49441		
70-03-20-408-008	118 WASHINGTON	15.00	$825.01	SNEFFLES WINDMILL LLC	118 WASHINGTON	SPRING LAKE MI 49456		
70-03-20-408-009	120 WASHINGTON	27.00	$1,485.03	DK MICHIGAN REAL ESTATE LLC	111 N. 3RD ST	GRAND HAVEN MI 49417		
70-03-20-408-010	124 WASHINGTON	20.00	$1,100.02	SMARTCASA LLC	18295 HILLSIDE DR	GRAND HAVEN MI 49417		
70-03-20-408-011	126 WASHINGTON	23.00	$1,265.02	WESTGATE ZSUZSANNA-TRUSTEE	328 SHERIDAN RD	GRAND HAVEN MI 49417		
70-03-20-408-012	128 WASHINGTON	23.00	$1,265.02	CROWELL LEANNA G LIVING TRUST	624 RANCH DR	WINNETKA IL 60093		NEW OWNER
70-03-20-408-013	106-108 WASHINGTON	43.00	$2,365.04	NEGEN BROS LC	106 WASHINGTON AVE	MUSKEGON MI 49441		
70-03-20-408-025	132 WASHINGTON	32.00	$1,760.03	CROWELL MICHAEL-LEANNE	624 RANCH DR	GRAND HAVEN MI 49417		
70-03-20-408-026	136 WASHINGTON	49.00	$2,695.05	HUTCHINSON ROBERT- JALAINE	136 WASHINGTON	MUSKEGON MI 49441		
70-03-20-412-001	117 WASHINGTON #1	7.50	$412.51	ISO GRAND RAPIDS REAL EST. LLC #5	PO BOX 150500	GRAND HAVEN MI 49417		
70-03-20-412-002	117 WASHINGTON #2	7.50	$412.51	DESROCHES JAMIE	117 WASHINGTON AVE #2	GRAND RAPIDS MI 49515		
70-03-20-412-003	117 WASHINGTON #3	7.50	$412.51	LUTTERMOSER KURT -DAWN	117 WASHINGTON AVE # 3	GRAND HAVEN MI 49417		
70-03-20-413-001	12 WASHINGTON #1	5.75	$316.26	TEC HOLDING LLC	PO BOX 2001	GRAND HAVEN MI 49417		NEW OWNER
70-03-20-413-002	12 WASHINGTON #2	5.75	$316.26	TEC HOLDING LLC	PO BOX 2001	MONROE MI 48161		
70-03-20-413-003	12 WASHINGTON #3	5.75	$316.26	COME STRONG LLC	12 WASHINGTON AVE #3	MONROE MI 48161		
70-03-20-413-004	12 WASHINGTON #4	5.75	$316.26	NMGH LLC	C/O: ACCOUNTS PAYABLE	GRAND HAVEN MI 49417		
70-03-20-413-005	12 WASHINGTON #5	2.50	$137.50	SEVANTHINATHAN PRATHEEP-ANDREA	977 HAZEL ST			
70-03-20-413-006	12 WASHINGTON #6	2.50	$137.50	KRAMPF KEVIN ROBERT- ERICA LYNNE	12 WASHINGTON AVE #6	12 WASHINGTON AVE STE 200	GRAND HAVEN MI 49417	
70-03-20-413-007	12 WASHINGTON #7	2.50	$137.50	EARL EDELMAYER	12 WASHINGTON #7	BIRMINGHAM MI 48009		
70-03-20-413-008	12 WASHINGTON #8	2.50	$137.50	ESRP LLC	4475 8TH AVE	GRAND HAVEN MI 49417		
70-03-20-413-009	12 WASHINGTON #9	2.50	$137.50	JAMES AVERY-KAREN ZICKUS	572 VILLAGE SPRINGS DR SE	GRAND HAVEN MI 49417		
70-03-20-413-010	12 WASHINGTON #10	2.50	$137.50	NEUHAUS PATRICIA	12 WASHINGTON AVE #10	GRANDVILLE MI 49418		NEW OWNER
70-03-20-413-011	12 WASHINGTON #11	2.50	$137.50	THEUSCH, BRETT	241 BOULDER DR	ADA MI 49301		
70-03-20-413-012	12 WASHINGTON #12	2.50	$137.50	VANOSS ROBERT D-EVELYN J	12 WASHINGTON #12	GRAND HAVEN MI 49417		
70-03-20-417-027	24 WASHINGTON	73.00	$4,015.07	22 WASHINGTON LLC	5200 PLAINFIELD AVE NE	MUSKEGON MI 49444		
70-03-20-432-007	201 WASHINGTON	44.00	$2,420.04	SCHOCK HOLDINGS LLC	101 EMMET ST	GRAND HAVEN MI 49417		
70-03-20-432-010	209 WASHINGTON	19.00	$1,045.02	209 WASHINGTON AVE LLC	C/O: JUDITH BOYLE	GRAND RAPIDS MI 49525		
70-03-20-432-011	211 WASHINGTON	22.00	$1,210.02	BBH LLC	10357 LAKESHORE DRIVE	GRAND HAVEN MI 49417		
70-03-20-432-012	213 WASHINGTON	21.00	$1,155.02	BBH LLC	10357 LAKESHORE DRIVE	7293 SCHOOL HOUSE DR SE		
70-03-20-432-013	215 WASHINGTON	21.00	$1,155.02	DOWNTOWN GH RE LLC	19373 ROSEMARY ROAD	WEST OLIVE MI 49460	ADA MI 49301	
70-03-20-432-017	233 WASHINGTON	216.00	$11,880.19	233 LLC	50 CRAHEN NE STE 200	WEST OLIVE MI 49460		
70-03-20-432-018	205 WASHINGTON	43.00	$2,365.04	HOEKSEMA PROPERTIES LLC	4280 LINNAN LANE	SPRING LAKE MI 49456		
70-03-20-433-013	301 WASHINGTON AVE	34.00	$1,870.03	FIRST REFORMED CHURCH	301 WASHINGTON AVE	GRAND RAPIDS MI 49525		NEW OWNER
70-03-20-436-001	200 WASHINGTON	49.00	$2,695.05	TRI CITIES HISTORICAL MUSEUM	200 WASHINGTON	NORTON SHORES MI 49441		
70-03-20-436-002	202 WASHINGTON	21.00	$1,155.02	ISO GRAND RAPIDS REAL EST V LLC #5	PO BOX 150500	GRAND HAVEN MI 49417		
						GRAND HAVEN MI 49417		
						GRAND RAPIDS MI 49515		

ANNUAL SNOWMELT BILLING 2026

2025-26 Snowmelt Operational Costs

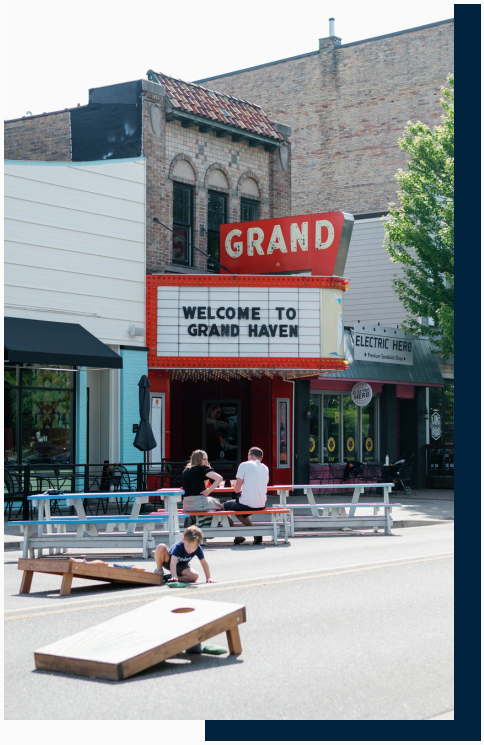
TOTAL COST	FRONT FEET	$ / FOOT
$114,016.94	2073	$55.00

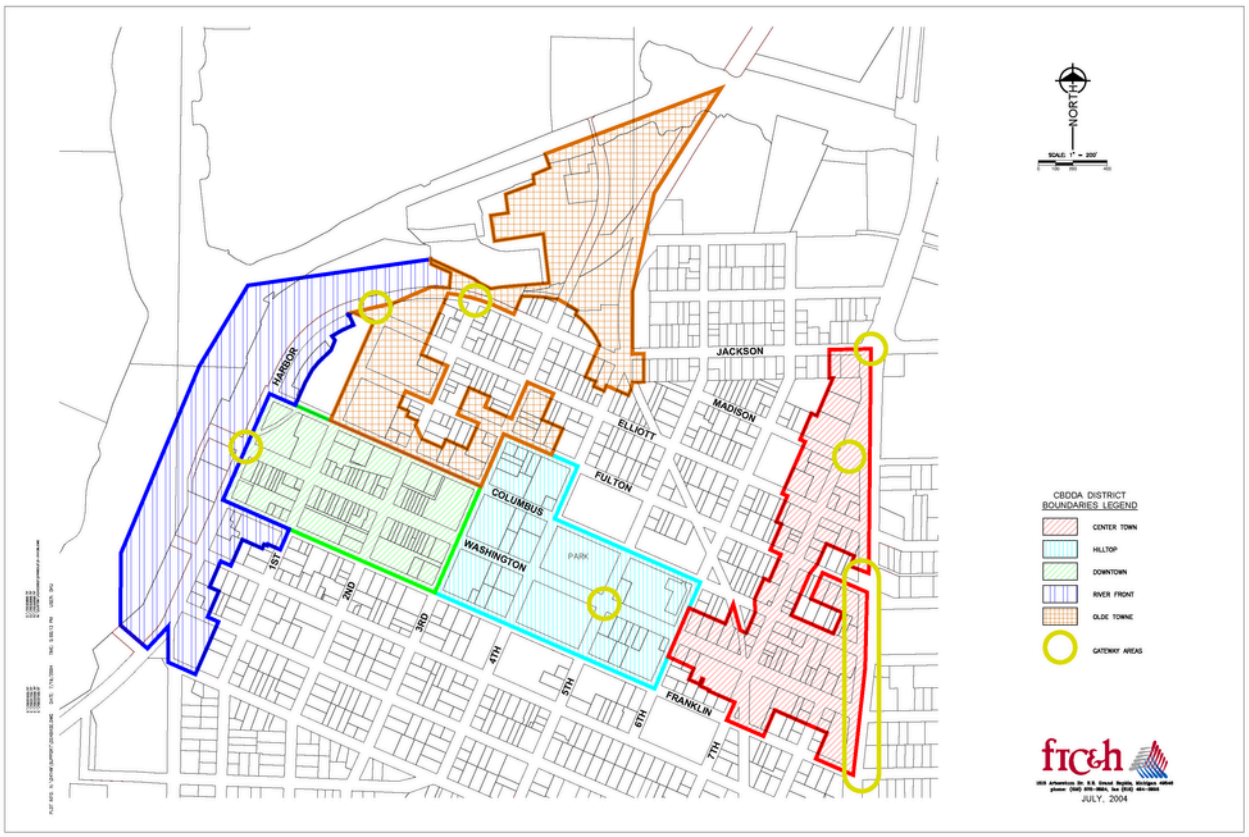
PARCEL NUMBER	PROPERTY ADDRESS	STREET FRONTAGE	OPERATIONAL COST	OWNER MAILING ADDRESS LINE 1	LINE 2	LINE 3	LINE 4	93 bills INVOICE
70-03-20-436-003	206 WASHINGTON	23.00	$1,265.02	JSM ESTATES LLC	206 1/2 WASHINGTON AVE	GRAND HAVEN MI 49417		
70-03-20-436-004	210 WASHINGTON	35.00	$1,925.03	ISO GRAND RAPIDS REAL EST V LLC #5	PO BOX 150500	GRAND RAPIDS MI 49515		
70-03-20-436-005	212 WASHINGTON	21.00	$1,155.02	WIVGH ENTERPRISES LLC	ATTN: MATTHEW HOLMES	638 NORTHRIDGE DR	HOLLAND MI 49423	
70-03-20-436-006	214 WASHINGTON	21.00	$1,155.02	BERGMAN ROGER-KAREN J	214 WASHINGTON #200	GRAND HAVEN MI 49417		
70-03-20-436-008	218 WASHINGTON	19.00	$1,045.02	WESTGATE ZSUZSANNA-TRUSTEE	328 SHERIDAN RD	WINNETKA IL 60093		
70-03-20-436-009	220 WASHINGTON	19.00	$1,045.02	ISO GRAND RAPIDS REAL EST V LLC #5	PO BOX 150500	GRAND RAPIDS MI 49515		
70-03-20-436-010	222 WASHINGTON	25.00	$1,375.02	ISO GRAND RAPIDS REAL EST V LLC #5	PO BOX 150500	GRAND RAPIDS MI 49515		
70-03-20-436-011	224 WASHINGTON	42.00	$2,310.04	224 WASHINGTON LLC	PO BOX 100276	CAPE CORAL FL 33910		
70-03-20-436-029	216 WASHINGTON	21.00	$1,155.02	ISO GRAND RAPIDS REAL EST V LLC #5	PO BOX 150500	GRAND RAPIDS MI 49515		
70-03-20-439-008	232 WASHINGTON	3.50	$192.50	LOFTIS, ALLEGRA	180 LAMOREAUX DR NW	COMSTOCK PARK MI 49321		
70-03-20-439-009	9 S 3RD ST 002	4.40	$242.00	SF STORAGE LLC	100 N THIRD STREET	GRAND HAVEN MI 49417		
70-03-20-439-010	234 WASHINGTON	15.00	$825.01	SEKAO LLC	PO BOX 729	GRAND HAVEN MI 49417		
70-03-20-439-011	250 WASHINGTON	14.00	$770.01	250 WASHINGTON PARTNERS LLC	DOUGLAS J MCNEIL			
70-03-20-439-012	9 S 3RD ST 101	2.60	$143.00	ALBERT TONI S	16306 WEST WILLOW DRIVE	250 WASHINGTON AVE	GRAND HAVEN MI 49417	
70-03-20-439-013	9 S 3RD ST 201	5.00	$275.01	ANDERSON GRANT	9 S. THIRD ST #201	SPRING LAKE MI 49456		
70-03-20-439-014	9 S 3RD ST 202	5.00	$275.01	CARVER-WOLTJER PARTNERSHIP	9 S. THIRD ST #202	GRAND HAVEN MI 49417		NEW OWNER
70-03-20-439-015	9 S 3RD ST 203	5.00	$275.01	GASKIN DONNA JEAN TRUST	9 S. THIRD ST #203	GRAND HAVEN MI 49417		
70-03-20-439-016	9 S 3RD ST 204	5.00	$275.01	HUGHES JOHNATHAN- AMY	9 S. THIRD ST #204	GRAND HAVEN MI 49417		
70-03-20-439-017	9 S 3RD ST 205	5.00	$275.01	KRASTINS CRAIG V-STACEY L TRUST	9 S. THIRD ST #205	GRAND HAVEN MI 49417		
70-03-20-439-018	9 S 3RD ST 206	5.00	$275.01	GRIMM EDEN	9 S. THIRD ST #206	GRAND HAVEN MI 49417		
70-03-20-439-019	9 S 3RD ST 301	5.00	$275.01	BRODERICK DAWN C - BRODERICK GERAMY	9 S. THIRD ST #301	GRAND HAVEN MI 49417		
70-03-20-439-020	9 S 3RD ST 302	5.00	$275.01	SZUKALA ALAN	9 S. THIRD ST #302	GRAND HAVEN MI 49417		
70-03-20-439-021	9 S 3RD ST 303	5.00	$275.01	PEKRUL JULIE E TRUST	9 S. THIRD ST #303	GRAND HAVEN MI 49417		
70-03-20-444-000	300 WASHINGTON AVE COMMON AREA	5.50	$302.51	300 WASHINGTON LLC	18 N FIFTH ST	GRAND HAVEN MI 49417		
70-03-20-444-001	300 WASHINGTON AVE #1	2.75	$151.25	STONE II JAMES DIRK-DENISE	12099 FOREST BEACH TRAIL	GRAND HAVEN MI 49417		
70-03-20-444-002	300 WASHINGTON AVE #2	2.75	$151.25	MICHELS JOSEPH-GALE	775 CENTURY CIRCLE	GRAND HAVEN MI 49417		
70-03-20-444-003	300 WASHINGTON AVE #3	2.75	$151.25	WITTKOPP PATRICK	300 WASHINGTON AVE #3	WAUKEE IA 50263		
70-03-20-444-004	300 WASHINGTON AVE #4	2.75	$151.25	ARGEROS LAURIE	15785 JENNIFER LANE	GRAND HAVEN MI 49417		
70-03-20-444-005	300 WASHINGTON AVE #5	2.75	$151.25	KLING CHRISTOPHER-MARILYN	300 WASHINGTON AVE #5	SPRING LAKE MI 49456		
70-03-20-444-006	300 WASHINGTON AVE #6	2.75	$151.25	VELDHEER DANIEL JAMES	300 WASHINGTON AVE #6	GRAND HAVEN MI 49417		
70-03-20-444-007	300 WASHINGTON AVE #7	2.75	$151.25	GABRIELSE INVESTMENTS LLC	533 PENNOYER AVE	GRAND HAVEN MI 49417		NEW OWNER
70-03-20-444-008	300 WASHINGTON AVE #8	2.75	$151.25	ROBINSON DAN L-KRISTIE J	10207 EDDYSTONE DR	GRAND HAVEN MI 49417		NEW OWNER
70-03-20-444-009	300 WASHINGTON AVE #9	2.75	$151.25	300 WASHINGTON LLC	18 N FIFTH ST	HOUSTON TX 77043		
70-03-20-444-010	300 WASHINGTON AVE #10	2.75	$151.25	300 WASHINGTON LLC	18 N FIFTH ST	GRAND HAVEN MI 49417		
70-03-20-444-011	300 WASHINGTON AVE #11	2.75	$151.25	300 WASHINGTON LLC	18 N FIFTH ST	GRAND HAVEN MI 49417		
70-03-20-444-041	300 WASHINGTON AVE #12	2.75	$151.25	FRYBERGER WILLIAM - MARYLU	300 WASHINGTON AVE #12	GRAND HAVEN MI 49417		
70-03-20-444-042	300 WASHINGTON AVE #13	2.75	$151.25	KIEFF BENNY JAY - JEANETTE LYNNE	4495 WHITEWOOD FARMS DR NE	GRAND HAVEN MI 49417		
70-03-20-444-043	300 WASHINGTON AVE #14	2.75	$151.25	PUNNETT PAUL E - DEBORAH R TRUST	6204 HIDDEN LAKE CIRCLE	GRAND RAPIDS MI 49525		
70-03-20-444-044	300 WASHINGTON AVE #15	2.75	$151.25	FLATER SEAN - STEPHANIE	510 CLAIR HILL DR	RICHLAND MI 49083		
70-03-20-444-045	300 WASHINGTON AVE #16	2.75	$151.25	ANNAMAC LLC	PO BOX 955	ROCHESTER MI 48309		
70-03-20-444-046	300 WASHINGTON AVE #17	2.75	$151.25	TOWER 317 LLC	608 WASHINGTON AVE	GRAND HAVEN MI 49417		
70-03-20-444-047	300 WASHINGTON AVE #18	2.75	$151.25	HALL LARRY- SUSAN	300 WASHINGTON AVE #18	GRAND HAVEN MI 49417		
						GRAND HAVEN MI 49417		
	TOTALS:	2073.00	$114,016.94					

Finalized 05.06.26

Tax Increment Financing - TIF

- A method of funding public investment in an area slated for redevelopment.
- The redevelopment area is where TIF funding can only be utilized for public projects, for example -
  - Public Infrastructure Including Streets, Sidewalks, Sewers, Water and Lighting (Washington St. redevelopment & snowmelt)
  - Public Parking Facilities (parking lot resurfacing)
  - Landscaping, Beautification and Irrigation
  - Waterfront and Open Space Development
- 2005 TIF Bond & Debt will be paid off by 2034
- 2005 TIF Revenue will end by 2036





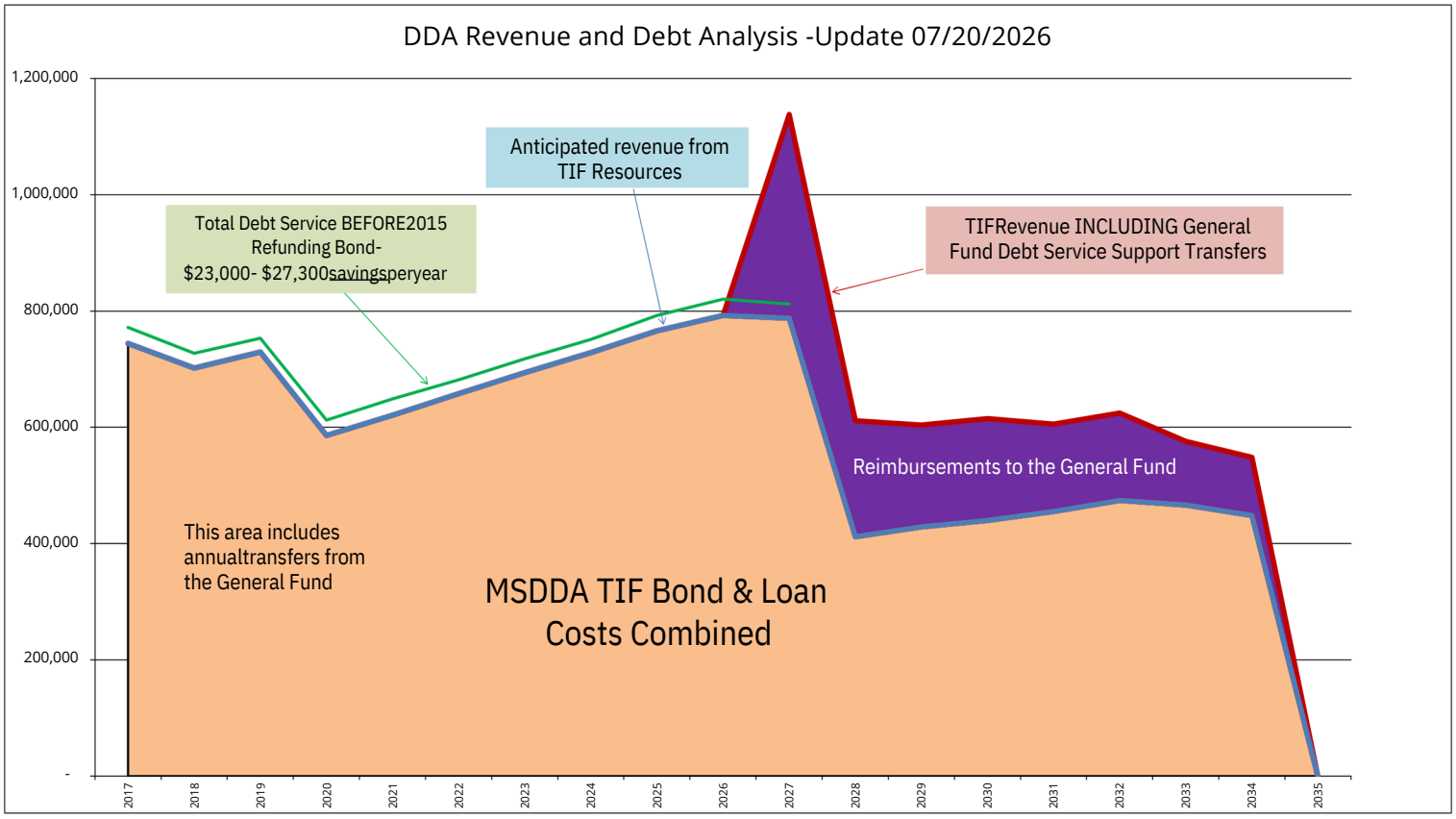
MSDDA Revenue Forecast and TIF Construction Debt Payments
7/20/2026

	Year	New Construction (From TIF Plan)	MSDDA Taxable Value			Fiscal Year	MSDDA-TIFRevenue						Surplus/ (Deficit)	TIF Expenses					
														2006TIF Bond Debt Service	Agreement with City - TIF Debt Service	Agreement between DDA & EDC	2009 CIP BABs Bond		
	12/31	Anticipated increases in Downtown Taxable Value per City	TOTAL Taxable Value at December 31	BASE VALUE Set in 2006 - No annual increase	CAPTURED VALUE WITH 2% annual increase	6/30	Annual TIF Revenue from Taxation Only	Revenue from TIF for Staff during project	Transfers In From Other Funds for Debt Payments	Transfers In/Out (Additional) to General Fund	Bond Federally Funded Interest (Revenue)	Washington TIF Revenue (TIF Taxes + Federal Int + Add'l Int + Add'l CF Trnfrs In/Out)	Operating TIF Surplus (Deficit) after Debt Payment	2006 DDA TIF Debt / 2015 Refunding Bond	West Jackson Street $327,158	Mindset EDC Loan Debt Service	C.I. Bond FEDERAL Funded Interest (Expense)	Washington Washington Project Cap. Imp. Bond Principal & Interest	LOCAL Principal and Interest Non-DDA Portion
		Green = actual				2005					Actual						Promised	DDA TIF	
Actual	2005		39,005,262	28,325,806	10,679,456	2006	46,730	20,917			7% less	85,500	64,583	20,917					
Actual	2006		40,760,499	28,325,806	12,434,693	2007	200,765	15,000				318,659	179,212	139,448					
Actual	2007		41,992,104	28,325,806	13,666,298	2008	311,790	20,000				325,015	185,568	139,448					
Actual	2008		47,802,365	28,325,806	19,476,559	2009	414,998	25,000				393,389	253,942	139,448					
Actual	2009		48,109,178	28,325,806	19,783,372	2010	388,390	50,000	37,353		60,081	406,234	116,465	139,448			60,081	5 2,888	37,353
Actual	2010		47,160,239	28,325,806	18,834,433	2011	362,203	35,000	84,044	494,875	135,181	1,000,966	275,223	218,048	169,473		135,181	1 18,997	84,044
Actual	2011		45,624,159	28,325,806	17,298,353	2012	341,137		84,044	138,781	135,181	615,262	19,524	215,148	42,368		135,181	1 18,997	84,044
Actual	2012		43,136,645	28,325,806	14,810,839	2013	272,837		84,044	188,785	135,181	596,802	4,064	212,148	42,368		135,181	1 18,997	84,044
Actual	2013		43,961,130	28,325,806	15,635,324	2014	284,706		109,223	88,781	135,181	508,668	(174,663)	209,048	42,368	3,693	135,181	1 83,818	109,223
Actual	2014		44,389,692	28,325,806	16,063,886	2015	307,384		111,202	89,013	133,865	530,262	(167,172)	205,848	42,368	14,289	133,865	1 89,862	111,202
Actual	2015		46,036,978	28,325,806	17,711,172	2016	309,192		111,552	119,375	132,177	560,744	(111,127)	180,189	42,368	13,606	132,177	1 91,977	111,552
Actual	2016		46,814,403	28,325,806	18,488,597	2017	344,599		122,937	106,632	130,240	581,471	(162,771)	201,470	42,368	24,544	130,240	2 22,682	122,937
Actual	2017		47,987,871	28,325,806	19,662,065	2018	390,959		123,931	73,163	127,338	591,459	(110,218)	223,080			127,338	2 27,330	123,931
Actual	2018		49,140,498	28,325,806	20,814,692	2019	422,579		126,068	46,539	124,026	593,143	(136,334)	244,166			124,026	2 35,218	126,068
Actual	2019		53,088,506	28,325,806	24,762,700	2020	490,660		89,905	63,586		554,245	(31,684)	264,577				231,448	89,905
Actual	2020		54,532,417	28,325,806	26,206,611	2021	538,075		94,087			538,075	(82,689)	284,464				242,213	94,087
Actual	2021		58,282,392	28,325,806	29,956,586	2022	612,145		96,325			612,145	(45,817)	313,662				247,975	96,325
Actual	2022		64,716,630	28,325,806	36,390,824	2023	699,436		99,794			699,436	5,624	337,112				256,906	99,794
Actual	2023		78,631,448	28,325,806	50,305,642	2024	972,158		103,039			972,158	243,984	359,874				265,261	103,039
Actual	2024		88,227,990	28,325,806	59,902,184	2025	1,142,184		104,662			1,142,184	376,253	391,831				269,438	104,662
Actual	2025		96,913,761	28,325,806	68,587,955	2026	1,198,573		110,313			1,198,573	406,117	398,156				283,987	110,313
Estimated	2026		1 02,658,545	28,325,806	74,332,739	2027	1,397,119		112,831	(350,000)		1,047,119	259,453	384,366				290,469	112,831
Estimated	2027		1 04,145,200	28,325,806	75,819,394	2028	1,686,807		115,125	(200,000)		1,486,807	1,075,307					2 96,375	115,125
Estimated	2028		1 05,661,588	28,325,806	77,335,782	2029	1,720,543		119,993	(175,000)		1,545,543	1,116,643					3 08,907	119,993
Estimated	2029		1 07,208,303	28,325,806	78,882,497	2030	1,754,954		123,127	(175,000)		1,579,954	1,139,854					3 16,973	123,127
Estimated	2030		1 08,785,953	28,325,806	80,460,147	2031	1,790,053		127,379	(150,000)		1,640,053	1,184,753					3 27,921	127,379
Estimated	2031		1 10,395,156	28,325,806	82,069,350	2032	1,825,854		132,695	(150,000)		1,675,854	1,201,554					3 41,605	132,695
Estimated	2032		1 12,036,543	28,325,806	83,710,737	2033	1,862,371		130,443	(109,530)		1,752,841	1,286,591					3 35,807	130,443
Estimated	2033		1 13,710,758	28,325,806	85,384,952	2034	1,899,619		125,351	(100,000)		1,799,619	1,351,569					3 22,699	125,351
						2035													

Annual Estimated Increase 2. 00%

22.2477TIF Millage Estimate

1,409,530Total General Fund Contributions
(1,409,530)Reimbursements to General Fund
-Balance Owed to General Fund



Conclusion

Grand Haven Main Street DDA is more than just events—we're a community-focused organization dedicated to building a vibrant, thriving downtown through economic development, historic preservation, and strong partnerships. Our work supports local businesses, enhances public spaces, and creates a place where residents and visitors feel connected year-round.



Principle Shopping District, funding program, est. 2011

- Marketing and Branding
- Beautification of Public Spaces
- Improved Signage & Kiosks
- Enhanced Print Materials
- Special Events
- Determined by a separate committee, reviewed every 5 years and renewed every 10 years, does not replace DDA or Main Street activities/programs.
- Approximately $90,000 annually and is currently working as intended.
- 2022 - 2026 Budget: Administrative Fees, Promotion & Branding, Special Events, Enhancing Public Spaces, and a $5,000 fund reserve.

Accredited Main Street Community, est. 2005

- 4 Working Committtees
  - Promotions
  - Organization
  - Design: Preservation & Place
  - Economic Vitality: Recruitment & Retention
- Diverse Fundraising is necessary to the success and improvement of the organization and its impact on the community
- Fundraising goals help to cover new Main Street DDA projects, Committee budget deficits, marketing campaigns, public improvement projects, beautification, and so much more!
- Approximately $15,000 - $20,000 raised from Wine About Winter & Other Events
- Approximately $10,000 raised from Summer Banner Program
- Diverse Fundraising Opportunities
  - Merchandise - tees, hats, stickers, etc.
  - Tiered Sponsorship Program
  - National, State, & Local Grants

Downtown Development Authority, Est. 1975

- Economic Development
- Public Improvement Projects
  - public seating, flower planters, street signage, kiosks, street scape, capital improvements to public infrastructure, etc.
- Private Investment & Business Growth
  - Facade improvement loans, sponsorships, grants, etc. for business growth and additional programs designed to increase economic activity.
- Halt Property Value Deterioration
- Increase Property Tax Valuation
- Eliminate Causes of Deterioration
- Economic Growth in Business District
- Funding for DDA programs comes from a number of sources such as grants, contracts, interest on loans, sponsorship programs, and captured tax increment financing.

Downtown Grand Haven, Always in Season

Experience year-roundopportunitiestoeat,shop, and play on our historic Main Street, featuring unique local businesses, seasonal events, and activities that draw both residents and visitors.

2026 EDITION | GRAND HAVEN MAIN STREET DDA | **Master Level** Main Street



State of DOWNTOWN

75 Retail stores

38 Restaurants

32 Blocks

167 Acres

382 Parcels

1,031 Public parking spaces

152 First-floor Store fronts

543 Residential units

702.9k Visitors (2024)

2.751m Visits (2024)

2.6% Storefront vacancy rate

Grand Haven Main Street is making a real difference.

Grand Haven Main Street makes a difference by fostering a vibrant downtown that supports local businesses, promotes community engagement, and preserves historic charm. Through initiatives like events, beautification projects, and economic development, the DDA enhances the quality of life for residents and attracts visitors, ensuringthecontinuedgrowth and vitality of the downtown district.

Main Street's Goals

- Cultivate, support,andpromote businesses that enhance vibrancy and activity downtown, benefiting both residents and visitors.
- Improve connectivity through thoughtful placemaking efforts that create links between key areas fostering community interaction, and strengthening the overall flow between districts.
- Leverage storytelling to strengthen brand identity, build trust, and increase awareness of Grand Haven Main Street's mission.

616.844.1188

Certified Redevelopment Ready Community®

downtowngh.com

TRANSFORMING GRAND HAVEN'S DOWNTOWN



Grand Haven Main Street DDA advanced its transformation strategy, creating a focused roadmap that aligns projects, partnerships, and priorities with community needs. The strategy is designed to strengthen downtown's vitality while ensuring long-term sustainability.



Grand Haven Main Street DDA produced branded reports and booklets to strengthen communication and engagement, including the market data report and annual report, along with resources such as the board and committee volunteer handbooks, a business welcome packet, and updated organizational and event sponsorship plans.



Grand Haven Main Street DDA adopted a comprehensive sponsorship plan to diversify funding streams and reduce reliance on a single source of revenue. This approach directly supports one of our priority goals of building long-term financial sustainability.

REINVESTMENT STATS 2024–2025

PRIVATE INVESTMENT

$6,000

Program to date: $29,819,661

91 Façade & Building Improvements
Program to date

7 New Businesses
Program to date:117

Community Profile

CityofGrandHaven | 2024

Population
11,428

Households
5,435

Median HH Income
$64,083

Median Age
47.7 years

Housing Units
6,342

86% Housing is occupied
58% Owner-occupied
28% Renter-occupied

Main Street is Helping Businesses Thrive

- Yearly banner program
- Downtown beautification
- Year-round events
- Business resource guide
- Traffic driving marketing plan
- Downtown snow melt system

"Being a Main Street business owner is fulfilling. Main Street businesses foster the small-town feel that gets lost in the craziness of today's fast-paced, techy world."

—Chris Weavers, Owner, JW's Food &Spirits

Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	7,944	29,180	159,759
Households	3,546	13, 336	63,915
Median HH Income	$73, 273	$74,131	$62,420

In-demand Businesses

Food & Drink

- Asian restaurant
- Casual dining eatery
- Bakery
- Brick-oven pizzeria
- Healthy menu eatery

Shopping & Retail

- Specialty foods
- General/variety store
- Arts, crafts and hobbies
- Vintage/repurposed goods
- Home furnishings

Strengthening Our Foundation

This year, Grand Haven Main Street DDA focused on board and committee organization by developing policies, procedures, and training to clarify roles and responsibilities. We engaged stakeholders for feedback, advanced strategic planning, and provided resources like handbooks to support volunteers. These efforts have helped the DDA become more effective, efficient, and enthusiastic as we move forward together.



VOLUNTEER SPOTLIGHT

"Volunteering to be on the DDA board as a new board member is a way to give back to my community. A vital part to any towns success is a vibrant and diverse business district which is why I am happy to help out."

—Jack DeMarr, Board Member, Retired



2024 Pulse of Downtown

75% Visit downtown Grand Haven most often for dining

60% Described recent trends in GrandHaven Main Street as steadyto improving.

20% Said the frequency of their visits to downtown have increased

Social Connection

9,823+
Facebookfollowers
12%increasefrom 2024

1,520+
Instagramfollowers
45%increasefrom 2024

Volunteer Connection

3,534
Volunteerhoursin2024–2025

74,946
Volunteer hours (Program to date)

$116,163
Volunteer value in 2024–2025

$2,463,475
Volunteer value (Program todate)

In the Numbers



DOWNTOWN ALIVE

Grand Haven Main Street Events 2024–25

321,100

Est. event attendance

- SidewalkSales
- BonesAboutTown
- Fall Fest
- 3rd Coast Author & Book Festival
- Wine About Winter
- Light Night
- First Block: Author Night
- First Block: Yoga Morning
- First Block: Kid's Night



First Block: Yoga Morning



Fall Festival



Light Night



3rd Coast Author & Book Festival

"How blessed we are to work with a city, city council, business and a community that loves, serves and supports GH Main Street. Over the past three years, it has been my honor to serves as board chair. I've met so many wonderful people, served with committee and board members, along with numerous volunteers. I'm grateful that I've been able to work so closely with our amazing executive director, Chandi Pape, she has worked so hard for our district. I'm also grateful to have served along side Mayor Monetza whose wisdom I have sought many times. In closing, I encourage you to get involved with your business neighbors and Main Street. Together, we do make a difference."

—Joyce Workman, Chair, Main Street DDA Board of Directors

Grand Haven's Board of Directors

Chair: Joyce Workman
Vice Chair: Chris Weavers
Treasurer: Kelly Larson
Secretary: Melita Ewbank
Past Chair: Todd Anthes
Mayor: Robert Monetza
Member: John Groothuis
Member: Lynn Negen
Member: Dawn Gravelyn
Member: Jack DeMarr
Member: John Steinbach
Executive Director: ChandiPape

MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

Real Impact. | The numbers prove it!

$9,179,872
2024–25 Total Private Investment
$482,929,076
Program to date

$12,898,910
2024–25 Total Public Investment
$165,451,898
Program to date

29,220
2024–25 Volunteer Hours
952,016
Program to date

93
2024–25 New Businesses
2,126
Program to date

83
2024–25 Façade & Building Improvements
3,017
Programtodate

Michigan Main Street providestechnical assistance to local communities as they implement the **Main Street Four-Point Approach®,** a community-driven, comprehensive strategy encouraging economic development through historic preservation in ways appropriate for the modern marketplace. The program aims to create communities distinguished by economically vital and vibrant commercial districts and downtowns, thereby making the state economically stronger and culturally diverse.

Our MMS Communities



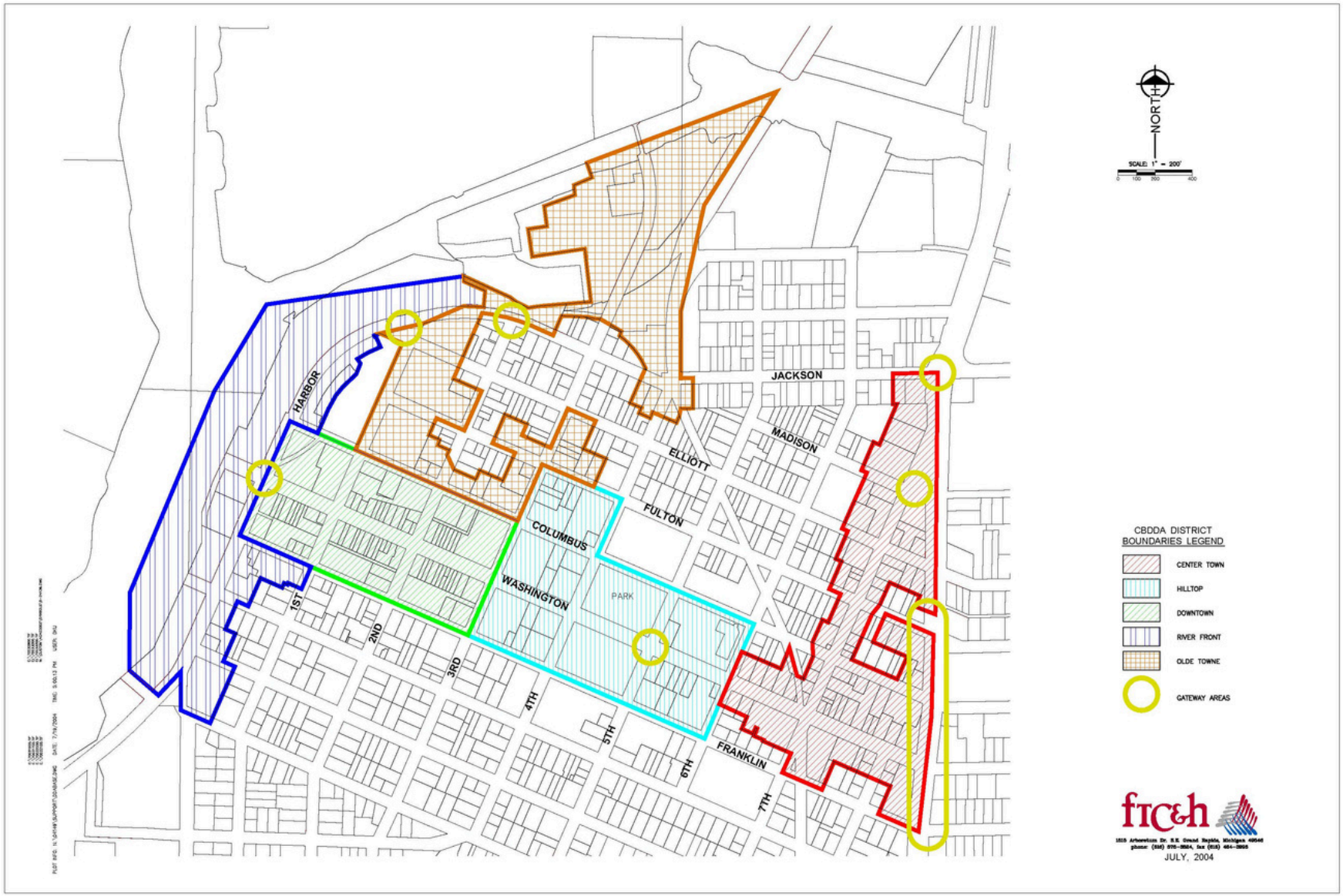
★ Master Level ● Select Level
■ Network Level ▲ Engaged Level

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

www.miplace.org

5767-251112

Waterfront
Old Towne
Downtown
Hilltop
Centertown



THANK YOU



GRAND HAVEN

ALWAYS IN SEASON

EAT. SHOP. PLAY.

Contact Details:

Phone: 616-844-1188

Email: **cpape@grandhaven.org**

Address: **Grand Haven, MI**

Website: **www.downtowngh.com**

Attachment C

CITY OF GRAND HAVEN
GRAND HAVEN, MICHIGAN
SPECIAL CITY COUNCIL MEETING
MONDAY, OCTOBER 5, 2026

The Special Meeting of the Grand Haven City Council was called to order at 4:00 p.m. by Mayor Bob Monetza in the Council Chambers of City Hall, 519 Washington Ave.

Present: Council Members Sarah Kallio, Erin Lyon, Mayor Pro-tem Mike Dora, Mike Fritz, Mayor Bob Monetza.

Absent: None.

Others Present: City Manager Ashley Latsch, Assistant City Manager Dana Kollewehr, Finance Director Emily Greene, and Human Resources Manager Tahlor Heft.

INTERVIEWS FOR CITY CLERK POSITION

Human Resources Manager Tahlor Heft introduced City Clerk candidate Amy Vos. Ms. Vos described her experience and answered specific questions from City Council.

Human Resources Manager Tahlor Heft introduced City Clerk candidate Andrea Anderson. Ms. Anderson described her experience and answered specific questions from City Council.

Human Resources Manager Tahlor Heft introduced City Clerk candidate Eric Roberts. Mr. Roberts described her experience and answered specific questions from City Council.

ADJOURNMENT

After hearing no further business, Mayor Monetza adjourned the meeting at 7:00 p.m.

Minutes prepared and submitted by Deputy City Clerk, Amy Vos.

_____ _____

Robert Monetza, Mayor Amy Vos, Deputy Clerk

CITY OF GRAND HAVEN
GRAND HAVEN, MICHIGAN
SPECIAL CITY COUNCIL WORK SESSION
MONDAY, OCTOBER 5, 2026

The Special Work Session of the Grand Haven City Council was called to order at 7:00 p.m. by Mayor Bob Monetza in the Council Chambers of City Hall, 519 Washington Ave.

Present: Council Members Sarah Kallio, Erin Lyon, Mayor Pro-tem Mike Dora, Mike Fritz, Mayor Bob Monetza.

Absent: None.

Others Present: City Manager Ashley Latsch, Assistant City Manager Dana Kollewehr, Finance Director Emily Greene, Public Works Director Michael England, Project Management Director Derek Gajdos, and Waterfront & Events Manager Brian Jarosz.

PRESENTATIONS

Human Resources Manager Tahlor Heft shared background knowledge on the City of Grand Haven's current health insurance plan. She introduced Chris Glass, Vice President of Gallagher who presented. The presentation focused on explaining the background of the proposed plan, the impact the transition would have on the city and its employees, the cost saving impacts, and how it differs from cities current plan.

ADJOURNMENT

After hearing no further business, Mayor Monetza adjourned the meeting at 7:28 p.m.

Minutes prepared and submitted by Deputy City Clerk, Amy Vos.

_____ _____

Robert Monetza, Mayor Amy Vos, Deputy Clerk

CITY OF GRAND HAVEN
GRAND HAVEN, MICHIGAN
REGULAR CITY COUNCIL MEETING
MONDAY, OCTOBER 5, 2026

The Regular Meeting of the Grand Haven City Council was called to order at 7:30 p.m. by Mayor Bob Monetza in the Council Chambers of City Hall, 519 Washington Ave.

Present: Council Members Erin Lyon, Mayor Pro-tem Mike Dora, Mike Fritz, Sarah Kallio, and Mayor Bob Monetza.

Absent: None.

Others Present: City Manager Ashley Latsch, Assistant City Manager Dana Kollewehr, Finance Director Emily Greene, Public Works Director Michael England, Project Management Director Derek Gajdos, and Waterfront & Events Manager Brian Jarosz.

INVOCATION/PLEDGE OF ALLEGIANCE

Reverend Dr. Jared C. Cramer, St. John's Episcopal Church

APPROVAL OF CONSENT AND REGULAR AGENDAS

26-206 Council Member **Fritz** moved, seconded by Council Member **Kallio**, to approve the agendas as presented.

Roll Call Vote:
This motion carried unanimously.

26-207 Council Member **Lyon** moved, seconded by Council Member **Fritz**, to approve the agendas as amended.

Roll Call Vote:
This motion carried unanimously.

FIRST CALL TO AUDIENCE

Jim Hagen, 400 Lake: Commented on the community tree planting event that was hosted by The City of Grand Haven Division of Urban Forestry on Saturday, October 3, 2026.

Jarod Cramer, Priest at 524 Washington: Commented on a council decision.

CONSENT AGENDA.

26-208 Approve the Special Meeting and Regular City Council meeting minutes for September 21, 2026.

26-209 Approve the bills memo in the amount of $17,463,975.52. **Attachment A**

26-210 Approve a renewal operating agreement with the Mulligan's Hollow Ski Bowl Association.

26-211 Approve a T-Hanger License Agreement with Randal Paul Hoffmeyer for hanger F10.

Mayor Pro-tem **Dora** moved, seconded by Council Member **Fritz**, to approve the Consent Agenda as presented.

Roll Call Vote:
This motion carried unanimously.

NEW BUSINESS

26-212 Council Member **Lyon** moved, seconded by Council Member **Fritz**, to approve a resolution to transfer an approved Commercial Rehabilitation District certificate for 1445 Columbus.

Roll Call Vote:
This motion carried unanimously.

26-213 Mayor Pro-tem **Dora** moved, seconded by Council Member **Lyon**, to approve a MIO PROTECT Grand application.

Roll Call Vote:
This motion carried unanimously.

REPORT BY CITY COUNCIL

Council Members Lyon, Fritz, Kallio, Mayor Pro-tem Dora and Mayor Monetza all commented on the various events that occurred this past weekend.

Mayor Monetza commented on the upcoming MML Convention.

CITY MANAGER REPORT

CALL TO AUDIENCE SECOND OPPORTUNITY

ADJOURNMENT

After hearing no further business, Mayor Monetza adjourned the meeting at 8:20 p.m.

Minutes prepared and submitted by Deputy City Clerk, Amy Vos.

_____	_____
Robert Monetza, Mayor	Amy Vos, Deputy Clerk

Attachment A

To: Ashley Latsch, City Manager
From: Emily Greene, Finance Director
CM Date:
RE: Bills From Payables Warrant

10.05.26

FUND NUMBER	FUND NAME	WARRANT 09.23.26	ACH WARRANT 09.23.26	WARRANT 09.30.26	ACH WARRANT 09.30.26	TOTALS
101	General Fund	$88,789.10	$11,826.65	$22,364.15	$47,602.07	$170,581.97
151	Cemetery Fund	$0.00	$0.00	$0.00	$0.00	$0.00
202	Major Street Fund	$7,270.00	$486.84	$0.00	$966.38	$8,723.22
203	Local Street Fund	$243.78	$0.00	$0.00	$1,138.76	$1,382.54
235	Public Safety Millage Rev Fund	$0.00	$0.00	$0.00	$0.00	$0.00
242	Brfd LBRF TIF Rev Fund	$0.00	$0.00	$0.00	$0.00	$0.00
243	Brownfield Redevelopment Fund	$0.00	$0.00	$170,251.27	$499,587.37	$669,838.64
244	Economic Development Corp Fund	$0.00	$0.00	$0.00	$0.00	$0.00
245	Downtown TIF Rev Fund	$0.00	$0.00	$0.00	$0.00	$0.00
246	Brownfield TIF GL Rev Fund	$0.00	$0.00	$0.00	$0.00	$0.00
248	Grand Haven Main Street DDA Fund	$25,025.00	$0.00	$86.43	$230.49	$25,341.92
272	2008/17 UTGO Inf Bond Rev Fund	$0.00	$0.00	$0.00	$0.00	$0.00
273	2014 LTGO Bond Rev Fund	$0.00	$0.00	$0.00	$0.00	$0.00
274	2015 UTGO Bond Rev Fund	$0.00	$0.00	$0.00	$0.00	$0.00
276	LightHouse Maintenance Fund	$0.00	$0.00	$0.00	$0.00	$0.00
278	Community Land Trust Fund	$0.00	$0.00	$0.00	$0.00	$0.00
352	Brownfield TIF Debt Fund	$0.00	$0.00	$0.00	$0.00	$0.00
372	2008/17 UTGO Inf Debt Fund	$0.00	$0.00	$0.00	$16,614.50	$16,614.50
373	2014 LTGO Bond Debt Fund	$0.00	$0.00	$0.00	$0.00	$0.00
374	2015 UTGO Bond Debt Fund	$0.00	$0.00	$0.00	$0.00	$0.00
375	Public Safety Bond Debt Fund	$0.00	$0.00	$0.00	$0.00	$0.00
384	2020 LTGO Bond - Warber Drain Fund	$0.00	$0.00	$0.00	$0.00	$0.00
394	Downtown TIF Debt Fund	$0.00	$0.00	$0.00	$0.00	$0.00
401	Public Improvements Fund	$0.00	$0.00	$0.00	$143.74	$143.74
402	Fire Truck Replacement Fund	$0.00	$0.00	$0.00	$0.00	$0.00
410	Harbor Island Remediation Fund	$0.00	$0.00	$0.00	$43.00	$43.00
435	Public Safety Capital Project Fund	$0.00	$0.00	$0.00	$0.00	$0.00
456	2008/17 UTGO Inf Construction Fund	$0.00	$0.00	$0.00	$0.00	$0.00
457	2014 LTGO Construction Fund	$0.00	$0.00	$0.00	$0.00	$0.00
458	2015 UTGO Construction Fund	$0.00	$0.00	$0.00	$0.00	$0.00
508	North Ottawa Recreation Authority	$0.00	$0.00	$0.00	$0.00	$0.00
509	Sewer Authority Operating	$14,607.13	$59.73	$2,347.51	$10,588.97	$27,603.34
509	Sewer Authority SL Force Main	$0.00	$0.00	$0.00	$0.00	$0.00
509	Sewer Authority Plant Mod	$0.00	$0.00	$0.00	$0.00	$0.00
509	GH/SL SA-2013 Debt	$0.00	$0.00	$0.00	$0.00	$0.00
509	GH/SL SA-SLPS/Force Main Debt	$0.00	$0.00	$0.00	$0.00	$0.00
509	GH/SL SA-Local Lift Station Debt	$0.00	$0.00	$0.00	$0.00	$0.00
509	GH/SL SA-2018 Plant Debt	$0.00	$0.00	$0.00	$0.00	$0.00
510	NOWS Operating	$14,711.34	$0.00	$0.00	$5,931.77	$20,643.11
510	NOWS Plant Debt	$0.00	$0.00	$0.00	$0.00	$0.00
510	NOWS Replacement	$0.00	$0.00	$0.00	$0.00	$0.00
581	Airport Fund	$205.45	$0.00	$0.00	$30,331.33	$30,536.78
590	City Sewer Fund	$291.65	$1,005.81	$2,350.89	$11,601.72	$15,250.07
591	City Water Fund	$2,077.89	$0.00	$632.25	$124,492.53	$127,202.67
594	Marina Fund	$10,165.42	$0.00	$0.00	$2,208.80	$12,374.22
597	Boat Launch Fund	$0.00	$0.00	$0.00	$275.00	$275.00
661	Motor Pool Fund	$1,535.84	$0.00	$27,500.00	$10,551.96	$39,587.80
677	Self Insurance Fund	$0.00	$0.00	$1,000.00	$94,395.75	$95,395.75
678	OPEB/Retiree Benefits Fund	$1,167.09	$0.00	$0.00	$0.00	$1,167.09
679	Health Benefits Fund	$91.80	$0.00	$0.00	$0.00	$91.80
701	Trust & Agency Fund	$0.00	$0.00	$0.00	$0.00	$0.00
703	Tax Collection Fund	$61,365.93	$0.00	$4,751,577.71	$11,388,234.72	$16,201,178.36
704	Payroll Fund	$0.00	$0.00	$0.00	$0.00	$0.00
		$227,547.42	$13,379.03	$4,978,110.21	$12,244,938.86	$17,463,975.52

$17,463,975.52 Total Approved Bills
$16,297,833.00 Minus eligible bills for release without prior approval: including Utility,
$1,166,142.52 Retirement, Insurance, Health Benefit, and Tax Collection Funds

To: Ashley Latsch, City Manager
From: Emily Greene, Finance Director
CM Date: **10.19.26**
RE: Bills From Payables Warrant

FUND NUMBER	FUND NAME	WARRANT 10.07.26	ACH WARRANT 10.07.26	WARRANT 10.14.26	ACH WARRANT 10.14.26	CREDIT CARD WARRANT 10.13.26	TOTALS
101	General Fund	$26,279.55	$3,707.04	$43,151.95	$82,899.24	$10,313.89	$166,351.67
151	Cemetery Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
202	Major Street Fund	$301.19	$0.00	$9,104.18	$1,548.53	$171.19	$11,125.09
203	Local Street Fund	$203.19	$0.00	$8,092.24	$1,382.09	$171.19	$9,848.71
235	Public Safety Millage Rev Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
242	Brfd LBRF TIF Rev Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
243	Brownfield Redevelopment Fund	$30.00	$0.00	$0.00	$27,721.00	$0.00	$27,751.00
244	Economic Development Corp Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
245	Downtown TIF Rev Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
246	Brownfield TIF GL Rev Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
248	Grand Haven Main Street DDA Fund	$6,211.19	$0.00	$1,010.00	$2,005.16	$995.19	$10,221.54
272	2008/17 UTGO Inf Bond Rev Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
273	2014 LTGO Bond Rev Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
274	2015 UTGO Bond Rev Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
276	LightHouse Maintenance Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
278	Community Land Trust Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
352	Brownfield TIF Debt Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
372	2008/17 UTGO Inf Debt Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
373	2014 LTGO Bond Debt Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
374	2015 UTGO Bond Debt Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
375	Public Safety Bond Debt Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
384	2020 LTGO Bond - Warber Drain Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
394	Downtown TIF Debt Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
401	Public Improvements Fund	$0.00	$0.00	$31,329.06	$4,404.50	$0.00	$35,733.56
402	Fire Truck Replacement Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
410	Harbor Island Remediation Fund	$0.00	$0.00	$100.00	$45,280.38	$1,246.52	$46,626.90
435	Public Safety Capital Project Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
456	2008/17 UTGO Inf Construction Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
457	2014 LTGO Construction Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
458	2015 UTGO Construction Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
508	North Ottawa Recreation Authority	$0.00	$0.00	$0.00	$0.00	$465.48	$465.48
509	Sewer Authority Operating	$36,000.81	$0.00	$9,299.86	$53,502.19	$677.26	$99,480.12
509	Sewer Authority SL Force Main	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
509	Sewer Authority Plant Mod	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
509	GH/SL SA-2013 Debt	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
509	GH/SL SA-SLPS/Force Main Debt	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
509	GH/SL SA-Local Lift Station Debt	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
509	GH/SL SA-2018 Plant Debt	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
510	NOWS Operating	$33,754.64	$0.00	$923.18	$80,566.01	$994.30	$116,238.13
510	NOWS Plant Debt	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
510	NOWS Replacement	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
581	Airport Fund	$255.02	$0.00	$193.58	$1,331.99	$0.00	$1,780.59
590	City Sewer Fund	$9,455.54	$0.00	$1,141.49	$127,252.89	$379.43	$138,229.35
591	City Water Fund	$2,643.25	$0.00	$4,853.86	$95,103.92	$449.44	$103,050.47
594	Marina Fund	$927.32	$0.00	$5,791.48	$3,567.57	$47.34	$10,333.71
597	Boat Launch Fund	$40.01	$0.00	$608.33	$169.76	$0.00	$818.10
661	Motor Pool Fund	$106,449.50	$0.00	$2,496.85	$33,720.43	$99.96	$142,766.74
677	Self Insurance Fund	$0.00	$0.00	$128.88	$0.00	$0.00	$128.88
678	OPEB/Retiree Benefits Fund	$0.00	$0.00	$44,219.73	$0.00	$0.00	$44,219.73
679	Health Benefits Fund	$0.00	$0.00	$91.80	$0.00	$0.00	$91.80
701	Trust & Agency Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
703	Tax Collection Fund	$234,264.02	$808,596.97	$2,000.00	$0.00	$0.00	$1,044,860.99
704	Payroll Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
		$456,815.23	$812,304.01	$164,536.47	$560,455.66	$16,011.19	$2,010,122.56

$2,010,122.56 Total Approved Bills
$1,089,301.40 Minus eligible bills for release without prior approval: including Utility,
$920,821.16 Retirement, Insurance, Health Benefit, and Tax Collection Funds

State of Michigan
Michigan Gaming Control Board
Millionaire Party Licensing
3062 W. Grand Blvd, Suite L-700
Detroit, MI 48202-6062
Phone: (313) 456-4940
Fax: (313) 456-3405
Email: Millionaireparty@michigan.gov
www.michigan.gov/mgcb

LOCAL GOVERNING BODY RESOLUTION FOR CHARITABLE GAMING LICENSES

(Required by MCL.432.103(k)(ii))

At a Regular (REGULAR OR SPECIAL) meeting of the Grand Haven City Council (TOWNSHIP, CITY, OR VILLAGE COUNCIL/BOARD)

called to order by _____ on _____ (DATE)

at _____ (TIME) a.m./p.m. the following resolution was offered:

Moved by _____ and supported by _____

that the request from GHAPS Duneside PTO (NAME OF ORGANIZATION) of Grand Haven (CITY),

county of Ottawa (COUNTY), asking that they be recognized as a nonprofit

organization operating in the community, for the purpose of obtaining charitable gaming licenses, be

considered for Approval (APPROVAL/DISAPPROVAL).

APPROVAL:		DISAPPROVAL:	
Yeas:		Yeas:	
Nays:	0	Nays:	
Absent:	0	Absent:	

I hereby certify that the foregoing is a true and complete copy of a resolution offered and adopted by the Grand Haven City Council (TOWNSHIP, CITY, OR VILLAGE COUNCIL/BOARD) at a Regular (REGULAR OR SPECIAL)

meeting held on _____ (DATE).

SIGNED: _____
TOWNSHIP, CITY, OR VILLAGE CLERK

Amy Vos, Deputy City Clerk
PRINTED NAME AND TITLE

519 Washington Ave, Grand Haven, MI 49417
ADDRESS

Organization Information: _____
ORGANIZATION'S MAILING ADDRESS, STREET, CITY, ZIP

_____ ( )
ORGANIZATION'S PRINCIPAL OFFICER NAME AND TITLE — PHONE NUMBER

CITY OF GRAND HAVEN
PROCLAMATION OF RECOGNITION

Honoring Eagle Scout Matt Hoffmeyer

WHEREAS, the City of Grand Haven proudly recognizes the accomplishments of young individuals who demonstrate exceptional leadership, dedication, service, and commitment to their community; and

WHEREAS, Matt Hoffmeyer began his Scouting journey in 2016 as a Cub Scout and, upon completing the Cub Scout program, continued his commitment to Scouting by joining Boy Scout Troop 165 of Grand Haven in 2021, ultimately achieving the prestigious rank of Eagle Scout in September 2026; and

WHEREAS, earning the rank of Eagle Scout represents one of the highest achievements in Scouting, reflecting years of perseverance, personal growth, leadership, and a dedication to serving others; and

WHEREAS, for his Eagle Scout service project, entitled "Lake Forest Cemetery Veteran Recognition," Matt demonstrated outstanding initiative and leadership by organizing and overseeing a meaningful effort to honor and preserve the legacies of veterans laid to rest at Lake Forest Cemetery; and

WHEREAS, with the assistance of family, friends, and fellow Scouts, Matt coordinated an impressive 332 volunteer hours dedicated to researching, documenting, and recognizing the military service of veterans interred at the cemetery; and

WHEREAS, through extensive historical research utilizing Memorial Day Association records, Grand Haven Tribune obituaries, military records, and cemetery headstones, Matt's project identified and documented more than 1,900 veterans, compiling their names, available ranks, branches of service, and military conflicts into a comprehensive reference book that will serve as a lasting historical resource for the community; and

WHEREAS, Matt's project further demonstrated his respect and gratitude for those who served our nation through the repair of American flags used during Memorial Day observances and the placement of U.S. Veteran identification stickers on headstones to assist in recognizing and honoring these individuals; and

WHEREAS, Matt's extraordinary efforts have made a lasting contribution to Lake Forest Cemetery, strengthened the preservation of Grand Haven's military history, and provided a meaningful tribute to the men and women whose service and sacrifices deserve to be remembered for generations to come;

NOW, THEREFORE, BE IT PROCLAIMED, that the Mayor and City Council of the City of Grand Haven hereby extend their sincere congratulations and appreciation to Matt Hoffmeyer upon achieving the distinguished rank of Eagle Scout and commend him for his exceptional leadership, dedication, and service to the community.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Grand Haven to be affixed this _____ day of _____, 2026.

_____
Robert Monetza, Mayor

CITY OF GRAND HAVEN
PROCLAMATION OF RECOGNITION

Honoring Boy Scout Will Hoffmeyer

WHEREAS, the City of Grand Haven proudly recognizes the accomplishments of young individuals who demonstrate exceptional leadership, dedication, service, and commitment to their community; and

WHEREAS, Will Hoffmeyer began his Scouting journey in 2015 as a Cub Scout and, upon completing the Cub Scout program, continued his commitment to Scouting by joining Boy Scout Troop 165 of Grand Haven in 2020, where he has continued to demonstrate the values of leadership, citizenship, and service while working toward the rank of Eagle Scout; and

WHEREAS, as part of his journey toward achieving the rank of Eagle Scout, Will undertook an important community service project entitled "Lake Forest Cemetery Veteran Gravesite Restoration," demonstrating initiative, compassion, and a deep respect for the men and women who have served our nation; and

WHEREAS, Will organized and oversaw the project with the assistance of family, friends, and fellow Scouts, coordinating 52 volunteer hours dedicated to restoring and preserving the gravesites of veterans laid to rest at Lake Forest Cemetery; and

WHEREAS, building upon the historical research and documentation completed through fellow Scout Matt Hoffmeyer's veteran recognition project, Will identified veteran gravesites marked by flat headstones, many of which had become obscured by years of accumulated grass, dirt, and settling soil, making them difficult for visitors to locate and recognize; and

WHEREAS, through careful and respectful restoration efforts, Will and his team removed overgrown grass and accumulated soil, cleaned headstones with water, raised sunken markers where necessary, and placed U.S. Veteran identification stickers to ensure these gravesites could be more easily identified and properly honored; and

WHEREAS, with approximately 300 veteran flat headstones located throughout Lake Forest Cemetery, Will's project represents a meaningful contribution to the ongoing preservation, visibility, and dignity of these important memorials; and

WHEREAS, Will's dedication to restoring these gravesites reflects a profound appreciation for the sacrifices of our nation's veterans and serves as an inspiring

example of how thoughtful leadership, volunteerism, and community service can preserve history and ensure that those who served are never forgotten;

NOW, THEREFORE, BE IT PROCLAIMED, that the Mayor and City Council of the City of Grand Haven hereby extend their sincere appreciation and recognition to Will Hoffmeyer for his outstanding leadership, dedication, and service through his Lake Forest Cemetery Veteran Gravesite Restoration Project, and commend him for his continued commitment to achieving the distinguished rank of Eagle Scout.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Grand Haven to be affixed this _____ day of _____, 2026.

_____
Robert Monetza, Mayor

Attachment D

CITY OF GRAND HAVEN
519 Washington Ave
Grand Haven, MI 49417
Phone: (616) 847-4888

TO: Mayor, and City Council

FROM: Ashley Latsch, City Manager

DATE: 10/13/26

SUBJECT: 518 S. Harbor Redevelopment Agreement

The City previously entered into an Agreement for the Purchase and Redevelopment of Real Estate for the former Diesel Plant property located at 518 S. Harbor Drive. Since execution of the original agreement and completion of the property sale, the development group's LLC composition has changed, and the proposed redevelopment plan has evolved. These changes necessitate updates to the project's legal documents to reflect the current ownership structure, development plans, and obligations of the parties. Accordingly, the agreement now before City Council has been substantially revised to establish the legal framework for the project's next phase.

Revised Development Agreement
Prepared by the City Attorney consistent with City Council direction, the revised Development Agreement removes provisions related to the completed real estate transaction, including those addressing the purchase price, earnest money, due diligence, closing, and delivery of the deed. The focus is now on defining the parties' responsibilities, establishing clear expectations for project completion, and protecting the City's long-term interests.

The Agreement reflects mutual agreement on the redevelopment scope outlined in Exhibit B, which includes demolition of the existing structure, approximately 12,000 square feet of commercial space, associated parking, and 15–20 residential condominium units. It also requires the developer to make a good-faith effort to reach an agreement with the Grand Haven Children's Museum to occupy a portion of the proposed commercial space.

To establish clear project timelines, the Agreement requires construction to commence within 14 months and substantial completion within 18 months, with $75,000 in liquidated damages if the substantial completion deadline is not met. Additional safeguards include a City right of first refusal to repurchase the property if a sale is proposed before project completion and a deed restriction requiring a commercial component in any future development. These provisions are intended to support timely completion while preserving the City's long-term interest in maintaining a commercial presence and public interface at the property.

The revisions also reflect an ongoing public dialogue that began with the initial presentation in May and continued through discussion, compromise, and collaboration, culminating in proposed revisions presented in September. The resulting Agreement incorporates the current redevelopment vision, establishes clear obligations for the developer, and provides the City with additional protections as the project moves forward.

RESTATED AGREEMENT FOR THE REDEVELOPMENT OF REAL ESTATE
Diesel Plant property at 518 S. Harbor Drive, Grand Haven, Michigan

Parties: City of Grand Haven and Grand Power Works, LLC

This Restated Agreement for the Redevelopment of Real Estate ("**Agreement**") is made this _____ day of _____, 2026, by the City of Grand Haven ("**Seller**"), whose address is 519 Washington Avenue, Grand Haven, Michigan 49417 and Grand Power Works, LLC, a Michigan limited liability company, ("**Buyer**"), whose address is 18 North 5th Street, Grand Haven, Michigan 49417. The "Effective Date" of this Agreement shall be the date on which Buyer receives from Seller a copy of the fully executed Agreement.

In consideration of the mutual covenants in this Agreement, IT IS AGREED AS FOLLOWS BY THE PARTIES:

1. Agreement and Legal Description. Seller sold to Buyer and Buyer purchased from Seller , and Buyer agrees to redevelop the "**Sale Tract**" as depicted and described on Exhibit A to this Agreement, which Sale Tract is commonly known as the Diesel Plant, same located at 518 S. Harbor Drive in the City and previously legally described as follows:

> ALL OF BLOCK 3, CAMPUS ADDITION TO THE VILLAGE (NOW CITY) OF GRAND HAVEN, OTTAWA COUNTY, MICHIGAN, AS RECORDED IN LIBER 1 OF PLATS, PAGE 7.
>
> Tax Parcel: 70-03-20-399-006.

The Sale Tract is called the "**Property:**".

2. Successor Agreement. This Agreement is a successor to the Agreement for the Purchase and Redevelopment of Real Estate ("Prior Agreement") entered into by the parties on June 7, 2022. The due diligence under the Prior Agreement has expired and the Seller's sale of the Property has been completed. To the extent there is an inconsistency between this Agreement and the Prior Agreement, this Agreement shall control.

3. Miscellaneous.

(a) Binding Effect; Entire Agreement; Amendment; Counterparts; Governing Law; Interpretation; Etc. of this Agreement. This Agreement: (a) shall be binding upon and specifically enforceable by the parties and their heirs, personal representatives, administrators, successors, and assigns; (b) constitutes the entire agreement between the parties with respect to the subject matter hereof; (c) may not be amended, except by a written agreement executed by the parties; and (d) shall be effective when signed by both parties, with the date of this Agreement being the date that the last party to sign has signed and delivered a fully-executed copy to the other party. This Agreement and any amendment may be signed in counterparts and signatures transmitted by telefacsimile or e-Mail of a PDF shall be deemed to be original. The laws of Michigan shall control in any matters involving the Property, and the State courts of Ottawa County, Michigan shall be the venue in the event of any litigation between the parties. The headings of the sections in this Agreement are inserted solely for the convenience of reference, and are not intended to govern, limit, or aid in the construction of any term or provision. Exhibits to this Agreement are considered part of this Agreement. Whenever possible, each provision of this Agreement and any other related document shall be interpreted in such manner as to be valid under applicable law; but, if any provisions of any of the foregoing shall be invalid or prohibited under such applicable law, such provision shall be ineffective to the extent of such invalidity or prohibition

without invalidating the remainder of such provision or the remaining provisions of the document.

(b) Notices. **All notices required or permitted to be given per this Agreement shall be in writing, and shall be delivered to the recipient party by e-mail sent to the address(es) set forth below**; **AND**, within one (1) business day after the e-mail notice notice, the notice sender shall also send the notice by one of the hard copy notice methods hereinafter listed, unless, within one (1) business day after transmission of the e-mail notice or the facsimile notice, the recipient (or its attorney) of the e-mail notice or the facsimile notice provides the sender of the notice with an e-mail waiving receipt of hard copy notice. The hard copy notice methods are: **(1)** by personal delivery; **(2)** by nationally recognized overnight delivery service; or **(3)** by United States Certified Mail, Return Receipt Requested, postage prepaid. Notices shall be sent to the addresses of the parties stated above, or at such other address as any party entitled to notice may register with the other party by like notice.

(c) Assignment. This Agreement is freely assignable by Buyer (without Seller's consent being required) to any entity that is controlled (directly or indirectly) by Buyer or the current owners of Buyer, so long as: **(1)** the assignee assumes the Agreement in writing; and **(2)** the Buyer or the assignee gives the Seller written notice of the assignment, together with a copy of the executed instrument of assignment and assumption, at least five (5) days prior to the closing date of the assignment. Except as aforesaid, this Agreement may not be assigned by Buyer, excepting on the written consent of Seller first obtained, such consent not to be unreasonably withheld, delayed, or conditioned.

(d) Attorney's Fees. In the event either party brings any suit to construe or enforce the terms of this Agreement, the prevailing party shall be entitled to recover its reasonable attorneys' fees, costs and expenses incurred in connection with such suit. The provisions of this section shall survive any termination of this Agreement.

(e) Time is of the Essence; Computation of Time. It is agreed by and between Buyer and Seller that time is of the essence in this Agreement. However, if the last day for the giving of notice, or performance of any obligation or condition is a Saturday or Sunday or legal holiday in the State of Michigan, then such last day shall be extended to the next succeeding business day.

(f) Further Actions and Cooperation. Buyer and Seller agree to execute such further documents and take such further actions as may be reasonably required to carry out the provisions and intent of this Agreement or any agreement or document relating to or entered into in connection with this Agreement. Buyer and Seller covenant to cooperate with one another and to act in a reasonable manner and with dispatch in respect to matters arising under this Agreement.

(g) Waiver. No claim of waiver, consent, or acquiescence with respect to any provision of this Agreement shall be made against any party except on the basis of a written instrument executed by or on behalf of such party.

4. Force Majeure. Any prevention, whether by delay or stoppage, or by frustration of purpose, impossibility/impracticability or economic frustration, due to strike, lockout, labor dispute, act of God, severe weather incident, inability to obtain labor or materials or reasonable substitutes therefor, failure of power, governmental restriction, governmental approval, judicial order or governmental executive order, riot, insurrection, enemy or hostile governmental action, terrorism, civil commotion, fire or other casualty, travel ban, government-ordered lockdown, extended closure of applicable government office or critical private vendor of the affected party, and other reason of a similar or dissimilar nature beyond the reasonable control of the party obligated to perform ("Force Majeure") shall not excuse and shall not extend the time for the performance by such party.

Any prevention, whether by delay or stoppage, or by frustration of purpose, impossibility/impracticability or economic frustration, due to public health emergency act of government, quarantine, pestilence and/or endemics/pandemic (collectively "**Public Health Delay**") shall excuse and extend the time for the performance by such party for a period equal to any such prevention, delay or stoppage, and the period for the performance of any act, shall be extended for the period of the delay. Public Health Delays shall excuse and extend the performance by that party for a period equal to the prevention, delay or stoppage, provided that the party prevented, delayed or stopped shall have given the other party written notice thereof within thirty (30) days of such event causing the prevention, delay or stoppage, together with a reasonable estimate of the time period of such delay.

5. Construction Commencement Requirements. Buyer covenants to commence construction of the Buyer's proposed project (the "Project") as depicted in Exhibit B to this Agreement, within fourteen (14) months after the date of this Agreement (the "Commencement Date"). Demolition or razing of the existing structure or any part thereof shall NOT be deemed to satisfy the requirement of commencement of construction. Rather, commencement of construction means site preparation and at least the excavation of a footing trench and the pouring of footings or the structural equivalent thereof.

~~5.~~ Buyer further covenants and agrees that upon commencement, Buyer will proceed in good faith to complete construction of the Project in a commercially reasonable timeframe. Specifically, within eighteen (18) months after the Commencement Date, all exterior work on the Project (i.e. the landscaping and building exterior) shall be complete, and certificates of occupancy shall be obtained for all residential developments included in the Project. Further, the commercial space within the Project shall be completed to "grey box" status (as defined below) within the eighteen (18) month period. Failure by the Buyer to complete any or all of the eighteen (18) month requirements shall obligate the Buyer to pay the Seller seventy-five thousand ($75,000) dollars within thirty (30) days in liquidated damages which the parties agree is a reasonable amount to compensate the Seller for its damages resulting from the delay in completing the Project.

The "grey box" status means a structurally complete but largely unfinished commercial space. The grey box may include some bare concrete floors but also some areas of sand floors (to facilitate the installation of waste plumbing), and the following, all of which will be exposed and not painted or concealed: steel beams, columns, metal decking (bottom side of the concrete floor above), open interior framing on perimeter walls, foundation walls where the building is built into the grade, bare concrete masonry units if utilized, and a perimeter of glass windows or storefront areas (the last of which are un-trimmed on the interior). There will be no interior walls creating rooms or spaces inside the grey box. There will be no restrooms, and no interior vestibule or "air lock". There will be no stairs inside the space, and no floor coverings, suspended ceilings, internal partitions, lighting (other than temporary lighting), or paint/wall coverings. Electrical and plumbing supply lines will be brought to a main point of connection for the space or stubbed into the area, but nothing will be wired or routed throughout the grey box. There will be no HVAC units, ductwork, vents, or local thermostats. If in the event some heat is necessary after shell construction and prior to commencement of interior construction and finishes, temporary heating measures would be necessary. If the occupant requires a separate elevator and/or stairwell to a rear entrance, those items are not included.

Exhibit B includes a narrative description of the Project, but the parties understand and agree that more formal renderings, construction drawings and a site plan, all of which shall be generally consistent with the content of Exhibit B will all need to be completed and submitted and approved by Seller's Planning Commission and/or its zoning and/or building officials.

6. Right of First Refusal. Buyer's ownership of the Property shall be subject to the following Right of First Refusal ("ROFR"). If at any time prior to completion of the Project Buyer receives a bona fide offer from a third party to purchase all or substantially all of the Property (a “Third-Party Offer”) which Third-Party Offer Buyer wishes to accept, Buyer shall first promptly deliver a copy of the Third-Party Offer to Seller. Seller shall have 21 days from receipt of same to exercise its right to purchase the Property by agreeing to match the exact price, terms, and conditions set forth in the Third-Party Offer. If Seller timely exercises its right in writing, the parties shall proceed to closing pursuant to the terms of the Third-Party Offer. If Seller fails to timely exercise its right or waives same in writing, Buyer shall have the right to sell the Property to the third party under terms no less favorable than those offered to Seller. If but only if such sale to the third party does not close according to the terms of the Third-Party Offer, this ROFR shall revive and apply to any subsequent offers. For purposes of clarity, the parties do NOT intend the ROFR to apply to the individual condominium units expected to be established as part of the completed Project, but only to a sale of all or substantially all of the Property. The ROFR shall be confirmed with a document recorded with the Ottawa County Register of Deeds (the “OCROD”). In order to facilitate Buyer's financing of the Project, Seller shall subordinate any and all of its rights under the ROFR to any lender or investment partner upon Buyer’s request. Seller’s subordination obligation is subject to Seller’s right to approve any successor developer of the Property and the development plan for the Property, which approvals will not be unreasonably withheld. Seller’s ROFR shall terminate and be of no further force or effect upon Buyer’s substantial completion of the Project, and in such event Seller shall promptly and at its cost and expense, record with the OCROD such instrument as is necessary to discharge the ROFR and clear Buyer’s title to the Property of same. For purposes of the foregoing sentence, the phrase “substantial completion” shall not be deemed to require the build-out of the commercial space reference in Exhibit B.

7. Deed Restriction for Third Party. In the event the Buyer sells the Property to a third party (i.e. any sale of the Property by the Buyer to a party not subject to this Agreement, specifically including Exhibit B), the Buyer shall place a deed restriction upon the Property, requiring any such third party buyer to include at least eight thousand (8,000) square feet of commercial space within the Project, with all required parking spaces.

The parties have executed this Agreement as of the day and year first written above.

City of Grand Haven, Seller

Dated: _____2026

_____
Robert Monetza, Mayor

Approved as to Form:

_____
City Clerk

Dated: _____, 2026

The parties have executed this Agreement as of the day and year first written above.

Grand Power Works, LLC

By: Diesel Plant Investors, LLC

Its: Member

Dated: _____, 2026

_____

By: John Groothuis

Its:_Member

(Added graphics)

Exhibit A

Depiction of Sale Tract Portion of Entire Tract

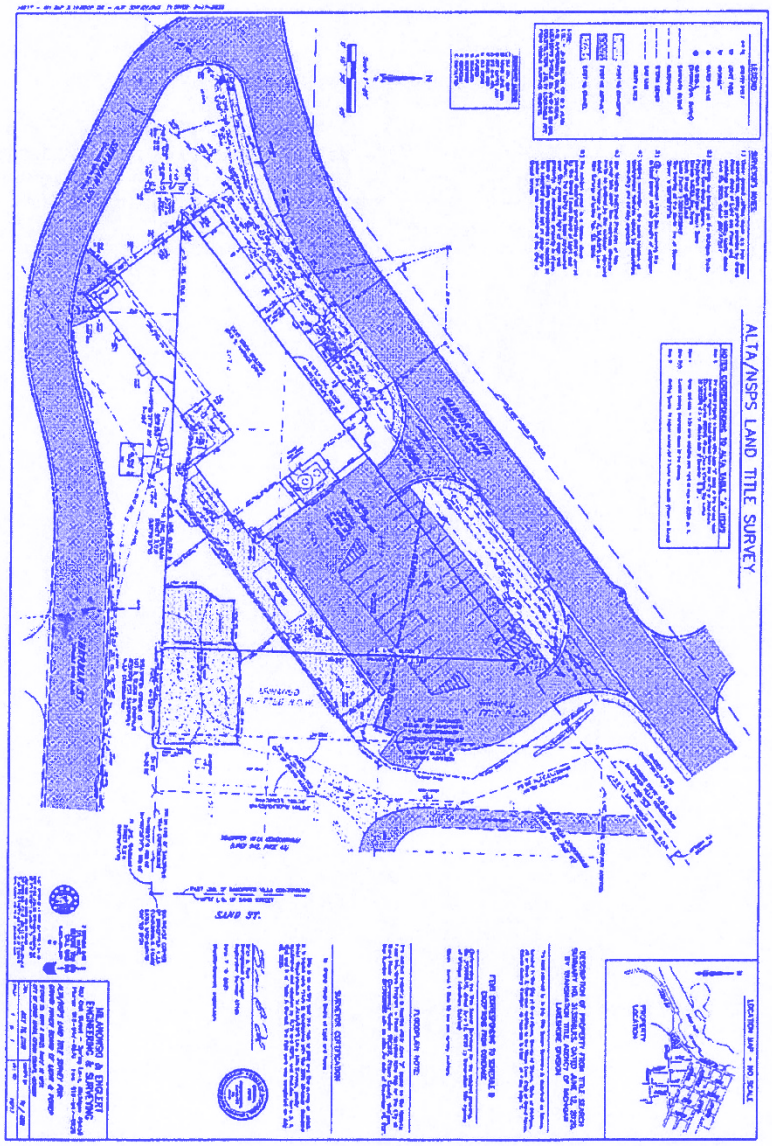


Exhibit A

~~**Exhibit A**~~

Exhibit B

Description of Project Narrative

The Project will include approximately 12,000 square feet of commercial space, with 20 to 30 outside parking spaces, plus an exclusive agreement with the City of Grand Haven for additional parking at the water treatment plant. Additional overflow parking will be available at Mulligan's Hollow.

The Project will also include 15 to 20 residential condominium units of approximately 2,000 square feet each.

The Buyer will make a good-faith effort to reach an agreement with the children's museum for use of some of the commercial space.

The Project is further illustrated by the following rendering and site plan.

RESTATED AGREEMENT FOR THE REDEVELOPMENT OF REAL ESTATE
Diesel Plant property at 518 S. Harbor Drive, Grand Haven, Michigan

Parties: City of Grand Haven and Grand Power Works, LLC

This Restated Agreement for the Redevelopment of Real Estate ("**Agreement**") is made this _____ day of _____, 2026, by the City of Grand Haven ("**Seller**"), whose address is 519 Washington Avenue, Grand Haven, Michigan 49417 and Grand Power Works, LLC, a Michigan limited liability company, ("**Buyer**"), whose address is 18 North 5th Street, Grand Haven, Michigan 49417. The "Effective Date" of this Agreement shall be the date on which Buyer receives from Seller a copy of the fully executed Agreement.

In consideration of the mutual covenants in this Agreement, IT IS AGREED AS FOLLOWS BY THE PARTIES:

1. Agreement and Legal Description. Seller sold to Buyer and Buyer purchased from Seller , and Buyer agrees to redevelop the "**Sale Tract**" as depicted and described on Exhibit A to this Agreement, which Sale Tract is commonly known as the Diesel Plant, same located at 518 S. Harbor Drive in the City and previously legally described as follows:

> ALL OF BLOCK 3, CAMPUS ADDITION TO THE VILLAGE (NOW CITY) OF GRAND HAVEN, OTTAWA COUNTY, MICHIGAN, AS RECORDED IN LIBER 1 OF PLATS, PAGE 7.
>
> Tax Parcel: 70-03-20-399-006.

The Sale Tract is called the "**Property:**".

2. Successor Agreement. This Agreement is a successor to the Agreement for the Purchase and Redevelopment of Real Estate ("Prior Agreement") entered into by the parties on June 7, 2022. The due diligence under the Prior Agreement has expired and the Seller's sale of the Property has been completed. To the extent there is an inconsistency between this Agreement and the Prior Agreement, this Agreement shall control.

3. Miscellaneous.

(a) Binding Effect; Entire Agreement; Amendment; Counterparts; Governing Law; Interpretation; Etc. of this Agreement. This Agreement: (a) shall be binding upon and specifically enforceable by the parties and their heirs, personal representatives, administrators, successors, and assigns; (b) constitutes the entire agreement between the parties with respect to the subject matter hereof; (c) may not be amended, except by a written agreement executed by the parties; and (d) shall be effective when signed by both parties, with the date of this Agreement being the date that the last party to sign has signed and delivered a fully-executed copy to the other party. This Agreement and any amendment may be signed in counterparts and signatures transmitted by telefacsimile or e-Mail of a PDF shall be deemed to be original. The laws of Michigan shall control in any matters involving the Property, and the State courts of Ottawa County, Michigan shall be the venue in the event of any litigation between the parties. The headings of the sections in this Agreement are inserted solely for the convenience of reference, and are not intended to govern, limit, or aid in the construction of any term or provision. Exhibits to this Agreement are considered part of this Agreement. Whenever possible, each provision of this Agreement and any other related document shall be interpreted in such manner as to be valid under applicable law; but, if any provisions of any of the foregoing shall be invalid or prohibited under such applicable law, such provision shall be ineffective to the extent of such invalidity or prohibition

without invalidating the remainder of such provision or the remaining provisions of the document.

(b) Notices. **All notices required or permitted to be given per this Agreement shall be in writing, and shall be delivered to the recipient party by e-mail sent to the address(es) set forth below**; **AND**, within one (1) business day after the e-mail notice notice, the notice sender shall also send the notice by one of the hard copy notice methods hereinafter listed, unless, within one (1) business day after transmission of the e-mail notice or the facsimile notice, the recipient (or its attorney) of the e-mail notice or the facsimile notice provides the sender of the notice with an e-mail waiving receipt of hard copy notice. The hard copy notice methods are: **(1)** by personal delivery; **(2)** by nationally recognized overnight delivery service; or **(3)** by United States Certified Mail, Return Receipt Requested, postage prepaid. Notices shall be sent to the addresses of the parties stated above, or at such other address as any party entitled to notice may register with the other party by like notice.

(c) Assignment. This Agreement is freely assignable by Buyer (without Seller's consent being required) to any entity that is controlled (directly or indirectly) by Buyer or the current owners of Buyer, so long as: **(1)** the assignee assumes the Agreement in writing; and **(2)** the Buyer or the assignee gives the Seller written notice of the assignment, together with a copy of the executed instrument of assignment and assumption, at least five (5) days prior to the closing date of the assignment. Except as aforesaid, this Agreement may not be assigned by Buyer, excepting on the written consent of Seller first obtained, such consent not to be unreasonably withheld, delayed, or conditioned.

(d) Attorney's Fees. In the event either party brings any suit to construe or enforce the terms of this Agreement, the prevailing party shall be entitled to recover its reasonable attorneys' fees, costs and expenses incurred in connection with such suit. The provisions of this section shall survive any termination of this Agreement.

(e) Time is of the Essence; Computation of Time. It is agreed by and between Buyer and Seller that time is of the essence in this Agreement. However, if the last day for the giving of notice, or performance of any obligation or condition is a Saturday or Sunday or legal holiday in the State of Michigan, then such last day shall be extended to the next succeeding business day.

(f) Further Actions and Cooperation. Buyer and Seller agree to execute such further documents and take such further actions as may be reasonably required to carry out the provisions and intent of this Agreement or any agreement or document relating to or entered into in connection with this Agreement. Buyer and Seller covenant to cooperate with one another and to act in a reasonable manner and with dispatch in respect to matters arising under this Agreement.

(g) Waiver. No claim of waiver, consent, or acquiescence with respect to any provision of this Agreement shall be made against any party except on the basis of a written instrument executed by or on behalf of such party.

4. Force Majeure. Any prevention, whether by delay or stoppage, or by frustration of purpose, impossibility/impracticability or economic frustration, due to strike, lockout, labor dispute, act of God, severe weather incident, inability to obtain labor or materials or reasonable substitutes therefor, failure of power, governmental restriction, governmental approval, judicial order or governmental executive order, riot, insurrection, enemy or hostile governmental action, terrorism, civil commotion, fire or other casualty, travel ban, government-ordered lockdown, extended closure of applicable government office or critical private vendor of the affected party, and other reason of a similar or dissimilar nature beyond the reasonable control of the party obligated to perform ("Force Majeure") shall not excuse and shall not extend the time for the performance by such party.

Any prevention, whether by delay or stoppage, or by frustration of purpose, impossibility/impracticability or economic frustration, due to public health emergency act of government, quarantine, pestilence and/or endemics/pandemic (collectively "**Public Health Delay**") shall excuse and extend the time for the performance by such party for a period equal to any such prevention, delay or stoppage, and the period for the performance of any act, shall be extended for the period of the delay. Public Health Delays shall excuse and extend the performance by that party for a period equal to the prevention, delay or stoppage, provided that the party prevented, delayed or stopped shall have given the other party written notice thereof within thirty (30) days of such event causing the prevention, delay or stoppage, together with a reasonable estimate of the time period of such delay.

5. Construction Commencement Requirements. Buyer covenants to commence construction of the Buyer's proposed project (the "Project") as depicted in Exhibit B to this Agreement, within fourteen (14) months after the date of this Agreement (the "Commencement Date"). Demolition or razing of the existing structure or any part thereof shall NOT be deemed to satisfy the requirement of commencement of construction. Rather, commencement of construction means site preparation and at least the excavation of a footing trench and the pouring of footings or the structural equivalent thereof.

Buyer further covenants and agrees that upon commencement, Buyer will proceed in good faith to complete construction of the Project in a commercially reasonable timeframe. Specifically, within eighteen (18) months after the Commencement Date, all exterior work on the Project (i.e. the landscaping and building exterior) shall be complete, and certificates of occupancy shall be obtained for all residential developments included in the Project. Further, the commercial space within the Project shall be completed to "grey box" status (as defined below) within the eighteen (18) month period. Failure by the Buyer to complete any or all of the eighteen (18) month requirements shall obligate the Buyer to pay the Seller seventy-five thousand ($75,000) dollars within thirty (30) days in liquidated damages which the parties agree is a reasonable amount to compensate the Seller for its damages resulting from the delay in completing the Project.

The "grey box" status means a structurally complete but largely unfinished commercial space. The grey box may include some bare concrete floors but also some areas of sand floors (to facilitate the installation of waste plumbing), and the following, all of which will be exposed and not painted or concealed: steel beams, columns, metal decking (bottom side of the concrete floor above), open interior framing on perimeter walls, foundation walls where the building is built into the grade, bare concrete masonry units if utilized, and a perimeter of glass windows or storefront areas (the last of which are un-trimmed on the interior). There will be no interior walls creating rooms or spaces inside the grey box. There will be no restrooms, and no interior vestibule or "air lock". There will be no stairs inside the space, and no floor coverings, suspended ceilings, internal partitions, lighting (other than temporary lighting), or paint/wall coverings. Electrical and plumbing supply lines will be brought to a main point of connection for the space or stubbed into the area, but nothing will be wired or routed throughout the grey box. There will be no HVAC units, ductwork, vents, or local thermostats. If in the event some heat is necessary after shell construction and prior to commencement of interior construction and finishes, temporary heating measures would be necessary. If the occupant requires a separate elevator and/or stairwell to a rear entrance, those items are not included.

Exhibit B includes a narrative description of the Project, but the parties understand and agree that more formal renderings, construction drawings and a site plan, all of which shall be generally consistent with the content of Exhibit B will all need to be completed and submitted and approved by Seller's Planning Commission and/or its zoning and/or building officials.

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The parties have executed this Agreement as of the day and year first written above.

City of Grand Haven, Seller

Dated: _____2026

_____
Robert Monetza, Mayor

Approved as to Form:

_____
City Clerk

Dated: _____, 2026

The parties have executed this Agreement as of the day and year first written above.

Grand Power Works, LLC

By: Diesel Plant Investors, LLC

Its: Member

Dated: _____, 2026

_____

By: John Groothuis
Its:_Member

(Added graphics)

Exhibit A

Depiction of Sale Tract Portion of Entire Tract

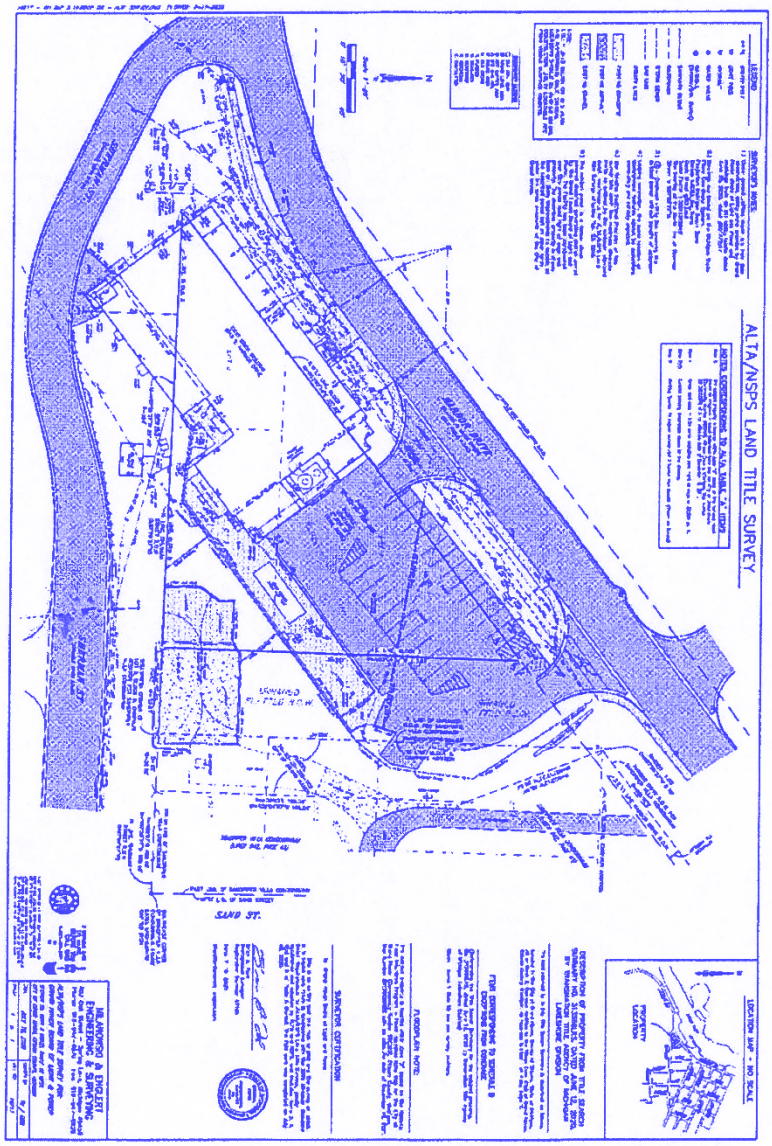


Exhibit B

Description of Project Narrative

The Project will include approximately 12,000 square feet of commercial space, with 20 to 30 outside parking spaces, plus an exclusive agreement with the City of Grand Haven for additional parking at the water treatment plant. Additional overflow parking will be available at Mulligan's Hollow.

The Project will also include 15 to 20 residential condominium units of approximately 2,000 square feet each.

The Buyer will make a good-faith effort to reach an agreement with the children's museum for use of some of the commercial space.

The Project is further illustrated by the following rendering and site plan.

Attachment E

CITY OF GRAND HAVEN
519 Washington Ave
Grand Haven, MI 49417
Phone: (616) 847-4887

TO: Ashley Latsch, City Manager

FROM: Tahlor Heft, Human Resources Manager

DATE: October 11, 2026

SUBJECT: Health Insurance Transition to The Western Michigan Health Insurance Pool

---

Information on the Western Michigan Health Insurance Pool (WMHIP) was presented to Council during the work session on 10/05/2026. The WMHIP offers a collaborative approach to providing employee health insurance, with the potential for greater cost stability and long-term savings.

Staff is seeking City Council approval to transition the City of Grand Haven's employee health insurance program from its current self-funded model to The Pool.

CITY OF GRAND HAVEN
519 Washington Ave
Grand Haven, MI 49417
Phone: (616) 847-4888

TO: Mayor, and City Council

FROM: Ashley Latsch, City Manager

DATE: 10/13/26

SUBJECT: Transition to the Pool

The City is seeking City Council approval to transition its employee health insurance program from its current self-funded model to a pooled health insurance model through the Pool. This proposed transition is intended to reduce health insurance costs, simplify plan administration, and provide greater stability and predictability in future health care expenses while maintaining the existing health insurance plans and benefits offered to City employees.

Under the City's current self-funded health insurance model, the City assumes the financial risk for employee health care claims and pays those claims as they are incurred. Although this approach provides greater control over plan administration, it also exposes the City to fluctuations in claims experience and uncertainty in annual health care costs. To account for this variability, the City currently budgets for approximately a 10% annual increase in health insurance costs.

In addition to the financial uncertainty associated with self-funding, the City incurs significant administrative and indirect costs to maintain the program. These expenses include more than $165,000 annually in broker fees, as well as per-member contract and administrative fees, stop-loss fees, Patient-Centered Outcomes Research Institute (PCORI) fees, incurred-but-not-reported (IBNR) costs, weekly payment and quarterly settlement reconciliation requirements, and annual Form 1095 reporting obligations. Transitioning to the Pool would eliminate many of these expenses and administrative complexities, allowing the City to manage its employee health insurance program more efficiently.

Under a pooled health insurance model, the City would join other public employers in collectively sharing the financial risk and cost of employee health care. Rather than relying solely on the claims experience of the City's employee population, health care costs would be distributed across a larger group of participating employers and employees. The Pool establishes rates based on the experience of the broader participant group and limits the extent to which rates can increase or decrease from year to year. While health care costs are expected to continue rising over time, this structure offers greater predictability in budgeting and accounting and reduces the City's exposure to significant fluctuations in annual claims.

The transition would provide an opportunity to reduce overall health insurance expenses. By eliminating many of the costs and administrative requirements associated with self-funding, and through the potential for lower premiums, the City may realize savings while maintaining its existing employee health care offerings.

The City would not be the first municipality to make this transition. Several municipal counterparts and regional affiliates already participate in the Pool, including the City of Holland, which previously operated under a self-funded model before transitioning to the pooled approach. These examples demonstrate that the proposed change is an established option for public employers seeking greater cost stability and administrative efficiency.

A key consideration in evaluating this transition is the ability to preserve the current employee benefit structure. The proposed change is primarily financial and administrative in nature and would not require the City to change the health insurance plans currently offered to employees. Employees would continue to have access to the same plans and benefits, with little to no anticipated change in how they access or use their health care coverage. Employees may also benefit from potential reductions in health insurance costs. In addition, participation in the Pool would provide access to additional wellness-related options that the City could consider offering to employees in the future.

The City's existing Health Fund reserves would be an important component of the transition. Initially, these funds would be used to satisfy remaining run-out costs associated with claims incurred under the current self-funded plan but paid after the transition. Once those obligations have been met, any remaining reserves could be used to offset future health insurance premiums, subject to applicable requirements and financial considerations. This approach would allow the City to responsibly address its existing obligations while potentially using remaining funds to reduce future health insurance costs.

The proposed transition to the Pool offers an opportunity to maintain the quality and structure of the City's current employee health insurance benefits while reducing unnecessary expenses, eliminating many administrative burdens, and improving the predictability of future health care costs. For these reasons, City Administration is seeking City Council approval to transition the City's employee health insurance program from the current self-funded model to the pooled model through the Pool.

CITY OF GRAND HAVEN

RESOLUTION AUTHORIZING PUBLIC ENTITY MEMBERSHIP IN THE WEST MICHIGAN HEALTH INSURANCE POOL ("WMHIP") FOR A MINIMUM THREE-YEAR PERIOD

PREMISES

A. The Western Michigan Health Insurance Pool ("WMHIP") is a Public Employer Pooled Plan ("PEPP") that provides pooled self-funded health insurance coverage, as authorized by the Public Employees Health Benefit Act, Act 106 of 2007.

B. WMHIP has received from the Michigan Department of Insurance and Financial Services ("DIFS") a certificate of registration authorizing establishment of the PEPP.

C. The Board has had opportunity to consider the obligations of the Public Entity to WMHIP and PEPP plans, and services available to the Public Entity by WMHIP, and has carefully reviewed the WMHIP Amended Trust Agreement and Bylaws.

D. The Board desires to authorize membership of the Public Entity in the WMHIP for a minimum period of three years.

NOW, THEREFORE, the Board of the Public Entity hereby resolves:

1. The Board approves the WMHIP Amended Trust Agreement and bylaws, and accepts WMHIP provision of Public Entity self-funded, pooled health insurance coverage under the PEPP plan.

2. The Superintendent, Manager, or CFO of the Public Entity or, with their approval, the person appointed by the Board as WMHIP Trustee or Alternate Trustee, is hereby authorized to execute all documents necessary for the Public Entity to become a Member in the WMHIP PEPP plan.

3. The Board hereby confirms its appointment of the following persons as Trustee and Alternate Trustee to serve as Trustee when the initial Trustee is not available or in attendance to carry out the Trustee's duties:

Primary Trustee
Human Resources Manager – Tahlor Heft

Alternate Trustee
City Manager – Ashley Latsch

As required by law, neither the Trustee nor the Alternate Trustee is an owner, officer, or employee of any third-party administrator or any other third party providing services to WMHIP. The Trustee and Alternate Trustee shall serve until replaced by action of the Board. Once appointments are made known to the WMHIP, the persons appointed shall remain in office until the WMHIP receives evidence of appointment of other persons. Evidence of proper appointment of the Trustee and Alternate Trustee shall be a certified copy of the resolution passed by the Board, indicating the names of the designated Trustee and/or Alternate Trustee. Failure of the Public Entity to designate a Trustee, or the failure of that Trustee/Alternate Trustee to participate on the Board of Trustees, shall not affect the responsibilities or duties of the Public Entity under the Amended Trust Agreement.

4. The Public Entity shall continue participation in the WMHIP for a minimum of three full years under its PEPP plan.

5. All resolutions and parts of resolutions insofar as they conflict with the provisions of this Resolution be and the same are hereby rescinded.

CERTIFICATE

I hereby certify that the foregoing is a true and complete copy of a resolution adopted by the City Council on behalf of the City of Grand Haven, Ottawa County, State of Michigan, at a City Council meeting held on October 19, 2026, and that this meeting was conducted and public notice of this meeting was given pursuant to and in full compliance with the Open Meetings Act, being Act 267, Public Acts of Michigan, 1976, and that the minutes of this meeting were kept and will be or have been made available as required by this Act.

I further certify that the following Members were present at this meeting:

_____ and that the following Members were absent _____.

I further certify that the foregoing resolution was moved by Member _____ and seconded by Member _____.

I further certify that the following Members voted for adoption of the foregoing resolution: _____ and that the following Members voted against adoption of this resolution: _____.

_____
Secretary

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CITY OF GRAND HAVEN
Community Development Department
519 Washington Avenue
Grand Haven, MI 49417
Phone: (616) 935-3276

TO: Ashley Latsch, City Manager

CC: Dana Kollewehr, Assistant City Manager

FROM: Brian Urquhart, City Planner

DATE: October 15, 2026

SUBJECT: Adoption of Centertown Vision Plan

City Council is being asked to approve the Centertown Vision Plan as an amendment to the Master Plan. In August, City Council voted to distribute the draft Centertown Vision Plan for the required comment period per the Michigan Planning Enabling Act. The 42-day comment window has closed, and no comments were received.

On October 13th, the Planning Commission held a public hearing for the Centertown Vision Plan. No comments were received. The Commission unanimously recommended approval for adoption. City Council is now asked to make the final approval. At this meeting, consultants McKenna will be available to address any questions from Council.

Once adopted, the Centertown Vision Plan can be put into action, with Planning Commission and staff leading the implementation process.

Centertown Vision Plan 2026 Update

OCTOBER 13, 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

Ryan Galligan, Chair
Dan Borchers
Amy Kozanecki, ZBA Liasion
Tamera Owens
Joe Pierce, Vice-Chair
David Skelly
Jennifer Smelker
Magda Smolenska

Main Street Downtown Development Authority

Todd Anthes
Jack DeMarr
Dawn Gravelyn
Lynn Negen
John Groothuis
Chris Weavers-Stevenson
Joyce Workman
Kelly Larson
Melita Ewbank
John Steinbach
Brant Raterink

Planning & Design Consultants

John Jackson, AICP, President
Chris Khorey, AICP, Project Director
Kevin Garcia, AICP, CNU-A, Senior Principal Planner
Aayush Patel, Urban Design
Carrie Leitner, Art Director
Nick Rolinksi, RA, Architecture & Urban Design Consultant
Har Ye Kan, AICP, CAPS, Urban Planning & Design Consultant and Project Manager

Project Steering Committee

Bob Monetza, Mayor
Mike Dora, Mayor Pro-Tem
Dan Borchers
Joyce Workman
Michael Ver Duin
Nathan Patterson
Dana Kollewehr
Brian Urquhart
Chandi Pape

City Council

Bob Monetza, Mayor
Mike Dora, Mayor Pro-Tem
Michael D. Fritz
Sarah Kallio
Erin Lyon

Administration

Ashley Latsch, City Manager
Dana Kollewehr, Assistant City Manager
Brian Urquhart, City Planner
Chandi Pape, Main Street DDA Executive Director
Michael England, Public Works Director

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

2026 Centertown Vision Plan Update Prepared By:

McKenna, Grand Rapids, Michigan
HYK Consulting LLC, Holland, Michigan
Nicholas Rolinski Design, Holland, Michigan

2014 Centertown Vision Plan Prepared By:

The Johnson Hill Land Ethics Studio, Ann Arbor, Michigan
Urban Innovations, LLC, Holland, Michigan



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01

Introduction

Overview of Centertown District

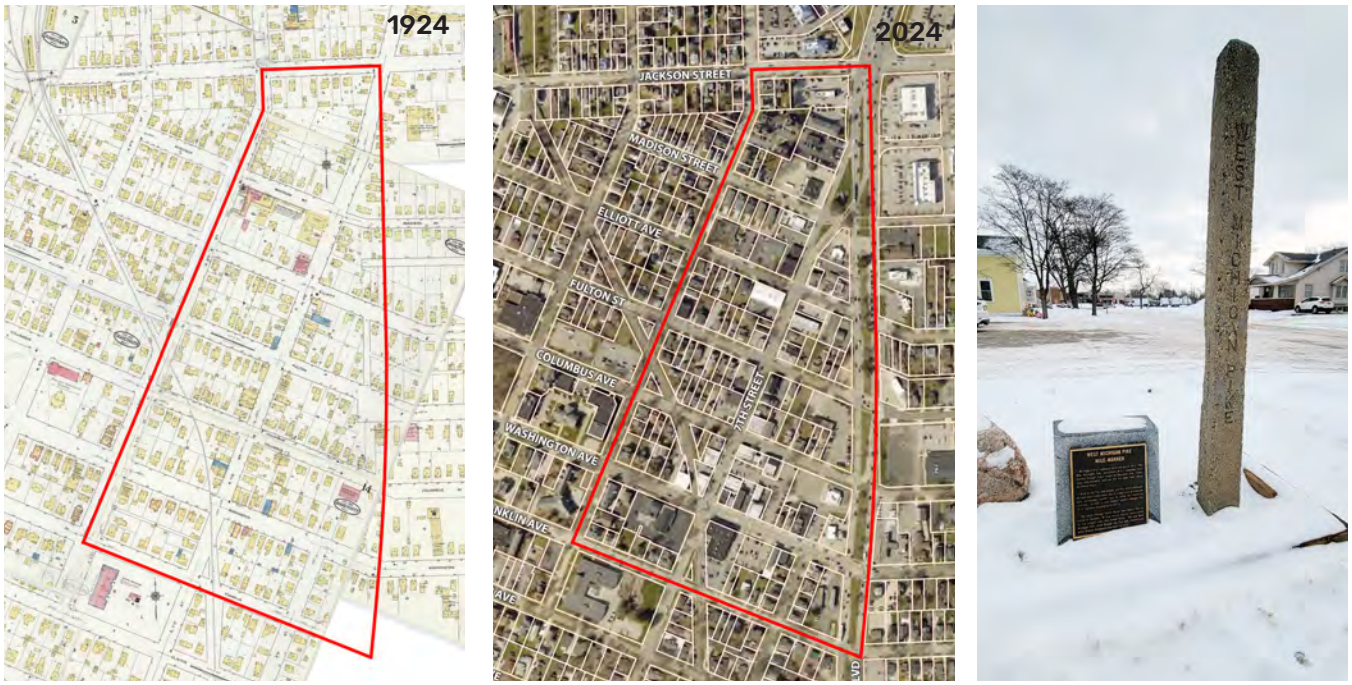
Centertown is the natural gateway into downtown Grand Haven for many local citizens and most visitors. This friendly, modest neighborhood commercial district lies westward of the main north-south arterial, US-31, acting as a critical transition zone between downtown and US-31 along Columbus, Washington,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

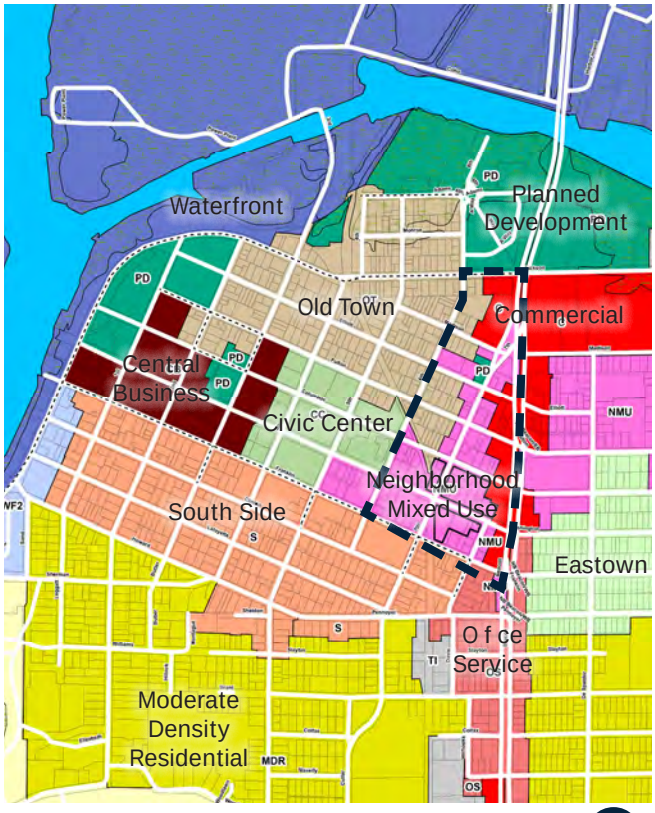
In 2011-2012, the City of Grand Haven acted decisively to address Centertown needs and opportunities as part of an overall Downtown Improvement Strategy. A Centertown survey was conducted by the Downtown Development Authority (DDA) and the Recruitment and Retention Committee (RRC) which was followed 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 att racti veness 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.

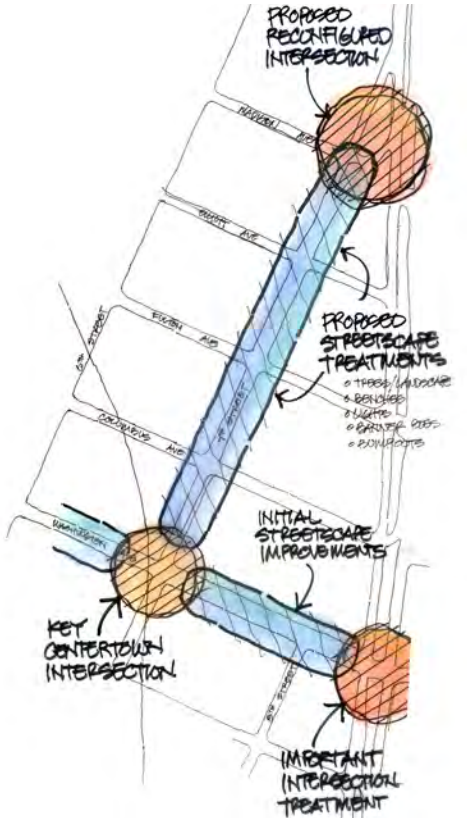
The City subsequently hired the Johnson Hill Land Ethics Studio and Urban Innovations (JHLE/UI) team to conduct a visioning workshop to meet two primary goals:

» 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.

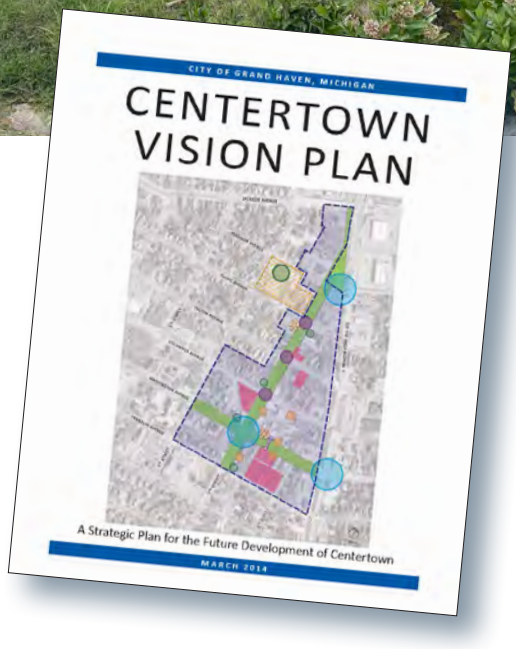
Purpose of the 2026 Centertown Vision Plan Update

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.



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



Centertown Vision Plan 2014

Defining Success for the Centertown Vision Plan Update

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 *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
Jackson St
Elliott Ave
Fulton St
Washington Ave
Lafayette Ave
Davis St
KEY
Gateway Treatments
Property Reinvestments
Proposed Developments
Streetscape Enhancements

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

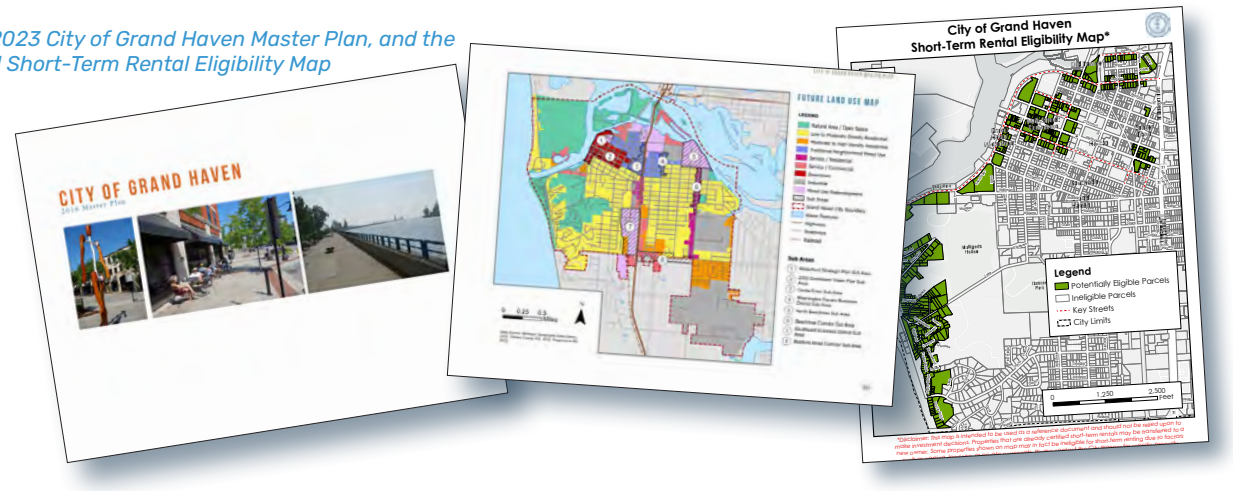
The 2023 update refined previous goals while simplifying sections already implemented. It identifies Centertown as having a good mix of residential, retail, and office uses, but notes that certain areas need better landscaping, particularly between parking lots and the streets.

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

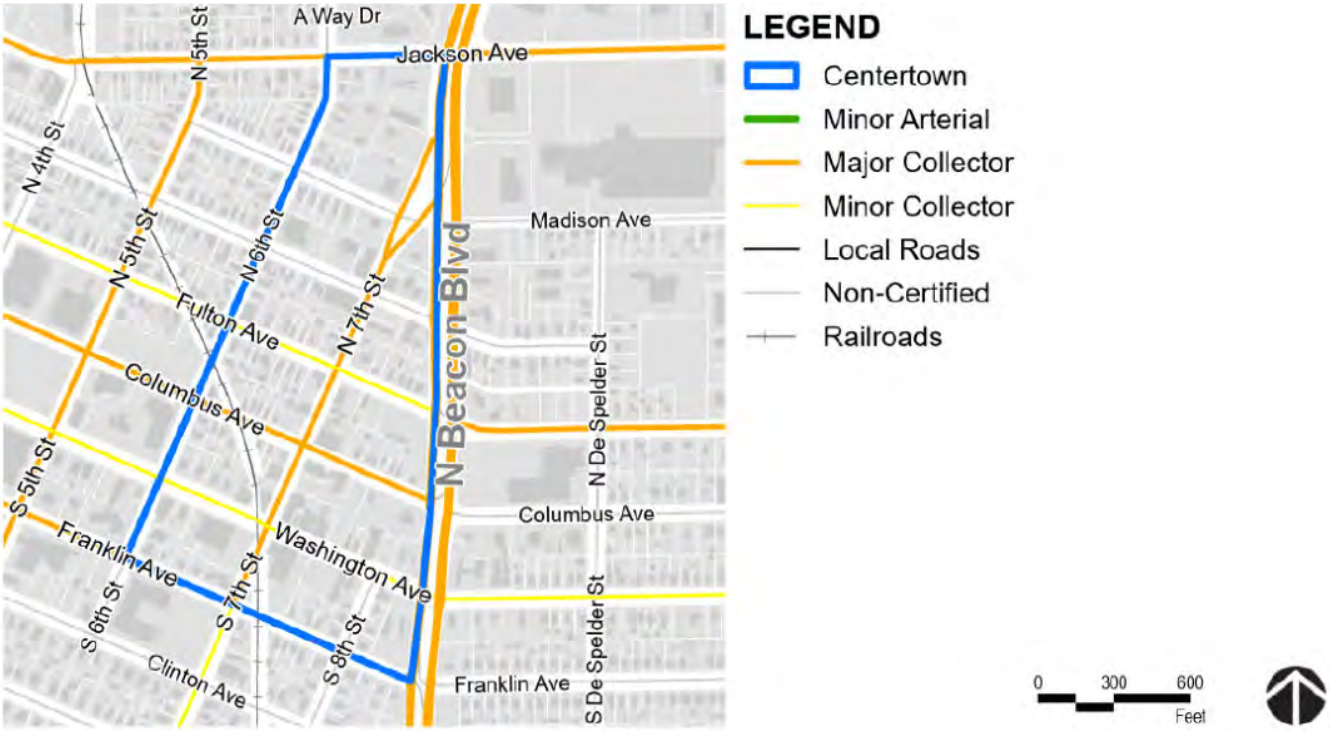
Transportation, Streets, and Parking Assessment.

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-waytraffic 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)
Harbor Island
DEWEY HILL
CENTERTOWN
Adams Ave
10768
Grand River
5052
Sherman Ave
Grand Haven
Columbus Ave
4033
Franklin Ave
Pennoyer Ave
Slayton Ave
Grant Ave
Mulligan's Hollow
Prospect St
Grand Haven State Park
Duncan Park
Woodlawn Ave
5086
40934
S De Spelder St
Waverly Ave
Marion Ave
6098
Oakes Ave
Grand Ave
Hillcrest St
Terrill Ave
8893
178th Ave
177th St
172nd Ave
5431
Brucker St
Rosy
4401
N Griffin St
N Hopkins St
S Beechtree Ave
1:20,601
0 0.15 0.3 0.6 mi
0 0.25 0.5 1 km
Michigan Department of Transportation



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.

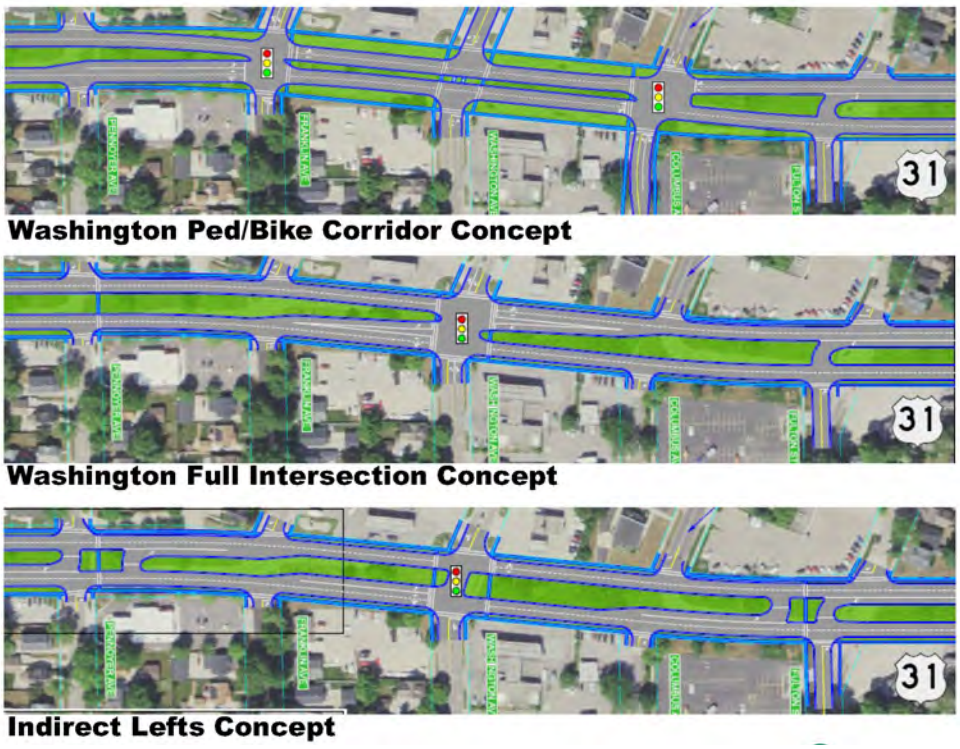
MDOT's Concepts for Beacon Boulevard: The Importance of Washington Ave as a Gateway & Connector

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.



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


2026 CENTERTOWN EXISTING USES ALONG 7TH STREET, WASHINGTON AVE & BEACON BOULEVARD
Jackson St
Elliott Ave
Fulton St
Washington Ave
Lafayette Ave
Davis St
KEY
Centertown Boundary
Professional Service
Restaurant
Residential
Retail
Other
Automotive Service
Vacant

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 automoti ve 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.

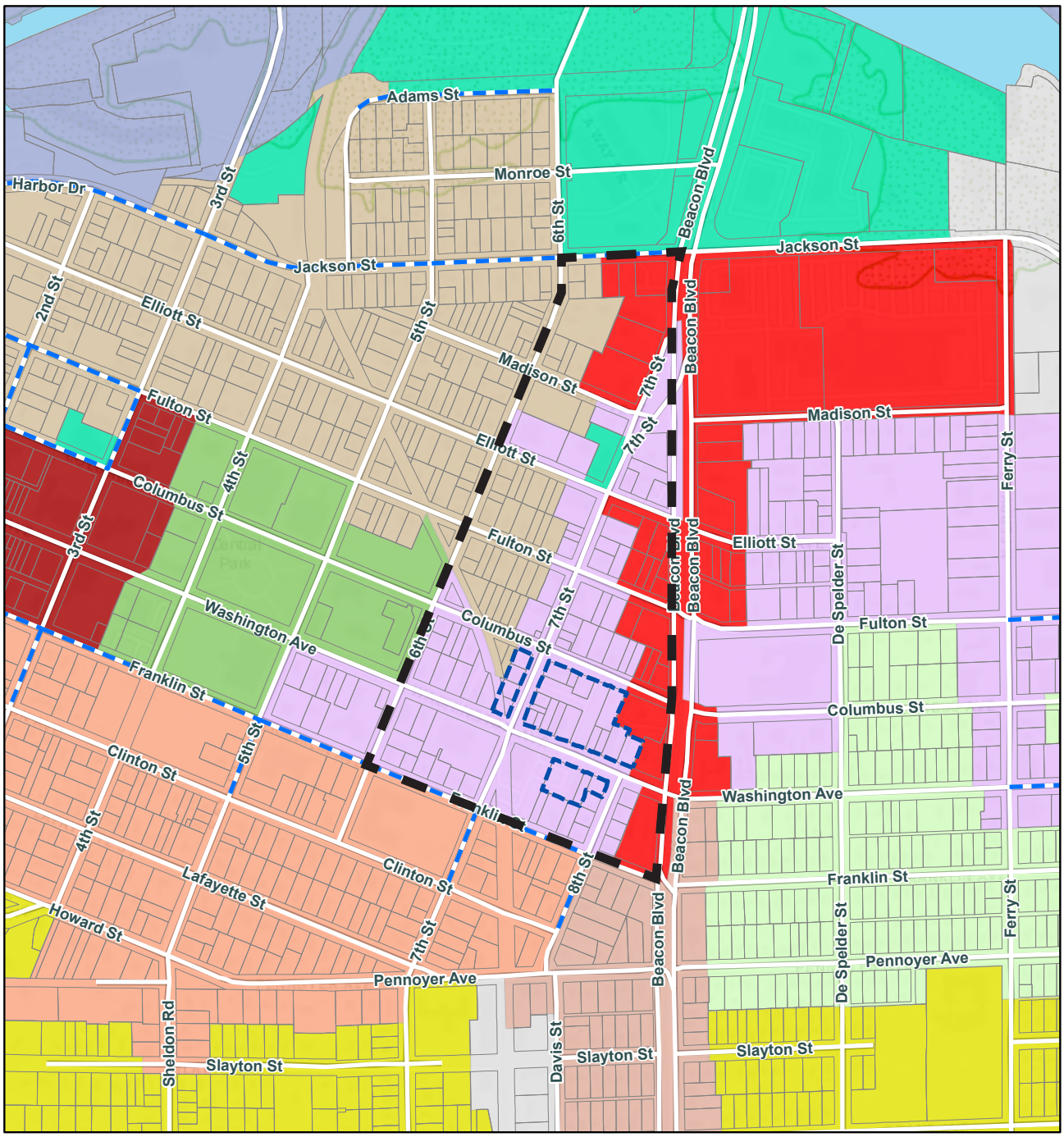
Building Form & Character

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

0 0.05 0.1 0.2 mi

0 0.07 0.15 0.3 km

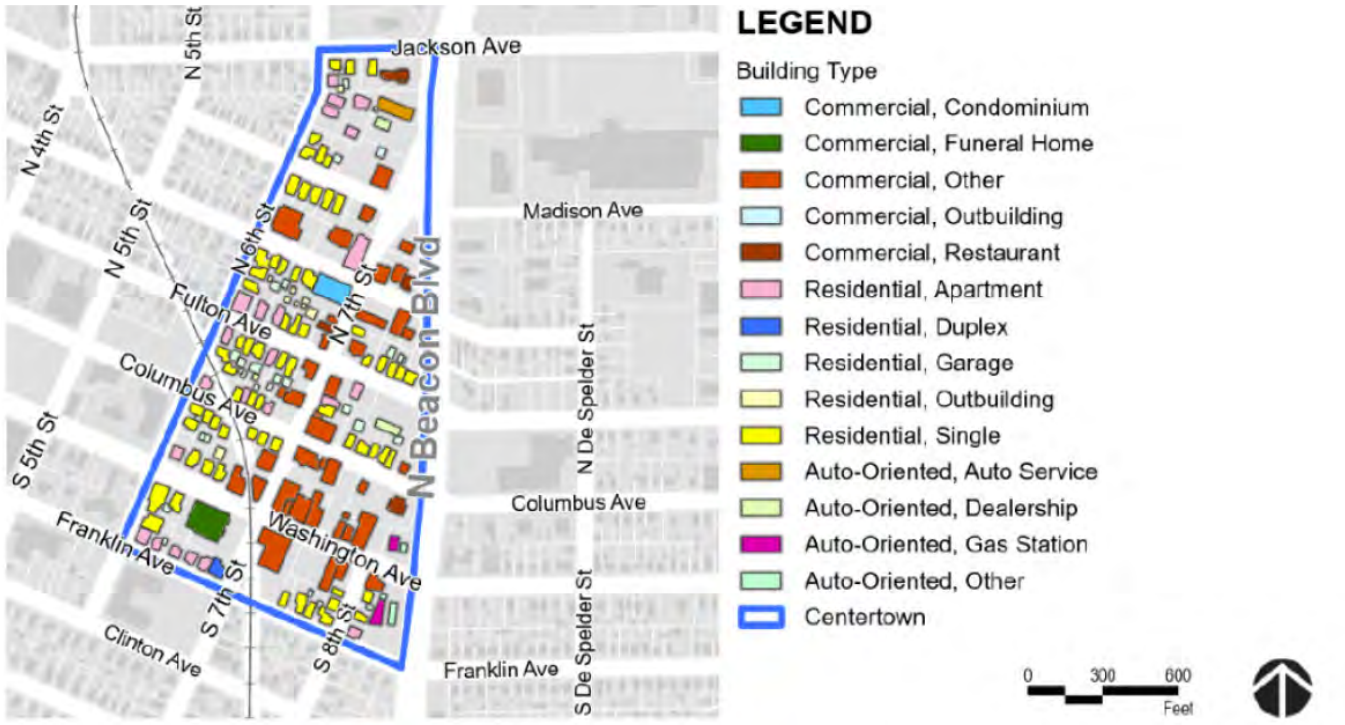
- Key Streets
- Boundary
- Centertown Overlay
- Grand Haven Parcels

Zoning Districts

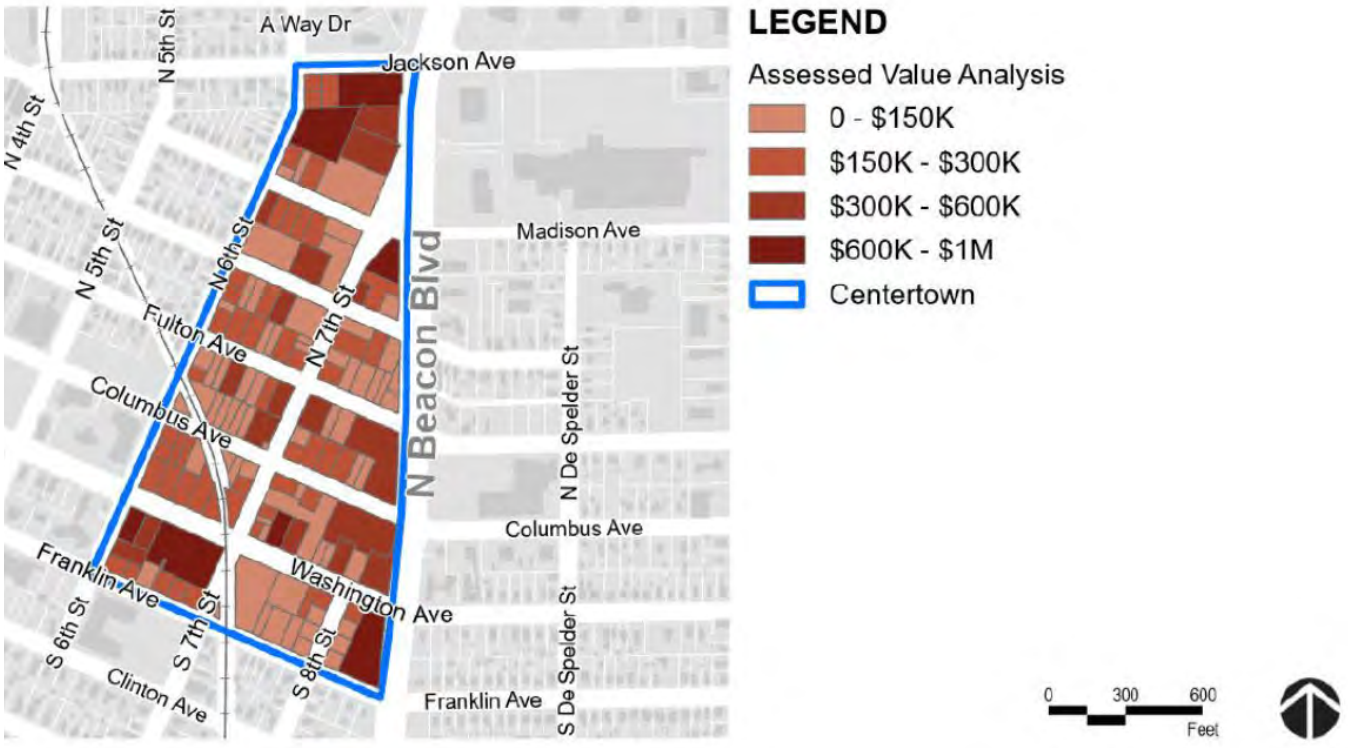
- Moderate Density Residential
- Southside
- Eastown
- Old Town
- Neighborhood Mixed Use
- Office Service
- Central Business
- Commercial
- Waterfront
- Civic Center
- Transitional Industrial
- Planned Development
- Sensitive Areas Overlay

Light_Gray_Canvas_Base

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



Building Use & Typology in 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- and10-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-Minutem, 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

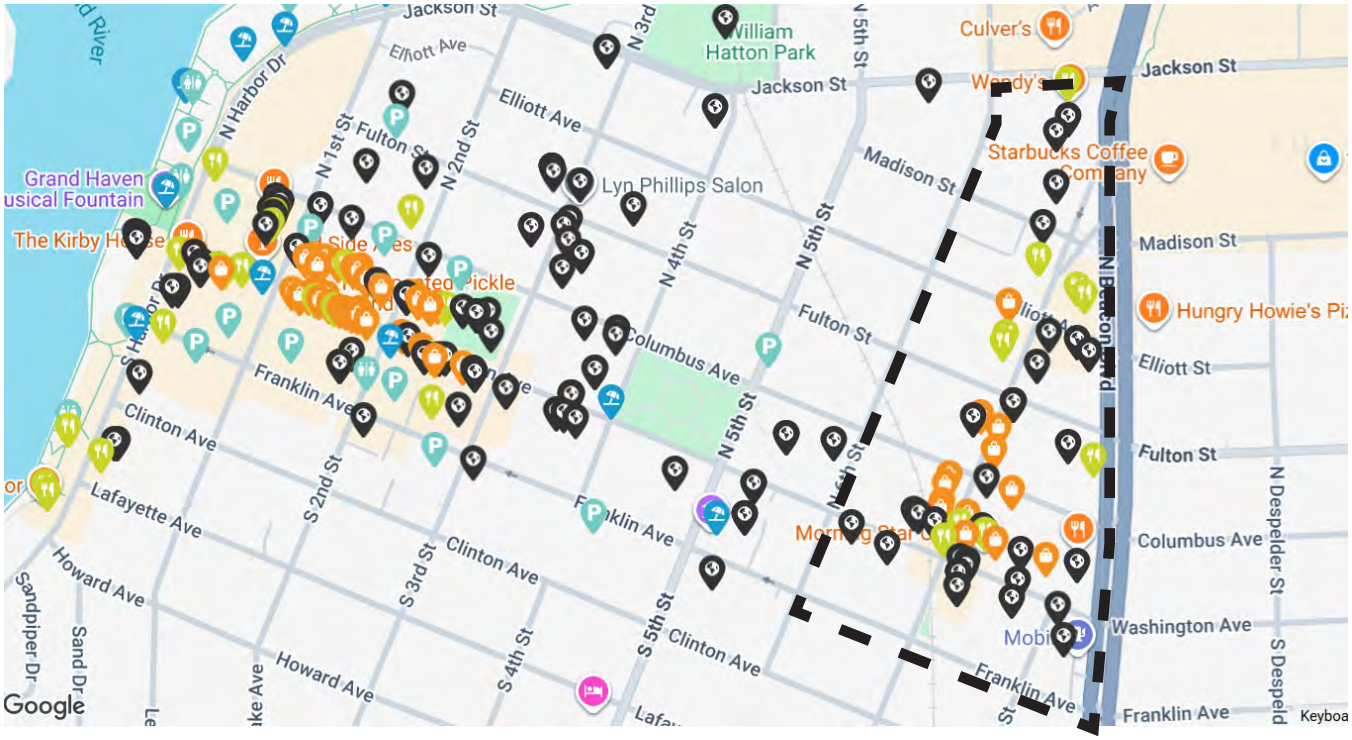
Market Potential Index by Industry Across the Different Retail Geographies in a 5-Minute, 10-Minutem, and 15-Minute Walk Radius

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 (MPI103-107).

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.

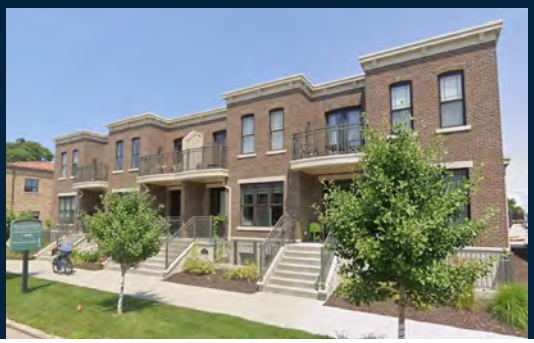
5. **Housing & Year-Round Activation Through Balanced Growth**

   » ***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?

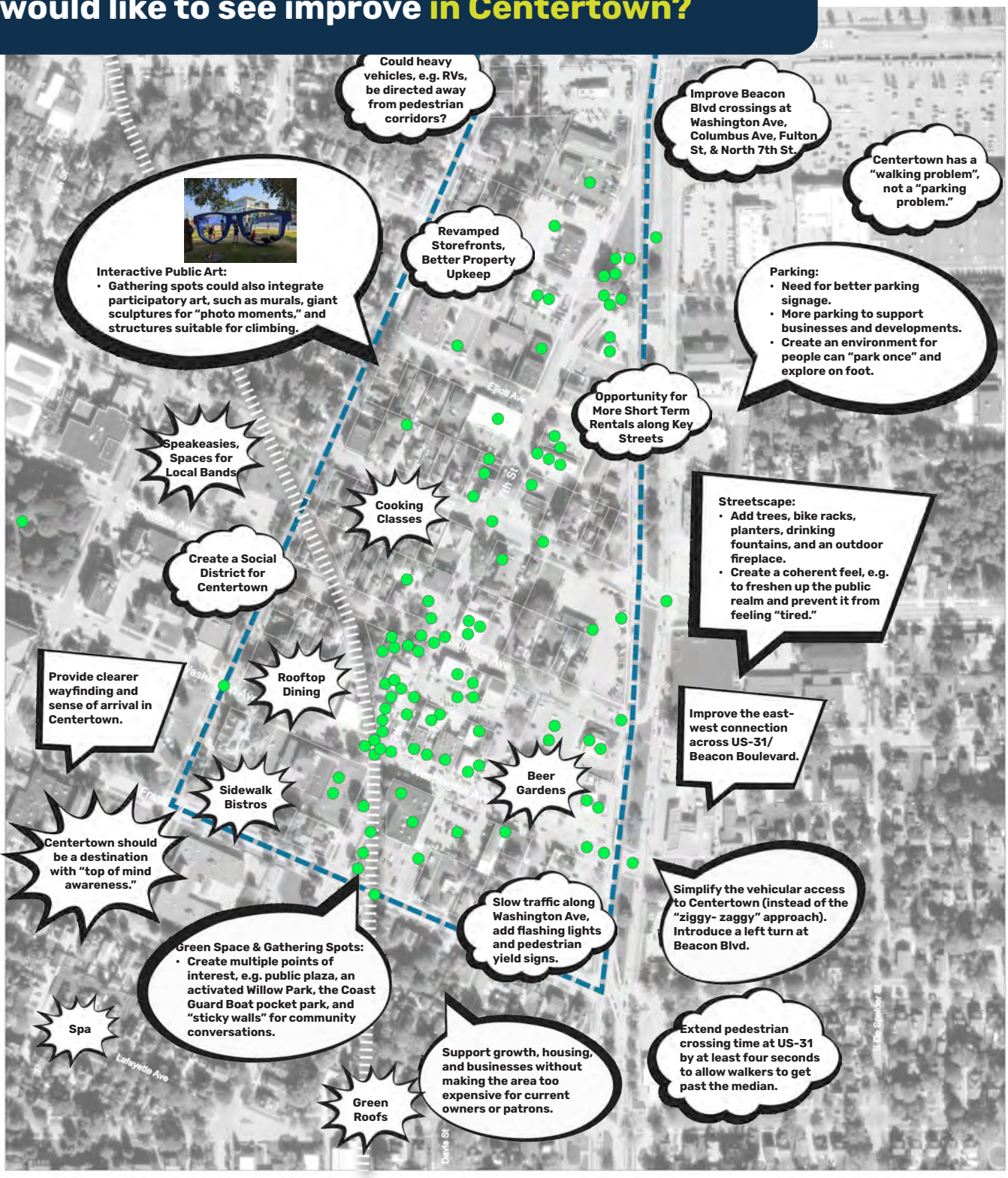


MCKENNA HYK CONSULTING NICHOLAS ROLINSKI DESIGN

Centertown Vision Update *Open House #2*
May 13, 2026

GRAND HAVEN ALWAYS IN SEASON

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 uniformed 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

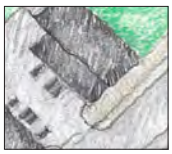


Local masonry and carpentry traditions were alive and well prior to WWII. These traditions were strong throughout the region and country, and reflected locally popular and available materials and techniques, which were passed down through apprenticeships. Grand Haven's historic masonry is often vertical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

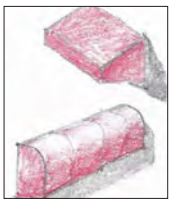
Traditional masonry and carpentry express a building's response to nature (gravity, climate, etc.) while also striving for beauty in service to the public realm.

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

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



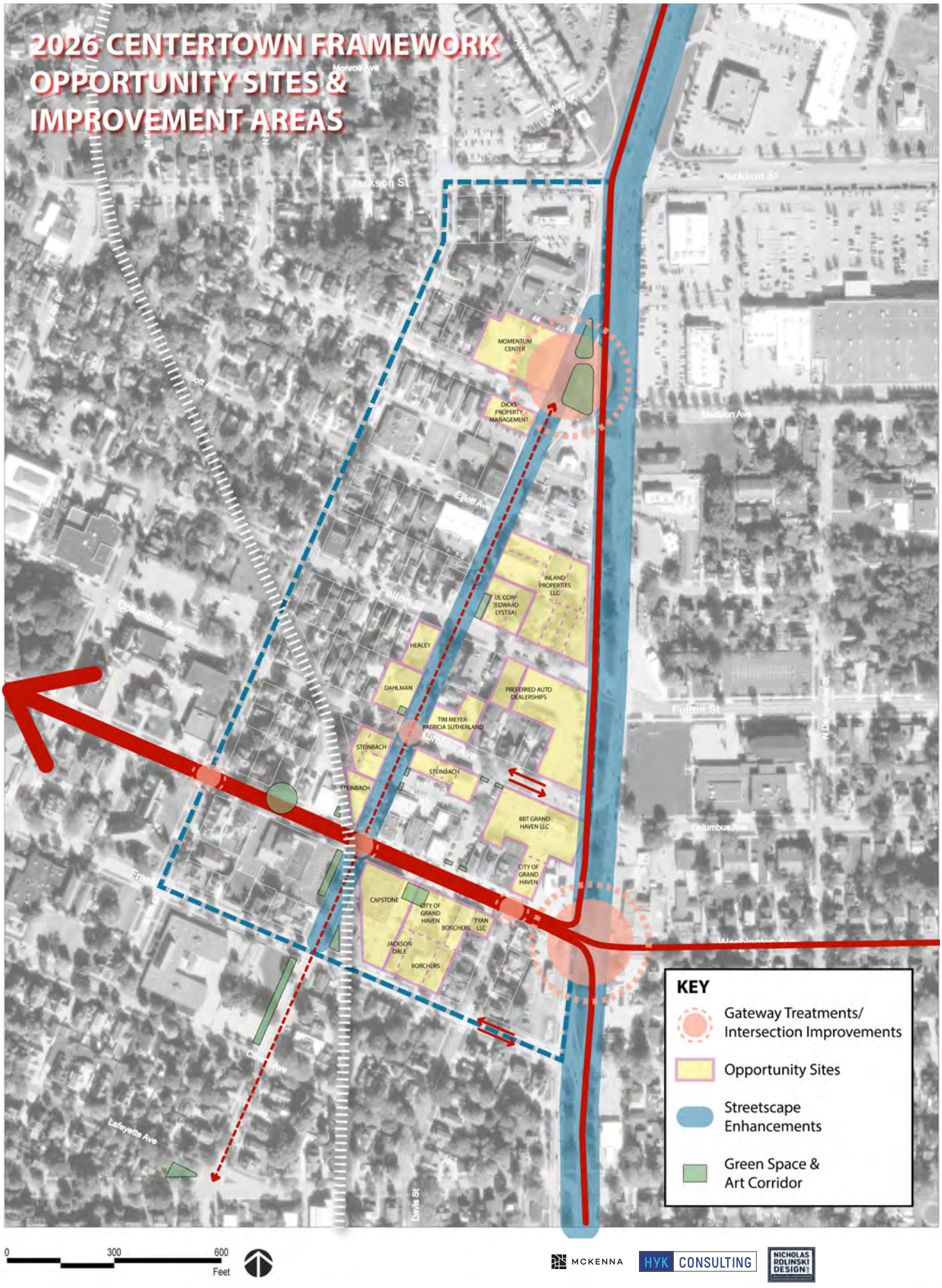
Centertown *Conceptual Framework*

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 Bouelvard (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
Monroe Ave
Jackson St
Elliott Ave
Fulton St
Madison Ave
Columbus Ave
Lafayette Ave
Davis St
MOMENTUM CENTER
DICKS PROPERTY MANAGEMENT
INLAND PROPERTIES LLC
LIL CORP (EDWARD LYSTRA)
HEALEY
DAHLMAN
PREFERRED AUTO DEALERSHIPS
TIM MEYER-PATRICIA SUTHERLAND
STEINBACH
BBT GRAND HAVEN LLC
CITY OF GRAND HAVEN
CAPSTONE
TYAN LLC
BORCHERS
JACKSON DALE
KEY
Gateway Treatments/ Intersection Improvements
Opportunity Sites
Streetscape Enhancements
Green Space & Art Corridor
0
300
600
Feet
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.

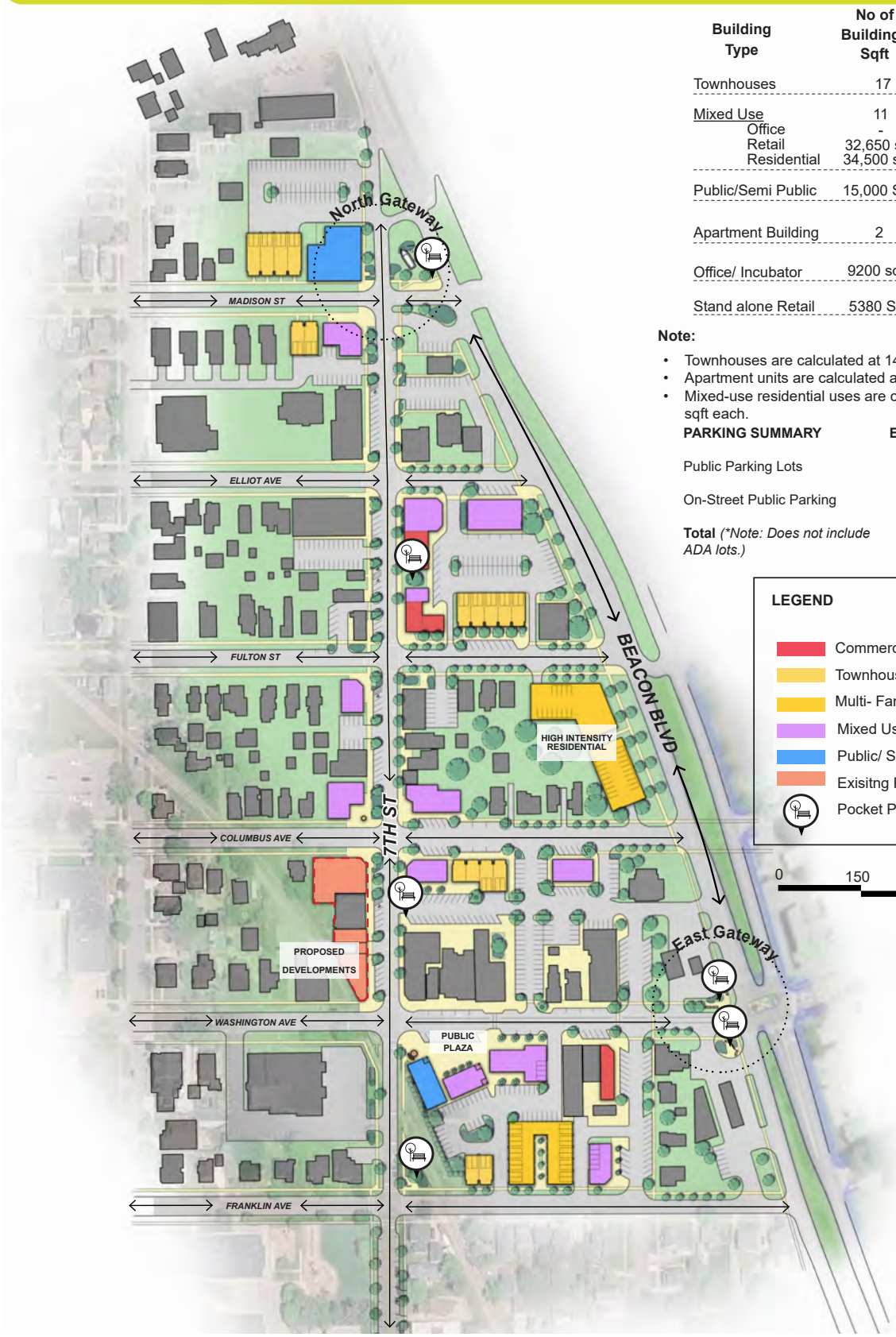
Both the 2D (plan) view and 3D views integrate ideas for landscaping, pedestrian amenities, street furnishings, medians, gateway elements, public art, corridor identity and branding, crossing enhancements, and wayfinding signs.



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**

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
- Exisitng 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.

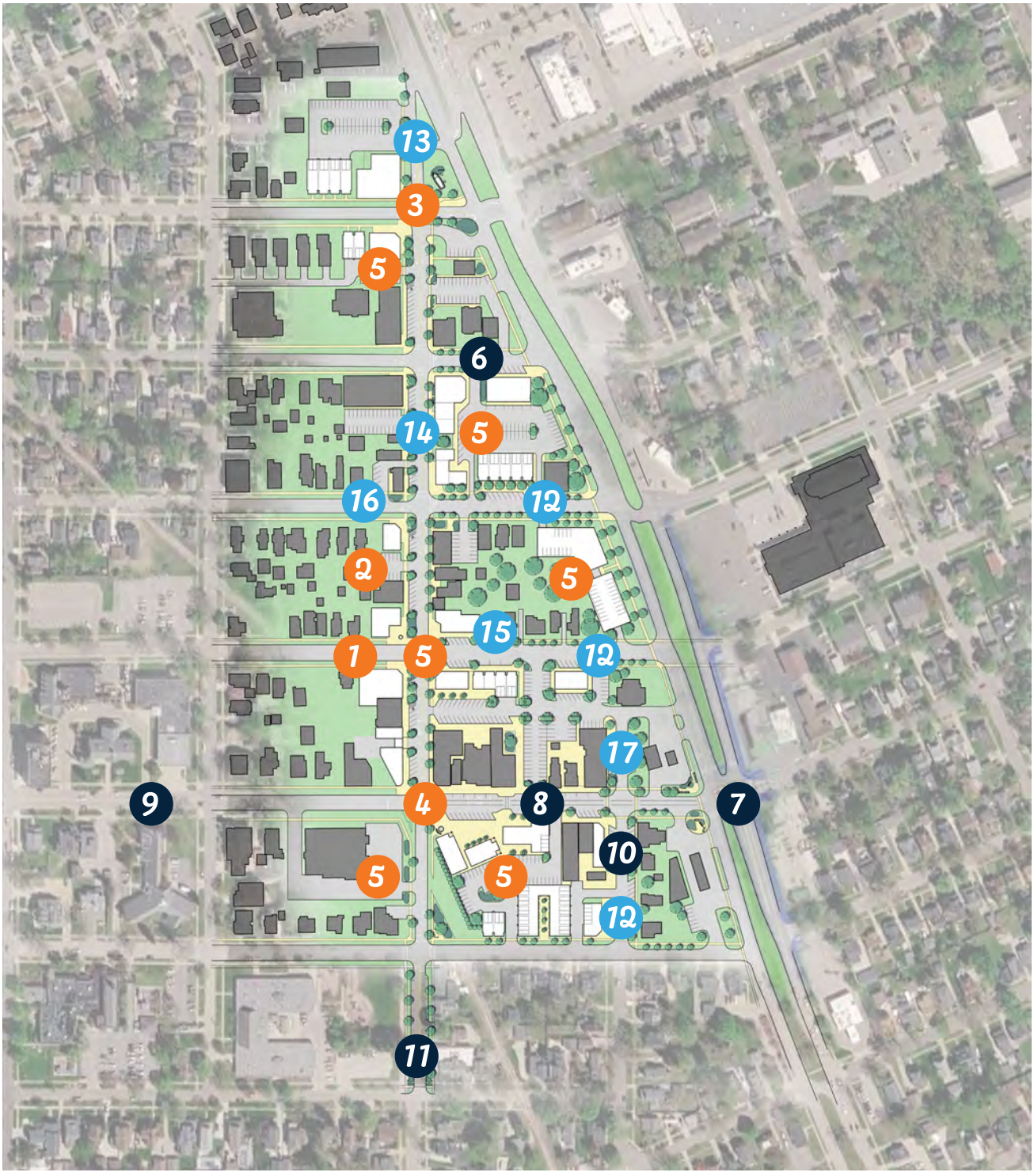
Recommendations in the Implementation Plan

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 (Year 1) ..... Next Moves (Years 2 - 3) ..... Future Moves (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-tern 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, MEDC CDBG for Planning
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
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, Potential State Historic Preservation Office (SHPO) Certified Local Goverment (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, GHAP, Local Philanthropy. Could be placed in the CIP and budget for FY 26/27.

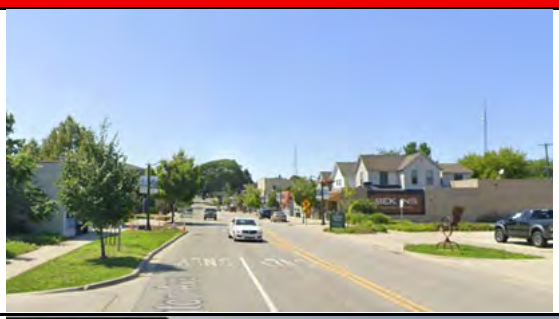
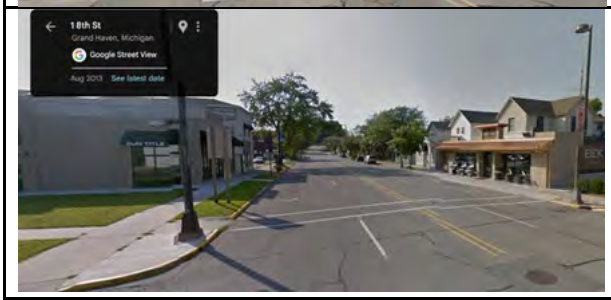
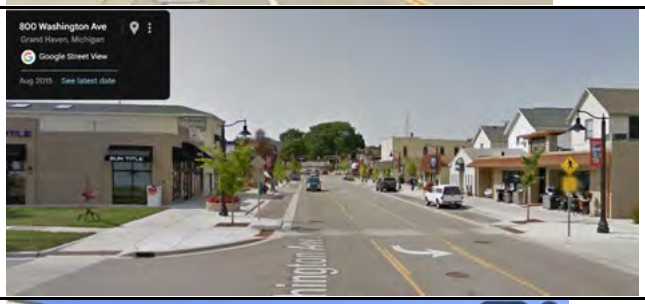
FUTURE MOVES - YEARS 4 TO 10+		
STREETSCAPE & ACCESS ENHANCEMENTS		
(12) Additional On-Street Parking on 8th Street, Columbus Ave, Fulton Street	**Lead & Partners**	**Potential Funding**
Engage Abonmarche to explore the feasibility and potential costs of additional angled and parallel on-street parking 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 Transit Stop on 7th Street	**Lead & Partners**	**Potential Funding**
Explore the feasibility of adding a public transit stop near Madison and 7th Street, ideally serving users at Momentum Center.	DDA Executive Director, City Planner, Harbor Transit	TBD
(14) 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
MARKETING INITIATIVES		
(16) 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		
(17) 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	--

05

Appendices

MCKENNA

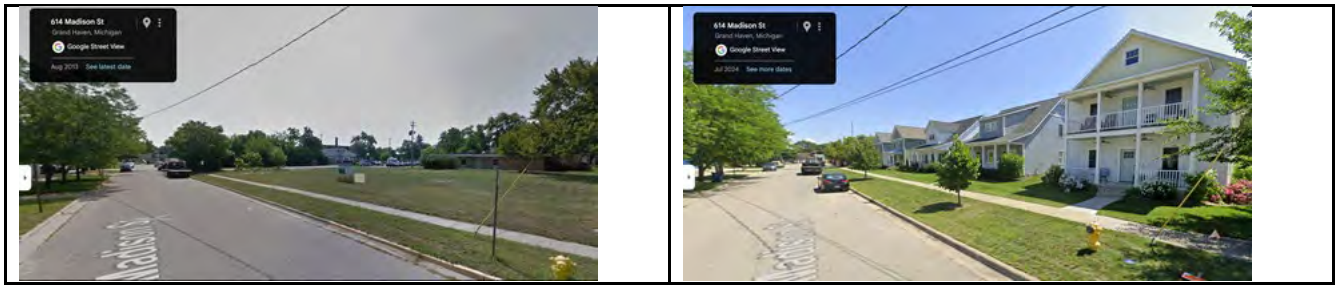
What Centertown has Achieved Since 2014

2013	AFTER (2015 – 2024)
	
	
	
	

HEADQUARTERS
235 East Main Street
Suite 105
Northville, Michigan 48167

O 248.596.0920
F 248.596.0930
MCKA.COM

Communities for real life.


614 Madison St
Grand Haven, Michigan
Google Street View
Aug 2013 See latest date
Madison St
614 Madison St
Grand Haven, Michigan
Google Street View
Jul 2024 See more dates
Madison St

IMPLEMENTATION PROGRESS FOR 2014 RECOMMENDATIONS

Green = Complete, Yellow = Partially Complete, Orange = Incomplete

Street Improvements		
US-31 and Washington Avenue Intersection	**Progress**	**Notes**
Reconstruct intersection for full access to Washington Avenue from northbound and southbound US-31. Explore and evaluate all configurations including a possible roundabout.		MDOT is exploring several concepts for Beacon Boulevard (c. 2023).
Explore potential for additional right-of-way/easement purchase to allow for enhanced gateway treatments.		No action taken
Install significant gateway improvements to draw attention to this key intersection. Evaluate improvements including walls, columns, lights, flagpoles, banners, signs, and landscaping.		Streetscape improvements made since 2014. Still more to do.
Modify Franklin and Columbus Avenue intersections as necessary to accommodate the reconfigured Washington Street intersection.		MDOT is exploring several concepts for Beacon Boulevard (c. 2023).
Washington Avenue Streetscape Improvements	**Progress**	**Notes**
Upgrade roadway, curbs, and sidewalks.		Mostly completed. Future phase for Washington Ave section west of N 7th Street to be continued as part of future capital improvement projects.
Continue Downtown streetscape improvements to the US-31 intersection.		This has been extended past 8th Street, just before the gas stations. Added signage, lighting, artwork, trees, and parkway.
Evaluate the feasibility of extending the snowmelt system into this area.		Very cost prohibitive
Evaluate the possibility of adding angled parking to north or south side of the street to increase parking capacity and slow traffic.		Can be considered, however, parallel parking is customer preference. There are also funding implications from MDOT that will need to be considered.
Provide an improved mid-block crosswalk on Washington Avenue between Seventh and Eighth Street to improve pedestrian access and safety.		Completed.
Install public transit stops on Washington Avenue between Seventh Street and Eighth Street.		Stop at Health Hutt along the Buccaneer Loop Trolley service. This is a seasonal, fixed route service by Harbor Transit. During other times of the year, on-demand

		transit service is offered where riders schedule their pick-up and drop-off locations and times.
Install directional signage 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.		Directional signage has remained the same. It identifies City Hall/Public Safety (→) and Community Center/Library (north arrow).
Seventh Street Streetscape Improvements	**Progress**	**Notes**
Upgrade roadway, curbs, and sidewalks.		Explored in the 7th Street improvement concept by Abonmarche.
Install streetscape improvements that differentiate this corridor from Washington Street.		Some streetscape improvements have been made.
Provide distinctive lighting, pavements, planters, banners, and artwork.		DDA has been active in providing banners, artwork, and planters.
Utilize standard City items such as benches, bike racks, and trash receptacles for basic furniture needs to reduce inventory and maintenance needs.		Dana and Chandi may have more information. Yes, that is what we try to do throughout the City.
Consider the possibility of year-round twinkle lights in street trees, the use of neon sign lighting, and sidewalk seating and vending for businesses.		Chandi can provide more info
Evaluate a three-way stop at the intersection of Columbus Avenue and Seventh Street.		Columbus will be converted to a two-way street. Four-way stop TBD?
Add a public transit stop on Seventh Street between Fulton Avenue and Elliott Avenue.		This has not been explored with Harbor Transit.
Washington Avenue and Seventh Street Intersection Improvements	**Progress**	**Notes**
Provide distinctive identifier elements such as columns, banners, and lights to draw attention to this key Centertown intersection.		City has replaced street lights on Washington Ave to tie in with the historic Downtown vocabulary that also support banners. New mural at 727 Washington Ave.
Install curb extensions on all four corners to allow more room for the identifier elements, to decrease the amount of pavement, and to improve pedestrian safety.		Curb extensions completed c. 2015 to improve pedestrian safety.
Seventh Street, Madison Avenue, US-31 Intersection Improvements	**Progress**	**Notes**
Provide an attractive introduction to the district with gateway enhancements to draw visitors to Centertown. Include improvements such as colorful banners,		Explored in the 7th Street improvement concept by Abonmarche.

artwork, cohesive landscape treatments, low walls to screen parking lots, and improved directional signage.		
Evaluate the impact on Seventh Street business commerce that will result from the proposed 2018 MDOT changes to the Seventh Street, Madison Street, and US-31 intersections. If detrimental, revisit the proposed reconfiguration with MDOT to determine if alternative alignments could be considered.		7th Street Abonmarche concept is aligned with the 2023 MDOT concept for 7th Street, Madison, and US-31 intersections.
Consider a gateway treatment at the corner of Seventh Street and Madison Avenue that is similar to the Seventh Street and Washington Avenue intersection to increase recognition of the Centertown district.		Explored in the 7th Street improvement concept by Abonmarche.
Utilize excess right-of-way for additional landscaping or a pocket park.		This can be explored with spaces like Willow Park.
Other Streets	**Progress**	**Notes**
Implement streetscape improvements on minor streets within Centertown district such as roadway and sidewalk repairs, street trees, etc.		Can be done with annual tree planting, sidewalk replacements, etc.

Property Improvements

Underutilized Properties and Properties Susceptible to Change	**Progress**	**Notes**
Undertake building and property improvements.		Vacant lot at Madison/6th identified for potential neighborhood park has been developed into 5 new residential homes.
Construct new buildings – either as infill opportunities or in tear-down situations.		Two proposals for mixed use redevelopment have been
Strengthen street corners.		Lighting and signage can be low hanging fruit
Increase parking supply.		No increase in parking.
Develop green and open spaces for new active and passive recreation opportunities.		Not completed.
Promote art and creativity.		Two murals (19 N 7th Street & 727 Washington Ave). Wall for community conversation during COVID.
Redevelopment and Infill Zones, Parking, and Beautification	**Progress**	**Notes**
Consider a redevelopment zone at southwest corner of Columbus Avenue and Seventh Street.		Concept for potential redevelopment into mixed use for part of this corner.
Consider infill or parking opportunities at the vacant lot on Fulton Avenue east of Seventh Street.		This remains a vacant lot.

Explore possibility of property for purchase for additional public parking along Franklin Avenue.		No property has been explored.
Explore potential commercial infill on Washington Avenue to take advantage of desirable street front location if parking can be relocated without a net loss of parking spaces.		This has not been explored by the City.
Consider expanding Centertown district boundary to include the block between Sixth and Seventh Streets and Elliott and Madison Avenues.		Boundary has been updated.
Encourage efforts to screen private parking lots and storage areas.		New developments are required to screen parking and dumpster and recycling enclosures
Investigate opportunities for additional public parking and/or short-term parking along the northern portion of Seventh Street.		Explored in the 7th Street improvement concept by Abonmarche which will add on-street parking.
Explore opportunities for new and improved signage, banners, murals, etc.		City has replaced street lights on Washington Ave to tie in with the historic Downtown vocabulary that also support banners. New mural at 727 Washington Ave.
Encourage private investment to improve the attractiveness and architectural character of the buildings.		Property enhancements completed at VerDuin's, JW's, 707 Events Center, Frame & Mat Shop, Momentum Center.
Open Space Additions & Improvements	**Progress**	**Notes**
Provide park amenities to improve character and comfort. Possibilities include additional landscaping for screening and shade, benches, tables, and an art wall adjacent to the railroad.		City has secured a grant to put in 10+ benches in Centertown.
Explore other potential locations for open space improvements including Willow Park, the northwest corner of Washington Avenue and Seventh Street, and the northwest corner of Columbus Avenue and Seventh Street.		Could be placed in the CIP and budget for FY 26/27
~~Investigate the potential for an active neighborhood park at the vacant corner lot at Madison Avenue and Sixth Street.~~	**NA**	This vacant lot has since been developed into 5 new residential homes.
Utilize entrances to public parking as an opportunity to increase open space amenities such as benches, as well as improve signage to public parking.		Entrance to Washington Ave public parking has been enhanced with benches.

Marketing Initiatives

Organization & Management	Progress	Notes
Establish or revitalize a business and property owners' committee.		Strong Centertown Business Group that meets monthly.
Coordinate City Hall, DDA, and PSD actions in the Centertown district more closely with property and business owners.		Improved DDA Mainstreet coordination with property and business owners.
Promote business incubators – start-ups, scale-ups, "seeds and sprouts" – to provide new energy.		There has been discussion, but no formal planning currently, It is on the DDA's 3 – 5 year strategic priorities
Identity	**Progress**	**Notes**
Develop a logo or brand that can be applied to banners, wayfinding signs, promotional materials for creating a stronger Centertown identity.		DDA created a logo in 2024 to incorporate

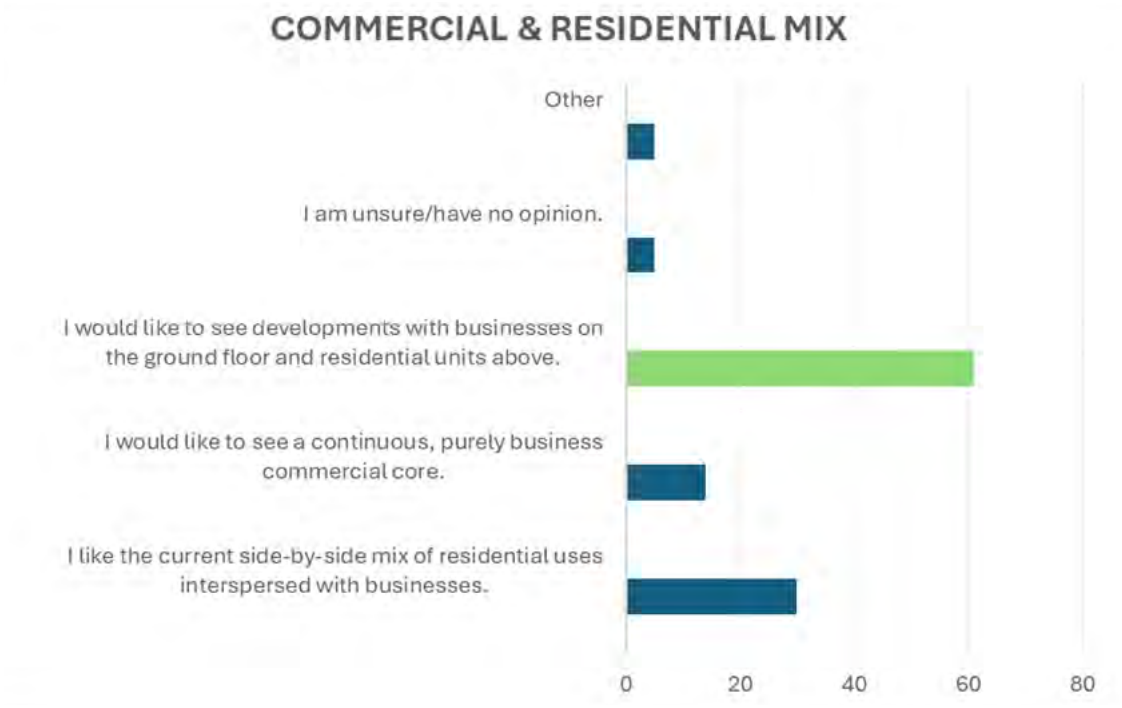
Community's Character & Design *Preferences*

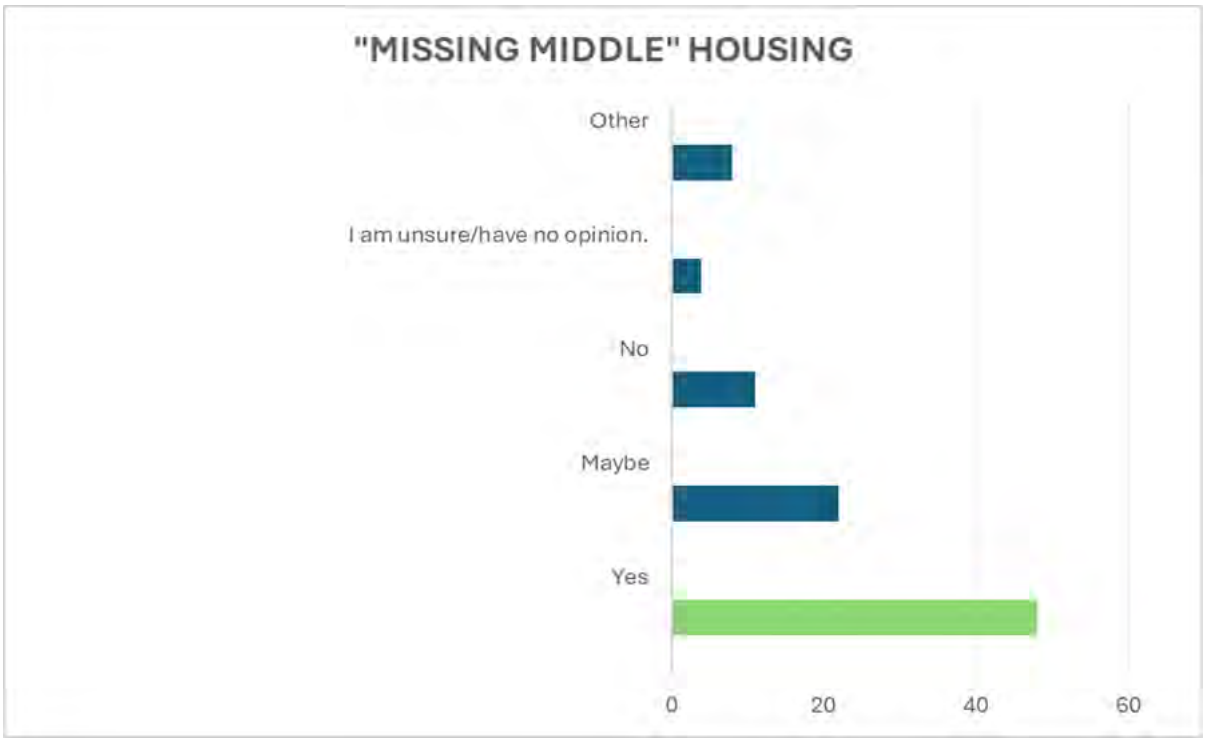
Maintaining a "small-town character" that "feels like Grand Haven" was a prominent theme that emerged from the stakeholder and broader community feedback. To establish a more tangible understanding of the preferred look and feel for Centertown, and to provide insights into the character of future developments,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

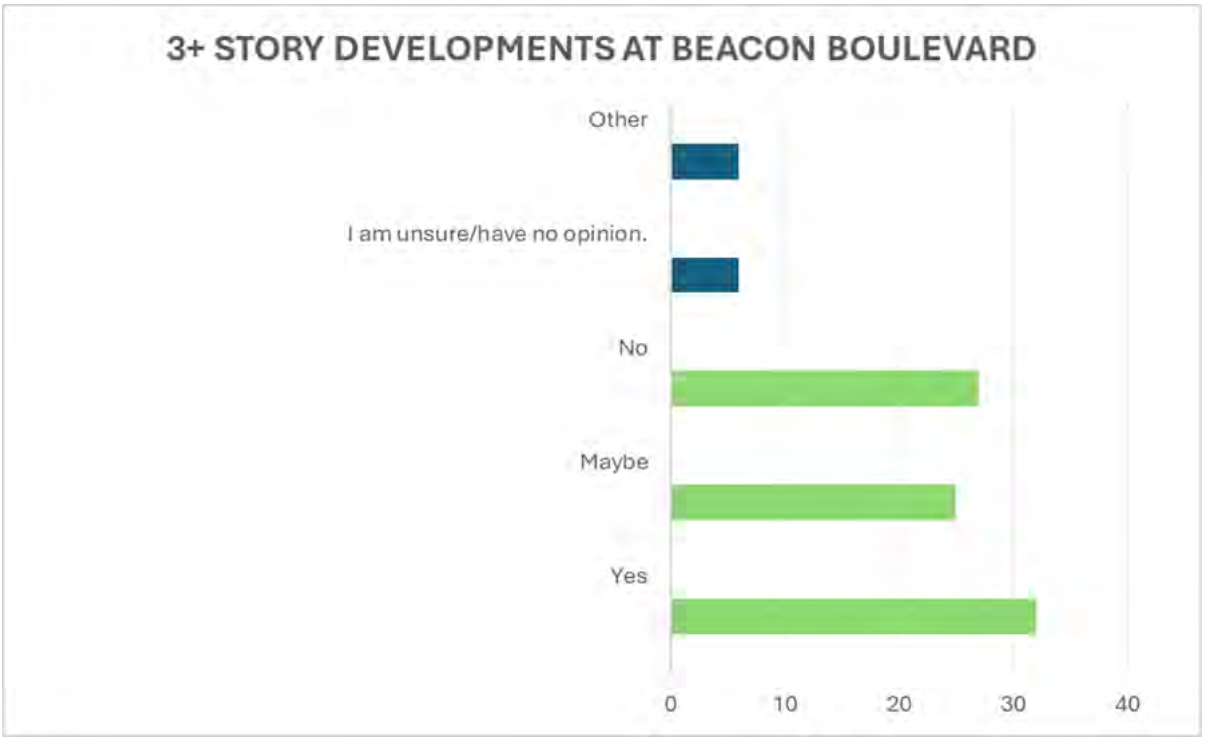
» **There is a significant interest in seeing mixed use developments with businesses on the ground floor and residential units above.** Participants also expressed an openness in some of the current side-by-side mix of residential uses interspersed with businesses.

» **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.**




"MISSING MIDDLE" HOUSING
Other
I am unsure/have no opinion.
No
Maybe
Yes
0
20
40
60


3+ STORY DEVELOPMENTS AT BEACON BOULEVARD
Other
I am unsure/have no opinion.
No
Maybe
Yes
0
10
20
30
40

Commercial



TOTAL: **54**

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



TOTAL: **47**

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



TOTAL: **30**

"Like the traditional downtown feel."



TOTAL: **44**

Mixed Use



"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







"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



TOTAL: 21

"The arch could work nicely n ear the boat."

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



TOTAL: 33

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



TOTAL: 87

" 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'."



TOTAL: 43

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.

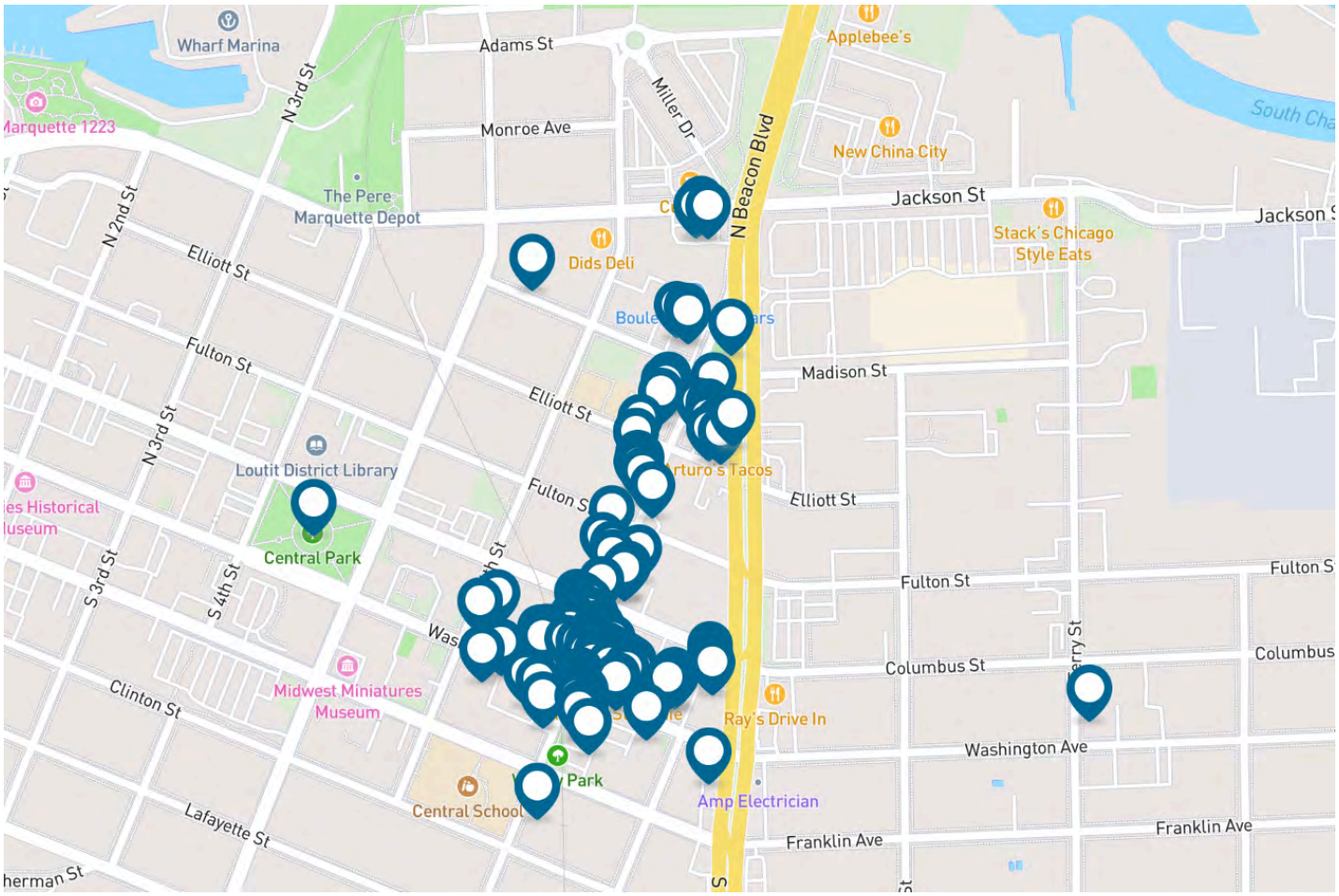
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Centertown Vision Update Survey
2026 Grand Haven Centertown Vision Plan

60	64
Contributors	Contributions

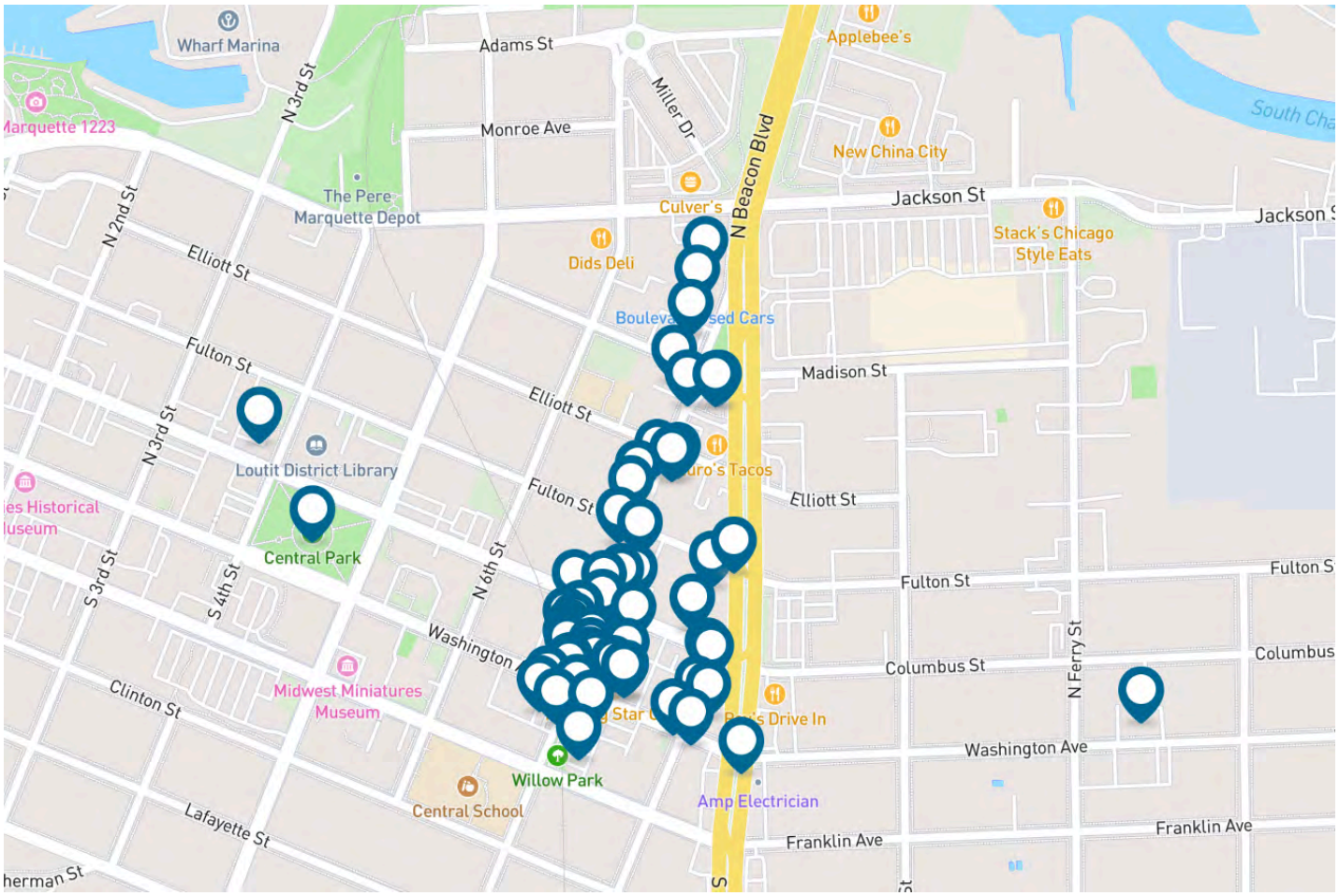
Contribution Summary

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



2. What are potential opportunities (e.g. sites, areas, programs/activities, traffic/circulation, identity) for improvement in Centertown? Required

Map | Skipped: 45 | Answered: 19 (29.7%)



3. How would you like Centertown to look and feel in the future? Please provide three different adjectives/descriptive words. Required
Short Text | Skipped: 11 | Answered: 53 (82.8%)

Energy
Vibrant
Welcoming
Walkable
Cool
Social
Comfortable
Fun
Vibrant
Walkable
Enjoyable
Curated
Eclectic
Vibrant
Refreshed
Congruent
Mixed Use (Housing on Top, Retail on Bottom)
Short Term Rentals
Refreshed
Welcoming
Active
Bohemian
Trendy
Accessible (Walk/Bike)
Vibrant
Safe
Successful
Vibrant
The Cool Part of Town to Be
Beautification
Active
Comfortable
Close
Vibrant
Vibrant/Exciting
Inviting
Eclectic
Inviting
Welcoming
Comfortable

Welcoming
Vivid
Vital
Hip
Welcoming
Green
Vibrant
Busy
Thriving
Benches
Flowers
Inclusive
Welcoming
Walkable
Grand Haven
Walkable
Inviting
Family
Lively
Friendly
Accessible
Pedestrian-friendly
Beautifully landscaped
Slower traffic.
Walkable
Small Town vibe
Floral lined streets
Improve the businesses
Green
Alive
Fun
Less dated
Less forgotten
More walkable
Explorable
Grand Haven
Grand Haven
Muskegon
Not gray, modern buildings
European
Walkable
Contemporary
Shabby chic
Thriving

Walkability
Everyday shopping
Variety
Useful
Local
Updated
Interesting
Safer and improved sidewalk.
Cleaner presentation of buildings and businesses
Walkable
Bohemian
Trendy
Hopping
Unique
Colorful
Friendly
Quaint
Artsy
Unique
Laid-back
Bohemian
Vibrant
Walkable
extension of downtown
Authentic
Homey
Inviting
Vibrant
Creative
Social
Grand Haven
Grand Haven
Grand Haven
Grand Haven
Spring Lake
Easy parking
good food
pleasant walking
Walkable
Well-lit
safe crosswalks
Welcoming
Planter Boxes with Native Plants
Walkable

Walkable
Charming
Walkable
Bikeable
Welcoming
Pedestrian Friendly
Outdoor Eating/Drinking
Road Diet
Functional
Quaint
Lively
Inviting
Cozy
Supportive
Established (has longevity)
Warm
Friendly
Open
Uncluttered
Social
Fun
Hip
Open
Attractive
Inviting
a business center
More of an inlet to downtown
Clean vibe to match JW, wines shop and morning star
Updated building,business remain as is
Bustling
Welcoming
Meticulous building facades and open space
I like it the way it is now!
Similar to Washington St
To have a more downtown feel with creating a more walkable connection between downtown and centertown.
Updated building fronts and signage, plenty of street marking (angled parking allows more spots)
Unique identity, beautiful and friendly walking. I suggest flags in the light poles to identify “you are in centertown” - permanent. Color branding aligned with marketing promotions to help people recognize and identify our area
The stores need a mandate to stay open later or do seasonal closings.
Keeping it affordable for the local businesses can stay, grow and thrive.

4. What concerns, if any, do you have regarding the future of the Centertown? Required

Long Text | Skipped: 17 | Answered: 47 (73.4%)

1. My main concerns is congestion, navigability, and the lack of space to widen streets. Long-term, setbacks could be extended to help with this problem. I just find it difficult to travel in this area. Also, additional lighted flashing crosswalks would be great in this area.
2. None.
3. With the amazing chamber members, council and board members in this town, representing the Centertown Neighborhood as well as the quality selection of shops, restaurants, and service businesses, this is one of the best place for most any business. If there are problems that pop up, this community tackles them as immediately as can be. There are always different activities to attend and festivals throughout the area. The only concern would be to install a sense of community pride in the upcoming generations to keep this amazing area active and as vital as it is.
4. With the new hotel going up it would be nice to have a little more green space and outdoor opportunities. Parking will be a large issue.
5. Parking
6. Today there are some old buildings that are not well taken care that damage the image of neighborhood, would be great to encourage improvements.
7. Worried about buildings being torn down and made too modern / losing their charm.
8. Building owners don't update properties so they end up looking run down. We need restaurants, small grocers, boutiques and easy travel to the west part of town…most of all we need parking…can lots be created on both sides of tracks…narrow, angled parking?
9. Allowing the small businesses there to continue to thrive while promoting them more as part of downtown and not reworking the neighborhood so much that those owners can't afford to stay there. Parking can be an issue but isn't impossible. High traffic on 7th.
10. Having businesses/restaurants that are too expensive for much use.
11. Need to balance growth with not overloading your infrastructure. Just have to look at cities like Ann Arbor to see that type of congested growth.
12. I would like to have places for people to sit outside and for the traffic to be controlled better. At present, it seems dangerous to cross the street.
13. You must make certain that viable businesses are using these buildings - Maintain walkability and ensure property is being utilized to it's highest and best use.
14. Keeping small businesses thriving.

15. I would like to see a good mix of housing and business.
16. This area should get as much attention and charm as the downtown blocks along Washington. It's the first area people encounter coming into the heart of the city, and it should encourage exploring on its own as well as lead people then further toward the riverfront.
17. would like to see a small downtown in Centertown . walkable. liveable, ect.
18. I like the small-town shop feel over the modern boxes. All the new apartment buildings being put up are modern and lack all small coastal town charm. Would prefer different facade / finishes
19. The condos are going to ruin it. And the seasonal rentals on them will take away housing for GH residents and reduce housing to welcome or encourage news residents to move to GH .
20. Also, it's not fair to current GH residents who want short term rental certs but aren't allowed, due to location and number available, then to award them to this new condo development, that doesn't fit those requirements. I also hate mixed use housing, stores on bottom, apartments above. The stores always fail, stay empty, or they're too high end, business offices, or simmering that doesn't interest me.
21. Needs to have more welcoming exteriors and shops that people will frequent. Nail salon was great service but looked worn down.
22. Needs to stay "local". Needs to be promoted in concert with downtown and not left behind
23. Continue building and yards around building s degrading.
24. The roads project will be a huge change in 2027. I hope the city can support homeowners and businesses with some facade upgrade and other stimulus to have the overall look elevate at the same time.
25. The shops are mostly closed at 5pm we need a lovely downtown. Mandate they stay open later so we want to support them.
26. My concerns are that the real estate will be bought up by bigger investors that will push rents up to high for the local business owners to survive.
27. Another 10 years of little to no change.
28. My main concern is that the vision of what it could be, in it's entirety, will instead turn out to be our usual assortment! This "2nd. place" area has the potential to move into 1st.
29. 1) the available parking should never be reduced or turned into pay-to-park. 2) no franchises should be allowed to move in. 3) its identity as "different than downtown" should be maintained.
30. I have concerns that it is too separate from downtown and that people will just stay downtown and won't travel to Centertown. I wish Centertown could be expanded

down Washington to try and bridge the gap between the two but I don't know if that is possible.

31. My biggest concern is the traffic on Columbus as many people do not realize that it is a one way. People will drive up the road often.
32. There are many amazing businesses in Centertown that I feel get overshadowed by the businesses on Washington Ave.
33. It is currently very difficult to find parking and limited seating in most restaurants. The 7th Street U.S.-31 intersection is a disaster.
34. Not sure but I think it's owned by one person or company. I would hate to see him push our local business owners away because he develops it into condos with storefronts.
35. No concerns. Just listen to the merchants that have worked so hard to make Centertown what it is today. If anyone should know what the future should hold for Centertown it is those merchants. Random thoughts by individuals that have no vested interest in this area is an absolute waste of time and money.
36. Need more diverse businesses and restaurants.
37. That is get more attention and be included in DT events. For instance, like when you have connected a weekend activity with Harbor Transit.
38. Link center town and downtown to East Town with wide, safe, well-lit crosswalks across US 31 at multiple points.
39. No concerns, this area has already been growing so well. I'm excited to see how it continues to grow as we put time and energy into the area.
40. to grow, and have the same energy as downtown.
41. I hope future plans support the Centertown businesses to thrive and that people who live here are able to afford to stay and continue enjoying their neighborhood.
42. That it will be redesigned to accommodate more and faster traffic and more parking.
43. I would like to see center town become more connected to downtown, but I don’t want our current local businesses to get kicked out. I also do not want traffic to get too bad. We need to maintain safe walking and biking.
44. As always, parking will be a big issue. Especially if apartments or condos are added to the mix.
45. Since I live in Centertown, I have concerns that it will be exploited and become loud and overpopulated, and lose the small town charm and feel of the area. There is potential in this area for growth and commerce, but it is also a family neighborhood area that should cater to the needs of those who live in the area while still being current and convenient. When we first moved here there was a family hardware store (Cook's) where you could go in and ask the owner any question and he could

tell you what to do and where to find what you needed. It would be nice to have that feeling of being friendly neighbors in this area again.

46. Traffic and pedestrians crossing. There is so much to be watching out for.
47. Always a challenge in a popular area, but controlled development. Thoughtful development. What's needed--then recruit. Parking needs to be well thought out as well as social gathering spaces.
48. I would not do much for the businesses in Centertown, I have tried twice in the last 3 months to go to the sport store on 7th street and both time the store was closed during normal business hours and they were closed because they wanted to spent more time with family.

25. Please let us know any other thoughts you may have on the Centertown Vision.

Long Text | Skipped: 25 | Answered: 39 (60.9%)

1. I would like to see a focus on walkability, drivability, and increased commercial use of this area.
2. I feel so blessed to be a small part of the Centertown business community for the past 5 years. I get to travel around to other cities and small communities & have seem some here in SW Michigan where many storefronts are empty and boarded up. Here I understand there can be up to a 2 years or more for commercial store fronts to become available. It's an amazing area.
3. I believe all improvements are welcome and so necessary and suggest that we start promoting and reinforcing a identity that help people quickly recognize what/where Centertown is. What makes us unique, different from other areas of the city.
4. Centertown has some of my favorite stores and shops in the area, I'd love it to keep the local, community feel with historical buildings and small town charm
5. Feel like the commerce department needs to also support long standing business success by being aware of approvals of businesses that are selling products that are the same as other businesses. For example, the Bookman has been a long standing "new" books book store, then the newer owned book seller comes in and starts advertising in front of JW s on a shared corner and starts selling new books in addition to the used ones they have always sold, then yet another location opens a few blocks away on Washington as well. I get why we need lots of ice cream stores but when a product gets too much saturation sometimes it ends up lowering sales for other businesses. Same goes for the large number of T-shirt shops that all sell Lake Michigan unsalted shirts that compete with the original seller/creator of those shirts for 50 years. I understand some competition can be healthy for growth, but just extra care that we are not duplicating so much when we really need some diversity of offerings and a range of products for retail.
6. No more condos!
7. When considering Centertown future hope that there is consideration to build on available property as a priority. If must remove existing property to build new hope the emphasis is to remove property that are too costly to improve and not remove viable existing property for larger growth. Need to balance the small town feel of Grand Haven with planned out growth.
8. Centertown has a distinct personality that differs from that of the downtown area. I think it is important to make Centertown a destination of its own rather than simply

a place to pass through on the way to HWY 31. Requiring drivers to slow down would be a start. Benches, trees and perhaps more flowering plants or showy native grasses could make the area more restful and inviting. Signage could help, too.

9. Centertown is my favorite area of Grand Haven.
10. I would love to keep the unique, historical aspect of Centertown intact with integrating new business, housing, etc to that historical core. Keep the unique qualities of Centertown and PLEASE don't allow massive ugly apartment buildings and condos to shrink and ruin Centertown for good.
11. like to see Centertown more housing, but try to keep in still with the charm of Centertown .
12. Love for dining and shopping to be more centralized & easily walkable. Could use a parking structure maybe something similar to the library with bottom layers of parking & shopping or offices on top? I'm fine having some apartment complexes on the edges of downtown but want to keep the small town coastal charm
13. No condos, multi-story housing, short term rentals at new apartments or condos, please no new mixed use buildings . Not against change and a fresh up here, but things like that will ruin it. It'll wipe out the variety and daily type places (grocery, laundry, oil change) residents need and use.
14. The building at Washington and Seventh Street needs renovation (across from JWs). It is very detractive and a cornerstone of Centertown. I love the dining in Centertown and would love to see more good restaurants.
15. We believe Centertown is an important part of GH. It needs to be upgraded from its current state but not in a way that obliterates its character, history and connection to local residents. We should not strive to be Holland or anyplace else but to be ourselves. Scale, size, feel, REALISTIC trade-offs between vehicular and other modes of transit CANNOT be ignored (ample parking, smooth, logical vehicular flow that recognizes we are a car society, like it or not). A sense of place must be established (love the arched entry sign example!) along with some interplay and association with downtown, the proposed kid's museum , the waterfront, the tipple area, farmer's market, etc. Centertown needs to be viewed as a part of the whole in GH. Psychologically it seems far from "the action" but practically it really isn't. Restoring trolley service along Washington and routing a few blocks around/thru Centertown would be a big step toward this. It CANNOT be overdone with overly ambitious goals toward max density. Balance is the key to a viable, long-term future. Financial incentives/participation by the City, State, etc. is likely key to executing a vision that is both appropriate, sustainable yet financially viable.

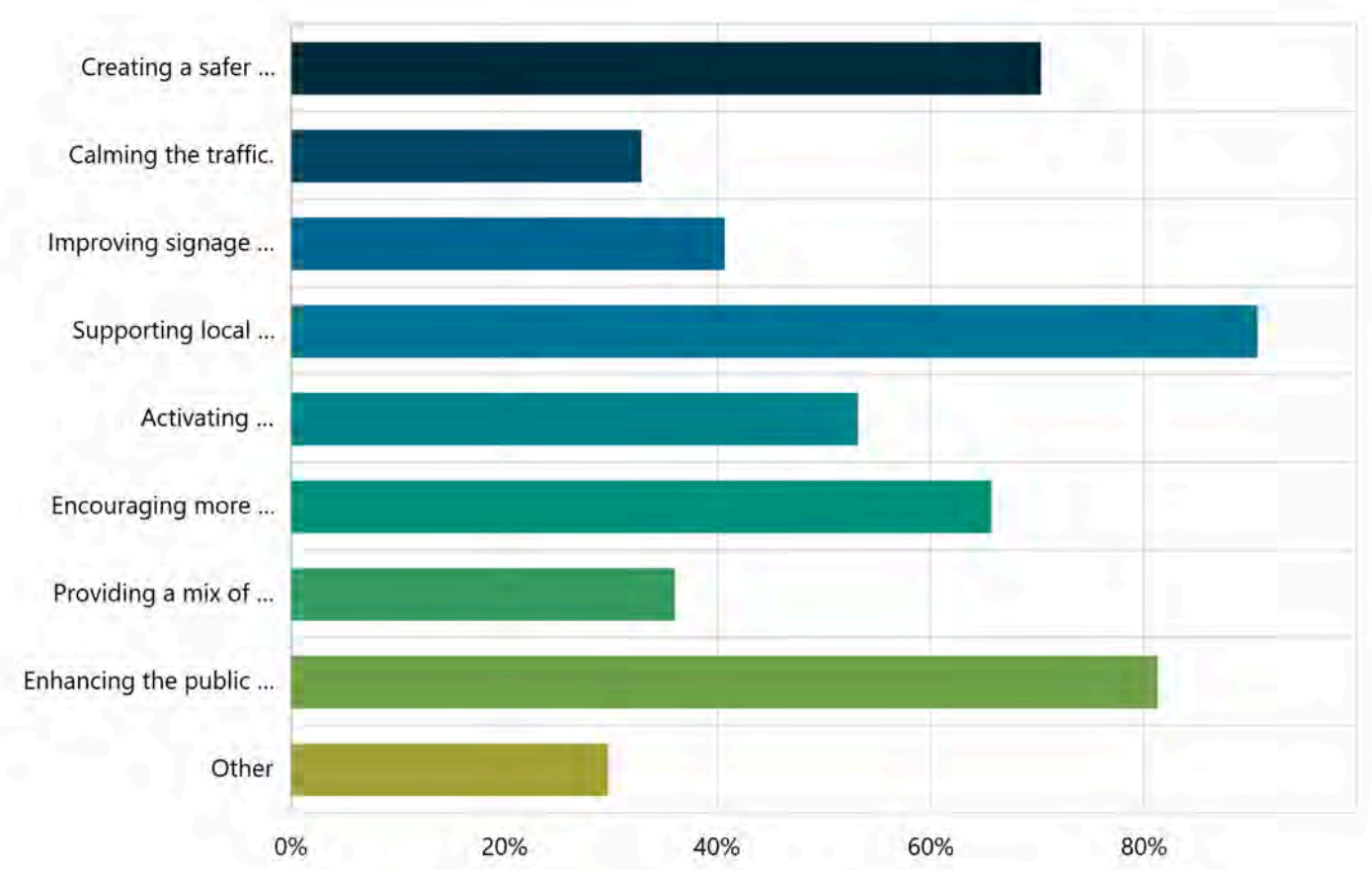
16. I strongly believe that allowing some variety of short-term rentals in the commercial and key street segments of Centertown will allow for some recurrent new faces to have access to the eating and shopping support that will help Centertown thrive.
17. The downtown needs more life after the tourists leave. We need to mandate downtown businesses to stay open later. It's a dead downtown after 5pm
18. If there is a committee or board, I would love to have the opportunity to serve of you have openings. I have a large passion for the growth and direction of this amazing.
19. Would love diversity, less "gift shoppy than downtown" more outdoor dining, more restaurants. Coffee shop, brewery or distillery. Inviting streetscapes.
20. I have more ideas, visions & thoughts than there is room to express. I grew up here with deep family roots. I am watching my town lose it's charm by the day (ex. I am disturbed by "the look" of the new Marriot, Dairy Queen etc.). I realize that there are many opinions on "taste". Regardless, we have great potential but we can't seem to decide who we want to be. From this survey it sounds like there might be an opportunity to develop a entire area that would be cohesive. Done right it could be very cool! It could be a destination place! Capitalize on our history ... repurpose it instead of tearing it down. Think out of the box. Thank you for reaching out & being interested in our opinions ... some of which might bite. I will be very interested to see what develops! *Concerning the "mixed use" picture question I was forced to select 2, however, I only liked C.
21. Centertown is first and foremost a unique "neighborhood". Keep it that way. - Synergy is the key. - Businesses and living space designs need to compliment each other (ie. breakfast restaurant/bookstore/health food store). - We thrive partly because of easy parking. Do not change that! - No "cookie cutter " designs should be promoted for any new housing.
22. If anything, I just want to see the buildings in Centertown and the parking lots get an upgrade to look more like downtown and see more downtown events include Centertown to encourage people to walk down Washington between the two districts. I would also like to see more boutique shops in Centertown.
23. I would love to see initiatives to increase Centertown's presence, like the establishment of more shared spaces to create synergy in the area, improvements to increase foot traffic, and considerations to develop something like an arts center.
24. Traffic and parking are big issues in Centertown which need to be addressed. I'm concerned about adding housing units as we currently don't see sufficient parking added for the number of added people. We need year round residents not more short term rentals.
25. Like I said above, I would hate to see one landowner make decisions for the community. I have a bad feeling about your survey, requirements to make more than

one selection forces you to select one you have no interest in. Your data then becomes tainted.

26. Let the merchants and residents of Centertown provide you with their vision. They know exactly what is best for them in the future. They don’t need a consultant to tell them what they need or want. Study is a waste of everyone's time and the State's and Grand Havens money. Another study that will sit on the shelf.
27. It would just be really nice if the standards in Centertown made it feel like it was part of the downtown corridor.
28. Have a community space (green, garden, gathering).
29. Make it easy to access by foot across US 31.
30. Excited to see how this plays out!
31. Hope Centertown can have many of same rules as downtown, height ,setback, Ect.
32. We support growth! Moved here from Dallas Texas 1.5 years ago and love the walkability of Grand Haven. GH needs more of everything: Restaurants bars shops services markets housing for people that work at these places.
33. Make it pedestrian friendly with more local fun businesses.
34. Very supportive of developing Center town!
35. If possible, heated sidewalks would be grand!
36. I would hate to see Grand Haven lose it's small-town charm. I would not want it to turn into just another business district. Some of the decisions that have been made to build apartment buildings downtown have not been in alignment with the feel and atmosphere of Grand Haven as a quaint, small midwestern town. These seems to be some conflict between keeping the small town atmosphere and wanting to "modernize" by tearing down history to build "new and improved". I would like to see us be able to keep the integrity of the town and community and still update some of the infrastructure. I would rather see funding going to updating what's here rather than scrapping it and starting over with something that looks cheap and generic.
37. Surveys are a great way to get input from all interested residents. Thanks!
38. Very exciting to get things further developed in Centertown. Just a few short blocks from the waterfront with a growing number of shops and great local restaurants. Parking is important. Cohesive design with fun social gathering spots as you dine and shop. Variety of residential opportunities-Short and long term rental on 7th from highway to Washington and Washington from Highway to 7th or 6th street.
39. Let the business owners fix up their building and area, do not using city funds.

5. What would you like Centertown to focus on in the next 10 years?

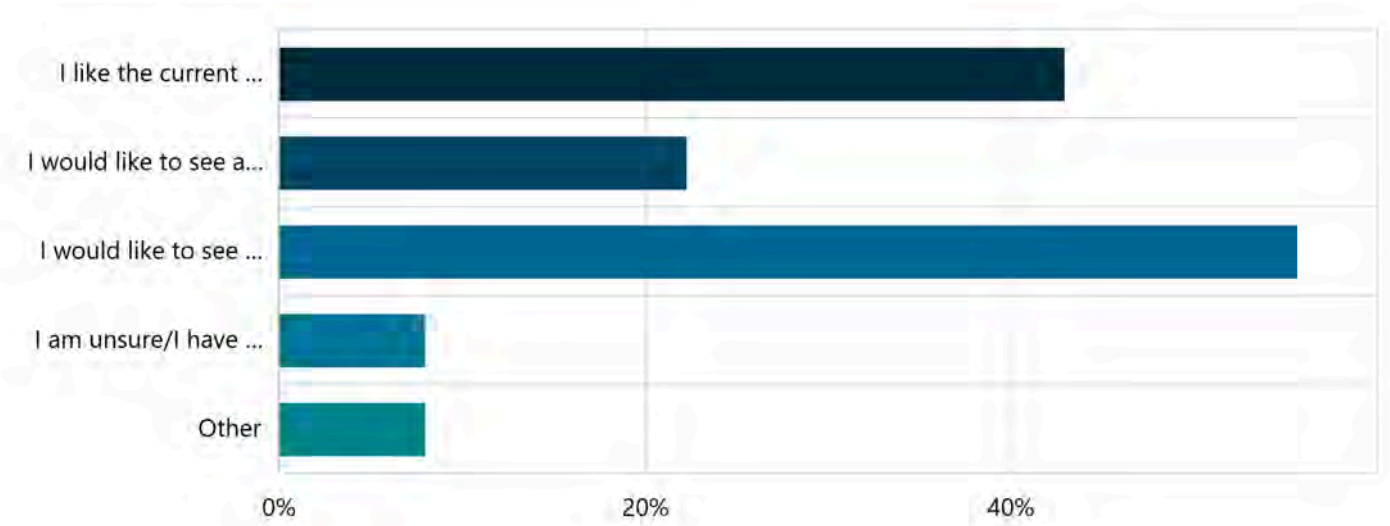
Multi Choice | Skipped: 0 | Answered: 64 (100%)



Answer choices	Percent	Count
Creating a safer environment for walking and biking.	70.31%	45
Calming the traffic.	32.81%	21
Improving signage and wayfinding.	40.63%	26
Supporting local businesses and organizations.	90.63%	58
Activating Centertown through more events.	53.13%	34
Encouraging more businesses and activities geared towards nightlife and year-round use.	65.63%	42
Providing a mix of housing options.	35.94%	23
Enhancing the public spaces (e.g. streets, sidewalks, parks, squares etc.)	81.25%	52
Other	29.69%	19

6. Currently, 7th Street has houses interspersed with businesses. In exploring the possibilities for a defined neighborhood center, which of the following would you support? (Please check all that apply.)

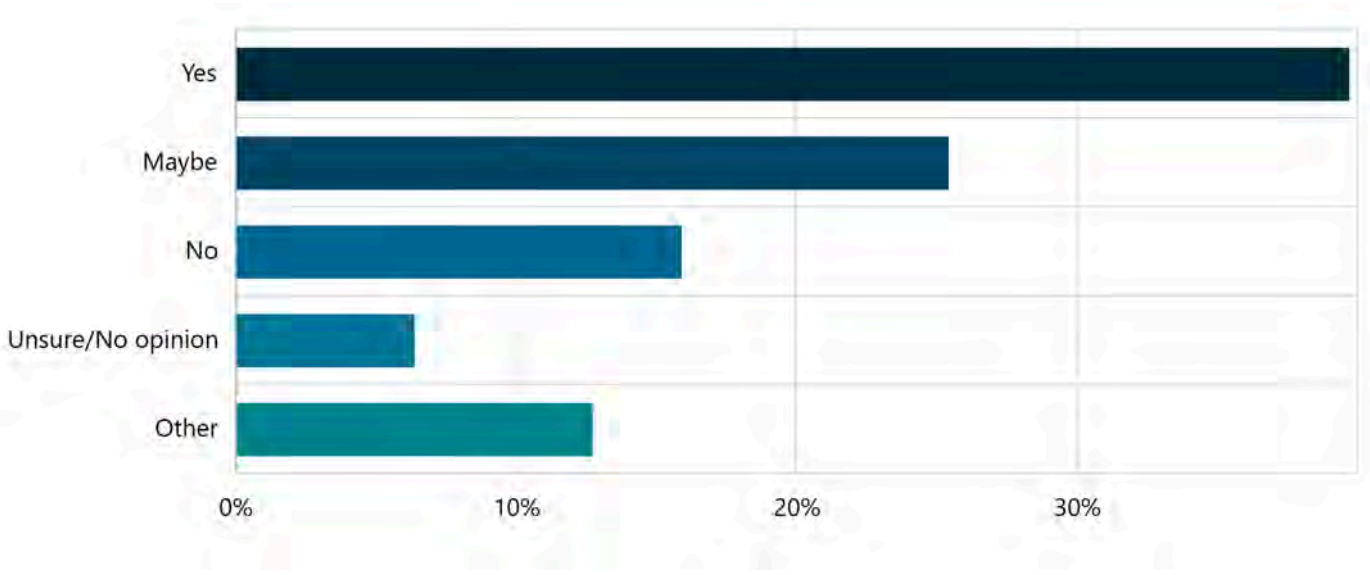
Multi Choice | Skipped: 1 | Answered: 63 (98.4%)



Answer choices	Percent	Count
I like the current side-by-side mix of houses interspersed with businesses.	42.86%	27
I would like to see a continuous, purely business/commercial core.	22.22%	14
I would like to see some mixed-use developments with businesses on the ground floor and residential units above.	55.56%	35
I am unsure/I have no opinion.	7.94%	5
Other	7.94%	5

7. Would you be supportive of the City of Grand Haven exploring opportunities to implement "missing middle" housing (e.g., townhomes, duplexes, small apartment buildings) as part of the residential fabric in Centertown?

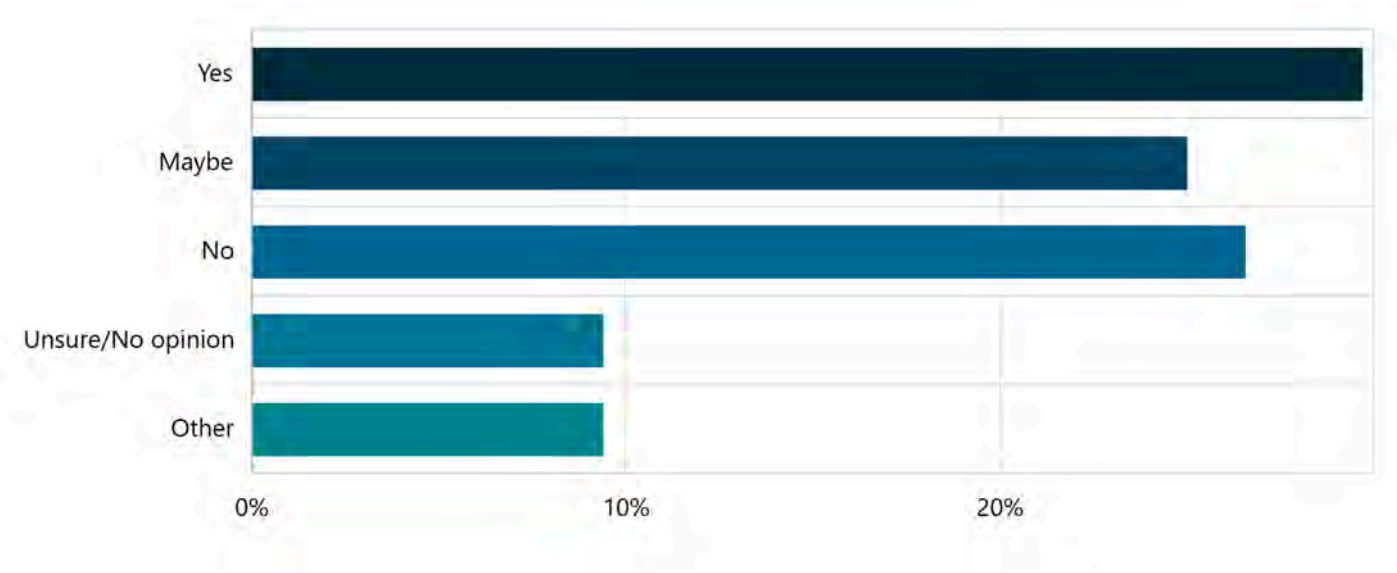
Multi Choice | Skipped: 1 | Answered: 63 (98.4%)



Answer choices	Percent	Count
Yes	39.68%	25
Maybe	25.40%	16
No	15.87%	10
Unsure/No opinion	6.35%	4
Other	12.70%	8
Total	**100.00%**	**63**

8. Would you be supportive of the City of Grand Haven exploring opportunities to implement three- or more-story housing and multi-story mixed use developments along Beacon Boulevard on the eastern edge of Centertown?

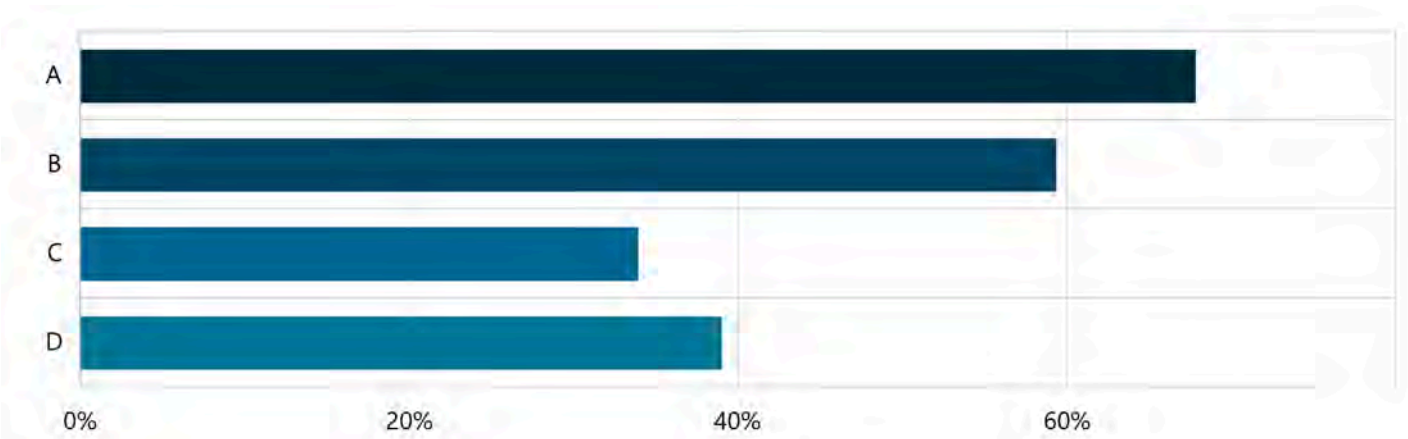
Multi Choice | Skipped: 0 | Answered: 64 (100%)



Answer choices	Percent	Count
Yes	29.69%	19
Maybe	25.00%	16
No	26.56%	17
Unsure/No opinion	9.38%	6
Other	9.38%	6
Total	**100.00%**	**64**

9. Commercial

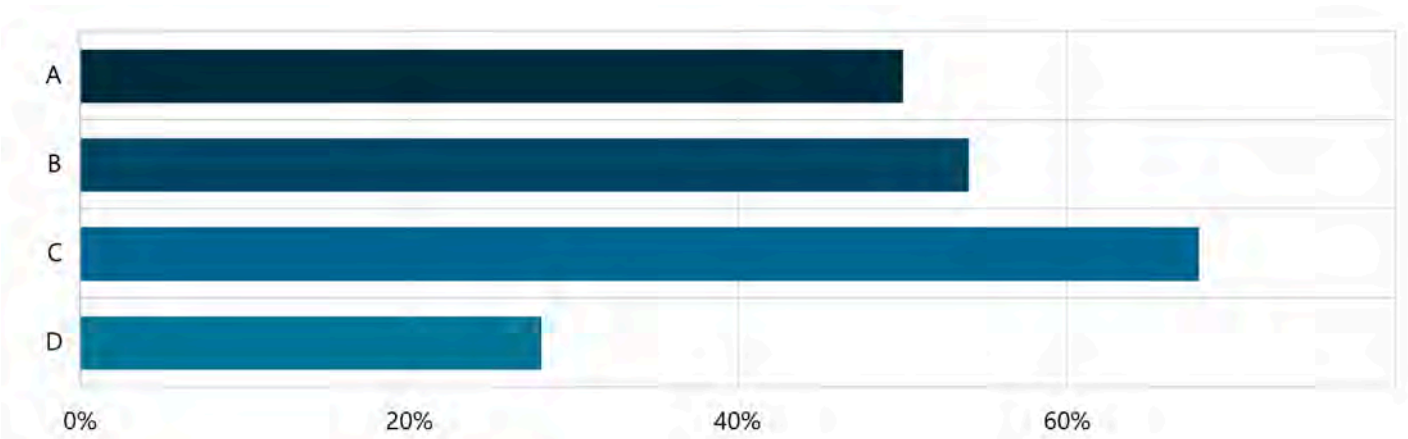
Multi Choice | Skipped: 5 | Answered: 59 (92.2%)



Answer choices	Percent	Count
A	67.80%	40
B	59.32%	35
C	33.90%	20
D	38.98%	23

10. Mixed Use

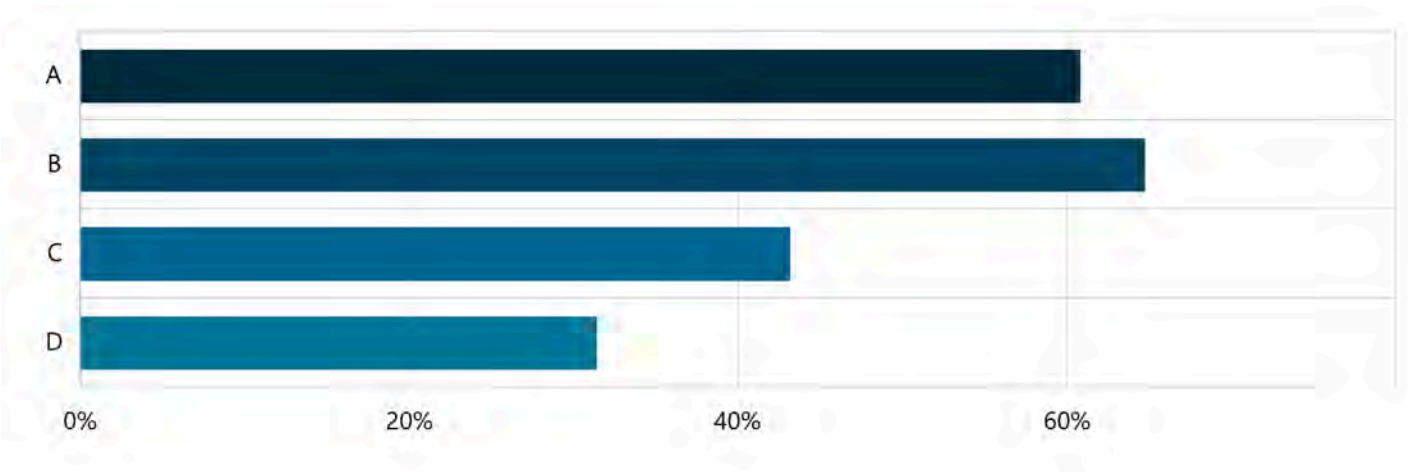
Multi Choice | Skipped: 14 | Answered: 50 (78.1%)



Answer choices	Percent	Count
A	50.00%	25
B	54.00%	27
C	68.00%	34
D	28.00%	14

11. "Missing Middle" Housing

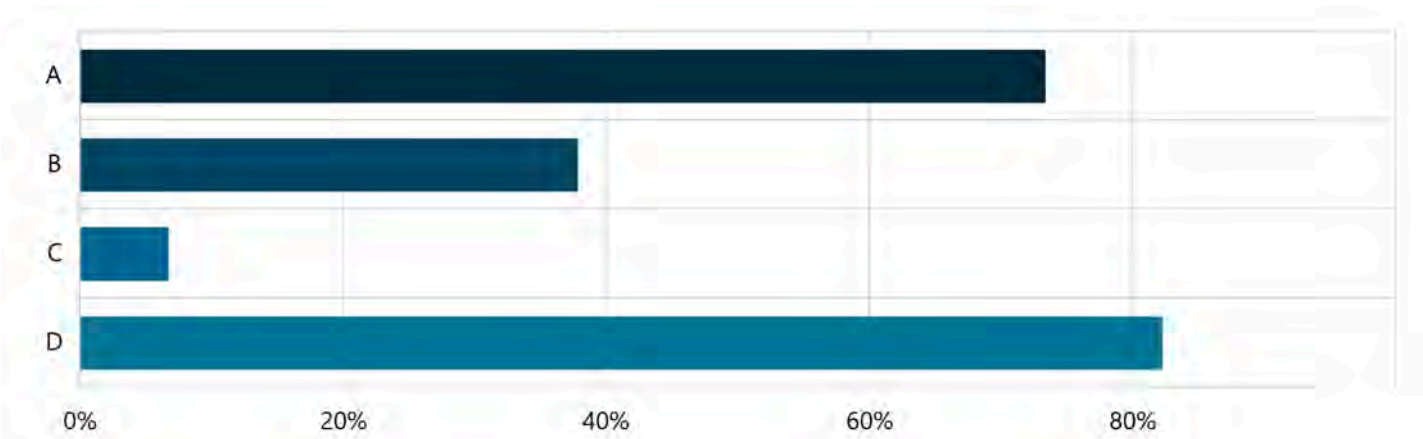
Multi Choice | Skipped: 13 | Answered: 51 (79.7%)



Answer choices	Percent	Count
A	60.78%	31
B	64.71%	33
C	43.14%	22
D	31.37%	16

12. Multi-Story Housing

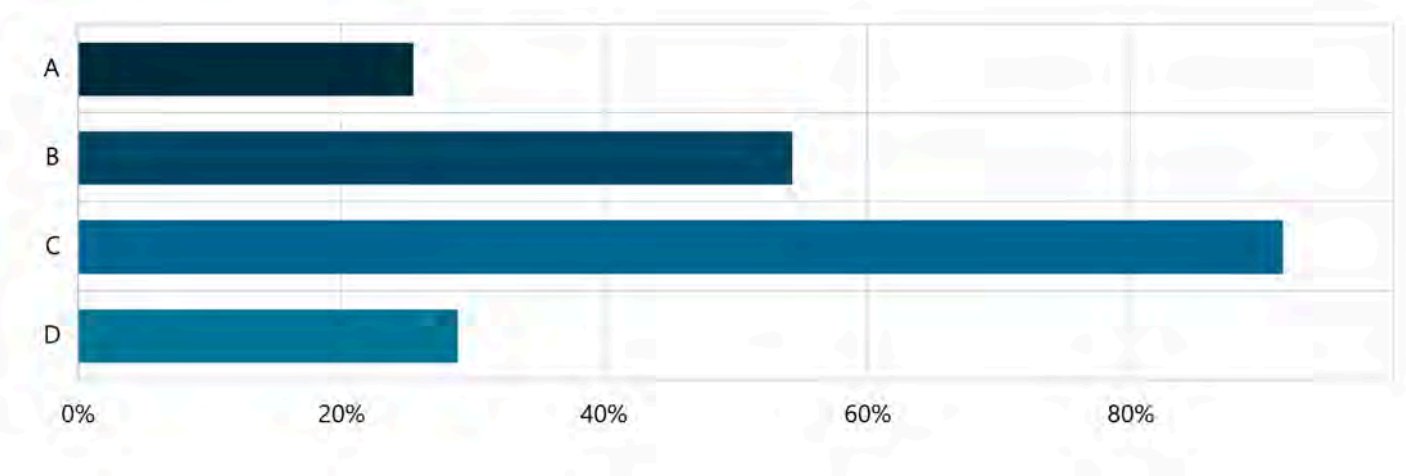
Multi Choice | Skipped: 19 | Answered: 45 (70.3%)



Answer choices	Percent	Count
A	73.33%	33
B	37.78%	17
C	6.67%	3
D	82.22%	37

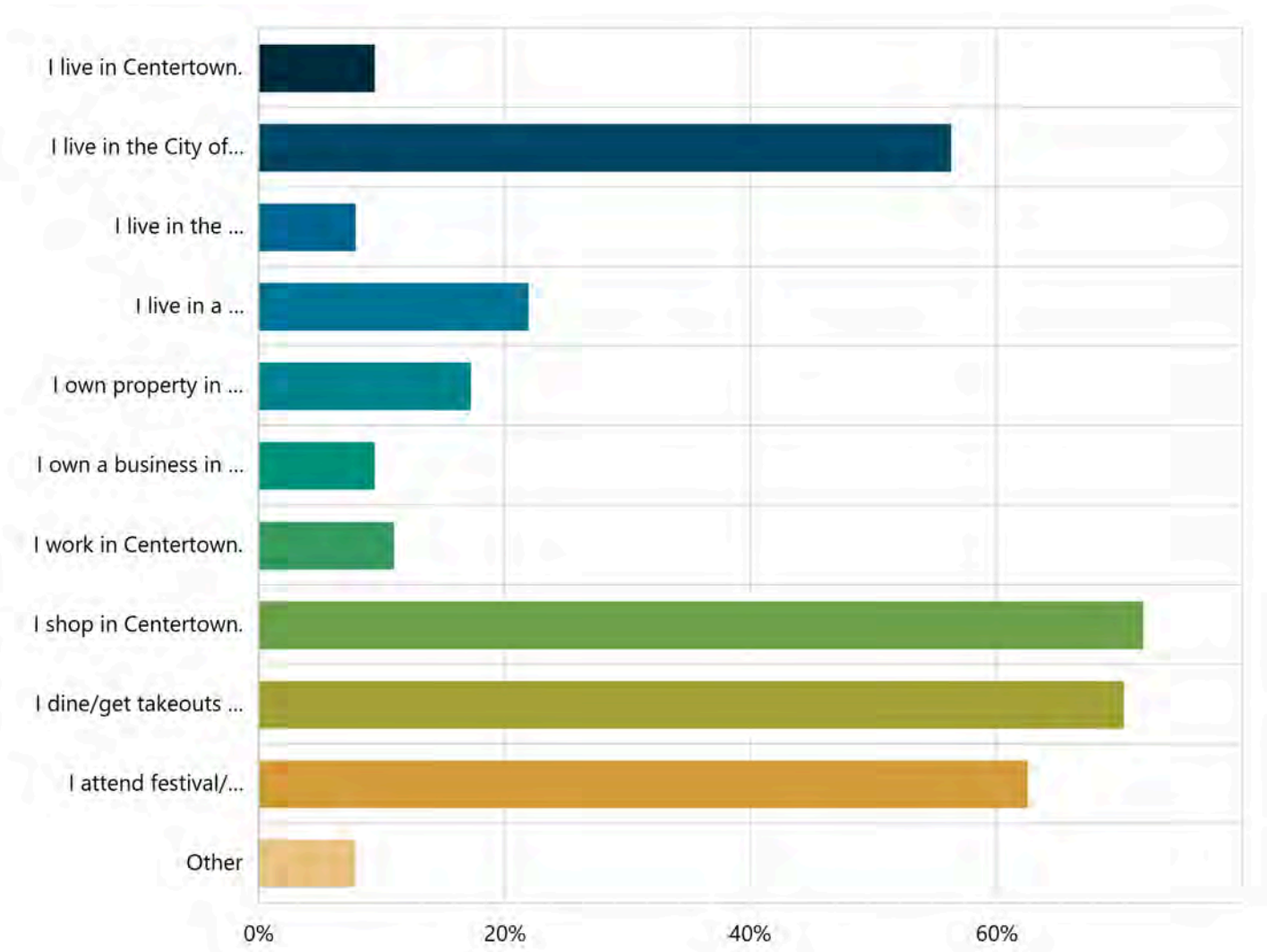
13. Streetscape

Multi Choice | Skipped: 5 | Answered: 59 (92.2%)



Answer choices	Percent	Count
A	25.42%	15
B	54.24%	32
C	91.53%	54
D	28.81%	17

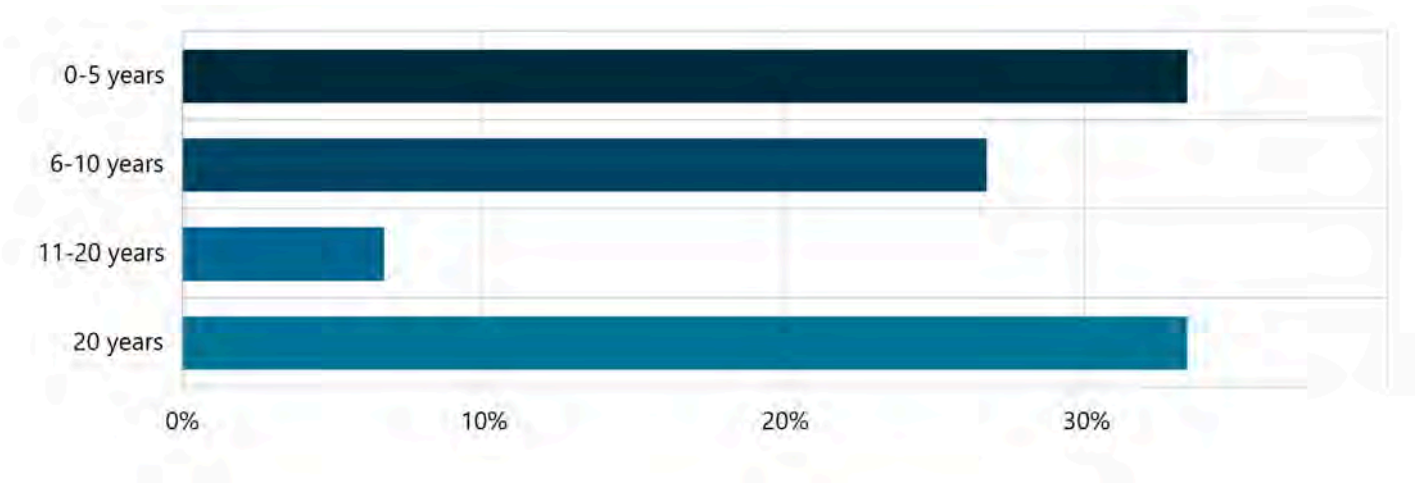
16. Please share a little more about you (Check all that apply). Required
Multi Choice | Skipped: 0 | Answered: 64 (100%)



Answer choices	Percent	Count
I live in Centertown.	9.38%	6
I live in the City of Grand Haven (outside of Centertown).	56.25%	36
I live in the Ferrysburg or Spring Lake.	7.81%	5
I live in a neighboring community outside of the Tri-Cities (Grand Haven-Ferrysburg-Spring Lake).	21.88%	14
I own property in Centertown	17.19%	11
I own a business in Centertown.	9.38%	6
I work in Centertown.	10.94%	7
I shop in Centertown.	71.88%	46
I dine/get takeouts in Centertown.	70.31%	45

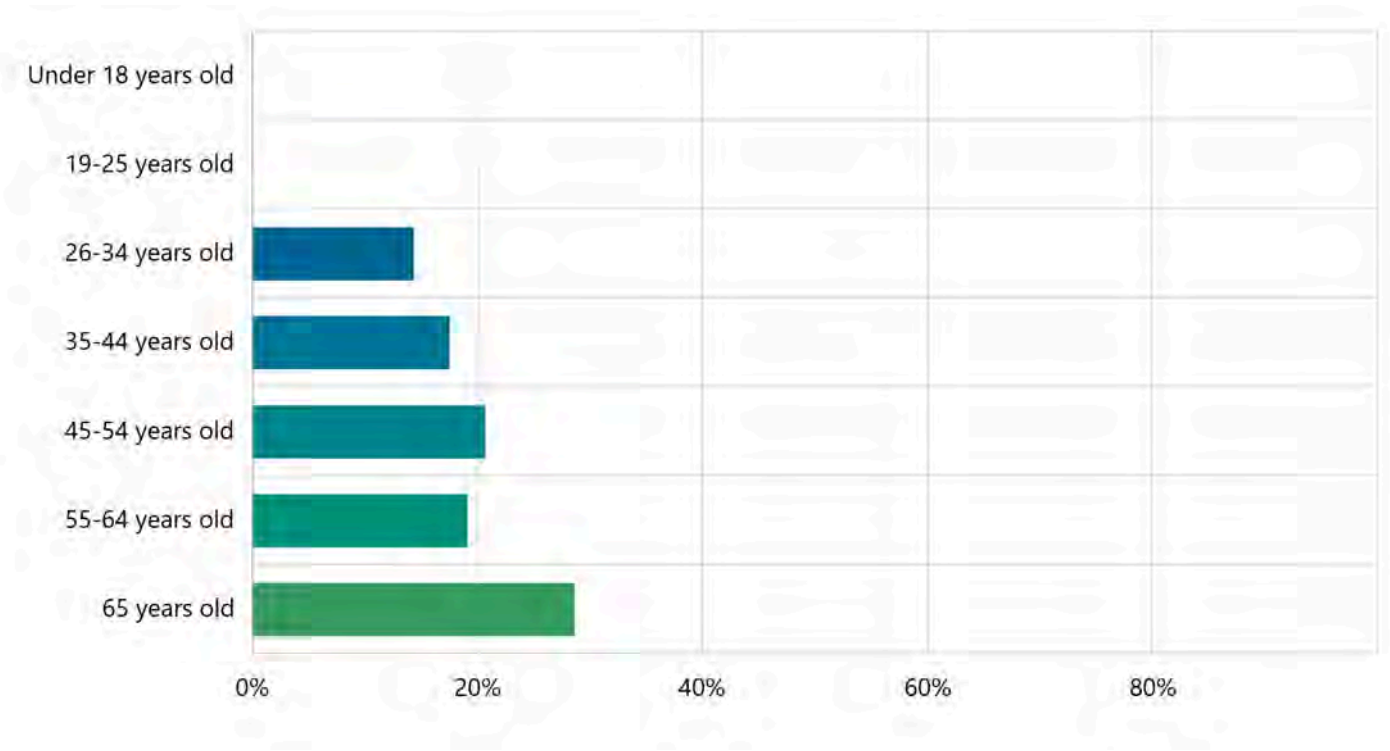
I attend festival/events/activities in Centertown.	62.50%	40
Other	7.81%	5

17. How long you have lived in, owned/operated a business, or owned property in Centertown? Required
Multi Choice | Skipped: 49 | Answered: 15 (23.4%)



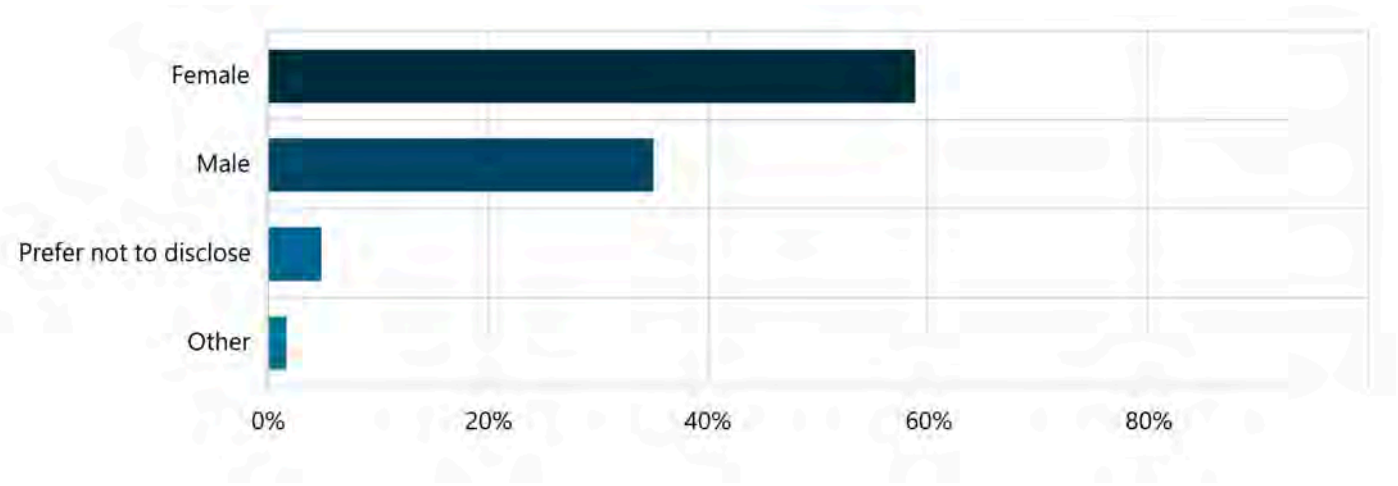
Answer choices	Percent	Count
0-5 years	33.33%	5
6-10 years	26.67%	4
11-20 years	6.67%	1
20 years	33.33%	5
Total	**100.00%**	**15**

18. Please indicate your age range. Required
Select Box | Skipped: 1 | Answered: 63 (98.4%)



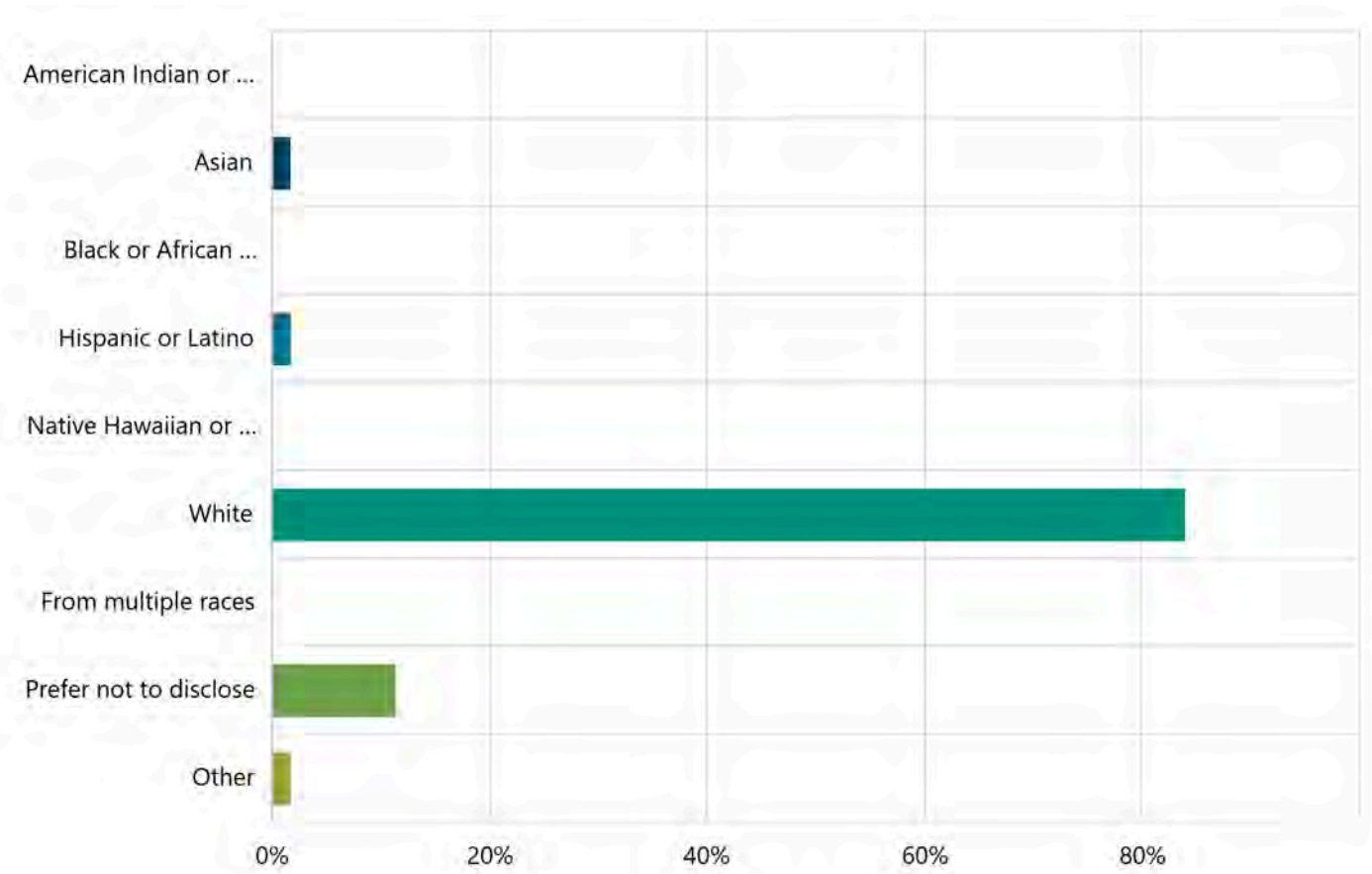
Answer choices	Percent	Count
Under 18 years old	0%	0
19-25 years old	0%	0
26-34 years old	14.29%	9
35-44 years old	17.46%	11
45-54 years old	20.63%	13
55-64 years old	19.05%	12
65 years old	28.57%	18
Total	**100.00%**	**63**

19. Please indicate your gender. Required
Select Box | Skipped: 1 | Answered: 63 (98.4%)



Answer choices	Percent	Count
Female	58.73%	37
Male	34.92%	22
Prefer not to disclose	4.76%	3
Other	1.59%	1
Total	**100.00%**	**63**

20. Please indicate your race/ethnicity. Required
Select Box | Skipped: 2 | Answered: 62 (96.9%)



Answer choices	Percent	Count
American Indian or Alaska Native	0%	0
Asian	1.61%	1
Black or African American	0%	0
Hispanic or Latino	1.61%	1
Native Hawaiian or other Pacific Islander	0%	0
White	83.87%	52
From multiple races	0%	0
Prefer not to disclose	11.29%	7
Other	1.61%	1
Total	**100.00%**	**62**

21. The Centertown Vision update will also be exploring potential ideas and future uses for the subarea. What are your short-term plans for your property for the next 5 years? Required
Short Text | Skipped: 64 | Answered: 0 (0%)

Sentiment

No sentiment data

Tags

No tag data

Featured Contributions

No featured contributions

22. What are your long-term plans for your property for the next 10-20 years? Required
Short Text | Skipped: 64 | Answered: 0 (0%)

Sentiment

No sentiment data

Tags

No tag data

Featured Contributions

No featured contributions

23. Please provide the street address for the property/properties you own in Centertown. Required
Short Text | Skipped: 64 | Answered: 0 (0%)

Sentiment

No sentiment data

Tags

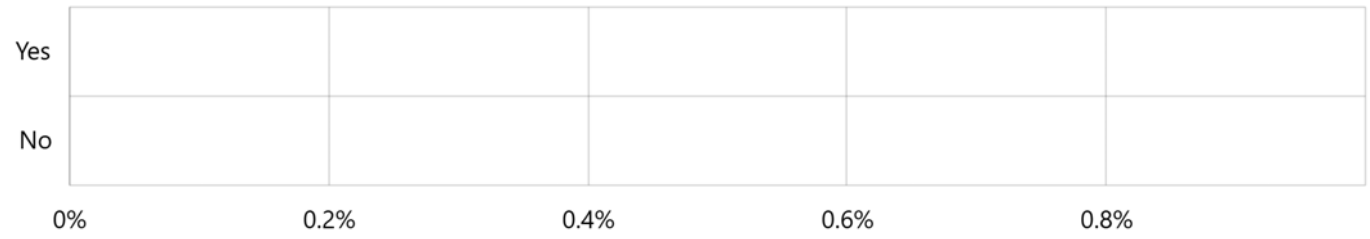
No tag data

Featured Contributions

No featured contributions

24. Would you be willing to grant us your permission to develop potential 2-D and/or 3-D drawings showing possible ideas on your property? Required

Multi Choice | Skipped: 64 | Answered: 0 (0%)



Answer choices	Percent	Count
Yes	0%	0
No	0%	0
Total	**0%**	**0**

25. Please let us know any other thoughts you may have on the Centertown Vision.

Long Text | Skipped: 25 | Answered: 39 (60.9%)

Sentiment

No sentiment data

Tags

No tag data

Featured Contributions

No featured contributions

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.

This work is intended to develop a team-wide contextual understanding of the place, with a specific focus on character (context being understood more broadly). Within the Subarea Plan process, its outputs are intended to inform future designs and design methods. It is not an exhaustive understanding, but rather a framework for gathering information and insights on an ongoing basis, like how a town architect might accumulate a rich understanding over many years. During the urban design portion of the Subarea Plan, and in future design processes to follow, feedback loops should allow insights to inform these CDF understandings, in support of an iterative approach.

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 the work of many hands.

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 AND A UNIQUE, LOCAL IDENTITY

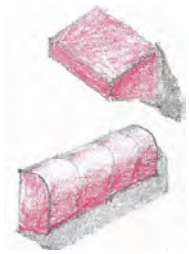
  	*'Life on life's terms' plays out in Centertown. The area is at once a walkable neighborhood and also a centrally located resource for the broader community. The unassuming, local character of the place reflects the everyday urbanism of Grand Haven, which is distinct from a 'destination Downtown'. The 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.*



Figure x. Thirty Character Defining Features, collected by Staff Members, Steering Committee Members, and Project Consultants were cataloged to help answer the question: "What gives Centertown its unique character?". On this board, features are organized, starting with landscape and public space features, transitioning to commercial features, and ending with domestic features. Sticky notes are used to flag features which might be especially useful in future designs.

Additional Examples, Observations, and Topics

Mixed Use Adaptation and "Accessory Commercial Units"

This typology showcases the ongoing presence of the gable (often as a domestic expression) within a commercial center, as well as the widespread use of the single-story commercial unit, which lends itself to small businesses, and sometimes, a live-work lifestyle. It also demonstrates versatility and adaptability over time, through an incremental development pattern and with zoning flexibility.

Info on "Accessory Commercial Units": https://www.cnu.org/publicsquare/2021/04/28/accessory-commercial-units-reintroducing-retail-neighborhoods



Small commercial unit out front, connected to domestic structure (remains largely exposed) set further back.



A trio showcasing a domestic pattern layered with a commercial pattern.



Small commercial unit out front, connected to domestic structure (largely “buried”) set further back.

Service Bays right in the Street Wall

Hard-working bays to accommodate vehicles, servicing, shipping and receiving, and other tasks are allowed to coexist with other urban activities. This may speak to the variety of activities, livelihoods, and services historically accommodated within the precinct.

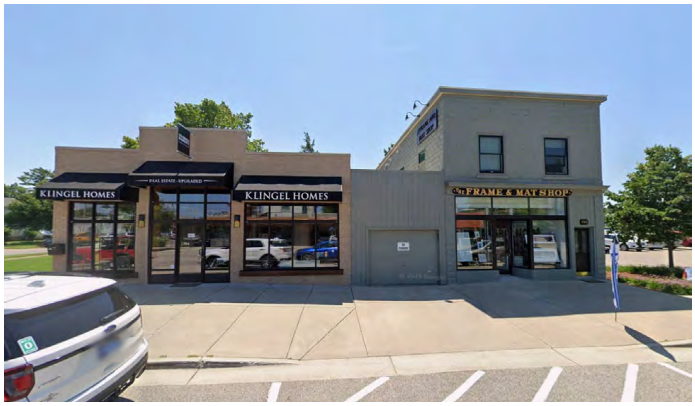
In at least two cases, the use of recessed bays provide a noteworthy variant.



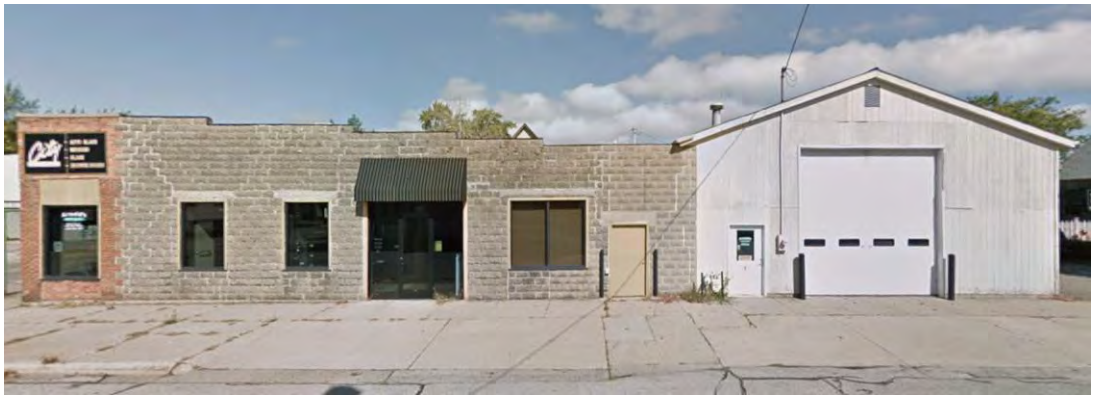
Recessed w/ door.



Recessed w/ no door.



Flush w/ door.



Flush with high bay door.

Dynamic, “Staccato” Rhythm in the Street Wall.

A casual approach to coordinating building heights (perhaps largely left to the practical considerations of each owner and business) yield a certain variety in the urban fabric, which impacts roof/parapet lines from building to building.





Prominent Frieze Boards

These wood frieze boards reside directly beneath eaves, and emphasize roof lines and gable forms within a composition. This helps to strengthen the gable's presence and impact within the town fabric, as an important language element.

Modern vinyl and aluminum siding installations often conceal historic frieze boards, softening the emphasis of the roofline and thus weakening the language of domestic architecture.





Character-Defining Feature	Location	Sketch or Photo	Style Groups (Circle all that apply)	"Mouzon Profile" (Rank 1-6, do not reuse numbers)						Frequency *Does it occur enough to be called a Pattern?*	Keywords (Circle all that apply)
				Individual	Local	Regional	National	Continental	Universal		
PROMINENT SCALED FRIEZE BOARD	MULTIPLE		Vernacular, Greek Revival, Victorian, Folk Victorian, Queen Anne, Craftsman, Prairie, Stick, Bungalow, Arts & Crafts, Tudor Revival, Carpenter Gothic, Minimal Traditional, Log Cabin, A-Frame, Modern, International, Sea Ranch, Ranch, etc. Other(s):_____					✓		High / Medium / Low	Ornament, Hierarchy, Decorum, Parti, Massing, Proportion, Structure and Tectonics, Materiality, Craftsmanship, Motif, Ethnic, Landscape, Story, Ritual, Tradition, Circulation, Development Pattern, Design for Construction, Climate Solution, Economic Solution, Other(s):_____

"Continental" is selected as the top choice because while the frieze is an element of western classicism, it is expressed here using North American carpentry. "Universal" closely follows, to acknowledge the ancient origins of the language element, and the remaining scales cascade linearly.

Vertical Bay Accents (Applied Retrofits?)





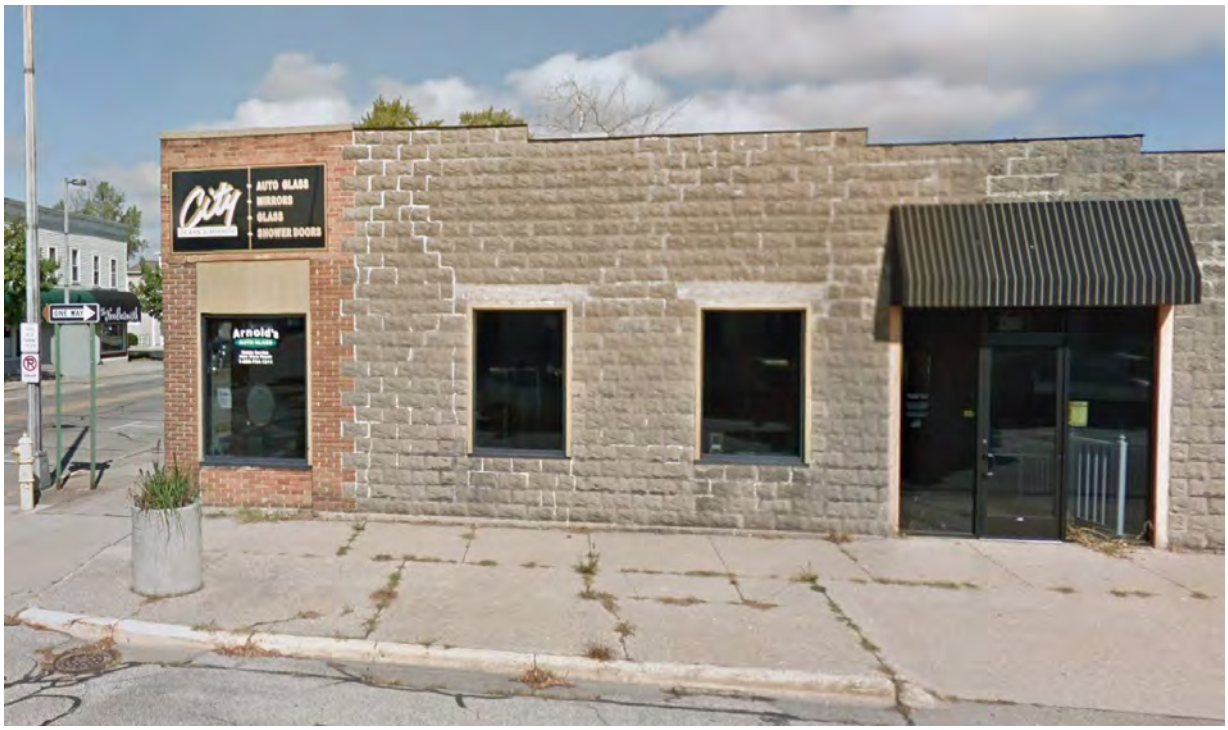
The similarities in the two properties below suggest possible “Individual Patterns” (AKA “Personal Patterns”), pertaining to the division space, execution of parking, application of tenant signage, and even the vertical bay accents.

Character-Defining Feature	Location	Sketch or Photo	Style Groups (Circle all that apply)	"Mouzon Profile" (Rank 1-6, do not reuse numbers)						Frequency *Does it occur enough to be called a Pattern?*	Keywords (Circle all that apply)
				Individual	Local	Regional	National	Continental	Universal		
Double-Hung Openings w/ Spandrel Panels	700 Fulton		Vernacular, Greek Revival, Victorian, Folk Victorian, Queen Anne, Craftsman, Prairie, Stick, Bungalow, Arts & Crafts, Tudor Revival, Carpenter Gothic, Minimal Traditional, Log Cabin, A-Frame, Modern, International, Sea Ranch, Ranch, etc. Other(s):_____							High / Medium / Low	Ornament, Hierarchy, Decorum, Parti, Massing, Proportion, Structure and Tectonics, Materiality, Craftsmanship, Motif, Ethnic, Landscape, Story, Ritual, Tradition, Circulation, Development Pattern, Design for Construction, Climate Solution, Economic Solution, Other(s):_____

Material Hierarchy from Side to Side

Material and facade compositions which presents to a primary public space transitions to a lower cost option around the corner (in these examples, brick and concrete masonry units (CMU) are woven together to carry out

the transitions). In the upper example, which is a corner building, this material transition may also help inform street hierarchy.





Commercial Parapets Applied to Small Pitched-Roof Structures



In this example at 207 N. Seventh St., a flat parapet is applied to a small structure resembling a shotgun house (notice the pitched roof behind the front wall). This simple facade element helps to more clearly define the public space's proportions and containment, while also offering a surface for high-visibility signage. It is surmounted with a modest cornice supported by decorative brackets.



Victorian Pattern Book Details





-Frieze board
-Common window crown
-Gable window with semi-octagonal form

Market Profile

Centertown Subarea

Area: 0.06 square miles

Population Summary	
2010 Total Population	266
2020 Total Population	276
2020 Group Quarters	0
2025 Total Population	294
2025 Group Quarters	0
2030 Total Population	322
2025-2030 Annual Rate	1.84%
2025 Total Daytime Population	863
Workers	726
Residents	137

Household Summary	
2010 Total Households	134
2010 Average Household Size	1.99
2020 Total Households	147
2020 Average Household Size	1.88
2025 Total Households	158
2025 Average Household Size	1.86
2030 Total Households	175
2030 Average Household Size	1.84
2025-2030 Annual Rate	2.06%
2025 Families	75
2025 Average Family Size	2.63
2030 Families	82
2030 Average Family Size	2.61
2025-2030 Growth Rate	1.8%

Median Household Income	
2025	$65,336
2030	$73,688

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Per Capita Income	
2025	$48,676
2030	$54,460

2025 Households by Income	
Household Income Base	158
<$10,000	7.0%
$10,000-14,999	2.5%
$15,000-19,999	9.5%
$20,000-24,999	3.8%
$25,000-29,999	4.4%
$30,000-34,999	5.1%
$35,000-39,999	3.2%
$40,000-44,999	1.9%
$45,000-49,999	3.2%
$50,000-59,999	5.7%
$60,000-74,999	10.1%
$75000-99999	3.2%
$100,000-124,999	10.8%
$125,000-149,999	9.5%
$150000-199999	12.7%
$200,000-249,999	3.2%
$250,000-299,999	1.9%
$300,000-399,999	1.9%
$400,000-499,999	0.6%
$500,000+	0.6%
Average Household Income	$94,733

2025 Affordability, Mortgage and Wealth	
Housing Affordability Index	55
Percent of Income for Mortgage	42.0%
Wealth Index	63

Median Home Value	
2025	$438,889
2030	$528,846

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2025 Home Value	
Total Owner Occupied Housing Units	63
<$50,000	0.0%
$50,000 - $99,999	0.0%
$100,000 - $149,999	1.6%
$150,000 - $199,999	3.2%
$200,000 - $249,999	9.5%
$250,000 - $299,999	14.3%
$300,000 - $399,999	17.5%
$400,000 - $499,999	14.3%
$500,000 - $749,999	25.4%
$750,000 - $999,999	15.9%
$1,000,000 - $1,499,999	0.0%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.0%
Average Home Value	$489,286

Housing Unit Summary	
2010 Total Housing Units	151
Owner Occupied Housing Units	41.0%
Renter Occupied Housing Units	59.0%
Vacant Housing Units	11.3%
2020 Housing Units	161
Owner Occupied Housing Units	46.9%
Renter Occupied Housing Units	53.1%
Vacant Housing Units	23.6%
2025 Housing Units	183
Owner Occupied Housing Units	39.9%
Renter Occupied Housing Units	60.1%
Vacant Housing Units	13.7%
2030 Total Housing Units	203
Owner Occupied Housing Units	43.4%
Renter Occupied Housing Units	57.1%
Vacant Housing Units	13.8%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2025 Population by Sex	
Males	147
Females	147

Median Age	
2010	34.9
2020	43.3
2025	43.6
2030	44.6

2025 Population by Age	
Total	296
0 - 4	3.4%
5 - 9	3.7%
10 - 14	5.1%
15 - 24	14.3%
25 - 34	14.3%
35 - 44	11.2%
45 - 54	12.2%
55 - 64	16.0%
65 - 74	12.6%
75 - 84	5.1%
85 +	0.7%
18 +	83.7%

2025 Population 15+ by Marital Status	
Total	259
Never Married	39.0%
Married	39.8%
Widowed	2.3%
Divorced	18.9%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2025 Pop 25+ by Educational Attainment	
Total	216
Less than 9th Grade	0.0%
9th - 12th Grade, No Diploma	0.9%
High School Graduate	16.7%
GED/Alternative Credential	3.7%
Some College, No Degree	17.6%
Associate Degree	11.6%
Bachelor's Degree	30.6%
Graduate/Professional Degree	19.0%

2020 Population by Race/Ethnicity	
Total	276
White Alone	88.0%
Black Alone	1.1%
American Indian Alone	0.7%
Asian Alone	2.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.4%
Two or More Races	1.4%
Hispanic Origin	3.6%
Diversity Index	27.4

2025 Population by Race/Ethnicity	
Total	293
White Alone	87.1%
Black Alone	1.4%
American Indian Alone	0.7%
Asian Alone	2.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.4%
Two or More Races	7.1%
Hispanic Origin	3.7%
Diversity Index	29.1

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2025 Employed Pop 16+ by Occupation	
Total	169
White Collar	60.1%
Management/Business/Financial	25.9%
Professional	11.4%
Sales	12.0%
Administrative Support	10.8%
Services	12.7%

2025 Employed Pop 16+ by Occupation	
Total	169
Blue Collar	27.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	5.7%
Installation/Maintenance/Repair	5.1%
Production	16.5%
Transportation/Material Moving	0.0%
White Collar	60.1%
Management/Business/Financial	25.9%
Professional	11.4%
Sales	12.0%
Administrative Support	10.8%
Services	12.7%

2025 Civilian Population 16+ in Labor Force	
Civilian Population 16+	169
Population 16+ Employed	93.5%
Population 16+ Unemployment rate	6.5%
Population 16-24 Employed	17.2%
Population 16-24 Unemployment rate	9.4%
Population 25-54 Employed	54.4%
Population 25-54 Unemployment rate	5.2%
Population 55-64 Employed	17%
Population 55-64 Unemployment rate	3.4%
Population 65+ Employed	5%
Population 65+ Unemployment rate	18.2%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2025 Employed Population 16+ by Industry	
Total	158
Agriculture/Mining	0.0%
Construction	8.9%
Manufacturing	31.6%
Wholesale Trade	1.3%
Retail Trade	13.3%
Transportation/Utilities	0.0%
Information	1%
Finance/Insurance/Real Estate	10.1%
Services	31.6%
Public Administration	1.3%

2025 Consumer Spending	
Apparel & Services: Total $	$328,213
Average Spent	$2,077.30
Spending Potential Index	85
Education: Total $	$236,932
Average Spent	$1,499.57
Spending Potential Index	84
Entertainment/Recreation: Total $	$533,595
Average Spent	$3,377.18
Spending Potential Index	82
Food at Home: Total $	$992,053
Average Spent	$6,278.82
Spending Potential Index	84
Food Away from Home: Total $	$537,278
Average Spent	$3,400.49
Spending Potential Index	82
Health Care: Total $	$1,003,705
Average Spent	$6,352.56
Spending Potential Index	82
HH Furnishings & Equipment: Total $	$378,722
Average Spent	$2,396.97
Spending Potential Index	82
Personal Care Products & Services: Total $	$138,924
Average Spent	$879.27
Spending Potential Index	84

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2025 Consumer Spending	
Shelter: Total $	$3,497,155
Average Spent	$22,133.89
Spending Potential Index	83
Support Payments/Gifts in Kind: Total $	$418,642
Average Spent	$2,649.63
Spending Potential Index	80
Travel: Total $	$450,305
Average Spent	$2,850.03
Spending Potential Index	79
Vehicle Maintenance & Repairs: Total $	$181,933
Average Spent	$1,151.47
Spending Potential Index	85

Top Tapestry Segment

Moderate Metros (C6):

This segment is characterized by young, suburban households with moderate incomes.

Learn more about this segment...

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Market Profile

Centertown Subarea point
600-698 Fulton Ave, Grand Haven, Michigan, 49417
Walk time bands: 0-5, 5-10, 10-15 minute radii

esri
THE SCIENCE OF WHERE

Population Summary	0 - 5 minute	5 - 10 minute	10 - 15 minute
2010 Total Population	570	1,496	1,709
2020 Total Population	610	1,590	1,755
2020 Group Quarters	2	23	24
2025 Total Population	647	1,795	1,840
2025 Group Quarters	2	22	22
2030 Total Population	701	1,881	1,901
2025-2030 Annual Rate	1.62%	0.94%	0.65%
2025 Total Daytime Population	1,723	2,625	2,869
Workers	1,422	1,777	1,964
Residents	301	848	905

Household Summary			
2010 Total Households	264	663	756
2010 Average Household Size	2.16	2.25	2.23
2020 Total Households	293	728	780
2020 Average Household Size	2.08	2.15	2.22
2025 Total Households	324	849	844
2025 Average Household Size	1.99	2.09	2.15
2030 Total Households	357	904	892
2030 Average Household Size	1.96	2.06	2.11
2025-2030 Annual Rate	1.96%	1.26%	1.11%
2025 Families	156	447	475
2025 Average Family Size	2.80	2.89	2.87
2030 Families	170	470	494
2030 Average Family Size	2.77	2.86	2.83
2025-2030 Growth Rate	1.7%	1.0%	0.8%

Median Household Income			
2025	$66,948	$67,469	$77,562
2030	$73,224	$74,804	$85,049

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Per Capita Income	0 - 5 minute	5 - 10 minute	10 - 15 minute
2025	$47,046	$44,239	$46,476
2030	$52,546	$49,310	$51,513

2025 Households by Income			
Household Income Base	324	849	844
<$10,000	7.7%	9.9%	7.7%
$10,000-14,999	2.8%	4.1%	2.1%
$15,000-19,999	8.6%	5.8%	3.8%
$20,000-24,999	3.4%	2.8%	2.5%
$25,000-29,999	4.3%	3.9%	3.5%
$30,000-34,999	4.6%	3.9%	3.3%
$35,000-39,999	3.4%	4.0%	3.5%
$40,000-44,999	1.9%	2.6%	3.2%
$45,000-49,999	3.1%	2.8%	3.0%
$50,000-59,999	5.3%	5.0%	4.0%
$60,000-74,999	9.9%	9.5%	11.5%
$75000-99999	4.0%	8.6%	13.4%
$100,000-124,999	11.1%	11.4%	7.8%
$125,000-149,999	9.3%	9.1%	11.0%
$150000-199999	12.0%	8.6%	10.3%
$200,000-249,999	3.4%	3.2%	3.9%
$250,000-299,999	2.2%	1.9%	2.1%
$300,000-399,999	1.9%	1.6%	1.9%
$400,000-499,999	0.6%	0.5%	0.5%
$500,000+	0.9%	0.8%	0.8%
Average Household Income	$94,324	$90,982	$101,054

2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	57	61	66
Percent of Income for Mortgage	40.6%	37.5%	34.8%
Wealth Index	64	68	90

Median Home Value			
2025	$434,091	$404,472	$431,126
2030	$500,000	$437,421	$464,740

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2025 Home Value	0 - 5 minute	5 - 10 minute	10 - 15 minute
Total Owner Occupied Housing Units	135	470	591
<$50,000	0.0%	0.0%	0.5%
$50,000 - $99,999	0.0%	0.6%	0.7%
$100,000 - $149,999	1.5%	1.7%	1.7%
$150,000 - $199,999	3.0%	5.3%	5.1%
$200,000 - $249,999	8.9%	12.6%	10.8%
$250,000 - $299,999	14.1%	13.0%	9.0%
$300,000 - $399,999	17.8%	15.5%	14.0%
$400,000 - $499,999	16.3%	26.2%	25.6%
$500,000 - $749,999	25.2%	18.5%	27.6%
$750,000 - $999,999	13.3%	6.2%	4.1%
$1,000,000 - $1,499,999	0.7%	0.2%	0.8%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$483,426	$421,178	$442,648

Housing Unit Summary			
2010 Total Housing Units	325	823	930
Owner Occupied Housing Units	42.4%	55.7%	65.6%
Renter Occupied Housing Units	57.6%	44.3%	34.4%
Vacant Housing Units	18.8%	19.4%	18.7%
2020 Housing Units	356	904	927
Owner Occupied Housing Units	47.8%	57.5%	71.8%
Renter Occupied Housing Units	52.2%	42.5%	28.2%
Vacant Housing Units	23.0%	20.6%	19.2%
2025 Housing Units	405	1,024	974
Owner Occupied Housing Units	41.7%	55.4%	70.0%
Renter Occupied Housing Units	58.3%	44.6%	30.0%
Vacant Housing Units	20.0%	17.1%	13.3%
2030 Total Housing Units	445	1,089	1,030
Owner Occupied Housing Units	44.5%	57.4%	71.4%
Renter Occupied Housing Units	55.5%	42.6%	28.6%
Vacant Housing Units	19.8%	17.0%	13.4%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2025 Population by Sex	0 - 5 minute	5 - 10 minute	10 - 15 minute
Males	322	866	881
Females	325	929	959

Median Age			
2010	35.2	36.4	39.5
2020	42.9	43.9	44.9
2025	43.2	44.6	46.3
2030	44.1	45.3	47.1

2025 Population by Age			
Total	648	1,796	1,841
0 - 4	3.3%	3.4%	3.8%
5 - 9	3.7%	3.8%	4.4%
10 - 14	4.8%	4.7%	5.0%
15 - 24	14.5%	13.6%	12.7%
25 - 34	14.5%	13.3%	11.7%
35 - 44	11.4%	11.6%	10.6%
45 - 54	12.1%	12.5%	13.9%
55 - 64	15.8%	14.9%	14.6%
65 - 74	12.1%	12.4%	13.7%
75 - 84	5.4%	6.9%	7.3%
85 +	0.8%	1.2%	1.8%
18 +	83.9%	84.1%	82.9%

2025 Population 15+ by Marital Status			
Total	572	1,581	1,598
Never Married	38.6%	31.1%	23.0%
Married	40.4%	49.4%	53.8%
Widowed	2.5%	4.6%	7.1%
Divorced	18.5%	14.9%	16.0%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2025 Pop 25+ by Educational Attainment	0 - 5 minute	5 - 10 minute	10 - 15 minute
Total	475	1,336	1,365
Less than 9th Grade	0.2%	0.2%	0.1%
9th - 12th Grade, No Diploma	0.8%	1.4%	1.5%
High School Graduate	17.3%	16.2%	18.6%
GED/Alternative Credential	3.6%	3.4%	3.9%
Some College, No Degree	17.3%	15.6%	16.3%
Associate Degree	10.5%	9.4%	11.9%
Bachelor's Degree	32.2%	35.4%	28.9%
Graduate/Professional Degree	18.1%	18.4%	18.8%

2020 Population by Race/Ethnicity			
Total	610	1,590	1,755
White Alone	88.4%	90.8%	91.6%
Black Alone	1.0%	0.8%	1.0%
American Indian Alone	0.7%	0.6%	0.6%
Asian Alone	1.8%	1.0%	1.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.5%	1.1%	0.8%
Two or More Races	1.5%	1.1%	0.8%
Hispanic Origin	3.6%	4.0%	3.1%
Diversity Index	26.9	23.6	20.9

2025 Population by Race/Ethnicity			
Total	648	1,794	1,840
White Alone	87.5%	89.5%	90.7%
Black Alone	1.2%	0.9%	1.2%
American Indian Alone	0.8%	0.6%	0.6%
Asian Alone	1.9%	1.2%	1.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.6%	1.2%	0.9%
Two or More Races	7.3%	6.4%	5.2%
Hispanic Origin	4.0%	4.3%	3.4%
Diversity Index	28.8	26.0	22.8

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2025 Employed Pop 16+ by Occupation	0 - 5 minute	5 - 10 minute	10 - 15 minute
Total	377	1,037	1,022
White Collar	58.5%	61.9%	70.4%
Management/Business/Financial	24.1%	22.6%	23.8%
Professional	11.1%	17.1%	24.3%
Sales	10.8%	9.0%	11.9%
Administrative Support	12.5%	13.2%	10.3%
Services	11.6%	12.5%	12.4%

2025 Employed Pop 16+ by Occupation			
Total	377	1,037	1,022
Blue Collar	29.5%	25.7%	17.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.2%
Construction/Extraction	7.4%	6.5%	3.5%
Installation/Maintenance/Repair	6.5%	5.4%	1.8%
Production	15.3%	12.6%	9.8%
Transportation/Material Moving	0.3%	1.1%	2.0%
White Collar	58.5%	61.9%	70.4%
Management/Business/Financial	24.1%	22.6%	23.8%
Professional	11.1%	17.1%	24.3%
Sales	10.8%	9.0%	11.9%
Administrative Support	12.5%	13.2%	10.3%
Services	11.6%	12.5%	12.4%

2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	377	1,037	1,022
Population 16+ Employed	93.4%	92.5%	91.8%
Population 16+ Unemployment rate	6.4%	7.5%	8.1%
Population 16-24 Employed	17.8%	16.8%	15.4%
Population 16-24 Unemployment rate	9.5%	10.3%	11.3%
Population 25-54 Employed	54.4%	53.8%	52.9%
Population 25-54 Unemployment rate	4.7%	5.4%	6.6%
Population 55-64 Employed	16%	16%	17%
Population 55-64 Unemployment rate	4.7%	4.7%	7.9%
Population 65+ Employed	5%	6%	6%
Population 65+ Unemployment rate	20.0%	21.7%	14.7%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2025 Employed Population 16+ by Industry	0 - 5 minute	5 - 10 minute	10 - 15 minute
Total	352	959	938
Agriculture/Mining	0.0%	0.0%	0.2%
Construction	9.9%	7.9%	6.1%
Manufacturing	31.8%	29.3%	24.9%
Wholesale Trade	0.8%	1.1%	1.7%
Retail Trade	11.7%	10.0%	10.7%
Transportation/Utilities	0.0%	0.4%	2.9%
Information	1%	1%	1%
Finance/Insurance/Real Estate	8.8%	6.5%	5.5%
Services	34.7%	41.9%	44.7%
Public Administration	1.7%	2.3%	2.7%

2025 Consumer Spending			
Apparel & Services: Total $	$666,043	$1,647,373	$1,761,930
Average Spent	$2,055.69	$1,940.37	$2,087.59
Spending Potential Index	84	79	85
Education: Total $	$483,199	$1,227,246	$1,333,657
Average Spent	$1,491.35	$1,445.52	$1,580.16
Spending Potential Index	84	81	89
Entertainment/Recreation: Total $	$1,086,590	$2,769,894	$3,057,613
Average Spent	$3,353.67	$3,262.54	$3,622.76
Spending Potential Index	82	79	88
Food at Home: Total $	$2,015,414	$5,029,323	$5,405,344
Average Spent	$6,220.41	$5,923.82	$6,404.44
Spending Potential Index	84	80	86
Food Away from Home: Total $	$1,091,856	$2,722,842	$2,945,115
Average Spent	$3,369.93	$3,207.12	$3,489.47
Spending Potential Index	82	78	85
Health Care: Total $	$2,044,141	$5,245,370	$5,835,267
Average Spent	$6,309.08	$6,178.29	$6,913.82
Spending Potential Index	82	80	89
HH Furnishings & Equipment: Total $	$770,280	$1,947,918	$2,153,801
Average Spent	$2,377.41	$2,294.37	$2,551.90
Spending Potential Index	82	79	88
Personal Care Products & Services: Total $	$282,340	$705,571	$767,178
Average Spent	$871.42	$831.06	$908.98
Spending Potential Index	83	79	87

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2025 Consumer Spending	0 - 5 minute	5 - 10 minute	10 - 15 minute
Shelter: Total $	$7,118,435	$17,833,191	$19,401,022
Average Spent	$21,970.48	$21,004.94	$22,986.99
Spending Potential Index	83	79	86
Support Payments/Gifts in Kind: Total $	$855,834	$2,209,294	$2,510,329
Average Spent	$2,641.46	$2,602.23	$2,974.32
Spending Potential Index	80	79	90
Travel: Total $	$918,082	$2,355,820	$2,668,968
Average Spent	$2,833.59	$2,774.82	$3,162.28
Spending Potential Index	79	77	88
Vehicle Maintenance & Repairs: Total $	$369,998	$928,778	$1,003,160
Average Spent	$1,141.97	$1,093.97	$1,188.58
Spending Potential Index	85	81	88

Top Tapestry Segment

0 - 5 minute

Moderate Metros (C6):

This segment is characterized by young, suburban households with moderate incomes.

Learn more about this segment...

5 - 10 minute

Moderate Metros (C6):

This segment is characterized by young, suburban households with moderate incomes.

Learn more about this segment...

10 - 15 minute

Burbs and Beyond (K8):

This segment is characterized by affluent, aging population in the scenic West.

Learn more about this segment...

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Retail Demand by Industry

Centertown Subarea

Area: 0.06 square miles

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	83	$25,433.04	$4,018,421
44-45	Retail Trade	84	$21,580.28	$3,409,684
722	Food Services & Drinking Places	82	$3,852.77	$608,737

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	81	$2,604.75	$411,550
4411	Automobile Dealers	81	$2,251.16	$355,684
4412	Other Motor Vehicle Dealers	70	$154.06	$24,342
4413	Auto Parts, Accessories & Tire Stores	84	$199.52	$31,524
442	Furniture and Home Furnishings Stores	82	$815.66	$128,874
4421	Furniture Stores	84	$539.31	$85,211
4422	Home Furnishings Stores	79	$276.35	$43,663
443, 4431	Electronics and Appliance Stores	87	$248.91	$39,328
444	Bldg Material & Garden Equipment & Supplies Dealers	77	$1,068.37	$168,803
4441	Building Material and Supplies Dealers	77	$961.60	$151,933
4442	Lawn and Garden Equipment and Supplies Stores	79	$106.77	$16,870
445	Food and Beverage Stores	85	$4,819.99	$761,558
4451	Grocery Stores	85	$4,519.59	$714,096
4452	Specialty Food Stores	84	$151.24	$23,896
4453	Beer, Wine, and Liquor Stores	82	$149.15	$23,566
446, 4461	Health and Personal Care Stores	85	$701.49	$110,835
447, 4471	Gasoline Stations	85	$3,246.92	$513,013
448	Clothing and Clothing Accessories Stores	86	$1,084.54	$171,358
4481	Clothing Stores	86	$856.63	$135,347
4482	Shoe Stores	85	$210.93	$33,327
4483	Jewelry, Luggage, and Leather Goods Stores	83	$16.99	$2,684
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	84	$389.06	$61,471
4511	Sporting Goods, Hobby, and Musical Inst Stores	83	$305.98	$48,345
4512	Book Stores and News Dealers	87	$83.07	$13,125
452	General Merchandise Stores	85	$3,752.64	$592,917
4522	Department Stores	85	$339.21	$53,595
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	85	$3,413.43	$539,322

Source: Esri 2025/2030 Consumer Spending databases are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

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NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	82	$516.61	$81,625
4531	Florists	78	$22.54	$3,562
4532	Office Supplies, Stationery, and Gift Stores	84	$83.92	$13,259
4533	Used Merchandise Stores	79	$69.75	$11,021
4539	Other Miscellaneous Store Retailers	83	$340.39	$53,782
454	Nonstore Retailers	84	$2,331.35	$368,353
4541	Electronic Shopping and Mail-Order Houses	84	$2,006.72	$317,062
4542	Vending Machine Operators	87	$39.97	$6,315
4543	Direct Selling Establishments	79	$284.66	$44,976
722	Food Services & Drinking Places	82	$3,852.77	$608,737
7223	Special Food Services	82	$13.99	$2,211
7224	Drinking Places (Alcoholic Beverages)	82	$99.94	$15,791
7225	Restaurants and Other Eating Places	82	$3,738.82	$590,734

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri 2025/2030 Consumer Spending databases are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

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City of Grand Haven
Department of Public Works
616-847-3493

MEMORANDUM

TO: Ashley Latsch- City Manager

CC: Dana Kollewehr- Assistant City Manager

FROM: Brian Jarosz- Waterfront and Events Manager

DATE: 10/06/2026

SUBJECT: New Event for City Council - Grand Armory- Food Truck

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A Special Event Application has been submitted for City Council. Please Review.

Grand Armory Brewing has submitted a Special Event Application to place a food truck in the parking spaces in front of their building for the period of October 22nd to December 31st 2026.

They are requesting a closure of the 2 parking spots in front of their building to accommodate the food truck, 24 hours a day.

Grand Armory will be searching for a new food vending partner for inside and has teamed up with Arturos Tacos, Pizza Plug and Famous Scottdogs on a rotating basis.

If Grand Armory is able to find a new food partner before December 31st, they would stop the food truck service once the new vendor is operational.

Board or Commission Recommendation- Staff Review

Staff Review Date- 10/06/2026

DATES: 10/22/2026 - 12/31/2026
SET UP TIME: 6:00 am 10/22/2026
START TIME: 12:00 pm 10/22/2026
END TIME: 10:00pm 12/31/2026
TEAR DOWN TIME: 11:00pm 12/31/2026

PUBLIC SPACES REQUESTED
2 Parking Spaces
PUBLIC SERVICES REQUESTED

OFFICE USE ONLY

UPDATED INFO

-BT

CITY OF GRAND HAVEN
RECURRING SPECIAL EVENT APPLICATION

A special event application is required for any event on City property or using City services. The application and fees are due by **March 1st** for events held between May and August and **90+ days** before events occurring from September through April.

Completed applications and fees may be turned in to the Department of Public Works in person at 1120 Jackson Street, Grand Haven, MI 49417, and by mail, 519 Washington Ave. Grand Haven, MI 49417. Questions may be directed to 616-847-3493 or specialevents@grandhaven.org.

EVENT SUMMARY

EVENT NAME: Grand Armory Brewing Food Truck

EVENT DATE(S): ~~10/5/2026 - 12/31/2026~~ 10/22/26 - 12/31/26

START TIME:	END TIME:	SET UP TIME:	TEAR DOWN COMPLETED BY:
12pm	10pm	~~10am~~ 6:00AM	11pm

EVENT LOCATION(S): 17 S 2nd St Grand Haven MI 49417

Is this a recurring event in the City of Grand Haven? ☐ No ☑ Yes

If no, please complete full special event application

APPLICANT INFORMATION

ORGANIZATION NAME: Grand Armory Brewing

ORGANIZATION ADDRESS: 17 S 2nd St Grand Haven MI 49417

RESPONSIBLE PARTY NAME: Ben Tabor

RESPONSIBLE PARTY ADDRESS: 10 Elizabeth Ave Grand Haven MI 49417

APPLICANT PHONE: _____ EMAIL: _____

EVENT DAY CONTACT (NAME/CELL PHONE): Ben Tabor, 310-704-2581

Representative must be on site and available during entire event.

EVENT DETAILS & LOGISTICS

All event requests require a current to-scale map of the event site, setup, requested road closures, parking spaces, etc., to be submitted to the best of your knowledge at the time of application. For runs, walks, and parades, Public Safety reserves the right to amend route requests based on safety and staff requirements.

Provide a description of your event and outline any changes from the previous year.

Grand Armory Brewing is requesting usage of 2nd St. parking spots directly in front of the Armory building for a temporary food truck.

No changes from the previous year.

Will there be food trucks/concessions?	☐ No	☑ Yes	Inspections and permits required.
Will there be tents over 400 sq. feet?	☑ No	☐ Yes	Inspection and permit required.
Will alcohol be served at the event?	☑ No	☐ Yes	Separate license required through MLCC.

EVENT DETAILS & LOGISTICS CONTINUED

Department of Public Works Services (Check all that apply)

- ☐ Banner, $125-$350
- ☐ Barricades, $3-$15/each (# and type determined by Public Safety)
- ☐ Cardboard Trash Container/Liners, $13/each
- ☐ Electric, $200 plus usage
- ☐ Park Rental, fees vary by park
- ☐ Portable Mobile Stage (Showmobile), $500-$1025
- ☐ Sanitation (Grey Water/Grease)
- ☐ Stadium Fencing, $800-$4400
- ☐ Street Closures, $150
- ☐ Sound System, $100
- ☐ Water, $100 plus usage

Additional incidental fees apply based on applicant requests. Parks/Facilities/Street rental fee will apply

LIABILITY INSURANCE

Liability insurance naming the City of Grand Haven as additional insured is required for all events.

SPECIAL EVENT FEES

Submit the special event and park application fees with completed application. Application fees are due at the time a completed application is submitted. A cost estimate of event fees will be provided upon staff review of application. See current fee schedule for additional fees and current rates.

To Be Completed by Applicant

- ☑ Resident/Non-Profit Application Fee, $100
- ☐ Non-Resident/Profit Application Fee, $150
- ☐ Park Permit Application Fee, $35
- ☐ Duncan Park Application Fee, $25

City of Grand Haven Resident and Non Profit Discount

- Residents & Non Profits located within the City of Grand Haven (COGH) are eligible for up to $500 in discounted fees.
- Non-Profits located outside the COGH are eligible for up to $250 in discounted fees.
- Discounts only apply to facility, park and public space rental fees (not incidental costs).
- Discounts are subject to approval and current special event policy.

I am requesting the maximum allowable discount (Initial Here): _____

REQUIREMENTS OF THE SPECIAL EVENT

- Applicant will comply with all rules and regulations of the City of Grand Haven Special Event Policy.
- Applicant shall comply with all City of Grand Haven Ordinances.
- The applicant organization will hold the City of Grand Haven harmless from all claims.
- Event grounds will be left clean and free of litter. Failure of the applicant to satisfactorily clean the site may result in the City cleaning the site and billing the applicant for its services.
- The City reserves the right to deny changes to the application once final approval is given.
- Failure to provide any requested information promptly or providing false information may result in denial or revocation of the Special Event Permit.

Failure to comply with any requirements of the Special Event Permit may result in the forfeiture of your deposit, immediate event suspension, and the denial of future event requests.

With my signature, I certify that I have read and agree to the City of Grand Haven Special Events Policy and all items listed in this application. I agree to abide by all applicable ordinances and regulations.

Ben Tabor — 10/2/2026

Signature **Date**

CITY OF GRAND HAVEN
519 Washington Ave
Grand Haven, MI 49417
Phone: (616) 847-4888

TO: Mayor, and City Council

FROM: Ashley Latsch, City Manager

DATE: 10/13/26

SUBJECT: DPS Building RFP

Following the successful passage of the Public Safety millage in 2025, the City is prepared to take the next step toward the renovation and modernization of its Public Safety facility. With millage revenues now being received, staff has conducted preliminary financial due diligence, including evaluating potential bonding options, anticipated debt service payments, and the alignment of those obligations with projected millage revenues. This work has provided a foundation for advancing the project in a financially responsible manner.

The existing Public Safety facility has served the community for many years; however, evolving emergency response standards, operational demands, technology requirements, and employee safety considerations have highlighted the need for significant improvements. The proposed project will focus on modernizing and expanding the facility to better accommodate current operations while planning for the community's long-term public safety needs.
The anticipated scope includes expanded administrative and training spaces, improvements to apparatus bays, dedicated firefighter decontamination facilities, enhanced evidence and records storage, modernized dispatch and technology infrastructure, and upgraded employee wellness and support areas. Additional priorities include improvements to building security, ventilation, energy efficiency, and overall operational functionality. The project also contemplates construction of a new, approximately 3,300-square-foot, temperature-controlled garage to accommodate additional vehicle storage and operational needs.

At this stage, the City is requesting authorization to release a Request for Proposals (RFP) for professional architectural and engineering services to assist with evaluating existing conditions, refining the project scope, developing conceptual designs, and preparing preliminary cost estimates. These services will be instrumental in establishing a comprehensive project plan, confirming financial feasibility, and positioning the City for future decisions regarding project design, financing, and construction.

Staff are excited to advance this important investment in the community's public safety infrastructure. The successful millage demonstrates the community's commitment to supporting its public safety personnel and ensuring they have the facilities and resources necessary to serve effectively. We look forward to moving this project forward thoughtfully, responsibly, and in a manner that delivers lasting value to residents.

Staff recommend that City Council authorize the release of a Request for Proposals for architectural and engineering services associated with the proposed Public Safety facility renovation, expansion, and related improvements.

CITY OF GRAND HAVEN
REQUEST FOR PROPOSALS (RFP)

Architectural & Engineering Services

Public Safety Building Expansion and Renovation

Issue Date: October 20, 2026

Proposal Due: December 1, 2026

Estimated Construction Budget: $11,000,000

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1. Invitation to Submit Proposals

The City of Grand Haven invites qualified architectural and engineering firms to submit proposals for comprehensive professional services to evaluate, program, design, bid, and administer the expansion and renovation of the City's Public Safety building. The City seeks an experienced municipal public safety design team capable of delivering a resilient, efficient, and future-ready facility.

2. Project Schedule

Issue Date: October 20, 2026

Pre-Proposal Meeting: November 3, 2026

Questions Due: November 10, 2026

Proposal Due: December 1, 2026

Interviews: December 8–9, 2026 (If necessary)

Selection: December 21, 2026

3. Statement of Purpose

The project will evaluate the existing facility, identify operational deficiencies, and develop a phased renovation and expansion plan to support Police, Fire, Emergency Operations, and community needs over the next 30-50 years.

4. About the City

The City of Grand Haven is a full-service municipal corporation located in western Michigan along the eastern shoreline of Lake Michigan at the mouth of the Grand River. As the county seat of Ottawa County, Grand Haven serves as the governmental, commercial, recreational, and cultural center for the surrounding region.

Known nationally as "Coast Guard City, USA," Grand Haven combines a vibrant waterfront, historic downtown, nationally recognized beaches, extensive park system, and strong neighborhoods with a growing economy centered on manufacturing, tourism, healthcare, and professional services. The City experiences significant seasonal population increases due to tourism, festivals, recreational boating, and special events, creating public safety demands that far exceed its resident population.

Governance

The City operates under the Council-Manager form of government. The elected City Council establishes policy and strategic direction while appointing the City Manager, who serves as the City's chief administrative officer responsible for daily municipal operations and implementation of Council policy.

The City provides a comprehensive range of municipal services including:

- Police, Fire, and EMS
- Public Works (water and wastewater distribution lines, streets, infrastructure, parks, facilities)
- Water and Wastewater Utilities Operations
- Planning and Community Development
- Harbor Operations
- Building Inspections and Code Enforcement
- Economic Development
- Central Park Place (Community Center)
- Airport Operations

The City's commitment to fiscal responsibility, high-quality public services, and strategic investment has resulted in significant public and private investment throughout the community over the past decade.

Community Demographics

The City has a permanent population of approximately 11,000 residents, while serving a substantially larger daytime and seasonal population.

Key demographic characteristics include:

- Population: approximately 11,000
- Land Area: approximately 5.8 square miles
- Total Service Area: approximately 7.4 square miles, including waterways
- County Seat of Ottawa County
- Median age higher than state averages
- Highly educated workforce
- Strong owner-occupied residential neighborhoods
- Diverse employment base including manufacturing, healthcare, tourism, retail, and professional services

During the summer months, visitor populations increase dramatically due to beaches, marinas, boating, festivals, and waterfront events, significantly increasing service demands placed upon municipal infrastructure and emergency response systems.

Community Growth and Development

Grand Haven has experienced sustained investment and redevelopment while maintaining its historic character and quality of life.

Major community trends include:

- Continued downtown mixed-use redevelopment
- Expansion of waterfront commercial activity
- Increased residential development
- Growth in tourism and visitor activity
- Redevelopment and clean-up of former industrial properties
- Housing investment and neighborhood revitalization
- Expansion of recreational amenities
- Continued investment in public infrastructure
- Increased regional employment opportunities

The City continues to implement its Master Plan through strategic infrastructure improvements, economic development initiatives, housing investments, and redevelopment projects designed to strengthen both the local economy and quality of life.

Grand Haven Department of Public Safety

The City operates one of Michigan's longstanding integrated Public Safety Departments, utilizing a cross-trained public safety model adopted in 1994.

Unlike traditional municipal departments where police, fire, and EMS function independently, Grand Haven Public Safety Officers are trained and certified to provide:

- Law Enforcement
- Fire Suppression
- Emergency Medical Response
- Rescue Operations
- Community Risk Reduction
- Emergency Management

This integrated approach enables efficient deployment of personnel and equipment while providing comprehensive emergency services through a unified organizational structure.

Public Safety Service Area

The Department provides primary emergency services throughout the City of Grand Haven, including:

- Residential neighborhoods
- Historic downtown
- Commercial corridors
- Industrial areas
- Municipal facilities
- Waterfront districts
- Grand River shoreline
- Lake Michigan shoreline
- Marinas

- Harbor facilities
- Public beaches
- Parks and recreation areas
- Airport facilities

The department also responds to:

- Marine emergencies
- Hazardous materials incidents
- Water rescue operations
- Mutual aid requests
- Regional emergency incidents

Seasonal population fluctuations substantially increase emergency call volumes, requiring flexible staffing and operational readiness throughout the year.

Public Safety Mission

Mission: To protect the community through professional police, fire, and emergency medical services while enhancing the quality of life for everyone who lives, works, and visits the City of Grand Haven.

Vision: To be recognized as a trusted, innovative, community-driven public safety organization that ensures safety, fosters resilience, and strengthens partnerships for future generations.

Public Safety Facility Needs

The existing Public Safety facility has served the community for many years; however, shifting service demands, evolving emergency response standards, safety standards, technology requirements, and workforce needs have underscored the need for expansion and modernization.

Key planning considerations include:

- Expanded administrative space; private, open offices and conference rooms.
- New modernized office furniture in office spaces.
- Modern emergency operations capabilities and flow.
- Enhanced training facilities that allow space for hands-on training.
    - Provide an upgraded training room with modern audiovisual technology to support staff trainings, meetings, presentations, and community engagement. The space should comfortably accommodate a minimum of 75 people.
- Updated and expanded apparatus bays and equipment storage.
    - Current Apparatus Bay Measurements:
        - Interior (from wall to wall) 60'x62' = 3720 sq. ft.
        - Indents 2 (46'x3') = 276 sq. ft.
        - Total = 3996 sq. ft.

        - **Note**: Each individual truck bay is 50'x14' (700 sq. ft.) with 5' of overhang beneath the roof onto the apron, and 1' spacing between bays.
    - Preferred Measurements for an Expanded Apparatus Bay:
        - Increase the length of each apparatus bay by extending the building footprint and eliminating the existing front overhang.
        - Add one additional apparatus bay stall to increase overall capacity.
        - Target a total apparatus bay area exceeding 4,500 square feet.
- Dedicated Firefighter Decontamination Area: Provide a designated decontamination area specifically designed for firefighters and emergency personnel exposed to smoke, soot, carcinogens, and other hazardous contaminants.
    - Negative Pressure Environment: Incorporate a negative-pressure system to help prevent contaminated air from migrating into clean areas of the Public Safety facility.
    - Separation of Clean and Contaminated Areas: Establish a clearly defined separation between “dirty” and “clean” areas to minimize cross-contamination and protect the health and safety of building occupants.
    - Contaminated PPE and Equipment Management: Provide a controlled space for personnel to remove, handle, and manage contaminated personal protective equipment (PPE) and firefighting equipment following emergency operations.
    - On-Site Decontamination Amenities: Evaluate the inclusion of a steam shower or other appropriate decontamination systems to allow personnel to begin the decontamination process immediately upon returning from an incident.
    - Dedicated Fire Gear Storage: Provide designated storage for firefighting gear, incorporating modern locker systems designed to support proper equipment organization, separation, and contamination control.
- Evidence and Records Management: Provide expanded and improved evidence and records storage and management areas to accommodate current and future operational needs.
    - Interior Evidence Storage: Provide a dedicated interior evidence storage room with minimum dimensions of 40 feet by 40 feet (1,600 square feet).
    - Functional Design: Ensure the layout supports secure storage, efficient organization, controlled access, and appropriate evidence handling procedures.
- Expanded Employee Wellness and Support Facilities: Provide enhanced employee wellness amenities, including a fitness room, dedicated mental health/wellness room, and outdoor seating area.
- Improved Locker Rooms and Support Spaces: Expand and modernize locker rooms, restroom facilities, and bunk rooms (2) to accommodate current staffing levels and anticipated future agency growth.
    - Facility Layout and Circulation: Improve the flow and accessibility between locker rooms, the fitness room, and the apparatus bay to support efficient daily operations and emergency response readiness.
    - Private Shower Facilities: Provide individual shower stalls designed to ensure privacy and accommodate personnel needs.
    - Restroom Facilities: Provide adequate restroom capacity, including multiple sinks and toilet stalls, to support current and projected staffing levels.
    - Ventilation and Indoor Air Quality: Incorporate appropriate ventilation systems to maintain air quality, control moisture, and promote occupant comfort.

    - Individual Storage and Seating: Provide larger individual lockers with integrated or adjacent seating and sufficient space to securely store uniforms, personal belongings, and required personnel equipment.
    - Incorporate the facility paging and alerting system into each bunk room to ensure personnel receive emergency notifications promptly.
- Modern Dispatch and Technology Infrastructure: Upgrade dispatch systems and technology infrastructure to support reliable communications, efficient operations, and current and future public safety needs.
- Commercial-Grade Kitchen and Dining Facilities: Provide a commercial-grade kitchen designed for continuous, 24/7 public safety operations, featuring a large central island, adequate counter space, storage and refrigeration, and durable, commercial-grade appliances and finishes. The layout should support safe, efficient meal preparation by multiple personnel simultaneously and include a dining and break area with seating for a minimum of 15 personnel.
- Shooting Range Improvements: Upgrade the shooting range backstop, ventilation system, and associated equipment to improve safety, functionality, and overall performance.
- Building Security, Infrastructure, and Resiliency: Improve facility security through enhanced access control, including key card entry systems, and address necessary remediation and ventilation improvements.
- Incorporate energy-efficient, low-maintenance building systems and resilient design features to support long-term performance and operational continuity.
- New Garage Construction: Design a new, approximately 3,300-square-foot, temperature-controlled garage utilizing high-quality, durable, low-maintenance building materials, including steel, brick, or brick veneer, to ensure long-term functionality and aesthetic appeal. The proposed structure shall accommodate a minimum of ten (10) interior vehicle parking spaces and include two (2) overhead garage doors, one (1) personnel entry door, and one (1) interior restroom. The scope shall include all necessary site preparation, foundations, utilities, mechanical, electrical, plumbing, HVAC, and associated improvements required to deliver a fully operational facility in compliance with applicable building codes and regulations.

The City's goal is to develop a facility that supports integrated police, fire, and EMS operations while providing efficient, resilient, and adaptable space that will serve the community for decades to come.

5. Existing Public Safety Facility

Existing Building is as described in **Exhibit A.**

It is expected that the facility will remain operational throughout design and construction; phasing is expected to minimize disruption.

6. Project Goals and Objectives

The City of Grand Haven seeks to create a modern, resilient, and highly functional Public Safety facility that supports the evolving operational needs of its Police and Fire divisions while enhancing service delivery to the community. Through this project, the City intends to:

- Improve operational efficiency
- Strengthen emergency preparedness

- Enhance employee wellness and safety
- Modernize evidence, investigations, training, and emergency operations
- Improve resiliency, security, sustainability, accessibility, and long-term flexibility
- Provide flexible spaces that accommodate future staffing growth

The selected architectural and engineering team will be expected to work collaboratively with City staff to develop innovative, cost-effective solutions that balance functionality, sustainability, security, and long-term stewardship of public resources. These goals and objectives are intended to guide the planning, design, and implementation of the project and establish the framework for a facility that will serve the City and its residents for decades to come.

7. Project Scope

The selected consultant shall prepare a complete assessment and master plan for expansion and renovation of the existing Public Safety building, associated site improvements, parking, utilities, circulation, ventilation, dispatch and technology equipment, and future expansion opportunities.

8. Scope of Professional Services

The City of Grand Haven anticipates completing this project through a phased approach to ensure thoughtful planning, informed decision-making, and successful implementation. Each phase is intended to build upon the previous phase, allowing the City to validate project goals, refine facility programming, confirm project costs, and maintain flexibility as the project advances. Respondents should clearly identify how they will execute each phase, the anticipated deliverables, and the approach they will use to maintain schedule, budget, and effective communication throughout the duration of the project. The City reserves the right to modify the scope, sequencing, or timing of future phases based on project needs, available funding, and City Council direction.

Phase 1 – Existing Conditions & Programming

- Building assessment
- Staff interviews/workshops
- Space programming
- Operational workflow analysis
- Existing systems evaluation
- Site analysis
- Concept alternatives
- Renderings
- Opinion of probable construction cost

Phase 2 – Schematic Design

- Preferred concept
- Floor plans
- Site plan
- Exterior concepts

- Updated cost estimate

Phase 3 – Design Development

- Architectural
- Civil
- Structural
- Mechanical
- Electrical
- Plumbing
- Fire Protection
- Security
- AV/IT
- Furniture and fixtures coordination

Phase 4 – Construction Documents

Complete permit-ready drawings and specifications.

Phase 5 – Bidding

Respond to RFIs, prepare addenda, evaluate bids, recommendation of award.

Phase 6 – Construction Administration

Submittals, site visits, pay applications, change orders, punch list, closeout.

9. Deliverables

The City of Grand Haven expects the selected consultant to provide comprehensive, high-quality deliverables that support informed decision-making throughout each phase of the project. Deliverables should clearly communicate project progress, design intent, technical recommendations, and cost implications while serving as effective tools for City staff, elected officials, stakeholders, and the public. Unless otherwise approved by the City, all deliverables shall be provided in both electronic and editable formats and shall meet all applicable professional standards. The consultant should identify any additional deliverables that they believe would enhance the project's overall success.

Anticipated deliverables include a programming report, schematic plans, renderings, cost estimates for each design phase, permit drawings, bid documents, construction administration reports, and record drawings.

10. Sustainability & Resiliency

The City of Grand Haven is committed to investing in public facilities that are durable, efficient, and fiscally responsible throughout their entire lifecycle. The Public Safety building expansion and renovation should incorporate sustainable design principles that reduce long-term operating and

maintenance costs, improve occupant health and wellness, enhance environmental performance, and increase the facility's resilience to future challenges.

The City encourages innovative, practical, and cost-effective solutions that balance initial construction costs with long-term value, recognizing that sustainability encompasses not only environmental stewardship but also operational efficiency, adaptability, and responsible management of public resources. Respondents should describe how sustainability principles will be integrated into the project's planning, design, material selection, and building systems.

11. Public Engagement

The City of Grand Haven recognizes that the Public Safety building is a critical community asset and that meaningful public engagement is an important component of the planning and design process. The selected consultant will be expected to support the City in communicating the project's purpose, goals, progress, and design concepts to City Council, staff, stakeholders, and the public in a clear, transparent, and accessible manner. Public engagement activities should foster understanding, encourage constructive feedback, and build community confidence in the project while respecting the operational and security requirements of a public safety facility.

The consultant should demonstrate experience facilitating public meetings, preparing high-quality visual materials, and effectively communicating complex technical information to diverse audiences. The City anticipates a collaborative engagement process that informs decision-making while maintaining the project schedule and budget.

The selected consultant is expected to participate in stakeholder meetings, City Council presentations, and public open houses, and to provide graphics suitable for public communication.

12. Proposal Requirements

To facilitate a thorough and equitable evaluation, firms shall submit a complete Statement of Qualifications and Proposal that addresses each item outlined below. Proposals should be organized in the order presented and clearly identify each section. The City reserves the right to request additional information or clarification from any respondent during the evaluation process.

A. Cover Letter

Provide a cover letter signed by an individual authorized to bind the firm contractually. The letter should include:

- Name and address of the firm
- Primary contact person and contact information
- Statement of the firm's understanding of the project
- Confirmation of the firm's ability to perform the requested services
- Statement committing the firm's key personnel to the project
- Acknowledgment of any addenda issued
- Signature of an authorized representative

B. Firm Qualifications

Provide a general overview of the firm including:

- Years in business
- Office locations
- Size of the firm
- Areas of professional expertise
- Michigan licensing and registrations
- Description of in-house disciplines
- Experience providing services to municipalities
- Experience with occupied public safety facilities

C. Project Team

Identify the proposed project team members, including (if relevant):

- Project Manager
- Principal-in-Charge
- Lead Architect
- Civil Engineer
- Structural Engineer
- Mechanical Engineer
- Electrical Engineer
- Fire Protection Engineer
- Technology/Security Consultant
- Interior Designer
- Landscape Architect
- Cost Estimator
- Construction Administrator

For each team member provide:

- Resume
- Years of experience
- Professional registrations
- Relevant project experience
- Anticipated project responsibilities
- Estimated level of involvement

Identify any subconsultants and clearly define their role.

D. Relevant Project Experience

Provide descriptions of at least five (5) projects completed within the past ten years that are similar in size, complexity, and scope.

Preference will be given to projects involving:

- Combined police and fire facilities
- Public safety renovations
- Occupied building renovations
- Municipal facilities
- Public safety campus planning
- Facility expansions
- Emergency Operations Centers
- Public engagement processes

For each project, include:

- Owner
- Project location
- Construction cost
- Completion date
- Building size
- Services provided
- Reference information
- Photographs or renderings
- Description of unique challenges and solutions

E. Project Understanding

Provide a narrative demonstrating the firm's understanding of the City's objectives including:

- Existing facility challenges
- Operational considerations
- Maintaining operations during construction
- Opportunities for expansion
- Long-term flexibility
- Public safety best practices
- Security considerations
- Community expectations

Respondents are encouraged to identify opportunities and challenges to consider during planning and design.

F. Project Approach and Methodology

Describe the firm's approach to completing the project including:

Phase 1

- Existing conditions assessment
- Facility evaluation
- Stakeholder interviews
- Programming

- Space needs analysis
- Concept alternatives
- Public engagement
- Preliminary cost estimating

Phase 2
- Schematic Design
- Design Development
- Construction Documents
- Permitting

Phase 3
- Bidding assistance
- Construction Administration
- Project closeout

Include quality control procedures, internal review processes, and methods for managing scope, schedule, and budget.

G. Schedule
Provide a proposed project schedule that includes:
- Major milestones
- Design phases
- Public meetings
- Cost estimate updates
- Council presentations
- Bid period
- Construction administration

Discuss the firm's ability to meet the City's anticipated timeline.

H. Public Engagement Strategy
Describe the firm's experience facilitating public engagement, including:
- Community meetings
- City Council presentations
- Stakeholder workshops
- Interactive design sessions
- Public open houses

Describe the tools and graphics used to communicate complex design concepts to non-technical audiences.

I. Sustainability and Resiliency
Describe how the firm incorporates sustainable and resilient design principles, including:
- Energy efficiency
- Low-maintenance materials
- Renewable energy readiness

- Water conservation
- Stormwater management
- Emergency preparedness
- Climate resiliency
- Healthy building design

J. Technology and Innovation

Describe how technology will be incorporated into the project, including:

- Building Information Modeling (BIM)
- 3D visualization
- Digital collaboration platforms
- Building automation
- Security systems integration
- Future technology adaptability

K. Cost Control and Value Engineering

Describe the firm's process for:

- Developing project budgets
- Cost estimating
- Value engineering
- Life-cycle cost analysis
- Identifying cost-saving opportunities
- Managing project scope

Include examples of how the firm has successfully maintained project budgets on comparable projects.

L. References

Provide a minimum of five (5) client references from similar projects completed within the last ten years. Include:

- Organization
- Contact person
- Title
- Phone
- Email
- Project description

M. Fee Proposal

Provide a detailed fee proposal that includes:

- Lump sum fee by project phase
- Hourly billing rates
- Reimbursable expenses
- Subconsultant costs
- Additional services
- Optional services
- Assumptions
- Exclusions

Fees should clearly identify costs associated with each phase of work.

N. Additional Value-Added Services

Identify any additional services or expertise the firm believes would benefit the City, such as:

- Facility master planning
- Asset management planning
- Space utilization studies
- Capital improvement planning
- Grant assistance
- Commissioning
- LEED or sustainable design consulting
- Public communications support
- Drone mapping
- Building performance modeling

O. Required Forms and Certifications

Include the following:

- Authorized Signature Form
- Conflict of Interest Disclosure
- Non-Collusion Affidavit
- Insurance Certification
- Proof of Professional Licensure
- Acknowledgment of Addenda
- Litigation Disclosure
- Statement of Financial Stability
- Any additional forms required by the City

13. Evaluation Criteria

The City of Grand Haven will evaluate proposals using a qualifications-based selection process designed to identify the firm best suited to successfully deliver the project. Proposals will be reviewed by an evaluation committee based on demonstrated experience, technical expertise, project understanding, proposed approach, and overall ability to meet the City's objectives. While cost is an important consideration, the City places significant value on relevant public safety facility experience, the qualifications of the proposed project team, and the firm's ability to provide innovative, collaborative, and cost-effective solutions. The City reserves the right to request interviews, seek clarification of proposals, negotiate with the highest-ranked respondent, and consider any other factors determined to be in the best interest of the City.

14. Selection Process

The City of Grand Haven intends to conduct a fair, transparent, and competitive selection process to identify the firm best qualified to provide architectural and engineering services for the Public Safety Building Expansion and Renovation Project. The selection process is intended to evaluate each respondent's experience, technical expertise, understanding of the project, and ability to partner successfully with the City to deliver a high-quality project.

The City reserves the right to modify the selection process as it deems it to be in its best interest and may waive informalities, request additional information, conduct interviews, or negotiate with one or more respondents at any stage of the process.

The anticipated selection process is as follows:

Proposal Submission: All proposals shall be submitted in accordance with the requirements and deadlines identified in this RFP. Late submissions may not be considered.

Administrative Review: City staff will review each proposal to determine whether it is complete and responsive to the requirements of this solicitation. The City may request clarification or additional information from respondents if necessary. Failure to provide requested information within the timeframe established by the City may result in disqualification.

Evaluation Committee Review: A selection committee consisting of City staff and other individuals designated by the City will independently evaluate each proposal using the evaluation criteria identified in this RFP. Committee members will assess each firm's qualifications, relevant experience, project team, project approach, and overall ability to successfully complete the project.

Interviews and Presentations: The City may invite shortlisted firms to participate in interviews and project presentations. Interviews are intended to provide the selection committee with an opportunity to better understand each firm's project approach, communication style, technical expertise, team dynamics, and understanding of the City's objectives.

Reference Checks: The City reserves the right to contact references provided by respondents, as well as other clients familiar with the firm's work, to verify project experience, technical performance, communication, responsiveness, and ability to deliver projects on time and within budget.

Fee Evaluation and Scope Review: Fee proposals will be reviewed in conjunction with the overall qualifications of each respondent. The City may request clarification of proposed fees, assumptions, staffing levels, or scope of services. Selection will not necessarily be based on the lowest fee proposal but rather on the proposal determined to provide the greatest overall value to the City.

Negotiation: Following completion of the evaluation process, the City intends to enter into negotiations with the highest-ranked respondent to finalize the project scope, schedule, fee, and contract terms.

If negotiations are unsuccessful, the City reserves the right to terminate negotiations and begin negotiations with the next highest-ranked respondent without reissuing the RFP.

Recommendation and Award: Following successful negotiations, City staff will prepare a recommendation for award to the appropriate approving authority. The contract award is subject to all required approvals and execution of a Professional Services Agreement acceptable to the City.

Selection Timeline: The anticipated project schedule included in this RFP represents the City's best estimate at the time of issuance. The City reserves the right to modify the schedule as necessary to accommodate the evaluation process, project needs, or other circumstances.

15. General Conditions

The City reserves the right to reject any or all proposals, waive irregularities, request clarification, negotiate scope and fees, cancel or reissue the solicitation at any time, award a contract in whole or in part, or decline to award a contract if it is determined to be in the City's best interest.

16. Insurance & Contract Requirements

Consultant shall maintain professional liability, general liability, workers compensation, and automobile insurance meeting City requirements and execute the City's Professional Services Agreement.

17. Appendices

Appendix A Existing Plans

Appendix B Post-Selection Intended Timeline

CONTACT / QUESTIONS
Questions may be directed to:
Ms. Ashley Latsch
City Manager
616-847-4888
alatsch@grandhaven.org

Exhibit A

Exhibit B

- **Notice to Proceed / Project Kickoff:** January 2027
- **Preliminary Design Approval:** March 2027
- **Design Development Approval:** May 2027
- **Construction Documents Complete:** August 2027
- **Construction Bid Package Issued:** September 2027
- **Contractor Bids Received:** October 2027
- **Construction Award:** October–November 2027

Attachment F

CITY OF GRAND HAVEN
519 Washington Ave
Grand Haven, MI 49417
Phone: (616) 847-4888

TO: Mayor, and City Council

FROM: Ashley Latsch, City Manager
Brian Jarosz, Waterfront and Events Manager

DATE: 10/13/26

SUBJECT: Marina Slip Discussion

As we evaluate marina operations and begin planning for the 2027 boating season, now is a prudent time to consider whether adjustments to our current mix of seasonal and transient slips would better support occupancy, revenue stability, and the marina's long-term financial performance. This is also the timeframe in which we need to consider any requests to the Michigan Department of Natural Resources (DNR) to modify our existing slip allocation.

Occupancy Trends and Market Conditions
An analysis of Grand Haven Marina's occupancy from 2023 through 2026 reflects a gradual decline in transient usage. May–September weighted occupancy decreased from 42.6% in 2023 to 37.0% in 2026. While Friday and Saturday nights continue to demonstrate relatively strong demand, weekdays and the early and late portions of the boating season experience significantly lower occupancy.

Several factors have contributed to these trends, including increased fuel costs, economic uncertainty, changing recreational boating patterns, and weather conditions. Although these challenges affect the broader boating industry, the marina must continue evaluating opportunities to strengthen its financial performance while remaining competitive.

Consideration of Additional Seasonal Slips
The marina currently operates with 10 seasonal slips. Converting five additional transient slips to seasonal use would increase the seasonal allocation to 15 and, assuming full-season occupancy, increase the reported overall occupancy rate from approximately 37.0% to 45.4%.

More importantly, additional seasonal slips would provide a dependable revenue base regardless of fluctuations in transient demand. Based on estimated seasonal rates of $3,800–$4,200 per slip, five additional seasonal slips could generate approximately $19,000–$21,000 in predictable annual revenue.

However, consideration must also be given to the potential revenue generated by transient slips. At an estimated transient rate of $89.04 per night, a slip would generate approximately $4,000 after 45 occupied nights. Therefore, any conversion should focus on slips with historically lower transient utilization, preserving those that consistently generate strong revenue during peak weekends, holidays, and special events.

Recommendation
Given the occupancy trends over the past four seasons and the opportunity to establish a more consistent revenue base, it is recommended that the City consider requesting authorization from the DNR to convert an additional five transient slips to seasonal use for the 2027 boating season.

A modest increase from 10 to 15 seasonal slips would provide an opportunity to better balance predictable seasonal revenue with the continued revenue potential of transient boating. This approach would also help offset weaker weekday and shoulder-season demand while maintaining sufficient transient availability during peak periods. Ultimately, the goal is not simply to improve occupancy percentages, but to establish a more balanced and financially sustainable slip allocation.

In addition, staff is actively evaluating the marina's current fee structure, pricing strategies, and operational opportunities to further strengthen occupancy and revenue performance. This review will consider both seasonal and transient rates, along with opportunities to encourage increased utilization during traditionally slower periods.

Following discussion on the 19th, staff anticipates bringing forward recommendations in November for consideration as part of the planning process for the 2027 boating season.

Current Transient Slips-

- 22 Fixed Docks (1-22)
- 20 Floating Docks (32-37 & 42-55)
- Slip 56 is left open for emergencies and Law Enforcement

Current Seasonal Slips-

- 6 Fixed Docks (23-28)
- 4 Floating Docks (38-41)

