

CITY OF GRAND HAVEN
GRAND HAVEN, MICHIGAN
PLANNING COMMISSION WORK SESSION
AGENDA
April 22, 2025

Notice and agenda of a work session of the Planning Commission at 6:00 p.m. to be held at Grand Haven Council Chambers 519 Washington Ave. Planning Commissioners unable to attend the meeting are requested to contact the City Planner at 616-935-3276 prior to the meeting.

1. WORK SESSION CALLED TO ORDER (CHAIR)

2. ROLL CALL

3. WORK SESSION

- A. **Case 25-16:** 233 Washington PD

4. DISCUSSION ITEMS (TIME PERMITTING)

- A. **Case 25-14:** 36 Edward STR SLU
- B. **Case 25-15:** 323 N. Ferry SPA
- C. **Case 25-12:** South Village Preliminary PD
- D. **Case 25-09:** 1445 Columbus SLU SPA
- E. **Case 25-13:** Centertown Overlay ZTA

5. ADJOURNMENT

DATE: April 17, 2025
TO: City of Grand Haven Planning Commission
FROM: Brian Urquhart, City Planner
RE: Case 25-16: Planned Development Work Session: 233 Washington Ave. PD

Existing Zoning: CB, Central Business District
Proposed Zoning: PD, Planned Development
Existing Use: Multi-tenant commercial facility
Proposed Use: Hotel

1.0 Proposal

Kevin Einfeld of BDR on behalf of property owner 233 LLC, has submitted a request for a zoning change from CB, Central Business District to PD, Planned Development District and a Preliminary Development Plan for a 128-room hotel at 233 Washington Ave. (parcel #70-03-20-432-017). With respect to the majority of parcels in the CBD, the parcel is large, 1.41 acres, with frontage on Columbus Ave., 3rd St., and Washington Ave.

2.0 Process

A Planned Development requires approval of a preliminary development plan and rezoning of the property, which are subject to a recommendation by the Planning Commission and approval by the City Council. The applicant would submit a formal Planned Development and Rezoning application for the public hearing. Following approval of the preliminary development plan and rezoning, the applicant will provide a final development plan to the Planning Commission for approval. That plan will include the level of detail expected from a traditional site plan review per Sec. 40-115.04.

3.0 Staff Review

General Standards

The intent of Grand Haven Hotel PD is to provide additional lodging in the city located on an existing commercial site. 233 Washington is situated on the edge of the downtown, serving as the east entrance into downtown. The Central Business District does permit short term rentals by right, but the proposal for 128-room professionally managed hotel offers guests the luxury of being placed near the amenities downtown.

Guidance Standards

The setbacks proposed align with the requirements in the PD guidance, providing a continuation of the built out Grand Haven downtown.

Phasing

It's anticipated the project will occur in one phase.

PD Design Considerations and Performance Standards

Building Massing: Guidance standards do not place a limit on lot coverage. The preliminary plan calls for approximately 25% lot coverage. The development is compatible with surrounding community.

Building Height: Sec. 40-421.03.C provides guidance on building height for commercial uses, 4 stories or 52 ft., the same as the CBD District. The preliminary development plan calls for a hotel of 5-stories, 1 main lobby, and 4 room levels. The height of the building triggered the option to pursue a Planned Development rezoning. Sec. 40-421.03 does permit building height in a Planned Development to 96 ft. The applicant is proposing 1-story greater than the guidance standards and states the design is paramount for an effective business model.

Fumes & Odors: It is not anticipated any fumes or odors will result from the development. All complementary uses will take place inside the hotel.

Dust & Litter: The preliminary development plan calls for dumpster enclosures located in the northwest corner. The project narrative states the existing parking lot will remain largely intact, reducing any dust that may occur during the construction phase.

Architectural Character: The architectural features of the conceptual rendering depict a traditional historic-inspired brick exterior on the upper stories, and masonry block on the main level, aligning with the exterior cladding materials required in the CBD District. The conceptual rendering also includes building articulation every 20 ft. along the front walls. The main level appears to approach the required building transparency of 75%, and the upper stories also appear to satisfy the transparency requirement. The roof will contain a different level of pitches and designs, breaking up the building from street view, into an appropriate downtown scale. The conceptual rendering depicts upper stories that are set back, creating a breakup of the front walls. More details will certainly come available for the final development plan which includes elevation drawings, façade details, and transparency calculations.

Artificial Lighting: Building lighting and parking lot lighting have not been detailed. All lighting shall meet Sec 40-317.

Traffic & Access: The preliminary development plan depicts 3 access drives off Columbus Ave. Internal parking will provide a drop off and pick up area. The parking will connect with the existing public alley behind the buildings in the 200 block of Washington.

Stormwater Runoff: Stormwater will not be impacted as the site is currently built out. The applicant may consider the possibility of green roofs.

Noise: The hotel will generally produce the same amount of noise as any other commercial building. The hotel pool will be indoors, and there are outdoor cooking and gathering areas, similar to any other hotel use.

Visual Screening: The site is entirely built out and screening can be difficult to apply practically. It is recommended the parking areas and spaces near the rear entrance receive effective visual screening from other uses.

Outdoor Storage: No outdoor storage is proposed.

Signage: The preliminary plan calls for minimal exterior signage. A full signage plan should be prepared for the final development plan.

Parking: The preliminary development plan calls for 128 parking spaces. Sec. 40-604 requires 1 parking space per hotel room. There will be 91 off street parking spaces located behind the building. The plans also include 37 on street spaces off 3rd St. and Washington Ave., near the front entrance. The ordinance does

allow for a reduction of off-street spaces by permitted up to 50% of spaces to be on street. The current plan calls for approximately 29.6% of parking as on street. It is recommended the applicant provide detail on how guests can utilize the on street parking spaces during their stay.

Land Use: The future land use map in the adopted Master Plan identifies this property as central business district. A hotel aligns with the compatible uses of the CBD. The plan will also incorporate “Sherwood Forest” into the design. The space will act as a quasi-public facility, maintaining a level of walkability and integration into existing downtown design.

Next Steps

It is requested the applicant provide a detail on demolition, and community benefit for rezoning to a Planned Development prior to the public hearing.

A public hearing is the next step, which can be scheduled for the regular meeting on May 13, 2025.

PLANNED DEVELOPMENT APPLICATION

Planning Department, City of Grand Haven
519 Washington Avenue, Grand Haven, MI 49417
Phone: (616) 935-3276 Website: www.grandhaven.org

1. Project Information

Address/location of property: 233 Washington Avenue, Grand Haven, MI 49417
Name of Development: NA
Parcel #: 70-03-20-432-017 Current Zoning District: CB - Central Business
Current Use: Office Proposed Use: Hotel
Area in Acres: 1.41 Acres Zoning of adjacent properties: Various

2. Applicant

Name: NA
Company: BDR Inc.
Address: 50 Crahen Ave. NE, Ste 200, Grand Rapids, MI 49525
Phone #: 616-458-8505
Email: dcontant@bdrinc.com

3. Property Owner

Name: NA
Company: 233, LLC
Address: 50 Crahen Ave NE, Ste 200, Grand Rapids, MI 49525
Phone #: 616-458-8505
Email: dcontant@bdrinc.com

4. Required Attachments

- Application (PDF + 5 copies)
- Preliminary Development Plan (PDF + 5 copies)
- Narrative (PDF + 5 copies)
- See Section 40-421.04.D of the City of Grand Haven Zoning Ordinance for additional details

5. Fees and Escrow Deposit:

Application Fee: \$750.00 (*covers the Rezoning and Preliminary Development Plan review only*)

A deposit of \$1,500 shall be collected for all Planning Commission and Zoning Board of Appeals cases where it is expected that costs above staff time and one public hearing publication will be incurred. These expenses include additional public hearing notifications, attorney fees, engineering or surveying fees, or other special studies. Should expenses total more than the deposit, the applicant will be billed by the City for the additional costs, or additional escrow payment shall be required to complete the Planning Commission or Zoning Board of Appeals process. Should expenses total less than the deposit received, excess amounts shall be returned to the applicant.

By signing below, permission is granted for city staff, including Planning Commissioners, to enter the subject property for purpose of gathering information to review this request. In addition, the applicant agrees to perform the described work in accordance with all applicable Sections of the City of Grand Haven Code of Ordinances. Signer will insure that all inspection requests are made a minimum of 24 hours prior to the requested time.

Signature of Applicant: [Signature] Date: 4/9/25

Print Name: Kevin Einfeld

Signature of Owner: [Signature] Date: 4/9/25

Print Name: Kevin Einfeld

Office Use Only
Case #: _____ Date Received: _____ Fee(s): _____



Residence Inn by Marriott

Downtown Grand Haven Development Proposal

Project Location:

233 Washington Avenue
Grand Haven, Michigan

Project Summary:

A proposed five-story, 126-room Residence Inn by Marriott located at the gateway to downtown Grand Haven. This development will provide high-quality extended-stay accommodations that support tourism, promote economic growth, and align with the City of Grand Haven's Downtown Vision Plan.

Key Features:

- 128 Residential-Style Guest Suites
 - 1:1 Parking Ratio (Fully Compliant)
 - 30 Full-Time Jobs Created
 - Historic-Inspired Architectural Design
 - Minimal Exterior Signage
 - "Sherwood Forest" Public Green Space
 - Main Entrance off Columbus Avenue
-

Summary of project

Residence Inn by Marriott – 233 Washington Avenue, Grand Haven, MI

Together, 6pm Hospitality Partners in partnership with BDR Inc. is submitting a 128-room Residence Inn by Marriott proposed for 233 Washington Avenue—an exciting development that supports Grand Haven’s Downtown Vision Plan and meets the city’s growing demand for high-quality, extended-stay accommodations.

Located at a key entry point to downtown, this five-story hotel will offer spacious, residential-style suites designed for longer stays, providing guests with the ideal home base to explore the vibrant local shops, restaurants, and attractions that define Grand Haven.

The development will:

- Add **128 extended-stay hotel rooms** tailored to both business and leisure travelers.
- **Create 30 full-time jobs**, boosting the local economy.
- **Maintain a 1:1 parking ratio**, complying fully with both Marriott and City of Grand Haven standards.
- **Feature a historically inspired façade**, minimal signage, and thoughtful architectural details that blend seamlessly into the downtown landscape.
- Include the **“Sherwood Forest”**, a unique shared public space for guests and the community to enjoy.
- Be **strategically accessed from Columbus Avenue** to help manage traffic flow and encourage pedestrian activity throughout downtown.

While the hotel’s height modestly exceeds current zoning limits, it is consistent with nearby buildings and has been carefully designed to preserve views and the district’s open, welcoming feel. The additional 5th floor is required in order to have sufficient guest rooms such that the ProForma is viable. Without the 5th floor rooms, the business case simply does not work.

This project represents a meaningful investment in Grand Haven’s future, reinforcing the city’s position as a premier destination while supporting local businesses and enhancing the character of its historic downtown.

Project narrative

Overview - We are thrilled to present a visionary new development that not only supports the continued growth of Grand Haven’s downtown but also enriches the vibrant community that makes this area so special.

At the heart of the city’s thriving core lies a unique opportunity—one that creates a dynamic space for visitors to fully immerse themselves in all that Grand Haven has to offer. The proposed 128-room Residence Inn by Marriott will be a transformative addition to 233 Washington Avenue, offering extended-stay accommodations that cater to both business and leisure travelers. This project aligns seamlessly with the city’s Downtown Vision Plan, which highlights the need for contemporary hotel accommodations that support the area’s continued growth.

Parcel information - Located at 233 Washington Avenue, the site occupies a key entrance into downtown Grand Haven. This strategic location is central to our mission to support the district’s vitality, offering guests convenient access to the restaurants, shops, and attractions that define our community. Positioned on the edge of the downtown core, the hotel will serve as a welcoming gateway, drawing more visitors into the heart of the city and encouraging broader engagement with local businesses.



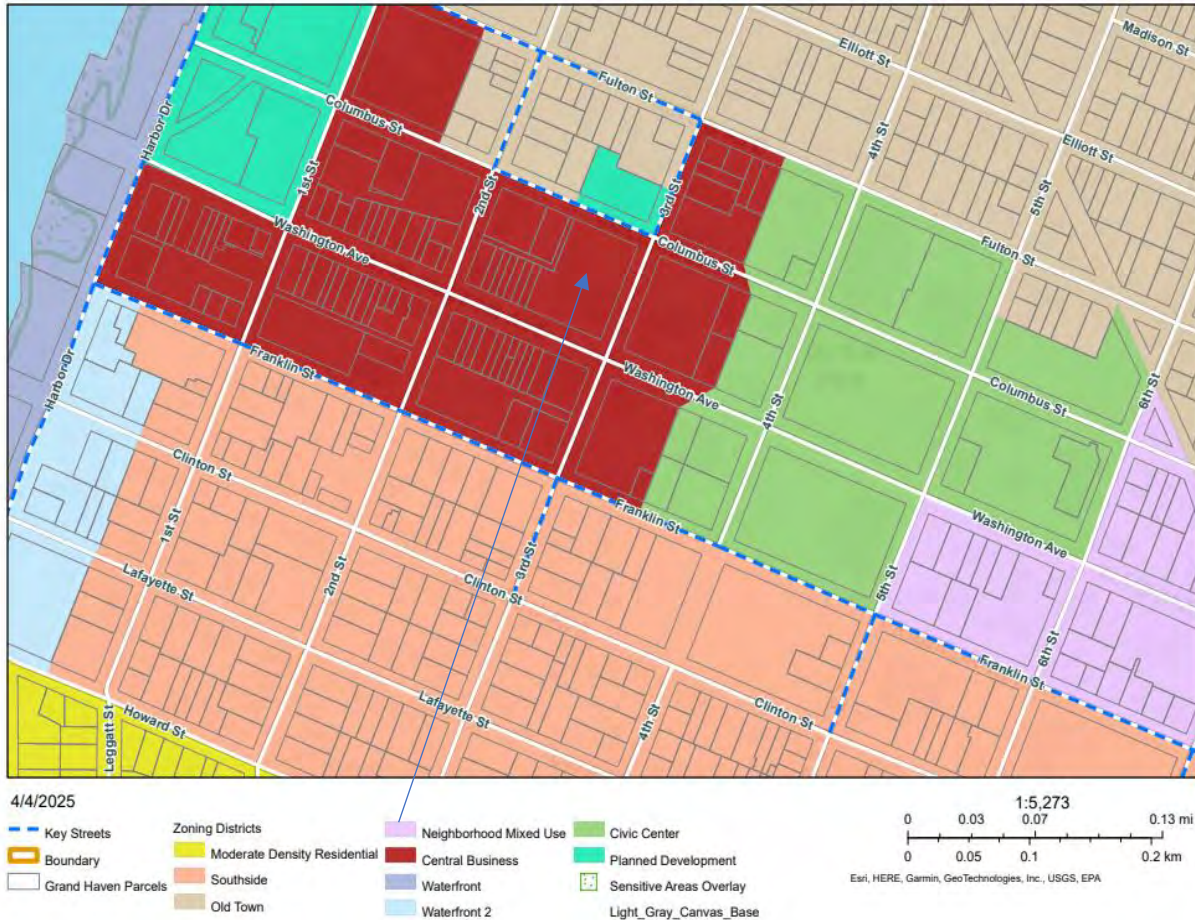
Bing Maps Image



Taxlot highlighted in blue

Current zoning – This site is currently in the CB District.

Grand Haven Zoning Map



DDA master plan - This development directly advances key objectives in the Downtown Vision Plan by delivering modern, residential-style hotel accommodations to meet increasing visitor demand. It supports a walkable, vibrant, and economically resilient downtown by attracting and retaining visitors who will shop, dine, and engage with the Grand Haven community.

Rezoning - Although the building exceeds current zoning height restrictions, its height is comparable to neighboring structures—such as the building located to the north across Columbus Avenue, that has already been approved for a PD. The hotel’s vertical design maximizes efficiency while maintaining compatibility with the downtown’s character. In order to get the required number of rooms for this project, the 5th story is required. The currently allowed height is 4 stories or 53 feet or less as outlined in ordinance 40-413.02.D We are requesting a variance to allow for the additional height of 5 stories.

Summary of intent

Design & Community Integration

The design of the hotel pays homage to the architectural character of downtown. A brick-style façade and historical design elements will ensure the building harmonizes with its surroundings. Exterior signage will be kept minimal to reduce light pollution and protect the visual integrity of the neighborhood. A standout element of the design is the inclusion of the “Sherwood Forest”—a thoughtfully landscaped public space available to hotel guests and local residents. This shared amenity will enhance community connection and provide a relaxing, green environment for all to enjoy.

Parking & Traffic Flow

The development will meet the required 1:1 parking ratio, providing one dedicated parking space per hotel room in full compliance with both the City of Grand Haven and Marriott brand standards. Parking will be integrated into the site layout efficiently, ensuring smooth traffic flow while preserving the walkability and accessibility of the surrounding area. The main entrance will be located off Columbus Avenue, a strategic choice designed to help distribute vehicle traffic and encourage exploration of nearby shops, restaurants, and attractions.

Economic & Community Impact

Upon completion, the Residence Inn will generate 30 new full-time jobs, supporting the local workforce and creating economic opportunities. During the construction phase, local businesses—particularly restaurants and service providers—will benefit from increased patronage. In the long term, the hotel will drive tourism and downtown spending by offering visitors high-quality, longer-stay accommodations that encourage deeper engagement with everything Grand Haven has to offer.

Site Management

The construction process will be managed within a self-contained environment. During the construction of the new building dust will be controlled with water as necessary and debris will be contained on-site to minimize disruption to surrounding businesses. The existing parking lot will remain largely intact throughout most of the project, as much as possible, to help reduce dust and limit impact on surrounding businesses. Construction laydown and staging will largely be contained on site, however a nearby vacant lot managed by BDR is available and may be utilized if necessary. However, this lot is not intended for primary use and will only be used on an as-needed basis.

Utility Information

The hotel will be serviced by municipal water, sewer and storm water in accordance with the City of Grand Haven requirements. All other utilities including gas, electric and telecom are all readily available to the site. The utility plan will be provided with the final development plan.

Economic Impact

Adding a 128-room Residence Inn by Marriott in downtown Grand Haven, MI, can significantly boost the local economy through direct and indirect spending by guests. While specific data for Grand Haven isn't readily available, we can make informed estimates using industry averages and state-level data.

Ancillary Spending by Guests

Guests typically spend additional money on dining, shopping, entertainment, and local transportation in addition to their room expense. According to data from the American Hotel & Lodging Association (AHLA), hotel guest spending in Michigan's economy amounts to \$18.2 billion across 128,649 guestrooms, averaging approximately \$141,500 per room annually. For a 128-room hotel, this translates to:

Total Annual Ancillary Spending | 128 rooms × \$141,500 ≈ \$18,112,000

This substantial figure underscores the potential benefits of the new hotel to Grand Haven's economy, including increased employment opportunities and enhanced support for local businesses.

Additional Considerations

Job Creation: The hotel will create jobs in hospitality, maintenance, and management, contributing to local employment.

Tax Revenue: Increased spending will generate additional tax revenue for local and state governments, supporting public services and infrastructure.

Tourism Growth: Enhanced accommodation options can attract more visitors, further stimulating the local economy.

While these estimates provide a general overview, conducting a detailed feasibility study considering Grand Haven's specific market conditions would offer more precise insights.



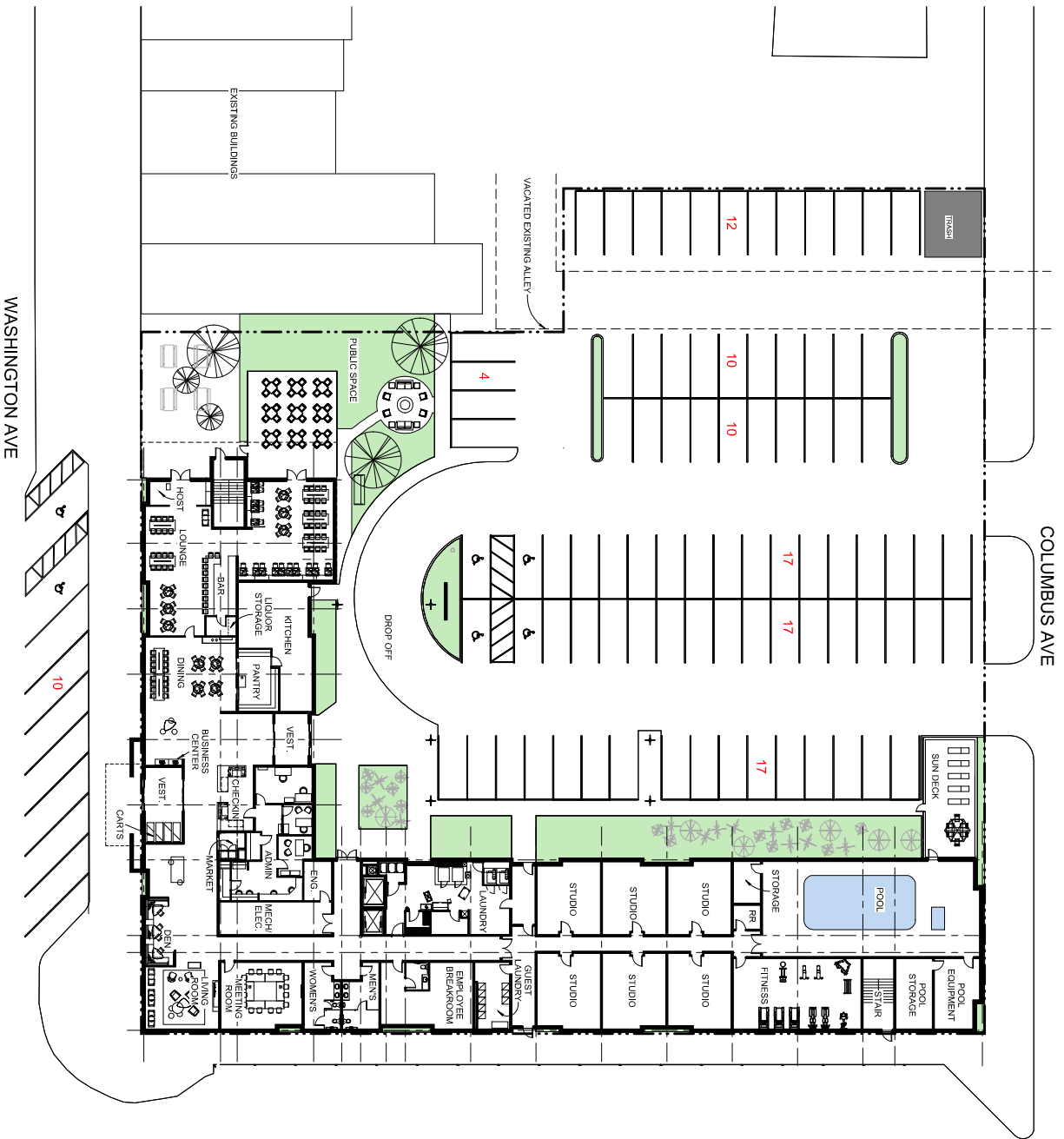
6PM
HOSPITALITY
PARTNERS, LLC

Grand Haven Hotel
April 10, 2025

BDR
Build • Design • Restore

OVERALL FIRST FLOOR PLAN
RESIDENCE INN - GRAND HAVEN, MI

233 Washington Street, Grand Haven, MI
 GRAND HOTEL PROJECT



3RD STREET

FLOOR AREAS

FIRST FLOOR	20,770 SF
SECOND FLOOR	20,200 SF
THIRD FLOOR	20,200 SF
FOURTH FLOOR	20,200 SF
FIFTH FLOOR	20,200 SF
TOTAL:	101,550 SF

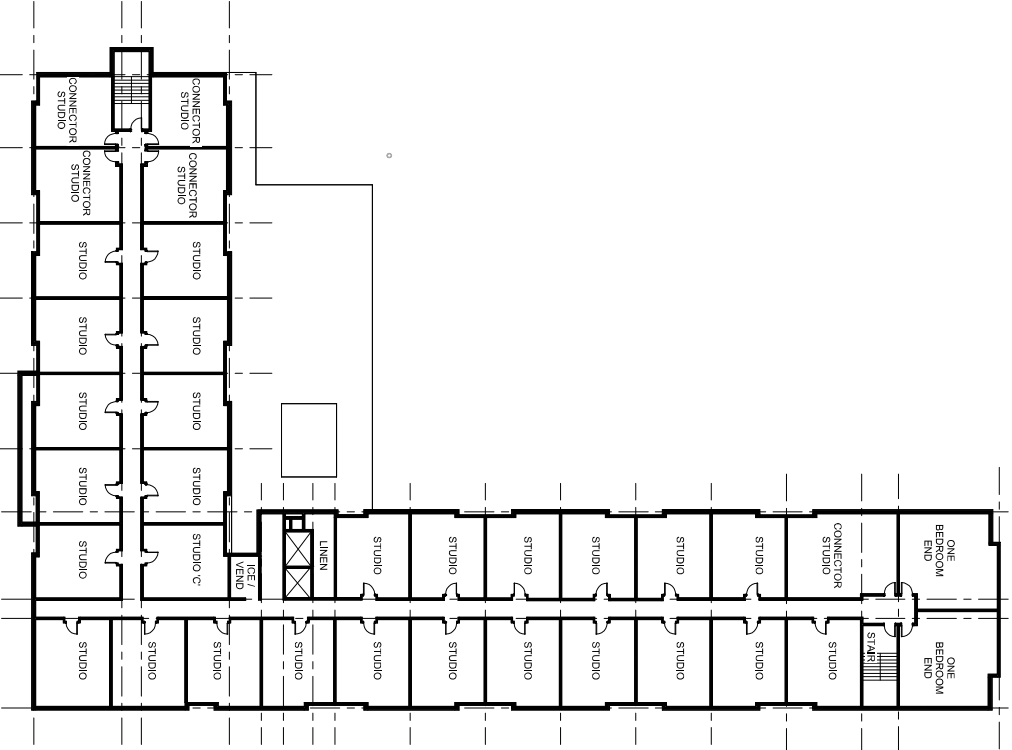
PARKING COUNT

OFF STREET: 87 (4 ACCESSIBLE)

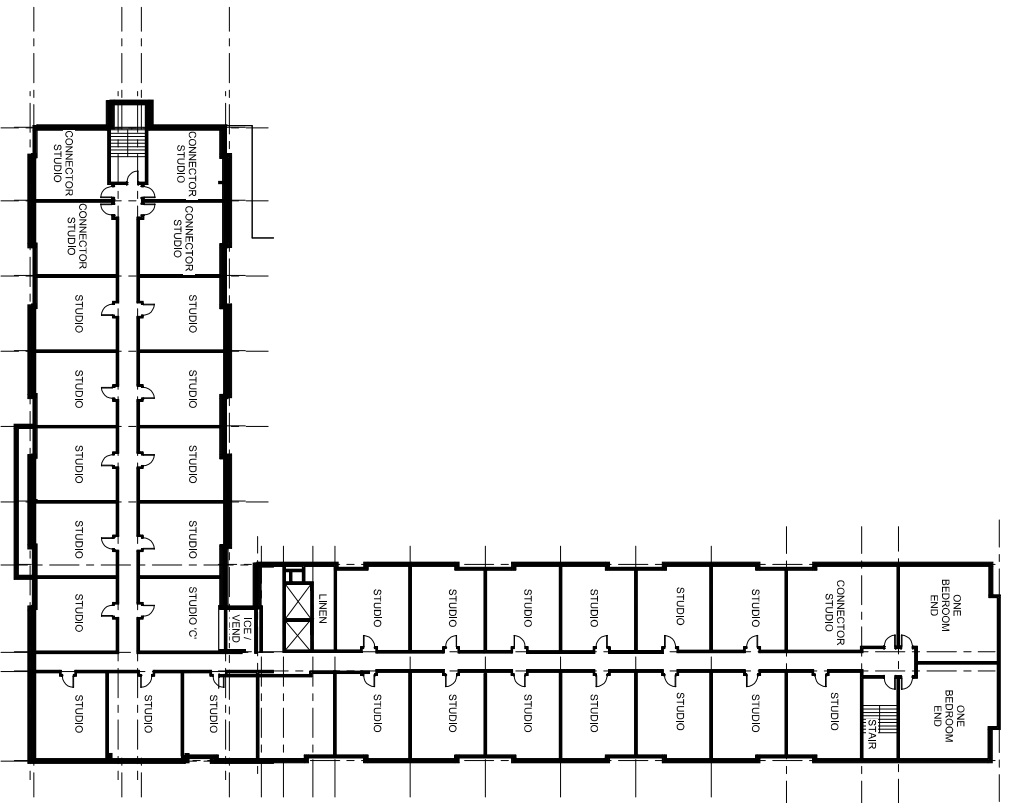


OVERALL TOWER FLOOR PLANS
RESIDENCE INN - GRAND HAVEN, MI

239 Washington Street, Grand Haven, MI
 GRAND HOTEL PROJECT



1 TYPICAL TOWER FLOOR PLAN



2 FIFTH FLOOR PLAN

