



FULTON + MARKET



The Site

- Address: 3, 17, 21, 37, 41, 45, 47, 53, and 63 Market Ave SW and 216 Fulton Street W
- Approximately 6.8 acres
- Current use: surface parking
- Zoned: CC City Center + Grand River Overlay



The Vision

To create a vibrant, mixed-use development that will bring workers, residents, shoppers, and visitors to our downtown riverfront – creating connectivity, vibrancy, activity, and opportunity within our growing sports and entertainment district.

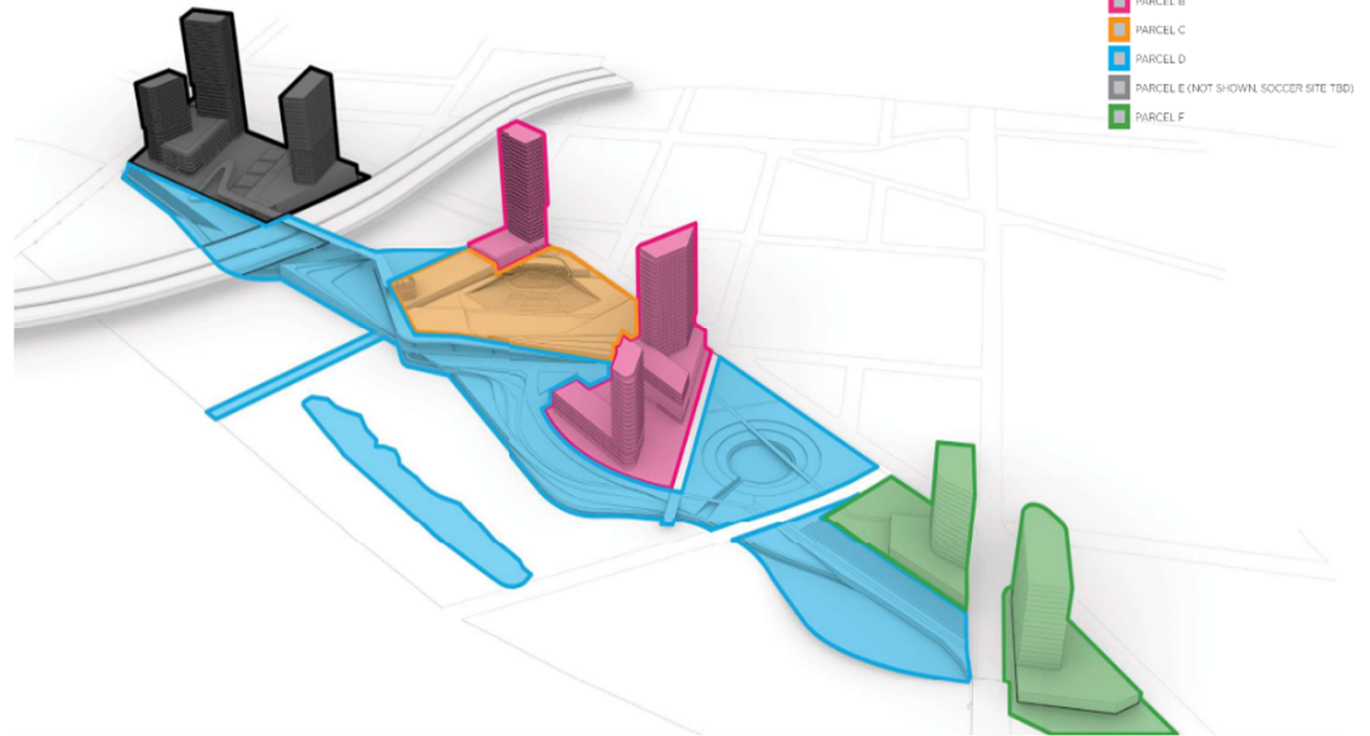
The Vision

To create a vibrant, mixed-used development will bring workers, residents, shoppers, and visitors to our downtown riverfront – creating connectivity, vibrancy, activity, and opportunity within our growing sports and entertainment district. It is an extension of the Grand Vision for one of the largest active riverfront revitalization projects in the country.

Leveraging Prior Planning

- Recommendations incorporated from Grand Rapids Planning including:
 - GR Forward
 - River for All
- Grand Action 2.0 Market Ave Corridor Study – Riverfront Sites

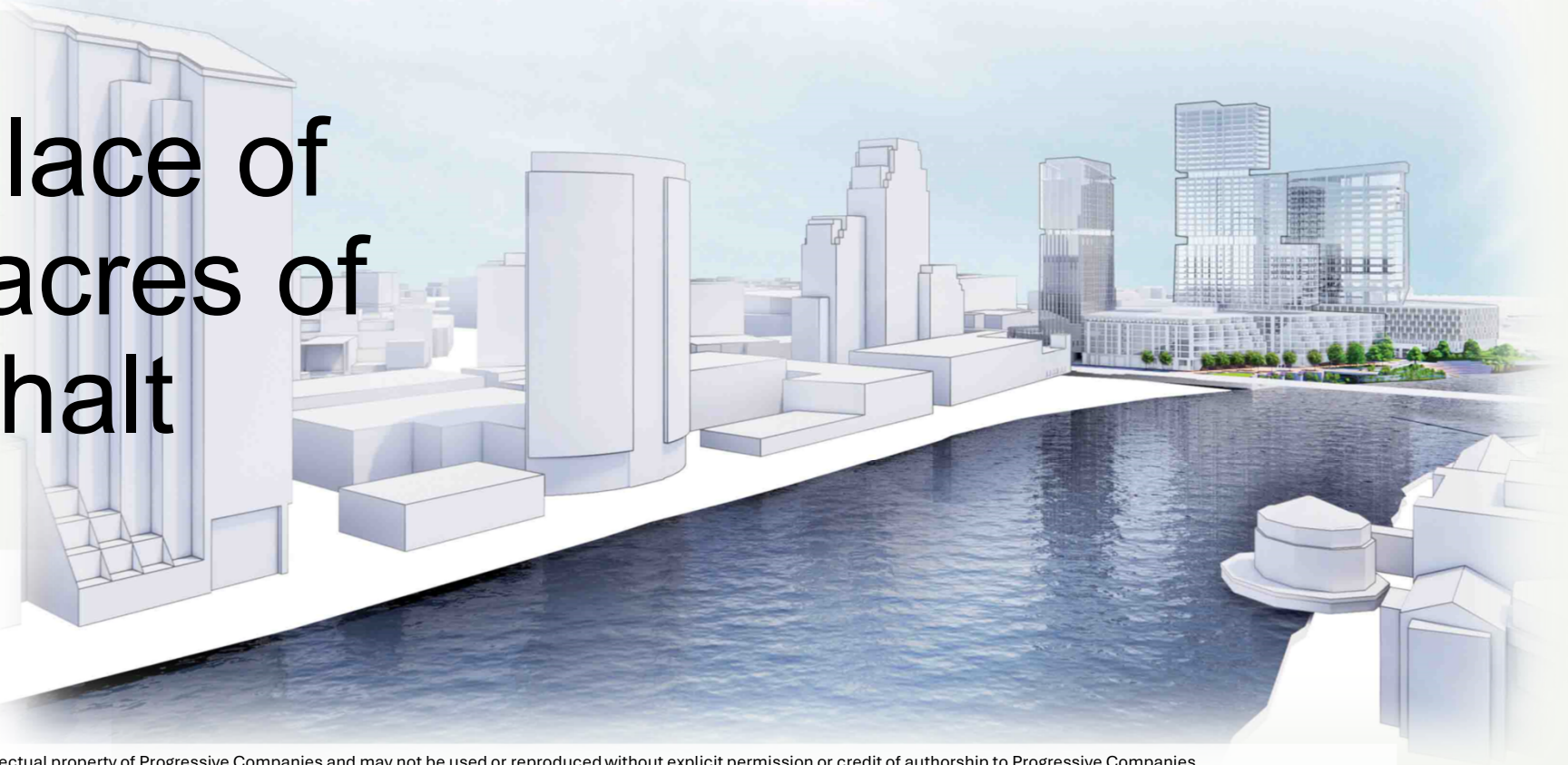
Parcel Summary



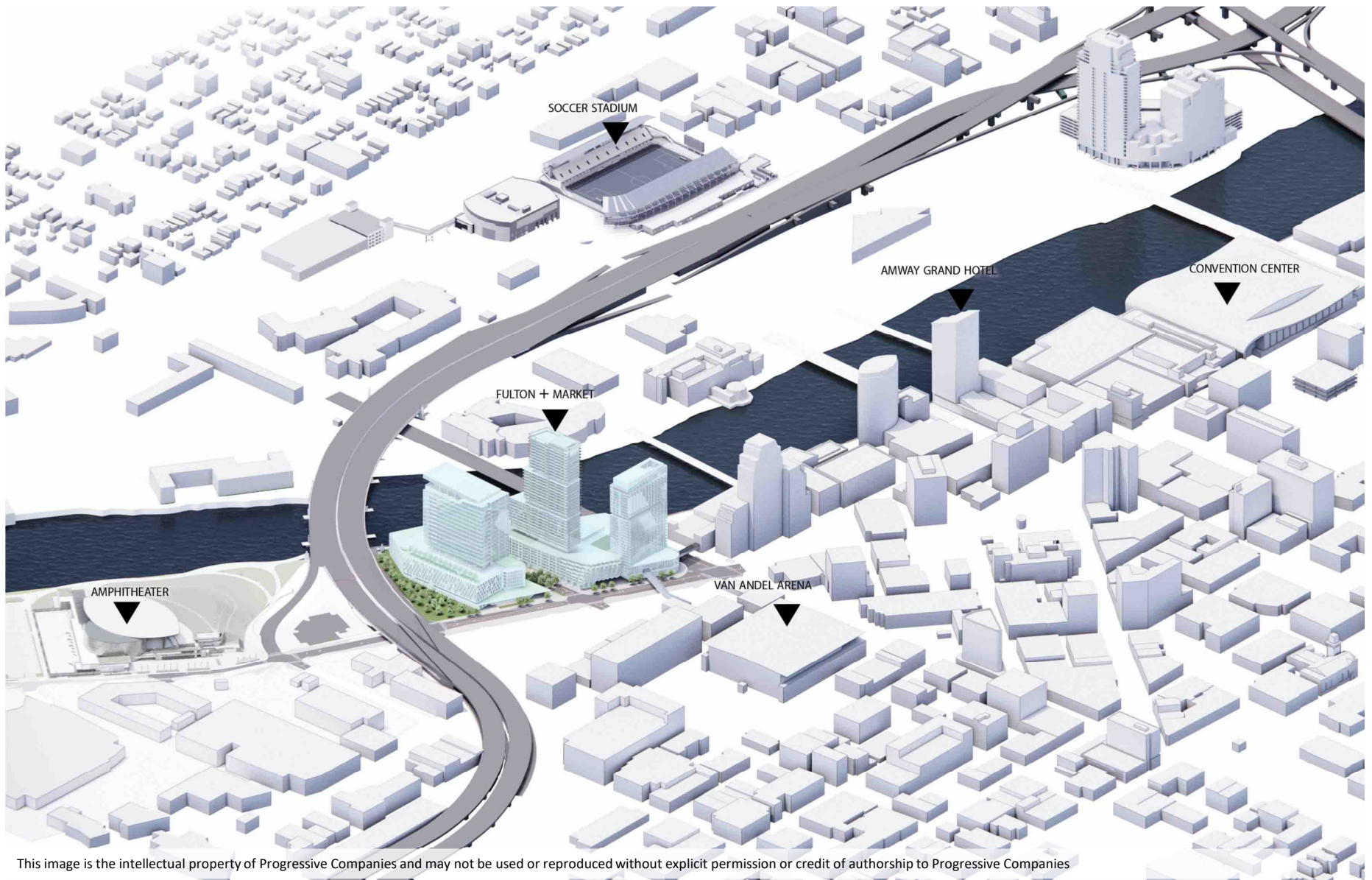
PROGRAM KEY

- PARCEL A
- PARCEL B
- PARCEL C
- PARCEL D
- PARCEL E (NOT SHOWN, SOCCER SITE TBD)
- PARCEL F

In place of
6+ acres of
asphalt



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SITE INFLUENCES

RIVER VIEW

FULTON ST. W

**PEDESTRIAN
OVERPASS**

SKYWAY

SKYWAY

**VAN ANDEL
ARENA**

WESTON ST. SW

CESAR E. CHAVEZ AVE.

MARKET ST. SW

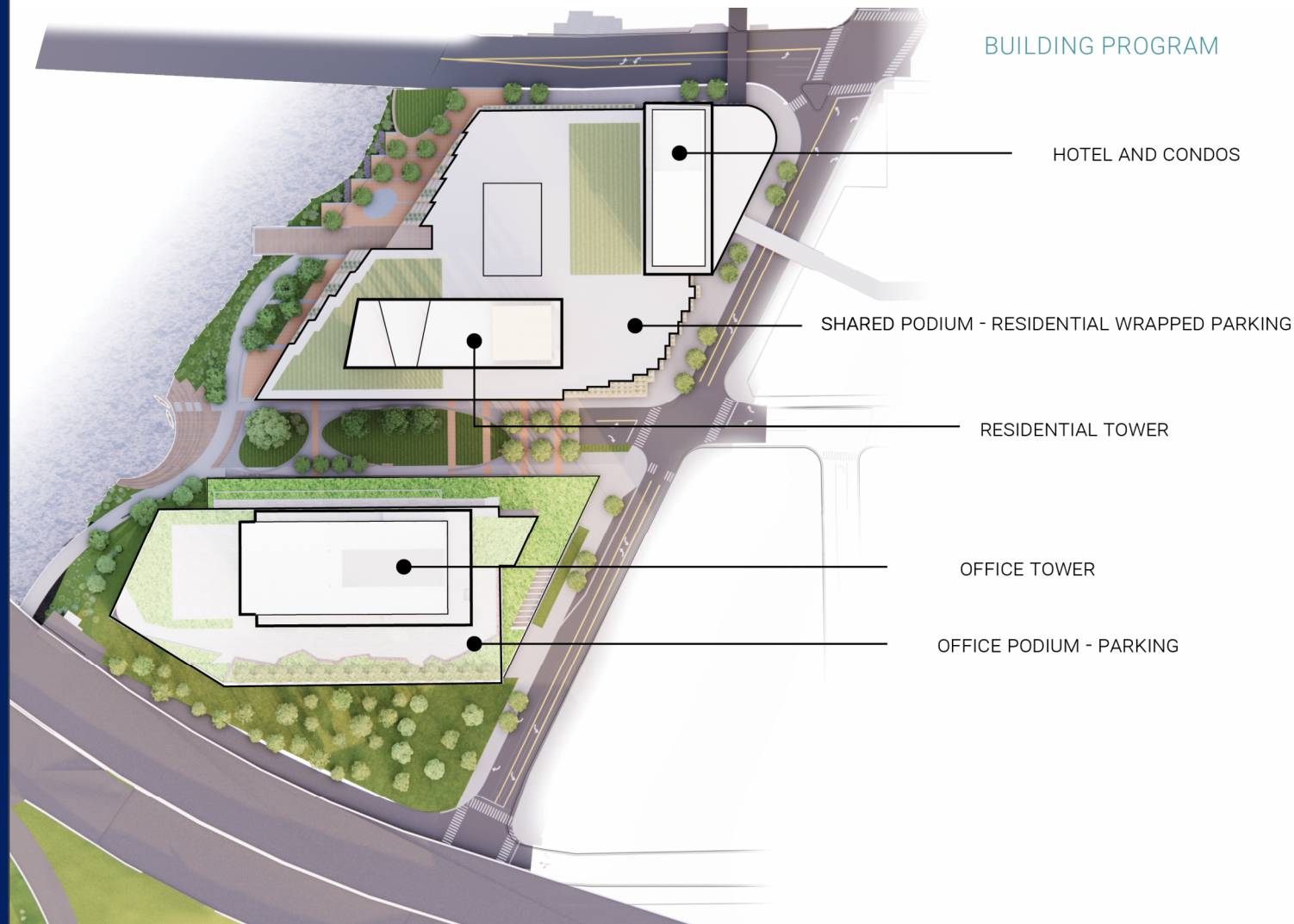
NOISE + VISIBILITY



PEDESTRIAN
UNDER/
OVERPASS

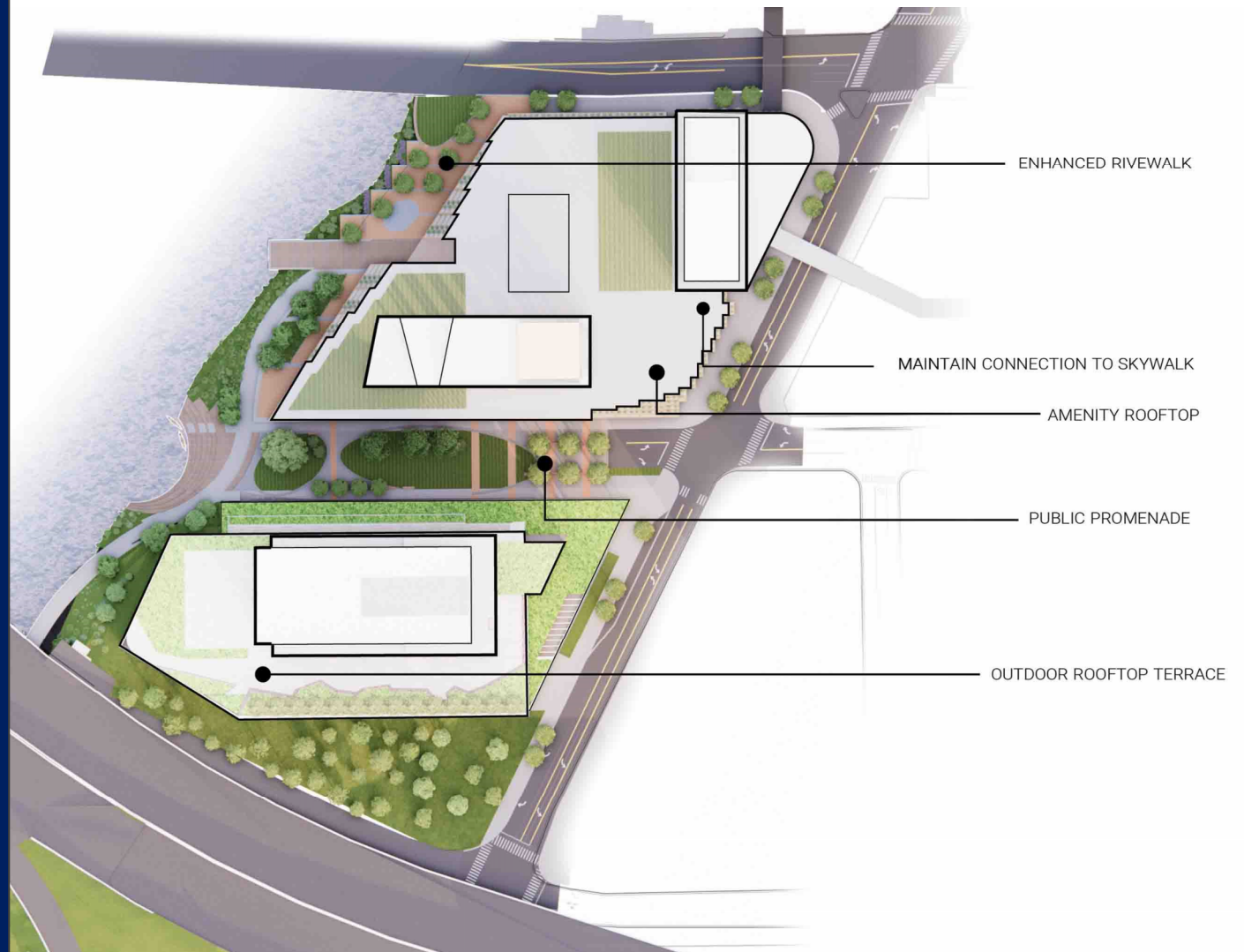
Scope of Project

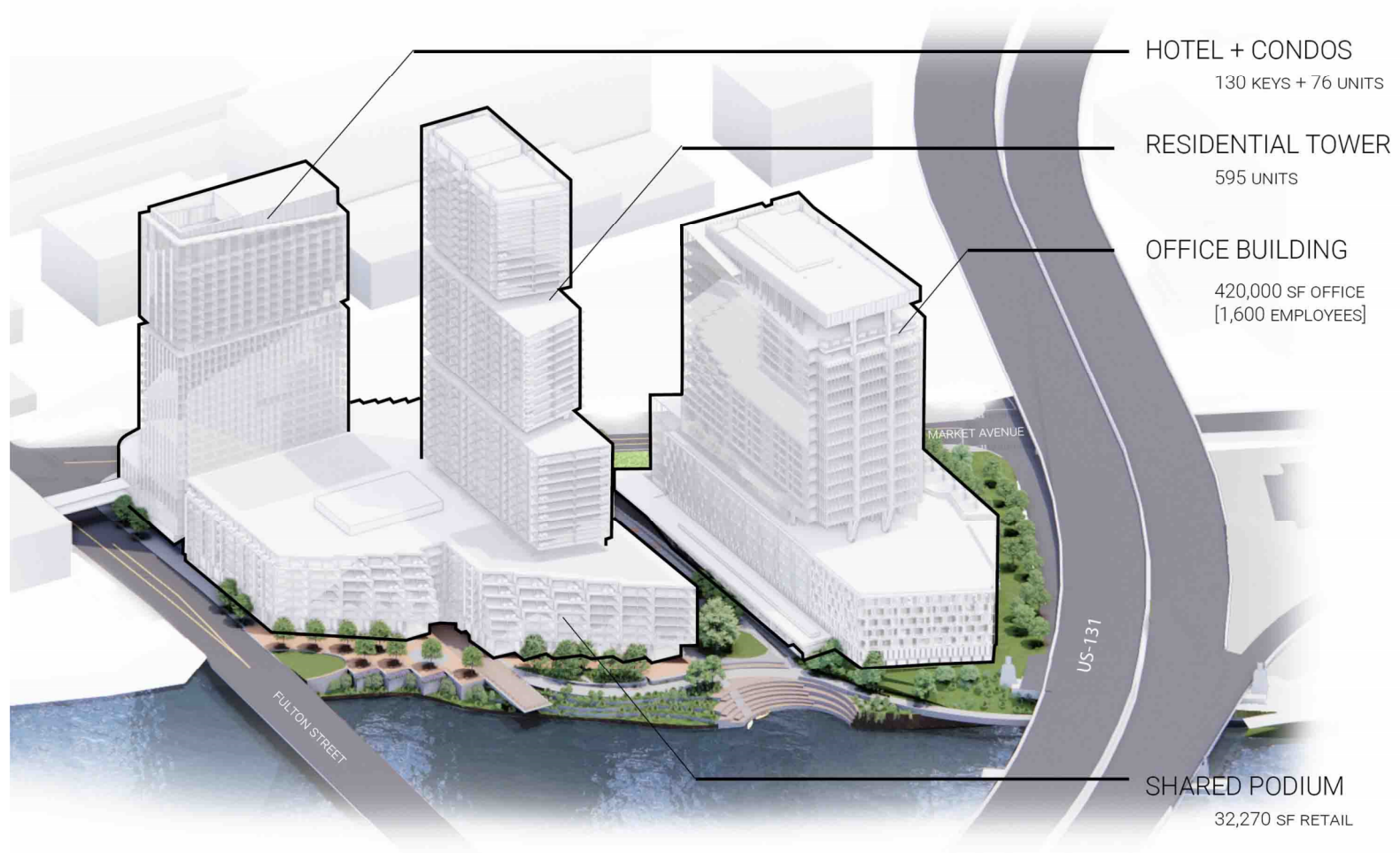
- Two podiums providing structured parking within
- 420,000 sf Office Tower adjacent to US131
- Northern podium wrapped with housing
- Ground floor retail activation 130 key Hotel
- Up to 671 residential units
- Total parking of up to 2,500 spaces



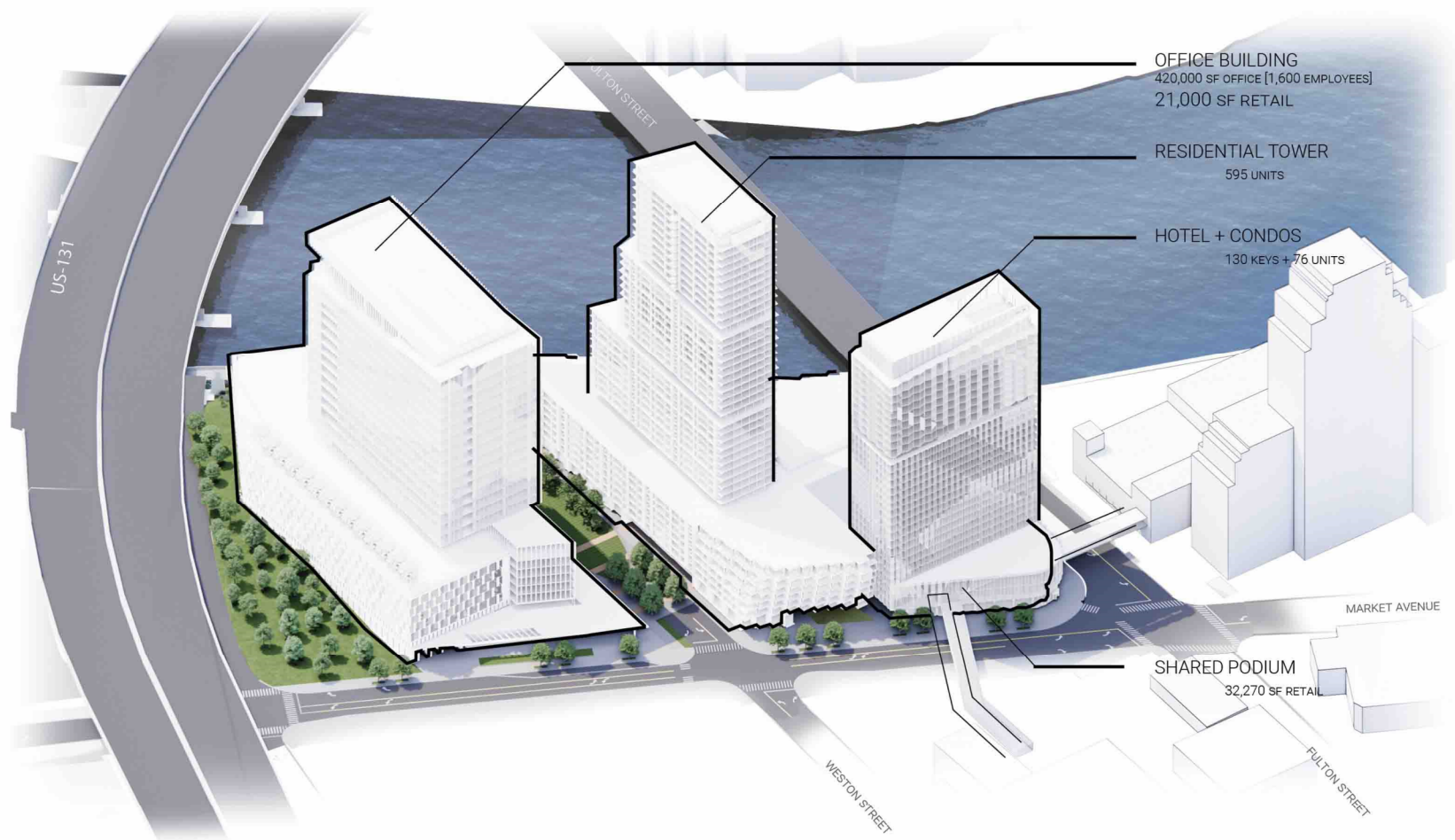
Access, connectivity and quality of life

- Extend riverwalk
- Public greenspaces
- Promenade with river access from the east
- Enhance walkability from Fulton Street to the amphitheater and beyond
- Trail links and green space connecting south side neighborhoods
- Link to 100 miles of trails





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Economic Impact

\$738,538,831

Total Investment into the
City of Grand Rapids

1,938

Permanent Full-time Jobs

671

Residential Units

130

Hotel Keys

\$296,226,697

Transformation Brownfield Plan
Capture Over 20 Years

\$247,330,639

Real Estate Tax Incremental
Financing Capture Over
30 Years

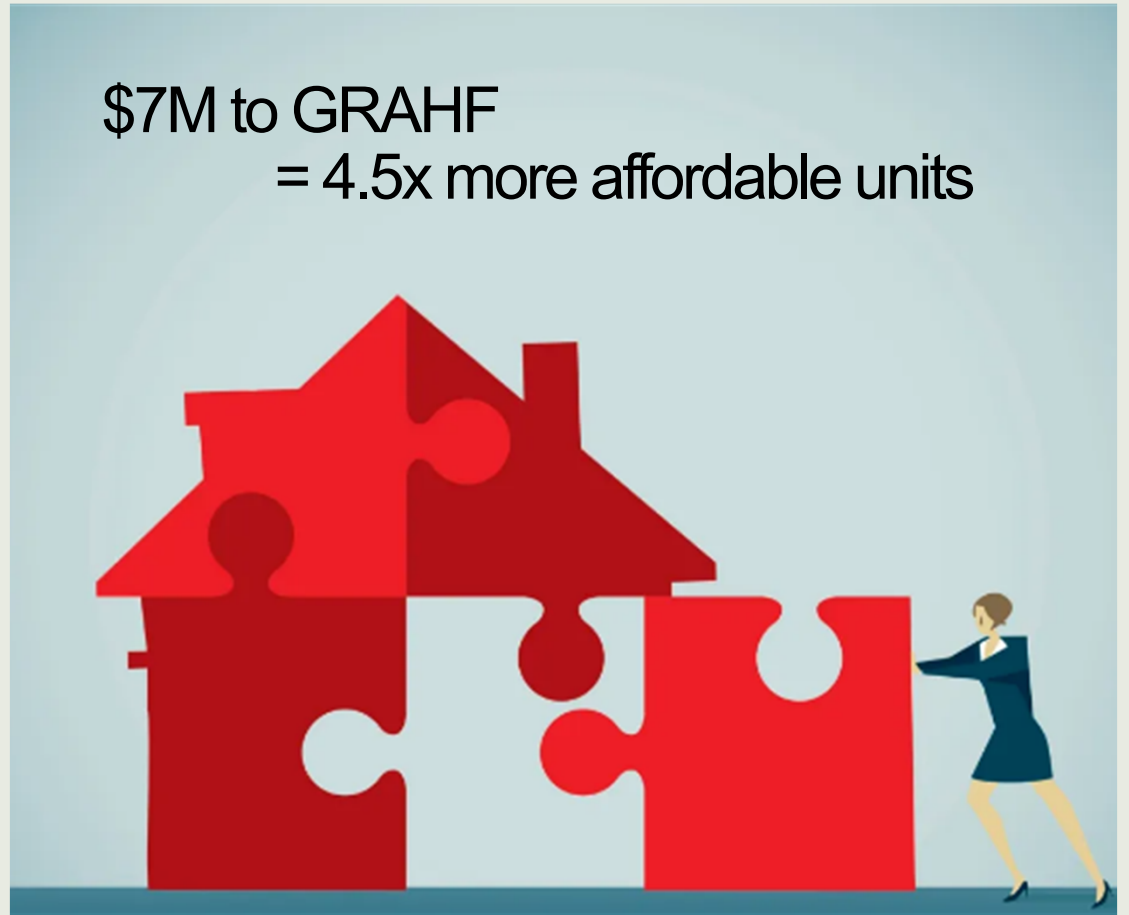
1.2M SF

New Development;
Converting 6.9 Acres of
Vacant Land

Affordable Housing

- Over \$7 million proposed to be invested in the City of Grand Rapids Affordable Housing Fund.
- 4.5x more affordable units can be constructed instead of building on-site.

\$7M to GRAHF
= 4.5x more affordable units



Inclusion Plan

MBE, WBE, and MLBE Inclusion

- Project sponsors are committed to working with General Contractors to achieve affordability goals.
- MBE, WBE, and MLBE participation goal is \$30,300,000



Community and Neighborhood Engagement

- Stakeholder Information Sessions

- Grand Rapids Chamber, Hispanic Chamber, Experience Grand Rapids, Kent County Administration, Grand Action, CAA, DGRI, Right Place

- Community/ Neighborhood Engagement

- | | |
|--------------------------------------|---------------------|
| • Heartside Neighborhood Association | October 22, 2024 |
| • Heartside Business Association | October 16, 2024 |
| • The Rapid | September 26, 2024 |
| • Downtown Neighborhood Network | Nov 7, 2024 |
| • Plaza Towers | Late Oct, Early Nov |

Anticipated Schedule

- Local TBP Approvals
 - Brownfield Redevelopment Authority – Sept 25, Oct 16
 - City Commission – Nov 12, Nov 19
- Michigan Strategic Fund Board – Feb 2025
- Phased Construction Start – Fall 2025
- Target Completion – Fall 2028 to Spring of 2029

The background is a complex, abstract composition of various geometric shapes in two colors: a muted olive green and white. These shapes include squares, rectangles, triangles, and large, flowing organic forms that overlap and interlock. The overall effect is a modern, minimalist pattern.

THANK YOU

We welcome your feedback,
insights and inquiries.