



# BEYOND *THE* PIER

GRAND HAVEN  
WATERFRONT MASTER PLAN



**ADOPTED JULY 2021**

# ACKNOWLEDGMENTS

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## DOCUMENT REFERENCE

Many past planning documents created by/for the City of Grand Haven have been incorporated into this Waterfront Master Plan, including elements of the 2005 Waterfront Strategic Plan, the 2009 Chinook Pier Land Use Plan, the 2017 Downtown Parking Study, the 2017 Building Coastal Resiliency in Grand Haven Report, the 2018 Economic Development Strategic Plan, 2018 Parking Ramp Report, and others.

Portions of the 2005 Waterfront Strategic and 2009 Chinook Pier Area Land Use Plans have been carried over or built upon for this updated 2020 Waterfront Master Plan.



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DEVELOPMENT CORPORATION

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# THE PLAN

PART I

## Beyond the Pier Waterfront Master Plan

It is no secret that Grand Haven is rich in natural beauty and has built a waterfront that attracts visitors from near and far. The City of Grand Haven has invested in the waterfront over many years, whether that be through the construction of popular public amenities, such as the Waterfront Stadium or Splash Pad, or through supporting local business growth downtown or at the Farmers Market. We are fortunate to see the fruits of this investment and are now tasked with continuing these improvements throughout the downtown.

This plan dreams Beyond the Pier, envisioning downtown and the waterfront as one place to live, work, and play. It seeks to improve equitable waterfront access, invest in the retention and expansion of local businesses, enhance our public spaces, protect our natural features, and support economic development efforts in Downtown and along the Riverfront. Its goal is to create a community-based vision to guide the right type of growth and continue to support the activity and people who make this community special. It's a collection of the dreams and visions of Grand Haven's business leaders, residents, and visitors.

# 1.1 WATERFRONT PLANNING CONTEXT

## THE BEGINNING

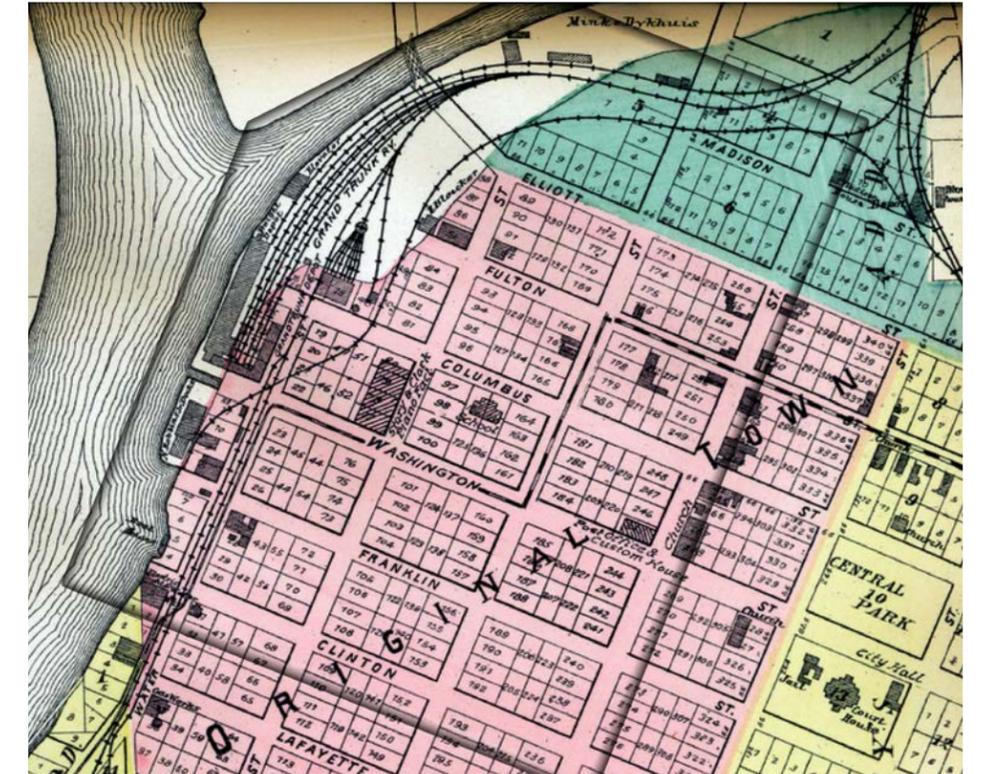
### Planning isn't new to Grand Haven

In 1835, the first plat was created for present-day Grand Haven. By 1912, many of today's roads were established. Since then, the landscape has continued to be shaped by trends in transportation, industry, housing, and recreation. The waterfront has seen significant change over many years, including the removal of the rail line from Chinook Pier, reclaiming of Bicentennial Park from private to public lands, and business investment along Washington Avenue. These efforts to transform the waterfront from an industrial setting into a combination of parkland, historic building preservations, and active business centers were championed by the Loutit Foundation and concerned citizens in the 1960s and 1970s.

### 2005 Waterfront Strategic Plan

While many influential planning efforts have been completed to guide the growth of downtown and the waterfront, the 2005 Waterfront Strategic Plan provided a foundation for a new Waterfront Master Plan that is sensitive to the conditions and priorities of today.

**Purpose.** A long-range plan for the waterfront, based on the Downtown Vision Plan (2004), to help guide development and decision-making for public lands along the Grand River and recommend policy enhancements that inspire private investment.





2005 Waterfront Strategic Plan

**Study Area.** The area of study for the 2005 Waterfront Strategic Plan included both Chinook Pier and Bicentennial Park, as well as multiple properties between Harbor Drive and First Street. It is important to note that the area of study varies between the 2005 Waterfront Strategic Plan and the Beyond the Pier Waterfront Master Plan.

**Vision statements.** Public planning activities produced the following statements:

The east side of Harbor Drive will be considered the “front porch” of the community and new building designs will gracefully embody the transition from private neighborhoods to the public “front yard” overlooking the Grand River.

Throughout the central waterfront area, the community will foster the perpetual improvement of the established ribbon of green and open space that adorns the water’s edge.

For generations to come, the waterfront will be an inviting respite, a place for celebration, and a constant fixture for citizens of all ages to view and appreciate the impressive panorama of Michigan’s grandest river.

Over time, this public open space will increasingly reflect our local civic spirit and symbolize our commitment to environmental and community stewardship.

**Public and private investment.** Collaboration between public and private sectors was considered important to accomplish the strategic plan’s goals. Policies requiring public leadership and action include zoning/rezoning, design guidelines, and encouraging/enabling the private sector were all identified. The Waterfront Strategic Plan showed major long-term enhancement opportunities including key potential public facilities, improved pedestrian movement along the Grand River and Harbor Drive, re-designed Stadium area, new Waterfront Center, new Transportation Museum, additional public art, and access to the waterfront, new/relocated public parking. Private development projects were mostly located east of Harbor Drive and included new retail, dining, lodging, and selective office facilities.

### 2009 Chinook Pier Area Land Use Plan

A more targeted document, the 2009 Chinook Pier Area Land Use Plan provided design recommendations for Chinook Pier and the Covenant Life Parking lot. The impetus behind this study was the interest expressed by the Chamber of Commerce in relocating their offices from their current space at One South Harbor Drive to the Chinook Pier buildings. Three distinct areas were identified in this plan: the ferry landing at the southern end of the pier, open space along Harbor Drive, and the built uses area at the northern end of the pier. Quick studies were completed to show multiple design alternatives.

This plan placed more intense uses at the north end of the site and assumed that the Chinook Pier Shops would remain in their current location. The recent removal of these buildings has opened up new possibilities for what could occur at Chinook Pier.



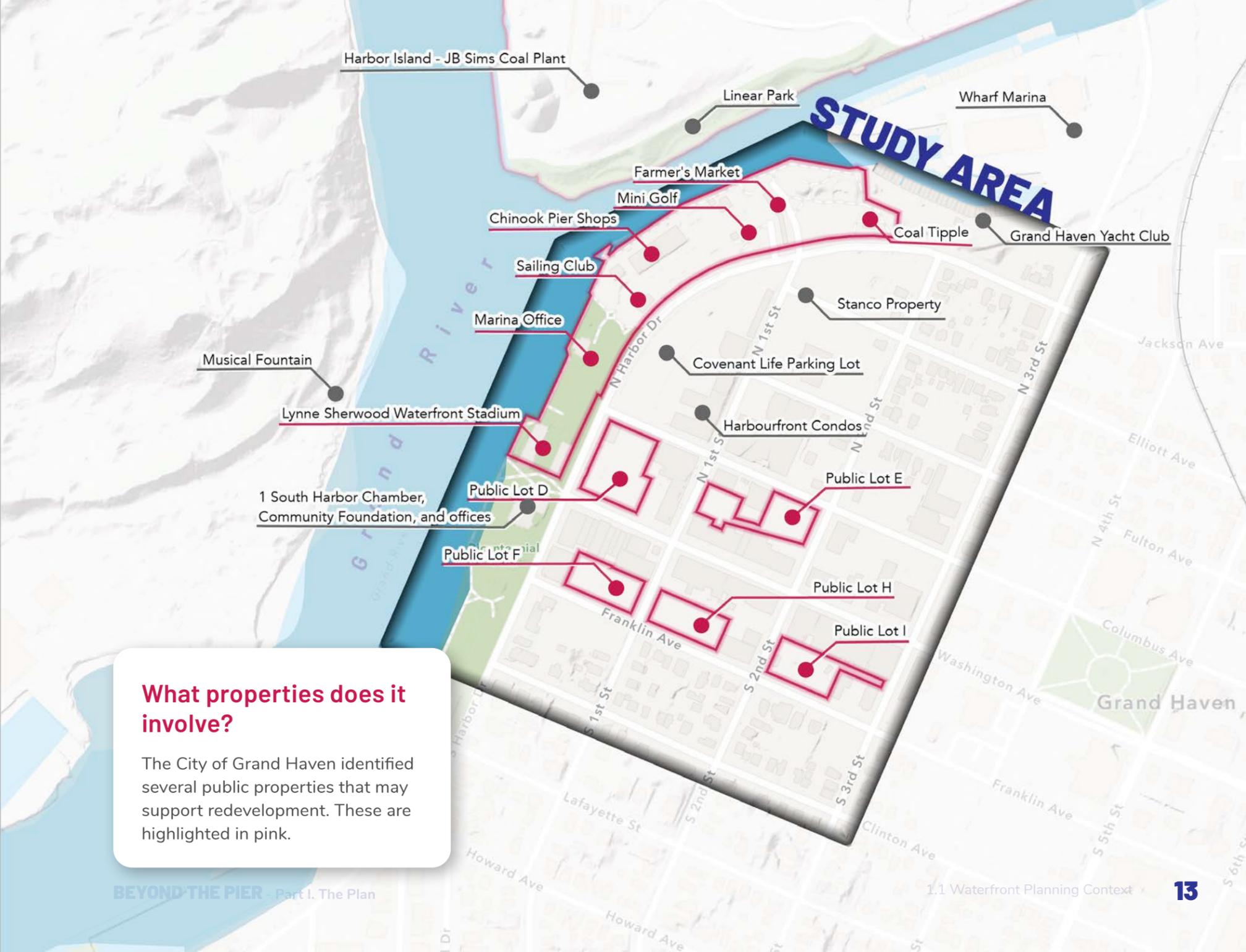
2009 Chinook Pier Area Land Use Plan

# PLANNING TODAY

People and places naturally change. Therefore, planning must balance strategy and flexibility, providing ideas that are both robust and responsible. Area-specific plans, such as Beyond the Pier, are written to consider these factors in a specific geographic context and provide recommendations that best suit the needs of the community.

## What is *Beyond the Pier*?

*Beyond the Pier* is a planning document intended to guide development along Chinook Pier and beyond, connecting the downtown and riverfront areas. This plan will identify strategies to support local businesses, improve waterfront access, steward natural resources, and enhance economic development opportunities.



## What properties does it involve?

The City of Grand Haven identified several public properties that may support redevelopment. These are highlighted in pink.

## Why do we need this plan?

Recent land use changes, like the removal of the Chinook Pier Shops, have provided opportunities for redevelopment on public property. Through **Beyond the Pier**, the City will create redevelopment strategies while seeking to balance the interests of those who live, visit, and work in Grand Haven. This plan will encourage new investments that complement existing uses and promote the long-term viability of the community as a whole.

## Site Considerations

**Properties.** Several key properties are being examined for Beyond the Pier, including Chinook Pier and the location of the former Chinook Pier Shops, the public parking lots downtown, vacant properties such as the Stanco Property, or underutilized waterfront properties like the Covenant Life parking lot.

**Natural Features.** Grand Haven's waterfront is a unique mix of sensitive natural features and urban fabric. Key views to the critical dunes (Dewey Hill), the Grand River, and Linear Park are important factors to highlight. The high water table in this area and the potential for flooding will require a sensitive design that avoids potential conflict between the water and built environment.

**Transportation.** The downtown offers complete streets that create a walkable system throughout the study area. Streets and sidewalks are the most complete networks for travel, but the bike routes that do exist provide direct links to the waterfront both on the street and along the multi-modal trail. The trolley provides seasonal public transportation to much of the study area.

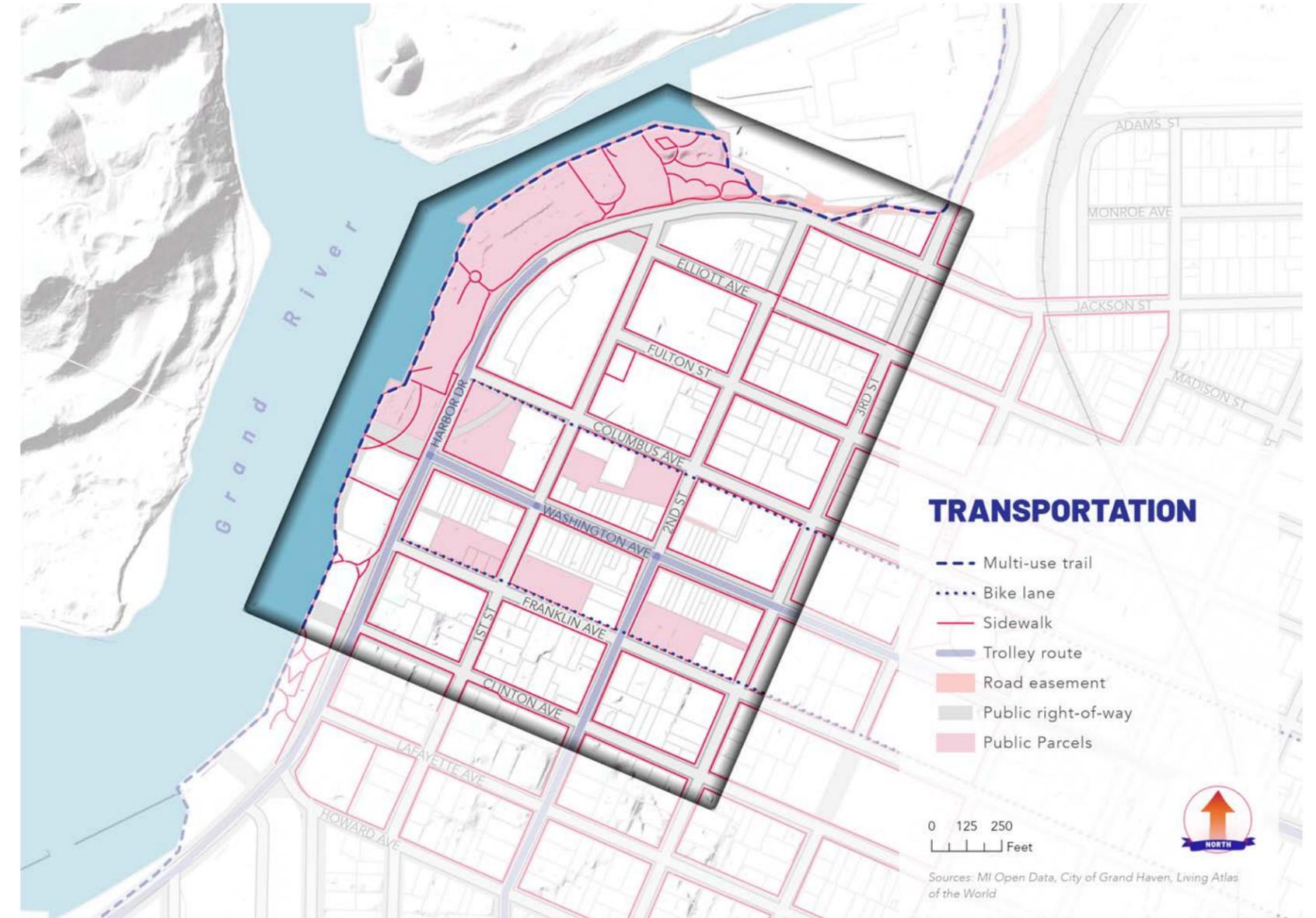
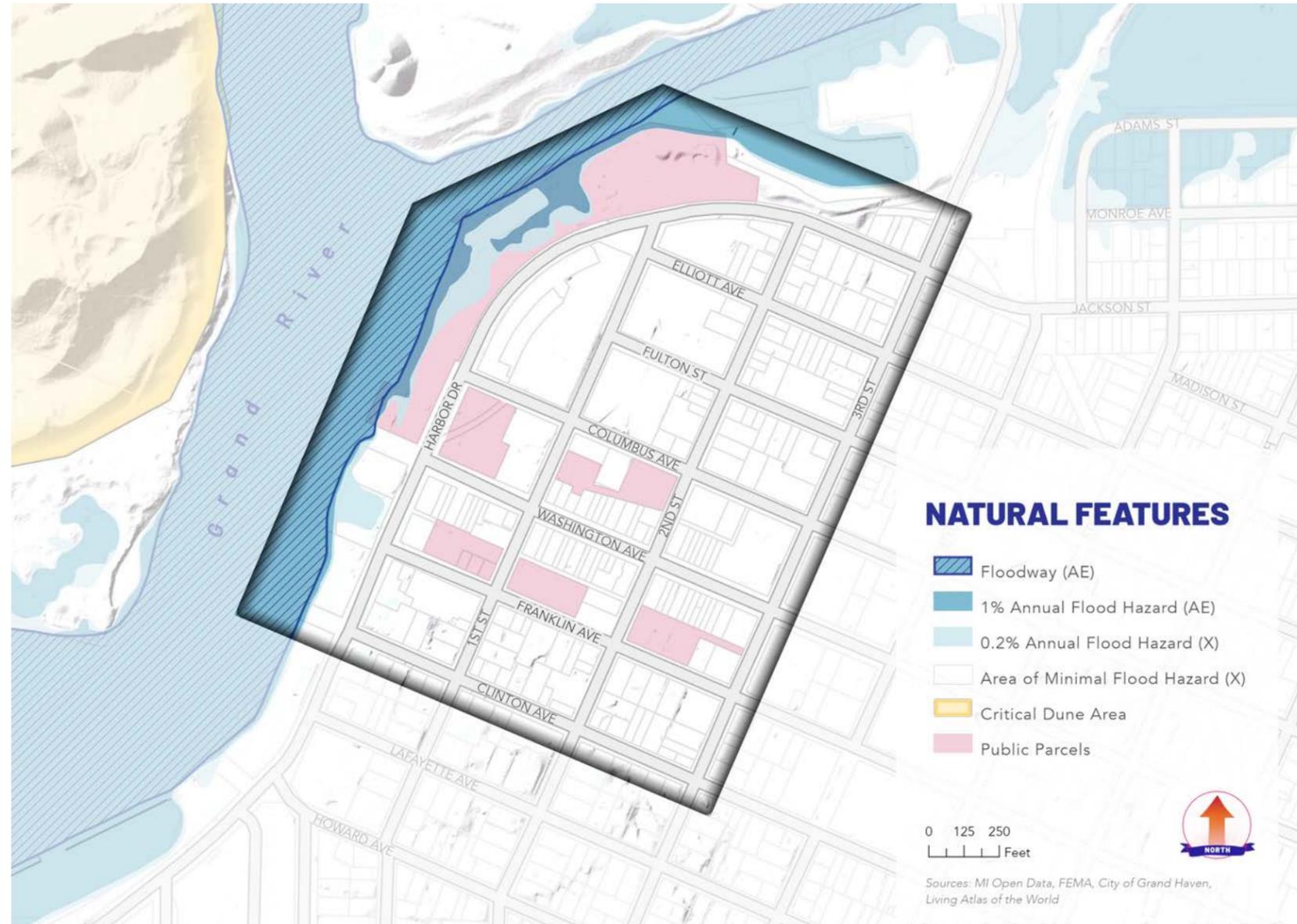
**Area Zoning.** The study area is a mix of zoning districts including Waterfront, Central Business, Old Town, and Key Streets. This mix of uses creates an interesting combination of districts for civic space, living, working, and playing.

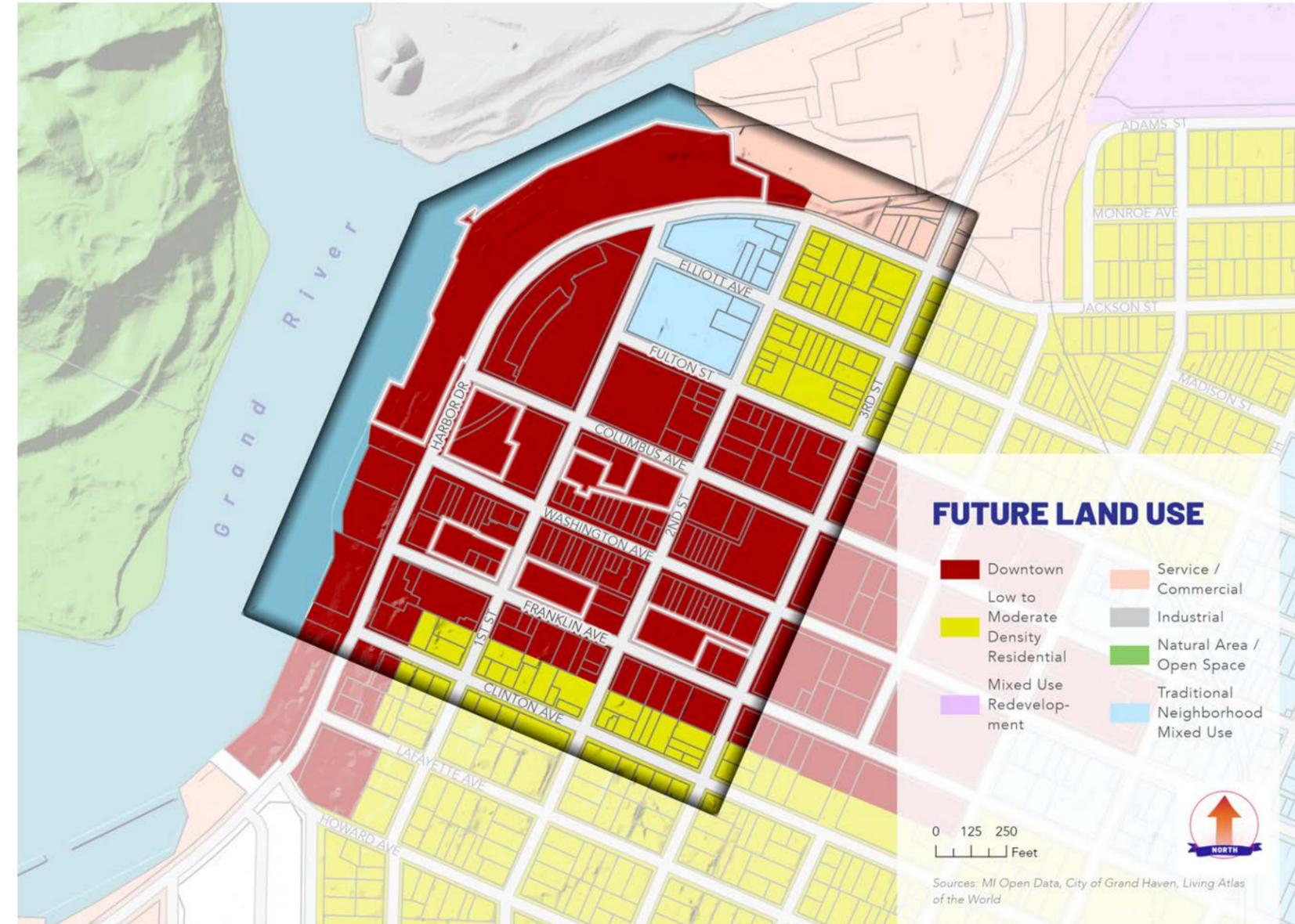
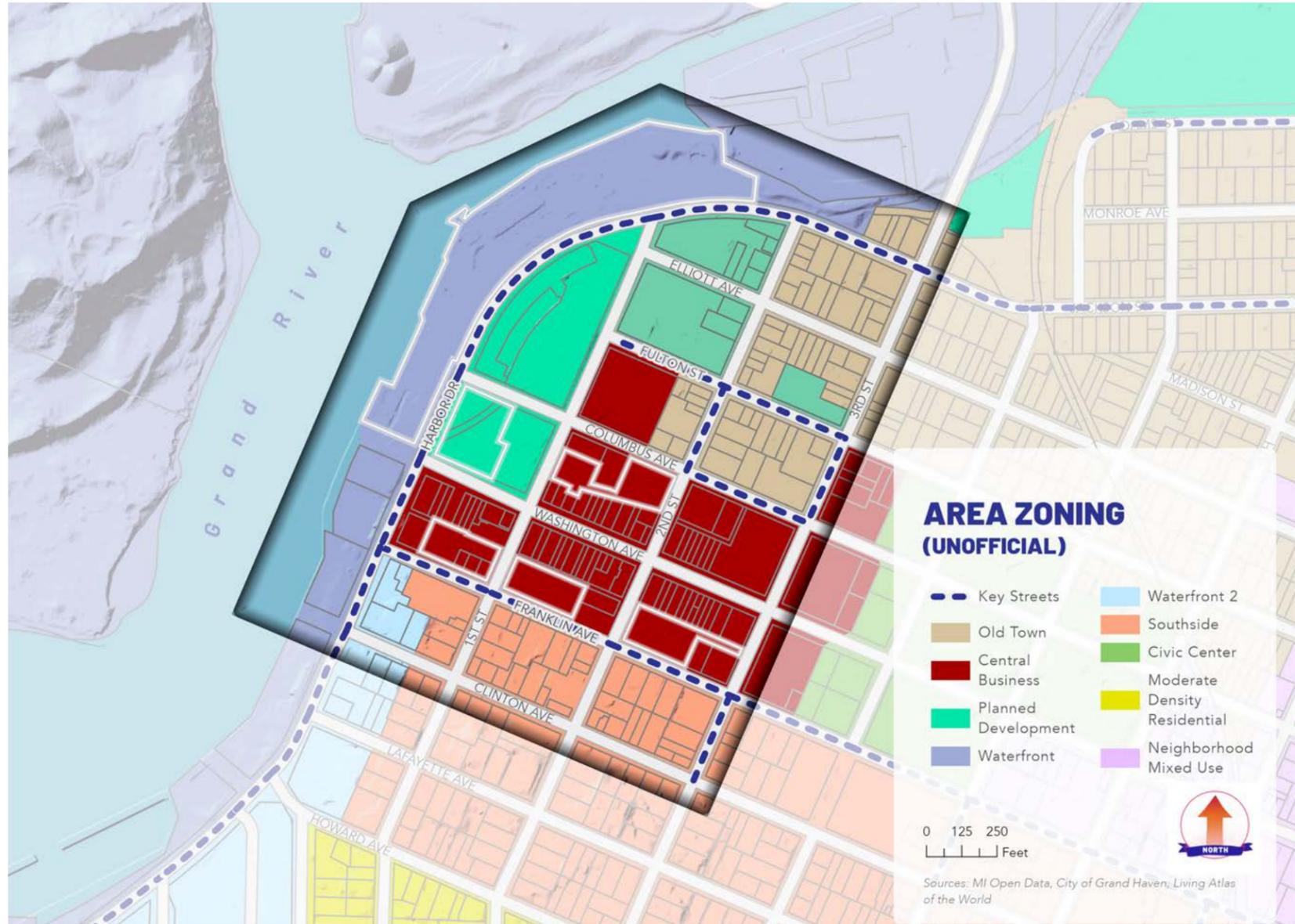
The Waterfront district is intended to provide for open space along the shorelines with the intent of preserving and maintaining natural characteristics of those areas. Overall, this district is intended to support water-related development and to provide ample opportunities for public access with a balance of recreational and retail opportunities along the waterfront.

The Central Business district will serve as the primary identity for the City of Grand Haven and will be a pedestrian oriented place with active street life, healthy retail, and common space for community gatherings and waterfront activities.

The Old Town district serves as a gateway to the City's Central Business district. With a mix of land uses, the Old Town district will provide residential uses, as well as service-oriented commercial business along primary transit routes.

**Future Land Use.** The Future Land Use Map, as defined in the City's Master Plan, designates the majority of the study area as the Downtown District. This is described as the urban core where activities such as shopping, entertainment, professional services, living, and civic space use occur. As quoted from the City of Grand Haven Master Plan "The area will be characterized by an urban form that is scaled for convenient and safe pedestrian access and designed to take advantage of outdoor informal gathering places."





## Technical Assistance Program

The City of Grand Haven is certified as a Redevelopment Ready Community (RRC). This certification is provided by the Michigan Economic Development Corporation's RRC program and demonstrates the City's conformance to practices that promote effective redevelopment strategies.

This designation as a Redevelopment Ready Community opens up a multitude of opportunities for the City, including RRC Technical Assistance (RRC TA) match funding. The Beyond the Pier Master Plan is being completed as an RRC TA project, with MEDC and the Michigan Municipal League providing pre-development technical assistance for this Waterfront Master Plan and the creation of a site-specific Request for Qualifications (RFQ).

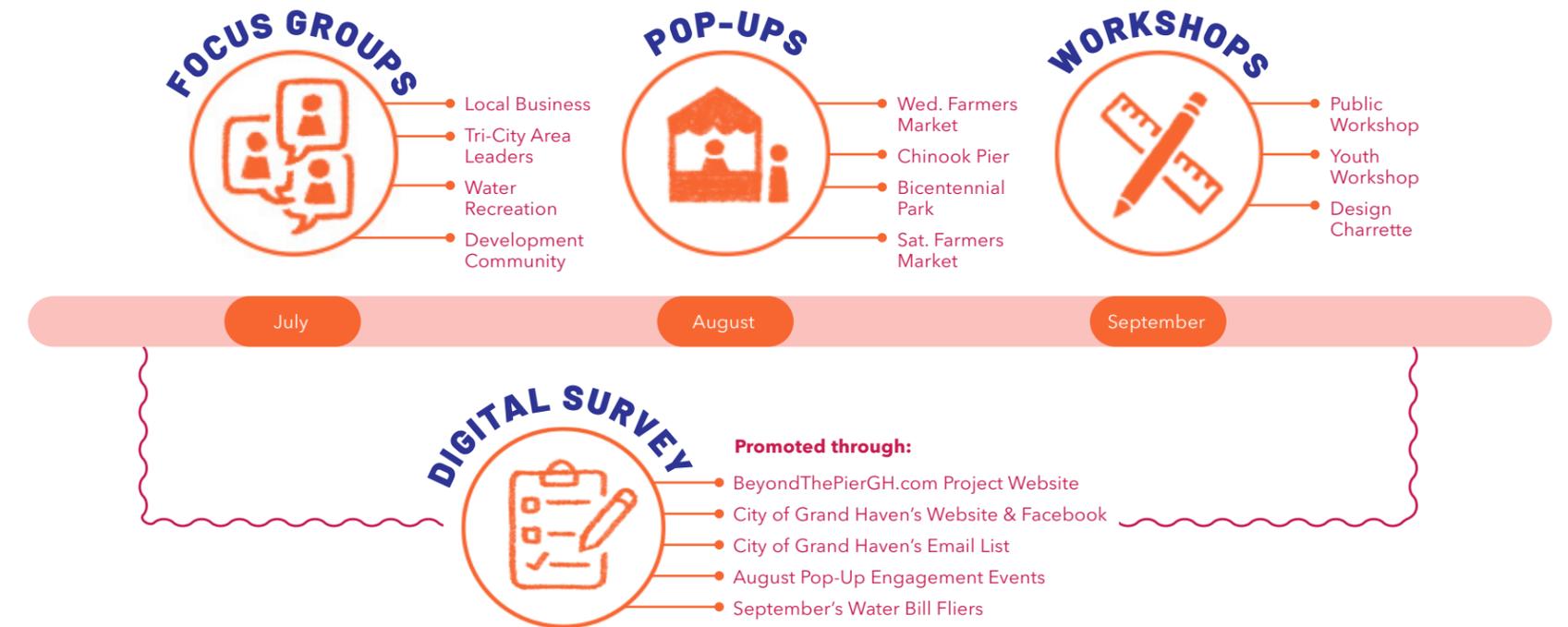
## Waterfront Steering Committee

The Grand Haven Waterfront Committee (GHWC) is a steering committee created for Beyond the Pier comprised of active Grand Haven residents, business owners, City Council members, Planning Commission members, and others. The GHWC has provided valuable knowledge and insight regarding the history and unique conditions of the study area, instruction in community input methods, review of plan documents, and direction on schematic designs. Their guidance has ensured that this waterfront master plan stays consistent with City and community goals and realities.



## Community Input

Community feedback was central to the planning process for Beyond the Pier. From June through September of 2020, multiple community engagement options were offered, including a community-wide digital survey, four virtual focus group meetings, four pop-up engagement events, two virtual workshops, and an outdoor design charrette. Results of the engagement campaign have been detailed in a Community Input Report, which can be found in Appendix A.



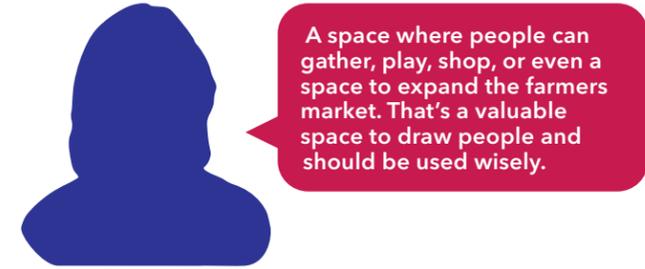
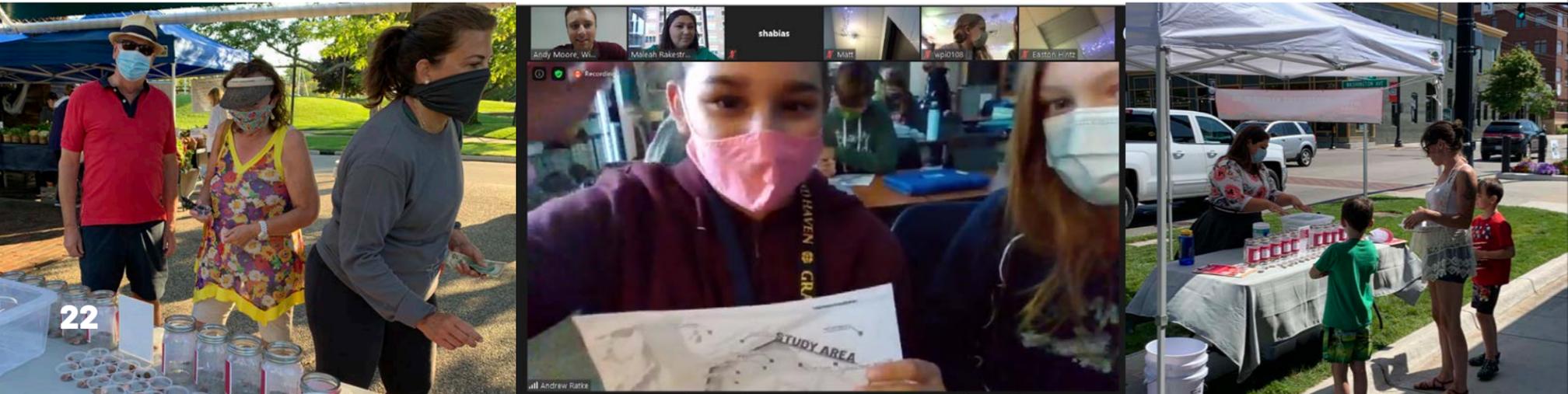
This robust public engagement effort generated a large amount of data that provided a foundation for design and redevelopment goals. From this outreach campaign, it is clear that the people of Grand Haven are passionate about their City and desire a waterfront that is active, accessible, and provides a meaningful connection to the outdoors. The effective manifestation of these desires into policies, strategies, and designs requires a balancing act between not only form and function; but also feasibility and sustainability.

It was recognized by many participants that the City of Grand Haven has done an excellent job of preserving the waterfront. The concept of public waterfront access was a consistent topic of discussion throughout the engagement process. Although public access to the waterfront is key in supporting community desires, this does not preclude development from the study area. There is a strong desire for the promotion of food-based businesses, the creation of an enhanced, multi-use market space, and the perpendicular expansion of downtown beyond Washington Avenue. While these types of developments may be achieved through entirely private means or a public-private partnership, they must be open to the public and have a perceived accessibility that will be appealing to the community.

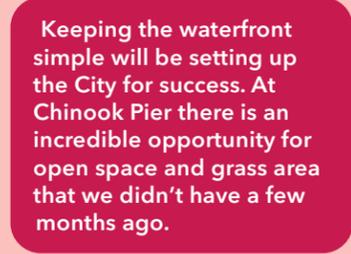
Public infrastructure and improvement projects were identified through this engagement process to support desired private investment and public enjoyment. Street enhancements were regularly discussed, such as providing more and safer crossings along Harbor Drive, creating additional on-street parking near Chinook Pier, and having better bike infrastructure throughout downtown. Maintaining green space for passive recreation and the enjoyment of the outdoors was also considered very important. Many participants favored programming these green spaces with affordable and family-friendly entertainment options, temporary food vendors, art, games, and winter comforts or activities.

Many responses to the online survey offered suggestions for ideal locations for growth, with Chinook Pier receiving the most attention. During the design workshops and charrette, participants regularly illustrated more intense land uses to the north end of Chinook Pier that would steadily decrease in intensity moving south along the riverfront. Key considerations when exploring development will be the context-sensitive placement of structures that complement existing uses and the preservation or creation of viewsheds to the waterfront.

Based on the community's feedback and the input from the City of Grand Haven and Waterfront Steering Committee multiple conceptual designs of the study area were created. Further refinement with the Committee resulted in a schematic design that provides recommended future improvements for Chinook Pier and Downtown.



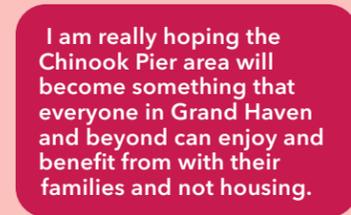
A space where people can gather, play, shop, or even a space to expand the farmers market. That's a valuable space to draw people and should be used wisely.



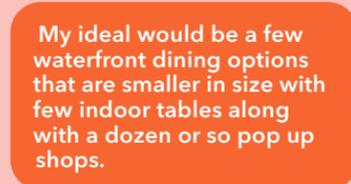
Keeping the waterfront simple will be setting up the City for success. At Chinook Pier there is an incredible opportunity for open space and grass area that we didn't have a few months ago.



An appealing restaurant in the Chinook Pier location can offer outdoor seating and music during the summer to encourage folks to linger near the water and would still bring folks downtown during the winter.



I am really hoping the Chinook Pier area will become something that everyone in Grand Haven and beyond can enjoy and benefit from with their families and not housing.



My ideal would be a few waterfront dining options that are smaller in size with few indoor tables along with a dozen or so pop up shops.

# 1.2 THE VISION

## PRINCIPLES & GOALS

Established goals for the waterfront have influenced recent growth and public improvements. As our communities grow and evolve, so do our desires for the future. Foundational principles provide tools for long-term decision making, but without reassessment of these principles, new desires for the future may be overlooked. The 2005 Waterfront Strategic Plan outlined eleven principles and goals which are still relevant today. Building on these foundational principles, five new goals have been established to address modern values, needs, and desires.

### Past Waterfront Strategic Plan Goals

In 2005, public planning activities produced the following eleven principles and goals:

- Revitalize the entire waterfront area
- Enhance public, green, and open space
- Promote recreation and health
- Expand year-round capacity and appeal
- Strengthen the economic mix
- Develop appropriate building character and scale
- Protect and strengthen connections to the water
- Strengthen the appeal to people of all ages
- Protect Dewey Hill
- Express the history, heritage, and ecology
- Develop appropriate public infrastructure and facilities

### New Goals

Community engagement in 2020 and thoughtful direction from the City and the Grand Haven Waterfront Committee revealed a need for the additional following goals:

- Create places in Grand Haven for the people of Grand Haven
- Enhance physical and visual connections between downtown and the waterfront
- Promote flexible and multi-use spaces at Chinook Pier
- Maintain the family-friendly and affordable nature of the waterfront
- Enable private investment as a tax-generating activity to create viable revenue streams for future waterfront investment and infrastructure

# SCHEMATIC DESIGN

The schematic design is a guide that conceptually depicts the locations, connections, and recommendations for investment within the study area. It shows the vision for Chinook Pier and downtown grounded by realities such as scale, implementation, and property restrictions. As opportunities arise, this schematic design should be used as a reference to assess the potential for furthering the goals of this waterfront master plan. It is important to reiterate that this plan is a guide and the conceptual nature of the schematic design also allows for flexibility in future improvements consistent with the waterfront goals and principles.

This schematic design builds on the concept of bringing elements of the river and downtown into Chinook Pier, either through built form or land use. In this design, the northern portion of Chinook Pier becomes a gateway to the riverfront. Consistent with community input, the intensity of development decreases within Chinook Pier as the design moves south

toward the Waterfront Stadium and blends into the vast green space of Bicentennial Park.

Flowing pathways and illuminated open greens are shaped by curvilinear trails that line the edge of the river. These ripples create a cadence within the landscape, providing spaces for both passive recreation and nodes of activity. In the location of the former Chinook Pier shops, green is expanded to provide a tranquil place for visitors to experience and appreciate the water.

Overlooking the Grand River, a proposed market provides a destination for locals and visitors. Connections to all seasons are made through the partially enclosed multi-use market, warming huts, and fire pits that populate the nearby green spaces. The relocation of the mini-golf course and new play space near the Lynne Sherwood Waterfront Stadium creates a cohesive flow of civic space that lends itself well to activation during both the summer and winter months.



View from the river of Chinook Pier, with the Coal Tipple shown on the left through to the multi-use market on the right.

## LEGEND

- Existing Building or Structure
- Proposed Buildings
- Proposed Outdoor Feature
- Festive Lighting
- New or Modified Parking
- Deck or Elevated Boardwalk
- Bike Lane
- Enhanced Crosswalk



Note: All improvements shown on private properties are only conceptual recommendations and are dependent on private land owner interest and coordination.

### Harbor & Jackson gateway

new crossings, enhanced multi-use trail, and wayfinding

### Eat, shop, play

development opportunity

### The decks

public flex and rest spaces

### Multi-use market

### Passive greens

### Incubator businesses

mini-shops and food truck park

### Civic space extension

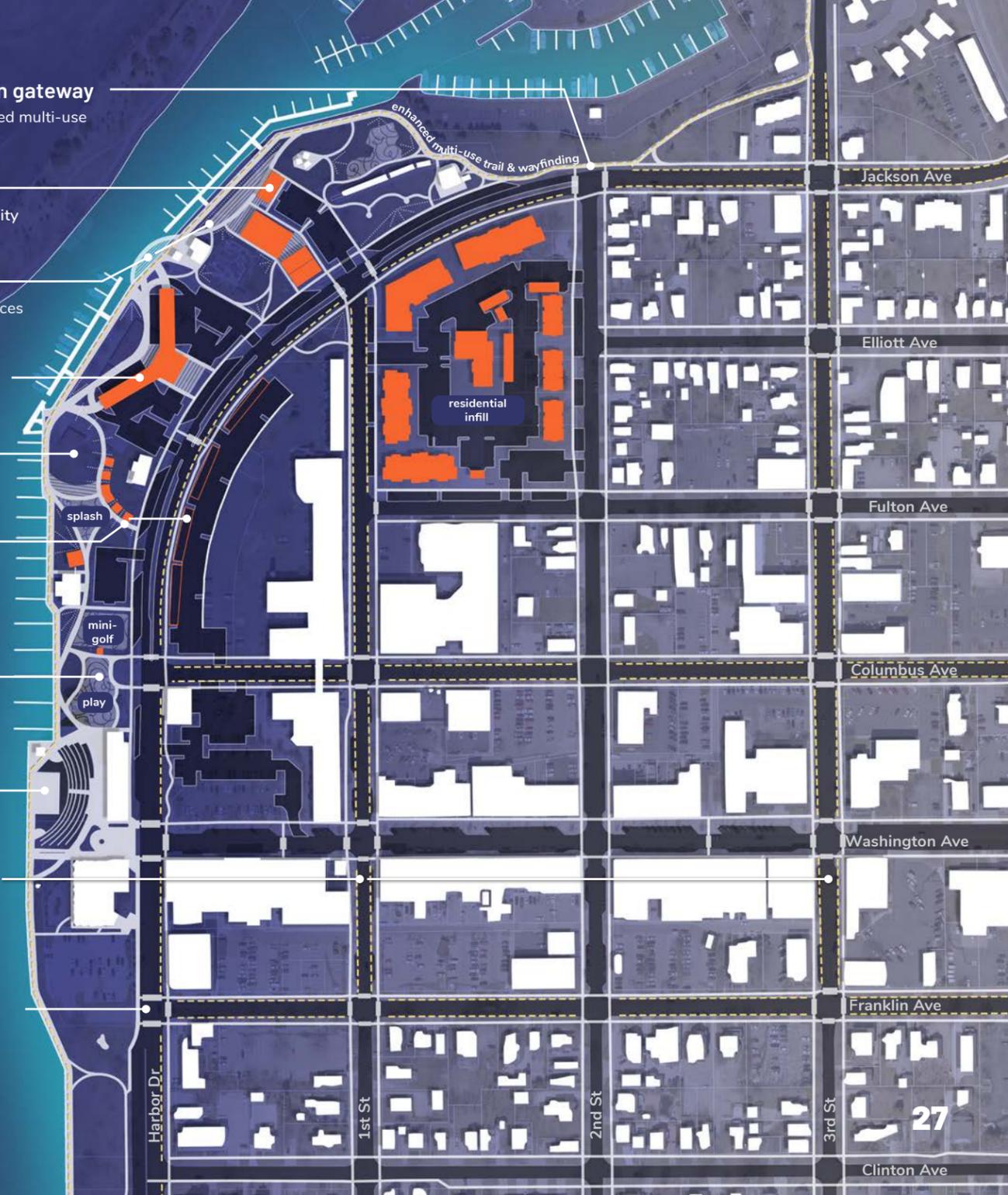
### Waterfront stadium

### 1st & 3rd Streets

streetscape improvements and business activation

### Franklin Avenue

streetscape improvements and one-way conversion



# Intensity of Use



## Harbor & Jackson Gateway

Transition area between 3rd and 1st Streets offers a unique opportunity for gateway building.

## Chinook Pier

Building on the 2009 Chinook Pier Land Use Plan and the anticipated growth at the Stanco Property, the northern end of the Pier was identified to be most suited for development. This allowed the decrease in intensity of use from commercial to civic space moving south to the Lynne Sherwood Waterfront Stadium.

## 1st & 3rd Street Connections

1st and 3rd Streets have the capacity to become unique north-south connectors between downtown and the waterfront. Similar to improvements made along Washington Avenue, enhancing 1st Street will create a more inviting, walkable corridor. Improvements to 3rd Street will promote this corridor's use as a bicycle connector and bolster business activity in Old Town.

## Washington Activity

Building upon the existing activity of Washington Avenue to the waterfront will occur through continued improvements to the civic spaces at Chinook Pier.

## Franklin Ave Conversion

Two-way conversion of Franklin Avenue will create a more navigable street for pedestrians and bicyclists. Creating more complete frontages along this street would help complete this corridor.



Artistic rendering of 2nd Street and Harbor/Jackson improvements.

## Harbor Drive & Jackson Avenue

Tree-lined boulevards and streets define Harbor Drive and Jackson Avenue as the main vehicular artery for waterfront travel. Cars are slowed by the curved roadway and boulevard, but further traffic calming techniques are recommended. With the constant flow of seasonal traffic and the skewed view of subtle pedestrian crossings, this corridor has long since been a division between Chinook Pier and the downtown.

Enhanced crosswalks and pedestrian-activated signals placed at specified intersections along Harbor Drive and Jackson Avenue will create a sense of safety and provide greater access to the waterfront from downtown. Coupled with artistic gateway elements between 3rd and 1st Streets, this will establish a feeling of arrival to the business district and the waterfront, complementing the active atmosphere generated by the local shops, eateries, marinas, and civic space anchors.

It is recommended that multiple modes of transportation, such as walking, biking, driving, and the trolley service be further supported by improvements to the roadway and multi-use trail. New street parking along Harbor Drive in conjunction with the boulevard will continue to calm traffic, enhance public safety, and provide additional public parking for direct access to the waterfront.

### Harbor Drive & Jackson Avenue Design Recommendations:

- Maintain parkways along both sides of Harbor Drive and Jackson Avenue and the existing tree-lined boulevard along Harbor Drive to transfer the green from the waterfront to downtown.
- When possible, green infrastructure elements, such as bioswales and rain gardens, should be implemented in the parkways and within the boulevard to maximize stormwater runoff capture and treatment.
- Harbor Drive should become a landscaped boulevard with one traffic lane in each direction. The west side of Harbor Drive should have on-street parking to allow for more direct access to the waterfront.
- Plant street trees 25-30' on center on the east side of Harbor Drive and fill in gaps as needed along Jackson Avenue.
- Consider more robust pedestrian crossings at each intersection of Harbor Drive and Jackson Avenue with highly-visible crosswalks that have a physical material change, such as those already in place at the corner of Washington and Harbor Drive.
- New traffic signals consistent with those used at the intersection of Washington and Harbor Drive could be installed at 3rd Street and Jackson Avenue, pending a traffic analysis and impact study to verify need. Smaller scale, coordinating pedestrian-activated signals could be considered for key crossings as well.
- Encourage the use of snowmelt where appropriate, such as at key crossings at major anchors like the multi-use market.
- Provide pedestrian-scale, public street lamps along both sides of Harbor Drive and Jackson Avenue.
- Place all utility and power lines underground along Harbor Drive and Jackson Avenue.
- Provide alternative routes and modes of transportation to and through the waterfront park area, including more direct access from the street level to the boardwalk and enhancement of the multi-use trail with lighting, art, and wayfinding signage.
- Integrate on-street bicycle lanes on the east side of Harbor Drive and Jackson Avenue, taking riders from the beach up to the Waterfront Trail at 3rd Street. It is recommended that on-street bike lanes be provided on the west side of Jackson Avenue from 3rd Street to 2nd Street, and then a diversion from the road to the multi-use trail to move cyclists down to the waterfront and minimize conflict with proposed on-street parking facilities.

### Eat, Shop, Play

The new development at the northern portion of Chinook Pier offers opportunities for riverfront dining, entertainment, and retail, bringing back activity and revenue generation lost after the removal of the Chinook Pier Shops. Integrated with the historic landscape of the coal tipple and train components, this is an ideal location for a sizable anchor restaurant and several retail spaces to service the local community and provide space for displaced Chinook Pier Shop businesses.

Building off of the residential growth at the former Stanco Property, the development area on Chinook Pier mirrors the intensity of use on the other side of Harbor Drive, further strengthening the gateway into town. Additionally, this development will be supported by new downtown residents, making businesses that provide food and essentials just a short walk away.

### The Decks

Following the flow of the river and curvilinear sidewalks of Chinook Pier, a river viewing platform and large-scale deck become extensions of the landscape. Lit with festive lighting and staged with movable seating, these flexible civic spaces create additional areas for pier patrons to dine outdoors, watch the boats, and take in views of Linear Park.

These spaces are meant to be spontaneous nodes of interest for those experiencing the riverfront. There is the potential for retail and restaurant activities from the new Chinook Pier businesses to spill out onto the trails and deck, contributing to the lively and dynamic nature of the boardwalk.



## Multi-Use Market

Flexibility is a key component of this waterfront plan. Grand Haven experiences great changes in population each year and this variability means that business and civic spaces need to be adaptable. A proposed multi-use market would build on the flexibility of established features within Chinook Pier, like the waterfront stadium or open greens.

In its current state, the existing farm market lacks basic amenities and has design flaws that have made its relocation and upgrade a high priority for the waterfront. A new facility would meet the needs of the people and vendors by providing modern market features, such as electricity, water, wi-fi, and heat. Other amenities to consider include a commercial kitchen for local food vendors to prepare goods, a small permanent grocery store for produce purchases on off days, or indoor space available to community members for event rental.

The market should be designed to include both indoor and outdoor space, and be suitable for year-round use. This would allow for not only the summer farmers market but also a fall and winter market, attracting locals and visitors to the waterfront in the off-season. Unused portions of the market during the winter could be programmed with art or food events, both of which were desired by the public.

Providing a variety of amenities and programs within the market opens this structure to more frequent and steady year-round use, contributing to its viable operation and the potential for reliable revenue generation.



Artistic rendering of market stalls

## Passive Greens

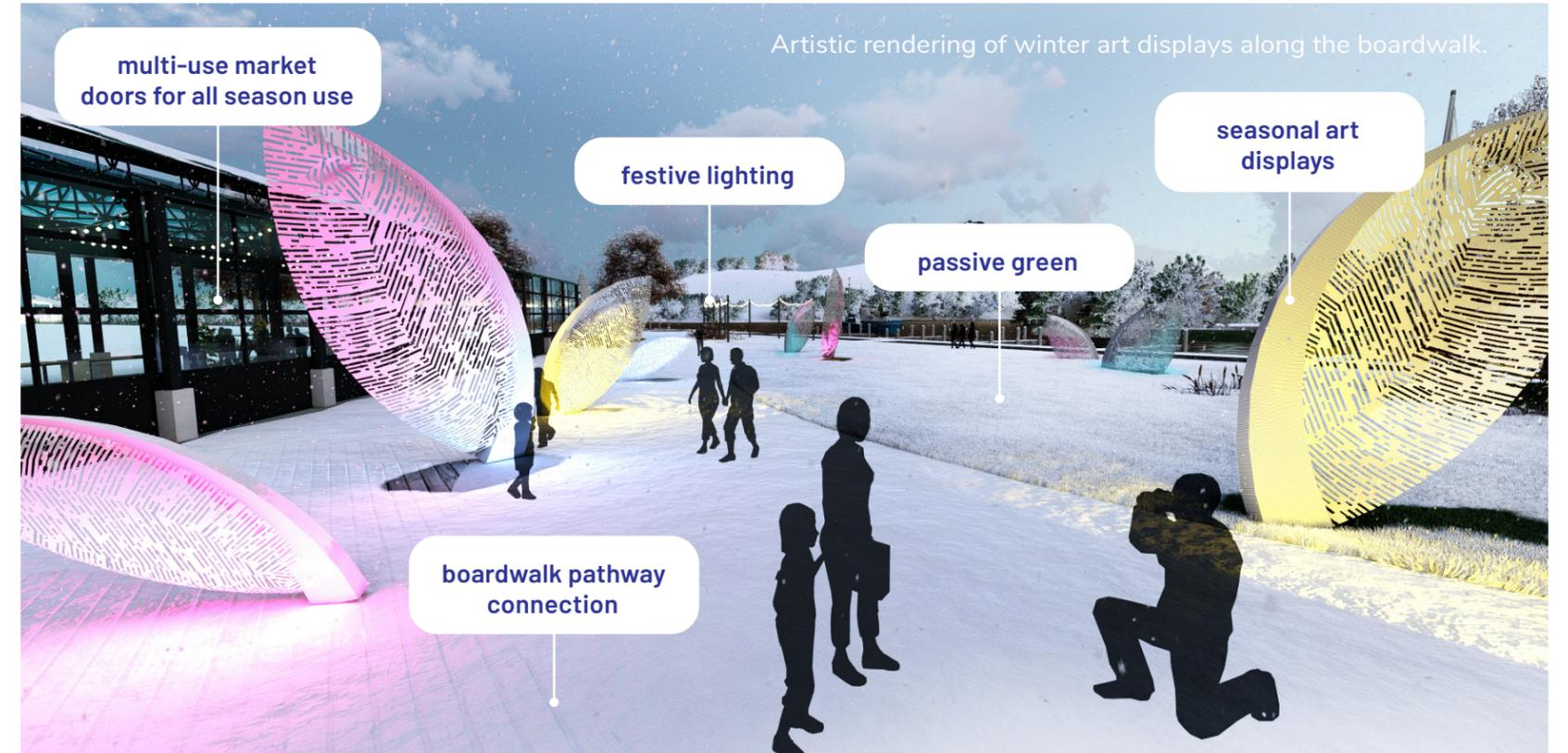
### Unprogrammed Lawns

Open greens flank the multi-use market, providing clear views to the riverfront and passive places to relax, gather, and enjoy the water. Permanent features, such as benches, lights, and art decorate the landscape and help connect Chinook Pier to Bicentennial Park. Additional amenities, such as yard games and fire pits, could enhance this experience and provide people and overnight boaters with additional entertainment.



### Along the Boardwalk

Flowing pathways connect to the existing boardwalk, encircling a spacious riverfront green that complements the multi-use market. Like the riverfront deck and overlook, this open landscape allows for activity from the market to spill into this space with framed views to the riverfront highlighting the natural landscape. Whimsical features like centenary lighting and seasonal art installations create ambiance on the water's edge.





## Incubator Businesses

Mini-shops along the water's edge offer additional opportunities for small-scale retail. Built to house seasonal business, these incubator spaces would allow entrepreneurs to test their investment downtown before deciding to move into a permanent space. When unused for the winter, the mini-shops could be converted to warming huts or holiday display spaces.

The Covenant Life parking lot has been identified as an area for opportunity in past planning documents and is still recognized today as a prime property for activation. An existing deed restriction limits the use on this property for parking and a height restriction of any structures to a maximum of twelve (12) feet. Ideally, this property would be developed with multi-story buildings that would hold the edge of Harbor Drive and carry the feel of downtown further north. This may be feasible in the future if the deed restriction was lifted, but today we recognize this limitation and begin to imagine other possibilities that may be more readily available. The Covenant Life parking lot could serve a dual purpose: utilized for shared public parking and as a seasonal food truck park.

## Civic Space Extension

Building on the activity of downtown, civic connections to Central Park and the stadium are created through the relocation of the mini-golf and new play area as a terminal vista to the end of Columbus. In its current location and condition, the existing playground near the Coal Tipple is hidden and aging, and will need future updates. The creation of a new play space and mini-golf course near the Lynne Sherwood Waterfront Stadium would build off of the activity of the stadium and provide nearby activity for children and young adults to explore during family downtown outings. With the reduction of the nearby parking area often used for event staging, vendor storage, and portable bathrooms, space adjacent to the play area will need to be preserved for event functions and the depot building will be utilized for event support.

The Lynne Sherwood Waterfront Stadium is a beacon to the waterfront and flexible performance space for Chinook Pier. This recent improvement to the waterfront has dramatically changed the character of Chinook Pier and created a significant connection from the Grand River to downtown. A catalyst for change, the stadium offers further opportunities for year-round activation and attraction to the riverfront. In addition to the successful events already hosted at the stadium, such as Big Band Dances, Worship On The Waterfront, and regular viewing of the Musical Fountain, this space can provide additional programming with the investment in flexible equipment. Movies on the pier and ice skating in the winter could activate the stadium year-round if seasonal investments were made into movable screens, windbreaks, or an ice rink.



Artistic rendering of seasonal winter infrastructure.



A view down 1st Street shows the direct connection from downtown to Chinook Pier.

## 1st & 3rd Streets

1st and 3rd Streets have the capacity to become unique north-south connectors between downtown and the waterfront. With 1st Street's clear views from downtown to Chinook Pier, it is a natural route to encourage pedestrian movement. Similar to improvements made along Washington Avenue, enhancing 1st Street will create a more inviting, walkable corridor.

The intersection of 3rd Street and Jackson Avenue houses more significant elements than many may realize. Located in Old Town, this intersection represents the transition from a historic neighborhood to a downtown mixed-use development pattern. It is an intersection of two well-traveled streets for those navigating downtown by car and is a direct link to the north leg of the Grand Haven Riverfront Trail, providing bicycle access to Ferrysburg and Spring Lake. Therefore, 3rd Street is an ideal intersection to establish a gateway to the waterfront. Establishing a light at this intersection may bring prominence to the street and help vehicular traffic pause before entering the waterfront district. Development along and streetscape improvements to 3rd Street will promote this corridor's use as a bicycle connector, a walkable neighborhood, and bolster business activity in Old Town.



Franklin Avenue is the transition between downtown and the Southside neighborhood.

## Franklin Avenue

Franklin Avenue is a quick-moving local street that terminates at the waterfront. It is a transitional corridor, home to local shops and eateries, municipal offices, several busy public lots, and local residents. As the only one-way street remaining downtown, the two-way conversion of Franklin Avenue and the addition of dedicated bike lanes will slow traffic and create a more navigable street for pedestrians and bicyclists. Conversion from a one-way street will also foster more predictable travel routes for drivers and create the feeling of narrower lanes, thus slowing vehicular traffic and improving safety for everyone.

Franklin currently has many public and private parking lots that front the street on both sides, creating an emptiness along the street and a divide between the downtown and adjacent neighborhoods. Consideration should be given to closing these gaps and creating a more complete street frontage. Any future development along this corridor should be carefully evaluated for compatibility with the adjacent Southside neighborhood.

# 1.3 WATERFRONT BUSINESS STRATEGIES



## STRATEGIES FOR BUSINESS ENHANCEMENT

The vibrant and attractive downtown will be the key to successful business growth in Grand Haven. Walkable, healthy, and safe communities with exciting dining, shopping, and entertainment options attract residents who are seeking quality of life in a live-work-play urban atmosphere. This chapter highlights strategies for increasing the success and longevity of businesses while continuing to make the study area a desirable place for businesses to locate. Recommendations in this section are broad and apply generally throughout the study area. These improvements may be implemented individually or in coordination with other priority projects. While areas of special interest are discussed in the previous section, the following recommendations provide strategies for achieving the intent of this plan.



## Character Architecture

Building architecture and form have a significant impact on how appealing the street is perceived to be. An identifiable and consistent design creates a sense of place that people recognize and with which they become familiar. Grand Haven is blessed with several corridors that contain historic and unique architecture that contributes to this sense of place and community. These corridors include the Washington Avenue corridor and form the heart of Grand Haven's downtown, attracting the most pedestrians. This is not a coincidence; these streets are aesthetically attractive and were originally designed with people in mind. People are drawn to these corridors because they provide a historic setting, safety, and comfort. There are inviting options for restaurants and shops. While these buildings are over 125 years old, they are some of the most sought-after real estate in the city.

The Grand Haven Michigan Mainstreet Design Guidelines articulate the desired architectural elements downtown. The City's Zoning Ordinance also contains form-based regulations that guide new building design in a way that enhances the downtown environment and ties into the existing architecture. During the outreach process for this plan, the public often expressed a desire to incorporate architecture similar to Grand Haven's downtown, creating harmony between old and new. This community's focus and awareness of building design and the impact suggests that the City's design guidelines should be reviewed to ensure consistency with public feedback. All streetscapes should work toward creating a human-scaled environment, and business licensing and regulatory requirements should be reviewed to ensure that they are clear, fair, and broadly understood.



## Urban Living

Downtown shopping and dining become more viable when there is a core density of residents in the market area to serve. Further, a densely populated downtown can support retail shops that stay open year-round; a varied base of businesses becomes more viable when there exists a consistent base of residents in the immediate area, and the neighborhood is human-scaled with appropriate infrastructure.

This plan is cognizant of the fact that the public did not indicate a strong desire for more residential condominium developments. However, there was some support for mixed-use development. Urban living in Grand Haven may be more acceptable in a mixed use setting, with ground floor commercial uses and upper stories reserved for office or residential. Encouraging residential uses in the study area will also help achieve the stated goal of this plan to encourage businesses that serve Grand Haven residents. This strategy could be coupled with a marketing campaign directed towards residents and potential residents, highlighting the benefits of living in or near downtown.

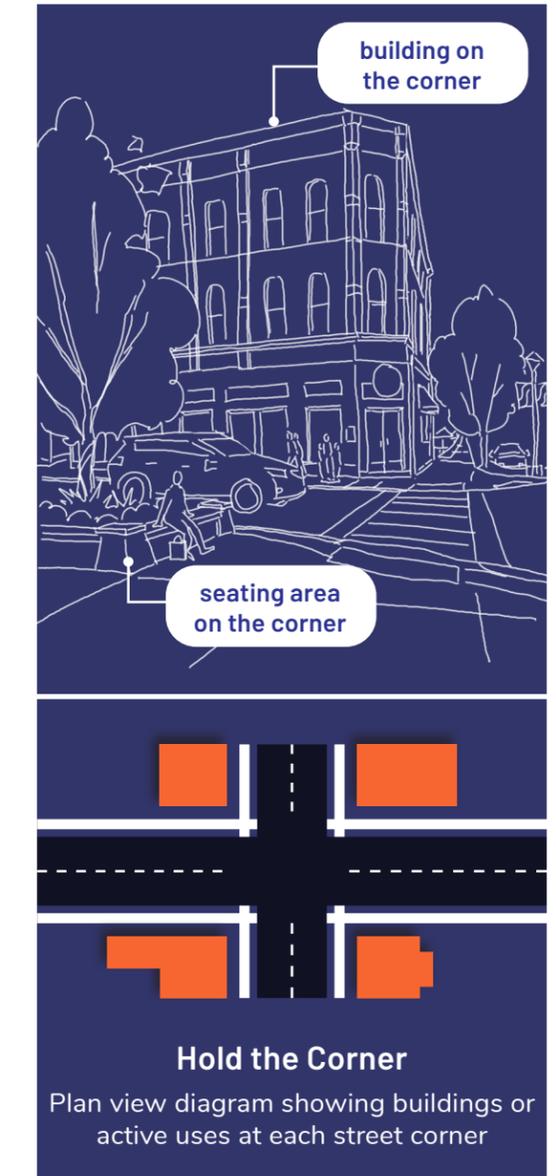
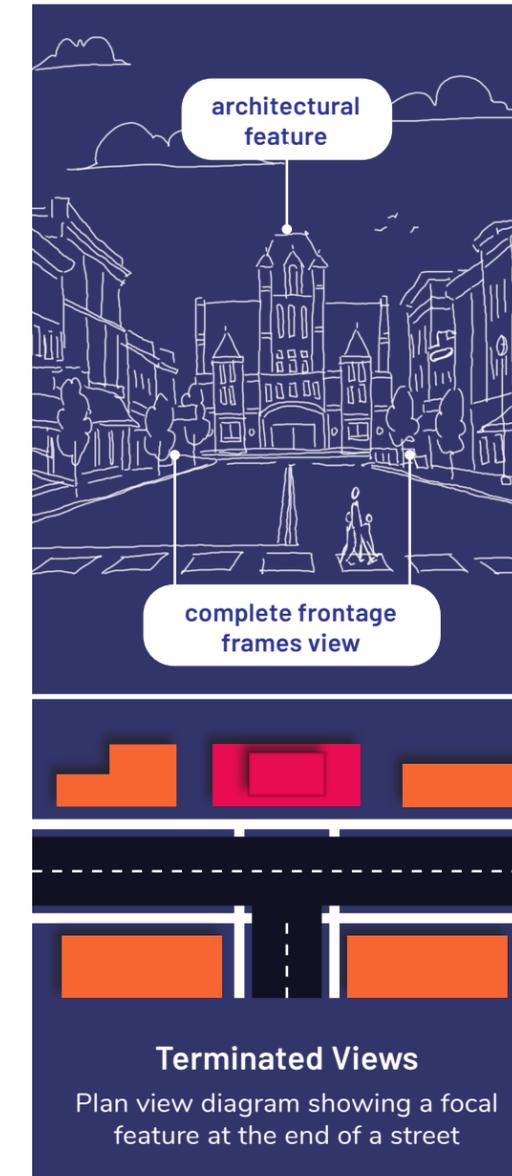
## Downtown Growth

Strategic infill in the study area will expand the downtown beyond Washington Avenue. This connection between the waterfront can be strengthened through the growth of activity both on Chinook Pier and in the adjacent business district.

Initial drafts of the schematic plan illustrated potential locations for downtown infill on public and private parking lots. Although infill was generally supported by the Grand Haven Waterfront Committee, the Downtown Development Authority, and the Planning Commission, the prescriptive nature of the conceptual infill led to a robust public discussion about its purpose within this plan. Results of the community survey showed strong support for development at the location of the former Chinook Pier Shops, while infill of the public parking lots downtown was not generally favored. Through the planning process, it was determined that the schematic plan would focus on the waterfront and connections through the street rights-of-way.

The City's zoning ordinance allows for a variety of uses, building forms, and height capabilities in the Central Business District. The zoning ordinance and Downtown Design Guidelines will continue to guide the form and placement of development within the study area. Further considerations for future growth downtown include the following:

- Complete Frontages.** In walkable business districts, it is important to have near continuous activity along the street edge to provide both physical and visual excitement. This entices people to explore, drawing them down the street and encouraging them to shop, eat, and linger. Vacant parcels or large parking lots along the street edge create gaps and areas of inactivity that interrupt the rhythm of the street. Future downtown infill should aim to create active frontages, filling in these gaps to form a complete frontage of stimulating elements, such as attractive building facades, window displays, café spaces, or greens.
- Terminated Views.** A terminated view is a focal feature that stands at the end of a street. These views are important because they tend to be highly visible from a distance and often act as a landmark for the area. Infill on parcels perpendicular to terminating streets have the opportunity to create framed views or iconic vistas through building architecture, height, sculpture, lighting, or landscape. Considerations should be given to how architectural or landscape elements may highlight the river or downtown, by either framing a view to the water or by providing a central focal feature that complements the riverfront.
- Hold the Corner.** Buildings placed at street intersections provide a sense of enclosure and completeness at the street level. This in turn makes the street feel narrower and encourages more cautious traffic movements. Additionally, key intersections are places where building up creates a sense of grandeur. Holding street corners with structures or active features also forms a more defined and attractive street, providing multiple facades for corner viewing and encouraging further use of the area.



## Walkable Places

Streets are the bones on which our cities are built. Improvements within and along our streets can provide safe, effective, and enjoyable transportation for everyone. Walk Score is a service that provides insight into the ease of pedestrian movement around any given city, neighborhood, or address. The score awarded is intended to determine the ability for any person to easily perform daily tasks, such as visiting a store, post office, or bakery. The Walk Score for downtown Grand Haven is 64 points (on a scale of 0 – 100), which indicates that residents or visitors are provided with a moderate ability to shop for and receive personal services easily. It recognizes that an automobile is needed to complete most daily errands.

Creating an accessible environment is paramount to a successful downtown and the vitality of its businesses. This includes both natural and built features. Built infrastructure may include wide sidewalks and pedestrian-activated signals at crossings to bolster connectivity. Visually identifiable and safely maneuverable features like well-defined, colored crosswalks, smoothly transitioning on-street and off-street bicycle and multi-modal trails, and wide, organized, and consistent sidewalks provide residents, workers, and visitors with a safe, efficient, and barrier-free way to get around town, regardless of age or ability.

Built infrastructure also involves traffic calming devices to improve pedestrian and bike safety in active street corridors. Landscaping such as street trees, planters, bioswales, and native vegetation can encourage pedestrian travel, enrich biodiversity, and preserve a sense of connection to nature. Attractive streetscapes should be designed to prioritize pedestrian safety and mobility, decreasing motorized traffic, and increasing non-motorized traffic. Complete streets attract more foot traffic and are critical in growing local business success in a downtown environment. Creating attractive, visually appealing, and safe sidewalks with activated storefronts and clearly-delineated pedestrian travel zones within and beyond Washington Avenue will provide the entire study area with the opportunity for both commercial and residential development and redevelopment.



## Biking in Grand Haven

A common thread among many successful downtowns is that they accommodate many forms of transportation. In Grand Haven, biking is popular during the warmer months, especially as an alternative form of transportation for seasonal visitors. As bike rentals and regular cyclists become a more common sight in the city, its bicycle infrastructure should increase commensurately. Designing streets to accommodate bicycle traffic is important either through shared lanes, dedicated bicycle lanes, or divided on-street travel lanes. It helps both cyclists and motorists minimize accidents and conflicts.

Grand Haven has two distinct types of primary bike infrastructure: on-street bike lanes and multi-modal trails. This plan recommends building upon these two uses to complement existing community dynamics. As a small lakeshore community with only a handful of dedicated bike lanes, many residents and visitors are not well-educated about on-street cycling. Bicycling is a mode of travel done for both entertainment and necessity, so it is important that the city accommodate cyclists of all abilities. Education about biking in Grand Haven should be a continual effort, as the downtown and the waterfront will always need to accommodate multiple modes of travel. Bicycle traffic downtown should always be accommodated either on-street or off-street in dedicated travel lanes. To avoid conflict with pedestrians on the busy sidewalks downtown, cyclists in this area should always use bike lanes when they are marked. The City's zoning ordinance encourages businesses to accommodate bicycle facilities and infrastructure. Clearly marked bicycle lanes and parking stalls should be prevalent and conveniently-located throughout the downtown.

Alternatively, the waterfront offers wide multi-modal trails for use by both pedestrians and cyclists. To improve cyclist safety and promote enjoyment of the Grand River, the existing riverfront trail should be utilized on the west side of Harbor Drive. Pavement markings and wayfinding signage can be used to direct cyclists to the trail route in order to fully experience Chinook Pier.



## Trolley Charm

While vehicle accommodations are often necessary, designing for automobiles instead of people results in wide streets, faster speeds, and a less safe environment for pedestrians and cyclists. Additionally, auto-centric planning can also result in a surplus of parking spaces where there should be productive buildings and uses. This plan recognizes that Grand Haven has a unique seasonal influx of people, many of whom travel by car. This creates an impression of scarcity in parking during the summer and an overabundance of parking in the winter. This dramatic fluctuation in parking demand may always exist to some degree, but its effects can be mitigated if multiple modes of transportation are viable to balance out the seasonal use of downtown.

The trolley helps to diversify the transportation options in Grand Haven. It fills a demand for seasonal transportation along the waterfront and shares a charming part of Grand Haven's history with the community. It is recommended that the trolley continue to service the downtown and waterfront, with regular stops and a route expansion that would continue Northeast along Harbor Drive and Jackson Avenue to 3rd Street, turning on 3rd to tie back into the existing route at Washington Avenue. This would further connect the downtown, bolster economic activity on 3rd Street, and reinforce the gateway along Harbor Drive and Jackson Avenue.

## Active and Passive Public Space

The study area benefits from passive and active spaces in natural and built settings. Integration of passive and active elements should be preserved and balanced throughout the study area to enhance experiences for a variety of ages and abilities. Passive activities may include outdoor restaurant seating, benches, and picnic tables, and open green space. Active activities may include festivals or parades, concerts, ice skating, shopping areas, and the farmers market.



## Multi-Use Destinations

Multi-use public destinations provide residents and visitors alike with year-round opportunities. This can be seen in the success of the flexible space at the Lynne Sherwood Waterfront Stadium. The existing Grand Haven farmers market, for example, attracts hundreds of visitors who travel specifically to the market on Saturdays and Wednesdays from May to October. However, many of these visitors also visit other locations on Chinook Pier and downtown. Developing a year-round multi-use market, with indoor options similar to the markets in Grand Rapids or Flint would provide local vendors space to incubate their up-and-coming businesses and provide a week-long, year-round destination. Restaurants, coffee houses, etc. also make great additions to indoor/outdoor markets, because they encourage shoppers and diners to spend more time in the market.

## Pop-Up Retail

Many cities coordinate with property owners to offer vacant storefront space on a short-term basis to small retailers for rolling out new ideas or products to shoppers. This low-risk method allows emerging entrepreneurs the opportunity to showcase their products without having to provide a large capital outlay for retail space. Contracts are often negotiated on a very short-term basis, such as weekly or monthly, and it provides a win-win scenario for both the property owner and the entrepreneur. Pop-up space also works to provide temporary spaces for entertainment or cultural displays such as pop-up art galleries, small-scale theater spaces, or local historical displays.

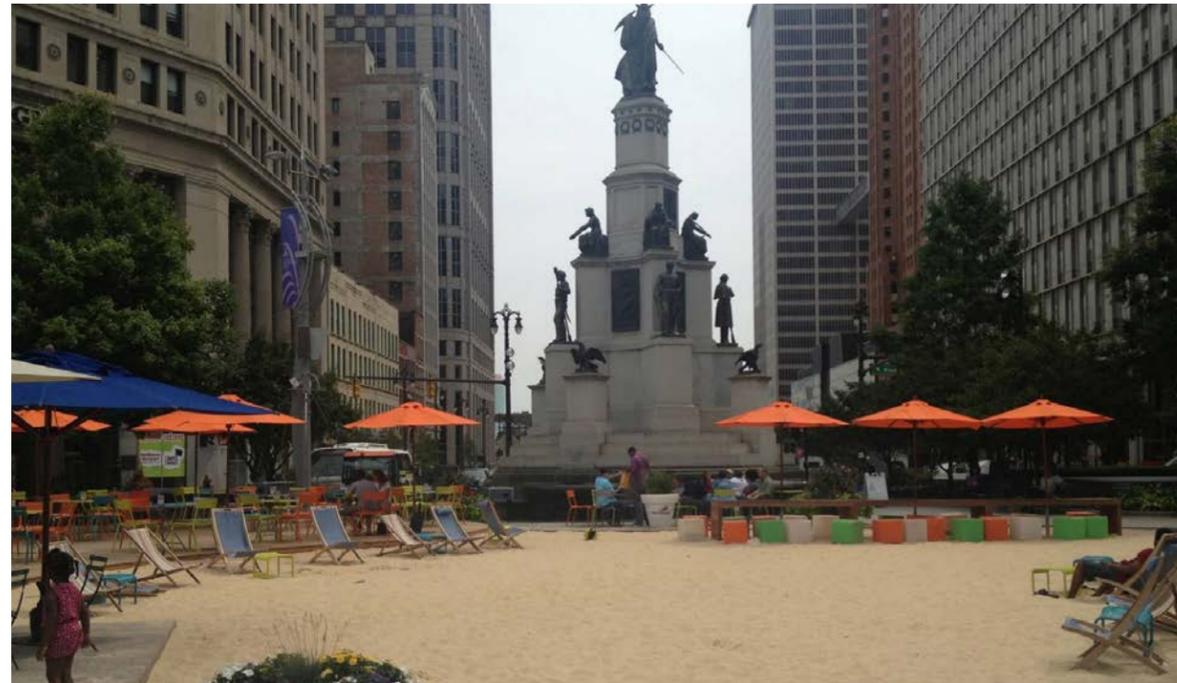
Grand Haven's zoning ordinance was updated in 2021 and it provides for pop-up shops, incubator spaces, and similar non-traditional arrangements. Flexibility and a willingness to adapt to a rapid-changing environment should continue to be a key component of city policy.



## Year-Round Programming

A full program of year-round activities brings awareness and foot traffic to downtown. A four-season schedule of events at downtown shops, restaurants, cultural centers, parks, and the riverfront promotes the downtown to the surrounding West Michigan region throughout the year. The farmers market, as mentioned above, is one such event that brings hundreds of people to the Chinook Pier site on a regular weekly basis. In the winter months, winter and holiday-themed festivals and outdoor entertainment and dining options can activate the streets. In Grand Haven, seasonal opportunities may be created by converting spaces into appropriate seasonal destinations, such as adding an ice skating rink and windbreaks to the Lynne Sherwood Waterfront Stadium from November through March. Temporary installations to accommodate widely variable weather conditions will be necessary to ensure that the City's open spaces remain inviting and accommodating.

Public/private partnerships will also be critically important to maximize the utilization and effective programming of waterfront spaces and facilities that are recommended in this plan. These include the Coast Guard Festival as well as dozens of other large and smaller events and celebrations that occur within the study area. With the proposed changes in this plan, the Grand River Waterfront is expected to attract even greater use – both planned and unplanned – by residents and visitors to Grand Haven. Year-round programming in these efforts will be coordinated between the City, Chamber of Commerce, Convention and Visitors Bureau, Coast Guard Festival, and many other local organizations and individuals.



## Unique Dining, Shopping, Cultural, and Entertainment Opportunities

There are three types of places that people determine are important in their lives. The first type, the home, is often considered to be the most intimate and cherished place a person has. The second type is the workplace. While not as intimate as home, it is familiar because of the many hours each week people spend in these spaces. The workplace is often where people make personal connections with coworkers and develop friendships. The third type are places that hold importance because of personal connections or experiences unique to that location. For many, downtowns provide experiences that people remember all their lives.

Interesting and unique experiences need to take place in the downtown to provide visitors and residents with opportunities that they cannot find anywhere else in the city. While it is simplest to plan for a place visually, a place is experienced and defined by all five senses. Unique restaurants that offer new tastes and exciting atmospheres that franchise dining experiences don't provide and draw patrons from all over the region. Retailers that offer products that cannot be found anywhere else in the city provide destination opportunities for both local and out-of-town shoppers to visit and experience. Chinook Pier provides an attractive and visible setting to develop unique dining, outdoor event, and retail spaces. Thus, unique opportunities arrive when consideration is given to multiple interactions in an area to create places in which people want to live, work, and play. In the study area, placemaking efforts may be bolstered and influenced through the following features:

- **Sight.** Quaint building design, historic structures, viewsheds of the Grand River, boats, wayfinding signage, art, lighting and ambiance, and streetscape design.
- **Sound.** Music, concerts in the Waterfront Stadium, musical fountain, interpretive or educational programs, wind in boat sails, movement of water, laughter, and outdoor gatherings.
- **Touch.** Splash fountains, play equipment, lawns and vegetation, seating, market produce, and heat from lamps/firepits.
- **Smell.** Food vendors, fresh water, and air.
- **Taste.** Food trucks and restaurants, ice cream shops, fresh market produce.





## Wayfinding

Wayfinding allows people to orient themselves in a space and navigate to different locations. This can be accomplished through the use of signage, maps, mobile apps, speakers, road markings, and other features. The City of Grand Haven should consider the development of a comprehensive wayfinding plan to identify key sites to improve wayfinding and enhance connectivity between Chinook Pier and downtown.

Wayfinding inherently involves connectivity, as it identifies a path between different locations. It also involves different scales based on the target audience. Therefore, wayfinding design should involve the identification of civic destinations along key corridors at an appropriate scale that provides points of orientation for visitors and residents. This plan recommends highlighting 1st Street, 3rd Street, and Fulton Avenue as connectors between downtown and the waterfront. Additional wayfinding improvements to the existing multi-modal trail will bring a greater understanding to users of the connectivity between Lake Michigan, the Grand River, and the tri-cities area. Wayfinding elements should be incorporated into any streetscape improvements that occur along these corridors. This may include pedestrian-scale signage or maps to orient people to nearby facilities and amenities, road markings for bike lanes, and larger-scale signage identifying locations for vehicle parking.

## Working with Your Neighbors

Some of the principles and goals may be aided by cooperation and coordination with tri-cities neighbors. Water trails, walking, and biking trails, and marketing/promotional activities will require broad cooperation to fully realize. Growth and development of the tri-cities region outside of Grand Haven can act as a further catalyst for local economic development.

Like any plan, this plan, along with related plans and ordinances, must be frequently consulted to ensure long-term success and sustainability.



## Incentives

It is vital for a city to have an ongoing strategy for retaining and expanding businesses. Developers and entrepreneurs will not enter a market if they feel the area is unsure of its future. Strategies for attraction and financing options provide interested developers with incentives to move into the city and begin the transition into the result that was envisioned. Strategies for development include financing options such as Tax Increment Financing Authorities, Downtown Development Authorities, Corridor and Façade Improvement programs, and Brownfield Redevelopment Authorities. Each of these authorities or districts often have the opportunity to raise capital from certain regulated means or, at a minimum, are designed to champion a plan to stimulate the residents or other governmental authorities to support a collective vision.

The City of Grand Haven has greatly invested in its own economic development by taking the steps to become a Redevelopment Ready Community and by creating both a Tax Increment Financing and Downtown Development Authority (Grand Haven Main Street). These certifications and authorities open up incentives for development investment such as MEDC Community Revitalization grants and loans or brownfield development funding.

Other assurances for development can come in the form of land purchases or leases. The City of Grand Haven currently has a ten-year maximum land lease for available public properties. Governmental public land leasing options for long-term periods from ten to thirty years or more provide developers and businesses with the knowledge that the City is determined to invest in itself and desires quality development. Coordination through all of these means is important for a successful downtown; otherwise, it may be difficult to attract and or retain businesses.

Having a clear vision to communicate to the development community and promoting incentives that may be available to them is key to encouraging private investment in the study area. This waterfront plan and the other carefully-crafted planning documents generated by the City offer this information. To further provide clarity for the development community, it may be prudent for the City to archive previous versions of planning documents so an investor can easily identify relevant policies and plans. Highlights from updated planning efforts, such as the recent Zoning Ordinance update, should continue to be shared, as the updated procedural efficiencies and flexible site design requirements convey the City's progressive measures to streamline the planning process.

## 1.4 ACTION PLAN

This plan's goals and strategies will help define future development, greenspace, and activities along the waterfront and downtown Grand Haven. To implement the ideas and strategies presented in this plan, the City of Grand Haven has identified several priority projects and actions. These actions are founded on the goals created in the 2005 Waterfront Master Plan and new goals supported by the Grand Haven Waterfront Committee. A concerted effort will be placed on projects that were prioritized by the community and that will promote connectivity between the Grand Haven waterfront and downtown.

### NEXT STEPS

The priorities and actions recommended in this section are intended to provide a general outline of steps that the City of Grand Haven can take to implement the goals and strategies of this plan. The City should use these recommendations as a foundation for guiding future development and redevelopment downtown and along Chinook Pier.

# GOAL ORGANIZATION

Goals established in this plan provide a basis for each recommended action step. The 2005 Waterfront Strategic Plan provided several principles and goals. Additionally, the Grand Haven Waterfront Committee supported several additional goals based on the community engagement results received in 2020. The goals created in 2005 and 2020 are listed in Section 1.2 - Vision and are categorized below and on the following page, according to their general intent.



## Year-Round Viability

- Revitalize the entire waterfront area
- Expand year-round capacity and appeal
- Enhance physical and visual connections between downtown and the waterfront



## Natural Setting & Recreation

- Enhance public, green, and open space
- Protect Dewey Hill
- Express the history, heritage, and ecology of the waterfront
- Protect and strengthen connections to the water
- Promote recreation and health



## Community Development

- Strengthen the economic mix
- Develop appropriate building character and scale
- Strengthen the appeal to people of all ages
- Develop appropriate public infrastructure and facilities
- Create places in Grand Haven for the people of Grand Haven
- Promote flexible and multi-use spaces at Chinook Pier
- Maintain the family-friendly and affordable nature of the waterfront
- Enable private investment as a tax-generating activity to create viable revenue streams for future waterfront investment and infrastructure

# PHASING STRATEGY

Implementation of the goals and strategies of this plan will depend on several variables, including support of priorities, availability of funding, market conditions, and the cooperation of public and private entities. The following priorities have been established in consideration of current goals, expected duration of projects, and financial implications. Priorities have been identified chronologically for short, mid, and long-term actions. These actions have been selected due to their integral role in achieving the vision of this plan. However, this is not a comprehensive list and other actions may be appropriate given changes in market conditions, land availability, funding opportunities, or other factors.

## Short-Term Priorities (0-3 years)

- **Chinook Pier Request for Qualifications (RFQ)**

The multi-use market and Chinook Pier north development shown on the schematic plan illustrate an opportunity for a public-private partnership in the creation of a unique market, dining, and shopping area. An RFQ created within the scope of this waterfront master plan and its release to developers is recommended as a top priority. This will involve the subsequent selection of a development partner and contract for the site. In coordination with the RFQ, this plan recommends the extension of the City's land lease to 30 years to enhance business viability. The timeline for the design, development, and approval of this redevelopment will depend on partnership with the City, funding opportunities, developer interest, and initiative.



- **Multi-Use Market & Chinook Pier North Development Planning**

The planning for a multi-use market, new shops, and dining opportunities at Chinook Pier are envisioned through a public-private partnership, guided by recommendations of this plan.

An upgraded farmers market was highly desired by the public and considered to be a top priority by the Grand Haven Waterfront Committee. Due to the importance of the market to the Grand Haven community, it is recommended that the planning process for the new multi-use market space be included as a short-term priority. As engineered plans are developed and construction is anticipated, this priority may also involve the temporary movement of market vendors to a nearby location, such as the Covenant Life parking lot across Harbor Drive, through the use of pop-up tents, or the creation of a similar temporary situation for market vendors. During this priority, creative engineering solutions should also be given to stormwater and flood plain management in conjunction with the multi-use market site design.

Single-story buildings are proposed along the northern portion of Chinook Pier to provide business opportunities for former Chinook Pier Shop tenants and expand options along the waterfront for retail and dining. This space is intended to activate this portion of the pier by providing increased residential services and year-round businesses for the public while highlighting views of the river. Adjacent to the existing mini-golf area, which is eventually planned for relocation, this development is not dependent on the removal of this feature.

- **Incubator Businesses & Food Trucks**

Incubator businesses and food trucks offer the opportunity for small businesses to gain popularity and recognition without substantial overhead. In keeping with the history of Grand Haven, it is recommended that these businesses be architecturally compatible with the unique character and charm of Grand Haven. While these businesses may be seasonal in nature, the shops may be modified into winter warming huts or outfitted for holiday events to provide year-round activity. Similarly, this plan recommends the introduction of food trucks, which may be located at the multi-use market or across Harbor Drive in the Covenant Life parking lot. It is recommended that a program giving priority to existing downtown restaurants for food truck placement be explored. Together these small businesses can bolster economic activity near the waterfront, help activate the study area during winter months, and enable small business opportunities for local entrepreneurs.



- **Information and Programming**

Year-round activation of the waterfront was noted as a common desire among the public. While many features may contribute to activating this space all year, the City may consider introducing more programs and events that can reinforce this theme. Although the waterfront is more active in the summer, year-round connections could be made to the downtown through activities such as temporary road closures for outdoor dining in the street, a holiday parade, art fairs, an ice festival, and other similar outdoor events. Lastly, this plan recommends that information regarding programs, amenities, and facilities be centralized and easily accessible to the public. This may involve website updates, an information kiosk, centralized information regarding development or business opportunities, and through aggressive marketing efforts.

- **Waterfront Amenities**

Passive recreational opportunities and placemaking can be enhanced through certain pedestrian amenities along the waterfront. This plan recommends the installation of amenities such as picnic tables, benches, art, lighting installations, games, and fire pits within Chinook Pier to create areas for people to enjoy the waterfront, visit with friends or family, have a picnic, or relax in an open space area. First programming the former Chinook Pier site would be advised, moving these amenities to the proposed open greens after the multi-use market has been constructed. These features would provide a logical extension of the recent similar improvements to Bicentennial Park, allowing the multi-use path to connect multiple areas of open public space. While this plan recommends that many of these features be installed in the passive green areas on the schematic design, these features may also be incorporated throughout the pier to provide various options for the public.

- **Harbor Drive & Jackson Avenue Improvements**

Pedestrian travel between the waterfront and downtown should be safe and clearly defined. While the City has a strong sidewalk network, streetscape enhancements can improve safe and efficient travel. Additionally, the approval of residential development on the Stanco Property will increase the necessity of safe pedestrian crossings. Improvements to crosswalks and traffic calming between Chinook Pier and downtown, such as 1st and 3rd Streets, are recommended to bolster pedestrian travel across Harbor Drive and Jackson Avenue.

This plan also recommends the addition of angled public parking along Harbor Drive. Specific plans and feasibility of this parking should be further evaluated before installation. Because this task will involve the cooperation of several different entities, its timeframe is difficult to predict. However, this plan recommends that feasibility be assessed and engineering reviews begin during the short-term phase, followed by construction as appropriate.

## Short-Term Priorities

Key Action Options	Policies, Tools, & Techniques for Implementation
<b>Chinook Pier Request for Qualifications (RFQ)</b>	<ul style="list-style-type: none"> <li>• Distribute and promote the RFQ created for Chinook Pier</li> <li>• Interview and select a developer to collaborate on the vision of this site</li> <li>• Increase the city's land lease to 30 years</li> </ul>
<b>Multi-use market &amp; Chinook Pier north development planning</b>	<ul style="list-style-type: none"> <li>• Obtain engineered plans and necessary approvals for construction</li> <li>• Relocate farmers market vendors to temporary accommodations as necessary</li> </ul>
<b>Incubator businesses and food trucks</b>	<ul style="list-style-type: none"> <li>• Review and amend, as necessary, the Zoning Ordinance and other city ordinances to allow appropriate and responsible development of these uses</li> <li>• Evaluate available locations best suited for food trucks and create program to prioritize existing restaurants</li> </ul>
<b>Information and programming</b>	<ul style="list-style-type: none"> <li>• Coordinate events and marketing with the Grand Haven Area Convention and Visitors Bureau</li> <li>• Develop a committee responsible for events and programming in the study area. This could be a group of interested citizens, stakeholders, or city officials</li> <li>• Offer information through publications or websites that outline development processes and business opportunities</li> </ul>
<b>Waterfront amenities</b>	<ul style="list-style-type: none"> <li>• Install benches, picnic tables, public games, and lighting at the former Chinook Pier Shops site and at available passive greens as appropriate</li> <li>• Evaluate the funding availability for installing winter amenities such as heat lamps or fire pits</li> </ul>
<b>Harbor Drive &amp; Jackson Avenue improvements</b>	<ul style="list-style-type: none"> <li>• Conduct a study to determine need for appropriate traffic signals</li> <li>• Improve pedestrian crossings at the intersections of Harbor Drive and 1st, and Jackson Avenue and 3rd Streets, with special attention to safe crossings and traffic calming around the curve</li> <li>• Begin funding assessment for the installation of public parking along Harbor Drive</li> <li>• Obtain engineering plans and approval for parking and pursue subsequent construction</li> </ul>

## Mid-Term Priorities (4-7 years)

- **Multi-Use Market & Chinook Pier North Development Construction**

Market improvements, dining, and retail development will require considerable cooperation between multiple entities, and may best be served by a public-private partnership. Following the creation of plans for the multi-use market and Chinook Pier north development, final permit approvals and construction are anticipated in the mid-term phase. Because of the elevated costs associated with new construction, rental rates for this commercial space will be higher than the former Chinook Pier Shops. It is recommended that the city explore options for incremental rent rates for former tenants to provide more affordable space over a period of several years. Through the market's enhancement as an indoor/outdoor space, its versatility will be increased. Therefore, during the construction period, the City may also create informational and promotional material to inform the public of new opportunities at the market, such as community rentals and event space.

- **Wayfinding Program**

To provide an effective wayfinding system throughout the study area, this plan recommends that a wayfinding program be created to assess existing wayfinding signage and its effectiveness. Because wayfinding exists on different scales for different modes of transportation, this program should evaluate both pedestrian-scaled and vehicle-scaled signage. This program may include an inventory of existing conditions, identify locations of deficiencies, and address the coordination of designs between different areas and features for multiple modes of transportation.

- **Streetscape on 1st and 3rd Streets**

1st and 3rd Streets provide integral northwest-southeast connections between the waterfront and downtown Grand Haven. New residences proposed on the Stanco Property may increase the need for safe and inviting pedestrian corridors in this area. Further, to accommodate downtown growth, appropriate pedestrian infrastructure such as bike lanes and sidewalks to facilitate travel between the business district and the waterfront will be needed. Streetscape improvements are expected to create a stronger sense of place in these areas by visually and physically connecting the buildings and streets with the waterfront.

## Mid-Term Priorities

Key Action Options	Policies, Tools, & Techniques for Implementation
<b>Multi-Use Market Construction</b>	<ul style="list-style-type: none"> <li>• Obtain all applicable permits for construction</li> <li>• Promote new opportunities at the market, such as rental or event options</li> </ul>
<b>Chinook Pier North Development Construction</b>	<ul style="list-style-type: none"> <li>• Submit plans and receive all necessary approvals for development</li> <li>• Market business space for restaurants, retail, and essential goods that can support year-round use</li> <li>• Evaluate affordability program for former Chinook Pier Shop tenants</li> </ul>
<b>Wayfinding Program</b>	<ul style="list-style-type: none"> <li>• Inventory existing wayfinding conditions and identify deficiencies</li> <li>• Develop a strategy for the design and coordination of signage at different scales and different modes of transportation</li> </ul>
<b>Streetscape on 1st and 3rd Streets</b>	<ul style="list-style-type: none"> <li>• Incorporate complete street policies to design these corridors for various types of transportation users</li> <li>• Identify appropriate areas for natural features that contribute to a vibrant streetscape</li> </ul>
<b>Bike Lanes</b>	<ul style="list-style-type: none"> <li>• Explore tactical urbanism principles and implement pilot projects to determine effective bike paths</li> <li>• Coordinate bike paths with streetscape improvements and complete streets strategies</li> </ul>

- **Bike Lanes**

Several new bike lanes are identified in the schematic design to create a more expansive and connected network for bicycles. Tactical urbanism, the method by which temporary and low-cost interventions are used to plan for effective long-term change, is recommended to define appropriate bike lanes within the existing streetscape. New bike lanes are proposed on 1st Street, 3rd Street, Franklin Avenue, Harbor Drive, and Jackson Avenue. This plan recommends the installation of new bike lanes along these corridors in coordination with streetscape improvements.



## Long-Term Priorities (8+ years)

- **Promote Development Opportunities**

Strengthened business activity in the study area could enhance pedestrian services and contribute to a more connected downtown environment. Therefore, this plan recommends that infill development be promoted downtown, using the principles outlined in the Section 1.3 of this plan, to enhance pedestrian travel between the business district core, surrounding areas, and the waterfront. In areas where infill development is adjacent to neighborhoods, development should be carefully evaluated to ensure that buildings and uses are consistent with the neighborhood in terms building scale, design, and the intensity of land use.

This plan also recommends that the City of Grand Haven continue conversations with private property owners to discuss properties that may provide continued support of this plan and with business owners regarding year-round viability.

- **Multi-Use Trail Improvements**

Enhancements to the multi-use trail along the waterfront are encouraged. The scenic quality of this trail and connection to the Village of Spring Lake contribute to its popularity. Due to the extensive traffic on this trail, improvements such as signage and lighting are recommended. Although the trail offers a regional connection outside Grand Haven, few signs are present along the trail to indicate someone's location, the trail distance, or the route. Periodic trail maps or signs could enhance user orientation and awareness of the route. Interpretative signage or monuments could also be installed to inform the public of the area's culture, history, and ecology. Lastly, lighting and ambiance are recommended to enhance public safety and enjoyment of the waterfront during evening hours.

- **Streetscape Improvements**

Streetscape improvements should continue to be evaluated for other corridors beyond 1st Street, 3rd Street, Franklin Avenue, Harbor Drive, and Jackson Avenue. While these corridors are considered secondary to those addressed above, specific improvements along ancillary corridors may continue to enhance pedestrian, bike, and vehicle mobility throughout the study area. This may also include the investigation of converting Franklin Avenue from a one-way to a two-way street.

- **Wayfinding Implementation**

Wayfinding signage, maps, and road markings can bolster a sense of place in public areas. While specific wayfinding features have been recommended in other priorities, this plan also recommends that wayfinding be evaluated throughout the study area at different scales for different modes of transportation, building upon the wayfinding program mid-term priority. Using the inventory of wayfinding signage, strategy, and designs identified in the wayfinding program, implementation is recommended as a long-term priority. Specifically, pedestrian-scale maps at key intersections may help people navigate between downtown and different waterfront features. Gateway signage or art is also recommended to welcome people to the downtown area and identify it as a distinct place. This may address areas identified in the 2004 vision plan as key gateways, such as along Jackson Avenue at 1st, 2nd, and 3rd Streets. Gateway signage or art should indicate a sense of entrance and hospitality. Specifically, this could involve an arch or other identification sign after the bridge on North 3rd Street to provide a sense of entry to the downtown and waterfront.





- River Deck Construction**  
 Natural areas within Chinook Pier were highly desired and considered the most important benefit of the waterfront by the public during community engagement efforts. While various natural space areas and landscaping would be located throughout the pier, the construction of river decks and overlooks identified on the schematic plan would provide a unique viewing opportunity for the public to enjoy the river. These decks would offer a passive recreational space for public enjoyment of natural water features. If interest, funding, or opportunities arise to construct these decks in an earlier timeframe, such as in coordination with the multi-use market, the timeline of this priority should be modified.

- Civic Space Extension**  
 The existing Waterfront Stadium provides a flexible performance space along the pier and opportunities for civic events. As an extension of that space, this plan recommends that the mini-golf course, currently located towards the north end of Chinook Pier, be moved adjacent to the stadium and a new play space be constructed. This location is expected to make these facilities more visible to the public and create a natural extension of the active downtown space. The complementary nature of these uses is also expected to create a family-friendly atmosphere with options for people of all ages and abilities. The mini-golf and play equipment are intended to be independent of other amenities that may be developed in this area and should remain operational until movement to the new location is viable.

### Long-Term Priorities

Key Action Options	Policies, Tools, & Techniques for Implementation
<b>Promote Development Opportunities</b>	<ul style="list-style-type: none"> <li>Promote development opportunities on underutilized sites or vertical infill on established structures</li> <li>Maintain communications with private landowners regarding future development and year-round business viability</li> <li>Evaluate hurdles to development and pursue opportunities to make the process streamlined, understandable, and attainable for businesses</li> </ul>
<b>Multi-Use Trail Improvements</b>	<ul style="list-style-type: none"> <li>Create wayfinding signage to orient trail users and install at key intersections for clarity</li> <li>Explore opportunities for interpretive signage or monuments along the waterfront which highlight areas of cultural, historic, and ecological significance</li> <li>Install lighting which enhances safety and scenery</li> </ul>
<b>Streetscape Improvements</b>	<ul style="list-style-type: none"> <li>Implement, as necessary, tactical urbanism methods to enhance streetscapes</li> <li>Explore the feasibility and effectiveness of the conversion of Franklin Avenue from a one-way to a two-way street</li> </ul>
<b>Wayfinding Implementation</b>	<ul style="list-style-type: none"> <li>Design gateway elements to identify a transition into the downtown area</li> <li>Install wayfinding signage at key intersections to orient the public between the downtown and waterfront</li> </ul>
<b>River Deck Construction</b>	<ul style="list-style-type: none"> <li>Obtain all permits and approvals for construction in the floodplain</li> <li>Incorporate designs that enhance the natural river environment</li> </ul>
<b>Civic Space Extension</b>	<ul style="list-style-type: none"> <li>Relocate the mini-golf course and develop a new play space adjacent to the Waterfront Stadium, as represented in the schematic design</li> <li>Evaluate existing play equipment near the train for safety and ADA accessibility and upgrade as necessary</li> </ul>



# THE SUPPORT

PART II

## Beyond the Pier Waterfront Master Plan

Effective planning must be supported by sound assumptions and analyses to ensure that the plan's implementation is within reach. Part 2 of Beyond the Pier contains the supplemental research and assessment. This discussion is intended to demonstrate and predict the influence that the schematic design will have on the study area through the lens of a market analysis, parking impact, and the economic feasibility of development.

# 2.1 PARKING IMPACT ASSESSMENT

## INTRODUCTION & METHODOLOGY

The City of Grand Haven completed a Downtown Parking Study in 2017 that was an update to a parking study prepared by the City in 2003. The updated parking study accounted for changes to the parking network that had occurred since 2003 and the differences in contemporary challenges 14 years later. The boundary of the study was fairly large, extending beyond traditional Downtown Grand Haven to U.S. 31. The parking study included a parking inventory, parking occupancy, and parking demand. The study also divided the study area into zones, including the Waterfront Zone and Downtown Retail Zone.

The Waterfront and Downtown zones are most applicable to the waterfront parking impact assessment; however, exact boundaries do not entirely align with the Beyond the Pier study area. As such, not all lots and spaces included in the Waterfront and Downtown Retail Zones were used for the total existing baseline analysis (Table 1). As part of this parking impact assessment, we have utilized the parking inventory outlined in the 2017 Study for public and private off-street lots and public on-street parking as a base. This parking impact assessment intentionally does not address reserved versus non-reserved spaces or delineate differences between parking restrictions such as time and day limits. The proposed reservation and restrictions at this point would be speculative, and would likely change. Therefore, a comparison would not be appropriate at this time.

## PARKING ANALYSIS

### Existing and Proposed Parking Analysis

The following tables outline the number of existing parking spaces impacted within the study area according to the 2017 Downtown Parking Study Inventory and known modifications since 2017. The existing space counts are compared to the number of proposed spaces at full buildout of the preferred schematic design. The lot and parking area identification scheme are borrowed from the 2017 Study for ease of comparison. A total summary of parking spaces within the Study Area are also provided for context. Total parking within the study area is proposed to increase by 185 spaces with full buildout of the preferred schematic design. Each lot or segment's location within the 2017 Study's "sub-area zones" have also been identified for comparison.

**Table 1: Summary of Parking Spaces in Study Area**

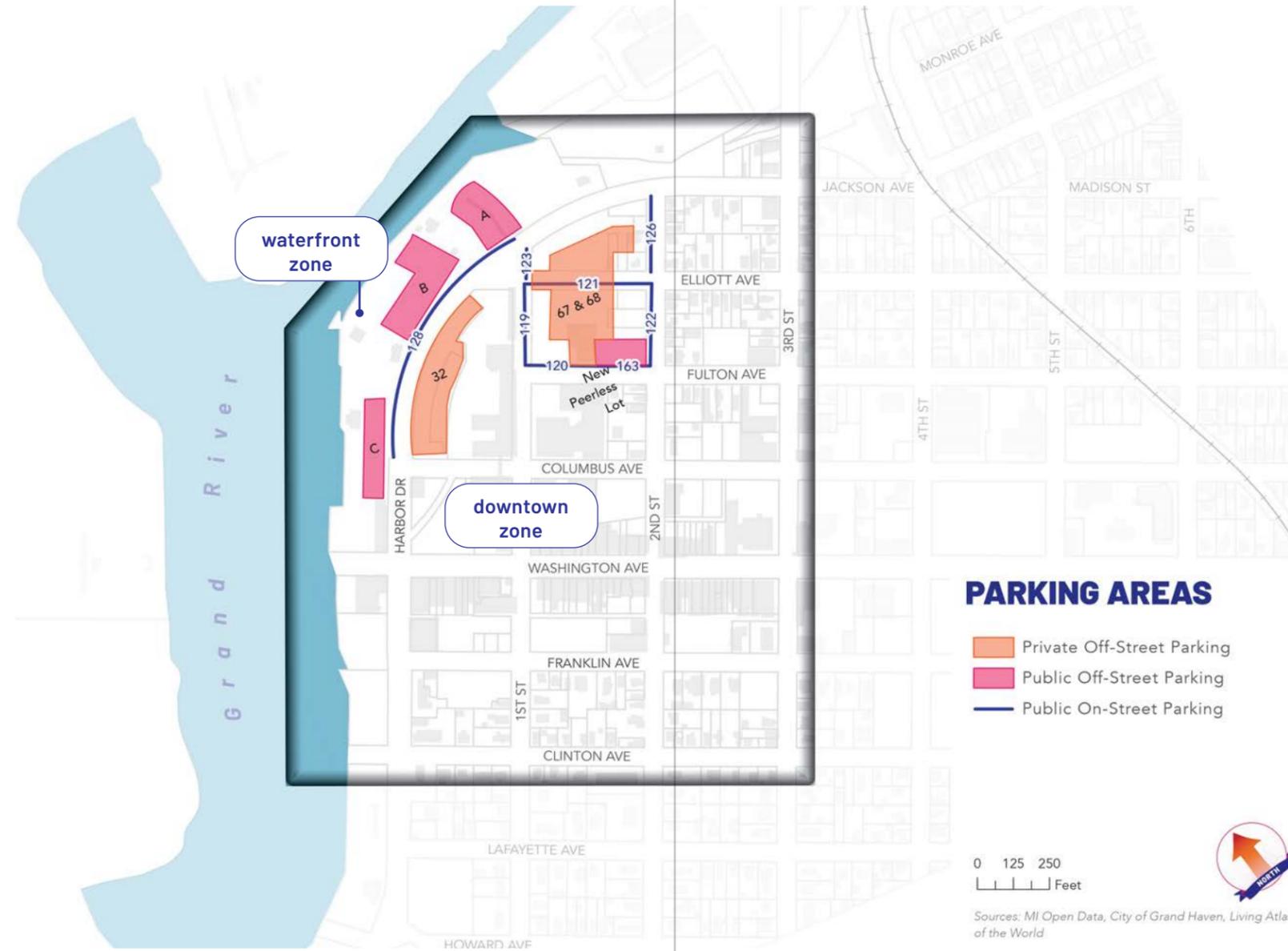
Facility Type	Total Existing Spaces	Total Proposed Spaces	Net Change
Public Off-Street	762	721	-41
Private Off-Street	971	1,113	+142
Public On-Street	446	530	+84
<b>TOTAL</b>	<b>2,179</b>	<b>2,364</b>	<b>+185</b>

**Table 2: Public Off-Street Parking Spaces (Impacted Lots Only)**

Facility (Parking Study Zone)	Existing Spaces	Proposed Spaces	Net Change
Lot A (Waterfront)*	76*	46*	-30*
Lot B (Waterfront)**	82**	100**	+18**
Lot C (Waterfront)	74	21	-53
New Peerless Lot (Downtown)	0	24	+24
<b>TOTAL</b>	<b>232</b>	<b>191</b>	<b>-41</b>

\*To maintain consistency with the existing Chinook Pier parking, it has been assumed that the new Chinook Pier North development will also be served by public parking.

\*\*To maintain consistency with the 2017 Parking Study, Chinook Pier parking has been classified as public.



**Table 3: Private Off-Street Parking Spaces (Impacted Lots Only)**

Facility (Parking Study Zone)	Existing Spaces	Proposed Spaces	Net Change
Lot 32 (Waterfront)	188	180	-8
Lot 67 (Downtown)	9	200	+150
Lot 68 (Downtown)	41	200	+150
<b>TOTAL</b>	<b>238</b>	<b>380</b>	<b>+142</b>

**Table 4: Public On-Street Parking (Impacted Segments Only)**

Facility (Parking Study Zone)	Existing Spaces	Proposed Spaces	Net Change
Segment 119 (Downtown)	11	22	+11
Segment 120 (Downtown)	23	24	+1
Segment 121 (Downtown)	15	0	-15
Segment 122 (Downtown)	0	11	+11
Segment 123 (Downtown)	0	6	+6
Segment 126 (Downtown)	0	13	+13
Segment 128 (Waterfront)	0	49	+49
Segment 163 (Downtown)	0	8	+8
<b>TOTAL</b>	<b>49</b>	<b>133</b>	<b>+84</b>

## Parking Demand Analysis

The following table outlines the parking demand of infill development or redevelopment within the Beyond the Pier study area. Identical to the 2017 Downtown Parking Study, the parking demand evaluation is based on two sources: 1) the City’s currently adopted off-street parking standards; and 2) Institute of Transportation Engineers (ITE) parking generation standards. These standards were then applied to the proposed redevelopment and infill building floor space and land use types within the study area. For proposed spaces that could house multiple retail, restaurant, or service establishments, the multi-tenant commercial establishment parking standard was used. Table 5 includes the uses identified in the preferred schematic design and the standards indicating their demand.

**Table 5: Parking Demand Standards Used for This Analysis**

Use Type	Parking Demand Per Unit of Measured (Based on City Zoning Standards)	Parking Demand Per Unit of Measured (Based on ITE Standards)
Dwelling, multiple-family	2 spaces per unit	1.1 spaces per unit
Government building	1 space per 300 sq. ft. of gross floor space	4.15 spaces per 1,000 sq. ft. gross floor area
Multi-tenant commercial establishment	1 space per 300 sq. ft. of gross floor area	3 spaces per 1,000 sq. ft. of gross floor area
Retail business	1 space per 250 sq. ft. of gross floor area	3 spaces per 1,000 sq. ft. of gross floor area

This parking impact analysis has also adopted the “consultant demand estimate” as explained in the 2017 Downtown Parking Study, as the approach is logical and necessary to a complete comparison. For reference, the 2017 Parking Study includes the following description and reasoning for the approach to the consultant demand estimate.

The following limitations must also be taken into consideration when examining the results of the parking demand analysis:

1. The application of the parking demand standards assumes that existing (in this case, proposed) floor space within the study area is fully built-out and 100% occupied. In reality, there will always be a certain percentage of vacant/non-occupied floor space within the study area.
2. City zoning parking standards and ITE parking standards are more applicable to stand-alone projects in other commercially zoned districts, and do not fully consider the true mixed-use character of Downtown Grand Haven. The parking demand calculation methods do not generally account for the potential shared parking benefits of an urban mixed-use district, where visitors commonly park in one location and walk to multiple destinations. Further, the methods generally do not account for multiple businesses with differing hours of operation. For example, if an office building was located on the same site or adjacent to a bar/lounge establishment, the parking demand generation methods would suggest that the number of peak period parking spaces for each business would need to be provided on site. However, because the peak operating hours of each business do not overlap, the actual parking demand for the two buildings would be significantly less.
3. The application of the parking demand calculation standards generally assumes that trips to a particular business will be made by vehicle. The standards do not account for trips made by transit, bicycle, or walking, which is generally higher within an urban, mixed-use area such as downtown Grand Haven in comparison to non-urban areas.

For these reasons it is the consultant’s recommendation that the parking demand estimate which should be use for this Downtown Grand Haven parking study is an average of the two demand methods, less 25% to account for the above noted limitations. This recommended demand estimate is utilized in the analysis below.

Further, the City’s recent 2021 Zoning Ordinance update allows up to 50% of on-street parking spaces to count toward off-street parking requirements, under certain circumstances. The consultant demand estimate described above also likely provides a more reasonable parking demand estimate considering this 50% standard.

Table 6 outlines the parking demand analysis of the proposed redevelopment and infill of the preferred schematic design. The table includes each redevelopment or infill site, the potential land uses, 2017 parking zone, and calculated parking demand using the standards and approached outlined above.

**Table 6: Parking Demand Analysis of Proposed Redevelopment and Infill**

Redevelopment/Infill Building	Potential Land Use(s)	2017 Parking Study Zone	Parking Demand (Zoning)	Parking Demand (ITE)	*Consultant Demand Estimate
Chinook Pier North Development (Redevelopment)	Multi-tenant commercial establishment	Waterfront	36	33	26
Multi-Use Market (Redevelopment)	Multi-tenant commercial establishment	Waterfront	33	30	24
Peerless Flats (Infill)	Multiple-family residential	Downtown	266	146	155
Micro Shop Units (Infill)	Retail business	Waterfront	5	4	3
Public Marina Facilities Expansion (Infill)	Government building	Waterfront	3	4	3

\*The Consultant Demand Estimate utilizes methodology from the 2017 Downtown Parking Study and is an average of the two demand estimates, less 25% to account for limitations, as described on page 75 of this plan.

Tables 7 and 8 outline the parking demand analysis by parking zone (Waterfront and Downtown Retail). Each table uses the base total parking demand and total parking available by zone in 2017 and compares it to the total parking demand and total parking available for the preferred schematic design.

**Table 7: Parking Demand and Analysis Net Change: Waterfront Zone**

Parking Zone	Parking Demand (Zoning)	Parking Demand (ITE)	*Consultant Demand Estimate
Total Parking Demand (2017)**	1,213**	1,013**	835**
Total Parking Demand of Preferred Schematic Design	1,290	1,084	891
Total Parking Demand Net Change of Preferred Schematic Design	+77	+71	+56
Total Parking Available (2017)	984	984	984
Total Parking Available at Full Build Out	960	960	960
Total Parking Available Net Change of Preferred Schematic Design	-24	-24	-24
Surplus/Deficit (2017)	-229	-29	+149
Surplus/Deficit at Full Build Out	-330	-124	+69

\* The Consultant Demand Estimate utilizes methodology from the 2017 Downtown Parking Study and is an average of the two demand estimates, less 25% to account for limitations, as described on page 75 of this plan.

\*\* Figures reflect the 2017 base with the removal of the former Chinook Pier Shops and existing Farmers Market parking demand due to redevelopment. Parking demand calculation assumed to be multi-tenant commercial establishment.

**Table 8: Parking Demand and Analysis Net Change: Downtown Retail Zone**

Parking Zone	Parking Demand (Zoning)	Parking Demand (ITE)	*Consultant Demand Estimate
Total Parking Demand (2017)	1,909	1,297	1,202
Total Parking Demand of Preferred Schematic Design	2,175	1,443	1,357
Total Parking Demand Net Change of Preferred Schematic Design	+266	+146	+155
Total Parking Available (2017)	1,031	1,031	1,031
Total Parking Available at Full Build Out	1,240	1,240	1,240
Total Parking Available Net Change of Preferred Schematic Design	+209	+209	+209
Surplus/Deficit (2017)	-878	-266	-171
Surplus/Deficit at Full Build Out	-935	-203	-117

# IMPACT ON PARKING

The parking impact of the preferred schematic design will result in an increase of 185 total available parking spaces in the Waterfront and Downtown parking zones, and an increased parking demand of 211 spaces utilizing the consultant demand estimate. At full build-out of the preferred schematic design, this will result in a net deficit of 48 parking spaces if the existing deficit of 22 parking spaces in the same parking zones is accounted for from the 2017 Study. Comparatively, the 2017 Parking Study indicated a parking deficit of 22 parking spaces in the Waterfront and Downtown parking zones (after the parking demand for the former Chinook Pier Shops and Farmers Market was reduced).

The deficit outlined above comes primarily from added parking demand from increased building area and a reduction in the number public off-street parking spaces (-41). Private development, such as Peerless Flats infill on the former Stanco property, provide new private off-street parking. The loss in the number of public off-street spaces is made up for by the net increase in the number of off-street private spaces (142) and the addition of 84 on-street public spaces along Harbor Drive, 1st Street, 2nd Street, and Fulton Street.



## 2.2 FEASIBILITY

### MARKET STUDY HIGHLIGHTS

A retail market analysis was conducted to investigate existing market conditions specific to the Beyond the Pier study area. The report examines consumer characteristics, market segmentation, retail leakage (gaps in current retail market), and retail business potential of Chinook Pier and downtown. The full market report can be found in Appendix B, but highlights from this analysis are discussed in this plan as they provide meaningful context for the plan's implementation and feasibility.

#### Consumer Characteristics

The study area's population has remained relatively stable since 2010; however, the population is projected to grow over the next five years. This growth may increase retail potential and demand, as population growth is typically a driver of increased goods and services. Indicative of this growth is the recent approval of the Peerless Flats 133-unit apartment complex, which could accommodate 182 additional residents in the study area (based on the average household size of 1.37 persons). This development alone could increase the study area's population by 58%.

The majority of the City's employees live elsewhere and commute into the City. This net influx of people may increase market demand for retail, especially near large employment centers. In the City of Grand Haven, an analysis of consumer behavior and spending patterns indicated a high market potential for those who are technologically inclined (often college-aged students), entertainment venues, and food-related businesses.

There is an apparent dichotomy between younger lower-wage and older affluent populations in the study area. Approximately 31% of the study area's population earns more than \$100,000, while about a quarter of the population earns less than \$35,000 per year. Young professionals seem to leave by the age of 35, while residents in early retirement relocate downtown. The concentration of a relatively young age group, along with affluent retirees, indicates strong market potential for retailers that target these cohorts. This may include technologically-driven amenities and affordable services, along with niche market opportunities for more expensive and culturally exclusive options.

In 2020, the number of rental housing units exceeded owner-occupied units in the study area. The study area includes a portion of the Old Town district, which contains an older housing stock of mostly single-family dwellings. Other areas contain multi-family or mixed-use structures, with the greatest concentration of multi-family housing in the Harbourfront Condominiums. These typically cost over \$400,000 and accommodate a population earning almost seven times the study area's median household income. Low-to-moderate income housing and senior housing options have the greatest demand and could be absorbed at a higher rate than condominiums due to lack of other options in the area.



**314**

Population



**3.7%**

Projected 5-Year  
Population Growth



**182**

New Residents in  
Peerless Flats

(Using 1.37 average persons per household  
in the study area times 133 new DU)



**87%**

Employees Commuting  
into the City



**\$57,326**

Median House  
Income



**37.4**

Median Age

## Market Segmentation

This aspect of the market study analyzed the population by grouping households with similar consumer characteristics. In the study area, almost three-quarters of the population was classified in a category designated “Set to Impress.” This was followed by about a category designated “In Style,” and lastly “Bright Young Professionals.” These groups can help inform the types of services and amenities desired in the study area.

Group	Popular Housing	Demographics	Income	Enjoy
Set to Impress (73.1%)	Multi-unit apartments	Many in college and often aged 20-34 years	Low	<ul style="list-style-type: none"> <li>Local music</li> <li>Quick meals</li> <li>Mobility</li> <li>Close relationships</li> <li>Good deals</li> </ul>
In Style (15.7%)	Mix of single-family, townhomes, & apartments	Professional couples or single households without children	High	<ul style="list-style-type: none"> <li>Art</li> <li>Travel</li> <li>Reading</li> <li>Mobile technology</li> <li>Good deals</li> </ul>
Bright Young Professionals (11.1%)	More renters than homeowners	Young, educated, working professionals	Average	<ul style="list-style-type: none"> <li>Physical activity</li> <li>Technology</li> <li>Environmentally conscious decisions</li> </ul>



## Retail Leakage Analysis

The retail leakage analysis identified gaps in the retail market where demand for goods and services is not being satisfied. In the study area, there was a net retail surplus of \$60 million in 2020. However, most of this surplus caters to residents outside the study area and not all retail/restaurant sectors are oversupplied. Nearly 95% of residential retail spending occurs outside the study area. Many retail needs appear to be satisfied by businesses within a 15-minute drive of the study area. Retail leakage in grocery stores is by far the largest amount spent outside the study area by residents, reaching over \$1.3 million. While large retail grocery stores are not typically found in downtown centers, successful neighborhood-scale grocers have become more popular in recent years. Residents in the study area also travel to other areas for auto dealers, furniture stores, and department stores.

There is a substantial concentration of restaurants and bars in the downtown and immediate surrounding areas in Grand Haven, which account for nearly one-fifth of all retail sales in the study area. It is not surprising that there are many general merchandise and restaurant establishments downtown, which results in an over-supply when compared to local demand. This is typical for core cities and large tourist markets, indicating that people outside the downtown area often patronize these establishments. It is likely that people from the outside area travel downtown to shop for items at specialty suppliers.

## Market Potential

### Retail

Downtown Grand Haven is the primary location for tourism-related businesses and cultural features. The study area encompasses small retail and office space that often experiences high turnover rates, but space tends to be continually leased out with low vacancy. The hospitality, eating and drinking, and general retail industries comprise a large share of downtown employment opportunities. Typically, communities with a large seasonal or visitor populations experience strong market potential for restaurants (mid to low-end fare), coffee shops, bars and clubs, brewpubs, and entertainment venues. However, the demand for everyday goods and services such as personal care and groceries, as well as some specialty retail, is needed downtown and may be encouraged by future demand.



The study area's strength as a dining destination provides a foundation for future business growth. New dining and entertainment businesses can be mutually beneficial by enhancing the downtown identity as an entertainment and dining destination, attracting new people into the City. Restaurants and entertainment establishments can also tap into the two major market segments in the town: the young and less affluent, but looking for downtown living; and affluent (and generally older) households looking to downsize their home. Potential opportunities in this category include businesses like wine bars, microbreweries and brewpubs, live entertainment venues, and additional restaurants that offer unique experiences or cuisine.

Local agents have mentioned that foot-traffic in the downtown area has declined in recent years which has frozen the rent prices. Quality retail spaces that offer larger, more attractive locations in the heart of downtown are also lacking. Local market agents noted that these types of locations were primarily located outside of the downtown, especially along the US-31 corridor. Although turnover at many downtown locations is high, vacancy usually stays low because tenants often desire space in the tourism market.

### Rentals

Available rental units are generally limited in the study area. An estimated 18 single-family units appear to be renter-occupied in the study area, with the remaining rental units being multi-family buildings or mixed-use locations. Since 2015, vacancy rates have remained below 6% and this rate is expected to remain steady in the future. It is estimated that 269 rental units could be safely absorbed within a half-mile radius of the downtown, based on an extrapolation from the Ottawa County Housing Needs Assessment (2017) to the study area. While 133 units are proposed at Peerless Flats, this would project an absorbency of 136 additional mixed-income units in the half-mile radius.

### Office

Similar to the retail, many of the office buildings in the study area primarily consist of Class B and C spaces, with little to no Class A accommodations. While newer and larger buildings located outside the study area provide local competition for office space, there is a small group of clients that choose to locate downtown because of its niche market, accessibility, proximity to restaurants and shops, and walkable spaces. Local agents have indicated that there is less certain demand for office space downtown; however, recent developments suggest there may be support for purpose-built office buildings with Class A accommodations at a neighborhood scale.

**6,657**  
sq. ft.

**Total Leasable  
Retail Space**

**\$1,332.50**

**Monthly Rate for a  
2-bed, 2-bath unit**

**55,000**  
sq. ft.

**Available  
Office Space**

**\$10 - \$12**  
per sq. ft.

**Triple-Net Retail  
Lease Price**

**30,000**  
sq. ft.

**Office Space  
Not Listed**

**\$14 - \$17**  
per sq. ft.

**Triple-Net Office  
Lease Price**

## FEASIBILITY OVERVIEW

The feasibility overview looks at the Chinook Pier Redevelopment Area for development viability. This district includes the Chinook Pier North Development and the multi-use market, both of which have been highlighted in this study as important connections to enhance and develop commercial opportunities in the City. All market data and research has been performed specifically for this defined study area, unless otherwise noted.

Input was gathered from the public, visitors, the City, and many other stakeholders with the goal of identifying the most appropriate development for Chinook Pier and downtown. This is illustrated in the schematic design in Part I: The Plan. To test the feasibility of the schematic design, the Chinook Pier Redevelopment Area is the principal site for review in this feasibility overview.

Determining feasibility of the schematic design is an important first step in deciding how the City and future developers should structure their development packages to make projects successful. This feasibility overview utilized a sensitivity analysis for the best, most likely, and worst scenarios based on financing, development, and lease characteristics. The following figures are reported in the most likely scenario, but it is noted that this is not only the option anticipated. This feasibility overview primarily analyzes commercial/retail for the infill shown on the schematic design.



## LEGEND

-  Existing Building or Structure
-  Proposed Buildings
-  Proposed Outdoor Feature
-  Festive Lighting
-  New or Modified Parking
-  Deck or Elevated Boardwalk
-  Bike Lane
-  Enhanced Crosswalk



## Chinook Pier Redevelopment

### Chinook Pier North

The most likely scenario for the waterfront district includes approximately 10,900 square feet of mixed commercial/retail development space located at the site of the existing farmers market at an approximate development cost of \$4,812,114. During the community outreach program, many options were chosen for potential uses for the riverfront space. One of the most requested uses was for a unique waterfront dining experience. This feasibility analysis proposes utilizing approximately 5,500 square feet of the mixed commercial/retail space along the riverfront to contain an anchor restaurant. This restaurant would provide an exciting riverfront dining location at an annual lease rate of \$41/sf/yr. for a destination dining experience.

The remaining square footage of the commercial/retail space was divided into three 1,800 square foot large white box commercial bays. Utilizing the lease data for the present Grand Haven real estate market, the restaurant space can succeed at this location with an average annual NNN square footage rate of \$26/sf per year. It should be recognized that the present retail market rates for retail in downtown Grand Haven presently only draw \$12 to \$15 NNN per square foot. However, this space is often over one hundred years old, offers little amenity options for tenants, is not located on the waterfront. The following feasibility analysis outlines the best, most likely, and worst-case scenarios for potential developments at the Chinook Pier North site (present farmers market location).

Chinook Pier North	Best Case	Most Likely Case	Worst Case
Total Project Cost	\$3,368,404	\$4,812,114	\$7,324,249
Loan-to-Cost Ratio	80%	80%	80%
Vacancy Rate Factor	5.0%	5.0%	5.0%
Internal Rate of Return (IRR)	19.40%	9.43%	N/A
Cash-on-Case Return (MIN.)	14.76%	0.99%	-16.74 %
Likely Rents:			
Restaurant	\$41/sf/yr. NNN	\$41/sf/yr. NNN	\$41/sf/yr. NNN
Retail Space	\$26/sf/yr. NNN	\$26/sf/yr. NNN	\$26/sf/yr. NNN
Debt Service Coverage (DSCR)	1.71	1.04	0.35
Net Operating Income (NOI) (T <sub>1</sub> )	\$240,597	\$231,044	\$207,450
Free Cash Flow (FCF) (T <sub>1</sub> )	\$99,866	\$10,496	-\$170,004
Net Sale Proceeds (20 Years)	\$3,615,371	\$3,120,757	-\$1,804,982
Finance Rate (WSJ - January 15, 2021)	3.25% (prime)	4.00%	5.00%

## Multi-Use Market

The proposed multi-use market, located at the site of the former Chinook Pier Shops, will provide a year-round, shopping, eating, and drinking destination like markets found in Grand Rapids, Flint, Detroit, or Bay City. All these locations provide stall space for farmers to sell local produce weekly by offering indoor or indoor/outdoor bays. These markets also provide incubator spaces for small grocery retailers, such as meat and fish markets, wine and cheese shops, spice markets, etc., as well as offering space for food & drink vendors providing local or ethnic food options. The cost of construction for these types of market spaces varies based on scope and scale, but the following examples of local market investments provides context for the possibilities at Chinook Pier.



- **Grand Rapids Downtown Market (2013).** 130,000 square feet of indoor and outdoor space with a total cost of \$21,000,000. This extravagant market is well known for its indoor retail space and eateries, co-working spaces, large greenhouse, demonstration spaces, and event rentals.

- **Grand Rapids Fulton Street Market (2013).** 2,000 square feet of indoor space and 118 covered open-air booths were created for the Fulton Street Market with a budget of \$3,000,000. This market is well attended by Grand Rapidsians, where many residents purchase their weekly groceries and produce.



- **Muskegon Farmers Market (2014).** 40,000 square feet of indoor and outdoor space with a total cost of \$4,000,000, this large-scale market offers 128 covered outdoor vendor stalls and 11 indoor stalls, a commercial kitchen, restroom facilities, and information center.

Smaller in scale than the above referenced markets, the new multi-use market proposed by this plan provides approximately 10,131 square feet of space. This market would contain 6,831 square feet of dedicated stall space for local farmers to utilize and 3,300 square feet of indoor small box retail, incubator retail, and food vendor spaces, with a most likely construction cost of \$6,441,197. The small box retail (900 sf) provides an anchor to the market. The indoor incubator space (1,200 sf) and market food shop incubator space (1,200 sf) would be available in eight designated spaces on the market floor at rates of \$750 per month. Lastly, there are six 225 square foot mini shops proposed just outside the farmers market. These spaces may not be able to be leased on a year-round basis, however, they would provide locations for pop-up retail for local entrepreneurs and craftspeople.

The average monthly rate would be approximately \$253 per month and can be contracted on as little as a weekly basis. It noted, that because this is primarily a publicly owned building, the market will most likely not earn a profit. This is principally due to the small scale and limited space for rent generation. A 50:50 construction commitment from any future developer may contribute 50% of the costs of construction, but they would most likely need to receive some form of tax incentives. Fifty percent (or more) of the construction costs would have to be assumed by the City, and no property taxes would be generated on site. Some income could be generated from offering small-scale incubator spaces and 46 farmers market stalls. These would be rented by local farmers or craftsman at least 26 Saturdays per year to generate a monthly income of \$4,983.33. Therefore, all incomes generated should be concentrated to pay the monthly expenses, such as utility costs. The following feasibility analysis outlines the best, most likely, and worst-case scenarios for potential developments at the new Grand Haven multi-use market site (former Chinook Pier Shops location).

Grand Haven Farmers Market	Best Case	Most Likely Case	Worst Case
Total Project Cost	\$4,807,936	\$6,441,197	\$10,021,427
Loan-to-Cost Ratio	50%	50%	50%
Vacancy Rate Factor	5.0%	5.0%	5.0%
Internal Rate of Return (IRR)	1.58%	-5.17%	0.00%
Cash-on-Case Return (MIN.)	-0.71%	-3.09%	-6.53%
Likely Rents:			
Retail	\$2.50 /sf/mo.	\$2.50/sf/mo.	\$2.50/sf/mo.
Indoor Incubator	\$2.50/sf/mo.	\$2.50/sf/mo.	\$2.50/sf/mo.
Outdoor Incubator	\$2.50/sf/mo.	\$2.50/sf/mo.	\$2.50/sf/mo.
Market Incubator Food Shops	\$3.50/sf/mo.	\$3.50/sf/mo.	\$3.50/sf/mo.
Market Stalls (\$50 / stall / day)	\$4,983.33/mo.	\$4,983.33/mo.	\$4,983.33/mo.
Debt Service Coverage (DSCR)	0.90	0.58	0.19
Net Operating Income (NOI) (T <sub>1</sub> )	\$146,816	\$140,395	\$111,704
Free Cash Flow (FCF) (T <sub>1</sub> )	-\$16,806	-\$98,922	-\$293,469
Valuation (20 Years)	\$2,907,224	\$2,004,052	\$588,160
Finance Rate (WSJ - January 15, 2021)	3.25% (prime)	4.25%	5.25%

### Land Use

The primary driver behind the development of this waterfront location is the costs of the land. The land is not available for purchase and would have to be negotiated for a long-term lease, preferably 30 years. Realistically, the length of the lease would be determined by the commitment of the developer. A land lease rate of approximately \$1.00 to \$1.50 per square foot would be ideal with the abatement of property taxes for the developer. An equal share of the development costs for the mixed-use market would most likely need to be invested by the City or another stakeholder organization, because of the small amount of total leasable space for this development project provides little return due to low lease rates and large amounts of public space that will not generate a return. Options to utilize all available development subsidies from organizations such as the MEDC are imperative to a successful project.



**APPENDIX A**  
**BEYOND THE PIER**  
**COMMUNITY INPUT REPORT**

# BEYOND THE PIER

GRAND HAVEN  
WATERFRONT MASTER PLAN

## BEYOND THE PIER COMMUNITY INPUT REPORT

Completed October 2020  
Revised March 2021  
Prepared by *williams&works*



MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION

*Beyond the Pier Input Summary Report*

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## Introduction

The Beyond the Pier Waterfront Master Plan is being prepared by the City of Grand Haven to help guide future growth along Chinook Pier and beyond, connecting Downtown and the riverfront. Community feedback is very important to this process, as the plan will be founded on a community vision. In June of 2020, the City of Grand Haven began the planning process for Beyond the Pier by analyzing a four-block study area including Chinook Pier and downtown Grand Haven. From June through September of 2020, multiple community engagement options were offered, including a community-wide digital survey, four virtual focus group meetings, four pop-up engagement events, two virtual workshops, and an outdoor design charrette. This report presents the findings of this outreach. It includes a summary of these findings in terms of the input and quantified data received, an analysis of the significance of the conclusions, and a discussion of the methods used to solicit feedback.



Image 1. Community pop-up engagement event at the Farmer’s Market.

## Engagement & Analysis

The public engagement process for Beyond the Pier encompassed a variety of outreach techniques and methods to solicit community feedback from numerous sources. A hybrid of virtual and in-person events were conducted to accomplish these purposes. This hybrid approach allowed participants to choose events and activities that most interested them, suited their availability, or were most comfortable with, especially during the COVID-19 pandemic. A detailed analysis of these events and activities are presented in this section.

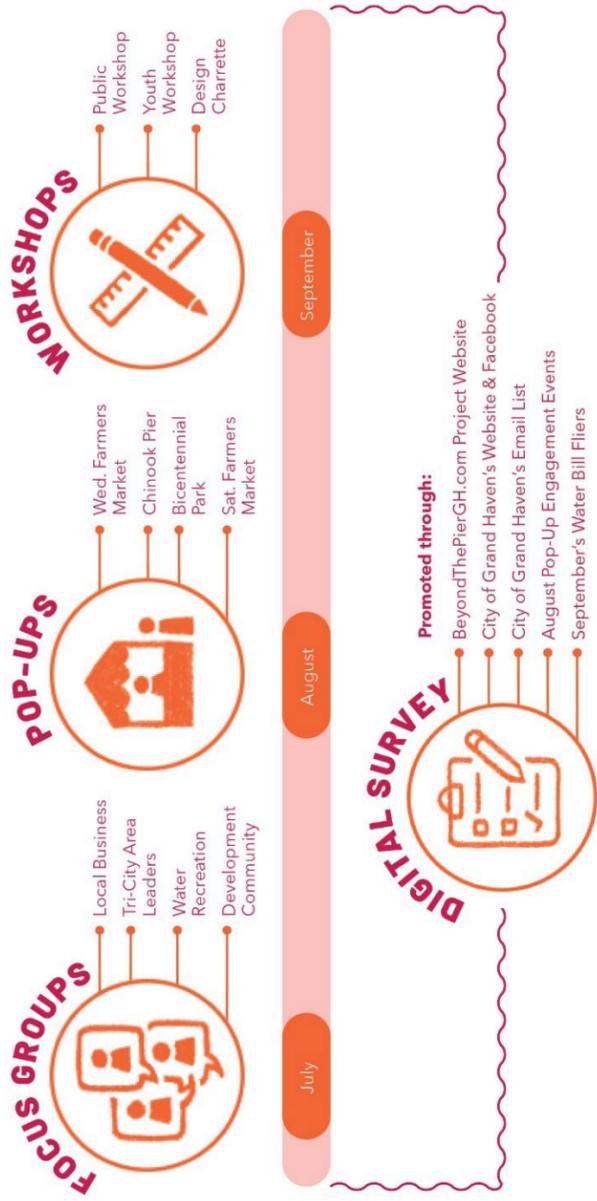


Image 2. Beyond the Pier engagement process and schedule.



### Focus Group Sessions

Four focus groups were conducted virtually through the digital media platform Zoom on July 16, 2020. Each focus group targeted specific stakeholders: local business owners, Tri-Cities area community leaders, water recreationalists, and the local development community. These stakeholder groups were determined by the Grand Haven Waterfront Committee, which is a steering committee created for Beyond the Pier comprised of active Grand Haven residents, business owners, City Council members, Planning Commission members, and others. The City reached out to active members of the community who fit each focus group description and also publicized the event on the Beyond the Pier website (beyondthepiergh.com) where individuals could request to join a particular focus group. By having separate focus groups made up of individuals with expertise in a pertinent topic, participants could have more in-depth and candid conversations as it pertained to the study area. The agenda included a

project introduction, meeting poll, guided discussion topics, and time for questions. The meeting was hosted and moderated by the planning consultant.

### Local Business Owners

The first focus group was conducted at 10:00 a.m. and comprised of local business owners and entrepreneurs. After the project introduction, a multiple-choice meeting poll was conducted. Results of the meeting poll are illustrated in Figures 1 - 3.

Figure 1. In which community is your primary residence?

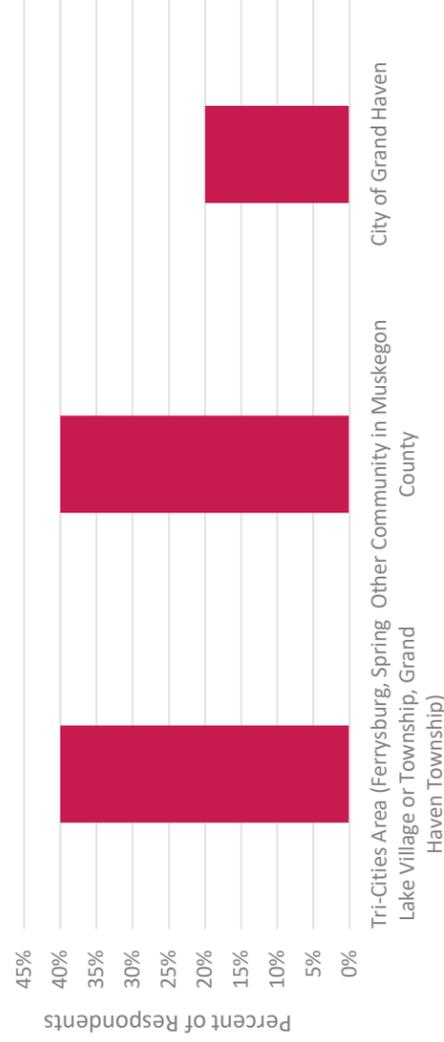


Figure 2. Which of the following best characterizes your primary connection to the City of Grand Haven? (Select all that apply)

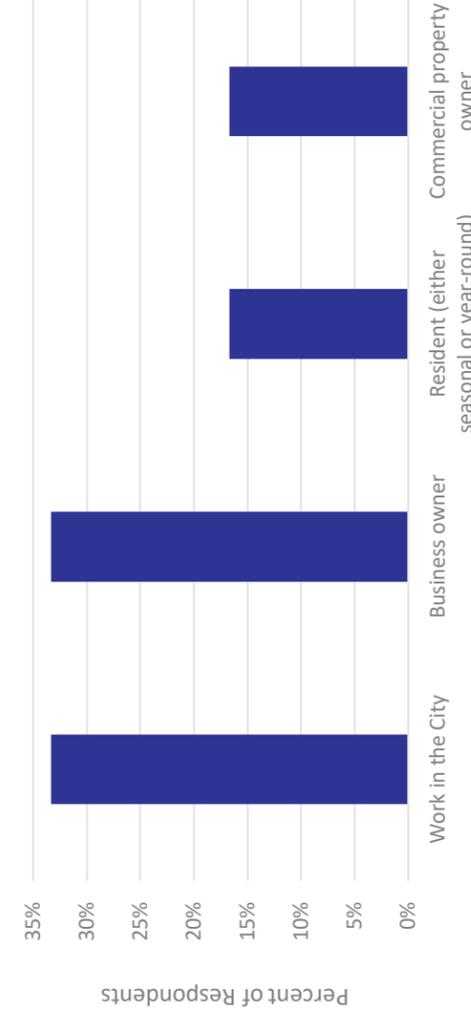
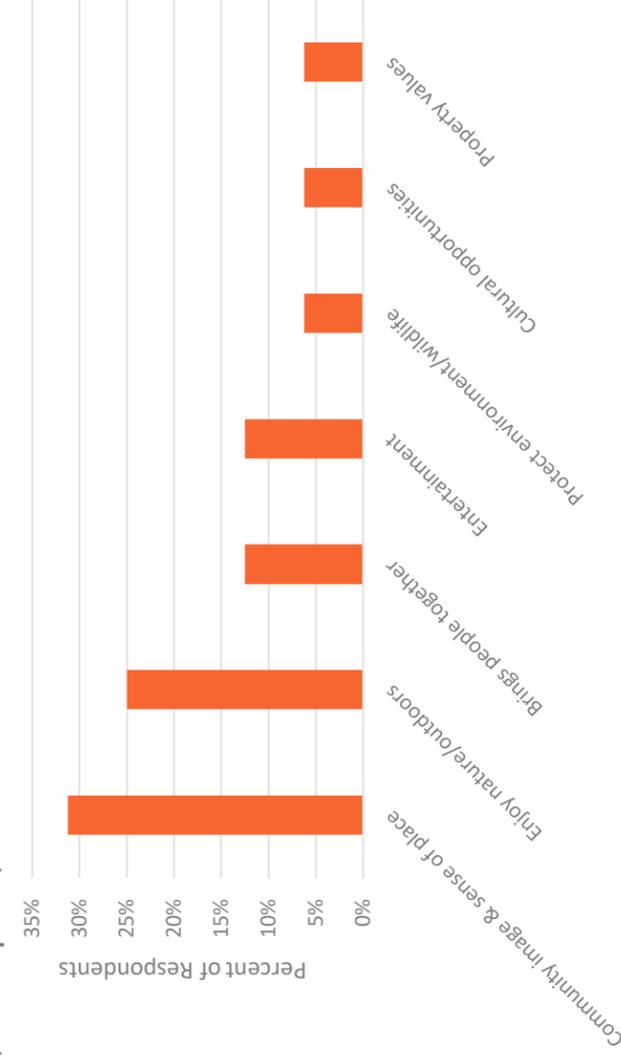


Figure 3. Which of the following benefits of the waterfront are most important to you? (Select up to 3)



The following four questions were created to guide the local business owner focus group discussion and are summarized below:

**1. Is there something specific in the study area you think should be built upon or preserved?**

Participants noted that the study area creates a tax base to support public amenities. They commented that this should be balanced with the preservation of viewsheds. Greenspace and recreation spaces were identified as important for preservation. Participants also agreed that there should be no paid parking in this study area.

These stakeholders wondered if the City profited from the old Chinook Pier Shops and commented on areas that could be built up along the Pier. They desired a focus near the coal tipple and farmer's market, leaving greenspace near downtown.

Year-round use was discussed as an important consideration of the Pier. The farmer's market may be a focus for year-round use, although one stakeholder noted that parking at the market can be hazardous. Stakeholders talked about the struggle to support year-round business at Chinook Pier, while this is not as much of a significant issue downtown. Downtown also has heated sidewalks, which may help promote winter activity.

**PAGE 4**

It was noted that much of the Pier seems disconnected from the downtown. The Depot is considered a link between downtown and the Pier. Other linkages may also be considered at a larger scale, such as a water taxi to Linear Park and between Spring Lake, Ferrysburg, and Grand Haven. Business owners commented that waterfront activity has increased as improvements have been made along the river in recent years.

**2. How do you see this area changing in the next ten (10) years? Trends? Wants? Needs?**

Stakeholders commented that people seem to be desiring more outside spaces. People are learning to navigate the downtown area on foot, resulting in a greater need for outdoor amenities, such as open-air pavilions, fireplaces, places to take food, and places to eat (benches, café spaces, picnic tables, etc.). Visual connections between places will be important.

**3. What physical or policy enhancements could be made to support the business community?**

The harbor was considered key to supporting the business community. Attracting businesses is difficult because there is only a 10-year land lease available with the City. With this lease, it is difficult to know whether the business will make a good return on investment during that time.

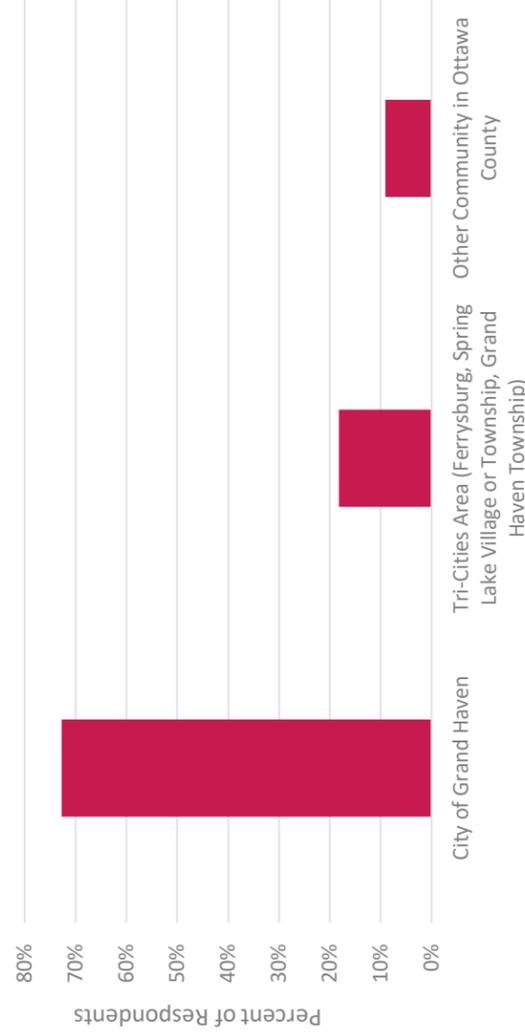
**4. What do you see as the biggest challenges in implementing positive change and how can we break down these barriers?**

Stakeholders commented that the downtown is very linear, with high activity and low vacancy rates along Washington. Business owners believe this needs to be changed and the downtown may need to spread out across 1st, 2nd, 3rd, and 4th Streets. There needs to be a new place for businesses to locate. This will involve new connections throughout the downtown and waterfront. Discussion about the disproportionate balance of seasonal business was had, which has changed the dynamic of the downtown and may be contributing to a higher turnover of businesses in the area. Further discussion focused on how to enable more all-season business. In order to operate a year-round market, an indoor space will be necessary.

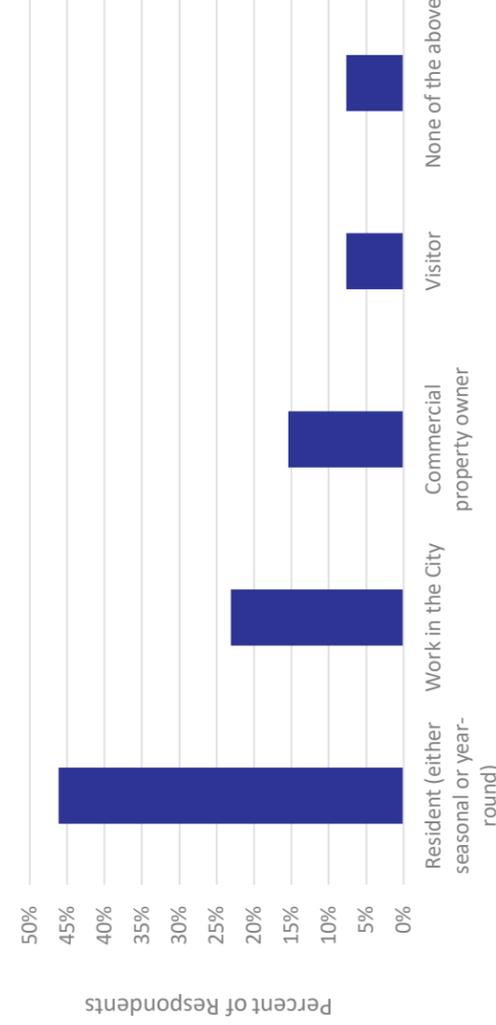
**Tri-Cities Area Community Leaders**

The second focus group began at 12:00 pm and was comprised of Tri-Cities area community leaders. This included both elected officials and active community members from Grand Haven, Spring Lake, and Ferrysburg. After the project introduction, a multiple-choice meeting poll was conducted. Results of the meeting poll are illustrated in **Figures 4 - 6**.

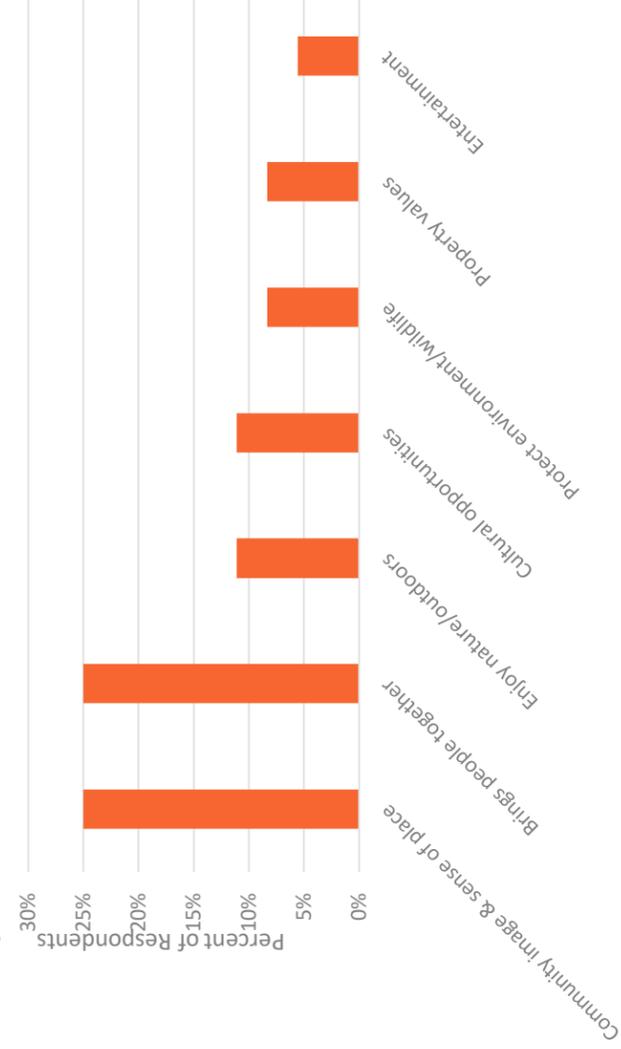
**Figure 4. In which community is your primary residence?**



**Figure 5. Which of the following best characterizes your primary connection to the City of Grand Haven? (Select all that apply)**



**Figure 6. Which of the following benefits of the waterfront are most important to you? (Select up to 3)**



The following four questions were created to guide the Tri-Cities area community leaders focus group discussion and are summarized below:

**1. Is there something specific in the study area you think should be built upon or preserved?**

Participants commented that public space and access were very important. They believed the area should be family-friendly, inexpensive, provide public access to the waterfront, be walkable with connections to the waterfront, and that the tax base should be preserved. They also noted that this area is a terminus for traveling by bike.

Participants desired a balance of history and new development. Comments included the importance of history in this area, such as the coal tippie and locomotive.

Comments were provided on accessibility of the area. Many believed that downtown accessibility was good. However, there is an opportunity to bring attention to various amenities in the area, as it is difficult to know what is actually present. This may involve better signage. Universal design may also be built upon to increase accessibility throughout the study area. The farmer’s market was considered not very accessible. Participants discussed whether the market should be relocated or upgraded in its existing space.

**2. How do you see this area changing in the next ten (10) years? Trends? Wants? Needs?**

Participants noticed that as more people come to Grand Haven, there will be an increased demand for waterfront access. They did not desire any tall housing or buildings along the waterfront and instead believed that housing options should be promoted more throughout the City. The waterfront and downtown were considered unique to Grand Haven and areas on which to capitalize.

Participants also noted that the coal tipple and coal plant area will likely change in 10 years.

**3. What physical or policy enhancements could be made to support the Tri-Cities Area?**

Community leaders discussed the balance between viewsheds and development, wondering if these need to compete. Micro-chalets were discussed as having the potential to contribute to the Tri-Cities Area, as commercial space is relatively limited in Spring Lake, Ferryberg, and Grand Haven. Hotel rooms in the downtown could also support the area.

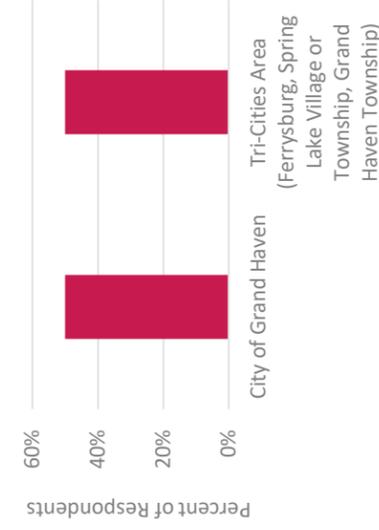
**4. What do you see as the biggest challenges in implementing positive change and how can we break down these barriers?**

The BLP site was considered likely unusable for development. Alternative uses could include a dock for cruise ships. Connectivity to Linear Park was also considered an important challenge to overcome.

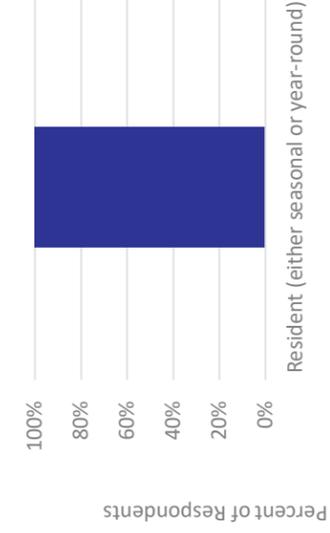
**Water Recreation Group**

The third focus group began at 2:00 pm and was comprised of the water recreation group. After the project introduction, a multiple-choice meeting poll was conducted. Results of the meeting poll are illustrated in **Figures 7 - 9**.

**Figure 7. In which community is your primary residence?**

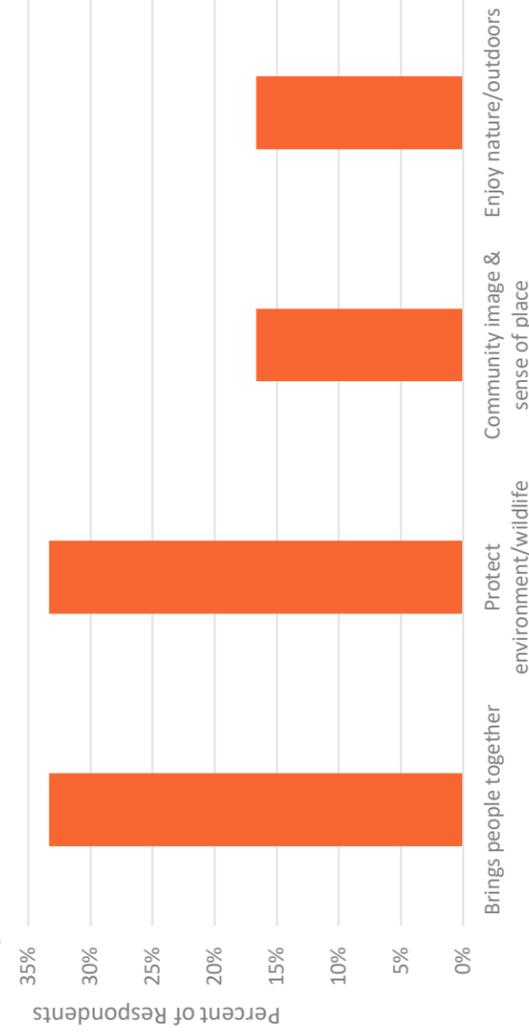


**Figure 8. Which of the following best characterizes your primary connection to the City of Grand Haven? (Select all that apply)**



**PAGE 8**

**Figure 9. Which of the following benefits of the waterfront are most important to you? (Select up to 3)**



The following four questions were created to guide the water recreation focus group discussion and are summarized below:

**1. Is there something specific in the study area you think should be built upon or preserved?**

Stakeholders in this group commented on the area’s accessibility and how there are many options available within a walking distance. They noted that there is an opportunity to build upon the power plant site.

These stakeholders also desired some ability for boaters to come in and out of the City. They explained that there are currently no mooring abilities for boats since the water levels are so high. North Shore has dinghy access. However, transient docks could be created with four-hour slips, without any overnight renters. These are desired at the municipal marina, as the Grand Haven Yacht Club is only for private, seasonal use. The area for mooring stand-up paddleboards near the previous location of Chinook Pier Shops has also become unusable.

**2. How do you see this area changing in the next ten (10) years? Trends? Wants? Needs?**

Stakeholders have noticed that people are moving from the east side of the state and Chicago to the Lakeshore. This provides an opportunity for mixed-use and multifamily developments. More grocery or convenience stores are also desired. Participants explained a need for amenities that would allow them to be downtown without vehicles. Additionally, restaurants are desired downtown, and stakeholders deliberated how restaurants could stay there. They also couldn’t imagine a version of this Plan without public waterfront access.

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**3. What physical or policy enhancements could be made to support the Tri-Cities Area?**

Stakeholders explained that views from the previous Chinook Pier Shops are amazing, as so much is visible from the downtown that didn't use to be. They agreed that if building was going to occur, it should be on a smaller footprint with public space around it to preserve viewsheds.

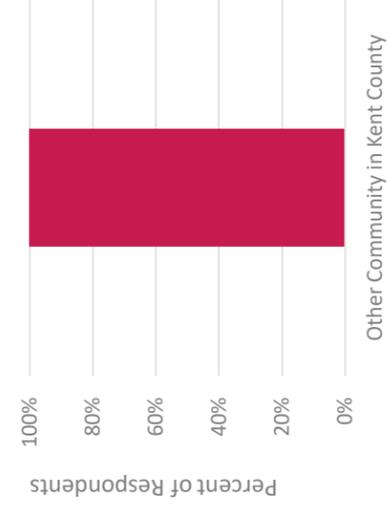
**4. What do you see as the biggest challenges in implementing positive change and how can we break down these barriers?**

Participants commented on the conflict between future residential needs and other land uses along the waterfront. They believed there should be support and expansions of the public marina. Grand Landing has a public lawn and places for kayakers and paddlers, but there is a need for more portage locations along the Grand River. There is also a need for more dock locations for small watercraft to Linear Park and beyond. Stakeholders thought more boat rentals could be advantageous to the area. Fish cleaning stations and public restrooms are already present in the area and are well used.

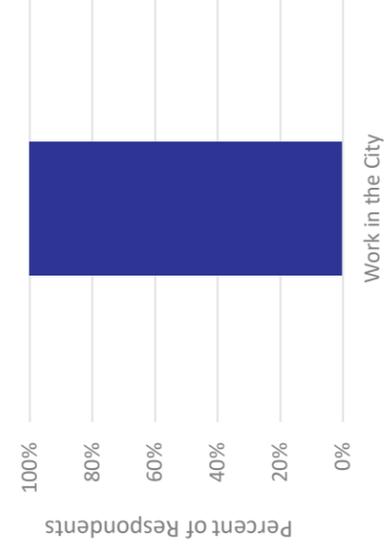
**Local Development Community**

The fourth and final focus group began at 4:00 pm and was comprised of the local development community. After the project introduction, a multiple-choice meeting poll was conducted. Results of the meeting poll are illustrated in **Figures 10 - 12**.

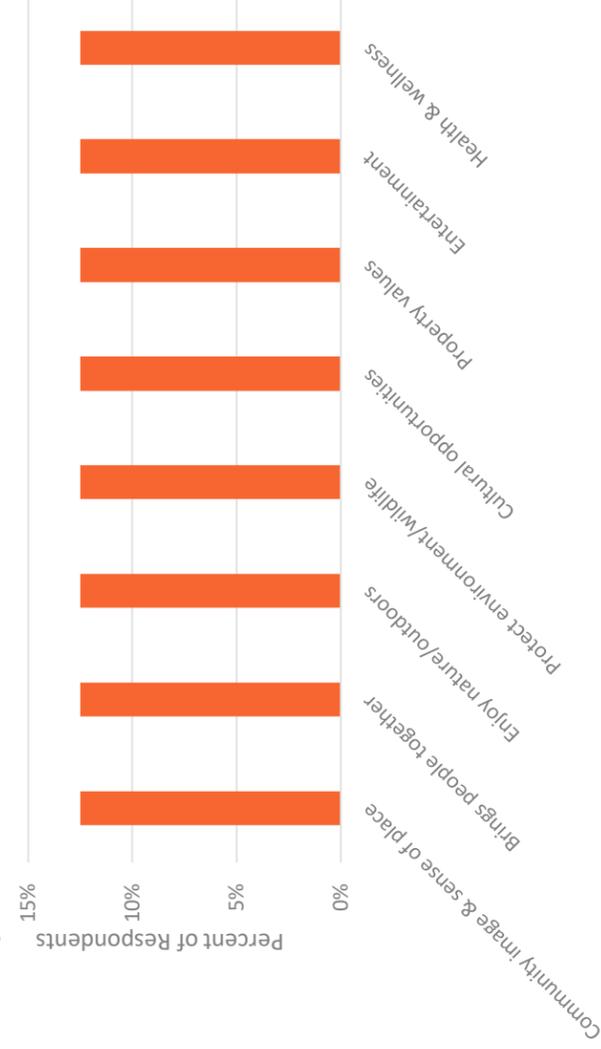
**Figure 10. In which community is your primary residence?**



**Figure 11. Which of the following best characterizes your primary connection to the City of Grand Haven? (Select all that apply)**



**Figure 12. Which of the following benefits of the waterfront are most important to you? (Select up to 3)**



The following four questions were created to guide the development community focus group discussion and are summarized below:

- 1. Is there something specific in the study area you think should be built upon or preserved?**  
Stakeholders were concerned that the City was going to rebuild the Pier in its existing state. They discussed how more value could be created downtown by building on the attractiveness and walkability of the area.
- 2. How do you see this area changing in the next ten (10) years? Trends? Wants? Needs?**  
People visit downtown because of its sense of place. Participants noticed that people would like to own property in the area and like being downtown year-round; however, the lack of "missing middle" housing is a prominent issue in the City of Grand Haven.
- 3. What physical or policy enhancements could be made to support development in this area?**  
Stakeholders want expectations to be as clear as possible, such as those for incentives, funding, or priority projects. Scale, massing, and important design elements should be articulated and set parameters without dictating the design. They also expressed the need to articulate parking arrangements and potential flexibility that could be awarded to a project.

**4. What do you see as the biggest challenges in implementing positive change and how can we break down these barriers?**

From a development standpoint, seasonal developments were considered questionable. Stakeholders discussed how a smaller land lease dollar amount could be created, noting the importance of setting a dollar amount for the land lease and how often a developer would need to re-negotiate the lease. The City could become an equity investor in developments, which was discussed as a good way to avoid front-end costs.

One developer noted that Grand Haven has been reluctant to change. Giving the community a voice in change management would help bring positive change. Good information was also desired about the trade-off when a change is being considered.

A barrier identified by stakeholders is that the RFP is too prescriptive. Developers typically specialize in particular areas or have different visions, so providing a detailed design with detailed uses in an RFP to developers may not generate as much interest or be realistic. The RFP can limit or prohibit developer interest based on its content.

Another barrier is building height. In a leased situation, revenue may offset fear. However, height may limit development options. The idea was presented that preservation of views could occur through good design choices, such as transparent ground floors or orientations of buildings.

Lastly, MEDC transformational brownfields were discussed as a large incentive for developers.

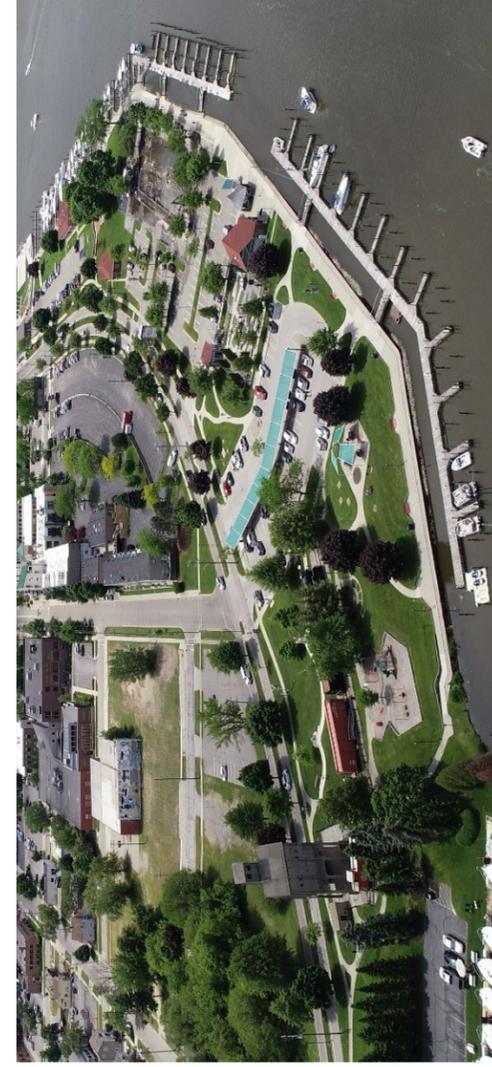


Image 3. View of Chinook Pier and the potential development space left by the previous shops.

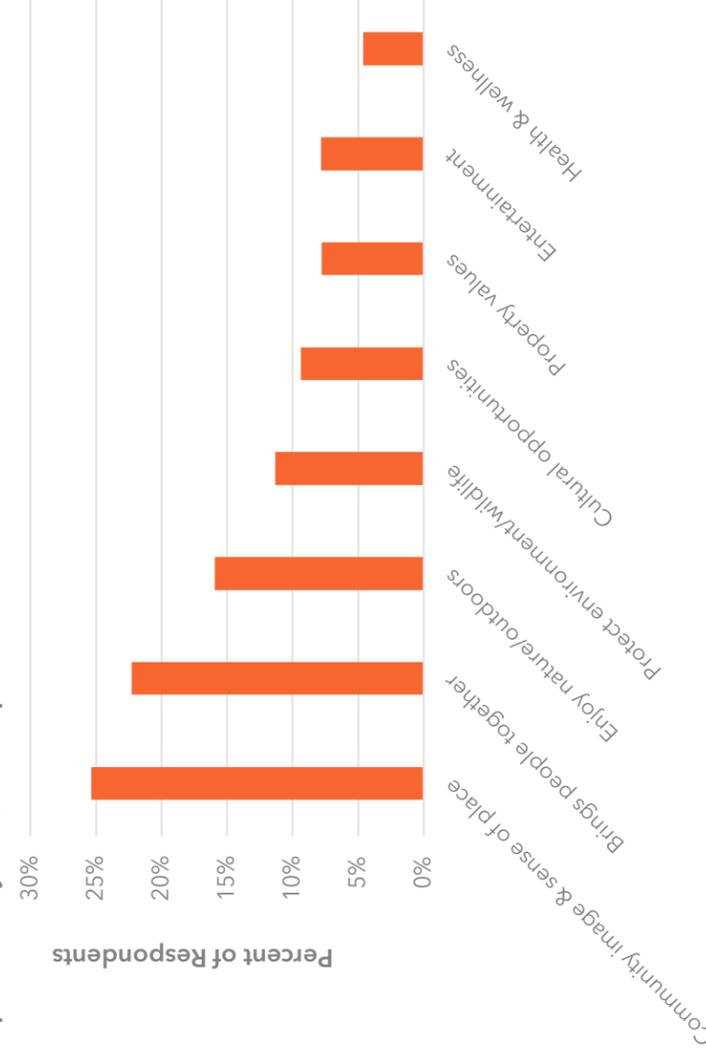
**Combined Results**

A wide range of topics were discussed during all four of the focus group meetings, as the intent was to begin understanding the study area and its potential from different stakeholder perspectives. Regardless of the intensity or type of development advocated for by a group, one factor all agreed upon was that by preserving public access along the Grand River, the City has established a truly unique waterfront. This public access should always be upheld.

Regarding the in-meeting polls, most focus group participants had a primary residence in the City of Grand Haven (53%), followed by the Tri-Cities area (26%). This aligned with the plurality of respondents indicating their primary connection to the City as a resident (41%). Many participants also worked in the city (27%).

When asked about which benefits of the waterfront were most important, the plurality of participants believed community image and sense of place was most important (25%) (Figure 13). This was followed closely by its ability to bring people together (22%) and provide a space to enjoy nature and the outdoors (16%).

Figure 13. Combined results: Which of the following benefits of the waterfront are most important to you? (Select up to 3)





## Pop-Up Engagement

Four pop-up engagement events were conducted in and around the study area. The Grand Haven Waterfront Committee directed times and locations for these events. Two events were held during the Farmer’s Market, the first on Wednesday, August 5th, and the second on Saturday, August 16th (8:00 am – 12:00 pm). Events were also held at Chinook Pier next to the depot on Friday, August 7 (1:00 pm – 5:00 pm), and in Bicentennial Park along the boardwalk on Thursday, August 13th (4:00 pm – 8:00 pm).

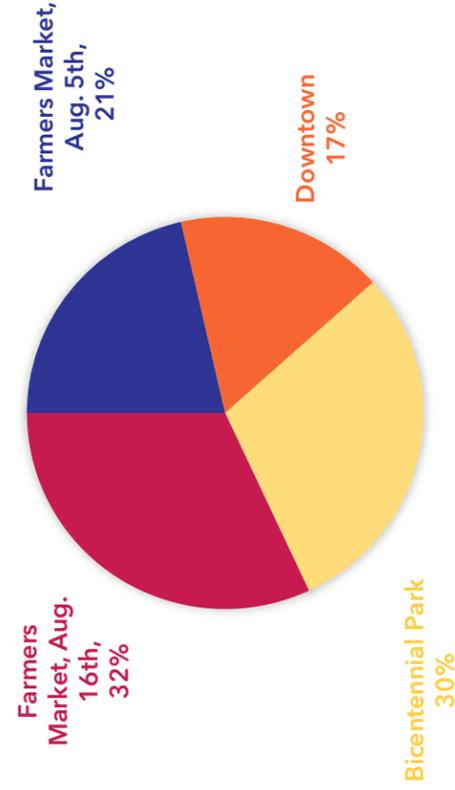
These events provided a casual, drop-in format for participants to engage with activities at their own pace and ask questions about the Plan. By providing a variety of quick, fun, and eye-catching activities, the consultants were able to solicit feedback from passersby, drawing in people who may not typically engage in traditional public planning endeavors. This benefit of gathering feedback in and around the study area was immensely helpful in providing context for participants and aided greatly in design-oriented activities. Additionally, the events held at each location allowed the consultant group the opportunity to speak with active patrons of these public spaces and observe patterns of use.

### Penny Jar Investment Activity

Each pop-up engagement event offered several activities through which the public could provide input on a variety of topics. The general topics presented in these events were guided by discussions with stakeholders in the focus groups. The penny jar activity received the most attention from participants, using a total of 2,451 pennies. For this activity, participants were told to imagine they were in charge of directing waterfront investment. Each participant was given 10 pennies representing their budget. According to their preference for investment, they were instructed to distribute their pennies into jars labeled with different waterfront uses.

The event at the Farmer’s Market on Saturday, August 16th, received the most input, with 783 pennies collected. This was closely followed by the event at Bicentennial Park, which gathered 727 pennies. The distribution of pennies, and therefore public participation in this activity, is reflected in **Figure 14**.

Figure 14. Penny Jar Activity: Distribution of Responses



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Ten (10) waterfront uses were provided as options for investment, with an image and written label included on each jar. The following provides a brief description of each waterfront use.

- Riverfront Dining** – Food-based business investment.
- Eco Oasis** – Environmental improvements and green infrastructure investment.
- Art in the Park** – Art in the landscape investment.
- Shop til you Drop** – Retail based business investment.
- Winter Wonderland** – Cold season activation and investment.
- Hidden Hotel** – Investment in lodging tucked away at one end of the pier.
- Classic Carnival** – Amusement park investment.
- Mixed Use Mecca** – Mixed use development investment (residential, commercial, office, or parking in the same building).
- Boaters Paradise** – Investment in water recreation facilities.
- Lakeside Living** – Residential and housing investment.

The distribution of pennies at each event is reflected in **Figure 15**. Participants at the Farmer’s Market events were relatively similar in their top choices of Riverfront Dining and Eco Oasis. At the Farmer’s Market on August 5th, the top choice was Riverfront Dining (25.9%), followed by Eco Oasis (23.8%). At the Farmer’s Market on August 16th, the top choice was Eco Oasis (23.1%), followed by Riverfront Dining (21.6%).

Figure 15. Penny Jar Activity: Distribution of Pennies at Each Event



Although the most popular option at Bicentennial Park was also Riverfront Dining (24.1%), the second most popular at this location was the Classic Carnival (22.1%). The Classic Carnival was also the top choice at the Downtown location (16.3%). These locations are distinct from the Farmer’s Market events, where the Classic Carnival received little support. This notable separation of interests is reflective of the sampling locations, as there was a greater mix of visitors and families with young kids Downtown and at Bicentennial Park. Participants at these locations often noted they were visiting the waterfront for recreational or entertainment purposes as well. Generally, the Farmer’s Market groups tended to have a greater mix of local or nearby residents. Conversely, those at the Farmer’s Market were pier patrons there to buy groceries or for health and wellness purposes, finding the Eco Oasis to be an appealing option.

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The least desired option for the study area varied among groups. Lakeside Living received little support from all groups, with numerous participants expressing strong opposition to the idea of condominiums along the waterfront. A hidden hotel was unpopular with participants from Downtown and at Bicentennial Park, receiving slightly more support from both Farmer's Market events. Support for Boater's Paradise was also relatively low for all groups except Downtown, as some participants noted they do not use the existing public marina facilities at Chinook Pier today.

The total number of pennies from all events and the percent distribution of these pennies are reflected in **Figure 16**. Riverfront Dining was the most popular choice in the combined results, receiving a total of 540 pennies and 22 percent of the votes. This was followed by Eco Oasis (n=410, 17%) and Classic Carnival (n=318, 13%). However, it is worth noting that interest in the Classic Carnival was influenced greatly by the votes at Bicentennial Park. Without the votes from those at Bicentennial Park, the Classic Carnival dropped to the fifth most popular option, passed by Art in the Park and Winter Wonderland.

Figure 16. Penny Jar Activity: Percentage of Total Pennies

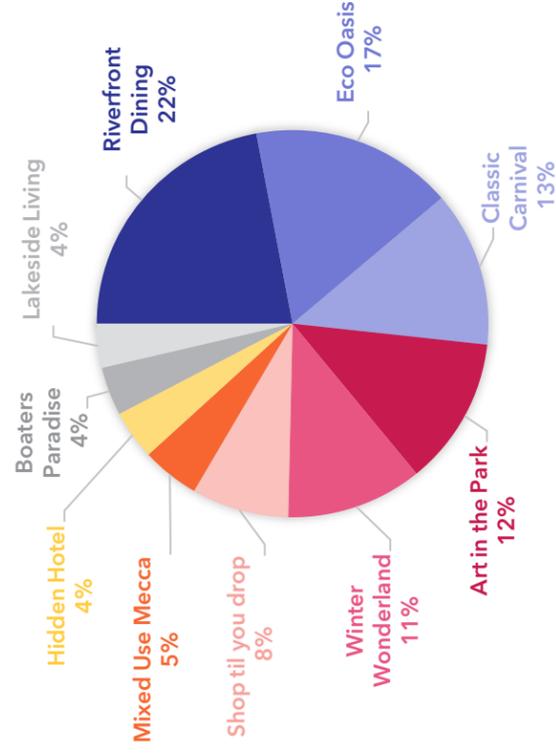


Image 4. The pop-up booth downtown featured quick and eye-catching activities to attract participants.

### Mapping Activity

Participants were invited to draw ideas, mark opportunities, and designate places they love on a map of the study area. Each participant could submit their own map drawing. A total of 29 maps were submitted by participants. Additionally, detailed notes were provided on the backs of two maps. Public map designations were entered through Survey123 and added to a digital map in ArcGIS Online. Two categories were used to group comments: areas of opportunity and places people love. The mapping survey was also available on the Beyond the Pier website for the public to add points on this map. In total, 42 records were obtained from the public depicting areas of opportunity and places they love (**Map 1**).

The most comments regarding areas of opportunity involved ideas for redeveloping the Chinook Pier shops. Several comments suggested food trucks and outdoor eating spaces. Other ideas included a large pavilion, a botanical garden, canoe/kayak rentals, and outdoor games. The Farmer's Market was also commonly noted as an area of opportunity. Enhancements or renovations were desired, such as ADA compliance, parking, and vendor accommodations (electric/water). Others wanted it expanded or moved. The Farmer's Market was also most commonly designated as a place people love. This was followed by Chinook Pier Mini Golf.

A distribution map of the activity comments is provided below. All comments submitted in the mapping activity are included in **Appendix 1**.



Map 1. Areas of Opportunity & Places People Love



## Community Design Workshops and Charrette Overview

Two community workshops and an outdoor charrette were conducted to better understand community design preferences and ideas. A charrette is a multi-day problem-solving process that uses cycles of design, discussion, and revision to create a consensus-based plan. This process requires continual feedback and redesign, which was provided by the preceding workshops. Building on the previous outreach conducted to date, the workshops and charrette began to dive deeper into the broad concepts discussed during the focus group meetings and pop-up engagement.

Through these events, the public was asked to draw, discuss, and conceptualize Chinook Pier and the downtown. Workshops were held virtually, while the design charrette was conducted in person. All members of the community were encouraged to join the first public workshop and engage in design-based activities. This initial public workshop was held on Monday, September 14th from 4:00 pm to 6:00 pm. The second workshop was coordinated with the Grand Haven Area Public Schools (GHAPS). This youth-focused event occurred on Wednesday, September 16th during the school day and engaged four classrooms of middle and high schoolers. The final event was an outdoor design charrette, which built upon ideas in the workshops. This event took place on Thursday, September 17th from 4:00 pm to 8:00 pm at the Chinook Pier Farmer's Market pavilion.



Image 5. Visual preference surveys and functional use diagramming were design-based activities offered during the virtual workshops and outdoor charrette.

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Two primary activities were offered at these events: a visual preference survey and functional use diagramming. The visual preference survey was used to help explore popular broad topics discussed during the predating engagement, a tool that began to define what these topics might actually look like. During the visual preference survey, participants were asked to vote for elements/images that represented their preference for improvements along the waterfront, specifically thinking about impacts related to waterfront enjoyment, business development, and enhancement of the downtown. Four categories were provided for evaluation: entertainment, business, winter, and greenspace activation. Pictures and element descriptions were the same for all events. When looking at the workshops and charrette collectively, participants placed the most votes on the Winter Activation and Greenspace Activation categories. For each category, they favored Dining (30%, n= 95) for Entertainment Activation, Indoor / Outdoor Market (26%, n=111) for Business Activation, Art / Culture (21%, n=92) for Greenspace Activation, and Winter Sports / Activities (21%, n=96) for Winter Activation.

A functional use diagramming activity was also offered at these events. Functional use diagrams use symbols to graphically depict relationships between circulation routes, points of interest, and locations of various program elements in a site. The focus of these diagrams are relationships between different site elements, producing analytical, high-level concepts before considering detailed designs.

The results of the workshops were presented at the charrette, providing a foundation for ideas upon which participants could expand. Therefore, the workshops functioned as feedback loops to further refine ideas during the charrette. This design exercise produced a wide variety of ideas. Trends with designs included a focus on creating flexible spaces, preserving visibility to the waterfront, connecting business and entertainment from downtown to Chinook Pier, enhancing the pedestrian and bicycle experience, creating smart traffic flow and parking systems, and most of all providing a place for residents to enjoy.

Detailed results of each workshop and the charrette are presented in the following paragraphs, and demonstrate some of the differences and similarities found between virtual and in-person participants and age groups.

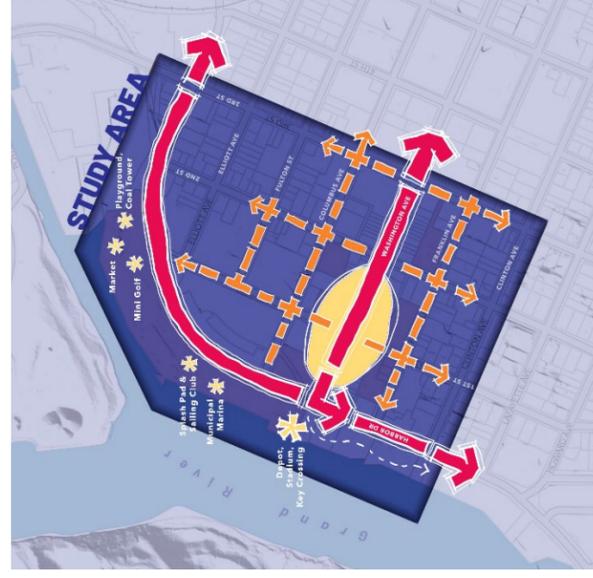


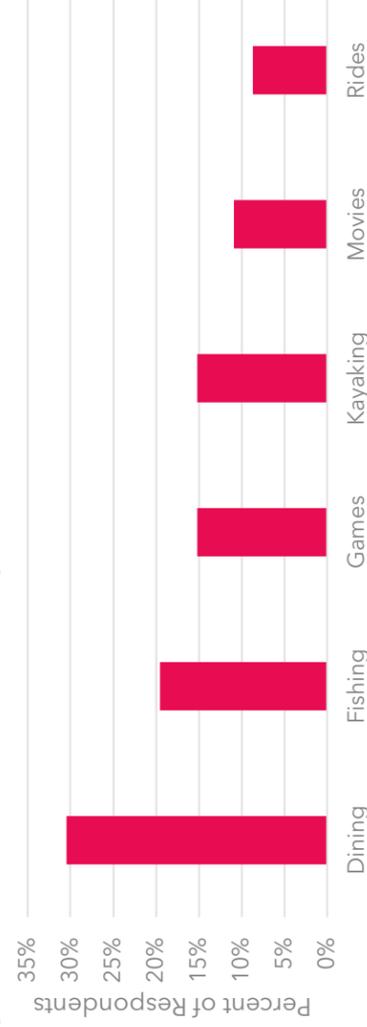
Image 6. Example of a functional use diagram analyzing the existing conditions of the study area.

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### Public Workshop

The public virtual design workshop provided a platform via Zoom for members of the community to draw, discuss, and conceptualize the Chinook Pier and downtown. First, participants were asked to provide feedback to the visual preference survey using a virtual poll on Zoom. They were instructed to vote for all options they would like to see at Chinook Pier and downtown. Dining was the clear top choice for entertainment at Chinook Pier and downtown (30.4%, n=14) (Figure 17). This was followed by fishing (19.6%, n=9). It was noted during this workshop that the Grand Haven Code of Ordinances, Section 18.88, prohibits public fishing. This was a good discussion point that could prompt policy recommendations should this topic continue to garner interest for the final plan. Of the additional entertainment activation options, rides were least preferred (8.7%, n=4).

Figure 17. Entertainment activation options desired at Chinook Pier and downtown



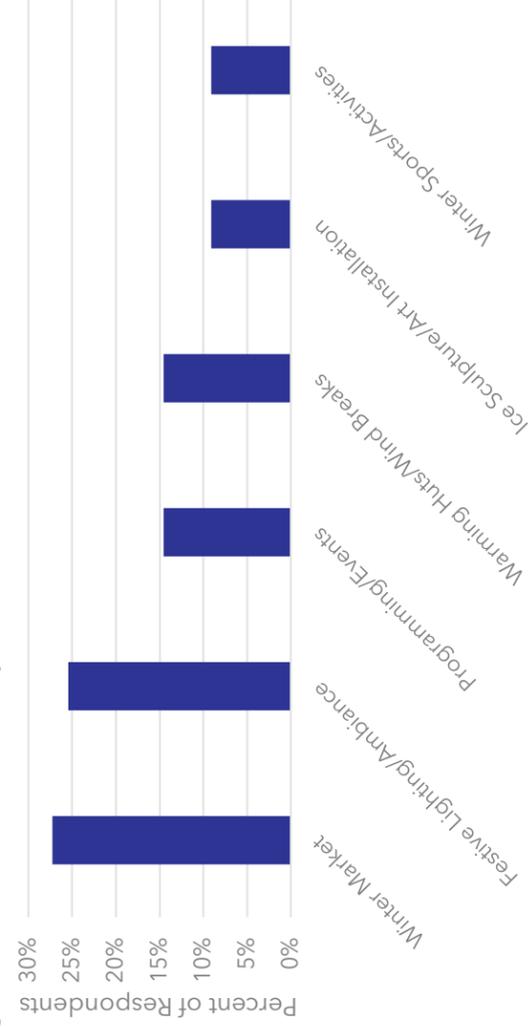
An indoor/outdoor market was the most popular business option desired at Chinook Pier and downtown (26.5%, n=13); however, this was closely followed by mixed-use development (24.5%, n=12) and a food truck park (22.4%, n=11) (Figure 18). The architectural feature office was least desired, receiving no votes.

Figure 18. Business activation options desired at Chinook Pier and downtown



The most desired winter activities were a winter market (27.3%, n=15) and festive lighting/ambiance (25.5%, n=14). These two were almost equally desired, while other activities received considerably lower votes overall (Figure 19). Ice sculpture/art installation and winter sports/activities were least desired, both receiving 9.1% of total votes (n=5).

Figure 19. Winter activation options desired at Chinook Pier and downtown



The last visual preference board was related to greenspace (Figure 20). Picnic/seating was most desired in the study area (26.5%, n=13), followed by art/culture (20.4%, n=10). Street trees were least desired in this area, receiving 10.2% of votes (n=5).

Figure 20. Greenspace activation options desired at Chinook Pier and downtown



Participants were then asked to design functional use diagrams by using the annotation tool in Zoom (**Image 5**). The zoom meeting was separated into two break-out groups. Each group brainstormed a series of design scenarios for the study area. This activity offered the opportunity for participants to contribute ideas regarding the placement and relationships between site elements, such as connections between Chinook Pier and the downtown.



Image 7. Design ideas annotated by one of the participant groups during the Virtual Workshop.

Most commonly, site elements were placed at the northern end of Chinook Pier from the former Chinook Pier Shops north to the Coal Tipple. Participants most frequently identified this area for potential development. Improvements in the public right-of-way tended to focus on Harbor Drive and Washington Avenue, enhancing the multimodal experience in an effort to create a more even flow of traffic from the northern end of Chinook Pier to the existing downtown center.

A range of ideas were tested, such as establishing a more complete, active edge to pull users throughout the study area, providing more bike infrastructure and safer pedestrian crossings along Harbor Drive, creating a mixed-use and year-round market as a focal point, or providing flexible spaces for food trucks, restaurants, or incubator businesses.

### Student Workshops

Student workshops were conducted in coordination with the GHAPS. These virtual workshops provided students with an opportunity to engage in the planning process and offer design ideas for the study area. One high school class and three middle school classes participated in the engagement activities. Mentimeter was used to provide real-time results as students participated in polling activities.

The first polling activity for high school students asked them to enter three words telling us why they love Grand Haven. This activity set the tone for the workshop as a reminder to build upon the elements that make Grand Haven special. As students submitted their words, a word cloud was generated in real-time to display the results by enlarging words that were repeated by students. In the high school class, the most common words were “beach” and “community.” Downtown and coast guard were also repeated several times.

Both high school and middle school classes were asked to indicate their desires for development at the Chinook Pier and downtown through a visual preference survey.

Dining was by far the most popular choice for entertainment among high school students (45.7%, n=16) (**Figure 21**). Similarly, food truck parks were most desired as a business activation option (38.5%, n=15) (**Figure 22**). This was closely followed by an indoor/outdoor market (28.2%, n=11).

Middle school students voted more evenly regarding different entertainment options, similarly desiring games (20.8%, n=27), dining (20.0%, n=26), movies (19.2%, n=25), and rides (18.5%, n=24) as entertainment options. Overall, dining was more important to high school students, while games, rides, and fishing were more favored by middle school students.

Although middle school students had a more even distribution of votes for business options as well, trends generally followed the high school students. A food truck park was most desired (23.1%, n=50), followed by an indoor/outdoor market (20.8%, n=45). Middle school students were more interested in mixed-use development than high school students.

Figure 21. Entertainment activation options desired at Chinook Pier and downtown by students

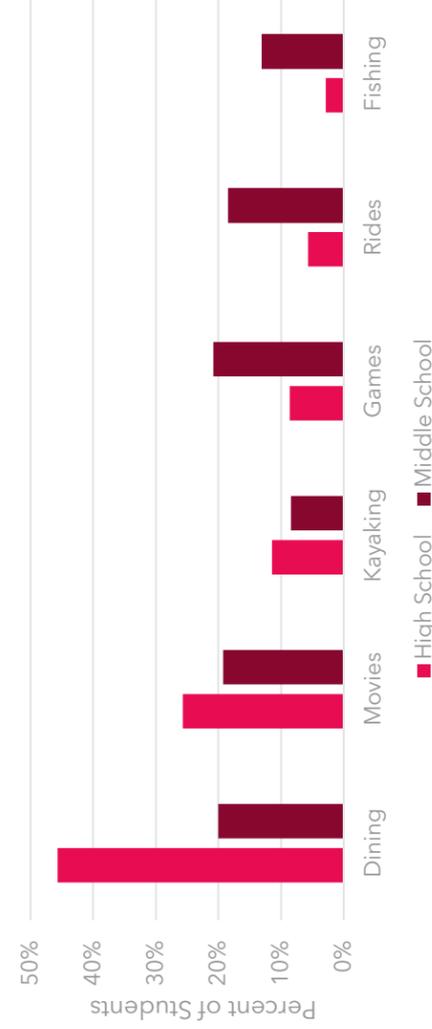
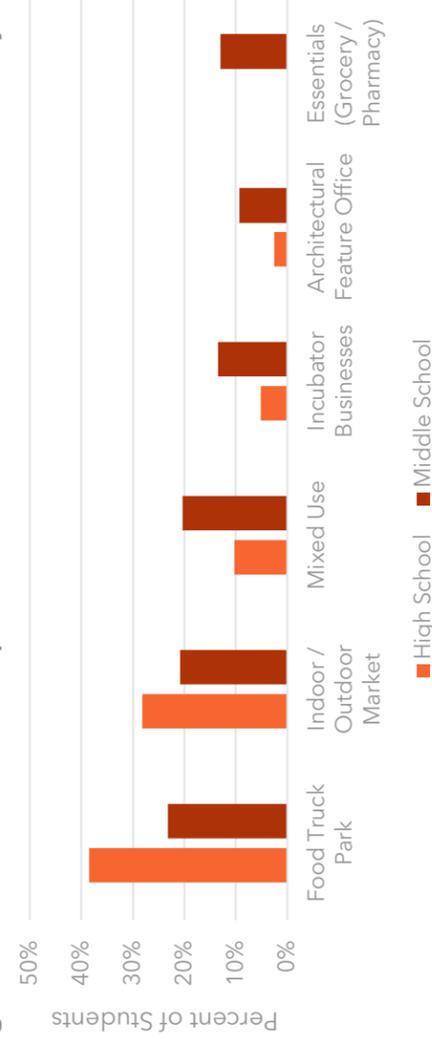
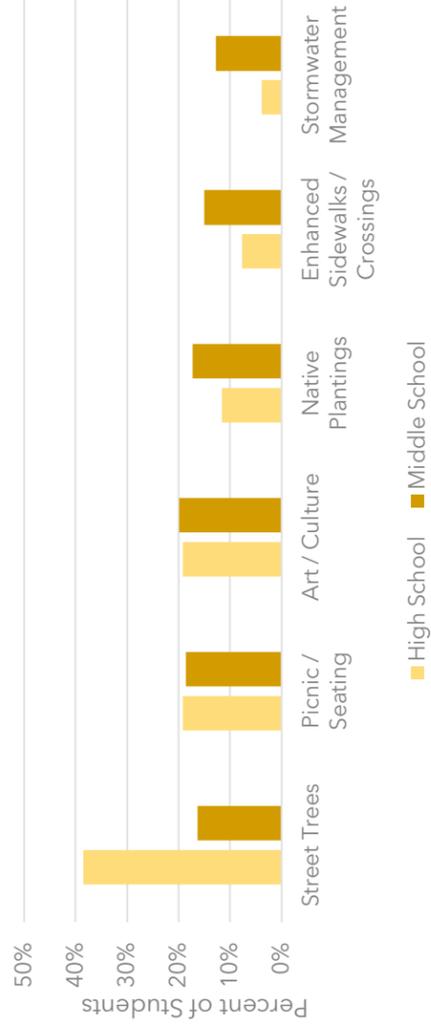


Figure 22. Business activation options desired at Chinook Pier and downtown by students



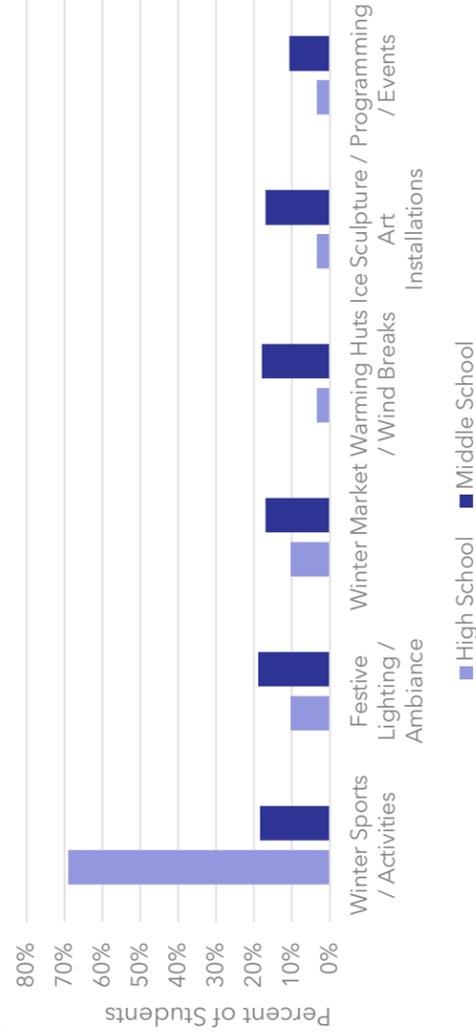
Greenspace options received the least number of votes overall from high school students compared to other visual preference topics, but the highest number from middle school students. Street trees were the most desired form of greenspace by high school students (38.5%, n=10), while art/culture was the most desired option by middle school students (19.9%, n=45) (Figure 23). In general, middle school students were more open to a variety of greenspace options, while high school students clearly preferred street trees.

Figure 23. Greenspace activation options desired at Chinook Pier and downtown by students



When asked about winter activation preferences, the large majority of high school students desired winter sport/activities (69.0%, n=20) (Figure 24). Other winter options were desired only by a few students. Conversely, middle school students almost equally desired festive lighting/ambiance (18.9%, n=39), winter sports/activities (18.4%, n=38), and warming huts/windbreaks (18.0%, n=37). Although winter sports/activities were popular among all students, this was clearly the most important to high school students, while middle school students did not present clear preferences for a single option.

Figure 24. Winter activation options desired at Chinook Pier and downtown by students



Students were also asked to break into small groups to design functional use diagrams in the classroom using handouts provided by their teacher. This activity offered the opportunity for students to contribute ideas regarding the relationship between site elements at Chinook Pier and downtown.

As identified in the above visual preference survey, there were notable differences between the high school and middle school students. Although there was a range of creative concepts developed, the middle school students tended to focus on green infrastructure, the integration of art and culture, and creating more mixed-use development throughout the study area. This group was more building focused than both the high school students and those who participated in the public workshop. These students imagined the future of Grand Haven to be more urban and entertainment-focused. The students asked thoughtful questions about parking, mixed-use combinations, and building height or placement restrictions.

The high school students relied more on the preliminary results of the community engagement to inform their designs, as early results of the community survey were provided to them before the workshop. High school student designs carefully considered community desires and site conditions, such as flood hazards and circulation. Their designs highlighted elements that brought year-round, family-friendly activity to the waterfront. Their strong attention to year-round uses, the preservation of open spaces and places to linger aligned more closely with ideas discussed during the public workshop.

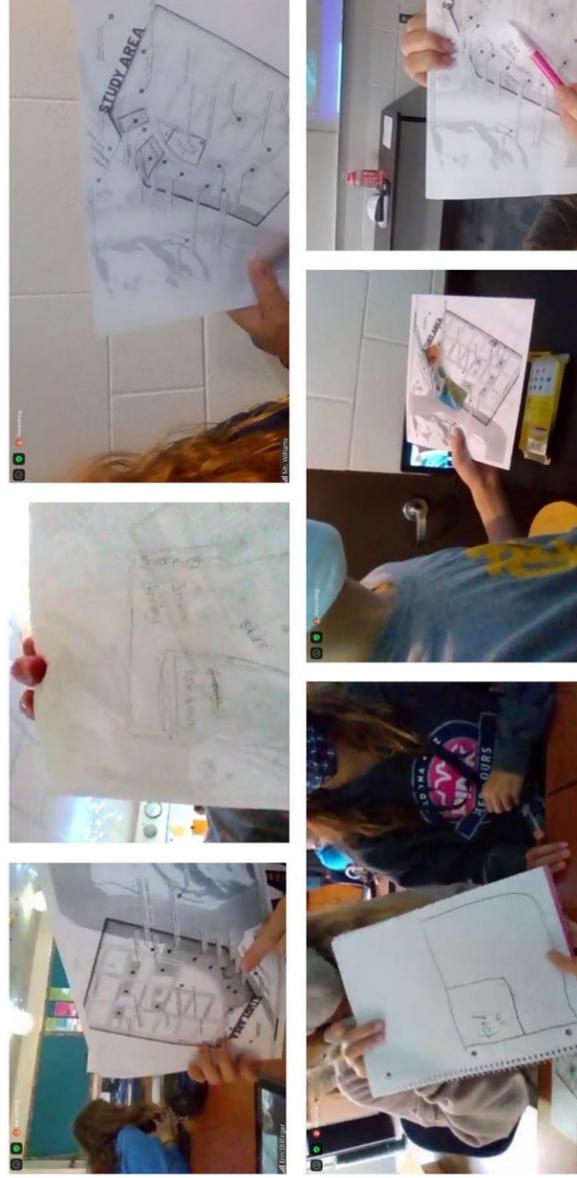


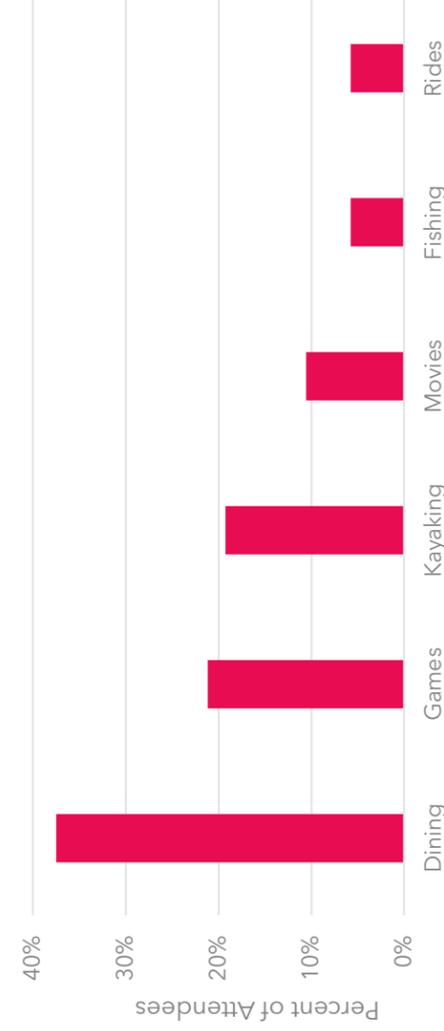
Image 8. Student designs from the youth-focused virtual workshop.

### Outdoor Design Charrette

The outdoor design charrette was the last event in the engagement campaign, building upon the ideas presented in the workshops. Participants were first given charrette tools at a welcome table, providing each visitor with their own set of stickers and crayons, and masks if needed. Participants were then directed to a learning pop-up tent, which offered insight into data from the workshops and an overview of efforts completed to date. They could then build upon this knowledge during participation in the visual preference surveys and functional use diagramming activities.

Participants were asked to indicate their desires for development at the Chinook Pier and downtown through the visual preference survey. Dining was the entertainment option most desired by attendees (37.5%, n=39) (**Figure 25**). This was followed by games (21.2%, n=22) and kayaking (19.2%, n=20), which received a similar percentage of votes.

**Figure 25. Entertainment activation options desired at Chinook Pier and downtown by charrette attendees**

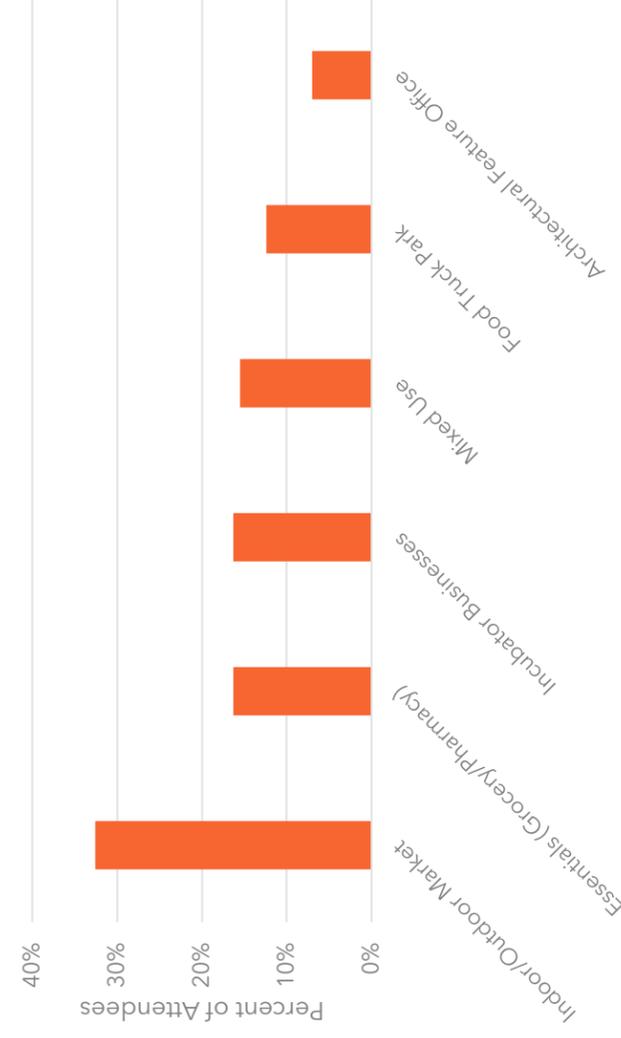


Additional comments written on the board suggested a water taxi, additional seating options, movies as part of the indoor/outdoor market, and food trucks in a pavilion. One participant did not desire fishing, kayaking, or rides. Specific comments are listed in **Appendix 2**.

An indoor/outdoor market was the most popular business activation option (32.6%, n=42). Other uses received a similar percentage of votes, except for the architectural feature office which was least desired (7.0%, n=9). Essentials (grocery/pharmacy) and incubator businesses were the second most popular activities, receiving the same number of votes (16.3%, n=21) (**Figure 26**).

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**Figure 26. Business activation options desired at Chinook Pier and downtown by charrette attendees**

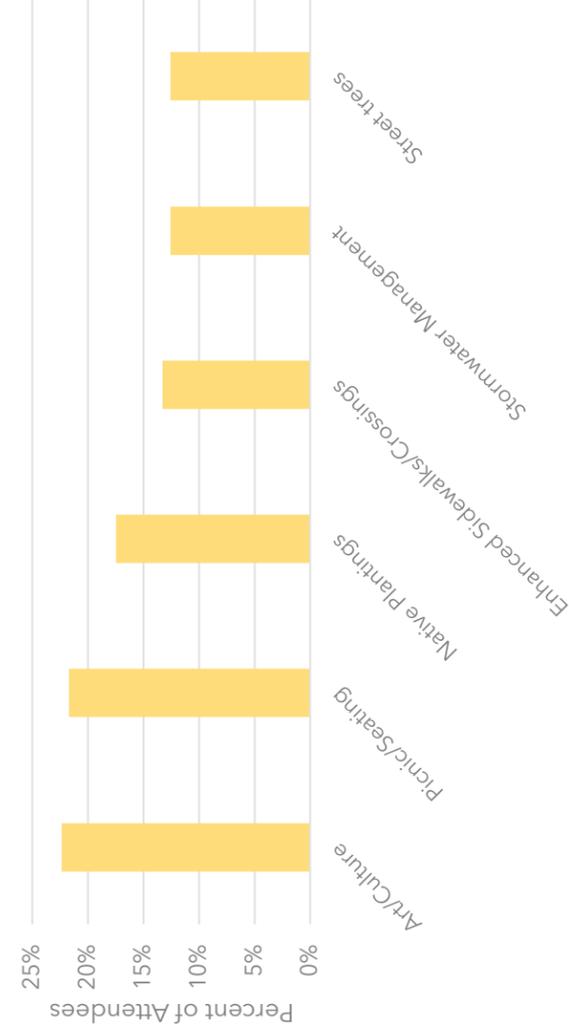


Most comments were recorded on the business activation board. These included a variety of ideas, such as shipping containers for businesses, a hibernaculum for bats at the coal tipple, the use of a pavilion for incubator businesses, a pavilion with a bank of unisex toilets, and an upscale “studio” hotel. The indoor/outdoor market was of particular interest, with suggestions to use it during the summer and winter, offer it for rentable space in the evenings, and use it for a variety of events such as Salmonfest or Winterfest. Some comments were opposed to the architectural feature office, food truck park, mixed-use, and incubator businesses. Further, some verbal comments expressed the desire for business uses to be developer-driven. Specific comments are listed in **Appendix 2**.

Greenspace and winter activation options received the most overall votes from attendees (26.3% and 30.8% of total votes, respectively). Art/culture (22.4%, n=32) and picnic/seating (21.7%, n=31) were almost equally desired by attendees (**Figure 27**). Stormwater management and street trees were least desired overall, both receiving 12.6% (n=18) of the total. However, desires for greenspace options were generally well dispersed overall. Only one note was left on the greenspace activation board, stating, “Do not take out any trees.”

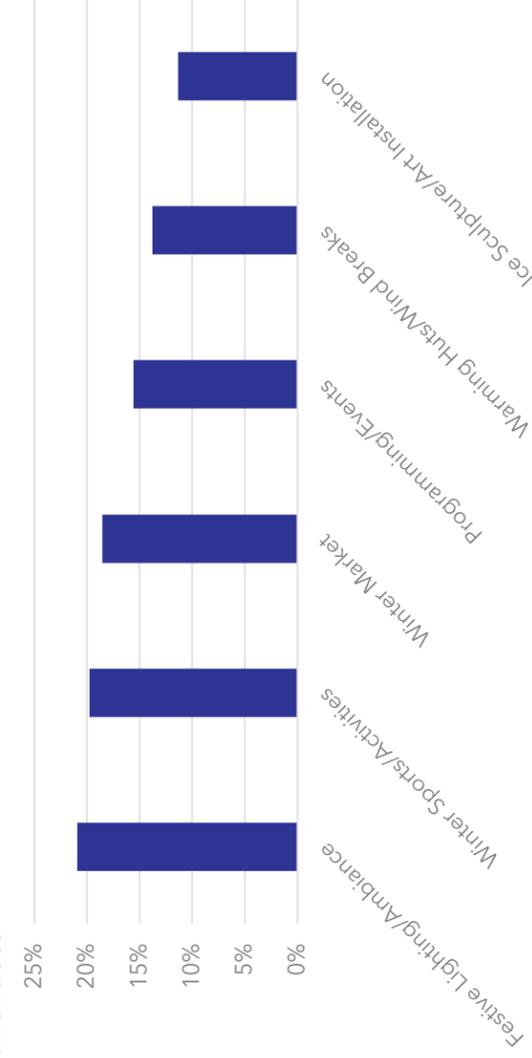
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Figure 27. Greenspace activation options desired at Chinook Pier and downtown by charrette attendees



Many winter activation ideas were popular among attendees. Festive lighting/ambiance (21.0%, n=35), winter sports/activities (19.8%, n=33), and winter market (18.6%, n=31) were the top choices (Figure 28). Ice sculpture/art installations were the least desired by attendees (11.4%, n=19).

Figure 28. Winter activation options desired at Chinook Pier and downtown by charrette attendees



Additional notes on the winter activation board suggested bonfire pits with seating, music related to programming/events, a year-round pavilion with warming huts/windbreaks, and for the winter market to contain uniform, but not permanent, buildings. Specific comments are listed in Appendix 2.

Like the preceding workshops, participants were encouraged to brainstorm and draw their designs. Large maps of the study area were provided on multiple tables, with fresh tracing paper laid over the top of the map for each new participant group. Eighteen (18) small group designs were created during the charrette. These designs varied in scope, scale, and focus, and tended to analyze more of the study area than the previous workshop groups. Although there were many unique ideas illustrated, designs could be broken down into two areas of focus: site elements and circulation.

Site elements incorporated into the functional use diagrams ranged from office buildings or campus space for local community colleges to more passive activities such as a botanical garden or bat hibernaculum. A common site element to build upon or relocate was the Farmer's Market. Several participants explored the idea of creating a multi-use market or market/community building either in its existing space or in the location of the Chinook Pier Shops. Some even suggested its expansion into the existing mini-golf area and the integration of the golf with the coal tipple or its relocation next to the splash pad. Like the workshops, flexible spaces or business incubators were well received. Dining and restaurants were also popular site elements to place at Chinook Pier, but some participants questioned whether they would be viable in this location without activity from additional shopping drawing visitors north.

Discussion regarding circulation included suggestions about the addition of on-street parking or removal of the boulevard along Harbor Drive, creating connections from the northern end of Chinook Pier to downtown through the enhancement of First, Second, or Third Streets, the conversion of several streets to one-way traffic and vice versa, providing more complete bike infrastructure, and creating obvious crossings across Harbor Drive. Several groups included wayfinding signage in their designs to direct visitors to existing assets, such as the trails between Spring Lake and Ferrysburg, and to points of interest at Chinook Pier.

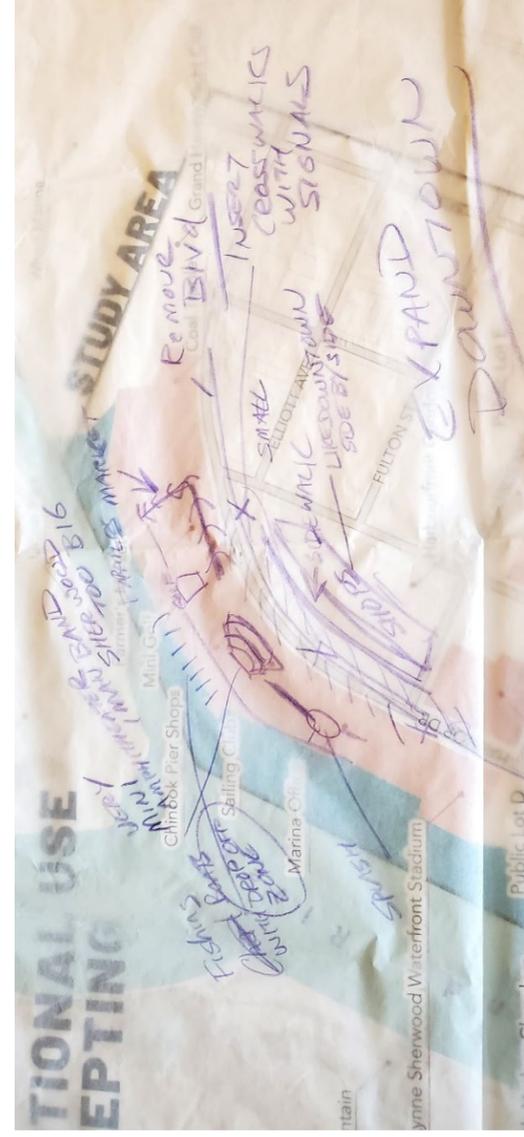


Image 9. A sample design from the outdoor charrette which features new shops, improved parking and circulation, a small-scale entertainment space, and enhanced pedestrian connections.



## Community Survey

### Methodology and General Information

The survey questions were developed by City planning staff and the planning consultant. The survey was organized into three sections: a welcome page, place-based questions, and a background page. The survey was conducted through the online survey tool SurveyMonkey, allowing respondents to submit confidential replies using a “check-the-box” format. This format was designed to expedite the completion rate of the survey, maximize response rates, and facilitate a consistent scoring of results. The survey was promoted at focus group sessions, pop-up engagement events, community design workshops, and the design charrette. It was also publicized virtually through the City’s website and Facebook page, direct emails from the City, through Beyond the Pier’s project website, and physically through an informational flyer sent out in the City’s September water bill.

A total of 919 responses were completed by the October 1, 2020, deadline. This results in a rate of completion of approximately 8.8% and a margin of error of 1.5% (based on the City’s 2010 population of 10,412). Some respondents completed the survey, but left various items blank; however, all surveys had at least some responses that could be scored. Some questions provided space for respondents to fill in the blank and leave comments. When spelling and grammar mistakes were obvious, corrections were made, and if profanity or other offensive language was used, it was edited.

Due to the sample size, sample population, and other limitations generally present in online surveys, these results should not be interpreted with a purely scientific mindset. However, these survey results provide valuable perspectives of the community’s opinions regarding development desires at Chinook Pier and downtown Grand Haven. The survey was successful in that it resulted in objective, quantifiable information from a large number of people compared to typical participation in other forms of public input (community workshops, focus groups, etc.). This survey will help the City of Grand Haven determine community preferences, prioritize development options, and promote uses that are aligned with community desires for the waterfront and beyond.

### Data Entry and Measurement

The online survey tool SurveyMonkey presented respondents with a standardized set of questions from which they could choose responses. Some questions only permitted one answer, some permitted multiple answers, and others allowed space for individual comments. This method restricted acceptable entries to those required by the survey form, providing a standardized method by which analysis could be conducted and trends observed.

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Two scoring scales were used to report the data received: nominal and ordinal scales. A nominal scale merely counts responses by particular classification (e.g., place of residence). This scale is useful to separate responses into working groups or to evaluate the overall sample to determine whether it represents the larger population. Items 1, 3, 4, 6-9, and 11-15 were scored on a nominal scale.

An ordinal scale is more useful in gaining insight into respondent beliefs because it includes the characteristic of rank order. That is, one item is greater or lesser than another item, or it has more or less of a particular quality, based on a commonly understood standard. An ordinal scale enables some greater judgment about the relative strength or weakness of particular responses (e.g., “most ideal,” “how often,” etc.). It does not, however, include a quantifiable or consistent interval between the various points in the scale. Items 2 and 5 were scored on an ordinal scale.

Lastly, question 10 allowed respondents to leave a written response to describe any additional thoughts not addressed in the survey.

For the purposes of reporting the results of the survey, the ordinal scales used were converted to interval scales. This merely means that a numeric value was assigned to each response with an interval of “1” between each point on the scale. For example, in Question 2, “Frequently” responses were assigned the number 4, “Often” responses were assigned the number 3, and so forth. This was done to enable the measurement of central tendency of all responses, which is accomplished by determining the arithmetic mean (or average) response for the item. However, it must be recognized that the assignment of value to the intervals of the scale does not automatically result in a true interval scale because each respondent will have his/her own interpretation of the interval. Nevertheless, in aggregate, this procedure does enable a comparison of the items from one to the next.

### Welcome Page

1. Respondents were asked to identify which benefits of the waterfront were most important to them, selecting up to three choices. They could also provide an “other” option to list additional benefits not listed in the question. The majority of respondents indicated the opportunity to enjoy nature/outdoors was important to them (78.7%) (**Table 1**). This was clearly the top choice by respondents, with over a 30% gap between this choice and the next most popular benefit. The waterfront’s ability to bring people together (45.7%) and enhance community image and sense of place (45.3%) received a similar number of votes and were the next most popular options. The waterfront’s ability to improve property values was considered the least important benefit, receiving only 6.4% of total votes.

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Table 1. Important benefits of the waterfront

Answer Choices	Percent	Number
Provides opportunities to enjoy nature/outdoors	78.7%	719
Brings people together	45.7%	418
Enhances community image and sense of place	45.3%	414
Protects the natural environment and wildlife	39.9%	365
Provides entertainment	34.7%	317
Improves health and wellness	29.3%	268
Provides cultural opportunities	21.0%	192
Improves property values	6.4%	58
Other (please specify)	4.9%	45
	Answered	914
	Skipped	5

Several respondents also provided comments related to other benefits of the waterfront. Business opportunities was a popular theme among comments. These ranged from opportunities for water-related businesses (fishing charters, etc.) to dining and shopping opportunities. Several people noted the enjoyment of shops and restaurants in this area. Conversely, many people also noted the enjoyment of open space areas where passive recreation, such as watching the channel, and other outdoor activities could occur. Finally, several comments were also related to community image, such as the area's charm, welcoming environment, safety, and beauty. All comments are provided in [Appendix 3](#).

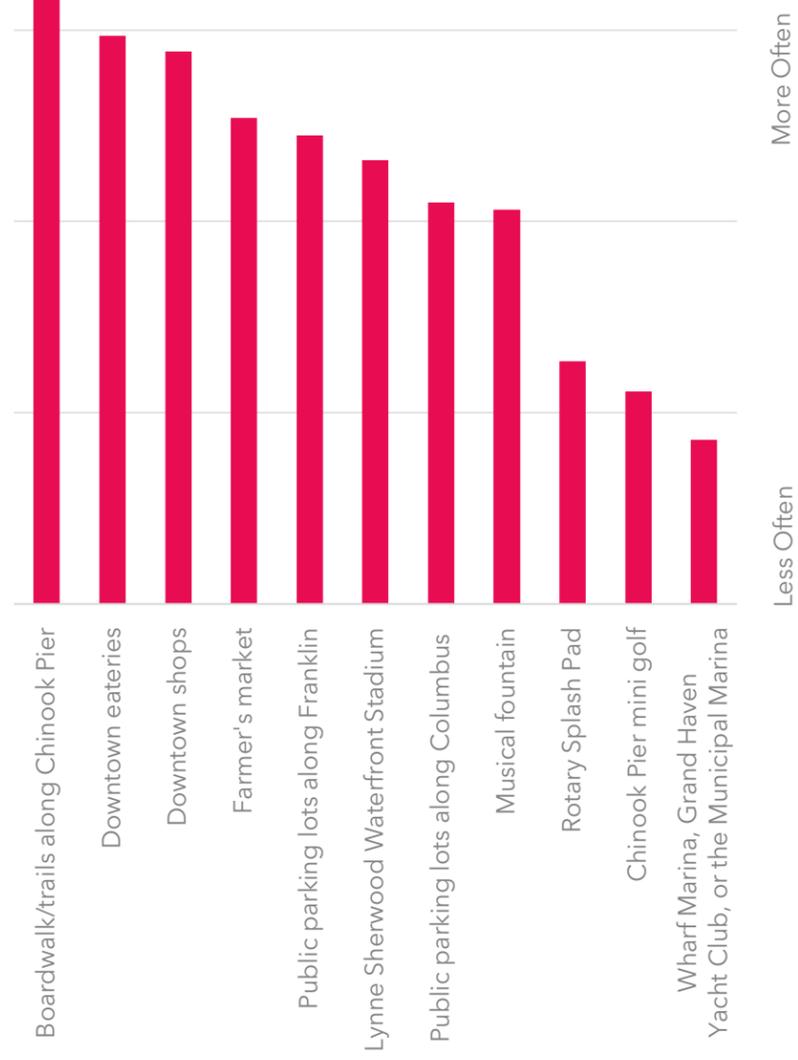
### Place-Based Questions

- The second question asked respondents to indicate how often they use facilities related to Chinook Pier and public parcels downtown. Answer choices available for this question were "Frequently (once a week or more)," "Often (2-3 times a month)," "Sometimes (a few times each year)," "Rarely (less than once a year)," and "Never." For purposes of providing a quantifiable value to compare and rank issues, a weighted average was applied. A score of 4 was given to "Frequently," a score of 3 was given to "Often," a score of 2 was given to "Sometimes," a score of 1 was given to "Rarely," and a score of 0 was given to "Never."

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**Figure 29** indicates the weighted average for respondent use of these facilities. The boardwalk and trails along Chinook Pier were the most popular facilities used by respondents (n=3.17), with 45.0% indicating that they use them once a week or more. This was followed by downtown eateries (n=2.97), which was most popular for "often" use with 42.6% of respondents visiting eateries 2-3 times per month. The least visited facilities were Wharf Marina, Grand Haven Yacht Club, or the Municipal Marina, with the majority of respondents indicating they never visited these places (53.6%). The Rotary Splash Pad and Chinook Pier mini golf were also visited relatively infrequently.

Figure 29. Most popular facilities at Chinook Pier and downtown



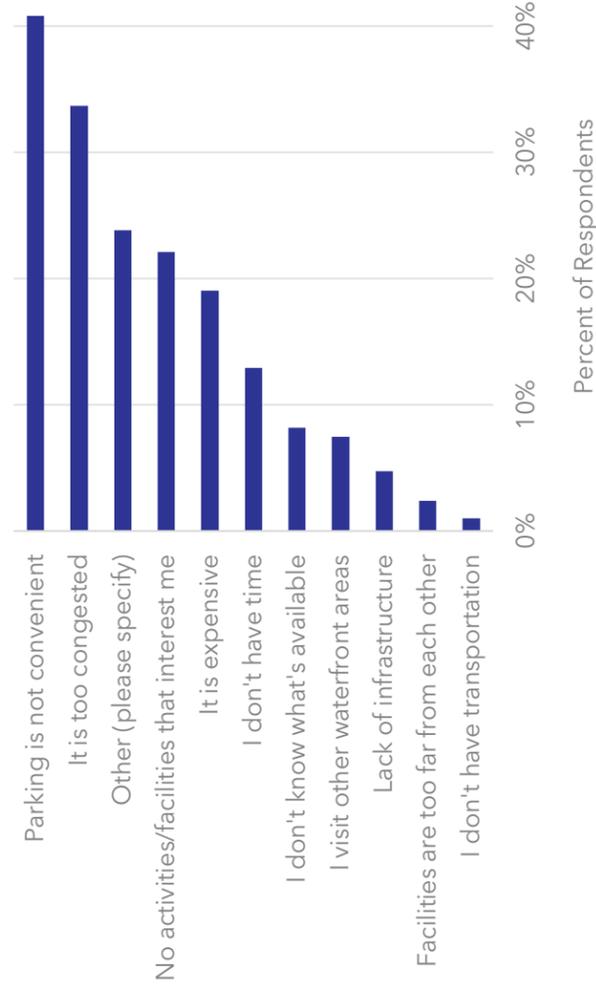
- Respondents who do not visit the waterfront or downtown were asked the reason why they don't visit these areas. The majority of respondents skipped this question (68.0%, n=625), indicating they generally visit these areas. The reasons identified by the remainder of respondents can provide insight into ways access may be further enhanced. Respondents were instructed to choose up to three options and could also provide their own reasons in an "other" option.

Lack of convenient parking was the most common reason for not visiting these areas (40.8%, n=120) ([Figure 30](#)). This was followed by congestion (33.7%, n=99) and "other" reasons (23.8%, n=70). Many respondents (22.9%) used this comment area to indicate that they do visit the waterfront. Of those who indicated other reasons they don't visit, parking, lack of variety, tourism, and restaurant options were commonly

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listed. Those interested in variety noted the desire for more market and craft facilities, family activities, cultural events, year-round options, and diversity in shops. Better food and affordability were common themes among those who desired different restaurant options. All comments are provided in [Appendix 3](#).

**Figure 30. Reasons for not visiting the downtown and waterfront**



4. Respondents were asked to identify types of places they would like to see more of in the downtown and along the waterfront. They were encouraged to select all the choices that applied. A place to be outdoors was most desired by respondents, with 74.7% choosing this type of place (n=617) ([Figure 31](#)). The majority of respondents also chose places to eat/drink (59.9%, n=617) and places to connect with water (55.8%, n=461). The least desired types of places were those to live (5.2%, n=43), those for services (8.0%, n=66), and those for work (8.1%, n=67). In general, respondents tended to choose places that would be open to the entire public.

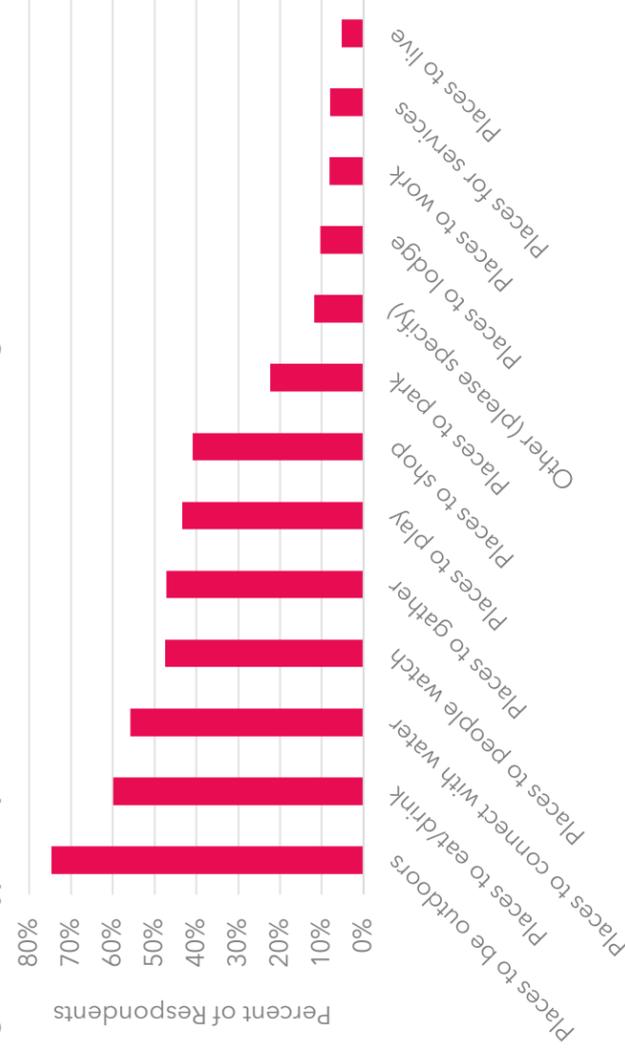
This question included an “other” option for respondents to provide additional places they would like in this area. 11.9% of respondents indicated other responses. Several themes emerged from these comments. Restaurants and food were the most repeated topic among comments. Suggestions encompassed a variety of options, from specialty places such as fish or ethnic foods to reasonably-priced restaurants such as a good burger place.

The market was another repeated topic among comments. Many comments indicated a desire for an improved or expanded farmer’s market. This included discussion regarding all-season capabilities, connections between the market and downtown, and a variety of different vendors. Comments sometimes also included a desire for food trucks, which was another common recommendation in comments.

Several respondents also indicated the desire for shopping opportunities suggesting a variety of options, such as affordable clothing, open-air shops, and flower store. The need for essential items, such as groceries or local goods, was the most common theme among respondents desiring stores or shopping in this area.

Respondent comments sometimes emphasized contrasting places for this area. A similar number of comments were received related to entertainment and open space. Entertainment options included a Ferris Wheel or other rides, activities for young adults, live music, and an art exhibit. Others focused on open space areas where they could watch the waterfront, enjoy nature, and sit under the trees. All comments are provided in [Appendix 3](#).

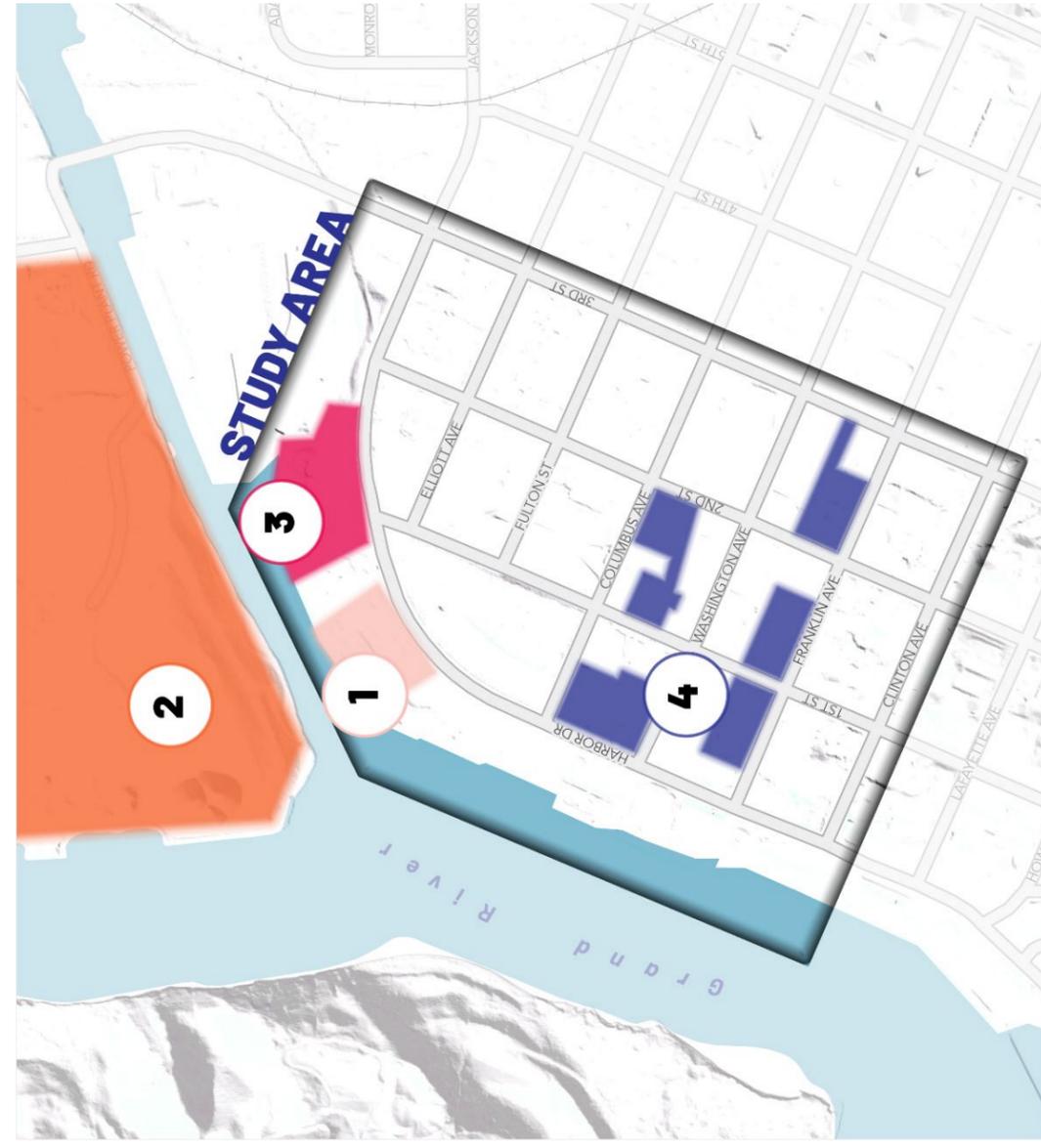
**Figure 31. Types of places desired downtown and along the waterfront**



5. Question five asked respondents to rank four areas based on how ideal they would be for future growth and development. Locations selected as 1 were considered most ideal and those marked as 4 were least ideal. A weighted average was then applied to determine the overall perception of each place. Higher weighted averages indicate a more ideal location. The location of the Chinook Pier shops was considered the most ideal for future growth and development (n=3.38). Underused public or private parking areas were considered the least ideal for future growth and development (n=1.82). The former J.B Sims power plant was considered the next best area for development, then the north end of Chinook Pier near the Coal Tipple. The overall rank of properties based on their weighted averages is depicted in [Map 2](#).<sup>1</sup>

<sup>1</sup> The analysis and map for question 5 was revised on March 15, 2021.

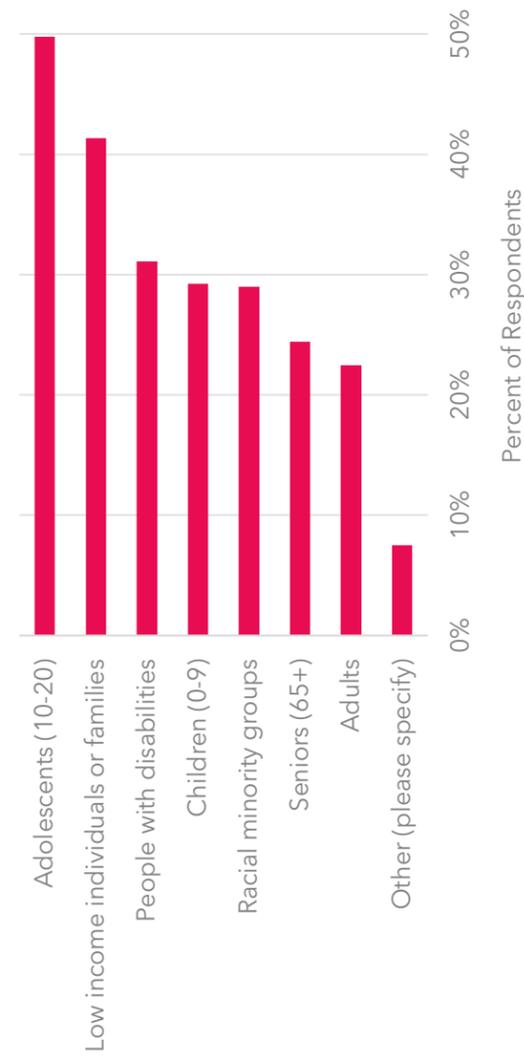
Map 2. Ideal locations for future growth and development



6. Respondents were asked which groups they feel are underserved by current uses and amenities downtown and along the waterfront. They were encouraged to check all options that applied. The group believed to be most underserved were adolescents (10-20 years) (49.8%, n=359), followed by low-income individuals or families (41.3%, n=298). Adults received the fewest votes (22.5%, n=162), followed by seniors (24.4%, n=176) (Figure 32).

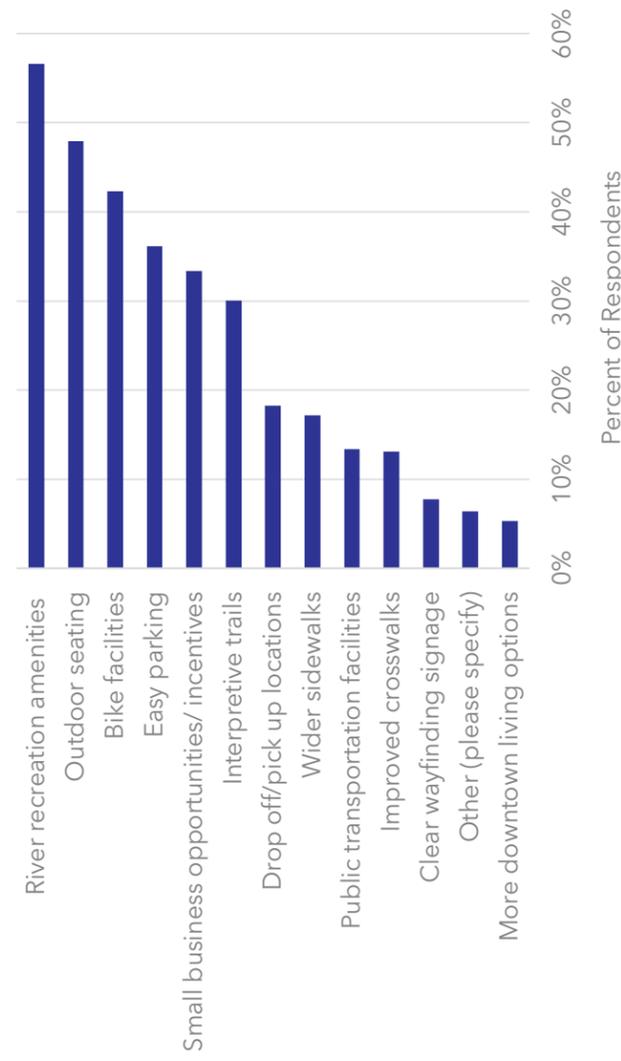
Respondents were allowed to specify other options beyond those listed in the survey. 7.5% (n=54) respondents provided an additional comment. Half of these comments (n=27) believed that all people had adequate access and that no groups were being underserved by current uses and amenities in the study area. The remaining comments were a large mix of opinions, with the next major theme being locals or residents, as opposed to tourists.

Figure 32. Groups that may be underserved by current uses and amenities downtown and along the waterfront



7. Question seven asked respondents to identify ways they think waterfront access could be improved, instructing them to select up to three choices. The majority of respondents chose river recreation amenities, such as canoe/kayak facilities or a fishing platform (56.6%, n=462) (Figure 33). This was followed by outdoor seating (47.9%, n=391) and bike facilities such as bike lanes and racks (42.3%, n=345). The least number of people believed more downtown living options would improve access (5.3%, n=43). This was followed by clear wayfinding signage (7.7%, n=63).

Figure 33. Ways in which waterfront access may be improved



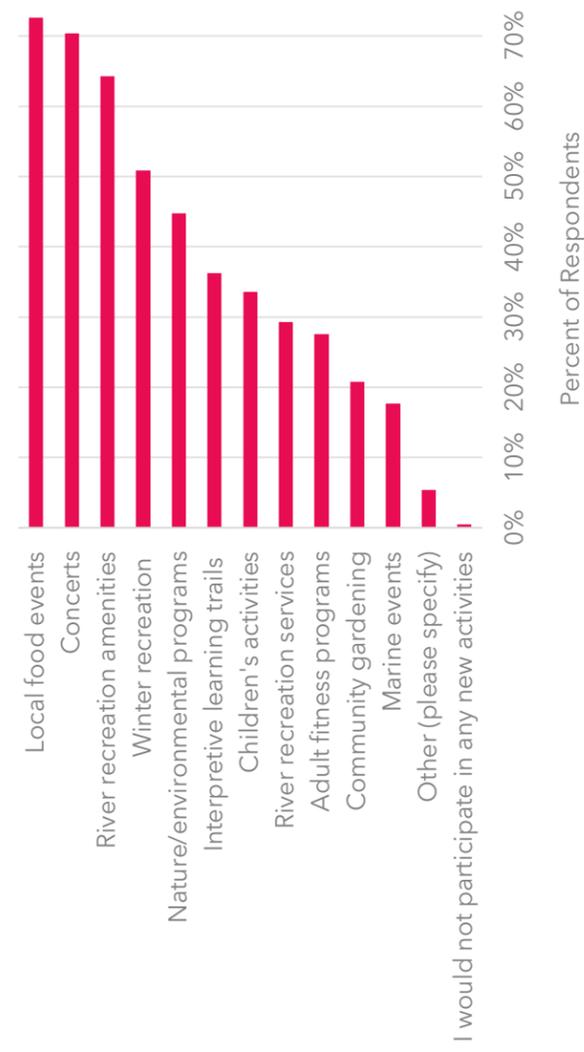
This question provided an “other” option for respondents to provide additional ideas for improved waterfront access. 6.4% of respondents (n=52) provided an additional comment. The most popular comments were related to businesses and open space. Many respondents believed more restaurants or dining options near the water would improve access. Other comments also included an indoor/outdoor climbing facility, hospitality or hotel, investment in the marine industry, expanded market, and merchant fairs to provide small business opportunities.

Conversely, many respondents believed open space was the primary way to improve waterfront access. Several comments desired no new buildings. Rather, trees, grass, and open space were desired so the waterfront view would not be obstructed and people could sit outside to enjoy the waterfront. Many indicated the desire for simplicity in this area.

Boating and parking were also mentioned. A boat launch was desired by some respondents, along with day slips or access for dinghies. Parking was noted as being an accessibility problem for those with the inability to walk far distances. Shuttles were recommended as a solution, both from remote parking areas or in the form of a water taxi. All comments are provided in [Appendix 3](#).

- In question eight, respondents were asked to identify types of activities in which they or their families would be most likely to participate ([Figure 34](#)). Respondents were encouraged to check all that apply. The majority of respondents chose four types of activities: local food events (72.6%, n=595), concerts (70.4%, n=577), river recreation amenities (64.3%, n=527), and winter recreation (50.9%, n=417). Only four respondents would not participate in any new activities (0.5%).

**Figure 34. Types of activities in which respondents or their families would be most likely to participate**

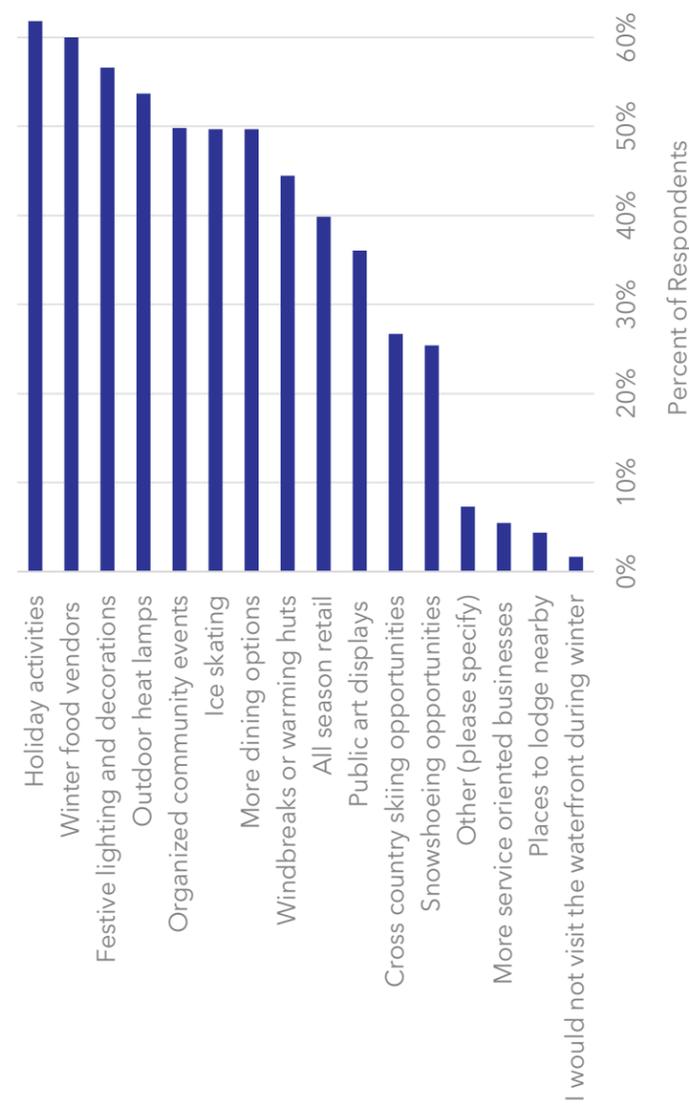


This question allowed an “other” option where respondents could identify additional types of activities they would like in the area. Many ideas were related to organized events, such as movie nights, dog-friendly events, and cultural events. Similarly, music and art were common in responses, such as art exhibits, a sculpture park, or specialized music events.

Several respondents desired for the market to be expanded to increase space for farmers and allow a greater variety of vendors. Additionally, a variety of active recreation options were listed, although ranging in scope. These included roller skating, biking, pickleball, indoor/outdoor climbing, putt-putt, and a Ferris Wheel. Again, the desire for structured activity areas was desired by some and opposed by others who would rather preserve green, open space. All comments are provided in [Appendix 3](#).

- Question nine asked respondents what would encourage them to visit the waterfront during winter, selecting all options that applied ([Figure 35](#)). Holiday activities (61.9%, n=509) and winter food vendors such as coffee and hot chocolate (60.0%, n=494) were the most popular options. Festive lighting and decorations (56.6%, n=466) and outdoor heat lamps (53.7%, n=442) were also commonly chosen by respondents. All four of these options were selected by the majority of respondents. Only a small number of respondents indicated they would not visit the waterfront during winter (1.7%, n=14). Other options that were not popular for winter were places to lodge (4.4%, n=36) and more service-oriented businesses (5.5%, n=45).

**Figure 35. Activities, uses, and amenities that would encourage waterfront visitation during the winter**



This question allowed an “other” option where respondents could identify additional activities that would encourage them to visit the waterfront during winter. 7.3% of respondents listed additional options (n=60). In 25% of these comments, respondents indicated a desire for heating. These included a variety of suggestions, such as outdoor heat lamps, igloo tents, fireplaces, and heated walkways. Being able to walk outside during the winter was related to having the walkways heated or good snow plowing.

Comments also indicated a desire for outdoor activities during the winter. A variety of suggestions were provided related to special events, including a winter festival, parade, a nativity, poetry slams, music, and art/lighting events. Similarly, a variety of recreation ideas included curling, ice skating, enclosed pickleball, and open space for building a snowman.

Lastly, 16.7% of respondents noted that they either already visit during the winter or do not live in Grand Haven during the winter. One commented that adding any of the listed activities would discourage use in the winter and another noted that winter is the only time they visit because of the lack of congestion during that time.

- Question 10 was the final place-based question, allowing respondents to provide any additional thoughts they may have regarding the waterfront plan not already addressed in the survey. 31.8% of the respondents (n=292) used this space to provide additional comments.

Many respondents commented on business development options. Some desired to replace the previous shops at Chinook Pier, others desired an expanded farmer’s market, and yet others desired a mix of uses for entertainment and shopping. In general, food and dining options were highly discussed topics. Several respondents echoed the need for better food options in the study area. A variety of suggestions were received, with some desiring outdoor eateries downtown and others advocating for food trucks near the waterfront. Comments often focused on variety, quality, and setting as important factors. Outdoor seating was repeatedly desired in relation to the setting.

Many respondents also indicated a desire for an improved market. Expansion of the market was often mentioned, as respondents noted that it is currently difficult to maneuver. Other suggestions included an indoor portion and the ability to accommodate additional vendors, such as arts and crafts. Some respondents also commented on the ability of the market to function for multiple uses, such as a venue for festivals or as a rental, when not occupied by the market.

Numerous comments addressed housing, with many opposed to housing developments along the waterfront. The waterfront was commonly noted as a place for all people to enjoy, and respondents desired for it to remain this way. Public

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access and views of the water were important to many respondents. Some considered residential as too limiting and not a good fit for this area.

Lastly, many respondents encouraged the preservation of greenspace along Chinook Pier. The idea of simplicity was prevalent in many comments, which aligned with desires to preserve the quaint small-town feel of Grand Haven. Many respondents indicated a desire for open views of the river, a place to relax in nature, and open areas to gather with friends and family. Comments related to greenspace did not always exclude other developmental options; however, greenspace was often considered an important feature that should be present in this area.

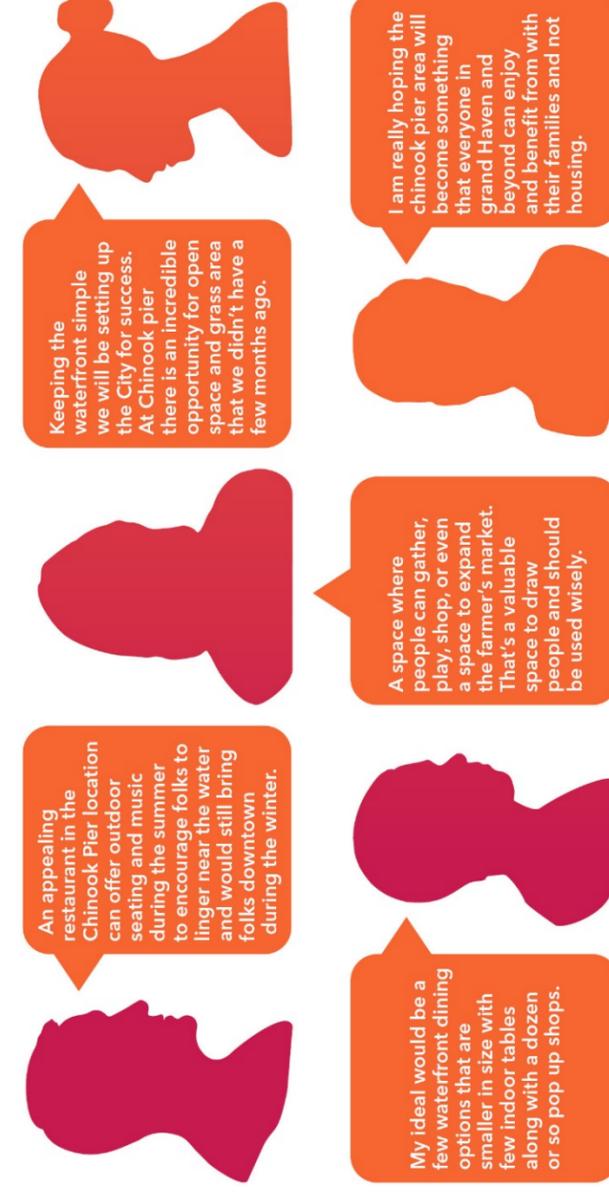


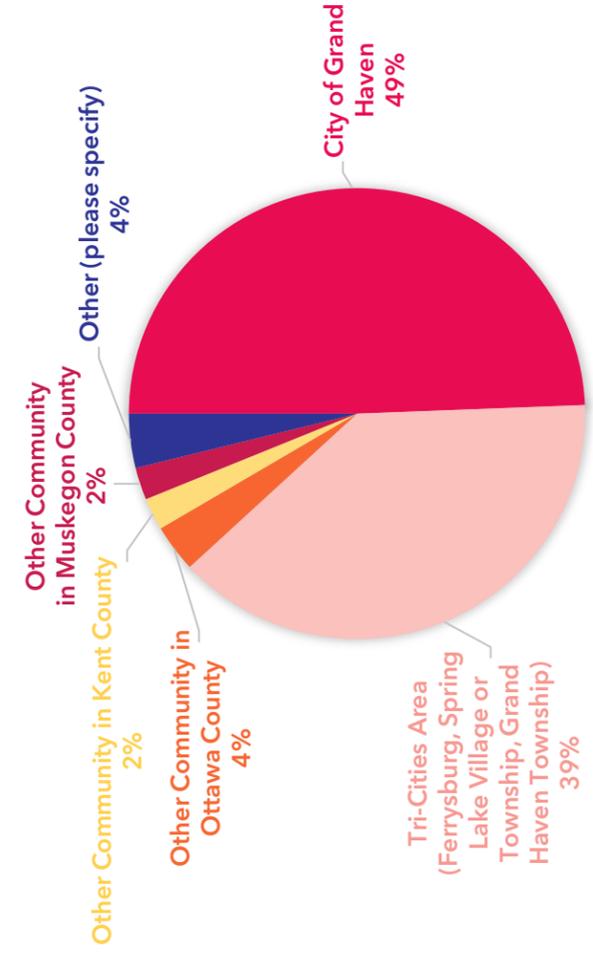
Image 10. Direct quotes from the community survey representing common themes among written comments.

### Background Questions

- Respondents were asked to identify the community of their primary residence. Almost half of the respondents were from the City of Grand Haven (49.4%, n=407) (**Figure 36**). 38.7% were also from the Tri-Cities area containing Ferrysburg, Spring Lake Village or Township, and Grand Haven Township (n=319). Therefore, the large majority of the respondents were local residents. Other common locations listed by respondents were Robinson Township and seasonal residents. All responses are located in **Appendix 3**.

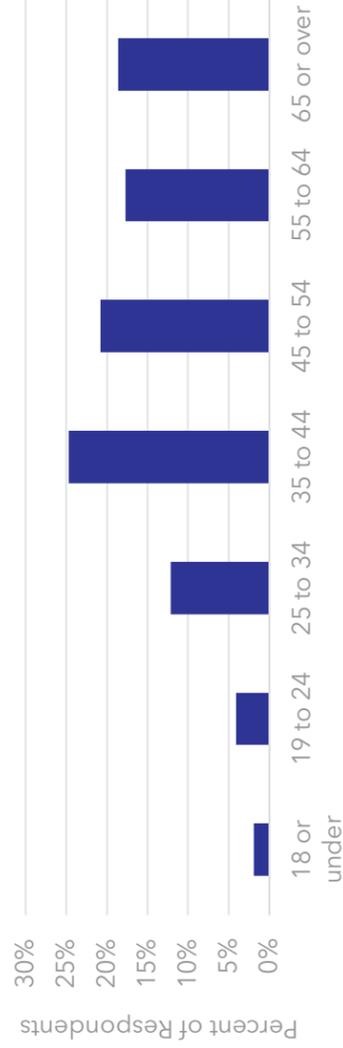
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Figure 36. Primary residence of survey respondents



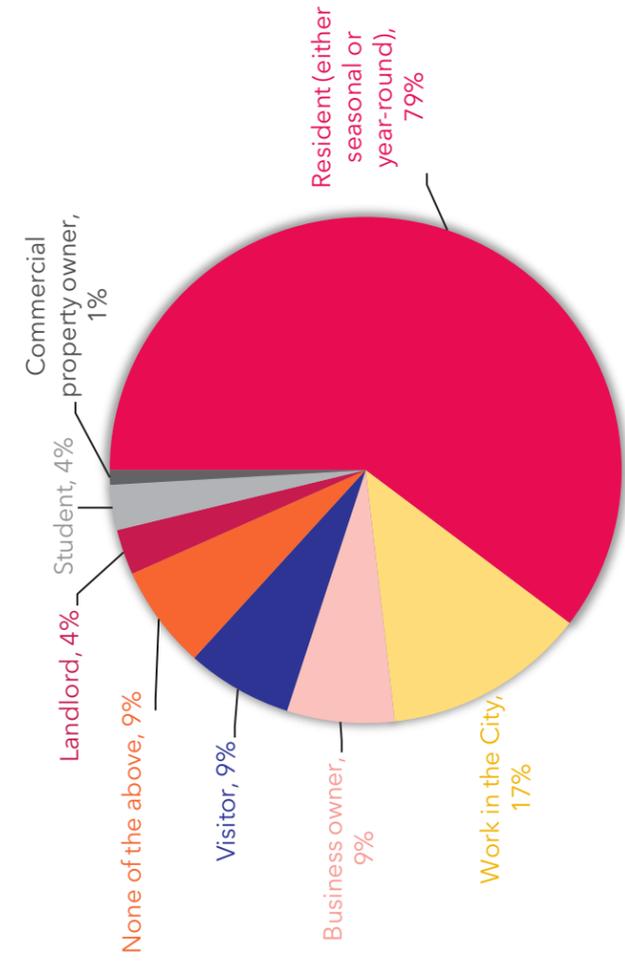
12. Respondents were asked to identify their age (Figure 37). The age groups most represented in the survey were 35 to 54 years, together comprising 45.5% of total respondents (n=374). The fewest respondents were less than 18 years in age (1.9%, n=16) or between 19 and 24 years (4.1%, n=34%).

Figure 37. Age groups of survey respondents



13. The primary connection survey respondents had to the City of Grand Haven was as a resident (79.1%, n=648) (Figure 38). This indicates a strong presence of local opinions throughout the survey. The next most popular group contained respondents who work in the City (16.9%, n=138). This question provided an “other” option for respondents to identify other primary connections to the City. 71 respondents left comments in this section, with many indicating they either live nearby or grew up in Grand Haven.

Figure 38. Primary connection of survey respondents to the City of Grand Haven



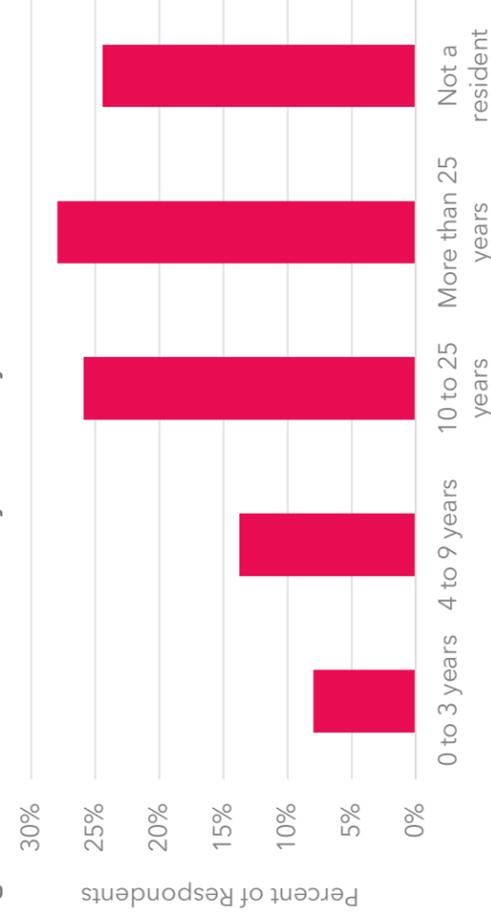
14. The majority of survey respondents did not work in the City of Grand Haven (table 2). Rather, considering these results and responses to question 13, most are local residents of Grand Haven or the nearby area. Responses to this question are consistent with a relatively high mean travel time to work of 20.2 minutes, estimated by the 2018 American Community Survey.

Table 2. Workplace of survey respondents

Answer Choices	Percent	Number
Yes, I own an establishment	5.7%	47
Yes, I work in the City	28.6%	235
No	65.7%	540
	Answered	822
	Skipped	97

15. The final background question asked respondents to indicate how long they have lived in the City of Grand Haven. A relatively even distribution of responses were received for those living 10-25 years, more than 25 years, and those who were not residents (**Figure 39**). The smallest percentage of respondents have lived in the city for 0 to 3 years (8.0%, n=65). Overall, this indicates a strong presence of long-term residents.

**Figure 39. Duration of Residency in the City of Grand Haven**



### Summary

Based on the above survey results, the City of Grand Haven should consider the following as it proceeds to the design phase for Beyond the Pier:

- Survey respondents were primarily residents of Grand Haven or the Tri-Cities area. Therefore, survey results largely represent local preferences and opinions.
- Many responses were received from those aged 35 and older, while responses from younger respondents were generally more limited. Yet, the group identified as being the most underserved was adolescents (10-20 years). This may correspond to the desire for family-friendly activities echoed in many comments.
- Places to be outdoors and enjoy nature were strongly desired throughout the survey. These were identified as the top benefit of the waterfront and the most desired type of place. The presence of greenspace and areas to enjoy nature were considered important to this area and should be considered throughout the design process.

- A place to eat or drink was the top development option desired in the study area. After a place to be outdoors, it was the next most desired type of place. Local food events were the top activity in which respondents would be most likely to participate and winter food vendors were a top choice for visiting the waterfront during winter. Further, places for dining and good food were repeatedly desired in comments. Opinions ranged on the type of food or dining experience. However, respondents generally agreed it should offer variety, quality, and a unique setting. Food trucks were popular suggestions, as was outdoor seating.
- Parking should be considered for its ability to offer convenient access downtown and to Chinook Pier, while also preserving areas for future development and greenspace. Parking was identified as the top reason for not visiting downtown and the waterfront. Yet, respondents were relatively divided on this issue in survey comments, some desiring additional parking and others believing parking was sufficient.
- To improve waterfront access, river recreation amenities and outdoor seating were desired. Many comments throughout the survey combined outdoor seating with development options, such as dining. Several respondents also commented on the desire to have seating for passive recreational purposes, such as watching the river.
- Maintaining waterfront views and public access were noted as important in many comments. Housing developments were often not considered to preserve either of these elements, with Places to Live ranking as the lowest option for types of places desired downtown and along the waterfront.
- Improvement of the Farmer's Market was a popular topic in comments. The market was identified as small, difficult to maneuver, and insufficient for vendors. Respondents generally agreed the market should be improved upon and offered a variety of suggestions, such as an indoor portion, the capacity for additional vendors, coordination with food trucks, or the ability to rent the space outside of market hours.

## Conclusion & Next Steps

The City of Grand Haven has undertaken a robust public engagement effort to determine community preferences and opinions for redevelopment at Chinook Pier and downtown. These efforts generated a large amount of data that provides a foundation for design and redevelopment goals. From this outreach campaign, it is clear that the people of Grand Haven are passionate about their City, and desire a waterfront that is active, accessible, and provides a meaningful connection to the outdoors. The effective manifestation of these desires into policies, strategies, and designs will require a balancing act between not only form and function; but also feasibility and sustainability. To be truly effective, the Beyond the Pier planning effort must set the City on a course for sustained long-term success.

It was recognized by many participants that the City of Grand Haven has done an excellent job of preserving the waterfront. The concept of accessible public waterfront access was a consistent topic of discussion throughout the engagement process and a feature that must be maintained in the waterfront master plan. Although public access to the waterfront is key in supporting community desires, this does not preclude development from the study area. There is a strong desire for the promotion of food-based businesses, the creation of an enhanced, multi-use market space, and the perpendicular expansion of downtown beyond Washington Avenue. While these types of developments may be achieved through entirely private means or a public-private partnership, they must be open to the public and have a perceived accessibility that will be appealing to the community.

The City may consider several public infrastructure and improvement projects identified through this engagement process to support desired private investment and public enjoyment. Street enhancements were regularly discussed, such as providing more and safer crossings along Harbor Drive, creating additional on-street parking near Chinook Pier, and having better bike infrastructure throughout downtown. Maintaining greenspace for passive recreation and the enjoyment of the outdoors was also considered very important. Many participants favored programming these greenspaces with affordable and family-friendly entertainment options, temporary food vendors, art, games, and winter comforts or activities.

Many responses to the online survey offered suggestions for ideal locations for growth, with Chinook Pier receiving the most attention. During the design workshops and charrette, participants regularly illustrated more intense land uses to the north end of Chinook Pier that would steadily decrease in intensity moving south along the riverfront. Key considerations when exploring development will be the context-sensitive placement of structures that complement existing uses and the preservation or creation of viewsheds to the waterfront.

### **Next Steps**

The City of Grand Haven and Waterfront Steering Committee will review and discuss the community engagement results contained in this report. Conceptual designs of the study area will be created based on community feedback and direction from the Waterfront Steering Committee. Once refined, a financial feasibility overview and parking impact assessment will be created to ensure that the plan is based in reality. A business strategy and action plan will accompany the final waterfront master plan to provide actionable steps for implementation.

As a final stage in the planning process, a request for proposals will be created. This document will solicit proposals from the development community to create a private development project within the study area that is consistent with the Waterfront Master Plan. Although some elements of the waterfront plan will inevitably be long-term goals, the request for proposals will assess immediate needs and jumpstart the investment and development process for Chinook Pier.

# **Appendix 1**

Pop-up Engagement Map Activity Comments

## 1. What is the key opportunity at this location?

- Food truck ct. and seating
- Food trucks with heaters and activities
- Connect with bridge and keep smokestack.
- SUPs
- Maintain public views and public access
- Skating rink [x2]
- Entire Chinook Pier area - for the community
- More wayfinding signage from SL to GH for bikes.
- Park and tables, food trucks and power for them
- East end ADA accessibility along Fulton
- Parking garage in present coal plant. Assess 3rd Street bridge.
- Knock that down
- Totally rethink with community engagement - as it currently stands it is a lost opportunity.
- Park, pickle ball, shuffle board, children's play
- Close Washington so that stores and restaurants can expand into the street 3 blocks.
- Expand farmer's market and art on Sundays.
- Market moved
- Expand and renew farm market
- More entertainment
- Fish museum
- International dining [x3]
- Farmer's market enhancements: ADA compliant, Stanco property parking, vendor accommodations (electric and water), enforcement capabilities. Redo the market and Chinook Pier. Muskegon and Holland farmer's markets have been redone.
- Add shuffle board, horseshoes, bocce ball, curling in winter.
- Large pavilion for annual city festivals (winterfest), farmer's market, option to rent for weddings, and more maps for visitors.
- Bank of unisex restrooms!!
- Botanical garden with kayak and canoe rentals.
- Fishing
- Put put reconfiguration

## 2. What do you love about this place?

- Bike trail
- Farmers market
- Mini golf
- Market
- Market
- The entire study area
- Put put
- I find these maps incredibly confusing and very non-interactive. I have no idea what I'm supposed to do with them. Therefore, let me just say that I think it's fine to improve the area around the Pier. However, I do not want to see any development in the Southside area neighborhood. Please leave Southside alone! No zoning changes for double or multi-family houses in Southside.

# Appendix 2

Outdoor Design Charrette - Visual Preference Written Comments

## 1. Entertainment Notes

- Water taxi
- tables/benches/seating
- Have movies as part of the indoor/outdoor market
- No fishing, kayaking, or rides
- Food trucks with pavilion

## 2. Business Notes

- Shipping containers for business
- hibernaculum for bats at the coal tipple
- No architectural feature office
- No, no! (between architectural feature office and food truck park)
- Opposed to [food] trucks here
- No mixed use
- Summer and winter (indoor/outdoor market)
- No incubator businesses
- Incubator businesses inside a pavilion
- upscale "studio" hotel
- Rentable event space in the pm with garage doors, multi-season (indoor/outdoor market)
- Use for all events - Salmonfest/winterfest
- Pavilion (like Fremont) with bank of unisex toilets and urinals

## 3. Greenspace Notes

- Do not take out any trees

## 4. Winter Notes

- bonfire pits with seating
- music (related to programming/events)
- Warming huts/wind breaks with year-round pavilion
- Not permanent buildings - but uniform

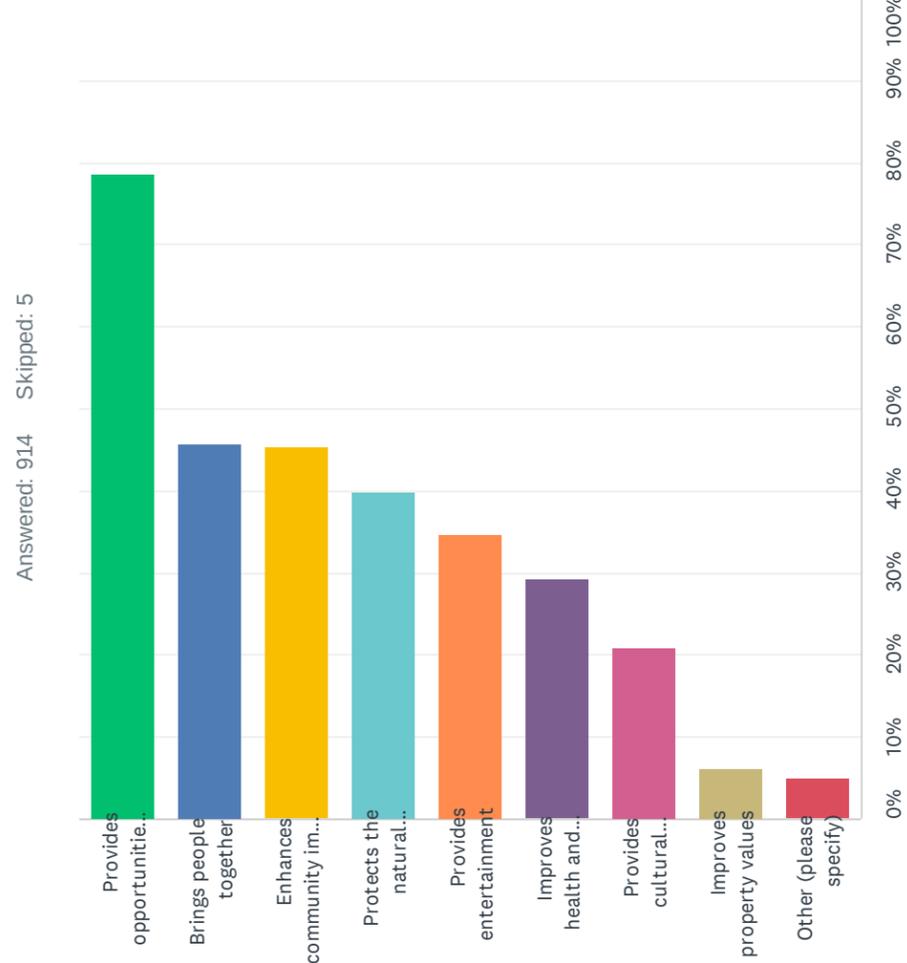
# Appendix 3

Community Survey Responses

COMMUNITY SURVEY

SurveyMonkey

## Q1 Which of the following benefits of the waterfront are most important to you? (Select up to 3)



ANSWER CHOICES	RESPONSES
Provides opportunities to enjoy nature/outdoors	719
Brings people together	418
Enhances community image and sense of place	414
Protects the natural environment and wildlife	365
Provides entertainment	317
Improves health and wellness	268
Provides cultural opportunities	192
Improves property values	58
Other (please specify)	45
Total Respondents: 914	

#	OTHER (PLEASE SPECIFY)	DATE
1	Retains or expands the working waterfront activities like charter fishing and commercial work boat operations	9/24/2020 9:34 AM
2	Preserves existing charm	9/23/2020 8:42 PM
3	Large grass area where people can sit on there chairs and watch the channel	9/16/2020 9:50 AM
4	animal center	9/16/2020 8:51 AM
5	Parking, building free	9/14/2020 7:57 PM
6	Family friendly activities	9/12/2020 6:28 PM
7	promotes sustainability and the local food web	9/11/2020 5:32 PM
8	Focus of Community PRIDE	9/9/2020 5:45 PM
9	Provides a welcoming area that includes maps, points of interest, bike rentals (all kinds of bikes) farmer's market with food trucks and crafts, restrooms, ice cream, trolley transports from large parking area off site.	9/5/2020 3:33 PM
10	A place to relax and enjoy the waterfront.	8/25/2020 3:10 PM
11	Keep small town character, safety and beauty	8/20/2020 4:25 PM
12	Public ownership and use MUST be maintained	8/18/2020 9:37 PM
13	Keeping that stretch of waterfront (boardwalk through Chinook Pier and beyond) open to public. What a wonderful asset to be able to enjoy such a large stretch of the waterfront. Let's keep that part of the waterfront public as well--a continuation of the board walk.	8/16/2020 9:06 AM
14	Chinook Pier businesses provided business and job opportunities and I would encourage that would to happen again.	8/11/2020 9:25 AM
15	Need more "green space" with Picnic tables & benches to relax & enjoy the view!	8/7/2020 8:35 AM
16	Providing a destination restaurant which highlights our Lake Michigan setting (similar to Mitchell's in Lansing or Livonia)	8/4/2020 9:03 PM
17	Parking	8/4/2020 1:06 AM
18	Or a liquor/convenience store	8/3/2020 7:39 AM
19	Satisfies the human urge to merge	8/2/2020 4:31 PM
20	Family picnic tables	8/2/2020 1:27 PM
21	Clean Energy to power downtown	8/1/2020 8:24 PM
22	Water view, no builidings/structures	8/1/2020 12:20 PM
23	Something to do during winter months	8/1/2020 10:54 AM
24	Children museum	8/1/2020 8:31 AM
25	More shops and restaurants	7/31/2020 11:29 PM
26	Chalets	7/31/2020 7:32 AM
27	Family fun	7/30/2020 9:39 PM
28	We enjoy the splash pad for summer fun!	7/30/2020 12:00 PM
29	Shops/ restaurants	7/30/2020 11:11 AM
30	Development Potential	7/28/2020 9:11 AM
31	Fishing/Boating Access	7/28/2020 9:11 AM
32	Outdoor eating/drinking and shopping	7/26/2020 10:33 PM
33	Supports business owners already invested in downtown	7/24/2020 10:40 AM

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## COMMUNITY SURVEY

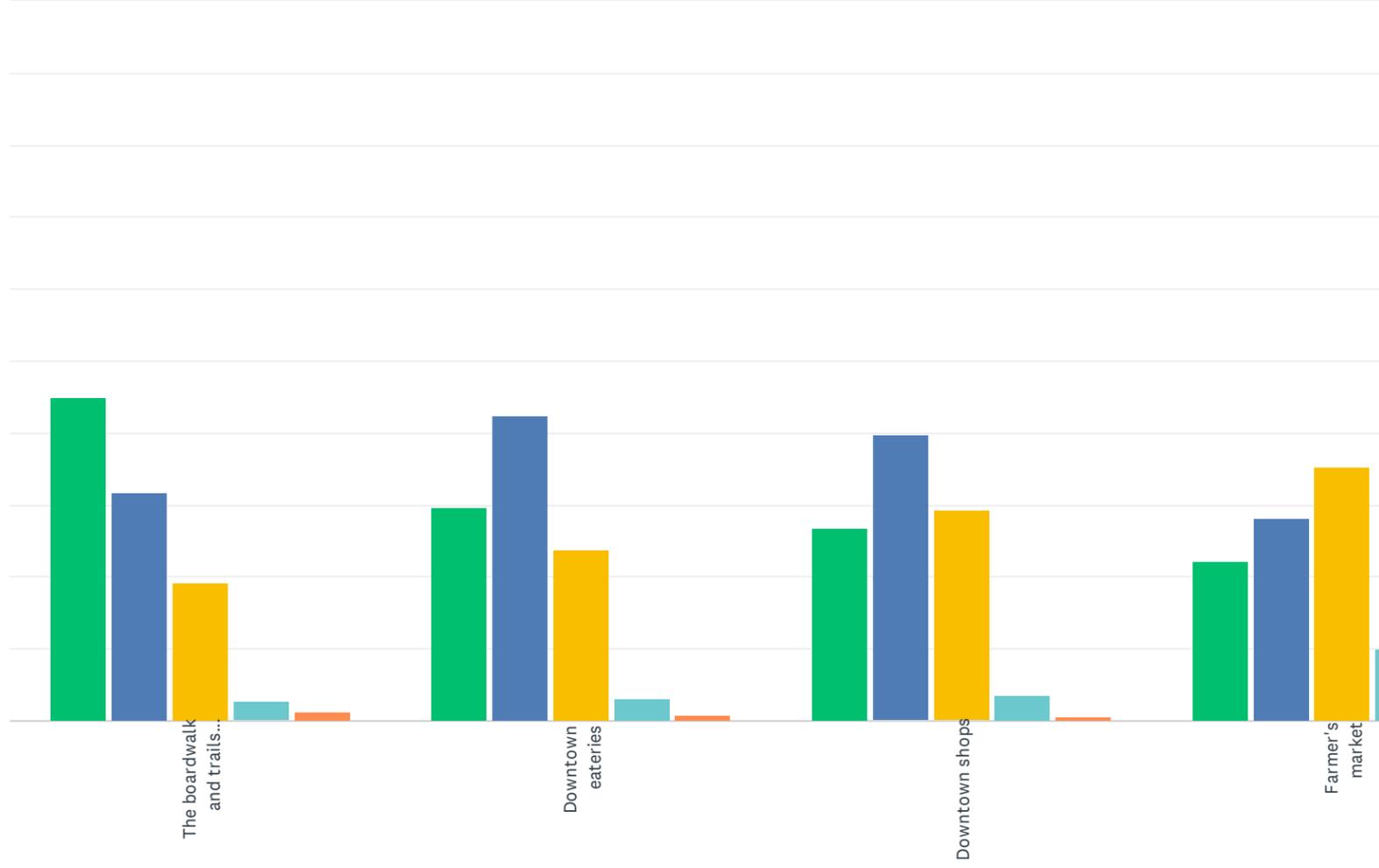
SurveyMonkey

34	Make chinook area an "open space" with picnic tables and possible day use grills... no Condos!	7/23/2020 8:47 PM
35	Loved the shops and food placed in that area.	7/23/2020 10:10 AM
36	Provides opportunity for local small businesses	7/22/2020 9:26 PM
37	A park where citizens can enjoy the waterfront and preserve its beauty.	7/22/2020 5:28 PM
38	Allows for outdoor activities	7/16/2020 11:48 PM
39	Year-Round Activity and Community Engagement	7/16/2020 5:06 PM
40	Some parking and the rest green space	7/16/2020 8:10 AM
41	Mixed use	7/16/2020 12:05 AM
42	It's really important to keep the charm of that area.	7/15/2020 6:54 PM
43	Minority owned businesses would be a great asset and send GH in the direction of inclusivity.	7/15/2020 1:17 PM
44	Displaced shops need new home. NOT Depot building	7/10/2020 8:43 PM
45	Walkable pathways	7/7/2020 4:04 PM

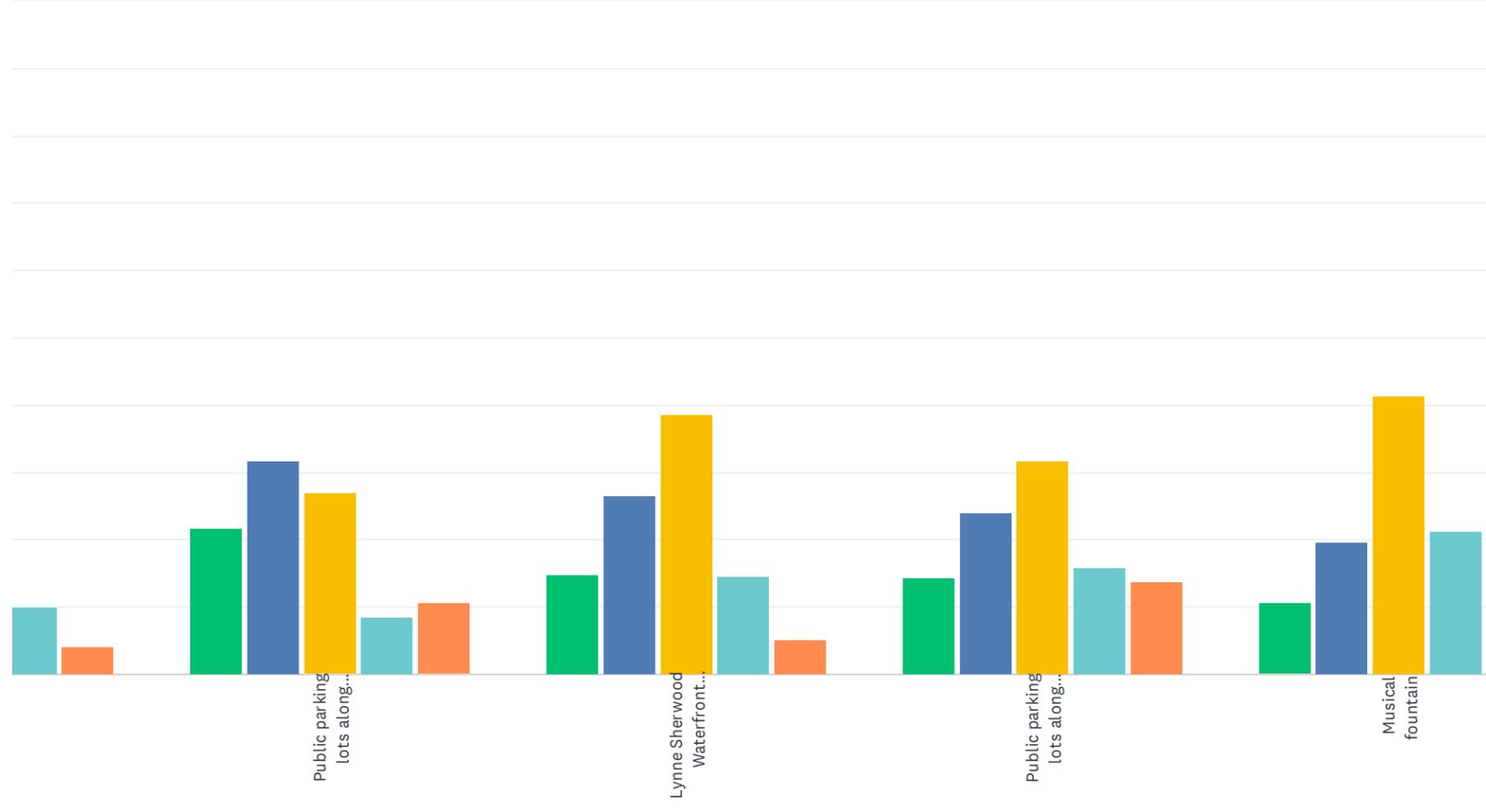
3 / 56

# Q2 How often do you or someone in your household use the following facilities?

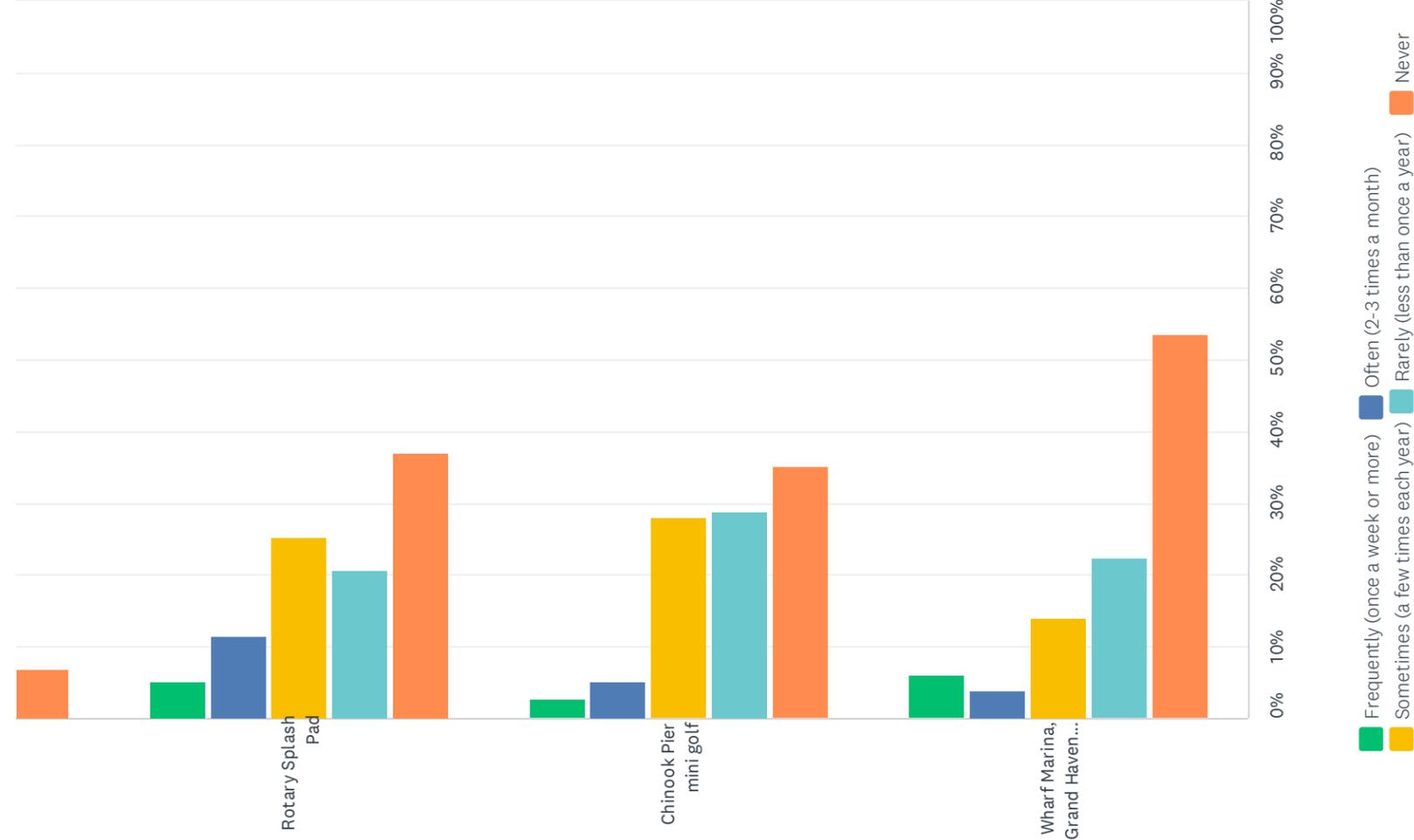
Answered: 830 Skipped: 89



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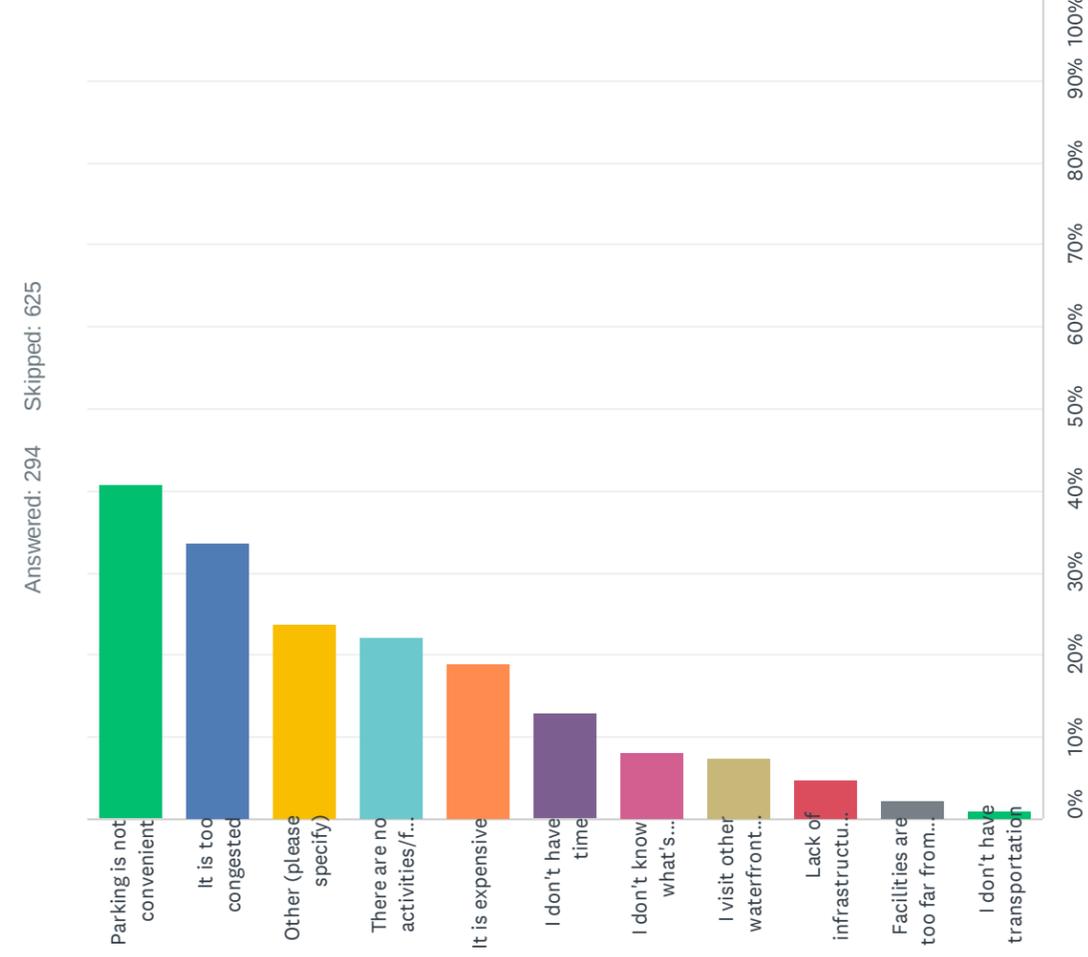
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■ Frequently (once a week or more)
 ■ Often (2-3 times a month)
 ■ Sometimes (a few times each year)
 ■ Rarely (less than once a year)
 ■ Never

	FREQUENTLY (ONCE A WEEK OR MORE)	OFTEN (2-3 TIMES A MONTH)	SOMETIMES (A FEW TIMES EACH YEAR)	RARELY (LESS THAN ONCE A YEAR)	NEVER	TOTAL	WEIGHTED AVERAGE
The boardwalk and trails along Chinook Pier	44.99% 373	31.85% 264	19.18% 159	2.77% 23	1.21% 10	829	3.17
Downtown eateries	29.63% 245	42.56% 352	23.82% 197	3.14% 26	0.85% 7	827	2.97
Downtown shops	26.88% 222	39.71% 328	29.30% 242	3.51% 29	0.61% 5	826	2.89
Farmer's market	22.22% 184	28.14% 233	35.39% 293	10.14% 84	4.11% 34	828	2.54
Public parking lots along Franklin Avenue	21.74% 180	31.88% 264	27.05% 224	8.57% 71	10.75% 89	828	2.45
Lynne Sherwood Waterfront Stadium	14.96% 124	26.66% 221	38.60% 320	14.60% 121	5.19% 43	829	2.32
Public parking lots along Columbus Avenue	14.49% 120	24.03% 199	31.88% 264	15.82% 131	13.77% 114	828	2.10
Musical fountain	10.74% 88	19.66% 161	41.39% 339	21.25% 174	6.96% 57	819	2.06
Rotary Splash Pad	5.20% 43	11.61% 96	25.27% 209	20.80% 172	37.12% 307	827	1.27
Chinook Pier mini golf	2.65% 22	5.31% 44	27.99% 232	28.95% 240	35.10% 291	829	1.11
Wharf Marina, Grand Haven Yacht Club, or the Municipal Marina	6.05% 50	4.00% 33	13.92% 115	22.40% 185	53.63% 443	826	0.86

### Q3 If you do not currently visit Downtown and the Waterfront, what is the reason? (Select up to 3)



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COMMUNITY SURVEY

ANSWER CHOICES	RESPONSES
Parking is not convenient	40.82% 120
It is too congested	33.67% 99
Other (please specify)	23.81% 70
There are no activities/facilities that interest me	22.11% 65
It is expensive	19.05% 56
I don't have time	12.93% 38
I don't know what's available	8.16% 24
I visit other waterfront areas	7.48% 22
Lack of infrastructure (sidewalks, crosswalks, benches, etc)	4.76% 14
Facilities are too far from each other	2.38% 7
I don't have transportation	1.02% 3
Total Respondents: 294	

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## COMMUNITY SURVEY

SurveyMonkey

#	OTHER (PLEASE SPECIFY)	DATE
1	I do visit because I live downtown	9/24/2020 9:48 AM
2	I work part-time downtown and just head home when finished.	9/18/2020 7:55 AM
3	Too many tourist	9/17/2020 7:17 PM
4	Too many non residents	9/16/2020 10:08 AM
5	Not enough good food	9/15/2020 11:38 PM
6	Conflicting hours of opening and closing.	9/15/2020 4:17 PM
7	COVID-19	9/15/2020 2:38 PM
8	The idiotic 4-way stops at each intersection and the confusion they cause	9/15/2020 9:44 AM
9	Live and walk downtown already	9/15/2020 7:44 AM
10	I live downtown	9/14/2020 7:47 PM
11	losing the small town feel, only use in "off" season	9/14/2020 4:28 PM
12	We do visit as we walk downtown most days.	9/14/2020 2:08 PM
13	Need better restaurants in GH	9/9/2020 3:57 PM
14	None, leave it small and simple	9/4/2020 3:19 PM
15	The shops are for tourist, no new restaurants.	8/25/2020 3:22 PM
16	Very geared towards tourists	8/25/2020 2:04 PM
17	parking by farmers market	8/17/2020 1:39 PM
18	Not enough parking.	8/7/2020 8:44 AM
19	Covid has kept us away this year	8/5/2020 9:34 PM
20	need more handicap parking	8/5/2020 10:16 AM
21	COVID-19/ no one wearing masks	8/3/2020 10:22 PM
22	Everything is the same old thing. Never anything new. Stores are just for tourist.	8/3/2020 9:12 PM
23	Better restaurants needed	8/3/2020 4:13 PM
24	N/A	8/3/2020 10:56 AM
25	Parking for dining, shopping or entertainment is always an issue	8/2/2020 3:32 PM
26	Live out of state now	8/2/2020 10:40 AM
27	We frequent places with more variety	8/1/2020 9:14 PM
28	Lack of variety	8/1/2020 9:12 PM
29	I have a cottage and am only up in the summer. But when I'm there, I visit all of the above, almost daily	8/1/2020 11:18 AM
30	I stay in Spring Lake	8/1/2020 8:41 AM
31	City of grand haven has run it poorly,	7/31/2020 11:39 PM
32	The restaurant choices are terrible.	7/31/2020 11:00 PM
33	Live downtown	7/31/2020 9:35 PM
34	Need more market, art and craft sales facilities, outdoor picnic tables, parking, food truck areas	7/31/2020 9:32 PM
35	I do use downtown GH	7/31/2020 5:16 PM
36	I do use it	7/31/2020 7:56 AM

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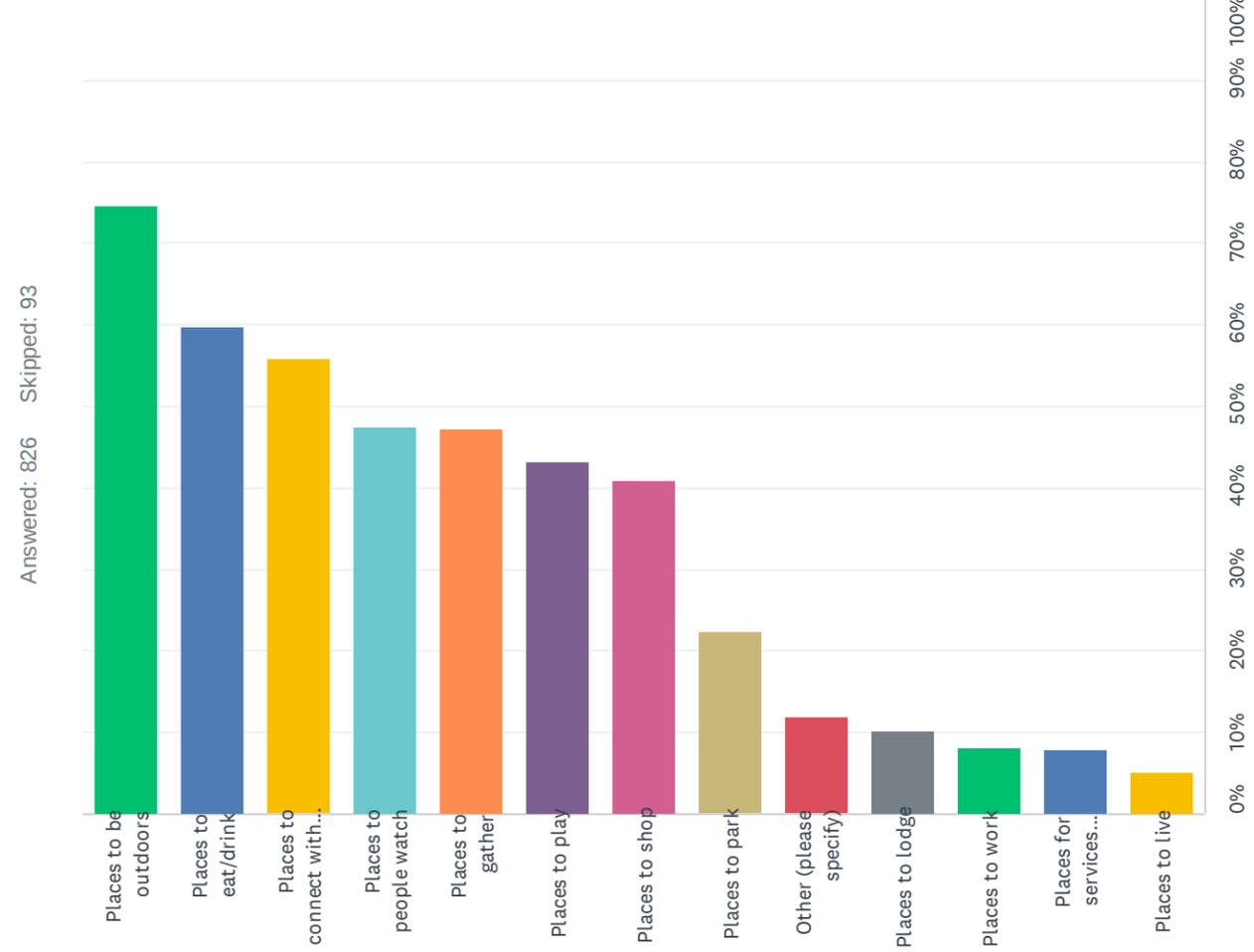
## COMMUNITY SURVEY

SurveyMonkey

37	Need more family fun activities	7/30/2020 9:47 PM
38	we live near and walk whenever possible	7/30/2020 4:42 PM
39	I never go down on Sunday afternoon/evening. WOW and it's patrons are so annoying. Worship in your church not on public land.	7/30/2020 3:43 PM
40	Tired of almost getting run over by bikes and skateboards. Also most of the bikes are ridden by adults. The signs need enforcement	7/30/2020 12:20 PM
41	Presently, Covid. Years prior we spend a lot of time at Splash Pad and playground, get takeout, sit in shade along river.	7/30/2020 11:50 AM
42	Not enough Parking	7/28/2020 8:10 AM
43	Food quality is awful! Just Gordon Food warmed up. Muskegon offers better	7/28/2020 8:02 AM
44	Parking ramps	7/28/2020 7:50 AM
45	I walk there	7/28/2020 7:36 AM
46	I visit daily!	7/25/2020 4:53 PM
47	do visit downtown and waterfront	7/24/2020 9:27 PM
48	handicapped	7/24/2020 9:56 AM
49	JB	7/24/2020 9:48 AM
50	Other than summer, I walk in the woods	7/23/2020 8:09 PM
51	We used to travel by boat and tie up at the wall, which is not unavailable	7/23/2020 2:11 PM
52	No easy/free boat parking	7/23/2020 1:40 PM
53	Need stores that cater to residents, clothing, etc. Not so many tourist type things.	7/23/2020 1:34 PM
54	Social distancing	7/22/2020 9:43 PM
55	restaurants are over priced and not that great	7/17/2020 6:54 AM
56	I am a summer resident (June-Sept) and do visit downtown to shop, dine, walk the pier and enjoy the beach.	7/16/2020 8:20 PM
57	1. Too many of the same kind of shops. 2. Other communities have more consistent year-round amenities, markets, and shops.	7/16/2020 5:13 PM
58	I currently visit downtown 1-2 times a month.	7/16/2020 10:57 AM
59	Covid has slowed down my visits	7/16/2020 8:22 AM
60	I bike ride to DT-GH	7/16/2020 12:13 AM
61	Lack of outdoor eating areas (preCOVID), lack of parking, loss of small business and small town feel due to condo development	7/15/2020 9:57 PM
62	I do visit downtown and the waterfront.	7/15/2020 7:58 PM
63	I do visit downtown	7/15/2020 6:40 PM
64	Parking is hard to find during the summer	7/15/2020 5:42 PM
65	Have a cottage on Spring Lake and usually stay there	7/15/2020 4:16 PM
66	Shops are too expensive	7/15/2020 4:06 PM
67	Need better shops	7/15/2020 2:14 PM
68	Parking	7/15/2020 12:38 PM
69	There are no cultural or different from the cultural norm events ever held.	7/15/2020 11:33 AM
70	N/A	7/14/2020 9:36 PM

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### Q4 What types of places would you like to see more of Downtown and along the Waterfront? (Select all that apply)



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ANSWER CHOICES	RESPONSES
Places to be outdoors	617 74.70%
Places to eat/drink	495 59.93%
Places to connect with water	461 55.81%
Places to people watch	392 47.46%
Places to gather	390 47.22%
Places to play	358 43.34%
Places to shop	338 40.92%
Places to park	185 22.40%
Other (please specify)	98 11.86%
Places to lodge	85 10.29%
Places to work	67 8.11%
Places for services (beauty or barber shops, fitness centers, etc.)	66 7.99%
Places to live	43 5.21%
Total Respondents: 826	

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## COMMUNITY SURVEY

#	OTHER (PLEASE SPECIFY)	DATE
1	I think there is a nice number of all of these things right now, and there isn't any more room to add more.	9/27/2020 9:13 PM
2	Picnic Areas	9/23/2020 5:50 PM
3	This is a very bad question - Downtown and waterfront should be questioned separately!!!!	9/17/2020 11:07 PM
4	Stop the over concentration on parking. We have plenty of parking for the size of our town.	9/17/2020 8:00 PM
5	Places for fishing	9/16/2020 6:46 PM
6	By places to live I DO NOT mean condos. Small affordable single dwelling homes are needed in this town	9/16/2020 5:52 PM
7	More grass and trees. Love to bring my chair to sit and watch the channel. The new sidewalks near snug have drastically reduced that type of space.	9/16/2020 10:08 AM
8	Improved and larger farmers market facilities	9/15/2020 9:45 PM
9	Walk. Bike.	9/15/2020 4:17 PM
10	I just want to be able to take my chair down to the waterfront and sit under the trees and enjoy the waterfront.	9/15/2020 2:06 PM
11	Bar	9/14/2020 8:36 PM
12	affordable diverse shopping-resale clothing, mid-level furnishings (new)	9/14/2020 9:27 AM
13	An outdoor fitness park	9/11/2020 6:51 PM
14	combination of uses	9/11/2020 4:11 PM
15	Creative Entertainment Options	8/31/2020 1:35 PM
16	A "green open space" like traverse city mi. Right next to the marina and on the bay.	8/25/2020 3:22 PM
17	Boardwalk bump-outs to fish from.	8/25/2020 2:29 PM
18	Activities/destinations in winter.	8/25/2020 2:04 PM
19	a place to launch kayaks	8/23/2020 11:09 AM
20	Year round markets and other opportunities for local artisans, vendors and enterpsiners	8/18/2020 9:50 PM
21	More adequate space for Farmer's Market and parking	8/17/2020 1:39 PM
22	Larger farmers market like Muskegon	8/16/2020 7:11 PM
23	Pickleball Courts would be amazing!	8/15/2020 1:02 PM
24	Bigger farmers market!!	8/15/2020 9:45 AM
25	Not short term rentals, permanent housing	8/13/2020 3:13 PM
26	Retro trailers along waterfront where Chinook Pier was	8/10/2020 7:53 PM
27	Places to buy groceries	8/10/2020 5:07 AM
28	permanent farmers market	8/9/2020 8:52 AM
29	More handicap parking	8/5/2020 3:51 PM
30	A specialty fish restaurant (like Mitchell's. It's a large franchise restaurant under the corporate ownership of Landry)	8/4/2020 9:18 PM
31	Better mini golf would be awesome!	8/2/2020 11:18 PM
32	Need shops with necessities not tourists	8/2/2020 9:06 PM
33	A good ol' "burger and a beer" place	8/2/2020 5:08 PM
34	Out door eating - picnic tables in a park setting	8/2/2020 12:46 PM

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## COMMUNITY SURVEY

#	OTHER (PLEASE SPECIFY)	DATE
35	All season farmers/artist market	8/1/2020 6:19 PM
36	Reasonably priced restaurant to enjoy water views	8/1/2020 12:25 PM
37	Something to do during winter months	8/1/2020 11:45 AM
38	Food trucks/breweries/wineries	8/1/2020 11:34 AM
39	Beer garden/open space to allow for flexible, year around attractions	8/1/2020 11:18 AM
40	Cute shops	8/1/2020 9:29 AM
41	On	8/1/2020 7:54 AM
42	Need more market, art and craft sales facilities, outdoor picnic tables, parking, food truck areas	7/31/2020 9:32 PM
43	Ice skating rink and fire pits as promised at Lynn Sherwood Waterfront Stadium. It's very underutilized for the amount of money spent.	7/31/2020 8:48 PM
44	Upscale restaurants	7/31/2020 6:56 PM
45	Bring the shops back to chinook pier	7/31/2020 5:16 PM
46	Entertainment. We need a Ferris wheel and a merry go round at thatlocation	7/31/2020 2:35 PM
47	Grand Haven needs more activities for people of all interests.	7/31/2020 2:32 PM
48	Places for children	7/31/2020 1:32 PM
49	entertainment	7/31/2020 1:29 PM
50	Activities for teens /preteens	7/31/2020 12:40 PM
51	Large, open, covered pavilion for public use, e.g., place to eat food purchased from food trucks and farmers' market, have small gatherings for picnics, reserve for large events..	7/31/2020 9:37 AM
52	Food trucks	7/31/2020 9:34 AM
53	Places for food trucks	7/30/2020 4:45 PM
54	more thought given to year long residents over tourists	7/30/2020 4:42 PM
55	Figure skating rink winter/ Splash pad summer	7/30/2020 1:19 PM
56	Recreational Marijuana location	7/30/2020 12:20 PM
57	We would love to see an actual Splash Park! A Coast Guard themed one would be perfect for Grand Haven! We would also love an outdoor community pool.	7/30/2020 12:10 PM
58	Grocery	7/30/2020 12:04 PM
59	There are lots of good options. However, now that pier is gone, there's not anything right there that I'd classify as quick, kid-friendly fare.	7/30/2020 11:50 AM
60	More things for locals to do. Downtown has become just an expensive tourist trap that isn't attractive to locals	7/29/2020 2:30 PM
61	Entertainment - GH is lacking good, fun restaurants with entertainment and good food. I find I drive to Holland to places like LoLo's or Muskegon to the Deck for live music and fun atmosphere. I would also like to see more live music in town other than gospel music.	7/28/2020 12:29 PM
62	Grand Haven Chinook Pier area was very underutilized and could be so much more than what it is. Open air shops and eateries would be a great addition to downtown.	7/28/2020 10:37 AM
63	Boat Launch, public fish cleaning station	7/28/2020 9:28 AM
64	More ethnic food!	7/28/2020 9:26 AM
65	g	7/28/2020 9:17 AM
66	Places for entertainment - music - younger	7/28/2020 9:07 AM
67	place with activities, need a public bowling alley	7/28/2020 9:00 AM

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COMMUNITY SURVEY

SurveyMonkey

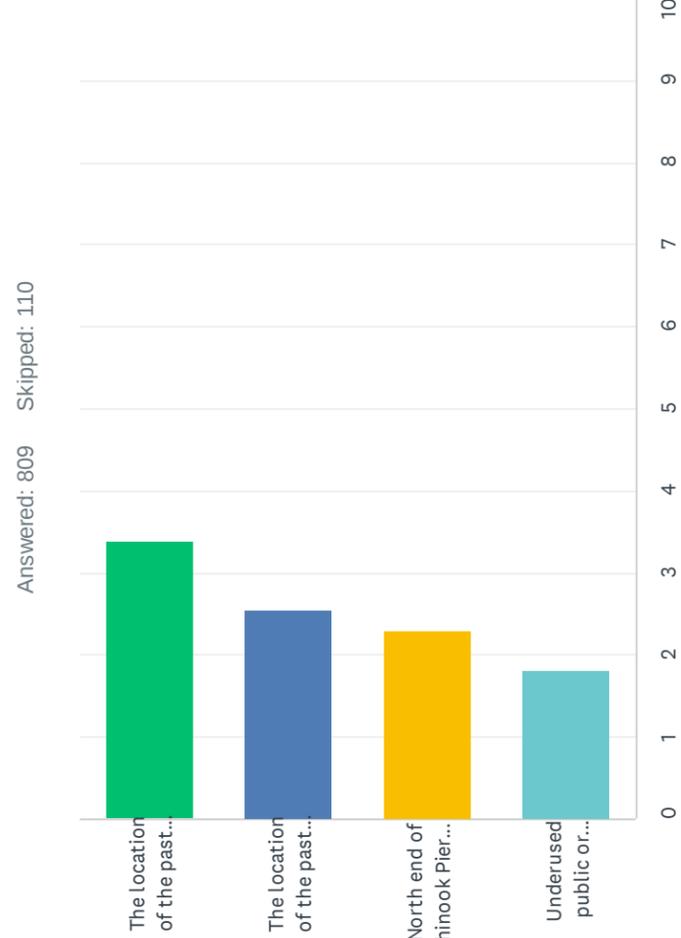
68	Improve food quality	7/28/2020 8:02 AM
69	More restaurants, parking ramp	7/28/2020 7:50 AM
70	Places to shop for groceries	7/25/2020 8:18 PM
71	Pop-up shops and expanded farmer's market	7/25/2020 8:01 PM
72	Some sort of drug/convenient store.	7/24/2020 2:06 PM
73	Expanded farmers market	7/24/2020 10:49 AM
74	Natural beauty, flowers to attract butterflies, parks.	7/24/2020 9:51 AM
75	No condos! An open space ... perfect area to allow for families to gather and enjoy... musical fountain or fireworks	7/23/2020 8:55 PM
76	we enjoy driving by the waterfront	7/23/2020 4:18 PM
77	Food trucks	7/23/2020 10:52 AM
78	preservation of wonderful property for the citizens	7/22/2020 5:33 PM
79	An improved splash pad! And places for families with kids to play/dine etc	7/20/2020 11:44 AM
80	An indoor place to spend time with my 3 year old	7/18/2020 7:42 PM
81	Connect Downtown to the Market area. Extend the cool on-street Washington Ave vibe. Open air vendors, cart or truck food. A Market type atmosphere that isn't just a row of vegetable tables.	7/17/2020 3:17 PM
82	Places to purchase local produce and goods.	7/16/2020 5:13 PM
83	Very nice restaurant(s) that provides a higher-end cuisine with fine wines.	7/16/2020 12:59 PM
84	A shappy chic furniture store and a flower store.	7/16/2020 11:42 AM
85	Dog friendly areas	7/16/2020 11:16 AM
86	Safe areas for children and teens	7/16/2020 2:20 AM
87	All is ok with me.	7/16/2020 12:13 AM
88	Please no more condos. Hotel on Harbor needs a facelift. DO NOT put condos at old Chinook pier location	7/15/2020 8:13 PM
89	Art Exhibit Space Like the old Fire Barn Gallery	7/15/2020 6:40 PM
90	Ethnic food restaurants--soul food, Mexican, African, Asian, etc.	7/15/2020 5:52 PM
91	Green space to sit and enjoy the view	7/15/2020 4:58 PM
92	Affordable housing for disabled and seniors	7/15/2020 4:56 PM
93	We value small parks and quaint businesses. We are opposed to increased condos & parking.	7/15/2020 4:39 PM
94	Bike lanes	7/15/2020 3:28 PM
95	Shops/restaurants of diversity	7/15/2020 2:32 PM
96	We need more diverse businesses like restaurants , bars and shops.	7/15/2020 11:33 AM
97	Ferris wheel	7/15/2020 10:38 AM
98	Area Information /Welcome Center	7/10/2020 9:05 PM

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COMMUNITY SURVEY

SurveyMonkey

Q5 What places within the study area do you think are most ideal for future growth and development? Rank the options provided from most ideal (1) to least ideal (4).

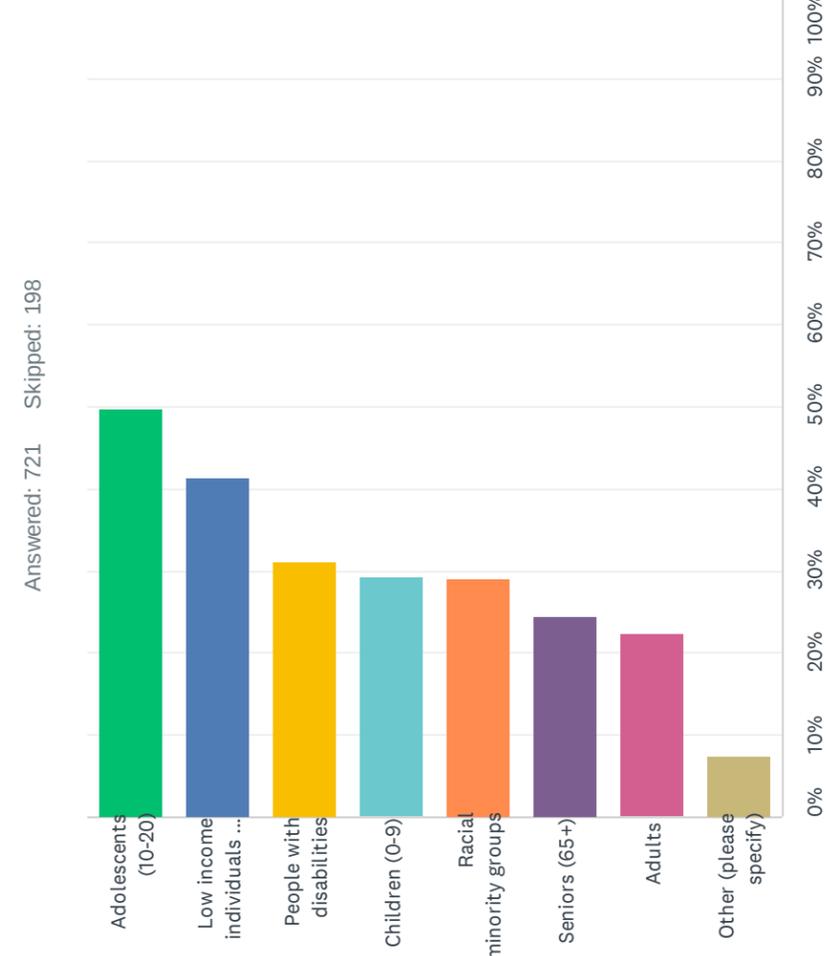


Answered: 809 Skipped: 110

	1	2	3	4	TOTAL	SCORE
The location of the past Chinook Pier shops	60.46% 474	23.85% 187	8.93% 70	6.76% 53	784	3.38
The location of the past J.B. Sims power plant	27.44% 211	24.45% 188	23.93% 184	24.19% 186	769	2.55
North end of Chinook Pier near the Coal Tipple	5.37% 42	37.21% 291	39.90% 312	17.52% 137	782	2.30
Underused public or private parking areas	8.68% 69	14.84% 118	26.16% 208	50.31% 400	795	1.82

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## Q6 Which groups do you currently feel are underserved by current uses and amenities Downtown and along the Waterfront? (Check all that apply)



ANSWER CHOICES	RESPONSES
Adolescents (10-20)	49.79%
Low income individuals or families	41.33%
People with disabilities	31.07%
Children (0-9)	29.26%
Racial minority groups	28.99%
Seniors (65+)	24.41%
Adults	22.47%
Other (please specify)	7.49%
Total Respondents: 721	

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## COMMUNITY SURVEY

## SurveyMonkey

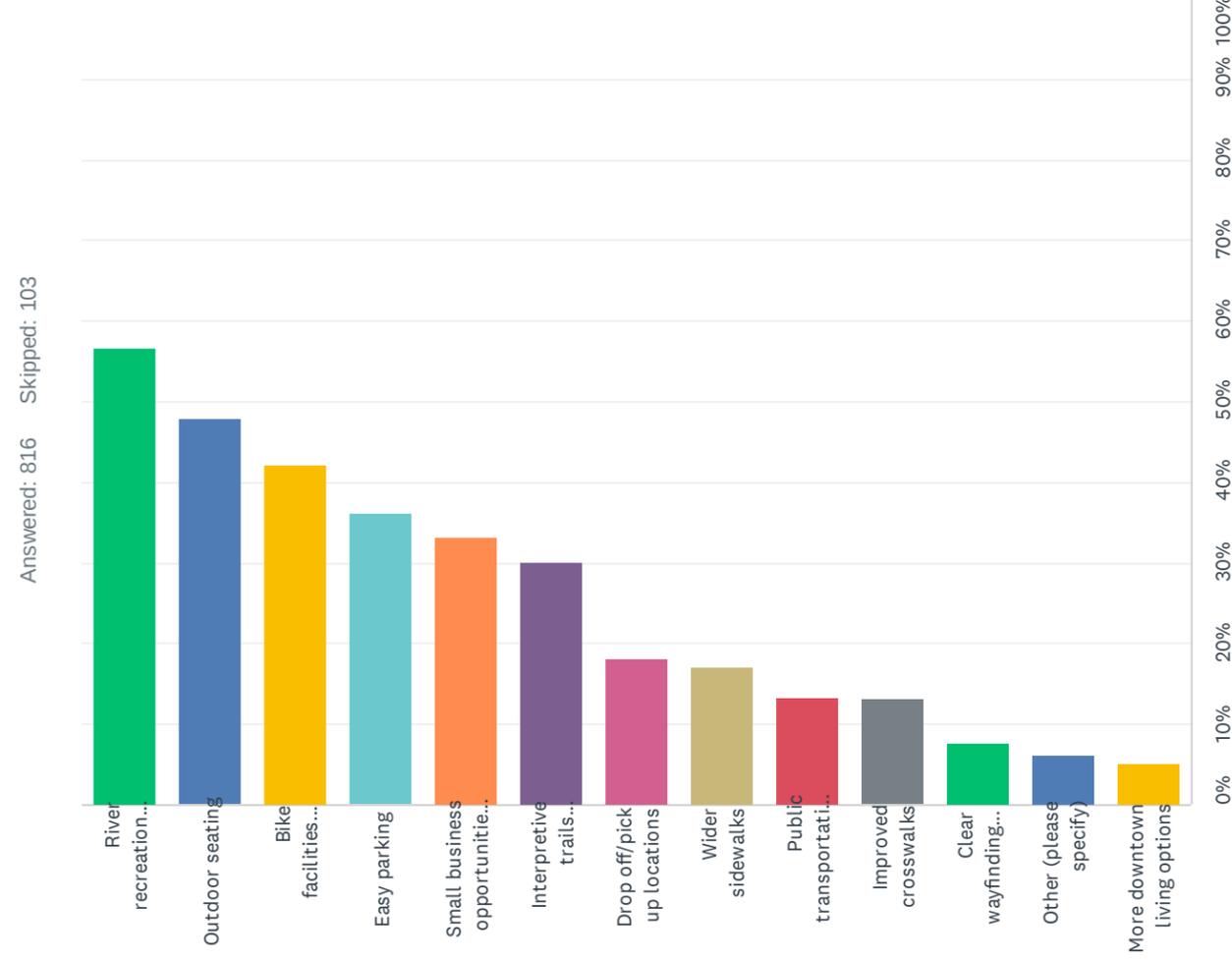
#	OTHER (PLEASE SPECIFY)	DATE
1	I believe all are served sufficiently.	9/27/2020 9:13 PM
2	I see all types using the areas.	9/27/2020 8:37 AM
3	a good variety right now.	9/18/2020 10:42 AM
4	Another bad question.	9/17/2020 11:07 PM
5	none	9/17/2020 8:35 PM
6	No one is under served, if you don't like it don't go	9/17/2020 7:17 PM
7	locals	9/17/2020 9:18 AM
8	None	9/16/2020 10:41 AM
9	Residents are underserved, unfortunately most amenities are for tourists.	9/16/2020 10:08 AM
10	Me	9/15/2020 11:38 PM
11	I think it's a great downtown, waterfront, accessible area	9/15/2020 8:40 PM
12	None. Sounds like a Democrat (moron) type question	9/15/2020 2:59 PM
13	None, I believe all have access.	9/15/2020 2:06 PM
14	No one is underserved	9/15/2020 7:44 AM
15	None - open to all! Wide variety of shops, eating, outdoor space	9/14/2020 5:59 PM
16	none	9/14/2020 2:27 PM
17	everyday citizens of the community	9/14/2020 9:27 AM
18	The 20-35 age group. It seems like me and my friends all intend to spend those years "away" and then come back to raise a family.	9/6/2020 8:37 AM
19	People who would like to visit and not spend money.	8/25/2020 3:22 PM
20	There is something for everyone	8/20/2020 4:35 PM
21	None are underserved	8/20/2020 8:50 AM
22	More ramps for people with disabilities	8/17/2020 1:39 PM
23	Specifically Active Individuals	8/15/2020 1:02 PM
24	Seeing the number of people who visit I don't think anyone is underserved	8/11/2020 9:37 AM
25	Teens really don't have much in Grand Haven	8/6/2020 4:03 PM
26	None of the above	8/3/2020 3:42 PM
27	Dog owners...need a dog park	8/2/2020 5:08 PM
28	This is not a senior living community. Options for all needed.	8/1/2020 9:14 PM
29	Town currently caters too much to seniors and ignores families and youth.	8/1/2020 9:12 PM
30	None	8/1/2020 6:19 PM
31	no group	8/1/2020 11:06 AM
32	Families	8/1/2020 9:31 AM
33	This is too vague of a question and will not yield good info for survey	8/1/2020 2:49 AM
34	Charter fisherman and clients	7/31/2020 11:39 PM
35	It's fine the way it is	7/31/2020 5:16 PM
36	It's asking for a comment?	7/30/2020 11:28 PM
37	Teens hang around yo much	7/30/2020 7:15 PM

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38	Grocery	7/30/2020 12:04 PM
39	None of the above	7/30/2020 11:52 AM
40	none	7/28/2020 11:15 AM
41	none	7/28/2020 9:17 AM
42	Everyone who wants to just relax in a garden space.	7/24/2020 9:51 AM
43	Condos bring in millionaires that don't live here year round therefor their true income isn't spent here just when they come on vacation.. then the condos are left empty 6-8 months of the year	7/23/2020 8:55 PM
44	Seniors are 55 and above	7/23/2020 8:09 PM
45	I think it is really prettyopem and used by everyone if they want	7/20/2020 1:46 PM
46	there's a little something for everyone, which is nice. Just be careful that by trying to have something for everyone that it doesn't end up being mediocre for everyone instead of really knocking it out of the park for specific targets.	7/17/2020 3:17 PM
47	The seasonality of Western Michigan makes is extremely difficult for retailers to realize sufficient profits. The 3-month window is all-to-brief. To help, a major indoor attraction. anchored downtown, would bring people in year-round. Perhaps a jungle gym and gaming stations for ages 2 – 15? Businesses that focus on kids seem to last many years.	7/16/2020 12:59 PM
48	Difficult for me to know from my experience as a white middle class family. Biggest problem for us is we can't bike anywhere without feeling like we are obstructing traffic or endangering pedestrians (or our kids)	7/16/2020 9:51 AM
49	Great for everyone! Great job	7/16/2020 6:09 AM
50	None	7/15/2020 5:37 PM
51	I think all are well served	7/15/2020 5:00 PM
52	It seems like the only thing lacking might be a more welcoming relationship with people of color. We could encourage businesses to make sure they have equitable hiring processes, and we could have a multicultural mural painted somewhere downtown.	7/15/2020 4:39 PM
53	We need more diverse entertainment happening downtown.	7/15/2020 11:33 AM
54	boaters who need temporary slip to grab food or merchandise	7/10/2020 9:05 PM

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## Q7 Which of the following do you think would most improve waterfront access? (select up to 3)



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COMMUNITY SURVEY

SurveyMonkey

ANSWER CHOICES	RESPONSES
River recreation amenities (canoe/kayak facilities, fishing platform)	56.62% 462
Outdoor seating	47.92% 391
Bike facilities (bike lanes and racks)	42.28% 345
Easy parking	36.15% 295
Small business opportunities or incentives	33.33% 272
Interpretive trails (history, culture, nature)	30.02% 245
Drop off/pick up locations	18.26% 149
Wider sidewalks	17.16% 140
Public transportation facilities	13.36% 109
Improved crosswalks	13.11% 107
Clear wayfinding signage	7.72% 63
Other (please specify)	6.37% 52
More downtown living options	5.27% 43
Total Respondents: 816	

COMMUNITY SURVEY

SurveyMonkey

#	OTHER (PLEASE SPECIFY)	DATE
1	any investemnt to grow marine industry activities	9/24/2020 9:48 AM
2	Boat Launch	9/20/2020 6:13 PM
3	parking is getting harder for those of us with difficulty walking distances	9/18/2020 10:42 AM
4	No new buildings on the riverfront / Remove existing buildings over time.	9/17/2020 11:07 PM
5	By living options I do not mean condos	9/16/2020 5:52 PM
6	More grass and trees to sit under, less sidewalks and art.	9/16/2020 10:08 AM
7	Just leave it alone and quit adding in a bunch of stuff that takes away from just being able to sit and enjoy.	9/15/2020 2:06 PM
8	Easy boat launch	9/14/2020 8:36 PM
9	Put in a parking garage!!	9/14/2020 6:21 PM
10	bike repair center, simple exercise centers	9/14/2020 5:59 PM
11	Jackson ave crosswalk yield signs	9/14/2020 4:54 PM
12	Greater Variety of Restaurant options	8/31/2020 1:35 PM
13	we need to address any land that is available and set the bar very high if it is redeveloped to maintain a quality of life for the people who live here	8/23/2020 11:09 AM
14	How about a water shuttle to the north side so folks can fish, bike, bike?	8/19/2020 1:42 PM
15	Water taxi	8/18/2020 9:50 PM
16	Pickleball Courts	8/15/2020 1:02 PM
17	More complimentary day boat slips/mooring	8/12/2020 7:16 AM
18	I already find it generally accessible.	8/9/2020 10:31 PM
19	complete board walk to grand landing	8/6/2020 9:41 PM
20	handicap parking	8/5/2020 10:16 AM
21	Mask-wearing / social-distancing	8/3/2020 10:22 PM
22	Green space with lots of grass and trees. Place to gather with friends and have a picnic.	8/3/2020 9:12 PM
23	NO MORE BUILDINGS OR HOMES OF ANY KIND	8/3/2020 11:16 AM
24	picnic shelter	8/3/2020 10:36 AM
25	Restrooms	8/2/2020 9:06 PM
26	More "grassy areas" for lawn chairs, blankets	8/2/2020 5:08 PM
27	A proper crosswalk on Third Street and Jackson (island access)	8/1/2020 8:35 PM
28	A previous study indicated opening up the waterfront. This should be done. NO parking garages. Would create the opposite.	8/1/2020 7:38 PM
29	Open water views that are not obstructed by buildings or structures; reasonably priced water-view restaurants	8/1/2020 12:25 PM
30	Waterfront dining on the Chinook pier	8/1/2020 8:11 AM
31	Need more market, art and craft sales facilities, outdoor picnic tables, parking, food truck areas	7/31/2020 9:32 PM
32	Winter activities such as ice skating. Winters can be long in Grand Haven.	7/31/2020 8:48 PM
33	We need a Ferris wheel and a merry go round	7/31/2020 2:35 PM
34	Continue to upgrade food and service outlets	7/30/2020 1:39 PM

COMMUNITY SURVEY

SurveyMonkey

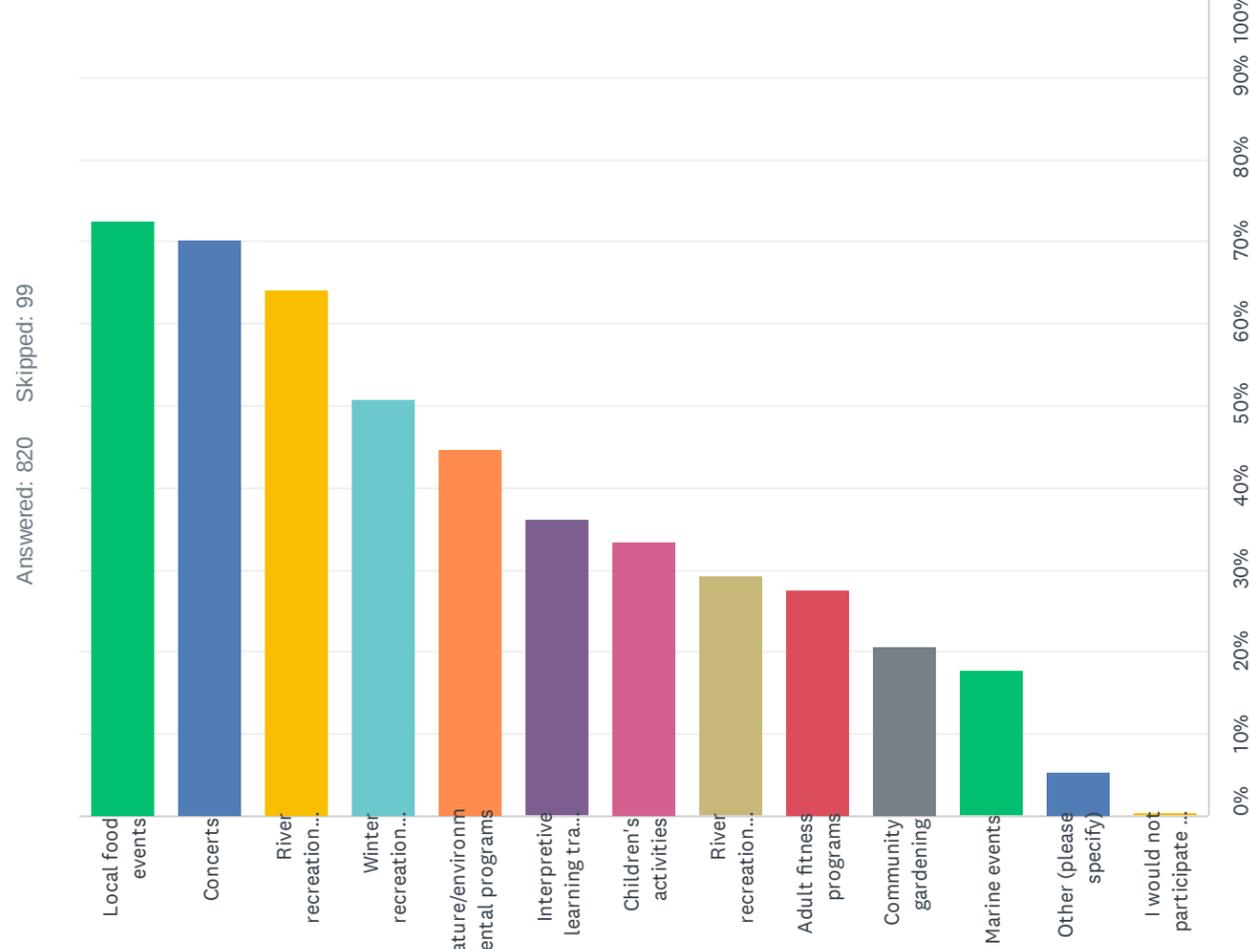
35	More opportunity to eat by the water.	7/29/2020 9:19 PM
36	I	7/28/2020 10:26 AM
37	indoor/outdoor climbing facility	7/28/2020 9:00 AM
38	I would like to see an area to sit in my lawn chair and enjoy the channel.	7/24/2020 9:31 AM
39	Add more access for dinghys	7/24/2020 9:23 AM
40	Na	7/20/2020 1:00 PM
41	Hospitality/hotel	7/20/2020 7:44 AM
42	make Franklin 2-way. Extend 2-way access on Columbus (and Franklin) all the way to 31.	7/17/2020 3:17 PM
43	More open space/grass. Keep it simple.	7/16/2020 3:17 PM
44	More parking available especially during Coast Guard festival. It is hard for locals to find a place to park. If we were given a lot, where we paid for a special parking spot during that time - that would be awesome!	7/16/2020 11:42 AM
45	More bike paths from city to beach please!	7/16/2020 9:51 AM
46	Water fountains	7/16/2020 8:24 AM
47	Safe rec area for children and teens and families	7/16/2020 2:20 AM
48	River recreation and bike facilities	7/15/2020 7:15 PM
49	*only if the river is clean and safe for those activities	7/15/2020 4:39 PM
50	Regular merchant/vendor fairs to give small businesses opportunities for growth	7/15/2020 4:10 PM
51	Regular shuttles to/from more remote parking.	7/15/2020 3:19 PM
52	water taxi	7/10/2020 9:05 PM

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COMMUNITY SURVEY

SurveyMonkey

Q8 If available, in which types of activities would you or your family be most likely to participate? (check all that apply)



25 / 56

ANSWER CHOICES	RESPONSES
Local food events	72.56% 595
Concerts	70.37% 577
River recreation amenities (canoe/kayak facilities, fishing platform)	64.27% 527
Winter recreation (sledding, ice skating, snow sculpting, etc.)	50.85% 417
Nature/environmental programs	44.76% 367
Interpretive learning trails (history, culture, nature, etc)	36.22% 297
Children's activities	33.54% 275
River recreation services (fishing charters, watercraft rental, boat slips)	29.27% 240
Adult fitness programs	27.56% 226
Community gardening	20.73% 170
Marine events	17.68% 145
Other (please specify)	5.37% 44
I would not participate in any new activities	0.49% 4
Total Respondents: 820	

## COMMUNITY SURVEY

#	OTHER (PLEASE SPECIFY)	DATE
1	roller skating - we so used to love roller skating!	9/23/2020 8:53 PM
2	Entertainment with seating on the grass - no new buildings	9/17/2020 11:07 PM
3	biking	9/16/2020 11:52 AM
4	Food truck events	9/15/2020 11:38 PM
5	Enjoy things like Salmon fest. Event similar to this would be very welcome.	9/15/2020 2:06 PM
6	Older adults social events	9/14/2020 6:21 PM
7	improved and bigger farmers market	9/14/2020 9:27 AM
8	an expanded, larger Farmers Market to allow more space for farmers and physical distancing	9/11/2020 10:16 PM
9	Movie nights	9/10/2020 12:41 PM
10	Making downtown and the waterfront a bike friendly city rather than vehicle traffic	9/5/2020 3:43 PM
11	A musical playground for kids, a playground for kids, outdoor game tables, watching plain air artists, temporary art displays , model railroad display by the Pere Marquette train, sidewalk musicians, a dueling pianos place	8/20/2020 10:32 AM
12	Farmers Market	8/17/2020 1:39 PM
13	Farmers market	8/16/2020 7:11 PM
14	Pickleball	8/15/2020 1:02 PM
15	Dog friendly public events	8/12/2020 6:04 PM
16	We don't need new activities. Lawn and occasional benches. Traverse city has a huge green space and people are always out there relaxing. We don't needed a "structured area.	8/3/2020 9:12 PM
17	Specialized music events such as a jazz festival	8/2/2020 5:08 PM
18	Food trucks in Chinook pier area made into a picnic park	8/2/2020 12:46 PM
19	I'm	8/1/2020 11:01 PM
20	ANYTHING to do during winter months	8/1/2020 11:45 AM
21	Waterfront dining on Chinook pier	8/1/2020 8:11 AM
22	Need more market, art and craft sales facilities, outdoor picnic tables, parking, food truck areas	7/31/2020 9:32 PM
23	Ferris wheel	7/31/2020 2:35 PM
24	Something for nerdy interests	7/31/2020 2:32 PM
25	Comfortable, covered, seated places to gather/mingle.	7/31/2020 9:37 AM
26	Ferris Wheel over looking the town	7/31/2020 9:10 AM
27	Make space for kids	7/30/2020 8:25 PM
28	We would LOVE an outdoor ice rink specifically for Figure Skating and not Hockey!	7/30/2020 12:10 PM
29	indoor / outdoor climbing facility	7/28/2020 9:00 AM
30	Open air gather space with picnic tables	7/23/2020 8:55 PM
31	places to sit and enjoy the beauty	7/22/2020 5:33 PM
32	More shopping options, but not the stale, same-ol' shops.	7/17/2020 3:17 PM
33	Art installation / sculpture park / winter market	7/16/2020 5:13 PM
34	The addition of a video presentation in concert with the musical fountain. Better thematic up-to-date music suitable for all ages. And prevent boaters from blocking the presentation!	7/16/2020 12:59 PM

COMMUNITY SURVEY

SurveyMonkey

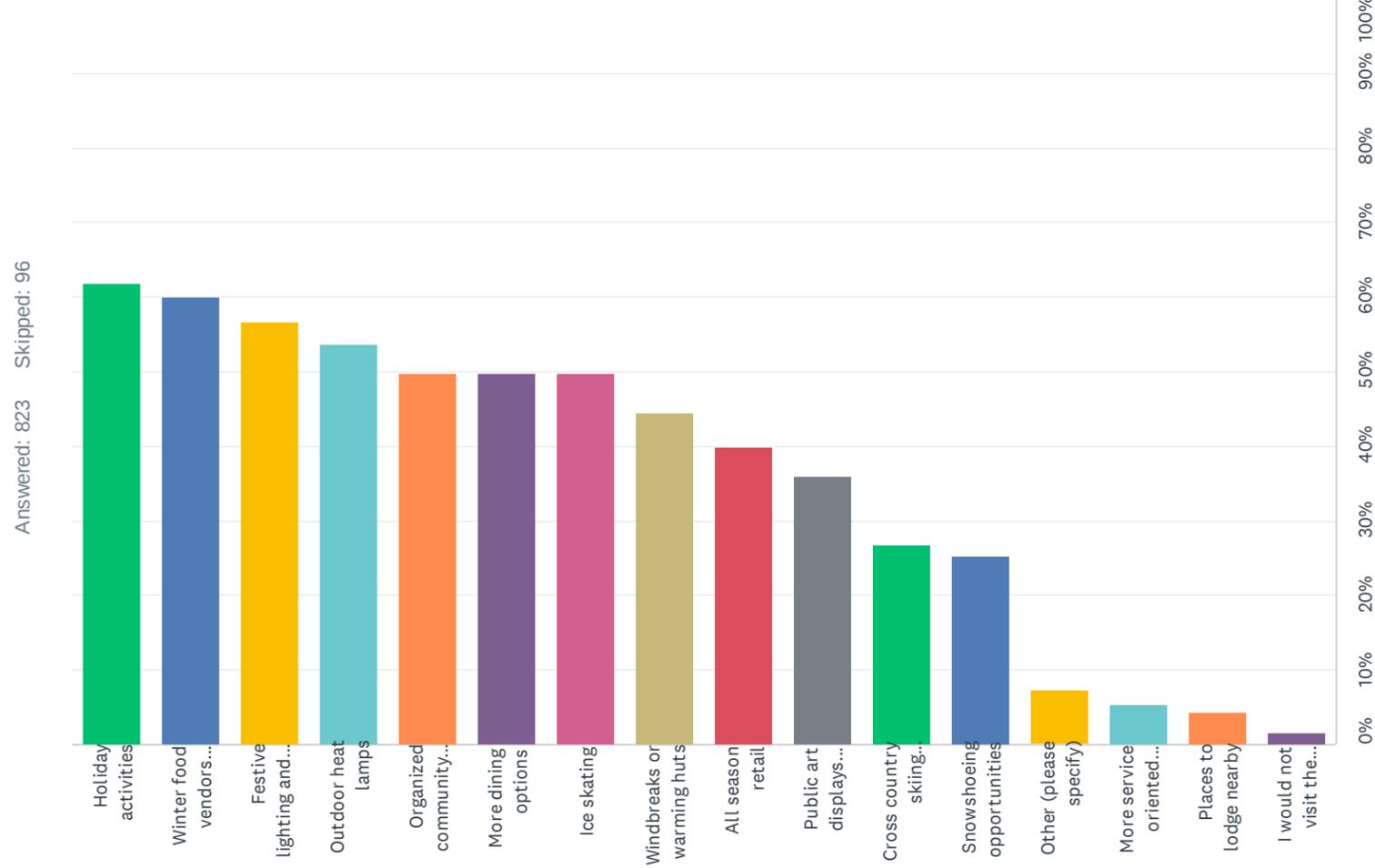
35	Arts exhibits/programs	7/16/2020 8:31 AM
36	.	7/15/2020 9:46 PM
37	I love downtown	7/15/2020 7:07 PM
38	Art exhibits	7/15/2020 6:40 PM
39	Family events/cross cultural celebrations/events	7/15/2020 3:28 PM
40	Putt putt	7/15/2020 2:53 PM
41	Cultural events, shops	7/15/2020 11:53 AM
42	We need more places for our teens to be able to access.	7/15/2020 11:33 AM
43	Ferris Wheel	7/15/2020 10:38 AM
44	Love the idea of winter recreation!!!	7/14/2020 9:36 PM

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COMMUNITY SURVEY

SurveyMonkey

Q9 What would encourage you to visit the waterfront during winter?  
(Check all that apply)



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ANSWER CHOICES	RESPONSES
Holiday activities	61.85%
509	
Winter food vendors (coffee, hot chocolate, etc.)	60.02%
494	
Festive lighting and decorations	56.62%
466	
Outdoor heat lamps	53.71%
442	
Organized community events	49.82%
410	
More dining options	49.70%
409	
Ice skating	49.70%
409	
Windbreaks or warming huts	44.47%
366	
All season retail	39.85%
328	
Public art displays (temporary art installations, ice sculptures, etc.)	36.09%
297	
Cross country skiing opportunities	26.73%
220	
Snowshoeing opportunities	25.39%
209	
Other (please specify)	7.29%
60	
More service oriented businesses (beauty or barber shops, fitness centers, etc.)	5.47%
45	
Places to lodge nearby	4.37%
36	
I would not visit the waterfront during winter	1.70%
14	
Total Respondents: 823	

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## COMMUNITY SURVEY

SurveyMonkey

#	OTHER (PLEASE SPECIFY)	DATE
1	the heated walks provide a good walking opportunity	9/18/2020 10:42 AM
2	Fire pits/fireplaces with seating.	9/18/2020 7:55 AM
3	Winter festival at a riverside park.	9/17/2020 11:07 PM
4	I already do	9/17/2020 7:17 PM
5	Jingle Bell Parade	9/16/2020 6:46 PM
6	Put art displays in town if you must, and don't put art near the waterfront where it blocks views and reduces grass areas.	9/16/2020 10:08 AM
7	Snowbird. Not here in winter	9/15/2020 2:38 PM
8	I already visit the waterfront daily in the winter. Adding in the above activities would discourage me from using it.	9/15/2020 2:06 PM
9	it is the only time we visit because of congestion and lack of parking	9/14/2020 4:28 PM
10	We winter in Florida.	9/14/2020 2:08 PM
11	Family-friendly dining options	8/25/2020 3:44 PM
12	Year round farmers/art market	8/18/2020 9:50 PM
13	Keep State Park open all year round	8/17/2020 1:39 PM
14	Enclosed Pickleball Courts	8/15/2020 1:02 PM
15	Outdoor heat lamps a must to keep restaurants serving outside in the winter.	8/14/2020 9:26 AM
16	Better snow plowing or heated boardwalk	8/12/2020 6:04 PM
17	No wood burning fire pits	8/12/2020 3:41 PM
18	Grocery store	8/10/2020 5:07 AM
19	I already visit in the winter.	8/9/2020 10:31 PM
20	curling	8/8/2020 4:27 PM
21	Holland has a beautiful fireplace on Main Street that is a great place to gather and warm up	8/4/2020 8:58 AM
22	More outdoor dining	8/3/2020 10:17 PM
23	I think kids 6-12 could have a place for building snowman or ice skating. At no charge.	8/3/2020 9:12 PM
24	Plastic outdoor igloo tents	8/2/2020 11:18 PM
25	Better dining (The best options are on the periphery of town.)	8/2/2020 5:08 PM
26	Ice free walking path	8/2/2020 12:46 PM
27	Igloos	8/1/2020 7:24 PM
28	SOMETHING SPECIFICALLY FOR ENTERTAINMENT DURING WINTER MONTHS	8/1/2020 11:45 AM
29	My cottage closes during the winter. The city actively turns off the water, so we can't come during winter. But I would consider staying in a hotel for a winter get away	8/1/2020 11:18 AM
30	Leave for the winter	8/1/2020 7:54 AM
31	Need more market, art and craft sales facilities, outdoor picnic tables, parking, food truck areas	7/31/2020 9:32 PM
32	Already do	7/31/2020 5:16 PM
33	Ferris wheel	7/31/2020 2:35 PM
34	Winter festivals or celebrations	7/31/2020 2:32 PM
35	Available parking on weekends	7/30/2020 8:25 PM

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36	Better sidewalks (wider)	7/30/2020 1:16 PM
37	Firepits that we John Q Public were told are going to be placed in at the waterfront along with ice skating. What happened?	7/30/2020 12:20 PM
38	Fire pits like in Holland	7/29/2020 9:12 PM
39	indoor / outdoor climbing facility	7/28/2020 9:00 AM
40	love the idea of heater lamps	7/28/2020 7:21 AM
41	Some event along with Jingle Bell Parade.	7/25/2020 3:58 PM
42	we are only here in summer	7/23/2020 4:18 PM
43	Year 'round City market	7/20/2020 7:44 AM
44	A children's museum	7/18/2020 7:42 PM
45	Outdoor seating with heat elements	7/16/2020 5:13 PM
46	Having the retailers offer holiday items that cannot be found at Big Box stores. Having restaurants provide unique holiday lunches and dinners. Having a café on the waterfront provide coffee, sweet treats, good donuts and pastry items in the early hours, with bright-n-cheery places to read newspapers and interact with friends.	7/16/2020 12:59 PM
47	Outdoor fireplaces like Holland	7/16/2020 8:24 AM
48	Seeing the nativity on the hill	7/16/2020 6:09 AM
49	Fewer bars; more family friendly shops/ restaurants	7/16/2020 2:20 AM
50	.	7/15/2020 9:46 PM
51	▼ Downtown	7/15/2020 7:07 PM
52	We do not need any more hair salons	7/15/2020 6:40 PM
53	Poetry slams. Activities--but not necessarily holiday activities, unless specifically holidays not based on the Christian calendar	7/15/2020 5:52 PM
54	Am gone all winter	7/15/2020 4:47 PM
55	I wouldn't want to walk the entire boardwalk in the winter, but I would attend art/lighting events that are reasonably easy to access.	7/15/2020 4:39 PM
56	Better farmers market area, Concerts, food events, art events, craft shows/sales	7/15/2020 4:15 PM
57	More diverse entertainment, events and live music.	7/15/2020 11:33 AM
58	Extended underground heating system for walking	7/15/2020 10:28 AM
59	An ice skating rink would be so much fun! Put in a little hot chocolate hut & some fire rings...great winter draw!	7/15/2020 10:09 AM
60	Unique dining options	7/15/2020 9:49 AM

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**Q10 Please use the box below to provide any additional thoughts you may have regarding the Beyond the Pier waterfront plan not already addressed in this survey.**

Answered: 292 Skipped: 627

#	RESPONSES	DATE
1	I think the current set up with additional green space at Chinook Pier complements the waterfront area. Allowing for more visibility of the river.	9/30/2020 12:17 AM
2	Would like to see retail back in the chinook buildings that were torn down. Rebuild :)	9/27/2020 8:37 AM
3	Christmas decorations, not holiday decorations. We're not Grand Rapids or Kalamazoo.	9/25/2020 9:46 AM
4	Do not consider building a parking structure. The current surface lots are adequate and appropriate for this small town. Visitors will not come if they have to pay for parking.	9/24/2020 9:48 AM
5	I would like to preserve the existing parking - but no garage. Parking makes the downtown pedestrian friendly by having a place people can park and walk. Tables with chairs and umbrellas might be nice. Allowing people to sit on the grass to watch the boats without the threat of the sprinklers would be nice. It's tough to brainstorm with Covid because it has changed what kinds of things are acceptable. Helping preserve the existing shops/small businesses seems an immediate priority since they are facing quite a challenge.	9/23/2020 8:53 PM
6	Windbreaks or Warming Huts would be good year-round.	9/23/2020 5:50 PM
7	We enjoy the mini golf and hope that this inexpensive and fun family activity option stays downtown in some capacity. It is a joy to introduce to friends and visitors to town.	9/21/2020 3:05 PM
8	Interesting to think about a food truck/eating area, similar to The Fleet in Traverse City.	9/20/2020 6:26 PM
9	Closing one lane on Washington for food service was excellent, it could possibly extended another block north, and the entire area include additional food service opportunities.	9/18/2020 5:08 PM
10	I would like to see a dress code so people are "covered" so we don't have bodies with skimpy swimwear in a family downtown environment. I would also like to not allow vape shops in this area, again trying to make a family environment.	9/18/2020 1:24 PM
11	I would like to see Chinook property turned into a park with picnic tables, so folks could gather and enjoy the view of the water and wooded park land across the river. The picnic tables at the train and along the channel are always full of folks enjoying themselves, however, that space is very small.	9/18/2020 11:22 AM
12	I like the idea of a Farmers Market Pavilion/ multiuse facility (food vendors craft fairs, speakers, music etc). Even a nice shade area to sit if we bring chairs. Maybe something where temporary canvas walls could be placed to protect/extend activities. Low maintenance and sturdy but attractive on it's own like the stadium which is wonderful. Maybe something to relate to the history of the area in a tasteful way?	9/18/2020 10:42 AM
13	We are strongly opposed to a parking structure in downtown, it is not necessary for a few weekends a summer. Also feel Harbor Island should be left undeveloped and that the city needs to clean up the fenced area to the northeast of the 3rd street bridge, it looks terrible, make that a parking lot if nothing else!	9/18/2020 7:55 AM
14	Move Marinas and Boat docks over to Harbor Island. Eliminate all buildings along the riverfront and make it a continuous riverfront park. Build a walking / bike riding bridge across the water to Linear Park. A Hotel complex on Harbor Island might be a good option. Do not build another power plant of any kind on Harbor Island.	9/17/2020 11:07 PM
15	Better biking lanes so they are off the sidewalks and safe in the roads. Love to ride the bike to the beach...but a bit challenging when the roads are busy.	9/17/2020 8:35 PM
16	There is far too much focus on parking. People do not need to park next to the business they want to enter. We need more stores, and more restaurants beyond the first block of Washington. We also need creative zoning. Everyone has to fit in such a tight box it stifles creativity.	9/17/2020 8:00 PM
17	This survey feels like someone with a solution looking for a problem.	9/17/2020 7:17 PM
18	It is very difficult to cross Jackson street. Crosswalk control signs at least 3 places along Jackson.	9/17/2020 2:50 PM
19	Please no more condos!! Something for locals to enjoy would be nice for a change!	9/17/2020 9:18 AM
20	Love our town. Makes me sad to see public places not maintained like they used to be	9/17/2020 8:20 AM

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## COMMUNITY SURVEY

SurveyMonkey

21	Quit mucking up the area with comps and tall buildings	9/16/2020 5:52 PM
22	Many many people are biking downtown - bike lanes on roadways downtown are terrible	9/16/2020 11:52 AM
23	I thought there could be a restaurant that is all windows and seating on the roof outside and inside and then in the winter it would turn into a hot chocolate/coffee place.	9/16/2020 8:56 AM
24	Added beginner/youth section at YMCA skatepark.	9/15/2020 11:38 PM
25	A playground for kids and a park to look at the river or have a picnic	9/15/2020 8:08 PM
26	I think that there should be some sort of nature space that you can meditate in, or just walk through when things aren't going quite right in your life and you need to relax. Just something small, like the size of a classroom. Just a space.	9/15/2020 4:36 PM
27	Focus on GH residents rather than catering to visitors. Focus on nature rather than development. GH is at a crossroads. Many have a vested interest in development. Enough is enough.	9/15/2020 4:17 PM
28	Do not mess up the current beauty of what we have by adding in affordable housing, dog parks, huge ugly art sculptures. Beautiful shade trees and grass that allow people to just be outside and enjoy the beauty of the waterfront is what should be in place.	9/15/2020 2:06 PM
29	Great opportunity for a re-set . Need a cozy , historical vibe not modern	9/15/2020 1:12 PM
30	I would like to see some of the space where Chinook Pier shops were located be used to expand the Farmer's Market facility.	9/15/2020 11:48 AM
31	Increase the space and thoughtfulness of the existing Farmer's Market. Muskegon's is outstanding and is a destination point as Holland's probably is for them. Larger and better-designed space would bring more people and vendors here.	9/15/2020 11:16 AM
32	For item 5, only Chinook Pier should be re-established. All other options should be off the table.	9/15/2020 7:44 AM
33	How about gathering space, pavilion and food trucks, larger farmers market.	9/14/2020 8:01 PM
34	please make sure to keep any development more nautical and beach town like. Too much brick building in GH today	9/14/2020 7:12 PM
35	With the planned residential developments we need more recreational space for all the people	9/14/2020 6:57 PM
36	Providing parking downtown is critical. You're drawing all these visitors downtown with few parking spaces. Keep the visitors downtown and away from residential parking. We have no places for our family to park. Build a beachside restaurant with good food at chinook pier. GH could use a really good restaurant.	9/14/2020 6:21 PM
37	I hope Chinook Pier will be redeveloped to include ice cream, gift shops, water and sports equipment rental, yummy fast food. Loved it the way it was!!	9/14/2020 5:59 PM
38	Eastown	9/14/2020 4:53 PM
39	Please focus on more activities during the winter !	9/14/2020 4:18 PM
40	I enjoy Chinook Pier as a park. No building but dressed up to be appealing with walk, benches, etc.	9/14/2020 2:08 PM
41	keep Chinook Pier area OPEN-its great to drive by and see water, boats etc. Last thing we need are more high-rise apts!	9/14/2020 9:27 AM
42	An enhanced farmers market in place of chinook pier shops would be great	9/11/2020 8:00 PM
43	I think part of the space is a great opportunity for an outdoor fitness park. I would also like to see more outdoor dining areas.	9/11/2020 6:51 PM
44	I think only Chinook Pier area needs redevelopment. Rest of waterfront has been redeveloped recently and working well.	9/11/2020 4:11 PM
45	I would like to see a new Farmer's Market. The one we have is difficult to maneuver...i.e.	9/11/2020 12:02 PM

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COMMUNITY SURVEY

SurveyMonkey

46	curbs, uneven brink walkway,walkway too narrow and not enough parking. The GH pier/boardwalk is an amazing resource for West MI! Keeping a balance with business, recreation and environmental sustainability is crucial to maintaining the heritage of the boardwalk.	9/10/2020 2:24 PM
47	Put in a small hardware store like Robbins road hardware used to be. On Washington would be great.	9/10/2020 12:41 PM
48	We recently visited Sanibel Island and were so impressed with how clean and bike friendly it was. We especially enjoyed all the nice paths and the wonderful farmers/craft marketplace where you could go and get breakfast or lunch, shop the marketplace and we also enjoyed the outdoor seating of the many restaurants and variety of businesses in the area. Traffic was very mindful of bike crossings and actually stopped and waited for bikes and people to cross.	9/5/2020 3:43 PM
49	New boat launch at the coal plant	9/4/2020 7:21 PM
50	We love the canal the way it is. Keep GH small and simple.	9/4/2020 3:19 PM
51	In my opinion the surest way to blow the community away and get community buy in, at least regarding one phase of the project, is to develop an all inclusive dining / shopping / entertainment district. I think the former power plant location / harbor island would make an ideal spot for a smaller version of a mixed use district. Think Disney Springs or Universal City Walk, but scaled down with a distinctly GH Flavor. Add in a high pedestrian bridge connecting Harbor Island to the Chinook Pier area by foot. This would get the community excited and provide a little bit of everything for all population groups. This would also make GH a destination year round for locals and tourists alike. We have one shot as a community to get this right, and I truly believe this would have a massive positive impact.	8/31/2020 1:35 PM
52	Please cater more to young families and less to the retired population!	8/29/2020 7:32 AM
53	While I don't not feel that GH needs more condos in the downtown area, I do think we would benefit from some type of boutique hotel lodging to encourage people to stay for a night or two Downtown, to eat/drink/shop. Currently lodging is limited unless you are renting a house/condo, camping, or staying in a hotel off of 31. We need convenient lodging for those wanting to have access to the downtown area. Secondly I am loving the outdoor seating along Washington this summer and feel this should be an every year thing. People love to semis outside and increasing this access in a beach town just makes sense!	8/25/2020 4:38 PM
54	Keep as much green space as possible.	8/25/2020 4:38 PM
55	Please do not add any more condos	8/25/2020 3:44 PM
56	Please plant grass, plant more trees, have shaded seating. Children play area. Add lots of garbage cans that are emptied every day. NO commercial places added. The shops that moved to the train station was the perfect place for them.	8/25/2020 3:22 PM
57	Keep it simple and open. Don't allow developers to over build and over crowd (cheaply with no creative or innovative design)...then cash out and disappear. Maintain it for what it is a waterfront to be enjoyed by all.	8/23/2020 11:09 AM
58	I would love to see a "fisherman's warf" where the Sims powerplant used to be. Small shops and businesses, unique eateries, food court, plaza, boardwalk, seafood, Marina, etc.	8/21/2020 9:42 AM
59	I would hate to ruin the aesthetics of the waterfront with high-rise parking or condos/homes.	8/20/2020 4:35 PM
60	I feel the current farmers market location is in desperate need of an update and should be relocated to the empty space where the Chinook Pier Shops buildings were torn down. You could build a permanent pavilion that could be utilized on Wednesday and Saturday mornings by the market and all other times there could be a few picnic tables there for the public to use or rent to hold other events. Currently the farmers are not covered so they are using tents or tarps, which don't completely keep everything dry and if they get a severe storm pop up, the tents can be a hazard even when properly weighted down. The brick walkway has many uneven pavers which can cause falls. Bicycle racks would be beneficial and there could also be storage for the market and an area for an ATM. We used to have an ATM located at the mini golf area but when the shops were torn down the company removed it. I have several people ask where the nearest atm is and I have to send them down Columbus Ave which is not convenient for the customers. I have a contact for another ATM company, but they required it to inside and out of the elements. Electrical and water should be available to the	8/19/2020 5:17 PM

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61	vendors if needed as well. The market doesn't necessarily need to be any bigger, just updated. The parking lot currently only has a leach basin, not a drain, so even the slightest of rainfall causes standing water in the parking lot. This makes a hazard for the customers trying to get to the market, as well as when it gets too high it goes into the vendors stalls. If we could just take the current setup and move it over there under a covered pavilion with smooth cement floor that would be perfect. You could have parking spots all the way around and the vendors just backup under the pavilion for their 10x10 stall which is cut into the concrete floor to mark out. I hope that you will consider converting the former chinook pier shops area to a new farmers market/community pavilion. I believe it would be an asset to the City of Grand Haven. I am a vendor at this and many other farmers markets so I have many different ideas from other markets. I also serve on the farmers market committee and a farmer representative. Please consider looking at several other markets setup before a plan is made. The City of Mt Pleasant has a beautiful cement slab covered pavilion which could be a great starting point. You could also move the mini golf so it goes along the channel on the other side of the bathrooms and they could also have bicycles and/or segways for rent. Then you would be able to convert the current mini golf into more parking for the market, which is desperately needed. My contact information is Amy Rasch 616-299-5568	8/18/2020 9:50 PM
62	Must remain public use. No condos/vacation rentals etc. not happy with current use of our historical depot. As a taxpayer i supported the museum millage at one time knowing that part of it was going into the preservation and historical use of the depot (a museum). Should be turned back into a venue that showcases GH and welcomes everyone. NOT icecream in main depot. Icecream at concession area at end of depot is acceptable Just because chinook pier tenants were displaced does not mean that council should ignore what the "people" want for that builising. Many sessions were held regarding the waterfront stadium and depot and i do not recall anyone saying they wanted the depot used in this way. If so, all citizens should be allowed to bid on the space instead of cherry picking tenants.	8/17/2020 1:39 PM
63	Is there any way we can move the miniature golf course, closer to the train area to utilize space. Also the hill close to the train is not utilized very often and wonder if there is a way to flatten that to utilize more space.	8/16/2020 7:11 PM
64	Please expand the farmers market	8/16/2020 12:43 PM
65	Please keep Grand Haven open to residents and visitors. No more three and four story anything's. We do not need to be Grand Rapids West. Help us to remain beautiful Grand Haven.	8/15/2020 12:15 PM
66	More parking Fewer condos	8/13/2020 11:37 PM
67	Block off first block of Washington St. Between harbor and first. Make it completely open no cars at all. Small amount of restaurant seating in front of each restaurant other open green space would be available for retails stores like during sidewalk sales and green open spaced also used during downtown events like art festival and other downtown events in summer and in winter ice skating rink	8/13/2020 8:40 PM
68	A community pavilion should be constructed on the chinook pier shops site. It could become the gathering place for festivals and events, instead of the parking lots.	8/13/2020 3:13 PM
69	Generational opportunity. Lets do something truly unique to Grand Haven that provides a sense of place!	8/12/2020 6:04 PM
70	As a resident of the area depicted as part of the Beyond the Pier plan, I use the boardwalk and Washington Avenue CBD every day usually with my dog. Grand Haven needs to focus it's efforts to continue to add amenities for residents that pay taxes in the city.	8/12/2020 9:00 AM
71	Please do not use this space for more housing for wealthy white people.	8/12/2020 7:16 AM
72	Boating in a BIG draw to Grand Haven. More options to moor/slip for a day/night is much needed.	8/11/2020 10:30 PM
73	Please, don't build another high rise building on the waterfront! With the pending residential development of the Tribune building and the Stanco Property, I feel with all the new residents green space is critical. Our waterfront is our greatest asset and must remain open and accessible for new and existing residents of Grand Haven. With the removal of the buildings we have a excellent opportunity to improve and open up the waterfront.	8/11/2020 1:32 PM

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74	opportunities for outdoor activities (bocce ball, curling, corn hole, etc would be a draw for all age groups and times of year	8/11/2020 12:45 PM
75	Most important is to not block the view of the water along our waterfront and keep it open to the public.	8/11/2020 9:37 AM
76	I like the current improved view of the water without the previous "wall of buildings". I think all downtown would benefit from an appealing restaurant in the Chinook Pier location. It can offer outdoor seating and music during the summer season to encourage folks to linger near the water. Its food would still bring folks downtown during the winter. The Paisley Pig comes to mind as a restaurant candidate. I really like what has been done with the train depot but those businesses do not draw folks into town during the winter. Our waterfront is a world class venue, which has been enhanced by the revamped waterfront stadium. Future enhancements should hold to this same level of excellence.	8/10/2020 8:01 PM
77	I think it would be fun to see cute retro airstreams or other trailers along Chinook Pier area. I spend my winters in Seaside, Fl and they have airstreams with specialty foods. Also, we definitely need better parking options for the downtown area and waterfront. Maybe nice unrecognizable parking garages, like the ones in Holland, Mi. They are great.	8/10/2020 7:53 PM
78	I hope you create nice spaces where people can gather or sit, and interesting spaces to walk through. An interesting garden could be a nice destination to add to downtown (butterfly garden, victory garden, educational). Also love the interpretative learning trails idea.	8/10/2020 5:07 AM
79	The Sims plant on Harbor Island cannot be replaced with development. The ground is not safe, and it would cost too much money to remove toxins or encase the area. Learn the lessons of Love Canal.	8/9/2020 10:31 PM
80	Consider pop-up retail/dining in airstream trailers like Seaside, FL, in the former Chinook Pier area.	8/9/2020 7:38 PM
81	I enjoy seeing the open area where chinook pier buildings were. It highlights the marina & looks less cluttered. I'd like to see the coal tipple & sims plant developed into public space...like a restaurant with docks, permanent farmers market space, ice skating rink. No more large buildings please! Recent development along Harbor is okay...please leave waterfront side of the street open or with minimal buildings.	8/9/2020 8:52 AM
82	Farmers Market needs to be expanded/relocated/renovated and brought up to code (ADA accessible, ability to social distance	8/8/2020 4:27 PM
83	More parking is needed to accommodate visitors, however, it needs to remain FREE PARKING, otherwise, you will drive tourists out to neighboring towns that have free parking, such as Muskegon, Holland, etc...would love to see more open green space outdoor areas with picnic tables and brmches.	8/7/2020 8:44 AM
84	we don't need condos or more business buildings on the old chinook pier space. green space, a few more parking spaces and a few gazebos for people to enjoy the waterfront	8/6/2020 9:41 PM
85	For the love of God, do not build more housing. Every nostalgic business or feature in GH has recently been replaced by condos or other upscale housing that contributes to GH's reputation for a high-brow destination. I would love to be part of an engaging community where space was dedicate to small, local businesses, community-oriented event space. NOT million-dollar housing.	8/5/2020 3:18 PM
86	more handicap parking in the main downtown area especially	8/5/2020 10:16 AM
87	Please keep the mini golf course. It is our favorite:)	8/5/2020 10:09 AM
88	Family friendly events and activities all year round.	8/5/2020 9:30 AM
89	Please=no condos or housing. Keep it open and friendly and a great place to wander and enjoy	8/4/2020 10:14 PM
90	We do have already some good restaurants, but most of them are quite similar. What would be outstanding is a destination restaurant that specializes in unique fish entrees (similar to a Mitchell's restaurant). This would certainly encourage out-of-towners to come to Grand Haven	8/4/2020 9:18 PM
91	Please NO MORE CONDOS!!!!	8/4/2020 9:12 PM
92	Please think of locals not just tourists.	8/4/2020 7:23 AM

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93	We are incredibly disappointed in the recent racist behavior of Pronto Pups' owner. We will not be supporting that business at any time in the future and its continued presence in such an ideal downtown spot sends a hostile message. I was also surprised to see that they pay such an astonishingly low yearly rental fee. I certainly believe Grant Haven can and must do better.	8/3/2020 11:06 PM
94	Pronto Pups needs to go. It's a stain on our community.	8/3/2020 10:05 PM
95	Lots of people would like to go to the waterfront area to put down a blanket to read a book, visit with a friend, etc and not spend money!	8/3/2020 9:12 PM
96	Do not put up any downtown living options, condos, homes or hotels. Keep the waterfront open and a place for all to enjoy.	8/3/2020 3:42 PM
97	I've lived here my whole life. If we keep building things that take away from the cute quaint place we have.... the tourists will still come, but your citizens will lose the quality of life we are used to. Keep it simple. They come no matter what. Make sure your residents still feel like it's "home". Too many condo and block buildings makes it so uninviting for the common resident. It is quickly loosing the hometown feel. It is VERY sad. Also, please don't change anything else like street directions just because a developer says they'll come if you change something. If they like it here they will come. You change things and the developer changes mind. Now we are stuck with the change nobody wanted for a developer that never truly committed.	8/3/2020 11:16 AM
98	The city of Grand Haven should not be a landlord. That is not a business for a city to be in and has burned us already. Determine acceptable uses and lease the land!	8/3/2020 9:45 AM
99	Consider a better farmer's market that can be year round - lot at Eastern Market in Detroit but a smaller scale.	8/2/2020 9:06 PM
100	Almost anything that puts people on our downtown streets would be great--more office workers, apartment living for millennials and perhaps a neighborhood bar that serves a great ground round. Also, more "grassy areas"--perhaps at Chinook Pier--for setting out blankets or lawn chairs would be desirable to me. Lastly, downtown restaurateurs should strive for the kind of quality provided by such establishments as the Paisley Pig or Stan's or even J.W.'s. Unfortunately I believe we have rather "ordinary" eateries downtown.	8/2/2020 5:08 PM
101	Embrace the natural beauty of the area. Create all season outdoor space. We love the Epicenter in Charlotte, NC for variety, gathering space, community. Keep a little parking unless you're going to build a ramp elsewhere.	8/1/2020 9:14 PM
102	This town needs a creative and engaging mixed use space that caters to families and youth. We have a tremendous waterfront area that is currently not being used anywhere close to its potential. Think outside the box and look for inspirations on other cities such as the river walk in San Antonio or The Epicentre in Charlotte, NC . This cannot be another flop like the Grand Landing project. The original GL plans were great and it is no where near what was promised.	8/1/2020 9:12 PM
103	I need to think a lot more about it. A really good playground where the power station is/was would be great also board walked wetlands on the island complete with info signs for birds plants trees etc. Culling the Canada geese would be good too	8/1/2020 8:35 PM
104	I feel like using at least you place near the pier for clean energy would be extremely beneficial for the city of grand haven and other shops and outdoor recreation	8/1/2020 8:34 PM
105	We live downtown and we use our downtown and have for the past 24 years. i note several questions about increased housing downtown. There should be real concerns about the merits of this vs. too much increased population density and spoiling the overall atmosphere of the small beach front town we are. I know that Pat has talked about building up but this would completely destroy the town we all love. Likewise, parking garages would be a terrible eyesore and only be needed, if even then, a couple of weeks a year. I think that better signage to existing parking is desirable. Thank you.	8/1/2020 7:38 PM
106	Please do not consider parking or condo structures near the waterfront. Our waterfront should be visible for all to enjoy. We need more or improved lodging options. We only have a few hotels and they have not been updated. Holland added 3 new hotels in the last year. Perhaps discussions could be done with our hotels for capital improvements so we can retain our tourism within our own community.	8/1/2020 6:19 PM
107	The Chinook pier area should become the new and improved farmers market with available parking to replace parking that will disappear when the Stanco project is done	8/1/2020 2:28 PM

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108	No more condos	8/1/2020 1:52 PM
109	Please please please do not build housing along the water front.	8/1/2020 12:16 PM
110	as a local, born & raised, im saddened that we have very limited options, unless an event planned, for winter entertainment. Movie theater & bowling alley gone. What are us locals to do to keep money in our town when tourist season is over?	8/1/2020 11:45 AM
111	As a seasonal "resident" for the last 30 years, I grew up in grand haven from the age of 4 until, now, at 34, having a child of my own. I'd live to see this part of grand haven be geared towards the perminant residence in the town. I feel like, since it is so far inland, it would be a great/safe place to gather through the year. Safe, because it is away from the elements that Lake Michigan can hurt at you during the winter. It would be nice to have a space that can change and be used at open space or to showcase various fairs or ice skating in the winter or whatever comes to town. Even an expanded farmers market! Traveling food truck/beer garden/pop up stores, etc. Flexible space. Low maintenance for the city, but high revenue gain.	8/1/2020 11:18 AM

112	I would like to see the old Chinook Pier area turned into a spot that would feature 4 to 6 spots for food trucks. Surrounding area to include outdoor dining area for food trucks. Would like to see a rotation of food trucks so its not the same old stuff. Could include a spot for local performers to perform at the food area.	8/1/2020 11:06 AM
113	We prefer shops, ice cream, and services, art fairs and exhibits. Nearby parking is necessary but not on the waterfront. Expanded trolleys from parking lots. Reinstate trolleys from spring lake to help with congestion.	8/1/2020 9:29 AM
114	I know GH is doing all that they can during this pandemic	8/1/2020 8:41 AM
115	I think the Chinook Pier should be a permanent food truck spot, like they do at plane watch park or in Traverse City. And/or have pop up shack shops like they have in Muskegon. I'd love to see the power plant be developed into dining, shops, retail, and even living. That's my #1. More outdoor dining there would be great. A tiki type restaurant that really celebrates being in a beach town and on the water. Especially have docks for boats to pull up to "park" while there.aybe even have outdoor pool with swimup bar. Not enough waterfront dining in GH.	8/1/2020 8:35 AM
116	Consider popup shops, food trucks, or even a waterfront restaurant right on the channel. Currently Snug Harbor is the only dining option right on the water	8/1/2020 8:11 AM
117	Leave the chinook pier area a green space	8/1/2020 7:54 AM
118	GH does NOT need more condos/housing, especially in the downtown area!! Areas should be cultivated for the better the community & expanding activities in that area!	8/1/2020 6:13 AM
119	All addressed	7/31/2020 11:39 PM
120	Building more living areas down town would be a real shame. I am 25 years old and think that every year down town is ruined more and more with more housing developments. Soon no one will want to visit. Who wants to visit other people's condos!? We need to focus on preserving GH as the quaint lakeside town it is. If people want to live in a cramped downtown go to Grand Rapids or some other big city. Not every city need to engage in the urban sprawl!	7/31/2020 10:47 PM
121	A children's museum or similar family friendly and teen venues are needed in our community.	7/31/2020 10:44 PM
122	With the bowling alley, roller rink gone, families need more year-round fun indoor/outdoor activities. A children's museum with large windows would be an excellent addition and draw a lot of families and revenue-especially if tase passes were linked to other museums around the state.	7/31/2020 10:29 PM
123	The Sims and Diesel plants should be included in this study. The use of Harbor Island should NOT be used for power generation. It should be mixed use living and recreational.	7/31/2020 10:06 PM
124	Need more market, art and craft sales facilities, outdoor picnic tables, parking, food truck areas	7/31/2020 9:32 PM
125	The best way to keep all the amenities that make Grand Haven special, without trampling them to accomodate more people, is to increase the quality and availability of out of town parking and shuttle service. Highrise condo's with river views combined with increased shuttle service would perserve the boardwalk and downtown area for pedestrian and non automobile traffic, without sacrificing the desirable downtown ambiance.	7/31/2020 9:31 PM

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126	The waterfront is underutilized during the winter. We need more outdoor activities that are easily accessible in the winter. Ice skating and fire pits were shown on the original drawings for the Lynn Sherwood Waterfront Stadium. It was so disappointing that they never followed through with it. It would be great for kids and adult to come downtown to play in the winter.	SurveyMonkey 7/31/2020 8:48 PM
127	No buildings where Chinook Pier was. A picnic pavilion was not mentioned- unless that can be under gatherings. Great survey! Thank you.	7/31/2020 7:28 PM
128	I don't want to see more high end housing and things that cover the skyline along the water. We are beautiful now and I don't want to give that up for something I could never afford.	7/31/2020 6:05 PM
129	Not a fan of putting business in the depot. Stupid to have 2 ice cream places right in same building	7/31/2020 5:16 PM
130	Please no more housing of ANY KIND	7/31/2020 3:42 PM
131	Family friendly is the key	7/31/2020 3:38 PM
132	NO CONDOS or housing	7/31/2020 2:35 PM
133	No more housing for rich people. Stop it. Think about the rest of the community. We want to enjoy it, too.	7/31/2020 2:32 PM
134	Would be great to have an indoor extension of the farmer's market, so it is usable all year. Ice skating rink, or improved kids splash pad would be great.	7/31/2020 1:32 PM
135	A place like Mr Bs on Apple Ave would be great.	7/31/2020 1:16 PM
136	Look at Downtown Muskegon's Mini Shops or BC Cargo in Battle Creek for some creative flexible ideas for small business start ups.	7/31/2020 12:40 PM
137	Please no more condos. There are so many unused condos in Grand Haven already that take away the appeal and charm of our little city. Build something that people will actually want to visit and utilize.	7/31/2020 12:10 PM
138	Use the space where Chinook Pier shops were for a Food Truck park	7/31/2020 9:34 AM
139	I think chinook pier area would be a great place for a Ferris wheel and food trucks. Almost like a mini carnival. With places to sit and enjoy the waterfront.	7/31/2020 9:10 AM
140	Little chalets like those on Western street in Muskegon would be great or someone mentioned a ferriswheel and food trucks	7/31/2020 8:44 AM
141	I would love to see a beautiful restaurant with outdoor seating on the waterfront! Something like the southerner in saugatuck!	7/31/2020 8:42 AM
142	No more parking for condos!!!	7/31/2020 7:56 AM
143	The city should not compete with the private sector by owning buildings used for commercial enterprises. There's a lot of empty storefronts in town. The city should not compete with them.	7/31/2020 7:41 AM
144	I like open green space along the river.	7/31/2020 7:28 AM
145	Some outdoor dining unaffiliated with a particular restaurant would be nice.	7/30/2020 11:28 PM
146	Family fun would be nice to have a waterpark, go carts, gameroom, bounce house, bowling something for families to come and use year round we lack that big time here in grand haven and have to go to muskegon or Holland to utilize family fun	7/30/2020 9:47 PM
147	Bulldoze all the moldy buildings and turn it into a park, garden, and nature area.	7/30/2020 9:14 PM
148	Please no condos.	7/30/2020 8:32 PM
149	Please do not build more condos, and encourage local businesses	7/30/2020 8:31 PM
150	Build a parking garage! We need more space for parking. I don't mind paying to park	7/30/2020 8:25 PM
151	Keep grand haven small and quaint. No large parking structures and industry.	7/30/2020 7:15 PM
152	Please no more condos that are unaffordable. More seating throughout the streets near the waterfront. Disabled parking with rentals for disability scooters.	7/30/2020 6:11 PM
153	No more condos	7/30/2020 4:57 PM

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154	I'm excited to see what happens with the area. I really think having a space for food trucks would be amazing and bring a lot of people together. Thanks for listening.	7/30/2020 4:45 PM
155	As stated above please seriously consider those who live here rather than constant focus on tourism.	7/30/2020 4:42 PM
156	More public access to water. Close by dt	7/30/2020 3:52 PM
157	I would love to see a community swimming pool for GH residents. The lake is nice but not useable everyday.	7/30/2020 3:52 PM
158	Rethink the train depot. Too much ice cream all in one place. I like to see a study done if a bat hibernaculum is possible in the coal tipple.	7/30/2020 3:43 PM
159	a splash pad park would be a blast for the kids. I would love to have more winter opporunities especially a skating rink!	7/30/2020 2:01 PM
160	Outdoor skating rink then convert it to better a bigger splash ? Is that possible?? More winter activity options downtown.	7/30/2020 1:59 PM
161	Would love to see a boutique hotel come to chinook pier	7/30/2020 1:39 PM
162	More spaces like the small garden across from the chamber of commerce.Beautiful places draw people and make them linger and shop and then get something to eat. Shops alone won't necessarily draw people. More events like Light Night.	7/30/2020 1:16 PM
163	We are all about a Splash Park that is Coast Guard themed to enjoy in the Summer and a Figure Skating rink to enjoy in the Winter.	7/30/2020 12:10 PM
164	I think we have plenty of lodging and parking and we need more outdoor seating for restaurants/all season shopping, if there is it will bring more people downtown	7/30/2020 11:15 AM
165	Personally, I believe that the housing opportunities would not be a good idea because the condos that have been built down there so far have been half a million dollars and are used as summer homes so its not exactly helping out town very much. I also would not do a lodging facility as we already have enough lodging, plus during the off season (starting October through march/april) if you were to build more lodging it wouldn't profit much. It might actually cost more to keep it open during the off season than what you are profiting. Plus we don't know what next year looks like and i know that the chains right now are struggling a bit to fill up, so why not try to help them first instead of building something that hinders them? I think that the ice rink and winter area would be a great idea! It would bring in more business than usual during the off season. Locals and tourists would be more apt to go downtown if there is more to do during the winter. It would also be nice to have a small launch point for kayaks and canoes.	7/30/2020 10:56 AM
166	Families would strongly benefit from more affordable entertainment options in GH.	7/29/2020 9:10 PM
167	This survey is not helpful. How I feel about downtown versus waterfront development are entirely different and should be considered differently. This survey isn't helpful to differentiate between the two distinct areas. The waterfront should remain public and open for Recreational purposes only.	7/29/2020 8:56 PM
168	Outdoor family/group activities with oversized/large sets of games such as Jenga, bocce, connect 4, checkers, chess -place to gather and unplug with food trucks, live music. Also, something weekly in the evening like Holland does having street entertainment, art activities, family fun.	7/29/2020 8:51 PM
169	Stop spending so much time and energy changing the town to fit the tourists. There are almost no engaging activities for locals besides a few festivals. There is nothing for the teenagers in the area to do.	7/29/2020 2:30 PM
170	Keep the outdoor seating that was added for Covid. Close the entire first block and zone it an entertainment district. Thanks!	7/29/2020 9:11 AM
171	It's pretty short sighted to only look at the CBD and not extend the study East to Beacon. Centertown is by far the missed opportunity in Grand Haven. The waterfront should remain as open as possible. It's become overbuilt and the design of the latest Dairy treat building is a travesty.	7/28/2020 2:28 PM
172	We have been loving the free Zumba classes being offered on Saturday mornings and would	7/28/2020 2:16 PM

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173	love to see more activities like this that allow everyone to come together and open to the public vs some of the concerts/events that happen in a public area that are partitioned off or feel exclusive. Please keep the Zumba classes every summer AND have more all year round for residents who live here vs the businesses and events that seem very tourism focused.	7/28/2020 10:37 AM
174	Redeveloping Chinook Pier as an open air shopping/eating/entertainment area would be phenomenal. Traverse City has an area called "Little Fleet" that has a covered Restaurant/bar with seating as well as food trucks that park on the property. You can get food from any number of vendors that rotate frequently and enjoy your lunch outside on tables under umbrellas and enjoy an adult beverage while doing so. Muskegon's "Western Market" is a great concept to emulate. My ideal would be a few waterfront dining options that are smaller in size with few indoor tables along with a dozen or so pop up shops like Muskegon's Western Market. You would have space for people to congregate, sit, eat, drink and enjoy the waterfront. It would be a natural flow from the water to downtown where there are larger stores and restaurants. Grand Haven could be so much more and better than what it is and this is a great step in that direction. Additionally, having the space at Lynne Sherwood stadium for a public ice skating rink for the community to enjoy as well as hosting broomball leagues during the week would bring more people downtown in the winter and have another something for people to do. Temptations or Dairy Creme or a new business could open in the winter to sell hot chocolate, coffee, etc. while people are skating or playing broom ball. We have such a great, vibrant community from May-September. Let's keep that going from October-April.	7/28/2020 9:35 AM
175	Thanks for doing this!	7/28/2020 9:28 AM
176	Things I would like to see be addressed: 1. Boat launch with fish cleaning station. City of GH is really missing out on a revenue source. Fisherman will go out of the way to use a launch with a cleaning station. If not willing to build a new one, then change Chinook Pier around to allow for truck and trailers to park and use the Chinook Pier cleaning station. 2. Restaurants with outdoor seating. Similar to The Deck in Muskegon. 3. More parking	7/28/2020 9:07 AM
177	Too many repetitive business models cater to tourists leaving no real draw for residents to come to town. Really how many T-shirt shops and ice cream parlors are needed. Little to nothing for 20 somethings to be drawn to.	7/28/2020 9:00 AM
178	We do not need another under utilized event center, we need an indoor activity that brings families together. Gives beach visitors a place to go when it rains and a place for locals to use year round. We do not need more service oriented business like restaurants and bars. J.B. Sims maybe a great opportunity for an industrial landscape park like Duisburg Nord Park in Germany, tell the history of this once active energy plant, incorporate the coal tipple.	7/28/2020 8:02 AM
179	Improve our food quality. There are great locations..but the food is awful. The toasted pickle is the only good thing we have in the downtown, that makes food. The others serve frozen warmed in the microwave or deep-fried slop. Morning Star could teach the downtown restaurants a lesson in fresh food.	7/28/2020 7:21 AM
180	food trucks with outdoor heaters and outdoor tents--	7/28/2020 2:46 AM
181	We do not need more condos built for the wealthy to buy and rent out.	7/28/2020 1:01 AM
182	I would like to see any new development created with a flexible and multifunctional purpose in mind. We need gathering places for teenagers and adults to do different social activities. Maybe the YMCA or Nora could be responsible, or High School student senate could get involved in the planning.	7/26/2020 3:53 PM
183	A new waterfront restaurant with outdoor seating would be very nice. GH lacks year round restaurants with views of the water.	7/26/2020 1:52 PM
184	No more condos or seasonal rentals! We have enough already. Let's do what we can to improve the area for residents, and the tourists we already have coming to the area.	7/26/2020 10:56 AM
185	Please DO NOT add any more lodging downtown !! Make the downtown more people friendly with usage rather than a place to lodge with very little to do!!!!	7/26/2020 8:17 AM
186	Thank you for making this city one of the best in Michigan	7/25/2020 10:59 PM
187	We hope the City does not allow retail buildings taller than one story where Chinook Pier shops were, and does not sell any property along the riverfront. If new buildings are constructed, I hope they are more attractive than the last ones were.	

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COMMUNITY SURVEY

SurveyMonkey

187	Continue to find ways to connect with Muskegon to help create one big lakeshore community.	7/25/2020 8:18 PM
188	I think it's important to consider accessibility for traditionally underserved populations when thinking about improving downtown Grand Haven. This includes people with disabilities, low-income folks, older adults, racial minorities, the LGBTQ community, etc. I think these are the folks whose interests should be kept at the forefront during this planning. This means including things like accessible and wide walkways, plenty of handicap parking, access to public transportation, cultural centers/events, ethnic restaurants, clear signage, and signage in multiple languages.	7/25/2020 8:11 PM
189	I would love to see the area where the former Chinnook pier shops are located turned into an expanded farmers market and pop-up shops.	7/25/2020 8:01 PM
190	We are outside-active in all seasons and would welcome opportunities to engage in more activities.	7/25/2020 4:53 PM
191	I believe Chinoock Pier should be rebuilt for stores. You might be able to have a second floor Apartments for rental above stores. The stores in the depot are way too small. The Depot needs to be updated after the businesses leave to be able to use it for servicing concerts at the waterfront stadium. Without that there is not a cost productive way to service outdoor concerts.	7/25/2020 3:58 PM
192	Stop tearing down/modernizing and letting people tear down/modernize perfectly good old buildings. Our town is fast losing its character and charm that make it unique and will soon be nothing but ugly, modern condos.	7/25/2020 3:36 PM
193	Parking is at a premium, so I would not want to lose any parking through this development. Thank you for being interested in the opinion of residents.	7/25/2020 3:23 PM
194	More open spaces, no hotels or condos.	7/25/2020 1:07 AM
195	Year round offerings would please permanent residents. Also connecting "downtown proper" to chinoock area business and events	7/24/2020 9:27 PM
196	Please don't build a parking garage downtown.	7/24/2020 2:58 PM
197	Have more stores there that were torn down	7/24/2020 12:05 PM
198	Using the Chinoock Pier space for something useful and practical for our community would be very beneficial. A space where people can gather, play, shop, or even a space to expand the farmer's market. That's a valuable space to draw people and should be used wisely.	7/24/2020 10:49 AM
199	Please do not build any more condos. The waterfront should be a place for everyone to enjoy. Look at Hollands new downtown parking ramp. GH needs more parking.	7/24/2020 10:37 AM
200	I would like to see a nature center filled with local natural resources like local fish, lake education items, learning classroom, something similar to what you see at a national park.	7/24/2020 10:32 AM
201	Move the farmers market to east end park and enlarge it to compete with Muskegon and Holland. I go to Muskegon because its not too crowded and offers more. Moving the farmers market would also help to revitalize the east side of town. Build retail shops where the farmers market is now and leave the Chinoock pier site open for recreation.and community gatherings.	7/24/2020 10:06 AM
202	Grand Haven is too busy and for local residents to enjoy the area we have to wait till the tourists go home. Natural parks and well groomed areas to relax and view nature is preferred for us. Think walking community incorporated with a Frederick Meijer Japanese Garden Feel.	7/24/2020 9:51 AM
203	We need to encourage new restaurants. Grand Rapids has excellent choices and service. It would be great to have the same excellence in Grand Haven.	7/24/2020 9:43 AM
204	Please...no more condos for the 1% and out f Townes!	7/24/2020 9:39 AM
205	I DO NOT want condos etc. I would like it to remain open.	7/24/2020 9:31 AM
206	I think the area should focus on children and family activities. I would hate to lose then splash pad because we use it quite often.	7/24/2020 9:28 AM
207	I have loved almost every improvement that has been made in the past few years. I would just like to emphasize that the reason we moved here was the how community centered and public friendly GH is. There are some things i have seen that have strayed away from this idea, and	7/24/2020 9:24 AM

COMMUNITY SURVEY

SurveyMonkey

208	only honor money or private interests. Lets keep it about the community and make it a welcoming environment for all!!! Thank you!	7/24/2020 8:59 AM
209	Survey years ago cited open views / access to waterfront as #1. I think that still applies today. Waterfront is GH's biggest asset. Keep the views and access wide open. The boardwalk was the greatest thing GH ever did; let's expand on that concept.	7/24/2020 8:43 AM
210	Please, do not build more condos!	7/24/2020 8:09 AM
211	No condos please. It's a disgrace if more are built. "Temporary housing" for millionaires is a slap in the face to us who live in GH yearound	7/23/2020 8:55 PM
212	So excited to see the community leaders soliciting input from the community. My Dad was a charter captain for decades and GH was my summer home when I was young and now this area is my permanent home and I LOVE living here....but it needs more and can accommodate more. This is really cool....would love to get more involved!	7/23/2020 8:04 PM
213	The downtown has a lot of parking at the moment, I realize that it's all utilized at some point but I don't think there needs to be more.	7/23/2020 2:42 PM
214	Please no more condos please keep the small town beach town feel.	7/23/2020 1:05 PM
215	I think we need more fun things during the winter and summer and less housing and condos downtown.	7/23/2020 12:51 PM
216	Would love to see more LOW COST opportunities to participate in Outdoor activities (kayak lessons,boating lessons) for children and adults.	7/23/2020 10:21 AM
217	Excited to see what GH does! Would love to see an expanded farmers market, a permanent food truck row, maybe a restaurant with boat slips?	7/23/2020 7:57 AM
218	It would be great to have an open air pavilion large enough to host the many seasonal events that our town has without having to bring in pop up tents. Not sure if you've seen Fremont's Pavilion? They use it for all kinds of community activities and they also rent it out for private events.	7/22/2020 9:43 PM
219	N/A	7/20/2020 1:00 PM
220	We love the waterfront!	7/20/2020 11:47 AM
221	Focus on outdoor dining/bars More kid friendly establishments Build up the splash pad or incorporate a new one next to the imagination station.	7/20/2020 11:44 AM
222	Please consider diversity and being welcoming to non white people.	7/20/2020 11:09 AM
223	I do not favor a parking ramp at any of the parking lots referenced in the Study Area map. Now that the Chinoock Pier Shop buildings are gone, I believe this area should remain open space/park area. I believe that all of Harbor Island should be parkland once the Sims plant is removed/clean-up completed.	7/20/2020 10:34 AM
224	PLEASE do not put any parking or more buildings within the study area. It would be wonderful to be able to preserve some more open space and area for outdoor enjoyment. A kayak/canoe launch would be a wonderful addition to be able to have access to the river and water use. I do not believe that any more buildings should be put in this area, and especially no more parking.	7/20/2020 9:20 AM
225	Basic values: youth/family low cost entertainment (Musical Fountian, mini golf or something like it), locally sourced products and food, retail, hotel beds, residential, train is not the greatest amenity unless it were somehow activated.	7/20/2020 7:44 AM
226	It is a pity that the site of the BLP Diesel generating plant is not part of this study. In addition, you are truly "missing the boat" by not considering alternatives to the Sims facilities. That land IS OWNED BY THE PEOPLE OF GH. NOT. The BLP.	7/19/2020 8:33 PM
227	Thank you for including this survey in the decisions made by the city!	7/18/2020 9:13 AM
228	Making Grand Haven biker friendly could cut down on traffic, noise and parking issues.	7/18/2020 9:09 AM
229	More parking is a MUST	7/17/2020 9:56 PM
230	Little shacks that people could lease to sell their crafts. Like in musk.	7/16/2020 9:40 PM

## COMMUNITY SURVEY

SurveyMonkey

231	Please do not build any more condos on the waterfront. Only a select few can afford to live there which takes away the enjoyment of the water for the general public.	7/16/2020 8:20 PM
232	Looking forward to the future of this project and our great community.	7/16/2020 5:13 PM
233	I think that by keeping the waterfront more simple we will be setting up the City for success. For example, at Chinook pier there is an incredible opportunity for open space and grass area that we didn't have a few months ago. Look at the uses that the new stadium area gets with people sitting and eating and enjoying the area. We don't need more buildings on the water - there are plenty of buildings around. I would also add that more restaurants are a good idea, but they need to be affordable and have really good food. That seems to be a difficult thing to come by in GH, just ask around.	7/16/2020 3:10 PM
234	Where the Chinook pier buildings once stood, I think a year-round indoor market that doubles as an event venue on main floor with hotel or apts on higher floors, including some affordable apts, would be a great asset. Downtown GH is a food dessert and year-round access to local artisanal food such as cheese shop, greengrocer, meats, etc. would be excellent. With garage style doors for open air access in good weather	7/16/2020 2:40 PM
235	LOVE the outdoor seating on Washington - It should be an annual thing, and expanded!!	7/16/2020 12:59 PM
236	From a business perspective, the economics are not well-addressed in the downtown market. If the location is zoned as a "tourist" attraction, then a more suitable economic structure is required to attract (and hold) retailers, entertainment venues and related businesses drawn to tourist environments. Breaking the three-month barrier is a start. To do this, September and October can be reserved for flower shows (unique, rare, specimen floral arrangements) in staged arboretum presentations. Then, tented Octoberfest events where unique crafts, art and music are presented, along with specialty foods and drinks for kids and adults. Followed by a Christmas Extravaganza (!) event filled with music, holiday orientations, trees, and related spirited items for the season. Things like this, which are extremely well-planned and executed, can extend the revenue period for all businesses downtown. If possible, it will be helpful to have one-to-two celebrities anchor the main attraction (as a meet-n-greet opportunity). This will help leverage marketing efforts and drive traffic to websites that provide more detailed information. I'd LOVE to be part of this process!	7/16/2020 11:42 AM
237	If the Sims power plant was moved and the land cleaned, it would be an ideal spot for kayaking, trails, and a nice park. We do not need more condos downtown. We need more parking downtown. We need better restaurants (except for Paisley Pig, Righteous Cuisine, and Long Road.) I really like that there are shops in the old train depot now. I would have a more engaging splash pad with more colors and fun designs like the splash pad in Allendale. I would use Chinook Pier as a place to fish, have a community garden, a playground that is bigger than the one behind the train or a community space. We could do so much more in the city than we are.	7/16/2020 9:51 AM
238	Thank you for this survey. It would be nice to see the town go more green...easier bike routes through town (bike lanes in the street, distinct from walking paths. Maybe make harbor drive one way from town to the city beach (since you can often only enter the state park from that direction) with the north bound turn around at the lake st turn? I love the idea of more outdoor options and cultural events. Go GH!	7/16/2020 8:30 AM
239	I do not believe new commercial or residential spacing is needed on the waterfront.	7/16/2020 8:25 AM
240	Please don't build condos or some sort of residential buildings which dramatically limit the number of people who could utilize and enjoy that area. Maybe use some of the space (a smaller percentage) for parking and the rest for something else since parking downtown is needed, though not "enjoyable."	7/16/2020 8:24 AM
241	No more condos!!!!!!	7/16/2020 7:03 AM
242	No ferris wheel	7/16/2020 2:20 AM
243	An outdoor green space would be lovely! Maybe with kiosks like the chalets in Muskegon near farmers market or other small vending venues; if not, please do NOT turn it into condos! We need more family friendly venues- we are becoming overrun with bars and venues that only cater to tourists. Please help provide more opportunities for year round residents to enjoy our city!!	7/15/2020 11:35 PM

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## COMMUNITY SURVEY

SurveyMonkey

244	When Mercury park took out the hockey rink there were a ton of upset people who's teens	7/15/2020 9:57 PM
245	As a lifelong resident of Grand Haven, I am saddened to see history lost and the small town quaintness of Grand Haven lost to condos, condos, condos. More art, more outdoor eateries, think Saugatuck.	7/15/2020 9:46 PM
246	Focus efforts on year round activities not just summer/tourism.	7/15/2020 8:13 PM
247	I've lived here my entire life. Parking is fine, especially during the winter. Restaurants are not great. There is so much unused areas that would be great for dining down there. We literally never eat downtown.	7/15/2020 7:58 PM
248	I strongly support increased access for bicycling that is separate from pedestrians. It relieves parking demand and encourage a healthy activity.	7/15/2020 7:55 PM
249	Need more green space and parks	7/15/2020 7:15 PM
250	Hoping the find a way to rebuild Chinook Pier as shops and gathering place.	7/15/2020 7:15 PM
251	Sailing charters or cruises	7/15/2020 7:07 PM
252	▼ Downtown	7/15/2020 6:40 PM
253	We have so many artists and very limited exhibit opportunities.	7/15/2020 6:21 PM
254	DO NOT MAKE CHINOOK PIER ANOTHER PARKING LOT OR CONDOS!!	7/15/2020 6:01 PM
255	More restaurant options (not Gillmore collection), outdoor entertainment, food trucks or drink huts! Look at Muskegon's transformation, or Saugatuck, downtown is more than one street. No more ice cream or realtors/insurance agencies taking up downtown real estate! if there's a long wait consistently at the mediocre restaurant options downtown we will go to Paisley Pig because they never fail. Never. Or we just go to GR in date nights because of the variety of dining and entertainment.	7/15/2020 5:52 PM
256	In order to improve diversity, we need to actively recruit and support minority owned businesses, not just allow them if they happen to appear.	7/15/2020 5:48 PM
257	Do not allow any building on the water side of Harbor keep it available to the general public	7/15/2020 5:42 PM
258	A parking garage would be awesome if the price to park wasn't exorbitant and I would hate to see the Chinook Pier lots to be the location- too much beautiful waterfront would be blocked. I think the Sims location would be awesome for a parking ramp with a foot bridge connecting across to the Chinook Pier/Farmers market area.	7/15/2020 4:58 PM
259	Expand the Farmer's Market to allow its use in off-season.	7/15/2020 4:47 PM
260	Would like to see green space for families to gather for picnics. Small shops like Muskegon, not a strip of shops. Food and music.	7/15/2020 4:46 PM
261	Please no condos or more development that takes away from the beauty of the river	7/15/2020 4:39 PM
262	Don't eliminate any more of the limited green space.	7/15/2020 4:16 PM
263	No condos	7/15/2020 4:15 PM
264	I'd like to see pop up shops in the old Chinook Pier area with unique food and shopping opportunities.	7/15/2020 4:10 PM
265	Thank you! ☺	7/15/2020 4:07 PM
266	I would love to see the splash pad expanded and the area used for more outdoor kid playing	7/15/2020 4:07 PM
267	More parking, sound ordinance for vehicles and radios	7/15/2020 4:07 PM
268	Merchants and makers is a favorite of mine and it would be nice to see something available for vendors to set up during winter and summer months. Like a structure that people could rent a spot for a day, kind of like the farmers market. But something that occurs once a month?? I think this is opportunity for growth for our small local business vendors.	7/15/2020 4:07 PM
269	Thank you for providing this opportunity to speak into future decisions about our town.	7/15/2020 4:07 PM

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COMMUNITY SURVEY

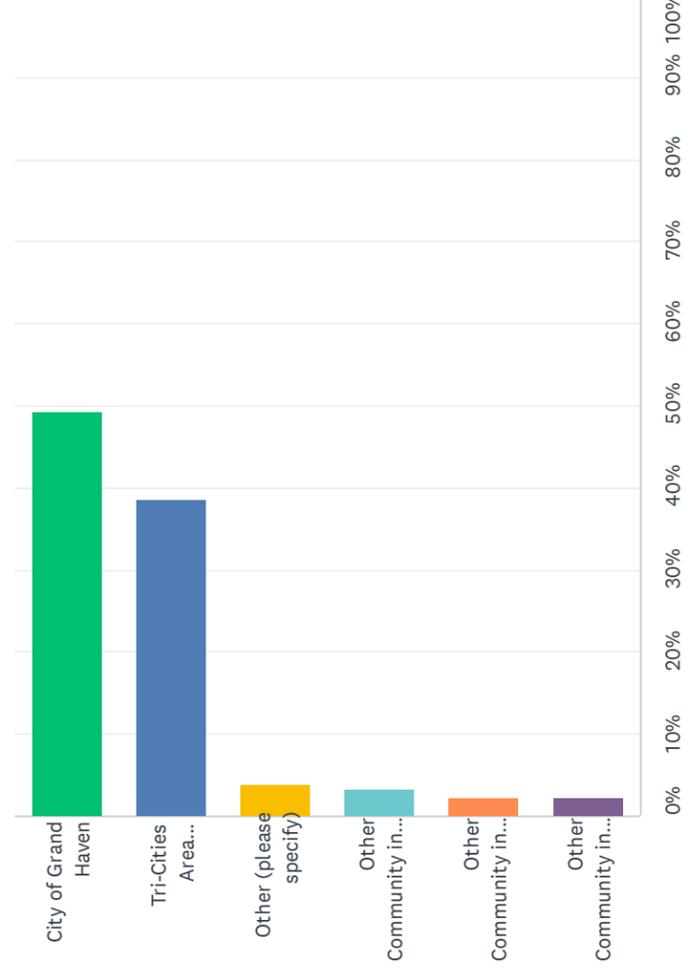
270	Visible minority owned businesses	7/15/2020 4:06 PM
271	This community needs to improve its attraction to wider audiences/marginalized groups. I'd like to see focused work being done to improve our reputation and welcoming attitude to neighboring communities, the underprivileged, and marginalized groups. Fundraisers, events, discussion panels, educational opportunities, etc., and working to engage local non-profits such as LEDA in these would be good too.	7/15/2020 3:28 PM
272	Consistent business hours of operation.	7/15/2020 3:19 PM
273	Improve the putt and the splash pad. Improve the playground	7/15/2020 2:53 PM
274	I think a park with designated spaces for food trucks when sims is taken down would be fantastic!	7/15/2020 2:34 PM
275	I would like to see a new marina facility with daily or hourly docking options	7/15/2020 1:38 PM
276	I think the space needs to be used to enhance the community, provide a wider variety of food and shopping options. Winter activities are a good idea for off season.	7/15/2020 1:12 PM
277	The Chinook Pier space should be kept more as an open gathering area with multiple uses and applications.	7/15/2020 12:47 PM
278	Any thoughts on making Chinook Pier a Pirate-themed fun destination?	7/15/2020 12:45 PM
279	We, as a community, need to better with inclusion of low income and POC.	7/15/2020 12:44 PM
280	NO MORE CONDOS	7/15/2020 12:38 PM
281	More public restrooms No more condos/apartments	7/15/2020 12:33 PM
282	Anything we can do to encourage minority-owned businesses and/or opportunities for lower-income residents would be great. There's already plenty for well-off white folk like me.	7/15/2020 12:26 PM
283	Consider popup shops and micro retail locations that would allow small business and food vendors to have a place downtown without using a huge amount of real estate. This would be similar to what they have done in downtown muskegon. And could be rented on a seasonal basis, so in the winter they could be used for season specific businesses and needs.	7/15/2020 11:57 AM
284	This is an opportunity to expand minority-owned businesses and cultural events and such that would attract a more diverse tourist population to GH. I'd like this to be a priority!	7/15/2020 11:53 AM
285	Make it a welcoming place not just for tourist but for locals and our neighboring cities.	7/15/2020 11:33 AM
286	The downtown is so congested, anywhere for true community settings and to bring kids would be the beat. When my kids were smaller, we visited chinook pier the most. Now that they are older, I'd mlike to see the same for the others. There also needs to be better parking. This would help everyone.	7/15/2020 11:30 AM
287	Possibly and expanding the farmers market with better parking and wider areas for it.	7/15/2020 11:01 AM
288	Ferris wheel. Like on IDrive in Orlando, Navy Pier in Chicago	7/15/2020 10:38 AM
289	I have sent an email to the City Council. I think we should do Chalets on the Chinook Pier property. We could be ready to go next season. They are somewhat easy and could be temporary. They only need electricity. We could do a beautiful (flower) garden scape with meandering paths. At the very least, until something more permanent presents itself.	7/15/2020 10:06 AM
290	I am really hoping the chinook pier area will become something that everyone in grand Haven and beyond can enjoy & benefit from with their families and not housing. We need more fun community areas, not condos	7/15/2020 9:28 AM
291	Muskegon offers small shed like structures to offer small business opportunities and ventures, and I think something similar would be amazing on the chinook pier area.	7/15/2020 9:22 AM
292	City needs to maintain ownership/control of waterfront property. Focus should be on shops/entertainment venues that are constructed for ALL seasons. No short term rentals. No parking structures and no parking meters.	7/10/2020 9:05 PM

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COMMUNITY SURVEY

Q11 In which community is your primary residence?

Answered: 824 Skipped: 95



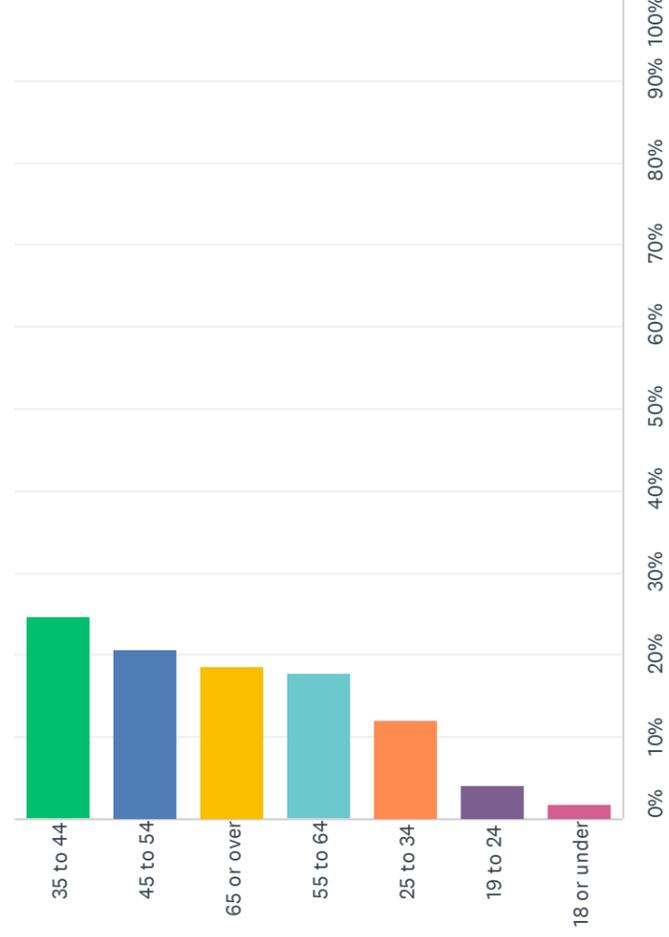
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#	OTHER (PLEASE SPECIFY)	DATE
1	mostly Grand Haven, part time in Kent County	9/23/2020 8:54 PM
2	Illinois	9/15/2020 1:13 PM
3	Oxford, MI	9/9/2020 8:45 PM
4	Erie, Colorado	8/5/2020 10:10 AM
5	Fruitport	8/5/2020 9:33 AM
6	Robinson Township	8/3/2020 10:21 PM
7	Ohio	8/2/2020 10:40 AM
8	Grand Haven Township	8/1/2020 6:21 PM
9	Chicago, IL	8/1/2020 11:18 AM
10	Summer resident in GH. Winter elsewhere but visit with frequency all times of the year	7/31/2020 9:09 PM
11	From the tri cities originally	7/31/2020 5:17 PM
12	West Olive	7/30/2020 9:59 AM
13	Robinson Township	7/25/2020 3:37 PM
14	Macomb County	7/24/2020 12:58 PM
15	Robinson Twp	7/23/2020 7:46 PM
16	West Olive	7/23/2020 4:19 PM
17	Grand haven twp	7/22/2020 9:52 PM
18	Robinson township	7/20/2020 1:47 PM
19	Mid-Michigan	7/20/2020 10:35 AM
20	Oxford, MI	7/19/2020 9:15 PM
21	Grand Blanc, Mi (Oct-May), Grand Haven (June-Sept)	7/16/2020 8:21 PM
22	Robinson Township	7/16/2020 8:31 AM
23	Robinson Township	7/16/2020 8:27 AM
24	West Olive	7/15/2020 8:14 PM
25	I live in GR but was born and raised in GH, with my whole family still living there — so we're there every week	7/15/2020 7:06 PM
26	Why is Robinson Twp omitted from the list of Tri-Cities area? We have a Grand Haven postal address.	7/15/2020 6:34 PM
27	East side of state	7/15/2020 5:31 PM
28	Year round cottage in Spring Lake but live in GR	7/15/2020 4:17 PM
29	Live on Ponteluna, GH schools.	7/15/2020 11:31 AM
30	Robinson Twp.	7/15/2020 10:10 AM
31	Oakland county	7/8/2020 7:46 PM
32	Grand Rapids	7/7/2020 4:13 PM

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### Q12 What is your age?

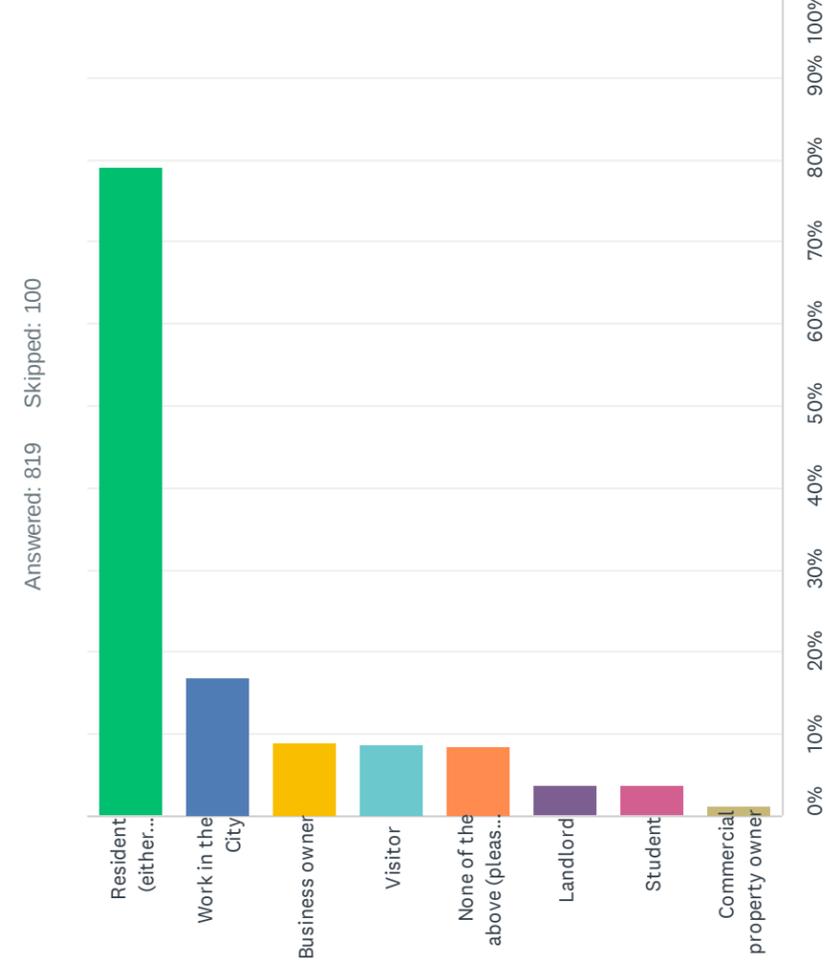
Answered: 823 Skipped: 96



ANSWER CHOICES	RESPONSES
35 to 44	203
45 to 54	171
65 or over	153
55 to 64	146
25 to 34	100
19 to 24	34
18 or under	16
<b>TOTAL</b>	<b>823</b>

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## Q13 Which of the following best characterizes your primary connection to the City of Grand Haven? (Select all that apply)



ANSWER CHOICES	RESPONSES
Resident (either seasonal or year-round)	79.12%
Work in the City	16.85%
Business owner	8.91%
Visitor	8.79%
None of the above (please specify)	8.67%
Landlord	3.79%
Student	3.79%
Commercial property owner	1.22%
Total Respondents: 819	

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## COMMUNITY SURVEY

SurveyMonkey

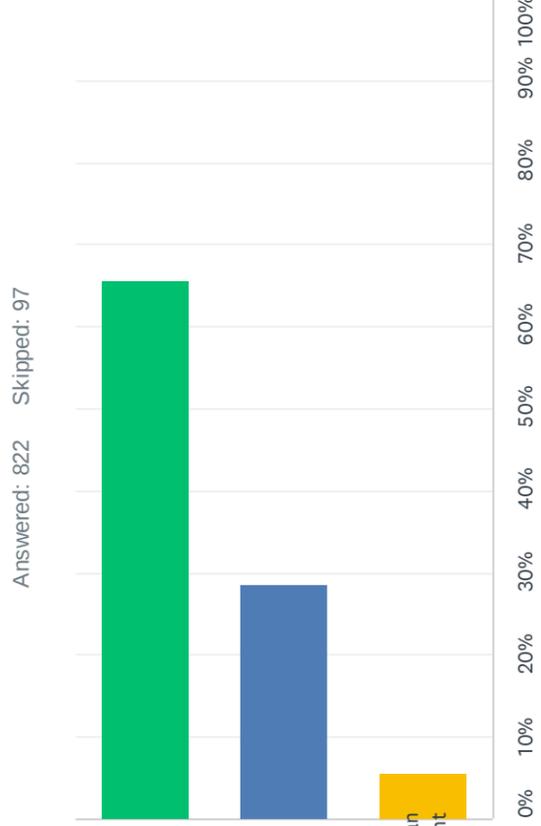
#	NONE OF THE ABOVE (PLEASE SPECIFY)	DATE
1	Live in the Tri Cities.	9/27/2020 8:39 AM
2	Born and raised in GH and am an active volunteer.	9/15/2020 11:18 AM
3	Retired	9/14/2020 8:00 PM
4	Work at home	9/14/2020 6:22 PM
5	Born and raised	9/14/2020 4:54 PM
6	Retiree. Should have been listed in #14	9/14/2020 2:10 PM
7	live at city limits year round	9/14/2020 9:30 AM
8	We shop for groceries, books, greeting cards, resale merch.,in GH and occasionally dine out in GH	9/11/2020 10:18 PM
9	Boat Slip Owner, Local Resident	8/25/2020 4:39 PM
10	We take advantage of all that is offered there. Are there often.	8/20/2020 10:33 AM
11	Vendor at Grand Haven Farmers Market	8/19/2020 5:18 PM
12	Family business (I am not the business owner)	8/16/2020 9:10 AM
13	Grand Haven Township resident	8/6/2020 7:33 PM
14	Visits frequently 3-4 times a week.	8/5/2020 9:33 AM
15	live in the township	8/4/2020 10:15 PM
16	We live in spring lake.	8/3/2020 9:13 PM
17	Former resident and parents are residents	8/3/2020 1:08 PM
18	Grew up in City (over 20 years) now live in GHT (over 25 years). Still a Grand Haven resident.	8/3/2020 11:19 AM
19	Grew up in Grand Haven	8/1/2020 4:00 PM
20	Live one mile away from city line	8/1/2020 1:54 PM
21	We love the waterfront	8/1/2020 9:32 AM
22	Residents of Spring Lake.	8/1/2020 9:31 AM
23	Neighbor in SL	8/1/2020 8:42 AM
24	Born and raised	8/1/2020 8:37 AM
25	Live in spring lake	7/31/2020 11:12 PM
26	I live in SL. Grew up here.	7/31/2020 10:30 PM
27	Spring Lake resident	7/31/2020 6:57 PM
28	Live in township and feel the city is where I do my out of home living	7/31/2020 6:06 PM
29	Live within walking distance	7/31/2020 12:43 PM
30	I live in the GH school district	7/31/2020 9:35 AM
31	Grew up in grand haven parents still there	7/31/2020 7:09 AM
32	Live in township	7/31/2020 5:44 AM
33	Hometown-lived there for 45 years; still consider it home	7/30/2020 12:36 PM
34	Resident and landlord in Grand Haven Twp	7/30/2020 11:51 AM
35	Regular consumer	7/29/2020 9:13 PM
36	Family, Church	7/28/2020 9:33 AM
37	Former resident with family in town	7/26/2020 3:54 PM

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38	Active Non Profit Board Member in GH	7/25/2020 4:00 PM
39	Close by	7/24/2020 2:44 PM
40	5th generation in tri cities	7/24/2020 2:22 PM
41	Live in GH Township	7/24/2020 10:46 AM
42	Retired.	7/24/2020 10:33 AM
43	Family has been in the Tri-Cities since 1866	7/24/2020 9:53 AM
44	live in GH Twp.	7/24/2020 9:03 AM
45	Former business owner	7/24/2020 8:10 AM
46	Robinson TWP	7/23/2020 8:56 PM
47	Live in Spring Lake but GH has been part of my life my entire life!	7/23/2020 8:05 PM
48	Visit 5 or more times a week by the boardwalk or pier. Live in Grand Haven Township.	7/23/2020 10:23 AM
49	Family residence	7/23/2020 10:04 AM
50	Local area resident	7/23/2020 9:38 AM
51	Former resident who visits frequently	7/22/2020 5:10 PM
52	Resident of spring Lake	7/20/2020 1:43 PM
53	H	7/20/2020 11:48 AM
54	Spring lake resident	7/20/2020 11:46 AM
55	I don't live in Grand Haven City, but I consider the whole area to be "Grand Haven". The Grand Haven downtown is the "core" that the rest of this wonderful community derives energy from.	7/17/2020 3:21 PM
56	Part of the TriCity aera, our school district,	7/16/2020 12:25 PM
57	Grew up there	7/16/2020 7:14 AM
58	Live in Spring Lake	7/15/2020 10:40 PM
59	Volunteer, and kid goes to GH schools	7/15/2020 8:14 PM
60	Lives in GH twp	7/15/2020 7:56 PM
61	Former resident, now living in SL.	7/15/2020 7:34 PM
62	I feel I'm a little more than a visitor since it's my hometown.	7/15/2020 7:06 PM
63	Lived in GH my whole life	7/15/2020 6:22 PM
64	Participate in community activities, frequent the businesses, belong to community organizations	7/15/2020 5:54 PM
65	Resident of GH Twp but frequent GH business, shops, restaurants, etc	7/15/2020 5:07 PM
66	Educator	7/15/2020 3:30 PM
67	Former resident. I live in spring lake.	7/15/2020 2:34 PM
68	Live in GH Township	7/15/2020 2:13 PM
69	Tricities Resident	7/15/2020 1:53 PM
70	Live 15 minutes from downtown. Go to Grand Haven for groceries etc. Take out of town guests there for the tourist stuff.	7/15/2020 10:31 AM
71	GHT resident for 11 years	7/15/2020 9:30 AM

54 / 56

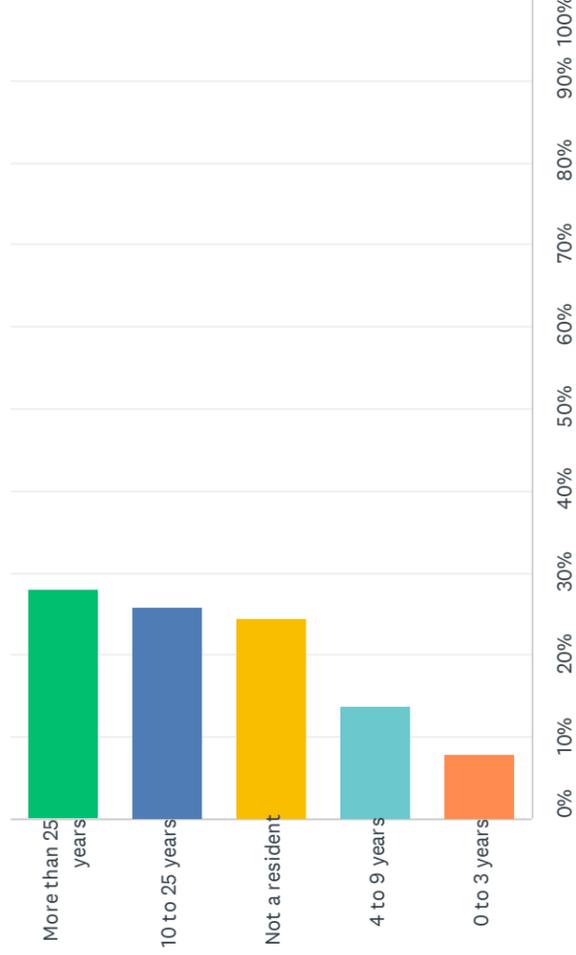
### Q14 Do you work in the City of Grand Haven?



ANSWER CHOICES	RESPONSES
No	65.69%
Yes, I work in the City	28.59%
Yes, I own an establishment	5.72%
<b>TOTAL</b>	<b>822</b>

### Q15 How long have you lived in the City of Grand Haven?

Answered: 815 Skipped: 104



ANSWER CHOICES	RESPONSES
More than 25 years	27.98% 228
10 to 25 years	25.89% 211
Not a resident	24.42% 199
4 to 9 years	13.74% 112
0 to 3 years	7.98% 65
<b>TOTAL</b>	<b>815</b>



**APPENDIX B**  
**BEYOND THE PIER**  
**MARKET ANALYSIS**



# BEYOND THE PIER

GRAND HAVEN  
WATERFRONT MASTER PLAN

# BEYOND THE PIER MARKET ANALYSIS

Completed July 2020

Prepared by **williams&works**



**MICHIGAN ECONOMIC**  
DEVELOPMENT CORPORATION

Beyond the Pier Market Analysis

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## Executive Summary

A retail market study was commissioned by the City of Grand Haven as part of an effort to collect and analyze data to inform the creation of the Beyond the Pier Waterfront Master Plan. The report examines consumer characteristics, market segmentation, retail leakage (gaps in current retail market), and retail business potential. The study provides a foundation of data to understand the city's retail industry and to identify potential retail needs and opportunities. The key findings of this analysis are summarized below.

### Consumer Characteristics & Market Segmentation

- Population growth may help drive new retail demand. Future housing development may lead to an increase in the study area's population in the near future, which will help move the needle in terms of retail potential.
- Two Major Consumer Segments. The local consumer base is largely characterized by two dominant market segments: low-to-moderate income (earning less than \$35,000 per year per household) and affluent (and generally older) households. Each presents unique opportunities but the greatest potential is for businesses that cater to both markets such as restaurants and entertainment establishments.
- Commuters Represent Potential. The downtown serves as an employment center and new retail may be supportable by these commuters, especially in areas close to major employers.
- Major economic drivers are the tourism and vacation industry, which keeps retail vacancy at a low rate within the study area. In addition to the established office, mixed-use, and residential land uses in the study area, there is a strong indicator that the potential for continued steady growth in retail markets exists.

## Introduction

The report examines consumer characteristics and market segmentation, retail leakage (gaps in current retail market), and retail business potential. The study provides a foundation of data to understand the study area's retail industry and identify potential retail needs and opportunities.

### Methodology

The analysis utilizes data from Environmental Systems Research Institute (ESRI) Business Analyst - a leading provider of demographic and business data. ESRI uses publicly accessible data along with proprietary statistical models to generate estimates for the present day (2020) as well as five-year projections (through 2025). Though there is a margin of error with any statistical modeling, there remains a high confidence level of accuracy with U.S. Census Bureau data that is being used by ESRI to model these forecasts.

The **consumer characteristics analysis** examines key demographic attributes and trends relative to the study area's retail industry and growth potential. The **leakage analysis** compares resident spending to local and regional retail business sales to identify specific retail categories in which residents are leaving the area to spend money (resulting in a retail leakage), or alternatively, where people from outside of the area are coming to shop at local businesses (creating a retail surplus).

The analysis considered four geographic trade areas discussed below. Other data being collected and analyzed for the City of Grand Haven's economic development strategy includes U.S. Census American Community Survey (ACS) estimates, which is a national survey conducted every year to provide up-to-date information about the social and economic needs of communities. These figures are useful for municipal planning projects, as they can be compared over time and across different types of plans, and it provides more up-to-date information than the decennial census.

ACS data is collected from a sample of the population in the United States and Puerto Rico, rather than from the whole population. ACS data are estimates based on a five-year rolling average. To help interpret the reliability of the estimates, the Census Bureau publishes a margin of error (MOE) for every ACS estimate. ACS data is generally accurate to within +/- 2.5% of the population, depending on the indicator. ESRI does not publish margin of error statistics but is widely considered a leading vendor for demographic data.

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### Geographies Used in Analysis

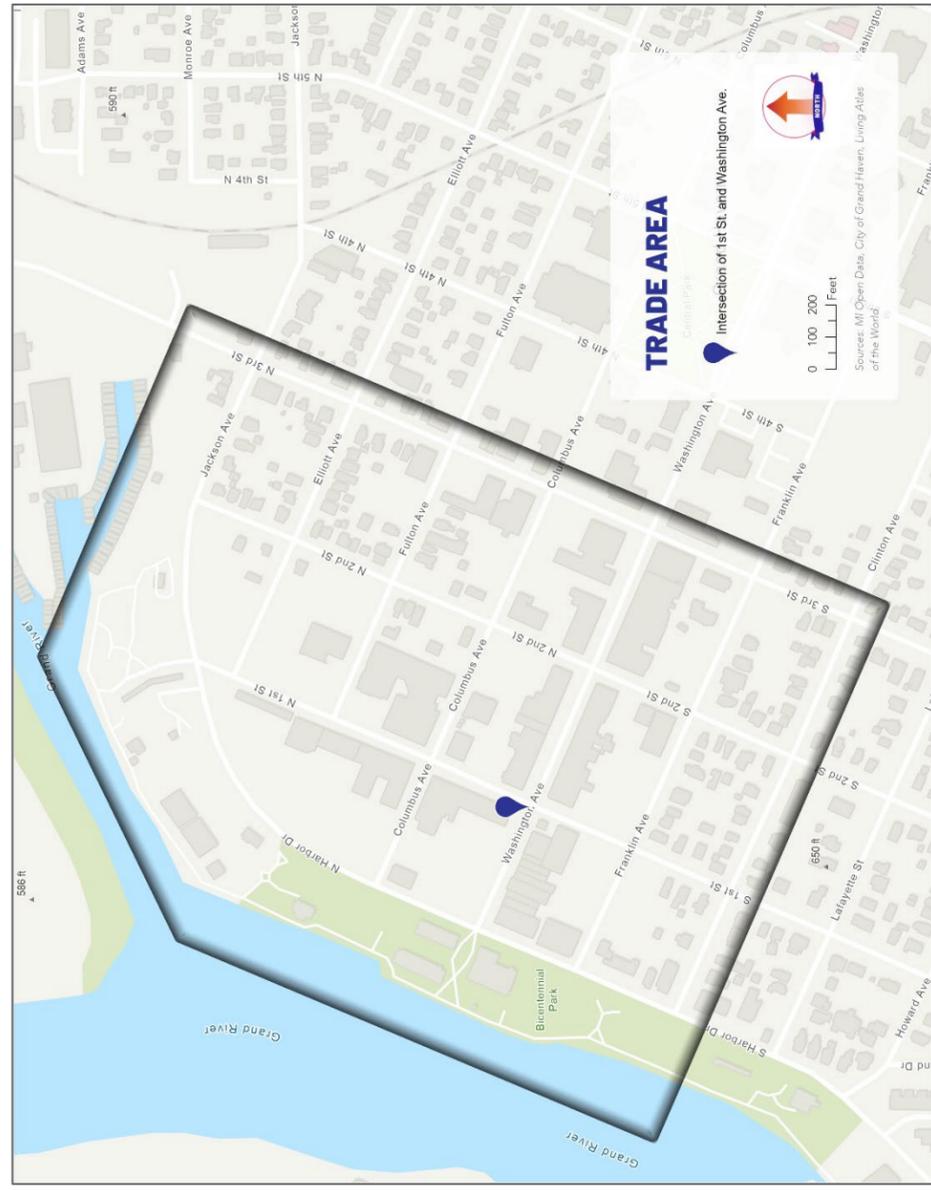
Four geographies were selected for analysis to examine specific retail concentrations in the convenience retail sectors. These convenience sectors are the places that residents of the study area are willing to travel to outside the study area regularly (multiple times per week) and into the three concentric trade areas surrounding our downtown. Arguably it could be claimed that some of these sectors are in fact destination stops and not convenience stops, however, the overall study attempts to gauge the amount of leakage into these surrounding geographies. Our four defined geographies in the analysis include the 20-block Beyond the Pier project area and three "trade areas" defined by a drive-time radius from downtown Grand Haven (the Beyond the Pier project location): 5-, 10-, and 15-minutes. These are discussed below and shown on the map on the following page.

- **Beyond the Pier Project Area:** The defined project area that contains the twenty blocks within Clinton Avenue, 3<sup>rd</sup> Street, and the Grand River shoreline. We will form this area of analysis to understand the study area's retail dynamics in terms of the inflow or outflow (leakage) of retail spending by city residents and visitors.
- **5-Minute Radius:** The 5-minute radius provides a more accurate understanding of retail potential - primarily for convenience retail goods and services for which people would typically not be willing to drive more than five minutes. The trade area includes the US-31/Beacon Boulevard commercial corridor, and M-104 east into Spring Lake.
- **10-Minute Radius:** The 10-minute radius is an intermediary geography that includes parts of US-31 north into Ferrysburg, Spring Lake Township, and Fruitport Township; US-31 south into Grand Haven Township; M-104 east into Spring Lake. It also includes the area north and south, covering all of Grand Haven and Spring Lake Townships.
- **15-Minute Radius:** This broader geography was selected to reveal retail potential for more "destination" types of retail for which consumers are willing to drive further distances. The area was selected to encompass retail concentrations in Port Sheldon to the south and Muskegon, Muskegon Heights, Roosevelt Park, and Muskegon Township to the north, including the Lakes Mall, Westshore Plaza, and the Lakeshore Marketplace. It also includes Port Sheldon Township, West Olive, Olive Township, Robinson Township, Nunica, Fruitport, and Crockery Township.

The map on the following page shows the four analysis geographies that fall within the study area. An additional map on page 5 indicates the location of major shopping centers located at the edge of the study area. This map is used as a visual indicator to show the distance away from our focused study area to destination specific market sector retail, therefore delineating our study of convenience over destination. These locations are primarily large shopping centers or shopping malls located outside Muskegon. There are many larger shopping centers and malls located in the greater Grand Rapids, Muskegon, and Holland MSA, however, when gathering information through greater concentric trade rings, a high degree of distortion towards the leakage of our 300 plus study area residents became vastly multiplied and provided less accurate information about this project's focus area. Perhaps another study in the future could accurately yield high amounts of information on the overall surplus/leakage of the greater Grand Haven area which may develop a much more defined trade area as determined through meetings with the business community, chamber of commerce, DDA, and other local organizations that may contain studies or results from previous research.

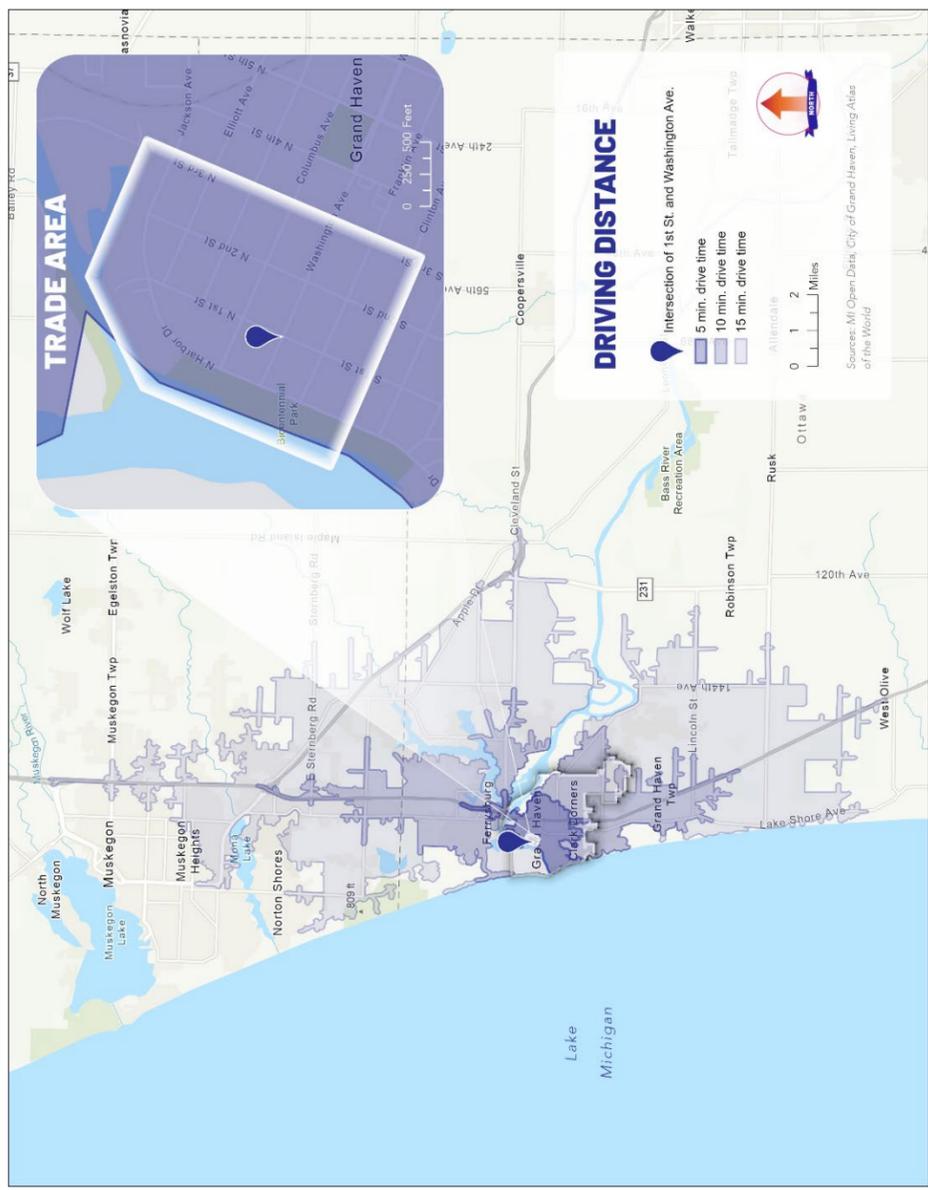
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## Beyond the Pier Study Area



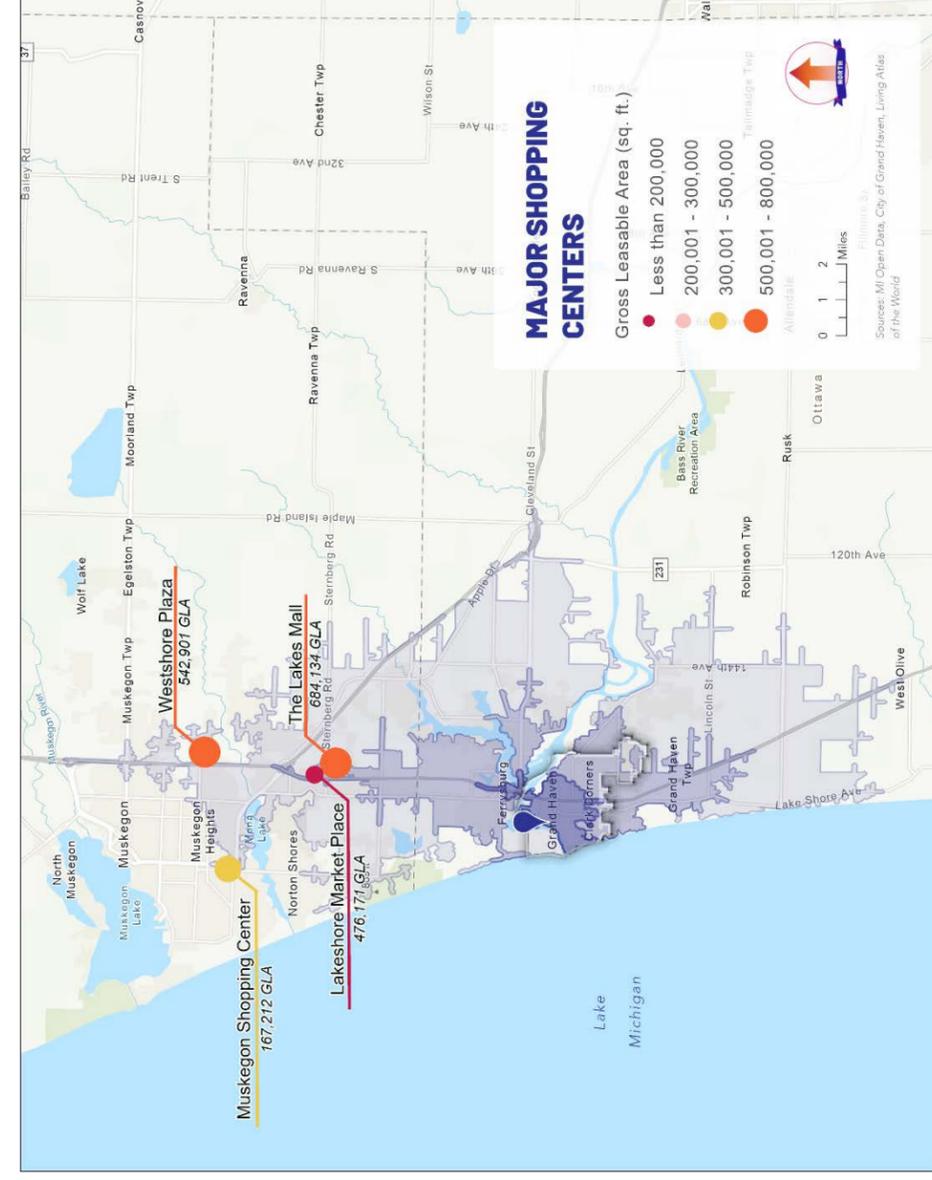
Source: Williams & Works

## Four-Tier Trade Areas



Source: Williams & Works

## Major Shopping Center Locations



Source: ESRI Business Analyst

## Retail Industry Overview

The City of Grand Haven is home to 181 retail businesses (including food services and drinking places) that account for over 2,000 jobs - approximately 22.2% of all employment in the city. The city's retail businesses have estimated combined sales of over \$210 million annually. Note that food services and drinking places are included in the retail analysis as a retail category even though this sub-sector is not classified within the retail NAICS code. As a result, the retail industry statistics may be larger than reported elsewhere.

Food Services & Drinking Places is overwhelmingly the largest component of the study area's retail industry with 55 businesses (30.4% of all retail), 1,283 employees (59.8% of all retail), and \$44.6 million in sales (21.2% of all retail). By comparison, Building Materials, Garden Equipment and Supplies Stores ranks second with 8.5% of all retail employment. Within this category, Building Materials and Supplies is the largest subsector accounting for 96.1% of Building Materials and Garden Equipment and Supplies sales. Miscellaneous Store Retailers ranks third with 6.8% of employment in the retail industry and 5.7% of sales. Other Miscellaneous Store Retailers is the most substantial subcategory with over \$6.3 million in annual sales. The city's retail businesses are generally reflective of the retail concentrations typically found in small cities economies based on tourism and seasonal employment.

The table below provides an overview of the retail industry by category, broken down by businesses, employees, and sales. Retail category definitions can be found in Appendix A.

Retail Category	Businesses		Employees		Sales	
	Number	Percent	Number	Percent	Number	Percent
Food Services & Drinking Establishments	55	30.4%	1,283	59.8%	\$44,596,868	21.2%
Miscellaneous Store Retailers	29	16.0%	145	6.8%	\$12,031,767	5.7%
Sporting Good, Hobby, Book, and Music Stores	13	7.2%	100	4.7%	\$9,001,904	4.3%
Food and Beverage Stores	14	7.7%	94	4.4%	\$9,407,927	4.5%
Building Materials, Garden Equipment and Supplies Stores	9	5.0%	183	8.5%	\$41,170,157	19.6%
Health and Personal Care Stores	9	5.0%	69	3.2%	\$15,703,371	7.5%
Fuel Stations	5	2.8%	38	1.8%	\$19,542,158	9.3%
Clothing and Clothing Accessories Stores	19	10.5%	69	3.2%	\$7,382,038	3.5%
Motor Vehicles and Parts Stores	14	7.7%	114	5.3%	\$40,177,350	19.1%
Electronics and Appliance Stores	4	2.2%	16	0.7%	\$3,081,341	1.5%
General Merchandise Stores	5	2.8%	22	1.0%	\$4,280,608	2.0%
Non-Store Retailers	3	1.7%	2	0.1%	\$794,817	0.4%
Furniture and Home Furnishing Stores	2	1.1%	11	0.5%	\$2,889,689	1.4%
<b>Total</b>	<b>181</b>	<b>100.0%</b>	<b>2,146</b>	<b>100.0%</b>	<b>\$210,059,995</b>	<b>100.0%</b>

Source: ESRI Business Analyst

Note that the retail industry statistics provided in the table represent ESRI's classification of businesses by NAICS code based on Census and other data. There is no central government agency with the role of assigning, monitoring, or approving NAICS codes for establishments. Individual establishments are assigned NAICS codes by various agencies for various purposes using a variety of methods. Generally, the U.S. Census Bureau's NAICS classification codes are derived from information that the business establishment provided on surveys, census forms, or administrative records. ESRI also utilizes additional methods to assign and verify NAICS codes. Data may not be 100% accurate but fall within an acceptable margin of error for analysis purposes.

### Consumer Characteristics

This section examines the key sociodemographic characteristics of the consumer households within each trade area. It also examines consumer spending patterns and behaviors and identifies the major consumer segments to help understand the retail potential in Grand Haven.

Population and Households						
	Trade Area Geography					
	Study Area	5-Minute Trade Area	10-Minute Trade Area	15-Minute Trade Area		
<b>Population</b>						
Population (2020)	314	6,620	27,489	71,499		
Projected Population (2025)	353	6,944	28,953	74,465		
Population Increase (2020-2025)	13	324	1,464	2,966		
Percent Increase (2020-2025)	3.7%	4.9%	5.3%	4.1%		
<b>Housing</b>						
Households (2020)	191	2,637	12,202	29,078		
Average Household Size (2020)	1.37	2.24	2.22	2.43		
Families (2020)	157	1,665	7,460	17,956		
Average Family Size (2020)	1.79	2.89	2.82	2.97		

Source: ESRI Business Analyst and US Bureau of the Census

The table above summarizes the population and household characteristics for each of the four geographies used in this study. As described above, these include the defined project area and three additional "trade areas" defined by their drive time radius. The project area has a population of just over 300 residents (191 households). The 15-minute "regional" trade area has a significantly greater population and potential consumer base when compared to the other geographies with approximately 71,499 people within a 15-minute drive time of downtown Grand Haven.

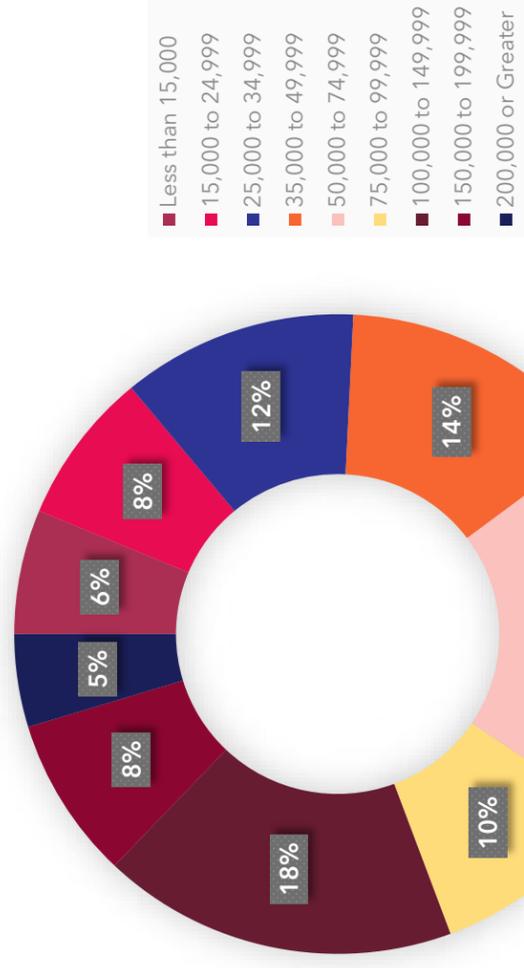
In general, the population is fairly stable with ESRI projections showing very modest increases in population across the geographies based on recent trends; however, there are a number of significant housing developments in the pipeline that are likely to increase the city's population in the near future. This is significant given that population growth is typically a driver of retail demand as more people equates to more demand for goods and services. New residents create an increased customer base. As the old adage goes, "retail follows rooftops."

Many housing developments have taken place in the neighborhoods both immediately to the north and south of downtown Grand Haven. The central business district has experienced the redevelopment and construction of many new housing units.

Projections indicate that approximately 14 new housing units will be constructed in the project area over the next five years. Therefore, the estimated population growth in the project area over the next five years is likely to grow at a very moderate rate according to ESRI's model.

The average household size is notably smaller in the project area at 1.37 people per household compared to the average household size of 2.43 persons per household in the 15-minute geography. This is most likely due to larger household sizes in the surrounding city residential neighborhoods and neighboring jurisdictions. The following figure highlights the income breakdown by percentage of housing units within the project area.

Percentage of Household Units by Income Level

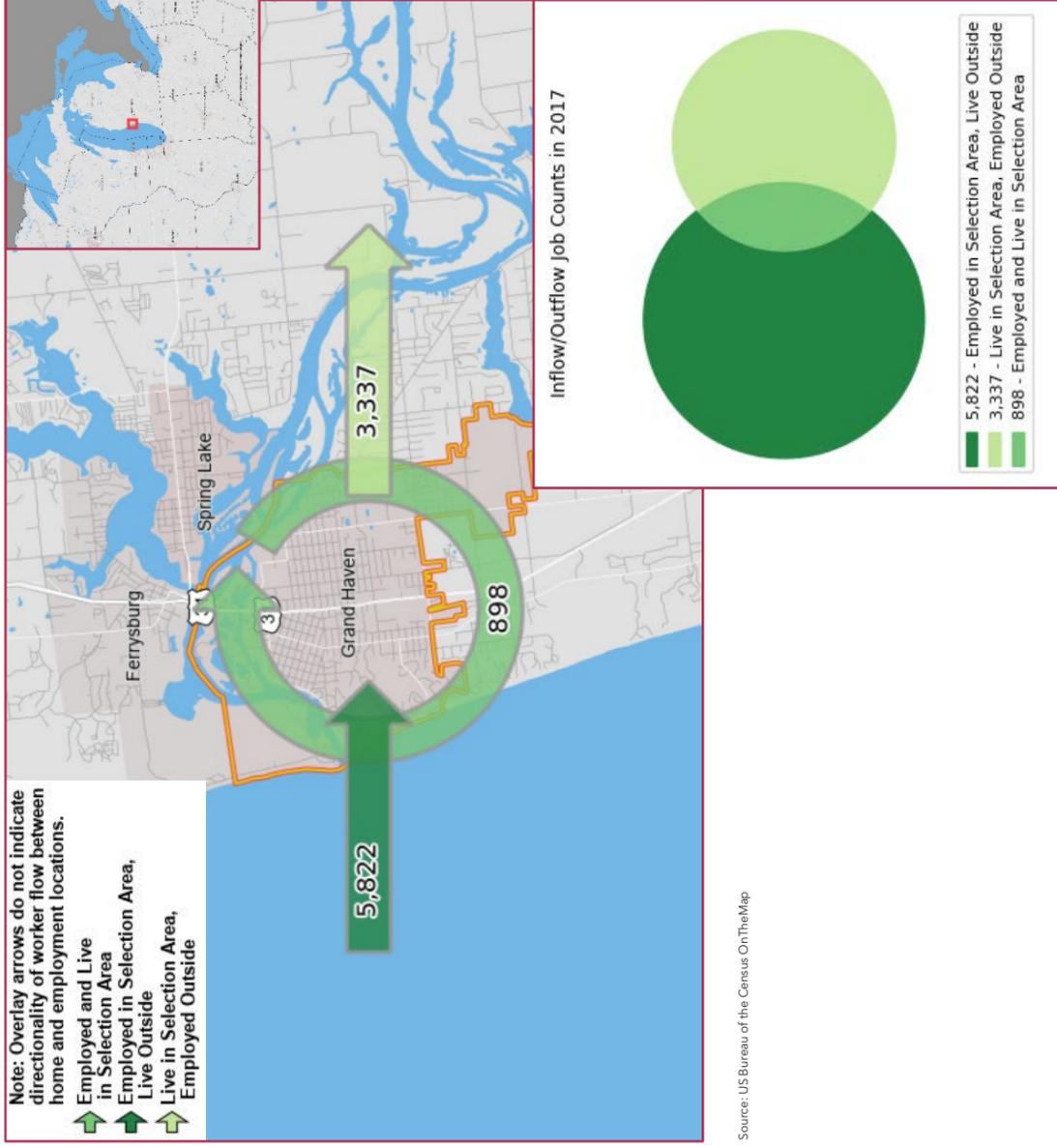


Source: US Bureau of the Census

## Commuting Characteristics

Commuting characteristics have an impact on the local retail market and are important to consider. For example, an influx of commuters working in a municipality can enhance the local market potential for goods and services targeted to daytime workers such as lunch establishments, hair salons and barbershops, pharmacies, and other convenience retail. Approximately 6,700 people *work* in the City of Grand Haven. Of those workers, approximately 5,822 (87%) commute into the city, but live elsewhere. Approximately 13% of jobs in Grand Haven are filled by residents of the city. Of the approximately 4,235 people that *live* in the City of Grand Haven (and are employed), over 78% (3,337) commute to jobs outside of Grand Haven.

The data indicates that there is a net influx of 2,485 people into the city during the day (5,822 people commuting in vs. 3,337 people commuting out). This indicates potential market demand for convenience retail businesses, especially clustered around major employment centers. The graphics below illustrate the inflow/outflow characteristics of workers and residents in the City of Grand Haven.



Source: US Bureau of the Census OnTheMap

## Age & Ethnicity

The age characteristics of Grand Haven are similar to other communities across Michigan. The study area population had a median age of 37.4 in 2020 when compared to the 15-minute geography's median age of 42.7. The age distribution shows a large percentage of residents between the ages of 15 and 34 (36.1%), a cohort distribution with comparable percentages until the distribution reaches the ages between 45 and 64 (36.4%). When correlated with the other geographies, it shows that more residents between ages of 15 and 34 either prefer to live in downtown or live with a family member that lives downtown when compared to the larger geographies. Also, the 45 to 64 cohort seems to increase downtown while they decrease in the larger geographies. This suggests that a large group of young unmarried professionals and retirees live in or near the study area. The young professionals seem to leave by the age of 35, while residents in early retirement relocate downtown. The concentration in this relatively young age group, along with affluent retirees, indicates strong market potential for retailers that target these cohorts. While predominantly “white,” the City of Grand Haven does become more diverse as the trade areas increase in size. The following table shows a breakdown of the age and race/ethnicity characteristics of the four geographies.

		Trade Area Geography			
		Study Area	5-Minute Trade Area	10-Minute Trade Area	15-Minute Trade Area
Median Age (2020)		37.4	40.9	44.7	42.7
Median Age Projected (2025)		38.0	41.4	45.4	43.5
		Median Age			
		Age Cohorts			
4 Years Old and Under	2.3%	5.8%	5.2%	5.2%	5.6%
5 Years to 9 Years	1.6%	5.8%	5.4%	5.4%	5.9%
10 Years to 14 Years	2.2%	5.8%	5.7%	5.7%	6.3%
15 Years to 24 Years	19.3%	11.4%	10.9%	10.9%	11.3%
25 Years to 34 Years	16.8%	13.8%	11.9%	11.9%	12.0%
35 Years to 44 Years	12.7%	12.0%	11.3%	11.3%	11.7%
45 Years to 54 Years	14.0%	12.0%	12.3%	12.3%	12.8%
55 Years to 64 Years	21.4%	13.2%	14.6%	14.6%	14.6%
65 Years to 74 Years	7.5%	11.7%	13.0%	13.0%	12.0%
75 Years to 84 Years	1.6%	5.6%	6.3%	6.3%	5.5%
85 Years Old and Older	0.3%	2.9%	3.5%	3.5%	2.5%
		Race/Ethnicity			
White Alone	97.2%	93.0%	93.9%	93.9%	89.0%
Black Alone	0.0%	1.0%	1.0%	1.0%	5.5%
American Indian Alone	0.9%	0.9%	0.7%	0.7%	0.7%
Asian Alone	0.0%	1.4%	1.3%	1.3%	1.2%
Pacific Islander Alone	0.0%	0.1%	0.1%	0.1%	0.0%
Some Other Race Alone	0.3%	0.6%	0.7%	0.7%	1.0%
Two or More Races	1.6%	2.9%	2.3%	2.3%	2.6%
Hispanic Origin	1.9%	3.5%	3.2%	3.2%	4.0%

## Household Income

The income characteristics in the study area are skewed lower than other geographies in large part because of the larger low-income population. The median household income in the downtown is approximately \$57,326 compared to \$64,646 in the 10-minute geography and \$63,342 in the 15-minute geography. This indicates relatively higher income households just outside of the downtown. Incomes are projected to rise at a pace similar to or greater than surrounding neighborhoods when compared to the broader geographies; however, the increasing level of affluent retirees downtown may increase that number. The City should be careful not to gentrify the downtown from persons that have traditionally lived in or nearby.

Despite the concentration of low-income households (approximately 40% of households have incomes less than \$35,000), there is a substantial concentration of higher-income households in the study area and in the broader geographies. Approximately 31% of the study area's households have incomes of \$100,000 or greater. That is a higher percentage for comparable income levels in the 5-minute, 10-minute, and 15-minute geographies indicating a strong consumer base of high-income households. Nearly 7% of households in the 10-minute trade area radius have incomes exceeding \$200,000, which may help drive market demand for luxury and high-end goods and services.

Note that income levels are generally lower in the 15-minute geography compared to the 10-minute geography as this area picks up a greater number of relatively lower-income households that live in rural areas.

### Household Income Characteristics (2020)

	Trade Area Geography			
	Study Area	5-Minute Trade Area	10-Minute Trade Area	15-Minute Trade Area
<b>Median Household Income (MHI)</b>				
Median Household Income (2020)	\$57,326	\$63,860	\$64,646	\$63,342
Projected MHI (2025)	\$59,613	\$65,842	\$66,786	\$66,869
Projected Increase in MHI (2020-2025)	\$2,287	\$1,982	\$2,140	\$3,527
Projected Percent Increase in MHI (2020-2025)	3.99%	3.10%	3.31%	5.57%
Median Disposable Income	n/a	\$52,814	\$53,256	\$52,309
<b>Households by Income Distribution (2020)</b>				
Less than \$15,000	6.2%	5.9%	5.0%	6.4%
\$15,000 - \$24,999	7.6%	8.2%	8.8%	7.7%
\$25,000 - \$34,999	11.8%	9.1%	8.6%	9.1%
\$35,000 - \$49,999	14.1%	12.3%	13.0%	13.8%
\$50,000 - \$74,999	19.7%	22.1%	21.5%	20.6%
\$75,000 - \$99,999	9.9%	12.7%	13.5%	13.6%
\$100,000 - \$149,999	17.7%	17.2%	16.0%	15.9%
\$150,000 - \$199,999	8.2%	6.3%	6.8%	6.8%
\$200,000 or Greater	4.8%	6.1%	6.7%	6.1%
Average HH Income	\$76,274	\$86,896	\$89,301	\$86,837

Source: ESRI Business Analyst and the US Bureau of the Census

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## Housing

Rental housing units exceed the number of owner-occupied homes in the study area with 52.8% of all housing units being occupied by renters. This proportion declines further from downtown. In the 15-minute geography, only approximately 20.7% of housing units are occupied by renters. This again is typical of downtown residential where a large number of persons live in rental units located above storefronts or in mixed-use or multi-family buildings. The balance between renter and owner-occupied units is expected to decline to 44.3% over the next five years.

The housing vacancy rate downtown is 11.3%, which is a lower vacancy rate compared neighborhoods close to the downtown located in the 5-minute geography (20.7%). A lower vacancy rate typically indicates a relatively stronger housing market as there are fewer housing units that are sitting vacant due to higher demand. This vacancy calculation does not include seasonal, recreational, or temporary housing units. A stronger housing market can help support new residential development and attract new retailers. Following the patterns of the population projections, the number of new housing units is not expected to increase markedly over the next five years. This may have implications for home improvement, décor, and related retailers that tend to benefit the most in areas of strong housing growth. It should be noted that ESRI housing projections, similar to population projections, are based largely on recent trends and do not factor in any housing projects planned or under construction, which would increase the estimated housing unit growth. If new housing leads to increased population (rather than replacing existing housing units) by attracting people to live in the study area who would otherwise live elsewhere, then retail potential would be enhanced due to the increase in the local consumer base.

### Housing Characteristics

	Trade Area Geography			
	Study Area	5-Minute Trade Area	10-Minute Trade Area	15-Minute Trade Area
<b>2020 Housing Units</b>				
Total Housing Units	354	3,766	12,937	30,070
Owner Occupied Units	127	1,985	7,698	20,177
Renter Occupied Units	187	922	3,105	6,224
Vacant Units	40	779	2,135	3,638
<b>2025 Housing Units</b>				
Total Housing Units	368	3,958	15,312	34,351
Owner Occupied Units	132	2,090	9,264	23,633
Renter Occupied Units	163	997	3,660	6,801
Vacant Units	73	871	2,389	3,916
<b>Projected Change in Housing Units (2020 - 2025)</b>				
Change in Number of Units	14	192	2,375	4,281
Percent Change of Units	3.95%	5.10%	18.36%	14.24%

Source: ESRI Business Analyst and US Bureau of the Census

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Home values in the study are comparable to the state average (\$146,200). When compared to the surrounding geographies median home values are considerably higher. Home values are projected to increase substantially over the next five years, rising 12.7% to a median home value of nearly \$164,000. The projected increase in housing values is comparable to the other geographies, which indicates a robust housing market over the entire region. The affordability of housing in the study area when compared to the surrounding geographies is considerably more affordable overall than the surrounding geographies. 74.4% of owner-occupied homes are valued at under \$200,000 compared to 54%, 53%, and 53% in the 5-, 10-, and 15-minute geographies, respectively. Nearly 10% of homes in the downtown exceed the \$400,000 value mark. The housing value data reflects a small percentage of high-income households and upscale homes that contrasts with the lower-income residents and young professionals living in rental housing units. It also indicates that some lower-income and middle-class families may be choosing (or are forced) to live in more affordable neighborhoods within Grand Haven and would therefore be more likely to shop closer to home.

Housing Characteristics				
	Study Area	Trade Area Geography		
		5-Minute Trade Area	10-Minute Trade Area	15-Minute Trade Area
Home Value Overview				
Median Home Value (2020)	\$144,900	\$187,427	\$192,816	\$191,832
Median Home Value (2025)	\$163,360	\$210,345	\$217,504	\$217,136
Percent Increase (2020-2025)	12.74%	12.23%	12.80%	13.19%
Average Home Value	\$196,742	\$255,333	\$271,744	\$249,706
Owner Occupied Housing Units by Value				
Less than \$50,000	2.1%	4.0%	7.6%	11.2%
\$50,000 to \$99,999	16.6%	9.8%	7.1%	9.1%
\$100,000 to \$149,999	34.8%	23.2%	19.2%	15.2%
\$150,000 to \$199,999	20.9%	17.3%	18.8%	17.4%
\$200,000 to \$249,999	6.5%	9.1%	11.7%	13.3%
\$250,000 to \$299,999	6.5%	11.1%	10.2%	10.8%
\$300,000 to \$399,999	4.5%	10.6%	9.7%	10.6%
\$400,000 to \$499,999	4.6%	9.4%	5.5%	4.1%
\$500,000 to \$749,999	1.3%	0.4%	4.6%	4.4%
\$750,000 to \$999,999	1.3%	1.5%	2.6%	1.8%
\$1,000,000 or Greater	2.1%	0.9%	3.0%	2.2%

Source: ESRI BusinessAnalyst and US Bureau of the Census

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## Spending Patterns

This section discusses spending patterns by households in each geography and in specific retail categories. The average annual amount spent by households is shown along with the Spending Potential Index (SPI). The SPI is household based and represents the amount spent for a product or service relative to a national average of 100. As an example, an SPI of 120 means that households spend 20% more than the national average in that category. The index is helpful for understanding retail potential by identifying the types of retail categories in which local consumers tend to spend more, and in which new businesses may be supported because of those spending patterns. As shown on the following chart, consumer households in the study area and the 5-, 10-, and 15-minute drive time geographies spend comparatively on retail goods and services overall compared to national averages. There are three categories where SPI is 5% or greater than the national average. Local consumers tend to spend more on health care (health procedures, office visits, and prescription drugs); vehicle maintenance and repairs (repairs at a mechanic or do-it-yourself repairs); and support payments, in-kind payments, and cash contributions (alimony and child support, and payments to persons outside the household unit).

Consumer Spending (2020)					
Retail Category	Household Spending	Geography			
		Study Area	5-Minute Trade Area	10-Minute Trade Area	15-Minute Trade Area
Apparel & Services	Average Spent		\$2,099.24	\$2,112.32	\$2,055.79
	MPI		98	98	96
Education*	Average Spent		\$1,664.12	\$1,691.86	\$1,634.73
	MPI		93	95	91
Entertainment & Recreation	Average Spent		\$3,178.39	\$3,283.88	\$3,216.46
	MPI		98	101	99
Food at Home	Average Spent		\$5,199.45	\$5,342.73	\$5,219.42
	MPI		97	100	98
Food Away from Home	Average Spent		\$3,653.06	\$3,702.96	\$3,610.61
	MPI		97	98	96
Health Care	Average Spent		\$5,753.64	\$6,024.82	\$5,920.58
	MPI		100	105	103
Household Furnishings & Equipment	Average Spent		\$2,167.19	\$2,213.73	\$2,163.01
	MPI		99	101	99
Personal Care Products & Services	Average Spent		\$916.14	\$932.54	\$906.35
	MPI		100	101	99
Shelter	Average Spent		\$18,489.53	\$18,834.72	\$18,012.26
	MPI		95	97	93
Support Payments, Cash Contributions, In-Kind Payments**	Average Spent		\$2,350.46	\$2,455.90	\$2,366.26
	MPI		100	105	101
Travel	Average Spent		\$2,300.23	\$2,402.43	\$2,308.49
	MPI		95	100	96
Vehicle Maintenance & Repairs	Average Spent		\$1,191.85	\$1,214.35	\$1,170.56
	MPI		103	105	101

Source: ESRI BusinessAnalyst-Online. Consumer Spending data are derived from the 2016 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Data Note: 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.

Pink highlighting indicates SPI is at least 5% greater than national average.

\* Education includes tuition; fees; and textbooks, supplies, and equipment for public and private nursery schools, elementary and high schools, colleges and universities; and other schools.

\*\* Support payments include alimony and child support, as well as any regulator contributions to persons outside the consumer unit.

## Consumer Behavior

Consumer behaviors are also important to examine as they can highlight patterns, strengths, and potential for certain types of retailers whose products align with the activities and preferences of local households. The table on the following page provides an estimate of the number of households in Grand Haven that have engaged in certain behaviors or purchased specific types of products. For each category, the Market Potential Index (MPI) is shown. MPI measures the relative likelihood of consumers in the specified area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. As with SPI, an MPI of 100 represents the U.S. average.

The following table shows the categories with the highest MPI for households in the City of Grand Haven. The types of products and behaviors with the highest MPI reflect the young college population in the study area, including things like watching TV online, mobile banking, downloading movies over the internet, owning an iPhone, etc. These consumer behaviors are indicative of a technology-inclined consumer base that is more likely to shop online for goods than in brick-and-mortar retail locations.

There are also a number of entertainment categories where MPI greatly exceeds the national average including going to live theater, going to bars/night clubs, and going to see a movie. Additionally, several travel and vacation behaviors ranked among the top, including several related to foreign vacations. The entertainment and travel consumer behaviors indicate that there may be opportunities for more entertainment-related venues and businesses that can target both the student population and the generally more affluent households in the city – both of which have a greater propensity to participate in entertainment and nightlife activities.

Food-related consumer habits also emerged with higher than average MPI estimates. Patronage of fast food/drive-in restaurants was very high, as well as use of organic food. Again, the patterns reflect the dichotomy of the city’s population of young students and relatively affluent households.

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### Top Consumer Behaviors - City of Grand Haven (2020)

Product/Consumer Behavior	Expected Number of Adults per Household	Percent of Adults per Household	MPI
Household spent \$1-\$499 on most recent home computer	501	17.1%	116
Household spent \$500-\$999 on most recent home computer	549	18.7%	117
Bought cigarettes at a convenience store in the last 30 days	669	12.7%	121
Bought gas at a convenience store in the last 30 days	2,155	41.0%	110
Played video or electronic game console in the last 12 months	585	11.1%	123
Average monthly credit card expense \$1-\$110	7,018	14.4%	127
Own shares in a mutual fund (bonds)	148	52.0%	110
Have a checking account that accrues interest	7,049	32.0%	112
Currently carry life insurance	10,505	47.6%	110
Read a daily newspaper (paper version)	4,179	18.9%	119
Household owns a portable GPS navigation device	2,832	23.2%	114
Household did any home improvement project in the last 12 months	8,753	30.1%	110
Household owns any pet	17,450	60.0%	112
Household owns a cat	8,107	27.9%	122
Household owns a dog	13,469	46.3%	113
Buying an American car is important to me	24,049	42.9%	116

Source: ESRI Business Analyst

An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Product/Consumer Behavior with MPI > 110 Shown Above

## Consumer Segmentation

Consumer segmentation is a tool to help understand a population in each geography by categorizing households into groups with similar characteristics. These groups, or segments, help simplify the understanding of consumer behaviors and what they mean for the city’s retail market. ESRI’s Tapestry Segmentation model was used to identify the most populous consumer segments in each of the study geographies. Tapestry classifies households into 67 unique segments based on demographic and socioeconomic characteristics. The model and its classifications are utilized by retailers throughout the U.S. to make site selection decisions.

The top five Tapestry segments for each geography by percentage of households are shown below, followed by profiles of the top five segments found in our study area. Note that the profiles are generalizations based on the nationwide segmentation model, and not the specific populations residing in Grand Haven. Nevertheless, they provide useful insights into the broad consumer segments within the downtown trade area.

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## Consumer Segmentation: Top 5 Tapestry Segments (2020)

Rank	Geography											
	Study Area	(%)	Nation (%)	5-Minute Trade Area	(%)	Nation (%)	10-Minute Trade Area	(%)	Nation (%)	15-Minute Trade Area	(%)	Nation (%)
1	Segment 11D	73.1%	1.4%	Segment 5D	21.4%	2.2%	Segment 5E	17.5%	2.5%	Segment 6A	15.0%	3.2%
2	Segment 5B	15.7%	2.2%	Segment 11D	20.9%	1.4%	Segment 5D	13.0%	2.2%	Segment 6B	14.1%	2.9%
3	Segment 8C	11.1%	2.3%	Segment 5A	16.3%	2.4%	Segment 8F	10.4%	2.3%	Segment 5E	9.8%	2.5%
4				Segment 5E	14.1%	2.5%	Segment 6A	9.4%	3.2%	Segment 8F	8.7%	2.3%
5				Segment 5B	13.8%	2.2%	Segment 5A	7.2%	2.4%	Segment 5D	6.6%	2.2%
Total		99.9%	5.9%		86.5%	10.7%		57.5%	12.6%		54.2%	13.1%

Source: ESRI Business Analyst

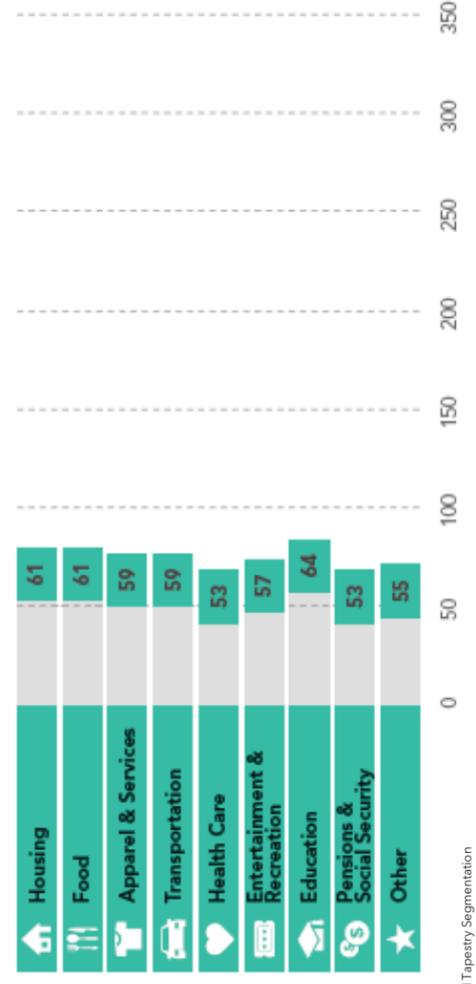
### Segment 11D<sup>1</sup> 73.1% of Study Area Households -

Description: Almost three-quarters of all households within the Beyond the Pier study area are categorized into Segment 11D - Set to Impress. Set to Impress is depicted by medium multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are single person and nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many of these household's work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene.

<sup>1</sup> ESRI Tapestry Segmentation

## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



Source: ESRI Tapestry Segmentation

Apartments represented by multiple multiunit structures are often nestled in neighborhoods with either single-family homes or other businesses.

- Renters make up nearly three quarters of all households.
- They are found mostly in urban areas, but also in suburbs.
- Single-person households make up over 40% of all households.
- It is easy enough to walk or bike to work for many residents.

Residents are better educated and mobile.

- Unemployment is higher, although many are still enrolled in college (Index 141).
- They always have an eye out for a sale and will stock up when the price is right.
- They prefer name brands but will buy generic when it is a better deal.
- Quick meals on the run are a reality of life.
- They are image-conscious consumers that dress to impress and often make impulse buys.
- They maintain close relationships with family.

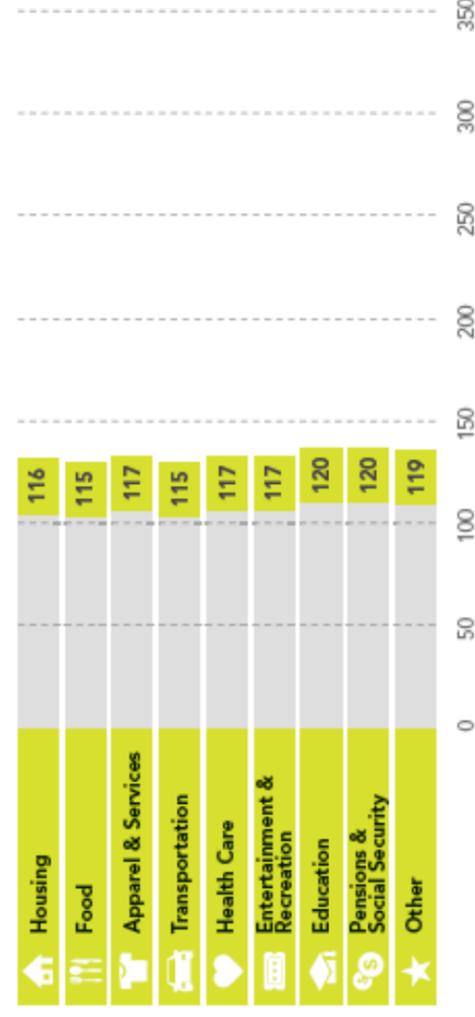
### Segment 5B<sup>2</sup> 15.7% of Study Area Households -

Description: More than 15% of all households within the study area are categorized into Segment 5B - In Style. In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected to and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and is already planning for their retirement.

<sup>2</sup> ESRI Tapestry Segmentation

## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



Source: ESRI Tapestry Segmentation

- City dwellers of large metropolitan areas.
- Married couples, primarily with no children (Index 112) or single households (Index 109); average household size at 2.35.
- Home ownership average at 68% (Index 108); nearly half, 47%, mortgaged (Index 114).
- Primarily single-family homes, in older neighborhoods (built before 1980), with a mix of town homes (Index 132) and smaller (5 - 19 units) apartment buildings (Index 110).
- Median home value at \$243,900.
- Vacant housing units at 8.6%.
- College educated: 48% are graduates (Index 155); 77% with some college education.
- Low unemployment rate at 3.6% (Index 66); higher labor force participation rate is at 67% (Index 108) with proportionately more 2-worker households (Index 110).
- Median household income of \$73,000 reveals an affluent market with income supplemented by investments (Index 142) and a substantial net worth (Index 178).
- Connected and knowledgeable, they carry smartphones and use many of the features.
- Attentive to price, they use coupons, especially mobile coupons.

### Segment 8C<sup>3</sup>

#### 11.1% of Study Area Households -

Description: This segment of study area households completes over 99% of the entire social-economic segmentation classification of the downtown study area. Segment 8C - Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders are under the age of 35. Slightly more diverse

<sup>3</sup> ESRI Tapestry Segmentation

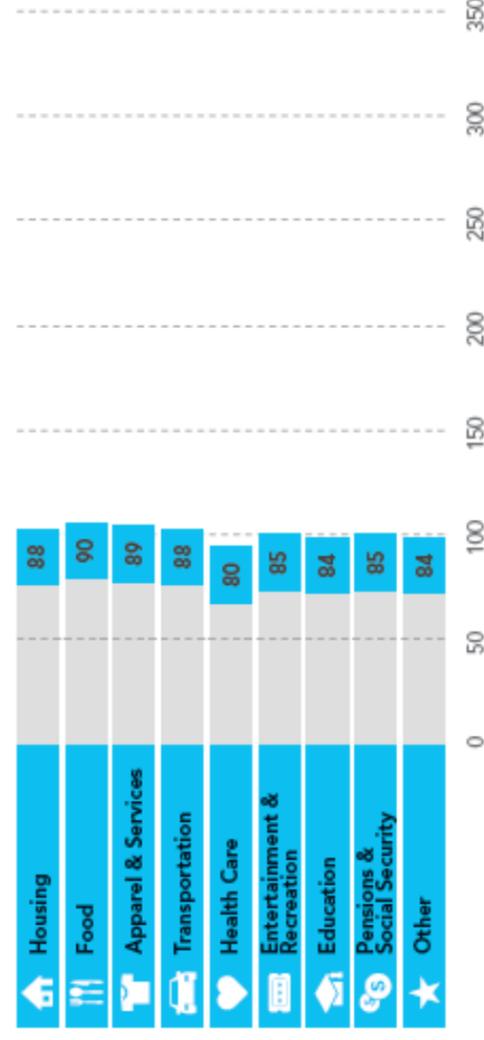
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couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

- Approximately 57% of the households rent; 43% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent (Index 125) and single-person (Index 115) households.
- Multiunit buildings or row housing make up 56% of the housing stock (row housing (Index 178), buildings with 5-19 units (Index 275)); 43% built 1980-99.
- Average rent mirrors the US (Index 100).
- Lower vacancy rate is at 8.2%.
- Education completed: 35% with some college or an associate degree, 33% with a bachelor's degree or higher.
- Unemployment rate is lower at 4.7%, and labor force participation rate of 72% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment impacts their purchasing decisions.

## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



Source: ESRI Tapestry Segmentation

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## Retail Leakage Analysis

A retail leakage analysis is a statistical tool to help understand the retail dynamics in a certain geography. It is commonly referred to as a retail “gap” analysis because it identifies gaps in the retail market where demand for retail goods and services in a specific category is not being satisfied by the existing retail businesses in that geography (i.e., sales are “leaking” out of the downtown). Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as three (3) industry groups within the Food Services & Drinking Establishments subsector.

The analysis compares the estimated spending of households located in each geography (demand) with actual sales at retail businesses within that same geography (supply). “Estimated spending,” or demand, is a figure that includes all retail spending by households, including at local retail establishments as well as elsewhere in the region and online. Actual sales at retail businesses within the geography include all sales, whether to residents or not, thus indicating the total supply provided to all customers. Retail leakage (gap) is calculated as demand minus supply. Therefore, a positive retail gap indicates that demand exceeds supply within the geography, and consumers are leaving the area (or going online) to purchase goods and services in that category. A negative retail gap indicates a net inflow of spending in a retail category within a given geography.

A negative retail gap also indicates that supply exceeds demand from within the geography, providing evidence that customers are coming from outside the geography. This is common when there are significant retail/restaurant destinations that attract patrons from outside of the geography being examined. The negative gap is the amount of money that residents from outside the community spend in that geography. This retail leakage analysis was performed for each of the four geographies examined. The total retail leakage figures are shown below with a detailed breakdown by category for each geography on the following pages. The downtown study area has a net overall retail surplus of \$60 million annually; however, much of this surplus is being provided by businesses that cater to residents out of the study area.

Retail Gap Summary (\$)				
	Study Area	Geography		
		5-Minute Trade Area	10-Minute Trade Area	15-Minute Trade Area
Total Retail Trade and Food & Drink	<b>(60,224,293)</b>	<b>(121,156,841)</b>	<b>(228,533,297)</b>	<b>(430,992,929)</b>
Total Retail Trade	<b>(49,274,804)</b>	<b>(85,091,904)</b>	<b>(187,490,704)</b>	<b>(367,729,074)</b>
Total Food & Drink	<b>(10,949,487)</b>	<b>(36,064,937)</b>	<b>(41,042,592)</b>	<b>(63,263,854)</b>

Source: ESRI Business Analyst

As shown in the previous table, all four of these analyses trade areas have a cumulative over supply (negative gap) for retail trade and food services & drinking establishments. However, a trade area with a cumulative total surplus, doesn’t necessarily indicate that all retail/restaurant sectors are oversupplied. This is indicated below.

### Beyond the Pier Downtown Study Area

The Beyond the Pier study area contains a cumulative retail surplus of more than \$60 million. This is typical, as downtowns traditionally have fewer households and lower populations while containing a great quantity of retail and restaurant space. Therefore, over-supply is often indicated when measured at a whole. But it is important to note that certain retail sectors are experiencing retail leakage into nearby markets. As you will see by the trade area numbers in the larger trade areas, most of the demand from downtown consumers is fulfilled within the 10-Minute Trade Area. The retail sectors with the greatest amounts of leakage (at the 4-digit NAICS level) are:

- Automobile Dealers (\$550,607) or a 38% leakage
- Furniture Stores (\$178,324) or a 100% leakage
- Home Furnishing Stores (\$101,510) or a 100% leakage
- Grocery Stores (\$1,388,486) or a 100% leakage
- Other General Merchandise Stores (\$428,987) or a 100% leakage
- Florists (\$12,660) or a 100% leakage
- Vending Machine Operators (\$9,500) or a 100% leakage
- Direct Selling Establishments (\$18,681) or a 100% leakage
- Special Food Services (\$25,486) or a 100% leakage
- Drinking Places - Alcoholic Beverages (\$52,426) or a 100% leakage

The leakage in Grocery Stores is by far the largest amount leaking into the surrounding markets, well over \$1.3 million. Categories such as groceries are often considered retail sectors that people are willing to drive extra time for larger purchases, these are handled at large retail centers such as Walmart, Meijer, Kroger, etc. and these providers are typically not found in small downtown centers. However, successful downtown-based grocery stores do exist and have been growing in recent years. Examples include Gordon Food Markets (a community market-style grocery outlet operated by Gordon Food Services), or a more local example is the Bridge Street Market (a neighborhood-based full-service grocery market located in Grand Rapids, operated by Meijer). Other downtown or “urban” grocery store models have been provided by retailers such as Whole Foods, Trader Joes, or Dominick’s, who is based in Chicago.

Retail Leakage - Downtown Study Area					
NAICS	Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage (Outflow or Inflow)
4411	Automobile Dealers	1,436,170	885,563	550,607	38%
4412	Other Motor Vehicle Dealers	146,958	3,213,167	<b>(3,066,209)</b>	<b>-2086%</b>
4413	Auto Parts, Accessory & Tire Stores	187,758	583,035	<b>(395,277)</b>	<b>-211%</b>
4421	Furniture Stores	178,324	0	178,324	100%
4422	Home Furnishing Stores	101,510	0	101,510	100%
443	Electronics & Appliance Stores	283,406	757,369	<b>(473,963)</b>	<b>-167%</b>

4441	Building Materials & Supply Dealers	468,331	14,820,391	(14,352,060)	-3065%
4442	Garden Equipment & Supply Stores	42,748	572,631	(529,883)	-1240%
4451	Grocery Stores	1,388,486	0	1,388,486	100%
4452	Specialty Food Stores	78,331	1,493,439	(1,415,108)	-1807%
4453	Beer, Wine, & Liquor Stores	116,452	1,821,791	(1,705,339)	-1464%
4461	Health & Personal Care Stores	603,292	4,956,141	(4,352,849)	-722%
4471	Gasoline Stations	1,004,960	12,591,051	(11,586,091)	-1153%
4481	Clothing Stores	311,188	28,123,365	(27,812,177)	-8937%
4482	Shoe Stores	66,989	381,464	(314,475)	-469%
4483	Jewelry, Luggage, & Leather Goods Stores	88,075	990,512	(902,437)	-1025%
4511	Sporting Goods, Hobby, Musical Instruments Stores	196,548	1,665,219	(1,468,671)	-747%
4512	Book, Periodical, & Music Stores	41,387	3,520,168	(3,478,781)	-8405%
4521	Department Stores (excluding leased departments)	940,012	1,147,970	(207,958)	-22%
4529	Other General Merchandise Stores	428,987	0	428,987	100%
4531	Florists	12,660	0	12,660	100%
4532	Office Supplies, Stationary & Gift Stores	64,931	1,125,596	(1,060,665)	-1634%
4533	Used Merchandise Stores	56,733	483,686	(426,953)	-753%
4539	Other Miscellaneous Merchandise Stores	176,930	3,471,955	(3,295,025)	-1862%
4541	Electronic Shopping & Mail-Order Houses	128,176	249,263	(121,087)	-94%
4542	Vending Machine Operators	9,500	0	9,500	100%
4543	Direct Selling Establishments	18,681	0	18,681	100%
7223	Special Food Services	25,486	0	25,486	100%
7224	Drinking Places (alcoholic beverages)	52,426	0	52,426	100%
7225	Restaurant/Other Eating Places	857,809	11,879,642	(11,021,833)	-1285%

Source: ESRI Business Analyst

The downtown does have some notable retail sectors with a negative retail gap (i.e., representing a net influx of spending). The most significant of these include:

- Other Motor Vehicle Dealers (-\$3.1M) or an 2,086% over-supply
- Building Materials & Supply Stores (-\$14.3M) or an 3,065% over-supply
- Lawn & Garden Equipment and Supplies Stores (-\$529,883) or an 1,240% over-supply
- Specialty Food Stores (-\$1.4M) or an 1,807% over-supply
- Beer, Wine, Liquor Retailers (-\$1.7M) or an 1,464% over-supply
- Book, Periodical, and Music Stores (-3.5M) or an 8,405% over-supply
- Office Supplies, Stationary, and Gift Shops (-1.1M) or an 1,634% over-supply
- Other Miscellaneous Merchandise Stores (-3.3M) or an 1,862% over-supply
- Restaurants & Other Eating Establishments (-\$11.1M) or an 1,285% over-supply

The table provides a full breakdown of the retail gap for the downtown study area by retail category. Note that retail leakage in a category does not necessarily equate to retail potential. Retail potential is analyzed in the following section. The surplus in *the Restaurants/Other Eating Places* indicates that Grand Haven is functioning as a dining (and drinking) destination. The surplus of *Building Materials & Supply Stores*, as well as other specialty liquor and food retailers, and *Book, Periodical, and Music Stores* indicates that people from outside of the area travel downtown to shop specialty markets and suppliers for items they may not be able to find in a larger trade area.

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### 5-Minute Trade Area

The 5-Minute Trade geography contains a cumulative retail surplus of more than \$121 million dollars. Though containing a larger household count and population, the demand for services also greatly increases. It may contain retail corridors as well, which is where these sales take place. Again, over-supply is often indicated when measured at a whole, but it is important to note that certain retail sectors are experiencing retail leakage into even larger markets. Most of the demand, if not met here, is fulfilled within the 10-Minute Trade Area. The retail sectors with the greatest amounts of leakage (at the 4-digit NAICS level) are:

- Furniture Stores (\$449,149) or a 27% leakage
- Grocery Stores (\$12,648,219) or a 100% leakage
- Shoe Stores (\$55,840) or a 9% Leakage
- Department Stores (excluding leased departments) (\$6,740,978) or a 78% Leakage
- Other General Merchandise Stores (\$1,530,274) or a 39% Leakage
- Electronic Shopping & Mail-Order Houses (\$825,238) or a 70% Leakage
- Vending Machine Operators (\$85,819) or a 100% leakage
- Special Food Services (\$131,679) or a 55% leakage
- Drinking Places – Alcoholic Beverages (\$432,293) or an 87% leakage

Retail Leakage - 5-Minute Trade Area					
NAICS	Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage (Outflow or Inflow)
4411	Automobile Dealers	13,618,771	20,262,672	(6,643,901)	-49%
4412	Other Motor Vehicle Dealers	1,464,987	15,308,413	(13,843,426)	-945%
4413	Auto Parts, Accessory & Tire Stores	1,766,879	4,606,265	(2,839,386)	-161%
4421	Furniture Stores	1,642,682	1,193,533	449,149	27%
4422	Home Furnishing Stores	1,019,284	1,696,155	(676,871)	-66%
443	Electronics & Appliance Stores	2,604,915	3,081,341	(476,426)	-18%
4441	Building Materials & Supply Dealers	4,984,933	39,570,799	(34,585,866)	-694%
4442	Garden Equipment & Supply Stores	479,462	1,599,358	(1,119,896)	-234%
4451	Grocery Stores	12,648,219	0	12,648,219	100%
4452	Specialty Food Stores	708,654	3,655,360	(2,946,706)	-416%
4453	Beer, Wine, & Liquor Stores	1,060,662	4,749,128	(3,688,466)	-348%
4461	Health & Personal Care Stores	5,790,466	15,703,371	(9,912,905)	-171%
4471	Gasoline Stations	9,212,541	19,542,158	(10,329,617)	-112%
4481	Clothing Stores	2,818,938	5,407,466	(2,588,528)	-92%
4482	Shoe Stores	604,850	549,010	55,840	9%
4483	Jewelry, Luggage, & Leather Goods Stores	806,337	1,425,562	(619,225)	-77%
4511	Sporting Goods, Hobby, Musical Instruments Stores	1,826,147	3,935,617	(2,109,470)	-116%
4512	Book, Periodical, & Music Stores	357,815	5,066,287	(4,708,472)	-1316%
4521	Department Stores (excluding leased departments)	8,624,043	1,883,065	6,740,978	78%
4529	Other General Merchandise Stores	3,927,817	2,397,543	1,530,274	39%
4531	Florists	139,289	214,625	(75,336)	-54%

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4532	Office Supplies, Stationary & Gift Stores	605,515	4,015,845	(3,410,330)	-563%
4533	Used Merchandise Stores	511,102	1,433,915	(922,813)	-181%
4539	Other Miscellaneous Merchandise Stores	1,666,187	6,367,374	(4,701,187)	-282%
4541	Electronic Shopping & Mail-Order Houses	1,184,896	359,658	825,238	70%
4542	Vending Machine Operators	85,819	0	85,819	100%
4543	Direct Selling Establishments	210,012	435,159	(225,147)	-107%
7223	Special Food Services	241,521	109,842	131,679	55%
7224	Drinking Places (alcoholic beverages)	496,220	63,927	432,293	87%
7225	Restaurant/Other Eating Places	7,794,190	44,423,100	(36,628,910)	-470%

Source: ESRI Business Analysts

The 5-Minute Trade Area does have some notable retail sectors with a negative retail gap (i.e., representing a net influx of spending). The most significant of these include:

- Other Motor Vehicle Dealers (-\$13.8M) or an 945% over-supply
- Building Materials & Supply Stores (-\$34.6M) or an 694% over-supply
- Lawn & Garden Equipment and Supplies Stores (-\$1.1) or an 1,240% over-supply
- Specialty Food Stores (-\$1.4M) or an 1,807% over-supply
- Beer, Wine, Liquor Retailers (-\$1.7M) or an 1,464% over-supply
- Book, Periodical, and Music Stores (-3.5M) or an 8,405% over-supply
- Office Supplies, Stationary, and Gift Shops (-1.1M) or an 1,634% over-supply
- Other Miscellaneous Merchandise Stores (-3.3M) or an 1,862% over-supply
- Restaurants & Other Eating Establishments (-\$11.1M) or an 1,285% over-supply

### 10-Minute Trade Area

The 10-Minute Trade Area seems to absorb the most leakage from both the downtown study area, the 5-Minute Trade Area, and even from the 15-Minute Trade area. This is evident in the table below. There are still significant gaps and over-supplied sectors in the 10-Minute Trade Area however, some examples of the gaps include:

- Automobile Dealers (\$20,519,776) or a 32% Leakage
- Furniture Stores (\$4,349,372) or a 58% Leakage
- Home Furnishing Stores (\$1,531,849) or a 32% Leakage
- Health & Personal Care Stores (\$317,136) or a 1% Leakage
- Jewelry, Luggage, and Leather Goods Stores (\$1,531,172) or a 26% Leakage
- Other General Merchandise Stores (\$10,774,518) or a 42% Leakage
- Florists (\$381,849) or a 40% Leakage
- Electronic Shopping & Mail Order Houses (\$4,557,009) or a 71% Leakage
- Direct Selling Establishments (\$223,322) or a 12% Leakage
- Drinking Places - Alcoholic Beverages (\$1,522,349) or a 66% Leakage

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Retail Leakage - 10-Minute Trade Area					
NAICS	Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage (Outflow or Inflow)
4411	Automobile Dealers	63,772,313	43,252,537	20,519,776	32%
4412	Other Motor Vehicle Dealers	6,963,173	34,698,652	(27,735,479)	-398%
4413	Auto Parts, Accessory & Tire Stores	8,270,035	8,474,083	(204,048)	-2%
4421	Furniture Stores	7,538,801	3,189,429	4,349,372	58%
4422	Home Furnishing Stores	4,801,713	3,269,864	1,531,849	32%
443	Electronics & Appliance Stores	12,036,677	15,422,647	(3,385,970)	-28%
4441	Building Materials & Supply Dealers	24,086,390	58,528,082	(34,441,692)	-143%
4442	Garden Equipment & Supply Stores	2,347,927	3,230,515	(882,588)	-38%
4451	Grocery Stores	58,749,415	163,257,381	(104,507,966)	-178%
4452	Specialty Food Stores	3,284,046	4,094,397	(810,351)	-25%
4453	Beer, Wine, & Liquor Stores	4,922,868	7,545,858	(2,622,990)	-53%
4461	Health & Personal Care Stores	27,432,893	27,115,757	317,136	1%
4471	Gasoline Stations	42,873,453	53,766,928	(10,893,475)	-25%
4481	Clothing Stores	12,981,175	13,140,201	(159,026)	-1%
4482	Shoe Stores	2,771,635	3,275,908	(504,273)	-18%
4483	Jewelry, Luggage, & Leather Goods Stores	3,732,229	2,201,057	1,531,172	41%
4511	Sporting Goods, Hobby, Musical Instruments Stores	8,470,644	11,940,289	(3,469,645)	-41%
4512	Book, Periodical, & Music Stores	1,619,522	5,533,674	(3,914,152)	-242%
4521	Department Stores (excluding leased departments)	39,873,726	67,546,600	(27,672,874)	-69%
4529	Other General Merchandise Stores	18,247,584	7,473,066	10,774,518	59%
4531	Florists	672,727	290,878	381,849	57%
4532	Office Supplies, Stationary & Gift Stores	2,811,143	7,049,388	(4,238,245)	-151%
4533	Used Merchandise Stores	2,334,450	3,865,070	(1,530,620)	-66%
4539	Other Miscellaneous Merchandise Stores	7,889,309	10,049,256	(2,159,947)	-27%
4541	Electronic Shopping & Mail-Order Houses	5,493,621	936,612	4,557,009	83%
4542	Vending Machine Operators	396,653	2,940,018	(2,543,365)	-641%
4543	Direct Selling Establishments	1,078,086	854,764	223,322	21%
7223	Special Food Services	1,117,699	1,475,605	(357,906)	-32%
7224	Drinking Places (alcoholic beverages)	2,301,462	779,113	1,522,349	66%
7225	Restaurant/Other Eating Places	35,866,459	78,073,495	(42,207,036)	-118%

Source: ESRI Business Analyst

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The Sectors with the greatest negative retail gap (over-supply) include:

- Other Motor Vehicle Dealers (-\$28M) or an 398% over-supply
- Building Materials & Supply Stores (-\$34M) or an 143% over-supply
- Grocery Stores (-\$105M) or an 178% over-supply
- Book, Periodical, and Music Stores (-\$4M) or an 242% over-supply
- Office Supplies, Stationary, and Gift Shops (-\$4M) or an 151% over-supply
- Vending Machine Operators (-\$3M) or an 641% over-supply
- Restaurant and Other Eating Places (-\$42M) or an 118% over-supply

### 15-Minute Trade Area

Most of the retail sectors in the 15-Minute Trade Area have a negative retail gap which indicates that sales are meeting or exceeding the demand from consumers in this geography. The positive gap numbers (leakage) occurs in several categories, however, these leakage factors are a much smaller percentage than in the other trade areas. This trade area does begin to reach into the southern edges of the Muskegon metro area, which provides many of these sectors with a larger retail market supply than that of the immediate Grand Haven vicinity. Many of these sectors are “destination” retail sectors, shopping malls, or other concentrated retail space that is located in the larger Muskegon area that takes in the leakage from the Grand Haven market. There are 11 positive retail gaps in this trade area of the total 30 retail sectors tracked. They include the following:

- Automobile Dealers (\$43,820,559) or a 29% Leakage
- Furniture Stores (\$3,863,623) or a 22% Leakage
- Home Furnishing Stores (\$2,626,682) or a 23% Leakage
- Specialty Food Stores (\$1,647,227) or a 21% Leakage
- Jewelry, Luggage, and Leather Goods Stores (\$3,042,313) or a 35% Leakage
- Florists (\$1,044,277) or a 65% Leakage
- Other Miscellaneous Merchandise Stores (\$2,984,512) or a 16% Leakage
- Electronic Shopping or Mail-Order Houses (\$9,456,590) or a 73% Leakage
- Direct Selling Establishments (\$1,603,750) or a 62% Leakage
- Drinking Places – Alcoholic Beverages (\$1,662,073) or a 31% Leakage

### Retail Leakage - 15-Minute Trade Area

NAICS	Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage (Outflow or Inflow)
4411	Automobile Dealers	153,161,474	109,340,915	43,820,559	29%
4412	Other Motor Vehicle Dealers	16,922,983	72,030,976	(55,107,993)	-326%
4413	Auto Parts, Accessory & Tire Stores	19,557,816	21,787,817	(2,230,001)	-11%
4421	Furniture Stores	17,746,121	13,882,498	3,863,623	22%
4422	Home Furnishing Stores	11,391,562	8,764,880	2,626,682	23%
443	Electronics & Appliance Stores	28,200,970	35,571,275	(7,370,305)	-26%
4441	Building Materials & Supply Dealers	58,387,137	94,442,829	(36,055,692)	-62%
4442	Garden Equipment & Supply Stores	5,727,595	12,437,412	(6,709,817)	-117%
4451	Grocery Stores	138,937,240	281,401,162	(142,463,922)	-103%

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4452	Specialty Food Stores	7,762,435	6,115,208	1,647,227	21%
4453	Beer, Wine, & Liquor Stores	11,570,031	11,927,478	(357,447)	-3%
4461	Health & Personal Care Stores	64,973,196	66,031,123	(1,057,927)	-2%
4471	Gasoline Stations	102,289,149	126,836,790	(24,547,641)	-24%
4481	Clothing Stores	30,521,645	47,477,196	(16,955,551)	-56%
4482	Shoe Stores	6,557,715	12,644,390	(6,086,675)	-93%
4483	Jewelry, Luggage, & Leather Goods Stores	8,571,898	5,529,585	3,042,313	35%
4511	Sporting Goods, Hobby, Musical Instruments Stores	20,038,012	34,814,547	(14,776,535)	-74%
4512	Book, Periodical, & Music Stores	3,783,071	6,761,569	(2,978,498)	-79%
4521	Department Stores (excluding leased departments)	94,159,962	190,683,083	(96,523,121)	-103%
4529	Other General Merchandise Stores	43,284,758	56,283,753	(12,998,995)	-30%
4531	Florists	1,603,716	559,439	1,044,277	65%
4532	Office Supplies, Stationary & Gift Stores	6,619,178	13,208,336	(6,589,158)	-100%
4533	Used Merchandise Stores	5,476,182	8,326,746	(2,850,564)	-52%
4539	Other Miscellaneous Merchandise Stores	18,976,707	15,992,195	2,984,512	16%
4541	Electronic Shopping & Mail-Order Houses	12,954,245	3,497,655	9,456,590	73%
4542	Vending Machine Operators	935,989	3,094,756	(2,158,767)	-231%
4543	Direct Selling Establishments	2,605,200	1,001,450	1,603,750	62%
7223	Special Food Services	2,687,394	3,973,021	(1,285,627)	-48%
7224	Drinking Places (alcoholic beverages)	5,343,785	3,681,712	1,662,073	31%
7225	Restaurant/Other Eating Places	84,383,634	148,023,933	(63,640,299)	-75%

Source: ESRI Business Analyst

The retail categories with the largest negative gap (over-supply) include:

- Other Motor Vehicle Dealers (-\$55M) or an 326% over-supply
- Garden Equipment & Supply Stores (-\$7M) or an 117% over-supply
- Grocery Stores (-\$142M) or an 103% over-supply
- Department Stores (excluding leased departments) (-\$97M) or an 103% over-supply
- Office Supplies, Stationary, and Gift Shops (-\$7M) or an 100% over-supply
- Vending Machine Operators (-\$2M) or an 231% over-supply

### Retail Leakage Comparison by Geography

NAICS	Industry Group	Study Area	5-Minute Trade Area	10-Minute Trade Area	15-Minute Trade Area
4411	Automobile Dealers	550,607	(6,643,901)	20,519,776	43,820,559
4412	Other Motor Vehicle Dealers	(3,066,209)	(13,843,426)	(27,735,479)	(55,107,993)
4413	Auto Parts, Accessory & Tire Stores	(395,277)	(2,839,386)	(204,048)	(2,230,001)
4421	Furniture Stores	178,324	449,149	4,349,372	3,863,623
4422	Home Furnishing Stores	101,510	(676,871)	1,531,849	2,626,682
443	Electronics & Appliance Stores	(473,963)	(476,426)	(3,385,970)	(7,370,305)
4441	Building Materials & Supply Dealers	(14,352,060)	(34,585,866)	(34,441,692)	(36,055,692)

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4442	Garden Equipment & Supply Stores	(529,883)	(1,119,896)	(882,588)	(6,709,817)
4451	Grocery Stores	1,388,486	12,648,219	(104,507,966)	(142,463,922)
4452	Specialty Food Stores	(1,415,108)	(2,946,706)	(810,351)	1,647,227
4453	Beer, Wine, & Liquor Stores	(1,705,339)	(3,688,466)	(2,622,990)	(357,447)
4461	Health & Personal Care Stores	(4,352,849)	(9,912,905)	317,136	(1,057,927)
4471	Gasoline Stations	(11,586,091)	(10,329,617)	(10,893,475)	(24,547,641)
4481	Clothing Stores	(27,812,177)	(2,588,528)	(159,026)	(16,955,551)
4482	Shoe Stores	(314,475)	55,840	(504,273)	(6,086,675)
4483	Jewelry, Luggage, & Leather Goods Stores	(902,437)	(619,225)	1,531,172	3,042,313
4511	Sporting Goods, Hobby, Musical Instruments Stores	(1,468,671)	(2,109,470)	(3,469,645)	(14,776,535)
4512	Book, Periodical, & Music Stores	(3,478,781)	(4,708,472)	(3,914,152)	(2,978,498)
4521	Department Stores (excluding leased departments)	(207,958)	6,740,978	(27,672,874)	(96,523,121)
4529	Other General Merchandise Stores	428,987	1,530,274	10,774,518	(12,998,995)
4531	Florists	12,660	(75,336)	381,849	1,044,277
4532	Office Supplies, Stationary & Gift Stores	(1,060,665)	(3,410,330)	(4,238,245)	(6,589,158)
4533	Used Merchandise Stores	(426,953)	(922,813)	(1,530,620)	(2,850,564)
4539	Other Miscellaneous Merchandise Stores	(3,295,025)	(4,701,187)	(2,159,947)	2,984,512
4541	Electronic Shopping & Mail-Order Houses	(121,087)	825,238	4,557,009	9,456,590
4542	Vending Machine Operators	9,500	85,819	(2,543,365)	(2,158,767)
4543	Direct Selling Establishments	18,681	(225,147)	223,322	1,603,750
7223	Special Food Services	25,486	131,679	(357,906)	(1,285,627)
7224	Drinking Places (alcoholic beverages)	52,426	432,293	1,522,349	1,662,073
7225	Restaurant/Other Eating Places	(11,021,833)	(36,628,910)	(42,207,036)	(63,640,299)

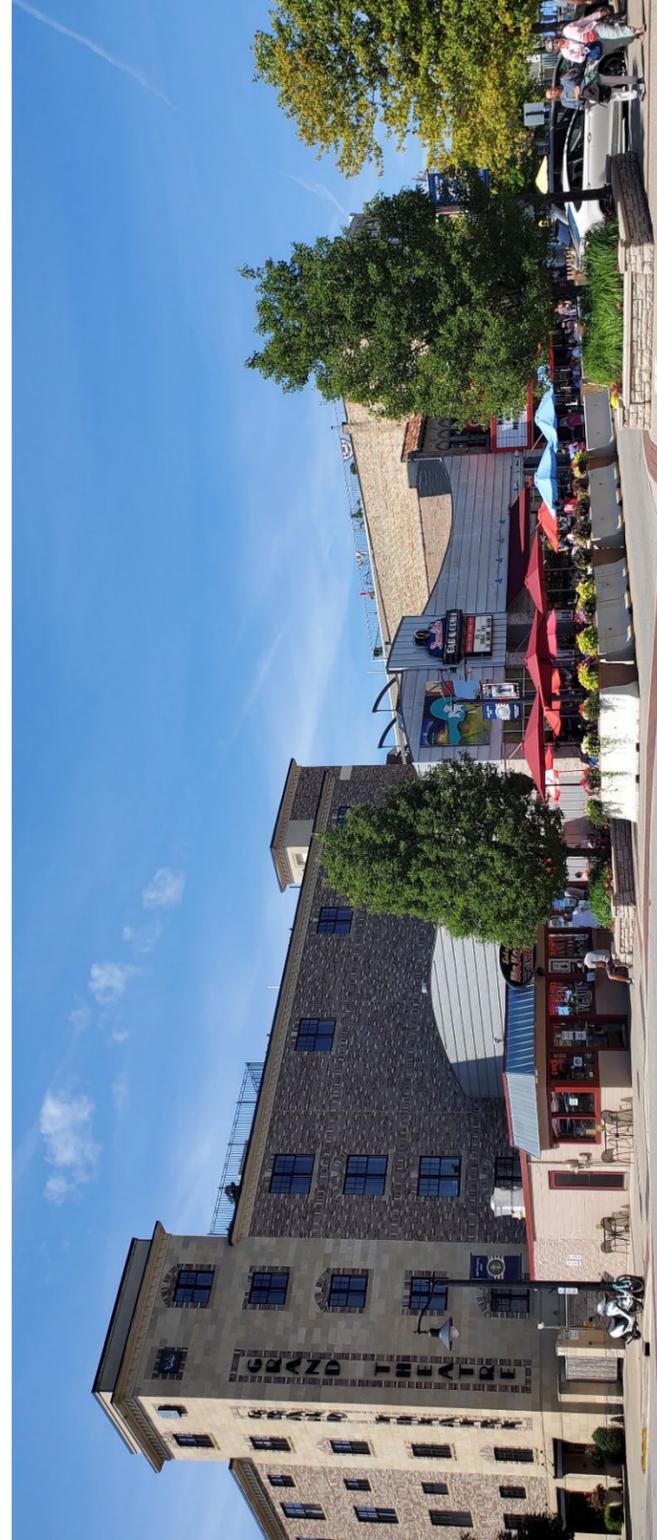
Source: ESRI Business Analyst

## Conclusion

- Although population growth is likely to increase retail demand in the downtown, the projections over the next five to ten years in downtown show that population growth will be minimal and will remain relatively stable.
- The area surrounding downtown Grand Haven, within the 10-Minute Trade Area, is projected to grow more rapidly. However, the rate of growth will still be less than approximately 0.93% which would add 1,341 new households over the next five years. This will likely create retail opportunities.
- Nearly 46% of the downtown's population is over the age of 45 years and more than 92% are white and earning more than \$75,000 a year annually per household. This large and relatively homogenous market segment offers a strong consumer base for businesses specifically targeting this demographic.

- Typically, communities with a large seasonal or visitor populations experience strong market potential for restaurants (mid to low-end fare), coffee shops, bars and clubs, brewpubs, and entertainment venues. However, the demand for everyday services and goods such as personal care and groceries, as well as some specialty retail, is needed downtown. The question remains to see if any growth in demand will encourage this retail potential.
- Even though the downtown population shows a large percentage at middle aged, well-educated, and financially settled residents, the downtown study area also contains a population of young 15-35-year-old residents that work in lower-paying service jobs that are often part-time because of other obligations demanding their time such as college studies.
- The data analysis revealed consumer behaviors often associated with this demographic including the importance of purchasing an American made automobile, purchasing a recreational vehicle and loyally shopping in destination retailers such as Meijer, Walmart, Home Depot, and Menards. The analysis also indicated that there is a small market segment that is supportive of a more expensive and culturally exclusive lifestyle. These are often retirees or persons that live part-time in town. These traits may pose niche market opportunities.
- There is a substantial concentration of restaurants and bars in the downtown and immediate surrounding areas in Grand Haven, which account for nearly one-fifth of all retail sales in the study area. The data indicates that people from outside of downtown patronize these restaurants.
- Being a dining destination is a strength to build upon for business growth. New dining and entertainment businesses can have a mutually beneficial impact as a growing concentration of restaurants and entertainment businesses may enhance the town's identity as an entertainment and dining destination and help attract new people into the city.
- Restaurants and entertainment establishments are also businesses that can tap into the two major market segments in the town: the young and less affluent, but looking for downtown living; and affluent (and generally older) households looking to downsize their home. Potential opportunities in this category include businesses like wine bars, microbreweries and brewpubs, live entertainment venues, and additional restaurants that offer unique experiences or cuisine. The downtown is experiencing significant retail leakage, but retail concentrations outside of town may limit new retail potential.
- Nearly 95% of retail spending by Grand Haven area residents occurs outside of the downtown and several retail categories downtown do not satisfy the shopping demand from downtown residents. The most significant spending by downtown residents at businesses outside of the town occurs at auto dealers, grocery stores, department stores, specialty retailers, and health and personal care stores.

- Many retail needs, however, appear to be mostly satisfied by businesses outside of the study area but within a 15-minute drive of the study's central location. This is likely attributable to the retail concentration along US-31 in greater Grand Haven, as well as the surrounding townships. Many retail needs not satisfied in the downtown, but within a 15-minute drive include auto parts, electronics and appliances, building materials and supplies, groceries, sporting goods/hobby/musical instrument stores, specialty food stores, jewelry, luggage & leather goods, and department stores.
- Other retail sectors are still experiencing leakage within the 15-minute trade area geography, but any new businesses in these categories would be unlikely to recapture enough of the existing leakage to be successful because the amount of leakage is not significant enough to fully support new businesses based upon average sales-per-business and reasonable recapture rates. For example, there is nearly \$3.8 million (22%) in retail leakage within the furniture stores category in the 15-minute geography. This strongly suggests that regardless of a convenient distance traveled from downtown, residents are most likely to travel greater distances to the Muskegon or Holland market to visit these stores.
- One category that may have potential but require additional analysis includes:
  - A neighborhood-scale or boutique grocery store that serves a very localized population. The feasibility depends on whether the convenience or differentiation of a new business would be enough to compete with the cluster of grocery stores within a ten-minute drive.



# BEYOND THE PIER

GRAND HAVEN  
WATERFRONT MASTER PLAN

# APPENDIX C

## A RESOLUTION APPROVING THE “BEYOND THE PIER” WATERFRONT MASTER PLAN



At a regular meeting of the Grand Haven City Council held on July 19, 2021, in the City Hall Council Chambers, the following Resolution was offered for adoption by Council Member **Cummins** and was seconded by Council Member **Dora**:

### A RESOLUTION APPROVING THE “BEYOND THE PIER” WATERFRONT MASTER PLAN

WHEREAS, the City appointed a Steering Committee to work with the Planning Commission, which was comprised of representatives from the City Council, Planning Commission, Main Street Downtown Development Authority (“MSDDA”), downtown merchants, and community representatives, and members of the public; and

WHEREAS, the Steering Committee prepared the proposed Beyond the Pier Waterfront Master Plan (the “Plan”); and

WHEREAS, the policies and recommendations of the Plan are based on a robust public engagement process that invited community engagement through focus groups, pop-up events, workshops, digital community surveys, and student engagement projects; and;

WHEREAS, the City requested and accepted additional public input and community participation through the publication and review of draft plans, public comment periods, and public meetings of the Planning Commission and City Council; and

WHEREAS, the Planning Commission actively participated in the development of the Plan, reviewed it in detail, and finds the Plan acceptable and respectfully recommends the City Council approve the Plan; and

WHEREAS, the MSDDA has reviewed the Plan in detail, and finds the Plan acceptable and respectfully recommends the City Council approve the Plan; and

WHEREAS, the Historic Conservation District Commission has reviewed the Plan in detail, and finds the Plan acceptable and respectfully recommends the City Council approve the Plan.

**NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS**

1. **Adoption of the Beyond the Pier Waterfront Master Plan.** The Grand Haven City Council hereby approves the Beyond the Pier Waterfront Master Plan, including all of the chapters, figures, descriptive matters, maps, tables, schematic plans, and data contained therein.
2. **Findings of Fact.** The City Council has made the foregoing determination based on a review of existing land uses in the study area, a review of the existing Waterfront Master Plan provisions and maps, as well as the assistance of a professional planning group. The City Council also finds that the proposed Beyond the Pier Waterfront Master Plan will accurately reflect and implement the City's goals and strategies for the use, preservation, development, and redevelopment of lands within the Plan's study area.
3. **Effective Date.** The proposed Beyond the Pier Waterfront Master Plan shall become effective on the adoption date of this resolution.

YEAS: Cummins, Scott, Dora, and Monetza

NAYS: Fritz

ABSENT: None

ABSTAIN: None

RESOLUTION DECLARED ADOPTED.

**CERTIFICATION**

I hereby certify that the above is a true copy of a resolution adopted by the Grand Haven City Council at the time, date, and place specified above pursuant to the required statutory procedures.

Respectfully submitted,

Dated: July 19, 2021

By   
Linda L. Browand  
Grand Haven City Clerk

