

Meet Downtown Muskegon	3 Mile Radius	5 Mile Radius	Muskegon Metro Area Includes Ottawa Co. north of The Grand River
Population	58,926	103,666	200,759
Average Income	\$42,430	\$49,801	\$55,410
Median Age	33.7	37.0	39.0
Household Budget Exp.	\$820 million +	\$1.6 billion +	\$3.7 billion +
Food Away from Home	\$40 million +	\$79 million +	\$183 million +
Entertainment	\$39 million +	\$79 million +	\$187 million +

Data was obtained with Esri Business Analyst via Michigan eLibrary (www.mel.org) Business Decision database

Event/Institution	Attendance	Additional Information
Festival Attendees	300,000+	Annual
Museum Visitors	76,000	Muskegon Museum of Art, Lakeshore Museum Center & Hackley Public Library
Frauenthal Theater Attendance 2014	65,500	Located at Third St. & West Western Ave.
Culinary Institute of Michigan (Baker College)	350 Students per semester	Located at 336 W. Clay Ave.
College Students	10,000	Between Muskegon Community College & Baker College of Muskegon
Farmers Market Attendance	10,000	Average weekly attendance

Downtown Points of Interest	Data	Additional Information
Downtown Investment	\$205 Million +	2002-Present (Completed, underconstruction & announced)
New Construction*	16 Buildings	2002-Present
Renovations*	28 Buildings	2002-Present
Downtown Employees	3,880	
Downtown Retail Shops	46	
Downtown Restaurants	23	
Downtown Breweries	2	
Muskegon Lake Boat Slips	1,041	
Muskegon Community College Main Campus	4 Miles East of downtown	downtown campus slated for Jan 2016 opening
Baker College of Muskegon Main Campus	4 Miles East of downtown	
Form Based Code**	Implemented 2015	<i>Allows for staff approval of development projects</i>

*list of buildings follows



Downtown Muskegon Data – July 2015

New Construction: 16

5/3 Bank Branch – 877 Terrace St.
Culinary Institute of Michigan – 336 W. Clay Ave.
Grand Valley State University, Annis Field Station – 740 W. Shoreline Dr.
Grand Valley State University, MAERC – 200 Viridian
Heritage Square Townhomes – W. Clay Ave.
Hines Building – 380 W. Western Ave.
Hot Rod Harley-Davidson – 149 Shoreline Dr.
MOKA/PNC Bank Building – 715 Terrace St.
Muskegon Central Fire Station – 770 Terrace St.
Muskegon Farmers Market – 242 W. Western Ave.
Muskegon Transit Center – W. Morris St.
Parmenter O’Toole Building – 601 Terrace St.
Renaissance Place Apartments – 570 W. Clay Ave.
Shoreline Inn & Conference Center – 750 Terrace Pt.
Sidock Building – 379 W. Western Ave.
Social Security Administration Building – 340 Morris

Renovations: 28

Amazon Building – 550 W. Western Ave.
ArtWorks Apartments – 600 W. Clay Ave.
BellaBay Realty Offices – 587 W. Western Ave.
Carmen’s Café – 878 Jefferson St.
Century Club – 356 W. Western Ave.
Cheese Lady Building – 808 Terrace St.
City Hub Cyclery – 585 W. Clay Ave.
Core Reality – 451 W. Western Ave.
Curry Kitchen – 1141 3rd St.
Edward Jones/Boars Belly Building – 333 W. Western
Fatty Lumpkins Sandwich Shack – 971 Washington
Fricano Place – 1050 W. Western Ave.
Hackley Public Library – 316 W. Webster Ave.
Hennessy’s Irish Pub – 885 Jefferson St.
Heritage Salon & Day Spa – 164 W. Muskegon Ave.
HighPoint Flats – 285 W. Western Ave.
Holiday Inn Muskegon Harbor – 939 3rd St.
LC Walker Arena – 470 W. Western Ave.
Mia & Grace – 1133 3rd St.
Muskegon Community College (2 buildings) 396 W. Clay & 981 Third St.
Noble Building – 500 W. Western Ave.
Pigeon Hill Brewing Co. – 441 W. Western Ave.
Russell Block – 360 W. Western Ave.
Terrace Plaza – 316 Morris Ave.
The Lake House – 730 Terrace Point Dr.
Watermark – 930 Washington Ave.
Witt Buick – 67 W. Western Ave.

Desired Developments

Market Rate Housing
Mixed Use Developments with ground floor retail options
White boxed Retail Space (800-1200sf)
Pharmacy
Casual Dinning
Family Dinning
Children’s Activities
Neighborhood Grocery

Available Properties

See attached property packet

Contact Information

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****Form Based Code**

Downtown Muskegon’s new Form Based Code was implemented in May of 2015 and allows for staff approval of development projects which meet the new zoning requirements in as little as three weeks.

The user friendly code quickly allows developers, architects and others to know if their proposed project(s) fit within the overall downtown development plan and provides easy to understand answers to most development questions.

A copy of the code can be found at:
www.shorelinecity.com/planning