# Downtown Muskegon Data – July 2015

<table>
<thead>
<tr>
<th>Meet Downtown Muskegon</th>
<th>3 Mile Radius</th>
<th>5 Mile Radius</th>
<th>Muskegon Metro Area</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Population</td>
<td>Average Income</td>
<td>Median Age</td>
</tr>
<tr>
<td></td>
<td>58,926</td>
<td>$42,430</td>
<td>33.7</td>
</tr>
<tr>
<td></td>
<td>103,666</td>
<td>$49,801</td>
<td>37.0</td>
</tr>
<tr>
<td></td>
<td>200,759</td>
<td>$55,410</td>
<td>39.0</td>
</tr>
</tbody>
</table>

Data was obtained with Esri Business Analyst via Michigan eLibrary ([www.mel.org](http://www.mel.org)) Business Decision database

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

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

*list of buildings follows

Downtown Muskegon Now – 380 W. Western Ave., Suite 203 – Muskegon, MI 49440
www.downtownmuskegon.org  231.724.3180 Phone
**New Construction: 16**

5/3 Bank Branch – 877 Terrace St.  
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/Boar’s 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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City of Muskegon  
231.724.6702 Office  
cathy.brubaker-clarke@shorelinecity.com

**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