



CUSHMAN &
WAKEFIELD



Wisinski
Great Lakes
A MEMBER OF NAI GLOBAL



2160 CELEBRATION DRIVE NE, GRAND RAPIDS, MI 49525

DEVELOPMENT OPPORTUNITY

Zoning for 250 Multifamily Units

OFFERING
MEMORANDUM

THE OPPORTUNITY

Prime Multifamily Development Site | 3.07 Acres

February 2026

On behalf of Cushman & Wakefield and NAI Wisinski Great Lakes, we are pleased to present a rare opportunity to acquire a 3.07-acre multifamily development site in the Knapp's Corner district of Grand Rapids.

Located at 2160 Celebration Drive NE, the property offers direct access to the high-traffic East Beltline corridor and convenient connectivity to I-96. Supported by strong area demographics and surrounding mixed-use development, the site is well positioned for a high-density residential project in one of the region's most attractive submarkets.

Offering Price:

\$4,000,000

(Four-million dollars)

Unmatched Location & Walkability

The site is within walking distance of grocery, retail, dining, banking, and fitness options, providing a true live-work-play environment that supports convenience and long-term residential demand.

Surrounded by Established Retail & Entertainment

Knapp's Corner continues to strengthen as a dominant retail corridor:

- A 15,000 SF Barnes & Noble opened in Fall 2025 directly across the street. A new Starbucks location opened adjacent to the site within the past 24 months.
- Meijer's Knapp's Corner store serves as a flagship location and primary traffic anchor for the corridor.
- Nearby national and regional tenants include D&W Fresh Market, Celebration Cinema & IMAX, ALDI, Panera Bread, The Melting Pot, Buffalo Wild Wings, Lake Michigan Credit Union, Verizon, TJ Maxx, Ulta Beauty, P F Changs, Five Guys, and Potbelly Sandwich Shop.
- Gym and wellness amenities include MVP Athletic Clubs (Crahen location) and Orangetheory Fitness.

Strong Market Fundamentals & Demographics

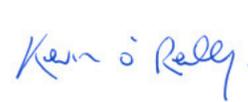
- Average Household Income: \$172,804 (1-mile radius, ESRI 2025) | \$116,543 (3-mile radius, ESRI 2025)
- Average Median Income: \$123,752 (1-mile radius, ESRI 2025) | \$81,179 (3-mile radius, ESRI 2025)
- Seamless access to regional employment, healthcare, education, and entertainment
- Downtown Grand Rapids: 6.3 miles | Gerald R. Ford International Airport: 10.6 miles
- Population Growth 2020 - 2025: 2.40% (1-mile radius)
- 2025 Median Home Value \$434,953 (1-mile radius)

Development-Ready Site

- Flat, graded, and fully serviced with all utilities available.
- Multiple points of ingress and egress within a well-planned internal street network.
- The subject site benefits from shared parking within Celebration Village through a recorded cross easement.
- City of Grand Rapids supports high-density residential development, ensuring a favorable entitlement process.

For more details, please contact us.

Sincerely,



Kevin O'Reilly
Director
(616) 900-2706
kevin.oreilly@cushwake.com



Scott Nurski
Senior Director of
Multifamily Investment
(616) 242-1106
scottn@naiwgl.com

THE OPPORTUNITY

Prime multifamily development site in high demand Grand Rapids location





PROPERTY INFORMATION

Development Land – 3.07 acres 2160 Celebration Drive NE, Grand Rapids, MI 49635

The Property

- Location: Central parcel within Celebration Village
- Access: The site offers multiple points of ingress and egress within a thoughtfully designed internal street grid.
- Parcel Size: 3.07 Acres
- Parcel Shape: Irregular, Generally Rectangular
- Lot Dimensions: Roughly 375' x 295'
- Zoning: Multi-Family Residential District (R-4)
- Topography: The parcel is flat and graded to street level.
- Wetlands: None

Zoning Summary

- Current Zoning: Special District-Planned Redevelopment District (SD-PRD).
- Municipality Governing Zoning: City of Grand Rapids Planning & Zoning Department.
- Neighborhood Classification: Modern Era Neighborhood Classification (MON).
- Zoning Overlay: East Beltline Overlay District (OD-EBL).
- The SD-PRD allows flexible development standards to accommodate mixed-use projects that may deviate from underlying zoning requirements when necessary to achieve compatible, well-integrated development, while not serving as a means to avoid general ordinance compliance. It encourages integrated mixed-use environments consistent with the Master Plan and maintains all prior PUD/PRD conditions unless formally amended or expired.

Sale Information

- Price: \$4,000,000
- Per Acre: \$1,302,932
- Per Unit: \$16,000
- Municipality: City of Grand Rapids
- PPN: 41-14-10-477-010
- SEV (2024): \$825,800
- Taxable Value (2024): \$825,800
- Property Taxes (2024): \$1,627.56 (Winter) | \$43,878.78 (Summer)
\$45,506.34 (Total)
- Terms: Cash/Conventional
- Possession: At Close

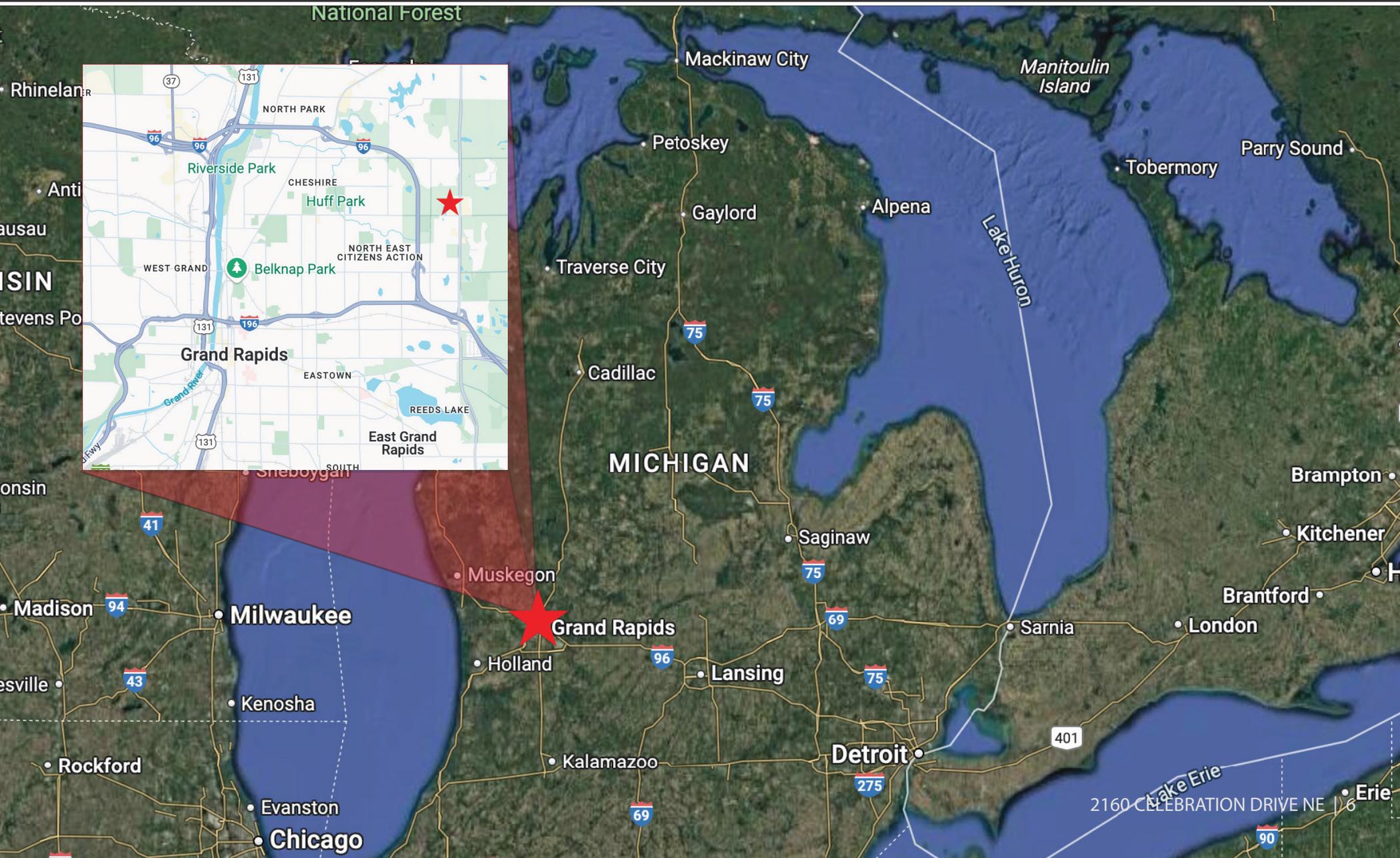
Utilities

Electric: Consumers Energy
Natural Gas: DTE Energy
Telephone: AT&T, Verizon
Sanitary: Sewer City of Grand Rapids
Storm Sewer: City of Grand Rapids
Water: City of Grand Rapids

Legal Description

411410477010 UNIT 10 * MAIN STREET SITE CONDOMINIUMS KENT COUNTY CONDOMINIUM SUBDIVISION PLAN NO.603 LIBER 6415 PAGE 99 AS AMENDED BY LIBER 6742 PAGE 1134 &AS AMENDED BY INSTRUMENT NO. 20031016-0211066 & AS AMENDED BY INSTRUMENT NO. 200806090053973

SITE LOCATION



Plainfield Avenue



KUYPER COLLEGE



3 Mile Road

Village at Knapp's Crossing



Celebration Village



INTERSTATE 96

Leffingwell Avenue

Knapp Street

East Beltline Avenue

meijer



Downtown Grand Rapids



Leonard Street



Leffingwell Street

Knapp's Corner



Knapp Street

Celebration Village



East Beltline Avenue



Village at Knapp's Crossing



EASILY ACCESSIBLE

The site benefits from direct access to the East Beltline.



PREMIUM LOCATION

The site is conveniently situated near a wealth of amenities, including retail shops, restaurants, banks, fitness centers, and entertainment venues.



SAMPLE RENDERINGS



View from movie theatre entrance looking out towards HopCat and the East Beltline.

SAMPLE RENDERINGS



View from driveway on the Starbucks side.

KNAPP'S CORNER DEMOGRAPHICS

2.40%

POPULATION GROWTH
2020-2025

1-mile radius

76.2%

ASSOCIATE, BACHELOR,
OR ADVANCED DEGREE

1-mile radius

\$172,804

2025 AVERAGE
HOUSEHOLD INCOME

1-mile radius

\$123,752

2025 MEDIAN HOUSE-
HOLD INCOME

1-mile radius



3.9%

Kent County Un-
employment Rate



\$2,232

Average Class A
Rent in Submarket

Source: NAI Wisinski



\$434,953

2024 Median Home
Value

Source: ESRI



38.4

Median Age of
Metro Residents



86%

White-Collar
Workers

WHY INVEST IN GRAND RAPIDS?

Demographics

With over one million people and counting, Grand Rapids is the second largest city in Michigan. Centrally located between Chicago and Detroit, Grand Rapids boasts a vibrant culture known for its art, entertainment, architecture, restaurants, bars, world-class medical and research facilities, and more.

Job Growth

As of 2024, Grand Rapids experienced a 1.7% increase in annual job growth.

Population Growth

There are 107,499 people within a five-mile radius of Celebration Drive in Grand Rapids.

High School Education

98% graduation rate in Forest Hills School District.

College Education

38.6% of people in Kent County have a bachelor's degree or higher.

Grand Rapids Rental Market

The multifamily rental market in Grand Rapids has experienced robust growth in recent years, driven by increasing demand from a diverse population of young professionals, families, and retirees drawn to the city's thriving economy and quality of life. Strong occupancy rates and steady rent increases reflect the area's appeal and continued investment in residential development.

Effective Rent Growth

As of 2024, rent growth in Grand Rapids is approximately 3.69% YoY.

Market Occupancy

As of 2024 Q4, occupancy in Grand Rapids is at 92.9%.

Information sourced from CoStar, the Federal Reserve Bank of St. Louis, and HousingNext.





5,838

Businesses
within a 5-mile
radius



107,499

Population
within a 5-mile
radius



\$434,953

Median home
value within a
1-mile radius



76%

Owner-occupied
housing units
within a 1-mile
radius



81,482

Employees
within a
5-mile radius

INVESTING IN GRAND RAPIDS, MI

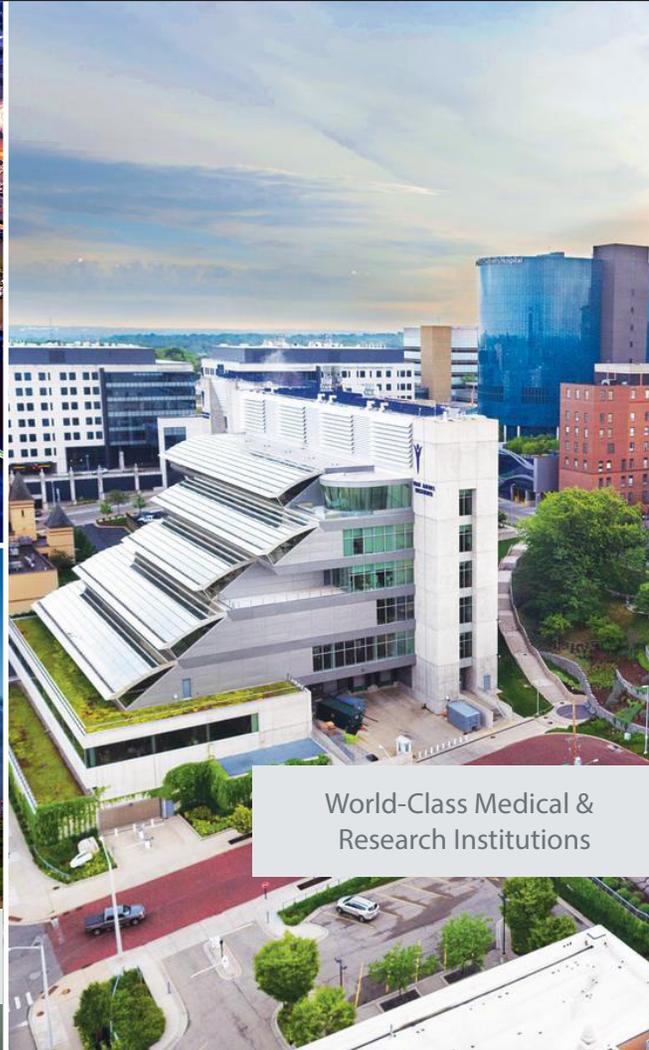
AREA AMENITIES

GRAND RAPIDS

Grand Rapids boasts vibrant city amenities, including a thriving arts scene, award-winning breweries, and diverse dining options, making it a cultural and entertainment hub. The metro area offers residents access to excellent schools, scenic outdoor spaces, and a growing job market, creating a balanced and desirable lifestyle.



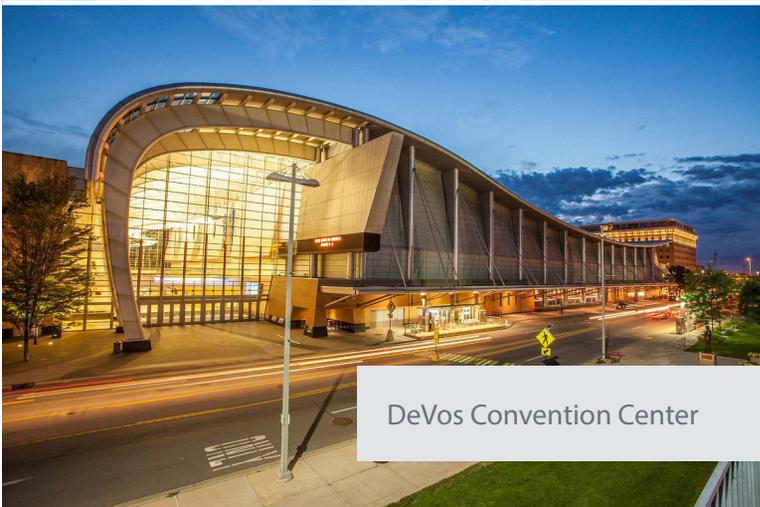
Van Andel Arena



World-Class Medical & Research Institutions



Grand Rapids Art Museum



DeVos Convention Center



Frederik Meijer Gardens



URBAN DEVELOPMENT Downtown Grand Rapids is set for a major boost with several exciting new developments, including an outdoor amphitheater, soccer stadium, and mixed-use towers. These projects will enhance entertainment, attract visitors, and drive economic growth, solidifying the city's reputation as a vibrant cultural hub.

CONTACT THE TEAM



KEVIN D. O'REILLY

Director

email: kevin.oreilly@cushwake.com

direct: (616) 320-2463

cell: (616) 900-2706



SCOTT M. NURSKI

Senior Director of Multifamily
Investment

email: scott@naiwgl.com

direct: (616) 242-1115

cell: (616) 460-7102



**CUSHMAN &
WAKEFIELD**



**Wisinski
Great Lakes**

A MEMBER OF NAI GLOBAL