



FEBRUARY 2025

# REQUEST FOR PROPOSALS

3284 and 3320 Chicago Drive and 3287 Prospect Street  
The “Triangle Property”



**PRESENTED TO**  
Phil Koning,  
DDA President

**PRESENTED BY**  
Jakob Bigard,  
Economic Development & DDA Director

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# HUDSONVILLE, MICHIGAN

The City of Hudsonville’s Downtown Development Authority (DDA) seeks proposals for the purchase and development of DDA-owned parcels located at **3284 and 3320 Chicago Drive and 3287 Prospect Street**, colloquially referred to as the **“Triangle Property.”** The individual or firm we seek will have demonstrated expertise in the development field typically derived from similar reuse projects, restaurant projects, and retail projects while also demonstrating the financial capacity to complete and operate the intended use. The DDA board will ultimately recommend one group to purchase and commence development of the Triangle Property.

These parcels, totaling 1.76 acres, are among the first seen when driving southeast on Chicago Drive into Hudsonville’s growing downtown district. The DDA seeks a skilled developer who can provide a diverse blend of mixed-use amenities. The ideal development team will have a proven track record in building mixed-use complexes for family-oriented middle-class demographics.

This project is an exciting opportunity to join in on Hudsonville’s bustling development scene, with several mixed-use and residential projects underway, including the recently completed 22-unit mixed-use Hudsonville Flats and 156-unit Elmwood Lake Apartments and the under-construction 41-unit Prospect Flats and 141-unit Terra Station (one of *Crain’s Grand Rapids Business Top Residential Projects of 2025*) projects.

These projects will complement the city’s forthcoming Village Green city center and build into the city’s award-winning Imagine 2030 Master Plan, which received the Michigan Association of Planning’s prestigious Daniel H. Burnham Award and further complement the City’s 2022-2027 Strategic Plan working to “make Hudsonville a Destination, Improve Infrastructure and City Services, and Address Traffic and Circulation Concerns (P. 6, SP).”



# PREFERRED DEVELOPMENT

While the DDA will consider any proposal that augments and enriches the area, the preferred and recommended development proposal may:

- Provide a healthy development site with any necessary environmental remediation
- Optionally, provide rental or owner-occupied housing complementing the property's site with respect to density
- Provide mixed-use amenities targeted towards middle-class demographics and amenities for Hudsonville's various buying classes, including but not limited to restaurants and dining, entertainment, and outdoor seating
- Prioritize quality construction as stated in city code and include a cohesive neighborhood design in line with Hudsonville's growing downtown district and need for restaurants and retail for our growing downtown resident population



# GUIDING PRINCIPALS

- **Community Oriented:** A development that respects its context and the city's heritage while fostering social connections among a growing and economically diverse residential population
- **Commercial Use:** Through planning, efficiency during construction, cost management, and potential development incentives, this development will introduce quality, mixed-use functions attainable to the region
- **Walkability:** A system of pathways that build into and connect the northern end of the downtown district, encouraging recreation, engagement, and socialization

# ECONOMIC & COMMERCIAL NEEDS

Due to the flourishing West Michigan economy and housing shortage in larger cities like Grand Rapids and Holland, the City of Hudsonville stands to benefit from the region's spillover markets. With a growing rental residential ecosystem throughout the city, especially in the downtown district, Hudsonville seeks mixed-use amenities to provide its rental and homeowner residential populations.

The DDA's asking price is negotiable, and all reasonable offers will be considered to support an optimal development plan. Local, county, and state incentives may be leveraged in a negotiated development agreement. Preference will be given to projects with mixed uses that creatively incorporate some or all the provisions described above and those cited in the City's Imagine 2030 Master Plan and 2022-2027 Strategic Plan.

The DDA is also prepared to negotiate support for an incentive package to ensure the project can generate adequate cash flow while meeting the community goals to grow a Distinctive, Livable, Vibrant, and Connected city offering excellent services and amenities (P. 7, MP). Potential incentive packages include reimbursement of costs related to infrastructure, site preparation, soil remediation, and stormwater management.

## **Van Stensel & Son, LLC Real Estate Services provided the following input specific to the subject property at 3284 & 3320 Chicago Drive and 3287 Prospect Street:**

- The highest and best use of the site is commercial
- The project site's immediate area is developed with commercial, retail, and residential property. Major thoroughfares include I-196, M-6, 32nd Avenue, Chicago Drive and Baldwin Avenue
- The number of households in Hudsonville is 2,584, with a median household income of \$79,167

## **MARKET ANALYSIS**

A market analysis for the City of Hudsonville was prepared in January 2021. These analyses and an accompanying Executive Summary written by the City's Economic Development Director are additional attachments to this document. This Downtown Retail Market Analysis prepared by Gibbs Planning Group shows these key findings:



Up to \$34.3 million in annual sales can be captured by downtown Hudsonville by 2026 by adding 90,000 SF (60K - Retailers, 30K - Restaurants) of new restaurants and retailers.



The household average income in the primary trade area is \$96,200, with over 40% of those residents having a four-year degree and at an average age of 35 (almost 6 years younger than the state average).

# THE PROCESS

Once a qualified developer is selected, the City and DDA will negotiate a mutually acceptable letter of intent, development, and purchase agreement that facilitates due diligence activities and the completion of a final development agreement. The DDA anticipates that the due diligence period will last six months. The DDA will review and assess complete responses to this Request and engage with qualified developers. Initial responses must include the following information:

- A letter of interest describing the proposed development, identifying the development team's background and vision for the site
- Concept plans or vision renderings for site development
- Outline of development incentives and community support anticipated to execute the vision
- A concise description of past projects of similar nature completed by the development team (up to 10 pages), including descriptions of the project's cost, completion date, and municipal references
- Evidence of the development team's capacity to undertake the proposed project including a resume of the firm and team lead members
- Proposals/developments must be approved by Hudsonville's Planning Commission and other governing bodies as applicable and compliant with city code and all applicable county, state, and federal laws
- Scoring will be based on the [scoring rubric](#).

# GEOTECHNICAL & SOILS REPORT

The DDA is willing to consider a full range of lawful environmental remediation and incentive tools for the redevelopment of the site, some of which can significantly benefit the developers.

The geotechnical report, which analyzed boring locations and logs, was completed by Callen Engineering in December 2019. A link to the report can be found on page nine for review.



# OTHER CONSIDERATIONS

City and DDA staff may seek additional information upon receipt of a development proposal. Additionally, the DDA reserves the absolute right to refuse or reject any proposals submitted or received or to abstain from selecting any proposal in the DDA's sole discretion. Nothing in this Request or the associated request for credentials or responses may be interpreted or construed as a legally binding agreement between the DDA and any other party. Upon selection of a qualified development team, the DDA intends to negotiate development and purchase agreements, including, without limitation, purchase price, due diligence, and other terms. The purchase agreement and development agreement are subject to final approval by the DDA.

## PROPOSAL FORMAT

All proposals shall be submitted by e-mail in a PDF format to [jbigard@hudsonville.org](mailto:jbigard@hudsonville.org) by 11:59 Eastern Daylight Time on **April 10, 2025**.

A digital copy on a USB drive shall be sent to the address below, postmarked no later than **April 10, 2025**.

City of Hudsonville/DDA  
Attention: Economic Development Director  
3275 Central Blvd.  
Hudsonville, MI 49426

## SCHEDULE FOR REVIEW AND SELECTION

The schedule for receipt and evaluation of proposals is anticipated to be as follows:

- RFP posted: March 3, 2025
- Deadline for Proposals: April 10, 2025
- Evaluation Period: April 11-23, 2025
- Finalists' Notified: April 23, 2025
- Finalists' Presentation to DDA: May 7, 2025
- Proposal Approval: May 7, 2025 or TBD

## QUESTIONS MAY BE DIRECTED TO:

Jakob Bigard, Economic Development Director  
3275 Central Blvd.  
Hudsonville, MI 49426  
(616) 669-0200 x 1454  
[jbigard@hudsonville.org](mailto:jbigard@hudsonville.org)

# SITE IMAGES

## AERIAL VIEW OF TRIANGLE SITE



## GROUND LEVEL VIEWS

Looking southwest on Service Street



Looking northeast on Service Street



Vacant Land



Vacant Land





# MATERIALS AND RESOURCES

[Imagine 2030 Master Plan](#)

[2022-2027 Strategic Plan](#)

[Full Triangle Property Geotechnical Report](#)

Gibbs Planning Group Reports

- [Downtown Retail Market Analysis](#)
- [Downtown Office Market Analysis](#)
- [Village Green Parking Analysis](#)
- [City Center Plan Review](#)

[Economic Development Director's Executive Summary of Gibbs Reports](#)





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