

3224

28th
STREET



GRAND RAPIDS, MI



SF: 5,975
ANNUAL RENT: \$262,900
TRAFFIC: 40,364 VPD



CBRE



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EXECUTIVE SUMMARY





EXECUTIVE SUMMARY

The Offering

CBRE is pleased to exclusively market a new freestanding Veterinary Emergency Group in Grand Rapids, Michigan, located at 3224 28th street. VEG signed a new lease in August of 2025 and expects to open for business in February 2026, following a \$3,000,000+ investment in the space.

3224 28th street is an A+ location, near the intersection of 28th street and Broadmoor with over 33,638 VPD and 40,365 VPD on 28th St & Mall Service Dr. The property is located directly across from Woodland Mall, and in close proximity to West Michigan's only Whole Foods, REI, and a recently announced Shake Shack.



\$4,381,666
ASKING PRICE



6%
CAP RATE



\$262,900
NOI

3224 28TH STREET

Investment Highlights

A+ location. The property sits near the busiest intersection in West Michigan, directly across from Woodland Mall.



TENANT STRENGTH

VEG has signed a new lease with 4 x 5-year renewal options and is a national credit tenant.



HIGH TRAFFIC EXPOSURE

Over 40,000 vehicles per day on 28th St & Mall Service Dr and 33,000 vehicles per day on 28th St and Beltline Ave.



RECENT CAPITAL IMPROVEMENTS

VEG has invested approximately \$3,000,000 into the property and equipment.



Location Highlights



KENTWOOD: 49512

is a vibrant and growing suburb of Grand Rapids, offering a blend of residential comfort and convenient amenities. The area benefits from high traffic counts along 28th Street, a major commercial corridor, and a diverse customer base.

19,523
RESIDENTS

46,697
DAYTIME
POPULATION

35.8
MEDIAN
AGE

8,713
HOUSEHOLDS

2.22
AVERAGE
HOUSEHOLD
SIZE



Grand Rapids Advantage

- Stable residential population and a growing demand for retail and service businesses
- Proximity to major transportation routes and the Gerald R. Ford International Airport
- #1 hottest zip code according to Realtor.com (2018)

3224 28TH STREET

Aerial View Looking West



WHOLE FOODS MARKET
Guitar Center
Klingman's
HARBOR FREIGHT
QUALITY TOOLS. LOWEST PRICES.

McDonald's
Auto Zone
KFC
Mister CAR WASH

LONG JOHN SILVER'S
TACO BELL
Reilly AUTO PARTS
UPTOWN CHEAPSKATE®

City BARBEQUE

Arbys

DOLLAR TREE
DOLLAR GENERAL
Batteries + Bulbs

Pizza Hut

tropical SMOOTHIE CAFE

Coming soon

Woodland Mall

ASHLEY

PANDA EXPRESS
CHINESE KITCHEN

REI CO-OP

QDOBA
MEXICAN EATS

Red star logo

28th St

EYE GLASS WORLD
PITA WAY
MEDITERRANEAN EATS

Comerica

3224 28TH STREET

02

PROPERTY DESCRIPTION



PROPERTY HIGHLIGHTS



**KENTWOOD CITY
MUNICIPALITY**



**5,975
SQUARE FEET**



**0.87
ACRES**



**SINGLE
TENANCY**



**C-2 COMMUNITY
COMMERCIAL
ZONING**



**1968/2025
BUILT/RENOVATED**

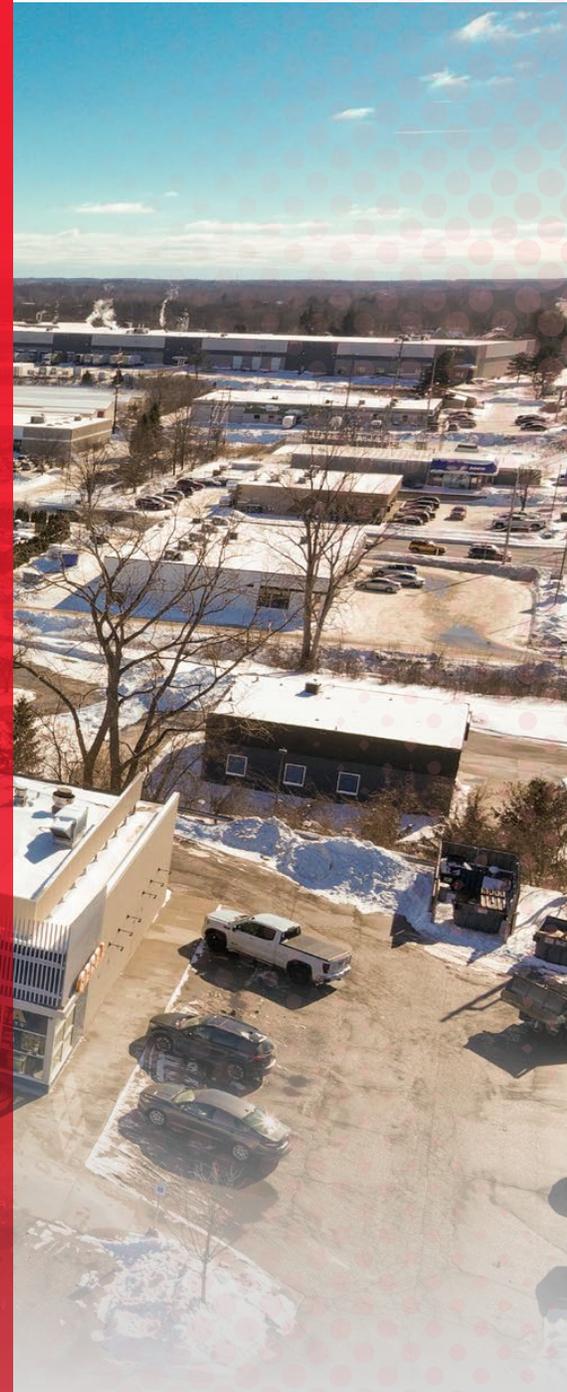


**45
PARKING SPACES**



**40,365 VPD | 28TH ST
TRAFFIC COUNT**

3224 28TH STREET



03

TENANT OVERVIEW



TENANT OVERVIEW
VETERINARY EMERGENCY GROUP

Veterinary Emergency Group, LLC (VEG), founded in 2014 by CEO Dr. David Bessler and co-founder David Glattstein, operates as a leading provider of emergency veterinary care, offering timely and specialized medical services for pets across the United States. The company's growth and market position are supported by a substantial USD 100 million Series C funding round in 2021, co-led by D1 Capital Partners and Fidelity Investments, highlighting investor confidence in VEG's business model and continued expansion. Additionally, VEG has invested over \$3 million in facility and equipment upgrades at this location.

| | |
|---------------------|-------------------------------|
| Founded | 2014 |
| Locations | 100+ |
| Employees | 5,000 + |
| Headquarters | White Plains, New York |
| Website | veg.com |



3224 28TH STREET

04

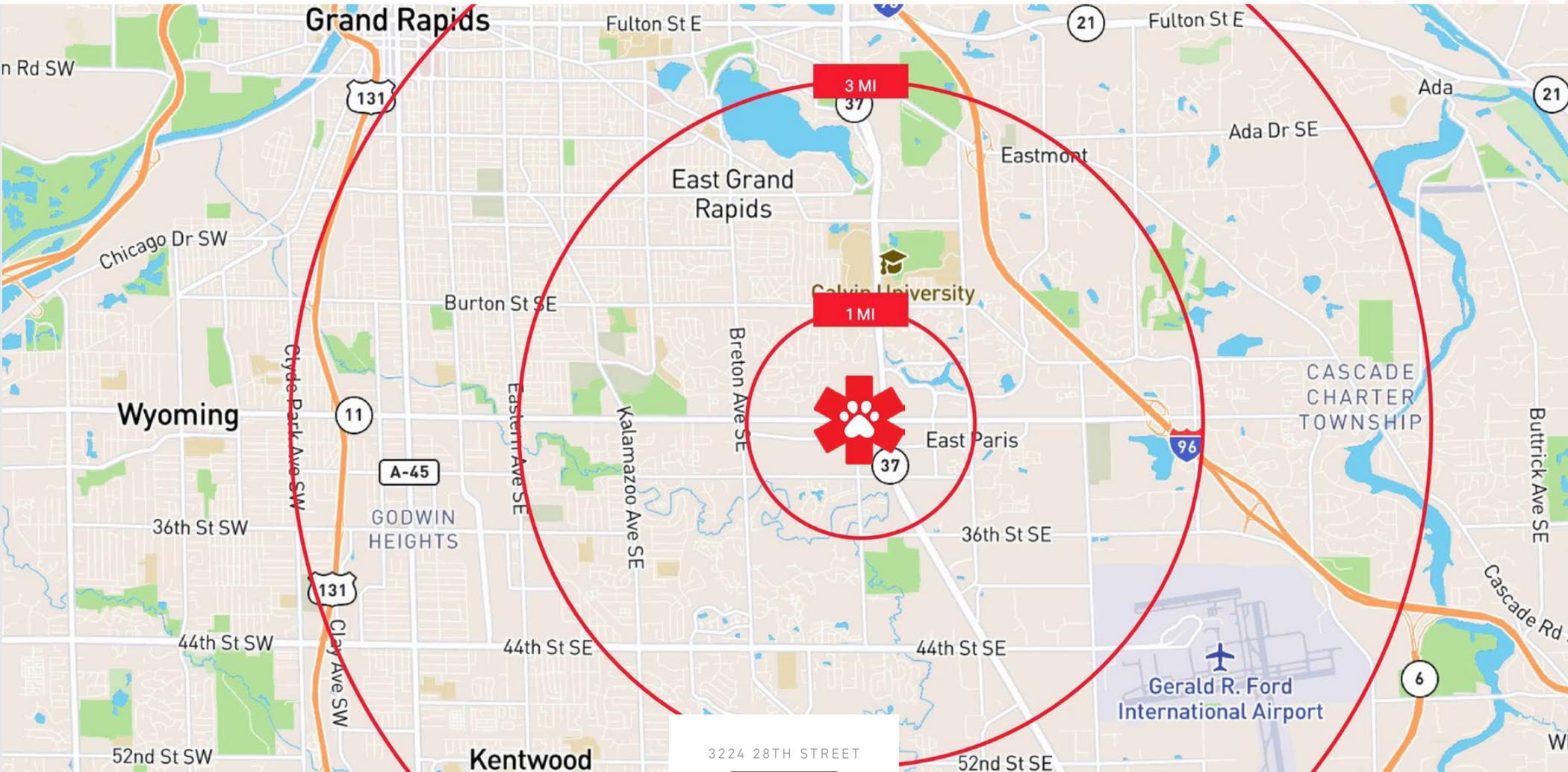
MARKET OVERVIEW



AREA DEMOGRAPHICS

The area around 3224 28th Street in Grand Rapids, MI, is a vibrant suburb of Grand Rapids known for its stable, diverse population and strong demand for retail and services. Within a 3-mile radius, the population exceeds 75,000, with a median household income of about \$76,000 and a median home value around \$330,000.

| 2025 | 1 MILE | 3 MILES | 5 MILES |
|--------------------------|-----------|-----------|-----------|
| Population | 9,097 | 75,477 | 211,721 |
| Daytime Population | 18,964 | 98,369 | 248,744 |
| Businesses | 929 | 3,789 | 8,593 |
| Average Household Income | \$78,782 | \$108,574 | \$109,097 |
| Median Household Income | \$61,723 | \$75,954 | \$78,227 |
| Median Home Value | \$298,203 | \$329,844 | \$309,320 |





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G R A N D R A P I D S , M I

C O N T A C T U S

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