



FOR SALE

DEVELOPMENT SITE

OFFERING MEMORANDUM

**337 & 343 MOUNT VERNON AVE NW
GRAND RAPIDS, MI 49504**

KEVIN VANHAITSMA

Vice President

616.308.1727 | kvanhaitsma@bradleyco.com

CHIP BOWLING

Senior Vice President

616.254.0005 | cbowling@bradleyco.com



220 Lyon St. NW, Suite 400
Grand Rapids, MI 49503



337 & 343 MOUNT VERNON AVE NW, GRAND RAPIDS, MI 49504

SALE

DEVELOPMENT SITE

TABLE OF CONTENTS

| | |
|----------------------|----|
| PROPERTY INFORMATION | 3 |
| LOCATION INFORMATION | 6 |
| DEMOGRAPHICS | 11 |
| ADVISOR BIOS | 13 |

CONFIDENTIALITY & DISCLAIMER

All materials and information received or derived from Bradley Company its directors, officers, agents, advisors, affiliates and/or any third party sources are provided without representation or warranty as to completeness , veracity, or accuracy, condition of the property, compliance or lack of compliance with applicable governmental requirements, developability or suitability, financial performance of the property, projected financial performance of the property for any party’s intended use or any and all other matters.

Neither Bradley Company its directors, officers, agents, advisors, or affiliates makes any representation or warranty, express or implied, as to accuracy or completeness of the any materials or information provided, derived, or received. Materials and information from any source, whether written or verbal, that may be furnished for review are not a substitute for a party’s active conduct of its own due diligence to determine these and other matters of significance to such party. Bradley Company will not investigate or verify any such matters or conduct due diligence for a party unless otherwise agreed in writing.

EACH PARTY SHALL CONDUCT ITS OWN INDEPENDENT INVESTIGATION AND DUE DILIGENCE.

Any party contemplating or under contract or in escrow for a transaction is urged to verify all information and to conduct their own inspections and investigations including through appropriate third party independent professionals selected by such party. All financial data should be verified by the party including by obtaining and reading applicable documents and reports and consulting appropriate independent professionals. Bradley Company makes no warranties and/or representations regarding the veracity, completeness, or relevance of any financial data or assumptions. Bradley Company does not serve as a financial advisor to any party regarding any proposed transaction. All data and assumptions regarding financial performance, including that used for financial modeling purposes, may differ from actual data or performance. Any estimates of market rents and/or projected rents that may be provided to a party do not necessarily mean that rents can be established at or increased to that level. Parties must evaluate any applicable contractual and governmental limitations as well as market conditions,vacancy factors and other issues in order to determine rents from or for the property.

Legal questions should be discussed by the party with an attorney. Tax questions should be discussed by the party with a certified public accountant or tax attorney. Title questions should be discussed by the party with a title officer or attorney. Questions regarding the condition of the property and whether the property complies with applicable governmental requirements should be discussed by the party with appropriate engineers, architects, contractors, other consultants and governmental agencies. All properties and services are marketed by Bradley Company in compliance with all applicable fair housing and equal opportunity laws.

KEVIN VANHAITSMA
Vice President
616.308.1727
kvanhaitsma@bradleyco.com

CHIP BOWLING
Senior Vice President
616.254.0005
cbowling@bradleyco.com

SALE



DEVELOPMENT SITE

337 & 343 MOUNT VERNON AVE NW



PROPERTY INFORMATION

SECTION I

BRADLEY COMPANY
220 Lyon St. NW, Suite 400
Grand Rapids, MI 49503
616.254.0005



BRADLEYCO.COM



337 & 343 MOUNT VERNON AVE NW, GRAND RAPIDS, MI 49504

SALE

DEVELOPMENT SITE

| | |
|------------------|--------------------|
| Property Type | \$2,995,000 |
| Property Subtype | 0.215 Acres |
| Building Size | 10,000 SF |
| Building Size | \$299.50 |
| Year Built | 1924 |
| Zoning | City Center: DH-2a |

PROPERTY OVERVIEW

337 & 343 Mount Vernon present a premier development opportunity in the heart of Grand Rapids’ expanding Stadium District. As the closest available site to the new Amway Soccer Stadium, the property offers unmatched visibility and positioning for high-impact mixed-use development. Zoned for up to 20 stories, this site provides exceptional vertical potential—one of the few opportunities in the downtown area to deliver significant skyline presence. Just steps from the energy of Bridge Street’s entertainment corridor, including New Holland Brewery, Bridge Street Market, and other major residential and retail projects, the location sits at the center of one of the city’s fastest-growing districts. With direct access to US-131, I-196, and a walkable connection to downtown and the riverfront, this property is ideally suited for developers seeking to capitalize on Grand Rapids’ next wave of urban growth.



- Unmatched Soccer Stadium Proximity: Closest development site on the north side of the new professional soccer "Amway Stadium" — prime position for high-visibility mixed-use projects.
- Exceptional Vertical Potential: Zoned for development up to 20 stories, offering rare density and skyline presence in the city’s core.
- Transformational Location: Positioned directly between the soccer stadium and Bridge Street’s entertainment corridor, surrounded by major public and private investments fueling downtown growth.
- Flexible Development Options: Ideal for residential, hospitality, office, or entertainment concepts with strong demand drivers nearby.
- Superior Access & Connectivity: Immediate access to US-131 and I-196 with walkability to downtown amenities, riverfront, and arena district attractions.

KEVIN VANHAITSMA
Vice President
616.308.1727
kvanhaitsma@bradleyco.com

CHIP BOWLING
Senior Vice President
616.254.0005
cbowling@bradleyco.com



337 & 343 MOUNT VERNON AVE NW, GRAND RAPIDS, MI 49504

SALE

DEVELOPMENT SITE



KEVIN VANHAITSMA
Vice President
616.308.1727
kvanhaitsma@bradleyco.com

CHIP BOWLING
Senior Vice President
616.254.0005
cbowling@bradleyco.com

SALE



DEVELOPMENT SITE

337 & 343 MOUNT VERNON AVE NW



LOCATION INFORMATION

SECTION 2

BRADLEY COMPANY
220 Lyon St. NW, Suite 400
Grand Rapids, MI 49503
616.254.0005



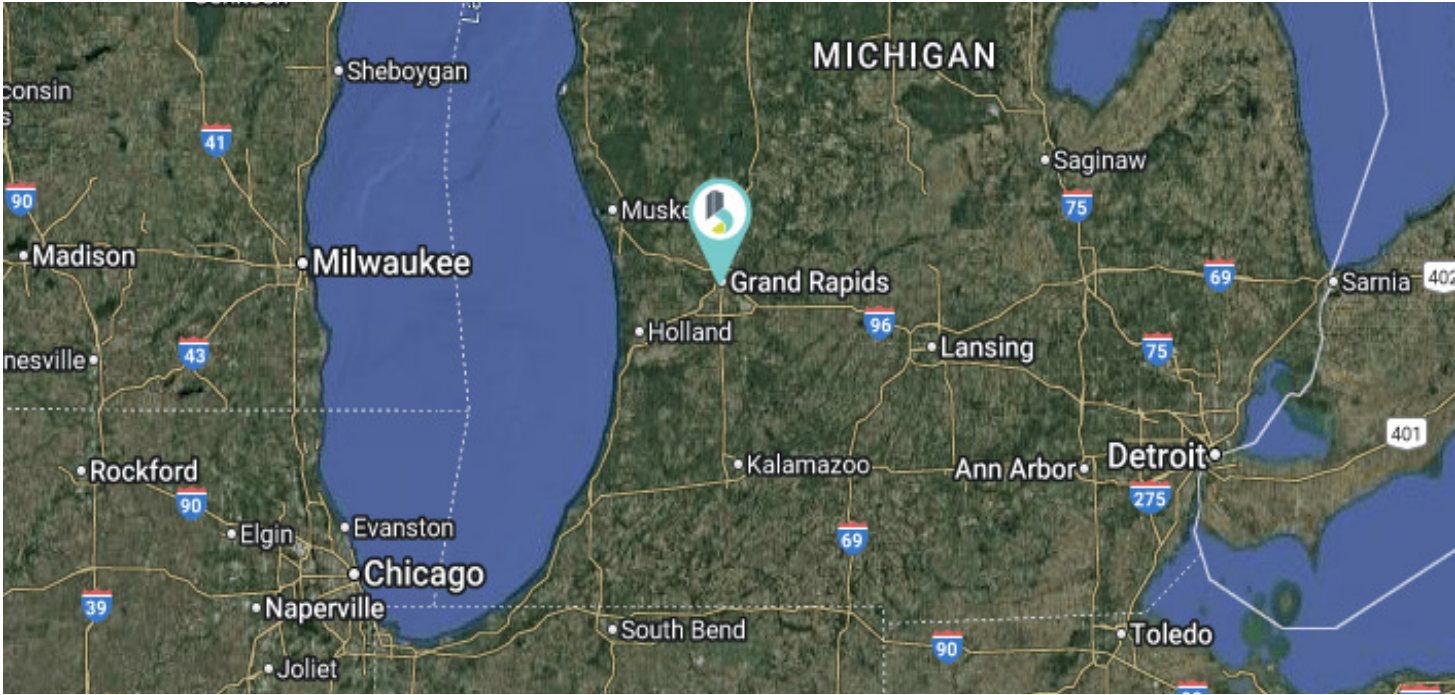
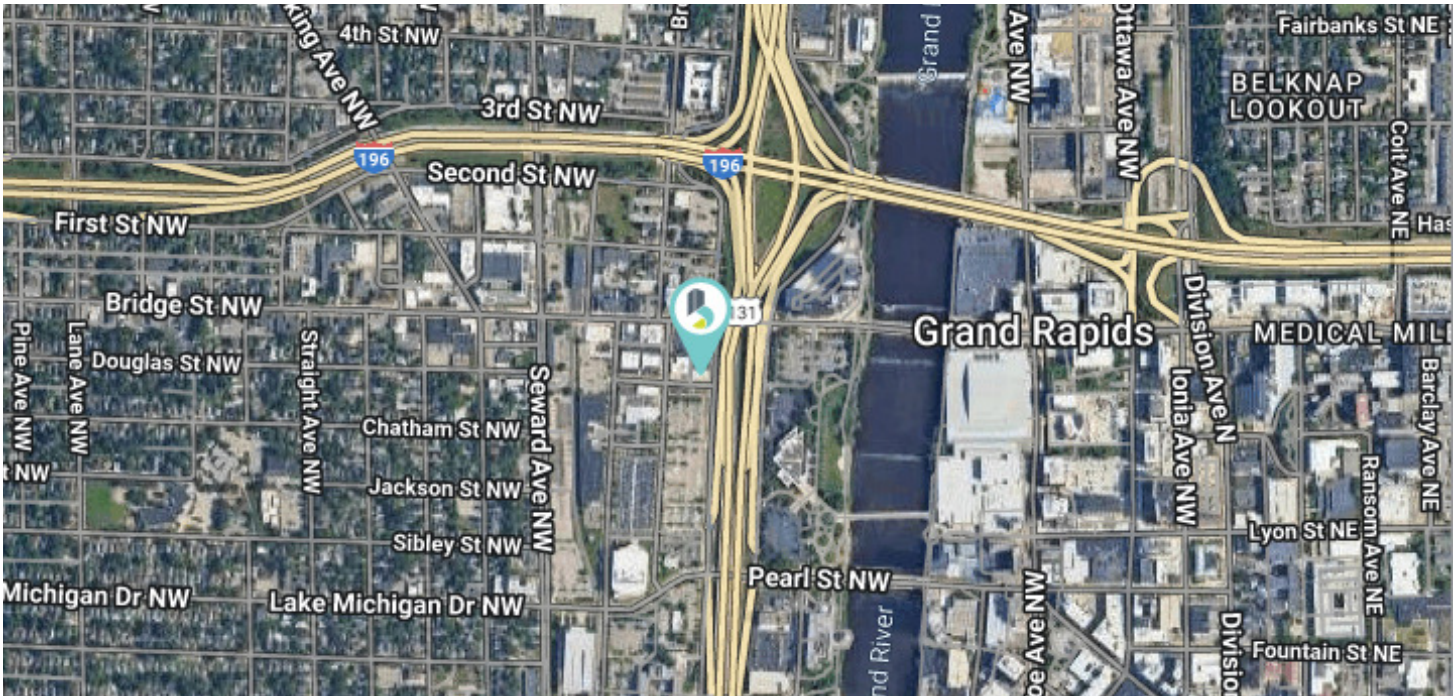
BRADLEYCO.COM



337 & 343 MOUNT VERNON AVE NW, GRAND RAPIDS, MI 49504

SALE

DEVELOPMENT SITE



KEVIN VANHAITSMA
Vice President
616.308.1727
kvanhaitsma@bradleyco.com

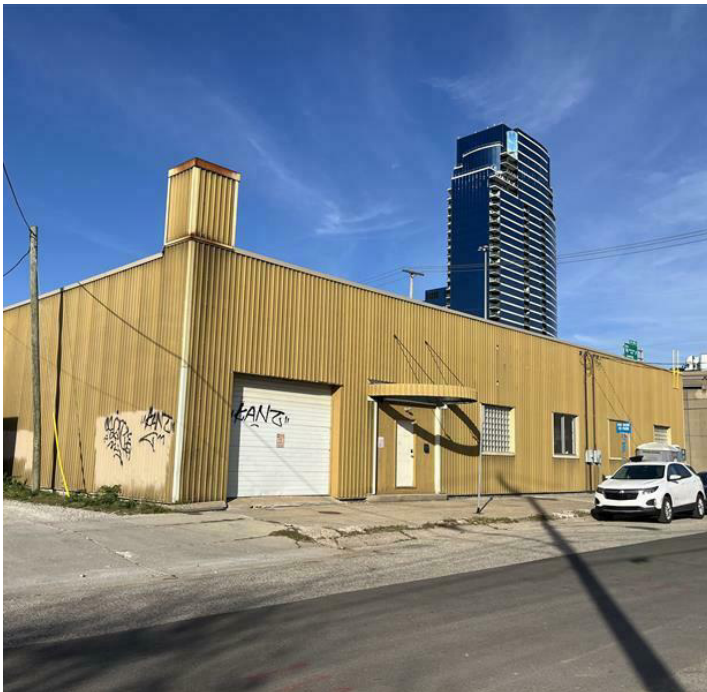
CHIP BOWLING
Senior Vice President
616.254.0005
cbowling@bradleyco.com



337 & 343 MOUNT VERNON AVE NW, GRAND RAPIDS, MI 49504

SALE

DEVELOPMENT SITE



KEVIN VANHAITSMA
Vice President
616.308.1727
kvanhaitsma@bradleyco.com

CHIP BOWLING
Senior Vice President
616.254.0005
cbowling@bradleyco.com



337 & 343 MOUNT VERNON AVE NW, GRAND RAPIDS, MI 49504

SALE

DEVELOPMENT SITE



KEVIN VANHAITSMA
Vice President
616.308.1727
kvanhaitsma@bradleyco.com

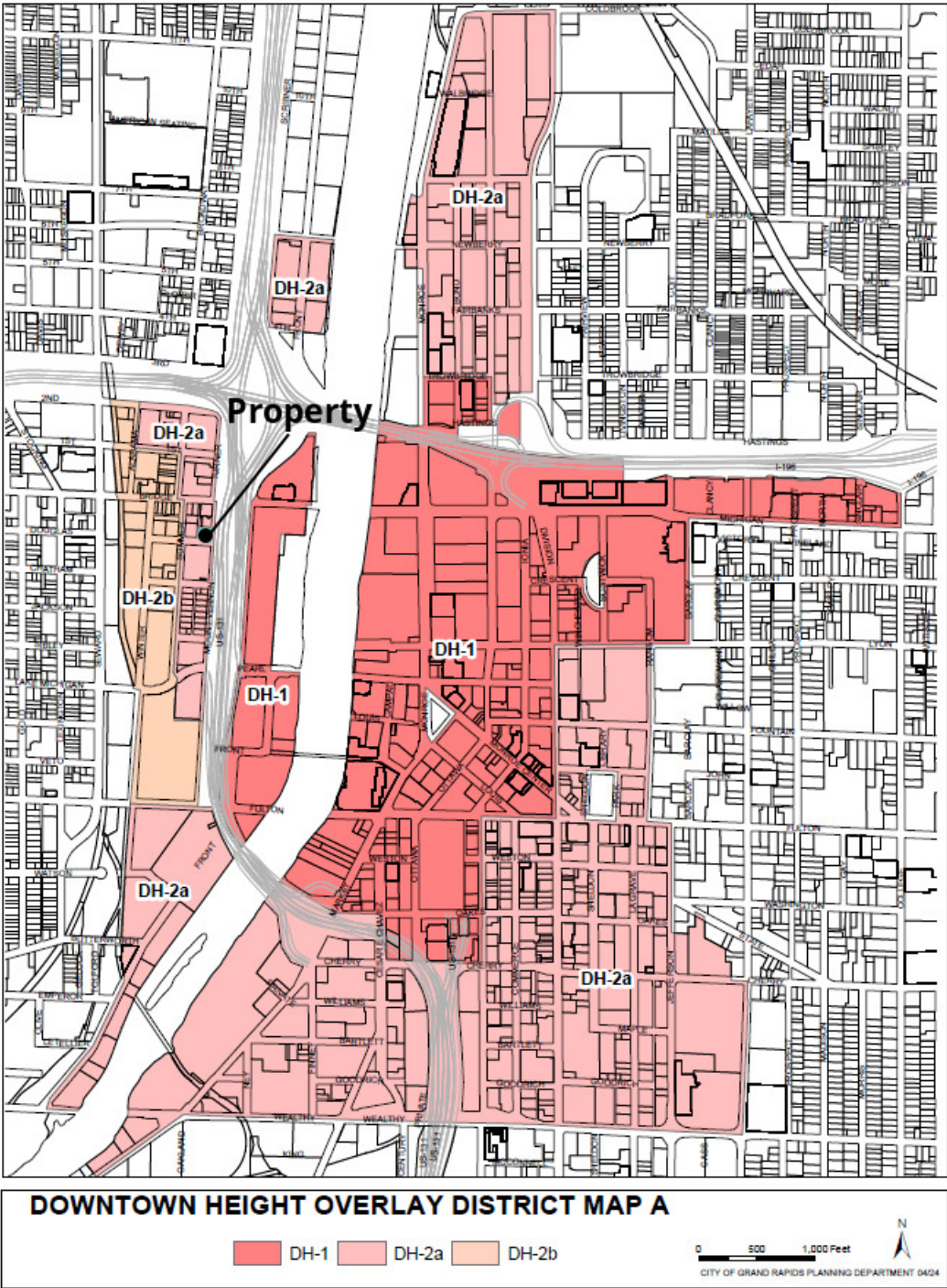
CHIP BOWLING
Senior Vice President
616.254.0005
cbowling@bradleyco.com



337 & 343 MOUNT VERNON AVE NW, GRAND RAPIDS, MI 49504

SALE

DEVELOPMENT SITE



KEVIN VANHAITSMA
Vice President
616.308.1727
kvanhaitsma@bradleyco.com

CHIP BOWLING
Senior Vice President
616.254.0005
cbowling@bradleyco.com

SALE



DEVELOPMENT SITE

337 & 343 MOUNT VERNON AVE NW



DEMOGRAPHICS

SECTION 3

BRADLEY COMPANY
220 Lyon St. NW, Suite 400
Grand Rapids, MI 49503
616.254.0005



BRADLEYCO.COM

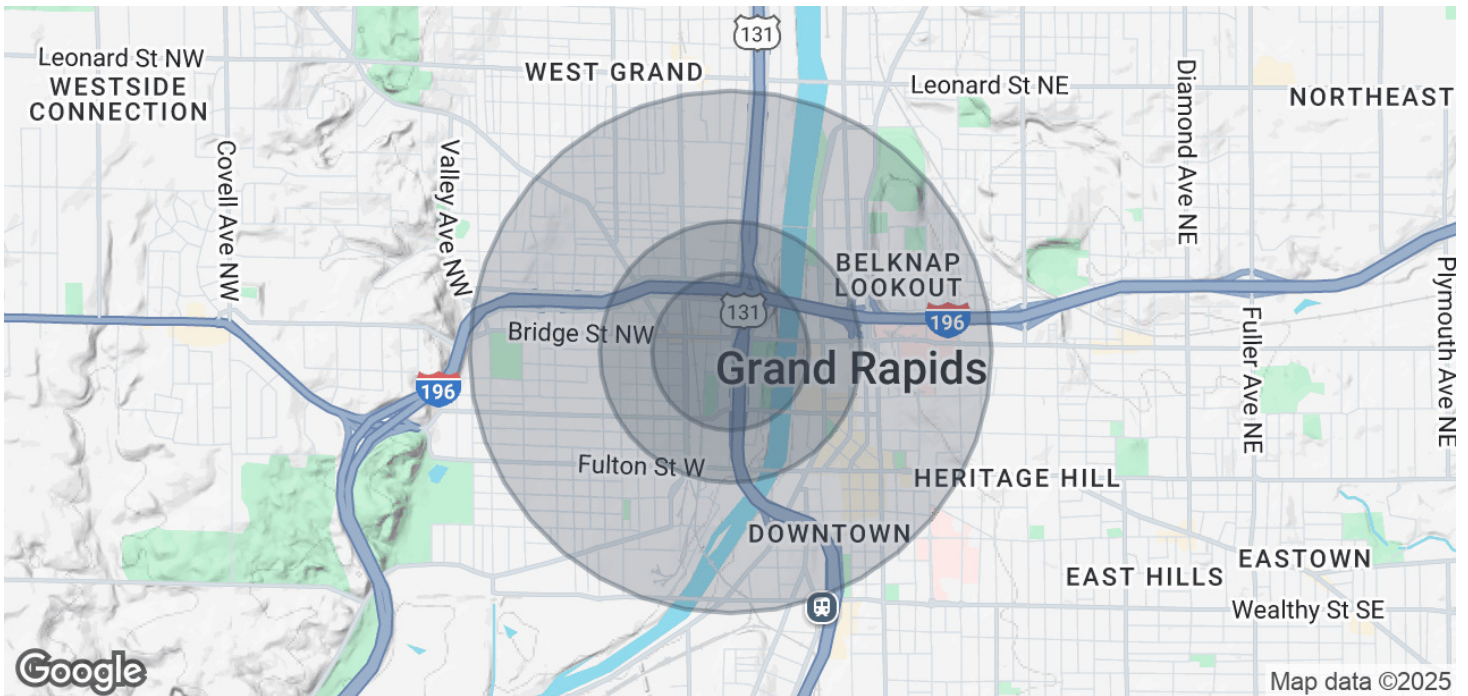


DEMOGRAPHICS MAP & REPORT

337 & 343 MOUNT VERNON AVE NW, GRAND RAPIDS, MI 49504

SALE

DEVELOPMENT SITE



POPULATION

0.3 MILES

0.5 MILES

1 MILE

| | | | |
|----------------------|-----|-------|--------|
| Total Population | 739 | 3,701 | 20,555 |
| Average Age | 36 | 34 | 33 |
| Average Age (Male) | 37 | 35 | 34 |
| Average Age (Female) | 35 | 34 | 33 |

HOUSEHOLDS & INCOME

0.3 MILES

0.5 MILES

1 MILE

| | | | |
|---------------------|-----------|-----------|-----------|
| Total Households | 418 | 1,863 | 9,405 |
| # of Persons per HH | 1.8 | 2 | 2.2 |
| Average HH Income | \$91,552 | \$86,924 | \$73,735 |
| Average House Value | \$470,264 | \$385,917 | \$280,952 |

Demographics data derived from AlphaMap

KEVIN VANHAITSMA

Vice President

616.308.1727

kvanhaitsma@bradleyco.com

CHIP BOWLING

Senior Vice President

616.254.0005

cbowling@bradleyco.com

page 12

SALE



DEVELOPMENT SITE

337 & 343 MOUNT VERNON AVE NW



ADVISOR BIOS

SECTION 4

BRADLEY COMPANY
220 Lyon St. NW, Suite 400
Grand Rapids, MI 49503
616.254.0005



BRADLEYCO.COM



AFFILIATIONS & MEMBERSHIPS

Commercial Alliance of Realtors, CAR
Michigan Association of Realtors, MAR
National Association of Realtors, NAR

EDUCATION

Bachelors Degree, Double Major in Business
and Physical Education, Calvin College

BIOGRAPHY

Kevin VanHaitsma joined Bradley Company as a brokerage advisor in October 2015. In this role, Kevin advises clients in strategic planning, transaction execution for acquisitions and disposition, leasing, and portfolio management throughout the Michigan region. While primarily focused on industrial property, vacant land, and multifamily development, Kevin also helps clients with office, retail, and investment opportunities. He has been awarded the Biggest Office Sale of the Year in 2018, Special Purpose Project/Transaction of the Year in 2021, Land Project of the Year in 2022, and Industrial Project of the Year in 2024 from the Commercial Alliance of Realtors of West Michigan.

Prior to Bradley Company, Kevin worked in the tennis and health club industry for 10 years as operations manager and tennis manager of the Michigan Athletic Club in Grand Rapids, MI. In 2014, Kevin was awarded "State Member of the Year" for Michigan through the Professional Tennis Registry, and in 2015 the athletic clubs were awarded "Private Tennis Facility of the Year" through the Professional Tennis Registry. He held the highest teaching certifications as PTR Professional in Adult Development, High Performance Juniors, and 10 and under juniors.

Kevin has been married to his wife Rachel since 2011 and has three sons, Caleb, Bruce, and August. In his free time, Kevin enjoys spending time with family, playing golf, tennis, traveling, and fishing with his boys. One of the highlights of his traveling including watching Federer play on Center Court at both the US Open and Wimbledon.

CONTACT INFO

T 616.308.1727
C 616.308.1727
kvanhaitsma@bradleyco.com



SPECIALTIES & SERVICES

Office | Investment | Development

AFFILIATIONS & MEMBERSHIPS

Commercial Alliance of Realtors, CAR
Michigan Association of Realtors, MAR
National Association of Realtors, NAR
Certified Commercial Investment Member –
designee, CCIM

Accolades & Awards Highlights

Commercial Alliance of Realtors
2016 Project of the Year
2012, 2013, 2014 Biggest Office Lease
2012 Largest Sale
2010 Most Commission Checks
2007 Most Co-op Deals
Ranked among West Michigan's top power
brokers 2008, 2010, 2011, 2013

EDUCATION

Aquinas College, Bachelor of Liberal Arts
Michigan State University, Communications
Studies

COMMUNITY INVOLVEMENT

Mavericks, Board Member 2006
The Potter's House, Mentor/Tutor 2007-2008
Mental Health Foundation, Committee
Member 2008

CONTACT INFO

T 616.254.0005
C 616.915.9080
cbowling@bradleyco.com

BIOGRAPHY

Chip brings over 27 years of experience in commercial real estate to Bradley Company, which has earned him a level of unmatched expertise in the sale, lease, and development of commercial office properties. The deals in which he's been integral throughout his career translate to over \$1 billion in volume. Chip's aggressive standard of performance has earned him respect within the industry and with his clients who range from large real estate portfolio owners, building owners, entrepreneurs, developers, and many of Grand Rapids' top business leaders.

Chip is most passionate about identifying a piece of real estate which others have overlooked, envisioning its possibilities, then collaboratively finding creative ways to give it viability – a second life. Chip calls this process "giving it a heartbeat." Over time, these unique opportunities have reminded Chip to take the time and energy to certify each deal is well thought-out, has purpose, and which makes financial sense. His experiences have taught him teamwork, the importance of maintaining an open mind, and how best to look through someone else's lens to appreciate the scope of possibilities. The reward has been to work with clients again and again on subsequent projects which continue to help shape key areas of the city.

Previously, Chip spent 15 years at Colliers International sharpening his skills and competencies by focusing on downtown Grand Rapids and southeast suburban office brokerage and development.

Chip later founded XVentures, a commercial real estate firm, in 2013 that specialized in downtown real estate and brokerage development. In 2018 Chip sold the firm to Bradley Company, where he became a partner and later a Senior Vice President the West Michigan office.

Chip's busy life outside of deal-making and development includes raising his son, spending quality time with family and friends, playing golf, boating, traveling, and working out. A notable favorite place to visit for Chip is South and Central America and Europe.

Blue Dog Tavern

Meijer
Water Wipes®
Baby WipesMorning Belle
Bold New
Brunch Drinks

3377

The Gerald R. Ford
Presidential MuseumMDRD
Restaurant
with a ViewSeraphina Spa at the JW
Marriott Grand Rapids
Luxury Massages
- Seraphina Spa

Broker Disclosure: A real estate licensee holds a beneficial interest in this property

©2025 Bradley Company, LLC and affiliates. Use of any third party name or mark is for informational purposes only and does not indicate sponsorship or endorsement by such party. Not all information has been independently verified, and the presenting broker makes no guarantee about its accuracy. Any projections, opinions, or estimates are for example only. Before completing a real estate transaction, you and your advisors should conduct an independent investigation of the property to determine its suitability for your needs.

bradleyco.com • 616.254.0005 • info@bradley.com