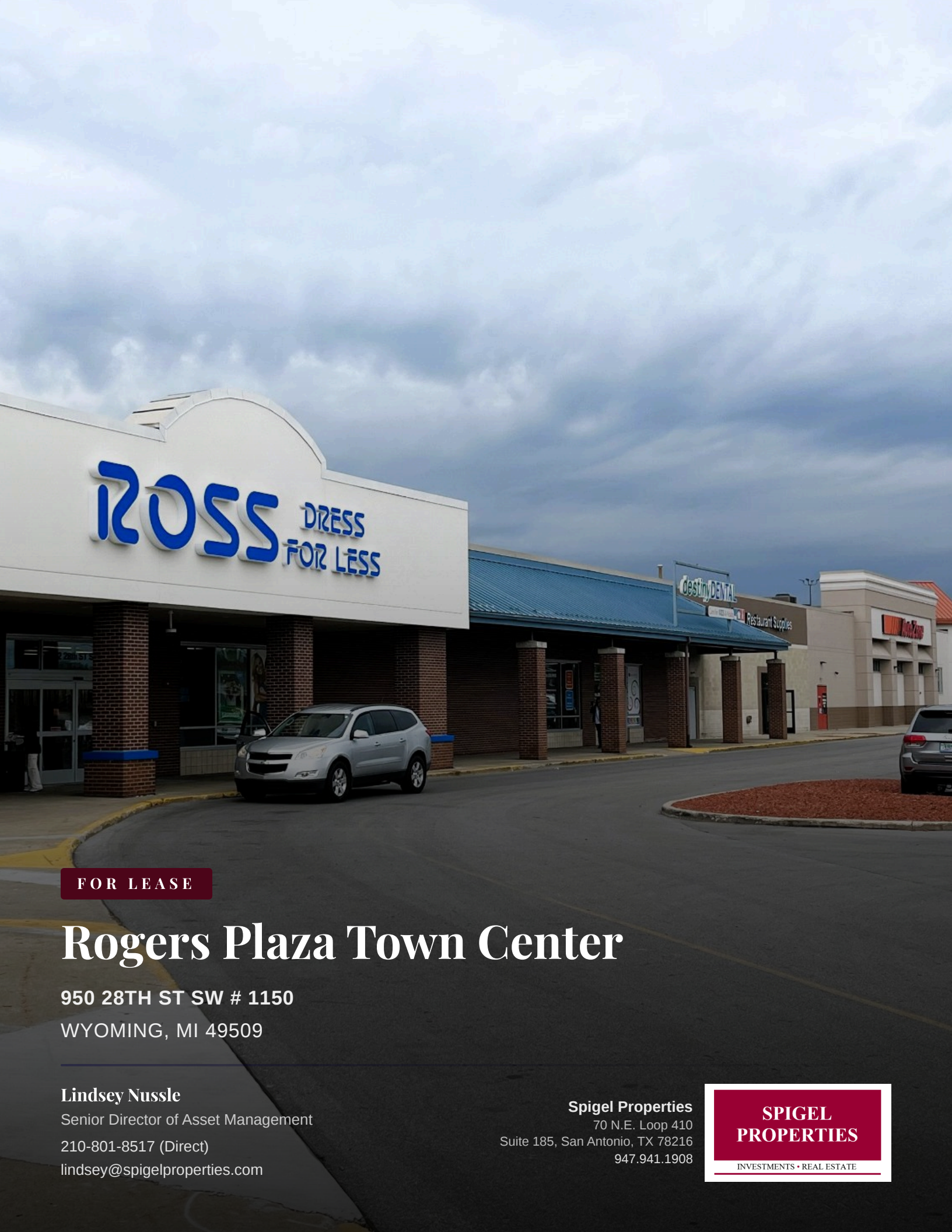




FOR LEASE

Rogers Plaza Town Center

950 28TH ST SW # 1150

WYOMING, MI 49509

Lindsey Nussle

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Spigel Properties

70 N.E. Loop 410

Suite 185, San Antonio, TX 78216

947.941.1908

**SPIGEL
PROPERTIES**

INVESTMENTS • REAL ESTATE

Property Overview

37,685 SF AVAILABLE SF	\$5.55 - \$14 ASKING RATE SF/YR	8 SPACES AVAILABLE	29.56 LOT SIZE	365,572 SqFt BUILDING SQFT
41-17-14-201-016 PARCEL ID	Commercial ZONING TYPE	Kent COUNTY	1,615.00 Ft FRONTAGE	

EXECUTIVE SUMMARY

- Rogers Plaza is located on 28th St, which experiences traffic counts in excess of 43,000 cars per day, providing retailers exceptional brand exposure. The plaza has a tremendous mix of national and local tenants, including Ross Dress for Less (opening soon), Harbor Freight, and AutoZone.
- A power center that has been serving the Wyoming community for decades, Rogers Plaza has been receiving a face lift over the past few years to help lure upscale tenants as well as patrons. The owners have a goal to improve the community by creating a diverse center with universal appeal, located in Wyoming, Michigan. One of the fastest growing cities in Michigan, Rogers Plaza is proud to be located in close proximity to several developing Class-A townhomes.

PROPERTY HIGHLIGHTS

- Premier Location in Fastest Growing Metro Area of Michigan
- Anchored by Ross Dress for Less (Top quartile Michigan, Placer.ai), Auto Zone (99% Michigan, Placer.ai), and Citi Trends (#1 Michigan, Placer.ai)
- Signage Opportunities Directly on 28th Street
- Anchor Space Available with Interior Mall & Exterior Entrances
- Interior Mall Space Available
- Six Ingress/ Egress points, Including Signalized
- Over 1,600 SF of frontage on highly south after 28th Street

ACCESSIBILITY

 TRANSIT	 AIRPORTS	 HIGHWAYS
Dehoop & 28th0.2 mi	Gerald R. Ford International Airport8.7 mi	US 1310.7 mi
28th & Clyde Park0.3 mi	J P's Field Airport14.3 mi	BS 11962.2 mi
Michael & Den Hertog0.4 mi	Blodgett Memorial Medical Center Heliport4.5 mi	Gerald R Ford Freeway2.2 mi
		Lake Michigan Drive Northwest3.8 mi

Photo Gallery



Space Available

Suite 1063

\$14 SF/Yr

SF AVAILABLE

6,040 SF

TERM

Negotiable

TYPE

NNN

USE

Retail

Turnkey exterior end-cap with upgraded fire suppression, dedicated customer access, and direct 28th Street visibility. Ideal for restaurant, quick-serve, or service users requiring exterior entry and signage.

Suite 954

\$5.55 SF/Yr

SF AVAILABLE

15,800 SF

TERM

Negotiable

TYPE

NNN

USE

Retail / Warehouse

Junior anchor opportunity with flexible retail and warehouse configuration. Ideal for showroom, fitness, entertainment, contractor, or distribution users requiring scale and back-of-house capability. Cotenancy with Ross Dress for Less, Planet Fitness, and Ollie's Bargain Outlet.

Suite 978

\$12 SF/Yr

SF AVAILABLE

5,344 SF

TERM

Negotiable

TYPE

NNN

USE

Retail

Prominent interior storefront on the center's main corridor with strong signage visibility. Well-suited for value retail, specialty, or service users seeking an established traffic pattern.

Suite 982

\$10 SF/Yr

SF AVAILABLE

1,020 SF

TERM

Negotiable

TYPE

NNN

USE

Retail

Boutique interior suite ideal for salon, beauty, nail, or wellness operators. Located near established beauty and personal-service tenants including Designers Dugout Salon and Tip Top Nails.

Suite 1010

\$10 SF/Yr

SF AVAILABLE

2,700 SF

TERM

Negotiable

TYPE

NNN

USE

Retail

Mid-size interior suite with established storefront. Well-suited for value retail, service, or specialty food users. Open floor plan adaptable to most concepts.

Suite 1012

\$10 SF/Yr

SF AVAILABLE

3,728 SF

TERM

Negotiable

TYPE

NNN

USE

Retail

Standard interior retail suite with good frontage and visibility. Well-suited for boutique retail, gifts, accessories, or specialty service users.

Suite 996

\$10 SF/Yr

SF AVAILABLE

2,040 SF

TERM

Negotiable

TYPE

NNN

USE

Retail

Compact interior retail suite with good frontage and visibility. Well-suited for boutique retail, gifts, accessories, or specialty service users.

Suite 1004

\$10 SF/Yr

SF AVAILABLE

1,013 SF

TERM

Negotiable

TYPE

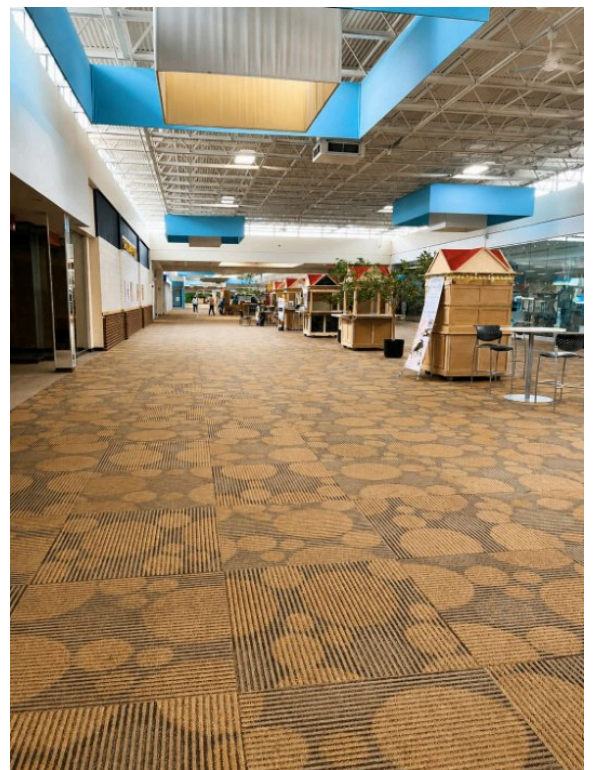
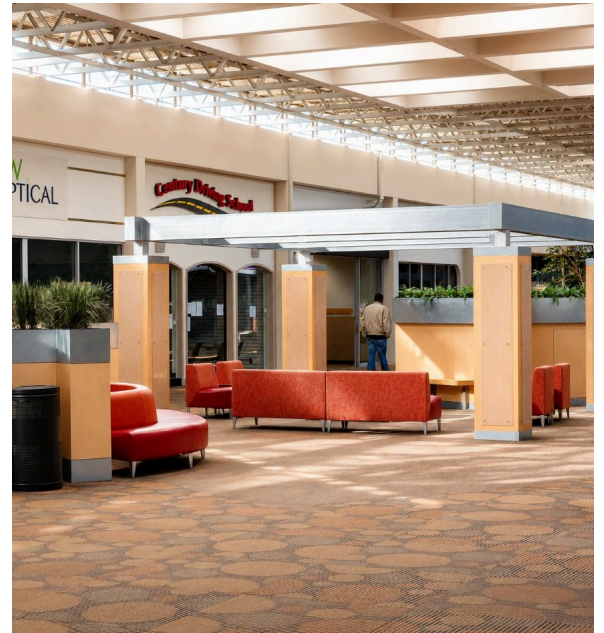
NNN

USE

Retail

Compact boutique suite ideal for first-time operators, specialty retail, or single-service concepts. Lowest entry cost in the center at \$10/SF NNN.

Photo Gallery



Market Overview



Market Overview - Wyoming, MI

Wyoming is a city in Kent County in the U.S. state of Michigan. The population was 76,501 according to the 2020 census. Wyoming is the second most-populated community in the Grand Rapids metropolitan area (1,091,620 total pop.) and is bordered by Grand Rapids on the northeast.

The city sits along major transportation corridors including US-131 and I-196, giving residents and businesses quick access to downtown Grand Rapids and the greater West Michigan region. Wyoming has a strong industrial and manufacturing base, and is home to a mix of national retailers, restaurants, and healthcare providers along its primary commercial corridors, including 28th Street and Division Avenue.

As part of the fast-growing Grand Rapids metro — one of the strongest economies in Michigan — Wyoming benefits from steady population growth, a diverse workforce, and proximity to Gerald R. Ford International Airport, making it an attractive location for retail and commercial tenants looking to serve both local residents and the broader regional trade area.

DEMOGRAPHIC SNAPSHOT

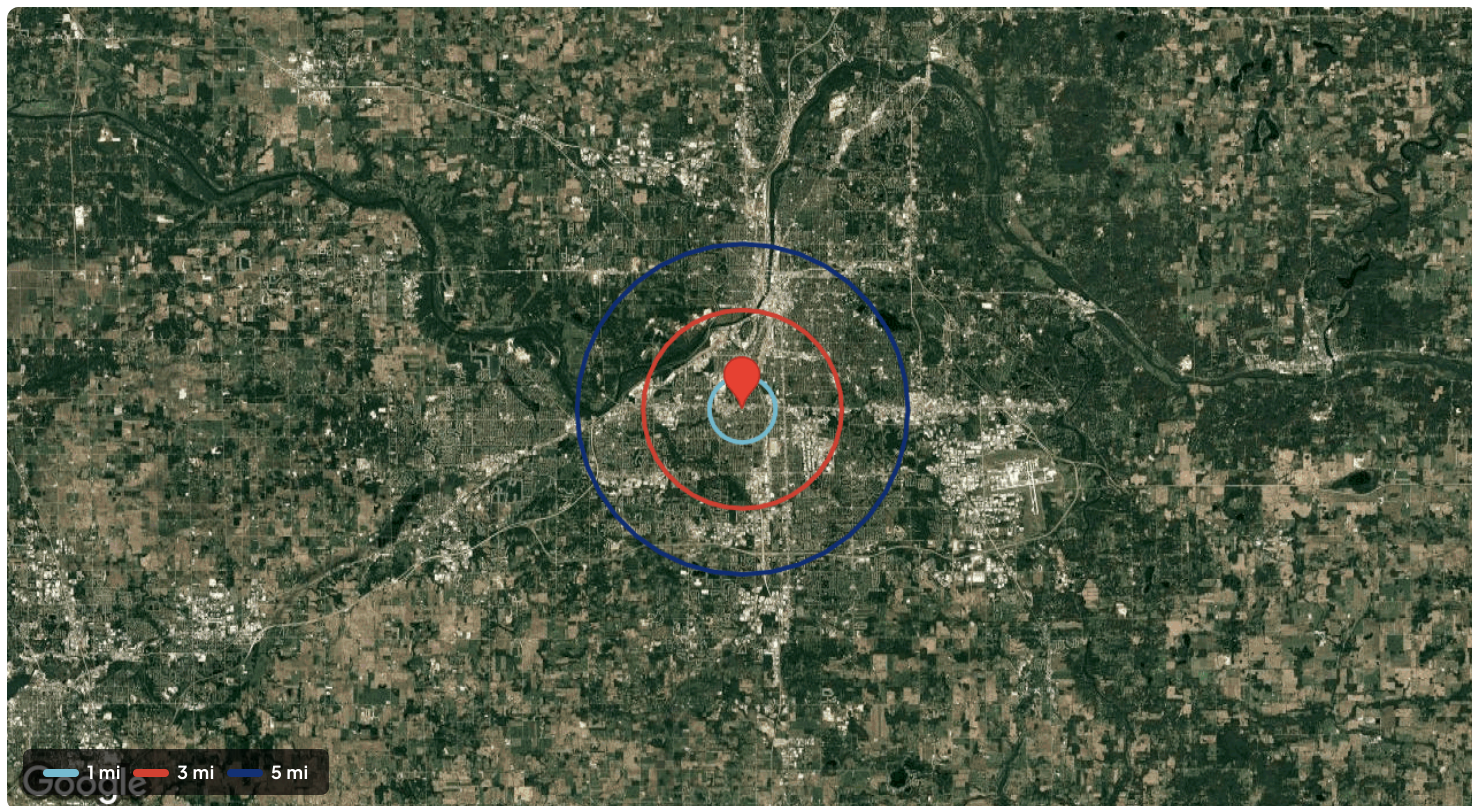
1-MILE RADIUS		3-MILE RADIUS		5-MILE RADIUS	
Population	15,251	Population	107,095	Population	280,051
Median HH Income	\$68,109	Median HH Income	\$68,560	Median HH Income	\$74,514
Households	5,828	Households	39,753	Households	112,333

Source: ESRI / ArcGIS Business Analyst

Demographics (Detail)

POPULATION	1 MILE	3 MILE	5 MILE
2000 Population	13,735	107,244	264,610
2010 Population	13,681	101,383	257,266
2026 Population	15,251	107,095	280,051
2031 Population	15,549	108,220	284,415
2026–2031 Growth Rate	0.39 %	0.21 %	0.31 %
2026 Daytime Population	13,866	105,081	293,580

HOUSEHOLDS	1 MILE	3 MILE	5 MILE	2026 HOUSEHOLD INCOME	1 MILE	3 MILE	5 MILE
2000 Total Households	5,331	37,869	98,967	less than \$15,000	433	3,074	8,551
2010 Total Households	5,103	35,783	97,313	\$15,000–\$24,999	521	2,575	6,292
2026 Total Households	5,828	39,753	112,333	\$25,000–\$34,999	375	2,586	6,640
2031 Total Households	6,027	40,813	116,399	\$35,000–\$49,999	675	4,865	12,902
2026 Avg. Household Size	2.56	2.67	2.46	\$50,000–\$74,999	1,171	8,532	22,121
2026 Owner Occupied Housing	4,008	25,804	66,843	\$75,000–\$99,999	952	6,080	16,737
2031 Owner Occupied Housing	4,231	26,716	69,381	\$100,000–\$149,999	1,272	7,233	20,429
2026 Renter Occupied Housing	1,820	13,949	45,490	\$150,000–\$199,999	301	2,692	9,451
2031 Renter Occupied Housing	1,797	14,097	47,019	\$200,000 or greater	126	2,117	9,212
2026 Vacant Housing	84	1,324	5,606	Median HH Income	\$68,109	\$68,560	\$74,514
2026 Total Housing	5,912	41,077	117,939	Average HH Income	\$77,417	\$85,414	\$96,347



Source: ESRI / ArcGIS Business Analyst

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DISCLAIMER