

**FOR LEASE**

# Rogers Plaza Town Center

972 28th Street Southwest  
Wyoming, MI 49509

**Lindsey Nussle**

Senior Director of Asset Management  
210-801-8517 (Direct)  
lindsey@spigelproperties.com

**Spigel Properties**

70 N.E. Loop 410  
Suite 185, San Antonio, TX 78216  
947.941.1908

**SPIGEL  
PROPERTIES**

INVESTMENTS • REAL ESTATE



## TRAFFIC SNAPSHOT

— STRONG TRAFFIC. MORE VISITS. MORE OPPORTUNITY. —



**2.1M**

### ANNUAL VISITS

Consistent consumer traffic driven by value retail, services & everyday needs.



**+14.9%**

### VISIT GROWTH (3 YEARS)

Strong three-year growth demonstrates increasing consumer demand.



**47**

### MINUTES AVERAGE DWELL TIME

Customers spend more time in center, driving higher engagement and sales.



**422K**

### ANNUAL VISITORS

A large and active customer base from our primary and secondary trade areas.



**4.88**

### VISIT FREQUENCY

High repeat visitation reflects customer loyalty and strong center relevance.

## Property Overview

**1,013 – 15,800 SF**  
AVAILABLE SF

**\$10 – \$14**  
ASKING RATE SF/YR

**8**  
SPACES AVAILABLE

**42,000+ VPD**  
TRAFFIC

**2.1M**  
ANNUAL VISITS

**Inline & Junior Anchor**  
OPPORTUNITIES

**Ross • Planet Fitness • Harbor Freight**  
ANCHORS

### — EXECUTIVE SUMMARY

#### Wyoming's Indoor Value & Community Shopping Destination

Rogers Plaza Town Center is not a traditional enclosed mall, and that is the point. Positioned on M-11, a state trunkline on the National Highway System, with 42,000+ vehicles per day and over 103,000 daytime residents within three miles, the property serves Wyoming and Greater Grand Rapids as an indoor hub for value retail, services, family entertainment, healthcare, and community use.

Anchored by Ross Dress for Less, Planet Fitness, Harbor Freight, and Ollie's Bargain Outlet, with long-tenured Michigan Secretary of State and USPS, the center is now expanding its experiential mix. Mermaid Bay's indoor family entertainment concept is open and performing, and Haveli Authentic Indian Restaurant is preparing to open in 2026.

The center serves a metro of 1.16M residents (1.50M CSA) with a 3-mile trade area that is 25%+ Hispanic/Latino, a demographic profile underserved by competing 28th Street corridors. Rogers Plaza also sits directly across 28th Street from Wyoming's City Center redevelopment, a \$100M+ public-private investment bringing residents, walkability, and new daytime activity to the corridor. Inline and junior anchor opportunities are available from 1,013 to 15,800 SF at \$10 to \$14/SF NNN

### — PROPERTY HIGHLIGHTS

- 341,499 SF on M-11 (state trunkline / National Highway System)
- 42,000+ Vehicles Per Day Along 28th Street
- 1,716 Parking Spaces Supporting All-Weather Indoor Traffic
- 2.1 Million Annual Visits with 47-Minute Average Dwell Time
- Anchored by Ross Dress for Less, Planet Fitness, Harbor Freight Tools & Ollie's Bargain Outlet
- Public-Service Tenants: Michigan Secretary of State & USPS
- New Family Entertainment Anchor: Mermaid Bay Indoor Play
- Coming 2026: Haveli Authentic Indian Restaurant

### ACCESSIBILITY

#### TRANSIT

28th & Clyde Park	<b>0.3 mi</b>
Dehoop & 28th	<b>0.3 mi</b>
Michael & Den Hertog	<b>0.4 mi</b>

#### AIRPORTS

Gerald R. Ford International Airport	<b>8.7 mi</b>
J P's Field Airport	<b>14.4 mi</b>
Blodgett Memorial Medical Center Heliport	<b>4.5 mi</b>

#### HIGHWAYS

US 131	<b>0.6 mi</b>
Gerald R Ford Freeway	<b>2.2 mi</b>
BS I 196	<b>2.2 mi</b>
Lake Michigan Drive Northwest	<b>3.8 mi</b>

# Space Available

## Suite 1063

\$14 SF/Yr

SF AVAILABLE	TERM
<b>6,040 SF</b>	Negotiable
TYPE	USE
NNN	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	TERM
<b>15,800 SF</b>	Negotiable
TYPE	USE
NNN	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. Cotencancy with Ross Dress for Less, Planet Fitness, and Ollie's Bargain Outlet.

## Suite 978

\$12 SF/Yr

SF AVAILABLE	TERM
<b>5,344 SF</b>	Negotiable
TYPE	USE
NNN	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	TERM
<b>1,020 SF</b>	Negotiable
TYPE	USE
NNN	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	TERM
<b>2,700 SF</b>	Negotiable
TYPE	USE
NNN	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	TERM
<b>3,728 SF</b>	Negotiable
TYPE	USE
NNN	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	TERM
<b>2,040 SF</b>	Negotiable
TYPE	USE
NNN	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	TERM
<b>1,013 SF</b>	Negotiable
TYPE	USE
NNN	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.

# Anchored by National Retailers Driving Daily Repeat Traffic



## Why Rogers Plaza

**An indoor center built for everyday life, not legacy fashion retail.**

Rogers Plaza is West Michigan's value-and-community shopping destination. While Woodland Mall and Breton Village compete for fashion and lifestyle spending east of here, and the RiverTown and Wilson corridors compete for big-box west of here, Rogers Plaza serves the everyday trip: fitness, footwear, automotive, dental, government services, postal, food, and family entertainment, all under one roof and out of the weather.

That mix matches the market it sits in. The 3-mile trade area holds 106,984 residents in 39,506 households, with a median household income of \$66,565 and an average household size of 2.68. Daytime population exceeds 103,000, and the immediate trade area is 25%+ Hispanic/Latino, a market segment significantly underrepresented in competing 28th Street formats. These are working and middle-income families and a substantial daytime workforce, and they reward convenience, value, and reliability over aspirational retail.

The repositioning is already underway. Mermaid Bay is proving demand for indoor family entertainment. A new Indian cuisine concept is preparing to open. Long-term renewals with national anchors are stabilizing income, and new local and regional operators are filling out the small-shop program.

For the right tenants, Rogers Plaza offers a rare combination on the 28th Street corridor: an established 2.1M-visit customer base, anchor cotenancy at full national scale, indoor all-season traffic, a signature role in the 28th Street Metro Cruise, and rents materially below comparable strip space within a mile of the property.



## Anchored by National Brands. Built for Everyday Life.



### **NATIONAL ANCHORS**

Ross Dress for Less  
Planet Fitness  
Harbor Freight Tools  
Ollie's Bargain Outlet

### **PUBLIC SERVICE**

Michigan Secretary of State  
United States Postal Service

### **Daily Needs & Value Retail**

AutoZone  
Citi Trends  
Shoe Show Mega

### **Food & Dining**

China Buffet  
Jet's Pizza  
*Coming Soon: Haveli (Indian Cuisine)*

### **Family Entertainment & Health**

Recently Opened: Mermaid Bay Indoor Play  
Destiny Dental  
Oak Street Health

*A working tenant mix spanning national value retail, civic services, healthcare, dining, and family entertainment, anchoring the center as Wyoming's everyday destination.*

# Market Overview



POPULATION  
**72,125**

AREA  
**24.8 sq mi**

ELEVATION  
**643 ft**

TIME ZONE  
**Eastern Time Zone**

COUNTY  
**Kent County**

INCORPORATED  
**1959**

STATE  
**Michigan**

## Market Overview: Wyoming, MI

Wyoming is a city in Kent County in the U.S. state of Michigan. The population was 76,501 at the 2020 census. Part of the Grand Rapids metropolitan area, Wyoming is bordered by Grand Rapids to the northeast and, after Grand Rapids, it is the second most-populous city in West Michigan.

European-Americans settled the area in 1832 along Buck Creek, and it was organized as Wyoming Township in 1848 after separating from Byron Township. Through the 19th and early 20th centuries, Wyoming remained a rural area providing goods to Grand Rapids, until the Grand Rapids, Holland and Chicago Railway spurred suburbanization. After Grandville was incorporated in 1933 and the General Motors Stamping Division Plant opened, Wyoming faced annexation disputes with Grand Rapids and Grandville until incorporating as a city in 1959.

As a city, Wyoming became a regional retail and entertainment hub on the 28th Street corridor with the opening of Rogers Plaza and Studio 28. Development declined in the 1980s.

### DEMOGRAPHIC SNAPSHOT

#### 1-MILE RADIUS

Population	<b>15,001</b>
Median HH Income	<b>\$65,825</b>
Households	<b>5,701</b>

#### 3-MILE RADIUS

Population	<b>106,984</b>
Median HH Income	<b>\$66,565</b>
Households	<b>39,506</b>

#### 5-MILE RADIUS

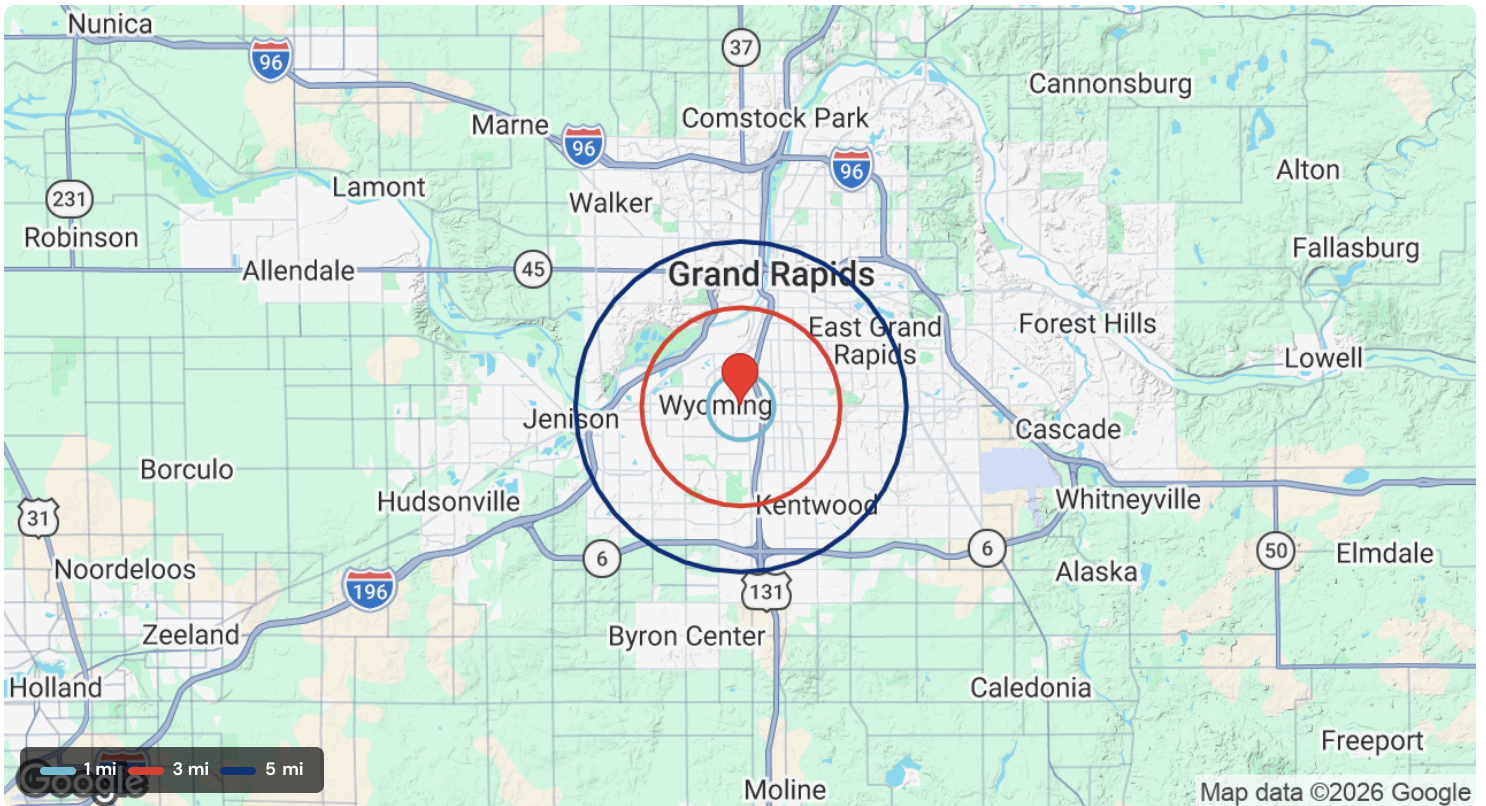
Population	<b>280,972</b>
Median HH Income	<b>\$72,424</b>
Households	<b>112,084</b>

Source: ESRI / ArcGIS Business Analyst

# Demographics

POPULATION	1 MILE	3 MILE	5 MILE
2000 Population	13,685	107,362	266,383
2010 Population	13,636	101,453	259,051
2025 Population	15,001	106,984	280,972
2030 Population	15,220	108,215	283,433
2025-2030 Growth Rate	0.29 %	0.23 %	0.17 %
2025 Daytime Population	14,736	103,465	307,594

HOUSEHOLDS	1 MILE	3 MILE	5 MILE	2025 HOUSEHOLD INCOME	1 MILE	3 MILE	5 MILE
2000 Total Households	5,303	37,943	99,691	less than \$15,000	445	3,157	8,716
2010 Total Households	5,080	35,833	98,066	\$15,000-\$24,999	538	2,847	6,961
2025 Total Households	5,701	39,506	112,084	\$25,000-\$34,999	405	2,691	6,803
2030 Total Households	5,886	40,586	115,012	\$35,000-\$49,999	667	4,918	13,056
2025 Avg. Household Size	2.57	2.68	2.47	\$50,000-\$74,999	1,154	8,567	22,402
2025 Owner Occupied Housing	3,982	26,107	68,160	\$75,000-\$99,999	924	5,964	16,473
2030 Owner Occupied Housing	4,269	27,414	71,850	\$100,000-\$149,999	1,232	7,305	21,085
2025 Renter Occupied Housing	1,719	13,399	43,924	\$150,000-\$199,999	233	2,198	8,011
2030 Renter Occupied Housing	1,617	13,172	43,163	\$200,000 or greater	103	1,859	8,577
2025 Vacant Housing	93	1,267	5,771	Median HH Income	<b>\$65,825</b>	<b>\$66,565</b>	<b>\$72,424</b>
2025 Total Housing	5,794	40,773	117,855	Average HH Income	<b>\$76,171</b>	<b>\$82,468</b>	<b>\$93,501</b>



Source: ESRI / ArcGIS Business Analyst

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PRESENTED BY



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