

RUSH
CREEK

CROSSING

GEORGETOWN TOWNSHIP, MICHIGAN 49428

A DEVELOPMENT OF THE NELSON COMPANIES INCORPORATED

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THE AREA

Rush Creek Crossing is located in Georgetown Charter Township, Ottawa County, Michigan. It is Ottawa and adjacent Kent Counties that primarily comprise the Grand Rapids, Michigan MSA. Georgetown Charter Township is in the southwest quadrant of the Grand Rapids MSA and is accessed from I-196 at the Chicago Drive exit (Exit 69 A/B) or Chicago Drive just south of the Main Street/Chicago Drive intersection. The population of the Grand Rapids MSA is approximately 1 million people. Georgetown Township has a population of 49,646 (2014) with an average income of approximately \$70,000 (3-mile radius in 2015; projected to be over \$79,500 by 2020). The *unemployment rate* in Georgetown Charter Township/Jennison is only 2.1% – one of the lowest in the nation.

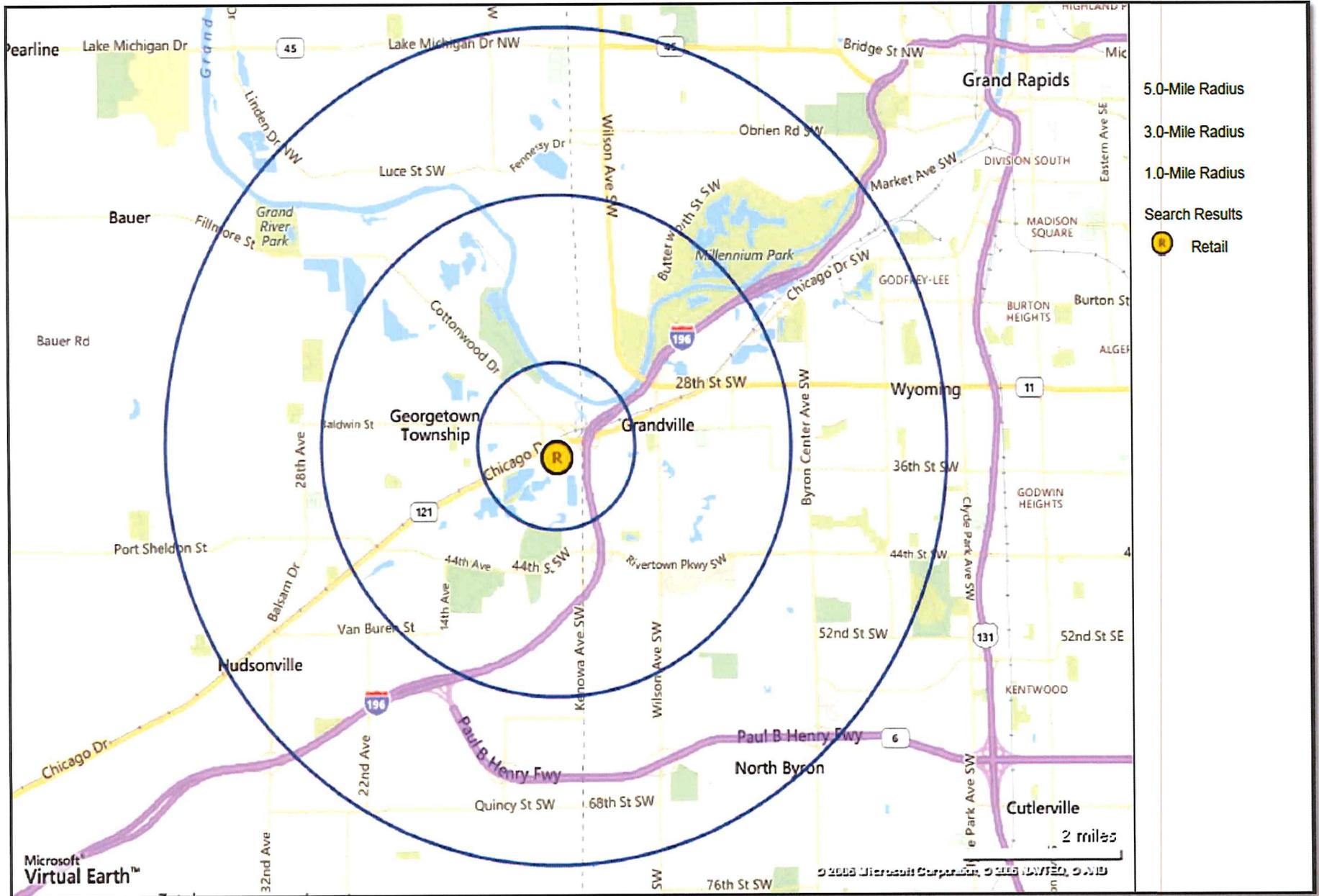
Traffic and Road Systems

Chicago Drive at Main Street has more than 29,942 cars per day (2012) and I-196 has 64,300 cars per day (2014) at the Chicago Drive exit. I-196, 44th Street and 28th Street not only connects the Grand Rapids MSA and its major suburbs (Kent, Wyoming and Grandville) to the *Rush Creek Crossing* market, but also connects most of the towns along Lake Michigan from South Haven to Holland and then east to the Grand Rapids MSA. Chicago Drive (also known as M-121) is a major collector/connector road servicing the southwest quadrant of the greater Grand Rapids market.

Local Improvement Efforts

Georgetown Charter Township recently announced a community funded streetscape improvement program that begins at the Township's front door – so to speak – Chicago Drive and the Main Street/I -196 exit (Exit 69A/B). Those improvements include new and improved landscaping, median improvements and street lighting.

Rush Creek Crossing Radius Map



5.0-Mile Radius

3.0-Mile Radius

1.0-Mile Radius

Search Results

 Retail

THE SITE

Rush Creek Crossing is a proposed 92,900 square foot retail development, built on an approximate 15-acre parcel of land at the intersection of Chicago Drive and Main Street just west of the Chicago Drive/I-196 Chicago Drive Exit. The site is irregular shaped and runs from Chicago drive south to Rush Creek and west from Main Street to the Aldi food mart. The site is virtually all floodplain with about a third of it in a floodway.

Total Floodplain (buildable with permission):	10.30 Acres
Total Floodway/Wetlands (not buildable):	<u>4.70 Acres</u>
Total Acreage of Site:	15.00 Acres

Site Issues

The site is comprised of Parcel 1, Parcel 2 and Parcel 4 which collectively comprise 15.0 acres of land. Of the 15 acres only 10.70 acres are usable for development. The other 4.3 acres are floodway and/or wetlands. In 2011 the FIRM maps for the Grand Rapids area were updated. In the case of the *Rush Creek Crossing* site, the floodplain as well as the floodway were increased. Now virtually all of the *Rush Creek Crossing* site is either floodplain or floodway. The floodway extends into Main Street, the Main Street entrance to the shopping center, portions of the McDonald's parking easement and most of one of the proposed development's parks. The floodplain covers the balance of the site except for a small portion of the most southwesterly portion of Parcel 4 which is upland.

It should be noted that under Michigan law floodway cannot be developed for any use and is usually planted with grasses. Generally, roads and walkways cannot be built in a floodway and while old improvements are grandfathered (permitted because they predated the FIRM map designation, if those improvements are removed, any new improvements are not allowed even if the improvements are in the same location.

Easements

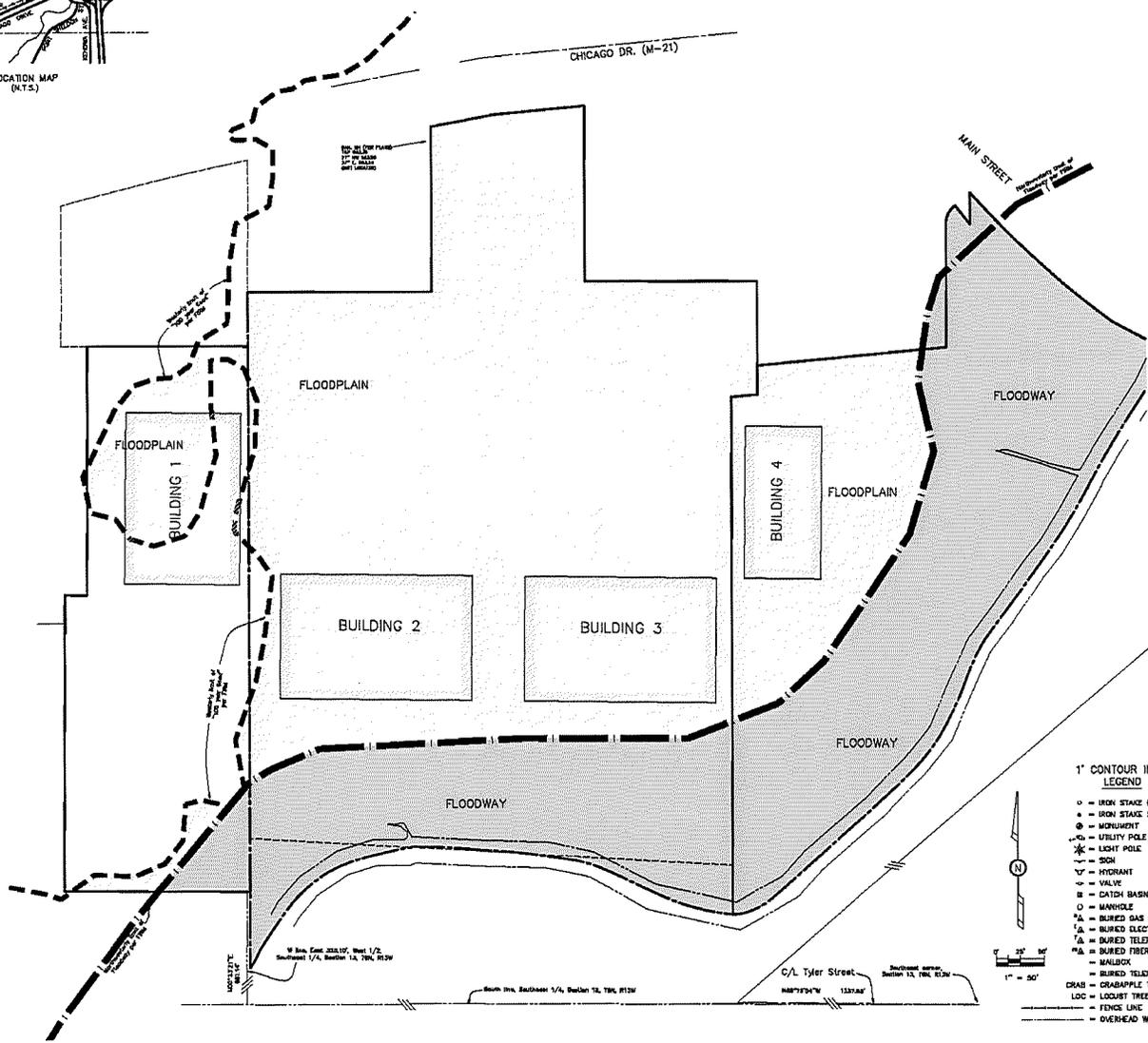
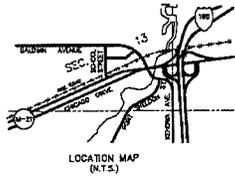
There are 21 easements or right-of-ways that cross the 15-acre parcel. Nearly all of the easements will have to be abandoned or moved to allow development. However, several of the easements make development of the site impossible unless the easements are abandoned and/or moved. The most serious are two private road easements granted by a previous owner of the subject parcel that connects the old Target parcel, Aldi parcel and the former K-mart site from Cottonwood to Main Street. The issue with these road easements is that there are driveways that were granted to run in the front and in the rear of the buildings when granted, but now interfere with the re-development of the subject parcel (the former K-mart site) as the northerly driveway run through Buildings 1 and 4 of the proposed *Rush Creek Crossing* development which prevents the buildings from being built and through parking lots and in some places it is in the floodway.

THE SITE PLAN



Note the placement of out lots in front of the proposed *Rush Creek Crossing* development. Except at the boulevard entrance these buildings block views of the shopping center.

Wetlands



- Survey Notes:**
1. Survey is based on First American Title Insurance Company, Commitment Number: 722210, Revision A, printed on February 4, 2016.
 2. Bearings shown herein are based on the south line of the SE 1/4 of Section 13 as 88°45'38" W per furnished description.
 3. Overall parcel contains 15.8 acres, more or less, in center of Fresh Creek, 13.23 acres (hereinafter described) (more land).
 4. The part of the overall parcel lying North and West of the "Floodway", as shown, contains 50.7 acres. (See note 6)
 5. A majority of this property lies within a Special Flood Hazard Area, as identified by the Federal Insurance Administration, Department of Homeland Security. This property lies within Zone AE - Areas determined to have a 1% annual chance flood (100 year flood) as identified on Flood Insurance Rate Study Community Flood No. 261302046, effective date December 16, 2011, published by the Federal Emergency Management Agency. The printed Base Flood Elevation is 606 (NAVD83).
 6. "Floodway", "100 year flood", & "0.2% annual chance flood" boundaries are approximate, based on scaled location.
 7. Buildings are "Proposed", shown based on proposed site plan as provided.

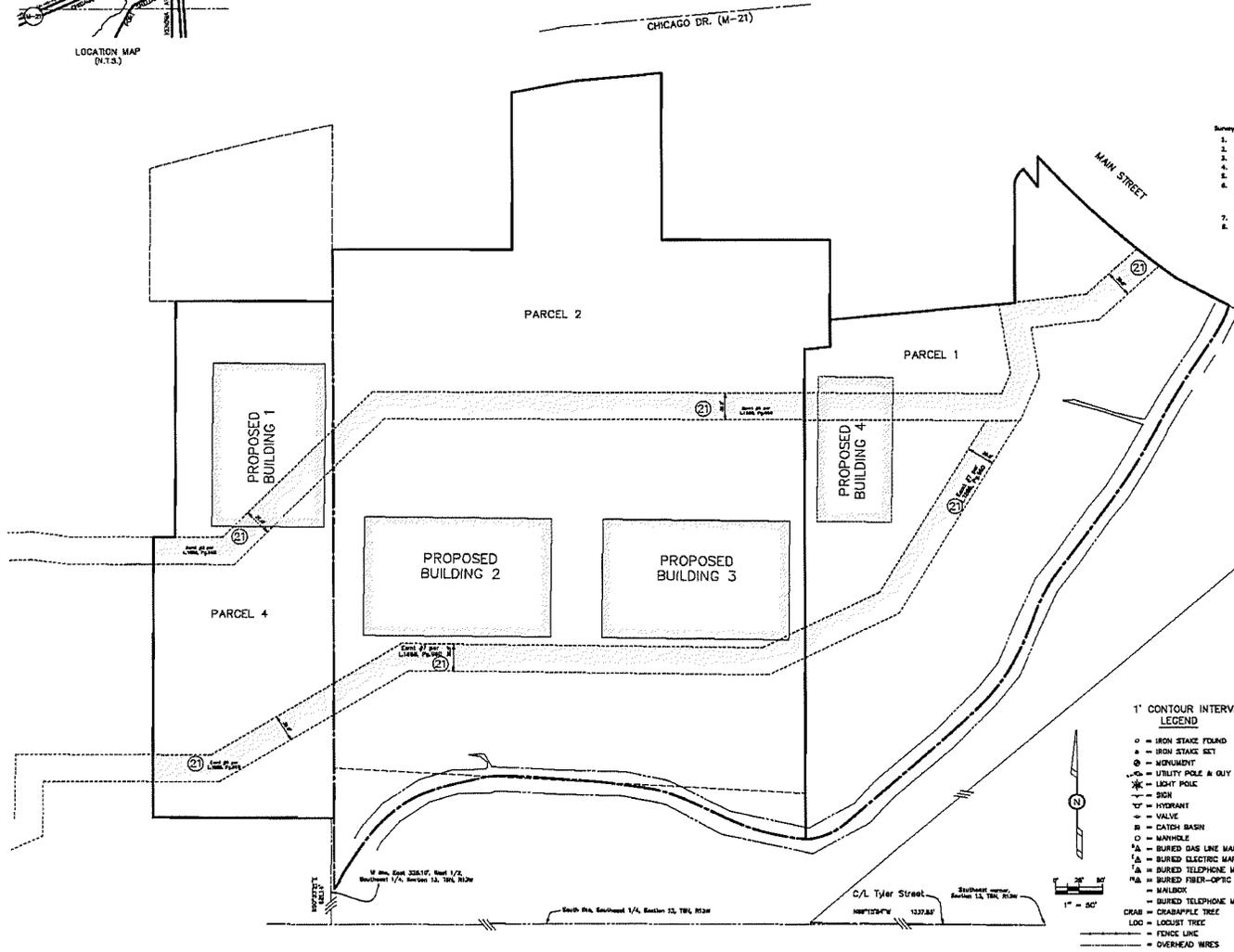
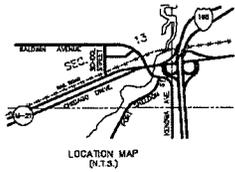
**1" CONTOUR INTERVAL
LEGEND**

- = IRON STAKE FOUND
- = IRON STAKE SET
- ⊙ = SIGHTPOST
- ⊕ = UTILITY POLE & GUY WIRE
- ⊙ = LIGHT POLE
- ⊙ = SIGN
- ⊙ = HYDRANT
- ⊙ = VALVE
- ⊙ = CATCH BASIN
- = MANHOLE
- ⊙ = BURIED GAS LINE MARKER
- ⊙ = BURIED ELECTRIC MARKER
- ⊙ = BURIED TELEPHONE MARKER
- ⊙ = BURIED FIBER-OPTIC MARKER
- ⊙ = SULKER
- ⊙ = BURIED TELEPHONE MARKER
- ⊙ = CRABAPPLE TREE
- ⊙ = LOCUST TREE
- = FENCE LINE
- = OVERHEAD WIRES

FLOODWAY AND FLOODPLAIN REFERENCE MAP		RE: CHICAGO DRIVE
FOR: ASTI ENVIRONMENTAL, ATTN: JOSEPH BEUTLER 800 CASCADE W. PARKWAY SE SUITE 210 GRAND RAPIDS, MI 49546		
IN: PART OF THE SE 1/4, SECTION 13, T13N, R13W, GEORGETOWN TOWNSHIP, OTTAWA COUNTY, MICHIGAN		
DATE: 02/22/2016		FILE NO: 2016-10-10
DRAWN BY: JCB		DATE: 1 0'
APPROVED BY: JCB		
DATE: 02/22/2016		

Note the boundaries of the floodway (dark gray) (non-buildable) and floodplain (light gray) (buildable with approval of MDEQ and CORP).

Road Easement Plan



- Survey Notes:
1. Survey is based on First American Title Insurance Company, Commitment Number: 722510, Revision A, printed on February 4, 2016.
 2. This map does not show all easements and/or rights-of-way which may affect this parcel.
 3. Bearings shown herein are based on the South line of the SE 1/4 of Section 13 as NEP "1.32" per furnished description.
 4. Owned parcel contains 33.0 acres, more or less, in corner of South Creek, (31.03 acres formerly of described traverse line).
 5. The part of the overall parcel lying North and West of the "floodway", as shown, contains 38.7 acres. (See note 6)
 6. A majority of this property lies within a Special Flood Hazard Area, as identified by the Federal Insurance Administration, Department of Homeland Security. This property lies within Zone AE - Areas determined to have a 1% annual chance flood (100 year flood) as identified on Flood Insurance Rate Map Community Panel No. 26139C0268E, effective date December 16, 2011, published by the Federal Emergency Management Agency. The primary Base Flood Elevation is 616 (401.65).
 7. "Floodway", "100 year flood", & "0.5% annual chance flood" boundaries are approximations, based on aerial location.
 8. Proposed buildings are shown based on proposed site plan as provided.

EASEMENT REFERENCE MAP		RE: CHICAGO DRIVE
FOR: ASTI ENVIRONMENTAL		
ATTN: JOSEPH BEUTLER		
880 CASCADE W. PARKWAY SE SUITE 210		
GRAND RAPIDS, MI 49504		
IN: PART OF THE SE 1/4, SECTION 13, T19N, R13W,		
GEORGETOWN TOWNSHIP, OTTAWA COUNTY, MICHIGAN		
DATE PLOTTED: 02/22/2016		
DRAWN BY: JCB APPROVED BY: JCB DATE: 02/22/2016	FILE NO.: 2016142_CDMIS SHEET: 1 OF 1	

Note, how private road easements traverse the site. The northerly easement goes through Buildings 1 and 4, the middle of the parking lot (gray road) and the southerly easement overlaps the floodway (see next drawing showing road easement over the survey).

The land referred to in the Commitment, situated in the County of Ottawa, Township of Georgetown, State of Michigan is described as follows:

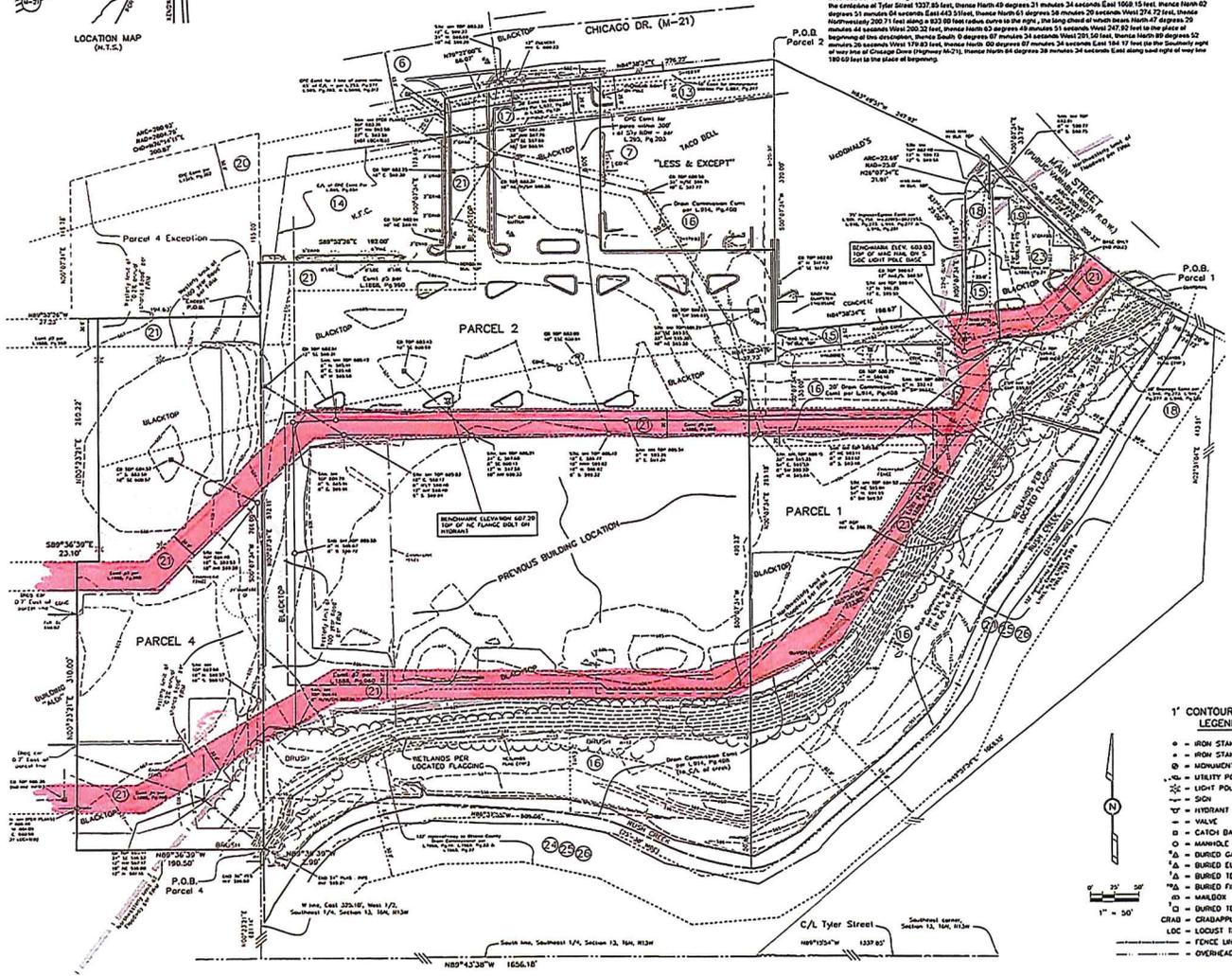
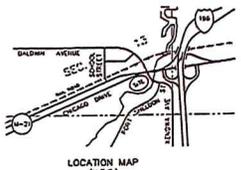
PARCEL 1 Part of the Southeast 1/4 of Section 13, Town 6 North, Range 13 West, Georgetown Township, Ottawa County, Michigan, described as Commencing at the Southeast corner of said Section, thence North 89 degrees 15 minutes 54 seconds West along the center line of Tyler Street 1327.85 feet, thence North 49 degrees 31 minutes 34 seconds East 1069.15 feet, thence North 2 degrees 59 minutes 04 seconds East 443.51 feet, thence North 0 degrees 36 minutes 29 seconds West 271.72 feet to the place of beginning, thence South 20 degrees 22 minutes 04 seconds West thence North 0 degrees 36 minutes 29 seconds West 273.64 feet, thence North 0 degrees 07 minutes 34 seconds East 289.18 feet, thence North 0 degrees 38 minutes 34 seconds East 188.07 feet, thence North 0 degrees 07 minutes 34 seconds East 283.53 feet, thence North 0 degrees 23 minutes 24 seconds East 192.07 feet, thence North 0 degrees 07 minutes 34 seconds East 128.43 feet, thence North 0 degrees 07 minutes 34 seconds East 22.69 feet on a 25.00 foot radius curve bearing to the right with a long chord bearing North 26 degrees 07 minutes 24 seconds East 21.03 feet, thence South 27 degrees 02 minutes 24 seconds East along the Southwesterly line of Main Street 23.80 feet, thence North 0 degrees 07 minutes 34 seconds East 33.72 feet, thence South 0 degrees 23 minutes 24 seconds East 200.32 feet to the place of beginning. Said Property remains. Subjacent to the centerline of Hush Creek.

PARCEL 2 That part of the Southeast 1/4 of Section 13, Town 6 North, Range 13 West, Georgetown Township, Ottawa County, Michigan, described as Commencing at the Southeast corner of said Section, thence North 89 degrees 15 minutes 54 seconds West along the center line of Tyler Street 1327.85 feet, thence North 49 degrees 31 minutes 34 seconds East 1069.15 feet, thence North 0 degrees 36 minutes 29 seconds West 271.72 feet, thence North 0 degrees 07 minutes 34 seconds East 289.18 feet, thence North 0 degrees 38 minutes 34 seconds East 188.07 feet, thence North 0 degrees 07 minutes 34 seconds East 283.53 feet, thence North 0 degrees 23 minutes 24 seconds East 192.07 feet, thence North 0 degrees 07 minutes 34 seconds East 128.43 feet, thence North 0 degrees 07 minutes 34 seconds East 22.69 feet on a 25.00 foot radius curve bearing to the right with a long chord bearing North 26 degrees 07 minutes 24 seconds East 21.03 feet, thence South 27 degrees 02 minutes 24 seconds East along the Southwesterly line of Main Street 23.80 feet, thence North 0 degrees 07 minutes 34 seconds East 33.72 feet, thence South 0 degrees 23 minutes 24 seconds East 200.32 feet to the place of beginning. Said Property remains. Subjacent to the centerline of Hush Creek.

LESS AND EXCEPT
Part of the Southeast 1/4 of Section 13, Town 6 North, Range 13 West, Georgetown Township, Ottawa County, Michigan, described as Commencing at the Southeast corner of said Section, thence North 89 degrees 15 minutes 54 seconds West along the centerline of Tyler Street 1327.85 feet, thence North 49 degrees 31 minutes 34 seconds East 1069.15 feet, thence North 0 degrees 36 minutes 29 seconds West 271.72 feet, thence North 0 degrees 07 minutes 34 seconds East 289.18 feet, thence North 0 degrees 38 minutes 34 seconds East 188.07 feet, thence North 0 degrees 07 minutes 34 seconds East 283.53 feet, thence North 0 degrees 23 minutes 24 seconds East 192.07 feet, thence North 0 degrees 07 minutes 34 seconds East 128.43 feet, thence North 0 degrees 07 minutes 34 seconds East 22.69 feet on a 25.00 foot radius curve bearing to the right with a long chord bearing North 26 degrees 07 minutes 24 seconds East 21.03 feet, thence South 27 degrees 02 minutes 24 seconds East along the Southwesterly line of Main Street 23.80 feet, thence North 0 degrees 07 minutes 34 seconds East 33.72 feet, thence South 0 degrees 23 minutes 24 seconds East 200.32 feet to the place of beginning. Said Property remains. Subjacent to the centerline of Hush Creek.

PARCEL 4 Part of the Southeast 1/4 of Section 13, Town 6 North, Range 13 West, Georgetown Township, Ottawa County, Michigan, described as Commencing at the Southeast corner of said Section, thence North 89 degrees 15 minutes 54 seconds West along the center line of Tyler Street 1327.85 feet, thence North 49 degrees 31 minutes 34 seconds East 1069.15 feet, thence North 0 degrees 36 minutes 29 seconds West 271.72 feet, thence North 0 degrees 07 minutes 34 seconds East 289.18 feet, thence North 0 degrees 38 minutes 34 seconds East 188.07 feet, thence North 0 degrees 07 minutes 34 seconds East 283.53 feet, thence North 0 degrees 23 minutes 24 seconds East 192.07 feet, thence North 0 degrees 07 minutes 34 seconds East 128.43 feet, thence North 0 degrees 07 minutes 34 seconds East 22.69 feet on a 25.00 foot radius curve bearing to the right with a long chord bearing North 26 degrees 07 minutes 24 seconds East 21.03 feet, thence South 27 degrees 02 minutes 24 seconds East along the Southwesterly line of Main Street 23.80 feet, thence North 0 degrees 07 minutes 34 seconds East 33.72 feet, thence South 0 degrees 23 minutes 24 seconds East 200.32 feet to the place of beginning. Said Property remains. Subjacent to the centerline of Hush Creek.

EXCEPT
Part of the Southeast 1/4 of Section 13, Town 6 North, Range 13 West, Georgetown Township, Ottawa County, Michigan, described as Commencing at the Southeast corner of said Section, thence North 89 degrees 15 minutes 54 seconds West along the center line of Tyler Street 1327.85 feet, thence North 49 degrees 31 minutes 34 seconds East 1069.15 feet, thence North 0 degrees 36 minutes 29 seconds West 271.72 feet, thence North 0 degrees 07 minutes 34 seconds East 289.18 feet, thence North 0 degrees 38 minutes 34 seconds East 188.07 feet, thence North 0 degrees 07 minutes 34 seconds East 283.53 feet, thence North 0 degrees 23 minutes 24 seconds East 192.07 feet, thence North 0 degrees 07 minutes 34 seconds East 128.43 feet, thence North 0 degrees 07 minutes 34 seconds East 22.69 feet on a 25.00 foot radius curve bearing to the right with a long chord bearing North 26 degrees 07 minutes 24 seconds East 21.03 feet, thence South 27 degrees 02 minutes 24 seconds East along the Southwesterly line of Main Street 23.80 feet, thence North 0 degrees 07 minutes 34 seconds East 33.72 feet, thence South 0 degrees 23 minutes 24 seconds East 200.32 feet to the place of beginning. Said Property remains. Subjacent to the centerline of Hush Creek.



- Survey Notes:**
- Survey based on East American Title Insurance Company, Commitment Number 722516, Revision A, printed and February 4, 2016.
 - Bearings shown herein are based on the South line of the S.E. 1/4 of Section 13 as BE24328'W per furnished description.
 - Overall parcel contains 25.00 acres, more or less, in center of Hush Creek. (11.83 acres historically of detached owner land)
 - That part of the overall parcel lying North and West of the "Roadway", as shown, contains 10.7 acres. (See note 6)
 - A majority of the property lies within a Special Flood Hazard Area, as identified by the Federal Insurance Administration, Department of Homeland Security. The property lies within Zone AE - An elevated area that is subject to flooding from a 1% annual flood in an unincorporated area. Flood Insurance Rate Map Community Panel No. 261920204C, effective date December 16, 2011, published by the Federal Emergency Management Agency. The present Base Flood Elevation is 408.30 (100-year).
 - "Roadway", 100-year Base "E" 10% annual chance flood "roadway" boundaries are approximate, based on stated location.
 - Utility structures visible on the ground surface have been located and shown per actual measurements. Under ground utility lines have been shown per available records and as they are shown on the exact location on the only location on the area. Further excavation, the exact location of underground features cannot be accurately, completely and reliably depicted.
 - East line of building at 239' corner of parcel 1 East of parcel line.
 - Steen sewer access is 148' outside of Drain Commission Easement recorded in L216, PG. 404. (Near Northwestern corner of Parcel 2)

- SCHEDULE D EXCEPTION NOTES**
- CPC Easmt per L.253, Pg.277, L.595, Pg.783, Pg.5690, Pg.312 - shown on survey
 - CPC Easmt per L.295, Pg.203 - shown on survey
 - CPC ROW per L.526, Pg.12 - Described route is NE of surveyed parcel and is not shown
 - CPC ROW per L.526, Pg.13 - Described route is NE of surveyed parcel and is not shown
 - CPC ROW per L.526, Pg.20 - Described route is NE of surveyed parcel and is not shown
 - ROW for Drainage Purposes per L.595, Pg.433 - shown on survey
 - Easmt Agreement per L.887, Pg.347 - shown on survey
 - CPC easement per L.835, Pg.854 - shown on survey
 - Easement per L.801, Pg.158 & L.2015-0022533 - shown on survey
 - ODCC Easmt per L.914, Pg.408 - shown on survey (see survey note #8 above)
 - Easement to Ottawa County per L.927, Pg.507 & L.928, Pg.131 - shown on survey
 - Easement per L.946, Pg.273, L.946, Pg.277, & L.946, Pg.281 - shown on survey
 - Sign Easmt as described in judgment per L.1026, Pg.415 - shown on survey
 - CPC Easmt per L.1315, Pg.302 - 100% of surveyed parcel, shown on survey
 - Easements per L.1330, Pg.87 & L.1888, Pg.960 - shown on survey
 - Dedication of Easements per L.1888, Pg.977 - no specific area described, therefore not shown
 - Parking Easmt per L.1889, Pg.24 - NE corner of parcel, shown on survey
 - Hush Creek Drain ROW - L.1962, Pg.19, L.1969, Pg.23 & L.1969, Pg.27 - Shown on survey
 - Dedication per L.4532, Pg.277 - affects surveyed parcels but no specific area is described

CERTIFICATION
I, East American Title Insurance Company, 200 Chicago Drive LLC, a Michigan limited liability company, & Georgetown Charter Township:
This is to certify that this map or plan and the survey on which it is based were made in accordance with the 2011 Minimum Standards Detail Requirements for ALTA/ACSM Land Title Surveys, jointly established and adopted by ALTA and NSPS, and includes Items 1, 2, 3, 4, 5, 8, 9, 10(a), and 10(b) of Table A thereof. The field work was completed on January 21, 2016.

February 5, 2016

 Jeffrey C. Gault, P.E. 40126

- 1" CONTOUR INTERVAL LEGEND**
- - IRON STAKE FOUND
 - - IRON STAKE SET
 - ⊙ - MONUMENT
 - ⋯ - UTILITY POLE & GUY WIRE
 - ⊛ - LIGHT POLE
 - ⊙ - SIGN
 - ⊙ - HYDRANT
 - ⊙ - VALVE
 - ⊙ - CATCH BASIN
 - - MANHOLE
 - ⊙ - BURIED GAS LINE MARKER
 - ⊙ - BURIED ELECTRIC MARKER
 - ⊙ - BURIED TELEPHONE MARKER
 - ⊙ - BURIED FIBER-OPTIC MARKER
 - ⊙ - MARKER
 - ⊙ - BURIED TELEPHONE MARKER
 - ⊙ - CHESAIRE TREE
 - ⊙ - LOGS/TREE
 - ⊙ - FENCE LINE
 - ⊙ - OVERHEAD WIRES

ALTA/ACSM LAND TITLE SURVEY RE: CHICAGO DRIVE

FOR: ASTI ENVIRONMENTAL
 ATTN: JOSEPH BEUTLER
 650 CASCADE W. PARKWAY SE SUITE 210
 GRAND RAPIDS, MI 49546

IN: PART OF THE SE 1/4, SECTION 13, T6N, R13W,
 GEORGETOWN TOWNSHIP, OTTAWA COUNTY, MICHIGAN

MEMORANDUM

excel engineering, inc.
 3522 Chase Park Blvd. • Grand Rapids, MI 49508
 Phone: 616.221.8800 • Fax: 616.221.8811
 www.excelengineering.com

REVISIONS	DATE	BY	APP'D
1	3/22/16	JCG	JCG
2	3/22/16	JCG	JCG
3	3/22/16	JCG	JCG

THE DEVELOPMENT

Development Rational

It was the late world famous German-American architect, Mies Van der Rohe who said “less is more” and the early 20th century Chicago based architect Louis Sullivan (mentor to Frank Lloyd Wright) who said “form follows function”. The developer of *Rush Creek Crossing* has concluded that the “new” retail development when retail concepts have shorter lives and ever changing retail and service platforms seem to suggest a combination of those adages applies to future retail development – “*less is more if form follows function*”. We could say that 20th century advice applies to 21st century real estate development. So the developer considered a new design matrix for *Rush Creek Crossing*. One that has color, large store windows and clerestory windows to bring light into stores rather than deny the environment. The advantage is that *Rush Creek Crossing* will be a flexible environment for current and future development as well as less expensive to build and operate; and, therefore, be more competitive in a low lease rate and operating expense market such as the Grand Rapids MSA.

The *Great Recession* taught us what was once considered to be inviolate retail concepts were wrong. Obsolete buildings were truly obsolete. We all discovered that retail concepts as well as store design have shorter life spans than ever before. Obsolescence and change now comes more quickly not just because of multiple retail platforms from virtual to bricks and mortar, but also because of the availability of multiple shopping and entertainment venues. There are so many activities now available that potential customers have nearly an endless variety of things to do with their free time. Retail is just one of the many choices for potential customers to decide what to do with their time; therefore, retail developments must provide an environment for family and non-family entertainment. But yet today’s virtual/catalogue retailers have opened bricks and mortar stores not just for pick-up and delivery, but for those shoppers who won’t, don’t or can’t use virtual retailing or choose shopping as a choice of entertainment. In other words, the new rules of development are flexible and full of exceptions.

Design Concept

After studying the location, it was decided that the development needed to stand out visually and functionally from the older existing retail. The developer considered various design elements – for example: interior store heights significantly higher than competitors to allow a greater variety of uses now and in the future. Essentially the developer is building flexible retail space (aka “flex-space”). Open flex space allows quick re-alignment of retail elements within a store. This responds for the need of current and future retailers to be able to re-vamp stores quickly to catch changing tastes and shopping habits. From the developer’s perspective the need for flexibility suggests that buildings should be more warehouse in form and function – even if it will be used for retail, entertainment and service uses. Also the developer recognizes the rise of hybrid retail uses. Hybrid uses combines typical retail and service uses with participatory activities. This form of retail is not new, but has more recently reached prominence.

What makes *Rush Creek Crossing* unique is not just its potential mixture of retailers, service providers and restaurants, but also its ambiance, convenience and design. *Rush Creek Crossing* is a retail development designed with amenities never seen before in neighborhood size retail developments in west Michigan. Because there are few shopping centers in western Michigan that include a children's play area, splash park and a village green where families can gather for events or to just sit and relax together. A retail development should be more than just a place to shop, it should also be a gathering place for the community – a family place.

Rush Creek Crossing's unique design starts at its heavily landscaped boulevard entrance. There is an approximate 30-foot high steel framed clock tower at the intersection of Rush Creek Boulevard and Chicago Drive. It is a welcoming sentinel to the community as well as the development beyond. As a visitor drives down the lushly landscaped boulevard they view a mixture of buildings with different size and shapes, but related in a color palette designed to brighten spirits. As the visitor continues down *Rush Creek Boulevard* they will first see the 'farmers market' building which is designed for a single large tenant or a mixture of large scale retailers. It is a shopping center that is designed to make shopping convenient; but moreover a design that allows a myriad of future retail concepts not even created yet to be accommodated because of the development's flexible design. *Rush Creek Crossing is neighborhood shopping, service and entertainment at the next level.*

Building Design

Retail development has evolved – it's not just shopping, it is also active and non-active entertainment. So retail developments of the future will be less concerned with building targeted rigid retail venues than flexible retail developments that can become whatever the market demands. The new retail customer will shop virtually more often than not. So new retail development must entice their customer to also shop where they can also be entertained. The development will be comprised of four (4) buildings ranging in size from 12,800 square feet (that permit stores as small as 1,600 square feet) to a 58,500 square foot tenant space when Building 2 and 3 are combined (that permit stores as small as 3,900 square feet). The buildings will be based on 40'x40' to 60'x60' bays to make the space as column free as possible – thus allowing greater flexibility in the development to attract a great variety of uses.

Therefore, *Rush Creek Crossing* is created on a totally different matrix than used in the past – one that emphasizes color and form to define the development both visually and functionally. Pitched roofs, that allow for lighter steel structure, clerestory windows and large glass store fronts to bring natural light into the stores. Light weight exteriors that can be colored to allow a variety of design elements and also allow easy seamless alterations to fit the needs of future tenants instead of one of the kind stores that don't allow future uses and thus become obsolete before their time. For example, the design of Buildings 1, 2 and 3 takes into consideration the potential mix of uses for high ceilinged uses. By using a flexible open structural system similar to those found in warehouses, the buildings can be used for everything from a specialty grocer to a swim school all in the same building. It also can be used as an entertainment venue or be divided into a series of small or large "box" stores.

The height of the tenant spaces in Buildings 1, 2 and 3 will be at least 20 feet from finished floor to bottom chord of each building's trusses. The height of the tenant spaces in Building 4 will be between 14-16 feet from the finished floor to bottom chord of the building's trusses. All of the stores in the development are designed to have open ceilings (no drop ceilings) so additional natural light from clerestory windows can be used during the day to cut the cost of utilities. The roof trusses are designed so all HVAC equipment, trunks and branches lines are above the bottom of the truss, as can be all lighting and the fire suppression system.

The height of the tenant spaces in Buildings 1, 2 and 3 will be at least 20 feet from finished floor to bottom chord of each building's trusses. The height of the tenant spaces in Building 4 will be between 14-16 feet from the finished floor to bottom chord of the building's trusses. All of the stores in the development are designed to have open ceilings (no drop ceilings) so additional natural light from clerestory windows can be used during the day to cut the cost of utilities. The roof trusses are designed so all HVAC equipment, trunks and branches lines are above the bottom of the truss, as can be all lighting and the fire suppression system.

Building 1: The building is designed for a variety of uses from "small" box users to various entertainment uses that can use the 20-foot ceiling height. Also it has been designed with a drive through pickup and delivery aisle. The building is freestanding so it can be further modified for current or future uses.

Building 2/3: This building is currently shown as a single building so it can accommodate a single or multiple large box user or users of up to 58,250 square feet. However, the building can be easily modified and divided into two buildings by the removal of one 35-foot by 130-foot section of Building 2 (reducing it from 29,250 square feet to 24,700 square feet). The depth of the building is 130 feet which can accommodate most large-box users.

Building 4: This space is designed for small specialty retail users such as arts and crafts, toy stores, and specialty clothing stores. Fast casual and fast food specialty restaurants including ice cream and candy stores. Full service restaurants and other similar uses such as a mini-brewery that serves craft beers, wines and liquors. Also pure service users such as cleaners, brokerage offices, hair and nail salons or spas.

Parking

Total Parking Provided:	414 Cars
Total Parking Required:	376 Cars
Handicap Parking (required and supplied – included in total):	12 Cars

Signage and Pedestrian Lighting

All tenants will have a sign area with raised individually mounted neon (internal back) lighted lettering which will be mounted as shown in the perspective and elevation drawings provided. The pedestrian walkways will be lighted with gooseneck lamps and under cover walkway lighting. The site signage identifying the tenants and the shopping center will be a specially designed to be integrated into the lower portion of the three story clock tower (subject to the community's approval).

Landscaping

The gathering area at the rear of Building 4 will be a park like setting to provide an opportunity for community gatherings (with the written approval of the shopping center owners) or just a nice place to walk, talk or enjoy a meal. The children's play area between Buildings 3 and 4 will have a splash park, a mini-climbing wall and swings slides, tunnels and sand box. Access will be limited to children accompanied by adults. The children's play area will be under continuous 24-hour surveillance as well as gates and a picket fence to limit and control access (adults must always accompany children in the play area).

Shopper and Delivery Access

The entrance to the shopping center is through the previously described landscaped boulevard that provides easy access for the shopper to both the shops and parking. Delivery trucks will not be able to use the vehicular entrances for the shoppers. All deliveries will be via the service drives at the sides and rear of the property. By segregating delivery trucks and customer traffic, the development provides better access and safety for the shoppers as well as those delivering goods to the retailers at *Rush Creek Crossing*.



Boulevard entrance at Chicago Drive showing *Rush Creek Crossing* development at pedestrian or driver level; note clock tower with signage for the name of the shopping center stores on the front and side of the clock tower.



Aerial view of the *Rush Creek Crossing* development viewed from Chicago Drive. Note KFC building to the right and how it blocks view of the shopping center.



Building 1: Design shows color palate as well as clerestory windows, signage placement and sidewalk lighting.



Building 1: Aerial view of building shows the unique roof design, roof pitch and covered walkway. Note the driveway next to the building for food or retail goods pick up.



Building 2/3: Designed similar to the farmer market buildings, but with large display and clerestory windows. Also note, the covered entrance way and sidewalk lighting incorporated in the building design.



Building 2/3: Driveway shows the scale of the building as well as the use of landscaping to define parking and shopping areas.



Building 4 is a smaller building and is designed with an arc roof to provide a different and unique design vocabulary. The signage is above the covered walkway, the walkway is covered and is lighted from below the overhang.



View for Building 4 shows the arc roof (not dissimilar from old bowling and free span retail roofs from the 1930s through the 1950s). Note the drive through aisle adjacent to the building for retail goods pick up.

THE DEMOGRAPHICS

The Market

Rush Creek Crossing's primary market is a five (5) mile radius from the shopping center and is comprised of portions of Kent and Ottawa Counties. The primary market for *Rush Creek Crossing* has Annual Consumer Spending of approximately **\$2,410,000,000** (of this amount \$1.10 billion is retail expenditures alone). This translates into targeted consumer spending of \$135 million per year on entertainment, \$358 million on food and beverages. The average family income within three miles of *Rush Creek Crossing* is more than \$67,126 and the population is nearly 118,088 people.

The secondary market; particularly for entertainment and restaurant spending venues is within a 7 to 20 mile radii, depending on the uniqueness of the entertainment/restaurant venue. The secondary market has 809,800 people with average family incomes of \$68,550. The secondary market and primary market spend **\$16,500,000,000** annually (\$7.54 billion on retail) while spending \$921 million on entertainment with \$2.44 billion on food and beverages.

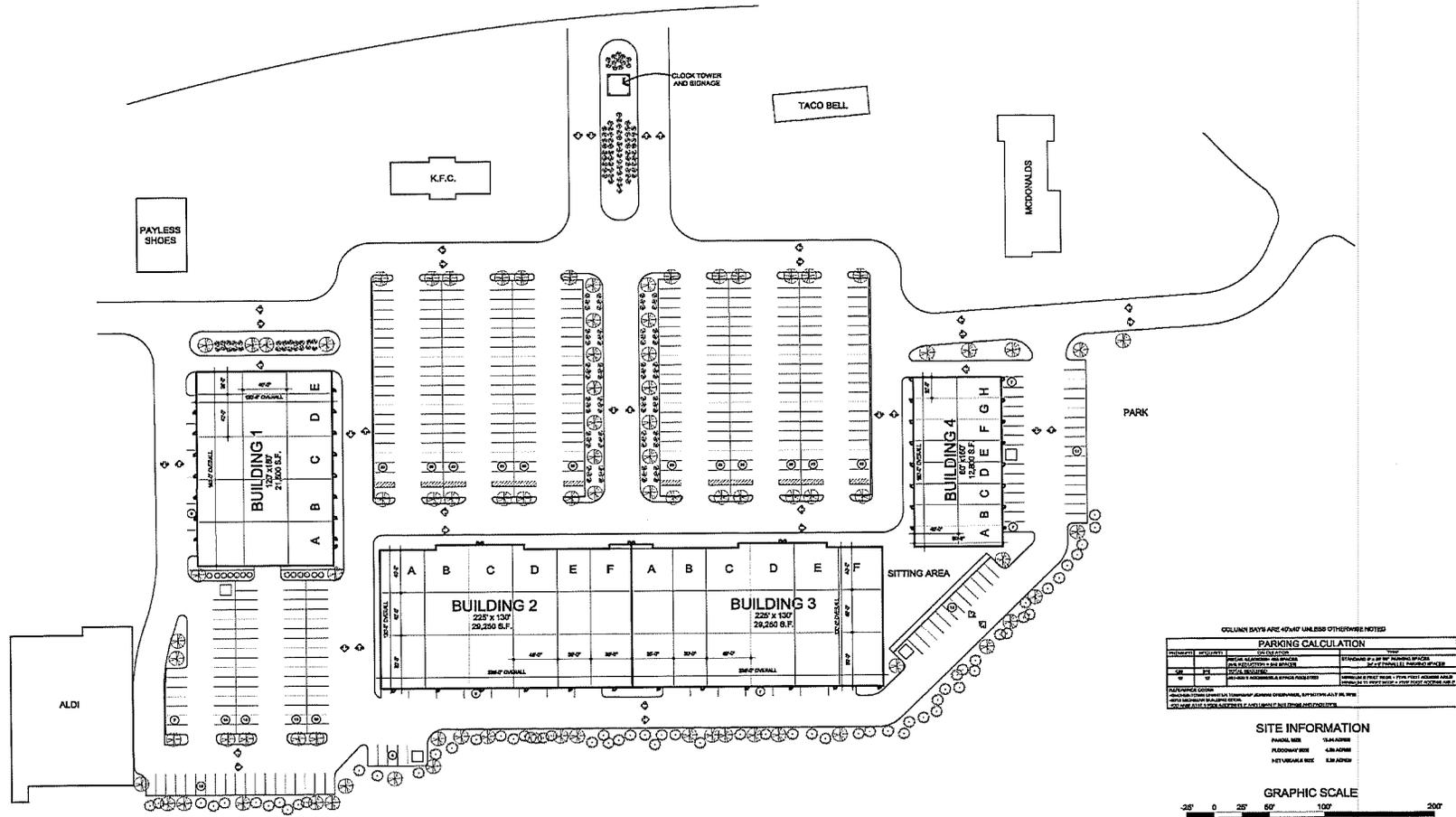
Summary of Demographic Details of the Georgetown Primary and Secondary Submarket

The following is a matrix summarizing some of pertinent demographic data derived from a recent Site USA demographic study describing 1,3 5, 7, 10, 15 and 20 mile radii demographics:

<u>Radius</u>	<u>Population</u>	<u>Average Household Income</u>	<u>Average Household Size</u>	<u>Median Age of Population</u>	<u>Percentage of Population with Greater Than High School Education</u>
1	7,081	\$ 50,818	2.7	41.7	61.9%
3	45,701	\$ 69,175	2.9	39.3	66.4%
5	118,088	\$ 67,126	3.0	35.6	63.3%
7	235,560	\$ 62,748	2.7	34.3	59.5%
10	465,259	\$ 61,609	2.6	33.6	61.9%
15	641,910	\$ 66,268	2.6	34.6	63.4%
20	809,800	\$ 68,550	2.6	34.9	63.4%

As can be readily discerned from the above data, the household incomes, and percentage of the residents with greater than a high school education are higher than the average in found in western Michigan. Although the demographic data is essentially based on 2010 census data, it is clear that the market has sufficient disposable income to send money on non-essential goods, services and entertainment.

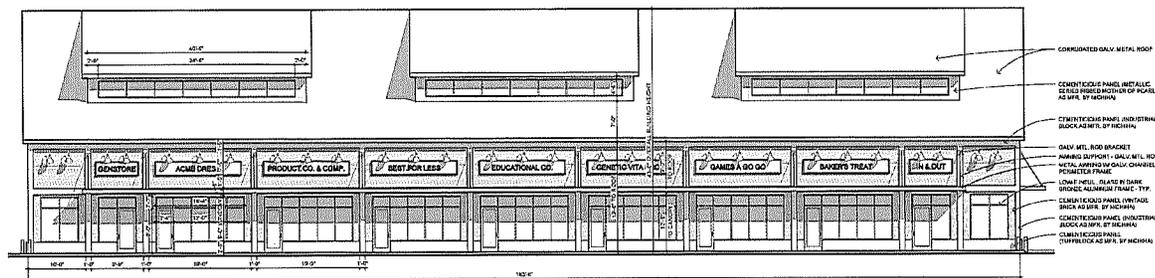
THE LEASING PLAN



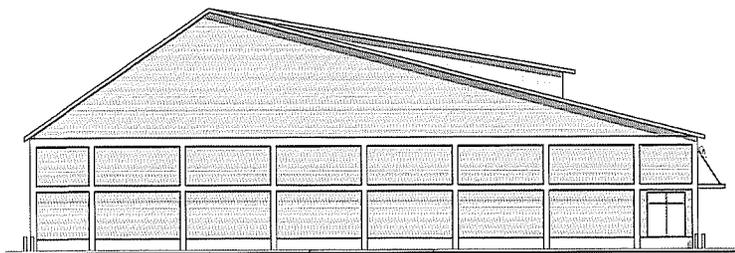
Since leasing potential is not fully defined; the developer's leasing analysis is based on the smallest subdivision of space in each building. The plan and store summary shows the building and store location, while the leasing analysis indicates store area, dimensions, store width and depth as well as current column spacing.

ADDITIONAL INFORMATION

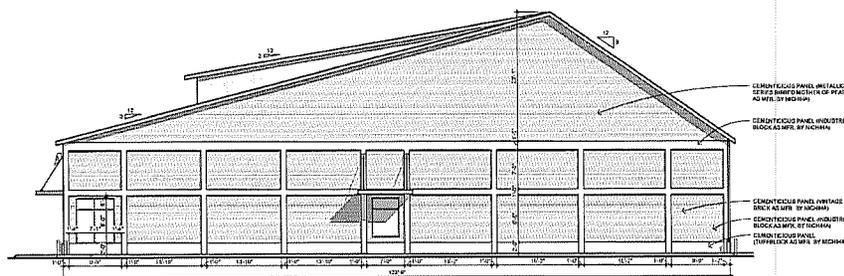
The following are the site plan and elevations of the buildings.



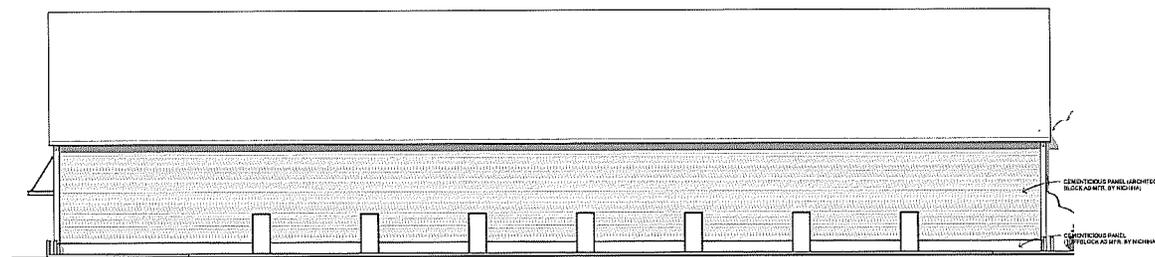
1 BUILDING 1 (Front)
SCALE: 1/8" = 1'-0"



2 BUILDING 1 (Left Side)
SCALE: 1/8" = 1'-0"



3 BUILDING 1 (Right Side)
SCALE: 1/8" = 1'-0"



4 BUILDING 1 (Rear)
SCALE: 1/8" = 1'-0"

DATE:

GEORGETOWN TOWNSHIP
SHOPPING CENTER
200 CHICAGO DRIVE
GEORGETOWN TOWNSHIP, MICHIGAN

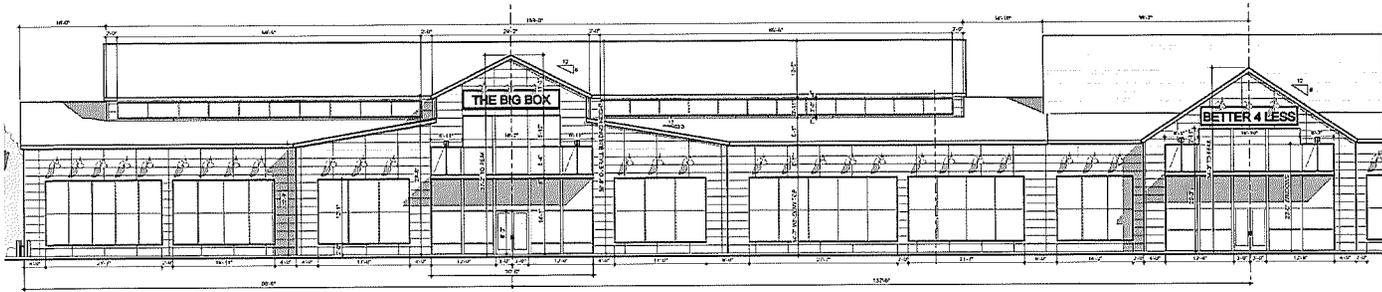
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DATE: _____
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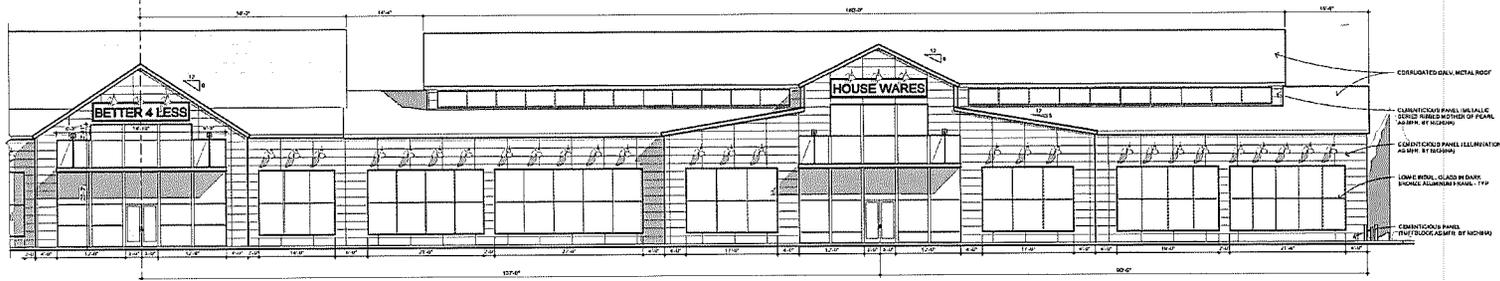
CLIENT: MSA
DATE: DECEMBER 10, 2015
SHEET TITLE:
BUILDING 1 ELEVATIONS

JOB NUMBER:
AB 1533
SHEET NUMBER:
A3.1

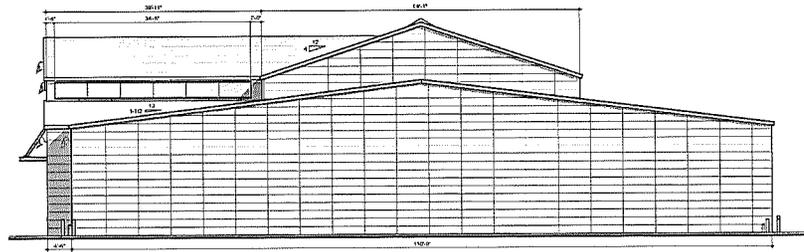
PRELIMINARY
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DO NOT SCALE DRAWINGS



1 BUILDING 283 (Front) - Dependent 1
SCALE: 1/8" = 1'-0"



2 BUILDING 283 (Front) - Dependent 2
SCALE: 1/8" = 1'-0"



3 BUILDING 283 (Right Side)
SCALE: 1/8" = 1'-0"

GEORGETOWN TOWNSHIP
SHOPPING CENTER
600 CHICAGO DRIVE
GEORGETOWN TOWNSHIP, MICHIGAN

REVISION	REVISION
DECEMBER 1ST, 2015	DECEMBER 1ST, 2015
DECEMBER 1ST, 2015	DECEMBER 1ST, 2015
DECEMBER 1ST, 2015	DECEMBER 1ST, 2015

DESIGNER	MHA
DATE	DECEMBER 1ST, 2015
SHEET TITLE	BUILDING 2 & 3 ELEVATIONS

JOB NUMBER	AB 1533
SHEET NUMBER	A3.2

**PRELIMINARY
NOT FOR CONSTRUCTION**
DO NOT SCALE DRAWINGS

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