



5150 Northland Dr NE  
Grand Rapids, Michigan 49525

### Property Highlights

- Great Location! At the intersection of Plainfield Ave. NE and Northland Drive.
- Popular Retail Area.
- High Traffic Counts.
- Multiple Sizes Available.
- Join Qdoba, Great Clips, Poke Toki, Title Boxing Club and Jets Pizza retailers.
- Negotiable Pricing.



For More Information

**Paul Oosterbaan**

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todd@naiwwm.com



# Lease Overview

5150 Northland Dr NE  
Grand Rapids, Michigan 49525

## Lease Information

Lease Type:

NNN

Terms:

36-60 Month Available

PPN:

41-10-26-201-016

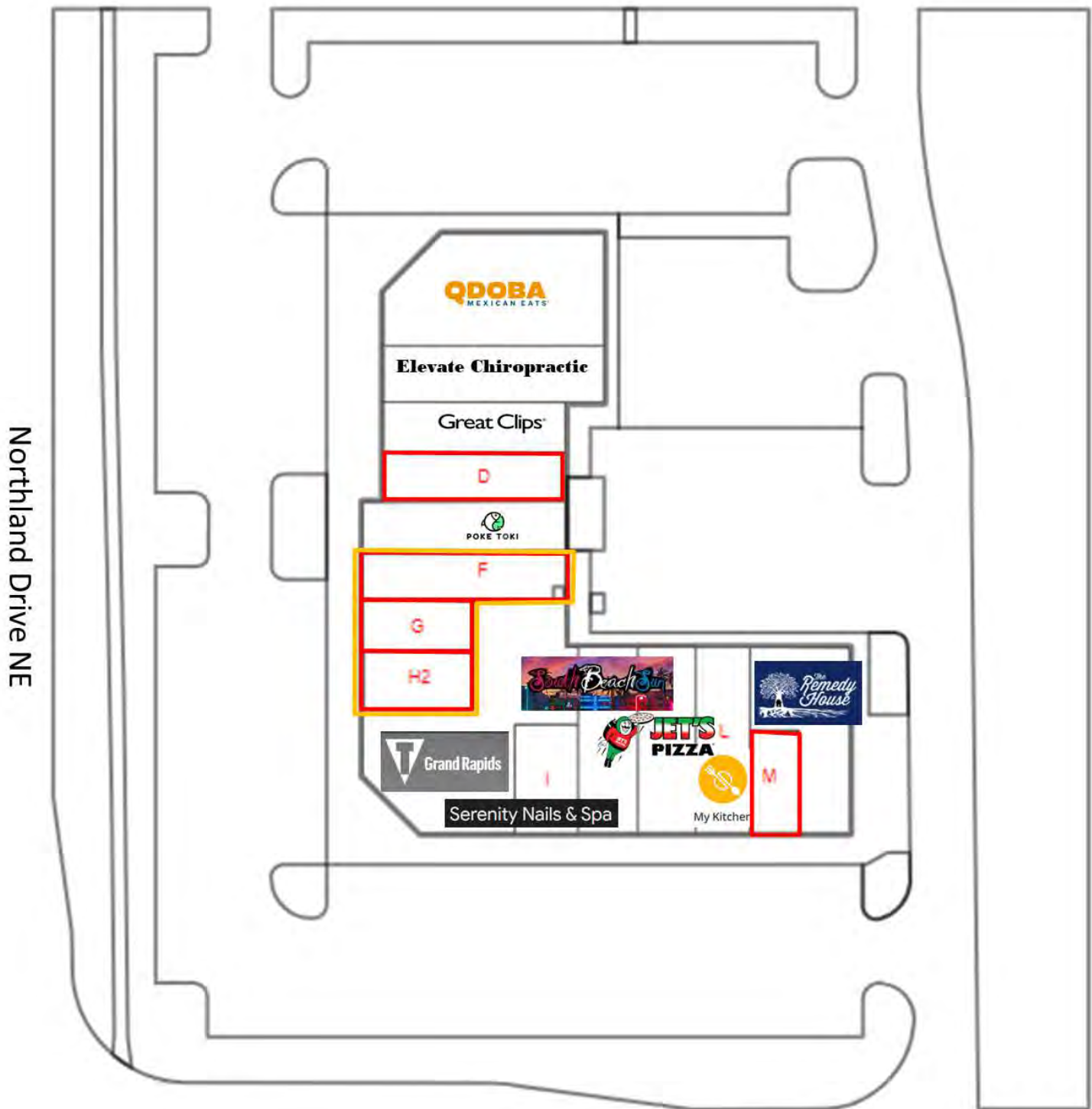
## Availability

SUITE	RENTABLE SF	RATE / SF / YR	MONTHLY RENT	NNN CHARGE MONTHLY	TOTAL MONTHLY RENT
Suite D	1,360 SF	\$19.00	\$2,153.33	\$1,017.73	\$3,171.06
Suite F	1,400 SF	\$19.00	\$2,216.67	\$1,047.67	\$3,264.34
Suite G	940 SF	\$19.00	\$1,488.33	\$703.43	\$2,191.76
Suite H2	1,000 SF	\$19.00	\$1,583.33	\$748.33	\$2,331.66
Suite M	800 SF	\$15.00	\$1,000.00	\$598.67	\$1,598.67
Suite F-G-H2	3,340 SF	\$19.00	\$5,288.33	\$2,499.43	\$7,787.76



# Site Plans

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# Retailer Map

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# Exterior Photos

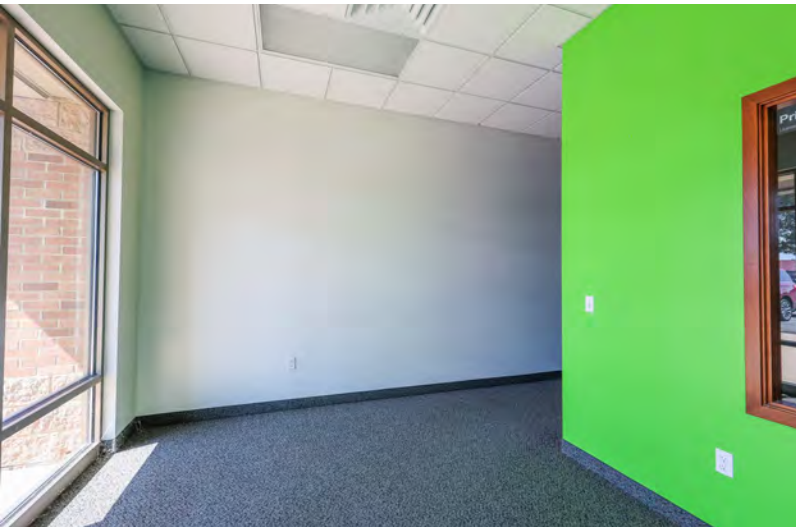
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# Suite D Photos

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# Suite F Photos

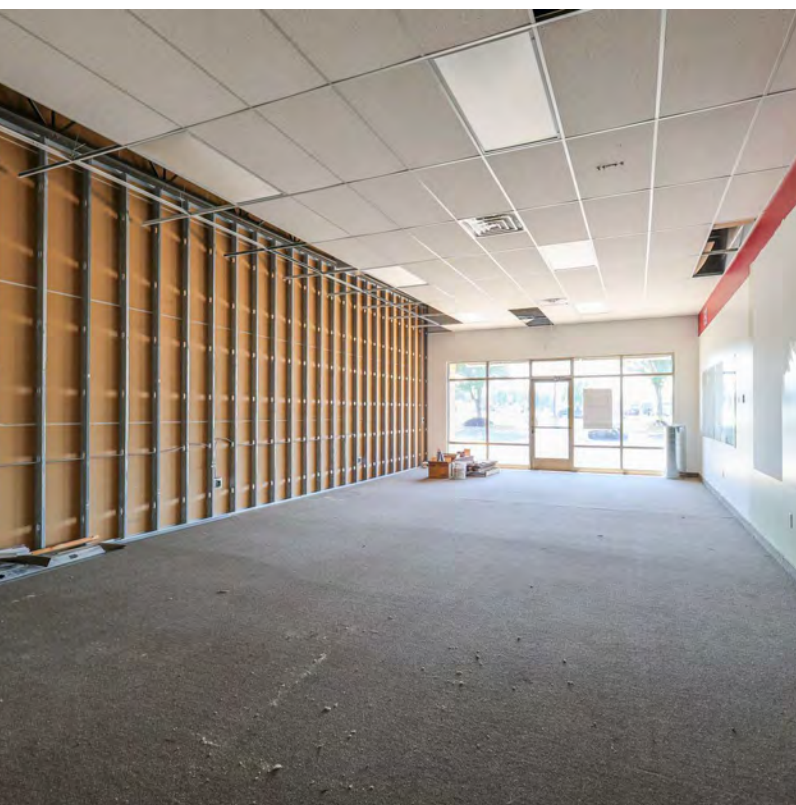
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# Suite H2 Photos

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# Suite M Photos

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# Zoning

5150 Northland Dr NE  
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## Zoning Map

Official Update January 18th, 2024

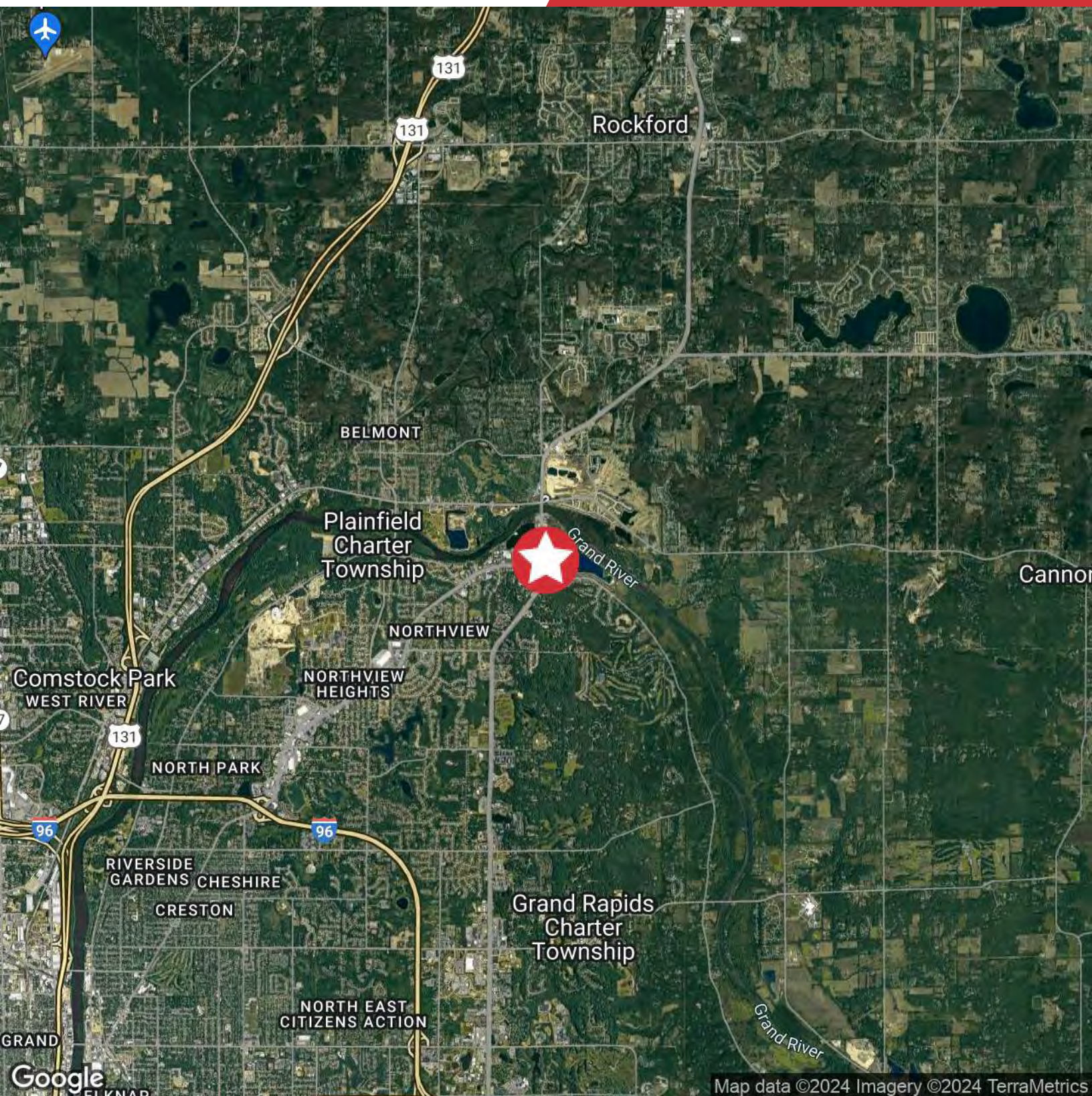
Zoning for 5150 Northland is Mixed Use.

ZONING LEGEND	
	Well Head Protection Overlay
	FEMA Flood Zone
<b>Other Districts</b>	
<b>ZONE_NAME</b>	
	10 Mile Road Overlay
	Natural Rivers Overlay
	Northeast Beltline Overlay
<b>Current Zoning Districts</b>	
<b>LOC_CLASS</b>	
	C-1, Commercial
	C-5, Commercial
	CC, Commuter Commercial
	I, Industrial
	LI, Light Industrial
	MXU, Mixed Use
	O, Office
	PUD, Planned Unit Development
	R-1A, Residential
	R-1B, Residential
	R-1C, Residential
	R-2, Residential
	R-3, Residential
	R-4, Residential
	RE, Rural Estate
	RP, Rural Preserve
	VC, Village Commercial



# Location Map

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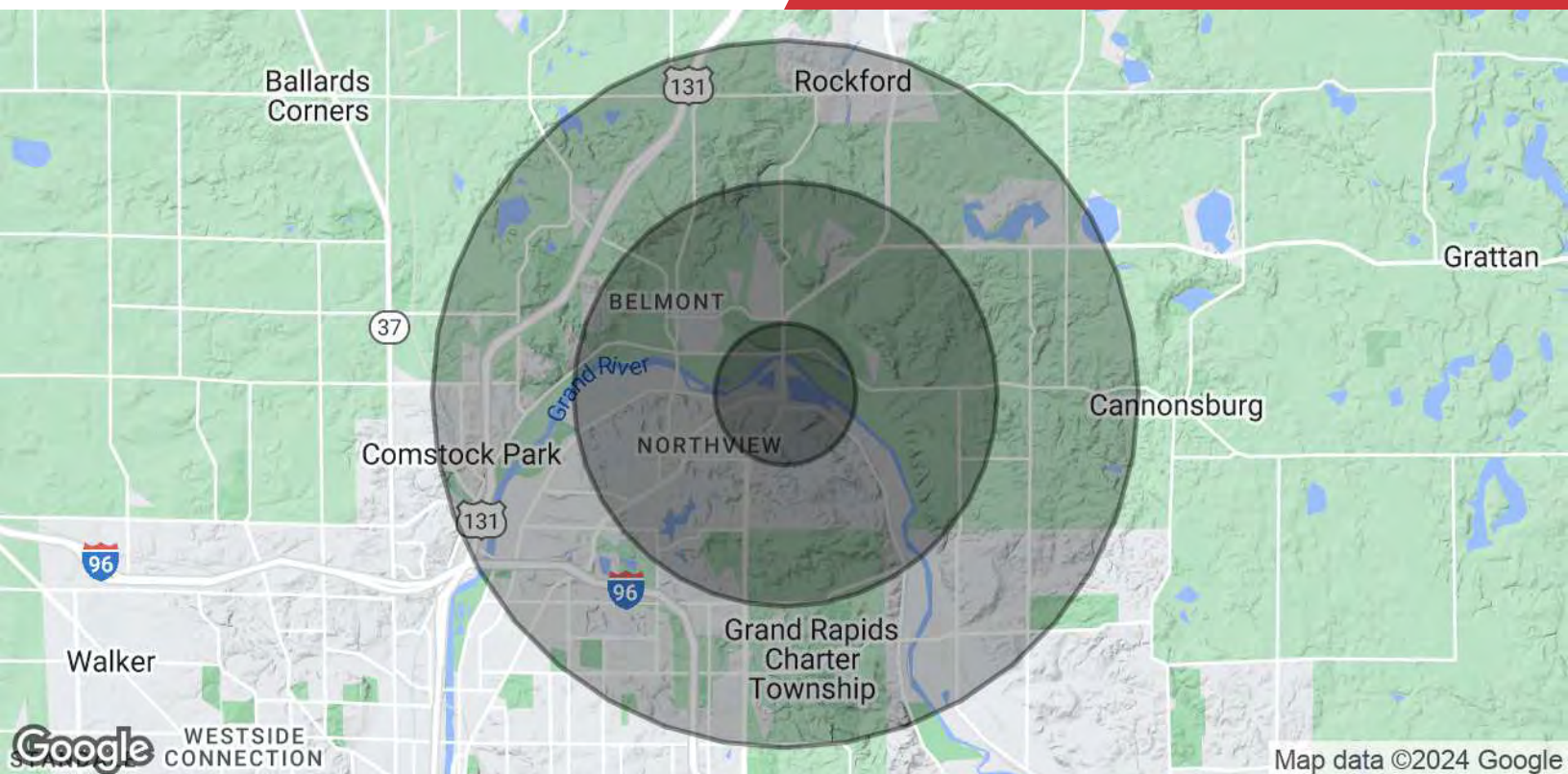


Map data ©2024 Imagery ©2024 TerraMetrics



# Demographics Map & Report

5150 Northland Dr NE  
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POPULATION	1 MILE	3 MILES	5 MILES
<b>Total Population</b>	2,712	28,025	84,349
<b>Average Age</b>	45	42	41
<b>Average Age (Male)</b>	43	41	40
<b>Average Age (Female)</b>	47	42	42
HOUSEHOLDS & INCOME	1 MILE	3 MILES	5 MILES
<b>Total Households</b>	1,194	10,779	33,195
<b># of Persons per HH</b>	2.3	2.6	2.5
<b>Average HH Income</b>	\$100,967	\$122,841	\$121,617
<b>Average House Value</b>	\$412,268	\$407,470	\$388,477

Demographics data derived from AlphaMap





# West Michigan Overview

## West Michigan Advantage

West Michigan is a growing region of more than 1.5 million people and is located between Detroit and Chicago. More than 130 international companies are located in West Michigan as well as four of Forbes Largest Private Companies. The businesses and community leaders have set in motion an unprecedented level of growth and investment throughout the region that has made West Michigan a destination for business success. West Michigan has a vibrant, big-city feel in Grand Rapids while retaining smaller-city charm in its neighborhoods, boutique shopping areas, and tree-lined streets - all combined in a virtual playground of arts, culture and natural beauty.

## Quality Of Life

West Michigan has a vibrant, big-city feel in Grand Rapids while retaining smaller-city charm in its neighborhoods.

## Grand Rapids Ranking

- #1 Fastest Growing US Economy  
-HeadlightData
- #19 Best Cities in the US  
- USNews
- #3 Big Cities with the Healthiest Markets  
-SmartAsset
- #4 Housing Markets to Watch 2017  
- Trulia
- #5 Best Large Cities to Start a Business  
- WalletHub

### Entertainment

More than 1.5 million people take advantage of sporting events and live performances every year. West Michigan offers a variety of landscapes which allows for a greater sense of adventure. Lake Michigan has 18 world-class beaches and 288 miles of bike trails.

### Skilled Workforce

Out of the 1.5 million residents that live in West Michigan, half are under the age of 35. This is a great opportunity for both employers and college graduates. With the high supply of skilled workers and high demand for jobs, it is easy to understand why the region is a destination for business success.

### Arts & Culture

West Michigan is known for their arts and culture. Aside from many museums, the city hosts ArtPrize—a unique, open art competition that gives away the world's largest art prize. Other attractions include Frederik Meijer Gardens, Grand Rapids Ballet, Civic Theatre, and Symphony.



# BACELINE LEASING

NEIGHBORHOOD SHOPPING CENTERS CREATING COMMUNITY VALUE

At Baceline Group, we invest in communities by acquiring and managing Neighborhood Shopping Centers. These centers are home to the businesses we rely on most in our day-to-day lives. By focusing solely on this niche property type and leveraging our comprehensive management approach, we maximize value for investors, tenants, and communities alike.

Since Baceline's inception in 2003, our mission has been to unlock value in this overlooked asset class. Through the Great Recession and COVID-19, Neighborhood Shopping Centers have proven their resiliency and stability time and time again. Our tenant base is the lifeblood of our property operations and a critical component of our firm's success. As an owner of Neighborhood Shopping Centers, we have a unique opportunity to invest in programs and initiatives that make a meaningful impact on our tenants' businesses and the communities in which they serve.

## BACELINE ADVANTAGE



Baceline tenants receive access to exclusive, top-of-the-line business resources, convenient tools to automate their businesses, and a dedicated team to support them every step of the way.

### TENANT PORTAL

- Make Payments Online
- Review Charge Schedule
- Document & Forms Library

### SMALL BUSINESS HUB

- Digital Marketing Resources
- Small Business Tools & Guides
- Industry Best Practices

### DEDICATED TEAM

- Regional Team Model
- Routine Property Visits
- Mentor Match Program



CONSTRUCTION  
MANAGEMENT



IN-HOUSE  
PROPERTY MANAGEMENT



SUSTAINABILITY  
TIPS



COMMUNITY  
OUTREACH



EVENT  
SUPPORT



# OUR APPROACH

Baceline takes a strategic, hands-on approach to assure the health and viability of our Neighborhood Shopping Centers. Our Leasing Team operates from deep industry experience and thoughtfully assembles a synergistic mix of businesses to enhance the shopping experience for patrons, drive foot traffic to our centers, and ultimately maximize value to our tenants.

Our portfolio of Neighborhood Shopping Centers is divided into six regions. Every region and property are assigned a Regional Property Manager, Associate Property Manager, Leasing Portfolio Manager, Lease Transaction Manager, and Property Accountant. Every Baceline tenant has a dedicated team they can count on for anything that comes up in their daily operations.

Our collective goal is to provide our tenants with comprehensive support from maintenance requests, billing inquiries, lease renewal/expansion, and much more!

## MANAGEMENT REGIONS



## OUR PORTFOLIO AT A GLANCE

**132**

Properties

**35**

Markets

**+4.6M**

Leasable Square Feet

**+1,450**

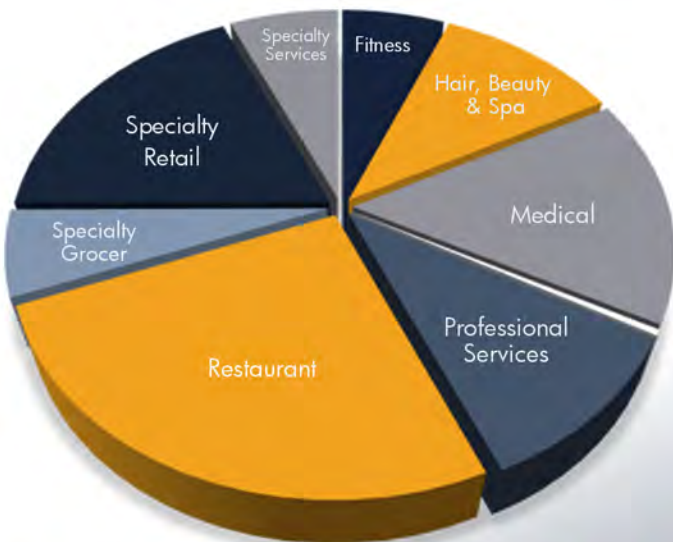
Tenants

**89%**

Occupancy Rate

## TENANTS

BY USE CATEGORY



## PROPERTIES

BY LOCATION



**+90%**

Small Businesses

**84%**

Tenant Retention



# PROPERTY EVENTS

Baceline tenants have a unique opportunity to take advantage of their brick and mortar businesses and host meaningful events at their physical locations. We believe that dedicating resources and supporting tenant events, particularly those held in partnership with local non-profits and municipalities, advance the vibrancy of our Neighborhood Shopping Centers and surrounding communities. This has been a long-standing, core principle of Baceline's ownership philosophy and landlord mentality.

Our seasoned Property Management team is ready and equipped to provide everything Baceline tenants need to host successful events at their property.

## CELEBRATIONS

### FAIRS & FESTIVALS

### DONATION DRIVES

### ENTERTAINMENT

### COMMUNITY RESOURCE PROGRAMS

## MENTOR MATCH PROGRAM

Baceline tenants have access to a network of over 10,000 certified mentors dedicated to serving business owners and entrepreneurs in over 1,500 communities across the country. Mentors have expertise in all sectors of business and over 25 languages spoken are offered. Tenants can be individually matched with a mentor in their area and specific industry for one-on-one advice absolutely FREE.

Business owners who have worked with a mentor reported the following statics...

**55%**  
INCREASED  
REVENUE

**99%**  
REMAINED  
IN BUSINESS

**18%**  
AVG BUSINESS  
GROWTH

## SMALL BUSINESS HUB

Baceline offers a comprehensive array of curated resources in our online Small Business Hub, including templates, guides, articles, webinars, and more. Tailored to the specific needs of businesses across various industries, our goal is to provide targeted assistance and support that aligns with the unique challenges and needs of Neighborhood Shopping Center tenants.

DIGITAL MARKETING  
RESOURCES

SMALL BUSINESS  
STRATEGIES

BRICK & MORTAR  
BUSINESSES

EDUCATIONAL PROGRAMS  
& WORKSHOPS

## TENANT TESTIMONIAL

Kevin Baker, Owner of Fitness Together

"The feedback that your team provided was amazing. I am still moved at how helpful and supportive everyone at Baceline has been. The action items for consideration provided are great and have good potential to be sound investments. Thank you again for brainstorming discussion and follow up suggestions. I feel very fortunate to have your team supporting our efforts."

**FITNESS TOGETHER**