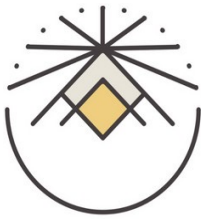




CENTRE COLLECTIVE

FROM THE BEGINNING

The Centre Collective has been driven by insights uncovered from the *Retail & Housing Target Market Studies* commissioned by the City of the Village of Douglas, the *Douglas Vision*, the *Tri-Community Master Plan*, and feedback from *the community of Douglas*.



Centre Collective

The site rests on 10.4 acres and connects to existing walking and biking trails along its northern and southern borders.

Additional features include:

- 19 single family home sites;
- Mixed-use buildings combining retail, restaurant, and office space with residential lofts;
- Shared amenities such as integrated walkways, a fire pit, and gazebo;
- Convenient access to downtown Douglas, beaches, hiking trails, grocery stores, and more
- 5 sites are currently reserved.



PROJECT TIMELINE & MILESTONES

February 24, 2021:

PUD Proposal to
Planning Commission

2022-2023:

By-right Conditional
Approval from Planning
Commission

2023:

- Re-designed road into a cul-de-sac;
- Addition of boardwalk connecting St Peter's Dr and West Shore Ct;
- Secured construction financing from West Michigan Community Bank;
- 5 single family home sites have been reserved

15/16 conditions satisfied

REMAINING CONDITION

The remaining item is #9:

The applicant shall take the necessary steps to petition for the vacation of the Pleasant Street Right of Way in accordance with the procedures outlined in the Land Division Act. This step is required to be completed concurrently or prior to the City Council's consideration of the final condominium plan approval, or in a manner found satisfactory by the City Attorney.

Source: February 5 City Council Agenda Packet

Steps We Have Taken Towards Completion:

- Fall 2023: 100% preliminary consent from St Peter's Subdivision Plat Owners to release Lots 10-14 (owned by KRE West Centre) from covenant restrictions
- January 12, 2024: Submitted the application for the vacation of the Pleasant St ROW
- January 25, 2024: Filed a procedural Allegan County Circuit Court action to finalize the plat amendment

WORKFORCE HOUSING COLLABORATION

- **Problem:** 32% of daytime workers do not or cannot live here. –Retail Study, p12
- **Solution:** Build a variety attainably priced housing units
- **How?** Through a collaborative effort between The City of Douglas, Housing Next, Michigan Growth Advisors, Kerr Real Estate, and the MEDC to drive down significant costs from the project's budget.
- **Why?** Macroeconomic conditions of elevated interest rates, rising construction costs, and labor shortages



COMMUNITY-WIDE BENEFITS

- Increase in tax revenue for public entities such as school, library, fire district, and the city
- Attainable 'missing middle' housing for year-round residents
- Connection to Beach to Bayou trail and walkways along West Shore Court & St. Peter's Drive
- Mixed-use live/work-spaces
- Community gathering spaces (gazebo, fire pit, outdoor dining)
- Addition of small, locally owned businesses → seasonal and year-round jobs



Goal 1

Douglas will facilitate the development of a diversity of housing types to meet the needs of current and projected future populations.

Goal 2

Douglas will diversify its housing stock to encourage more people to seek long term, permanent residency within the City.

Goal 3

Douglas will be a connected community through safe off-street walking and biking facilities and through the provision and maintenance of parks and recreation facilities.

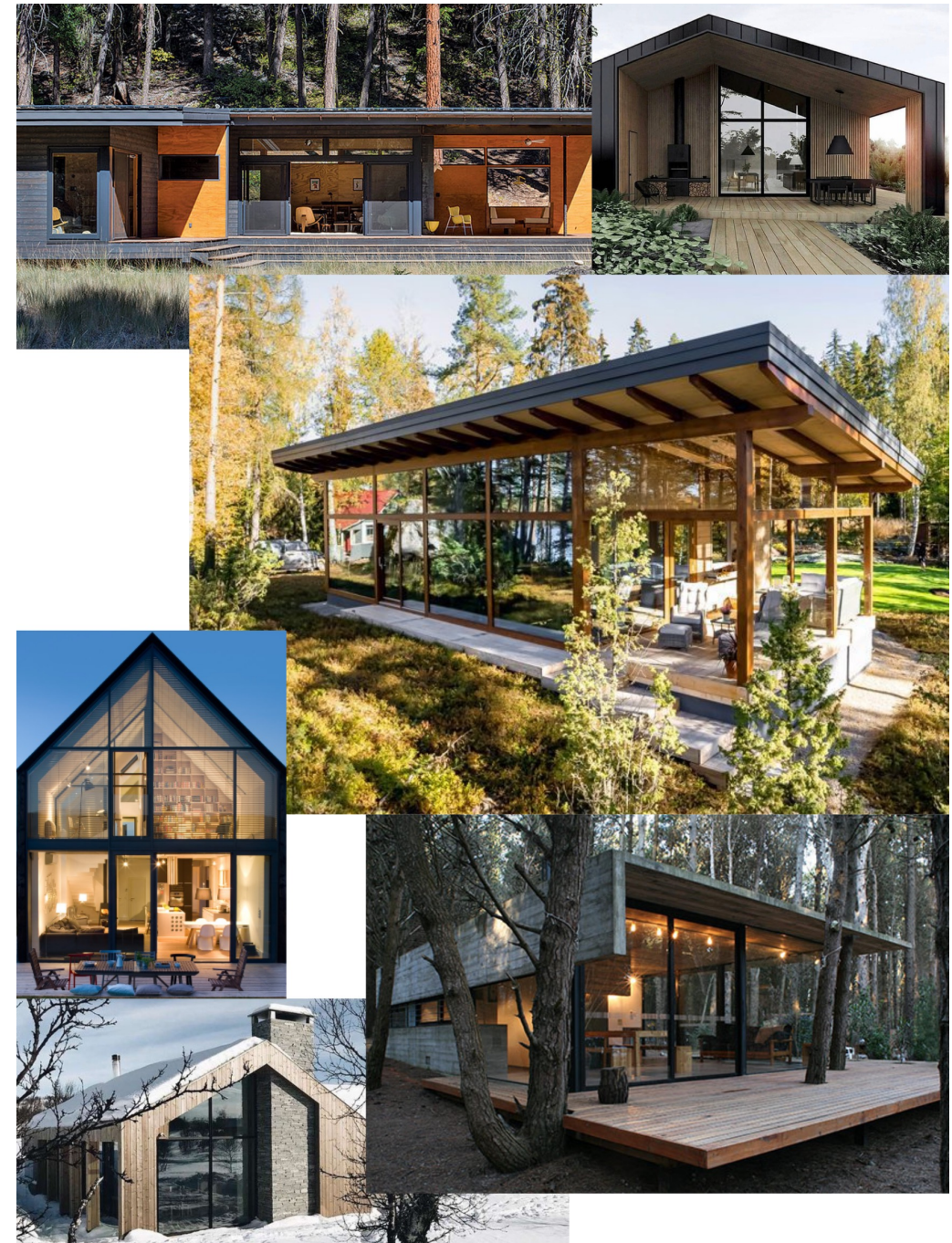
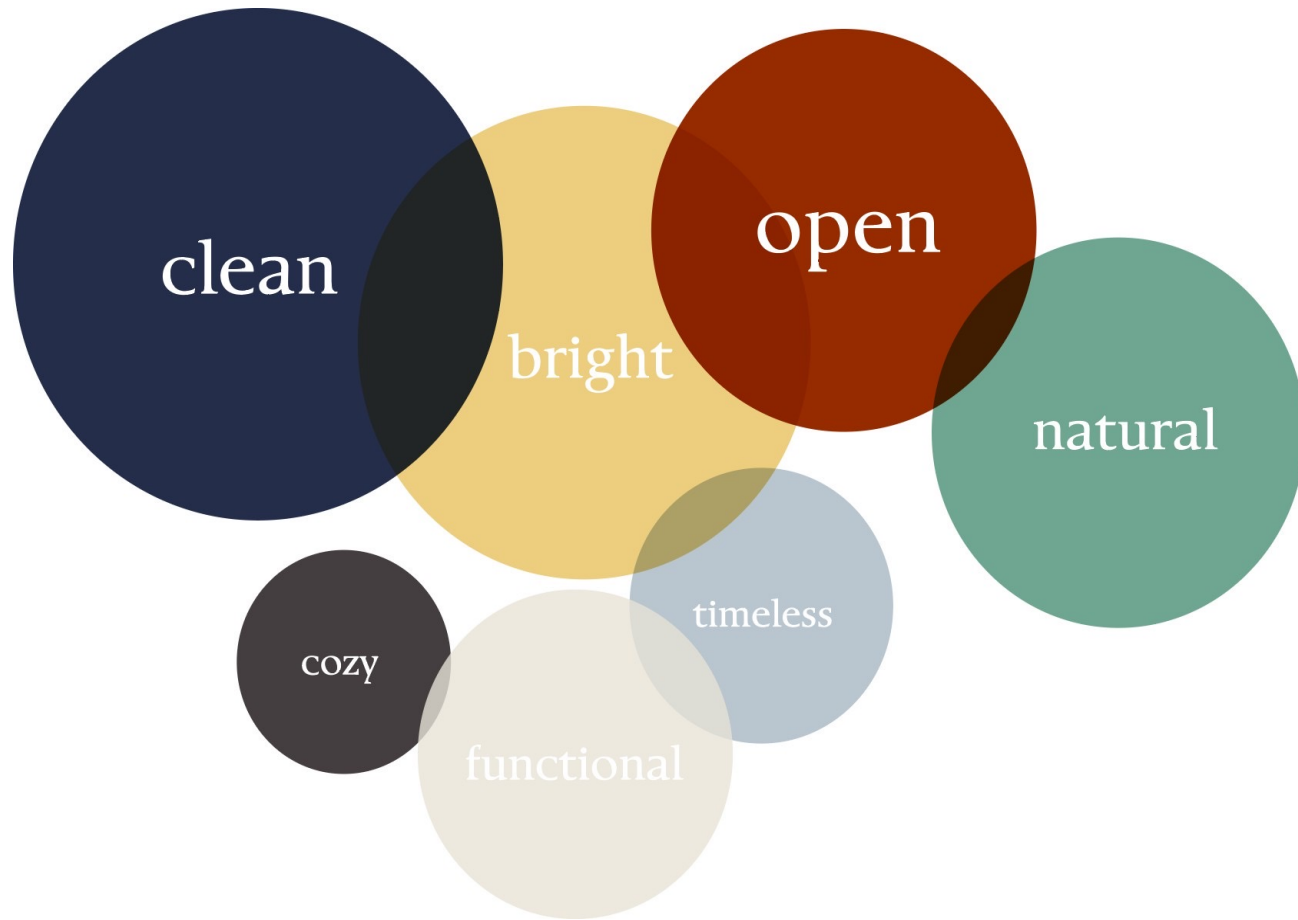
How can we inspire this
way of living in
Douglas?

hygge

[ˈhue-gah']
(verb / Danish)

To feel warmth, cosiness, comfort,
snug;
a sense of wellbeing, belonging,
contentment, togetherness,
intimacy, happiness.

DESIGN PRINCIPLES & MATERIALS BOARD



Phase II: Mixed-Use

This project represents an opportunity to supply critical ‘missing middle’ housing to Douglas’ year-round residents and daytime workers.

By building upon the existing character and culture of Douglas, together we will create an interconnected community with everlasting value.



Aerial perspective facing north-west



The mixed-use portion has been designed for a diversity of housing and retail uses, including:

- 1, 2, and 3-bedroom apartments
- +/- 14,000sf of office, restaurant, and other commercial uses

INSIGHTS UNCOVERED: MARKET STUDIES & MASTER PLANS

People want to live here

Given the opportunity, residents who can live here are willing to drive further out for jobs. Market potential is driven by people seeking housing choices but are unable to find any.

32% of our community's daytime workers do not or cannot live here. – Retail Study, p12

Demand Outpaces Supply

“The number of renting households is growing at a faster rate than the number of owners... by the year 2025 they will represent more than half [of all households in Douglas].” Housing Study, p14

“46% of [renters] move every year. This high movership rates... is a major driving force behind the market potential and need for more attached, fore-lease housing formats.” Housing Study, p16

Missing Middle Housing

Luxury waterfront estates and large single-family homes are generally over-built; whereas smaller, more attainable households have all but been ignored.



**The City of
The Village of Douglas
Michigan**

**Target Market Analysis
The HOUSING Study**

together let's create:

An inspired way of living designed to boost both **happiness** and **wellness**.

A vibrant community that cultivates a sense of belonging while providing personal spaces designed to accommodate today's needs and environmental sustainability.

A familiar + happy place to come home to.

A close-up photograph of a person's hands holding a white ceramic mug filled with a frothy, golden-brown beverage, likely coffee. The person is wearing a thick, white, textured knit sweater. A decorative string of white, faceted, geometric ornaments with gold and white patterns hangs from the sweater. The background is softly blurred, showing a white surface and a dark object. The text "thank you" is overlaid in the center of the mug in a white, sans-serif font.

thank you