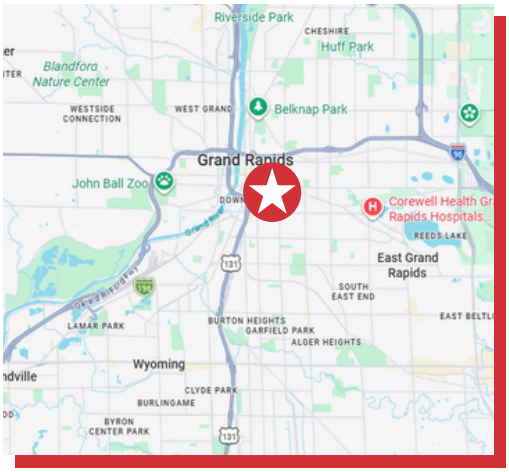
NAI Wisinski of West Michigan

FOR SALE
GOODSPEED BROTHERS BUILDING



188 MONROE AVE NW
GRAND RAPIDS, MI 49503



- For Sale: $1,349,000 ($113.55/SF)
- Rare Mixed-Use Building in Downtown Grand Rapids
- Monroe Avenue NW Location Across from the Amway Grand Plaza Hotel and Adjacent to Downtown Grand Rapids' Convention, Hospitality, and Entertainment District
- Four Stories Above Grade Totaling 11,880 SF on 0.069 Acres
- Opportunity for Adaptive Reuse, Boutique Hospitality, Office, Restaurant, or Residential Conversion
- **No limitation on number of stories or buildable dwelling units**
- Building Is Not Subject to Local Historic Preservation Restrictions
- Formerly Occupied by Bull's Head Tavern (2,970 SF First Floor + Mezzanine + Basement Space)
- Class C Kent County Liquor License Available Separately (Real Estate Included in Asking Price Only)

FOR MORE INFORMATION, CONTACT:

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PROPERTY OVERVIEW

FOR SALE
GOODSPEED BROTHERS BUILDING

Located in the heart of Downtown Grand Rapids, 188 Monroe Ave NW offers a unique opportunity to reposition a historic property along one of the city's most active corridors.

Formerly home to The Bull's Head Tavern, the building sits within walking distance of restaurants, entertainment venues, offices, hotels, and riverfront attractions. The surrounding area continues to see strong investment and consistent foot traffic, making this an appealing opportunity for a variety of commercial or mixed-use concepts.

With its historic character, prominent downtown presence, and central location, the property is well positioned for investors or users looking to establish a presence in the core of Grand Rapids.

PROPERTY INFORMATION

Total Building Size:	11,880 SF
Year Built:	1910 (Earlier Construction Dates Referenced in Certain Historical Records)
Acreage:	0.07 Acres
Municipality:	City of Grand Rapids
PPN:	41-13-25-277-004
Average Story Height:	13 Ft.
2026 SEV:	$651,300
2026 Taxes:	$22,616.41
Zoning:	TN-CC Please contact Planning Department for Property Use Verification (616) 456.4100



We obtained the information in this document from sources we believe to be reliable. However, we have not verified its accuracy and make no guarantee, warranty, or representation about it. It is submitted subject to the possibility of errors, omissions, change of price, rental or other conditions, prior sale, lease or financing, or withdrawal without notice. We include future projections, opinions, assumptions or estimates for example only, and they may not represent current or future performance of the property. You and your tax and legal advisors should conduct your own investigation of the property and transaction.

SALE OVERVIEW

FOR SALE
GOODSPEED BROTHERS BUILDING

SALE INFORMATION

Sale Price:	$1,349,000
Per SF:	$113.55
Municipality:	City of Grand Rapids
PPN:	41-13-25-277-004
SEV (2026):	$651,300
Taxable Value (2026):	$640,929
Summer Taxes (2026):	$21,766.05
Winter Taxes (2026):	$860.36
Total Taxes (2026):	$22,626.41

LEGAL DESCRIPTON

PART OF LOTS 1, 2 & 3 SEC 1 BEING N 27 FT OF SD LOTS E OF MONROE AVE & RUNNING E OF UNIFORM WIDTH 110.5 FT PLAT OF THE VILLAGE OF GRAND RAPIDS* CAMPAU PLAT* /SO CALLED/



188 MONROE AVE NW
GRAND RAPIDS, MI 49503

NAI Wisinski of West Michigan

HISTORICAL OVERVIEW

FOR SALE
GOODSPEED BROTHERS BUILDING

THE GOODSPEED BROTHERS BUILDING

The Goodspeed Brothers Building, listed on the National Register of Historic Places in 1980, is one of downtown Grand Rapids' most historically significant mixed-use properties. Constructed in the Chicago School architectural style, the four-story brick building played an important role in the city's late 19th and early 20th century commercial growth and later became home to Grand Rapids' first motion picture theater, the Idle Hour Theatre, established in 1907.



The Goodspeed Brothers Building is a five-bay, four-story, steel-framed Chicago School structure clad in brown brick. While the first-floor storefront has been modified from its original configuration, the upper floors remain largely intact and preserve much of the building's historic architectural character. Each upper level features a continuous band of five windows framed by decorative metal uprights and spandrels, with the second-floor windows projecting slightly to create a shallow relief bay. Two substantial brick piers extend from above the first floor to the cornice line, while a simple cornice and plain brick parapet cap the structure.

In 1907, the Goodspeed brothers converted the building's upper floor into the Idle Hour Theatre, the first motion picture theater in Grand Rapids. The theater proved highly popular and remained in operation until 1928, when its smaller size limited its ability to compete with newer and larger theaters emerging throughout the city. Following the theater's closure, the building housed a variety of commercial uses over the decades, including Marshall's, Inc., a women's clothing retailer, Renard's Shoes, and later the Eugene Hotel. Around 1980, the building underwent renovations to accommodate restaurant use, most recently serving as the home of Bull's Head Tavern until its permanent closure in 2020.

https://grokipedia.com/page/goodspeed_brothers_building

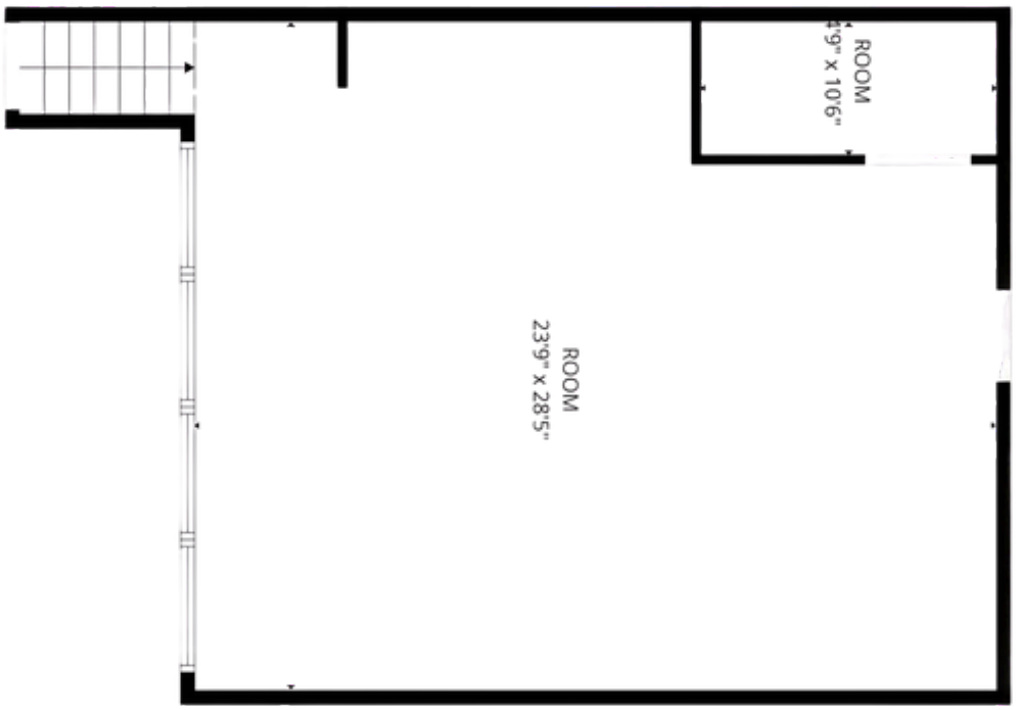
FLOOR PLANS

FOR SALE
GOODSPEED BROTHERS BUILDING

FIRST FLOOR



MEZZANINE



188 MONROE AVE NW
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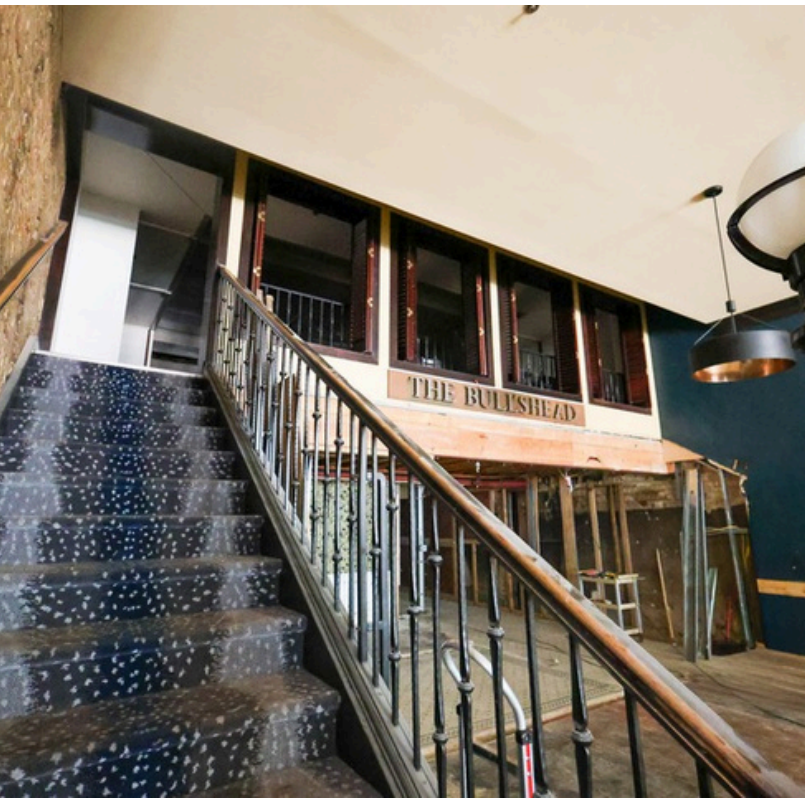
PROPERTY PHOTOS
INTERIOR

FOR SALE
GOODSPEED BROTHERS BUILDING











188 MONROE AVE NW
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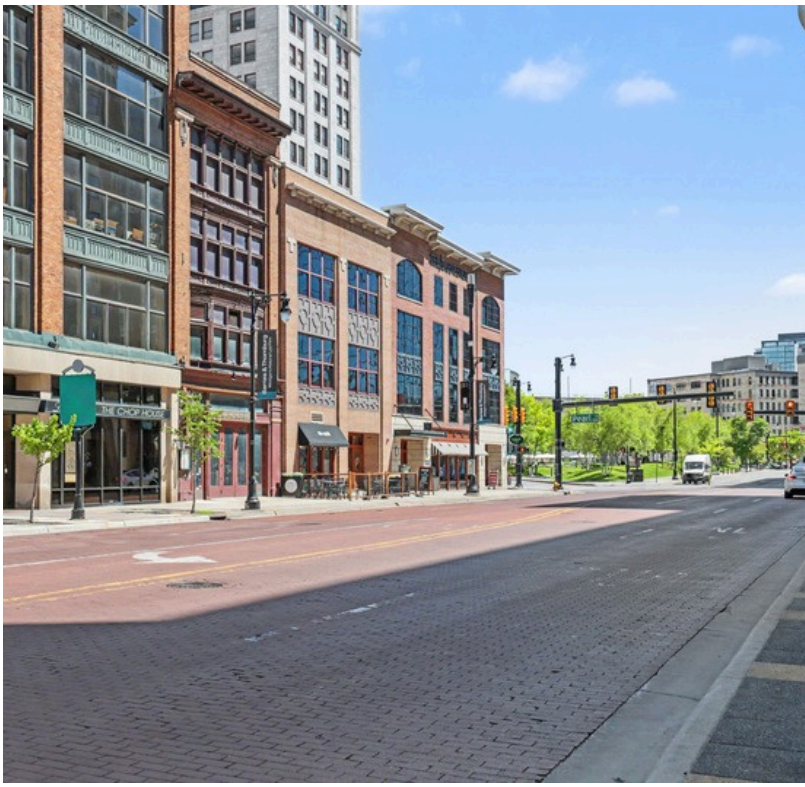
PROPERTY PHOTOS
EXTERIOR

FOR SALE
GOODSPEED BROTHERS BUILDING







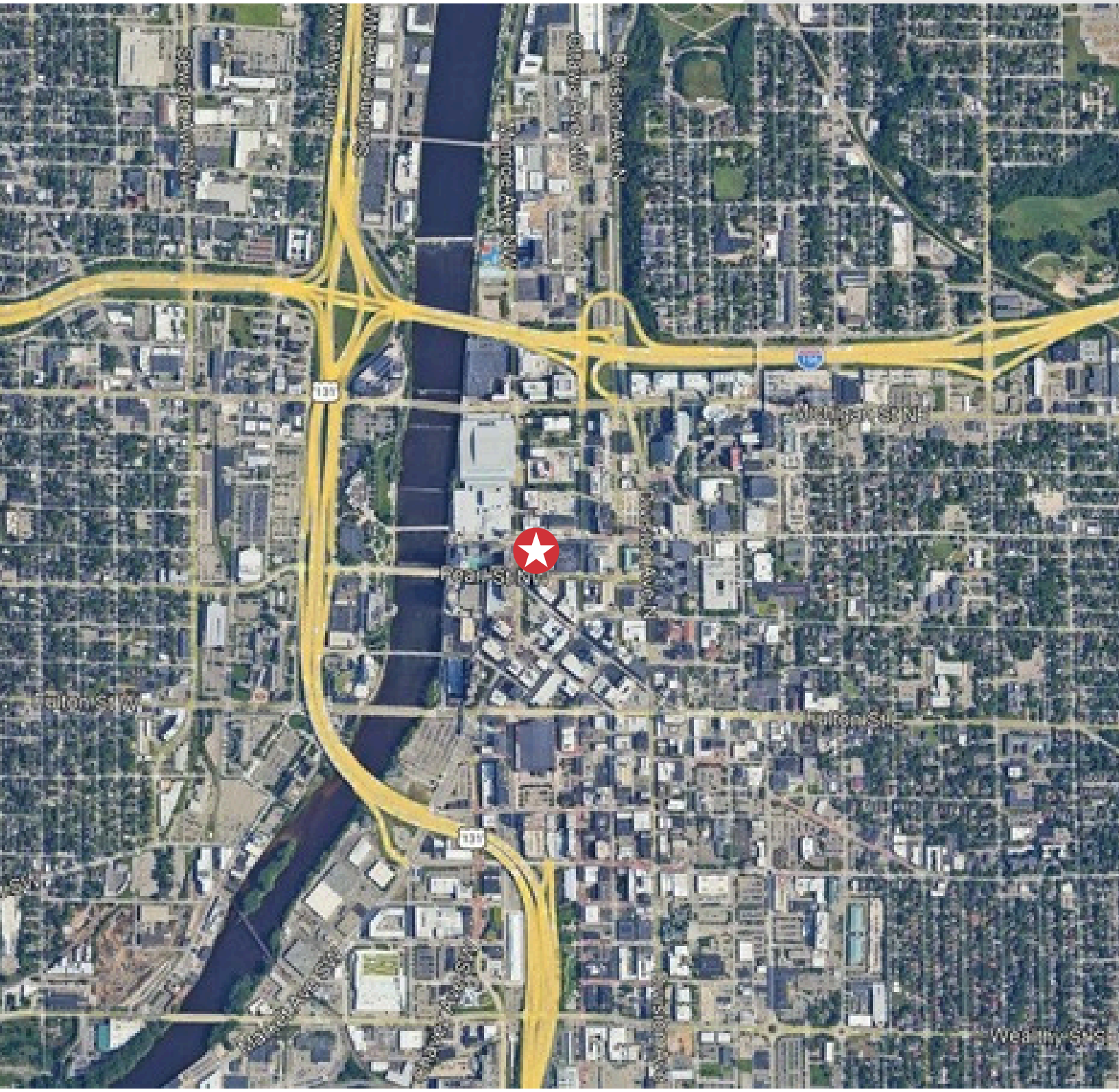


188 MONROE AVE NW
GRAND RAPIDS, MI 49503

NAI Wisinski of West Michigan

AERIAL MAP

FOR SALE
GOODSPEED BROTHERS BUILDING

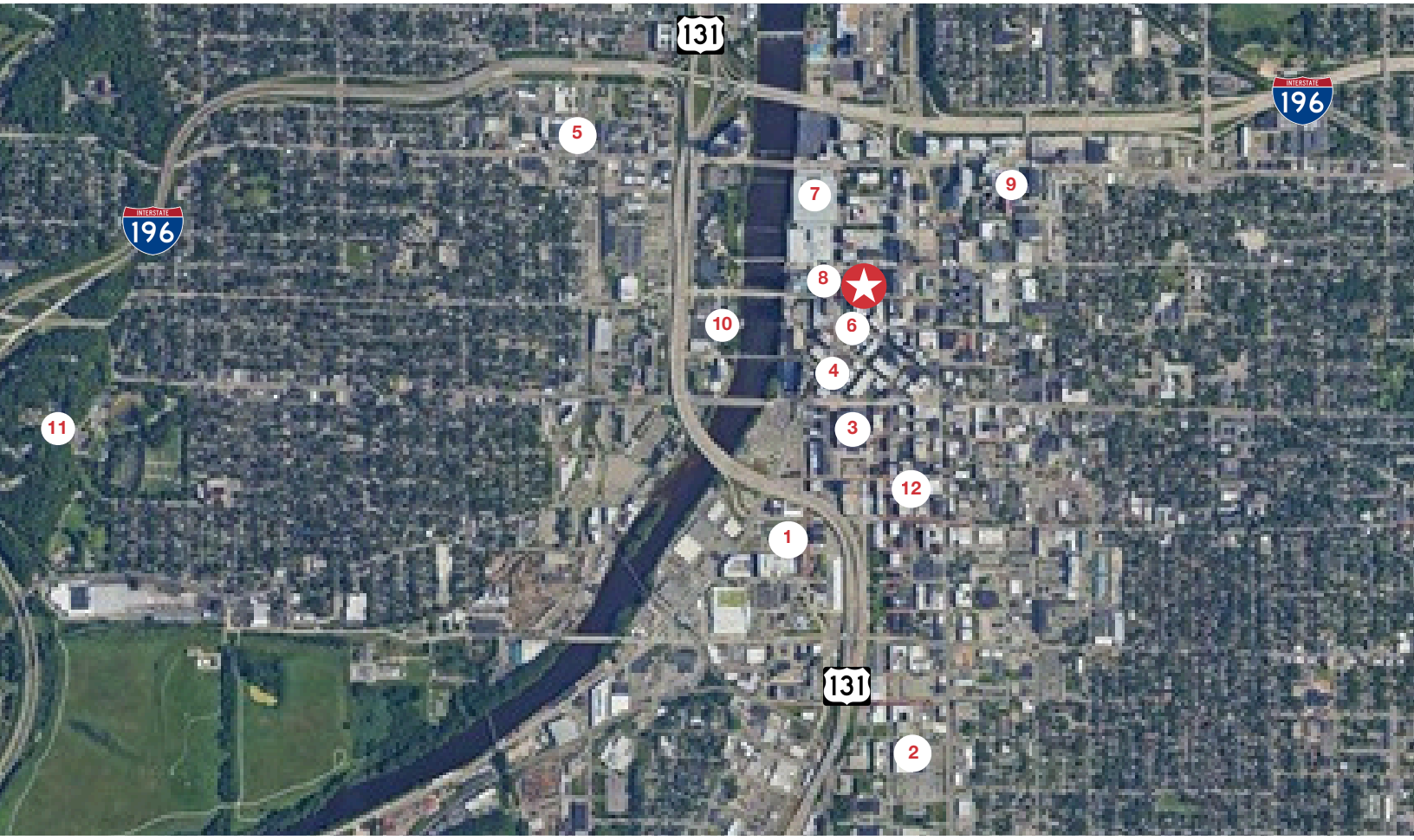


188 MONROE AVE NW
GRAND RAPIDS, MI 49503

NAI Wisinski of West Michigan

GRAND RAPIDS ACTIVITIES:
THE DOWNTOWN EXPERIENCE

NAI Wisinski of West Michigan



NEARBY ATTRACTIONS

1. **FOUNDERS BREWING COMPANY**
   Produces over 466,000 barrels/year
2. **DOWNTOWN MARKET GRAND RAPIDS**
   As many as 1 million people visit annually
3. **VAN ANDEL ARENA**
   The largest arena in West Michigan
4. **20 MONROE LIVE / THE BOB**
   Seats up to 2,600 guests for concerts/events
5. **BRIDGE STREET MARKET**
   Carries more than 5,000 local products
6. **ROSA PARKS CIRCLE**
   Hosts over 220 events with about 721,000 attendees/year
7. **DEVOS PLACE**
   Exhibit hall/ballrooms with 2,404-seat DeVos Performance Hall
8. **AMWAY GRAND PLAZA**
   656 guest rooms, 42 meeting rooms, and 8 restaurants on-site
9. **COREWELL HEALTH HOSPITAL**
   The largest healthcare system in Michigan
10. **GRAND RAPIDS PUBLIC MUSEUM**
    One of the largest artifact collections telling the stories of West Michigan.
11. **JOHN BALL ZOO**
    Provides wildlife conservation education and home to over 2,000 animals
12. **STUDIO PARK**
    Mixed-use development with apartments, restaurants, cinema parking garage, live music courtyard, and more

GRAND RAPIDS PROJECT PIPELINE:
WHAT'S ON THE HORIZON?

NAI Wisinski of West Michigan



1 Acrisure Amphitheatre (Now Open)

An outdoor music venue along the Grand River in downtown Grand Rapids. It will host events, and elevate the city's riverfront entertainment scene.

2 Amway Soccer Stadium (2027)

A professional soccer stadium. It will be home to a pro soccer team and host events as part of the city's riverfront revitalization.

3 Fulton & Market Riverfront Development (2028/2029)

A planned mixed-use project that will transform a site along the Grand River into housing, hospitality, office, retail, and public spaces.

4 GVSU/YMCA Skybridge (2026)

An enclosed pedestrian bridge in downtown Grand Rapids that will connect GVSU's Seward parking structure to the YMCA.

5 Grand Rapids Public Museum (2026)

The GRPM is undergoing a major renovation and expansion, enhancing exhibit space and visitor amenities.

6 Monroe North & Division Infrastructure (2026)

The Monroe North & Division Infrastructure project in Grand Rapids is an upgrade aimed at improving transportation, pedestrian safety, and public space.

7 MI Sites (2026 & Beyond)

The redevelopment of a former GM plant into a large, energy-ready industrial site.

8 John Ball Zoo Aquarium (2031)

The John Ball Zoo Aquarium will add aquatic exhibits and enhance year-round attractions at John Ball Zoo.

9 Sullivan's Field (2026)

The historic Sullivan Field baseball park is undergoing a $5.28 million renovation that will restore the 1937 ballpark and upgrade amenities.

ACRISURE AMPHITHEATER

201 Market Ave SW

NAI Wisinski of West Michigan







10 ACRES
OF REVITALIZED RIVEFRONT

190
NEW ADDITIONAL PARKING SPACES

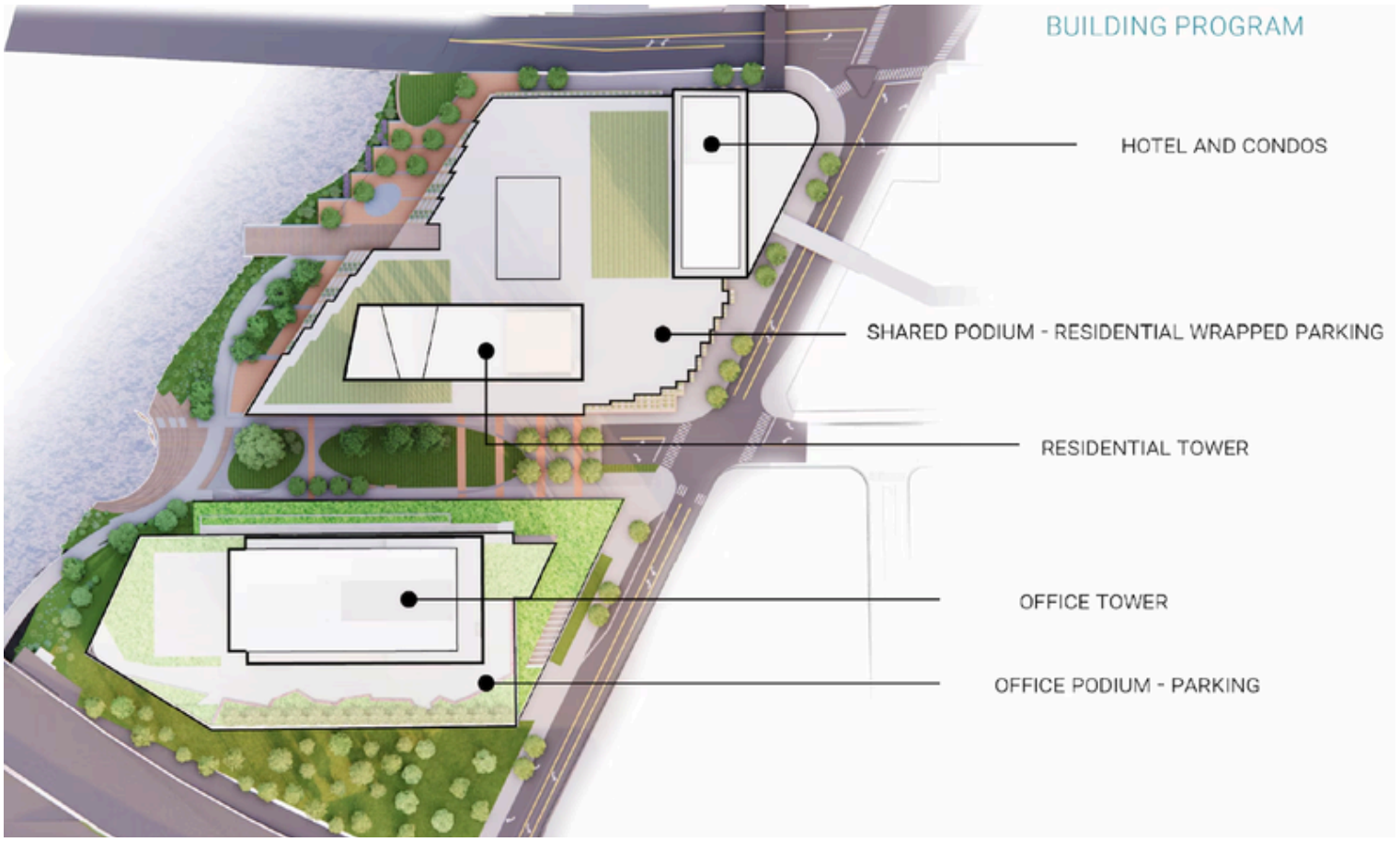
300,000
VISITORS PER SEASON

12,000
SEAT VENUE CAPACITY

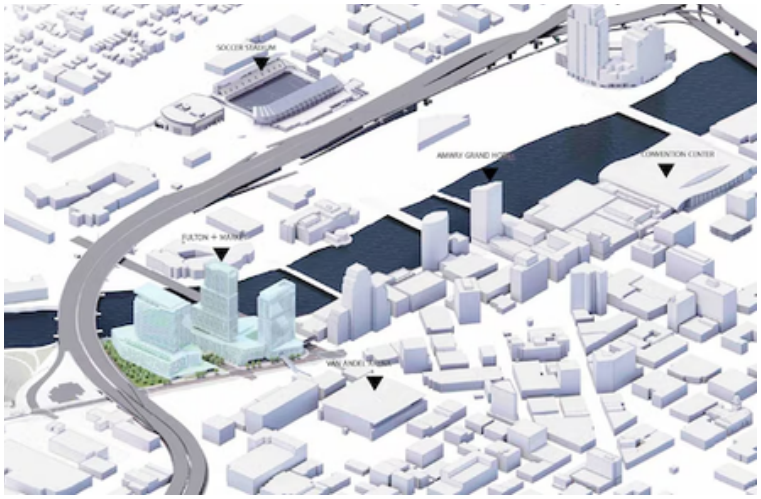
Grand Action 2.0: Acrisure Amphitheater or @acrisureamphitheater on socials

DEVOS DEVELOPMENT

NAI Wisinski of West Michigan







671
HIGH-END CONDOS & APARTMENTS

7 ACRES
OF REVITALIZED RIVERFRONT

2,500
NEW ADDITIONAL PARKING SPACES

$738M
SKYLINE DEFINING DEVELOPMENT

AMWAY SOCCER STADIUM

230 Winter Ave NW

NAI Wisinski of West Michigan







11,000
EXPANDABLE SEAT VENUE CAPACITY

8.5 ACRES
OF DOWNTOWN DEVELOPMENT

$408M
ECONOMIC IMPACT FOR GRAND RAPIDS

160,000
VISITORS PER SEASON

Grand Action 2.0: Amway Stadium or @amwaystadium on socials

LOCATION OVERVIEW

GRAND RAPIDS

Grand Rapids blends urban energy with neighborhood charm and cultural richness. Known as "Beer City USA," it boasts 40+ breweries and hosts top events like ArtPrize, Festival of the Arts, and LaughFest. The city draws hundreds of thousands of visitors each year for its vibrant arts scene and dynamic downtown.

Major employers like Meijer, Spectrum Health, and Steelcase drive a strong economy across healthcare, retail, and manufacturing.

Attractions include Meijer Gardens, the Ford Museum, and the Grand Rapids Public Museum, all set within a region of over 1.5 million people.



BUSINESS INSIDER

US CITIES WITH THE BEST QUALITY OF LIFE 2024

WalletHub

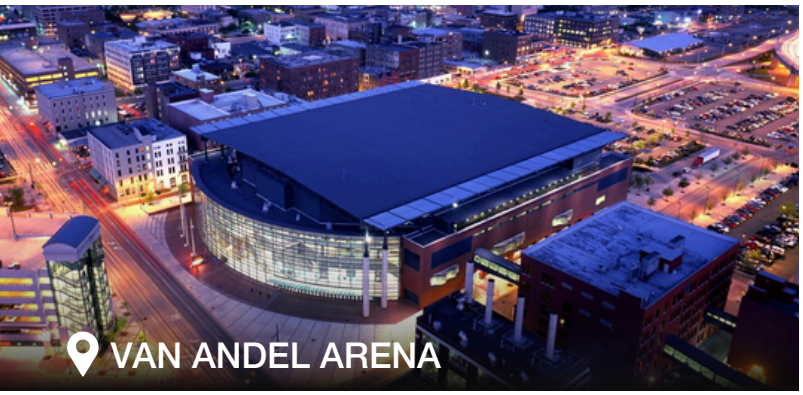
BEST CITIES FOR JOBS

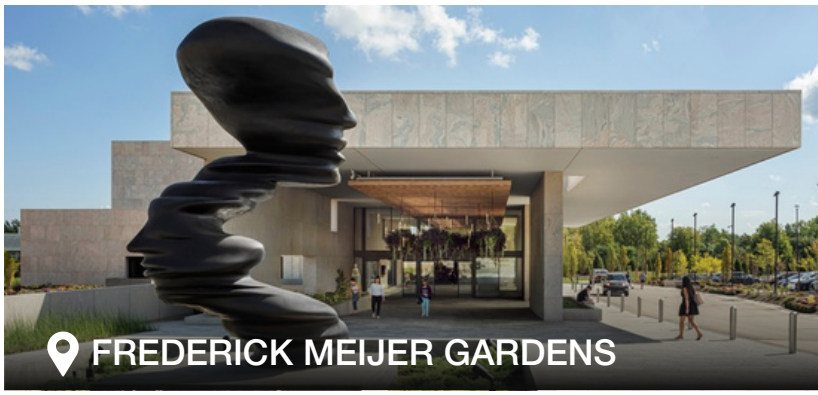
TRAVEL+ LEISURE

#2 MOST BEAUTIFUL & AFFORDABLE CITIES IN THE US

U.S.News

#20 BEST PLACES TO LIVE IN THE US


VAN ANDEL ARENA


FREDERICK MEIJER GARDENS



GERALD R. FORD MUSEUM



JOHN BALL ZOO

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