A Revitalization Study of Three Southwest Lansing Intersections

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The Economic Development Corporation of the City of Lansing

Mission:

• To create quality jobs,
• Diversify the local economy and
• Improve overall quality of life by attracting, expanding, and retaining business and industry

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Overview

• The Project, Goals, Methods
• Socio Economic Profile
• Land Use
• Building and Intersection Assessment
• Strengths, Weaknesses, Opportunities, and Threats
• Market Analysis
• Recommendations
Gather and analyze data in order to make recommendations for the revitalization of three southwest Lansing intersections and the connecting corridors located at:

- Holmes and Pleasant Grove
- Jolly and Waverly
- Holmes and Waverly

Source: The City of Lansing, 2004
Primary Goals

• Provide a socio-economic, market, and retail market profile of the target area
• Create a redevelopment plan for economic improvement of local business properties
• Provide recommendations for the future of the area
Methods of Attaining Goals

- Gather Census data
- Collect traffic data
- Evaluate and analyze property conditions of businesses and homes around the three intersections
- Acquire and analyze retail market data
- Conduct community meeting
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Socio Economic Profile Census Tract Boundaries

Source: American FactFinder(http://factfinder.census.gov/)
Demographics – Change in Population

The target area has experienced growth of 9.15%, whereas Lansing and Ingham County experienced a decline overall.

Median household income for the target area did not increase at the same rate as that of Lansing or all of Ingham County.

Housing Tenure

The target area experienced a slight increase in both the number of people who own and rent housing, largely due to the increase in population.

Vacancy Rates

Compared to Lansing and Ingham County, the target area experienced a decrease in housing vacancy.

The target area experienced a smaller increase in monthly gross rent compared to Lansing and Ingham County.

Assessing Land Use

The area around the three intersections of interest is dominated by single- and multi-family residential, with concentrations of commercial around the intersections.

Source: The City of Lansing 2004
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Residential Land Use

Source: The City of Lansing 2004
Commercial and Services Land Use

A sample of existing businesses and services:

<table>
<thead>
<tr>
<th>Type</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail:</td>
<td>11</td>
</tr>
<tr>
<td>Convenience stores:</td>
<td>6</td>
</tr>
<tr>
<td>Gas Stations:</td>
<td>3</td>
</tr>
<tr>
<td>Financial Services:</td>
<td>2</td>
</tr>
<tr>
<td>Food stores:</td>
<td>4</td>
</tr>
<tr>
<td>Other Services:</td>
<td>12</td>
</tr>
<tr>
<td>Other Vacant Properties:</td>
<td>5</td>
</tr>
</tbody>
</table>

Source: The City of Lansing 2004
Besides commercial and residential land uses, the area around the three intersections has a number of religious institutions.

Source: The City of Lansing 2004
Vacant Properties

- There are a number of vacant parcels located in the area of interest.
- Vacant buildings of particular concern, both commercial and residential, are highlighted in red.

Source: The City of Lansing 2004
Building Assessment & Housing Inventory

Buildings located within a one-block radius of the three intersections and along the connecting corridors were rated on the conditions of six different aspects, including:

- Exterior
- Windows
- Doors
- Roof
- Yard
- Foundation

Source: The City of Lansing 2004
Properties in the area were given ratings of: good, fair, poor, or substandard.

<table>
<thead>
<tr>
<th></th>
<th>Residential Building Ratings:</th>
<th>Commercial Building Ratings:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good</td>
<td>77%</td>
<td>56%</td>
</tr>
<tr>
<td>Fair</td>
<td>9%</td>
<td>22%</td>
</tr>
<tr>
<td>Poor</td>
<td>11%</td>
<td>22%</td>
</tr>
<tr>
<td>Substandard</td>
<td>3%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Source: The City of Lansing, 2004
Intersection Assessment Survey

The purpose of this survey was to identify various aspects, both positive and negative, in the area that would have an affect on pedestrian, bicycle, and automobile use at the designated crossroads. Two areas found to be in need of greatest improvement:

• Sidewalks were cracked and undulating and require repair or replacement
• More adequate lighting would be beneficial
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### Strengths, Weaknesses, Opportunities, Threats (SWOT)

<table>
<thead>
<tr>
<th>Strengths:</th>
<th>Weaknesses:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Strong community</td>
<td>• Need for attractive businesses, façade improvement</td>
</tr>
<tr>
<td>• Quality religious organizations and community groups</td>
<td>• Lack of full-service restaurants</td>
</tr>
<tr>
<td>• Good housing conditions</td>
<td>• High retail vacancy rates</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities:</th>
<th>Threats:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Economic expansion of area, demand for certain businesses, services</td>
<td>• Blight of homes and buildings near to unattractive businesses near the intersections</td>
</tr>
<tr>
<td></td>
<td>• Continued regional economic decline</td>
</tr>
</tbody>
</table>
Market Analysis

Market data of the area was purchased from the Environmental Systems Research Institute (ESRI) in order to assess what types of businesses are in the greatest demand. Information included market analysis and retail market analysis for a one- and three-mile radius from the Holmes and Pleasant Grove intersection.

Industries with the greatest amount of retail potential were found to be:

- Clothing stores
- Electronics and appliances stores
- Food services and drinking places

Source: ESRI, www.esribis.com, 2004
ESRI Data

ESRI data is used to measure the supply of specific types of businesses that exist in an area. Demand for various business industries is calculated through leakage and surplus analysis in relation to local spending patterns.

- Business types with a calculated score of -100 to -1 are considered to be in surplus.
- Business types with a calculated score of 1 to 100 are considered to have a leakage.
Important Trends (1-Mile Radius)

There were several types of businesses that appeared to have greater supply than demand (surplus), indicating they likely draw business from outside the area.

<table>
<thead>
<tr>
<th>Examples:</th>
<th>Supply:</th>
<th>Demand:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motor Vehicle &amp; Parts Dealers</td>
<td>$50,473,666</td>
<td>$29,894,654</td>
</tr>
<tr>
<td>Health and Personal Care Stores</td>
<td>$10,469,364</td>
<td>$4,439,870</td>
</tr>
</tbody>
</table>
Important Trends (3-Mile Radius)

Other industries appear to have greater demand than supply (leakage), indicating an opportunity for certain types of businesses.

<table>
<thead>
<tr>
<th>Examples:</th>
<th>Supply:</th>
<th>Demand:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food services and drinking places</td>
<td>$83,656,894</td>
<td>$105,638,642</td>
</tr>
<tr>
<td>Clothing Stores</td>
<td>$15,857,073</td>
<td>$38,343,349</td>
</tr>
</tbody>
</table>
Economic Recommendations

• Potential and practical uses include:
  – Full-service restaurants
  – Clothing stores
  – Electronics and appliance stores

• Potential locations:
  – Holmes and Pleasant Grove
  – Holmes and Waverly
Reasons for Economic Recommendations

• ESRI data, in conjunction with community desire, expressed the need for the previously mentioned types of establishments.

• From 1990-2000 the target area increased in median household income by 19.65%.

• Area could support these various types of retail due to spending potential.

• Suggested locations have strip malls with existing vacant property and units.
Aesthetic Recommendations

• Improve “walkability” of community
  • Repair cracked and undulating sidewalks and roadways
  • Increase lighting at the intersections

• Façade improvements

• Redevelop vacant properties

http://www.dcist.com/, 2004
Thank you!

Questions?