Agenda

- Introduction
- Purpose
- Methodology
- Study Area & Profile
- Exterior Analysis
- Recommendations
- Development Tools
Introduction

• The Team
• Our Client
  – Northwest Lansing Healthy Communities Initiative
  – Non-profit organization aimed toward developing healthy communities
  – The NWLHCI supports an ongoing developmental process with three main components: visioning, planning, and action.
Purpose

• Identify potential commercial sectors of development that could aid in the revitalization of the corridor.

• Conduct an inventory of existing commercial properties.

• Identify potential programs available to assist owners with the improvement of their properties.
Methodology

1. Partnered with NWLHCI to identify market study needs.
2. Conducted an exterior site analysis based on the 2004 Grand Rapids Creston neighborhood practicum.
3. Consulted with ESRI and the US Census to identify market conditions.
4. Gathered GIS Data from the City of Lansing.
5. Examined existing business owners and resident surveys.
7. Drew recommendations.
Zoning Classification
Study Area Delineation

- Located at West Saginaw Highway (M-43) between Pine Street and MLK Blvd.
- Three concentric rings at 0.5, 1.0 and 2.0 mile radii.
- Dual Nature
  - Major highway
  - Neighborhood Market
Street Classifications
Socioeconomic Profile

- Projected loss of 2.36% of population from 2000-10, compared to 2.81% in Lansing.

- The median income ($41,549) is lower than that state average ($44,667).

- The unemployment rates are higher in the ½ mile radius (7.5%) than in MI (6.36%)

- Residents have a lower proportion of vehicle ownership than the city as a whole.
# Exterior Survey Analysis

<table>
<thead>
<tr>
<th>Exterior Site Condition Survey Criteria</th>
<th>Excellent - 4</th>
<th>Good - 3</th>
<th>Fair - 2</th>
<th>Poor - 1</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exterior</strong></td>
<td>Siding or brick is intact and sturdy, no visible wear and tear (weathering).</td>
<td>Some signs of wear and tear. Peeling paint or some bricks and mortar deteriorating.</td>
<td>Over ¼ of the structure showing signs of wear and tear. Paint and or siding missing in places.</td>
<td>Over ½ of the structure showing signs of wear and tear. Paint completely off, with exposed wood. Missing siding.</td>
</tr>
<tr>
<td><strong>Windows</strong></td>
<td>All windows intact with no broken or damaged glass.</td>
<td>Most windows intact, some paint peeling.</td>
<td>Over ¼ of windows broken or damaged.</td>
<td>Over ½ of the windows broken and damaged.</td>
</tr>
<tr>
<td><strong>Landscaping</strong></td>
<td>Noticeable landscaping.</td>
<td>Some landscaping.</td>
<td>Very little landscaping.</td>
<td>No landscaping.</td>
</tr>
</tbody>
</table>
Examples

Excellent

Good
Exterior Survey Analysis
Market Analysis

Market Surplus and Leakage Trends

<table>
<thead>
<tr>
<th>#</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Nonstore Retailers</td>
</tr>
<tr>
<td>2</td>
<td>Bldg Materials, Garden Equip. &amp; Supply Stores</td>
</tr>
<tr>
<td>3</td>
<td>Motor Vehicle &amp; Parts Dealers</td>
</tr>
<tr>
<td>4</td>
<td>General Merchandise Stores</td>
</tr>
<tr>
<td>5</td>
<td>Food Services &amp; Drinking Places</td>
</tr>
<tr>
<td>6</td>
<td>Miscellaneous Store Retailers</td>
</tr>
<tr>
<td>7</td>
<td>Clothing and Clothing Accessories Stores</td>
</tr>
<tr>
<td>8</td>
<td>Sporting Goods, Hobby, Book, and Music Stores</td>
</tr>
<tr>
<td>9</td>
<td>Food &amp; Beverage Stores</td>
</tr>
<tr>
<td>10</td>
<td>Furniture &amp; Home Furnishings Stores</td>
</tr>
<tr>
<td>11</td>
<td>Electronics &amp; Appliance Stores</td>
</tr>
<tr>
<td>12</td>
<td>Gasoline Stations</td>
</tr>
<tr>
<td>13</td>
<td>Health &amp; Personal Care Stores</td>
</tr>
</tbody>
</table>
Market Analysis

Primary Leakages
- Motor vehicles and parts dealers
- General merchandise stores

Secondary Leakages
- Food services and drinking places
- Food and beverages stores

<table>
<thead>
<tr>
<th>Business Type</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Services and Drinking Places</td>
<td>6</td>
</tr>
<tr>
<td>Health and Personal Care Stores</td>
<td>3</td>
</tr>
<tr>
<td>Insurance Services</td>
<td>2</td>
</tr>
<tr>
<td>General Merchandise</td>
<td>2</td>
</tr>
<tr>
<td>Motor Vehicle and Parts Dealers</td>
<td>2</td>
</tr>
<tr>
<td>Electronics and Appliance Stores</td>
<td>1</td>
</tr>
<tr>
<td>Food and Beverage Stores</td>
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</tr>
<tr>
<td>Furniture and Home Furnishings Stores</td>
<td>1</td>
</tr>
<tr>
<td>Church</td>
<td>1</td>
</tr>
<tr>
<td>Clothing and Clothing Accessories Store</td>
<td>1</td>
</tr>
<tr>
<td>Miscellaneous Retailer</td>
<td>1</td>
</tr>
</tbody>
</table>
Several businesses reported increase sales.

Respondents prefer restaurants and grocery stores.

Attractiveness of corridor including improvements of building facades and increased advertising.
Market Recommendations

**Neighborhood Oriented**
- Food and beverage (primary leakage)
- General Merchandise (primary leakage)

**Corridor Oriented**
- Motor vehicles and parts dealers (secondary leakage)
- Food service and drinking (secondary leakage)

**Healthcare Oriented**
Assumptions

• Current market conditions will remain similar to those described in the report.

• The recommendations build upon and are dependent upon one another.

• The NWLHCI will continue to support economic development revitalization efforts within the commercial corridor.
Recommendations Cont’d

Create an aesthetically pleasing and cohesive streetscape

Recommendation

Identify a common vision for all stakeholders in the West Saginaw Corridor in relation to aesthetics.
Recommendations Cont’d

Create visually appeal and integrated building facades

Recommendations

• Utilize local, state, and federal funding and planning tools to rehabilitate buildings and remove dilapidated facades.

• Plan and implement a façade improvement programs that stresses professional architect design.

• Tap tools of Lansing Economic Development Corporations and MI Economic Development Corporation to secure grants.
Potential Community Economic Development Tools

- Corridor Improvement Authority Act
- Obsolete Property Rehabilitation Act
- Neighborhood Preservation Program
- Community Development Block Grant
- Arts Projects Program
- Walkable Communities Audits
- Green Building Design
- Lansing Brownfield Redevelopment Authority
Thank you!

Questions?