A Revitalization Study of Three Southwest Lansing Intersections
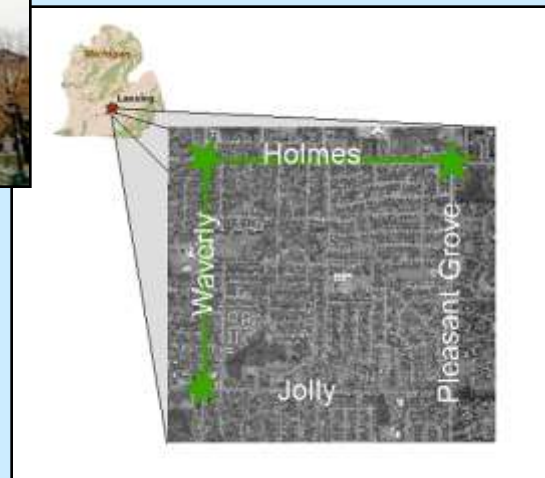
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The Economic Development Corporation
of the City of Lansing
Mission:

• To create quality jobs,

• Diversify the local economy and

• Improve overall quality of life by attracting, expanding, and retaining business and industry

Manager: Patricia Cook

Contact: Karl Dorshimer

Website: www.edc.cityoflansingmi.com

Overview

- The Project, Goals, Methods

- Socio Economic Profile

- Land Use

- Building and Intersection Assessment

- Strengths, Weaknesses, Opportunities, and Threats

- Market Analysis

- Recommendations

The Project

Lansing, MI

Gather and analyze data in order to make recommendations for the revitalization of three southwest Lansing intersections and the connecting corridors located at:
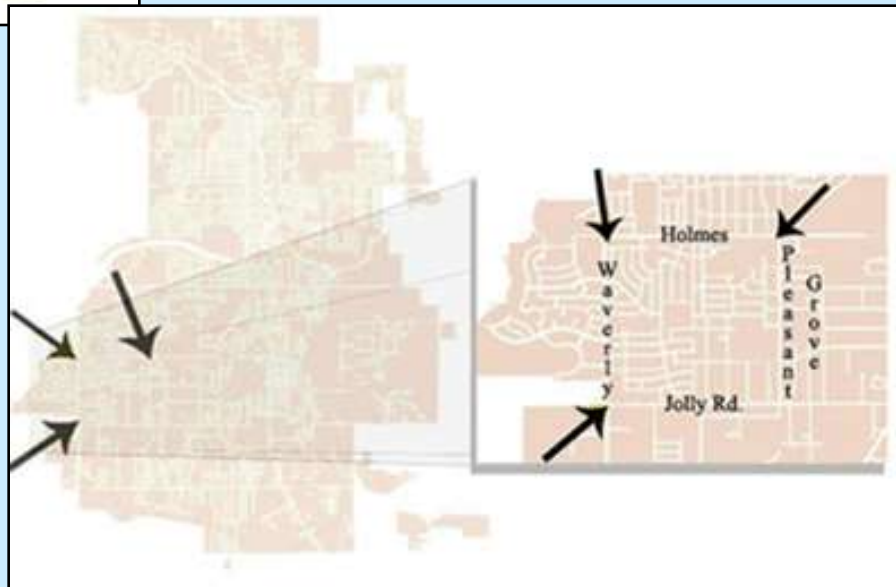
- Holmes and Pleasant Grove

- 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

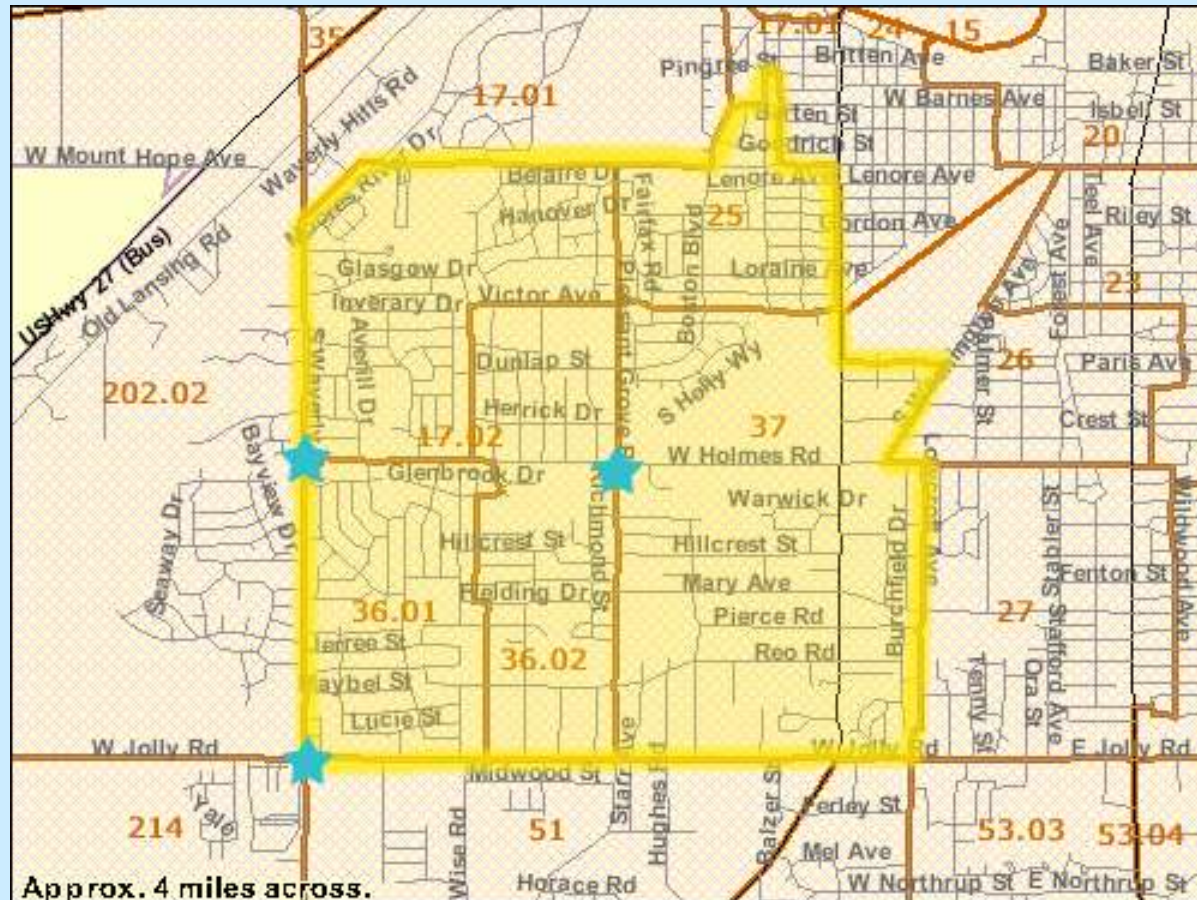• Provide recommendations for the future of the area

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

Socio Economic Profile Census Tract Boundaries

Source: American FactFinder(http://factfinder.census.gov/)

Demographics – Change in Population

Population

	Target area (5 census tracts)	Lansing	Ingham County
1990	17786	122700	281912
2000	19577	118920	279320
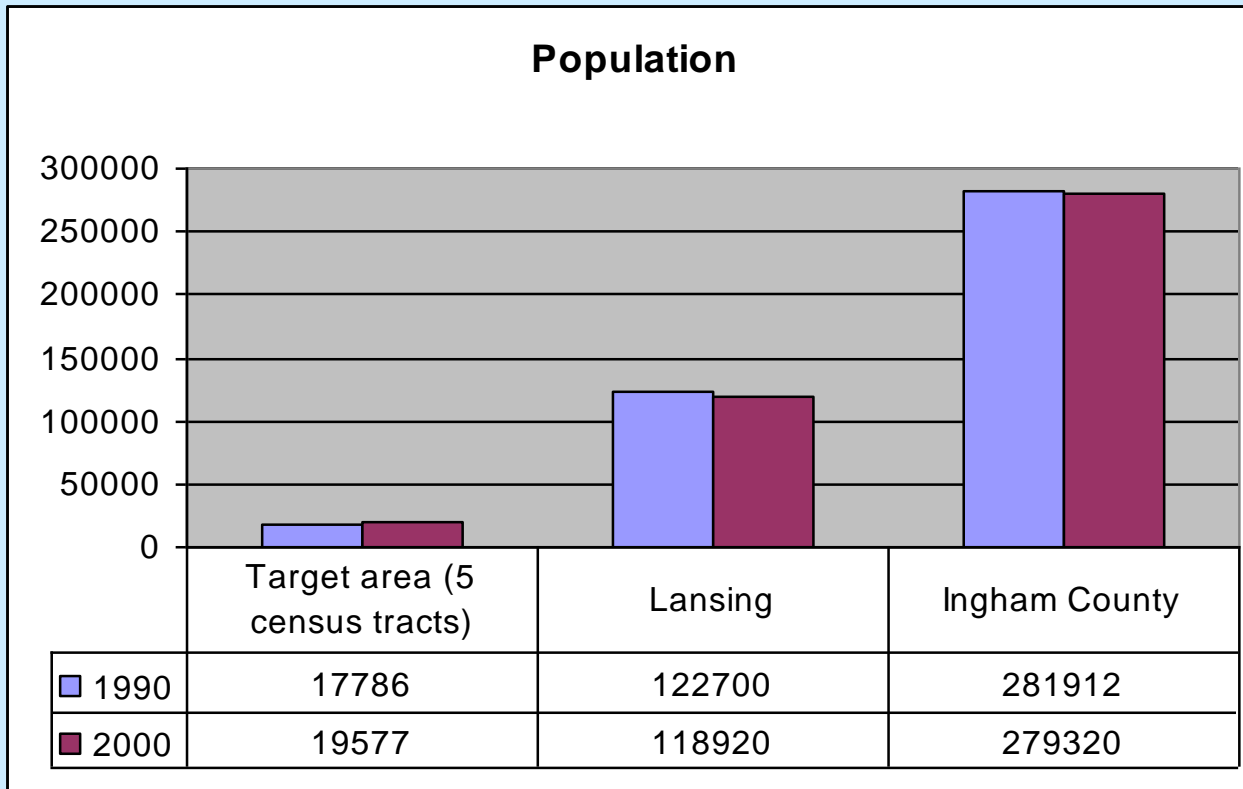
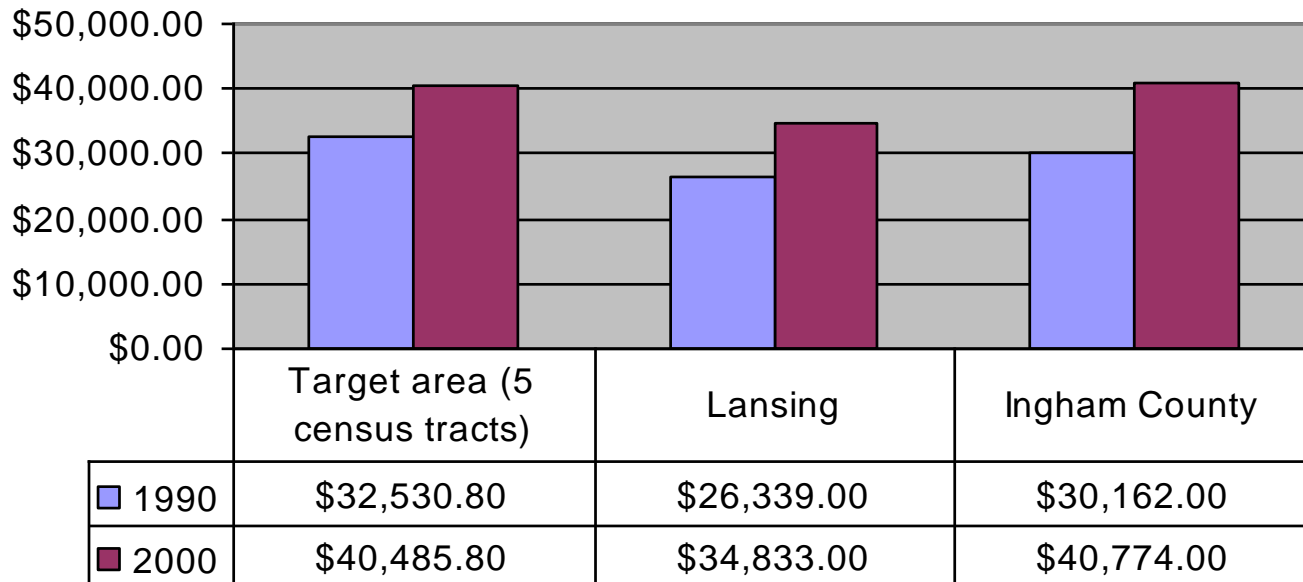|	Target area	Lansing	Ingham County
Percent Change	+9.15%	-3.18%	-0.93%

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

Source: U.S. Bureau of the Census, 1990-2000(www.census.gov)

Income – Target Area v. Lansing and Ingham County

Median Household Income

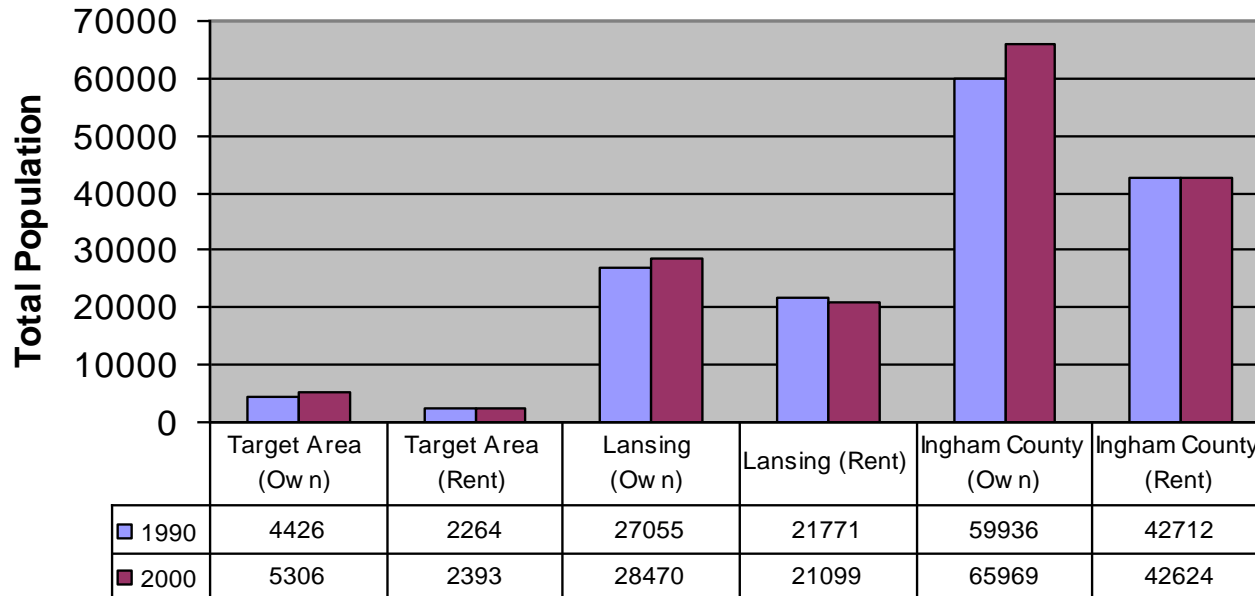|	Target area (5 census tracts)	Lansing	Ingham County
☐ 1990	$32,530.80	$26,339.00	$30,162.00
☐ 2000	$40,485.80	$34,833.00	$40,774.00
Percent Change	+19.65%	+24.38%	+26.03%

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

Source: U.S. Bureau of the Census, 1990-2000

(www.census.gov)

Housing Tenure

Housing Tenure Over Time - Target Area v. Lansing and Ingham County

	Target Area (Own)	Target Area (Rent)	Lansing (Own)	Lansing (Rent)	Ingham County (Own)	Ingham County (Rent)
1990	4426	2264	27055	21771	59936	42712
2000	5306	2393	28470	21099	65969	42624

Area

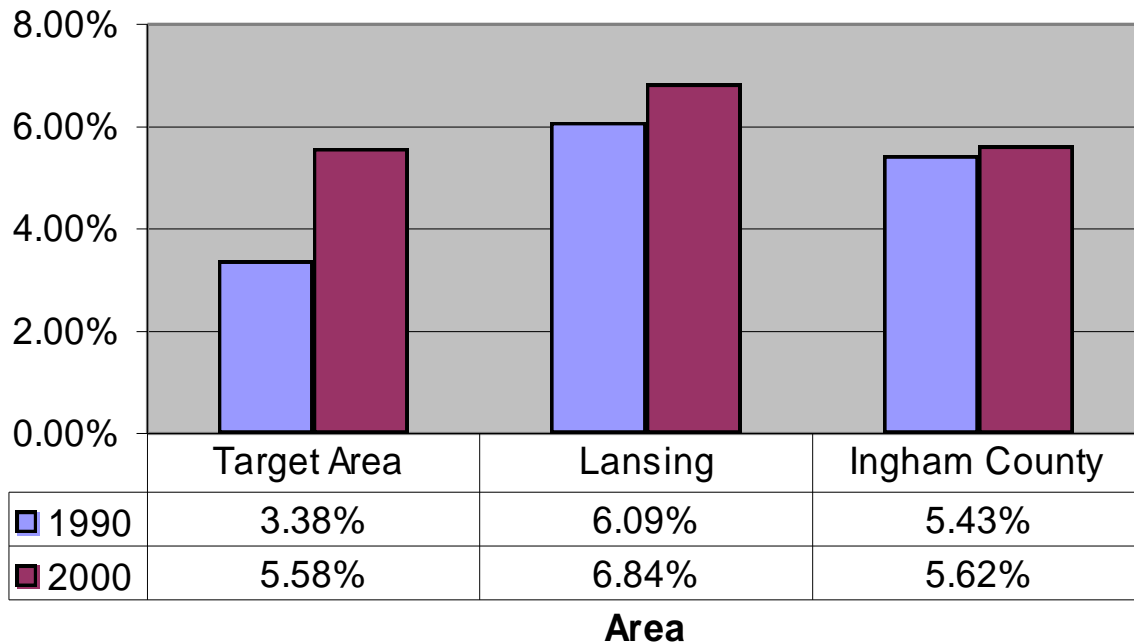| Percent Change	16.59%	5.40%	4.97%	-3.18%	9.15%	-0.20%

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.

Source: U.S. Bureau of the Census, 1990-

2000(www.census.gov)

Vacancy Rates

Vacancy Status

	Target Area	Lansing	Ingham County
■ 1990	3.38%	6.09%	5.43%
■ 2000	5.58%	6.84%	5.62%

Area

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

Source: U.S. Bureau of the Census, 1990-2000 (www.census.gov)

Monthly Gross Rent

Median Monthly Gross Rent

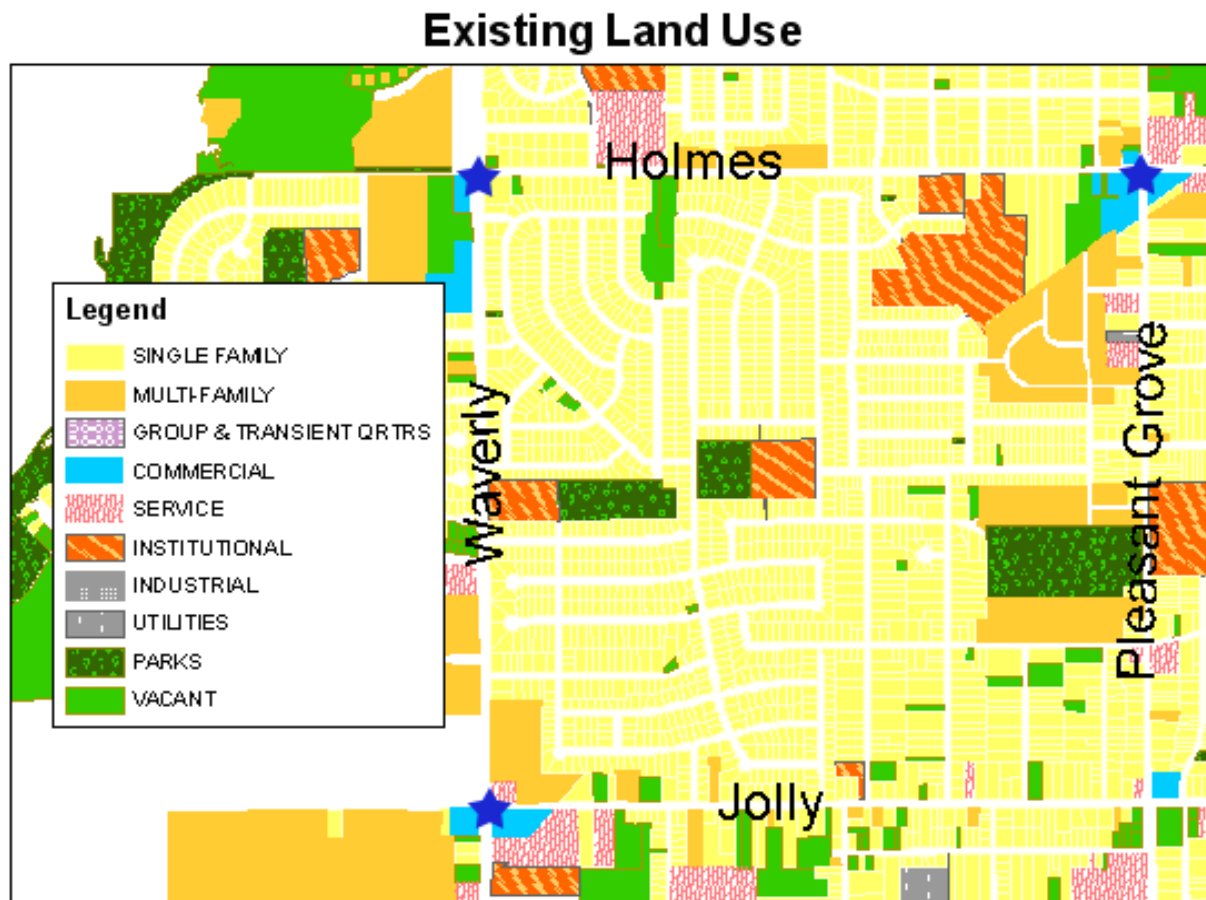|	Target Area	Lansing	Ingham County
1990	$404.40	$399.00	$422.00
2000	$465.60	$499.00	$542.00
Percent Change	+13.14%	+20.04%	+22.14%

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

Source: U.S. Bureau of the Census, 1990-2000(www.census.gov)

Assessing Land Use

Existing Land Use

Legend

- SINGLE FAMILY
- MULTI-FAMILY
- GROUP & TRANSIENT QRTRS
- COMMERCIAL
- SERVICE
- INSTITUTIONAL
- INDUSTRIAL
- UTILITIES
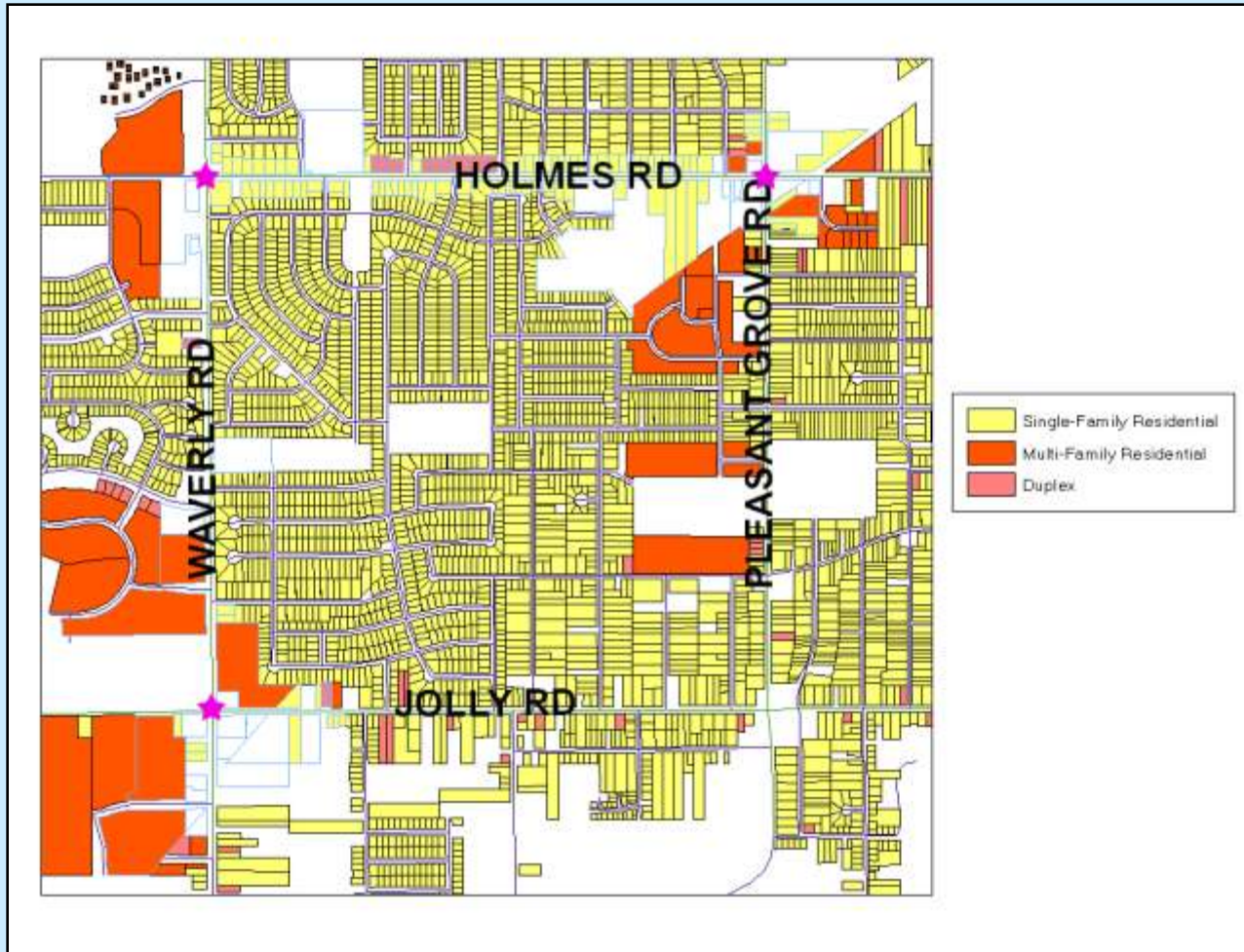- PARKS
- VACANT

Holmes

Waverly

Pleasant Grove

Jolly

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

Residential Land Use

Source: The City

of Lansing 2004

Commercial and Services Land Use

A sample of existing businesses and services:
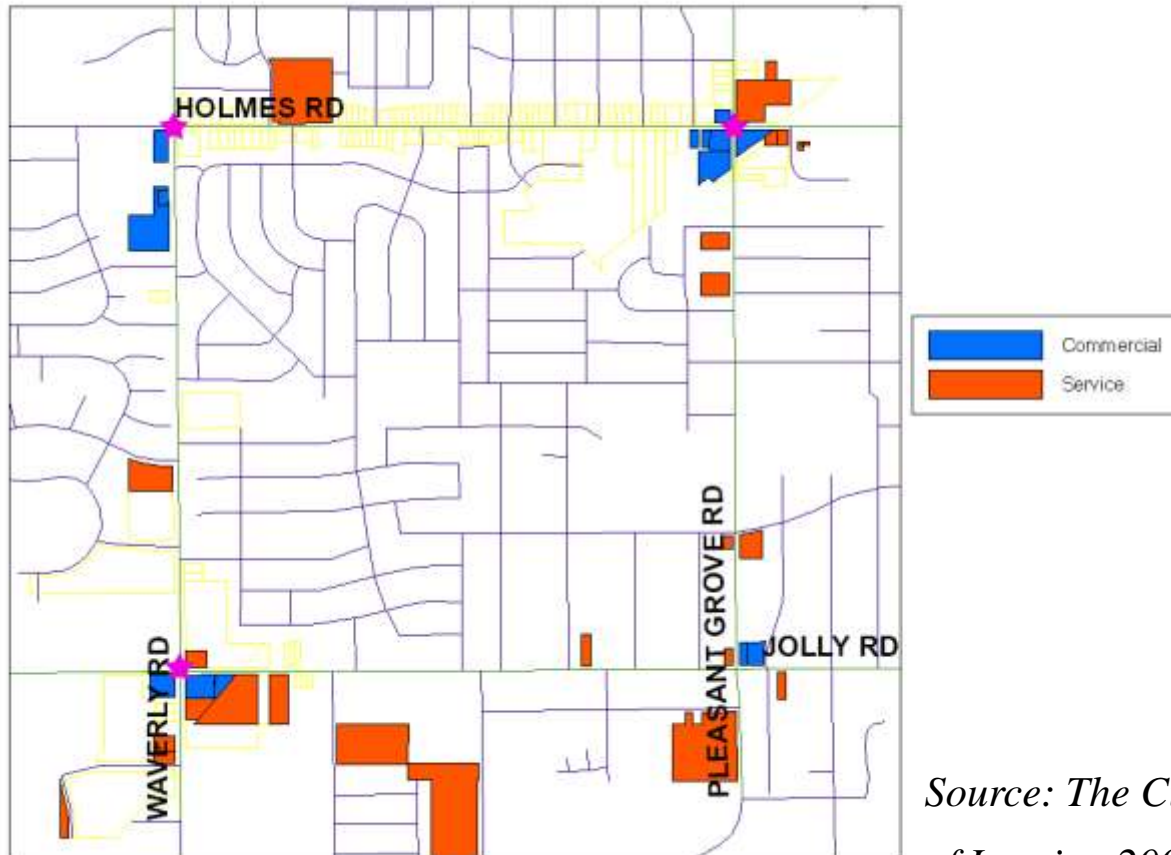
Type	Total
Retail:	11
Convenience stores:	6
Gas Stations:	3
Financial Services:	2
Food stores:	4
Other Services:	12
Other Vacant Properties:	5

Source: The City of Lansing 2004

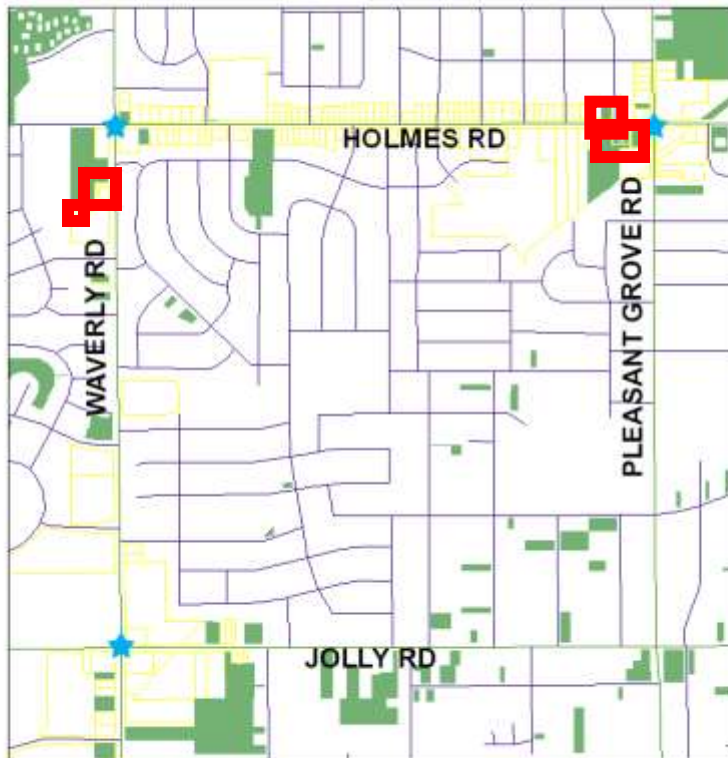## Churches and Other Religious Institutions
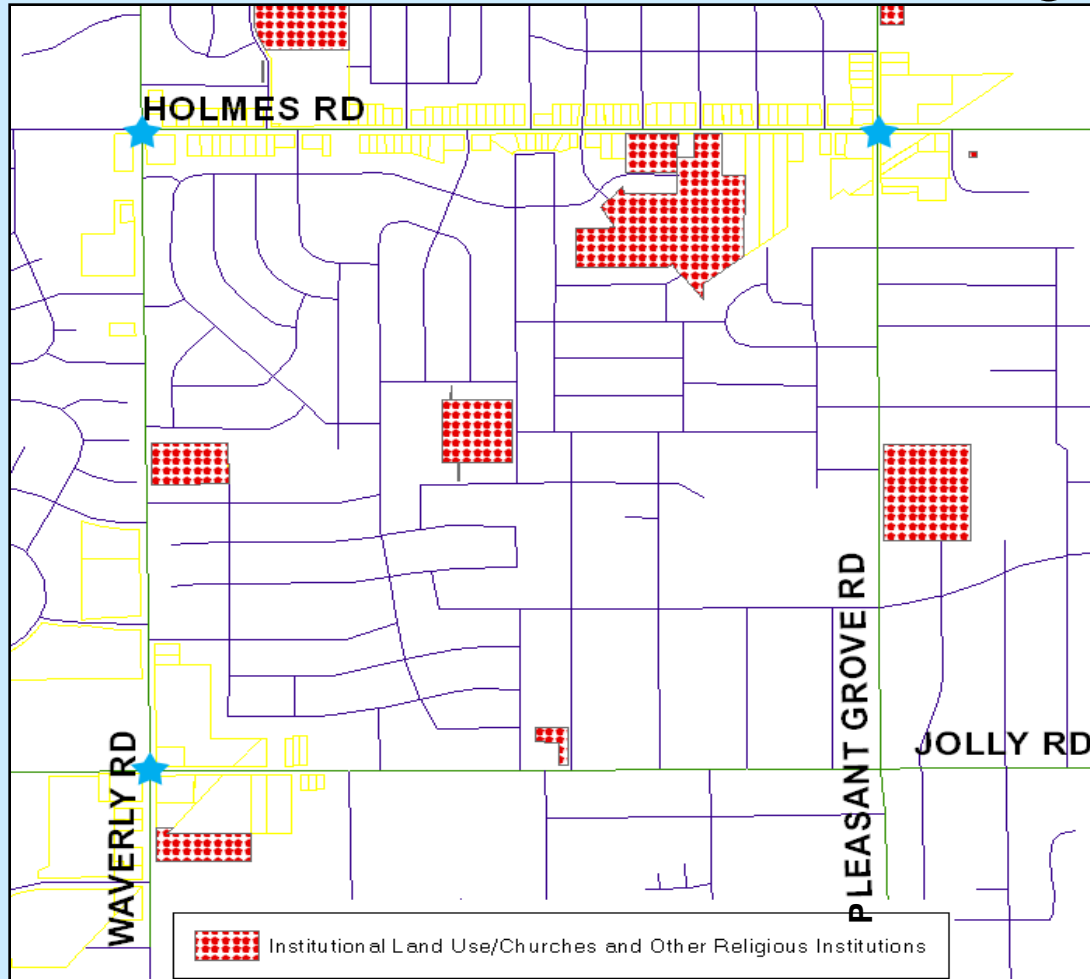
Besides commercial and residential land uses, the area around the three intersections has a number of religious institutions.

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.
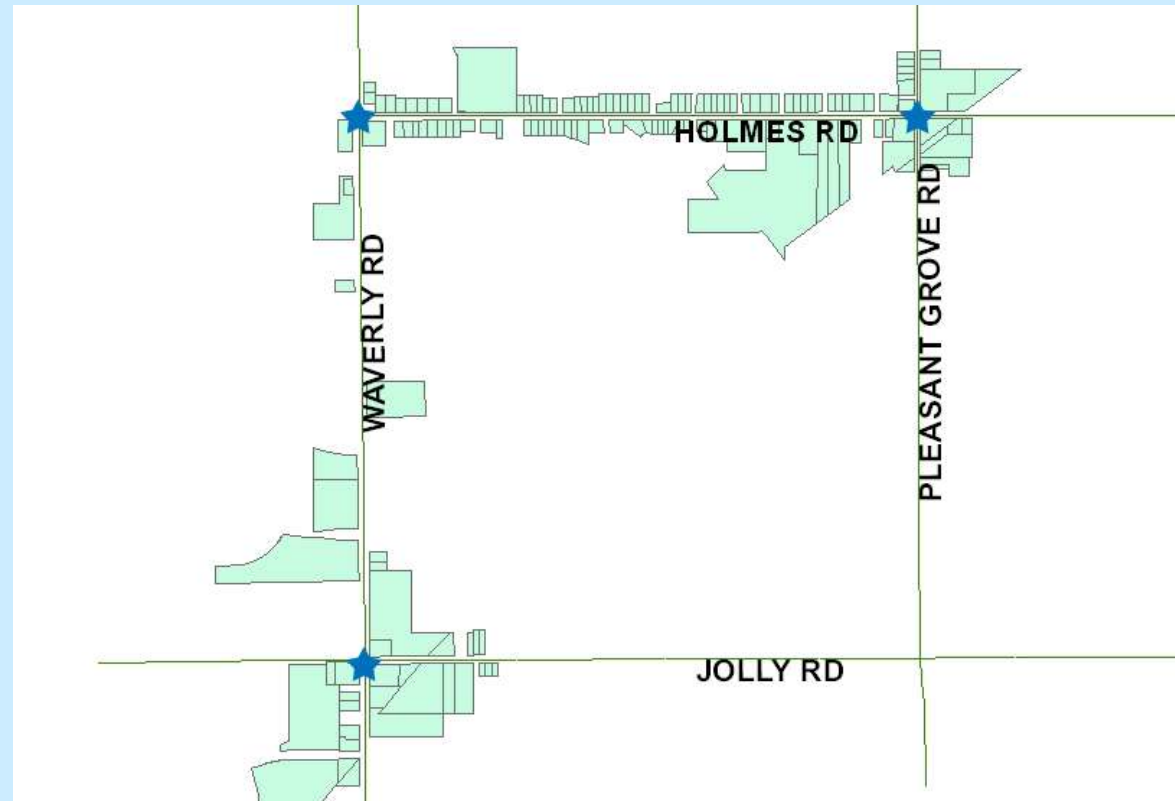
Source: The City of Lansing 2004

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:
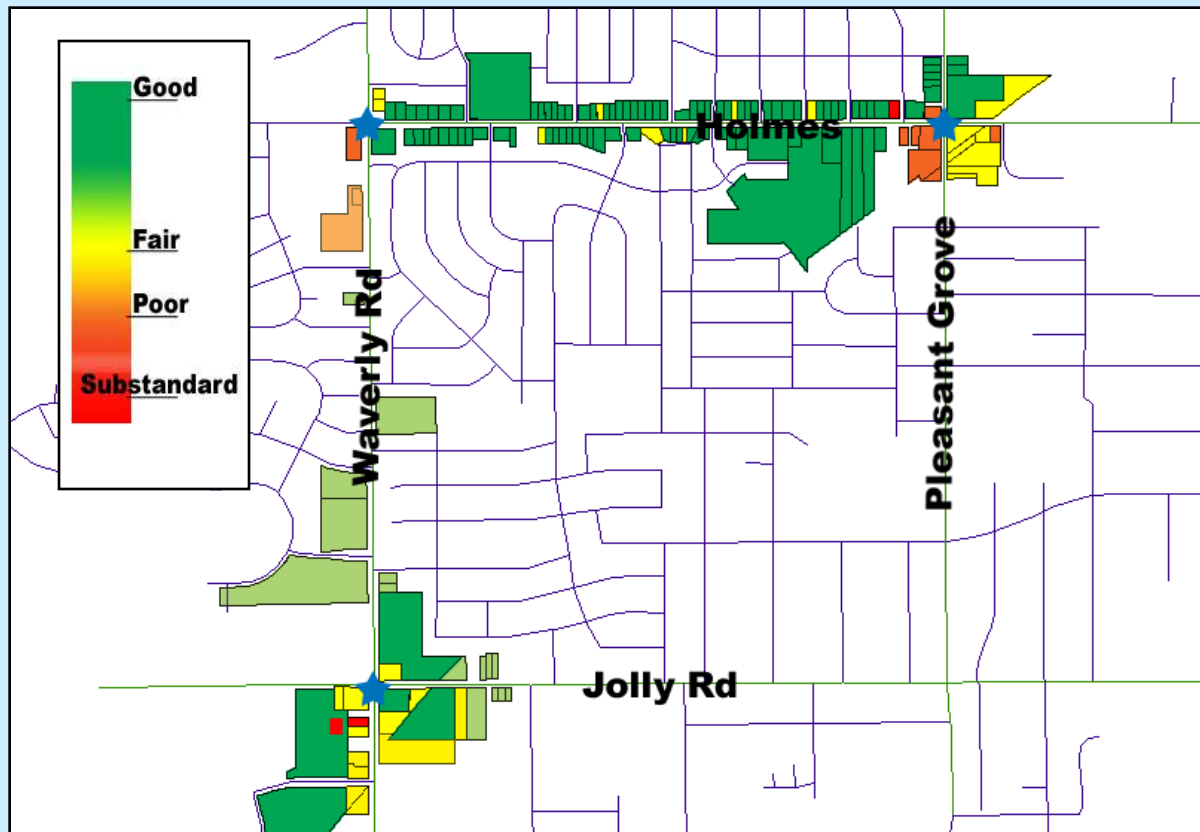
• Exterior

• Windows

• Doors

• Roof

• Yard

• Foundation

Source: The City of Lansing 2004

Building Condition Assessment

Properties in the area were given ratings of; good, fair, poor, or substandard.

Residential Building Ratings:	
Good: 77%	Fair: 9%
Poor: 11%	Substandard: 3%

Commercial Building Ratings:	
Good: 56%	Fair: 22%
Poor: 22%	Substandard: 0%

Legend: Good, Fair, Poor, Substandard

Holmes, Waverly Rd, Pleasant Grove, Jolly Rd

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

Strengths, Weaknesses, Opportunities, Threats (SWOT)

| Strengths:	Weaknesses:
• Strong community • Quality religious organizations and community groups • Good housing conditions	• Need for attractive businesses, façade improvement • Lack of full-service restaurants • High retail vacancy rates
Opportunities:	Threats:
• Economic expansion of area, demand for certain businesses, services	• Blight of homes and buildings near to unattractive businesses near the intersections • Continued regional economic decline

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
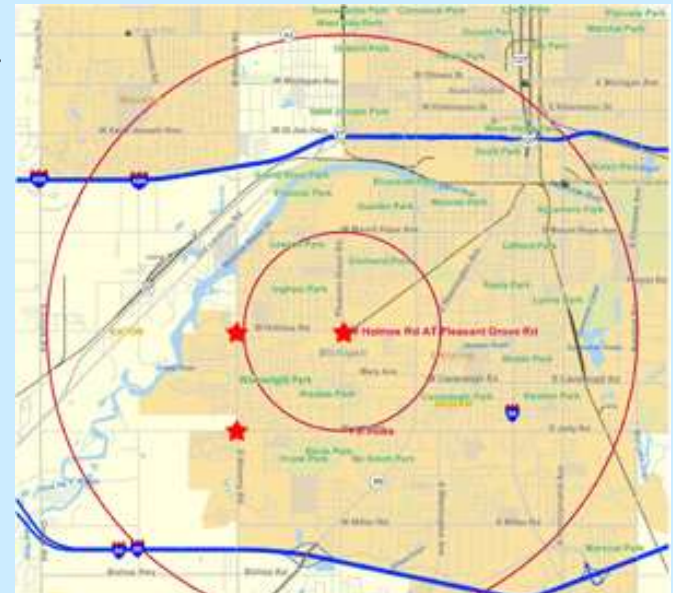
Source: ESRI, www.esribis.com, 2004

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.

Revitalization Study of Three Southwest Lansing Intersections

Important Trends (1-Mile Radius)

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

Examples:	Supply:	Demand:
Motor Vehicle & Parts Dealers	**$50,473,666**	**$29,894,654**
Health and Personal Care Stores	**$10,469,364**	**$4,439,870**

Important Trends (3-Mile Radius)

Other industries appear to have greater demand than supply (leakage), indicating an opportunity for certain types of businesses.
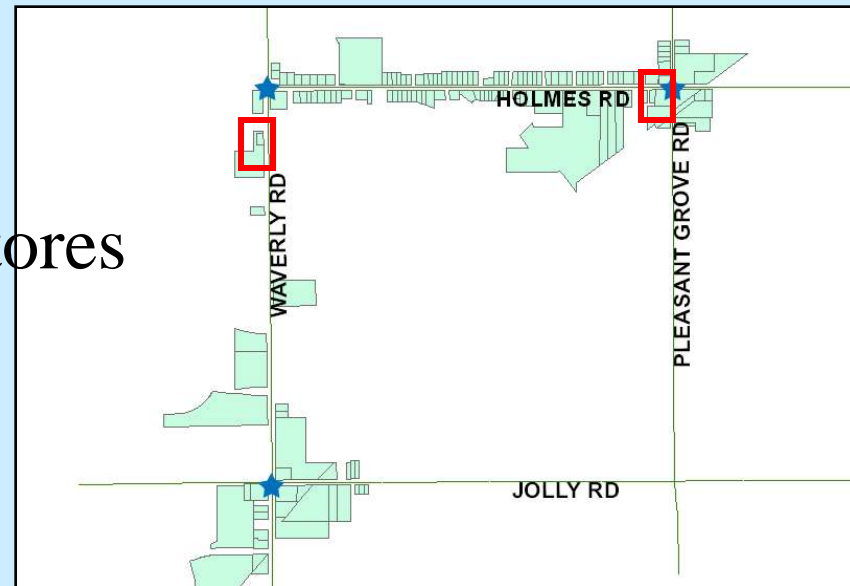
Examples:	Supply:	Demand:
Food services and drinking places	$83,656,894	$105,638,642
Clothing Stores	$15,857,073	$38,343,349

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?