

EXECUTIVE SUMMARY

- **INTRODUCTION**

In January of 2002, a team of seven undergraduate and graduate students in the Urban and Regional Planning Practicum class (UP 494/894) at Michigan State were approached by Michigan State University Extension - Saginaw and the Riverfront Development Commission to complete a market analysis for a vacant parcel of land (406 North Hamilton Street) located on the fringe of Old Saginaw City, in Saginaw, Michigan. The findings and recommendations presented in this report are to be distributed to prospective developers, as a part of the city's Request for Proposal (RFP) to solicit interested developers and to establish criteria for the project.

- **Goal**

Determine the best use for the site at 406 North Hamilton..

- **Procedure**

The Saginaw Practicum Group used five categories to assess the best use for 406 North Hamilton. The categories are: Site Characteristics, Zoning and Regulatory Environment, the Windshield Survey, the Business Survey, and Market Area and Competition. Other demographic data and market data were also used to inform decisions.

- **RECOMMENDATIONS**

Following the criteria set forth by the Site Assessment did not allow for any outright comparison of best uses. Some criteria allowed the practicum team to eliminate uses for consideration and promote others for best use of 406 North Hamilton. The recommendations of the practicum team are as follows:

- 1) Mixed-use - Office and Residential
- 2) Office Use