Executive Summary

The City of Lansing determined that three intersections located in the southwest corner of Lansing, Michigan are in need of revitalization. The intersections are located at Holmes and Pleasant Grove, Holmes and Waverly, and Jolly and Waverly. The City of Lansing, in correlation with the Economic Development Corporation, worked with Michigan State University Planning Practicum students to analyze the area and determine the most appropriate course of action to revitalize the three declining intersections.

To assess the economic health and potential of the intersections, Michigan State students analyzed market conditions, gathered demographic information, evaluated property conditions, acquired traffic data, and consulted with the surrounding community. Based upon the analysis of information gathered about the community, market demands, and property conditions, the Michigan State students generated a set of recommendations for the improvement of the target area.

The information gathered revealed a great deal about the intersections and the surrounding community. Of greatest concern is the general condition of business and retail establishments, which are concentrated around the three intersections. It was found that among commercial buildings there is a higher vacancy rate, and many have unattractive exterior conditions. The community surrounding the intersections contains a great number of assets, however, including the fact that there is a large amount of single- and multi-family residential which is generally in good condition, and of which there are low vacancy rates. The community is also growing in population, which has translated into a higher percentage of owner-occupied housing. In addition, there are a number of religious and community organizations that are eager to find ways to make the area more attractive. Apart from consulting with the community and also looking at building conditions and demographic trends, market analysis revealed that there is a demand for specific types of businesses, most notably full-service restaurants as well as electronics and appliance stores.

Based upon analysis of information about the intersections and the surrounding community, a number of recommendations were created that if implemented could revitalize the area.

1. Economic Renewal
    a. Addition of full service restaurant
    b. Development of food and beverage stores
2. Community
    a. Keep community informed about local events and organizations that help to keep healthy relations.
3. Quality of Place
    a. Façade improvements
    b. Widen and repair sidewalks
    c. Add bike paths
    d. Add adequate lighting

If these recommendations are implemented, they could help improve the viability of the community by revitalizing the economic health within the area. Façade

improvements, increased landscaping, and new family-style restaurants could all serve to bring about desired economic growth.