



# **West Saginaw Highway Corridor Market Study**

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Urban Planning Practicum  
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# Agenda

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



# Introduction

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- 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

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- 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

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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.
6. Compared statistics.
7. Drew recommendations.

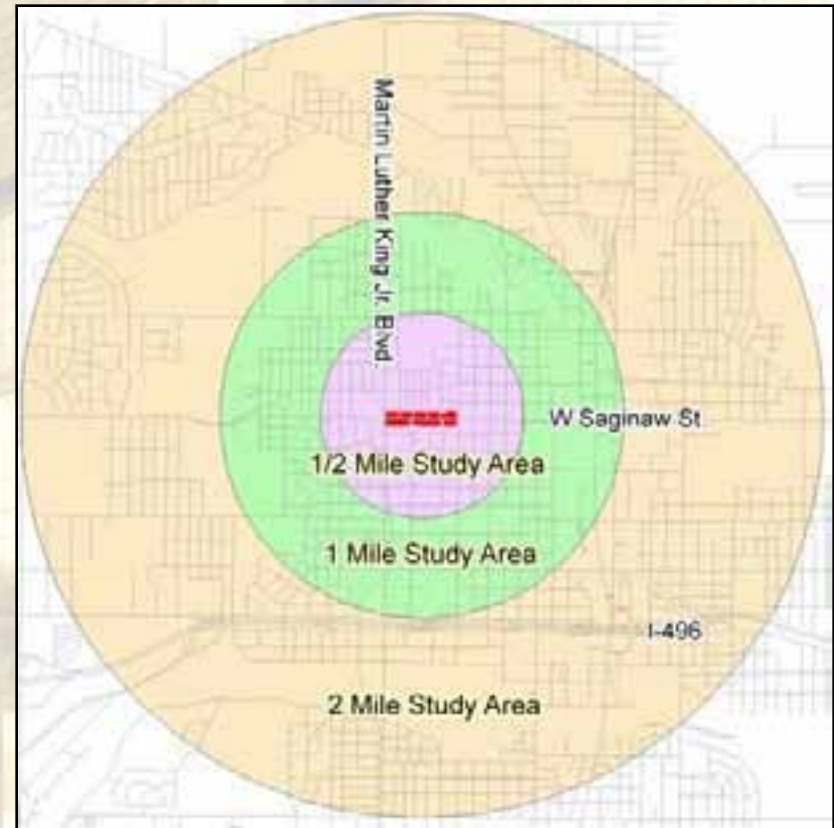
# Zoning Classification



# Study Area Delineation

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- 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



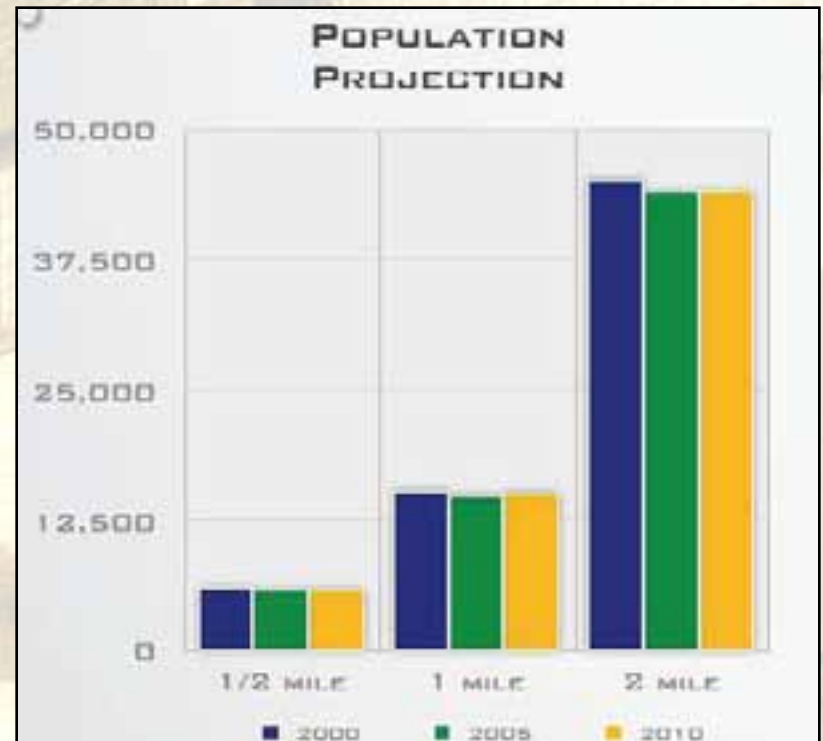
# Street Classifications





# 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

Exterior Site Condition Survey Criteria	Excellent - 4	Good - 3	Fair - 2	Poor - 1
<b>Exterior</b>	Siding or brick is intact and sturdy, no visible wear and tear (weathering).	Some signs of wear and tear. Peeling paint or some bricks and mortar deteriorating.	Over ¼ of the structure showing signs of wear and tear. Paint and or siding missing in places.	Over ½ of the structure showing signs of wear and tear. Paint completely off, with exposed wood. Missing siding.
<b>Windows</b>	All windows intact with no broken or damaged glass.	Most windows intact, some paint peeling.	Over ¼ of windows broken or damaged.	Over ½ of the windows broken and damaged.
<b>Parcel Condition</b>	Clean and free of debris. Parking amount coherent with building size and customer demand.	Nearly clean of debris. Parking amount somewhat coherent with building size and customer demand.	Some debris with bulk items. Parking not coherent with building size and customer demand.	Significant debris with many large items. No parking.
<b>Landscaping</b>	Noticeable landscaping.	Some landscaping.	Very little landscaping.	No landscaping.

# Examples

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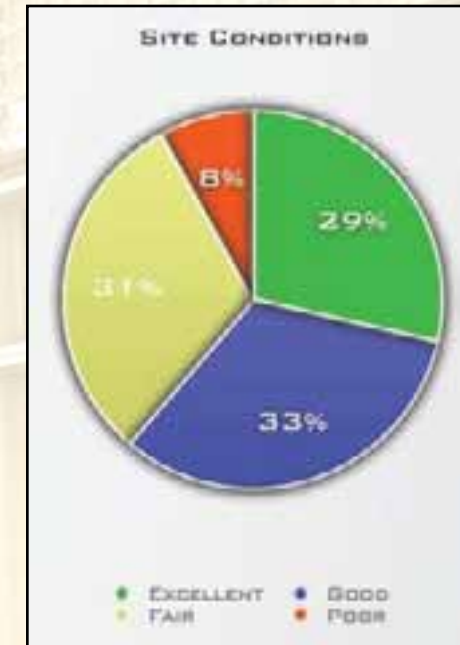
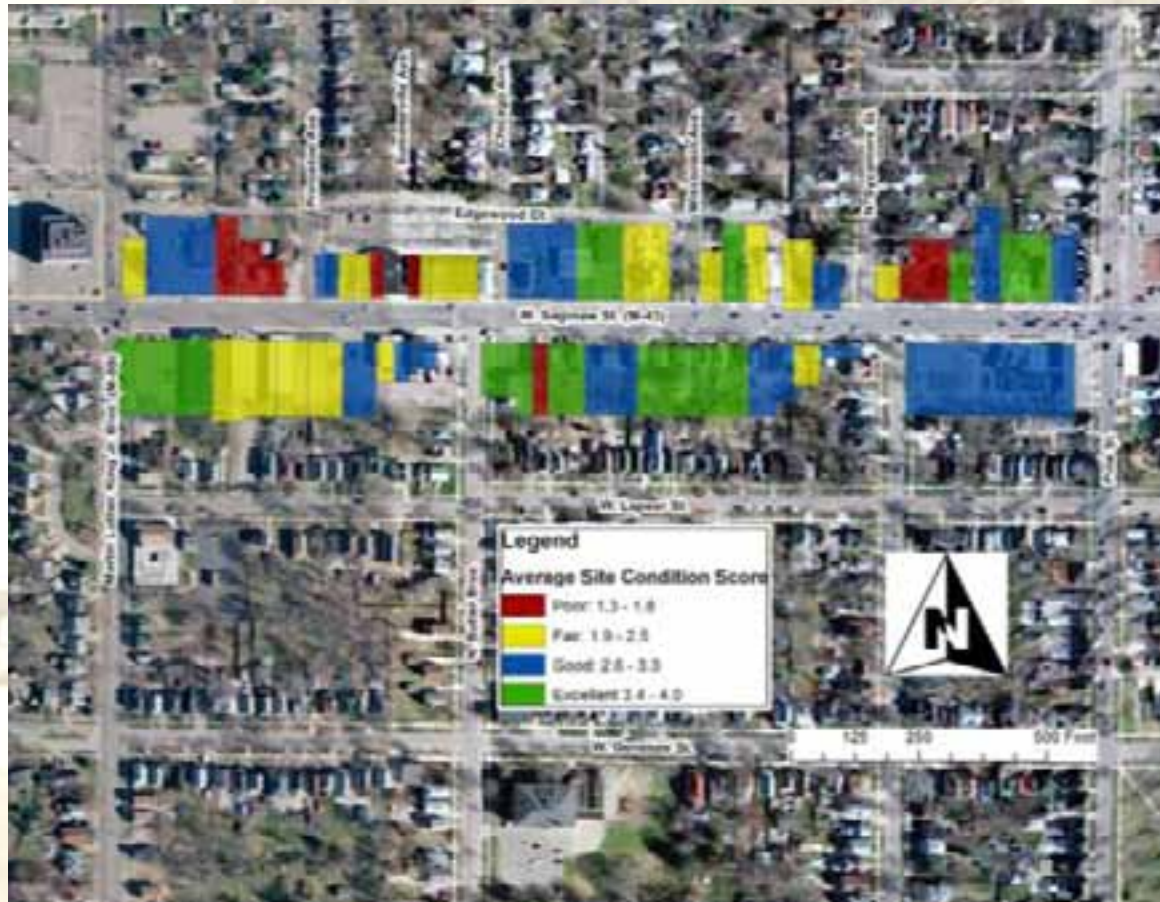


Excellent



Good

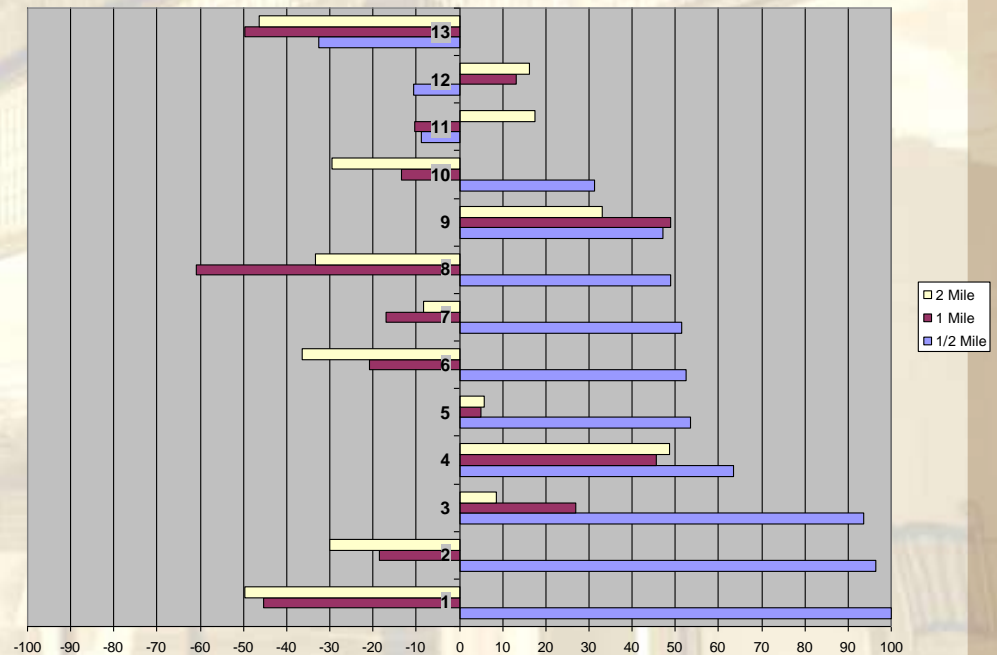
# Exterior Survey Analysis



# Market Analysis

## Market Surplus and Leakage Trends

1	Nonstore Retailers
2	Bldg Materials, Garden Equip. & Supply Stores
3	Motor Vehicle & Parts Dealers
4	General Merchandise Stores
5	Food Services & Drinking Places
6	Miscellaneous Store Retailers
7	Clothing and Clothing Accessories Stores
8	Sporting Goods, Hobby, Book, and Music Stores
9	Food & Beverage Stores
10	Furniture & Home Furnishings Stores
11	Electronics & Appliance Stores
12	Gasoline Stations
13	Health & Personal Care Stores



# Market Analysis

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## Primary Leakages

- Motor vehicles and parts dealers
- General merchandise stores

## Secondary Leakages

- Food services and drinking places
- Food and beverages stores

Business Type	Number of Businesses
Food Services and Drinking Places	6
Health and Personal Care Stores	3
Insurance Services	2
General Merchandise	2
Motor Vehicle and Parts Dealers	2
Electronics and Appliance Stores	1
Food and Beverage Stores	1
Furniture and Home Furnishings Stores	1
Church	1
Clothing and Clothing Accessories Store	1
Miscellaneous Retailer	1

# Market Analysis

## Business Owners Survey

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Question	Reponses	No.
Where are your customers located?	Neighborhood	20
	Lansing	18
	Ingham County	11
	Other	5
What types of new businesses would you personally use if they were located in the Saginaw Corridor?	Restaurants	13
	Grocery Store	3
	Coffee/Sandwich Shop	2
	Laundromat	2
	Hardware Store	1

Source: NWLHCI, 2005

- Several businesses reported increase sales.
- Respondents prefer restaurants and grocery stores.
- Attractiveness of corridor including improvements of building facades and increased advertising.

# Market Recommendations

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## **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**



# Recommendations Cont'd

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## 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

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**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

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## **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

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- 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

A photograph of a street with brick buildings and large windows, overlaid with a semi-transparent white box containing text. The text is centered and reads "Thank you!" and "Questions?".

**Thank you!**

**Questions?**