

DOWNTOWN LANSING INC

POTENTIAL SITE DEVELOPMENT PLANS

SMITHGROUP

September 2023



DOWNTOWN LANSING

FULL OF OPPORTUNITY

As Michigan's capital city, Lansing welcomes 1.5 million visitors a year. It plays a predominant position in shaping the future of the state while reflecting the longstanding legacy of city residents. Its Downtown is home to not only the state and local government, but also three higher education facilities, a minor league baseball team, a convention center, a diverse collection of non-profits, and a budding residential community.

HISTORIC SENSE OF PLACE

Lansing has been the capital of Michigan since 1847 and has remained a hub of democracy and innovation since it's founding. The Downtown Lansing Historic District, which spans 16 blocks, has preserved dozens of architecturally significant structures ranging from the State Capitol to Boji Tower. Downtown also connects to some of the city's most iconic social districts in REO Town and Old Town.

FUTURE FORWARD ECONOMY

Lansing has an incredible central location, square between Grand Rapids and Detroit, which has supported both the local and regional economy. Lansing has over 1,000 businesses ranging from galleries, retail stores and restaurants to many of Michigan's most prominent law firms, lobbyists, and other professional offices. With three higher education institutions located in the area, Downtown Lansing is training the future change makers of Michigan, ready to respond to the shifting national and global economy.

REMARKABLE ASSETS

Located along the Grand River, Downtown offers premier access to the waterfront and river views. Community members are within walking distance of several dynamic, vibrant gathering places including Adado, Rotary, and Reutter Parks which attract visitors from across the city. No matter the time of year, Lansing welcomes the community to celebrate some of the city's most iconic musical and seasonal events.



LANSING IS THE CENTRAL HUB OF MICHIGAN ACTIVITY

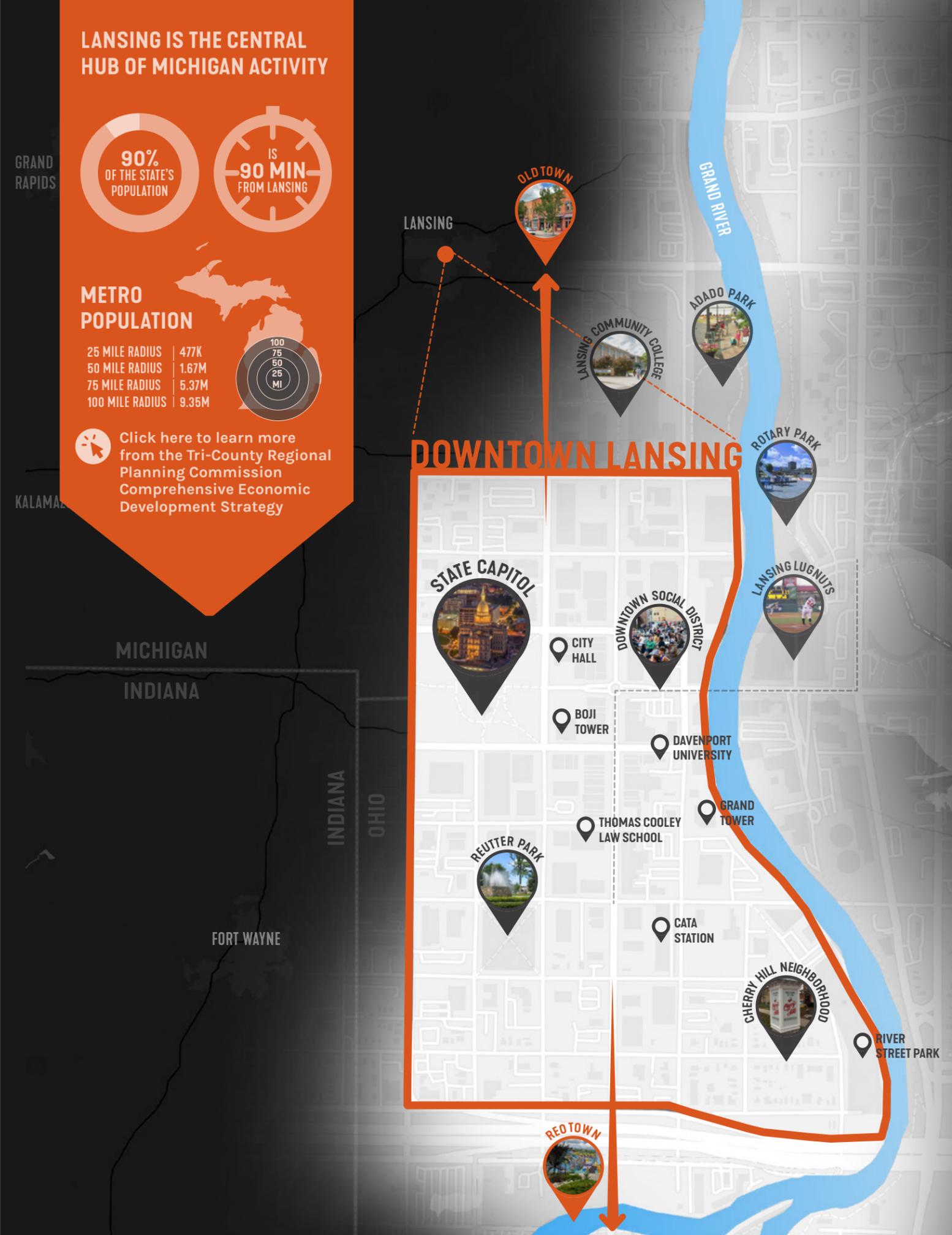


METRO POPULATION

25 MILE RADIUS	477K
50 MILE RADIUS	1.67M
75 MILE RADIUS	5.37M
100 MILE RADIUS	9.35M



Click here to learn more from the Tri-County Regional Planning Commission Comprehensive Economic Development Strategy



DOWNTOWN LANSING MARKET ASSESSMENT

THERES A MISMATCH IN THE HOUSING MARKET.

Downtown Lansing provides a variety of homes for city residents to live in close proximity to the wealth of activity and resources located in the core of the region. However, there is an oversupply of traditional detached houses, which have been in lower demand as family sizes shrink and lifestyles change each generation. Left behind is a high demand for rental options and smaller ownership models such as condos.

MONTHLY COSTS MATTER.

While most potential renters looking for housing Downtown prefer rents in the \$1,200-1,300 range, there remains a market for slightly higher rents and slightly more affordable rents in the \$900-1,000 and \$700-800 monthly range. By creating developments with a variety of units to accommodate the range of monthly costs, builds will become more sustainable and encourage a more equitable housing market in Downtown.

[Click here to learn more from the Downtown Lansing Market Analysis.](#)

DOWNTOWN HOUSING MISMATCH

Source: 2023 Comprehensive Market Analysis

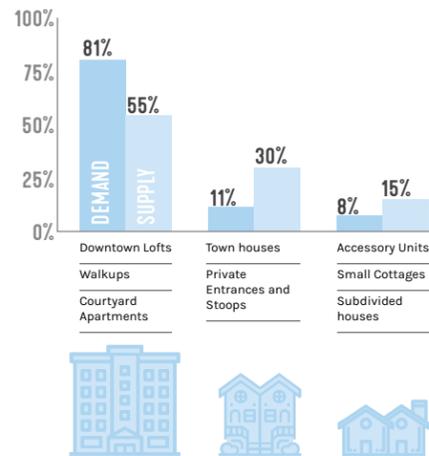
OWNERS

THERE IS AN OVERSUPPLY OF DETACHED HOUSES.



RENTERS

THERE ARE NOT ENOUGH LOFTS OR APARTMENTS.



POTENTIAL FOR NEW BUILDS BY MONTHLY RENT

Source: 2023 Comprehensive Market Analysis



LOFTS AND APARTMENTS WILL ARE MOST NEEDED.

The Comprehensive Market Assessment outlines a potential for up to 1,773 lofts or apartments annually in Downtown Lansing to meet the needs of those looking to rent.

THAT WOULD BE ALMOST 9,000 NEW HOUSING UNITS IN 5 YEARS.

Even excluding students from the analysis demonstrates a potential for 81 apartments for rent annually by other demographic groups. While there are many potential development sites in the city which could be re-envisioned to meet this demand, two particular sites were prioritized to illustrate how part of this demand could be met.

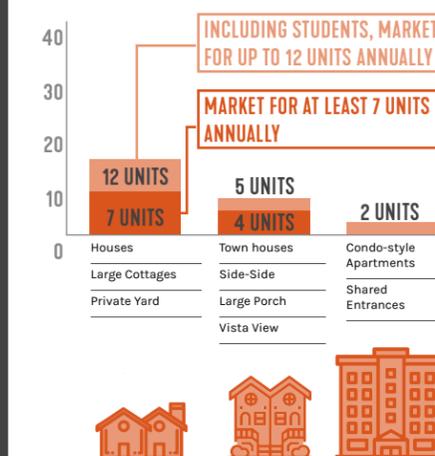
[Click here to learn more from the Downtown Lansing Market Analysis.](#)

ANNUAL POTENTIAL FOR NEW BUILDS FOR 5 YEARS

Source: 2023 Comprehensive Market Analysis

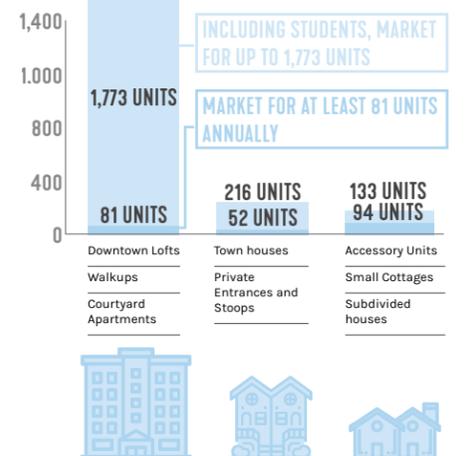
OWNERS BY HOUSING TYPE

POTENTIAL FOR ABOUT 30 NEW OWNED UNITS OF ALL TYPES ANNUALLY FOR 5 YEARS



RENTERS BY HOUSING TYPE

POTENTIAL FOR UP TO 1,773 NEW APARTMENTS ANNUALLY FOR 5 YEARS



ANNUAL POTENTIAL FOR REHABS FOR 5 YEARS

Source: 2023 Comprehensive Market Analysis

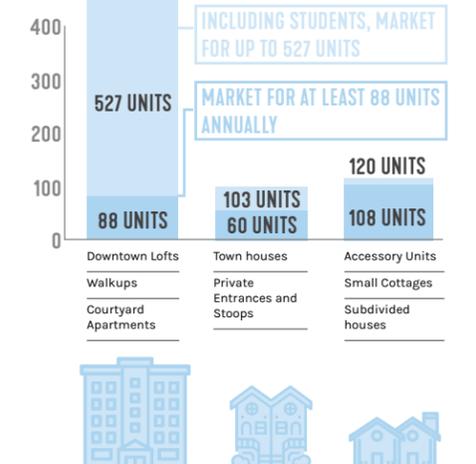
OWNERS BY HOUSING TYPE

POTENTIAL FOR ABOUT 30 REHABBED OWNED UNITS OF ALL TYPES ANNUALLY FOR 5 YEARS



RENTERS BY HOUSING TYPE

POTENTIAL FOR UP TO 527 REHABBED APARTMENTS ANNUALLY FOR 5 YEARS



DOWNTOWN LANSING DEVELOPMENT OPPORTUNITY

Downtown Lansing has tremendous market potential and plenty of potential sites that could make an impact in the future vibrancy and vitality of life in Lansing. Multiple factors were used to determine potential opportunity sites, shown in dark gray.

CITY OWNED LOTS

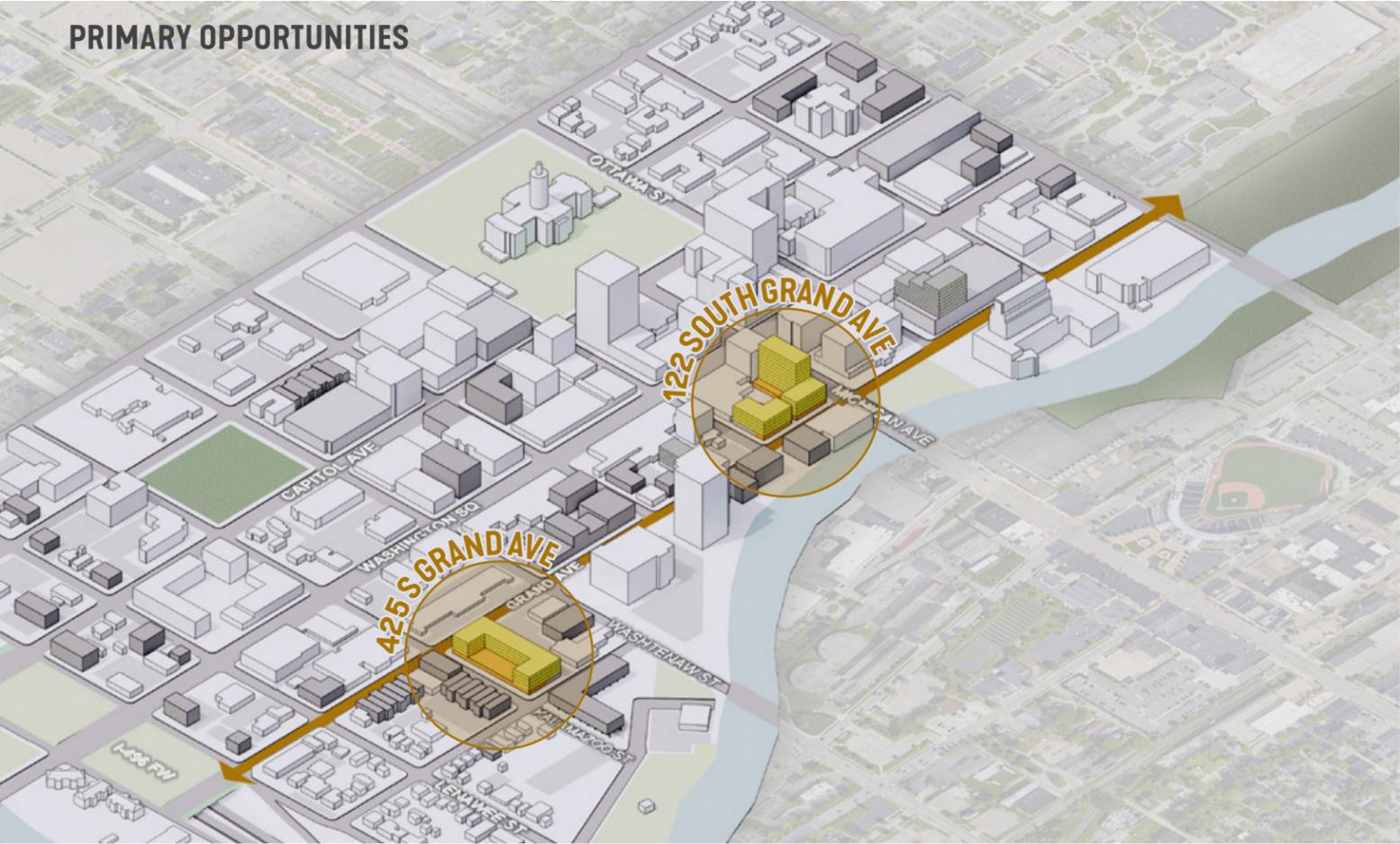
City owned lots were prioritized since they provide more opportunity for the city to provide incentives in exchange for ensuring future development plans meet the community's needs and contribute to an enhanced quality of life for both legacy and new residents.

SURFACE PARKING LOTS

An excess of parking in Downtown compared to current capacity detracts from the walkable nature of the city center. Surface lots are less costly to develop than garages and will make the most impact in the look and feel of Downtown once developed.

VACANT BUILDINGS

Vacant buildings and lots are also prime opportunities for new uses in the future. Where they currently sit as gaps in the urban fabric, they could serve new purpose in the future.



DOWNTOWN LANSING DESIGN OBJECTIVES

Once potential opportunities for development were identified, two priority opportunities rose to the top based on their complexity, vitality, and potential for impact. While all potential development sites meet market needs, community wants, and overall goals for the Downtown community, these two sites are especially aligned with four critical objectives.

SUPPORT GRAND AVE

Establish a critical mass of development along Grand Avenue. There is already a healthy, thriving activity district directly surrounding the Capitol building on Washington Square and activity on the riverfront near major assets such as Rotary and Adado Parks. Grand Avenue currently serves as a barrier but could be transformed into a connective bridge between residents and city-wide assets.

LEVERAGE THE WATERFRONT

Leverage key views of the Grand River with strategic height, massing, and orientation. Grand River is the greatest natural asset in the area but residents are currently disconnected from the waters edge. Reconnect to the river by creating buildings with enough height and recreation spaces to view and access the water.

FOCUS ON DENSITY

Focus on multi-family residential and mixed-use development recognizing softness in office market and strong interest in urban living. A recent market analysis of the city showed an overall gap in the market for lofts and townhouses, with limited first floor retail to support an active street life.

SUPPORT WALKABILITY

Support pathways from the river to the central parks Downtown, as well as give people a reason to go back and forth to help activate east-west corridors. Concentrate opportunities along corridors with plans to integrate with local trails, bike paths, and more.



425 SOUTH GRAND AVE

A COMMUNITY FOCUSED HUB



425 SOUTH GRAND AVE

A COMMUNITY FOCUSED HUB



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Grand Avenue is one of the major spines connecting Downtown Lansing and has incredible potential for growth in the future.

Located just blocks from the riverfront, this site on the southern tail of Grand presents the unique opportunity to build into the historic legacy of the Cherry Hill neighborhood while accessing all the amenities of Downtown Lansing.

This prime site at the corner of Grand Avenue and Lenawee Street is also just across the street from the local CATA transportation hub. Between Downtown and REO Town, community members are a 10 minute walk from several beloved local restaurants and shops.

425 South Grand Avenue has the potential for over 100 residential units while still gaining waterfront views, creating unique amenity spaces not yet seen in the city, and bridging the thriving commercial corridors of REO Town to the South with Downtown to the north. With over 20,000 potential square feet of ground floor commercial space, this site could host anything from daycare services for nearby residents, coworking spaces for local businesses, extended campus services for the three nearby educational institutions, or even retail storefronts. Rooftop amenity space can host unique features such as rooftop theaters and recreation spaces or more traditional rooftop bars and restaurants with views of the Grand River.



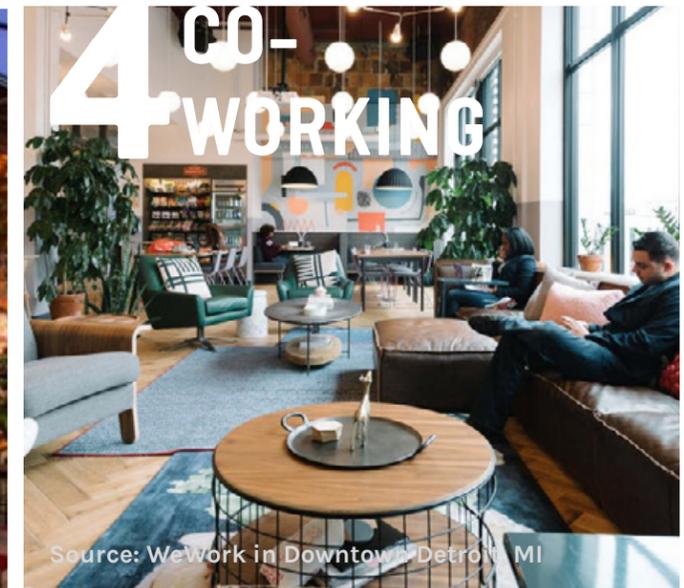
Source: Dwell



Source: Facebook



Source: Tao Group



Source: WeWork in Downtown Detroit, MI



Source: New York Times



Source: Knight Foundation in TechTown Detroit, MI

425 SOUTH GRAND AVE

A COMMUNITY FOCUSED HUB

OWNERSHIP

City owned lots were prioritized since there is more opportunity for the city to provide incentives in exchange for ensuring future development meets community needs. Infill improvements on these lots contributes to an enhanced quality of life for both legacy and new residents.

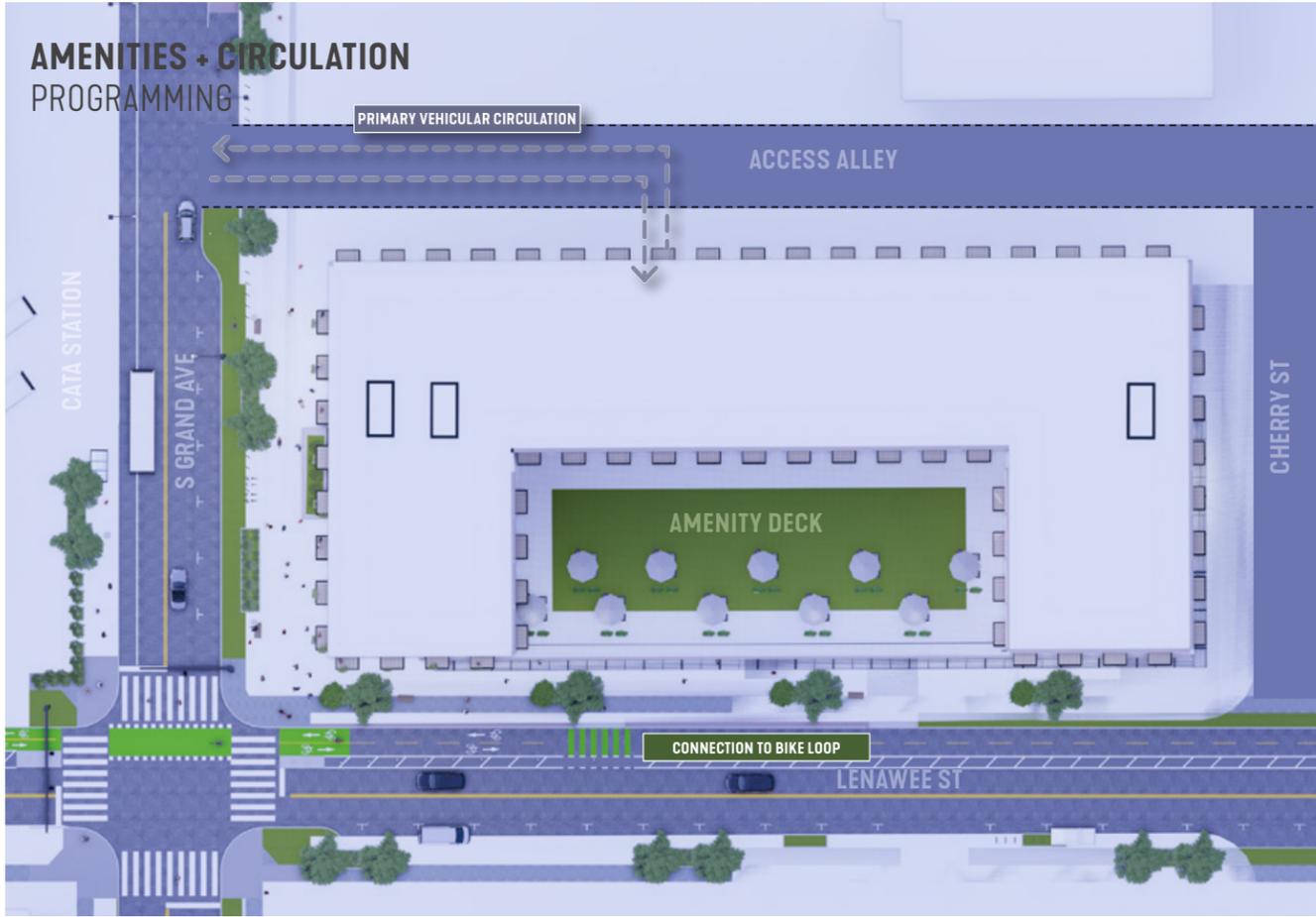
PARKING

While on-site parking is not required per the DT-3 designation of this site in the form based code, the opportunity scheme shown accounts for approximately 17,000 square feet of off-street parking. There are also over 641 on-street parking spaces in the blocks between Kalamazoo Street and St Joseph Street in Downtown, all a walkable distance from the site.

POTENTIAL SITE PROGRAMMING

The shown scenario has a building height of approximately 60' (5 stories) with a 15' first floor consisting of primarily retail use to activate the street edge. This height will create river views on upper floors while matching the character of the neighboring Cherry Hill district. Extensive residential amenity space on rooftops will be an asset for development.

Commercial Space	22,500 SF
Potential On Site Parking	17,000 SF
Residential Units	128 Units
Total Square Footage	+/- 158,000 SF



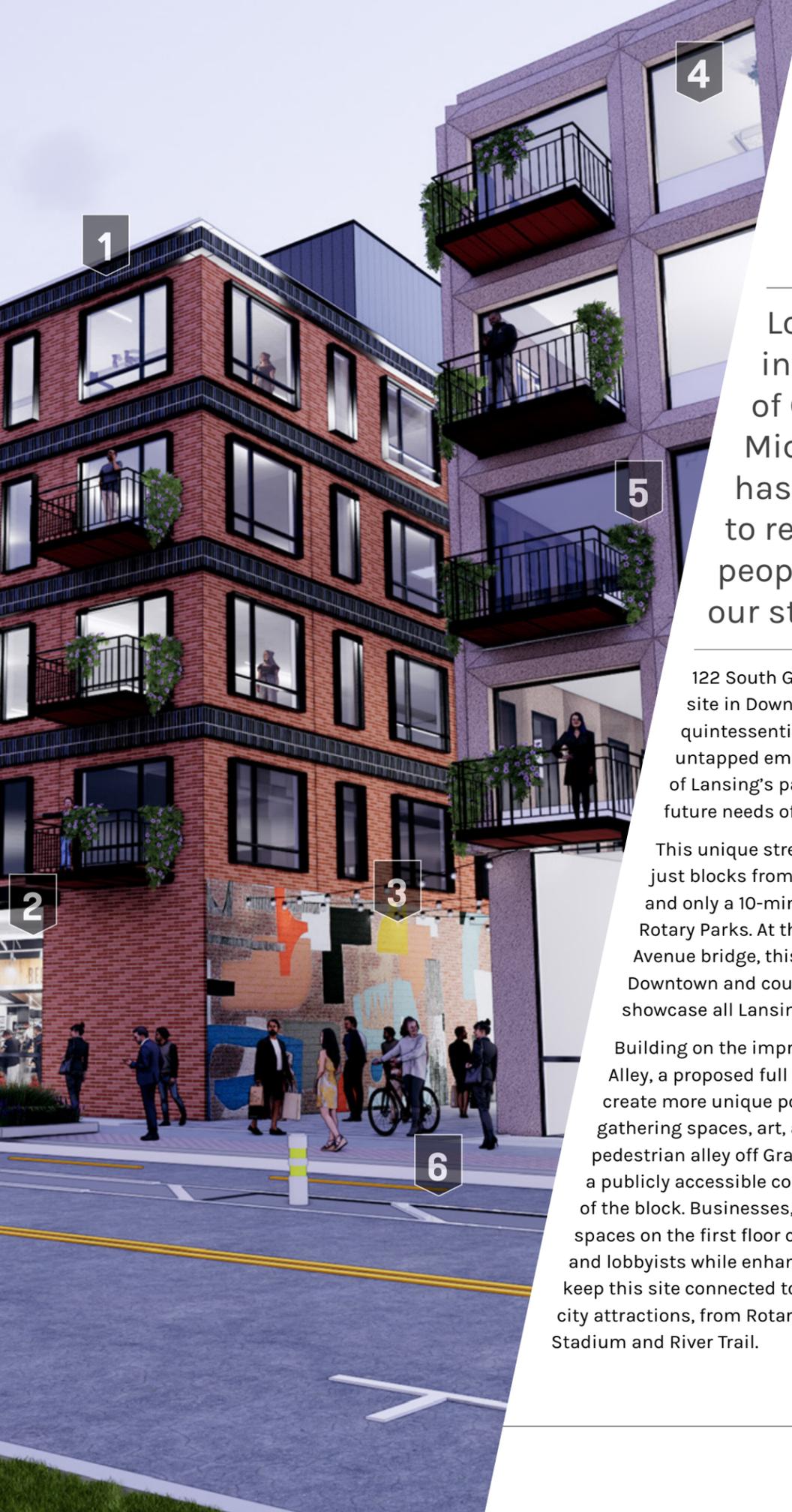
122 SOUTH GRAND AVE RECONNECTING THE RIVERFRONT



122 SOUTH GRAND AVE

REACTIVATING A HISTORIC GEM





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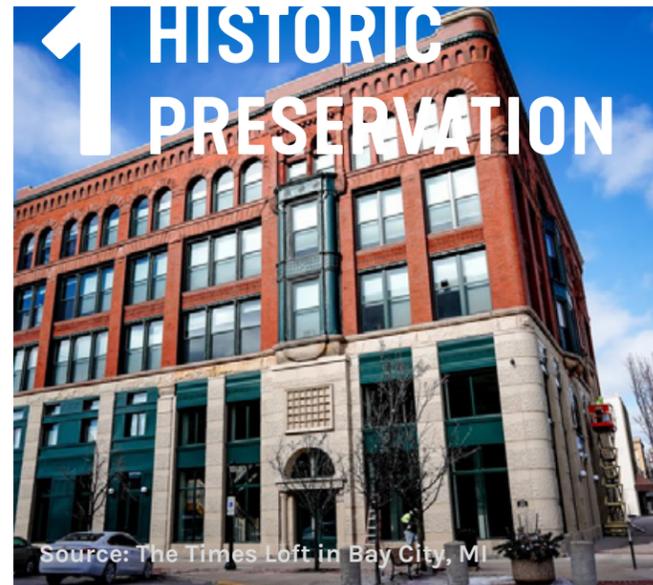
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Located at the intersection of Grand and Michigan, this site has the opportunity to redefine how people experience our state's capitol.

122 South Grand Avenue is a premier site in Downtown Lansing and is a quintessential example of how both untapped empty lots and historic buildings of Lansing's past can be redefined for the future needs of the community.

This unique stretch of Grand Avenue is just blocks from the State Capitol building and only a 10-minute walk from Adado and Rotary Parks. At the edge of the Michigan Avenue bridge, this building is the gateway to Downtown and could be a prime opportunity to showcase all Lansing has to offer.

Building on the improvements made to ARTery Alley, a proposed full build out of the site could create more unique pockets for community gathering spaces, art, and experiences including a pedestrian alley off Grand, activated rooftops, and a publicly accessible courtyard space in the heart of the block. Businesses, restaurants, and event spaces on the first floor can pull in busy commuters and lobbyists while enhanced mobility infrastructure keep this site connected to some of the most popular city attractions, from Rotary Park to the Lansing Lugnut Stadium and River Trail.



122 SOUTH GRAND AVE

RECONNECTING THE RIVERFRONT

OWNERSHIP

While this is a privately owned lot, this site is a prime example of how surface lots and vacant buildings in Downtown Lansing can be re-imagined into dynamic spaces to live and play. Building to the street edge encourages activity to support local businesses while maintaining hidden pockets such as the traditional alleys of Lansing’s early days create unique spaces for residents to create community.

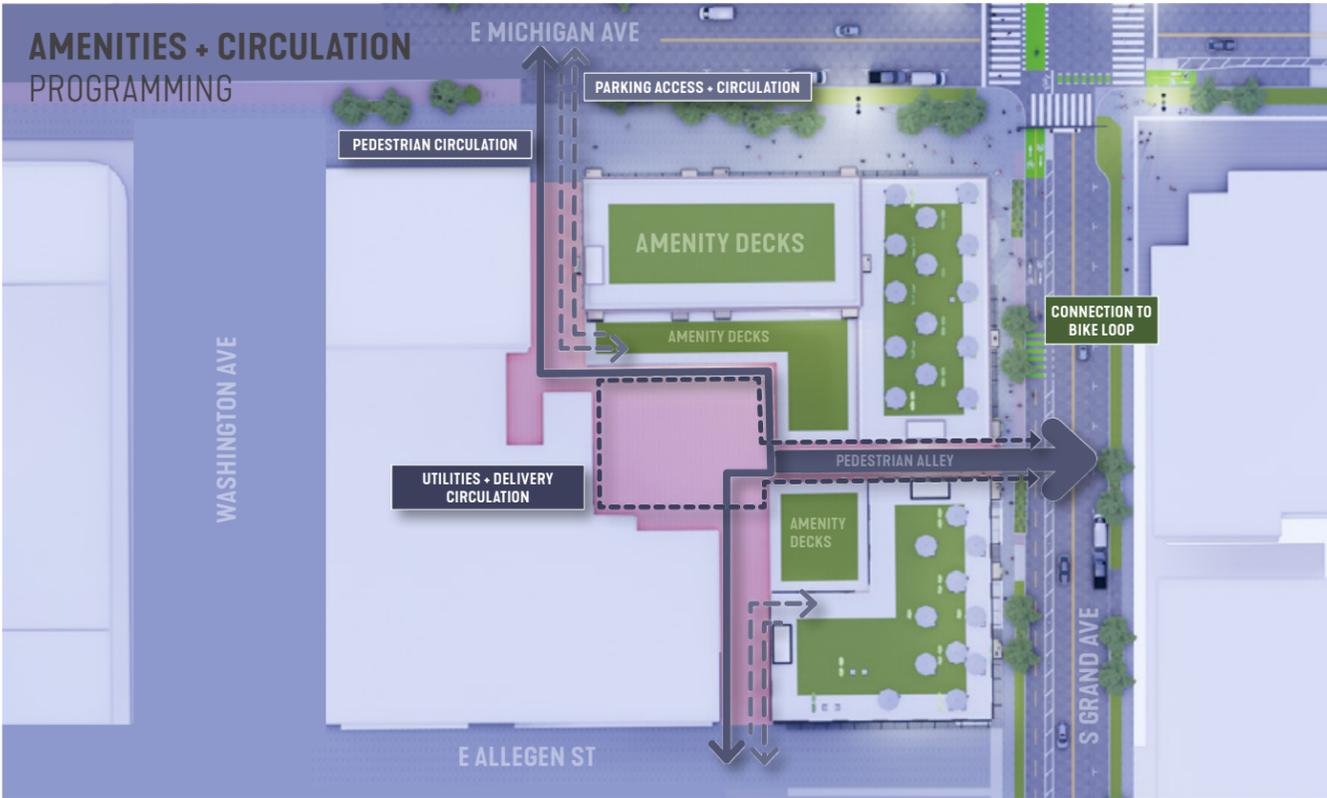
PARKING

This site is designated as DT-3 per the City of Lansing form based code, which does not require parking. However, the opportunity scheme shown accounts for approximately 16,000 square feet of off-street parking. There are also over 88 on-street parking spaces surrounding the block. The South and North Grand Parking Ramps directly next to the site offer an additional 1,500 parking spaces.

POTENTIAL SITE PROGRAMMING

The sample scenario maintains the existing structure on site while building an additional 11-story building to the north end of the block, which will capture views of the river and match neighboring structures to create a picturesque tunnel leading strait to the heart of the city. This building could be activated from the street to the sky with exciting storefronts, unique alleyways, and rooftop amenities.

Commercial Space	20,000 SF
Potential On Site Parking	16,000 SF
Residential Units	200 Units
Total Square Footage	+/- 221,000 SF



DOWNTOWN LANSING INC

LEARN MORE

Contact Downtown Lansing Inc. to learn more about opportunities to develop in Downtown Lansing by contacting:

CATHLEEN EDGERLY

Executive Director

cathleen@downtownlansing.org

517.485.3357

JULIE REINHARDT

Community Development Director

julie@downtownlansing.org

517.487.3322

