



Old Town

# EXECUTIVE SUMMARY

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## Old Town District

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## Lansing, Michigan

August 1, 2023  
Prepared by:



**LandUseUSA**  
UrbanStrategies

In Collaboration with:

**SMITHGROUP**



## Acknowledgements

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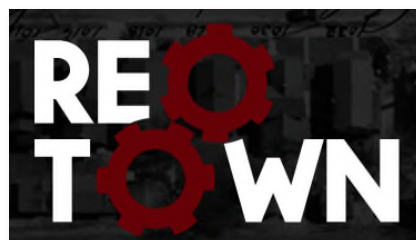
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**DOWNTOWN**  
LANSING INC.



## Old Town District

## Retail Summary

Retail Potential – There is an opportunity to lease up to 60,000 square feet (sf) of existing and new commercial space in the Old Town District within the next five years. New retail tenants should be concentrated in and near the retail core, east and west along Cesar E Chavez Avenue (including west of the Grand River), and north along Turner Road. The aggregate space could be allocated among 30 establishments with considerable flexibility in aggregate square feet (sf). Depending on the location, new buildings could include up to six levels of for-lease lofts.

The recommendations have been carefully customized to leverage Old Town District's existing strengths while also filling clear gaps and opportunities. Traditional merchants and discovery types of retailers, restaurants, and entertainment venues should be concentrated together in the district's core, whereas services, home improvement stores, and overnight accommodations should be located at the periphery.

- ❖ 9,500 sf | A small pharmacy and specialty food stores like a healthy food co-op, international market, and bakery should be located anywhere along Cesar E Chavez Avenue.
- ❖ 4,500 sf | Apparel, accessories, and beauty supplies should be clustered together and proximate to established apparel boutiques within the retail core. They should not be fragmented from other traditional merchants.
- ❖ 6,000 sf | A variety of unique and discovery types of merchants offering sporting goods (skateboards, mopeds, resale), stationary, books, and artisan craft supplies, should be clustered in the heart of the retail core.
- ❖ 10,000 sf | Four unique restaurants, eateries, drinking establishments, and/or entertainment venues, could be located anywhere within the retail core, and they do not necessarily need to be clustered together.
- ❖ 14,500 sf | Hardline categories like an appliance store, mattress store, and home improvement stores and services (contractors, locksmith, flooring, lighting) should strive to cluster together near North Street.
- ❖ 12,500 sf | Non-retail services like a laundromat, printing and shipping services (with computer rental), recording studio, fitness center, and caterer should occupy space at the periphery or edges of the retail core.
- ❖ 3,000 sf | A boutique style hotel and retreat center could leverage the unique shopping environment (square footage is not included in the retail space). Flexible meeting space (3,000 sq. ft.) could be linked to the hotel.

Mainstreet  
Wide



Retail  
Spaces



Mainstreet  
Corner



## Retail Gaps and Opportunities

### Old Town District - Core and Periphery

Count	General Retail Category	General Retail Category	Sq. Ft.
1	Apparel - Screen Shop	Sports apparel and iconic T-shirts	1,000
2	Apparel - Men's	Urban fashions, casual wear	1,500
3	Accessories - Shoes	Urban fashions for entire family	1,000
4	Beauty Supplies	Organic, cottage industry products	1,000
5	Sporting Goods	Skateboards, mopeds, resale goods	2,000
6	Greeting Cards, Other Collectibles	Stationary, invitations, special orders	1,000
7	Book Stores	Teaching, educational supplies	1,500
8	Art Supply Stores	Full range of artisan craft supplies	1,500
9	Specialty Grocery - Neighborhood	Healthy choices locally grown, co-op	3,000
10	Specialty Grocery - Neighborhood	International market, imports, novelty	2,000
11	Pharmacy - Neighborhood	Central Pharmacy or similar brand	2,500
12	Restaurant - African Cuisine	Unique eateries, African cuisine	1,500
13	Restaurant - Middle Eastern	Unique eateries, Middle Eastern bistro	1,500
14	Restaurant - Fish by Name	Unique eateries, seafood restaurant	2,000
15	Entertain - Comedy, Piano, Dance	Pride comedy, piano duel, dance club	5,000
16	Specialty Foods - Bakery, Sweets	Daily bakery, breads, cupcakes, orders	<u>2,000</u>
		Subtotal Old Town Core	30,000
17	Appliances, Electronics	New and used appliance showroom	3,000
18	Furniture - Mattresses	Mattresses, ready-to-assemble furniture	3,000
19	Home Improve - Contractors	Plumbing, roof, siding, window svcs	1,500
20	Home Improve - Locksmith, Safes	Locksmith shop with safe showroom	2,500
21	Home Improve - Floors	Carpet, tile, and flooring showroom	3,000
22	Home Improve - Electric, Light Fixtures	Light fixtures and installation svcs	1,500
23	Laundry and Dry Cleaning	Modern laundromat, not dry cleaning	2,000
24	Convenience w/out Gas	Wine + cheese cellar, beer cave, deli	2,000
25	Office Supplies	Hourly computer rental, print & ship	2,500
26	Marketing - Recording Studio	Recording studio, karaoke bar, DJ svc	2,000
27	Fitness Centers, Health Clubs, Gyms	Fitness center, martial arts, yoga studio	3,000
30	Non-Restaurant Catering Services	Specialty catering, special order svcs	1,000
28	Overnight Accommodations	Boutique style hotel with retreat center	.
29	Event Halls, Meeting Venues	Meeting space linked to boutique hotel	<u>3,000</u>
		Subtotal Old Town Periphery	30,000
		Total Estimated Square Feet	<u><u>60,000</u></u>

Source: Based on a Comprehensive Market Analysis and retail study prepared by LandUseUSA | Urban Strategies; 2023.

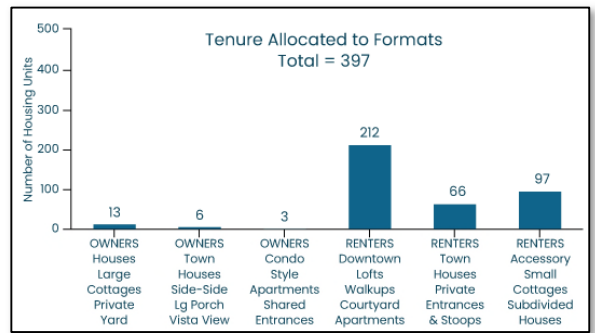
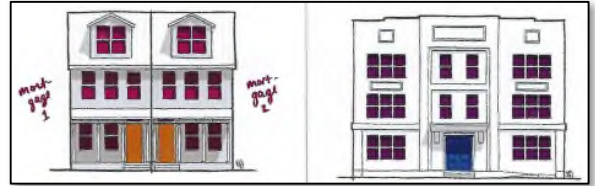
## Old Town District

Owner Potential – Avoid over-building new detached houses for owners and explore alternative formats like side-by-side duplexes and townhouses. Build no more than thirteen (13) detached houses for owners each year. Also strive to build nine (9) townhouses with private entrances and porches, or a few condo style apartments with shared entrances. Attached units should have vista views of the Grand River and/or retail core; and townhouses should have private porches.

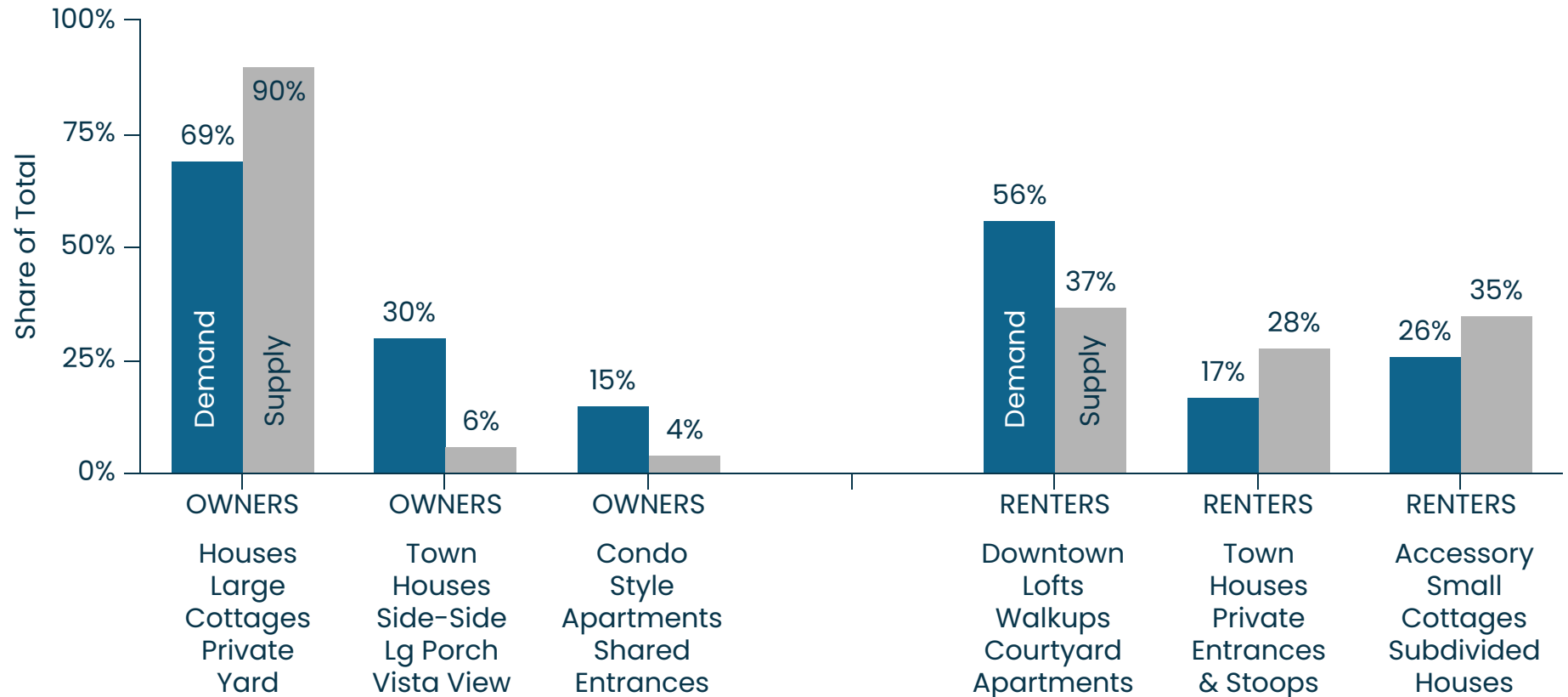
Renter Potential – For renters, focus on the development of up to 375 new units throughout the district each year, including 212 lofts, walkups, and courtyard apartments. Diversify the choices with 66 new for-lease townhouses with private entrances and stoops; and 97 accessory dwellings, small cottages, and units in small apartment houses.

Additional Notes – About half of the new renters will be “Colleges and Cafes” and “Striving Singles” target markets with exceptionally high movership rates. They tend to turn-over the housing stock quickly and removing them from the analysis reduces the renter market potential to about 200 units annually. For every new residential unit that is constructed, at least one existing unit should be rehabilitated, renovated, remodeled. Some optimal Step Building © formats are shown below and would be ideal for sites located adjacent to Old Town’s retail core.

## Residential Summary



# The Housing Mismatch | Lansing Old Town Capture with New Builds v. Existing Units | 2025

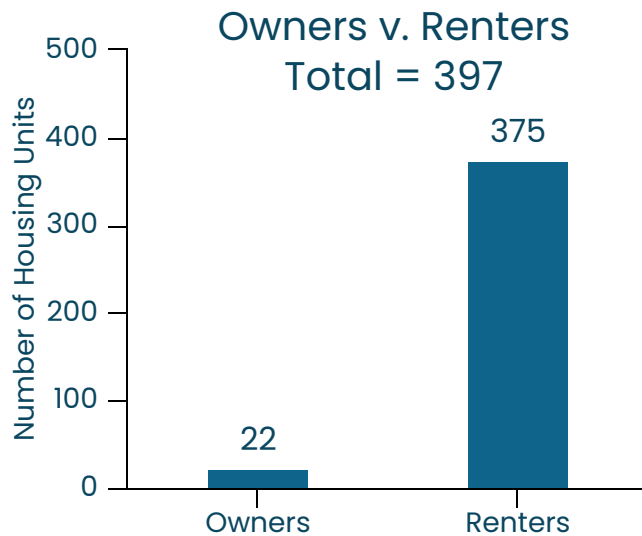


Supply represents all existing housing units as reported by the American Community Survey with one-year and five-year estimates through 2021. Demand is based on the number of new households migrating into the Old Town Lansing study area each year. All figures are unadjusted for out-migration; internal movership among existing households; vacancies; and new projects that might be in pipeline for future development.





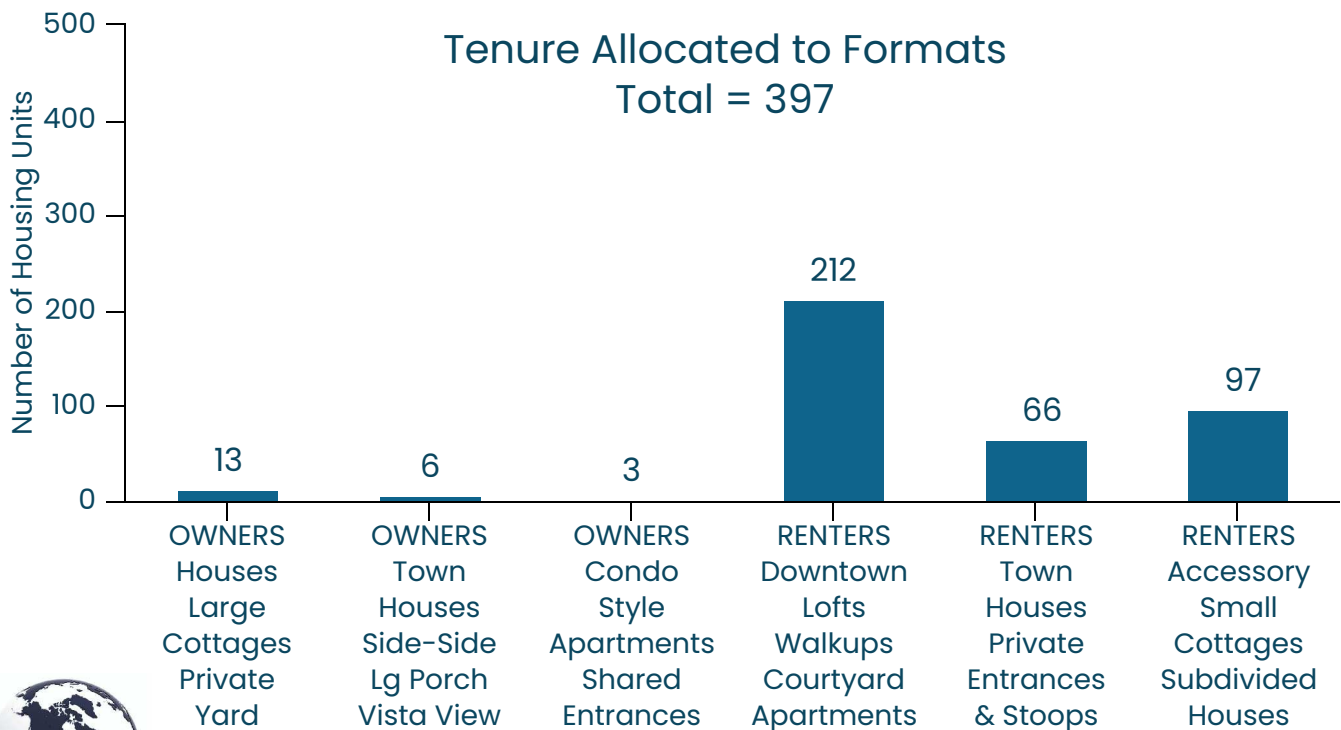
# Annual Market Potential | Lansing Old Town Capture with New Builds | Year 2025



Note: Includes about 204 in-migrating singles (i.e., the Colleges & Cafes and Striving Singles lifestyle clusters) who tend to seek student housing formats.



All charts represent the minimum and conservative market potential based on in-migration only, and excluding internal movership. There is a need to CAPTURE these new households that are moving into Old Town Lansing by building new units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Old Town Capture of New Owners | Year 2025

all other lifestyle clusters		4
Family Funtastic   B09		
Suburban Attainment   D18		1
Status Seeking Singles   G24		1
Bohemian Groove   K40		1
Rooted Flower Power   L42		1
Infants Debit Cards   M45		3
Full Steam Ahead   O50		
Digital Dependents   O51		3
Urban Ambition   O52		1
Colleges Cafes   O53		1
Striving Singles   O54		1
Family Troopers   O55		
Mid-Scale Medley   P56		2
Humble Beginnings   P61		
Senior Discount Towers   Q65		
Daring to Dream   R66		1
Hope for Tomorrow   R67		
Small Town Pockets   S68		1
Urban Survivors   S69		1
Tough Times   S71		

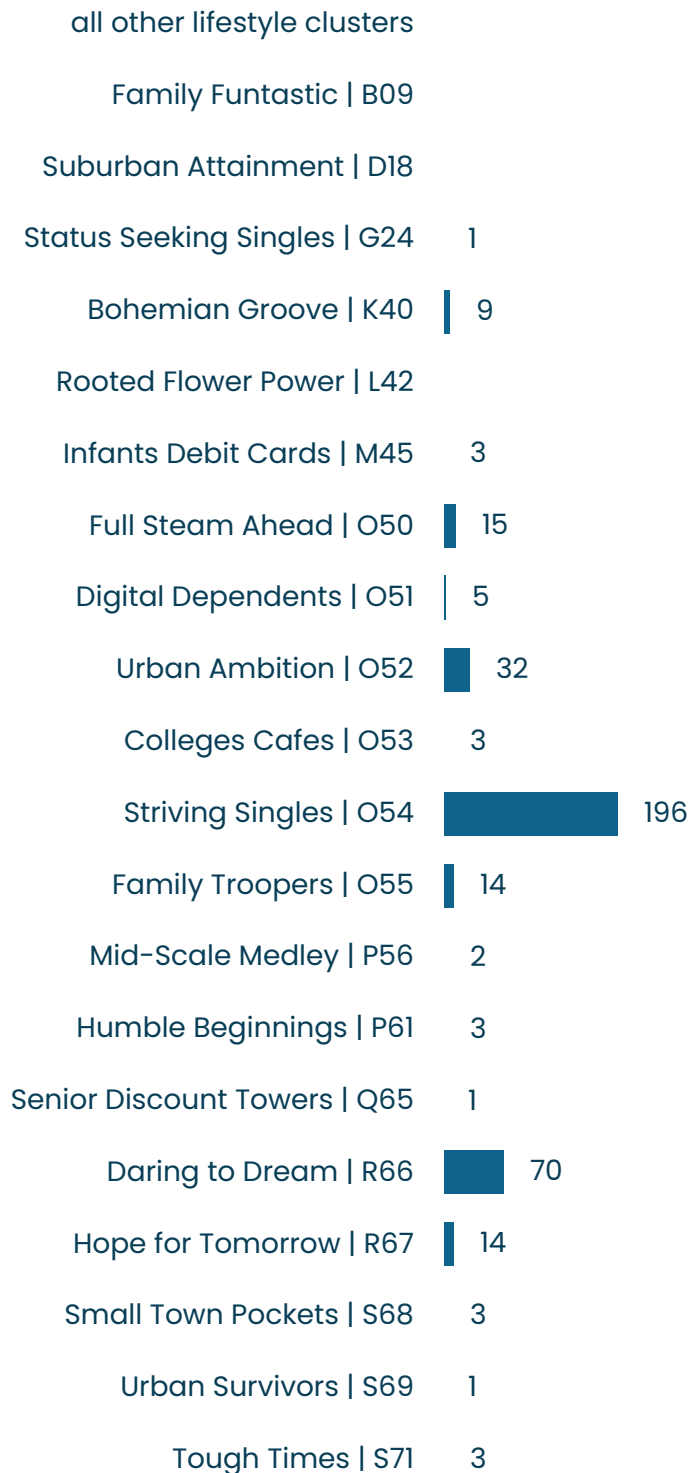
Total = 22  
Annual Capture  
Owner Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Old Town Lansing; 2022 - 2023.





# Annual Market Potential | Old Town Capture of New Renters | Year 2025



Total = 375  
Annual Capture  
Renter Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Downtown Lansing, Inc.; 2022 - 2023.



# Preferred Home Values | Old Town Capture with New-Builds | Year 2025

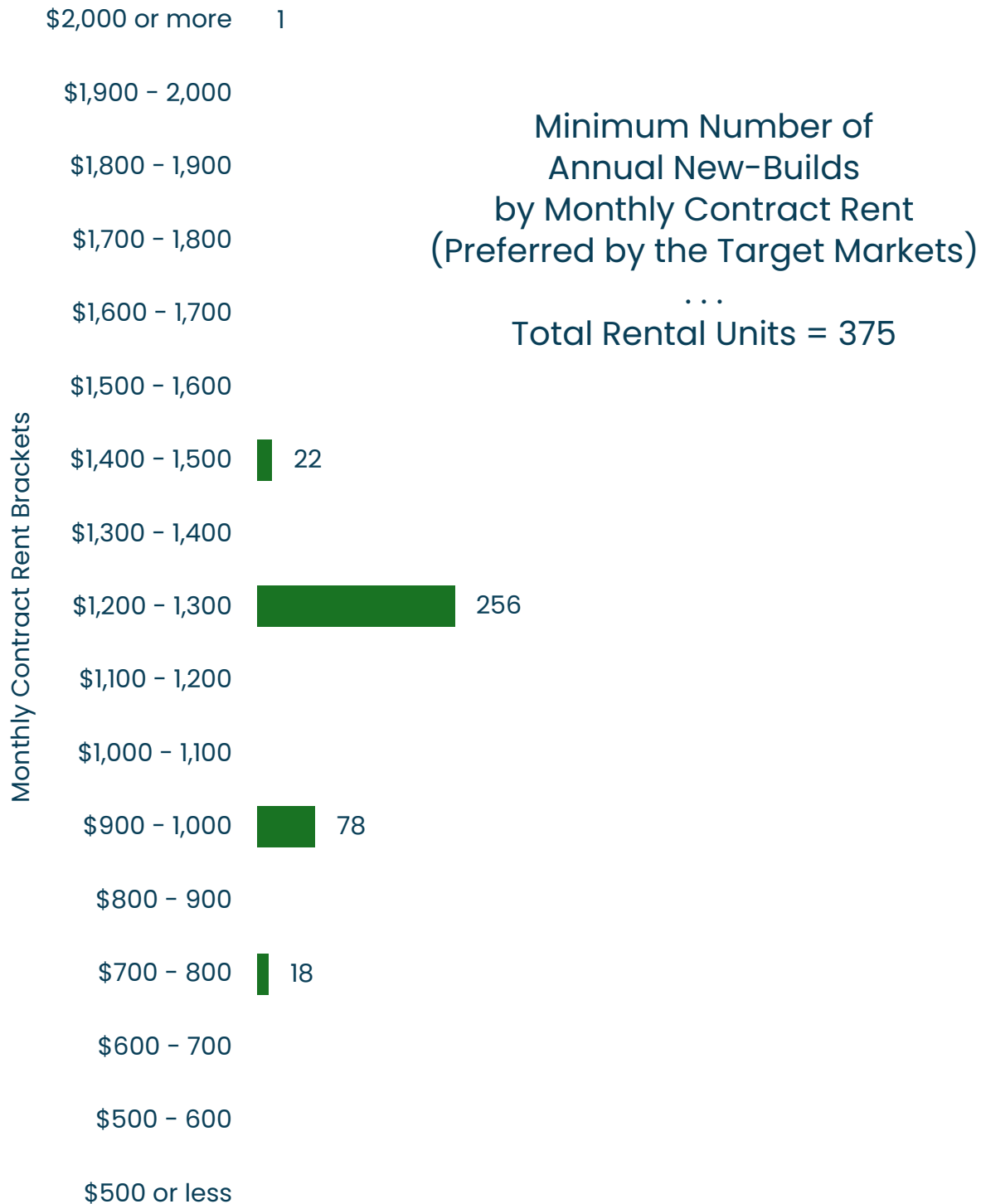
New-Build Home Value Brackets		Minimum Number of Annual New-Builds by Total Home Value (Preferred by the Target Markets)
\$500,000 or more		
\$475 - 500,000		
\$450 - 475,000	1	
\$425 - 450,000		
\$400 - 425,000		...
		Total Owner Units = 22
\$375 - 400,000		
\$350 - 375,000		
\$325 - 350,000		
\$300 - 325,000	1	
\$275 - 300,000	4	
\$250 - 275,000	2	
\$225 - 250,000	5	
\$200 - 225,000	4	
\$175 - 200,000	2	
\$150 - 175,000	3	
\$150,000 or less		

Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Downtown Lansing, Inc.; 2022 - 2023.



**LandUseUSA**  
UrbanStrategies

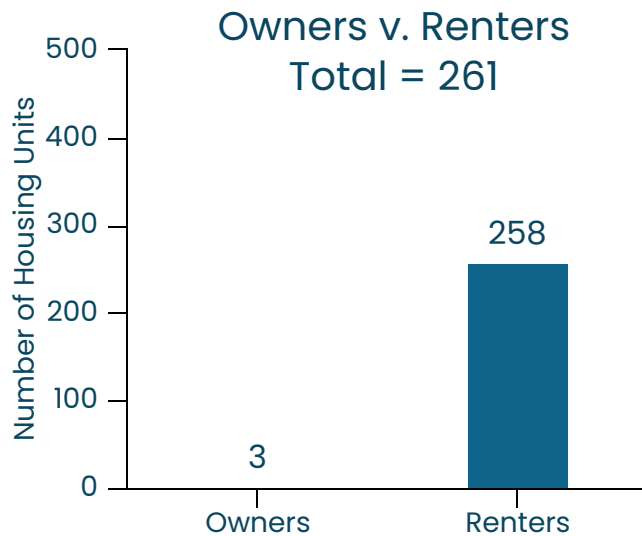
# Preferred Contract Rents | Old Town Capture with New Builds | Year 2025



Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.



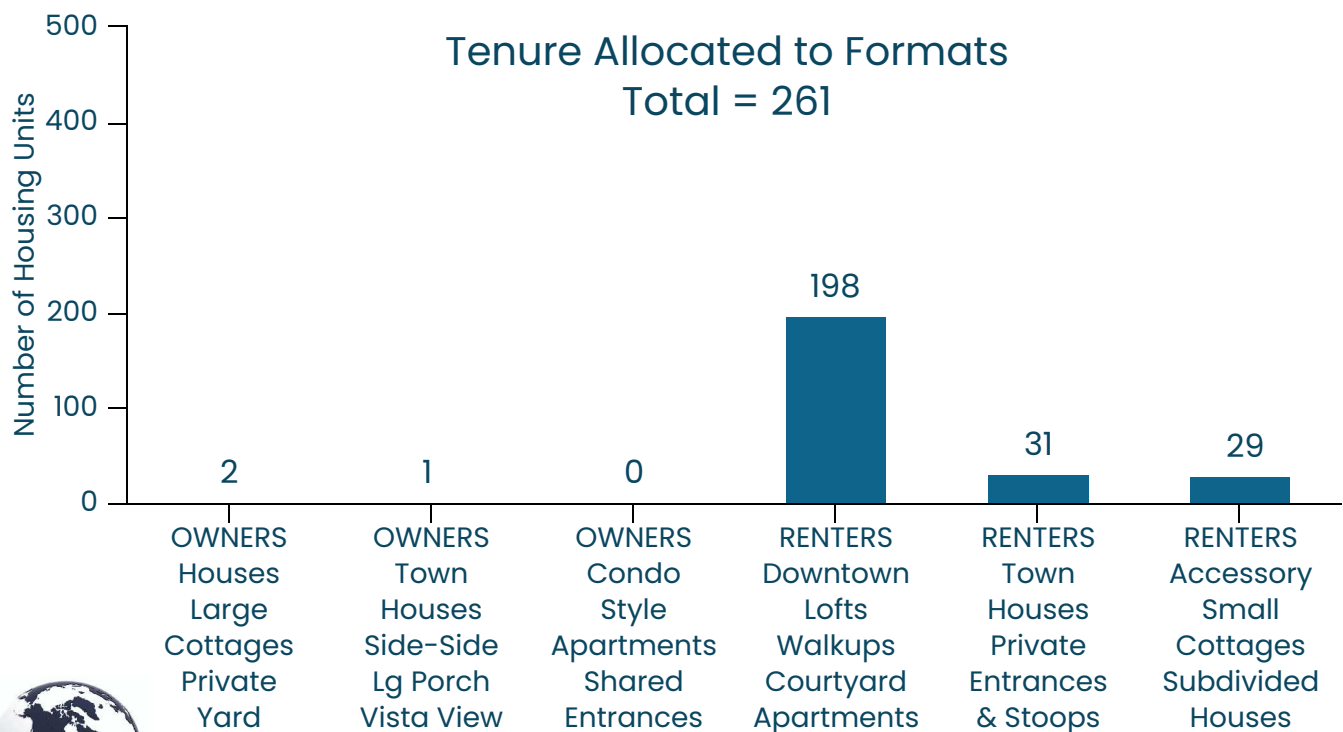
# Annual Market Potential | Lansing Old Town Intercept with New Builds | Year 2025



Note: Includes about 200 singles (i.e., the Colleges & Cafes and Striving Singles lifestyle clusters) who are on the move but currently bypassing Lansing's Old Town District each year.

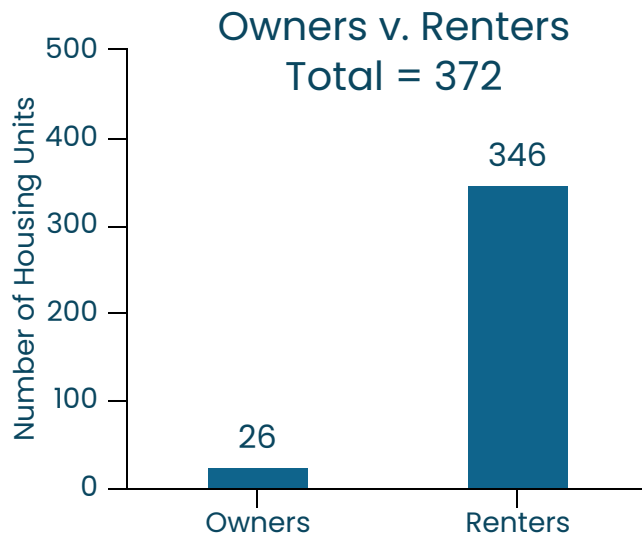


Both charts are based on the history of in-migration for Lansing's Old Town District over the past five years, and excluding internal movership. There is an upside opportunity to INTERCEPT these households that are on the move but currently bypassing the district. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Lansing Old Town

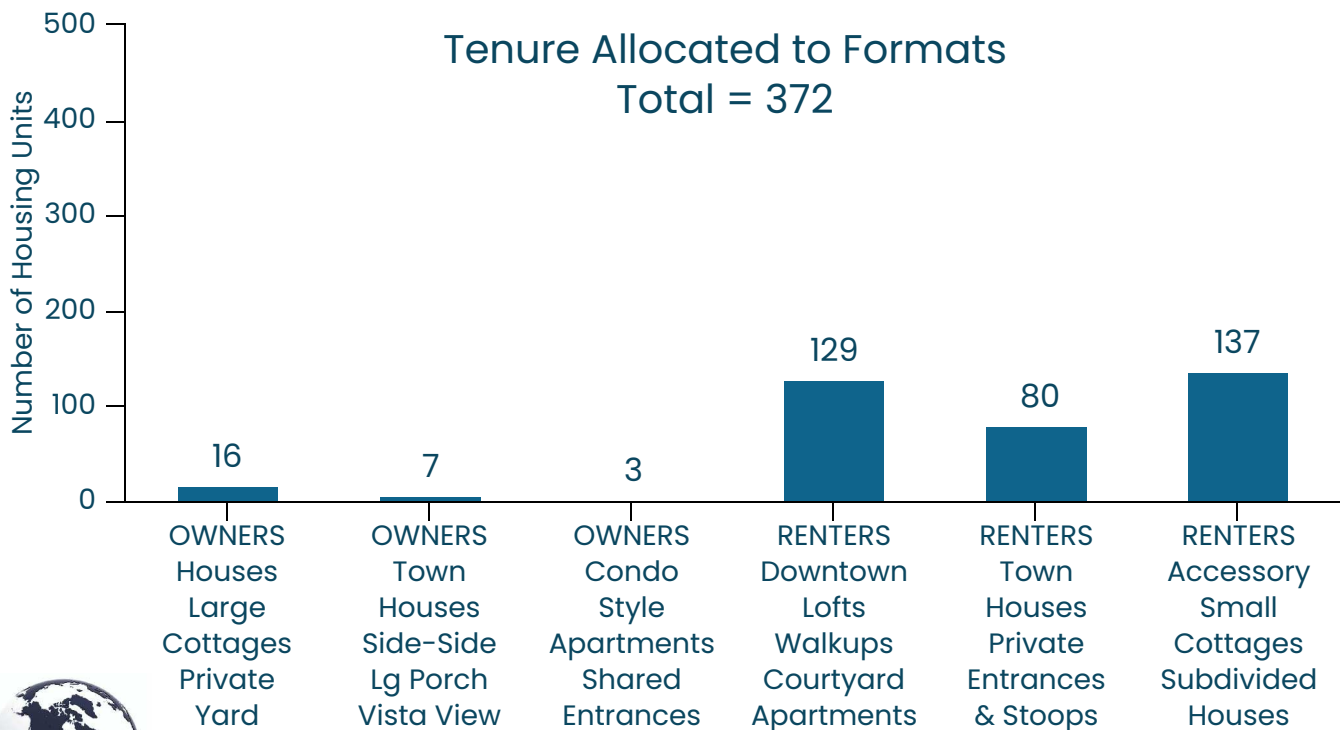
## Retain with Rehabs | Year 2025



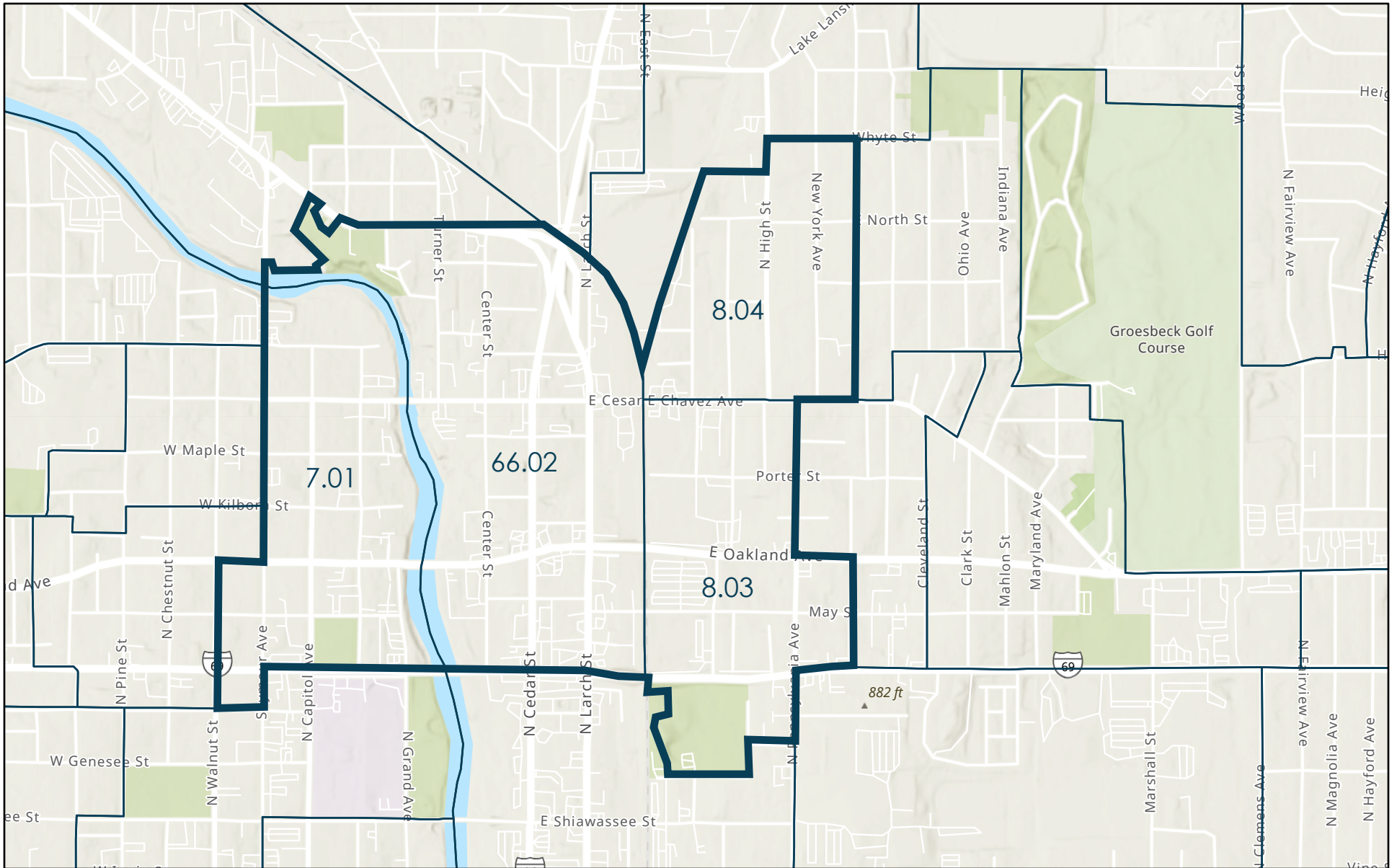
Note: Includes about 110 existing singles (i.e., the Colleges & Cafes and Striving Singles lifestyle clusters) who are swapping addresses within Lansing's Old Town District each year.



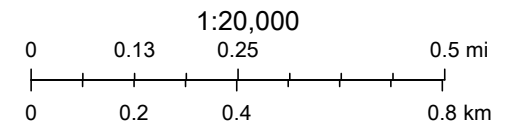
Both charts represent a conservative market potential based on internal movership only, and excluding in-migration. There is a need to RETAIN these existing households that are moving within Lansing's Old Town District by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



Block Groups | Residential CMA  
Old Town Study Area | 2020 Census



4/7/2023



Esri, NASA, NGA, USGS, FEMA, PROVINCE OF ONTARIO, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US