



INVEST SOUTHWEST

..... LANSING, MICHIGAN

PLEASANT VIEW NEIGHBORHOOD Investment Opportunities



Table of Contents

Introduction

- Letter from the Invest Health Team Page 1
- Potential Areas of Focus Page 2
- Why It Matters: Invest Health Page 3
- Why Pleasant View Neighborhood? Page 4

Invest Southwest Pleasant View Neighborhood Description

- Pleasant View Neighborhood Demographics Pages 5-11
- Pleasant View Neighborhood Health Page 6
- Pleasant View Neighborhood Features Page 7
- Recreational Feature Map Page 8
- Violent Crime Map Page 9
- Crime Rates Page 10

Invest Southwest Pleasant View Neighborhood Investment Opportunities

- Pleasant View Neighborhood Investment Opportunities Summary Page 12-27
- Beacon Southwest Page 13
 - Beacon Southwest Budget Pages 14-16
 - Beacon Southwest Logic Model Page 15
- Town Square Pages 17-19
 - Town Square Budget Page 18
 - Town Square Logic Model Page 19
- 1910 Market Expansion Pages 20-22
 - 1910 Market Expansion Budget Page 21
 - 1910 Market Expansion Logic Model Page 22
- Senior Assisted Living Page 23-25
 - Senior Assisted Living Budget Page 24
 - Senior Assisted Living Logic Model Page 25
- Vacant School Development Page 26

Invest Southwest Pleasant View Neighborhood Appendices

- Southwest Action Plan Appendix A
- Pleasant View Neighborhood: Demographics Appendix B
- Pleasant View Neighborhood: Health Demographics Appendix C
- Pleasant View Neighborhood: Accessibility Map Appendix D
- Pleasant View Neighborhood: Resource Development Appendix C

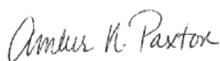
We are pleased to present ***Invest Southwest: Pleasant View Neighborhood***, a comprehensive guide to philanthropic, health and community development investment opportunities in the Pleasant View Neighborhood of Southwest Lansing. We thank The Reinvestment Fund and the Robert Wood Johnson Foundation for the national *Invest Health* partnership, and the many community partners and residents who designed the projects described in this guide. We also thank other funders and partners who are investing in Southwest Lansing for their many contributions:

- In 2015, Lansing Economic Area Partnership (LEAP) won funding from the Michigan Economic Development Corporation to facilitate creation of the ***Southwest Action Plan***. Hundreds of residents took part in meetings and interviews in 2016 and 2017 to express their vision for the future. Residents' aspirations for their neighborhoods combined with market analysis and building inventories were combined to create a 42-page blueprint for the future, which is available at www.purelansing.com under "Publications". The ***Southwest Action Plan*** is guiding and advancing community development in Southwest Lansing.
- In 2016, partners from City of Lansing, Sparrow Health System, Ingham County Health Department, Lansing School District and LEAP won a spot in the national *Invest Health* initiative, which has provided 18 months of technical assistance and seed funding to advance infrastructure changes that expand opportunities for healthy living in the Pleasant View Neighborhood of Southwest Lansing.
- In 2016, neighborhoods surrounding the intersection of Pleasant Grove and Holmes Road won a *Block-by-Block Neighborhood* designation, resulting in staff support from the City of Lansing to create the ***South West Action Group***.
- In 2017, Southside Community Coalition partnered with the South West Action Group to apply for and receive a *Love Your Block* grant from the City of Lansing to fund architectural renderings for façade improvements in the shopping plaza located at Pleasant Grove Rd. & Holmes Rd.
- In 2017, the Arts Council of Greater Lansing designated a \$75,000 *Arts Impact Grant* for the creation of a sculpture and town square in the Pleasant View Neighborhood, which has been designed according to community input and preferences expressed at community meetings and will be installed in 2018.
- In 2017, Capital Area Soccer League joined Southside Community Coalition and area residents to design Beacon Southwest, which will include: a lighted, artificial turf soccer arena; a Kaboom™ playground; a half-mile walking trail with exercise equipment and seating areas; and an environmental learning area featuring Michigan native plants.

Join us in celebrating Southwest Lansing and investing in a bright future for the Pleasant View Neighborhood!



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Lansing School District



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Invest Health: Potential Areas of Focus

Lansing, Mich. INVEST HEALTH

Poor health outcomes and harmful social determinants of health are concentrated in five key areas in the city of Lansing.



NORTHWEST POCKET

- 29% Without High School Diploma
- 29% Unemployed
- 34% Housing Burdened



NORTHEAST POCKET

- 29% Without High School Diploma
- 29% Unemployed
- 39% Housing Burdened



EAST CENTRAL POCKET

- 24% Without High School Diploma
- 20% Unemployed
- 34% Housing Burdened



SOUTH CENTRAL POCKET

- 24% Without High School Diploma
- 24% Unemployed
- 39% Housing Burdened



SOUTHWEST POCKET

- 29% Housing Burdened
- 19% Without High School Diploma
- 20% Unemployed

Lansing residents took photos of problems in their neighborhoods.



"We live across the street from a liquor store. It scares me."



"Kids ought to be able to play outside, but not here."



"There was a shooting by the playground. I worry a child will get shot one day."



Why it matters: Invest Health

"If we fail to take action, this generation may be the first in American history to have a shorter life expectancy than that of their parents." –Stanford School of Medicine

In the United States, half of all adults have a chronic disease such as diabetes, heart disease, high blood pressure, and high cholesterol. All of these diseases can be prevented through access to fresh fruits and vegetables and regular exercise. However a lack of health options and access to safe outdoor space prevents citizens from making healthier choices. This is especially true in Pleasant View Neighborhood in Southwest Lansing where only there are no easily accessible full scaled grocers and lack of public spaces being utilized for exercise such as the 7 playgrounds, 3 city parks, and 1 football field in the area.

Children learn habits from their parents. Due to lack of exercise and access to fresh fruits and vegetables growing up, they are at risk of developing lifelong chronic diseases. Many of these are caused when a child becomes overweight or obese. Childhood obesity is associated with depression, low self-esteem and discrimination. They have increased risks for cardiovascular disease, type 2 diabetes, sleep apnea, arthritis, and certain types of cancer. Furthermore, they are developing habits that will carry with them into adulthood; research from The Western Journal of Medicine has shown that 70-80% of obese adolescents will become overweight as adults.

The cost stemming from overweight and obese patients is rising. These costs not only affect families in terms of medical expenses and lost time at work, but employers and the community as whole by decreasing employment productivity and increasing health care costs.

While these issues occur nationwide, the best solutions are local initiatives. Using Pleasant View Neighborhood community input this Invest Health initiative takes a deep dive into a single neighborhood to figure out what changes can be created in partnership with the community to improve daily life and promote successful utilization of new development and existing assets. In this neighborhood, we have identified five key projects that improve daily life and health outcomes as well as inspire future investments.

Why Pleasant View Neighborhood?

The Pleasant View Neighborhood is located in the Southwest corner of Lansing, Michigan, and is bound by Deerfield/Ballard to the West, Jolly Rd to the South, Lowcroft/Washington/MLK to the East, and Victor Ave to the North.

Originally developed as farmland, this area was annexed into the City of Lansing in 1958. As General Motors and its suppliers rapidly expanded in the 1950s and 1960s, many people moved to Lansing for good-paying jobs. Michigan State University was also growing rapidly during this period, attracting highly educated researchers and professors to Lansing.

When it was originally built, the Pleasant View Neighborhood was an economic and cultural melting pot, with factory workers, university administrators and staff, and state government workers and administrators living side-by-side. The Pleasant View Neighborhood has always been a racially integrated community. The neighborhood was originally built with a suburban design, and is still known for its large property lots and wide roads.

Today the Pleasant View Neighborhood is home to 8,769 people. Fifty-eight percent (58%) of residents in Pleasant View are non-white, as compared to 44% in Lansing overall and 24% in Michigan overall. The median family income is slightly lower than incomes in Lansing overall, and a full third less than median income in Michigan. This present-day economic divide in the Pleasant View Neighborhood is largely the result of closures of General Motors plants throughout the 1980s in Lansing. Residents of the Pleasant View Neighborhood experience high blood pressure, high cholesterol, diabetes, obesity and low rates of physical activity at higher rates than residents of Lansing overall. Residents of the Pleasant View Neighborhood are also more likely to be victim of a violent crime, including homicide, than residents in Lansing overall.

When the Lansing Invest Health Team formed in 2016, they considered five potential neighborhoods experiencing poor health outcomes and lacking opportunities for healthy living. The team ultimately chose the Pleasant View Neighborhood for three primary reasons. First, the neighborhood was concluding a year-long process led by Lansing Economic Area Partnership and funded by Michigan Economic Development Corporation to engage residents and study market conditions. The process resulted in the Southwest Action Plan, a thorough guide to community preferences and market conditions. The second reason for selecting the Pleasant View Neighborhood was the involvement and commitment of anchor institutions such as Southside Community Coalition and Tabernacle of David Church, who were already working on community investments to improve the neighborhood. The final reason was the large number of a number of vacant buildings and parcels that had gone through tax foreclosure and into possession of the Ingham County Treasurer, who has been a strong partner in community development initiatives throughout Ingham County.



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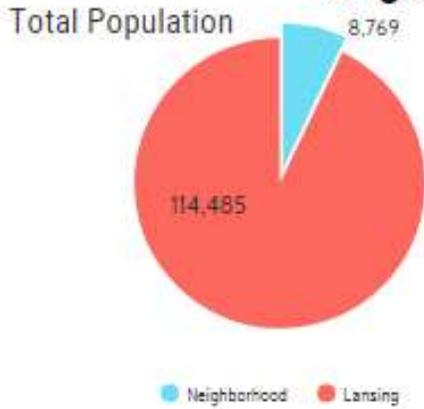
..... LANSING, MICHIGAN

PLEASANT VIEW NEIGHBORHOOD Description

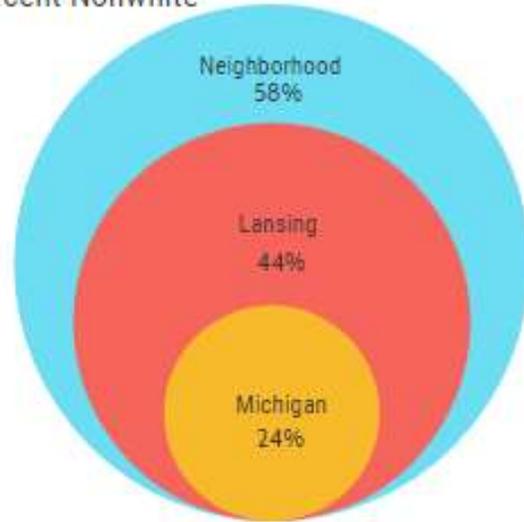


Pleasant View Neighborhood Census Tracts 36.02 & 37

Neighborhood Demographics



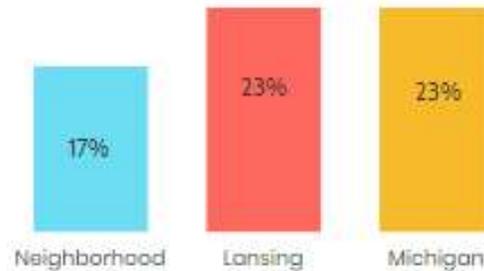
Percent Nonwhite



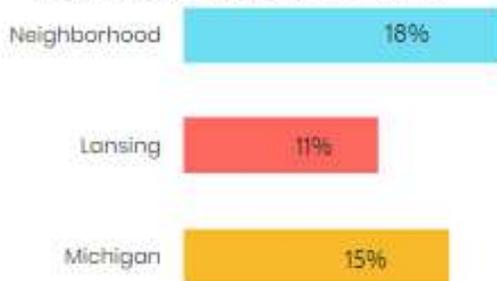
Median Family Income



Percent of Population Under 18



Percent of Population Over 65



Source: 2013 – 2018 BRFSS/ 2009 – 2013 Census ACS

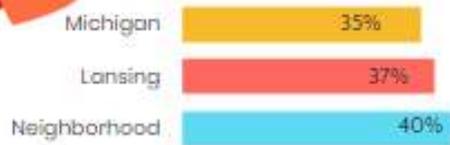


Pleasant View Neighborhood Census Tracts 36.02 & 37

Neighborhood Health Demographics



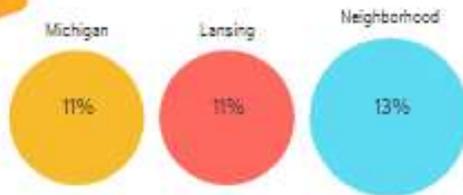
High Blood Pressure



High Cholesterol

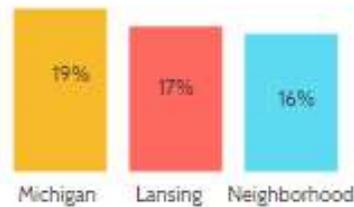


Diabetes

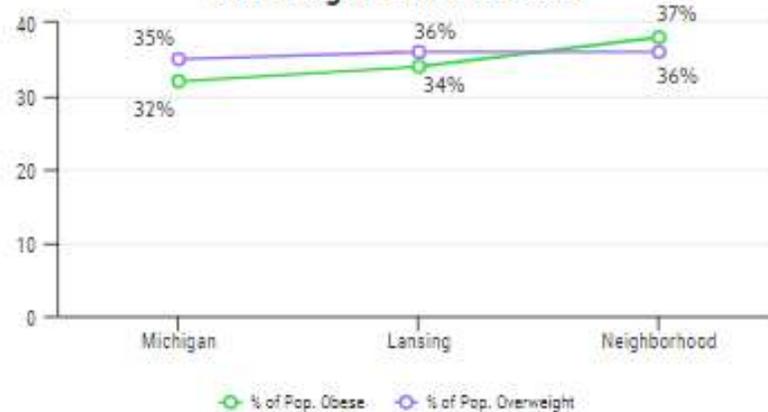


Reported Physical Activity

Within 30 Days



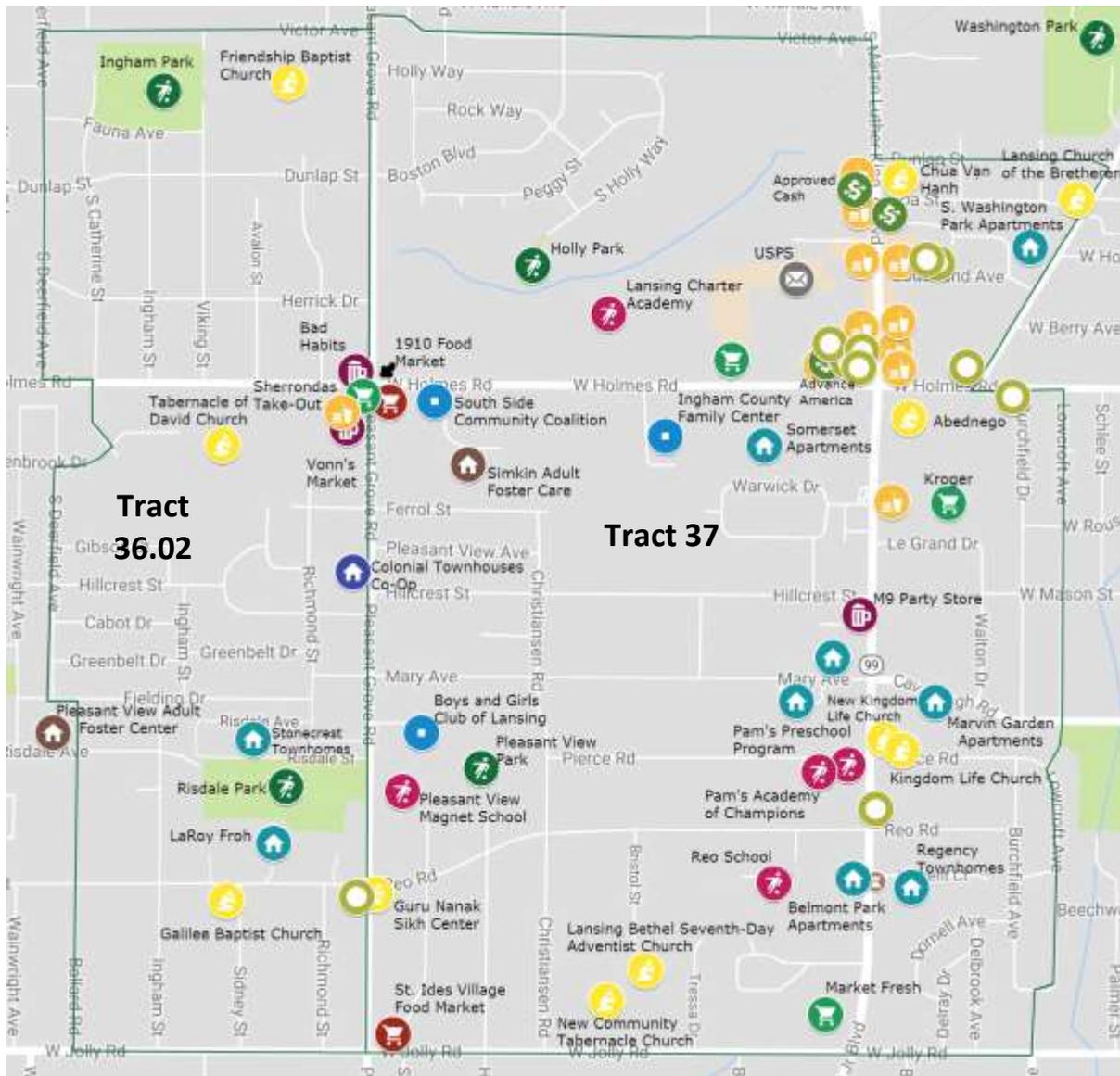
Overweight & Obese Rates



Source: 2013 – 2018 BRFSS/ 2009 – 2013 Census ACS



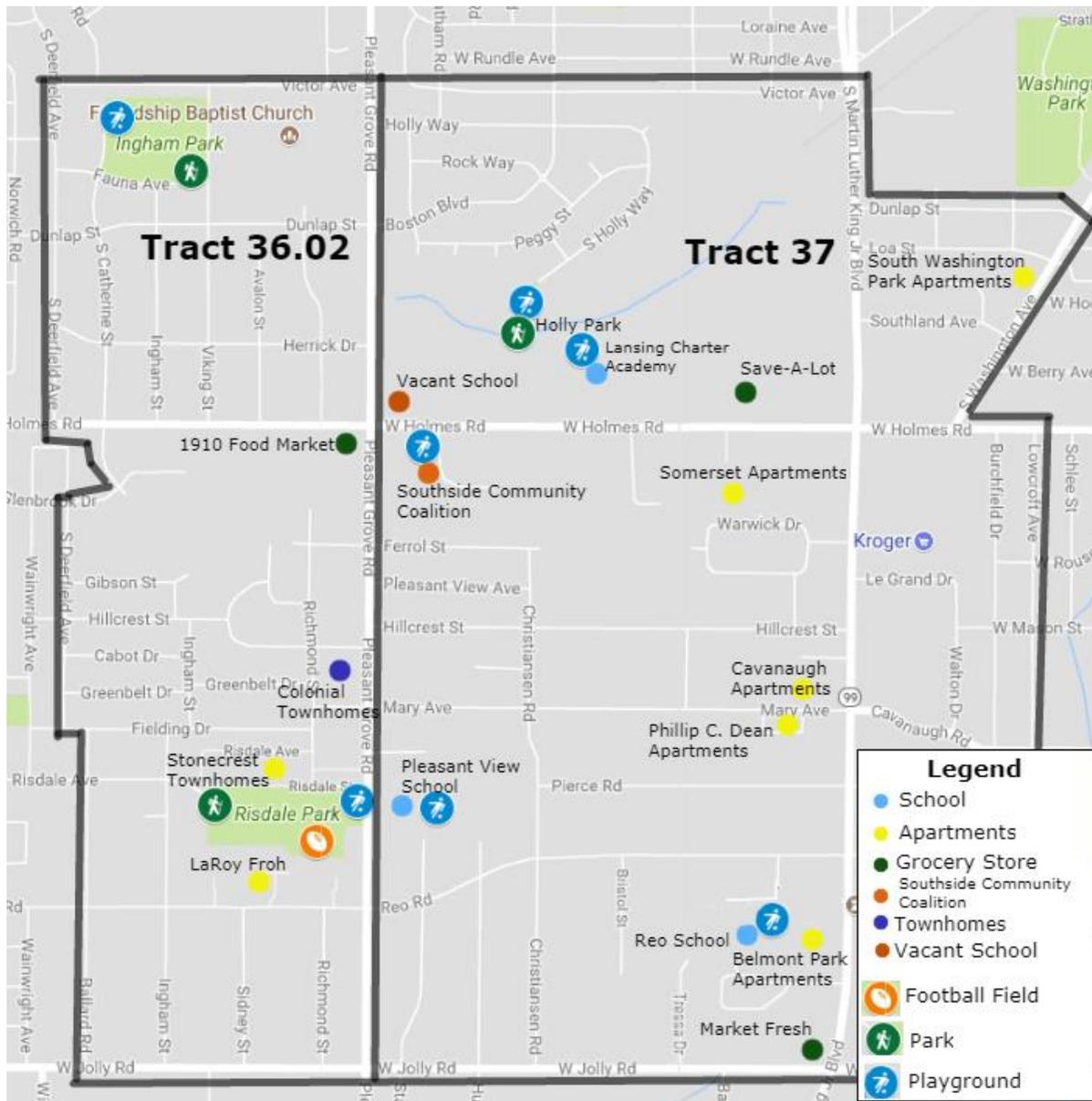
Pleasant View Neighborhood Features



Index

- | | | |
|--|--|--|
|  Schools |  Community Organization |  Restaurant & Fast Food |
|  Apartment Community |  Party/ Liquor Store |  Grocery Store |
|  ATM Location |  Senior Housing Community |  Park |
|  Co-Op Housing |  Faith Based Organization |  Convince Store |
|  Marijuana Dispensary |  Payday Lender |  Post Office |

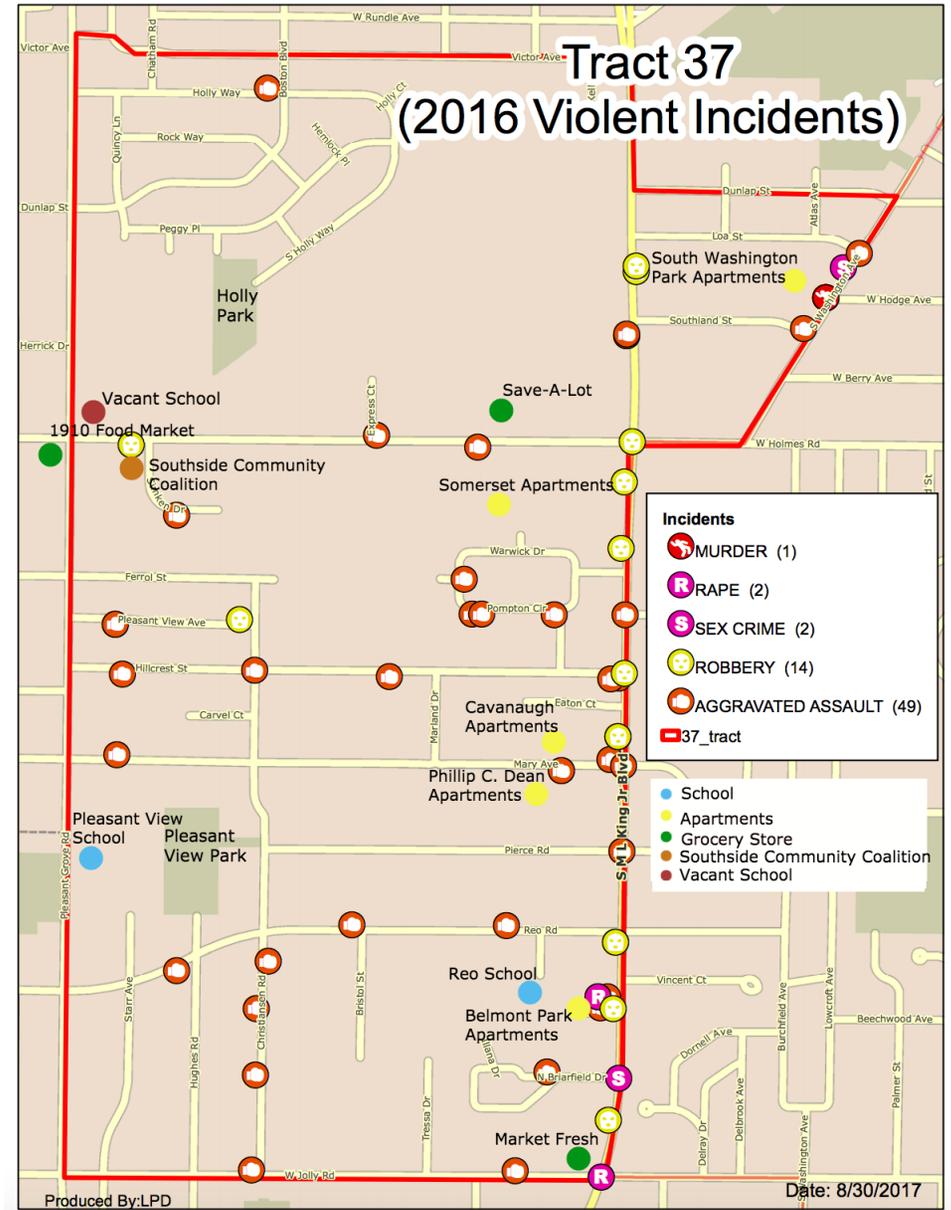
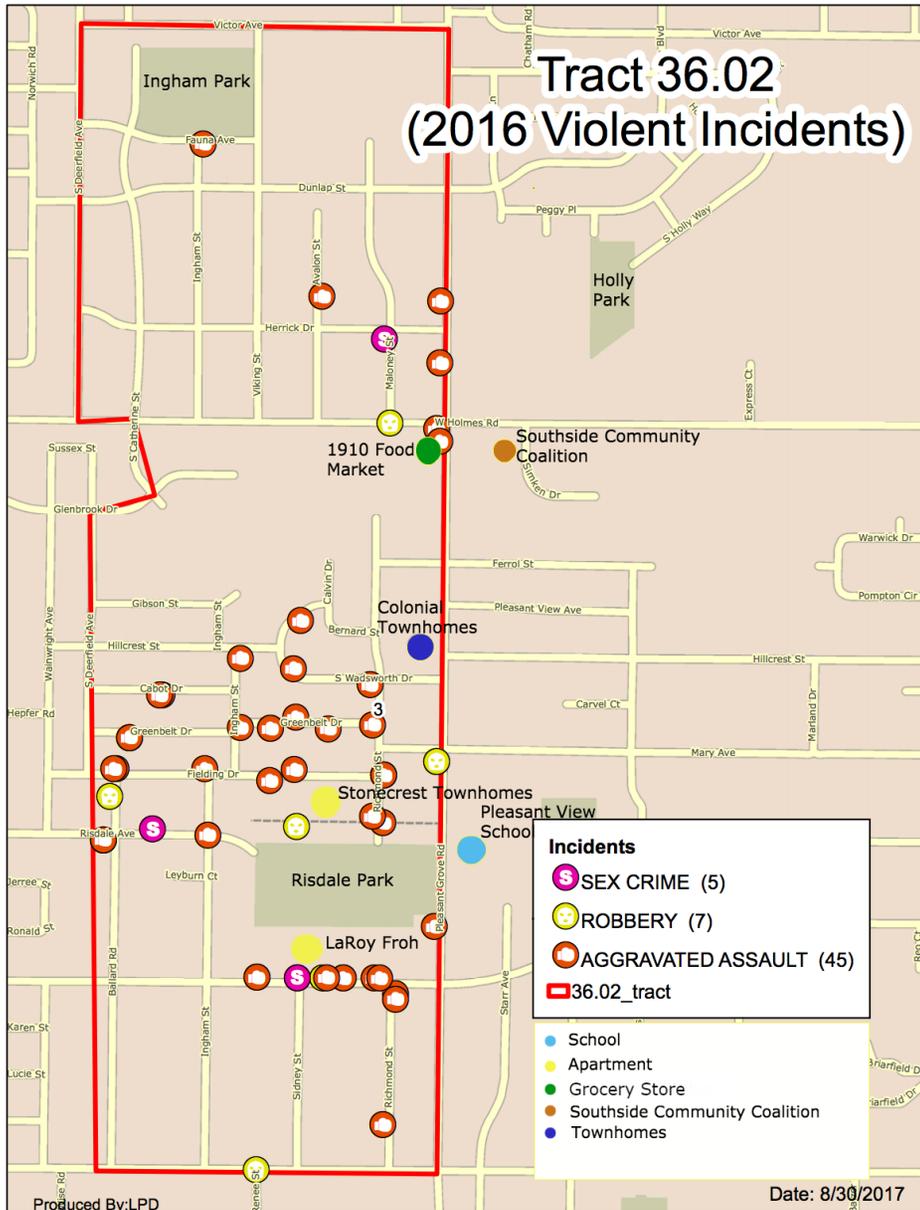
Pleasant View Neighborhood Recreational Feature Map



Pleasant Grove Recreational Features:

- 7 Playgrounds (North to South)
 - Ingham Park
 - Holly Park
 - Lansing Charter Academy
 - Southside Community Coalition
 - Pleasant View School
 - Risdale Park
 - Reo School
- 3 City Parks (area ft²)
 - Ingham Park (570,579 ft²)
 - Holly Park (41,410 ft²)
 - Risdale Park (624,440 ft²)
- 1 Football Field
 - At Risdale Park

Pleasant View Neighborhood Violent Crime Map



Crime Rates

Census Tract 36.02

You are 2.1 times more likely to be a victim of aggravated assault than the rest of the City

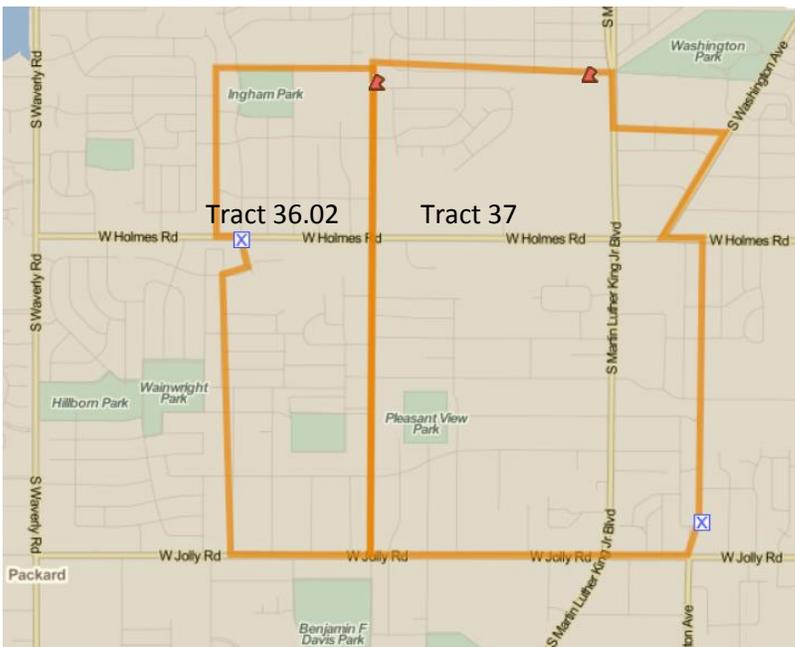
You are 1.5 times more likely to be a victim of rape than the rest of the City

Census Tract 37

You are 1.4 times more likely to be a victim of aggravated assaults than the rest of the City

You are 1.3 times more likely to be robbed than the rest of the City

The murder rate is 3 times higher





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PLEASANT VIEW NEIGHBORHOOD Investment Opportunities



Pleasant View Neighborhood Investment Opportunities Summary

Beacon Southwest

Construction of a 120' x 60', lighted, artificial turf, sided soccer arena that allows continuous, open enjoyment of outdoor soccer; a Kaboom™ playground; a half-mile walking trail with exercise equipment and seating areas; and an environmental learning area featuring Michigan native plants.

Town Square

Installation of public art, benches, trees and other landscaping features for public enjoyment at the busy commercial intersection of Pleasant Grove Rd. and Holmes Rd.

1910 Market Expansion

Expansion of 2,000 sq. ft. corner grocery store into a 5,000 sq ft. Green Grocer market with outdoor market space, cold storage, façade beautification and interior upgrades.

Senior Assisted Living

Construction of assisted living units for seniors.

Vacant School Development

Rehabilitation and reuse of the 33,000 square foot former Pleasant Grove School located at 2130 W. Homes Road.

Beacon Southwest

Beacon Southwest is a project that encompasses three major components: a community playground, a system of walking trails, and Beacon soccer field. The proposed site of the development is on Ingham County Land Bank land just south of the South Side Community Coalition. This development opportunity is focused on improving the physical health of the surrounding communities. It will consist of the following: Construction of a 120' x 60', lighted, artificial turf, sided soccer arena that allows continuous, open enjoyment of outdoor soccer; a KaBOOM™ playground; a half-mile walking trail with exercise equipment and seating areas; and an environmental learning area featuring Michigan native plants.

Recent Developments:

- Partnership created between development partners
- Location for development determined (as shown below)
- Budget determined
- Community fundraising campaign to begin in the coming months
- Construction to be completed by Summer 2018



Beacon Southwest Budget

Project Description	Cost of Project	Funds Secured	Unfunded (source)	Potential Funding (Source)
South Side Community Coalition (SSCC)				
Building Improvement	\$25,000		\$25,000	
HVAC and Roof Updates	\$50,000		\$50,000	
Improvements to irrigation system and storage spaces in the Hoop House	\$2,500		\$2,500	
Community Exercise Expansion				
Land Acquisition	\$3	\$3		
KaBOOM playground	\$50,000		\$50,000	
Building Beacon Field Southwest	\$250,000		\$250,000	
Design, engineer, and implement the walking trail with community engagement	\$20,000		\$20,000	
Construction of .5 mile community fitness walking trail	\$18,133		\$18,133	
Set 10 steel/wooden fitness stations around perimeter of the loop	\$20,000		\$20,000	
Plants and signage along trail	\$25,000		\$25,000	
<u>Overall 10% Contingency</u>	\$50,000		\$50,000	
<u>Total</u>	\$510,639	\$3	\$510,636	

Beacon Southwest Logic Model

Situation

Priority

Inputs

Outputs

Outcomes

- Limited space for after school programs and social engagement programs

- Expand SSCC

- Limited walking/biking trails
- 48% residents reported inadequate physical activity
- Poor health outcomes
 - Example: 74% residents are obese (40%) & overweight

- Creation of Trails
- Build a Soccer field and playground

- The Invest Health Team
- SSCC program directors

- Community partners
- Volunteers

- Funds (donations, grants or fundraising)
- Land for potential development

- SSCC building renovation and expansion
- A new soccer field
- Increased walkability

Short-term

- Expanded after school programs to reach more than 50 children per day
- Improved academic performance of children in the after school program
- Increased social events

Intermediate

- Reduced obesity rate by 10%
- Regular soccer games on Beacon Field Southwest
- Increase regular physical activity by community
- Increased seniors luncheon & summer programs

Long-term

- Healthier community with an improved quality of life
- Continue creating community events & outreach programs
- Community partners continue to develop new projects

Town Square

This project will include installation of public art, benches, trees and other landscaping features for public enjoyment at the busy commercial intersection of Pleasant Grove Rd. & Holmes Rd. The town square will serve as a community gathering place for the surrounding communities and create needed greenspace at Southwest corner of the intersection of Pleasant Grove Rd. & Holmes Rd. With the input of the community, an artist has begun to create a community art piece to serve as the centerpiece of the town square, and landscape architects have created renderings of plant and seating designs.

Recent Developments:

- \$75,000 Arts Impact grant awarded
- Community input meeting held (6/15/17)
- Renderings of sculpture and landscape plans drafted and revised
- Location for sculpture being explored
- Installation expected in Spring 2018



Town Square Budget

Project Description	Cost of Project	Funds Secured	Unfunded (source)	Potential Funds (source)
Construction of Town Square				
30' diameter sculpture, concrete pad	\$75,000	\$75,000	\$0	
Landscape architect services	\$5,500	\$5,500	\$0	
Lighting	\$5,000	\$2,500	\$2,500	
Landscaping	\$30,000		\$30,000	
Additional town square features	\$20,000		\$20,000	
Total	\$155,500	\$83,000	\$72,500	



Town Square Logic Model

Situation

- No public artwork in the area place

Priority

- Town Square & Public Arts Installation

Inputs

- The Invest Health Team
- The City of Lansing
- Arts Council of Greater Lansing

- Community members and groups
- Strong faith community

- Arts Impact Grant
- Land for redevelopment

Outputs

- Easement of land
- Beautification of parking lot by installing artwork

Outcomes

Short-term

- Formed town square committee
- Encouraged civic dialogue about key community issues
- Installed artwork

Intermediate

- Regular town meetings
- Promote and sustain community events

Long-term

- Continued community investment
- Sustained community events & town meetings

1910 Market Expansion

This project involves expansion of a 2,000 square foot corner grocery store into a 5,000 square foot Green Grocer Market with outdoor market space, cold storage, façade beautification and interior upgrades. During the most recent census, the Pleasant View Neighborhood was identified as a food desert. In response, the owner of 1910 Food Market has made it a priority to further develop his business located at 2203 W. Holmes Rd. into a full scale grocer. This Green Grocer project focuses on the development of the 1910 Food Market's building to further this goal to bringing fresh produce and healthy options to the Pleasant View Neighborhood.

Recent Developments:

- Priorities for expansion decided
- Budget created by owner of 1910 Food Market
- Store owner working on building acquisition from family member who currently owns the building



1910 Market Expansion

Project Description	Cost of Project	Funds Secured	Unfunded (source)	Potential Funds (source)
Expansion of Existing Building				
Architectural services and permits	\$15,000		\$15,000	
Construction of additional 2,000 ft ² interior floor space	\$50,000		\$50,000	
Construction of outdoor canopy marketplace (1,500 ft ² with 60' x 25' steel and durable resin canopy)	\$20,000		\$20,000	
Construction of loading dock	\$5,000		\$5,000	
Outdoor produce storage cooler	\$12,000		\$12,000	
Exterior and interior improvements				
Architectural service and permits	\$15,000		\$15,000	
Lighting upgrades to high-efficiency LED lighting	\$15,000	\$15,000	\$0	
Installation of ADA accessible entrances and aisles	\$15,000		\$15,000	
Upgrade to energy-efficient HVAC system and coolers	\$25,000		\$25,000	
Interior cosmetic upgrades	\$15,000		\$15,000	
Exterior cosmetic and signage upgrades	\$20,000		\$20,000	
Parking lot repairs	\$55,000	\$5,000	\$50,000	
Landscaping	\$20,000		\$20,000	
Total:	\$282,000	\$20,000	\$262,000	

1910 Market Expansion Logic Model

Situation

- Food desert
- People eating poor quality food due to lack of nearby choices leading to high numbers of citizens who are obesity and overweight
- Walkability is low, especially once it's dark

Priority

- Grocery expansion and exterior improvements

Inputs

- The Invest Health Team
- LEAP
- 1910 Market Owner

- Funds (private investment, grants or loans)
- Local farmers, processors & distributors

Outputs

- 50% expansion of store
- New lights and exterior improvements

Outcomes

Short-term

- Installed new lights
- Façade improved Grocery store expansion completed
- Expansion of available goods, especially fruits and vegetables sold

Intermediate

- Reduced the combined obesity and overweight rate by 5%
- Greater demand for fresh food

Long-term

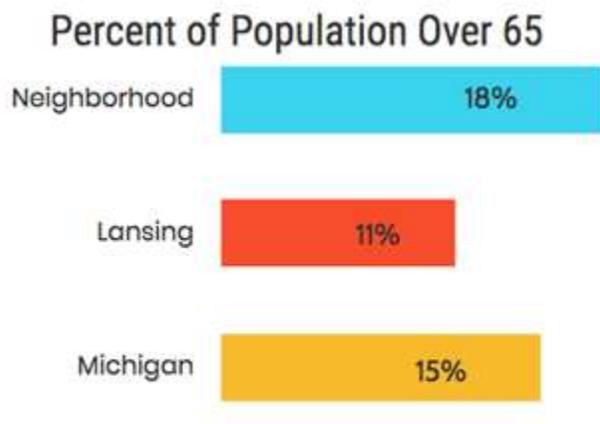
- Continue increasing amount of affordable healthy options which will improve public health/quality of life
- Reduced the combined obesity and overweight rate by 10% 10 years after the expansion is completed

Senior Assisted Living

During the planning meetings for the Southwest Action Plan, the Pleasant View neighborhood discussed the need for assisted living developments. With new development for older residents, neighbors could stay in the neighborhood while they age. This would not only attract seniors, but families who wish to age in place. There have been many discussions on the location for this new development. This project is ongoing.

Recent Developments:

- Priority identified in Southwest Action Plan
- Locations for development being considered
- Partners identified by Invest Health Team
- Funding options being explored



Source: 2013-2018 CDC BRFSS/2009-2013 Census ACS

Senior Assisted Living Budget

Project Description		Size/# of units	Cost of Project	Funds Secured
Structure	Types			
Main Building	Independent Living	~96,000 sqft. 120 units	\$12,480,000 - \$16,032,000	
Specialty Care #1	Skilled Nursing	29,180 sqft. 40 units	\$5,515,020 - \$6,536,320	
Specialty Care #2	Assisted Living	32,209 sqft. 40 units	\$5,089,022 - \$6,763,890	
Additional Living	Cottages	14,280 sqft. 14 units	\$1,727,880 - \$1,984,920	
Subtotal		171,669 sqft. 214 units	\$24,811,922 - \$31,317,130	
Total with 10% Contingency			Total with 10% Contingency	
NB: New Development (modeled after Grand Haven Manor and Living Center) Land Area: Approx. 10-15 acres at Tabernacle of David Church (2645 W Holmes Rd, Lansing, MI 48911).				
Additional Costs: Site work, parking lot, utilities, additional infrastructure, and property purchase.				

Vacant School Development

This potential project will include rehabilitation and reuse of the 33,000 square foot former Pleasant Grove School located at 2130 W. Holmes Rd. One of the major sources of blight in the Pleasant View Neighborhood is this vacant school building at the northeastern corner of the intersection of Pleasant Grove Rd. and Holmes Rd. This building has changed ownership many times but has not been sustainably redeveloped since New City Academy, a now defunct charter school, vacated the building. This building can be a major community asset if developed with the input of the community.

Recent developments:

- Ownership of land transferred to Ingham County Land Bank
- Ingham County Land Bank has moved to drain basement of water
- IFF provided a proposal to Ingham County Land Bank for a feasibility study of the building
- Ingham Land Bank has communicated to the Lansing Invest Health Team that they intend to enter into a contract with IFF for a feasibility study of the building





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PLEASANT VIEW NEIGHBORHOOD **Appendices**

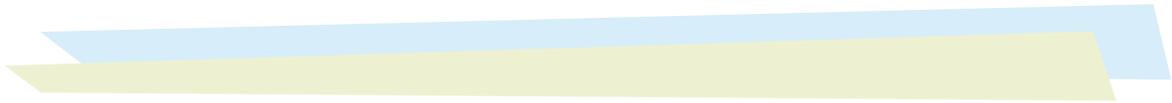




Southwest Lansing

ACTION PLAN

OCTOBER 2016



This project was proudly supported by the Michigan Economic Development Corporation.



ACKNOWLEDGEMENTS

The development of this Action Plan was supported by the leadership and guidance of Southwest Lansing community stakeholders and residents. Special thanks are extended to the following.

Southwest Lansing Leadership Team

Linda Appling, Resident
Erika Brown-Binion, Refugee Development Center
Pete Cunningham, South Side Community Coalition
Connie Doyle, Resident
Kathie Dunbar, South Lansing Community Development Association
Adam Hussain, City Council Member – 3rd Ward, City of Lansing
Melissa Jeffries, Coachlight Commons
Dr. Eleanor Kue, His Helping Hand
Hope Lovell, Tabernacle of David
Gregory McCay, Tabernacle of David
Samara Morgan, Resident
Reven Nerfy, 1910 Food Market
Violet Polzin, 900 West Townhomes
Mike Redding, Churchill Downs Neighborhood Association
Isa Solis, Neighborhood Advisory Board
Wes Thorp, Bringing the Thunder to Southwest Lansing
Kathy Tobe, South Lansing Community Development Association
Pastor Larry Trice, Tabernacle of David
David Wiener, South Side Community Coalition
B.W. Williams, BW's Hair Fashions
Rick Williams, Resident
Elaine Womboldt, Rejuvenating South Lansing

Implementation Partners

The development of the Action Plan was informed by input from the following stakeholders:

Patrick Lonergan, Fifth Third Bank
Hong Dang, South Lansing Community Development Association
Rachel Elsinga, Tri-County Regional Planning Commission
Sandy Gower, Ingham County
Ray Heatfield, Summer Place Townhomes
Josh Holliday, Arts Council of Greater Lansing
Amber Paxton, City of Lansing Office of Financial Empowerment
Waylon Sanford, City of Lansing
Erik Schertzing, Ingham County Land Bank
Nate Scramlin, Michigan Economic Development Corporation
Leslie Welch, South Lansing Community Development Association

Also, special thanks are extended to attendees of the June 15, 2016 and August 18, 2016 Community Engagement sessions.

Additional Contributors

Sparrow Health Systems
Capital Region Community Foundation
Ingham County Department of Health
Lansing School District

CONTENTS

Introduction	1
Engagement Overview	4
Phase 1: Establishing Current Efforts, Assets, and Challenges	4
Phase 2: Gathering Community Input	6
Phase 3: Refining Project Ideas	10
Priority Initiative Recommendations	12
Initiative #1: Public and Commercial Infrastructure Revitalization and Beautification	12
Initiative #2: Business Revitalization	14
Initiative #3: Community Invigoration	15
Coordinating Body	16
Summary of Market Potential	18
Consumer Spending Patterns	18
Retail Surplus and Leakage	19
Appendix A: Community Characteristics	21
Appendix B: Community Organizations	24
Appendix C: Past Planning Efforts	27
Appendix D: Market Potential Analysis	35

INTRODUCTION

The Southwest Lansing Action Plan is the result of a priority neighborhood planning effort initiated by the State of Michigan, with direct support from Governor Snyder's office and the Michigan Economic Development Corporation (MEDC). The Action Plan documents work completed by a team of dedicated stakeholders, residents, and community leaders to identify and prioritize economic development improvements in the Southwest Lansing community.

Why Southwest Lansing? Why Now?

While other areas of Lansing, such as downtown, Old Town, and REO Town have experienced economic growth, revitalization, and redevelopment, South Lansing as a whole, and in particular Southwest Lansing, have faced unique challenges in maintaining physical infrastructure and attracting and retaining businesses to support its residency. Despite these challenges, Southwest Lansing is home to a diverse and intensely committed group of residents, business owners, neighborhood association leaders, nonprofit organizations, and faith-based organizations all striving for the same goal; **a community that everyone, residents and visitors alike, can be proud of.**

After decades of focus and planning around this key area of Lansing, there is an overwhelming sentiment that the time is now for substantial positive change. The State of Michigan, through the MEDC, acknowledges that Southwest Lansing is an **area of opportunity**. With this in mind, they provided funding to the Lansing Economic Area Partnership (LEAP) to complete this project and develop the Southwest Lansing Action Plan.

LEAP contracted Kuntzsch Solutions as the lead planning facilitator to gather input from community members, complete a market analysis, and develop an economic development plan of action that clearly outlines what needs to be done to capitalize on all that Southwest Lansing has to offer.

Project Area

For the purposes of this Action Plan, the Southwest Lansing Community is defined geographically as bounded by Mount Hope Avenue (Mt. Hope) to the north, South Martin Luther King Jr. Boulevard (MLK) to the east, West Miller Road (Miller) to the south, and the City of Lansing municipal boundary to the west (see Figure 1). Altogether, this area accounts for roughly 6.1 square miles out of the City of Lansing's total area of 36.7 square miles, or roughly 1/6 of the City's area. This area is home to a number of individual neighborhoods, each home to a diverse residency. An overview of the community and its characteristics is provided in Appendix A.

The intersection of Pleasant Grove Road (Pleasant Grove) and West Holmes Road (Holmes) was identified as a particular **focus area** (see Figure 2) within Southwest Lansing. Revitalization and investment in the intersection at Pleasant Grove and Holmes can create a catalytic node within Southwest Lansing, given its central location and commercial uses.

Figure 1: Project Area

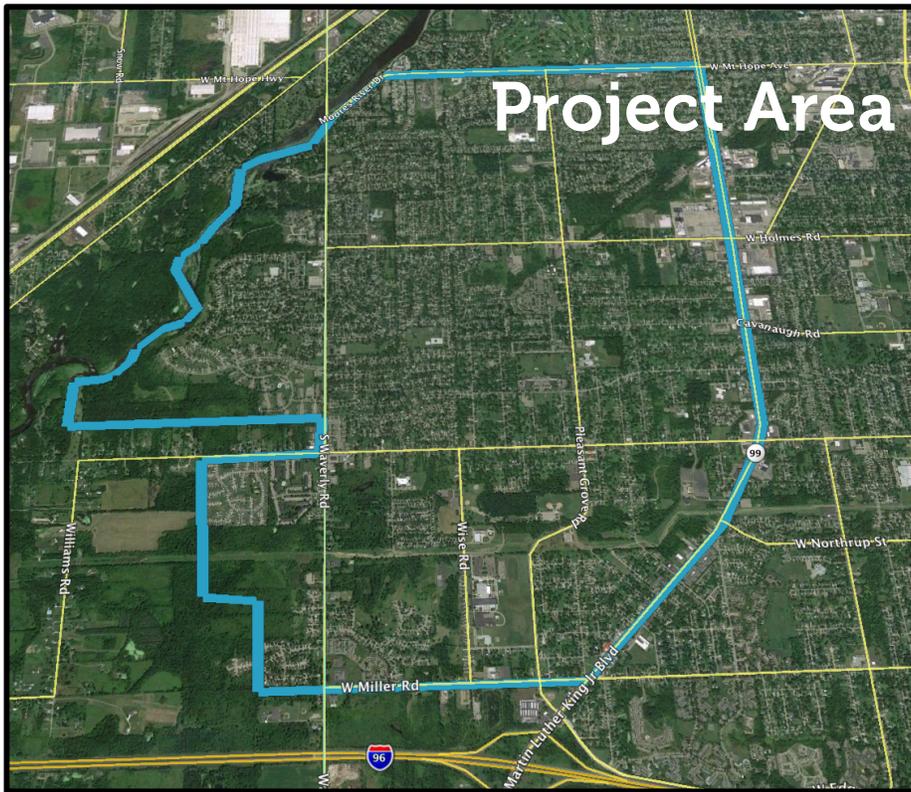
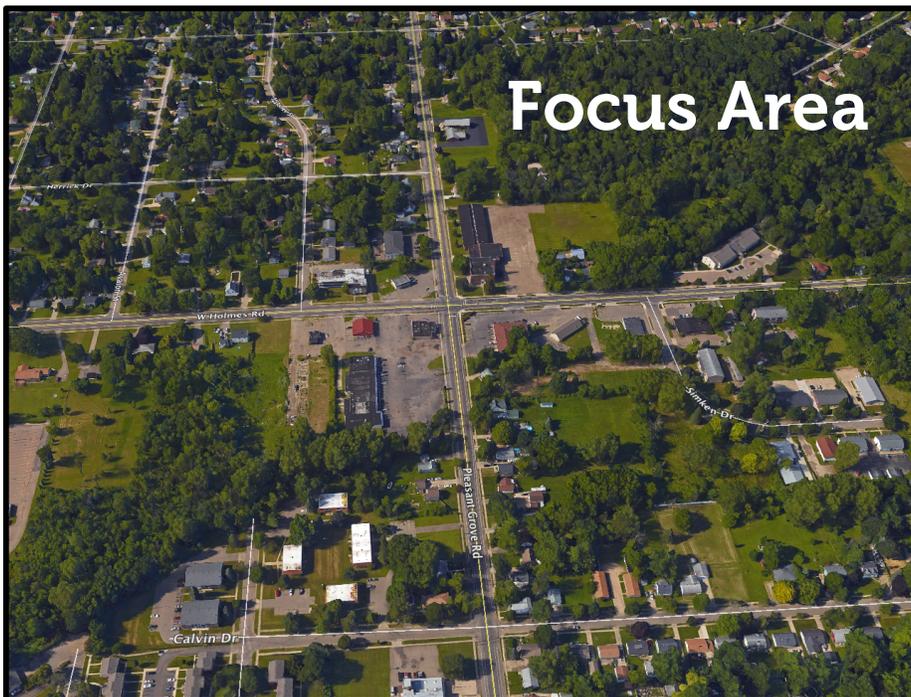


Figure 2: Focus Area



Planning Process

To develop the Southwest Lansing Action Plan, a three-step planning process was employed; Review, Analyze, and Listen. In the simplest sense, the goal of this process was to ensure that this is a Plan developed by Southwest Lansing community members for Southwest Lansing. Broadly, each step of the process included the following:

- **Review of Existing Conditions:** A thorough review of community characteristics and identification of key community stakeholders, as well as examination of previous planning efforts with relevance to the Southwest Lansing community. This included identifying what issues and opportunities were still relevant and what needed to be updated.
- **Engagement of Community Stakeholders:** A series of six meetings of a Leadership Team of Southwest Lansing stakeholders and two Community Workshops to define the desired outcomes for the community and to identify and prioritize key project ideas.
- **Analysis of the Market Potential of the Community:** An assessment of the demographics, spending patterns, and retail market for the Southwest Lansing community to identify what business and entrepreneurial opportunities present the most immediate potential.

The result of this process is the establishment of recommendations within three priority initiatives:

- 1) Public and Commercial Infrastructure Revitalization and Beautification
- 2) Business Revitalization
- 3) Community Invigoration

These initiatives were derived from community input on what has been done in the community, what should be done, and how best to accomplish this work. The recommended action steps for each of the priority initiatives were also informed by a market analysis.

SPECIAL NOTE: *The City of Lansing's General Fund Budget, to support economic development, is \$170,000 annually, combined with additional support for the Lansing Economic Development Corporation (LEDC). Economic development activities, provided by four FTEs, support Lansing's population of 112,000 and over 10,000 businesses, with each area of the city desiring specific attention. Lansing does not have the large economic development program money "war chest" of similar cities – as such, in order to correctly implement the recommendations in this Action Plan, the Lansing City Council and city administration are encouraged to consider additional funding during the budget cycle.*

ENGAGEMENT OVERVIEW

The Southwest Lansing Action Plan and its three priority initiatives were informed by intensive engagement with the Southwest Lansing community, which included three groups:

- The **Southwest Lansing Leadership Committee**, which was charged with providing ongoing input and feedback on the engagement process, input on past plans and key projects, and assistance with engaging members of the community
- **Members of the Southwest Lansing community at large**, who were engaged to provide input on community needs, prioritize projects, and generate ideas on how to implement and fund those projects
- **Implementation Partners**, who were engaged in project prioritization and provided input on their organizations' potential to provide resources

The following provides an overview of key outcomes from engagements with each of these stakeholder groups, including:

- 1) Phase 1: Establishing current efforts, assets, and challenges
- 2) Phase 2: Gathering community input
- 3) Phase 3: Refining project ideas

Phase 1: Establishing Current Efforts, Assets, and Challenges

The Southwest Lansing Leadership Team consisted of neighborhood association leaders, local nonprofit organizations, residents, property managers, faith-based organizations, City of Lansing staff, and additional community leaders, which are listed in the Acknowledgements section. Many of these organizations are also described in Appendix B. The Leadership Team was instrumental in guiding the process of developing this Plan – ensuring that recommendations would **enhance, rather than duplicate**, previous planning efforts.

South Lansing, and Southwest Lansing in particular, has been the focus of many planning efforts over the course of the last 15 years and residents have indicated that these efforts have not resulted in substantive change within the community. To meet this concern, Kuntzsch Solutions engaged the Leadership Team in an exercise to clearly identify which projects and initiatives from past plans have already been accomplished and what remains to be done. The previous plans reviewed as part of this effort are included in Figure 3. A brief summary of each planning effort and its relationship to the Southwest Lansing community is included in Appendix C.

The Leadership Team was engaged in reviewing the past plans, to help document what has been done and what still needs to be done since the completion of the South Lansing Community Action Plan back in 2001. Figure 4 provides an overview of the Leadership Team's review.

Figure 1: Past Planning Efforts

Planning Effort	Organization	Year
South Lansing Community Action Plan	Lakeside Consulting and Ingham Regional Medical Center	2001
A Revitalization Study of Three Southwest Lansing Intersections	Michigan State University Urban & Regional Planning Practicum and South Lansing Community Development Association	2005
South Lansing Economic Development Plan	Lansing Economic Development Corporation	2009
Commercial Market Analysis: South Lansing	Anderson Economic Group and Lansing Economic Development Corporation	2009
Colonial Village Revitalization Project and Market Study	South Lansing Community Development Association and Lakeside Consulting	2011
Design Lansing Comprehensive Plan	City of Lansing	2012
Visioning the South Cedar Corridor	Michigan State University Urban & Regional Planning Practicum	2014
City of Lansing Form-Based Code	City of Lansing	2016

Figure 2: Project Status

Category	What's been done?	What needs to be done?
Health & Well-Being	<ul style="list-style-type: none"> • South Side Community Center with a pool, gym, and sports programs • Pathway constructed at Ben Davis Park • Additional sidewalks and new bike lanes • Farmer's market • Community gardening • Webster farm and Hill garden • Southwest Lansing River Trail extension • Urgent Care along MLK 	<ul style="list-style-type: none"> • Support nontraditional parents (e.g., grandparents raising grandchildren) • Doctor / dental services in the Community • Teen-focused activities • Adolescent sexual health education and services • Homeownership support
Strengthening Community	<ul style="list-style-type: none"> • Significant increase in number of neighborhood groups • Neighborhood watch efforts • Beautification • South Lansing Community News 	<ul style="list-style-type: none"> • Bring neighborhood groups together to collaborate • Engage business owners and absentee landlords • Culturally-relevant entrepreneurship support • Housing option mix • Enhance community pride and create brand • New community spaces
Physical Environment	<ul style="list-style-type: none"> • Road diet near Pleasant Grove and Holmes • Repaving and curb reconstruction • South Side Community Center • Traffic calming/traffic circles • MSU Urban Planning practicum projects 	<ul style="list-style-type: none"> • Create community gathering spaces • Improve business facades • Vacancies along commercial corridors • Rehab Logan Center • Improve commercial parking lot conditions
Youth	<ul style="list-style-type: none"> • Youth sports leagues • Family fair with youth resources 	<ul style="list-style-type: none"> • Additional/ongoing teen programming • Music/performing arts space

In addition, the Leadership Team was asked to identify the primary assets and challenges within the Southwest Lansing community. Figures 5 and 6 include summaries of the items discussed.

Figure 5: Community Challenges

Community Challenges
Lack of after school programs
Perception of the area as "high crime"
Auto-oriented development and neighborhoods with curvilinear street design
Limited walkability and bikability
Strip malls instead of traditional urban development
Unappealing intersections and corridors
Lack of community convening areas
Lack of commercial property maintenance from owners
Negative geographic area and branding perception issues of being on the "Southside"

Figure 6: Community Assets

Community Assets
Citizens with a vested interest in strengthening the community
Strong, multi-generational residents
Faith-based leadership, with close to 100 faith-based organizations
High quality townhomes
Large number of parks
Active neighborhood / community groups
Strong interest in small business development
Vacant land for potential development
Branding opportunity for identity establishment

The Leadership Team’s feedback on past plans and identification of assets and challenges helped set the stage for engagement of the community members and implementation partners. Additional support providing input regarding the agenda, logistics, structure, and communications and outreach process for Community Workshops and implementation partner engagement were instrumental in the collection of robust feedback.

Phase 2: Gathering Community Input

Through a series of two Southwest Lansing Community Workshops and a meeting with potential implementation partners, approximately 150 citizens, residents, and community leaders provided input on community needs, prioritized projects, and generated ideas on roles and funding for implementing projects.

Community meetings were open to the public, and heavily promoted by the Southwest Lansing Leadership Team through social media, flyers, at places of worship and neighborhood meetings. This effort resulted in substantial community engagement, which was a critical driver in developing this Plan’s recommendations and priorities.

Figure 7: Community Workshop



Through a variety of methods, community members were asked to provide input on the following:

- 1) Types of businesses needed in Southwest Lansing and where they should be located
- 2) Intersections and corridors that would benefit from redevelopment and revitalization
- 3) How they would improve perceptions of Southwest Lansing
- 4) Types of events that would benefit the community
- 5) Feasibility of key projects

Figure 8: Resident Engagement



Business Types and Locations

Community members were asked what types of businesses should be located within the Southwest Lansing community. The most common responses included:

- **Food:** Coffee, ice cream, and restaurants
- **Recreation:** Laser tag, mini golf, and family entertainment
- **Services:** Medical, printing, pet care, and senior assistance
- **Retail:** Hardware, boutique shopping, clothing, bicycle store
- **Other:** Reduce medical marijuana facilities, build a business incubator and/or kitchen incubator, and light manufacturing

Community members were also asked to complete a mapping exercise to identify locations for business establishment and/or redevelopment. Green dots indicated the areas attendees felt were best suited for businesses (see Figure 9). Blue dots indicated the areas that would benefit most from redevelopment in general. There were commonalities amongst responses for both questions, including:

- Major corridors such as Waverly, MLK, Jolly, and Pleasant Grove
- At major intersections such as Pleasant Grove and Holmes, Holmes and MLK, and Waverly and Jolly
- The area with the most responses was the intersection of Holmes and MLK

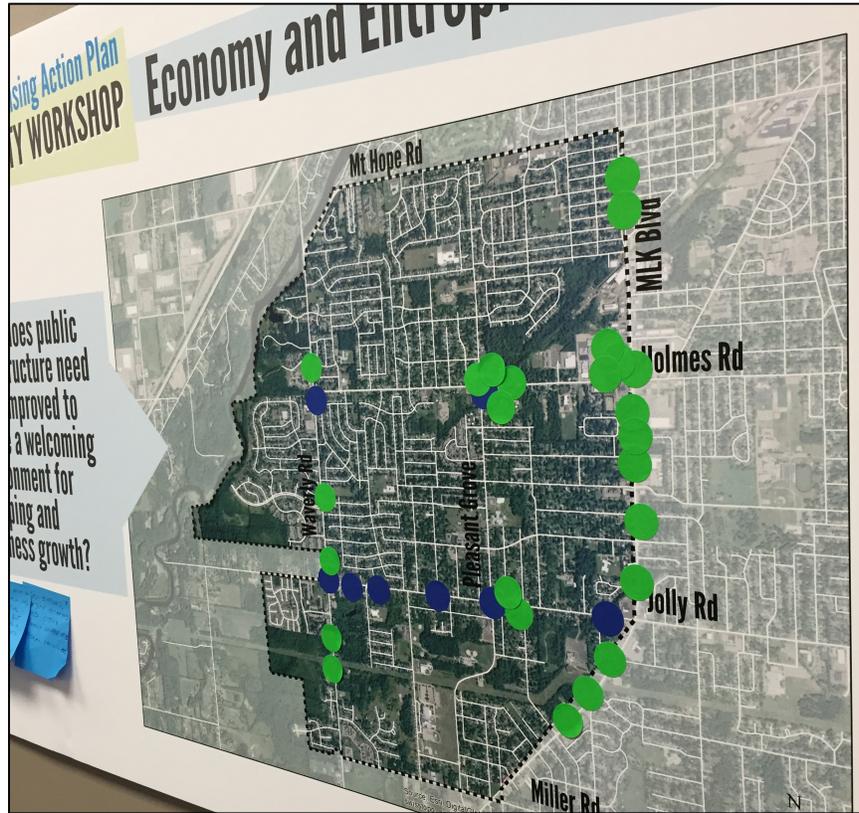
Figure 9: Redevelopment Mapping Exercise



Public and Commercial Infrastructure

Community members were asked to complete a mapping exercise to indicate where public infrastructure needs to be improved to create an environment conducive to commercial growth using both blue and green dots (see Figure 10).

Figure 10: Public Infrastructure Mapping Exercise



Attendees were asked to provide targeted ideas and recommendations for improving key nodes of the community that are areas of opportunity. The primary focus area was Pleasant Grove and Holmes, with additional feedback sought for Holmes and MLK; Pleasant Grove and Jolly; and Waverly and Jolly. A summary of responses is provided in Figure 11.

Figure 11: Key Node Improvements

Node	Improvement
Pleasant Grove and Holmes	<ul style="list-style-type: none"> • Blight removal, façade improvement, improve signage, and integrate green space or landscaping • Public art installation • Parking lot repair, install LED lighting, and improve sidewalks • Reduce loitering at this intersection and engage with property owners to improve storefronts
Holmes and MLK	Mixed use buildings, more greenspace, signage on light poles to identify “Southwest Lansing”, and a mix of small international restaurants with large anchors
Pleasant Grove and Jolly	<ul style="list-style-type: none"> • Demolish or rehabilitate building on northwest corner of intersection • Utilize vacant lot on southwest corner of intersection
Waverly and Jolly	Improve curb appeal and fill empty retail spaces with restaurants

Community Invigoration

Community members were also asked to identify attributes they wish were more commonly known about the character of Southwest Lansing, as well as opportunities for enhancing the area’s unique qualities through events. Participants described Southwest Lansing as a strong community with a rich history, comprised of culturally diverse neighborhoods and friendly people. They also indicated that outside perception of the community is unfairly influenced by the under-served major corridors.

Community members identified event ideas that could be hosted in Southwest Lansing to capitalize on the unique character of Southwest Lansing, including the following:

- International and refugee focused events to build relationships amongst the diverse residents of the community
- Concerts and/or movies in parks such as Ingham Park
- Car shows, block parties, and art festivals
- Annual event hosted by a partnership of many Southwest Lansing faith-based organizations

Phase 3: Refining Project Ideas

With the assistance of the Southwest Lansing Leadership Team, Kuntzsch Solutions compiled responses from Phase 1: Establishing Current Efforts, Assets, and Challenges and Phase 2: Gathering Input to establish a broad list of project ideas to be vetted with potential implementation partners and community members. Implementation partners included representatives from organizations that have the potential to help leverage resources and existing programs to ensure feasible projects are actually implemented. Implementation partners provided ideas for how their organizations might be engaged to implement selected projects, as provided in Figure 12.

Figure 12: Implementation Partners

Implementation Partner	Response
Fifth Third Bank	Charitable giving, with a focus on refugees and prisoner re-entry
City of Lansing	Housing rehabilitation and zoning support
Ingham County	Invest Health Partnership
Summer Place Townhomes	Supportive services
City of Lansing Financial Empowerment Center	Youth employment, financial coaching services
Arts Council of Greater Lansing	Creative collaboration and placemaking
LEAP	Incubator support/entrepreneurial support
Ingham County Land Bank	Non-residential property along corridors

The Leadership Team, implementation partners, and community members were asked to work together to evaluate the list of project ideas. The projects were divided into categories, including business attraction, retention, and entrepreneurship; events and outreach; physical environment; regulations and code enforcement; and support services. Participants completed a worksheet asking the following questions within each of these categories:

- Which of these projects are the most feasible?
- What partners/existing efforts can be leveraged?
- What resources are available and what gaps are there?
- What is a rough timeline and how much might these projects cost?

This process ultimately resulted in the crafting of the three priorities outlined in the following Priority Initiative Recommendations section.

PRIORITY INITIATIVE RECOMMENDATIONS

This Action Plan provides recommendations within three priority initiatives:

- 1) Public and Commercial Infrastructure Revitalization and Beautification
- 2) Business Revitalization
- 3) Community Invigoration

These initiatives are focused on the Southwest Lansing community as defined in this plan (see Figure 1) with specific recommendations for the Pleasant Groves and Holmes intersection Focus Area (see Figure 2). However, while the project area and focus area serve as a basis for this Action Plan, these boundaries are not meant to be limiting. In fact, the hope is that the three priority initiatives will also positively impact neighboring South Lansing communities, benefitting nearby businesses and residents.

Of special note, community partners including LEAP, Ingham County Health Department, and Sparrow Health System have committed to funding key projects at the Pleasant Grove and Holmes intersection. Through the support of an Invest Health Grant from the Robert Wood Johnson Foundation, these partners will focus funding towards key projects at this intersection that have the potential to greatly impact public health. Activities under the Invest Health grant are already under way, including visitation of the school located at Pleasant Grove and Holmes, discussion around improving the physical infrastructure at the intersection, and plans for leveraging this funding with additional support from the MEDC and a Patronicity campaign.

An advisory group of community leaders and stakeholders, referenced here as the **Southwest Lansing Action Committee**, will oversee implementation.

Initiative #1: Public and Commercial Infrastructure Revitalization and Beautification

Southwest Lansing is historically under-funded and underserved in development and maintenance of public infrastructure and commercial buildings. Retail spaces remain unoccupied along key commercial corridors and at important and well-traveled intersections, failing to reflect the nearby, thriving residential neighborhoods and meet residents' needs for goods and services. Travelers quickly pass through the Pleasant Grove and Holmes intersection, with little incentive to stop and enjoy the community's retail and service amenities. New businesses are not incented to locate there, and existing businesses struggle to attract and retain customers.

Southwest Lansing's first priority will be to set the stage for commercial opportunity in the community by focusing on public and commercial infrastructure development and beautification. Specifically, improvements at the Pleasant Grove and Holmes intersection will be accomplished through public infrastructure improvements, building and vacant land inventories, and implementation of beautification activities. The following provides recommended actions for each of these activities, and a timeline is provided in Figure 13.

Public Infrastructure Improvement

The Southwest Lansing Action Committee will work with the City of Lansing to prioritize public infrastructure repairs and improvements near the Pleasant Grove and Holmes intersection. These improvements should include:

- Street repair to minimize potholes and ensure clear lane lines
- Curb repair
- Repairing cracked and undulating sidewalks
- Increasing lighting at key intersections
- Streetscape beautification

Vacant Land and Building Inventory

The Southwest Lansing Action Committee will work with LEAP and the Ingham County Land Bank to lead a focused effort to inventory vacant land and buildings near the Pleasant Grove and Holmes intersection. From this inventory, the Southwest Lansing Action Committee will work with the Land Bank to develop and implement a plan for acquisition and disposition of this land.

Structural and Façade Improvements

Members of the Southwest Lansing Action Committee will work with LEAP to assess the quality of each commercial building located near the Pleasant Grove and Holmes intersection. Once the assessment is complete, the Committee will communicate with building owners to discuss opportunities for structural and façade improvements, as well as funding through façade grants.

A portion of the Invest Health grant will also be allocated towards an economic analysis of the school building located at the intersection, which was recently purchased by nearby church Tabernacle of David. The economic analysis will include a plan for rehabilitation of the building as well as recommendations for usage of the space.

Beautification

The Southwest Lansing Action Committee will drive efforts for beautification at the Pleasant Grove and Holmes intersection. A subcommittee will be convened to lead the community in one or more applications for public art near Pleasant Grove and Holmes, including LEAP's Public Art grant program and the City of Lansing's Impact Grant program. The subcommittee will also lead the development of applications, selection of artists, and oversee installation of art.

To further beautify the area, the Southwest Lansing Action Committee will work to identify opportunities for streetscapes, wayfinding, enhanced lighting, and ongoing cleanup, including community clean up days, of the Pleasant Grove and Holmes intersection. If deemed necessary, a subcommittee will develop and issue bids for wayfinding and streetscapes, which will be funded through Invest Health, Patronicity, and MEDC. Volunteers, led by faith-based organizations currently servicing the community, will be gathered to provide cleanup efforts.

Figure 13 provides an overview of tasks relative to this initiative.

Figure 13: Public and Commercial Infrastructure Revitalization and Beautification Timeline

Task	2016	2017				2018			
	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Discuss Infrastructure Improvements with City									
City Implements Infrastructure Improvements									
Conduct Vacant Land and Building Inventory									
Develop Plan for Property Acquisition/Disposition									
Assess Commercial Building Quality									
Conduct Economic Analysis of School									
Develop and Issue RFP for Streetscaping and Wayfinding									
Implement Streetscaping and Wayfinding									
Conduct Volunteer Clean up Efforts									
Apply for Public Art Grants									

Initiative #2: Business Revitalization

LEAP will lead business revitalization efforts in Southwest Lansing, taking critical steps to retain current businesses that complement the needs of the surrounding community, attract existing businesses to Southwest Lansing to fill in service and retail gaps, and provide educational resources and events to a growing and diverse community of entrepreneurs. The following provides recommendations for action steps in each of these areas, and a timeline is provided in Figure 14.

Business Retention and Attraction

The Southwest Lansing Action Committee, with LEAP’s support, will take concerted efforts to retain and attract businesses in Southwest Lansing. Specifically, LEAP will lead the development of strategies for business retention and attraction in Southwest Lansing, with a specific focus on the Pleasant Grove and Holmes intersection. Using a survey of existing businesses conducted in support of this Action Plan by the South Lansing Community Development Association as well as further interviews, LEAP will identify opportunities for technical assistance and additional resources for existing business owners, including opportunities for financing.

The Southwest Lansing Action Committee, with LEAP’s support, will also lead the charge in promoting the Pleasant Grove and Holmes intersection and other key commercial corridors in Southwest Lansing as site opportunities for businesses. This effort will be closely tied with the community identity and public relations plan outlined under “Community Invigoration.” LEAP will lead the community in attracting businesses to fill gaps in goods and services, as defined by community input and the market analysis executed as a part of this Action Plan.

Entrepreneurship Programming

There is a growing and diverse community of entrepreneurs in Southwest Lansing, including longtime residents, new entrepreneurs, and refugees. Community members have wholeheartedly expressed a desire for entrepreneurship programming, including pitch sessions, roundtables, and a dedicated business incubator.

LEAP will respond to this demand by working with community leaders to validate community entrepreneurship needs. From there, LEAP will develop a schedule for entrepreneurship events and programming, to include pitch sessions, roundtables, and additional training. Where appropriate, LEAP will partner with MSU to supplement programming, and work with

community stakeholders such as the Southside Community Coalition, Tabernacle of David, and others to support event space and promotion.

LEAP will also work with the Invest Health team to analyze the potential for entrepreneurship space at the school at Pleasant Grove and Holmes, as part of the planned economic assessment for the building.

Figure 14 provides a timeline of tasks relative to the Business Revitalization initiative.

Figure 14: Business Revitalization Timeline

Task	2016	2017				2018			
	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Refine Business Needs for Technical Assistance and Resources									
Validate Gaps in Goods and Services									
Develop Entrepreneurship Event Schedule									
Implement Entrepreneurship Event Schedule									
Analyze Potential for Entrepreneurship Programming Space at School									

Initiative #3: Community Invigoration

To complement efforts to improve public infrastructure, beautify commercial centers, and improve the business climate for existing and new businesses and entrepreneurs, the Southwest Lansing Action Committee will lead activities that will enhance current efforts to demonstrate Southwest Lansing as a desirable place to live, visit, and locate a business. These activities will further establish a sense of place in Southwest Lansing and bring community members together around programming and events. The following provides an overview of key tasks, and a timeline is provided in Figure 15.

Community Identity

The residents and business owners in Southwest Lansing are proud of their community. Each neighborhood is unique, and each commercial corridor brings a host of opportunities for growth. However, the collection of neighborhoods that make up Southwest Lansing are challenged with overcoming negative perceptions. As such, the community has identified a need for developing and implementing a community branding and public relations plan.

A subcommittee of the Southwest Lansing Action Committee would lead the process for developing a brand, and long-term implementation plan that would be tied to other efforts like LEAP’s business promotion efforts, arts grants, events, and beautification efforts. The plan should include recommendations that will ultimately establish Southwest Lansing as a well-defined community, comparable to REO Town and Old Town. The plan will include action steps for Southwest Lansing branding, promotion, and signage throughout the area.

Community Programming and Events

Community programming and events have grown significantly over the past decade, including the pool, gym and sports programs at the South Side Community Center, the expansion of trails and pathways at Benjamin Davis Park and through the Lansing River Trail, and increased numbers of community gardens, hoop houses, and farmers’ markets. However, the Southwest Lansing community has voiced a great demand for community programming and events, particularly for seniors, youth, and refugees.

The community is interested in finding opportunities to align with other faith-based organizations and initiatives in South Lansing, to implement community service activities. Tabernacle of David and other churches in the community will work to identify these on-going faith-based initiatives, review Action Plan recommendations, and identify opportunities to share resources to fill gaps in need.

The Southwest Lansing Action Committee, supported by the faith-based network, neighborhood associations, community organizations, and engaged residents, will implement the following objectives:

- Sponsor **locations for youth to showcase skills**, such as a music recording and dance studio
- Work with Lansing Parks and Recreation to locate more **movies and concerts in the park** in Southwest Lansing
- Host international/refugee-focused cultural events and festivals
- **Provide assistance to seniors**, such as lawn mowing, snow shoveling, painting, etc.

In particular, the Southwest Lansing community has identified the need for additional recreational facilities. LEAP will work with the South Side Community Coalition to develop a soccer field on land the organization recently acquired behind its building on Holmes Road. This soccer field will be modeled after the highly utilized Beacon Field in downtown Lansing, which has been a particularly important asset for the City’s growing refugee community. Funding for this field may come from parks, MEDC, Patronicity, and other sources to be identified.

Figure 15 provides an overview of tasks relative to the Community Invigoration initiative.

Figure 15: Community Invigoration Timeline

Task	2016	2017				2018			
	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Develop Community Identity and Public Relations Plan									
Implement Community Identity and Public Relations Plan									
Align with Faith-Based Network									
Develop Event Calendar									
Implement Events									
Develop and Implement Youth, Senior, and Refugee Programming									
Cultivate Funding for Soccer Field									
Build Soccer Field									

Coordinating Body

In order to ensure continued efforts towards implementing the priority initiatives in this Action Plan, it is recommended that the **Southwest Lansing Action Committee** as a central coordinating body to oversee implementation. It is recommended that the Southwest Lansing Action Committee use the Allen Neighborhood Center as a model for neighborhood revitalization in an underserved community, providing highly-tailored programs to meet the needs of the community as outlined in this Action Plan. Similarly, the Southwest Lansing Action Committee would serve as the hub of an integrated network of critical projects, calling upon additional stakeholders to provide implementation leadership and support. A role chart demonstrating stakeholder commitments for each of the key projects, as well as funding recommendations, is provided in Figure 16.

Figure 16: Roles and Funding

Task	Lead	Implementation Partner	Funding
Infrastructure Improvements	Southwest Lansing Action Committee	City of Lansing, Board of Water and Light	Invest Health, MEDC, Patronicity
Vacant Land and Building Inventory, Property Acquisitions	Southwest Lansing Action Committee	Ingham County Land Bank, City of Lansing, Business Owners, LEAP	Ingham County Land Bank, City of Lansing, Michigan State Housing Development Authority
Structural and Façade Assessment and Improvements	Southwest Lansing Action Committee	Business Owners, Ingham County Land Bank, City of Lansing	Ingham County Land Bank, City of Lansing
Beautification, Streetscaping, Wayfinding, and Cleanup Efforts	Southwest Lansing Action Committee	Community members, neighborhood schools, neighborhood organizations, volunteers, streetscaping and wayfinding vendors	Invest Health, MEDC, Patronicity, In-kind from partners, volunteer efforts, fundraising campaigns
Business Retention and Attraction and Promotion Efforts	LEAP	Business Owners, Southwest Lansing Action Committee, PR Firm	LEAP, Invest Health, MEDC, Patronicity
Economic Analysis of School	LEAP	Tabernacle of David, Invest Health Partnership	Invest Health, MEDC, Patronicity
Entrepreneurship Events	LEAP	Entrepreneurs, Tabernacle of David, Southside Community Coalition	LEAP, In-kind from Partners
Analyze Potential for Incubator	LEAP	Entrepreneurs, Invest Health Partnership	Invest Health, MEDC, Patronicity
Public Relations Plan Development and Implementation	Southwest Lansing Action Committee	Neighborhood organizations and community members	Invest Health, MEDC, Patronicity
Develop/Join Existing Faith-Based Network	Tabernacle of David	Faith-based organizations	In-kind
Develop and Implement Youth, Senior, and Refugee Programming	Southwest Lansing Action Committee	Tabernacle of David	In-kind from partners, private fundraising
Cultivate Funding for and Build Soccer Field	South Side Community Coalition	Southwest Lansing Action Committee	City of Lansing, MEDC, Patronicity, private fundraising

SUMMARY OF MARKET POTENTIAL

Throughout the engagement process, Southwest Lansing Leadership Team members, implementation partners, and community members identified as a key concern the lack of business types to support their neighborhoods. To validate this concern, identify unique business opportunities, and inform priority initiative recommendations, Kuntzsch Solutions conducted an analysis of market potential in Southwest Lansing.

Specifically, this analysis involved a review of the following three significant indicators of market potential:

- **Consumer spending patterns:** On what do residents of Southwest Lansing spend their money, on average?
- **Retail sales surplus and leakage:** What businesses may benefit from locating within Southwest Lansing based on an assessment of existing business sales and consumer spending patterns?
- **Commercial Property Inventory:** What is the existing makeup of businesses located within Southwest Lansing?

An analysis of existing businesses was also conducted by the South Lansing Community Development Association, to enhance understanding of existing businesses in the community and possible gaps.

Consumer Spending Patterns

As consumers, we spend our money on a mix of various goods and services; things such as apparel, transportation, food, gifts, and furniture. While these categories tend to be consistent, the amount of money a given household spends on one category may differ slightly or significantly from another. When analyzed in the aggregate, trends begin to appear in the consumer spending patterns of a specific geographic area compared to others. These unique patterns or trends can be helpful for potential business owners to identify whether or not their business may have more success in one area compared to another.

The consumer spending patterns for Southwest Lansing were analyzed and compared to both the national index as well as the City of Lansing as a whole. In summary, Southwest Lansing households have spending patterns as illustrated in Figures 17-20. A detailed table of consumer spending in Southwest Lansing is provided in Appendix D.

Figure 17: Higher Spending Compared Nationwide

Spend More than National Index
Alcoholic Beverages
Apparel – Infants, Men, and Boys
College Tuition
Toys, Pets, and Playground Equipment
Food – at Home
Gifts
Medical Services
Housewares and Small Appliances
Major Appliances
Housekeeping Supplies
Hair Care Products
Personal Care Services
Reading
Shelter – Other Lodging
Owned Dwelling Costs
Other Transportation Costs
Utilities, Fuels, and Public Services

Figure 18: Higher Spending Compared Citywide

Spend More than Average Lansing Household
Apparel – Men and Boys
Apparel – Services and Accessories
Apparel – Footwear
Entertainment – Fees and Admissions
Medical Supplies
Housewares and Small Appliances
Major Appliances
Personal Care Products and Services
Reading
Shelter – Other Lodging
Owned Dwelling Costs
Other Transportation Costs

Figure 19: Lower Spending Compared Nationwide

Spend Less than National Index
Books, Supplies, Equipment for College
Visual Equipment, Audio Services
Food – Away from Home
Household Furniture
Household Operations
Shelter – Rent
Vehicle Purchase
Public and Other Transportation
Cellular Phone Service

Figure 20: Lower Spending Compared Citywide

Spend Less than Average Lansing Household
Alcoholic Beverages
Apparel – Infants
Books, Supplies, Equipment for College
Sports, Recreation, Exercise Equipment
Gifts
Household Furniture
Hair Care Products
Rent
Cellular Phone Service

Retail Surplus and Leakage

In order to understand potential economic opportunities within the Southwest Lansing community, a retail surplus and leakage analysis was completed. This analysis looked at the spending patterns of Southwest Lansing households and compared them to existing businesses in Southwest Lansing. Businesses were categorized according to North American Industrial Classification System (NAICS) codes.

If the aggregate amount spent by residents of Southwest Lansing was more than the aggregate existing sales of Southwest Lansing businesses in a given category, this was deemed a **leakage**. In essence, a leakage indicates an opportunity for additional Southwest Lansing businesses, based on the spending power of residents of the community. A leakage means that there is a missed opportunity to capture dollars spent by Southwest Lansing residents.

A **surplus** indicates that the aggregate existing sales of Southwest Lansing businesses is more than the amount that Southwest Lansing residents spend in a specific category. This means additional residents outside of Southwest Lansing are spending their money in Southwest Lansing.

Additional detail is provided in Appendix D. In summary, the following unique characteristics were identified in this analysis:

Figure 21: Southwest Lansing Complete Leakage

Southwest Lansing Has No Existing Businesses (Complete Leakage)
Other Motor Vehicle Dealers
Florists
Used Merchandise Stores
Hardware Stores
Outdoor Power Equipment Stores
Nursery and Garden Centers
Convenience Stores
Cosmetics, Beauty Supplies, and Perfume Stores
Optical Goods Stores
Other Health and Personal Care Stores
Children's and Infant's Clothing Stores
Family Clothing Stores
Clothing Accessories Stores
Jewelry Stores
Luggage and Leather Goods Stores
Hobby, Toys, and Games Stores
Sew/Needlework/Piece Goods Stores
Book Stores
News Dealers and Newsstands
Office Supplies and Stationery Stores

Figure 22: Southwest Lansing Leakage

Southwest Lansing Leakage (Money Leaving the Community)
Automotive Dealers
Automotive Parts, Accessories, and Tire Stores
Furniture Stores
Home Furnishing Stores
Specialty Food Stores
Shoe Stores
Department Stores
Other General Merchandise Stores
Radio, Television, and Other Electronics Stores
Household Appliances Stores
Home Centers
Paint and Wallpaper Stores
Other Building Materials Dealers
Supermarkets and Other Grocery
Pharmacies and Drug Stores
Women's Clothing Stores
Musical Instrument and Supplies Stores
Gift, Novelty, and Souvenir Stores
Full-Service Restaurants
Limited-Service Eating Places

Figure 23: Southwest Lansing Surplus

Southwest Lansing Surplus (Money Coming Into the Community)
Beer, Wine, and Liquor Stores
Other Miscellaneous Store Retailers
Special Foodservices
Drinking Places – Alcoholic Beverages
Men's Clothing Stores
Other Clothing Stores
Sporting Goods Stores

APPENDIX A: COMMUNITY CHARACTERISTICS

Five census tracts, 17.03, 36.01, 36.02, 37, and 51, together comprise the majority of the Southwest Lansing Community. These tracts were utilized to complete an assessment of Southwest Lansing’s current population, demographic, and socio-economic characteristics (see Figure 24). The western and northeastern portions of the Southwest Lansing community not covered by these census tracts are within tracts that extend far beyond the borders of the community and were thus not included in this analysis. As such, all figures are to be understood solely as proxies, or estimates, of the characteristics of the Southwest Lansing community.

Figure 24: Census Tracts

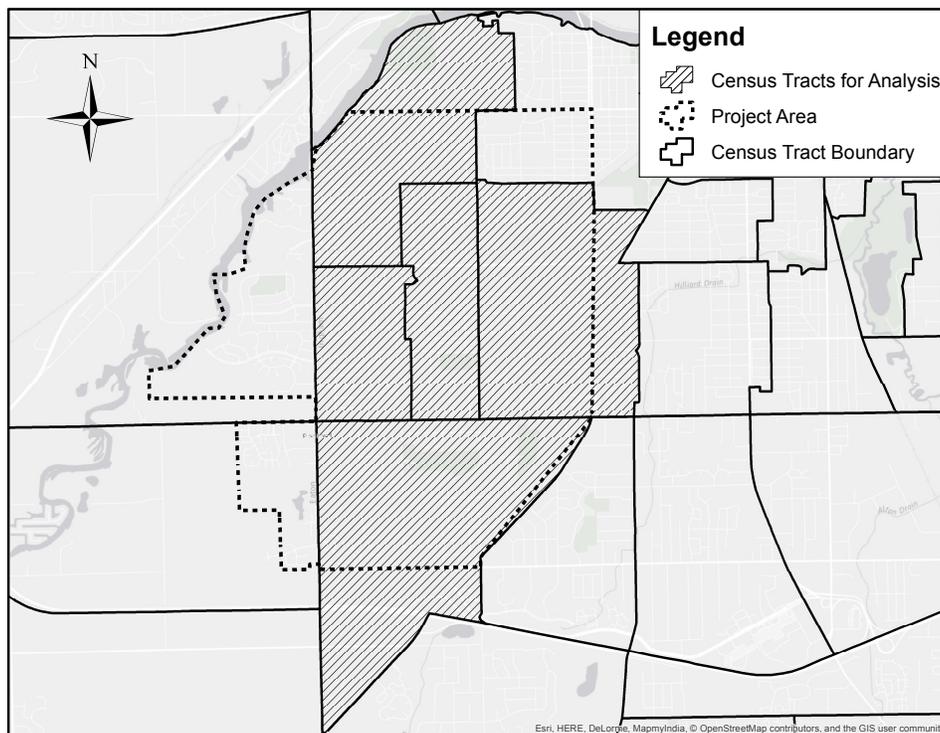


Figure 25 includes basic population characteristics for the Southwest Lansing community compared to the City of Lansing as a whole. Southwest Lansing accounts for just over 20,000 people, or 17.7% of the City’s population and 16.5% of the City’s households.

Figures 26 and 27 illustrate the race and age distribution of Southwest Lansing compared to the City of Lansing. Southwest Lansing is significantly more diverse than the City of Lansing as a whole, with roughly 2/3 of its population being non-white compared to roughly half for the City of Lansing as a whole. Figure 27 shows the age distribution of the population for Southwest Lansing compared to Lansing. Southwest Lansing skews both comparatively younger and older than the City as a whole, with a larger proportion of individuals under age 15 and over age 65.

Figure 25: Population Characteristics

Variable	Southwest Lansing	Lansing
Population 2010	20,303	114,297
Population 2015	20,417	115,543
Density (Pop/Sq. Mile)	3,366	3,155
2010 Households	8,042	48,469
2015 Households	8,061	48,871

Figure 26: Race Distribution

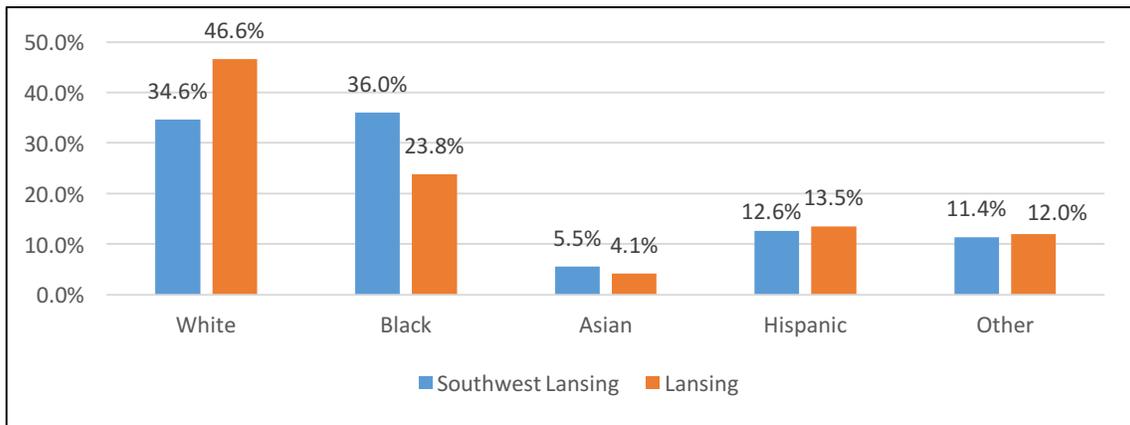


Figure 27: Age Distribution

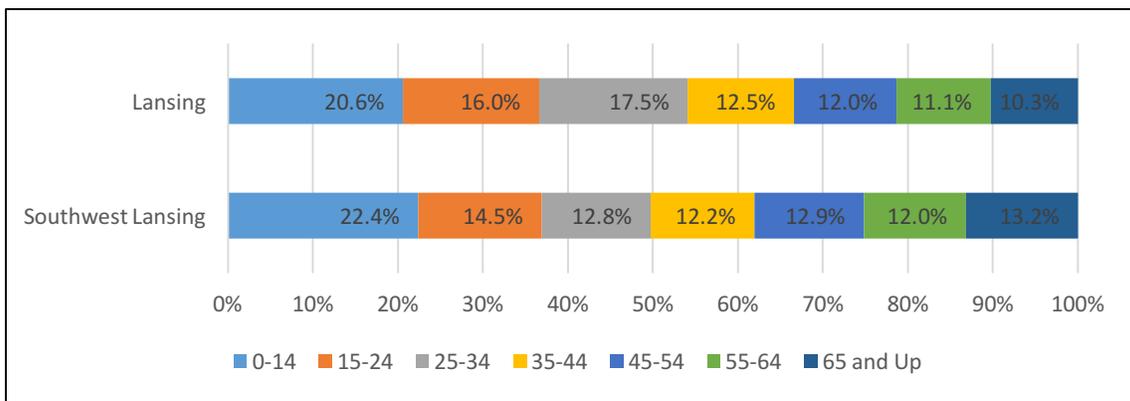


Figure 28 illustrates the educational attainment distribution of Southwest Lansing compared to the City of Lansing. Southwest Lansing lags the City as a whole relative to educational attainment, with roughly 25.1% of the population having received a postsecondary degree, compared with 31.6% for the City. Interestingly, the proportion of individuals who have completed some college but have not received a degree is nearly equivalent in Southwest Lansing and the City as a whole, at just over 29.0%.

Figure 29 highlights the number of housing units within Southwest Lansing as well as the mix of owner-occupied compared to renter-occupied units. Southwest Lansing has a slightly lower proportion of unoccupied housing units, and a significantly higher proportion of owner-occupied units, at 58.4% compared to the City's share of 50.9%.

Figure 28: Educational Attainment

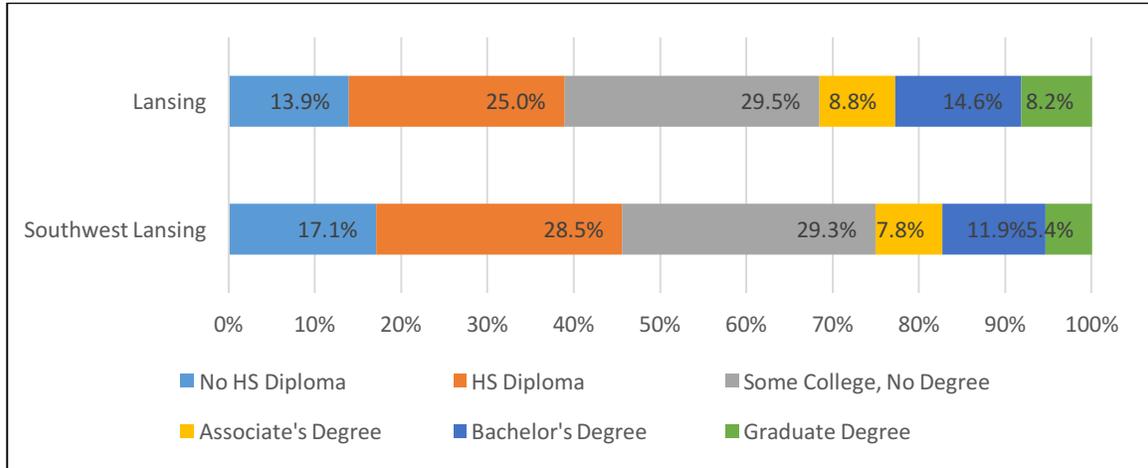


Figure 29: Housing Units

Housing Units	Southwest Lansing		Lansing	
	Units	Percentage	Units	Percentage
Total Housing Units	8,717	-	54,113	-
Occupied	8,061	92.5%	48,871	90.3%
Unoccupied	656	7.5%	5,242	9.7%
Of Occupied Units				
Owner-Occupied	4,704	58.4%	24,877	50.9%
Renter-Occupied	3,357	41.6%	23,995	49.1%

APPENDIX B: COMMUNITY ORGANIZATIONS

An important step in analyzing existing conditions in Southwest Lansing included a review of key organizations, neighborhood groups, and faith-based institutions supporting the community. The following provides an overview of community stakeholders and their programs.

Community Organizations

The **South Lansing Community Development Association** is a community organization focused on creating a strong, healthy, vibrant South Lansing community. The organization's primary projects include the Hawk Island Triathlon, South Lansing Farmers Market, South Lansing Urban Gardens, and Downtown/REO Town super market projects. Priorities include:

- Strengthening pride and attachment to place
- Empowering neighborhood improvement
- Promoting local businesses
- Improving access to healthy foods and nutritional information
- Protecting and enhancing green spaces
- Promoting active living by design
- Increasing understanding of community resources
- Facilitating community dialogue
- Encouraging stakeholder participation
- Collaborating on citywide community development initiatives
- Advocating for policies that promote community and economic growth

Rejuvenating South Lansing is a community organization dedicated to enhancing and supporting South Lansing neighborhoods. In 2015, the group accomplished implementation of a donation bin ordinance to prevent donation bins from becoming unsightly. Current primary issues prioritized by the community group include:

- Rezoning: Opposing the rezoning of 930 West Holmes Road for a self-storage business with possibility retail of truck rental and postal rezoning from "F" Commercial District to "G-2" Wholesale District
- Blight elimination: participates in discussion and decision making regarding use of blight elimination funds to demolish structures in neighborhoods
- Developing and supporting food hot spots

The **South Lansing Business Association** is a membership-based organization focused on the betterment of the City of Lansing with particular emphasis on the South Lansing Area.

The **Kiwanis Club of South Lansing** is involved in several community development projects including feeding community members at the Lansing Parks and Recreation picnic and providing backpacks for the Lansing Rescue Mission, area schools, and food drives.

The **South Side Community Coalition** provides educational programs, job training, life skills, and recreational opportunities for the south side of Lansing. The Coalition runs a community

center that provides the community with a myriad of programs and education opportunities for all ages, including the recent addition of a hoop house and food-related programming.

The **Boys & Girls Club of Lansing** inspires young people across greater Lansing to reach their full potential by providing life-enhancing programs in the following areas:

- Education & Career Development
- Character & Leadership Development
- Sports & Recreation
- Health & Fitness
- The Arts

Neighborhood Organizations

The following identifies neighborhoods surrounding the South Waverly Road and West Jolly Road and Pleasant Grove Road and West Holmes Road intersections:

- Coachlight Neighborhood Association
- Wexford Heights Neighborhood Association
- Lansing – Eaton Neighborhood Organization
- Churchill Downs Community Association
- Lewton Rich Neighborhood Association
- Colonial Village Neighborhood Association

Faith-based Institutions

The following lists places of worship in the entire Southwest Lansing area:

- Berean Baptist Church
- New Hope Church – God in Christ
- New Mount Calvary Baptist Church
- Miller Road Community Church
- Life Changers Christian Center
- Waverly Church of the Nazarene
- Reachout Christian Center Church
- Mask Memorial CME Church
- Maple Grove Baptist Church
- Lansing Church- God in Christ
- Shiloah Baptist Church
- Eliezer Temple Church
- Assembly of God Calvary
- Immanuel's Temple Community Church
- Pilgrim Rest Baptist Church
- Covenant Community Church
- Holy Temple Ministries of God
- Galilee Baptist Church
- Faith United Methodist Church
- Trinity AME Church
- Tabernacle of David Church-God
- Redeemer Lutheran Church Elca
- Immanuel Baptist Church

- Tithe Missionary Baptist Church
- New Jerusalem Church
- Friendship Baptist Church
- Grace United Methodist Church
- New Home Missionary Baptist Church
- Mayflower Congregational Church
- Colonial Village Baptist Church

APPENDIX C: PAST PLANNING EFFORTS

South Lansing Community Action Plan, 2001

The South Lansing Community Action Plan was completed as part of the Ingham County Community Voices Grant funded by the W.K. Kellogg Foundation and Ingham Regional Medical Center. The Plan is a culmination of over 200 interviews, a focus group of South Lansing business leaders, over 200 participants at a Community Health Summit, at over 80 participants in four “action plan work teams.” The strategies and goals in the Plan are centered around four priority areas; Personal Health and Well-Being, Strengthening Community, Improving the Physical Environment, and Improving the Quality of Life for Young People.

Personal Health and Well-Being

- Goal #1: Increase the awareness and use of existing physical and mental health services
- Goal #2: Increase the availability and use of preventative and primary health care
- Goal #3: Reduce external barriers to fully realizing one’s health and well-being
- Goal #4: Motivate and inspire people to move in the direction of their health and well-being. Reduce the internal barriers to realizing one’s health and well-being

Strengthening Community

- Goal #1: Implement strategies that will strengthen neighborhoods in South Lansing
- Goal #2: Increase and maintain homeownership in South Lansing
- Goal #3: Develop a shared community vision of South Lansing

Physical Environment

- Goal #1: Improve the physical environment of South Lansing neighborhoods
- Goal #2: Improve the physical environment of South Lansing businesses
- Goal #3: Beautify and restore major city streets in South Lansing
- Goal #4: Identify and promote the historical significance of South Lansing
- Goal #5: Establish a neighborhood organization in the Old Everett District

Improving the Quality of Life for Young People

- Goal #1: Implement strategies that will help youth and their families access information about the resources, activities, and opportunities that are available to them
- Goal #2: Encourage or motivate kids and parents to engage in their own life and with the resources available to them
- Goal #3: Develop new opportunities for middle and high school aged youth that foster healthy kids and safer communities
- Goal #4: Work to change State of Michigan law about the age at which a child can legally withdraw from school in order to increase the number of youth graduating from high school
- Goal #5: Listen to the voice of South Lansing’s youth and respond to their wisdom by helping to implement strategies they identify as helpful to improving the quality of life for young people

A Revitalization Study of Three Southwest Lansing Intersections, 2005

This project was a research study completed by the South Lansing Community Development Association and a team of Michigan State University (MSU) Urban and Regional Planning students through their practicum course in partnership with the Lansing Economic Development Corporation (LEDC).

Aesthetic Recommendations

- Improve walkability of community by repairing cracked and undulating sidewalks, roadways, and increasing lighting at intersections
- Façade improvements and redevelopment of vacant properties

Economic Recommendations

- Potential and practical uses include full-service restaurants, clothing stores, and electronics and appliance stores

SWOT Analysis

- **Strengths:** Strong community, quality religious organizations and community groups, good housing conditions
- **Weaknesses:** Need for attractive businesses and façade improvement, lack of full-service restaurants, high retail vacancy rates
- **Opportunities:** Economic expansion of area, demand for certain business types
- **Threats:** Blight of homes and buildings near key intersections and continued regional economic decline

South Lansing Economic Development Plan, 2009

The South Lansing Economic Development Plan was completed in 2009 by the LEDC. This Plan includes an overview of key areas within South Lansing and outlines short-term and long-term action steps. Key elements of the Plan are summarized here.

Development Strengths

- Major high traffic thoroughfares
- Accessibility to interstate system
- Active neighborhood groups
- Lansing's strongest retail corridors
- Strong industrial sector

Development Obstacles

- Lack of traditional town center
- Lack of historic structures
- Fragmented development patterns
- Unfriendly pedestrian atmosphere

Short-Term Strategies

- Active involvement within the business community
 - Engagement of business and community development associations
 - South Lansing business retention program

- Exploration of additional commercial associations to discuss topics such as streetscape/beautification, economic restructuring, design guidelines, and brand development
- Implementation of commercial code enforcement
- Proactive use of state and local incentives
 - Introduce Corridor Improvement Act
 - Explore implementation of Business Improvement Zones
 - Proactively clean and prepare brownfield sites

Long-Term Strategies

- Emphasize good news
- Complete market studies
- Work to ensure completion of the I-96 interchange, Pennsylvania Avenue, American Road, Cedar Street, and Edgewood Boulevard (IPACE) project
- Retain and encourage growth of existing companies

Commercial Market Analysis: South Lansing, 2009

The Commercial Market Analysis for South Lansing was completed in 2009 by the Anderson Economic Group and was commissioned by the LEDC. This project relied upon public outreach, an online survey, an analysis of community characteristics, a field assessment of South Lansing's major corridors and intersections, a transportation analysis, an analysis of office spaces in the area, and a retail supply and demand analysis. Key findings are summarized below.

Community Engagement

- There is a need for beautification of major corridors, reuse or demolition of vacant buildings, improved building maintenance, road and sidewalk repair, and traffic calming
- Business focus group participants indicated they would invest in mid- to high-end restaurants, 'fresh' fast-food restaurants, home improvement and furnishing stores, grocery and specialty food stores, and entertainment venues in South Lansing
- Survey respondents that were residents of South Lansing indicated a satisfaction of grocery and produce offerings, office supplies stores, and fast-food, but a dissatisfaction with the quality and availability of fine-dining and upscale restaurants, apparel and shoe stores, salons and spas, and sporting goods and book stores

Market Supply and Demand

- There is a conservative implied supply and demand gap of roughly 865,000 square feet of retail space in South Lansing for 2010 that largely consists of general merchandise, amusement, gambling, recreation, performing arts, spectator sports, and related industries

Recommendations

- Develop strategies for addressing vacant properties that are in poor repair or aesthetically unpleasant
- Regularly and strongly enforce codes, such as sign regulations, mitigation of nuisances, and regulation of pawn shops to encourage better property maintenance and desirable business practices
- Use roadway classifications and overlay zoning to better align land uses along main corridors such as Pennsylvania, MLK, Cedar, and Waverly

- Promote the establishment of corridor or business improvement districts in South Lansing as a means of bringing the business community together
- Focus economic development and business attraction and retention of industries that can leverage South Lansing's unique assets (e.g., professional service firms can benefit from proximity to many of Michigan's metro areas)
- Make pedestrian and bicyclist friendly transportation improvements to facilitate non-motorized movement throughout the community
- Use roundabouts to improve intersection traffic flow and safety
- Adopt smart parking guidelines to mitigate large and underused parking lots and to discourage any future developments with over parking
- Create additional community space and third places by adding pocket parks, enhancing green spaces, and providing places to facilitate community gatherings and family activities

Colonial Village Revitalization Project and Market Study, 2011

The Colonial Village Revitalization Project was a business recruitment effort aimed at getting a grocery store or other tenant to locate in the former L&L Food Centers location at the Colonial Village Shopping Center along Mount Hope and Boston Roads on the north end of the Southwest Lansing Community. This process included targeted engagement of community stakeholders, surveys, and a market study of consumer habits and preferences around this area. This project resulted in a Valu Land grocery store being located in the vacant space and bloomed into an ongoing and large-scale community engagement effort.

Design Lansing Comprehensive Plan, 2012

The Design Lansing Comprehensive Plan is the document that outlines the vision for future development within the City of Lansing as a whole. Design Lansing contains a mix of long-range goals, objectives, strategies and recommendations that lay the foundation for implementation. Design Lansing contains information about the future of Southwest Lansing relative to economic development, transportation, and strengthening neighborhoods.

Excerpts of relevance from the Design Lansing Plan are included here:

- **Placemaking Challenges:** Residential areas, especially in the southern portion of the City, lack neighborhood-serving retail and services, are automobile dependent, and have no clear focal point for community activity and identity
- **Community Scale:** The Master Plan recommends restructuring of major shopping centers, including the Logan Square area at Holmes Road and Jolly Road. Restructuring should create new community-scale mixed-use centers with larger footprint retail anchors, along with smaller shops, restaurants, and services. Parking should be located in the back of the buildings and on the edges of blocks. High-density housing and non-retail anchors could include office buildings, light industrial uses, satellite community college campuses and/or outpatient facilities. These areas should reach a maximum height of 4-6 stories.
 - **South Cedar Street and Jolly Road** is also a location for new community-scale mixed-use development
- **District Scale:** Enhance mix and urban design quality of traditional centers. REO Town is among the existing District Scale areas and South Cedar is an additional proposed mixed-use district
- **Neighborhood Scale:** Mixed-use convenience centers intended to serve a smaller population base and provide neighborhoods with retail and services that meet daily needs within walking distance to as many neighborhoods as possible

- Waverly and Jolly, Waverly and Holmes, Holmes and Pleasant Grove, Pleasant Grove and Jolly, and Mount Hope and Pleasant Grove are all proposed neighborhood scale areas
- **Strengthen Existing Neighborhoods Objective:** Continue to target the use of neighborhood improvement funds (for housing acquisition, demolition, rehabilitation, and infill) in established areas, including Southwest Lansing
- **MLK/Logan Center:** Synchronize improvements with proposed redevelopment; improve streetscape with lighting signals, street trees, wayfinding, pedestrian amenities, and more frequent bus service
- **South MLK Corridor:** Implement access management to reduce crash potential and provide additional opportunity for landscaping and consolidated signage, lighting, signals, street trees, and wayfinding

Visioning the South Cedar Corridor, 2014

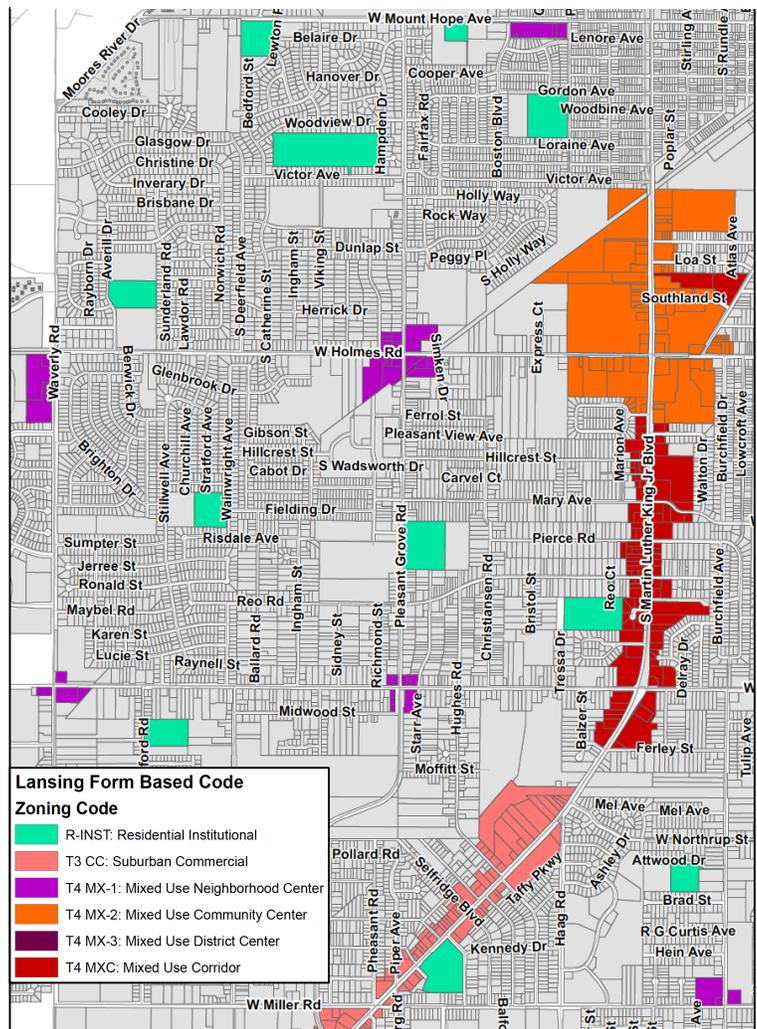
Visioning the South Cedar Corridor is a form-based code study that built off the Design Lansing Comprehensive Plan. The study was completed by a team of MSU Urban and Regional Planning students through their practicum course in partnership with the City of Lansing. The team conducted an analysis of the current conditions of the South Cedar study area and outlined a number of recommendations that would benefit

the City's potential implementation of form-based code into key nodes and corridors along South Cedar.

Short-Term Recommendations

- Capital Area Transportation Authority (CATA) conducts a ridership study to better ascertain travel patterns and commuter usage of Route 5 along South Cedar
- Perform walkability and alternative transportation infrastructure survey to better understand the potential for pedestrian accessibility
- Initiate discussions with Michigan Department of Transportation (MDOT) to establish framework for form-based code implementation options
- In order to tackle vacancy issues contributing to distress, promote programs that incentivize investment, while preserving any existing form-based code features
- Consider establishing a corridor improvement authority, specifically for the South Cedar corridor, comprised of business owners and local stakeholders

Figure 30: Form-Based Code



Long-Term Recommendations

- Draft development plan that further analyzes parking coverage along South Cedar and parcels that should be prioritized for potential infill in the future
- Collaborate with the Ingham County Land Bank in securing parcels over time to ensure future development aligns with form-based code while preserving existing features

City of Lansing Form-Based Code, 2016

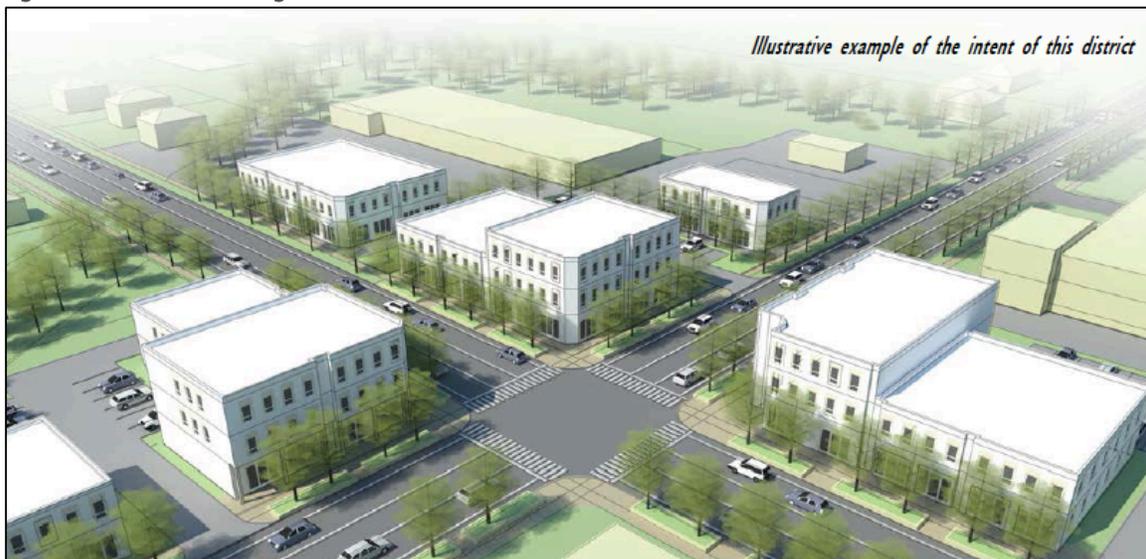
The City of Lansing has been working over recent years to update its zoning ordinance to regulate uses and form of development as outlined in the Design Lansing Plan. Specifically, Lansing is working to implement form-based code, which is a newer zoning approach that focuses more on the physical form of a building and its relationship to the street and nearby properties. Form-based codes allow for a greater diversity and mixing of land uses while maintaining a desired character and feel of an area. For the time-being, only major nodes, districts, intersections, and corridors have been categorized under the new form-based code regulations, including a few areas of Southwest Lansing (see Figure 30).

Mixed-Use Neighborhood Center (T4 MX-1)

Applies to the Pleasant Grove and Holmes intersection, Jolly and Holmes intersection, parcels on the southwest corner of Waverly and Holmes, and the Waverly and Jolly intersection.

The purpose of this district is to provide for a vertical and horizontal mix of uses, typically with retail or commercial space on the ground floor and office or residential uses on upper floors. Development is characterized by buildings located closer to the street to promote walking and biking, and to create a character that is more “place” based than auto-oriented. Development in this district needs to be appropriately scaled to adjacent residential areas.

Figure 31: Mixed-Use Neighborhood Center



Mixed-Use Community Center (T4 MX-2)

Applies to the intersection of Holmes and MLK and immediately surrounding area. The intent of this district is to provide for a horizontal and vertical mix of uses, typically with retail or commercial space on the ground floor and office or residential uses on upper floors. Development is characterized by buildings located closer to the street to promote walking

and biking, and to create a character that is more “place” based than auto-oriented. Taller buildings and less required parking are allowed in this district to create the density needed to support the urban places within the district. Development in this district needs to maintain a consistency in character and form with adjacent sites to create the type of neighborhood centers desired.

Figure 32: Mixed-Use Community Center



Mixed-Use Corridor (T4 MXC)

Applies to the parcels along the MLK corridor south of Holmes and north of Ferley Street. The intent of this district is to provide for a vertical and horizontal mix of uses, typically with retail or commercial space on the ground floor and office or residential uses on upper floors. Development is characterized by buildings located closer to the street to promote walking and biking, and to create a character that is more “place” based than auto-oriented.

However, in recognition of the Arterial and Suburban corridors that dominate the district frontages, this district is likely to contain some single-use buildings, so some variation in development is expected.

Figure 33: Mixed-Use Corridor



Residential Institutional (R-INST)

Applies to a handful of larger parcels within the Southwest Lansing Community. The intent of this district is to promote the appropriate reuse or redevelopment of former institutional sites that is compatible in scale and intensity with the previous use or character of the area; minimize impacts on and ensure proper transitions from taller buildings and more intense uses to adjoining residential neighborhoods and less intense uses; provide for recreational, pedestrian, and open space needs that may be displaced by redevelopment of vacant institutional sites; and regulate building height and require appropriate landscaping and screening to achieve appropriate scale along streetscapes and ensure proper transition to nearby residential neighborhoods.

Figure 34: Residential Institutional



APPENDIX D: MARKET POTENTIAL ANALYSIS

Figure 34: Consumer Spending

Consumer Spending Detail (2015)	2015 Estimate Per Household	% of Total	Southwest Lansing - Index	Lansing - Index
Alcoholic Beverages	\$412	0.9%	109	115
Apparel	\$1,196	2.6%	86	92
Infants	\$71	6.0%	134	168
Men and Boys	\$305	25.5%	109	98
Women and Girls	\$439	36.7%	98	99
Services and Accessories	\$172	14.4%	99	90
Footwear	\$172	14.4%	99	94
Education	\$956	2.1%	98	109
Books, Supplies, Equipment for College	\$36	3.8%	90	109
College Tuition	\$691	72.2%	108	109
Entertainment	\$2,280	5.0%	107	108
Fees and Admissions	\$529	23.2%	102	87
Sports, Recreation, Exercise Equipment	\$116	5.1%	96	118
Toys, Pets and Playground Equip	\$600	26.3%	111	114
Visual Equipment, Audio Services	\$827	36.3%	94	98
Food	\$6,557	14.4%	115	116
Food at home	\$4,543	69.3%	115	116
Food away from home	\$2,014	30.7%	77	75
Gifts	\$1,037	2.3%	116	121
Health Care	\$3,786	8.3%	113	111
Health Care Insurance	\$2,414	63.8%	101	102
Medical Services	\$833	22.0%	106	108
Medical Supplies	\$138	3.6%	100	92
Household Furnishings and Equipment	\$982	2.2%	81	84
Household Furniture	\$204	20.8%	85	93
Housewares and Small Appliances	\$74	7.6%	112	102
Major Appliances	\$151	15.4%	115	98
Household Operations	\$726	5.5%	83	82
Housekeeping Supplies	\$594	4.5%	122	119
Personal Care Products and Services	\$470	1.0%	93	87
Hair Care Products	\$37	7.9%	118	125
Personal Care Services	\$13	2.7%	111	115
Reading	\$102	0.2%	120	108
Shelter	\$7,497	56.3%	93	94
Other Lodging	\$617	8.2%	125	116
Owned Dwelling Costs	\$4,835	64.5%	108	101
Rent	\$1,876	25.0%	78	93
Transportation	\$10,037	22.0%	107	109
Vehicle Purchase	\$2,732	27.2%	90	93
Other Transportation Costs	\$419	4.2%	133	115
Public and Other Transportation	\$359	3.6%	77	80
Vehicle Maintenance, Repair	\$775	7.7%	103	101
Utilities, Fuels and Public Services	\$3,519	26.4%	124	122
Cellular Phone Service	\$695	19.7%	83	89

Source: DemographicsNow, Experian, Alteryx, 2015. Accessed via Michigan eLibrary in 2016

Figure 35: Surplus and Leakage

2015 Annual Retail	NAICS	Aggregate Dollars Spent by Residents	Aggregate Existing Sales by Businesses	Surplus (-) / Leakage (+)
Automotive Dealers	4411	\$22,041,324	\$1,734,370	\$20,306,954
Other Motor Vehicle Dealers	4412	\$1,615,825	\$0	\$1,615,825
Automotive Parts, Accessories, & Tire Stores	4413	\$1,132,485	\$550,000	\$582,485
Furniture Stores	4421	\$1,388,309	\$290,000	\$1,098,309
Home Furnishing Stores	4422	\$878,637	\$182,468	\$696,169
Specialty Food Stores	4452	\$1,071,944	\$280,000	\$791,944
Beer, Wine, & Liquor Stores	4453	\$1,073,664	\$1,508,000	(\$434,336)
Shoe Stores	4482	\$831,636	\$100,000	\$731,636
Department Stores excluding leased depts	4521	\$5,043,299	\$234,387	\$4,808,912
Other General Merchandise Stores	4529	\$14,505,804	\$400,000	\$14,105,804
Florists	4531	\$120,081	\$0	\$120,081
Used Merchandise Stores	4533	\$213,911	\$0	\$213,911
Other Miscellaneous Store Retailers	4539	\$2,078,304	\$13,464,352	(\$11,386,048)
Special Foodservices	7223	\$97,461	\$604,297	(\$506,836)
Drinking Place - Alcoholic Beverages	7224	\$614,836	\$708,000	(\$93,164)
Radio, Television and Other Electronics Stores	443142	\$1,229,696	\$94,265	\$1,135,431
Household Appliances Stores	443141	\$510,943	\$389,000	\$121,943
Home Centers	444110	\$3,256,449	\$100,000	\$3,156,449
Paint and Wallpaper Stores	444120	\$277,609	\$0	\$277,609
Hardware Stores	444130	\$326,948	\$0	\$326,948
Other Building Materials Dealers	444190	\$3,269,583	\$96,224	\$3,173,359
Outdoor Power Equipment Stores	444210	\$103,808	\$0	\$103,808
Nursery and Garden centers	444220	\$703,928	\$0	\$703,928
Supermarkets and Other Grocery (except Convenience) Stores	445110	\$26,411,440	\$2,986,305	\$23,425,135
Convenience Stores	445120	\$1,047,394	\$0	\$1,047,394
Pharmacies and Drug Stores	446110	\$3,509,337	\$0	\$3,509,337
Cosmetics, Beauty Supplies and Perfume Stores	446120	\$143,747	\$0	\$143,747
Optical Goods Stores	446130	\$332,143	\$0	\$332,143
Other Health and Personal Care Stores	446199	\$221,666	\$0	\$221,666
Men's Clothing Stores	448110	\$213,548	\$540,000	(\$326,452)
Women's Clothing Stores	448120	\$777,503	\$586,868	\$190,635
Children's and Infant's Clothing Stores	448130	\$255,311	\$0	\$255,311
Family Clothing Stores	448140	\$1,858,972	\$0	\$1,858,972
Clothing Accessories Stores	448150	\$112,428	\$0	\$112,428
Other Clothing Stores	448190	\$218,705	\$240,000	(\$21,295)
Jewelry Stores	448310	\$345,329	\$0	\$345,329
Luggage & Leather Goods Stores	448320	\$53,678	\$0	\$53,678
Sporting Goods Stores	451110	\$805,855	\$1,162,382	(\$356,527)
Hobby, Toys and Games Stores	451120	\$351,572	\$0	\$351,572
Sew/Needlework/Piece Goods Stores	451130	\$162,521	\$0	\$162,521
Musical Instrument and Supplies Stores	451140	\$73,523	\$0	\$73,523
Book Stores	451211	\$518,960	\$0	\$518,960
News Dealers and Newsstands	451212	\$36,844	\$0	\$36,844
Office Supplies and Stationery Stores	453210	\$507,453	\$0	\$507,453
Gift, Novelty, and Souvenir Stores	453220	\$424,137	\$92,278	\$331,859
Full-service Restaurants	722511	\$7,826,317	\$445,372	\$7,380,945
Limited-service Eating Places	722513	\$7,866,552	\$1,833,897	\$6,032,655

*Items in red indicate surplus amounts

Source: DemographicsNow, Experian, Alteryx, 2015

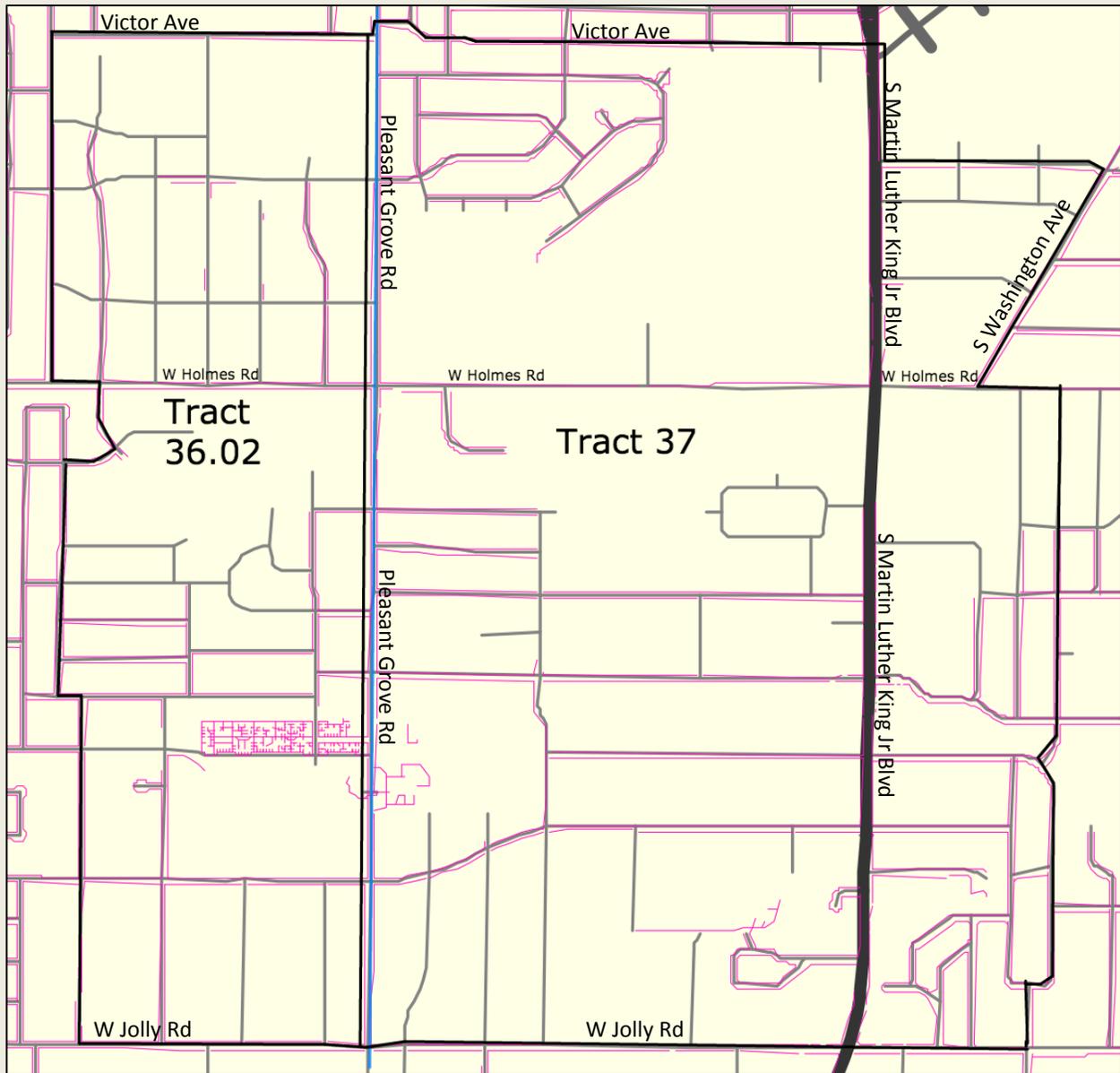
Appendix B: Pleasant View Neighborhood Demographics

	Census Tract 36.02	Census Tract 37	Average of 36.02 & 37	City of Lansing	Ingham County	State of Michigan	Data Source
Population Total	3,352	5,417	8,769	114,485	283,491	9,900,571	2011-2015 Census
Percent White (population)	40.90%	56.05%	48.48%	61.53%	75.51%	79.02%	2011-2015 Census
Percent Nonwhite (population)	51.90%	43.95%	47.93%	38.47%	24.49%	20.98%	2011-2015 Census
Percent Hispanic (population)	16.97%	15.58%	16.28%	12.30%	7.53%	4.72%	2011-2015 Census
Income Per Capita	\$15,770	\$18,013	\$16,892	\$19,471	\$25,436	\$26,607	2011-2015 Census
Median Family Income	\$35,743	\$43,616	\$39,680	\$42,150	\$62,674	\$62,247	2011-2015 Census
Median White Fam Income	\$38,087	\$36,823	\$37,455	\$38,500	\$49,595	\$52,937	2011-2015 Census
Median Black Fam Income	\$40,583	\$18,393	\$29,488	\$27,728	\$31,482	\$29,678	2011-2015 Census
Median Hispanic Fam Income	\$11,932	N/A	N/A	\$31,370	\$35,847	\$39,571	2011-2015 Census
Median Age	30	35	32.5	32	32	40	2011-2015 Census
Percent Under Age 18	8.41%	26.51%	17.46%	23.42%	20.40%	22.72%	2011-2015 Census
Percent Over Age 65	26.07%	9.23%	17.65%	10.65%	11.49%	14.98%	2011-2015 Census

Appendix C: Pleasant View Neighborhood Health Demographics

	Census Tract 36.02	Census Tract 37	Average of 36.02 & 37	City of Lansing	Ingham County	State of Michigan	Data Source
Percent Obese	38.26%	36.84%	37.55%	34.59%	31.81%	31.35%	2013 CDC BRFSS/2009-2013 Census ACS
Percent Overweight	35.79%	35.99%	35.89%	35.87%	35.02%	35.57%	2013 CDC BRFSS/2009-2013 Census ACS
Percent Overweight or Obese	74.05%	72.83%	73.44%	70.46%	66.83%	66.92%	2013 CDC BRFSS/2009-2013 Census ACS
Percent Diabetes	12.98%	12.47%	12.73%	11.08%	10.61%	10.36%	2013 CDC BRFSS/2009-2013 Census ACS
High Blood Pressure	39.99%	39.97%	39.98%	36.60%	34.83%	34.62%	2014 CDC BRFSS/2009-2013 Census ACS
High Cholesterol	39.23%	40.70%	39.97%	37.64%	37.78%	40.58%	2015 CDC BRFSS/2009-2013 Census ACS
Depression	22.00%	23.78%	22.89%	22.53%	22.94%	21.34%	2016 CDC BRFSS/2009-2013 Census ACS
COPD	9.57%	10.59%	10.08%	9.23%	8.77%	8.75%	2017 CDC BRFSS/2009-2013 Census ACS
Stroke	4.19%	4.57%	4.38%	3.86%	3.15%	3.61%	2018 CDC BRFSS/2009-2013 Census ACS
Asthma	13.32%	13.54%	13.43%	12.94%	12.38%	11.48%	2019 CDC BRFSS/2009-2013 Census ACS
Grocery stores	Food Desert	Food Desert					2003 CDFI
% Adults w/ < 1 serving fruit/veg	11.75%	11.94%	11.85%	11.43%	8.21%	8.43%	2017 CDC BRFSS/2009-2013 Census ACS
% Adults w/ > 5 serving fruit/veg	14.55%	14.42%	14.49%	14.37%	15.99%	15.64%	2018 CDC BRFSS/2009-2013 Census ACS
Reported Physical Activity w/in 30 days	16.60%	15.35%	15.98%	16.69%	17.68%	18.76%	2019 CDC BRFSS/2009-2013 Census ACS
Percent Tobacco Use	23.91%	25.71%	24.81%	24.77%	22.93%	21.40%	2020 CDC BRFSS/2009-2013 Census ACS

Appendix D: Pleasant View Neighborhood: Accessibility Map



Legend	
Sidewalk:	
Bike Lane:	

Appendix E: Pleasant View Neighborhood Resource Development

Project	Funder	Amount Funded/ Amount Needed	Status
Southwest Lansing Action Plan	LEAP, Funding provided through the State of Michigan Governor's Office and Michigan Economic Development Corporation (MEDC)	\$50,000/ \$50,000	Plan completed. Now in implementation.
Community Engagement: Facilitation	Invest Health	\$500/ \$500	Provide food for community meetings
Community Engagement: Facilitation for SWAG Business	Invest Health	\$1,424/ \$1,424 + \$Amount of Surveys for each property	Contract with Pivot PDC: purpose is for owners to clarify overlapping easements & prep for legal work need to clarify property rights usage and maintenance responsibilities. Current surveys are not in place for each parcel – needed to make the facilitation worthwhile.
Community Engagement: Storytelling/Video Production	Invest Health	\$1,440/ \$1,440	Filming has begun. Video project in process.
Business Support Services (Title Search, Zoning investigation)	City of Lansing (15 hours x \$50/hr. = \$750 + Title Search Fees = \$500)	\$1,250 to date	Title Search completed. Technical assistance ongoing.