

Project Management

L.E.A.P. Lot 1 Development

Group 5

Theo Thompson, Frank Mercadante, Tyler Howe,
Abhilasha Singh

Future growth and development requires innovation and a painstaking amount of planning and forward thought. LEAP, the Lansing Economic Area Partnership, is working toward improving the capitol area, creating a space for businesses and residents to thrive. Lot one provides the space for a project that can both embody the history of the area while increasing the viability of it's future.

The View, a 10 level multi-use structure would serve as an example of expansion for the future of downtown East Lansing. Housing a hotel, restaurant and small retail center, The View would not only fill multiple gaps in the areas existing markets, its spaces would provide the flexibility to change as the local economy requires.

Zoning/Utilities

Lot One, currently serving as the parking lot along Albert across from the new Hopcat development, is the space designated for this conceptual design. Research on the lot revealed the area is zoned for 10 stories of multi-use space. There are both water and sewer lines running underneath the lot. The area is directly at the heart of downtown, and its development will play a major role in shaping the feel of downtown East Lansing. Our team's development of lot One includes 3 street-level retail spaces, a hotel with access on Albert Ave, a raised parking garage located on levels two and three and a Melting Pot located on the tenth floor of the building.

One of the major problems created by developing the current parking lot is an increase in traffic and parking. The raised parking garage will make up for this problem, allocating double the current spaces. This lot will have access from the west corner of the development through a covered driveway wrapping around to the back of the building. The current space estimates accommodate for this driveway, as well as leaving the back alley open for shipment trucks to access. This alley will have direct, ground-floor access to the current shops on the south side of the block, and ground access to the three additional retail locations. In addition to these accommodations, the southwest corner of our conceptual design has a freight elevator for direct access to hotel laundry facilities and restaurant storage. The addition of a raised parking garage spanning the entire area currently being occupied by the lot, as well as the additional 200 parking spaces already planned for the downtown area will alleviate the parking constraints introduced. The raised parking space will minimize the impact of developing underground on the utilities running under the space.

Traffic is another concern area for the development of lot one. The current taxi service we understand fought for the spaces along Albert Ave, and we believe a partnership with transportation services would be mutually beneficial. Creating a space for hotel residences to consistently have a taxi service available would be a great feature for the hotel. Current occupants are located at the heart of downtown with much of the amenities located within walking distance, and a contract with local taxi services would alleviate the need for increased auto traffic while simultaneously guaranteeing support for the local economy.

Each element of the conceptual design adheres to building regulations researched for the project. The space will be used for a hotel, retail, and upper-class dining. There are no extruding facets of the building which would violate city building codes, and the space is designed to mimic the look and feel of Michigan State University's North Campus. This will help with tying together the more urbanized downtown district with the older, more antiquated feel of buildings like the Union and Campbell Hall. The hotel space is also designed to be repurposed into rental property for student living while still adhering to zoning and building code regulations.

Hotel

Giving visitors a unique, comfortable, and easily accessible experience is top priority with the hotel. Beginning with the style, the hotel building and storefronts will resemble the style from north campus. This style is unique to the downtown area and will help to create a bond between the downtown and MSU's campus. The hotels in the East Lansing area are missing out on a balance between luxury and business, Marriott offering two styles of rooms, while the Kellogg Center offers many types but lacks a luxurious feel. The new hotel will offer many styles of suites and rooms which will cover the traveling business crowd as well as families and other city visitors. The price point of the hotels will be around the Marriott, which ranges from \$150-\$250(1) a night, depending on room and time scheduled. There will be higher ranges for the new hotel as some rooms offer more space than those given by surrounding hotels. The included parking garage will cover the requirement of 1 parking space per lodging space, and 1 spot for every 100 sq ft of meeting space as declared by the city.(2)

- Accessibility/Comfort
 - ☐ Being in the heart of downtown visitors will be a walk away from campus, as well as all the store fronts along Grand River.
 - ☐ Parking garage removing the inconvenience of parking downtown
 - ☐ Entrance way placed away from usual crowded bar area
 - ☐ planned conference rooms as both Marriott and Kellogg offer this feature
- Hotel's unique style
 - ☐ 10-story tall classical style
 - ☐ Usable space above storefronts IE: Beer Garden or patio

- ❑ Top story restaurant with view of East Lansing and Lansing



(3)



(3)

1. <http://www.marriott.com/hotels/travel/lanea-east-lansing-marriott-at-university-place/>
2. http://eastlansing.granicus.com/MetaViewer.php?view_id=2&event_id=329&meta_id=21909
3. <http://www.royalparkhotel.net/>

Restaurant

A rooftop restaurant will be a great addition to MSU's fine dining life. It's always nice to eat at a classy and warm place with your family and friends. MSU gets many visitors, some being prestigious lecturers, guest speaker and athletes. Having a place on top of a building where one can enjoy a great view of the campus, along with an interior that showcases its history, is perfect. There are many places to eat at around MSU, but they all seem to be similar in one way or the other, whether it's architecture or the menu. We want to bring in something that is different from all. A rooftop restaurant let's people enjoy fine dining in all seasons. It would have a wooden interior surrounded by glass so the guests can enjoy the great view of the

campus. The space is allocated for a total of 45,000 ft², area enough to fit a full multi-purpose kitchen, bar, and glass-enclosed dining room.

- Our target audience would be the middle to upper class, families of students, those traveling to East Lansing on business, and the MSU students. It would be a change from the usual restaurants that are around campus.
- People wouldn't have to go all the way to Eastwood mall to enjoy fine dining
- One of the market hole would be other building blocking the view if they are raised higher
- We want the feel to be similar to Melting Pot's which is well suited for all occasions, is upscale, and has eclectic food choices.





The restaurant will be decorated with pictures that show how MSU's campus used to be vs how it is now



Retail

Proximity is key for students and residents living in East Lansing, with most households depending on non-motorized transportation. Filling retail gaps within walking and biking distance for this target group was key, as well as filling in gaps in the surrounding upper middle class and

young family market. With direct competition within the existing marketplace from both the Eastwood Towne Center and Meridian Mall, we've targeted 3 categories of retailers who would have no direct competition in the area.

- Electronics: Brookstone
 - Brookstone targets travelers, hotel guests and Michigan State visitors, and would serve as a small electronics hub for students to easily and quickly access.
- Cosmetics: LUSH
 - LUSH is a young, new-age brand perfectly suited for the college atmosphere; they have successfully navigated the new natural and organics market and would have no direct competition in the Mid-Michigan community.
- Accessories: Fossil
 - Fossil provides fashionable, quality goods for reasonable prices, delivering products perfect for our area's economic climate. They would find success amongst the young professionals market created by the university.
- Retail Space Requirements
 - Electronics
 - 2,500-3,500 ft²
 - Allocated: 4,200 ft² with 95 ft street front
 - Cosmetics
 - 1,500 ft² (some as small as 500-700 ft²)
 - Allocated: 3,800 with 85 ft street front
 - Accessories
 - 1,500-2,000 ft²
 - Allocated: 3,800 ft² with 85 ft street front

Conclusion

The conceptual design for Lot One includes a ten story building. The first level of this design will be a hotel lobby with a 125ft street front, three retail locations, and a Melting Pot with panoramic views of both campus and downtown Lansing. This space is designed with flexibility in mind. Seeing as there are only three new retail locations, this allows for the filling of these spaces with business that will not take away from the already established local businesses. In the event that one of the predetermined tenants fails to continue in the space, the area is designed to be suited for any number of other retailers. The hotel is designed with rooms of size that can be converted into apartment living space in the case of the hotel not succeeding. The conference center within the hotel is set up to be converted into a classroom or office space should the need arise. The construction of the Melting Pot is designed as a multi-purpose kitchen, and would be able to accommodate most establishments wishing to occupy the space. Through the addition of these elements of our conceptual design the look and feel of North Campus can be tied with the urban appeal of downtown, creating an inviting space for all to come, stay, and experience the best of East Lansing directly from its heart.

Market Data: Nielsen Claritas Segmentation

http://www.claritas.com/MyBestSegments/Default.jsp?ID=20&menuOption=ziplookup&pageName=ZIP%2BCode%2BLookup&filterstate=&sortby=segment_code&prevSegID=1027

Zoning/Utilities Data:

http://qis.cityofeastlansing.com/ED_FlexViewer/bin-debug/

<http://www.cityofeastlansing.com/533/Maps>

<http://www.cityofeastlansing.com/666/Maps-Resources>



<http://www.cityofeastlansing.com/677/Educational-Resources>