

# PM Group 5

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# Why:

- Create flexible space
- Bring upscale feel from campus to downtown
- Create a hub for people to experience East Lansing from its heart

# Scope

- 10-story tall hotel complex
  - North campus + downtown style
  - Upper class full-service hotel
  - 3 retail store fronts
  - 2-story parking garage
  - Themed restaurant on top floor

# Visuals



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# How To Achieve These Goals

- Fill existing market gaps in the East Lansing retail, hotel and restaurant markets.
  - Market gaps include cosmetics, mid-scale accessories and jewelry, as well as electronics and travel needs.
- Create a flexible, attractive and artistic space that blends with the city's existing architectural makeup.
  - Designs reflect the classic, old-world beauty of MSU's existing dormitories and class spaces north of the Red Cedar, joining city and school, and reflecting their interdependent relationship.
- Increase number of options and number of businesses in the downtown district.
  - Drives down consumer prices while increasing city tax revenue.