

## Introduction

The North Grand River Avenue Corridor is a 3.3-mile stretch of road which spans from Waverly Road to East Street, located within the City of Lansing and Ingham County, Michigan. The goal of the study is to find best use cases for three parcels within the corridor, as well as provide short, medium, and long-term recommendations that will promote meaningful economic and redevelopment within the entire area. Recommendations provided in this study draw from socio-economic, zoning and land use, and transportation data, as well as community input to determine the strengths, weaknesses, opportunities, and threats (SWOT) of the corridor.

Housing and demographic data used for the various reports within the study were pulled from census tracts bordering the North Grand River Avenue Corridor to create a study area that is mentioned throughout the report.

## SWOT Findings

### Strengths

- Parks and River trail provides recreational space for residents
- Variety of zoning uses

### Weaknesses

- Lack of transportation connectivity
- Outdated Infrastructure
- Lack of grocery and dining options
- Poor road and sidewalk conditions

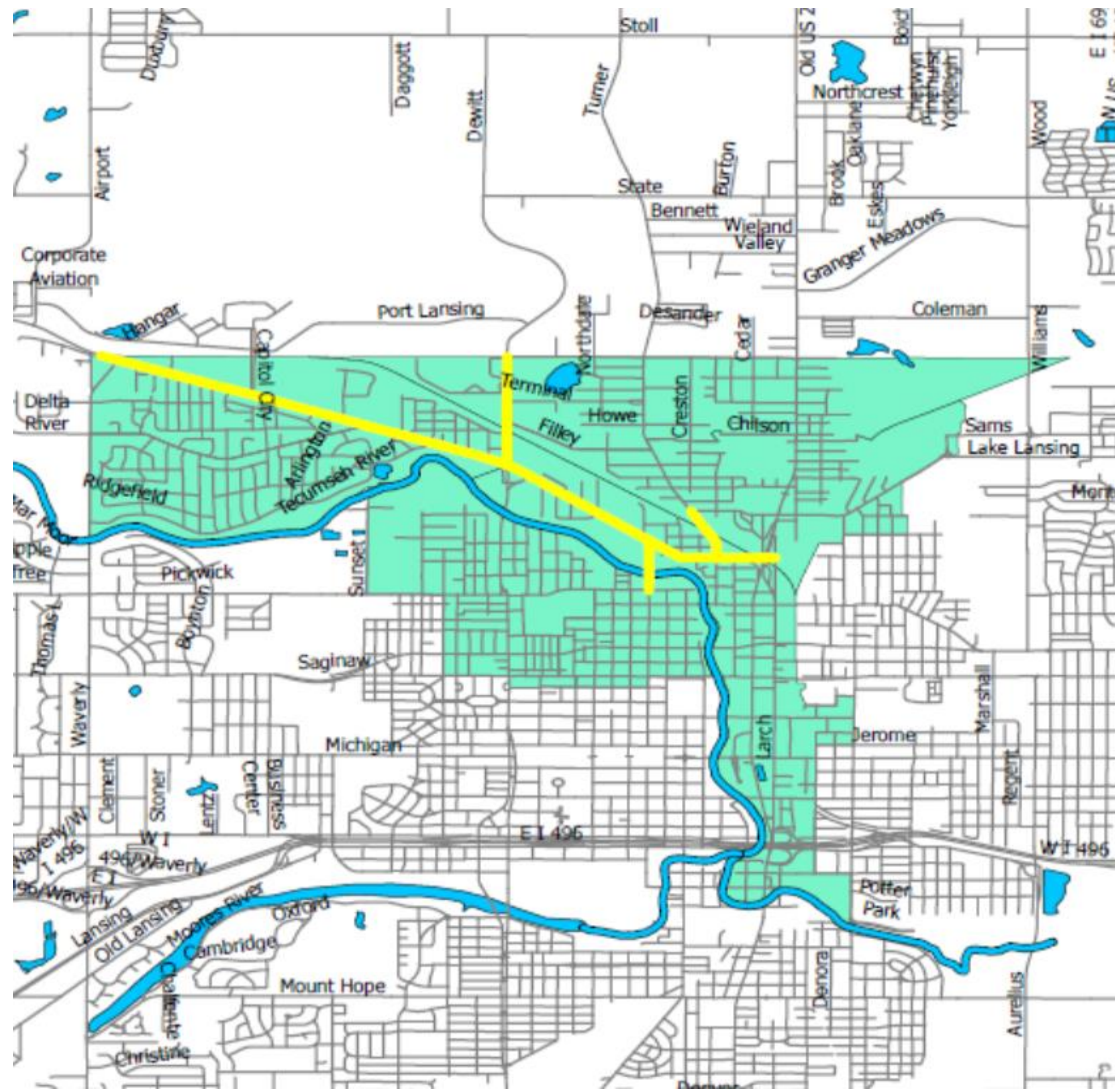
### Opportunities

- \$1 billion per year cargo industry
- Vacant properties along with zoning variety can make way for many types of development to fit community needs
- Presence of Capital Regional International Airport

### Threats

- Surplus of industrial zoning may deter other forms of development
- Vacant space/abandoned buildings create unwelcoming atmosphere
- Dangerous walking conditions for pedestrians

## Corridor Overview



## Study Area Statistics

Study Area Characteristic	2021
Population	19,029
Average Household Income	\$55,385
Poverty Rate	22.8%

## Actionable Goals

Short-term	Medium-term	Long-term
<ul style="list-style-type: none"> <li>• Reseed grass</li> <li>• Website and social media presence</li> <li>• Tree planting</li> <li>• Park infrastructure improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing/rebranding</li> <li>• Sidewalk repair</li> <li>• Road repair</li> <li>• Parcel redevelopment</li> <li>• Greenbelt screening</li> <li>• Bus shelters</li> </ul>	<ul style="list-style-type: none"> <li>• Infrastructure repair/replacement</li> <li>• Landscape maintenance</li> </ul>

## Recommendations

### Procedural

- Corridor design charrettes and increased community engagement
- Corridor Improvement Authority marketing
- Increased online presence
- Social media outreach

### Physical

- Improve road conditions
- Corridor beautification
- Exterior lighting
- Infrastructure and maintenance
- Beautification

## Concept Renderings

