

Introduction

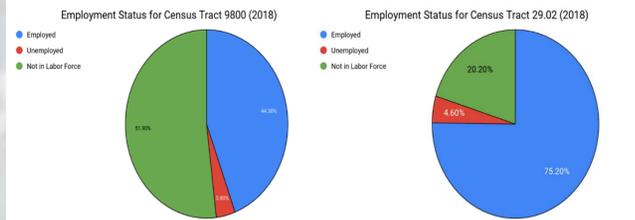
The goal of this project was to complete a corridor study of the Collins Road Corridor, a 1.5-mile stretch between Forest Road and Jolly Road along the south end of the Michigan State University campus. Collins Road forms a border between East Lansing, the City of Lansing, Lansing Township, and Delhi Township. The impetus of this project was to analyze and guide development into a successful High-Tech Research and Medical Corridor. This includes the new McLaren Hospital and apartment complex on Dunckel Road.



McLaren Health System's new \$601 million medical complex under construction (above)

Socioeconomic Profile

Data shows that the surrounding areas hold high educational attainment and unemployment remains under 5%.



The two pie charts show employment for both Census Tract 9800 and Census Tract 29.02 for 2018.

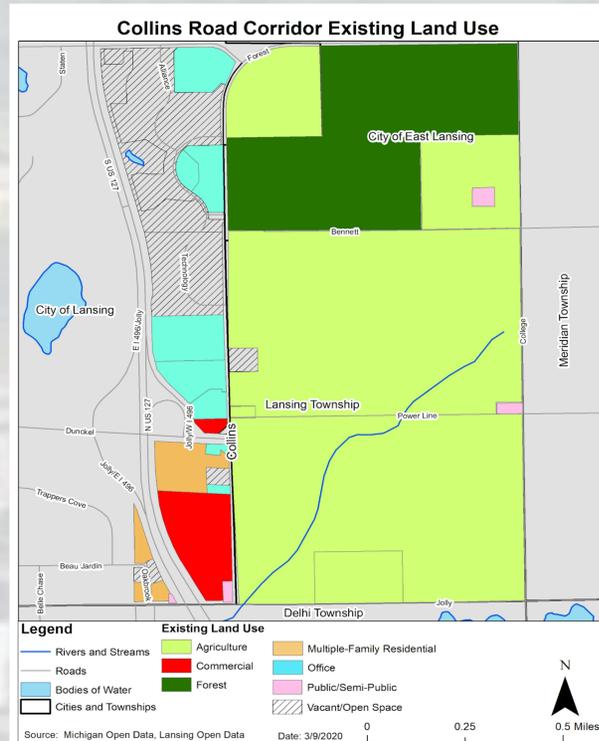
Educational Attainment for Population 25 Years and Over: 2018

2018 Education Attainment	Census Tract 29.02	Census Tract 9800 (MSU)	Ingham County
Less than High School	1.6%	20%	7.3%
High School Graduate (Incl. Equivalency)	16.5%	13.3%	21.7%
Some College	16.6%	13.3%	32.5%
Bachelor's Degree	28.0%	53.3%	20.9%
Master's Degree or Higher	37.4%	0.0%	17.7%

This chart shows educational attainment for Census Tract 29.02, Census Tract 9800, and Ingham County for 2018.

Land Use

The area's land use is largely professional office space and university-owned agricultural land.



This map shows the existing land use within the Collins Road Corridor.

Recommendations



This image shows the sign for the University Corporate Research Park



This image shows an example of a public art installation.



The image shows an example of streetscaping amenities from the Cass Avenue Corridor in Detroit, Michigan



This image shows an example of public transit.

Process

- Hold design and visioning sessions
- Establish Corridor Improvement Authority
- Develop a cooperation agreement between noted municipalities

Marketing & Branding

- Explore creating a corridor brand image or logo
- Consider creating a marketing Plan

Design

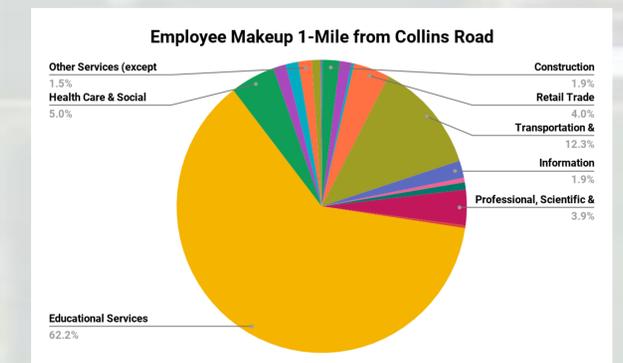
- Improve amenities and streetscaping
- Implement stormwater management
- Establish a series of wayfinding signs

Land Use & Infrastructure

- Develop a dynamic property inventory
- Resurface/Repair roads rated "Poor"
- Consider a traffic study
- Consider LEED Milestones
- Evaluate utility demands
- Consider business opportunities based on demands

Market Analysis

Educational Services comprised the dominant employee makeup within a 1-mile buffer around Collins Road which can be attributed to the area's proximity to Michigan State University and Lansing Community College



This pie chart shows the employee makeup within one mile of Collins Road.

Parcel Inventory

Of the 32 parcels inventoried, twelve parcels scored "Exceptional," eight scored "Above Average," and one scored "Average," with none scoring "Fair" or "Poor"



This image shows the Michigan Association of Retired School Personnel building



This image shows the U.S. Postal Service building along Collins Road.



This image shows an MSU owned-barn on Collins Road