A Revitalization Study for Three Southwest Lansing Intersections

Figure 1

Urban Planning Practicum
Michigan State University
Spring 2005

Reggie Jefferson
Kristin Brooks
Dan Grenawitzke
Teddy Daligga

Table of Contents

Table of Figures and Tables

Executive Summary

The City of Lansing determined that three intersections located in the southwest corner of Lansing, Michigan are in need of revitalization. The intersections are located at Holmes and Pleasant Grove, Holmes and Waverly, and Jolly and Waverly. The City of Lansing, in correlation with the Economic Development Corporation, worked with Michigan State University Planning Practicum students to analyze the area and determine the most appropriate course of action to revitalize the three declining intersections.

To assess the economic health and potential of the intersections, Michigan State students analyzed market conditions, gathered demographic information, evaluated property conditions, acquired traffic data, and consulted with the surrounding community. Based upon the analysis of information gathered about the community, market demands, and property conditions, the Michigan State students generated a set of recommendations for the improvement of the target area.

The information gathered revealed a great deal about the intersections and the surrounding community. Of greatest concern is the general condition of business and retail establishments, which are concentrated around the three intersections. It was found that among commercial buildings there is a higher vacancy rate, and many have unattractive exterior conditions. The community surrounding the intersections contains a great number of assets, however, including the fact that there is a large amount of single- and multi-family residential which is generally in good condition, and of which there are low vacancy rates. The community is also growing in population, which has translated into a higher percentage of owner-occupied housing. In addition, there are a number of religious and community organizations that are eager to find ways to make the area more attractive. Apart from consulting with the community and also looking at building conditions and demographic trends, market analysis revealed that there is a demand for specific types of businesses, most notably full-service restaurants as well as electronics and appliance stores.

Based upon analysis of information about the intersections and the surrounding community, a number of recommendations were created that if implemented could revitalize the area.

1. Economic Renewal
   a. Addition of full service restaurant
   b. Development of food and beverage stores
2. Community
   a. Keep community informed about local events and organizations that help to keep healthy relations.
3. Quality of Place
   a. Façade improvements
   b. Widen and repair sidewalks
   c. Add bike paths
   d. Add adequate lighting

If these recommendations are implemented, they could help improve the viability of the community by revitalizing the economic health within the area. Façade improvements,

increased landscaping, and new family-style restaurants could all serve to bring about desired economic growth.

Section 1: Project Introduction

        The capital of Michigan since 1849, Lansing has long been the home of political decision making and economic development. A prosperous location from the beginning, it was originally chosen for its centralized location and close proximity to multiple rivers, helping settlers ship and receive goods. A community developed by the profitability of steamboat shipping, it continued to flourish as technological innovations occurred. Since 1842, Lansing's population has grown from 88,000 to almost a 120,000. With the aid of rivers, steamboats, cars and politics, Lansing, Michigan has developed into a successful capital city.

        As it has done in the past, Lansing is continually moving forward, seeking to create a prosperous and economically stable quality of life for its residents. In order to best address local areas in need of revitalization, Tony Benavides the mayor of Lansing has teamed up with community leaders and the Economic Development Corporation and together they have identified various areas of focus. In association with community leaders, our Michigan State University practicum team conducted an analysis of three declining intersections in southwest Lansing. The objective is to identify opportunities to encourage and assist the private sector to reinvest and redevelop businesses in the area.

        The target area for this study is located at the intersection of Holmes and Pleasant Grove. The other intersections are located at Holmes and Waverly and Jolly and Waverly.

Figure 2
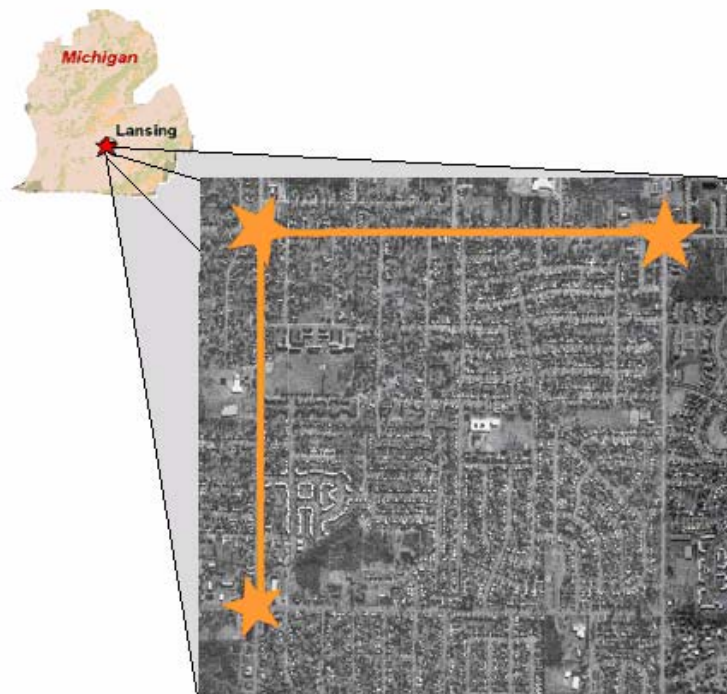
Source: Mapquest and the City of Lansing

1.01 Practicum Structure

Designed to increase the knowledge and experience of students, the urban planning practicum project at Michigan State University seeks to assist communities to structure future development in a manner that will best facilitate a positive urban environment. In association with various community groups, Michigan State University practicum students work together to address necessary problems and suggest possible options for successful development. It is expected that students who participate in planning practicum will be better able to serve their profession in the future by developing specialized skills related to meeting with clients, creating a scope of services, managing team work, facilitating creative problem solving, modifying public speaking ability, gathering relevant and accurate data, utilizing graphics, and report writing.

Students, advisors and clients work closely together to provide the best outcome at the end of the semester. A scope of services is created by the students in conjunction with their client and then closely followed in order to aid as a guide of objectives. Through the use of data collection and analysis each practicum group is able to develop a suggested course of action that is formally presented to the client at the conclusion of the semester.

1.02 Client Information

The community client associated with this practicum project is the Economic Development Corporation (EDC) of the City of Lansing. Established in 1976, this nonprofit organization's mission is to create quality jobs, diversify the local economy and improve overall quality of life by attracting, expanding and retaining business and industry in the City of Lansing. Their goals include:

- Creating quality job opportunities
- Diversifying the local economy
- Supporting City services
- Improving the overall quality of life in the community
- Functioning as the Department of Planning & Neighborhood Development's one stop, and single point of contact for economic development resources.

1.03 Goals

The goal of this practicum project was to create a realistic set of recommendations for three intersections in the southwest corner of the City of Lansing. The challenge was to create a plan for economic improvement of local business properties near the intersections of Holmes and Pleasant Grove, Holmes and Waverly, and Waverly and Jolly. In addition, research was also done along two corridors in the designated area of interest in order to gain a better understanding of the intersections' surrounding area.

1.04 Methods

Through market analysis, property inventory, a demographics study, traffic studies, and a community meeting, information was obtained and analyzed in order to aid in developing ideas to attract new investors through marketing and the use of available incentives, while also serving to revitalize the area to improve residential living conditions.

Demographic information was acquired from the U.S. Census, and was analyzed to assess population trends for the area. Market data for the area of interest was obtained from the Environmental Systems Research Institute (ESRI), and reflects industry demand and surplus, spending patterns, population type and other relevant information. Traffic data was obtained and analyzed from the Tri-County Regional Planning Commission, in order to assess the amount of traffic flowing through the intersections. Finally, a community meeting was held March 10, 2005 to allow local residents to voice their option about all aspects of the communities surrounding the three intersections. Conducted as an open forum local residents, city council members, block group leaders, police staff, and the Major of the City of Lansing were able to candidly discuss their concerns.

The Michigan State Planning Practicum students also assessed exterior conditions of local homes and businesses by using a visual conditions survey. To best assess the needs of the community homes and business establishments, structures were categorized by condition and then findings were analyzed. Additionally, in order to gain insight into the retail market, business inventory was analyzed in terms of type and number of establishments.

1.05 Locations

Three intersections in the south west corner of the City of Lansing were identified by the Mayor and supported by the Economic Development Corporation of the City of Lansing as being high priority. Foremost priority is placed on the intersection at Holmes and Pleasant Grove, the other two areas of interest being the intersections of Holmes and Waverly and Waverly and Jolly.

Figure 3
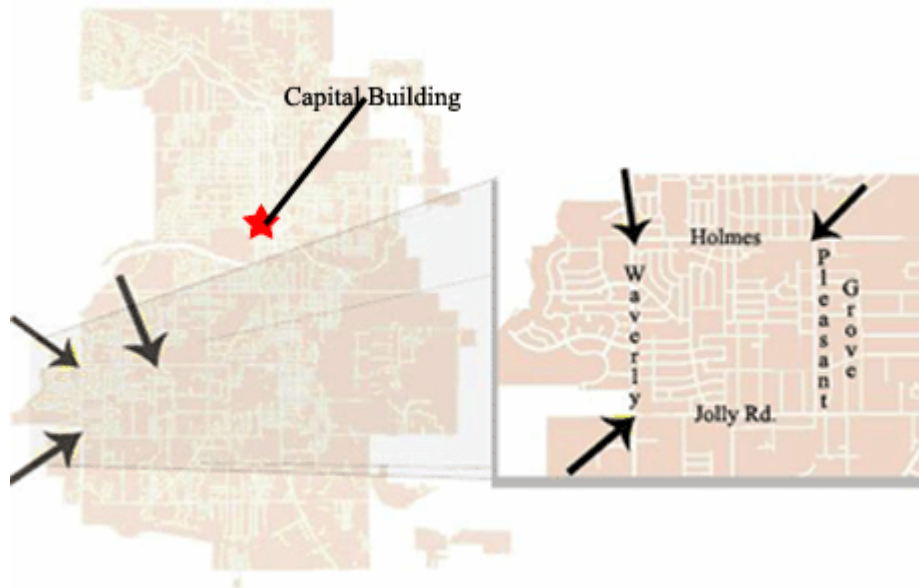
Source: The City of Lansing, 2004

1.06 Project Boundaries

Retail Market Profile & Demographic Profile Boundaries

Data for a retail market profile was compiled from a one-mile as well as a three-mile radius existing around the intersection of Holmes and Pleasant Grove. This information was obtained through ESRI, an Internet based market research firm. Below is a map depicting the one-mile radius and three-mile radius centered on that intersection. Census tracts used to collect socio-economic data are outlined in bold red to illustrate the five block groups from which information was collected in relation to the one-mile radius.

Figure 4
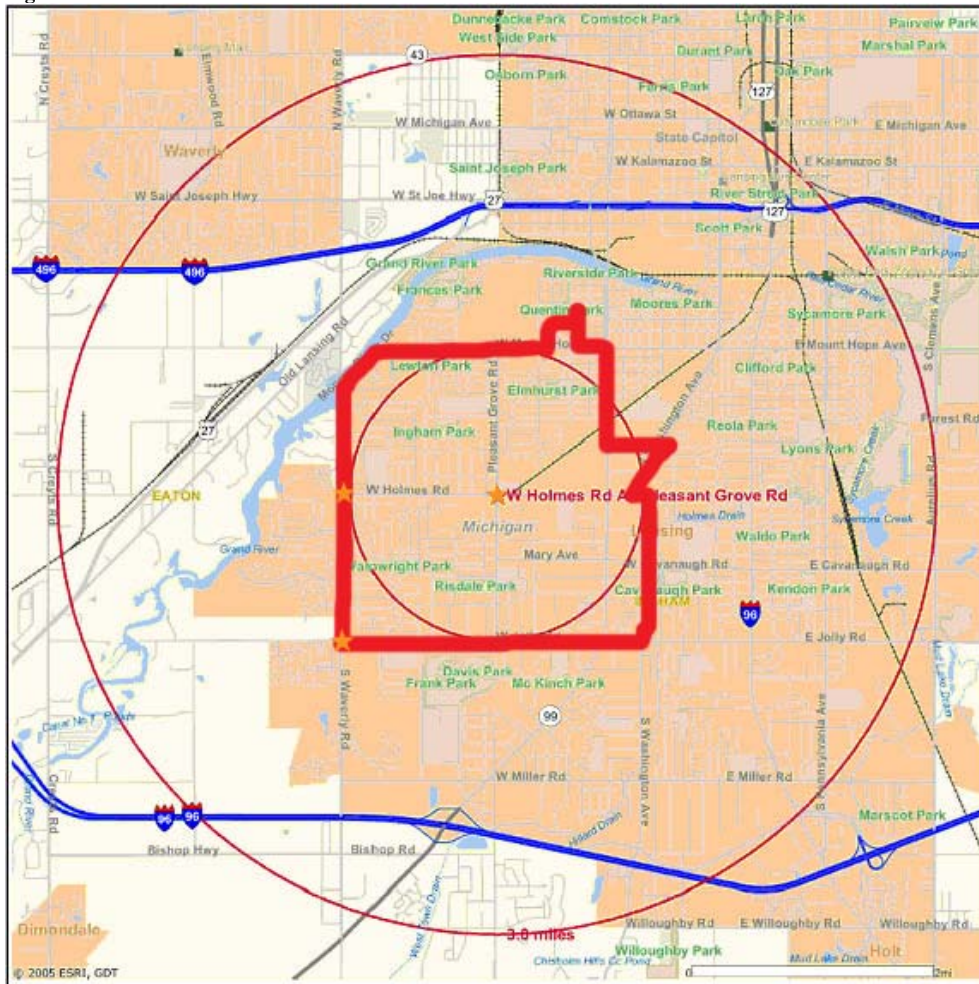
Source: ESRI, www.esribis.com, 2004

Exterior Condition Survey Boundaries

Home and Business exterior condition surveys were conducted along all corridors and one street block outward from each intersection. Business owner surveys were conducted at establishments included in the area designated for building assessment, and an intersection condition assessment survey was conducted at each of the three designated crossroads. The parcel map below indicates the area where surveys were conducted, highlighted in yellow.

Figure 5
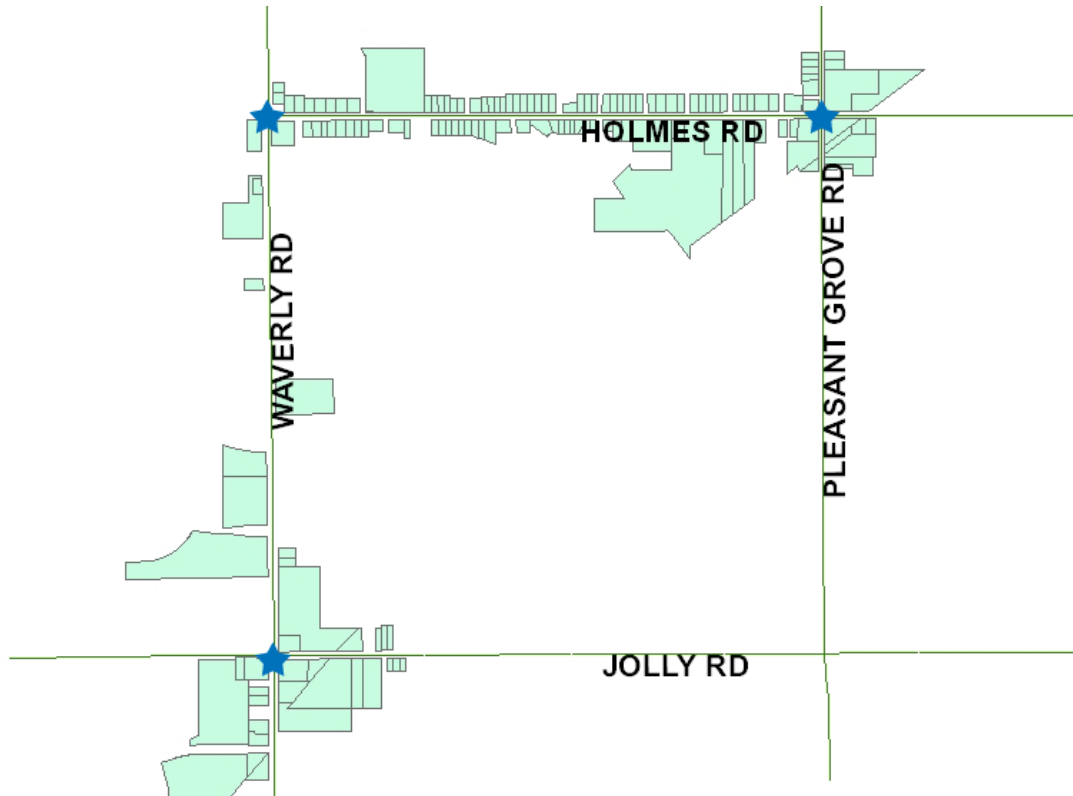
Source: The City of Lansing, 2004

Section 2: Socio-Economic Profile

2.01   Census Tract Boundaries

The area of study used when gathering data for the socio-economic profile, is located in the southwest corner of the City of Lansing. It includes the five census tracts (17.02, 25, 36.01, 36.02, 37) of Lansing, which approximately corresponds to a one-mile radius outward from the primary intersection of Holmes and Pleasant Grove. The following demographics will provide a synopsis and comparison of the area's population, race, median household income, tenure, and gross rent. In order to gain a greater understanding of the information in relation to other areas and regions, findings were compared to the entire City of Lansing and Ingham County.

Defined Census Tract Boundaries used for the Socio-economic Profile.

Figure 6
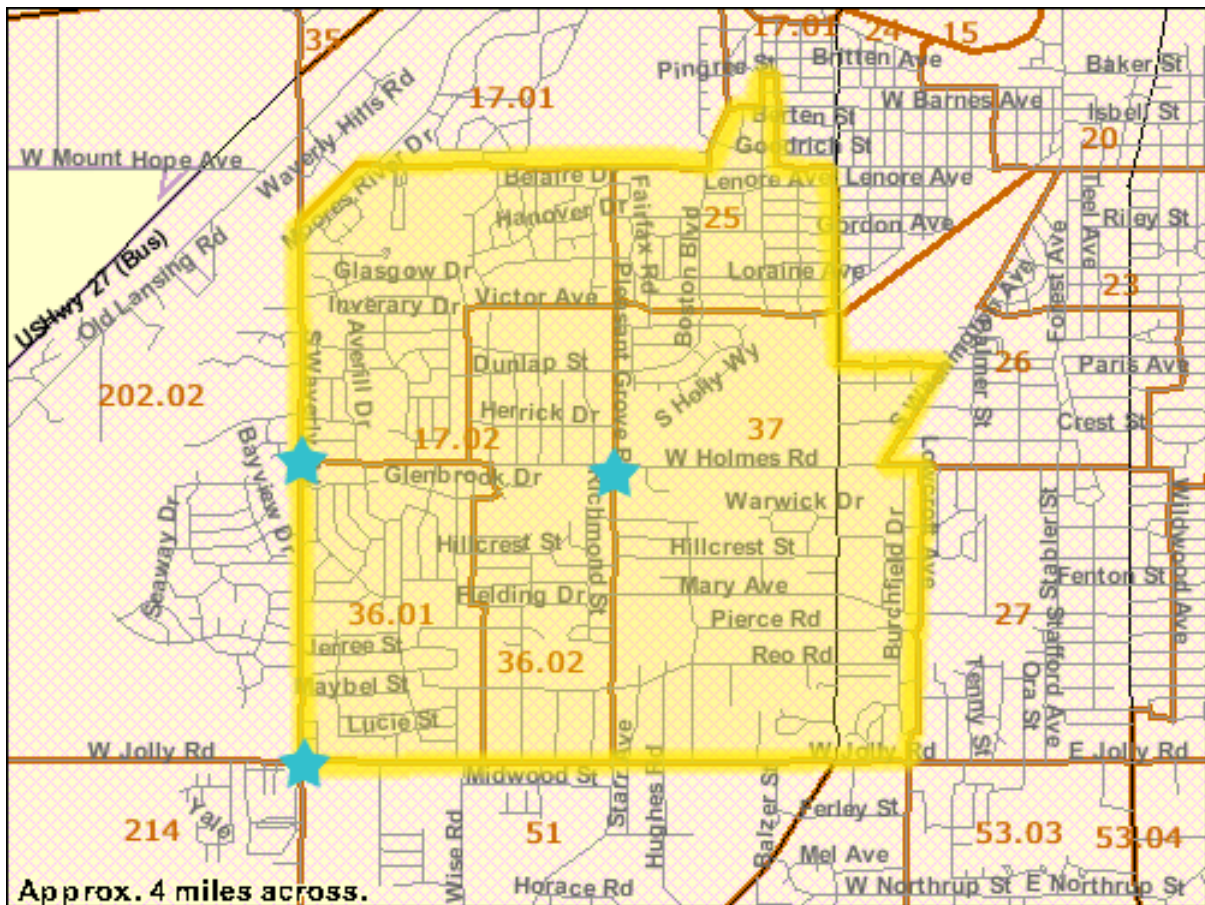
Source: American FactFinder
(http://factfinder.census.gov/)

13

2.02 Population Growth and Decline

Analysis shows that both Ingham County and the City of Lansing have been decreasing in population size since 1990. The loss of residents over the past decade though apparent is not extreme, with 3.18% decline in Lansing being the most severe loss when compared to the five census tracts in the target area and Ingham County. Despite a loss in overall population in the county and city, the five census tracts in the area of study have experienced growth over the last ten years. Neighborhoods in the Holmes and Pleasant Grove area have gained citizens rising in population by 9.15% from 1990-2000. This was a rise by nearly 1,800 people, bringing the population to 19,577.

In 1990, the five census tracts made up for 14.5% of Lansing, and 6.3% of Ingham County. In 2000, census data for the five census tracts reflects a rise in the population percentage to 16.46% of Lansing, and 7% of Ingham County.

Table 1

Population

	Target area (5 census tracts)	Lansing	Ingham County
1990	17786	122700	281912
2000	19577	118920	279320

	Target area (5 census tracts)	Lansing	Ingham County
Percent Change	9.15%	-3.18%	-0.93%
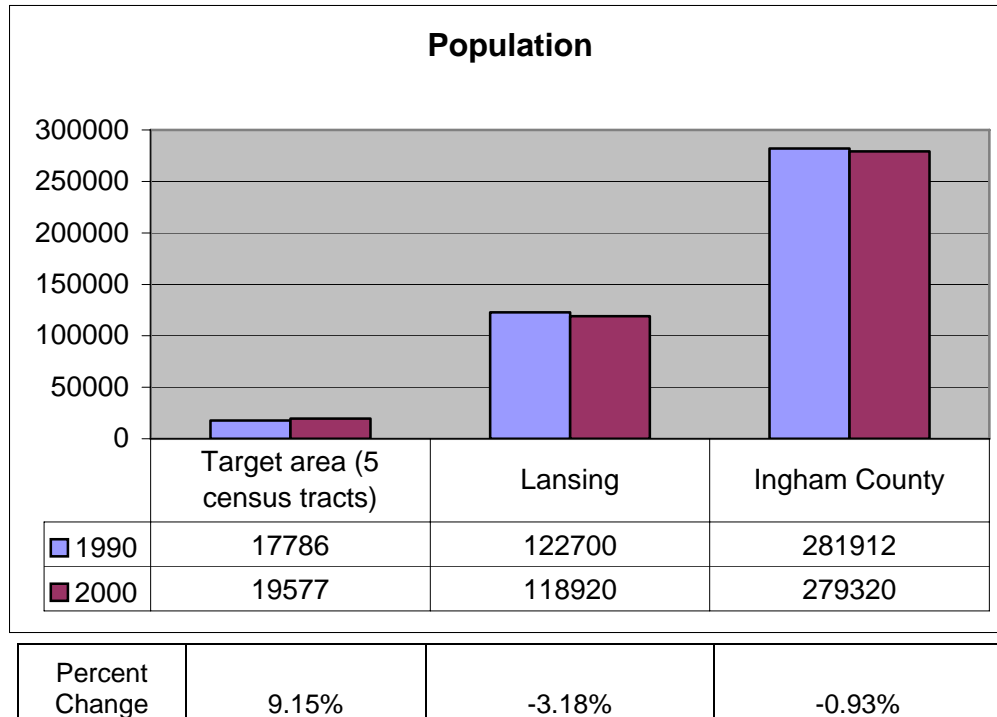
Source: U.S. Bureau of the Census, 1990-2000
(www.census.gov)

2.03 Home Ownership

From 1990-2000, home ownership increased for the five census tracts, Lansing, and Ingham County. During this time Lansing and Ingham County both experienced a decrease in the total number of rental properties. In contrast, the five census tracts experienced an increase in total number of rental properties.

The primary reason for growth in rental and ownership status in the target area can be attributed due to the overall increase in their population. Population growth was experienced from 1990-2000 within the five census tracts, while Lansing and Ingham County both experienced a decline.

Table 2

Housing Tenure Over Time - Target Area v. Lansing and Ingham County

	Target Area (Own)	Target Area (Rent)	Lansing (Own)	Lansing (Rent)	Ingham County (Own)	Ingham County (Rent)
1990	4426	2264	27055	21771	59936	42712
2000	5306	2393	28470	21099	65969	42624

Area
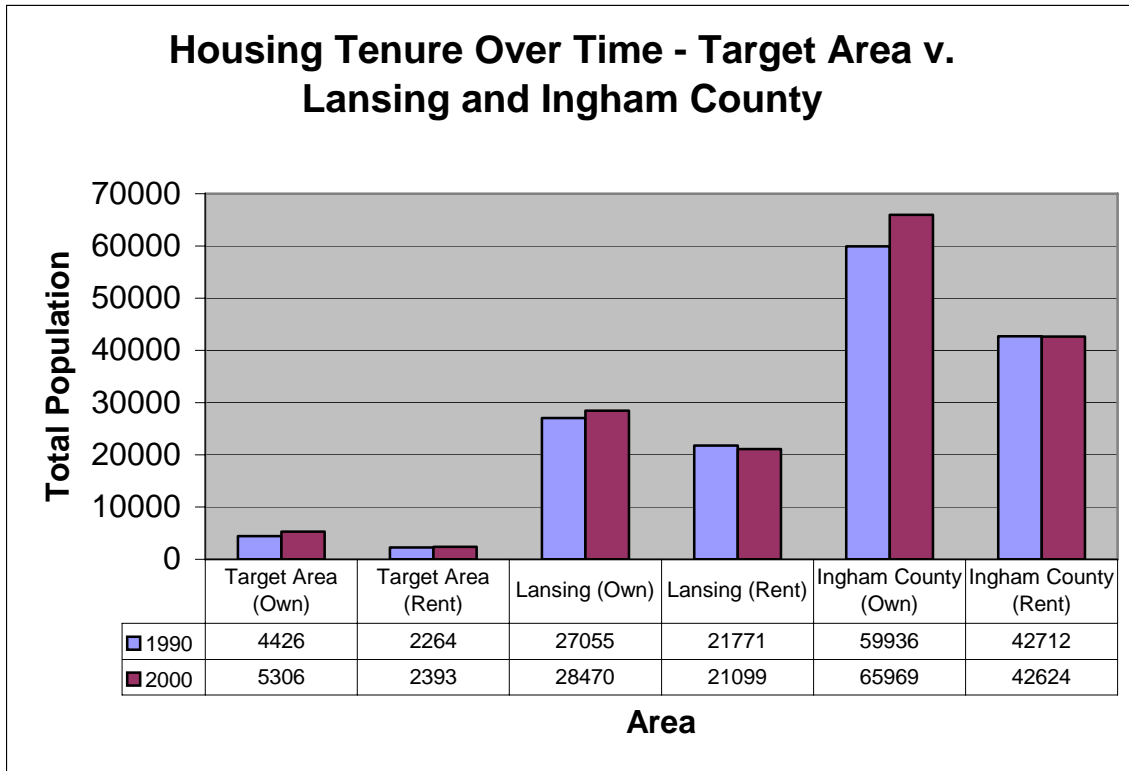
	Target Area (Own)	Target Area (Rent)	Lansing (Own)	Lansing (Rent)	Ingham County (Own)	Ingham County (Rent)
Percent Change	16.59%	5.40%	4.97%	-3.18%	9.15%	-0.20%

Source: U.S. Bureau of the Census, 1990-2000
(www.census.gov)

2.04 Vacancy Rate

Of the areas compared, the target area had the lowest rate of vacant housing. Vacancy rates were derived by dividing the number of vacant housing units by the total number of housing units in the area. In 2000, the target area had a vacancy rate of 5.58%. This was the lower than the vacancy rate of Lansing, at 6.84%, and also Ingham County, which had a vacancy rate of 5.62%. The target area had a lower vacancy rate largely because of an increase in population.

The target area also had the lowest vacancy rate in 1990 with 3.38%. This was the lower than that of the City of Lansing, which had a 6.09% vacancy rate, and was also lower than that of Ingham County, which had a 5.43% vacancy rate.

Though in 2000 the target area had the lowest vacancy rate, it also increased the most of the compared areas over the ten-year period. Vacancy rate in the target area grew by 2.2%. This was the largest increase since the vacancy rate only increased 0.75% in Lansing and 0.19% in Ingham County.

Table 3

Housing Vacancy Rate

	Target Area	Lansing	Ingham County
1990	3.38%	6.09%	5.43%
2000	5.58%	6.84%	5.62%
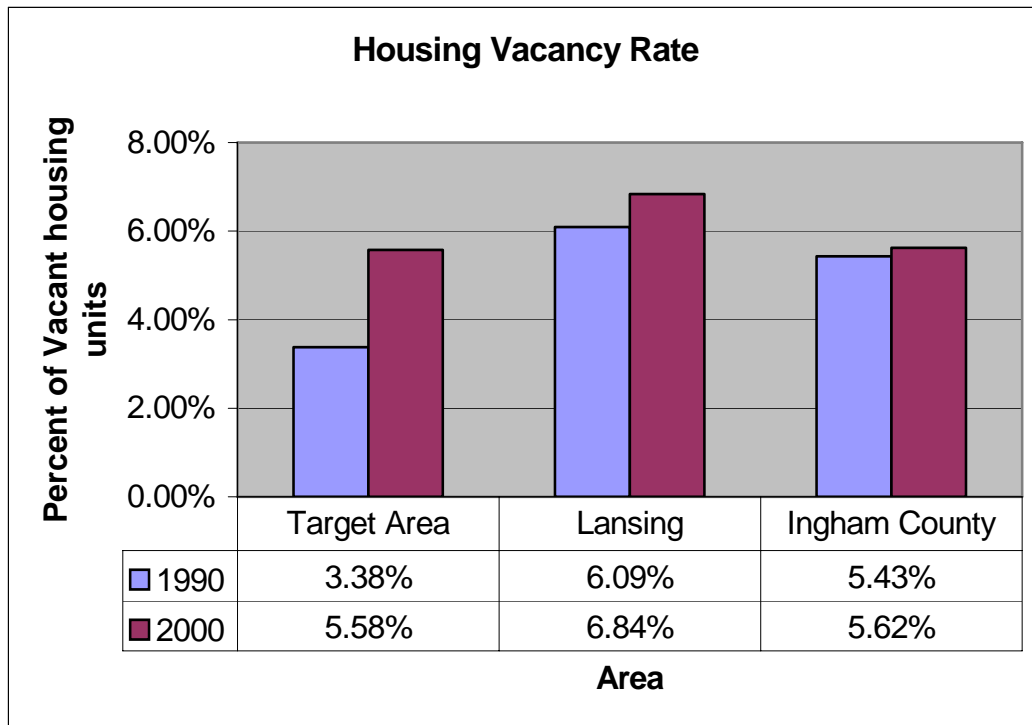
Source: U.S. Bureau of the Census, 1990-2000
(www.census.gov)

2.05 Median Home Value of Owner-Occupied Houses

In 2000, the median home value of owner-occupied homes in Ingham County, at $98,400, was much higher than that of either Lansing, at $73,500, or the Target Area, at $79,520. Lansing has a much lower median value for owner-occupied homes than all of Ingham County, and the target area seems to have median home values on par with those in Lansing.

Table 4

2000 Median Home Value
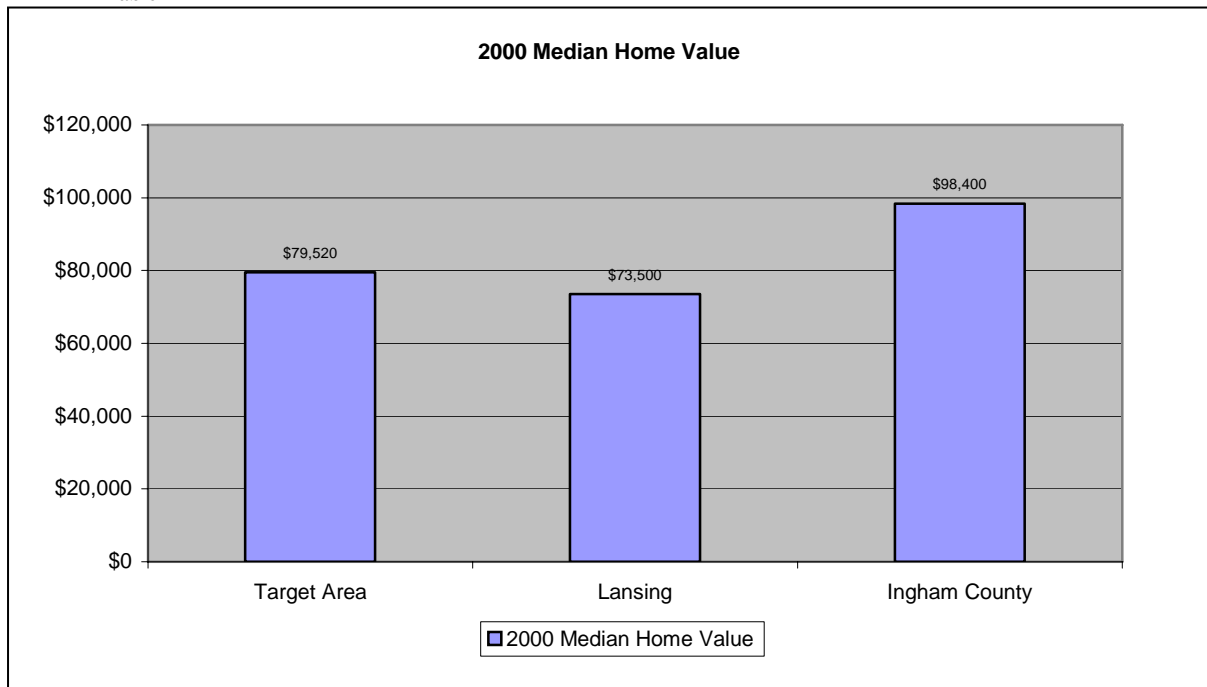
Source: U.S. Bureau of the Census, 2000
(www.census.gov)

2.06 Median Household Income

In 1990, the target area had a higher median household income, at $34, 833, in comparison to that of Lansing and Ingham County. By 2000, the target area median household income had dropped to second highest, at $40,485, just under that of Ingham County at $40,774 but still ahead of the City of Lansing. The percentage increase in median household income in the three areas between 1990 and 2000 was 19.65% in the five census tracts, 24.38% in Lansing, and 26.03% in Ingham County. This indicates that though all three regions are experiencing an increase of income, households within the five census tracts surrounding the Holmes and Pleasant Grove intersection are experiencing only the smallest percentage of growth. Despite that, however, overall income in the area is still greater than in the City of Lansing.

Table 5

Median Household Income

	Target area (5 census tracts)	Lansing	Ingham County
1990	$32,530.80	$26,339.00	$30,162.00
2000	$40,485.80	$34,833.00	$40,774.00

Percent Change	19.65%	24.38%	26.03%

Source: U.S. Bureau of the Census, 1990-2000
(www.census.gov)

18
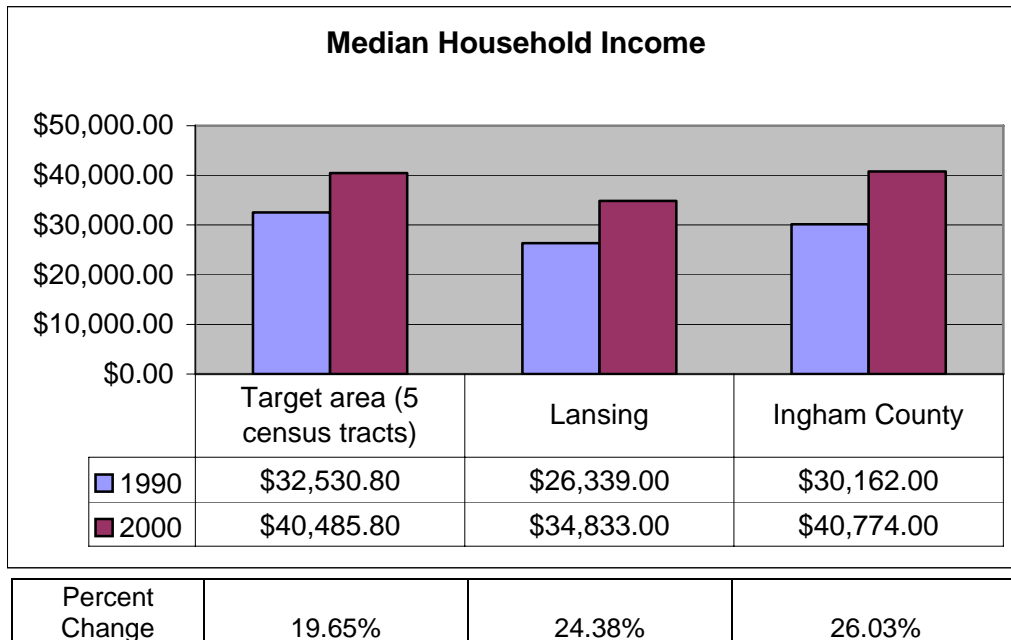
2.07 Median Monthly Gross Rent

In 1990, the Holmes and Pleasant Grove area had a higher gross rent than the City of Lansing. Ingham County experienced a median monthly gross rent increase of 22.14%, which is comparable to Lansing with a 20.04% increase; meanwhile there was only 13.14% growth in rent within the five census tracts. This minimal amount of growth resulted in the area experiencing the lowest growth in gross rent than both the city and county in which it is located.

Table 6

Median Monthly Gross Rent

	Target Area	Lansing	Ingham County
■ 1990	$404.40	$399.00	$422.00
■ 2000	$465.60	$499.00	$542.00

Percent Change	13.14%	20.04%	22.14%
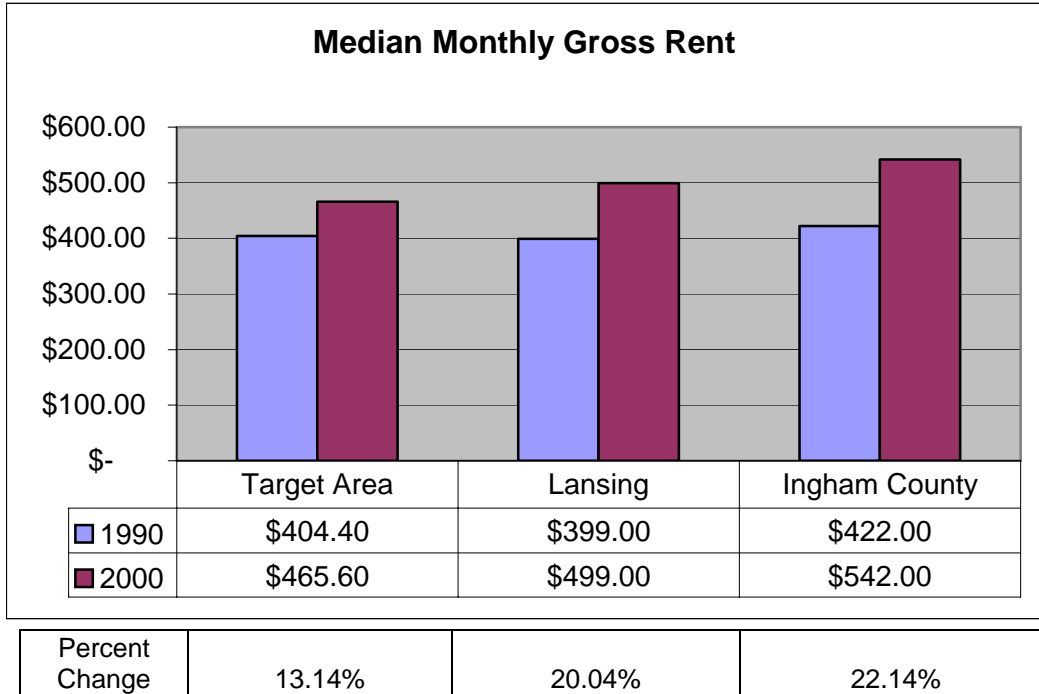
Source: U.S. Bureau of the Census, 1990-2000
(www.census.gov)

2.08 Educational Attainment

In the year 2000, the U.S. Census produced data showing educational attainment for people at the age of 25. As apparent in the chart below, Ingham County, Lansing, and the target area do not show a drastic difference in percentages of achievement. The most notable variance was found to be that when compared to Lansing and Ingham County, the target area's population had a lower number of individuals who received a high school diploma. When comparing Associate degrees it was found that the five census tracts in the target area had the lowest percentage with only 26% compared to Ingham County with 42% and Lansing at 29%. In terms of high school education the target area compared competitively. The total number of individuals who achieved some sort of educational attainment is comparative to the rest of Lansing and Ingham County. In Ingham County, 88% of the population received their high school diploma, 82% in Lansing and 84% in the target area.

Table 7

Education Attainment for Population 25 Years and Over
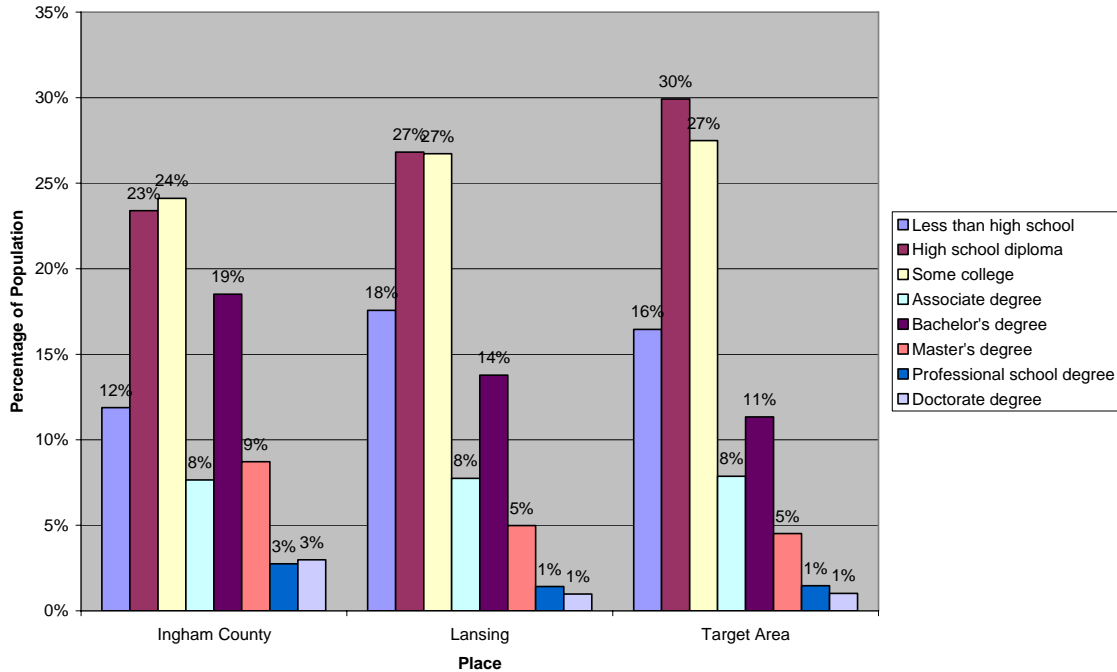
Source: U.S. Bureau of the Census, 2000
(www.census.gov)

2.09 Median Age

In 2000, the median age for Ingham County, Lansing, and the Target Area were comparable. The Target Area appears to have only a slightly older population at 33.84, which might indicate fewer school children in the area than in the rest of the City of Lansing and Ingham County. This may be because of a larger number apartment buildings and multi-family residential land use in the area. The chart below gives a comparison of the median age for each area.

Table 8

Median Age in 2000
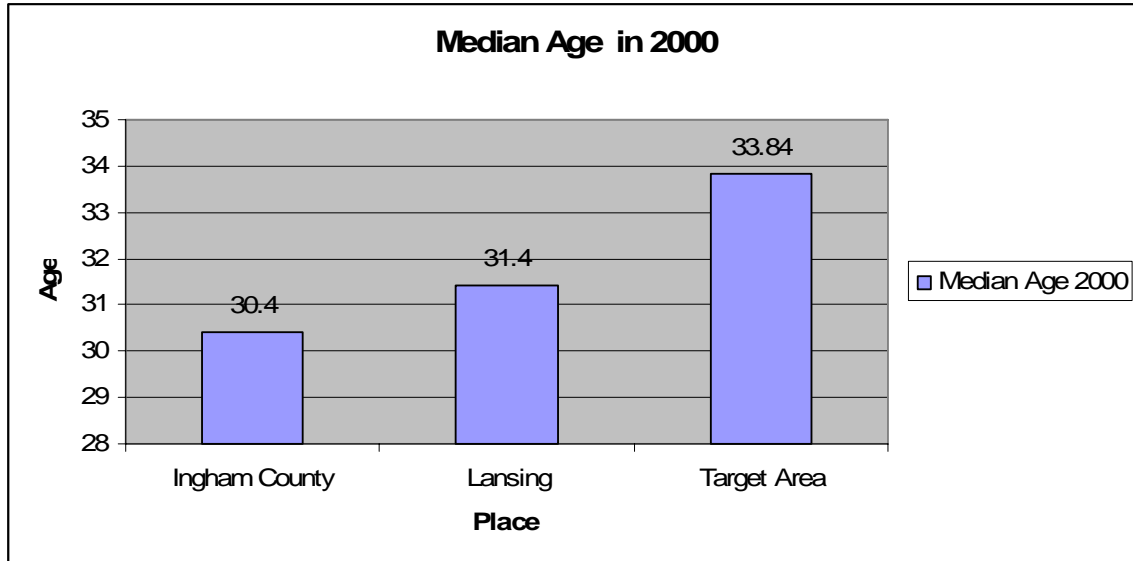
Source: U.S. Bureau of the Census, 2000
(www.census.gov)

2.10 Demographic Conclusions

The most intriguing statistic is how Ingham County and the City of Lansing are losing people while the target area is managing to gain people. More people have started to rent in the target area, and less people are renting in Lansing and Ingham County. In 1990, the target area had a higher median gross rent than Lansing but still was under Ingham County. Ten years later, the target area had the lowest median gross rent. While Lansing and Ingham county both experienced an increase in median gross rent by about 20% (20.04% and 22.14% respectively), the target area only median gross rent increased by 13.14%. Since it is cheaper to rent in the target area than Lansing as a whole, the number of people renting in this area has grown from 1990-2000. The target area is growing in population but not moving far ahead in median gross rent.

Section 3: Assessing Land Use - Business & Residential Areas

3.01 Zoning

Below is a map indicating the zoning of the area of study.

Figure 7
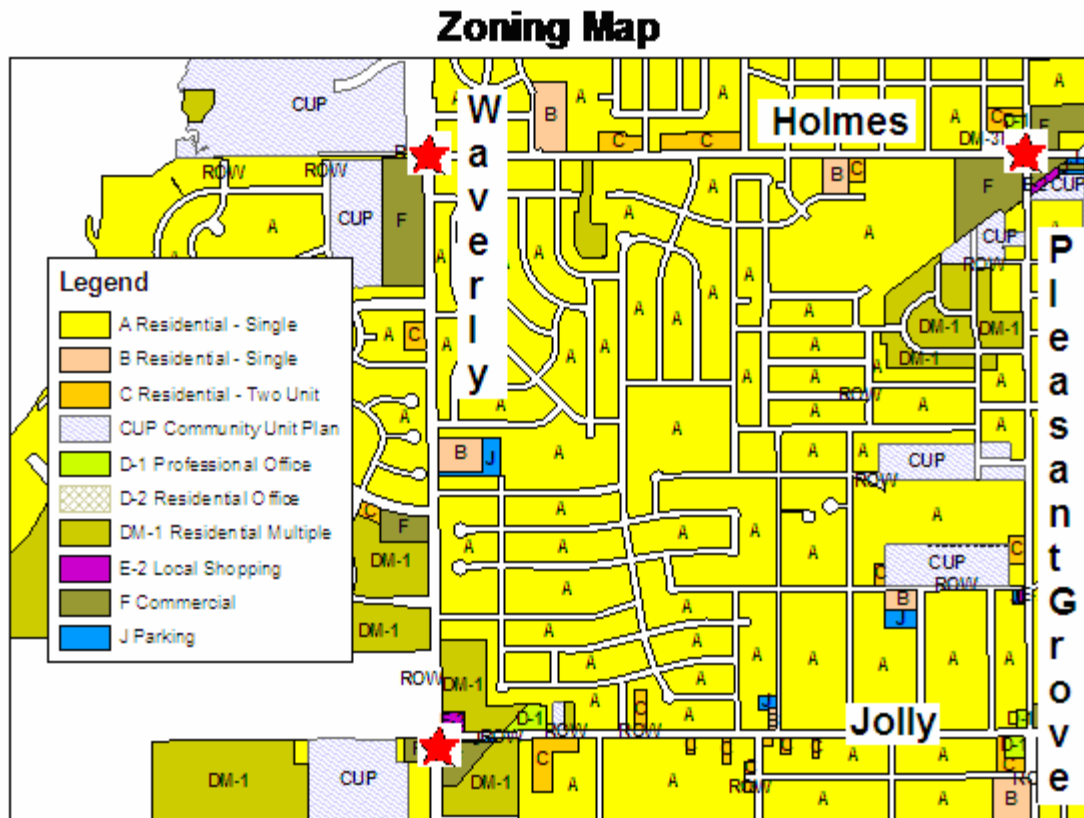
Source: The City of Lansing 2004

In the map above, the vast majority of the area of study surrounding the area of interest is zoned single-family residential. The three intersections (marked by red stars) contain the greatest concentration of commercial zoning. A higher amount of multi-family residential apartment buildings are located around the intersection of Jolly and Waverly. The intersection of Holmes and Pleasant Grove has the largest commercial concentration as well as local shopping. Duplexes and multi-family housing units are sparsely located throughout this area.

3.02 Existing Land Use

Located below is an existing land use map, showing the area around the three intersections of interest.

Figure 8

Existing Land Use
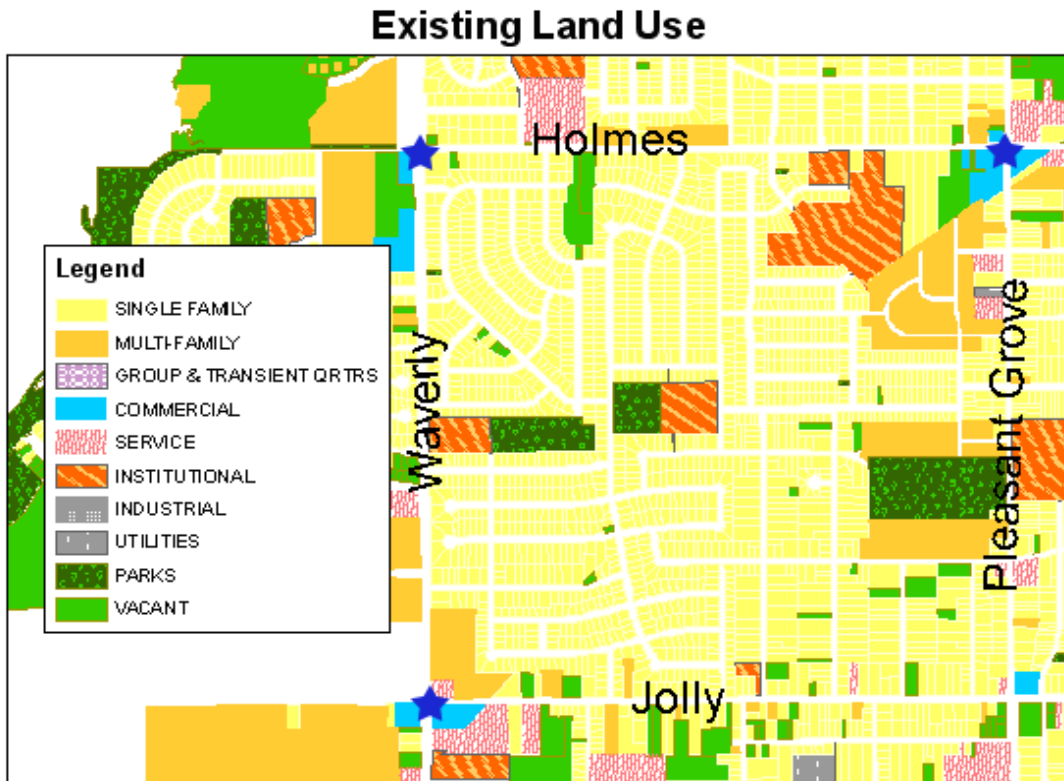
Source: The City of Lansing 2004

The following maps indicate that the area of interest contains a great deal of residential land use, the majority being single-family with small pockets of multi-family developments. Commercial land use is concentrated around each of the intersections. The intersection of Holmes and Pleasant Grove is the only of these intersections that is zoned commercial on three of the four corners. It should also be noted that there are a fair number of institutions and service facilities located throughout the area.

3.03 Existing Residential Land Use

     The map below indicates the area of interest, which contains the three intersections, and the connecting corridors. At the three intersections there is not a great deal of residential land use, however, along the corridors the majority of parcels are used for single-family residential. Multi-family residential exists mostly directly to the west of portions of Pleasant Grove and also Waverly Road.

Figure 9
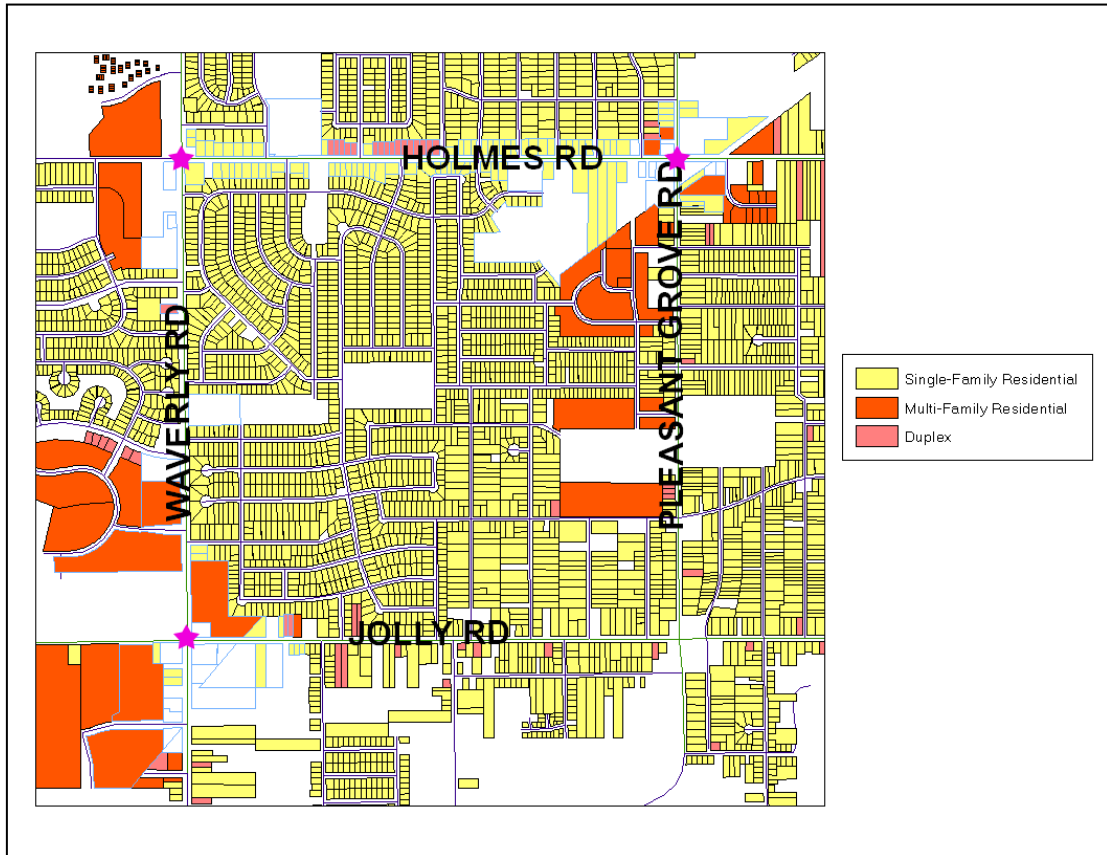
Source: The City of Lansing 2004

3.04 Existing Commercial Land Use

The amount of land used for commercial and retail purposes is not very significant except at the three intersections. The vast amount of white space in the map below indicates the area is not a commercial center.

Figure 10
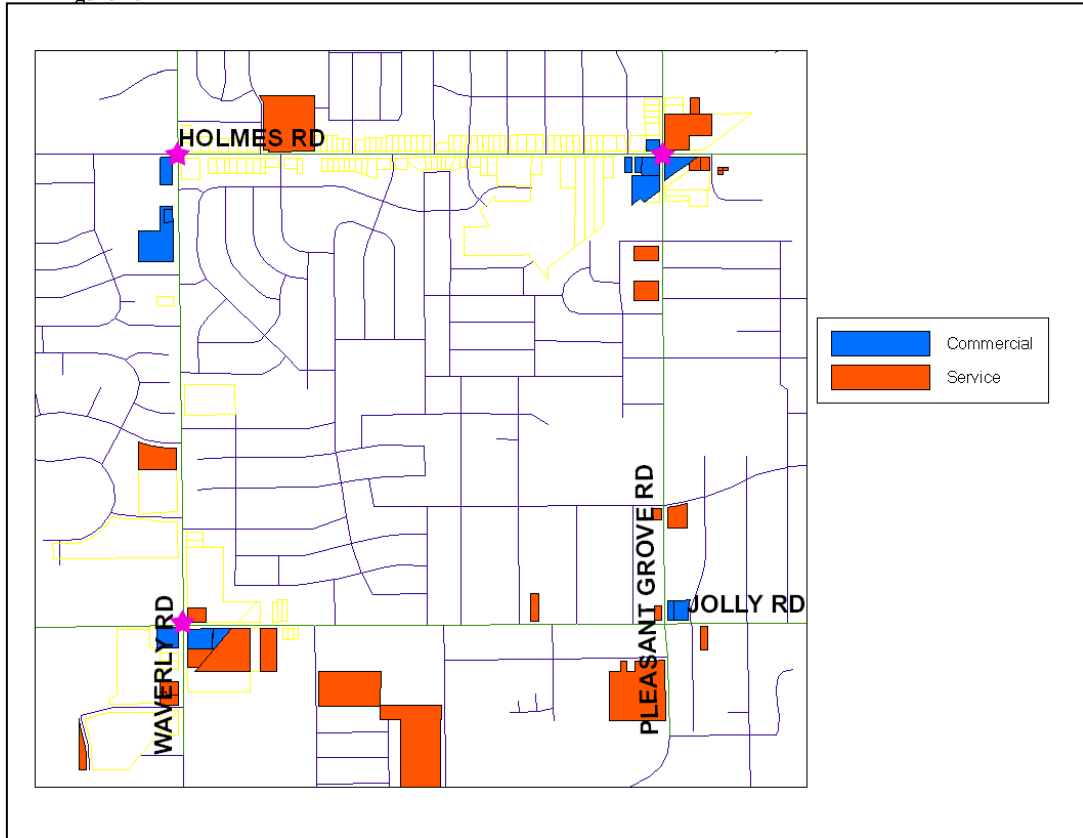
Source: The City of Lansing 2004

The commercial uses of the properties at the three intersections vary. Among the three intersections there are clothing stores, personal care stores, several convenience stores, and stores offering various services related to . Below are lists of existing commercial establishments by intersection and type.

Businesses at Holmes and Pleasant Grove

Table 9

Type	Total	Type	Total
Retail:	**2**	**Food stores:**	**1**
Fingerprint Fashion		Little Caesars Pizza	
Gallery of Fine Art and Home Décor		**Services:**	**1**
Convenience stores:	**3**	BW's Hair Fashions	
Quality Dairy Convenience Store		**Other Vacant Properties:**	**3**
Bad Habit's Beer and Liquor Store		Pool Hall (Vacant)	
Von's Market		BBQ Restaurant (Vacant)	
		1910 Meat Co. (Vacant)	

Businesses at Jolly and Waverly

Table 10

Type	Total	Type	Total
Gas stations, and convenience stores:	**4**	**Food stores:**	**1**
Quality Dairy – Gas Station and Convenience Store		Sir Pizza	
Rite Aid		**Services:**	**5**
Admiral Gas Station		Prestige Dry Cleaners	
Quicky Convenience Store		Jackson Hewitt – Tax Services	
Retail Stores:	**3**	Car Wash	
First Class Jewelry – Jewelry Store and Pawn Broker		Wall Repair Contractors	
Family Dollar		Mr. Jolly Coin Laundry and Dry Cleaning	
Lansing Athletics			

Businesses at Holmes and Waverly

Table 11

Type	Total	Type	Total
Gas stations, and convenience stores:	**1**	**Food stores:**	**2**
Admiral Gas Station		China Palace II	
Financial Services:	**2**	Domino's Pizza	
Cash Advance		**Services:**	**6**
CB Tax Service		Hair Touch Beauty Supply	
Retail Stores:	**6**	Natural Nails	
Ramone's House of Style		Waverly Chiropractic	
Cellnet Wireless		Better Dayz Hair Studio	
Video Express		360 Learning Center	
Women of Purpose Boutique		Fleming – Revis Dental	
Ashley's Clothing		**Vacant:**	**2**
The Fisherman's Hut (Bait and Tackle)		Auto Shop (Vacant)	
		Bank (Vacant)	

3.05 Existing Institutional Land Use

Interestingly, a greater number of parcels in the area of interest are for institutions. These parcels contain, among other things, a community center, schools, and a number of churches and religious organizations.

Figure 11
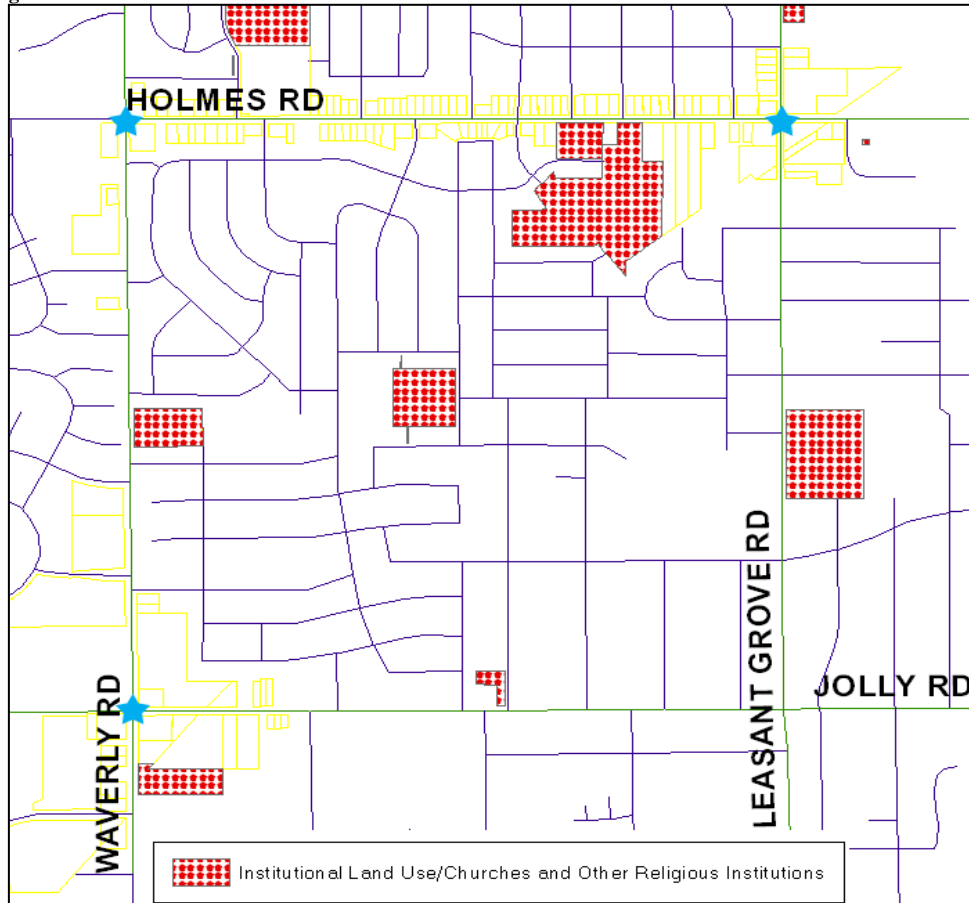
Source: The City of Lansing 2004

Table 12

Religious Organizations	Total 12
Assembly of God Calvary	Pentecostal Outreach Church
Eliezer Temple Church	Purpose Outreach Ministries
Faith United Methodist Church	Redeemer Lutheran Church
Holy Temple Ministries of God	Shiloah Baptist Church
Jehovah's Witnesses	Southside Community Center
New Home Missionary Baptist	Trinity AME Baptist Church
Schools	**Total 2**
New City Academy School	Pleasant View School

3.06 Existing Vacant Land

Contained within and around the area of interest there is a prevalence of vacant properties. The map below indicates a number of large parcels of vacant land running south along Waverly.

Figure 12
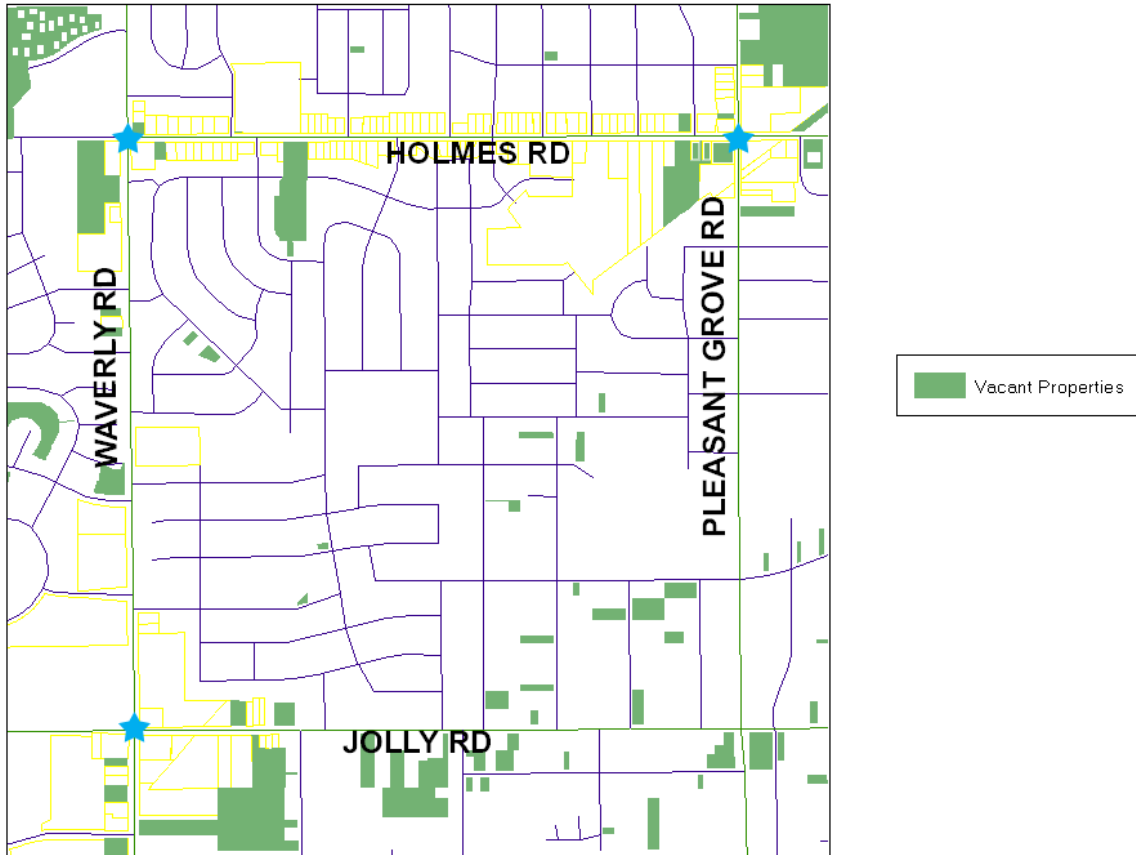
Source: The City of Lansing 2004

Section 4: Building and Intersection Assessment

4.01   Building Assessment & Housing Inventory

During the months of January and February 2005, the team conducted a windshield survey to assess the exterior condition of housing and commercial buildings. The corners of the intersections of interest are mostly commercial, while the corridors connecting the three intersections along Holmes and Waverly are mainly residential. The map at the bottom of the page indicates where the survey was conducted.

Figure 13
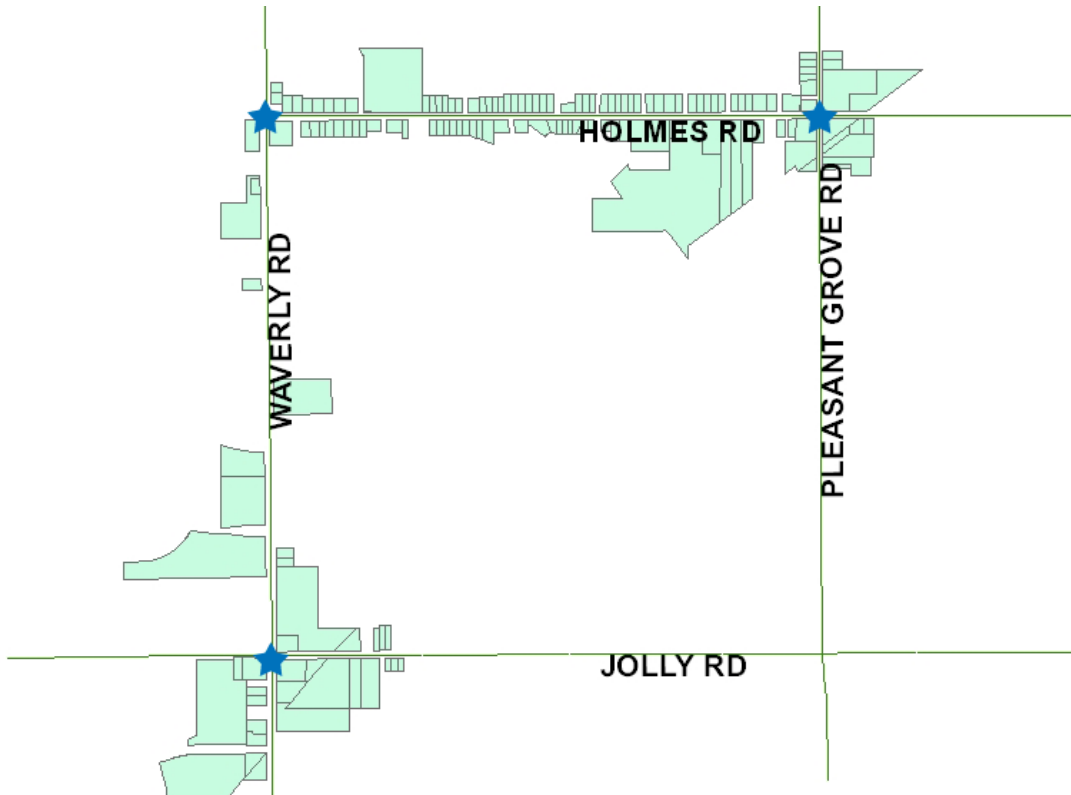
Source: The City of Lansing, 2004

4.02 Methodology for Rating Housing Conditions

Structures were scored according to a four-point scale covering six separate categories. Scores were as follows: 1=Good, 2=Fair, 3=Poor, 4=Substandard. The six features scored of each structure were the exterior, windows, doors, roof, yard, and the foundation. A structure could score a total as low as 6 (very good) or 24 (very poor/substandard). The structures were assessed on an overall rating based on their average scores that consisted of a rating 1-4 for each of the six exterior rating categories.

The survey was used to rate each structure directly adjacent to the corridors and intersections. The assessment standards were based on a Planning Practicum group from 2004, who worked on the Creston corridor in Grand Rapids, Michigan. The methodology was based on standards established by the past group. Below is a table established by previous practicum groups indicating how buildings were scored.

Table 13

	Good = 1	Fair = 2	Poor = 3	Substandard=4
Exterior	Siding or brick is in tact and sturdy. No visible weathering.	Some signs of weathering. Peeling paint or some bricks and mortar deteriorating.	Over ¼ of the structure showing signs of weathering. Paint and/or siding missing in places.	Over ½ of the structure showing signs of weathering. Paint completely off in places. Exposed wood under paint. Significant siding missing.
Windows	All windows in tact. No glass is broken or damaged	Most windows in tact.	Over ¼ of all windows are broken or damaged.	Over ½ of all windows are broken or damaged.
Doors	All doors are new or freshly painted.	Most doors in tact. Some minor damage or paint peeling off.	Over ¼ of all doors damaged.	Over ½ of all doors damaged.
Roof	New or recently replaced. No water damage or shingles missing.	Some shingles missing but no water damage.	Over ¼ of shingles missing with some signs of water damage.	Over ½ of shingles missing with significant water damage.
Yard	Clean and free of debris.	Clean or near clean with trace debris or very few plants overgrown.	Some debris in yard with some overgrown plants.	Debris is significant and plants are overgrown.
Foundation	Solid with no weathering or water damage.	Solid with no water damage.	Some cracks.	Large cracks or missing concrete in places.

Source: Lan 2, Creston Corridor, Grand Rapids 2004

4.03 Building Ratings

Using the rating scale, it was found that the physical condition of the commercial buildings are generally well maintained, though many buildings would likely benefit from façade improvements. Residential structures, including single-family homes as well as apartment buildings, generally appear to be in good condition and attractive, though there are notable exceptions. The structure of most concern is an apartment building located southwest of the intersection of Jolly and Waverly, where a natural gas fire completely destroyed the building. Below is information relevant to the ratings of the buildings.

Figure 14
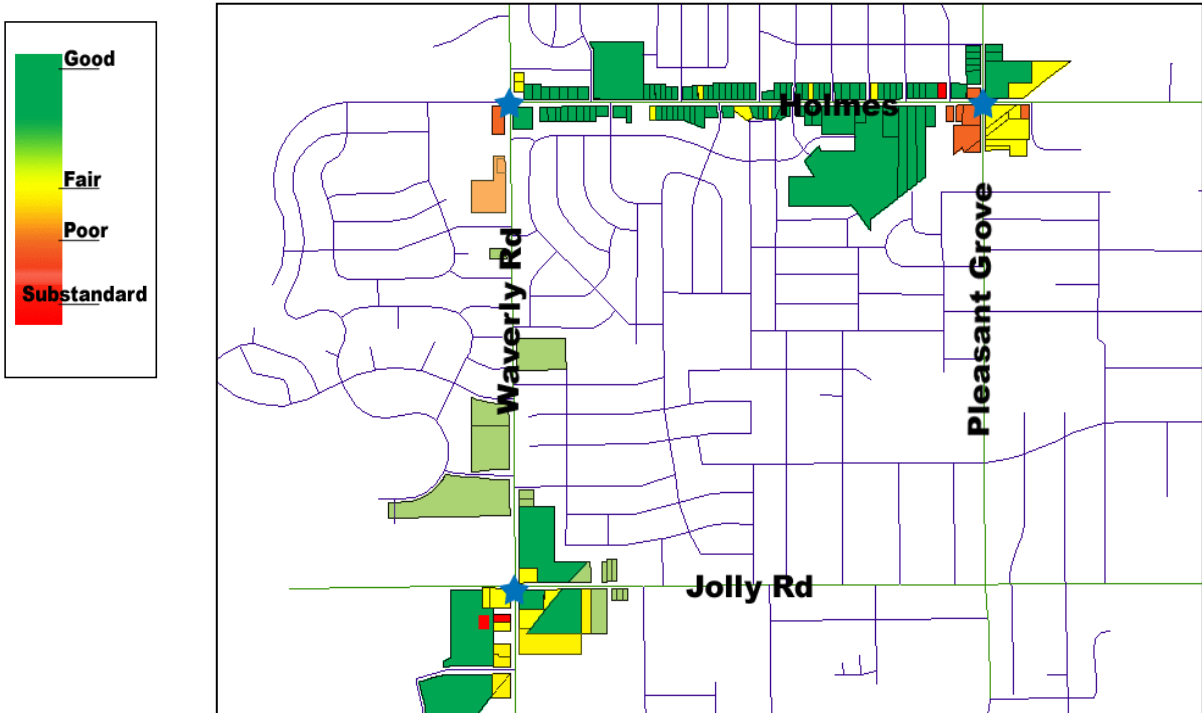
Building Conditions
The Intersection of Holmes and Pleasant Grove

Figure 15

HOLMES RD

PLEASANT GROVE RD

Good

Fair

Poor

Substandard

Building Conditions
The Intersection of Holmes and Waverly

Figure 16

HOLMES RD

WAVERLY RD

Good

Fair

Poor

Substandard

Building Conditions
The Intersection of Jolly and Waverly

Figure 17

JOLLY RD

WAVERLY RD

Good

Fair

Poor
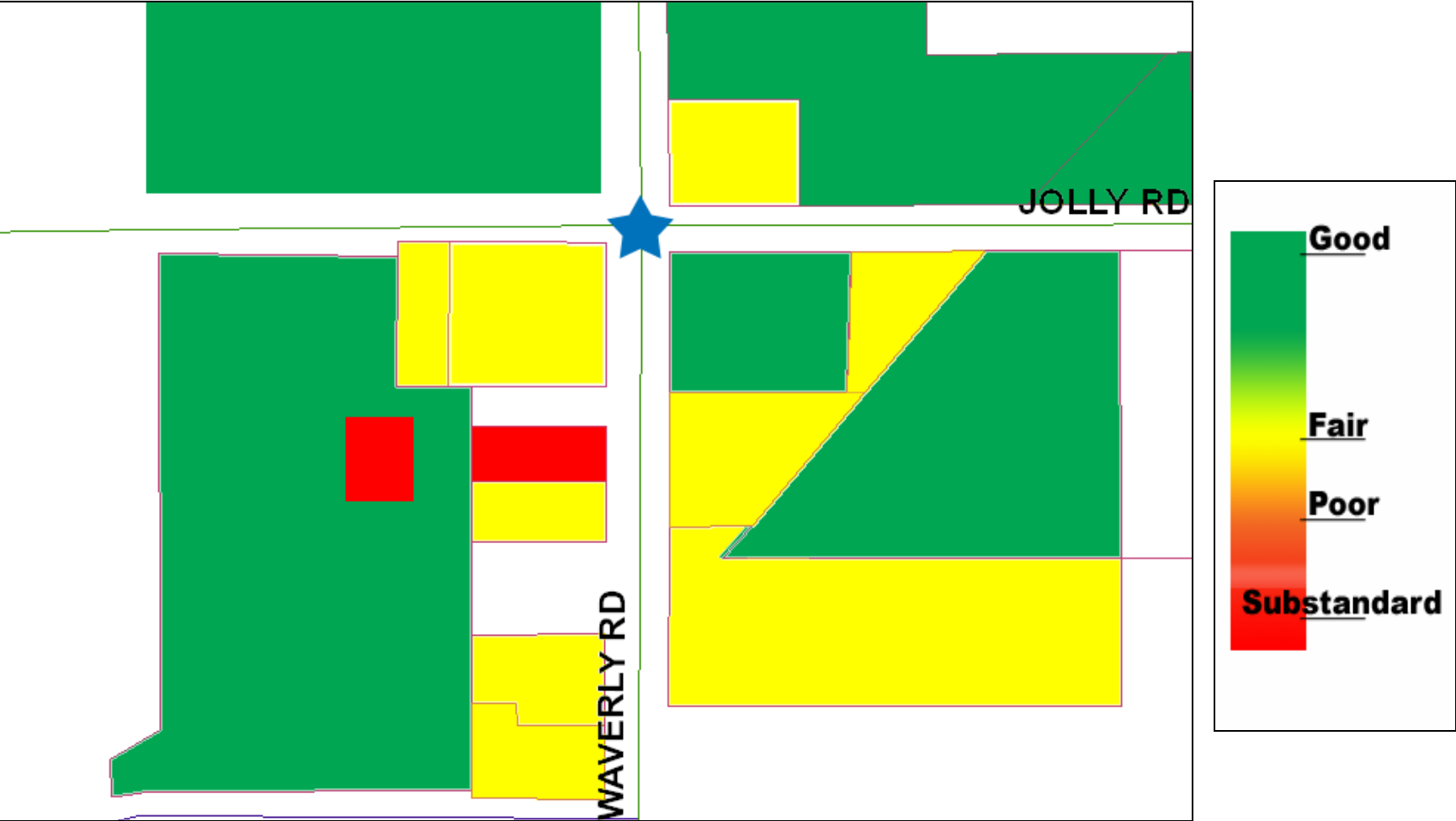
Substandard

Table 14

Residential Building Rating

3%
11%
9%
77%

Good

Fair

Poor
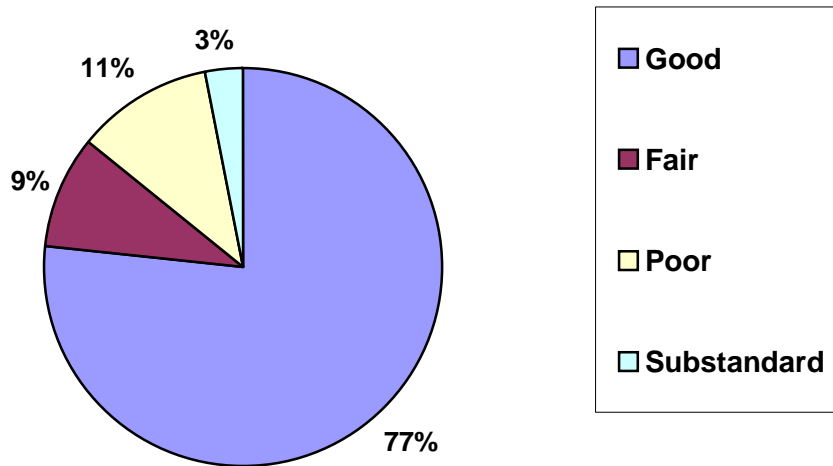
Substandard

The exterior conditions survey found that a majority of residential buildings, 77%, were in good condition. Only 3% of all housing units were found to be in substandard condition, and it was concluded that homes in this area are generally well kept.

Table 15

Commercial Building Condition Rating

22%
56%
22%
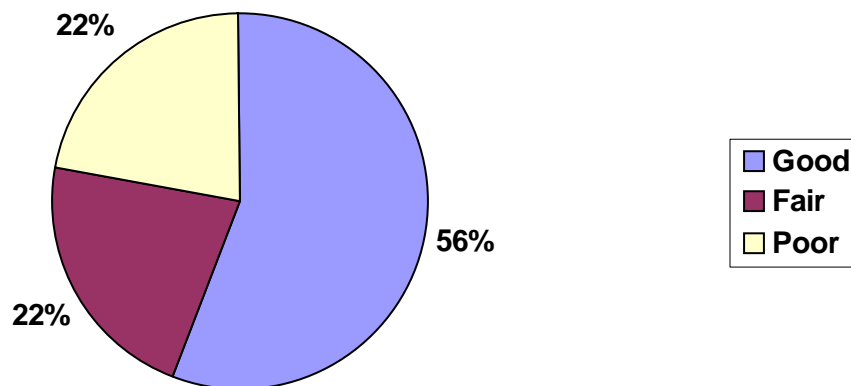
Good
Fair
Poor

Like residential, commercial buildings were also evaluated as having an overall condition of good, 56%, to fair, 22%. No commercial building were rated sub-standard, however, a fifth of all of the establishments were evaluated as being in poor condition.

4.04 Intersection Assessment Survey

Using the "Safe Growth America Checklist" developed by the American Planning Association, an intersection condition assessment survey was developed. The purpose of this survey was to identify various aspects, both positive and negative, in the area that would have an affect on pedestrian, bicycle, and automobile use at the designated crossroads.

In order to draw individuals from the community and outlying areas there must be a positive combination of function and aesthetics in the area to provide usability, safety, and appeal to the intersections. In order to assess these factors a variety of roadside characteristics were evaluated. All three intersections were assessed with the same set of standards outlined in the appendices.

Intersection Findings

While the intersections are not in terrible disrepair, the main concern with the three intersections is that there does not seem to be adequate lighting for evening security, and the sidewalks are narrow and uneven, containing debris.

Holmes & Pleasant Grove

The primary intersection of Holmes and Pleasant Grove has the ability to be a main thoroughfare for foot traffic due to its location with regard to multiple neighborhoods, churches, and a school, all within short walking distance. When evaluated it was found that underutilization of this area by local residents may be due in part the inadequate condition of sidewalks and associated pedestrian friendly characteristics. Generally, sidewalks were found to be undulating with a majority, roughly 75%, of concrete squares being cracked, broken or uneven. In addition to narrow and damaged sidewalks, street lighting also retracts from the usability and safety of this intersection. The addition of adequate lighting could increase the attractiveness of retail businesses, and also increase pedestrian safety by decreasing the occurrence of crime related activities and increasing visibility for walkers, bicyclists and automobile drivers.

A view facing New City Academy, a charter school located at the Northeast corner of Holmes and Pleasant Grove.

Holmes & Waverly and Jolly & Waverly

Conditions at the intersections of Holmes and Waverly, and Waverly and Jolly are equivalent to the findings of the first intersection. The sidewalks were hard to find, and nonexistent along some roads, not allowing for an unobstructed walking or bike path. Lighting was also insufficient. Unlike the Holmes and Pleasant Grove intersection, road markings were well maintained allowing for designated pedestrian areas and pay phones were present which increases safety by allowing for the placement of emergency calls when necessary.

A view of the intersection of Jolly and Waverly.

Intersection Conclusions

It is believed that improvement of various physical aspects of the intersections could increase the usability of the area. Increased use of the intersections by pedestrians and motorists would aid in the revitalization of local businesses, but increased use will not occur until there are more attractive businesses (to be discussed later). An area that is safe and aesthetically pleasing would help businesses by increasing foot traffic as an effect of useable community common areas.

In conclusion, of the three intersections we found the two areas in need of the greatest improvement apart from changing retail businesses and making the area more aesthetically pleasing in general was that:

1. The sidewalks need to be maintained and or replaced.
2. There must be more adequate lighting.

Section 5: Strengths, Weaknesses, Opportunities, Threats (SWOT)

Following a community meeting that took place on March 10, 2005, we completed a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. A SWOT analysis analyzes the strengths, weaknesses, opportunities, and threats to an established area of interest. Approximately 35 to 40 individuals attended the meeting, many of whom gave their input as to what the strengths and weakness of the area are. The group was comprised of community members, business owners, census block leaders, City of Lansing council members, the Lansing Chief of Police, and the Major of Lansing.

5.01 Strengths

The community members and representatives shared a belief that the strengths of the community and neighborhood are the quality of housing, the involvement of community members, and community organizations. They expressed a firm belief in the quality of neighborhood, and the contact between residents. In relation to a strong community, residents of the area believe that local schools and churches in addition to other community organizations are the cornerstone to building a healthy neighborhood. Furthermore it is believed that the areas surrounding the Holmes and Pleasant Grove, Holmes and Waverly, and Waverly and Jolly intersections have become strong communities due to the presence of these assets.

5.02 Weaknesses

The weaknesses of the community, as expressed by community members, often centered on the lack of visually attractive business, the lack of restaurants, and the need for better retail. Often criticized was the appearance and disrepair of certain convenience stores, which are not well maintained and display an unwelcoming facade. Where as housing quality was found to be a strong point in the community, commercial properties were identified as underutilized and deteriorating. Vacancy rates and disrepair of the commercial sector was the single most weakness identified by community members. In relation to this the community identified a need for the development of their area as a destination spot. Due to a need for road repair, faltering businesses and the presence of crime, development of this nature is currently not a feasible achievement.

5.03 Opportunities

Opportunities in the area revolve around cleaning up and improving the physical appearance of businesses, bringing in new restaurants (where there appears to be a great demand), possibly removing less attractive retail and improving other existing stores. In relation to what the community identified as their greatest weakness, economic expansion was recognized as the greatest opportunity for improvement in the area. It was a common belief that full service, family oriented restaurants are in demand due to a lack of establishments on this nature within a one-mile radius of the Holmes and Pleasant Grove intersection.

The Lansing EDC also has programs to encourage the redevelopment of properties such as the brownfield redevelopment and obsolete property rehabilitation programs. Some

nearby EDC redevelopment projects include; Popeyes Chicken, the former Metro Ford site, the Shafer Bakery site, Drakes Gas Station site, the former Bunnell Trailer park and the Logan Square property. There are other programs such as the Façade Improvement and Business Assistance Loan Program that might be available to the area.

5.04 Threats

Threats to the area involve an increase in crime, though the closing of a Pool Hall, located on Pleasant Grove, may help to discourage an increase. Also threatening is an increase in blight, as homes immediately adjacent to less attractive retail businesses like some convenience stores and a local liquor store tend to be in disrepair. Due to the large number of vacant commercial spaces, it should be noted that there is not a need to increase the amount of commercial zoning.

5.05 SWOT in Summary

The analysis of the strengths, weaknesses, opportunities, and threats to the community surrounding the three intersections revealed that there is much that can be done to make the area more aesthetically pleasing. While certain businesses in the area are unattractive and could threaten to increase blight, a strong residential community and multiple community organizations, coupled with demand for certain business establishments, provides the opportunities necessary to facilitate economic recovery.

Section 6: Transportation

The following is a chart showing the traffic counts for each intersection. Traffic counts were taken along the corridors one block outward traveling north, south, east, and west from each of the three intersections.

Table 16

Holmes and Pleasant Grove	Year	North	South	East	West
	2002	6921	10133	9413	10142
	1999	8040	13400	11304 ('98)	15374
Percent Change		-16.17%	-32.24%	-20.1%	-51.59%

Holmes and Waverly	Year	North	South	East	West
	2003	29191	21346	9088	N/A
	2001	20979	29763	8180	N/A
Percent Change		28.13%	-39.43%	10%	N/A

Waverly and Jolly	Year	North	South	East	West
	2003	17752	11613	10429	5082
	1998	14536	12358	9666	N/A
Percent Change		18.12%	-6.42%	7.32%	N/A

Source: Tri-County Regional Planning Commission, 2005

The intersection of Holmes and Pleasant Grove is the only crossroads, in respect to the three of interest, which has experienced a decrease in traffic flow in all directions. The most extreme decrease is west of Pleasant Grove where the number of automobiles traveling in that direction daily from the intersection has experienced a 51.59% decline. In comparison, traffic traveling east of Waverly towards the Holmes and Pleasant Grove intersection has increased by 10%. This figure is comparative to traffic flow in all directions from both Holmes and Waverly and Waverly and Jolly where the roads have experienced an overall increase in traffic with the exception of traffic moving in a southerly direction. Traffic moving from south of Jolly to north of Holmes has seen a total increase of 46.25% where as the number of cars moving in the opposite direction has decreased by 45.85% per day.

Comparing the amount of traffic per day in each of the three intersections, Holmes and Pleasant Grove is found to have the lowest count. Results pertaining to traffic count to the east of west of all intersections are inconclusive. There is not a large discrepancy in flow to the east from all three of the intersections. Likewise, because the Holmes and Waverly cross road is a three-way intersection, data to make comparisons for this direction of traffic flow is not relevant.

Section 7: Business Analysis

7.01 Retail Market Profile - 1 Mile and 3 Mile Radius (2000 data)

The North American Industry Classification System (NAICS) is used by the U.S. Census Bureau to define various economic sectors. In order to develop a retail marketplace profile, commercial establishments are broken down into NAICS sectors according to the nature of the business. Once this is done it is possible to determine leakages and surpluses that exist in a defined regional area. Leakages and surpluses indicate what kinds of businesses are in demand in an area, and can also indicate what where there are businesses that draw outside business. Supply that represents retail sales is compared with demand or retail potential. Measurement of consumer demand is rated from 100 (total leakage) to -100 (total surplus). Therefore, any industry with a positive rating may be under-supplied in the designated region of study (though not necessarily), whereas a negative number reflects a possible over-supply of a business type. All data collected was done so on an annual basis, information provided is from 2004.

There were several types of businesses that appeared to have greater supply than demand, indicating that there is a possible over-supply, or more likely, that they draw business from outside the area.

Table 17

Examples:	Supply:	Demand:	Leakage (+)/ Surplus (-)
Motor Vehicle & Parts Dealers	$50,473,666	$29,894,654	-25.6
Health and Personal Care Stores	$10,469,364	$4,439,870	-40.4

Other industries appear to have greater demand than supply, indicating an opportunity for certain types of businesses.

Table 18

Examples:	Supply:	Demand:	Leakage (+)/ Surplus (-)
Food services and drinking places	$83,656,894	$105,638,642	+11.6
Clothing Stores	$15,857,073	$38,343,349	+41.5

Sector 1: Motor Vehicles, Parts Dealers and Gasoline Stations

1-Mile Radius

Table 19

Industry	Supply (Retail Sales)	Demand (Retail Potential)	(Leakage/ Surplus)
NAICS 441: Motor Vehicle & Parts Dealers	**$50,473,666**	**$29,894,654**	**-25.6**
NAICS 4411: Automobile Dealers	$1,737,594	$25,001,756	87.0
NAICS 4412: Other Motor Vehicle Dealers	$0	$1,492,452	100.00
NAICS 4413: Auto Parts, Accessories, and Tire Stores	$48,736,072	$3,400,446	-87.0

Source: ESRI, www.esribis.com, 2004

Within a one-mile radius of the Holmes and Pleasant Grove intersection in the City of Lansing, supply outweighs demand in regards to Motor Vehicles and Parts Dealers (NAICS 441). However, because Motor Vehicle Dealers tend to attract business from places farther than a one or even three-mile radius, it is likely that any leakage indicated in a one-mile radius is negated by demand from outside the area.

3-Mile Radius

Table 20

Industry	Retail Sales (Supply)	Retail Potential (Demand)	(Leakage/ Surplus)
NAICS 441: Motor Vehicle & Parts Dealers	**$421,337,253**	**$166,923,437**	**-43.2**
NAICS 4411: Automotive Dealers **NAICS 4412: Other Motor Vehicle Dealers**	$338,878,731	$141,130,196	-41.2
NAICS 4413: Auto Parts, Accessories & Tire Stores	$6,316,166	$7,925,710	11.3
	$76,142,356	$17,867,531	-62.0

Source: ESRI, www.esribis.com, 2004

Regarding Motor Vehicle Dealers, within a three-mile radius of the intersection, the story is much different from that of the data of the one-mile radius. Data suggests that there is a surplus of Auto Dealers and Auto Parts Dealers. The surplus indicates that there are a great number of Automobile related businesses, and they likely draws a lot of customers from outside the city of Lansing.

In conclusion then, it would not be very feasible to try to attract an auto-dealer to the area. Even if there were more demand than supply, there would not likely be space, given the current land uses.

Sector 2: Home Furnishings, Electronics, Appliances, Building Materials, and Garden Supply Stores

1-Mile Radius

Table 21

Industry	Supply (Retail Sales)	Demand (Retail Potential)	(Leakage/ Surplus)
NAICS 442: Furniture & Home Furnishing Stores	**$1,660,668**	**$3,206,989**	**31.8**
NAICS 4421: Furniture Stores	$1,267,392	$2,207,161	27.0
NAICS 4422: Home Furnishing Stores	$393,276	$999,828	43.5
NAICS 443/NAICS 4431: Electronics & Appliance Stores	**$654,620**	**$2,936,967**	**63.5**
NAICS 444: Building Materials, Garden Equipment & Supply Stores	**$1,000,359**	**$5,074,484**	**67.1**
NAICS 4441: Building Material & Supplies Dealers	**$950,753**	**$4,356,989**	**64.2**
NAICS 4442: Lawn & Garden Equipment & Supplies Stores	**$49,606**	**$717,495**	**87.1**

Source: ESRI, www.esribis.com, 2004

Surpluses within this sector do not exist; all sub-sectors of this industry are currently experiencing leakages. The leakages suggest that there is demand for Furniture stores, Building Material stores, and Electronics stores. The numbers also indicate that it is likely people who live within a one-mile radius of the intersection of Pleasant Grove and Holmes are willing to travel to find these stores elsewhere.

3-Mile Radius

Table 22

Industry	Retail Sales (Supply)	Retail Potential (Demand)	(Leakage/ Surplus)
NAICS 442: Furniture & Home Furnishings Stores	**$18,280,024**	**$17,823,066**	**-1.3**
NAICS 4421: Furniture Stores			
NAICS 4422: Home Furnishing Stores	$8,750,597	$12,664,081	18.3
	$9,529,427	$5,158,985	-29.8
NAICS 443/4431: Electronics & Appliance Stores	**$6,713,315**	**$16,306,514**	**41.7**
NAICS 444: Building Materials, Garden Equipment & Supply Stores	**$29,759,070**	**$26,634,830**	**-5.5**
NAICS 4441: Building Material & Supplies Dealers			
NAICS 4442: Lawn & Garden Equipment & Supplies Stores	$28,500,264	$22,819,507	-11.1
	$1,258,806	$3,815,323	50.4

Source: ESRI, www.esribis.com, 2004

       While there seemed to be great demand for Furniture stores, as well as Building Material suppliers in the one-mile radius, the case is not the same with the three-mile radius. This suggests that there are a number of stores that serve this purpose. There does seem to continue to be a need for electronics and appliance stores, but those are often big box retail, and require more space than is likely available in the area of interest.

Sector 3: Food and Beverage Supply, Food Services and Drinking Places

1-Mile Radius

Table 23

Industry	Supply (Retail Sales)	Demand (Retail Potential)	(Leakage/ Surplus)
NAICS 445: Food & Beverage Stores	**$34,895,411**	**$18,295,482**	**-31.2**
NAICS 4451: Grocery Stores	$34,488,064	$16,974,836	-34.0
NAICS 4452: Specialty Food Stores	$268,978	$448,413	25.0
NAICS 4453: Beer, Wine, and Liquor Stores	$138,369	$872,233	72.6
NAICS 722: Food Services & Drinking Places	**$8,941,016**	**$19,007,036**	**36.0**
NAICS 7221: Full-Service Restaurants	$2,149,209	$11,149,488	67.7
NAICS 7222: Limited-Service Eating Places	$6,271,798	$6,895,631	4.7
NAICS 7223: Special Food Services	$0	$387,542	100.0
NAICS 7224: Drinking Places (Alcoholic Beverages)	$520,009	$574,375	5.0

Source: ESRI, www.esribis.com, 2004

This sector is one that needs special attention. Though there are six full service restaurants in a three-mile radius, none exist in a one-mile radius. Full service restaurants (NAICS 7221) have a leakage of 67.7 and a retail potential of $11,149,488. This suggests that there is a demand for full service restaurants. Numbers indicate that there is a surplus of food and beverage stores, but that likely means people are being drawn from further than a one-mile radius to get food and beverages.

3-Mile Radius

Industry	Supply (Retail Sales)	Demand (Retail Potential)	(Leakage/ Surplus)
NAICS 445: Food & Beverage Stores	**$81,408,505**	**$98,962,352**	**9.7**
NAICS 4451: Grocery Stores **NAICS 4452: Specialty Food Stores**	$75,442,196	$92,238,478	10.0
NAICS 4453: Beer, Wine, & Liquor Stores	$1,459,918	$2,208,607	20.4
	$4,506,391	$4,515,267	0.1
NAICS 722: Food Services & Drinking Places	**$83,656,894**	**$105,638,642**	**11.6**
NAICS 7221: Full-Service Restaurants	**$37,436,222**	**$62,904,718**	**25.4**
NAICS 7222: Limited-Service Restaurants	**$35,582,527**	**$37,580,945**	**2.7**
NAICS 7223: Special Food Services	**$1,4899,055**	**$2,227,064**	**19.5**
NAICS 7224: Drinking Places (Alcoholic Beverages)	**$9,139,090**	**$2,925,915**	**-51.5**

Source: ESRI, www.esribis.com, 2004

     Just like the one-mile radius, the data in the three-mile radius suggests that there is demand for more Food Service type establishments, like full-service restaurants. The leakage numbers on the three-mile radius study back up the numbers of the one-mile radius. A full-service restaurant could easily be built in place of businesses that have closed at the primary intersection of Holmes and Pleasant Grove. There appears to be great potential for restaurant-type business in the area.

Sector 4: Health and Personal Care Stores, Clothing, Shoe, and Jewelry Stores

1-Mile Radius

Table 25

Industry	Supply (Retail Sales)	Demand (Retail Potential)	(Leakage/ Surplus)
NAICS 446/NAICS 4461: Health & Personal Care Stores	**$10,469,364**	**$4,439,870**	**-40.4**
NAICS 448: Clothing and Clothing Accessories Stores	**$1,706,307**	**$7,143,321**	**61.4**
NAICS 4481: Clothing Stores	$1,706,307	$5,143,403	50.2
NAICS 4482: Shoe Stores	$0	$1,420,032	100.0
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	$0	$579,886	100.0

Source: ESRI, www.esribis.com, 2004

The highest surplus in this sector is in Health & Personal Care Stores (NAICS 446/NAICS 4461) with a rating of –40.4. The retail potential here is still great with $4,439,870. While there may be an oversupply of Health and Personal Care Stores in the immediate area, this sector may draw in outside business.

Clothing and Clothing Accessories Stores seem to be in great demand (leakage factor of 61.4). It would appear that what supplies of clothing stores there are in the area are not adequate, so people shop elsewhere.

3-Mile Radius

Table 26

Industry	Supply (Retail Sales)	Demand (Retail Potential)	(Leakage/ Surplus)
NAICS 446/4461: Health & Personal Care Stores	**$53,875,992**	**$23,708,387**	**-38.9**
NAICS 448: Clothing & Clothing Accessories Stores **NAICS 4481: Clothing Stores** **NAICS 4482: Shoe Stores**	**$15,857,073**	**$38,343,349**	**41.5**
NAICS 4483: Jewelry, Luggage, & Leather Goods Stores	$9,938,741	$27,226,837	46.5
	$3,686,691	$7,642,867	34.9
	$2,231,641	$3,473,645	21.8

Source: ESRI, www.esribis.com, 2004

Just as it was the case in the one-mile radius, the three-mile radius seems to indicate that there is great demand for Clothing stores in the area surrounding the intersection of Pleasant Grove and Holmes. It is likely that people are drawn out of the area to get their clothes, possibly to malls located in Meridian Township and Lansing Township. It also indicates that the stores located close to the three intersections that are clothing stores are likely not the kind of stores that people in the area want to go to.

Sector 5: General Merchandise, Department, and Retail Stores

1-Mile Radius

Table 27

Industry	Supply (Retail Sales)	Demand (Retail Potential)	(Leakage/ Surplus)
NAICS 451: Sporting Goods, Hobby, Book & Music Stores	**$2,138,174**	**$3,147,977**	**19.1**
NAICS 4511: Sporting Goods, Hobby, & Musical Instrument Stores	$2,138,174	$1,740,467	-10.3
NAICS 4512: Books, Periodical, & Music Stores	$0	$1,407,510	100.0
NAICS 452: General Merchandise Stores	**$73,498,446**	**$17,534,845**	**-61.5**
NAICS 4521: Department Stores (Excluding Leased Departments)	$2,750,537	$9,579,818	55.4
NAICS 4529: Other General Merchandise Stores	$70,747,909	$7,955,027	-79.8
NAICS 453: Miscellaneous Store Retailers	**$902,121**	**$3,585,216**	**59.8**
NAICS 4531: Florists	$0	$300,760	100.0
NAICS 4532: Office Supplies, Stationery, and Gift Stores	$326,309	$1,326,519	60.5
NAICS 4533: Used Merchandise Stores	$56,155	$731,306	85.7
NAICS 4539: Other Miscellaneous Store Retailers	$519,657	$1,226,631	40.5

Source: ESRI, www.esribis.com, 2004

In this sector there appears to be a demand for sporting goods stores, and other stores like florists. The numbers, which indicate a leakage, also indicate people are willing to leave the area for such merchandise.

The highest retail potential in this sector is in General Merchandise Stores (NAICS 452) with $17,534,845, and a surplus of –61.5. There are four operating businesses of this type in a one-mile radius of Holmes and Pleasant Grove. Books, Periodical, and Music Stores (NAICS 4512) contain a leakage of 100 and a retail potential of $1,407,510.

3-Mile Radius

Industry	Supply (Retail Sales)	Demand (Retail Potential)	(Leakage/ Surplus)
NAICS 451: Sporting Goods, Hobby, Book & Music Stores	**$22,285,320**	**$16,816,359**	**-14.0**
NAICS 4511: Sporting Goods, Hobby, & Musical Instrument Stores	$14,988,192	$9,372,474	-23.1
NAICS 4512: Books, Periodical, & Music Stores	$7,297,128	$7,443,885	1.0
NAICS 452: General Merchandise Stores	**$217,521,362**	**$104,226,095**	**-35.2**
NAICS 4521: Department Stores (Excluding Leased Departments)	$96,660,199	$59,007,829	-24.2
NAICS 4529: Other General Merchandise Stores	$120,861,163	$45,218,266	-45.5
NAICS 453: Miscellaneous Store Retailers	**$27,872,176**	**$18,712,446**	**-19.7**
NAICS 4531: Florists	$5,439,153	$1,421,953	-58.6
NAICS 4532: Office Supplies, Stationery, and Gift Stores	$7,287,182	$6,899,376	-2.7
NAICS 4533: Used Merchandise Stores	$8,231,252	$3,614,952	-39.0
NAICS 4539: Other Miscellaneous Store Retailers	$6,914,589	$6,776,165	-1.0

Source: ESRI, www.esribis.com, 2004

Unlike the data in the 1-mile radius, data in the three-mile radius suggests that there is a surplus, not a leakage of Hobby type stores, Book stores, General merchandise stores, and other miscellaneous retail. Apparently such stores are available farther from the primary intersection. This suggests people do indeed travel farther than just one mile to get other general merchandise.

Sector 6: Non-Store Retailers, Electronic Shopping, and Direct Selling Establishments

1-Mile Radius

Table 29

Industry	Supply (Retail Sales)	Demand (Retail Potential)	(Leakage/ Surplus)
NAICS 454: Nonstore Retailers	**$1,048,497**	**$3,675,521**	**55.6**
NAICS 4541: Electronic Shopping & Mail-Order Houses	$0	$1,461,087	100.0
NAICS 4542: Vending Machine Operators	$1,048,497	$494,471	-35.9
NAICS 4543: Direct Selling Establishments	$0	$1,719,963	100.0

Source: ESRI, www.esribis.com, 2004

In a one-mile radius from Holmes and Pleasant Grove there are only two operating businesses in this "non-store" sector. The numbers suggest there is potential demand for businesses that operate electronic shopping business.

3-Mile Radius

Table 30

Industry	Retail Sales (Supply)	Retail Potential (Demand)	(Leakage/ Surplus)
NAICS 454: Nonstore Retailers NAICS 4541: Electronic Shopping & Mail Order Houses	**$35,548,755**	**$19,670,130**	**-28.8**
NAICS 4542: Vending Machine Operators	$24,809,358	$7,193,933	-55.0
NAICS 4543: Direct Selling Establishments	$6,960,139	$4,131,899	-25.5
	$3,779,258	$8,344,298	37.7

Source: ESRI, www.esribis.com, 2004

Despite what the numbers suggest from the one-mile ESRI study, there appears to be a surplus of "Nonstore Retail" within a three-mile radius. Nonstore retail would not likely benefit the three intersections.

7.02 Market analysis

The data provided by ESRI, both within the 1-mile and 3-mile reports, suggest a number of things, mainly being that there are many kinds of businesses that are in demand in the area surrounding the intersection of Holmes and Pleasant Grove. The data shows there is demand for business like Family Restaurants; more mainstream clothing stores, and electronics and appliance stores, most obviously. But the data also suggests that people who live in the area of interest are driving more than three miles to get to stores that offer what it is they demand. So while there is potential demand for various businesses closer to the primary intersection, residents currently appear to drive a ways to get the products and services they desire.

Sector 1: Motor Vehicles, Parts Dealers and Gasoline Stations

Within a three-mile radius of the Holmes and Pleasant Grove intersection of downtown Lansing supply outweighs demand for the retail markets of motor vehicles, parts dealers (NAICS 441) and gasoline stations (NAICS 447) in the area. With a total number of 62 businesses related to motor vehicle and parts dealers in the area, supply more than doubles current demand. Two of the three subcategories, automobile dealers (NAICS 4411) and auto parts, accessories and tires stores (NAICS 4413) reflect the overall market trend for this industry with respective surpluses of –43.2 and –62.0. Though the surplus of gasoline station supply is just over half of the motor vehicles and parts dealers, it is still significantly over provided for. The grouping of other motor vehicle dealers (NAICS 4412) is the only aspect of this business type deficient in its supply. In relation to demand however, this is a small leakage of only 11.3. It is therefore found that the targeted area overall has a greater amount of businesses than necessary to accommodate the Holmes and Pleasant Grove area in regards to motor vehicles, parts dealers and gasoline stations.

Sector 2: Home Furnishings, Electronics, Appliances, Building Materials, and Garden Supply Stores

The overall results of the combined retail markets in relation to the supply of interior and exterior home equipment is a fairly mixed market containing both leakages and surpluses. Electronics and appliances (NAICS 4431) are largely undersupplied with an expressed leakage of 41.7. In the retail categories of building materials and garden equipment (NAICS 444) as well as home furnishing stores (NAICS 442) supply outweighs demand by a small margin however, components of these sectors vary greatly in relation to retail sales and potential. There is a leakage on the supply of furniture stores of 18.3 but a large over supply of home furnishings (NAICS 4422). Building materials and supplies (NAICS 4441) are over provided for while there is a large leakage of 50.4 in the lawn and garden equipment sector (NAICS 4442).   It is therefore found that it may prove profitable to increase the supply of lawn and garden equipment and reduce the number of home furnishing stores in the area. Overall this sector of the retail market adequately supplied for in regards to furniture stores, building materials and garden equipment, but there is a need for increased supply of electronic and appliance stores.

Sector 3: Food and Beverage Supply, Food Services and Drinking Places

Food and beverage supply (NAICS 445) along with food and drinking services (NAICS 722) appear to be fairly adequately provided for with two major exceptions. Full service restaurants have a leakage of 25.4 and therefore may prove to be a profitable economic venture in this area of Lansing with only 6 establishments on this type within three miles of the Holmes and Waverly intersection. There exists an over abundance of drinking establishments (NAICS 7224) with a surplus of –51.5. In contrast to the over abundance of drinking establishments, beer, wine and liquor stores (NAICS 4453) are adequately provided for. It is therefore concluded that a decrease in the number of drinking establishments coupled with an increase in full service restaurants would be the most economically profitable actions for this sector to pursue.

Sector 4: Health & Personal Care Stores, Clothing, Shoe, and Jewelry stores

The only surplus existing in this category is that of Health and personal care stores with –38.9 (NAICS 446/NAICS 4461). These stores have the highest supply in this sector. Clothing and clothing accessories stores (NAICS 448) offer the best business opportunity. A leakage of 41.5 exists with a potential retail demand of $38,343,349. The next best opportunity is a supplement of the first. It is that of clothing stores (NAICS 4481) in general. These businesses have a leakage as well of 46.5. There exists a potential retail demand of $27,226,837.

Within a 3 square mile radius it appears that individuals have a greater need for clothing and accessories than personal or health care supplies.

Sector 5: General Merchandise, Department, and Retail stores

There is a surplus in all components of this sector with the exception of a 1.0 leakage in books, periodical, and music stores (NAICS 4512). Though there is a leakage, the retail potential is low in comparison to other business types in this sector. The demand for retail potential is highest within general merchandise stores (NAICS 452) with a demand total of $104,226,095. There are only 15 businesses of this type and they contain a surplus of –35.2. The second highest retail demand potential exists within department stores (NAICS). The potential is $59,007,829 with a surplus of –24.2 with only 9 existing businesses.

The best business investment would be in general merchandise stores or department stores.

Sector 6: Non-store Retailers, Electronic Shopping, and Direct Selling Establishments

In this sector a total of 18 businesses exist. It is very small but opportunity is still available. Surplus is a common theme with the exception of direct selling establishments (NAICS 4543). These establishments contain a leakage of 37.7 but only 1 of these

businesses exists. This may be the reason that the retail potential here is the second greatest within the sector with $8,344,298. The highest retail potential within this sector exists with non-store retailers. There are 9 non-store retailers that make up for a –28.8 surplus. Though in surplus, the retail potential is $19,670,130. Electronic shopping (NAICS 4541) contains the highest surplus but their retail potential is low. The most popular and profitable of these types is that of non-store retailers. The retail potential is highest among these businesses even though there are 9 competing non-store retailers in a 3 square mile radius.

7.03   Number of Businesses in the Area by Type

Table 31

NAICS CODES	INDUSTRY SECTOR	NUMBER OF BUISNESSES	
		1 MILE	3 MILE
441	**Motor Vehicle & Parts Dealers**	**3**	**62**
4411	Automobile Dealers	1	35
4412	Other Motor Vehicle Dealers	0	6
4413	Auto Parts, Accessories & Tire Stores	2	21
442	**Furniture & Home Furnishings Stores**	**4**	**22**
4421	Furniture Stores	2	8
4422	Home Furnishings Stores	2	14
443/4431	**Electronics & Appliance Stores**	**3**	**25**
444	**Building Materials, Garden Equipment & Supply Stores**	**3**	**39**
4441	Building Material & Supplies Dealers	2	33
4442	Lawn and Garden Equipment & Supplies Stores	1	6
445	**Food & Beverage Stores**	**11**	**60**
4451	Grocery Stores	8	40
4452	Specialty Food Stores	2	10
4453	Beer, Wine, and Liquor Stores	1	10
446/4461	**Health & Personal Care Stores**	**4**	**32**
447/4471	**Gasoline Stations**	**2**	**15**
448	**Clothing & Clothing Accessories Stores**	**4**	**29**
4481	Clothing Stores	4	18
4482	Shoe Stores	0	5
4483	Jewelry, Luggage, & Leather Goods Stores	0	6
451	**Sporting Goods, Hobby, Book, & Music Stores**	**3**	**31**
4511	Sporting Goods, Hobby, Musical Instruments Stores	3	22
4512	Books, Periodical, & Music Stores	0	9
452	**General Merchandise Stores**	**4**	**15**
4521	Department Stores (Excluding Leased)	2	9
4529	Other General Merchandise Stores	2	6
453	**Miscellaneous Store Retailers**	**4**	**64**
4531	Florists	0	8
4532	Office Supplies, Stationery, & Gift Stores	2	17
4533	Used Merchandise Stores	1	19
4539	Other Miscellaneous Store Retailers	1	20
454	**Non-Store Retailers**	**1**	**9**
4541	Electronic Shopping & Mail-Order Houses	0	2
4542	Vending Machine Operators	1	6
4543	Direct Selling Establishments	0	1
722	**Food Services & Drinking Places**	**21**	**141**
7221	Full-Service Restaurants	0	6
7222	Limited-Service Restaurants	20	116

List of Current Businesses

Waverly and Jolly

Table 32

Businesses	Religious Organizations, Service Institutions, and Schools
Quicky Convenience Store	Assembly of God Calvary
First Class Jewelry – Jewelry Store and Pawn Broker	Eliezer Temple Church
Family Dollar	Holy Temple Ministries of God
Jackson Hewitt – Tax Services	Jehovah's Witnesses
Quality Dairy – Gas Station and Convenience Store	
Car Wash	
Wall Repair Contractors	
Rite Aid	
Mr. Jolly Coin Laundry and Dry Cleaning	
Prestige Dry Cleaners	
Sir Pizza	
Lansing Athletics	
Admiral Gas Station	

Pleasant Grove and Holmes

Table 33

Businesses	Religious Organizations, Service Institutions, and Schools
Bad Habit's Beer and Liquor Store	Pleasant View School
1910 Meat Co. (Vacant)	Redeemer Lutheran Church
Pool Hall (Vacant)	New City Academy
BBQ Restaurant (Vacant)	Southside Community Center
Von's Market	
Fingerprint Fashion	
Little Caesars Pizza	
Quality Dairy Convenience Store	
Gallery of Fine Art and Home Décor	
BW's Hair Fashions	

Holmes and Waverly

Table 34

Businesses	Religious Organizations, Service Institutions, and Schools
Cash Advance	Faith United Methodist Church
CB Tax Service	Shiloah Baptist Church
Ramone's House of Style	Trinity AME Baptist Church
Cellnet Wireless	New Home Missionary Baptist
Auto Shop (Vacant)	Pentecaostal Outreach Church
Bank (Vacant)	
Waverly Holmes Center - Purpose Outreach Church - Hait Touch Beauty Supply - Video Express - Vacancy - Purpose Outreach Ministries - Women of Purpose Boutique - Natural Nails - China Palace II - Waverly Chiropractic - Better Dayz Hair Studio - Domino's Pizza - Ashley's Clothing - 360 Learning Center - Fleming – Revis Dental - The Fisherman's Hut (Bait and Tackle)	

7.04 Retail Market Assessment: What does it all mean?

1-Mile Radius Conclusions

As evidenced by the ESRI data, it was found that the four retail sectors with greatest growth potential in a one mile radius are building materials, electronics and appliances, clothing and clothing accessories, and miscellaneous retail stores. The sector with the largest leakage and therefore most potential in relation to retail expansion is building materials, garden equipment and supply stores (NAICS 444). Currently, there are three establishments in the area that provide corresponding goods and services however, with a demand of $5,074,484 and supply of only $1,000,359, it can be interpreted that an increase in the number of these types of businesses within a one mile radius of the Holmes and Pleasant Grove intersection may be successful.

Table 35

Leakage/Surplus Factor by Industry Subsector

Demand Potential(+)/ Surplus (-)

	General Merchandise Stores	Health & Personal Care Stores	Food & Beverage Stores	Motor Vehicle & Parts Dealers	Building Materials, Garden Equipment &	Electronics & Appliance Stores	Clothing & Clothing Accessories	Miscellaneous Store Retailer
☐ Series1	-61	-40	-31	-25	67.1	63.5	61.4	59.8
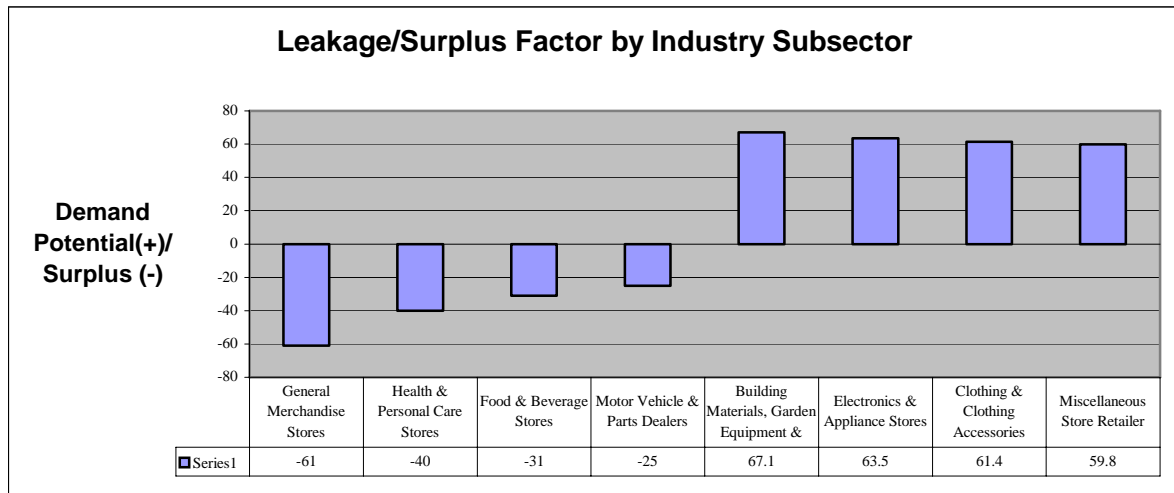
Source: ESRI, www.esribis.com, 2004

3-Mile Radius Conclusions

        Unlike the one mile radius, upon assessing a larger area of study it was found that the sector containing the greatest amount of leakage was the electronic and appliance supply industry followed closely by an under supply of clothing and clothing accessories. As reflected by the above analysis, it is projected that sectors experiencing the greatest amount of leakage within an area would be the most profitable to expand due to increased demand. Therefore the two above-mentioned industries have the most promise in regards to economic improvement in the three-mile radius.

Table 36

Leakage/Surplus Factor by Industry Subsector

Demand Potential(+)/ Surplus(-)

	Motor Vehicles &	Health & Personal	General Merchandi	Non-store Retail	Electronic &	Clothing & Clothing	Food Services &	Food & Beverage
Series1	-43.2	-38.9	-35.2	-28.8	41.7	41.5	11.6	9.7
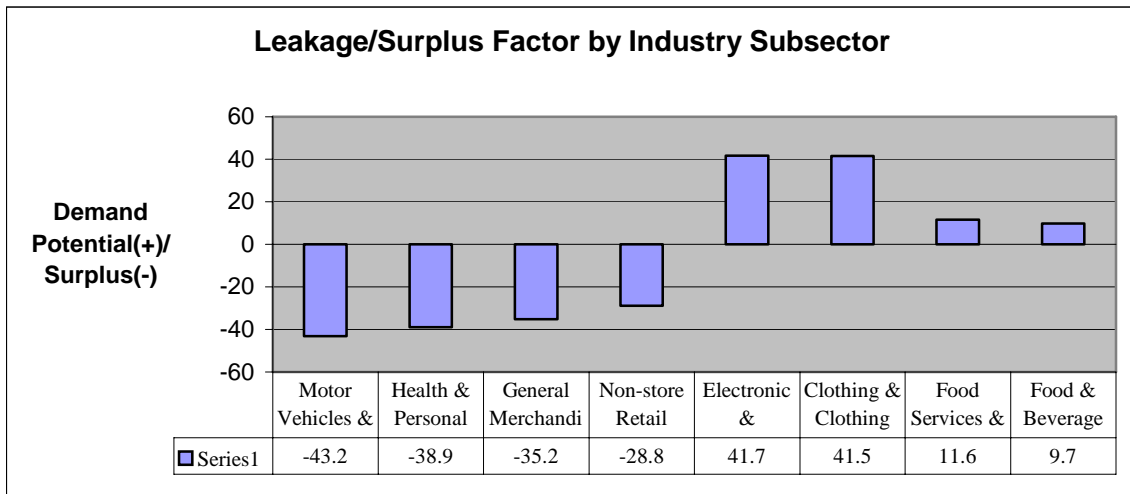
Source: ESRI, www.esribis.com, 2004

Section 8: Recommendations

Economic Renewal

Within a one-mile radius of the Holmes and Pleasant Grove intersection there are 67 operating retail establishments. The sector with the greatest demand is motor vehicle and parts dealers (NAICS 441) with a retail potential of nearly $30,000,000 a year. However, due to multiple factors of the location, such as the large amount of residential land use in the area, it is unrealistic to assume that the area would be appropriate for the development of a local automobile dealership, nor would the addition of such a property increase the viability of the community. An abandoned auto parts supply and repair building is located on the corner of Holmes and Waverly, however, with a retail supply of $48,736,072 and a demand of only $3,400,446, it would not be profitable to suggest a business of the same nature to utilize the space. Redevelopment of this property for a differing use is recommended due to the extreme over supply pertaining to the sub-sector.

As opposed to motor vehicle and parts dealers (NAICS 441), food services and drinking places (NAICS 722) is an economically viable and realistic sector to be focused on for financial development in the area. Even though there are 21 operating convenience stores and food marts, there are no full service restaurants within a one-mile radius of Holmes and Pleasant Grove. In relation to a community demand of establishments of this type as expressed by local residents in a community meeting, there is a retail demand of $11,149,488 compared to a supply of only $2,149,209. A comment by a local resident reflected that those who live in the area must travel out of their neighborhood in order to dine in a family oriented, sit-down restaurant. It was clearly expressed that the community wants an establishment of this type that they can utilize.

Food and beverage stores (NAICS 445) are another sector that may be profitable to pursue expansion in. This sector accounts for 11 operating businesses with a retail potential of $18,295,482. Eight of these businesses are classified as grocery stores (NAICS 4451) and account for the majority of the sector's retail potential with an estimated total of $16,974,836 demanded yearly. The present state of this sector was another area that the community expressed strong views about in concerns to the need for a clean, full service grocery store in the area. The closest business establishment of this type, Von's, is located on the southwest corner of the Holmes and Pleasant Grove intersection. The area in which it is located would be prime for the surrounding neighborhoods to benefit from due to its proximity. Many individuals expressed that the unattractive façade is the reason they are choosing to spend their money outside of the community when grocery shopping.

Community

One of the most important characteristics of a community is the people that live in the area and share resources in the locale they inhibit. In order to establish a sense of community, people need to interact, share and create interdependence. The area surrounding the Holmes and Pleasant Grove intersection has an essential strength in that they have such a strong community. In an open meeting, the community expressed how willing they are to do whatever is in their power in order to revitalize the area.

Other important aspects of the locale in concern to development of a stronger community are the target area's church base and community organizations. For instance, the South Lansing Community Development Association (SLCDA) is a non-profit organization that aids in maintaining a strong community. The SLCDA publishes a community newsletter that is specifically targeted to the south Lansing area. The newsletter lists business openings, community events such as picnics, and additional information that is relevant to the community. Other ways to aid in the implementation of the continuance of a healthy community may be events such as festivals, organized recreation, and school or arts activities. Informing the community on current issues through the continued use of newsletters or fliers aids with better cooperation as well as proper participation.

Local non-profit organizations in conjunction with the willingness of those in the area to help, are an important building block to revitalization. As a driving force, they serve to connect individuals and organize progressive steps towards improvement.

Quality of Place

Despite a strong community, the Holmes and Pleasant Grove intersection needs improvement in the areas of economic development, as previously addressed, and aesthetic enhancement. The quality of a place has a large influence on the amount of use it receives. The many churches in addition to a locale charter school around the intersection are important characteristics that add to the quality of the location. However, directly across from the school is a local liquor store, which might not be the most compatible land use.

There are also many vacant commercial rental spaces and buildings. In general, the stores are not aesthetically pleasing and are in need of façade improvements (refer to figure 14, page 32). The community addressed this issue with their concern and expressed the desire to have improvements made.

"Walk-ability," as defined by a system of routes, between points that is relatively short, barrier-free, interesting, safe, well lighted and comfortable, inviting pedestrian travel, is also an issue. The intersection does not have adequate sidewalks and connectivity; those that exist are narrow and contain debris. Along certain roads, such as at the Holmes and Waverly intersection, walking and bike paths do not exist. In addition, lighting at all three of the intersections is not adequate. Street lamps are sparsely located which result in multiple pockets of dimly lit areas, which studies have shown to reduce safety. Proper walk-ability will not be attained until these improvements are made. Ultimately, with better walk-ability improve the community's aesthetic and practical environment.

As previously expressed, community members expressed a need for façade improvement of local businesses in their community. When questioned, they articulated that they would be more willing to use community run businesses if they were aesthetically

enhanced. Such findings emphasize the fact that façade improvements are necessary to improve the economic viability of local businesses. The community meeting indicated that currently most business owners rent the space in their buildings from an off-site landlord and have no interest putting money into a building they do not own. Façade improvements need to be implemented by the owners of these buildings. If this occurred, more people would feel welcomed and spend their money in their neighborhood.

Recommendations Summary

Most importantly, there must be façade improvements to many of the commercial structures which exist around the three intersections. Low exterior ratings of several of the commercial buildings provides support for claims made by community members at a community meeting that existing businesses are unattractive. Façade improvements of existing commercial structures would serve not only to make businesses more physically attractive, but also would likely attract greater amounts of business from within and beyond the immediate surrounding community. Other aesthetic improvements could be made, including repairing uneven sidewalks, adding lighting to the intersections, and incorporating a greater amount of landscaping around business structures.

Analysis of market and retail information gathered about the intersections and surrounding area also indicates that there is a potentially profitable opportunity available to any aspiring entrepreneur: full-service restaurants. Market data revealed a deficient number of existing full-service restaurants in the area. It is recommended that the community and the City of Lansing encourage those seeking to own any full-service restaurant consider operation in the area around the three intersections. Replacing two or three currently vacant buildings located at the southwest corner of Holmes and Pleasant Grove with a full-service restaurant such as a family-style diner could prove to be a great opportunity. Other retail establishments with potential in the area include appliance and electronics stores, as well as clothing stores.

Section 9: Appendix

9.01 Business Survey

(Source: Creston Corridor)

Thank you for participating in this Survey of Business Owners within your community. This survey is being conducted by a group of undergraduate and graduate students at Michigan State University on behalf of the Economic Development Corporation for the city of Lansing.

The Survey results will be kept confidential. Individual survey responses will not be identified in any analysis.

Instructions: For questions 1 thru 5, please circle the one answer, which bests corresponds to your current condition.

1) Please select the answer below that most closely identifies the nature of your business. (circle one)
   a. Retail
   b. Manufacturing
   c. Office
   d. Other _____

2) What is your position at the business? (circle one)
   a. Owner and Manager
   b. Manager
   c. Supervisor
   d. Employee
   e. Other _____

3) Which of the following best describes your business? (circle one)
   f. Locally owned and operated
   g. Locally owned and Franchised
   h. Non-Locally Owned Franchise
   i. Regional Chain
   j. National Chain
   k. International Chain
   l. Other _____

4) Think about where your business plans to be in the next five years and choose which best describes your future situation. (circle one)
   a. Need to hire several additional employees
   b. Need to hire 1-2 additional employees

    c. No change from current operation
    d. Significant downsizing (let several employees go)
    e. Minor downsizing (let 1-2 employees go)
    f. Close or relocate business to another community
    g. Not sure

5) What is the single most important thing the Economic Development Corporation of the City of Lansing could do to help you expand or remain at your current site? (circle one)

Finding and Hiring Employees   Property Development

Loans for Improvement   Improvement of Downtown Resources

Job Creation   Regional Economic Development

Other (please specify) _____

6) Please rate those public services that you would most like to see improved (write the number of desired response next to each category).

Very Good = 1   Good = 2   Needs Improvement = 3   No Opinion = 4

    a. Traffic Control (lights, one-way streets, signs near your facility) _____
    b. Road Maintenance adjacent to your facility   _____
    c. Snow Removal adjacent to your facility   _____
    d. Code Enforcement (health, fire, building, environment, etc.)   _____
    e. Public Transportation serving the community   _____
    f. Public Safety (police protection)   _____
    g. Fire Department   _____
    h. Other (specify) _____

7) Please rate the different types of establishments you would like to see develop within a 3 mile radius of your business. (circle one for each type of business)

Strong   Moderate   Low   No

	Desire	**Desire**	**Desire**	**Opinion**
a. Retail Businesses	SD	MD	LD	NO
b. Basic Services	SD	MD	LD	NO
c. Restaurant/Entertainment	SD	MD	LD	NO
d. Finance, Insurance,				
Real Estate	SD	MD	LD	NO
e. Manufacturing	SD	MD	LD	NO
f. Residential	SD	MD	LD	NO

g. Other _____

Instructions: For questions 8 thru 14, please respond to each as specifically as possible.

8)   What year was your business established in this location? _____

9)   What was your most important reason behind choosing this specific location?
_____

10) For what reasons do you expect you will continue to operate your business where you are now?
_____
_____
_____
_____
_____
_____
_____

11) Do you have any plans to relocate your business within the next five years? ____
If so, why:
_____
_____

12) A. What are the most important "threats," if any, to the well being of your business? (please be as specific as possible)
_____
_____
_____

B. Of these threats, which is the most important one that needs to addressed?
_____

13) A. What are the greatest opportunities available, if any, to the well being of your
   business? (please be as specific as possible)
_____
_____
_____

    B. Of these opportunities, which is the most important to the well being of your
business?
_____
_____

13) What is the single most important "threat," if any, to the well being of the
community? (please be as specific as possible)

  _____
  _____

14) What is the greatest strength, if an, in your community? (please be as specific as
possible)
_____
_____
_____

9.02 Housing Conditions Survey

(*Source: Creston Corridor*)

Parcel Number _____

Neighborhood _____

Street _____

House No. _____

Occupancy	Building Use
☐ Occupied ☐ Vacant	☐ Single Family ☐ Multi Family ☐ Apartment ☐ Mixed Use (residential & commercial)
Structure	Observable Condition
☐ Brick ☐ Cinder Block ☐ Frame	☐ Maintained ☐ Fire Damaged ☐ Vandalized ☐ Boarded

Observable Condition

Exterior	Good-1	Fair-2	Poor-3	Substandard-4
Windows	Good-1	Fair-2	Poor-3	Substandard-4
Doors	Good-1	Fair-2	Poor-3	Substandard-4
Roof	Good-1	Fair-2	Poor-3	Substandard-4
Yard	Good-1	Fair-2	Poor-3	Substandard-4
Foundation	Good-1	Fair-2	Poor-3	Substandard-4

Total Assessment Score:

Notes:

_____
_____
_____
_____
_____

Methodology for Rating Housing Conditions

	Good = 1	Fair = 2	Poor = 3	Substandard=4
Exterior	Siding or brick is in tact and sturdy. No visible weathering.	Some signs of weathering. Peeling paint or some bricks and mortar deteriorating.	Over ¼ of the structure showing signs of weathering. Paint and/or siding missing in places.	Over ½ of the structure showing signs of weathering. Paint completely off in places. Exposed wood under paint. Significant siding missing.
Windows	All windows in tact. No glass is broken or damaged	Most windows in tact.	Over ¼ of all windows are broken or damaged.	Over ½ of all windows are broken or damaged.
Doors	All doors are new or freshly painted.	Most doors in tact. Some minor damage or paint peeling off.	Over ¼ of all doors damaged.	Over ½ of all doors damaged.
Roof	New or recently replaced. No water damage or shingles missing.	Some shingles missing but no water damage.	Over ¼ of shingles missing with some signs of water damage.	Over ½ of shingles missing with significant water damage.
Yard	Clean and free of debris.	Clean or near clean with trace debris or very few plants overgrown.	Some debris in yard with some overgrown plants.	Debris is significant and plants are overgrown.
Foundation	Solid with no weathering or water damage.	Solid with no water damage.	Some cracks.	Large cracks or missing concrete in places.

9.03 Intersection Assessment Survey

(*Source: American Planning Association)*

Location of Intersection

Safe Growth for Pedestrians and Bicyclists

	Yes	No	N/A
Are sidewalks relatively smooth?			
Are sidewalks free of debris and obstructions?			
Are sidewalks wide enough for expected use?			
Are there sidewalks on both sides of the street?			
Are there ramps in sidewalks at corners?			
Are there places for pedestrians to sit and rest?			
Are there bike paths or bike lanes?			
Are there crosswalks at intersections?			
Are there crossing signs at intersections?			
Is lighting along sidewalks adequate?			
Are police officers available in the area?			
Are there telephones to make emergency calls?			

Safe Growth for Motor Vehicle and Transit Riders

	Yes	No	N/A
Are people at bus stops protected from moving traffic?			
Are walking routes to schools protected from traffic?			
Are drop-off locations at schools protected from traffic?			
Are markings in roads well maintained?			
Can drivers easily see signs?			
Can drivers easily see signal lights?			

Safe Growth for Home and Workplace

	Yes	No	N/A
Do people know their neighbors, at least informally?			
Does the design of the community encourage neighborly activity?			
Does the physical design of the neighborhood discourage burglary, assault or other crimes?			
Are adjacent land uses compatible with the home or workplace?			

9.04   Intersection Assessment Survey Results

	Pleasant Grove & Holmes	Holmes & Waverly	Waverly & Jolly
Are the sidewalks relatively smooth?	NO	N/A	YES
Are the sidewalks free of debris and obstructions?	YES	N/A	YES AND NO
Are the sidewalks wide enough for expected use?	NO	N/A	YES
Are there sidewalks on both sides of the street?	YES	NO	YES
Are there ramps in sidewalks at corners?	YES	NO	NO
Are there places for pedestrians to sit and rest?	NO	NO	NO
Are there bike paths or bike lanes?	NO	NO	NO
Are there crosswalks at intersections?	YES	2 YES	YES AND NO
Are there crossing signs at intersections?	YES	2 Yes	YES AND NO
Is lighting along sidewalks adequate?	NO	NO	YES AND NO
Are police officers available in the area?	NO	YES	YES AND NO
Are there telephones to make emergency calls?	YES	YES	YES (Pay)
Are people at bus stops protected from moving traffic?	NO	NO	N/A
Are walking routes to schools protected from traffic?	NO	NO	N/A
Are drop-off locations at schools protected from traffic?	YES	NO	N/A
Are markings in roads well maintained?	NO	YES	YES
Can drivers easily see signs?	YES	YES	YES
Can drivers easily see signal lights?	YES	YES	YES
Do people know their neighbors, at least informally?	N/A	NO	NO
Does the design of the community encourage neighborly activity?	NO	NO	NO
Does the physical design of the neighborhood discourage burglary, assault or other crimes?	NO	NO	NO
Are adjacent land uses compatible with the home or workplace?	NO	NO	NO