

SITE LOCATION STUDY - LANSING, MICHIGAN

for

AMERICAN MULTI-CINEMA CORPORATION

Kansas City, Missouri

Table of Contents

and

Introduction

\*\*\*\*\*

Chapter I	Recommendations .....	Page 1
Chapter II	Theaters in the Lansing area .....	Page 5
Chapter III	Commercial facilities in the Lansing area..	Page 10
Chapter IV	Methodology .....	Page 31

During December 1969, and January and February 1970, a detailed study was made of possible locations for multi-plex Multi-Cinema sites in Lansing, Michigan, the state capitol and home of Michigan State University. Results of the study are presented in this report.

In Chapter I, locations considered are listed in priority order, the most desirable being shown first. In Chapter II, a description of all theater operations in the Lansing metropolitan area is given, and in Chapter III a description of all major commercial facilities in Lansing is presented, arranged by facility number as shown on the Location Map, Sheet #1. Several Location Maps are bound into the report for ease of reference. Chapter IV is concerned with a brief review of the techniques used in making the study.



Ralph J. Stephenson, P. E.

February 12, 1970

CHAPTER I

Recommendations

Listed below in order of desirability are sites shown on the Location Map, Sheet #1. The most desirable locations are listed first with ratings diminishing to the least desirable, shown last. Facility reference numbers are given in parenthesis. The central city areas, Lansing, and East Lansing, are discussed separately.

1. Lansing Mall Shopping Center (facility 8): West Saginaw at Elmwood. Regional shopping center.
2. Play World Shopping Center (facility 11): West Saginaw at Elmwood. District shopping center.
3. Meridian Mall (facility 13): Grand River at Okemos Haslett Road. Regional shopping center. (A Multi-Cinema four-plex is now being built in this center).
4. Meijers Thrifty Acres (facility 9): 5125 West Saginaw just south of Lansing Mall. Food and variety store serving region.
5. Frandor Shopping Center (facility 22): East Michigan and Clippert. Regional shopping center.
6. Meijers Thrifty Acres (facility 14): Grand River at Okemos Haslett. Food and variety store serving region.
7. Capitol Plaza (facility 16): Holmes and South Logan. Food and discount store serving large neighborhood.
8. Stadium Plaza (facility 20): Grand River east of Hagadorn. Neighborhood shopping center.
9. Spartan Plaza (facility 26): Harrison Road at Trowbridge. Neighborhood shopping center.
10. Meijers Thrifty Acres (facility 4): 6200 South Pennsylvania Avenue near I-96 expressway interchange. Food and variety store serving region
11. Logan Center (facility 18): South Logan and Holmes Road. Regional shopping center.

12. Spartan Store Center (facility 2): Jolly Road and Cedar Street. Variety store serving large neighborhood.
13. Southland Plaza (facility 17): Holmes Road and South Logan. Variety store and food market serving large neighborhood.
14. Brookfield Plaza (facility 21): Hagadorn and Grand River. Neighborhood shopping center and office complex.
15. Colonial Village (facility 24): West Mt. Hope Road and Boston Boulevard. Neighborhood shopping center.
16. Southtown Plaza (facility 3): Jolly Road and Cedar Street. Small food market and carpet store serving neighborhood.
17. Shopper's Fair Food Market and Discount Store (facility 23): Route 143, just east of Frandor Shopping Center. Moderate size food and discount store serving neighborhood.
18. Metro Plaza (facility 15): South Logan at Ferley Street. Neighborhood shopping center.
19. West Saginaw Plaza (facility 10): West Saginaw Road just west of Waverly. Neighborhood shopping center.
20. Jolly Cedar Plaza (facility 1): South Cedar and Jolly Road. Neighborhood shopping center.
21. Edgemont Shopping Center (facility 12): West Saginaw Road and Waverly. District shopping center.
22. Big E Shopping Center (facility 6): 15487 N. East Road (US 27). Small district center with major food store.
23. Professional office and service shops (facility 19): North of Holmes and East of Logan Street. Small professional offices and commercial service facilities.
24. Willow Plaza (facility 25): North Grand River at Willow Street. Neighborhood shopping center.
25. North Pointe Plaza (facility 5): 2008 N. Larch Street (East Street). Small neighborhood service facility.
26. Kroger and Super X Drugs (facility 7): 1721 North Grand River Avenue. Small neighborhood food and drug store.

A discussion of each of these areas and facilities appears in

Chapter III. The two major areas within the Lansing Metropolitan Area that are not discussed above are the downtown Lansing and East Lansing urban centers.

#### Lansing DOWtown

Downtown Lansing has been steadily improved over the last few years, primarily due to the influence of an expanding State Capitol Government. The aggressive effort to create a better business environment along with the progressive growth of nearby Lansing Community College has also helped considerably. New construction and rehabilitation, particularly of parking facilities, has assisted to maintain a vigorous urban business community.

In Lansing's downtown there appears to be a need for the kind of diverse movie fare offered by a Multi-Cinema theater and is not being met at present. However, locating downtown would involve extensive remodeling of existing, or construction of new facilities. No detailed downtown real estate search was made as a part of this location study since the possibilities inherent in such a location must be evaluated internally along with Multi-Cinema's attitude toward downtown sites as compared to outlying sites. If the Lansing downtown were graded relative to the other facilities, it would probably fall within the top ten (10) selected locations listed above.

#### East Lansing DOWtown

East Lansing's downtown environment is different than that of Lansing's, since its basic growth is centered around Michigan State University, a State College of some forty thousand (40,000) students. The community of East Lansing contains a fine residential district which has very high capita income.

There are presently two downtown theaters (T-2 and T-3) in the East Lansing Central City. Your Meridian Theater, a four-plex is now under construction in the Meridian Mall (T-1 and 13), and there is a theater located in the Frandor Shopping Center just east of downtown East Lansing (T-4).

Real estate and available facilities are very scarce in downtown East Lansing and parking is limited although a large deck is being built now. If a choice were to be made as to whether a multi-plex facility should be located in downtown Lansing or East Lansing, I would currently recommend Lansing.

#### General Comments on Recommendations

The above listing and ratings include Meridian Mall (facility 13), and Meijers Thrifty Acres (facility 14), even though currently a

Multi-Cinema facility, the Meridian Theater (T-1), is under construction in Meridian Mall. Therefore, unless a directly competing unit is desired in Meridian Mall, Meijers Thrifty Acres (facility 14), and possibly even in Stadium Plaza (facility 20) and Brookfield Plaza (facility 21), these four should be removed from the list. This leaves the following as the ten (10) most desirable sites:

1. Lansing Mall (facility 8)
2. Play World (facility 11)
3. Meijers, West Saginaw Road (facility 4)
4. Frandor Shopping Center (facility 22)
5. Capitol Plaza (facility 16)
6. Spartan Plaza (facility 26)
7. Meijers, South Pennsylvania (facility 4)
8. Logan Center (facility 18)
9. Spartan Store (facility 2)
10. Southland Plaza (facility 17)

If downtown locations are acceptable, I recommend placing the Lansing downtown in this group.

CHAPTER II

Theaters in the Lansing Area

There are eleven major movie theaters in the Lansing area. These include three drive-in theaters and eight indoor movie houses, one of which is the new Multi-Cinema installation. A listing of these facilities follows. Locations are indicated on the Location Map, Sheet #1 by the solid dot enclosed in a circle:

Meridian Theater (T-1)

A four-plex Multi-Cinema located in the Meridian Mall shopping center. The theater is now under construction and is expected to open in March. Nearest competing theaters are DT-11 (Crest Drive-In), T-2 (Campus Theater), T-3 (State Theater), and T-4 (Spartan Twin Theater).

Campus Theater (facility T-2) 407 East Grand River, East Lansing, Michigan

The Campus is located in the easterly part of the East Lansing downtown area at a relatively busy intersection, backed up with residential areas on the north. The University campus is directly to the south.

- Quality of building: Medium - typical older theater built as part of store block
- Parking availability: On surrounding pay lots. Limited street parking.
- Number of seats: 1,450
- Film playing on day of inspection: "Battle of Britain"  
G Rating
- Film coming: "Alfred The Great" - M Rating

State Theater (facility T-3) 215 Abbott Road, East Lansing

The State is located near the main intersection of East Lansing's Central business district. It fronts on Abbott Road and is only a few hundred feet from the entrance to Michigan State University.

- Quality of building: Medium - part of store block.
- Parking availability: On adjoining pay lots with limited meter parking on streets.

- Number of seats: 239 in balcony  
600 on main floor  
839 total
- Film playing on day of inspection - "Camille 2000"

Spartan Twin Theater (facility T-4) 3100 East Saginaw, Frandor  
Center, Lansing

The Spartan Twin Theater is a double theater located directly adjoining Frandor Shopping Center. It is situated in a very busy portion of the community and fronts on Grand River Avenue, a major thoroughfare.

- Quality of building: Good, built during last four years.
- Parking availability: Limited directly adjoining the theater. However, Frandor's parking lot is reservoir parking space providing adequate number of cars, if excessive overlapping does not occur.
- Number of seats: East 1,200  
West 650
- Film playing on day of inspection: East theater "John and Mary"  
West theater "101 Dalmatians"

Gladmer (facility T-5) 233 North Washington Street, Lansing

The Gladmer is the most northerly of three downtown theaters in Lansing, and is located nearest the Lansing Community College. It fronts on Washington Street, the main north-south thoroughfare formerly running through the downtown area. Washington Street now dead ends at Michigan Avenue, and serves as a downtown parking mall.

- Quality of building: Good, part of a well kept retail store block.
- Parking availability: On street mall, metered in adjoining pay lots, and on side streets, generally metered .
- Number of seats: 1,480
- Film playing on day of inspection: "Topaz" - rating M.
- Next attraction: "Krakato East of Java"

Art Downtown (facility T-6) 211 North Washington, Lansing

The Art Theater is located about one block south of the Gladmer on the west side of Washington Street. It is a small, rather run down art movie theater which has seen better days.

- Quality of building: Medium to poor - located in building, housing other facilities.
- Parking availability: on street mall metered, in adjoining pay lots, and on side streets, generally metered.
- Number of seats: 420
- Film playing on day of inspection: "Candy Baby" and "Light My Fire"

Michigan Theater (facility T-7) 215 South Washington, Lansing

This is the most southerly of the downtown Lansing theaters and is probably the best maintained of the group. It was built in 1921 by the Butterfield organization, and is constructed so its lobby and entrance to the theater proper serve as a two story arcade occupied by various commercial facilities.

- Quality of building: Very good - building houses other tenants.
- Parking availability: on street mall metered, in adjoining pay lots, and on side streets, generally metered.
- Number of seats: 1,750
- Film playing on day of inspection: "On Her Majesty's Secret Service" Rating M
- Next attraction: "Take the Money and Run"

Mall Theater (facility T-8) Lansing Mall Regional Shopping Center

The Mall Theater is a new facility built as a separate building from the Lansing Mall. It is on the northwest corner of the site, set a fair distance back from the main east-west highway, Saginaw Road. There is a sign on Saginaw Road to call attention to the theater, but its location is not easily discernible from the major street pattern.

- Quality of building: Excellent - built in 1968-1969.
- Parking availability: all required, both in adjoining lots and on Lansing Mall parking areas. Well lighted and paved.

- Number of seats: 988
- Film playing on day of inspection: "The Reivers"

NOTE:

The Mall Theater is located near commercial facilities 8, 9, and 11, which are among the top ten sites recommended for consideration. Because of its detached position, its large size, and its conventional approach to marketing film entertainment, it is in all likelihood a vulnerable theater for a competing Multi-Cinema.

DT-9 Lansing Drive-In (facility DT-9) South Cedar and Jolly Road

The Lansing Drive-In is a clean conventional drive-in theater. It is located in close proximity to four commercial locations, facilities 1, 2, 3, and 4.

Northside Drive-In (facility DT-10) US 27 North of Stoll Road

The Northside is a conventional drive-in theater located nearest Big E Shopping Center (facility 6). The surrounding area is largely rural in nature, and there appears to be only a limited current Multi-Cinema market. It should be noted, however, that there are no theaters serving Lansing, north of Grand River or north of M 43, which is a major east west thoroughfare. This area should be watched for the future.

Crest Drive-In (facility DT-11) Grand River between Cornell and Vanatta Road in Meridian Township

The Crest is a drive-in and the movie facility located nearest the Multi-Cinema Meridian Theater. It generally serves the small towns to the east of Lansing and the rural areas directly adjoining it.

General Comments

The Spartan Twin Theater (T-4) located in Frandor Center (facility 22) offers entertainment most characteristic of a Multi-Cinema, providing two connected theaters of medium capacity. However, since it is much larger than the Multi-Cinema individual theater it might provide an opportunity for direct competition. Frandor Center is one of those in the highest ten rated sites.

Downtown theaters in both Lansing and East Lansing are well maintained movie houses with the exception of the Art Downtown. It is possible though, that the four-plex or six-plex operation could compete very successfully, particularly in Lansing, where continuous physical improvement of the environment is being made. Also, the large government staff population, by day and night, makes the Lansing downtown section a distinct possibility for a Multi-Cinema site.

RALPH J. STEPHENSON

CONSULTING ENGINEER

It can be seen by an inspection of the Location Map that south Lansing, although served only by one movie, a drive-in (DT-9), contains ten (10) commercial centers. This indicates a theater market potential which has not yet been penetrated. During the coming years South Lansing represents a ripe market for Multi-Cinema. There are presently few existing commercial facilities that could accommodate a four-plex or six-plex, but the possibility of constructing separate, but adjoining, facilities is good, and land is available in or near several existing commercial centers.

CHAPTER III

Commercial Facilities in the Lansing Area

The cities of Lansing and East Lansing, taken together, can be roughly divided into four quadrants: the area east of downtown Lansing stretching along Grand River Avenue; the area north of downtown Lansing, stretching along route 27; the area west of downtown Lansing, centered on West Saginaw Highway; the area south of downtown Lansing which centers on Logan and Cedar Streets and is south of the Grand River and the Red Cedar River.

Taking each in turn, and naming them respectively east, north, west and south quadrants, we can make the following observations:

East Quadrant

The eastern quadrant includes East Lansing and Michigan State University. It is a densely populated area containing many single and multiple family dwellings. The population, as would be expected around a major State University, is young and younger middle aged. Families are generally large and income is very high being \$16,142.00, per household in East Lansing, as compared to \$10,133.00, per household in Lansing. The United States average income per household is \$9,592.00. Many of the wives work and much of the population is of a white-collar or professional nature.

East of the Michigan State campus and south of Grand River Avenue, is the small community of Okemos, a rather wealthy community composed of middle-aged and older families, many of whom have lived there for several years as the community has grown.

Most commercial centers in the East quadrant are located in the East Lansing and Okemos area. Included are facilities number 13 (Meridian Mall), number 14 (Meijers Thrifty Acres), number 20 (Yankee Stadium Plaza), number 21 (Brookfield Plaza), number 22 (Frantor Shopping Center), number 23 (Shopper's Fair), and number 26 (Spartan Center).

North Quadrant

The northern quadrant of Lansing is a slowly growing area which is primarily rural in nature and only lightly populated with urban orientated families. Commercial facilities are sparse to the north, and growth in this direction has probably been limited to a large extent by natural, as well as, artificial barriers including the Grand River, two airports, several railroads, and the highway network which forms a particularly effective barrier at the intersection

of route 27 and route 43. Facilities located in the north quadrant include number 5 (North Pointe Plaza), number 6 (Big E Shopping Center), number 7 (Kroger and Super X Drugs) and number 24 (Willow Plaza).

#### West Quadrant

The western quadrant contains a heavy percentage of new retail operations. Here is located the Lansing Mall and around it, several rapidly developing related and competitive retail operations. New subdivision development and apartment construction nearby has increased considerably over the past few years accounting for the increase in available market. However, recent construction has slowed because of the high cost of money. Also, land is probably growing more expensive here and future development may be at a less rapid pace than previously. The freeway pattern will definitely favor west quadrant growth over the next few years since local expressways and the inter-state system, are easily accessible from any part of this sector. It also appears that Waverly Road which passes through some heavily populated sectors, could become an important north-south route.

The west quadrant contains industrial districts and many who live in the area are industrial executives. The State Capitol, located in downtown Lansing, is most easily reached from the west and probably accounts for a sizeable population of government employees in the sector.

Facilities located in the west quadrant include number 8 (Lansing Mall), number 9 (Meijers Thrifty Acres), number 10 (West Saginaw Center), number 11 (Play World) and number 12 (Edgemont Center).

#### South Quadrant

The southern quadrant contains the largest number of retail and commercial centers of any of the four. It is a moderately dense residential area containing some industrial operations. Its population is generally made up of those who work in these industrial areas along with a mixture of other working groups including government employees. It is characterized largely by single family and low density multiple dwellings. There are many residential subdivisions there and the area is still growing, but has slowed over the past few years as the general housing market has slowed. This section is cut off from the rest of Lansing by the Grand River, the Red Cedar River, the expressway spur running east and west (I-496), and by US 27 on the west. As a result, development growth is restricted to a small area at the southwest with limited possibilities to the east. South of I-96 there is a considerable rural area that may yet be developed particularly along Logan Street, Waverly Road and Cedar Road. These are

thoroughfares that cross the I-96 expressway and extend into smaller urban communities to the south. Facilities in the southern quadrant include number 1 (Jolly Cedar), number 2 (Spartan Store), number 3 (Southtown Plaza), number 4 (Meijers Thrifty Acres), number 15 (Metro Plaza), number 16 (Capitol Plaza), number 17 (Southland Plaza), number 18 (Logan Center), number 19 (small office and service facility) and number 24 (Colonial Village).

Below is outlined the characteristics of each of the twenty-six commercial and retail facilities with comments. These are discussed in order of facility number as given on the Location Map so that easy reference from Chapter I can be made. The information was assembled from personal on-site inspection of each facility, coupled with information contained in economic data published by the State Journal newspaper.

Facility Number 1 - Jolly Cedar Plaza      Rating rank - 20

Location: Southwest corner Jolly Road and  
Cedar Street - South quadrant

Number of Units: 14

Approximate floor space: 40,000 square feet

Approximate parking spaces: 225

Approximate site size: 11 acres

Major tenants: A & P Foods, Mid-City Home  
Center Furnishings, Pic-Way  
Shoe Mart, Revco Discount  
Drugs, K & G Variety, Public  
Library

Comments:

Jolly Cedar Plaza is typical of the small, reasonably attractive strip neighborhood centers that have sprung up at major inter-sections in suburban areas of our cities. It is oriented toward frontage exposure, and presently is filled to capacity. The center is moderately successful and apparently generates a fair amount of neighborhood activity. It is possible, if additional properties were available, that additions could be built on to the center that might accommodate a Multi-plex operation.

Facility Number 2 - Spartan Store      Rating rank 12

Location: Northeast corner Jolly Road and  
Cedar Street - South quadrant

Number of Units: 1

Major tenants: Spartan discount and variety  
store

Comments:

This is a typical single discount store facility having a large parking space adjoining. It is set well back from the road and is easily reached from surrounding thoroughfares. Probably no multi-plex facility could be built internally that would be compatible with Spartan's current operation. However, there undoubtedly is space on the site for a separate facility if appropriate.

Facility Number 3 - Southtown Plaza Rating rank 16

Location: Northwest corner of Jolly Road  
and Cedar Street - South quadrant

Number of Units: 2

Approximate floor space: 25,000 square feet

Approximate parking spaces: 350

Approximate site size: 6 acres

Major tenants: Big A Super Market, Carpets  
Unlimited

Comments:

Southtown Plaza is a small neighborhood super market and carpet store complex. It has adjoining parking facilities and is located at the same road intersection as facilities 1 and 2.

Facility Number C-4 - Meijers Thrifty Acres Rating rank 10

Location: On Pennsylvania Avenue at I-96  
interchange - South quadrant

Contact: Mr. Fred Welling  
Meijers  
2727 Walker, N.E.  
Grand Rapids, Michigan

Number of Units: 1

Approximate floor space: 140,000 square feet

Major tenants: Meijers Thrifty Acres discount  
and department store

Comments:

The Meijer's Thrifty Acre operation is one that is growing rapidly in outlying Michigan areas such as Lansing. The stores are well designed, well built, very large and composed of a number of different departments, including food, department store, discount store, pharmacy, auto service center, gasoline station and bakery, all operating under the Meijer name. Parking is usually adequate and housekeeping in the stores and surrounding areas, excellent.

Facility number 4 is particularly interesting since it is largely surrounded now by vacant land, with the exception of several high grade motels with a total room count of about five hundred rooms. These include Ramada Inn, Horne's, Howard Johnson, Holiday Inn, and a few small independent motels.

This location should grow in importance as the trade area around it expands. It is at a major intersection located between Lansing downtown and the communities to the south. Thus, it could grow to be a key location over the coming years. It might be wise to explore in conjunction with the Meijer's people an agreement whereby multi-cinema facilities could be constructed in conjunction with their stores. Although the Pennsylvania Avenue store is only 140,000 square feet, others in the chain range up to 216,000 square feet, about the size of a small regional shopping center.

I suggest the south quadrant near facility 4 be given serious consideration for location of a Multi-plex since there are no present theater facilities nearby except the Jolly Cedar Drive-In in (DT-9).

Facility Number 5 - North Pointe Plaza      Rating rank 25

Location: 2000 North Larch Street (East Street)  
North quadrant

Contacts: 517-484-5321 for information

Number of Units: 4

Approximate floor space: 15,000 square feet

Approximate parking spaces: 150

Major tenants: Secretary of State, Velvet  
Cushion Pool Hall, Northpoint  
Barber, I.T.S. Tax Service

Comments:

This facility is unsuitable for a Multi-Cinema location. The site is too small and the trade area sparse, with major barriers to

access so great that it would be difficult to build a successful theater operation on the site.

Facility Number 6 - Big E Shopping Center      Rating rank 22

Location: North East Street between State  
Road and Stoll Road - North Quadrant

Number of Units: 6

Approximate floor space: 30,000 square feet

Major tenants: Eberhard Food Market, Clinton  
National Bank, Enco Gas Station

Comments:

The Big E Center is in the middle of a large rural stretch of land. It apparently derives its major market from the small neighborhoods around it and from some of the north quadrant areas to the south. There is not expected to be any rapid development in the area over the next three or four years. Thus, unless some developer decides to generate area market growth by locating a regional center north, the area should remain largely rural.

The site surrounding the Big E Center has space available for a Multi-Cinema development, but the general character of the facility is not at the present conducive to generating a live and active movie going group.

Facility Number 7 - Kroger and Super X Drugs Neighborhood Center  
Rating rank 26

Location: 1721 North Grand River - West quadrant

Number of Units: 2

Major tenants: Kroger Food and Super X Drugs

Comments:

This is a very small neighborhood center with limited space on the site and a very restricted market area. It offers no current potential for a Multi-Cinema location.

Facility Number 8 - Lansing Mall Regional Shopping Center      Rating rank 1

Location: 5330 West Saginaw Road at Elmwood  
Road - West quadrant

Contacts: Owner and Leasing Agent:  
Forbes - Cohen Corp.  
20420 Livernois  
Detroit, Michigan Phone 313-345-6800

Center Manager: Mr. Donald Sherman  
Lansing, Michigan

Number of Units: Approximately 55

Approximate floor space: 750,000 square feet in stores  
52,000 square feet in enclosed  
mall

Approximate parking spaces: 4,100

Approximate site size: 240 acres

Major tenants: Federal Department Store, Frank's  
Nursery Sales, Montgomery-Ward,  
Wurzburg's Department Store and  
Hamandy Food Market

Comments:

The Lansing Mall is comparable in quality but larger than the Meridian Mall. The Lansing Mall is located on the west side of the city and is a full-blown, regional shopping center which will undoubtedly generate rapid growth in the trade area. It is surrounded by facilities such as a Meijer's Thrifty Acres to the south (facility 9) and a rapidly developing district center to the east called Play World (facility 11). Residential developments, particularly in the multi-family apartment category, have sprung up on surrounding vacant areas rapidly over the last few years. Construction has slowed now, however, because of the high cost of money, and sizable parcels of land are still left in the western quadrant for future development.

The road pattern serving the area at the intersection of West Saginaw Road and Elmwood is good and should improve as future subdivision development occurs. West Saginaw Road intersects with the I-96 expressway about two miles to the west of the Lansing Mall. This is a full interchange with access on and off all roads in both directions. About a mile and a half to the south is located a new branch inter-connection between I-496 and I-96, to the center of the city and on across to the East Lansing campus of Michigan State.

I talked to the office of Forbes - Cohen about space in the center and was informed that all tenant areas with the exception of a very small space suitable for a barber shop had been leased. Therefore, it does not appear that there will be any space in the shopping center proper for some time since the facility was just completed

There is a theater on the site (T-8) and a further description can be found in the theater section, Chapter II.

If space were available within the mall areas, I would recommend highly that the Lansing Mall location be selected as number 1 for a theater installation. However, since space is not available, I have explored other areas surrounding this location for possibilities and will discuss them under each facility in turn.

A leasing plan of the Lansing Mall Shopping Center was obtained and is a part of the Multi-Cinema file.

Facility Number 9 - Meijer's Thrifty Acres      Rating rank 4

Location: 5125 West Saginaw Road - just south  
of Lansing Mall - West quadrant

Contact: Mr. Fred Welling  
Meijer's  
2727 Walker, N.E.  
Grand Rapids, Michigan

Number of Units: 1

Approximate floor space: 140,000 square feet

Major tenants: Meijer's Thrifty Acres dis-  
count and department store

Comments:

The Meijer's facility on Saginaw Road is similar to that on Pennsylvania Road (facility 4). The same general comments regarding design, construction and appropriateness for a Multi-Cinema facility also apply here. The major difference between this site and facility 4 is that Meijer's on Saginaw Road is located directly across Saginaw Road from the Lansing Mall. As such, it enjoys more traffic volume and variety that is conducive to a Multi-Cinema location.

This center is extremely busy and although the traffic patterns it is generating are not currently as desirable as they should be, they undoubtedly will be improved over the coming years. Directly to the west of the Meijer's site is several acres of vacant land and a K-Mart Discount House is now being constructed on the nearest site. The K-Mart is being built by the Gershenson's in Detroit on a design-build basis by Granger Brothers Construction Company in Lansing. Apparently the Granger organization owns land in this

general area. If additional information is required for adjoining land parcels, I suggest that Mr. Dorr Granger, Granger Brothers Construction Company, 5025 West Saginaw Road, Lansing, Michigan, phone 517-372-2470 be contacted. It should be kept in mind that Granger is a construction company and that any land that they might dispose of would undoubtedly be subject to the condition that they do any construction work on the property with their company. The Meijer's facility as it stands now on site 9 is not suitable for inclusion of a Multi-Cinema in a good visible and accessible location. However, it is reemphasized that the possibility of working architectural plans around a combined Multi-Cinema and Meijer's store would be worth exploring in Michigan.

The same general location comments apply to this facility as to the previous discussion on Lansing Mall (facility 8).

Facility Number 10 - West Saginaw Plaza                      Rating rank 19

Location: 4106 West Saginaw Road - at  
northeast corner of West Saginaw  
Road and Waverly Road  
West quadrant

Number of Units: 6

Approximate floor space: 49,000 feet

Approximate parking spaces: 400

Approximate site size: 10 acres

Major tenants: W. T. Grant & Company, Kroger  
Food Store, Top Value Redemption  
Center, and West Side Drugs

Comments:

Although the West Saginaw Plaza is in a reasonably desirable location, it is completely locked in, so far as the present site is concerned, by surrounding road patterns and subdivision growth. It is an older center, having been opened in 1959 and as such shows the signs of wear and tear of ten years of heavy business. The growth of facilities off the site but adjacent has been difficult to control and as a result, the area around this center is not of high enough caliber to be compatible with a multi-plex theater.

Facility Number 11 - Play World

Rating rank 2

Location: Northeast corner, West Saginaw Road and Elmwood Road, just east of Lansing Mall - West quadrant

Contact: Mr. Charles C. Fox, Hubbard Associates, 1020 Buhl Building, Detroit, Michigan, 48226  
Phone: 313-964-3700

Number of Units: 1 at present

Projected floor space: 112,000 square feet

Projected parking spaces: 700

Approximate site size: 11 acres

Major tenants: Play World under construction

Comments:

The Delta Plaza shopping center also called Play World, is a small retail and office center located across Elmwood Road due east of the Lansing Mall. Currently, the first unit of approximately 36,000 square feet is being completed for occupancy probably within two or three months. The total complex calls for a small restaurant, a bank, a small office center, additional retail stores, and a theater. The theater location is currently projected in a separate building coupled to a retail store. I am certain that planning is in an early enough stage so that different layouts could be made so far as the relationship of the theater to the center, if desired.

The owners, developers and leasing agents of the center are Hubbard Associates along with Mr. Hubert S. Garner. The salesman handling the account is Mr. Charles C. Fox with whom I spoke briefly. Mr. Fox sent me a proposed site plan and building layout which is in the Multi-Cinema file. I feel that this location should be one of the early sites considered. The general area has been commented upon previously under the Lansing Mall and Meijer's Thrifty Acre (facility 8 and 9) discussions.

Facility Number 12 - Edgemont Shopping Center

Rating rank 21

Location: 3800 West Saginaw, northeast corner of Saginaw Road and Waverly Road - West quadrant

Number of Units: 12

Approximate floor space: 110,000 square feet

Approximate parking spaces: 750

Major tenants: Schmidt's Super Market, Yankee  
Stadium Store

Comments:

This center has expanded over a period of time and presently is restricted so far as any future growth is concerned. Planning of the center is not too good and it appears it has grown at random rather than in a planned pattern. The immediate area surrounding, as with West Saginaw Plaza (facility 10), is not of a high enough grade to consider locating a Multi-Cinema facility even if space were currently available.

Facility Number 13 - Meridian Mall Regional Shopping Center Rating rank 3

Location: Grand River Avenue at Okemos Haslett  
Road - East quadrant

Number of Units: 55

Approximate floor space: 530,000 square feet

Approximate parking spaces: 4,000

Approximate site size: 106 acres

Major tenants: Knapp's Department Store,  
Woolco (Woolworths), G. C.  
Murphy Department Store

Comments:

Meridian Mall is a major regional shopping center on Lansing's far east side, and is where a multi-plex theater is now being constructed.

Facility Number 14 - Meijer's Thrifty Acres (near Okemos) Rating rank 6

Location: Grand River Avenue at Okemos Haslett  
Road, on southwest corner, south-  
west of Meridian Mall - East quadrant

Number of Units: 1

Approximate floor space: 216,000 square feet

Major tenant: Meijers food and department store

Comments:

This is the largest of the Meijer's facilities in Lansing and is a very fine operation consistent with the high design and construction standards of the other two facilities (4 and 9). I do not recommend this site be considered at this time since a Multi-Cinema facility is being built in the Meridian Mall directly across Grand River Avenue.

Facility Number 15 - Metro Plaza                      Rating rank 18

Location: Northwest corner of South Logan  
and Ferley Street

Contact: Loomis Realty, Phone 517-487-5094

Major tenant: Capitol Drugs

Comments:

Metro Plaza is a small neighborhood strip center and the existing facilities are not appropriate or adequate for a Multi-Cinema location. It is in an isolated position relative to other commercial centers located in the south quadrant, and land available appears restricted to the present small site.

Facility Number 16 - Capitol Plaza                      Rating rank 7

Location: Holmes Road and South Logan Street,  
southeast corner - South quadrant

Contact: Interstate Department Stores (owners  
of Topps),  
111 8th Street, New York, 10011

Number of Units: 3

Approximate floor space: 87,400 square feet

Approximate parking spaces: 1,800

Site size: 20 acres

Major tenants: Topps Discount Department Store,  
Eberhard Super Market

Comments:

The Capitol Plaza center has considerable land open for future

development. The assistant manager of Topps said that Topps plans to construct an L shaped addition for the present Eberhard Food Market and to expand into the space Eberhard now occupies.

This site is in a relatively good location and with land open on the site it is possible a Multi-Cinema facility could be built adjoining or separate from the present buildings. Three other centers are located nearby, Metro Plaza (facility 15), Southland Plaza (facility 17), and Logan Center (facility 18). The facilities near this Holmes Road, South Logan intersection received a relatively high rating because of its location in the center of the south trade area, the diversification of retail facilities offered, and the high traffic density.

Facility Number 17 - Southland Plaza      Rating rank 13

Location: Holmes Road and South Logan Street,  
northeast corner - South quadrant

Number of Units: 2

Approximate floor space: 105,000 square feet

Approximate parking spaces: 1,140

Approximate site size: 29 acres

Major tenants: Hamady Brothers Food Store  
and Yankee Store

Comments:

Southland Plaza is a single unit building containing the two tenants. This facility is in the same area as facility number 16 and 18. It is on a large piece of land and there appears to be room on the site for expansion. It has characteristics very similar to Capitol Plaza (facility number 16).

Facility Number 18 - Logan Center      Rating rank 11

Location: Holmes Road and Logan Street, north-  
west corner - South quadrant

Contact: Mr. Robert Schermer  
Great Lakes Real Estate Trust  
626 McKay Tower  
Grand Rapids, Michigan  
Phone: 616-459-6904

Number of Units: 27

Approximate floor space: 237,700 square feet

Approximate parking spaces: 3,000

Approximate site size: 38 acres

Major tenants: Arlan's Department Store,  
W. T. Grant Company, Kroger  
Food, Schmidt's Food, Super X  
Drugs, Uniroyal Automotive.

Comments:

The Logan Center is a sizable shopping area laid out in a strip L form. There are small arcades leading off the canopied main front walkway with parking located in the space between the L and the two intersecting streets, Holmes and Logan. This center is undistinguished architecturally, and from a planning standpoint leaves much to be desired in the use of the site. However, it is a diversified and relatively busy shopping district that generates the kind of traffic compatible with a Multi-Cinema facility. Of the three facilities located around the intersection of Holmes and Logan, the Logan Center possibly offers one of the best environments for an immediate Multi-Cinema location. I was not able to determine if any space is available in the center, but it is possible that additions could be built that would accommodate a four-plex or six-plex theater. I talked to two tenants in the center and both said that business is reasonably good although there has been a drop off in retail activity over the past few months.

In Michigan and in Lansing, which is a heavy automotive manufacturing city, the automobile industry is a good indicator of how well retail operations will do. Automobile sales falling off over the last three or four months, as well as the cost of money running high and construction being slow, has undoubtedly contributed to a tapering off in business for commercial districts such as Logan Center. Hopefully, this is a temporary condition.

Some business men in the southern quadrant, where the majority of the commercial facilities are, feel that this area of Lansing and perhaps the entire Lansing metropolitan area, is overbuilt in commercial store footage. However, owners and managers of nearly all the larger and more active centers mention that expansion plans are in preparation.

Facility Number 19 - Small Office and Service Shop Center Rating rank 23

Location: On each side of new road, just north  
of Southland Plaza (facility number 17)  
South quadrant

Comments:

This small building group is half occupied by professional and other service offices. The south half of the strip is vacant and apparently waiting for tenant commitments so interior spaces can be finished off. The facility is well constructed, however, it is not of adequate depth nor is the present traffic pattern to surrounding facilities conducive to locating a multi-plex theater here. Completion and occupancy of these facilities, however, may generate additional traffic to this section of south Lansing and is further cause for serious consideration of a location on sites 16, 17 or 18. There is some residential and institutional development directly to the northeast of this location around the Ingham County medical complex. A major expansion of the complex is now underway, and it may increase the density of professional population in the area.

Facility Number 20 - Stadium Plaza          Rating rank 8

Location: Northwind Road and Grand River Avenue  
in East Lansing - East quadrant

Number of Units: 12

Approximate floor space: 75,000 square feet

Approximate parking spaces: 800

Approximate site size: 8 acres

Major tenants: Cunningham Drug Store, Kroger  
Food Store, Yankee Stadium  
Discount Store

Comments:

Stadium Plaza is located about 1-1/2 miles west of Meridian Mall. It is a densely built district strip center with several other commercial facilities nearby and varied types of eating places and service establishments across Grand River to the north. Because of its location, and the activity it generates, the center rates quite high. However, because of its proximity to the Multi-Cinema theater under construction in Meridian Mall it might be eliminated from current consideration. Also, it appears that the land is completely utilized at present.

A major advantage of the location is that it can tap the sizable East Lansing population, the Michigan State University faculty and student body, and the Okemos market. Locations such as this in East Lansing however, are isolated in part from the western and

southern quadrants of Lansing by natural and artificial barriers.

Facility Number 21 - Brookfield Plaza      Rating rank 14

Location: Hagadorn Road and Grand River  
Avenue - East quadrant

Number of Units: 11

Approximate floor space: 44,000 square feet

Approximate parking spaces: 500

Approximate site size: 6 acres

Major tenants: A & P Food Store, D&C Variety  
Store, Muir's Drugs.

Comments:

The Brookfield Plaza is located about 2-1/2 miles west of Meridian Mall (facility number 13) and at a main intersection very near the Michigan State campus. On the date of the inspection traffic was exceptionally heavy and a considerable amount of walk-in trade was noticeable. Adjoining, and sharing parking facilities with the center is a two store office building.

The site is very small and it does not appear that any additional construction could be placed within the present site boundaries unless vertical expansion was used. Although both this site and the Stadium Plaza site (facility number 20) have a large market available from the kind of population Multi-Cinema appeals to, the difficulties of locating on either site are large because of the tight size. Also, to be considered is that this site is only a short distance from the new Multi-Cinema theater in Meridian Mall. Although it rated fairly high, I suggest it be deferred from consideration until other high rank sites are thoroughly reviewed.

Facility Number 22 - Frandor Shopping Center      Rating rank 5

Location: Michigan Avenue at Frandor Road,  
just west of East Lansing down-  
town - East quadrant

Contact: Mr. Verne Alexander, General Manager  
2nd Floor Michigan National Bank Building  
Frandor Shopping Center  
Lansing, Michigan  
Phone: 517-351-8300

Number of Units: 65

Approximate floor space: 728,000 square feet

Approximate parking spaces: 5,000

Approximate site size: 55 acres

Major tenants: Federal Department Stores,  
Sears Roebuck, S. S. Kresge,  
Kroger Company, F. W. Wool-  
worth Company

Comments:

Frondor Shopping Center is one of the pioneer regional shopping centers in the State of Michigan. It was built in 1954 at an approximate cost of fifteen million dollars. The center was poorly planned and utilized the land available in an extremely inefficient manner. However, Frondor has enjoyed phenomenal success, and the amount of commercial activity here, probably because of its top notch location, is difficult to believe unless seen. It is the focus and collection point for practically all trade areas of Lansing and East Lansing.

The full impact of the two new regional centers, Meridian Mall and Lansing Mall, has not yet been felt too heavily at Frondor although if past experience is an accurate guide, the easier access and better arrangement of space in the newer centers may draw customers from Frondor. With this in mind, I evaluated the Frondor area carefully since it is potentially a good geographic location for a Multi-Cinema theater.

Directly adjoining the center is a new theater, The Spartan Twin (facility T-4) built about four years ago. This theater is described in more detail in Chapter II. It is a double movie house, one side seating 1,200 people, the other seating 650. It is well patronized, well maintained and shows good conventional movie fare. However, because of the large size of The Spartan Twin and because of the heavy traffic at Frondor, it appears that a multi-plex located directly within the center could compete very effectively with The Spartan Twin.

Space has an average rental of about \$4.50 per square foot, plus 6% on sales over a guaranteed minimum volume. Specific rents, of course, vary depending upon the kind of business and the location, along with the size of the facility.

Mr. Alexander said that because of the severe circulation difficulties that they are having within the center, and the consequent pedestrian and vehicular interferences, that a major replanning of the entire center is now in the schematic drawing stage. This information is not public yet, but due to our interest in the center, I told Mr. Alexander that any expansion plans of this nature would be of strong interest to us. (I did not reveal to Mr. Alexander, or for that matter to any other of my contacts, the organization whom I represented). Expansion plans call for increasing floor space by decking not only the commercial facilities but parking facilities and literally building a new vertical complex, two stories and perhaps even higher within the present site and around the existing buildings. Additional interest in expansion has been generated by the strong possibility that another major department store will locate in the center.

Mr. Alexander estimates that the amount of capital investment in this expansion program might range as high as \$15,000,000.00. I suggest even though this site is rated 5 that it be seriously considered since if the expansion program is put into work over the next year to two years, the site offers a distinct possibility for a tailor built Multi-Cinema facility.

Facility Number 23 - Shopper's Fair      Rating rank 17

Location: Fronting on Michigan Avenue and  
due east of Frandor Center -  
East quadrant

Number of Units: 1

Major tenant: Shopper's Fair Food and Dis-  
count Store

Comments:

This is a small single store shopping facility which is built to the limits of its site. Its major attraction is that it is very near the Frandor Shopping Center (facility 22). As such, it enjoys a good traffic volume as do most food markets adjoining regional shopping centers. The site, however, is so tight that I doubt if any Multi-Cinema potential exists here.

Facility Number 24 - Colonial Village      Rating rank 15

Location: West Mt. Hope Road at Boston  
Boulevard - South quadrant

Contact: Mr. E. A. Kramer - Owner  
4427 Blackberry Lane  
Lansing, Michigan  
Phone: 517-372-6863

Number of Units: 11

Approximate floor space: 46,000 square feet

Approximate parking spaces: 200

Approximate site size: 5 acres

Major tenants: American Bank & Trust Company,  
D & C Variety Store, Muir's  
Drugs, Schmidt's Super Food  
Market.

Comments:

Colonial Village is a small neighborhood strip center serving a limited residential neighborhood. It does an excellent business and when I visited it, was very busy. Apparently it has a strong appeal because of the large diversification of businesses located there. However, the site is completely used and even parking is tight. There is no room for future expansion and all spaces are currently filled. I talked to Mr. Kramer, the owner, in some detail about the characteristics of this center and other commercial areas in south Lansing as well as about the commercial market saturation in Lansing, particularly south Lansing.

If space were available in Colonial Village for a multi-plex theater, this could be a good location to serve the south Lansing area. I suggest you keep Mr. Kramer's address and phone number on file so that a periodic investigation could be made to determine space availability.

Facility Number 25 - Willow Plaza          Rating rank 24

Location: North Grand River Avenue and Willow  
Street - North quadrant

Number of Units: 6

Approximate floor space: 25,000 square feet

Approximate parking spaces: 165

Approximate site size: 3 acres

Major tenant: A & P Food Store

Comments:

Willow Plaza is a small neighborhood center and because of its limited expansion potential, coupled with several artificial and natural barriers between the location and the residential areas it serves, this would not be an appropriate location for a multiplex theater.

Facility 26 - Spartan Center      Rating rank 9

Location: Harrison Road and Trowbridge Road,  
East Lansing - East quadrant

Contact: Mr. Kirkpatrick, Owner  
Lauderwell Corporation  
742 Merrill  
Lansing, Michigan  
Phone: 517 - IV 56104

William Hicks (Mr. Kirkpatrick's realtor)  
Okemos, Michigan  
Phone: 517-351-9290

Number of Units: 7

Approximate floor space: 20,000 square feet

Approximate parking spaces: 200

Approximate site size: 12 acres.

Major tenants: Dot Discount Drug, Goodrich's  
Spartan Shop-rite foods.

Comments:

Spartan Plaza directly adjoins the southwest corner of the Michigan State campus. Located within walking distance are several high rise dormitories and low rise married housing units for Michigan State University students. Discussions with tenants reveal that business has been exceptionally good in the last five years and has benefited from an increase in enrollment at the college, as well as extension of major class activity through the summer term.

I talked to Mr. Kirkpatrick, the owner, about space in Spartan Center and he said that presently all floor areas are occupied. However, he owns additional property separated from the Spartan Plaza by about one commercial lot width. The property he owns is 200' by 200' and as additional development occurs in the area he plans to place a

facility on this site.

Between the present center and the proposed expansion area, the commercial property is to be developed with a Pretzel Bell restaurant. This is a good campus type restaurant, the original of which is in Ann Arbor, Michigan near the University of Michigan campus. It is a high grade eating place and will undoubtedly increase traffic to the center.

Just west of Spartan Center is presently located a moderately good franchised Big Boy restaurant. Further west and perhaps 500 yards from the Spartan Center is the University Motel, a new facility which is enjoying considerable success. This entire area shows signs of growing into a major complex during the next five to ten years providing college attendance stays at its present level or higher.

I asked Mr. Kirkpatrick if he would be interested in planning his separate 200' by 200' parcel so that it interconnected and was physically related to Mr. Castor's Pretzel Bell which, in turn, could connect into the present Spartan Plaza. This apparently had not occurred to him, but he said that his relations with Mr. Castor are good and that undoubtedly some high grade planning of this nature could be done. If so, there is a distinct possibility that a multi-plex theater would be a very desirable facility to be located in this area.

The conditions under which Mr. Kirkpatrick would be interested in constructing on this additional property would be by land lease only. He is not interested in selling outright nor in constructing and leasing the building, although the Spartan Center is a building lease situation. This area is one of the top ten sites in rank and should be further investigated since the Spartan Center is far enough away and on different enough routes from Meridian Mall so that it should not offer direct competition to the Multi-Cinema theater there.

CHAPTER IV

Methodology

Steps taken in evaluating sites as reported in Chapters one, two, and three were as follows:

- 1) A preliminary determination was made of the major arterial routes in the city on which possible locations could be found.
- 2) Each major artery was traversed and all appropriate commercial centers and theaters were identified and coded. Coding of commercial facilities was at random to help avoid any connection between the rating rank and the number of the facility.
- 3) A personal inspection was made of each facility, photos taken, and a survey form (Exhibit 2) prepared, tabulating major characteristics of each location and the adjoining area.
- 4) A series of weighted values was next applied to each location and totaled along with a personal summary evaluation by me, based upon my own observations.
- 5) The top ranked sites were re-examined and wherever possible, additional detailed information obtained from the contact.

The inspection and contact steps were relatively straightforward involving an actual field survey and visual inspection. In some instances contact was made with tenants in the center to obtain comments about the area or the center. The two downtown districts of Lansing and East Lansing were also inspected visually and a summary evaluation made.

In the evaluation procedure, step 4, several factors were analyzed, including geographic location, nature of space available within the site, nature of the trade area population, future development potential, and the influence of competitive facilities. Each factor was weighted and within each, sub-categories established to use as measurement yardsticks.

Sub-categories were as follows:

- a) Geographic Location
  - Natural barriers to trade area
  - Artificial barriers to trade area
  - Surrounding road pattern relative to access and access to trade area
  - Surrounding physical development and influence on theater attendance
  - Relation to future trade area potential
- b) Nature of space within site
  - Physical condition of overall facility
  - Physical suitability of space for land available in the center or nearby
  - Suitability of parking
  - Compatibility with immediate neighborhood
- c) Nature of trade area population (Evaluated from field observations)
  - Population density
  - Population age attracted to area
  - Family size
  - Family income
- d) Future development potential
  - Land availability
  - Trade area growth
  - Building space availability
  - Road patterns
  - Land use patterns

- e) Competitive facilities influence
- Distance from site
  - Size
  - Parking availability
  - Admission
  - Condition of facility

After the above factors were rated, I further made an overall summary evaluation to be added to the point total. This evaluation was based upon my knowledge of Lansing and general feeling about each of the facilities inspected.

The sites were graded in accordance with all the above factors and the total grade used to determine the ranking of the site as given in Chapter I. The highest rating was 69.4 out of 100.0 achieved by the Lansing Mall (facility number 8); the lowest rating of 32.3 out of 100.0 was assigned to the Kroger and Super X Drug Center (facility number 7). This range was broad enough so that it appeared a break point about rating 55.0 would be the lowest value site to warrant initial investigation.

As mentioned in Chapter I, downtown Lansing and East Lansing were not rated, but rather were evaluated as a total complex. I recommend the Lansing downtown be placed in the top ten with East Lansing downtown in the top fifteen. However, I further recommend that the outlying areas be investigated first, particularly to the west and south, prior to detailed consideration of downtown sites.

In evaluating the trade area characteristics of a given location in respect to Multi-Cinema requirements, I took into account that most successful commercial facilities are placed where they can exert maximum appeal to a certain size market, economic range and age group. If the center is successfully serving these types of families, then that area is appropriate for consideration if the characteristics are compatible with those required by Multi-Cinema.

A brief overlook at the construction picture in Lansing would be appropriate here.

The availability of construction workers is at an all time high over the last ten years due to a distinct slowing in construction. Contractors, with the exception of two firms, are low on work and thus the construction market, provided financing is available at the right cost, is good for economical construction at the present

time. Major groups who influence construction in Lansing include State government, Michigan State University, Lansing Community College, Oldsmobile and Boards of Education who have built schools with great frequency in all communities within the Lansing influence. When these groups are expanding, construction costs in Lansing are high and schedules difficult to maintain. It appears, however, that construction will stay slow until automobile production picks up. In addition Michigan State University has drastically cut back on their capital expenditures for new buildings, and this has had its impact upon the construction market. These slowdowns have influenced the economic habits of Lansing and East Lansing residents with the total result being slight drop in the economy. This under some conditions, could have an impact upon a decision to locate in the area particularly with one Multi-Cinema facility near completion.

However, I believe Multi-Cinema should prepare plans now for their next location in Lansing since a great stabilizing influence, is the State government operation. This seems to be one of the few businesses (now recognized as such) which remains stable and even shows an increase in size during difficult economic times. It has provided a stability to the market in Lansing which probably will prevent any major abrupt cyclic changes in the Lansing economy.