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SHOPPING PLACE DESIGN

FINAL DOCUMENT

For Frandor Site Improvement Project



Minneapolis' successful Nicollet Mall

Prepared by Hyoungjin Choi

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INTRODUCTION,

THE PROBLEM STATEMENT

I. INTRODUCTION, THE PROBLEM STATEMENT

This project is to develop a master site improvement/ beautification plan for the Frandor shopping district in Lansing, Michigan. In specific, the project site lies within the following boundaries:

North: the southern edge of Saginaw Highway / Grand River Avenue

South: the northern edge of Michigan Avenue

East : the western edge of Ranney Park, but includes the open area on the north side of the park

West : the eastern edge of Homer Street

To improve overall existence of the Frandor area, the plan is focused on the problems which have been and will be identified through numerous site observation trips, review on previous study reports and literature of shopping center redevelopment, and meetings with key interest groups or persons such as the owners of the project site, Frandor Merchants Association, and planning staff and instructors at City of Lansing and MSU. So far, the initial issues to be addressed can be divided into seven categories:

A. Parking

The site is dominated by parking areas throughout the shopping district. In fact, the entire Frandor shopping district is a paved parking area except for the space occupied by buildings and vehicular circulation. Formal (planned) pedestrian circulation is almost non-existent; sidewalks in front of shopping stores are the only form of pedestrian circulation. As a result, this shopping district clearly lacks natural and human scale elements. Parking spaces in the district are overly sufficient, and thus many parking areas are poorly utilized or even poorly maintained. These areas are "lost space," and must be utilized for other purposes. The project will consider the development of natural and human places within these abandoned parking areas, as well as reorganization of parking space with proper landscape elements to improve visual quality of the area.

B. Vehicular and pedestrian circulation

As it is stated above, the site is definitely inadequate for people to freely walk about. Moreover, vehicular circulation is often confusing and improperly systemized. These two problems cause conflicts between vehicles and pedestrians. Distinction between pedestrian and vehicular circulations needs to be developed. Development of pedestrian

precincts along the sides of the parking areas and streets is also a recommendable design solution. Therefore, the project will include restructuring the circulation for effective and safe traffic (vehicular/pedestrian) flow.

C. Signage

Many signs in front of stores are visually unattractive because they are not uniformly designed in size, color and texture (materials), not to mention they are outdated. Symbolic signage of the *Frاندور* shopping district looks outdated the most compare to others although it may have historic value. The signage in the area needs to be regulated in order to improve not only the visual quality , but also the image of the whole area.

D. Building Facade

Facades of the structures in the area are also dated. Some of the facades are very large and lack decorative design elements. This causes whole buildings look distractive. In the *Frاندور* project there will be a renovation process or comprehensive landscape plan to eliminate these problems.

E. Open Space/Unused Area

There are some unused areas visually evident in the district. It is especially true in the area between Homer and Clippert Streets, and the area north of Ranney Park. These are the open spaces that nothing is built on, and nobody maintains except the city park staff. However, these areas have a great potential to be developed as usable places such as pocket parks, picnic areas or even new business sites. These open areas can also be developed as natural space with intensive planting to give the whole district a portion of relaxing atmosphere. Utilization of the open space would be the critical point to attract more people (i.e. customers) to the Frandor shopping district.

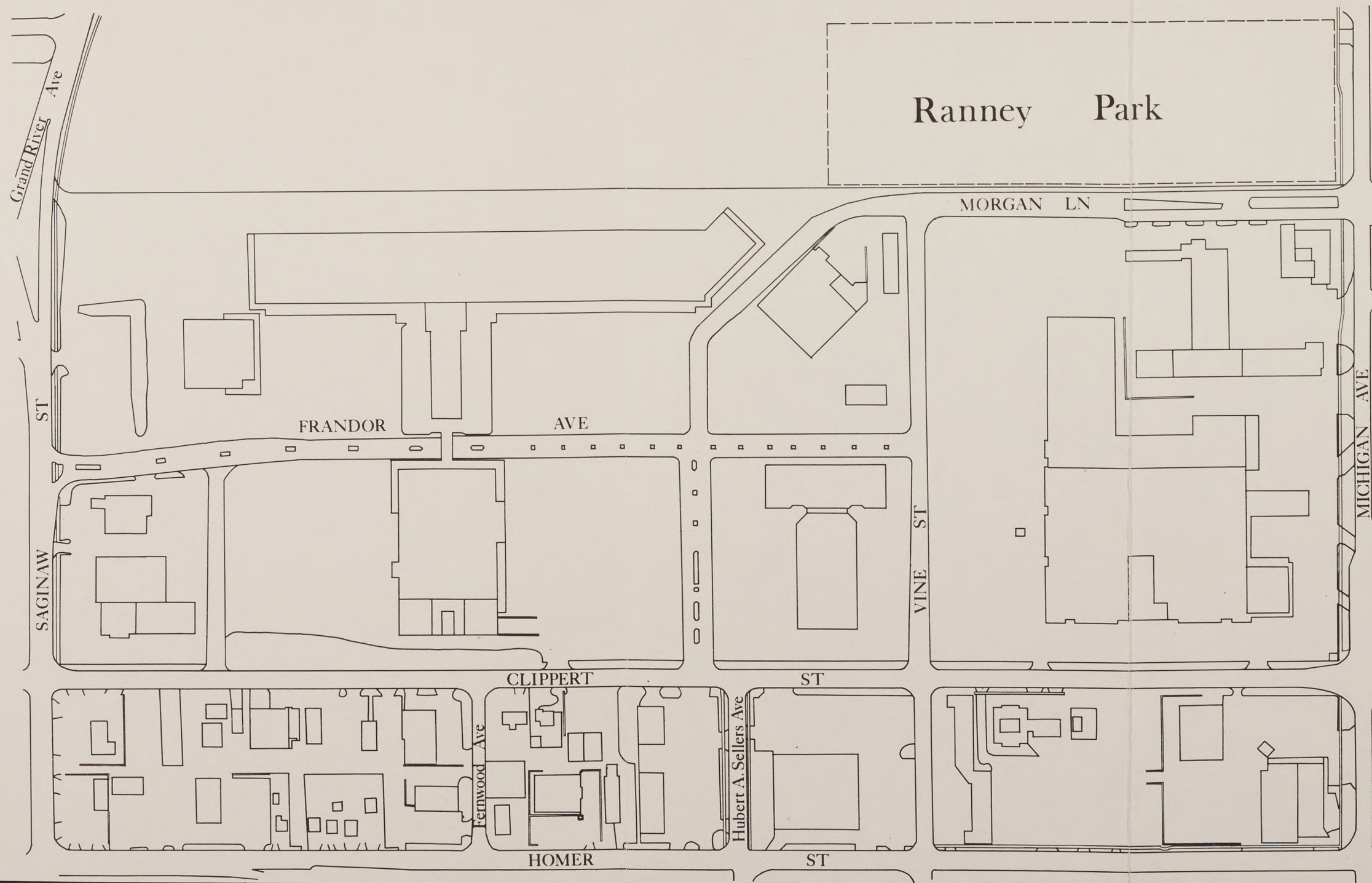
F. Landscape

The project site clearly lacks landscape elements. Amounts of green space are visually and physically insufficient compared to buildings and parking spaces. In short, greenery has been excluded in Frandor for a long period of time. The whole district needs natural atmosphere. After all, Frandor is a strip mall type establishment, not an indoor shopping mall. Therefore, the project will include comprehensive and extensive landscape planning to enhance natural quality atmosphere and to eliminate dull urban image.

G. Future Prospect

Approximately thirty years ago, Frandor was the first and only regional shopping strip mall in Lansing metropolitan area. It is true that the district has lost many customers to newer indoor shopping malls such as Meridian and Lansing Malls, and even to giant shopping centers such as Meijer and K Mart. It is observed that weekend traffic is evidently lower in Frandor than other regional malls.

In order to enhance the businesses and image of the Frandor shopping district, the area must be reorganized visually and physically. A good design will improve those issues. Frandor is still an important site because of its historic value and strategic location. In fact, strip malls are gaining popularity again recently by specialized goods and service oriented customers. Therefore, the Frandor shopping district has a great potential to grow in the future if the site is improved with compatible/competitive attractions, and aesthetic quality. Frandor Site Improvement Plan is to provide a more pleasing shopping quality through comprehensive aesthetic and functional design implementations.



Frandor Site Improvement Project

Scale :

Michigan State University

Design By :

H. Jin Choi

BASIC RESEARCH

II. BASIC RESEARCH

A. Background Research

The section is to conduct sufficient research and review of published materials/literatures directly and indirectly related to the Frandor Site Improvement project that will provide for a main body of knowledge as supporting documentation to the Frandor shopping district design approach, concepts and solutions. In other words, the background research contains general studies of shopping center development (& redevelopment), including informative figures and tables.

A successful shopping place is the result of comprehensive and carefully coordinated market research, urban planning, design, architecture, finance, construction, leasing, merchandising, property management and promotion. Thus, each should be brought into the development process with experience and creativity to produce the greatest possible customer satisfaction and merchant success.

Continuous research before and after the development of a shopping center is an essential task to success, which should be more than the demographics of a trading area. It is the probing, continuing inventory of a region. It is an

in-depth exploration of the needs and yearnings of people, and a search for opportunities to serve customers better. Sound research precedes each market place, helps determine what it will be, evaluates its performance; and helps to mold, year after year, its evolution.

In the development of the shopping place, every aspect is important. Each market is different from all others. Design begins with a sensitive understanding of what makes each market special. Innovation and freshness derive naturally from the history and traditions of an area. Good design fits easily with respect for the environment and established patterns of life in a community.

Architecture, therefore, seeks to emphasize merchandise and merchants because the shopping place facilitates the relationship between customers and that which they might need, wish for or discover. Beyond satisfaction, customers should derive enjoyment and delight from the shopping experience.

Individual details also matter in reinforcing the feeling of festival that should be part of the successful shopping environment - landscaping, benches, fountains, courts, light, banners, graphics, signs, merchandise, merchants - the entire center must be seen as a total environment designed to add to the fun of shopping.

Good leasing program is the creative blending of material retailers, known local and regional names, and smaller, independent merchants. The skillful mix results in satisfied customers, successful businesses and pleasant shopping environment. Thus, designers, leasing and merchandising specialists should always work together in planning every shopping place. The mix of stores, restaurants and services, the arrangement of merchandise and merchants, the easy availability of conveniences should be the result of careful meticulous planning and design effort in order to develop and maintain a successful and exciting shopping center

To maintain the pleasant atmosphere, the shopping must be inviting, attractive, and magnetic at all times. It must be spotlessly clean, free of trash and clutter, and trees and plants must be thriving and healthy. In other words, effective center management and operation are keys to continuing customer loyalty.

Promotion of the shopping place is an integral and natural part of the market, contributing to the spirit of delight that belongs there. It is the small and/or large performance well done; the sense of joy in good entertainment; the presence of art, or talent, or of beauty that make the shopping place more meaningful to people. Good

shopping center is a meeting place, a neighborhood place where goods and services, natural and artificial element, and visual and sound effects blend comfortably into the shopping environment.

The key to successful way of developing or redeveloping a shopping place in the city today is the development of mixed-use urban complex which provides a special opportunity for the merchants, a unique experience for the visitors, and a great economic advantage for the surrounding communities. After all, the good shopping center should be entwined with the life of its community. The shopping place is for, of, and about people, about customers, merchants and merchandise. Therefore, a shopping place should always be fresh and bright, holding the promise of something new and exciting year after year.

Up to this point, a desirable shopping place has been described in general sense. Next logical step is to study and implement what needs to be done to develop such shopping environment. First, the key to successful shopping center development decision-making and planning is the feasibility study.

The elements of feasibility for the shopping district vary, but there is a broad range of feasibility considerations which must be examined in all shopping center

feasibility programs. These include: traffic feasibility (present & increased volume); parking feasibility (overall capacity & expendability); transit feasibility; service vehicle feasibility (loading zone and accessibility); emergency feasibility; economic feasibility; activity feasibility (present & project); physical feasibility; utility feasibility; safety feasibility; maintenance feasibility; practical feasibility (public & private sector involvement); and last but not least financial feasibility.

Other than feasibility study, program development and project planning (organization) as well as cost and benefit analysis must be conducted simultaneously before any physical plan is initiated. Redevelopment of the Frandor shopping district would be a symbol of downtown rejuvenation in Lansing and must be planned and constructed in a comprehensive manner. Involvement of the general public and the business community is necessary if the shopping center is to be effective in revitalizing the economic base of an area, increasing land values, changing land use, and decreasing air pollution and noise. The prospect should be undertaken within the frame work of comprehensive preliminary and long-range planning and thorough feasibility evaluation.

Next step is to develop a preliminary design considerations. The design of successful pedestrian facility (a shopping district) requires a thorough knowledge and

understanding of current site usage, inventory and its analysis. The following questions should be considered.

- * What business are there - type and location?
- * Which are major attractions?
- * How do businesses receive and distribute materials and merchandise?
- * How do visitors get there - both pedestrians and vehicular traffic?
- * What are the existing shopping and travel patterns?

In addition to existing use the designers must keep in mind the desired results. Once the type of shopping center is chosen, the community and designers must determine what specific activities are desired on the site and what is required in terms of surfacing, enclosure shelter, furnishings, and equipment. The followings are the basic considerations that are necessary to be examined and studied: traffic (both vehicular and pedestrian) and access; perimeter street system; transit access; off-street parking; merchandise movement (loading facilities and access); emergency access; utility and substructures; pedestrians features (street furnitures and site amenities); Functional areas; landscaping; weather protection; security; safety (lighting); handicapper facilities; and other detail design elements.

In selecting detail elements, consideration should be

given to their:

- * Appropriateness to the overall design or theme of the facility

- * Appearance - size, form color and texture

- * Serviceability - quality, durability, and ease of maintenance

- * Pedestrian orientation

- * Safety.

In considering placement and arrangement of these elements, designer should strive to :

- * Preserve the feeling of openness and freedom of movement

- * Promote strolling by leading pedestrian from one place to another

- * implement rather than dominate the surroundings

- * Avoiding interfering with emergency and utility access

- * Be compatible with seasonal variations.

Once the decision to proceed has been made, the next phase begins. The basic character of the design should have been set early in the schematic stage based on objective criteria and fundamental principles of design. The next step is to develop plans and specification for construction which this designer will not go into detail for the moment. (It is an agreement that this designer will perform up to graphic design, illustrations and plans -See table of contents- not the actual construction plan.

Figure 1

PROJECT PLANNING (ORGANIZATION)

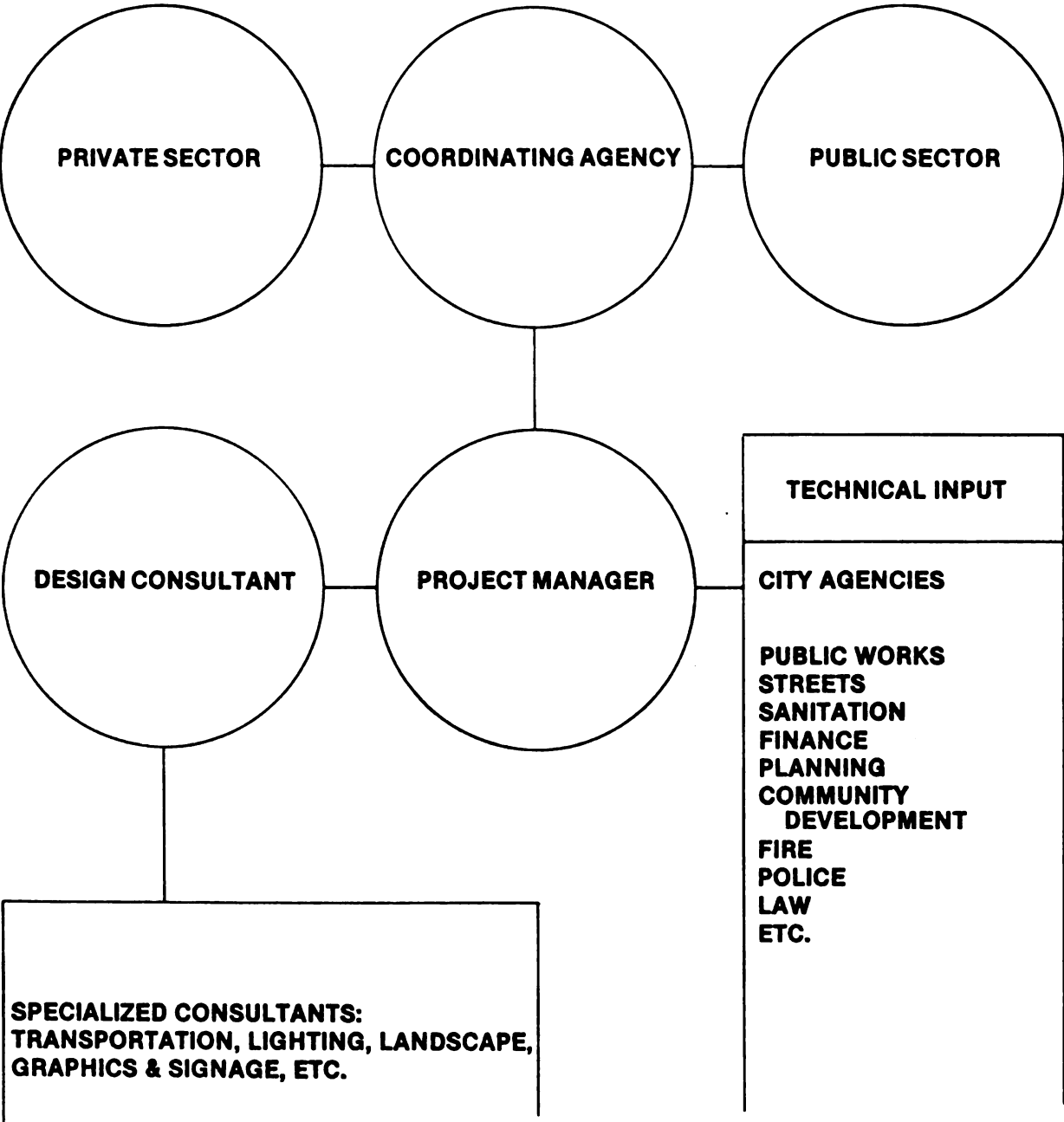
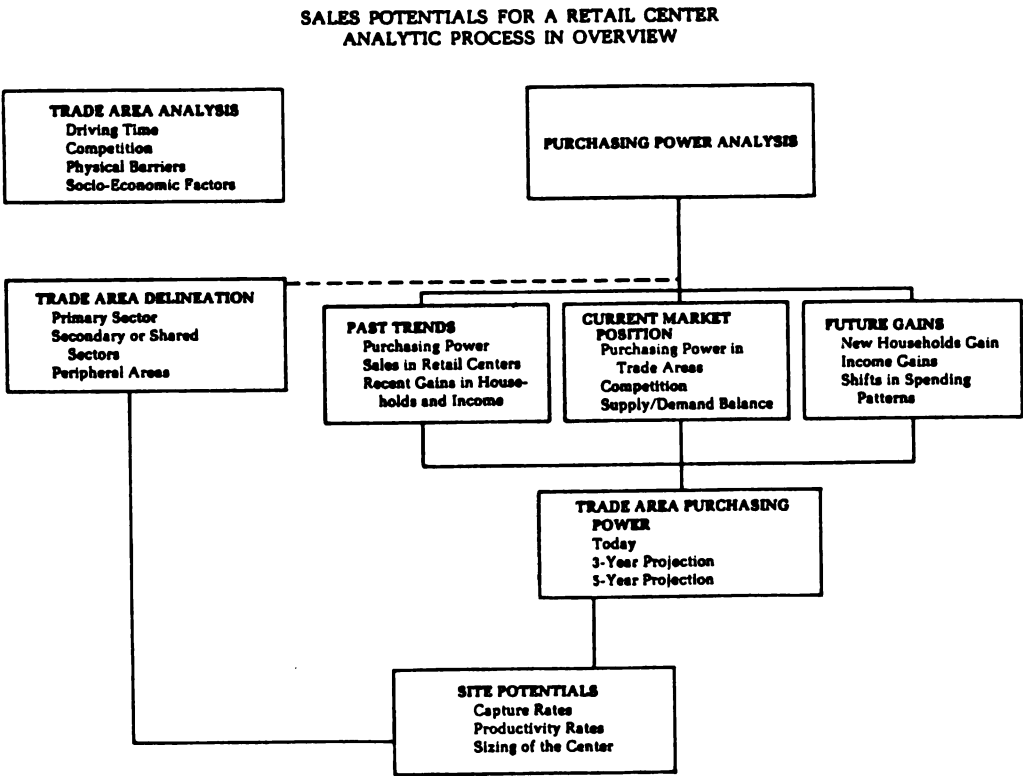


Figure 2

CHARACTERISTICS OF SHOPPING CENTERS					
CENTER TYPE	LEADING TENANT (BASIS FOR CLASSIFICATION)	TYPICAL GLA	GENERAL RANGE IN GLA	USUAL MINIMUM SITE AREA	MINIMUM SUPPORT REQUIRED
NEIGHBORHOOD CENTER	Supermarket or drugstore	50,000 sq. ft.	30,000–100,000 sq. ft.	3 acres	2,500–40,000 people
COMMUNITY CENTER	Variety, discount, or junior depart- ment store	150,000 sq. ft.	100,000–300,000 sq. ft.	10 acres or more	40,000–150,000 people
REGIONAL CENTER	One or more full- line department stores of at least 100,000 sq. ft. of GLA*	400,000 sq. ft.	300,000–1,000,000 sq. ft. or more*	30–50 acres or more	150,000 or more people

*Centers with more than 750,000 sq. ft. GLA usually include three or more department stores and hence are super-regionals.

Figure 3



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2023

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Frاندor Site Improvement Project

Scale : $1'' = 100'$

Michigan State University

Design By :

H. Jin Choi

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B. Inventory and Analysis

Frاندor shopping center is located in the heart of the Lansing metropolitan area. The central location (on the border line of East Lansing and Lansing jurisdiction line) provides easy access to all of adjacent communities including East Lansing, Lansing and Okemos. Frاندor is also ideally located between the major thoroughfares in the greater Lansing area. Saginaw Highway and Grand river Avenue, which merge together to the north, are heavily traveled with 50,000 vehicles per day and Michigan Avenue, to the south, carries over 30,000 vehicles per day. In addition, Frاندor shopping center is located directly off US-127, which provides easy access to adjacent regions and access for service, emergency, merchandise vehicles.

Recent study has revealed that 25% of shoppers travel to Frاندor from outside of Ingham County, and nearly 50% of the shoppers have medium incomes of over \$35,000 per year. One of the great advantages that the Frاندor shopping district has is its physical location. Frاندor is located next to residential neighborhood in the east and south although its pedestrian access to the area is somehow difficult and unpleasant. Downtown Lansing and East Lansing is only minutes away from the site. Then, there is Michigan State

University, with over 40,000 students and 9,000 faculties, which is just east of Frandor, providing a consistent shopper base along with permanent residents of Lansing and East Lansing (Approximately 450,000 population in the Lansing area).

The Frandor shopping district consists of over half a million square feet of commercial and retail space. Its main building includes Kroger Foods, Hooks Pharmacy, Marshall Music Store and Bollerts Hardware, along with a mix of many unique specialty shops, commercial establishments (banks and business offices), entertainment facilities (two theaters and a bar) and family restaurants. Such mixed use shopping center development has been another advantage for the Frandor shopping district, which is not available in any other shopping malls in the Lansing area

Since its opening year, 1954, there have been number of expansions and changes in the district. Previous Golf courses became one of the Midwest's first regional shopping mall, and soon after, the Sears store was built. The original mall consisted of a 900-foot north-south building which was soon complemented by two east-west parallel structures which ended at the building now housing the Kroger Supermarket. In the late fifties Corr, Francis John Corr - founder of Frandor Shopping Center, constructed the Michigan national Bank building, and in 1966 a theater was added. The

Red Lobster Restaurant was constructed in the seventies along with a supermarket which eventually relocated. Trippers (a sports bar) and Video To Go now occupy the market's space. The Clippert Building was constructed in the early eighties as the last additional structure in the site.

Frاندor Shopping Center currently contains an enclosed mall area and eight separate buildings. The mall area is over 200,000 square feet and provides enclosed walkways with newly designed corridor areas and attractive interior decorations such as neon lighting and uniform store signage for aesthetic appeal.

However, this, almost 4 decades old, historic shopping district is unable to hide its aging structures and inadequate circulation (including parking) system, and unable to satisfy customers' expectation which can be fulfilled from other regional shopping malls nowadays. Among those problems that Frاندor shopping district faces today, three categorical areas can be defined as having the most negative aspects in the site, and they are 1) traffic circulation (both pedestrian and vehicular), 2) parking, and 3) overall image. Of course, there are other detail inventories to be analyzed; however, this designer will only discuss above three categories. Other inventory analysis can be observed in the drawing number 1 and 2 included in the final documentation.

Traffic Circulation:

As it is true for the all shopping areas, relatively heavy traffic volume is evident in the Frandor shopping district. However, safety and adequacy of traffic flow are inefficient, not to mention dangerous because there are lack of traffic controls in the area. Massive amount of parking spaces without proper ingress and egress (sense of entrance and exit) system to each parking lot creates confusing and often hazardous driving environment.

It is observed that shoppers drive through and across Frandor Avenue, Morgan Lane and Vine Street from every direction in order to get to a parking lot from a parking lot. Furthermore, this vehicle oriented shopping environment without convenient pedestrian circulation causes people to drive even to move within Frandor area. These two problems must be solved to avoid traffic conflicts and to encourage pedestrian activity and movement. In addition, there are three CATA (Lansing's public transit system) buses (number 1,13 and 15) in service for the Frandor shopping district.

Parking:

Frandor is an almost 100 percent paved area with

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severely limited natural spaces and elements. Parking facilities for the retail and commercial outlets are the major reason for this incident. It is obvious that there are overly sufficient parking spaces compared to number of daily customers to this area.

This designer has taken photos to observe the traffic volumes and the parking occupancy in Frandor from Monday to Sunday to compare weekdays and weekends uses and to compare daily uses from early in the morning until the end of business hours. As a result, it is discovered that approximately one third of parking spaces in Frandor is hardly used even during the pick hours or day except the occasional uses by Spartan Theater audiences and restaurant goers. These abandoned parking spaces can and should be utilized for other purposes instead of spill-over parking lot.

Overall Image:

The Frandor area has been perceived as an old and unpleasant shopping district by the shoppers, especially younger generation, according to people's opinion. Many buildings and structures look dated and are abandoned. Waywardly designed signage in front of retail, commercial, entertainment and business establishments distracts the image

Table 1

ACT #: 41323

11/21/91

POP-FACTS: 1990 CENSUS REPORT
(STF1A)

BY NATIONAL DECISION SYSTEMS 800-866-6510

PREPARED FOR

FRANDOR MERCHANTS ASSOCIATION

ANDOR SHOPPING CENTER
NSING, MI

SITE: 311943

COORD:42:44.50 84:30.50

DESCRIPTION	1.0 MILE RADIUS	3.0 MILE RADIUS	5.0 MILE RADIUS
LE POPULATION BY AGE	8238	51283	86746
UNDER 5 YEARS	5.67%	6.70%	7.18%
5 TO 11 YEARS	6.60%	7.57%	8.85%
12 TO 14 YEARS	2.67%	2.77%	3.20%
15 TO 17 YEARS	2.77%	2.58%	3.07%
18 TO 21 YEARS	19.72%	23.08%	16.18%
22 TO 24 YEARS	10.90%	11.17%	8.97%
25 TO 29 YEARS	9.66%	10.32%	10.26%
30 TO 34 YEARS	7.63%	7.81%	8.56%
35 TO 39 YEARS	6.65%	6.56%	7.41%
40 TO 49 YEARS	11.05%	8.66%	10.25%
50 TO 59 YEARS	6.33%	5.00%	6.16%
60 TO 64 YEARS	2.88%	2.22%	2.88%
65 TO 69 YEARS	2.44%	1.92%	2.55%
70 TO 74 YEARS	2.00%	1.44%	1.89%
75 TO 84 YEARS	2.42%	1.72%	2.07%
85+ YEARS	0.60%	0.48%	0.52%
LE MEDIAN AGE	28.67	26.98	28.81
LE AVERAGE AGE	31.46	28.85	30.59
MALE POPULATION BY AGE	9858	55239	94362
UNDER 5 YEARS	4.64%	6.15%	6.72%
5 TO 11 YEARS	5.69%	6.96%	7.86%
12 TO 14 YEARS	2.40%	2.44%	2.77%
15 TO 17 YEARS	2.32%	2.60%	2.83%
18 TO 21 YEARS	23.69%	25.37%	17.29%
22 TO 24 YEARS	7.94%	8.88%	7.66%
25 TO 29 YEARS	8.35%	9.00%	9.35%
30 TO 34 YEARS	6.96%	7.29%	8.22%
35 TO 39 YEARS	6.54%	6.07%	7.03%
40 TO 49 YEARS	10.19%	8.38%	9.93%
50 TO 59 YEARS	6.11%	5.12%	6.37%
60 TO 64 YEARS	3.24%	2.41%	3.09%
65 TO 69 YEARS	3.24%	2.39%	3.04%
70 TO 74 YEARS	2.76%	2.15%	2.69%
75 TO 84 YEARS	4.51%	3.24%	3.65%
85+ YEARS	1.43%	1.55%	1.49%
MALE MEDIAN AGE	30.68	28.39	30.48
MALE AVERAGE AGE	33.90	30.97	32.93

Table 2

T #: 41323

11/21/91

POP-FACTS: 1990 CENSUS REPORT
(STF1A)
BY NATIONAL DECISION SYSTEMS 800-866-6510
PREPARED FOR
FRANDOR MERCHANTS ASSOCIATION

NDOR SHOPPING CENTER
SING, MI

SITE: 311943
COORD:42:44.50 84:30.50

DESCRIPTION	1.0 MILE RADIUS	3.0 MILE RADIUS	5.0 MILE RADIUS
0 CENSUS POPULATION	18096	106522	181108
0 CENSUS HOUSEHOLDS	6730	36275	66696
POPULATION BY RACE & HISPANIC	18096	106522	181108
WHITE	89.13%	80.18%	81.32%
BLACK	5.80%	10.52%	11.22%
NATIVE AMERICAN	0.51%	0.88%	0.79%
ASIAN: CHINESE	0.75%	1.36%	0.92%
ASIAN: JAPANESE	0.42%	0.32%	0.23%
ASIAN: INDIAN	0.52%	0.64%	0.49%
ASIAN: KOREAN	0.40%	0.70%	0.52%
ASIAN: VIETNAMESE	0.20%	0.37%	0.31%
ASIAN: OTHER	0.68%	1.22%	0.90%
PACIFIC ISLANDER	0.07%	0.09%	0.06%
OTHER RACES	1.53%	3.75%	3.23%
HISPANIC - NEW CATEGORY	3.25%	6.49%	5.83%
PANIC POPULATION BY TYPE	18096	106522	181108
NOT HISPANIC	96.75%	93.51%	94.17%
MEXICAN	2.04%	4.84%	4.44%
PUERTO RICAN	0.29%	0.34%	0.27%
CUBAN	0.23%	0.19%	0.16%
OTHER HISPANIC	0.69%	1.11%	0.96%
PANIC POPULATION BY RACE	588	6911	10558
WHITE	51.91%	39.01%	41.58%
BLACK	1.87%	3.79%	3.90%
NATIVE AMERICAN	0.41%	1.38%	1.20%
ASIAN	2.38%	1.10%	1.06%
OTHER RACE	43.43%	54.71%	52.26%
POPULATION BY HOUSEHOLD TYPE	18096	106522	181108
FAMILY HOUSEHOLDS	56.63%	55.32%	65.42%
NON FAMILY HOUSEHOLDS	28.10%	27.06%	24.03%
GROUP QTRS: COLLEGE DORMS	15.17%	16.27%	9.57%
GROUP QTRS: MILITARY	0.00%	0.00%	0.00%
GROUP QTRS: OTHER	0.10%	1.34%	0.98%
POPULATION BY SEX	18096	106522	181108
FEMALE	54.48%	51.86%	52.10%
MALE	45.52%	48.14%	47.90%

Table 3

PT #: 41323

11/21/91

POP-FACTS: 1990 CENSUS REPORT

(STF1A)

BY NATIONAL DECISION SYSTEMS 800-866-6510

PREPARED FOR

FRANDOR MERCHANTS ASSOCIATION

ANDOR SHOPPING CENTER

SING, MI

SITE: 311943

COORD:42:44.50 84:30.50

DESCRIPTION	1.0 MILE RADIUS	3.0 MILE RADIUS	5.0 MILE RADIUS
HOUSEHOLDS BY TYPE	6730	36275	66696
SINGLE MALE	10.82%	13.67%	12.32%
SINGLE FEMALE	22.24%	17.96%	17.51%
MARRIED COUPLE	39.78%	35.68%	41.41%
OTHER FAMILY - MALE HEAD	2.08%	3.00%	3.01%
OTHER FAMILY - FEMALE HEAD	8.86%	12.40%	12.31%
NON FAMILY - MALE HEAD	8.48%	9.41%	7.27%
NON FAMILY - FEMALE HEAD	7.75%	7.86%	6.17%
HOUSEHOLDS BY OCCUPANCY STATUS	7097	39113	71188
OCCUPIED	94.82%	92.74%	93.69%
VACANT	5.18%	7.26%	6.31%
OCCUPIED UNITS	6730	36275	66696
OWNER OCCUPIED	50.52%	41.49%	52.02%
RENTER OCCUPIED	49.48%	58.51%	47.98%
1990 PERSONS PER HOUSEHOLD	2.28	2.42	2.43
VACANT UNITS	368	2838	4492
FOR RENT	57.01%	55.75%	55.15%
FOR SALE ONLY	14.35%	9.52%	11.86%
SEASONAL	10.36%	5.98%	5.81%
OTHER	18.27%	28.75%	27.17%
10 OWNER OCCUPIED PROPERTY VALUES	3093	13239	30230
UNDER \$25,000	2.22%	9.01%	5.89%
\$25,000 TO \$49,999	19.65%	32.75%	33.30%
\$50,000 TO \$74,999	25.39%	21.52%	29.59%
\$75,000 TO \$99,999	25.88%	17.57%	15.54%
\$100,000 TO \$149,999	19.62%	12.54%	10.06%
\$150,000 TO \$199,999	5.12%	3.73%	3.19%
\$200,000 TO \$299,999	1.64%	2.08%	1.77%
\$300,000 TO \$399,999	0.44%	0.49%	0.43%
\$400,000 TO \$499,999	0.00%	0.18%	0.12%
\$500,000+	0.04%	0.12%	0.09%
10 MEDIAN PROPERTY VALUE	\$79,428	\$68,158	\$66,706

Table 4

CT #: 41323

11/21/91

POP-FACTS: 1990 CENSUS REPORT
(STF1A)

BY NATIONAL DECISION SYSTEMS 800-866-6510

PREPARED FOR

FRANDOR MERCHANTS ASSOCIATION

FRANDOR SHOPPING CENTER
FRANDOR, MI

SITE: 311943
COORD: 42:44.50 84:30.50

DESCRIPTION	1.0 MILE RADIUS	3.0 MILE RADIUS	5.0 MILE RADIUS
ALL ROUND UNITS IN STRUCTURE	7097	39113	71188
SINGLE UNITS DETACHED	53.80%	47.33%	55.30%
SINGLE UNITS ATTACHED	5.00%	4.46%	4.08%
DOUBLE UNITS	3.66%	7.54%	5.47%
3 - 9 UNITS	13.52%	12.23%	9.15%
10 - 19 UNITS	12.30%	14.75%	12.27%
20 - 49 UNITS	6.90%	6.75%	7.02%
50+ UNITS	3.92%	5.03%	3.44%
MOBILE HOME OR TRAILER	0.04%	0.74%	2.27%
ALL OTHER	0.87%	1.18%	0.98%
SINGLE/MULTIPLE UNIT RATIO	1.46	1.12	1.59

of the area even more. Lack of greenery, street furnitures, and amenities such as benches and lights, and other attractions such as fountain and plaza creates dull urban image to the district. Also, connections among similar activities such as restaurant, business, offices, entertainment facilities and retail stores are not formally organized; instead they are scatteredly located throughout the area. A visual and physical disconnection between Frandor and surrounding communities (& facilities) is, too, evident. These are the problems that the Frandor shopping district faces today which can be resolved through intensive site design improvement.

C. Program Development

Program development is to define program of uses, activities and functions to provide the Frandor shopping district maximum direction and input into the improvement project. First, Frandor's current issues have been established through the site inventory and its analysis as well as other visual observation. The list of issues are as follow:

- Overall image
- Insufficient pedestrian circulation
- Confusing traffic and parking circulation

- Lack of signage control
- Lack of natural/greenery area
- Absence of attractions other than commercial

establishment

- Lack of street furnitures and amenities
- Aging structures and their facades
- Utilization of open and abandoned spaces
- Future character of the area
- Locational analysis of parks and plaza
- Additional businesses/structures and their locations
- Improvement of existing businesses and their economy
- Entry features of the district
- Visual and physical quality of the area
- Major traffic corridor improvement and distinction
- Landscape considerations
- Sound mixed use development
- connection with surrounding communities and facilities
- Removal of existing residential units.

Second, the standard shopping center development/redevelopment considerations and elements, and the list of necessary feasibility studies have been researched through various literatures (see bibliography). Those lists can be found in the "Background Researches" section, Chapter II-A.

After reviewing background research, inventory analysis, issue considerations and other design element in shopping place redevelopment, the site improvement programs are finally developed as a base of the Frandor project to implement actual design process. This program will be a foundation to develop two alternative concept plans and the master plan although some minor changes and additional programs may be added as the design project proceeds. The site improvement programs are presented below.

Program:

1. Image

- identity to the region to promote economic growth and sense of pride.

- development of focal feature(s), stronger entry feature(s)

2. Pedestrian Circulation

- improvement of building to building and building to parking accessibility

- development of pleasant, efficient walkways throughout the district (ground level)

- development of extensive sky-walks, connecting all the major buildings (weather consideration)

- convenient handicapper accessibility

3. Traffic Circulation

- straightening the major corridors
- street median development
- enhancement of traffic control lights and signs
- development of shuttle bus system in the district
- reorganization of public transit route

4. Signage

- new regulations and according renovation
- uniform development for additional signage

5. Greenery/Nature

- intensive landscape planning
- median development on streets and parking areas
- development of parks

6. Parking

- reorganization of parking spaces
- parking lamp development
- limited ingress and egress system
- trees along the median areas

7. Attractions

- development of parks and plazas
- development of museum(s). amphi-theater and/or hotel
- outdoor cafe (rooftop cafe)
- development of multi-purpose buildings and structures
- reinforcement of street furnitures and site amenities

8. Buildings and Structures

- renovation and/or redevelopment
- development of new buildings (locations and functions)
- additional floor development

- enhancement of visual quality of all buildings
- rooftop improvement, sky-walks (scenic walkways and scenic tower)

9. Open and Abandoned Spaces

- development and utilization

10. Additional Business

- location analysis
- size and number analysis
- multi-purpose structures

11. Existing Businesses and Economy

- upgrading existing facilities and services
- promotion of new programs, economic revitalization

12. Visual and Physical Condition

- facade improvement
- landscape planning
- renovation, rehabilitation and reconstruction.

ALTERNATIVE MASTER PLAN

CONCEPTS

DESIGN PHILOSOPHY

THE FIRST ALTERNATIVE CONCEPT PLAN APPROACHES TOWARD MORE NATURAL, GREEN ENVIRONMENT IN THE FRANDOR SHOPPING DISTRICT. THE PLAN IS TO KEEP THE AREA'S CHARACTER AS IT IS, A REGIONAL SHOPPING MALL, BUT REINFORCES GREENERY WITH STRATEGICALLY LOCATED SERIES OF PARKS AND PLAZAS.

GOAL

BASICALLY, THE GOAL OF THE FIRST CONCEPT PLAN IS TO PROVIDE MUCH OF GREEN-ARTY AND ADDITIONAL ATTRACTIONS IN ORDER TO REINFORCE PLEASANT SHOPPING ENVIRONMENT WHICH SHOULD AND WILL BE UNIQUE TO THIS PROJECT SITE THAN ANY OTHER REGIONAL MALLS IN LANSING METROPOLITAN AREA.

OBJECTIVES

FIRST, NUMBERS OF PARKS AND PLAZAS TO BE BUILT TO ENHANCE NATURAL AND HUMAN ATMOSPHERE. THE LOCATIONS OF PARKS AND PLAZAS ARE DECIDED ACCORDING TO SITE OBSERVATION / ANALYSIS ON PARKING AREAS. ANY PARKING SPACES THAT ARE USED BY MINIMUM NUMBER OF CUSTOMERS DURING WEEKDAYS AND WEEKENDS ARE TO BE PARKS AND PLAZAS TO PROMOTE MORE PLEASANT SHOPPING ENVIRONMENT. THERE WILL BE DESIGNATED GROUND RETENTION IN FOUR DIFFERENT AREAS FOR SNOW REMOVAL RESERVOIR AND FOR DRAINAGE TO PREVENT THE AREA FROM BEING FLOODED. COUPLE OF ATTRACTIONS WILL ALSO BE ADDED TO THE SHOPPING DISTRICT. ONE IS THE COMMUNITY PARK TO BE LOCATED ON NORTHEAST CORNER OF THE PROJECT SITE. FEATURES WILL INCLUDE A SOCCER FIELD, A 1/4 MILE TRACK, AND A SOFTBALL FIELD ADDITIONAL TO ONE IN RAINY PARK AS WELL AS PICNIC AREAS. INSIDE THE TRACK THERE WILL BE A PLAYGROUND AND A SLIDING GROUND WHICH UTILIZES TOPOGRAPHIC CHARACTER OF THE SITE AND CONNECTS THE COMMUNITY PARK WITH PROPOSED SECOND STORY SHOPPING FACILITY, BUT ON THE MAIN FRANDOR SHOPPING CENTER. SERIES OF RESTAURANTS AND GIFT SHOPS WILL BE LOCATED ON THE 2ND FLOOR. THE SECOND ATTRACTION IS AN AMPHITHEATER WHICH WILL BE LOCATED ON SOUTHWEST CORNER OF THE PROJECT SITE. THE THEATER WILL BE SURROUNDED BY A BEAUTIFUL PLAZA WITH PLANTERS THAT CONTAIN VARIOUS SPECIES OF TREES AND FLOWERS, AND SERIES OF FOUNTAINS THAT ATTRACT SUMMER CROWD AND TO BE UTILIZED AS SCULPTURE PARK DURING THE WINTER. NORTH OF THE THEATER IS A PROPOSED 3 STORY PARKING RAMP FOR CONVENIENT PARKING SERVICE NOT ONLY FOR THEATER AUDIENCE, BUT ALSO FOR CUSTOMERS WHO PREFER TO USE THE FRANDOR SHUTTLE BUS SERVICE WHICH WILL BE LOCATED NEXT TO THE RAMP. NEW PARKING RAMP AND THE SHUTTLE BUS STATION IS TO BE UTILIZED DURING PEAK SEASONS FOR SHOPPING SUCH AS CHRISTMAS AND LABOR DAY WEEKEND. LAST BUT NOT LEAST, PARKING AND TRAFFIC CIRCULATION ARE TO BE RESTRUCTURED. PARKING AREAS WILL BE DESIGNED WITH LIMITED INGRESS AND EGRESS TO UPGRADE SAFETY OF THE AREA, AND TO ENCOURAGE DRIVERS TO WALK ALONG THE MEDIAN BETWEEN PARKING SPACES. TREES AND GRASS WILL BE PLANTED IN THESE MEDIAN AREAS TO ENHANCE VISUAL QUALITY OF THE PARKING AREAS. EXTENSIVE SIDEWALKS WILL BE BUILT THROUGHOUT THE PROJECT SITE FOR CONVENIENT PEDESTRIAN CIRCULATION. TWO NEW VEHICULAR CIRCULATION WILL BE (CONSTRUCTED TO MINIMIZE CONFLICT BETWEEN VEHICLES AND PEDESTRIANS, AND TO PROVIDE EFFECTIVE TRAFFIC CIRCULATION. IN ADDITION, LOCATIONS OF BUS STATIONS ON THE SITE ARE TO BE UPGRADED WITH SHELTERS CONTAINING SEATING AND SEATBACK TO AVOID TRAFFIC DELAY.

CONCEPT PLAN No.1

KEY

- A QUARTER MILE TRACK with CHILDREN'S SLIDING GROUND and PLAYGROUND
- B PUBLIC RESTROOMS with SHOWER FACILITY, 35' x 35'
- C PAVILIONS, PICNIC AREA and FACILITY, 30' x 60'
- D GAZEBO, 20' IN RADIUS
- E U.S. POSTAL SERVICE with IMPROVED FACILITIES
- F PROPOSED 2ND STORY DEVELOPMENT ON MAIN FRANDOR BUILDING with SERIES of GIFT SHOPS and RESTAURANTS
- G WATER FOUNTAIN PLAZA with CAPABILITY OF OUTDOOR CAFE and SCULPTURE GARDEN / EXHIBITION
- H GROUND RETENTION for SNOW REMOVAL / DUMP and STORM DRAINAGE
- I PLAZA with SCULPTURE FOUNTAIN and GAZEBO, ALSO UTILIZED AS OUTDOOR CAFE
- J PLAZA with MONUMENTAL STATUE and GAZEBO, ALSO UTILIZED AS OUTDOOR CAFE
- K SHELTERED BUS STATIONS with SEATBACKS for BUS STOPS ONLY
- L NEW BUSINESS / OFFICE BUILDING
- M PROPOSED FRANDOR SHUTTLE BUS STATION with 3 VANS TO SERVE THE FRANDOR SHOPPING DISTRICT
- N NEW PARKING RAMP TO SERVE BOTH FRANDOR SHOPPING and AMPHITHEATER
- O THEATER PLAZA with MODERN SCULPTURE FOUNTAINS and BOTANICAL PLANTERS
- P VIEW POINT ON THE TOP OF THE HILL with CONNECTING OVER-BRIDGE TO THE MAIN FRANDOR BUILDING.

* DESIGN FEATURES WITH OBVIOUS SITE SPECIFIC CHARACTERISTIC AND UNCHANGED FEATURES AS IN THE SITE INVENTORY ARE NOT LABELED IN THE "KEY" SECTION.



Frاندor Site Improvement Project

Scale : 1"=100'

Michigan State University

Design By :

H. Jin Choi

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DESIGN PHILOSOPHY

THE FIRST ALTERNATIVE CONCEPT PLAN, APPROVED BY THE FRANDOR SHOPPING DISTRICT, THE PLAN IS TO KEEP THE AREA'S CHARACTER AS IT IS, A REGIONAL SHOPPING MALL, BUT RE-IMAGINE GREENSPACES WITH STRATEGICALLY LOCATED AREAS OF PARKS AND PLAZAS.

GOAL

ESSENTIALLY, THE GOAL OF THE FIRST CONCEPT PLAN IS TO PROVIDE MUCH OF GREEN SPACE AND ADDITIONAL ATTRACTIONS IN ORDER TO REIMAGINE MEANINGFUL SHOPPING ENVIRONMENT WHICH SHOULD AND WILL BE UNIQUE TO THIS PROJECT SITE THAN ANY OTHER REGIONAL MALLS IN LANSING METROPOLITAN AREA.

OBJECTIVES

FIRST, NUMBERS OF PARKS AND PLAZAS TO BE BUILT TO ENHANCE NATURAL AND HUMAN ATMOSPHERE. THE LOCATIONS OF PARKS AND PLAZAS ARE BASED ON VARIOUS TO SITE OBSERVATION / ANALYSIS ON PARKING AREAS. ANY PARKING SPACES THAT ARE USED BY MINIMUM NUMBER OF CUSTOMERS DURING USUALLY BUSY WEEKENDS ARE TO BE PARKS AND PLAZAS TO PROMOTE MORE PLEASANT SHOPPING ENVIRONMENT. THERE WILL BE DESIGNATED WATERSHED RETENTION IN FOUR DIFFERENT AREAS FOR SHOWERS, REVENUE, AND FOR DRAINAGE TO PREVENT THE AREA FROM BEING FLOODING. LOCATIONS OF ATTRACTIONS WILL ALSO BE KEPT TO THE SHOPPING DISTRICT. ONE IS THE COMMUNITY PARK TO BE LOCATED ON NORTHEAST CORNER OF THE PROJECT SITE. FEATURES WILL INCLUDE A SOCCER FIELD, A 1/2 MILE TRAIL, AND A SOFTBALL FIELD. ADDITIONAL TO ONE IN RAINY PARK AS WELL AS PLAZA AREAS. SECOND, THE TRACK THERE WILL BE A PLAYGROUND AND A SLIDING GROUND WHICH UTILIZES TOURIST-APPEAL CHARACTER OF THE SITE. THIRD, THE COMMUNITY PARK WITH INCLUDES SECOND STORY SHOPPING FACILITY, BUT ON THE MAIN FRANDOR SHOPPING CENTER. SERVICES OF RESTAURANTS AND CLOTHING WILL BE LOCATED ON THE 2ND FLOOR. THE SECOND ATTRACTION IS AN AMPHITHEATER WHICH WILL BE LOCATED IN SOUTHWEST CORNER OF THE PROJECT SITE. THE THEATER WILL BE SURROUNDED BY A BEAUTIFUL PLAZA WITH PLANTERS THAT CONTAIN VARIOUS TYPES OF TREES AND PLANTS AND SERVED BY FOUNTAIN. THEATRICALLY, SUMMER CONCERTS AND TO BE UTILIZED AS SHOWING PARK DURING THE WINTER. NORTH OF THE THEATER IS A PROPOSED 3 STORY PARKING RAMP FOR UNIMPROVED PARKING SERVICE. NATURAL PARK THOUGHT, BUT ALSO FOR CUSTOMERS WHO PREFER TO USE THE FRANDOR SHUTTLE BUS SERVICE WHICH WILL BE LOCATED NEXT TO THE MAIN NEW PARKING RAMP AND THE SHUTTLE BUS STATION IS TO BE UTILIZED DURING PEAK SHOPPING PERIODS. LAST BUT NOT LEAST, PARKING AND TRAFFIC INFLUENCE ARE TO BE RESTRUCTURED. PARKING AREAS WILL BE REDESIGNED WITH LIMITED ACCESS AND BARRIERS TO WALK ALONG THE MEDIAN BETWEEN PARKING SPACES. TREES AND PLANTS WILL BE PLANTED IN THEIR MEDIAN AREAS TO ENHANCE VISUAL QUALITY OF THE PARKING AREAS. EXTENSIVE SIDEWALKS WILL BE BUILT THROUGHOUT THE PROJECT SITE FOR CONVENIENT PEDESTRIAN CIRCULATION. TWO NEW VEHICULAR CIRCULATION WILL BE IMPLEMENTED TO MINIMIZE CONFLICT BETWEEN PEDESTRIANS AND RECREATION, AND TO PROVIDE EFFECTIVE TRAFFIC CIRCULATION. IN ADDITION, LOCATIONS OF BUS STATIONS ON THE SITE ARE TO BE IMPROVED WITH SHELTERS CONTAINING SEATING AND UTILITY TO AVOID TRAFFIC CONGESTION.

CONCEPT PLAN No.1

KEY

- A QUARTER MILE TRACK with CHILDREN'S SLIDING GROUND and PLAYGROUND
- B PUBLIC RESTROOMS with SHOWER FACILITY, 35' x 35'
- C PAVILIONS, PICNIC AREA and FACILITY, 30' x 60'
- D GAZEBOS, 20' in RADIUS
- E U.S. POSTAL SERVICE with IMPROVED FACILITIES
- F PROPOSED 2ND STORY DEVELOPMENT ON MAIN FRANDOR BUILDING with SERIES OF GIFT SHOPS and RESTAURANTS
- G WATER FOUNTAIN PLAZA with CAPABILITY OF OUTDOOR CAFE and SCULPTURE GARDEN / EXHIBITION
- H GROUND RETENTION for SNOW REMOVAL / DUMP and STORM DRAINAGE
- I PLAZA with SCULPTURE FOUNTAIN and GAZEBO. ALSO UTILIZED AS OUTDOOR CAFE
- J PLAZA with MONUMENTAL STATUE and GAZEBO. ALSO UTILIZED AS OUTDOOR CAFE
- K SHELTERED BUS STATIONS with SETBACKS for BUS STOPS ONLY
- L NEW BUSINESS / OFFICE BUILDING
- M PROPOSED FRANDOR SHUTTLE BUS STATION with 3 VANS TO SERVE THE FRANDOR SHOPPING DISTRICT
- N NEW PARKING RAMP TO SERVE BOTH FRANDOR SHOPPING and AMPHITHEATER
- O THEATER PLAZA with MODERN SCULPTURE FOUNTAINS and BOTANICAL PLANTERS
- P VIEW POINT ON THE TOP OF THE HILL with CONNECTING OVER-BRIDGE TO THE MAIN FRANDOR BUILDING.

* DESIGN FEATURE WITH OBVIOUS SITE SHELTER CHARACTERISTIC AND UNCHANGED FEATURES AS IN THE SITE INVENTORY ARE NOT LABELED IN THE "KEY" SECTION.



Frandor Site Improvement Project

Scale: 1"=100'

Michigan State University

Design By:

H. Jin Choi

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FRANDOR

III. ALTERNATIVE MASTER PLAN CONCEPTS

This section is to illustrate the development of two alternative concepts that are free standing from one another. Evaluation of these two concepts is to develop the most suitable and effective design ideas which will be basis for the master plan development. Two alternative concepts are distinctive in nature, but share some common physical elements and development patterns.

A. Concept No.1

1. Design Philosophy

The first alternative concept plan approaches toward more natural, green environment in the area. The plan is to keep the area's character as it is, a regional shopping center, but reinforces greenery with strategic development of parks and plazas.

2. Goals and Objectives

Goals:

The goal of the concept is to provide much of green spaces and additional attractions in order to enhance pleasant shopping experience which will be unique to the project site.

Objectives:

- locate series of parks and plazas
- utilize unused parking spaces for other purposes
- designate and develop ground retentions for snow removal reservoir and storm drainage (flood control)
- develop a community athletic park, features including a soccer field, a 1/4 mile track, a soft ball field, sliding ground and a playground
- develop an additional story shopping facility on the main Frandor building
- establish additional shops and restaurants
- develop a sculpture plaza
- develop a three-story parking ramp
- develop a shuttle bus station and service
- reorganize ground parking lots with limited ingress and egress system
- develop a extensive median area for tree planting and distinction among traffic functions
- improve sidewalks throughout the project site for convenient pedestrian circulation

DESIGN PHILOSOPHY

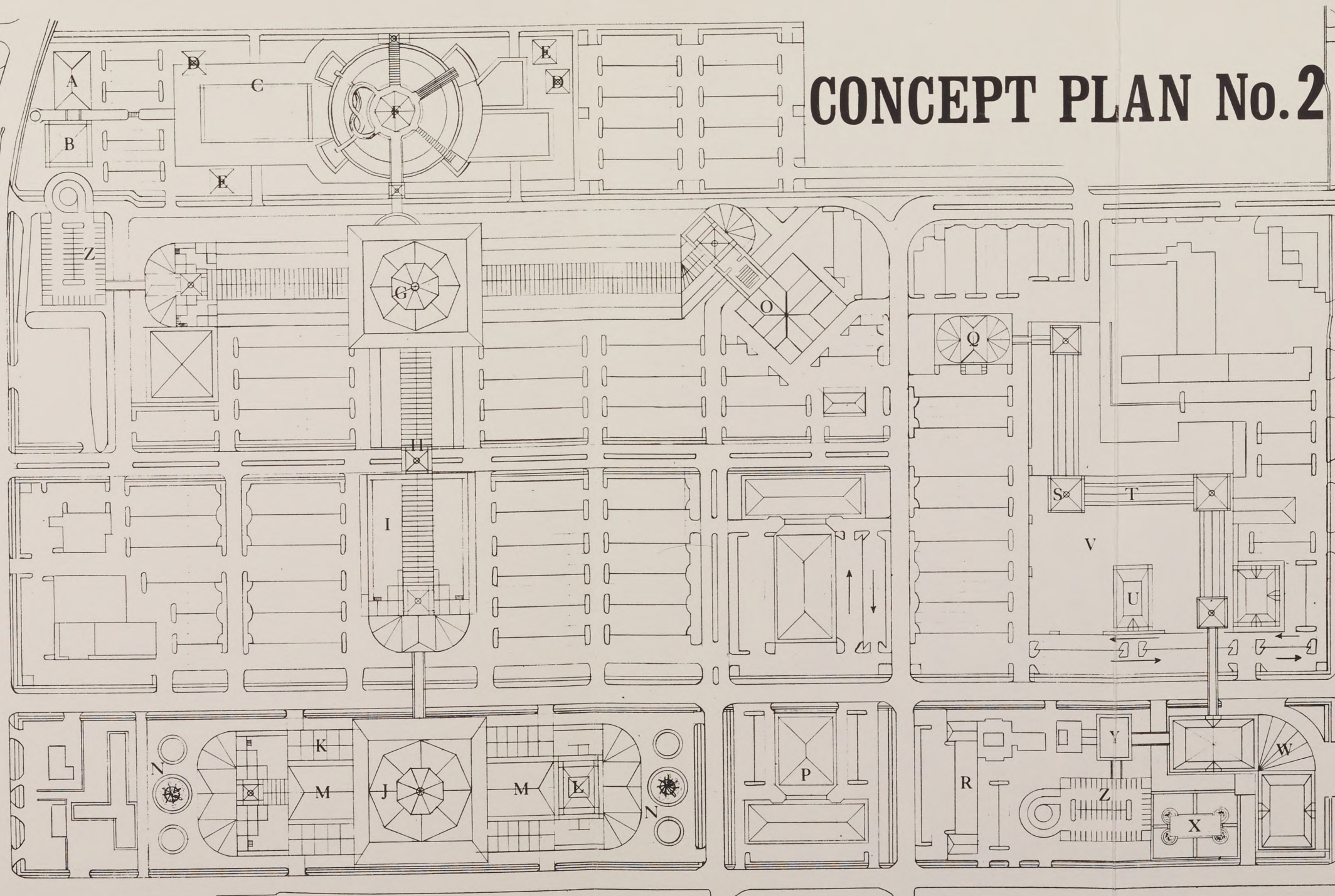
THE SECOND ALTERNATIVE CONCEPT PLAN TAKES THE NEXT STEP IN DESIGN DEVELOPMENT FROM THE PREVIOUS CONCEPT. THE PLAN INTENDS TO CHANGE WHOLE IMAGE AND CHARACTER OF THE FRANDOR SHOPPING DISTRICT. THEREFORE, THE PLAN WILL FOCUS ON INTENSIVE URBAN STORY DEVELOPMENT WITH EXTENSIVE FAÇADE IMPROVEMENT INCLUDING ROOF DESIGN. ALTHOUGH THIS SECOND CONCEPT IS NOT GEARED TOWARD GREEN ART REINFORCEMENT, THE PLAN WILL INCLUDE MASSIVE SIDE WALK DEVELOPMENT WITH ALL KINDS OF PLANT MATERIALS, AND OTHER ATTRACTIONS SUCH AS KALAS AND A COMMUNITY WATER PARK.

GOAL

THE GOAL IS TO GIVE THE AREA STRONG IMAGE AND NEW SHOPPING ENVIRONMENT THROUGH RESTRUCTURING ALL BUILDING AND CIRCULATIONS, AND BY ESTABLISHING UNIQUE SHOPPING FEATURES AND ATTRACTIONS THAT CAN BE SITED NOWHERE BUT LANSING METROPOLITAN AREA. IN SHORT, THE CONCEPT IS TO CREATE THEORETICAL AND ONLY KIND SHOPPING DISTRICT WHICH CAN SYMBOLIZE THE STATE OF MICHIGAN AND ITS CAPITAL, LANSING.

OBJECTIVES

- DEVELOP A COMMUNITY WATER, LOCATED IN THE NORTH SIDE OF FRANDOR PARK.
- CONSTRUCT TWO FOUR-STORY PARKING RAMP.
- DEVELOP ADDITIONAL STORY SHOPPING ESTABLISHMENTS ON MAIN FRANDOR BUILDING AND EXISTING WOODER BUILDING WITH UNIQUE ARCHITECTURAL STYLE INCLUDING ROOF GARDEN.
- LOCATE NEW STRUCTURE ON NORTHWEST CORNER OF THE PROJECT SITE EQUIPPED WITH ADDITIONAL RETAIL STORES AND BAKERY OFFICES, MAJOR PLANT CONSERVATORY, RESIDENTIAL APARTMENT UNITS, UNDERGROUND PARKING FACILITY, AND PLAZAS.
- CREATE EXTENSIVE SKYWALKS THAT CONNECT ALL THE MAJOR BUILDINGS.
- STRAIGHTEN ALL MAJOR STREETS TO IMPROVE EASIER AND SAFER AS WELL AS EFFECTIVE TRAFFIC CIRCULATION.
- DEVELOP INTENSIVE SIDEWALK SYSTEM THROUGHOUT THE AREA TO ENCOURAGE VISITORS TO WALK.
- CONSTRUCT NEW MIXED-USE BUILDING NEXT TO PRESENT SEARS BUILDING.
- CONSTRUCT MAJOR HOTEL ON THE SOUTHWEST CORNER OF THE PROJECT SITE, EQUIPPED WITH HUGE CONVENTION FACILITY AND IN- AND OUTDOOR SWIMMING POOL AS WELL AS UNDERGROUND PARKING FACILITY (400 GUEST ROOMS).
- DEVELOP A FRANDOR SHUTTLE BUS STATION NEXT TO THE PROPOSED HOTEL WITH 8 VANS TO SERVE THE FRANDOR SHOPPING DISTRICT.
- REORGANIZE GROUND PARKING SPACE WITH LIMITED INGRESS AND EGRESS SYSTEM.
- CREATE ADDITIONAL PARKING SPACE FOR THE MARK (BOTH RAMP AND WATER PARK) VISITORS.
- CONSTRUCT AN IDENTICAL BUILDING (IDENTICAL BUILDING TO CLIPPERT) IN THE WEST OF CLIPPERT STREET.
- REDESIGN STRIP SHOPPING CENTER ADJACENT TO EXISTING MANUFACTURER BANK.
- REORGANIZE CURRENT BUS STOP AND LOCATE SHUTTLE BUS STOP.
- CONSTRUCT SHELTERS FOR ALL BUS STOPS.
- ENHANCE NATURAL ATMOSPHERE WITH VARIOUS KINDS OF TREES, SHRUBS, AND GRASS.



CONCEPT PLAN No.2

KEY

- A FRANDOR PARK AND SHOP INFORMATION AND GIFT CENTER
- B WATER PARK RESTAURANT WITH SWIMMING SUPPLIES RENTAL
- C POOLS (ADULT, TEENAGE, CHILD) WITH PLAZA, 3 WATER SLIDES, AND STEPS TO THE TOP
- D SNACK SHOPS
- E PUBLIC RESTROOMS
- F GAZEBO WITH SNACK/GIFT SHOPS
- G PROPOSED 2ND AND 3RD STORY ESTABLISHMENTS
- H GLASS DOMED WALKWAYS
- I ROOFTOP CAFE
- J PROPOSED MULTI-PURPOSE, 3 STORY HIGH BUILDING EQUIPPED WITH 3 LEVEL UNDERGROUND PARKING FACILITY
- K CONDOMINIUM UNITS, 2nd & 3rd FLOOR, 20 of 25'x60' Units, 20 of 28'x60' Units & 4 of 30'x60' Units
- L APARTMENT UNITS, 8 STORIES HIGH FROM 3rd FLOOR, TOTAL 32 Units
- M INDOOR PLANT CONSERVATORY
- N MULTI-PURPOSE PLAZAS
- O PROPOSED ADDITIONAL FLOOR SHOPPING ESTABLISHMENTS
- P RESTRUCTURED STRIP MALL
- Q NEW BUSINESS BUILDING
- R RESTRUCTURED STRIP MALL
- S ROOFTOP GAZEBO WITH GIFT SHOPS AND SITTING AREAS
- T ROOFTOP, STRIP LANSING HISTORY MUSEUM (PHOTOS, DRAWINGS, AND ARTIFACTS)
- U SCENIC VIEW TOWER WITH RESTAURANT, 50' TALL
- V MULTI-PURPOSE ROOFTOP PLAZA, CAPABLE OF OUTDOOR CAFE, VARIOUS EXHIBITION, AND FESTIVAL FAIR GROUND
- W PROPOSED HOTEL WITH CONVENTION FACILITY, 8 STORIES HIGH, EQUIPPED WITH 3 LEVEL UNDERGROUND PARKING
- X HOTEL POOL WITH PLAZA FOUNTAIN WHEN OUT OF SEASON
- Y SHUTTLE BUS STATION
- Z PROPOSED PARKING RAMP, 4 Story High.



Frandor Site Improvement Project

Scale : 1" = 100'

Michigan State University

Design By :

H. Jin Choi

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DESIGN PHILOSOPHY

THE SECOND ALTERNATIVE CONCEPT PLAN (THIS) HAS BEEN KEPT IN MIND DEVELOPMENT WITH THE FRANDOR UNIT. THE PLAN INTENDS TO CONVEY A CLEAR IMAGE AND CHARACTER OF THE FRANDOR SHOPPING DISTRICT. THEREFORE, THE PLAN WILL FOCUS ON INTENSIVE URBAN DEVELOPMENT WITH EXTENSIVE PARKING AND WALKING ROADS. ALTHOUGH THIS SECOND CONCEPT IS NOT A GOAL TO TOWARD GREENART REDEVELOPMENT, THE PLAN WILL INCLUDE NATIVE LIFE WALK DEVELOPMENT WITH ALL KINDS OF PLANT MATERIALS, AND OTHER ATTRACTIONS, SUCH AS, PLAZAS AND COMMUNITY WATER PARK.

GOAL

THE GOAL IS TO GIVE THE AREA STRONG IMAGE AND NEW SHOPPING ENVIRONMENT THROUGH RESTRUCTURING ALL BUILDING AND CIRCULATION, AND BY ESTABLISHING UNIQUE SHOPPING FEATURES AND ATTRACTIONS THAT CAN BE USED IN VARIOUS BUT LAMINATING METROPOLITAN AREA. IN SHORT, THE CONCEPT IS TO CREATE A NEW AND ONLY SHOPPING DISTRICT WHICH IS HARMONIOUS TO THE STATE OF MICHIGAN AND ITS URBAN, LIVING.

OBJECTIVES

- REVEAL A COMMUNITY WATER PARK IN THE NORTH SIDE OF KANNEY PARK
- CONSTRUCT TWO FOUR-STORY PARKING RAMP
- REVEAL ADDITIONAL STORY SHOPPING ESTABLISHMENTS ON MAIN FRANDOR BUILDING AND RECENT WALKER BUILDING WITH MODERN ARCHITECTURAL STYLE INCLUDING ROOF GARDEN
- LOCATE NEW STRUCTURE ON NORTHWEST CORNER OF THE PROJECT SITE EQUIPPED WITH ADDITIONAL RETAIL STORES AND PARKING OFFICES, INDOOR PLANT CONSERVATORY, RESIDENTIAL APARTMENT UNITS, UNDERGROUND PARKING FACILITY, AND PLAZAS
- CREATE EXTENSIVE SKYWAYS THAT CONNECT ALL THE MAJOR BUILDINGS
- STRAIGHTEN ALL MAJOR STREETS TO IMPROVE EASIER AND SAFER AS WELL AS EFFECTIVE TRAFFIC CIRCULATION
- REVEAL INTENSIVE SIDEWALK SYSTEM THROUGHOUT THE AREA TO ENHANCE VISIBILITY TO WALK
- CONSTRUCT NEW MIXED-USE BUILDING NEXT TO RECENT GEAR BUILDING
- CONSTRUCT MAJOR HOTEL ON THE SOUTHWEST CORNER OF THE PROJECT SITE, EQUIPPED WITH HUGE CONVENTION FACILITY AND IN- AND OUTDOOR SWIMMING POOL AS WELL AS UNDERGROUND PARKING FACILITY, GOLF COURSE, AND SO ON
- REVEAL A FRANDOR SHUTTLE BUS STATION NEXT TO THE PROPOSED HOTEL WITH 8 VANS TO SERVE THE FRANDOR SHOPPING DISTRICT
- REORGANIZE GROUND PARKING SPACE WITH LIMITED ENTRIES AND EXITS SYSTEM
- LOCATE ADDITIONAL PARKING SPACE FOR THE PARK (BOTH PARKING AND WATER PARK) VISITORS
- CONSTRUCT AN IDENTICAL BUILDING (IDENTICAL BUILDING TO CLIFFORD) IN THE WEST OF CLIFFORD STREET
- REDESIGN STAIR SHOPPING CENTER ADJACENT TO EXISTING MANUFACTURING PARK
- REORGANIZE CURRENT BUS STOP AND LOCATE SHUTTLE BUS STOP
- CONSTRUCT SHELTERS FOR ALL BUS STOP
- ENHANCE NATURAL ATTRACTIONS WITH VARIOUS KINDS OF TREES, SHRUBS, AND GRASS

CONCEPT PLAN No.2

KEY

- A FRANDOR PARK AND SHOP INFORMATION AND GIFT CENTER
- B WATER PARK RESTAURANT WITH SWIMMING SUPPLIES RENTAL
- C POOLS (ADULT, TEENAGE, CHILD) WITH PLAZA, 3 WATER SLIDES, AND STEPS TO THE TOP
- D SNACK SHOPS
- E PUBLIC RESTROOMS
- F GAZEBO WITH SNACK/GIFT SHOPS
- G PROPOSED 2ND AND 3RD SHOPPING ESTABLISHMENTS STORY
- H GLASS DOMED WALKWAYS
- I ROOFTOP CAFE
- J PROPOSED MULTI-PURPOSE, 3 STORY HIGH BUILDING EQUIPPED WITH 3 LEVEL UNDERGROUND PARKING FACILITY
- K CONDOMINIUM UNITS, 2ND & 3RD FLOOR, 20 of 25'X60' Units, 20 of 20'X60' Units & 4 of 30'X60' Units
- L APARTMENT UNITS, 8 STORIES HIGH FROM 3RD FLOOR, TOTAL 32 Units
- M INDOOR PLANT CONSERVATORY
- N MULTI-PURPOSE PLAZAS
- O PROPOSED ADDITIONAL FLOOR SHOPPING ESTABLISHMENTS
- P RESTRUCTURED STRIP MALL
- Q NEW BUSINESS BUILDING
- R RESTRUCTURED STRIP MALL
- S ROOFTOP GAZEBO WITH GIFT SHOPS AND SITTING AREAS
- T ROOFTOP, STRIP LANSING HISTORY MUSEUM (PHOTOS, DRAWINGS, AND ARTIFACTS)
- U SCENIC VIEW TOWER WITH RESTAURANT, 50' TALL
- V MULTI-PURPOSE ROOFTOP PLAZA, CAPABLE OF OUTDOOR CAFE, VARIOUS EXHIBITION, AND FESTIVAL FAIR GROUND
- W PROPOSED HOTEL WITH CONVENTION FACILITY, 8 STORIES HIGH, EQUIPPED WITH 3 LEVEL UNDERGROUND PARKING
- X HOTEL POOL WITH PLAZA FOUNTAIN WHEN OUT OF SEASON
- Y SHUTTLE BUS STATION
- Z PROPOSED PARKING RAMP, 4 Story High



Frandor Site Improvement Project

Scale : 1" = 100'

Michigan State University

Design By :

H. Jin Choi

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- minimize conflict between pedestrians and vehicles through clear distinctions (sidewalks and median)
- upgrade bus stops with shelters and benches

B. Concept No.2

1. Design Philosophy

The second alternative concept plan takes bigger step in design development than the previous concept plan. The plan intends to change whole image and character of the Frandor shopping district. Therefore, the plan will focus on intensive upper story development with extensive facade improvement, including roof line design. Although this second concept is not geared toward greenery reinforcement, the plan will include massive sidewalk development with all kinds of plant materials and other attractions such as plazas and a community water park.

2. Goals and Objectives

Goals:

The goal is to give the area strong image and new shopping environment by reconstructing all buildings and

circulation, and by establishing unique shopping features and attractions that can be sited nowhere but Lansing Metropolitan Area. In short, the concept is to create one of a kind shopping district which can symbolize the State of Michigan and its Capital, Lansing.

Objectives:

- develop a community water park, and locate it in the north side of Ranney Park
- Construct two four-story parking ramps
- develop additional story, 2nd and 3rd level, shopping establishments on the main Frandor building and the present Kroger building with unique architectural style including rooftop, plaza and outdoor cafe
- locate a new structure on northwest corner of the project site equipped with additional retail stores and business offices, an indoor plant conservatory, residential apartment units, underground parking facility, and plazas
- create intensive sky-walks that connect all major buildings
- straighten all major streets to promote easier and safer traffic circulation
- develop extensive sidewalk system throughout the area to encourage visitors to walk
- construct new office building next to present Sears

building

- construct hotel on the southwest corner of the project site equipped with convention facilities, indoor/outdoor swimming pool, and underground parking

- develop a Frandor shuttle bus station next to the proposed hotel

- reorganize ground parking space with limited ingress and egress system

- create additional parking for the park (both Ranney and the water park) visitors

- construct identical building (identical to Clippert building) in the west of Clippert Street

- redesign strip shopping center adjacent to existing Manufacturers Bank

- reorganize current bus stops and locate shuttle bus stops

- enhance natural atmosphere with trees, shrubs and grass

MASTER PLAN

ISSUES

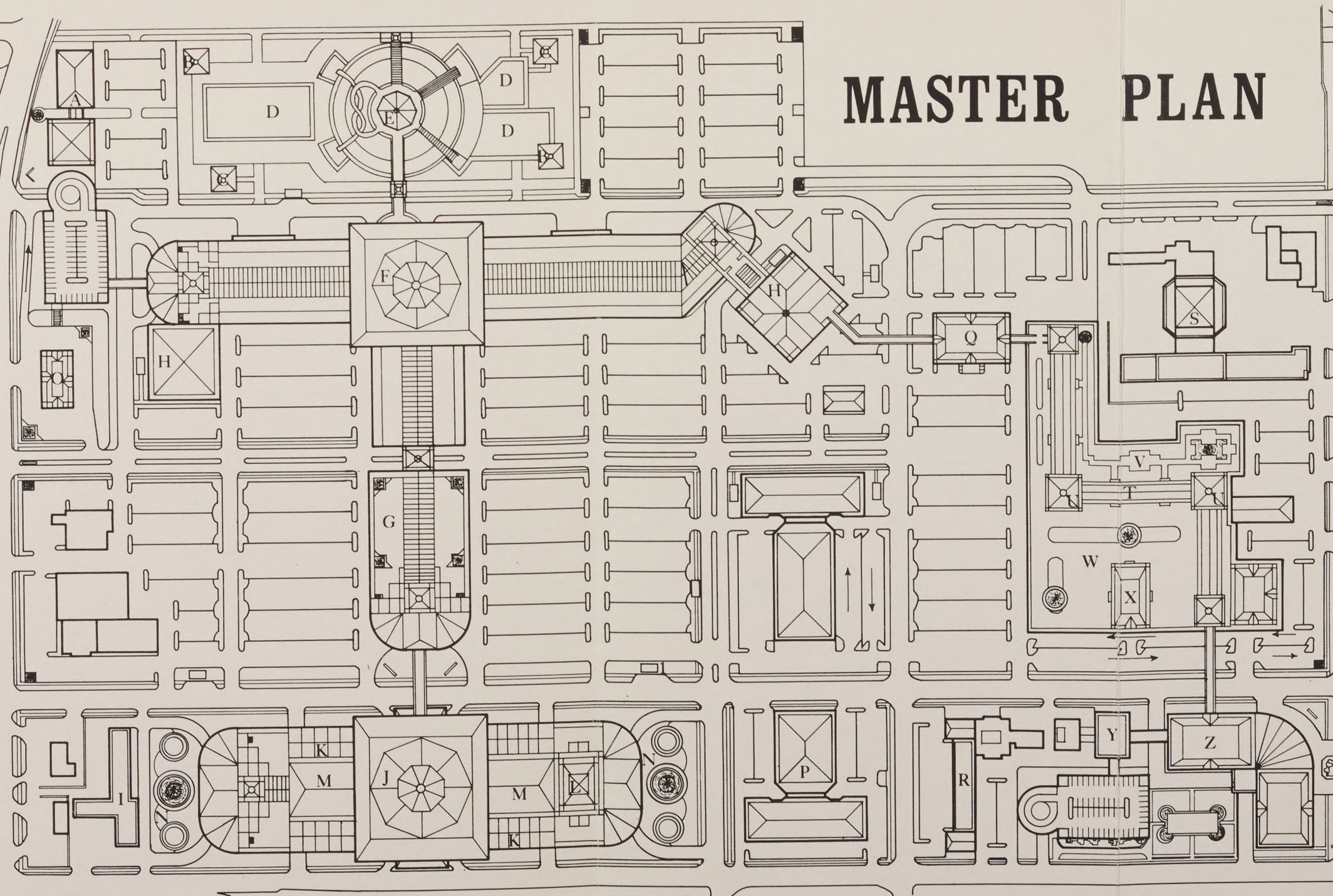
- OVERALL IMAGE
- INSUFFICIENT PEDESTRIAN CIRCULATION
- CONFUSING VEHICULAR AND PARKING CIRCULATION
- LACK OF SIGNAGE CONTROL
- LACK OF NATURAL/GREENARY
- ABSENCE OF ATTRACTIONS OTHER THAN BUSINESS ESTABLISHMENTS
- AGING STRUCTURES AND THEIR FACADES
- UTILIZATION OF OPEN AND ABANDONED SPACES
- FUTURE CHARACTER OF THE AREA
- LOCATIONAL ANALYSIS FOR PARKS AND PLAZAS
- ADDITIONAL BUSINESSES AND STRUCTURES
- IMPROVEMENT OF EXISTING BUSINESS STRUCTURES
- ENTRANCE FEATURE TO THE DISTRICT
- VISUAL AND PHYSICAL QUALITY OF THE AREA
- MAJOR TRAFFIC CORRIDOR
- IMPROVEMENT AND DISTINCTION
- LANDSCAPE CONSIDERATION

DESIGN PHILOSOPHY

THE MASTER PLAN SHARES THE SAME DESIGN PHILOSOPHY WITH THE SECOND ALTERNATIVE CONCEPT PLAN EXCEPT FOR GREATER EMPHASIS ON SITE DETAILS AND OTHER MINOR CHANGES.

THE DESIGN TAKES A RADICAL APPROACH TO IMPROVE AND INTENSIFY SHOPPING ENVIRONMENT IN THE FRANDOR DISTRICT. UNLIKE THE FIRST ALTERNATIVE CONCEPT PLAN, MASTER PLAN FOCUSES ON ENHANCING ECONOMIC DEVELOPMENT OF THE AREA THROUGH INTENSIVE BUILDING AND SITE DESIGN. THEREFORE, THE PLAN ESTABLISHES SEVERAL ATTRACTIONS OTHER THAN SHOPPING STORES AND BUSINESS OFFICES. MAJOR ATTRACTIONS INCLUDES A PROPOSED HOTEL, A COMMUNITY WATER PARK, A NEW MULTI-PURPOSE BUILDING, AND COUPLE OF SMALL MUSEUMS. THE PLAN ALSO INCLUDES ONE ADDITIONAL OFFICE BUILDING, SEVERAL REBUILT STRUCTURES, AND COUPLE OF PARKING RAMPS.

BASICALLY, THE MASTER PLAN DESIGN INTENDS (1) TO DIVERSIFY FUNCTIONS IN THE DISTRICT, (2) TO PROVIDE VARIETY OF ACTIVITIES TO VISITORS, AND (3) TO CREATE PLEASANT ATMOSPHERE THROUGH DEVELOPING SERIES OF PLAZAS AND GREEN SPACES.



KEY

- A. FRANDOR WATER PARK CENTER INCLUDING A INFORMATION OFFICE, A GIFT/SWIMMING SUPPLIES STORE AND A RESTAURANT
- B. SNACK AND BEVERAGE SHOPS
- C. PUBLIC RESTROOMS WITH SHOWER AND LOCKER FACILITIES
- D. SWIMMING POOLS
- E. WATER PARK GAZEBO WITH SNACK AND GIFT SHOP/ ENTRANCE TO SLIDES AND THE MAIN FRANDOR BUILDING
- F. FRANDOR I, PROPOSED 2ND AND 3RD STORY SHOPPING AND RESTAURANT ESTABLISHMENTS
- G. ROOFTOP, OUTDOOR CAFE
- H. PROPOSED ADDITIONAL FLOOR SHOPPING ESTABLISHMENTS
- I. RESTRUCTURED BUILDING FOR PRESENT STORES AND RESTAURANTS
- J. FRANDOR II, PROPOSED MULTI-PURPOSE BUILDING, 4 STORY HIGH, EQUIPPED WITH 3 LEVEL UNDERGROUND PARKING FACILITY
- K. CONDOMINIUM UNITS, 3RD AND 4TH FLOOR, 20 OF 25' x 60' UNITS, 20 OF 20' x 60' UNITS AND 4 OF 30' x 60' UNITS
- L. APARTMENT UNITS, 8 STORIES HIGH FROM 4TH FLOOR, TOTAL 28 UNITS
- M. INDOOR PLANT CONSERVATORY
- N. ENTRY PLAZAS TO THE FRANDOR II BUILDING
- O. PROPOSED NEW RESTAURANT
- P. RESTRUCTURED STRIP MALL
- Q. NEW OFFICE BUILDING
- R. RESTRUCTURED STRIP MALL
- S. OLDSMOBILE MUSEUM WITH NEW MODEL EXHIBITION ROOM AND DEALER OFFICES
- T. ROOFTOP LANSING HISTORY MUSEUM (PHOTOS, DRAWINGS, AND ARTIFACTS)
- U. ROOFTOP GAZEBOS WITH SHOPS AND SITTING AREA
- V. ROOFTOP FLOWER GARDEN
- W. MULTI-PURPOSE ROOFTOP PLAZA, CAPABLE OF OUTDOOR CAFE, VARIOUS EXHIBITIONS, AND FESTIVAL FAIR GROUND
- X. SCENIC VIEW TOWER WITH RESTAURANT, 70' TALL
- Y. SHUTTLE BUS STATION
- Z. PROPOSED HOTEL WITH CONVENTION FACILITY, 8 STORIES HIGH, EQUIPPED WITH 3 LEVEL UNDERGROUND PARKING FACILITY, PRIVATE POOL & PLAZA, AND SCULPTURE FOUNTAIN & PLANT GARDEN
- 1. PROPOSED BUS STOPS WITH SHELTERS



FRANDOR

Frandor Site Improvement Project

Scale : 1" = 100'

Michigan State University

Design By :

H. Jin Choi

5

ISSUES

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CONGESTED VEHICULAR AND
PARKING CIRCULATION
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ENTRANCE FEATURE TO THE
DISTRICT
VISUAL AND PHYSICAL QUALITY OF
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MAJOR TRAFFIC CORRIDOR
IMPROVEMENT AND DISTINCTION
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MASTER PLAN

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WITH 4 LEVEL UNDERGROUND PARKING
FACILITY, PRIVATE POOL & PLAZA, AND
SCULPTURE FOUNTAIN & PLANT GARDEN
- 1. PROPOSED BUS STOPS WITH SHELTERS



Frandor Site Improvement Project

Scale: 1" = 100'

Michigan State University

Design By:

H. Jin Choi

5

IV. MASTER PLAN

1. Design Philosophy

The master plan shares the same design philosophy with the second alternative plan except for greater emphasis and other minor changes.

The design takes a radical approach to improve and intensify shopping environment in the Frandor district. Unlike the first alternative concept plan, master plan focuses on enhancing economic development of the area through intensive building and site construction. Therefore, the plan establishes several attractions other than retail stores and business offices. Major attractions include a proposed hotel, a community water park, a new multi-purpose building, and a couple of small museums. The plan also includes one additional office building, several rebuilt structures, and a couple of parking ramps.

2. Goals and Objectives

Goals:

Basically, the master plan design intends (1) to

diversify functions in the district, (2) to provide variety of activities to visitors, and (3) to create pleasant atmosphere through developing a series of plazas and green spaces.

Objectives:

- develop a community water park equipped with information office, gift shops, restaurant, and convenient public facilities such as restrooms, shower and locker services
- Develop 2nd and 3rd floor as shopping and restaurant establishments on the main Frandor building
- develop rooftop, outdoor cafe and multi-purpose plaza
- improve the facades of existing buildings
- construct a four story high multi-purpose building, equipped with 3 level underground parking facility, condominium units, apartment units, indoor plant conservatory and two entry plazas
- restructure existing strip shopping establishments
- construct a new office building
- develop an Oldsmobile museum
- develop a rooftop Lansing history museum
- develop rooftop floor garden
- construct a scenic view tower with a restaurant
- develop a shuttle bus station

- develop a eight-story high hotel with convention facilities, equipped with 3 level underground parking, private pool and plaza, a sculpture fountain, and plant garden

- reorganize public transit stops and routes

CONCLUSION, FUTURE PROSPECT OF THE FRANDOR SHOPPING DISTRICT

V. CONCLUSION, FUTURE PROSPECT OF THE FRANDOR SHOPPING DISTRICT

Such terms as the mall, the shopping center, the super market and shopping strip have been with us for half of a century since the 1950s. People became consumption oriented after the world wars, and types and numbers of the designated shopping places have multiplied over the decades. It is almost safe to say the mall has become a part of our lives. As people use the facility on day to day bases, it was an inevitable task for developers and merchants to come up with new ideas, concepts and services to attract more people. Then, competition has emerged among shopping places, and they not only became bigger, but also started to provide something other than selling goods. The shopping place, nowadays, is (or should be) a pleasant environment, a neighborhood and a meeting place. It provides a relaxing and/or exciting atmosphere with various activities, functions and design. The shopping center is a social place where one can accomplish several things within a bounds. Truly, the multi-purpose, mixed-use shopping district is a recent trend, and likely to stay that way in the future.

The Frandor shopping center was one of the first regional scale mall in the Midwest when it opened in early 1950s. The site had couple of prominent advantages, its

central location and its capability to provide mixed services and facilities. However, it has failed to meet the customers' expectation during recent years although this designer learned that there has been a good relationship between the management and the merchants (tenants) association.

The Frandor shopping district definitely has necessary shopping elements such as retail/commercial establishments, accessibility and entertainment facilities, but the district lacks convenience, attractions and natural, pleasing environment. As they are issued and discussed in the previous chapters, this aging shopping district has problems in hand. (see chapter II - A, B & C)

Among those problems, this designer has found that traffic circulation, parking and overall image are the most severe disadvantages of the area. These disadvantages are not about capacity and availability, but rather about efficiency and quality. Furthermore, the place lacks critical attractions to appeal to customers, and the sub-functions of the district do not harmonize one another. Modern shopping centers should not only sell goods and services, but also provide responsible environment through sense of belongings and connections back to the surrounding communities that have supported the district for a long time.

The site improvement design plan is one of the effort to

provide the exciting shopping experience into the Frandor area. It may be a mere site beautification process; however, quality environment with good design attracts people. Good design will bring efficiency in circulation, sales and the most importantly bring natural, social atmosphere. Frandor can survive with its unique specialty shops and entertainment facilities due to economic stability. But, Frandor will successfully prosper through intensive and extensive site design development.

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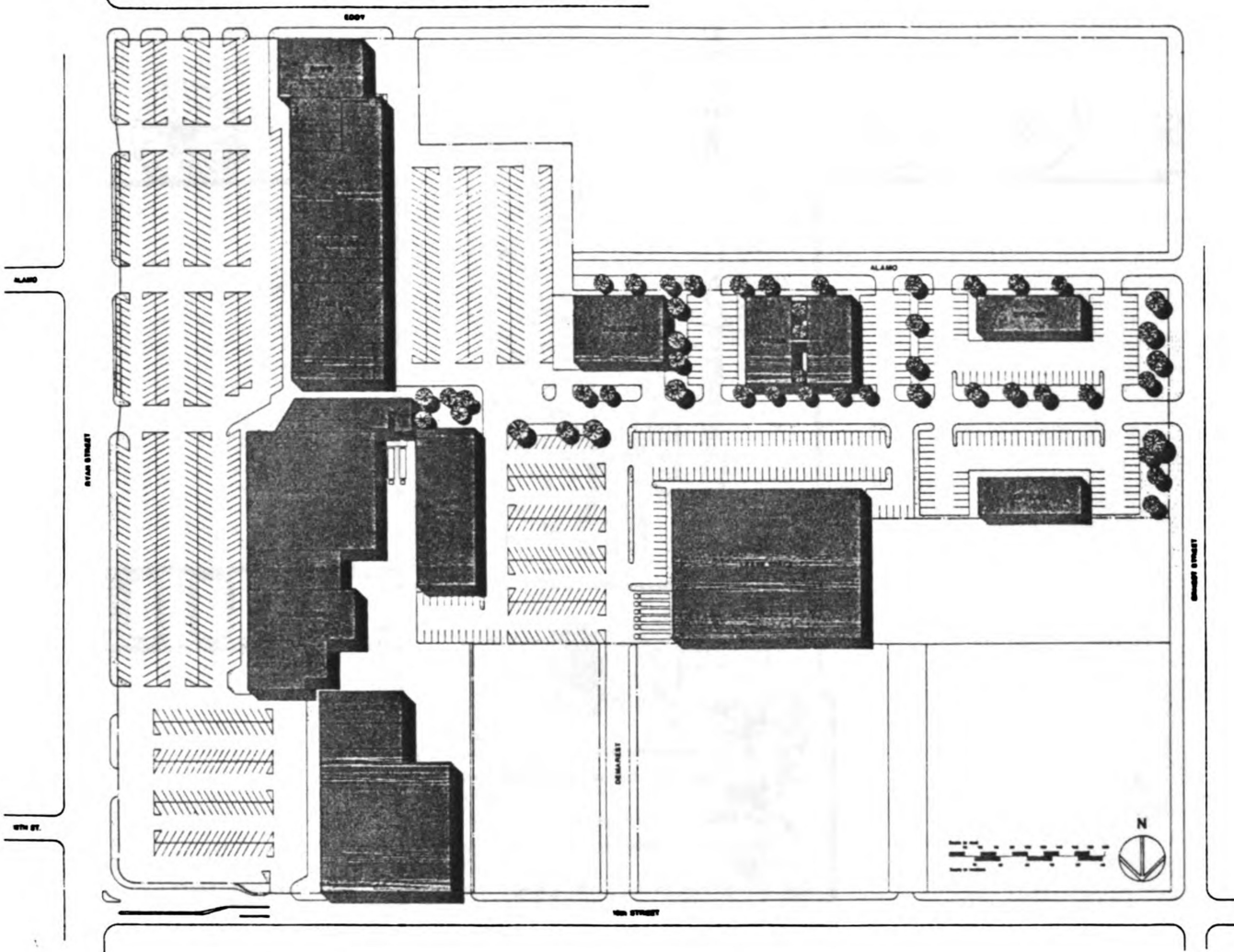
APPENDIX

Figure 4

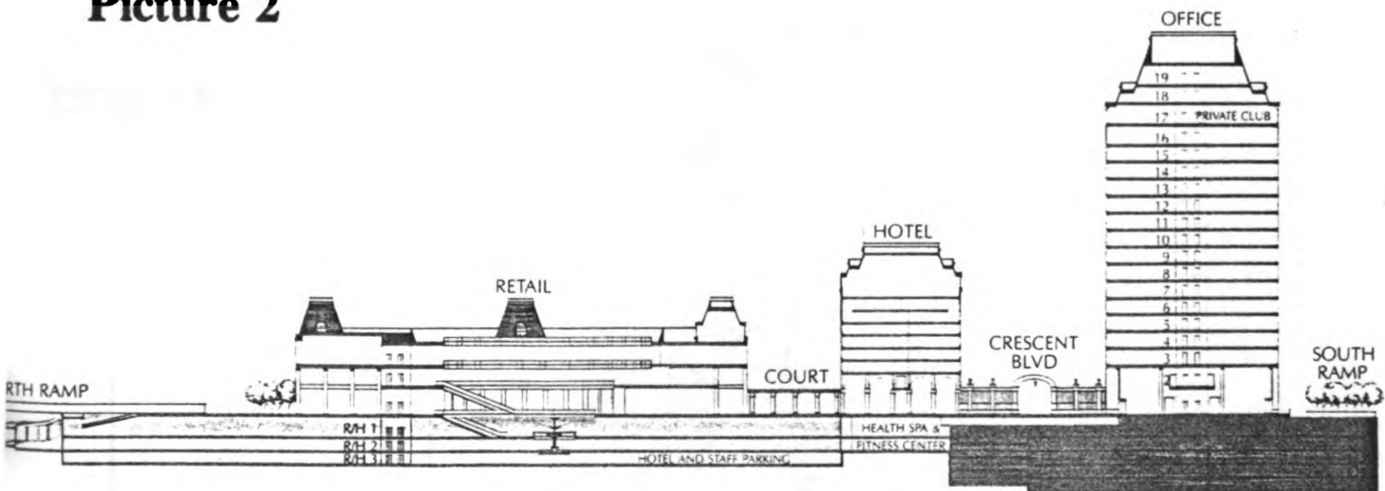
NORTH AMERICAN COMMUNITIES THAT REPORTED HAVING MALLS IN 1978

Allentown, PA	Ithaca, NY	Portland, ME
Atchison, KS	Jackson, MI	Poughkeepsie, NY
Atlantic City, NJ	Kalamazoo, MI	Providence, RI
Austin, TX	Knoxville, TN	Quebec City, PQ
Baltimore, MD	Laconia, NH	Raleigh, NC
Battle Creek, MI	La Grange, IL	Reading, PA
Boulder, CO	Lansing, MI	Redding, CA
Burbank, CA	Lake Charles, LA	Redlands, CA
Burlington, IA	Las Cruces, NM	Richmond, IN
Canton, OH	Lebanon, NH	Riverside, CA
Cedar Falls, IA	Lincoln, NE	Rochester, NY
Centralia, IL	Louisville, KY	Rockford, IL
Champaign, IL	Madison, WI	Sacramento, CA
Charlottesville, VA	Mankato, MN	Salisbury, MD
Chicago, IL	Memphis, TN	San Fernando, CA
Coos Bay, OR	Miami Beach, FL	Santa Monica, CA
Dallas, TX	Miami, FL	Seattle, WA
Danville, IL	Miami, OK	Sheboygan, WI
Decatur, IL	Michigan City, IN	Sioux City, IA
Dennison, TX	Middletown, OH	South Bend, IN
Denver, CO	Minneapolis, MN	Spartanburg, SC
Dubuque, IA	Monroe, NC	Springfield, IL
East Lansing, MI	Montivedeo, MN	St. Cloud, MN
East Liberty, PA	Muncie, IN	Tacoma, WA
El Monte, CA	Napa, CA	Tampa, FL
Erie, PA	Nashville, TN	Toccoa, GA
Eugene, OR	New Bedford, MA	Toronto, ON
Evanston, IL	New London, CA	Trenton, NJ
Evansville, IN	New London, CT	Vancouver, BC
Frankfort, KY	Oakland, CA	Visalia, CA
Fremont, CA	Oak Park, IL	Washington, DC
Freeport, IL	Ottawa, ON	Wheeling, WV
Fresno, CA	Oxnard, CA	Williamsport, PA
Galveston, TX	Parnesville, OH	Wilmington, DE
Glendale, CA	Parsons, KS	Winchester, VA
Grand Junction, CO	Paterson, NJ	Winona, MN
Greenville, NC	Philadelphia, PA	Winston-Salem, NC
Greenville, SC	Pittsburgh, PA	Yakima, WA
Helena, MT	Plainsville, OH	Youngstown, OH
Honolulu, HI	Pomona, CA	

Picture 1



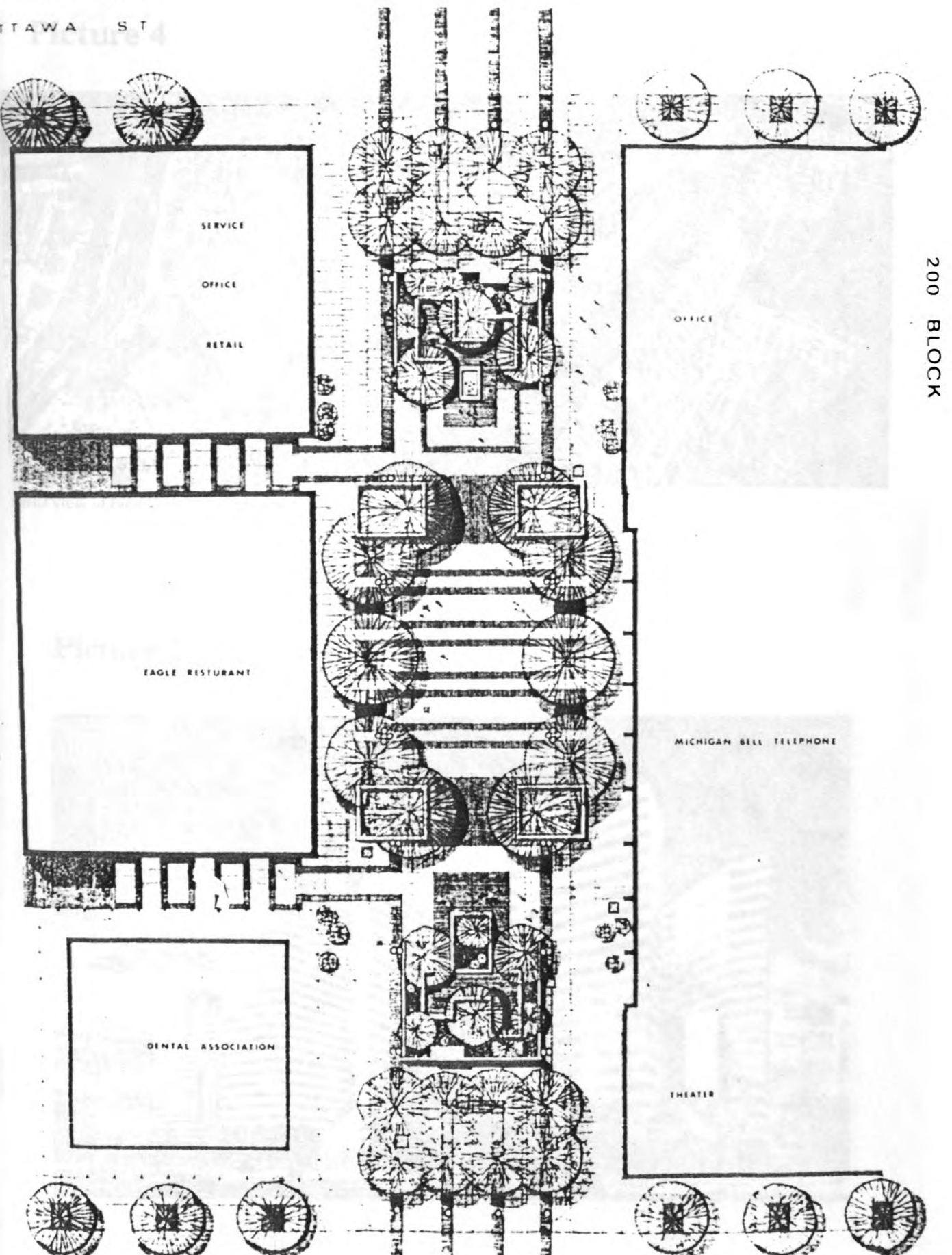
Picture 2



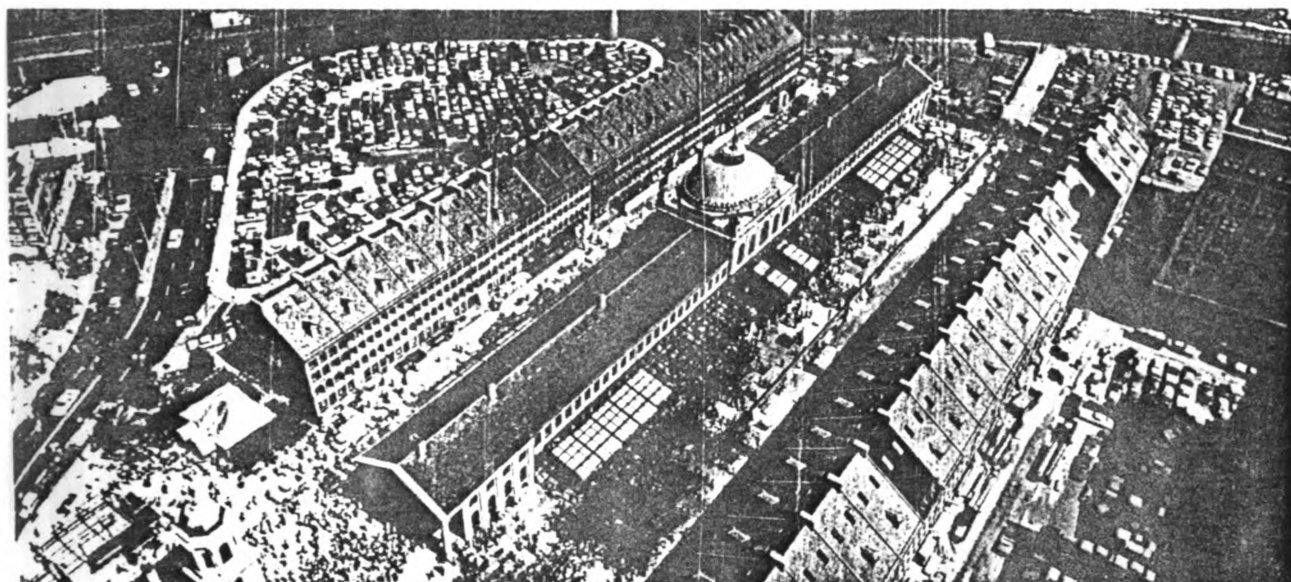
RETAIL/HOTEL/VALET PARKING ■ OFFICE PARKING

PARKING PLAN

Picture 3

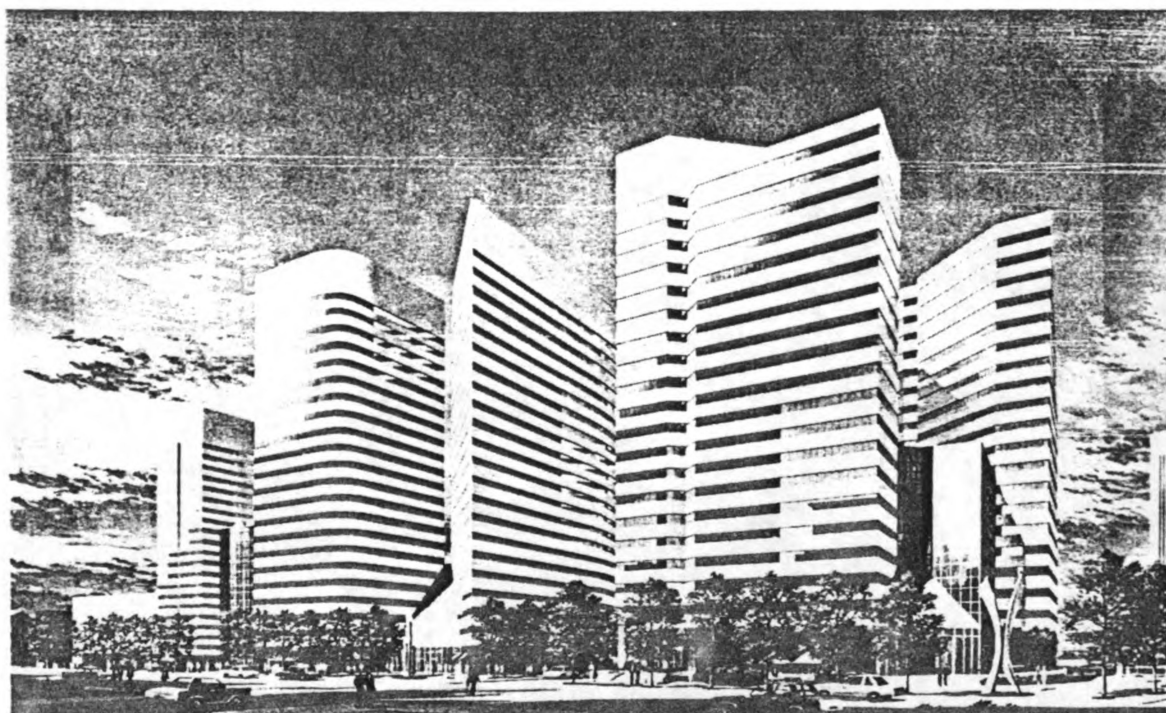


Picture 4

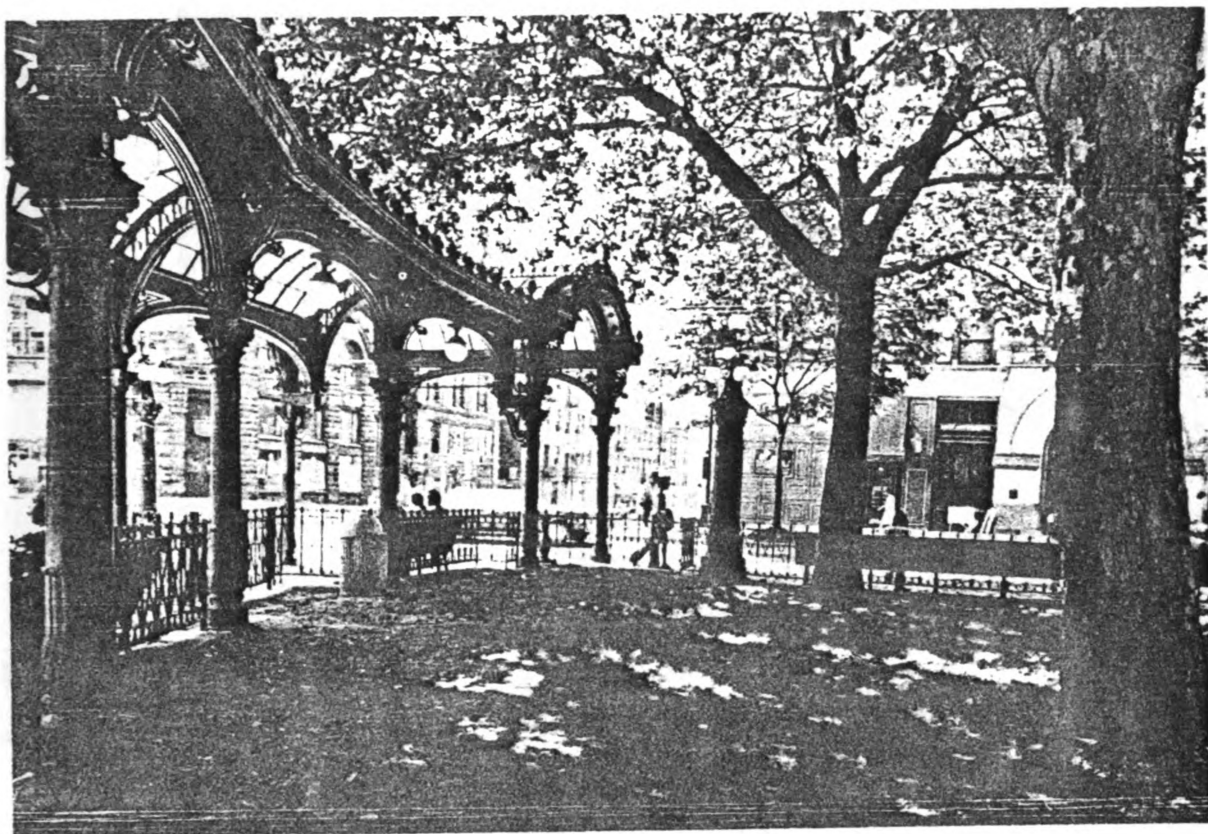


Aerial view of Faneuil Hall Marketplace, Boston.

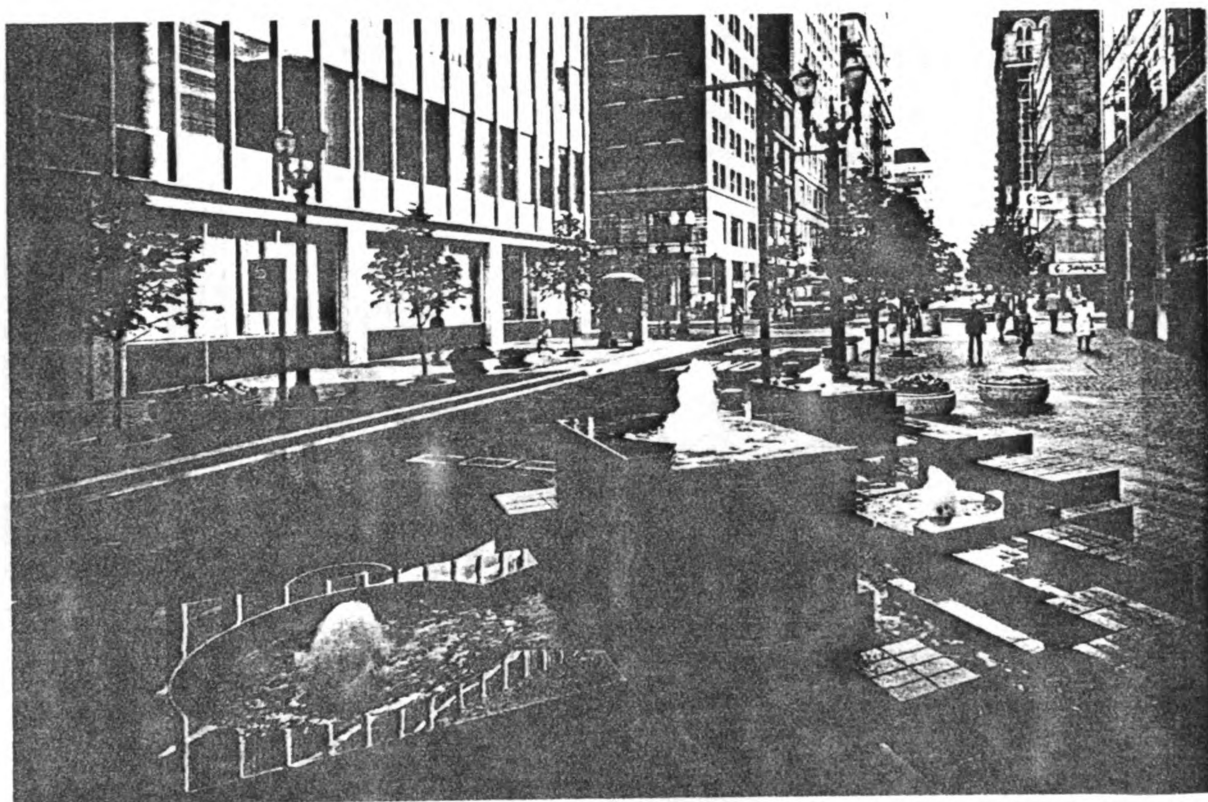
Picture 5



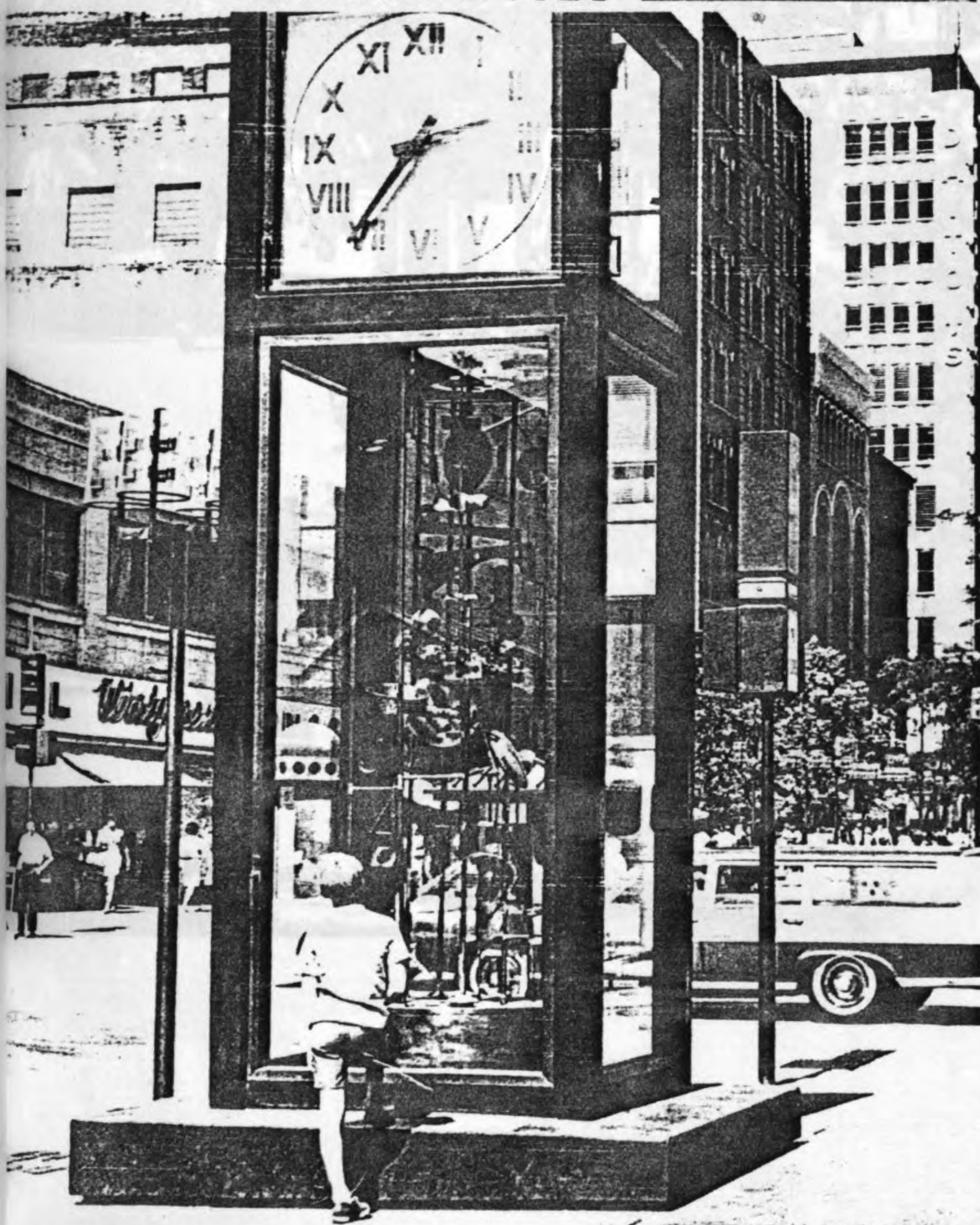
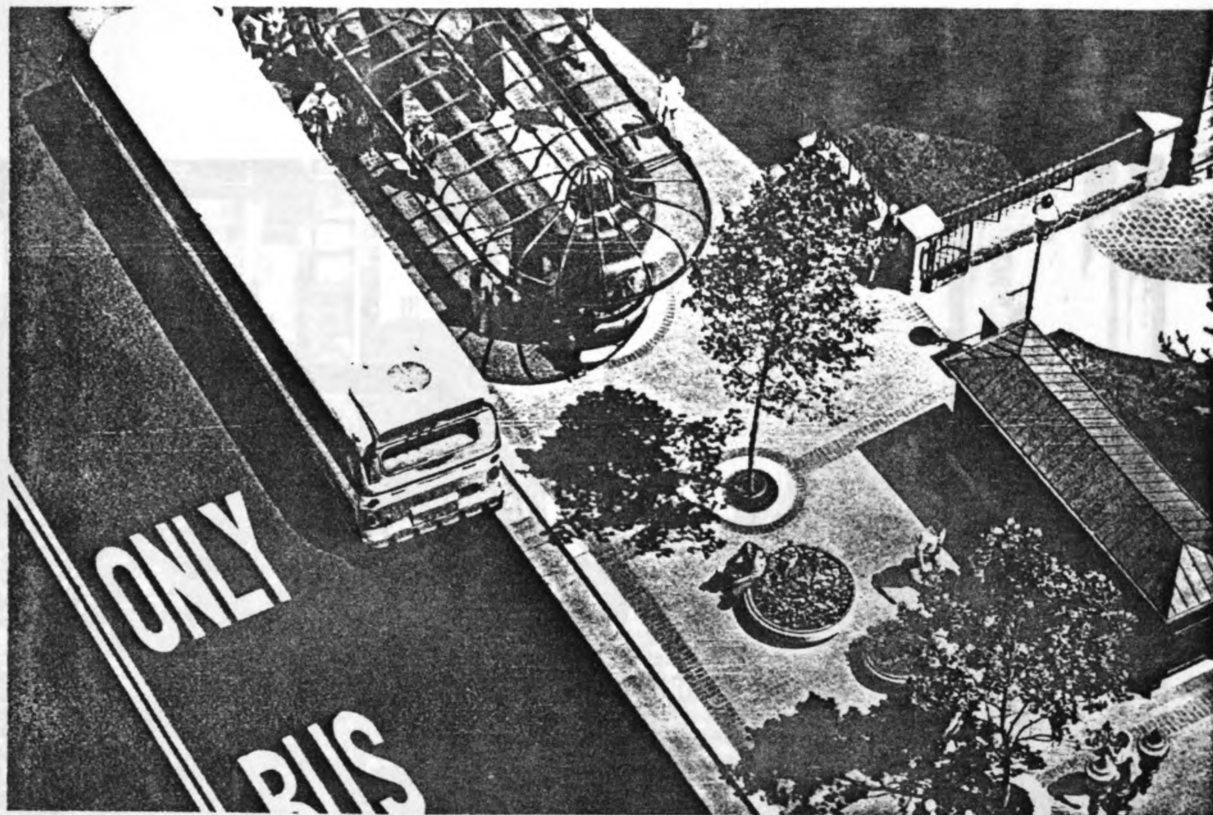
Picture 6



Picture 7



Picture 8



Picture 9



Picture 10

Picture 11



Figure

Full-size and Small Car Spaces on Opposite Sides of an Aisle

The layout shown in Figure 5 places small car spaces along the side of a driving aisle at a parking angle of 90 degrees, and full-size spaces along the opposite side of the aisle at a parking angle between 45 and 60 degrees. When the layout's dimensions are calculated properly, it encourages self-enforcing use of the small car spaces. Drivers of large cars find it inconvenient and difficult to maneuver into the small car spaces and usually opt for the larger, angled spaces. However, many small car drivers may also prefer the larger, angled parking spaces.

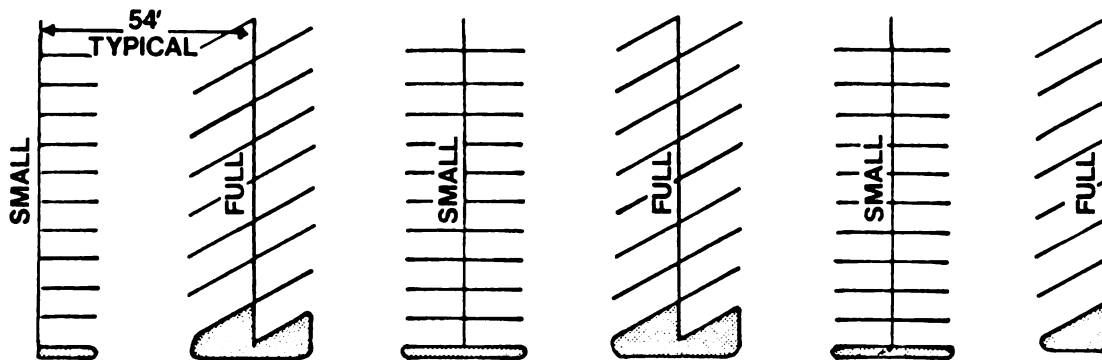


Figure 5 Small car spaces and full-size spaces on opposite sides of aisle

The cross-aisle separation technique can significantly increase the number of parking spaces in a given land area and enables the designer to deal more effectively with the questions of convenience and equality of location. It's questionable, however, if this layout is truly self-enforcing. While angled parking layouts usually define the direction of one-way travel in an aisle, the 90-degree small car spaces promote two-way circulation. The layout could result in vehicles traveling two ways in what is supposed to be a one-way traffic pattern, resulting in congestion and unsafe operation for busy parking facilities.

As a variation of the cross-aisle separation technique, both the full-size and small car stalls can be placed at 90-degree parking angles to facilitate two-way traffic patterns (Figure 6). However, this approach is not as area-efficient as its related alternative. Under either variation, small car rows can be located randomly or symmetrically throughout a parking lot to achieve the desired percentage of small car spaces and equality of location for both sizes.

Figure

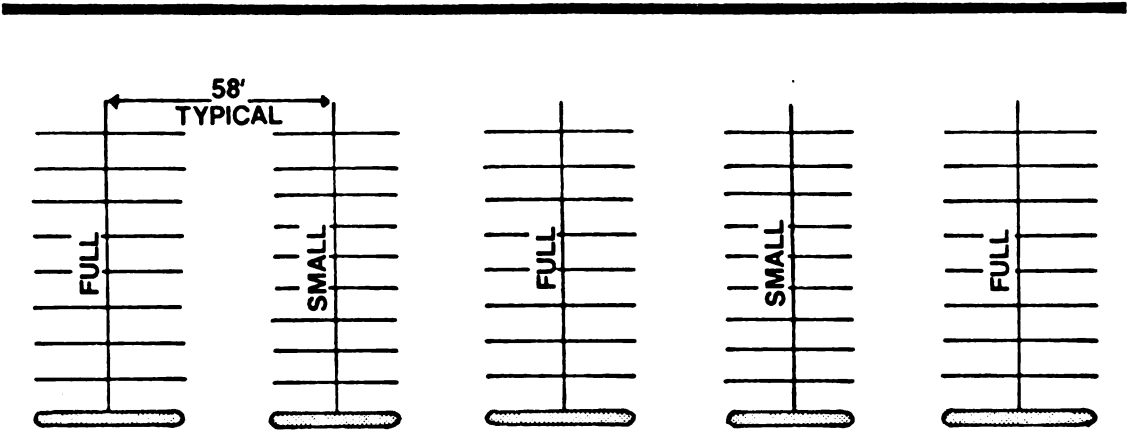


Figure 6 Alternating small car and full-size parking rows

Placing Small Car Spaces in the Same Rows as Full-size Spaces

Small car spaces can be located within the same parking rows as full-size spaces, either at the ends of rows or at midpoints along the row, as illustrated in Figure 7. When this layout technique is used, small car spaces should be clustered.

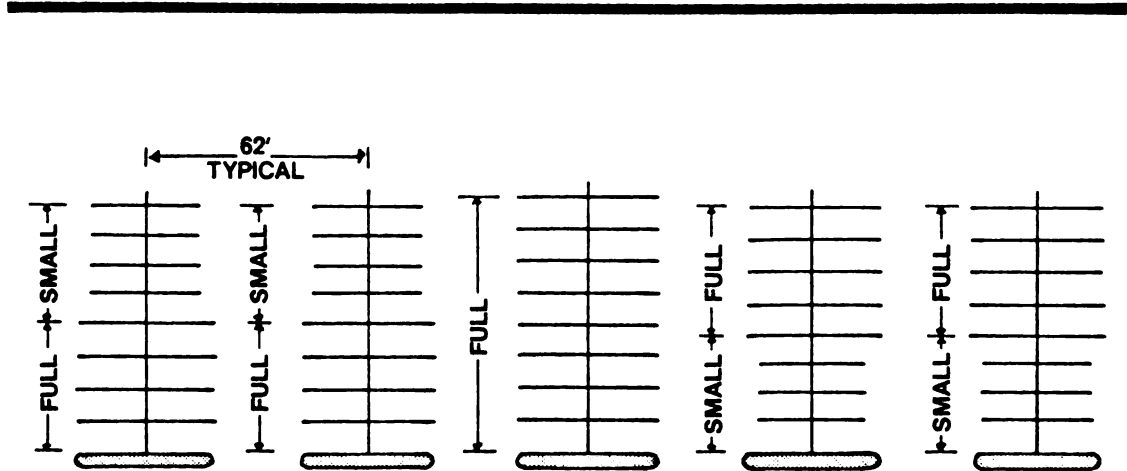


Figure 7 Small car spaces and full-size spaces in same rows

Using this layout technique, only minimal savings in area are achieved. While the width of the stalls for small car spaces is reduced, the aisle width and overall module width must be the same as that needed for the full-size spaces. Perhaps the most appropriate reason for

Figure

using this type of layout is to make use of space at the ends of parking rows, which large car drivers often find difficult to use.

Two or More Consecutive Small Car Parking Rows

This layout technique is more area-efficient than the one just described, because the entire module width can be reduced to the small car requirements (see Figure 8). However, as the number of consecutive small car rows increases, the flexibility and freedom of choice for customers to select where they want to park decrease. In this type of layout the flexibility of the lot and the concept of equal convenience become compromised for the purpose of increasing parking area efficiency.

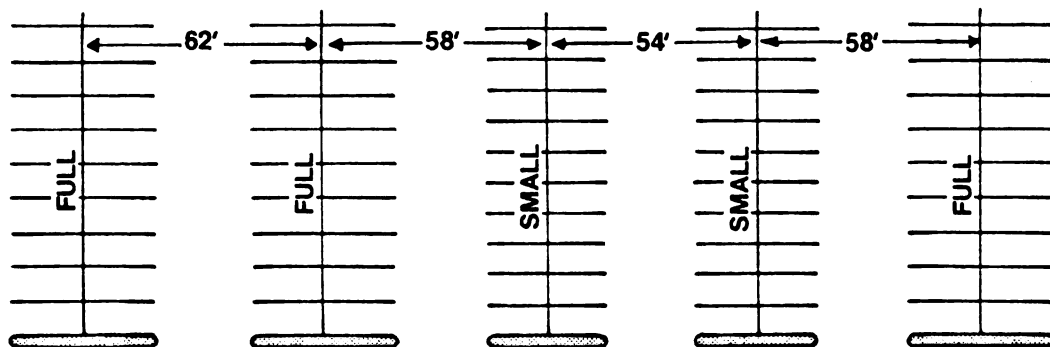


Figure 8 Two or more consecutive small car rows

Peripheral Locations of the Parking Lot

Locating small car spaces in the peripheral (normally less used) areas of a lot has often been considered, but not generally recommended. It completely violates the placement objective for small car stalls that is intended to aid their correct use. If this technique is being considered, it is recommended that the stall size and other elements of the parking geometry be made large enough to accommodate larger vehicles with some minimal level of convenience—essentially, a downsized, full-size stall instead of a small-car-only stall.

Dimensions

The most appropriate parking dimensions for small car and/or downsized spaces, as discussed earlier, depends on a number of factors relating to the parking site. Further discussion is unwarranted, except to explain how small and full-size parking dimensions interact

Figure

when used in the same parking facility.

As an aid to encourage the correct use of small car spaces, the stalls should be at least 1 foot narrower than the full-sized stalls when both stall sizes are used along the same driving aisle. Stall width difference is less critical for layouts that segregate the small and large car parking spaces. When the stall width difference is less than 1 foot, drivers have difficulty distinguishing the stall size difference and intended use.

Based on the typical car size mix currently found in most North American communities, it appears inadvisable to use a stall width exceeding 8 feet for designated small car parking. Wider spaces tend to attract larger cars, even though the stall length may be grossly inadequate. If slightly wider stalls are to be used, they should be considered and designed as downsized full-size stalls, without specific signing that restricts their use to small cars only.

In most communities the mix of car sizes has changed over the past decade. This change generally has meant that cars in use have become smaller. As one result, many existing centers are parking smaller cars in layouts that offer much more generous dimensions than intended by their original designs. Some of these centers, in need of additional parking capacity, are hesitant to invest in a radically different parking layout and/or smaller dimensions. The dilemma is whether to design for the present population of car sizes or give more consideration to what many authorities believe will be an inevitable increase in the percentage of small cars.

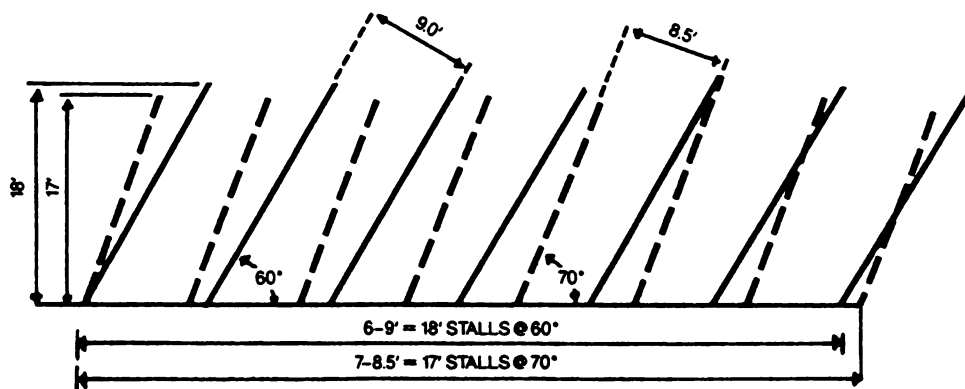


Figure 9 Restriping to increase parking angle and/or reduce stall width can provide significant gain in number of stalls

For some centers there are compromise options, such as restriping an existing parking layout with narrower stalls. This can offer some capacity gains, but for most layouts the gain is likely to be less than 5 percent. If the existing parking stall arrangement is already at an angle of less than 90 degrees, some capacity gain is possible by increasing the parking angle toward or to 90 degrees, with or without a decrease in stall width. It may also be possible to effect the cross-aisle separation technique for small car and full-size spaces without altering the module width, which may be delineated by light poles or other fixed or expensive-to-move peripherals.

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