

# RETAIL

## '24 Market Insights

 **Martin**

Greater Lansing Area, Michigan | H2 2023

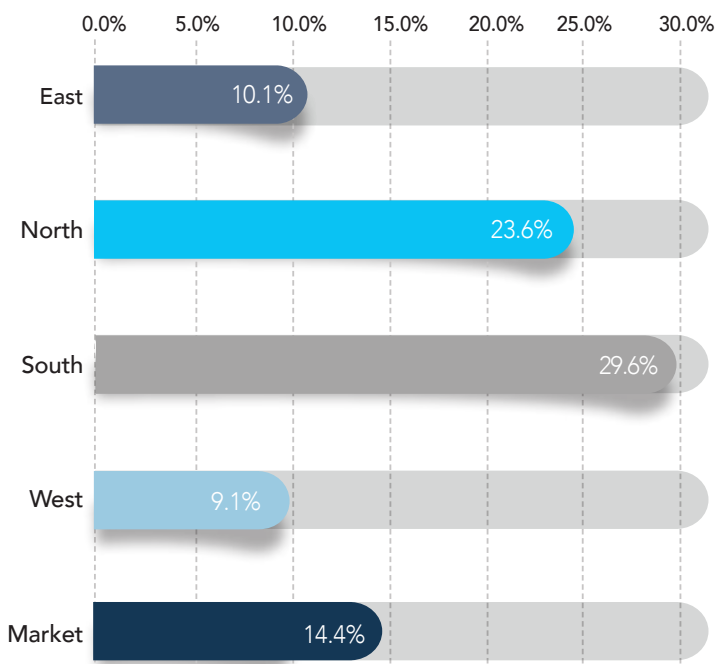
## Market Activity Escalates; Regional Malls Shed Major Vacancies

### Market at a Glance

Arrows indicate change from previous period.



Figure 1: Market Vacancy ≥5,000 SF Leased Space



Source: Martin Commercial Properties, Inc.

### MARKET NEWS

- Average market vacancies fell from 16.1% in H1 2023 to 14.4% at year-end.
- **Best Furniture Outlet** leased the 103,000 SF former **Macy's** space in the **Lansing Mall**, while the regional mall also welcomed **Zap Zone** into the 125,000 SF former **Younkers** space and **The Goat Marketplace & Bistro**.
- **GymKind Academy** leased 20,000 SF in the **Meridian Mall**, which also welcomed **Schinn Taekwondo Martial Arts**.
- **J.Crew Factory** opened a 6,000 SF store at **Eastwood Towne Ctr.**
- New eateries flowed into the area. This period, the market welcomed **Dave's Hot Chicken** and **Mash East Lansing** to **City Center**; **Toscana Kitchen & Wine Market** and **Dunk'd** leased space at the **Red Cedar** mixed-use project on Michigan Ave.; **Kuiyo Sushi & Grill** and **Yellow Waffle** opened at **Central Park Place**; **Chipotle** opened a new location on W. Lake Lansing Rd. near US-127; **El Catrin Tacos** opened on E. Michigan Ave.; **Sachura Grill** and **I Heart Mac and Cheese** leased space in **Hannah Plaza**; **Elsa's Chicken & Waffles** opened on W. Jolly Road; **Baskin Robbins** leased space at **The Marketplace at Delta Twp**; and **Noosh Afghan Cuisine** opened in **The Shops at 301**.
- A new 8,600 SF retail building was completed on W. Saginaw Highway (West Submarket) and available for lease.
- Renovations continue for a 7,500 SF **Soldan's Pet Supplies** on Michigan Ave. across from **Frandor Shopping Center**.
- Construction will soon be underway for **Haslett Village**, a new \$65 Million mixed-use project at the corner of Haslett and Marsh Rds. (East Submarket).
- **Dave & Busters** and **Panda Express** will soon be under construction along Lake Lansing Rd. (North Submarket).
- Notable sales this period included the 15,000 SF strip center at 125 E. Kipp (\$2.2 Million); the 8,200 SF strip center at 5601 S. Cedar St. (\$1.6 Milion); the former **Champps** building at 2800 Preyde Blvd. (\$1.8 Million); the 7,000 SF strip center at 4749 Central Park Dr. (\$850,000); the 21,000 SF strip center at 4738 Central Park Dr. (\$590,371); and the former **Tim Horton's** building on Coleman Rd. (\$500,000).

[martincommercial.com](http://martincommercial.com)

# RETAIL '24 Market Insights

Greater Lansing Area, Michigan | H2 2023

Figure 2: Market Statistics | H2 2023

SUBMARKET	MARKET RENTABLE AREA (SF)	MARKET SHARE (%)	VACANT (SF)	VACANCY RATE (%)	COMPLETIONS (SF)	NET ABSORPTION (SF)	ASKING LEASE RATE (\$/SF/YR)
East	3,753,796	39.0	377,857	10.1	0	78,317	17.00-45.00
North	784,975	8.2	185,151	23.6	0	-8,220	10.00-27.00
South	1,760,512	18.3	520,850	29.6	0	-7,708	7.00-16.00
West	3,314,463	34.5	300,340	9.1	8,600	116,345	9.00-30.00
Market	9,613,746	100.0	1,384,198	14.4	8,600	178,734	7.00-45.00

Source: Martin Commercial Properties, Inc.



## MARKET COMPOSITION AND GROWTH

The Greater Lansing Area comprises over 9.6 million SF of leasable retail space. The largest concentrations of space are found in the East Submarket, home to **MSU** and the **Meridian Mall**, and the West Submarket, home to **Delta Crossings** and the **Lansing Mall**; while the smallest sector is the North Submarket, home to **Eastwood Towne Center**.

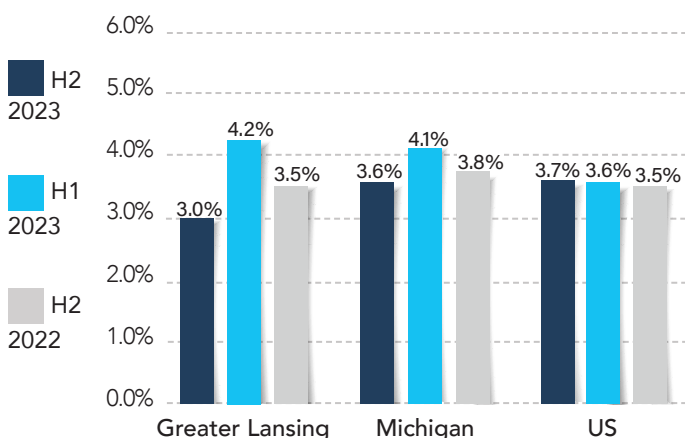
The most dynamic retail corridors in the area include Grand River Ave. from **MSU** to the **Meridian Mall** (East Submarket); West Saginaw Hwy., from Waverly Rd. to Broadbent Rd. (West Submarket); Lake Lansing Rd. from Coolidge Rd. to Wood St. (North Submarket); and Cedar St. from Jolly Rd. to Willoughby Rd. (South Submarket).

8,600 SF of new construction was completed this period in the West Submarket; other projects are underway throughout the market:

**East Submarket:** **Trader Joe's** on Grand River Ave.; **Haslett Village**, a mixed-use project at the corner of Haslett and Marsh Rds.; **ROECO**, a proposed commercial development on the former **Sears** site; and **The Village of Okemos**, a mixed-use development at Hamilton and Okemos Rds.

**North Submarket:** **Dave & Busters** and **Panda Express** will be built near **Eastwood Towne Center** on Lake Lansing Road.

Figure 3: Unemployment Statistics  
History of Unemployment / Local, State, U.S.



Source: Bureau of Labor Statistics



## VACANCIES

Market vacancies averaged 14.4%, down from 16.1% in H2 2022.

The strongest sector in the market is the East Submarket, where vacancies fell from 11.9% in H1 2023 to 10.1%. New leasing activity was plentiful. In addition to many new eateries such as **Dunk'd** at the new **Red Cedar** mixed-use project adjacent to **Michigan State University**, the **Morning Post** leased 6,000 SF in the **Brookfield Plaza** (former **Punk Taco** space), the **Student Book Store** will soon expand by 7,000 SF on E. Grand River; and **GymKind Academy** leased 20,000 SF in **Meridian Mall**.

The North Submarket is Greater Lansing's smallest retail sector and vacancies increased slightly from 22.5% in H1 2023 to 23.6% due in large part to **David's Bridal** canceling its lease at **Eastwood Towne Center**. **J. Crew Factory** (6,000 SF) was one of few sizable leases to be inked this period.

The South Submarket is the area's weakest sector, with vacancies averaging 29.6%, up from 29.1% in H1 2023. Despite weaker numbers, leasing activity of smaller suites was steady, and included **Doctors of Physical Therapy**, who opened alongside **Leo's Coney Island** in a new building completed in H1 2023 on E. Jolly Rd.

West side vacancies decreased from 12.4% in H1 2023 to 9.1%, largely due to **Best Furniture Outlet** leasing 103,000 SF in the former **Macy's** space in the **Lansing Mall**. Other notable transactions included **B2 Outlets**, leasing 8,000 SF at 3800 W. Saginaw Hwy. and **Dollar General**, leasing 7,000 SF at 105 N. Waverly Rd.

## ABSORPTION

Absorption is the net change in physically occupied space from one period to the next. Over the past six months, the Greater Lansing retail market absorbed 178,734 SF (1.9%), up from 25,296 SF absorbed during H1 2023.

Figure 4: History of Market Vacancies - Leased Buildings Comprising ≥5,000 SF

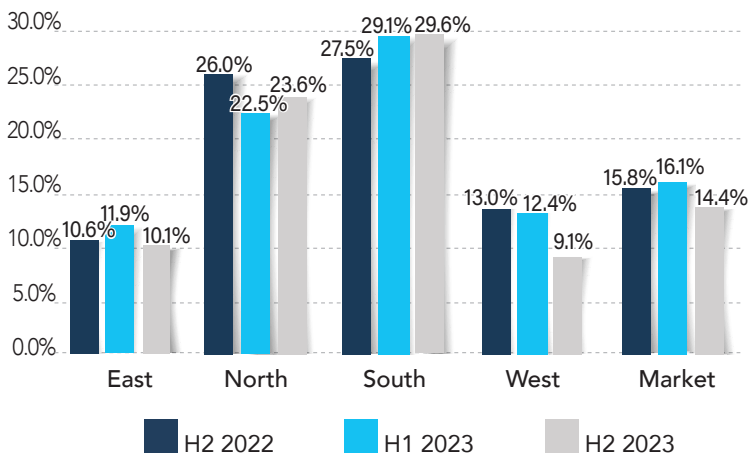
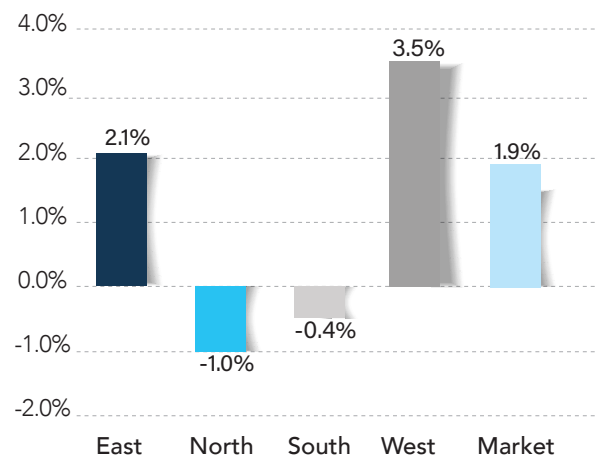


Figure 5: H2 2023 Absorption - Leased Buildings Comprising ≥5,000 SF



Source: Martin Commercial Properties, Inc.

# RETAIL '24

Market Insights Greater Lansing Area, Michigan | H2 2023

The Abbot - New Mixed-Use Development Across from MSU  
Includes Attractive Tenant Improvement Allowance!  
1,500-2,930 SF Ground Floor Retail/Service Space for Lease  
Join Walgreens and Dunkin' Donuts

## Trusted Commercial Real Estate Services . . . Since 1962

For over 60 years, Martin Commercial Properties has provided comprehensive commercial real estate services across five core business lines: Brokerage, Property Management, Property Development, Investment and Corporate Services.

*Martin Commercial Properties is your source for local market knowledge.* Since 1988, Martin has produced extensive Greater Lansing Area market insights detailing office, retail and industrial statistics, major transactions, industry trends and market forecasts.

Brokerage



Services

Property



Management

Property



Development

Investment



Services

Corporate



Services

Reliability you can trust. Results you can depend on.



**Van W. Martin**, SIOR, CCIM, CRE  
President  
Chief Executive Officer  
van.martin@martincommercial.com



**Carson Patten**  
Vice President | Retail Advisor  
carson.patten@martincommercial.com



**Samantha Le**  
Associate | Retail Advisor  
samantha.le@martincommercial.com