

3131 E MICHIGAN AVE, LANSING MI | 150,000 SF

FOR  
LEASE



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## INTRODUCING ROECO

Sears first opened its doors in Lansing in 1928, later relocating to its iconic site in 1954, where it served the community for decades until closing in 2020. Originally founded in 1892 by Richard Sears and Alvah Roebuck, the brand became a symbol of innovation—starting as a mail-order company and eventually evolving into a retail giant, even completing the record-breaking Sears Tower in 1974.

Now, in 2025, Gillespie Group is proud to reimagine this historic location into a vibrant lifestyle center. Honoring the legacy of the past while shaping the future, we're bringing new energy and opportunity to this iconic space through creative, community-driven redevelopment.



At Gillespie Group, we're fueled by creative solutions, bold vision, and a passion for revitalizing communities. Since 1994, we've transformed Michigan through innovative real estate developments—bringing over 2,000 residential units and 675,000+ square feet of commercial space to life.

With a focus on energizing neighborhoods and reimagining spaces, we specialize in mixed-use, residential, and commercial projects that support vibrant, connected communities. Our work—especially in Lansing's Stadium District—reflects our commitment to smart growth, walkability, and the "live, work, play" lifestyle. Through bold design and forward-thinking strategies, we're helping shape a more dynamic Michigan, one project at a time.

FRANDOR SHOPPING CENTER

- Kroger
- TJ-maxx
- HomeGoods
- Michaels
- JO-ANN
- petco.
- WORLD MARKET
- PartyCity
- ULTA
- Panera BREAD

Durham's

SKYVUE APARTMENTS

MICHIGAN STATE UNIVERSITY

RED CEDAR

- AC HOTELS & MARRIOTT
- HYATT house
- THE OLD BAG-NAILS PUB
- Hooked
- tropical CAFE
- FENG CHA

ROECO

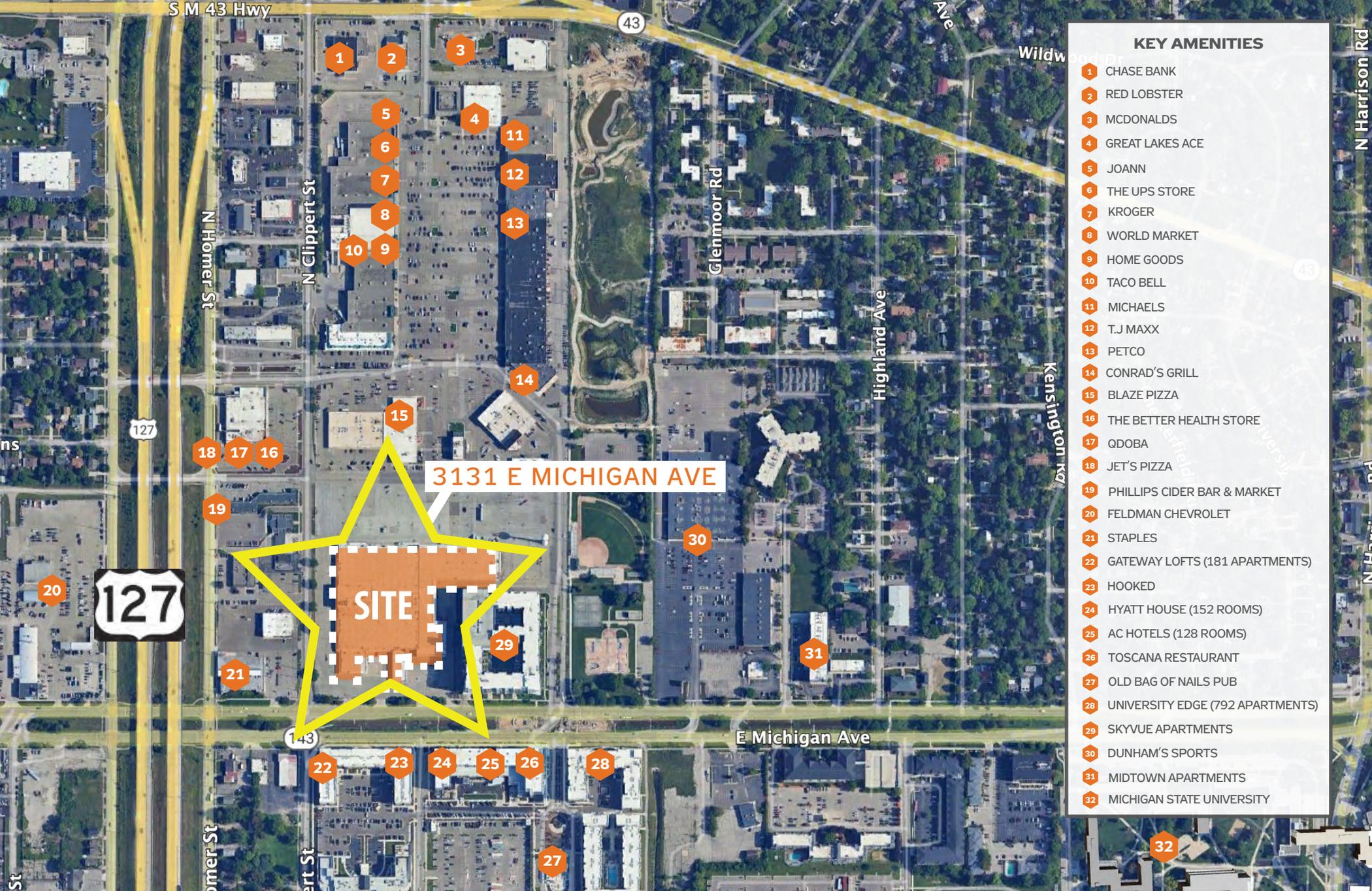
E MICHIGAN AVE 21,113 VPD

N CLIPPERT ST

Comerica Bank

Staples

# CONTEXT MAP



**KEY AMENITIES**

- 1 CHASE BANK
- 2 RED LOBSTER
- 3 MCDONALDS
- 4 GREAT LAKES ACE
- 5 JOANN
- 6 THE UPS STORE
- 7 KROGER
- 8 WORLD MARKET
- 9 HOME GOODS
- 10 TACO BELL
- 11 MICHAELS
- 12 T.J MAXX
- 13 PETCO
- 14 CONRAD'S GRILL
- 15 BLAZE PIZZA
- 16 THE BETTER HEALTH STORE
- 17 QDOBA
- 18 JET'S PIZZA
- 19 PHILLIPS CIDER BAR & MARKET
- 20 FELDMAN CHEVROLET
- 21 STAPLES
- 22 GATEWAY LOFTS (181 APARTMENTS)
- 23 HOOKED
- 24 HYATT HOUSE (152 ROOMS)
- 25 AC HOTELS (128 ROOMS)
- 26 TOSCANA RESTAURANT
- 27 OLD BAG OF NAILS PUB
- 28 UNIVERSITY EDGE (792 APARTMENTS)
- 29 SKYVUE APARTMENTS
- 30 DUNHAM'S SPORTS
- 31 MIDTOWN APARTMENTS
- 32 MICHIGAN STATE UNIVERSITY

**CONTEXT MAP**

# FOR LEASE

# 3131 E MICHIGAN AVENUE

## PROPERTY DETAILS

Address: 3131 E Michigan Avenue, Lansing, MI 48912

Building SF: 150,000

Traffic Count: 21,113 VPD

### Location & Population

- Capital city of Michigan, located in the “Mid-Michigan” region.
- Centrally positioned between Detroit and Grand Rapids.
- Third largest population in Michigan with over 550,000 residents.

### Economic & Business Highlights

- Home to General Motors Lansing Delta Assembly, one of the world’s most advanced auto plants.
- Headquarters for major insurance providers like Farm Bureau and Auto-Owners Insurance.

## AREA DESCRIPTION

### Retail & Development Growth

- Eastwood Towne Center features major national and local brands (Apple, lululemon, P.F. Chang’s).
- Center City District near MSU:
  - 367 new apartments, 600-space parking deck.
  - Urban Target, Graduate Hotel, Barrio, Jolly Pumpkin.
- Red Cedar Development (\$256M mixed-use project):
  - 800 student housing units.
  - AC Hotel, Hyatt House, 500 luxury senior housing units, retail space.

### Education & University Impact

- Home to Michigan State University (MSU) with over 50,000 student.
- Nationally recognized land-grant university with top agricultural programs.
- MSU Pavilion: 100,000 SF venue hosting 100+ agriculture & livestock events annually.

### Event Venues & Tourism

- Spartan Stadium: 75,000-seat football venue; 500,000+ annual attendance.
- Breslin Center: 15,000-seat basketball arena; 250+ events annually.
- Wharton Center: 2,254-seat performing arts venue; 120+ events annually.
- Jackson Field: 10,000-seat baseball stadium; 70+ events annually.



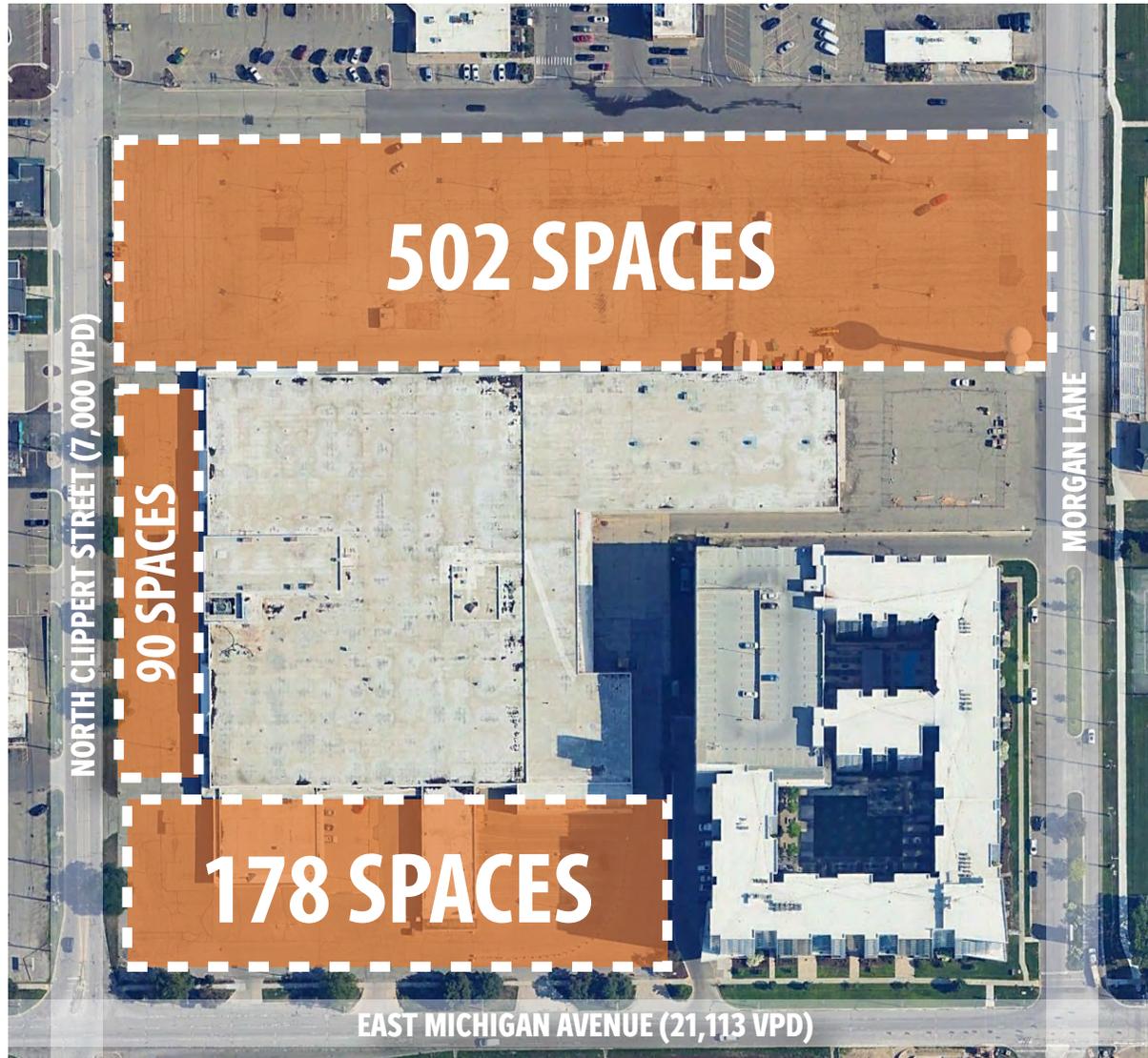
# SITE RENDERINGS



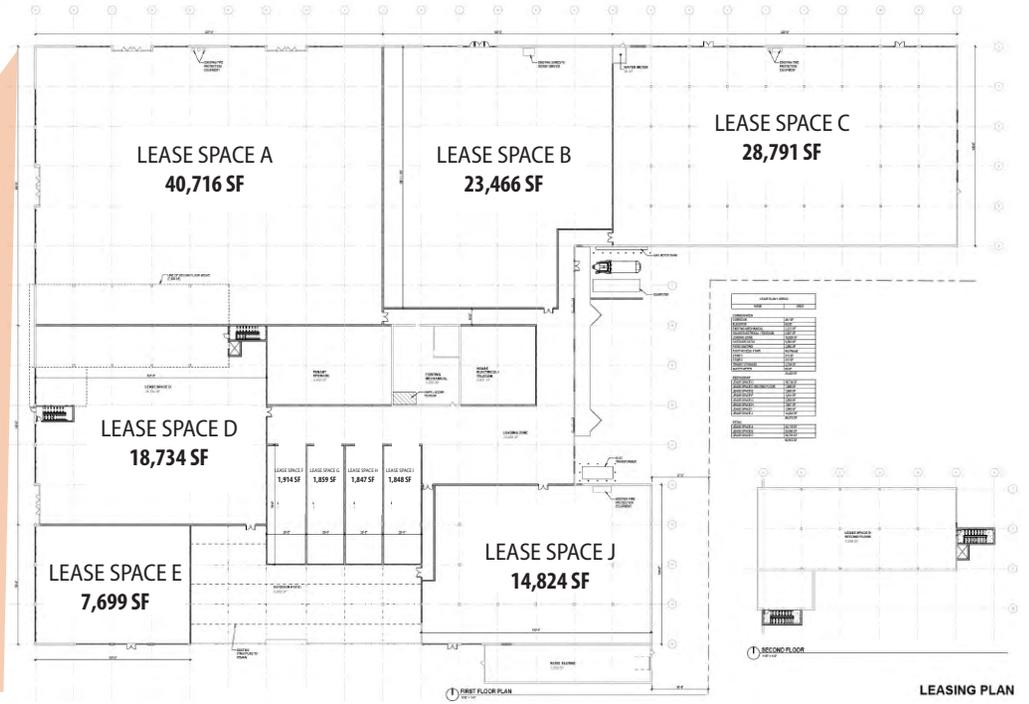
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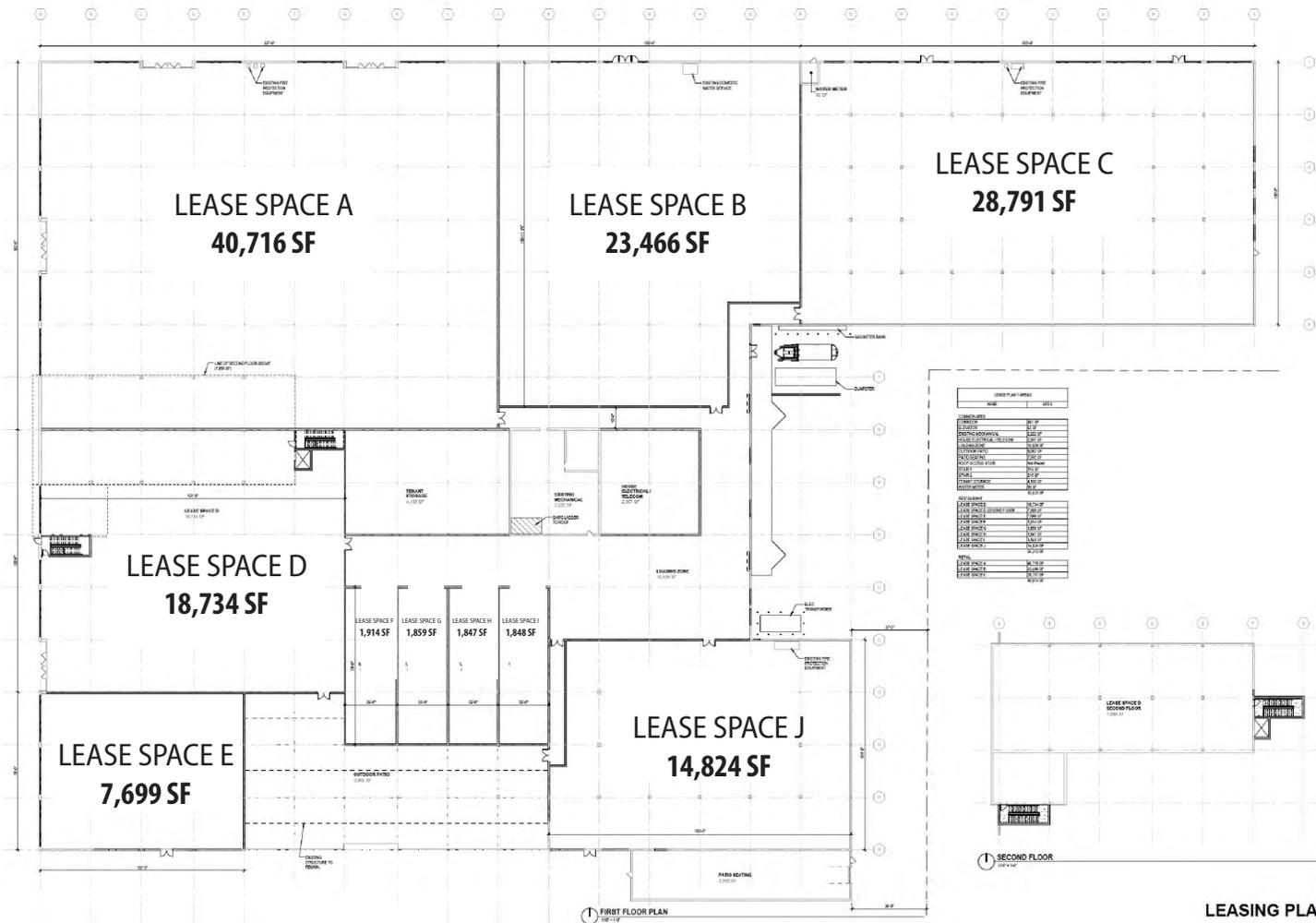
# SITE OVERVIEW



**PARKING** (770 TOTAL SPACES)



# SITE OVERVIEW



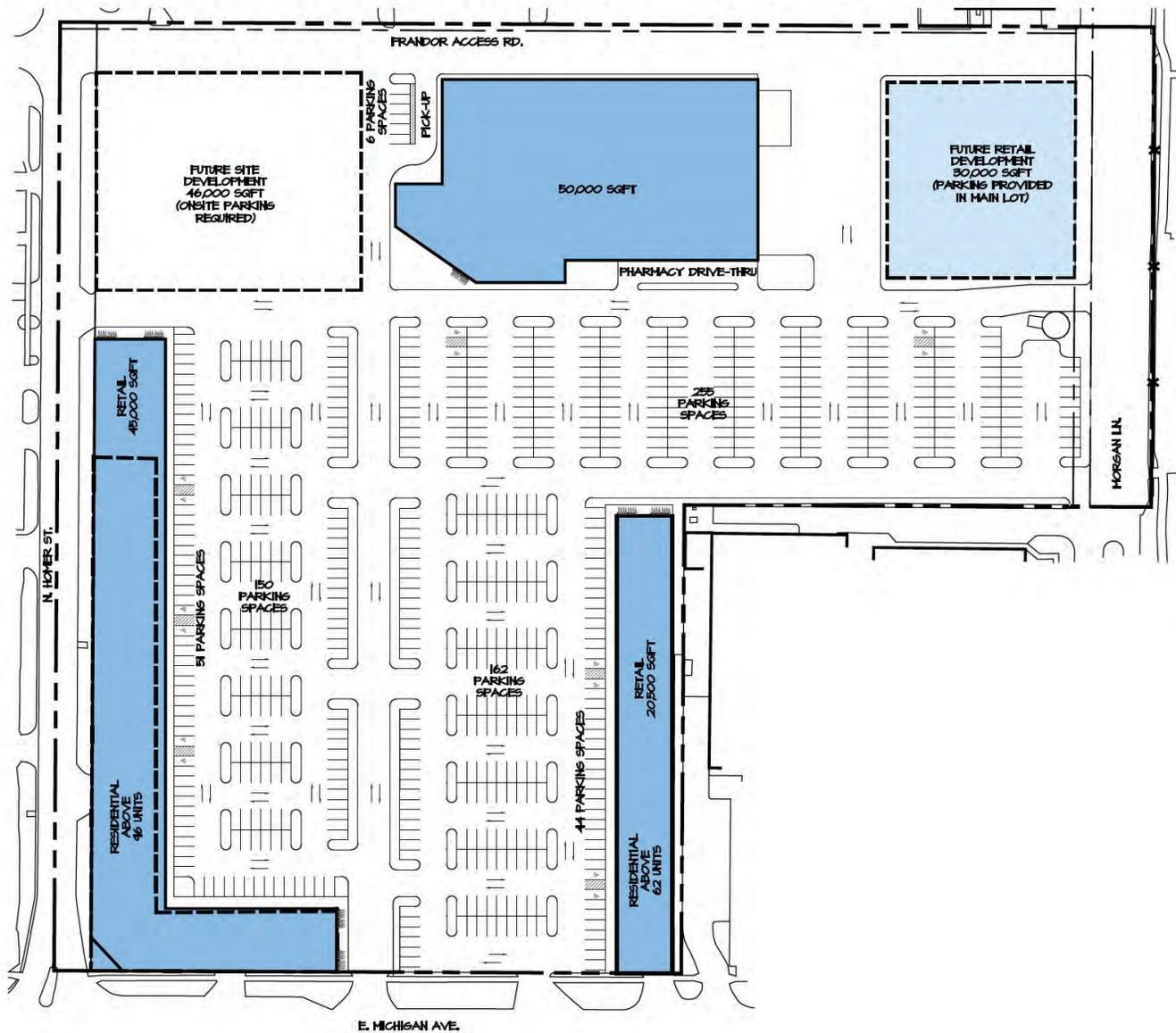
LEASE SPACE:	LEASE RATE:
A (40,716 SF)	\$18.00/SF
B (23,466 SF)	\$22.00/SF
C (28,791 SF)	\$24.00/SF
D (18,734 SF)	\$26.00/SF
E (7,699 SF)	\$50.00/SF
F (1,914 SF)	\$50.00/SF
G (1,859 SF)	\$50.00/SF
H (1,847 SF)	\$50.00/SF
I (1,848 SF)	\$50.00/SF
J (14,824 SF)	\$50.00/SF

**FLOORPLAN**



RESIDENTIAL PARKING MATRIX			
UNIT TYPE	TOTAL UNITS	PARKING	
STUDIO	8	X1	8
ONE BEDROOM	44	X1	44
TWO BEDROOM	12	X1	12
<b>TOTAL</b>	<b>64</b>	<b>64</b>	
RETAIL PARKING MATRIX			
USE TYPE	SQFT	PARKING	
GROCERY	50,000	/200	250
RETAIL	88,500	/250	354
<b>TOTAL</b>	<b>121,000</b>	<b>604</b>	
FUTURE RETAIL PARKING MATRIX			
USE TYPE	SQFT	PARKING	
SHOPPING	<b>42,000</b>	/250	<b>168</b>
TOTAL REQUIRED PARKING			<b>836</b>
REDUCED SHARED PARKING BY 25%			<b>627</b>
TOTAL PARKING PROVIDED			<b>707</b>

# SITE PLAN 1



RESIDENTIAL PARKING MATRIX			
UNIT TYPE	TOTAL UNITS	PARKING	
STUDIO	32	X1	32
ONE BEDROOM	94	X1	94
TWO BEDROOM	32	X1	32
<b>TOTAL</b>	<b>158</b>	<b>158</b>	
RETAIL PARKING MATRIX			
USE TYPE	SQFT	PARKING	
GROCERY	50,000	/200	250
RETAIL	65,500	/250	262
<b>TOTAL</b>	<b>115,900</b>	<b>512</b>	
FUTURE RETAIL PARKING MATRIX			
USE TYPE	SQFT	PARKING	
RETAIL	<b>30,000</b>	/250	<b>120</b>
TOTAL REQUIRED PARKING			<b>790</b>
REDUCED SHARED PARKING BY 25%			<b>593</b>
TOTAL PARKING PROVIDED			<b>668</b>

**NOTE**  
 FUTURE SITE DEVELOPMENT HAS NO PARKING PROVIDED

# SITE PLAN 2

# ESTIMATED HOUSING OVERVIEW

<b>1</b>	<b>SKYVUE</b> 338 Units 829 Beds	<b>3</b>	<b>COURTYARD FLATLETS</b> 30 Units 30 Beds	<b>5</b>	<b>THE OAKS APARTMENTS</b> 111 Units 150 Beds	<b>7</b>	<b>CEDAR GREENS</b> 49 Units 120 Beds
<b>2</b>	<b>MIDTOWN</b> 66 Units 120 Beds	<b>4</b>	<b>UNIVERSITY EDGE</b> 235 Units 792 Beds	<b>6</b>	<b>CAMPUS VILLAGE</b> 106 Units 300 Beds	<b>7</b>	<b>BRODY HALL</b> 1,200 Units 2,400 Beds

**SITE**  
3131 E MICHIGAN AVE

**1**

**2**

**3**

**4**

**5**

**6**

**7**

**8**

**TOTAL ESTIMATED UNITS: 2,135**

**TOTAL ESTIMATED BEDS: 4,741**



**ESTIMATED HOUSING**



# NEARBY AMENITIES



**GROCERY/CONVENIENCE STORES: 14**



**RESTAURANTS/BARS: 31**

**SITE**  
3131 E MICHIGAN AVE

**DISTANCE FROM MSU CAMPUS: 1.3 MILES**

**CATA BUS ROUTE:**



# NEARBY AMENITIES



# MOVING FORWARD

WE LOOK FORWARD TO THE OPPORTUNITY TO EXPLORE YOUR PRIORITIES IN GREATER DETAIL AND TAILOR OUR SOLUTIONS TO MEET YOUR SPECIFIC NEEDS AND DESIRE FOR CONTINUED PROFOUND COMMUNITY INVESTMENT AND IMPACT.

WHEN WOULD BE A GOOD TIME FOR US TO HEAR YOUR FEEDBACK?

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