

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

FOR  
LEASE



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3131 E MICHIGAN AVE

SITE

EAST MICHIGAN AVENUE (21,113 VPD)

127

2.5 MILES TO STATE CAPITAL



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.

FRANDOR SHOPPING CENTER

- Kroger
- TJ-MAXX
- HomeGoods
- Michaels
- BARNES & NOBLE BOOKSELLER
- petco
- WORLD MARKET
- Olgas
- ULTA
- Panera BREAD

Dunham's

SKYVUE APARTMENTS

MICHIGAN STATE UNIVERSITY

RED CEDAR

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

ROECO

E MICHIGAN AVE 21,113 VPD

Comerica Bank

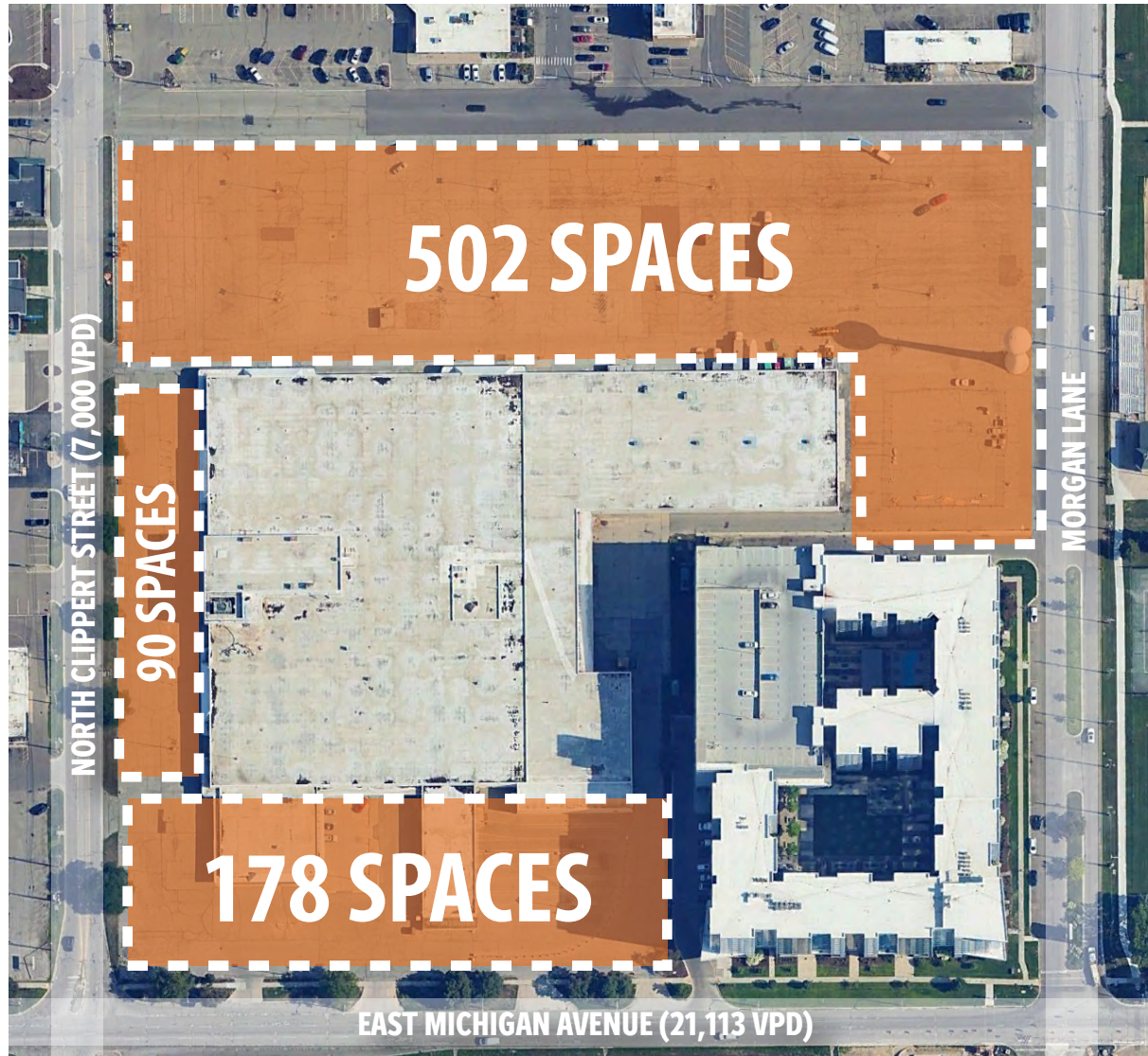
N CLIPPERT ST

Staples

# CONTEXT MAP



# SITE OVERVIEW



**PARKING** (770 TOTAL SPACES)

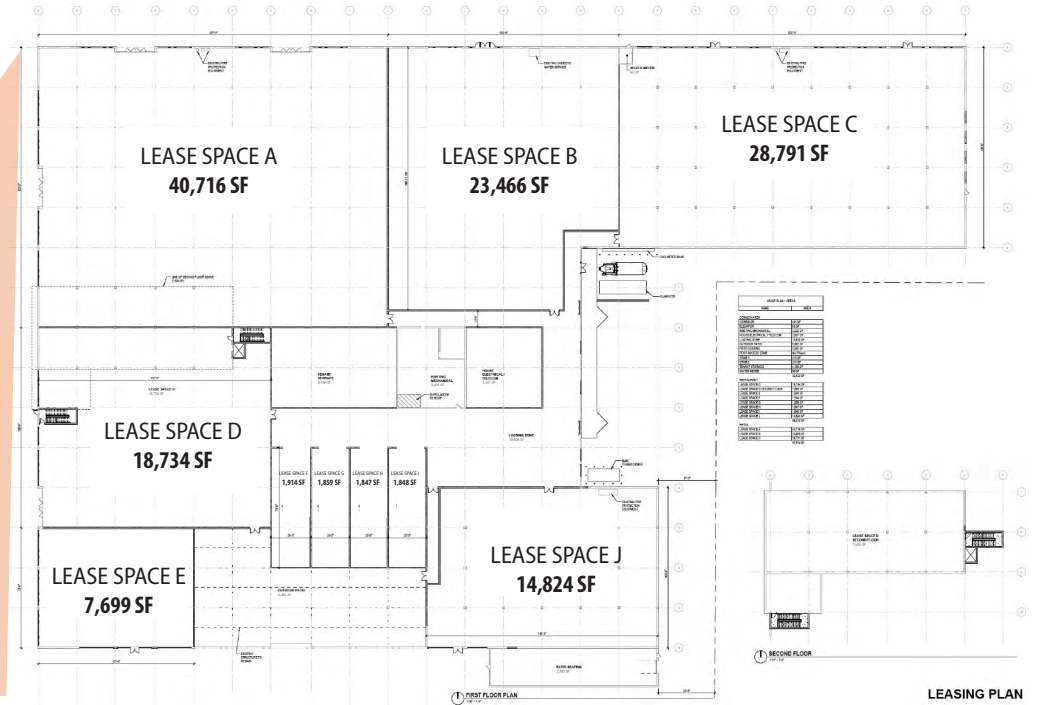


# RETAIL RENDERINGS



# RETAIL RENDERINGS





# SITE OVERVIEW

DISTANCE TO DOWNTOWN EAST LANSING: 1 MILE

FRANDOR SHOPPING CENTER

3131 E MICHIGAN AVE

SITE

DOWNTOWN EAST LANSING

ELI AND EDYTHE BROAD ART MUSEUM

 KELLOGG  
MICHIGAN STATE UNIVERSITY

SPARTAN STADIUM

BRESLIN CENTER

  
MICHIGAN STATE  
UNIVERSITY

MUNN ICE ARENA

127

Kalamazoo St

S Harrison Rd

W Shaw Ln

S Shaw Ln

N Shaw Ln

E Shaw Ln

Farm Ln

Trowbridge Rd

CONTEXT MAP

## STUDENT HOUSING OVERVIEW

- |  |  |   |  |
|--|--|---|--|
| <b>1</b> SKYVUE<br>338 Units<br>829 Beds | <b>3</b> COURTYARD FLATLETS<br>30 Units<br>30 Beds | <b>5</b> THE OAKS APARTMENTS<br>111 Units<br>150 Beds | <b>7</b> CEDAR GREENS<br>49 Units<br>120 Beds    |
| <b>2</b> MIDTOWN<br>66 Units<br>120 Beds | <b>4</b> UNIVERSITY EDGE<br>235 Units<br>792 Beds  | <b>6</b> CAMPUS VILLAGE<br>106 Units<br>300 Beds      | <b>8</b> BRODY HALL<br>1,200 Units<br>2,400 Beds |

FRANDOR SHOPPING CENTER

**SITE**  
3131 E MICHIGAN AVE

**MARKET HOUSING**  
181 Units  
500 Beds

**SENIOR HOUSING**  
143 Units  
450 Beds



**TOTAL UNITS: 2,135**

**TOTAL ESTIMATED BEDS: 4,741**



# HOUSING OVERVIEW



# NEARBY AMENITIES



**GROCERY/CONVENIENCE STORES: 14**



**RESTAURANTS/BARS: 31**

**SITE**  
3131 E MICHIGAN AVE

**DISTANCE FROM MSU CAMPUS: 1.3 MILES**

**CATA BUS ROUTE:** [Dashed blue line icon]



# NEARBY AMENITIES

## 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 2026, 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 868,000+ 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 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.



# 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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