



**FOR IMMEDIATE RELEASE**

April 25, 2022

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## **Community Foundation Takes Leadership Role with Michigan Ave Façade Improvements**

**LANSING, MICH.** — The Capital Region Community Foundation is proud to announce the approval of \$150,000 in matching funds toward a pilot project to improve the façades of businesses in the 2000 block of Michigan Avenue. The Foundation's commitment will match investments recently approved by the Michigan Avenue Corridor Improvement Authority (MACIA) and the City of Lansing.

"We're so proud to lead this pilot project in partnership with the Michigan Avenue Corridor Improvement Authority (MACIA), the City of Lansing, and business and property owners," said Laurie Strauss Baumer, executive vice president of the Community Foundation. "While this helps businesses on the avenue, it is even more important to the community at large. It supports the Foundation's strategic goal to create vibrant communities that attract and retain talent."

The MACIA board chose the north side of the 2000 block of Michigan Avenue as its first major project because it is densely activated with businesses, and most of the south side of the block has already been developed with new apartments and storefronts. The total cost of the project is estimated at \$450,000. Construction is targeted to start in 2022 and is anticipated to be completed in 2023.

"This project will transform the 2000 block as a whole and serve as a pilot for potential other façade improvements along Michigan Avenue," said Jonathan Lum, MACIA board chair. "We wanted to make a visibly dynamic impact that will excite other businesses and inspire them to make improvements, perhaps with a similar collaborative funding model."

"Investing in our community here in Lansing is a priority," said Lansing Mayor Andy Schor. "I am thrilled to work alongside of the Community Foundation and Michigan Avenue Corridor Improvement Authority in transformational projects such as this, and I look forward to seeing the final product of this façade improvement."

Community Foundation staff have built relationships with the block's property and business owners to gain consensus on the need for the project and their willingness to invest their own financial contributions. Independently, the Foundation commissioned Studio Intrigue to create initial renderings for façade improvements that are coordinated in appearance while providing each business an autonomous presence. Studio Intrigue is meeting with property and business owners for input.

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Improvements include the following:

- Incompatible exterior finishes and trims will be removed.
- Architectural details will be cleaned and highlighted.
- Broken signage and ripped awnings will be replaced.
- New energy efficient windows and doors will provide improved security, energy efficiency, and barrier free entry.
- Improved signage and enhanced lighting will provide ambiance and security.
- Exterior brick, limestone, and concrete will be cleaned and tuckpointed.

This work will update and brighten the whole block, including the sides of the two corner buildings.  
(see rendering of potential improvements)

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*The Community Foundation is passionate about creating vibrant, thriving communities throughout Michigan's capital region. The Foundation serves donors to meet their unique charitable goals, supports area nonprofits with grants and coaching, and leads innovative projects that drive community growth. The Community Foundation (also known as the Capital Region Community Foundation) is a tax-exempt public charity whose mission is to lead philanthropic solutions that build vibrant communities in Ingham, Clinton and Eaton counties.*

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