Good Afternoon, Newman Lofts Residents,

As we sit here at the end of August, I don’t think anyone could have imagined the devasting impact that COVID-19 has had in 2020. Many of you may have noticed in the last week an increased traffic in East Lansing with students moving back for Fall semester. While normally this period of the year would be met with welcome arms from the community, this year comes with a cautious atmosphere, as no in-person classes will occur for the semester. Nearly four (4) months since Governor Whitmer executed her Stay in Place Order (which has been partially lifted with restrictions), it is quite evident to see the drastic impact this virus has had on businesses and local economies across the state. Many businesses, restaurants, and even arts institutions, have lost revenues that they will never recoup, and they’ve had to make hard decisions like cancelling their remaining 2020 calendar events as evidenced at The Wharton Center. We, at Harbor Bay (Developer and Management company of Newman Lofts), has equally faced financial hardships through this pandemic and had to make difficult decisions as to what is the best course of action to ensure Newman Lofts remains viable, and a thriving community in downtown East Lansing.

After months of searching for creative viable options, I wanted to personally inform you that this morning, we formerly submitted a request for COVID-19 Financial & Health Relief from the City of East Lansing (City) for Newman Lofts. We are requesting a permanent removal of the City’s age-based housing restriction for Newman Lofts. The letter that was provided to the City and the press event video from the event is available at https://eliexposed.com/harbor-bay-efforts/

As you may recall, in April 2020, we sent correspondence to the City requesting that we begin a conversation focusing on developing a viable financial and health solution for Newman Lofts, should this become a prolonged health crisis. Unfortunately, those inquiries weren’t given any serious consideration, and we were publicly criticized by Councilmembers, through Eli (East Lansing Info). The letters that were submitted by Harbor Bay to the City are available at the links provided below.


As was stated in the April 16th letter, “The next 4.5 months, and most likely beyond, will be the toughest stretch most East Lansing businesses will ever encounter. Not even in the darkest days of the Great Recession in 2008, do I believe that any business owner ever envisioned a scenario where MSU would be forced to close their campus. And, there is no guarantee that the catastrophic conditions will end in 4.5 months.” Unfortunately, this unwanted prediction came true and was validated with Michigan State University’s recent announcements concerning fall classes and Big 10 football. We can no longer proceed forward “as is”. In these uncertain times, our intent has never been to create greater uncertainty for you or your loved ones. For financial and health reasons, solely beyond our control, we must proceed forward with our request to the City. The unprecedented nature of the pandemic is the only reason Harbor Bay and its partners are looking for cooperation from the City on this matter.

As we progress forward on this matter, we will periodically update you on where matters stand. In the event that this COVID-19 financial and health relief is provided to Newman Lofts, we are fully committed to hearing your concerns and working to a solution that works for both parties should you
no longer seek tenancy at Newman Lofts.

If you have questions, Harbor Bay’s COO, Brian Bell will be in town on Tuesday (11th) and be holding a 30-minute “Meet & Greet” to address any questions that you may have. The “Meet & Greet” will occur outside on the private rooftop park, weather permitting. This event will be held at 2PM on Tuesday, September 1st. If you are unable to attend, but would like to send us your questions, please email Meghann Bakken, assistantmgr@newmanlofts.com, and she will make sure your concerns are given to Brian during his visit.

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