



COMPREHENSIVE PLAN UPDATE

Economic Sustainability Steering Committee

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AGENDA

January 30, 2014 – 7:00 p.m.

Hannah Center, Room 211

819 Abbot Road

1) OPENING

- A) Roll Call
- B) Approval of Agenda

2) GOALS AND OBJECTIVES DISCUSSION

3) ADJOURNMENT



PLANNING, BUILDING & DEVELOPMENT

Quality Services for a Quality Community

MEMORANDUM

TO: Economic Sustainability Steering Committee Members

FROM: Lori Mullins, Community Development Administrator
Timothy R. Schmitt, AICP, Community Development Analyst
Heather Pope, Community Development Specialist

DATE: January 27, 2014

SUBJECT: Goals and Objectives for Comprehensive Plan Update

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At the November Steering Committee meeting the Committee responded to a series of questions intended to stimulate creative thoughts and assure full participation from each member. The responses to these questions are attached for your review and were used by staff to help identify existing goals, objectives, and actions that are still relative and highlight those that may be missing in the document.

The Steering Committees will continue to work on the goals, objectives and actions for at least the next two months using following definitions as a guide

Goals are the broadest expressions of a community's desires; they give direction to the plan as a whole. The goals are *long term*, and often describe *ideal situations* which would result if *all* plan purposes were fully realized. Since goals are value-based, their attainment is difficult to measure.

Objectives are broad statements that set preferred courses of action – choices made to carry out the goals in the *foreseeable future (mid- to long-term)*. They need to be specific enough to help determine whether a proposed project or program would advance community values expressed in the goals.

Actions are specific statements that carry out a plan in the *short term* which accomplish the broader statements expressed in the goals and objectives. Actions are generally implemented through the City Council's Strategic Priorities and are activities that can realistically be carried out within a two to five year period and guide the City's day-to-day operations.

The January meeting will begin by discussing how the existing goals, objectives and actions relate to the Steering Committees responses to the questions from the November meeting. The next step will be discussion of topics that are **not** covered in the current plan.

Steering Committee Responses to the November Meeting Exercise

QUESTION 1

What are three characteristics that come to mind when thinking about a vital downtown commercial district? The top responses for question 1 were generally:

A strong downtown has

- Diversity of people, shops, housing, etc
- Both pedestrian and vehicular access
- Vibrant environment, activities, and spaces

The following goals, objectives and actions were developed from language in the current plan and continue to be relative based on the Steering Committees general responses to questions 1.

Objective 2-1: Increase the attraction and vitality of the downtown.

Action 2-1.1: Provide incentives to support commercial adaptive reuse or redevelopment of properties in the core downtown specifically where new sewer and water infrastructure has been constructed.

Action 2-1.2: Create active streets through the promotion of art, plazas and outdoor seating in the core downtown.

Action 2-1.3: Continue to improve the City's "Wayfinding" system which includes uniform signage with clear directional information for motorists, cyclists, and pedestrians.

Action 2-1.4: Encourage alternative parking options.

Action 2-1.5: Continue to collaborate with downtown property owners to recruit a broader diversity of retail including, but not limited to urban grocery, soft goods, and higher quality restaurants.

Action 2-1.6: Implement design guidelines for the downtown that include enhancements to both the public and private portions of the streetscape.

Action 2-1.7: Work with the Capital Area Transit Authority to maintain downtown access, greenspace, and median alignment during Bus Rapid Transit design and development.

QUESTION 2

What are three characteristics that come to mind when thinking about a vital commercial district outside of the downtown? The top responses to question 2 were generally:

A strong commercial area has/is

- Strong vehicular access
- Well designed
- Meets the needs of the neighborhood market
- Diversity, quality, and compatible

The following goals, objectives and actions were developed from language in the current plan and continue to be relative based on the Steering Committees general responses to questions 2.

Objective 2-3: Support the development of Mixed-Use Neighborhood Service Districts to provide basic retail services for the convenience of residents.

Action 2-3.1: Revise zoning and land use policies in a way that will balance the housing, office, technology, and commercial needs of the City.

Action 2-3.2: Institute a minimum building height in commercial districts to prevent strip center development and encourage the redevelopment of existing commercial areas to include mixed-use, multiple-story buildings.

Objective 2-4: Encourage continued growth where appropriate.

Action 2-4.1: Revise land use policies for the area along Lake Lansing Road to improve upon existing land uses patterns.

Action 2-4.2: Market opportunities for the redevelopment and revitalization of underutilized commercial properties.

Action 2-4.3: Promote the redevelopment of the commercial properties at the intersection of Harrison and Michigan Avenues into a new and more efficient neighborhood commercial area.

Action 2-4.4: Promote collaboration with the City of Lansing to improve properties along West Michigan Avenue with innovative redevelopment.

Action 2-4.5: Provide economic incentives to support the implementation of the East Village Master Plan.

QUESTION 3

What are three key things to making East Lansing more attractive to talented, professional individuals? The top responses to question 3 were generally:

To Attract Talent, East Lansing Needs:

- Jobs
- Culture, arts, music, and fun!
- Quality, affordable and diverse housing
- Promote existing talent and services

The following goals, objectives and actions were developed from language in the current plan and continue to be relevant based on the Steering Committees general responses to questions 3.

Objective 2-5: Promote the development and growth of the knowledge-based economy.

Action 2-5.1: Create a program to retain Technology Innovation Center (TIC) graduates within the City limits.

Action 2-5.2: Partner with Lansing Economic Area Partnership (LEAP) to provide business support services for management of the TIC.

Action: 2-5.3: Support the University's efforts to commercialize technology.

There are some items that the Steering Committees and public raised that need to be discussed further, to allow Staff the background to draft effective objectives and actions. We do not want the Steering Committees to get into the specifics of 'wordsmithing' the objectives and actions, Staff will work on that after the Steering Committees have talked further and will bring language back to address outstanding items. These include:

To Attract Talent, East Lansing Needs:

- Culture, arts, music, and fun!
- Promote existing talent and services

A strong commercial area has/is

- Well designed
- Meets the needs of the neighborhood market

Additionally, there were some items from the Steering Committee's discussion that are being discussed with other steering committees to work on more directly, as they are more relevant to their charges as a Steering Committee. They are:

To Attract Talent, East Lansing Needs:

- Quality, affordable and diverse housing (Housing and Human Dignity Committees)

A strong commercial area has/is

- Strong vehicular access (Transportation Committee)
- Well designed (Urban Form Committee)

Committee Responses

Question: What are three characteristics that come to mind when thinking about a vital downtown commercial district?

A Strong Downtown:

- Diversity of people, shops, housing, etc
- Both pedestrian and vehicular access
- Vibrant environment, activities, and spaces

Responses:

- Dining options
- Outdoor seating
- Public spaces - sitting, etc
- 2nd floor office or residential (for all tenants)
- Stable housing in good quantity
- Diverse retail/services mix
- Desirable boutique shopping
- Diverse commercial enterprises
- Retail diversity
- Service/food availability
- A diverse set of businesses that cater to different demographics
- Appeals to mix of ages
- Diversity
- Variety of cultural amenities
- Variety of retail/restaurants
- Atmosphere
- Safe environment
- Entertainment
- 24 hour use
- Constant activity
- Efficient transportation options
- Ease of enter/exit (Parking)
- Convenient parking
- A human-centric approach (walkability)
- Wide sidewalks
- Walkability
- Pedestrian viability
- Walkability

Question: What are three characteristics that come to mind when thinking about a vital commercial district outside of the downtown?

A Strong Commercial Area Has/Is:

- Strong vehicular access
- Well designed

- Meets the needs of the neighborhood market
- Diversity, quality, and compatible

Responses:

- Clusters of related businesses (identity)
- Ancillary services/retail
- Anchors
- Grocery with local items
- Retail options
- Appropriate businesses relative to nearby people
- Unique local brands
- Retail synergy (groupings of compatible stores)
- Diversity of options and business types
- One stop for everything
- Dining destinations
- Food
- Drug store
- Strong demand for those businesses (economic strength)
- Outdoor mall - parking and shops
- Attractive architecture
- Exciting storefronts
- Attractive strip malls
- Public transportation
- Ease of access
- Open surface parking
- Thoughtful accessibility
- Highway access
- Good parking

Question: What are three keys to making East Lansing more attractive to talented, professional individuals?

To Attract Talent, East Lansing Needs:

- Jobs
- Culture, arts, music, and fun!
- Quality, affordable and diverse housing
- Promote existing talent and services

Responses:

- Separate student and adult attractions
- Music venues
- Focus on arts and entertainment
- Attractive recreational activities (music, parks, nightlife)
- Unique Amenities
- Comfortable spaces to congregate
- Far better dining
- Jobs
- Growing and strong employers

- Other talented people
- To recognize that a great city creates talent and talent attracts other talent
- Keep MSU graduates here!
- Connectivity - Various means for citizens to share and communicate
- Access to outdoor activities
- Stable neighborhoods
- Affordable housing
- New buildings/work spaces
- More mixed-use buildings with office and residential
- Attractive/affordable housing options for recent graduates
- Housing
- More diversified urban core
- Quality public services
- Public transportation
- Low cost of living
- Good schools

Question: What are three businesses that are missing or that we need more options for in the City of East Lansing?

East Lansing Needs:

- Urban Grocer/Farmer's Market
- Larger office users
- Diversity of restaurant/bar options
- Music/nightlife for adults
- General retail diversity

Responses:

- Car dealership
- Furniture store
- 2nd hand store
- General purpose retailer
- Hardware
- Independent restaurants
- High quality restaurants, not pubs
- Food court
- Downtown fine dining
- Wine bar, cigar bar
- Accessible grocery
- Permanent farmers market
- Urban grocer
- Downtown high-end grocery
- Grocery with local items
- Grocery access in downtown
- Growing/hiring businesses
- Large office user
- Effective central public meeting space

- Music/nightlife venues (for all demographics)
- Entertainment

Question: What three specific areas should the City focus on for redevelopment or revitalization in the next ten years?

Focus Redevelopment Revitalization:

- CBD (area near Broad, residential area north, west of Peoples Church)
- Trowbridge
- North side of Grand River, east of downtown
- East Village
- Triangle Area
- Lake Lansing/Coolidge

Responses:

- CBD stop sprawl
- Next to taco bell Grand River
- South Bailey (expanding "downtown" to north)
- Red Cedar Waterfront
- Buildings opposite Broad Museum
- Park District
- Multi-colored parking garage area
- Grand River west of Peoples Church
- Triangle (Michigan and Grand River)
- Michigan Avenue across Brody
- Grand River corridor (downtown to Brookfield)
- Retail from Brookfield to Bouge
- East Village
- Cedar Village
- Grand River east of Collingwood to Hagadorn
- Lake Lansing/Coolidge
- Lake Lansing Rd. from/between Coolidge and just east of Abbott
- East Wood, Kroger, and Meijer traffic jam
- Trowbridge
- Mass Transit
- We need light industrial
- Frandor