



Downtown Lansing Inc. Strategic Plan

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Our mission is to strengthen and nurture the culture, health, and sustainability of our downtown district.

As the downtown management agency tasked with nurturing and strengthening the culture, health and sustainability of our district, we are proud to share our updated Strategic Plan for DLI and the downtown.

This guiding document is our roadmap for intentional growth — a tool to ensure we are not only serving the needs of stakeholders today, but looking ahead to the future. It is a fairly bold and audacious plan, pushing everyone involved to think big and embrace some fundamental shifts in the way we approach growth in the heart of Lansing.

This plan is built upon the recommendations and results of the Downtown Comprehensive Market Analysis, with a priority of fostering a thriving, active and welcoming downtown experience.

We know we are not alone in the work of transforming Downtown Lansing. Many of the actions outlined here will require advocacy and collaboration. To that end, we invite you to join us in the ever-evolving and important work of making Michigan's Downtown the best it can possibly be.

Our Vision

As Michigan's Downtown, Lansing is a thriving and inclusive district where community, commerce, arts, and entertainment come together to lead the way forward for our state.

Our Values

BELONGING

We are creating a culture where residents, neighbors, and visitors alike feel a sense of welcome, inclusion, and opportunity in Downtown Lansing.

PROSPERITY

We are creating a culture where our existing assets are strengthened and the future landscape is diversified, ensuring a thriving environment for every stakeholder.

DIVERSITY

We are creating a culture where people of all social and ethnic backgrounds, genders, sexual orientations, interests, ideas, and abilities can coexist in an environment of respect and amicability.

INVOLVEMENT

We are creating a culture where community members actively seek out opportunities to carry forward and sustain the vision of Downtown Lansing Inc. through volunteerism and ongoing acts of service.

COMMUNITY

We are creating a culture where residents, business owners, volunteers, and city leaders work together to achieve common goals, championing the future of Downtown Lansing (and having a lot of fun in the process).



Goal 1: Foster Downtown as an Energetic, Dense and Walkable Residential Neighborhood.

Objective 1

INCREASE HOUSING STOCK BY 1100 UNITS PER YEAR OVER THE NEXT THREE YEARS.

- Strategy 1: Promote policy change to increase and improve housing stock within the downtown district.
- Strategy 2: Identify viable office space to rehab into housing.
- Strategy 3: Promote dense urban living as a desirable lifestyle to a broader audience.
- Strategy 4: Market the amenities that downtown has to offer to attract more residents.

Objective 2

REDUCE RESIDENTIAL VACANCY RATES TO 5% WITHIN THE DOWNTOWN DISTRICT.

- Strategy 1: Work with City and State programs to develop incentives to allow for housing that fits a variety of income levels and family structures.
- Strategy 2: Work with local developers and City Administration to rehab, renovate and remodel existing residential spaces.



Goal 2: Nurture a Vibrant, Diverse and Robust Business District.

Objective 1

REDUCE DOWNTOWN FIRST FLOOR VACANCY RATE TO 10%.

- Strategy 1: Develop a fund which serves as a gap filler to leverage other state, regional and local funding mechanisms to build density for downtown from the center out.
- Strategy 2: Utilize Tenant Improvement Program to update vacant/underutilized spaces to make them viable spaces for retail.
- Strategy 3: Facilitate other economic development opportunities through promotions and matchmaking.

Objective 2

FILL AT LEAST FOUR OF THE RETAIL SECTOR GAPS THAT WERE IDENTIFIED IN THE COMPREHENSIVE MARKET ANALYSIS.

- Strategy 1: Actively recruit businesses that fall within the Comprehensive Market Analysis's top 10 in-demand businesses list.
- Strategy 2: Implement sustainable incubator models to cultivate businesses that can succeed in Downtown Lansing.

Objective 3

ENSURE 90% OF FIRST FLOOR SPACES IN THE DISTRICT ARE MOVE-IN-READY.

- Strategy 1: Advocate for city code and ordinance changes that disincentivize vacant and blighted buildings.
- Strategy 2: Tax buildings and owners who are sitting on blighted property.
- Strategy 3: Assist property owners with acquiring funding to address building needs.



Goal 3: Cultivate Active and Welcoming Public Spaces.

Objective 1

DEVELOP A DOWNTOWN LANSING PUBLIC REALM PLAN FOR PUBLIC SPACES, GREEN SPACES, AND STREET PLACEMAKING.

- Strategy 1: Advocate for redesign of S. Washington Square using current best practices which positively impact downtown business, accessibility, and the health and well-being of our district.
- Strategy 2: Advocate for prioritizing non-motorized travel and riverfront connectivity.

Objective 2

50% OF NEW DOWNTOWN DEVELOPMENT FOLLOWS BEST PRACTICES FROM COMPREHENSIVE MARKET ANALYSIS.

- Strategy 1: Establish Downtown development polices and rules for new development/building projects to be adopted into City Master Plan.
- Strategy 2: Advocate for DLI staff to be involved in review and approvals of developments planned within the PSD District.

Objective 3

CREATE AND PROMOTE 5-7 INCLUSIVE EVENTS AND DOWNTOWN EXPERIENCES ANNUALLY.

- Strategy 1: Create partnerships with community stakeholders to ensure a robust schedule of events in our district..
- Strategy 2: Create and host an annual signature DLI event.



Goal 4: Build Sustainable Funding for a Sustainable Organization.

Objective 1

DEVELOP AND IMPLEMENT A ROBUST FUND DEVELOPMENT PLAN THAT INCLUDES OUTREACH TO NEW FUNDING STREAMS.

- Strategy 1: Cultivate a list of at least 20 new potential donors to support DLI programs and activities.
- Strategy 2: Build annual partnership/sponsorship package with a goal of raising \$100,000 annually for committee projects.

Objective 2

INCREASE FUNDING, SPONSORSHIP, AND GRANT INCOME BY 10% PER YEAR FOR THE NEXT 3-5 YEARS.

- Strategy 1: Continue right-sizing boundaries and assessments for all Principal Shopping District (PSD) zones.
- Strategy 2: Pursue perpetual funding from the State of Michigan through a Capital City Allocation..

