



# Innovate East Lansing

## A Comprehensive Economic Development Strategy



In collaboration with Michigan State University Urban Planning Practicum  
 By: Griffin Graham, Adam Jenks, Edwin Kelley, and Zhuoyang Li

### INTRODUCTION

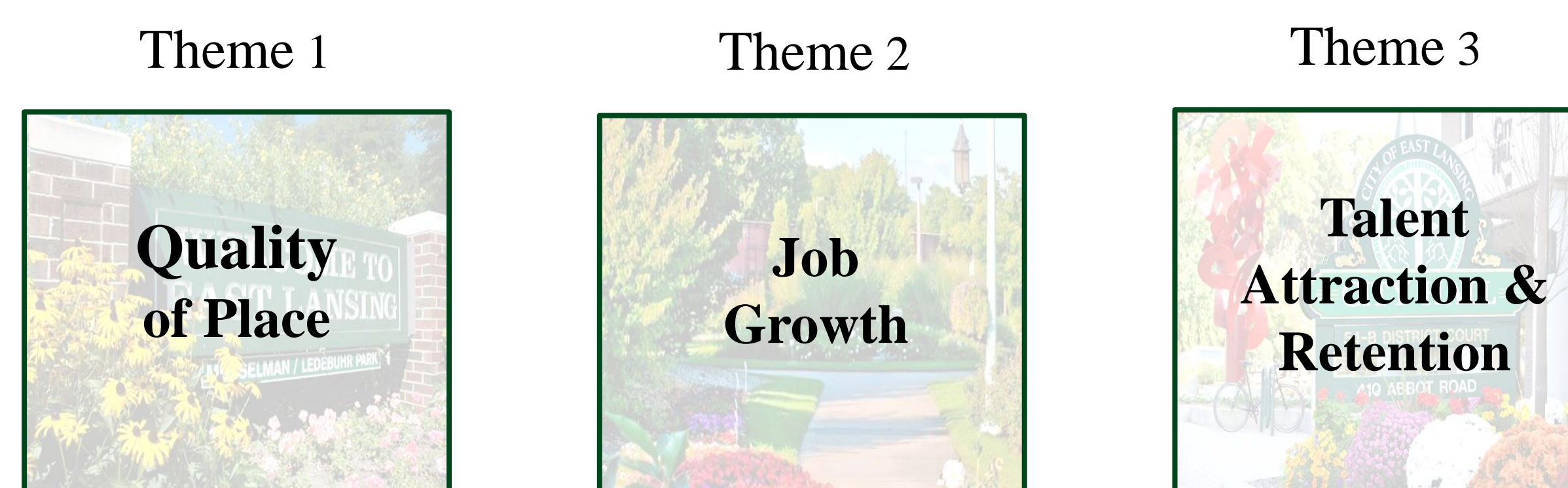
The City of East Lansing is in the process of updating its Comprehensive Plan and recognized economic sustainability as a major priority. A comprehensive economic development strategy was needed to condense objectives and guide the city's future economic development.

The City of East Lansing identified the following as its primary economic development goals:

- Talent Attraction and Retention
- Creating a Culture of Entrepreneurship
- Promoting Innovation

### DRIVERS OF INNOVATION

Our team compiled the applicable goals and objectives from six local and regional plans and used them to identify three reoccurring themes for which to base eventual recommendations.



### RECOMMENDATIONS

#### Theme 1: Quality of Place

Objective 1.1: Invest in Placemaking and Maintaining a High Quality Built Environment

Strategy 1.1.1: Preserve and enhance traditional single-family neighborhoods

Strategy 1.1.2: Actively invest in streetscape improvements and placemaking attributes

Objective 1.2: Prioritize Specific Development and Redevelopment Opportunities

Strategy 1.2.1: Expand housing opportunities for seniors, young professionals, and traveling scholars

Strategy 1.2.2: Promote the redevelopment of brownfield sites

#### Theme 2: Job Growth

Objective 2.1: Expand and Diversify the Local Economy

Strategy 2.1.1: Continue to work closely with LEAP, the Tri County Planning Commission, and other local partners to attract new businesses

Strategy 2.1.2: Start an economic development branding campaign focused on attracting innovative businesses

Strategy 2.1.3: Support the development of local businesses

Objective 2.2: Prioritize Specific Development and Redevelopment Opportunities

Strategy 2.2.1: Identify strategic opportunities for infill development

Strategy 2.2.2: Make the business community aware of desired developments and incentives

#### Theme 3: Talent Attraction and Retention

Objective 3.1: Develop a Culture of Innovation and Entrepreneurship

Strategy 3.1.1: Provide elected officials, appointed officials, and city staff the opportunity to try new strategies

Strategy 3.1.2: Increase the partnerships between the East Lansing Public Schools and local business owners

Objective 3.2: Attract and Retain New Residents

Strategy 3.2.1: Expand recreation opportunities for families, seniors, and young professionals

Strategy 3.2.2: Highlight unique community assets

Strategy 3.2.3: Ensure friendly and welcoming community to students, immigrants, and new residents

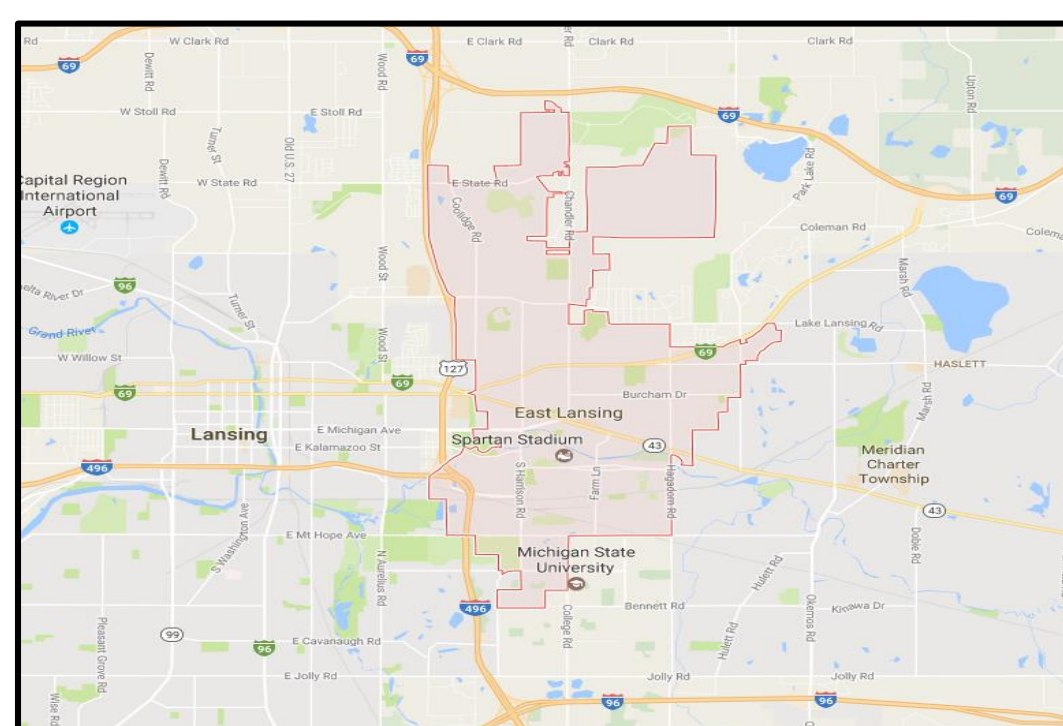
### SOCIO-ECONOMIC PROFILE

**Location:** Middle of Michigan's lower peninsula

**Population:** 48,669 (2015 ACS)

**Area:** 13.67 square miles

**Established:** 1907



Our data showed that East Lansing is home to a diverse and highly-educated workforce and has a high concentration of innovative industries compared to other communities.

### COMMUNITY ASSET ANALYSIS

Based on our analysis of the current conditions and community assets, the following features were determined as influential in East Lansing's local economy.

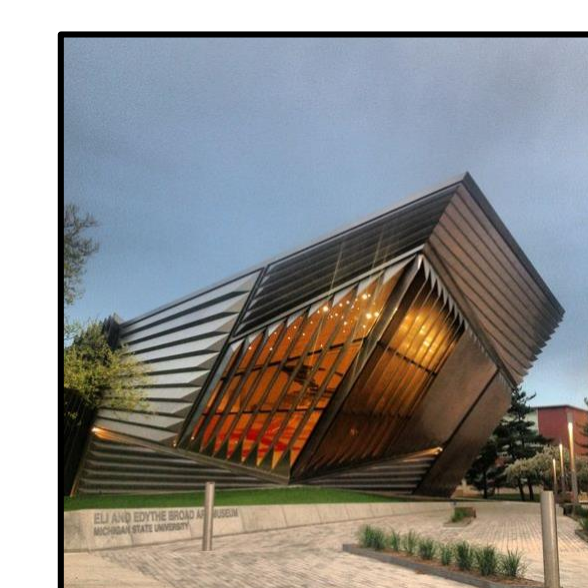
Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Transportation Connectivity</li> <li>• Educational Attainment</li> <li>• High-Quality Public Schools</li> <li>• Presence of Michigan State University</li> <li>• Cultural Amenities</li> <li>• Athletic Attractions</li> </ul>	<ul style="list-style-type: none"> <li>• Transient Population</li> <li>• Income Inequality</li> <li>• Missing Affordable Middle Housing</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Small Business Generation</li> <li>• Cooperating with Regional Partners</li> <li>• Facility for Rare Isotope Beams</li> <li>• High-Tech Manufacturing</li> <li>• Attracting International Investment</li> <li>• Expanding the Central Business District</li> </ul>	<ul style="list-style-type: none"> <li>• Losing Talent</li> <li>• Student-Neighbor Conflicts</li> <li>• Imbalance of Traditional Single-Family Neighborhoods with Development and Student Housing</li> </ul>



Facility for Rare Isotope Beams



East Lansing High School



Eli and Edythe Broad Art Museum

