

GRANT ELEMENT 1

MICHIGAN TALENT DISTRICT

REO TOWN

FLOWING WITH INNOVATION



WHY CULTIVATE TALENT IN REO TOWN

Downtown Lansing is experiencing a surge of walkable, mixed-use development, reinforcing the City's commitment to economic vitality, sustainability, and quality of life. With its proximity to government, higher education, and cultural assets, Downtown is a natural hub for innovation and civic engagement. The high-density housing being developed in the downtown core creates living options that are especially attractive to creative professionals and young talent looking for vibrant, connected urban environments.

As Lansing works to attract and retain this talent, expanding focus just south into REO Town presents a powerful opportunity. By improving access between the two districts and making meaningful, early investments in REO Town's infrastructure and identity, the City can prepare the neighborhood for future growth that aligns with its values—community, creativity, and inclusivity. This approach not only supports Lansing's broader goals for equity and economic development but also strengthens Downtown by connecting it to an authentic creative district.

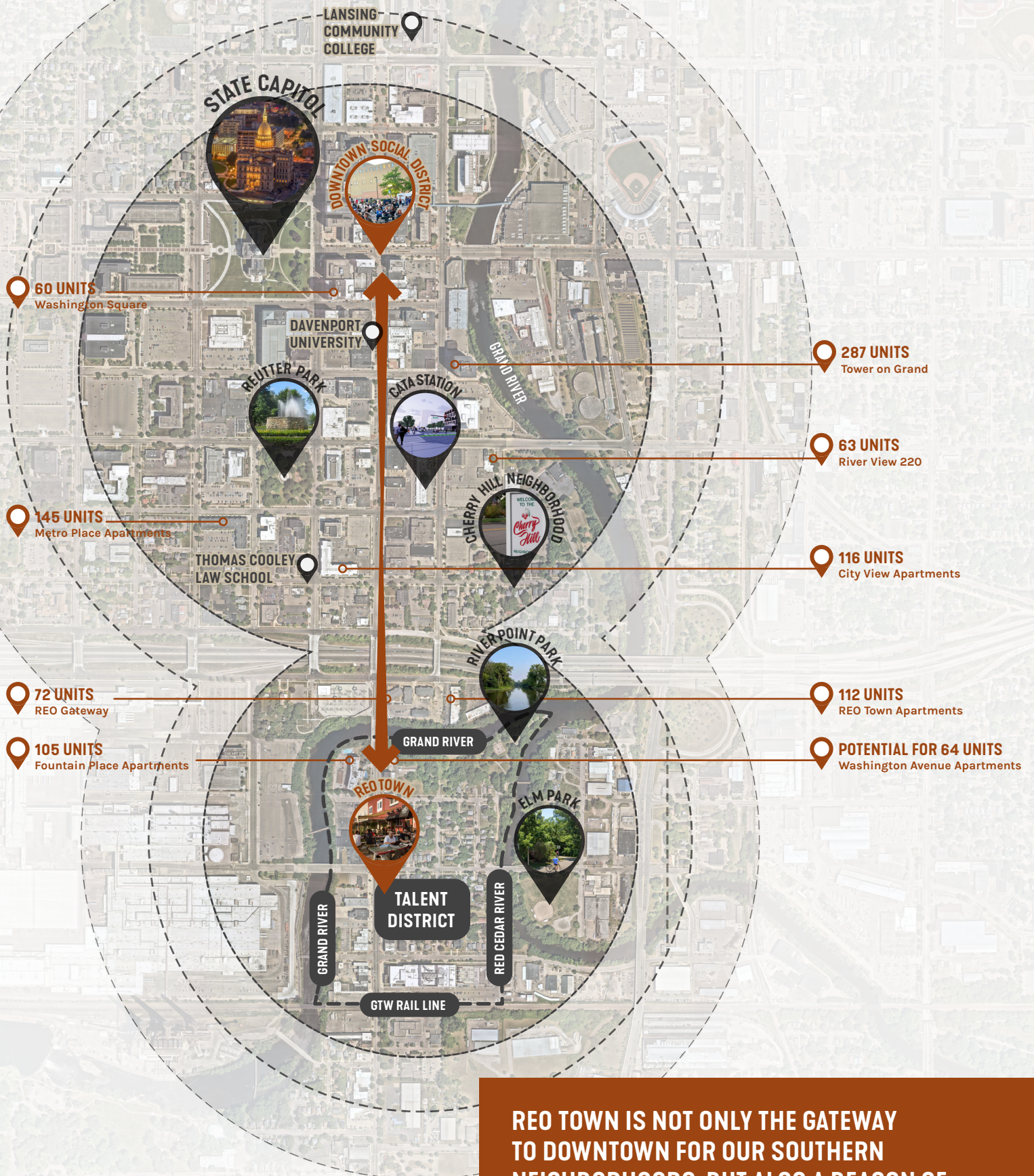
LANSING IS THE CENTRAL HUB OF MICHIGAN ACTIVITY



METRO POPULATION

25 MILE RADIUS	477K
50 MILE RADIUS	1.67M
75 MILE RADIUS	5.37M
100 MILE RADIUS	9.35M





REO TOWN IS NOT ONLY THE GATEWAY TO DOWNTOWN FOR OUR SOUTHERN NEIGHBORHOODS, BUT ALSO A BEACON OF ENTREPRENEURSHIP AND CREATIVITY IN THE CITY.

REO TOWN

TALENT PLAN

AN INNOVATIVE DISTRICT

REO Town, named after Ransom Eli Olds, a trailblazer of the American auto industry, is more than a neighborhood—it's a living tribute to a legacy of creativity, ingenuity, and inclusive progress.

Olds wasn't just an inventor; he was a visionary who believed in making technology accessible to all. His Curved Dash Oldsmobile was the first mass-produced, affordable car in the U.S., opening the road to mobility for everyday people. He also pioneered models designed specifically for urban women, showing a forward-thinking commitment to equity.

Known as “The Great Teacher,” Ransom shared his knowledge working with or influencing practically every future leader of the North American automobile industry. His collaborative spirit and passion for innovation laid the foundation for a community of makers, dreamers, and doers.

Today, REO Town channels that same energy—celebrating talent, fostering creativity, and building a community where access and opportunity drive the future. From its industrial roots to its artistic renaissance, from West Malcolm X Street to West Mount Hope Avenue, from Cedar Street to South Martin Luther King Jr. Boulevard, REO Town is where history fuels imagination.

With the Michigan Talent Partnership (MTP) grant, we aim to formalize REO Town as a Creative Talent District—a place where the legacy of Ransom Eli Olds and the spirit of innovation he embodied are not only preserved but actively cultivated. This district-wide strategy celebrates the ingenuity of Olds and the many visionaries who followed, while laying the groundwork for a future shaped by today's creative minds. **By investing in infrastructure, programming, and partnerships that support artists, makers, and entrepreneurs, we will transform REO Town into a magnet for talent who want to live, work, and build community in a place that values imagination and inclusivity.**



DISTRICT VISION

CREATIVE MOBILITY

Connecting Corridors of Innovation

PLACEMAKING & IDENTITY

A District That Tells Its Story

COMMUNITY ANCHORS

Spaces That Support Creative Living

ECONOMIC ACTIVATION

Fueling Creative Enterprise

LEGACY & LEARNING

A Community That Supports Creativity and Growth

A UNIQUE NEIGHBORHOOD

REO Town was selected as the site for the local Talent Plan because it offers a unique opportunity to attract and keep talent in Lansing. Its rich history, strong community, and location just south of Downtown make it a great fit for the goals of the MTP grant, which focuses on creating vibrant, walkable neighborhoods.

A LEGACY OF INNOVATION

Building off the legacy of namesake Ransom Eli Olds, the REO Town district continues to be a hub for creativity, collaboration, and opportunity. The MTP Grant will help REO Town grow into a “Creative Talent District” that honors this legacy.

CLOSE TIES TO DOWNTOWN LANSING

Downtown Lansing is already growing with new housing and mixed-use spaces that attract young professionals. REO Town is seen as a natural extension of this growth—connecting southern neighborhoods to the city center and adding to Lansing’s creative energy.

STRONG MARKET AND DEVELOPMENT POTENTIAL

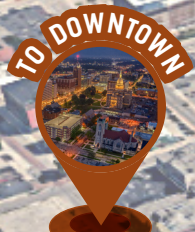
A 2023 study showed high demand for new housing and retail in REO Town, with potential for 30 new stores and 40,000 square feet of commercial space. Several sites are ready for development.

COMMUNITY AND BUSINESS SUPPORT

REO Town has an active Commercial Association and strong partnerships with groups like the Lansing Economic Area Partnership (LEAP) and the Lansing Economic Development Corp (LEDC), which help support local businesses and community programs. The district also focuses on mentorship, storytelling, and learning across generations.



THROUGH EIGHT KEY PROJECTS,
THE REO TOWN TALENT PLAN
WILL HELP ATTRACT AND RETAIN
TALENT IN THE CAPITAL CITY.



105 UNITS
Fountain Place Apartments

72 UNITS
REO Gateway

2. IN-PROGRESS 50+ UNITS
927 South Washington

112 UNITS
REO Town Apartments



**4. BRIDGE
UPDATES**

**BRIDGE
UPDATES**

3. ELM STREETSCAPE IMPROVEMENTS

5. WASHINGTON AVE TRANSIT IMPROVEMENTS



REO TOWN

TALENT PLAN

CREATIVE DISTRICT AND KEY MTP GOALS

The goal is to make REO Town a “Creative Talent District” that celebrates history and innovation. Together, these eight projects aim to make REO Town a vibrant, walkable, and inclusive neighborhood that attracts and retains talent—fully aligned with the Michigan Talent Partnership’s vision.

TRANSITIONING ROADWAY USAGE

The plan focuses on making streets safer and more welcoming for walking, biking, and transit:

- 3 Elm Street will get a new bike lane, better lighting, and signs to help people navigate.
- 4 Elm Street Bridge will be upgraded for safer pedestrian and bike access.
- 5 Washington Avenue will see improvements for buses and bikes.
- 8 River Trail will get new pavement, seating, and signs to make it more user-friendly.
- 6 Washington Bridge will have new steps and a ramp to connect people to the River Trail.
- 1 District-wide lighting and signage will help people find their way and encourage walking.

COMMERCIAL CORRIDOR ACTIVATION

Backed by a strong Commercial Association and =, REO Town will support local artists and entrepreneurs through flexible development options, vibrant storefront spaces, and more walkable connections to retail.

- 3 Elm Street will get a new bike lane, better lighting, and signs to help people navigate.
- 9 A market study determined there were enough consumer demand to support 30 new stores and the leasing of 40,000 square feet of retail space. The study also identified key catalytic sites that could help accommodate this projected demand..
- 3 Elm Street upgrades will help connect retail areas and boost foot traffic.
- 1 Wayfinding and placemaking will strengthen REO Town’s identity and attract visitors.

MIXED-USE DEVELOPMENT AND DENSITY

The plan encourages buildings that combine housing and retail to create a lively, walkable neighborhood.

- Market demand supports new housing and commercial space, including lofts above retail.
- There is market potential to support the development of 29 houses and 128 apartments each year.
- Multiple specific sites are ready for mixed-use development.
- 3 Elm Street improvements support zoning for mixed-use clusters.
- 2 927 South Washington project adds 50+ units.

AFFORDABLE OR MIDDLE-INCOME HOUSING

The plan supports expanding the housing supply in response to the needs identified in the Downtown Lansing Inc. Comprehensive Market Analysis, which highlighted a demand for additional lofts and apartment units. More housing options can help meet demand across income levels. Additionally, the plan will support the creation of 50+ new affordable units through the 927 South Washington development.

MULTI-MODAL TRANSPORTATION

Keystone projects like Elm Street, Washington Avenue, and the River Trail all support walking, biking, and transit. These projects all have outsized benefits-to-investment ratios and will transform REO Town..

QUALITY OF LIFE ENHANCEMENTS

The plan invests in parks, public spaces, and cultural amenities:

- 7 A new dog park at Elm Park will serve nearby residents.
- 8 River Trail upgrades include seating, art, and better pavement. Public art, signage, and lighting will reflect REO Town’s creative spirit.
- Programs will support community storytelling, mentorship, and cultural events.

REO TOWN

FLOWING WITH INNOVATION



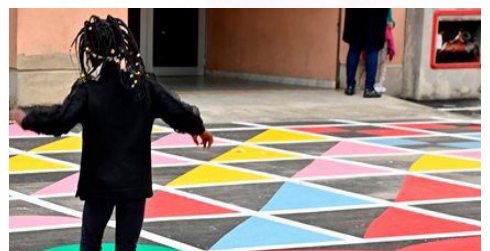
PROPOSED PROJECTS AND GOAL ALIGNMENT

1 DISTRICT WAYFINDING, LIGHTING AND PLACEMAKING

Creating a unified, walkable district identity through the installation of custom wayfinding signs, an interactive lighting sculpture, a public art piece, expanded tree canopy, pavement art, and murals.

HOW IT SUPPORTS MTP GOALS

These improvements are intended to beautify the area, tell REO Town's story, and attract creative talent who are drawn to vibrant, expressive, and culturally rich environments. By strengthening the district's identity, the project aims to improve pedestrian navigation and boost foot traffic to local businesses and cultural destinations, thereby activating the commercial corridor and supporting mixed-use spaces. These placemaking improvements will help attract and retain talent by meeting several goals of the MTP grant.

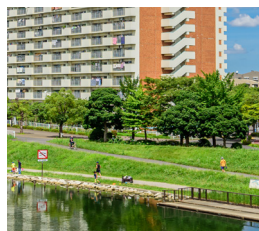


2 927 SOUTH WASHINGTON AFFORDABLE HOUSING AND PUBLIC SPACE

The new housing project will bring 50+ affordable housing units to REO Town, along with a new public space managed and operated through a public-private partnership. This space will feature a small park and an inviting, accessible route to the River Trail at the gateway point entering REO Town from Downtown. Amenities will include a public washroom facility managed by the adjacent housing development, a small gathering area, and additional spaces for relaxation. The site will also offer public bike parking and a fix-it station.

HOW IT SUPPORTS MTP GOALS

The project supports Michigan Talent Partnership goals by adding affordable housing and creating a welcoming public space that encourages walking, biking, and community connection. Located at a key entry point to REO Town, it helps attract and retain talent by improving access, livability, and neighborhood identity.



3 ELM STREETSCAPE

The planned enhancements along Elm Street are designed to transform the corridor into a more pedestrian- and bike-friendly environment. Improvements will include tactile safety features for both pedestrians and cyclists, as well as upgraded lighting, street furniture, and signage to strengthen the connection between Washington Street and the River Trail.

HOW IT SUPPORTS MTP GOALS

By creating a more accessible corridor, the project connects two key retail nodes (Washington Avenue and Elm Street), which is expected to increase foot traffic vital for supporting local entrepreneurs and activating the commercial corridor. The improvements also facilitate a transition towards mixed-use clusters and support future development, aligning with density goals.



4 ELM STREET BRIDGE

Making the Elm Street Bridge safer and more welcoming by expanding the scope of a previously planned update to include a 10-foot shared-use path that better connects it with the River Trail, as well as an additional 5-foot pedestrian sidewalk. These additions are enhancements to the original design.

HOW IT SUPPORTS MTP GOALS

Upgrades to the bridge will mark it as a key entry point into the district and nearby parks, making it easier and more inviting for people to walk or bike to green spaces. This supports multi-modal transportation and enhances the overall attractiveness and connectivity of the community.

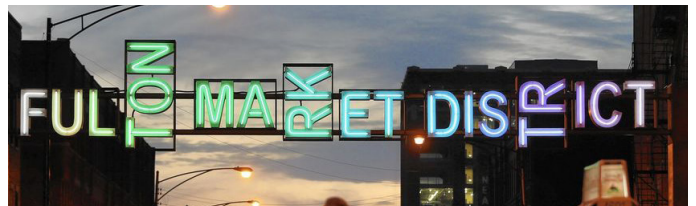


5 WASHINGTON AVENUE TRANSIT

Focusing on enhancing transit along Washington Avenue, including an updated bikeway and six enhanced bus stops equipped with real-time screens and annunciators. It also includes a gateway feature into REO Town and special lighting.

HOW IT SUPPORTS MTP GOALS

By improving transit options for both bus and bike users, the project directly supports the transition from car reliance and enhances multi-modal transportation access. These improvements enhance overall quality of life by making access to various parts of the district and nearby green spaces more convenient, safe, and inviting for residents and visitors alike.

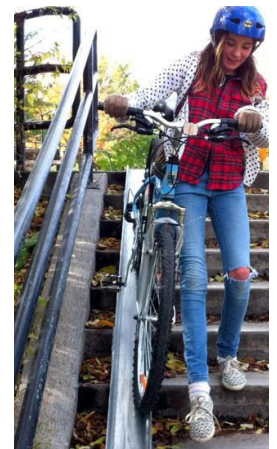


6 WASHINGTON BRIDGE RIVER ACCESS

This project will add steps from the Washington Avenue Bridge down to the River Trail, along with new lighting and gateway features.

HOW IT SUPPORTS MTP GOALS

The improvements will make it easier and safer for people to reach the river and enjoy the trail, while also making the bridge area more welcoming and attractive. This directly supports multi-modal access and enhances the quality of recreational spaces.





7 ELM DOG PARK

Redesigning the existing Elm Park along the River Trail will include dedicated dog park facilities, likely split into sections for large and small dogs. Access will be managed via a paid key fob system.

HOW IT SUPPORTS MTP GOALS

This amenity directly supports the daily lives of creative professionals and families, fostering community, wellness, and spontaneous networking, which are key ingredients for a thriving creative ecosystem. It provides better proximity to recreational opportunities for residents in REO Town and Downtown's high-density residential developments, as it would be the city's second dog park.

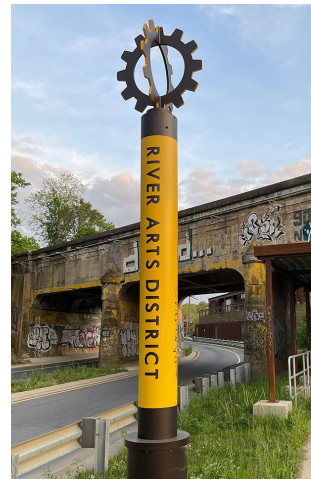


8 RIVER TRAIL ENHANCEMENTS

Improving the River Trail by adding lighting and sustainability elements.

HOW IT SUPPORTS MTP GOALS

These updates will make the trail more comfortable, easier to use, and more enjoyable to explore. Enhancing the trail supports the lifestyle of creative talent who value walkability, sustainability, and access to vibrant public spaces.



9 HOUSING GAPS

Soliciting developers for the development opportunity sites highlighted in the 2023 Comprehensive Market Study using the findings and related materials.

HOW IT SUPPORTS MTP GOALS

Implementing the market study will support MTP goals since the study itself highlighted opportunities to make city neighborhoods more walkable and vibrant. It shows strong demand for new lofts and apartments, encourages mixed-use development, and recommends strategies to revitalize business corridors with local shops. Overall, the study guides improvements that help attract and retain residents by improving quality of life.





EXISTING LOCAL PLANNING DOCUMENTS THAT SUPPORT THE TALENT PLAN

The local talent plan narrative is supported by several existing planning documents and studies:

TRI-COUNTY REGIONAL PLANNING COMMISSION COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

This document provides additional insights into Lansing's role as a central hub of Michigan activity. This context reinforces the city's broader economic development goals and the strategic importance of investing in areas like REO Town to attract and retain talent.

2023 COMPREHENSIVE MARKET STUDY AND PUBLIC REALM RECOMMENDATIONS

The study identified strong demand in REO Town for new and rehabbed housing—both rental and ownership. It also recommended adding 30 retail stores over ten years and leasing 40,000 square feet of commercial space within five years, supporting mixed-use development and a vibrant retail core. Additionally, the public realm recommendations are integrated in proposed district improvements.

MX-2 ZONING

Key development sites (Sites 1, 2 and 3) and areas like Elm Street and Washington Avenue fall under MX-2 zoning, which encourages high-density, mixed-use development. This aligns MTP goals by promoting a shift from small commercial buildings to mixed-use clusters. The market study also supports this, suggesting buildings could include retail with up to six stories of lofts above.

MSHDA-SUPPORTED REGIONAL HOUSING PARTNERSHIP

The plan to increase access to affordable or middle-income housing is preferably in concert with the goals laid out in an MSHDA-supported Regional Housing Partnership Plan, aligning with one of the key MTP goals. This highlights an existing framework or partnership that the project aims to leverage for housing initiatives.

WALKABILITY AND TRANSIT RICH AREAS

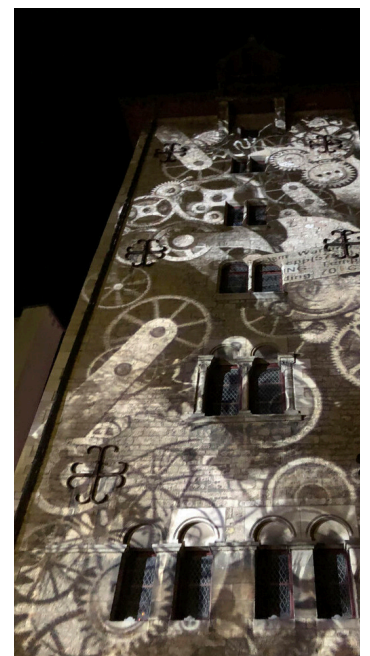
MOBILITY AND MULTI-MODAL ACCESS PLAN

The Talent Plan includes mobility and multi-modal project design to advance the goals of the Michigan Transportation Plan by fostering a more walkable, transit-accessible, and creatively vibrant district. Through the Creative Mobility strategy, the plan prioritizes pedestrian, bike, and transit infrastructure over car-centric design, supporting equitable and sustainable urban development.

KEY STRATEGIES

- **Wayfinding:** Wayfinding and placemaking enhancements—such as signage, lighting, public art, and landscaping—to improve safety, accessibility, and district identity.
- **Elm Street Enhancements:** Corridor and bridge upgrades will deliver protected bike lanes and improved connectivity between commercial and recreational areas.
- **Washington Avenue:** The avenue will receive transit-focused improvements, including upgraded bus stops and real-time information systems.
- **River Trail:** Trail enhancements will increase pedestrian and cyclist comfort through resurfacing, seating, and better access points.

Collectively, these projects strengthen multi-modal connectivity, support local businesses, and reinforce REO Town's role as a creative and inclusive urban hub. Funding will accelerate implementation and ensure long-term community impact through increased mobility, economic vitality, and public space activation.



HIGH-DENSITY DISTRICTS

ADVANCING DENSITY AND MIXED-USE DEVELOPMENT

Lansing's use of Form-Based Code supports a variety of high density uses to thrive in REO Town, seamlessly integrating with the existing fabric of the neighborhood. The Talent Plan district is zoned as MX-2 Community Center and DT-1 Edge. The purpose and intent of the MX-2 Community Center district is to provide for both horizontal and vertical mix of uses, typically with retail or commercial space on the ground-floor and office or residential uses on upper floors. The DT-1 Downtown Edge district permits a mixture of office and residential uses complementary to the downtown core but lower in intensity. These zoning uses have successfully contributed to construction projects recently completed or soon to be completed, bringing needed density to the area.

KEY STRATEGIES

- Creating 50+ new affordable units through the 927 South Washington development.
- Existing High-Density Housing: Includes REO Town Apartments (112 units), REO Gateway (72 units), and others totaling over 300 units.
- Addressing Housing Gaps: A 2023 market study shows demand for lofts and apartments to expand access to mixed-income housing, increase access to a variety of housing styles, and develop housing for a variety of price points.



QUALITY OF LIFE

IMPROVING QUALITY OF LIFE IN REO TOWN

Planned activities in REO Town align with the MTP goal to enhance quality of life through parks, green spaces, outdoor recreation, and cultural amenities. The district is being transformed into a Creative Talent District that attracts people who value walkability, sustainability, and vibrant public spaces.

KEY STRATEGIES

CULTURAL ARTS AND PLACEMAKING

- **Public Art and Signage:** Custom signs, lighting sculptures, and murals will create a walkable, expressive district that reflects REO Town's creative identity.
- **Community Programming:** Local residents will help lead cultural events, fostering pride and creativity.
- **River Trail Enhancements:** New pavement, seating, and art will make the trail more inviting and accessible.

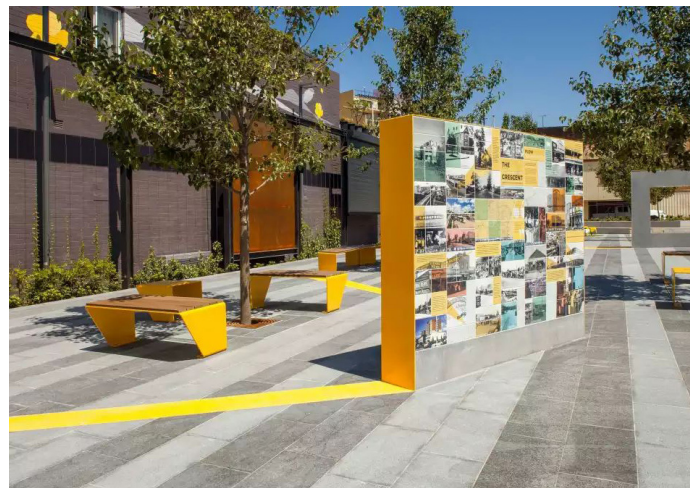
PARKS AND OUTDOOR RECREATION

- **Elm Dog Park:** Redesigned park with separate areas for large and small dogs, serving nearby residential areas.

IMPROVED ACCESS TO GREEN SPACES

- **Elm Street Bridge and Washington Avenue:** Upgrades along these corridors will make parks easier to reach by foot or bike.
- **Washington Bridge River Access:** This project adds steps and ramps to connect to the River Trail.
- **River Trail Rest Areas:** These areas will offer new seating and leisure spots.

These efforts support REO Town's vision of a connected, creative, and livable district—directly advancing MTP's quality of life goals.



LOCALLY OWNED BUSINESS

SUPPORTING THE CREATION AND ONGOING SUCCESS OF LOCALLY OWNED BUSINESS

KEY STRATEGIES

REO Town’s vision to become a Creative Talent District is deeply rooted in supporting locally owned businesses. The plan outlines a strong commitment to fostering support and sustaining local entrepreneurs, artists, and makers—directly advancing MTP goals.

ACTIVATING COMMERCIAL CORRIDORS

Placemaking and infrastructure improvements in REO Town are designed to strengthen the district’s identity and support local businesses. Custom signage, interactive lighting, public art, and murals will draw visitors and enhance the area’s cultural appeal. Upgrades to Elm Street—including bike lanes, lighting, and wayfinding—will improve walkability and connect key retail areas. Enhancements along the River Trail, such as better pavement, seating, and signage, will boost connectivity and attract more foot traffic to nearby businesses.

FLEXIBLE, LOW-BARRIER DEVELOPMENT

The plan aims to create accessible opportunities for entrepreneurs to revitalize vacant retail spaces. Guided by retail best practices and a 2023 market study projecting demand for up to 40,000 square feet of commercial space, the strategy encourages mixed-use buildings, a diverse business mix, and clustering of restaurants and entertainment in the district core. Key opportunity sites include ground-floor retail in new mixed-use developments, activated plazas for dining and commerce, and residential-over-retail formats—all designed to foster market-driven growth and community vibrancy.

ENTREPRENEURIAL SUPPORT AND PARTNERSHIPS

The Commercial Association provides outreach, programming, and funding to assist new businesses in launching and growing. In partnership with LEAP and LEDC, entrepreneurs also gain access to business support services, professional development, and potential credit opportunities through community collaborations. The Legacy & Learning pillar further strengthens this ecosystem by fostering mentorship, intergenerational learning, and community-led programming. Together, these strategies directly advance MTP goals by activating commercial corridors, filling vacant retail spaces, and empowering local entrepreneurs with the tools and resources they need to succeed.



IMPLEMENTATION AND SUSTAINABILITY

IMPLEMENTING AND MAINTAINING LANSING'S LONG TERM TALENT PLAN

Over the next four years, REO Town will undergo a coordinated transformation guided by a shared vision and a committed consortium of city departments and community partners. This plan outlines how governance, implementation, community activation, and long-term sustainability will come together to support the district's growth and vitality.

GOVERNANCE AND COORDINATION

To ensure alignment and accountability, a consortium will continue to meet regularly—bringing together representatives from Public Service, Parks, the Planning Department, the Mayor's Office, and the Commercial Association. These meetings, held quarterly or more frequently if needed, will serve as a space to coordinate activities, review progress, and troubleshoot challenges. Transparent reporting and documentation will be maintained throughout to keep all stakeholders informed and engaged.

PROJECT IMPLEMENTATION

Infrastructure improvements will be led by Public Service, focusing on streetscape upgrades and art installations within the public right-of-way. Their leadership will ensure that projects are efficiently rolled out and technically sound.

The Parks Department will take charge of integrating new amenities—such as the dog park, enhancements to the River Trail, and additional art installations—within their jurisdiction. Meanwhile, the Planning Department will facilitate site plan reviews and ensure that all efforts are aligned across departments through established city processes.

COMMUNITY ACTIVATION AND CAPACITY BUILDING

The Commercial Association will play a central role in activating public spaces through events, outreach, and placemaking in tandem with LEDC, which is leading these initiatives. Their efforts will be supported by capacity-building initiatives and technical assistance to ensure that improvements are not only implemented but also embraced and sustained by the community.

LONG-TERM SUSTAINABILITY AND MAINTENANCE

Sustainability is built into every aspect of this plan. Once developed, new public spaces and amenities will be folded into the Parks Department's annual operations and maintenance budget. This ensures ongoing care—landscaping, repairs, and general upkeep—through existing city resources. Maintenance plans will be reviewed annually to adapt to changing needs.

Public Service will similarly take responsibility for long-term care of infrastructure improvements, including bridges, lighting, and wayfinding. These assets will be added to the department's regular maintenance schedule, with coordination across departments to address issues like public art repairs or infrastructure updates.

The consortium will continue to meet to monitor the condition of investments, review maintenance reports, and ensure that both Parks and Public Works are adequately resourced. This collaborative oversight allows for shared responsibility and quick responses to emerging needs.

Community partners, especially the Commercial Association, will help identify maintenance needs through ongoing activation and stewardship. Their feedback will be essential in keeping public spaces vibrant, safe, and welcoming.

Together, these efforts guarantee that all physical and programmatic investments made in REO Town will be maintained well beyond the initial grant period.

PROJECT CONSORTIUM

INFORMATION

Lansing is fortunate to have had an active and engaged consortium of local leaders involved in the creation of this Talent Plan. Through weekly meetings, interactive workshops, and walking tours, they played a direct role in the shaping of the Talent District. Lansing was also supported by a variety of key stakeholders throughout the process, including residents, the Michigan Department of Transportation, Lansing Brownfield Redevelopment Authority, and the Michigan Department of Environment, Great Lakes, and Energy. Several of these stakeholders will also be actively involved in the operations and maintenance of these projects beyond the extents of the grant.

CONSORTIUM MEMBER	SKILLS AND VALUE
City of Lansing (Office of the Mayor, and Departments of Public Works, Parks & Recreation, and Economic Development & Planning)	Implementing public improvements (parks, roads, trails, sidewalks, lights, etc.)
Lansing Economic Development Corporation	Lead consortium coordinator and fiduciary.
Capital Area Transportation Authority	Studying, planning, and implementing public transit improvements (Comprehensive Operational Analysis, bus shelters)
REO Town Commercial Association	Events, outreach, placemaking
MSU Center for Community & Economic Development	Best practices, research, and “go between” for City and University.
MSU Foundation	Tech hub exploration, placemaking expertise
Lansing Economic Area Partnership	Regional coalition building
Lansing Board of Water & Light	Lansing Board of Water & Light is committed to partnership on matters related to electric and water on this project. All infrastructure investments made by the BWL to add lighting, etc. will be properly maintained in perpetuity following the regular maintenance schedule..
Tri-County Regional Planning Agency	Planning, funding, implementing regional trail improvements.

ELIGIBLE ACTIVITIES AND PROJECT READINESS

This Talent Plan incorporates a range of eligible activities across the proposed projects to ensure a comprehensive and forward-looking approach. These efforts are designed to prepare the community for immediate implementation upon receipt of grant funding.

I. PLANNING, ENGINEERING, AND LOCAL ASSESSMENTS

All physical projects in the REO Town Talent Plan include engineering and design planning.

II. COMMUNITY ENGAGEMENT AND STAKEHOLDER SUPPORT

- Each component of the unified REO Town improvements is backed by a strong Commercial
- LEAP partnership and LEDC leadership provides business support and community collaboration.
- Stakeholders, City staff, and partners are committed to ensuring that programming is community-led and inclusive.
- To elevate the REO Town Talent area's welcoming and supportive culture for residents, visitors, and global talent, wayfinding and placemaking are top priorities for the RCTA consortium.

V. ROAD AND SURFACE IMPROVEMENTS FOR WALKABILITY AND TRANSIT ACCESS

- To ensure REO Town's contribution to regional and global talent no matter the challenges, there is a concerted vision to shift from car-centric roads to multimodal corridors.
- Elm Streetscape and Bridge projects increase bike and pedestrian safety and access across all age groups.
- Washington Ave upgrades enhance bikeways and bus stops, because talent is not limited to one path.
- River Trail improvements include new pavement, signage, and access ramps, linking REO Town with rejuvenating greenspace.

VI. SUPPORT FOR SMALL BUSINESSES AND ENTREPRENEURS

- Commercial Association and LEAP offer funding, credit access, and professional development to local businesses, just one example of Lansing's belief that world-changing efforts start at home.
- LEDC and LEAP coordinate to offer personalized supports to small business and maximize investments.

VII. PARKS, GREEN SPACE, AND PUBLIC ART ENHANCEMENTS

- To cultivate balanced life opportunities, spontaneous networking, and high standards of living,
- Placemaking includes custom signage, lighting, and public art.
- River Trail improvements add seating and art installations.

ZONING AND CODE RESTRICTIONS

MX-2 COMMUNITY CENTER

The purpose and intent of the MX-2 Community Center district is to provide for both horizontal and vertical mix of uses, typically with retail or commercial space on the ground-floor and office or residential uses on upper-floors. Ground-floor uses should be active and pedestrian-focused. Development is characterized by buildings located closer to the street to promote walking and biking, and to create a character that is more “place” based than auto-oriented. This district permits taller buildings and reduced parking requirements to encourage the level of density necessary to support vibrant urban spaces within the area. Development in this district needs to maintain a consistency in character and form with adjacent sites to create the type of neighborhood centers desired.

DT-1 DOWNTOWN EDGE

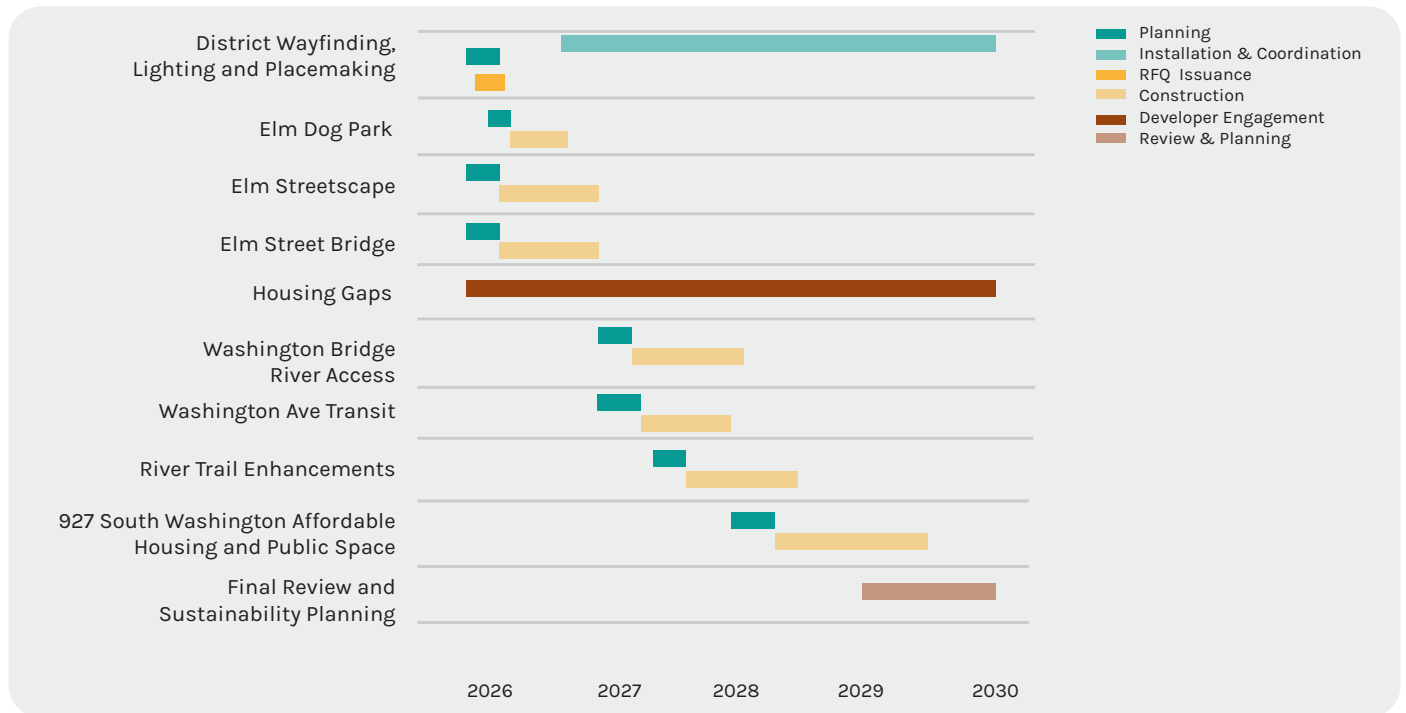
The DT-1 Downtown Edge district permits a mixture of office and residential uses complementary to the downtown core but lower in intensity. Downtown Edge areas are intended to retain elements of the historic residential character such as short block lengths and existing front-yard setbacks. One purpose of this district is to permit homes to be converted to offices provided the historic residential character is maintained.

Multifamily and mixed-use development are principally permitted in both districts.

Lansing requires all new commercial and multi-family developments to meet the 2015 Michigan Building Code (incorporating the 2015 International Building Code with State amendments).



PROJECT IMPLEMENTATION TIMELINE



2026

GOVERNANCE

The REO Town consortium composed of representatives from Public Services, CATA Parks, the Planning Department, the Mayor's Office, and the Commercial Association. Quarterly coordination meetings align implementation efforts and monitor progress.

ACTIVATION

Initial outreach and engagement for the funded projects is led by the Commercial Association. Preparations begin for placemaking events and public art installations.

MAINTENANCE

Parks and Public Works begin integrating new assets into long-term maintenance schedules. Initial documentation of maintenance protocols for new infrastructure and amenities is established.

PROJECTS

- District wayfinding, lighting and placemaking enters its planning phase from January to March. A public art RFQ is issued between February and March. Installation and coordination begin in October and continue through December 2029.
- Elm Dog Park undergoes planning from March to April and construction from May to September.
- Elm Streetscape is planned from January to March and constructed from April to December.
- Elm Street Bridge is planned from January to March and constructed from April to December.
- Housing gaps developer engagement begins and continues through 2029.

2027

GOVERNANCE

The consortium conducts its first annual review of progress and adjusts strategies as needed. Coordination across departments continues for active projects.

ACTIVATION

Public events and placemaking activities are launched in newly improved spaces. Community engagement efforts expand around transit and River Trail improvements.

MAINTENANCE

Maintenance plans are updated based on completed installations. Parks begins routine care of the dog park and Public Service begins routine maintenance of streetscape elements.

PROJECTS

- District wayfinding, lighting and placemaking continues with coordination and maintenance.
- Housing gaps developer engagement continues.
- Washington Bridge river access is planned from January to March and constructed from April 2027 to January 2028.
- Washington Avenue transit is planned from January to April and constructed from May to December.
- River Trail enhancements are planned from June to August and constructed from September 2027 to June 2028.

2028

GOVERNANCE

The consortium reviews community feedback and adjusts implementation strategies. Interdepartmental coordination continues for housing and trail projects.

ACTIVATION

The Commercial Association expands outreach and programming in improved public spaces. Technical assistance and capacity-building support are provided to community partners.

MAINTENANCE

Maintenance plans are refined based on usage data and feedback. Long-term care protocols are established for River Trail and transit infrastructure.

PROJECTS

- District wayfinding, lighting and placemaking continues with coordination and maintenance.
- Housing gaps developer engagement continues.
- Washington Bridge river access construction continues and completes in January 2028.
- River Trail enhancements construction continues and completes in June 2028.
- 927 South Washington Affordable Housing and Public Space enters the planning phase from January to April and begins construction in May 2028, continuing through June 2029.

2029

GOVERNANCE

The consortium conducts a final review and prepares a sustainability roadmap. Documentation of lessons learned and best practices is completed.

ACTIVATION

The final round of community events and feedback collection is held. Transition planning begins for long-term stewardship by local partners.

MAINTENANCE

Parks and Public Works finalize integration of all new assets into annual budgets. Ongoing monitoring and responsive maintenance protocols are established.

PROJECTS

- District wayfinding, lighting and placemaking continues with maintenance and coordination.
- Housing gaps developer engagement continues.
- 927 South Washington Affordable Housing and Public Space construction is completed in June 2029.

MEASUREABLE OUTCOMES



MOBILITY AND INFRASTRUCTURE

Goal: Improve multi-modal access and safety across key corridors

- Metrics
 - Percent of infrastructure upgrades on Washington Avenue and River Trail completed
 - Miles of additional trails developed since project start

Goal: Expand district-wide wayfinding and lighting

- Metrics
 - Number of new lighting fixtures installed
 - Percent of lighting fixtures that are LED
 - Number of new signage installed
 - Percent of planned fixtures and signs installed

ECONOMIC DEVELOPMENT

Goal: Activate commercial corridors to support local business growth

- Metrics
 - Percent of identified market demand met (measured in number of new storefronts and square feet of new retail space leased)
 - Number of Technical Assistance programs

Goal: Improve vacancy rates

- Metrics
 - Retail vacancy rate

APPENDICES

Appendix A: Local Planning Documents

Appendix B: Mayor's Letter of Support

Appendix C: Budget

Appendix D: Letters of Evidence

Appendix E: Letters of Support

HOUSING AND MIXED-USE DEVELOPMENT

Goal: Deliver new housing units and promote mixed-use buildings

- Metrics
 - Number of housing units developed
 - Number of housing units rehabilitated
 - Number of permits granted for mixed-use development
 - Percent of identified market demand met (measured in number of units developed and number of units rehabilitated)
 - Number of Talent District identified sites activated

AFFORDABILITY AND INCLUSION

Goal: Expand housing options across income levels

- Metrics
 - Percent of units developed by percent of area median income (30%, 60%, 80% and above)

QUALITY OF LIFE AND CULTURE

Goal: Enhance public spaces and cultural amenities

- Metrics
 - Percent of Elm Park improvements completed

Goal: Grow community programming

- Metrics
 - Number of event permits granted

Goal: Strengthen REO Town's identity through placemaking

- Metrics
 - Number of public art installations