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TO: City Planning Commission

FROM: Kimani Jeffrey, City Planner

RE: Request of Giffels Webster to amend Chapter 50 of the 2019 Detroit City Code, Zoning by amending Article XVII, *Zoning District Maps*, Section 50-17-8, *District Map 7* of the Detroit Zoning Ordinance to show an SD2 (Special Development District, Mixed Use), where a B4 (General Business District) and R2 (Two-Family Residential District) zoning classification is currently shown on the area generally bounded by West Grand Boulevard, Milwaukee Avenue, Ferry Park Street, and Holden Street and more specifically known as 1498, 1506, 1510, 1516, 1524, 1528, 1534, 1540, 1546, and 1556 Ferry Park and also 2648, 2650 and 2658 West Grand Boulevard. The subject parcels are depicted on the map below.

The proposed rezoning is being requested in order to construct a new museum building south of the existing Hitsville, USA museum. The proposed rezoning also seeks to retain zoning consistency of the Motown Historical Museum properties, and to bring parcels into conformity with the Master Plan of Policies.

DATE: July 9, 2024

Before the City Planning Commission is the request of Giffels Webster to show an SD2 (Special Development District, Mixed Use), where a B4 (General Business District) and R2 (Two-Family Residential District) zoning classification is currently shown on the area generally bounded by West Grand Boulevard, Milwaukee Avenue, Ferry Park Street, and Holden Street and more specifically known as 1498, 1506, 1510, 1516, 1524, 1528, 1534, 1540, 1546, and 1556 Ferry Park and also 2648, 2650 and 2658 West Grand Boulevard.

The proposed rezoning is being requested in order to construct a new museum building south of the existing Hitsville, USA museum. The proposed rezoning also seeks to retain zoning consistency of the Motown Historical Museum properties, and to bring parcels into conformity with the Master Plan of Policies.

On July 11, 2024, the City Planning Commission will hold a 5:15pm public hearing on this rezoning request.



Rendering of the proposed Motown Museum

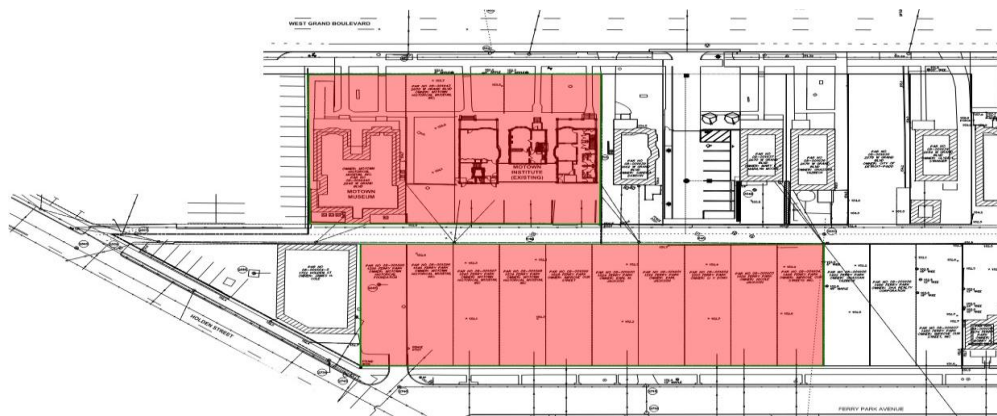
BACKGROUND

The Motown Museum has been pursuing an expansion project that was first announced in 2016. The project is projected to cost \$65 million. The first phase of construction included an educational and artist development space known as Hitsville Next; a space for young people from the community to learn about music recording and production. This space was created within the now conjoined three houses that abut the main Hitsville USA museum. That phase was completed and opened in 2021.

The second phase of construction entailed the brand new plaza in front of the existing museum and restoration work on the Hitsville building. This phase was completed in 2022. The last phase of the project will include the construction of the new museum expansion building to the rear of Hitsville USA.

PROPOSAL

The proposal includes the construction of a new museum immediately south of the existing Hitsville, USA museum. The new Motown expansion project is planned to be 33,000 square feet and approximately 53 feet in height and will span across several parcels on Ferry Park Avenue. Additionally, the site will integrate utility connections and also address pavement repair conditions surrounding the museum. The subject parcels are all proposed to be rezoned to SD2.



NOTE:

RED PARCELS ARE OWNED BY MOTOWN, CURRENTLY ZONED NORTH OF ALLEY B4, SOUTH OF ALLEY R2, AND PROPOSED TO BE REZONED TO SD2

PLANNING CONSIDERATIONS

Surrounding Zoning and Land Use

The zoning classification and land uses surrounding the subject area are as follows

- North:** B4; businesses
East: B4; Williams Community Living
South: R2; two family residential
West: B4; James H. Cole Home for Funerals

Current Zoning

The current R2 zoned parcels where the new museum building is planned to locate are on Ferry Park just south of the Hitsville Museum. The R2 zoning classification is primarily designed for two family dwellings or complimentary uses. The existing zoning district will not permit the museum. The proposed SD2 zoning district will allow the proposed use by-right.

The additional Motown owned parcels on West Grand Boulevard that are within the footprint are also being proposed for rezoning so that parcels under control of Motown will maintain zoning consistency for their property and additionally to bring the subject parcels into conformance with the Master Plan of Policies.

Proposed Zoning

The SD2 Special Development District is designed to encourage a complementary mixture of more intensive pedestrian and transit-oriented uses that may be compatible with a neighborhood center or with a location along major or secondary thoroughfares. Parking requirements are reduced in certain circumstances to promote use of transit and non-motorized transportation; shared parking and a district approach to parking are encouraged to lessen demand for off-street parking spaces. Certain establishments that serve alcohol for consumption on the premises are permitted without a spacing requirement in order to attract increased pedestrian traffic to the area. Other significant SD2 provisions are found below:

Maximum height:

- 45 feet for single-use (3 story)
- 60 feet for mixed-use (5 story)
- 80 feet for mixed-use when fronting a street more than 60 feet wide (so long as the building is set back a minimum of 40 feet from any land zoned R1, R2, R3)

Other provisions:

- Bars by-right (no hearing required)
- Off-street parking prohibited between the front façade of buildings and the street
- Side setbacks not required (unless next to R1-R4)

Small-scale manufacturing uses allowed by-right:

- Low/Medium impact Manufacturing or Processing “maker” uses
- Jewelry manufacture
- Low-impact Manufacturing /Processing
- Lithographing, and sign shops
- Trade services, general, except cabinet making
- Wearing apparel manufacturing
(Limited to 5,000 square feet and 10% of the area must be used as a retail store)

Master Plan Consistency

The subject rezoning site is located within the Rosa Parks area of Neighborhood Cluster 6 of the Detroit Master Plan of Policies (MP). The Future Land Use map for this area shows Mixed-Residential/Commercial (MRC).

According to the Master Plan Zoning Table that correlates Master Plan designations to zoning districts, the SD2 zoning classification is consistent with the MRC future land use designation.

The Planning and Development Department (P&DD) has been requested to provide a letter confirming the consistency of this proposal with the Master Plan.

COMMUNITY INPUT

The petitioner has informed several neighbors and entities about this proposal. CPC staff participated in a community meeting regarding the proposed rezoning on September 19, 2022. Surrounding residents and businesses were invited to this meeting and it was well attended. Most comments were supportive of the proposed rezoning and some questions were raised and answered. No opposition was raised and staff has not received any calls regarding this item since that time.

In the application for this item, the petitioner provides names for supporters of the proposal which include Henry Ford Health System, James H. Cole Home For Funerals, Brazelton's Flowers, Dr. Kaigler and Associates Dental, and the Motown Group Properties.

ANALYSIS

Zoning Ordinance Approval Criteria

According to Sec. 50-3-70, Approval criteria, recommendations and decisions on an amendment of a zoning map in Article XVII shall be based on consideration of all of the following criteria (accompanied by staff's analysis):

- (1) *Whether the proposed amendment corrects an error or meets the challenge of some changing condition, trend or fact;*

The proposed amendment would meet a challenge of a changing condition, to allow for the retention and expansion of an internationally regarded Detroit landmark. The Motown Museum is a part of the local West Grand Boulevard African American Arts and Business Historic District and also on the National Register of Historic Places. This rezoning to allow for expansion will ensure that the museum has continued life and will help to expand the reach of an iconic site in Detroit's history.

- (2) *Whether the proposed amendment will protect the health, safety, and general welfare of the public;*

The proposed amendment will not negatively impact the health, safety and general welfare of the public. This proposal has been reviewed by all pertinent City departments and the plan has been generally approved at a preliminary level subject to final site plan review. Departments are generally satisfied with the overall plan that has been presented.

- (3) *Whether the proposed amendment is consistent with the Master Plan and the stated purposes of this chapter;*

Staff believes that the proposed amendment is consistent with the Master Plan and its stated purposes, in accordance with the zoning districts that are appropriate with the Master Plan

designation for this site.

- (4) *Whether the City and other service providers will be able to provide adequate public facilities and services to the subject property, while maintaining adequate levels of service to existing development;*

Public facilities and services are being planned for by the petitioner and the City departments to ensure that adequate services are in place. A Buildings, Safety Engineering and Environmental Department meeting that includes all City Departments has been held for this project to confirm that all services will be adequate. DTE and DWSD have weighed in on the plans and expect that this project will be serviceable.

- (5) *Whether the proposed rezoning will have significant adverse impacts on the natural environment, including air, water, soil, wildlife, and vegetation and with respect to anticipated changes in noise and regarding stormwater management;*

The proposed rezoning is not expected to have adverse impacts on the natural environment.

- (6) *Whether the proposed amendment will have significant adverse impacts on other property that is in the vicinity of the subject tract;*

The petitioner has worked with the community to gain general support. CPC staff has also participated and influenced the final outcome of the plan to mitigate all potential impacts to the surrounding area, especially as it relates to parking and circulation to the site. The petitioner has presented a plan to mitigate any parking related issues. The plan takes into account hours of operation for Motown museum in comparison to adjacent businesses and provides shuttle services and remote parking to relieve any issues.

- (7) *The suitability of the subject property for the existing zoning classification and proposed zoning classification;*

The existing zoning classification only allows for two family homes or comparable development at the site of the proposed new museum. This would not permit the proposed project. The SD2 zoning district will allow for the proposed museum use to be established, so staff deems it suitable as it is consistent with the Historical mixed-use character of the area and is in conformance with City policy.

- (8) *Whether the proposed rezoning will create an illegal "spot zone."*

Staff has worked with the petitioner to devise the best zoning plan that is possible given the ownership of parcels and other constraints and do not consider the proposed zoning configuration to be a spot zone.



Proposed parcels to be rezoned are shaded and outlined with a dashed line.

Attachment:
Plans

cc: Antoine Bryant, Director, PDD
Greg Moots, PDD
David Bell, Director, BSEED
Conrad Mallett, Corporation Counsel
Bruce Goldman, Law
Daniel Arking, Law

