



**PLANNING AND
DEVELOPMENT DEPARTMENT**

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MEMORANDUM

TO: The Honorable Mary Sheffield, Council President *Antoine Bryant*
FROM: Antoine Bryant, Director, Planning and Development Department (PDD)
DATE: October 6, 2023
RE: Community Outreach Report for the City of Detroit Master Plan of Policies
(Master Plan)

Below is a detailed description of the community outreach efforts led by the Planning and Development Department with assistance from the Department of Neighborhoods (DON).

1. How many meetings have or will occur?

Engagement for the Community Outreach Ordinance (COO) was comprised of two public meetings, as required for Class A Neighborhood Proposals. The following two public meetings were held virtually and noticed per the COO notification requirements:

COO ENGAGEMENT PUBLIC MEETINGS

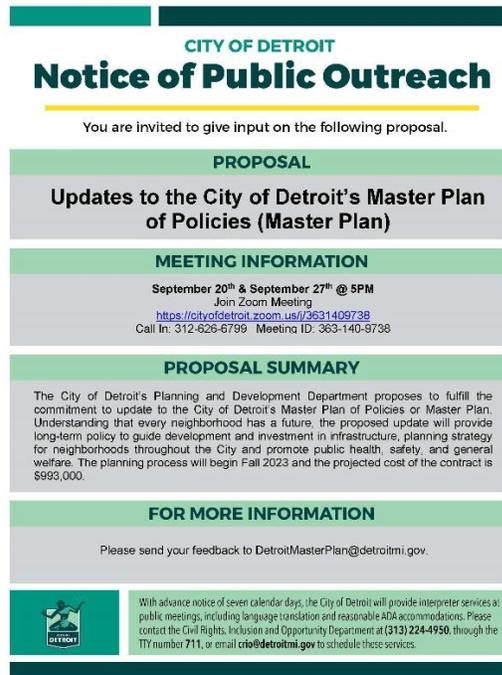
1. **Meeting 1** was held via Zoom during a special citywide DONcast meeting on Wednesday, September 20, 2023, from 5:00p to 6:00p. Forty-seven people attended this meeting including City staff, community development corporations, block club leaders and residents from all seven Council districts.
2. **Meeting 2:** was held via Zoom during a special citywide DONcast meeting on Wednesday, September 27, 2023, from 5:00p to 6:00p. Sixty-three people attended this meeting including City staff, community development corporations, block club leaders and residents from all seven Council districts.

At the meetings, PDD gave an overview of the current Master Plan, goals for the updated Master Plan process, contract scope with deliverables, proposed plans for review (neighborhood framework plans and other department plans). At the conclusion of the presentation, attendees provided feedback on the proposed contract and were encouraged to submit additional feedback at detroitmasterplan@detroitmi.gov. A comprehensive analysis of the feedback is listed below.

2. How were people notified or will they be notified?

Both COO meetings, **Meeting 1: September 20, 2023 and Meeting 2: September 27, 2023**

were noticed in compliance with the Community Outreach Ordinance. The COO notice for *both* meetings was distributed and posted as follows:



The flyer is titled "CITY OF DETROIT Notice of Public Outreach". It contains the following sections:

- PROPOSAL:** Updates to the City of Detroit's Master Plan of Policies (Master Plan)
- MEETING INFORMATION:** September 20th & September 27th @ 5PM. Includes Zoom link: <https://cityofdetroit.zoom.us/j/3631409738> and Call In: 312-626-6799 Meeting ID: 363-140-9738.
- PROPOSAL SUMMARY:** The City of Detroit's Planning and Development Department proposes to fulfill the commitment to update to the City of Detroit's Master Plan of Policies or Master Plan. Understanding that every neighborhood has a future, the proposed update will provide long-term policy to guide development and investment in infrastructure, planning strategy for neighborhoods throughout the City and promote public health, safety, and general welfare. The planning process will begin Fall 2023 and the projected cost of the contract is \$993,000.
- FOR MORE INFORMATION:** Please send your feedback to DetroitMasterPlan@detroitmi.gov.
- Accessibility:** With advance notice of seven calendar days, the City of Detroit will provide interpreter services at public meetings, including language translation and reasonable ADA accommodations. Please contact the Civil Rights, Inclusion and Opportunity Department at (313) 224-4950, through the TTY number 711, or email crio@detroitmi.gov to schedule these services.

- Shared with Detroit City Council Members and Staff via email on September 9, 2023.
- Distributed via GovDelivery to members of the public and members of the Community Advisory Council for Districts 4, 5 and 7 on September 9, 2023.
- Advertised via TV Channel 10 (Comcast) from September on September 9, 2023.
- Advertised via the City of Detroit's and PDD's social media channels on Facebook and Instagram.

3. What questions/concerns were raised by the community and how does the Department plan to address those concerns?

3. **Meeting 1:** The questions and concerns from the community were as follows:

1. *Question:* Does the Master Plan include our area (Boynton Neighborhood/48217) at any point and time? *Rationale:* There was a resolution passed by former Council Member Kwame Kenyatta that said that this area should be included in the next initiative; however, they have yet to see anything. Additionally, she is concerned that parts of Southwest Detroit were included in the Joe Louis Greenway; however, her neighborhood which is predominantly African American was excluded.

Answer: This Master Plan is for the entire city which includes 48217. PDD looks forward to engaging with residents in 48217.

2. *Question:* What percentage of the Master Plan gets executed and implemented?
Rationale: The resident is concerned about the amount of effort given towards drafting the Master Plan versus seeing tangible results/implementation throughout the city.

Answer: The Master Plan is designed to be a set of guidelines and policy directives; therefore, they are less prescriptive and more visionary as to specific action items. The Master Plan covers numerous policy initiatives such as land use, zoning, and potential future growth opportunities for the next five to ten years. Additionally, having a citywide master plan helps with coordinated decision making particularly for capital expenditures and ensuring that it is aligned with other infrastructure and development improvements.

3. *Question:* What is the difference between the Master Plan and the Framework Plans implemented by PDD. *Rationale:* The resident is concerned about previous PDD activities in her community (Islandview) and feels as if residents are not educated about nor engaged regarding these plans.

Answer: The Master Plan is referring specifically to a document that municipalities prepare every seven to ten years to chart the direction for the entire city. Neighborhood framework plans are more targeted initiatives for specific neighborhoods (understanding that not every neighborhood has had a framework plan). PDD plans to use the neighborhood framework plans as a starting point; however, the Master Plan will be more comprehensive and inclusive.

4. *Question:* Are there any plans to incorporate sustainability, equity, environmental justice and climate change mitigation? *Rationale:* Any municipality must tend to these issues for long term sustainability.

Answer: PDD plans to critically review sustainability, equity, environmental justice, and climate change mitigation as well as examine some of the environmental challenges facing Detroiters from an equity perspective.

5. *Question:* What will engagement look like especially in communities not touched by the Strategic Neighborhood Fund (SNF) or other citywide plans? Additionally, if those neighborhood have implemented community led planning processes, how do you plan to consider those planning documents in this process?

Answer: Engagement will be key to this process. First, PDD will analyze internal documents and cross departmental strategic/master plans with the consultant team. Once the contract is approved, the consultant (along with PDD) will commence public engagement efforts with individuals and community groups to ensure that

we are inclusive of every neighborhood and cognizant of community led planning studies when developing the Master Plan.

6. *Question:* How do we get a copy of the current Master Plan?

Answer: Please visit <https://detroitmi.gov/departments/planning-and-development-department/master-plan-policies> to view the current Master Plan of Policies.

7. *Question:* Has a timeline been implemented outlining when you plan to engage with various communities? Is it incumbent upon the community to initiate a conversation with a planner?

Answer: We will work with the consultant to prepare a schedule for the entire process which will include but is not limited to engagement. Once established, we will work with residents and community groups on an engagement plan; therefore, you will not have to initiate a conversation with PDD.

8. *Question:* Are there any plans for work to be done in the Fenkell-Livernois area?

Answer: The Master Plan is designed to engage residents towards implementing a vision for the entire city moving forward. If inquiring about specific activities for the Fenkell-Livernois corridor outside of planning efforts, please reach out to the Department of Neighborhoods.

9. *Question:* When does the process to select a consultant open and when do you expect to have the consultant selected? Is this an open bid and will it be announced to the public?

Answer: The bid and selection of the consultant happened several months ago. The bid was an open and competitive bid. The purpose of this meeting is to inform the public about the process and the consultant. The contract for the consultant will go to City Council for consideration and approval within the next thirty (30) days. Once approved, the consultant will work with PDD on further engagement with the public.

10. *Comment:* The resident believes that there should be a set number of meetings with an open mic where residents can speak on the plan. The resident wants to ensure that the engagement is inclusive.

Response: The Master Plan process begins with the engagement of the consultant. Once the contract is approved, we will work with the consultant to plan a schedule of public engagement throughout the city.

11. *Comment:* The resident would like to see a clear emphasis on not having to attend meetings to learn about the Master Plan. The resident would also like to see a website that is updated regularly and dedicated to the Master Plan.

Response: The Master Plan will utilize a variety of engagement efforts including but not limited to in person and Zoom meetings and email. We are in the process of creating a centralized page dedicated to these efforts and will notify everyone as soon as the page is established. In the interim, residents can submit feedback at detroitmasterplan@detroitmi.gov.

12. *Question:* In your presentation, you mentioned the City's Tree Canopy Plan. I'm pretty tied to the reforestation efforts in the city and I wasn't aware that there was an official plan. Is that available online or for the public?

Answer: We can make it available to you and the public.

13. *Question:* Will HRD participate in the Master Plan efforts?

Answer: The Master Plan will be led by PDD; however, we will work with various departments throughout the process including HRD.

4. **Meeting 2:** The questions and concerns from the community were as follows:

1. *Question:* Who should communities speak to about being included in the Master Plan? Rationale: There is a lot of activity surrounding Joe Louis Greenway; however, several areas in Detroit, including 48217, have not been included.

Answer: The Master Plan will be a citywide master plan; therefore, all areas of the city will be included in both the recommendations and the engagement. We will refine the engagement strategy once the contractor is on board; however, we encourage everyone to email detroitmasterplan@gov to ensure that we have your contact information once we begin the engagement process.

2. *Question:* When BSEED makes decisions regarding various projects, they do so based on an outdated Master Plan. Unfortunately, some of these decisions have had a negative impact on the quality of life for residents in District 3. Is there anything we can do to address the negative impact that the current Master Plan is having on District 3 residents?

Answer: Understanding that the Master Plan is a lengthy process, this would not satisfy any immediate needs. The resident was asked to email the specific area to detroitmasterplan@detroitmi.gov and we will put them in contact with the appropriate planner to see if there's something that can be done in the interim.

3. *Question:* How does PDD and the consultant team plan to engage residents throughout the inception of the process from the beginning to the end? What real decision making power will residents have in the Master Plan?

Answer: We are still establishing our community engagement strategy; based on wanting to work with our contractor and the feedback received at both meetings. We will work with the community to help shape this process. Our first step is to gather everything that we've heard so that we are lifting and respecting the feedback that we've received through the framework and other planning efforts. Following this step, we will devise a strategy to ensure that community voices are heard. Additionally, we plan to work with the Detroit City Council, the Department of Neighborhoods, nonprofit organizations and community organizations and exploring alternative ways to ensure that residents are aware of and learn our efforts and have the opportunity to provide meaningful feedback.

4. *Question:* Will the planning document created by Detroit Future City be incorporated into this process?

Answer: Any plan done by external entities will be reviewed to see if there are ideas/feedback that was prioritized by the community. These plans can help shape the work that we do and can serve as a point of reference.

5. *Question:* Will the community determine what planner will be assigned to southwest Detroit (48217)? Is there any type of initiative where the planner will come to the community and give an overview of the applications of new businesses that have come to the community? *Rationale:* Residents would like to be informed about what's happening in their community.

Answer: We have planning staff that are allocated regionally (West Region, Central Region and East Region). We will provide you with information about who is currently covering that region and will follow up. In terms of the Master Plan, we will work collaboratively across regions and learn about the work done in each region. Thus, residents will have the opportunity to work with planners based on region and assigned topics. With respect to the question about new business applications, we will connect you with DEGC's District Business Liaison to further discuss this topic.

6. *Question:* Is there any relation between the Master Plan process and the Zoning Advisory Group with Zone Detroit?

Answer: We will coordinate very closely with the City Planning Commission staff that have been working on Zone Detroit to learn both from their engagement process, the advisory group work and to make sure that the Master Plan recommendations are consistent and reflective of that work.

7. *Comment:* For Zoning Detroit, they hired a consultant that had experience in cities that were very different from Detroit and brought a number of ideas into the proposals that were poorly suited to Detroit but really trendy in the world of planning. It was very demoralizing for participants because we didn't feel heard. I feel like some of these contractors are not Detroiters and have no experience with Detroit.

Response: Thank you for that comment and we will definitely take note of your feedback. It is critical that the Master Plan reflects the character and vision of

Detroit. We will work to ensure that we are grounded in Detroit – even if we are learning lessons and best practices from other cities.

8. *Question:* Is there a website where we can see the meeting schedule? Is there a place for people to sign up for notifications via email?

Answer: We are working to finalize the website; however, you can contact us at detroitmasterplan@detroitmi.gov to communicate regarding the Master Plan. Once established, we will have a link to sign up for email notifications.

4. Was there any written feedback received, including letters, comments, or reports from residents, businesses, neighborhood groups, or an established Community Advisory Council?

We received several requests to join the mailing list for updates to our efforts which is currently in process. Additionally, we received the following feedback from Deb Sumner concerning Cluster 5/Southwest Detroit neighborhoods.

1. **No residential streets for use as truck routes**; allow only trucks for essential deliveries. The master plan must incorporate a safe, healthy, and efficient truck routing system that has the least impact on residential living spaces.
2. **Need for space buffers between industrial / trucking operations & residential/sensitive uses**. Efforts should be made in planning processes to identify existing industrial uses that don't fit near residential and incentivize them to move to preferred locations. Also, the zoning process needs to always include the requirement of specific buffering treatment, truck routing, and other mitigation for any new operations.
3. **Down-zone M4 / heavy industrial land use in residential areas** or that are too close to our residential neighborhoods; and **incentivize relocation for currently operating M4/heavy uses near our residential neighborhoods**.
4. **Planning for significant tree canopy replacement in SW Detroit** and education for residents. Trees are critical infrastructure to reduce flooding, cool ground temperatures, and mitigate dust. (Note: a single mature tree reduces surrounding ambient temperature by 6 degrees Fahrenheit and reduces by 25 degrees beneath a single mature tree.

We would be happy to answer any additional questions.

CC: Detroit City Council
Dara O'Byrne, Planning and Development Department
Marcell Todd, City Planning Commission

Marc Siwak, Planning and Development Department
Edwina S. King, Planning and Development Department
Susan Burrows, Planning and Development Department
Malik Washington, Mayor's Office
Louise Jones, Clerk's Office