

City of Detroit

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September 13, 2024

HONORABLE CITY COUNCIL

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. **(RECOMMEND APPROVAL)**

Before this Honorable Body 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.



Rendering of the proposed Motown Museum

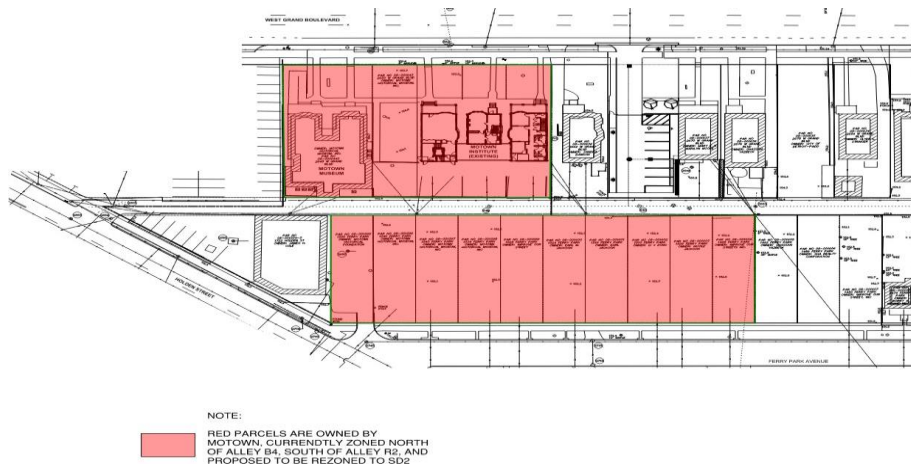
BACKGROUND

The Motown Museum has been undergoing 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. The project 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 parcels known as 1498, 1506, 1510, 1516, 1524, 1528, 1534, 1540, 1546, and 1556 Ferry Park and also 2648, 2650 and 2658 West Grand Boulevard are all 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; vacant land
- 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 complementary 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, currently zoned B4, that are within the footprint on the map, are also being proposed for rezoning. This is being proposed so that parcels under control of Motown 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 provided a letter confirming the consistency of this proposal with the Master Plan.

COMMUNITY INPUT & PUBLIC HEARING

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.

Public Hearing

At the public hearing for this matter, one speaker spoke in support. There were no speakers in opposition.

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 a 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;*

The Commission 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 in conformance with City policy.

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

Staff has worked with the petitioner to come to 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.

CONCLUSION

On July 11, 2024, after hearing from the petitioner and in consideration of the above, the City Planning Commission voted to take same day action to recommend APPROVAL of the subject rezoning that is before you.

Respectfully submitted,

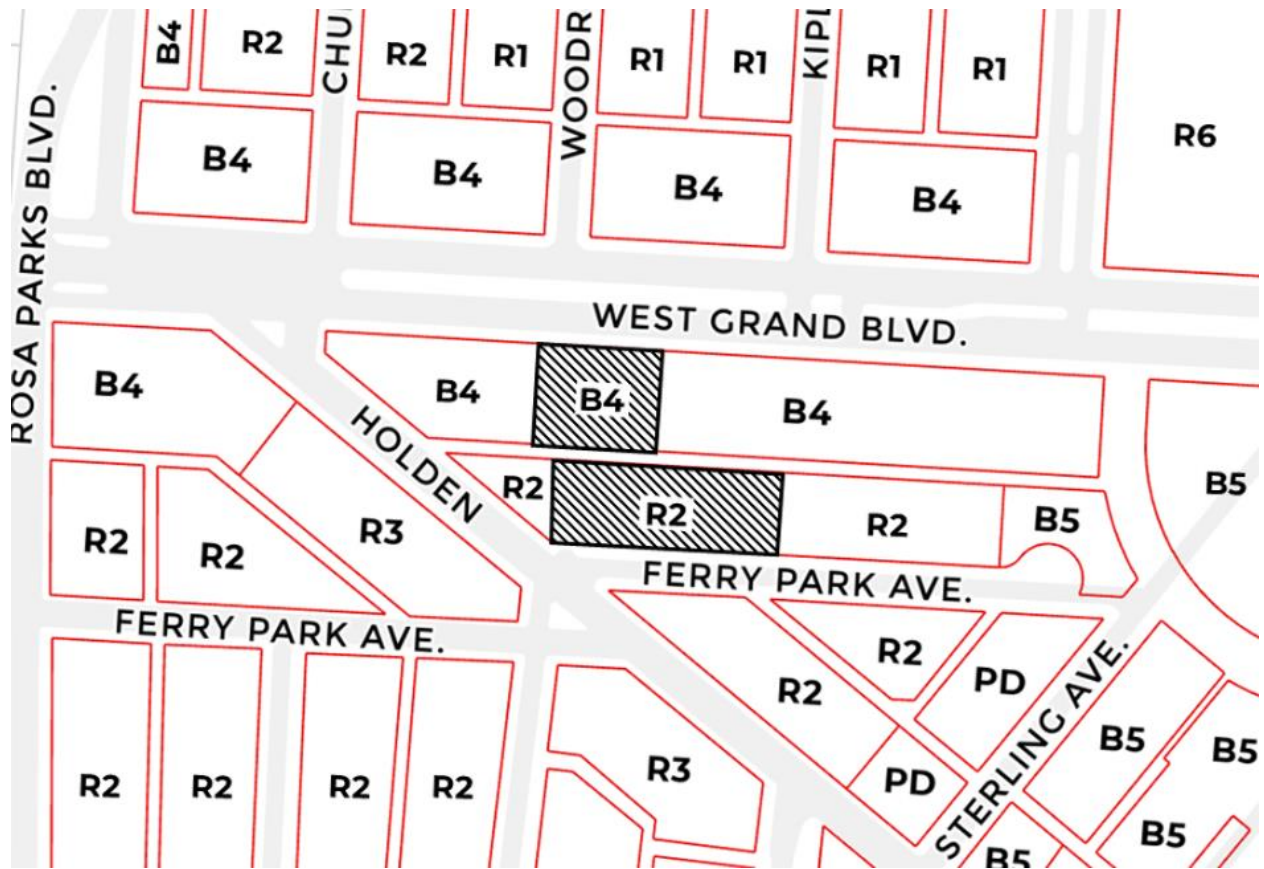
DONOVAN SMITH, CHAIRPERSON



Marcell R. Todd, Jr., Director
Kimani Jeffrey, City Planner

Attachment: Plans
Updated Zoning Map 7
Rezoning Ordinance
Support Letters

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



Proposed parcels to be rezoned are shaded on the map

48	9	10
46	7	8
46	5	6



SUMMARY

This ordinance amends Chapter 50 of the 2019 Detroit City Code, *Zoning*, by amending Article XVII, *Zoning District Maps*, Section 50-17-8, *District Map No. 7*, to revise the zoning classification for certain properties, commonly known as 1498, 1506, 1510, 1516, 1524, 1528, 1534, 1540, 1546, and 1556 Ferry Park and also 2648, 2650, and 2658 West Grand Boulevard, from the existing R2 Two-Family Residential District and B4 General Business District zoning classifications to the SD2 Special Development District, Mixed Use zoning classification to allow for the expansion of the Motown Museum.

1 **BY COUNCIL MEMBER _____:**

AN ORDINANCE to amend Chapter 50 of the 2019 Detroit City Code, *Zoning*, by amending Article XVII, *Zoning District Maps*, Section 50-17-8, *District Map No. 7*, to revise the zoning classification for certain properties, commonly known as 1498, 1506, 1510, 1516, 1524, 1528, 1534, 1540, 1546, and 1556 Ferry Park and also 2648, 2650, and 2658 West Grand Boulevard, from the existing R2 Two-Family Residential District and B4 General Business District zoning classifications to the SD2 Special Development District, Mixed Use zoning classification to allow for the expansion of the Motown Museum.

IT IS HEREBY ORDAINED BY THE PEOPLE OF THE CITY OF DETROIT THAT:

2 **Section 1.** Chapter 50 of the 2019 Detroit City Code, *Zoning*, is amended by amending
3 Article XVII, Section 50-17-8 as follows:

4 **CHAPTER 50. ZONING**

5 **ARTICLE XVII. ZONING DISTRICT MAPS**

6 **Sec. 50-17-8. District Map No. 7.**

7 (a) For the properties located at 1498, 1506, 1510, 1516, 1524, 1528, 1534, 1540, 1546,
8 and 1556 Ferry Park, described more specifically as:

9 Lot 47 of "Lothrop & Duffield Land Co Ltd's Sub" as recorded in Liber 23 Page 38 of plats, Wayne
10 County Records,

11 Lot 48 of "Lothrop & Duffield Land Co Ltd's Sub" as recorded in Liber 23 Page 38 of plats, Wayne
12 County Records,

13 Lot 49 of "Lothrop & Duffield Land Co Ltd's Sub" as recorded in Liber 23 Page 38 of plats, Wayne
14 County Records,

1 Lot 50 of "Lothrop & Duffield Land Co Ltd's Sub" as recorded in Liber 23 Page 38 of plats, Wayne
2 County Records,
3 Lot 51 of "Lothrop & Duffield Land Co Ltd's Sub" as recorded in Liber 23 Page 38 of plats, Wayne
4 County Records,
5 Lot 52 of "Lothrop & Duffield Land Co Ltd's Sub" as recorded in Liber 23 Page 38 of plats, Wayne
6 County Records,
7 Lot 53 of "Lothrop & Duffield Land Co Ltd's Sub" as recorded in Liber 23 Page 38 of plats, Wayne
8 County Records,
9 Lot 54 of "Lothrop & Duffield Land Co Ltd's Sub" as recorded in Liber 23 Page 38 of plats, Wayne
10 County Records,
11 Lot 55 of "Lothrop & Duffield Land Co Ltd's Sub" as recorded in Liber 23 Page 38 of plats, Wayne
12 County Records, and
13 Lot 56 of "Lothrop & Duffield Land Co Ltd's Sub" as recorded in Liber 23 Page 38 of plats, Wayne
14 County Records,
15 the existing R2 Two-Family Residential District zoning classification is revised to the SD2 Special
16 Development District, Mixed Use zoning classification.

17 (b) For the properties located at 2648, 2650, and 2658 West Grand Boulevard,
18 described more specifically as:

19 The West 23.33 feet of Lot 7 and all of Lot 6 of "Lothrop & Duffield Land Co Ltd's Sub" as
20 recorded in Liber 23 Page 38 of plats, Wayne County Records,

21 The West 15 feet of Lot 8 and the East 16.67 feet of Lot 7 of "Lothrop & Duffield Land Co Ltd's
22 Sub" as recorded in Liber 23 Page 38 of plats, Wayne County Records, and

1 All Lot 9, and the East 25 feet of Lot 8, and the West 30 feet of Lot10 of "Lothrop & Duffield
2 Land Co Ltd's Sub" as recorded in Liber 23 Page 38 of plats, Wayne County Records,
3 the existing B4 General Business District zoning classification is revised to the SD2 Special
4 Development District, Mixed Use zoning classification.

5 **Section 2.** All ordinances or parts of ordinances in conflict with this ordinance are repealed.

6 **Section 3.** This ordinance is declared necessary for the preservation of the public peace,
7 health, safety, and welfare of the people of the City of Detroit.

8 **Section 4.** This ordinance shall become effective on the eighth day after publication in
9 accordance with Section 401(6) of Public Act 110 of 2006 as amended, being M.C.L. 125.3401(6),
10 and Section 4-118, paragraph 3 of the 2012 Detroit City Charter.

Approved as to Form:



Conrad L. Mallett
Corporation Counsel



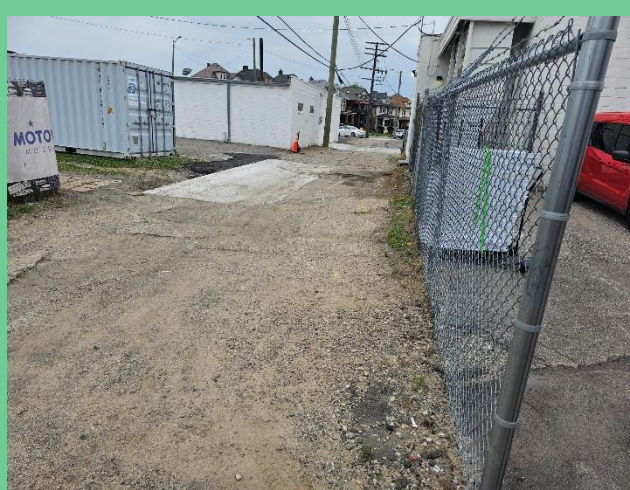
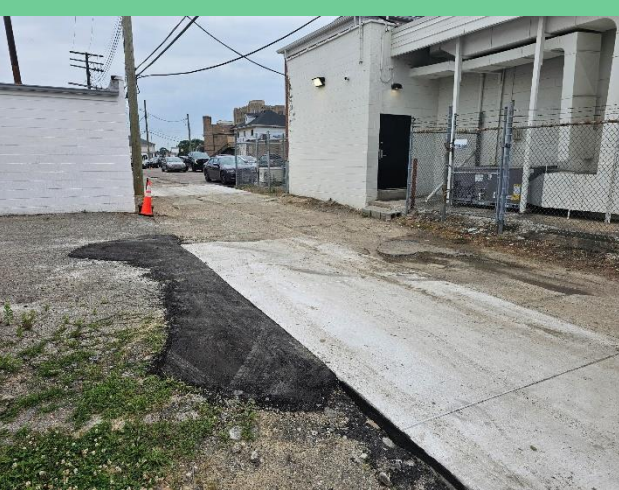
★
MOTOWN
M U S E U M

Perkins&Will

Motown Museum Expansion CPC Rezoning Presentation



Existing Site Conditions And Surroundings





Cole Funeral Home

RM Plaza

Motown Museum

Hillsville Next

Future Expansion

**City Zoning
Map (Existing)**



Overall Project Status Update

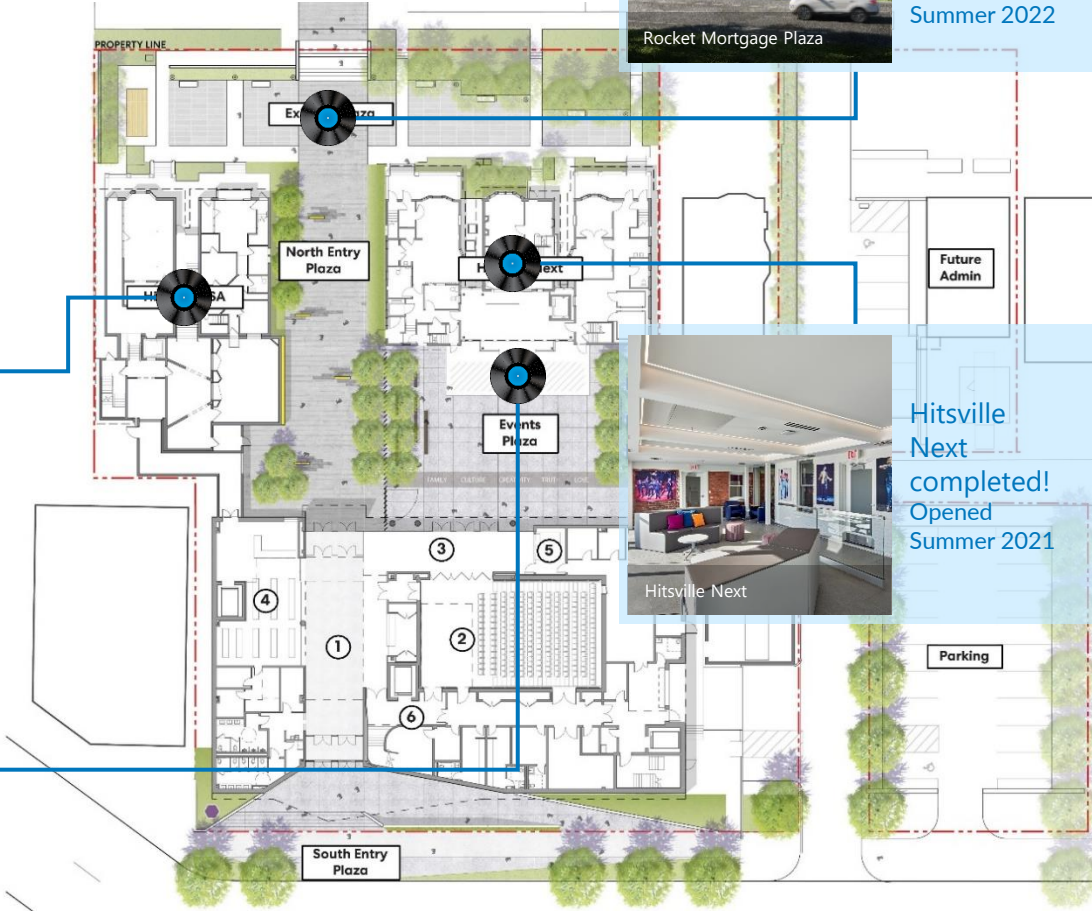
Work on the Motown Museum Campus has been progressing!



Hitsville USA Exterior completed!
Reopening February 2023
Expected opening final renovations Q3 2025



Rocket Mortgage Plaza Completed!
Opened Summer 2022



Hitsville Next completed!
Opened Summer 2021



Expansion
Expected opening Q4 2025

The Case for Zoning Change

- **Current** Zoning of Parcels
 - * B-4 General Business District along West Grand Boulevard | R-2 Two Family Residential at Ferry Park
- **Proposed** Zoning of Parcels
 - * SD-2 - Special Development District - Mixed Use

Description of anticipated development:

The proposed Motown Museum Expansion Project:

- Involves the construction of a new 33,000s.f. Museum Expansion positioned thoughtfully behind Hitsville, USA
- Will ensure that an existing Icon will evolve to become a cultural campus and economic catalyst
- Encompasses the erection of a novel building, integration of utility connections, and addresses pavement repair surrounding the museum
- Aims to complement the iconic cultural heritage of Hitsville, USA
- Will Embrace, Integrate and Inform the City of Detroit's vision for the Berry Gordy/WGB Corridor

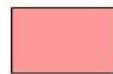
Reason why the present zoning classification is not appropriate and why the proposed zoning classification is more appropriate:

- The R2 zoning classification typically restricts land use to residential purposes.
- R2 is not suitable for a public museum amenity due to limited allowance for commercial or mixed-uses
- The SD2 - special development district mixed-use zoning allows for more flexibility
- SD2 Accommodates diverse activities such as retail, commercial, and cultural spaces, making it a better fit for a museum's needs.

Rezoning Diagram



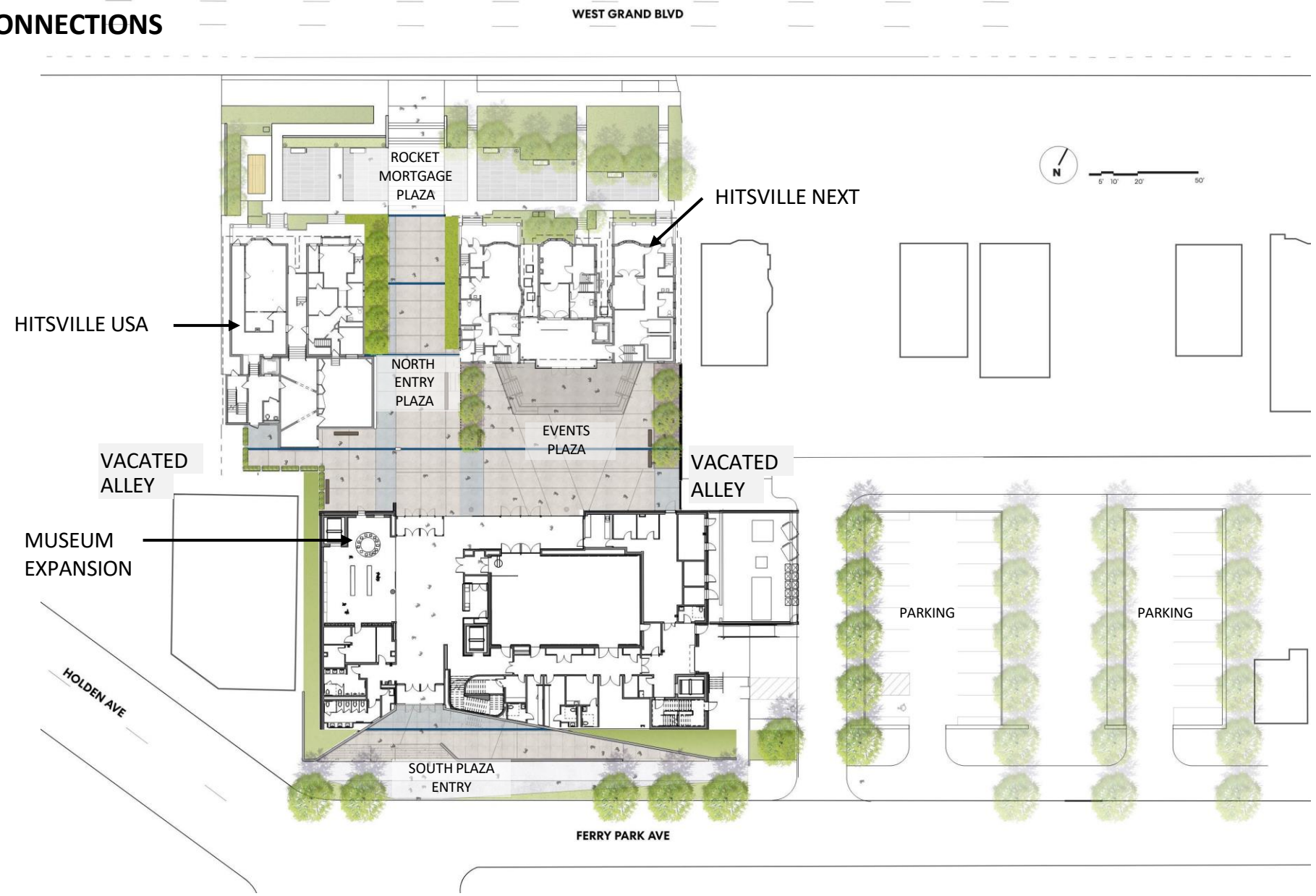
NOTE:



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

MOTOWN MUSEUM CAMPUS LAYOUT

* NEW PLAZA AND BUILDING CONNECTIONS







CULTURE

TRUTH

STUDIO A

MR. & MRS. JESUS AFRADO
MR. CHARLIE & MRS. CHELSEA JONES
MR. ERIC & MRS. ANN MILLER
MR. & MRS. SMITH
MISS SARAH HARRIS
MR. & MRS. MONTAGNE
MR. & MRS. SMITH
MR. CHARLIE & MRS. CHELSEA JONES
MR. DANIEL LOGAN





FORD MOTOR COMPANY THEATER

DOWNTOWN
MUSEUM

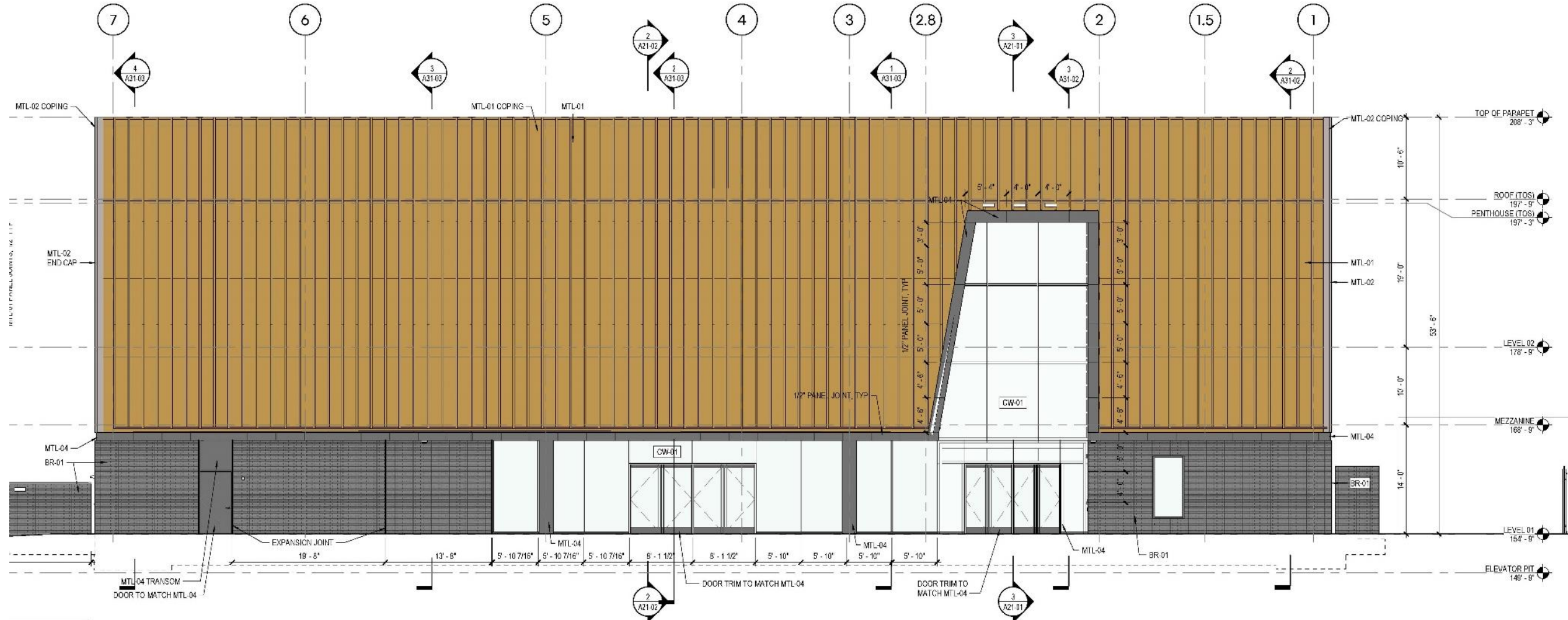


MOTOWN
MUSEUM

FORD MOTOR COMPANY THEATER

MOTOWN
MUSEUM

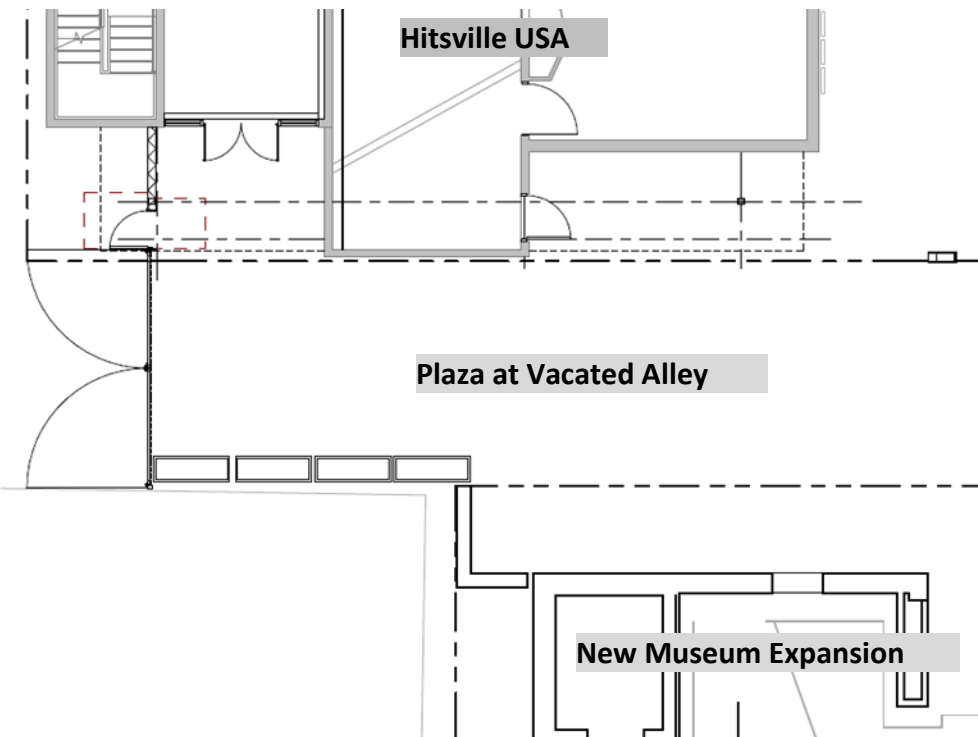
WGB Facing Building Elevation – Building Height, Façade & Entrances, Etc.



NEW PUBLIC ENTRANCE AND PLAZA AT VACATED ALLEY BEHIND HITSVILLE USA



Rear Elevation – Hitsville USA




Partial Plan View (Expansion and Hitsville USA)




Rendered View at Vacated Alley

Parking Requirements Challenges & Community Partnerships

MOTOWN CAMPUS – PARKING REQUIREMENTS

 Built prior to 4/9/1998 and less than 3000 – no parking required

 New Expansion – see parking requirements below

Off Street Parking

Museum Expansion	Requirement	
Museum	1/400sf @32,230sf	81 spaces
Theater and Concert	1/4 seats @ 204 seats	51 spaces

81 total parking spaces required based on uses are not concurrent uses



Motown Museum Operational Plan and Agreements

1. Motown Museum Public Programming Hours and Days of Operation

- * Tuesday through Sunday 10am-5pm

2. Motown Will Shuttle Visitors from Remote Parking Lots at 2550 WGB and Henry Ford Hospital

- * A maximum of 2 shuttles per hour, per lot will be used with a capacity of 12-15 people each

3. Motown Museum will provide security at the 2550 WGB Lot housed in an elevated guard shack with surveillance cameras and monitored live-feed footage.

4. General programming will take place inside Hitsville NEXT, the New Plaza and The Annex at 2550 West Grand Boulevard

- * Daily projected average of participants for Hitsville Next and Annex is 25-100 people | Museum Visitation will Vary

- * Signature events like Founders Day or other special weekend events in Rocket Plaza could draw more.

- * Special programs will take place April through September during the warmer months,

- * Periodic facility rentals are also anticipated during off season times.

- * Most events will take place during regular operating hours

- * Exceptions: Live theatre performances will be held in the new museum building Weds and Fridays 6-10p.m.

- * The seated capacity of the theatre during concerts is 200 guests

5. Coordinating w/ Coles Funeral Home and surrounding businesses for evening events

- * Henry Ford Hospital has agreed in writing to provided 100 additional parking spaces for evening Motown events.

- * This is in addition to the parking to be provided at the 2550 WGB Annex as noted below.

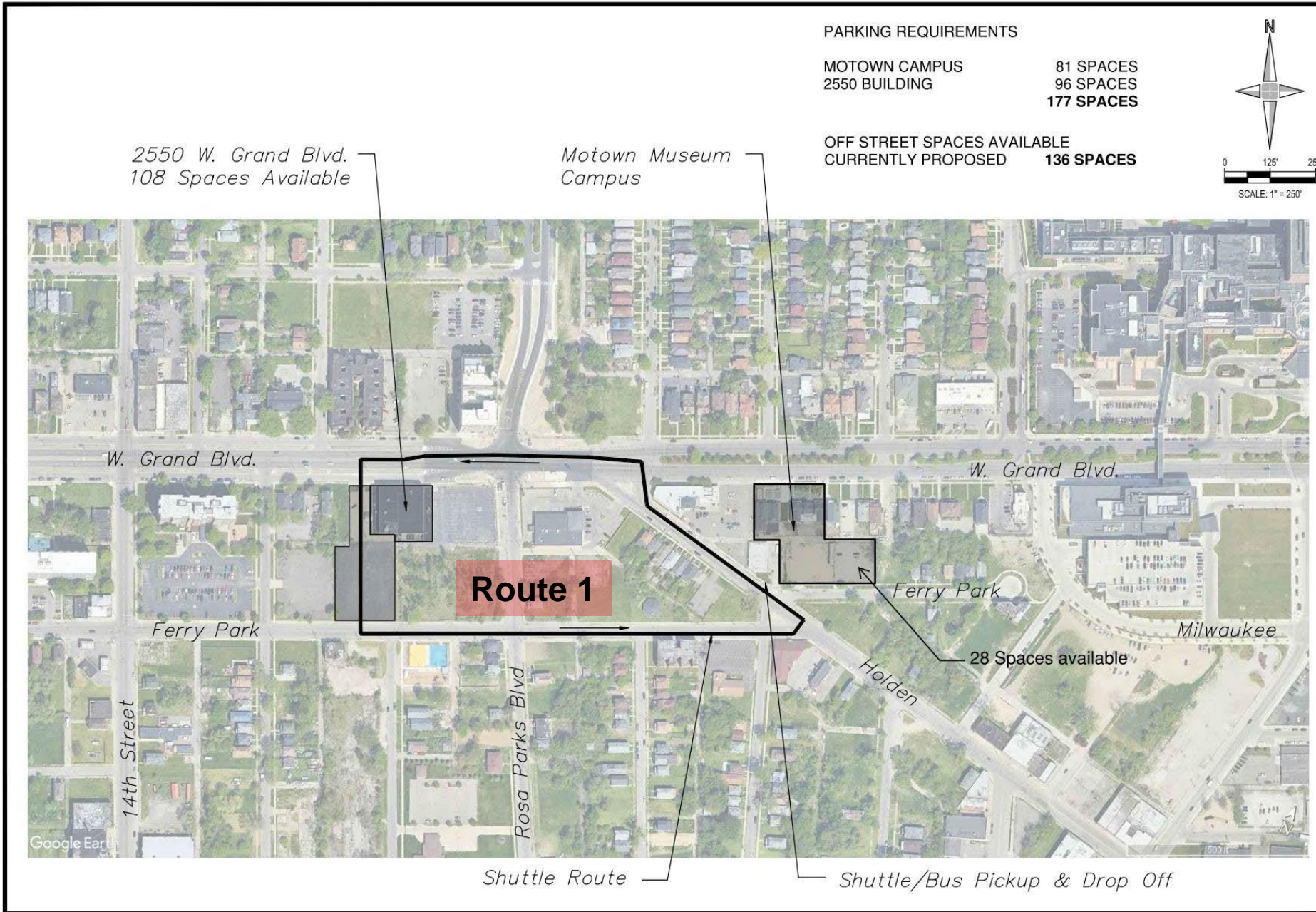
- * Motown Museum will continue current coordination of public programming schedules with neighboring

- * Motown currently shares an agreement for special event overflow with Cole's funeral home on an as need basis

6. Henry Ford Hospital Parking Agreement - A copy of the official signed letter for shared parking is provided.

**Off site parking
with proposed
Shuttle Bus Route
1**

V:\18246.75D Motown Museum Expansion - Phase 2\Design\CAD\Exhibits\2024-04-26 - Motown Off-Site Parking v2.dwg



Engineers
Surveyors
Planners
Landscape Architects

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Executive:	MGD
Manager:	MGD
Designer:	*
Quality Control:	*
Section:	



DATE:	ISSUE:
04.26.2024	CPC Meeting

Developed For:
Motown Historical
Museum, Inc.
2648 W. Grand Blvd.
Detroit, MI 48208

**Off-Site Parking /
Shuttle Route**

Motown Museum
Expansion

City of Detroit
Wayne County
Michigan

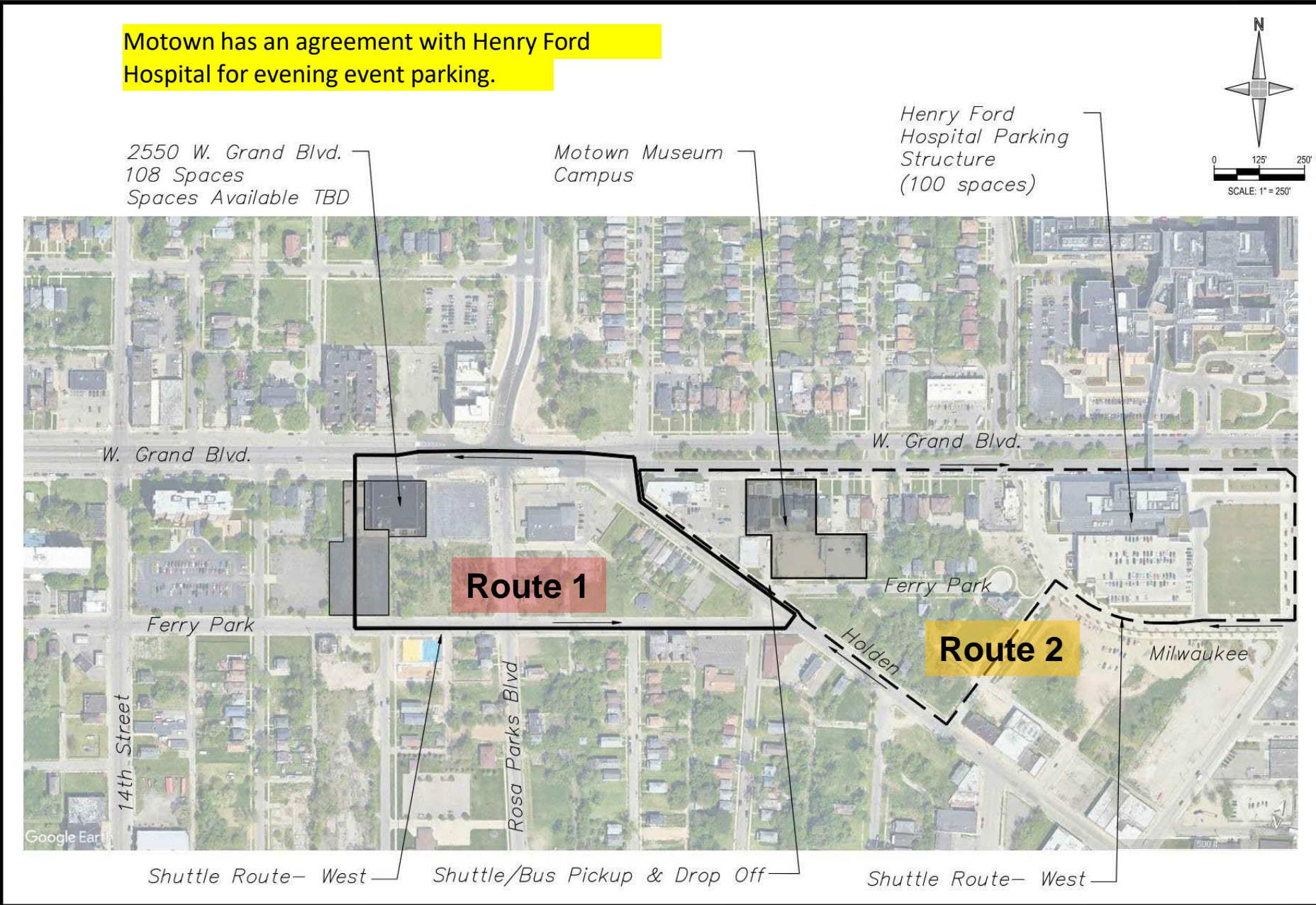
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Additional off-site parking and proposed Shuttle Bus Routes 1 & 2:

- Henry Ford Hospital Structured Deck
- 2550 Motown Museum Annex Surface Lot
- Cole's Funeral Home Surface Lot

Motown has an agreement with Henry Ford Hospital for evening event parking.



C:\Users\mdarga\Desktop\2024-05-08 Motown Shuttle Routes.dwg



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Designer: *
Quality Control: *
Section:



DATE:	ISSUE:
04.26.2024	CPC Meeting
05.09.2024	City of Detroit Meeting

Developed For:
Motown Historical Museum, Inc.
2648 W. Grand Blvd.
Detroit, MI 48208

Off-Site Parking / Shuttle Route

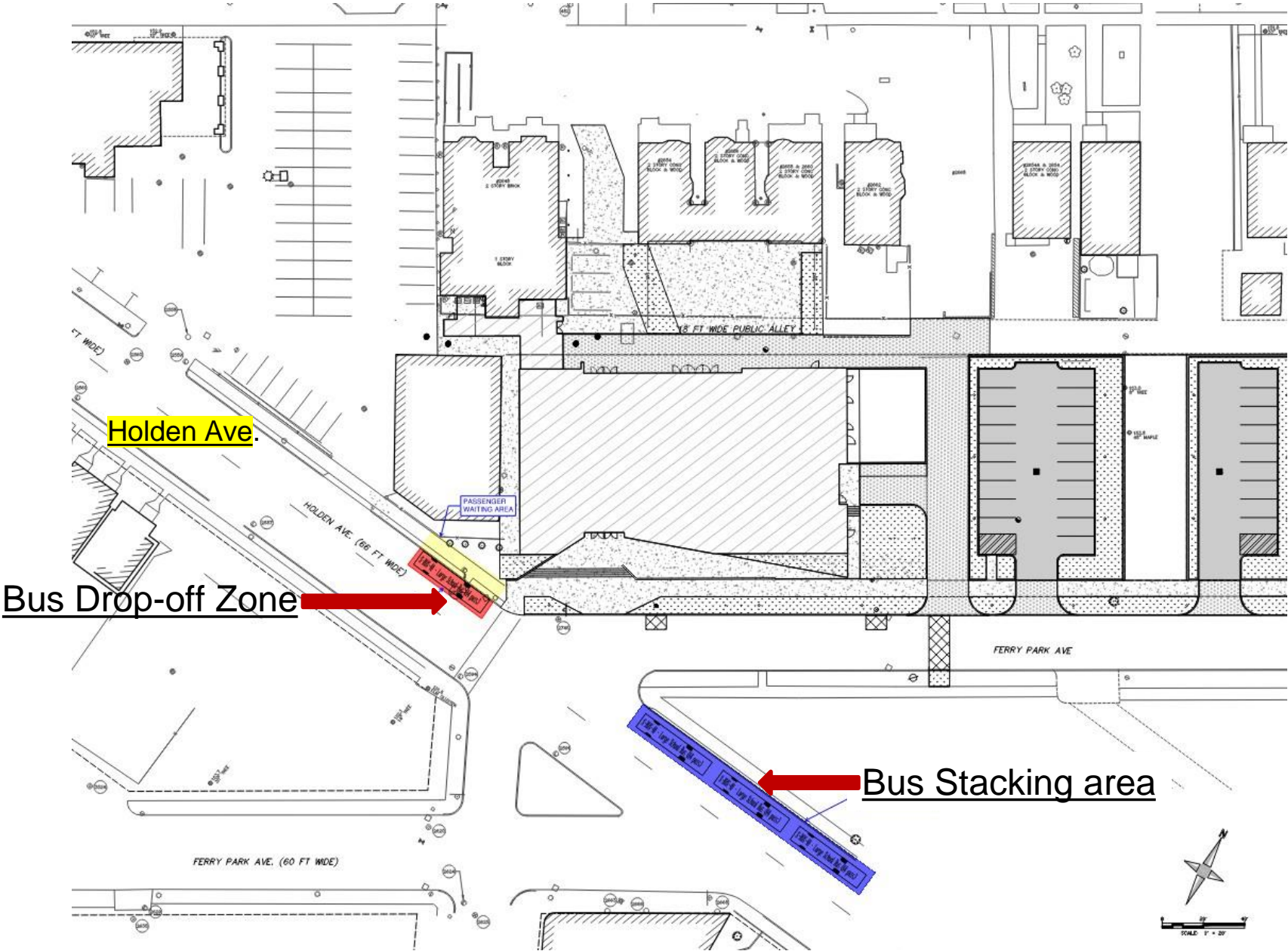
Motown Museum Expansion

City of Detroit
Wayne County
Michigan

Date: 04.26.2024
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Project: 18246.75D
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West Grand Boulevard

**Shuttle Bus and Group Dropoff
and Vehicle
Staging on Holden Avenue**



Motown Museum Expansion Community Support – Henry Ford Hospital



Robert G. Riney
President & CEO

1 Ford Place, 5B
Detroit, MI 48202-3450

June 19, 2024

Robin R. Terry, Chairwoman
Motown Museum
Berry Gordy Jr. Boulevard
2648 West Grand Blvd.
Detroit, MI 48208

Dear Ms. Terry,

Pursuant to our conversation, please accept this letter as verification that Henry Ford Health will provide Motown Museum with access to up to 100 parking spaces convenient to Motown Museum for evening events.

Sincerely,

Robert G. Riney
President & CEO



**100 Spaces at the Henry Ford Hospital
Parking Structure on Milwaukee**

Community Support

Motown Museum Expansion - Community Support





Project Schedule Milestones

Museum Expansion

- Construction Begins – Sept 2024
 - Opening - Late 2026
- ### Hitsville USA
- Construction Begins – Fall 2024
 - Opening – Late 2025

Questions?