

EASTERN MARKET

MASTER PLAN AMENDMENT

September 8, 2022

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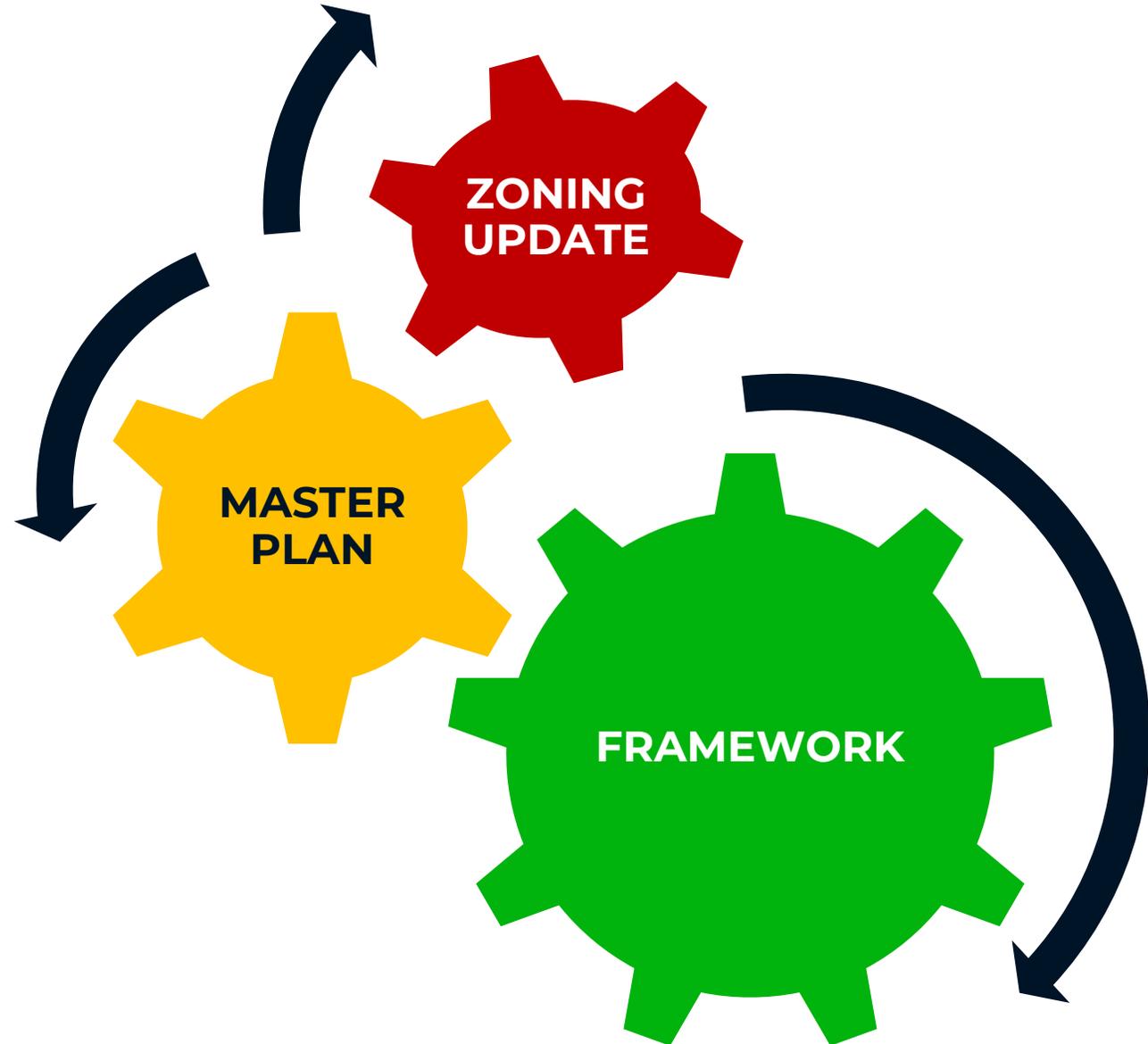


***City Planning
Commission
Recommendation***

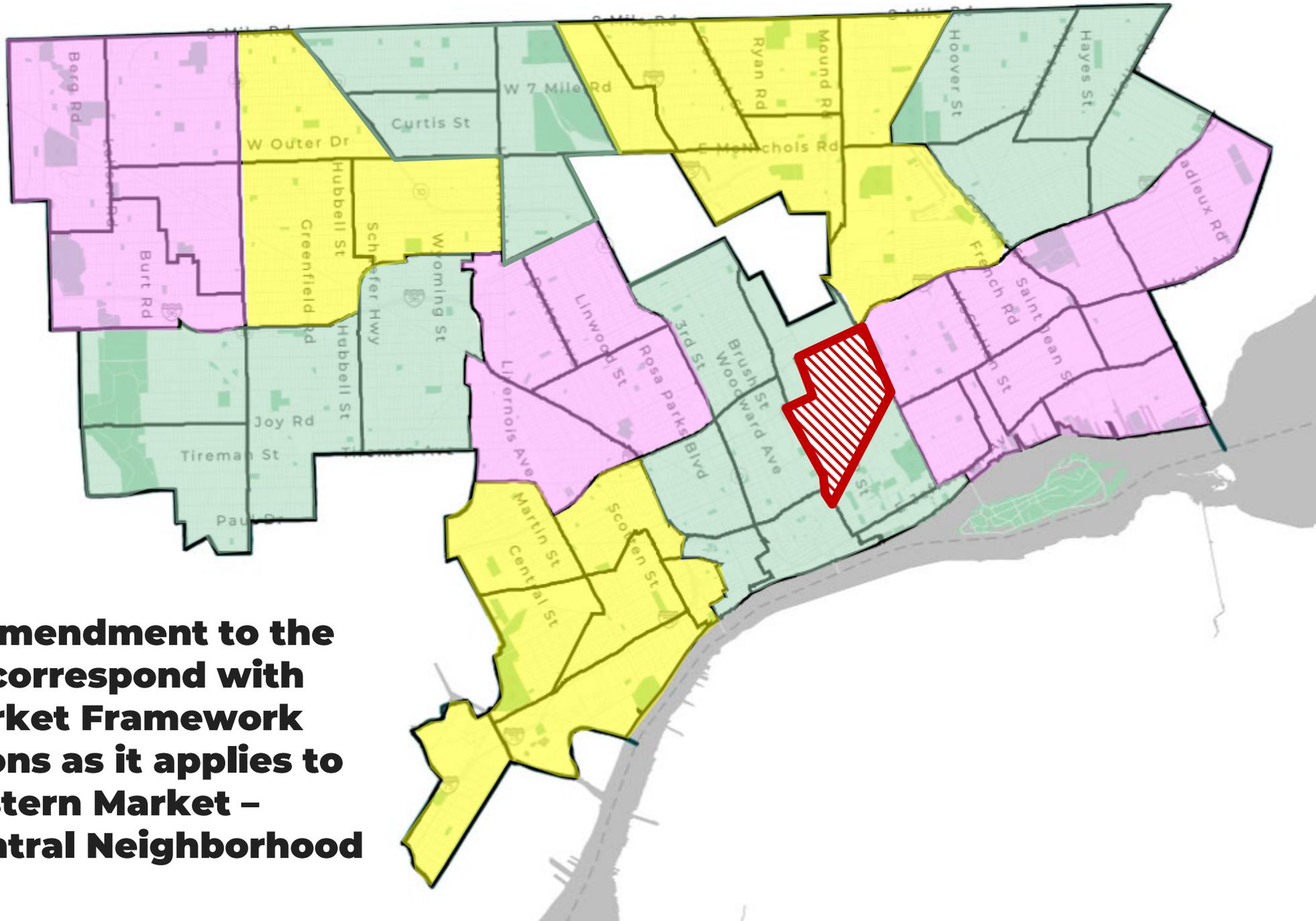
***How do we propose to
amend the MASTER
PLAN OF POLICIES?***

USE FRAMEWORK RECOMMENDATIONS

- ❑ Framework recommendations for land-use are the basis for the proposed Master Plan amendment
- ❑ The Master Plan is amended to accommodate land use changes, such as food industrial development and mixed-use residential development
- ❑ Helps to provide certainty for business development and the jobs that would come with it



The proposed amendment to the **MASTER PLAN correspond with the Eastern Market Framework recommendations as it applies to a portion of Eastern Market – Middle East Central Neighborhood**



MASTER PLAN POLICY INITIATIVES

- ❑ Supports the City of Detroit in its effort to become the center of Food Production and distribution in the Great Lakes Region and expand job opportunities
- ❑ Supports the development of the Joe Louis Greenway and the expected connection to the Dequindre Cut
- ❑ Supports mixed-use housing and retail
- ❑ Supports quality of life for the protection of neighborhoods with screening and setbacks based on the standards of the Eastern Market Neighborhood Framework



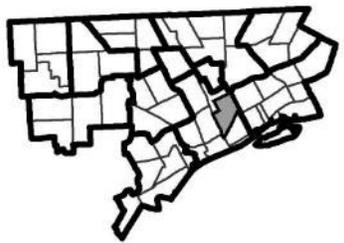
MASTER PLAN MAP AMENDMENT

- ❑ Amend the current Neighborhood Commercial (CN), Distribution Port Industrial (IDP), Light Industrial (IL), Mixed Residential Commercial (MRC), and Low/ Medium Residential (RLM) to *Mixed-Residential Industrial (MRI)*
- ❑ The amended map would allow for future residential growth in the neighborhood; as well as food industry growth to help sustain it.
- ❑ Commercial corridors that can serve residents in any future development would remain as an opportunity in this area



Map 4-6B
City of Detroit
Master Plan of
Policies

Neighborhood Cluster 4
Middle East Central

Future Land Use

Low Density Residential (RL)	Thoroughfare Commercial (CT)	Mixed - Town Center (MTC)
Low / Medium Density Residential (RLM)	Special Commercial (CS)	Recreation (PRC)
Medium Density Residential (RM)	General Industrial (IG)	Regional Park (PR)
High Density Residential (RH)	Light Industrial (LI)	Private Marinas (PRM)
Major Commercial (CM)	Distribution / Port Industrial (IDP)	Airport (AP)
Retail Center (CRC)	Mixed - Residential / Commercial (MRC)	Cemetery (CEM)
Neighborhood Commercial (CN)	Mixed - Residential / Industrial (MRI)	Institutional (INST)

MASTER PLAN MAP AMENDMENT

Subject Site
Amend CN, IDP, IL,
MRC, & RLM to MRI
Eastern Market

**Amend to Mixed-Residential
Industrial (MRI) from:**

- Neighborhood Commercial (CN)
- Distribution Port Industrial (IDP)
- Light Industrial (IL)
- Mixed Residential Commercial (MRC)
- Low/ Medium Residential (RLM)

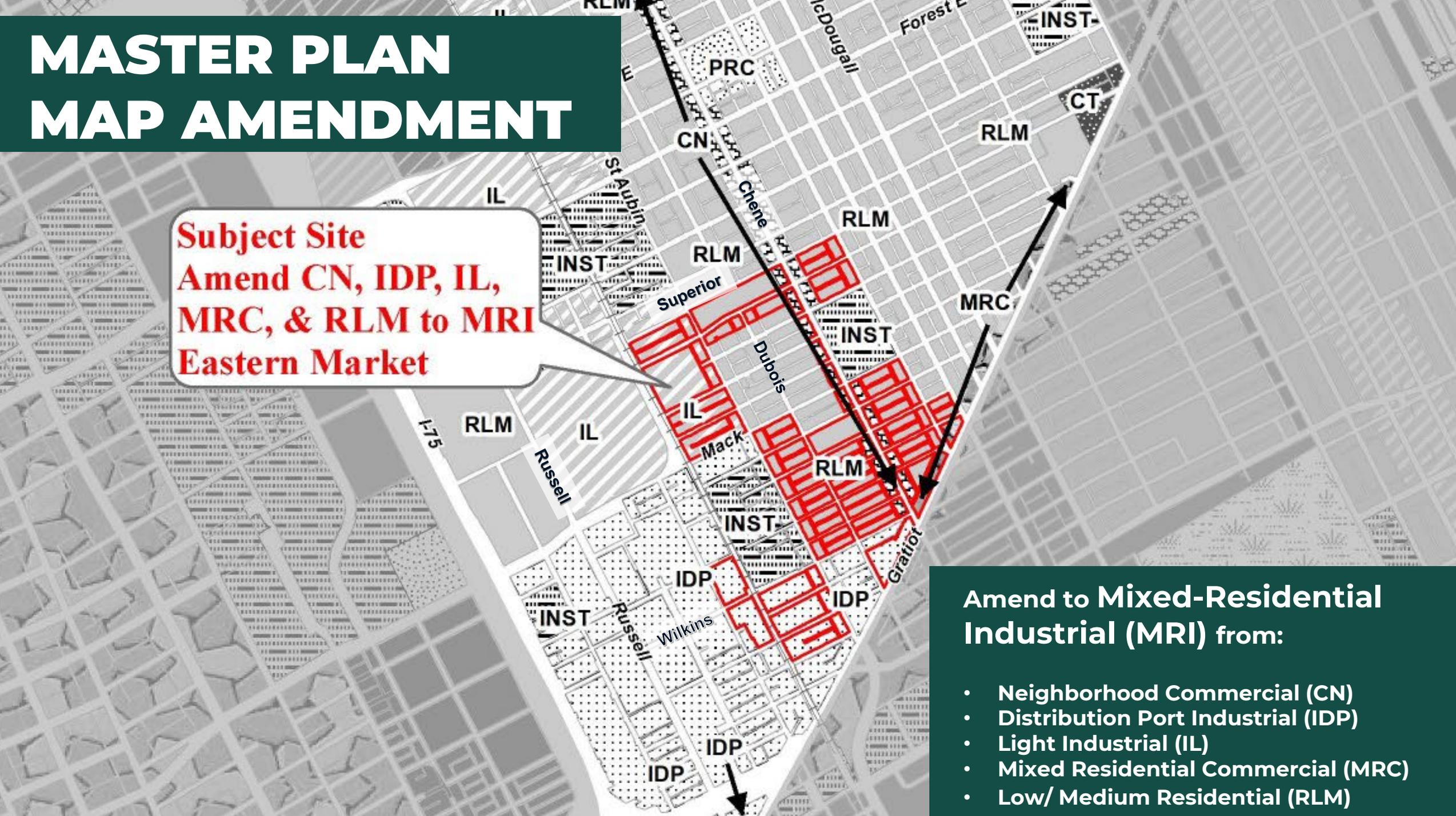


Table 2-5

MASTER PLAN TEXT AMENDMENT

- The proposed Table 2-5 in the Master Plan of Policies explains all how the current land-uses are to be distributed in areas designated as MKT and SD2 in the proposed zoning update that will correspond to the amended Master Plan and the Framework recommendations

SPECIAL PURPOSE AND OVERLAY ZONING DISTRICTS (Cont.)		MASTER PLAN FUTURE GENERAL LAND USE DESIGNATIONS																		
		RESIDENTIAL				RETAIL AND LOCAL SERVICES				INDUSTRIAL			MIXED USE			PARKS AND OPEN SPACE			OTHER USE	
		Low Density Residential	Low/Medium Residential	Medium Density Residential	High Density Residential	Major Commercial	Retail Center	Neighborhood Commercial	Thoroughfare commercial	Special Commercial	General Industrial	Light Industrial	Distribution/Port Industrial	Mixed Residential/ Commercial	Mixed Residential/ Industrial	Mixed-Town Centers	Regional Parks	Recreation	Private Marinas	Airport
RL	RLM	RM	RH	CM	CRC	CN	CT	CS	IG	IL	IDP	MRC	MRI	MTC	PR	PRC	PMR	AP	CEM	
SD1	Special Development District, Small-Scale Mixed-Use				X								X	X	X					
SD2	Special Development District, Mixed-Use				X	X	X					X	X	X					X	
MKT	Market and Distribution											X	X							
SD3	Development Technology Research											X	X							X

CITY OF DETROIT
Notice of Public Outreach

You are invited to give input on the following proposal.

PROPOSAL

**Eastern Market
Master Plan Amendment + Rezoning**

OUTREACH DETAILS

Wed., March 31 at 5 pm via phone (312) 626-6799 Meeting ID: 835 3474 9843
<https://cityofdetroit.zoom.us/j/83534749843>

Thurs., April 15 at 5 pm via phone (312) 626-6799 Meeting ID: 963 5559 3579
<https://cityofdetroit.zoom.us/j/96355593579>
pwd=TTIoMzN5M3pmU1RKNXp1MjJlcZn3UT09

ADMINISTRATIVE SUMMARY

Eastern Market is a strong economic anchor within this community; however, the federal 2011 Food Safety and Modernization Act impacts some existing Eastern Market food industrial businesses' ability to grow at their current sites. The Eastern Market framework plan involving stakeholder and community engagement was completed in 2019, which identified a new location for food production businesses seeking close proximity to Eastern Market.

The proposed changes are for the area generally bounded by Forest Avenue, Jos. Campau Street, Gratiot Avenue, and Orleans Street. The overall goals and objectives of the neighborhood framework plan can be summarized in the following three ways: Jobs for Detroiters, Improve the Quality of Life for Residents, Keep Authenticity and Function of the Market.

The master plan and zoning implementation phase of the framework plan will:
- Create opportunity for mixed-use development along the Dequindre Cut and certain other corridors for retail and service opportunities to serve residents and to also encourage new housing opportunities.
- Allow for future food industrial growth through the expansion of existing Eastern Market food related businesses and the attraction of new food related industries that can be sustained by surrounding residential workforce.

The current goal is to complete the master plan and zoning amendments by July 2021. Note: There is no funding associated with the Master Plan amendment.

ONLINE FEEDBACK

For more information, contact Greg Moots, PDD Lead Planner at greg@detroitmi.gov



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.

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Community Outreach Ordinance-Required meetings

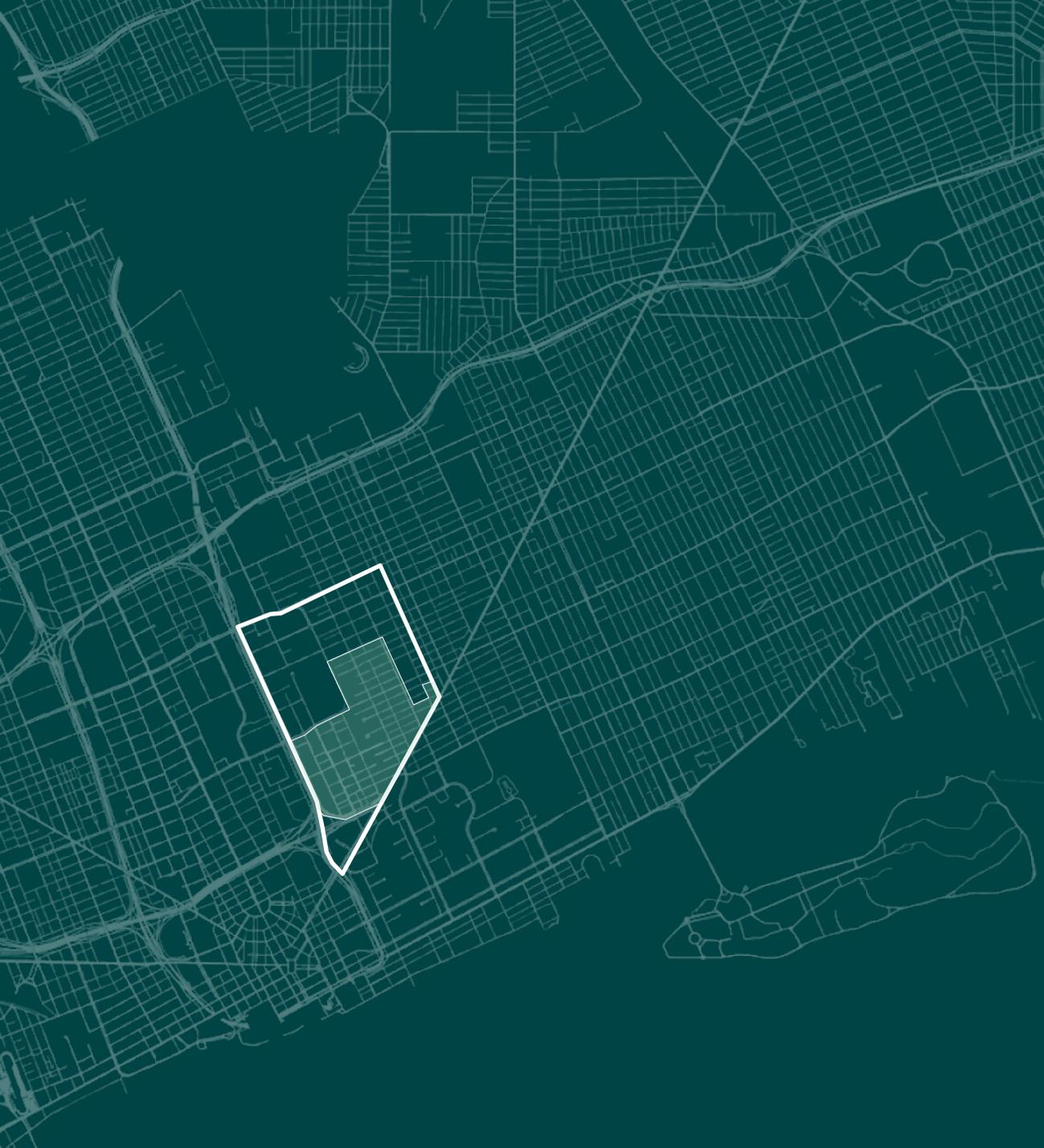
- **March 31, 2021 online presentation (*65 attendees*)**
- **April 15, 2021 City Planning Commission Hearing (*70 attendees*)**

Noticed through:

- **Emailed on 3/19/2021 to the City listserve (GovDelivery) that reaches 20,000+ people,**
- **Posted on City's Facebook page and the City of Detroit calendar of events,**
- **As a courtesy, a notice of the COO meeting was included in the required rezoning notice mailing, mailed to 900 taxpayer owners of the property to be rezoned plus 300 ft**

Concerns & comments raised at all meetings

- Boundaries of Master Plan and zoning changes
- Permissibility of recreational marijuana in MKT
- Rezoning of City Recycling would make the legal use of used car dealer non-conforming
- Access of residents to jobs
- Amendments to the truck route to avoid residential areas.
- Increase residential and retail development.
- Limit industry and other harmful uses in the area.
- Purchase of side lots from the land bank.
- Residents' desire to be included in future engagement.
- Residents' desire to be a part of the growth in our community.
- Remove the height restrictions in Eastern Market Core
- Make more uses by right
- Remove conditional land use requirement for office and residential
- Keep industrial zoning for specified properties near Eastern Market



EASTERN MARKET ZONING

PUBLIC HEARING

September 8, 2022

WWW.DETROITMI.GOV/EASTERNMARKET



EASTERN MARKET ZONING

Housekeeping Items

- 1. Correct text in the submitted ordinance by removing MKT-zoned land from “Special District Review” from the proposed text amendment**

Sec. 50-2-51. Powers and duties.

(6) Special district review. To participate in the review of permit applications in the PC, PCA, MKT, SD4 and SD5 Districts when site plan review is not otherwise required (See Section 50-11-66 and Section 50-11-96 of this Code);

- 2. Chapter 8 Amendment (PHS Committee)**

Revision of Demo Permit Process in MKT to allow 5-10 day Review Period

This amendment will come before PHS Committee, complimentary to the MKT zoning amendment

MKT | Marijuana Uses

Current Spacing Regs Prohibit Marijuana Uses in E. Market Today - Amending MKT to Include this Use Does Not Address the Spacing Issue



1,000' Spacing Requirement for Marijuana Uses (Use not Permitted)



Eastern Market

Where Small, Independent Businesses Start



Eastern Market

A Place About Food



Eastern Market

A Place About Food



Eastern Market

A Place About Food



MADE TO ORDER



BLEND:

USDA PRIME CERTIFIED ANGUS BEEF

THICKNESS:

0.625 INCHES

SIZE:

8 OUNCES

Eastern Market

Where Everyone is Warmly Welcomed



Happier Detroit

Detroit's Gathering Place



Eastern Market District

Make No Mistake – Investment is Needed



Eastern Market At The Crossroads

We Could Take the Well-Worn Path...

- ✓ A large wave of real estate investment overwhelms the market district and washes away core values. This has happened in city after city around the globe.



Eastern Market At The Crossroads

Fulton St. Market Chicago



2010



2020

Eastern Market At The Crossroads

...Or We Can Take a Less Travelled Path

- ✓ A large wave of real estate investment makes the Eastern Market even stronger and helps Detroit become healthier, wealthier, and happier.



Eastern Market At The Crossroads

Three Tools to Defend Core Values

1. Building a Development Culture That Supports Core Values
 - ✓ Development Protocols
 - ✓ Annual Development Metrics
 - ✓ Annual Awards Program
2. Active non-profit groups to do projects and programs that the for-profit sector cannot or will not do.
 - ✓ EMDC
 - ✓ Develop Detroit
 - ✓ Churches, C.A.N. Arts, Grassroots Detroit, Kenyetta Block Club
3. Regulatory Framework
 - ✓ Zoning



Adjusting Regulations

To Develop Mostly Vacant Land in the Expansion Area



THE FRAMEWORK

GEM – 20+ YEAR FULL BUILDOUT

Potential
to Create 1,500
Jobs over 20 Years



WHY ARE WE DOING THIS?

- ❑ To offer clear and consistent regulations throughout the Eastern Market
- ❑ Allow for the expansion and of business to the GEM and to attract new food production uses to the area
- ❑ Prevent harmful industrial uses in the area, support food production
- ❑ Support mixed-use development along Dequindre Cut (JLG) and in residential neighborhoods
- ❑ To offer some protection against market forces that will transform the area away from traditional food uses



***Text Amendment to
create MKT District***

NEIGHBORHOOD FRAMEWORK



NEIGHBORHOOD FRAMEWORK

➤ The FRAMEWORK

- January 2018 to November 2019
- Responds to the 2011 Food Safety Modernization Act

➤ ENGAGEMENT

- 7 Roundtable Discussions (20-70 participants in each)
- 5 Public Meetings (over 700 attendees, collectively)
- Numerous community stakeholder meetings in various formats such as bike rides and canvassing

➤ 3 GOALS: JOBS For Detroiters, IMPROVE QUALITY OF LIFE, KEEP THE AUTHENTICITY AND FUNCTION of the Market



QUALITY of LIFE

JOBS

AUTHENTIC

SUMMARY OF MKT ZONING

- ❑ Creates a market specific zoning district, MKT
- ❑ Allows for the expansion of business to the GEM
- ❑ Supports mixed-use development along Dequindre Cut (JLG) and in GEM residential areas
- ❑ Adds more food production uses and removes heavy industrial uses in Eastern Market and expansion area
- ❑ Supports food production over other uses in Core Market
- ❑ Eliminates all parking requirements. New parking areas to be at rear or side of structures
- ❑ Removes spacing regs between bars/ brewpubs
- ❑ Allows development around the Sheds to 80' *if* food production use is provided or BZA variance obtained
- ❑ Limits retail to 15K sq ft in size
- ❑ New construction residential and office are made conditional (adaptive reuse by-right)
- ❑ Generally incorporates existing uses from B6
- ❑ In the GEM, creates setback and screening requirements to separate new food production development from residential areas



OVER 50 ZONING ENGAGEMENT MEETINGS TO DATE

20+

Residential stakeholder Meetings

Grassroots, KBC, East Canfield, Farnsworth

10+

Business/ Developer Stakeholder Meetings

Core Market, GEM

12

Focus Group Meetings

Businesses/ Residents

1

Preliminary CPC Meeting

July 23, 2020

2

CPC Hearings

Nov 19, 2020
*Apr 15, 2021

4

Public Meetings

Aug 20, 2020
Nov 11, 2020
Mar 31, 2021
July 18, 2022

2,827

GovDelivery Registrants

As of July 8, 2022

OVER 5k

Mailed notices community meetings and hearings

WHAT WE HEARD

How have concerns of the property owners in the Core Market been addressed?

HEIGHT INCENTIVE AREA

Today:

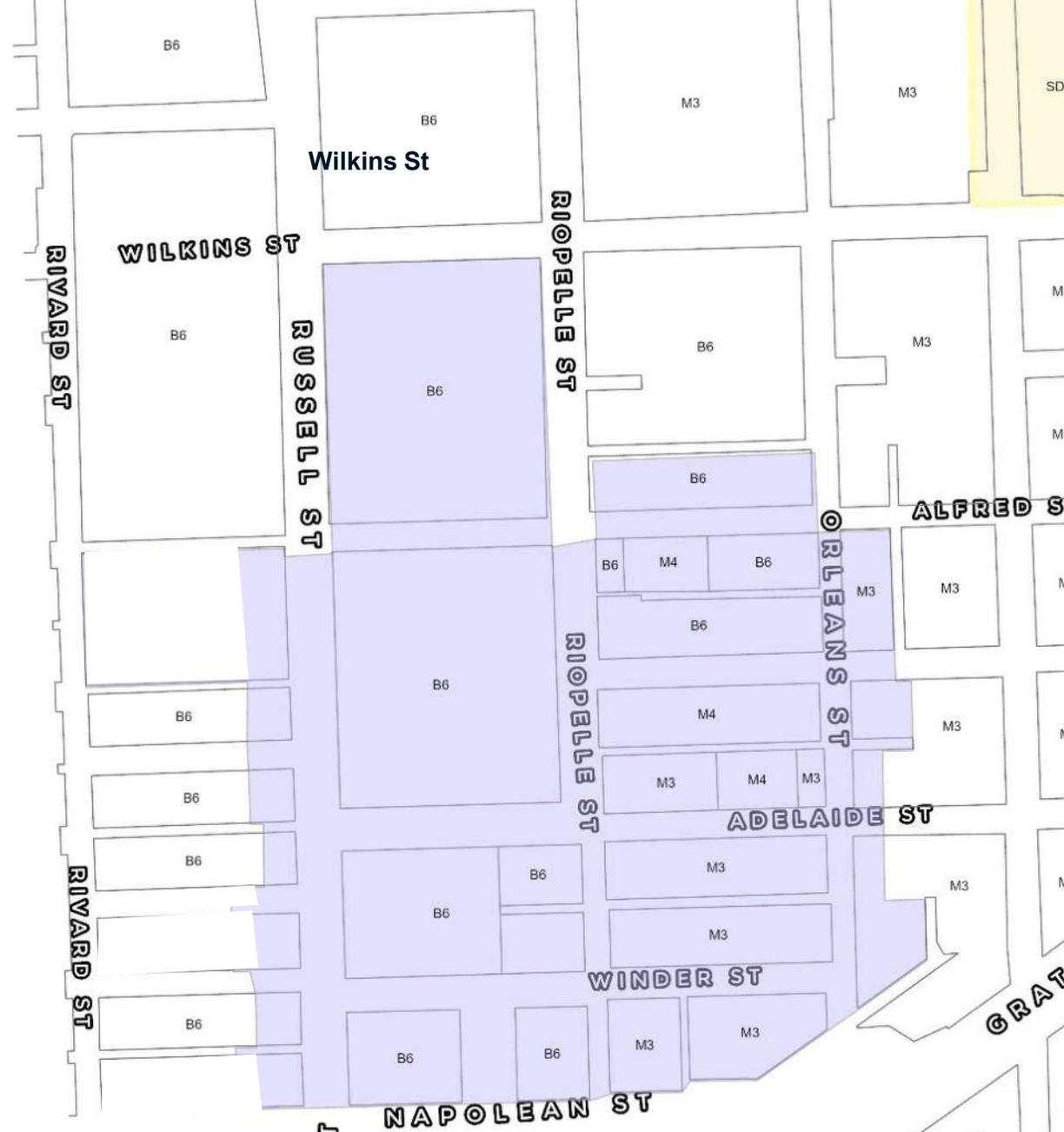
- B6: 80', ~ 7 stories
- M3: 80', ~ 7 stories

Proposed:

- MKT: 80', ~ 7 stories (Same as today)

■ Area around sheds 55'

- ▶ **NEW** height bonus to 80'
 - If food production or distribution comprises **60%** of ground level
 - Remaining 40% can be utilized for any other permitted use in MKT



FOOD PRODUCTION Incentive Timeline

- NOTE:**
- **Restaurants** are allowed **by-right** throughout the MKT zoning; however, restaurants would not trigger the food production height bonus
 - If an owner is unable to provide a food production use, they may apply to **BZA** to seek a height waiver in Mkt Core Area

August 2020

45 Feet

**ORIGINAL HEIGHT LIMIT
BASE OF CUPOLA**



RUSSELL ST

November 2020

55 Feet

**EXTENDED HEIGHT 10'
TO TOP OF CUPOLA**

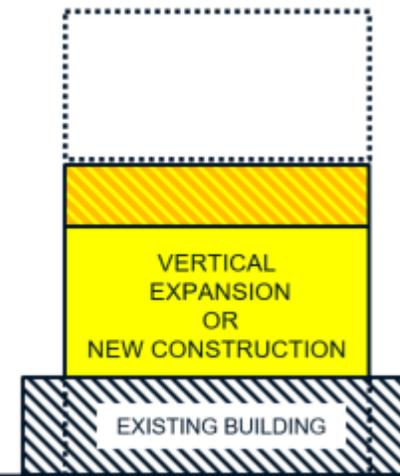


RUSSELL ST

**CURRENT CPC APPROVED
MARCH 2021**

80 Feet

**FOOD PRODUCTION INCENTIVE
BY RIGHT UP TO 80'-0"
WITH GROUND FLOOR
FOOD PRODUCTION USE**



RUSSELL ST

RESIDENTIAL AND COMMERCIAL LAND USES

MKT by-right, not limited to



Henry the Hatter, Eastern Market, Detroit

- ✓ Renovation for residential (lofts)
- ✓ Office in a renovated building of any size + expansion of 200% of ground floor area
- ✓ All retail shops up to 15K SF in size
- ✓ Restaurants
- ✓ Art gallery or museum
- ✓ Barber or Beauty Shop above 1st Floor (if in multistory building)

RESIDENTIAL AND COMMERCIAL LAND USES

MKT conditional, not limited to



- ✓ New construction office (not including 200% expansion of ground floor area of existing structures)
- ✓ New construction mixed-use (residential and retail)
- ✓ Non-food related services, such as veterinary clinic, fitness club, medical clinic
- ✓ Parking structure with ground floor retail

WHAT WE HEARD

How are residents' concerns
being addressed?

Provide more opportunities for residential and retail development

Limit industry and other harmful uses in the area

Protect our neighborhoods and existing residential areas

Let me buy side lots near me

We want to be a part of the growth in our community

How do we get jobs in our community?

NEIGHBORHOOD PARTNERSHIPS



Neighborhood group representation on Eastern Market Development Corporation (EMDC) Board

EMDC to provide access technical assistance regarding community space and organizational development

EMDC will develop MOUs with community organizations to identify ways to collaborate

City/DEGC/EMC to continue meet with residents and neighborhood groups to mitigate concerns with truck traffic on a project by project basis

“We want to be a part of growth in our community”

EMDC will provide event space for community gatherings

PROVIDE MORE HOUSING AND RETAIL

□ Areas Added for Mixed-Use Districts:

- Chene and St. Aubin
- Dequindre Cut
- Gratiot

□ Why Mixed-Use Zoning Districts?

- Allows for new residential in the neighborhood
- Encourages walkable retail development
- Provides ability for live-work maker space



PROPOSED ZONING GEM, CORE MARKET, GRATIOT CORRIDOR

CHANGES TO

REQUESTED
ADDITION TO SD1

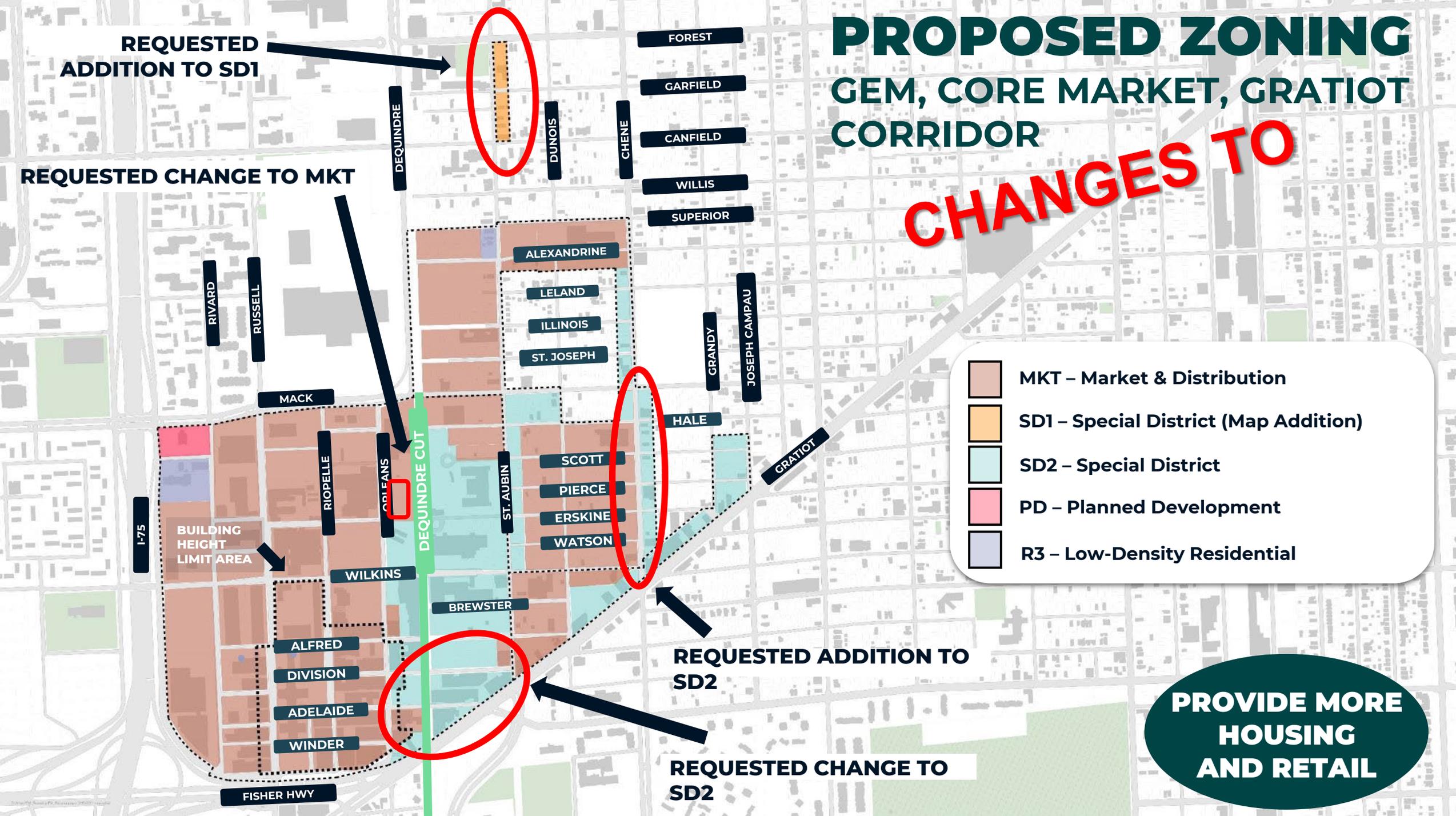
REQUESTED CHANGE TO MKT

REQUESTED ADDITION TO
SD2

REQUESTED CHANGE TO
SD2

**PROVIDE MORE
HOUSING
AND RETAIL**

- MKT – Market & Distribution
- SD1 – Special District (Map Addition)
- SD2 – Special District
- PD – Planned Development
- R3 – Low-Density Residential



PROVIDE MORE HOUSING AND RETAIL



1923 Division Street

110 Units

- 80 Units From 30%-80% AMI
- 4,000 SF of retail space

**Limit industry
and other harmful
uses in the area**



Eastern Market Brewery - Detroit

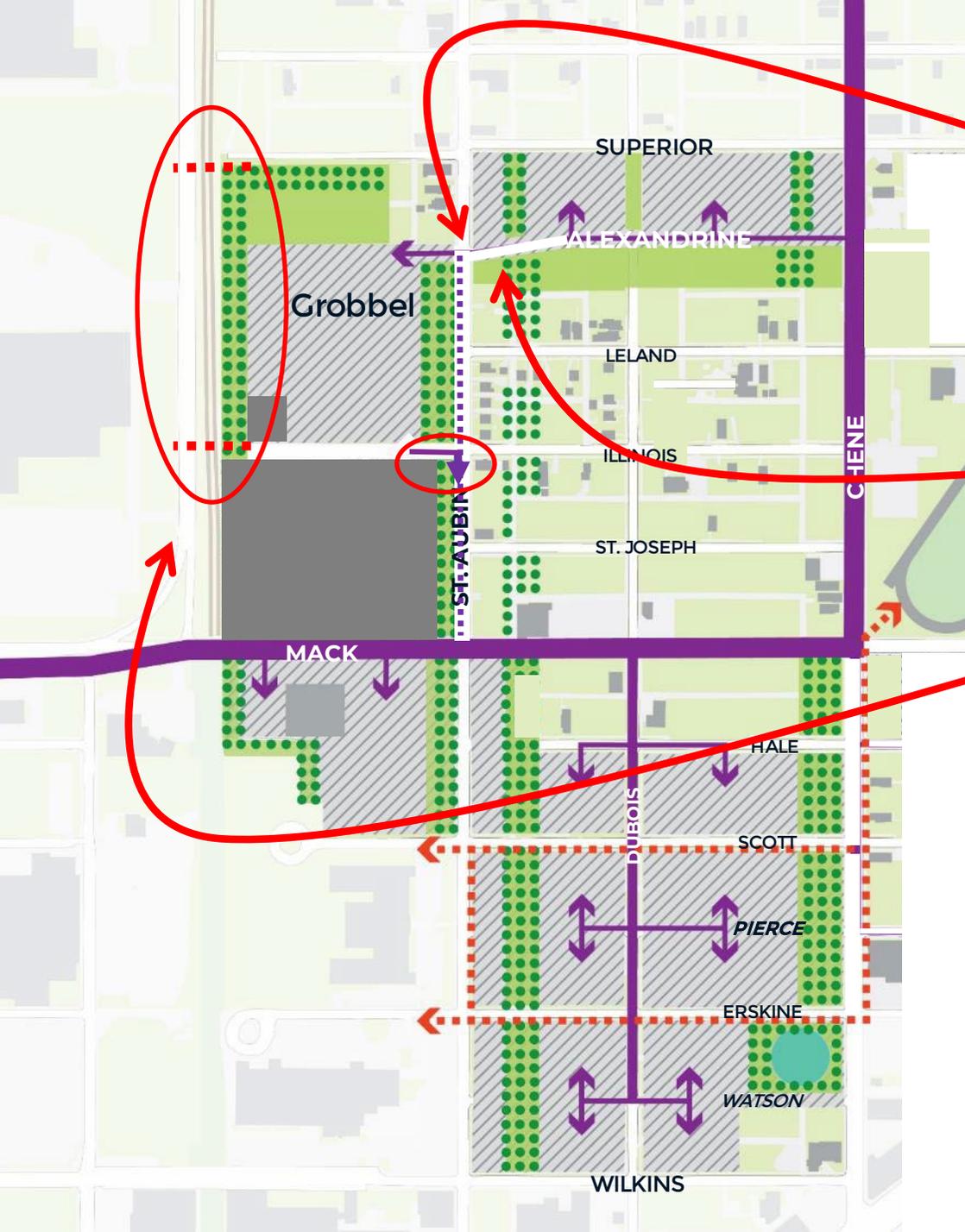
MKT will ONLY allow the following

- ✓ Carbonic Ice manufacture (Dry Ice) – *with conditional approval only*
- ✓ Meat Products Manufacturing or Processing – *with conditional approval only*
- ✓ Canning Factories (excluding fish products)
- ✓ Brewing or Distilling of Liquors
- ✓ Brewing of 20,000 or More Barrels of Beer Or Malt Beverage Per Year
- ✓ Coffee Roasting
- ✓ Dog or Cat Food Cannery or Manufacture (excluding rendering or the use of fish)
- ✓ Slaughterhouses are limited in size, with buffering requirements in GEM

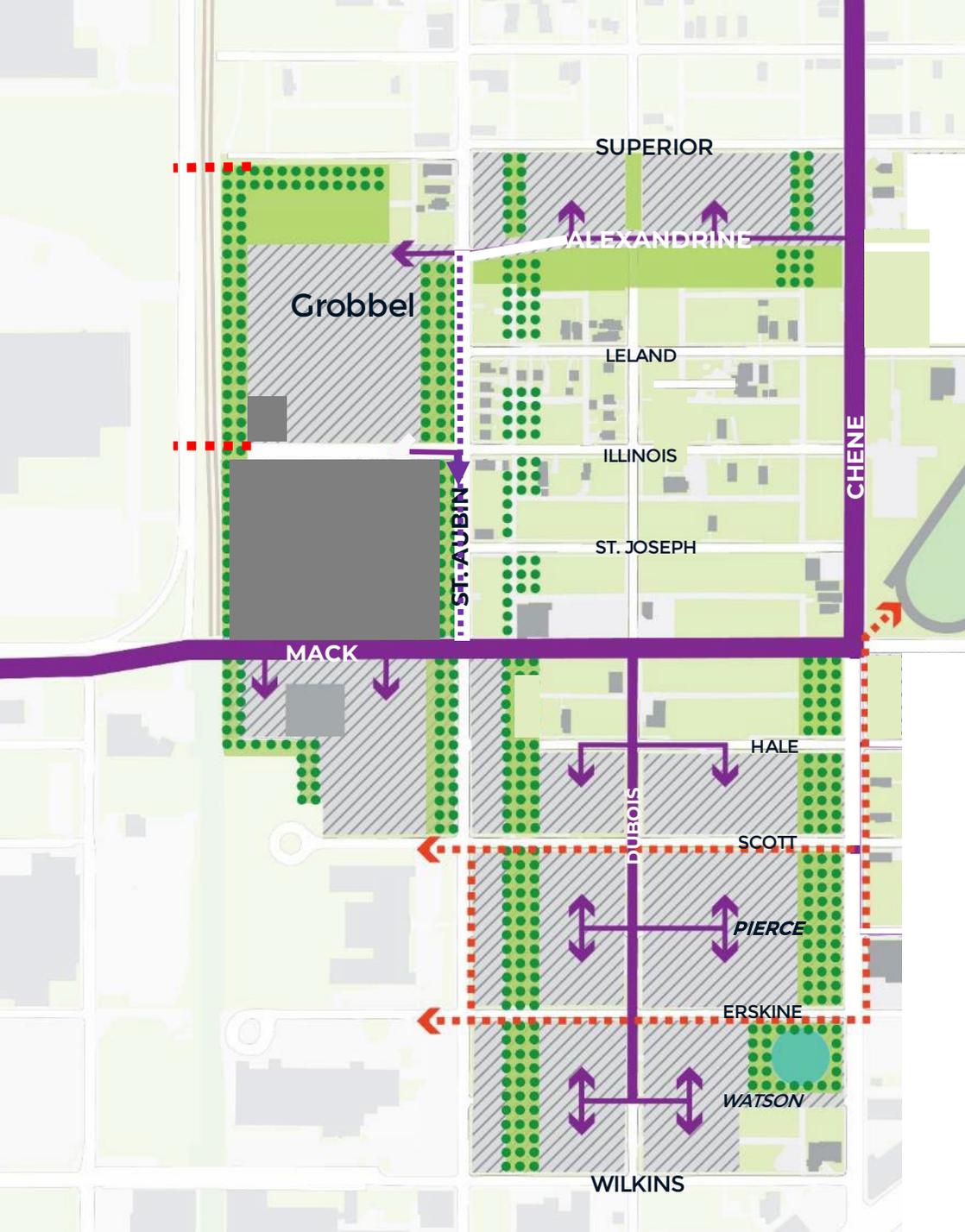
REVISED PROPOSED TRUCK ROUTES

- ❑ De-emphasize St. Aubin as a truck route, to only service Grobbel site and existing users
- ❑ No Alexandrine truck entrance to reduce truck use of St. Aubin
- ❑ Continue to work with residents to study a possible Dequindre Street connection to further reduce truck route on St. Aubin
- ❑ Use existing truck routes, Chene and Mack

Protect our neighborhoods and existing residential areas



ENFORCING TRUCK ROUTES



- **DEGC will include these designated truck routes within the development agreement for each development**
- **Work with Residents to find appropriate locations for signage to Prevent Truck Traffic on Residential Roads**
- **Install Speed Humps on residential roadways to deter trucks from leaving designated routes**

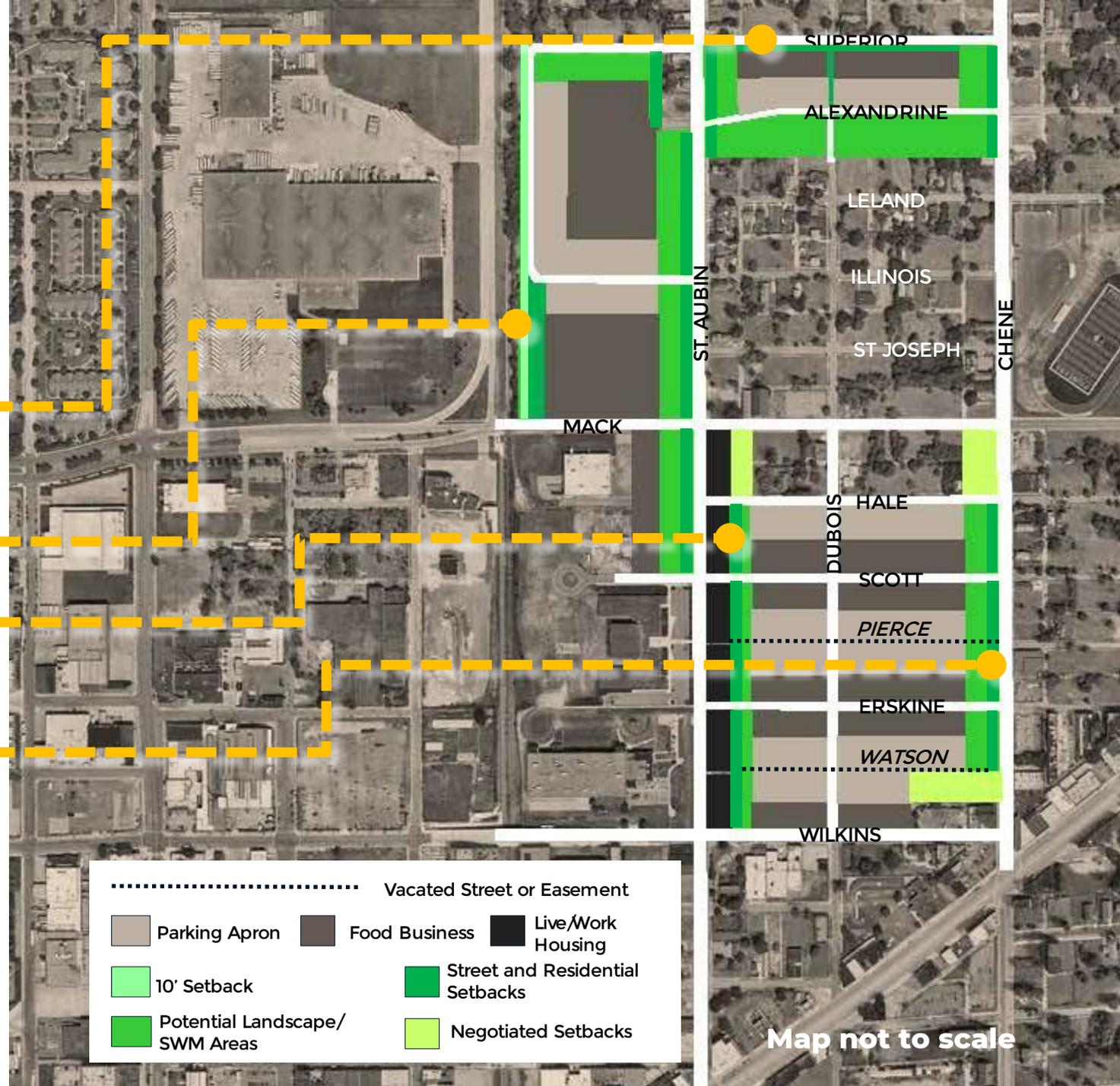
SETBACKS AND SCREENING

In setback area, new developments must have a minimum side setback (shown in dark green) of:

- 25' off Superior Street between St. Aubin and Chene
- 10' from the Dequindre Cut
- 50' from residential and SD2 zoning
- 40' from streets

In the setback area, **vegetation** must be planted near the street or R2 and SD2 zoned areas that will be **10' tall** and **75% opaque***

*developers may not seek a waiver for this requirement



Map not to scale

CONTINUED COMMUNITY ENGAGEMENT

A COMMITMENT TO ENGAGEMENT ON EACH PROJECT

- Development Team
- Proposed Use of the Development
- Site Plan and Design
- Number Of Jobs To Be Created, Anticipated Pay, Job Application Process
- Traffic Plan And Truck Counts
- Noise, Smell Mitigation
- Construction Timeline
- Other Development Specifics, Concerns

“We want to be a part of growth in our community”

ACCESS TO JOBS!

Future food-related development projects locating in the GEM will include job access to area residents:

- ✓ Application enrollment period is encouraged to be made available to nearby residents first
- ✓ All new employment positions will be posted in collaboration Detroit at Work
- ✓ Detroit at Work will work with employers to prioritize City of Detroit Residents
- ✓ Job postings will be shared with Eastern Market Partnership, President Sheffield, and District 5 Department of Neighborhoods and job fairs
- ✓ Background friendly hiring will be encouraged for all new development projects



Find a Job + More
Join the Detroit At Work
Online Community

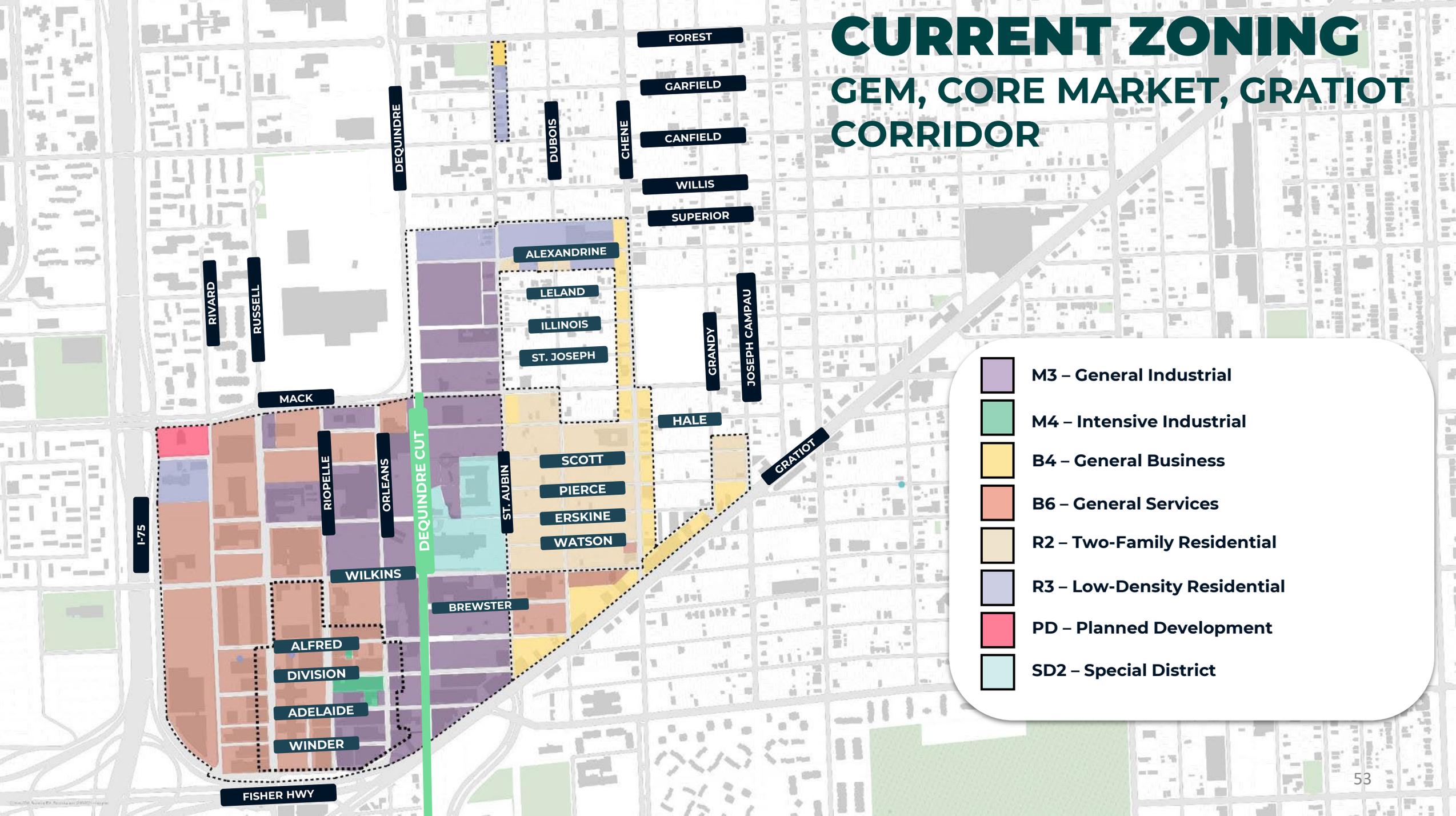
detroitatwork.com
313-962-WORK (9675) for assistance



***MKT District
Map Amendment***

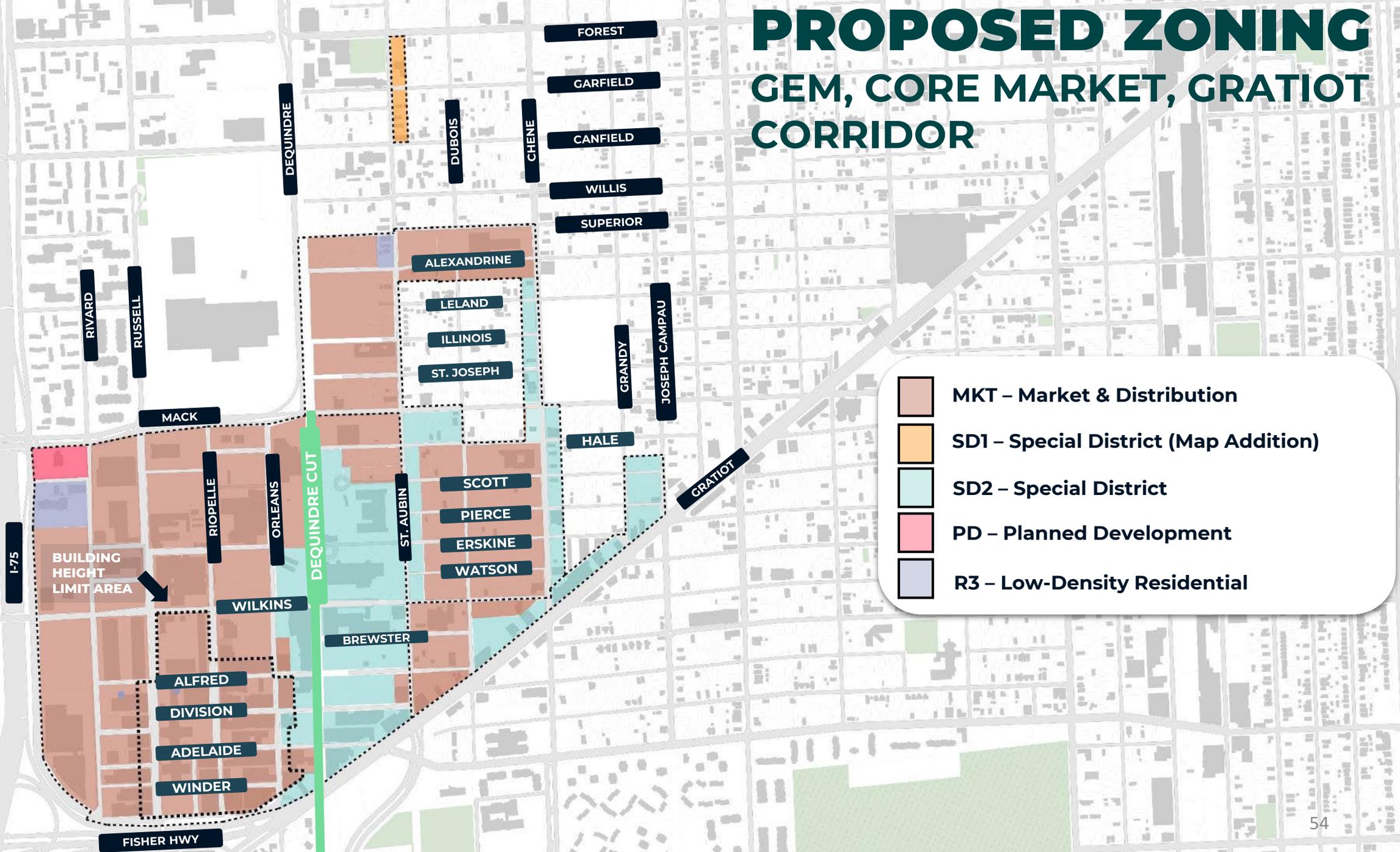
CURRENT ZONING

GEM, CORE MARKET, GRATIOT CORRIDOR



- M3 – General Industrial
- M4 – Intensive Industrial
- B4 – General Business
- B6 – General Services
- R2 – Two-Family Residential
- R3 – Low-Density Residential
- PD – Planned Development
- SD2 – Special District

PROPOSED ZONING GEM, CORE MARKET, GRATIOT CORRIDOR



THANK YOU

Q & A

