# Welcome to HOTEL at WATER SQUARE

COMMUNITY BENEFITS MEETING

DEPARTMENT OF

Development





### January 9, 2024 - CBO Meeting #1



Welcome & Introductions

Presentation of CBO Process + Q & A

**Hotel at Water Square Presentation** 

General Q & A

**Resident Interest for Serving on the NAC** 

**Next Steps** 

# **DETROIT CITY COUNCIL MEMBERS**







Council Member Gabriela Santiago -Romero *District 6*  Council Member Coleman A. Young II *At-large*  Council Members Mary Waters *At-large* 

# **CITY OF DETROIT DEPARTMENTS & AGENCIES**



PLANNING AND DEVELOPMENT DEPARTMENT MAYOR'S OFFICE + JOBS & ECONOMY TEAM DEPARTMENT OF NEIGHBORHOODS



**DETROIT ECONOMIC GROWTH CORPORATION** 

Detroit Economic Growth Corporation

# HOTEL AT WATER SQUARE DEVELOPMENT TEAM

# SterlingGroup

### **<u>CITY OF DETROIT</u> CBO WEBSITE**

THE CBO WEBSITE IS UPDATED REGULARLY WITH PUBLIC MEETING TIMES, DATES, & PRESENTATIONS + THE SIGNED COMMUNITY BENEFITS PROVISION





YOU CAN ALSO SUBSCRIBE TO EMAIL UPDATES ON THE WEBSITE

WWW.DETROITMI.GOV/HOTELWATERSQUARE

What is the COMMUNITY BENEFITS ORDINANCE?

# COMMUNITY BENEFITS ORDINANCE (CBO) Fast facts about the first such law in a major city





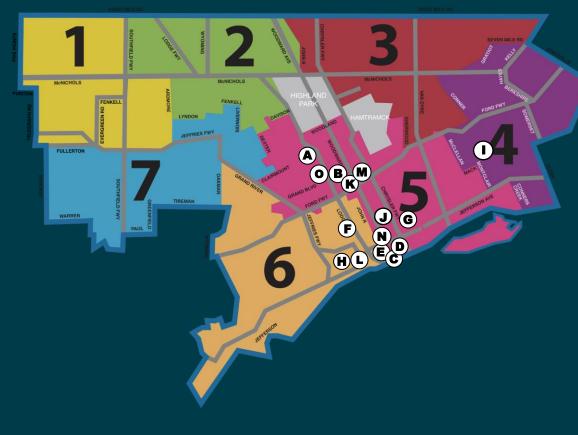
CBO WAS APPROVED BY DETROITERS DURING THE 2016 ELECTION A PROCESS FOR DEVELOPERS TO PROACTIVELY ENGAGE WITH THE COMMUNITY TO IDENTIFY AND ADDRESS ANY PROJECT IMPACTS

# **CBO TIER 1 TRIGGERS**

The Community Benefits Ordinance TIER I requirements only applies to a development project if...

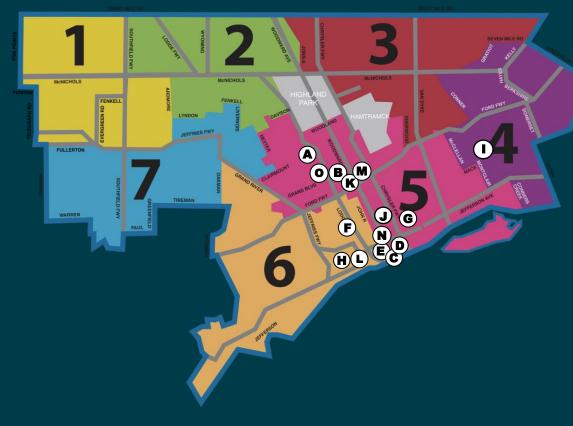


# 14 TIER 1 CBO PROJECTS COMPLETED SINCE 2017\*



- A HERMAN KIEFER 5 MEETINGS
- **B PISTONS -** 6 MEETINGS
- **C** HUDSONS 5 MEETINGS
- **BOOK TOWER & MONROE BLOCKS** 6 MEETINGS
- **DETROIT FREE PRESS BUILDING** 4 MEETINGS
- **F** WIGLE: MIDTOWN WEST 8 MEETINGS
- **G** LAFAYETTE WEST 5 MEETINGS
- MICHIGAN CENTRAL STATION
  8 MEETINGS
- FIAT CHYRSLER ASSEMBLY PLANT
  8 MEETINGS
- **J** THE MID 5 MEETINGS
- **\*CASS & YORK** (PROCESS SUSPENDED AFTER 7<sup>th</sup> MEETING)
- **MICHIGAN & CHURCH ST.** 6 MEETINGS
- **FISHER BODY 21** 9 MEETINGS
- **N** THE DISTRICT DETROIT 9 MEETINGS
- THE FUTURE OF HEALTH 9 MEETINGS

# 14 TIER 1 CBO PROJECTS COMPLETED SINCE 2017\*



- ~\$11 billion in Investment
- 4,131 new housing units
- 6.4 million sq ft of new commercial/office space
- 2.5 million sq ft new industrial space
- 32,700+ estimated
  Construction Jobs
- 24,200+ estimated
  Permanent Jobs
- ~\$1.77 billion estimated net revenue benefit to City of Detroit over next 35 years

# **CBO OUTCOMES: ENGAGEMENT**



# **CBO TIER 1 POSITIVE OUTCOMES**

- It creates an opportunity for meaningful community engagement on private developments
- The community has an opportunity to express potential project impacts in a direct dialogue with the developer
- The developer has a chance to hear what's important to the community
- The community is better informed about the project and construction timeline
- Serving on the NAC provides Detroiters the opportunity to meaningfully impact the City's growth



How does the COMMUNITY BENEFITS ORDINANCE Work?

# **PROJECT IMPACT AREA**

The planning department reviews the project scope and defines the impact area. Impact area includes at least the census tract of the project.

A notice of the first CBO meeting is mailed to all residents within 300ft of the impact area.

The impact area is determined to identify who can serve on the Neighborhood Advisory Council (NAC) and who can vote to select 2 representatives to serve on the NAC.

The CBO process is set up to focus discussion around the impact area residents, however all meetings are open to the public and all are welcome to participate in the process.

#### THE CITY OF DETROIT INVITES YOU TO ATTEND THE COMMUNITY BENEFITS PUBLIC MEETINGS FOR HOTEL AT WATER SQUARE: JOE LOUIS ARENA SITE



#### FOR FUTURE MEETING SCHEDULE AND ALL PROJECT INFORMATION VISIT WWW.DETROITMI.GOV/HOTELWATERSQUARE

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.

Mediante un aviso previo de siete días calendaria, la ciudad de Detroit proporcionará servicios de interpretación en las reuniones públicas, incluida la traducción de idiamas y las adaptaciones razonables de acuerdo con la Ley ADA. Para programar dichos servicios, comuniquese con el Departamento de Derechos Civiles, inclusión y Oportunidad Ilamando al 313:224-4950, por medio del número TTY 711, o envie un corros o electránico a circiaddetroitmiqov.

#### HOW TO PARTICIPATE IN THE CBO MEETINGS

PUBLIC CBO MEETINGS WILL TAKE PLACE IN PERSON AT HUNTINGTON PLACE WITH AN OPTION TO WATCH REMOTELY VIA ZOOM ALL MEETINGS BEGIN AT 6:00PM - DOORS OPEN AT 5:30PM FOR REGISTRATION AND REFRESHMENTS

#### ATTEND IN PERSON

Huntington Place Convention Center 1 Washington Blvd. Room 113 A- C (1st Floor) Accessible via Huntington Place People Mover Station Validated Parking available at Fort/Washington Garage - 645 Washington Blvd.

#### VIEW REMOTELY VIA ZOOM

Register to receive meeting link Dial by phone: +1 312 626 6799 Meeting ID: 816 8707 5023 **IST MEETING** TUESDAY JANUARY 9, 2024 AT 6:00 PM

CBO PROCESS AND PROJECT INFORMATION



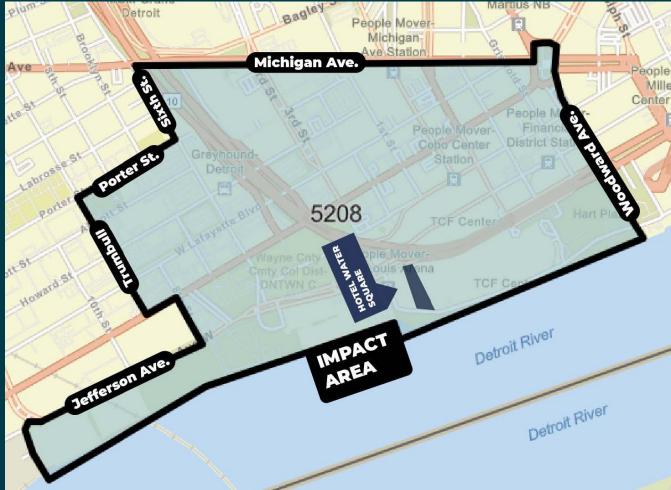
TUESDAY JANUARY 16, 2024 AT 6:00 PN ELECTION OF TWO (2) NEIGHBORHOOD ADVIS COUNCIL MEMBERS -

ONLY IMPACT AREA RESIDENTS ATTENDING IN PERSON MEETING MAY VOTE

Further information and advance registration at: https://bit.ly/hotel-water-square



# HOTEL at WATER SQUARE: CBO IMPACT AREA



# CBO TIER 1 PROCESS Neighborhood Advisory Council (NAC) Selection - 9 Members



\*Appointed by 2 At-Large Members and the Council Member whose district contains the largest portion of the Impact Area

# **NAC SELECTION – ROLES & RESPONSIBLITIES**

#### ELIGIBILITY

- Resident of the impact area.
- $\circ$  At least 18 years of age.
- $\circ$  No agents or employees / affiliates of the Developer or involved City Departments / Agencies.
- MUST BE NOMINATED AT THE PUBLIC CBO MEETING.

#### **REQUIRED DUTIES**

- Must attend all scheduled CBO meetings.
- Develop NAC impact list.
- Review Community Benefits Report written by the Planning and Development.
- Develop a letter of consensus of the proposed Community Benefits.
- Compliance: Review biannual compliance report to monitor progress and status of project.
- $\circ$  Compliance: Attend annual meeting to discuss the status of the project.

#### RESPONSIBILITIES

- $\circ$  You cannot use this position for personal gain and must declare any conflicts of interest.
- $\circ$  You are agreeing to represent your fellow residents.
- $\circ$  You are agreeing to provide feedback for the community.
- You are agreeing to work together with fellow NAC members to make official recommendations to mitigate any negative impacts of the project.
- $\circ$  You are advising the City of Detroit and City Council on how best to mitigate impacts.

# CBO TIER 1 PROCESS Identifying Project Impacts and Mitigations



THE CITY AND DEVELOPER GENERATE AN AGGREEMENT IN RESPONSE TO THE IMPACTS WITH THE NAC'S SUPPORT

THE NAC DEVELOPS SUGGESTIONS TO IDENTIFIED IMPACTS AND THE DEVELOPER RESPONDS

THE NAC MEETS WITH PLANNING & DEVELOPMENT, THE DEVELOPER, AND COMMUNITY TO IDENTIFY PROJECT IMPACTS

THE NEIGHBORHOOD ADVISORY COUNCIL (NAC) 9 RESIDENTS FROM THE IMPACT AREA

# **CBO TIER 1 PROCESS** Typical Schedule : Ten Weeks

#### WEEK 1: PUBLIC MEETING 1 - INTRO MEETING

WEEK 2: PUBLIC MEETING 2 - INTRO / RESIDENT VOTE FOR 2 NAC MEMBERS

**WEEK 3:** BYE WEEK / NAC ORIENTATION

WEEK 4: PUBLIC MEETING 3 - DEVELOPER PRESENTATION & DEGC PRESENTS INCENTIVES PACKAGE)

WEEK 5: PUBLIC MEETING 4 - NAC WORKING SESSION

WEEK 6: PUBLIC MEETING 5 - NAC PRESENATION OF IMPACTS

WEEK 7: PUBLIC MEETING 6 - NAC WORKING SESSION

WEEK 8: PUBLIC MEETING 7 - DEVELOPER PRESENTS RESPONSES TO IMPACTS

WEEK 9: PUBLIC MEETING 8 - FINALIZATION AND POTENTIAL NAC VOTE ON AGREEMENT

WEEK 10: <u>PUBLIC MEETING 9</u> - IF NEEDED: CONTINUED DEVELOPER / NAC DISCUSSIONS TOWARDS FINAL RESOLUTION AND VOTE ON COMMUNITY BENEFITS AGREEMENT

**WEEK 11:** *MORE MEETINGS IF VOTED BY THE NAC* 

#### **BEFORE PUBLIC MEETING #3**

PDD INFORMS NAC MEMBERS VIA EMAIL OR PHONE THAT THEY HAVE BEEN SELECTED & HOLDS AN ORIENTATION TO PROVIDE THE NAC WITH:

- MEETING AGENDAS
- ROLES & RESPONSIBILITIES
- PREVIOUS EXAMPLES OF CBOS
- NAC CONTACT LIST

### ANTICIPATED PUBLIC CBO MEETING SCHEDULE

Meetings	January 2024				February 2024
	WK 1	WK 2	WK 3	WK 4	WK 5
Meeting 1 - Introduction to CBO and Tier 1 Project	9-Jan				
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Bye Week - Confirm Council and PDD NAC Selections / Hold NAC Orientation			Week of January 22		
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# ANTICIPATED PUBLIC CBO MEETING SCHEDULE

		March 2024				
Meetings						
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Meeting 6 - NAC Working Session		20-Feb				
Meeting 7 - Developer Presents Responses to Community Benefits			27-Feb			
Meeting 8 - Finalization and Potential NAC Vote on Community Benefits Agreement				5-Mar		
*Please note that this schedule might change and will be updated as we progress.						

# ONCE TIER 1 MEETINGS ARE COMPLETED



All documents and reports are posted on City of Detroit Website: <u>Detroitmi.gov/CBO</u>

# **HOTEL at WATER SQUARE**



# <u>Project's Tier 1 CBO</u> <u>Qualifying Factors</u>

- New Hotel's Total Cost of Investment of ~\$400M
- Seeking City of Detroit tax abatements valued over \$1M

# PDD IDENTIFIED POTENTIAL IMPACTS

### A.Construction

- *Concern:* Noise, dust, mud, vibration and increased light pollution resulting from construction of a new hotel
- Concern: Street and sidewalk restrictions or closures including local surface streets and the M-10 Freeway
- Concern: Construction hours, truck traffic, parking / loading areas for construction workers and equipment staging

### **B.**Site Design and Vehicular Traffic

- Concern: Buildings and sites should adhere to City of Detroit Design Principles
- *Concern:* Light pollution and glass design negatively impacting birds
- Concern: Mitigation of visual and environmental impacts of developments through landscaping and screening
- Opportunity: Activation of street-level façade along streets and public spaces enhancing overall pedestrian
  experience
- Opportunity: Creation of new publicly accessible green spaces and connections between the Detroit Riverfront and downtown

### C. Employment Opportunities

- *Concern:* Access to construction and permanent jobs for Detroiters
- Concern: Prioritization of hiring Detroit-based contractors and sub-contractors during construction and hotel operations
- Opportunity: Creation of new educational and career development opportunities for Detroiters, particularly in the construction, skilled trades, and hospitality fields

# PDD IDENTIFIED POTENTIAL IMPACTS

#### D. Local Mobility and Vehicular Traffic

- Concern: Site connectivity, traffic flow, and vehicular access through the development footprint and across major roadways
   including to the Convention Center, Detroit Riverfront, Downtown
- *Concern*: Locations and coordination of vehicle staging / valet queuing, loading docks for the convention center and hotel, and their impacts on the pedestrian experience
- *Concern:* Access to parking facilities for hotel guests and employees
- *Concern*: Increased vehicular traffic and congestion impacting pedestrian experience, due to new development and interaction with major downtown events
- Opportunity: New hotel and public amenities attracting increased number of visitors and to the Convention Center and the Detroit Riverfront
- Opportunity: Enhanced public transportation & mobility connections via DDOT / SMART Buses, People Mover and bikeshare
- Opportunity: Enhancement of local connectivity between downtown and the Detroit Riverfront
- *Opportunity:* All buildings and public spaces incorporate universal design standards, exceeding Americans with Disabilities Act (ADA) requirements

### E. <u>Retail</u>

- *Opportunity:* Access to retail space for Detroit based and small businesses
- *Opportunity:* Attracting retail businesses that will meet the needs of the impacted neighborhoods and tourists

#### F. Sustainability and Environment

- *Concern:* Energy efficiency and reduced carbon footprint of hotel construction and operations
- *Opportunity:* On-site stormwater management for buildings to protect local waterways including Detroit River
- *Opportunity:* Access to electric vehicle charging and alternative mobility options
- *Opportunity:* Hotel operations utilizing on-site recycling and composting

# **COMMUNITY BENEFITS ORDINANCE Q & A**



Comment cards also available

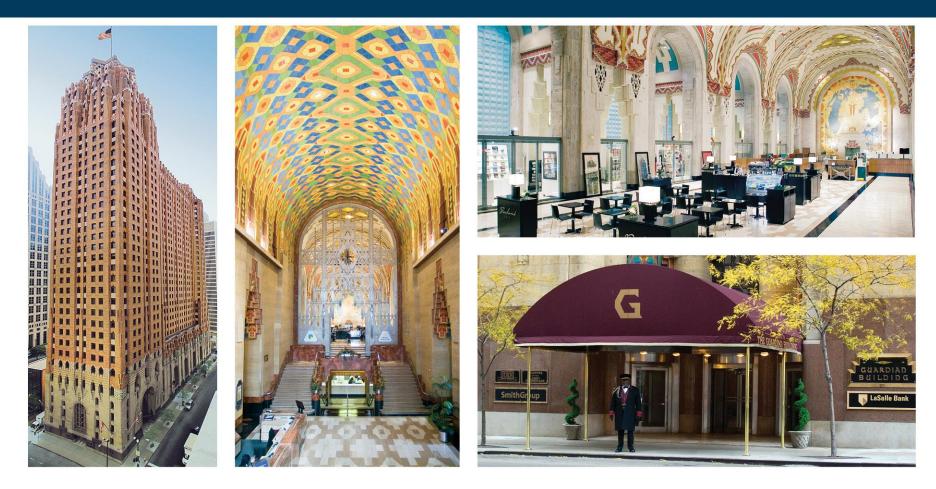




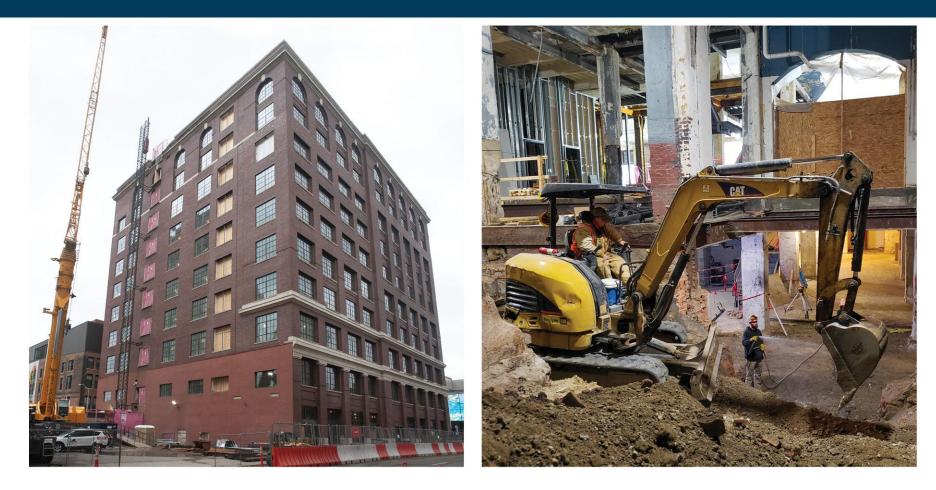
### Headquartered in Downtown Detroit Since 1988

Property investment, value enhancement and civic responsibility remain the cornerstone of our business

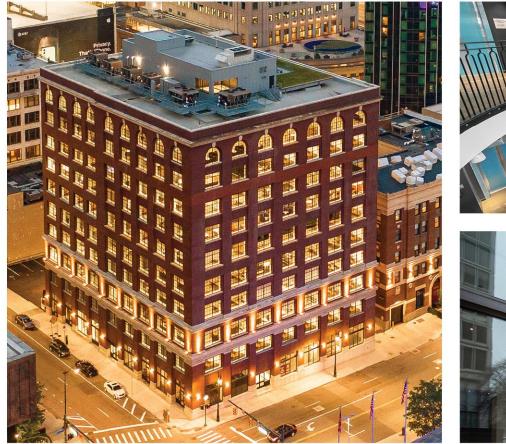
### **STERLING GROUP PROJECTS – GUARDIAN BUILDING**



### **STERLING GROUP PROJECTS – MARQUETTE BUILDING**



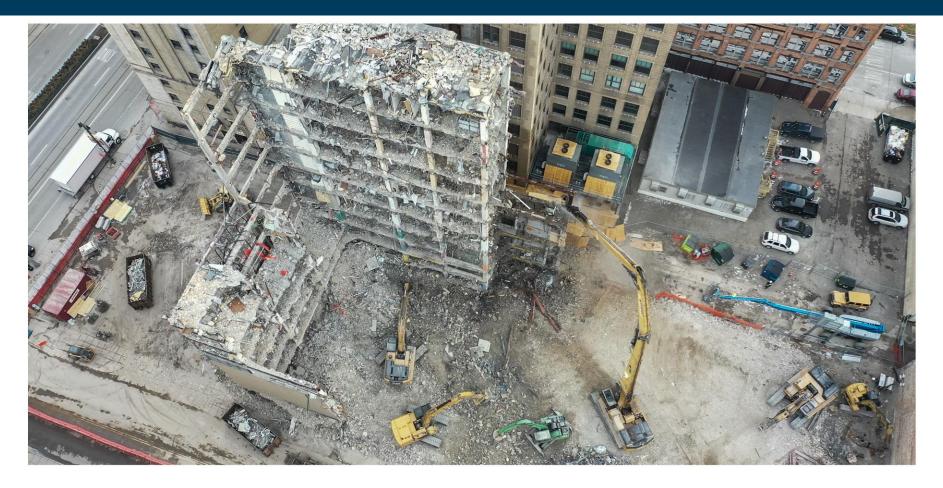
### **STERLING GROUP PROJECTS – MARQUETTE BUILDING**







### **STERLING GROUP PROJECTS – HUNTINGTON BANK TOWER**

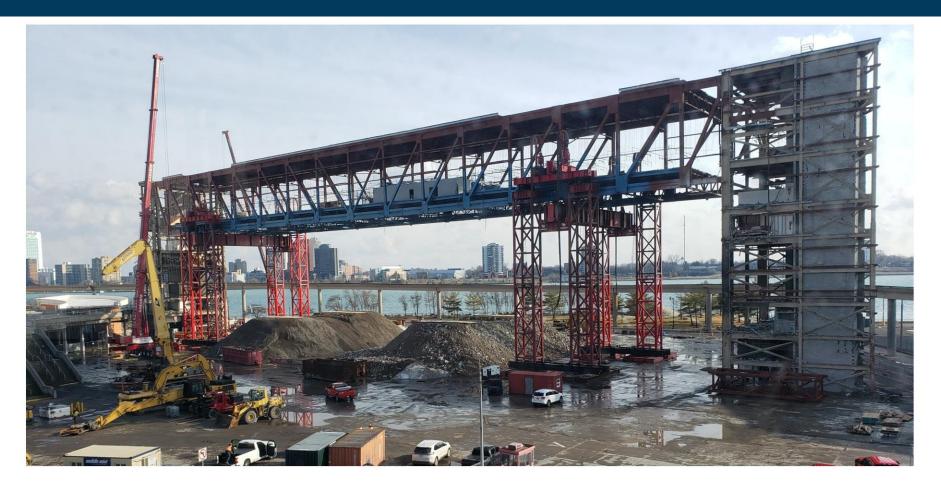


### **STERLING GROUP PROJECTS – HUNTINGTON BANK TOWER**





### STERLING GROUP PROJECTS – THE RESIDENCES AT WATER SQUARE



### STERLING GROUP PROJECTS – THE RESIDENCES AT WATER SQUARE









#### HOTEL WATER SQUARE

DETROIT

25 Stories 600 Rooms

50,000 SF Meeting Space

2 Restaurants

Lobby Bar

Market

**Fitness Center** 

Skybridge to Huntington Place

624 Const. Jobs

426 New Direct and Indirect Jobs



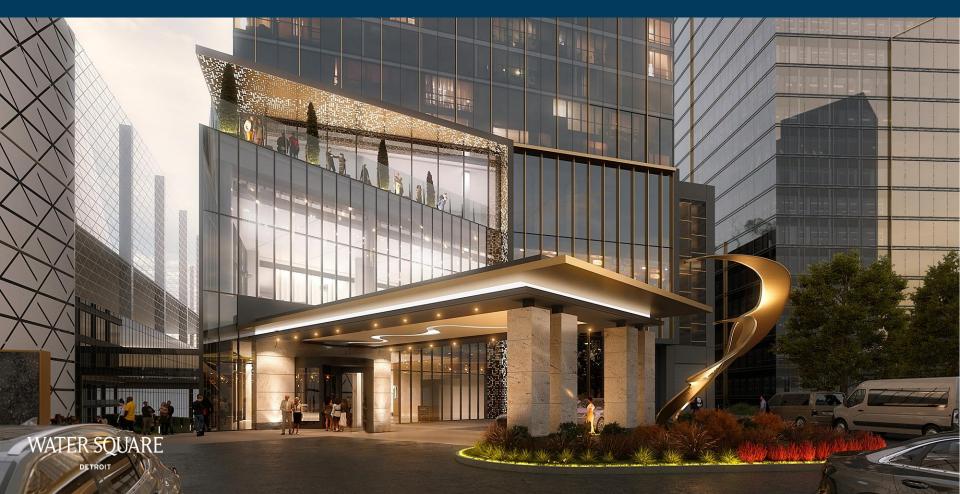
#### **NEIGHBORHOOD**



#### SITE PLAN



#### 2ND AVENUE HOTEL ENTRANCE



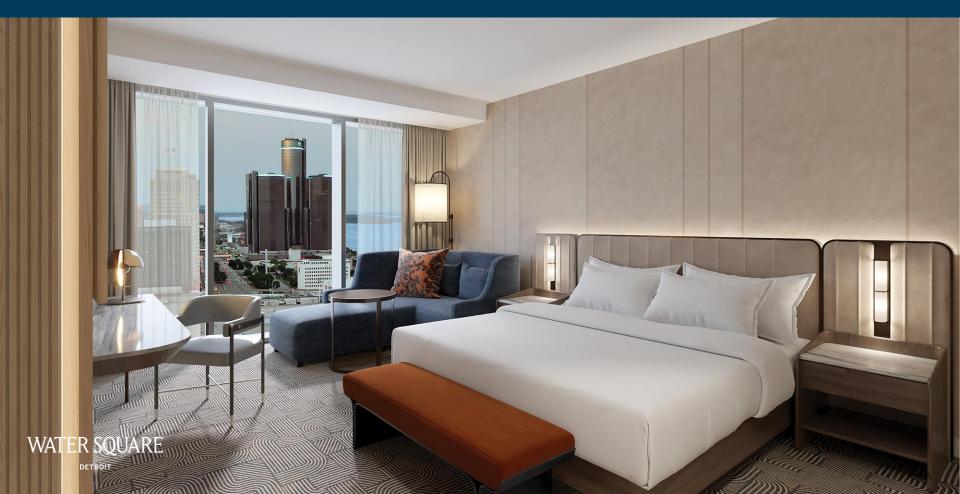
#### MAIN LOBBY



#### **MEETING ROOM**



#### **GUEST ROOM**



#### RESTAURANT







#### WATER SQUARE PLAZA (VIEW FROM SOUTH)



#### WATER SQUARE PLAZA (VIEW FROM SOUTH)



#### WATER SQUARE PLAZA (VIEW FROM NORTH)



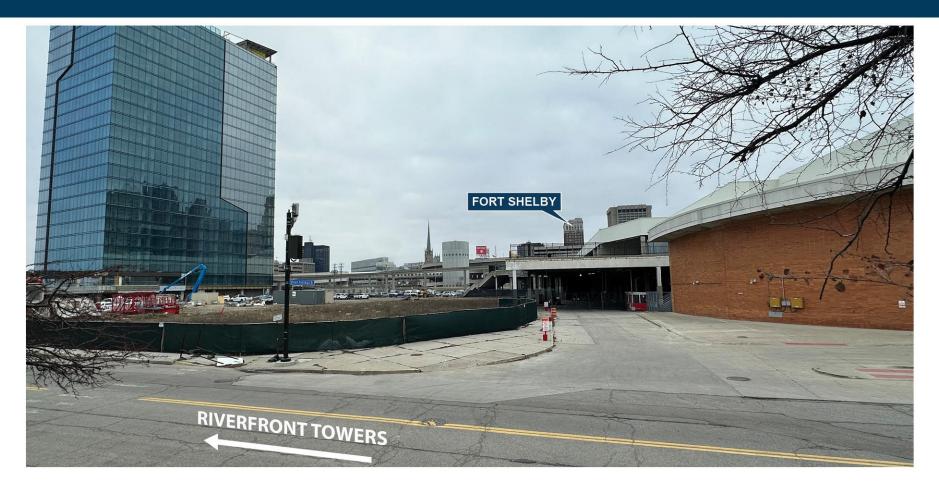
#### SECOND AVENUE



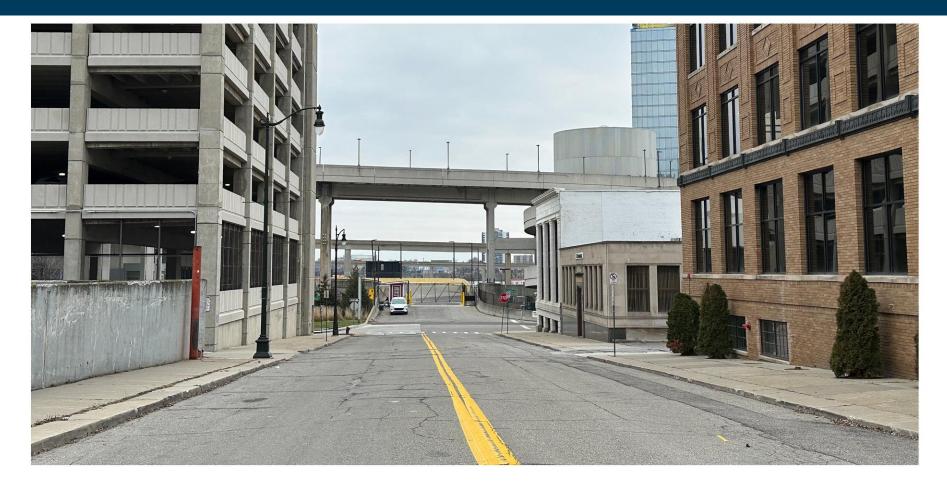
#### WHAT IF YOU LIVE AT RIVERFRONT TOWERS or THE FORT SHELBY?



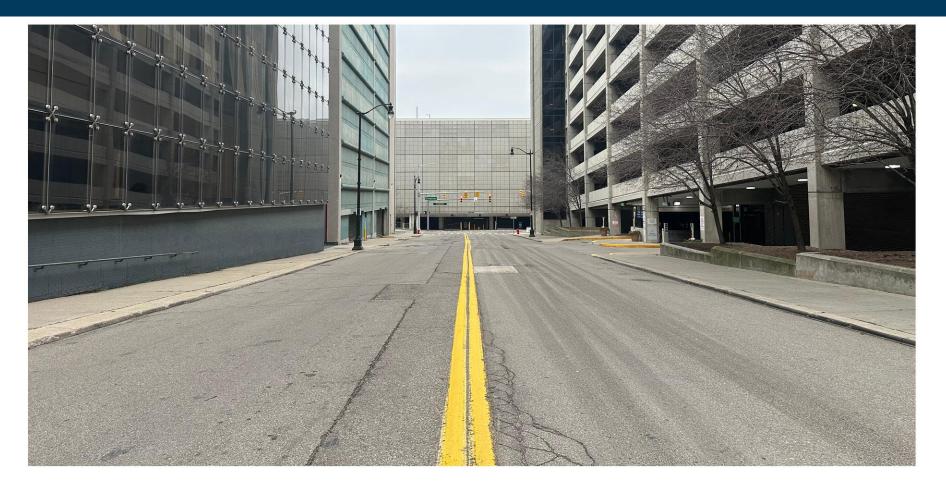
#### **SECOND AVENUE – NEAR RIVERFRONT TOWERS**



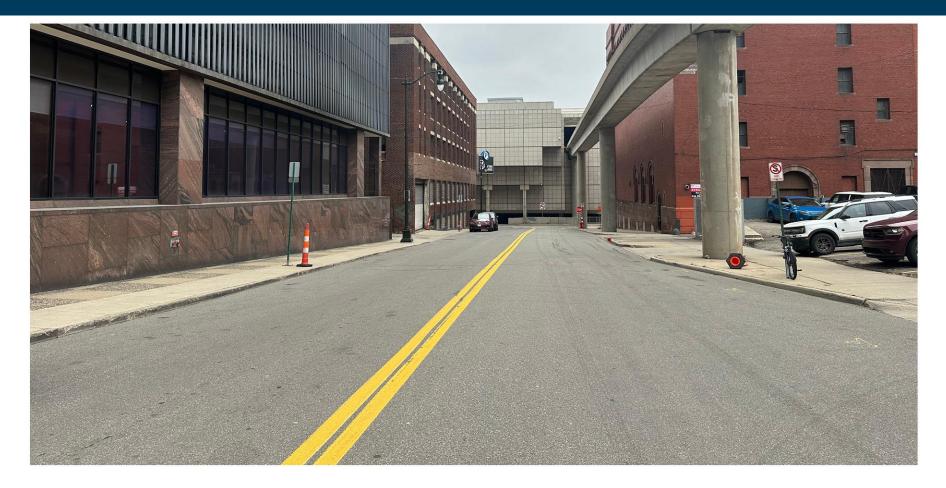
#### SECOND AVENUE – DEAD END



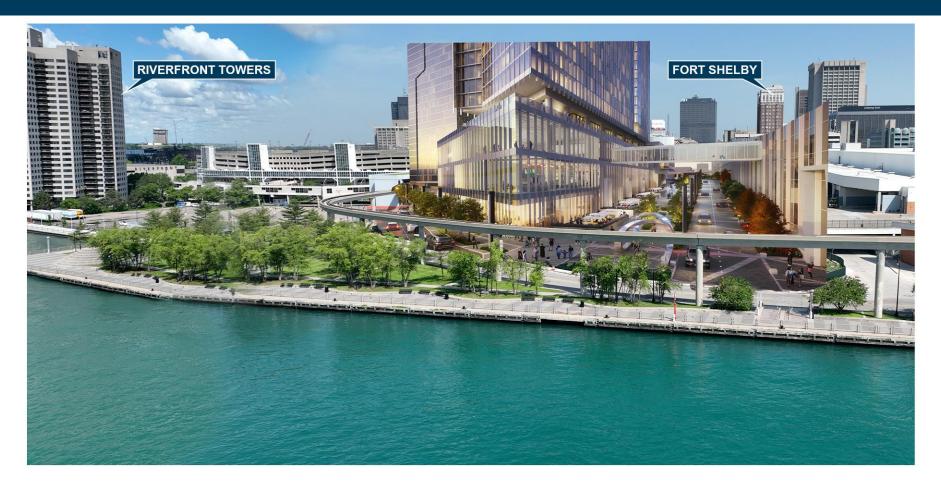
#### FIRST STREET – DEAD END



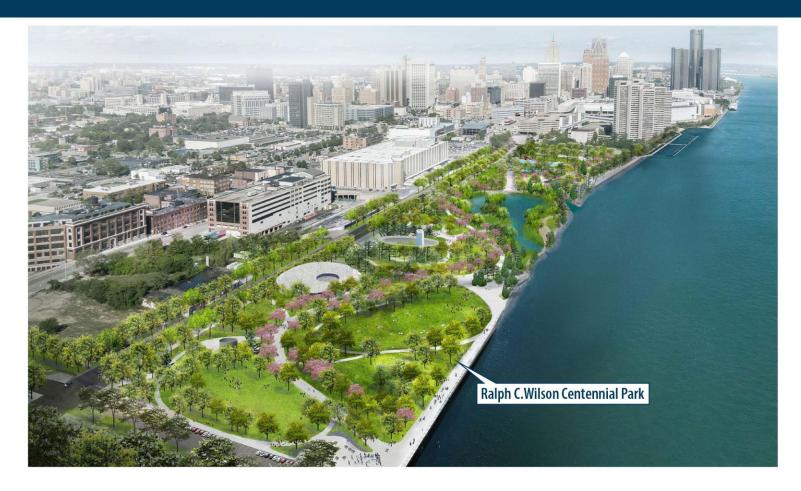
#### CASS AVENUE – DEAD END



#### CONNECTED RIVERFRONT TOWERS and FORT SHELBY



#### **NEIGHBORHOOD CONNECTIVITY**



# Detroit

## MEETINGS, CONVENTIONS, AND EVENTS DRIVE DETROIT'S ECONOMY

Hundreds of Meetings, Conventions, and Events Every Year







### **Creating Jobs For Detroiters**







#### **Huntington Place**

- 16<sup>th</sup> Largest Convention Center
  - Can host 20-25 Citywide Conventions
- Currently hosts 10-12 a year



#### **HUNTINGTON PLACE**

Photo Courtesy of Charles Falsetti

#### **Visit Detroit**

- Bid on 160 events that preferred a connected hotel
- Didn't bid on additional 37
- Because Detroit doesn't have a connected hotel



#### HUNTINGTON PLACE



### No Convention Center Hotel Means Detroit Has Lost Out On

- Over 1 Million visitors
- 650,000 room nights
- \$524 million in spending
- 10 additional events a year

#### National Society of Black Engineers and Scientists

ERO

5

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rviicrosoft

Microsoft



#### Women's Business Enterprise National Council



# IEEE SC Conference





#### Minneapolis



### Columbus



### Cleveland





### **Grand Rapids**



### Lansing

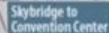
# WATER SQUARE

DETROIT

### A Connected Hotel at Huntington Place Means

Detroit

### \$100 Million a Year in Visitor Spending for Detroit





# More Events at the Convention Center



# **More Economic Activity For Businesses**

Cher and

# More Jobs For Our Neighbors

# A More Dynamic Riverfront

# A Vibrant Detroit

# **New Businesses Throughout Detroit**



JAZZ CLUB

## AUDREY & JEROME SHOW LL 7 THE LATIN JAZZ 8 PM RESPECT

aker



# **General Q & A**



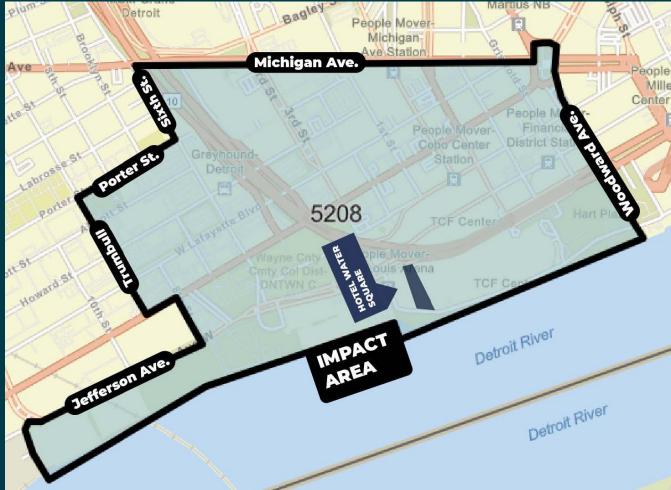
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#### **NEIGHBORHOOD ADVISORY COUNCIL (NAC) NOMINEES**

- 2 MINUTES TO SPEAK ABOUT WHY YOU WANT TO SERVE
- OPEN TO RESIDENTS OVER 18 WHOSE <u>PRIMARY</u> <u>RESIDENCE</u> IS IN IMPACT AREA
- ADD YOUR NAME AND CONTACT INFORMATION AND ADDRESS TO NAC INTEREST LIST
- NAC CANDIDATES MUST ATTEND CBO MEETING ON JANUARY 16<sup>TH</sup> TO BE CONSIDERED
- BRING ID OR OTHER PROOF OF PRIMARY RESIDENCY TO THE OCTOBER 10TH MEETING AND SIGN AFFIDAVIT

#### **<u>CITY OF DETROIT</u> CBO WEBSITE**

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# **What Comes Next**

Next CBO Meeting: Tuesday January 16th at 6pm Doors at 5:30 for Registration and Refreshments

- > All NAC Candidates <u>Must</u> Attend
- Voting for NAC done <u>in person</u> ONLY and after all candidates speak
- In-person meeting at: Huntington Place –
  1 Washington Blvd. Room 113
- Remote access via Zoom
- Meeting registration at: https://bit.ly/hotel-water-square
- All project notices and documents will be available at www.detroitmi.gov/hotelwatersquare

