Welcome to HOTEL at WATER SQUARE
COMMUNITY BENEFITS MEETING

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 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...

- $75M or more in construction costs
- $1M or more in city tax abatements in the City of Detroit
- $1M or more in value of city property sale or transfer for below market value & without open bidding

The requirements apply only if...

...
14 TIER 1 CBO PROJECTS COMPLETED SINCE 2017*

- HERMAN KIEFER - 5 MEETINGS
- PISTONS - 6 MEETINGS
- HUDSONS - 5 MEETINGS
- BOOK TOWER & MONROE BLOCKS - 6 MEETINGS
- DETROIT FREE PRESS BUILDING - 4 MEETINGS
- WIGLE: MIDTOWN WEST - 8 MEETINGS
- LAFAYETTE WEST - 5 MEETINGS
- MICHIGAN CENTRAL STATION - 8 MEETINGS
- FIAT CHRYSLER ASSEMBLY PLANT - 8 MEETINGS
- THE MID - 5 MEETINGS
- *CASS & YORK (PROCESS SUSPENDED AFTER 7th MEETING)
- MICHIGAN & CHURCH ST. - 6 MEETINGS
- FISHER BODY 21 - 9 MEETINGS
- 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
RESIDENTS have participated in CBO processes.

RESIDENTS have served on Neighborhood Advisory Councils (NACs).

Tier 1 CBO Projects completed since 2017.

PUBLIC CBO MEETINGS

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?
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.
HOTEL at WATER SQUARE: CBO IMPACT AREA
CBO TIER 1 PROCESS
Neighborhood Advisory Council (NAC) Selection - 9 Members

2 COMMUNITY SELECTIONS + 3* APPOINTED BY COUNCIL MEMBERS + 4 APPOINTED BY PLANNING & DEVELOPMENT

*Appointed by 2 At-Large Members and the Council Member whose district contains the largest portion of the Impact Area
NAC SELECTION – ROLES & RESPONSIBILITIES

ELIGIBILITY
- Resident of the impact area.
- At least 18 years of age.
- 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.
- Compliance: Attend annual meeting to discuss the status of the project.

RESPONSIBILITIES
- You cannot use this position for personal gain and must declare any conflicts of interest.
- You are agreeing to represent your fellow residents.
- 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.
- 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 NEIGHBORHOOD ADVISORY COUNCIL (NAC) 9 RESIDENTS FROM THE IMPACT AREA

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

THE NAC DEVELOPS SUGGESTIONS TO IDENTIFIED IMPACTS AND THE DEVELOPER RESPONDS

THE CITY AND DEVELOPER GENERATE AN AGREEMENT IN RESPONSE TO THE IMPACTS WITH THE NAC’S SUPPORT
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 PRESENTATION 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: **PUBLIC MEETING 9** - 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
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## ANTICIPATED PUBLIC CBO MEETING SCHEDULE

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ONCE TIER 1 MEETINGS ARE COMPLETED

1. NAC signs letter of support for the negotiated Community Benefits Package
2. Development package submitted to City Council along with Community Benefits Report & Provisions signed by the developer
3. City Council approves incentives request with Community Benefits Provision

Community Benefits Report is sent to the NAC & posted to website

Monitoring & Enforcement Period: Annual Meetings and Biannual Compliance Reports

All documents and reports are posted on City of Detroit Website: [Detroitmi.gov/CBO](https://www.detroitmi.gov/CBO)
Project’s Tier 1 CBO Qualifying Factors

• 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 Detroiter-
s- **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 Detroiter-
s, 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 bike-share
- **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. Retail

- **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
Hotel Water Square

WATER SQUARE
DETROIT
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 – THE RESIDENCES AT WATER SQUARE
STERLING GROUP PROJECTS – THE RESIDENCES AT WATER SQUARE
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<tr>
<td>25 Stories</td>
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<td>600 Rooms</td>
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<td>50,000 SF Meeting Space</td>
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<td>Lobby Bar</td>
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<td>Market</td>
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<td>Fitness Center</td>
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<td>Skybridge to Huntington Place</td>
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<td>624 Const. Jobs</td>
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<td>426 New Direct and Indirect Jobs</td>
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2ND AVENUE HOTEL ENTRANCE
WHAT IF YOU LIVE AT RIVERFRONT TOWERS or THE FORT SHELBY?
CONNECTED RIVERFRONT TOWERS and FORT SHELBY
NEIGHBORHOOD CONNECTIVITY

Ralph C. Wilson Centennial Park
MEETINGS, CONVENTIONS, AND EVENTS DRIVE DETROIT’S ECONOMY
Hundreds of Meetings, Conventions, and Events Every Year
Creating Jobs For Detroiters
Huntington Place

- 16th Largest Convention Center
- Can host 20-25 Citywide Conventions
- Currently hosts 10-12 a year
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
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
Chicago
Cleveland
A Connected Hotel at Huntington Place Means

$100 Million a Year in Visitor Spending for Detroit
More Events at the Convention Center
More Visitors
More Economic Activity For Businesses
More Jobs For Our Neighbors
A More Dynamic Riverfront
A Vibrant Detroit
New Businesses Throughout Detroit
Stronger Neighborhoods
General Q & A

Comment cards also available
CBO TIER 1 PROCESS
Neighborhood Advisory Council (NAC)
Selection - 9 Members

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COMMUNITY SELECTIONS

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APPOINTED BY COUNCIL MEMBERS

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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 PRIMARY RESIDENCE IS IN IMPACT AREA

- ADD YOUR NAME AND CONTACT INFORMATION AND ADDRESS TO NAC INTEREST LIST

- NAC CANDIDATES MUST ATTEND CBO MEETING ON JANUARY 16TH TO BE CONSIDERED

- BRING ID OR OTHER PROOF OF PRIMARY RESIDENCY TO THE OCTOBER 10TH MEETING AND SIGN AFFIDAVIT
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WWW.DETROITMI.GOV/HOTELWATERSQUARE
What Comes Next

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

➢ All NAC Candidates **Must** Attend

➢ Voting for NAC done *in person* **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