



MOTOWN
MUSEUM

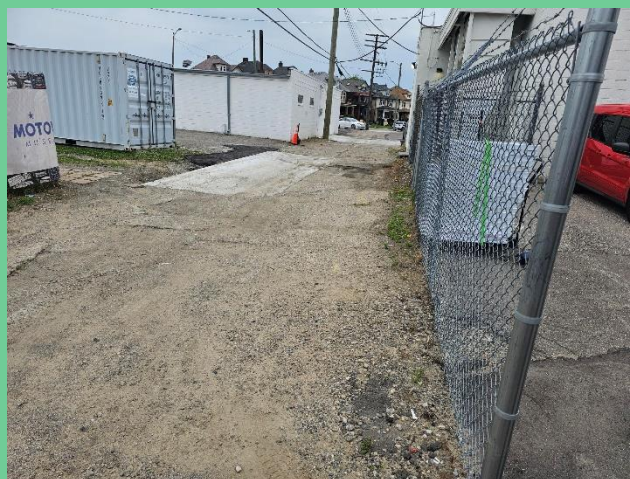
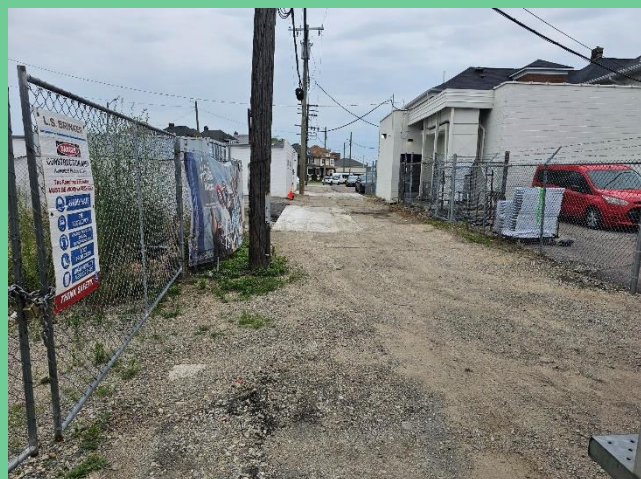
Perkins&Will

Motown Museum Expansion CPC Rezoning Presentation

July 11, 2024



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

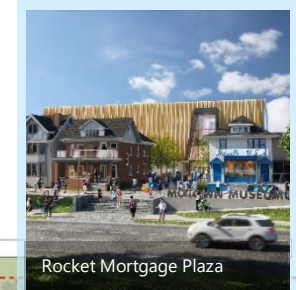
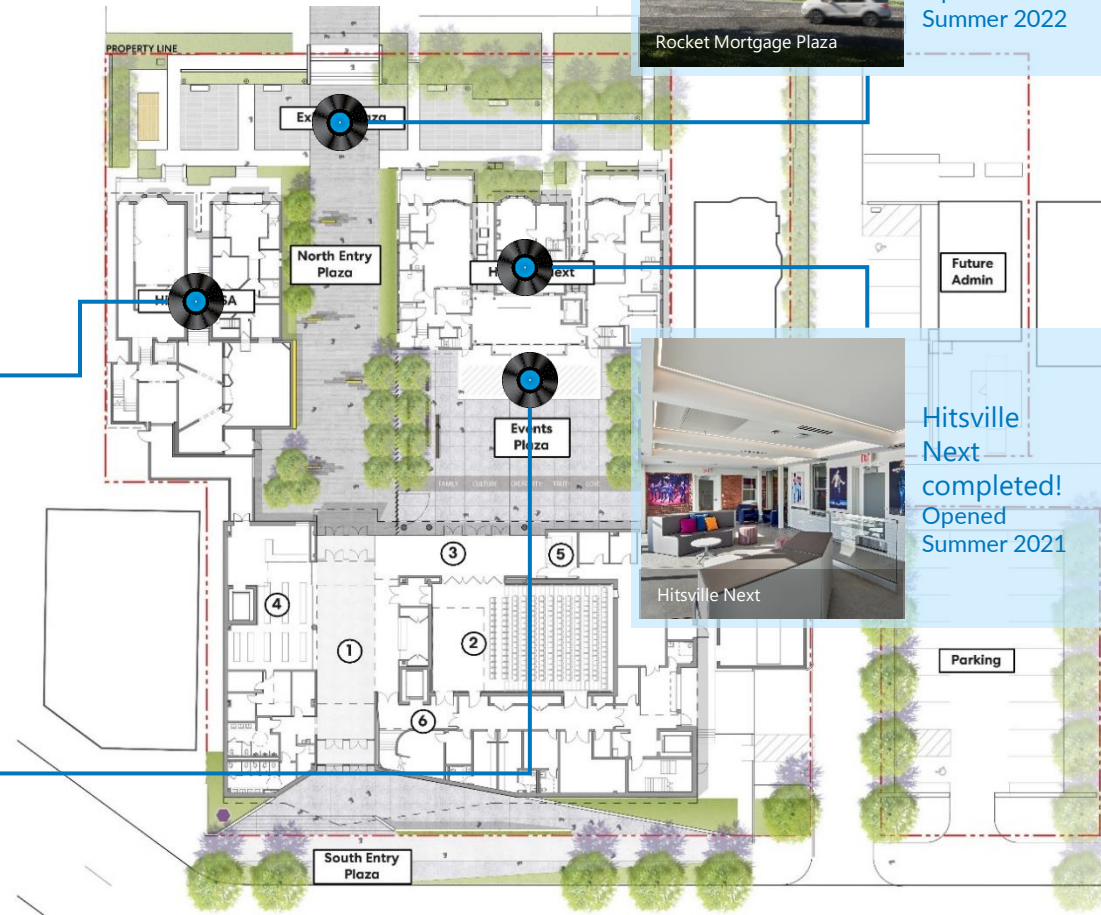
Hitsville USA Exterior completed!
Reopening February 2023
Expected opening final renovations Q3 2025

- ① LOBBY
- ② THEATER
- ③ PRE-FUNCTION
- ④ RETAIL
- ⑤ CAFE
- ⑥ MONUMENTAL STAIR



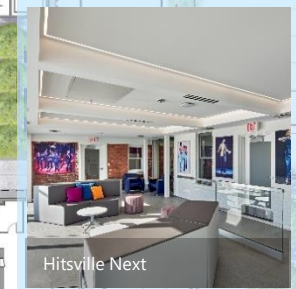
Expansion

Expansion
Expected opening Q4 2025



Rocket Mortgage Plaza

Rocket Mortgage Plaza
Completed!
Opened Summer 2022



Hitsville Next

Hitsville Next
completed!
Opened Summer 2021

Parking

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:

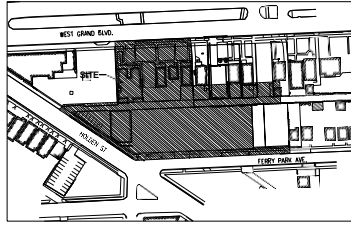
The proposed Motown Museum Expansion Project:

- 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.

Existing Property Ownership and Zoning Designations



SITE LOCATION MAP
SCALE: 1" = 100'

LEGEND - EXISTING

	E/ F PAVEMENT		HYDRANT		SIGN
	CURB		WATER VALVE		PROP. POST/GUARD POST
	E/ F GRAVEL		WATER METER		GUY
	CL ROAD		FIRE CONNECTION		UTILITY FLAG
	E/ F WALK		IRRIGATION CONTROL BOX		BLG. CORNER (FIELD LOCATED)
	RAILROAD		STORM MH		HANDICAP PARKING
	E/ F BRICK		CATCH BASIN		PARKING METER
	MISC. LINE		BEDROCK CB		RESIDENT MAILBOX
	FENCE		ROOF/DOWN SPOUT		U.S. MAILBOX
	GUARD RAIL		LAWN IRRIG. HEAD		MISC. TOPO. SPOT
	WALL		STORM CLEAN OUT		SURVEY CONTROL POINT
	BLDG. LINE		ROUND CB		FOUND IRON
	OVERHEAD WIRES		LIGHT POLE		FOUND NAIL
	RAILING		UTILITY POLE		F. CUT CROSS
	OVERHANG LINE		ELEC. TRANS.		SECTION COR.
	STORM LINE		AIR CONDITIONER		FENCE POST
	SAN. LINE		ELEC. MH		BENCHMARK
	WATER LINE		ELEC. METER		FOUND PIPE
	GAS LINE		ELEC. RISER		FOUND MAN.
	UG ELEC. LINE		TRAFFIC CONTROL BOX		FOUND MON.
	UG TELE. LINE		PUBLIC LIGHTING MH		ASPH.
	PAINT STRIPE		GAS METER		CONCR.
	COMBINED SEWER		GAS RISER		CHAIN-LINK FENCE
	PLO LINE		GAS VALVE		OVERHANG
	STORM LINE		GAS MH		FOUND IRON
	ELECTRIC OVERHEAD		TELE. RISER		SET IRON
	TELEPHONE OVERHEAD		TELE. MH		FOUND IRON PIPE
	SAN. MH		TELE. CROSS BOX		MEASURED RECORD
	SAN. CLEAN OUT		CABLE RISER		FOUND MONUMENT
	SAN. RISER		MAN-HOLE		SET NAIL
	SAN. PUMP STATION				CORRUGATED METAL PIPE
	COMB. MH				REINFORCED CONCRETE PIPE
	GATE VALVE				

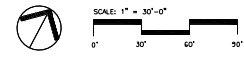
UTILITY STATEMENT

THE UNDERGROUND UTILITIES SHOWN HAVE BEEN LOCATED FROM FIELD SURVEY INFORMATION AND EXISTING DRAWINGS. THE SURVEYOR MAKES NO GUARANTEE THAT THE UNDERGROUND UTILITIES SHOWN COMPRISE ALL UTILITIES IN THE AREA, EITHER BY STAKE OR MARKING. THE SURVEYOR FURTHER DOES NOT WARRANT THAT THE UNDERGROUND UTILITIES SHOWN ARE IN THE EXACT LOCATION INDICATED ALTHOUGH HE BELIEVES THEY ARE LOCATED AS ACCURATELY AS POSSIBLE FROM INFORMATION AVAILABLE.
[R] = UTILITY SHOWN FROM RECORDS OR PLANS, & FIELD LOCATED WHERE POSSIBLE.
PRIOR TO THE PLANNED BUILDING IMPROVEMENTS, I/E/O CONSTRUCTION, THE RESPECTIVE UTILITY COMPANIES MUST BE NOTIFIED TO STATE THE PRECISE LOCATION OF THEIR UTILITIES.

SURVEY NOTES

- NO TELEPHONE, OR STEAM UTILITY MAPS WERE AVAILABLE AT THE TIME OF SURVEY.
- TREE SIZES AND SPECIES ARE THE BEST ESTIMATION OF THE FIELD SURVEYOR. SPECIFIC QUESTIONS REGARDING INDIVIDUAL TREES SHOULD BE DIRECTED TO A QUALIFIED FORESTER.
- NO TITLE COMMITMENT POLICY WAS PROVIDED; THEREFORE EASEMENTS MAY EXIST THAT ARE NOT SHOWN.
- NO CERTIFICATION CAN BE MADE AS TO LIMITS OF OWNERSHIP.

- NOTE:**
- ORANGE PARCELS ARE OWNED BY MOTOWN OR RELATED ENTITY AND CURRENTLY ZONED B4
 - PURPLE PARCELS ARE OWNED BY MOTOWN AND CURRENTLY ZONED R2
 - RED PARCELS ARE OWNED BY MOTOWN, CURRENTLY ZONED NORTH OF ALLEY B4, SOUTH OF ALLEY R2, AND PROPOSED TO BE REZONED TO SD2
 - YELLOW PARCELS ARE OWNED BY COLE FUNERAL HOME AND CURRENTLY ZONED NORTH OF ALLEY B4, SOUTH OF ALLEY R2
 - GREEN PARCELS ARE OWNED BY OTHERS. NORTH OF ALLEY ZONED B4, SOUTH OF ALLEY ZONED R2.



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www.motownmuseum.org

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MOTOWN MUSEUM
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Detroit, MI 48208

PREPARED BY FOR REVIEW ONLY. THESE DOCUMENTS ARE FOR DESIGN REVIEW AND NOT INTENDED FOR CONSTRUCTION. RECORDS OF THESE EXPENSES THEY WERE PREPARED BY OR UNDER SUPERVISION OF:

PROJECT

MOTOWN MUSEUM EXPANSION
2648 W Grand Blvd
Detroit, MI 48208

MOTOWN MUSEUM
2648 W Grand Blvd
Detroit, MI 48208
KEYPLAN

ISSUE CHART

MOTOWN REZONING EXHIBIT

10.16.2023

DATE	ISSUE	BY
10/16/23	ISSUED	824049
DATE	ISSUE	BY
	PREP	2015055.01
	DRAWN	
	CHECKED	
	APPROVED	

TITLE
Existing Conditions - Overall

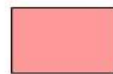
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Rezoning Diagram



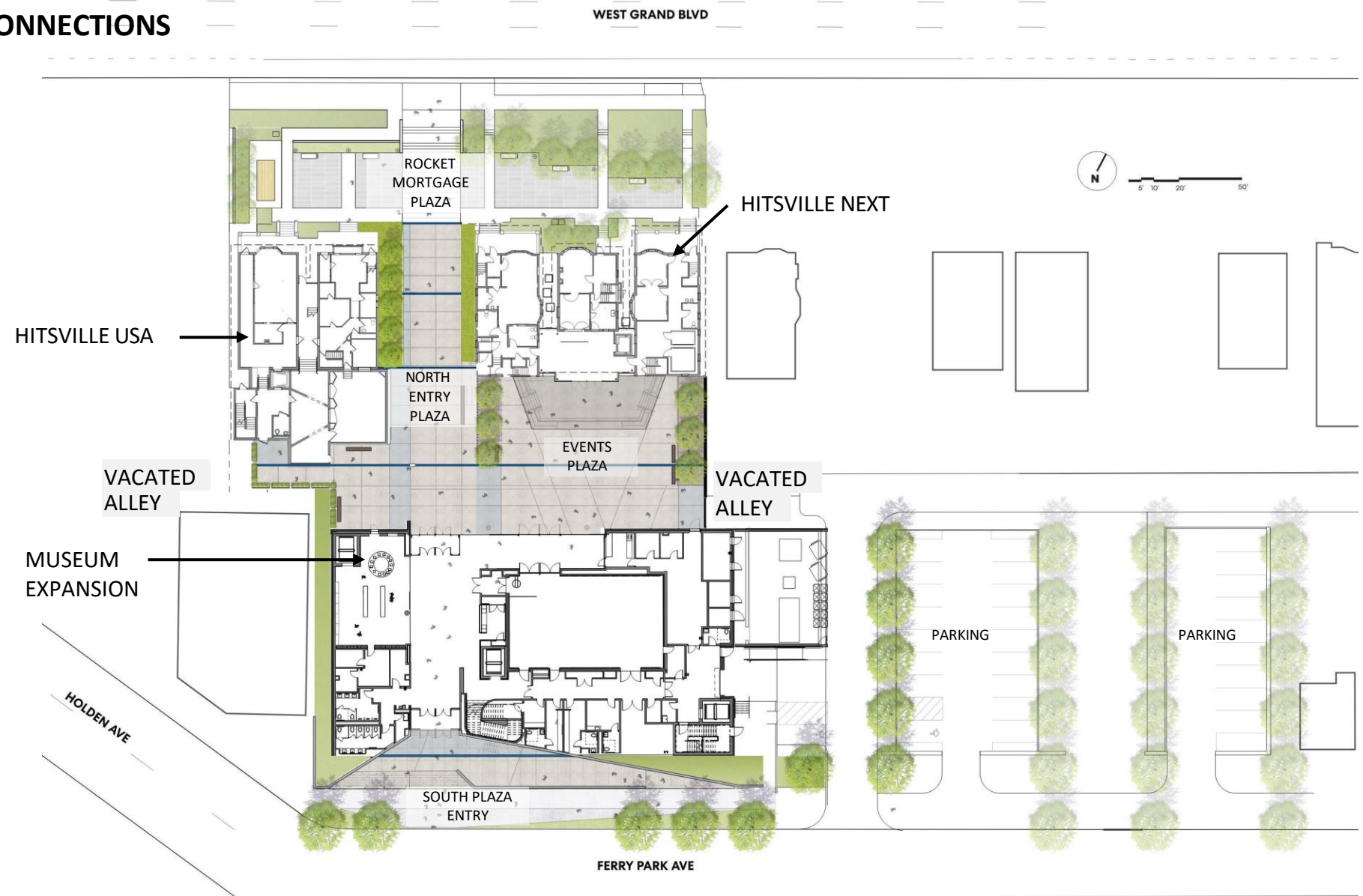
NOTE:



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. JESIE 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

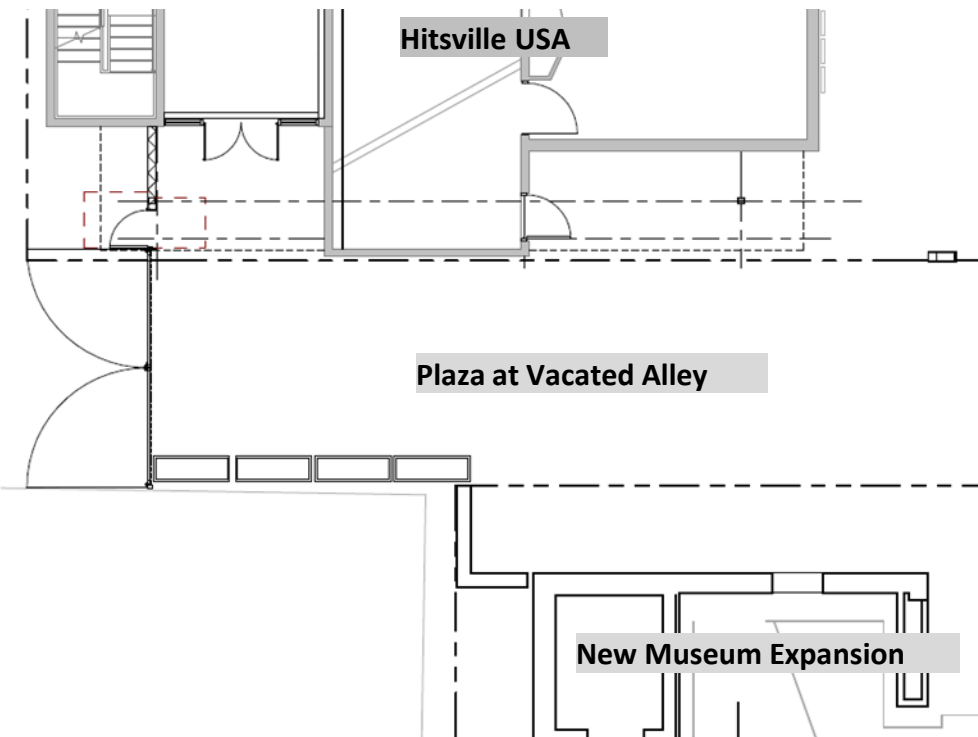
FORD MOTOR COMPANY THEATER

MOTOWN
MUSEUM

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

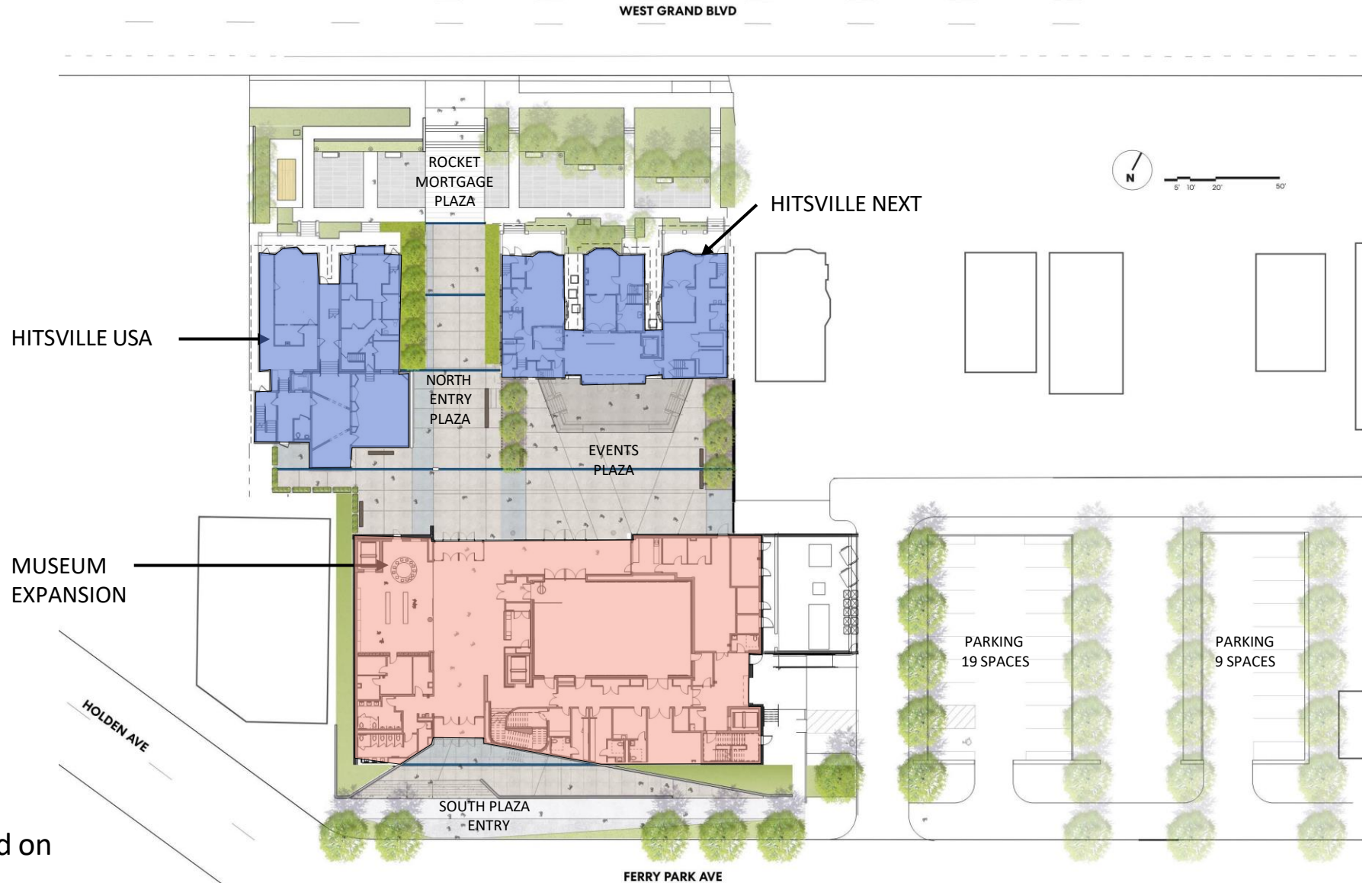
 Built prior to 4/9/1998 and less than 3000 – no parking required

 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.

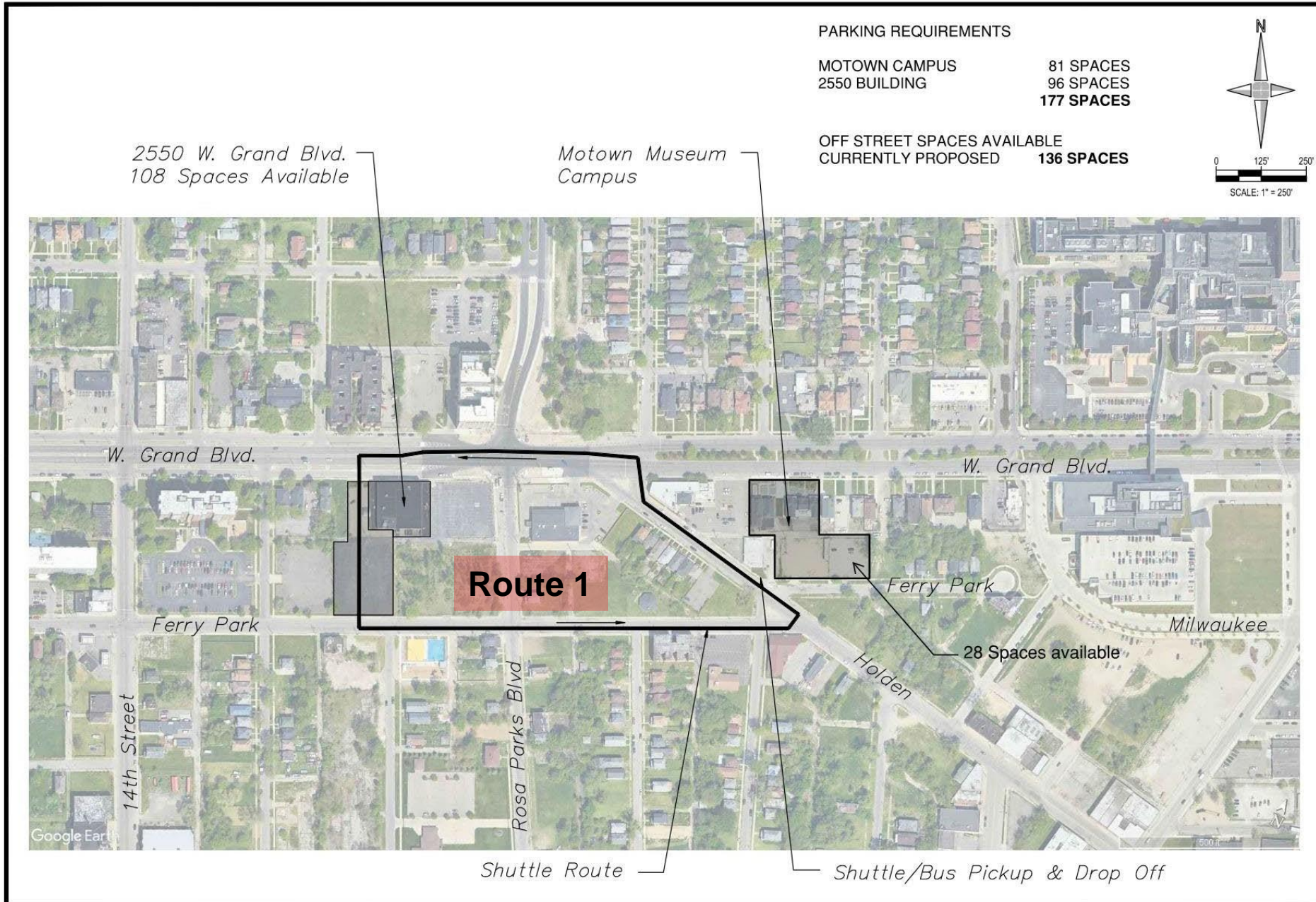
- * Motown Museum will continue current coordination of public programming schedules with neighboring

- * 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**

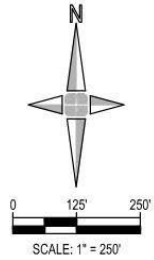
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PARKING REQUIREMENTS

MOTOWN CAMPUS 81 SPACES
2550 BUILDING 96 SPACES
177 SPACES

OFF STREET SPACES AVAILABLE
CURRENTLY PROPOSED **136 SPACES**



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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
Musuem, Inc.
2648 W. Grand Blvd.
Detroit, MI 48208

**Off-Site Parking /
Shuttle Route**

Motown Museum
Expansion

City of Detroit
Wayne County
Michigan

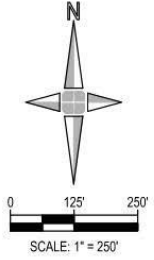
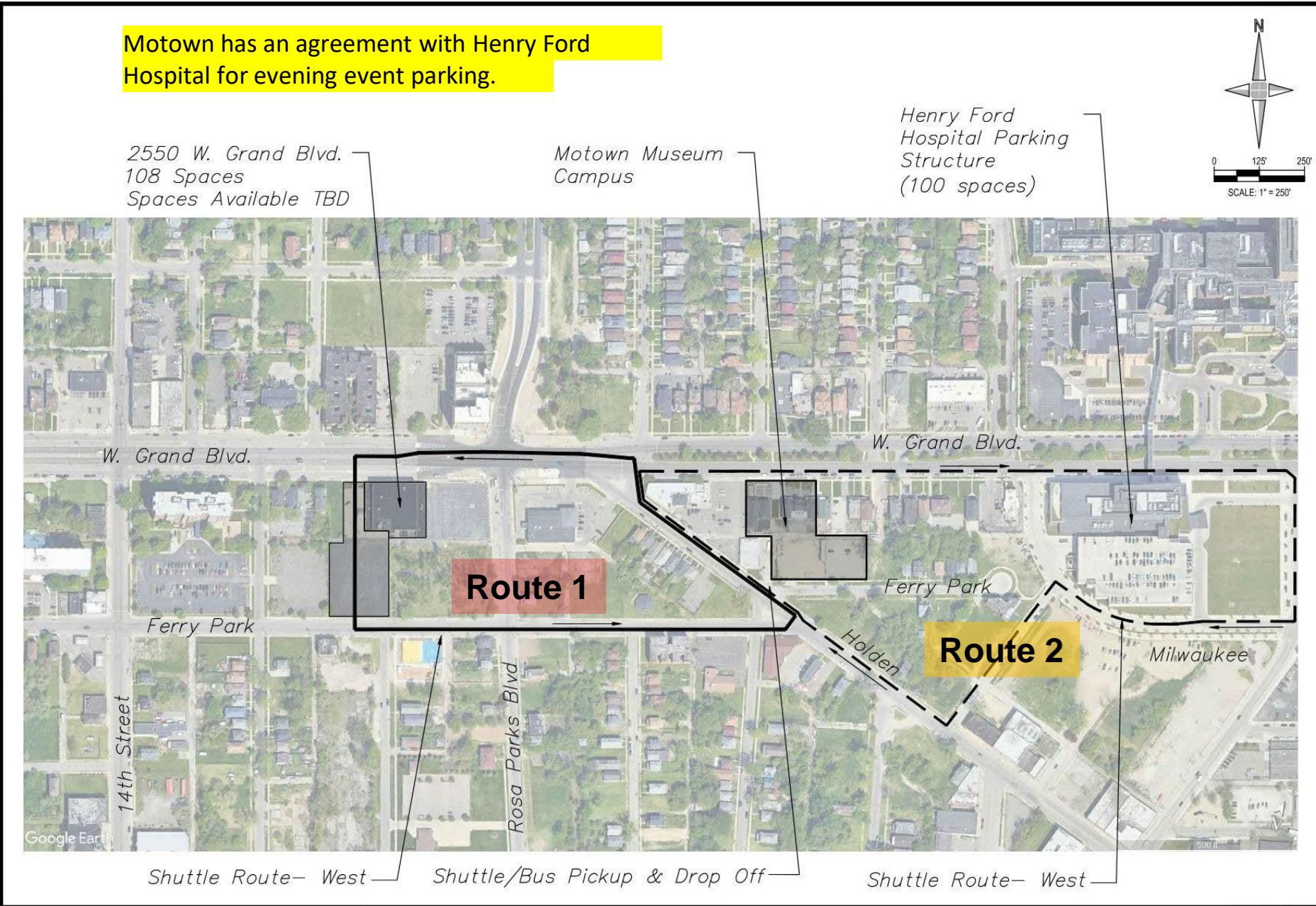
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Project:	18246.75D

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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.



giffels webster

Engineers
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Executive: MGD
Manager: MGD
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

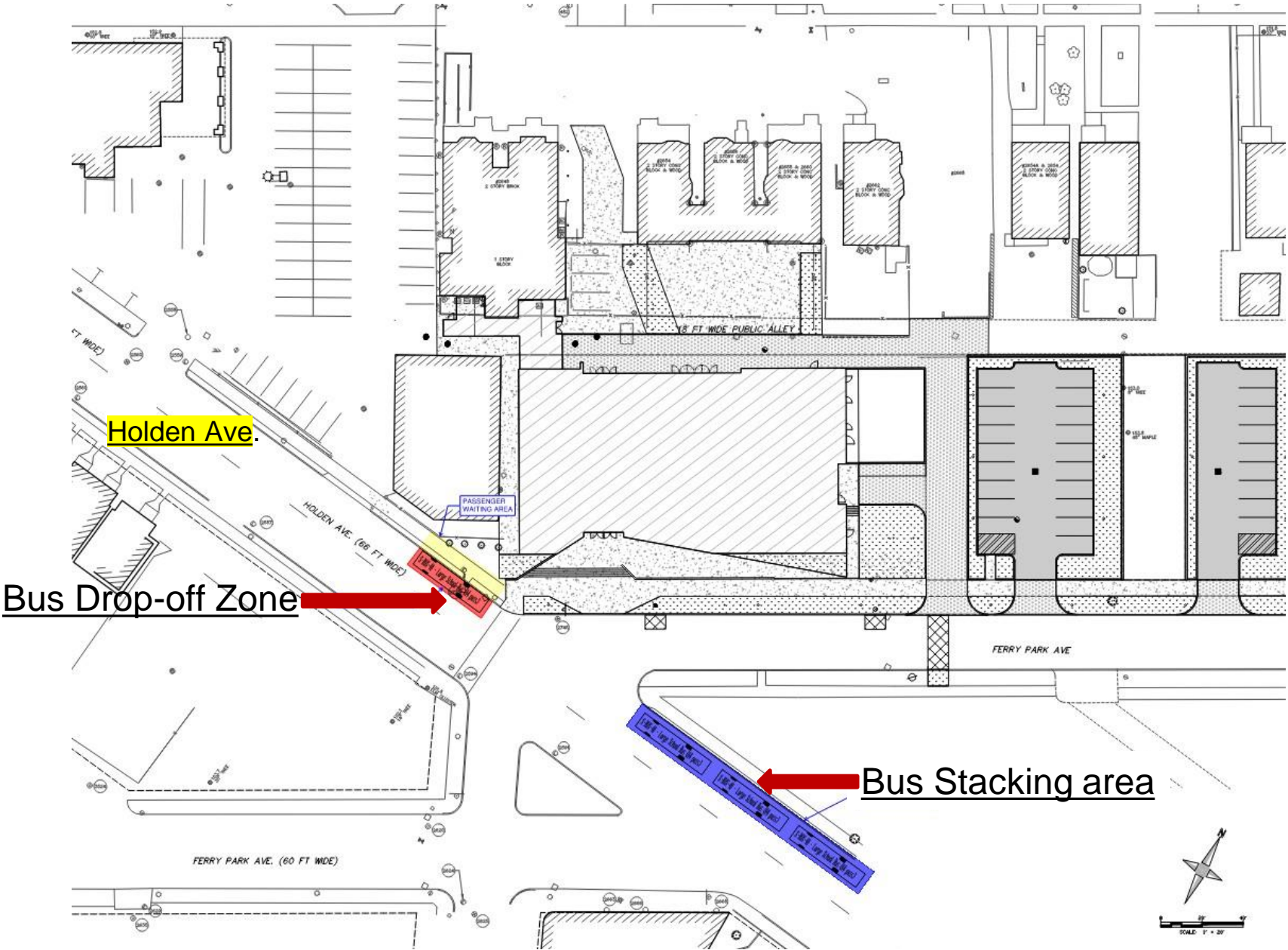
City of Detroit
Wayne County
Michigan

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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 – Sept 2024
 - Opening – Late 2025

Questions?