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## November Meeting

11/14/18, 3 to 5pm

Triumph Church - East Campus, 2760 East Grand Blvd

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### Introduction

- ZAG went around the group and reintroduced themselves.
- ZAG meeting will be 2nd Wednesday of the month at 3pm. Next several meetings will be at this location.
- No meeting in December, next meeting will be in January.

### Presentation

- Chris Gulock and Kimani Jeffrey (CPC staff) gave the presentation.
- Recap of the presentation given at the last meeting.
- Went through a draft of the public engagement plan.

### Discussion/Comments

- It was suggested that ZAG members should send CPC staff a list of all on-going and upcoming meetings.
- Staff will go out in January and try to hit as many on-going community meetings/events as possible.
- Prepare a short article to include in neighborhood group mail-outs or newsletters.
- Discussion about project name:
  - Detroiters want a voice in this.
  - How to describe the concepts.
  - What can happen here, tag-line, art, video.
  - This is how you can help what happens here.
- Add a survey to the project website (SurveyMonkey).
- Don't forget other languages – Spanish, Bangladeshi, Arabic.
- What is a successful public engagement plan?
  - Have to test – poll at the beginning and end.
  - Did you understand the process?
  - Have we heard you?
  - Have to get the youth involved?
  - Go to the schools, CASS Tech has some sort of architecture program, Detroit public libraries.
  - Need to set some goals
- Digital divide exists in Detroit – cannot just rely on digital emails.

- Also, meetings need to be more constructive, “give me a worksheet. I am sick of PowerPoint presentations.”
- Need to get the media involved – pull in John Gallagher - Detroit Free Press.
- David Rudolph is part of the consultant team – he has those connections.
- Problem is zoning just isn't sexy enough.
- We need to evaluate the engagement process:
  - Track zip codes, race, income, language spoken.
  - Have we reached any only Spanish or Arabic speakers?
- Building consensus – how is that going to be achieved?
  - Need to piggy back on neighborhood planning efforts and other on-going efforts/events.
  - Need to get small business owners involved (change of use, signs) – they need to be represented.
- Values – need to be realistic and tangible. Some of the initial CPC thoughts on values include:
  - Preserve and promote livable and lively neighborhoods
  - Obtain and promote vibrant small-scale business owners
- Tattoo parlors are perceived differentially today, lifted ban on Michigan Ave.
- Send list of weekly conditional use hearings to consultant team.
- Go through all the neighborhood plans currently underway.
- Arts and culture – not in the Zoning Ordinance today – always have to get a variance for public art.
- Approach to public outreach:
  - How to shape the message?
  - Who to reach and how?
  - How to measure?
  - Be clear about influence level
- Problem with Halfway Houses in some neighborhoods. Almost 70 in my neighborhood. Need to get the zoning changed to help with this issue.
- Reminder to the ZAG – we don't get to set the vision or really do any planning as part of the project. Trying to make zoning function better.
- The case studies for zoning changes already exist – we are waiting for the zoning to catch up – just look at all the requests for variance and conditional uses.

# ZONE**DETROIT**

## ZAG Meetings

- Zoning Ordinance and has not caught up with the forward thinking perspective of the City.
- Bankruptcy hit the City hard. Lost 75% of staff. We are only back to about 50% of where we were before the bankruptcy (staffing wise). Lost a lot of staff that used to be focused on community engagement.
- Have to listen to residents – less promise makers, need more action.
- Closing comments:
  - Simplify the language – a visual element is key.
  - Limit conditional uses (letting too many businesses slip in).
  - Parking, streetscape an issue.
  - Our city is changing, what can we do with it?
  - Vacant lots, what to do with, won't be R1, R2 forever.
  - M1/M4 – fix.
  - January meeting – more discussion on core values.