

## **ZONEDETROIT**

ZAG Meeting

June Meeting

6/12/19, 3 to 4:45pm

Triumph Church – East Campus, 2760 East Grand Blvd.

### **Introduction**

- Chris Gulock recapped the last meeting (April)
- No one had any comments about the minutes
- All events are listed on the project website (past & future)
- Fifteen people have volunteered to be Ambassadors
- Two sessions have been held to play the Zoning Game—CDAD & The Villages

### **General Discussion/Comments**

- Is the game done? Still being redesigned? Mostly done, Recently added zoning overlay. It's interesting to see the variations that people come up with
- Need more outreach in traditional black communities, also low income areas. Some areas have a level of interest & understanding, others don't & need more effort put into explanation
- People have issues that zoning can address, but they may not realize it. Need strategy to reach those people.
- People don't understand the importance of zoning. Need to target traditionally under-represented groups. Grow Detroit's Young Talent events = possibility
- What about public events as opposed to neighborhood meetings? We have attended City Council's evening community meetings and more opportunities will exist in the summer.
- Bringing maps of an area is helpful so that people can identify issues
- District 7 has Citizens Advisory Group
- Cody Rouge follow-up? Nothing was scheduled

### **Survey Discussion**

- The results were compiled by our consultant, Code Studio. 818 responses were received.
- There will be additional surveys as part of the project.
- The demographics of the survey responses don't match the city—31% black/53% white vs. 79% black/14% white

- Were hard copies passed out? Yes, didn't get many back
- The geographic breakdown doesn't add up, are all answers mapped?
- Only 53% of respondents are residents
- 8% answered other to resident/business owner/worker/etc, what is other?
- Are some neighborhoods over-represented?
- Do the results matter if they reflect white people who don't live in the city? Think of the optics—perception is the “New Detroit”
- Need a targeted push to balance results toward actual demographic of city
- Could the responses be weighted to match the demographics? As a way to even it out
- The census outreach has similar concerns about hard to reach groups
- Many of the comments were write-in. Those were tallied into categories.
- Too much weight is given to the “other” categories—not many people endorsed those ideas, but they have their own page in the report
- It's difficult to compare the raw numbers responses with the ranking scale. There is probably a better way to display the data to give a sense of how the responses were distributed and how much unanimity there was.
- It would be nice to see the responses separated by residents and other stakeholder. Otherwise, it's difficult to discern where the feedback is coming from.
- Where does sustainability fit in? We're working with the Office of Sustainability and they have ideas that can be inserted
- Are we zoning for sustainability or comfort? For example, parking lot size and location vs. walkability
- The Chrysler expansion includes **lots** of parking
- Industry should be pushed to accommodate our expectations
- Need rules to stop the things that we don't want and incentivize the things that we do want
- Is zoning enforceable? Variances for rich and job creators, often in the hands of politicians. Enforcement is needed in order for the rules to matter
- Shared parking incentives are needed, need to better utilize parking and share the cost
- Public Private Partnerships are a possibility for shared parking, zoning is just a piece of the puzzle, needs additional coordination
- Curious to see if focus of survey results changes based on additional outreach
- Important to represent concerns by area to see priorities
- Survey isn't final, sharing the results with the ZAG for input

- People don't know what zoning covers. By educating people, they can help to enforce zoning. They can understand what rezoning means. Need to keep people informed, give them something to own, need a connection. Represent their wishes and desires.

- Need to educate on how the Master Plan relates to Zoning

- The current Master Plan incorporates community input. Need to connect all opportunities to educate and get input. Help people who feel frustrated and not powerful. How to give input.

- Maybe have an event partnering with the Michigan Association of Planning or the Michigan Municipal League

- We are creating a video for a "Zoning How To". Could be played on Channel 10.

- We had an article on Curbed but the demographics are questionable. Lots of regular people watch Channel 10.

- Piggybacking on major issues may be a vehicle to get people interested and involved. Marihuana or Short Term Rentals

- Teaching people about marihuana rules is valuable. Why aren't some dispensaries enforced against? Joy & Dexter = illegal dispensary

## **Conclusion**

- Code Studio's report will be released to the public in September. ZAG needs to review first though. Next ZAG meeting will be 7/17 to allow for a 30 day comment period. The public will have a 60 day comment period after the September release. The public release will include a series of public meetings in the third week of September.

- The report will include what's broken and how to fix. Need to evaluate to ensure they are headed in the right direction.

- The schedule shouldn't drive decisions.

- Survey can be learning experience, methods didn't get desired results.

- Engaged people will continue through the process and own the result

- Need a large meeting this summer to engage more people. Need effective intro, a complicated intro can make it difficult to engage people