

Plan
DETROIT

City Council & CPC Quarterly Update

February 2025



AGENDA

- 1** What is Plan Detroit?
- 2** What Work Has Been Completed?
- 3** Where Are We Going Next?

Plan
DETROIT

WHAT IS PLAN DETROIT?



WHAT IS A MASTER PLAN?

**Plan Detroit
is our
roadmap for
future
development**

Recommendations will focus on aligning land use policy with:

- A shared vision for Detroit's future
- Infrastructure, transportation, economic development and other strategic priorities

IT IS...

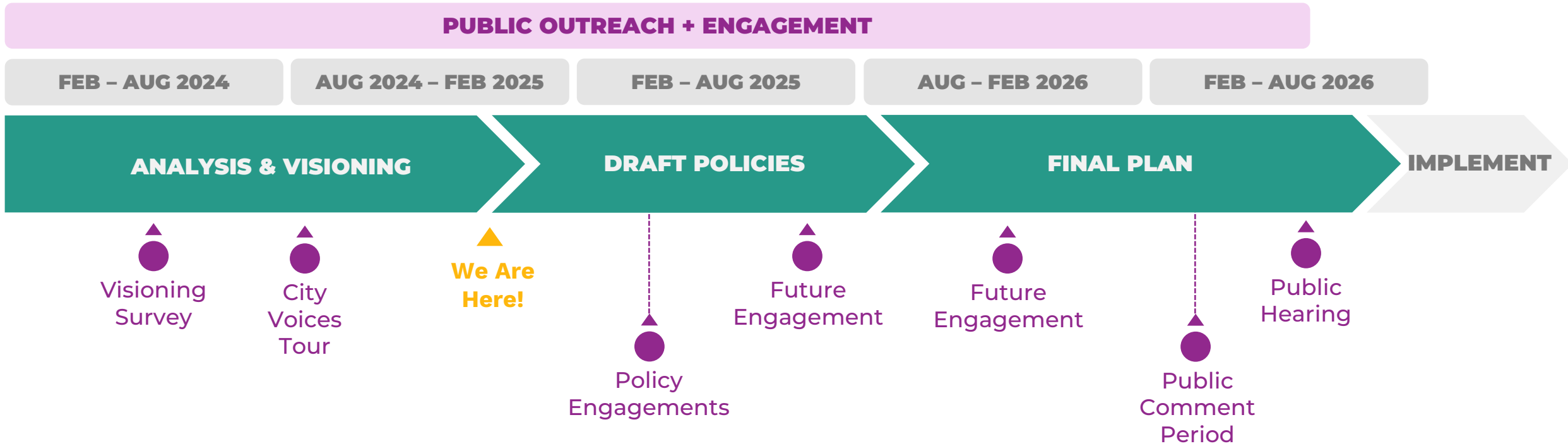
- ✓ Policy (we *should* follow)
- ✓ High-level, citywide plan
- ✓ A long-range plan
- ✓ A general vision for how land may be developed in the future
- ✓ The foundation for zoning changes
- ✓ A guide for City budgeting and investments

IT IS NOT...

- ✗ Law (we *must* follow)
- ✗ Neighborhood or corridor-specific plan
- ✗ A quick fix for immediate problems
- ✗ A set of land use and development regulations
- ✗ A zoning ordinance or map update
- ✗ A detailed work plan for each department or agency

WHAT IS THE PROCESS?

- TECHNICAL SCOPE
- OUTREACH + ENGAGEMENT





WHAT WORK HAS BEEN COMPLETED?

RECAPPING PHASE 1



WORK HAS TWO MAIN PARTS:

TECHNICAL ANALYSIS

- Prior Plan Audit (Complete)
- Community Snapshot (Complete)
- Land Use Analysis (In Progress)
- Vision & Values (In Progress)

PUBLIC ENGAGEMENT

- Visioning Survey
- Master Plan Advisory Group
- City Voices Tour

PRIOR PLAN AUDIT

WHAT IS IT?

A review of 35 recent City plans, including:

- PDD Neighborhood Framework Plans
- Parks & Recreation Strategic Plan, 2022-2032
- HRD Multi-family Affordable Housing Strategy
- Detroit Water & Sewage Comprehensive Water Master Plan, 2015 - 2035

WHAT DID WE LEARN?

- Common planning topics addressed
- Common values
- Common or competing goals and priorities

COMMUNITY SNAPSHOT

WHAT IS IT?

Existing conditions and trends across eight planning topics:

- **PEOPLE**
- **HOUSING**
- **ECONOMY**
- **CITY SYSTEMS**
- **MOBILITY**
- **ENVIRONMENT & RECREATION**
- **CULTURE & HISTORY**
- **LAND USE**

WHAT DID WE LEARN?

- How Detroit has changed over the past 10-20 years
- What challenges and opportunities exist today
- What we want to know more about before writing policies

LAND USE ANALYSIS

WHAT IS IT?

Deeper dive into existing land use patterns and how they relate to current policy, planning priorities, and zoning

HELPS US ANSWER BIG QUESTIONS LIKE:

- How can Detroit align transit investment and development opportunities to support strong neighborhoods and job centers?
- Where and how should Detroit strengthen its commercial corridors based on their current performance and future potential?
- How should Detroit position its industrial land to capture emerging economic opportunities?

VISION & VALUES

Vision statements are forward-looking declarations that outline the long-term goals and aspirations for Detroit. It is meant to be short, clear, and inspirational.

“What do we want Detroit to become?”

Values reflect the core principles and beliefs that will guide the City of Detroit’s actions and decisions.

“What does Detroit stand for?”

WHAT’S SHAPING THE VISION AND VALUES?

35

Previous Plans

1,869

Visioning Survey Responses

2,795

City Voices Tour Participants

Conversations with Master Plan Advisory Group, Staff, City Council, and Steering Committee

We will continue to refine the draft vision and values through our Phase 2 public engagement.



OUTREACH & ENGAGEMENT



Advisory Group



Priorities for Detroit's 20 year plan



DON/City Council/CPC Mtgs.



Surveys



Stakeholder Interviews

[LEARN MORE](#) [OUR PROCESS](#) [GET INVOLVED](#)

Get Involved

Check out our Events Calendar to find us in person, check out our other opportunities to engage.

CITY VOICES TOUR

Can't join us at an in-person City Voices Tour event? Give us your feedback online now!

[TAKE THE SURVEY TODAY »](#)

JOIN

Sign up our process

[SIGN UP](#)

HOW ARE WE USING PUBLIC INPUT?

To inform the Community Snapshot analysis

- Visioning Survey
- MPAG Meetings
- Stakeholder interviews

To identify important land use issues to study further

- MPAG Meetings
- CPC/CC Meeting Input
- Stakeholder Interviews

To shape the Vision and Values

- Visioning Survey
- City Voices Tour Jenga and Values Worksheet Exercises
- MPAG Nov Meeting

To organize our policy discussions

- Visioning Survey
- City Voices Tour card voting exercise
- MPAG Meetings
- Stakeholder Interviews

People care most about...

THESE PLANNING TOPICS:

- Housing & Neighborhoods
- Economy
- Mobility

THESE POLICY ISSUES:

- Quality and affordability of housing
- Safe streets for all
- Economic growth and opportunity
- Vacant land transformation



Residents want Detroit to be...

- Inclusive
- Vibrant
- Thriving
- Sustainable
- Safe
- Clean
- Innovative
- World-class

**We also heard that many see these qualities in Detroit today and want to see the vision statement build on our strengths*



These values rose to the top...

- Resilience
- Equity

But we heard we might be missing...

- Accessibility
- Community
- Culture
- Grit
- Innovation
- Legacy/Youth





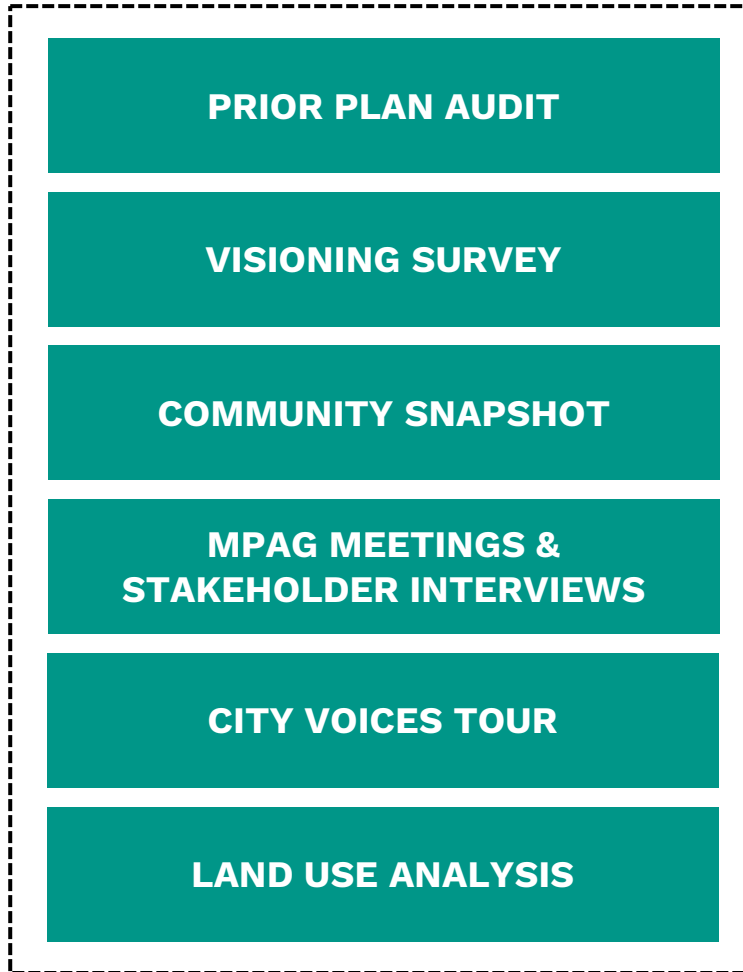
WHERE ARE WE GOING NEXT?

WHAT TO EXPECT AND HOW TO GET INVOLVED

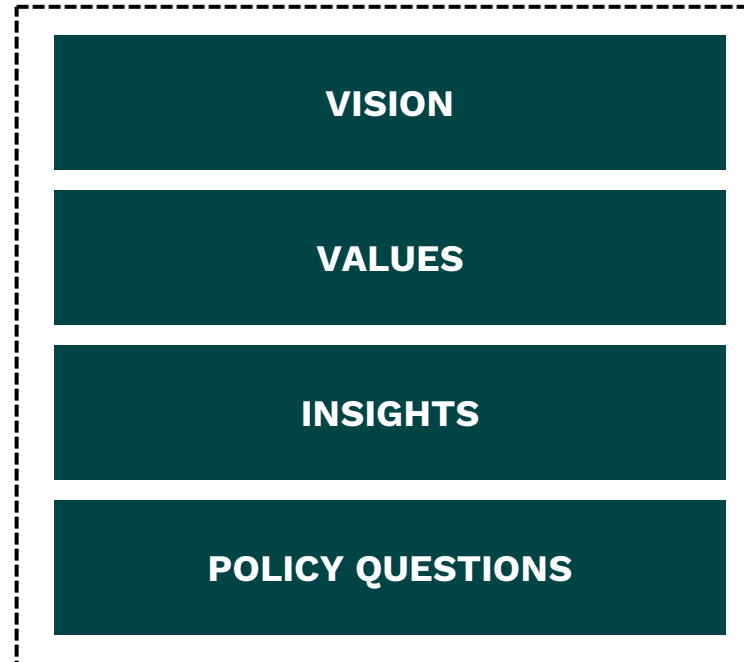


HOW EVERYTHING FITS TOGETHER

RESEARCH & ENGAGEMENT



MASTER PLAN FOUNDATION



BEGIN DRAFT POLICIES

WHAT ARE OUR NEXT STEPS?

To **refine vision and values** and begin to **develop draft policies**, our next steps are to...

Verify

what we have heard from people so far

Test

findings from our research & analysis

Set

the policy direction

Ensure

the plan is moving in the right direction

WHO WILL HELP US DRAFT POLICIES?

We will discuss policy through internal and public conversations

Conversations will build on each other and both will meaningfully contribute to the draft policies

Internal Stakeholders

City staff representatives from various departments

Key agencies (e.g, DEGC, DLBA, DBA) that frequently collaborate with the City on projects

Public Stakeholders

Community subject matter experts – based on their lived experience, work, or passion

Residents from all 7 Council districts

HOW DO I GET INVOLVED?

3 Upcoming Ways to Engage

Policy Workshops

- **When:** April
- **What:** In-depth policy discussions around one specific topic areas
- **Where:** 1 meeting per topic – location TBD (in-person), 1 Virtual
- **Target Audience:** Community members who want to get in the weeds with us

Youth Summit

- **When:** April
- **What:** An interactive workshop for Detroit youth to discuss all planning topics
- **Where:** TBD (in-person)
- **Target Audience:** High school students looking for a fun way to get involved in planning for the future of their city

District Engagements

- **When:** After Policy Workshops (TBD)
- **What:** Opportunity to review and provide feedback on policies related to any planning topic
- **Where:** 1 meeting per Council district (in-person)
- **Target Audience:** Community members who want an easier and quicker way to provide their input



POLICY WORKSHOPS



WHAT TOPICS WILL WE COVER?

Policy Workshops

ARTS & CULTURE

JOBS & ECONOMY

**OPEN SPACE &
ENVIRONMENT**

MOBILITY

**NEIGHBORHOODS &
HOUSING**

Future Engagement

LAND USE

Policy conversations will focus on how these topics relate to and inform land use

HOW WILL POLICY WORKSHOPS WORK?

FEB

Introduce Draft Policies Phase

Policy Workshop Sign-Ups Open

Posted on plandetroit.com, advertised through Plan Detroit newsletter, social media, flyer drops, and targeted outreach

We need you to RSVP so we can plan accordingly!

MAR

Policy Workshops During the workshops we will...

Level set and provide context for the discussion

Set expectations for small group discussions

Provide a long block of time for conversations

Use a discussion format that meets participants where they are

APR

District Engagements

Bring draft policies to public for review

We will continue to iterate and refine policies over the coming months.

PROMOTING & ATTENDING

Councilmembers, Planning Commissioners, & Staff

Councilmembers, Planning Commissioners, and staff are welcome to join us at any of the policy workshops.

If you'd like to attend, please contact:

- Edwina King (City Council)
- Marcell Todd (CPC)

We need your help getting the word out to people and organizations who should participate in these discussions! You are also welcome to recommend attendees to PDD.

LEARN MORE & STAY INFORMED!

plandetroit.com

- Project Overview & Timeline
- Presentations & Documents
- Events Calendar
- Newsletter sign-up
- Surveys
- Engagement Map
- Advisory Group Information

Social Media

- Public meeting flyers
- Engagement photos and videos

CC/CPC/DON Meetings

- Project update presentations (quarterly)



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our newsletter!**

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THANK YOU!

**FORWARD
TOGETHER**



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