



D4 Developer's Conference Webinar

April 8, 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...

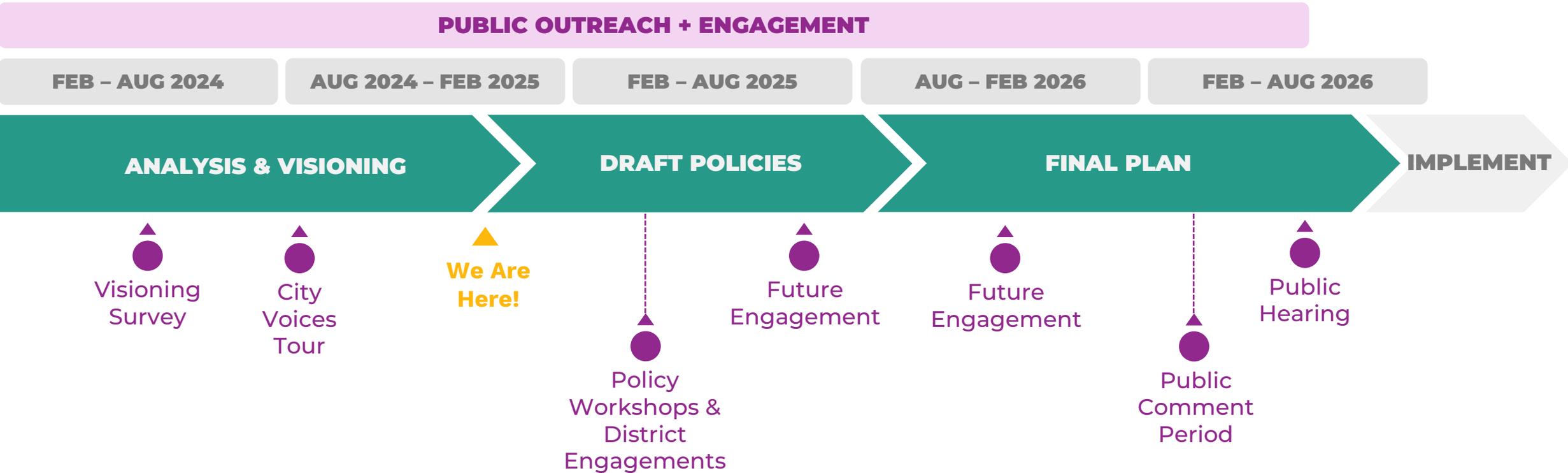
- ✓ Policy (we *should* follow)
- ✓ High-level, citywide plan
- ✓ A long-range plan
- ✓ A general vision for how land may be developed in the future
- ✓ The foundation for zoning changes
- ✓ A guide for City budgeting and investments

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?

RECAPING 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
(Complete)
- City Voices Tour
(Complete)
- Master Plan Advisory Group
(Ongoing; 5 Meetings to date)

TECHNICAL WORK

PRIOR PLAN AUDIT

A review of 35 previously completed City plans.

HELPS US ANSWER THESE QUESTIONS:

What are the common planning topics that the Master Plan should cover?

What are some common values that could guide policy?

What are the common or competing policy goals we need to incorporate into the Plan?

COMMUNITY SNAPSHOT

An analysis of existing conditions and trends across eight planning topics.

HELPS US ANSWER THESE QUESTIONS:

How has Detroit changed over the past 10-20 years?

What are the biggest challenges and opportunities that the Master Plan can or should address?

LAND USE ANALYSIS

A deeper dive into land use patterns and how they relate to policies, planning priorities, and zoning.

HELPS US ANSWER THESE QUESTIONS:

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?

VISION & VALUES

A Vision is a forward-looking declaration that outlines our long-term hopes and goals. It is short, clear, and aspirational.

Values are the core principles that will guide the City of Detroit's actions and decisions.

HELPS US ANSWER THESE QUESTIONS:

What do we want Detroit to become?

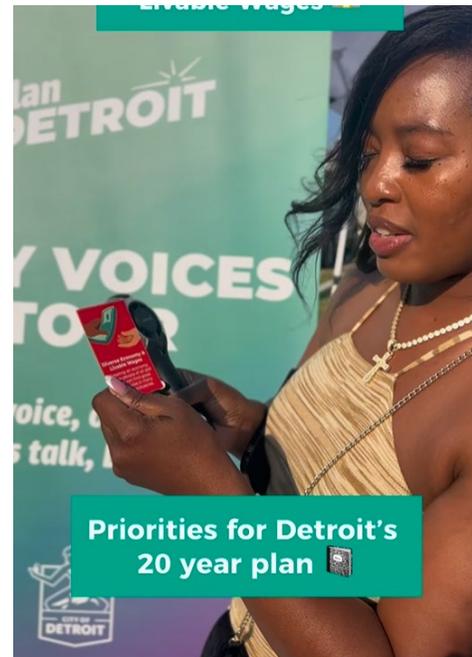
What does Detroit stand for?



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



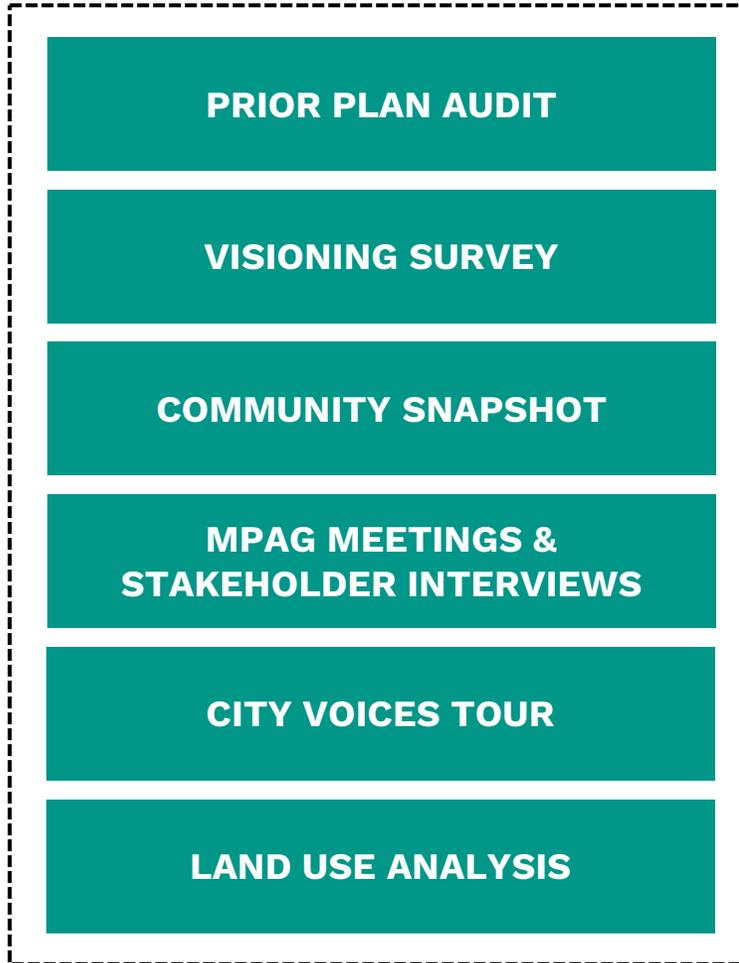
WHERE ARE WE GOING NEXT?

WHAT TO EXPECT AND HOW TO GET INVOLVED

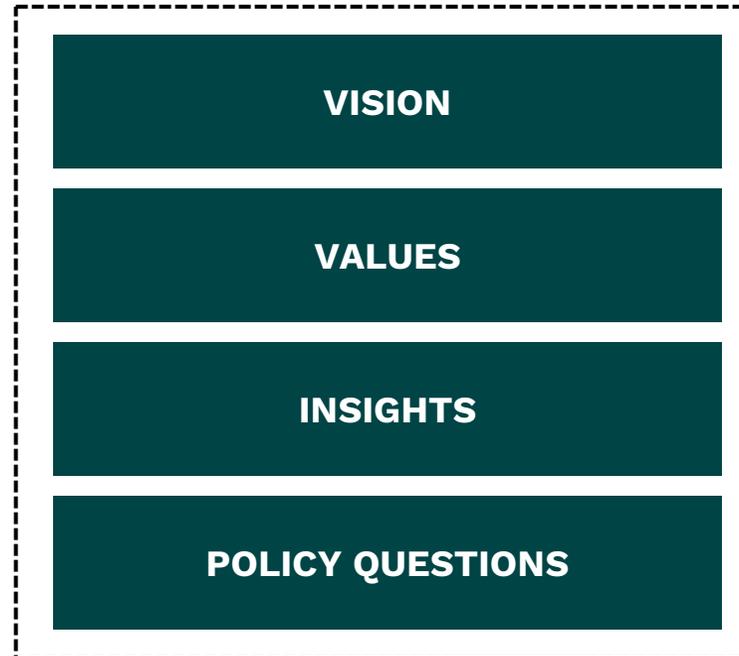


HOW EVERYTHING FITS TOGETHER

RESEARCH & ENGAGEMENT



MASTER PLAN FOUNDATION



BEGIN DRAFT POLICIES

HOW DO I GET INVOLVED?

3 Upcoming Ways to Engage

Policy Workshops

- **When:** April 12th, 14-16th
- **What:** In-depth policy discussions around one specific topic areas
- **Where:** 1 meeting per topic – (in-person), 1 Virtual
- **Target Audience:** Community members who want to get in the weeds with us

Youth Summit

- **When:** April 22nd & 23rd
- **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

WHAT TOPICS WILL WE COVER?

**POLICY
WORKSHOPS**

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

LET'S TALK, DETROIT!



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“PLANDET” to
844-293-1374

plan
DETROIT

CONTACT US!

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313-628-0221

PROJECT WEBSITE

 plandetroit.com

- Project Overview & Timeline
- Presentations & Documents
- Events Calendar

SOCIAL MEDIA

 **Instagram** [@detroit_pdd](https://www.instagram.com/detroit_pdd)
[@cityofdetroit](https://www.instagram.com/cityofdetroit)

 **Facebook** [@DetroitPlanning](https://www.facebook.com/DetroitPlanning)

CC/CPC/DON MEETINGS

- Quarterly project updates

