



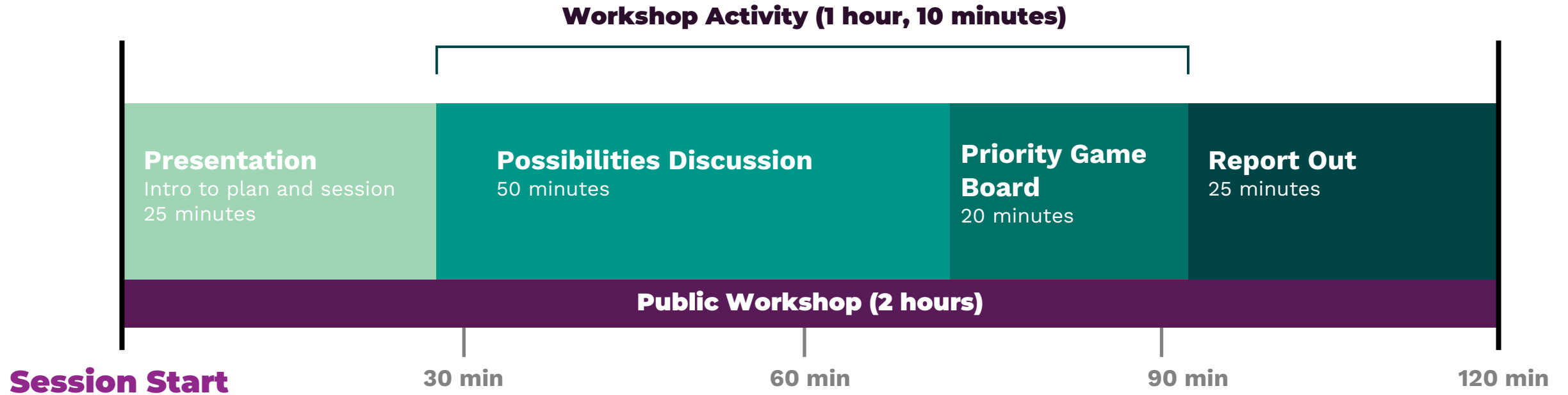
Jobs & Economy

Plan Detroit Futures: Possibilities & Realities

April 2025



Our Session Today



Goals for Today

Review

where we are in
the Plan Detroit
process and
what we have
learned so far

Discuss

different policy
approaches for
jobs and
economy

Prioritize

which
approaches
would work best
for Detroit

Share

learn what other
tables were
discussing

What is Plan Detroit?

Plan Detroit is a roadmap for future development and change in Detroit.

It looks at where **we are now**, what we **hope to be** in the future, and what land use policies and actions are **needed to achieve** that future vision.



What is Plan Detroit?

Detroit's last Master Plan was completed in 2009, and the City has changed a lot since then.

The Michigan Planning Enabling Act recommends that cities update their master plans every 10 years.



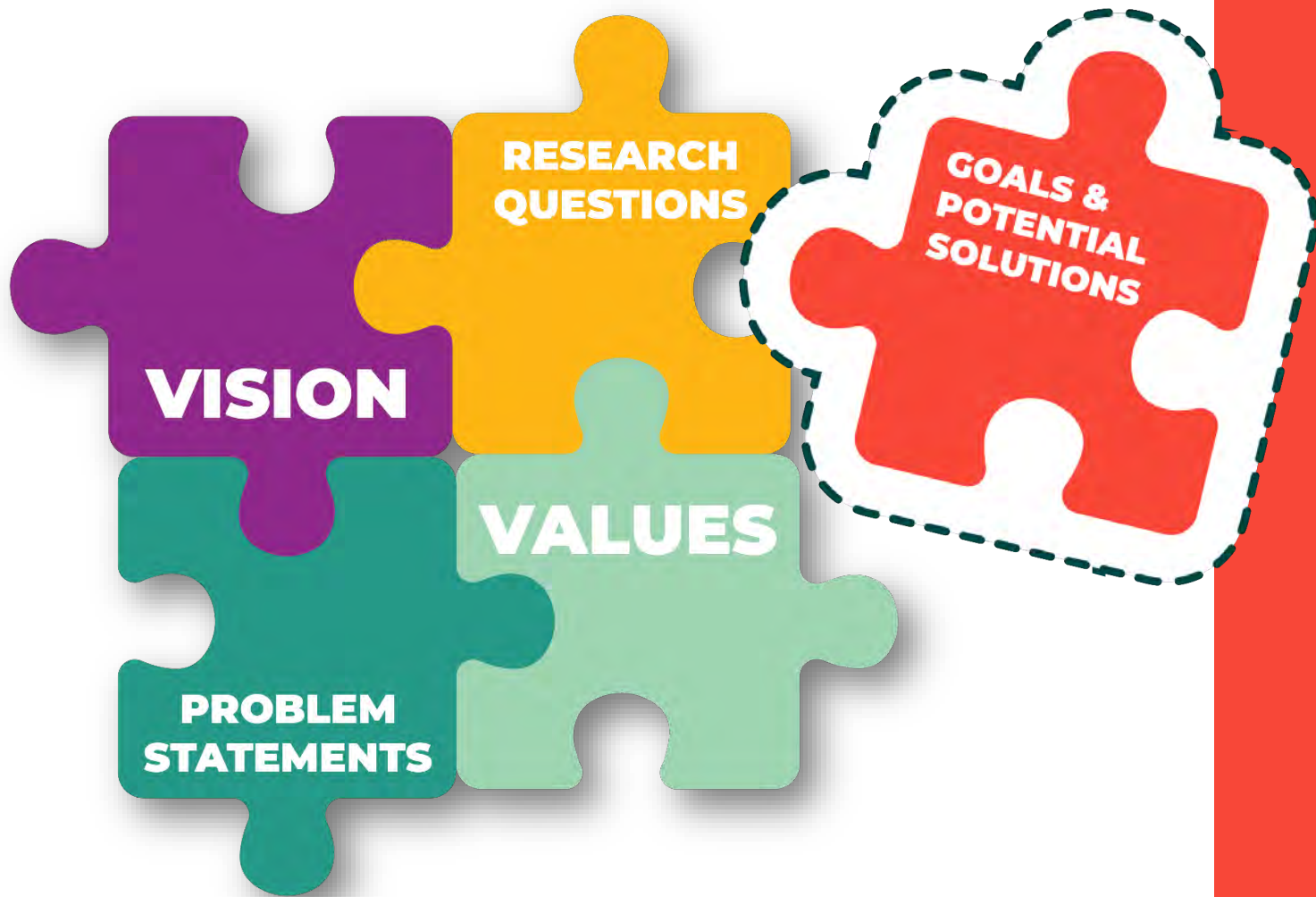
How will Plan Detroit guide future decision-making

- Doing **detailed analysis** of opportunities and challenges related to Detroit's people, infrastructure and economy
- **Learning from you** about priorities and experiences to shape policy decisions that reflect community needs
- **Coordinating with existing businesses**, government offices and community leaders



Our Journey





We're building
Plan Detroit
piece-by-piece
with **YOUR**
input!

Help us complete the picture.

Today's discussion is **one of 5 workshops** that happened over the past week.

**April
12th**

**Housing &
Neighborhoods**

Start time: 10 AM



**April
12th**

**Open Space &
Environment**

Start Time: 1:30 PM

**April
14th**

Arts & Culture

Start Time: 5:30 PM

**April
15th**

Mobility

Start Time: 5:30 PM

**April
16th**

**Jobs &
Economy**

Start Time: 5:30 PM



WHAT WE LEARNED FROM YOU!



In 20 years, Detroit will be_____.



The top topics we heard the most were

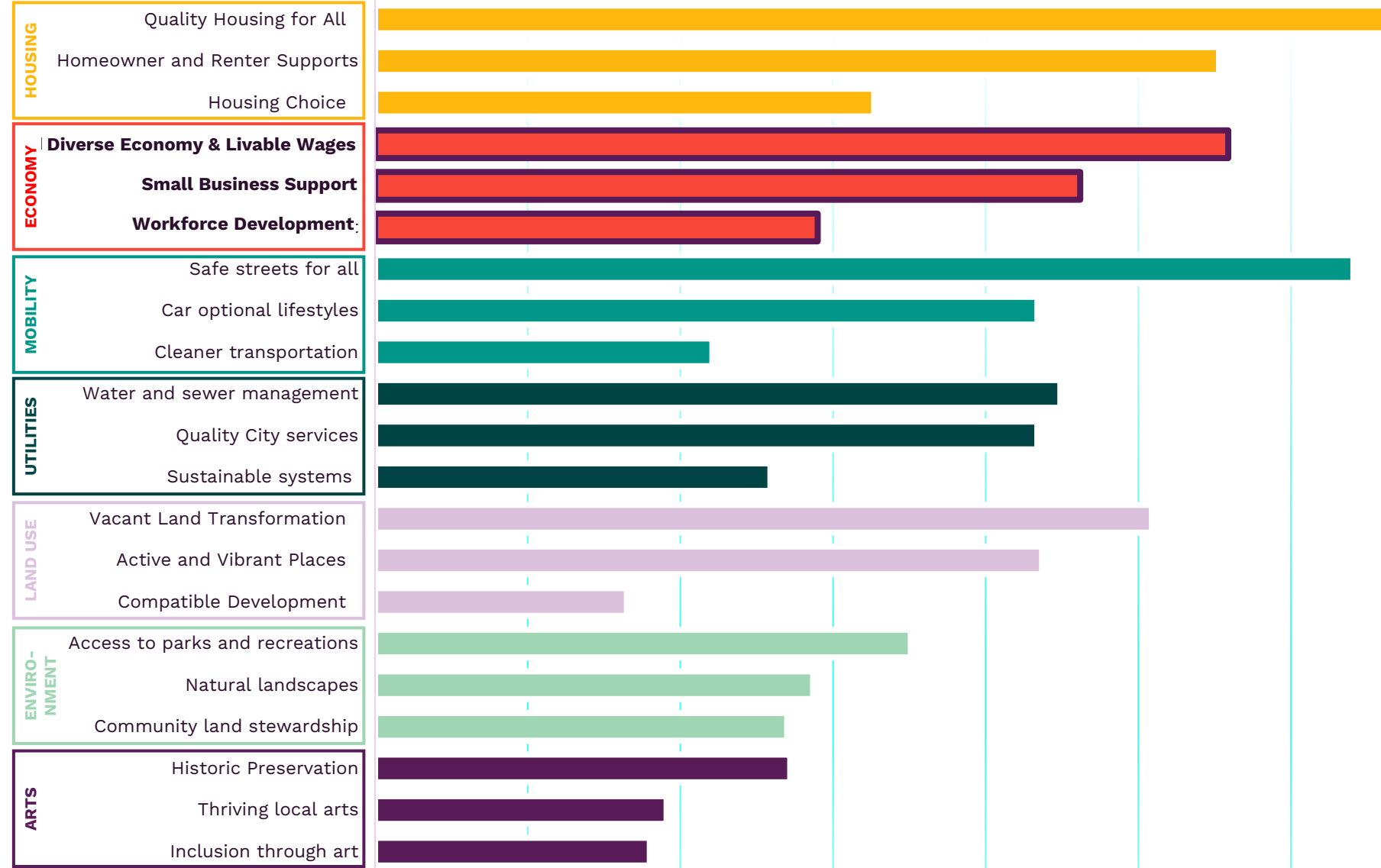
1. Prosperous
2. Community-driven
3. Diverse, Equitable, and Inclusive
4. Vibrant
5. Safe



We asked Detroit what their top priorities were.

The Diverse Economy & Livable Wages card was the 3rd most picked!

City-Wide Priorities



Detroit will be a city of choice and opportunity.

While Detroit may not be a city of choice and opportunity for all yet, we know there is incredible potential in our vibrant neighborhoods, rich culture, and innovative spirit.

Over the next 20 years, we will build on these strengths to continue to create a city that offers a higher quality of life that attracts people to live, work, and play here, and delivers greater prosperity for those who stayed and those who will choose to call Detroit home.

Vision & Values

Resilience

Equity

Innovation

Solidarity

Legacy



WHAT WE KNOW IS HAPPENING

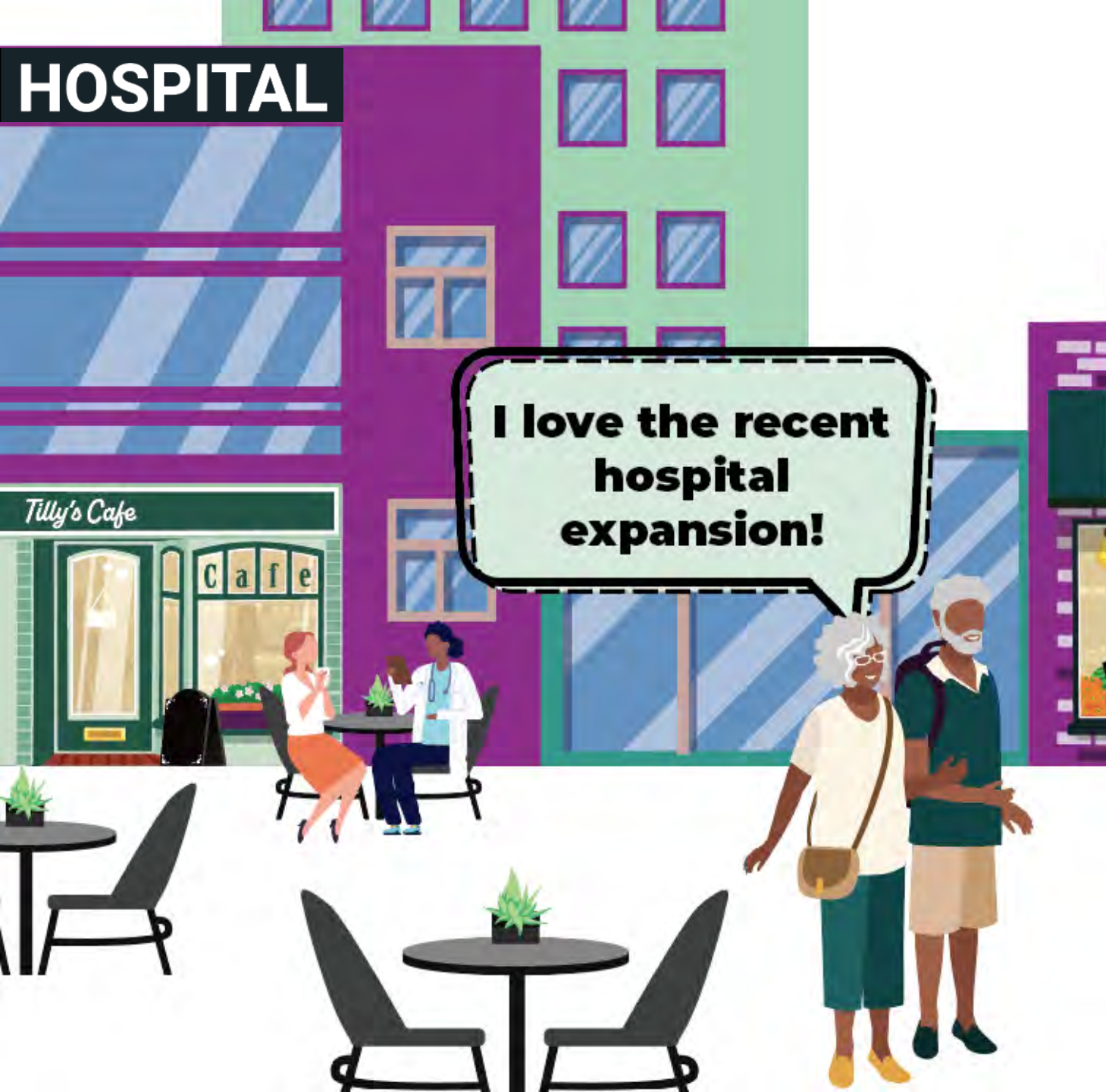


Detroit is experiencing a commuter swap, where job locations don't match where people live.

111k Detroiters commute out from Detroit for work and 145k people commute into Detroit from the suburbs.

Only a small number of people both live and work in Detroit.





Detroit's economy is evolving

Detroit's current top industry is healthcare & social assistance. 25% of Detroiters jobs are in this industry. However, the economy has seen a recent decline in this sector.

Emerging industries in Detroit are focused on construction, transportation, and logistics.

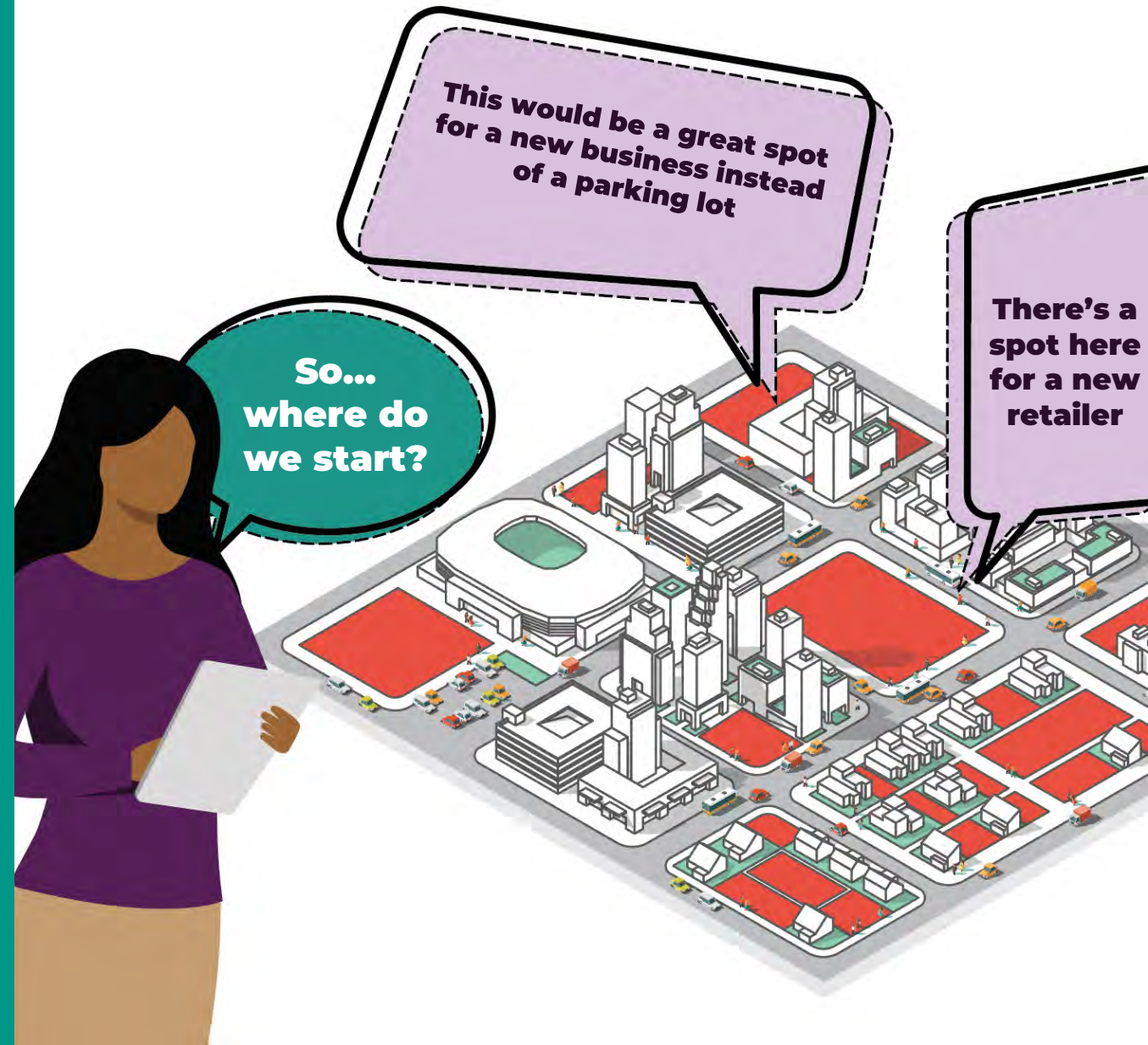
Some business areas thrive while others struggle

Almost a third of commercial land remains available for development.

Commercial corridors have scattered vacancies.

Market strength varies across neighborhoods.

Economic activity concentrates in areas with strong markets.





We've got this beautiful, old factory, but renovating it for my business is going to cost more than building new...

Industrial areas need modernization

Almost **a third** of industrial land is vacant.

Many industrial buildings **don't meet modern manufacturing needs.**

Historic development patterns led to much of our industrial land being located next to residential zones. **Residential areas adjacent to industrial zones need buffers.**

Different types of businesses need different support

Local businesses depend on nearby residents as customers.

Larger employers need regional transportation connections.

Tech and innovation companies need specialized spaces and infrastructure.





LET'S CHAT ABOUT **DETROIT'S POSSIBILITIES**

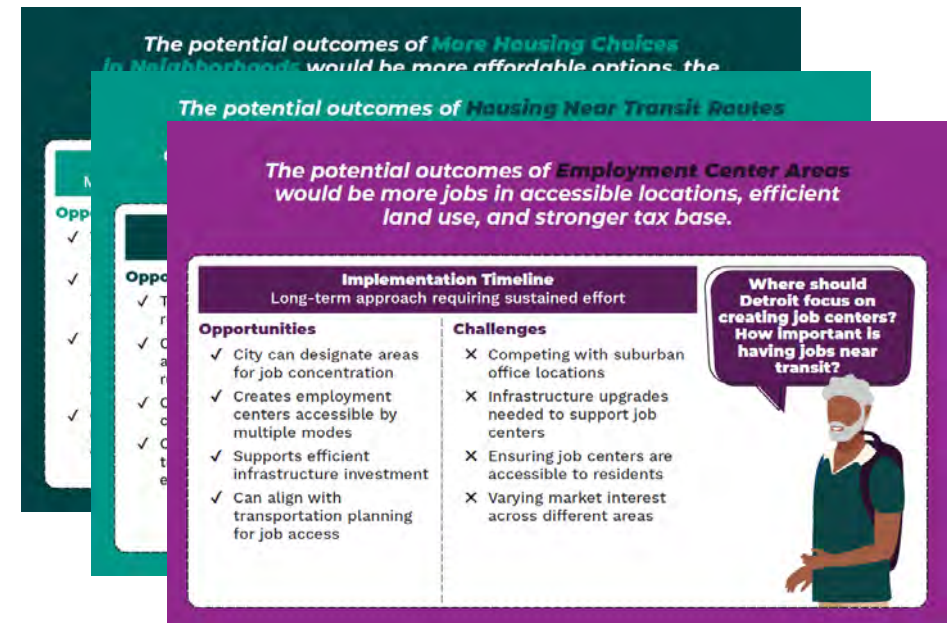
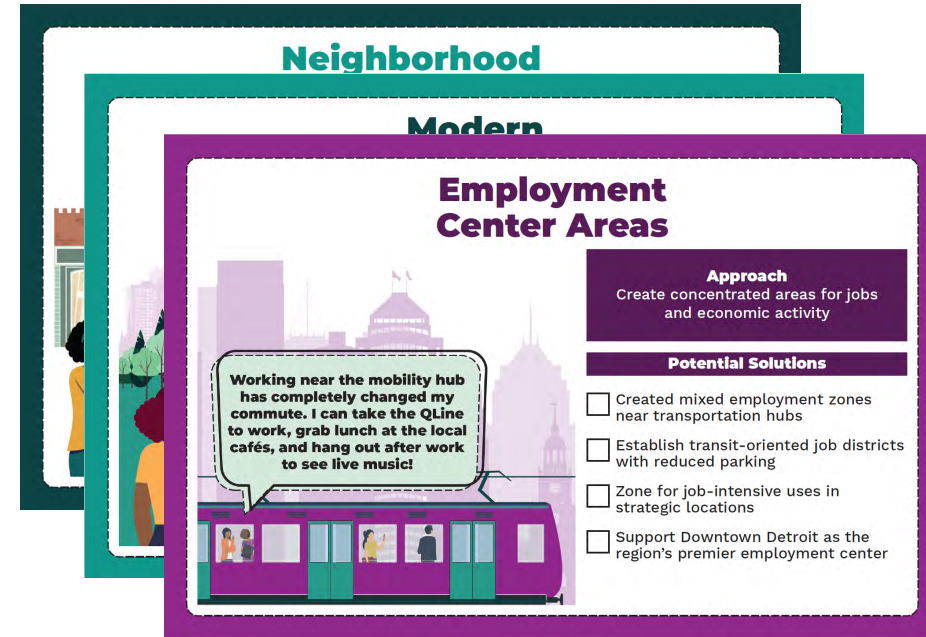
How can Plan Detroit create the change we need to see?



Possibility Cards Activity

You'll explore cards with ideas like:

- Neighborhood Business Districts
- Modern Industrial Areas
- Employment Center Areas
- Equitable Development Standards
- Institution Partnership Areas
- Technology and Innovation Districts
- **Plus:** Create your own policy ideas!



These possibility cards are conversation starters, not final policies.

They present **different approaches** to challenges in Detroit and help us understand what **types of solutions** Plan Detroit can address.

They're designed to spark discussion about **what might work best** in your neighborhood and across the city.



**There are
two activities
for today's
discussion!**

Discuss the Possibility Cards

- What would make these ideas work?
- What concerns do you have?
- Share your own ideas!

Vote on Which Ideas You Prefer

- "We like this idea!"
- "This works for some neighborhoods, not all"
- "This won't work in Detroit"
- "We'd like to add this new idea!"

A photograph of a person's hands sorting through numerous small cards or index cards organized into clear plastic trays. The person is wearing a beaded bracelet and a ring. The image has a teal-to-purple gradient overlay.

Let's play!





LET'S START WITH THE POSSIBILITY CARDS

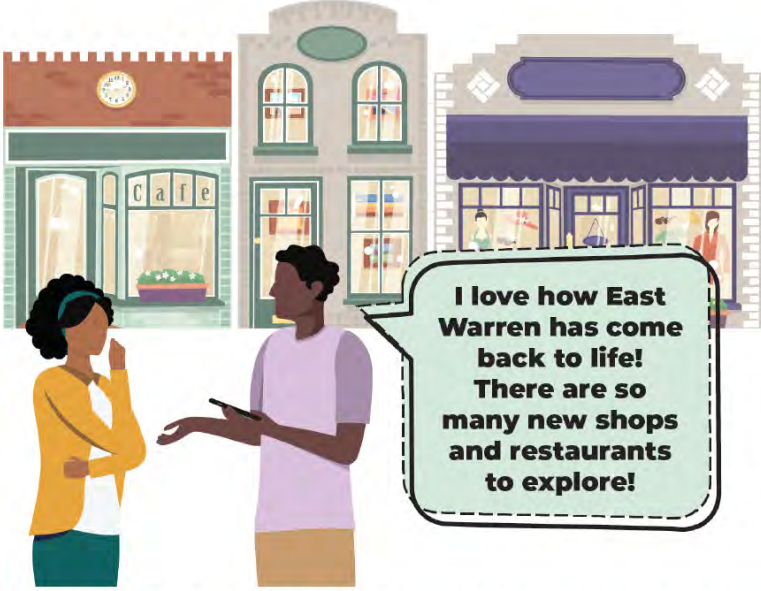


Begin Your Conversation with Card #1

What would need to be in place for this to work well?

What questions or concerns do you have about this approach or the potential solutions?

Neighborhood Business Districts



I love how East Warren has come back to life! There are so many new shops and restaurants to explore!

Approach

Target neighborhood-scale commercial development near density and in locations most likely to thrive

Potential Solutions


- ☐ Strategically place commercial centers or nodes near population density
- ☐ Rezone weaker corridors to strengthen viable business districts
- ☐ Continue to allow big-box stores or strip malls in appropriate locations
- ☐ Increase residential density around commercial areas

Time for Card #2

What would need to be in place for this to work well?

What questions or concerns do you have about this approach or the potential solutions?

Modern Industrial Areas



These woods used to be vacant lots, but now they're keeping the industrial areas separated from the rest of the neighborhood

Approach
Modernize industrial zoning to support jobs of the future while strategically concentrating manufacturing

Potential Solutions

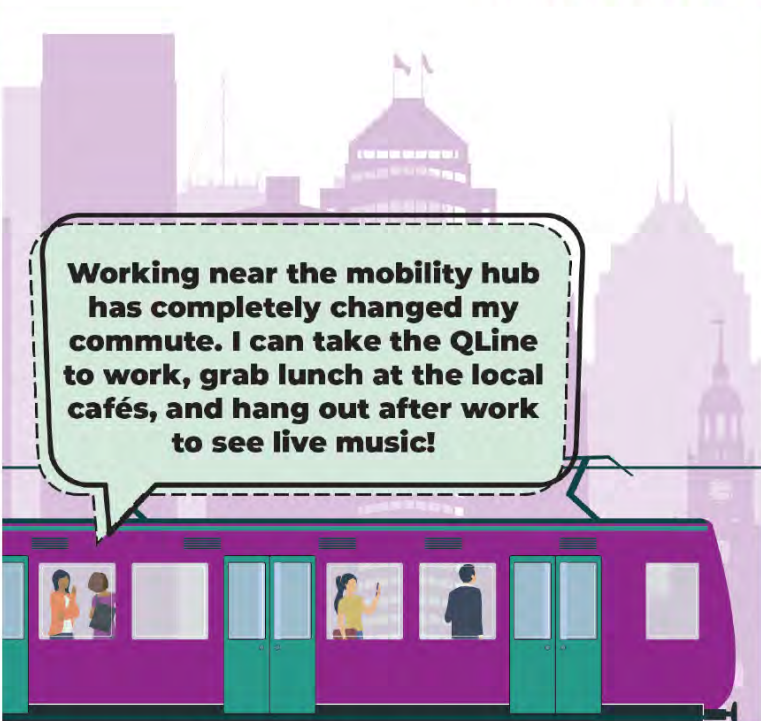
- ☐ Establish modern zoning for advanced manufacturing and clean energy
- ☐ Create flexible zones for smaller makers and emerging sectors
- ☐ Develop stronger buffer zones between industry and neighborhoods
- ☐ Designate industrial districts to cluster development in strategic areas
- ☐ Identify transition strategies for underutilized industrial properties

Let's Move On to Card #3

What would need to be in place for this to work well?

What questions or concerns do you have about this approach or the potential solutions?

Employment Center Areas



Working near the mobility hub has completely changed my commute. I can take the QLine to work, grab lunch at the local cafés, and hang out after work to see live music!

Approach

Create concentrated areas for jobs and economic activity

Potential Solutions


- ☐ Created mixed employment zones near transportation hubs
- ☐ Establish transit-oriented job districts with reduced parking
- ☐ Zone for job-intensive uses in strategic locations
- ☐ Support Downtown Detroit as the region's premier employment center

Time to Talk About Card #4

What would need to be in place for this to work well?

What questions or concerns do you have about this approach or the potential solutions?

Equitable Development Standards



I was afraid of getting priced out of my neighborhood, but the developer included affordable units and a public plaza. Not only can I afford to stay, but now I have new neighbors and fun places to hang out!

Approach

Ensure new development provides benefits to nearby neighborhoods through land use requirements

Potential Solutions


- ☐ Define equitable development standards and metrics in zoning ordinance
- ☐ Require public spaces in larger developments (plazas, parks)
- ☐ Establish design requirements that fit neighborhood character
- ☐ Create zoning bonuses for projects exceeding equity requirements
- ☐ Develop evaluation framework to assess project impacts on residents

Now It's Time for Card #5

What would need to be in place for this to work well?

What questions or concerns do you have about this approach or the potential solutions?

Institution Partnership Areas



HOSPITAL

Tilly's Cafe

Cafe

I love that it feels like the hospital expansion is part of our community rather than looming over the neighborhood

Approach

Create frameworks for institutions like hospitals and universities to grow responsibly

Potential Solutions


- ☐ Establish campus district zoning with design guidelines
- ☐ Develop transition zones between campuses and homes
- ☐ Create mixed-use zoning around institutions
- ☐ Require urban-style, pedestrian-friendly design
- ☐ Establish guidelines for connectivity and neighborhoods

Getting Close – Let's Chat About Card #6

What would need to be in place for this to work well?

What questions or concerns do you have about this approach or the potential solutions?

Technology and Innovation Districts



This innovation hub is great for collaborating with other researchers and entrepreneurs. The area has everything we need - labs, housing, and great places to meet!

Approach

Create specialized zones that support technology and research-based businesses

Potential Solutions

- ☐ Designate research zones near anchor institutions
- ☐ Establish technology corridor districts with infrastructure
- ☐ Zone for job-intensive uses in strategic locations
- ☐ Support Downtown Detroit as the region's premier employment center

Do You Have Other Ideas?

What possibilities are missing that should be considered?

Additional Possibilities to Consider

What is your idea?

How might this idea take shape in your neighborhood?

What would the outcome of this be?



NOW LET'S THINK ABOUT **THE PRIORITIES**



Help Us Understand What's Important!

Place your cards on your priority board!

Neighborhood Business Districts

Approach
Target neighborhood-scale commercial development near density and in locations most likely to thrive

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We like this idea!



We like this idea for some neighborhoods, but not others.



We don't think this idea will work in Detroit.



We'd like to add this idea!

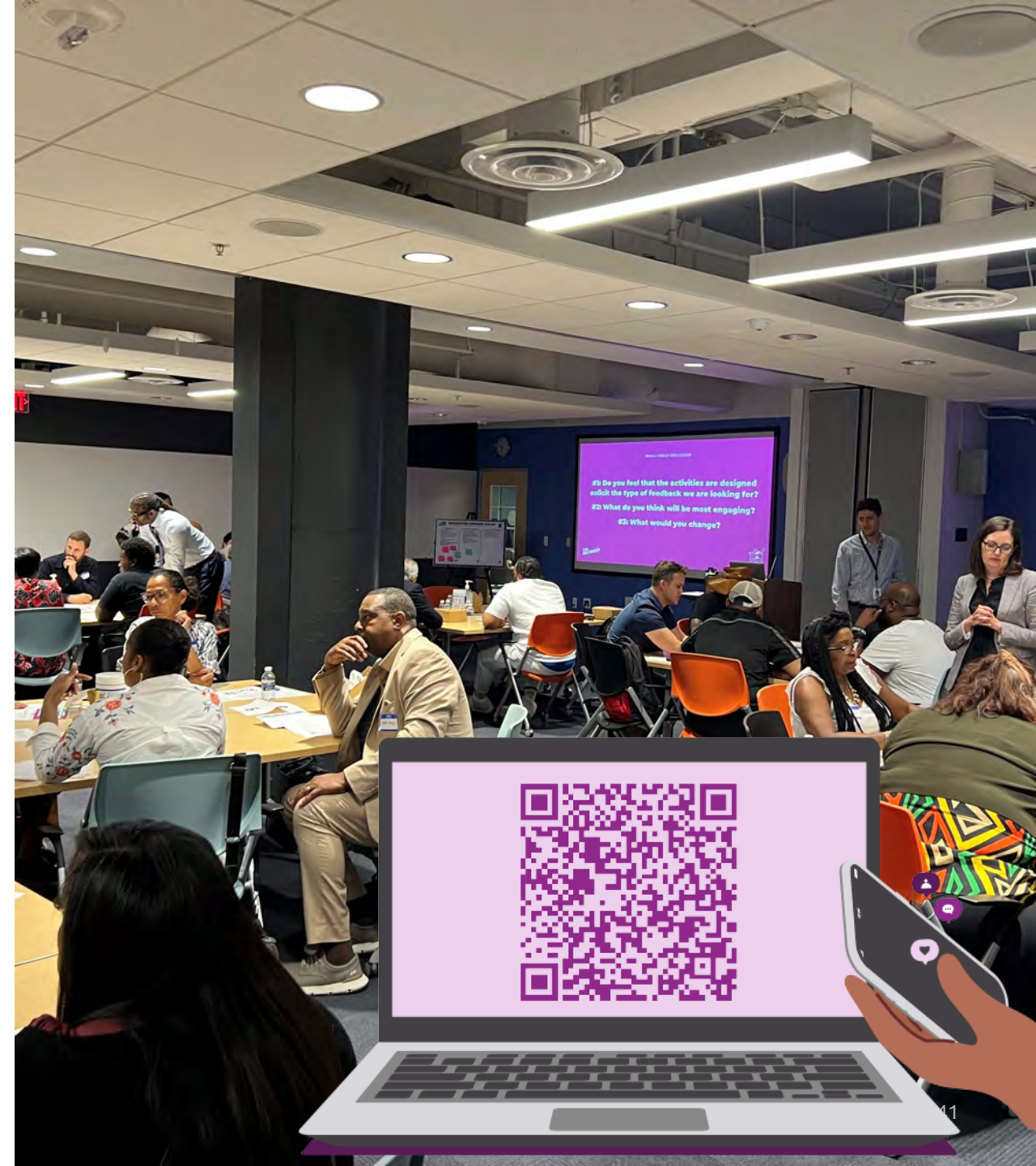


A photograph of a group of people at an event, overlaid with a teal-to-purple gradient. In the background, a sign reads "ACC YOUTH CENTER". A woman in the center is speaking into a microphone. Other people are seated around her, some looking at papers. A man in a suit stands in the background on the right.

Share out!

Stay Involved!

This was our final session for this round of public engagement. Please go to **PlanDetroit.com** or scan the QR code to stay updated on the plan process and get involved with upcoming engagement events!





CONTACT US!



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