

Plan DETROIT



City Council Update
October 21, 2025

WHAT'S A MASTER PLAN?

**A decision-making tool
for the future**

WHAT'S A MASTER PLAN?

How do we create the future Detroiters want?

What type of development or quality-of-life improvements belong where?

Which policies best support our land use goals?

How should we plan for capital improvements?

**A decision-making tool
for the future**

The things we build and invest in over the next 20 years.

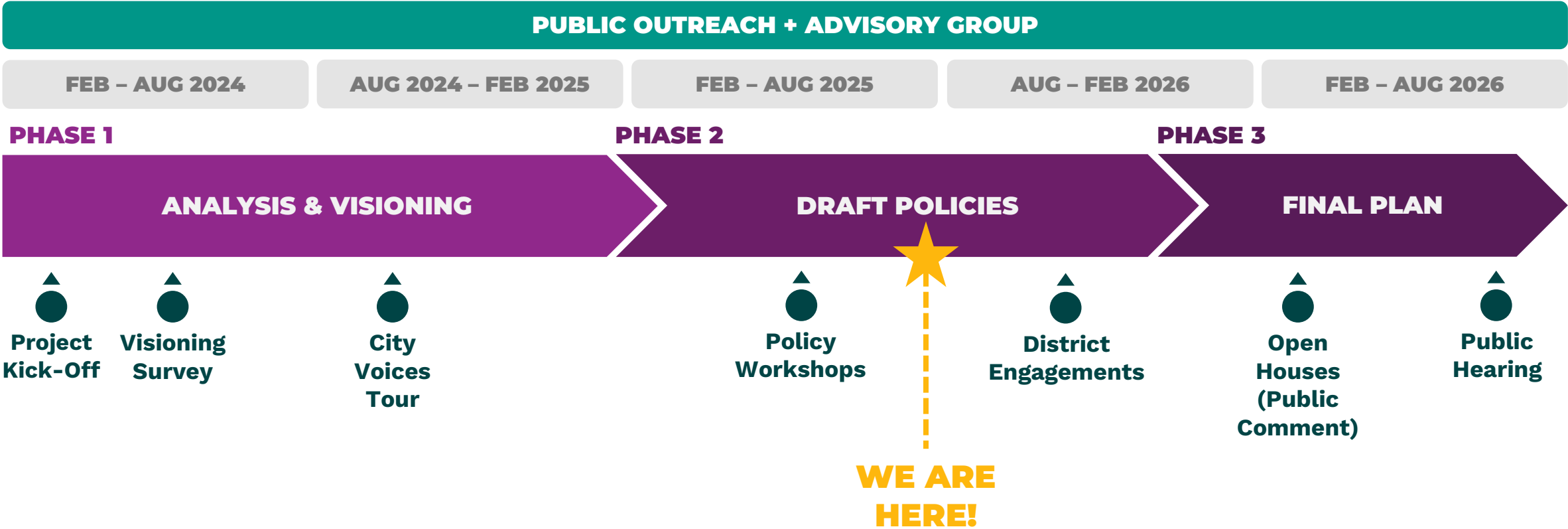


Where We've Been and What's Next



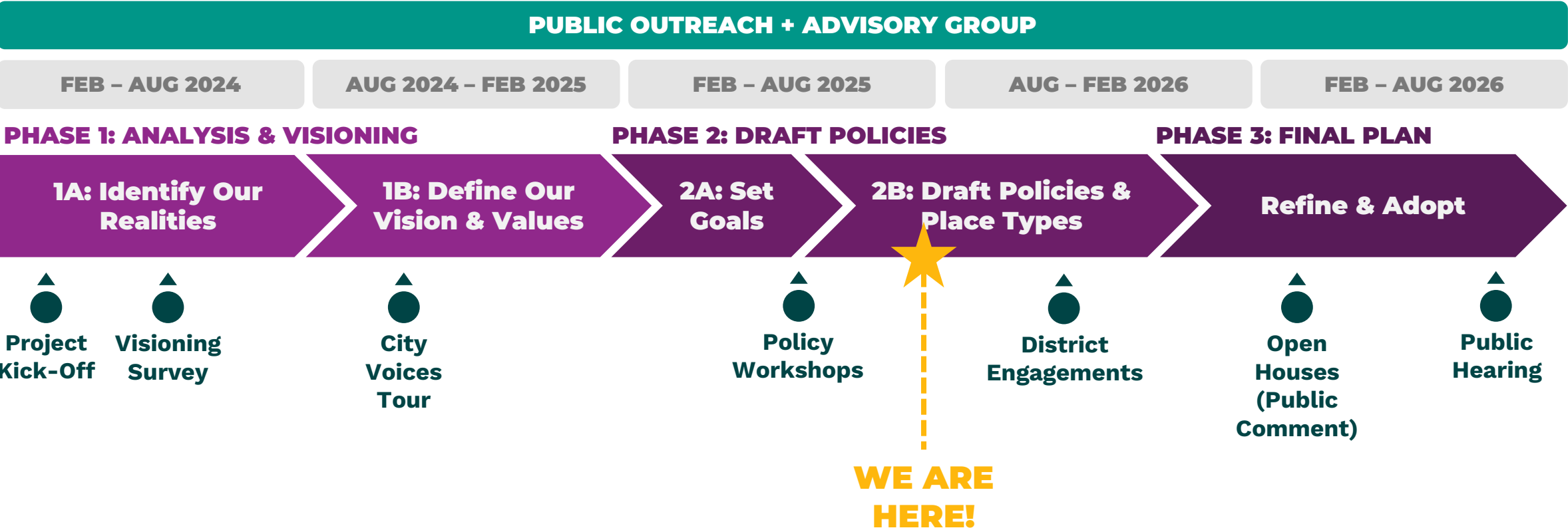
PROJECT TIMELINE

- OUTREACH + ENGAGEMENT
- TECHNICAL SCOPE



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1A: IDENTIFY OUR REALITIES

We started by identifying our **REALITIES**—the challenges and opportunities facing Detroit that the Plan must address—by listening to residents and learning from previous plans, data analysis, and City staff.

KEY DELIVERABLES

- ★ Prior Plan Audit
- ★ Community Snapshot

GETTING THE WORD OUT!

Outreach in this step included:

- DONCasts
- Project website & newsletter
- Social media
- Flyer drops
- In-person surveys @ Senior Olympics

WHAT SHAPED THIS WORK?

TECHNICAL

Review of Previous Plans

Analysis of Data & Trends

Visioning Survey **1,869** responses

ENGAGEMENT

Master Plan Advisory Group **42** members **7** Districts

Dept. & Agency Interviews



1B: DEFINE THE VISION

We defined a shared **VISION** for the future, based on feedback from residents, the MPAG, elected officials, and City staff. We also identified five **VALUES** that set the standards for how we will achieve our vision.

KEY DELIVERABLES

- ★ Vision
- ★ Values

GETTING THE WORD OUT!

Outreach in this step included:

- DONCasts
- Project website & newsletter
- Social media

WHAT SHAPED THIS WORK?

Visioning Survey **1,869** responses

City Voices Tour **60** pop-ups **2,673** Participants

Master Plan Advisory Group

City Council & Staff Input

Policy Workshops & Youth Summit

ENGAGEMENT



Detroit will be a city of choice and opportunity.

Vision: This is the city we want to be in 20 years!

Detroit is a vibe. It is alive with potential in our vibrant neighborhoods, rich culture, and the relentless spirit of our residents. These strengths tell the world who we are. The hard work that's still ahead will show them what we can be.

Over the next 20 years, we will push further to create a city where people can thrive, and opportunity is within reach for all. A city that will raise the standard of living, inviting people to put down roots, find a good job, and enjoy all Detroit has to offer. And a city that will deliver greater prosperity for those who unapologetically stayed, and those who will choose to call Detroit home.

Our Values

Values: These are the standards for how we get there!

Resilience

We will build a more resilient Detroit that is prepared to thrive in the face of change.

Equity

We will center equity in decision-making.

Innovation

We will grow our economy through innovation.

Collaboration

We will move Detroit forward together.

Legacy

We will honor and celebrate our legacy, while enthusiastically embracing what's next.

2A: SET GOALS

Building from our previous community engagement and working closely with City staff, we set **GOALS** that identify the big things the Plan must do to address our Realities and achieve our Vision.

KEY DELIVERABLES

- ★ Draft Goals
- ★ Refined Goals

GETTING THE WORD OUT!

Outreach in this step included:

- Project website & newsletter
- Social media

WHAT SHAPED THIS WORK?

TECHNICAL

Review of Previous Plans

Realities

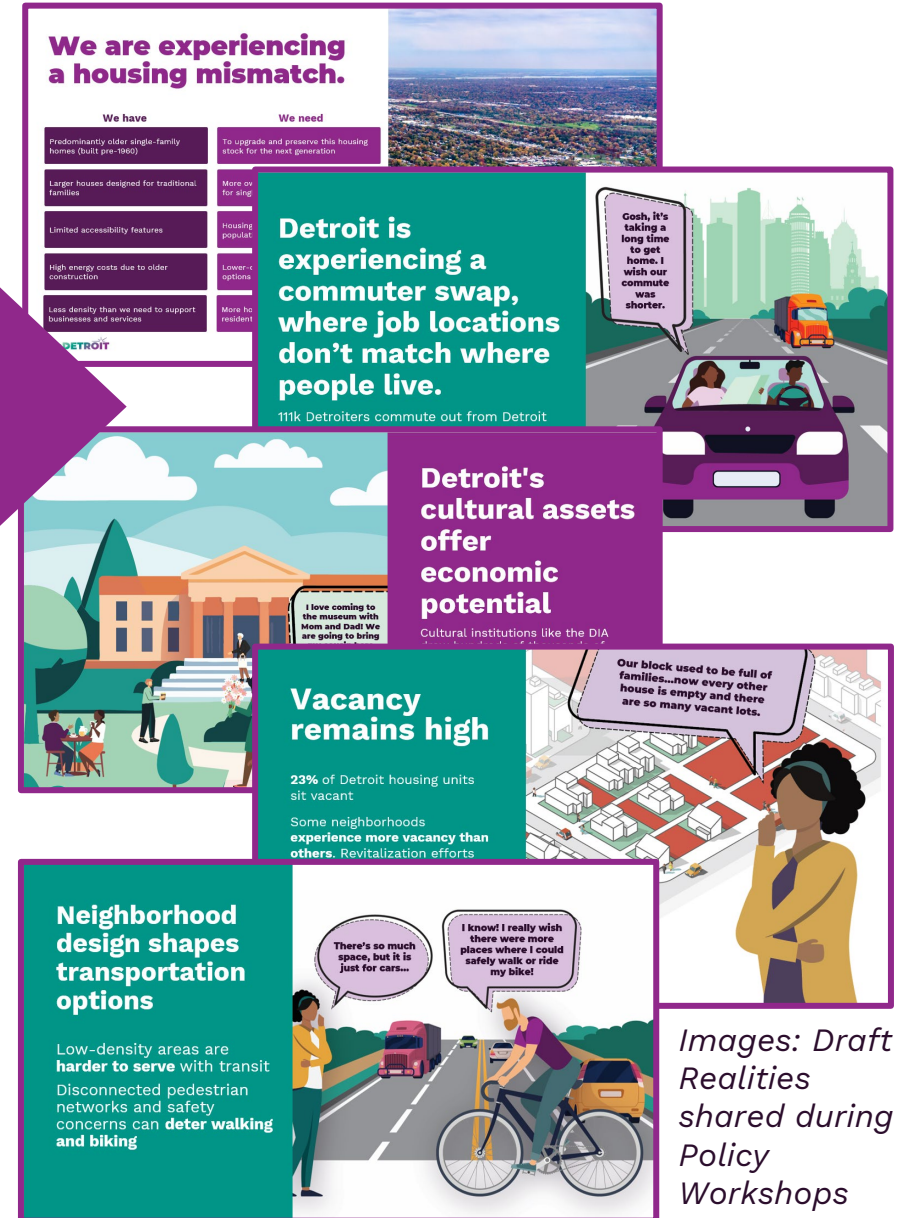
Vision & Values

Department Leadership

Internal Focus Groups **18** Depts. & Agencies

Master Plan Advisory Group

ENGAGEMENT



Images: Draft Realities shared during Policy Workshops

Plan Goals

Goals: The big things we must do!

**#1: Improve
Quality of Life in
Every
Neighborhood**

**#2: Grow and
Strengthen
Detroit's
Economy**

**#3: Focus
Density to
Support Services
and Amenities**

**#4: Make it Safer
and Easier to Get
Around**

Image: Youth Summit Feedback on Housing & Neighborhoods

2B: DRAFT POLICIES & PLACE TYPES

We are currently working on drafting **POLICIES** to guide decision-making and mapping **PLACE TYPES** that will guide how different parts of Detroit will grow and change over time.

KEY DELIVERABLES

- ★ Draft Opportunity Index
- ★ Draft Policies
- ★ Draft Place Types Map

GETTING THE WORD OUT!

Outreach in this step will include:

- DONCasts
- Project website & newsletter
- Social media
- Tabling/Outreach @ Existing Meetings
- Channel 10 Ads
- Flyer Drops

WHAT'S SHAPING THIS WORK?

TECHNICAL

Land Use Analysis

Opportunity Index

ENGAGEMENT

Youth Summit

18

High Schools

Stakeholder Interviews

Policy Workshops

6

Workshops*

483

Participants

*5 In-Person, 1 Virtual



Bringing It All Together

1A

Why do we need a Master Plan?

These are our Realities

These are the challenges & opportunities we face, shaped by data and community input.

1B

What is the Plan trying to achieve?

These are our Vision & Values

This is the future Detroit we want to build and the standards for getting there.

2A

How do we put the Plan into action?

These are our Goals

These are the big things we must do to address our Realities and achieve our Vision.

2B

What do we need to do to make change with the Plan?

These are our Policies

These are decision-making guidelines that ensure our actions help us meet our goals.

These are our Place Types

These guide how different areas of Detroit will grow and change over time.

Focus of upcoming District Engagements!

LET'S TALK, DETROIT!



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Scan the QR code
or text
“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)
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