



District Engagement Workshops

April 2026



What are we talking about today?

2-hour meeting

Presentation (20 mins)

- What is a master plan?
- What have we been doing?
- What are place types?

• Activity (60-75 mins)

- Identify Place Types
- Label “Opportunity Areas”
- Review Proposed Areas

• Report Out (15-20 mins)

• Closing/Next Steps (5 minutes)

WHAT'S A MASTER PLAN?

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

WHAT'S A MASTER PLAN?

How do we build the future city 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.

**Detroit will
be a city of
choice and
opportunity.**

This is who we want to be!

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 what Detroit is today. The hard work that's still ahead will show what it can become.

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. A city that will deliver greater prosperity for those who unapologetically stayed, and those who will choose to call Detroit home.

Values Statements

*These are the standards
for how we get there!*

Resilience

We will build a more resilient Detroit, 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.



Together, this vision and our values...

**Improve Quality
of Life in Every
Neighborhood**

**Grow and
Strengthen
Detroit's
Economy**

**Focus Density to
Support Services
and Amenities**

**Make it Safer and
Easier to Get
Around**

Today We Advance From Vision to Action!

PUBLIC OUTREACH + ENGAGEMENT

FEB – AUG 2024

AUG 2024 – FEB 2025

FEB – AUG 2025

AUG – FEB 2026

FEB – AUG 2026

ANALYSIS & VISIONING

DRAFT POLICIES

FINAL PLAN

IMPLEMENT

Project
Kick-Off
(DON Mtgs.)

City Voices
Tour

Visioning
Survey

Internal
Technical
Focus
Groups

Public
Policy
Workshops
& Youth
Summit

Drafting the
Future Land
Use
Approach

Open
Houses

Plan Adoption
Process

Public
Comment
Period
Begins

Public
Hearing

WE ARE HERE!

District Engagement



WHAT ARE
**PLACE
TYPES?**



HOW CAN THEY
**IMPACT
YOU?**



What are Place Types?

Place Types describe how different areas of Detroit are intended to **grow and change over time**, reflecting the unique character and ***needs*** of our neighborhoods **and** our citywide priorities.

Place Types will...

Provide direction for future development and investments based on needs

Create a general framework for future zoning changes

Tell departments and city partners what policies will work best there

How Place Types are Made

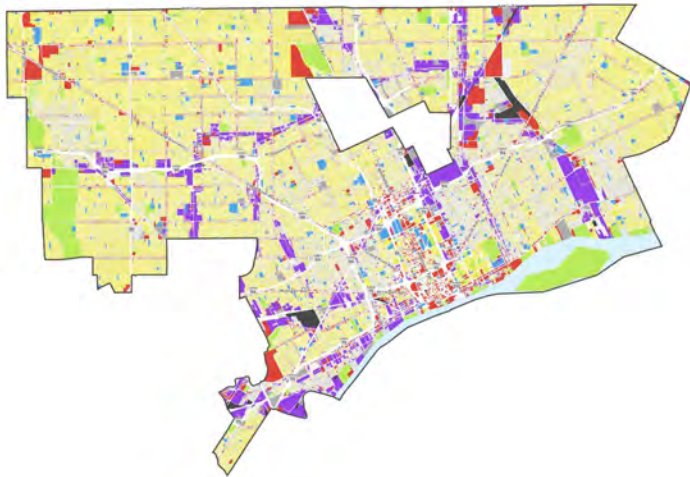
Land Use Analysis

Evaluation of Existing Conditions

People: Median Income, Employment, Population Change

Place: Vacancy, Density, Adjacency

Performance: Sales data, market data



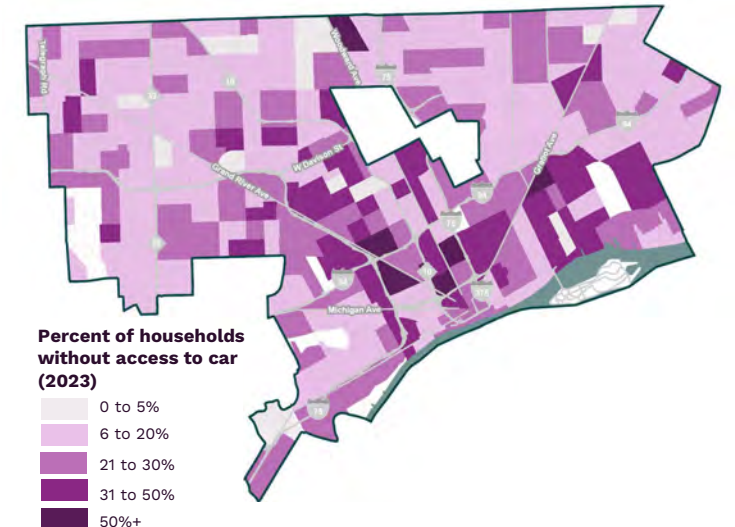
Plans & Policies

Understanding
Recommendations of
Existing Plans, Policies, and
Zoning

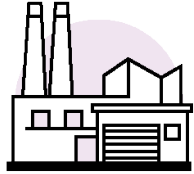


Opportunity Index

Equity + Health +
Resilience

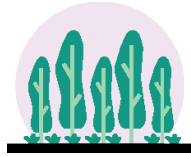


Place Types



Job Centers

(Commercial & Industrial)



Public Open Space

(Green or Productive)



Neighborhoods

(Residential)



Activity Centers

(Mixed-Use & Retail)

Campus

**Productive
Open Space**

Neighborhood 1

Commercial Corridor

**Manufacturing &
Distribution**

City Parks

Neighborhood 2

Neighborhood Center

Heavy Industrial

**Golf Courses &
Cemeteries**

Neighborhood 3

Regional Center

Place Types Timing

NOW

Place Types reflect the current conditions of an area, what they look like now and how they function, so we can align policies and programs to improve quality of life.

FUTURE

The policies, tools, and programs aligned with each Place Type will ensure improved quality of life and access to opportunity in the future while providing a pathway for how an area can realistically change over the next 20 years.

Pulse check:

**Do you understand what
Place Types are/can do?**

**If not, don't worry! We are
going to get into more
detail on them with our
activity today and can
explain each place type as
we go!**



WHAT ARE WE DOING TODAY?

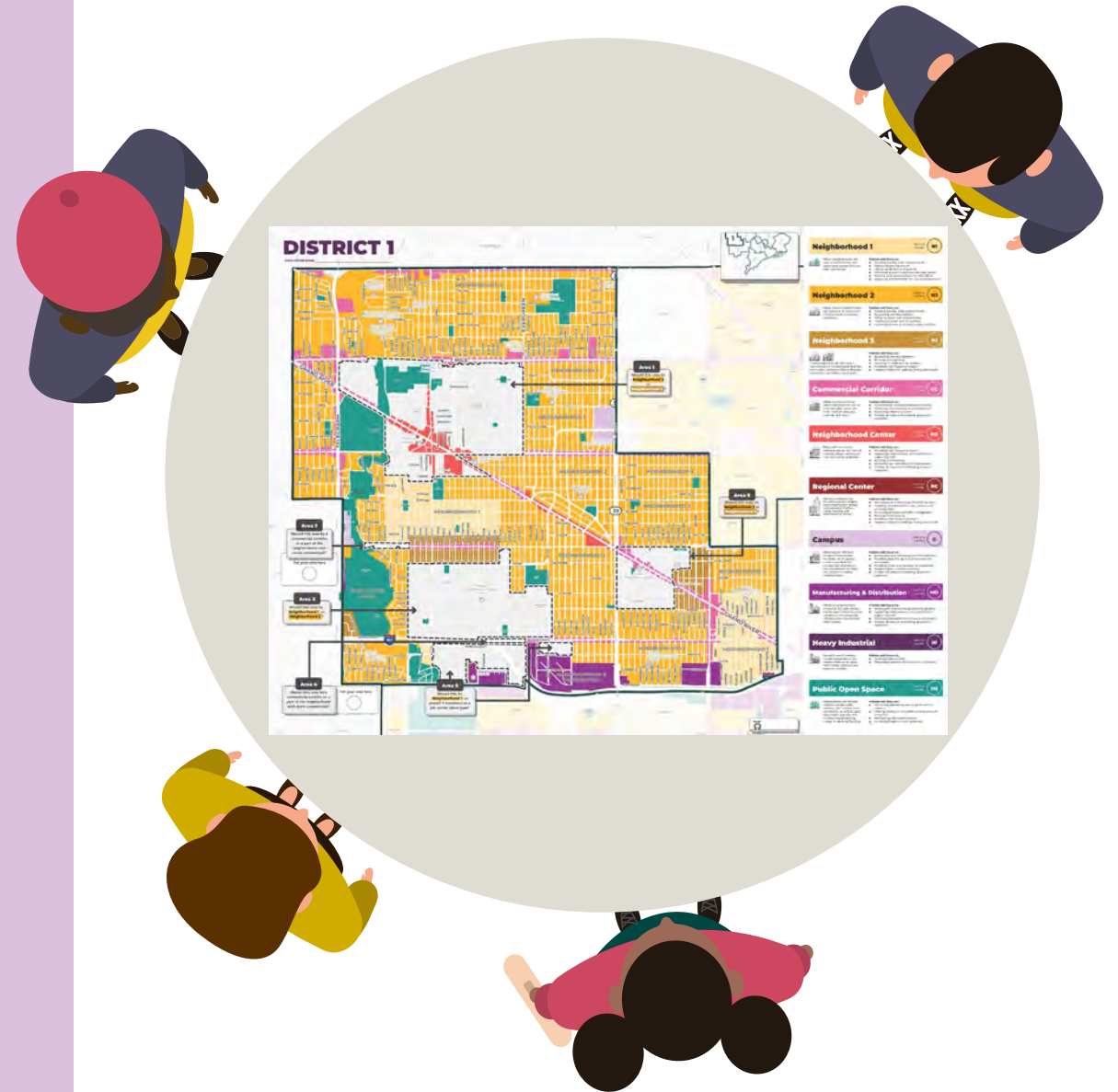


Overview of Activity

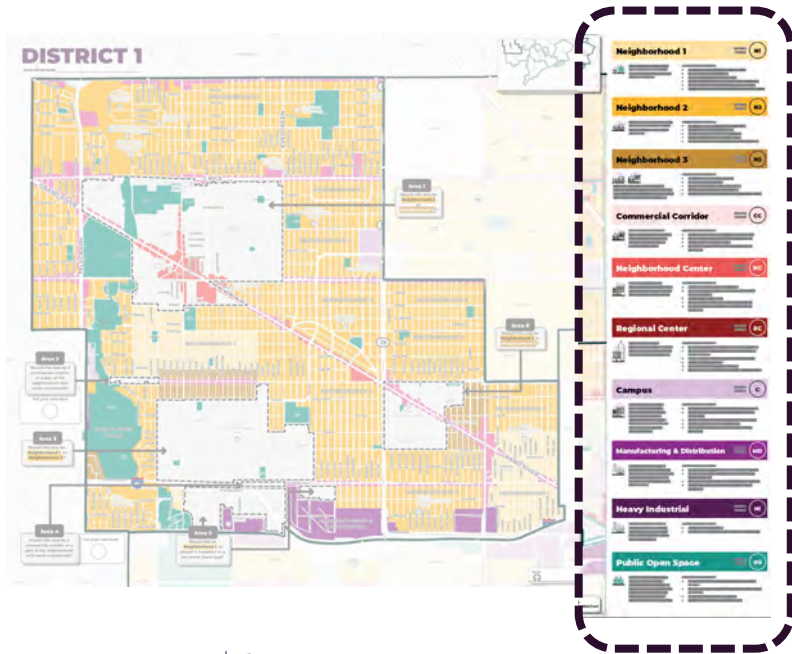
- Our activity has 3 main parts
 - Understanding place types on the map of your district
 - Helping to decide what place types should go in each of your district's opportunity areas
 - Reviewing your district to make sure it reflects what you hope to see happening in the future!

PART 1

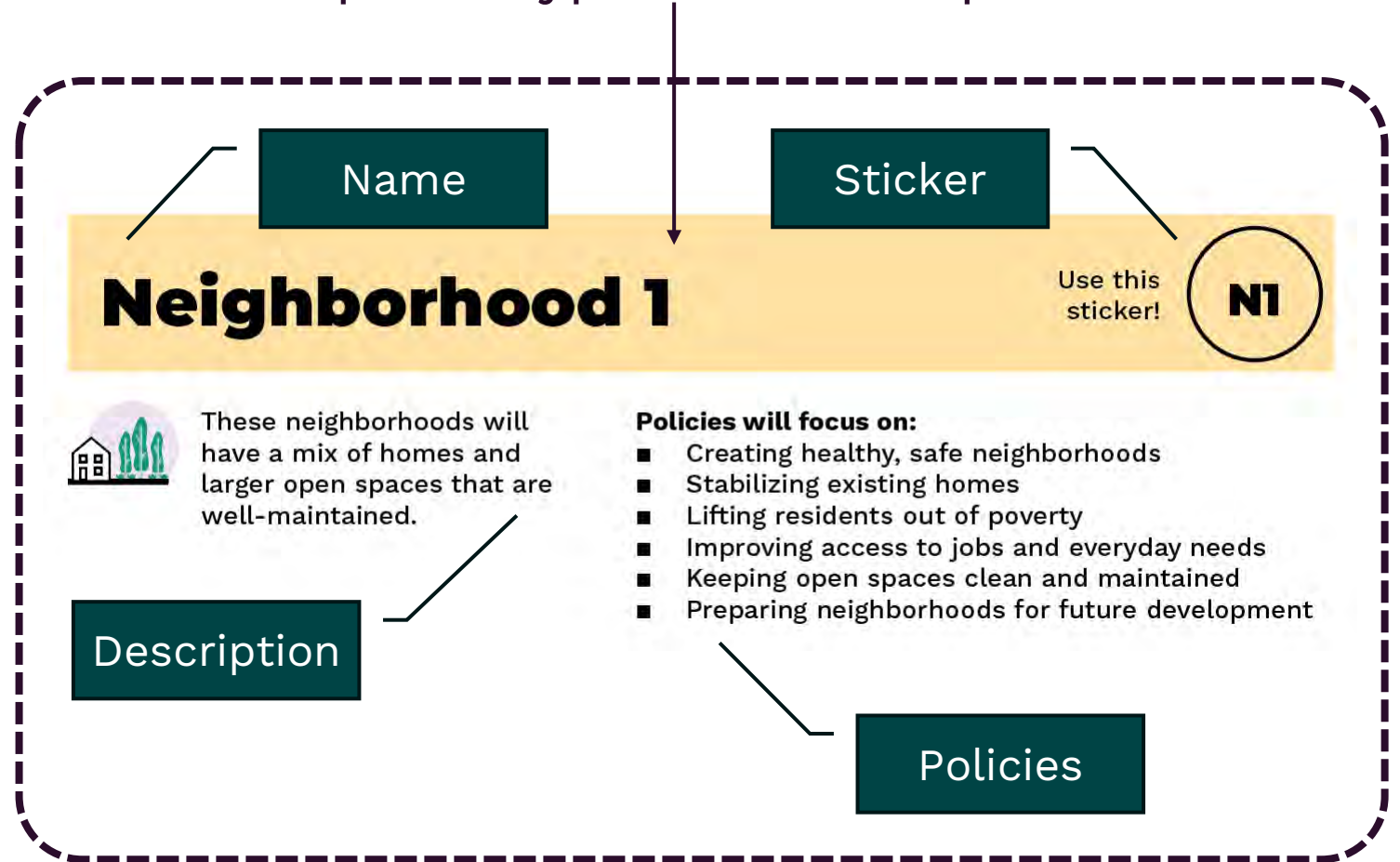
Get oriented to the map of your district.



Your Map Has a Legend of all the Place Types



The color represents this
place type on the map!



Neighborhood 1 (Stabilize)

Existing: Areas dealing with population loss, with more vacant land than occupied homes

Future: These neighborhoods will have a mix of homes and larger open spaces that are well-maintained.

How do we get there?

- Providing people-based programs and services to promote health and economic stability
- Keeping open spaces clean and maintained
- Preparing neighborhoods for future development



Neighborhood 2 (Strengthen)

Existing: Stable neighborhoods, including historic areas, where most blocks contain more occupied homes than empty lots

Future: These stable neighborhoods will continue to have a mix of homes and community amenities.

Policies will focus on strengthening:

- Supporting existing residents and neighborhood organizations
- Filling in vacant lots and buildings
- Investing in parks and rec centers



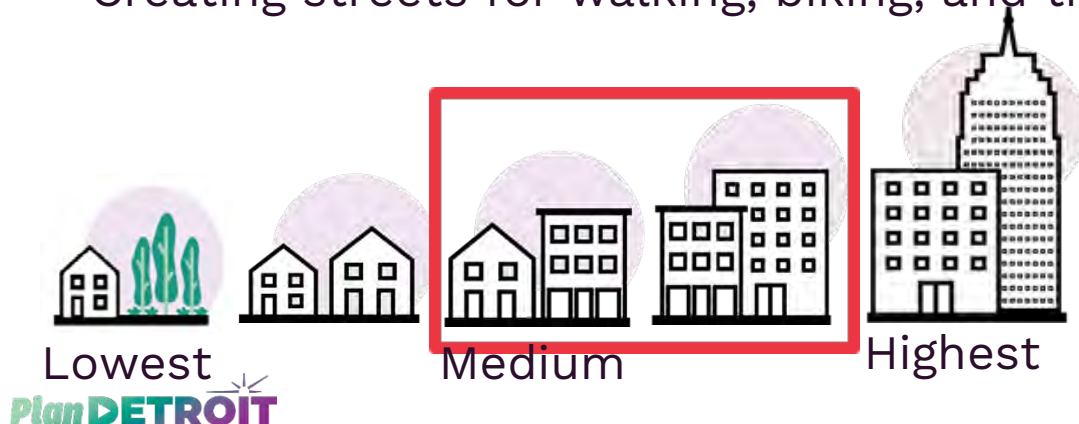
Neighborhood 3 (Grow)

Existing: Areas with a mix of housing types and easy access to services and amenities; adjacent to Neighborhood Centers

Future: These neighborhoods will have a wide variety of housing types that are within easy walking distance of shops, community amenities, and transit.

Policies will focus on growing:

- Supporting existing residents
- Building more housing
- Providing high-frequency transit
- Creating streets for walking, biking, and transit



**As a group,
identify the 3
Neighborhood
Place Types on
your map!**



Neighborhood 1

Areas still dealing with the impacts of population loss and disinvestment. These neighborhoods contain higher amounts of vacant land and will benefit from more maintenance and beautification of vacant lots and stabilization of existing housing.

What uses will fit best?

Single- and two-family homes

Larger open spaces like urban farms, community spaces, or meadows

How dense will it be?



Neighborhood 2

Detroit's traditional and historic residential neighborhoods where most blocks contain more occupied homes than empty space. These neighborhoods are diverse in design and character but generally will expect minimal change over the next 20 years.

What uses will fit best?

Single- and two-family homes

Parks, schools, churches, and community spaces

How dense will it be?



Neighborhood 3

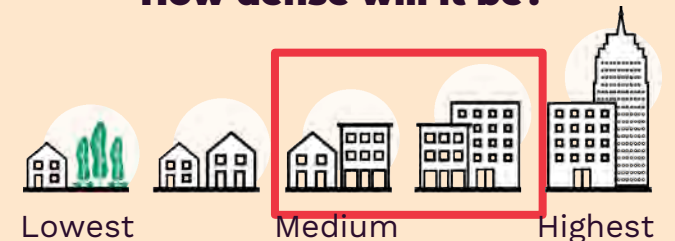
Areas with a mix of housing types and easy access to services and amenities. Some neighborhoods have taller housing than others, but all need more housing to meet rising demand and support vibrant commercial corridors without displacing current residents.

What uses will fit best?

Multi-family and 2-4 family homes

Parks, schools, churches, and community spaces

How dense will it be?



Commercial Corridor

Commercial Corridor are the corridors where Detroiters will go for their everyday needs like food, medical care, gas, clothing, and more.

Policies will focus on:

- Consolidating and strengthening corridors
- Attracting and retaining small businesses
- Attracting national retailers
- Cutting red tape and speeding up project approvals



**As a group,
make sure you
can identify
this place type
on your map!**

Neighborhood Center

Neighborhood Center will be vibrant, walkable places with lots of housing, shops, restaurants, and community amenities.

Policies will focus on:

- Providing high-frequency transit
- Upgrading roads, sewers, and electricity to support growth
- Building more housing
- Attracting and retaining small businesses
- Cutting red tape and speeding up project approvals



**As a group,
make sure you
can identify this
place type on
your map!**

Regional Center

Regional Center will continue to be Detroit's economic engine, featuring the city's highest concentration of offices, hotels, housing, and entertainment venues.

Policies will focus on:

- Adding jobs and increasing Detroit's tax base
- Creating a destination for arts, culture, and entertainment
- Improving parking and traffic management
- Building more housing
- Providing high-frequency transit
- Creating streets for walking, biking, and transit



As a group, make sure you can identify this place type on your map!

Campus

Campus will have groups of universities, hospitals, artist spaces, or start-ups that will provide jobs and attract new investment but have low impact on nearby neighborhoods.

Policies will focus on:

- Adding jobs and increasing Detroit's tax base
- Providing easy driving or transit access for employees
- Providing shops and services for employees
- Supporting our creative economy
- Cutting red tape and speeding up project approvals



**As a group,
make sure you
can identify
this place type
on your map!**

Manufacturing & Distribution

Manufacturing & Distribution are places where things will be built, stored, and shipped, close to similar industries and supporting infrastructure like planned truck routes.

Policies will focus on:

- Adding jobs and increasing Detroit's tax base
- Upgrading roads, sewers, and electricity to support growth
- Protecting residents from impacts of industry
- Cutting red tape and speeding up project approvals

As a group, make sure you can identify this place type on your map!



Heavy Industrial

Heavy Industrial Detroit's most intensive industrial operations will happen here, as far away from homes, schools, and parks as possible

Policies will focus on:

- Limiting future growth
- Protecting residents from impacts of industry

**As a group, make
sure you can identify
this place type on
your map!**



Public Open Space

Public Open Space will include publicly-owned parks, marinas, golf courses, and cemeteries, as well as open spaces with a productive function like generating energy or reducing flooding.

Policies will focus on:

- Increasing resident access to parks and rec centers
- Offering a range of recreation options and park amenities
- Maintaining city-owned spaces
- Increasing neighborhood resilience

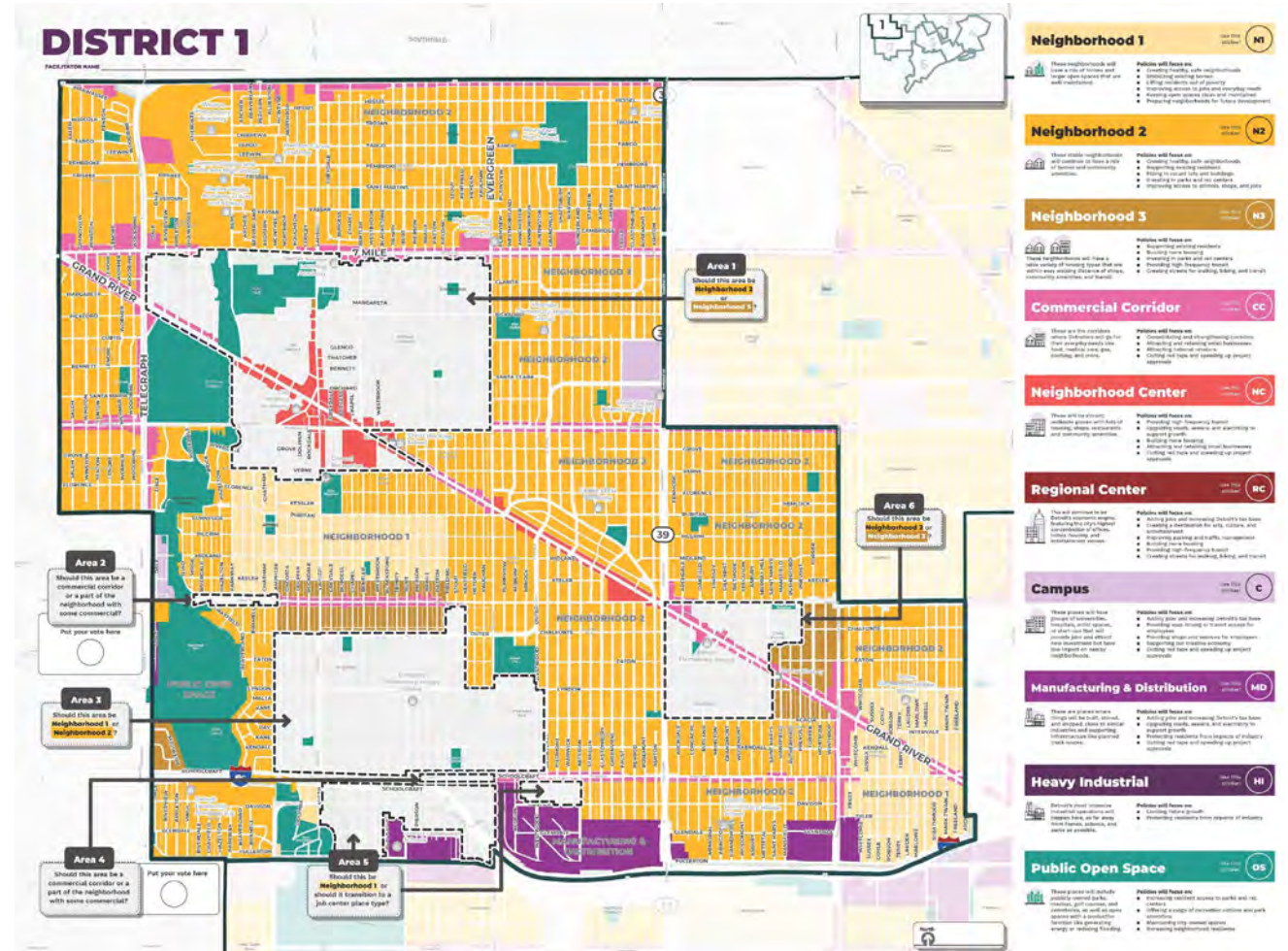
**As a group, make
sure you can identify
this place type on
your map!**



What is a numbered area?

- Numbered areas do not have data or existing plans that pointed to just one Place Type
- You can help decide which Place Type is best for numbered areas

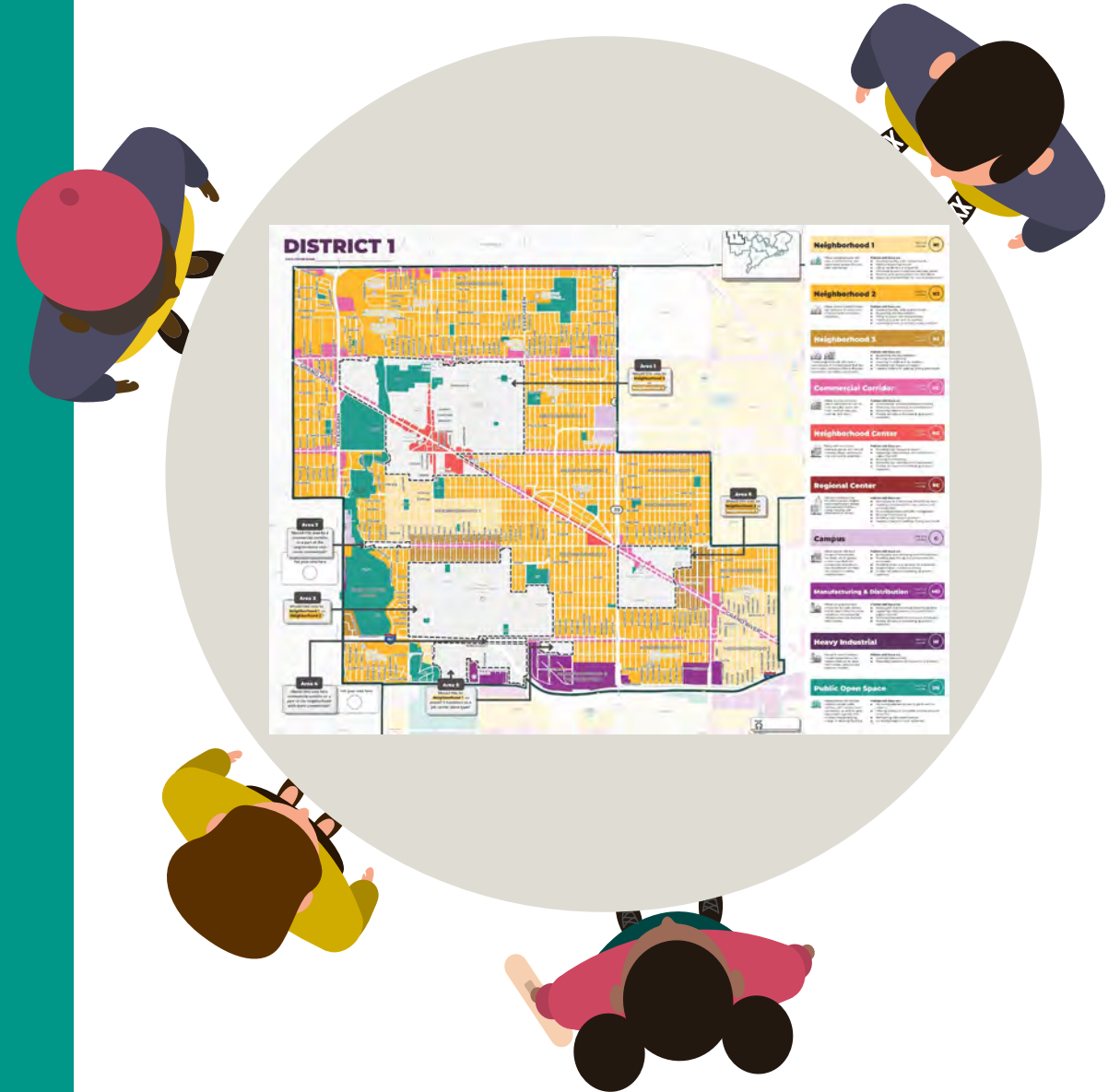
Point to all of the opportunity areas on your map!



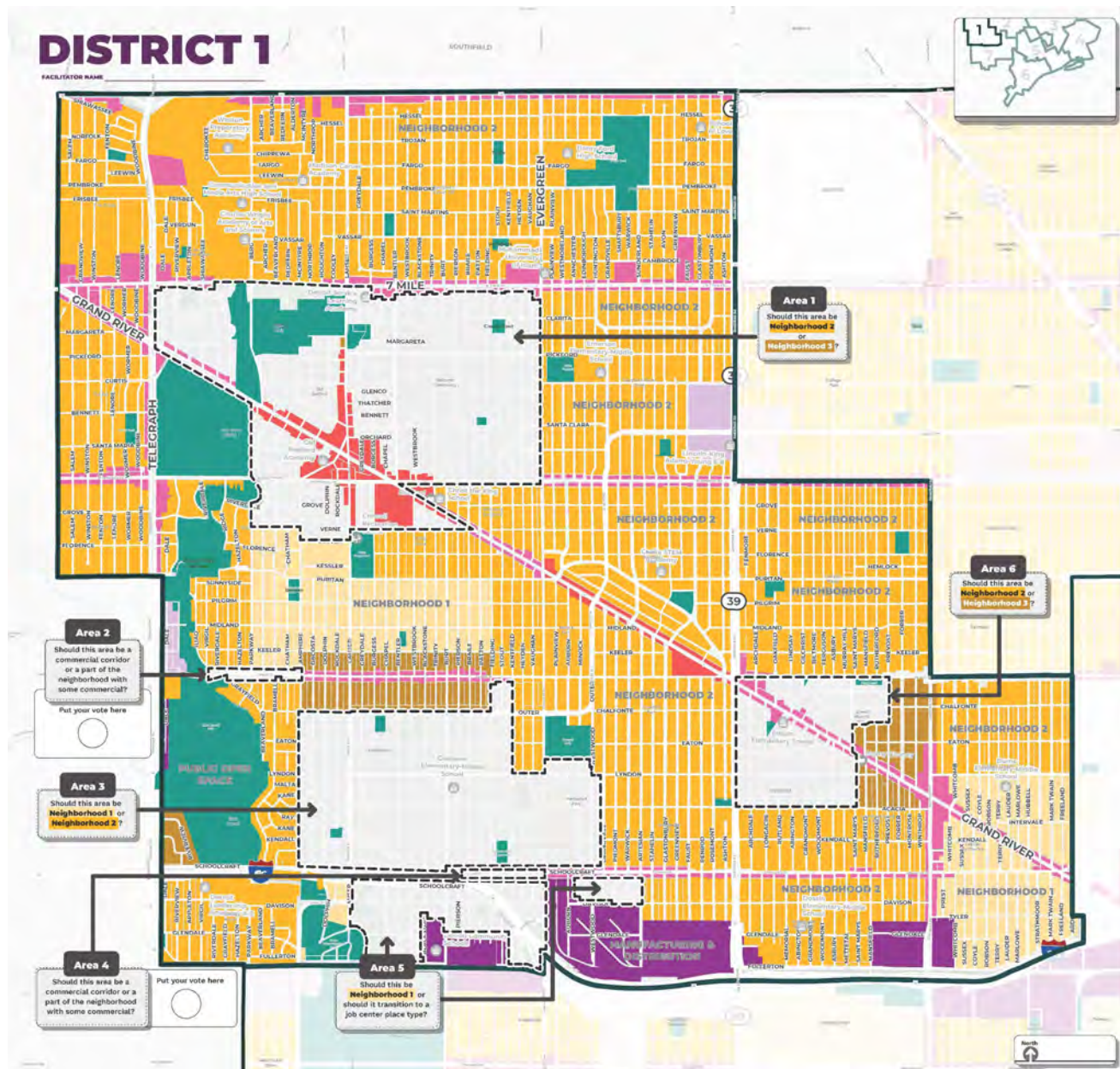
PART 2

DEFINING NUMBERED AREAS

Let's work as a group to define which place type should go in each numbered area!

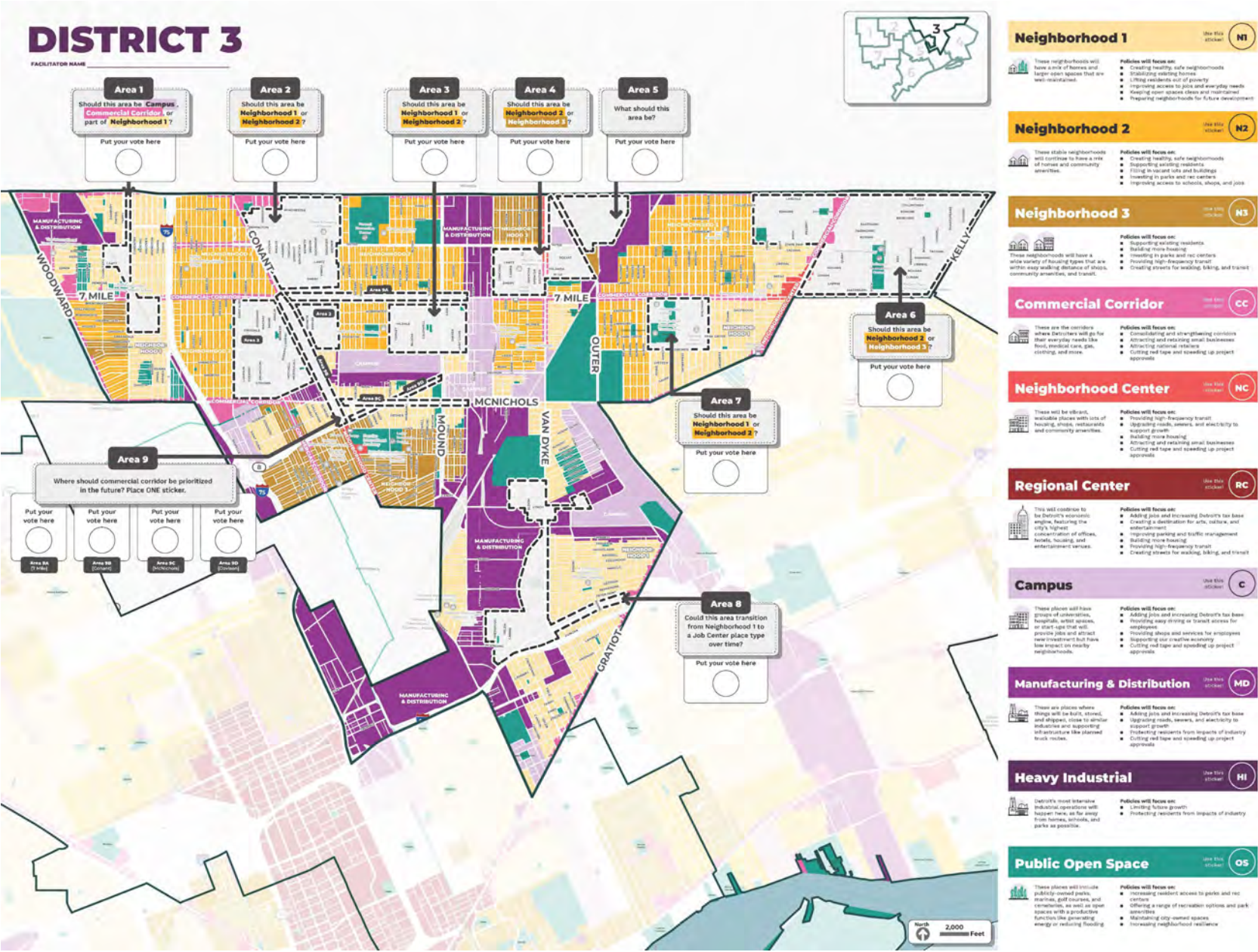


District 1 Map





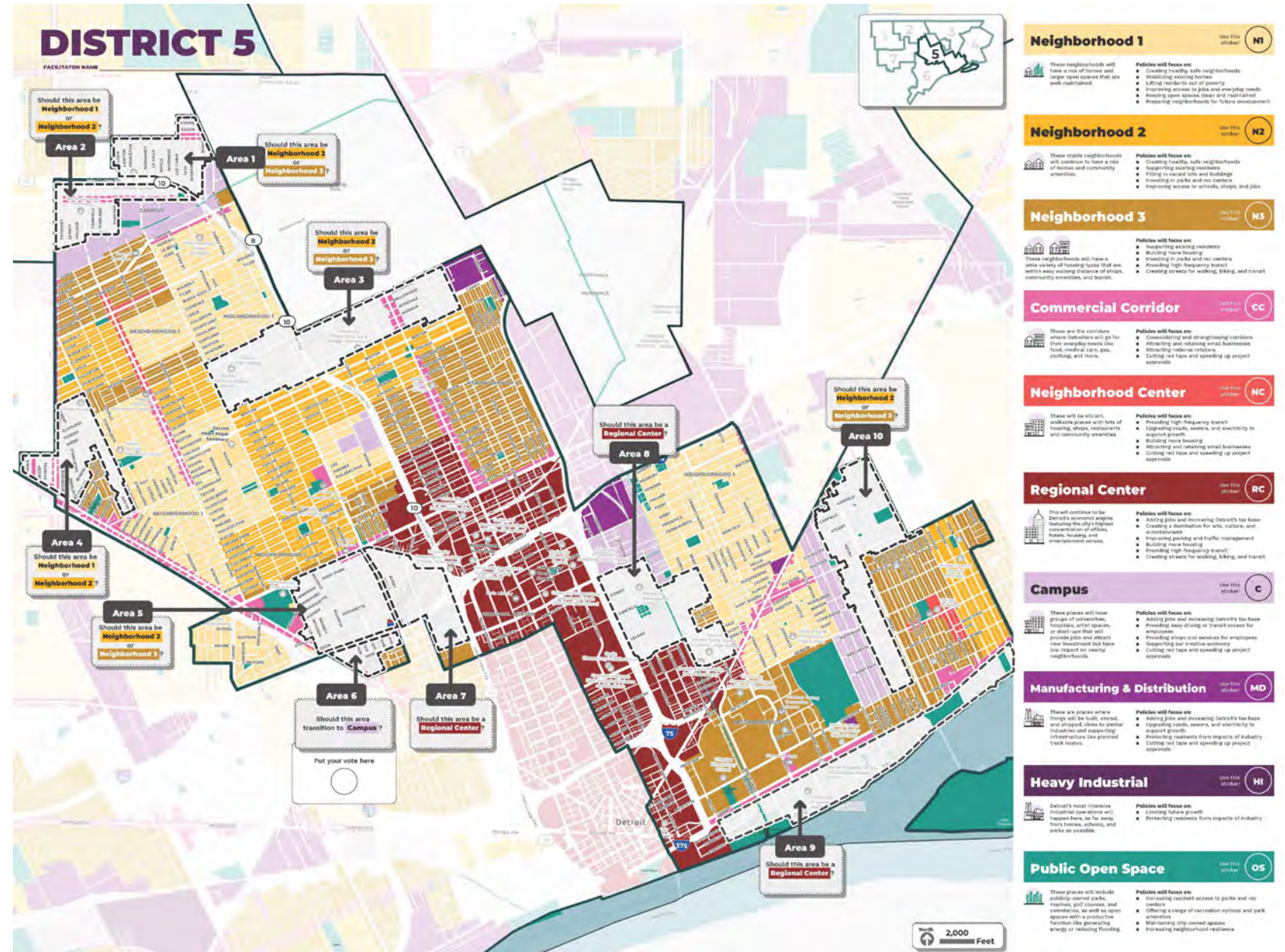
District 3 Map



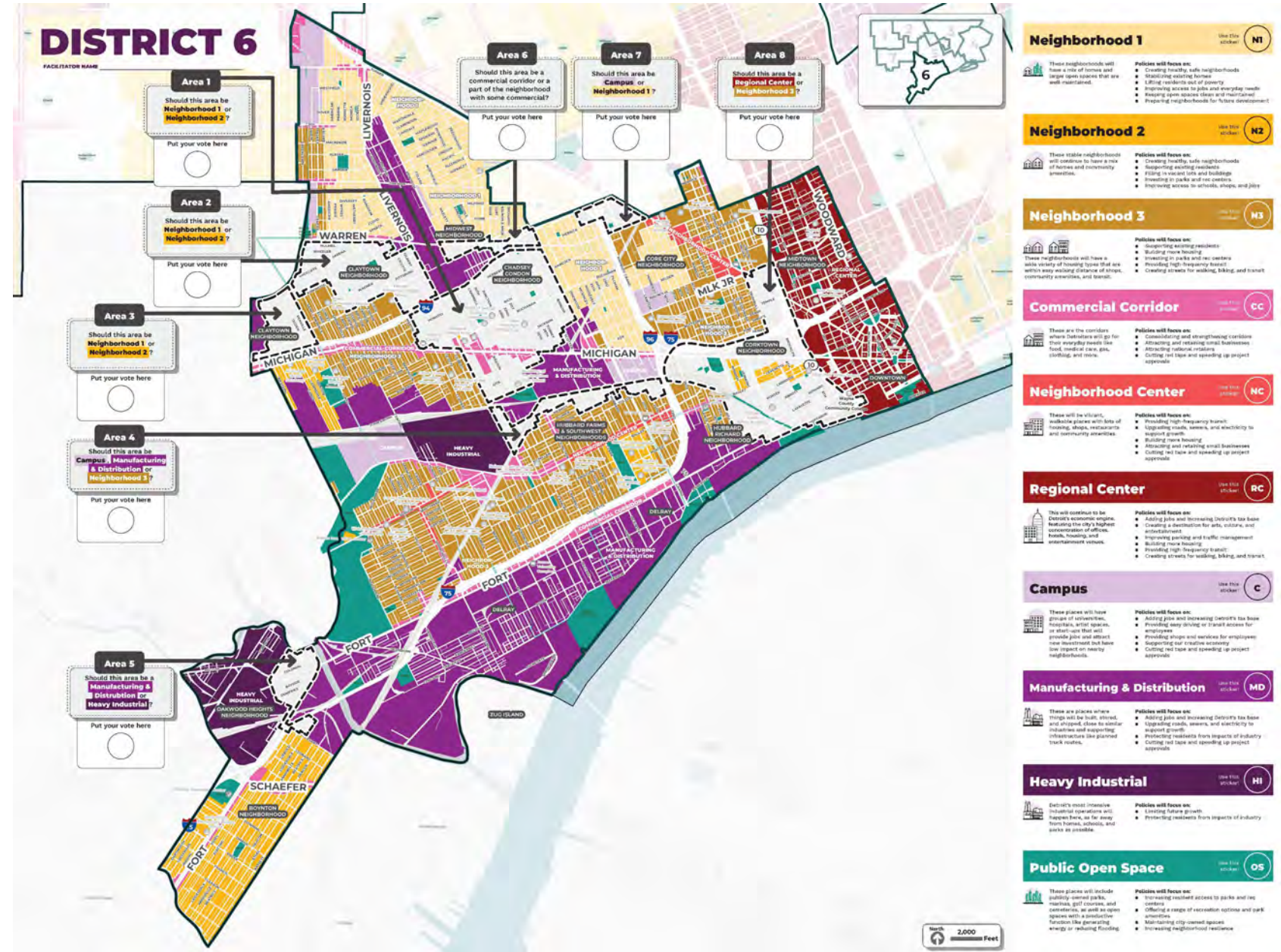
Plan DETROIT



District 5 Map



District 6 Map





Neighborhood 1

Use this sticker!

N1



These neighborhoods will have a mix of homes and larger open spaces that are well-maintained.

Policies will focus on:

- Creating healthy, safe neighborhoods
- Stabilizing existing homes
- Lifting residents out of poverty
- Improving access to jobs and everyday needs
- Keeping open spaces clean and maintained
- Preparing neighborhoods for future development

Neighborhood 2

Use this sticker!

N2



These stable neighborhoods will continue to have a mix of homes and community amenities.

Policies will focus on:

- Creating healthy, safe neighborhoods
- Supporting existing residents
- Filling in vacant lots and buildings
- Investing in parks and rec centers
- Improving access to schools, shops, and jobs

Neighborhood 3

Use this sticker!

N3



These neighborhoods will have a wide variety of housing types that are within easy walking distance of shops, community amenities, and transit.

Policies will focus on:

- Supporting existing residents
- Building more housing
- Investing in parks and rec centers
- Providing high-frequency transit
- Creating streets for walking, biking, and transit

Commercial Corridor

Use this sticker!

CC



These are the corridors where Detroiters will go for their everyday needs like food, medical care, gas, clothing, and more.

Policies will focus on:

- Consolidating and strengthening corridors
- Attracting and retaining small businesses
- Attracting national retailers
- Cutting red tape and speeding up project approvals

Neighborhood Center

Use this sticker!

NC



These will be vibrant, walkable places with lots of housing, shops, restaurants and community amenities.

Policies will focus on:

- Providing high-frequency transit
- Upgrading roads, sewers, and electricity to support growth
- Building more housing
- Attracting and retaining small businesses
- Cutting red tape and speeding up project approvals

Regional Center

Use this sticker!

RC



This will continue to be Detroit's economic engine, featuring the city's highest concentration of offices, hotels, housing, and entertainment venues.

Policies will focus on:

- Adding jobs and increasing Detroit's tax base
- Creating a destination for arts, culture, and entertainment
- Improving parking and traffic management
- Building more housing
- Providing high-frequency transit
- Creating streets for walking, biking, and transit

Campus

Use this sticker!

C



These places will have groups of universities, hospitals, artist spaces, or start-ups that will provide jobs and attract new investment but have low impact on nearby neighborhoods.

Policies will focus on:

- Adding jobs and increasing Detroit's tax base
- Providing easy driving or transit access for employees
- Providing shops and services for employees
- Supporting our creative economy
- Cutting red tape and speeding up project approvals

Manufacturing & Distribution

Use this sticker!

MD



These are places where things will be built, stored, and shipped, close to similar industries and supporting infrastructure like planned truck routes.

Policies will focus on:

- Adding jobs and increasing Detroit's tax base
- Upgrading roads, sewers, and electricity to support growth
- Protecting residents from impacts of industry
- Cutting red tape and speeding up project approvals

Heavy Industrial

Use this sticker!

HI



Detroit's most intensive industrial operations will happen here, as far away from homes, schools, and parks as possible.

Policies will focus on:

- Limiting future growth
- Protecting residents from impacts of industry

Public Open Space

Use this sticker!

OS



These places will include publicly-owned parks, marinas, golf courses, and cemeteries, as well as open spaces with a productive function like generating energy or reducing flooding.

Policies will focus on:

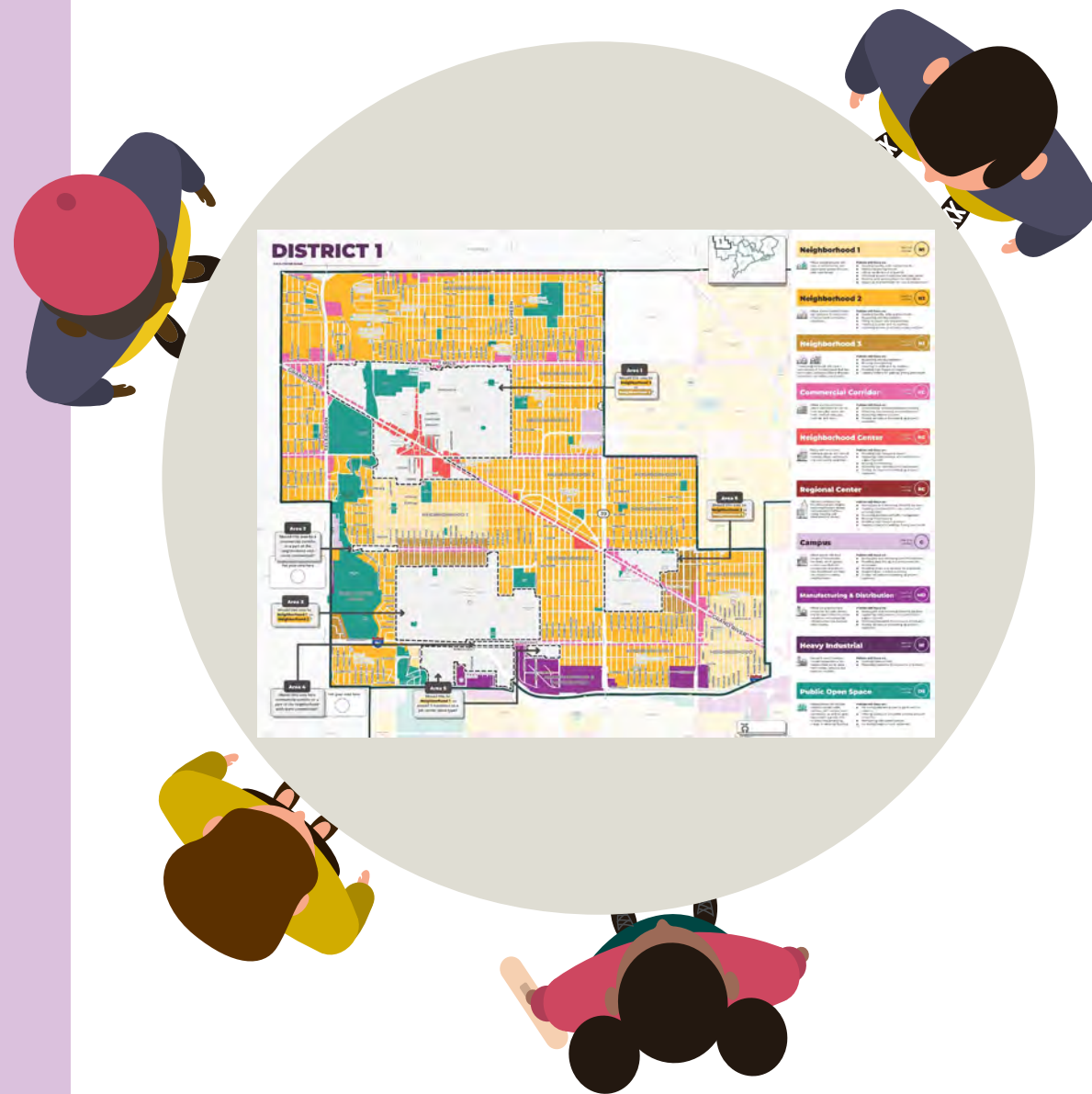
- Increasing resident access to parks and rec centers
- Offering a range of recreation options and park amenities
- Maintaining city-owned spaces
- Increasing neighborhood resilience

Pulse check:

**Do all of your numbered
areas now have a place type
identified for them?**

PART 3

Review the completed map of your district to make sure it represents your community well.



Can I recommend other place types?

- Data and previous feedback supports where all of the proposed place types are already identified on the map
- You can leave a comment with your facilitator if there are any major concerns with where place types have been identified

Pulse check:

Does your final map of your district reflect your vision for your community?



Next Steps

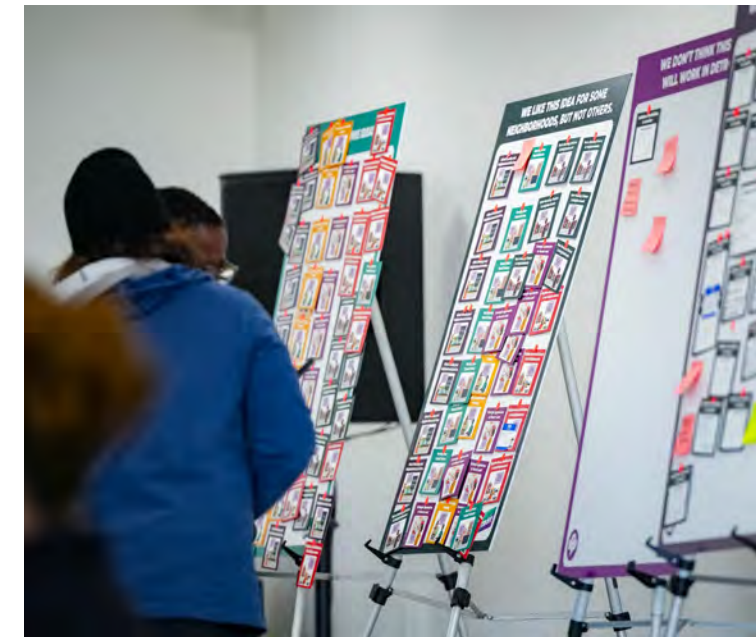


What are we doing?

We are going to each district doing this same activity to hear from more of our community!

How can you stay involved?

Keep an eye out on our website, DONcasts, and social media when we share the draft plan, created using what we learned from you today!



LET'S TALK, DETROIT!



SUBSCRIBE TO OUR NEWSLETTER!

Scan the QR code
or text
“PLANDET” to
844-293-1374

plan
DETROIT

CONTACT US!

detroitmasterplan@detroitmi.gov
313-628-0221

PROJECT WEBSITE

 **plandetroit.com**

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

SOCIAL MEDIA

 **Instagram** **@detroit_pdd**
@cityofdetroit

 **Facebook** **@DetroitPlanning**



plan
DETROIT

