

# Plan DETROIT



**Master Plan CC/CPC Update  
October 2024**

# 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

# PROCESS + TIMELINE

MASTER PLAN ADVISORY GROUP + STEERING COMMITTEE

PROJECT UPDATES

FEB – JUL 2024

AUG 2024 – JAN 2025

FEB – JUL 2025

AUG 2025 – JAN 2026

ONGOING

ANALYSIS & VISIONING

DRAFT POLICIES

FINAL PLAN

IMPLEMENTATION

● Visioning Survey

● City Voices Tour

● Project Kick-Off (DON Mtgs.)

● Focus Groups

● Pulse Checks

● Public Comment Period

● Public Hearing

**WE ARE HERE!**

● TECHNICAL SCOPE

● OUTREACH + ENGAGEMENT

# PROGRESS TO DATE

35

**Prior Plans  
Reviewed**

7

**Planning Topics  
Identified**

2

**Existing Conditions  
Reports (Draft) Completed**

4

**“Deeper Dives”  
in Progress**

5,343

**# People  
Engaged**

1,945

**Newsletter  
Subscribers**

20

**Stakeholder  
Interviews**

57

**City Voices Tour  
Pop-Ups**

3

**Advisory Group  
Meetings**

# TECHNICAL WORK

# PRIOR PLAN AUDIT



# DRAFT VALUES (LENSES)



**Resilience  
& Sustainability**



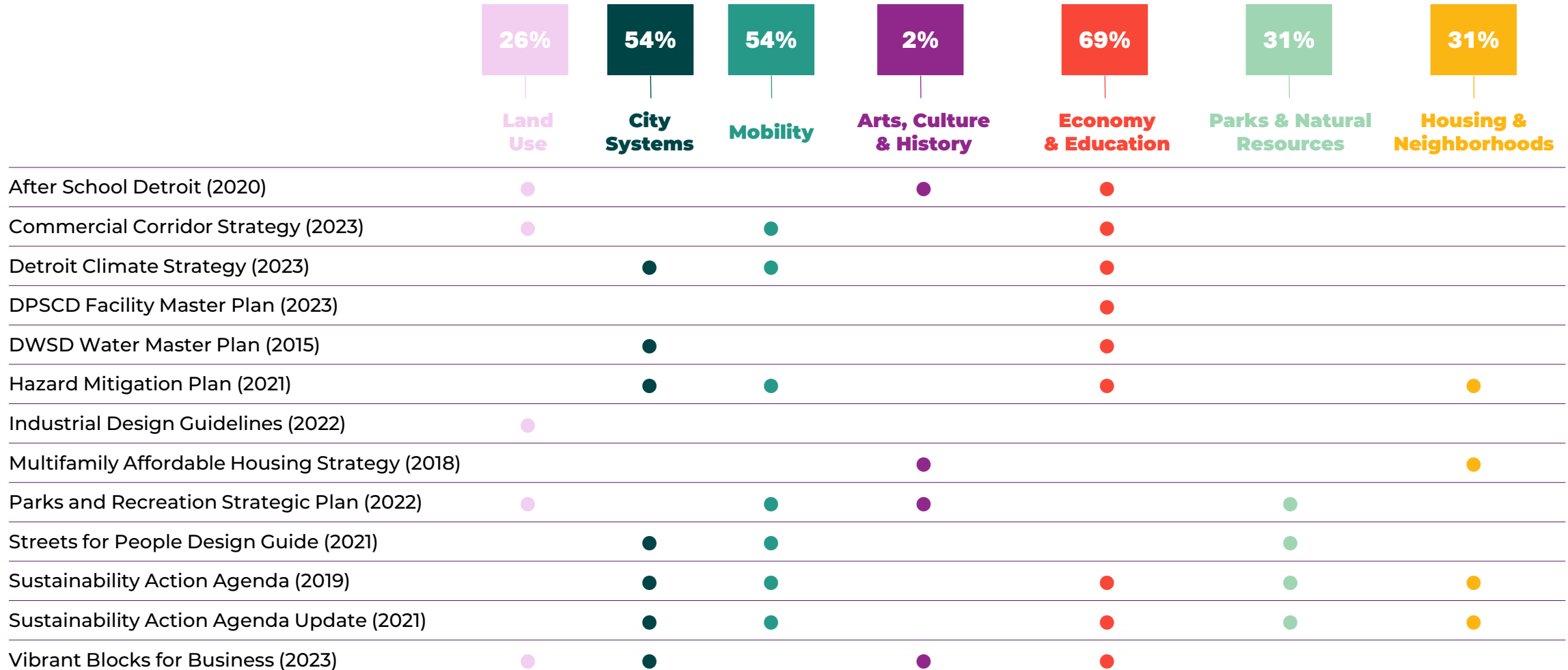
**Equity  
& Empowerment**



**Health  
& Prosperity**

*Master Plan Advisory Group members will help us refine the Plan's guiding values and create shared definitions for each.*

# PLANNING TOPICS



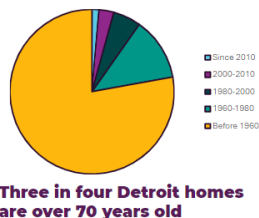


## Housing Profile

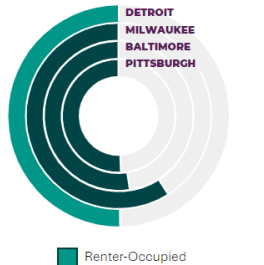
**323,368**  
Housing Units

**22.8%**  
Vacancy Rate

**40%**  
Cost-Burdened



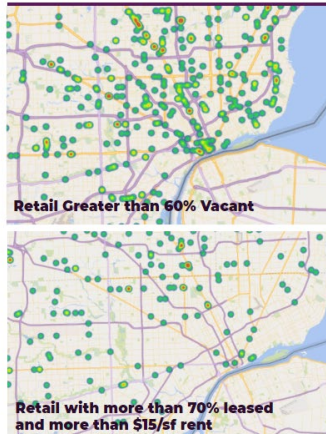
Detroit has about equal populations of owners and renters



35 plan DETROIT

## HOUSING

## Retail Vacancy



Source: CoStar

27 plan DETROIT

### Key Takeaways

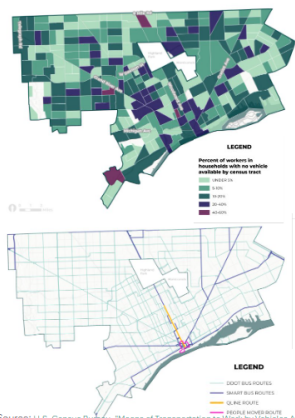
- Retail vacancy aligns with major arterials across the city, with larger vacancies along Woodward, Grand River Ave, and Downtown.
- Vacancy is widespread, with most areas of low retail vacancy corresponding to a lack of retail users.
- Most highly-leased retail is located around Downtown and along Gratiot Ave, with additional cores scattered throughout the city.

### Opportunities

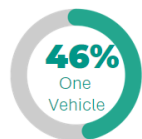
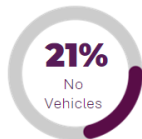
- The Master Plan can dive into where it may be best to focus commercial redevelopment along already identified corridors based on demand, need, and purposeful long-term strategies.
- Identifying why retail is more attracted to the suburbs.

## ECONOMY

## Vehicle Availability + Public Transit



**25.7 min**  
Commute



### Key takeaways

Many census tracts in the cities have high percentages of households with no vehicles available, posing a huge mobility challenge for accessing daily needs. Most of the city is served by the DDOT bus system. SMART also runs buses on some major arterials, with routes extending farther into the suburbs.

The QLine streetcar runs from downtown to New Center along Woodward. The Detroit People Mover light rail system forms an elevated track loop around downtown.

### Opportunities

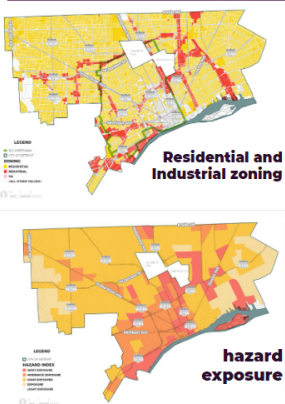
- Investment in public and non-motorized transportation can have an outsized impact on quality of life.
- Better coordination among agencies and with the RTA, more seamless transit experience for riders across systems
- Potential for more frequent routes, longer hours, and bus rapid transit (BRT)
- Integration with last-mile options

63 plan DETROIT

Source: U.S. Census Bureau, "Means of Transportation to Work by Vehicles Available," American Community Survey, ACS 5-Year Estimates Detailed Tables, Table B08141, 2022.

## MOBILITY

## Residential-Industrial Conflicts



Source: City of Detroit (2024), HUD Environmental Health Hazard Index (2017)

### Key takeaways

- The environmental hazard index measures the exposure of neighborhoods to harmful toxins, such as PM 2.5 which is often related to areas near major roads and highways, which see lots of fuel exhaust. Exposure to environmental hazards is concentrated in areas zoned as Industrial, Manufacturing, and Business and along expressways. Hazards are most threatening to long-term health where Residential-Industrial conflicts occur.
- Manufacturing/industrial facilities are found throughout the city. These locations are close to major expressways, along the railway, and close to river docking areas. Residences in these areas often align with environmental hazard exposure.
- The proposed JLG route crosses some segments of the currently zoned industrial and with the change to open space, should have a positive impact on environmental hazards.

### Opportunities

- Use vacant land to create natural buffers between housing and industry
- Incentivize ISO 14001 environmental management systems certification for all industrial facilities to help build robust protocols that reduce environmental impact of facility operations
- Areas with higher environmental hazard exposure should have less residential land

76 plan DETROIT

## LAND USE

# DEEPER DIVES (IN PROGRESS)

- Land Use Analysis
- Vacant Land / Neighborhoods Analysis
- Market Demand Forecast
- Travel Demand Analysis

# OUTREACH + ENGAGEMENT

# APPROACH

## Peak Project Phase(s)

1

2

3

### INFORM

- Project website
- Monthly newsletters
- CPC/Council Updates
- DON Virtual Meetings
- Social media posts

1

2

3

### CONSULT

- “Pulse Checks”
  - Visioning Survey
  - City Voices Tour
- Stakeholder Interviews

1

2

3

### COLLABORATE

- MPAG
- “Deep Conversations”
  - Focus Groups
  - Staff Working Groups
- Steering Committee

# VISIONING SURVEY

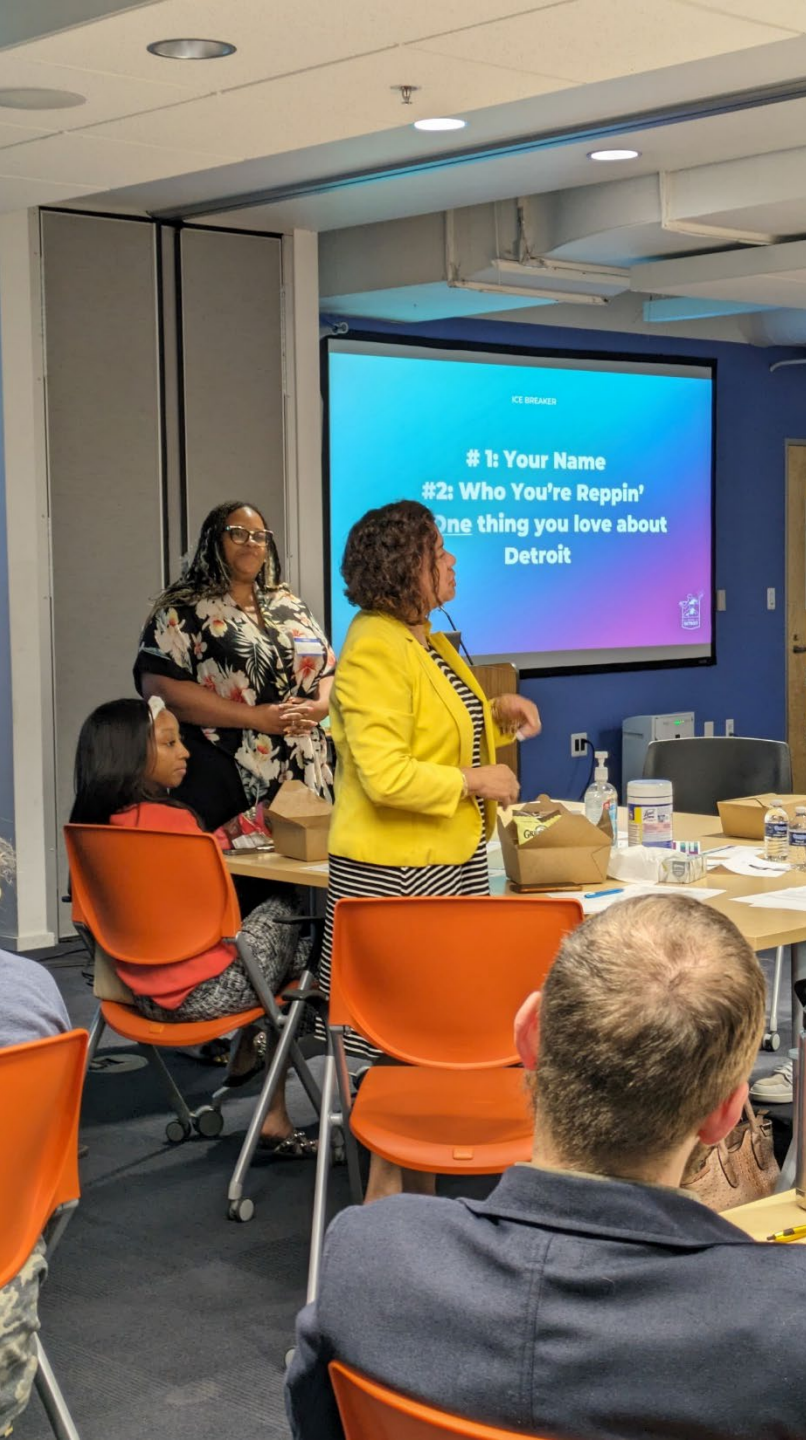
1,869 RESPONSES

Community priorities:

- **Feeling safe in your neighborhood**
- **Reliable City services**
- **Walkable neighborhoods and commercial centers**

“Fill in the blank: I would like to see more \_\_\_\_\_ in Detroit.”

- **Transit, People, Housing**



**Plan DETROIT**

## SUGGESTED GROUND RULES

Review the following suggested ground rules and grab a sticky note to tell us what you would remove, add or change.

GENERAL RULES	DISCUSSION GUIDELINES	GROUNDS FOR DISMISSAL
<ol style="list-style-type: none"><li>1. Follow instructions.</li><li>2. Don't interrupt or have side conversations. Raise your hand and wait to be called in the large group.</li><li>3. No recording in group meetings.</li><li>4. Let us know if you need accommodations.</li><li>5. The "parking lot" will always be open.</li></ol>	<ol style="list-style-type: none"><li>1. Take space. Make space.</li><li>2. Listen carefully and deeply.</li><li>3. Expect and accept discomfort.</li><li>4. We are one Detroit! Everyone's voice deserves to be heard and respected.</li></ol>	<ol style="list-style-type: none"><li>1. Disorderly conduct from that disrupts or disturbs the meeting.</li><li>2. Abusive language, threats, bullying, or personal attacks.</li></ol>

# MASTER PLAN ADVISORY GROUP



# MPAG INPUT IS SHAPING...

- The planning process
- City Voices Tour format, activities, and locations
- Prior Plan Audit
- Community Snapshot Analysis
- Plan Framework (Nov. mtg.)

Meeting summaries are posted to our “Documents” section of [plandetroit.com](https://plandetroit.com) after each meeting.



**Eastern Market**



**Freedom Arts (O'Hair Park)**



**Jazz on the Ave**



**Heilmann Rec Center**



**East Warren Farmers Market**



**SDBA Mixer**



**CRCAA Family Fun Day**

D5

D1

D2

D3

D4

D6

D7



57

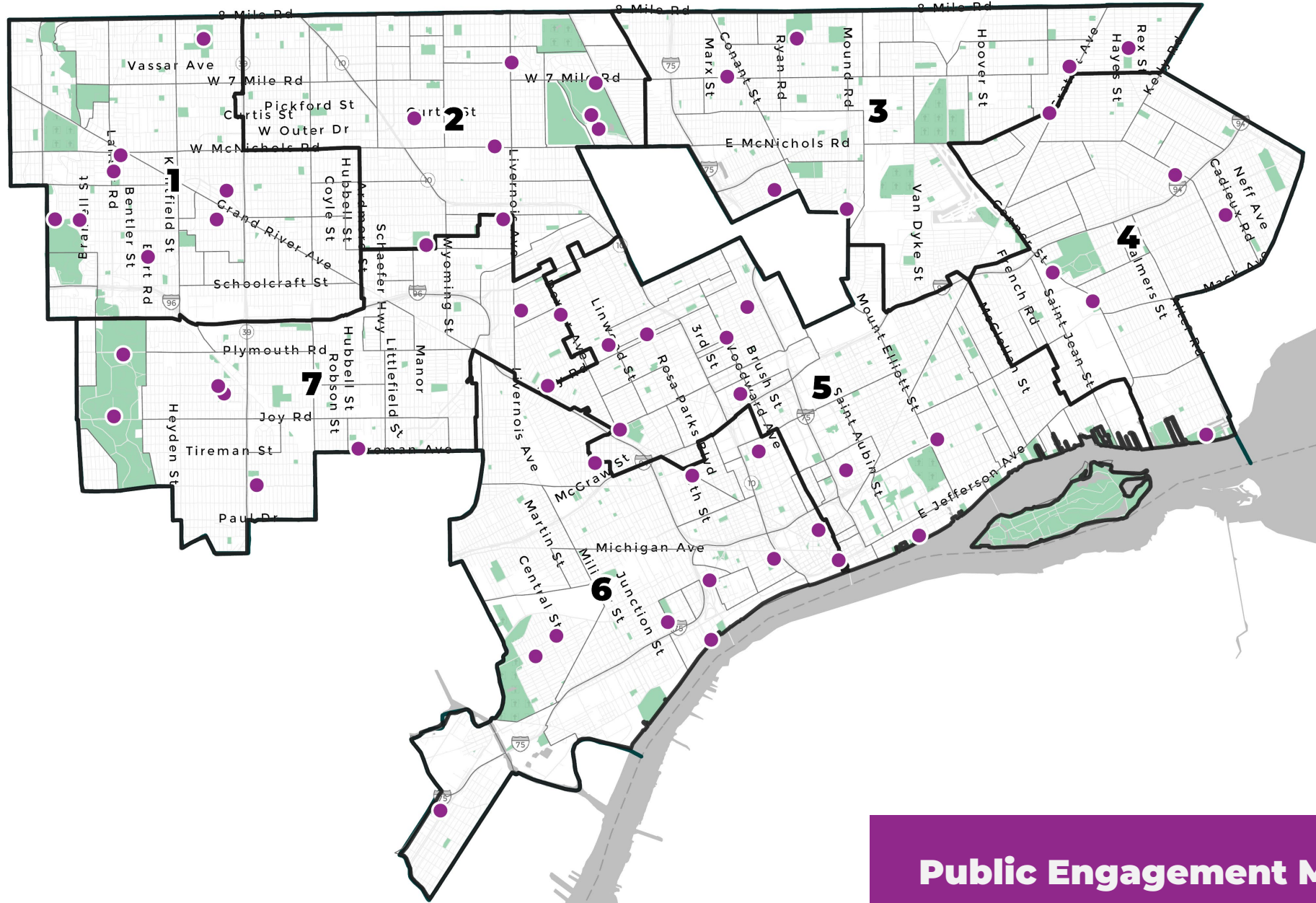
Pop-ups complete

2,393

Participants

140

Online responses



Public Engagement Map

# NEXT STEPS

- Align Equity & Resiliency contract (CDBG-DR funded) with current work – approved 10/1
- Finalize existing conditions + “deeper dive” reports
- Compile public engagement feedback
- Draft Plan outline

Plan  
**DETROIT**



# THANK YOU!

**FORWARD  
TOGETHER**



## **Julie Connochie, AICP**

Planner IV, Planning & Development Department  
Detroitmasterplan@detroitmi.gov | 313-628-0221



**Instagram**

**@detroit\_PDD**



**Facebook**

**@DetroitPlanning**



**Website**

**plandetroit.com**