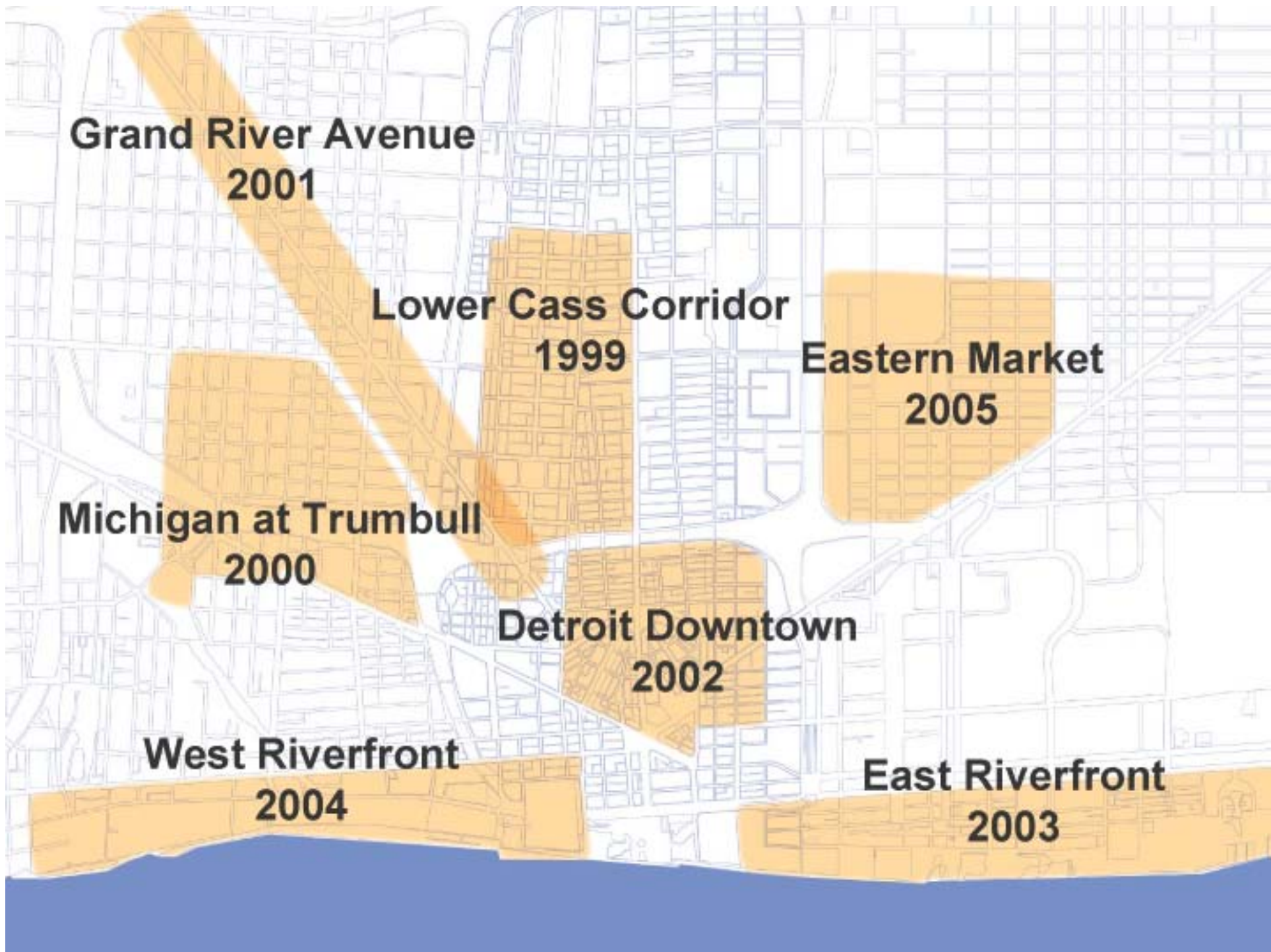


**NINTH-ANNUAL U-M
DETROIT DESIGN
WORKSHOP**



**ADDING THREE DIMENSIONS
TO DOWNTOWN DETROIT**





Grand River Avenue
2001

Lower Cass Corridor
1999

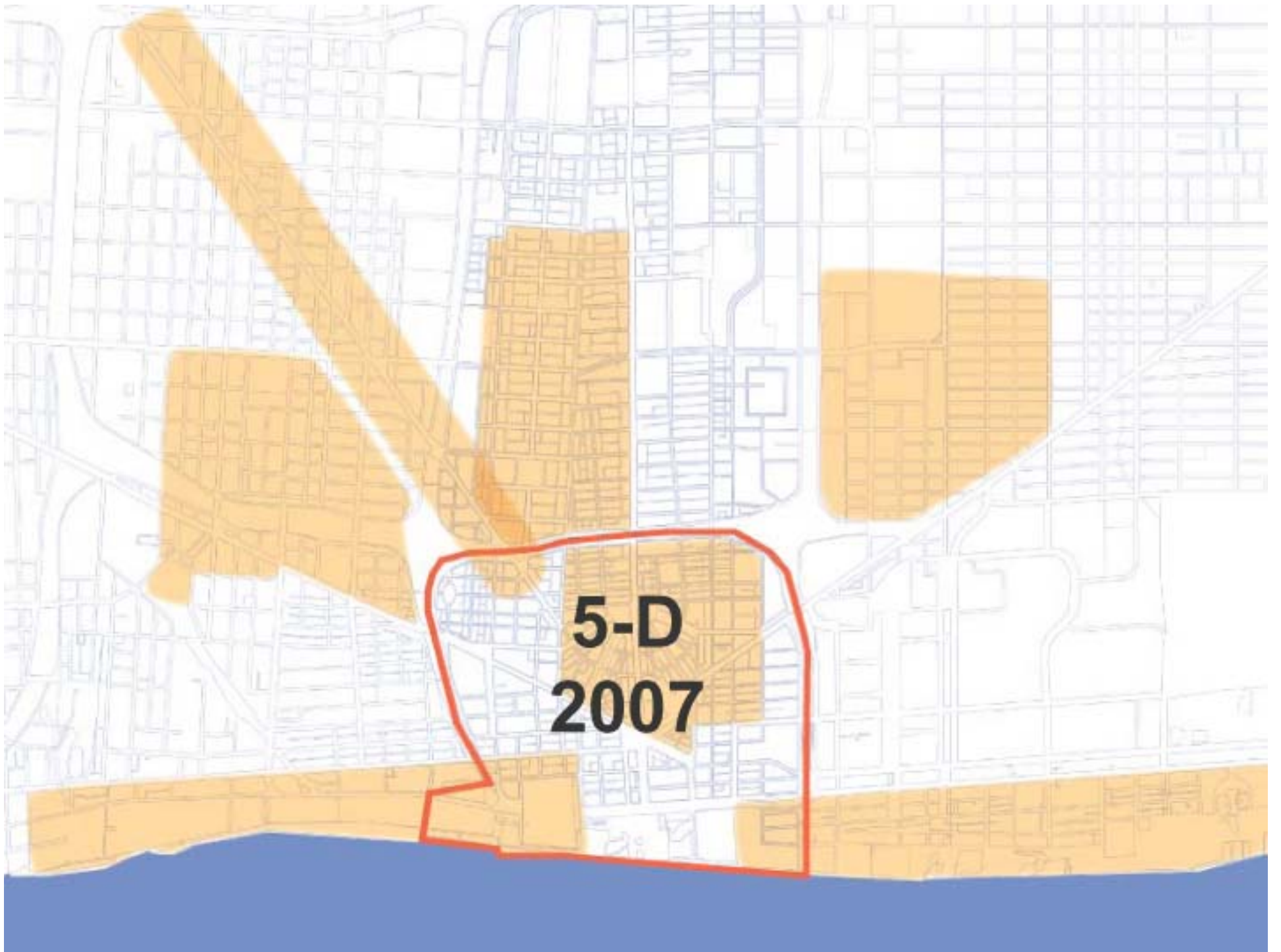
Eastern Market
2005

Michigan at Trumbull
2000

Detroit Downtown
2002

West Riverfront
2004

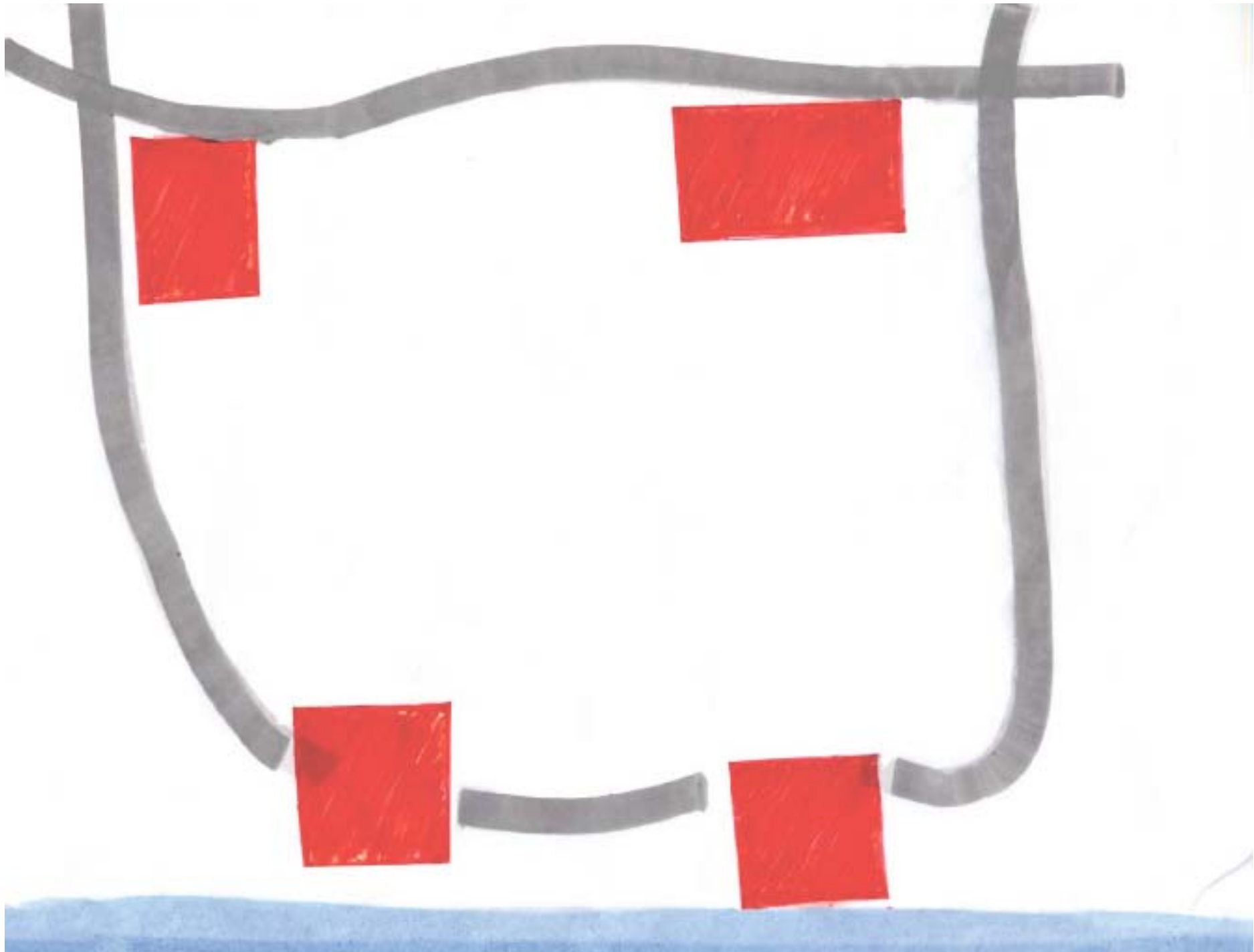
East Riverfront
2003



**5-D
2007**







Strategy

Create an **identity** for the district

Create downtown neighborhood

Enhance connectivity

Focus energy on specific opportunity sites



Constraints



Super Blocks ~ 41%

MGM ~ 20%

DTE ~ 13%

Fed ~ 8 %

Parking ~ 20%

Structure ~ 5%

(4,116 spaces)

Surface ~ 15%

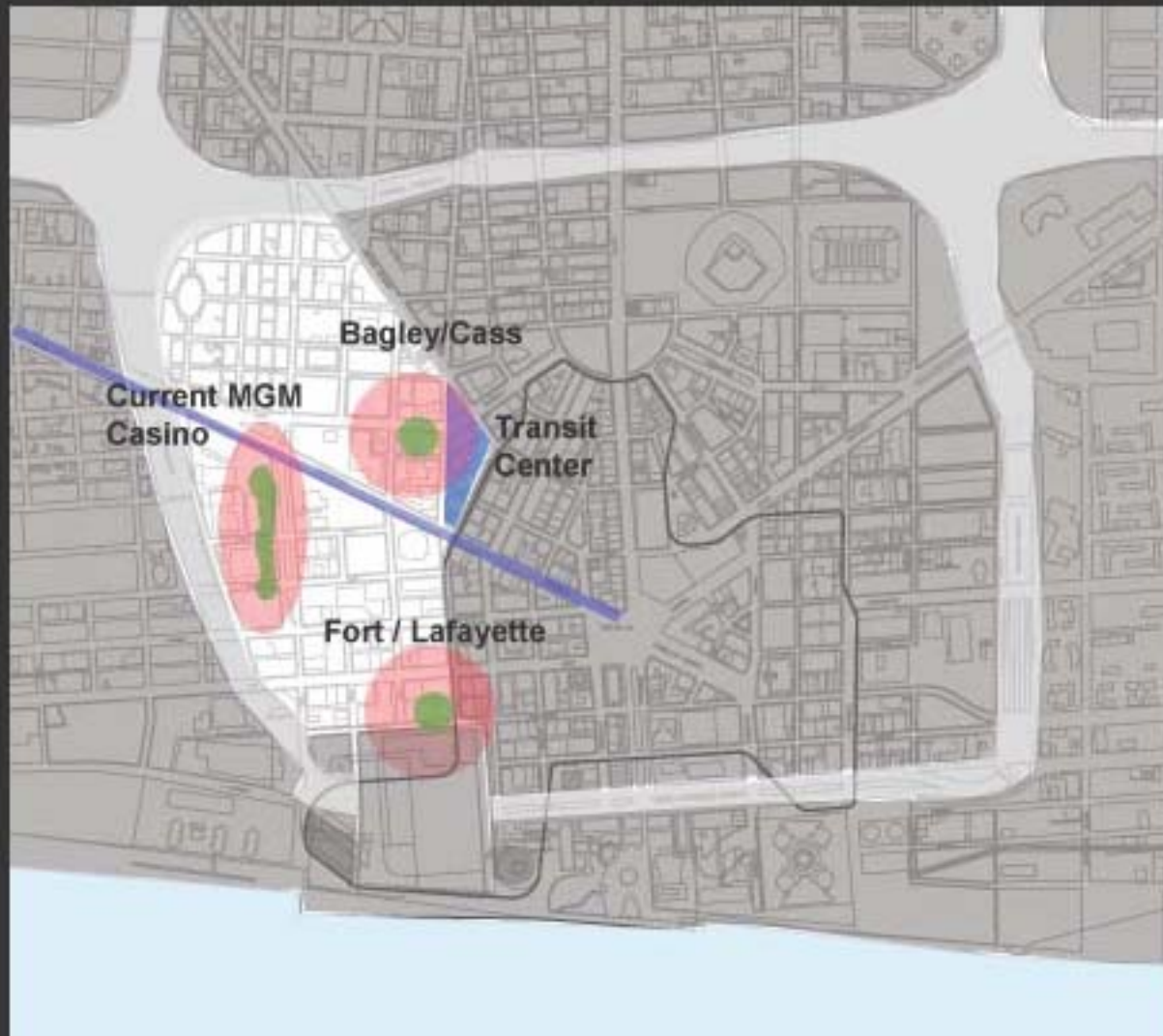
(2,930 spaces)

Total ~ 61%

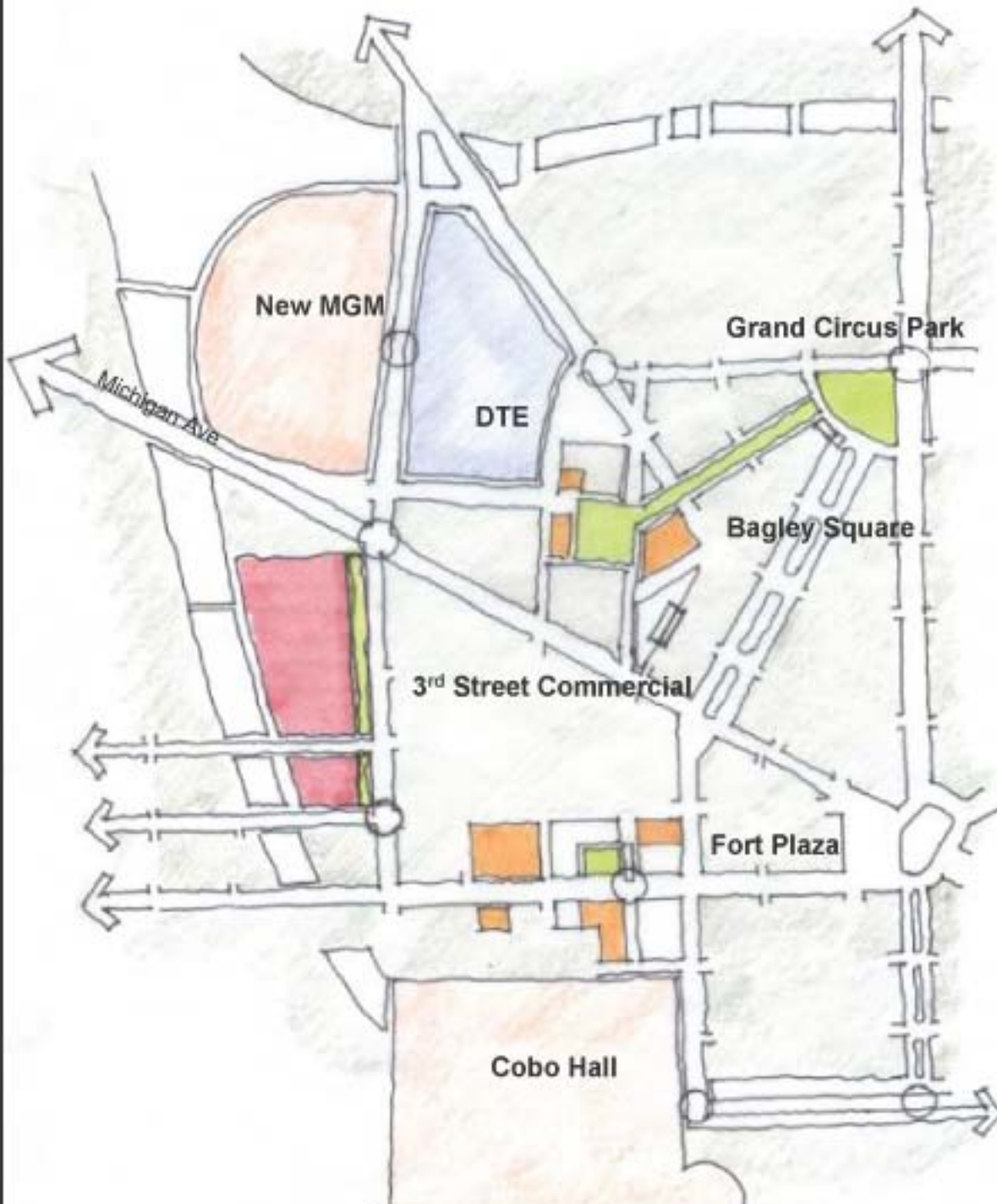
(7,046 spaces)



Opportunities



5-year Framework



West Downtown



View Down Bagley



3rd Street Retail





3rd Street Retail Plan

West Downtown



3rd Street Now



3rd Street Retail District





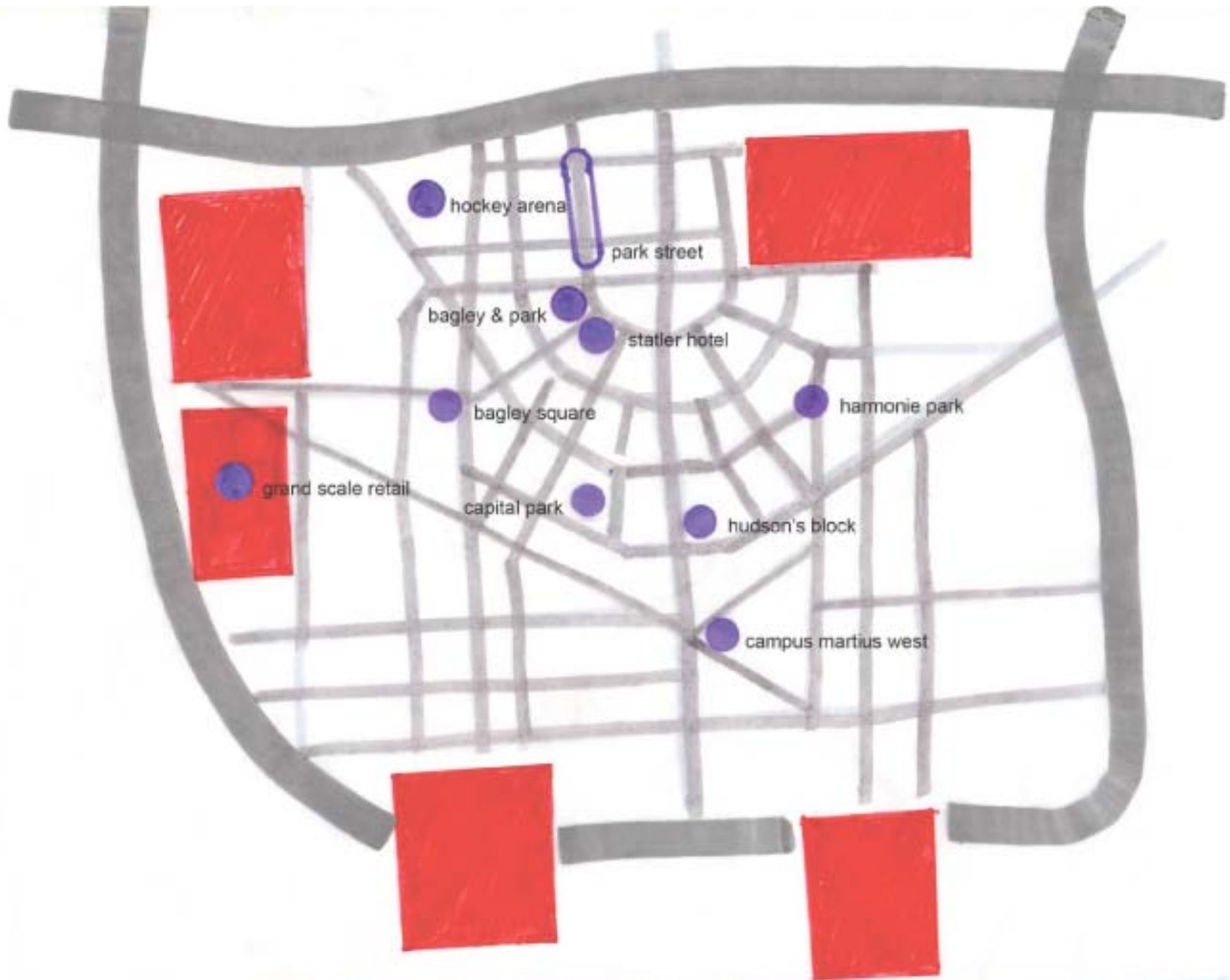
Fort Street Plan

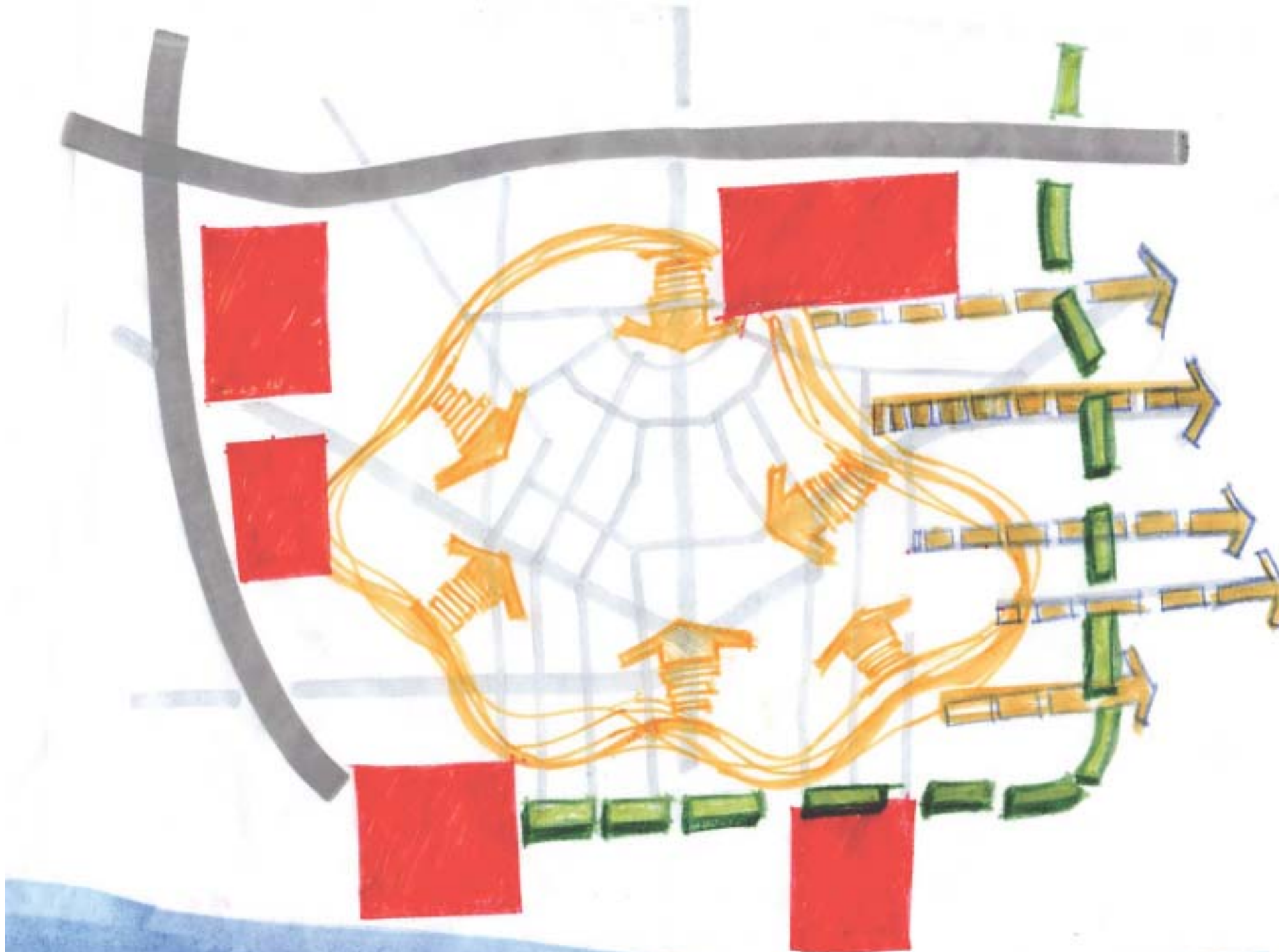
West Downtown





Fort Street Neighborhood



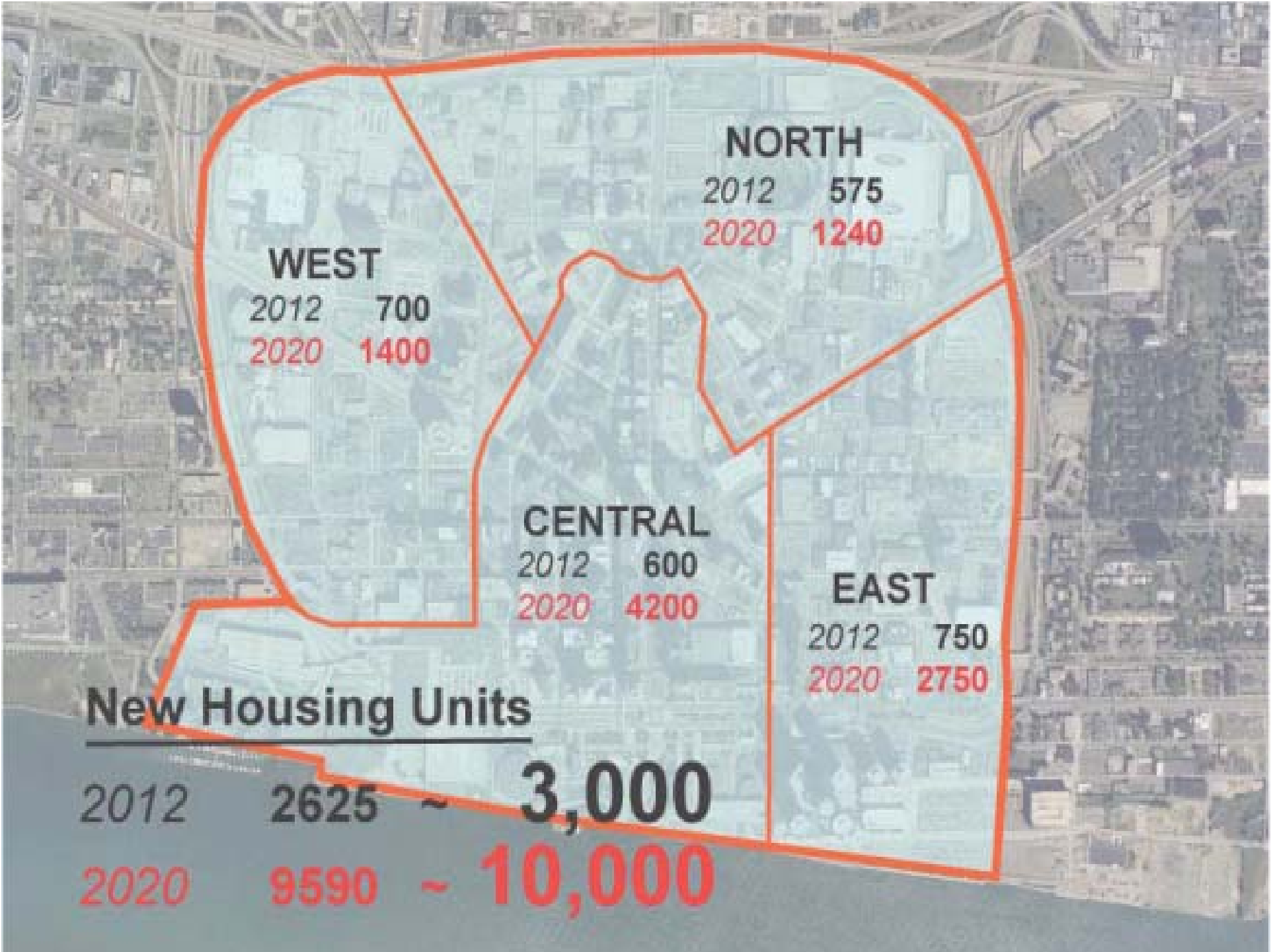




2012 Transportation Plan



2020 Transportation Plan





East Team

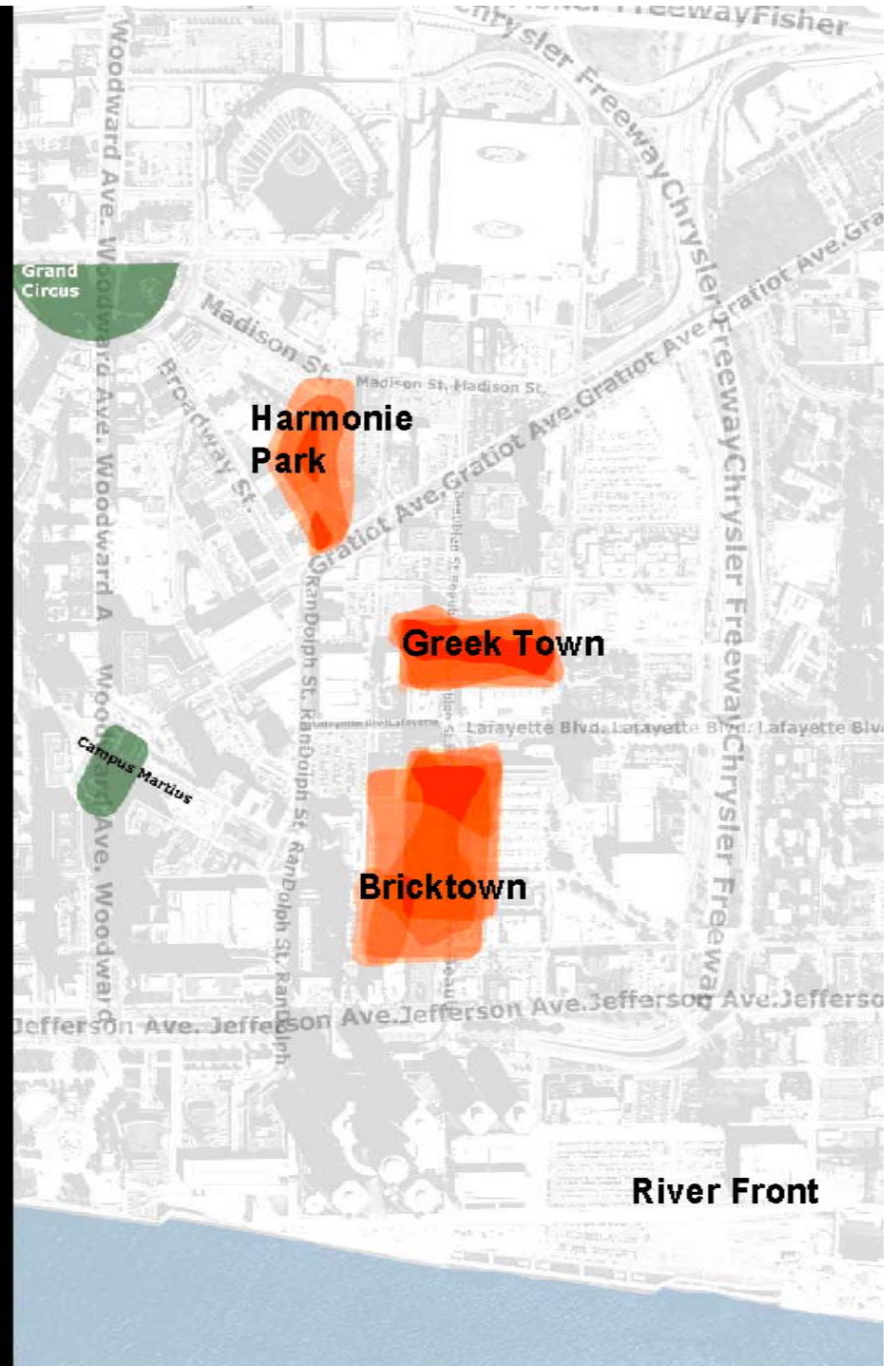
Playing the hand you are dealt
Building Vibrant Places



University of Michigan
Detroit Workshop
East Group

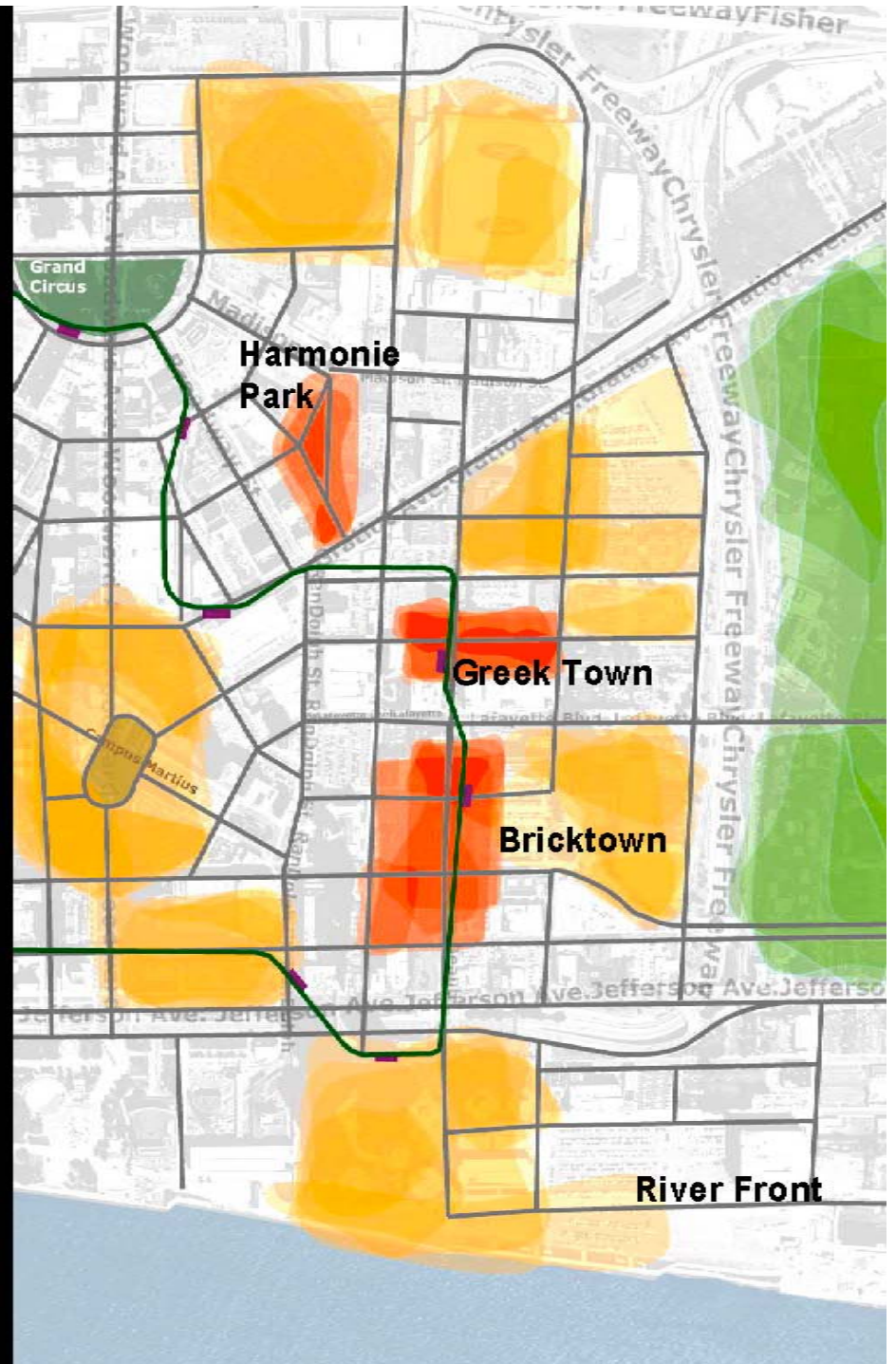


Today 2007



Assets

Accessibility



Our Future

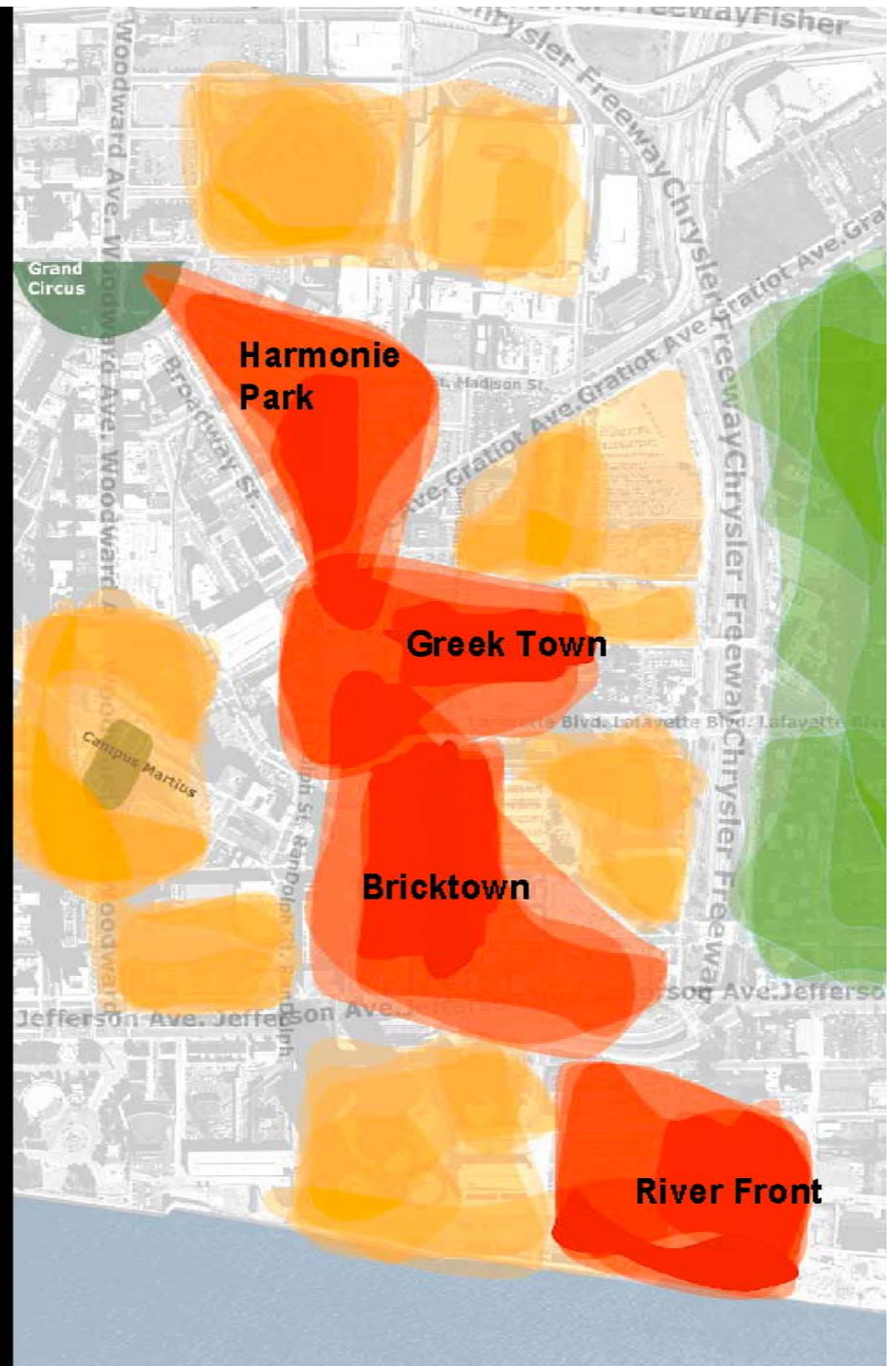
Add Housing

Create Vibrant
Neighborhoods within
Downtown

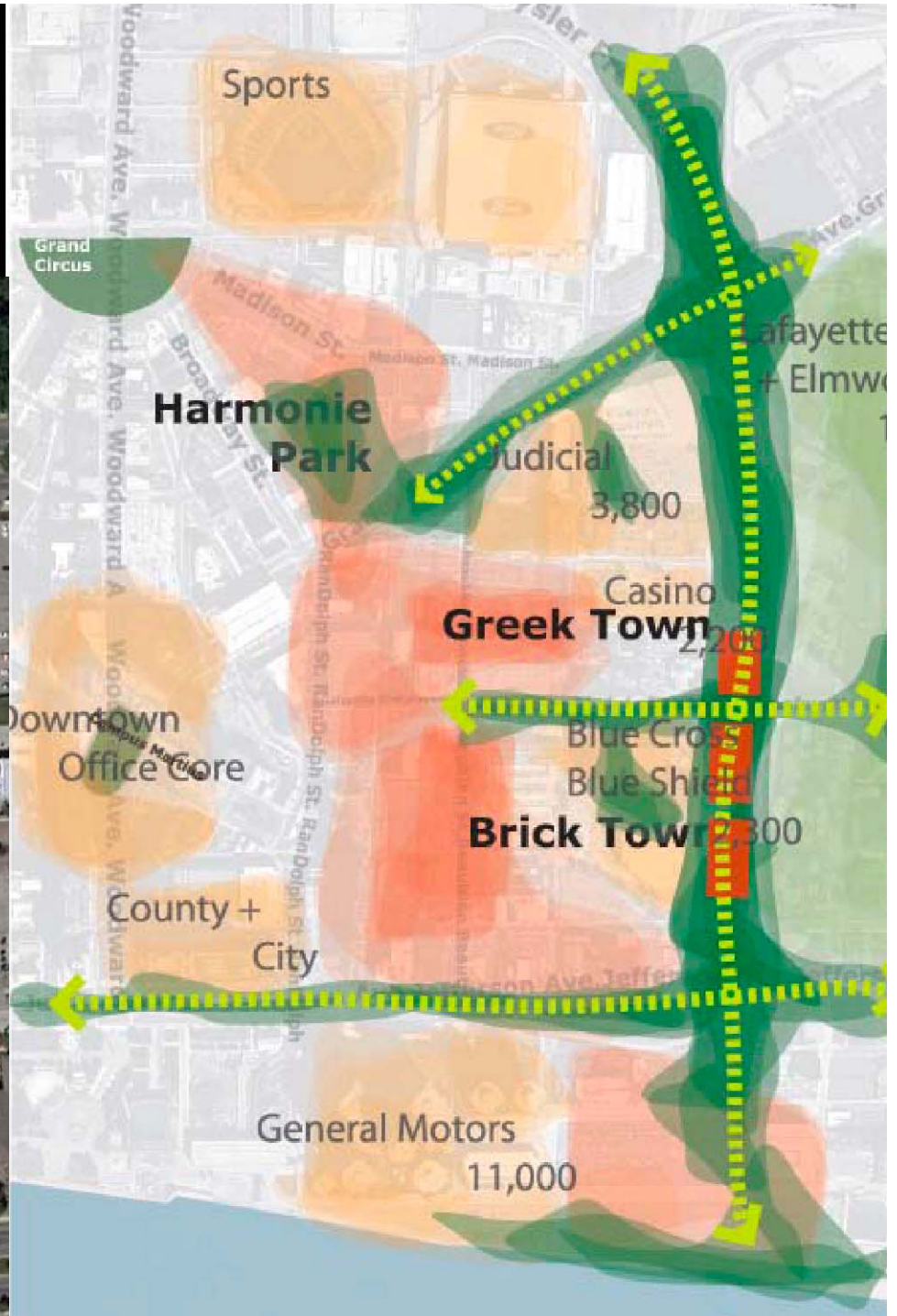
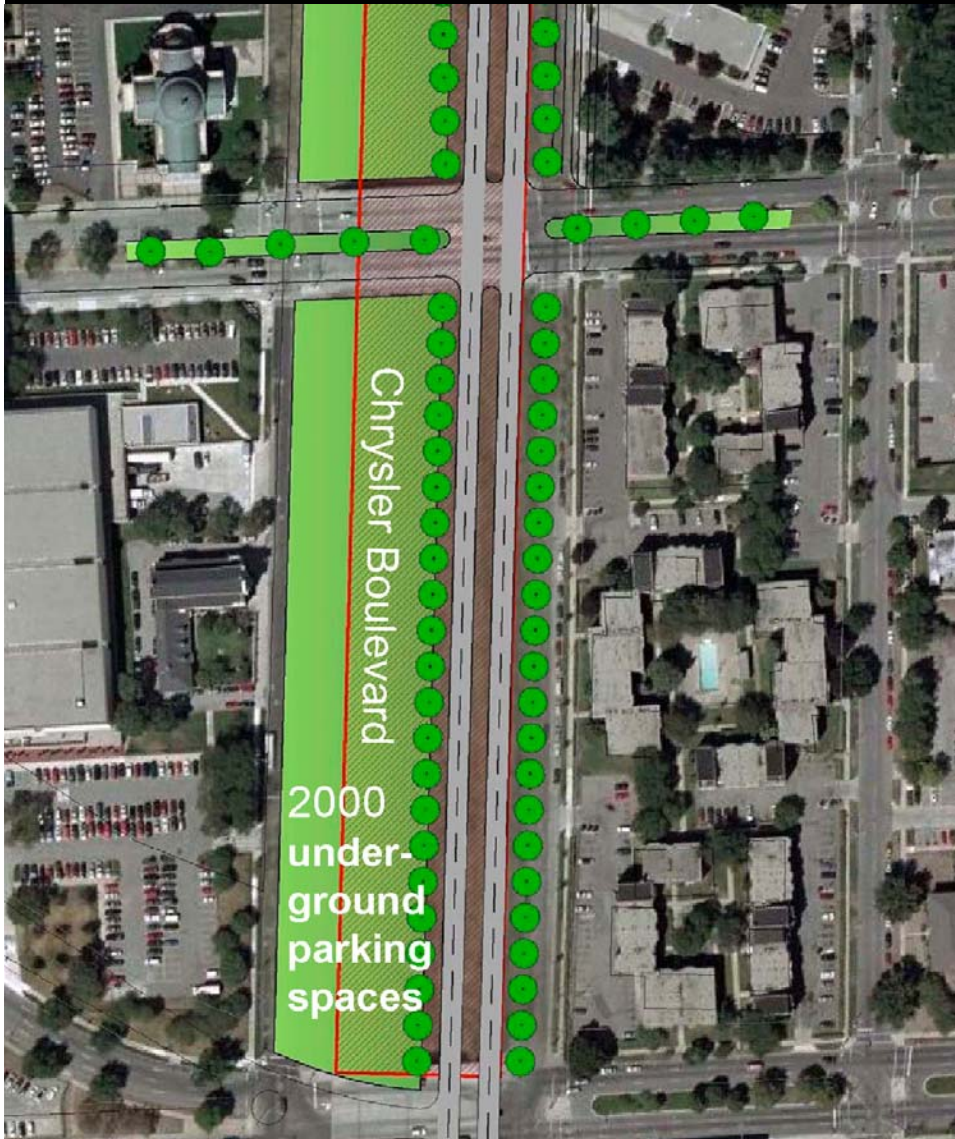
Easy to get around

Connect the City to the
River

Synergy with Jobs and
Sports Venues



Green Detroit



2020

A New Generation



2012

5 Years

4 Projects

2 Macomb

**Judicial 3
Center**

1 Bricktown

4 River Front



1. Bricktown / Beaubien



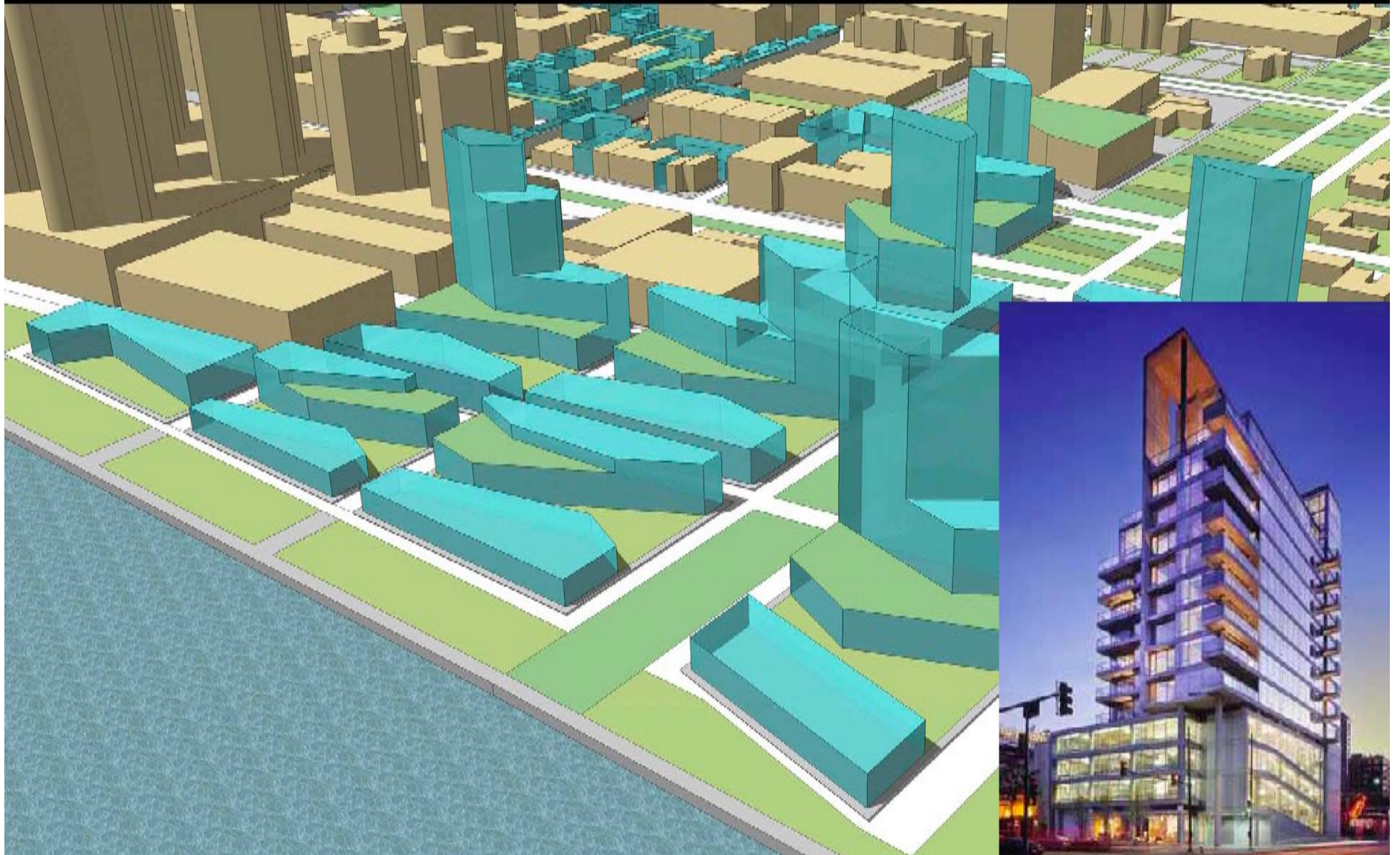
1. Bricktown / Beaubien



1. Bricktown / Beaubien



4. Riverfront



4. Active Waterfront





2012
5 YEARS
4 PROJECTS



1 BEAUBIEN
100 units



2 MACOMB
250 units



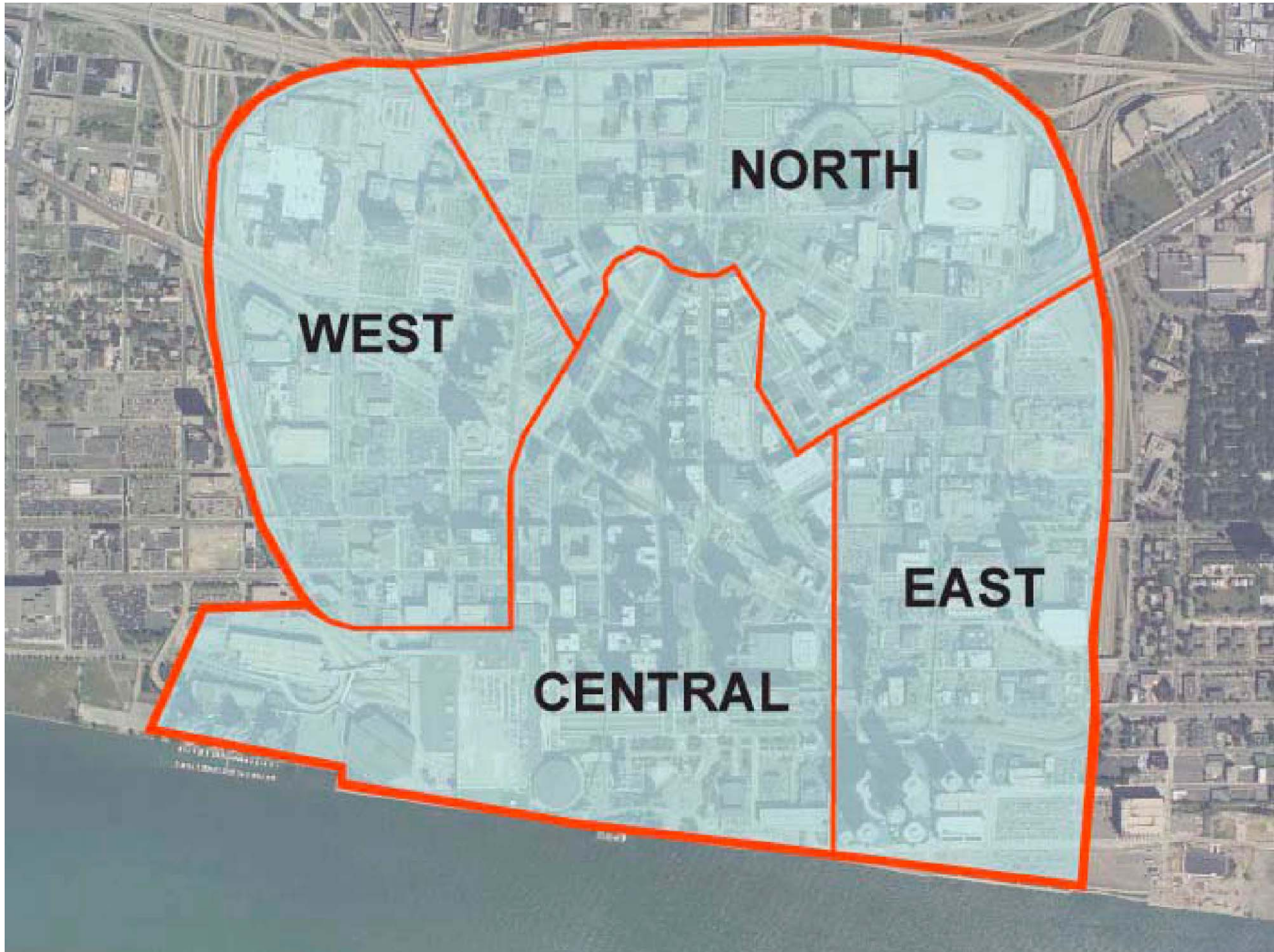
3 JUDICIAL
300,000 sq ft



4 RIVERFRONT BLOCKS
phase one - 300 units



It's not the attraction that brings people . . . It's the place.



WEST

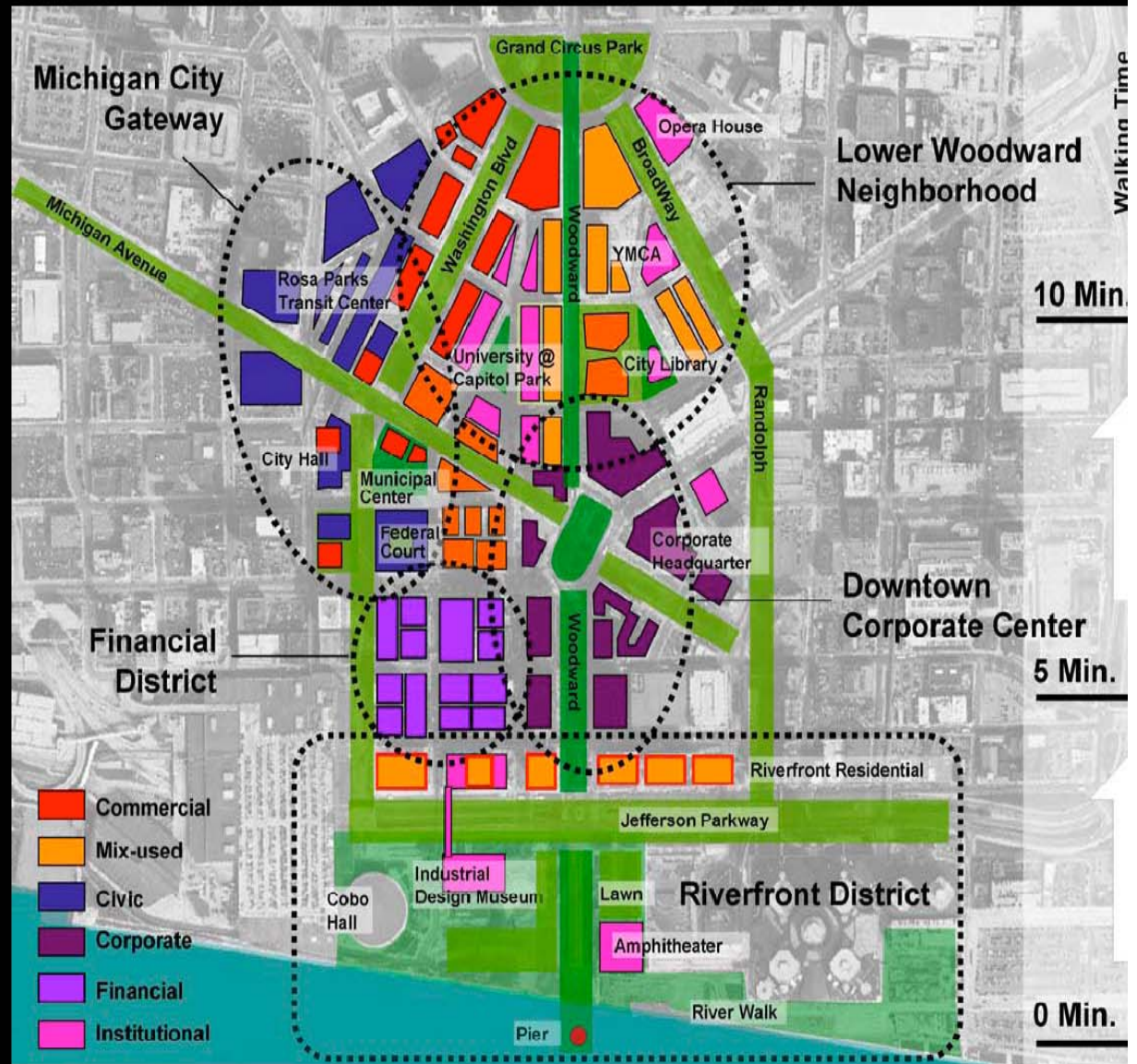
NORTH

EAST

CENTRAL

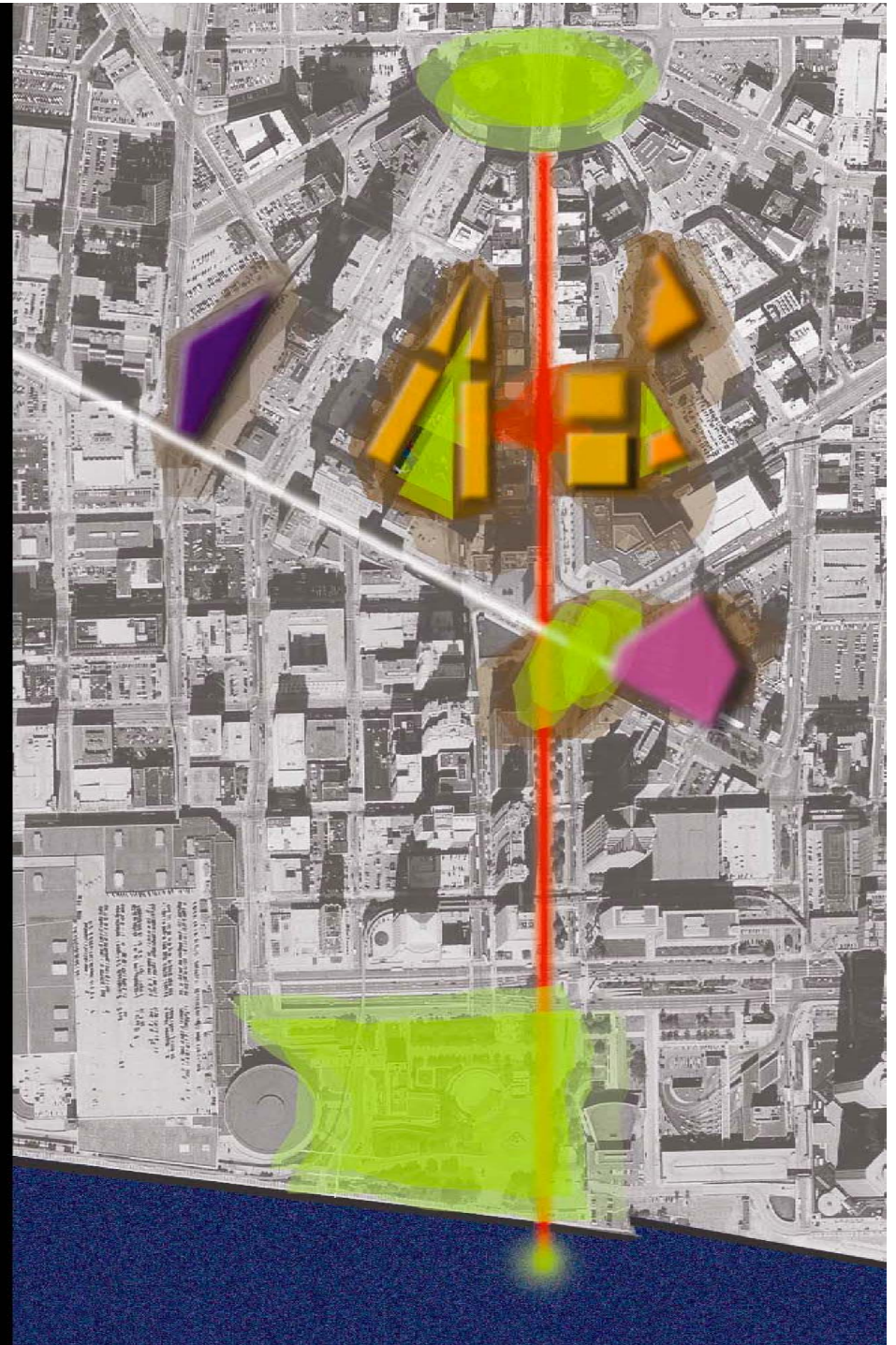
Work It! In 2020

- 1000 University Students
- 4200 residential conversions
- Activated neighborhood parks
- Signature Riverfront Park and Concert Venue
- Thriving corporate center
- Good Public Transit



Work It! 2012 Catalytic Projects

- Rosa Parks Transit Center
- Woodward Place
- University @ Capitol park
- Corporate H.Q.
- The Hop
- Concert Venue
Public Events Programming





2006 demolition of the Donovan Building - Motown Records Headquarters, 1968 -72

Recommendation 1.

**STOP the DEMOLITION of DETRIOT'S
ARCHITECTURAL LEGACY!!!**

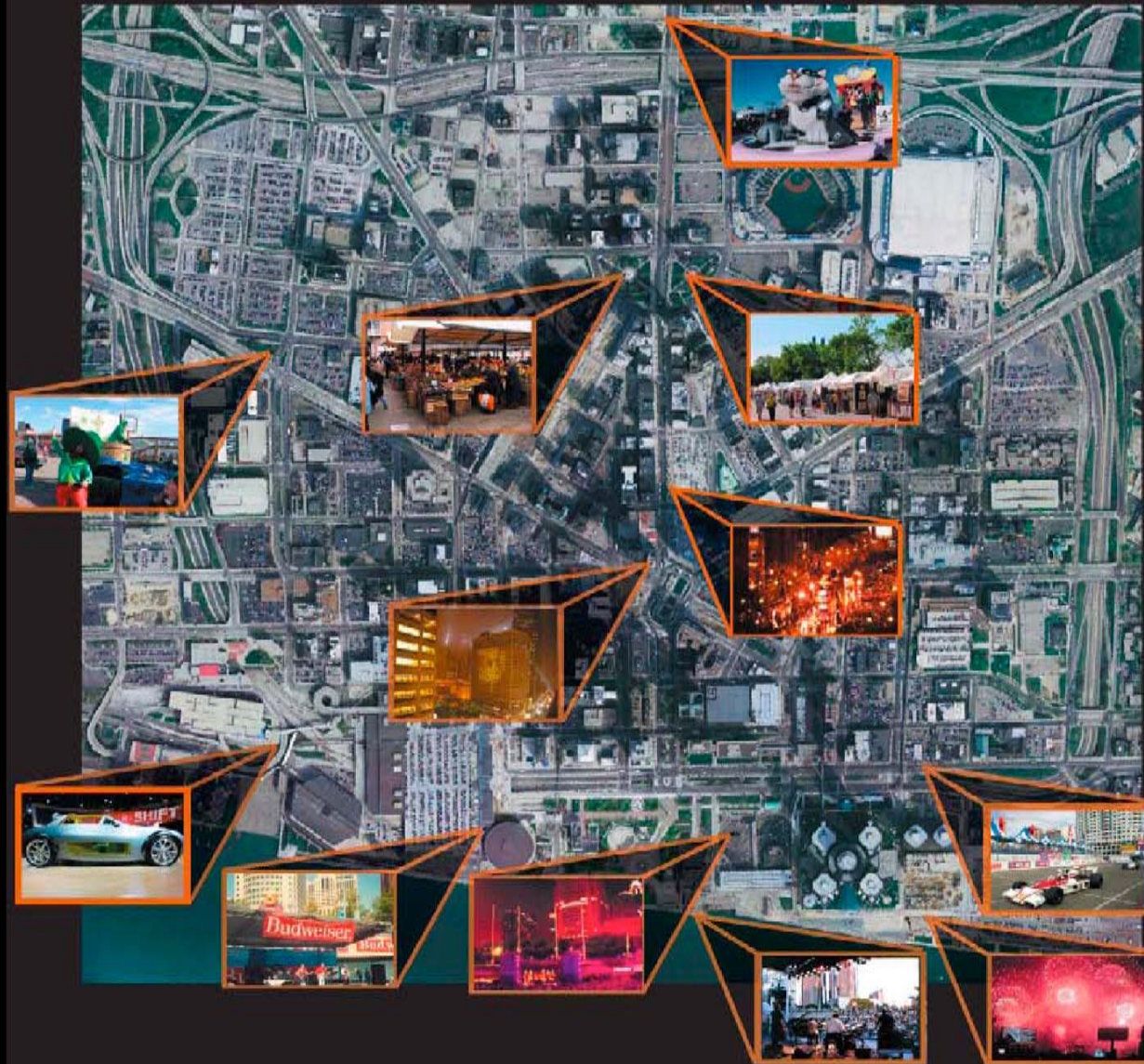
**Adopt a moratorium on the
demolition of all existing buildings
with in the heart of downtown.**

Work It NOW!

- 12 months of excitement
- Activating neighborhood parks
- Institute Sustainable policies
- Light it up
- Public Transit



Work It Now! 12 months of excitement



Motown's Yearly Downtown Events

- North American International Auto Show
- Winter Blast
- St. Patrick's Day Parade
- Grand Circus Art Fair (new)
- Hoedown in Motown
- Electronic Music Festival
- Freedom Festival
- Grand Circus Market (new)
- Jazz Festival
- Grand Prix
- Thanksgiving Parade
- Festival of Lights (new)

Work It Now! Activating Neighborhood Parks



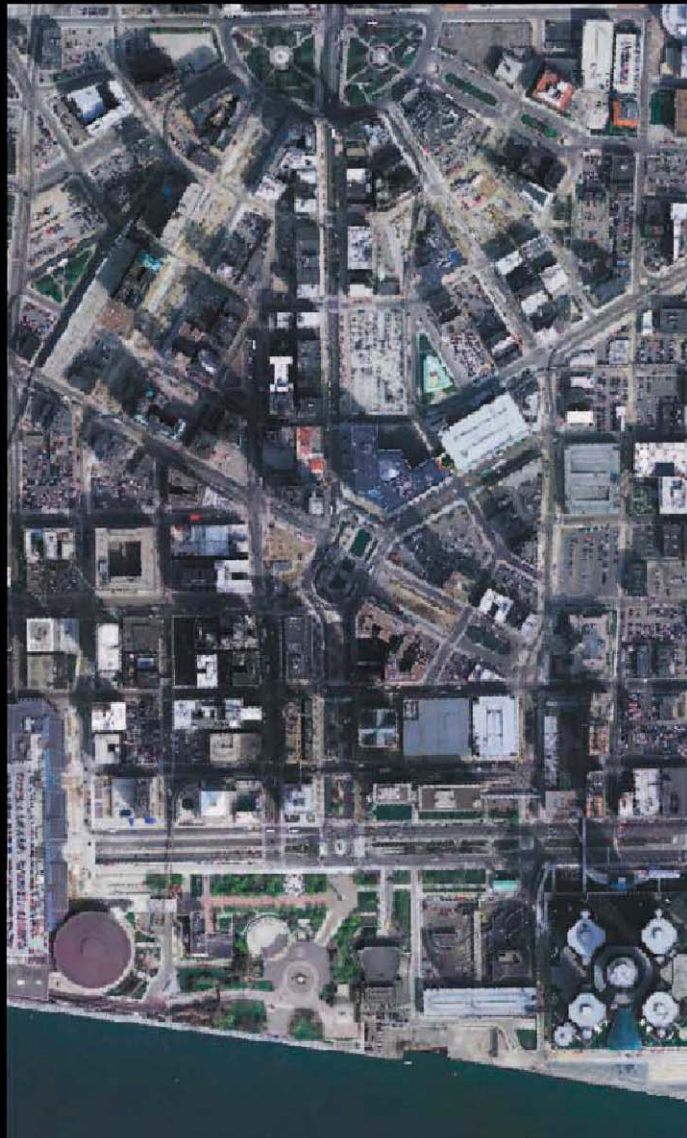
Flower Market



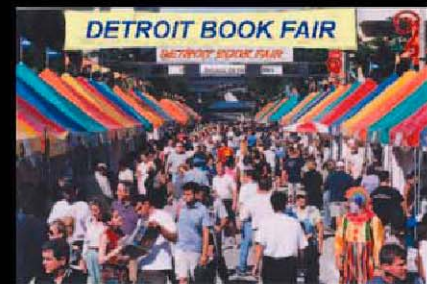
Farmers' Market



Antique Fair



First Friday Art Walk



Book Fair



Detroit Pier

Work It Now! Light it UP

- Celebrate existing buildings and line the corridors with light
- Use color changing LED lighting



Catalytic Projects

University
at Capitol Park

UDM Business School
600 Resident Students
50 Resident Faculty



Woodward Place
Hudson Block

400,000 s.f.
Destination
Lifestyle Center
Shared parking



Campus Martius
Corporate Center

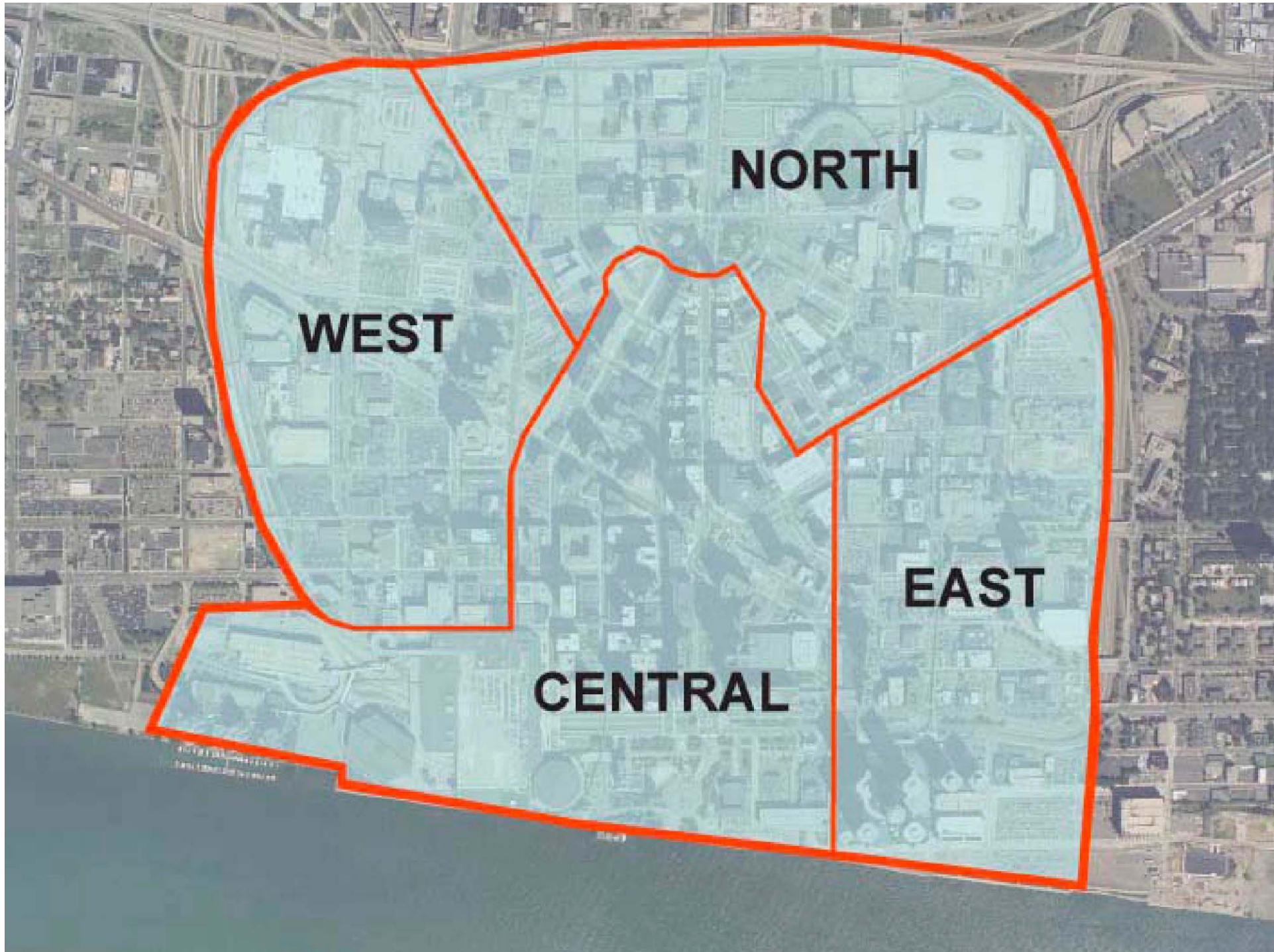
3000 New Jobs



Hart Plaza
Concert Venue

500,000 New Visitors
Annually
On –Water Activities
New Detroit Pier





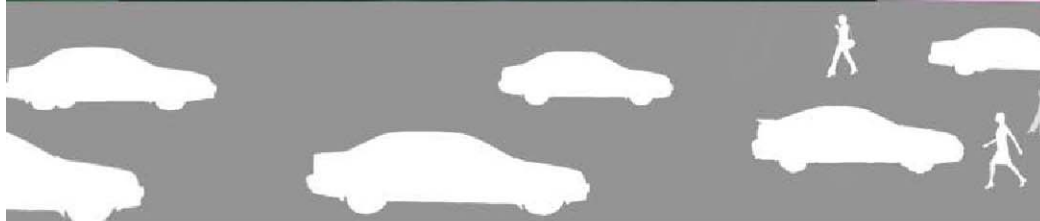
WEST

NORTH

EAST

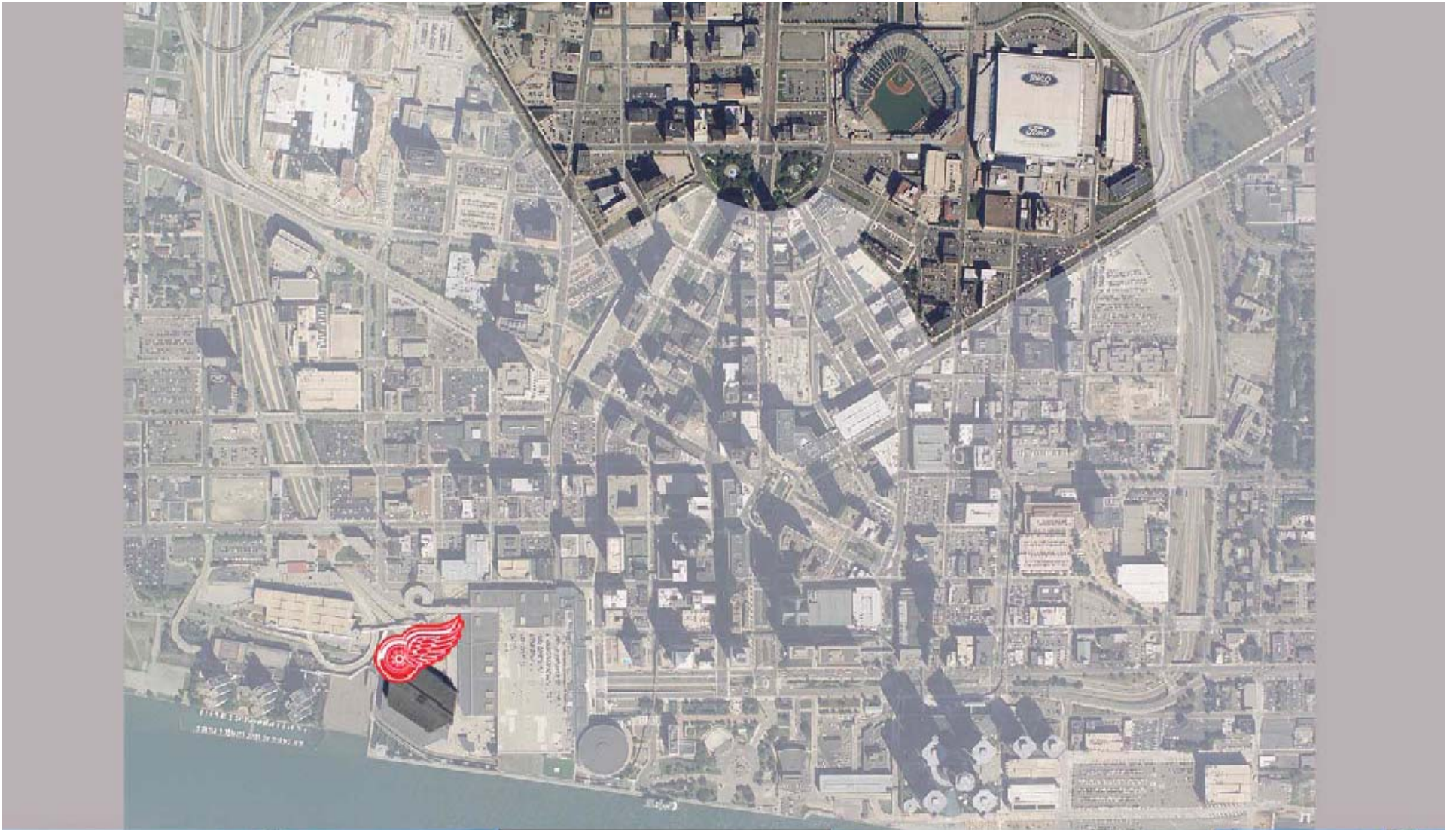
CENTRAL

DRIVABLE URBANITY

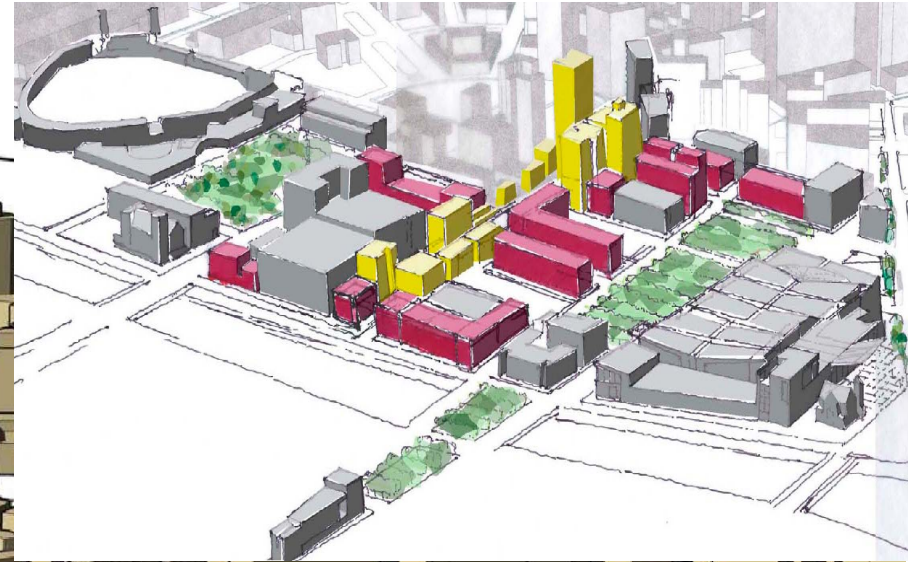


WALKABLE URBANITY



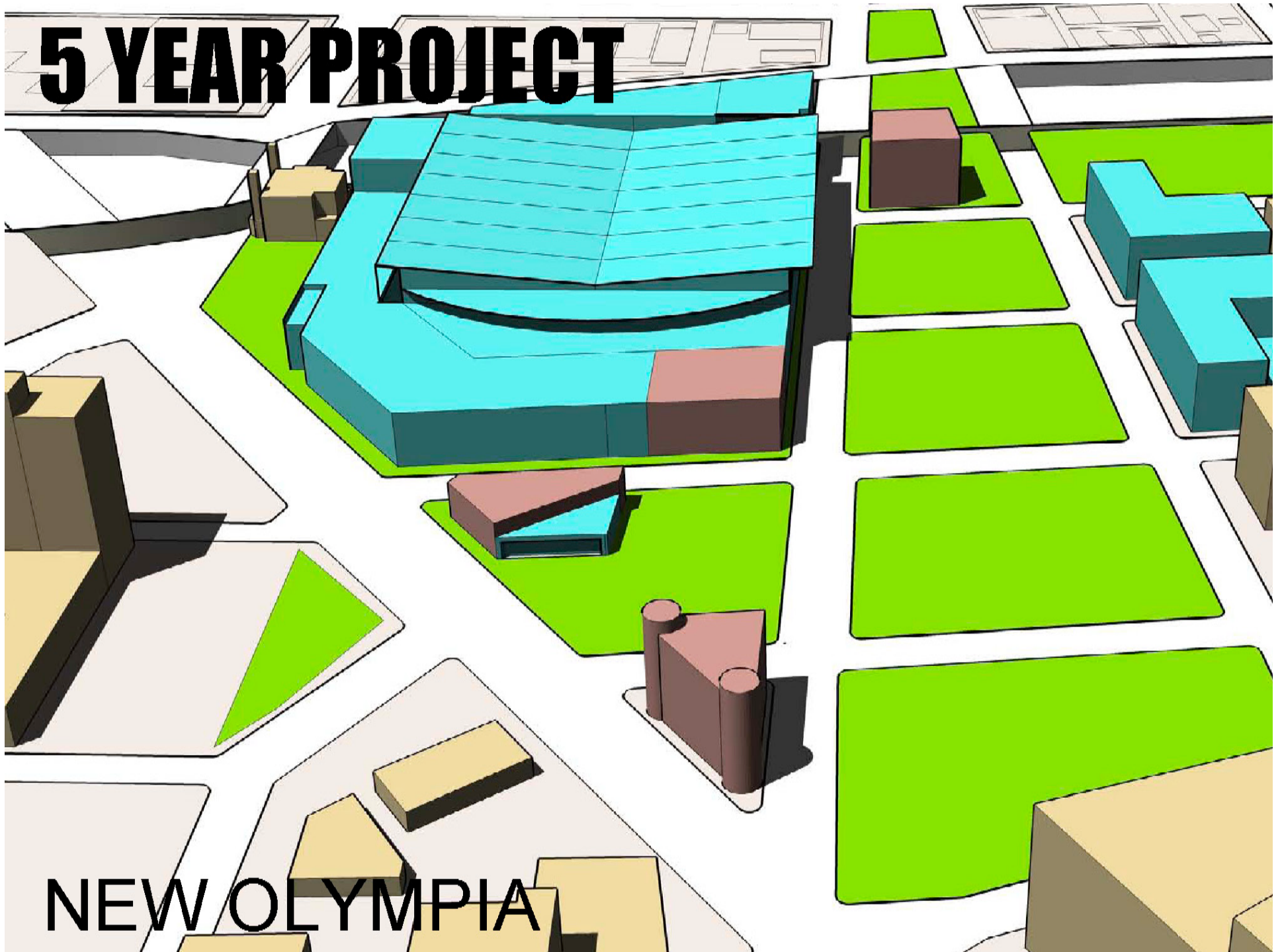


5 YEAR PROJECT



ARENA
PARK 'IN' DETROIT
PARK STREET
COLUMBIA ST
WOODWARD SQUARE
HARMONIE PARK

5 YEAR PROJECT



NEW OLYMPIA

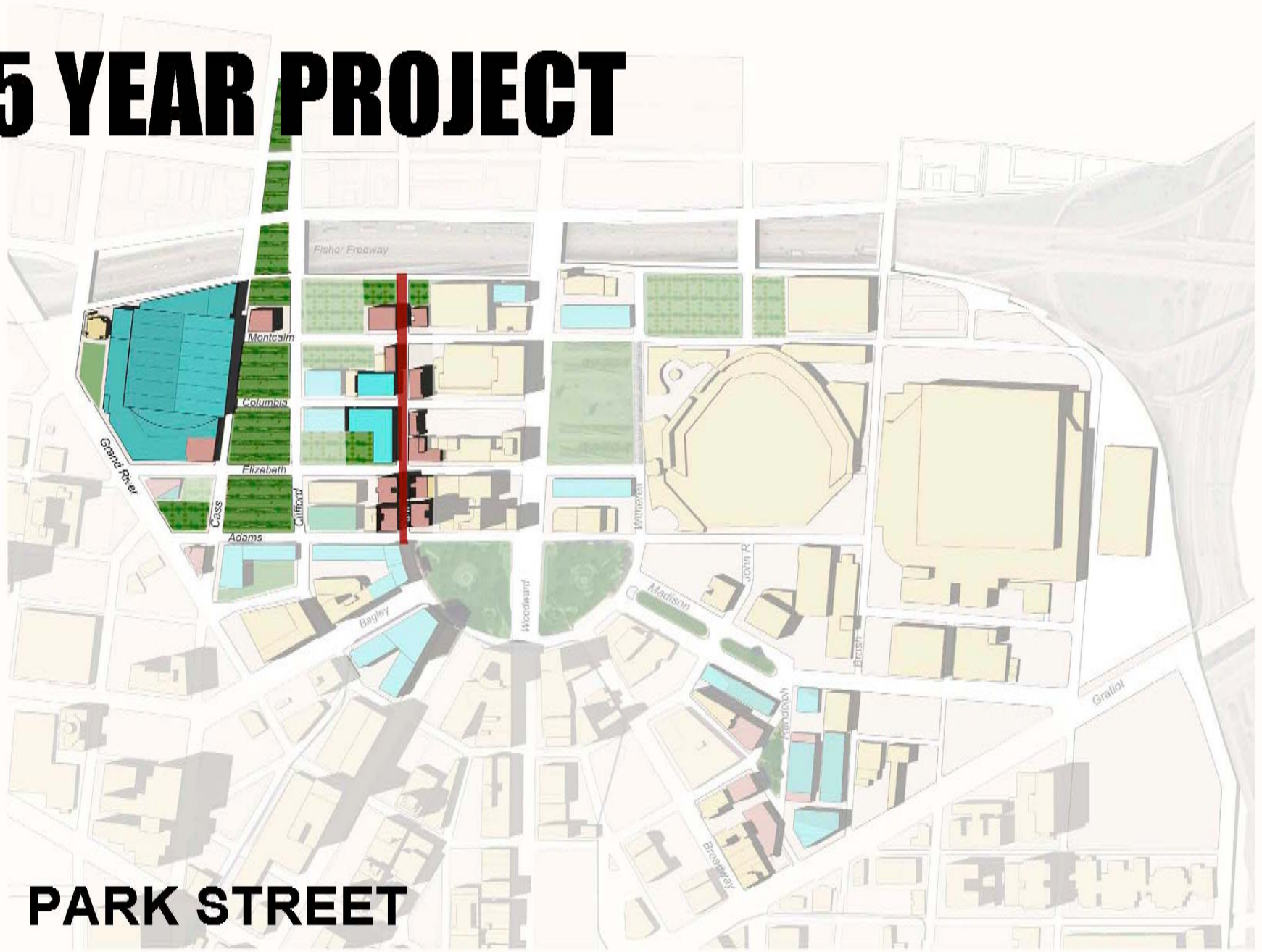


A photograph of Park Avenue in New York City, showing tall brick buildings and a street view. The image is a vertical shot looking down the street, flanked by multi-story brick buildings. In the distance, a tall, white skyscraper with a pointed top is visible against a clear blue sky. The street is lined with parked cars and a street lamp is visible on the right side.

GREAT STREETS

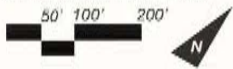
Park Avenue

5 YEAR PROJECT



PARK STREET

5 Year Master Plan : North





GREAT PLACES



Harmonie Park



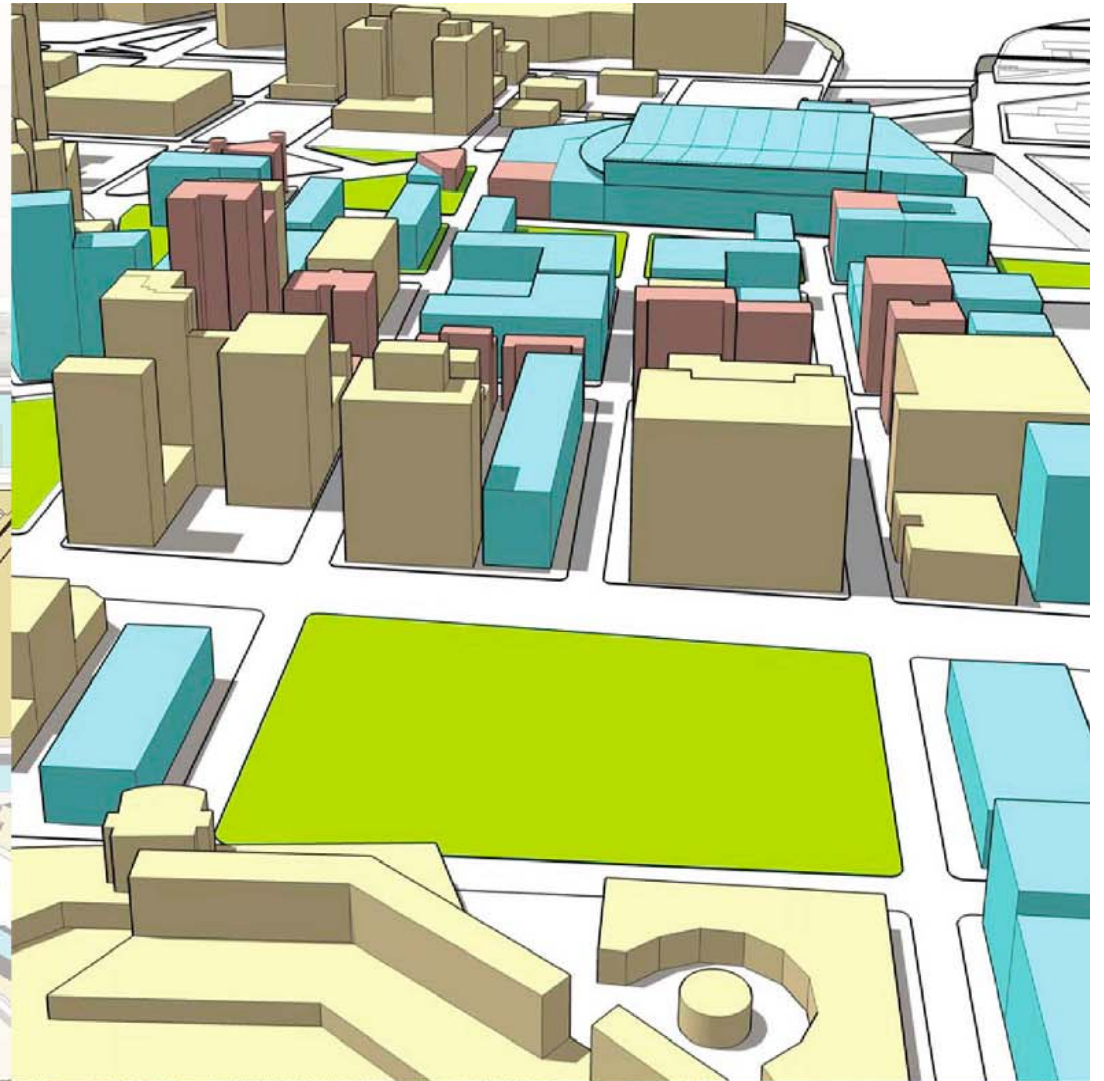
Harmonizing Adaptive Reuse & The New

GREAT PLACES

An aerial photograph of Woodward Square stadium in Detroit, Michigan, during its construction phase. The stadium's concrete structure is visible, with a green field in the center. In the background, the Ford Field stadium and other industrial buildings are visible, with smoke rising from one of the buildings. A tall, thin tower structure is visible on the right side of the image.

Woodward Square

GREAT PLACES



DISTINCTIVELY DETROIT



Detroit Music Experience Museum



PARK IN DETROIT

Green Streets

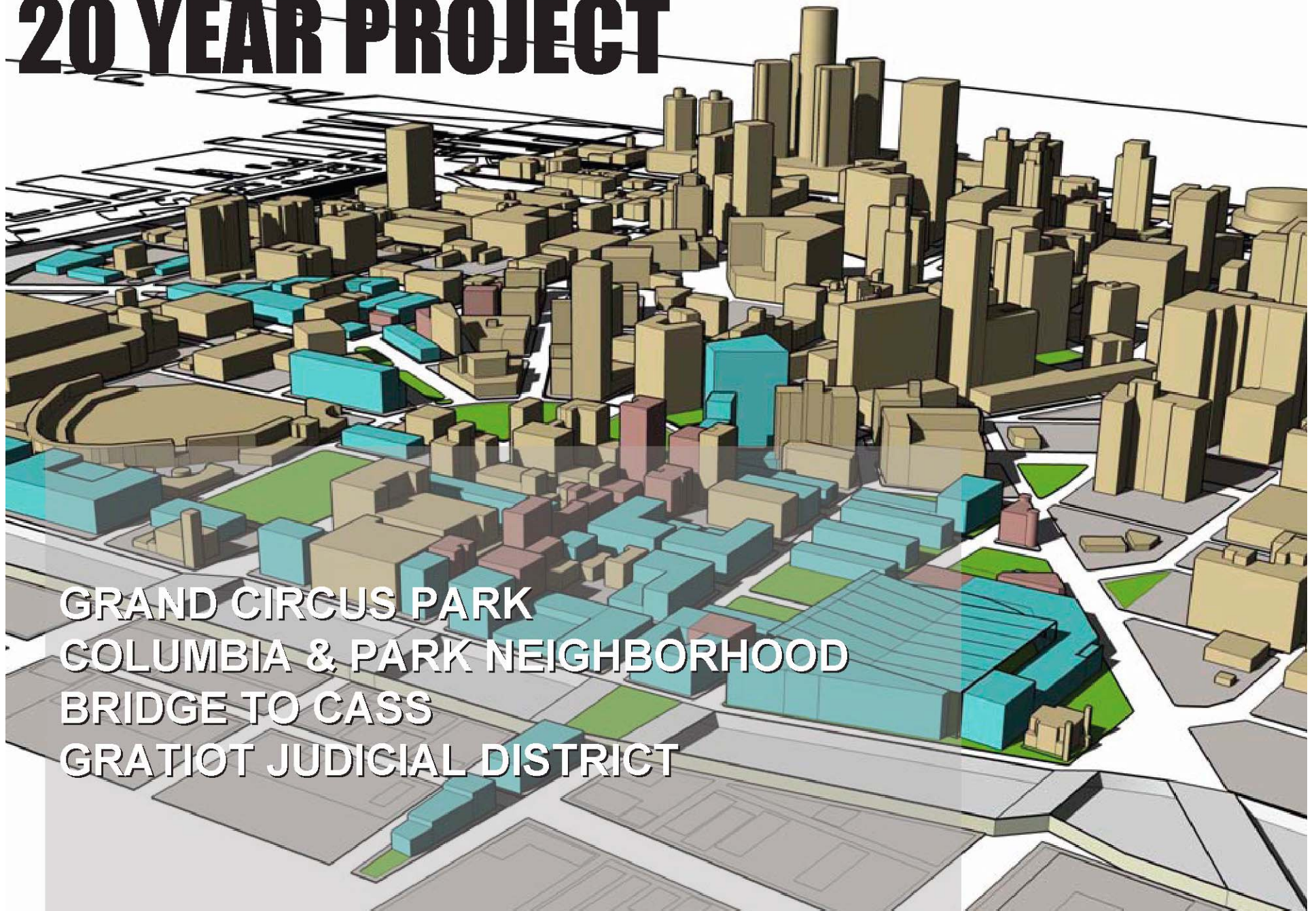
- Stormwater management
- Creating Healthy Environments
- Offsets Urban Heat Island Effect
- Provides increased green space



Green Parking



20 YEAR PROJECT



GRAND CIRCUS PARK
COLUMBIA & PARK NEIGHBORHOOD
BRIDGE TO CASS
GRATIOT JUDICIAL DISTRICT