



A Placemaking  
Vision For  
Downtown Detroit

OPPORTUNITY  
DETROIT



Spring-Summer 2013



# Intro

Detroit's downtown is experiencing a renaissance unlike anything it has seen in decades. Largely vacant office buildings are filling up with new businesses and residents, the ground floors will soon welcome new shops and restaurants, and the streets and public spaces throughout the downtown are returning to life. Soon a new streetcar on Woodward Avenue, the M-1, will tie the downtown into the City of Detroit to the north, carrying residents, students and employees into the downtown and linking key destinations.

This report focuses on how the public spaces, and particularly the three major downtown parks, can be transformed, both in the long and short term — beginning summer 2013! — so that they support this exciting commercial and residential rebirth in the downtown, and also become destinations in their own right. To develop these ideas, Project For Public Spaces (PPS) brought into focus the concept of Placemaking to downtown Detroit and engaged the public in the Placemaking process. It is the intention of the stakeholder group to begin implementation of these ideas in order to create safe places for Detroit residents, workers and visitors.

## STAKEHOLDERS



Ilitch Holdings, Inc.

M-1 RAIL



DETROIT ENTERTAINMENT DISTRICT ASSOCIATION (DEDA)



CITY of DETROIT

## FACILITATORS





# Contents

## The Art Of Placemaking

- A New Vision  
For Downtown Detroit..... 5
- Why Placemaking  
For Detroit? ..... 6
- What Makes A Great Place? ..... 8
- The Power Of 10.....10
- Lighter, Quicker,  
Cheaper (LQC) .....12
- The Placemaking Process  
For Downtown Detroit.....14
- Opportunities.....16
- The Woodward Promenade:  
Linking The Destinations .....20

## Campus Martius / Cadillac Square

- Vision.....25
- Context.....25
- Issues .....26
- Long-Term Vision .....28
- Lighter, Quicker,  
Cheaper (LQC) Vision .....33
- LQC And Additional  
Programing Summary.....37

## Capitol Park

- Vision..... 41
- Context..... 41
- Issues .....42
- Long-Term Vision .....43
- Lighter, Quicker,  
Cheaper (LQC) Vision ..... 48
- LQC And Additional  
Programing Summary.....51

## Grand Circus Park

- Vision..... 54
- Context..... 54
- Issues ..... 56
- Long-Term Vision ..... 58
- Lighter, Quicker,  
Cheaper (LQC) Vision .....63
- LQC And Additional  
Programing Summary.....67

## Action Plan

- Action Plan Schedule.....70



**OPPORTUNITY  
DETROIT**

# A New Vision for Downtown Detroit

Project for Public Spaces innovated work, supported by Rock Ventures urban development visions, can transform the downtown by articulating an exciting new vision. This is a tremendous opportunity to create a downtown core that rivals any North American city and even European cities. Detroit's downtown core will be an area that is dense, lively, and attractive for people from the entire region and beyond. An intense focus on the public realm will transform streets, sidewalks, promenades and buildings so that they relate to pedestrians on a human scale. The downtown core will become all about activity on the streets, sidewalks, parks and plazas that draw more and more people.

This transformation will be as much about the public space and physical realm, as a dramatic culture change that will help transition Detroit from a city dedicated to the car, to a city where pedestrians have more and more priority and where downtown Detroit becomes “a place you drive to instead of one you drive through.” The goal is to create of a dense urban core that concentrates people, life and excitement — centered on a Woodward Avenue reconfigured as a grand Promenade.

This culture change is about how the city designs and thinks about its downtown and the automobile; it is a change from a city where there is too much bad news and things sometimes seem to change so slowly — to a city where change is welcome, experiments are encouraged, and innovation, dynamism and unorthodox ideas flourish. Downtown itself is becoming a place that grows, evolves and moves with the rhythm of the times just like it did in its heyday.



# Why Placemaking for Detroit?

“Placemaking is a dynamic human function: it is an act of liberation, of staking claim, and of beautification; it is true human empowerment.”

— Survey respondent on the PPS web site asking “What is Placemaking?”

Placemaking is a multi-faceted approach to the planning, design and management of public spaces. Put simply, it involves looking at, listening to, and asking questions of the people who live, work and play in a particular space to discover their needs and aspirations. This information is then used to create a common vision for that place. The vision can evolve quickly into a “lighter, quicker, cheaper” implementation strategy, beginning with small-scale, doable improvements that can immediately bring benefits to public spaces and the people who use them. From this lighter, quicker experience, longer term solutions are developed.

Placemaking is both a process and a philosophy that helps unite people around a larger vision for a particular place. Downtown Detroit is at a turning point, where the spark of placemaking is igniting an exciting reexamination of the settings that people experience everyday — the streets, parks, plazas and waterfronts — and inspiring a new collective vision of what they can be. PPS engaged over 1,000 people in thinking about downtown Detroit’s public spaces, capitalizing on the community’s assets, inspiration, and potential, to help inspire this new collective vision.



# What Makes a Great Place?

In evaluating thousands of public spaces around the world, PPS has found that successful ones have **four key attributes**:

- » **Accessibility** — walkable, convenient
- » **Active** — fun, engaging
- » **Comfortable** — attractive, clean
- » **Sociable** — neighborly, welcoming

The Place Diagram on the opposite page was used as a tool in the PPS placemaking workshops to help evaluate the public spaces and adjacent uses.

## Access and Linkages

The accessibility of each place was rated in terms of its connections to its surroundings, both visual and physical. A successful public space is easy to access and get through; it is visible both from a distance and up close. The edges of a space are important. For instance, a row of shops along a street is more interesting and generally safer to walk by than a blank wall or empty lot. Accessible spaces have a high parking turnover and, ideally, are convenient to public transit.

## Comfort and Image

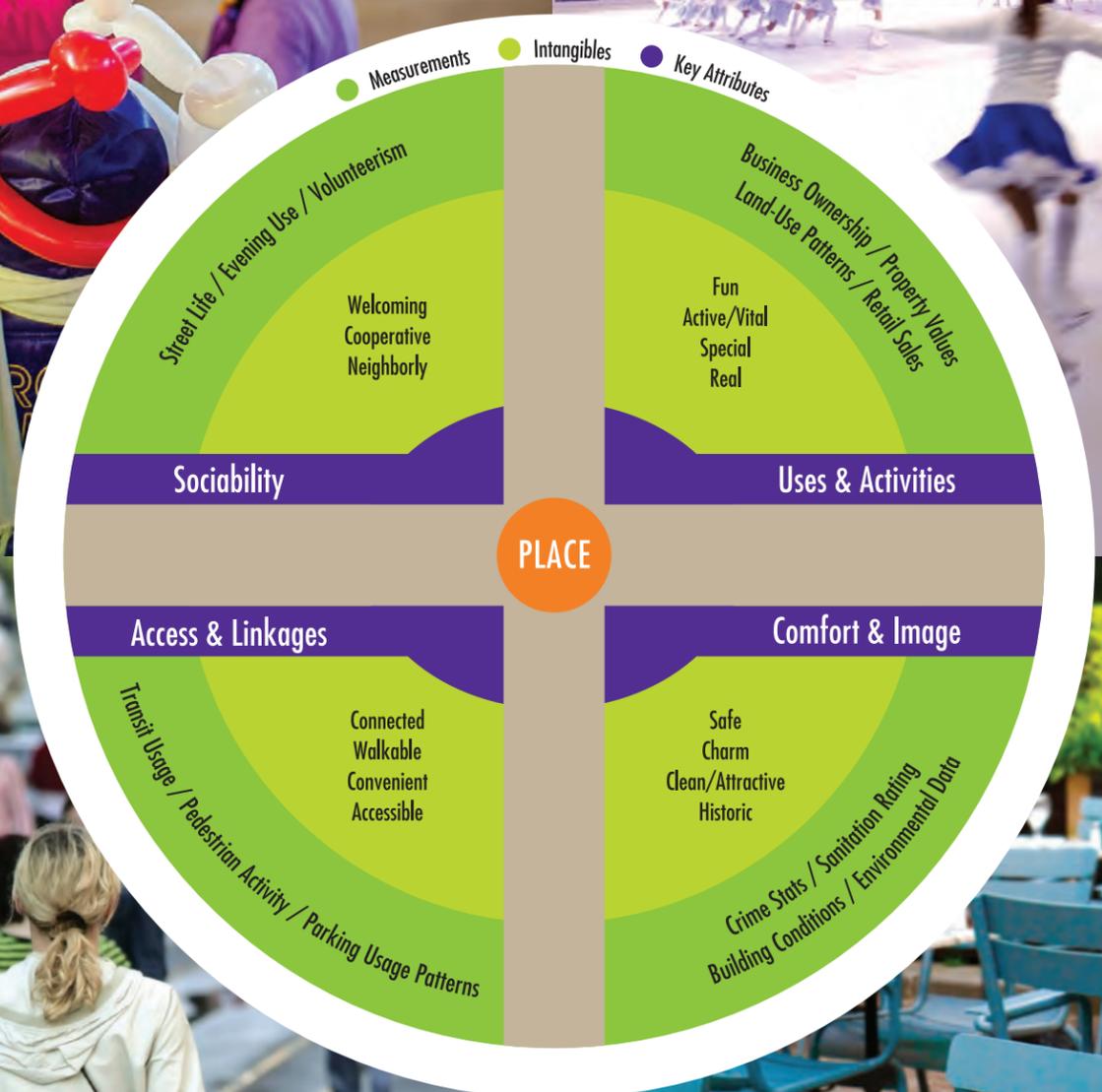
Whether a space is comfortable and presents itself well — has a good image — is key to its success. Comfort includes perceptions about safety, cleanliness, and the availability of places to sit — the importance of giving people the choice to sit where they want is generally underestimated.

## Uses and Activities

Uses and activities are the basic building blocks of a place. Having something to do gives people a reason to come to a place — and return. When there is nothing to do, a space will be empty and that generally sends the message that something is wrong.

## Sociability

This is a difficult quality for a place to achieve, but once attained it becomes an unmistakable feature. When people see friends, meet and greet their neighbors, and feel comfortable interacting with strangers, they tend to feel a stronger sense of place or attachment to their community — and to the place that fosters these types of social activities.



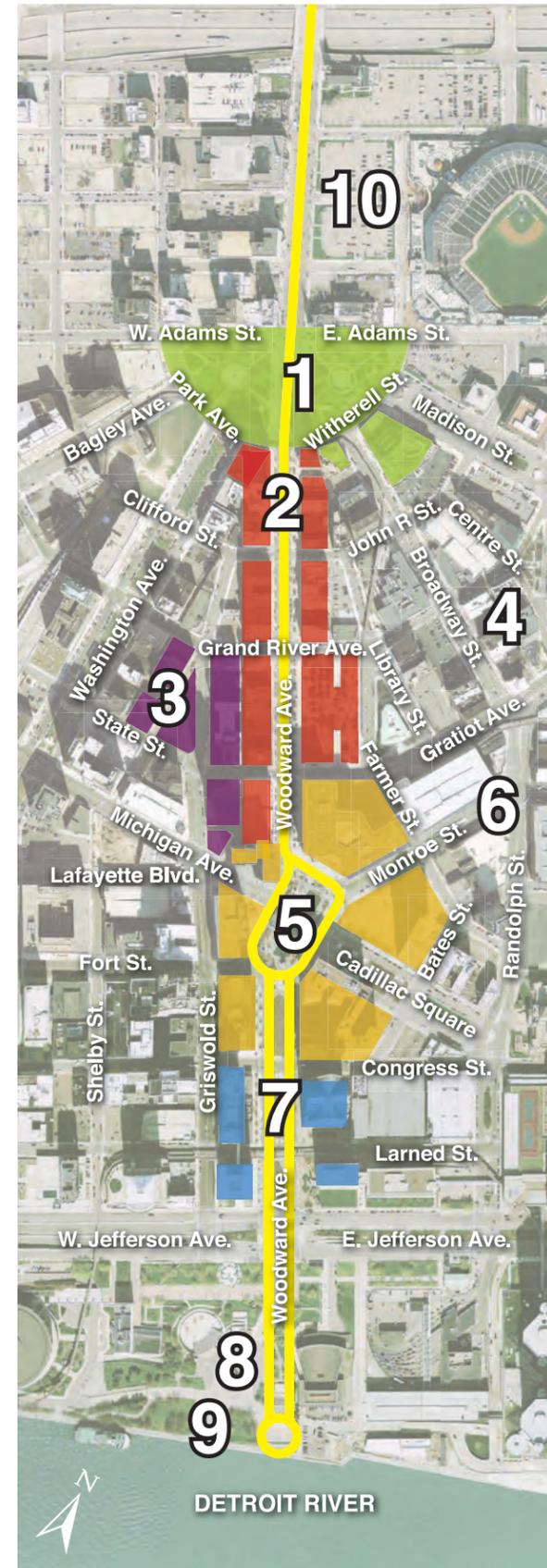
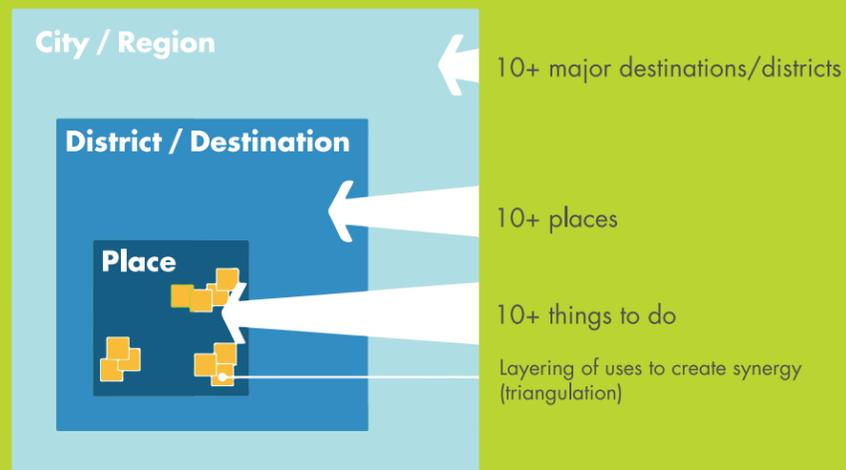
# The Power of 10

“I end, in praise of small spaces. The multiplier effect is tremendous. It is not just the number of people using them, but the larger number who pass by and enjoy them vicariously, or even the larger number who feel better about the city center for knowledge of them. For a city, such places are priceless, whatever the cost. They are built of a set of basics and they are right in front of our noses.

If we will look.” William H. Whyte

A successful downtown should be conceived of as a series of destinations, and each destination should be made up of smaller places. Each place should offer many things to do and activities for people to engage in. An opportunity to sit, contemplate art, touch and play with water, purchase food, play a game, listen to music, etc. are the kinds of activities that attract people to a place and keep them coming back. These places create a district filled with multiple activities. A great downtown or city needs at least 10 such great destinations, each with 10 places and 10 things to do. We call this the **Power of 10** and, as William H. Whyte, says,

“The multiplier effect is tremendous.”



Downtown Detroit already boasts a number of great public destinations, such as Campus Martius, Greektown, Paradise Valley, the RiverWalk, and others that have the potential to become great. Working with Rock Ventures, strategic partners, and consultants during a one-week charrette in September 2012, PPS identified three key public destinations in the downtown that, if activated, could have a huge impact on their surrounding areas: Campus Martius/Cadillac Square; Capitol Park; and Grand Circus Park. Through its Placemaking process, PPS determined what the key places will be within each of these public spaces and developed a program of activities and uses for each in the short-term (summer 2013) and the long-term.

1. Grand Circus Park/1500 Woodward District
2. Woodward Avenue Promenade
3. Capitol Park
4. Paradise Valley
5. Campus Martius/Cadillac Square
6. Monroe Entertainment/Greektown
7. Woodward Avenue Esplanade
8. Hart Plaza
9. RiverWalk
10. Entertainment District

## Lighter, Quicker, Cheaper (LQC)

“Lighter, quicker, cheaper” (LQC) describes a moderate cost, high-impact framework for short-term, experimental intervention in public spaces. LQC experiments allow for lower risk, and lower cost improvements to become the launching pad for larger, long-term work. These experiments capitalize on the creative energy of the community to generate new uses, test ideas, and build a new image for places in transition. Demonstration projects are essential to the LQC approach and draw upon the local assets to transform underutilized spaces into exciting laboratories that reward citizens with authentic places and provide a boost to areas in need. These projects provide a powerful means of quickly translating stakeholder visioning into physical reality.

This is an incremental strategy that can start with small steps. For example, an underutilized park could attract people with special seasonal programming, or a major event. At the same time comfortable, well designed light amenities such as movable chairs, tables, hammocks, barbecue grills, planters, flags and banners are used to spruce up a place and give the place a new image. The place becomes a “stage” that could then be used for events and to incubate new activity. By focusing on lighter, quicker, cheaper methods over capital-intensive construction, short-term interventions help determine the public’s interest in specific activities and can be a foundation for a long-term campaign of transformation. Simply put, if people have a great experience in a place during the experimental phase of its development, they are likely to return for more experiences after larger capital improvements have been put in place.

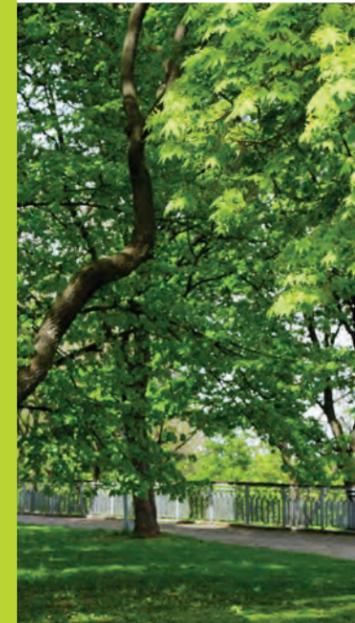
LQC is an ideal way for Detroit stakeholders to begin to activate parks and plazas immediately, as soon as the spring and summer of 2013, through programming, simple amenities and new innovative uses. PPS’s placemaking efforts for the downtown have particularly focused on these LQC ideas and the people who could help make them happen.



## Ultra-Light Mobile LQC

An “Ultra-Light,” mobile version of LQC could be introduced to serve multiple public spaces from the Riverfront to Grand Circus Park, places where day-to-day programming is not necessary but a quick “guerilla placemaking” intervention could be used to activate the space for an evening. Drawing its inspiration from Paris Plage, a month-long beach party along the River Seine in Paris, “Ultra-Light” could consist of signature chairs, tables, umbrellas, games, a temporary stage, a sound system and other low-cost, but attractive, activation ingredients that could be stored in a truck, and moved in and set up in a couple of hours to activate a space for a day or a weekend.

The “Ultra-Light” system has the added benefit of a low capital investment with high return, and it can be highly experimental with the ability to evolve and change over time as the need arises.



# The Placemaking Process for Downtown Detroit



In November and December 2012, PPS engaged over 1,000 members of the Detroit community in a variety of ways to seek input on what could happen in the three public spaces: **Campus Martius/Cadillac Square**, **Capitol Park** and **Grand Circus Park**. PPS partnered with D:Hive in this effort and used their facility on Woodward Avenue to reach out to the Detroit community.

**1 Stakeholder Interviews:** PPS interviewed 10 major downtown stakeholders and other individuals who represent organizations concerned about the downtown's future:

- » Downtown Detroit Partnership (DDP)
- » Detroit Economic Growth Commission (DEGC)
- » The City of Detroit Planning Commission
- » The M-1 Rail
- » The Riverfront Conservancy
- » Midtown Detroit
- » The Boll Family YMCA
- » Developers

**2 Focus Groups:** Three focus groups were held with organizations that represent potential downtown users and those who could play a role in activating the public spaces:

- » Community Development Organizations (to discuss what changes neighborhood organizations and the residents they represent would like to see in the downtown and how they could be involved)
- » Food Entrepreneurs (to understand the opportunities and challenges faced by food trucks and food vendors in providing food in the public spaces)
- » Detroit Entertainment District Association (DEDA) (to discuss Grand Circus Park with nearby theaters, sports teams and the Detroit Opera House and how they can be involved in its programming)

**3 Placemaking Workshops:** Three placemaking workshops were held at D:Hive to engage the public in evaluating the three public spaces and recommending L&C ideas to transform them into safe, vibrant places. Participants were divided into groups where they each evaluated one space on site. The groups then brainstormed recommendations. A total of 90 people from diverse backgrounds and representing 27 zip codes participated in the workshops.

**4 Holiday Placemaking Huts:** PPS and D:Hive set up displays at the Holiday Market and at D:Hive during the 2012 holiday events, to engage the public in thinking about what they wanted in the public spaces. Participants were given four dots to place on their favorite activities, four dots to vote for their favorite amenities, and were encouraged to add ideas they thought were missing. Over 800 people participated, representing over 166 zip codes from all over the Detroit metropolitan area.

**5 Happy Hour Workshops:** Downtown employees and residents were invited to Happy Hour workshops at D:Hive, where they met with facilitators in a relaxed and informal manner, to discuss their ideas for the three public spaces. Over 40 people attended, voted on their favorites and offered a variety of new ideas.



# Opportunities

## Overarching Opportunities: How to Think **Big** in a Small Way

While this report presents opportunities for three downtown public spaces linked by Woodward Avenue, in reality, the improvements to these places should be seen as an aggregation of small places — the sum of which is greater than any individual parts. This means that every storefront, every street corner, and every part of every park has to have its own identity and character.

We can achieve this ambitious goal through simple concepts that provide a new way of thinking about buildings and public spaces. At a 2010 PPS forum in Vancouver, BC, about developing downtowns, waterfronts, and other multi-use destinations, several principles emerged that provide a context to better understand the opportunities for downtown Detroit:

» Design supports function. The design of multi-use destinations should create a “setting” for the uses that occur and emphasize the products as well as the authentic aspects of the place.

- ✓ Develop spaces that are flexible and manage, manage, manage. Ongoing and innovative management is key to creating vibrant multi-use destinations.
- ✓ Create buildings that animate streets and public spaces:
  - » It's about seeing people and products, not buildings and architecture.
  - » Creating permeable, transparent storefronts that extend the season for outdoor use.
  - » Every storefront should be its own Power of 10.





Bryant Park, New York City



» **The magic is in the mix.** Detroit needs to build authentic places through establishing settings and uses that are intimately related, interconnected and interdependent. True sustainability comes from strengthened relationships between uses, tenants, and the organizations within a place.

» **Make streets places.** Streets are first and foremost for people, not just cars, and are the core public space of downtown Detroit. While the focus of this report is on public spaces themselves, it is the streets which link these places and become places in themselves.

- ✓ Create flexible streets around public spaces that allow edge uses to spill into and animate the space. On-street parking should be discouraged around public spaces.
- ✓ “Double Load” sidewalks with retail in storefronts and retail in kiosks and flexible structures lining the street, mixed with cafés and amenities.
- ✓ Make Woodward a promenade, linking Grand Circus Park to the Riverfront.
- ✓ As the M-1 rail comes into fruition, make every transit stop a great place.

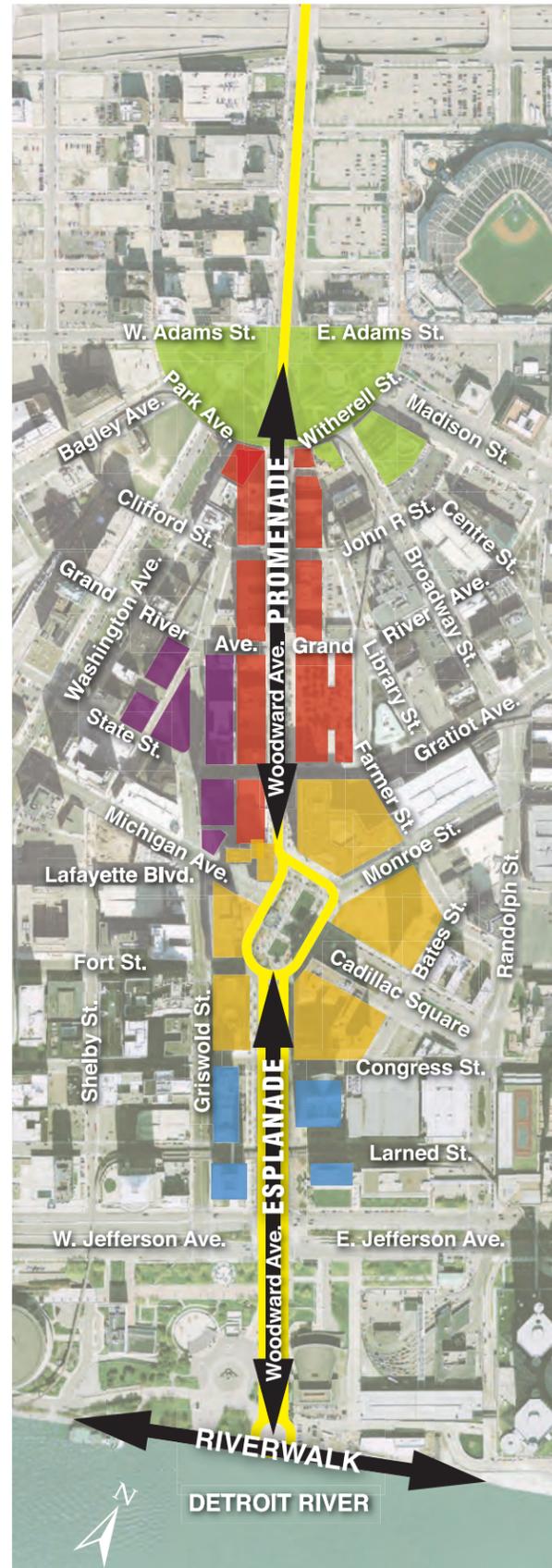
» **Find creative funding strategies to keep rents low, attract and support local entrepreneurs.** Detroit has strong networks of entrepreneurs in the arts, food business, software, and other cutting-edge industry. What they often lack is a place to sell or display their work or a place to interact with others of like mind. The goal is to leverage this energy to draw foot traffic and investment by providing low cost attractive alternatives.

Through our Placemaking Workshops and other efforts, PPS identified goals, issues and opportunities for the three major destinations in the downtown — linked by a grand Woodward Promenade.

## The Woodward Promenade: Linking the Destinations

Through this repositioning, Woodward Avenue will become a Grand Boulevard with a “promenade” to the north and an “esplanade” to the south, linking to the Detroit Riverfront. Without this linkage, the public spaces that have so much potential will continue to be islands of activity rather than linked attractions.

A promenade is where people walk so as to meet or be seen by others. The wide sidewalks of Woodward Avenue to the north should become, like the Champs d’Elysee, the place to be seen in Detroit. With a double-loaded sidewalk on both sides, glass café projections, outdoor cafés and kiosks, “People and Products” will be Front and Center.



To the south of Campus Martius, the existing median should be widened by eliminating turning lanes for traffic — creating a green “esplanade” leading to Hart Plaza and the Riverfront on the Detroit River. The esplanade, similar to the Ramblas in Barcelona and the Helsinki Esplanade, will be a park-like space linking the two great plazas of Detroit. This strong connection will allow events taking place in Hart Plaza to march right up the median to Campus Martius and vice versa. The esplanade will provide access to the M-1 stop in the median, along with food and retail kiosks along the way. Where the esplanade meets the cross streets, the streets will become “shared”

spaces so that pedestrians are safe to cross and cars must give them priority. If possible, the esplanade could also include bike paths to link the Riverfront to Campus Martius and the heart of the downtown.

The esplanade could continue right through a revitalized Hart Plaza and provide direct access to the river and to the Riverfront, with a focal point (e.g., a pier with a restaurant) at its terminus. Where it crosses Jefferson Boulevard, the roadway will be narrowed to reduce the crossing distance for pedestrians and a large median will provide a safe pedestrian refuge in the middle of the boulevard.

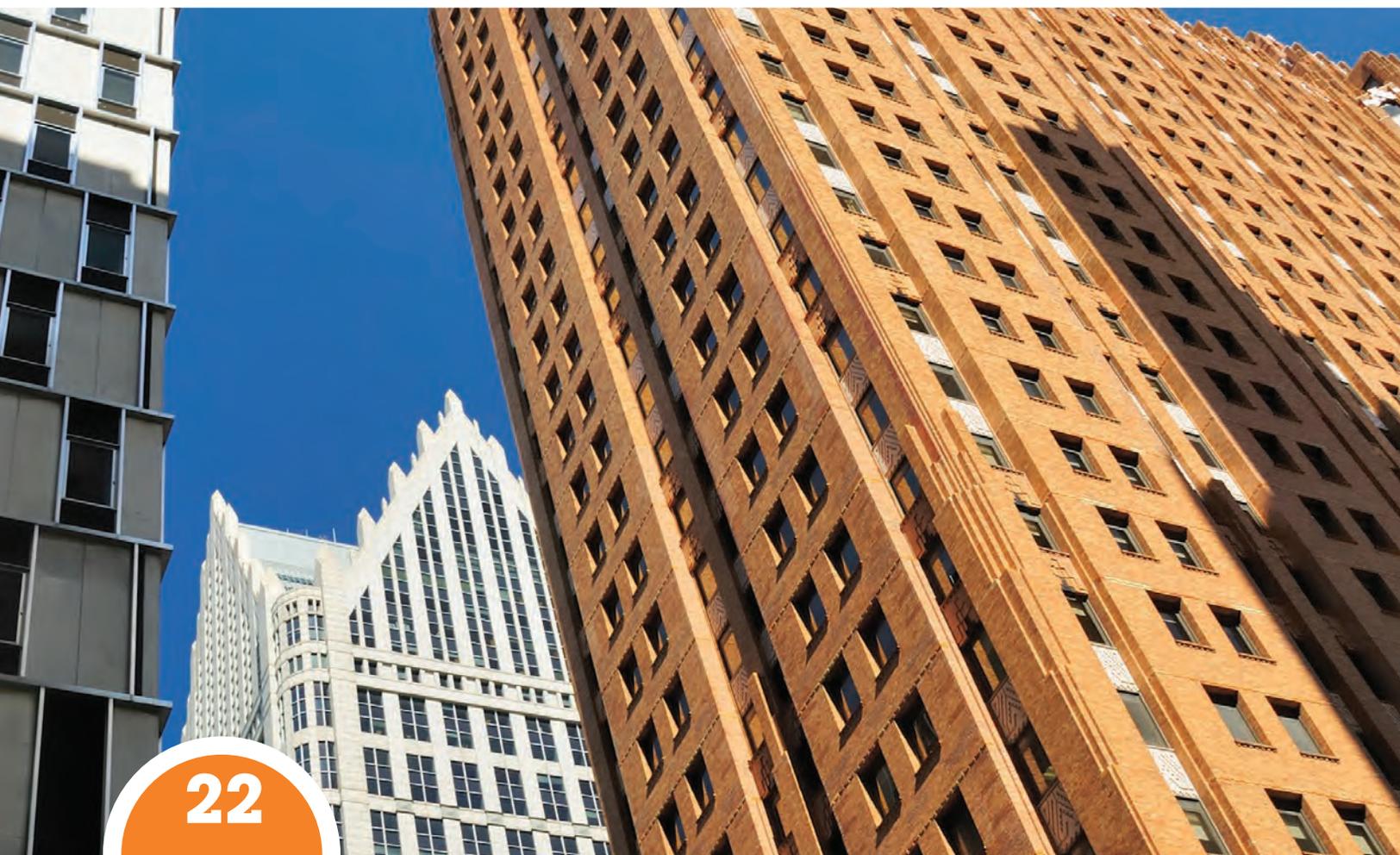


An Esplanade: The Ramblas in Barcelona Spain [LEFT]

A Promenade [Bottom LEFT]

The Helsinki Esplanade [BELOW]



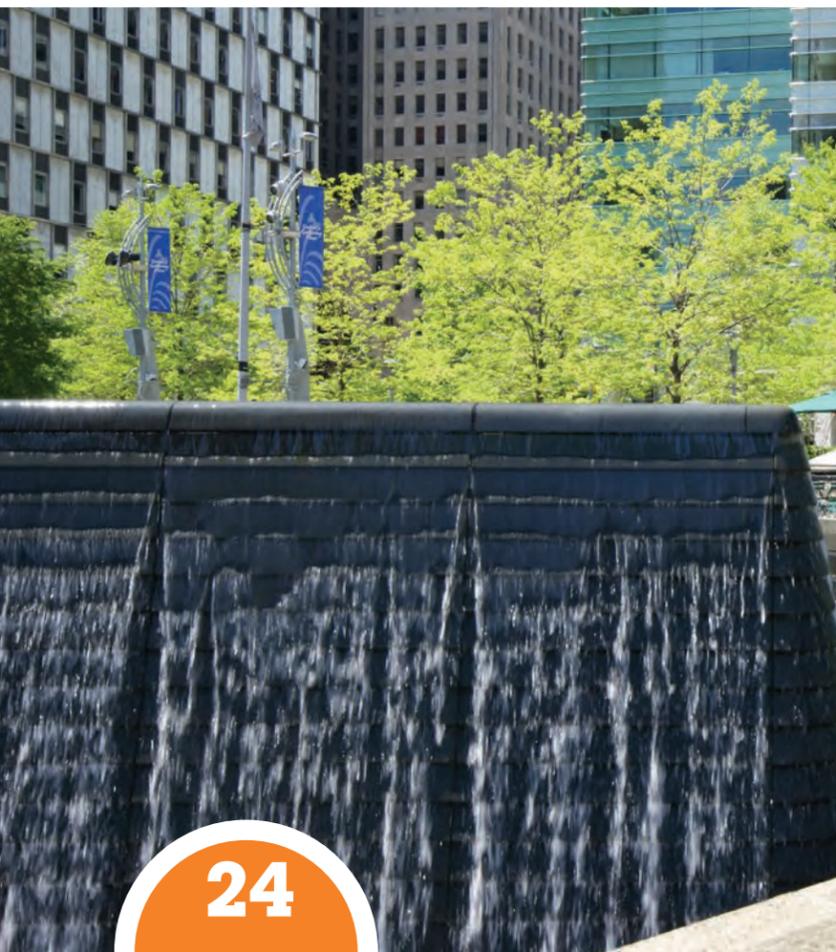


**OPPORTUNITY  
DETROIT**



## Campus Martius / Cadillac Square





## Vision

### CAMPUS MARTIUS

Since it opened nearly a decade ago, Campus Martius has already achieved wide recognition as Detroit's Town Square, and the influx of new businesses and employees in the buildings surrounding it have brought it even more front and center as Detroit's "Gathering Place." The goal now is to make it an even livelier, well-populated place during weekdays and weekends, as well as evenings. It will also be the heart of retail activity and pedestrian paths stretching up and down Woodward Avenue, west on Monroe to a new entertainment district and Greektown beyond, and across the street to Cadillac Square. It will truly "reach out like an octopus" to activate the downtown core. As the hub of a new retail/restaurant district, it will attract not just downtown employees, but Detroit residents and visitors from the suburbs.

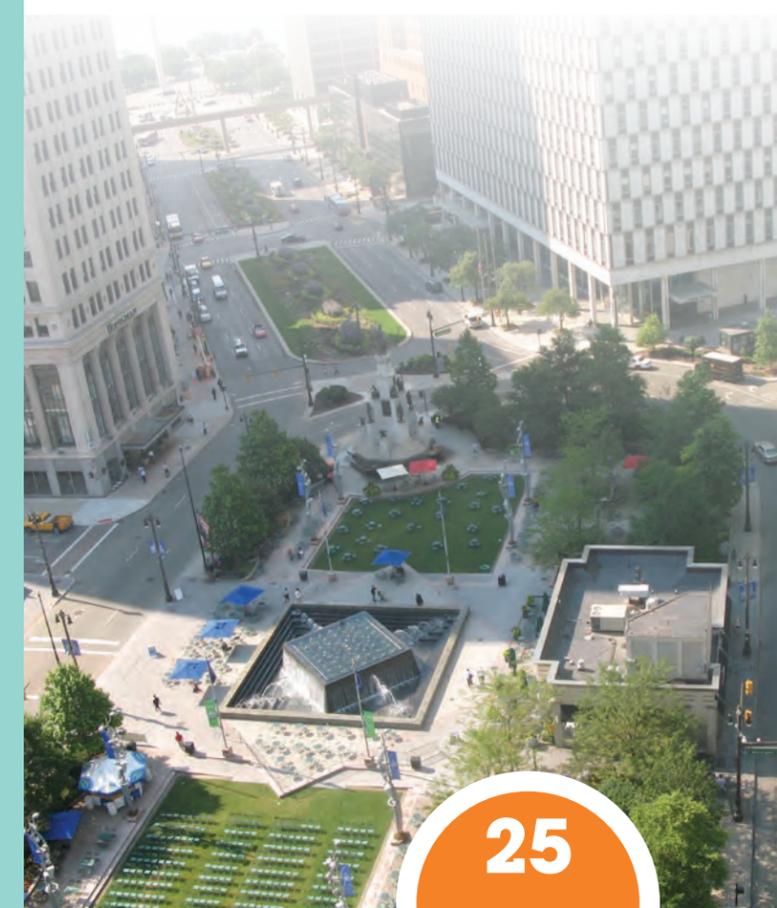
### CADILLAC SQUARE

Cadillac Square, an arm of Campus Martius, was historically Detroit's bustling central marketplace. Today, it can once again become a market square offering prepared food, arts and crafts, antiques, car shows, and a host of opportunities for young entrepreneurs to get started in small spaces.

## Context

While businesses have been moving into the buildings surrounding Campus Martius, the ground floors and sidewalks have remained largely empty. Rock Ventures and its downtown partners are working feverishly to attract new businesses to its buildings and convince existing businesses to stake claims to the sidewalks.

The Monroe Lot, a city-owned parking lot adjacent to Campus Martius, will be redeveloped as an entertainment destination, with food, live music, film and other attractions that will complement the theater, opera and sports destinations in the Entertainment District and Greektown.



## Issues

### Access and Linkages

- » Woodward Avenue creates a barrier between Campus Martius and the surrounding uses. Traffic lights are confusing and crosswalks are non-existent at some intersections.
- » Woodward Avenue, until it comes alive with retail and restaurant uses, is not a pleasant place to walk, whether up to Grand Circus Park or down to Hart Plaza and the waterfront.
- » The M-1 light rail will be under construction for 1-2 years, discouraging pedestrian activity on Woodward.
- » Sidewalks around Campus Martius and Cadillac Square are not wide enough for vending and outdoor dining.
- » Cadillac Square is cut off from buildings surrounding it by streets with on-street parking on both sides and two lanes of traffic — while the eastern half of the square is also cut off by a bisecting street.
- » The downtown lacks bike lanes and bike racks for the new bike-riding population.

### Comfort and Image

- » Cadillac Square is attractive, but compared with Campus Martius, lacks amenities and special features which could enhance its comfort and image.
- » The areas flanking the Bistro in Campus Martius are underutilized and the back of the Bistro presents a blank façade to surrounding streets.
- » There are more opportunities to engage local artists and performers.
- » There are no public restrooms.

### Activities and Uses

- » The potential to link activities in Campus Martius to Cadillac Square, which is vacant most of the time, could be expanded.
- » While still a great space, there are a lot of opportunities to add uses and activities to enliven the areas and expand programming; such as for children and families, and for young adult audiences in the evenings and on weekends.
- » While the Bistro is an important destination, it is virtually the only place to eat except during special events.
- » Buildings around the Square lack active ground-floor uses and if those uses do exist (such as the Hard Rock Café in the Compuware Building), they do not have a positive exterior presence.



# Long-Term VISION

# VISION



## Campus Martius \ Cadillac Square



### Opportunities – Long Term

#### Access and Linkages:

- » Reduce the roadway around Campus Martius and widen the sidewalk around the park. The street should be a “shared” space where cars go slowly and pedestrians feel safe crossing anywhere. The sidewalk will have more room for vendors, games and activities.
- » Open up the plantings, especially at corners and intersections, to widen entrances into the park.
- » Provide more wayfinding signage and information about events.
- » Close the streets on either side of Cadillac Square to create a large, pedestrian-friendly Market Square.

#### Uses and Activities:

##### CAMPUS MARTIUS

- » Increase programming at Campus-Martius to ensure its activation all week long, daytime and evenings.
- » Provide more programming for families and activities for kids.
- » Look for more sponsors and rental opportunities (car shows, wine and beer festivals, etc.)
- » Add a beer garden and surf lounge to the south lawn, with umbrellas for shade and beer garden-style lights (strung over the tables) for evening lighting; chess tables and other games.



- 1 Lounge
- 2 Flower Kiosk
- 3 Food Plaza
- 4 Market Tents
- 5 Market Square
- 6 Food Kiosk
- 7 Market Hall
- 8 Market Garden
- 9 Garden of the Four Civic Virtues
- 10 Bistro
- 11 Beer Garden / Surf Lounge
- 12 Performance Lawn



Long-Term **VISION**



# Campus Martius \ Cadillac Square Long-Term **VISION**

# VISION

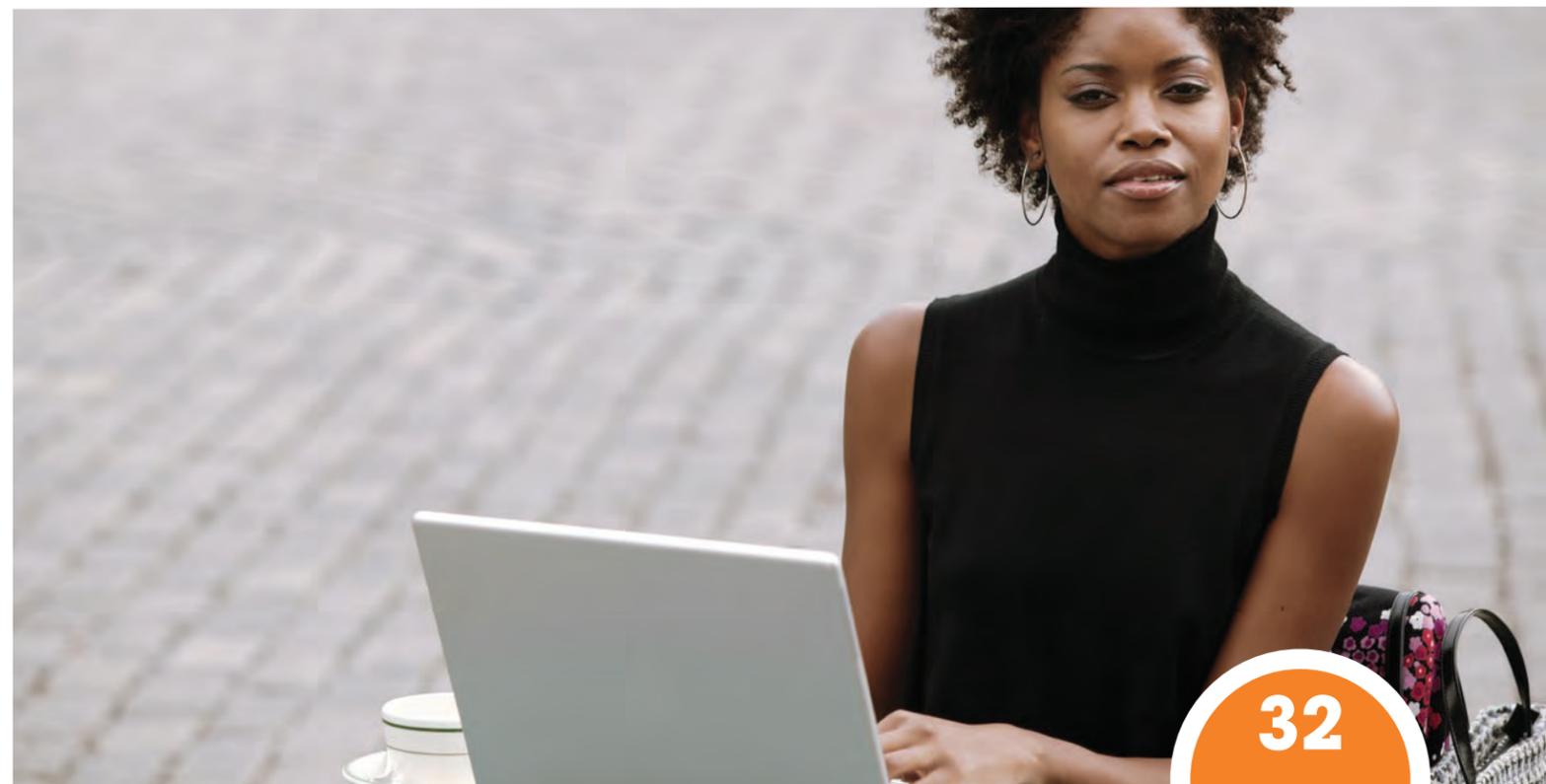
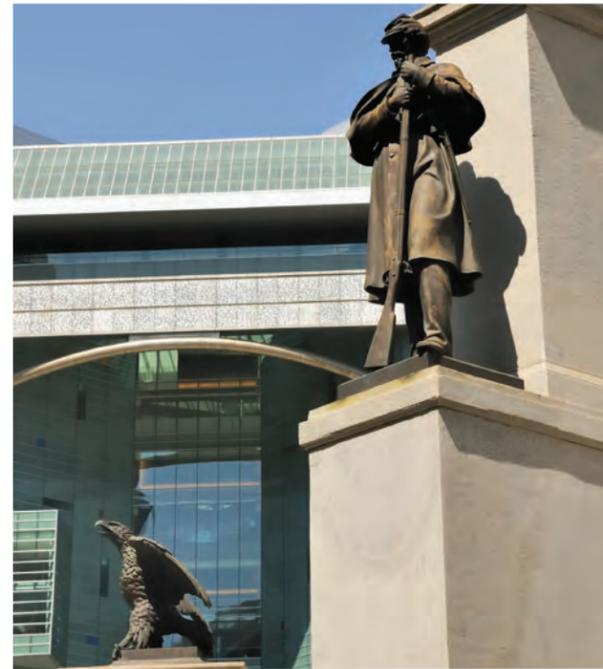


## CADILLAC SQUARE

- » Transform Cadillac Square into a Market Square with a permanent Market Hall and semi-permanent market and food kiosks, a flower stall and an outdoor bar.
- » Line Cadillac Square with cafés that project out, two stories where possible, and outdoor dining that spills onto the plaza.

### Comfort and Image:

- » Restore the Four Civic Virtues sculptures that once graced the dome of City Hall to downtown Detroit and design a garden that celebrates them at the east end of Cadillac Square. A modern fountain or sculpture can be the featured centerpiece and plaques can provide information regarding the history of the downtown.
- » Add more “sub-places” with food kiosks and seating to Campus Martius.
- » Add movable seating, planters, and other amenities to Cadillac Square.
- » Consider restoring the original “Bicentennial Chair” which originally was placed in Cadillac Square to celebrate the city’s 200th Anniversary.
- » Provide Wi-Fi to encourage park users to linger.



# Campus Martius \ Cadillac Square

## Lighter, Quicker, Cheaper VISION

# LQC



- 1 Entrance Plaza with Meeting Point
- 2 Prepared Food Market and Trucks
- 3 Board Games and Ping Pong Area
- 4 Central Seating Area
- 5 Lawn Games (Mini-Golf, Volleyball, Croquet) and Lounge Chairs
- 6 Sidewalk Dining (close one lane of traffic for additional outdoor seating)
- 7 Basketball Court
- 8 Beer Garden and Surf Lounge
- 9 Food Kiosks
- 10 Activate Ground Floors and Sidewalks with Food and Beverages



## Opportunities – Short Term/LQC

### Access and Linkages:

- » Provide banners, short-term wayfinding signage and event information to announce the Summer Festival.
- » Provide a crosswalk from Campus Martius to the Compuware Building and on both sides of the Michigan Avenue intersection.
- » Close the streets next to Cadillac Square for large events during the summer.
- » Close the traffic lane next to the First National Bank and put café seating in the street.



### Uses and Activities:

#### CAMPUS MARTIUS

- » Step up programs in Campus Martius for the summer of 2013: more concerts, movies, family programs.
- » Create a beer garden/surf lounge on the South Lawn: beer tables and benches on a wooden platform, lounge chairs and umbrellas in a sand-filled area. Strings of lights overhead at night.
- » Add more food kiosks in the park.



#### MONROE LOT

- » Create a temporary basketball court with bleachers for pick-up and exhibition games.



## Opportunities – Short Term/LQC

### CADILLAC SQUARE

- » Provide a prepared food market (food trucks, vendor tents) every weekday throughout the summer. Add a farm stand once a week. Provide acoustic music 2-3 days a week to accompany the market.
- » Create specialty markets on weekends (Detroit Flea Market, A Maker's Market, Antiques, etc.) during the summer to coincide with special programs in Campus Martius.
- » Create a game area with a temporary lawn at the east end of Cadillac Square. Provide lounge chairs and umbrellas, badminton net, croquet, large-scale chess set.
- » Bring Coffee Roaster and other food retailers onto the street with chairs and tables built onto a platform over the parking lane.

### Comfort and Image:

- » Provide flowers and plants in pots in Cadillac Square and the Beer Garden to create focal points and quiet spaces.
- » Build a wooden platform over a planter in Cadillac Square to provide a temporary stage or dance area.
- » Create paths through the planters in Cadillac Square and seating areas within the planters.
- » Provide more seating, tables and umbrellas for the market area in Cadillac Square.
- » Provide lounge chairs and umbrellas at the game area in Cadillac Square.



# LQC and Additional Programing Summary

## Campus Martius / Cadillac Square

Programs/Current Year-Round	
Summer	
4th Friday Concerts	
Thursday Sunset Concerts	
Lunchtime Concerts	
Movie Nights (Saturday)	
Games	
Winter	
Tree Lighting	
Beer Garden*	
Holiday Market*	
Carriage Rides*	
Street Performances*	
Broomball*	
Holiday Lighting*	
Additional Market Huts*	

\*2012 Holiday Program Items Covered by Rock Ventures' \$250,000 Contribution

Programs/New For Summer 2013	
<i>Includes Advertising, Entertainment, Production Costs, Staging, Printing, Security, Cleaning</i>	
	Number
Motown Music (Fridays)	5
Classical	4
Acoustic Lunchtime Cadillac Square	20
Children's Programs	8
Prepared Food Market, Flea Market	

### Repairs and Replacements

- Fountain Stage Repair
- Replace Chairs and Tables
- Barricade
- Repair Ice Mat
- Dasher Board Repair
- Rink Insulation
- Anchor Tent
- LED TV's
- Cadillac Square Sound System and Stage Lighting
- Cadillac Square Electrical Outlets
- Truck

### LQC Amenities

*Describes Amenities Per Sub-Area, Including Movable Seating, Tables, Umbrellas, Stage, Planters, New Kiosks, Games, Etc.*

#### Sub-Areas

- Entrance Plaza with Meeting Point
- Prepared Food Market
- Game Area
- Central Seating Area
- Lawn Games
- Sidewalk Dining (In the Street)
- Basketball Court
- Surf Lounge
- Food Kiosks

### Park Operations

- Management Staff, Market Coordinator, Administration, Insurance, Utilities
- Summer Interns
- Maintenance, Landscaping, Snow Removal
- Cleaning
- Security
- Fountains – No Shutdown
- Café
- Ice Rink



**OPPORTUNITY  
DETROIT**



# Capitol Park



## Vision

Capitol Park is envisioned to be the center of a new arts district with galleries and cafés on the ground floors and residential apartments above. It will provide a venue for emerging artists to display or perform their work and a welcome green refuge for residents who live around the park. It will be a pedestrian-friendly district conducive to walking.

## Context

Historically, Capitol Park was the site of the first capitol building for the State of Michigan. At the turn of the last century, it was a gracious triangular park and it was prime real estate, surrounded by some of downtown's most architecturally significant office buildings that still largely exist today. Capitol Park is in a historic district.

Capitol Park was renovated in 2010 and the new design provides shade trees, benches and tables with umbrellas. Today, only one building, a Section 8 housing project for seniors, is actually in use. In 2013, however, construction will begin on three city-owned buildings surrounding the park that will be converted to market-rate residential uses. Two empty lots are also being considered for new development.

From an arts perspective, a building on the corner of Shelby and State Streets is targeted to become the home of the Passenger Project, a joint project of Cranbrook Academy and the College of Creative Studies that will include artists' studios and a student gallery. Other storefronts are being renovated over the next two years to become gallery and food-related businesses. These small retail storefronts (often under 1000 sf) could be ideal for work/sell spaces for artists, artisans and small entrepreneurs.



## Issues

### Access and Linkages:

- » Griswold Street is a major north-south street in downtown, but it is too wide, encouraging high traffic speeds, and there is no sidewalk on the park side of Griswold.
- » Shelby Street, although paved as a pedestrian zone, is still used for traffic and provides access to a parking lot in an empty lot.
- » The park is disconnected from Woodward Avenue and the rest of downtown.

### Comfort and Image:

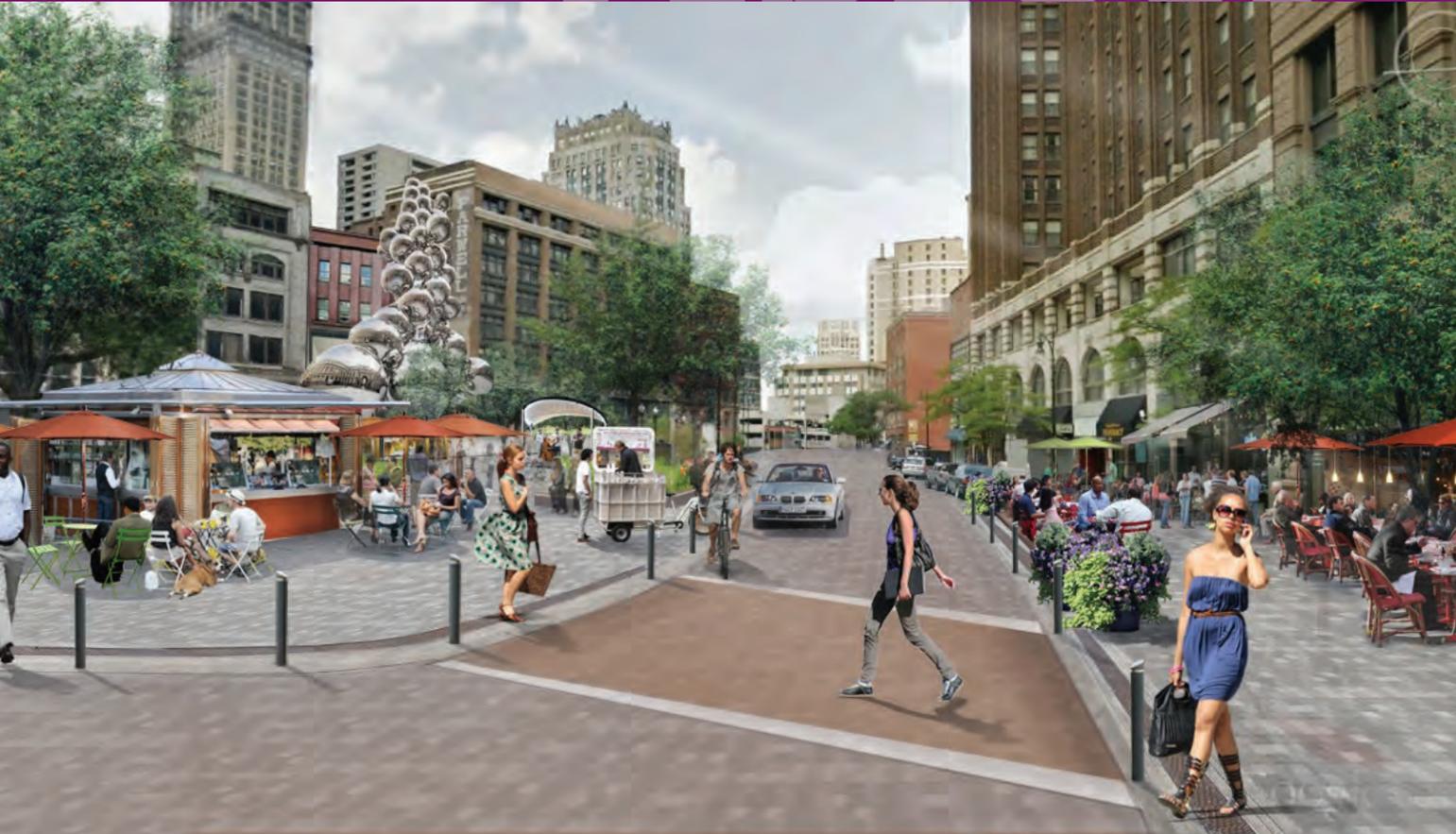
- » The architecture around the park is beautiful, but most of the buildings are empty and the park feels lonely.
- » Benches, chairs and tables are used primarily by the homeless with an occasional senior from the senior residence across the street.

### Activities and Uses:

- » Very little happens in the park except skateboarding.
- » Renovation of the buildings around the park will help activate it on a daily basis once they are renovated.



# Long-Term VISION vision



## Capitol Park



### Opportunities – Long Term

#### Access and Linkages:

- » Reduce the width of Griswold Street and eliminate most on-street parking to allow for a wide sidewalk along Capitol Park and more space for outdoor cafés across from the park.
- » Make Griswold into a “shared” street where cars drive slowly and pedestrians will be safe crossing at any point.
- » Close Shelby Street permanently.
- » Provide a small area for loading and unloading and residential drop-offs on Griswold Street.

#### Activities and Uses:

- » Create a lively, flexible venue for art installations and performances within the park. Include a stepped platform for seating, art displays and performances.
- » Create a green, shady oasis for residents to sit.
- » Allow outdoor cafés along Shelby Street to spill onto the plaza.
- » Provide a permanent food kiosk near the corner with water and utility hook-up.
- » Provide space between the trees for additional food or market tents as needed.
- » Provide utility and sound panels around the flexible area to allow for performances or temporary stages in a variety of places.

# Capitol Park



- 1 Residents' Garden
- 2 Art Installations/Performances
- 3 Seating Area
- 4 Lounge (Outdoor Bar)
- 5 Food Kiosk
- 6 Outdoor Cafés



Long-Term **VISION**



Capitol Park  
 Long-Term **VISION**  
**VISION**



**Comfort and Image:**

- » Provide tables and chairs for outdoor dining in the park.
- » Retain many of the trees and planters around the perimeter of the park and line the planters with comfortable wooden benches.
- » Provide comfortable benches and a water feature in the Residents' Garden.

# Capitol Park Lighter, Quicker, Cheaper VISION

# LQC



- 1 Event and Performance Area
- 2 Food Trucks
- 3 Art Displays
- 4 Art Displays and Seating Area
- 5 Outdoor Dining



## Opportunities – Short Term/LQC

Given that the park will be surrounded by construction in the summer of 2013, the focus of LQC improvements should center on creating an arts environment during special events.

### Access and Linkages:

- » Close Shelby Street for events during the summer.

### Activities and Uses:

- » Commission a major art installation that fills the entire park, or which animates the entire district for July and August. The installation can potentially take advantage of scaffolding that will be in place for the renovation of buildings or be projected on the buildings.
- » Showcase the park during six events, supplied by the “Ultra-Light Mobile Truck,” in July and August 2013.
- » Two Friday Happy Hours with Concerts: food, beer, and local musicians.
- » Two Friday Happy Hours with Movie Screenings: food, beer, and local filmmakers.
- » Two Saturday Gallery Nights co-sponsored by Detroit Galleries: art installations with food, beer, and live entertainment.

## Opportunities – Short Term/LQC

### Comfort and Image:

» Ultra-Light Mobile: put together a LQC Placemaking Kit that can be stored in a dedicated truck and brought to the site a few hours before an event. The kit will be shared with Campus Martius and Grand Circus Park, and it will include:

- ✓ Chairs
- ✓ Tables
- ✓ Umbrellas
- ✓ Beer tent with bar
- ✓ Temporary stage
- ✓ Games for kids and adults
- ✓ Trash receptacles and recycling bins
- ✓ Equipment as required (when it is not rented) such as a sound system, power cables, stage lighting

» Scrims on buildings under construction can be used for artwork, advertising or projections.



## LQC and Additional Programing Summary

### Capitol Park

Programs/July and August 2013	
<i>Includes Advertising, Entertainment, Production Costs, Staging, Printing, Security, Cleaning, Licensing</i>	
	Number
Summer-Long Art Installation	1
Friday Happy Hour/Nighttime Entertainment	
Screen Films by Local Film Makers	2
Music Events	2
Saturday Gallery Nights	2
Co-Sponsored by Galleries	

Repairs and Replacements
Truck (Purchase Used to Support All Parks)

LQC Amenities
<i>Describes Amenities Per Sub-Area, Including Movable Seating, Tables, Stage, Plantings. Amenities will be Transported in New Truck for Each Event.</i>
Sub-Areas
Concert and Movie Venue with Movable Seating
Art Display
Seating Area and Sculpture Garden

Park Operations
Management and Administration (Covered Under Campus Martius Operations)
Cleaning
Maintenance



**OPPORTUNITY  
DETROIT**



## Grand Circus Park



## Vision

Grand Circus Park is at the gateway to the revitalized downtown core and new pedestrian-friendly environment. As it is the beginning of the Woodward Promenade, it should feel pedestrian-friendly and accessible itself. The two halves of the park should feel more like one park, with easy access between them. The park should serve the new residential neighborhood, providing green space and amenities to improve residents' quality of life. At the same time, as a gateway to the Entertainment District, Grand Circus Park could showcase the cultural fare offered by the nearby theaters and sport venues.

## Context

Originally built in 1850, Grand Circus Park is in a historic district that was once a gracious and inviting park, surrounded by many major hotels and office buildings. It was animated with fountains and statues, most of which still exist today. A parking garage was constructed under the park in the 1960s which reduced access and visibility into the park, and removed many of the original pathways. Over its history, streets around the park have been widened to accommodate more traffic as well.

The M-1 Rail will bisect the park when it opens in 2015, and there is debate as to whether the transit stop should be located in the park or not. Currently, there are bus stops in the center of the park, and the Detroit People Mover also serves the park.

Since the construction of Comerica Park for the Detroit Tigers, which faces the northeast corner of the park, the neighborhood around Grand Circus Park has been rapidly changing. The M@dison Building, an award-winning incubator space for high-tech companies, is fully-occupied and provides jobs for young creatives. The 35-story Broderick Tower, an office building that was the second tallest in Michigan when it was completed in 1928, has been converted to residential use and was quickly rented when it opened in 2012, located on the south side of the park. The historic Whitney Building, across the street from the Broderick, is slated for renovation in 2013 and will offer additional apartments, as well as a hotel and restaurant. Other vacant lots on the park are also planned to be developed for residential use.



## Issues

### Access and Linkages:

- » The two halves of Grand Circus Park are cut off by seven-lanes of Woodward Avenue, virtually eliminating connectivity.
- » A three-lane, one-way street with fast-moving traffic surrounds the park, reducing pedestrian access and visibility from across the street.
- » There is no perimeter sidewalk around the park and much of the perimeter is occupied by driveways for the underground garage. The garage's driveways reduce access and visibility into the park in four locations, and its elevators and egress stairs dot the landscape.
- » The People Mover blocks views of buildings on the south side of the park, however, its "track" as it crosses Woodward Avenue provides a natural gateway feature.
- » Diagonal pathways that once provided easy access to the fountains and through the park were eliminated during the garage construction.
- » Views into the park are blocked by hedges and some low-hanging tree limbs.
- » Crosswalks from many of the streets that radiate from the park, such as Broadway, Madison, Michigan and Bagley, are missing.
- » No wayfinding signage exists to direct park users to the many cultural and sports attractions in the area, and no information about the park itself.

### Comfort and Image:

- » Trees provide ample shade in the park and there is an overall sense of lushness, but there is limited vegetation around the perimeter of the park to buffer park users from the traffic. Since both sides of the park slope up from the streets, there is deeper soil for larger shade trees around the fountains.
- » The park is occupied primarily by the homeless, discouraging its use by local residents and office workers. As a result, all seating, except a seat wall around the Edison Fountain, has been removed.
- » The fountains do not work so there is little reason to gather around them. The fountains require significant repairs and yearly maintenance.
- » There are few amenities for the dogwalkers (except bags and waste receptacles) who often use the park.
- » There are no tables for people who would like to bring picnics or take-out food to enjoy in the park.
- » The Opera House presents its blank back wall and service driveway to the park.
- » While the city owns the park and the Detroit Downtown Partnership mows the grass and provides very basic maintenance, there is no real management or programming at this time.

### Activities and Uses:

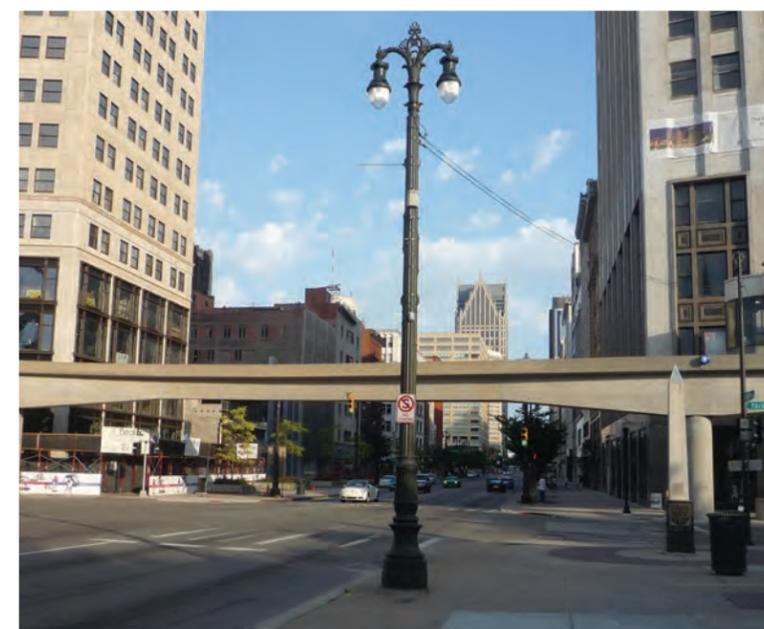
- » The park does not feel welcoming to the residents in the area, and there is little for them to do there.
- » The park is full of sport's fans passing through on game days, but they seldom linger.
- » The YMCA uses the park almost daily in the summer for its programs, and the staff bring their own games and sports equipment as there is little for children to do there.



*Woodward Avenue  
Bisecting the Park [LEFT]*

*The People Mover  
Forms a Natural  
Gateway [Bottom LEFT]*

*The Back of the Detroit  
Opera House and  
a Driveway to the  
Garage [BELOW]*



## Long-Term VISION

# vision



### Grand Circus Park



## Opportunities – Long Term

### Access and Linkages:

- » Reduce Woodward Avenue from seven lanes to four to reduce the distance between the park areas to slow traffic and to enlarge the park space.
- » Reduce the widths of Adams and Park Streets from three lanes to two to allow for a new perimeter sidewalk and improve pedestrian access.
- » Build the M-1 stops in the park so that transit users can enjoy the park's amenities and refreshments.
- » Reopen the diagonal paths to the fountains from the corner of Woodward Avenue and Park Street.
- » Remove hedges to open up sight lines into the park.
- » Provide crosswalks at all intersections or create a "shared" street where pedestrians can cross anywhere due to slow traffic speeds.
- » Provide wayfinding signage and information about events.
- » Make the People Mover "track" as it crosses Woodward a gateway feature with signage and graphics.



# Grand Circus Park



- 1 East Gateway Seating Plaza and M-1 Stop
- 2 Café Area
- 3 Promenade
- 4 Beer Garden
- 5 Children's Play Area

- 6 East Fountain
- 7 Game Area
- 8 Volleyball
- 9 Performance Lawn
- 10 Northeast Entrance Plaza
- 11 West Gateway Seating Area

- 12 Bar/Lounge
- 13 Picnic Area
- 14 West Fountain
- 15 Lounge
- 16 Dog Run
- 17 Neighborhood Games Lawn



## Long-Term VISION



# Grand Circus Park Long-Term VISION

# VISION



## Activities and Uses:

### GRAND CIRCUS PARK WEST

This side of the park would have more activities for residents:

- » Provide a dog run in Grand Circus Park West. Engage local residents in organizing and managing it.
- » Rebuild the elevator building to add a small café facing Woodward (maintaining the elevator at the rear) and provide outdoor seating.
- » Provide games, barbecues, and outdoor picnic area for residents.
- » Create a lawn area for outdoor fitness, yoga, aerobics, etc.

## Activities and Uses:

### GRAND CIRCUS PARK EAST

This side of the park would be more intensively used:

- » Rebuild the elevator building into an indoor/outdoor restaurant (with elevator maintained at the rear.)
- » Create a plaza at the corner with outdoor seating, small games and a climbable sculpture.
- » Create a beer garden area, near the fountain.
- » Add a children's play area adjacent to the café, where parents can easily sit at tables enjoying a coffee or drink and watch their children at the same time.

- » Create several game areas: a sand volleyball court at the north end and shuffle board and giant chess set where the Great Bell stands now.
- » Provide a temporary stage for performances on the enlarged lawn facing Woodward Avenue.
- » Expand programming, engaging the YMCA in family activities, assigning DEDA to showcase cultural programs, and creating a regular theater festival.

## Comfort and Image:

- » Restore and maintain the Edison and Alger Fountains
- » Maintain the sense of green lushness of the park, but prune trees and rethink lower level landscaping to open up visibility in the park. Plant beautiful gardens in the park with colorful flowers and plantings.
- » Expand seating and amenities:
  - » Provide lounge chairs around the fountain and on the lawn
  - » Add benches along Woodward Avenue, in the dog run and along the paths leading through the park
  - » Provide tables, chairs and umbrellas and other amenities in the park
- » Create a permeable surface on the southwest corner of the east side of the park to allow for a café, programming, and other activities.

# Grand Circus Park Lighter, Quicker, Cheaper VISION

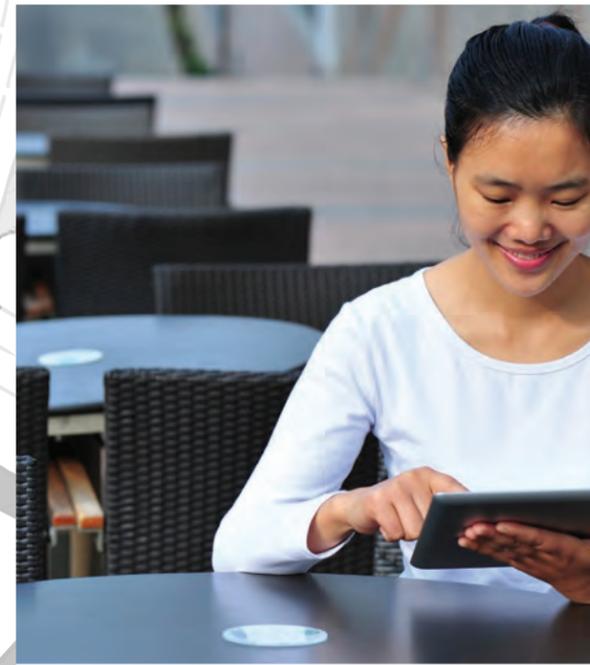


- 1 East Gateway Seating Area
- 2 East Fountain
- 3 Children's Play Area
- 4 Sand Volleyball
- 5 Performance Lawn
- 6 West Fountain
- 7 West Neighborhood Lounge and Fitness Area
- 8 Dog Run
- 9 Sidewalk Dining
- 10 Close Woodward for Events

## Opportunities – Short Term/LQC

### Access and Linkages:

- » Close Woodward Avenue for a weekend during the summer to stage a Theater Festival, test out the traffic issues and link the park areas together.
- » Close the outer lane of Park and Adams Streets once during the summer for a Walkathon, to test the traffic issues and encourage walking around the park.
- » Provide temporary wayfinding signage and event information.





## Opportunities – Short Term/LQC

### Activities and Uses:

#### GRAND CIRCUS PARK WEST

- » Build the dog run to open this summer (2013.) Engage the local residents in organizing and managing it.

#### GRAND CIRCUS PARK EAST

- » Create a Corner Plaza. Create a seating area to open up the corner at Woodward Avenue and Park Street with tables, chairs and umbrellas for outdoor dining on a daily basis. Food could be provided by local restaurants either directly in the park or from across the street.
- » Add Games, including Sand Volleyball at the north end of the park and smaller games at the new plaza.
- » Expand Saturday programming:

- » Work with DEDA to showcase local talent in the new plaza. Food will be provided at the events by food trucks and vending tents. Additional amenities provided by the Ultra-Light Mobile Truck.
- » Work with the YMCA to sponsor family events in the park in the afternoon with games and temporary play equipment, in addition to their regular use of the park during the week.

### Comfort and Image:

#### GRAND CIRCUS PARK WEST

- » Repair the Edison Fountain.
- » Provide lounge chairs and bean bag chairs around the fountain and on the lawn.
- » Provide games for residents (croquet, badminton, etc.)

#### GRAND CIRCUS PARK EAST

- » Repair the Alger Fountain.
- » Provide tables, chairs and umbrellas around the fountain (remove some of the plantings to create more space.)
- » Remove the lawn at the corner to create a gravel plaza area and provide tables, chairs and umbrellas.
- » Provide temporary play equipment that can be stored on site to be used by the YMCA for their programs on Saturdays.
- » Ultra-Light Mobile Truck (see Capitol Park) will provide additional amenities and theatrical equipment as required for performances.

# LQC and Additional Programing Summary

## Grand Circus Park

Programs/June to August 2013	
<i>Includes Advertising, Entertainment, Production Costs, Staging, Printing, Security, Cleaning</i>	
	Number
Woodward Theater Festival (Close Woodward Avenue)	1
Small Music/Theater Saturday Performances (w/DEDA)	6
Day-to-Day Management: Movable Seating, Games in Three Areas	14
Saturday Family Programs (Kids' Activities w/YMCA)	1
Dog Event (Residents)	TBD
Fitness Classes (YMCA)	TBD

Repairs and Replacements	
Remove Shrubs Around Fountains and Trim Trees	
Fountain Repair	
Alger	
Edison	
Irrigation*	
Electrical System Upgrade*	
Pedestrian and Street Lighting Upgrade*	
Add Outlets to Light Poles	
Truck (Purchase to Support All Parks)	

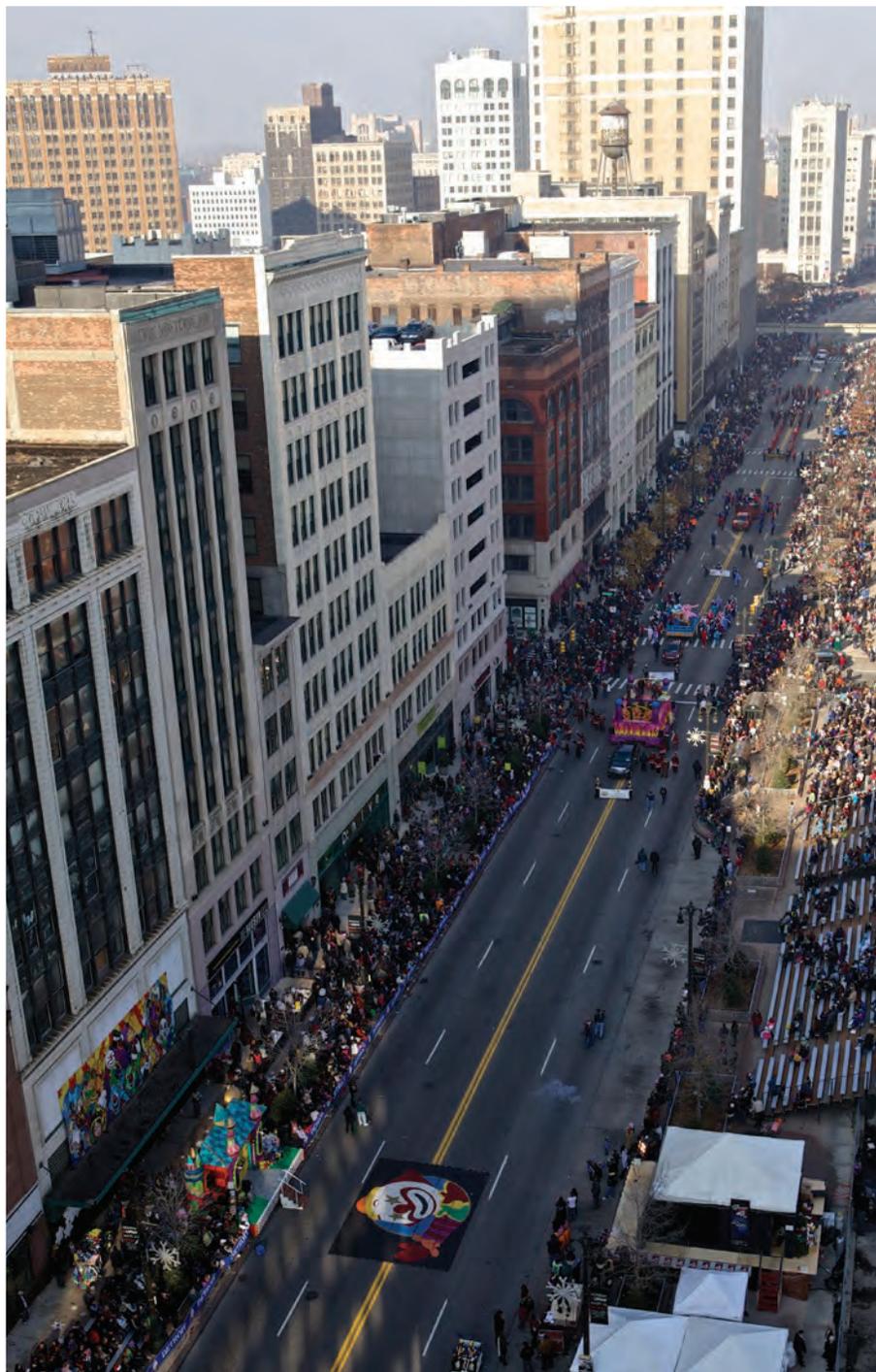
5

## LQC Amenities

*Describes Amenities Per Sub-Area, Including Movable Seating, Tables, Umbrellas, Games, Stage, Plantings. Some Amenities Will Be Transported In New Truck When Needed For A Program.*

Sub-Areas
East Gateway Seating Area
East Fountain
Sand Volleyball
Performance Lawn (Cost for Temporary Amenities Covered in Capitol Park)
West Fountain
West Neighborhood Lawn and Lounge
Dog Run
Signage and Trash Receptacles

Park Operations
Cleaning
Security
Maintenance



# OPPORTUNITY DETROIT

# Action Plan



Action Plan Schedule

	2013				2014				2015			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Campus Martius 2.0 Sidewalk Activation		█	█	█	█	█						
CBD Lobby Activation (Art)		█	█	█	█	█	█	█	█	█	█	█
M-1 Construction Coordination	█											
Communicate Placemaking Vision for Downtown Detroit	█											
City of Detroit, Downtown Detroit Partnership, and Rock Ventures 2013 Programing Coordination	█											
2013 Lighter, Quicker, Cheaper Fundraising Three Public Spaces	█											
2013 Lighter, Quicker, Cheaper Activation Three Public Spaces		█	█	█								
2013 Three Public Spaces – Maintenance and Programing Structure Defined and Implemented	█											
Traffic Study for Road Diets & Closures	█	█	█	█								
Woodward Avenue Esplanade Study			█	█								
<b>Long Term – Three Public Spaces</b>	█	█	█	█	█	█	█	█	█	█	█	█
Three Public Spaces – LT Maintenance and Programing Structure Defined and Implemented			█	█								
BIZ Structure Designed and Approved	█	█	█	█								
Non-BIZ Funding Sources Defined and Approved		█	█	█								
Capital Improvement Installations					█	█	█	█				
Final Design Implementation									█	█	█	█
Annual Programing Defined and Implemented					█	█	█	█	█	█	█	█
Implement Road Diets – Three Public Spaces					█	█	█	█	█	█	█	█
Jefferson Avenue Crossing Improvements					█	█	█	█				
Woodward Avenue Esplanade Implementation					█	█	█	█	█	█	█	█

OPPORTUNITY  
**MADE IN  
DETROIT**

**Quicken Loans**  
Engineered to Amaze

CHASE TOWER

**Contact:**

**Deb Dansby** | Vice President, Rock Ventures LLC

1074 Woodward Avenue  
Detroit, Michigan 48226-1906  
(313) 373-3705 office  
debdansby@rockventures.com

**OPPORTUNITY  
DETROIT**

**OpportunityDetroit.com**