

Campus Martius

Detroit, Michigan
USA

921,000 city population

Project significance

Campus Martius Park's central location provides the critical foundation from which re-vitalization of downtown Detroit has spread to other city activity areas. It has served as the impetus to bring citizens and visitors back to the downtown.

Site area

1.6 acres (.65 hectares)

Previous use

parking lot

Project period

2003-2004
conceptual planning since 1999

Project costs

\$20 million

Funding sources

\$8,000,000 – Compuware and
Ford Motors
\$8,000,000 – Detroit 300
\$4,000,000 – City of Detroit

Current operator

City of Detroit
Detroit 300 Conservancy



MARKET
SQUARE
STRATFORD

publication of the:
Market Square
Project Team
Stratford, Ontario



Project Drivers

- reverse significant population loss experienced in the 90s by increasing economic development and attracting new residents
- pedestrian space required to balance out Detroit's heavily vehicular downtown
- critical component of Detroit's *Downtown Revitalization Plan*

Benefits and Economic Impact

- increased activity in the downtown—Campus Martius attracts approximately 1 million people per year
- increased safety (not one of the 1,500 chairs has been stolen since project completion)
- \$454 million in new buildings and investment since project completion (several multi-million dollar projects currently under construction)
- diversity of surrounding uses has resulted in an increase of people living downtown (300 new condos and apartments have been created in the square impact area)

Current Programming and Activities

- major festivals (*International Jazz Festival, Motown Winter Blast, Detroit Festival of Speed and Style*)
- community events (theatre, concerts, children's book reading)
- focus on physical activities (e.g. petanque and bocce ball tournaments, exercise classes, recreational skating)
- major press events held in the square

Reasons for Success

- conceived and developed as part of a larger district of new public amenities; ties into broader downtown revitalization plan
- professionally-led community visioning sessions
- skating rink—brings people to the downtown in the winter
- flexible design—movable furniture and equipment ensure the space accommodates a broad range of uses (e.g. from sports activities to business meetings)