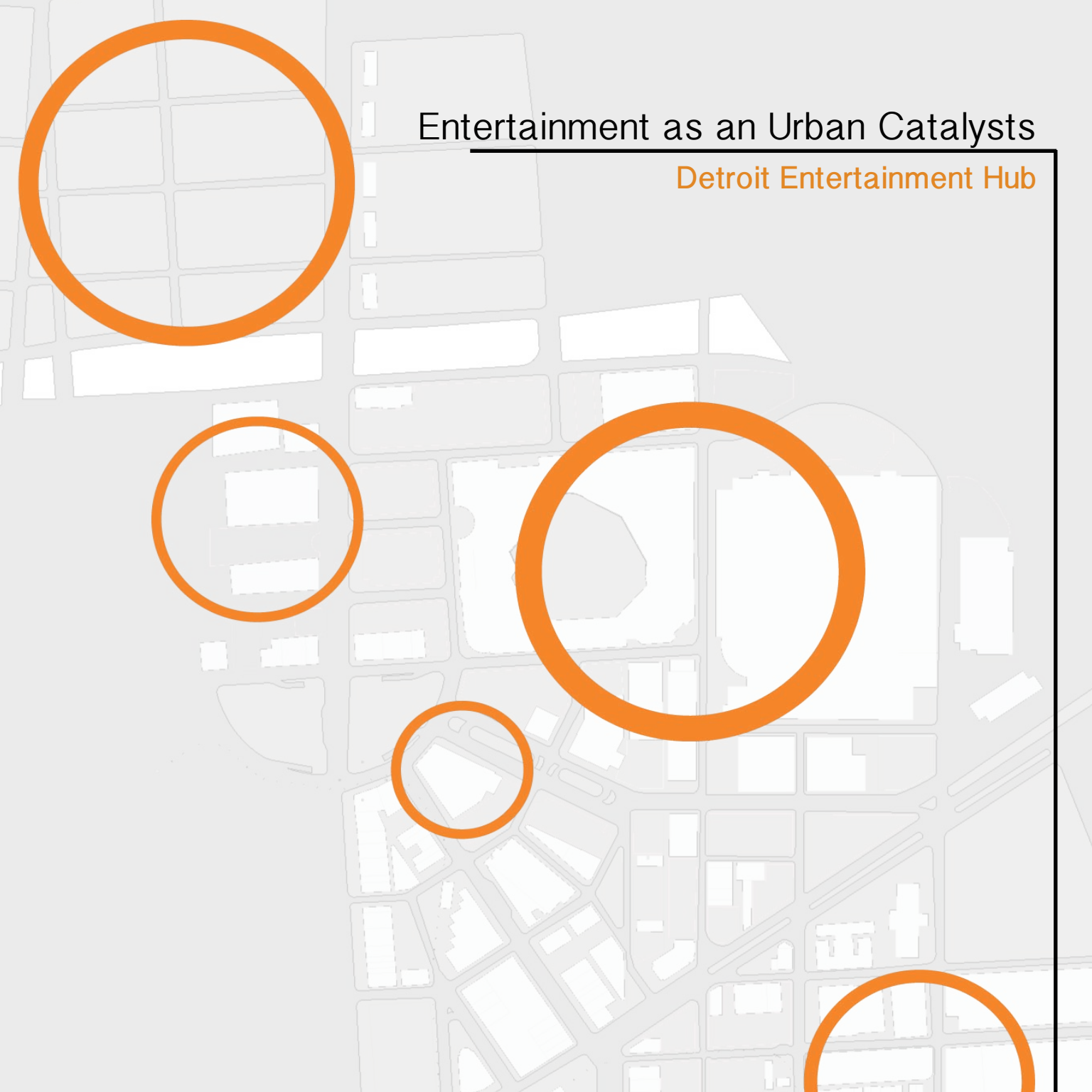


Entertainment as an Urban Catalysts

Detroit Entertainment Hub



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Contents

- Thesis Abstract.....2**
- Thesis Paper.....3**
- History of Entertainment.....5**
 - History of Entertainment Venues
 - Entertainment Throughout Time
- Entertainment Districts.....13**
 - Identity in Entertainment Districts
 - Entertainment District Environment
 - Time Usage
 - Using Entertainment Districts
 - Economics
- Precedent Exploration + Analysis.....31**
 - Downtown Dearborn
 - L.A Live
 - Columbus Arena District
 - Denver LoDo District
 - Xfinity Live!
- Site Selection**
 - Entertainment Hub
 - Usage Map
 - Link Explorations
 - Broadway St. Study
- Madison Entertainment Hub.....53**
 - Site Location
 - Urban Design Study
 - Traffic Study
 - Schemtatic Design
 - Final Outcome
 - Movement
 - Identity
 - Economy
 - Time Usage
- Catalyst for the Future.....89**
- Summary.....91**

Entertainment has existed since the evolution of man. This is no coincidence that as humans advanced and cities started to grow, entertainment grew at the same rate. Humans are programmed to have fun and enjoy entertainment. And it has really grown from simple cave paintings, to ways for a ruler to please his people, leading all the way to large entertainment districts that can generate billions of dollars and also help define a city. Entertainment in the urban setting has always been the driving force behind my thesis topic. I believe this was chosen because of my personal likings and undergraduate interest. I've always enjoyed going to large spectator events, or being around areas where social activity is high. My four years of undergraduate schooling started to get me interested into hospitality and entertainment architecture. The combination of these both made a topic of entertainment a reasonable choice, for it was a way for me to expand my knowledge on something that interested me. More importantly, I could take the general knowledge I started to learn and explore deeper in how entertainment has an effect on a city, its economy, and people. In end that could also be used towards my future career aspirations.

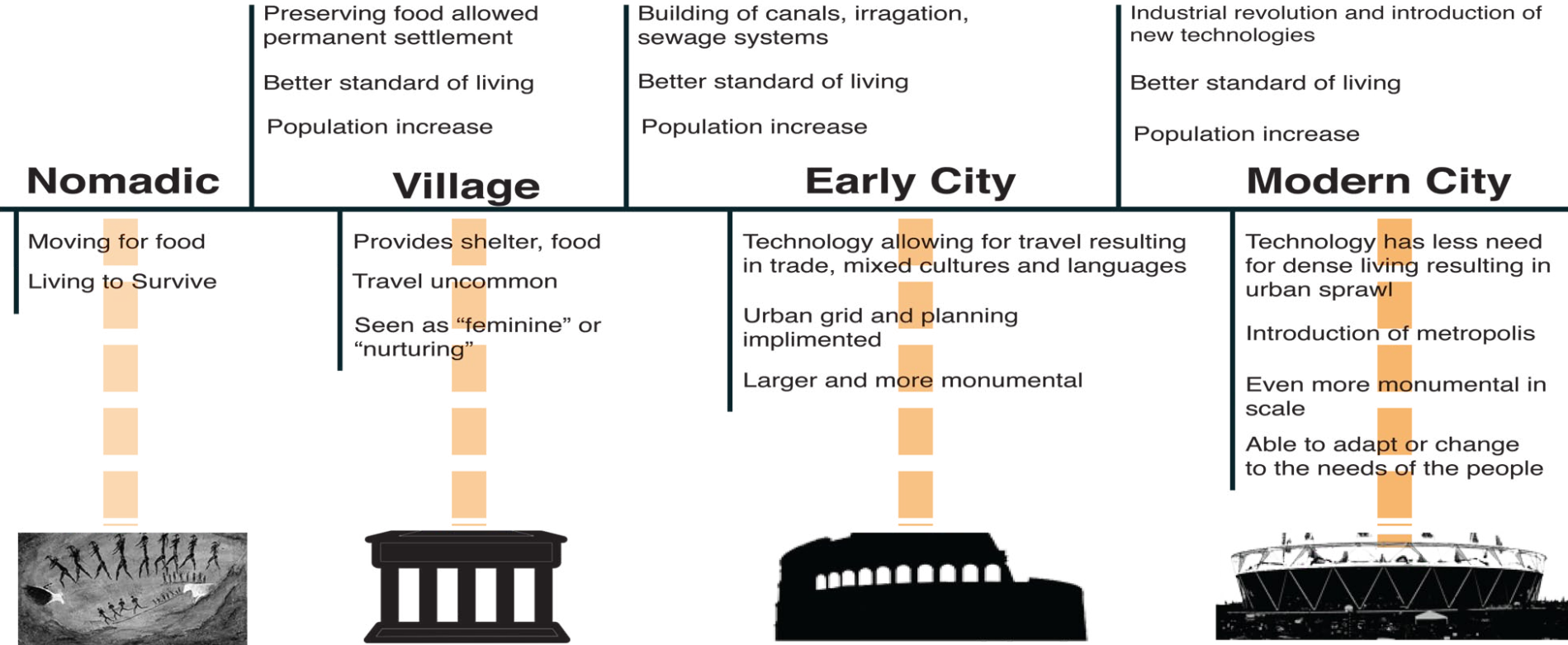
Thesis Paper

This thesis looks at the opportunity entertainment holds in the urban setting. What makes entertainment such an important factor to human life since we have become civilized? Not only does it have an emotional effect, but many physical aspects that have the power to alter a city's identity. I set out to explore if entertainment could be a driving force for areas that are in need of revitalization. It was important to start the foundation of this thesis on the history of entertainment and its relationship with humans and cities through time. The word entertainment is a broad term that can have many meanings. Because of this an exploration of precedents of multiple types ranging in size and location, has helped to define the proper direction to take. My end result was designing an entertainment hub in Downtown Detroit. This unique program gets its ideas from the large amounts of various research that has surfaced throughout this journey. I then set to pull out what would be the most beneficial for my site in attempt to create a place that would be full of life at all times of the day, help the city economically, promote movement throughout the different areas of the city, and serve as a catalyst to growth in the city.



History of Entertainment

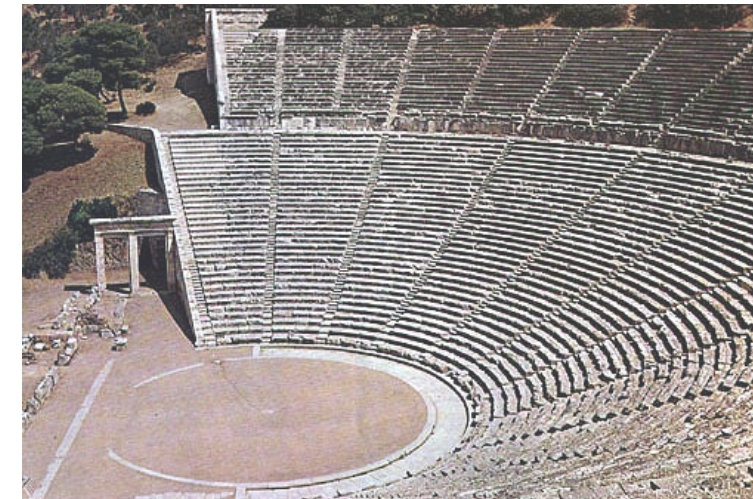
The very reason for entertainment to be integrated into the city since its existence is due to the programming of the human being. Humans are designed to have fun, we are social creatures who enjoy being in the company of others. This idea has gone hand in hand with human civilization throughout time. Before cities or any permanent civilization for that matter, entertainment was uncommon with something so simple as cave drawings hinting at the first signs of it. It was much more important to focus on staying alive. As humans started to advance and civilize the standard of living increased and with that increased entertainment. The creation of the city proved to be the ideal spot for entertainment, with large crowds already in the area, entertainment was soon to follow. It's ability to please crowds was recognized by rulers and used for political strategy. Today with all the technology and advancement entertainment is not only used for pleasure, but is a multi billion dollar industry, creating thousands of jobs, helping the surrounding economy, and establishing identity in an area.



History of Entertainment Venues

When becoming familiar with entertainment venues and their effects throughout history, I discovered that entertainment's role had changed during different time periods. For example, stadiums and theaters are evident in early Greek and Roman civilization dating back to VIII Century BC. They held a wide variety of events that were popular to the people of these city states with some venues holding up to 45,000 people. Moving into the IV century AD a major change in entertainment took place. Christian rule banned much of these entertainment events that were so popular. Most of the materials that made up these theaters and stadiums were used and taken to build new buildings like churches and cathedrals. Events started to appear again moving into the Renaissance. Many of these took place in squares or other public settings. The Palio that takes place in the Piazza del Campo is an example of this movement. As entertainment started to become popular again and events became more coordinated, venues started to reappear. The designers took the same approach looking back in history using Greek and Roman structures as precedents modifying them to current situations. The stadium continued to form and change moving into the present. Technological effects came into play when events could be broadcasted over radios and eventually television, which gave people the opportunity to experience entertainment without having to go to an event. This effected venues yet again by causing them to introduce amenities like souvenir and food stands, bathrooms, and better seating to help combat the desirability to stay at home. More thought was also taken upon safety in the large scale venues with codes being implemented to help ensure no disasters with the large crowds brought in. Today factors like mixed use, advertising, parking and many others play a role that continue to shape the future of entertainment venues.

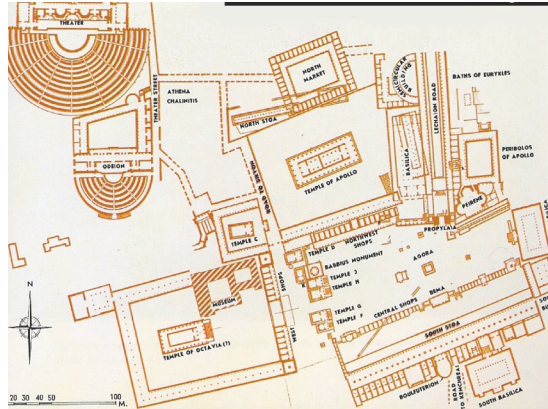
These are just some of the examples looked at to get an idea of how looking in the past and studying how the entertainment venues have shaped throughout time can help understand why they are the way they are now. With this moving into the future I can start to implement design based off knowledge gained of the past.



Entertainment Throughout Time

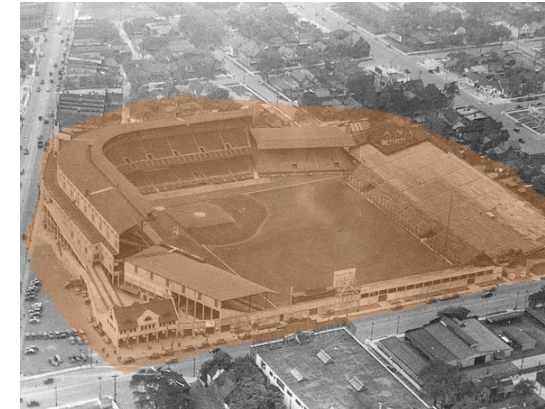
Ancient Civilizaion

Early civilizations seen the importance of entertainment and would commonly place them around one another. In Greek Agoras, markets and temples were around one another. In Rome the coliseum, forum, and circus Maximus were located together showing first signs of what can be seen to be the very first entertainment districts.



City Stadiums

The location in which entertainment districts or venues are placed within the city has moved as trends in venue design have changed overtime. When looking at a variety of different precedents, you can see the change is similar to the pattern of other building programs. Stadiums, marketplaces, and plazas were commonly placed in the heart of the city. This idea still existed in many cases through the 20th century. Wrigley Field in Chicago, and old Tiger Stadium in Detroit were in the city and were part of a neighborhoods identity.



Suburban Stadiums

Just like urban sprawl hit housing and businesses because of cheaper land and the automobile, stadiums commonly did the same. The Detroit Pistons moved out of the city into the Palace of Auburn Hills, and the Detroit Lions into the Silverdome in Pontiac. These were simply arenas that had parking around the perimeter.



Entertainment Districts

It was realized later that the event could be more beneficial to the spectator and owner to have it back in the city in the form of an entertainment district. The first city stadiums were actually the first hints of naturally occurring entertainment districts, allowing for multiple activities and having an impact on the city's identity. Designers realized this and moved back into cities to not only develop a venue for entertainment, but the surrounding area as well. When developing the arenas in Los Angeles, it was not just the arenas that were built, but the surrounding bars, restaurants, and other entertainment.



Small Scale Entertainment

When thinking about entertainment districts, commonly what comes to mind is stadiums, theaters, and other large venues. These commonly overshadow smaller programs that can help make an area successful. Venues like bars and restaurants have also made areas like Denver's LoDo District a popular destination for residents and tourists. So much so that the sports arenas were introduced to the area after the smaller venues due to the area's success. To bring in free entertainment such as plazas and park benches along pathways can be just as successful. Even though they may not produce a large income but they still play an important role. By developing areas such as plazas promote socializing and have the power to be flexible with activities during different times of the day.



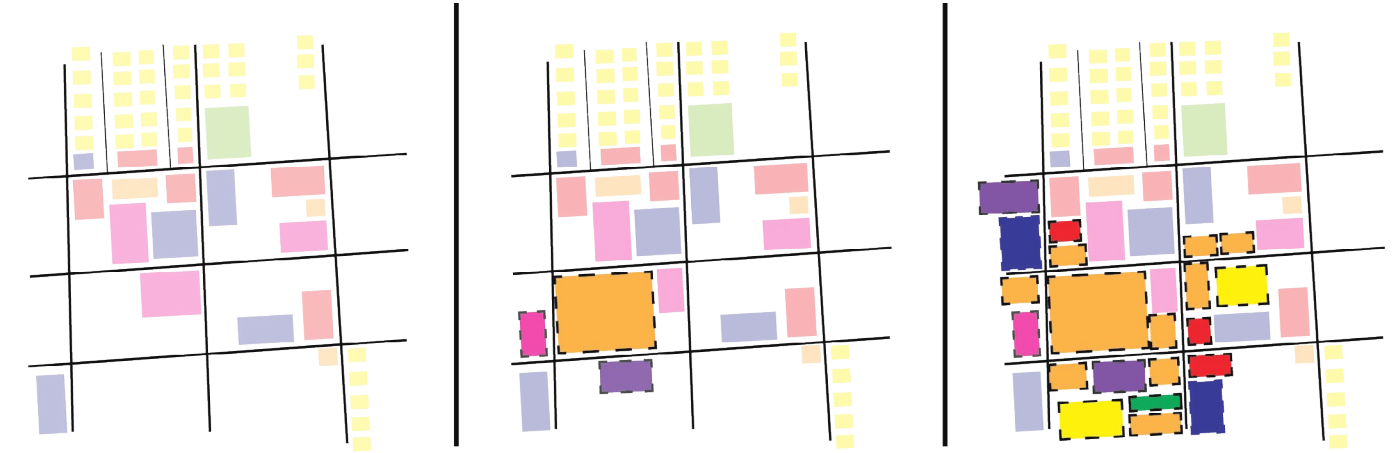
Entertainment Districts

The term entertainment can go in a number of different directions. This is because entertainment is such a broad term. It can range from a sporting event all the way down to a park bench. Due to the wide variety of entertainment districts, arenas, and venues it was crucial to get an idea of precedents in Detroit as well as other cities. While exploring various different types of venues that dealt with entertainment I sorted my findings into categories that were appropriate. The first findings had to deal with entertainment districts. These are so common in large cities and have the ability to produce large amounts of tax revenue helping the economy and also bringing in large crowds of people. I wanted to look and see what commonly made up an entertainment district and how they operated. They were commonly anchored by a large sports stadium or arena. Surrounding these facilities were a number of secondary forms of entertainment like theaters, bars, restaurants, clubs. Some consist of a plaza that can act as a form of entertainment itself. Also commonly found in these districts are hotels, retail, and residential. My research did not only find positive things, but many of these districts can be vacant during a majority of the time. Some could have no relation to the surrounding areas or no identity. Some entertainment districts could be made up of a single ownership which can control what tenants to put in. An article that was helpful was “The Pitfalls of Entertainment Districts” by Nathaniel M. Hood. The article's overall purpose was to persuade why entertainment districts did not work. I disagree for the most part with his article because although the failures addressed in the article are true in some cases, it cannot be applied to all. Furthermore, what is considered a failure to one person could be seen as a success to others.



For example these large entertainment districts that maybe seen empty most of the time may seem to be a failure from a citizens point of view, but the owner of the district may still produce a profit in the few days a week it is in operation which could be seen as a success for them. However, the part of the article that was found most applicable to my research was the categorizing of entertainment districts into two categories and identifying the traits that make them unsuccessful. The terms “Overnight” and “Naturally Occurring” is what Nathaniel Hood came up with when identifying different districts. A couple different factors help to differentiate between the two. The main one relates to their names, In overnight districts all the venues that are composed in that area are designed and built as one. The naturally occurring district however naturally happen over time. Overnight districts generally have one owner which allowed control over what tenant would occupy areas. The main goal is not to provide a form of entertainment, but the first objective is to create a profit. Overnight districts usually lack identity and rarely have any relation to the city in which they are built. Naturally occurring does not have one owner, the natural formation of these places usually takes place when other owners see the opportunity to open up some form of venue around a successful anchor such as an arena. This usually helps to establish having some identity to the area with local owners and a natural variety of venues.

Naturally Occuring Diagram



Overnight Diagram



Wrigleyville | Chicago, IL

Built in 1914, Wrigley Field help create Chicago's Wrigleyville. Home of the Chicago Cubs, Wrigley Fields presence has sparked a wide variety of bars and restaurants to form around the stadium. These are popular especially before and after baseball games. Retail ,especially sports apparel is found around for fans to purchase memorabilia. With the transformation of this area to a popular tourist attraction and people visiting out of town to come to the stadium, hotels have also become part of the district. The historic homes of the area offer a distinct identity to Wrigleyville and are popular especially among young professionals. The unique entertainment district that Wrigley Field has developed overtime is a popular destination from which it's Identity makes it one of Chicagos most popular areas.



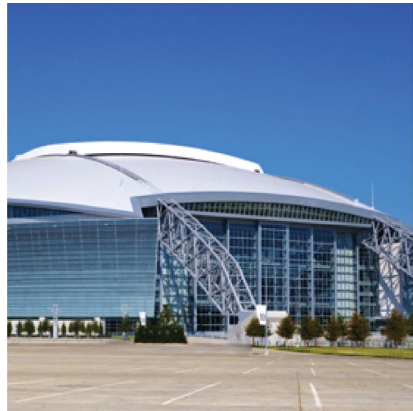
Victory Park | Dallas, TX

Victory Park is a 3 billion dollar entertainment district designed northwest of Dallas. Ross Perot Jr. envisioned Victory Park as an "urban lifestyle destination". The site offers similar features to that of Wrigleyville. American Airlines Center (home to NBA's Mavericks and NHL's Stars) anchors the site; while bars restaurants, retail, residential, and hotels are designed around. The mega project was designed and built on cheap land, lacking a strong connection to the city.



Identity in Entertainment Districts

Large scale venues have the ability to create identity, relating the venue to a city or location. My re-search has taught me that Identity can be made up in a number of ways that can help contribute to the success of the area. The large stadiums that dominate an area down to the material or detailing of buildings can create identity to an area. The way in which an area is deigned to host certain events will also help indicate identity. The idea of having identity became crucial to my project. Ex-amples that I found to have a good connection with their surroundings seemed to be much more successful over-all. Due to the importance of identity to areas that are driven by entertainment, designers should always keep in mind the effect their design has on the cities people and image.



Camden Yards | Baltimore, MD

Camden Yards in Baltimore is home to the Major League Baseball team the Baltimore Orioles. The newly build stadium was carefully designed to bring new modern amenities into an existing setting. Located in an old rail yard, they simply did not demolish everything and build new, instead it was a hybrid between the two. An old warehouse makes up part of the stadium and was converted into offices. To help combat the area being deserted when no games are being played, part of the stadium is also opened up to the public so the restaurants, cafes, and souvenir stores that are located in the stadium can stay open. This stadium was a trend setter to get stadiums to move back into the city and to help establish a sense of identity with the surrounding. Commonly before this it was popular to purchase land in the suburban areas where land was cheaper and more open. Owners could then build a stadium with little thought on aesthetics and bring in as many people as possible. It was then surrounded by a sea of parking lots, and when not in use all this land was simply abandoned. To me this lacks the true experience of going to a live event. From this, I will make sure my project will look to give the spectator the best possible experience when going to an event. It will look to expand the experience from just the event itself to a possibility of events before and after as well.



Entertainment District Environment

When dealing with entertainment which is a want not a need, a place that is undesirable will not be used. This process was explained in the book *Life Between Buildings: Using Public Space* by Jan Gehl who is an urban design professor at the School of Architecture in Copenhagen. He breaks down the importance of the surrounding buildings and activities and how they play a crucial role in bringing people together. Places where you want people to gather and socialize should have buildings that promote the same objective. It should also be clean and welcoming, for a vacant run down area is undesirable and will be avoided if possible. A pathway that is lined with banks, offices, and other private buildings will not be as thriving with people as areas with entertainment venues. Making areas more walkable is also an important aspect of brining people together. Suburbs kill the promotion of social activity in public places because of the reliance of cars due to the distance. In closing, he also talks about how something like a square or plaza was the starting point for a social activity and from there venues started to form around.

Quality of the Physical Environment		
	Poor	Good
Necessary Activities	●	●
Optional Activities	●	●●●
“Resultant” Activities (Social Activities)	●	●●●

jan Gehl - *Life Between Buildings: Using Public Space*

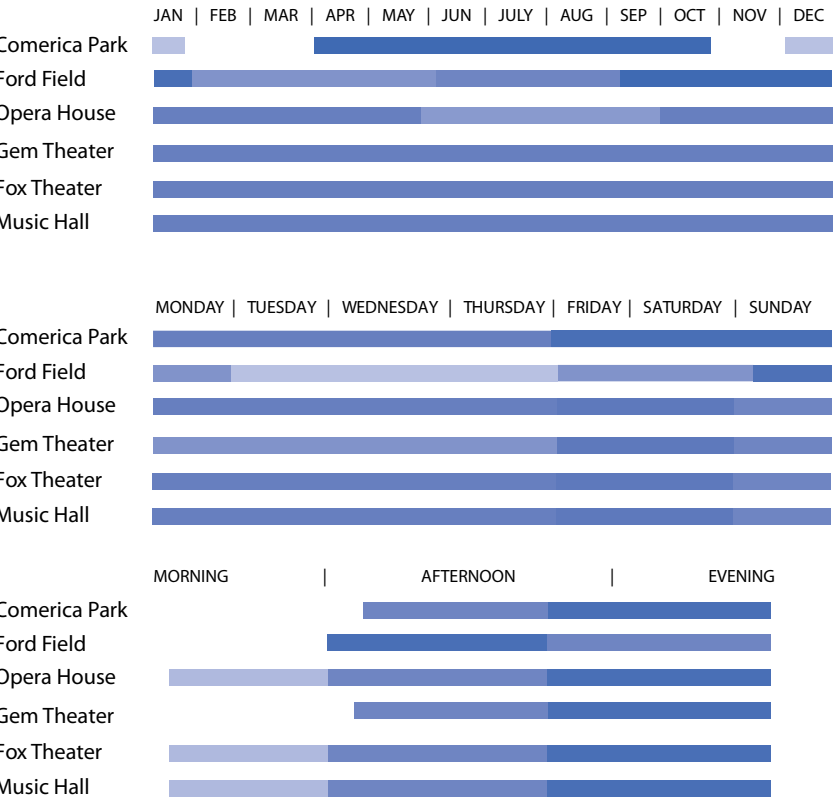


These two alleys in Detroit show the different between a poor and good environment and the image it gives off.

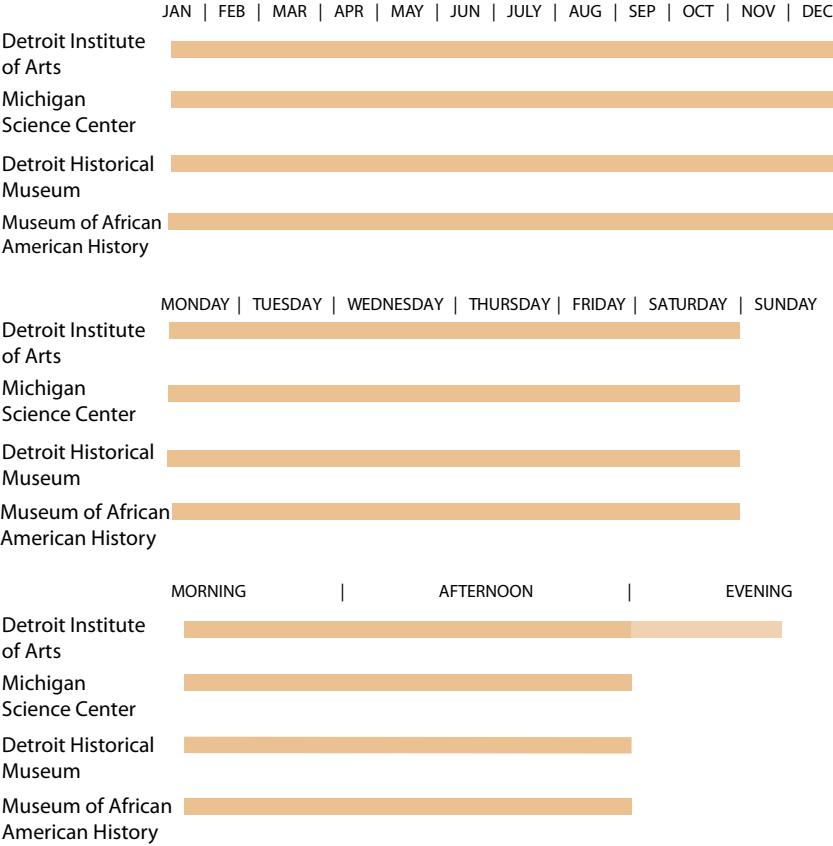
Time Usage

When entertainment districts are hosting events and activity is high, they can create a magical place to experience. The roar of crowds cheering on their favorite team, live music, bars and restaurants full of people enjoying one another company are some of the actions one might see during these times. As good as this might be for an area, one should also consider the way in which entertainment districts might look when activity is low.

Stadium District

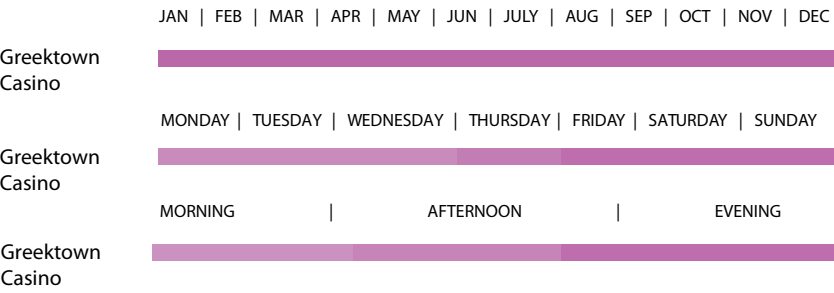


Museum District

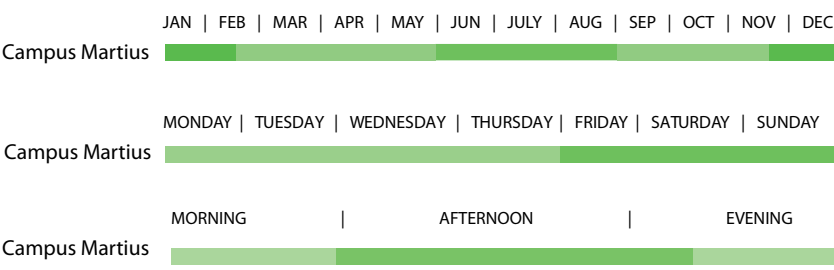


This came to my attention while becoming more familiar with these types of areas. To better understand this I looked into various types of entertainment that could be found in these areas. By documenting their usage levels on a hourly, daily, and monthly level to become familiar with different venues activity, one could then determine what type of entertainment the area might use to get the most effective use out of the day.

Greektown

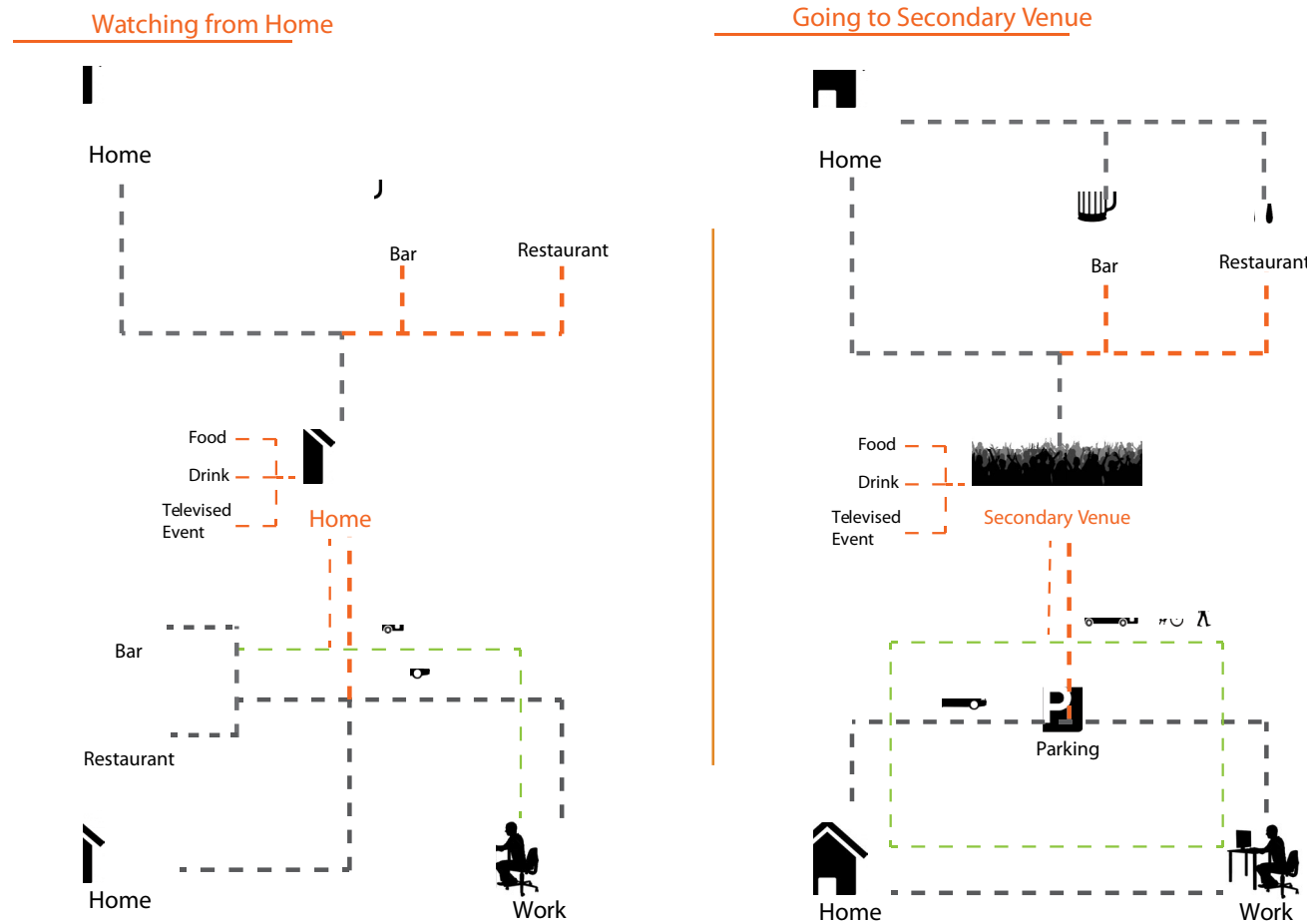


Campus Martius

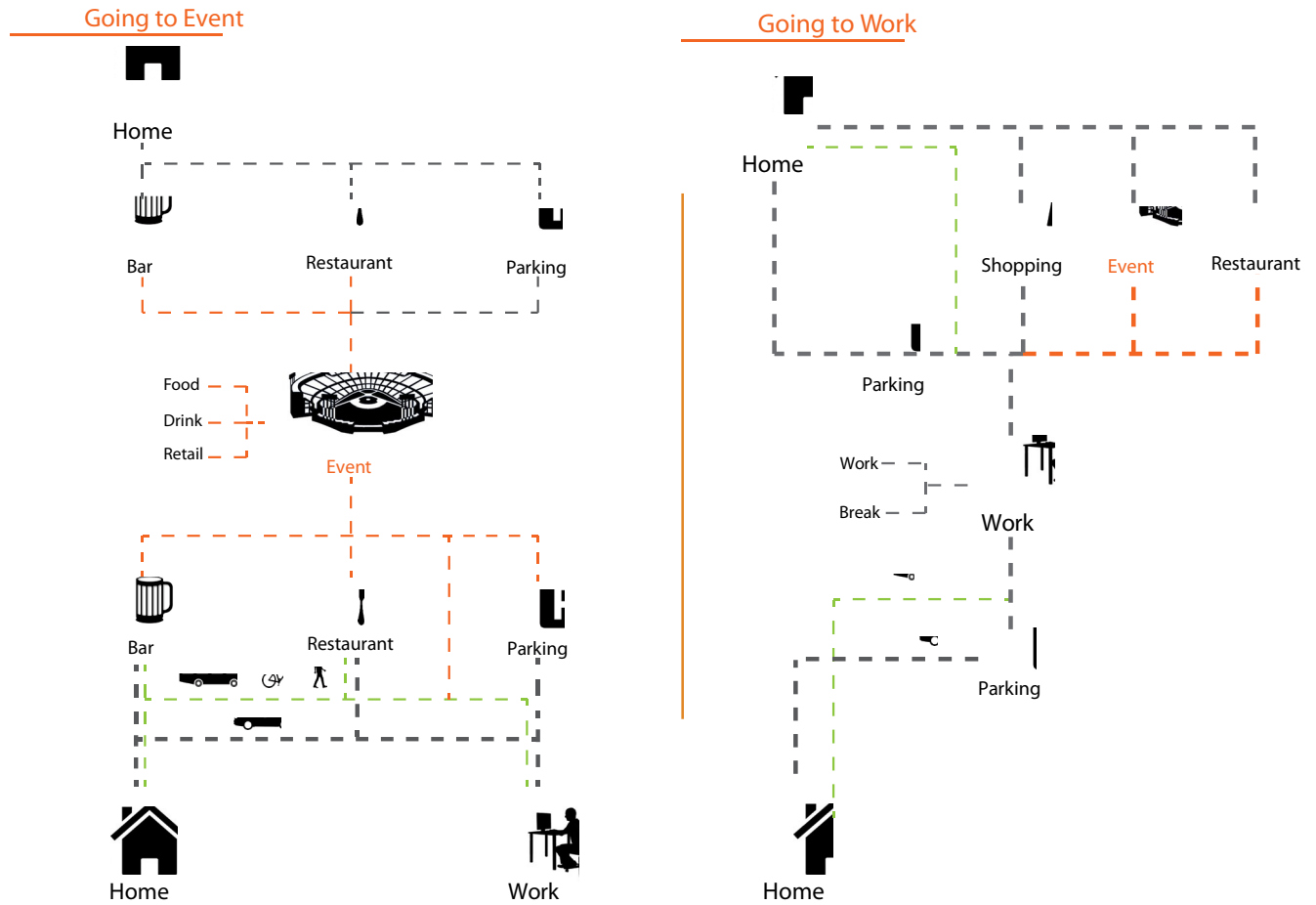


Using Entertainment Districts

The way in which someone experiences an entertainment district is part of the reason for their existence. For some its not just the event they are going to that is the entertainment, but the experience happens from the moment one sets out to the area. Some may simple choose to park or arrive and go strictly to the event, while others may meet people, go out to eat, or other activities before or after an event.

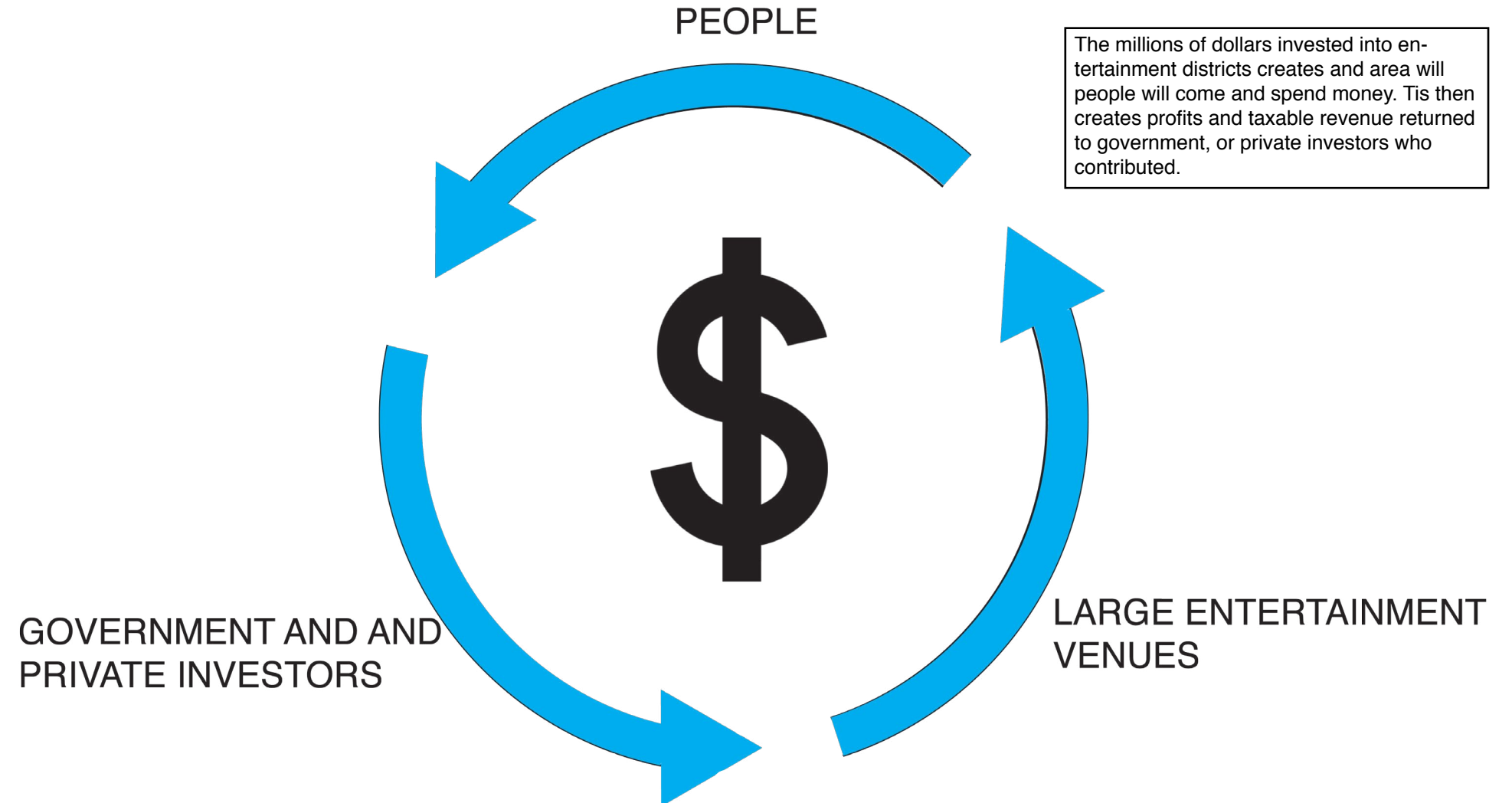


Entertainment districts can offer a large variety of different activities for different people to use. Having a design intent that takes into account just one activity will limit the usage and activities that take place. Understanding how people experience these areas for various reasons can help a designer create the best possible experience for spectators occupying the area.



Economics in Entertainment

Economics in entertainment districts has been important dating back to civilization. Roman leaders would use tax money to construct grand arenas for the crowds. The choice to spend money for entertainment was chosen because of its effect on the people of the city. The pleasure that came from the spectacle that the citizens witness helped to keep them happy and pleased, in result insuring order for a leader. Today money continues to be a governing factor. Governments still spend millions of tax money to have entertainment dominated areas developed. Even if only used a few times a week, they have the ability to generate billions of dollars that can be profited and taxed making them ideal places for governments, developers, and businessmen. The role economics plays in entertainment districts is another reason why they have formed. Understanding the amount of people that large venues bring in, along with the fact that some will experience smaller scale venues before or after naturally attracted the gathering of these making entertainment districts as we know it today.





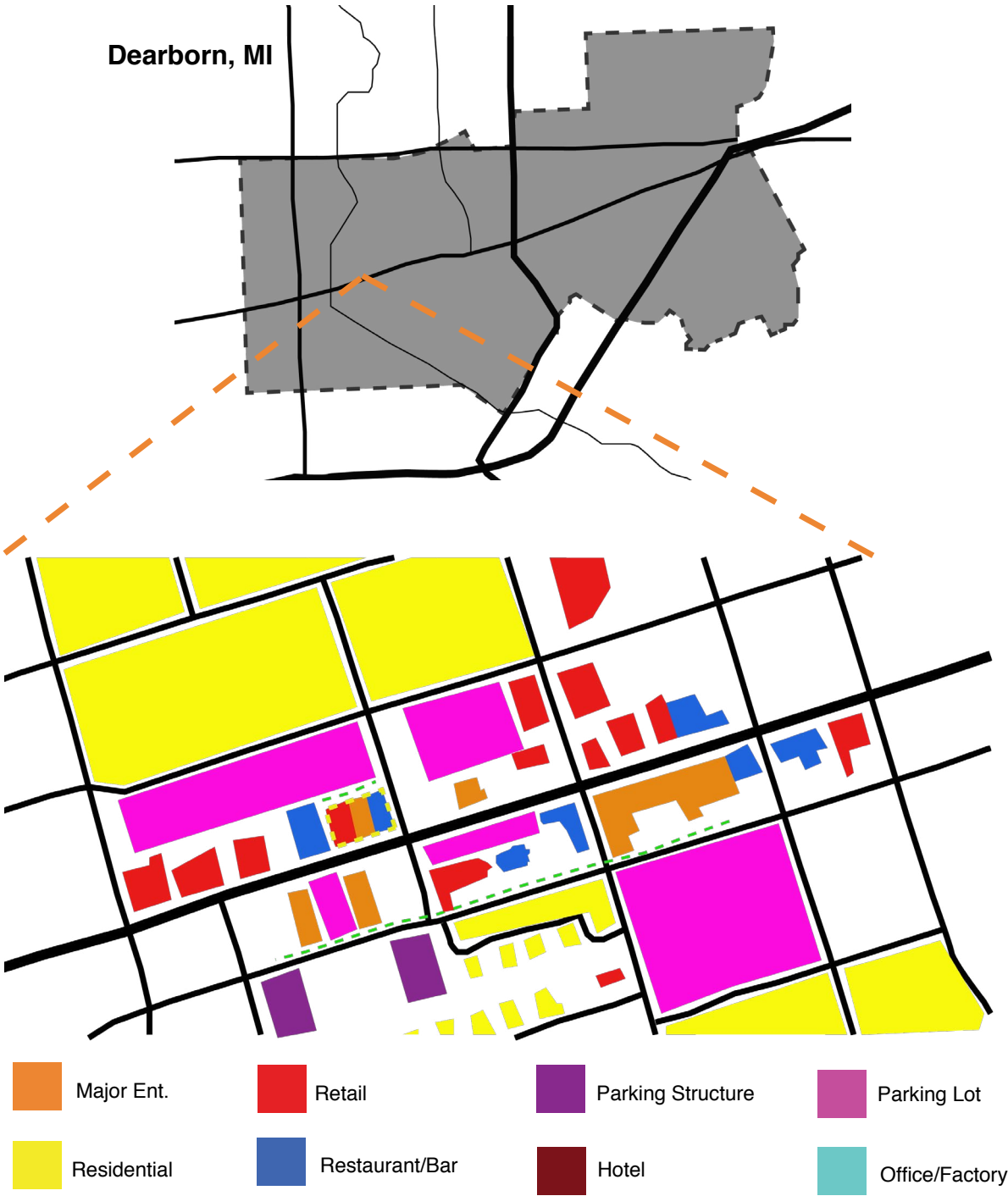
Precendent Exploration + Analysis

Besides looking into general research on entertainment dominated areas, I also found it to be beneficial to study specific entertainment districts. Particularly, how certain areas that ranged in size, location, and a variety of other factors can help to understand how certain approaches work in relation to the areas surroundings. When comparing different sites that have factors to one another you can start to see what might be successful in one may not be the same in another. An example of this would be comparing Los Angeles LA Live to Downtown Dearborn. Although they are both areas that are made up of entertainment venues, the approach is drastically different. Los Angeles being a large world wide known name for

entertainment can allow for the site to be made up of large entertainment, and tourist venues. Downtown Dearborn which is a much smaller site is used by mostly locals. And with the area being utilized for entertainment in evenings and weekends, other businesses are implemented among for times when entertainment venues are not in use. Understanding this can help a designer become aware of not only the general ideas of how entertainment districts work, but also how the surrounds play an important part as well.

Downtown Dearborn | Dearborn, MI

Downtown Dearborn is where the history and contemporary combine. Anchored by Michigan Avenue are single and multi use bars, restaurants, and retail. Storefronts line the street; however, the main entries are in fact facing the secondary streets where the majority of the parking is. This allows there to be a seperation between pedestrian and vehicular traffic that is beneficial to safety and functionality.



L.A Live | Los Angeles, CA

L.A Live is an entertainment complex (\$2.5 Billion after all phases) that consists of the Staples Center, Nokia Theater, LA Convocation Center, hotels, bars, restaurants, and theaters. All of this is centered around the 40,000 sp. ft Nokia Plaza. The open plaza full of led screens is a common meeting point, and also has been home to numerous red carpet events.



Downtown Los Angeles



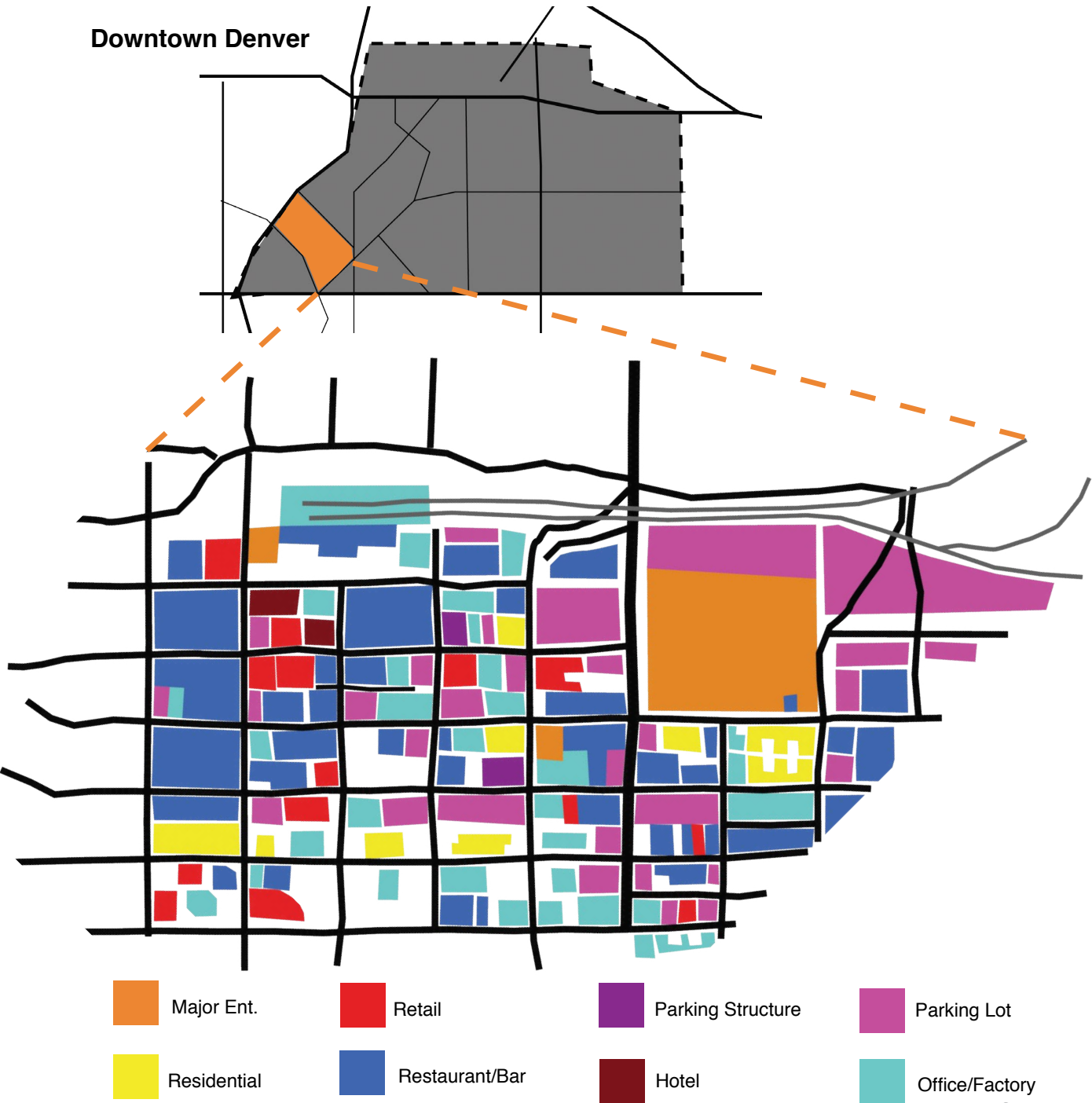
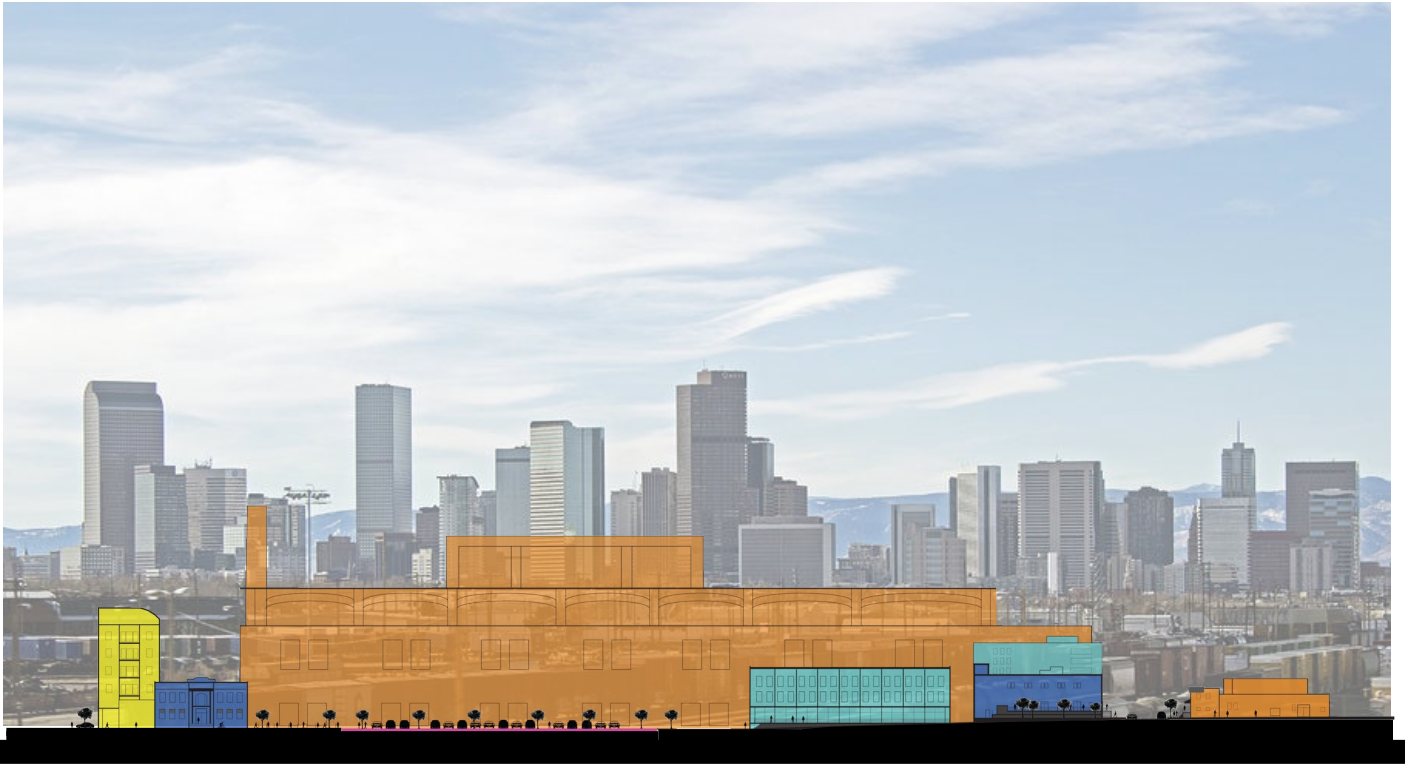
Columbus Arena District I Columbus, OH

Columbus Arena District is built on the ground of an industrial zone that slowly became vacant. Nationwide Developers, private investors and the City of Columbus redeveloped the area to a thriving mixed use district of bars, restaurants, commercial, retail, residential, and theaters. Anchoring all this is the Nationwide Arena, home of the NHL's Columbus Blue jackets.



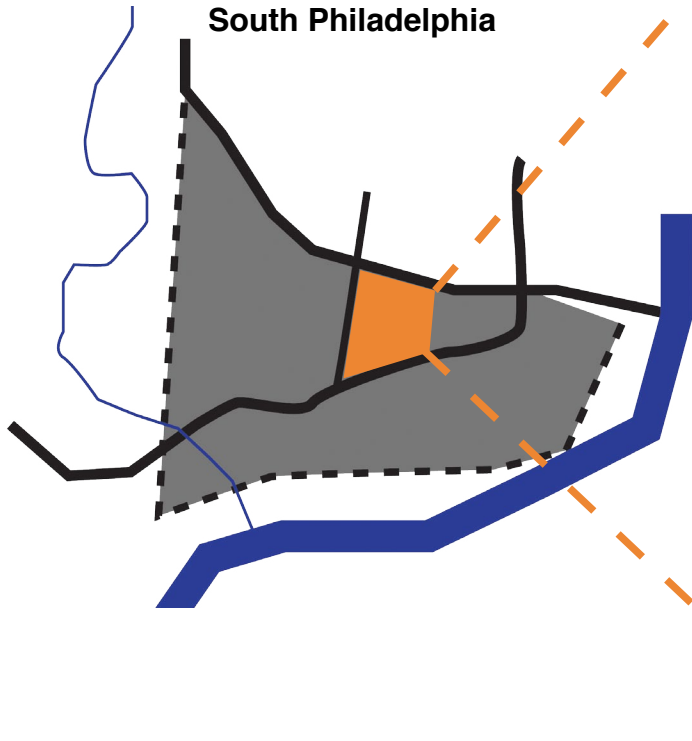
Denver LoDo District | Denver, CO

The Lower Downtown or “LoDo” District is one of Denver’s original settlement of the city. The mixed use zone of low rise buildings mostly made up of brick is known for its amounts of nightlife. These mixed with commercial, retail, and living have helped this area become sucessful before the stadiums came to the area. The stadiums further helped develop the popularity of the area.



Xfinity Live! | Philidelphia, PA

Xfinity Live! is a Dining and Entertainment complex located in South Philidelphia. The entertainment hub has plans for future expansion of neon and led lighting, health club, 60,000 sq. feet of business development, and 40,000 of event space. With all three Philidelphia sports venues in the area it is active about 300 nights a year. Surrounding the stadiums and venues are ample parking lots for the large spectator crowds. The Xfinity Live! complex itself was built on a site which was once a parking lot.



Site Selection

Entertainment Hub

The grouping of a variety of different entertainment venues emit a sort of energy in these areas that attracts humans. We are social creatures who enjoy fun, making an area that specializes in these traits desirable. To test my thesis I determined I would design an entertainment hub situated in an urban site in need of revitalization. I decided to call this area a hub instead of a district because it would occupy a smaller area in need while also being a hub between more successful areas. This entertainment hub will look to take traits of entertainment districts from the past to the present, but on a smaller scale to see if its presence will produce an area of improved identity, economy, and desirability.

I chose Downtown Detroit as the area of study of my thesis topic. It is a great fit because it is home to many large successful entertainment venues. Three out of the four major sports teams are located down here. It houses the second most theater seats behind New York with its variety of different venues. Ethnic areas like Greektown are a popular place for people to enjoy the variety of restaurants, bars and one of the cities three casinos. Campus Martius is successful at hosting seasonal events that bring people to the area year round.



Usage Map

When choosing a site that is in need of redevelopment while also serving as a link for pedestrian movement, a successful tool I used was a model of Detroit. Seeing the areas that are dominated by entertainment, the size of buildings, and the usage or usages of a building in one map helped to generate ideas of potential site selections. Areas that stuck out as places to further study were under utilized, vacant or void. Identifying the building usage around the areas also allowed for a starting idea of the new possible venues that could be placed in.

This lead me to the area in between Greektown, Campus Martius, and the existing Entertainment District. This area currently has large amounts of flat parking, and run down buildings making the area undisarable.

Downtown Detroit Usage Map

- | | | |
|---------------------|-------------------|------------|
| Major Entertainment | Office | Private |
| Retail | Hotel | Government |
| Residential | Parking Lot | Vacant |
| Restaurant | Parking Structure | Greenspace |



Link Explorations

After identifying various areas that could serve as the entertainment hub, I looked into how they might act as a link to the surrounding areas. Performing a variety of studies that sparked from potential areas, I was able to more specifically see how different sites might act together in linking other areas while making the area itself more desirable.



Study 1

- Runs along Brush St.
- Potential uses: Vacant lots, buildings, and parking lots
- Entries near Greektown and Music Hall



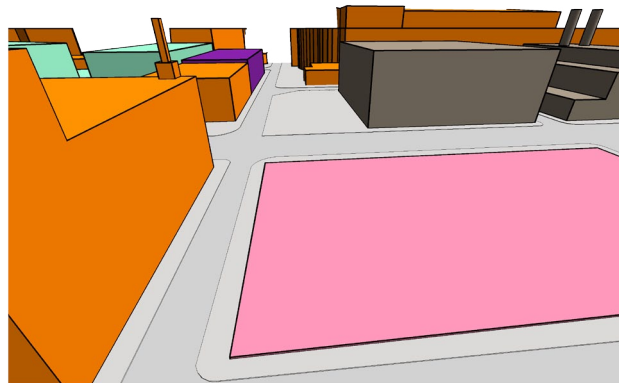
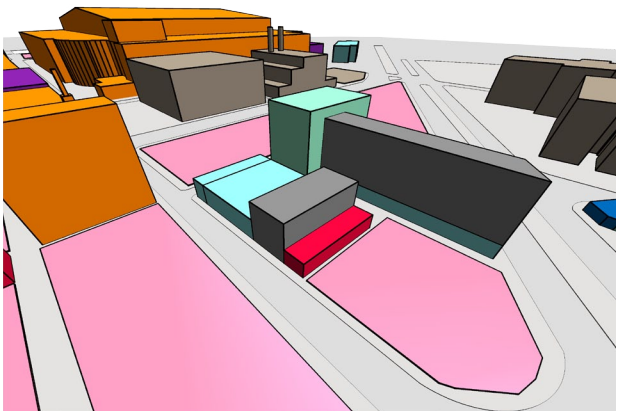
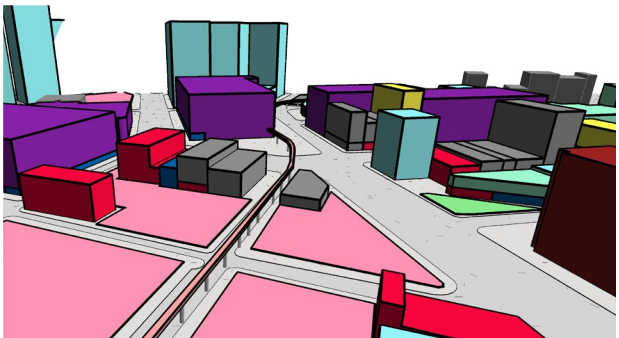
Study 2

- Runs west of Broadway St.
- Potential uses: Hudsons site, vacant buildings
- Entries near Campus Martius and Opera House



Study 3

- Runs Randolph St.
- Potential uses: Vacant lots, buildings, and parking lots
- Entry Greektown/Campus Martius and Harmony Park



Broadway St. Study

While conducting this study of possible links, I came across Broadway St. between Gratiot and Grand River. It already has a number of positives going for it making it a perfect candidate to act as a catalyst for surrounding redevelopment. The YMCA is located on this street which would act as a great community anchor. There are already signs of residential, commercial, and retail along here. It has its very own people mover stop, and a block away will be the future M-1 Railway. Recently another entertainment venue, Punchbowl Social, was added that I believe will help spark further redevelopment in this area. The success of this new addition has brought more people to the area and made it more desirable. With all the positives already evident in the area as well as the new addition of the Punchbowl Social, others too think of this area as an area with possibility. The street has vacant buildings that have in the past been rumored to be renovated.



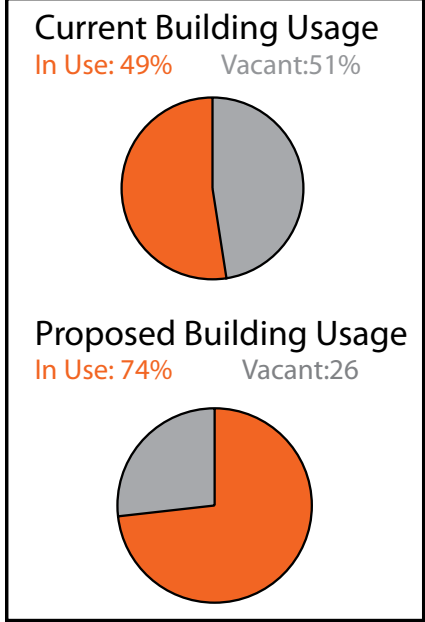
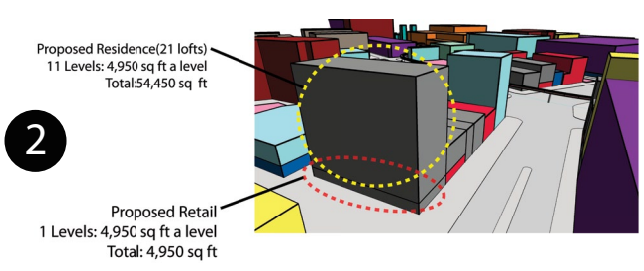
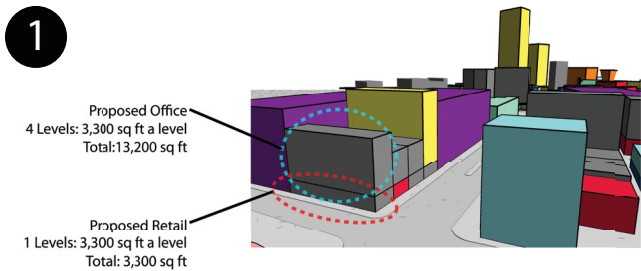
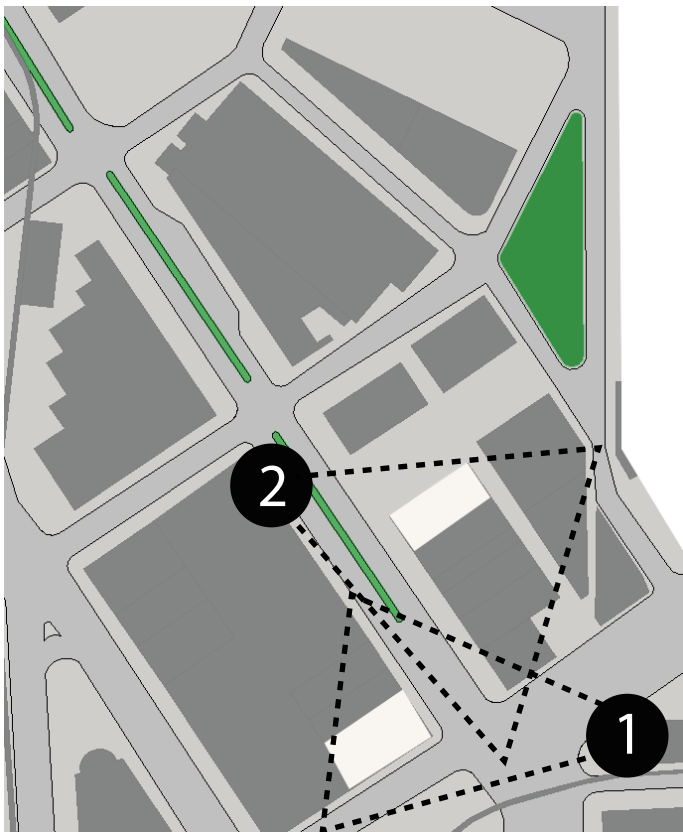
- ① Madison Building
- ② Detroit Opera House
- ③ Small Plates/ Detroit Beer Co.
- ④ Office Building
- ⑤ YMCA
- ⑥ Punchbowl Social "Z" Garage



Since the existence of Punchbowl Social smaller retail business have sprang up. From this addition of entertainment to the site I performed a study of how other various forms of small entertainment, offices and residential could transform an area that has the potential to be one of Detroit's most lively streets. Broadway St. Community project will bring in permanent residents and more day-time workers to the area to fill it when entertainment is low. This will be done by renovating two buildings on the street. One of the buildings is located on the corner of Broadway and busy Gratiot making it a good location for commercial office space with retail on the ground floor. This will also help compliment the already existing office space across Broadway.

Broadway St.

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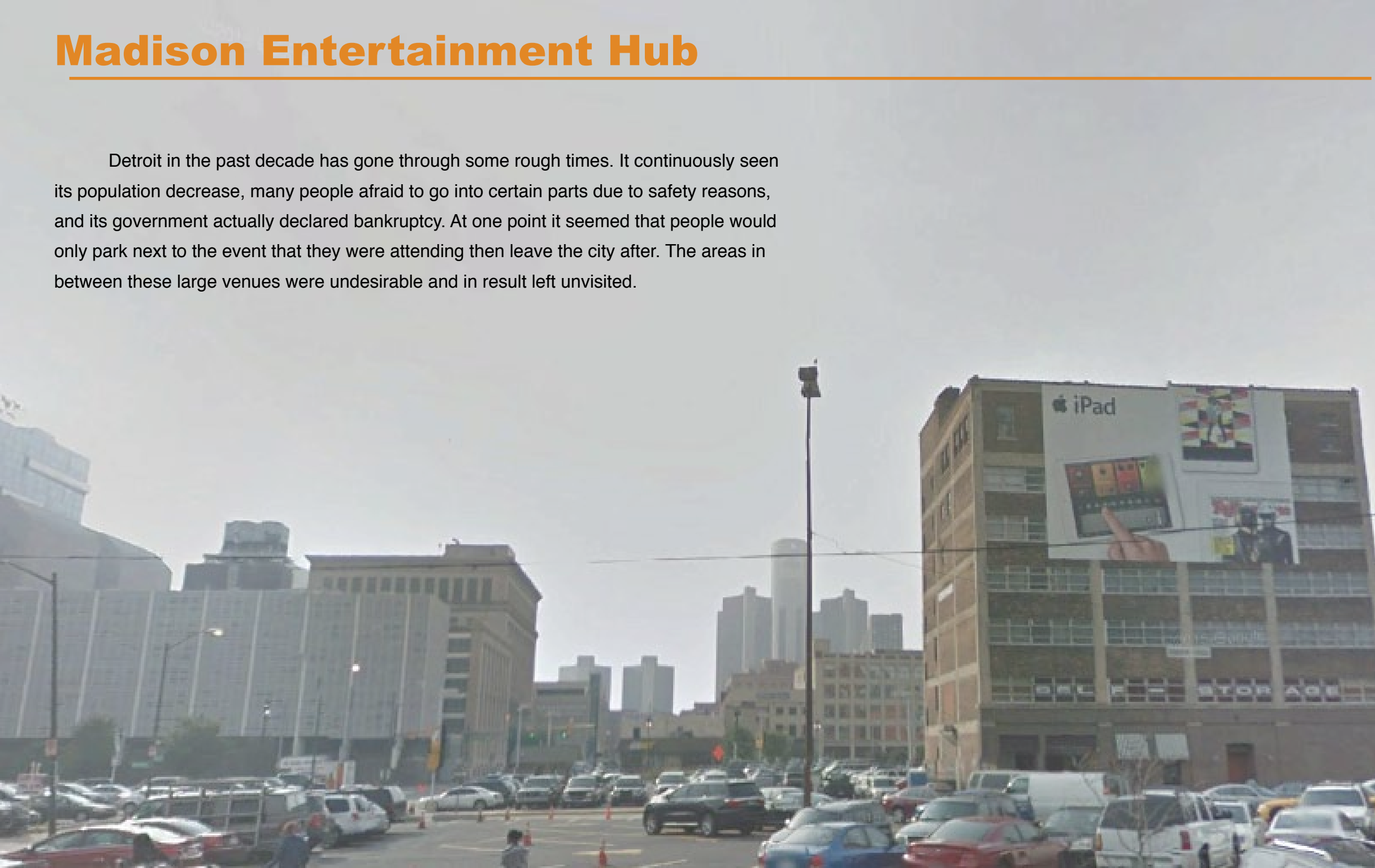


The newly added residents and daytime workforce can help to fill this newly acquired entertainment composing of retail and restaurants while also helping to fill the surrounding larger entertainment venues. Finally all this combined and acting as one makes the area a more desirable, safer place. Before any renovations the block's current building usage sat at 49% occupancy, and after my proposed renovations the occupancy rose to 74%. I believe eventually the success of renovations in this phase will set off another wave of redevelopment in the area taking the area to full potential while connecting Woodward with Harmony park and the Entertainment District.

Madison Entertainment Hub

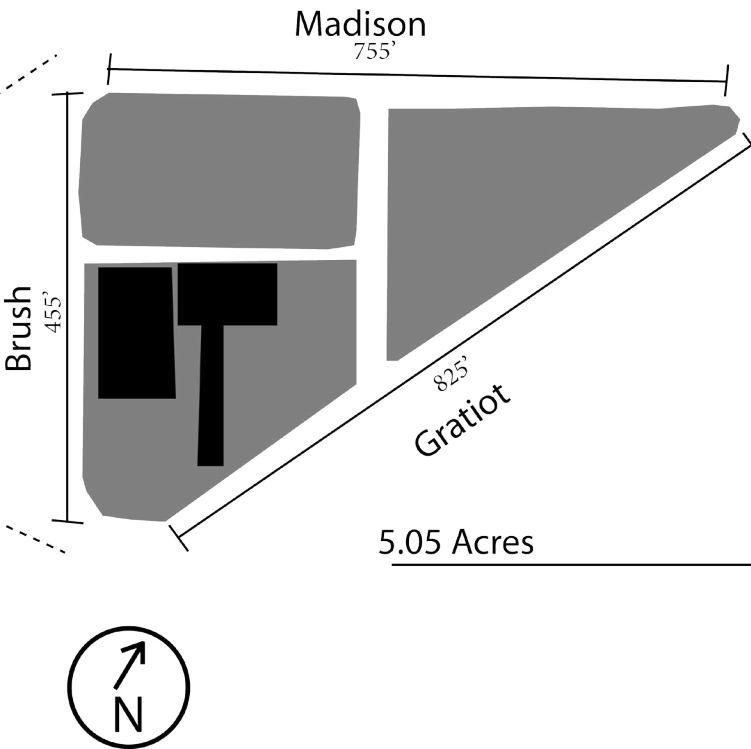
Detroit in the past decade has gone through some rough times. It continuously seen its population decrease, many people afraid to go into certain parts due to safety reasons, and its government actually declared bankruptcy. At one point it seemed that people would only park next to the event that they were attending then leave the city after. The areas in between these large venues were undesirable and in result left unvisited.

Even though Detroit has seen its bad times, I believe it is slowly on the rise again to becoming a great city it once was. Companies are starting to move back in the city and more areas started to become developed. Due to these events, this would be a perfect time to implement this thesis idea because hints of this are already started to be done and seem successful. The activity surrounding the site also helps to ensure that this is a realistic idea that could have the possibility of having if really implemented.



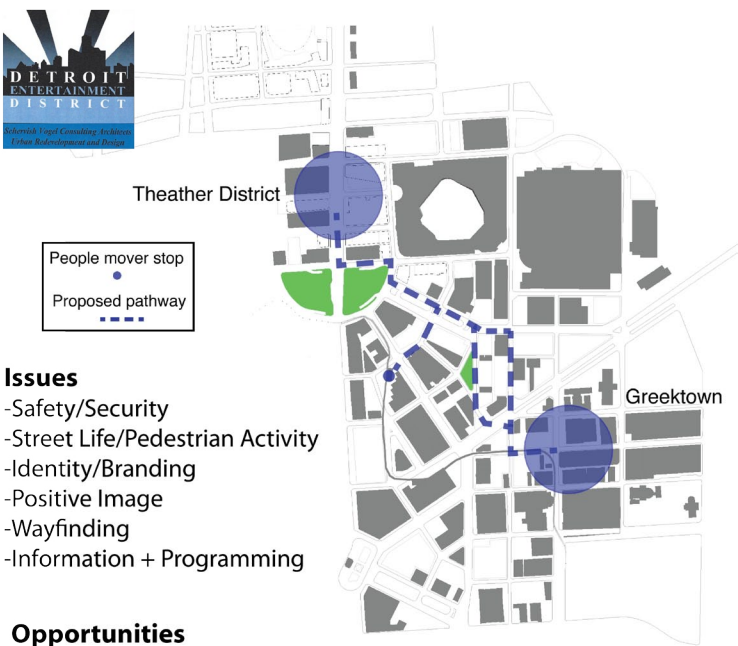
Site Location

The site I chose is in Downtown Detroit, and is a 5 acre block of land between Gratiot, Brush, and Madison. The vast amount of flat parking that creates a large void in the downtown could be better used as an Entertainment Hub connecting Greektown and the Entertainment District.



Urban Design Study

In the early 2000's the firm of Vogel-Schervish was commissioned by the Detroit Entertainment District Association to perform an urban design study. This study would identify the positive and negatives of the area and ways of improving. At this time the strong areas were the Theatre District, Stadium District, and Greektown. The areas in-between were mostly vacant, deserted, and considered unsafe. In conclusion to this analysis, Vogel-Schervish proposed a pathway from Greektown to the Theater District to prevent visitors from just parking near the event they were attending. Criticism of the pathway included a conclusion that it would be unsafe to travel through these undesirable areas. I too, sat down with Ted Gillary Executive Manager of the Detroit Athletic Club and head of the Detroit Entertainment District Association. After presenting my thesis and site location he noted that although the area has seen a positive change since the urban study was done, he believes the area to be under utilized and has the potential to become a key site in Detroit's Entertainment District.

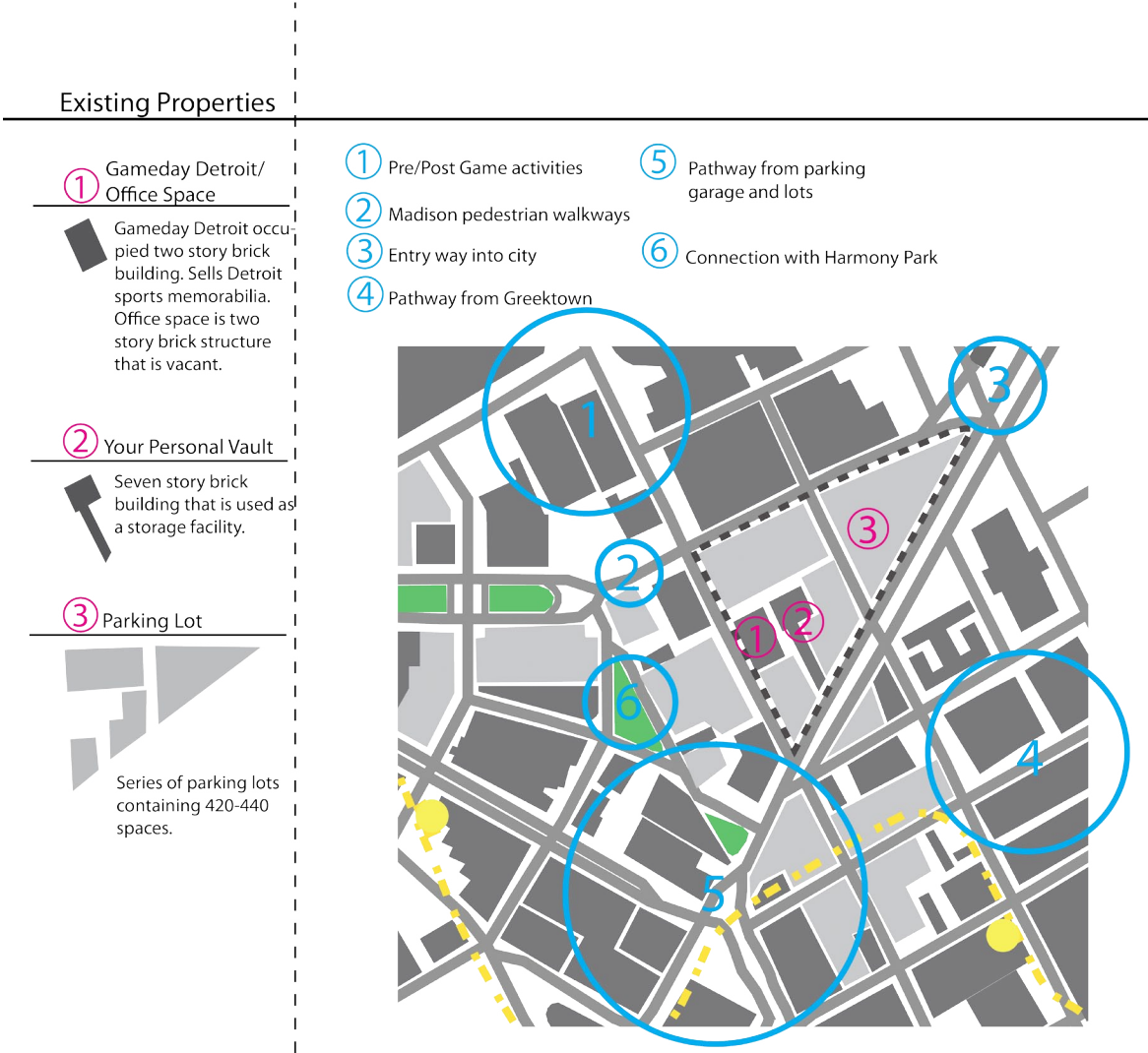


- Issues**
- Safety/Security
 - Street Life/Pedestrian Activity
 - Identity/Branding
 - Positive Image
 - Wayfinding
 - Information + Programming

- Opportunities**
- Live, Work, Play Mixed Use Pedestrian Community
 - Abundant Development Sites
 - Comprehensive Marketing/Identity Program
 - Street Life Activities
 - Joint Festival/Fair/Event
 - Consistent Streetscape/Banners

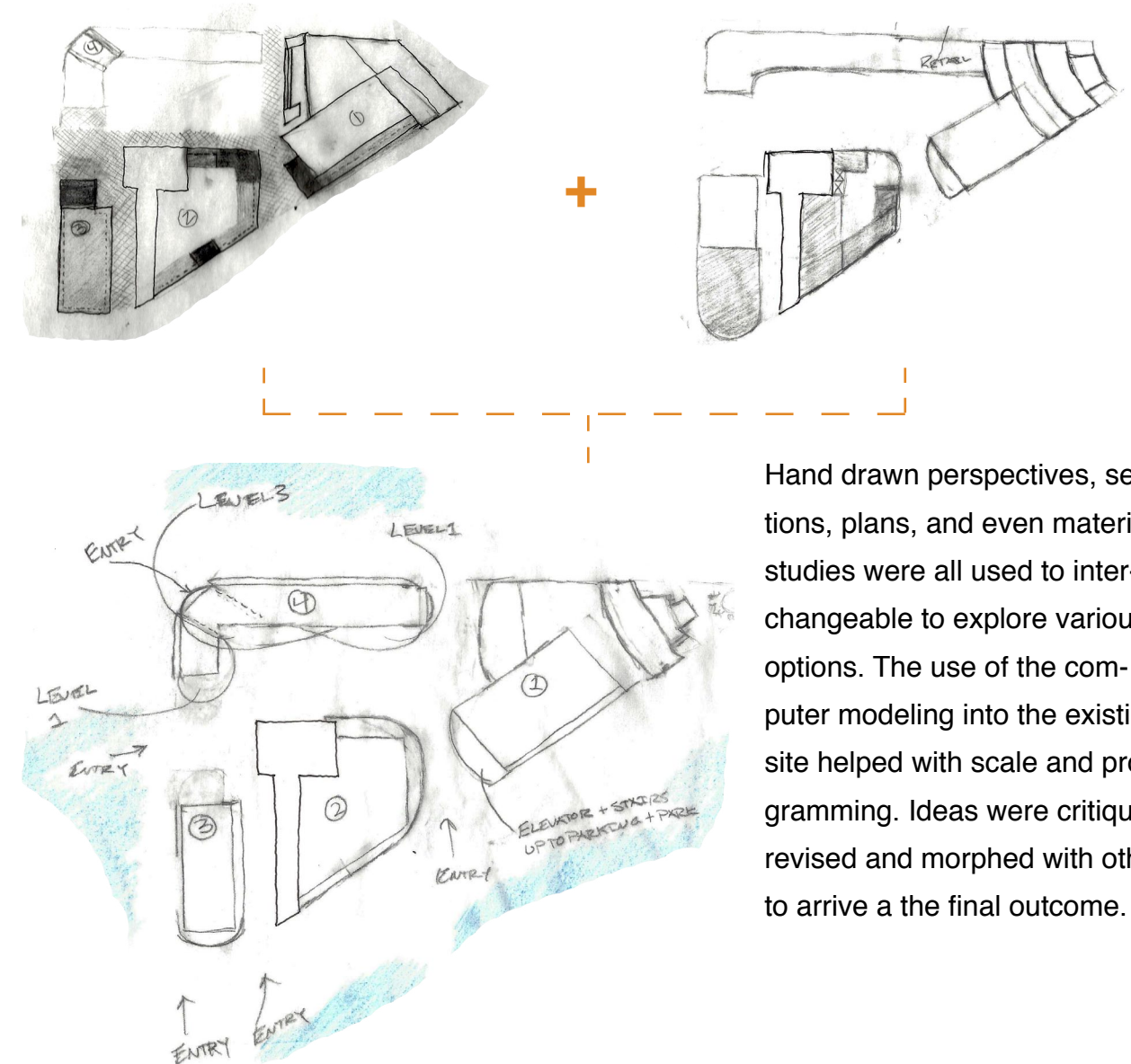
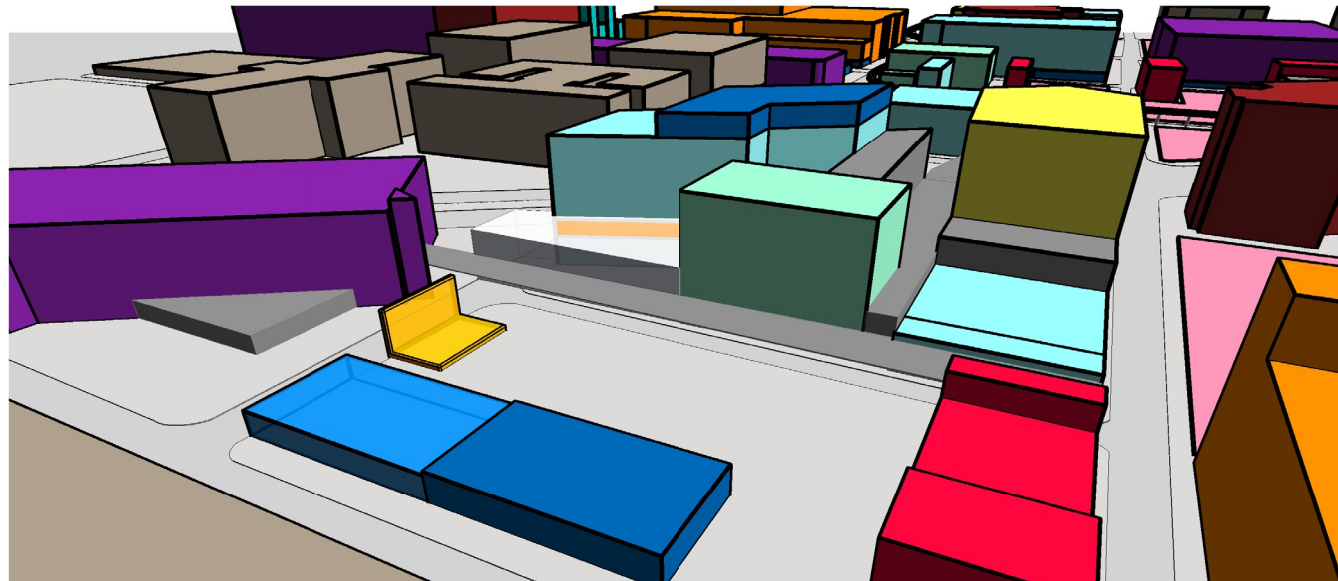
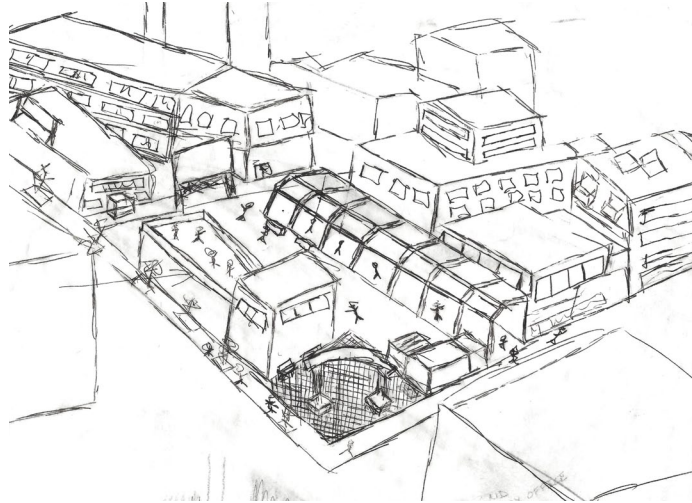
Traffic Study

With this Entertainment Hub dealing with the importance of movement of people to and throughout the site, it was important to get an idea of how that might happen in the current settings. Looking at the travel times it would take people to walk to various destinations in the area, bus routes, the People Mover, and traffic flow can help to identify the range in which this hub can reach. From this, opportunities began to appear in which this entertainment hub could capitalize on.

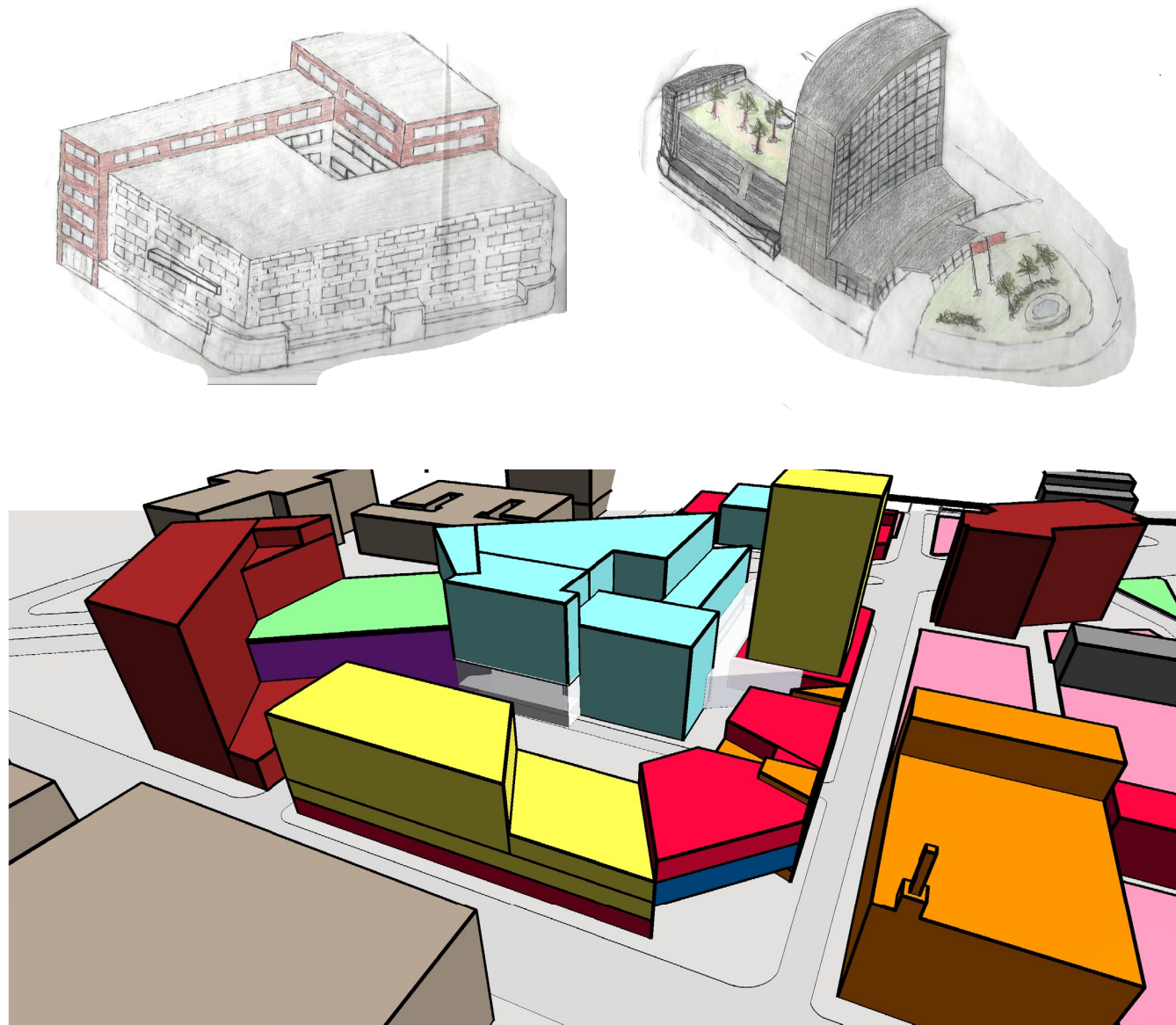


Schematic Design

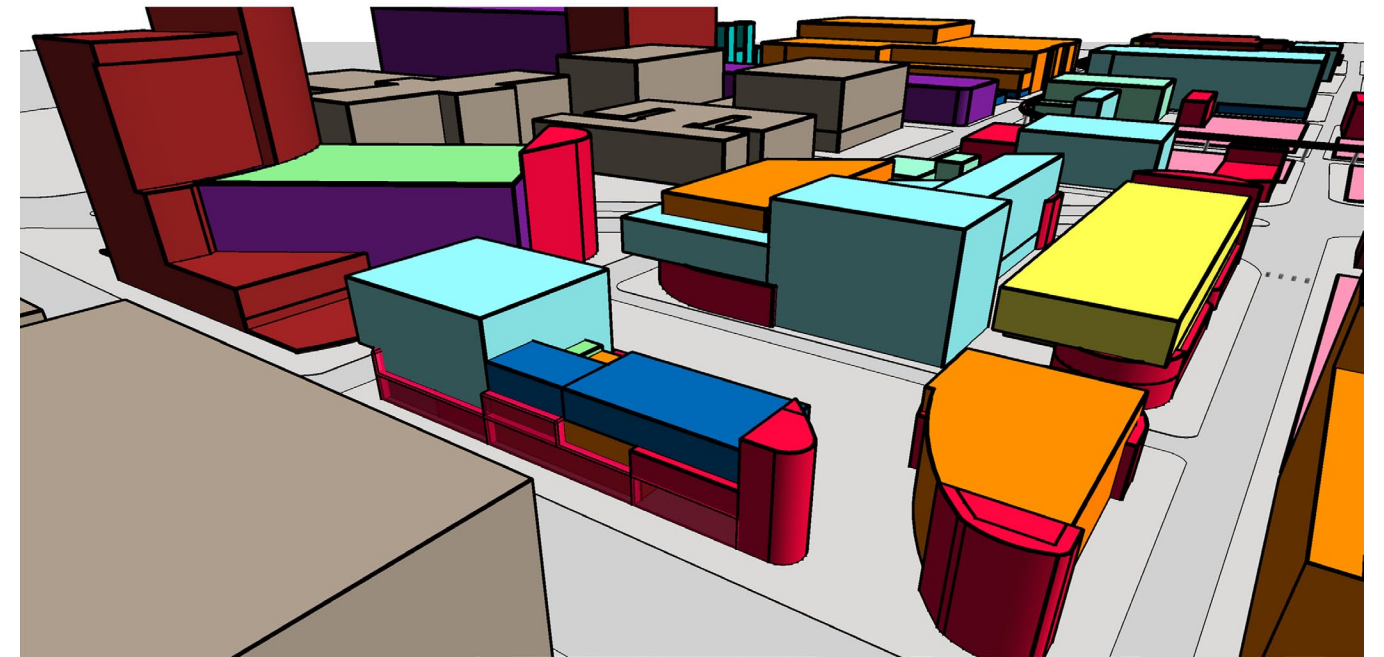
When beginning the design aspect of the Madison Entertainment Hub it was important not to just look at the analysis of the site and surrounding areas, but to also implement the various research conducted on entertainment districts. The large amount of factors to take into consideration created a lengthy design process. However, in the end created an effective area that takes into account the positive traits of entertainment districts, adapting to the negatives, and having a relationship to the surrounding. A wide variety of design mediums were used to arrive at the final outcome.



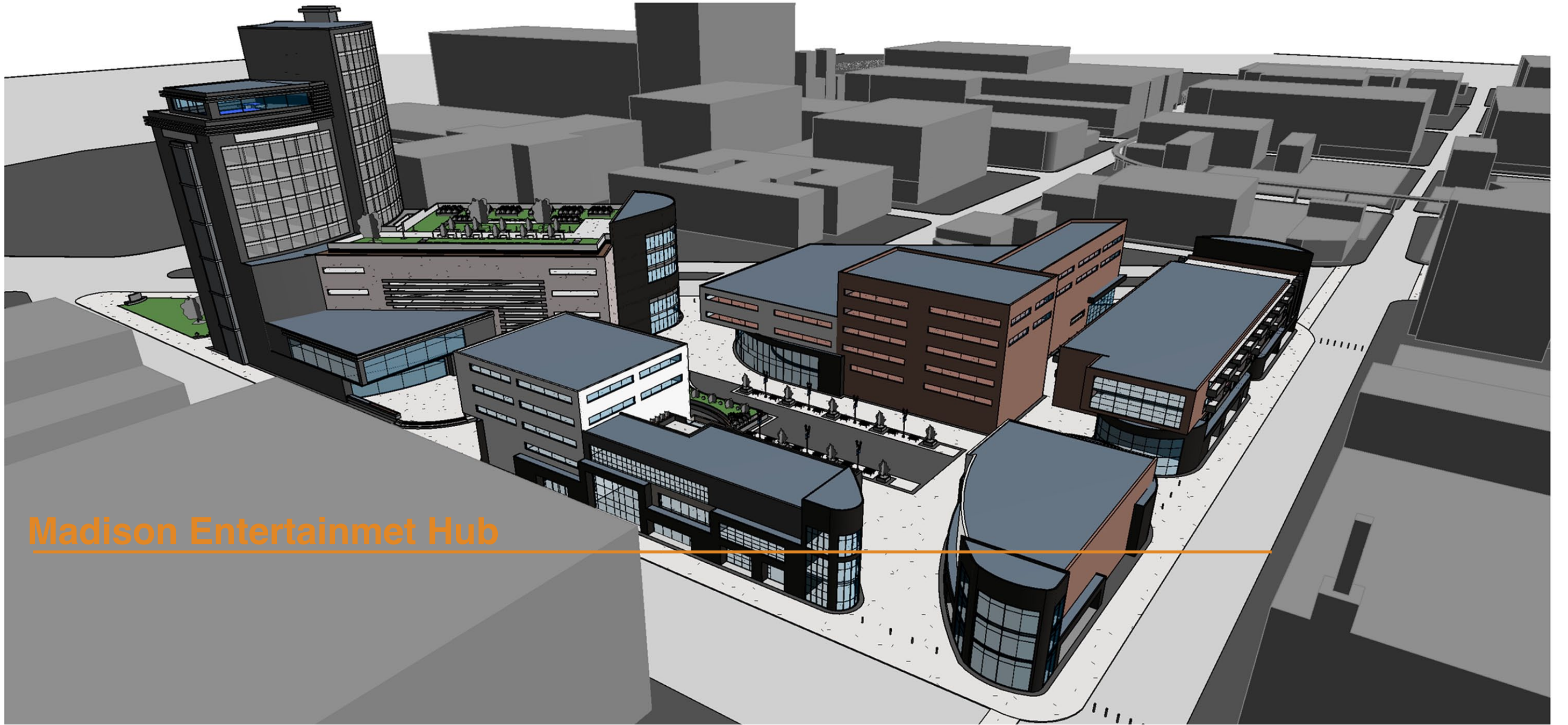
Hand drawn perspectives, sections, plans, and even material studies were all used to interchangeable to explore various options. The use of the computer modeling into the existing site helped with scale and programming. Ideas were critiqued, revised and morphed with others to arrive at the final outcome.



Final Outcome

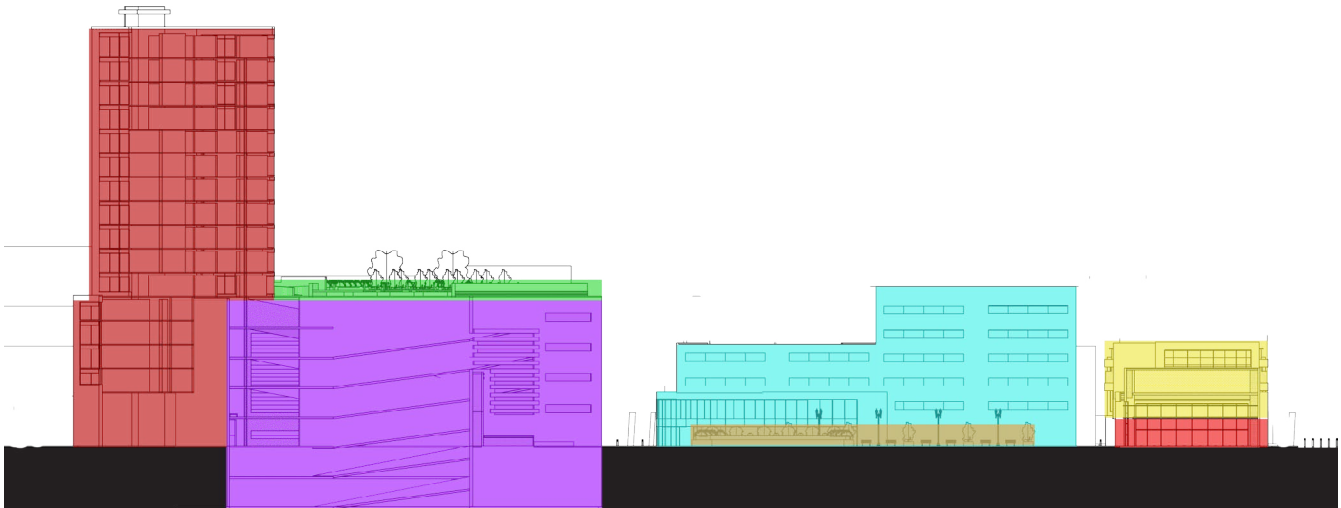
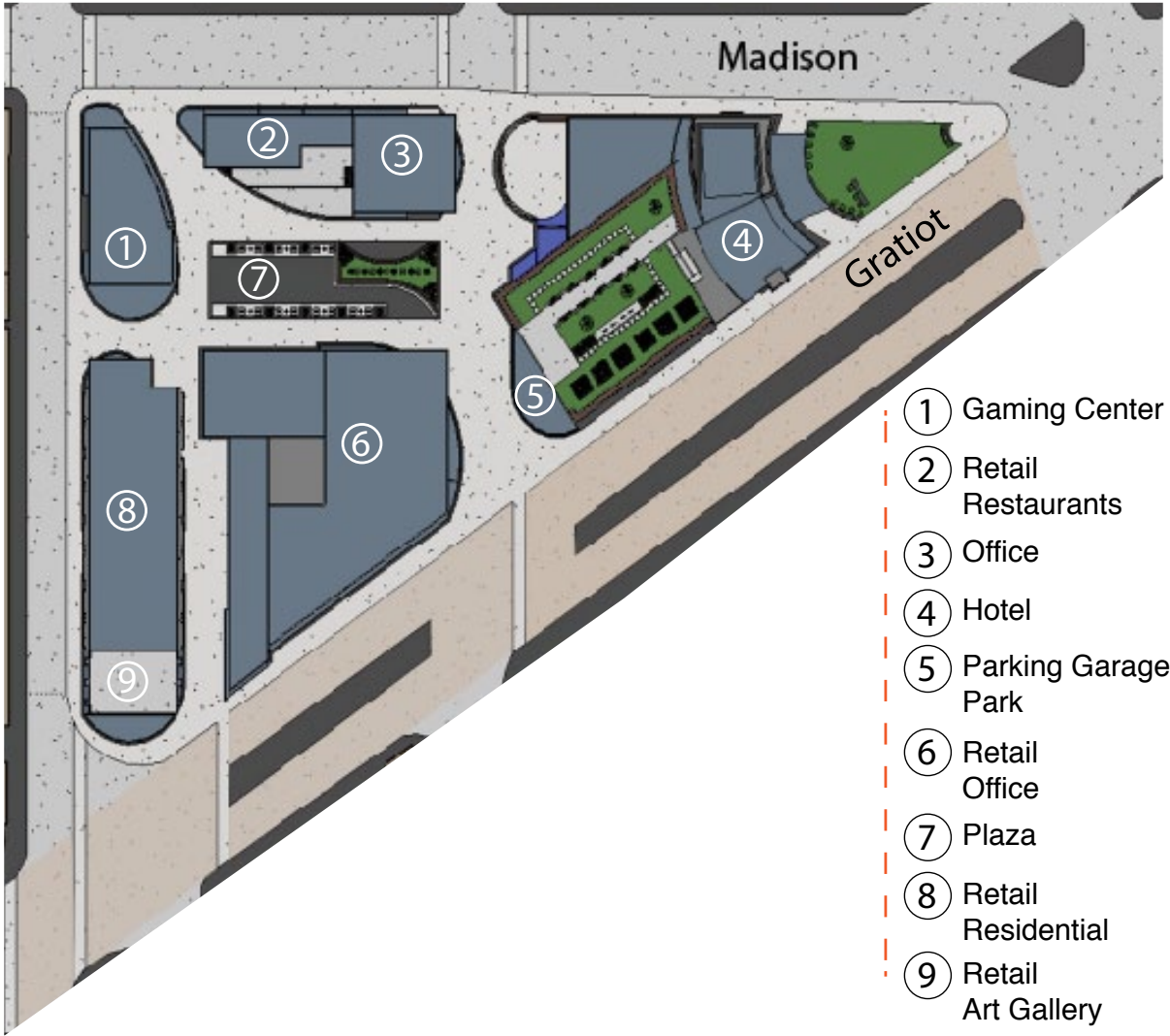


I wanted the final outcome to be an area that would be full of mixed use buildings to keep a variety of activities through out the day. The plaza would be centrally located to the site allowing activities from all surrounding programs to spill into it. Even though the site would be majority entertainment buildings. Commercial, retail, and residential could help with a daytime population, and when entertainment was non existent. Buildings dominated by entertainment, retail, or residential were placed along areas of high activity or interest. This allowed me to place venues that were dominated by function such as a parking structure or office buildings to help occupy lower valued land. However, keeping in mind that these undesirable areas can in the future become a vibrant redeveloped area, it was important to have a connection to that area.



Madison Entertainment Hub

Overview

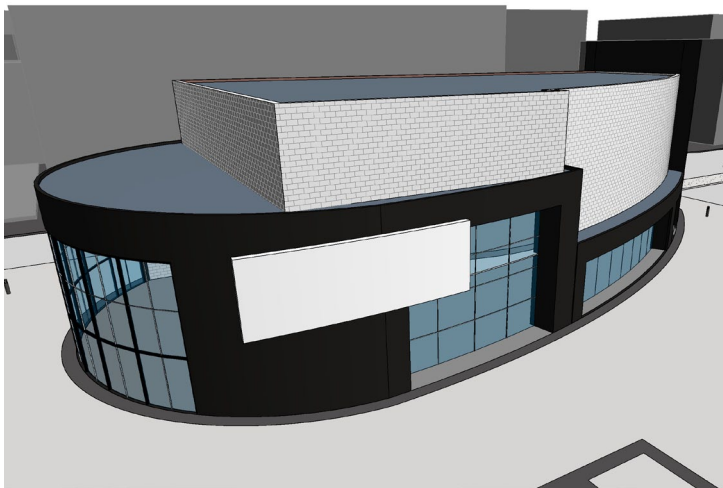


The hub was designed with the scale of the buildings in mind. The buildings which surround the plaza and outline pathways for pedestrian movement range from 3 to 5 stories high. This design intent kept in mind the human scale, and scale of surrounding buildings. The only building to exceed this height limit on site is the 17 story hotel proposed on the far east side of the site.

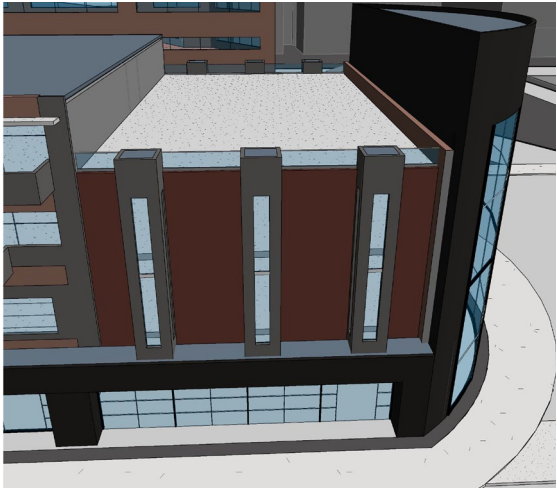
Entertainment

With the scale of an entertainment hub much smaller in comparison to an entertainment district, the implementation of stadiums, arenas, or other large venues is hard to achieve. Instead, a wide variety of entertainment venues is developed to produce activity at all times of the day.

A gaming center would be proposed on one of the most important locations on the site. The 3 story gaming center for all ages will not only become an attraction to the area due to its use, but also the buildings shape and location help to attract people into the area along Madison and Brush. Sports entertainment is not the only type of crowd targeted. The Entertainment District is composed of many theaters as well. To attract a different type of crowd into the site a two story art gallery with a roof top level is proposed on the corner of Brush and Gratiot. To also tie in with entertainment is a crossfire gym located directly across the alley from the art gallery.



Gaming Center

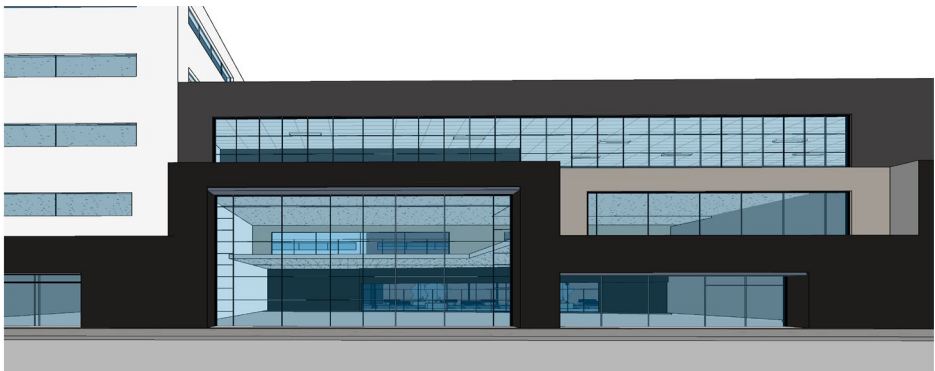


Art Gallery

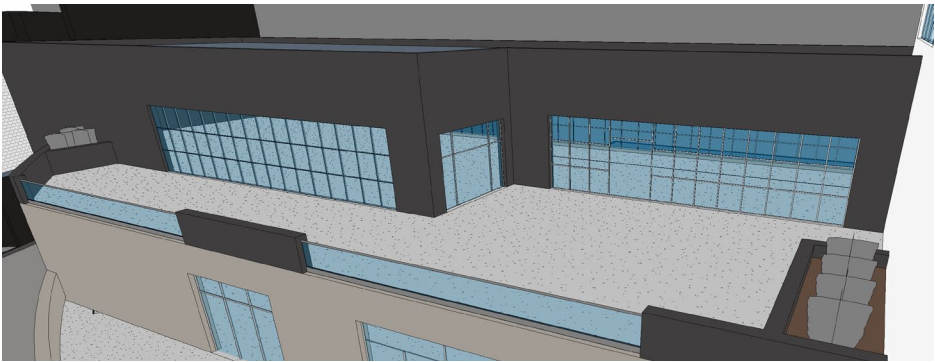
Retail and Restaurants

The Madison Entertainment Hub also offers a wide variety of restaurants serving the various users who occupy the site and area around as well. The type of restaurants range from a cafe for a snack on the go, all the way up to a higher end restaurant.

The site would also include its very own brewery, a bar in the gaming center, and a night club in the higher end restaurant. With the sites important views on mixed use, the ground level tenants that are not restaurants, cafes, or entrances can be filled with retail. This will help to not only help bring in shoppers but add to a workforce in the site.



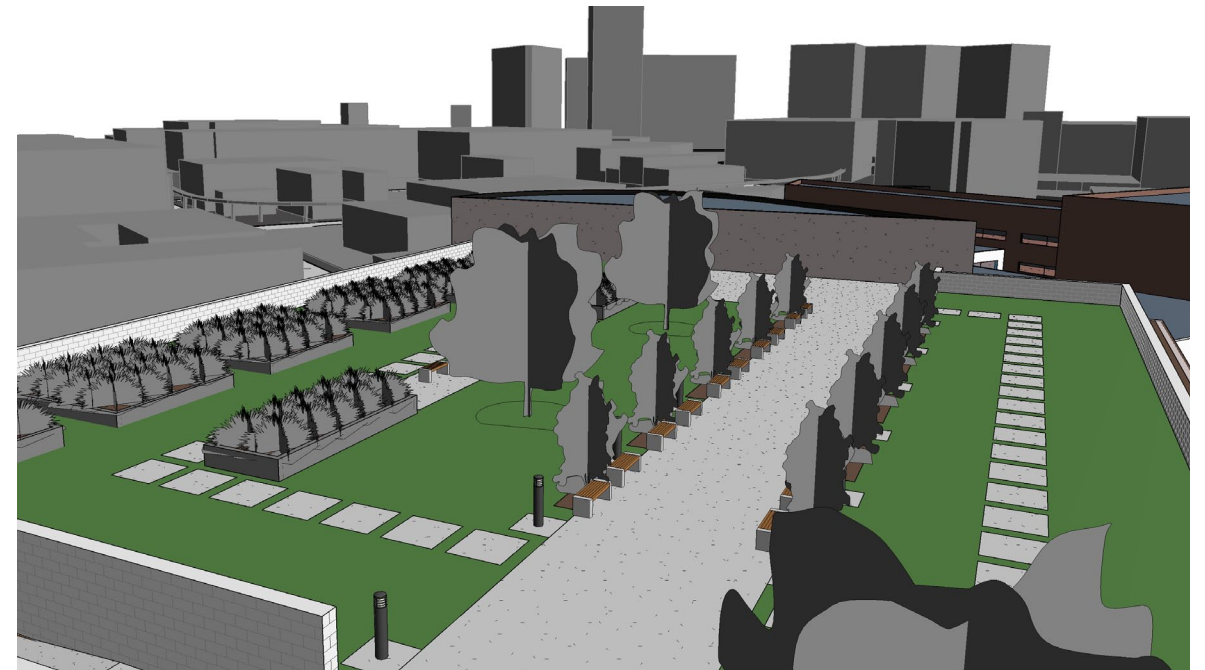
The multistory brewery and restaurant has an entrance off Madison and an outside patio overlooking the Plaza.



The high end restaurant would occupy the top third level of the building, and also offer views out into the plaza.

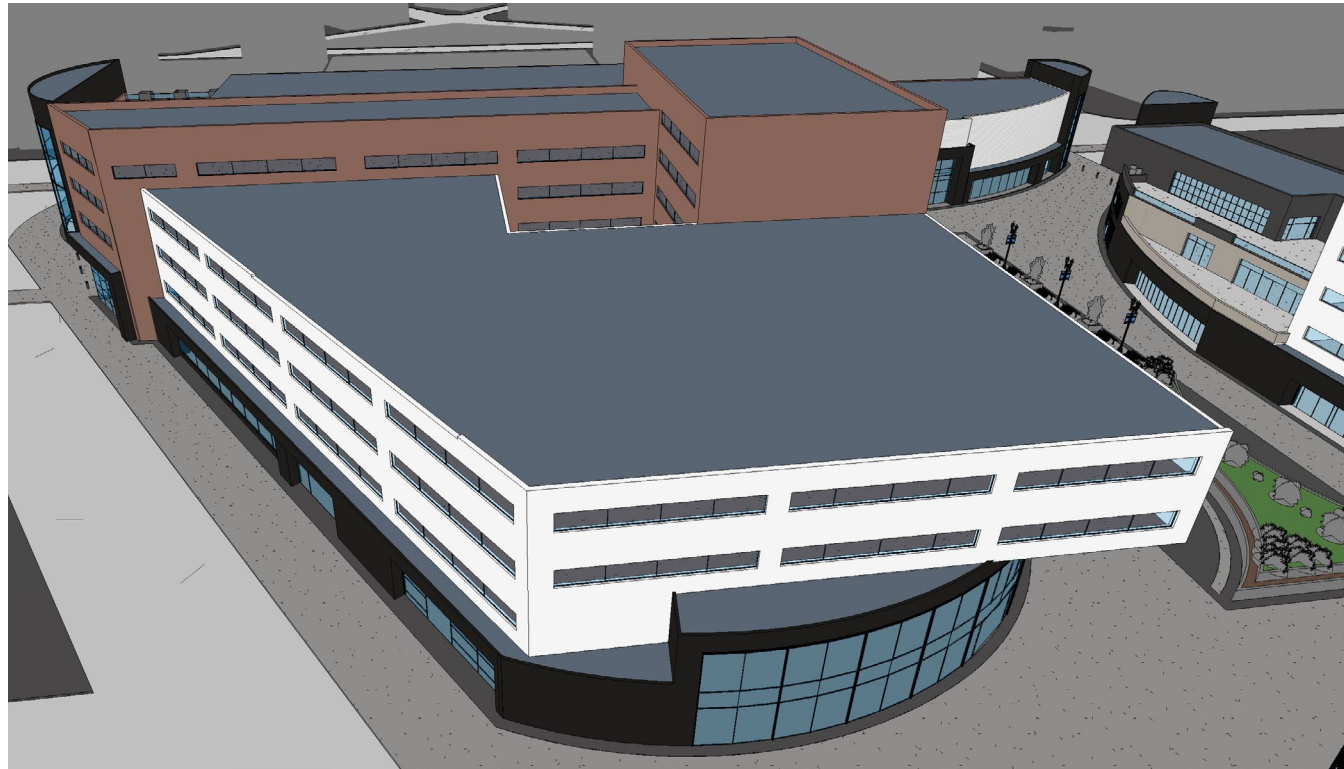
Free Entertainment

When thinking about entertainment districts commonly what comes to mind are the large venues that have the ability to bring in millions of dollars. My research also explained the importance of free entertainment such as a plazas and parks, and their ability to promote social interactions. With the size of entertainment hubs, these can be an essential tool to creating a social environment with no large entertainment venues. The centrally located plaza can be an area used in all times of the day. It's location also ties into the surrounding buildings. The bars all have patios or large spans of glass that look into the plaza. The cafe has seating in this area, or people can simply sit at the benches. It's location to the site produces a lot of foot traffic with people needing to cross to get from different buildings increasing the chances of interaction. Not only does the park create an environment that helps people escape from the busy city life without leaving the area, but it also serves as a way to cover an undesirable view of a parking surface. The elevated park six stories up offers great views of the city looking out, and also a great view to look down on to. The placement allows guest staying in the hotel to look down into a landscaped area instead of a functional concrete surface used for parking.



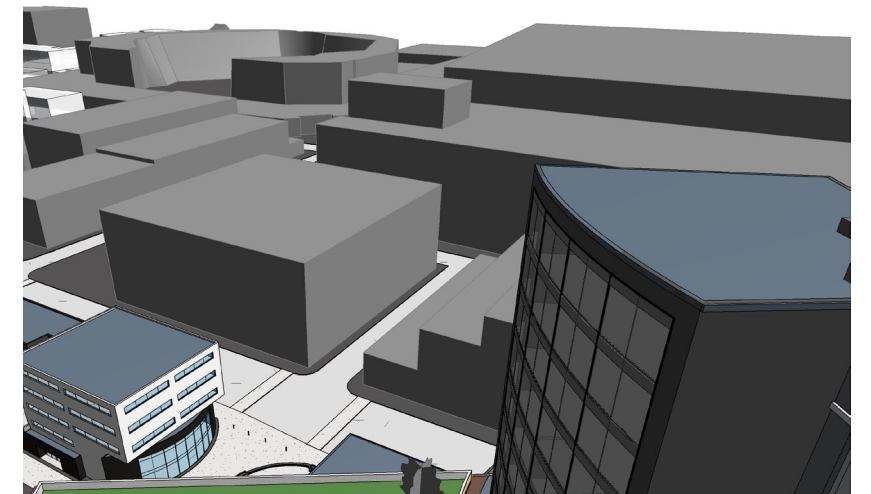
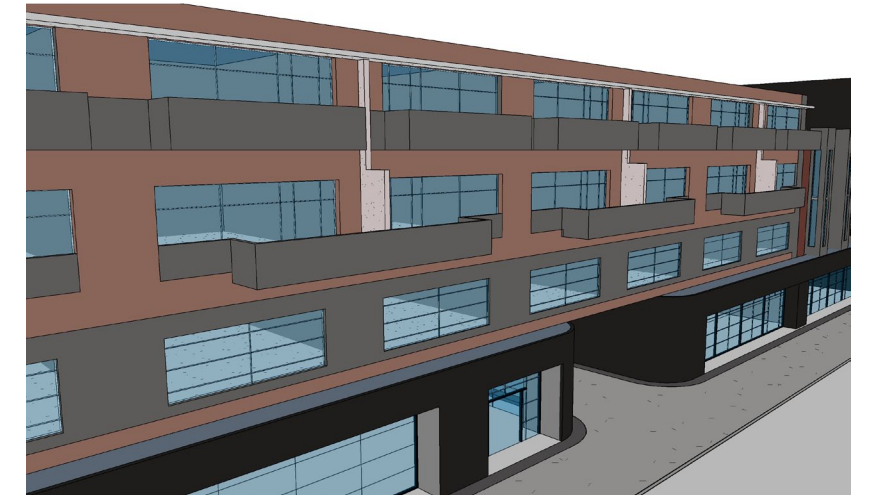
Office

The other factor that will help with a daytime population is the office space. These workers can not only create a presence in the area when activity might be low; but also in return use the site other programs before, during, and after work. The existing brick seven story building will be converted and added onto to create one of two leasable office buildings.



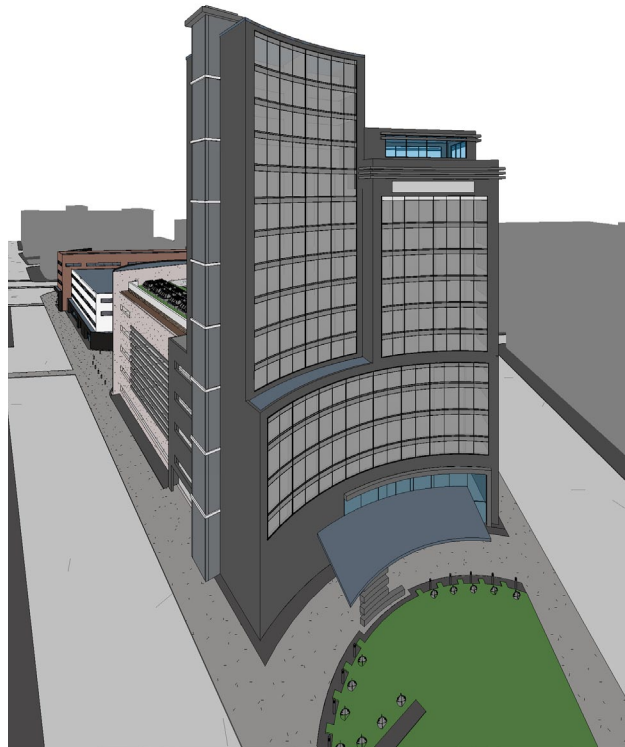
Residential

Residential units added to the site can cater to young professionals that are interested in areas like this. Housing options range from studio and one bedroom apartments along Brush, to high end condos located above the hotel. All units are located off the first floor for a sense of privacy yet still in the heart of a variety of activities. The high end condos offer some of the best views overlooking the Entertainment District.



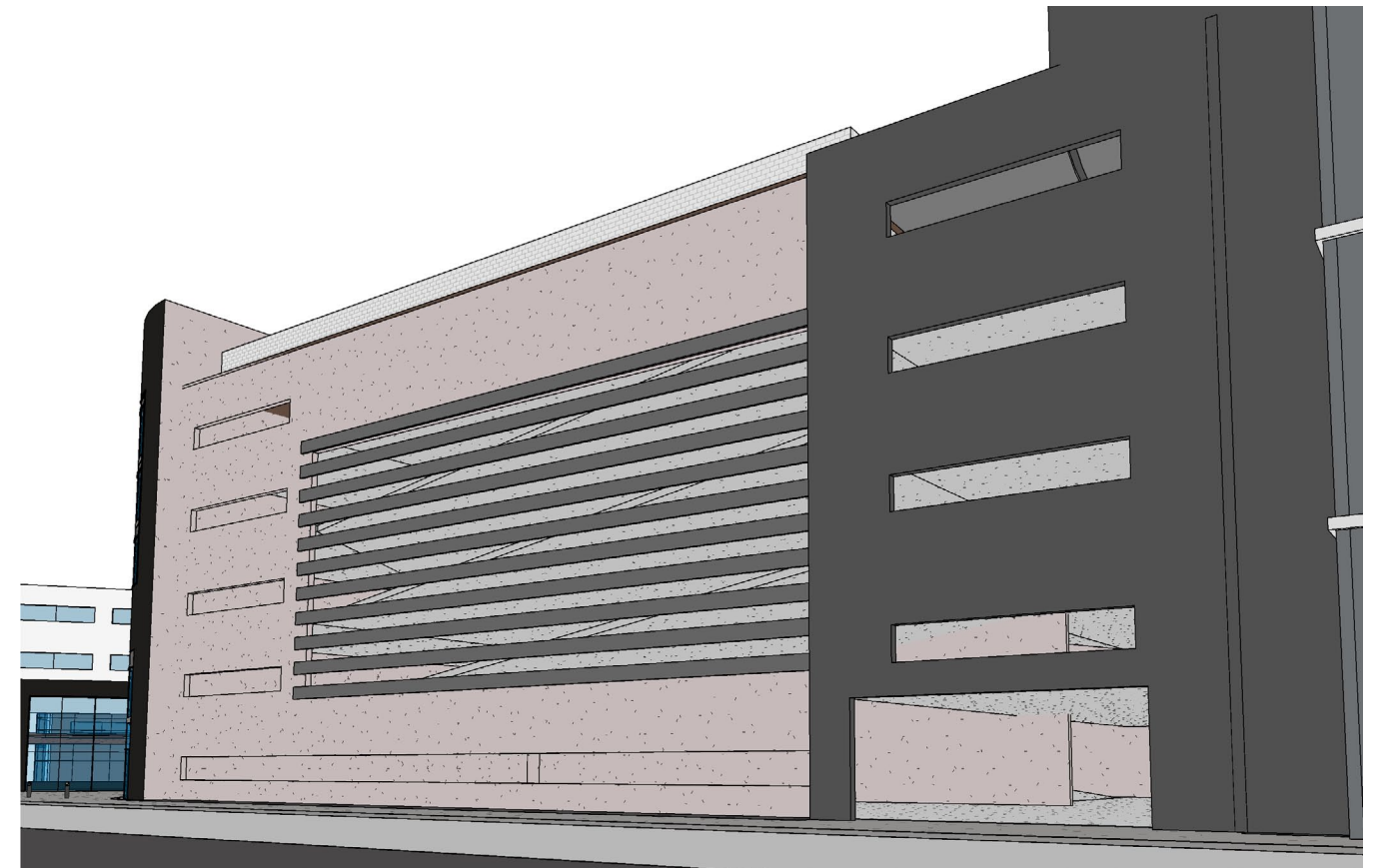
Hotel

When designing this hub in a location like Detroit, you must keep in mind the careful balance between designing for the present and future. This area is a undeveloped site which the intentions of it one day becoming this vibrant entertainment filled area. A higher end hotel on site is needed in this area. I've concluded a program like this helps realistically be a consideration for todays environment, while moving the area forward positively in the future.



Parking

The original programming of the site consisted of a dominance of parking. To make up for this a parking structure was built along Gratiot helping to block the current undesirable views. Five levels above and two below would exceed the original number of spaces in a more controlled, efficient, and safe way.



Movement

Movement into and on the site is an important factor that determined the final design. Coming off I-375 and up Gratiot you are greeted by the jails and unkept parking lots, not offering a welcoming symbol to the city. The undesirable area offers little reason to walk into that area unless needed to. Crossing Gratiot also serves as a problem for people moving due to its dense vehicular traffic making it a cut off point from one side to the other. Due to this issue, it was important to keep in mind key entrances to the site that would help enhance pedestrian movement and vehicular traffic into the city.



Along Madison



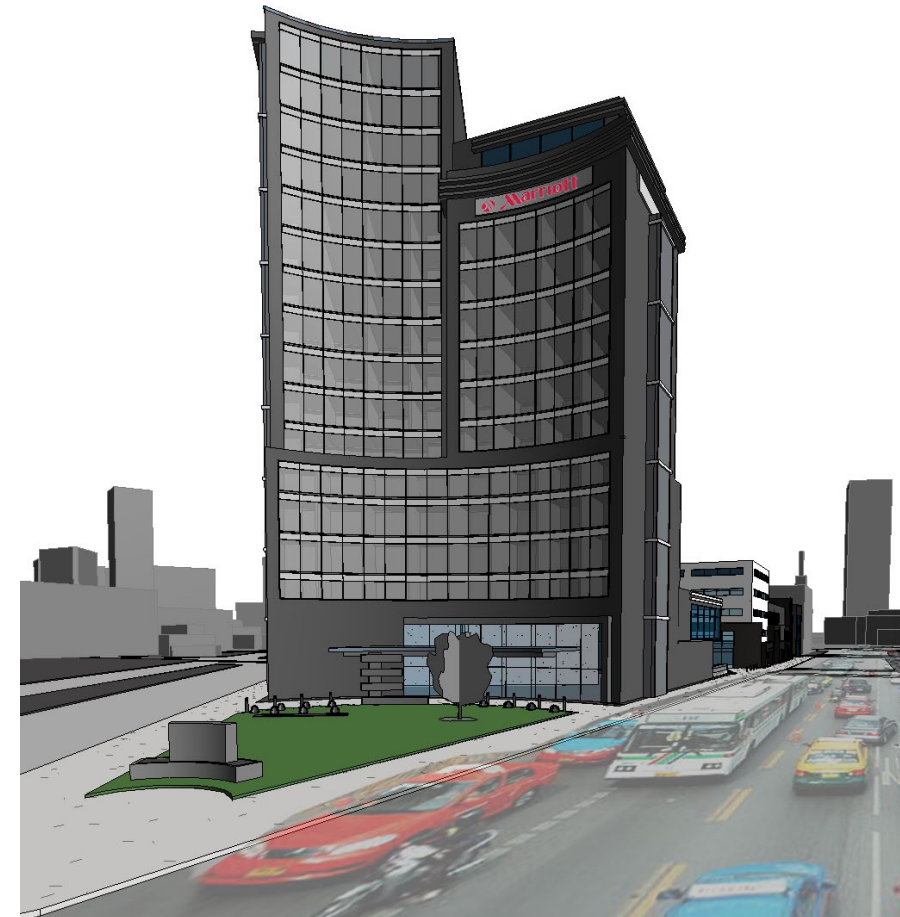
Crossing Gratiot



Coming off I-375

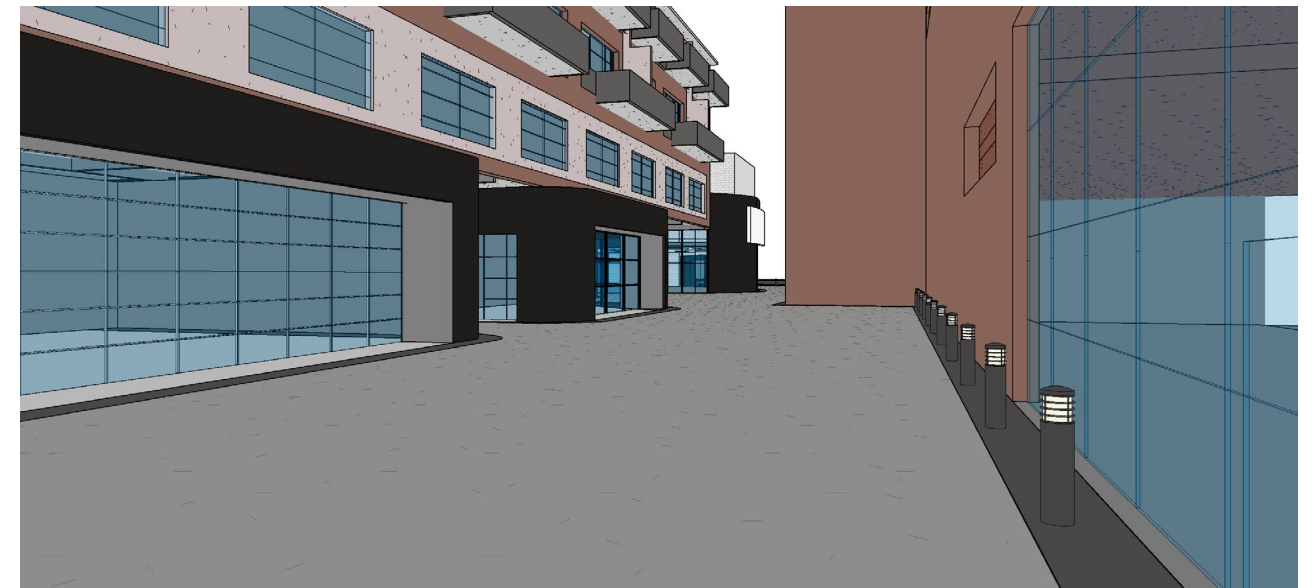
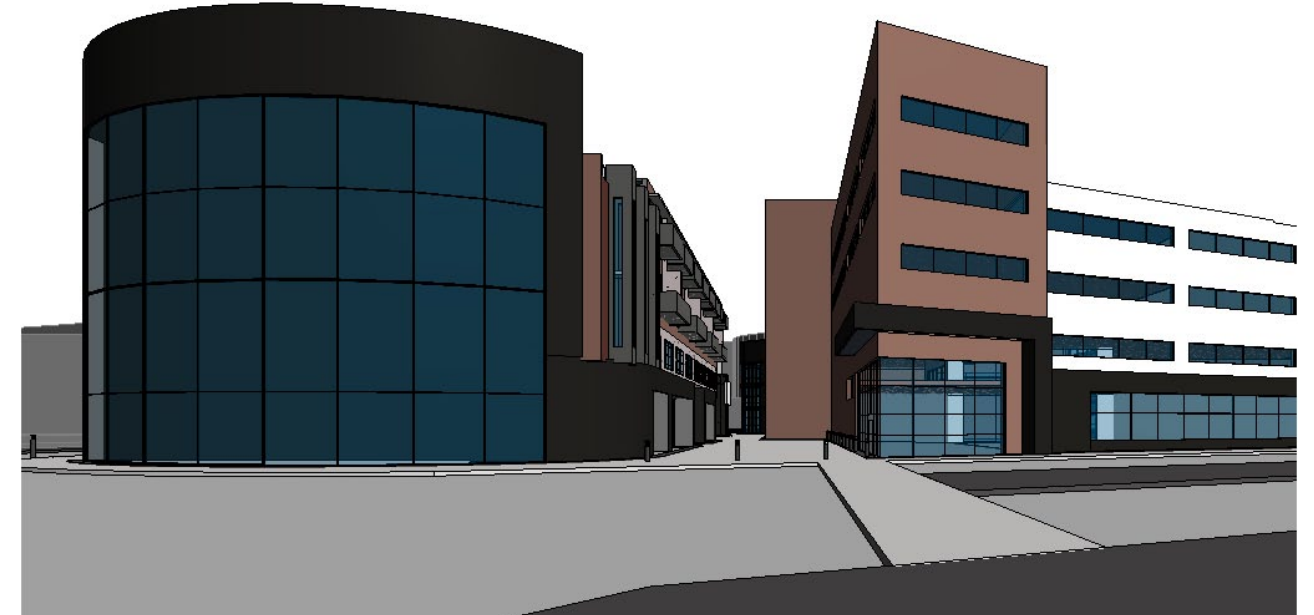
Off I-375

The placement of the buildings also had an intent to act as a form of advertising and identity to the site and city. When approaching the site, especially coming off I-375 into the city you are met with unkept parking lots and jails. The placement of the hotel has the ability to serve as a strong welcoming piece into the city and a form of advertisement of the Madison Entertainment Hub s existence.



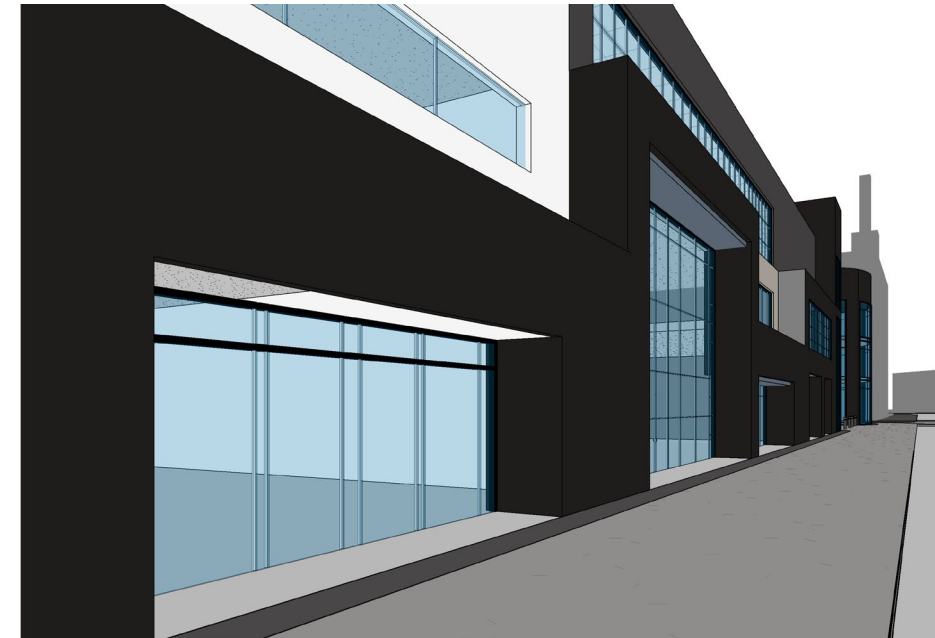
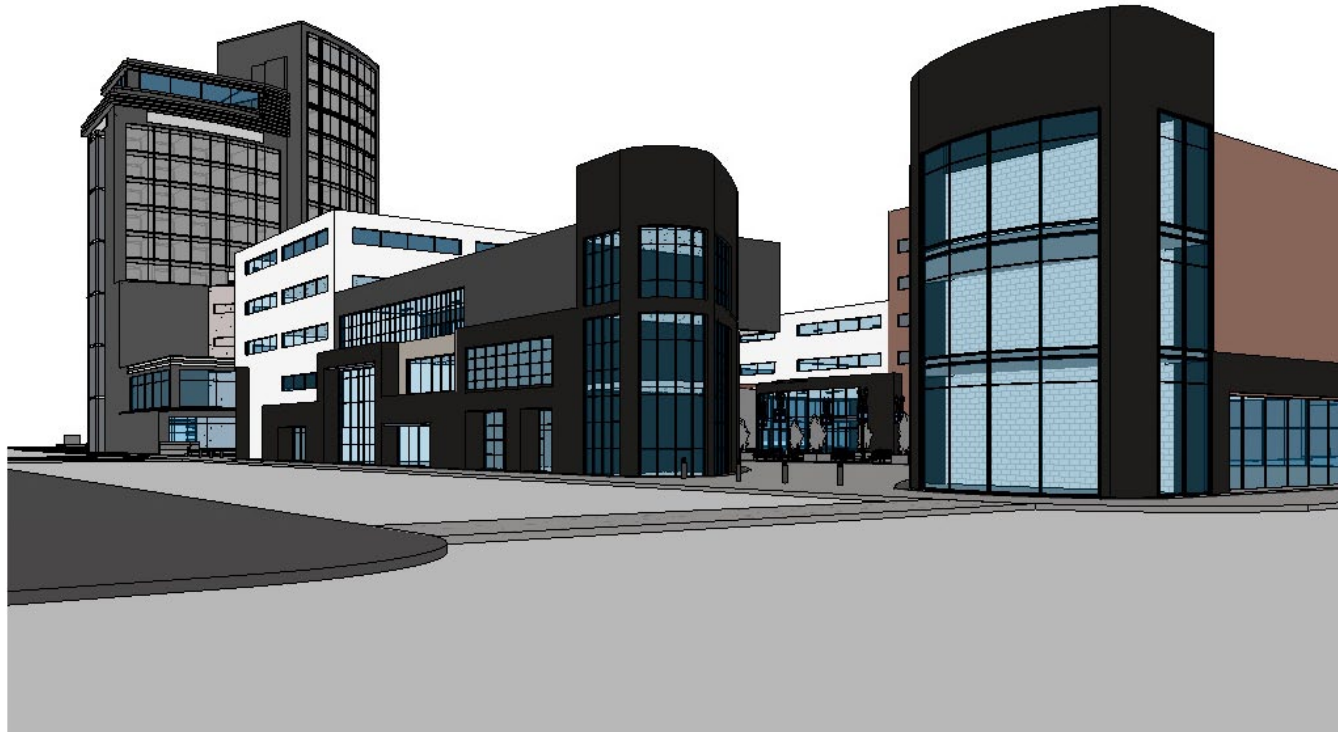
Crossing Gratiot

It was observed that large crowds would commonly park in Greektown and other parking structures of the area, and walk to the large sporting events offered in the Entertainment District. As discovered earlier, when dealing with entertainment its common for one to want an experience of events before or after the main event in which they are going to. This idea offers an opportunity to host pre and post game activities for the guest who before would have no interest in the site. To accomplish this the buildings needed to be places strategically so they could allow for a movement of pedestrians on and through the site. All entrances to the hub have large curving atriums giving visual clues that define the site as the Madison Entertainment Hub. Entering the side from the south one would have to cross Gratiot, as stated earlier a road with high vehicle traffic. The stretch of Gratiot in the area had boulevards installed to attempt to slow the traffic and increase pedestrian movement across. This implementation is a good start to show this is an area for pedestrians to cross, but I also added other features that would further slow vehicular traffic and increase foot traffic. The span of Gratiot that runs along my site would be re surfaced with brick pavers that would slightly rise above previous street level. The changing of material and subtle elevation change will enhance the awareness of drivers, and pedestrians of the movement across Gratiot. Once people have entered the site, its important to have the proper programs line these pathways. Certain venues such as banks, and other private buildings do not help to promote social activity. With this being an area used primarily for entertainment purposes, placing retail, restaurants, cafes, and other forms of entertainment will increase activity and social interaction.



Crossing Madison

The entrances along Madison in the Entertainment District are designed with the same intent, to give visual representation of the hub and welcome them in. Where as Gratiot was posing as a threat to pedestrian movement, Madison is currently in the process of widening the sidewalks to increase pedestrian movement. This works nicely into my design as Madison would be met with various retail, restaurants and a cafe helping to increase activity along this street. Once the entrances bring people in to areas that are filled with entertainment type venues, the site opens up to the central plaza.



Identity

The Madison Entertainment Hub was designed to have a relationship with the city of Detroit while still having an identity of its own. The downtown area around the site is full of buildings and voids of various shapes, sizes, and materials. Besides the first floors, and large atrium entrances, all the buildings are composed of a variety of materials, different shapes and sizes to blend in with the city. A sense of identity of the hub itself was also important. To help tie all the buildings together as one entertainment hub, the first floors are extruded out 4 feet, are all the same material, and wrap around form into the large entrances.



The specific types of retail and other venues that occupy the area can enhance the identity of the area as well. A Nike retail store will be much more successful at adding identity to the site than retail that does not have a relationship back to entertainment.



Economy

The current parking lots that dominate the site produce revenue for the wide variety of events that are put on in the Entertainment District, and for the courthouses during the work week. Although the parking lots are utilized and filled from multiple events, they are highly inefficient, especially in a downtown area. With the ability to create parking structures above and below ground, could free up space that can be utilized by for other programs. Besides the entertainment hubs ability to bring people in the area by a variety of programs and creating a positive identity to the space, the hub would also create a taxable revenue that would boost the local economy. Parking would still be accessible for not only its original purposes, but the the new variety of programs on and around the hub.



Time Usage

With all the proper programs in place that utilize the opportunities presented while also bringing in secondary venues to combat negatives, will create an area that has the potential to create a vibrant environment to be used at all times of the day, moving the city forward. Entertainment districts that are commonly found vacant at certain times of the day don't take into account all the problems I uncovered in this process. However, some entertainment districts do not have to take all aspects into account. If producing a profit is the reason for the district and can be achieved even if used seasonally, the design intent might not put much emphasis on attempting to bring people in at all times. This is commonly done in entertainment districts that are designed today, resulting in a lack of identity to the area. The Madison Entertainment Hub was designed with the idea that the best solution to the area would be to create a vibrant environment that would not only help the site by bringing people in, but also have a positive impact on the city. One of the key ideas behind this was to implement an economy lead by entertainment, and identity that could relate to the city as well create one of its own, and break into opportunities offered by the surrounding areas. This along with secondary office, residential, and retail spaces creates a hub that can be used for variety of purposes all times of the day.

Looking back at the usage diagrams and understanding that people will use the site differently can help to create spaces that are adaptable to not only the different users, but different times of the day. This can also allow for multiple activities to be going on simultaneously. Because of the acknowledgment of time and different people, this can be successful without the hub being designed for one type of event. In the Madison Entertainment Hub the plaza, park, and pathways implement this design strategy. The activity in the plaza on Friday morning changes into the afternoon, evening, and again in later hours. Pathways can offer destinations to shopping or places to eat. To others, they may simply serve as a way for pedestrians to safely move from one area to another in a vibrant area helping to enhance ones experience. Tied into all these are the locations of various buildings. On a saturday night the gaming center, restaurants and bars might be of high activity. While on a tuesday morning, the office spaces and cafes will. Without understanding the usage diagrams, the tendency to design towards one type of event or program may happen. This could then result in a negative effect in identity, economy, or movement.

Time Usage





The positives that arrive from the implementation of entertainment hubs can go on to spark further redevelopment in the area. The small scale entertainment that turns an area of need into a vibrant successful area aesthetically and economically can serve as a precedent for local businesses, and the government. As they are set in place to revitalize an area over time, they can branch out and have the potential to turn into a district. This would create a strong identity, and making the city more desirable. Either the expansion that is sparked is entertainment based, other programs, or a combination of both; land would be used more efficiently, and economically.

If implementing a designing hub in another city it is important to keep in mind that although much of the design intentions are influenced by general research discovered, some aspects deal with the surrounding areas. The varying aspects and opportunities around the site of different locations will alter design considerations. Precedent studies of different locations can help you get a feel as to what is a proper approach to the design. A site in Las Vegas or New York may have more entertainment type venues and opportunities in comparison to a Cleveland, which may need more help from other types of programs to occupy the land. Overall, finding the equilibrium between the positives and negatives that were discovered in entertainment districts, along with the realization that all sites will produce different opportunities and challenges will help to create a vibrant entertainment hub unique to the area.

Summary

This thesis was a great foundation for me to apply my skills from my undergraduate career, and meet them with architectural interests that I would like to pursue in the professional world. This thesis has proven to me entertainment is a crucial part of cities. As this project comes to an end, this thesis will continue. New ideas and interests have been coming to mind that I continue to pursue in regards to design aspects relating to entertainment. From this implementation of an entertainment hub in Downtown Detroit, I have started thinking about how cultures might relate to entertainment in their surroundings. I've begun to explore the passion that many European cities have towards the game of soccer. After my project, I want to look into cities which house certain soccer teams and how they can heighten the experience for its people before the game, during, after, and when no play is going on. Thinking about topics towards sports, entertainment, and hospitality architecture further raises my interest towards this career, and will motivate me to continue to always push my self to explore new ideas.

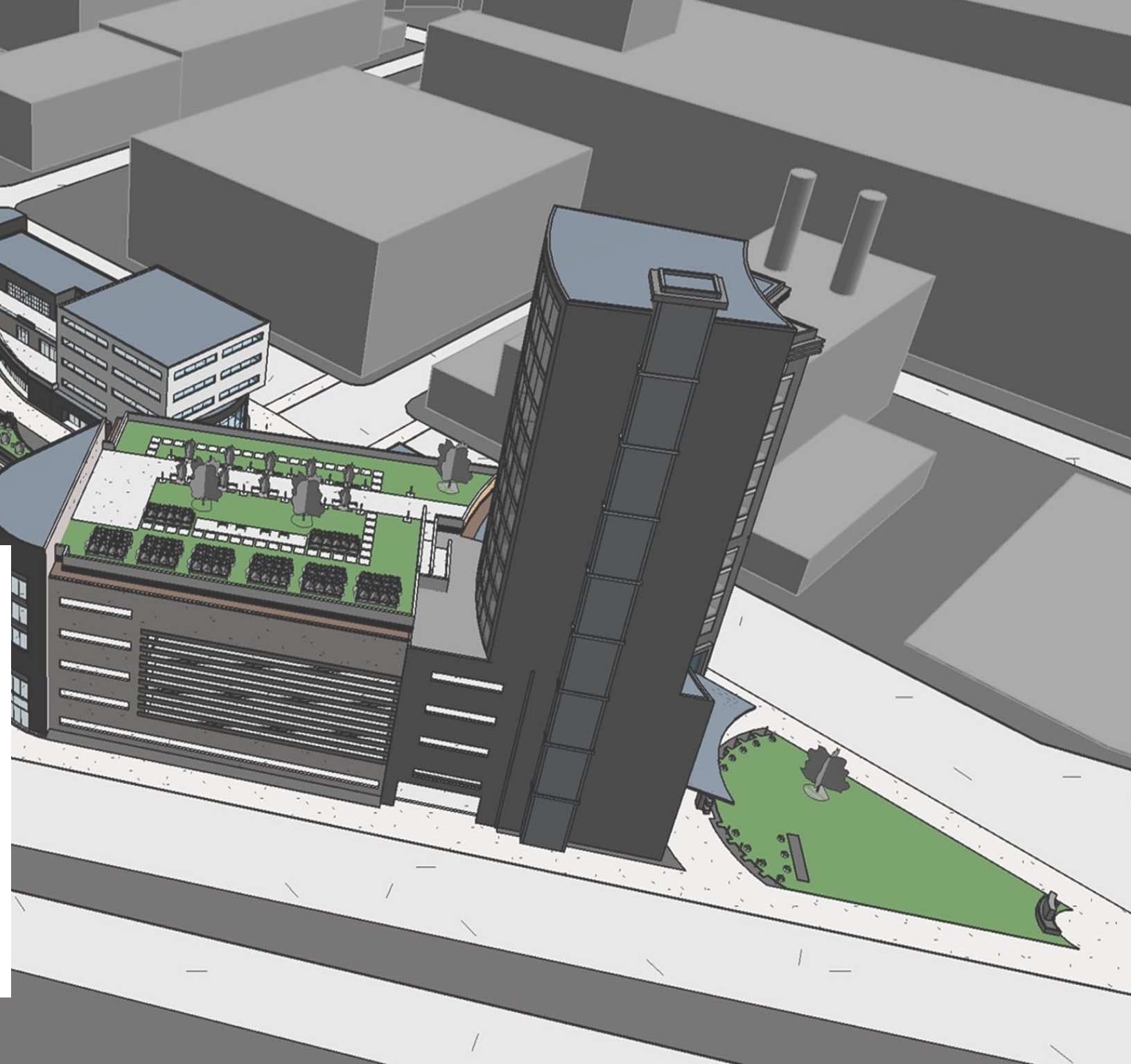


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Page 33:

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Page 44:

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