THE “D”
Detroit in the New Millennium
Contemplating a Post-Post-Modern City

by

Douglas William Halsey

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APPROVAL

of a thesis submitted by

Douglas William Halsey

This thesis has been read by each member of the thesis committee and has been found to be satisfactory regarding content, English usage format, citations, bibliographic style, and consistency, and is ready for submission to the Division of Graduate Education.

Christopher Livingston, Committee Chair

Approved for the Department of Architecture

Steven Juroszek

Approved for the Division of Graduate Education

Dr. Carl A. Fox
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Douglas William Halsey
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“Detroit will resolve into one of the greatest industrial islands on Earth. With immense supplies of iron and copper to the north, coal to the south, the Detroit River in front and canals on either end, the city cannot miss.”

-E.B. Ward, early Detroit industrialist, Civil War era

INTRODUCTION

“The Motor City.”

“Motown.”

“The Automotive Capital of the World.”

The connection between Detroit and the American automobile industry is indisputable. Perhaps no other city in the world is as connected with a single industry as Detroit. For seventy years Detroit enjoyed the prosperity that the booming auto industry created. Between 1900 and 1950 the Detroit population swelled from 285,700 to nearly two million.

By 2000 that number had fallen to less than a million.

The failure of Detroit to sustain its industry and its population in the last fifty years has created a modern shrinking city. The gradual decline has created a ghost town of sorts, with much of its building stock deserted and awaiting demolition. Crime plagues the city; poverty and illiteracy are common.

Chrysler, Ford, and General Motors, the “Big Three,” as they are known, are each facing desperate times. Their future is unclear. What is becoming apparent however is the demise of the production industry itself. The prospect of Detroit as an automobile producer in the future is not likely. The city will have to redefine itself in the era of Globalization. The Motor City is no more. The emerging nickname is the “D.”

What does the future hold for the “D?”
The Great Lakes region of central North America was formed over the millennia by repeated glaciations moving down from the north and then receding. Eleven thousand years ago, the last ice age ended which opened up the great lakes area for human settlement. Nomadic peoples developed villages in what is now southeastern Michigan. Tribes and clans rose and fell leaving traces of their existence along the confluence of the Rouge and Detroit rivers. By the time the first Europeans saw the area, the Iroquois Tribe was in control. French fur traders moved through the region for forty years before Antoine de la Mothe Cadillac establishes a fort on “le Detroit” or “the strait” of a river linking the Great Lakes. The year was 1701. For the first fifty years the settlement struggled with Indian skirmishes and lack of interest from new settlers. French style ribbon farms extend north and south from the river allowing each farmer access to the water. The names of the farmers will someday grace the streets of a modern city; Beubien, St. Aubien, Chene.

The British took control of the fort in 1763 after the Treaty of Paris was signed. For thirty three years they ruled the city, building a new fort but little else.

The United States claimed the city in 1796. In 1805, Detroit burned to the ground. The city motto is written, “Speramus meliora; resurget cineribus” or, “We hope for better days; it shall rise again from its ashes.” It seems as fitting today as in 1805.
Satellite imagery of Michigan and the Great Lakes Region.

1763 Map of French Settlement and Original Fort
Judge Augustus Woodward, inspired by the plan for Washington D.C., proposes a radial street plan for the new city. A series of “circuses” were joined by radiating spokes. Today Woodward, Michigan, Fort, Grand River, Jefferson, and Gratiot are part of the original plan. The heart of the city is created at their intersection at Campus Martius and Grand Circus. Woodward’s plan was halted in 1823 when the Judge was reappointed to Florida from Michigan by President James Monroe. Later street developments followed a more typical Jeffersonian grid plan compromised by the old layout. Woodward’s plan intended to focus downtown, but by the latter half of the twentieth century the attention had shifted outwards to the suburbs.

From 1837 until 1847 Detroit served as the Capital of the newly formed state of Michigan. The University of Michigan was established at the same time. Soon the capital would move to Lansing and the University to Ann Arbor. Detroiter found it necessary to reinvent their city. The first industrial revolution of 1850 established Detroit as a manufacturing and shipping area. Its strategic location on the Detroit River established it as a shipping center. The population of the city surged to over 26,000 making it the 23rd largest city in the U.S.

In the 1890s a young engineer with the Edison Illumination Company, Henry Ford, began designing four wheeled self-propelled vehicles he named the “quadricycle.” His experimentation with and modifications of this machine led to the formation of the Detroit Automobile Company. Soon however, disputes within the Board of Directors led Ford to start a new company he simply titled the Ford Motor Company.

"History is more or less the bunk. We want to live in the present and the only history that is worth a tinker’s damn is the history we make today.”

Henry Ford
Chicago Tribune
1916
Judge Augustus Woodward's Original Plan for Detroit.

The plan as seen at Grand Circus and Campus Martius
Henry Ford realized, that in order to stand out in the sea of automakers in Detroit, he would have to reach a mass audience. Taking the modern notion of the machine, Ford enacted a plan to revolutionize the entire process of manufacturing. Through mass production techniques, Ford could decrease prices while turning a larger profit. He would bring the automobile to the masses. In 1910 Ford opened the Highland Park plant designed by Albert Kahn. Kahn had already made a name for himself during the previous decade with The Packard Motor Car Company and the first use of reinforced concrete in a factory. The increased spans and available light with Kahn’s system made for a more efficient plant. Ford exploited this system to great effect in Highland Park making Model T’s. The plant was so efficient that Ford was inspired to build a larger plant within ten years. The River Rouge plant, also designed by Albert Kahn came to epitomize the modern condition. Here on a one thousand acre site, Ford and Kahn’s vision came to its zenith. Production assembly lines were built into massive single story structures enhancing efficiency. The Glass Manufacturing Plant of 1922 created a new standard for functionalist architecture. The building was designed for the specific task of glass manufacturing with raised roofs over the kilns to dissipate heat. Massive louvered windows carried heat away from the workers. A light steel frame system minimized columns and reduced costs. This influential plant inspired futuristic visions and helped define the modern movement of Le Corbusier and Mies van der Rohe. Albert Kahn’s work was referred to by both modern masters.

“At my first visit to the States in 1924...two things stagger my imagination: Buffalo’s grain elevators and Albert Kahn in Detroit.”

-Erich Mendelsohn

“the most significant monument in America”

-Vanity Fair describing the River Rouge Plant 1928
Henry Ford and unknown man driving Model N at Highland Park Plant today.
In the 1920's Detroit had arrived as the modern industrial city. Henry Ford was revolutionizing production and society. Fordism, as it became known, involves the mass production and consumption of goods. Ford envisioned a system in which well paid employees became consumers of their own products, thereby expanding the market. He believed in a decentralizing industry to enhance production by the terms of the market. While Henry Ford was grounded in Dearborn, he had farther reaching plans for his company. He built plants overseas and helped to develop the foreign auto market. He was in many ways a pioneer of modern globalism, the system that ultimately would help lead to the demise of Detroit.

Henry Ford employed a vertically integrated system at Ford Motor Company; incorporating mills, mines, shipping, rail lines and employee housing. Henry Ford had complete control over his operations, a lesson learned while struggling with the Detroit Automobile Company. The efficiency in which Ford Motor Company went from raw materials to finished product was unsurpassed. Wages were among the best in the nation with Henry Ford's "$5 a day" system. Workers, including many southern African-Americans, flocked to the city for lucrative jobs in the auto industry.

With the arrival of new immigrants came new culture. Hastings Street on the east side between Warren and Gratiot became the heart of the black culture. Named "Black Bottom" for its dark soil, the...
River Rouge Plant designed by Albert Kahn, 1917-1941
neighborhood housed the majority of black owned businesses. Jazz clubs flourished in the “Paradise Valley” district of Black Bottom. McKinney’s Cotton Pickers, an early influential jazz combo, called Paradise Valley home. Later acts included Duke Ellington, Tommy Flanagan, Billie Holliday, Barry Harris, the Jones Brothers, Cab Calloway, Paul Chambers, Curtis Fuller and many more. Jazz became the soundtrack of the modern era in Detroit.

Detroit also emerged as a leader in architecture. Between 1920 and 1930 several skyscrapers were built downtown. Douglas Kelbaugh, Dean of the School of Architecture at the University of Michigan, claims Detroit has the fourth finest stock of pre-World War II high-rises. The Buhl, the Penobscot, the Guardian, General Motors, the Fisher Building, as well as the “city beautiful” cultural center all were created during this decade. It was Detroit’s decade.

The rise of Socialism in the decades before World War II brought attention to the great city of capitalism. Worker groups were organized and repressed frequently. Some of the actions turned violent. A labor march during the Depression, reacting against Henry Ford, was met by tear gas-throwing police and fire hose-wielding firemen. The activists responded with rocks and bricks. Ford security workers then fired into the crowd killing five people. Five years later UAW organizers were severely beaten by Ford security forces. Sixty members were treated for injuries and one organizer died from injuries four months later.
“Architecture is 90 percent business and ten percent art.”

- Albert Kahn
The struggles of the workers in the heart of American industry inspired creative efforts from artists around the world. Leftist painter Diego Rivera painted perhaps his most influential work outside of Mexico, \(^\text{16}\) in Detroit. The massive mural entitled “Detroit Industry” morphed the idea of machine and man, celebrating the worker while casting suspicion on the bosses. On its unveiling in 1933, “Detroit Industry” was widely criticized as blasphemous, pornographic, and as an attack on capitalism. Critics demanded its destruction. \(^\text{17}\) Today it serves as a reminder of a long gone era of Detroit Industrial domination and the rise of the labor unions.

The automobiles produced during the pre-war era were tributes to the glory of the machine. Exposed chrome exhausts, long sleek hoods, and aerodynamically sweeping fenders established the Detroit automobile as the world standard. The Chrysler Airflow of the mid 1930’s exemplified forward thinking automotive design of the time.

With the start of World War II the modern era ended for Detroit. Automobile production halted as the city retooled for wartime production. Detroit, the “Arsenal of America” \(^\text{18}\) produced war machinery for the military. Albert Kahn designed a B-24 bomber plant at Willow Run for the government; Ford Motor Company operated it. It was the largest war plant in the world, at over a thousand yards long. Its single product was the B-24 of which it produced 8,685 during the war. \(^\text{19}\) No new automobile designs were produced during these years. After the war Detroit would find itself in a new world.

“Unless we cleanse our hearts of hate - racial and religious - this war will only be half won. We still have to stand guard against those in our midst who have been nurtured on the myths of the superior and inferior races and who practice discrimination against fellow Americans because of the color of their skin.”

-U.S. Supreme Court Justice and Detroit Native Frank Murphy  
Sept. 2, 1945
“Detroit Industry” by Diego Rivera, 1933
THE SECOND FIFTY YEARS OF THE AUTOMOBILE: THE POST-MODERN

After World War II the nation faced an unprecedented housing boom. The return of soldiers and a desire to kick start the economy led to large scale residential developments. The Federal Housing Administration policies created a new long term, low interest mortgage to empower the middle class into new homeownership. During the first twenty years however, the FHA restricted these mortgages only to whites living in the new suburban fringe. Developments in older neighborhoods were refused. In 1950 white people found it easier and cheaper to move to the suburbs than to stay in the city. It was the “American Dream.” It was the beginning of Post-Modernism. Blacks were left behind.

The Interstate Highway Act of 1956 accelerated the exodus. Designed to alleviate the automobile congestion, the highways were intended to serve the central business districts. They also created a more efficient way to live outside of the city. The first of these expressways was actually built before the Highway Act during World War II. The Detroit Industrial Freeway served the workers at the B-24 bomber plant west of the city. It established a model for future interstate expressways. Interstate 75 allowed for easier travel from the northern suburbs to the industrial jobs in the city. The beltway of I-94 created an east west corridor north of downtown that allowed for inter-suburban travel without having to enter the city. Perhaps most damaging to Detroit was the destruction of Black Bottom and Paradise Valley. Hastings Street was removed to accommodate the Chrysler Freeway. The black neighborhood was divided almost perfectly in half.
Black Bottom became “literally a city within a city,” wrote historian David Katzman. “The variety and breadth of life and institutions within the black community could match that of Detroit itself.”

-Detroit Free Press
Then Secretary of State Richard Austin denied popular theories that the route was chosen to minimize impact on white businesses.\textsuperscript{23} Intention aside, the primary black neighborhood in the city was destroyed.

Many African Americans were forced to find new housing in the city, often moving into homes vacated by the white exodus to the suburbs. Blacks moving into formerly white neighborhoods created an increase in racial tensions that has always been present in Detroit.\textsuperscript{24}

New architectural developments serving the emerging postmodern culture. Most notably for Detroit was the first shopping mall. The 1954 opening of Northland Mall in suburban Detroit changed forever the shopping patterns of Americans and the role of downtowns.\textsuperscript{25} American retailing could now be controlled by a single developer. The national chains grew at an unprecedented rate while smaller more regional stores and “mom and pops” suffered. Detroit’s main downtown department store, Hudson’s, would soon close its doors forever.\textsuperscript{26}

Postmodernism was also visible in automotive design. The post war era brought a fascination with atomic energy, space exploration, and speed. The tailfin first appeared in 1948 and gradually emerged on the rear of many American automobiles. The apex of tailfin design is commonly considered the 1959 Cadillac.\textsuperscript{27} Completely functionless, the tailfin conveyed everything the 1950’s auto consumer desired: futuristic, fast, and sexy.
Perhaps the best example of a emerging postmodern architecture and the decentralizing auto industry is the GM Technical Center of 1956. Designed by Saarinen, Saarinen, and Associates, the tech center would be the second great campus in the region to bear the Saarinen name. While Cranbrook is primarily a masterpiece of the elder Eliel Saarinen, GM would make a name for his son Eero Saarinen.

From the outset, Eero looked to create a more futuristic celebration of the technical aspects of the automobile industry. He worked with the materials of the automobile, glass, steel, and aluminum. He employed neoprene to secure the windows. Then there is the campus itself, a 155 acre lawn, 60,000 plants and shrubs, 13,000 trees, and an artificial lake with four islands. A “floating” staircase in the styling building is an iconic symbol of the corporation. The Design center is housed in an aluminum clad dome spanning 186 feet.

Perhaps the most enduring feature, however, is the use of glazed brick. Working with the ceramics experts at the General Motors AC Spark Plug Division, a new glazing compound was invented that would allow bricks to retain their color. Saarinen chose crimson, orange, yellow, and blue to instill a sense of Michigan’s autumnal foliage. This technique of glazing is now widespread. Finally Eero Saarinen chose to highlight the water tower as a design element. Originally slated for the far edge of the compound, Saarinen placed the tower in the middle of the lake and clad it in aluminum. It was instantly seen as futuristic. It was the tailfin, so to speak, of the campus.
General Motors Technical Center
Warren, Michigan
Designer: Eero Saarinen 1956
Music was also reflecting the changes of the postmodern. Youth culture was emerging in the birth of Rock and Roll. “I don’t sound like nobody,” a brash Elvis Presley told his record producer. What he meant of course, is “I don’t sound like white people.” The repackaging of the blues as white popular music broke ground for a mainstream black music. Motown records ushered in the sixties with a string of hits from the Supremes, Marvin Gaye, the Temptations, the Four Tops, Stevie Wonder, Martha and the Vandellas, Smokey Robinson, and Aretha Franklin. Through its music Detroit was seen as a progressive city of racial unity. In the streets though, the tension was rising. The tumultuous era of the sixties would have major implications for the city of Detroit.

On July 23, 1967 just before dawn, Detroit police raided an after hours club on 12th street. Emboldened by the riots in California and the civil rights movement, black members of the community met the police on the street in front of the club. Bottles and rocks were thrown as they began to taunt the police. A week later 43 had died, 467 were injured, 7,231 arrested, and 2,509 stores had been looted or burned. It began the public relations nightmare that still haunts the city today. Although not technically a race riot, the aftermath was a greater polarization of blacks and whites in the city. The “white flight” to the suburbs accelerated and many of the factories also moved out to the suburbs.

“Let white America know that the name of the game is tit-for-tat, an eye for an eye, a tooth for a tooth, and a life for a life... Motown, if you don’t come around, we are going to burn you down!”

-H. Rap Brown
June 29, 1967
TIME

THE WEEKLY NEWS MAGAZINE

TWELFTH STREET, DETROIT
The post-modern counterculture of the sixties was best represented in Detroit with the radical White Panther Party. The White Panthers professed a manifesto of a "total assault on the culture." Rock and Roll was their delivery method and the Motor City 5 was the voice. The MC5 raised hell at the 1968 Democratic Convention. They were the house band at the Grande Ballroom on the city's Westside. They were a pioneering proto-punk band; political, loud, and snotty. Their sonic assault inspired seventies heavy metal and punk. They are the finest example of the gritty Detroit sound that included Iggy Pop, Alice Cooper, Ted Nugent, and the modern day White Stripes. It was in the sixties that Detroit gained its tough image. The post-modern Muscle Car reflected this toughness, cruising the strip of Woodward Avenue with flaring fenders, rear spoilers and bulging hoods.

The seventies hit Detroit hard. The first gas crisis of 1973 caught the Big Three unprepared and unable to adapt. Cars of the day were monstrous gas guzzlers. Smaller more fuel efficient imports began to make waves with consumers who preferred to stay out of the long lines for gas. What Thomas Friedman calls Globalism 2.0 was shaping as the US auto market opened to Honda, Toyota, Datsun, and Volkswagen. Foreign cars suddenly became a real threat. Quality of the domestic cars also suffered during this era. Faulty paint jobs, rattling parts, and the infamous exploding Pintos contributed to falling consumer loyalty. Detroit automobiles were becoming a joke. Between 1970 and 1980 Detroit lost 208,000 jobs due to the failing industry. During the same decade the city lost 300,000 people. By the late seventies another oil crisis
“We were purged from the White Panther Party for counterrevolutionary ideals, because we bought sports cars... I got a Jaguar XKE. Yeah, man, it was about the coolest thing I've ever had from playing rock and roll. Fred Smith bought a used Corvette. Dennis bought a Corvette Stingray - a big 427 muscle car. Michael Davis bought a Riviera...”

“Fast cars and drinking beers doesn't exactly go with brown rice and zen.”

-MC5 members Wayne Kramer and Dennis Thompson on their dismissal from the White Panthers in 1969.
had emerged. Chrysler was already struggling after reporting losses in the billions of dollars. They soon required a federal loan guarantee in order to survive.³⁹

The seventies were also hard on Detroit’s image. The 1974 murder toll of 714 people propelled the city onto newspaper headlines around the country; “The Murder Capital of the Country!”⁴⁰ Ironically in the post-modern society this became a point of pride for the suburbs. White teenagers, many of whom never set foot in the city proudly wore t-shirts proclaiming the toughness of the city as if it would rub off on them. The phenomena continues today with the popular, “Welcome to Detroit, where the weak are killed and eaten” t-shirts. You don’t see those shirts in the city much.

In an effort to revitalize downtown, Henry Ford II developed a new office complex. The Renaissance Center designed by John Portman and Associates in 1977, “rose from the river in a complete defiance of place.”⁴¹ The five towers are the defining elements of the skyline but did little to slow the exodus from the city. There was no “renaissance.” By the nineties the building was suffering from vacancies as jobs continued to flee the city. A makeover by Skidmore, Owings, and Merrill in 2000 and the occupation of the center tower by General Motors has helped. Of course GM’s future is uncertain.

“Are the shrinking cities a natural product within the dynamics of capitalism that shift urban growth from one city to another? Or do shrinking cities imply the failing points of the capitalist model? Do shrinking cities give a greater dominance to capitalism worldwide, or are they the places where post-capitalist economic models would form?”

-Kyong Park
“Shrinking City Detroit”
2004

1974 Ford Pinto
Renaissance Center
Designed by John Portman and Associates 1977
Musically the late seventies brought a unique sound to Detroit. A collection of black college students created a network of European influenced cliques. Most importantly was the notion of the European new wave and post-disco nightclub music. The group began to rent out halls and play their own music. A unique fusion of the German band Kraftwerk and American funk artist George Clinton created a brand new style. Because of limited venues in the now crumbling city, the techno movement often shared space with punk bands or jazz outfits. The sound continued to evolve as several record companies opened along Gratiot Avenue. Detroit techno music sought to take the city into the future. It was mechanical, but also warm. It was as if the machines of the auto industry had come to life. It was industrially emotional. They were trying to create a soundtrack for a future Detroit. Techno was mostly ignored in the U.S. but was hugely popular in Europe and inspired second generation European Techno bands like Depeche Mode. Today Detroit celebrates its Techno Music with an annual festival on the river. The three day event drew crowds between 900,000 and 1.5 million in the year 2000.

The eighties and most of the nineties saw the fruition of Henry Ford’s decentralization plan. The suburbs now were the obvious leader in the region for economic development and growth in population. The city was essentially dead. Media coverage of the city focused heavily on the annual embarrassment of “Devil’s Night.” In 1983 Detroit had over 600 fires during the three day Halloween holiday. The following year the national news media sent helicopters to capture the anticipated inferno.
They were not disappointed. That year 810 fires were started. The nation watched as Detroit’s funeral pyre blazed. The causes were simple enough; a mischievous holiday, the rise of “crack houses,” abandoned buildings … all contributed to the problem. While much vandalism was attributed pranksters, there were also cases of absentee landlords clearing out their problems for insurance money. Community activists also saw this as an opportunity; if the city would not demolish abandoned buildings, they would burn them down. In some ways it represented a Do-It-Yourself form of urban renewal. National attention to the event also contributed, it was expected. Providing an audience for pyromaniacs is not advised. Anti-arson efforts in the city have helped in recent years, along with strict curfews. In the last decade the amount of fires during Halloween is less than typical nights. In the eyes of America however, the damage was done.

Culturally this era was the pinnacle of postmodernism. Suburban mall culture, MTV, and retroactive automotive design marked the era. Anita Baker, Kid Rock, Insane Clown Posse, Eminem and The White Stripes kept Detroit on the national radar musically. Population continued to plummet, finally falling below one million in the 2000 census.45
THE NEXT FIFTY YEARS: THE POST-POSTMODERN (POPOMO)

Today there is a sense of renewal in the city. A national trend towards urban living is being reflected in Detroit. Corktown, Brush Park, and Indian Village are the primary areas being renovated. These older neighborhoods represent areas where the architectural stylings defy the rest of the city. Corktown is the oldest neighborhood and is where many of the Irish immigrants settled. Brush Park and Indian Village contain many fine homes once housing the cultural elite of the city and now in desperate need of repair. Financial incentives are offered to repopulate these areas. Downtown the development of two new stadiums for the Lions and Tigers has brought an increased economy to the area. The theaters by the stadiums have also been restored to their art deco original state. Closer to the river high rise luxury residential towers are being developed. In terms of this limited region, Detroit is looking better than it has in a long time. However, without an economic recovery it can only be a short term trend. The 2005 Census estimates the population to be below 900,000.

The auto industry is tanking. Chrysler was bought by German based Daimler in the nineties. Ford and GM are reporting record losses. Once again caught unaware by rising fuel prices, Detroit lose market share to the imports. The big three reporte...
Compuware Headquarters
Designed by Rosetti Architects, 2004
ber one producer of automobiles in the world. In the post industrial new economy it makes less sense for the United States to continue to manufacture automobiles. Detroit will need to once again reinvent itself in the mold of current trends. But what are those?

Thomas Friedman describes in his book, “The World is Flat,” the ten forces that he believes has lead to a new paradigm in our society. The “flatteners” are as follows:

1. The fall of the Berlin Wall with the coincidence of the rise of the personal computer.
2. The World Wide Web
3. Work flow software (Fordism for the new economy)
4. Open-sourcing
5. Outsourcing
6. Offshoring (China)
7. Supply chaining (Wall Mart)
8. Insourcing (UPS)
9. In-forming (Google)
10. The steroids (Digital, mobile, personal, and virtual)

Friedman demonstrates an emerging system utilizing high-speed technologies to manage a globalized manufacturing industry. The horizontal organization of the new communication technologies reaches out to anyone in the world with access to those communication tools. Access to mobile phones and the internet are increasing around the world. New technologies make it easier and more affordable every day. Translation devices and digital presentation tools allow
“Can you hear me now?”

-Slogan for Verizon Wireless.

“The Steroids” Modern Communications tool the Blackberry
for clearer understanding between distant collaborative partners. The current system looks to exploit labor, materials, and new shipping practices in an unprecedented global form.

I believe that we are now in transition to a new global cultural identity. The western era of the postmodern is not sustainable in the age of Globalism. Simply put, much of the world that is now involved with the "new economy" has no knowledge of the postmodern. The world may begin to adapt to some of the west's PoMo arbitrary conventions, but we too will have to adapt to a new cultural reality. Our consumption patterns, denial of science, and sentimental attachment to the past is hindering our ability to lead in a leaner, forward thinking, proactive economy. The new economy is based on "hypercapitalism." Hypercapitalism describes the effects of globalization on the traditional methods of capitalism. Hypercapitalism uses the flattening tools described by Thomas Friedman to accelerate the process of global enterprise. Hypercapitalism can best be described by the phenomenon of the daytrader. Emerging in the late 90s, these investors bought and sold stocks at an unprecedented rate. These investors used the internet, new trading software, and cell phones to monitor corporate stock values by the minute. Fortunes are made and lost in a single day.

As the tools of the daytrader expand to a greater global market, others have entered the fray. Most striking about hypercapitalism is the inclusion of formerly excluded players; the so called "creative capitalists." The success stories of the last decade are the young corporate start ups that exploit the most current tools the most effectively. Two years ago YouTube didn't
exist. Last month it sold for $1.65 billion to Google. Who? Their ability to see the world through the lens of a webcam has redefined what American Corporate power looks like. Lean, young, smart and constantly evolving they are the anti-IBM. They are the anti-General Motors. They are the future of corporate power.

Culturally this new hypercapitalized, globalized world will also reflect the inclusion of the previously excluded. Today we can enjoy music from self-published artists from around the world, delivered to us by high speed internet, satellite radio, and cell phones. The music is often free of Western conventions opening up new collaboration possibilities. Current artists take the Detroit Techno model to new lands and produce Techno Islamic or Techno Indian sounds. Art is increasingly delivered digitally with creative commons replacing traditional copyrights, allowing anyone to continue to build on it. Today anyone with a computer can create, publish and share creative works. In what is being termed Web 2.0 the tools to do so are increasingly common. Most of the photos used in this publication come from Creative Commons copyrights and were found on the website FlickR. Today what is needed is not a traditional media delivery provider but a media filter. What you want is already out there. The key is being able to find it more easily. Branding becomes an important filter device. By associating yourself or your product with an identity or keywords, a greater audience can find it. Branding also becomes important in urban development. Neighborhoods become known by their branded identity. A character of place is a marketable commodity.
The new economy therefore is represented by a boundary-less globalized market, interconnected with high speed technologies, and operating 24-7. Information sharing, collaboration, and creative problem solving mark the new success stories of Google, Apple, and Toyota.

The understanding of Global Collaboration leads to the new cultural identity that is post-post-modern, the PoPoMo. It is a transitional shift from the notion of Western dominance to the emergence of a west collaborating with the rising third world. It seeks creative solutions to overcome traditional barriers of culture. It seeks hypercapitalism to bring all people under the banner of an economic standard such as the dollar, euro, or yen.

Architecturally these ideas are represented by the green movements as well as the digital spectacle movement. “When the Guggenheim Museum Bilbao - Frank Gehry’s signature building - went up in the heart of Spain’s turbulent Basque region in 1997, it symbolized three things: the so called globalization of art and architecture, the worldwide boom in museum building, and the priority of culture in the economic life of communities.” Bilbao represented the collaborative efforts of architecture and city planners to stimulate an economy through architectural spectacle.
Hypercapitalism ideals are shown as the buildings economic effects radiate through the region.

Additionally, green architecture can represent hypercapitalism through environmental creativity and unique collaborations. William McDonough has been developing his “cradle to cradle” for several years. A recent proposal took this idea to a great scale, that of the city. His firm has looked at sites up to twenty square kilometers in China. China is in the midst of a huge building era, seeking to house 400 million people in the next 12 years. The government is working with regional development agencies to accomplish this goal. William McDonough + Partners use creative entrepreneurship to help sell the idea of a cradle to cradle sustainable city. Cradle to Cradle manufacturing does not ask “Am I doing it the right way?” It asks, “Am I doing the right thing? Then I’ll go about doing it the right way.”

The Colorado Court Building by Pugh + Scarpa in Santa Monica, California utilizes green technologies and systems to generate more electricity than the residents consume. The resulting rebate from the power company is shared by the residents. Good for the residents, good for the environment, good for the power grid. It’s an example of a win-win-win situation.
What does the PoPoMo condition mean for Detroit? One way of looking at the situation is through McDonough’s “Waste=Food” concept. A primary idea of cradle to cradle is to effectively exploit your waste as a new commodity. Detroit has a lot of waste. Contaminated or vacant land, decrepit or vacant buildings and an under utilized labor force are just a few examples of waste waiting to be converted to food.

Detroit is roughly 135 square miles in area. It has a density of 10 people per acre. That ratio is more suburban than urban. This suggests that if a creative effort was made to increase density without increasing population, some of the “waste” land could become productive “food” land. A density similar to San Francisco’s would open up approximately 50 square miles. A density of New York’s would create 90 square miles. The potential of this land has more real value than raw land outside of the city. The existing infrastructure includes buildings, roads, shipping access, train lines, airports, public transit, and institutes of higher education. These elements, though many are in need of improvement, are valuable assets.
Detroit’s competitiveness in the global scheme is available land inside an urban infrastructure. What Post-Post-Modern industry would see this?

The availability of land suggests a large scale project or connected smaller projects that would exploit the available land while plugging into the infrastructures that already exist. Detroit offers a variety of shipping channels developed by the automobile industry. Rail lines crisscross the city ending at numerous auto manufacturing plants such as Packard and Chrysler. They provide access to the Canadian border cities of Sarnia and Windsor. They link to the Detroit City Airport and to the Interstate highways 75 and 94. They link to the Detroit River and the traditional shipping ports which are currently being improved. The infrastructure designed to move automobiles from Detroit to the world can also reverse and bring products from the world to Detroit and the central United States and Canada. Shipping should be a consideration for a future Detroit.

Global GDP has gained 154% in the last 30 years. World trade has gained 355%. Air cargo is up 1395%. Currently only 1% of the total weight of all products shipped is air shipped. However, that 1% of weight equals 40% of the overall total value. Additionally one half of that value is U.S. exports valued at $554 billion. The new economy of hypercapitalism is air shipped. Electronics, pharmaceuticals, medical technologies, fashion, and sushi are a few examples of new economy products being air shipped. The trend of the Post-Post-Modern is speed. Raw materials are still shipped by slow boats, but the PoPoMo travels by jet. Around the world major airports are emerging as new economy shipping centers, just as railroads once were. These airport centers develop their own
identities as regions of economic development flock to them. They are defined by the new term “Aerotropolis.” Amsterdam, Dubai, Bangkok, and Hong Kong are the current leaders in Aerotropolis development. India is currently developing several of their own.  

The rise of the Global supply chain requires manufacturers and retailers to manage their inventory on a “just in time” basis. It is no surprise then that many distribution and assembly centers are located as close to a major airport as possible. In Amsterdam, rent in the airport region exceeds that of downtown. In Dubai a new airport is being built to serve the emerging global economy. When completed it will serve 1.2 million square meters of factory and warehouse space in the inner ring of its development plan. Currently in the United States, Memphis provides the closest example of what a future Aerotropolis would look like. As the primary FedEx hub Memphis has been in the Global economy since 1973. They are currently the busiest cargo airport in the nation. FedEx is directly and indirectly responsible for 166,000 jobs and 20 billion dollars in output. Businesses based in Memphis enjoy faster shipping with more flexible drop off hours than anywhere else in the nation.

John Kasarda, Professor at the University of North Carolina Business School is a driving force for the rise of the American aerotropolis. His theory places the new airports as close to the city center as possible. Bucking the current theory of placing it where the environmental impacts are less noticed, Kasarda claims that, as seen in Amsterdam, future real estate value, rates and commercial types will be determined by the time involved to reach the airport. Most American cities don’t have the luxury however of available land in the city center. Most cities are not like Detroit.
Detroit has potentially 90 square miles of available land and an existing airport in the city proper. Detroit city airport is owned by the city of Detroit and is underused. In fact the airport was closed for two years due to budget shortages. A revival of this airport as a new economy cargo shipping center would serve the Detroit economy well.

Kasarda points out that few American cities are willing to consider the aerotropolis role. Zoning, NIMBY-ism, and the love of the suburban ideal are too powerful opponents to such a scheme. The ability of the United States to envision the competition of supply chains and networks instead of individual corporations is critical to our future success. The desperation of Detroit and its already decrepit land may make the opposition easier to win over and allow Detroiters to once again see themselves as world leaders.
PROGRAMMING

The design challenge will be to adapt the current Detroit City Airport region as an air cargo center. This will be demonstrated at three scales of increasing detail.

First the master planning for the Aerotropolis region itself. Care must be taken to apply PoPoMo ideals of creative collaboration between the airport area and the downtown business district. Branding efforts to establish an identity for the area is an example. The aerotropolis region must establish its own branded identity.

The infrastructure servicing the aerotropolis will be examined and adapted, particularly the linkage of Gratiot Avenue to downtown and to the traditional sea port area. This area of design will remain fairly abstract with a greater importance of conceptual linkages being demonstrated over materiality, appearances, and construction methodologies. However, the branding efforts mentioned above would be visible along Gratiot Avenue. Ideas on facilitating and easing trade along this corridor will be explored.

Narrowing from this region will be a site analysis of the Packard Motor Car Company Plant which lies within the region of the aerotropolis. That is to say between the airport and downtown, close to Gratiot Avenue. Demonstrations at this scale will also be in the master plan format. Distances to the airport will be measured in physical scales and time to assess a new economic value for the plant. Potential uses for the various buildings will be analyzed as well as the impact on neighboring areas. Displaced populations will be offered housing within the zone. Economic opportunities for this population will be a major incentive for the success of the project.

Finally a project will be developed for Building #10 within the plant. This building provides an opportunity to demonstrate a win-win-win situation. Adaptive reuse
strategies can preserve the historic structure and generate employment for the community; the environment is served by cleaning an industrial site and reusing existing structures; and the client is served by potentially reduced costs of construction in an era of rising material costs. Additionally the city is given an example of how it’s industrial past can still serve them in the post-industrial era.

The strategies applied to Building #10 will be documented in typical style for a building of its size. Plans, elevations, sections and models will be presented in a digital format as well as in printed form for review.

The strategies of a Post-PostModern era will be demonstrated at each level of design. In this manner a cohesive strategy will emerge which will help to define our times in terms of architectural and urban design.
AEROTROPOLIS SITE ANALYSIS

SITE ANALYSIS: LOCATION

The current Detroit City Airport encompasses about 1 square mile on the city’s Northeast side. It is bordered by McNichols Rd. to the north, Gratiot and Connor Street to the east, Grinnel street to the south, and Van Dyke to the West. Interstate 94 runs east-west a half mile to the south and has a dedicated exit to the airport on Connor Street. For this thesis the proposed area of study will encompass a triangle focusing on the airport area towards downtown. The western border is Mound Road. The eastern edge is established by Gratiot Avenue. The north boundary is 7 mile road. Once the triangle reaches downtown a link is established along Fort Street to the newly renovated Port of Detroit. In this way the modern economy port is linked to the industrial economy port. Slow boats meet fast planes in Detroit.
SITE ANALYSIS: TRANSIT INFRASTRUCTURE

A rail line runs along the southern border of the airport, terminating at the Daimler-Chrysler Jeep Assembly plant two miles to the south. Another line leads to the Historic Packard Motor Car Assembly Plant, now vacant. Several other automobile plants, active and vacant, lie within a 2 mile radius of the airport.

The airport is five miles from downtown, and is easily reached along the six lane Gratiot Avenue, one of the main arterial highways. Access to the interstate highway system is less than one mile from the airport.
From downtown the Canadian border is reached by the Ambassador Bridge, the Detroit-Windsor Tunnel, two railroad tunnels, and a truck ferry. This is the busiest border crossing between the two countries and has the highest level of trade.

The newly renovated Port of Detroit is an additional four miles from downtown.

The network of available transit therefore includes rail lines, local and interstate highways, an international border crossing, an international port, and air. The shipping lanes of the auto industry were well developed during the twentieth century and are potentially Detroit’s most important asset going into the twenty first century.
To be effective the aerotropolis would require a significant expansion of the current airport. Land would have to be acquired by the city for this purpose. It is assumed that eminent domain would be used for this purpose. The displaced neighborhoods lie to the southwest of the current airport. They are represented by census tracts 5109, 5107, 5108, 5045, 5046, 5047 and 5048. Zoning for this region varies from Residential (R-1, R-2 and R-4), Commercial, and Industrial.

The proposed area of expansion represents some of the lowest population density in the city. Only along the northern edge is there an “urban” density ratio. South of the airport the urban fabric dissolves with many blocks completely vacant. An airport expansion into this area would disrupt the least amount of households while effectively moving the airport closer to downtown.
The federally appointed Detroit Empowerment Zone engages the southern tip of the triangle as well as one census block near the Packard Plant. Benefits of the D.E.Z. include Grant Funding of $100 million to each zone and employer benefits of $3000 for each zone resident employee. Certain tax benefits also apply for qualified businesses. (Research Council of Michigan)

The total acreage of the displaced neighborhoods is approximately 4.6 square miles with a population of 13,600. The population density for the area is 4.69 persons per acre. The population is 7% white, 93% non-white. One thousand two hundred sixty persons are unemployed. 642 of the 3779 households are receiving public assistance. The average family household income is approximately $24,000. A little over 10 percent of all homes in the area are vacant. Homeowner and renter rates are about equal. (U.S. Census 2000)

The airport area was annexed by the city between 1915 and 1918. It is composed by single family homes, warehouses, an automobile junk yard, a Daimler axle plant (active), and the airport. There are nine schools, and twenty four churches primarily along Van Dyke and Harper Avenues. There are few restaurants or bars in the area. Nearby Hamtramck provides the closest retail district.
The current Detroit City Airport
The Packard Motor Car Company moved to Detroit from Ohio in 1903 after being bought by a group of investors. Albert Kahn was hired to design their complex on East Grand Boulevard. Kahn would later become known as the architect of Henry Ford. His work proved to be influential to Le Corbusier and Mies Van Der Rohe and is an important chapter in the development of the Modern style. Despite his accomplishments, Albert Kahn remains relatively unknown outside of Detroit.

With Packard, Kahn had an opportunity to design the first large scale industrial complex in the city. The original complex included ten buildings. Numbers 1 through 9 were built in the traditional heavy timber system of the 19th century.
Kahn's innovation at Packard revolutionized the factory. Columns spaced to thirty feet and an expanse of glass walls created a new work environment that emphasized productivity and better conditions for workers. The building accommodated the notion of mass production in which the machine of man, building and assembly joined together. The backdrop, though wildly successful, inspired criticism for the man as machine from Socialists of the era. Diego Rivera created his most influential work out of Mexico at the Detroit Institute of Art based on the Ford Highland Park Plant designed by Kahn. The work, entitled “Detroit Industry” was considered so inflammatory that the commission was nearly canceled. The sheer number of workers at the plants, combined with the socialist fashions of the day combined in bloody battles that ultimately would lead to the formation of the United Auto Workers.

For 57 years the Packard Motor Car Company produced some of the most elegant and expensive cars in the world. Prior to World War 2 the nameplate was considered one of the most prestigious. After the war however the company, facing a shortage of materials, relied on a new “tub” style chassis. Sales were slow as the market could no longer distinguish luxury brands from the standard. In the fifties Studebaker bought the brand, further cheapening the brand. By 1958 sales were so slow that the brand was retired and its massive manufacturing center shuttered.

The complex was rented out in pieces over the years but eventually found itself vacant and victimized by vandalism. In 1997 the city of Detroit gained the property due to delinquent taxes and began a plan to dismantle the Packard plant. In 1999 demolition started in the northwest section of the plant. A lawsuit in 2000 has halted demolition for now.

Building #10 remains today, vacant and endangered. The Albert Kahn designed concrete structure though is reportedly sound. Retrofitting a new future for the building is feasible with the right economic conditions.
The plant sits on 37 acres with a northwesterly orientation. It straddles East Grand Boulevard and is bounded to the north by Interstate 94. The south western boundary is Bellevue Street. To the south-east is Theodore and Frederick streets. The northeast side is bordered by Concord.

Building ten is approximately 80,000 square feet on four stories. The entire complex is over one and a half million square feet.
SITE ANALYSIS: ZONING

The Aerotropolis region, like much of Detroit has a large percentage of industrial / manufacturing zoning. The airport itself is zoned M-2 while the Packard Plant area is zoned M-4. Gratiot Avenue is zoned business B-4 along the stretch designated with the black arrow on the graphic. The area between the airport and the packard plant is currently classified as residential zoning R-1 and R-2. It is assumed that this area will be rezoned to accommodate greater industrial/ manufacturing and business for the area.

M2: This district is designed for a wide range of industrial and related uses which can function with a minimum of undesirable effects. Industrial establishments of this type provide a buffer between residential districts and intensive industrial districts. New residential construction is excluded from this district with the exception of loft conversions of existing buildings and of residential uses combined in structures with permitted commercial uses. These requirements are both to protect residences from an undesirable environment and to ensure reservation of adequate areas for industrial development.

M4: This district will permit uses which are usually objectionable and, therefore, the district is rarely, if ever, located adjacent to residential districts. A broad range of uses is permitted in this district. New residences are prohibited with the exception of loft conversions of existing buildings and of residential uses combined in structures with permitted commercial uses. These requirements are to protect residences from an undesirable environment and to ensure reservation of adequate areas for industrial development.
B4: The B4 General Business District provides for business and commercial uses of a thoroughfare-oriented nature. In addition to these uses, other businesses which may benefit by drawing part of their clientele from passing traffic are permitted. Additional uses which may be successfully blended with permitted by-right uses, are conditional.

R1: This district is designed to protect and preserve quiet, low-density residential areas now primarily developed and those areas which will be developed with single-family detached dwellings and characterized by a high ratio of home ownership. The regulations for this district are designed to stabilize and protect the essential characteristics of the district and to promote and encourage a suitable environment for activities associated with family life. To these ends, development is limited to a relatively low concentration...
and uses permitted by right are limited to single-family detached dwellings which provide homes for the residents of the area. Related, additional residential uses such as religious institutions, neighborhood centers, and utility uses necessary to serve the immediate area may be conditional.

R2: The district is designed to protect and enhance those areas developed or likely to develop with single- or two-family dwellings. The district regulations are designed to promote a suitable environment for homes and for activities connected with family life. The only principal uses permitted by right are single- and two-family dwellings. Additional uses are conditional.

All zoning information is from the City of Detroit.
### Neighborhood Analysis: Census Tracts 5045, 5046, 5047, 5048, 5107, 5108, 5109

#### Population & Area

<table>
<thead>
<tr>
<th></th>
<th>Total Population in 2000</th>
<th>Households in 2000</th>
<th>Families in 2000</th>
<th>Total Land Area (sq mi.)</th>
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<td></td>
<td>13,615</td>
<td>4,227</td>
<td>2,939</td>
<td>4.6</td>
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#### Age of Residents

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<tr>
<th>Age Group</th>
<th>2000 Census</th>
<th>% of population</th>
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<tr>
<td>Under age 5</td>
<td>1,282</td>
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<td>Under age 18</td>
<td>4,719</td>
<td>34.7</td>
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<td>Age 65 and older Over</td>
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#### Race & Ethnicity

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<th>Race/Ethnicity</th>
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<tr>
<td>White</td>
<td>950</td>
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<td>Non-White</td>
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<td>Hispanic</td>
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#### Employment

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<th>Employment Status</th>
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<td>Males Unemployed</td>
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<td>Females Unemployed</td>
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<td>21.9</td>
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<td>Total Unemployed</td>
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#### Education

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<th>Education Level</th>
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<td>Males with less than high school diploma</td>
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<td>43.3</td>
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<td>Females with less than high school diploma</td>
<td>1,741</td>
<td>43.8</td>
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<td>All Persons with less than high school diploma</td>
<td>3,237</td>
<td>43.5</td>
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<td>Population age 25 and older</td>
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<td>54.6</td>
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<tr>
<td>Family Type</td>
<td>Count</td>
<td>Percentage</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
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</tr>
<tr>
<td>Female-headed families</td>
<td>1,681</td>
<td>57.2</td>
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<tr>
<td>Female-headed families with children under age 18</td>
<td>990</td>
<td>33.7</td>
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<tr>
<td>Married couple families</td>
<td>953</td>
<td>32.4</td>
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<tr>
<td>Married couple families with children under age 18</td>
<td>483</td>
<td>16.4</td>
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**HOUSING**

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<th>Category</th>
<th>2000 Census</th>
<th>% of Housing Units</th>
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<td>Total housing units</td>
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<td>Occupied housing units</td>
<td>4,227</td>
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<td>Vacant housing units</td>
<td>651</td>
<td>13.3</td>
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<td>Homeowners</td>
<td>2,246</td>
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<td>Renters</td>
<td>1,981</td>
<td>40.6</td>
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**RESIDENTIAL STABILITY**

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<th>Category</th>
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<td>Resident in same house for MORE than 5 years</td>
<td>2,706</td>
<td>64.0</td>
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<tr>
<td>Resident in same house for LESS than 5 years</td>
<td>1,521</td>
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## CIVIC PARTICIPATION

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<th>Selected Area</th>
<th>Detroit</th>
<th>Wayne County</th>
<th>Michigan</th>
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<tr>
<td>Population in 2000</td>
<td>13,615</td>
<td>951,270</td>
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<td>Age 18+</td>
<td>8,896</td>
<td>655,561</td>
<td>1,493,195</td>
<td>7,342,677</td>
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<td>Registered Voters (11/2000)</td>
<td>8,804</td>
<td>687,514</td>
<td>1,485,066</td>
<td>6,859,332</td>
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<tr>
<td>Voter Turnout (11/2000)</td>
<td>37.0%</td>
<td>40.2%</td>
<td>48.7%</td>
<td>61.7%</td>
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## COMMUNITY RESOURCES

- **Number of Non-Profit Organizations**: 61
- **Total Non-Profit Assets in 2002 ($)**: 52,704,380

## AREA NON-PROFITS

<table>
<thead>
<tr>
<th>Organization</th>
<th>Address</th>
<th>Zip Code</th>
<th>Reported Assets in 2002</th>
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<tr>
<td>YMCA OF METROPOLITAN DETROIT</td>
<td>10900</td>
<td>48213</td>
<td>$</td>
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<tr>
<td>WARREN-CONNER DEVELOPMENT COALITION INC</td>
<td>11148</td>
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<td>FAMILY SERVICE INC</td>
<td>10900</td>
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<td>THE PARADE COMPANY</td>
<td>9600 MT ELLIOTT</td>
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<tr>
<td>MICHIGANS THANKSGIVING PARADE FOUNDATION</td>
<td>9600 MT ELLIOTT</td>
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<tr>
<td>OPERATION GET DOWN COMMUNITY RESEARCH PROJECTS</td>
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<td>48213</td>
<td>$</td>
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<tr>
<td>INTERNATIONAL UNION UNITED AUTO AEROSPACE &amp; AGRICULTURAL WORKERS</td>
<td>7575 LYNCH RD</td>
<td>48234</td>
<td>$710,805</td>
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## TRENDS IN VOTER TURNOUT

![Voter Turnout in 2000](image)

- **Selected Area**: 56.95%
- **Detroit**: 40.18%
- **Wayne Co.**: 48.65%
- **Michigan**: 61.70%
- **US**: 67.50%
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<thead>
<tr>
<th>Organization</th>
<th>Address 1</th>
<th>Address 2</th>
<th>City</th>
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<td>WOmens Justice Center</td>
<td>PO BOX 13500</td>
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<td>48213</td>
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<td>Metro-East Drug Treatment Center</td>
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<td>Carmelite Care Center Inc</td>
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<td></td>
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<td>Eastside Industrial Council</td>
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<td>48213</td>
<td>$115,977</td>
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<td>Black Catholic Televangelization Network</td>
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<td>Society of Illumination</td>
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<td>Van Maile S Rod &amp; Gun Club</td>
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<td>Redeemed Outreach Community Services</td>
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CRIME IN 2004

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<th>Wayne County</th>
<th>Michigan</th>
<th>U.S.</th>
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<td>16</td>
<td>385</td>
<td>413</td>
<td>638</td>
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<td>Rape</td>
<td>9</td>
<td>719</td>
<td>1,066</td>
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<td>Larceny</td>
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<td>20,640</td>
<td>42,942</td>
<td>190,489</td>
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<td>12,202</td>
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<td>Car Theft</td>
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<td>24,573</td>
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<td>Property Crime</td>
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<td>57,415</td>
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<td>Total Serious Crime</td>
<td>1,082</td>
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CRIME RATES IN 2004 (CRIMES PER 100,000 PERSONS)

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<th>Crime Type</th>
<th>Selected Area</th>
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<td>Homicide</td>
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<td>6</td>
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<tr>
<td>Rape</td>
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<td>81</td>
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<td>Robbery</td>
<td>544</td>
<td>612</td>
<td>317</td>
<td>113</td>
<td>137</td>
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<td>Assault</td>
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<td>589</td>
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<td>Burglary</td>
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<td>Car Theft</td>
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<td>Violent Crime</td>
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<td>Total Serious Crime</td>
<td>7,948</td>
<td>8,221</td>
<td>5,460</td>
<td>3,534</td>
<td>3,983</td>
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Estimated population in 2004

13,615 892,034 2,045,473 9,990,817 293,655,404

CRIME TRENDS: 1995-2005
EDUCATIONAL DATA

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<td>Not Available</td>
<td>167,000</td>
<td>349,322</td>
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School-Enrollment

- Percent of population age 25+ with less than a high school diploma in 2000: 43.5%
- Percent of population age 25+ with college degree in 2000: 6.6%

EDUCATIONAL ATTAINMENT IN 2000

Percent of Persons Age 25+
Highest Level of Education

PUBLIC SCHOOLS IN SELECTED AREA

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<td>Central Distribution Center</td>
<td>Service Facility</td>
<td>9800 Mt. Elliott</td>
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<tr>
<td>Trombly Adult Day High School</td>
<td>Alternative High School - Vacant</td>
<td>7630 Harper</td>
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<tr>
<td>Davis Aerospace Technical High School</td>
<td>High School</td>
<td>10200 Erwin Street</td>
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<tr>
<td>Arthur Luther Holmes Elementary School</td>
<td>Elementary School</td>
<td>8950 Crane Street</td>
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<tr>
<td>John F. Burroughs Middle School</td>
<td>Middle School - Remodeled</td>
<td>8950 St. Cyril</td>
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<td>Carl T. Rowan Community Elementary School</td>
<td>Elementary School</td>
<td>8085 Doyle Street</td>
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<td>John Lynch Elementary School</td>
<td>Elementary School</td>
<td>7601 Palmetto Street</td>
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<tr>
<td>Jane Cooper Elementary School</td>
<td>Elementary School</td>
<td>6636 Georgia Street</td>
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POPULATION DATA: DETROIT

Percent change from April 2000: -4.2%
Percent change 1990-2000: -7.5%

Percent African American: 81.6%
Percent White: 12.3%
Percent Hispanic: 5.0%

High School graduates, percent over age 25: 69.6%
B.A. or higher, percent over age 25: 11.0%

Housing units: 375,096
Homeownership rate: 54.9%
Median value of owner occupied units: $63,600

Households: 336,428
Persons per household: 2.77
Median household income: $29,26
Persons below poverty (1999): 26.1%

Persons per square mile: 6556
Persons per acre: 10.28
CLIMATE ANALYSIS DATA; DETROIT

Detroit lies at 41 degrees latitude and enjoys a temperate climate. Average highs in the summer months are in the high 70's to low 80's Fahrenheit. Winter lows are in the teens. Humidity levels are typically in the 70 percent range making for chilly days in the winter. Annually twelve days reach temperatures above 90 degrees, 133 days annually have lows below freezing.

October and November are the cloudiest months with only about a thirty percent chance of sunshine. May through September enjoy percentages in the sixties for possible sunshine. On average there are 75 clear days, 105 partly cloudy, and 185 cloudy.

Yearly precipitation in inches averages 32.6. The wettest month is June with an average of 3.6 inches, the driest is February with an average of 1.7 inches. 40.7 inches of snow falls on the city annually on average. January is the snowiest month but it can snow as late as May or as early as September.

The average windspeed in the city ranges from 8-12 miles per hour. The windiest months are in the winter.

Annually Detroit requires 650 heating degree days and 626 cooling degree days with a base of 65 degrees Fahrenheit.
BIBLIOGRAPHY


ENDNOTES


4 Herron, 32.

5 US Census of Population and Housing 1850


7 The frustration Ford felt at his lack of control at The Detroit Automobile Company helped lead to his beliefs in vertical integration for Ford Motor Company.

8 Hill, 198.

9 Hill, 172.

10 LeCorbusier included photos of Albert Kahn's work in “Towards a New Architecture.”

11 en.wikipedia.org/wiki/fordism


13 Gavrilovich, 107, 382.

14 Hill, 4.

15 Gavrilovich, 176-177.

16 Gavrilovich, 422-423.

17 Gavrilovich, 423.


19 Gavrilovich, 170.

21 Fishman, 20.

22 Fishman, 19.

23 Gavrilovich, 110.


25 Fishman, 22


27 Elvis Presley’s quote is an indicator of the changes occurring in a society in the decade after World War II. The suburbs, shopping malls, tailfins, and futuristic architecture all represent indicators of the change to Postmodernism. It would take another ten years before Robert Venturi and Denise Scott Brown would address the change in architecture. What indicators are occurring today that might foretell the Post-Post-Modern

28 Sun Records

29 Gavrilovich, 383-388.

30 Headlee, 97.

31 Headlee, 97.

32 White flight in Detroit had the ultimate effect of creating an African-American city. Today the population of Detroit is an inverse of what it was one hundred years ago. 84% of the population in Detroit is Black.

33 John Sinclair published the White Panther Manifesto in his book “Guitar Army”. His efforts to align himself with the Black Panther Party is demonstrative of today’s suburban white youths efforts to align themselves with the “tough” image of the city.

34 Woodward Avenue, the primary north-south avenue has long been the street of choice for cruising and drag racing. Like many strips in many towns it still draws a large crowd of onlookers in the summertime, however Woodward is unique in the sense that occasionally a test car from one of the big three emerges for a sneak peak. In the late eighties I was able to drive what appeared to be a simple Z-24 sedan. Unknown to others was the experimental high output
V-6 engine GM was developing. The mundane appearing car reached 60 mph in less than 5 seconds.

35 Kerr, 68.


38 U.S. Census Data 1980

39 Gavrilovich, 218.

40 Kerr, 68.

41 Hill, 26.


43 Gavrilovich, 394.

44 Moceri, 71.

45 Importance of under one million

46 Economic incentives

47 Parking garage theater story “one theatre that has not been restored is . . .”


50 Ten flatteners

51 Hypercapitalism acknowledges the notion that there is no power greater than money. All traditional counter forces to capitalism are sucked into hypercapitalism, thereby changing the basic operating notions of the system. When the sixties counterculture was sucked in, the world saw the creation of today’s creative corporations like Apple, Google...

52 YouTube is a video sharing outlet on the world wide web. It does for video what Napster did for music. That is basically to violate all kinds of copyright laws. The ability to share all video information around the world attacks the traditional notions of who controls media. While the networks deal with the implications of “embedded reporters” in
Iraq, YouTube shows unedited video from the soldiers themselves. Political careers were ended by YouTube's ability to reveal candidates at their worst to the masses.

53 Google that's who. Those billionaires. What exactly is their product?

54 For an example listen to Thievery Corporations “Sathyam Shivam Sundaram” or anything from M.I.A.

55 Share, reuse, and remix — legally.

Creative Commons provides free tools for authors, artists, and educators to mark their creative work with the freedoms they want it to carry. Our tools change “All Rights Reserved” into “Some Rights Reserved” — as the creator chooses. We are a nonprofit organization. Everything we do — including the software we create — is free.

http://creativecommons.org/


You and your product are becoming the same thing. Product = image + artifact


60 Pedersen


63 Population densities under 10 persons per acre is considered sub-urban in this paper.

64 These cities were chosen as successful cities that have a high desirability for attracting new residents and businesses in the United States.

65 As of 2006 a new Port Operator has signed a contract to improve the 34 acre dock. Manuel Moroun also owns the Ambassador Bridge, and is seeking to gain control over the Detroit side of the Detroit-Windsor tunnel.

http://www.fastcompany.com/magazine/107/aerotropolis.html

67 Lindsay.
68 Lindsay.
69 Global Supply Chaining is flattener #7. Friedman, 128.
70 Lindsay.
71 Lindsay.
73 Lindsay.
74 Gavrilovich, 229-230.
Two frames from animation demonstrating day and night transitional facade.
**AEROTROPOLIS INTRODUCTION**

*aer-o-trop-o-lis* [air.o.TROP.ul.lis]  
-noun.  
A city in which the layout, infrastructure, and economy are centered around a major airport.

**Notes:**  
In its purest form, the aerotropolis is an economic hub that extends out from a large airport into a surrounding area that consists mostly of distribution centers, office buildings, light manufacturing firms, convention centers, and hotels, all linked to the airport via roads, expressways (aerolinks), and rail lines (aerotains). This business-centered version of the aerotropolis is also called an air-commerce cluster or an airport cluster.

(from Wurster)
Slide 3: Aero case study film

Slide 4: City scale intro
Federal empowerment zones provide grant and employer tax credits for distressed large cities and rural areas.

$100 Million is available in Grants to each of the six original Empowerment Zones in Detroit.

Employers receive a $3,000 wage credit for each employee residing in one of the zones. Tax exempt facility bonds and federal tax code section 179 expensing are also available.

Current Airport:
Coleman A. Young International Airport (DET)

There is currently no scheduled passenger airline service.

Southwest, Chautauqua and Pro Air have provided passenger service in the past but have abandoned the airport or have been grounded due to FAA regulations.

"...waste equals food..."
Slide 7: City scale street

GRATIOT AVENUE
The East Side Highway

Gratiot is one of the five major avenues extending from downtown in a radial pattern as planned by Judge Augustus Woodward in 1805.

The avenue is 90 feet wide with six lanes of traffic, a turning lane, and parallel parking along both sides.

Because the radial form of the avenues is overlayed with a traditional grid, intersections are typically at 90 or 120 degrees.

Slide 8: City scale proposal

PROPOSED AIRPORT EXPANSION

The DET expansion would increase the physical size of the site to that of similar projects around the world.

The expansion would be primarily to the south and west along Gratiot Avenue.

In addition to increasing accessibility to the downtown district, this area has a population density of only 4.7 people per acre. Total population displacement would be minimized in this area.
Detroit’s East Side

The proposed airport is bordered by McNichols Road to the north, Gratiot Avenue to the southeast, and Mt. Elliot Street to the west.

It borders two Empowerment Zones, insuring strong potential for tax credits and grants.

The location along Gratiot Avenue is currently underused. Minimal traffic will enhance the accessibility to the site for local businesses. The primary objective for this site is to promote “new economy” growth downtown and on the east side.
**Slide 11: Eastside transit**

**Mass Transit: SMART**
Suburban Mobility Authority for Regional Transportation

Bus service in the Metropolitan region receives funding from the national to the county level. No city funds are used to operate SMART.

Currently, five routes pass the proposed site daily. These routes primarily serve the East side and Northeast suburbs. The primary bus terminal is downtown with connections to the rest of the Detroit area.

There are east-west connections to the north of the city but a route along McNichols would best serve the airport region.

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**Slide 12: Eastside walk/bike**

**AEROTROPOLIS SCALE 3: EASTSIDE**

The location of the airport within city limits offers opportunities to encourage other forms of alternative transportation. Some companies are seeing advantages in offering financial incentives to walk or ride to work.

Many of the employees for the airport region would be from the nearby empowerment zones and could easily walk or ride to work. In addition to financial incentives, the health benefits enjoyed would reduce costs for employees, employers, and all who pay health premiums.

Since 2001 Detroit has been among the top three U.S. cities in terms of overweight population.
Current Zoning shows a large residential area bordered by commercial, with the industrial airport region and auto plants dividing the zone. A new area along the south end and the Northwest area will be designated entry zones. These areas should be heavily landscaped to suggest a "green" project.
A new area along the south end and at the Northwest area will be designated entry zones. These areas should be heavily landscaped to suggest a "green" airport.
Commercial zoning remains the same with the addition of a North commercial zone to attract suburbanites.

Commercial zoning remains the same with the addition of a North commercial zone to attract suburbanites. The rest enters into industrial to accommodate the airport.
AEROTROPOLIS SCALE 4 : AIRPORT

No passenger service is planned for the airport as the DTW airport west of the city handles commercial flights. The DTC will only have to act as an air cargo center.

Runway expansion will fill the site north of the Ford Freeway.

The historic Packard Auto Plant lies just to the south of the freeway. The plant will be renovated to serve as product service centers for the air hub. The tube will provide a high speed linkage between Packard and the Distribution hub of the airport.
AEROTROPOLIS TECHNOLOGY: THE TUBE

Slide 19: Tube intro

Slide 20: Tube diagram 1

Plastic shipping modules ride on magnetic tracks
AEROTROPOLIS TECHNOLOGY: THE TUBE

Plastic shipping modules ride on magnetic tracks

An airtight plastic tube creates a vacuum

A light weight tubular frame provides support for the tube.
AEROTROPOLIS TECHNOLOGY: THE TUBE

Plastic shipping modules ride on magnetic tracks

An airtight plastic tube creates a vacuum

A light weight tubular frame provides support for the tube.

Photovoltaic film wraps upper surface of frame

Towers suspend tube, provide power, and monitor shipping modules.
The historic 1905 Packard Auto Plant is located two miles northwest of the city center and two miles southeast of the DTC airport. It is accessed by Concord St, East Grand Blvd, and Interstate Highway 94 (Edsel Ford Freeway.).

1904 Ford Piquette Plant.
Today the Packard Plant sits vacant and endangered. The city began demolition of the facility in the late 1990’s and was halted by a court order. It appears to be structurally sound but would require extensive renovation to be used today.
The first step in the Packard Site rehabilitation would be an extensive clean up of the area. A recycling center would be established in the modern 20,000 sf building on the north end. All extraneous outbuildings and interior debris would be recycled onsite.

After the clean up the site would be greened in accordance with the aerotropolis region planning. Rooftops and the back yard would be planted with native grasses. The existing concrete rooftops are well suited for this type of green roof.
Loading docks are built adjacent to the rail spur to accommodate the individual buildings within the complex. There are eight buildings being served by the project.

The six story building along the south end will be converted to a parking structure for the complex. With a 90 degree parking scheme and twenty feet by nine foot bays, it can accommodate over five hundred vehicles. Access to the garage is from East Grand Blvd.
To bring the Packard Plant back online in the new economy requires a "high speed hook up." A new structure connects the eight old buildings to each other and to the world via the shipping tube.
View from Ford Freeway

Entry at parking building
Interior perspective at new entry

Interior perspective from old building