

A:

# Development in Detroit is Happening. Now.

If cities could speak, they would remind us that the built environment impacts them for better or for worse: a collection of exceptional architecture, over time, creates an exceptional city. A collection of average architecture, over time, creates an average city.

**GREAT DESIGN** – embodied in intention, process, beauty, intelligence, and longevity - makes the difference. What is planned, designed and built on a single lot affects the block, the street, the neighborhood, and ultimately an entire city and its citizens.

Given Detroit's pace of development, the city is poised to construct over one thousand new projects in the next thirty years. Imagine over one thousand opportunities for great design to create an exceptional city.

**If Detroit continues to develop with architecture positioned as is, are we destined to create a memorable or forgettable city in the next thirty years?**

Now is the time for design to matter. Detroit Architecture Pilot (DAP) is an architectural design excellence program launching in 2016. DAP seeks, supports and celebrates design-forward development in the city. We look for projects – big or small – that are in the early stages of thoughtful development in Detroit. We look for architects – big or small – who are visionaries and talented practitioners. We find you, we screen you, we qualify you. It's called short-listing.

Once projects and architects are short-listed, we connect them to each other based on their interests and expertise. When a match is made, we amplify their story - sharing the design process on a public stage as it unfolds.

We do this because we recognize that development and design are mysterious to the average citizen. In order for design to be valued by the public, it must be understood by the public. It is rare that the story of a project is shared before it breaks ground. We want to change that. In exchange, DAP will support the project's design and building permit fees.

B:

Detroit Architecture Pilot is inspired by existing philanthropic and governmental efforts across the country. These include the Cummins Foundation *Architecture Program*; the United States General Services Administration (GSA) *Design Excellence Program*; the Department of State *Excellence in Diplomatic Facilities*; the New York City Department of Design and Construction, *Design and Construction Excellence*; and the Walton Family Foundation's *Northwest Arkansas Design Excellence Program*.

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C:

Detroit Architecture Pilot is guided by an advisory group, project scouts, and a host. This advisory group is curated to include representation from architecture, building regulations, community development, philanthropy, planning, real estate development, and storytelling. DAP advisors are interested and supportive partners that work to champion the value of design excellence in Detroit. Their expertise and perspective influence the goals and development of the program. Advisors are:

- ♦ **TOBY BARLOW**, *Global Chief Creative Officer, Team Detroit*
- ♦ **LARRY MARANTETTE**, *Co-Owner, Taktix Solutions*
- ♦ **MAURICE COX**, *Director of Planning & Development, City of Detroit*
- ♦ **SARIDA SCOTT**, *Executive Director, Community Development Advocates of Detroit*
- ♦ **MILTON CURRY**, *Associate Dean, University of Michigan Taubman College of Architecture & Urban Planning*
- ♦ **TONJA STAPLETON**, *Development Consultant, Crossroads Detroit*

Project scouts are those who are aware of development, see value in the Detroit Architecture Pilot, and can refer early stage projects across the city. DAP is hosted by the Hudson-Webber Foundation. Hudson-Webber provides a supportive environment for the formation of the pilot and a launch pad for its future.

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D:

In 2016, the Detroit Architecture Pilot will launch with a developed plan, three projects to pilot and a shortlist of design talent to match. The projects are to be diverse in purpose and may range from new construction to adaptive reuse to landscape architecture. DAP will award funding to support the design and permit fees for the selected projects. In addition, it will support the storytelling platform for the program.

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E:

The Detroit Architecture Pilot's big dream is to help create a better designed city - one project at a time. The immediate hope is that of the many projects that are to be developed in the next year, three will participate as DAP projects. These projects are intended to be catalysts to grow the Detroit Architecture Pilot into something bigger in the future. They will set an example and inspire the public to recognize that design matters.

**In the end, it is not a financial incentive that will convince anyone that design is important: it is exposure to what really exceptional design can be, both in process and in product.**

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## Questions?

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