



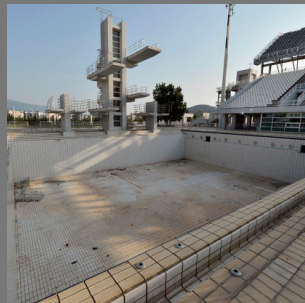
OLYMPIC LEVERAGE

SOLVING DETROIT'S CHALLENGES THROUGH THE OLYMPICS

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ATHENS 1896/2004

There can't be a better place to start than the beginning, Athens 1896. Athens is the birthplace of the Olympics, the ancient games took place in Greece and when the games were brought into modern times there was no better place to host than the ancient city of Athens, Greece. The original Panathinaiko Stadium is still a major tourism spot today while visiting Athens. This is how the Olympics in Athens is remembered, as the birthplace, but it is not the full story. In 2004 the Olympics once again took place in Athens and was a completely different story. The lack of Olympic legacy planning led to many of the Olympic stadiums to be abandoned after the Olympics had left. Stadiums including Hellinikon Stadium, Canoe/Kayak Park, Olympic Aquatic Centre and multiple more are abandoned showing off the lack of planning that went into these Olympics. This precedent shows the risks that host city's take on when hosting the Olympics, even though it has been noted that Athens has taken an economic gain from the Olympics it still is not a successful image to have many brand new stadiums abandoned after the Olympics.



PARIS 2024

There is no more media you can receive as an Olympic host city than while you are up next to host the Olympics, all eyes are on the city providing mass amounts of information on a regular basis on what the city is doing to prepare for the Olympics including good and bad. Paris 2024 is taking a different approach to the Olympics by making the games more about benefiting the country than about the city. Paris 2024 has spread out events around France, even surfing taking place on an island in Tahiti owned by France called Teahupo'o, almost 10,000 miles from Paris. Although Paris is spreading out their Olympics around the country to distribute the needs of the Olympics they have done significant infrastructure developments within Paris to improve the city and leverage the Olympics to change the image of parts of Paris. Paris has spent \$1.5 billion on the Seine River to clean it up as it has not been swimmable for 100 years. The clean up has been successful with the 2023 World Triathlon Championships being hosted in Paris, in the Seine River. It is a great thing that Paris is doing by cleaning up their river but even though Paris is spending the money and time to clean up the river it does not mean that tourists and citizens will believe that they have truly cleaned the river after 100 years of being deemed unsafe. This is where the Olympics come in, Paris is hosting multiple events in the Seine River to showcase their new river worldwide and prove that the river is safe enough for the Olympics. Along with hosting events in the Seine River, Paris is changing the narrative of the Olympics, every Olympics opening ceremony has taken place inside the main Olympic stadium but Paris has decided to change this and have the opening ceremony in the Seine River. Not only does this show off the newly redeveloped Seine River but showcase the entire city of Paris through international media.



\$1,500,000,000

"IT IS THANKS TO THE OLYMPIC AND PARALYMPIC GAMES THAT WE WERE ABLE TO HAVE A SWIMMABLE, CLEAN SEINE" - ANNE HIDALGO (MAYOR OF PARIS)

NYC 2012

New York City(NYC) has never hosted an Olympics but that does not mean that the Olympics have not had a major influence on the New York City that we know today. NYC's bid for the 2012 Olympics came very close to achieving the bid for the Olympics but a denial of the Olympic stadium in the upper west side of Manhattan brought the bid to its knees, giving the bid to London. Although NYC lost the bid for the 2012 Olympics the immense effort that went into planning for the Olympics was not lost. Talking with Josh Sirefman, the current CEO of Michigan Central in Detroit and the former Chief of Staff for the Deputy Mayor of Economic Development in New York City during Mayor Bloomberg's tenure, he speaks on the profound impact that the Olympic bid had on the development of NYC after the 9/11 terrorist attacks. From the interview Sirefman says "there was so much overlap between our broader economic development strategy and lots of components of the bid". The Olympic bid in NYC was developed alongside the NYC economic development plan, matching the goals and aspirations that plan had. This ensured that the Olympic bid plan was developed along the same guidelines and principles that the economic strategy was being developed under. Although the Olympic bid was a major part of the economic development plan and was built alongside it, the development plan did not depend on the Olympic bid being won. NYC 2012 was developed with the mindset of legacy, what happens after the games. When the bid was officially lost, the economic development team pushed forward with implementing the Olympic ideas how they were envisioned post Olympics. These developments include the highline, an old train line turned pedestrian walkway, an extension of the no.7 subway line, Hudson Yards development, implementation of the east river ferry system, redeveloping of multiple neighborhoods in Brooklyn, rezoning the far west side of manhattan, and the creation of two new major league baseball stadiums.



OLYMPIC PLANNING REQUIREMENTS

The Olympics are broken up into a series of complex requirements. The main categories include venues and infrastructure, commercial and engagement, product and experience, governance and Olympic games services. From these overall categories were subcategories in which specific requirements were selected to condense what

requirements this thesis may research. Those categories are sports, Olympic village, brand identity, tourism, culture and sustainability. Sports and Olympic village are easy to explain as those are designed things that will be based on a set of guiding principles. Brand identity and tourism will be defined as what Detroit is, what makes it unique and how can that uniqueness

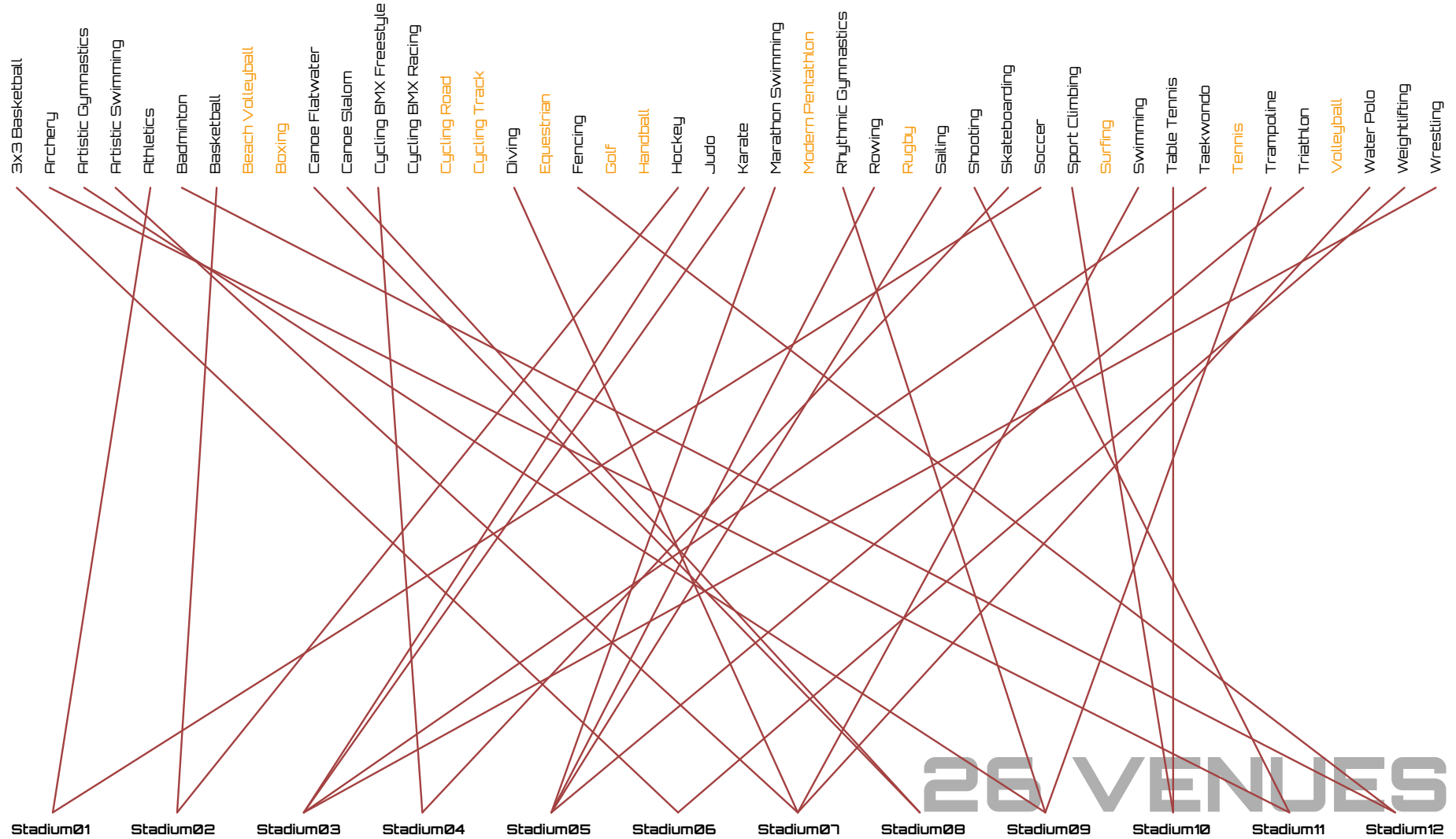
be integrated into the Olympics. Culture is very similar to the last two but focuses more on people, how can the Olympics benefit the people of Detroit. And finally sustainability, this can be defined more as Olympic legacy, designing for sustainable growth after the Olympics within Detroit.



OLYMPIC SPORT CONDENSING

The Olympics is an incredibly complex event with an array of challenges greater than those of an architect and urban planners, this calls for a condensing of the Olympics into something that removes requirements that is not an option to design. Along with condensing the Olympic requirements there are 43 Olympic sports(at the time of this thesis) that need to be condensed into venues.

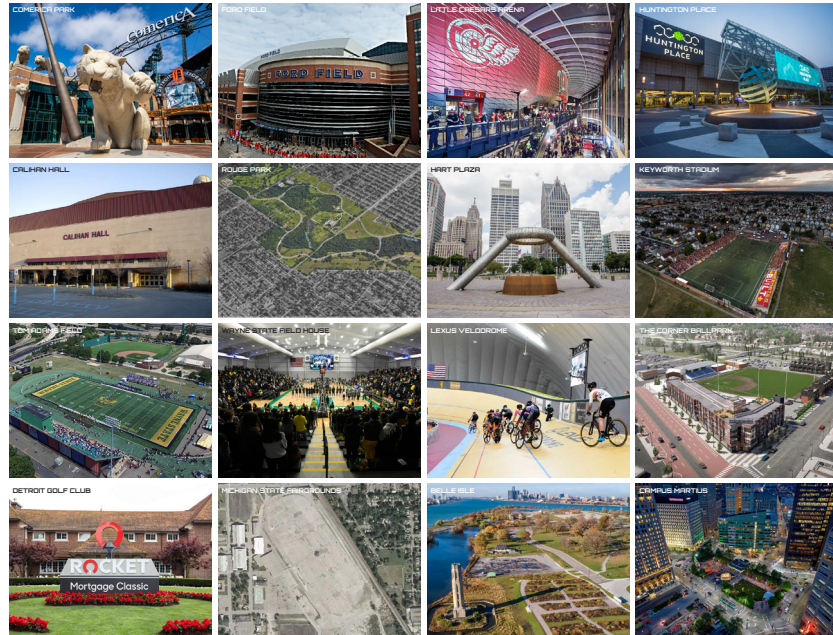
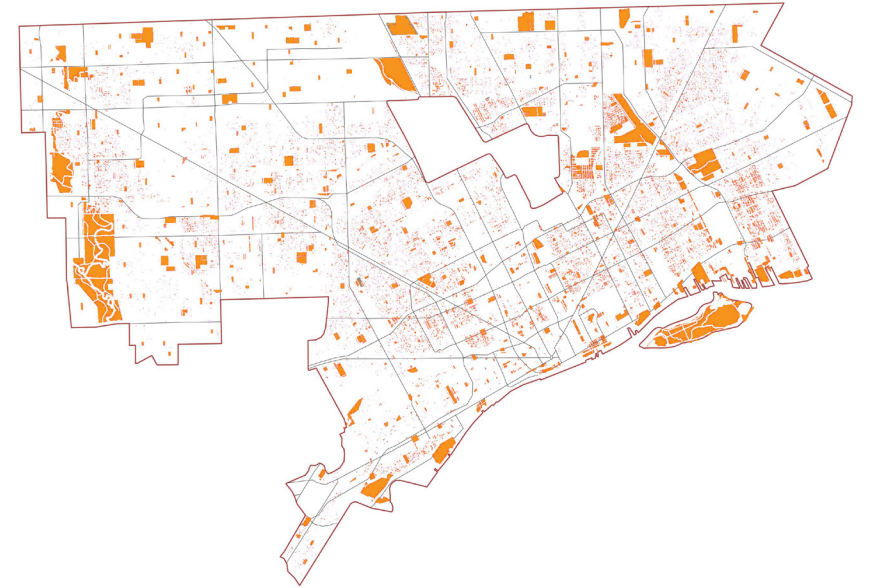
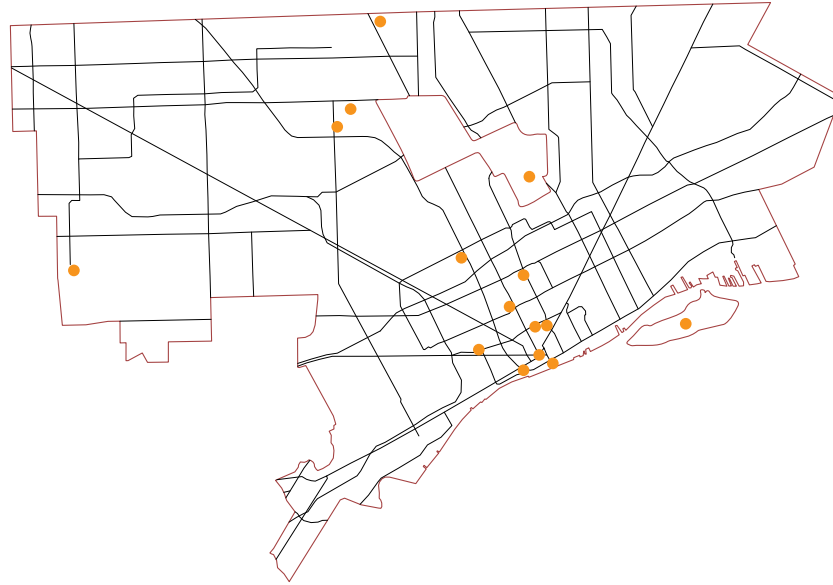
The Olympics has a ton of sports being played over the three week competition but to design a venue for each individual sport is a waste of time as multiple sports have similar fields of play, size requirements or spectator requirements. Combining these together, alongside an example schedule from Tokyo 2020, these sports can be condensed down into a more workable number of sporting venues. As this thesis is basing its scheduling off of the Tokyo 2020 Olympics then it will use the same sports(not including baseball and softball). During Tokyo 2020 43 sports were competed in. By doing a cross analysis of these requirements the 43 initial sports were able to be condensed down into 26 sporting venues with 12 of them having multiple sports being played in one venue. It is a highly likely scenario that during placement of these venues will uncover the single sports having space into multiple sport venues condensing the number of sporting venues even more.



DETROIT EXISTING FACILITIES/PUBLIC LAND

Detroit has developed a major system of traditional sporting venues and event spaces that will be utilized in this thesis. From Detroit's iconic sport stadiums of Ford Field, Comerica Park, and Little Caesars Arena to large event spaces like Huntington Place, Hart Plaza and Campus Martius, Detroit has a lot of available event space that can be used to develop an Olympics in Detroit. This map only researches sporting venues and event spaces in Detroit, what it does not show is a plethora of vacant buildings that may be rebuilt into an event space for the Olympics and then adapted into a final form after the Olympics. Although Detroit has a great bank of facilities that can be used for the Olympics it is not a goal of this thesis to use all existing facilities. The existing facilities are a great resource but lack the opportunity of creating new or adapting old buildings that will have a positive impact on Detroit's challenges.

Detroit is a large city being able to fit the land area of San Francisco, Boston and Manhattan within. To condense the amount of opportune sites and locations for Olympic venues and create a better argument for where they are placed this thesis will attempt to place all sporting venues on public land. Public land that is owned by Detroit Land Bank Authority, City of Detroit P&DD, City of Detroit, Detroit Parks and Recreation and the Detroit Housing Commission will all be available for sporting venues in this thesis. It is worth noting that this is not a forced requirement but will be followed as much as possible.



DETROIT LAND BANK AUTHORITY:

83,405 PROPERTIES

CITY OF DETROIT P&DD:

6,597 PROPERTIES

CITY OF DETROIT:

642 PROPERTIES

DETROIT PARKS AND RECREATION:

579 PROPERTIES

DETROIT HOUSING COMMISSION

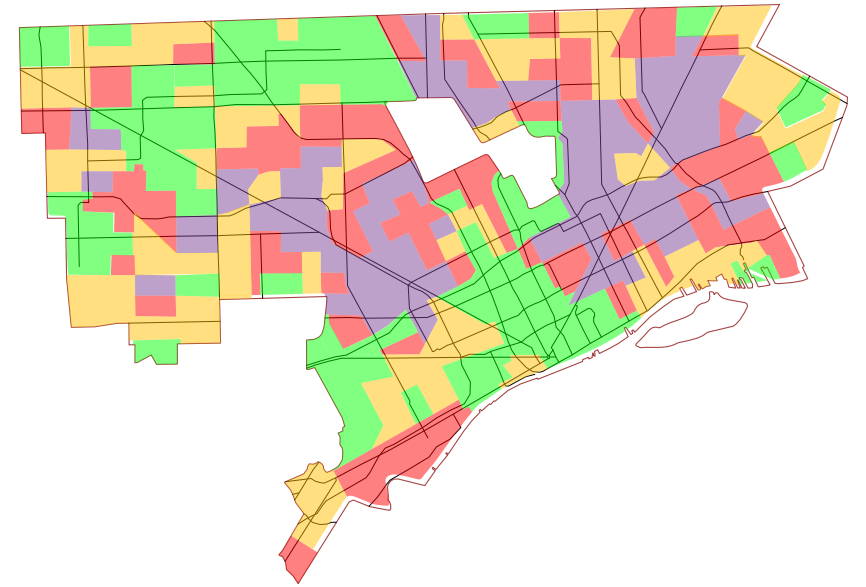
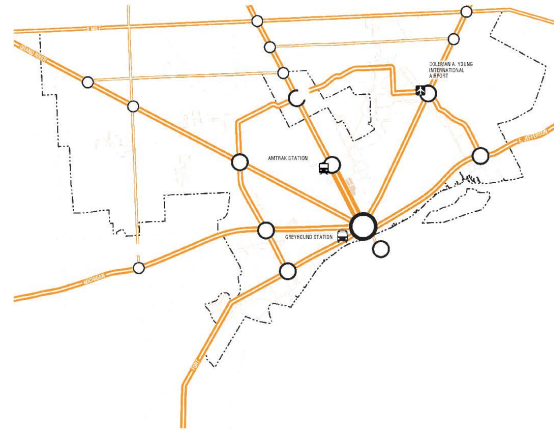
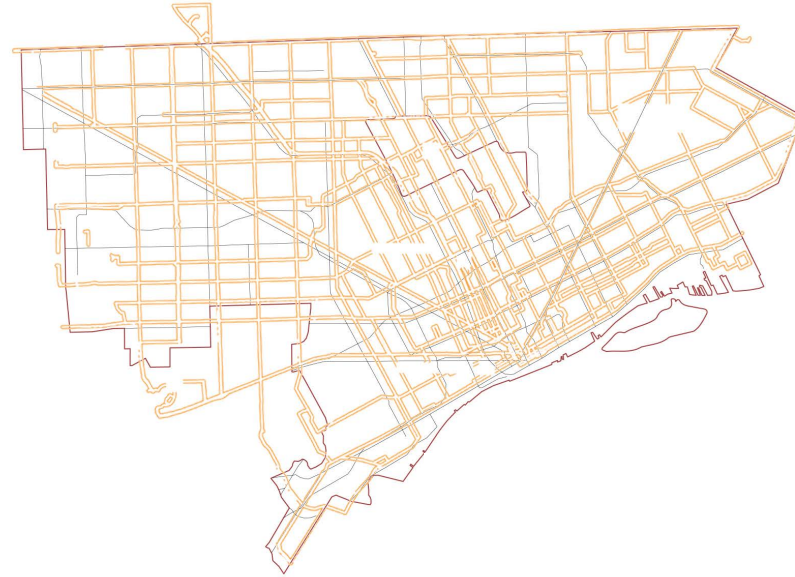
478 PROPERTIES

DETROIT TRANSPORTATION/VACANCIES

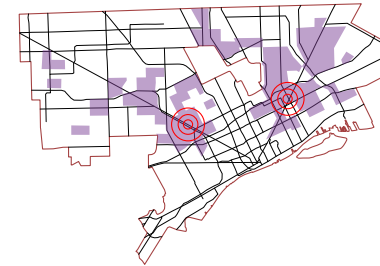
Transit in Detroit has obviously focused on the automobile. Because of Detroit's global image as the motor city a substantial and efficient public transit system has not been developed to move away from the car centric development of Detroit. Detroit was truly built for cars with the world's first paved road, Woodward. Detroit does currently have a few different public transportation systems but they are focused downtown and do not have a major influence on the outskirts of Detroit. The major public transit system is the DDOT bus system that has an ever changing complex network of bus routes. Although the bus routes are a complete public transit system it is not as efficient as it could be, especially for an event like the Olympics where a major number of people will depend on it. Next is the People Mover which is a suspended tram that travels between the buildings in the financial district and GreekTown. The final public transit system is a new development of a light rail track along Woodward ave. starting downtown and moving three miles into midtown. This thesis will follow the 2012 Detroit Strategic Frameworks more efficient public transit system that utilizes the current bus system and new light rail systems. The 2012 Detroit Strategic Framework uses buses but adapts the current bus routes into a more grid like pattern and utilizes transit hotspots as hubs for transit.

Vacancies are another major challenge within Detroit with around 70,000 vacant properties. This is a challenge that the Olympics can directly help by adapting these vacant properties to a new life like a sporting venue but the Olympics can also indirectly help this challenge. Take a high density vacant area and adapt one of the buildings into a sporting venue, due to the high density of vacant buildings there are not many extracurricular spaces near the stadium. This can drive developments of the vacant buildings around the new sport venue to be adapted into bars and restaurants, grocery stores and many others and rebuild a high dense vacant area.

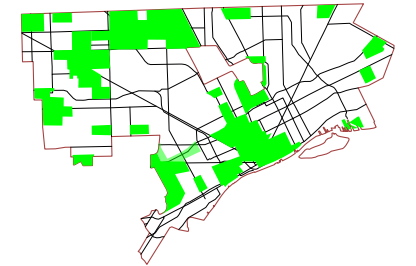
During sketch problem 01 there needed to be a more in depth analysis of where and what kind of vacancies were in Detroit. By splitting up the vacancies into vacancy percentages per neighborhood give more insight into where the highest amount of vacancies are in Detroit. The vacancies were split up into four percentages, 00-10%, 10-20%, 20-30% and 30-50% vacancies. Focusing on the highest percentage vacancies of 30-50% it is clear to see that a majority of these vacancies are along major Detroit corridors pointing to more business centered vacancies rather than residential centered vacancies. This means that there should be plenty of available sites along major corridors of Detroit to implement Olympics sporting venues that will have direct connection to major public transit lines and develop a new hotspot within Detroit. 10-20% and 20-30% vacancies are very similar in that they are very residential focused on the outskirts of Detroit. An idea for highly vacant neighborhoods is to rebuild abandoned homes and vacant lots and use those as the Olympic village. This idea is extremely visionary, ignoring multiple Olympic requirements but gives an opportunity to Detroit to rebuild its neighborhoods and control the way they are built.



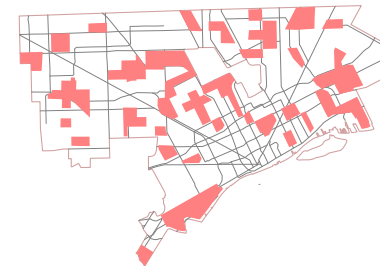
30-50% VACANCIES



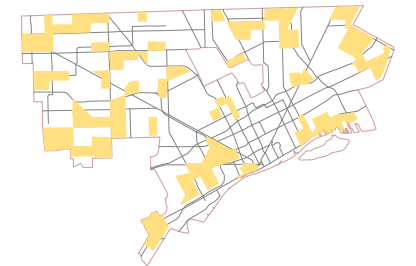
00-10% VACANCIES



20-30% VACANCIES



10-20% VACANCIES



INITIAL PLACEMENT

The sites chosen for sporting venue placement will be one of the most important deliverables in this thesis, making a conscious decision about each and every venue, not only about how they will be developed for the Olympics but how they will transform afterwards and their positive impact on Detroit. This calls for a discussion on each site and how each site will impact Detroit.

For benchmark II there was a selection of two sites, the first site is Belle Isle, and island on the Detroit River. Belle Isle has hosted major events in the past with events like Indy Car transforming Belle Isle and disappearing in only a matter of weeks. Belle Isle is a perfect location to place multiple sporting events because of its history of hosting these types of events, its seclusion from the dense urban environment and its access to water on all four sides to host water sports. Proposed for Belle Isle is marathon swimming, rowing, sailing, and the triathlon. There is a high probability with more analysis of urban planning that more sports can fit on Belle Isle as the sports selected mainly take place in water. The Olympics could aid in saving the Belle Isle Boathouse and propose new uses while bringing the funding to develop it. Even though Belle Isle is a great site there may be some concerns with placing so many sporting venues on the island. Placing sporting venues on Belle Isle does not make a significant impact on the city of Detroit's challenges of vacancy and transportation and will not create Belle Isle as a point of interest within Detroit as it is already a major point of interest in Detroit.

The second site is 1400 st. Antoine. This site is located right off of Woodward Avenue in District Detroit. The District Detroit is a section of Detroit being developed by Olympia Development and includes the major sports stadiums in Detroit, Ford Field, Comerica Park and Little Caesars Arena. This site already had a proposed stadium for soccer designed by ROSSETTI but was denied for a new jail which started construction but was halted due to cost overruns. Proposed on this site is the Olympic stadium hosting Athletics and the finals for Soccer, these two sports have the largest requirements of spectators of any sport reaching 90,000 required spectators. Placing the Olympic stadium here is essential to keeping with the precedent of Detroit sport stadiums with the four major United States sports stadiums being placed within a half mile walk of each other. This site would consist of a new and permanent stadium that could adapt after the Olympics to a more workable spectator limit and host Detroit FC and international track and field competitions along with a variety of other entertainment events. This site is currently vacant and would benefit from filling one of Detroit's largest vacant lots in downtown. The worries for this site are, does Detroit need another major stadium, how can a massive stadium like this fit and then be adapted on this site and will Detroit FC and track and field bring enough spectators to fill even an adapted stadium.

