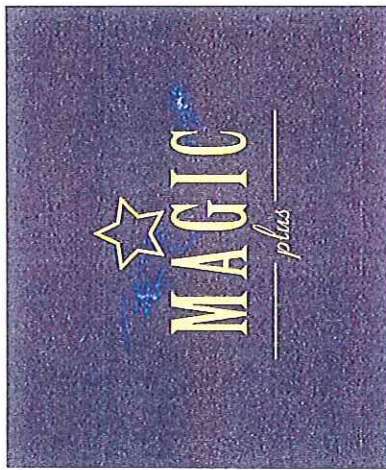


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RESPONSE TO PROPOSAL:

STATE OF MICHIGAN
LAND BANK FAST TRACK AUTHORITY
MICHIGAN STATE FAIRGROUNDS PROPERTY

JULY 18, 2012

Magic Plus LLC

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METZ ASSOCIATES
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HOBBS + BLACK ARCHITECTS

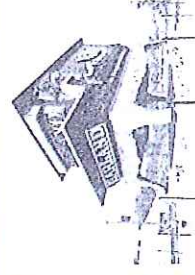
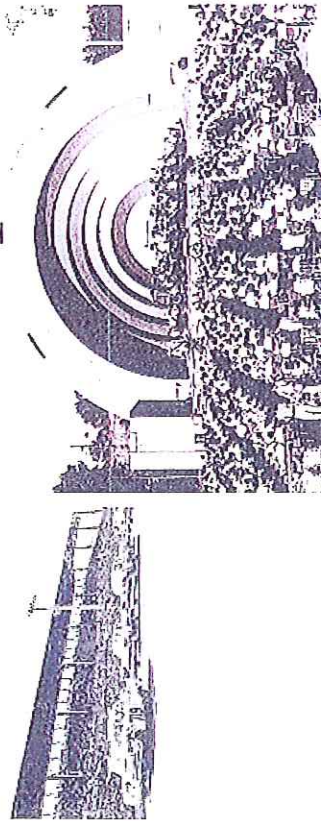
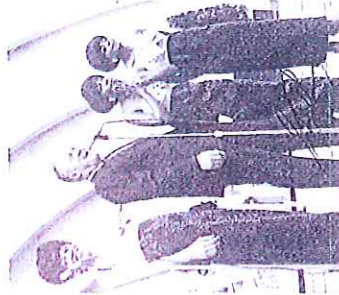
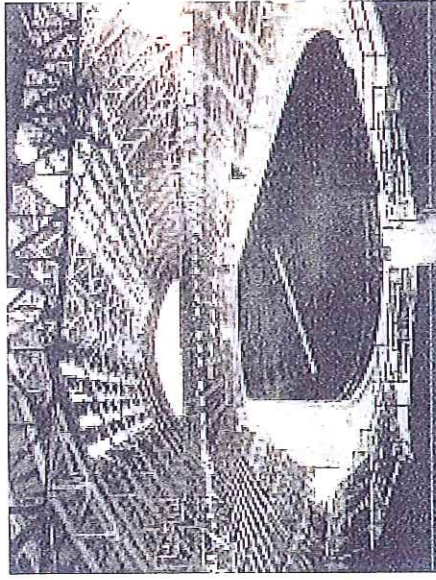
Historical Context and Heart of the Development

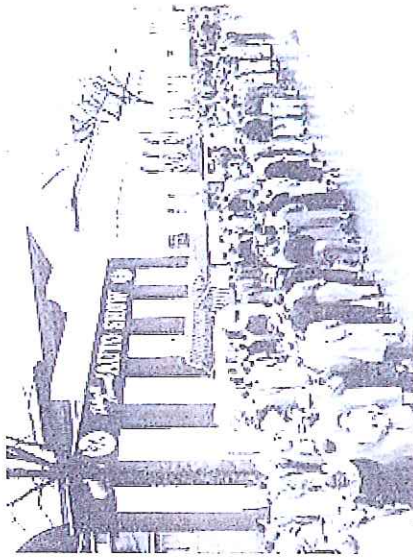
Our Proposal Concept acknowledges the historic context and identity in the collective memory of the community, and values it as a site asset. It immediately imbues the project with a "sense of place". Certain selected landmark elements on the site have therefore been identified for preservation, renovation, and reincorporation in the exciting new development.

Building on this basis of memory and tradition, a carefully designed blend of potential uses at this strategic location will reactivate this site as a renewed Detroit beacon, another symbol of the groundswell of a re-emerging Detroit.

The "Districts Diagram" attachment reveals the underlying organization of the anticipated uses, into zones of use types, while the "Site Plan" attachment provides the proposed urban layout, with more specific detail relative to street layout, building types, parking, recreational community areas and public parks.

At the very heart of the site is the imposing, existing "Coliseum", a significant icon in terms of its high visibility and architectural image, associated with memories of the State Fair. It faces onto an established park, with impressive old growth trees. Preservation of these elements establishes a core, rooted in the tradition of the site.





The Coliseum has the potential to be re-purposed for a variety of public or business uses. Particularly appealing is the idea of a creative interior build-out as an Incubator Center for new and emerging business endeavors. This adaptive re-use would provide the support and infrastructure for business start-ups, guiding them through the critical transformation from 'idea' to 'viable company'. This function would contribute to Detroit's economic activity in reality, but further, it is symbolically a metaphor for the rebirth of the both the Site and the City.

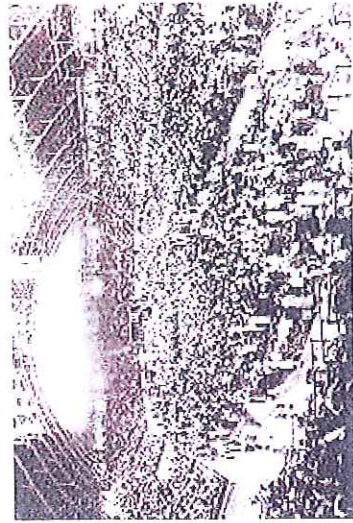
Associated uses include seminars and small conferences, including the potential for hosting business retreats, where companies could develop their employees through motivational and team-building programs.

The adjacent 'Joe B. Ford Fieldhouse', echoing the historic architectural imagery of the Coliseum, and providing complementary recreational opportunities for the above-mentioned business uses and the community, is envisaged as a participant in the proposed new development.

Preservation and enhancement of the "Central Park", provides a green, shady lung at the heart of the site, and in addition establishes the focus of a network of pedestrian boulevards, pocket parks and public spaces that ensure a pedestrian-friendly environment, with a continuum of green space threading throughout the site.

South of the central park and adjacent to each other are two further iconic landmarks, the original Bandshell and the cable-suspended 'Dodge' Automotive Pavilion. Retaining these elements provides the anchor to an open air community facility, for local music, neighborhood events, and promotions.

The new infrastructural layout is strongly based on the existing street grid of the site, capturing potential cost advantages, and also capturing the memories associated with the historic street names.



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HISTORY

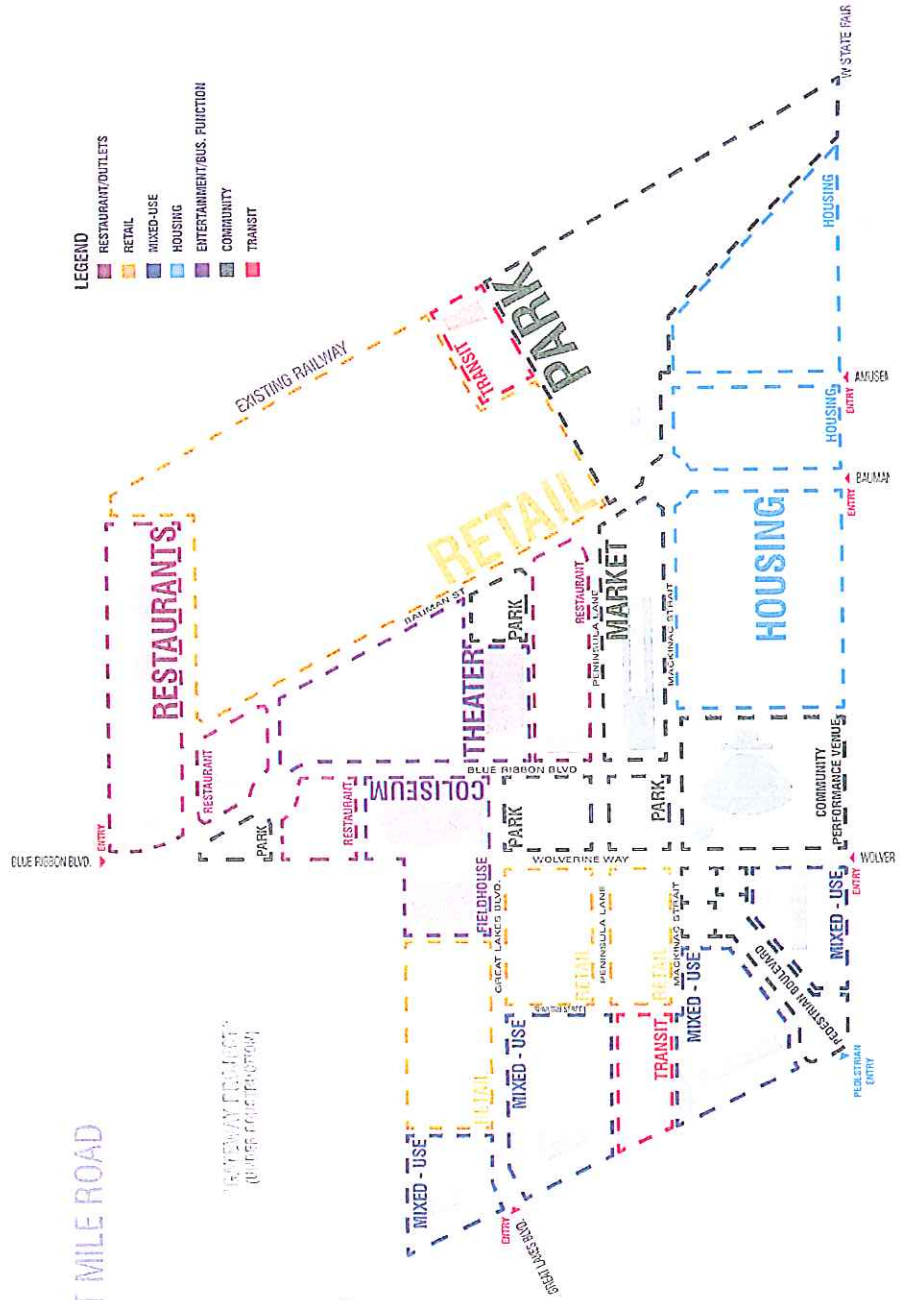
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EIGHT MILE ROAD

WOODWARD AVE

REVENUE PROJECT
(under development)



Connectivity to the Neighboring Urban Fabric

The discussion above relates to the history and heart of the site, but a priority for achieving successful integration with the surrounding neighborhoods and urban fabric is the careful consideration of how the site edges engage the adjacent context.

Eight Mile Road, the Northern boundary:

- Establish a strong retail presence, with restaurant outlets and major retail tenants, enjoying excellent visibility from the high traffic Eight Mile artery.
- Reinforce the retail zone initiated by the 'Gateway project', already under construction.
- Complement the existing activities along this metropolitan commercial corridor.
- Easy primary access at the existing traffic turn-around, and onto 'Blue Ribbon Blvd', leading to the heart of the site.
- Secondary access directly to the outlets.

Woodward Avenue, the Western boundary:

- Ideally suited to mixed use development, with high visibility and convenient access off Woodward to the first floor retail and business functions.
- Two to three floors of residential or office accommodation, above the first floor, enjoy views over the site to the east or the densely forested Woodlawn cemetery to the west.
- Primary vehicular access at the existing 'Great Lakes Blvd' entry, proceeding along a retail-lined boulevard towards the heart of the site, with a focal termination at the proposed Luxury Theater Complex, a prime destination, attracting patrons from towns north and south of the site. The theater completes the Entertainment, Business and Public core of the site, arrayed around the central park.
- Existing transit station, providing a bus terminus, serving the site.
- Pedestrian boulevard entering the site at the south west corner, originating at a new public plaza area, where an urban signage pylion will announce the redeveloped historic Detroit landmark site.
- The existing DMR pocket park will vacate its location on Woodward, but its purpose as a public green zone will be served by the significant network of parks and public recreational areas planned for the body of the site.

State Fair Road, the Southern boundary:

- Residential zone, incorporating Multi-family Townhomes and a Senior Living Complex, extends from east of the Bandshell to the new recreation park of the East end of the site.
- The recreation park provides a natural green buffer zone between the railway and the residential zone. It incorporates space for outdoor living for the residential population, including retention/detention ponds, trails, a community pavilion, gazebos and sports activities.
- Potential for connectivity with the existing residential neighborhood and senior living community on the south side of State Fair Road.
- Immediately north of the residential zone is the vibrant Public Market, housing a permanent meat and produce market, with facility for arts and crafts fairs, flea markets, antique shows and similar events. It's directly accessible to the residents and forms a transition zone to the entertainment, business and retail center of the site.

Chicago-Detroit-Pontiac Railway, the Eastern boundary:

- Develop a train station, providing railway access to the site, adding a further mode of transport connectivity to the metropolitan area, and activating the fourth side with a further entry point.
- Major retail backs onto the railway line at the northern end, shielding the site, and concealing the service activity supporting the retail function.



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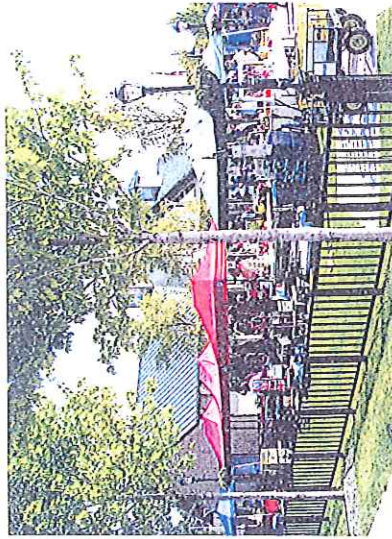
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PUBLIC SPACES

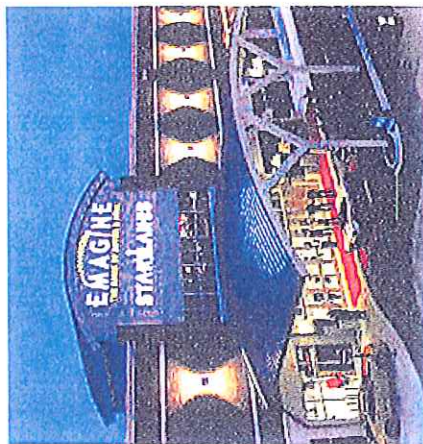
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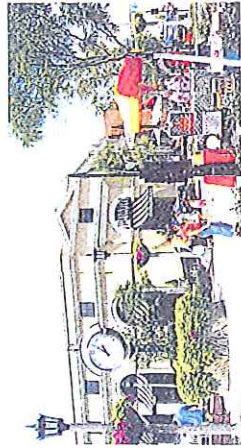
Vibrant Public Market, housing a permanent meat and produce market, with facility for arts and crafts fairs, flea markets, antique shows and similar events. It's directly accessible to the residential zone and forms a transition zone to the entertainment, business and retail center of the site.

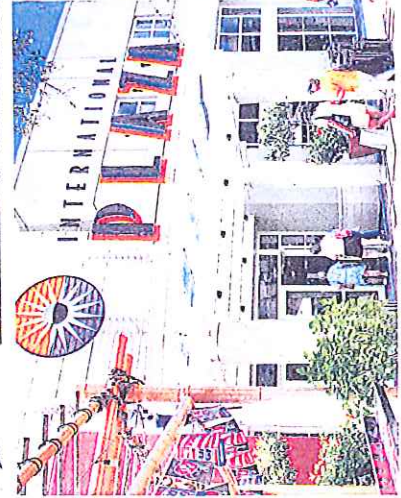




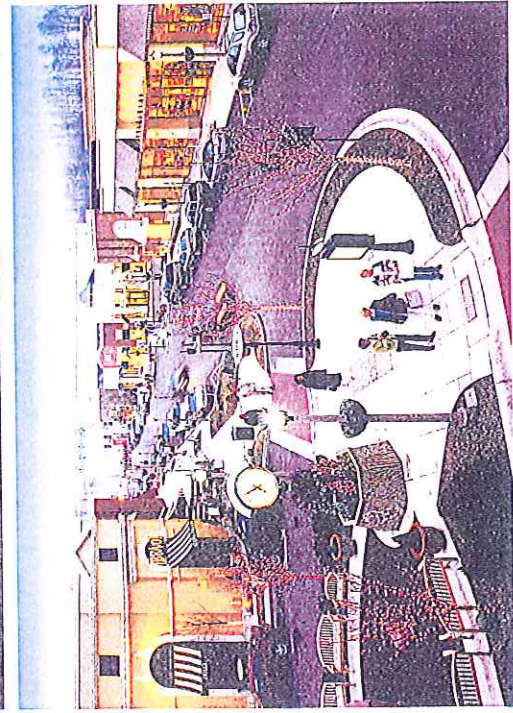
Access at the existing "Great Lakes Blvd" entry, proceeding along a retail-lined boulevard towards the heart of the site, with a focal termination at the proposed Luxury Theater Complex, a prime destination, attracting patrons from towns north and south of the site. The theater completes the Entertainment, Business and Public core of the site, arrayed around the central park.

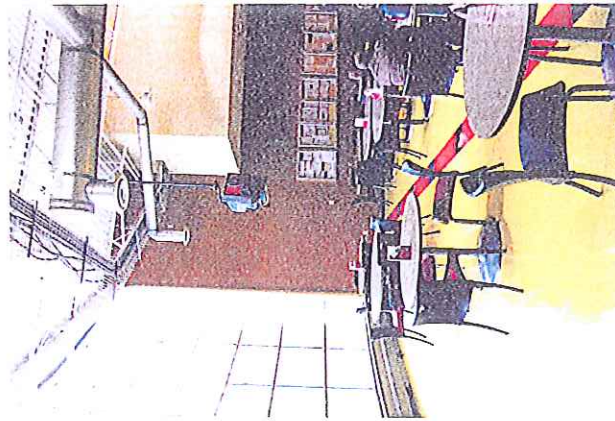






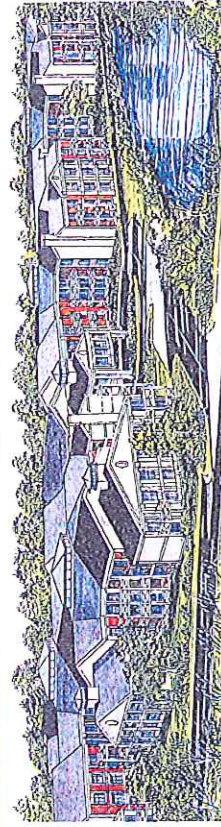
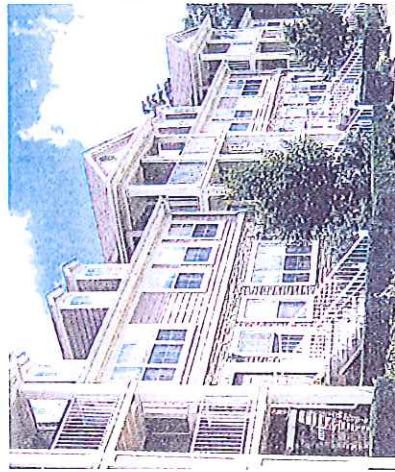
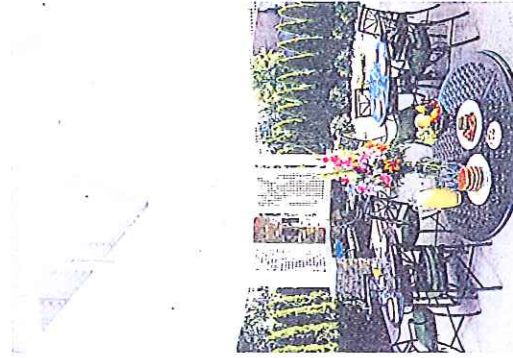
Establish a strong retail presence, with restaurant outlets, line shops and major retail tenants.





The Coliseum has the potential to be re-purposed for a variety of public or business uses - the idea of a creative interior build-out as an incubator Center for new and emerging business endeavors. This adaptive-use would provide the support and infrastructure for business start-ups, guiding them through the critical transformation from "idea" to "viable company". This function would contribute to Detroit's economic activity in reality, but further, it is symbolically a metaphor for the rebirth of the both the Site and the City.



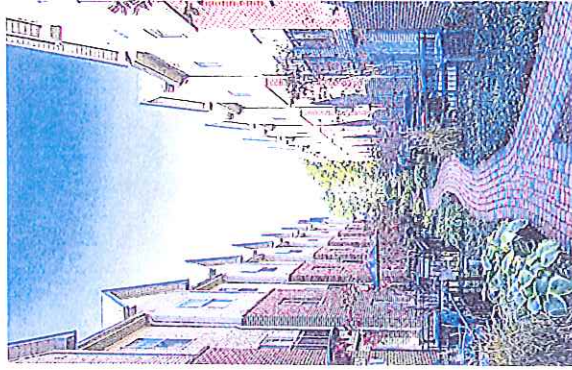


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RESIDENTIAL

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Residential zone, incorporating Multi-family Townhomes and a Senior Living Complex, extends from east of the Bandshell to the new recreation park at the East end of the site.

Potential for connectivity with the existing residential neighborhood and senior living community on the south side of State Fair Road.

THANK YOU

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—plus—

The Michigan State Fairground is steeped in the memories of generations of Detroiters and Michiganders, who attended the Fair over many decades.

Its pivotal location along the Woodward Corridor, on Detroit's northern boundary, adjacent to Ferndale and the Metro towns to the north, creates an ideal potential to serve as a destination to the populations to the north and south, and bridging the '8 Mile' divide.