Vibrant public places help build a stronger campus, neighborhood and city. The University’s Office of Economic Development (OED) leads collaborative placemaking initiatives to make campus more active and engaging.

**EARLY INITIATIVES**

In 2015 and 2016, OED implemented several small (aka LQC – lighter, quicker, cheaper) projects including placing flexible seating around campus and executing Walk (Wayne State) campaigns designed to encourage people to explore nearby destinations. We also re-imagined Warren Avenue as a more walkable, bikeable, transit- and retail-friendly corridor by eliminating a vehicle lane and adding a dedicated bike lane and pedestrian “bump outs.” This 3-day initiative, known as Walkable Warren, also featured sidewalk seating, food trucks and a pop-up marketplace.

**BY THE NUMBERS**

- **5,000** Subscribers to our PlaceMakers e-newsletter
- **$200,000** Raised and Invested in placemaking (2015-2019)
- **75%** 2017 survey respondents who rated all OED-led placemaking projects as effective or very effective
- **50,000+** Visitors to Woodward | Warren Park since 2016

**SIGNATURE PROJECTS**

**Woodward | Warren Park:** Seeing the need for a more welcoming campus gateway, OED raised $150,000 from public and private sources including more than 300 individual donors. The park was completed in 2019 and is now an inviting and accessible public space with shaded seating, native landscaping and a welcome center. The park hosts the Wayne State Farmers Market on Wednesdays, June – October, and an annual pop-up holiday marketplace featuring WSU students and small, local businesses.

**Industry Innovation Center (I2C):** OED and TechTown are leading efforts to transform the NextEnergy (now I2C) building and site into a space where university, industry and community come together and collaborate. In 2019, we engaged DCDC, CDAD and Hamilton Anderson to facilitate a participatory design process. The Design Team engaged more than 300 people during this process, which included short-term site activations such as brightly-painted sidewalks, outdoor seating, pergolas, wayfinding and informational signage, and landscape elements.

@wsuplacemakers
economicdevelopment.wayne.edu/placemaking