

The Nature of Our Business

Canada geese, red-winged black birds, muskrats, fox and more...numerous animals have been observed throughout our flourishing riverfront property by the public and employees of the GMRENCEN. Factor in the plentiful flowers, trees, monarch butterflies and seagulls, and it's a nature-filled colorful ecosystem along the entire RiverWalk! The Wildlife Habitat Council first awarded the site a "Wildlife at Work" certification in 2005. In 2017, for the first time ever, we were awarded a 3-year Gold Certification. This prestigious recognition demonstrates the GMRENCEN's commitment to environmental stewardship and increasing native biodiversity.

Our initial goal for the WHC certification was to enlarge the green spaces and increase the number of indigenous plants to encourage butterfly, bird and other wildlife habitation. Subsequent recertification efforts have focused on engaging GMRENCEN tenants (GM employees, Marriott Hotel, Deloitte, Urban Science, Blue Cross Blue Shield of Michigan, various restaurants, etc.) to become involved in the cultivation of the green spaces. The current recertification efforts have expanded so that the program engages the surrounding community, the Detroit Riverfront Conservancy, the downtown office community, and visitors.

Beyond being a welcoming home to all kinds of species, the rich environment surrounding the GMRENCEN and RiverWalk benefits the public and employees with a natural setting away from the surrounding downtown hardscape. By encouraging wildlife habitation throughout the property, we support biodiversity and native plantings, help eliminate invasive species, and provide a picturesque place for relaxation and enjoyment.



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Wildlife at Work



General Motors World Headquarters

400 Renaissance Center
Suite 2500
Detroit, MI 48243



About the GMRENCEN . . .

Covering 5.5 million square feet, the iconic Renaissance Center dominates the Detroit skyline with its seven towers. Home to GM's world headquarters, the facility also features an all-hotel skyscraper, 40 other businesses, 25 restaurants and 28 retailers. It is open to the public and accommodates 12,000 office workers and 3,000 visitors daily.

The area surrounding the GMRENCEN is primarily an urban district, bordered on the south by the Detroit RiverWalk running adjacent to the Detroit River.

The site is situated on 40 acres, 37 of which are buildings and paved parking lots. The wildlife habitat areas cover three of these acres. It includes the GMRENCEN Butterfly Garden, the GMRENCEN Rooftop Garden and wildlife habitat, and the RiverWalk. Highlights within these areas include bird watching stations, honey bee and mason bee hives, and several Monarch Butterfly Way Stations.

The riverfront is inhabited by various forms of wildlife that move freely around our property and surrounding areas. Much of the riverfront has been rebuilt and replanted to create beautiful garden rooms for the enjoyment of tenants and visitors.



General Motors World Headquarters Wildlife at Work Mission

General Motors is dedicated to protecting natural resources at the GMRENCEN.

We are committed to educating and engaging the community on environmental conservation, and welcome our neighbors to participate in site tours and events.



We want to hear from YOU!

Share your wildlife observations by email at GMrencen@cbre.com. Please include 1) location, 2) date 3) wildlife observations and 4) photos (if available).

