IMPLEMENTING THE PLAN

SOUTHFIELD SMARTZONE ACTION PLAN
JANUARY 2015

Programing, Partnerships, and Business Incubation
Marketing, Communication, and Branding
Placemaking and Beautification
Infrastructure Improvements
Infill Development and Growth Opportunities

Southfield City Council
Monday, March 16, 2015

Richard Carlisle, AICP, Principal
BACKGROUND

• In 2003, a Joint LDFA with the City of Troy created the Automation Alley SmartZone – Troy Campus and Southfield Campus

• SmartZones are State designated locations for the attraction of technology based businesses.

• Critical to the success of the SmartZone is creation of an environment attractive to technology based businesses, their employees, and their clients.
STEP 1: IDENTIFY A VISION, CREATE A PLAN

The SmartZone Plan provides a realistic road map of land use planning, redevelopment, infill development, and specialized areas of development.

The Plan encourages quality places, entrepreneurial networks, talent and creative business attraction, and positive branding narratives.

Themes
- Programming & Partnerships
- Marketing & Branding
- Placemaking & Beautification
- Infrastructure Improvements
- Infill Development
YOU’VE ARRIVED

- New gateway signage and wayfinding system
- Change I-696 exit sign
- Incorporate SmartZone branding
- Consider infrastructure improvements
  - New internal street
  - Franklin and Eleven Mile realignment

I-696 American Drive exit
THE CENTER OF INNOVATION

- Mixed use infill development
- Focus on the public realm
- Emphasis on streetscape
- Incorporating technology and “Green” systems into wayfinding and lighting upgrades
- Compatible uses
LIFE AFTER WORK

- Outlot development along Eleven Mile and Franklin Road
- New gateway along Eleven Mile
- Build on recent road improvements
- Enhance pedestrian facilities
WEEKEND FAMILY TIME

• Establish better connections to Pebble Creek Park
• Increase park and open space programming
• Enhance non-motorized facilities
STEP 2: TRANSLATE PLAN TO ACTION

TOP INDUSTRIES BY EMPLOYMENT
1. Professional, Scientific & Tech Services 666 23.06%
2. Administrative Support 669 16.01%
3. Finance & Insurance 491 17.56%
4. Information 478 11.88%
5. Construction 434 10.00%

TOP INDUSTRIES BY NUMBER OF BUSINESSES
1. Professional, Scientific & Tech Services 66 16.51
2. Administrative Support 54 15.15
3. Finance & Insurance 44 10.99
4. Information 40 10.16
5. Construction 39 10.00

5. Improve 33 Mile east of Franklin and realign 11 Mile Road and Franklin Road intersection

Five Things to Do Right Now!
1. Create Southfield SmartZone Advancement Committee to champion plan recommendations Programming, Partnerships, and Business Recruitment p. 17
2. Develop “SmartZone” branding and marketing strategy Marketing and Communications p. 23
3. Design SmartZone streetscape and gateway at critical locations: 11 Mile and Inkster, 33 Mile and Franklin, Franklin and I-696, and American Drive at I-696 and Haggerty and Swann p. 23
4. Enact Zoning Ordinance amendments and utilize SmartZone Advancement Committee to recruit retail and commercial tenants for infill NAI Development and Growth Opportunities p. 31

4,045 SmartZone Employees
### Year 1

**The following near term actions should be started within a year:**

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>STRATEGY</th>
<th>ACTION</th>
<th>RESPONSIBILITY</th>
<th>DETAILS</th>
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<tbody>
<tr>
<td>Programming, Partnerships, and Business Incubation</td>
<td>Southfield SmartZone Advancement Committee</td>
<td>Create Southfield “SmartZone” Advancement Committee to champion plan recommendations</td>
<td>City</td>
<td>p. 17</td>
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<tr>
<td>Marketing, Communication and Branding</td>
<td>“SmartZone” communication, branding, and marketing</td>
<td>Develop “SmartZone” brand. Create marketing materials and communication strategy.</td>
<td>SmartZone Advancement Committee</td>
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<tr>
<td>Placemaking and Beautification</td>
<td>SmartZone streetscape and gateways</td>
<td>Design and implement SmartZone streetscape and gateways at critical locations: 11 Mile and Inkster, 11 Mile and Franklin, Franklin and I-696, and American Drive at 1-696 exit. Incorporate SmartZone branding into streetscape and gateways</td>
<td>SmartZone Advancement Committee</td>
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<tr>
<td>Infill Development and Growth Opportunities</td>
<td>Zoning Ordinance amendments</td>
<td>Enact Zoning Ordinance amendments</td>
<td>City, Planning Commission</td>
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<td>Infrastructure</td>
<td>11 Mile Road</td>
<td>Improve 11 Mile Road east of Franklin and realign 11 Mile Road and Franklin Road intersection.</td>
<td>City</td>
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</table>
THE FOLLOWING NEAR TERM ACTIONS SHOULD BE STARTED WITHIN 3-5 YEARS:

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<td>Programming, Partnerships, and Business Incubation</td>
<td>Wireless Access Zone</td>
<td>Establish a SmartZone Wireless Access Zone. Use SmartZone Wireless Access Zone as a branding and marketing opportunity</td>
<td>SmartZone Advancement Committee</td>
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<td></td>
<td>LTU Business and Technology Center</td>
<td>Create partnership with LTU Business and Technology Center to utilize services within SmartZone for business incubation</td>
<td>LTU, SmartZone Advancement Committee</td>
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<td>Marketing, Communication and Branding</td>
<td>Branding</td>
<td>Incorporate branding into development of an internal wayfinding concept</td>
<td>City, SmartZone Advancement Committee</td>
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<td>Placemaking and Beautification</td>
<td>SmartZone streetscape and gateways</td>
<td>Implement SmartZone streetscape along American Drive, Franklin Road, and Centre Drive</td>
<td>City</td>
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<td>Infrastructure</td>
<td>Storm-water management</td>
<td>Create an area storm-water management system</td>
<td>City</td>
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<td>11 Mile Road Sidewalk</td>
<td>Increase existing sidewalk on 11 Mile Road to 10-foot wide safety path</td>
<td>City</td>
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<td>New Road connecting American Drive to Centre Drive</td>
<td>Create a new road that links American Drive and Centre Drive</td>
<td>City, Property Owners, SmartZone Advancement Committee</td>
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<td>Infill Development and Growth Opportunities</td>
<td>Retail and commercial tenants for infill</td>
<td>Utilize the SmartZone Advancement Committee to recruit retail and commercial tenants for infill</td>
<td>SmartZone Advancement Committee</td>
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<td>Pebble Creek Park and Central Naturalized Area</td>
<td>Promote Pebble Creek Park and Central Naturalized Area</td>
<td>City, SmartZone Advancement Committee</td>
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THINGS TO DO RIGHT NOW

Actions and strategies are identified as key to the initial stages because they:

• Engage stakeholders
• Strengthen the vision
• Refine the priorities
• Create an integrated approach
• Focus on assets and opportunities
• May lead to development of some lighter, quicker, cheaper strategies
1. SOUTHFIELD SMARTZONE ADVANCEMENT COMMITTEE

Who
- City and County officials
- Private business representatives
- Institutional representatives
- Community partners
- Real Estate Forum participants

What
- Champion plan recommendations
- Support district SmartZone marketing and branding
- Seek programing opportunities
2. LTU BUSINESS & TECHNOLOGY CENTER

- Business Space
- Prototype Robotics
3. SMARTZONE BRAND

Troy Campus

Southfield Campus

25 minutes to Troy’s SmartZone Automation Alley
25 minutes to Oakland County Executive Offices
20 minutes to Downtown Detroit
30 minutes to anywhere via Detroit Metropolitan Wayne County airport
3. SMARTZONE STREETSCAPE AND GATEWAYS

Strategy

INTEGRATE BRANDING INTO THE DEVELOPMENT OF AN INTERNAL WAYFINDING CONCEPT

- Street signs
- Banners
- Major Gateway signage
- Change exit sign of I-696 from American Drive to American Drive/Southfield "brand name"
5. ZONING AMENDMENTS TO PROMOTE INFILL DEVELOPMENT

Infill development along American Drive
6. ROAD ALIGNMENT
FRANKLIN & ELEVEN MILE
Questions?