

The heArt of Placemaking

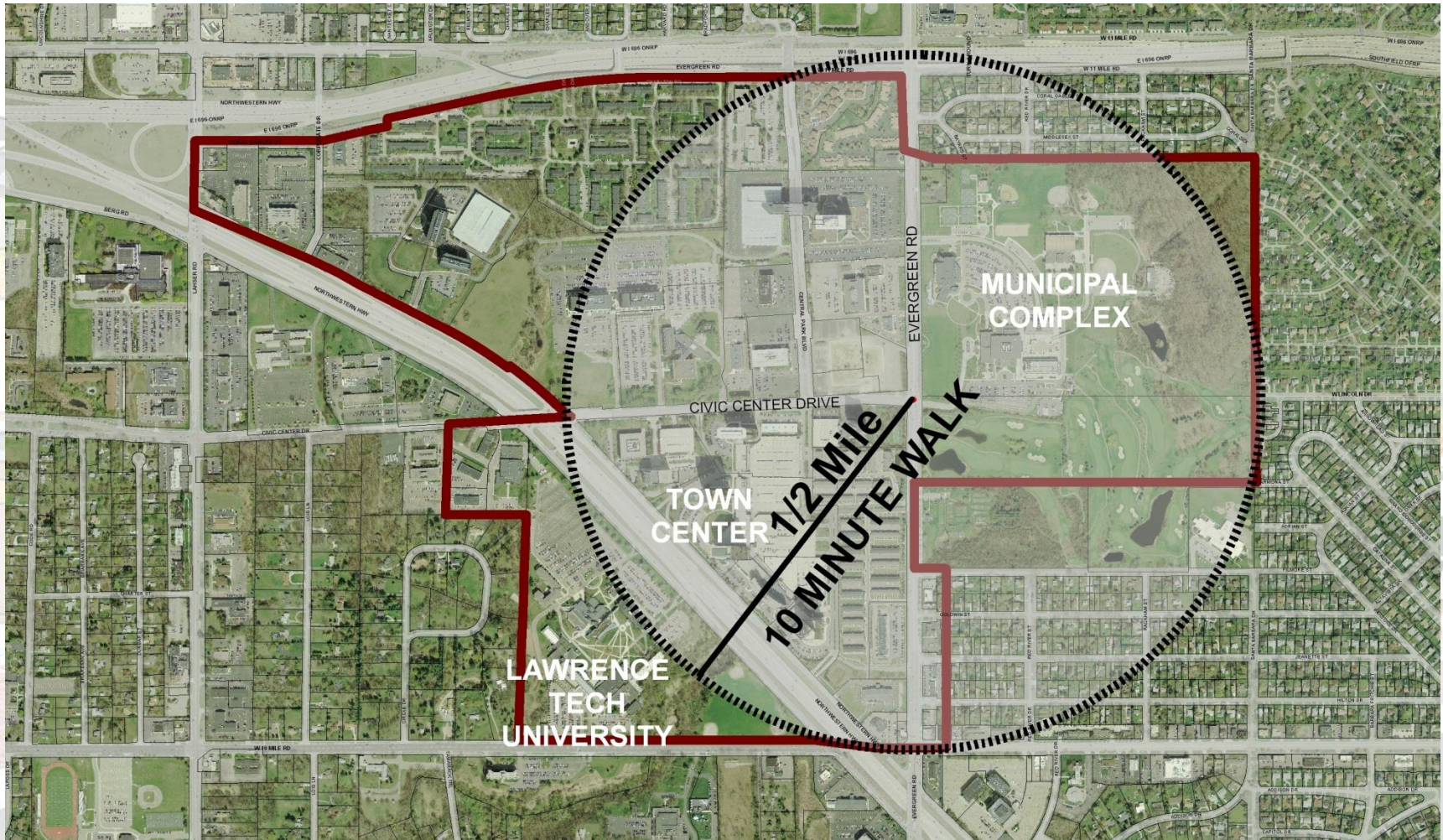
October 21, 2014



www.southfieldcitycentre.com

Southfield City Centre District

“To create & maintain a vibrant 24/7 Pedestrian-Friendly Mixed-Use Environment”





Southfield City Centre District

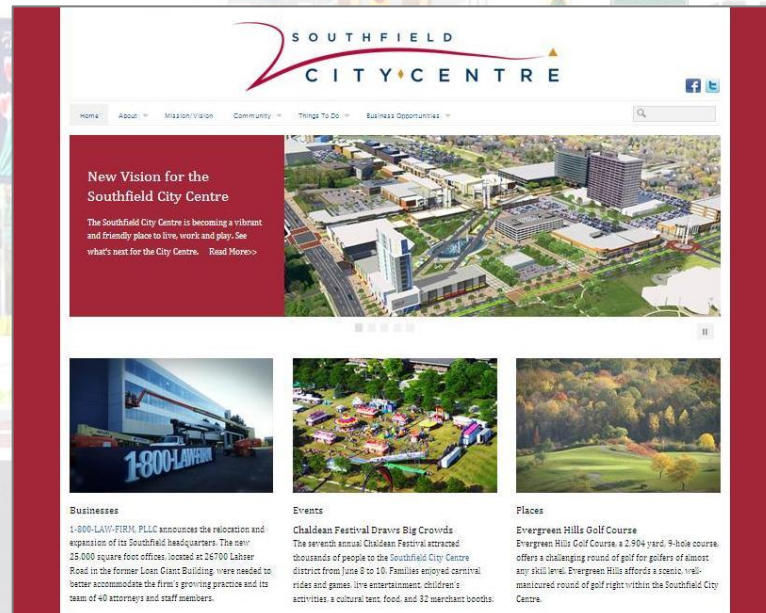
Strategic Approach to Place Making

- Marketing & Branding
- Special Events
- Urban Design & Concept Vision

Southfield City Centre District

Marketing & Branding

- Gibbs Retail & Hotel Market Analysis (January 2012)



www.southfieldcitycentre.com

Special Events

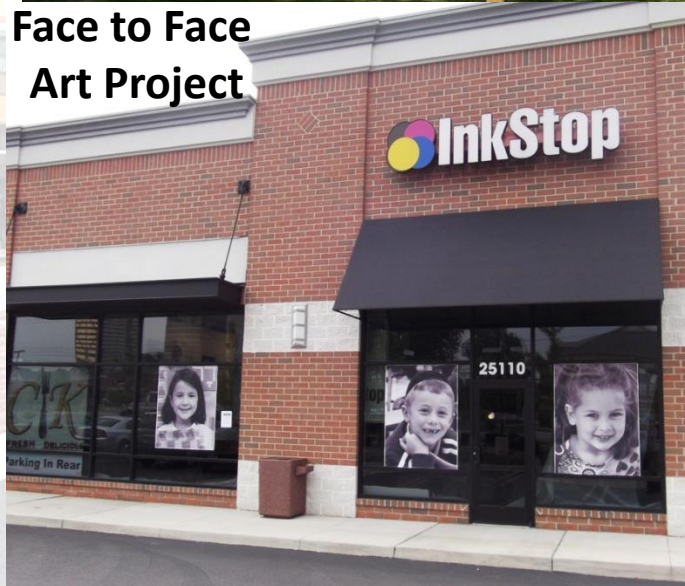
DIA Inside Out Art Exhibit



Eat to the Beat Concerts



**Face to Face
Art Project**



Food Truck Rally



LTU 4 Mile Run



Urban Design & Concept Vision – Studio [Ci]



Urban Design & Concept Vision — Studio [Ci]



Urban Design & Concept Vision — Studio [Ci]



Urban Design & Concept Vision — Studio [Ci]



Urban Design & Concept Vision – Studio [Ci]



Urban Design & Concept Vision — Studio [Ci]



Ten Mile & Evergreen Roads

Urban Design & Concept Vision — Studio [Ci]

Medium Density Housing



Public Realm Projects

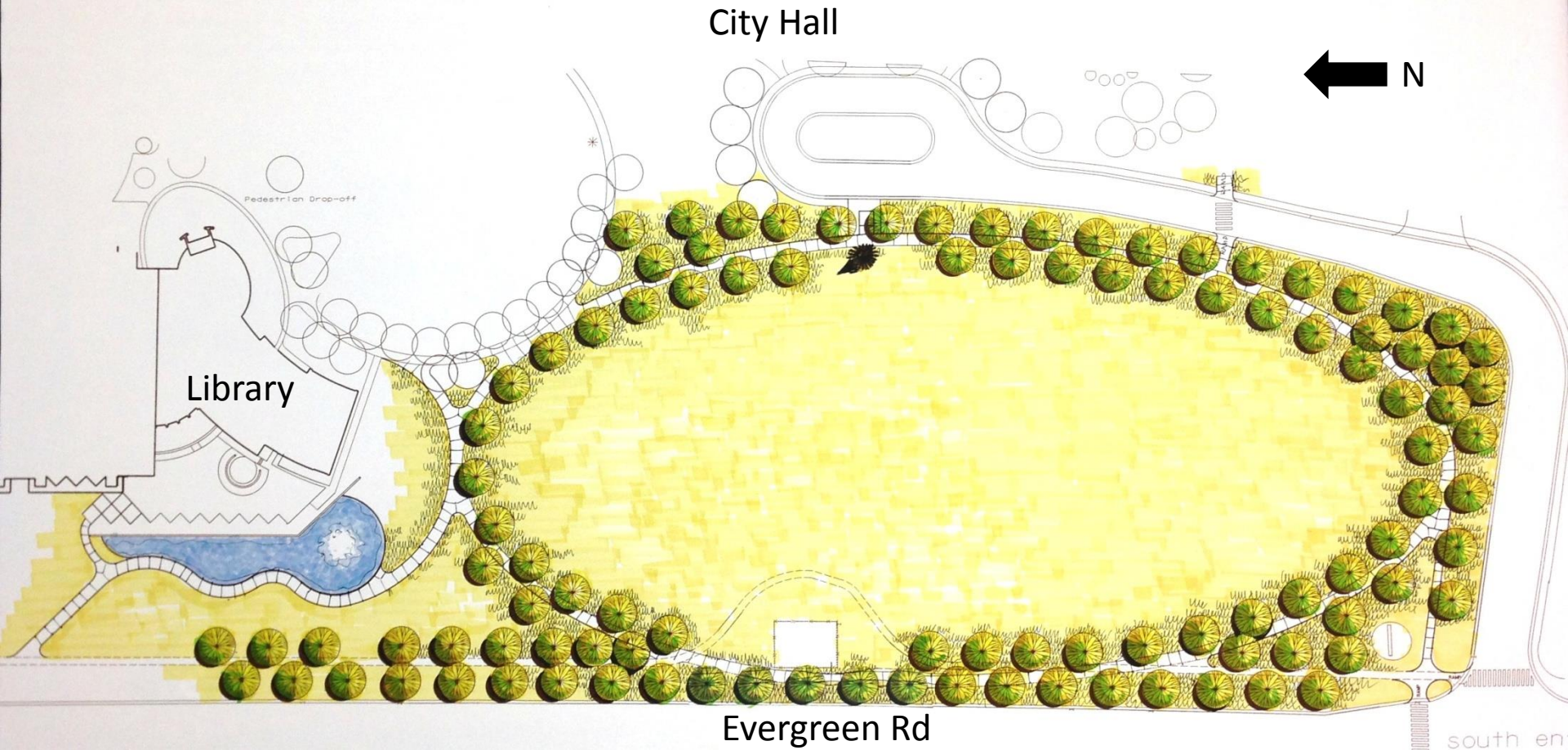
- Civic Center Drive (2012)
- Front Lawn Loop (2014)
- Evergreen Road (2014/2015)
 - 2 Roundabouts
 - Landscape Medians
 - Mid-Block Pedestrian Crosswalks
 - Street Lighting
 - Wayfinding Signage



Civic Center Drive Decorative Crosswalks



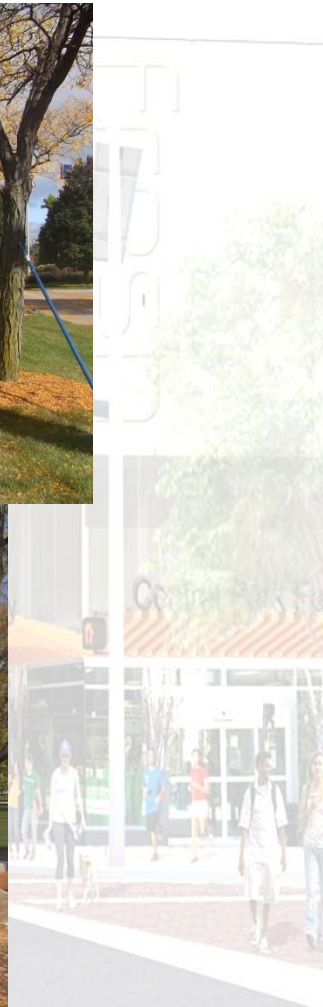
Front Lawn Loop



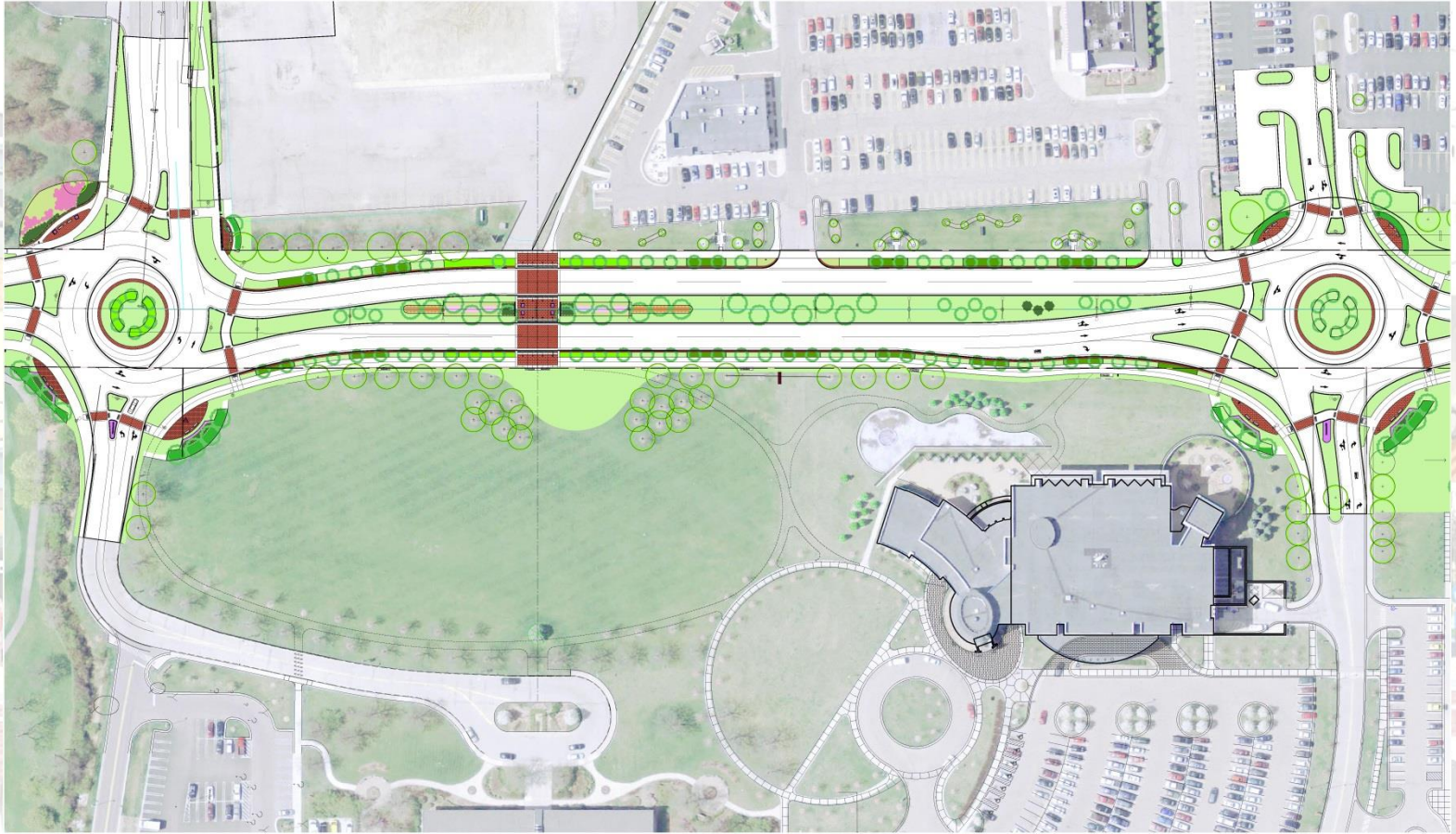
Front Lawn Loop



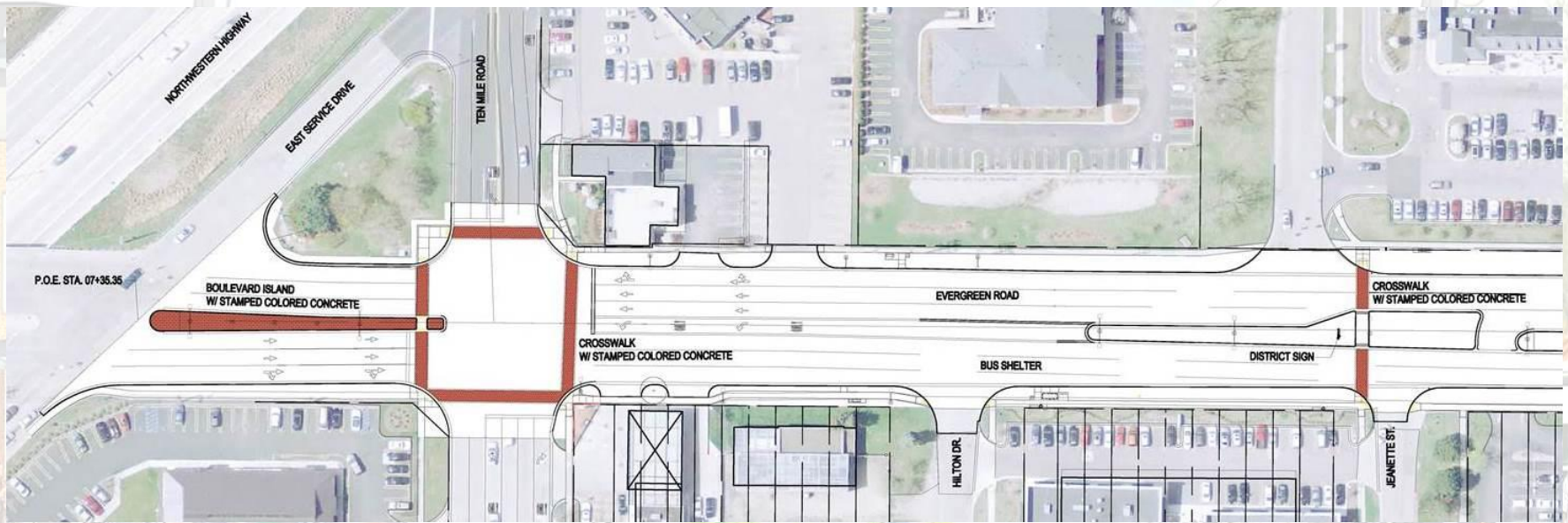
Front Lawn Loop (Sept/Oct 2014)



Evergreen Road Redevelopment (2014)



Evergreen Road Redevelopment (2014)



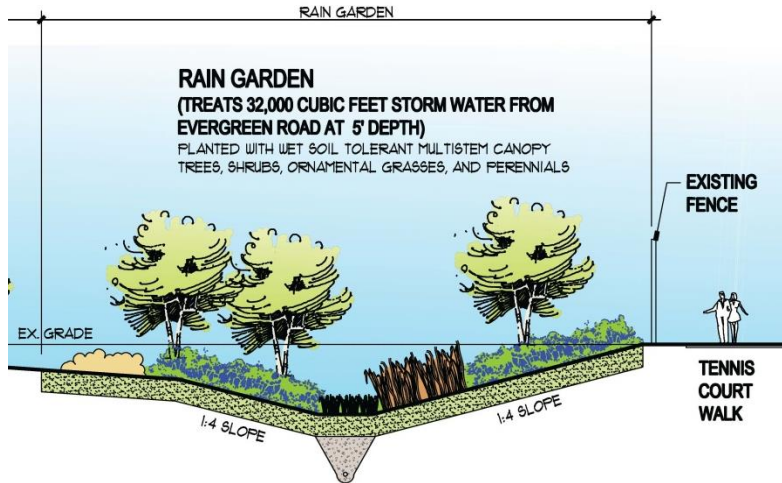
Evergreen Road Redevelopment (2014)



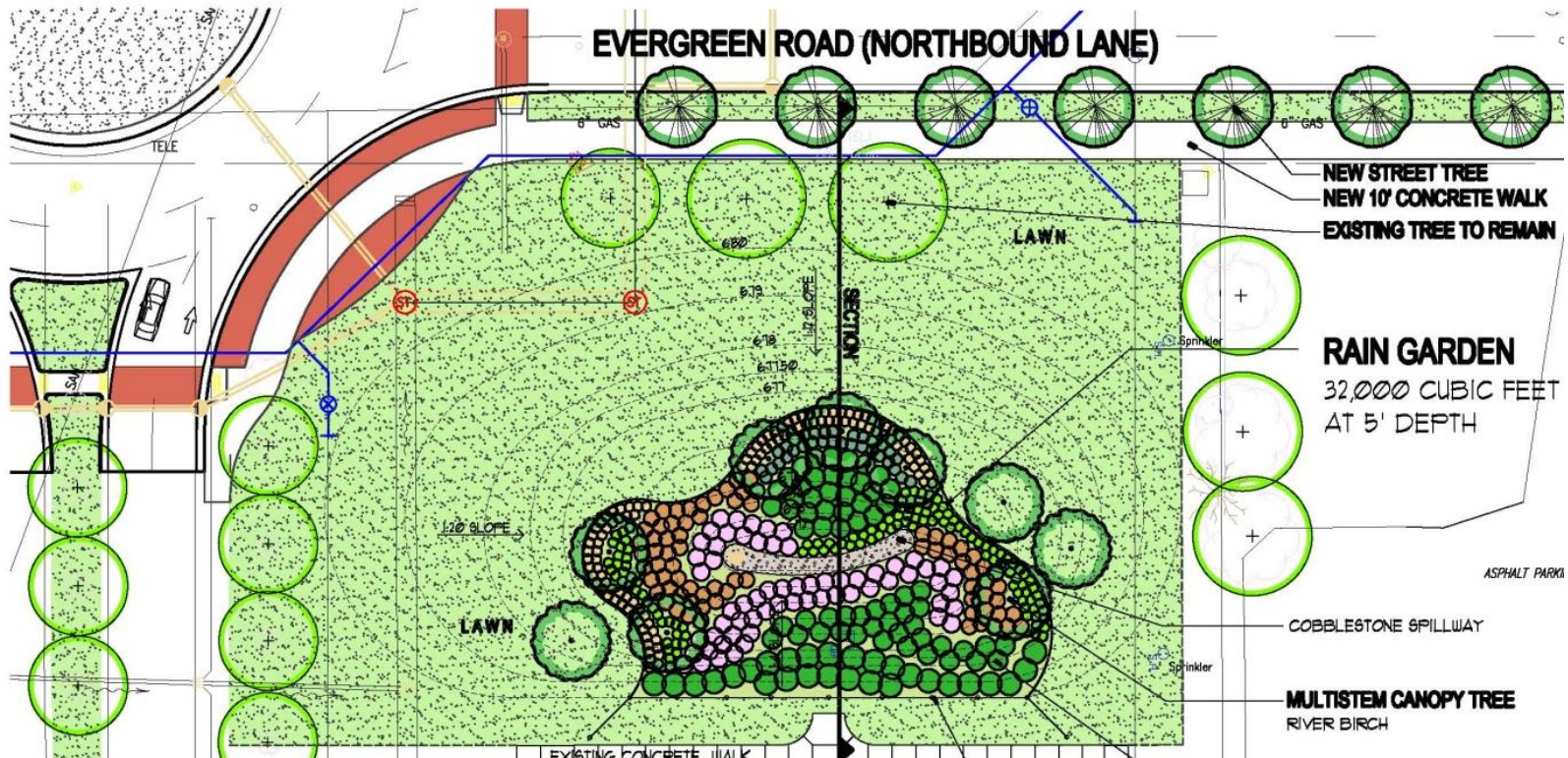
Wayfinding Pedestrian
Signage



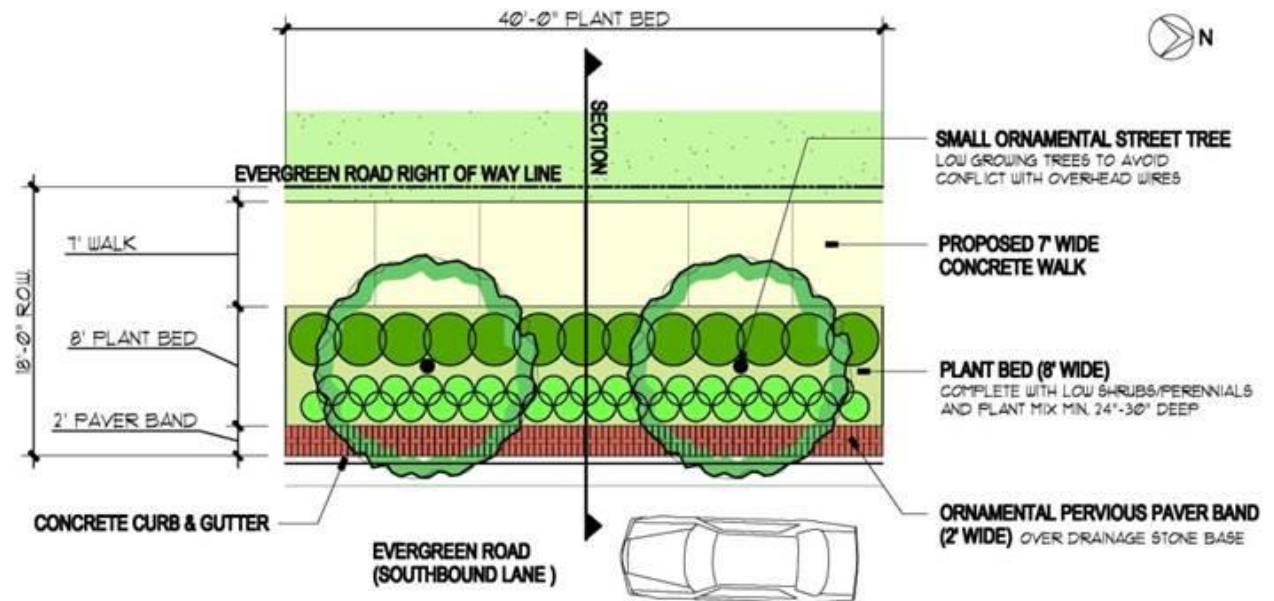
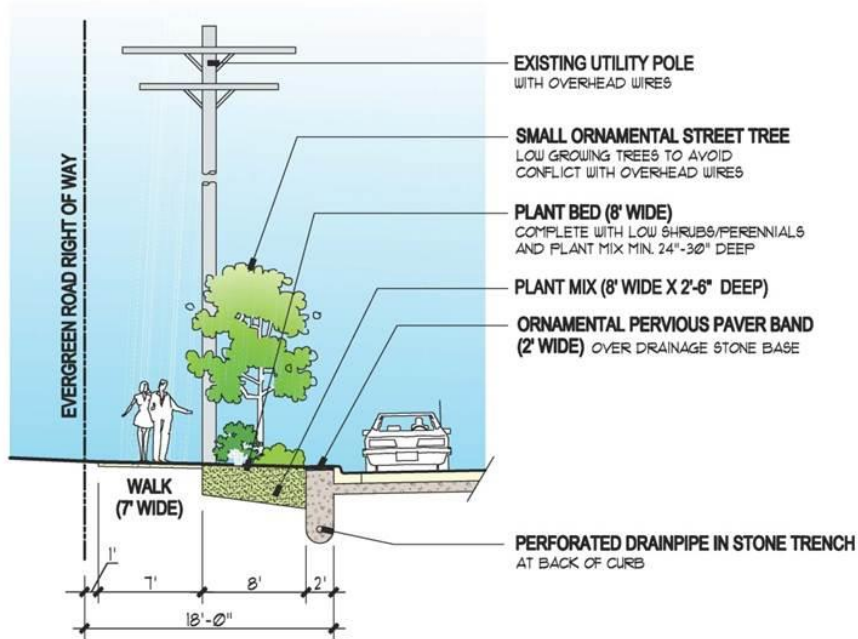
Wayfinding Kiosk



Evergreen Road Rain Garden



Evergreen Road Pervious Pavers



Evergreen Road Redevelopment (2014)



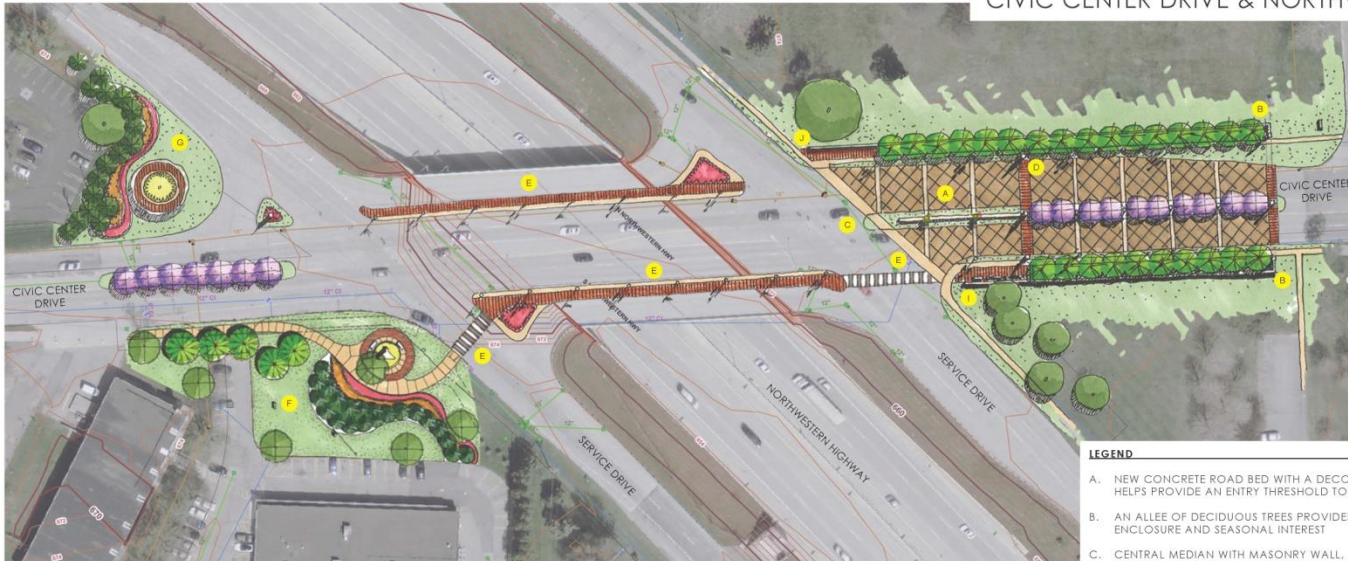
Existing Site Elements



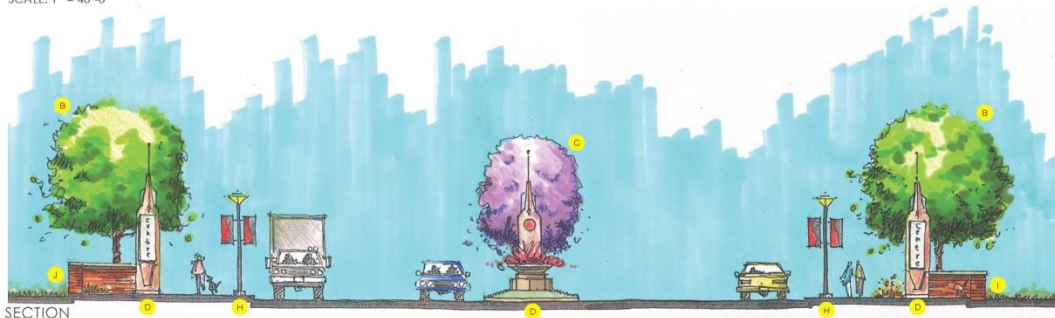
New Site Elements

Urban Design & Concept Vision - Gateways

CIVIC CENTER DRIVE & NORTHWESTERN HIGHWAY



OVERALL PLAN
SCALE: 1" = 40'-0"



SECTION
NO SCALE

LEGEND

- A. NEW CONCRETE ROAD BED WITH A DECORATIVE JOINTING PATTERN HELPS PROVIDE AN ENTRY THRESHOLD TO THE GATEWAY
- B. AN ALLEE OF DECIDUOUS TREES PROVIDES SCALE AND A SENSE OF ENCLOSURE AND SEASONAL INTEREST
- C. CENTRAL MEDIAN WITH MASONRY WALL, LARGE DECORATIVE URNS OF SEASONAL COLOR, AND FLOWERING TREES HELP TO REDUCE THE SCALE OF CIVIC CENTER DRIVE
- D. LARGE LIGHTED DECORATIVE OBELISKS ANNOUNCE ENTRY INTO THE CITY CENTER AND PROVIDE AN ICONIC ELEMENT
- E. PEDESTRIAN CROSS WALKS ARE RE-SURFACED IN DECORATIVE PAVING WITH STREET LIGHTS AND FLAGPOLES ADDED TO FURTHER STRENGTHEN THE SENSE OF ENTRY AND VISUAL IDENTITY
- F. THE SOUTHWEST CORNER REPRESENTS THE FIRST STEP IN PROVIDING A GATEWAY IMAGE INTO THE CITY CENTER WHILE AT THE SAME TIME BEGINS THE PROCESS OF ALLOWING PEDESTRIAN ACCESS FROM CAMPUS INTO THE CITY CENTER. BEING CONSTRUCTED IN CONJUNCTION WITH LAWRENCE TECH UNIVERSITY
- G. A MEDIAN AND IMPROVEMENTS TO THE NORTHWEST CORNER ON EATON CORPORATION CAMPUS REPEATS DESIGN ELEMENTS AND REINFORCES CONNECTIVITY OF THE DESIGN CONCEPT
- H. NEW PEDESTRIAN SCALE LIGHTING WITH BANNERS OR URNS WITH SEASONAL COLOR
- I. MASONRY WALL WITH SITE FURNITURE
- J. MASONRY WALL WITH HALO LIGHTED SIGN

SOUTHFIELD GATEWAY PROJECT

CITY CENTRE ADVISORY BOARD

SOUTHFIELD, MICHIGAN



JANUARY 2012

RUSSELL DESIGN
LANDSCAPE ARCHITECTURE
Design Planning
154 Rogers St. Suite 201, Northfield, IL 60067
PH: 312.717.0222

concept plan

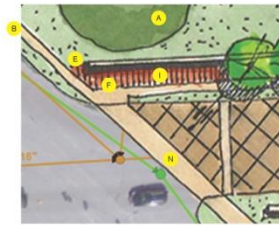
Urban Design & Concept Vision - Gateways



NORTHWEST CORNER
SCALE: 1" = 30'-0"



SOUTHWEST CORNER - CAMPUS OF LTU
SCALE: 1" = 30'-0"
NOTE: THIS PROJECT IS CURRENTLY UNDER CONSTRUCTION AND WILL BE COMPLETED SUMMER 2012

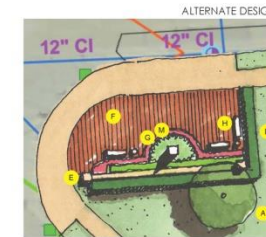
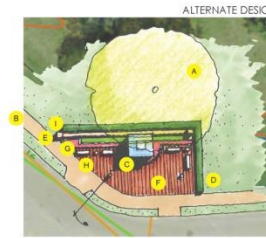


NORTHEAST CORNER
SCALE: 1" = 20'-0"



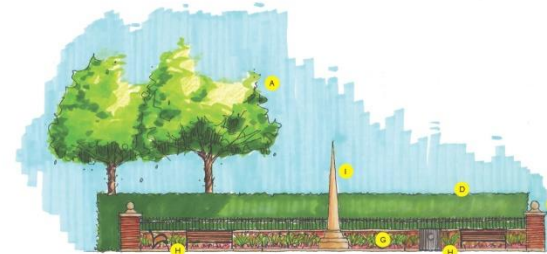
SOUTHEAST CORNER
SCALE: 1" = 20'-0"

CIVIC CENTER DRIVE & NORTHWESTERN HIGHWAY



LEGEND

- A. EXISTING TREES, TYPICAL
- B. EXISTING SIDEWALKS
- C. EXISTING OAKLAND COMMONS SIGN
- D. PROPOSED HEDGE
- E. PROPOSED MASONRY WALLS AND PIERS
- F. DECORATIVE PAVING, TYPICAL
- G. ORNAMENTAL PLANTINGS
- H. SITE FURNITURE, TYPICAL
- I. HALO LIGHTED WALL SIGN
- J. RELOCATED LTU SIGN
- K. PROPOSED EVERGREEN TREES
- L. PROPOSED MEDIAN WITH ORNAMENTAL FLOWERING TREES
- M. OBELISK
- N. STAMPED CONCRETE CROSS WALKS



ELEVATION - SOUTHEAST CORNER ALTERNATE DESIGN
NO SCALE

enlargements

SOUTHFIELD GATEWAY PROJECT

CITY CENTRE ADVISORY BOARD

SOUTHFIELD, MICHIGAN



Urban Design & Concept Vision - Gateways



OVERALL PLAN
SCALE: 1" = 30'-0"



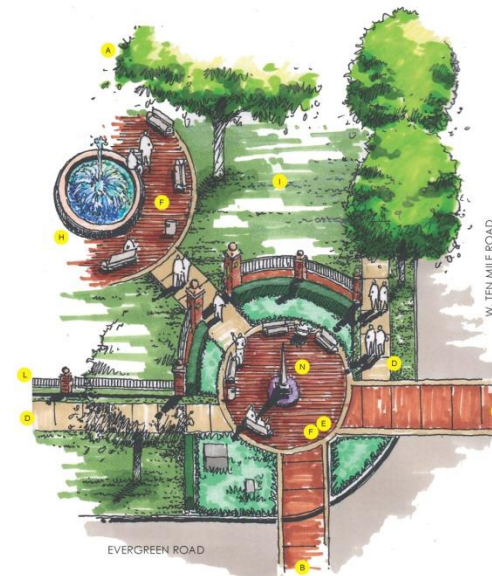
SECTION
NO SCALE

SOUTHFIELD GATEWAY PROJECT
CITY CENTRE ADVISORY BOARD
SOUTHFIELD, MICHIGAN

NORTHWESTERN HIGHWAY & EVERGREEN RD

LEGEND

- A. EXISTING TREES, TYPICAL
- B. STAMPED CONCRETE CROSS WALKS
- C. EXISTING UTILITIES
- D. PROPOSED SIDEWALKS
- E. ENTRY NODE w/ SITE FURNITURE
- F. DECORATIVE PAVING, TYPICAL
- G. ORNAMENTAL PLANTINGS
- H. CENTRAL SITTING PLAZA WITH FUTURE FOUNTAIN
- I. OPEN LAWN AREA
- J. EXISTING JEWELRY STORE PARKING LOT
- K. NEW STREET TREES
- L. DECORATIVE FENCING AND PIERS
- M. GATEWAY SIGN
- N. OBELISK
- O. HALO LIGHTED WALL SIGN



AXONOMETRIC DRAWING
NO SCALE

concept plan



JANUARY 2012



RUSSELL DESIGN
LANDSCAPE ARCHITECTURE
Design Planning
194 Rogers St., Suite 201, Northville, MI 48167
978.248.7422

Urban Design & Concept Vision – Pedestrian Amenities

“Low Hanging Fruit”



SMART Partnership



Solar Panels



Decorative benches & receptacles



Decorative crosswalks

Urban Design & Concept Vision – Gateways/Partnerships



Lawrence Tech University



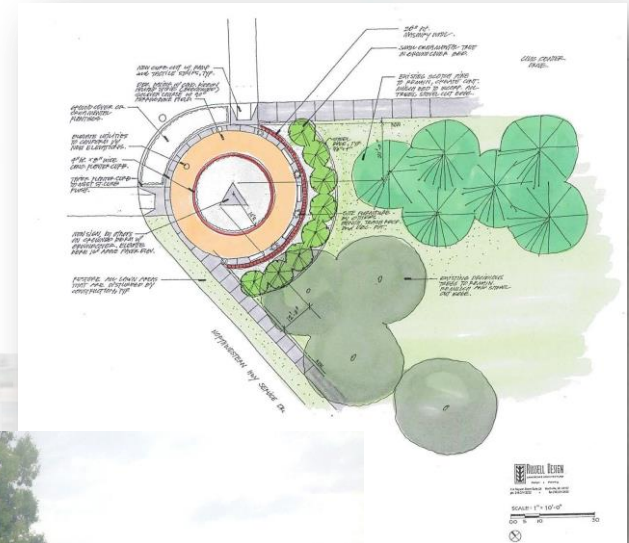
Eaton Corporation

Urban Design & Concept Vision – Gateways/Partnerships



Oakland Commons

Macabees Center



City Centre Development FY 2011-2014

Legend

City Centre Development

Type

- Residential
- Institution
- Mixed Use
- Office
- Commercial
- Infrastructure



1 inch = 330 feet

5: 1-800-LAW-FIRM

16: Candlewood Hotel

2: Affiliated Diagnostics

20: Oakland Towne Square

17: Oakland Commons

12: Travelers Tower

13: Evergreen Rd

18: Atrium Office Building

4: Arbor Lofts

3: Civic Center Dr

19: Macabees

15: 5000 Town Center

1: City Centre Streetscape

14: Town Center

7: LTU Dorm

8: LTU Taubman Complex

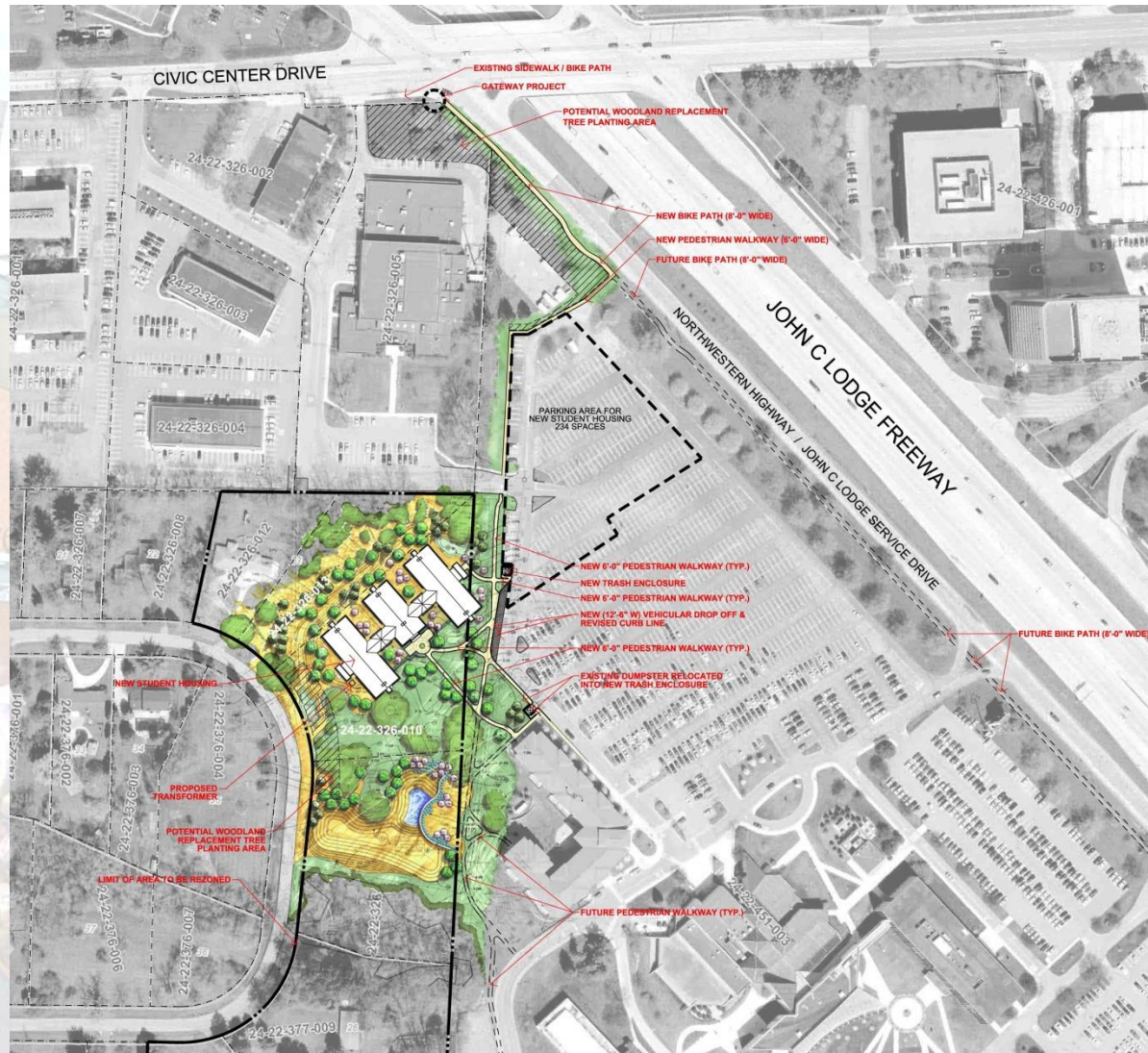
9: LTU Science Building

6: Clearpath Medical

11: City Centre II

10: Civic Centre Plaza I

LTU Freshman Dorm



LTU Freshman Dorm

Spring 2014



160 students

LTU: Taubman Complex (Bio-Medical Engineering) Fall 2014



Phase I: 42,000 square feet

City Centre II

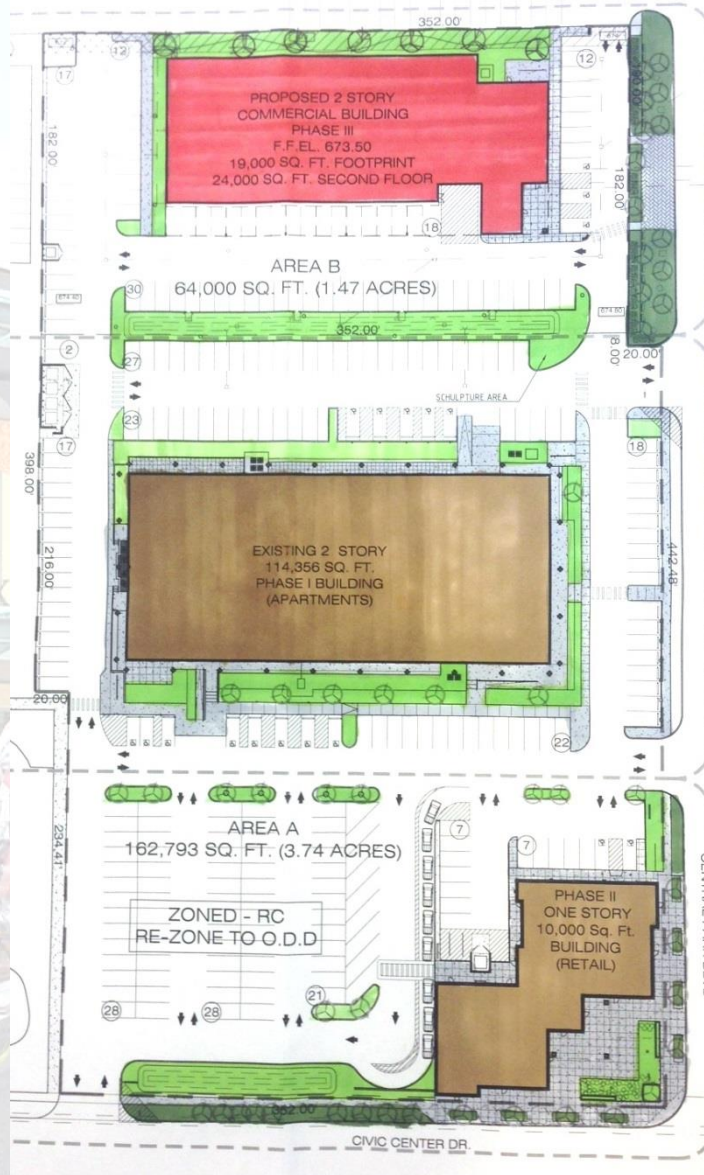
Phase II: 24,000 square feet
Fall 2014



Under Construction



Civic Plaza/Arbor Lofts



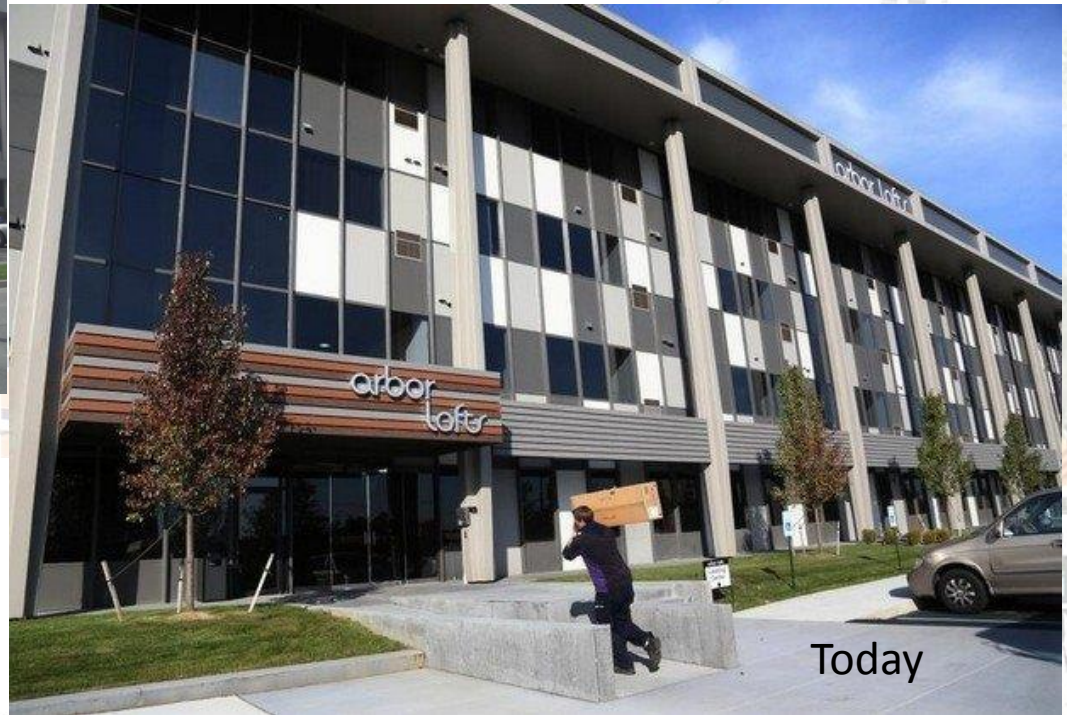
Phase III Mixed-Use
43,000 sq. ft.

Phase I Mixed-Use Residential
114,356 sq. ft.

Phase II Retail
10,000 sq. ft.

Arbor Lofts Phase I

171 Beds
Mixed Use
114,356 sq. ft.



Arbor Lofts Outparcel Retail Phase II

10,000 square feet



Arbor Lofts Mixed Use Phase III

43,000 square feet



Arbor Lofts Mixed Use Phase IV



12-16 Garden Apartments with
Future 2,500 sq. ft.
Retail on the corner of
Civic Center Dr. and
Central Park Blvd



Travelers Tower Outparcel

19,000 square feet



Travelers Tower Outparcel



Travelers Tower Outparcel



1-800-LAW FIRM

\$1 Million Energy Upgrades



Proposed Solar Carport

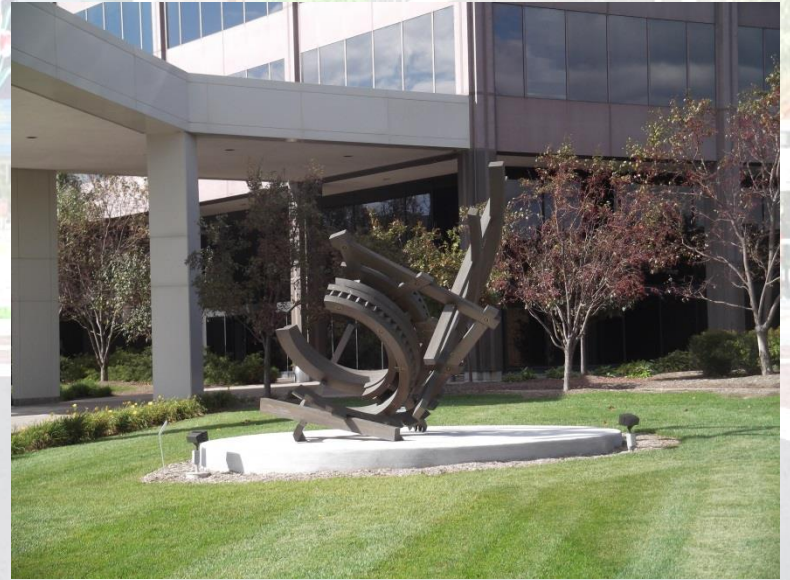
1-800-LAW FIRM



1-800-LAW FIRM



(Enacted 10/20/14)





Questions & Answers

www.southfieldcitycentre.com