

City of Southfield



**Small Cell Facilities  
Sub Areas' Design Standards and Branding Guidelines**

Adopted March 22, 2021

City of Southfield Sub Areas' Design Standards  
and Branding Guidelines, as amended

Pursuant to the January 25, 2021 City Council adoption of Ordinance No. 1731, Small Cell Wireless Facilities, the following design guidelines address the regulation and installation of small cell wireless facilities throughout five designated districts in the City. Photo examples of the design of permitted facilities as well as color guidelines for each district are below:

**Southfield City Centre**

Color: Powdercoated silver  
Grecian Bronze Metallic (MP20305)



Silver

Bench and Trash – powdercoated silver, black polyethylene cap



MP20305  
Grecian Bronze  
Metallic

Signage Posts

The City Centre features silver powdercoated benches and trash receptacles and wayfinding signage with Grecian Bronze Metallic posts.

**Centrepolis**

Color: Brushed aluminum  
Green (PMS 5467)



MAP to match  
PMS 5467

Green



MAP Brushed  
Aluminum

Signage Posts

Centrepolis features brushed aluminum signage posts along with shades of green on its branding and signage. The Planning Department selected the dark green shade (PMS 5467) as the primary color.

City of Southfield Sub Areas' Design Standards and Branding Guidelines, as amended

**Southfield DDA**

Color: Black

The Southfield DDA, from an earlier branding initiative, features black furnishings for its benches and trash receptacles, to district monuments.

**Southfield Historic Neighborhoods**

Color: Bosphorus (SW 6503)



Two Southfield neighborhoods, Plumbrooke Estates and Northland Gardens, have been nationally recognized as historic neighborhoods (Plumbrooke Estates: November 22, 2019, Northland Gardens: January 24, 2020) due to their extensive Midcentury Modern Architecture. Recent signage features the unique color “Bosphorus” (SW 6503).

**Southfield Historic Districts**

Color: Black

To date, the City of Southfield has recognized four local historic districts: The Burgh, the Southfield Log Cabin, Southfield Transit Center, and the McDonnell House. The Planning Department recommends a black accent for these districts.

The Intent of these guidelines is to prevent undesirable design and placement of small cell facilities.



Example large cell wireless facilities – Undesirable

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Small Cell Design Guidelines

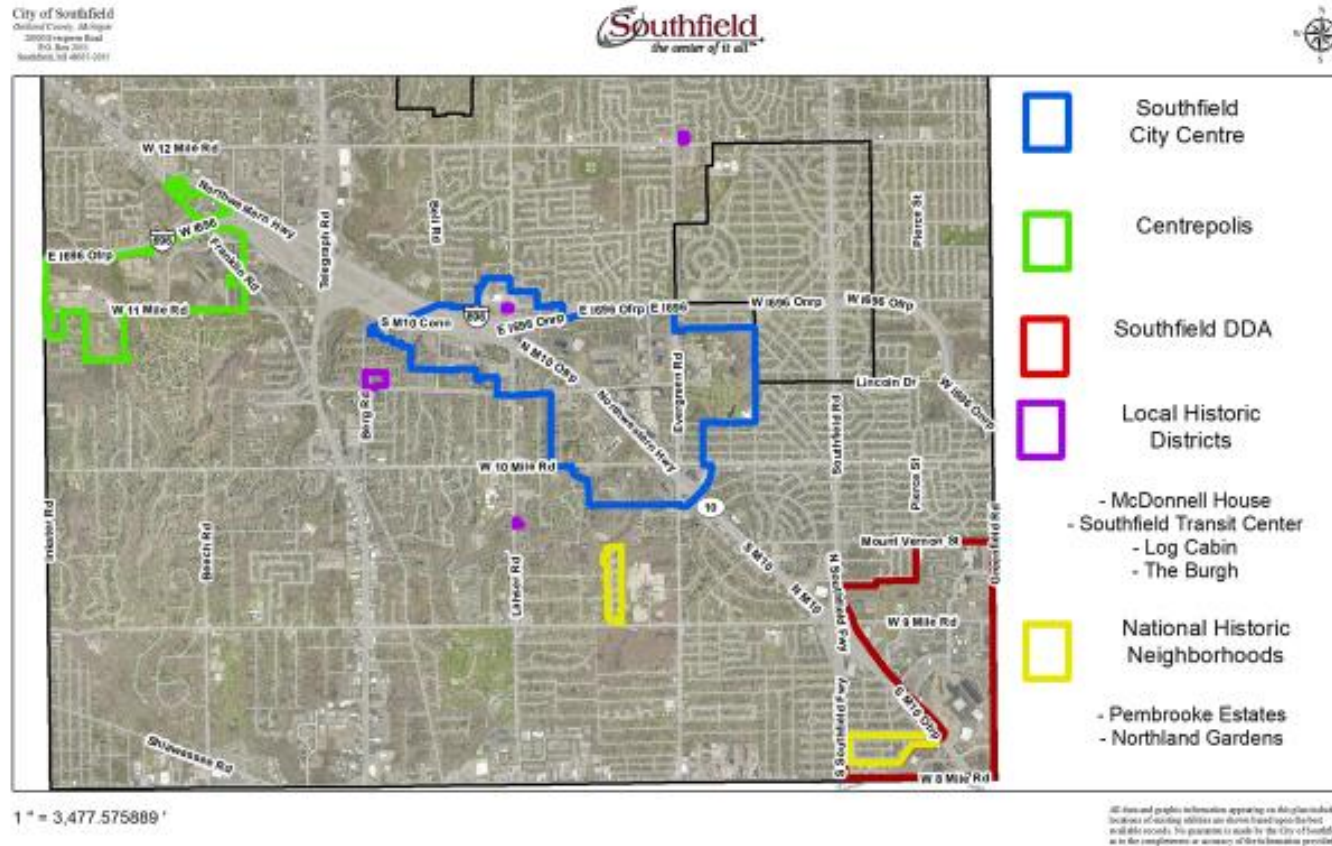


To reduce visual clutter, it is the intent of these guidelines to streamline the casings and placement of small cell facilities.



Example small cell wireless facilities - Desirable

NOTE: The maps may reflect certain design requirements for particular districts identified in these maps and the City reserves the right over time and with greater actual experience with installation management, to require further particularized installation design schemes consistent with the adjacent area in each district. These potential design requirements could include but not be limited to: color, height, size, separation, camouflaging, construction materials and pole size including capacity to place all wireless equipment inside the pole itself.

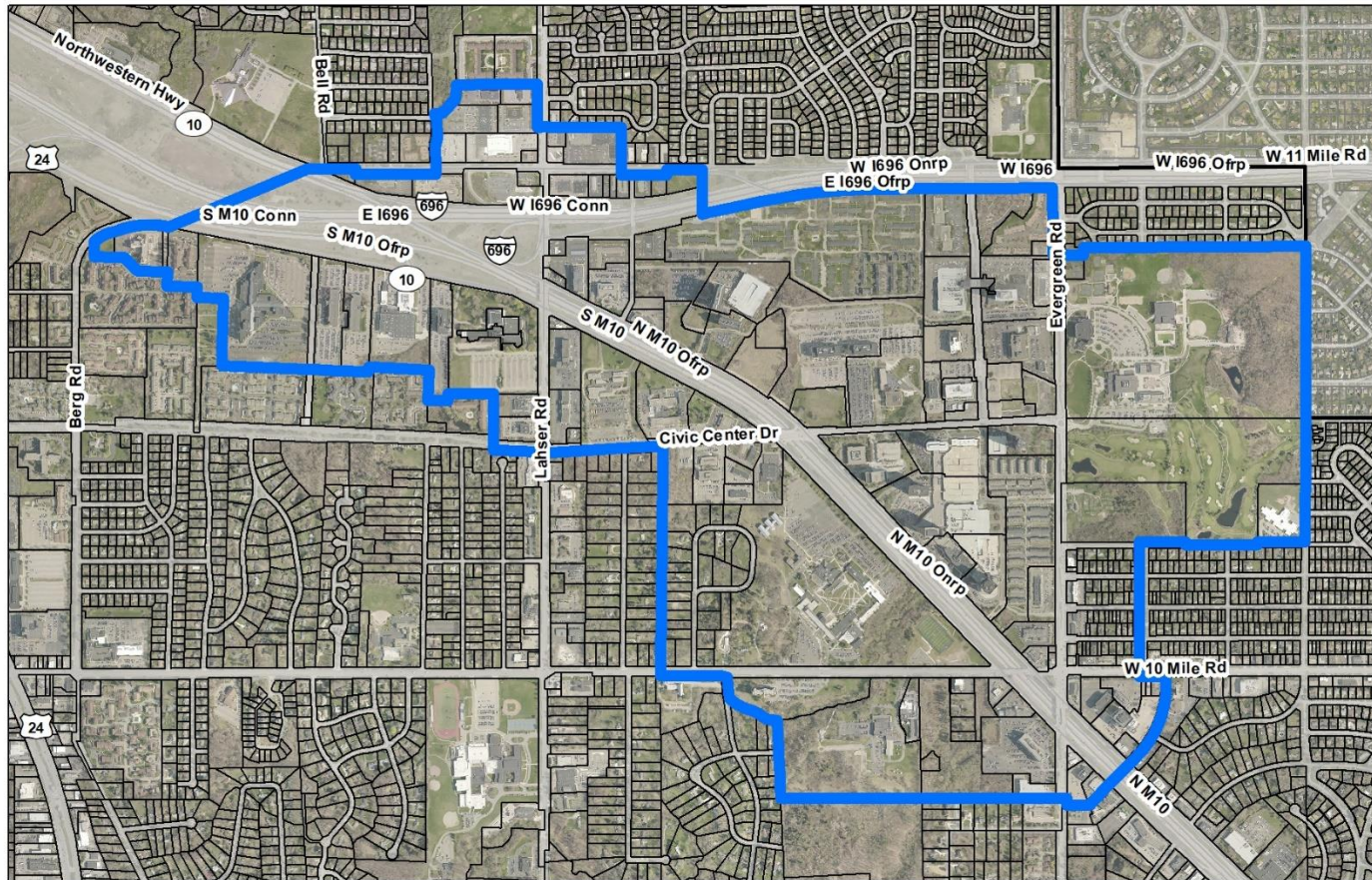


Small Cell Design Guidelines



**Southfield City Centre:**

City of Southfield  
Oakland County, Michigan  
26000 Evergreen Road  
P.O. Box 2055  
Southfield, MI 48037-2055



1" = 1,398.446311'

All data and graphic information appearing on this plan including locations of existing utilities are shown based upon the best available records. No guarantee is made by the City of Southfield as to the completeness or accuracy of the information provided.

**Southfield City Centre: Sample Streetscape Elements**

Branding:  
Varied (City Centre logo) colors,  
silver and dark grey metallic



Bench  
and Trash



Directional Sign



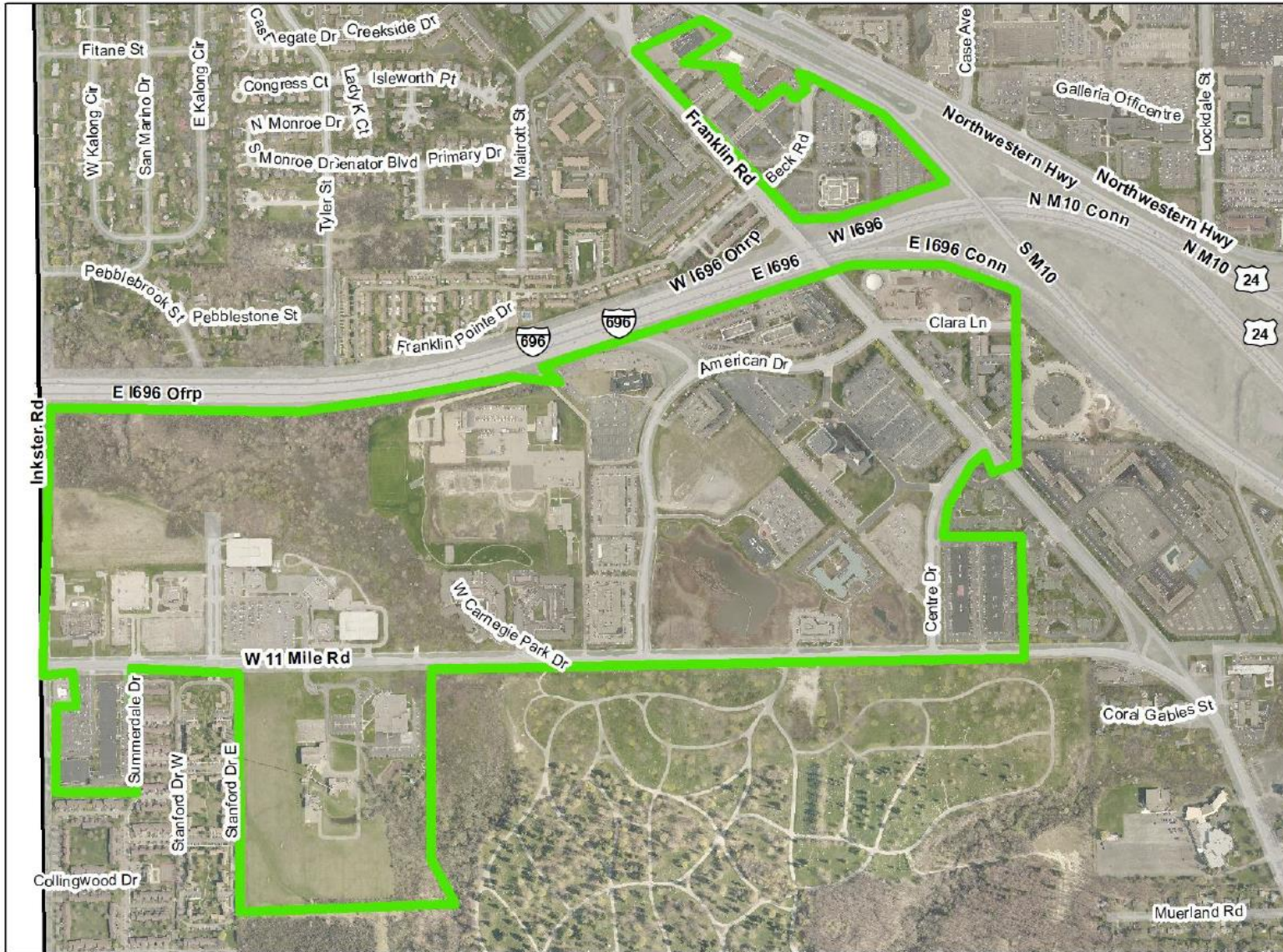
Pedestrian Gateway Sign



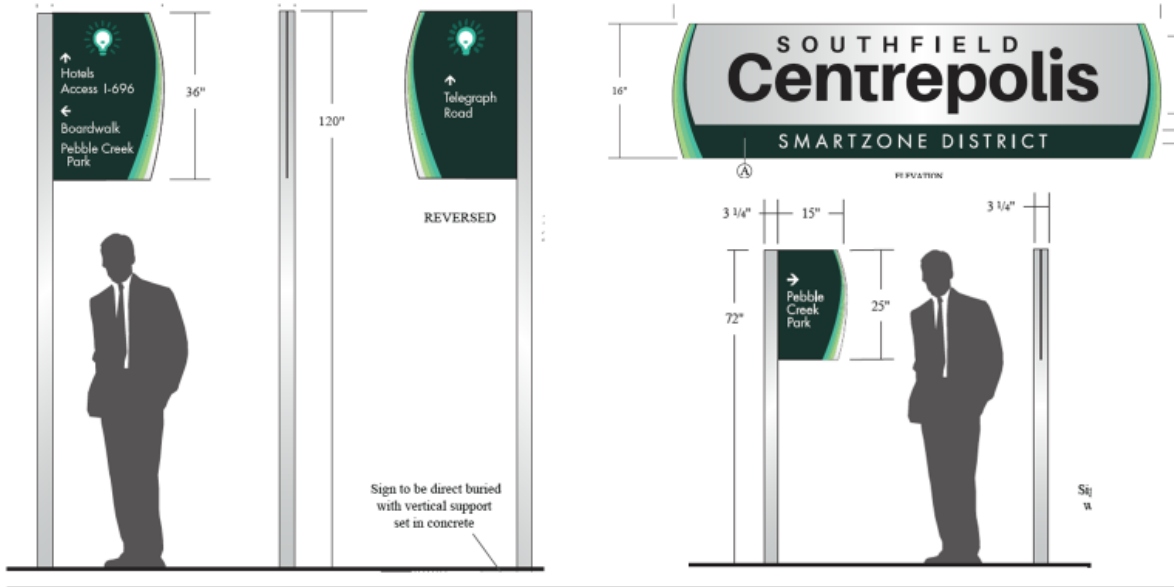
Wayfinding Sign



**Centrepolis:**



**Centrepolis: Sample Streetscape Elements**

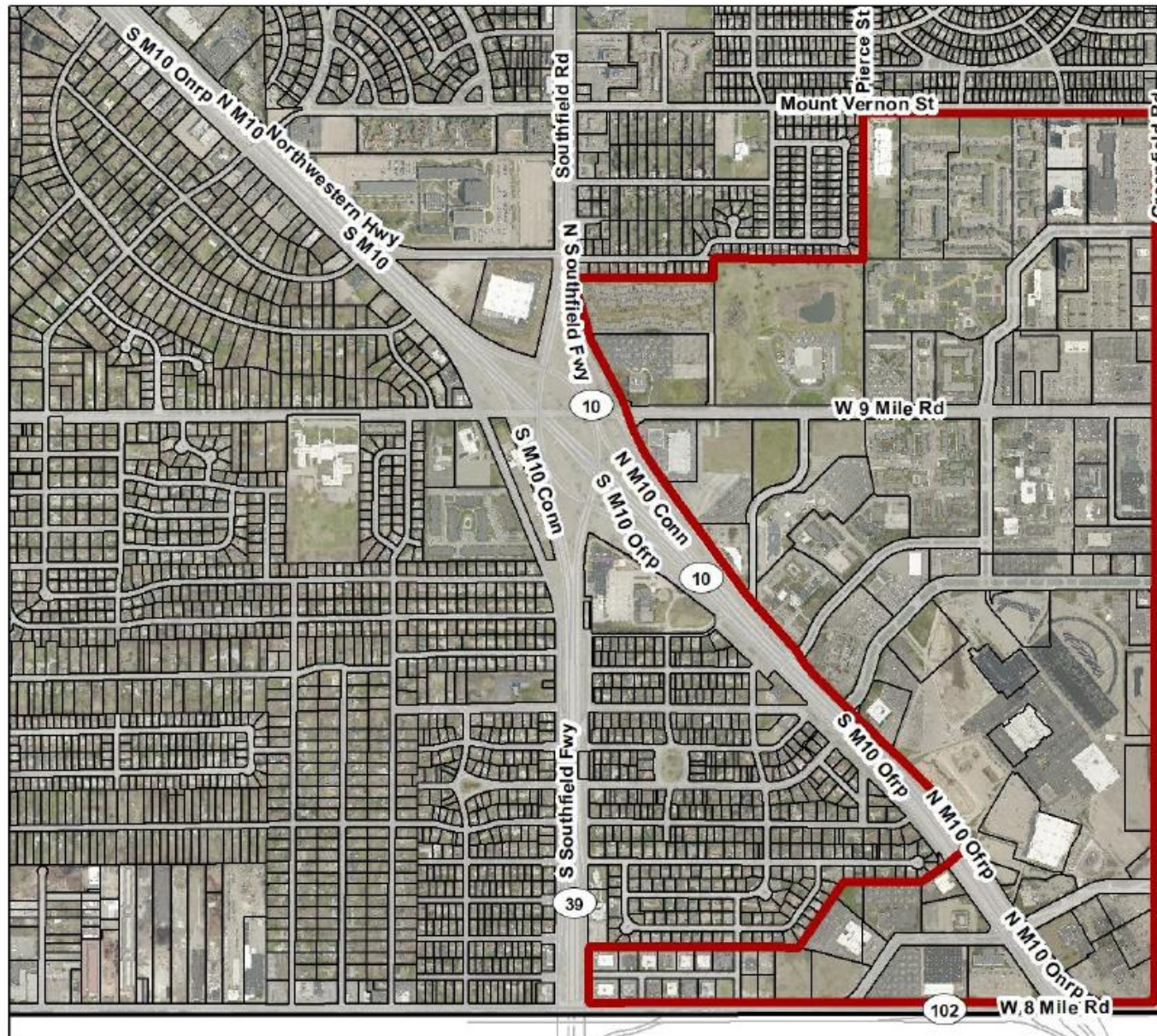


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Small Cell Design Guidelines



DDA:



**DDA:** Sample streetscape elements

**Preferred color:** Black

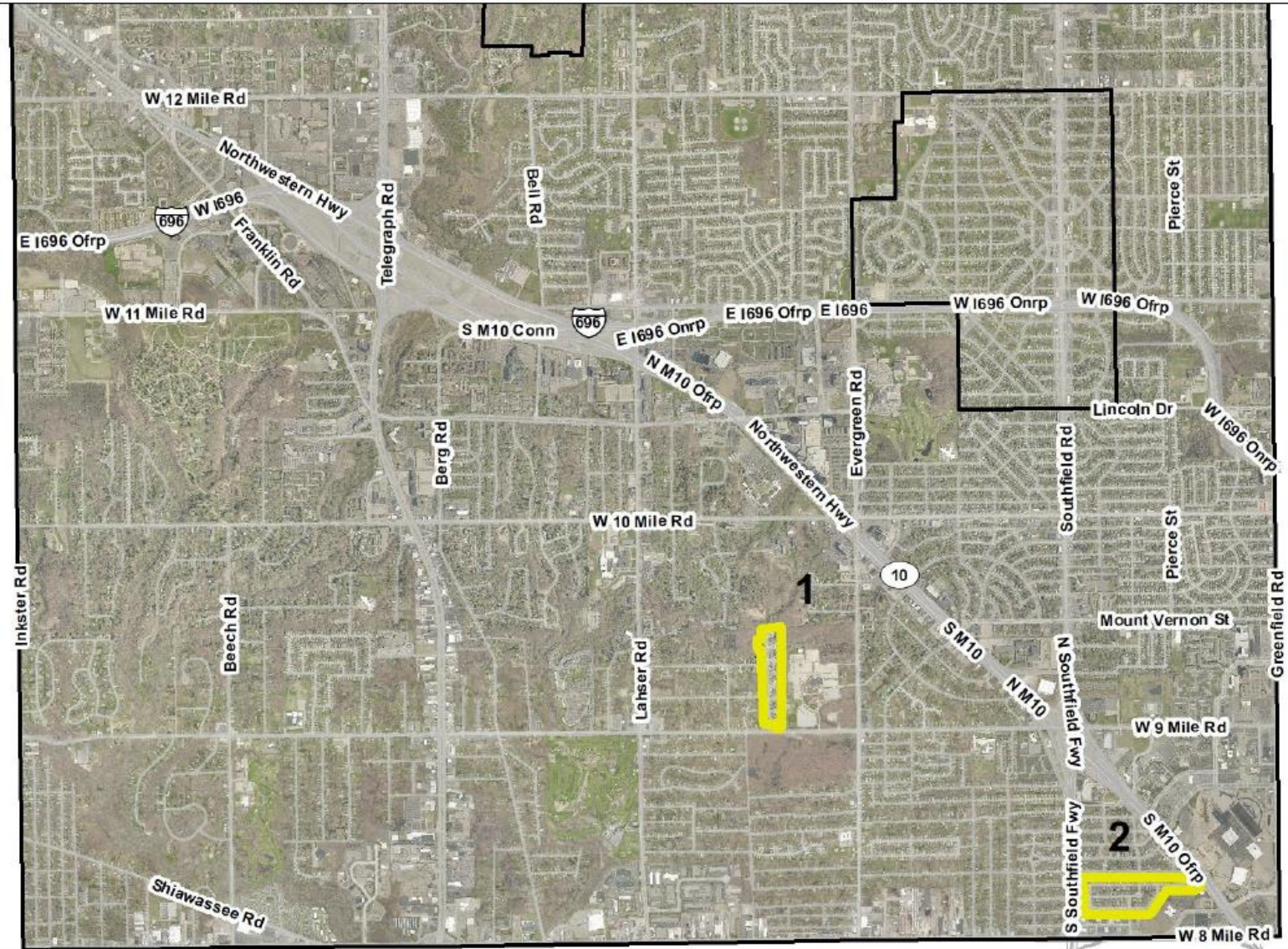


Existing Obelisk



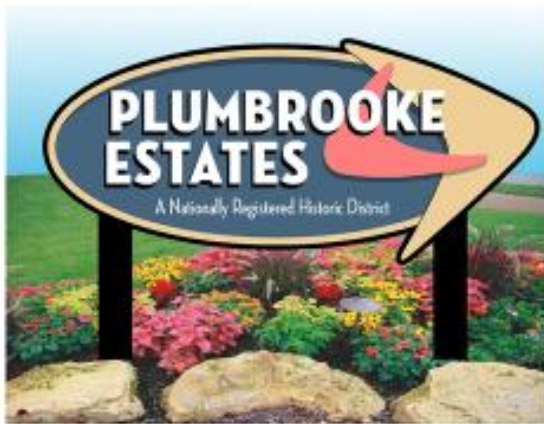
Existing Bench and Trash

**National Historic Neighborhoods:**

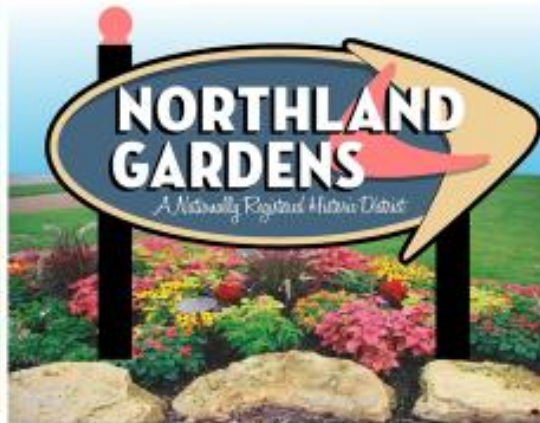


**National Historic Neighborhoods:** Gateway features

**Preferred color:** Bosphorus



27"x60"



27"x60"

Proposed District Signage

**Local Historic Districts:**



**Small Cell Design Guidelines**



**Local Historic Districts:**  
**Preferred color: Black**



Existing black fixtures at Historic  
Southfield Transit Center