

Southfield
DOWNTOWN DEVELOPMENT AUTHORITY



2025-2030

Strategic Plan

CITY OF
SOUTHFIELD,
MICHIGAN

ADOPTED MAY 9, 2025

Addendum to Southfield
Sustainable Master Plan -
Adopted November 24, 2025



SCAN ME

Acknowledgments

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Executive Summary

The Southfield Downtown Development Authority (SDDA) Strategic Plan 2025-2030 sets a clear vision for revitalizing the district into a thriving economic and community hub. The plan builds upon the district's strengths—its central location, anchor institutions, and ongoing redevelopment efforts—to guide strategic investments and policy decisions that will enhance the area's appeal to businesses, residents, and visitors alike.

This plan is designed to be flexible, allowing the SDDA to adapt to emerging opportunities and changing market conditions. With a structured yet adaptable approach, the SDDA will continue to foster economic revitalization, improve quality of life, and position the district as a dynamic and sustainable destination within Southfield and the greater Metro Detroit region.

Informed by previous planning efforts as well as concurrent planning from the City, the recommendations seek to build upon those existing goals. The planning process has also been informed by input from the SDDA Board, residents, property owners, developers, business owners, and institutional partners. A comprehensive profile of the District highlights the strategic advantages and opportunities available to the SDDA.

The SDDA has identified four key focus areas to drive growth and reinvestment: Marketing and Communication, Infrastructure, Design and Aesthetics, and Development and Redevelopment. Each of these areas includes targeted strategies and initiatives designed to increase engagement, improve the built environment, and strengthen economic opportunities.

Marketing and Communication efforts will enhance the SDDA's external visibility through improved digital outreach, branding initiatives, and business support programs. By strengthening communication channels with stakeholders and marketing the district as a desirable place to invest, work, and visit, the SDDA will foster a more connected and engaged community.

Infrastructure Investments will focus on multi-use pedestrian connectivity including sidewalk gaps, non-motorized shared use pathways, improved crossings as well as green infrastructure, transit improvements, and public space enhancements. Key projects include filling sidewalk gaps, improving lighting, and integrating sustainability measures to create a safer and more accessible district.

Design and Aesthetics initiatives will enhance the district's visual identity through streetscaping, public art, signage, and building façade improvements. These efforts will contribute to a more attractive and vibrant urban environment that encourages investment and community activity.

Development and Redevelopment strategies will streamline the investment process, strengthen business incentives, and encourage mixed-use and adaptive reuse projects. By leveraging partnerships, financial incentives, and regulatory improvements, the SDDA aims to attract new businesses, support property owners, and promote long-term economic growth.

The strategies provide clear actionable steps, identify partners, priority, and scale of investment. The action table is designed to provide a high level guide to the SDDA staff and Board to understand key steps and outcomes for each recommendation of the plan. Each project is further described with additional context in the project descriptions.

By taking a proactive approach to updating its strategic plan, the SDDA is setting the stage for future growth and success. While progress has been made, significant opportunities remain, particularly in the expansion of the healthcare sector, the growing need for workforce training and education, and the evolving retail landscape. With a clear vision and actionable steps in place, the SDDA is well-positioned to implement meaningful change, drive investment, and transform the district into a vibrant and thriving community. Now, the focus shifts to execution and turning this vision into reality.





How to Use This Plan

The goal of the Strategic Plan is to have a flexible path toward revitalization that can guide decisions and investment. As people and companies look to invest in the SDDA, the Plan will help determine how and where they fit in the overall framework. As the City and SDDA look to invest in the public realm and other areas it will emphasize where the most impactful interventions can take place. And as people look to move to Southfield, either as a business owner or as a resident, the Plan can act as a marketing tool to present the ambition and willingness of the SDDA to welcome them.

The basis of this plan is built upon the Strategic Pillars of the 2017 SDDA Development and TIF Plan.

SOUTHFIELD DDA 2017 STRATEGIC PILLARS

Marketing & Communication



Marketing & Communication

Promote and market the SDDA and its assets to businesses, residents, the community, and on a regional, state and international basis to enhance the District's image as a desirable place to invest, work and live, as well as for shopping, education, and healthcare. Support and enhance the District's economic health and vitality through a targeted strategy of business and economic development programs and incentives for recruitment, retention, development and redevelopment.

Infrastructure



Infrastructure & Aesthetics

Work toward a vibrant, mixed-use district that is walkable, attractive, welcoming, clean, safe and comfortable with landscaping, lighting, streetscape, road, utility, attractive stormwater features and related improvements, in both the public and private realm to ensure the District is an attractive, welcoming, distinctive and comfortable place.

Design & Aesthetics



Facilitate investment and reinvestment in District properties consistent with this Plan and implement targeted strategies for business, economic and community development, recruitment, retention, development and redevelopment. Stabilizing housing values in the District, supporting and marketing the neighborhoods as good places to live with a variety of available housing stock, and addressing the need for senior housing resulting from changing demographics are SDDA priorities.

Development & Redevelopment



Development & Redevelopment

Facilitate investment and reinvestment in District properties consistent with this Plan and implement targeted strategies for business, economic and community development, recruitment, retention, development and redevelopment. Stabilizing housing values in the District, supporting and marketing the neighborhoods as good places to live with a variety of available housing stock, and addressing the need for senior housing resulting from changing demographics are SDDA priorities.



Collectively, the initiatives outlined in this report contribute to an aspirational, but achievable, vision for the next five years in the SDDA. In this vision, the District becomes a thriving place of innovation and commerce, a place steeped in but not bound by its history. It becomes a place that celebrates its unique, almost dual character of both suburban and urban center.



The Plan and recommendations are organized into four basic categories focusing on Marketing and Communication, Infrastructure, Design and Aesthetics, and Redevelopment. Within these broad categories specific strategies are identified that can be implemented at various scales and timeframes and all work together to reinvest and revitalize the District.

Intended as a road map for transformation, the recommendations in this report capitalize on the SDDA's assets and provide attainable, impactful initiatives for the DDA's leadership. These recommendations are specific and directional, identifying who, what, where, why and when. Each action can be pursued independently but together they represent a path to a common goal – an economically vibrant District.

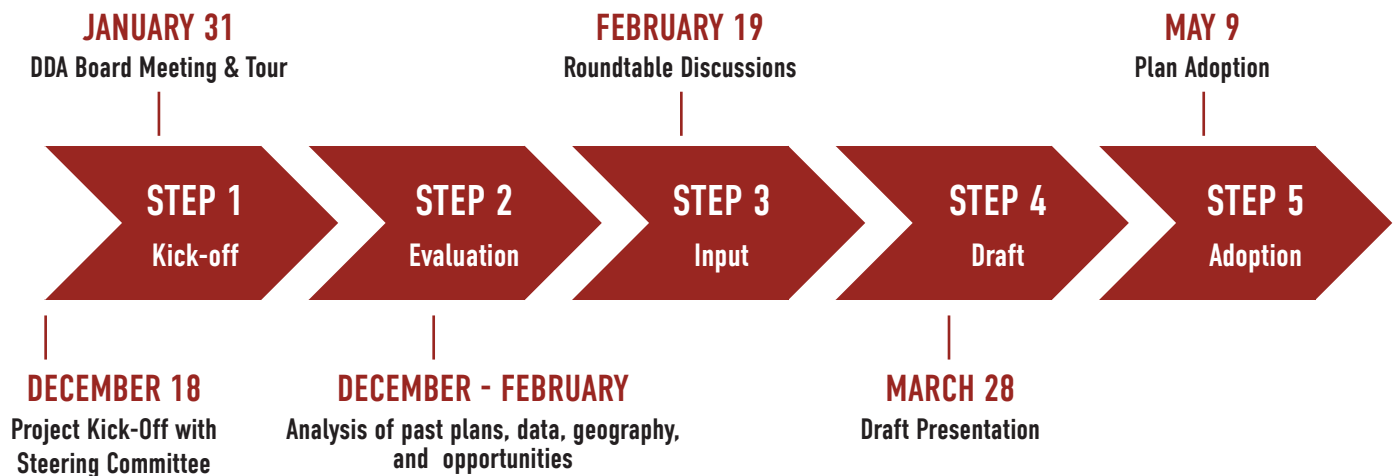
INTRODUCTION & PROCESS

The Southfield Downtown Development Authority (SDDA) was originally formed in 1998 with the purpose of halting property value deterioration, eliminating the causes of deterioration, and promoting economic growth. The Authority was reestablished in 2017 after lapsing. The District does not constitute a traditional downtown; however, it does combine many residents, some of the City's largest employers with Henry Ford Southfield Providence Hospital, and many office spaces. The District was previously supported by the historic retail center, Northland Center, but as shopping trends shifted the Center closed and is in the process of being redeveloped.

The Southfield Downtown Development District is well positioned to become a thriving community center. With its blend of residential communities, anchor employment, and burgeoning redevelopment the District can provide a unique blend of urban center and suburban convenience. Its central location in the Metro-Detroit community and extensive connections via highway, bus, and connecting trails, including the 9 Line, set it apart and provide the seeds from which positive change can grow.

The SDDA has been taking steps along this path of reinvention in recent years. The SDDA has partnered with the City to address blight with redevelopment, securing Brownfield Redevelopment funding to support the Northland City Center, and continued to build events and programming that support business owners, residents, and visitors to the District. This document builds on these recent successes and coordinates with ongoing planning efforts and initiatives in the City. It outlines a framework for building and programming an active downtown district, providing a framework that is both visionary and implementable.

The Strategic Plan is built on the input of the community both within the DDA and throughout the greater Southfield region – This plan is meant to bring to life the vision of residents, business and property owners, and community partners. The process not only builds upon past planning efforts but also included a community bus tour of the district, survey feedback, and roundtable discussions. The feedback received echoed the strategic priorities established in the 2017 Plan. Many voiced an appreciation for Southfield and the community it fosters while also desiring greater placemaking, infrastructure improvements, investment in private properties, as well as more events. For more in-depth discussion of the feedback please reference the Methodology section.



Vision 2030



MISSION

The mission of the 2025 -2030 Strategic Plan is to revitalize and sustain the Southfield Downtown Development Authority District as a vibrant, welcoming, and dynamic economic and community hub through strategic investments, partnerships, and promotion.

VISION OF STRATEGIC PLAN 2025 – 2030

The 2025 – 2030 Strategic Plan envisions a district that serves as a vibrant center for business and community life. By building upon the district's strengths, including its central location, anchor institutions, and ongoing redevelopment efforts, the Plan aims to create a dynamic environment where businesses thrive, residents enjoy a high quality of life, and visitors experience the best of Southfield.

Through targeted investments in infrastructure, design, and public space enhancements, the SDDA will cultivate a walkable and accessible district with distinctive character and appeal. By fostering strong partnerships and implementing forward-thinking strategies, the SDDA will support local entrepreneurship and ensure long-term economic resilience.

Goals and Objectives

MARKETING & COMMUNICATION



GOAL

Elevate the district's visibility and reputation through strategic marketing and effective communication.

Enhance the SDDA's brand identity and visibility through targeted campaigns, community engagement, and digital outreach to promote the district as a place to live, work, and enjoy.

OBJECTIVES

- » Develop and implement comprehensive marketing campaigns highlighting key district assets and events.
- » Build on collaborative partnerships with local media and regional tourism organizations.
- » Continue to expand digital presence through an improved website, social media strategy, and email marketing.
- » Foster community pride through storytelling, district branding, and promotional materials.



DDA Staff connecting to community at summer event

INFRASTRUCTURE

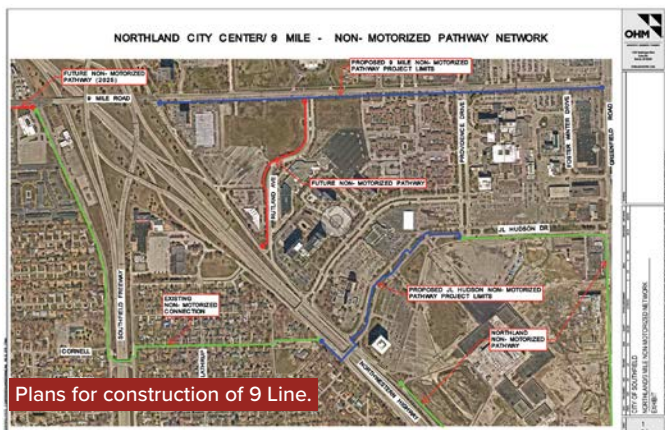
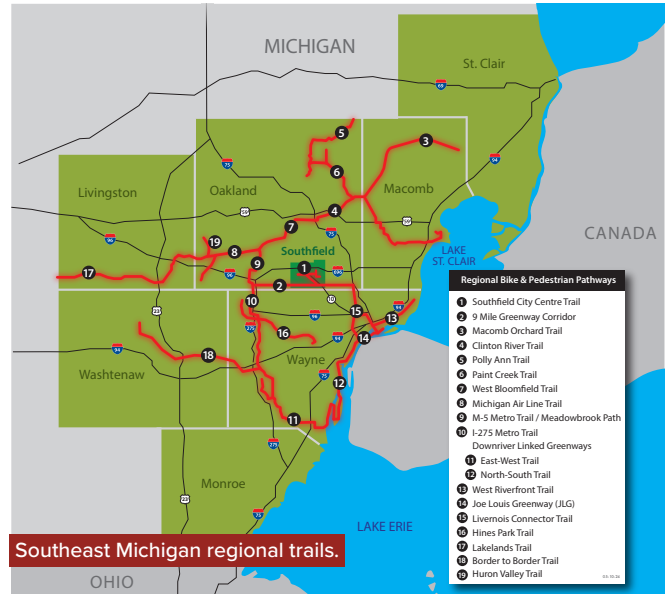
GOAL

Create a connected, walkable, and accessible district by enhancing transportation networks, integrating green infrastructure, and improving public amenities.

Enhance the district's connectivity, accessibility, and sustainability through investments in safety, pedestrian-friendly infrastructure, and modern public amenities that support a vibrant and inclusive community.

OBJECTIVES

- » Support development of regional trails and connection of the District to other City amenities.
- » Identify and prioritize infrastructure projects that enhance pedestrian safety, non-motorized transportation, and ADA accessibility.
- » Implement green infrastructure elements such as rain gardens, permeable pavement, and native landscaping.
- » Partner with regional transit agencies to improve transit access and connectivity.
- » Evaluate and enhance public amenities, including solar lighting, seating, and wayfinding signage.



DESIGN & AESTHETICS



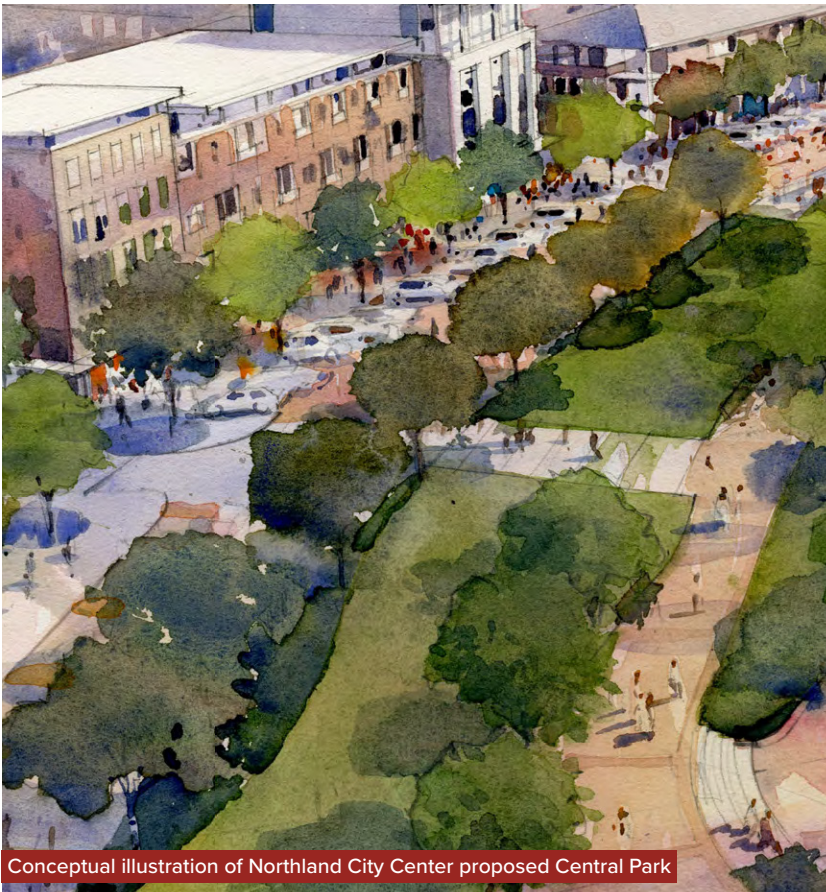
GOAL

Enhance the district's visual appeal and identity through cohesive design and artistic enhancements.

Create a visually cohesive and inviting urban environment by implementing streetscape improvements, public art installations, and façade enhancements that reflect the district's unique character.

OBJECTIVES

- » Develop and implement a streetscape improvement plan to enhance walkability and visual appeal.
- » Support a public art program to feature local artists and celebrate community culture.
- » Provide financial incentives or matching grants for façade improvements and storefront enhancements.



Conceptual illustration of Northland City Center proposed Central Park



Sculptor Sebastian with model of sculpture to be installed at Nine Mile and Southfield Freeway

DEVELOPMENT & REDEVELOPMENT



GOAL

Stimulate economic growth through business attraction, adaptive reuse, and mixed-use development.

Foster economic growth by attracting new businesses, supporting adaptive reuse projects, and promoting mixed-use development through strategic partnerships and financial incentives.

OBJECTIVES

- » Collaborate with property owners to activate vacant and underutilized spaces through temporary and permanent uses.
- » Engage in proactive site marketing and facilitate partnerships between property owners, developers, and investors as well as the City of Oak Park, RCOC, MDOT, and the City of Detroit.
- » Implement façade improvement grants and other financial incentives to encourage building renovations and property enhancements.
- » Provide resources and support to attract new businesses aligned with the district's development vision.
- » Leverage the development of Northland City Center to support utilization and redevelopment of adjacent properties.



Concept design of Northland City Center development

Transformational Opportunities at a Glance

The projects included in the plan present transformative opportunities that will create positive, lasting impact for the District. The projects are designed to advance multiple strategic goals.

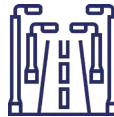
Projects are detailed fully in the Strategies and Implementation section – This page provides a high-level overview of what potentially can be achieved now, at low or no cost, soon, with short- to medium- term investment, and within five years, with long-term investment.

NOW

No or Low-Cost



- » Increase Quantity & Quality of External Communications
- » Update & Maintain SDDA Website
- » Business Education Initiative
- » Sponsor More Festivals & Events
- » Continue to Strengthen Internal Communication



- » Sidewalk Gap Infill



- » Placemaking Signage
- » Public Art for Public Spaces



- » Continue to Streamline the Development Process
- » Strengthen Partnerships & Collaboration

YEARS 1 – 3

Some Investment

- » Resident Engagement & Liaison Program
- » Branding Audits & Business Identity Support
- » District Ribbon-Cutting Events
- » Pop-Up Retail Program
- » Mobility Events in the SDDA District

YEARS 3 – 5

Long-Term Investment

- » Tree & Greenery Enhancements

- » Street Lighting Enhancements
- » Ensure Public Transit Stops are Safe and Comfortable to Use
- » Road Reconstruction / Road Diet / Traffic Calming
- » Green Infrastructure & Parking Lot Enhancements
- » Sidewalk Gap Infill & Pedestrian Connectivity
- » Streetscaping Enhancements

- » Streetscaping Enhancements
- » Sidewalk Gap Infill & Pedestrian Connectivity

- » Façade & Building Improvement Program
- » Public Art & Mural Program
- » Pocket Parks & Outdoor Seating Areas
- » Farmers Market Feasibility Study

- » Continue to Strengthen Business & Development Incentives
- » Host a Developer Day Event

Strategies & Implementation

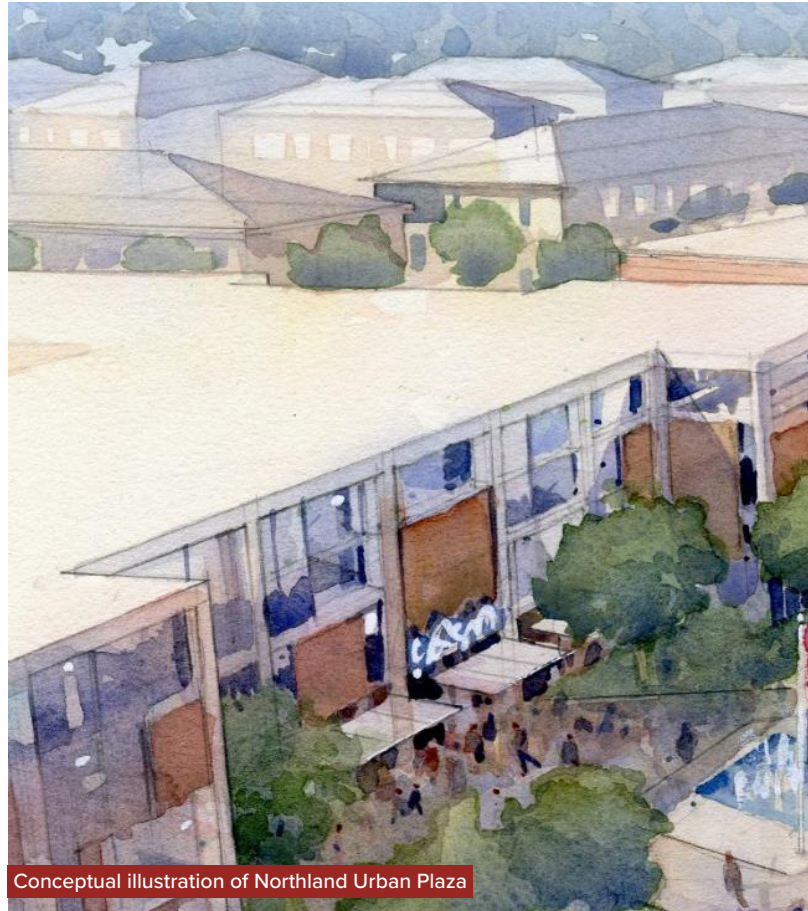
GUIDING PRINCIPLES & STRATEGIC FOCUS AREAS

Successful execution of the SDDA Strategic Plan will rely on careful decisions and the coordination of efforts. A variety of strategies have been outlined for the future of the SDDA. They span a wide range of scales, natures, and timelines. Though diverse, these strategies are united in their support of four key guiding principles that have emerged as priority areas for the SDDA.

The following guiding principles are meant to be a tool for evaluating the potential impacts of future initiatives. By weighing the extent to which initiatives in and around the SDDA support these guiding principles, decision-makers can prioritize resources and efforts. By measuring initiatives against consistent principles, the wide range of strategies outlined in this document as well as others yet unknown can be pursued in a coordinated way to reach a common goal. This common goal, for a more vibrant and economically sustainable SDDA District fueled by new jobs, residents, and visitors, will be achieved incrementally through the coordinated efforts of many.

Marketing and Communications

Increasing engagement of area residents, business owners, employees, customers, and visitors is key to the District's success. To achieve this, the SDDA will implement a comprehensive marketing strategy that includes a strong digital presence, targeted outreach efforts, and promotional events. Enhancing external communications through social media, newsletters, and an updated website will ensure that businesses and stakeholders are well-informed about available resources, upcoming initiatives, and community events. Additionally, creating a cohesive district identity through branding initiatives, public relations efforts, and strategic partnerships with local organizations will help establish the SDDA as a vibrant and attractive destination. The SDDA will also develop marketing campaigns that highlight district businesses, encourage foot traffic, and promote key investment opportunities. Strengthening communication channels between businesses, residents, and the SDDA will create a more engaged and connected community, driving economic growth and vibrancy within the district.



Conceptual illustration of Northland Urban Plaza

Infrastructure

Investing in infrastructure improvements is essential for creating a more accessible, functional, and attractive District. Improving infrastructure spans across both public and private spaces and includes streets, trees, lighting, stormwater, and transit. All suggested improvements work towards increased safety, comfort, access, and sustainability. The SDDA's work will closely align with city departments, transportation agencies, and developers to ensure infrastructure projects support broader mobility and sustainability goals.



Design and Aesthetics

The physical appearance and visual identity of the SDDA District play a crucial role in shaping perceptions and attracting investment. To elevate the district's aesthetics, the SDDA will focus on streetscaping enhancements, public art installations, and façade and building improvement programs. The strategies presented here deliberately target large and small scale improvements so that both drivers and pedestrians enjoy the improvements. By prioritizing high-quality design and aesthetic enhancements, the SDDA will foster a visually appealing and dynamic district that attracts visitors and businesses.

Development and Redevelopment

Encouraging investment and redevelopment is key to the long-term success of the SDDA District. The SDDA will continue to foster strategic partnerships with property owners, investors, and public agencies to align redevelopment efforts with the district's economic and community goals. The SDDA has a proven record of driving economic growth and these strategies build upon the foundation of this supportive environment. The redevelopment of Northland Center is one example of this type of economic success. As the Northland City Center is built out there will be further opportunity to leverage the investment and encourage redevelopment throughout the District.

RECOMMENDED STRATEGIES

The tables below provide a summary of proposed and recommended projects, strategies, and programs for the SDDA to undertake over the next five years. The list is intended to provide an at-a-glance understanding of the key implementation tools, potential partners, timing, and scale of investment. Full narrative descriptions are listed in the tables below. Many of the projects are undergoing or build upon planned initiatives partners may already be undertaking. The list is not intended to be exhaustive, nor to limit the flexibility of the SDDA to undertake other projects as opportunities arise.

| | Key Players: |
|-----------------|---|
| SDDA STF | SDDA Staff |
| SDDA BRD | SDDA Board |
| BO | Business Owners |
| ED | City of Southfield Economic Development |
| PLN | City of Southfield Planning Department |
| DPW | City of Southfield Department of Public Works |
| CC | City of Southfield City Council |
| CHMBR | Southfield Chamber of Commerce |
| SMART | Suburban Mobility Authority for Regional Transportation |
| MSOC | Main Street Oakland County |
| OC | Oakland County |
| OCC | Oakland Community College |
| HFHS | Henry Ford Health System |
| NRTHLND | Contour Companies |
| OAK THR | Oakland Thrive |
| 8MBA | Eight Mile Boulevard Association |
| PO | Property Owners |
| CP | Community Partners |
| CENTRE | Southfield Centrepolis Accelerator Business Incubator |
| CABLE 15 | City of Southfield Cable |
| SNHC | Southfield Non-profit Housing Corporation |

| | Scale of Investment: |
|----|-----------------------------|
| \$ | <\$15,000 |
| \$ | \$15,000 – \$50,000 |
| \$ | \$50,000 – \$100,000 |
| \$ | \$100,000 - \$300,000 |
| | \$300,000+ |

Marketing and Communication

| Recommended Project | Implementation Tools | Outcomes | Key Players | Timeframe | Scale of Investment |
|---|--|---|---|-----------------|---------------------|
| Increase Quantity & Quality of External Communications | <ul style="list-style-type: none"> » Increased social media presence » Virtual sessions with embedded surveys/polls » Develop business outreach strategy » Value pitch document for Chamber ambassadors » Identify clear brand for District and promote accordingly | <ul style="list-style-type: none"> » Increased awareness of the DDA among businesses and visitors » Higher engagement in online sessions and surveys » Positive feedback from business owners on the usefulness of resources | STAFF SDDA BRD ED CHMBR | Ongoing | \$ |
| Update & Maintain SDDA Website | <ul style="list-style-type: none"> » Website developer » Web based site management tool | <ul style="list-style-type: none"> » Increased website capacity, traffic and engagement » Improved visitor navigation and experience » Increased website security | STAFF | 2025 Ongoing | \$\$ |
| General Promotion | <ul style="list-style-type: none"> » Community-Focused Campaigns » Local-Media Outreach » Promotional Print Materials » Cross-Group Digital Promotion | <ul style="list-style-type: none"> » Increased awareness of the SDDA » More engagement with residents and businesses » Stronger partnership support | SDDA STF CHMBR CP CABLE 15 | Ongoing | \$ |
| Business Education Initiative | <ul style="list-style-type: none"> » Printed and digital business checklists » Curated welcome package for new businesses » Online portal for simplified business resources | <ul style="list-style-type: none"> » Increased participation in business support programs » Positive feedback on clarity and Usefulness of resources » Number of businesses engaged through the welcome package | STAFF MN ST OAK THRV CHMBR OC CENTRE | Ongoing | \$\$\$ |
| Branding Audits & Business Identity Support | <ul style="list-style-type: none"> » Grant program for new branding for businesses » Partnerships with graphic designers and marketing experts | <ul style="list-style-type: none"> » Number of businesses receiving branding or accounting support » Increased brand visibility for local businesses » Improved business signage throughout District | SDDA STF | 2026 Ongoing | \$\$\$ |
| District Ribbon-Cutting Events | <ul style="list-style-type: none"> » Coordinated ribbon-cutting scheduling » Social media and PR campaign » Local media outreach for coverage | <ul style="list-style-type: none"> » Social media reach and engagement » Increased awareness and visibility for the District and new businesses | SDDA STF SDDA BRD CHMBR | 2025 Ongoing | \$\$ |

Marketing and Communication

| Recommended Project | Implementation Tools | Outcomes | Key Players | Timeframe | Scale of Investment |
|--|---|--|-----------------------------------|-----------------|---------------------|
| Resident Engagement & Liaison Program | <ul style="list-style-type: none"> » Creating partnerships to build trust with relations » Connection to residential community organizations | <ul style="list-style-type: none"> » Number of residents engaged » Increase in resident participation in DDA events » Positive community feedback | SDDA STF CHMBR | 2026 Ongoing | \$ |
| Pop-Up Retail Program | <ul style="list-style-type: none"> » Vendor recruitment and permitting » Marketing and promotional campaigns » Event management and logistics » Consider leasing 600-1000 sq ft in Northland City Center as incubator space | <ul style="list-style-type: none"> » Attendance and vendor participation growth » Increased visitors to the District » Economic impact for local businesses | SDDA STF ED | 2025 Ongoing | \$\$\$ |
| Mobility Events in the SDDA District | <ul style="list-style-type: none"> » Tour route maps and scripts » Marketing materials and promotions » Partners for guided walking and biking tours | <ul style="list-style-type: none"> » Number of tour participants » Increased business engagement » Promote new trail connections | SDDA STF CP | 2025 Ongoing | \$ |
| Sponsor More Festivals & Events | <ul style="list-style-type: none"> » Variety of cultural events » Work with business and neighborhood representatives to identify specific desired uses | <ul style="list-style-type: none"> » Creating more activity and interest in the District » Increased foot traffic for local businesses » Fulfilling a need for entertainment, food, and culture | SDDA STF | Ongoing | \$\$\$ |
| Continue to Strengthen Internal Communication | <ul style="list-style-type: none"> » Ensure regular touchpoints for communication » Provide training and expectation guidelines for Board Members | <ul style="list-style-type: none"> » Increased transparency » Clearer understanding of needs from internal stakeholders | SDDA STF SDDA BD City Staff | Ongoing | \$ |

| Infrastructure | | | | | |
|--|--|---|--|-----------------|---------------------|
| Recommended Project | Implementation Tools | Outcomes | Key Players | Timeframe | Scale of Investment |
| Sidewalk Gap Infill & Pedestrian Connectivity | <ul style="list-style-type: none"> » Coordination with property owners and developers » Prioritization of key gaps and connections to regional trail networks | <ul style="list-style-type: none"> » Number of sidewalk gaps filled » Increased pedestrian traffic and accessibility » Reduction in pedestrian safety concerns | SDDA DPW PLN CC PO | Ongoing | \$\$\$\$ |
| Nine Line Trail | <ul style="list-style-type: none"> » Support the construction of the multi-jurisdictional pathway » Provide a great experience to new visitors to the district through streetscape improvements and additional restaurants and cafes | <ul style="list-style-type: none"> » Increased number of visitors experiencing the District on bike and foot » More customers for local businesses | SDDA DPW OC PLN | Ongoing | \$\$\$ |
| Expand Bike Share Program | <ul style="list-style-type: none"> » Install bike share station in the District to connect to the City Centre program | <ul style="list-style-type: none"> » Greater connectivity to the City Centre » Supports the use of city pathways and regional trails | SDDA PLN | 2026-2027 | \$ |
| Tree & Greenery Enhancements | <ul style="list-style-type: none"> » Urban forestry assessments and tree selection » Grant funding for tree planting (DDA budget, state/federal programs) » Coordination with city infrastructure projects for planting opportunities | <ul style="list-style-type: none"> » Number of trees planted per year » Increased shade coverage and improved streetscape aesthetics | SDDA STF DPW PLN Non-Profits (ReLeaf) | 2026 Ongoing | \$ |
| Green Infrastructure & Parking Lot Enhancements | <ul style="list-style-type: none"> » Incentive programs for property owners (grants, tax credits, or low-interest loans for green infrastructure improvements) » Green parking lot retrofit guidelines » Coordination with city stormwater initiatives and climate resilience plans » Public-private partnerships for pilot projects | <ul style="list-style-type: none"> » Square footage of impervious surface converted to permeable or green infrastructure » Number of businesses participating in green infrastructure improvements » Reduction in stormwater runoff and improved water quality metrics » Increased shade and reduction in urban heat island effects | SDDA DPW PLN CC PO | 2029 Ongoing | \$\$\$ |
| Street Lighting Enhancements | <ul style="list-style-type: none"> » Install lighting in priority areas » Upgrade lighting where necessary » Ensure all lighting meets District standards | <ul style="list-style-type: none"> » Number of new or upgraded streetlights installed » Improved nighttime visibility and pedestrian safety » Reduction in crime or accidents in well-lit areas » Energy savings from LED conversions | SDDA DPW CC PLN | 2028-2030 | \$\$\$\$ |
| Ensure Public Transit Stops are Safe and Comfortable to Use | <ul style="list-style-type: none"> » Ensure all transit stops provide shelter, have proper signage and are accessible | <ul style="list-style-type: none"> » Increase in transit users » Improved experience for transit users | SDDA OC PLN SMART DDOT | 2025 Ongoing | \$\$\$ |

Design and Aesthetics

| Recommended Project | Implementation Tools | Outcomes | Key Players | Timeframe | Scale of Investment |
|--|--|---|---|-----------|---------------------|
| Public Art & Mural Program (Private Property Development) | <ul style="list-style-type: none"> » Grant funding for business-sponsored murals » Artist selection and commissioning process » Local business engagement for mural placement | <ul style="list-style-type: none"> » Number of murals completed in the district » Increased business engagement and customer foot traffic » Positive community feedback and media coverage | SDDA MN ST OC BO | Ongoing | \$\$\$ |
| Public Art for Public Spaces | <ul style="list-style-type: none"> » Continue to support the City of Southfield's Public Art Program » Support installation at key locations identified by the Arts Commission | <ul style="list-style-type: none"> » More public art installations in the District | SDDA CC COMMISSION | Ongoing | \$ |
| Let There Be Light Gateway | <ul style="list-style-type: none"> » Install color-changing hanging lights at the Greenfield Road/Lodge Freeway underpass on Eight Mile » Include solar powered, motion activated bollard lights | <ul style="list-style-type: none"> » Increased safety for non-motorists and motorist travelers through the underpass » Distinct identification of corridor | 8 MILE OAK PARK SDDA DET | Ongoing | \$\$\$ |
| Placemaking Signage & Wayfinding | <ul style="list-style-type: none"> » District-wide wayfinding and signage master plan » Grant funding and sponsorship opportunities for signage projects » Coordination with branding initiatives and tourism efforts » Interactive digital kiosks and QR codes for real-time information » Gateway signage | <ul style="list-style-type: none"> » Number of signs installed and improved navigation within the district » Increased pedestrian and visitor engagement in key areas » Positive feedback from businesses, residents, and visitors » Stronger district identity and branding | SDDA CC 8 MILE OAK PARK PLN | Ongoing | \$\$\$\$ |
| Streetscaping Enhancements | <ul style="list-style-type: none"> » Streetscaping master plan » Funding through DDA budget, grants, and private partnerships » Integration with other projects (e.g., tree planting, sidewalk improvements, placemaking signage) » Selection of durable, high-quality materials for long-term impact | <ul style="list-style-type: none"> » Number of streetscaping elements installed (benches, planters, lighting, etc.) » Improved pedestrian experience and increased foot traffic » Enhanced district aesthetics and property values » Positive feedback from businesses, residents, and visitors | SDDA CC 8 MILE OAK PARK PLN | Ongoing | \$\$\$\$ |

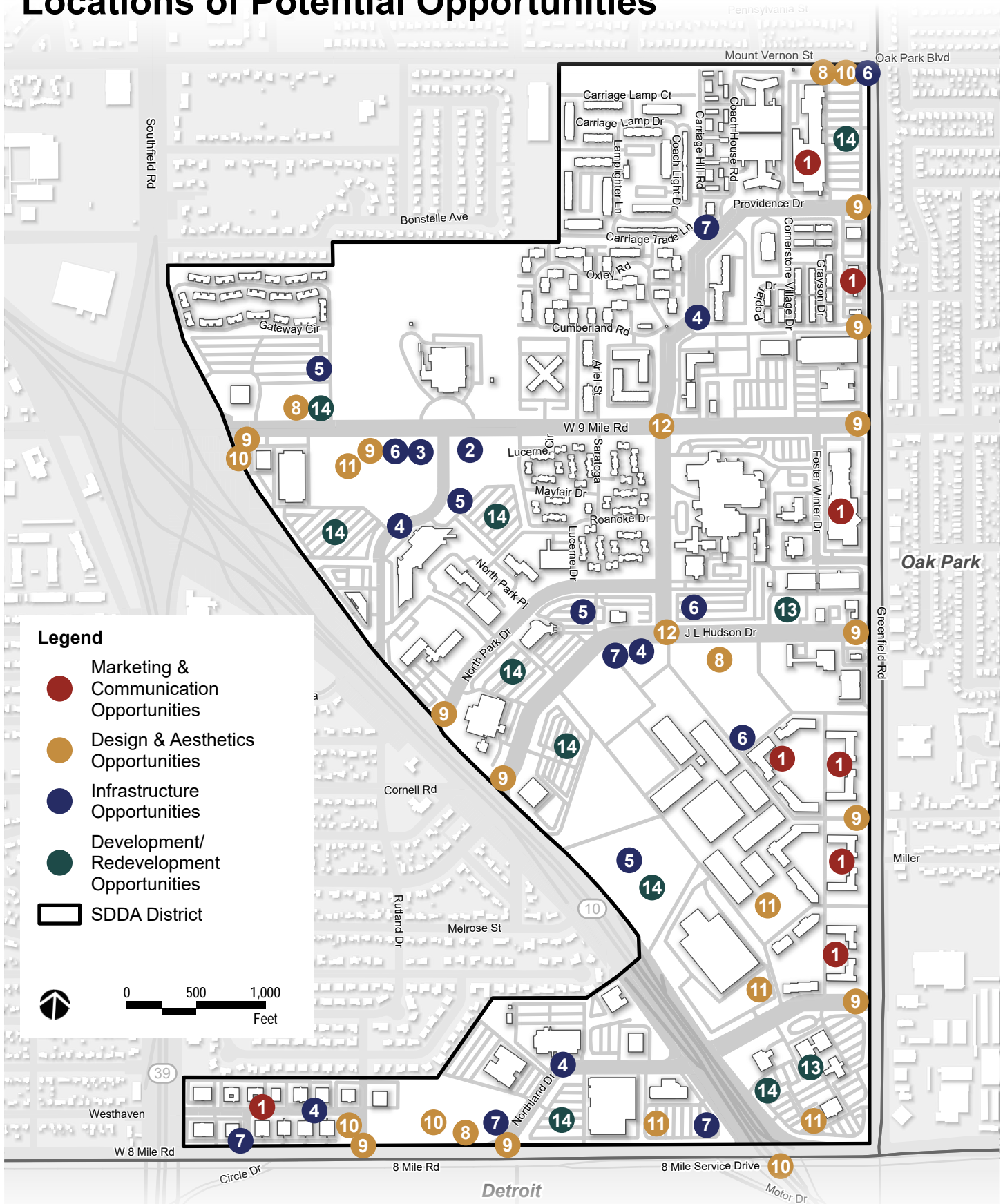
Design and Aesthetics

| Recommended Project | Implementation Tools | Outcomes | Key Players | Timeframe | Scale of Investment |
|--|---|---|---------------------------|-----------------|---------------------|
| Façade & Building Improvement Program | <ul style="list-style-type: none"> » Grant or matching-fund program for eligible businesses » Design guidelines to encourage high-quality improvements » Technical assistance for business owners on design and construction » Coordination with other incentive programs (e.g., Branding Audits, Signage Grants) » Consider creation of a historic designation to allow for state historic district tax credits | <ul style="list-style-type: none"> » Number of businesses participating in the program » Total investment in façade and building improvements » Improved building aesthetics and increased property values » Positive feedback from business owners and customers | SDDA MN ST CC | 2028 Ongoing | \$\$\$ |
| Farmers Market Feasibility Study | <ul style="list-style-type: none"> » Feasibility study to assess site options, costs, and potential impact » Community engagement (surveys, focus groups, public meetings) » Case studies of similar successful farmers markets » Identification of funding sources for future implementation | <ul style="list-style-type: none"> » Completion of the feasibility study with clear recommendations » Community and stakeholder support for a Farmers Market concept » Identification of potential sites and funding mechanisms » Increased interest from businesses and developers for adjacent properties | SDDA OC MN ST CC | 2028 | \$\$\$ |
| Pocket Parks & Outdoor Seating Areas | <ul style="list-style-type: none"> » Public-private partnerships for funding and maintenance » Small grants or sponsorships for businesses willing to enhance their outdoor areas » Modular or movable seating and planters for flexible use » Integration with existing streetscaping and green infrastructure efforts | <ul style="list-style-type: none"> » Number of pocket parks or seating areas installed » Increased pedestrian activity and public engagement » Positive feedback from businesses, residents, and visitors » Reduction in underutilized or vacant spaces | SDDA PLN CC | 202 Ongoing | \$\$\$\$ |

| Development and Redevelopment | | | | | |
|---|---|--|--|-----------------|---------------------|
| Recommended Project | Implementation Tools | Outcomes | Key Players | Timeframe | Scale of Investment |
| Host a Developer Day Event | <ul style="list-style-type: none"> » Meeting with local real estate community » Event planning and marketing materials » Property inventory and investment opportunity booklet » Tours of available sites and key development areas » Panel discussions with city officials and developers » Networking opportunities with lenders, business owners, and city representatives | <ul style="list-style-type: none"> » Number of attendees, including developers and investors » Number of inquiries and follow-ups on available properties » New investments or development projects initiated within a year of the event » Positive feedback from participants | SDDA ED | 2025 Ongoing | \$\$\$ |
| Continue to Streamline the Development Process | <ul style="list-style-type: none"> » Consider creation of a dedicated point of contact to assist with approvals » Create a guide outlining zoning, incentives, and contacts » Early coordination to identify issues before formal submission » Identify opportunities to modernize or simplify codes | <ul style="list-style-type: none"> » Reduction in permitting and approval timelines » Increased number of development and redevelopment projects » Improved feedback from developers and business owners » Stronger coordination between DDA, city staff, and stakeholders | CC PLN | Ongoing | \$ |
| Continue to Strengthen Business & Development Incentives | <ul style="list-style-type: none"> » Tax abatements or other incentives for significant redevelopment projects » Support for site planning, feasibility studies, and permitting » Collaboration to finance and implement larger projects | <ul style="list-style-type: none"> » Number of businesses utilizing incentives » Increase in private investment in the district » Growth in property values and new development activity » Improved building conditions and business retention | SDDA ED | Ongoing | \$\$\$\$ |
| Strengthen Partnerships & Collaboration | <ul style="list-style-type: none"> » Continue to work with the City, regional organizations and developers to ensure that redevelopment and development receives the support it needs. | <ul style="list-style-type: none"> » Increase in co-sponsored programs and joint initiatives » Growth in business participation and engagement » Stronger cross-sector collaboration in development and infrastructure projects » Improved access to funding and technical assistance for businesses and property owners | SDDA STF CHMBR OC OT MN ST BO PO | Ongoing | \$ |

| Development and Redevelopment | | | | | |
|---|---|--|-------------------|-----------|---------------------|
| Recommended Project | Implementation Tools | Outcomes | Key Players | Timeframe | Scale of Investment |
| Leverage Northland City Center Redevelopment | <ul style="list-style-type: none"> » Use Northland as a high-profile demonstration project to attract private-sector interest in underutilized properties district-wide. » Integrate public amenities, green space, and transit access into the Northland site design to set a district-wide development standard. | <ul style="list-style-type: none"> » Establish Northland as a model for redevelopment success and catalyst for future investment across the DDA district. » Increase investor and developer confidence by providing a real-world example of viable, high-impact redevelopment. » Create a central hub that links housing, education, workforce training, and transportation. » Elevate the overall image of the Southfield DDA district as a connected, future-ready, and investment-worthy destination. | SDDA PLN PO | Ongoing | \$ |
| Support Out-lot Development | <ul style="list-style-type: none"> » Identify and market priority out-lot sites with development potential through targeted outreach, site profiles, and broker engagement. » Support site readiness through zoning flexibility, infrastructure upgrades, and potential incentives to reduce barriers for infill development. | <ul style="list-style-type: none"> » Increase taxable value and foot traffic by transforming underutilized land into activated, income-generating properties. » Introduce new retail, dining, or service options that enhance the district's appeal and meet community needs. | SDDA PLN PO | Ongoing | \$ |

Locations of Potential Opportunities



KEY FOR POTENTIAL OPPORTUNITIES LOCATIONS



Marketing &
Communication



Infrastructure



Design & Aesthetics



Infrastructure

1

POP-UP RETAIL

page 30

4

STREETLIGHT ENHANCEMENTS

page 35

5

GREEN INFRASTRUCTURE

page 34

6

BIKE SHARE STATIONS & BIKE PARKING

page 33

7

SIDEWALK INFILL

page 32

9

WAYFINDING & GATEWAY SIGNAGE

page 38

10

PUBLIC SPACES ART

page 36



3

TRAILHEAD & BIKE FACILITIES

Trailhead amenities—including parking, bike racks, and repair stations—will encourage use of the 9 Line and promote the District as a mobility hub. Partnership to create a community wide access to the 9 Line will tie Southfield to the rest of the region.



8

POCKET PARKS

Small-scale green spaces provide big impacts by creating moments of rest, beauty, and community throughout the district. The DDA welcomes collaborative investment from private partners to help shape these spaces as everyday destinations.

11

PRIVATE ART INSTALLATION

page 36

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STREETSCAPING ENHANCEMENTS

page 39

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LEVERAGING NORTHLAND REDEVELOPMENT

page 40



2

“THRONE” PUBLIC RESTROOM

A well-designed public restroom offers comfort, dignity, and accessibility. A well positioned restroom can increase use of new multi-use pathways and public spaces. Private partners have a unique opportunity to help realize this distinctive project—one that reflects innovation, inclusivity, and care in the built environment.

14

OUT-LOT DEVELOPMENT

Strategically located out-lots within the district present opportunities for new retail, dining, or service-oriented development in underutilized parking lots. The Southfield DDA welcomes private partners to activate these sites with projects that add vibrancy, serve community needs, and contribute to long-term district vitality.



DESCRIPTION OF PROJECTS

Marketing & Communication



Increase Quantity & Quality of External Communications

To improve awareness and engagement within the community, the SDDA can work on enhancing its external communication strategies. The SDDA has made major strides in the expansion of its communication channels; therefore, any additional efforts should be viewed as complementary to ongoing initiatives. With the understanding that there is limited SDDA staff resources focus should be given to high impact communications, with emphasis on the quality and content of the messaging rather than purely the number of touchpoints.

This will include continuing to develop a robust digital presence through regular newsletters, press releases, and social media updates. It takes time for people to naturally come across a digital presence, but by cross posting to other pages the SDDA can expand its digital reach. When appropriate posts should also be shared by partner institutions such as the Southfield Public Library for events, the Southfield Chamber of Commerce for business resources, businesses and residents. Most likely beyond the timeframe of this Plan, the SDDA should consider its capacity to hire an additional staff member to support communication and marketing efforts. By ensuring businesses and residents stay informed about ongoing projects, funding opportunities, and district developments, the SDDA can foster greater participation and investment in district initiatives.

Update & Maintain SDDA Website

A well-maintained and user-friendly website is critical for ensuring accessibility to information. The SDDA should consider an update to its website to expand its features and enhance interactivity. The website should be visually pleasing and highlight resources, events, and support. The update should consider including live business directories, interactive development maps, grant opportunities, event calendars, and a business resource platform which grows as the service offerings grow.

Any updated website should be accessible to staff, so changes are easy to complete, ensuring the website stays actively maintained. Security should be maintained to ensure all information is safely stored and unauthorized access to the backend is eliminated. A dynamic website can serve as a key resource for stakeholders looking to engage with the district and take advantage of available programs.

General Promotion

The Southfield DDA's promotional strategy should focus on community engagement, digital outreach, and strategic partnerships to enhance visibility and economic growth. Through community-focused campaigns, the DDA will spotlight local businesses, highlight success stories, and create initiatives like a local business passport to encourage shopping and dining within the district. Local media outreach will further amplify these efforts through partnerships with newspapers, radio stations, and podcasts, ensuring consistent coverage of key events, business developments, and infrastructure improvements. To complement these efforts, the DDA can produce promotional print materials, such as brochures, event flyers, and business directories, to distribute at community gatherings, community centers such as the library, and business hubs. Additionally, cross-group digital promotion will leverage social media collaborations with local organizations, institutions, and influencers to expand reach and foster a stronger sense of connection among residents, businesses, and stakeholders.

Business Education Initiative

Many small businesses in the district lack fundamental business skills such as accounting, marketing, and operational planning. The SDDA can partner with organizations like Oakland Thrive and the Southfield Chamber of Commerce to offer workshops, webinars, and personalized consultations that address these needs. The SDDA can refer business owners to existing resources, like basic accounting services through Oakland Thrive. By leveraging these partnerships, the SDDA can then provide technical assistance for service gap areas such as marketing and branding. By equipping business owners with essential knowledge, this initiative will support long-term business sustainability and growth.

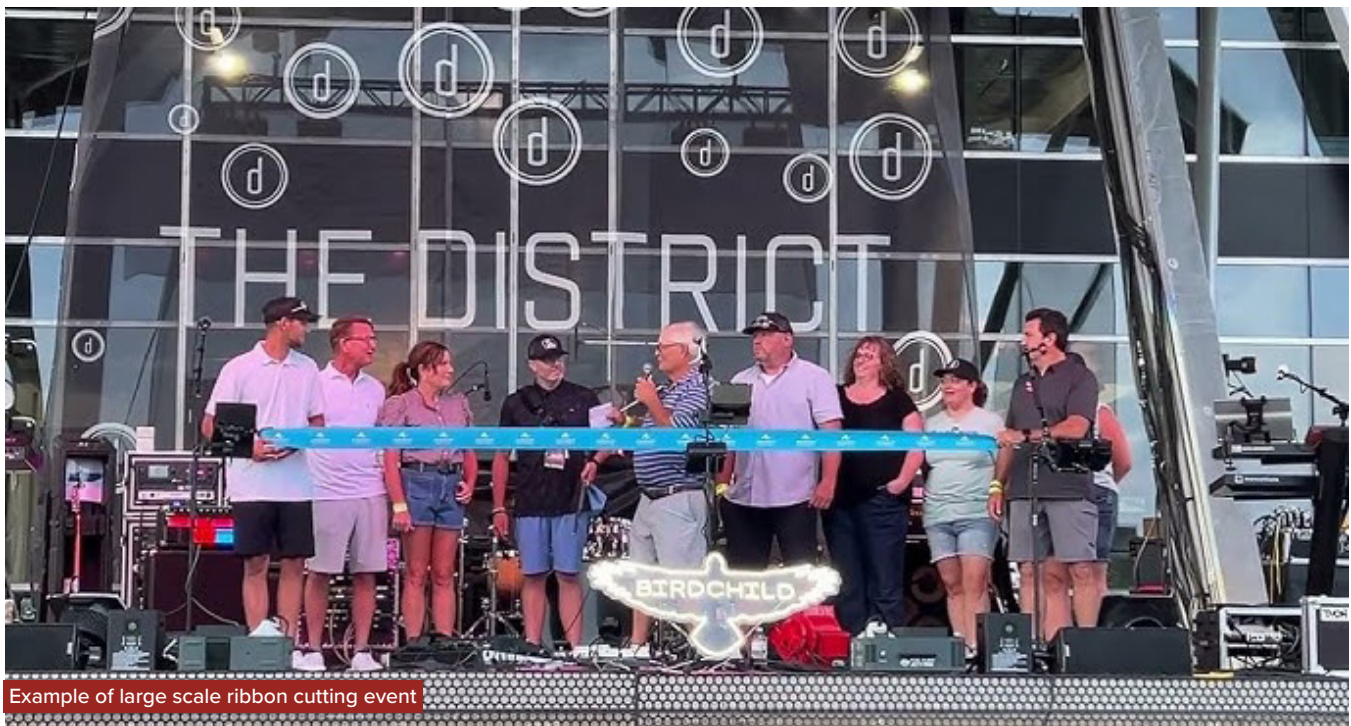
Branding Audits & Business Identity Support

Establishing a strong brand identity is essential for business success. Many businesses in the district lack logos or cohesive branding strategies. The SDDA can launch a Branding Audit program that provides professional design assistance, color palette development, and branding consultations. Additionally, grants will be available to assist businesses in implementing their new brand identities.

District Ribbon-Cutting Events

In order to raise awareness of businesses in the District and potentially attract media attention the SDDA can complement the Southfield Chamber of Commerce ribbon cutting events with District wide ceremonies. Rather than hosting individual ribbon-cutting ceremonies, the SDDA can organize periodic district-wide events that celebrate multiple new businesses at once. These events should include professional photography, social media promotion, and media outreach to maximize visibility and community participation. These initiatives will help bolster increased external communication efforts and provide exciting assets for future marketing initiatives.

Additionally, the SDDA should consider a ribbon cutting for the District to help raise awareness of the District as a whole. This could be coupled with key redevelopment sites being completed in the Northland Center. District branding could be leveraged so an identity begins to form around what makes the SDDA unique.



Example of large scale ribbon cutting event



Providing small retail space is a great way to activate underutilized storefronts and provide an launching pad for local entrepreneurs.

Resident Engagement & Liaison Program

To strengthen relationships with local residents, the SDDA can establish a community liaison program. This initiative will need a community partner to facilitate direct outreach, attend neighborhood meetings, and communicate district projects and resources to residents. Achieving the right partnership that builds on existing community relationships will be key, preferably the partner will be able to build trust with the residential communities. These enhanced engagement efforts will ensure that community needs are reflected in district planning efforts and create stronger ties between the residential and commercial portions of the District.

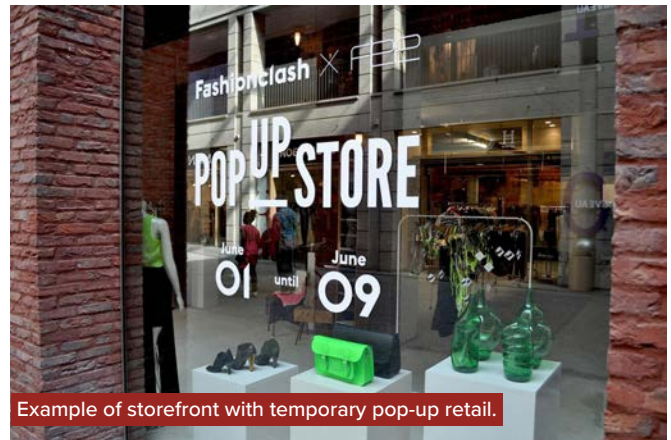
Pop-Up Retail Program

The SDDA can activate vacant storefronts by implementing a pop-up retail program. This initiative can provide emerging entrepreneurs with temporary retail opportunities and serve as incubator space, creating a dynamic and diverse commercial environment. As the mixed-use buildings in the Northland City Center are completed there may be an opportunity to partner with the development to fill first floor retail space as more permanent tenants are secured. These spaces could be as small as 600 sq ft, which would afford two micro-retail spaces of 300 sq ft each. The program can be utilized for other commercial spaces looking to fill vacancies. By working with property owners to create flexible leasing arrangements, the program can encourage new business formation while reducing commercial vacancies and creating a new dynamic attraction in the District.

Continue to Strengthen Internal Communication

Effective coordination within the SDDA and with city departments is vital for successful project execution. The SDDA and the City already enjoy a healthy working relationship. Maintenance of these communication channels is important, so staff should ensure the continuation of regular internal meetings and cross-departmental coordination efforts. This will help to achieve key projects as well as allow SDDA Staff to serve as liaisons for business and property owners.

Additionally, communication with key partners such as the Southfield Chamber of Commerce is imperative to raise the profile of the SDDA. The SDDA should create key communication assets so partners understand the strategic advantage that the SDDA provides for business and property owners.



Example of storefront with temporary pop-up retail.



Races and fun runs can bring many people into the District.

Mobility Events in the SDDA District

To encourage alternative transportation and active lifestyles, the SDDA should consider hosting mobility-focused events such as bike tours, and pedestrian-friendly programming. The Southfield Slow Rollers are a group of residents interested in organized bike rides and can serve as a partner for these events. Organized rides and walking tours could provide designated stops at local businesses. As trails are developed the District may consider hosting a run/walk event or a race, such as a 5k or 10k. The Southfield Stonesteppers are a local running group that could be partnered with to bring more casual and regular running events to the area. These events can showcase district walkability, new trails and pathways, increase foot traffic, and support local businesses.

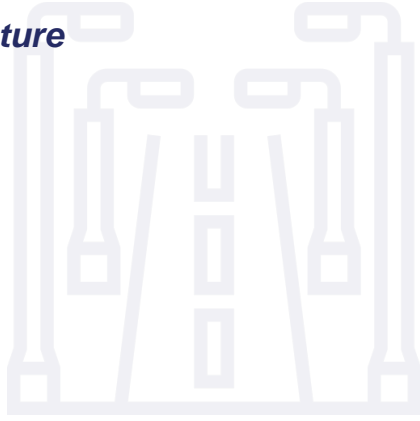
Sponsor More Festivals & Events

Festivals and events play a crucial role in attracting visitors and creating a vibrant community atmosphere. There is a wide variety of event types that could be successful in the SDDA and the scale and frequency will have to correspond with the resources available and the desire of the community. The SDDA should work to increase sponsorship and continue to host seasonal events and cultural festivals. Given that there is limited dedicated space for these types of events the SDDA will need to seek partnerships with property owners to utilize private parking lots or green spaces. These events will serve as economic drivers and opportunities for community engagement.



SDDA Greet and Eat Event in summer of 2024

Infrastructure



Tree & Greenery Enhancements

A greener streetscape improves aesthetics, pedestrian comfort, and environmental health. The District has an inordinate ratio of hard surfaces to residences creating heat islands and potentially deleterious health outcomes. Reducing heat islands with tree planting also can make the District more inviting to visitors in general.

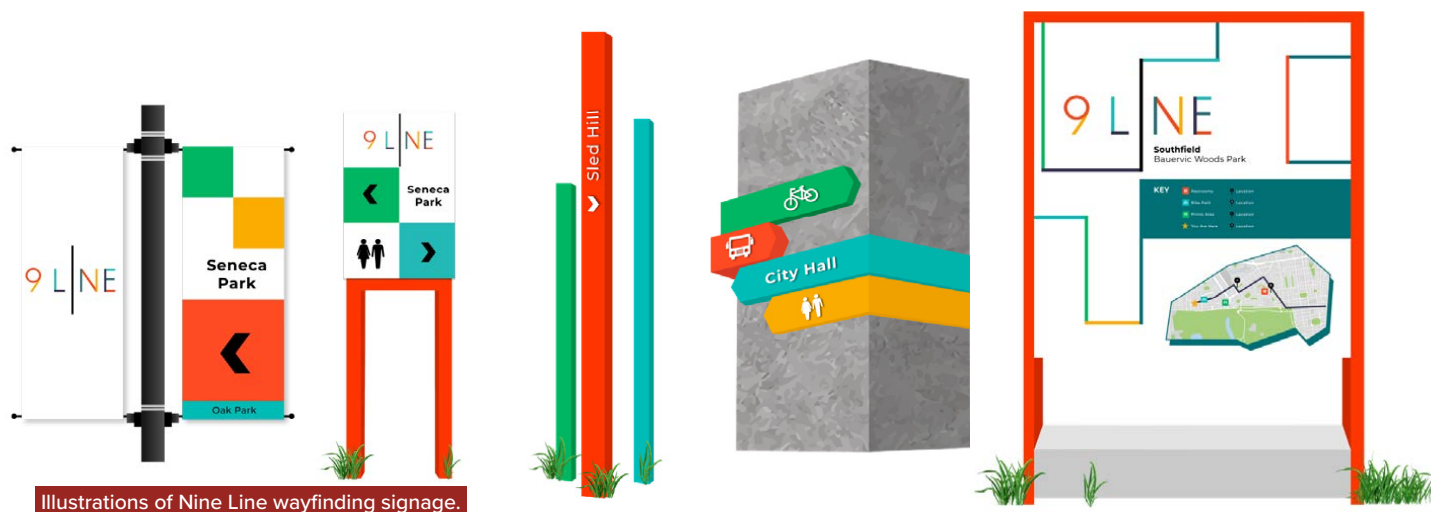
The SDDA can implement a tree-planting initiative focused on increasing canopy coverage along roadways and commercial corridors, contributing to improved air quality and urban cooling. The SDDA should consider partnering with non-profits that provide trees free of charge for planting initiatives. ReLeaf, a Michigan wide tree planting initiative, is one potential partner. Typically, in exchange for the trees there is a

guarantee of maintenance, the SDDA should inquire if it is feasible to receive assistance from the Southfield DPW. This can help reduce costs and resources needed.

Sidewalk Gap Infill & Pedestrian Connectivity

Walkability is a key component of a thriving district. The SDDA should work with the City to continue to prioritize sidewalk gap infill projects. Walking and biking paths should be central focus of the planned road reconstruction project along JL Hudson Drive. Additionally, continuing to require that developers install sidewalks along road frontage will also ensure that gaps are filled. This effort will create a more accessible and inviting environment for residents and visitors.





Illustrations of Nine Line wayfinding signage.

Nine Line Trail

The Nine Line Trail is a multi-jurisdictional project that will connect the eastern and western borders of Oakland County. A segment of the multi-jurisdictional safety path will be constructed along Nine Mile in the SDDA District. With the installation of this regional amenity the SDDA can capitalize on new visitors to the District coming on bike and foot. Streetscaping should be emphasized along the trail to ensure users can identify the District. Bikers, runners, and walkers are potential customers for District businesses and the addition of restaurants and coffee shops adjacent to the trail could potentially benefit from the added foot traffic. Additionally, mobility events can take advantage of the trail.

Expansion of Bike Share Program

The City of Southfield hosts seven bike share stations throughout the city to provide riders a bike option for on-demand, local trips at a low cost. The current bike share sites are positioned throughout the City Centre. The City can work with the SDDA to consider extension of stations to within the District to further connect the City Centre to the District.

Return on Community Investments in Non-Motorized Transportation

\$1
of public
investment



\$7
return on
investment



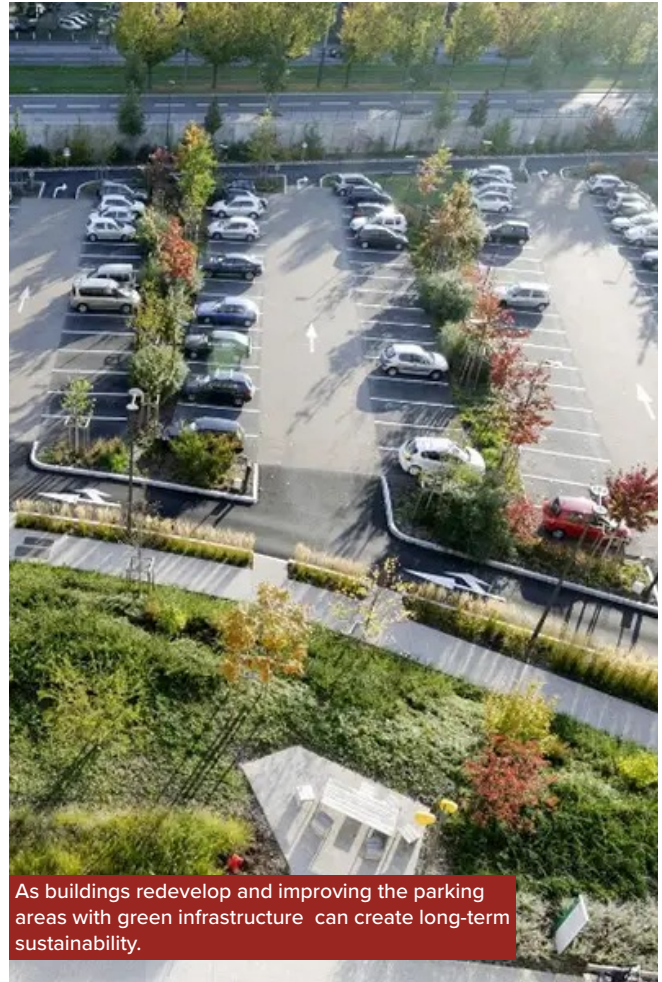
City of Southfield City Centre bike share program.

Green Infrastructure & Parking Lot Enhancements

Given the large proportion of parking lots and hard surfaces there is very little pervious surfaces that can allow rainwater to be naturally reabsorbed into the ground. To address stormwater management and reduce heat island effects, the SDDA can encourage the use of green infrastructure in parking lots. As a pilot the SDDA can consider creating educational materials that promote a variety of green infrastructure installations. Improvements may include permeable pavement, bioswales, rain gardens, and expanded landscaping especially throughout and around parking lots. Eventually, this pilot may grow into a grant supported program for installation of green infrastructure. This will reinforce the City's requirements for new development to incorporate green infrastructure.

Ensure Public Transit Stops are Safe and Comfortable to Use

Public transit stops should be well-lit, sheltered, and equipped with seating and wayfinding signage. The SDDA should work with transit agencies to enhance bus stop amenities to make public transportation a more attractive and viable option for residents and visitors. Through the work with the various transit agencies the SDDA can help prioritize high volume stops for shelter and seating. Transit stops could also be enhanced with a coordinated public art program that incorporates art into the stop itself or as an installation nearby.



Road Reconstruction / Road Diet / Traffic Calming

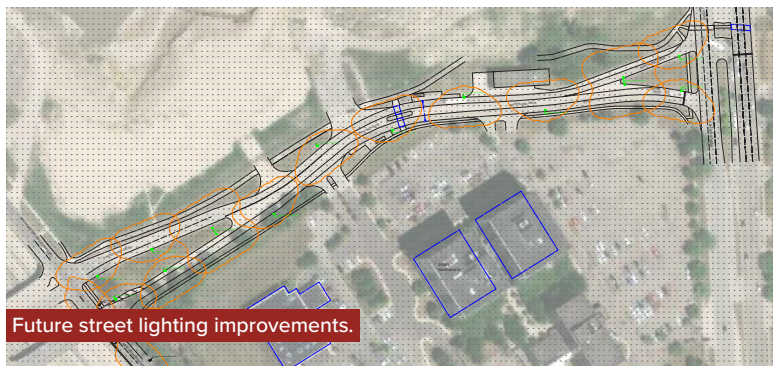
The SDDA should support road improvement projects that specifically prioritize pedestrian and cyclist safety. Potential road diets, curb extensions, and lane reductions will be explored to create safer, more multimodal-friendly streets that balance vehicle, pedestrian, and cyclist needs. This will require partnerships with Oakland County, MDOT, and the City where appropriate.



Solar light bollards can improve pedestrian safety.

Street Lighting Enhancements

Improving street lighting is essential for safety, visibility, and district appeal. The SDDA can utilize the assessment of lighting gaps and work to install energy-efficient LED lighting, prioritizing high-traffic pedestrian areas, ensuring that the district remains welcoming and secure in the evening hours. With the understanding that additional lighting can be expensive to install and maintain the SDDA should incorporate it into existing planned projects where possible. Additionally, renewable energy, such as solar powered lighting systems should be considered for installations as a potential strategy to reduce cost on property owners.



Future street lighting improvements.



Example of pedestrian crossing that prioritizes visibility and safety.

Design & Aesthetics



Private Art & Mural Program (Private Property Development)

The SDDA can encourage private property owners to incorporate art and murals into their building facades. This can be achieved through grant programs and artist partnerships to help facilitate the activation of visually vibrant use of private spaces. Additionally, the SDDA can focus on pedestrian scale art in public spaces. These installations should complement the larger-scale public art installations that are a part of the City's program.

Public Art for Public Spaces

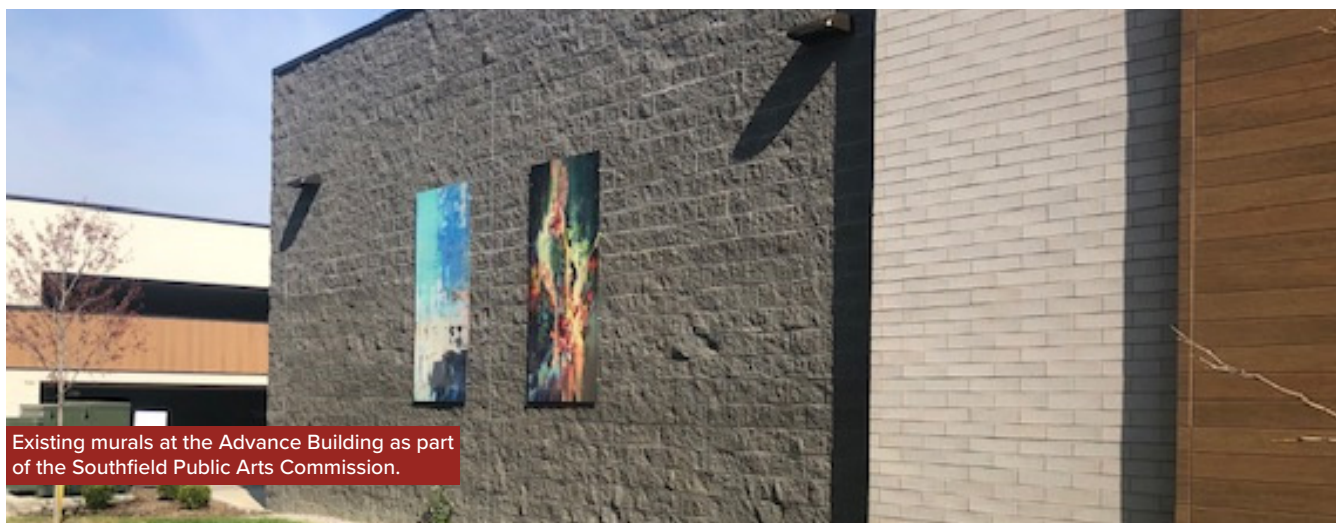
Beyond private developments, the SDDA can support the City's initiatives around larger scale art installations including sculptures, interactive art, and creative installations in public spaces. These projects will enhance the district's visual identity and create engaging public spaces especially for vehicular traffic.

The SDDA should work with the ongoing efforts of the Southfield Public Arts Commission to further support the placement and selection of public art throughout the District. The Public Arts Commission has created robust requirements for the selection process and can financially support the acquisition of pieces. The Commission has previously supported art in the District at the Advance building outlot with the placement of four murals.

The City is also planning a large scale sculpture by artist Sebastian at Nine Mile and Southfield Freeway. This piece will stand 98 feet tall and become a distinct identifier of the District and the City of Southfield. Public art in the District can also be supported by the City's partnership with the DIA's Inside | Out art exhibit program.



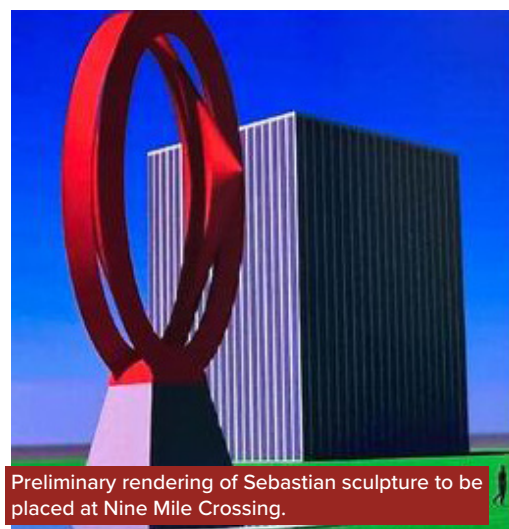
Murals can become a community building exercise and fun event.



Existing murals at the Advance Building as part of the Southfield Public Arts Commission.



Small public art installations can include murals on utility boxes.



Preliminary rendering of Sebastian sculpture to be placed at Nine Mile Crossing.



Conceptual rendering of Eight Mile lit overpass.

Let There Be Light Gateway

Installation of color changing lights on Eight Mile at the Greenfield/Lodge Freeway overpass can help create a distinctive beacon to the area. Additionally, the project can help improve the safety of motorized and non-motorized users. The project is in its initial funding phases, led by the Eight Mile Boulevard Association, and in partnership with the cities of Detroit, Southfield, and Oak Park.

Placemaking Signage & Wayfinding

Clear and consistent signage is important to improve navigation and establish a stronger district identity. Installations should build upon the identity signage along Greenfield. The SDDA can consider larger gateway signage at key entry points along major thoroughfares and high-traffic corners. Smaller street signage can also be added to all entry points to the District on existing signage poles. A later step in the process will be installing directional markers, especially along the 9 Line system that identify key locations in the district and cultural landmarks. Beyond the scope of this 5-year plan a digital kiosk system should be considered.

Façade & Building Improvement Program

A façade improvement program can be created to provide matching grants to business and property owners to enhance storefronts, signage, and building exteriors. The facade changes at Cornerstone Plaza are a great example of how a reimagining of an existing building can set the tone for new tenants. The initial

stage of this program should focus on the Southfield Place properties at the corner of Northwestern and 8 Mile. The program should require plans be submitted and approved to ensure that improvements enhance the architectural features of the building.

Farmers Market Feasibility Study

The reestablishment of a Farmers Market or general market space will take time to initiate. A successful market will most likely be an interior, year-round space and may best be suited to serve small-scale businesses of all types. This style of artisan market can attract a broader audience of shoppers and serve as an incubator for entrepreneurs. To assess the viability of a farmers market, the SDDA should conduct a study examining demand, potential locations, and partnership opportunities. If feasible, a market could provide fresh food access and support local farmers and vendors. The study should also consider what conditions precipitated the closure of the previous Southfield Farmers Market.



Example of Farmington Farmers Market Pavilion



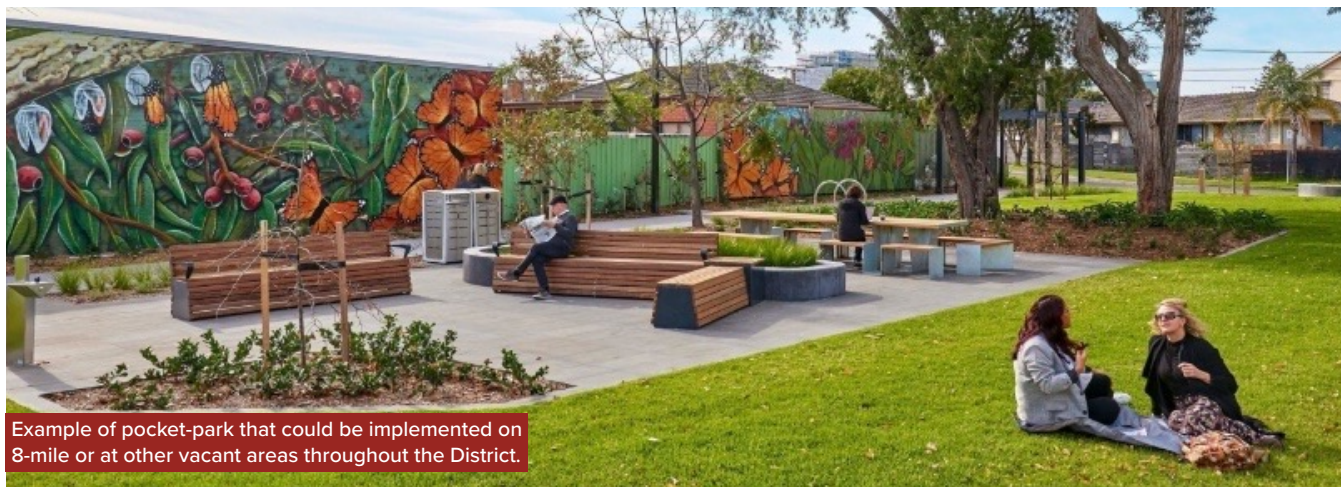
Example of the Royal Oak Farmers Market, an indoor market creates more opportunity for year-round sales and a variety of goods.



Newly installed gateway signage on Greenfield in partnership with the City of Oak Park.

Pocket Parks & Outdoor Seating Areas

With the addition of the 9-Line Trail the SDDA can consider installation of benches, bike facilities and small-scale public improvements along the trail. This first step can lead to more incremental investments in other small-scale public spaces with seating, greenery, and shade to be developed throughout the District to provide inviting gathering spaces for workers, shoppers, and visitors. These spaces should evolve to serve the needs of the community and balance with the public space development that will occur as part of the Northland City Center. The planned improvements at Northland include public gathering space, but there may be additional opportunities for outdoor seating areas, and small plazas in and around the retail spaces. Additionally, as the vacant parcel west of Northland Drive on 8 Mile is developed by DTE there is potential for a small pocket park to be constructed.



Example of pocket-park that could be implemented on 8-mile or at other vacant areas throughout the District.



Mini-plazas and outdoor eating areas can be incorporated throughout the District, especially as Northland develops.



Example of distinct bench design, the DDA should consider selecting a unique bench design and utilizing it cohesively throughout the district.

Streetscaping Enhancements

As opportunities arise the SDDA should undertake streetscaping projects that incorporate decorative lighting, street furniture, plantings, and pedestrian amenities. The District has undertaken enhancing the Greenfield Road Corridor in partnership with the City of Oak Park through the Greenfield Beautification project. Future projects can utilize this foundation for styling and implementation. A streetscaping master plan that incorporates the design styles of the Northland City Center should be created to ensure a consistent look and feel throughout the entire District. This document can also be helpful to encourage private investment in streetscape enhancements. These improvements will create a more welcoming and visually appealing environment for businesses and visitors.



Example of DDA standard bench and trash receptacle.

Development & Redevelopment



Host a Developer Day Event

The SDDA can partner with the City's Economic Development Department to organize a Developer Day to showcase investment opportunities, connect developers with properties, and highlight the District's strategic advantages. The event could start with a presentation and incorporate a District-wide tour with key location checkpoints. The event should strengthen relationships with the local real estate community to help accelerate redevelopment and attract new business ventures.

Continue to Streamline the Development Process

The SDDA can help business and property owners understand the permitting and development process by creating resources and checklists that clearly highlight the steps involved in opening a business. Additionally, the SDDA can help serve as liaison for property owners with the City through the permitting process. As involvement with these processes evolves, the SDDA and City can partner to reduce barriers that may become apparent.

Continue to Strengthen Business & Development Incentives

Expanding incentive programs, such as tax abatements and grant offerings, when possible, will help attract and retain businesses. The SDDA can evaluate existing programs and explore new funding mechanisms to support economic growth.

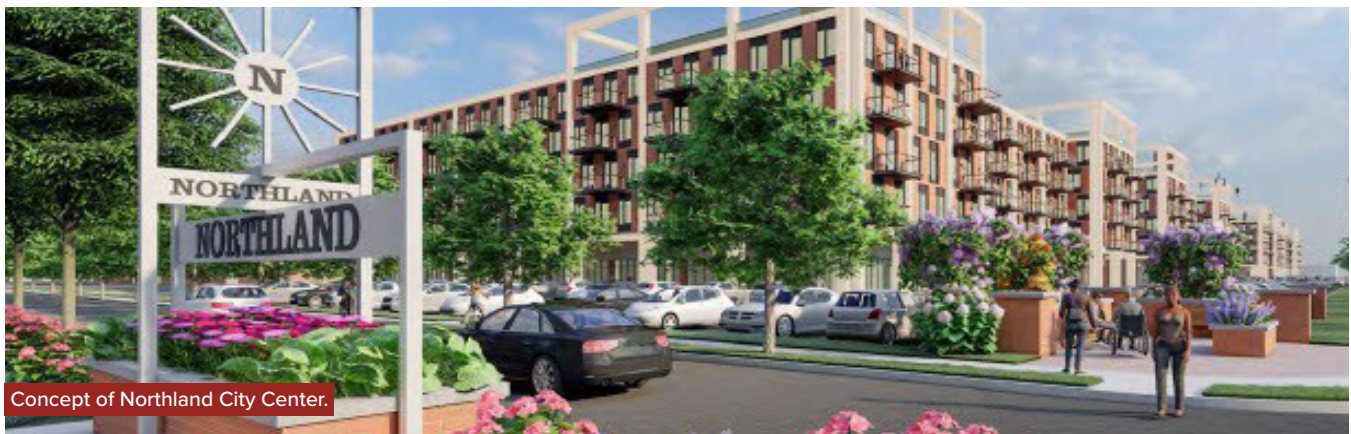
Strengthen Partnerships & Collaboration

Successful development relies on strong partnerships. The SDDA will continue to collaborate with businesses, community organizations, and government agencies to align efforts, share resources, and maximize impact.

Leverage Northland City Center Redevelopment

The transformation of Northland City Center presents a powerful opportunity for the Southfield Downtown Development Authority (DDA) to stimulate reinvestment and innovation throughout the broader DDA district. As one of the largest and most visible redevelopment efforts in Southfield, Northland serves as both a physical and symbolic anchor for revitalization, providing a proof of concept for what's possible across the corridor.

By promoting Northland City Center as a hub for mixed-use development, transit access, and public amenities, the DDA can demonstrate the value of strategic investment, setting a compelling precedent for property owners and developers. The site's proximity to the healthcare and educational anchors further positions it as a workforce development nexus, linking educational infrastructure with employment and housing opportunities. Northland Towers could be utilized as a great site for a senior care facility.



Concept of Northland City Center.

Support Out-Lot Development

Given the large amount of underutilized parking areas within the District the SDDA can encourage private property owners to develop portions of these parking lots along the road frontage. These sites offer prime opportunities for infill development that complements existing uses, introduces new services and amenities, and strengthens the district’s economic base. Strategic support and site readiness improvements will help attract private investment to transform these high-visibility parcels into active, community-serving destinations.

Out-lot development especially along road frontage should maintain a consistent style of streetscape and decorative details. The SDDA and City of Southfield have developed requirements for these types of design accents, which new sites have been utilizing.



Example of frontage detail for infill development.



Conceptual rendering of redevelopment at 16400 JL Hudson.

Methodology

STUDY METHODOLOGY

Kick-Off Meeting & Bus Tour of District

At the DDA Board meeting on January 31st the planning team helped facilitate discussion around the direction and goals for the plan. The Board Members discussed the strengths of the District as well as what a successful plan would achieve.

Many Board Members felt that the location of the District is its greatest asset, with the proximity to major highways, and downtown Detroit. The new development in the Greenfield Corridor highlights significant opportunity and potential. Others shared that there is a hometown, community feel unique to Southfield, that can help foster an environment of restaurants and businesses. The affordability, especially for residents, is also a major strength. Overall, the Board shared that the Strategic Plan should include themes of marketing and communication, business retention, redevelopment of priority sites, infrastructure, beautification and placemaking, connectivity, and sustainability.

Members shared that a successful plan would help reduce commercial vacancy, improve walkability throughout the District and connect with the bike paths and trailways in development, enhancing the overall look and feel of the District by incorporating beautification and events, and continuing progress on the Northland City Center to create a true city center.



February 19, 2025, Stakeholder Roundtables

Four one-hour focus group discussions were held at Oakland Community College on February 19th. Individuals were identified based on their relationship to the District and invited to attend the discussions. The groups were made up of building owners and developers, business owners, residents, and institutional partners.

Throughout the discussion it was clear that building owners and developers appreciate Southfield's regional location, dense population, and ongoing redevelopment efforts, particularly the hospital expansion and infrastructure improvements. However, some property owners shared challenges, including difficulties securing office tenants, high taxes, and cumbersome permitting processes that hinder leasing to small businesses. They suggest simplifying the Certificate of Occupancy process and addressing the perception of 8 Mile and Southfield through beautification efforts, improved lighting, and an entrance feature. The discussion suggested that marketing efforts could also focus on attracting out-of-town investors and promoting available incentives. There was also broad support for enhancing the appeal of the corridor through tree planting, and public art.

The Southfield Chamber of Commerce highlighted the need for the SDDA to highlight its value to businesses and partners. The discussion also highlighted key gaps including branding assistance (e.g., logo and color palette development), initial accounting consultations, and business education. The Chamber of Commerce suggested that priority areas be identified for targeted support, similar to the Motor City Match program.

Residents see opportunities to enhance connectivity, safety, and amenities. There was particular excitement around trail access and sidewalk improvements, particularly near JL Hudson and Northland. Discussions around the need for street lighting centered on how it can help create a more urban identity for the District. There was a desire for event programming to include farmers markets, food festivals, and music events at OCC to complement existing city activities. Current communication from the SDDA seems to be strong as

residents shared they receive updates through social media, email and library postings. Desired amenities include bakeries, cafés, a full-service gym, and flexible gathering spaces for different age groups.

Through the discussions it became clear that key institutional partners align with Southfield's goals around transit, placemaking, and economic development. Oakland County is creating a Transit-Oriented Development (TOD) guide, and Southfield's priorities fit within broader county strategies for walkability and housing. Collaboration opportunities include improving Greenfield underpass lighting with surrounding cities, leveraging MDOT's 8 Mile corridor audit, and exploring crosswalk installation at Northland Drive. The area's Motown history presents a branding opportunity, and historic district designation could encourage investment. Partnerships with the 8 Mile Boulevard Association (8MBA) and other jurisdictions could help establish an overlay district for 8 Mile, supporting infill development and adaptive reuse.

Strategic Visioning Survey

Two surveys were distributed between February 17 and March 2. The first was sent exclusively to SDDA Board Members to help prioritize strategic projects and shape the Plan's vision. To encourage honest and open feedback, responses were kept anonymous. Eight of the eleven board members participated.

Economic Vitality & Business Mix

Respondents identified three primary factors for fostering economic vitality: achieving a balanced mix of businesses (75%), recruiting new businesses (62.5%), and expanding housing options (62.5%). Additionally, activating vacant land (62.5%) was highlighted as a key strategy for enhancing the District's appeal and functionality.

When asked about the most desired business types, dining options were overwhelmingly the top choice (100%), with preferences diverging beyond that category. In terms of housing, townhouses were identified as the most needed option, with 75% of respondents favoring their development.

Transportation & Accessibility

The survey confirmed that driving is the primary mode of transportation to the District, reflecting the car-centric nature of the surrounding area. However, 62.5% of respondents found the area easily navigable on foot, suggesting opportunities to enhance pedestrian access. Respondents also identified improved lighting and sidewalk enhancements as key measures to make the area safer, more accessible, and walkable.

Improving connectivity to adjacent neighborhoods was also a priority, with suggestions including better lighting, a trolley system, additional crosswalks, and expanded bike and walking paths. While parking was not identified as an issue—respondents largely felt the District was “over-parked”—there is a clear need for infrastructure improvements to encourage multimodal access.



Aesthetic & Infrastructure Improvements

On a scale of 1 to 5, respondents rated the physical appearance of the District at an average of 2.25, highlighting the need for aesthetic improvements. Building architecture (62%) was cited as the most impactful way to enhance the District's appeal, followed closely by storefront enhancements. Other recommendations for visual improvements included strategic landscaping, cleaner streets, and continued development.

Strengthening Business & Community Engagement

Fostering collaboration between businesses (75%) emerged as the top strategy for increasing the SDDA's capacity, followed by forming partnerships with community and county organizations (50%). Additionally, board members were asked about their willingness to serve on an SDDA subcommittee. Three respondents expressed strong interest, while five were neutral, suggesting a potential opportunity to engage board members in more active roles.

Marketing & Event Programming

Marketing the District as a food and beverage destination was unanimously selected as the best way to promote the area and generate activity, followed by an expanded social media presence. When asked about desired events, respondents prioritized live music and concerts, food and beverage festivals, and recreational events such as marathons and races.

To attract more visitors, respondents emphasized targeting families with children (100%) and older adults (75%). Email was identified as the most common way individuals hear about SDDA events, but respondents suggested increasing social media efforts and securing media coverage on television and radio to improve communication.

Support for Business & Property Owners

When business and property owners were asked about the most helpful resources, the top response was developing and activating vacant properties (57.14%), followed by marketing support and streetscape improvements (42.86%).

When asked to identify the single most impactful project for supporting the District's growth, respondents highlighted lighting and general streetscape improvements, as well as the continued redevelopment of Northland and the potential future redevelopment of excess property at Oakland Community College.

PREVIOUS DOWNTOWN STUDIES & RELEVANT FINDINGS

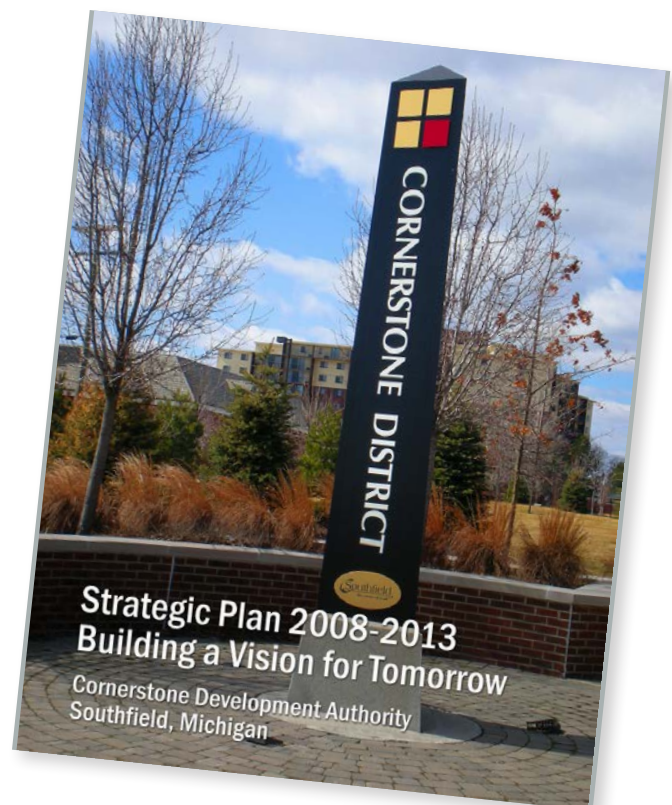
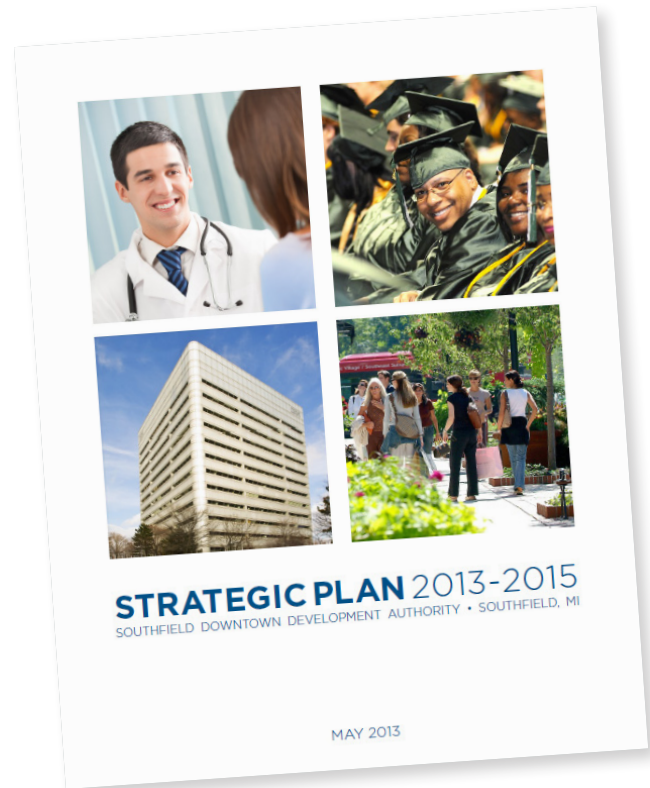
In recent years, the City of Southfield has developed numerous plans to guide the future of its community, and in doing so has laid an impressive groundwork for the achievement of an ambitious set of goals across a range of critical topics, including transportation, redevelopment and land use, economic development, sustainability, health and well-being, and more. Where possible, the Southfield DDA Strategic Plan 2025 has been designed to meaningfully align with and contribute to these City-wide and District-specific goals by building atop existing progress and trailblazing in new, needed directions.

The following planning documents and their associated goals have been reviewed to assess their alignment with Southfield's DDA's contemporary priorities:

- » SDDA Strategic Plan 2013-2015
- » Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)
- » [2017 Development Plan and TIF Plan](#)
- » Existing and ongoing trailway plans and maps, including the 9-Mile Greenway Corridor Project; the Northland City Center/9-Mile Non-Motorized Pathway Network; 9-Line; Southfield DDA non-motorized and transit Sub-Area Plan; and the Trailhead Master

Based on the review of these planning documents, a series of focus areas have been identified as potentially pertinent to the DDA's interests, which are identified below, and outlined in detail in the subsequent pages:

- » Business and Talent Attraction and Retention
- » Development and Redevelopment of Key Sites
- » Beautification, Branding, and Placemaking
- » Housing and Neighborhood Development
- » Non-Motorized, Pedestrian-Forward, and Health-Centered Infrastructure



Business and Talent Attraction and Retention

Essential to the economic development of the DDA District, as well as the City of Southfield in whole, is the ability for the City to attract and retain quality employees and businesses. The following goals and initiatives can be drawn from for inspiration for the Southfield DDA Strategic Plan 2025:

| Goal/Initiative | Planning Document |
|---|---|
| Promote business retention and attraction: Continue to implement an active business retention and attraction program. | SDDA Strategic Plan 2013-2015 |
| Foster existing business relationships: Promote Grand Openings for New Development; Expand the SDDA's outreach efforts with existing businesses in the District. | SDDA Strategic Plan 2013-2015 |
| Economic Development: Remain business-friendly and continue to provide business incentives to maintain an equal playing field. <ul style="list-style-type: none"> » Maintain Redevelopment Ready Communities (RRC) certification. » Assist local firms in finding appropriate development sites for expansion | Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028) |
| Economic Development: Encourage innovation and the growth of emerging business sectors. <ul style="list-style-type: none"> » Provide start-up businesses with both financial and technical assistance. » Initiate sustainable urban (re)development strategies that foster green business growth and build reliance on local assets. | Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028) |
| Economic Development: Improve the learning-to-job pipeline for people at all levels of secondary and post-secondary education <ul style="list-style-type: none"> » Cooperate with local educational institutions to coordinate training/skill requirements to meet the needs of local employers. » Assist older adults in finding both paid and volunteer job opportunities » Identify the economic needs of the chronically unemployed and underemployed in the region and develop programming – including education and retraining -- to meet those needs | Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028) |
| Economic Development: Attract and retain young professional and skilled older professionals <ul style="list-style-type: none"> » Create programs and amenities that attract and retain young professionals | Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028) |
| Business Recruitment and Retention Activities (SDDA District): Includes evaluating & continuing SDDA's incentive programs, among others | 2017 Development Plan and TIF Plan |

Development and Redevelopment of Key Sites

The SDDA District hosts a number of sites with substantial redevelopment potential, including Northland City Center, Oakland Community College, Henry Ford Healthcare, among others, including properties that have not yet been acquired and/or remediated. The SDDA can carefully study the site planning and preparation work completed and that which is yet to be done to make investing in and around these sites attractive, feasible, and sustainable. The following goals and initiatives can be drawn from for inspiration for the Southfield DDA Strategic Plan 2025:

| Goal/Initiative | Planning Document |
|--|---|
| Enhance the economic vitality of the SDDA: Focus development and redevelopment efforts on the Nine Mile Road area: Providence hospital, healthcare spinoffs and support facilities, and their linkages with to OCC facilities and programs. | SDDA Strategic Plan 2013-2015 |
| Support Northland investments in the District: Work with Northland to encourage façade improvements, site updates and creative ways to attract tenants. Include Northland properties in business recruitment efforts, particularly for out-lot development. | SDDA Strategic Plan 2013-2015 |
| Explore other approaches to promote development and redevelopment: Examine techniques / plans / initiatives in other communities that have successful economic development programs. | SDDA Strategic Plan 2013-2015 |
| Prepare and adopt a real estate property acquisition policy: Establish a property acquisition policy to support desired development and redevelopment in the District. | SDDA Strategic Plan 2013-2015 |
| Economic Development: Encourage development that is environmentally sensitive and sustainable. <ul style="list-style-type: none"> » Initiate sustainable urban (re)development strategies that foster green business growth and build reliance on local assets » Encourage the preservation of the city's historic assets, including historic neighborhoods, Mid-Century Modern buildings, and the former Northland Center area | Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028) |
| Economic Development: Retain, expand, and attract businesses <ul style="list-style-type: none"> » Assist local firms in finding appropriate development sites for expansion » Facilitate the development of neighborhood business centers through land use and zoning | Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028) |
| Existing and Future Land Use: Provide for an appropriate amount of mixed-use commercial, office, industrial, and recreational uses, located for convenience, safety, and leisure, resulting in aesthetic business areas in the City. <ul style="list-style-type: none"> » Identify economic sectors that have the potential to contribute to the type of economic development being sought by the City, including addressing the needs of underserved populations and fostering growth in targeted industries » Identify the market prospects facing various real estate development and investment projects, particularly in locations that might be targeted for growth and/or change | Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028) |

| Goal/Initiative | Planning Document |
|--|--|
| <p>Sub-Area Plans: Establish viable and high-quality commercial, residential, and office districts that promote transit and pedestrian-friendly development to connect those districts with each other and the surrounding community; Provide for high quality, integrated communities providing a diverse range of uses and development to sustain a diverse economy, including offices, retail, entertainment, institutions, services, recreation and leisure, and restaurants.</p> <ul style="list-style-type: none"> » Support the Oakland Community College redevelopment project » Promote development strategies for the rehabilitation and re-purposing of existing structures, conservation, and sustainable/green building design » Target development opportunities to nearby, compatible land uses to shorten trips and facilitate alternative modes of transportation, such as walking, bicycling, and public transit » Provide a combination of financial and regulatory incentives to mixed-use developers, such as permit fee reductions and expedited approvals, tax abatements, and dimensional bonuses » Provide regulatory flexibility with regard to building height, housing density, floor area, lot coverage, yard setback, landscaping, and other zoning provisions for mixed-use developments in key areas targeted for growth | <p>Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)</p> |
| <p>Public Infrastructure: Ensure that all elements of the built environment, including land use, transportation, housing, energy, and infrastructure, work together to provide sustainable, green places for living, working, and recreation, with a high quality of life.</p> <ul style="list-style-type: none"> » Require Low Impact Design elements to be incorporated into all new development and major redevelopment sites » Create maintenance and site development policies that acknowledge and incorporate trees as a “living utility” | <p>Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)</p> |
| <p>Northland Redevelopment Project (SDDA District): Partner with the Southfield Brownfield Redevelopment Authority (“SBRA”) with respect to redevelopment of the Northland site, transferring TIF funds to the SBRA (75% tax increment capture from SBRA area) for eligible activities and administration fees pursuant to the Northland Brownfield Plan.</p> | <p>Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)</p> |
| <p>Development & Redevelopment Assistance (SDDA District): Providence, OCC, 8 Mile Rd. parcels, former Michigan Inn & others that meet SDDA objectives. Facilitate & assist investment/reinvestment in development area properties; implement targeted strategies for business & economic development, recruitment, retention, development/redevelopment consistent with the SDDA’s Concept Master Plan. SDDA participation may include construction & site preparation, design & other costs (Including but not limited to site acquisition, demo, renovations, environmental remediation, etc.) as described in this Plan.</p> | <p>2017 Development Plan and TIF Plan</p> |
| <p>Road Improvements (SDDA District): Partner for construction, repair, or replacement of roads. Northland & other SDDA locations included.</p> | <p>2017 Development Plan and TIF Plan</p> |
| <p>Utility Improvements (SDDA District): Partner for construction, repair, or replacement of utilities: water and sewer main, storm sewers and stormwater management facilities. Northland & other SDDA locations included.</p> | <p>2017 Development Plan and TIF Plan</p> |
| <p>Brownfield Remediation (SDDA District): Sites to be determined</p> | <p>2017 Development Plan and TIF Plan</p> |
| <p>Demolition of Buildings & Structures: Sites to be determined</p> | <p>2017 Development Plan and TIF Plan</p> |
| <p>Improvements to & Renovation of Buildings: Public facilities only; may include ADA improvements</p> | <p>2017 Development Plan and TIF Plan</p> |

Beautification, Branding, and Placemaking

To become a lively, vibrant, and investment-worthy destination, the District must feel safe, aesthetically pleasing and well-maintained. A sense of pride must be strategically and incrementally curated to make employers, residents, and visitors feel a sense of ownership and belonging within the District. The following goals and initiatives can be drawn from for inspiration for the Southfield DDA Strategic Plan 2025:

| Goal/Initiative | Planning Document |
|---|---|
| Improve the appearance of Eight Mile and Greenfield Roads: Create an attractive appearance along the District's border roads (Eight Mile and Greenfield), encourage site and building upkeep and maintenance, painting, and add flowers and landscaping, particularly at the entry points. Coordinate efforts with the neighboring communities that share street frontage. | SDDA Strategic Plan 2013-2015 |
| Enhance the District's landscape and aesthetics: Ensure that the SDDA's streetscape, landscaping, gateways and image areas are well maintained year-round. Plan and install enhanced landscaping, signage, and gateway features at the entrances to the SDDA. Priority locations for improvement include Nine Mile, Greenfield and 8 Mile Roads. | SDDA Strategic Plan 2013-2015 |
| Work on joint projects with Oak Park: Strengthen ties with neighboring communities to beautify the District. | SDDA Strategic Plan 2013-2015 |
| Improve the public's perception so that the SDDA is considered a safe place to live, work and visit: Develop unique image and branding for the District. Regularly update the SDDA website with events and successes. Publicize positive District safe statistics. | SDDA Strategic Plan 2013-2015 |
| Strengthen code enforcement in the District: Use code enforcement as an effective tool to eliminate negative impressions of the District. | SDDA Strategic Plan 2013-2015 |
| Improve communication between apartment owners in the District and the SDDA: Collaborate with building owners to encourage upgrades to residential structures. Encourage façade/site improvements, security and maintenance enhancements. | SDDA Strategic Plan 2013-2015 |
| Market the District as a vibrant community: Promote the District's assets and showcase the variety of existing features; Instill pride through the facilitation of community events, i.e. community clean up, art events, sidewalk sales, concerts, etc. "We care, We share, We learn, We grow." | SDDA Strategic Plan 2013-2015 |
| Continue PR and marketing program and work with media to broadcast success: Promote the District through communication venues like internet (EBlasts), radio and T.V. | SDDA Strategic Plan 2013-2015 |
| Public Infrastructure: Ensure that all elements of the built environment, including land use, transportation, housing, energy, and infrastructure, work together to provide sustainable, green places for living, working, and recreation, with a high quality of life: » Provide aesthetic, well-maintained streets and sidewalks and work to fill sidewalk gaps | Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028) |
| Public Infrastructure: Promote the public welfare and serve the public interest, convenience, and enjoyment through the promotion of the arts in the City of Southfield. » Establish more physical works of art in public places throughout the City | Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028) |
| Streetscape Enhancements (SDDA District): Prioritize locations where features are missing, need replacement or are high image locations; remove old CDA signs & install wayfinding system; (Northland interior & perimeter roads, & other SDDA locations included) | 2017 Development Plan and TIF Plan |

| Goal/Initiative | Planning Document |
|---|------------------------------------|
| District Ongoing Marketing, Communications and Administration (SDDA District): includes marketing and communications, maintenance of improvements, economic development strategy administrations, etc. Includes funding for additional effort for administrative oversight, marketing assistance and project management for Northland redevelopment. | 2017 Development Plan and TIF Plan |
| District Beautification, Image Intersections & Gateways (SDDA District): Public art, landscaping, cultural amenities, aesthetic improvements, entry signs/features. | 2017 Development Plan and TIF Plan |
| Code Enforcement Assistance (SDDA District): Includes property maintenance and ordinance compliance. | 2017 Development Plan and TIF Plan |

Non-Motorized, Pedestrian-Forward, and Health-Centered Design

Across several of the reviewed planning documents, walkability and pedestrian-infrastructure was centered as a means to improve accessibility and mobility and to promote healthy lifestyles for residents and visitors. The following goals and initiatives are drawn for inspiration for the Southfield DDA Strategic Plan 2025:

| Goal/Initiative | Planning Document |
|--|--|
| Enhance the District's streetlight infrastructure and increase safety for pedestrians: Conduct an inventory and analysis of existing streetlights, including a night tour to assess streetlight performance. | SDDA Strategic Plan 2013-2015 |
| Improve the District's Walkability: Develop connections (sidewalk, bike path, etc.) to facilitate travel between OCC and Northland City Center. | SDDA Strategic Plan 2013-2015 |
| Transit: Work with Northland, SMART, DDOT and stakeholders to resolve issues and partner for implementation of the 2013 Non-motorized Plan. | SDDA Strategic Plan 2013-2015 |
| Healthy Living: Promote alternative modes of mobility with a focus on active transportation and micro-mobility. » Hold annual bike-the-town events to encourage people to get comfortable with and excited about cycling. | Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028) |
| Healthy Living: Promote active living by making it safer to walk or bike to daily activities like shopping, work, school, and recreation. » Promote public and semi-public exercise facilities (outdoor and indoor) | Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028) |
| Healthy Living: Promote and encourage individual and communal time and energy available for such things as community improvement, social networking, civic engagement, personal recreation, and other activities that create social bonds between individuals and groups. | Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028) |
| Existing and Future Land Use: Offer unified, well-organized, walkable residential neighborhoods that provide a variety of housing options, recreational and social opportunities, and community assets in a livable environment for the City's residents. | Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028) |
| Sub-Area Plans: Establish viable and high-quality commercial, residential, and office districts that promote transit and pedestrian-friendly development to connect those districts with each other and the surrounding community. | Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028) |
| Sub-Area Plans: Respond to a growing market demand for walkable, vibrant communities with convenient transit linkages, proximity to jobs, and access to nearby public services and spaces and activity-oriented destinations. » Develop shared-use pathways throughout the City to connect users with public transit to key destinations in the City and beyond. | Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028) |

| Goal/Initiative | Planning Document |
|--|--|
| Public Infrastructure: Promote active living by making it safer to walk or bike to daily activities like shopping, work, school, and recreation. » Build more shared use pathways, bike routes, and other non-motorized transit options. » Adopt local ordinances protecting pedestrians on sidewalks and crosswalks. | Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028) |
| Public Facilities and Services: Improve public transit for older adults, low-income riders, and people with disabilities. | Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028) |
| Walkability Improvements (SDDA District): Repair, replacement, & new construction of sidewalks & multi-use pathways, and ADA enhancements. | 2017 Development Plan and TIF Plan |
| Public Transportation Infrastructure (SDDA District): Bus stop improvements, park & ride, and others. | 2017 Development Plan and TIF Plan |
| Traffic Signals (SDDA District): Mast arms, autonomous vehicle support, pedestrian crossings. | 2017 Development Plan and TIF Plan |
| Non-Motorized Vehicle Improvements (SDDA District): Construction of bike paths/lanes for access throughout the District; Connect OCC, Providence, Northland site, and other activity centers. | 2017 Development Plan and TIF Plan |
| Add additional non-motorized trails and corridor connections on W 9 Mile, which cuts through DDA District. | 9 Mile Greenway Corridor Project |
| Add non-motorized pathways throughout DDA (including JL Hudson Non-motorized Pathway; Northland Non-motorized pathway) | Northland City Center/9 Mile - Non-Motorized Pathway network |

Housing and Neighborhood Development

While housing units currently make up a small portion of the SDDA, the provision of additional quality, affordable, and diverse housing types within and around the District is essential to its social and economic success. The following goals and initiatives can be drawn from and for inspiration for the Southfield DDA Strategic Plan 2025:

| Goal/Initiative | Planning Document |
|---|--|
| Housing and Residential Character: Support quality, safe, and affordable housing in a variety of types, sizes, locations, and costs to meet the needs of current and future residents, regardless of age or income. » Provide mixed-use and higher density residential options. » Seek partners and funding to increase the supply of housing for older adults, including developments that support aging in place | Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028) |
| Support Northland investments in the District: Work with Northland to encourage façade improvements, site updates and creative ways to attract tenants. Include Northland properties in business recruitment efforts, particularly for out-lot development. | SDDA Strategic Plan 2013-2015 |

PROFILE OF DOWNTOWN DEVELOPMENT AUTHORITY DISTRICT

The Southfield Downtown Development Authority (SDDA) District, encompassing approximately one square mile, serves as a key economic and commercial hub within both the City of Southfield and the broader Southeast Michigan region. Located in the southeastern corner of Southfield, the SDDA District is a concentrated area of business, retail, residential, healthcare, and institutional development. It plays a critical role in Southfield's identity as a regional center for commerce and employment, complementing the city's position as a major suburban business district just outside of Detroit.

Within the context of Southeast Michigan, the SDDA District is strategically positioned along major transportation corridors, including Northwestern Highway (M-10), Southfield Freeway (M-39), and 8 Mile Road (M-102). These connections link the District to Detroit, neighboring suburbs, and the broader metro area, reinforcing its role as a key node for business, healthcare, and retail. As one of the region's significant commercial districts, the SDDA contributes to Southeast Michigan's economic landscape, attracting businesses, supporting workforce mobility, and serving as a hub for regional investment and redevelopment initiatives.

CURRENT LAND USE ASSESSMENT

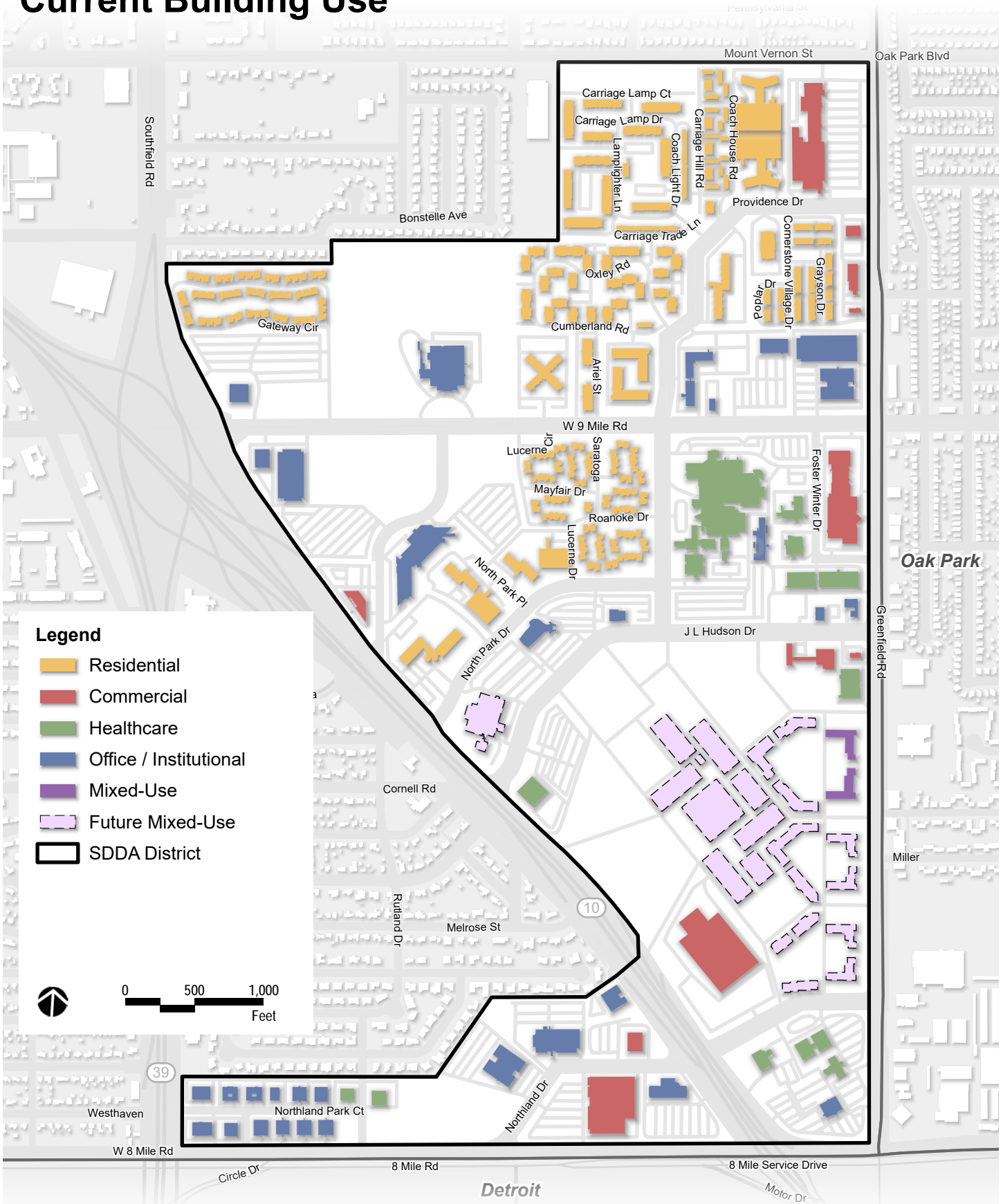
The current land use within the SDDA District, shown in the **Current Land Use Map**, reflects a diverse and dynamic mix of development, supporting a variety of community needs. Commercial areas provide retail, dining, and services, while residential neighborhoods range from high-rises to two-story residential communities, offering housing options for different income levels and lifestyles. Office spaces accommodate professional and administrative functions, contributing to the area's employment base. Healthcare facilities ensure access to essential medical services, supporting the well-being of residents and workers alike. Planned mixed-use developments will combine residential, commercial, and office spaces, promoting walkability and connectivity. These developments will impact economic activity, transportation, and land use patterns in the area and understanding these land use patterns helps identify opportunities for future development and potential improvements to the built and natural environment.

The Existing Land Use Table provides a snapshot of the District make up by category. The Table displays square footage of buildings rather than total land area to more accurately represent the proportion of uses given the height of numerous buildings in the District. Notably, residential uses represent the largest share at just over 42% of the District's total building square footage. Commercial uses are likely at a low point of 8.6% as the Northland Center development has yet to build out its commercial sections.

Table 1.1 Existing Land Use

| Land Use | Total Square Footage | Percent |
|-------------|----------------------|---------|
| Commercial | 784,750 | 8.6% |
| Healthcare | 1,917,433 | 21.1% |
| Mixed-Use | 497,816 | 5.4% |
| Office | 1,987,281 | 21.9% |
| Residential | 3,882,441 | 42.8% |
| Total | 9,069,721 | 100% |

Current Building Use



Residential Development

The SDDA District is home to a diverse range of residential options, including numerous apartment complexes and condominium communities. These housing developments vary in design, ranging from high-rise towers to mid-rise towers, to low-rise buildings. Accommodating a wide spectrum of residents—including young professionals, families, and retirees—these neighborhoods foster a lively and dynamic atmosphere. Many of these communities also provide modern amenities such as fitness centers, shared recreational spaces, and green areas, enhancing the overall quality of life for residents.

The tallest building in the District is North Park Towers, reaching 18 stories. Other notable high- and mid-rise residences include Carlyle Tower Apartments, Providence Towers Apartments and Condominiums, The Reserve of Southfield, North Park Place, and Solaire Apartments which is an age-restricted community for individuals 62 and older.

Adona Apartments, situated at 9 Mile and Providence Drive, features four-story apartment buildings. The remaining residential complexes consist of two-story structures, such as The Village at Cornerstone Condominiums, Legacy Place Condominiums, Coach House Apartments, The Vistas Condominiums, and The Oxley Apartments, offering a more intimate neighborhood feel.

The SDDA District's residential areas are primarily located north of North Park Drive, making it essential to consider pedestrian circulation both within these developments and throughout the broader District. Strong connectivity between residential and non-residential areas is key to supporting the District's economic vitality. Additionally, enhancing the pedestrian experience with amenities such as streetscaping, crosswalks, shade, wayfinding, and seating areas help create a welcoming and accessible environment, encouraging greater usability.

The Northland City Center development will provide an additional 2,000 to 3,000 new residential units. As of spring 2025 two of the residential buildings are nearing completion with occupancy expected in late summer. The completion of this portion of the development will significantly boost the population of the District driving a need for more retail, entertainment and dining for the existing and new residents.





Commercial Development

Commercial land uses have historically made up a significant portion of the SDDA District. The most notable among them was Northland Center, which is now being redeveloped as a mixed-use development. Outside of the former Northland Center, current commercial uses are located along the major thoroughfares on the edges of the SDDA District and include a diverse range of businesses from restaurants to healthcare businesses to retail. Notable commercial developments include:



- » **Cornerstone Plaza**, on the corner of Mount Vernon Street and Greenfield Road, has recently undergone a transformation with the loss of anchor store Kroger and other retailers the plaza incorporated a facade change and attracted retailers such as Burlington Coat Factory, Ross Dress for Less, and Five Below.
- » **Costco Business Center**, at Northland Drive and Northwestern Highway, opened in early 2024 and serves as Michigan's first and only Costco Business Center, which offers different products from the standard Costco stores. This development represents continued investment in Southfield as the nexus for regional commerce.
- » **Greenfield Plaza**, on the corner of 9 Mile Road and Greenfield Road, is a strip mall containing convenience stores, retail, restaurants, pharmacies, and personal service businesses. Also attached is a large commercial space that formally housed Art Van Furniture.
- » **Universal Wholesale**, on Northland Drive, offers bulk products to customers. This commercial development further reinforces Southfield's role as the regional business hub in Southeast Michigan.



Healthcare Development

Healthcare facilities within the SSDA District play a crucial role in supporting the well-being of residents, workers, and visitors. With a range of medical offices, clinics, and specialized care facilities, the district serves as a key hub for accessible and high-quality healthcare services. These institutions not only contribute to public health but also drive economic growth by attracting medical professionals and supporting related industries. Typically, healthcare is included in institutional uses, however it is separated to highlight the significant impact healthcare facilities have on the SSDA District.

The largest healthcare facility is The Henry Ford Providence Southfield Hospital, located on Providence Drive, south of 9 Mile Road. Henry Ford Providence Southfield Hospital provides specialty care and 24/7 emergency services. The hospital offers advanced surgical care for serious and life-threatening injuries and illnesses. Its care teams prioritize understanding patients' health needs to deliver personalized treatment. As a destination for specialty care, the hospital provides expertise in areas such as cardiology, oncology, stroke care, orthopedics, and women's health.

Within the SSDA District there are also smaller healthcare facilities such as the surgery centers and specialty healthcare services. These are both surrounding the Henry Ford Hospital campus and throughout the District.

There is a need for additional housing, restaurants, and retail within walking distance of the hospital and other supporting healthcare facilities.

Office and Institutional Development

The office and institutional land uses within the SDDA District play a vital role in shaping its economic and community landscape. Home to a mix of corporate offices, medical facilities, educational institutions, and government services, these uses contribute to the district's position as a regional employment and service hub. As the District continues to evolve, maintaining office and institutional spaces will be key to fostering economic growth, innovation, and community well-being. Notable office and institutional developments include:

- » **Fox 2 Detroit**, located north of Nine Mile Road, encompasses approximately thirty-eight acres and serves as a television studio for WJBK which provides news to the Metro Detroit area. Fox News has recently installed decorative fencing on the 9 Mile frontage and has plans for additional landscaping.
- » **Oakland Community College**, located off Rutland Avenue, has five campuses, one of which is in Southfield. Oakland Community College's Southfield location serves as a hub for workforce development, innovation, and research, attracting businesses and fostering entrepreneurship.
- » **Triumph Church - North Campus**, located between North Park Drive and J. L. Hudson Drive, is a non-denominational church located in the former Millennium Centre.

Beyond Epicenter, the SDDA District features a diverse mix of office spaces, including high-rise, mid-rise, and smaller individual tenant buildings.

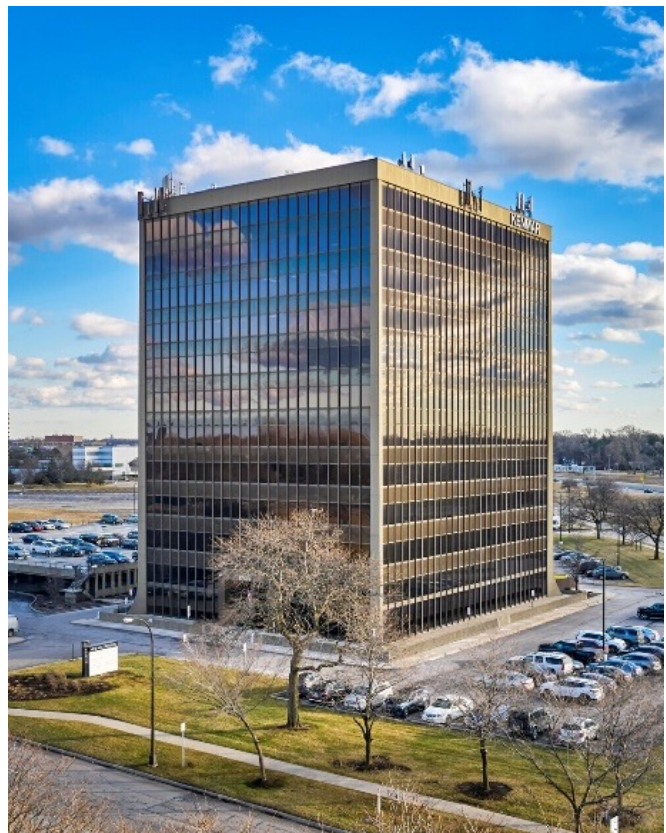
- » **Epicenter**, located at 9 Mile and Northwestern Highway, is a 15-story high-rise office building containing a variety of professional tenants, including the Southfield Downtown Development Authority offices.

Similarly, in addition to Oakland Community College, the district hosts several educational institutions specializing in non-traditional learning, nursing trainings, such as English language schools, employment training programs, and education for individuals with disabilities. The district also includes child care centers.

Mixed-Use Development

Mixed-use development in the SDDA District is primarily in the planning stages. The most significant project is the Northland City Center redevelopment, which envisions multiple mixed-use buildings integrating residential, commercial, and office spaces. While many existing buildings in the district already feature a blend of commercial and office uses, the mixed-use classification specifically refers to developments that combine residential with commercial, office, institutional, or healthcare facilities.

Another notable future mixed-use development is at 16400 J.L. Hudson Drive. This development plans to integrate transitional housing for adults exiting the foster care system, with educational facilities for both adults and children.





Southfield's Historic Cornerstone District: *Birthplace of the Shopping Mall*

The Cornerstone (SDDA) District is home to Northland Center, the world's first regional shopping mall, which opened on March 22, 1954. Developed by the J.L. Hudson Company and designed by architect Victor Gruen, Northland was envisioned as a suburban community hub, integrating art, green space, and retail in a pedestrian-friendly layout. The \$12 million project was a groundbreaking concept, with underground delivery systems, perimeter parking, and a focus on shopper experience. Hudson's department store, the anchor, grossed \$88 million in its first year.

Northland's success spurred rapid growth in Southfield and nearby communities, leading to new offices, housing, entertainment, and hospitality developments. Over time, however, competition from newer retail centers, the rise of e-commerce, and ownership turnover contributed to its decline. Northland officially closed on April 15, 2015.

A New Chapter: Northland Reimagined

The City of Southfield is now transforming the 125-acre site into a vibrant, mixed-use community while honoring its historic legacy and Mid-Century Modern design. Phase I includes a 1,510-unit apartment development with commercial spaces along Greenfield Road and the adaptive reuse of the former Hudson's store as Hudson's City Market—a dynamic food and retail destination inspired by Atlanta's Ponce City Market.

Phase II will expand the neighborhood with additional mixed-use buildings, townhomes, and green space featuring a pond, walking paths, and community amenities. The original power plant will become a community clubhouse, and the iconic water tower will be preserved.

Preserving the Legacy

The City of Southfield has undertaken significant steps to redevelop the former Northland Center site. After purchasing the 114-acre property in 2015 for \$2.4 million, the city conducted environmental remediation and partial demolition to prepare the site for future development. In 2021, Southfield sold the majority of the property to Contour Companies for \$11.1 million, paving the way for a \$403 million mixed-use redevelopment project. This project, known as Northland City Center, aims to transform the area into a vibrant community featuring over 2,000 residential units, retail and dining spaces, and the adaptive reuse of the historic J.L. Hudson building into the Hudson City Market.

BUILT ENVIRONMENT AND INFRASTRUCTURE

The built environment and infrastructure of the SDDA District form the foundation for its growth, connectivity, and overall functionality. Roads, utilities, buildings, and green spaces all play a critical role in supporting businesses, residents, and visitors. Well-planned infrastructure enhances mobility, promotes sustainable development, and ensures the efficient delivery of essential services.

Anchor Institutions

To a large extent, the District's success is tied to the success of its major anchors: the utilization of the former Northland Center site, Henry Ford Providence Southfield Hospital, and Oakland Community College.

The Northland City Center Redevelopment Project aims to transform the site into 14 mixed-use buildings, including workforce housing, commercial and retail space, and the Hudson City Market. The project will also rehabilitate part of the existing Center and replace much of the vast parking lot with new development. Public infrastructure improvements, such as lighting and sidewalks, will enhance walkability and density. With a total capital investment of \$402.5 million, the project is expected to create 500 full-time jobs and revitalize the underutilized site. The City of Southfield Brownfield Redevelopment Authority secured \$26 million in state tax capture, with additional local contributions bringing the city's total commitment to approximately \$49.3 million. Certified under MEDC's Redevelopment Ready Communities program, the project is a priority redevelopment site expected to spur future growth.

Henry Ford Providence Southfield Hospital is a leading healthcare facility providing comprehensive medical services to the community. As part of the Henry Ford health system, the hospital offers specialized care in areas such as cardiology, oncology, orthopedics, and women's health, along with advanced surgical and emergency services. It is recognized for its commitment to high-quality patient care, medical research, and education, serving as a teaching hospital for future healthcare professionals. The hospital plays a vital role in the region's healthcare network, ensuring access to essential medical treatments and innovative care solutions.

Oakland Community College (OCC) in Southfield is one of the five campuses of OCC, offering a wide range of academic programs, workforce training, and continuing education opportunities. The Southfield campus focuses on business, healthcare, and technical programs, preparing students for careers in high-demand fields. With modern facilities and dedicated faculty, OCC provides affordable, high-quality education and supports student success through tutoring, career services, and transfer pathways to four-year universities. CC has plans to expand facilities on the existing site to include a new public safety training center.



Historically Significant Architecture

Southfield, Michigan, is home to a rich collection of Mid-Century Modern architecture, reflecting the City's growth during the post-war boom of the 1950s and 1960s. Characterized by clean lines, open floor plans, and an emphasis on integrating indoor and outdoor spaces, Mid-Century Modern design shaped both residential and commercial developments in the area. Southfield's skyline, office buildings, and civic structures showcase the era's hallmark features, including expansive glass windows, flat roofs, and innovative uses of steel and concrete. Many prime examples of Southfield's Mid-Century Modern architecture can be found in the SDDA District.

Millennium Center

Opened in 1966 and designed by Ted Rogvoy, the Northland Theater featured a distinctive curving roof and seated nearly 1,500 patrons. Its first screening was Hitchcock's *Torn Curtain*. The auditorium was split into two in 1976, and AMC Theatres acquired and closed it in 1990. In the 1990s, Providence Hospital took ownership, later transferring it to the SDDA which restored the auditorium and used it for events, performances, and a classic movie series. The ADDA ceased operations in 2010, and today, the theater serves as a mixed-use venue and the home of the Southfield branch of Triumph Church.



AT&T Building

As Detroit's suburbs expanded in the 1950s, corporations began relocating from the city's core. Standard Oil (Amoco) was among the first major companies to move to Southfield, building a distinctive four-story, 95,038-square-foot office at Eight Mile and Northwestern Highway—the city's largest at the time. The design features three intersecting components and exterior light shades. In 1977, the Sandy Corporation took over the building, followed by Ameritech/AT&T years later.



The Former Reynolds Aluminum Regional Office

Celebrated for its modern, open design, it was dubbed "an ode to aluminum." Designed by Minoru Yamasaki, the building featured a central atrium, floating upper floors, a pyramid skylight, and reflecting ponds with water lilies. Gold anodized aluminum grills wrapped the upper floors, showcasing aluminum's versatility. Sold to Vic Tanny Health Clubs in 1984, the first floor was later expanded, and the ponds were removed.



Salvation Army

Allstate Insurance was among the first corporations to move to Southfield in 1955, settling near Northland. In 1967, it relocated to a larger building on Northwestern Highway west of Lahser Road. Kelly Services later expanded and occupied the space until 1989. Designed by Victor Gruen, the building features two cement and glass wings connected by a lobby with a butterfly roof portico. The building is now utilized as the regional headquarters for Salvation Army.



North Park Towers

The opening of North Park Towers introduced luxury and high-rise apartment living in Southfield, attracting affluent residents, including professionals, musicians, and athletes. Motown singer Diana Ross was among its notable residents. Developed by Hudson-Webber Realty and designed by architect Nate Levine, the complex offered upscale amenities such as valet parking, a concierge, and a beauty salon.



Northland Gardens Neighborhood

Although not within the District, the Northland Gardens neighborhood borders its southwestern edge. Developed between 1956 and 1976, the neighborhood features ranch-style homes that reflect the era's distinctive mid-century modern design, incorporating elements such as breezeways, awnings, and other architectural details. Many homes in Northland Gardens originally housed Motown Music stars, such as Smokey Robinson. Northland Gardens is also recognized on the National Register of Historic Places.

Preserving Southfield's Mid-Century Modern architecture is essential to maintaining the city's unique character and historical significance, even as some buildings remain vacant. Adaptive reuse and restoration efforts can help revitalize these structures, ensuring they continue to serve the community while honoring their architectural legacy. The District's unique architecture is a valuable asset that can be distinctly marketed to attract visitors and investors alike.



Streetlighting

Streetlighting plays a key role in creating a safe, accessible, and welcoming environment within the SDDA District. Proper lighting enhances visibility for pedestrians, cyclists, and drivers, reducing accidents and improving overall public safety. Well-lit streets also contribute to crime prevention by deterring unlawful activity and increasing the sense of security for residents and visitors. Beyond safety, streetlighting supports economic activity by making commercial areas more inviting after dark.

Streetlights within the SDDA District are powered by underground wiring, which provides a safer, more dependable, and durable alternative to overhead lines while also enhancing the visual appeal of the area. The streetlight locations are shown in the Lighting Infrastructure Location Map along 9 Mile Road, Providence Drive, North Park Drive, Northwestern Highway, and Northland Drive (west of Northwestern Highway). Additionally, although outside the SDDA District boundary, Greenfield Road is also equipped with street lighting.

Areas that lack street lighting include J. L. Hudson Drive, Northland Drive (east of Northwestern Highway), and Northland Park Court. The addition of streetlights, especially along J. L. Hudson drive will be important to consider as the former Northland Center is redeveloped into a more pedestrian centric economic hub.

Pavement Condition

Pavement Condition is measured using the PASER (Pavement Surface Evaluation and Rating) system which classifies conditions into 10 categories. Below is a brief summary of each category:

- » **10 (Excellent):** Newly constructed or resurfaced pavement with no visible distress.
- » **9 (Very Good):** Like-new condition with only minor signs of wear.
- » **8 (Good):** Slight surface wear but no significant cracks or deterioration. Requires only routine maintenance.
- » **7 (Fair-Good):** Minor surface aging with slight cracks that may require sealing.
- » **6 (Fair):** Moderate surface wear with early signs of distress, such as shallow cracking or minor rutting. Preventive treatments like seal coating or minor patching may be needed.
- » **5 (Marginal):** Surface deterioration is more visible, with cracks spreading. May require more extensive maintenance, such as patching and overlay treatments.
- » **4 (Poor-Fair):** Severe surface distress, including extensive cracking and minor potholes. Requires significant patching or resurfacing.
- » **3 (Poor):** Deep cracks, potholes, and structural failures. Pavement may no longer be stable and needs major rehabilitation.
- » **2 (Very Poor):** Extensive failure with large potholes and deep cracks. Temporary repairs may no longer be effective, requiring major reconstruction.
- » **1 (Failed):** Pavement is completely deteriorated, unsafe for travel, and in need of full reconstruction.

The **Pavement Condition Map** shows the PASER data for 2024 within the SDDA District, with category 6 and 7 combined and 3 and 4 combined due to similarities in rating. North Park Drive and Forest Winter Drive are the highest rated roads classified as excellent. Providence Drive and the eastern portion of Northland Drive are also rated highly with very good and good classifications.

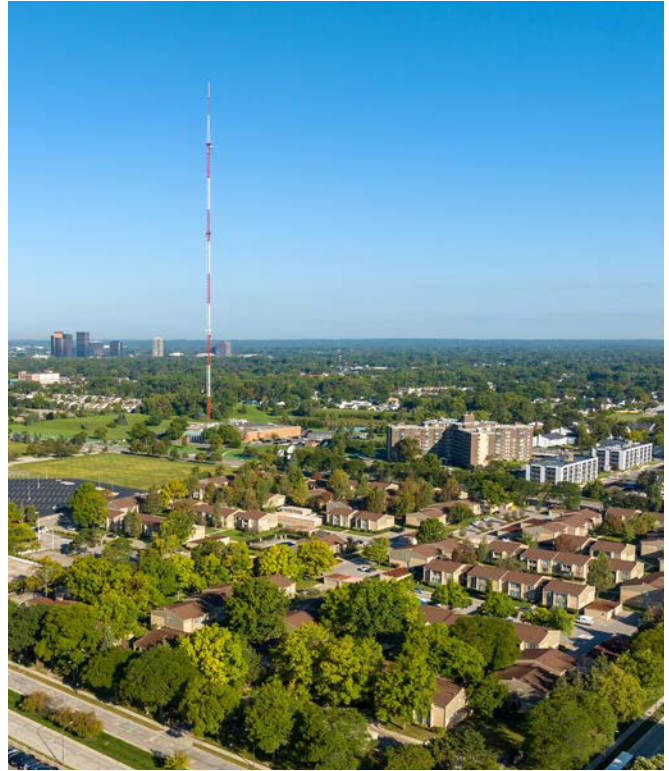
J. L. Hudson Drive is the most distressed road, with the entirety rated as failed. Rutland Avenue also has a section that is classified as failed. These roads should be the highest priority for improvement, particularly given the proximity to new developments.



Tree Canopy

The natural features within the SDDA District are primarily limited to tree cover. There are no wetlands or bodies of water, aside from a drain running along Northwestern Highway and stormwater infrastructure. The Tree Coverage Map illustrates the distribution of the tree canopy, which is predominantly concentrated along roadways within the District. Notably, North Park Drive, J. L. Hudson Drive, Providence Drive, and Northend Drive have tree-lined streets. Additionally, the residential developments in the northern section of the District contain a relatively high amount of vegetation.

However, most lots within the SDDA District have limited tree coverage, as they are highly developed with a majority of the area covered by impervious surfaces. Enhancing tree coverage or implementing tree programming within the SDDA District would provide numerous benefits, including improved air quality, reduced urban heat, and enhanced aesthetic appeal. Increased tree canopy can also help manage stormwater runoff by reducing the impact of impervious surfaces, while creating a more inviting and pedestrian-friendly environment.



Impervious Surfaces and Parking

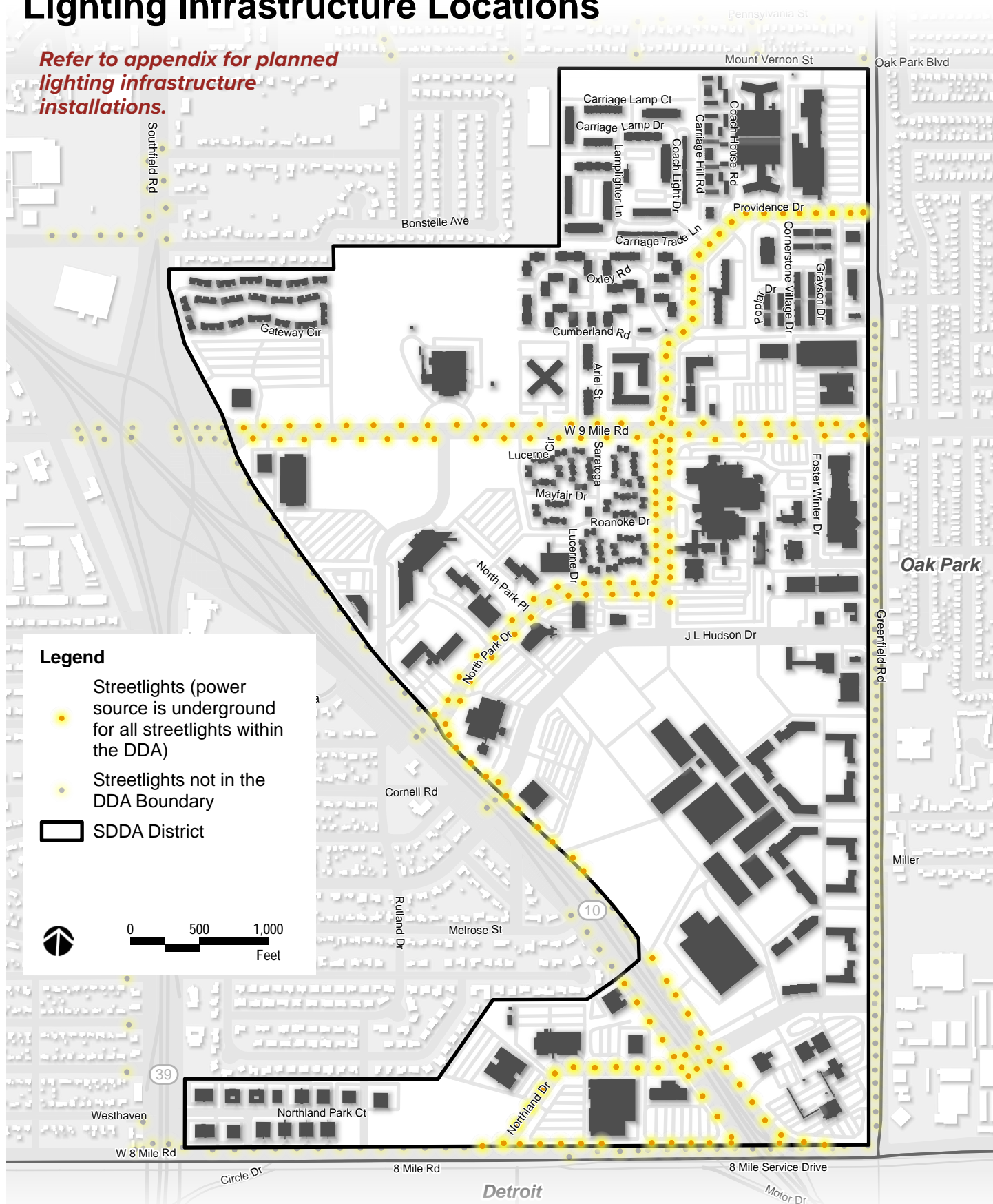
The SDDA District is almost entirely developed with buildings, roadways, and parking infrastructure. The Impervious Surface Coverage Map shows the impervious surfaces within the District. The former Northland Center site includes a vast expanse of parking surrounding the former center. Likewise, many buildings in the SDDA District are surrounded by expansive parking lots, which limit the amount of permeable surface. These lots are often underutilized, presenting an opportunity to assess actual parking demand and convert excess paved areas into permeable spaces. Parking structures should be evaluated for use and suitability and removed where appropriate.

Reducing impervious surfaces is essential for managing stormwater, as it helps prevent flooding, erosion, and sewer system overflows by allowing water to naturally infiltrate the ground. It also improves water quality by filtering pollutants before they reach waterways and replenishes groundwater supplies critical for drinking water and ecosystems. Additionally, minimizing impervious surfaces helps reduce the urban heat island effect, creating cooler and more sustainable communities.

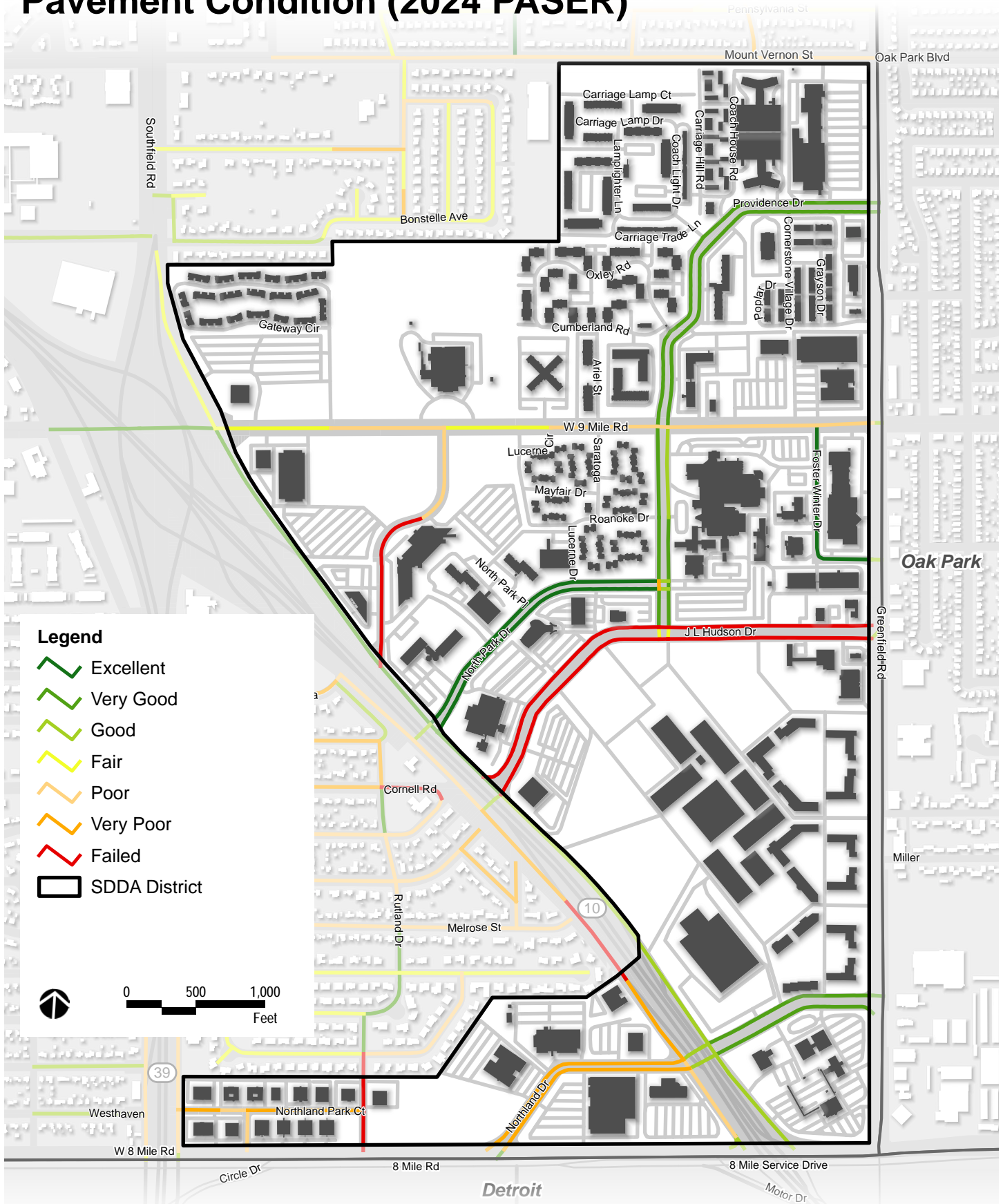


Lighting Infrastructure Locations

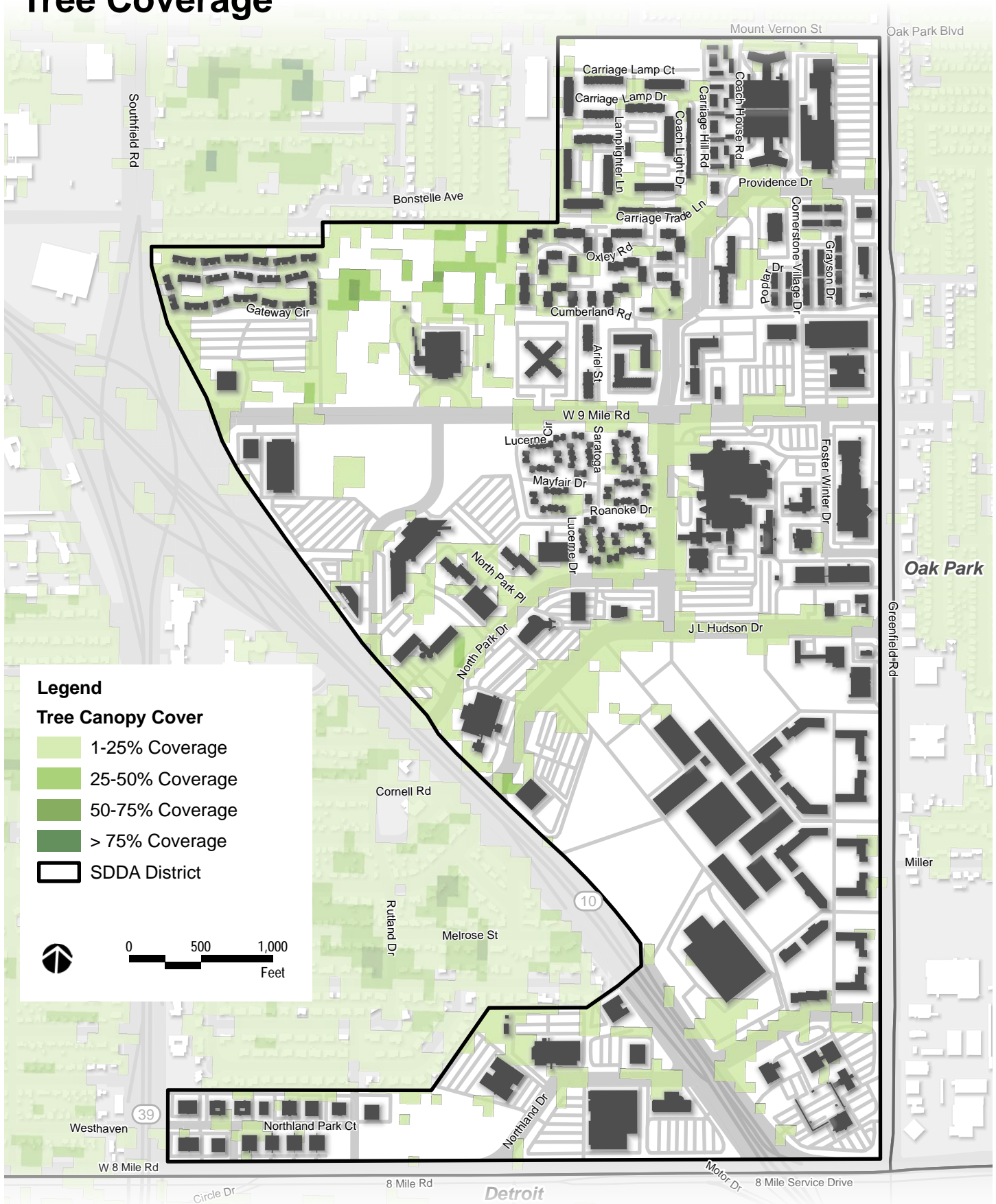
Refer to appendix for planned lighting infrastructure installations.



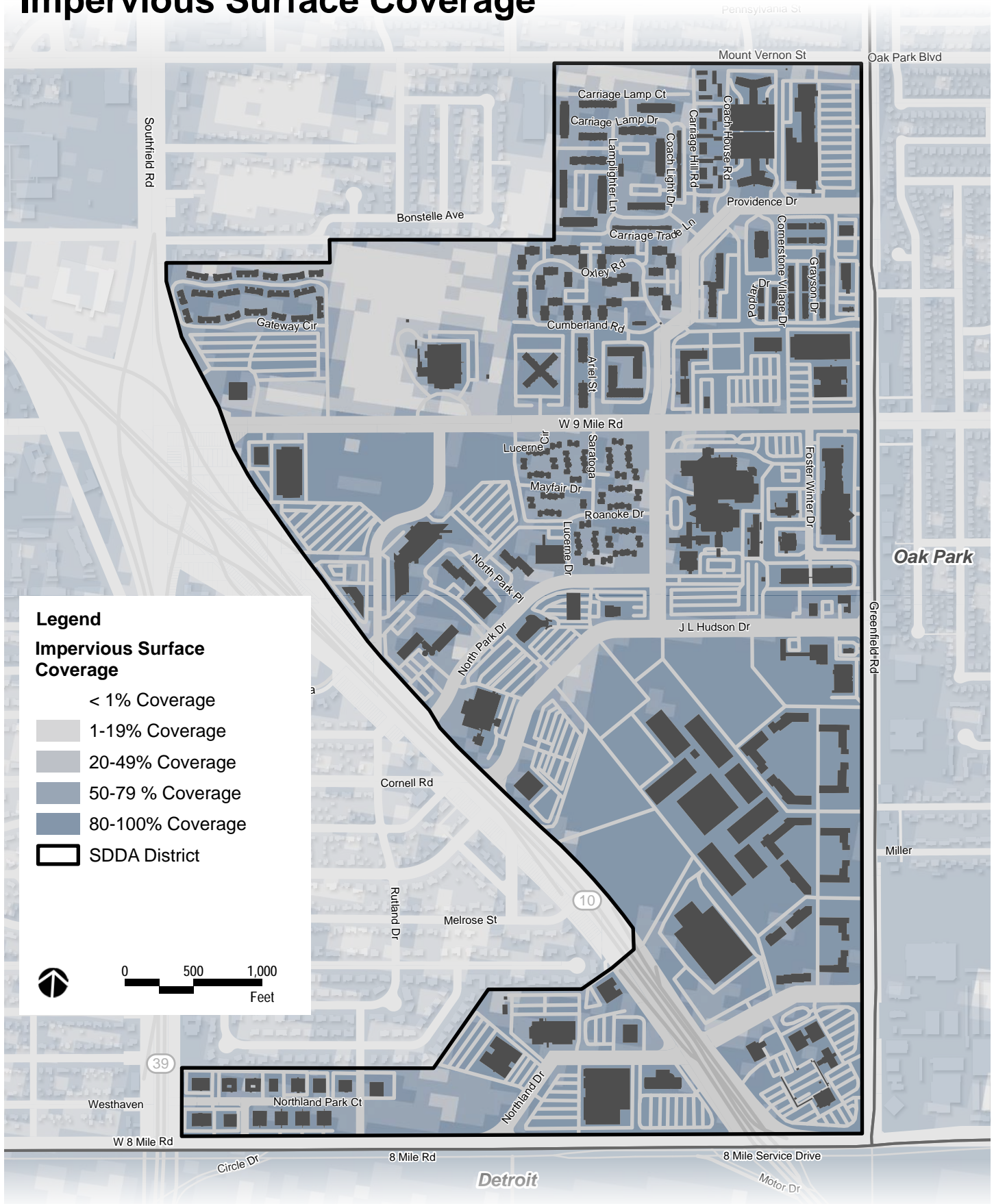
Pavement Condition (2024 PASER)



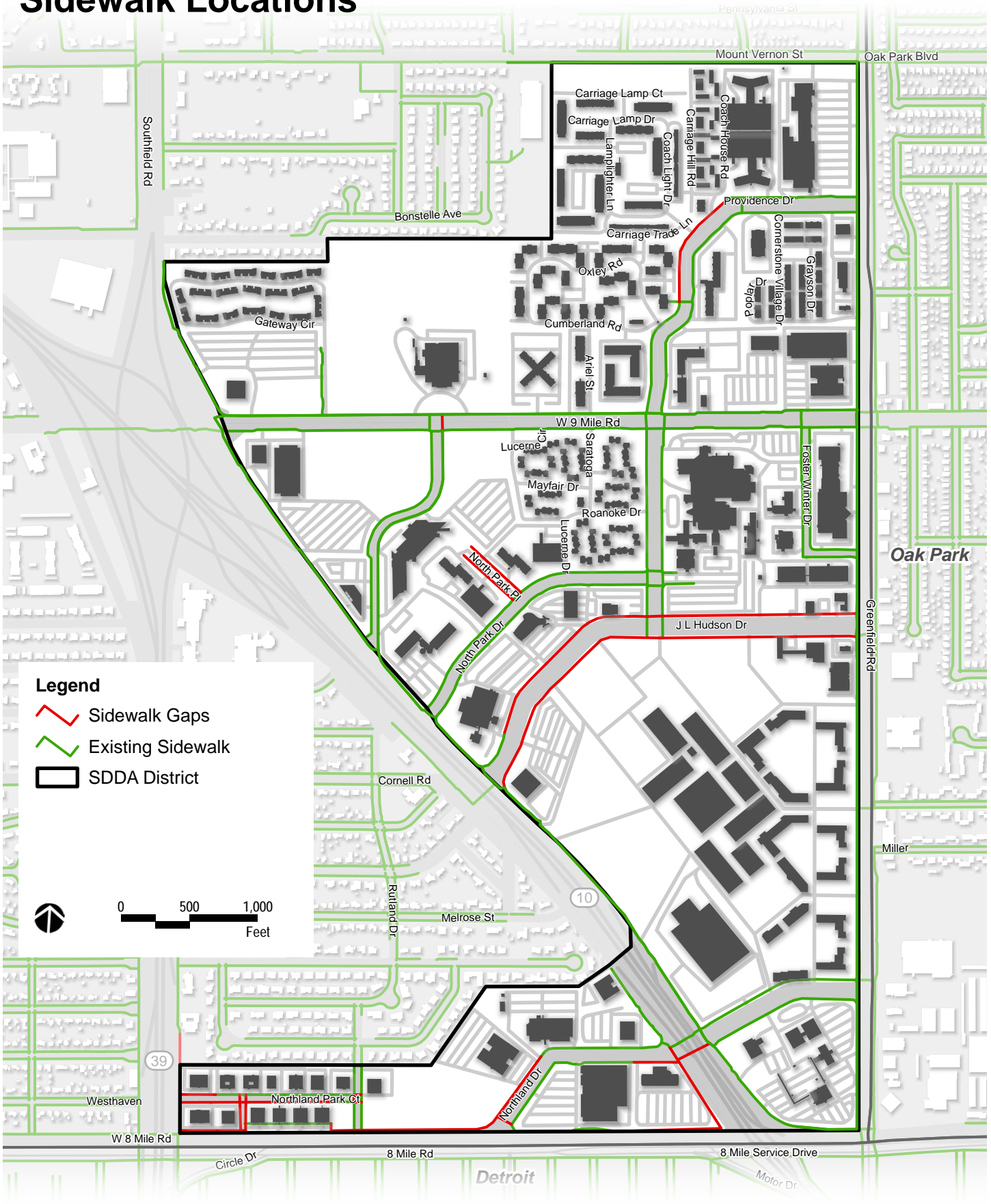
Tree Coverage



Impervious Surface Coverage



Sidewalk Locations





TRANSPORTATION AND CONNECTIVITY

A connected and safe transportation network supports accessibility, economic growth, and community well-being. Roads, public transit, sidewalks, and bike paths shape daily life by enabling mobility, linking people to jobs and services, and fostering inclusive, livable communities. Prioritizing safety in transportation design ensures that all users, including pedestrians, cyclists, and children, can travel securely and confidently.

The SDDA District is served by several public streets and highways, including:

- » Southfield Freeway (M-39) and Northwestern Highway (M-10), along with their service drives
- » Eight Mile Road (M-102), both east and west of M-10
- » Greenfield Road, Nine Mile Road, and Rutland Road, with sections located north and south of M-10
- » J.L. Hudson Drive, Providence Drive, Northland Drive (both east and west of M-10), North Park Drive, Foster Winter Drive, and Northland Park Court

Additionally, North Park Place is a private road situated between the buildings of the North Park Place apartments. Other private roads are located within various condominium complexes throughout the Development Area.

Sidewalks

A well-designed sidewalk includes sufficient width to accommodate pedestrians, smooth and durable surfaces, and accessible curb ramps for people with disabilities. It should have clear separation from vehicle traffic through buffers like landscaping or street furniture, ensuring safety and comfort. Proper lighting enhances visibility, while features like benches, shade trees, and wayfinding signs improve walkability. Crosswalks, traffic calming measures, and well-placed pedestrian signals further support safe and efficient movement. A well-planned sidewalk network prioritizes connectivity, ensuring access to key destinations such as schools, transit stops, and community spaces.

The **Sidewalk Locations Map** highlights existing sidewalks and gaps within the SDDA District. Overall, the District has a well-connected sidewalk network, with sidewalks and crosswalks on both sides of most main streets. It also maintains fairly strong connections to neighboring municipalities and areas outside the District. However, J. L. Hudson Drive lacks sidewalks on both sides, despite being a key roadway. Additionally, the southwestern portion of the District has notable gaps in the sidewalk network.

J. L. Hudson Road will likely require significant roadway repairs, creating an opportunity to add sidewalks and crossings to improve pedestrian access and connectivity. While filling sidewalk gaps is essential, maintaining existing sidewalks is equally important to ensure safety and accessibility. Investing in both new and well-maintained pedestrian infrastructure will enhance mobility, encourage walkability, and create a safer, more connected District.

Pathways

Existing and Planned Non-Motorized Shared-Use Pathways

Legend

- Existing Non-Motorized Shared-Use Pathways
- Future Non-Motorized Shared-Use Pathways
- Sidewalk Path
- City Centre Bike Trail
- Northland City Centre Trail
- 9 Line
- SDDA District

0 500 1,000 Feet

North

Southfield Rd, Bonstelle Ave, Gateway Cir, Carriage Lamp Ct, Carriage Lamp Dr, Carriage Hill Rd, Coach Light Dr, Coach House Rd, Providence Dr, Cornestone Village Dr, Grayson Dr, Carriage Trade Ln, Oxley Rd, Cumberland Rd, Ariel St, W 9 Mile Rd, Lucerne Ct, Saratoga, Mayfair Dr, Roanoke Dr, North Park Pl, North Park Dr, J L Hudson Dr, Foster Winter Dr, Oak Park Blvd, Greenfield Rd, Miller, Northland Dr, Melrose St, Rutland Dr, Cornell Rd, Northland Park Ct, W 8 Mile Rd, Circle Dr, 8 Mile Rd, 8 Mile Service Drive, Motor Dr, Westhaven, Detroit

Existing and Planned Trails

Within the SDDA District there are a couple existing multi-use paths, with plans for several more. These paths offer connectivity both within the District, but also to regional connections. A multi-use path is designed for walking, cycling, running, or other recreational activities. It differs from sidewalks as they are intended for a mix of non-motorized transportation, not just pedestrians. Multi-use paths allow for a greater range of non-motorized transportation, whether for recreation or to reach a destination, which improves the connectivity and accessibility of the District.

The **Existing and Planned Trails Map** shows the non-motorized transportation system in the SDDA District. The existing trails are limited to a section along Northwestern Highway from North Park Drive to Rutland Avenue and on Northland Drive from Northwestern Highway to Greenfield Road. Multi-Use Paths are proposed in several locations throughout the District along 9 Mile Road, Rutland Avenue, Northwestern Highway, J. L. Hudson Drive, Northland Drive, and 8 Mile Road. In addition, a sidewalk path is proposed along Greenfield Road to connect the multi-use paths looping around the former Northland Mall. This sidewalk path may be widened in the future to accommodate a range of non-motorized users.

There are also existing and planned regional connections within the SDDA District. The Northland City Centre Trail circles the former Northland Mall and connects to the City Centre Bike Trail. While this connection is not fully complete, it will offer connectivity to the Municipal Campus via the City Centre Bike Trail. Another regional trail that bisects the SDDA District is the 9 Mile Greenway Corridor which spans from Farmington Hills to Hazel Park. A multi-use trail is planned for the section of 9 Mile Road within the SDDA District.

The existing and planned trails provide connectivity to the City of Southfield's parks and open space as well as regional recreation opportunities. The City of Southfield offers greenspace to the North and West of the district as can be found in the [Parks and Recreation Plan](#).

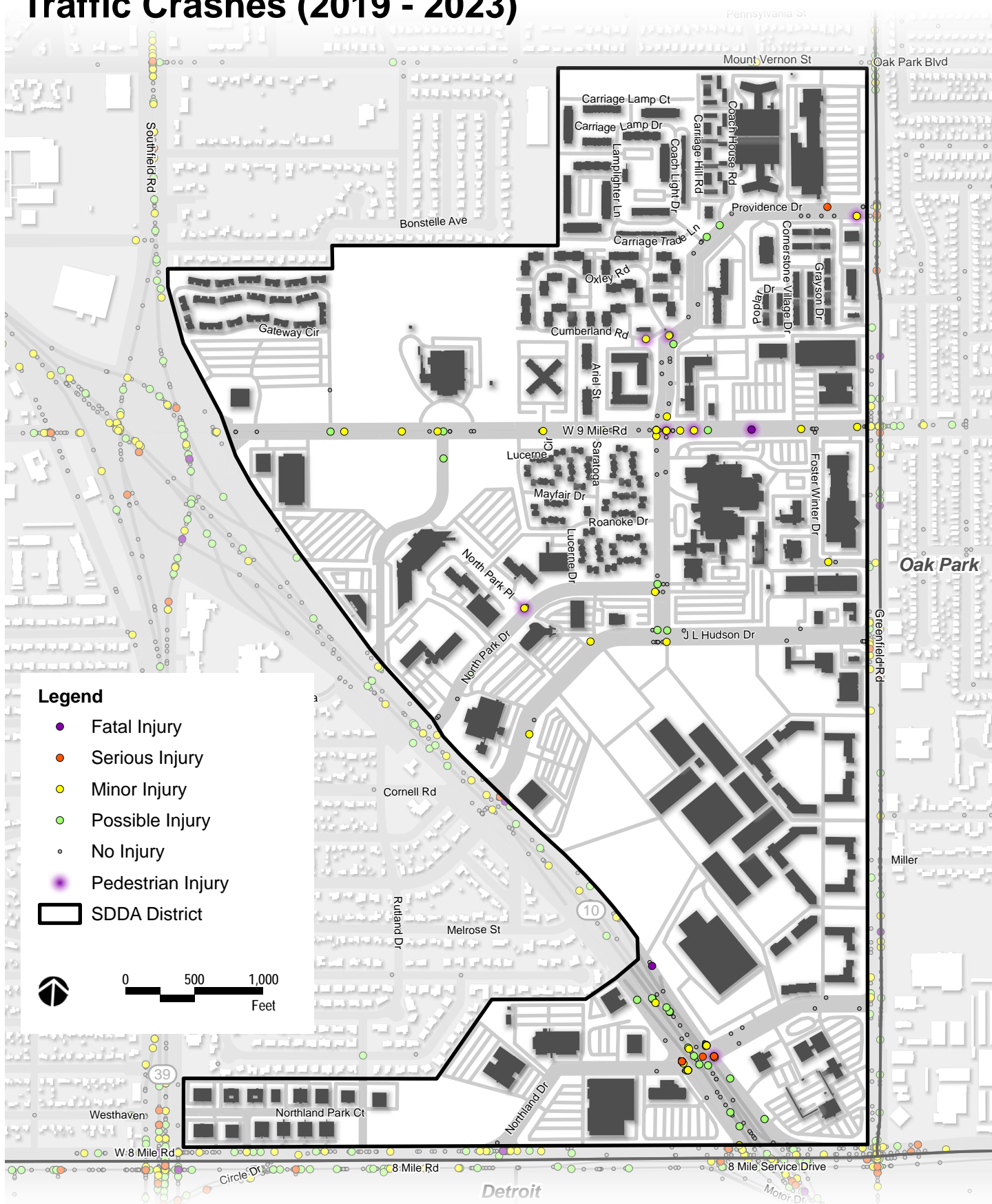
Traffic Crashes

Analyzing the locations of traffic crashes, especially high-severity incidents, is important for identifying safety concerns and planning targeted improvements. Understanding crash patterns helps prioritize areas for additional safety measures such as enhanced crosswalks, traffic calming strategies, improved lighting, and updated signage. Proactively addressing these high-risk locations can reduce accidents, improve pedestrian and cyclist safety, and create a more secure transportation network for all users.

From 2019 to 2023, 279 crashes occurred within the SDDA District as shown on the Traffic Crashes Map. Of these, only two were fatal and only four were serious injury crashes. These severe crashes occurred along major roads such as 9 Mile Road and Northwestern Highway. Although, one severe crash occurred on Providence Drive near Greenfield Road due to alcohol or drug impairment.

Another pattern shown on the map is crashes that involved a pedestrian. These crashes may be indicative of pedestrian improvements such as improved crossings. In general, the eight pedestrian crashes within the District are crashes that resulted in minor injury, however two resulted in serious or fatal injury. A fatal injury occurred on 9 Mile Road between Providence Drive and Foster Winter Drive. There were no adverse conditions that impacted the crash, no alcohol or drug usage, and it was daytime, therefore this crash may be due to the roadway speeds and improper pedestrian crossing. This crash may also highlight the need for pedestrian mid-block crossings or higher visibility crossings. The serious pedestrian injury crash occurred at the intersection of Northland Drive and Northwestern Highway under clear conditions—no adverse weather, drug or alcohol involvement, and during daylight hours. This intersection also experiences frequent vehicle crashes, highlighting the need to assess its safety and explore potential improvements for both pedestrians and motorists.

Traffic Crashes (2019 - 2023)





Transit

The Suburban Mobility Authority for Regional Transportation (SMART) is the primary public transit provider for Southeast Michigan, serving Oakland, Macomb, and Wayne counties. SMART offers a network of fixed-route buses, connector services, and paratransit options, providing essential transportation for residents, workers, and visitors. By linking communities to employment centers, educational institutions, healthcare facilities, and shopping districts, SMART plays a critical role in regional mobility.

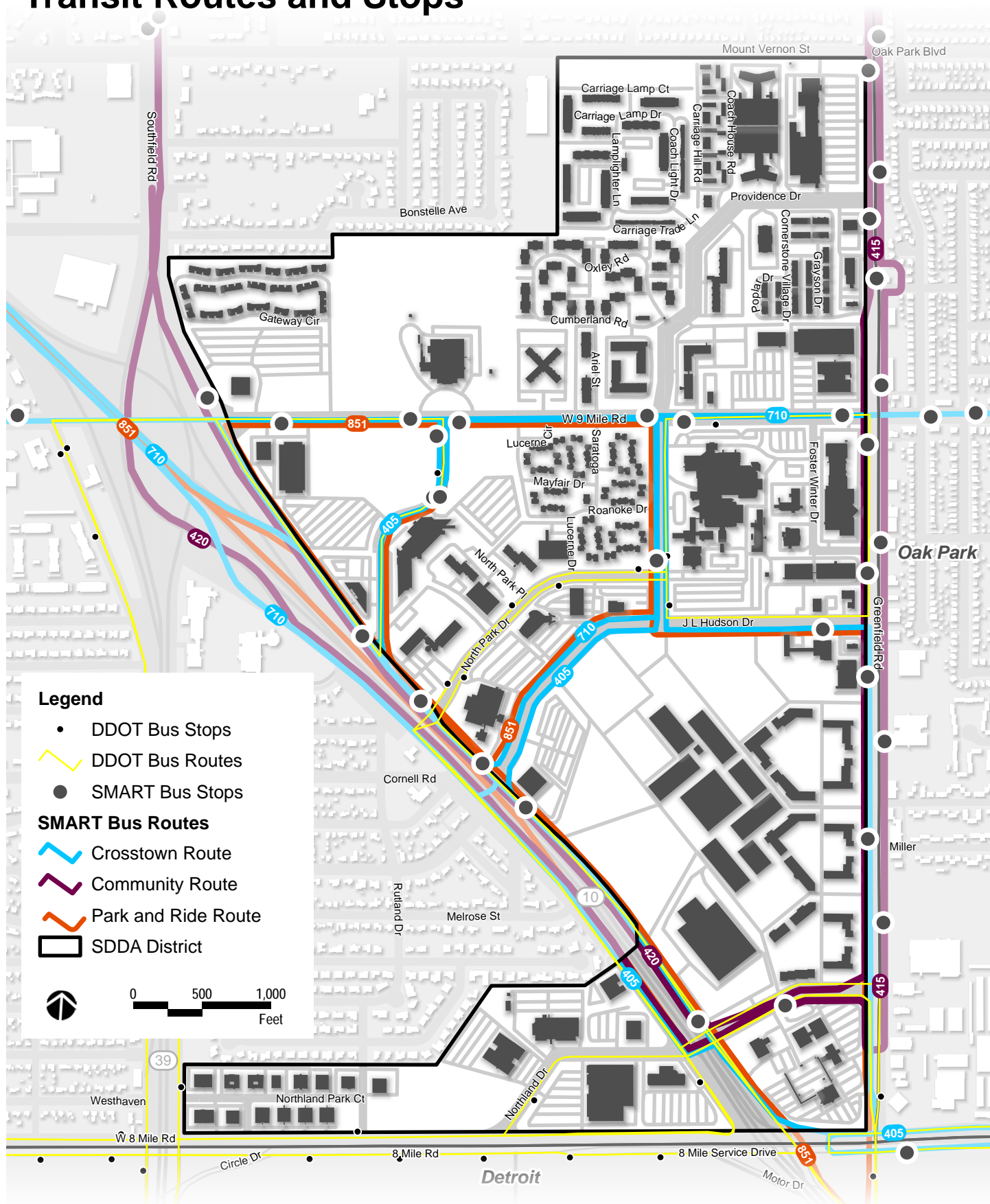
Several fixed-route SMART routes connect the SDDA District to neighboring communities and areas. Routes include:

| | |
|-----------------------------|--|
| Crosstown Routes | <ul style="list-style-type: none"> » 405, which connects Detroit to West Bloomfield, roughly following Northwestern Highway. » 710, which connects Grosse Pointe Farms to Southfield along 9 Mile Road. |
| Community Routes | <ul style="list-style-type: none"> » 415, which connects Southfield to Birmingham, roughly following Greenfield Road. » 420, which connects Southfield to Birmingham, roughly following Southfield Road. |
| Park and Ride Routes | <ul style="list-style-type: none"> » 851, which connects Detroit to West Bloomfield, roughly following Northwestern Highway. |

The Detroit Department of Transportation (DDOT) also provides access to the District. As shown on Transit Stops and Routes Map DDOT service includes 8 Mile, portions of Northwestern Highway, J L Hudson, Northland Drive, 9 Mile, and Greenfield.

There are also transit stops at regular intervals along the routes in the SDDA. It is recommended that bus stops be regularly maintained to ensure they remain safe, accessible, and comfortable for all riders, including those with disabilities. This includes providing clear signage, shelters, seating, and prompt snow removal to enhance the overall transit experience and encourage ridership.

Transit Routes and Stops



ECONOMIC DEVELOPMENT

The Southfield Downtown Development Authority (SDDA) District plays a significant role in the local and regional economy, serving as a key center for office, retail, and multifamily residential activity. The district's economic health is shaped by evolving trends in commercial real estate, shifting demands for office space, retail market conditions, and the supply and affordability of housing. Understanding these dynamics is critical to shaping policies and initiatives that support sustainable economic growth in the SDDA District. The economic trends that affect the District do not exist in isolation and therefore to understand the full scope of the market realities an analysis of how the District relates to the larger Southfield and Metro-Detroit markets is necessary.

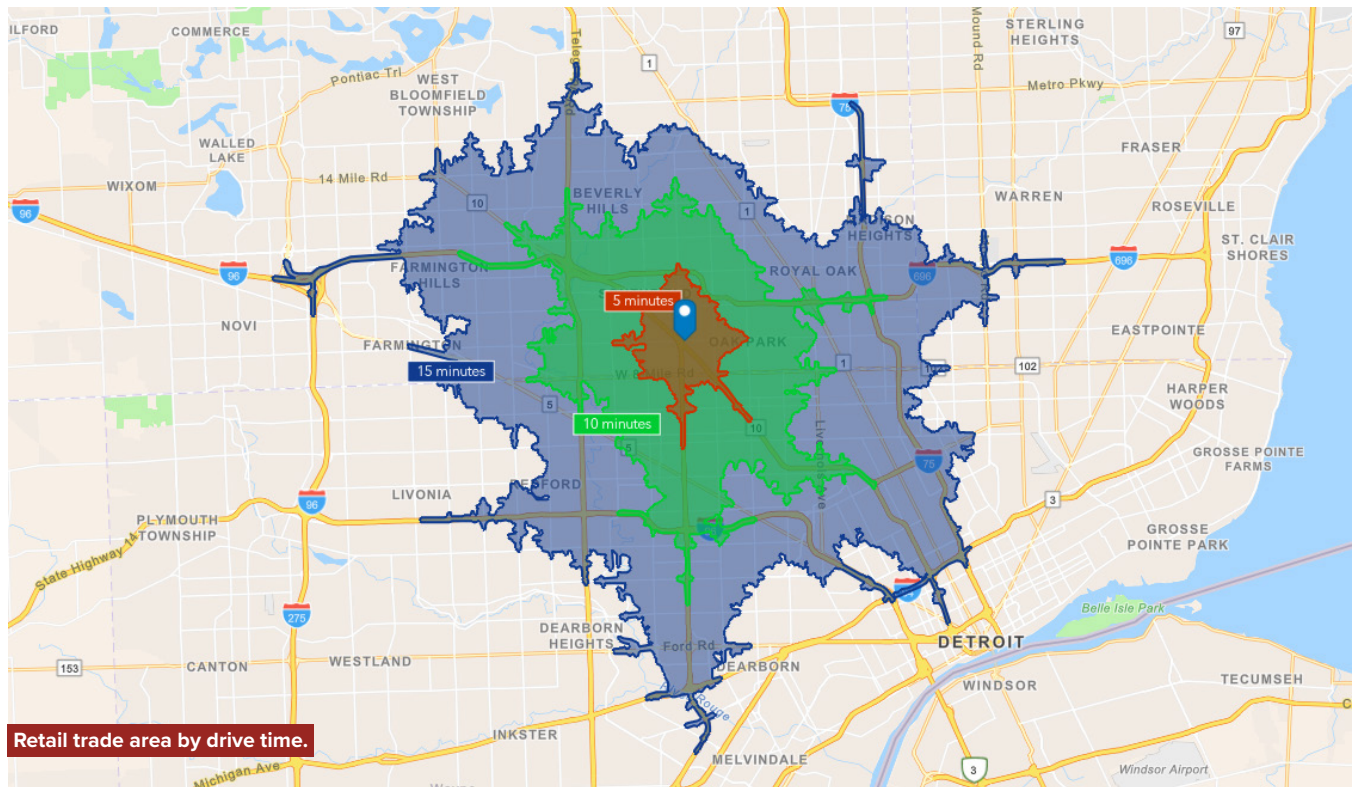
Residential

The Southfield multifamily housing market remains stable, with a vacancy rate of 6.5% as of the first quarter of 2025. The submarket has historically maintained strong demand, with vacancy rates hovering around a five-year average of 6.0% and a ten-year average of 5.4%. The combination of relatively low vacancy and steady rent growth suggests that demand remains strong for quality housing in Southfield. Future development opportunities exist in creating more modern, high-quality rental units to attract a diverse range of residents. The residential communities within the District enjoy high occupancy and remain affordable for the surrounding area. Coupling the existing housing with the planned construction in the Northland Center will create a dynamic combination of housing choices, strengthening the overall residential market within the SDDA.

Office

With almost 2 million square feet of office space within the District understanding current market realities and trends will be key to achieving an active and thriving District. Similar to national trends, the Southfield office market continues to face challenges as vacancy rates remain elevated. As of early 2025, the vacancy rate in Southfield's office sector increased to 24.5%, marking over two years of increased vacancy. The ongoing lack of tenant demand has resulted in an office availability rate nearing 30%, nearly double the average rate for the greater Detroit area. The most significant vacancy increases have occurred in the higher end properties, which saw a dramatic rise to 33.3% vacancy over the past year. In contrast, older and lower rent office spaces have shown relative resilience, with vacancy rates dropping to 10.4%. Despite these challenges, average office rents in Southfield have remained relatively stable.

This trend may be caused by businesses, especially small and mid-sized companies, prioritizing cost-effective spaces to accommodate hybrid work models and shifting needs of office space. Additionally, some industries still require in-person office space, particularly those in professional services, healthcare, and logistics. Given that many of the office spaces available in the District can be characterized as cost-effective, adaptable space there is opportunity within the market to leverage this current structural strength.



Retail

The retail sector in Metro-Detroit and nationwide has faced significant shifts, in Southfield vacancy rates for retail spaces has risen to 14.4% as of early 2025. This marks a sharp increase from the five-year average of 8.8% and the ten-year average of 6.8%. The retail sector has struggled to keep pace with changing consumer behaviors, particularly large centers with big-box anchors have seen the most significant rise in vacancy. By contrast, both strip centers and neighborhood stores maintain lower vacancies. Despite these challenges, retail rents in Southfield have remained strong, growing 4.1% year over year, with rent growth outperforming the Metro-Detroit average.

The current retail spaces within the District enjoy a high occupancy rate, and the addition of Costco is a regional retail destination. Therefore, retail pressures have not seemed to affect the SDDA in the same way as the rest of Southfield. The emphasis on mixed-use and placemaking within the Northland Center redevelopment aligns with current retail trends and consumer demand.

Population and Consumer Demand

The SDDA boundaries include approximately 4,000 residents and over 2,200 households. A majority of these households are single individuals, with families making up a smaller proportion of the total population. These residents represent the most direct market for businesses within the District and an important audience for SDDA events and programming. Retail demand data for the residents within the District suggest that there are market potential from this population for restaurants and clothing and shoe stores. However, generally the spending power for households in the District is lower than the rest of the region.

Because of its location along multiple major freeways and thoroughfares the regional market potential for the SDDA is significant with almost 700,000 people within a 15-minute drive of the District. Within this market the industries expected to experience the most significant growth, include entertainment and recreation, dining, and apparel. As the SDDA increases its visibility in the region and grows as a regional destination understanding these trends will attract and assist business owners to capture their portion of the market.

Conclusion

The Southfield DDA Strategic Plan 2025–2030 charts a bold and actionable path forward, rooted in a shared vision for a vibrant, accessible, and economically dynamic district. Building on years of momentum, this plan centers the SDDA as a catalyst for transformation—leveraging its assets, partnerships, and recent successes, most notably the redevelopment of Northland City Center, to ignite growth throughout the corridor.

This plan is not a static document—it is a living guide, shaped by community voices and grounded in four strategic pillars: Marketing and Communication, Infrastructure, Design and Aesthetics, and Development and Redevelopment. These focus areas serve as the framework for a coordinated, district-wide revitalization strategy.

In Marketing and Communication, the SDDA is committed to elevating the district's profile through improved digital platforms, strategic branding, and targeted campaigns. Tactics such as a refreshed website, increased social media presence, and business promotion programs will foster a stronger identity and make it easier for stakeholders to engage with opportunities in the district. These tools are designed to build community pride, attract visitors, and support business retention and recruitment.

In the area of Infrastructure, the Plan prioritizes walkability, green infrastructure, and public amenities. Key initiatives include sidewalk gap infill, expanded trail networks like the Nine Line, tree planting programs, and transit improvements. These projects will improve accessibility, safety, and environmental sustainability while enhancing the physical experience of the district for residents and visitors alike.

Design and Aesthetics strategies aim to transform the visual character of the district. Through façade improvements, public art installations, signage enhancements, and streetscaping, the SDDA will create a cohesive, attractive, and welcoming environment. These efforts will reflect Southfield's unique identity and encourage further private investment in the built environment.

In the realm of Development and Redevelopment, the SDDA seeks to unlock the district's economic potential by streamlining processes and aligning incentives with priority projects. The redevelopment of Northland City Center is the keystone of this approach—serving not only as a transformative mixed-use destination but also as a high-impact demonstration of what's possible when vision, policy, and partnership align. Adjacent and underutilized sites will be positioned for redevelopment through proactive outreach, developer engagement events, and cross-sector collaboration.

By aligning public and private investment, embracing placemaking, and promoting connectivity—whether through trailways, transit, or digital engagement—the SDDA is positioned to lead a new era of reinvention. The vision laid out in this plan is aspirational, but it is also deeply practical. With continued collaboration, transparent leadership, and a commitment to equity and innovation, the Southfield DDA will transform its District into a model of inclusive, sustainable urban redevelopment for the Metro Detroit region.

Appendix

Links of Interest:

Cable 15: <https://www.cityofsouthfield.com/departments/cable-15>

Detroit Department of Transportation: <https://detroitmi.gov/departments/detroit-department-transportation>

Contour Companies: <https://contourcompanies.com/>

Eight Mile Boulevard Association: <https://eightmile.org/>

City of Southfield: <https://www.cityofsouthfield.com/>

Henry Ford Health System: <https://www.henryford.com/locations/providence-southfield-hospital>

League of Michigan Bicyclists: <https://lmb.org/>

Main Street Oakland County: <https://www.oakgov.com/community/community-development/main-street-oakland-county>

MSU Extension - Native Plants and Ecosystem Services: https://www.canr.msu.edu/nativeplants/plant_facts/local_info/south_lower_peninsula

Oakland County: <https://www.oakgov.com/>

Oakland Community College: <https://www.oaklandcc.edu/>

Oakland Thrive: <https://oaklandthrive.org/>

SMART: <https://www.smartbus.org/>

Southfield Centropolis Accelerator: <https://www.centropolisaccelerator.com/>

Southfield Chamber of Commerce: <https://www.southfieldchamber.com/>

Southfield DDA Development and TIF Plan: <https://drive.google.com/file/d/1tg0Yp2PocKZm2vcfQdFwBAhKQrmBuKRD/view>

Southfield Master Plan: https://www.cityofsouthfield.com/sites/default/files/2022-12/Southfield%20MP%202022%20Master%20Plan%20-%20FINAL%2012-05-2022%20with%2011x17%20maps_0.pdf

Southfield Non-Profit Housing Corporation: <https://snhc.org/>

Southfield Parks and Recreation Plan: https://www.cityofsouthfield.com/sites/default/files/2022-03/FINAL_Southfield_plan.pdf

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