



SOUTHFIELD CITY CENTRE VISION & REDEVELOPMENT PLAN

ADOPTED NOVEMBER 21, 2016

Acknowledgments

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The Honorable Kenson J. Siver

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CITY OF SOUTHFIELD
RESOLUTION OF SUPPORT

WHEREAS: Southfield is in need of a centrally located pedestrian-friendly mixed-use development in the heart of the Southfield City Centre district to help attract and retain professionals, to create and maintain a “sense of place” and to spur economic development.

WHEREAS: In February 2016, the City of Southfield initiated a process to create a redevelopment vision plan for the approximately 8.15 acre City owned site, located at the northwest corner of Evergreen Road and Civic Center Drive; and,

WHEREAS: This process was a partnership between the City of Southfield and the Southfield City Centre Advisory Board; and,

WHEREAS: The redevelopment plan and strategy is technically informed by a thorough analysis of the existing conditions and circulation patterns in and around the site; a review of current and past plans, studies and recent development; review of case studies and development best practices of successful mixed-use town centers as they relate to housing, retail, open space, infrastructure and transportation; and an assessment of the market conditions and development potential in the effective market area; and,

WHEREAS: Key stakeholders, community residents, City staff, and elected officials were engaged throughout the process to share their ideas and aspirations and to gather local knowledge about the opportunities, challenges and expectations for the redevelopment of this strategically located site; and,

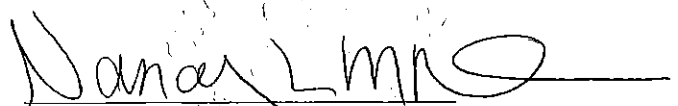
WHEREAS: The Southfield City Centre Vision & Concept Redevelopment Plan is consistent with the *Sustainable Southfield* Master Plan.

BE IT RESOLVED: That Council does hereby adopt the final **Southfield City Centre Vision Concept & Redevelopment Plan**, dated November 21, 2016.

FURTHER BE IT RESOLVED: The Council directs the City Planner and Planning Commission to prepare a sub-area plan and Overlay Development District for the subject site(s).

I, Nancy L.M. Banks, the duly elected and qualified City Clerk of the City of Southfield, County of Oakland, State of Michigan, do hereby certify that the foregoing resolution was adopted by the Southfield City Council at their Regular Council Meeting held on Monday, November 21, 2016 in the Council Chambers of the Municipal Building, 26000 Evergreen Road, Southfield, Michigan.

Date: November 22, 2016

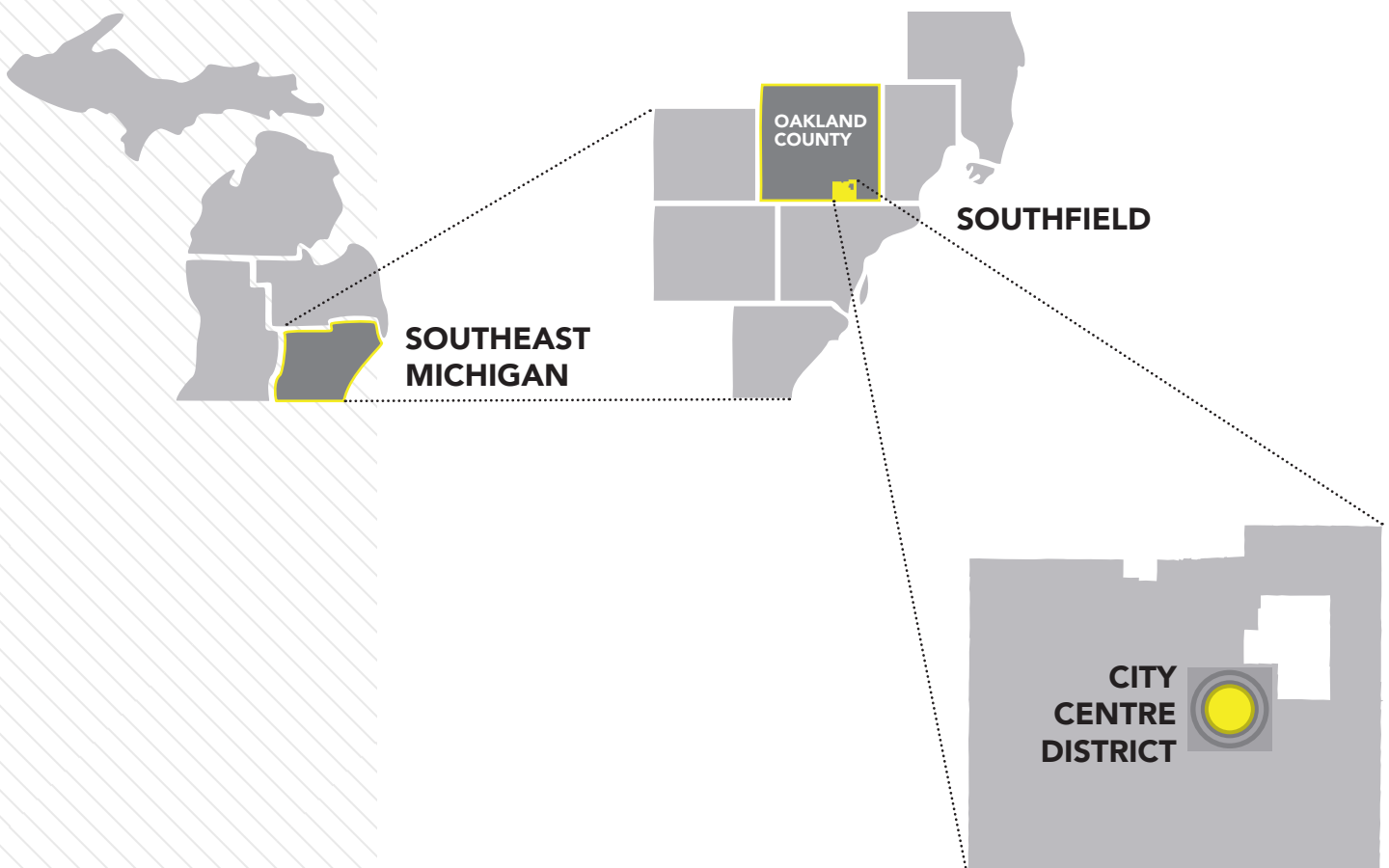

Nancy L.M. Banks, MMC
City Clerk

INTRODUCTION

Purpose of the Plan

Southfield is in need of a centrally located pedestrian-friendly mixed-use development in the heart of the Southfield City Centre district to help attract and retain professionals, to create and maintain a “sense of place”, and to spur economic development.

As envisioned by the City, this plan is intended to set the vision for the development of the property by: identifying market potential for the site, providing a set of design guidelines and imperatives for the site’s development, and offering an illustrative vision of the site’s full potential.



Planning Process

The planning process for the Southfield City Centre redevelopment site began in December 2015 and continued through the end of 2016. The planning process, led by the Hamilton Anderson Associates and Gibbs Planning Group consultant team and overseen by the City Planning Department team and City Council, consisted of three phases:

RESEARCH AND EXISTING CONDITIONS

- Retail and residential market analyses to understand the demographic and socioeconomic makeup of the community and the associated preferences and demand for retail and housing types.
- A review of current and past plans, studies, and recent development, including a major focus on streetscape improvements and pedestrian enhancements throughout the district, especially along the Evergreen Road corridor.
- Site visits and examination of the physical environment to assess local traffic and circulation patterns, adjacent uses and daily activity in the district, parking resources, and the quality of the pedestrian environment.
- Case studies and development of best practices of successful mixed-use town centers as it relates to housing, retail, open space, infrastructure, and transportation.
- Stakeholder engagement sessions including a visual preference survey, a SWOT analysis, and a visioning session designed to gather local knowledge about the opportunities, challenges, and expectations for the site.

PRELIMINARY CONCEPT PLAN

- A vision and strategies for realizing the vision based upon stakeholder input and best practices.
- Preliminary concept design for achieving the vision and balancing market demand with desired outcomes.
- Presentations of preliminary concept designs to City Council for feedback at public meetings.

FINAL PLAN AND RECOMMENDATIONS

- A refined concept design and recommendations in response to input from the previous phase.
- A presentation of the final concept design to City Council and confirmation of the vision and design imperatives for future development.
- Final plan document for submission to City Council for adoption.

The stakeholder sessions throughout the planning process were integral to the development of a common vision and imperatives for achieving that vision. This plan has been vetted and approved by all members of City Council.



SOUTHFIELD CITY CENTRE SITE TODAY

PLAN DEVELOPMENT

CITY PROFILE:

71K residential population

175K daytime population

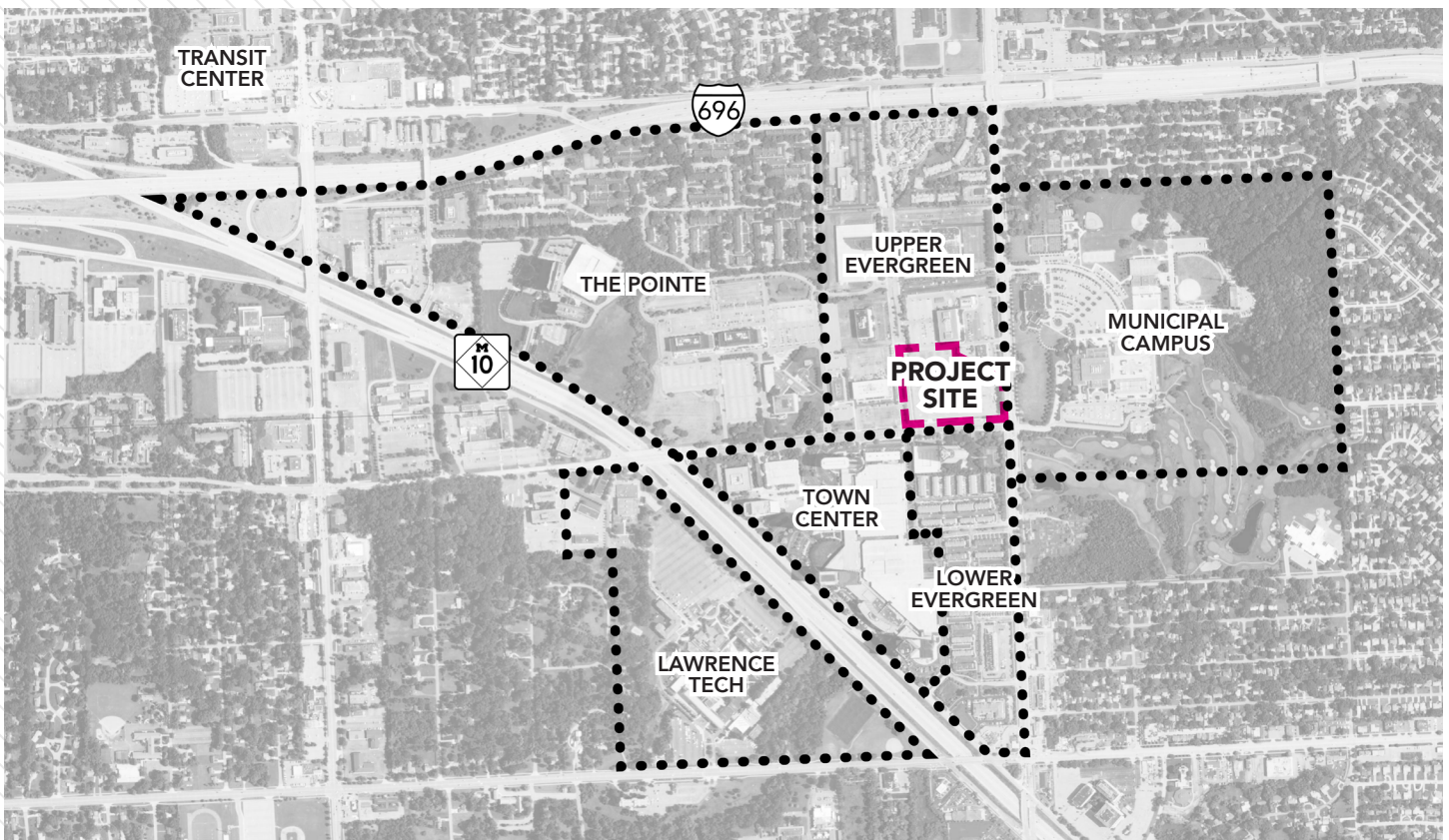
27M square feet of office

100+ Fortune 500 companies

780 acres of parkland

Context Analysis

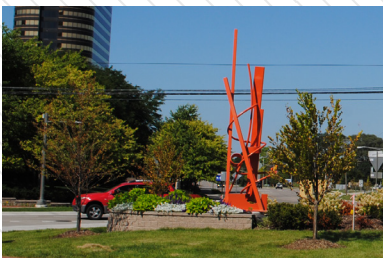
The City of Southfield is a first-ring suburb of Detroit that experienced major growth during the auto-dominated 1960s. Accordingly, much of the City's development includes mid-century modern buildings surrounded by seas of asphalt. Throughout the city, large arterial roadways and connections to major interstate freeways provide adequate motorist connections for the community's residents, workers, and visitors; however, the city's bicycle and pedestrian pathways and public transit systems are lacking or incomplete. The **City profile** at left describes Southfield's general composition and assets.



SOUTHFIELD CITY CENTRE DISTRICT



"SFLD" PUBLIC ART
INSTALLATION ON THE
MUNICIPAL CAMPUS



"GRATITUDE" PUBLIC ART
INSTALLATION IN THE SOUTH
ROUND-A-BOUT ON EVERGREEN
ROAD



NEW BENCHES, RECEPTACLES,
AND LANDSCAPING



NON-MOTORIZED PATHWAY
SIGNAGE

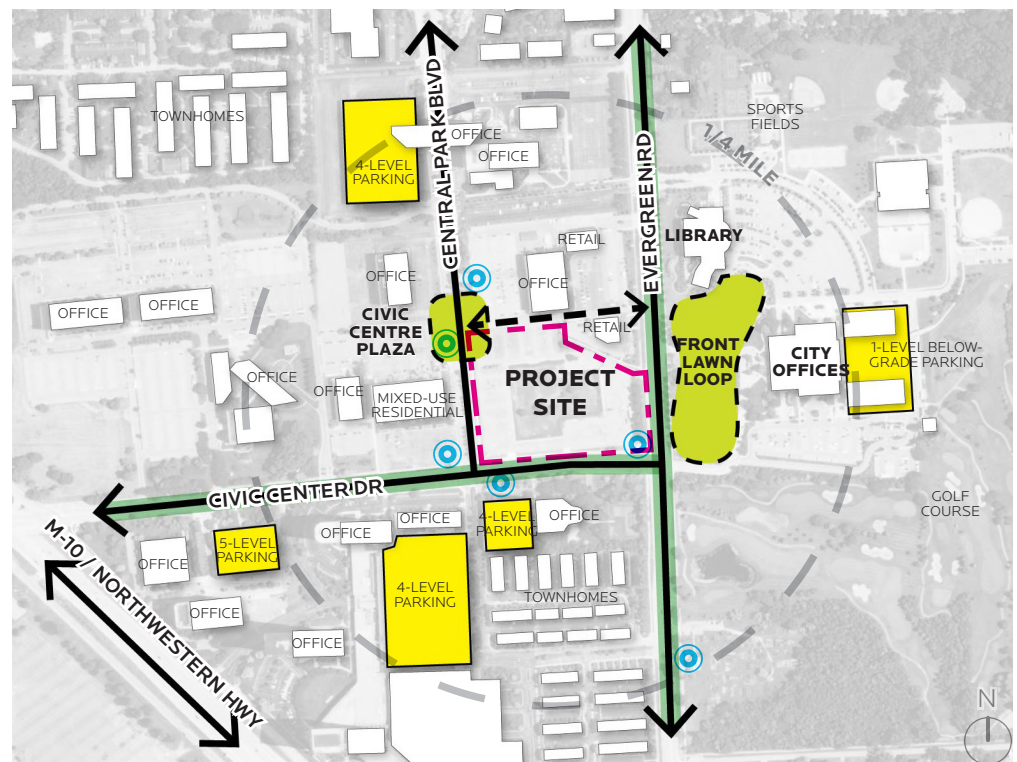
RECENT DEVELOPMENT. In the spring of 2014, the City of Southfield broke ground on a major transformation of Evergreen Road, from 10 Mile Road to the I-696 Service Drive. The existing six and seven lane road was reengineered into a four-lane boulevard with enhanced pedestrian and bike access. The \$12 million dollar project included water main upgrades, major road reconstruction with two round-a-bouts, stormwater mitigation features, improved pedestrian pathways and amenities (benches, bus shelters, trash receptacles), a 10-foot-wide bike path, decorative crosswalks, a new landscaped median, wayfinding signage and interpretive panels, art installations, and LED lighting. The project was completed in October 2015.

The City Centre District has also added pedestrian amenities throughout the district and played a key role in guiding new private development in the overarching effort to create and maintain a pedestrian-friendly mixed-use environment. Pedestrian enhancements include decorative benches and receptacles, decorative crosswalks, solar panels, bus shelters, shelters with solar panels, and bike racks through a partnership with SMART. Several new development projects along Evergreen Road have been mixed-use with street-level retail and opportunities for outdoor dining.

SITE ASSETS. The 8.15-acre project site is located at the heart of the City Centre District, priming it to become the natural center of an emerging mixed-use district. The site is immediately adjacent to the City's municipal campus to its east and surrounded by a number of office towers and large parking facilities.

SITE CONTEXT

- OPEN SPACE
- PARKING STRUCTURES
- OTHER BUILDINGS
- MAJOR CONNECTORS
- NON-MOTORIZED ROUTE
- LOCAL BUS STOP



DEMOGRAPHIC OVERVIEW

	HOUSEHOLDS	POPULATION	WORKERS	AVG. HOUSEHOLD INCOME
3-MILE RADIUS	41,200	96,600	43,800	\$ 70,600
5-MILE RADIUS	124,400	293,100	130,600	\$ 76,400
10-MILE RADIUS	444,800	1,090,000	465,500	\$ 74,700
PRIMARY TRADE AREA	71,200	168,200	31,700	\$ 68,700
CITY OF SOUTHFIELD, MI	31,930	72,480	98,680	\$ 64,204

SOURCES: "SOUTHFIELD CITY CENTRE RETAIL MARKET STUDY" (GIBBS PLANNING GROUP, 2016), ACS 2010-2014 5-YEAR ESTIMATES, 2014 LEHD

The 8.15-acre site can support
184K SF
 of retail and restaurant and
250 UNITS
 of multi-family housing within a walkable mixed-use development in 4 to 5 story buildings with retail uses at the ground floor.

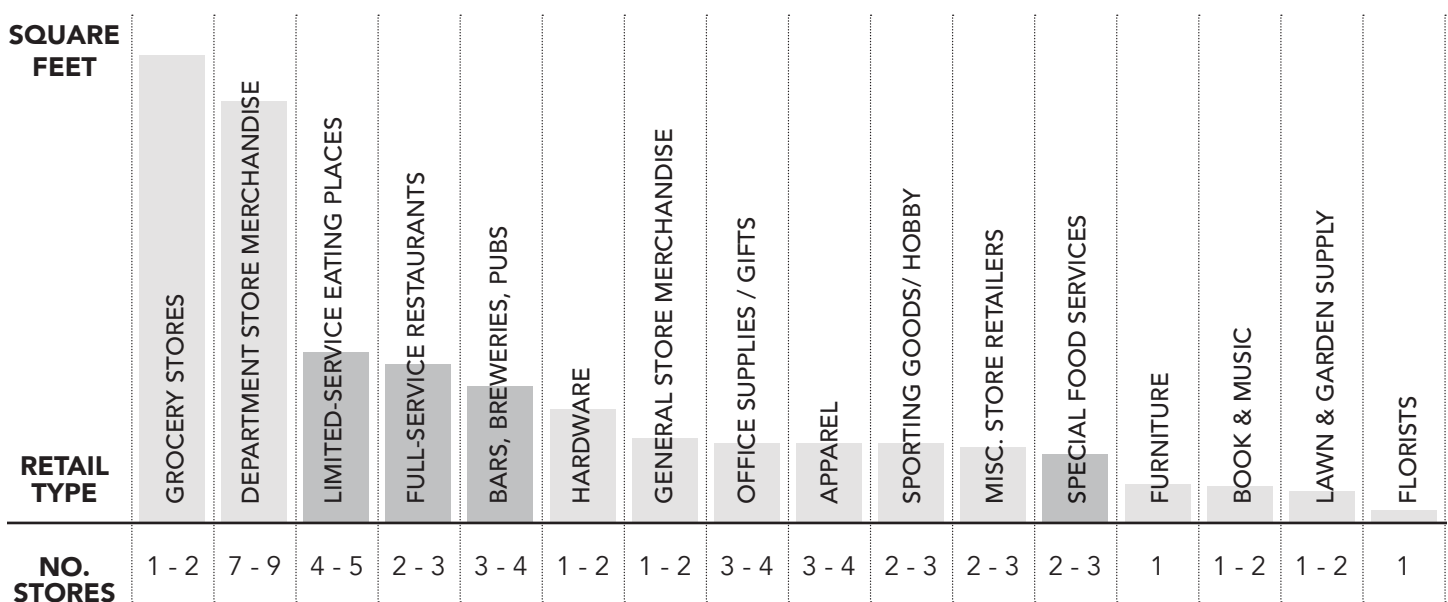
Market Analyses

One of the most important elements in redeveloping a key site is to have an accurate and realistic understanding of the location's commercial market potential. This market research is the baseline data for the City to determine what potential retail businesses and housing types are supportable during the next five years. This data also served as a key data input in the development of the proposed concept plan.

RETAIL FINDINGS. The 2016 retail market analysis conducted by Gibbs Planning Group determined the amount of **supportable retail**, the types of retail uses that should be encouraged, and the sales volumes that development can achieve in the Southfield City Centre study area. The analysis found that the eight-acre site can presently support up to 183,700 square feet of additional retail and restaurant development, generating as much as \$52.7 million in new sales, potentially growing to \$58.5 million in consumer expenditure by 2021. The demand could partially be absorbed by existing businesses and/or with the opening of 35 to 50 new restaurants and stores.

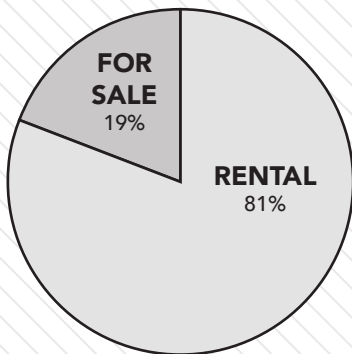
2016 SUPPORTABLE RETAIL

SOURCE: "SOUTHFIELD CITY CENTRE RETAIL MARKET STUDY" (GIBBS PLANNING GROUP, 2016)



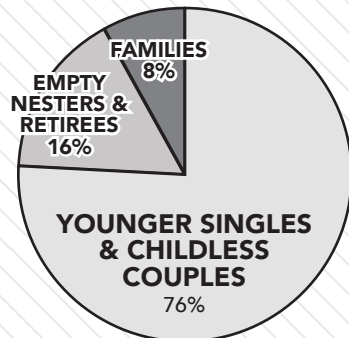
MULTI-FAMILY HOUSING MARKET PREFERENCES

[WHAT ARE POTENTIAL RESIDENTS
LOOKING FOR?]



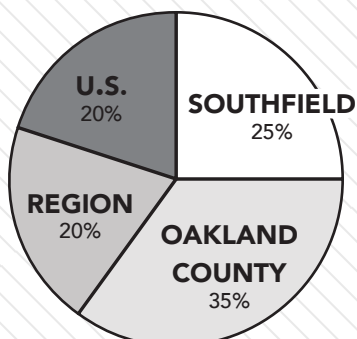
TARGET MARKET

[WHO WANTS TO LIVE HERE?]



DRAW AREA

[WHERE ARE POTENTIAL RESIDENTS
COMING FROM?]



RESIDENTIAL FINDINGS. The 2016 residential market analysis conducted by Zimmerman/Volk Associates found that, from the market perspective, up to 250 rental and for-sale multi-family housing units can be supported within mixed-use redevelopment this site. Based on **market preferences**, the 250 units would include 203 rental apartments and 47 condominiums in four- or five-story buildings, with retail uses located on the ground floor.

The analysis also determined where the households with the potential to move to new housing units in the City Centre District currently live (the **"draw area"**). Approximately 25% of the market potential are currently living in Southfield, suggesting these residents have a preference for multi-family housing in a walkable, mixed-use environment but have settled for something else in the short term.

The market analysis also provides a profile of the **"target market"** — the general lifestage and household type of the types of people interested in new rental and for-sale multi-family housing units in the City Centre District. The analysis shows that the primary target markets for the City Centre District are younger singles and couples, making up 76% of the total annual potential market. These households, young adults aged 40 and younger, are part of the "Millennial" cohort, the generation born from 1977 through 1996 which, at 88 million, is now the largest in American history. The Millennials are demonstrating a strong preference for downtowns and urban neighborhoods, particularly those served by transit.

OTHER STUDIES. A 2012 retail and hotel market analysis for the City Centre District conducted by Gibbs Planning Group found that the district can statistically support an additional 190 room 3.5 star hotel, which could be met by numerous independent hospitality groups as well as many national brands. The unmet demand for hotel in a walkable urban setting complements this plan and was used as a third program in the concept.

Case Studies & Best Practices



IMAGE SOURCE: THE NEWS TRIBUNE

UNIVERSITY PLACE TOWN CENTER. University Place Town Center (University Place, WA) is a mixed-use town center anchored by the municipal library and Whole Foods. The city led the initiative of creating a more safe, walkable, and attractive main street town center, starting with the redesign of 1.5 miles of Bridgeport Way. The city built the mixed-use Civic Building in 2011 — containing the library, police HQ, and a cafe — as well as the Transit Center Garage. Private development has followed, adding market-rate apartments and ground-floor retail.



IMAGE SOURCE: DESIGN-SPACE-STUDIO.COM

ADDISON CIRCLE. Addison Circle (Addison, TX), completed in 1997, consists of buildings organized around open spaces and a hierarchy of gridded streets and pedestrian corridors, including on-street parallel parking, wide sidewalks, and trees. Over the first two phases of the project, the City invested \$9 million out of the city's general fund in a high-quality, district-wide, pedestrian-friendly street grid. The key planning imperative was to avoid the isolated, self-contained development pattern of the typical North Dallas.



IMAGE SOURCE: BRANDLINK DC

BETHESDA ROW. Bethesda Row (Bethesda, MD) started in 1996 by developing 8 acres along an auto-oriented suburban strip into a walkable and amenity-rich mixed-use center. The area is anchored by a major supermarket and connected to multiple forms of transit (rail, bus) and a heavily used non-motorized trail. Bethesda Row is a private development built with public planning and infrastructure assistance. The project consisted of four development phases over roughly 10 years. The development is less than 1/4-mile from the city's office and residential core.

Stakeholder Input

Stakeholder input sessions during the planning process sought creative ways to collect local knowledge and ideas toward the ultimate goal of creating a community-driven City Centre vision plan. These sessions provided the platform for the planning team to share initial findings, present ideas, and receive feedback on concepts for the site at different stages of the plan's development. The planning team conducted one large stakeholder input session and two work sessions with City Council.

The stakeholder sessions were integral to the development of a common vision for a highly walkable and dynamic site while linking streets and parts of the district that have been historically separated by auto-oriented development. This vision plan has been vetted and approved by City Council.

Opportunities for input included:

- **A visioning session and SWOT analysis** to understand the City Centre District's existing assets, strengths, weaknesses, opportunities, and threats as it relates to the goal of becoming a **walkable place**.
- **A visual preference survey** to collect local preferences for different types of retail and restaurants, housing, office, open space, and parking.
- **Brainstorming exercises** to generate ideas for a catalytic open space and unique programming opportunities that would complement the mixed-use retail and residential environment, cater to local needs and preferences, and be an asset to Southfield residents, employees, and visitors.

WHERE ARE
SOUTHFIELD'S
WALKABLE PLACES?

"Neighborhoods"

"New Evergreen
Road"

"LTU
Campus"

"Parks"

[INPUT FROM STAKEHOLDER
MEETING, MARCH 2016]

"SWOT" ANALYSIS

[INPUT FROM STAKEHOLDER
MEETING, MARCH 2016]

STRENGTHSInfrastructure

- Access to I-696 and M-10
- "Center of it all" - destination and position within the region
- Walkable within a 10-minute radius
- Parking infrastructure
- Electrical grid reliability

Employment / Institutional Anchors

- Presence of LTU
- Existing data centers (e.g., 123.NET):
 - Attract more companies to co-locate, cluster
- Fortune 500 companies
- Hospitality and conferences

Foundation for New Development

- Incentives in place (brownfield, parking)
- Redevelopment Ready Community
- Nearby medium-density residential
- Momentum:
 - New LTU dorm / facilities
 - Evergreen Rd. improvements
 - Reinvestment in existing buildings

Amenities

- Sense of safety and security with nearby municipal presence, esp. police, fire
- Robust parks and rec programs / facilities
- Weekend events on "the green"
- Public arts presence

WEAKNESSESInfrastructure

- Lack of transportation options / choice
- Limited sidewalks on adjacent streets
- Existing built environment (conventional land use) of office buildings and office parks
 - "Big boxes" are not walkable

Evergreen Road

- Limited streetfront / retail frontages due to setbacks and length of blocks
- Limited depth for retail
- Still a strip mall
- Viewed as a (vehicular) corridor
- Better, but still difficult to cross

Amenities

- Limited number of destinations
- Few places to walk to
 - "Sidewalks are great but only if you have somewhere to walk to."
- Spread out, not connected within walking distance
- Demographic bias of retail / restaurants choosing location (income, age, race)

OPPORTUNITIESInfrastructure

- Build on good relationship with SMART (bus), more coordination
- Enhance connections between project site and City Centre
- Embrace/leverage evolving transportation trends such as Uber
- Capitalize on momentum and timing

Population and Visitors

- Capitalize on daytime employment population
- Capitalize on LTU population
- Travel traffic (visitors on business)

Amenities

- Showcase the arts
- Leverage parks and rec offerings

THREATSMissed Opportunities

- Fear of doing something different
- Fear of what might happen in the future (e.g., Northland Mall)
- Continuing 'business as usual' type of development
- Missing the opportunity and timing to 'retrofit suburbia'

Regional Competition

- Workforce moving to Detroit
- Young people moving to Detroit to live
- "Cool places" (retail/restaurant amenities) are elsewhere (Detroit, Ferndale, Royal Oak)

Other

- Environmental impact of oil drilling
- Messaging

VISUAL PREFERENCE SURVEY

[RESULTS FROM
STAKEHOLDER MEETING,
MARCH 2016]

MOST PREFERRED

Retail / Restaurant

- Outdoor dining
- Temporary, pop-up
- Multiple storefronts

Residential

- Residential over ground-floor commercial
- Mixed-use environment

Office

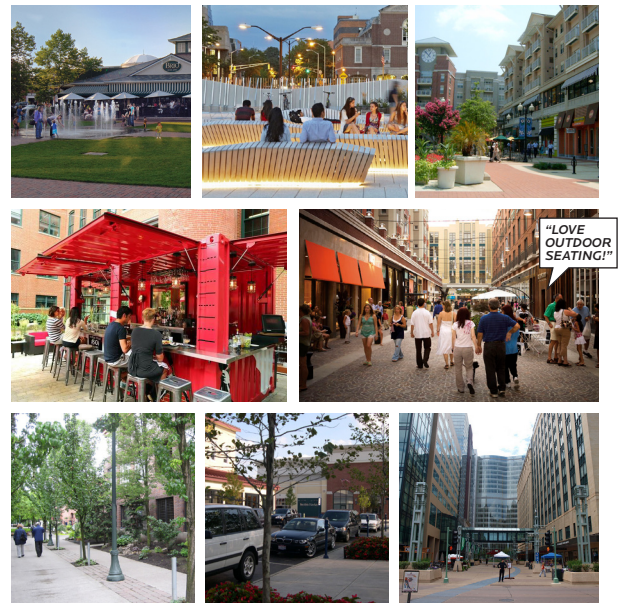
- Ground-floor retail or nearby retail amenities
- Close to the street

Open Space

- Proximity to retail amenities
- Tables and chairs
- Innovative seating / art

Parking

- Structures and lots screened at street level
- On-street parking near retail
- Part of an overall attractive streetscape



LEAST PREFERRED

Retail / Restaurant

- Single-use, stand alone

Residential

- Single-use
- Repetitive housing type and/or repetitive design

Office

- More of what Southfield already has
- Large, single-use
- Not connected to the street
- Surrounded by parking

Open Space

- Not programmed or active

Parking

- Single-use
- Not connected to the street
- Auto-oriented frontage
- Not maintained

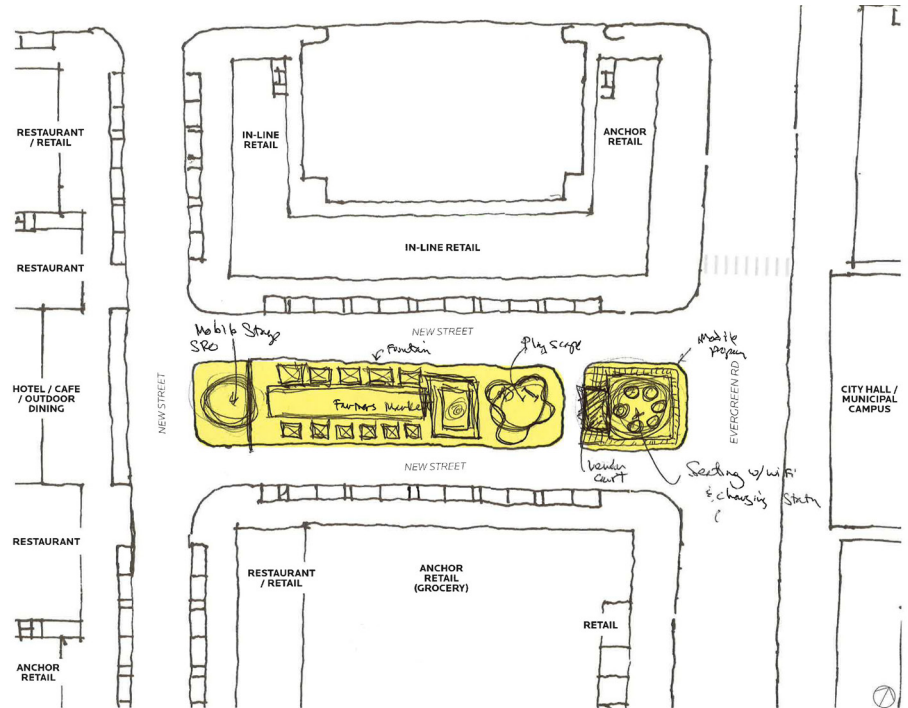


BRAINSTORMING EXERCISE

[INPUT FROM CITY COUNCIL
MEETING, JUNE 2016]

**IDEAS FOR OPEN SPACE
PROGRAMMING:**

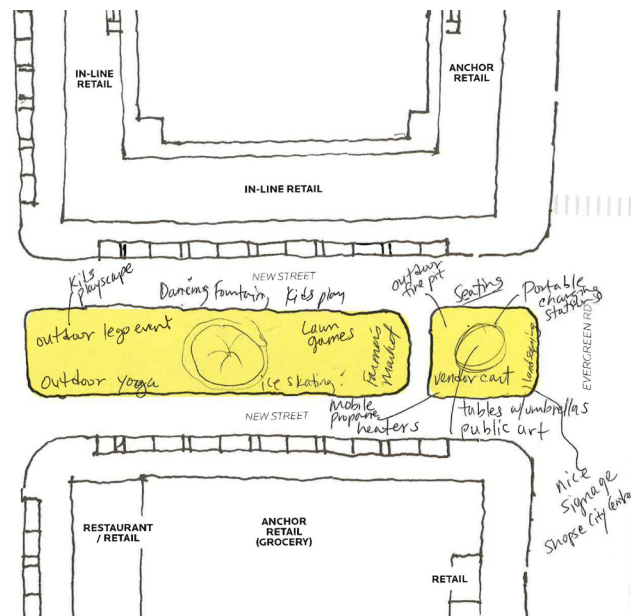
- Open lawn
- Dancing fountain
- Temporary performance lawn / stage
- Movable seating area
- Kids play space
- Lawn games
- Small bistro / bar
- Small food / beverage kiosk
- Market tents (rotating vendors)
- Public art
- Bike parking

**IDEAS FOR ADDITIONAL
PROGRAMMING:**

- Performance venue
- Banquet
- Hotel
- Market hall
- Retail arcade
- Rental space
- Pop-up / rotating retail space
- Professional meeting space
- LTU satellite campus / classrooms
- Small business incubator / co-lab

- L. *Skating → ice*
M. *lighting*
N. *concert / performance*
O. *art / sculpture shows*
P. *comedy festival / magic*
Q. *group activities*
R. _____
S. *organized regular*
T. *activities*
U. *- concrete*
V. *exercise*
W. *shows*
X. *free printers*
Y. *private management*

- L. *Outdoor Adventure Center*
M. *Fitness Center*
N. *Boutique Movie Theater*
O. *restaurant / bar*
P. *Trappers Alley*



Vision

The vision for Southfield City Centre is to build on Southfield's high-profile business climate by adding a walkable, mixed-use destination for shopping, dining, entertainment, and new residents.

Guiding Principles

- **A circulation network** that connects to and relates to the existing fabric and establishes a multi-modal district.
- **Built form** that is pedestrian-oriented and promotes a vibrant, walkable environment.
- **A mix of uses** that is rooted in market demand.
- **Actively programmed public spaces** that generate activity and increase positive use.
- **An authentic place** that attracts and retains tenants and talent.

VISION & PLAN

This concept seeks to evoke a sense of 'main street' culture, connecting existing assets with a walkable, mixed-use development.

Southfield City Centre is at a crucial turning point in suburban redevelopment. Still a district largely dominated by auto-oriented development populated by office parks and strip commercial plazas, the City now seeks to redefine their economic growth strategy through the values of our time. With the proper redevelopment of this 8.15-acre site, Southfield City Centre will become a catalytic district representing the future for Metro Detroit — a walkable urban place within a suburban community that combines the aspirations of this high-profile business climate with a commitment to walkability, community, and sense of place.



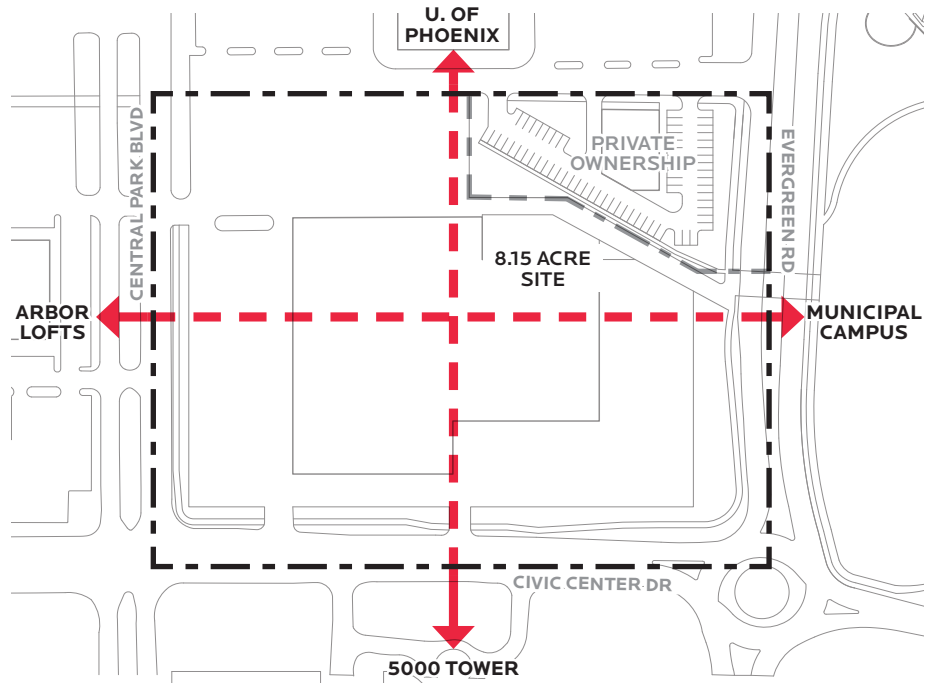
PROPOSED CHARACTER OF THE CITY CENTRE MIXED-USE DEVELOPMENT [BIRD'S EYE VIEW LOOKING WEST]

Conceptual Design Process

This plan uses inputs from the market analyses, context analysis, stakeholder engagement, and best practices to put forth an aspirational vision for new development of this 8.15-acre site.*

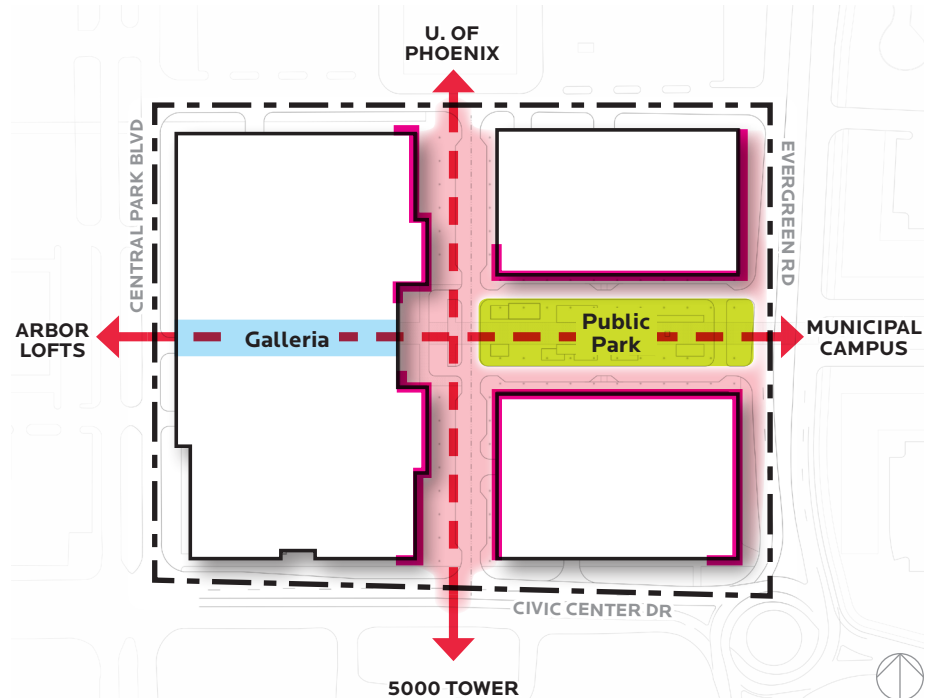
EXISTING CONDITIONS

OPPORTUNITIES TO CONNECT ASSETS



PROPOSED CONCEPT PLAN*

CONNECTING ASSETS AND CREATING VIBRANT STREET LIFE THROUGH A SERIES OF PUBLIC SPACES AND GROUND-FLOOR RETAIL



*NOTE: For long-term planning purposes only, the project site was "squared off" in this vision plan.

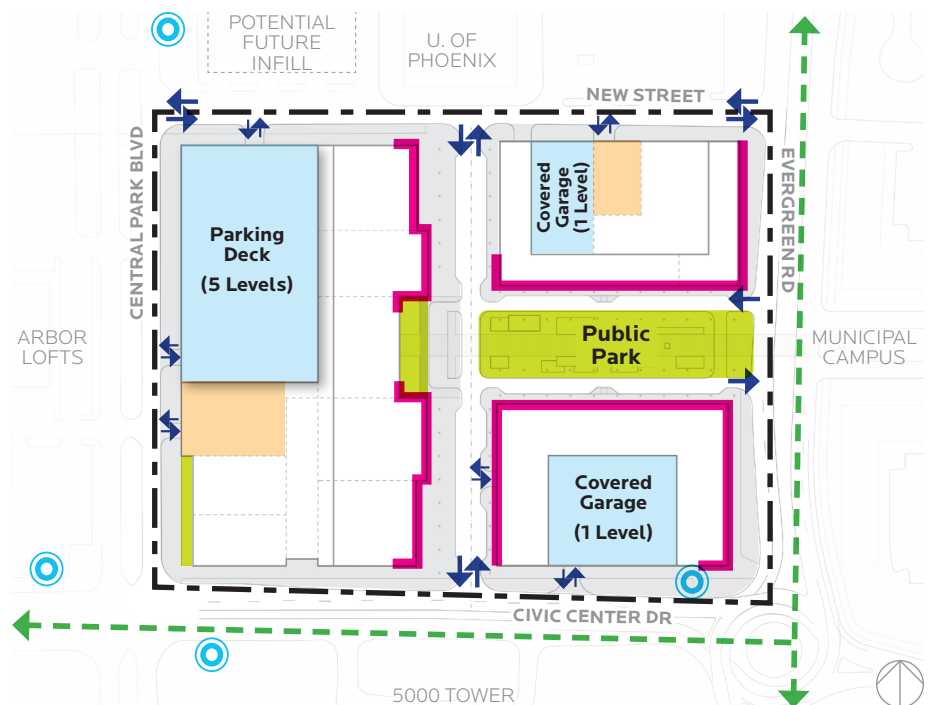
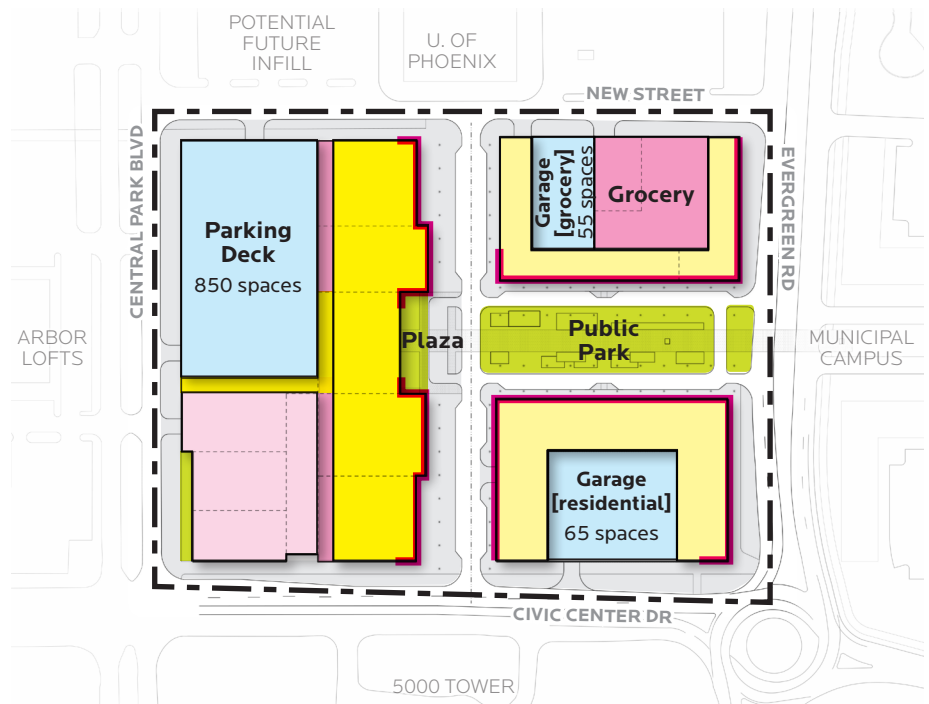
For the City's "alternative plan" within the city-owned property boundary, see page 31.

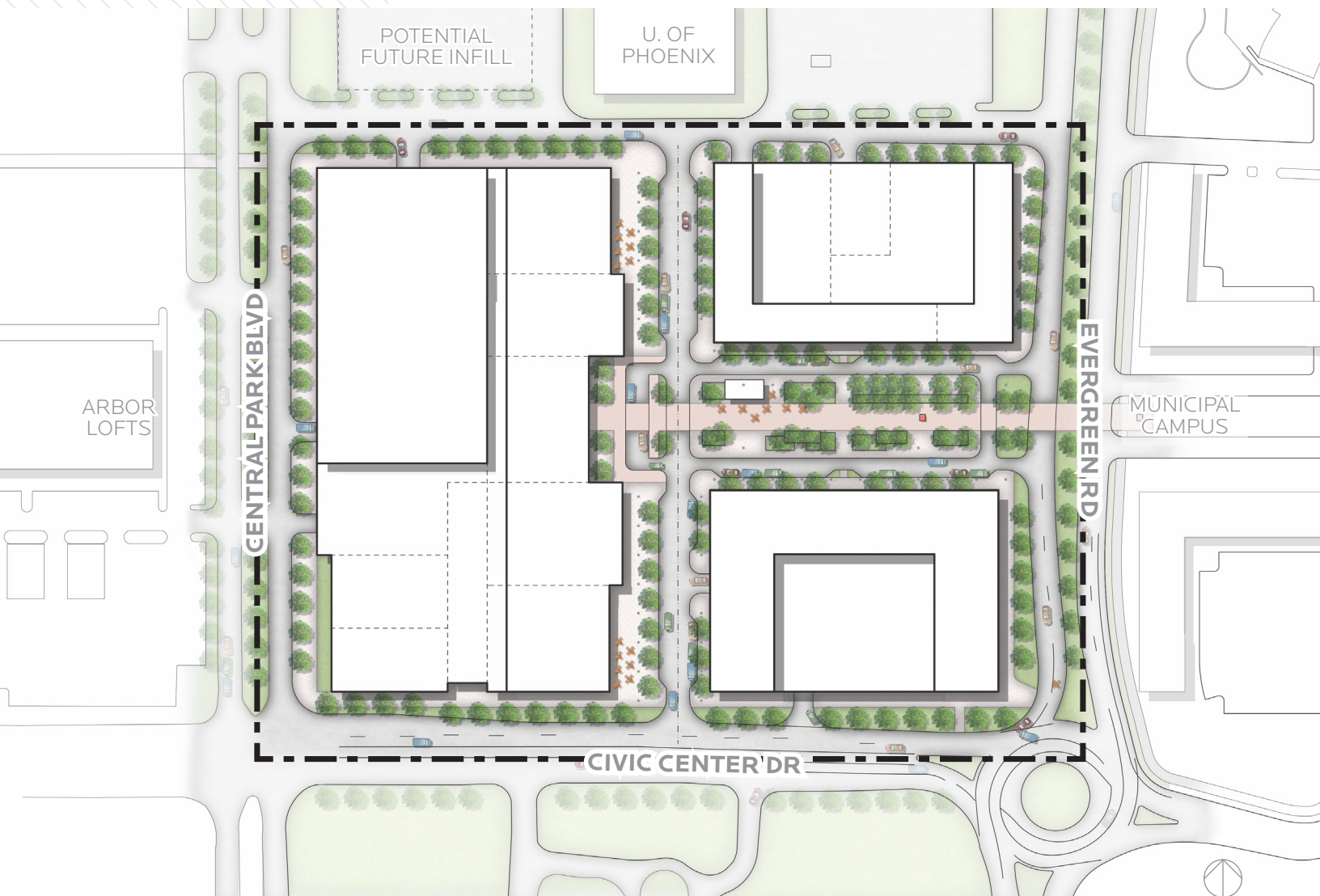
PROGRAM

- RETAIL / RESTAURANT
- GROUND FLOOR RETAIL
- RESIDENTIAL
- HOTEL
- FLEX SPACE
- OPEN SPACE
- PARKING

INFRASTRUCTURE

- OPEN SPACE
- GROUND FLOOR RETAIL
- PARKING
- LOADING / REFUSE
- NON-MOTORIZED ROUTE
- VEHICULAR CIRCULATION
- LOCAL BUS STOP




**VISION PLAN
CONCEPT SUMMARY**

RETAIL/ RESTAURANT	+/- 145K SF
RESIDENTIAL	+/- 155 UNITS
HOTEL	+/- 125 ROOMS
FLEX SPACE	+/- 30K SF
PUBLIC PARK	+/- 28K SF
PARKING	+/- 1,050 SPACES

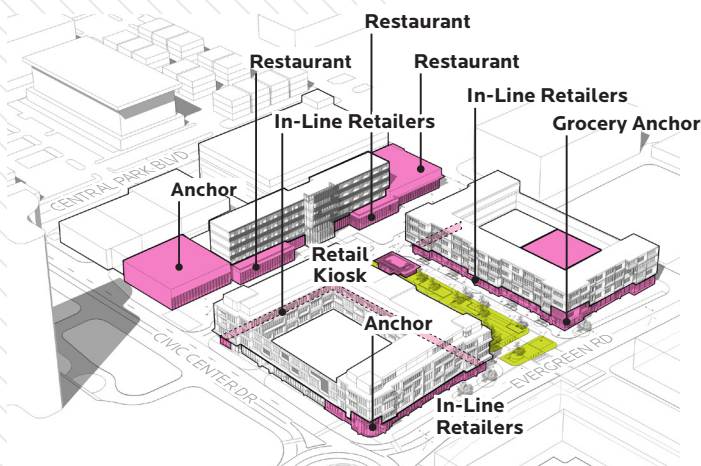
SEE PAGE 29 FOR DETAILED
SUMMARY.

The proposed concept plan provides a highly walkable and dynamic environment while linking previously separated places within the district.

Concept Summary

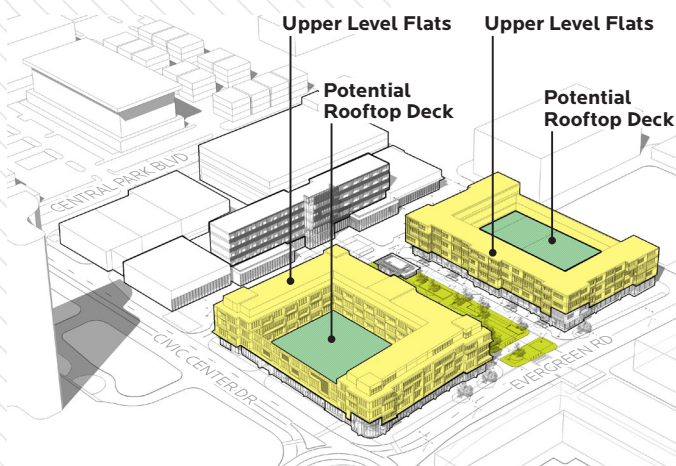
To help illustrate the vision plan, the following design elements are described below. These concepts, assumptions, and critical design imperatives are further detailed in the Implementation section. All buildings are mixed use at four to five stories in height.

RETAIL / RESTAURANTS

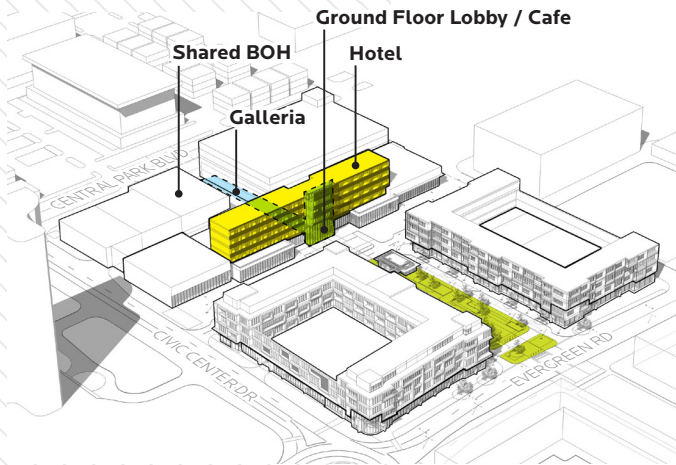


- **Active Ground-Floor Retail.** Throughout the site, the mixed-use buildings illustrate a total of 145,000 square feet of ground-floor retail, helping to create contiguous areas of walkability and street life within the district. Retail is proposed in a mix of formats including anchor retail (10,000-25,000 SF per space), in-line retail (1,500-5,000 SF per space), and restaurants (2,000-7,000 SF per space) to support the demand and needs of both residents and visitors. The selected location of anchor retailers maximizes visibility from Evergreen Road and includes a small-format grocery store.

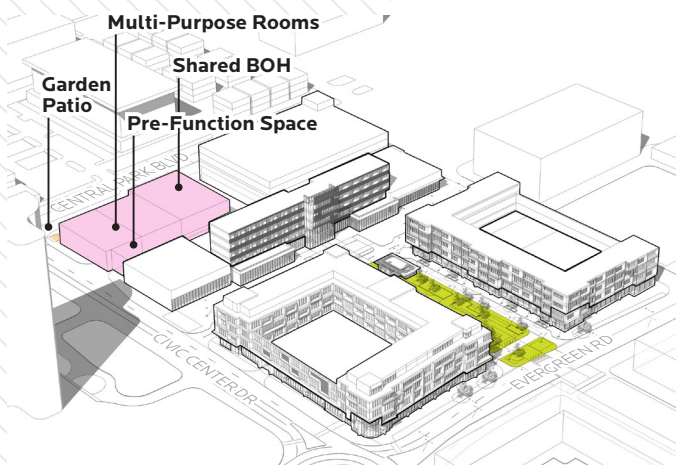
RESIDENTIAL



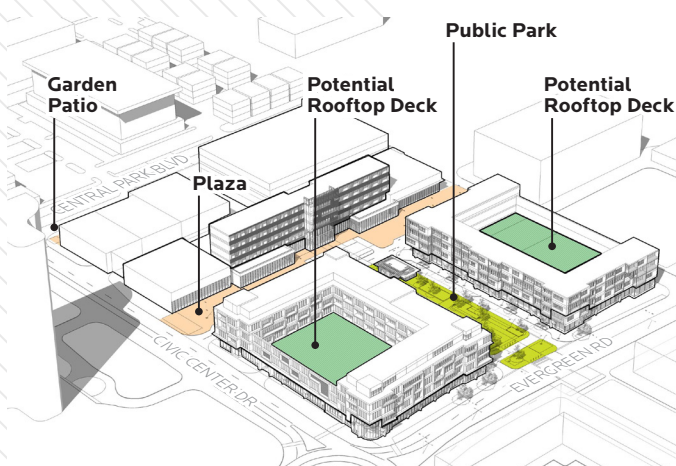
- **Multi-Family Housing.** The proposed concept offers upper level flats (apartments, condos) in a mixed-use environment, offering attractive living options to a diverse market audience, consistent with the residential market analysis conducted as part of this plan. In total, the concept averages 20 residential units per acre, helping create a critical mass within the district that will be able to support and be supported by the proposed mix of retail, commercial, and restaurant tenants.

HOTEL

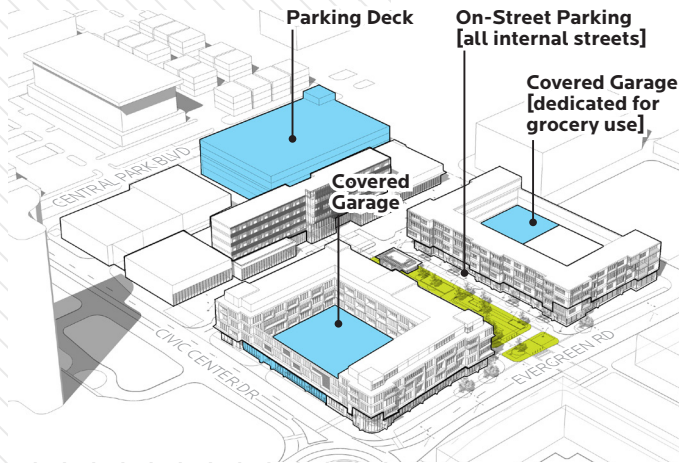
- **Hotel.** A boutique hotel would be one of the region's few hospitality locations within a walkable mixed-use environment. The illustrated design introduces a unique architectural component intended to frame the public park, reinforce view corridors and pedestrian connections, and offer a year-round galleria to be activated with retail and public programming. Four upper levels provide +/- 125 rooms over a ground-floor lobby and retail, offering excellent views of the park and the convenience of places to eat, shop, and relax within walking distance during visitors' stay.

FLEX SPACE

- **Flex Space.** "Flex space" is provided in response to the City's desire to offer a flexible community-oriented component. This +/- 30,000 SF space is designed in concept to include multi-purpose rooms, pre-function space, and utilize a shared back-of-house with the hotel to serve a multi-purpose role in the overall development. Potential uses include special event space, performance venue, small business incubator, professional meeting space, and/or classrooms.

OPEN SPACE

- **Open Space.** The public park is a town square concept that acts as a central gathering place for the new development and the district as a whole, seamlessly integrating architecture and public life. The park provides +/- 28,300 SF of public open space, activated by ground-floor retail and regular programming. Opportunities for additional open space within the development include plazas for outdoor seating and dining along the wide sidewalks. Several covered parking areas also provide the potential for rooftop amenity space for residents and vegetated green roofs, screening parking from residents' view and utilizing sustainable design practices.

PARKING

- **Parking.** +/- 1,050 spaces for vehicular parking is provided in multiple formats, including a five-level parking deck (850 spaces), covered garage parking for dedicated grocery (55 spaces) and residential (65 spaces) use, and on-street parallel parking (80 spaces).
- **Streets as Public Space.** Building upon the recent streetscape improvements led by the City of Southfield in the district, this concept further connects streets and assets within the district to establish a highly connected and attractive street network. The streets are designed to enhance their function beyond their use for transportation, allowing them to serve as vibrant public spaces with outdoor dining, movable seating, bike parking, street trees and green stormwater infrastructure, and an intersection of commerce and social activity.

By interweaving all of these elements, this concept is consistent with the market demand for retail and residential in a mixed-use environment in four to five story buildings. Furthermore, this concept aligns with the City of Southfield's master plan which envisions the City Centre area as the "business hub" of the city by fostering a dense, walkable, mixed-use district that will continue to attract and retain businesses and employees.



PROPOSED CHARACTER AT THE INTERSECTION OF EVERGREEN ROAD AND CIVIC CENTRE DRIVE [LOOKING WEST]



PROPOSED CHARACTER OVERLOOKING THE PARK FROM THE HOTEL [A VIEW FROM ABOVE LOOKING NORTHEAST]



PROPOSED CHARACTER AT THE EVERGREEN PEDESTRIAN CROSSING TO THE SITE [LOOKING WEST]

IMPLEMENTATION

In order for the vision plan to be implemented, the City, developer(s), and community partners must carry forward the guiding principles throughout the design process and eventually into construction, maintenance, and operation.

Next Steps

- Explore and pursue potential funding sources, resources, and partnerships.
- Issue a Request for Qualifications (RFQ) to identify developers who are interested in and have experience with developing this type of mixed-use project, interview candidates on their ability to propose a feasible development project that incorporates the guiding principles of this vision plan, and determine potential gaps in financing or other obstacles to development of this vision.
- Based on the RFQ process, determine the roles and responsibilities of the City and the Developer for funding and implementing different elements of the project. The City of Southfield is prepared to actively support the development team and facilitate the implementation of this development project by exploring its role in funding and implementing certain elements, particularly the parking structure and/or public park.
- Issue a Request for Proposals (RFP).

Potential Funding Sources

- **Southfield City Centre Principal Shopping District/Special Assessment District.** Southfield City Centre is a Principal Shopping District (PSD) that was created in 1992, authorizing the ability to provide additional funding resources to the area for new development or redevelopment projects. The PSD also led to the creation of a Special Assessment District, which provides funding for the operation, maintenance, promotional and development activities within the Southfield City Centre District, including developing pedestrian amenities and facilitating economic development.
- **MEDC Redevelopment Ready Community.** Certified Redevelopment Ready Communities are eligible to receive priority for MEDC and MSHDA funding.

- **MEDC Crowdfunding.** MEDC, in conjunction with Patronicity and the Michigan Municipal League developed a crowdfunding matching grant program available to municipalities with projects that focus on “activation of public spaces and community places.”
- **MEDC Michigan Community Revitalization Program (MCRP).** The MCRP provides gap financing in the form of a performance-based grant, loan, and/or other economic assistance to encourage and promote capital investment and redevelopment on brownfield and historic preservation sites located in traditional downtowns and high-impact corridors.
- **Core Communities.** Southfield is one of Michigan’s Core Communities, which have access to incentives for new housing development, obsolete facility redevelopment, and contaminated property redevelopment. Additionally, Core Communities can use brownfield tools not only on contaminated property, but blighted and functionally obsolete sites as well.
- **Obsolete Property Rehabilitation Act (OPRA).** OPRA tax incentives are available to encourage the redevelopment of obsolete buildings with the goal to rehabilitate older buildings into vibrant commercial and commercial housing projects.
- **Southfield Brownfield Redevelopment Authority (SBRA).** The SBRA is a local resource that reviews proposals for the redevelopment of eligible properties and determines what financial incentives are necessary to assist the redevelopment; this may include tax increment financing (TIF).
- **Commercial Rehabilitation District.** Under the Commercial Rehabilitation Act, property improvements for a Commercial Rehabilitation District can be frozen for 10 years after the improvements are completed. Property improvements also include supermarkets, grocery stores, and produce markets.
- **Michigan Business Development Program.** The program is available to businesses that create qualified new jobs and/or make qualified new investment in Michigan; however, it is not available for retail or retention projects. The program provides grants, loans, and other economic assistance to businesses for highly competitive projects.
- **Michigan Community Forestry Grant/DTE Energy Foundation.** The program provides grants for tree planting on publicly accessible property.

- **MDOT Michigan Transportation Alternatives Program (TAP).** Eligible activities for TAP funding include: facilities for pedestrians and bicyclists, safe routes for non-drivers, turnouts, overlooks, and viewing areas, vegetation management practices in transportation rights of way, and environmental mitigation activities.
- **Lean & Green Michigan PACE.** This financing tool enables investment in comprehensive energy efficiency, water efficiency, and renewable energy projects, through which businesses can eliminate the need for upfront capital and spread the costs over 10 or 20 years. The property owner voluntarily takes on a Special Assessment, which it pays off as part of its property tax bill.
- **Community Development Block Grant (CDBG).** CDBG funds can be utilized to undertake development of a project that will benefit persons of low and moderate income. The State has administered infrastructure grants for business and downtown development, business assistance loans, and direct assistance to business grants.
- **Michigan State Housing Development Authority (MSHDA).** MSHDA's Housing and Community Development Fund was created to support the development and coordination of public and private resources to meet affordable housing needs and revitalize Michigan's downtown areas and neighborhoods.
- **EB-5 Immigrant Investor Program.** A municipality can establish an EB-5 Regional Center under the Immigrant Investor Pilot Program. A regional center refers to any economic unit, public or private, which is involved with the promotion of economic growth, including increased export sales, improved regional productivity, job creation, and increased domestic capital investment within the EB-5 program.
- **Opportunity Resource Fund.** The fund offers financing to developers of mixed-use projects that involve both commercial and residential space. Eligible purposes include: real estate option/acquisition, pre-development costs, construction and rehabilitation financing, bridge loan, and permanent financing.
- **Develop Michigan Inc (DMI).** DMI offers a wide range of loan products, including senior debt, subordinated debt, bridge financing, mezzanine financing, and equity. DMI also helps identify and secure alternative funding sources, including federal and foundation grants and other below market financing essential to successful projects.
- **Department of Natural Resources (DNR) / Land and Water Conservation Fund (LWCF).** The LWCF provides matching grants to states and municipalities to develop land for public outdoor recreation. Eligible entities must have a DNR-approved community recreation plan.

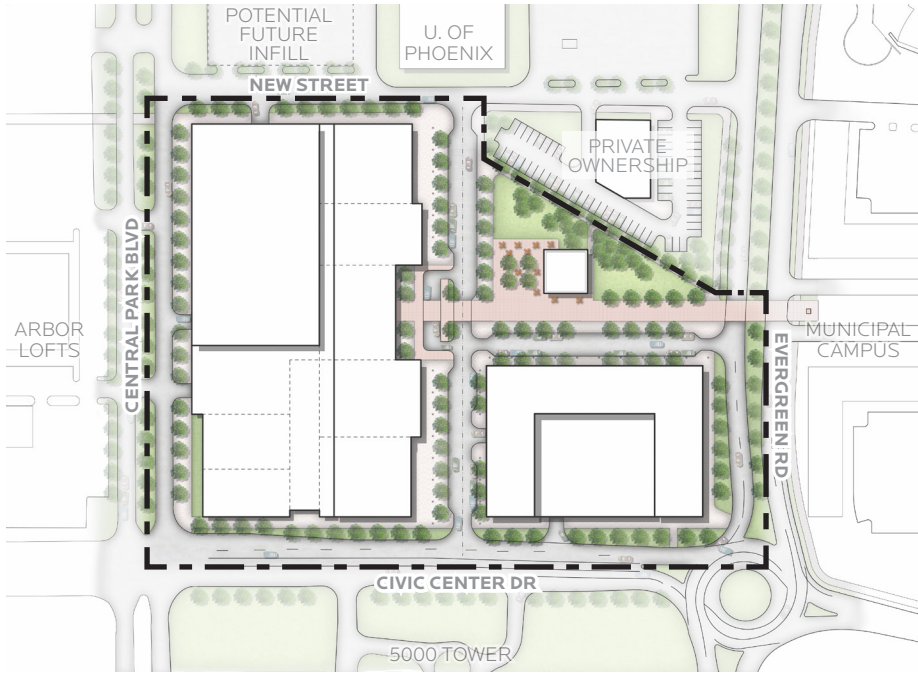
Implementation

- Develop the final design using the guiding principles from this vision plan and continued stakeholder involvement.
- Negotiate a development agreement between the City and the developer to arrive at a jointly-approved plan. The agreement should set the framework for the final design, roles, and responsibilities for the funding, development, and ongoing maintenance, operation, and programming of the project.
- Establish an Overlay Development District (ODD) for the property to modify the traditional form of zoning and permits variety in design, site configuration, setbacks, layout, use, and encourages efficiency in use of land and natural resources, while ensuring compatibility with surrounding land uses.

PROGRAM TYPE	SF / UNITS	ASSUMPTIONS	DESIGN IMPERATIVES
RETAIL / RESTAURANT	+/- 145,000 SF		
ANCHOR RETAIL	75K	-	<ul style="list-style-type: none"> Located at ground floor with access from street Pedestrian-oriented facades 12' minimum floor-to-ceiling heights
RESTAURANT	45K		
IN-LINE RETAIL	25K		
RESIDENTIAL	+/- 155 UNITS		
UPPER LEVEL FLATS (CONDOS / APTS)	155 UNITS	<ul style="list-style-type: none"> 3 levels over retail 1,100 SF average unit size 	<ul style="list-style-type: none"> 10' minimum floor-to-ceiling heights Mix of unit types, ranging from 400 to 1700 SF per unit
HOTEL	+/- 125 ROOMS		
ROOMS	125 ROOMS	• 4 levels over lobby/retail	-
LOBBY, CAFE, B.O.H.	9,500 SF	-	• Lobby/cafe located at ground floor with access from street
OTHER	+/- 30,000 SF		
FLEX SPACE (BANQUET, MEETING SPACE, OR PERFORMANCE SPACE)	+/- 30,000 SF	-	-
OPEN SPACE	+/- 28,000 SF		
PUBLIC PARK	28,000 SF	-	<ul style="list-style-type: none"> Retail kiosk to activate park Flexibility / movable elements
PARKING	+/- 1,050 SPACES		
PARKING DECK	850 SPACES	• 5 levels, above grade	• 8'-6" feet minimum floor-to-ceiling heights
COVERED SURFACE GARAGE	120 SPACES	-	<ul style="list-style-type: none"> 8'-6" feet minimum floor-to-ceiling heights False second-story facade to improve scale of the street frontage Greenroof and/or rooftop amenity space for aesthetics and add'l open space
ON-STREET PARALLEL	80 SPACES	-	<ul style="list-style-type: none"> Located on all internal streets Metered
NEW STREETS	+/- 1,580 LF		
TWO-WAY STREET	40 FEET CURB-TO-CURB	<ul style="list-style-type: none"> (2) lanes on-street parking (2) traffic lanes 	• Provide on-street parallel parking
ONE-WAY STREETS	20 FEET CURB-TO-CURB	<ul style="list-style-type: none"> (1) lane on-street parking (1) traffic lane 	• Provide on-street parallel parking
SIDEWALKS (INTERNAL AND EXTERNAL)	10 - 40 FEET	<ul style="list-style-type: none"> Allow for 'amenity zone' (outdoor seating/dining/display) Baseline streetscape elements 	<ul style="list-style-type: none"> 10' minimum width Baseline streetscape elements include: lighting, trees, seating, parking meters, signage, bike parking
PROGRAMMING			
PUBLIC PARK	The public park and streetscape are two elements of the plan that extend far beyond construction, requiring ongoing commitment to continually generate activity and ensure positive use of the new development. At minimum, 'programming' should include: activity programming, operations, maintenance, and communication.		
STREETSCAPE			

PROGRAM TYPE	TYPICAL COST	NOTES
RETAIL / RESTAURANT		
ANCHOR RETAIL	\$140 / SF	
RESTAURANT	\$200 / SF	
IN-LINE RETAIL	\$125 / SF	
RESIDENTIAL		
UPPER LEVEL FLATS (CONDOS / APTS)	\$200 / SF	
HOTEL		
ROOMS	\$180 / SF	
LOBBY, CAFE, B.O.H.	\$165 / SF	
OTHER		
FLEX SPACE (BANQUET, MEETING SPACE, OR PERFORMANCE SPACE)	\$160 / SF	
OPEN SPACE		
PUBLIC PARK	\$65 / SF	Typical cost per SF assumes: <ul style="list-style-type: none"> • Decorative paving • Site amenities (seating, bollards, lighting, water feature) • Landscaping • Pavilion structure • Lawn
PARKING		
PARKING DECK	\$28,000 / CAR	
COVERED SURFACE GARAGE	\$18,000 / CAR	
ON-STREET PARALLEL	\$16,000 / CAR	
NEW STREETS		
TWO-WAY STREET	\$35 / SF	Typical cost per SF assumes: <ul style="list-style-type: none"> • Concrete road • Curb and gutter • Utilities (storm, sanitary, sewer, electrical) • Street lighting
ONE-WAY STREETS	\$35 / SF	
SIDEWALKS (INTERNAL AND EXTERNAL)	\$20 / SF	Typical cost per SF assumes: <ul style="list-style-type: none"> • Decorative paving • Standard concrete • Trees in grates
PROGRAMMING		
PUBLIC PARK	TBD BY CITY	
STREETSCAPE	TBD BY CITY	

ALTERNATIVE PLAN CONCEPT SUMMARY	
RETAIL/ RESTAURANT	+/- 113K SF
RESIDENTIAL	+/- 100 UNITS
HOTEL	+/- 125 ROOMS
FLEX SPACE	+/- 30K SF
PUBLIC PARK	+/- 32K SF
PARKING	+/- 995 SPACES



PROGRAM

- RETAIL / RESTAURANT
- GROUND FLOOR RETAIL
- RESIDENTIAL
- HOTEL
- FLEX SPACE
- OPEN SPACE
- PARKING



NOTES