

SOUTHFIELD DEVELOPMENT QUARTERLY

*A Real Estate and Investment Update from the City of Southfield
Business & Economic Development Department*



\$55 Million in New Investment Strengthens Southfield's Market

Over the past three months, Southfield has seen a wave of new and renewed business investment totaling nearly \$55 million. From long-standing employers expanding their footprint to new companies choosing Southfield as home, these projects are strengthening our position as a regional hub for innovation, talent, and growth.

Continue reading on Page 2 →

The Southfield Effect: 20 Business Leaders Who Shape Michigan

Southfield continues to produce and attract some of Michigan's most impactful leaders — individuals driving growth across business, healthcare, mobility, and design. Featured in **Crain's Detroit Business Who's Who**, these professionals exemplify how Southfield's dynamic business community and innovation ecosystem continue to shape major players and key decision-makers across Southeast Michigan and beyond.

Source: Crain's Detroit Business



Don Barnes III
Belle Tire



Diane Batayah
Village Green



Dennis Bernard
Bernard Financial



Kenneth Booth
Credit Acceptance



Gregory Crabbe
Amerisure



Jason Drake
Plante Moran



Nathan Forbes
The Forbes Companies



Tina Freese Decker
Corewell Health



Steve Gordan
Signature Associates



Vinnie Johnson
Piston Group



Swamy Kotagiri
Magna International



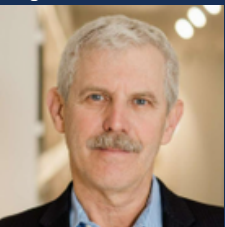
Ryan Maibach
Barton Malow



Darrin McKeever
Wm Davidson Foundation



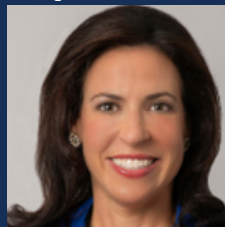
Ray Scott
Lear Corporation



Joel Smith
Neumann/Smith



Rachel Stewart
Gardner White



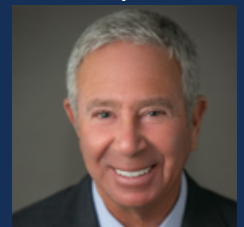
Lilly Stotland
Vesco Oil



Raj Vattikuti
Altimetrik



Dale Watchowski
REDICO



Gary Weisman
General Development

AUG-OCT 2025 SOUTHFIELD INVESTMENT SNAPSHOT



New Jobs:
525



**New Housing
Units:** 305



**Total Planned
Investment:**
\$54,950,000



248.796.4160



www.cityofsouthfield.com/business



businessdevelopment@cityofsouthfield.com



SouthfieldBizDev



11 West Property, 27300 W Eleven Mile Rd

\$55 Million in New Investment Strengthens Southfield's Market

Continued from Page 1

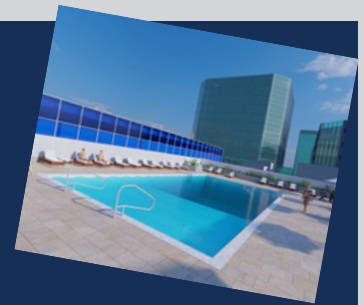
Over the past two months, companies across key industries have committed nearly \$55 million in new investment — modernizing headquarters, expanding operations, and transforming properties citywide.

- Piston Group: \$800k HQ modernization at 3000 Town Center
- Piston Automotive: \$1 million expansion at 2000 Town Center; +170 jobs
- Angstrom NA LLC — \$4.15 million HQ relocation to 25300–25330 Telegraph Rd; +75 jobs
- West 11 Management — \$46 million residential conversion; 305 new apartments
- EPIC Health — \$3 million HQ renovation at 26250 Northwestern Hwy; 250–300 employees
- **Total Investment: ≈ \$55 million**

Adaptive Reuse Feasibility Study Opportunity

The City of Southfield, in partnership with McIntosh Poris Architects, is offering up to five preliminary feasibility assessments to explore how existing office or commercial buildings can be repurposed for residential or mixed-use redevelopment.

These studies provide property owners with early architectural insight to help clarify reuse potential, identify possible incentives, and streamline redevelopment planning. For more information or to apply, contact the Business & Economic Development Department at businessdevelopment@cityofsouthfield.com or 248-796-4160.



**MCINTOSH
PORIS
ARCHITECTS**



Northland: The Transformation Continues

Work is progressing at Northland City Center, with City officials and the development team advancing key phases of this landmark mixed-use project. The goal remains clear: to transform the site into a vibrant destination combining residential, retail, and community spaces.

Phase 1 residential and retail are on track for completion in 2026, with 32,000 square feet of retail already nearly 80% leased — including La Marsa, Qdoba, City Center Café, Victoria Spa & Nails, Privileged Kicks, and others.

Plans are evolving to include a potential grocery anchor, a new hotel envisioned as The Victor by Oxford Capital Group LLC, and recreational amenities, possibly including a sports or soccer facility.

Southfield remains committed to realizing Northland's next chapter — a dynamic center of living, shopping, and innovation.



16200 Northland Dr
Contact: Alvin Zaitouna
alvin@universalws.com



22777 W Eleven Mile Rd
Contact: Frank Jarbou
fjarbou@symmetrymgmt.com



28100 Franklin Rd
Contact: Elliot Crowder
ecrowder@sbplclaw.com

