

SOUTHFIELD DEVELOPMENT QUARTERLY

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

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New Tools for Smarter Site Selection in Southfield

The City of Southfield Business & Economic Development team is proud to unveil our newly redesigned department website, built to deliver a clearer, faster, and more intuitive experience for the development community.

A highlight of the update is the enhanced **Site Selection** page, which brings together the tools brokers, developers, and real estate professionals use most when evaluating Southfield. From tracking active land use cases to reviewing parcel-level GIS data and regional demographic and workforce profiles, the page supports early feasibility analysis, client discussions, and due diligence — all from a single starting point.

We invite you to explore the redesigned site and see how Southfield is making development research more efficient for you!



Built for Brokers & Developers

- *Monitor active rezonings, site plans, and special land use requests*
- *Evaluate zoning, land use, and parcel context before underwriting*
- *Access trusted market, demographic, and workforce data*
- *Reduce research time and move opportunities forward with confidence*

Costco Approval Signals Major Retail and Redevelopment Momentum

On November 19, City Council approved land use requests for a new **166k square foot Costco warehouse and fuel station along Northwestern Highway**, marking a significant milestone for redevelopment in this key corridor.

The project will replace underutilized office properties with a high-performing retail anchor, supporting Southfield's broader effort to **redevelop legacy office sites** to highest and best use in response to evolving market conditions. In addition to job creation and an expanded tax base, the development is expected to attract consistent consumer demand and reinforce surrounding commercial activity.

Importantly, the site includes an adjacent vacant parcel (approximately 3 acres) that will be well positioned for future complementary development, creating additional opportunities for reinvestment and place-making in the area.



ICSC Winter 2025 Conference Highlights



ICSC New York highlighted continued strength in **brick-and-mortar retail**, with well-located suburban markets outperforming due to access, demographics, and adaptable real estate.

Physical Retail Is Evolving: Stores are no longer just places to buy. They are the backbone of omnichannel strategy, powering pickup, returns, and last-mile convenience. Retail centers with **flexible layouts, high visibility, and easy parking** are best positioned to stay relevant for the long haul.

Retail Investment Remains Resilient: Even amid economic uncertainty, retail real estate continues to outperform, delivering strong risk-adjusted returns and reinforcing investor confidence in best-in-class assets.

Retailer Interest in Southfield: As part of Southfield's retail attraction efforts, the City's consultant met with more than 20 retail and restaurant concepts at ICSC New York. Follow-up discussions are underway, with additional outreach planned in early 2026.

Why It Matters Locally: These trends reinforce Southfield's **retail corridors and mixed-use nodes as competitive, future-ready locations**. Demand continues to favor adaptable formats and experiential destinations in strong suburban markets.

Retail Categories with Momentum in 2026



Specialty & Discount Grocery
Small-format, value-driven and fresh-focused grocers

Trader Joe's | Aldi | Lidl | Sprouts | Fresh Thyme



Off-Price & Value Retail

Discount home and apparel retailers

T.J. Maxx | Marshalls | HomeGoods | Ross | Burlington



Health, Wellness & Personal Services

Rapidly expanding national and independent concepts

Med spas • Urgent care • Phys therapy • Dental/vision
VIO Med Spa | WellNow Urgent Care | U.S. Physical Therapy | Aspire Dental | Warby Parker



Restaurants & Experiential Dining
Dining concepts fueled by social and experiential spending

Fast-casual • Cafés • Specialty food
Biggby Coffee | CAVA | Chick-fil-A | Buddy's Pizza

Northland Update: From Construction to Activation

Redevelopment of the historic Northland Mall site continues to advance, with new milestones signaling the project's transition from construction to early activation.

- **Residential pre-leasing is now underway** for the two mid-century modern apartment buildings, reflecting strong early market interest.
- Initial **move-ins are anticipated to begin in February**, marking the site's first residential occupancy.
- A sports complex and new retail building are scheduled to appear before the **Planning Commission on February 4**, formally initiating the next phase of approvals.
- Additional retail tenants not previously announced include **Ship N Go, The Braxton Grooming Lounge, Nora's Pizza and Pasta, and a high-end wine bar** currently in lease execution.



Proposed Soccer Dome Sports Complex

- The development continues to take shape as a live-work-play destination, integrating residential, retail, dining, entertainment, and office uses.



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