

SOUTHFIELD CITY CENTRE PLANNING

STAKEHOLDER MEETING
15 MARCH 2015

TODAY'S AGENDA:

- » INTRODUCTION
- » RECENT DEVELOPMENT
- » CASE STUDIES & BEST PRACTICES
- » VISIONING
- » VISUAL PREFERENCE DISCUSSION
- » NEXT STEPS

PROJECT GOAL

Create a vibrant, walkable, mixed-use place based upon market reality.



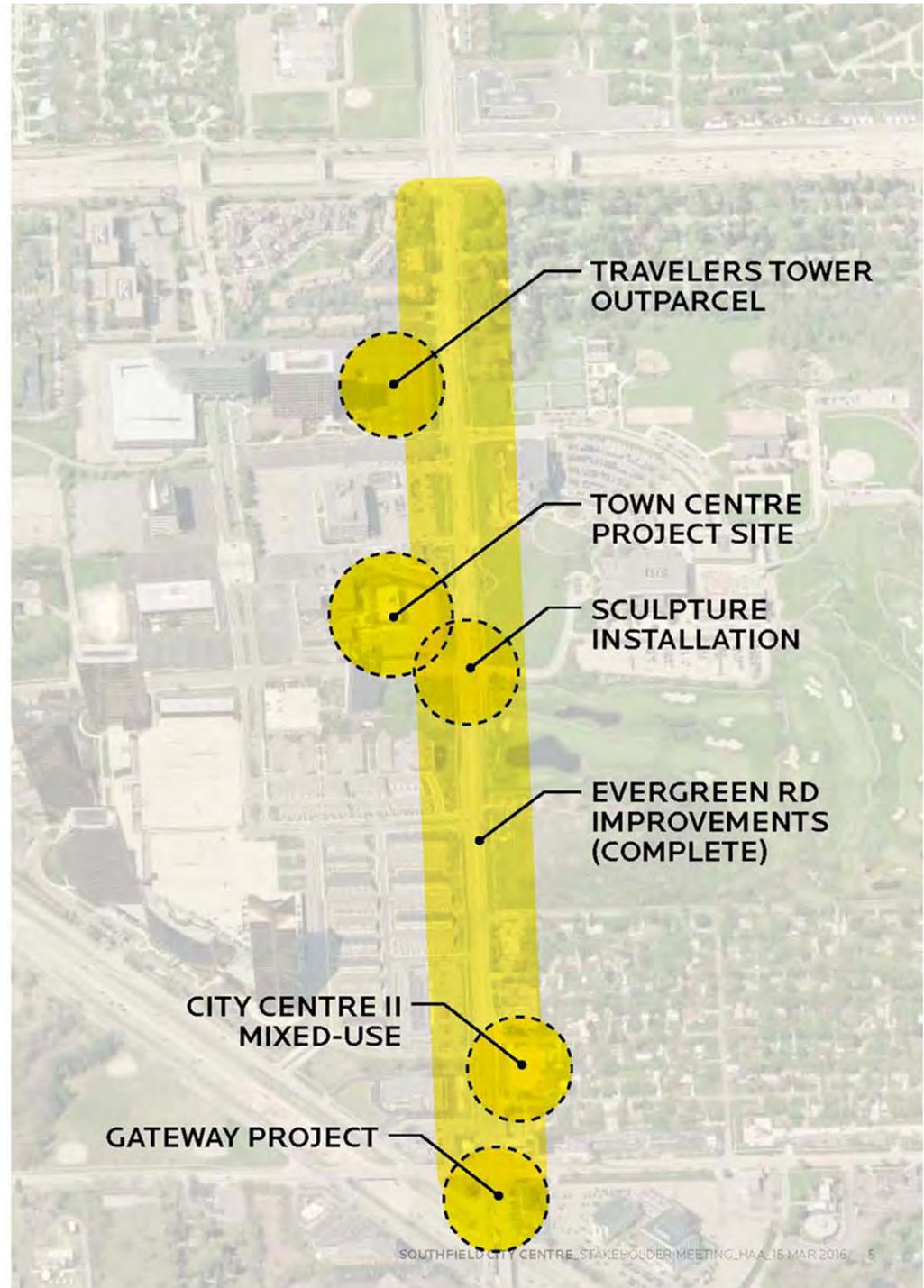
RECENT DEVELOPMENT

PEDESTRIAN AMENITIES

EVERGREEN ROAD CONSTRUCTION PROJECT

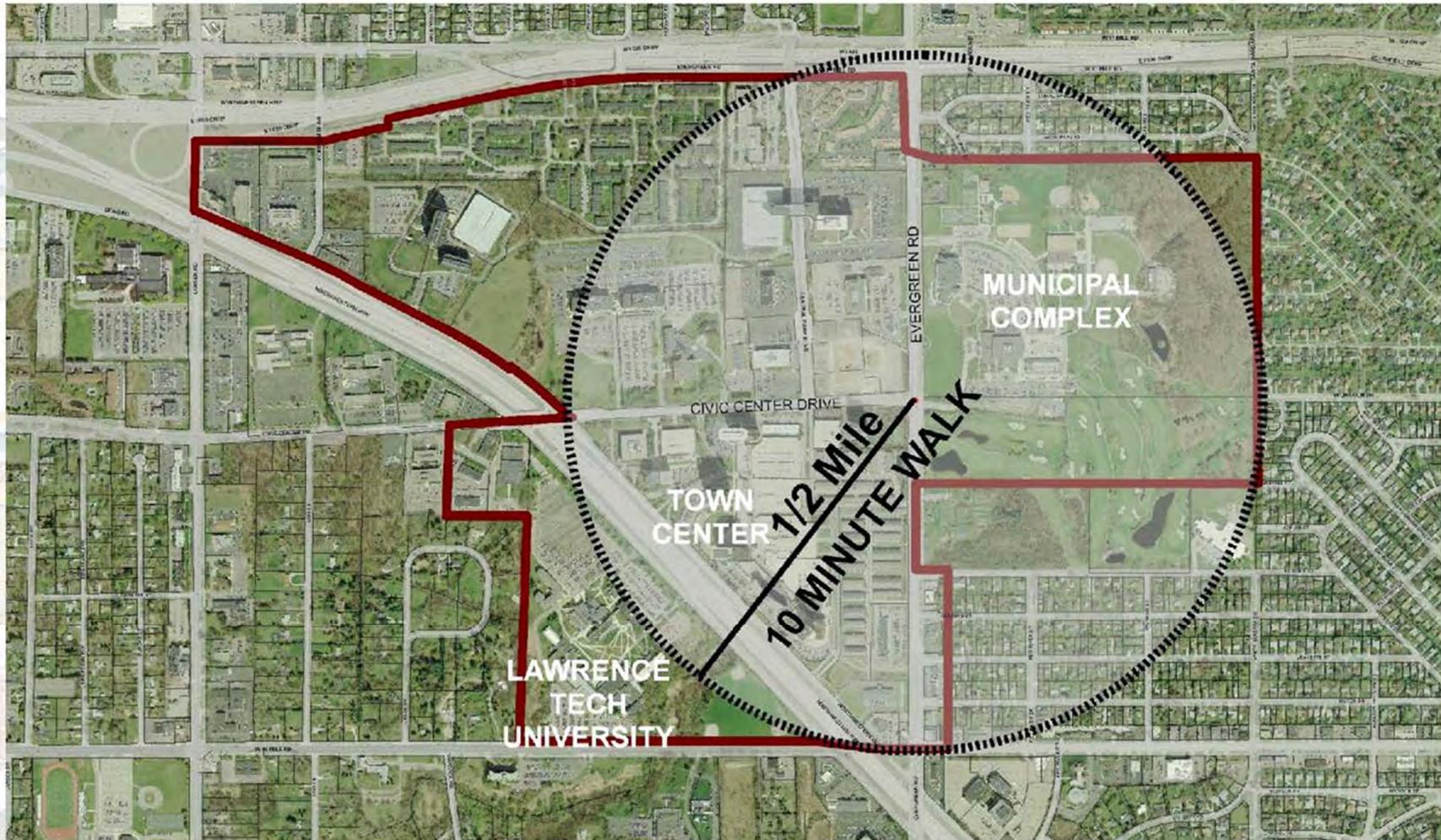
FUTURE PROJECTS

- » Gateways
- » City Center II (mixed-use)
- » Travelers Tower Outparcel (mixed-use)
- » Vibe Credit Union
- » Evergreen Road Sculpture



Southfield City Centre District

“To create & maintain a vibrant 24/7 Pedestrian-Friendly Mixed-Use Environment”



“Low-Hanging Fruit” Pedestrian Amenities



SMART Partnership



Solar Panels

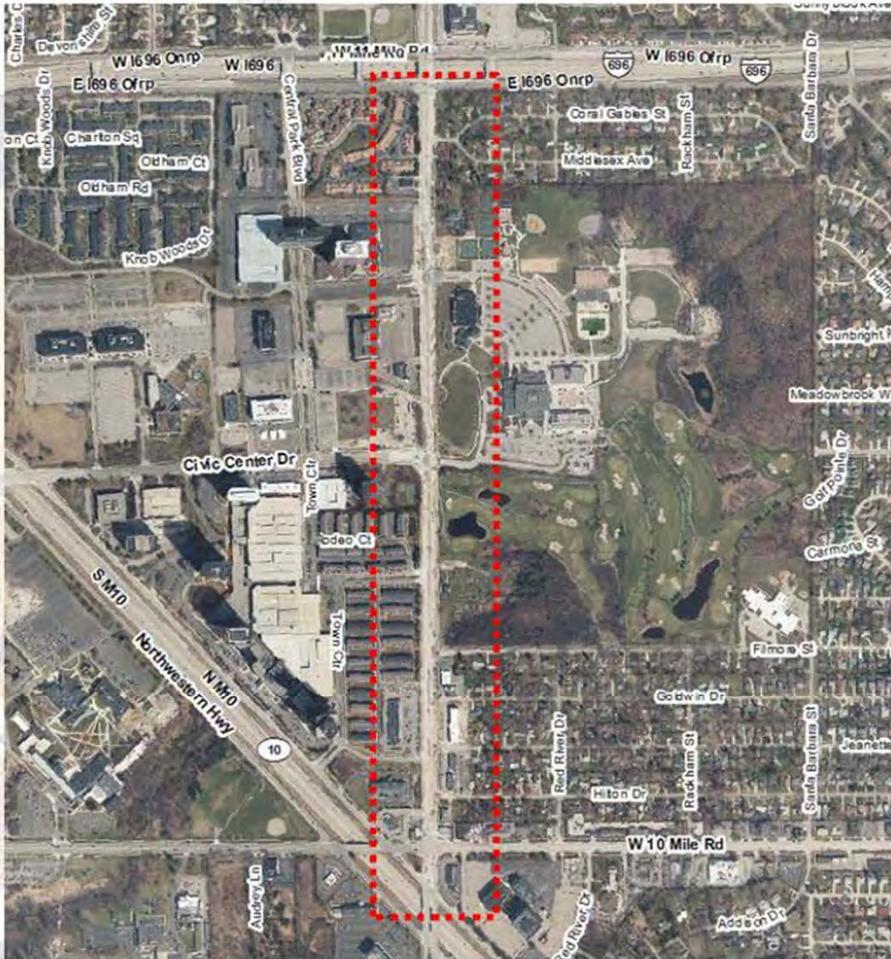


Decorative benches & receptacles



Decorative crosswalks

Evergreen Road Construction Project 2014-2015



- 21,500 motorists daily
- 6/7 Lanes to 4
- \$12 Million investment
- \$4.8 Million in Federal funding
- \$100,000 Donation by CCAB
- Started Spring 2014
- Ribbon cutting 10/19/15

Evergreen Road Construction Project 2014-2015

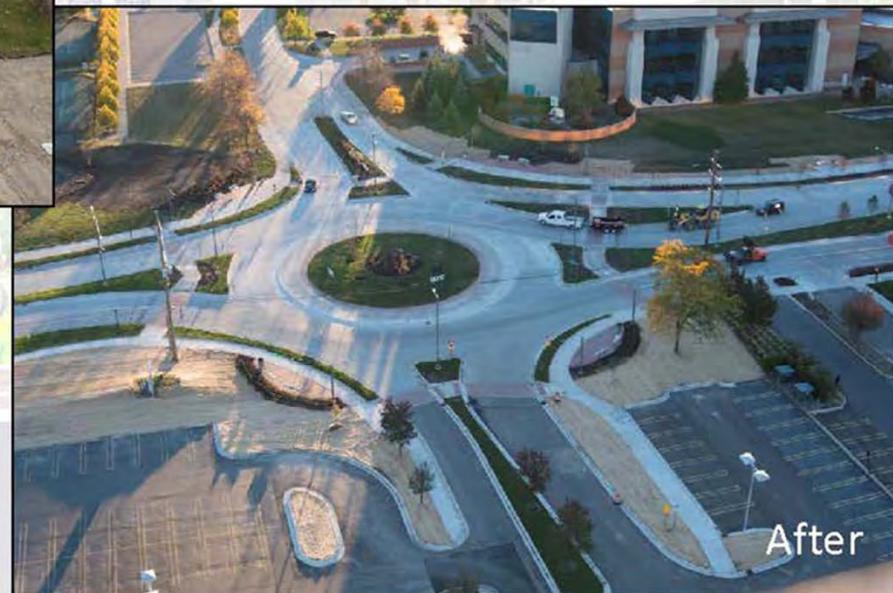
- 2 Roundabouts
- Landscape Medians
- Mid-Block Pedestrian Crosswalks
- Street Lighting
- Wayfinding Signage
- 10' Multi-Use Path
- Rain Garden
- Pervious Pavers
- LED Street Lighting
- Banners, Flags, & Hanging Baskets



Evergreen Road Roundabouts



North Roundabout near the
Southfield Public Library



Evergreen Road Roundabouts



South Roundabout near the
Municipal Complex Entrance



Landscape Medians

Before

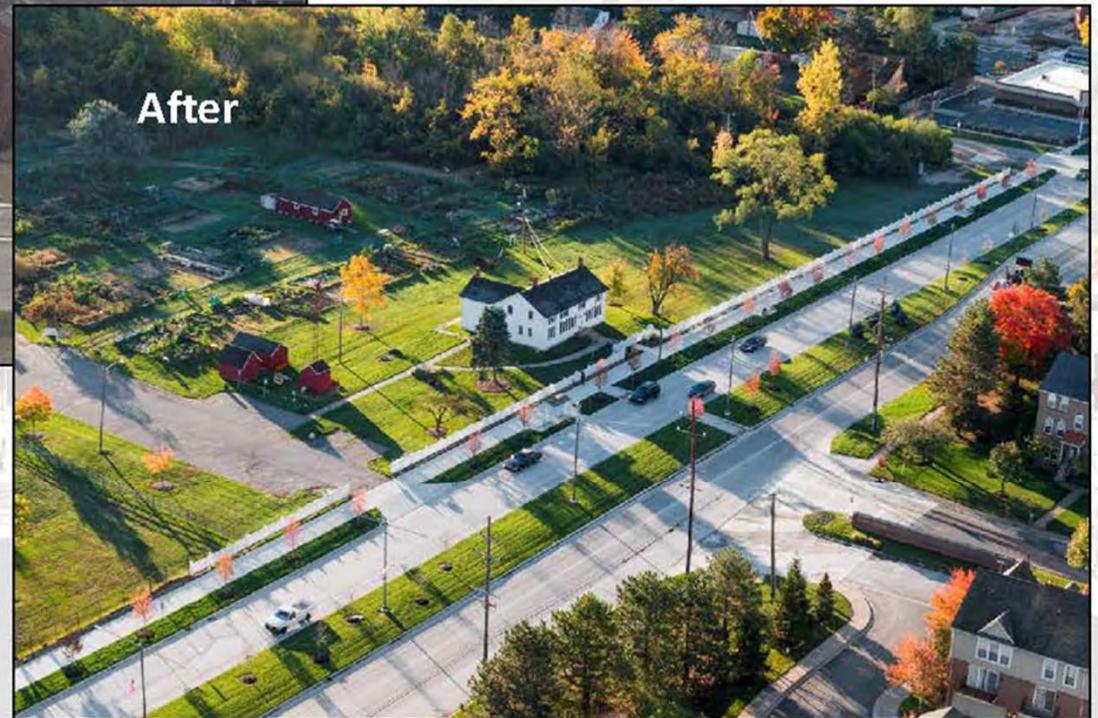
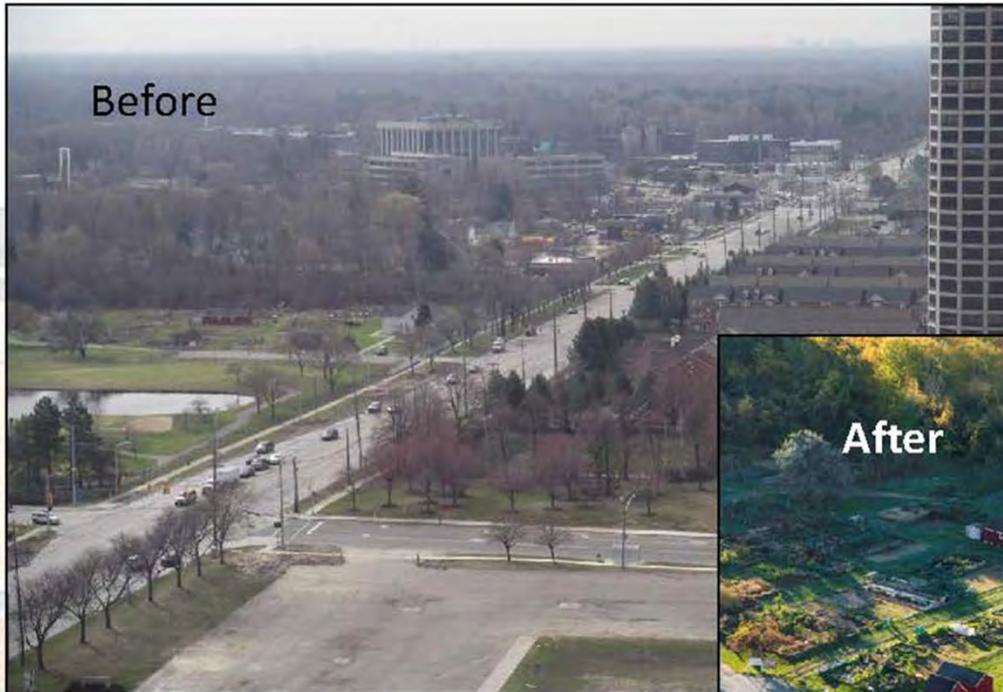


Landscape Medians near the Library facing South



After

Southern Evergreen View



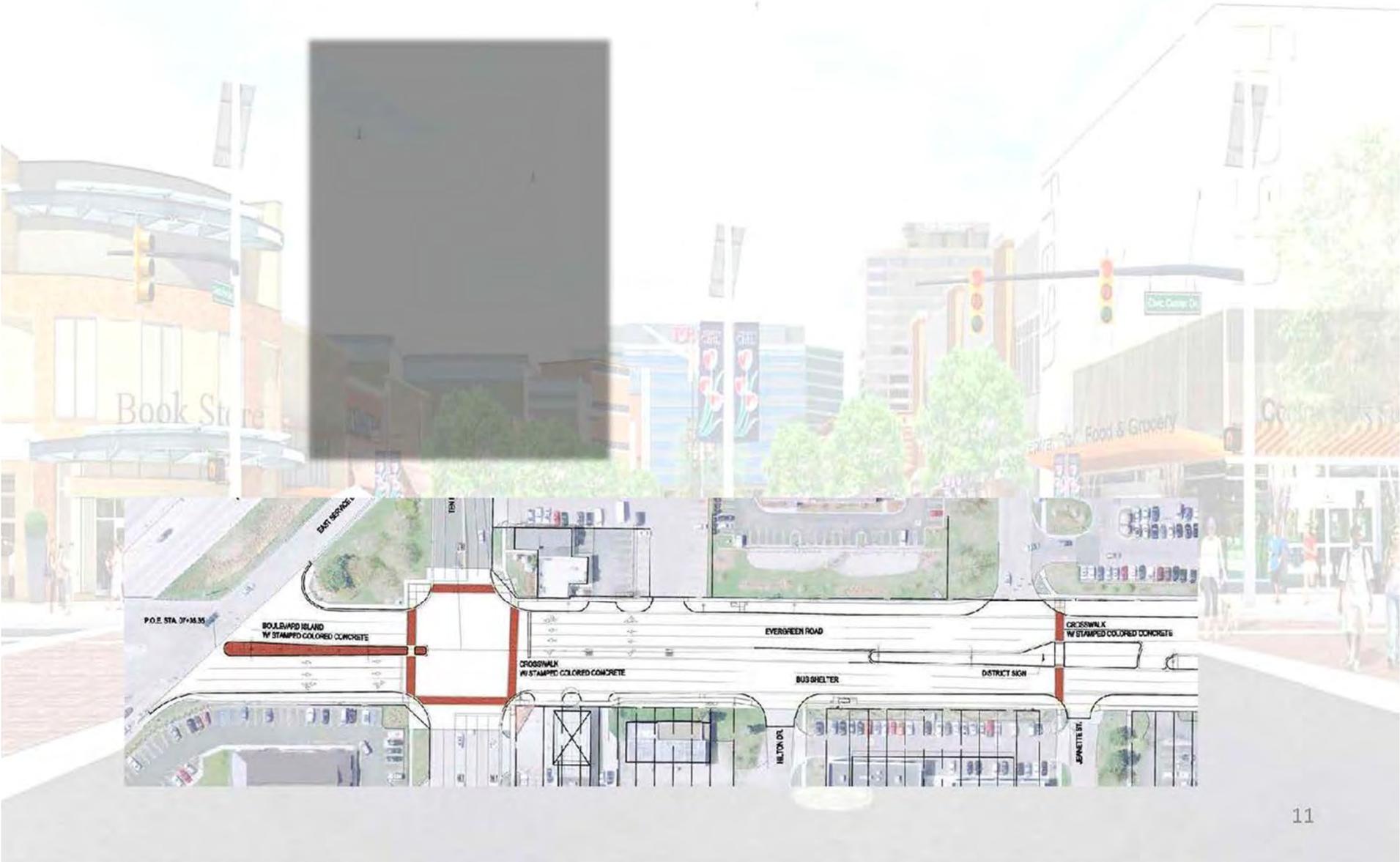
Landscape Medians & Mid Block Crossing



Front Lawn Loop: 3-1/3
Times Around = 1 Mile/20
Minutes of Health Healthy
Activity



Crosswalks & Multi-Use Path



Wayfinding



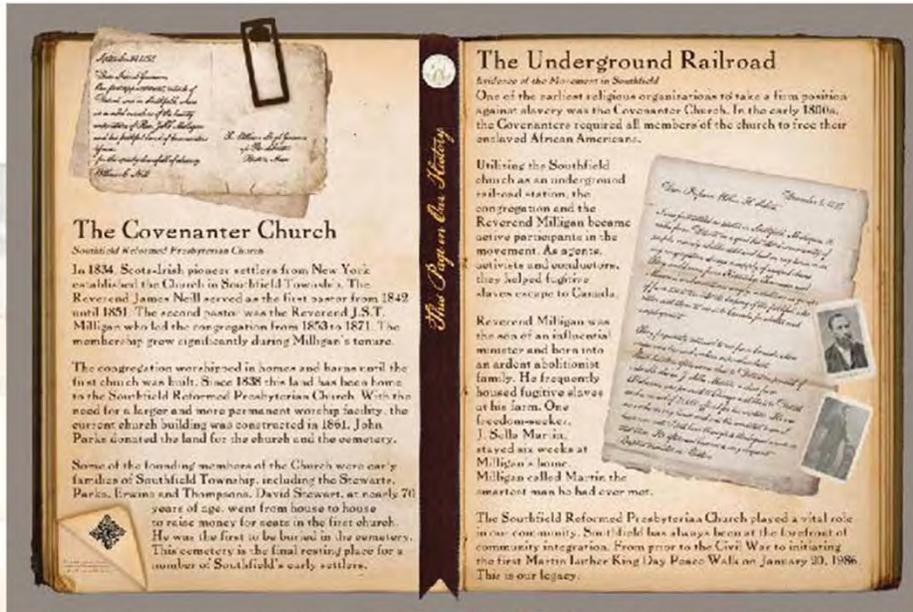
Wayfinding
Kiosk



Wayfinding
Pedestrian
Signage



Historic Interpretive Panels

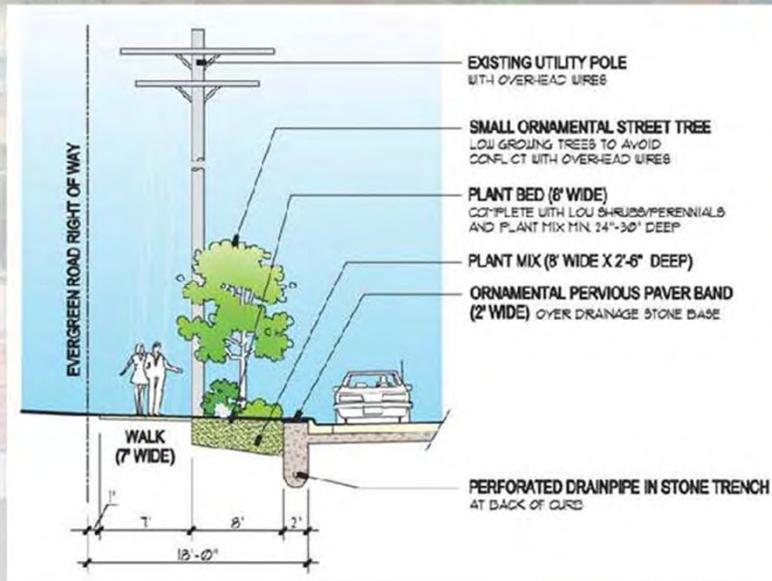
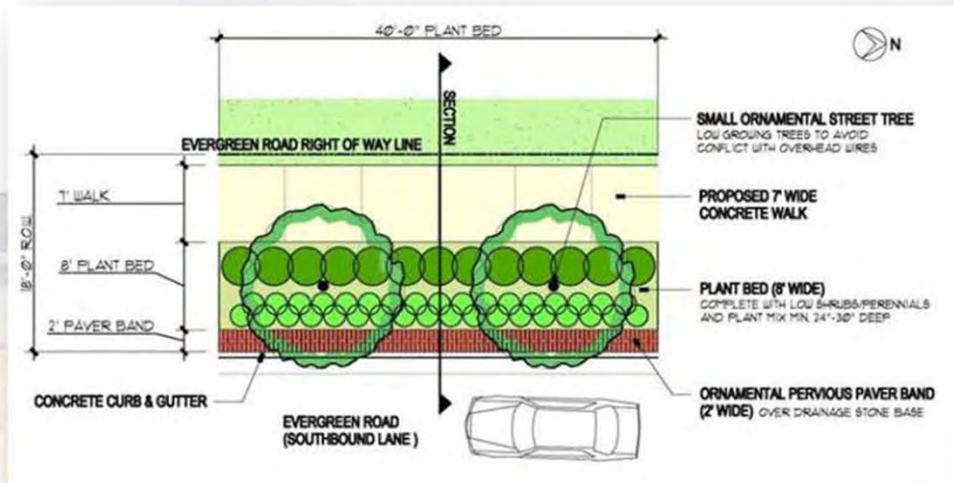


Southfield Reformed Presbyterian Church



Mary Thompson Farm

Pervious Pavers



Site Elements



Existing Site Elements



New Site Elements: 38 Benches, 32 Trash Receptacles, 2 Bus Shelters, etc.

Future Urban Design & Concept Vision - Gateways



OVERALL PLAN
SCALE: 1" = 30'-0"

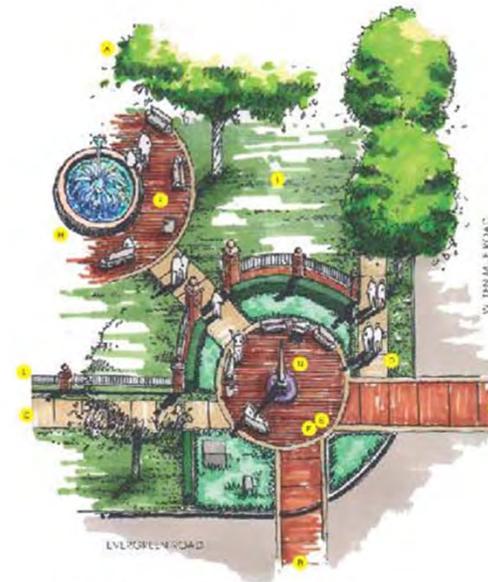


SECTION
NO SCALE

NORTHWESTERN HIGHWAY & EVERGREEN RD

LEGEND

- A. EXISTING TREES, TYPICAL
- B. STAMPED CONCRETE CROSS WALKS
- C. EXISTING UTILITIES
- D. PROPOSED SIDEWALKS
- E. ENTRY NODE W/ SITE FURNITURE
- F. DECORATIVE PAVING, TYPICAL
- G. ORNAMENTAL PLANTINGS
- H. CENTRAL SEATING PLAZA WITH FOUNTAIN
- I. OPEN LAWN AREA
- J. EXISTING STREET LIGHTS
- K. NEW STREET LIGHTS
- L. DECORATIVE FENCING AND PILLS
- M. GAS LANE SIGN
- N. GUEST
- O. HAND LIGHTED WALL SIGN



AXONOMETRIC DRAWING
NO SCALE

concept plan

SOUTHFIELD GATEWAY PROJECT

CITY CENTRE ADVISORY BOARD

SOUTHFIELD, MICHIGAN



JANUARY 2012



RUSSELL DESIGN
LANDSCAPE ARCHITECTURE
DESIGN & PLANNING
11400 WOODBINE DR. SOUTHFIELD, MI 48034

City Centre II

Phase II: 24,000 square feet 2-Story Mixed Use
Spring 2016



Under Construction



Travelers Tower Outparcel

19,000 square feet
Mixed Use



Travelers Tower Outparcel



Travelers Tower Outparcel




ROGVOY
ARCHITECTS

Vibe Credit Union

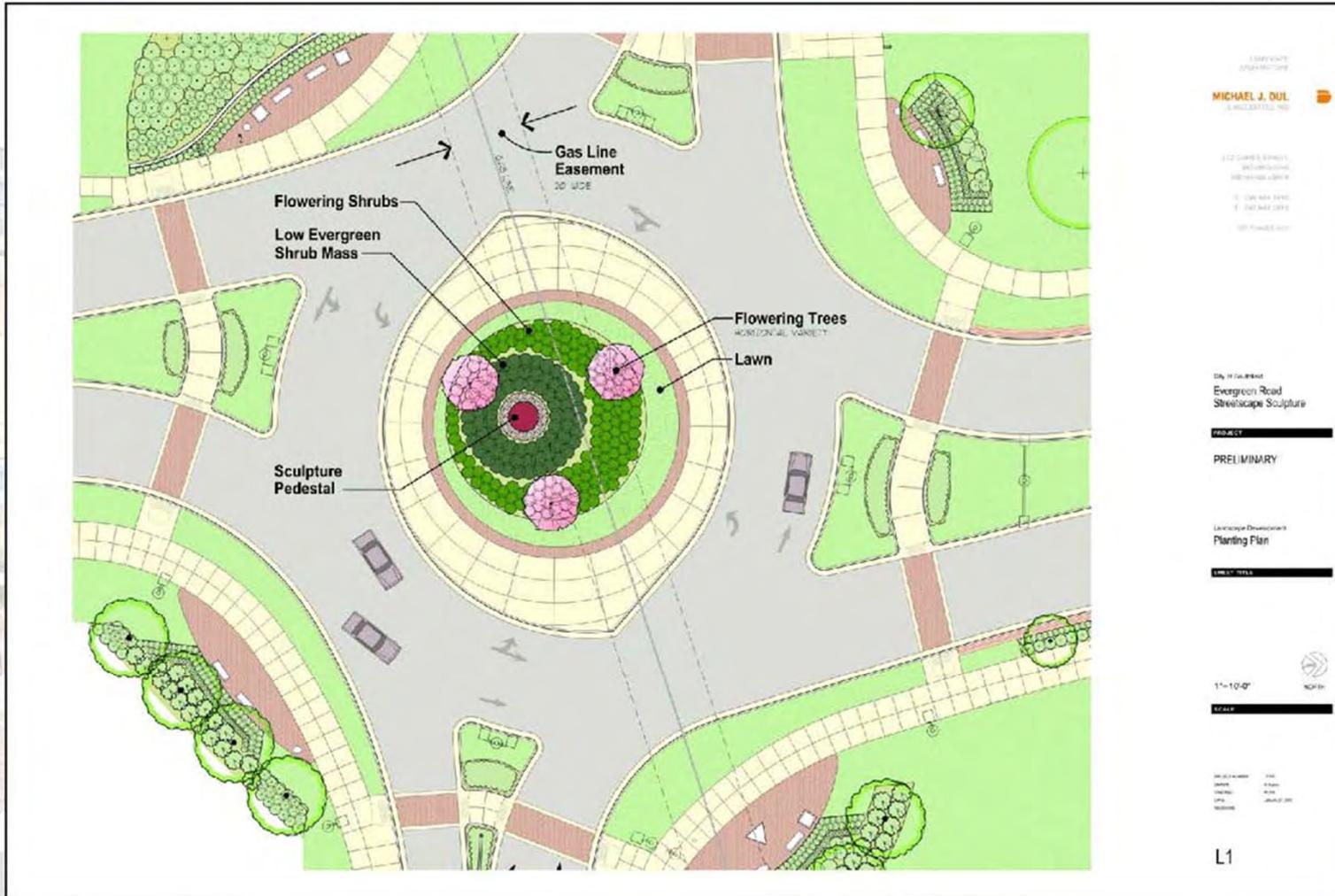


Arbor Lofts Mixed Use Phase III

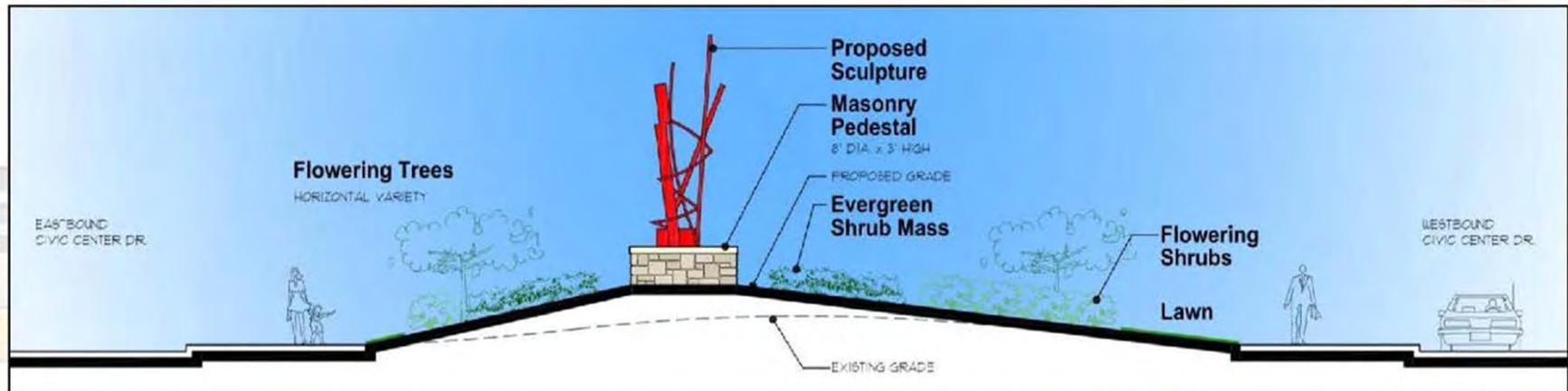
43,000 square feet



Evergreen Road Future Sculpture Plan View



Proposed Sculpture in Southern Roundabout Spring 2016 Installation



Proposed Sculpture in Southern Roundabout Spring 2016 Installation

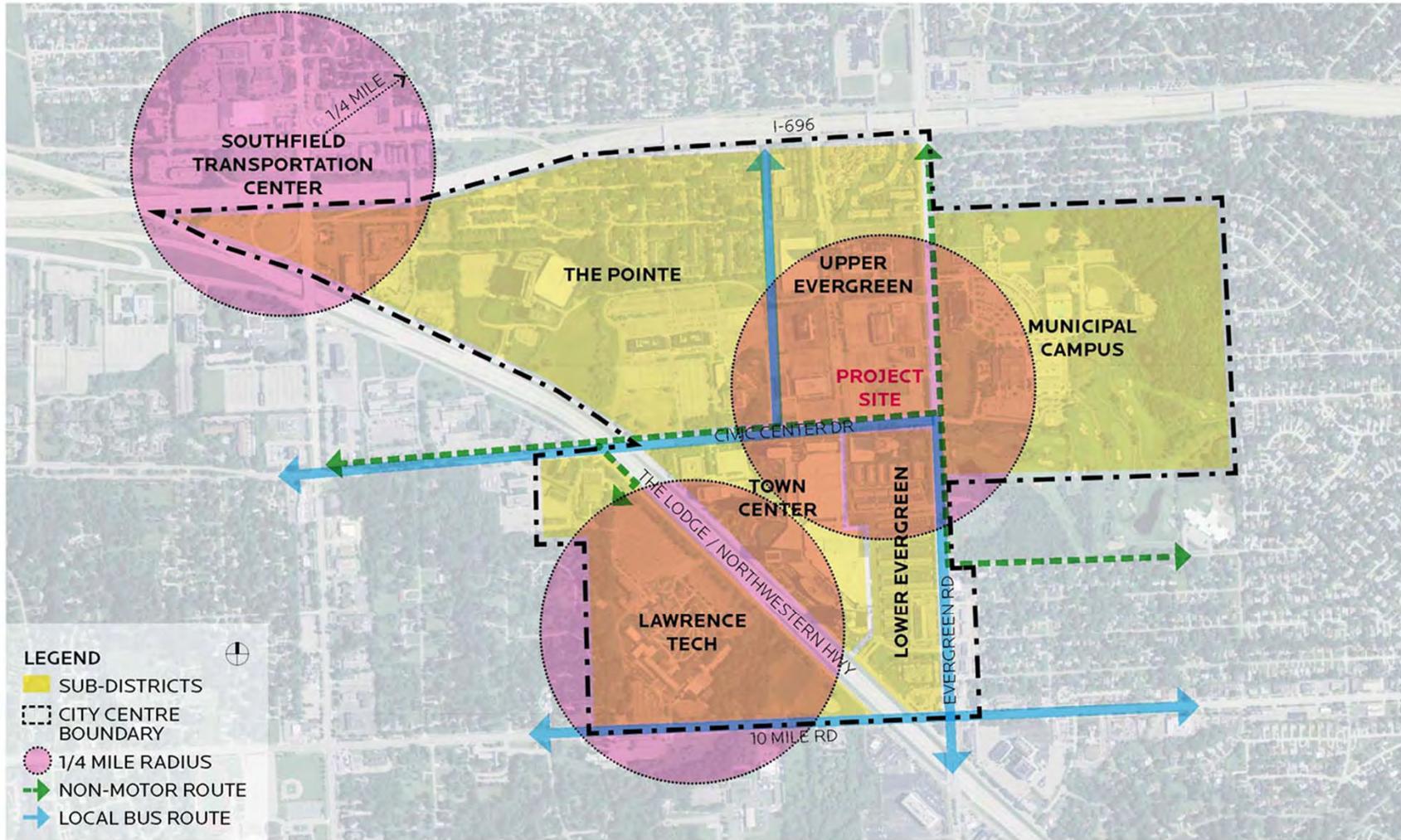


Part 2: Site Analysis



www.southfieldcitycentre.com

SITE ANALYSIS



AT A GLANCE

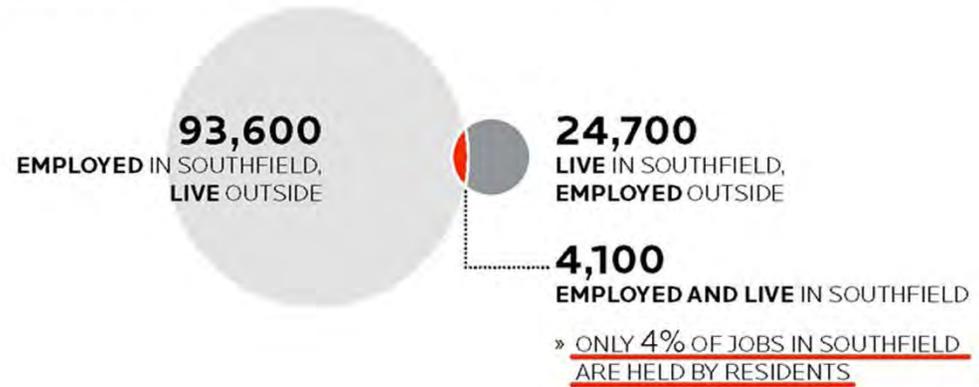
TOTAL POPULATION 72,331

MEDIAN AGE (YEARS) 42.3
HIGHER THAN THE REGION, STATE, AND U.S.

TOTAL PRIMARY JOBS 97,700

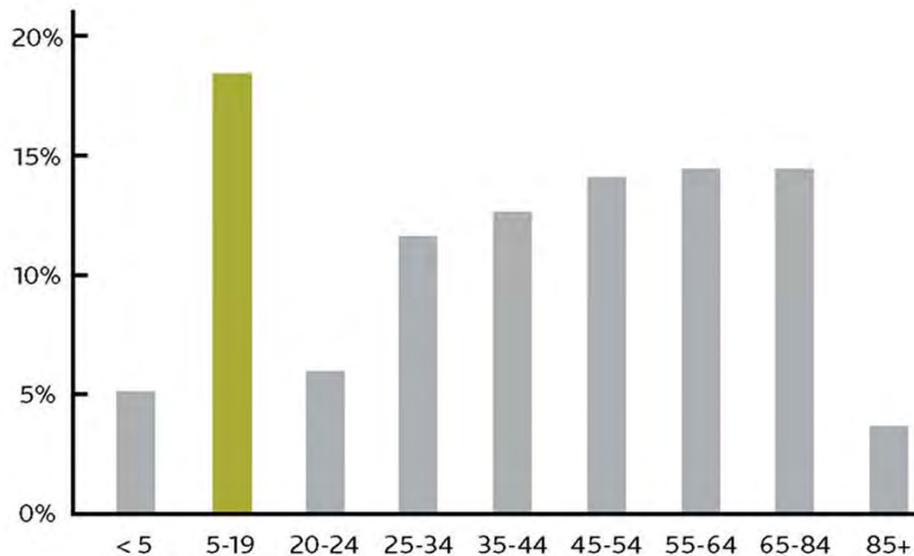
INFLOW/OUTFLOW OF PRIMARY JOBS

Source: 2013 LEHD



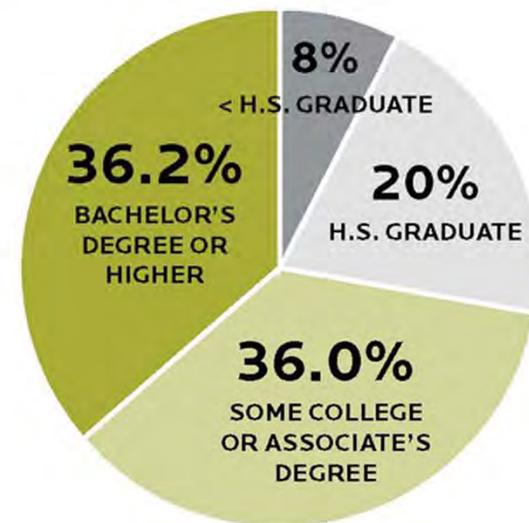
AGE DISTRIBUTION

Source: 2013 ACS 5-Year Estimates



EDUCATIONAL ATTAINMENT FOR POPULATION 25 YEARS AND OVER

Source: 2013 ACS 5-Year Estimates



WALKABLE URBAN PLACES

**“Walkable urban
development has pent-
up market demand that
will take most of the next
generation to satisfy.”**

- Christopher Leinberger, Brookings Institute



WALKABLE URBAN PLACES

"The new workforce no longer wants to be located in single-use office "parks" ... **they want to be located in dynamic mixed-use urban settings** where they can mix and mingle, have multiple destinations to eat lunch or have dinner, (and) live nearby..."

- Geoff Dyer, Better! Cities & Towns

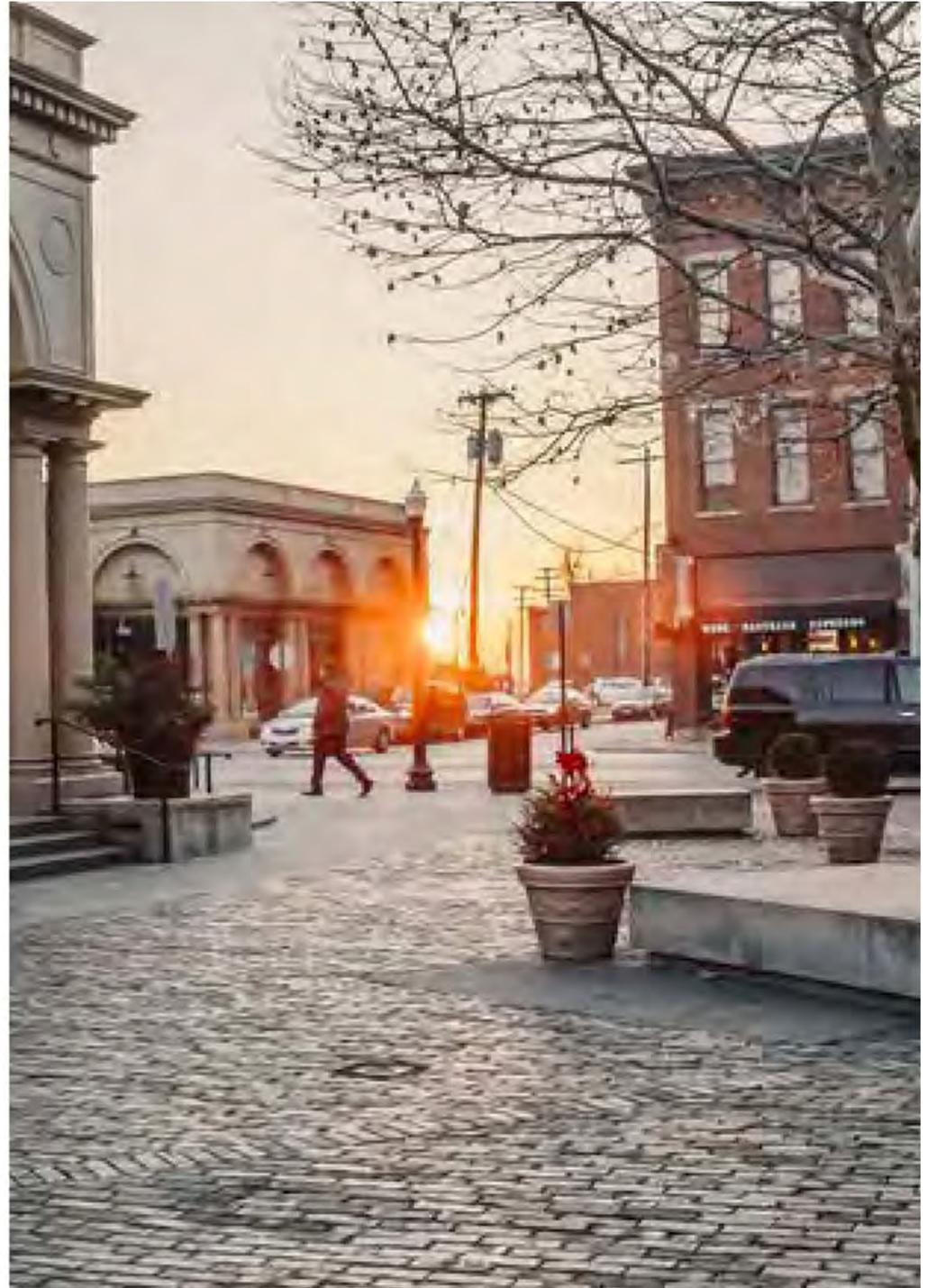


PLACE-BASED DEVELOPMENT

While having a solid business climate remains important, **it is also necessary to cultivate a vibrant, exciting community with a wide diversity of talent.**

A recent study of 84 suburban areas found that **vibrant, dense, mixed-use suburban areas performed better and were preferred** over lower-density, auto-dependent office parks.

Source: "Preferred Office Locations," NAIOP Research Foundation



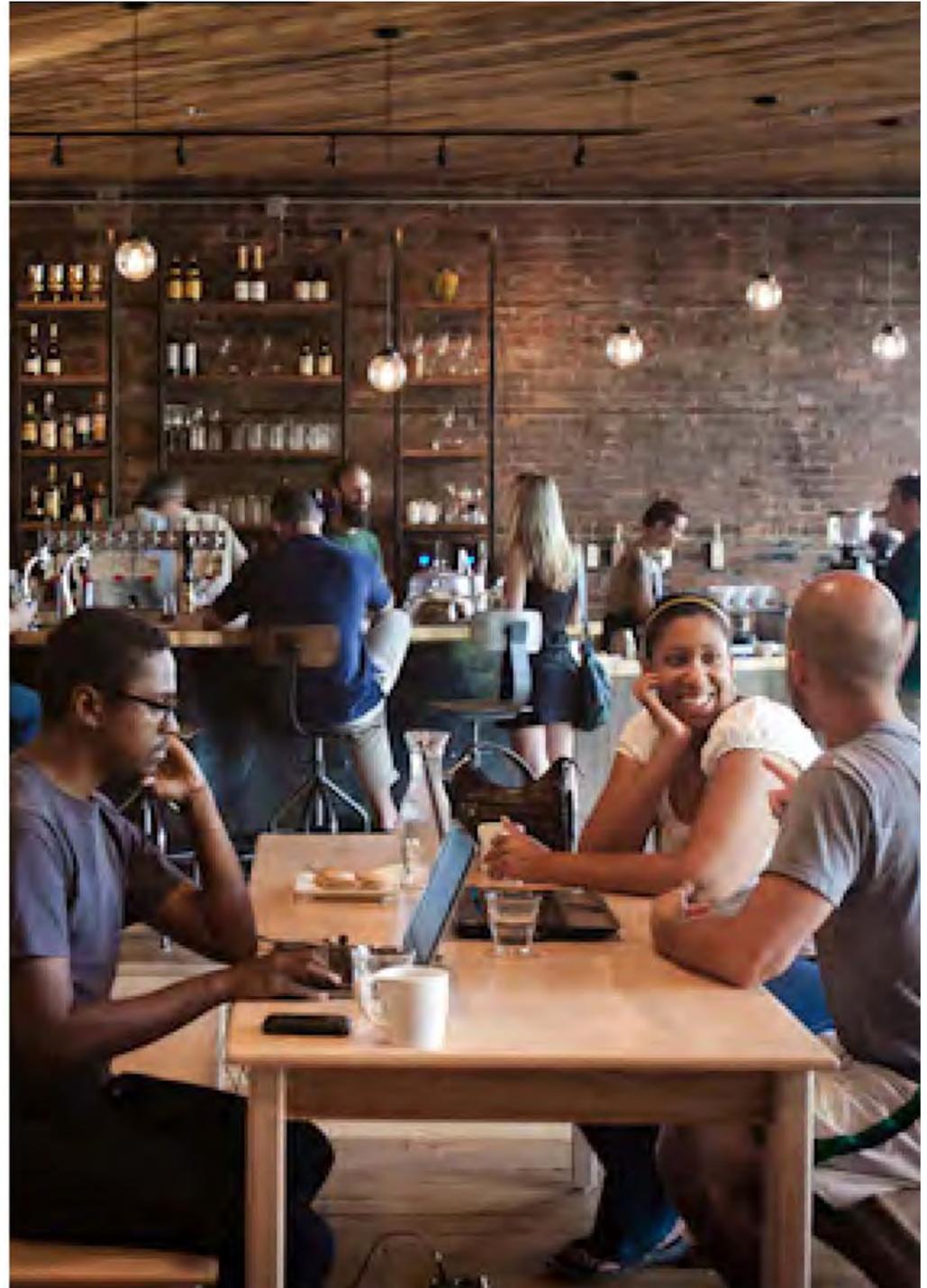
ATTRACT + RETAIN TALENT



TWO-THIRDS

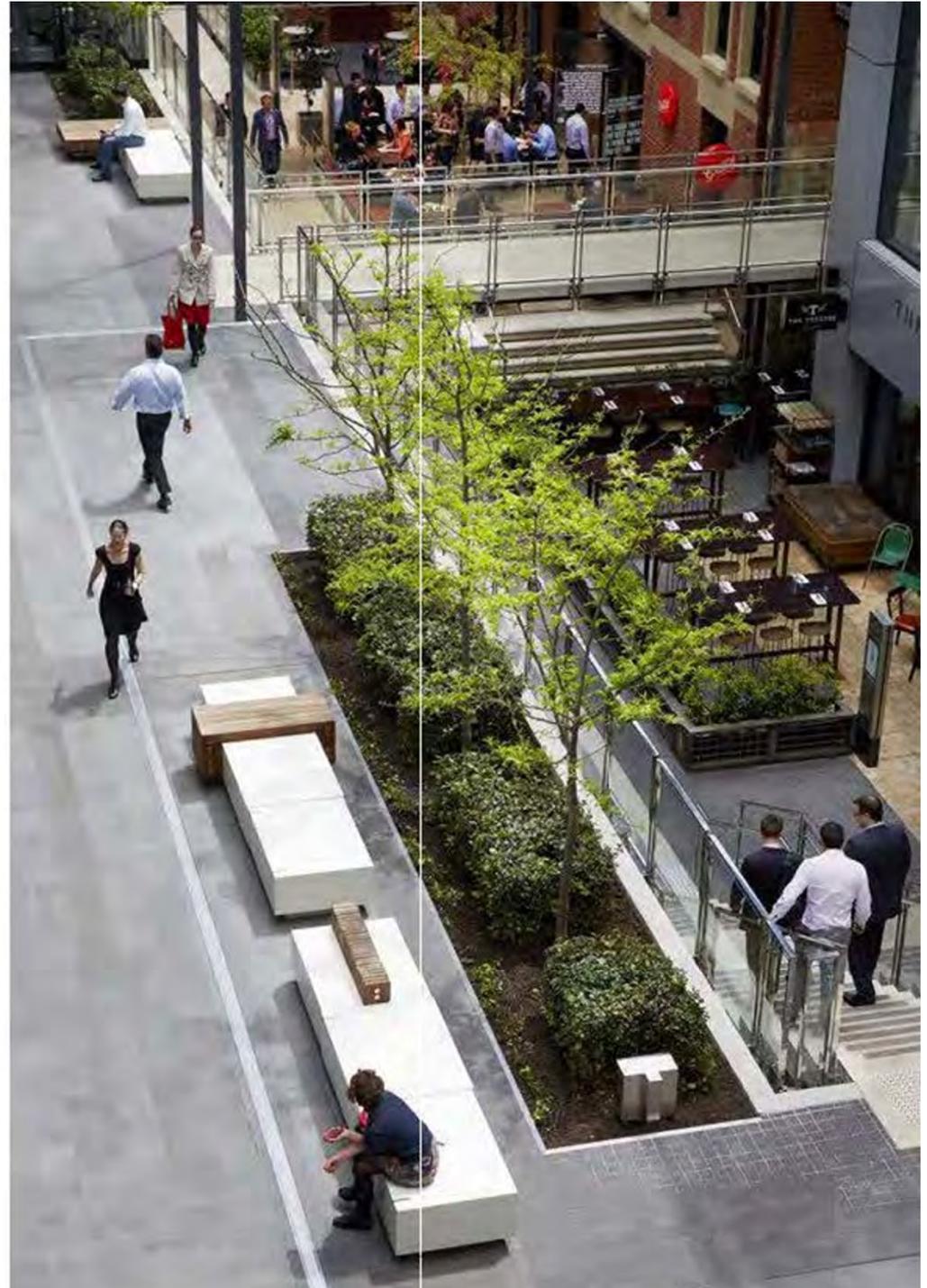
OF COLLEGE EDUCATED 24 TO 35
YEAR OLDS CHOOSE WHERE THEY
WANT TO LIVE FIRST AND THEN LOOK
FOR A JOB.

Source: "Young, Underemployed, and Optimistic",
Pew Research Center



ATTRACT + RETAIN TALENT

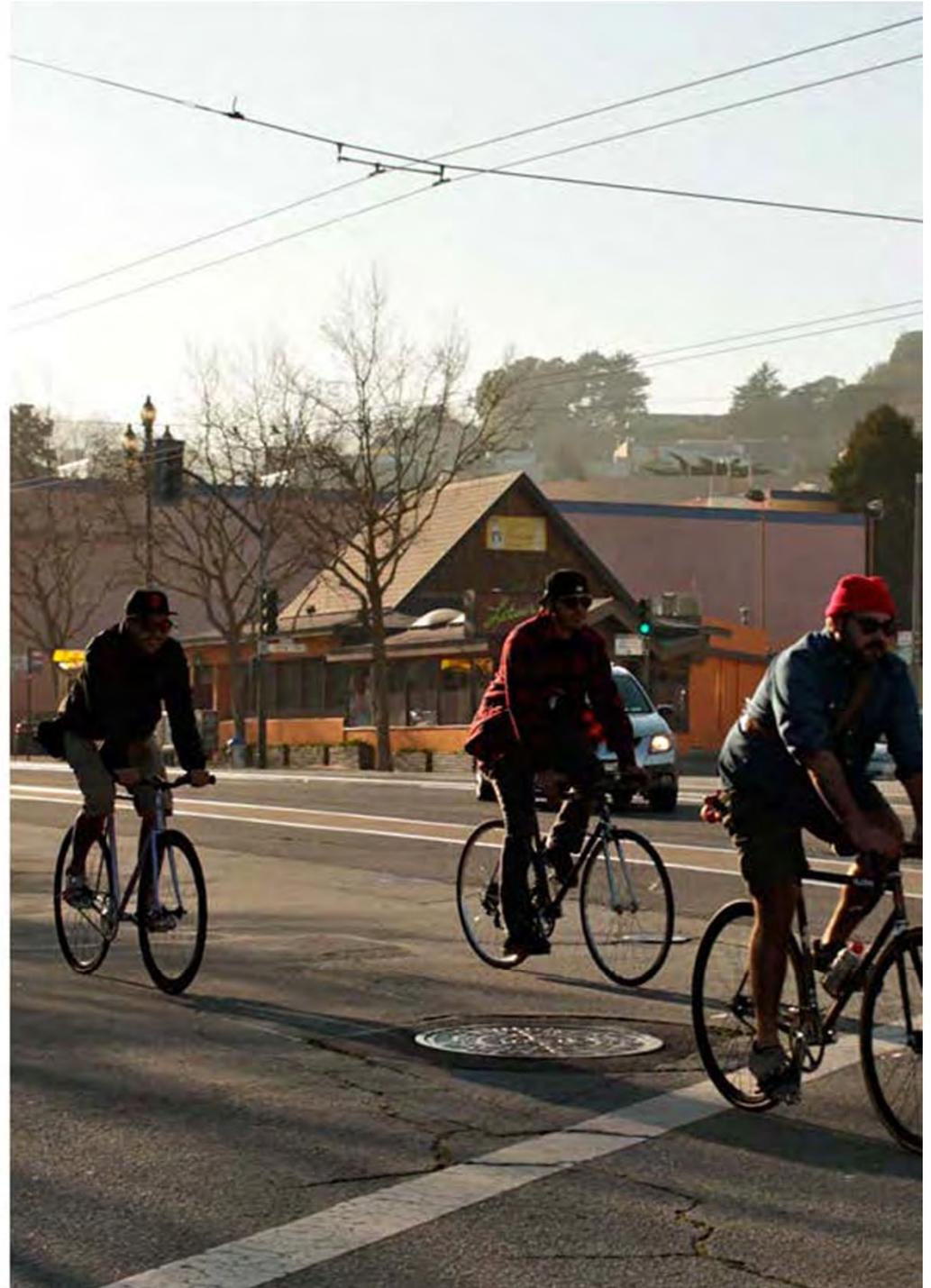
Studies show that **a walkable environment is desperately needed by a region's major employers as a means to attract talent,** positioning their representative institutions into a stabilized market.



ATTRACT + RETAIN TALENT

The ability to walk or
take transit to work

is consistently cited
in surveys of young
professionals as criteria
in choosing a place to live
and work.



PLACEMAKING

Tenants and talent are attracted to **walkability** and **place**.

+74%

PRICE-PER-SF PREMIUM CAPTURED FOR OFFICE SPACE IN WALKABLE URBAN AREAS OVER SUBURBAN BUSINESS PARKS ACCESSIBLE ONLY BY CARS
Source: Leinberger/Center for Real Estate

2/3

OF STUDENTS WHO LEAVE MICHIGAN CHOOSE WHERE TO LIVE FIRST AND THEN LOOK FOR A JOB - OVERWHELMINGLY, THEY ARE CHOOSING TO LIVE IN CITIES

Source: Michigan Municiple League

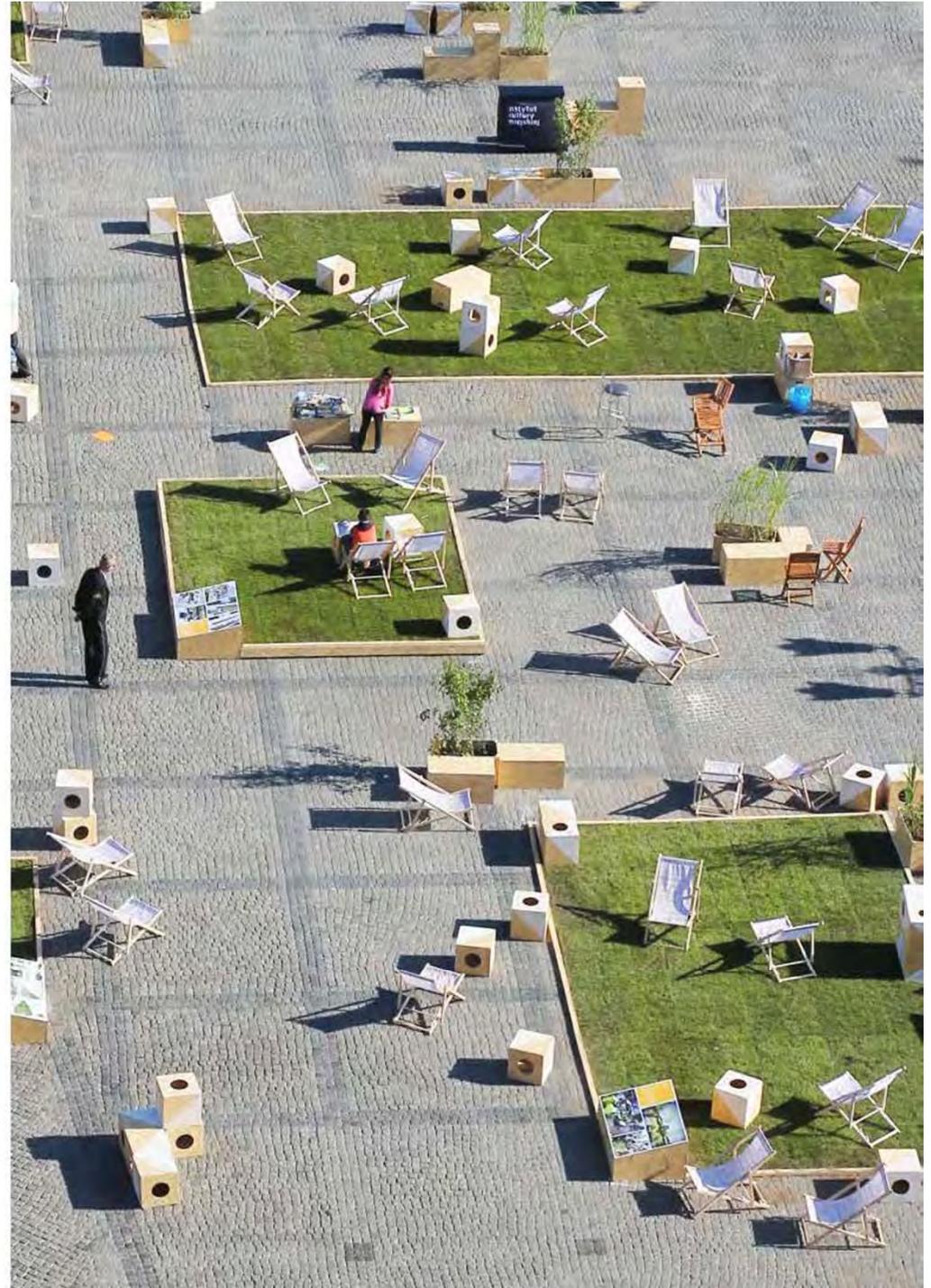


Percolate Industries, NYC - corporate bike share, mobile coffee truck

PLACEMAKING

Research into the success of thriving districts and neighborhoods shows investment in **“district placemaking”**

- **Creates identity,**
- **Reduces crime,**
- **Attracts people,**
- **Improves property values,**
- and **Improves the overall quality of life** for residents, employees, and visitors.



CREATE A UNIQUE DISTRICT BRAND

“If you don’t engage people physically, you are missing the most efficient way to sell your brand.”

- Douglas Van Praet, author and branding consultant

Use brand as a tool:

- To create a strong identity and sense of place.
- To develop festivals, events, and programming.
- To attract businesses and development.
- For placemaking and promoting walkable urbanism.



**Where are
Southfield's
walkable places?**



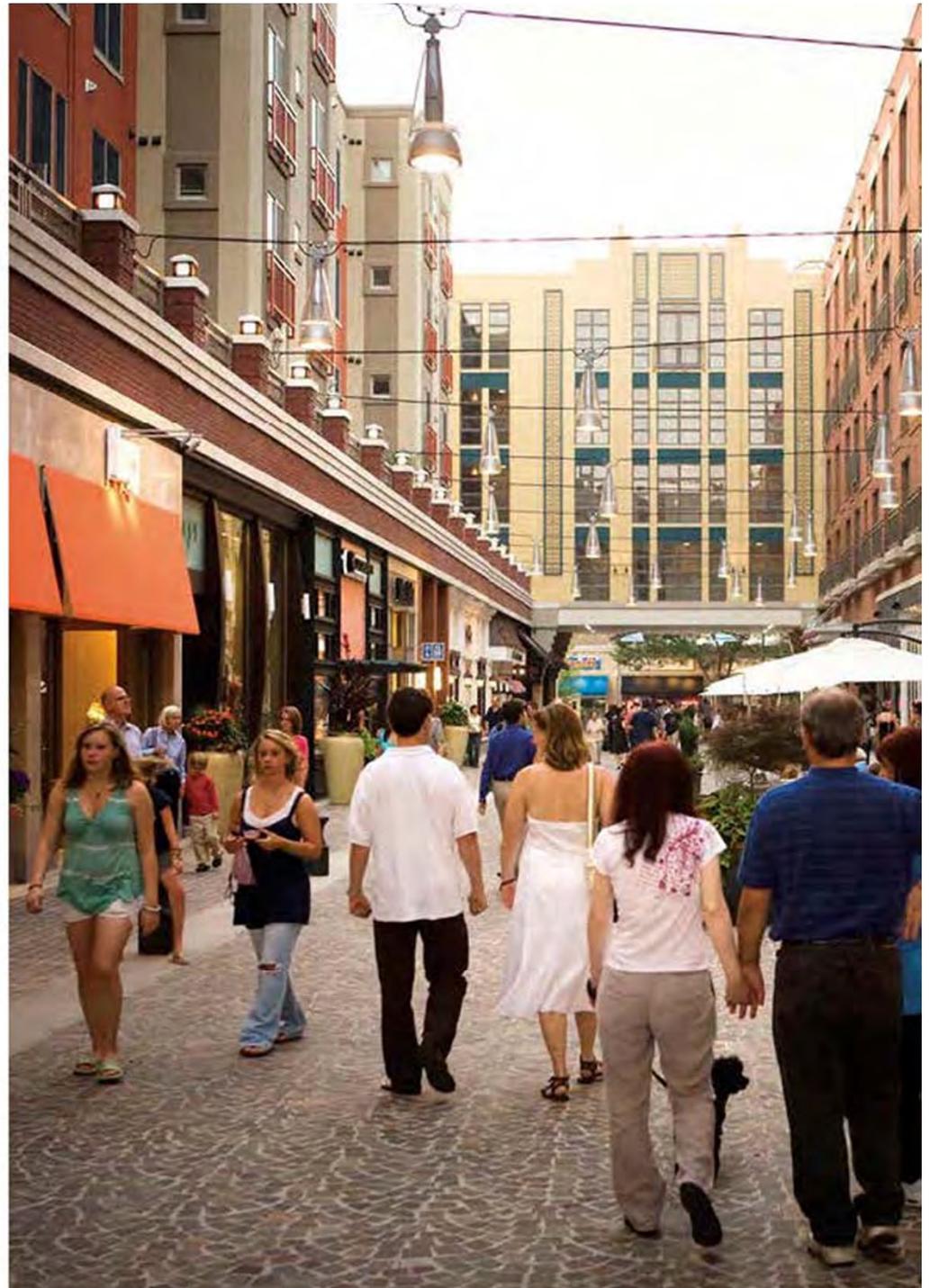
WALKABLE TOWN CENTERS

In Metro Detroit, **walkable urban places** — *including suburban town centers* — **command higher rents than drivable places.**

On average:

OFFICE	+ 4%
RETAIL	+ 15%
RENTAL RESIDENTIAL	+ 28%

Source: "The WalkUp Wake Up Call: Michigan Metros",
Leinberger & Lynch



UNIV. PLACE TOWN CENTER

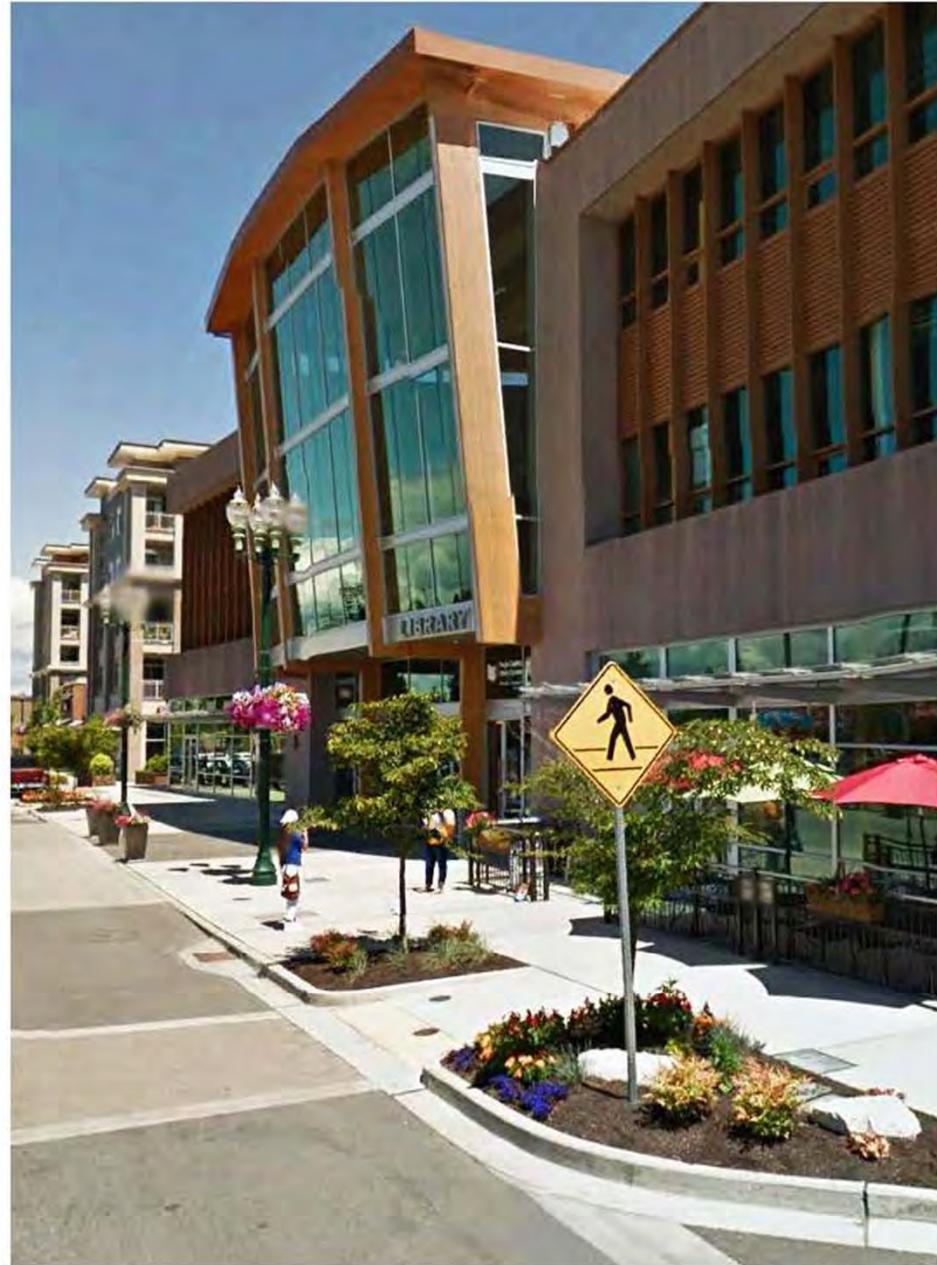
University Place, WA

ANCHOR TENANTS	2
RETAIL SF	67K
RESIDENTIAL UNITS	200
STILL TO BE DEVELOPED	1.3 ACRES

University Place Town Center 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.



UNIV. PLACE TOWN CENTER

University Place, WA



BRIDGEPORT ROAD // BEFORE



BRIDGEPORT ROAD // AFTER IMPROVEMENTS



CITY FESTIVAL



GROCERY ANCHOR

UNIV. PLACE TOWN CENTER

8.3 ACRES



BETHESDA ROW

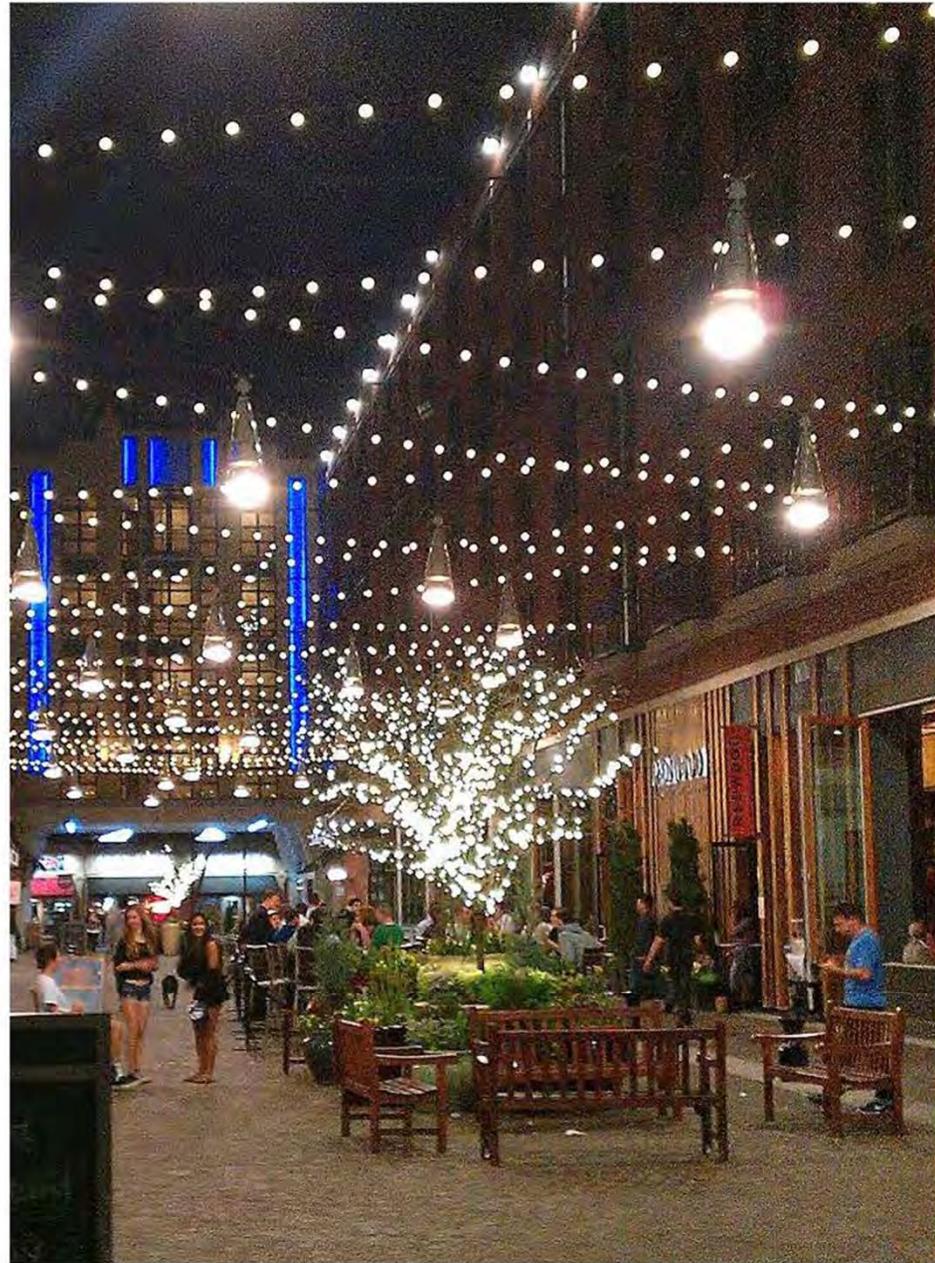
Bethesda, MD

ANCHOR TENANTS	2+
RETAIL SF	360K
OFFICE SF	190K
RESIDENTIAL UNITS	180

Bethesda Row started 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.

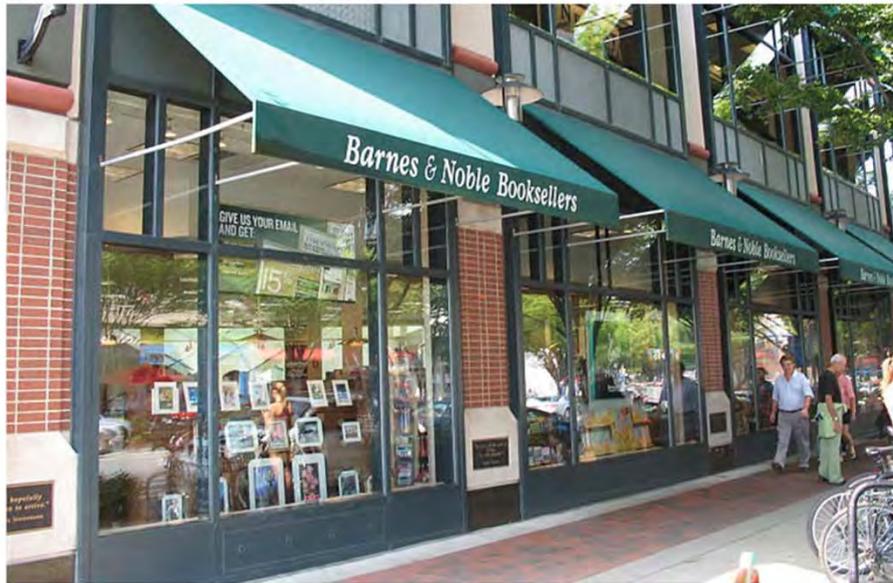
Bethesda Row is a private development built with public planning and infrastructure assistance. The project consisted of four development phases over roughly 10 years.

The development is less than 1/4-mile from the city's office and residential core.



BETHESDA ROW

Bethesda, MD



ACTIVE STREET LEVEL RETAIL



BRIDGEPORT ROAD // AFTER IMPROVEMENTS



RETAIL ARCADE, OUTDOOR DINING, PUBLIC SPACES

BETHESDA ROW

12 ACRES



ADDISON CIRCLE

Addison, TX

ANCHOR TENANTS	1
RETAIL SF	115K
OFFICE SF	340K
RESIDENTIAL UNITS	4,000

Addison Circle 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 of Addison 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.



ADDISON CIRCLE

Addison, TX



AERIAL VIEW DURING FESTIVAL



PEDESTRIAN-FRIENDLY STREETS



PROGRAMMED PUBLIC SPACES



BUILDINGS ORIENTED TO STREETS AND PUBLIC SPACE



PARKING STRUCTURE

ADDISON CIRCLE

80 ACRES



EASTON TOWN CENTER

Columbus, OH

ANCHOR TENANTS	2
OTHER STORES / SERVICES	240
RETAIL SF	1.8M
RETAIL DENSITY	20K SF / ACRE

Easton Town Center is an indoor/outdoor shopping complex with a variety of stores, restaurants, service-oriented businesses, and public spaces.

The two-story buildings and streets are intended to resemble a traditional, walkable American town pre-WWII.

Easton opened in 1999, with expansions in 2001, 2004, 2012, and 2015. It attracts approximately 25M visitors per year.

Easton is a private partnership development.



EASTON TOWN CENTER

Columbus, OH



PEDESTRIAN-FRIENDLY STREETS



OUTDOOR DINING, PUBLIC SPACES ADJACENT TO RETAIL / RESTAURANTS



EASTON TOWN CENTER

90 ACRES



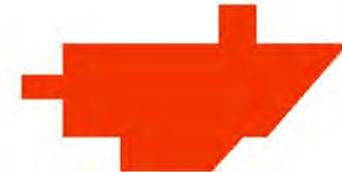
SCALE COMPARISON



SOUTHFIELD PROJECT SITE
8 ACRES



UNIVERSITY PLACE TOWN CENTER
8 ACRES



BETHESDA ROW
12 ACRES



ADDISON TOWN CENTER
80 ACRES



EASTON TOWN CENTER
90 ACRES

BEST PRACTICES

Creating a vibrant mixed-use environment requires envisioning the site design and development of new buildings together. A coordinated approach with the right guiding principles will ensure all new development builds momentum towards the common goal of creating a walkable, mixed-use place.

Best practices learned from case studies include:

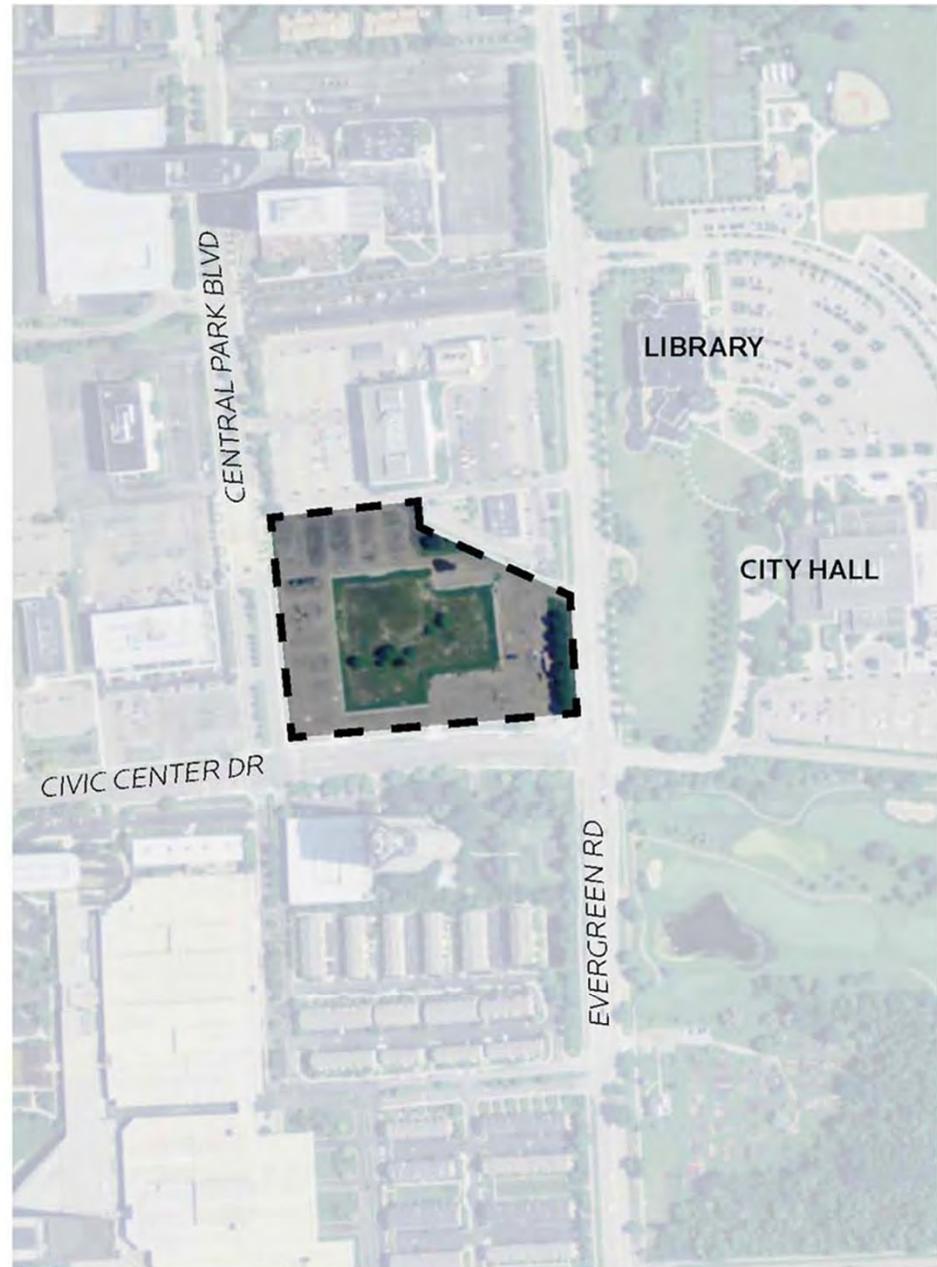
- » **Anchors and the right “mix”**
- » **Active street-level uses**
- » **Pedestrian-oriented design, including streets and buildings**
- » **Multi-modal access / connections**
- » **Programmable public spaces**
- » **Multiple reasons to visit**



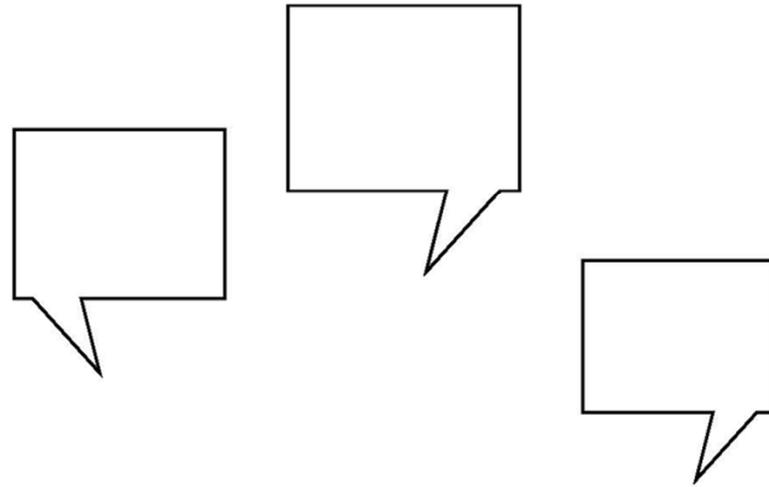
VISIONING

WHAT ARE THE SITE'S:

- » **STRENGTHS?**
- » **OPPORTUNITIES?**
- » **CONSTRAINTS?**
- » **THREATS?**



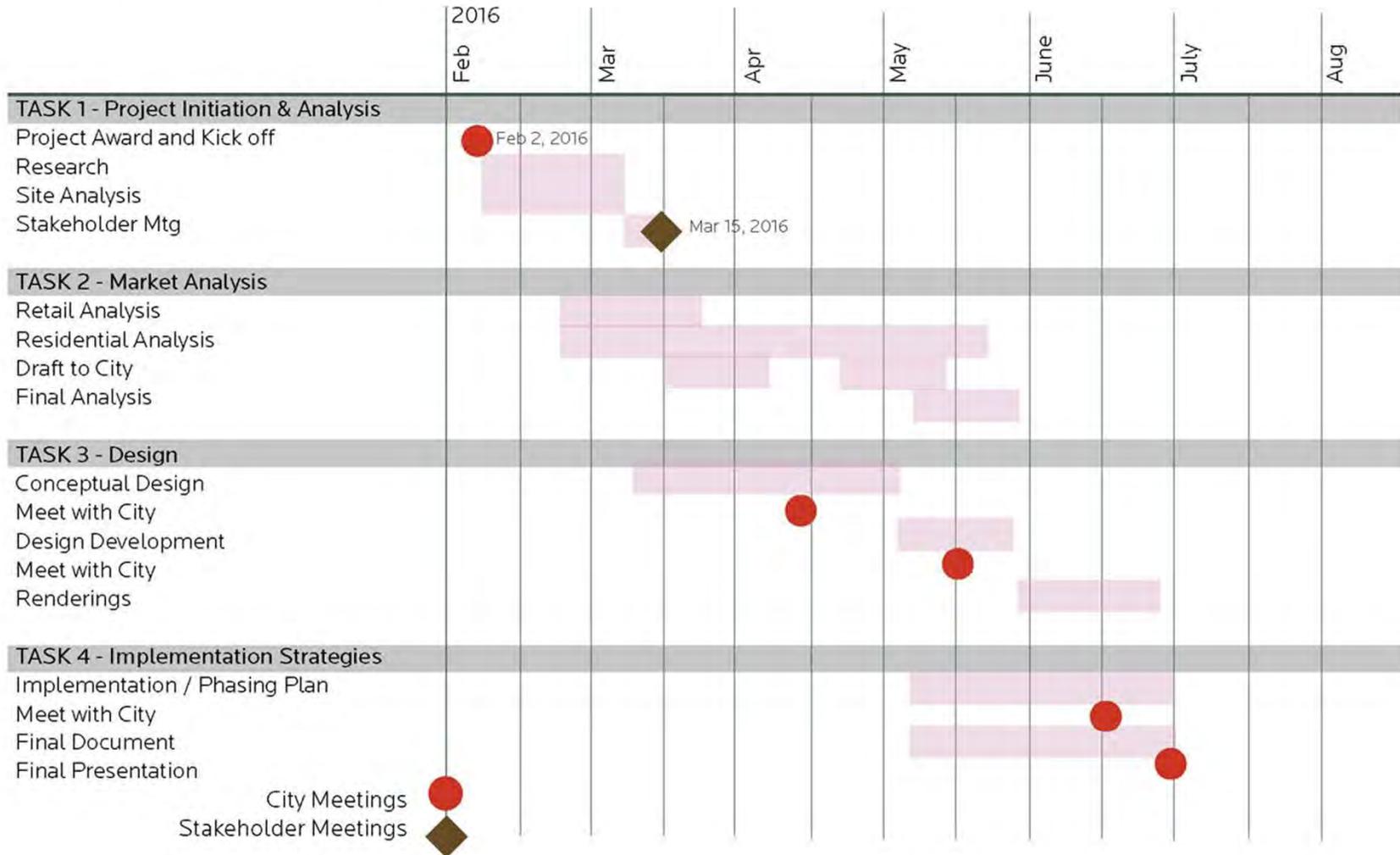
VISUAL PREFERENCE DISCUSSION



NEXT STEPS

- » SCHEDULE
- » FINAL PRODUCT
- » MARKET STUDY

SCHEDULE



MARKET ANALYSIS

RETAIL MARKET ANALYSIS

- » PHASE I: TRADE AREA DEFINITION
- » PHASE II: DEMOGRAPHIC DATA COLLECTION
- » PHASE III: DEMAND ANALYSIS
- » PHASE IV: DELIVERABLES

RESIDENTIAL MARKET ANALYSIS

- » GEOGRAPHIC AREAS FOR ANALYSIS
- » TARGET MARKETS
- » MARKET POTENTIAL
- » OPTIMUM RESIDENTIAL MIX
- » ABSORPTION FORECASTS

FINAL PRODUCT // SAMPLES

