



The heArt of Placemaking 2.0

9/26/16



<https://www.cityofsouthfield.com/LZ/Planning/tabid/198/Default.aspx>

Master Plan Update



Sustainable Southfield

- Adopted by Southfield City Council on June 20, 2016

Sustainability

Sustainable communities are places that balance their economic assets, natural resources, and social priorities so that residents' diverse needs can be met now and in the future.

Sustainable Southfield will take a holistic approach to land use and community planning, which will include environmental, social and economic sustainability.

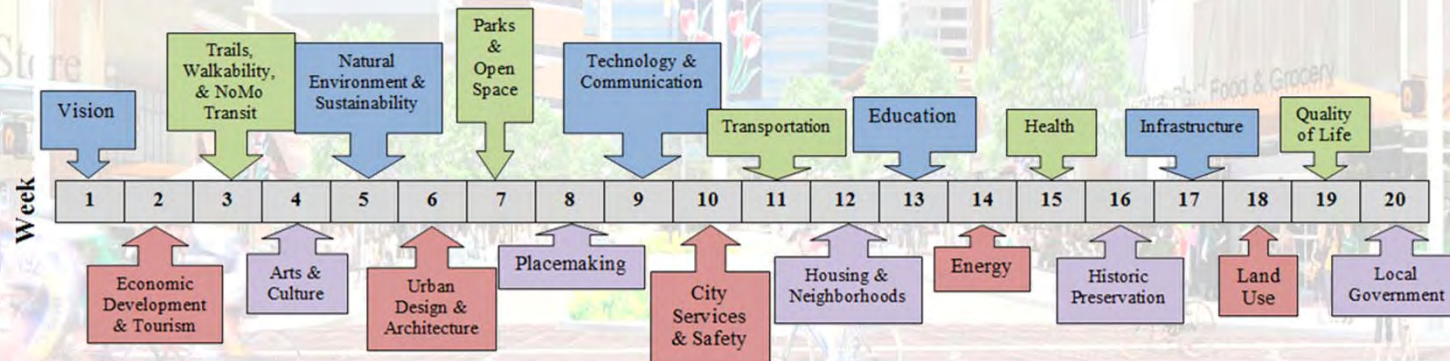
Sustainability

Sustainable Southfield will strive to incorporate the following six principles compiled from a review of leading comprehensive plans by the APA Sustaining Places Task Force:

- **Livable Built Environment**
- **Harmony with Nature**
- **Resilient Economy**
- **Interwoven Equity**
- **Healthy Community**
- **Responsible Regionalism**

Public Input

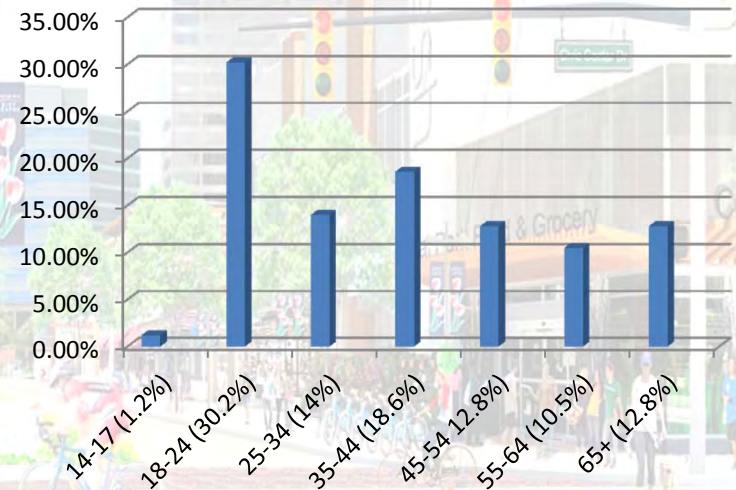
- Mindmixer was utilized to obtain public input with great success
- Allowed Southfield to solicit ideas and receive input from the public on a variety of 20 topics between January-July 2015 on a weekly basis



- Results were compiled, quantified, and used in the Sustainable Southfield Master Plan update

Public Input Results

- **486 total participants**
- **Average participant: 37 year old female in 48075**
- **45.4% of respondents were <35 years old (23% over 55)**
- **5,534 unique visits**
- **20,250 page views**
- **650 unique ideas**
- **175 photos shared**
- **Shared on other social media sites:**



Facebook (99); Email (81); LinkedIn (15)
Twitter (13); & Google+ (5)

Public Input Results

The top three ideas:

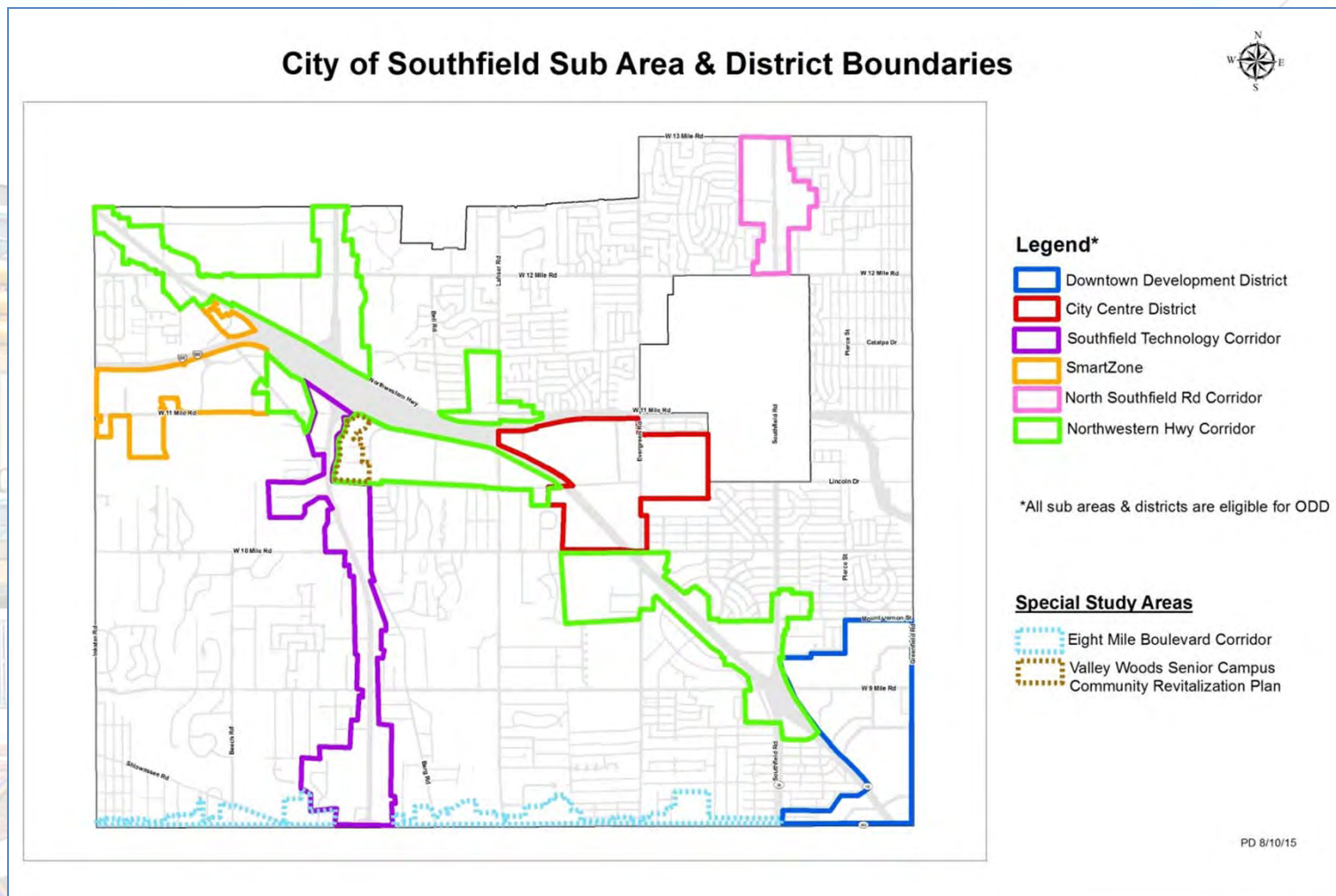
- **Walkability & connectivity throughout the City** (i.e. sidewalks, bike paths, increased pedestrian amenities, etc.)
- **Street and road repair**
- **Redevelopment and/or renovation of older commercial properties**



Future Land Use

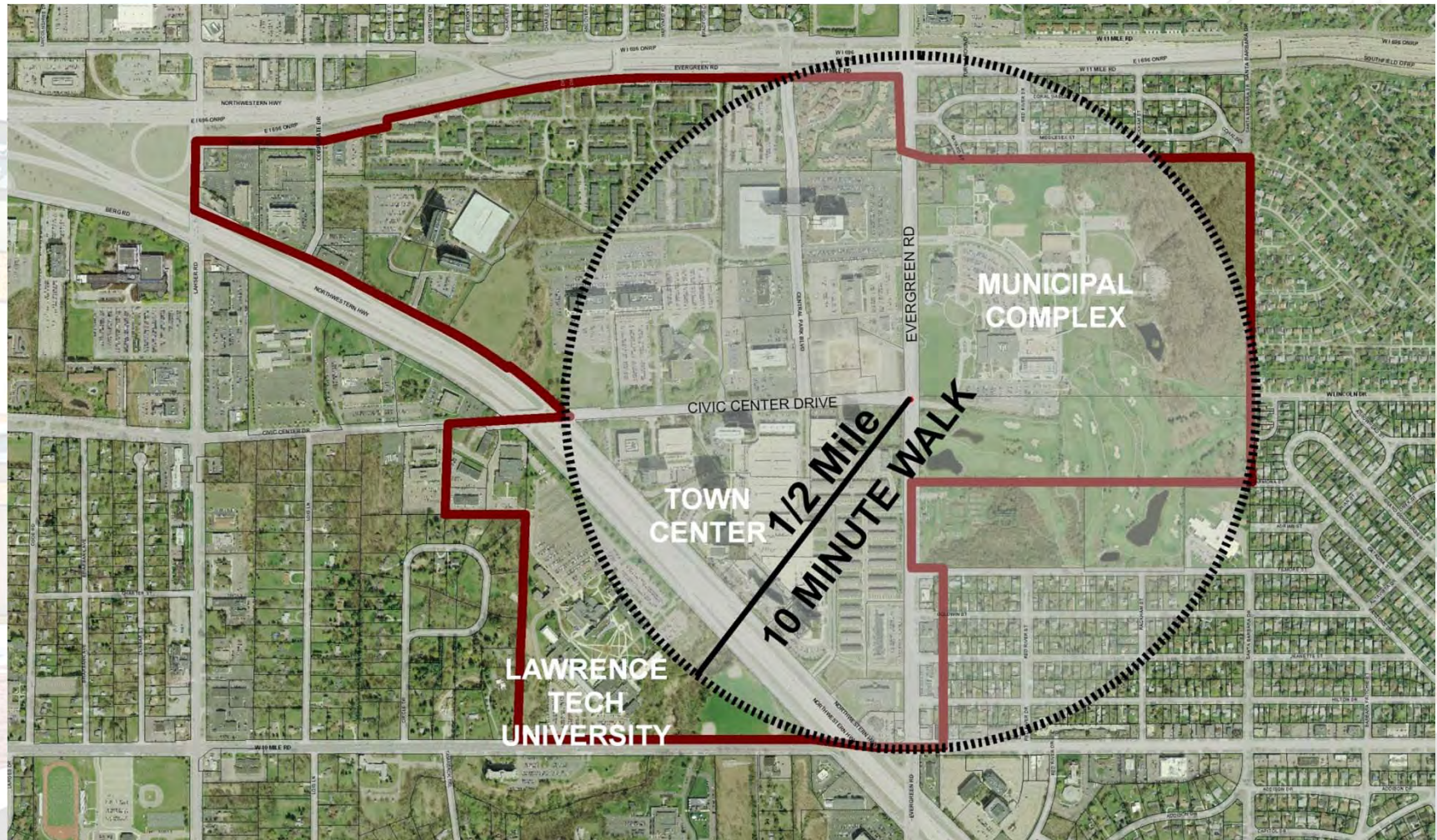
- Presents an idealized future indicated by the growth patterns in the City
- Provides practical guidance to assist in the orderly development and redevelopment of the City
- **Serves as the primary policy guide for future land use decisions, investment in public improvements and coordination of public improvements and private development**
- Focus on Sub Area Plans

Master Plan Update



Southfield City Centre District

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





Southfield City Centre District

Strategic Approach to Place Making

- Marketing & Branding
- Special Events
- Urban Design & Concept Vision

Special Events

DIA Inside Out Art Exhibit



Food Truck Rally



**Eat to the Beat Concerts
& After Hours Events**



**Face to Face
Art Project**



**Family Fun &
Safety Night**

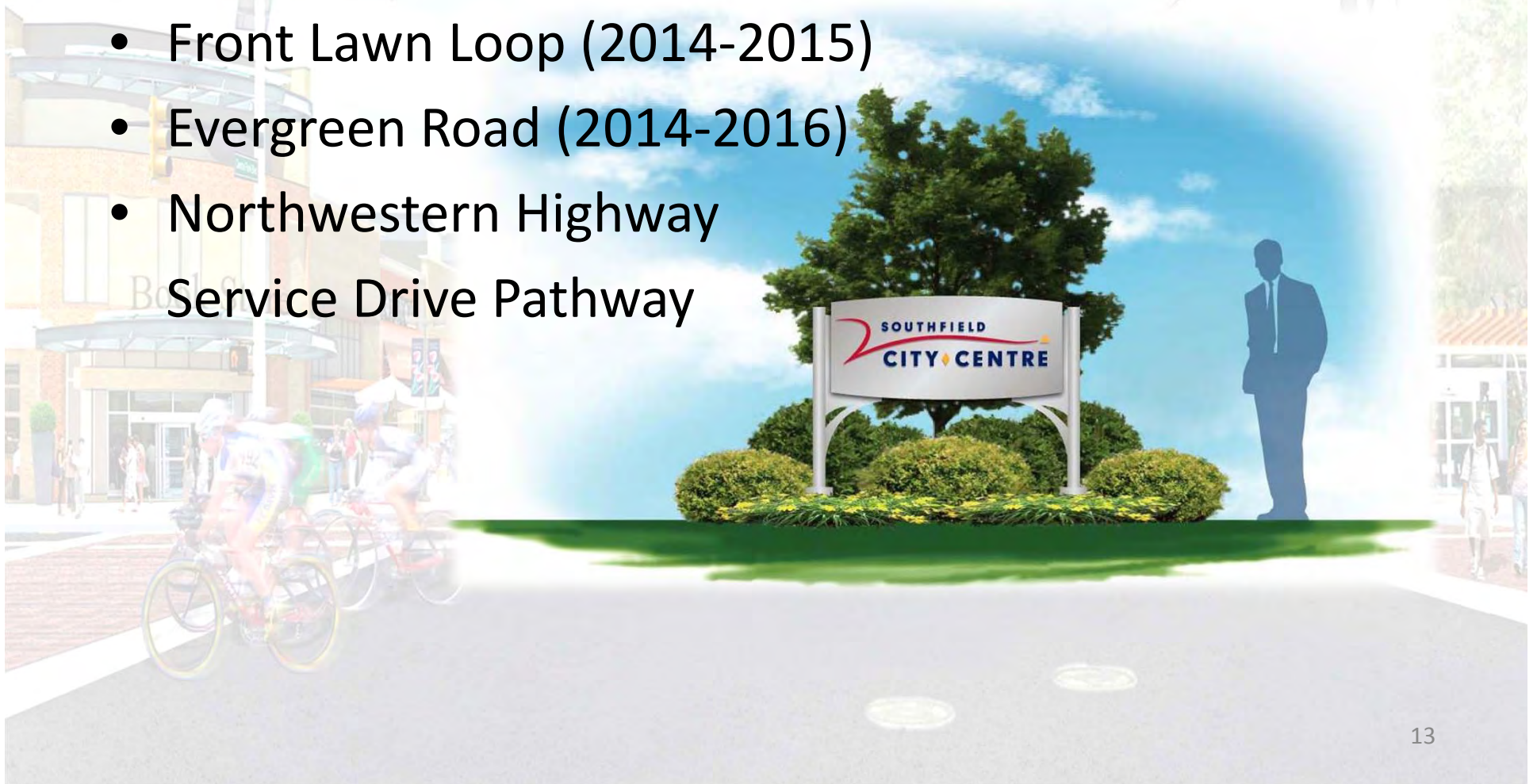


Summer Soulstice Run



Public Realm Projects

- Civic Center Drive (2012)
- Front Lawn Loop (2014-2015)
- Evergreen Road (2014-2016)
- Northwestern Highway
Service Drive Pathway



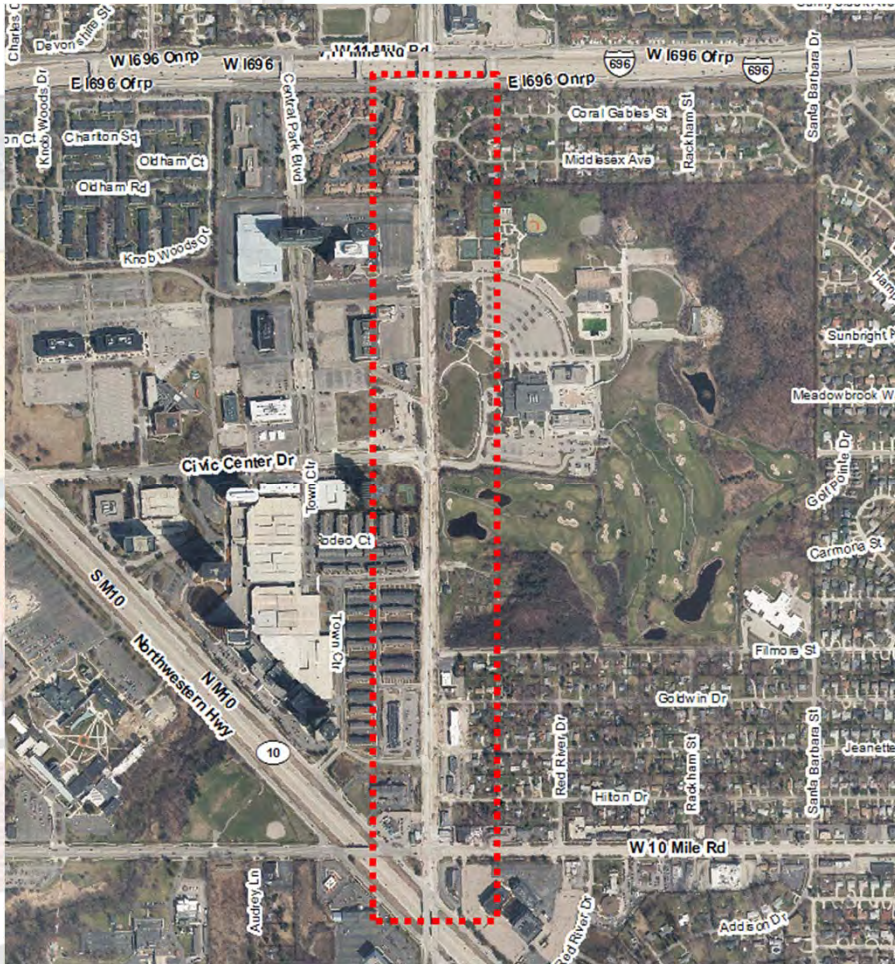
Front Lawn Loop



Front Lawn Loop



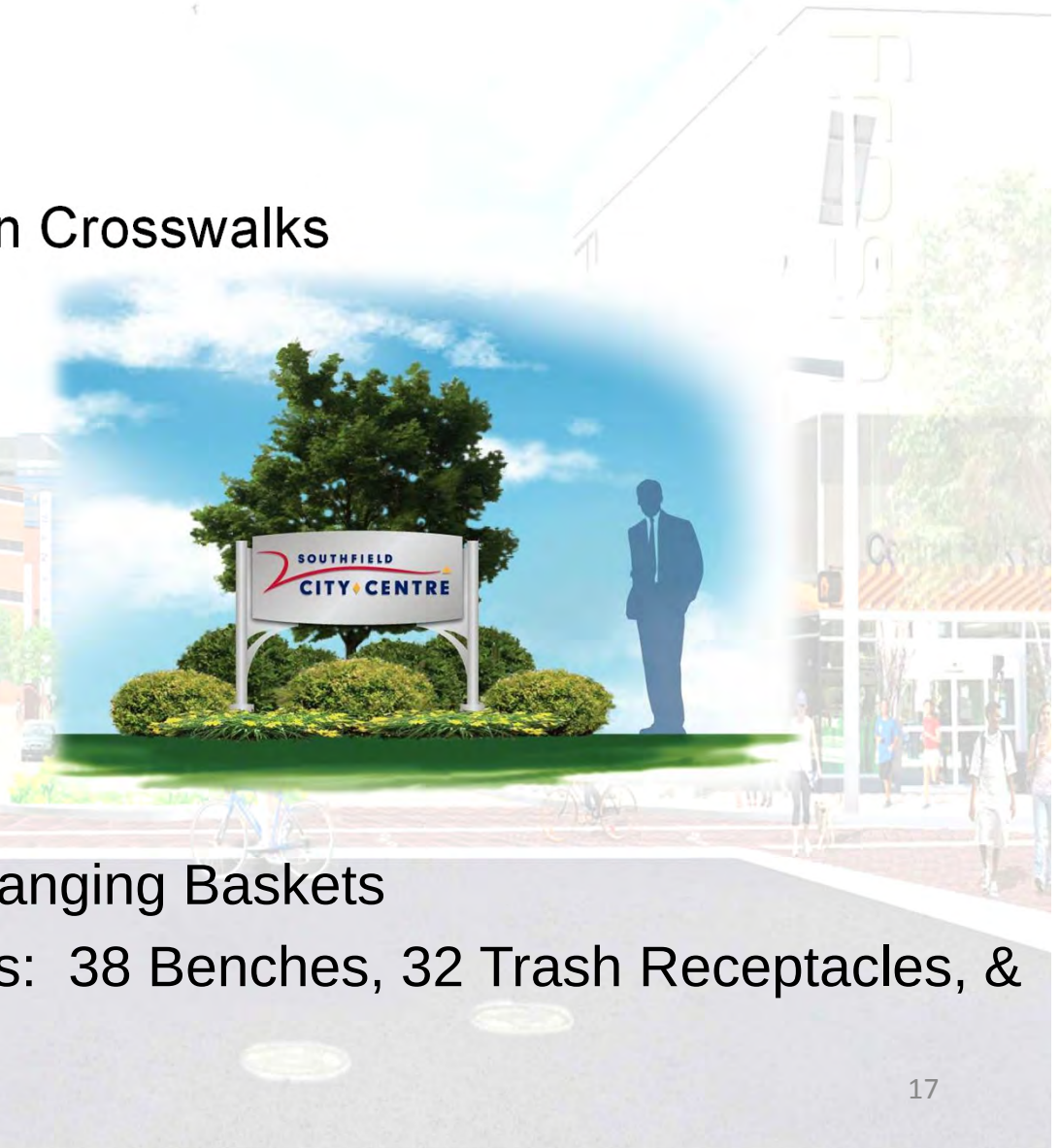
Evergreen Road Redevelopment (2014-2016)



- 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
- Art Installations 2016

Evergreen Road Redevelopment (2014-2016)

- 2 Roundabouts
- Landscape Medians
- Mid-Block Pedestrian Crosswalks
- LED Street Lighting
- Wayfinding Signage
- 10' Multi-Use Path
- Bio-Retention Pond
- Pervious Pavers
- Art
- Historic Panels
- Banners, Flags, & Hanging Baskets
- Pedestrian Amenities: 38 Benches, 32 Trash Receptacles, & 2 Bus Shelters



Evergreen Road Redevelopment (2014-2016)



North
Roundabout



- Decorative Crosswalks
- Future Art Installation
- Pedestrian Amenities
- LED Lighting

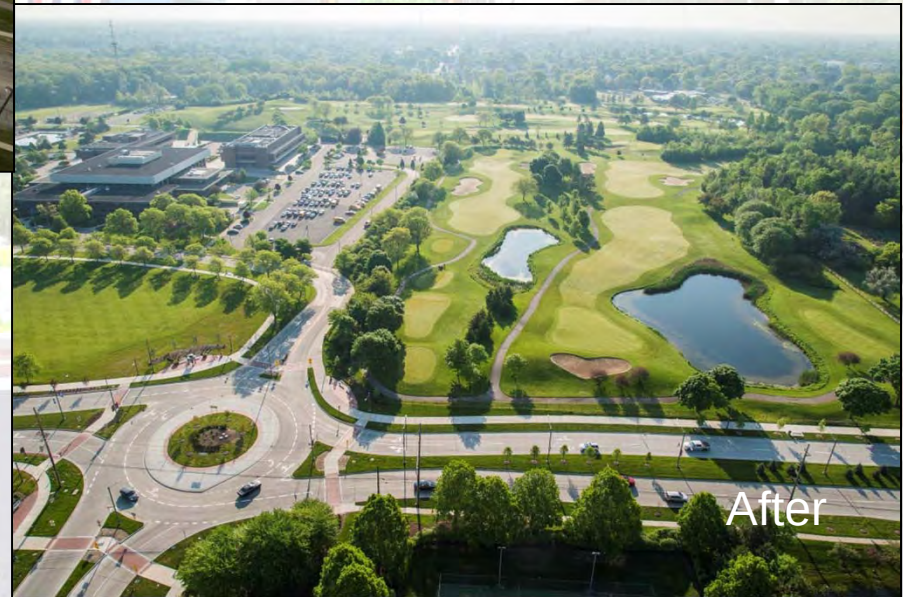


Evergreen Road Redevelopment (2014-2016)



- Decorative Crosswalks
- Kiosk Plaza
- Pedestrian Amenities
- Art Installation

South Roundabout



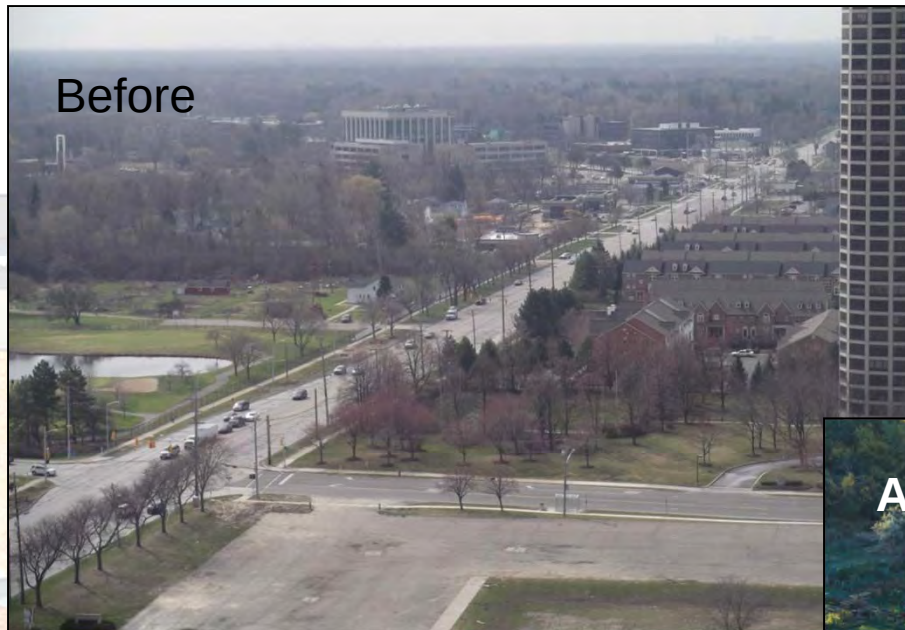
Evergreen Road Redevelopment (2014-2016)



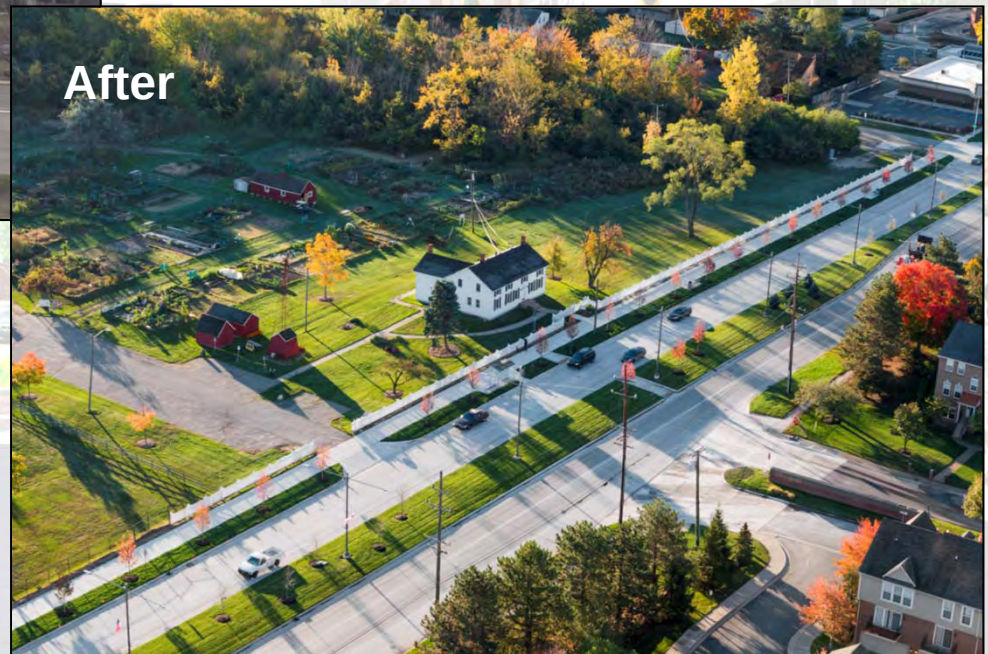
3 1/3 Loops = 1 Mile to
promote heart healthy
activity & to make lawn
accessible for EVENTS



Evergreen Road Redevelopment (2014-2016)



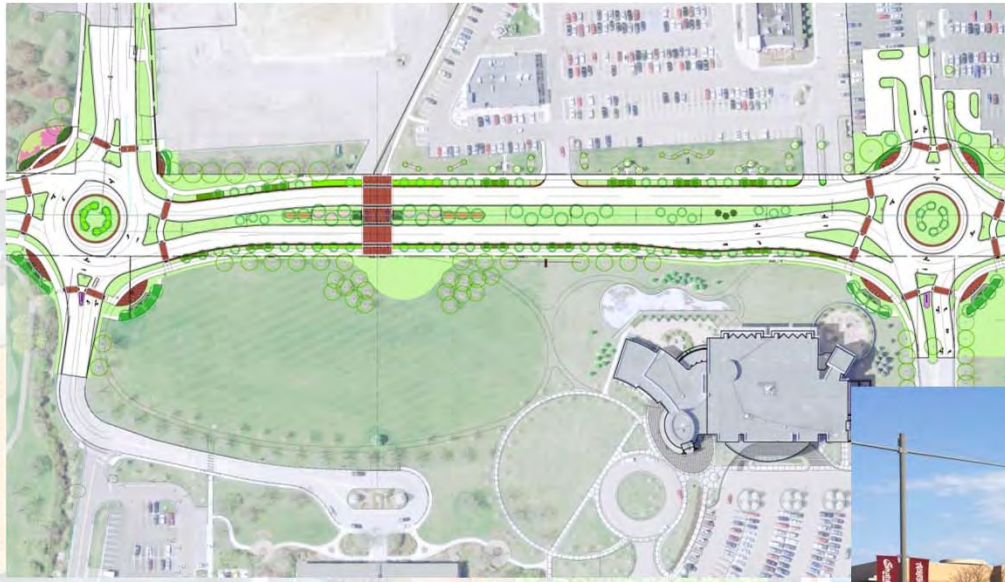
Landscape Medians



- Landscaping
- LED Lighting
- Hanging Baskets, Banners, & Flags
- Mid-Block Crossings
- Holiday Lighting

Evergreen Road Redevelopment (2014-2016)

Landscape Medians & Mid Block Crossing

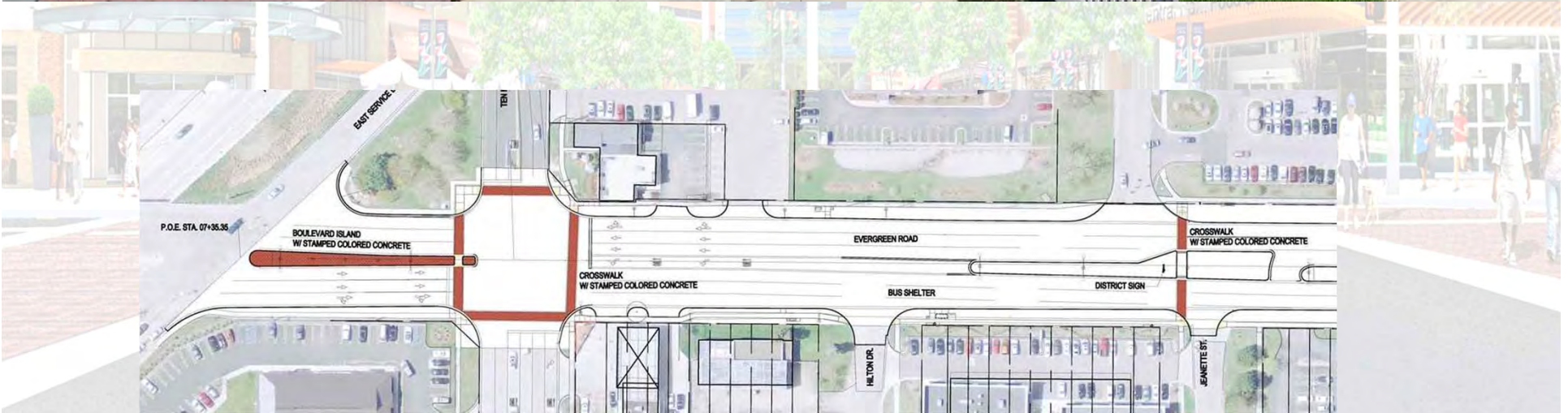


- Bollards
- Raised Planters
- Banners
- Stamped Concrete
- Ornamental Trash Receptacles



Evergreen Road Redevelopment (2014-2016)

Crosswalks & Multi-Use Paths



Evergreen Road Redevelopment (2014-2016)

Venue for Special Events



Evergreen Road Redevelopment (2014-2016)



Wayfinding Kiosk

Wayfinding
Pedestrian
Signage



Evergreen Road Redevelopment (2014-2016)



Municipal Campus



Wayfinding Maps



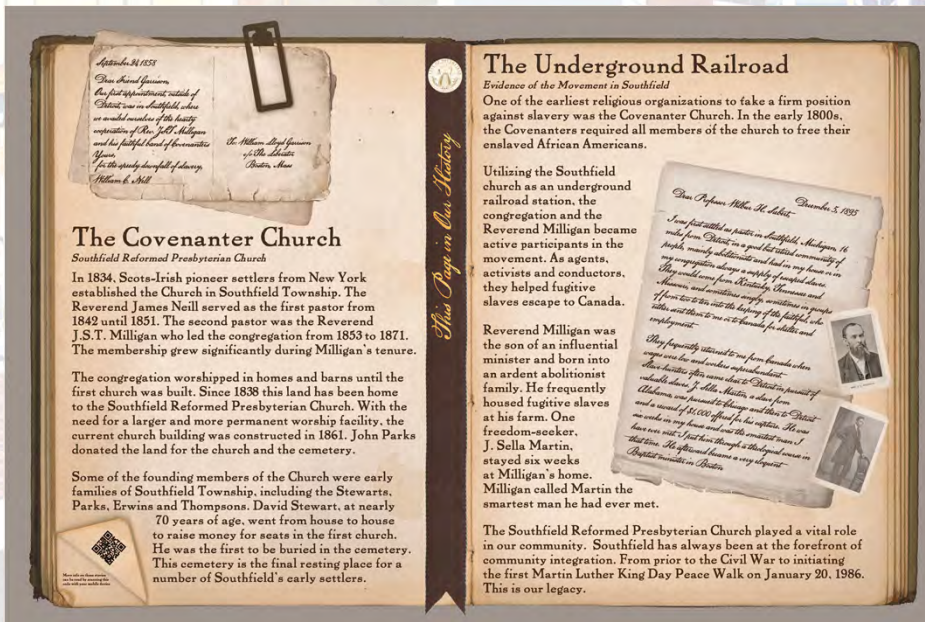
City Centre District

Evergreen Road Redevelopment (2014-2016)

Historic Interpretive Panels

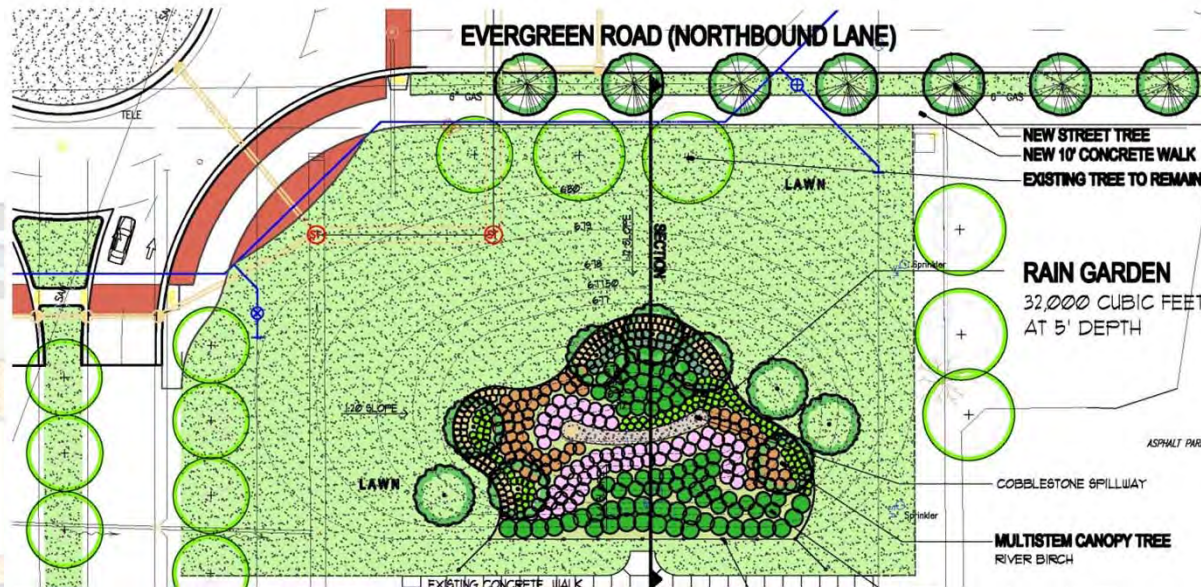


Covenanter Church

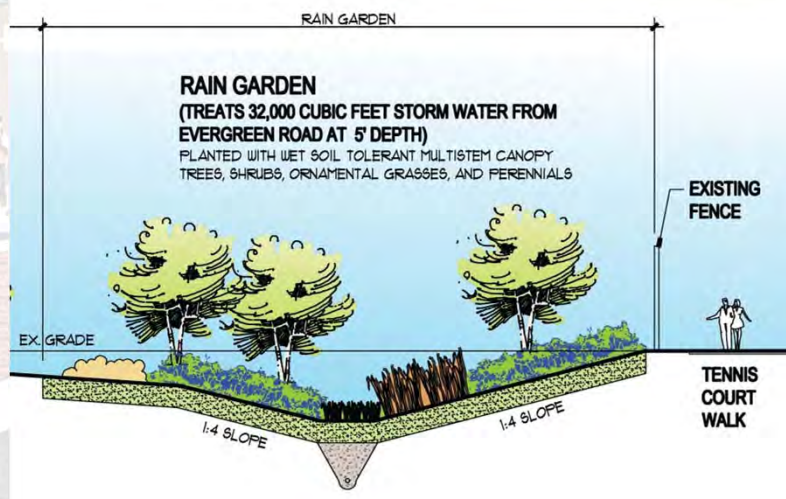


Mary Thompson Farm

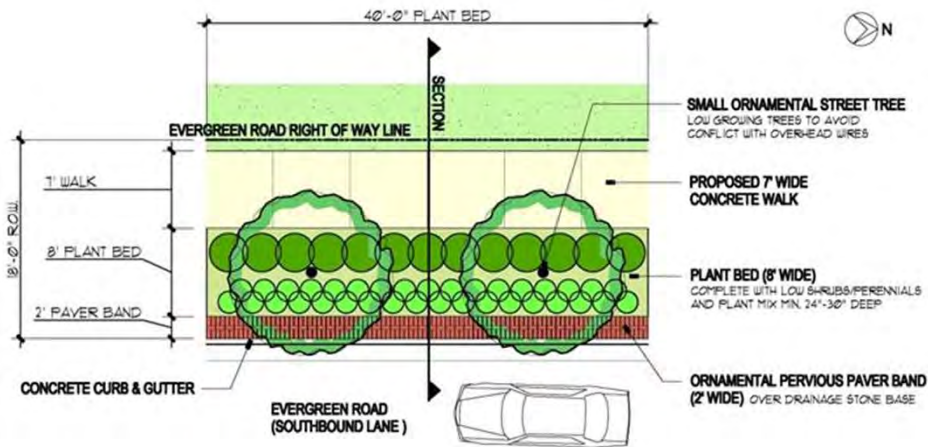
Evergreen Road Redevelopment (2014-2016)



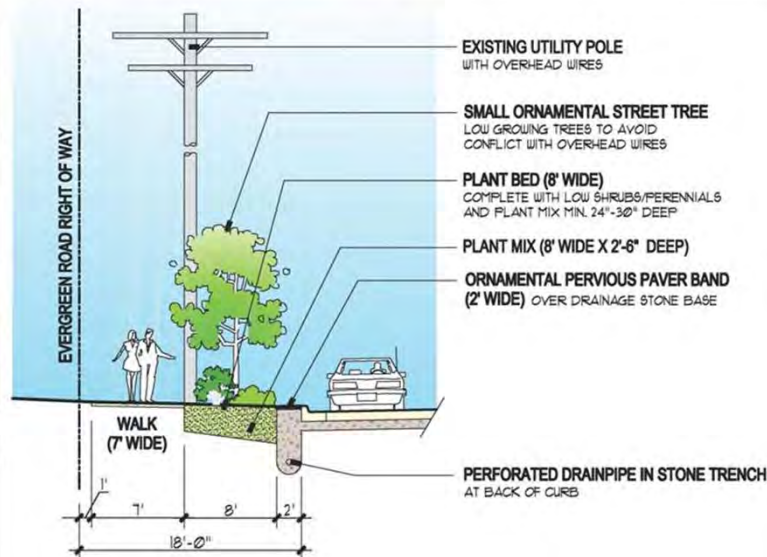
Bio-Retention
Pond
(Rain Garden)
32,000
Cubic feet



Evergreen Road Redevelopment (2014-2016)



Pervious Pavers



Evergreen Road Redevelopment (2014-2016)



Art Installations 2016



Evergreen Road Redevelopment (2014-2016)



Art Installations 2016



Evergreen Road Redevelopment (2014-2016)



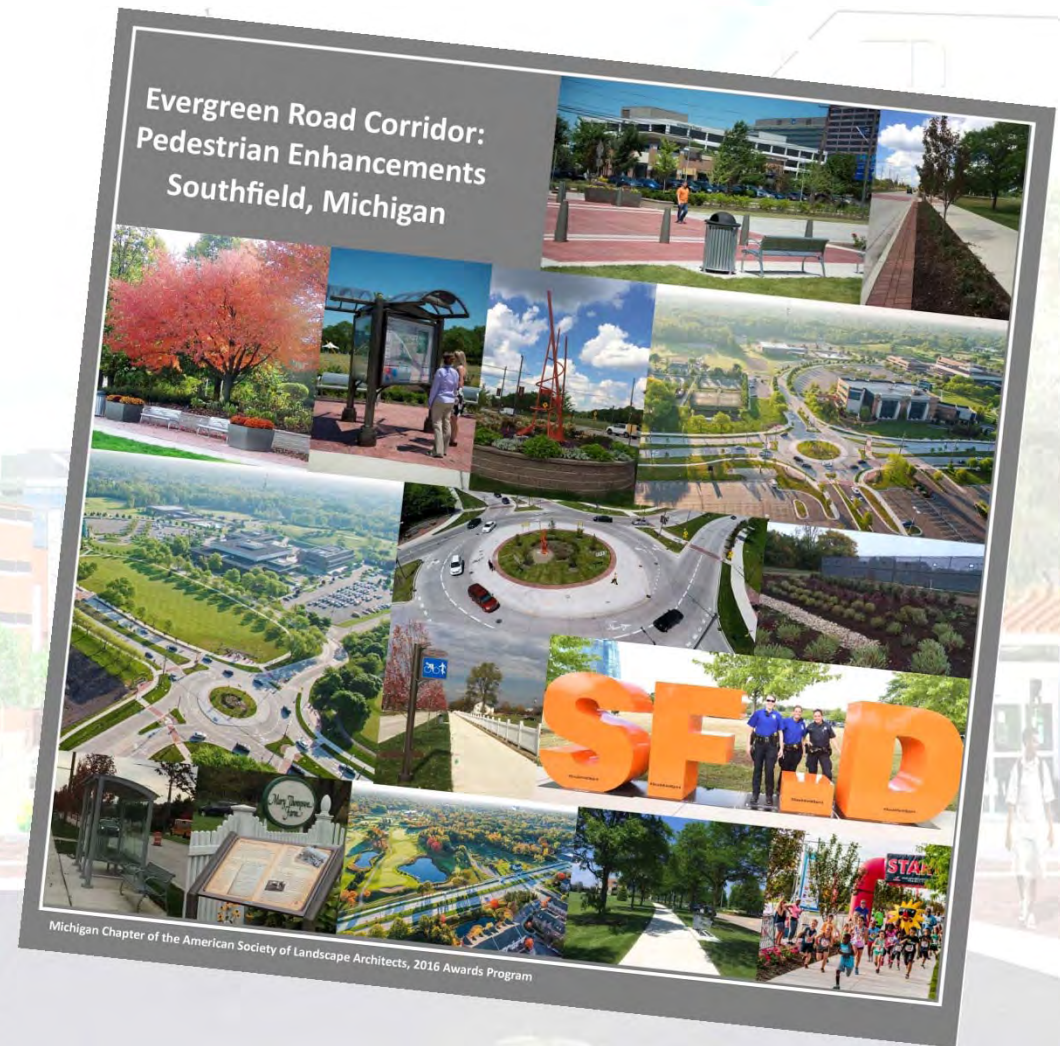
Complementary Streetscape Elements

Evergreen Road Redevelopment (2014-2016)

**Michigan Chapter of
the American Society
of Landscape
Architecture**

31st Annual Awards

**Merit Award Winner
Category I
Landscape
Architectural Design**



Northwestern Hwy Pathway Plan 2016-2017

Concept Plan



Northwestern Hwy Pathway Plan 2016-2017

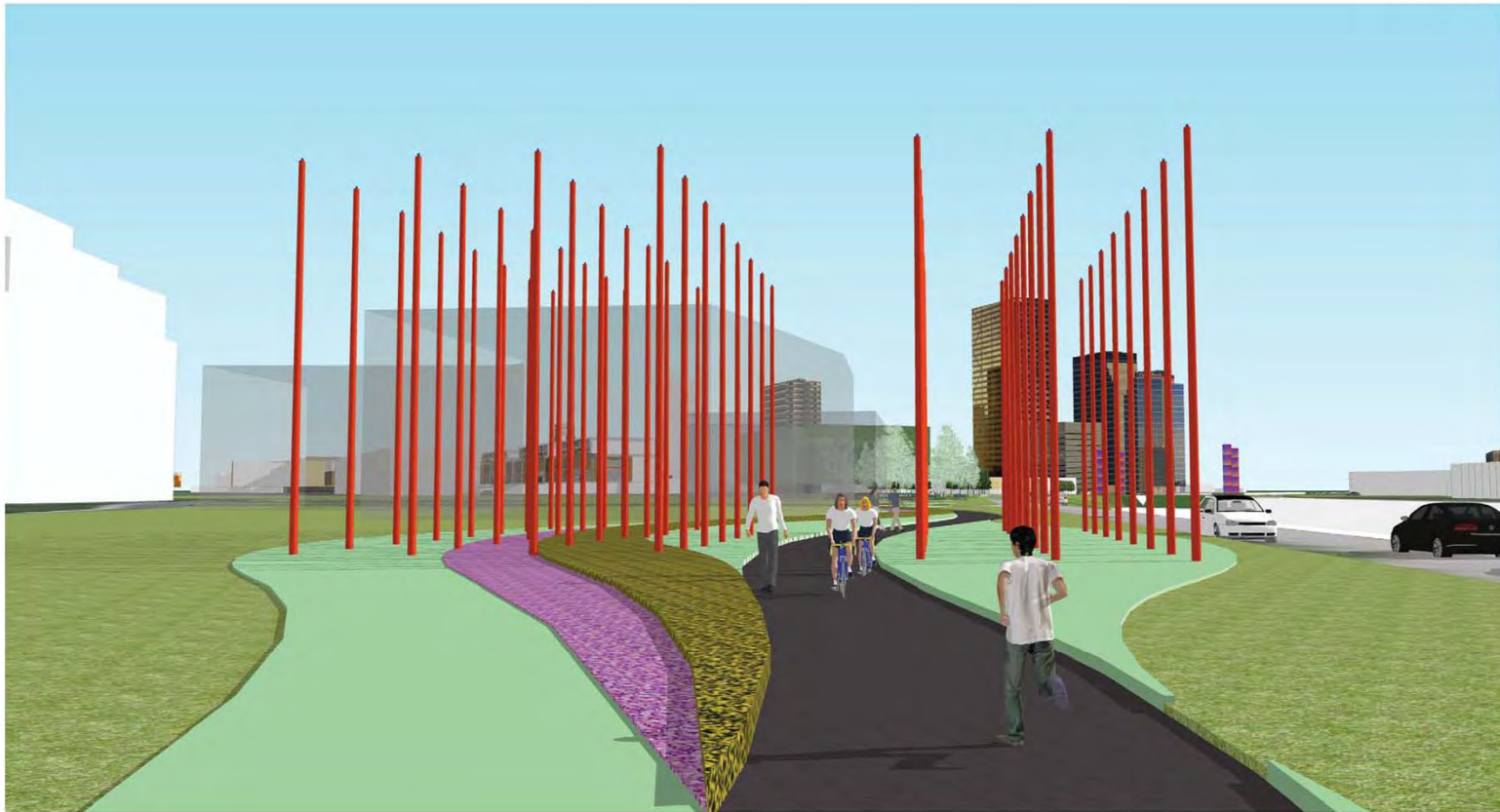
Proposed Concept Perspective Views

Overall View



Northwestern Hwy Pathway Plan 2016-2017

Red Pole Park



Northwestern Hwy Pathway Plan 2016-2017

The Rain Garden

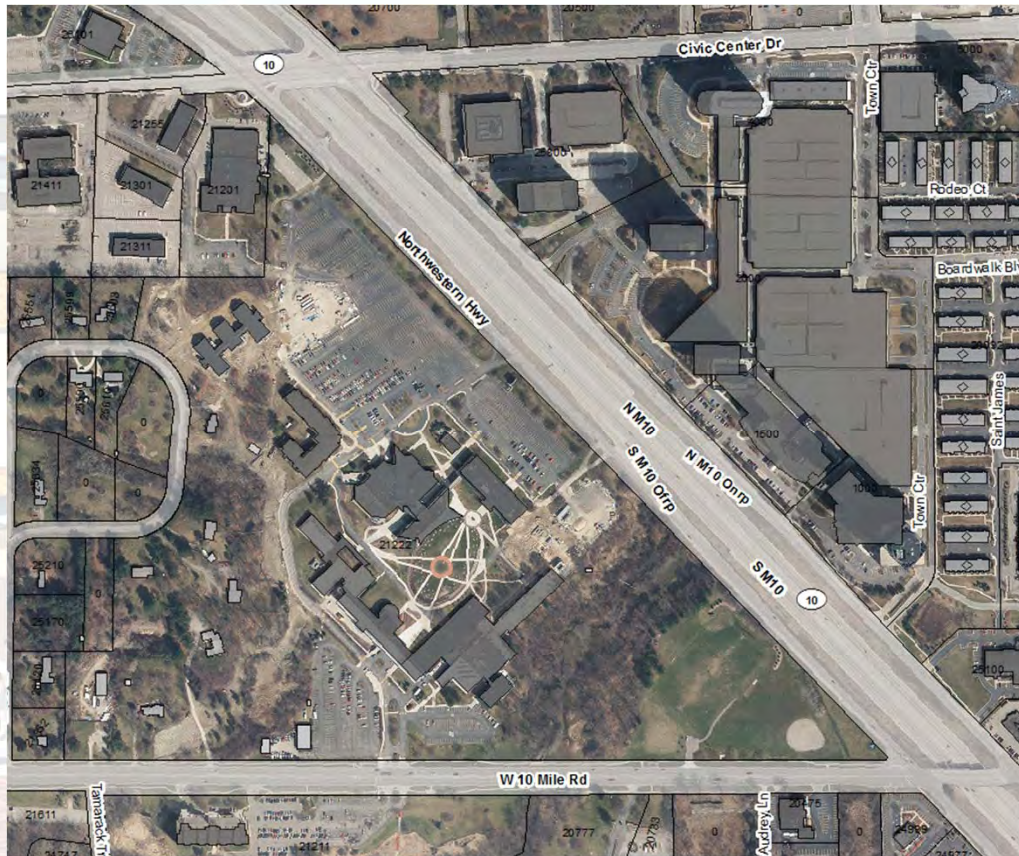


Northwestern Hwy Pathway Plan 2016-2017

Flower Plaza



LTU Expansion



- Freshman Dorm
- Bio-Medical Engineering
- Athletics
- Multi-Use Pathways

The map illustrates the proposed infrastructure improvements for the University of North Carolina at Chapel Hill campus. Key features include:

- Civic Center Drive** and **John C. Lodge Freeway** (also labeled as **Northwestern Highway / John C. Lodge Service Drive**).
- Proposed Infrastructure:**
 - Existing sidewalk / bike path gateway project.
 - Potential woodland replacement tree planting area.
 - New bike path (8'-0" wide).
 - New pedestrian walkway (8'-0" wide).
 - Future bike path (8'-0" wide).
 - New 5'-0" pedestrian walkway (TYP).
 - New trash enclosure.
 - New 6'-0" pedestrian walkway (TYP).
 - New (12'-0" W) vehicular drop off & revised curb line.
 - New 5'-0" pedestrian walkway (TYP).
 - Existing dumpster relocated into new trash enclosure.
 - Future pedestrian walkway (TYP).
 - Future bike path (8'-0" wide).
 - New student housing.
 - Proposed transformer.
 - Potential woodland replacement tree planting area.
 - Limit of area to be rezoned.
- Other Labels:**
 - 24-22-326-002, 24-22-326-003, 24-22-326-004, 24-22-326-005, 24-22-326-006, 24-22-326-007, 24-22-326-008, 24-22-326-009, 24-22-326-010, 24-22-326-011, 24-22-326-012, 24-22-326-013, 24-22-326-014, 24-22-326-015, 24-22-326-016, 24-22-326-017, 24-22-326-018, 24-22-326-019, 24-22-326-020, 24-22-326-021, 24-22-326-022, 24-22-326-023, 24-22-326-024, 24-22-326-025, 24-22-326-026, 24-22-326-027, 24-22-326-028, 24-22-326-029, 24-22-326-030, 24-22-326-031, 24-22-326-032, 24-22-326-033, 24-22-326-034, 24-22-326-035, 24-22-326-036, 24-22-326-037, 24-22-326-038, 24-22-326-039, 24-22-326-040, 24-22-326-041, 24-22-326-042, 24-22-326-043, 24-22-326-044, 24-22-326-045, 24-22-326-046, 24-22-326-047, 24-22-326-048, 24-22-326-049, 24-22-326-050, 24-22-326-051, 24-22-326-052, 24-22-326-053, 24-22-326-054, 24-22-326-055, 24-22-326-056, 24-22-326-057, 24-22-326-058, 24-22-326-059, 24-22-326-060, 24-22-326-061, 24-22-326-062, 24-22-326-063, 24-22-326-064, 24-22-326-065, 24-22-326-066, 24-22-326-067, 24-22-326-068, 24-22-326-069, 24-22-326-070, 24-22-326-071, 24-22-326-072, 24-22-326-073, 24-22-326-074, 24-22-326-075, 24-22-326-076, 24-22-326-077, 24-22-326-078, 24-22-326-079, 24-22-326-080, 24-22-326-081, 24-22-326-082, 24-22-326-083, 24-22-326-084, 24-22-326-085, 24-22-326-086, 24-22-326-087, 24-22-326-088, 24-22-326-089, 24-22-326-090, 24-22-326-091, 24-22-326-092, 24-22-326-093, 24-22-326-094, 24-22-326-095, 24-22-326-096, 24-22-326-097, 24-22-326-098, 24-22-326-099, 24-22-326-100, 24-22-326-101, 24-22-326-102, 24-22-326-103, 24-22-326-104, 24-22-326-105, 24-22-326-106, 24-22-326-107, 24-22-326-108, 24-22-326-109, 24-22-326-110, 24-22-326-111, 24-22-326-112, 24-22-326-113, 24-22-326-114, 24-22-326-115, 24-22-326-116, 24-22-326-117, 24-22-326-118, 24-22-326-119, 24-22-326-120, 24-22-326-121, 24-22-326-122, 24-22-326-123, 24-22-326-124, 24-22-326-125, 24-22-326-126, 24-22-326-127, 24-22-326-128, 24-22-326-129, 24-22-326-130, 24-22-326-131, 24-22-326-132, 24-22-326-133, 24-22-326-134, 24-22-326-135, 24-22-326-136, 24-22-326-137, 24-22-326-138, 24-22-326-139, 24-22-326-140, 24-22-326-141, 24-22-326-142, 24-22-326-143, 24-22-326-144, 24-22-326-145, 24-22-326-146, 24-22-326-147, 24-22-326-148, 24-22-326-149, 24-22-326-150, 24-22-326-151, 24-22-326-152, 24-22-326-153, 24-22-326-154, 24-22-326-155, 24-22-326-156, 24-22-326-157, 24-22-326-158, 24-22-326-159, 24-22-326-160, 24-22-326-161, 24-22-326-162, 24-22-326-163, 24-22-326-164, 24-22-326-165, 24-22-326-166, 24-22-326-167, 24-22-326-168, 24-22-326-169, 24-22-326-170, 24-22-326-171, 24-22-326-172, 24-22-326-173, 24-22-326-174, 24-22-326-175, 24-22-326-176, 24-22-326-177, 24-22-326-178, 24-22-326-179, 24-22-326-180, 24-22-326-181, 24-22-326-182, 24-22-326-183, 24-22-326-184, 24-22-326-185, 24-22-326-186, 24-22-326-187, 24-22-326-188, 24-22-326-189, 24-22-326-190, 24-22-326-191, 24-22-326-192, 24-22-326-193, 24-22-326-194, 24-22-326-195, 24-22-326-196, 24-22-326-197, 24-22-326-198, 24-22-326-199, 24-22-326-200, 24-22-326-201, 24-22-326-202, 24-22-326-203, 24-22-326-204, 24-22-326-205, 24-22-326-206, 24-22-326-207, 24-22-326-208, 24-22-326-209, 24-22-326-210, 24-22-326-211, 24-22-326-212, 24-22-326-213, 24-22-326-214, 24-22-326-215, 24-22-326-216, 24-22-326-217, 24-22-326-218, 24-22-326-219, 24-22-326-220, 24-22-326-221, 24-22-326-222, 24-22-326-223, 24-22-326-224, 24-22-326-225, 24-22-326-226, 24-22-326-227, 24-22-326-228, 24-22-326-229, 24-22-326-230, 24-22-326-231, 24-22-326-232, 24-22-326-233, 24-22-326-234, 24-22-326-235, 24-22-326-236, 24-22-326-237, 24-22-326-238, 24-22-326-239, 24-22-326-240, 24-22-326-241, 24-22-326-242, 24-22-326-243, 24-22-326-244, 24-22-326-245, 24-22-326

LTU Freshman Dorm (Fall 2015)



160 students



Completed Summer 2015

LTU Taubman Complex (Bio-Medical Engineering) Spring/Summer 2016



Phase I: 42,000 square feet

LTU Athletics Complex (Fall 2016-)



LTU Athletics Complex (Fall 2016)



LTU Athletics Complex - Phase I

View from Skyline Club

LTU Athletics Complex (Future)



LTU Athletics Complex (Future)

Phase III Renderings – View of Complex from Skyline Club



LTU Athletics Complex (Future)

Phase III Renderings – Bridge Over Evans Branch



City Centre II

Phase II: 24,000 square feet



Completed Spring 2016

Arbor Lofts Phase I (2014-)

171 Beds
Mixed Use
114,356 sq. ft.



Arbor Lofts Alternative Phase IIIa (2016-)

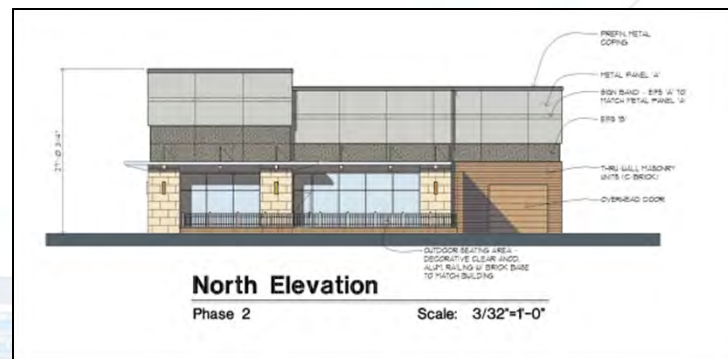


Potential residential garden
apartments 60 units, 181 bedrooms
with 2,575 square feet of retail



Travelers Tower Outparcel (2016-2017)

19,000 square feet



Travelers Tower Outparcel (2016-2017)



City Centre Parcel Concept Plan



City Centre Parcel Concept Plan



City Centre Parcel Concept Plan

PROGRAM SUMMARY

PROGRAM

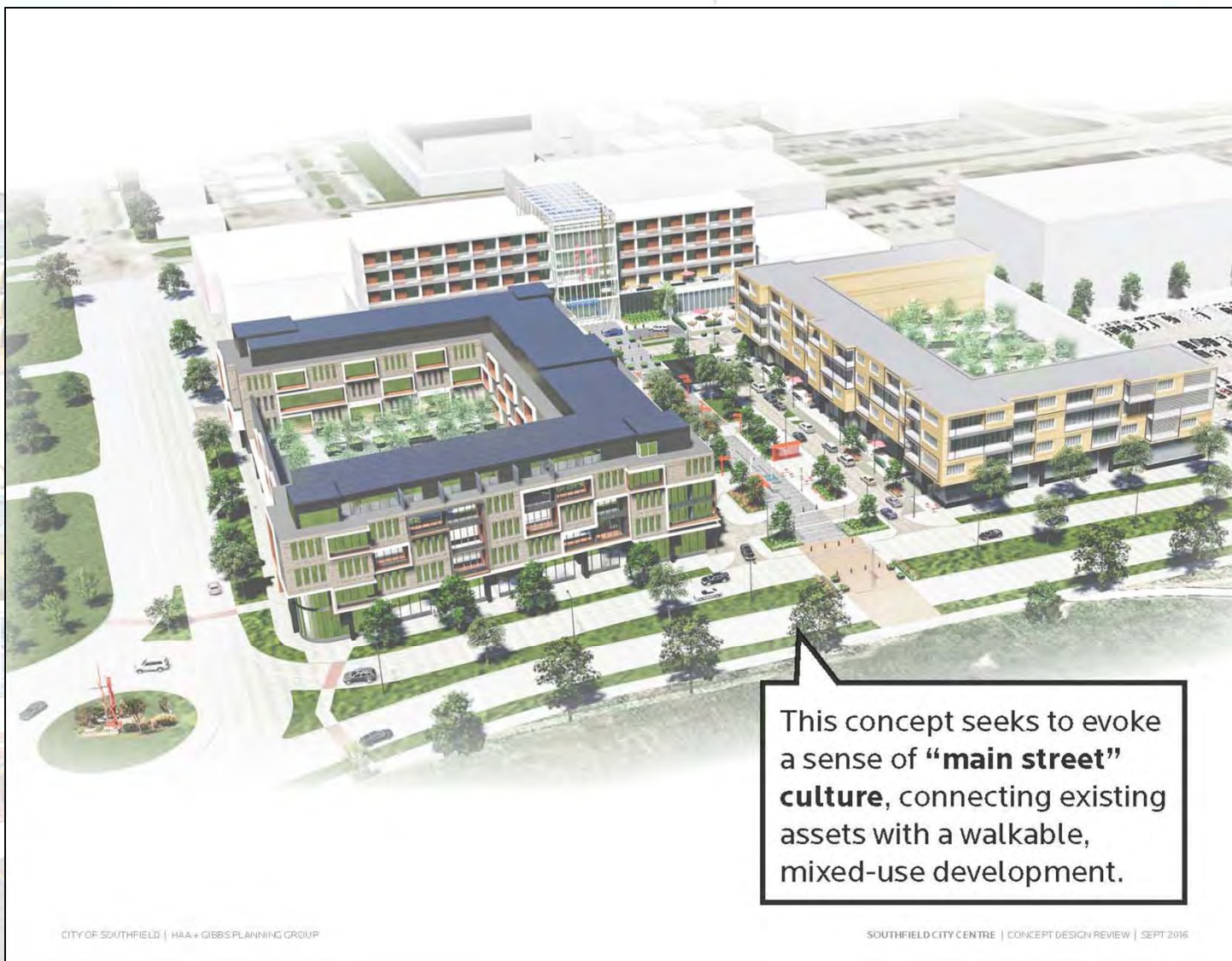
- RETAIL/RESTAURANT
- GROUND FLOOR RETAIL
- RESIDENTIAL
- HOTEL
- FLEX SPACE
- OPEN SPACE
- PARKING

SUMMARY

RETAIL/RESTAURANT.....	+/- 145K SF
RESIDENTIAL.....	+/- 150 UNITS
HOTEL.....	+/- 125 ROOMS
FLEX SPACE.....	+/- 30K SF
PARK.....	+/- 28K SF
PARKING.....	+/- 1,050 SPACES



City Centre Parcel Concept Plan



City Centre Parcel Concept Plan



STREET PERSPECTIVE:
EVERGREEN + CIVIC CENTRE INTERSECTION
[LOOKING WEST]

City Centre Parcel Concept Plan



VIEW FROM ABOVE:
OVERLOOKING THE PARK FROM THE HOTEL
[LOOKING NORTHEAST]

City Centre Parcel Concept Plan



STREET PERSPECTIVE:
EVERGREEN PEDESTRIAN CROSSING TO THE SITE
[LOOKING WEST]

Urban Design & Concept Vision — Studio [Ci]

Medium Density Housing



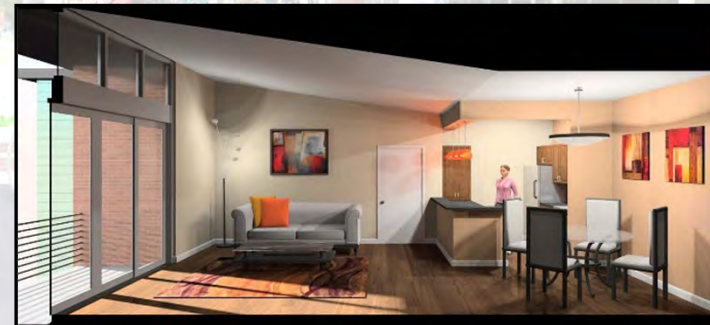
Southfield Village (2015-2016)

- Commercial Portion Fronting Southfield Road
 - Two 15,147 square foot retail buildings
 - Freestanding Applebee's Restaurant



Southfield Village (2016)

- Residential Portion Fronting Twelve Mile Road
 - Three three-story apartment buildings
 - 114 total units
 - Community Building with Pool

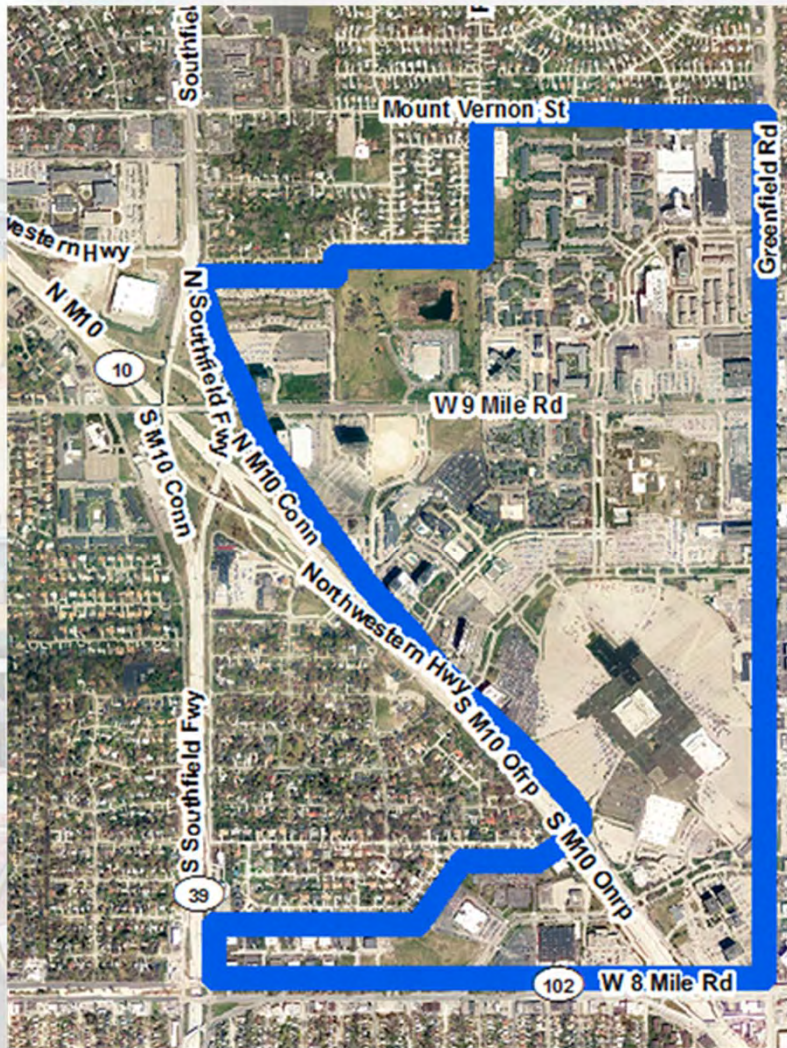


Durr Automotive Systems (2015-2016)



- 101,068 square foot addition to the former DTE Office Building
- Property serving as Durr's North American headquarters
- \$40 million reinvestment & 485 new employees

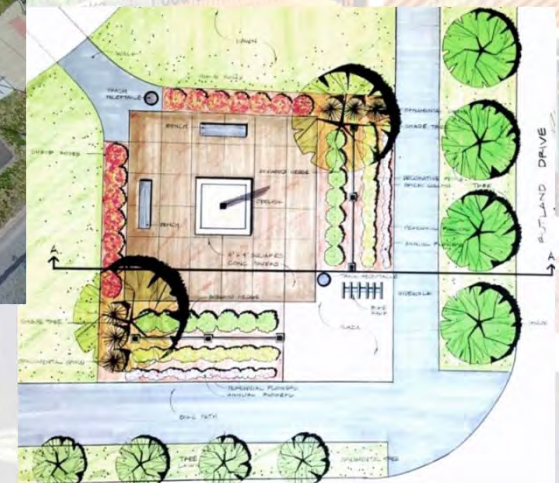
Southfield DDA



- Baseline Obelisk
- Northland Redevelopment

Obelisk Project (Dedicated June 10, 2016)

- Historical linkage to Michigan's Base Line.
- Proposed on City-owned property
- Funded by private donations
- Create a gateway into the district



Northland Redevelopment



IMAGINE THE POSSIBILITIES
— NORTHLAND

Imagine the Possibilities: Northland

PROJECT PURPOSE – OVERARCHING GOALS

- Establish an iconic local and regional destination
- Define a dynamic public space network which unifies the development
- Create strong pedestrian and vehicular network connecting the fabric of the community
- Design flexibility in the development plan to adapt to market conditions
- Incorporate innovative and sustainable development solutions
- Identify and integrate adaptive reuse opportunities

Imagine the Possibilities: Northland

PLAN PRINCIPLES



A STRONG PEDESTRIAN AND
VEHICULAR NETWORK WHICH
INTEGRATES INTO THE FABRIC
OF THE DISTRICT



DYNAMIC PUBLIC SPACES
WHICH UNIFY THE ENTIRE
DEVELOPMENT

Imagine the Possibilities: Northland

PLAN PRINCIPLES



A STREET SYSTEM WHICH
HELPS DEFINE DEVELOPMENT
DISTRICTS WITH THE FLEXIBILITY
TO ADAPT TO MARKET
CONDITIONS



A DEVELOPMENT THAT
COMPLIMENTS EXISTING LAND
USE PATTERNS

Imagine the Possibilities: Northland

PLAN PRINCIPLES

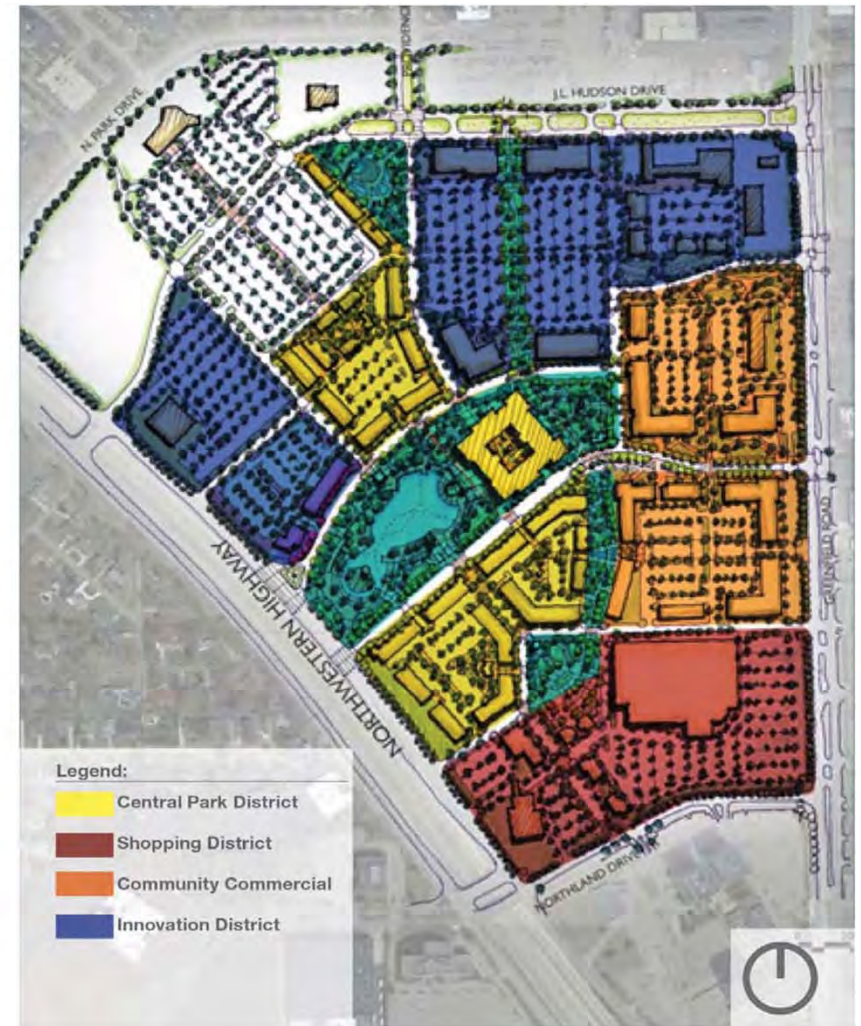


CONSIDERATION AND
INTEGRATION OF ADAPTIVE
REUSE OPPORTUNITIES

Imagine the Possibilities: Northland

DISTRICTS

- Green space and street network establishes framework
- Flexible rather than rigid
- Central greenspace capitalizes on existing site grade and can be programmed for a variety of uses
- Option works with or without Hudson's building
- Retail areas take advantage of visibility and frontage of Greenfield Rd.
- Office and MOB create synergy with Providence Hospital Campus
- Residential uses located in the interior of the site and are adjacent to open space.



Imagine the Possibilities: Northland

MASTERPLAN DISTRICTS

Land Use Type	Description	Total Acres
Central Park District	The Central Park District sits at the center of development and includes a variety of uses and public spaces. This area is defined by three key elements, the adaptive reuse of an iconic structure (the Hudson's Building), a 'central park' including a variety of public spaces, and variety of residential dwelling types.	34 (+ 6 AC. dedicated parking)
Shopping District	The shopping district serves as an area for larger format and convenience/service based commercial activities. This area is planned for retail uses that are traditionally auto-centric, demand high visibility and access.	21
Lifestyle District	This area is planned as the main shopping and entertainment hub of the development. It is intended to include a mix of uses including retail, office, and residential. The core buildings and streets that comprise this district are intended to look like a self-contained "main street".	24
Innovation District	This area is defined as the innovation hub of the development. This district should include uses that merge the innovation and employment potential of research-oriented institutions, high-growth companies, and tech start-ups in well-designed, amenity-rich residential and commercial environments.	40

Imagine the Possibilities: Northland

SHOPPING DISTRICT

DEVELOPMENT YIELD

Land Use	Total Yield
Retail	200,000 s.f.
Office	-
Residential	-
Hospitality	-
Public Space	-



DEVELOPMENT CHARACTER



Imagine the Possibilities: Northland

LIFESTYLE DISTRICT

DEVELOPMENT CHARACTER

Land Use	Total Yield
Mixed-Use	150,000 s.f.
Retail	-
Office	-
Residential	200 units
Hospitality	NA
Public Space	Integrated



Imagine the Possibilities: Northland

CENTRAL PARK DISTRICT

DEVELOPMENT YIELD

Land Use	Total Yield
Mixed-Use	300,000 s.f.
Residential	540 units
Hospitality	NA
Public Space	8-10 Acre

DEVELOPMENT CHARACTER



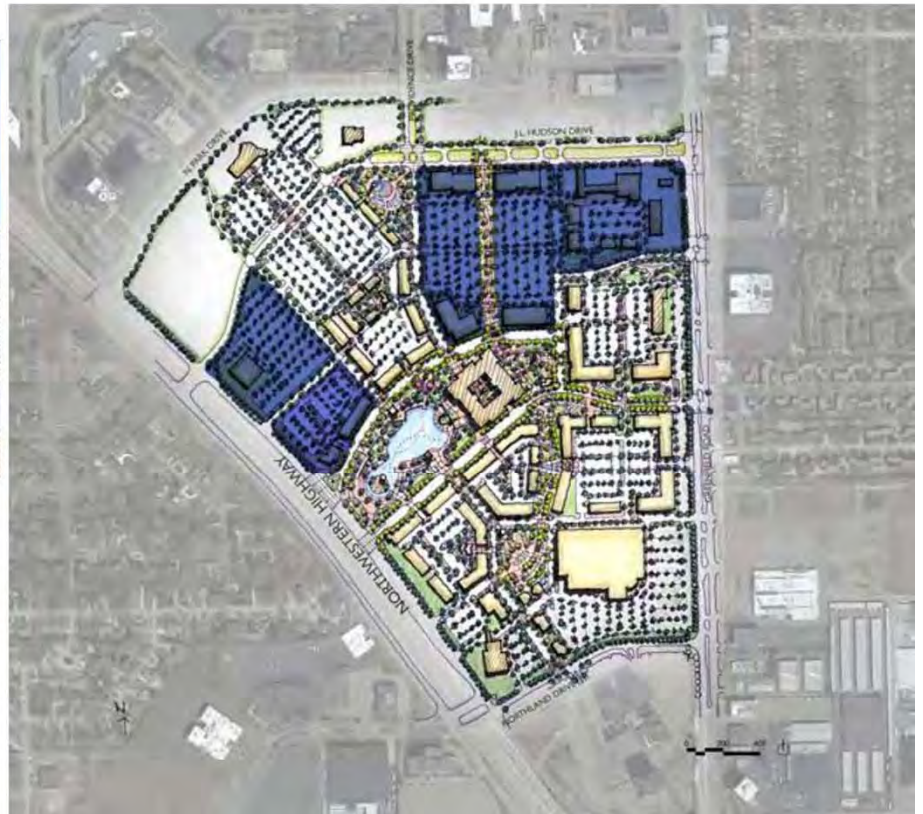
Imagine the Possibilities: Northland

INNOVATION DISTRICT

DEVELOPMENT YIELD

Land Use	Total Yield
Retail	NA
Office	193,100 s.f.
Residential	110 units
Hospitality	125 rooms
Public Space	Integrated

DEVELOPMENT CHARACTER



Imagine the Possibilities: Northland

PARKS - NETWORK

4TH WARD PARK



Imagine the Possibilities: Northland

FINAL PLAN

Final Development Yield

- Anchor Retail: 150,000 SF
- Stand Alone Retail: 85,000 SF
- Mixed-Use: 200,000 SF
- Hudson's Building: 300,000 SF
- Medical Office: 170,000 SF
- Residential: 850 Units
- Hotel: 125 Rooms



Imagine the Possibilities: Northland

FINAL PLAN – GREENFIELD PROMENADE



Imagine the Possibilities: Northland

FINAL PLAN – URBAN PLAZA



Imagine the Possibilities: Northland

FINAL PLAN – CENTRAL CIVIC CORE



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FINAL PLAN – LIFESTYLE DISTRICT



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FINAL PLAN – LIFESTYLE DISTRICT



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WHAT WE HAVE COMPLETED

Major work steps included:

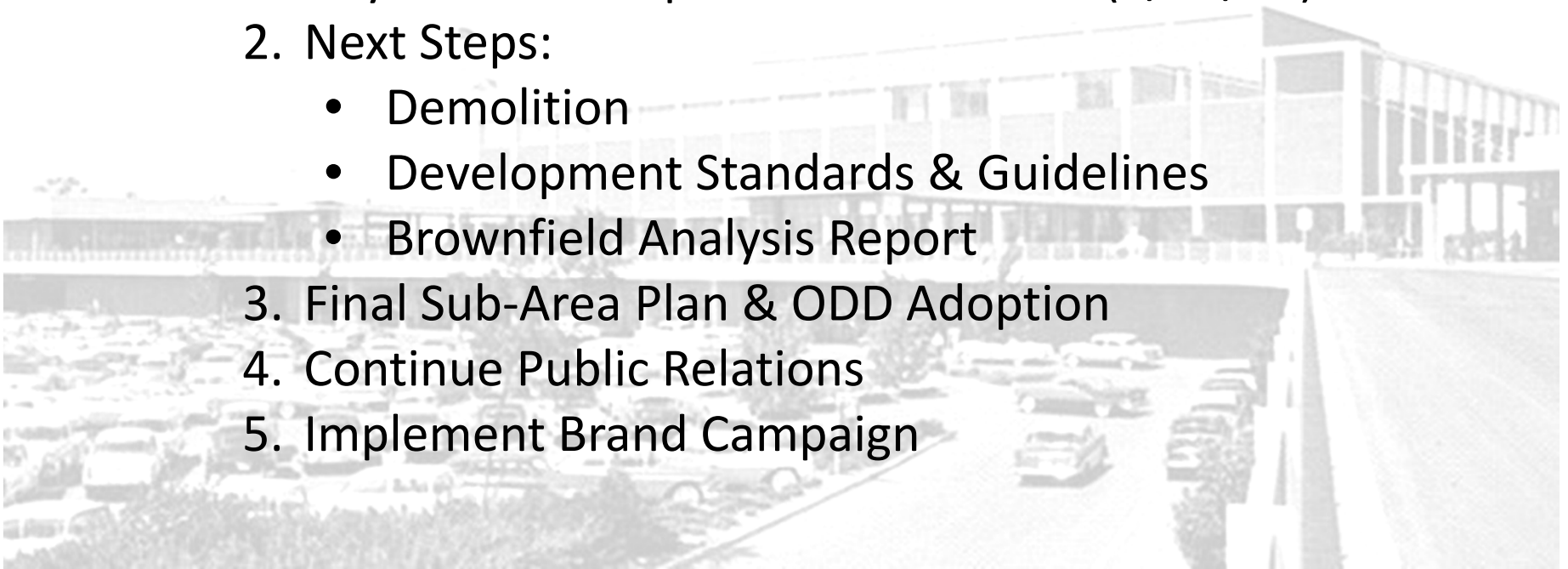
1. Extensive Public Relations
2. Site Analysis
3. Stakeholder Meetings
4. Market Analysis
5. Public Meeting 1
6. Design Charrette
7. Public Meeting 2
8. Branding Campaign
9. Online Engagement



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NEXT STEPS

1. City Council Adoption of Vision Plan (9/26/16)
2. Next Steps:
 - Demolition
 - Development Standards & Guidelines
 - Brownfield Analysis Report
3. Final Sub-Area Plan & ODD Adoption
4. Continue Public Relations
5. Implement Brand Campaign



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BRANDING CAMPAIGN

Next Steps for City

- Work with consultant team on prioritization
- Implement branding elements as prioritized
- Celebrate the project!



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Questions & Answers

