

City of Southfield Master Plan Workshop/Southfield Road Corridor March 20, 2013

City-Wide S.W.O.T. Analysis (Strengths, Weaknesses, Opportunities, Threats)

Strengths

“Center of it All”
Diversity of Population
Library
Public Schools
Universities
Mix of Business and Residential Uses
Partnership between Schools and Community
Business Diversity
Fiber Optics
The Burgh Historic Site
‘Field Zone’ Youth Center
Parks/Green Space for Recreation
Cleanliness of the City
Responsive City Services
Public Safety
Rouge River (Greenway)
Pebble Creek
Golf Courses
Housing Diversity
“Horses to High-Rises” living
Quality Office Space

Weaknesses

Lack of Entertainment/Nightlife
Pedestrian Crossings at Intersections
Lack of connected sidewalks
Lack of Coherent Planning
Open Drainage Swales
Lack of “Walkability”
Public Transportation
No Downtown Environment
Abundance of Vacant Land/Vacant Buildings
City Hall Entrance
Lack of Centrally Located Recreation Facility
Lack of Attractive Municipal Center with Parking
Poor Perception of Southfield by Those Outside the City
Lack of a City Center/Downtown
Traffic Congestion – 12 Mile/Southfield Road
Burdensome Approval Process
Unelected Planning Commission
Location of Community Services

Opportunities

Abundance of Office Space
Engage the Citizenry
Housing Value per Dollar
Regional Transit
Local Universities
River Rouge Corridor
Development of Vacant Space
Engage the Business Community
Southfield Road Partnership with Lathrup
Village/Beverly Hills/Road Commission for
Oakland County
Retail Development
Nightlife – “24/7” Activities
Housing Options
Redevelopment of Existing Buildings
Art and Entertainment
Marketing through Social Media
Senior Services
Multi-Generational Community Center
Mixed Use Development
Non-motorized pathways
Subdivision Association Involvement
Landmarks
Historic Places

Threats

Proximity to Detroit
Federal Government Policies/Low Income Housing
Lack of Money for Infrastructure Improvements
Declining Property Values/Infrastructure
Shrinking Tax Base/Public Services
Climate Change
Air Quality
Regional Competition
Tax rates/Millages
Public Apathy
Unwillingness to be Progressive
Lack of Cooperation with Adjacent Communities
Lack of Citizen Engagement
Poor Reputation with Outside Developers

Southfield Road Corridor Public Input

- Conduct Inventory & Analysis of Existing Businesses to Determine Corridor Needs
- Southfield Road Boulevard – How Will it Make Things Better: for pedestrians and businesses?
- Traffic Congestion/Walkability (Pedestrian vs. Vehicle conflicts)
- Right-size Boulevard/Decrease Speeds/More Walkability
- Seek New Businesses that Compliment Existing Businesses
- Seek the Right Mix of Uses
- Regional Cooperation needed Due to Changing Landscape- Balance Corridor Needs
- “Environmental Assessment” of Southfield Road By Road Commission for Oakland County is currently taking place
- Redevelopment of Vacant Parcels
- Balance the Needs of Business and Residents
- Lack Development Opportunities Along Southfield Road Frontage
- Out Parcel Development Potential (e.g. Home Depot)
- Review of “Best Practices” in Other Communities
- Conduct “Exit Interviews” When Businesses Leave Southfield
- Be Sensitive to Existing Retail/Shop Owners
- Develop “Gateways” into the City/Southfield Road Corridor to create a Positive Image

Southfield Road/St. Bede site E-Mail Comments

- Corner Chain Drugstore
- Mixed-Use “Main Street style” Development
- Skate Park
- Small Art House Theater or Music Venue
- Nightclub/Bar