

Southfield's Mid-Century Modern Architecture

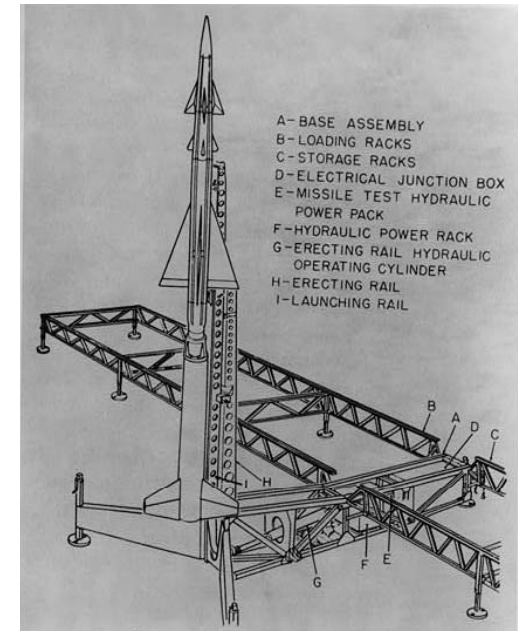


June 7, 2013
Oakland County Planner's Gathering



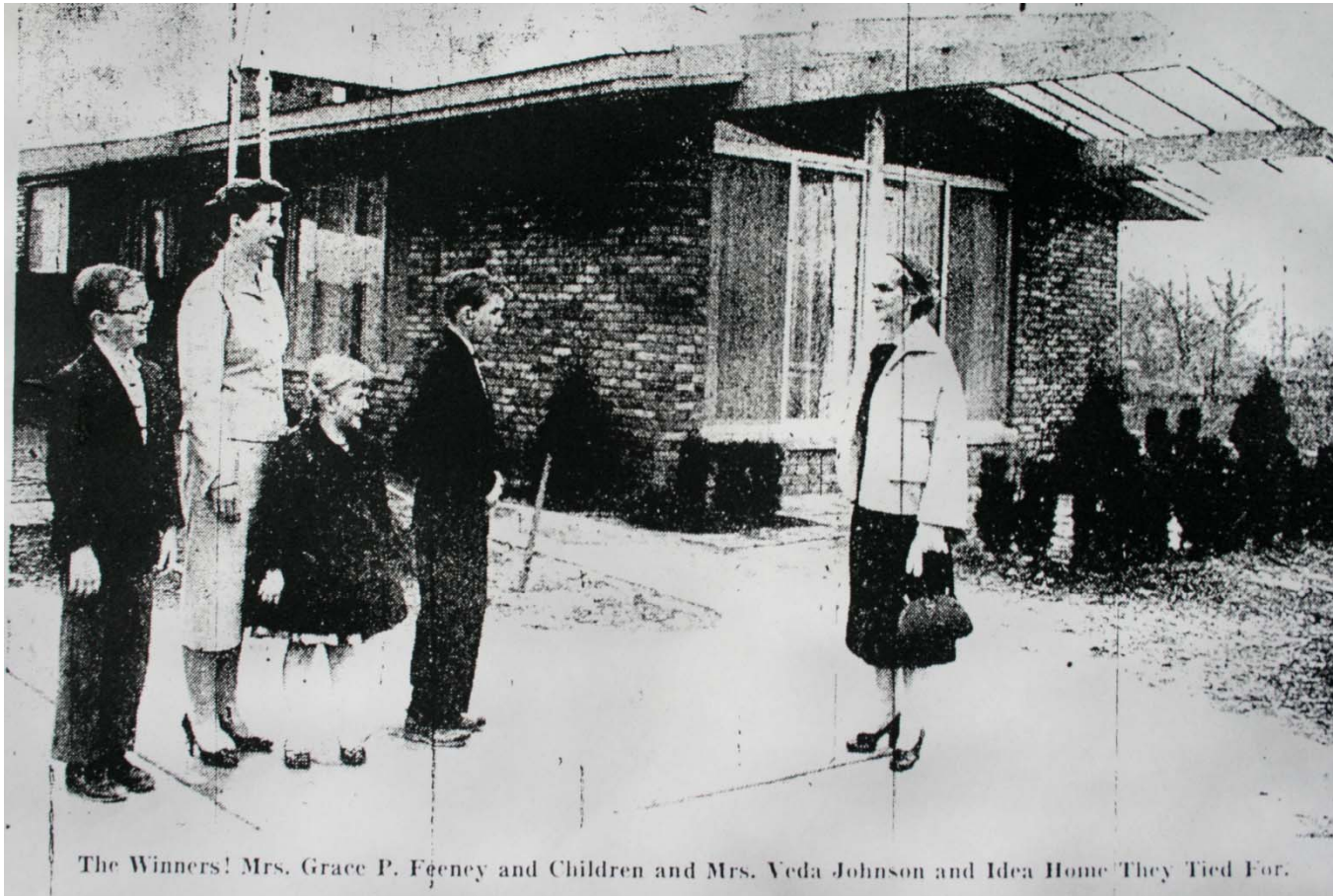
Southfield undergoes profound change following WWII ~ Reflects shifts in American life

- Suburban living ~ Subdivisions ~ Home Shows
- New designs for homes & living spaces
- Creation of the Modern Shopping Mall
- Cold War Concerns - Nike Missile Base
- Television Stations & Towers
- Movie Theaters - Bowling Alleys
- Gas Stations
- Freeways & Automobile Culture
- Corporate campuses



Nike missile base on 11 Mile Rd. - west of Telegraph

Southfield's Mid-Century Modern



The Winners! Mrs. Grace P. Feeney and Children and Mrs. Veda Johnson and Idea Home They Tied For.

Both guessed the number of nails in a jar as 77,757 in 1957.

This house on Lone Elm in the Cranbrook Subdivision was given away at the 1957 Metropolitan Detroit Builders Home Show.

Southfield's Mid-Century Modern



Southfield
was the
fastest
growing city in
Michigan in
the 1960s

Northland Gardens
ranch home

The exodus from Detroit began in the 1950s as families embraced modern suburban homes with the latest in kitchen and bathroom design, patios, multiple baths, hobby & utility rooms, attached garages, spacious yards, etc. One-level living of ranch homes became very popular.

Southfield's Mid-Century Modern



Split Level Home in Washington Heights. (1961)

Southfield's Mid-Century Modern



International Style Home in Washington Heights (1963)

Southfield's Mid-Century Modern



International Style Home in Washington Heights (1968)

Southfield's Mid-Century Modern



Unique ranch home in Northland Gardens (1961)

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Copied around the world, the modern shopping mall was born in Southfield.



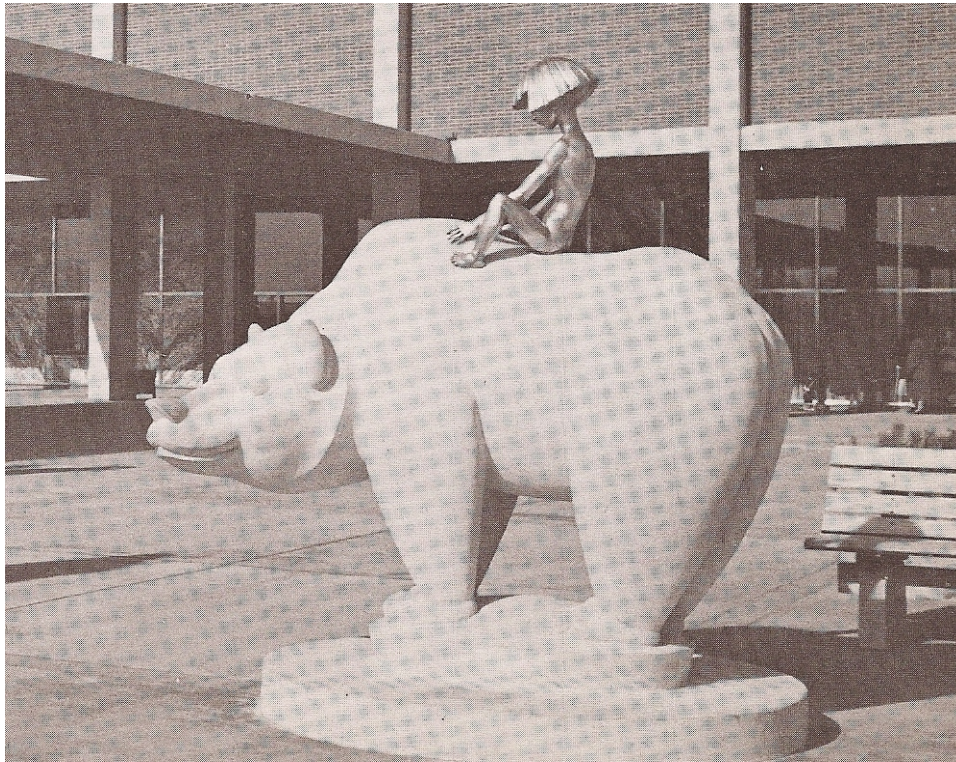
Northland Mall
opened on
March 22, 1954

Designed by Victor
Gruen

- Featured public spaces & art
- Separation of foot & pedestrian traffic
- Free parking
- Underground deliveries
- Package pickup



Southfield's Mid-Century Modern



"Boy and Bear" by Marshall Fredericks

Northland Mall

New concept in shopping ~

Open spaces, gardens, art and outdoor seating



Marshall Fredericks Sculpture in the Lobby of the Southfield Municipal Complex

Southfield's Mid-Century Modern



Northland surpassed all expectations in retail sales. The intersection of Northwestern & Eight Mile became the most traveled in Michigan. The mall spawned 29 office buildings, restaurants, three hotels, a movie theater, other retail, a hospital and numerous apartment buildings in Southfield. Many other developments followed in Oak Park & Detroit.



Southfield's Mid-Century Modern



Stouffers Restaurant (1954)
(now Telcom Credit Union)



Northland Office Buildings



Photo credit: Meadows & Co.

Office Building in City Centre

Southfield's Mid-Century Modern



Northland Theater (1966)

Southfield's Mid-Century Modern



Luxury apartments – North Park Towers (1967)

Southfield's Mid-Century Modern



Now AT&T

Corporations moved offices to suburban locations after WWII. Standard Oil was one of the first large corporate offices in Southfield. (1957)

Southfield's Mid-Century Modern



Michigan Bell Northwest Service Center (1957-60)



Southfield's Mid-Century Modern



1964

Reynolds Aluminum Regional Offices

Award winning design by Minoru Yamasaki

Southfield's Mid-Century Modern



2013

Photo Credit: Meadows & Co.

Reynolds Aluminum Regional Offices

Award winning design by Minoru Yamasaki

Now vacant
Previously L.A. Fitness



Southfield's Mid-Century Modern



Federal Mogul World Headquarters
Rossetti & Associates, Architects

Photo Credit: Meadows & Co.

Southfield's Mid-Century Modern



E. F. MacDonald Travel Co.
(Now Eaton
Automotive Offices)

Photo Credit: Meadows & Co.

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Smaller office buildings branch out from Northland on Northwestern Hwy.

Gittleman & Paskel Building (1967)

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The Albrecht Companies (1964)
(Note colorful glazed brick that was popular in 1960s construction.)

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Doner Advertising (1969)

Doner relocated to former Maccabees Insurance Building
(Now 26711 Northwestern)

Southfield's Mid-Century Modern



Maccabees Mutual Life Insurance Building

Southfield's Mid-Century Modern



Maccabees Mutual Life Insurance Building
(now home to Doner Advertising)

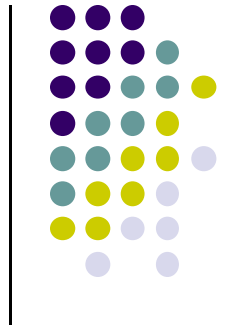
Photo Credit: Meadows & Co.

Southfield's Mid-Century Modern



Ira Kaufman Funeral Home (1961)

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Southfield City Hall



Photo Credit: Meadows & Co.

Southfield's Mid-Century Modern



B'nai David Synagogue (1959)
(Now Moslem Shrine Temple)

Southfield's Mid-Century Modern



Shaarey Zedek Synagogue (1961)

Southfield's Mid-Century Modern



St. George Romanian Orthodox Cathedral (1961)

Southfield's Mid-Century Modern



**LTU Student Project
Summer 2011**

Mid-Century Modern
Design Guidelines

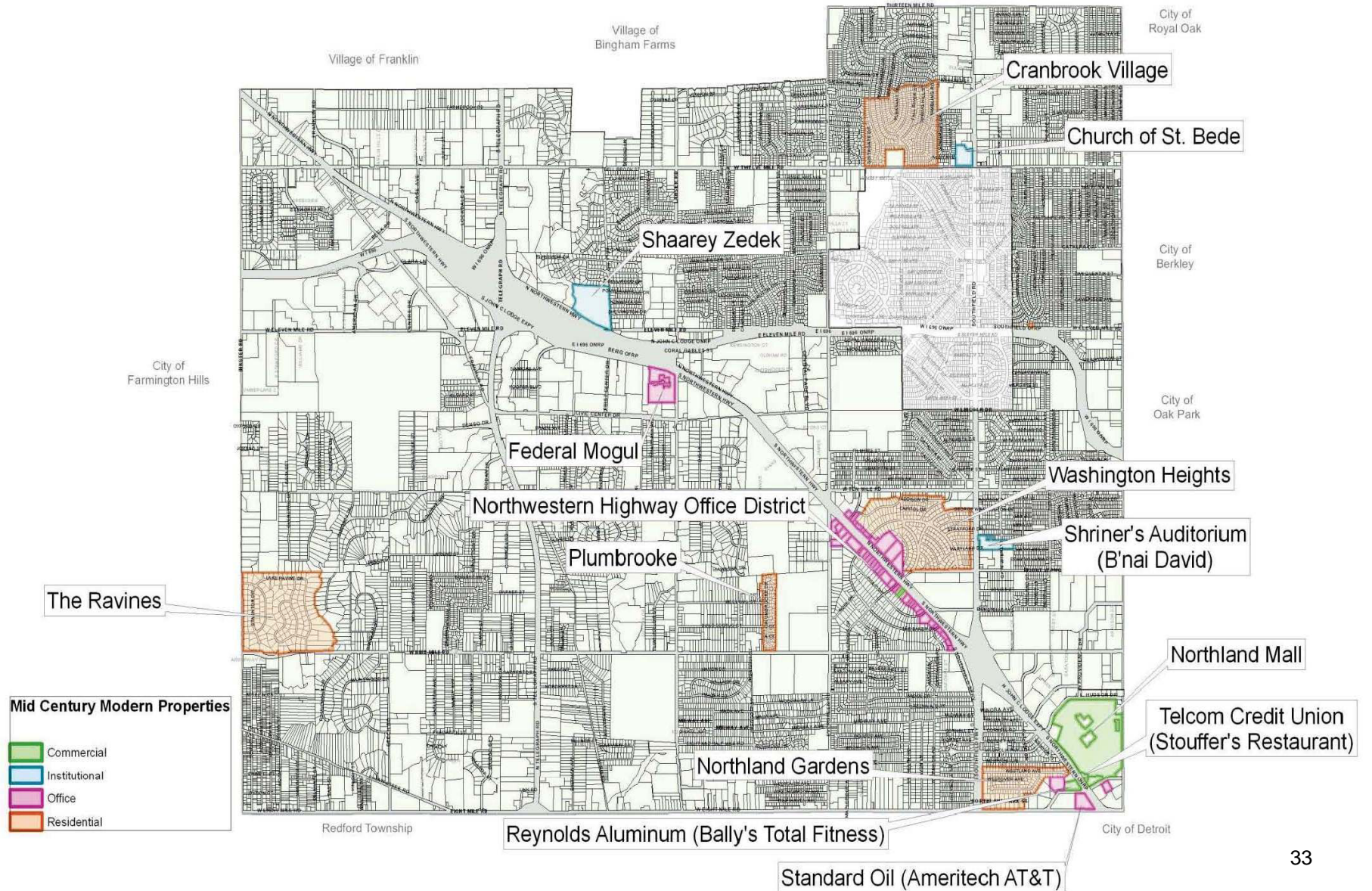


Southfield's Mid-Century Modern

Mid-Century Modern



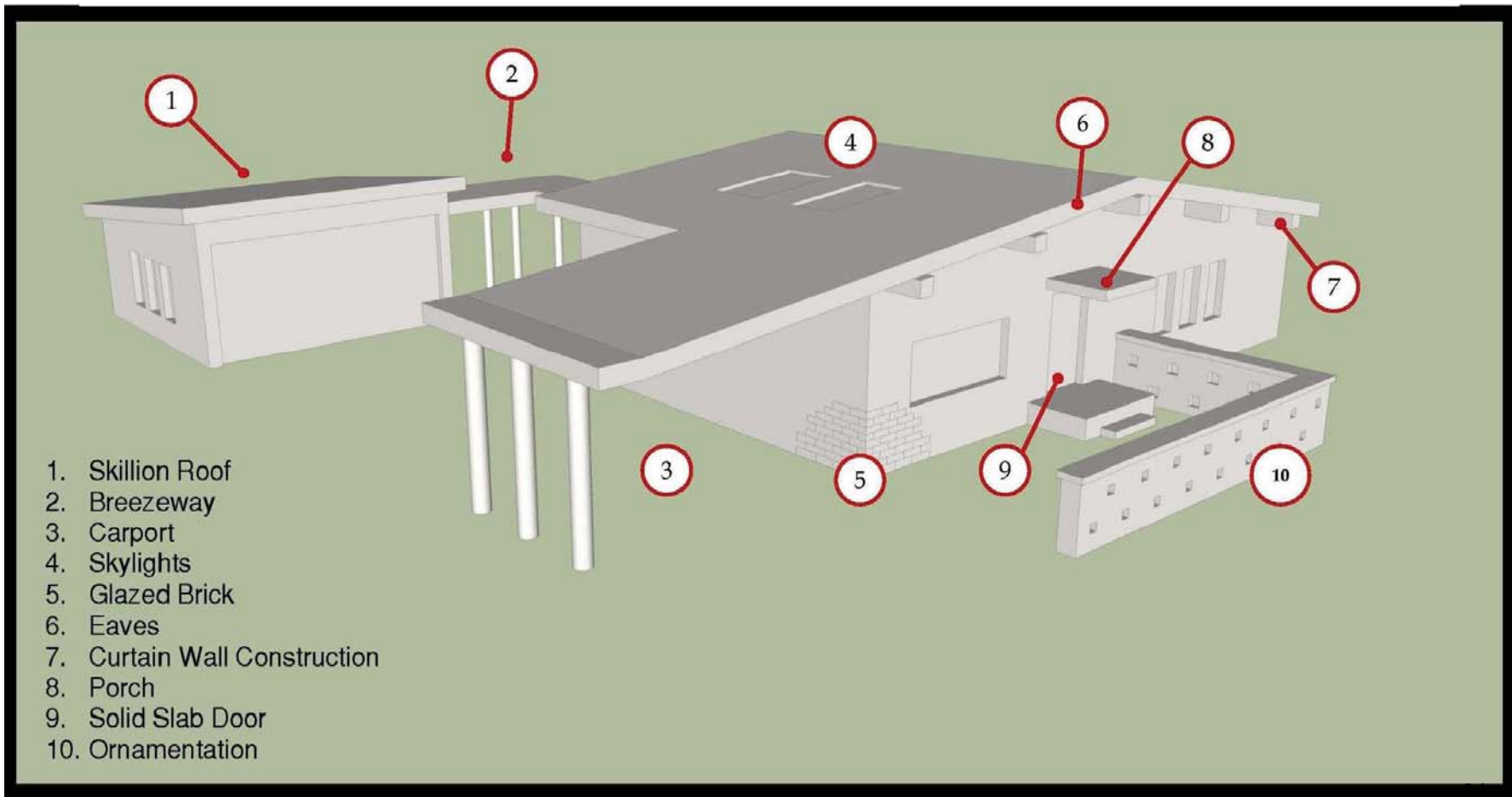
Mid-Century Modern Target Structures & Subdivisions City of Southfield, Michigan



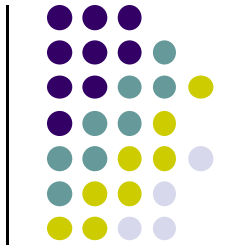
Southfield's Mid-Century Modern



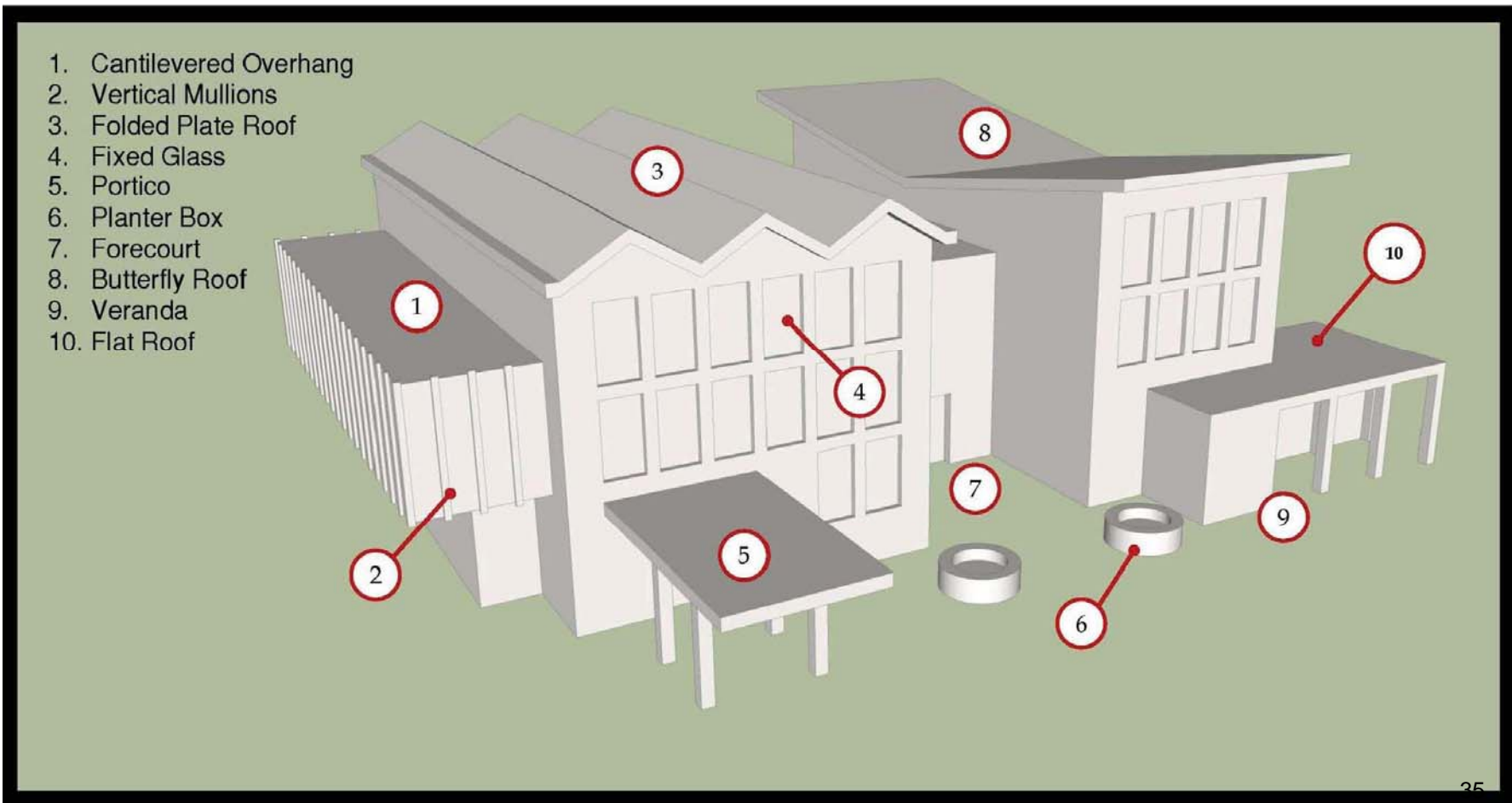
Mid-Century Modern Architectural Elements Residential Structure Example



Southfield's Mid-Century Modern



Mid-Century Modern Architectural Elements Commercial or Office Structure Example



Southfield's Mid-Century Modern



Inver

Mid-Century Modern I N V E N T O R Y Southfield • Michigan

Address: 16000 Northland Drive
Bally Total Fitness (formerly Reynolds Aluminum)
Northland Drive and Northwestern Hwy

C-2

Commercial Office Residential Institutional



Front Elevation



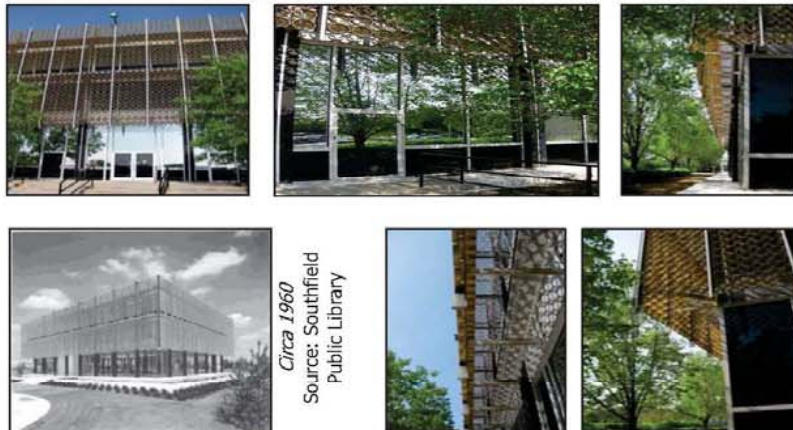
Aerial View

Year Built: 1959 **Square Feet:** 34,144
Façade Material: Glass, Aluminum, Concrete **Covered Parking Spaces:** 0

Number of Stories: 3
Courtyard: No

Lot Size: 3.52 Acres
Architect: Minoru Yamasaki

Features of Interest:



Circa 1960
Source: Southfield
Public Library

Observations:

- Curtain wall construction style.
- Façade consists of gold aluminum frames and tinted glass windows.
- Decorative metal frames shade the large windows from the sun.
- Main entrance includes large, mirrored windows.
- The second story is constructed larger than the first story; creating a cantilevered overhang with tributary area at the ground level.

Exterior Modifications:

- None observed.

Date: 06-June-11
Observer: All
Inventory Form Revision 6-Jun-11

Southfield's Mid-Century Modern



Southfield Planning Department & Lawrence Technological University
 Student: Carolina Ferrero, David Lewis and Michael Mason

1. Cantilevered Overhang
2. Vertical Molding
3. Shaded Front Roof
4. Flat Glass
5. Recessed
6. Planter Box
7. Forecourt
8. Butterfly Roof
9. Terrace
10. Flat Roof
11. Unusual roof

Target Neighborhoods

Neighborhoods shown: Cranbrook Village, Shaarey Zedek, City Hall, Washington Heights, Shriners Auditorium (Enai David), Northland Mall, Telcom Credit Union (Stouffer's Restaurant), Standard Oil (Ameritech AT&T), Reynolds Aluminum (Bally's Total Fitness), Northland Gardens, St. George's Church (1961), Plumbrooke, Federal Mogul, The Ravines.

Classical entry
 Private Residence, 1636 Westland Avenue
 Office Building, 24450 Evergreen Road

Decorative roofline with cantilevered overhang
 Private Residence, 1636 Westland Avenue

Butterfly roof entry

Decorative roofline with cantilevered overhang
 Private Residence, 1636 Westland Avenue

Flat roofline
 Roofline:
 Kelly Services Building, 16130 Northland Drive
 Congregation Shaarey Zedek, 23735 Bell Road

Decorative roofline with cantilevered overhang
 Private Residence, 1636 Westland Avenue

Dark roofline entry

North entry

Entry
 1. Kelly Services Building, 16130 Northland Drive
 2. Congregation Shaarey Zedek, 23735 Bell Road
 3. Private Residence
 4. St. Jude Church, 18200 West 12 Mile Road

2012 Planning Excellence Award for Outstanding Student Project, Michigan Association of Planning

Southfield's Mid-Century Modern



*Michigan Association of Planning recognizes
the Masters of Urban Design Program at
Lawrence Technological University;
Caroline Ferraro, David Lewis, Michael Mason,
Constance Bodurow, Professor;
and The City of Southfield Planning Department, Terry Croad, Director*



***Planning Excellence Award for
Outstanding Student Project
for the
Mid-Century Modern Design Guidelines***

Southfield's Mid-Century Modern

Next Steps:

- Public Education & Awareness (June 7, 2013)
- Promotion
 - Calendars
 - Posters
 - Brochures/Website
 - Driving/Walking Tours (June 27, 2013)
- LTU Partnership
 - Symposiums
 - Lectures (June 7, 2013)
 - Academic Publications
- Historic Designation

Southfield's Mid-Century Modern

QUESTIONS & ANSWERS