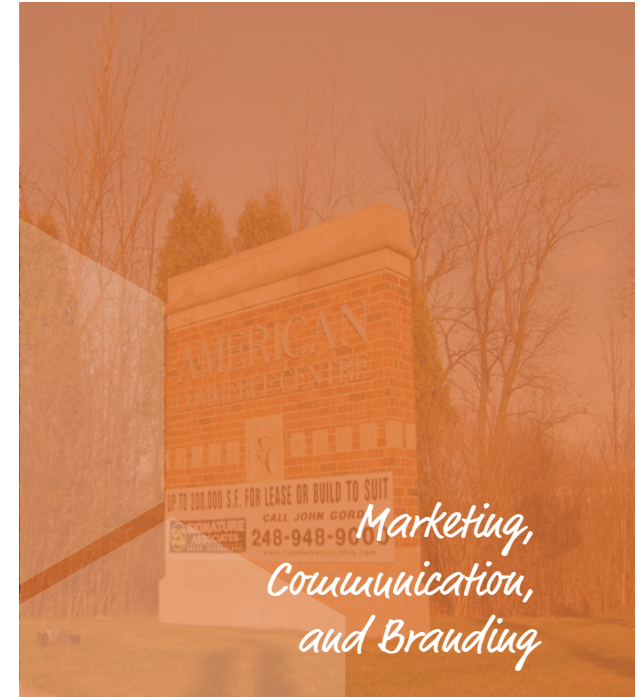


# SOUTHFIELD CENTREPOLIS ACTION PLAN

*November 2017*



*Programming,  
Partnerships, and  
Business Incubation*



*Marketing,  
Communication,  
and Branding*



*Placemaking and  
Beautification*



*Infrastructure  
Improvements*



*Infill Development and  
Growth Opportunities*

## *Are you part of the SmartZone network?*

The Michigan SmartZone network connects universities, industry, research organizations, government, and other community institutions to stimulate the growth of technology-based businesses and jobs. In 2014, the Southfield SmartZone, along with Automation Alley regional partners, was one of three LDFAs in the State of Michigan to receive a 15-year extension from the Michigan Economic Development Corporation (MEDC).



## ACKNOWLEDGEMENTS

### CITY ADMINISTRATOR

Fred Zorn

### BUSINESS AND ECONOMIC DEVELOPMENT DIRECTOR

Rochelle Freeman

### DIRECTOR OF PLANNING

Terry Croad

### PLANNING CONSULTANT



**Carlisle | Wortman**  
ASSOCIATES, INC.

### MAYOR

Kenson J. Siver

### CITY COUNCIL

Myron Frasier

Lloyd C. Crews

Daniel Brightwell

Donald F. Fracassi

Michael A. Mandelbaum

Tawnya Morris

Linnie Taylor

Nancy L.M. Banks, City Clerk

Irv M. Lowenberg, City Treasurer

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# EXECUTIVE SUMMARY

## SOUTHFIELD CENTROPOLIS SMARTZONE ACTION PLAN

The success of the Centrepolis SmartZone is critical to the success of Southfield. Cities increasingly find that economic success depends on their ability to attract and retain innovative, educated workers and to promote the informal interaction and discovery that occurs. Flourishing technology districts around the country are the result of intersecting interests and investments dedicated to supporting and growing the local technology, entrepreneurial, and creative economy. To build on the home base for Southfield's technology and talent-rich area, new partnerships are needed to generate momentum and a critical mass of activity around this vision.

The Centrepolis SmartZone Plan provides a realistic road map of land use planning, redevelopment, infill development, and specialized areas of development focused on encouraging quality places, entrepreneurial networks, talent and creative business attraction, and positive branding narratives. These components are essential to realizing the goals of new development and local economic growth that supports the growth of the Southfield SmartZone.







WHAT IS A SMARTZONE?

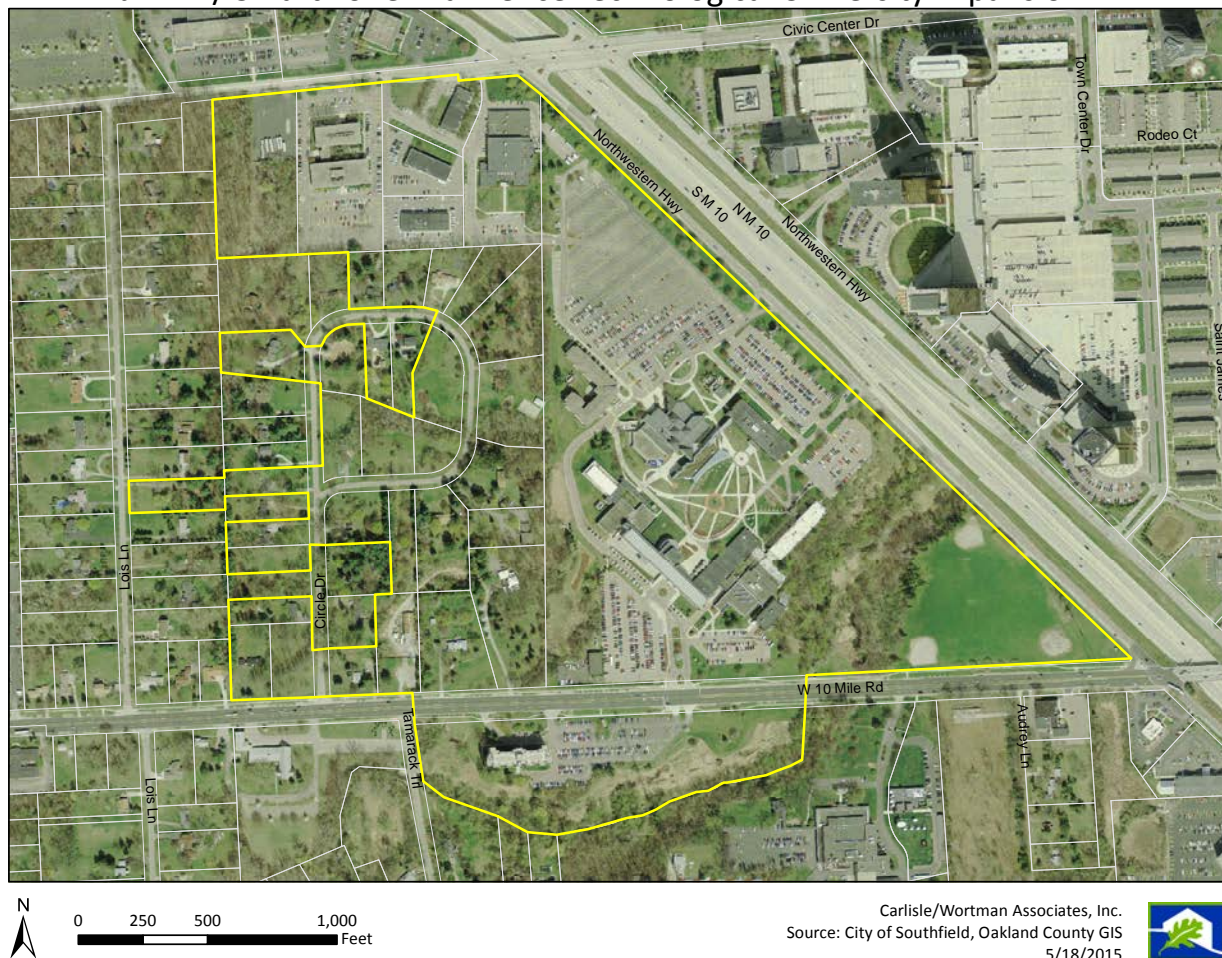
SmartZones are State designated areas target attraction of technology based businesses. SmartZones support high tech ventures such as biotech, information technology and advanced manufacturing. The Southfield Centropolis SmartZone is developed as integral component of Automation Alley by locating strategic employers, cooperative programs, and initiatives within the zone in order to design a center for jobs and wealth creation.

The City received approval from the State of Michigan to amend and extend the term of Centropolis SmartZone. The amended Development and Tax Increment Financing Plan expands the SmartZone to include the campus of Lawrence Technological University and an additional 234 acres of land contiguous with the original SmartZone. The approval of the Amended Plan also extends the term of the SmartZone for 15 years until FY 2033/34.



## Exhibit B

## JLDFA / Smart Zone - Lawrence Technological University Expansion



The quality of a place and placemaking strategies matter. Areas that are vibrant, dynamic, and progressive in their approaches attract talented, creative, and highly skilled workers. These skilled workers in turn fuel economic growth. However, building quality places does not occur involuntarily and requires an investment in area planning and amenities.

The investment and transformation is an ongoing, dynamic process that engages a number of key stakeholders. Areas that offer a high-amenity workplace give themselves a clear competitive advantage – immediately today, and in the years ahead.

## PARTNERSHIPS AND FUNDING

The Centrepolis SmartZone is built on partnerships. Partnerships include both public and private organizations, which depend upon local business people for leadership. These established partnerships play an important role in the delivery of workforce and economic development activities in the SmartZone. Existing partnership include:

- State of Michigan
- Oakland County
- Lawrence Technological University
- Automation Alley
- City of Troy

These partnerships are leveraged to attract new investment, strengthen the existing business environment, and leverage funding opportunities.

## THE IMPORTANCE OF PLACE

More now than ever, attracting and retaining talent is the number one factor that executives use to make strategic real estate decisions. These executives realize that a workplace that helps attract, engage, and retain knowledge and skilled workers is essential to growth. Places like the Southfield

SmartZone are facing renewed pressure from more urban areas such as Detroit or Ann Arbor. To compete with other areas, this plan acknowledges that the knowledge work environment has changed, how worker attitudes and behaviors are changing, and how the creative class — of any generation — can be supported to do what they do best: learn, create, and innovate.

## LAWRENCE TECHNOLOGICAL UNIVERSITY COLLABORATORY

Established in 2013 by Lawrence Technological University in partnership with the City of Southfield, the Collaboratory is part of the Centrepolis SmartZone. Located in the LTU Enterprise Center, the Collaboratory is one of 17 innovation centers in the Michigan SmartZone network.

Utilizing Metro Detroit's rich manufacturing history and Lawrence Tech's expertise in engineering and design, the Collaboratory focuses on helping companies with product development, engineering, prototyping and manufacturing of physical products.

The LTU Collaboratory is also working to help companies better design and develop physical products such as medical, safety, consumer and industrial products.

A close partnership with the City of Southfield enhances the offerings of the LTU Collaboratory. The City of Southfield helped launch the LTU Collaboratory as an incubator that would be complementary to Automation Alley's support offerings.

The two incubator organizations collaborate rather than compete. Automation Alley is a second-stage accelerator, whereas LTU Collaboratory nurtures concepts in their infancy to become viable, marketable products.

## SOUTHFIELD MICHIGAN WORKS

The Southfield office of Michigan Works has also been relocated to the LTU Enterprise Center. Michigan Works was established in 1987 to provide services and support to Michigan's workforce development system. It has eight offices in Oakland County. For the job seeker, Michigan Works provides career management and job search assistance, labor market information, information about upcoming job fairs, and weekly workshops to assist job seekers with every aspect of their search. Services for businesses include talent recruitment, labor market information and training support.

## SUSTAINABLE SOUTHFIELD

The City's Comprehensive Plan, Sustainable Southfield, envisions an economic future based on principles that promote long term sustainability of Southfield businesses, foster more diversified economic revenue base, and create more job opportunities for Southfield residents. The Centrepolis SmartZone is identified in the Comprehensive Plan as a key development district within the City. The principles of innovation, entrepreneurship, workforce training, private sector partners and promoting Southfield are also fundamental to the Centrepolis SmartZone Action Plan.

## PLAN ORGANIZATION

This Plan recommends five priorities for establishing the Southfield Centrepolis SmartZone as a vibrant, technology park with flexible office space and generous amenities for employees and residents. Each chapter focuses on a specific priority and provides strategies to achieve both short-term and long-term goals. The Plan includes maps and graphics locate and illustrate the various strategies. The SmartZone priorities are:

- Placemaking and Beautification
- Marketing and Communication
- Programming, Partnerships, and Business Incubation
- Infrastructure Improvements
- Infill Development and Growth Opportunities

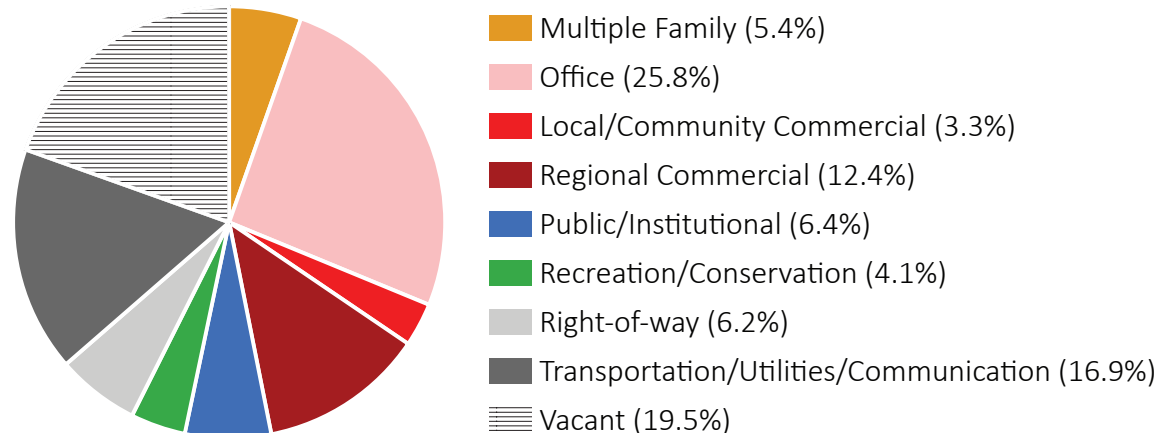
# EXISTING CONDITIONS

## CENTROPOLIS SMARTZONE ZONING AND LAND USE

The Southfield Centrepolis SmartZone is a 368 acre certified technology park. The original portion of the park is located east of Telegraph Road, west of Inkster Road, and directly adjacent to I-696 in the northwest. The amended and expanded park now includes the 107 acre campus of Lawrence Technological University. As of 2014, the area is primarily zoned RC Regional Center, with some B-2 Planned Business, B-3 General Business, TV-R Television-Radio Office-Studio, OS Office Service, NS Neighborhood Business, and ERO Education Research - Office. Office, Regional Commercial, and Transportation/Utilities/Communication infrastructure are the major land uses in the SmartZone. There is also a substantial amount of Vacant land, some of which has great development potential, while other naturalized portions contribute to the desirable, campus-like setting. There are opportunities to increase recreation, amenities, services, and potentially housing.



EXISTING LAND USE DATA





## CENTREPOLIS SMARTZONE BUSINESS SUMMARY

The SmartZone is home to more than 400 businesses and over 4,000 employees. Based on the number of businesses, the top industries include Professional, Scientific, and Technological Services; Finance and Insurance; Administrative and Support; and Health Care. Information and Construction are also important industries in terms of SmartZone employment. Overall, there is a lack of dining establishments, retail stores, and other service uses.



**4,045**  
SmartZone  
Employees

### TOP INDUSTRIES BY EMPLOYMENT

1. Professional, Scientific & Tech Services	968	23.9%
2. Administrative & Support	649	16.0%
3. Finance & Insurance	481	11.9%
4. Information	478	11.8%
5. Construction	404	10.0%

**413**  
SmartZone  
Businesses

### TOP INDUSTRIES BY NUMBER OF BUSINESSES

1. Professional, Scientific & Tech Services	68	16.5%
2. Other Businesses	68	16.5%
3. Finance & Insurance	44	10.7%
4. Administrative & Support	40	9.7%
5. Health Care & Social Assistance	39	9.4%

## CENTREPOLIS SMARTZONE MARKET AREA

A market area is a geographic zone containing the people who are likely to use recreational, service, and entertainment amenities located within the SmartZone due to proximity and convenience. The Southfield SmartZone Market Area is defined by a one (1) mile radius surround the SmartZone, and includes the Cities of Southfield, Franklin, and Farmington Hills.

By 2019, the Market Area working population (15 to 64 years) will be fairly evenly distributed across age groups. Professional, administrative, services, and management are some of the major employment tracts from Market Area residents.

NOTES: Information based on 2014 estimates unless otherwise noted. Business and employee summaries use NAICS Codes. Demographic, housing, and consumer spending data identified as "Market" data includes population within 1 mile radius of the Southfield SmartZone. Employment data includes population 16 years and over.

SOURCES: Oakland County EDCA, ESRI Business Profile and Market Summary Reports 2014 and 2019 forecasts, Census 2010 Summary File 1, Dun & Bradstreet, Inc.  
City of Southfield GIS Existing Land Use 2009, 12/1/2014

### MARKET POPULATION

Total population	18,707
Median age	42.1
Per capita income	\$ 31,255

### MARKET HOUSING

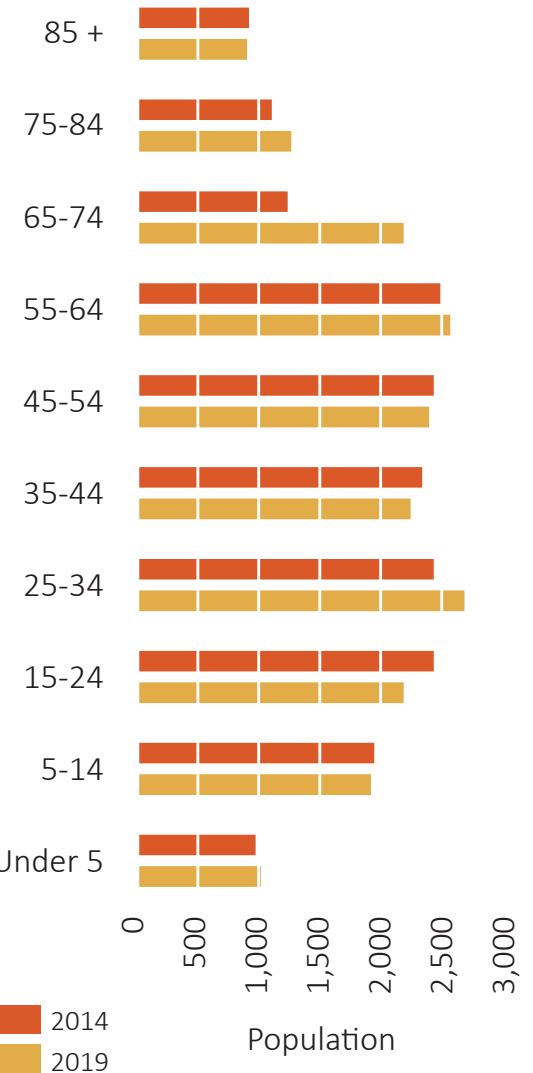
Households	9,230
Median household income	\$ 44,029
Renter occupied	53.1 %
Owner occupied	29.9 %
Vacant	17.0 %
Median home value	\$ 194,006

### TOP CATEGORIES IN MARKET CONSUMER SPENDING

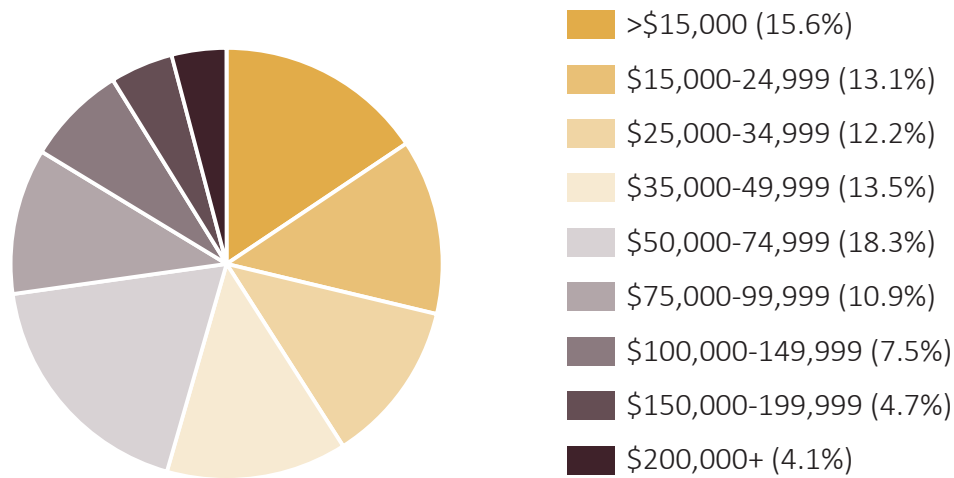
Retail goods	\$ 193,869,976
Housing	\$ 137,775,044
Food at home	\$ 42,646,326
Health care	\$ 37,069,891
Dining out	\$ 26,843,047
Entertainment	\$ 26,532,432

## MARKET POPULATION BY AGE GROUP

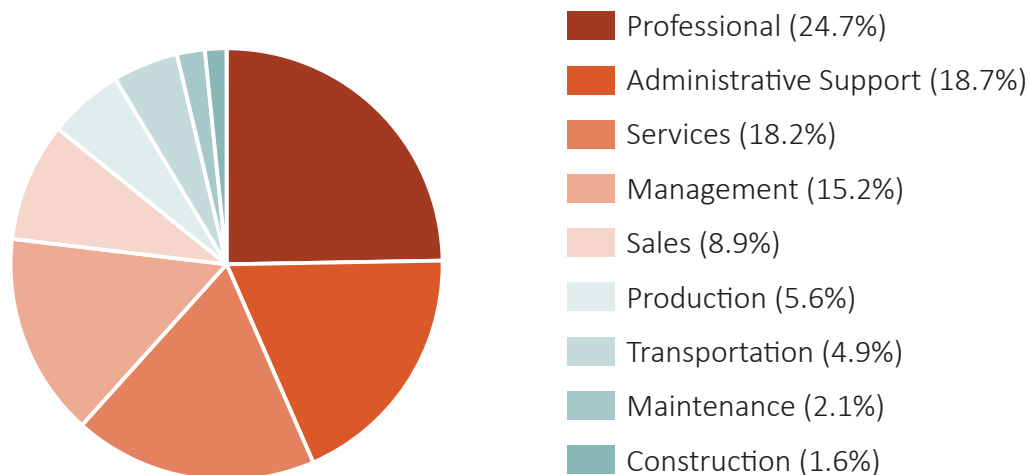
Age Group



## MARKET HOUSEHOLDS BY INCOME



## MARKET POPULATION BY EMPLOYMENT



## REAL ESTATE FORUM

On December 3, 2014 a group of Southfield SmartZone stakeholders met with City staff and consultants to discuss opportunities for investment within the certified technology park. The Forum was designed to engage these local experts in real estate, redevelopment, human resources, management, business development, and finance for an interactive SWOT exercise and to provide observations on following:

- Current and future market
- Development constraints and opportunities
- Employer and employee needs and desires

We would like thank the following individuals for their participation in the Forum:

Mary Beth Eddy, Image Soft  
 Amy Hobley, American Heart Association  
 Ira Jaffe, Jaffe Law  
 Jim Jonas, REDICO  
 Larry Lancaster, Hantz Group  
 Scott Pepin, Federal Mogul  
 Robert Pliska, Sperry Van Ness



## *We asked stakeholders...*

### WHAT ARE THE OPPORTUNITIES?

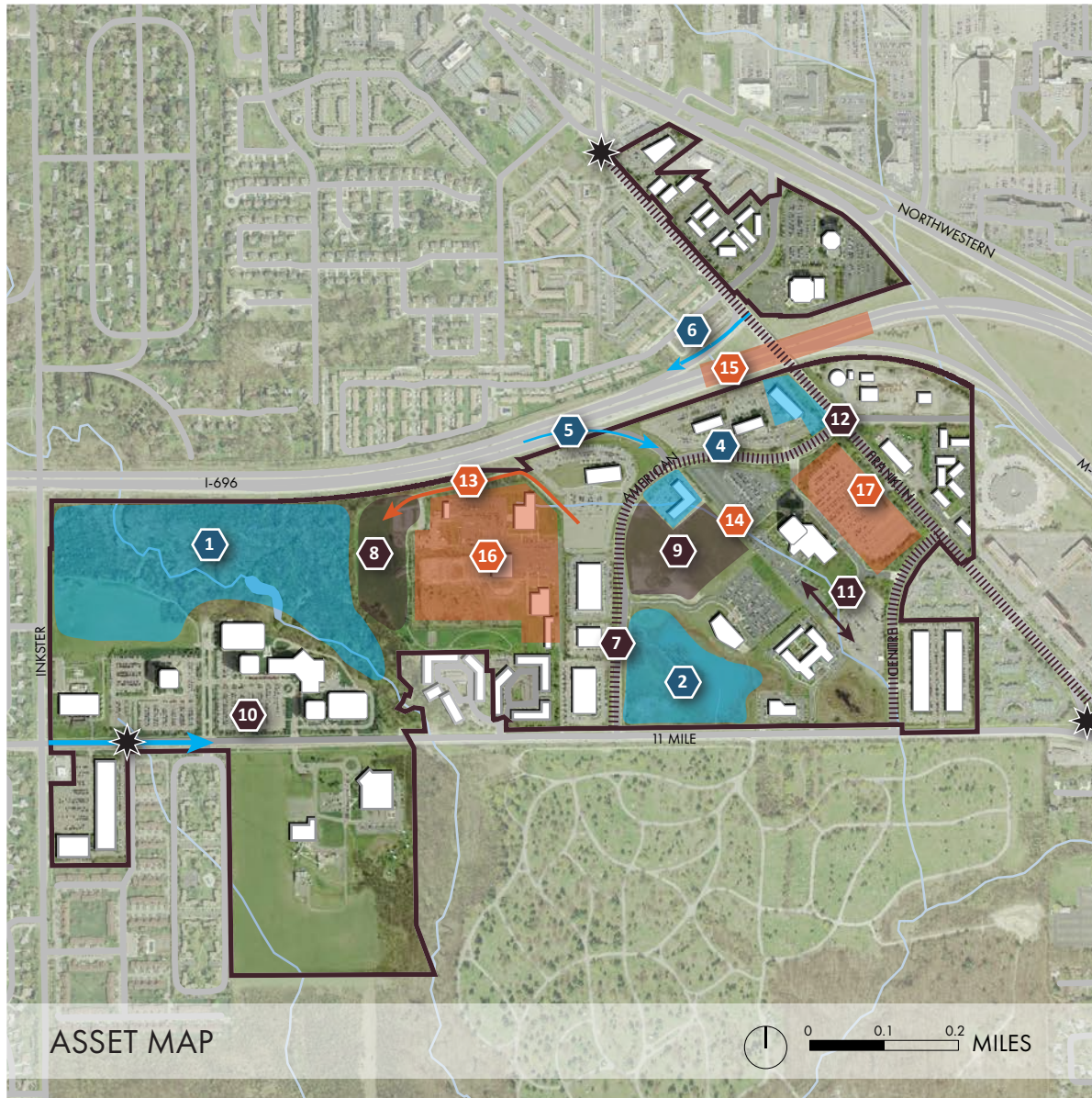
A significant opportunity for the Centrepolis SmartZone is its natural setting and recreational amenities. Stakeholders feel that there are additional opportunities for recreation facilities and programming designed to meet the needs and interests of the current and future workforce. Stakeholders see the central location as an asset but they also see opportunities to enhance visibility and access through physical improvements as well as signage and wayfinding. Strengthening and promoting the partnership with Lawrence Technological University (LTU) is also a major priority. Finally, taking advantage of City, Oakland County, and State initiatives is another opportunity to stimulate growth and development in the SmartZone.

### WHAT ARE THE CHALLENGES?

A major challenge for the Centrepolis SmartZone appeared to be its lack of identity. Stakeholders also talked about challenges of talent and business recruitment given the draw of Detroit and Ann Arbor, places considered “cool cities” to work and play. Stakeholders would like to see more and better use of technology to market the area and connect businesses with new talent. The Centrepolis SmartZone also lacks some of the amenities and food options found in nearby Farmington Hills, West Bloomfield, and Birmingham. Overall they felt that there is a lack of service uses to support busy professionals. Attracting a diversity of complementary uses such as pharmacy, fitness, and child care were specifically identified. Some stakeholders noted that while the Centrepolis SmartZone appears to have excess parking, they fear the properties may actually be parking challenged should the buildings ever become fully occupied. Many employees live in the surrounding communities and drive to work.

### WHERE SHOULD THE CITY INVEST?

In terms of preferred City investment for the Centrepolis SmartZone, stakeholders mentioned marketing, promotion, and communication as important tools. The Centrepolis SmartZone would benefit from more internet exposure through the City’s webpage and new mobile app. Stakeholders would like to see a push for more placemaking and projects that help brand the SmartZone, this includes banners, wayfinding, pedestrian amenities, and pathways. Infrastructure improvements were another reoccurring theme. Programming, partnerships, and business incubation are also opportunities for City investment. Finally, stakeholders and City staff would like to pursue possible infill development and growth opportunities.



## GATEWAYS

- Franklin and Eleven Mile
- Eleven Mile and Inkster
- Franklin and Northwestern



## ASSETS

1. Pebble Creek
2. Natural wetlands and boardwalk
3. Business headquarters
4. Hotels
5. Access from eastbound I-696
6. Access to westbound I-696



## OPPORTUNITIES

7. Wayfinding signage in SmartZone
8. Pebble Creek and Park
9. Key redevelopment site
10. Reuse and infill opportunities
11. Interconnected parking
12. Streetscapes on American, Franklin, and Centre



## CHALLENGES

13. Lack of connection/visibility for Pebble Creek Park
14. Lack of amenities and services
15. Physical and visual barrier created by I-696
16. Army Reserve
17. Large surface parking lots

# VISION

*In 10 years...*

A day in Centrepolis

## YOU'VE ARRIVED

After taking the Centrepolis SmartZone exit off I-696, you notice the new banners on the light posts announcing the recent achievements of Centrepolis SmartZone businesses. You're proud to be part of this talented network of leaders and innovators. After you drop your child off at the daycare across from your office, you stop next door to pick up your morning jolt of coffee. There are many familiar faces and you catch up with co-workers and other Centrepolis SmartZone employees. Soon you spot the yoga class letting out and that's your cue to head over to the office.



## THE CENTER OF INNOVATION

You enter your modern office, full of amenities, natural light, and flexible space for collaboration. It's a great work environment.

You have a busy day ahead, meeting with talented and diverse people including your LTU intern as well as local and international clients. You love your high tech job as a software engineer. It affords variety, flexibility, sense of comradery, work-life balance, and an opportunity for growth. You find that your job in the SmartZone offers you more than just a paycheck...





## LIFE AFTER WORK

You feel very fortunate that the Centrepolis SmartZone offers you professional opportunity as well as day-to-day convenience. At lunch you walk to the drycleaners to drop off a few shirts and grab a salad from the local deli on the way back. You remind yourself to pick up a few groceries before heading home tonight.

It's 6:00 p.m on a Thursday, and as you stroll down the street to join your team for a quick happy hour work meeting you notice other employees have the same idea. The SmartZone is always buzzing with activity.



## WEEKEND FAMILY TIME

You and your family take a long bike ride around the wetland boardwalks and a quick stop at the pavilion for some pictures. Before heading home, you relax with a casual dinner at one of the local restaurants. You'll be back tomorrow for your daughter's soccer game at Pebble Creek Park.



## PROGRAMMING, PARTNERSHIPS, AND BUSINESS INCUBATION

### PARTNERSHIPS ARE KEY

The City of Southfield has established a strong track record of intergovernmental collaboration with more than 150 partnerships. Centrally located within the region, the City coordinates economic development activities with Michigan Economic Development Corporation (MEDC), Oakland County, Automation Alley, City of Troy, Lawrence Technological University, the Detroit Regional and Southfield Area Chambers, and other state and regional organizations. With a locational and financial advantage as home to the LDFA, the SmartZone is a natural location to extend existing partnerships and build new ones.

### *Leaders & Innovators*

"Innovators often look at problems from a different perspective. Great solutions sometimes seem unworkable, foolish – even impossible.

True innovation also requires leadership – leadership to follow a path that is different, unexplored..."

Lawrence Technological University



## Strategy

### IMPROVE INTERNET CONNECTIVITY BY ESTABLISHING THE CENTREPOLIS SMARTZONE AS A WIRELESS ACCESS ZONE

To further brand and market the SmartZone as a technology hotbed, a SmartZone Wireless Access Zone should be established. The Centrepolis SmartZone Wireless Access Zone would provide free high speed wifi when located in the area. The City could partner with a service provider as part of a public/private partnership.

## Strategy

### PROMOTE AND SUPPORT SOUTHFIELD MICHIGAN WORKS PROGRAM

Southfield Michigan Works! is one of eight Service Centers in Oakland County. As a One-Stop Center, programs are designed to fit local needs, working together with the Southfield Business Development Department, Southfield Area Chamber of Commerce and schools to fulfill the Mission Statement “to develop a system that produces a workforce with the required skills to maintain and enhance the Michigan Economy.” Its key premise is that all major

workforce development and economic development services should be available through a single point of entry. Southfield Michigan Works! focus is to help ensure that Michigan’s employers hire better educated and better trained employees.

## Strategy

### PROMOTE AND SUPPORT THE LAWRENCE TECHNOLOGY UNIVERSITY (LTU) COLLABORATORY BUSINESS AND TECHNOLOGY ACCELERATOR

The Business and Technology Center is a 11,000 square foot space on the campus of LTU. The Center is by LTU to support campus and community-based business development and entrepreneurial initiatives. Oversight is provided by a seasoned Advisory Board that includes business and economic developers, innovators, entrepreneurs, investors, and attorneys. Building on the strength of its affiliation with and resources of LTU, the focus of the Center is to assist the creation of technology based businesses in software development, design engineering, aeronautics, and advanced manufacturing.



### THE CENTREPOLIS SMARTZONE SUPPORT FOR COLLABORATORS WILL:

- Make business incubator/ accelerator services available to viable start-up and early stage technology companies.
- Make resources available to support existing technology companies that are targeted for growth.
- Build lasting collaborations between start-up and early stage tech companies and strategic partners including talent, consultants, manufacturers, engineering and software firms, contract research organizations, and university researchers.
- Provide business consulting and commercialization assistance to companies that have high potential to create jobs and serve as a catalyst for large multiplier effects.



# MARKETING, COMMUNICATION, AND BRANDING

## MARKET YOURSELF: WRITE YOUR STORY BEFORE SOMEONE ELSE DOES

The success of the Centrepolis SmartZone will rely heavily on marketing, communication, and branding requiring a number of initial steps as well as long-term oversight. A comprehensive marketing, communication, and branding plan has been a primary goal of the Centrepolis SmartZone.

We've all heard the saying "location, location, location." Access, amenities, and a quality built environment make the Centrepolis SmartZone a desirable place to locate for current tenants, but a robust, vibrant SmartZone will require greater focus on identity and perception.

Communicating the Centrepolis SmartZone's collective vision towards innovation, achievement, and collaboration in technology-based industry and the knowledge economy will create a welcoming environment for new partnerships, quality talent, and perspective industry.

## *Branding*

"Your brand is  
what other people say about you  
when you're not in the room."

- Jeff Bezos, Amazon.com



## Strategy

### DEVELOPMENT COMMUNICATION STRATEGY

Business owners looking to relocate, entrepreneurs seeking new opportunities, or developers looking to build will be interested in information about business and financial assistance programs, available commercial spaces, and demographic profiles of those who live, work, and visit the area—their potential customers or clients. Packaging this information specifically for business recruitment should be coordinated as part of a comprehensive business recruitment and retention strategy.

## Strategy

### IMPLEMENT BRANDING STRATEGY

Business Parks can be likened to products in a marketplace. Consciously or not, they project a collective image – a “brand promise” – to a variety of audiences, including employers, employees, and visitors. Economic success is tied directly to their overall product appeal and the degree to which their brand delivers on the experience promised. The placemaking strategies can become more focused and robust when they align with and support

a desired brand and image that clearly differentiates a business park “product” from those of its competitors – saving significant amounts of time and public resources in the process.

The Centrepolis brand identifies the SmartZone campus as a center for innovation, sharing of knowledge, and business growth and is intended to:

- Define and clarify a brand for the Southfield SmartZone Initiative
- Create consistency in the ways the SmartZone is discussed, both as an organization and as a destination as a whole
- Define how the Southfield SmartZone provides value in the marketplace
- Position Southfield as a true competitor and leader
- Differentiate the Southfield SmartZone from competitors, locally and around the state
- Ultimately support Southfield in growing and bringing business to the city

## Strategy

### ADVANCE THE MARKETING STRATEGY

A comprehensive and targeted marketing strategy has been evolving to promote the Centrepolis SmartZone. Resources will be dedicated to developing a marketing plan designed to promote the district in step with its development, including both print and web marketing tools tailored to the specific needs and interests of vested groups.

## Strategy

INCORPORATE CENTREPOLIS BRAND INTO THE DEVELOPMENT OF AN INTERNAL WAYFINDING CONCEPT

- Street signs
- Banners
- Major Gateway signage
- Change exit sign of I-696 from American Drive to Centrepolis “brand name”







## PLACEMAKING & BEAUTIFICATION

### *Placemaking*

“It’s a simple concept really, based on a single principle – people choose to settle in places that offer the amenities, social and professional networks, resources and opportunities to support thriving lifestyles.”

- miplace.org

STAND OUT: VISUALLY DISTINGUISH THE CENTREPOLIS SMARTZONE THROUGH PLACEMAKING AND BEAUTIFICATION

Creating memorable places, community spaces, and experiences isn’t just about making employees feel good for a few days with some landscaping, an art installation, or unique event. Placemaking and beautification is a long term commitment that leads to real economic development. Areas that are vibrant, dynamic, and progressive in their approaches attract talent. Placemaking communicates a feeling that you “ARRIVED” someplace special. The Centrepolis SmartZone is encouraged to pursue other methods of visually distinguishing the District by demonstrating its identity through a variety of streetscape elements and public realm improvements.



## Strategy

### FOCUS ON PUBLIC REALM

Create a memorable place by enhancing the public realm—facilities like streets, sidewalks, and Pebble Creek Park that everyone in the district uses—will draw life to the streets; create spaces for residents and visitors to sit and have lunch or coffee; and ensure high-quality green spaces of all scales and throughout the district. Investments in the public realm increase a sense of community and make the district more attractive and usable. Landscaping may be used to soften edges and to screen between uses.



## Strategy

### GATEWAYS

Gateways are physical elements serve the purpose of marking the entrance into the Centrepolis SmartZone. Design gateways at critical locations: 11 Mile and Inkster, 11 Mile and Franklin, Franklin and I-696, and American Drive at I-696 exit.

## Strategy

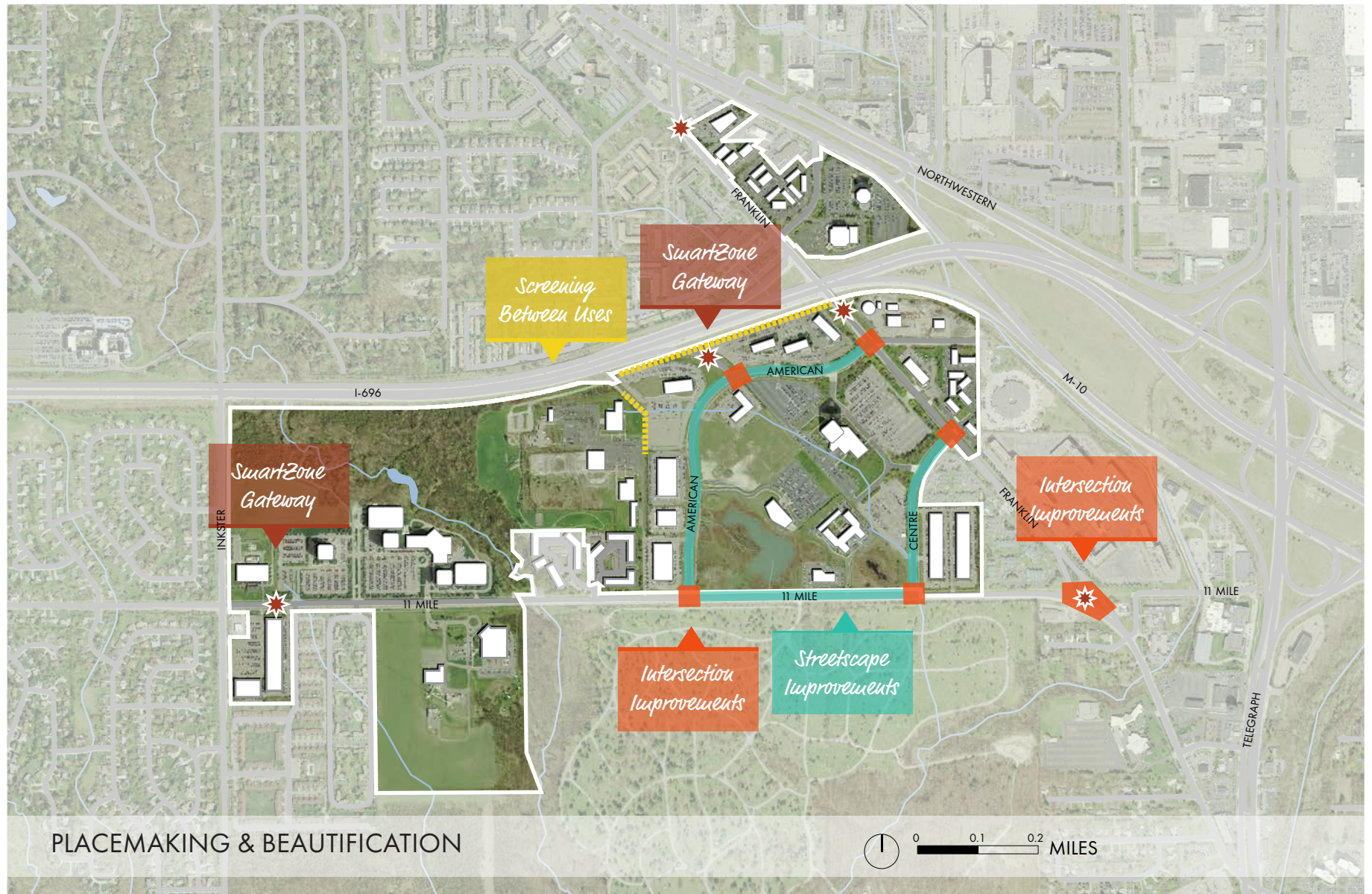
### STREETSCAPE

Streets play an important role in the vitality, and character of the Centrepolis SmartZone. They form the grid that weaves the quilt of the City into a whole cloth. Streetscaping and gateways improvements should reinforce the unique character of Centrepolis SmartZone district. Streetscape is the visual elements of a street, including the road, adjoining buildings, street furniture, trees and open spaces, etc, that combine to form the street's character.

Undertake a comprehensive streetscape improvement and traffic calming along 11 Mile Road, Franklin Road, American Drive, and Centre Drive. A limited streetscape project of the boulevard improvements near the entrance to the former Blue Cross Headquarters was completed in 2016. Future streetscape improvements should build on existing street furniture and public art but encouraging a more pedestrian scaled green design, unique pedestrian scaled lighting, and even unique street signage to distinguish the district.

Do streetscaping at key intersections: American and 11 Mile, Centre Drive and 11 mile, Franklin and Center, Franklin and American, and I-696 Exit ramp and American.





PLACEMAKING & BEAUTIFICATION



## GATEWAYS

- Exit 7 American
- Franklin and Eleven Mile
- Eleven Mile and Inkster
- Franklin and Northwestern



## STREETScape IMPROVEMENTS

- Eleven Mile
- American
- Centre



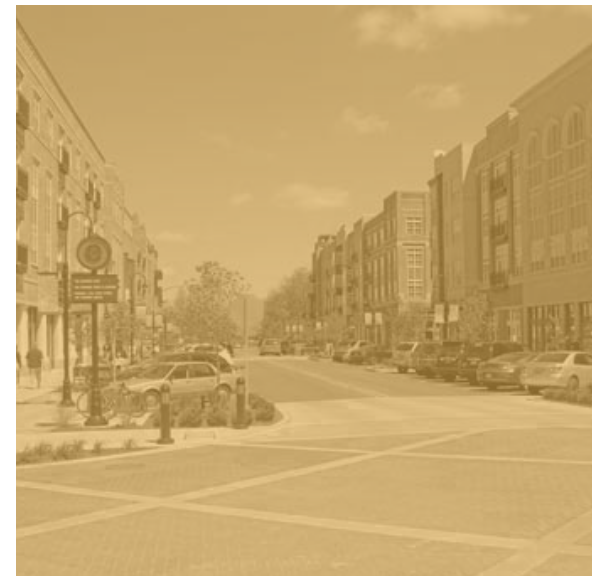
## INTERSECTION IMPROVEMENTS

- Exit 7 American
- American and Eleven Mile
- American and Franklin
- Centre and Eleven Mile
- Centre and Franklin
- Eleven Mile and Franklin



## ADDITIONAL SCREENING

- Along I-696
- Along Army Reserve property





## INFRASTRUCTURE IMPROVEMENTS

AN INVESTMENT IN MODERN INFRASTRUCTURE IS THE FOUNDATION FOR ECONOMIC DEVELOPMENT AND GROWTH

Efficient infrastructure such as improved roads, increased water capacity, and regional stormwater detention facilities, form the backbone of the Southfield Centrepolis SmartZone. As noted in the SmartZone LDFA Plan, infrastructure improvements are needed to maintain the SmartZone as a modern business center.

The major infrastructure improvement is the realigning of Eleven Mile Road at Franklin Road, which has been completed with the construction of a roundabout. Eleven Mile Road is the southern boundary, and the major east-west arterial serving the Centrepolis SmartZone. The improvement of Eleven Mile Road at Franklin Road will better connect the businesses on either side of Franklin Road, and eliminate the current barrier of the Eleven Mile Road /Franklin Road Intersection.

Additional infrastructure improvements include creation of area-wide stormwater detention, water service upgrades, and common street lighting.

### *Quality Infrastructure*

“Nearly every city aspires to grow. High-quality infrastructure— infrastructure that is well maintained, reliable, safe, resilient, and customer friendly—contributes to well-functioning, growth primed cities, cities that attract new residents and retain existing ones.”

- ULI, Infrastructure 2012





## Strategy

### INCREASE EXISTING SIDEWALK ON ELEVEN MILE TO 10-FOOT WIDE SAFETY PATH

Providing a 10-foot wide safety path along Eleven Mile will connect the Centrepolis SmartZone and the west side of the city to the east side of the City via the Civic Center Drive bike path.

## Strategy

### CREATE A VEHICULAR ACCESS AND ENTRANCE FEATURE TO PEBBLE CREEK PARK OFF INKSTER ROAD

Pebble Creek Park is an underutilized asset in part due to poor access and viability. The single point of access to the park is off a service drive that runs behind the Army Reserve facility. Creating a direct access and an entrance feature off Inkster Road will increase the access and visibility of the park and hence usability and viability.

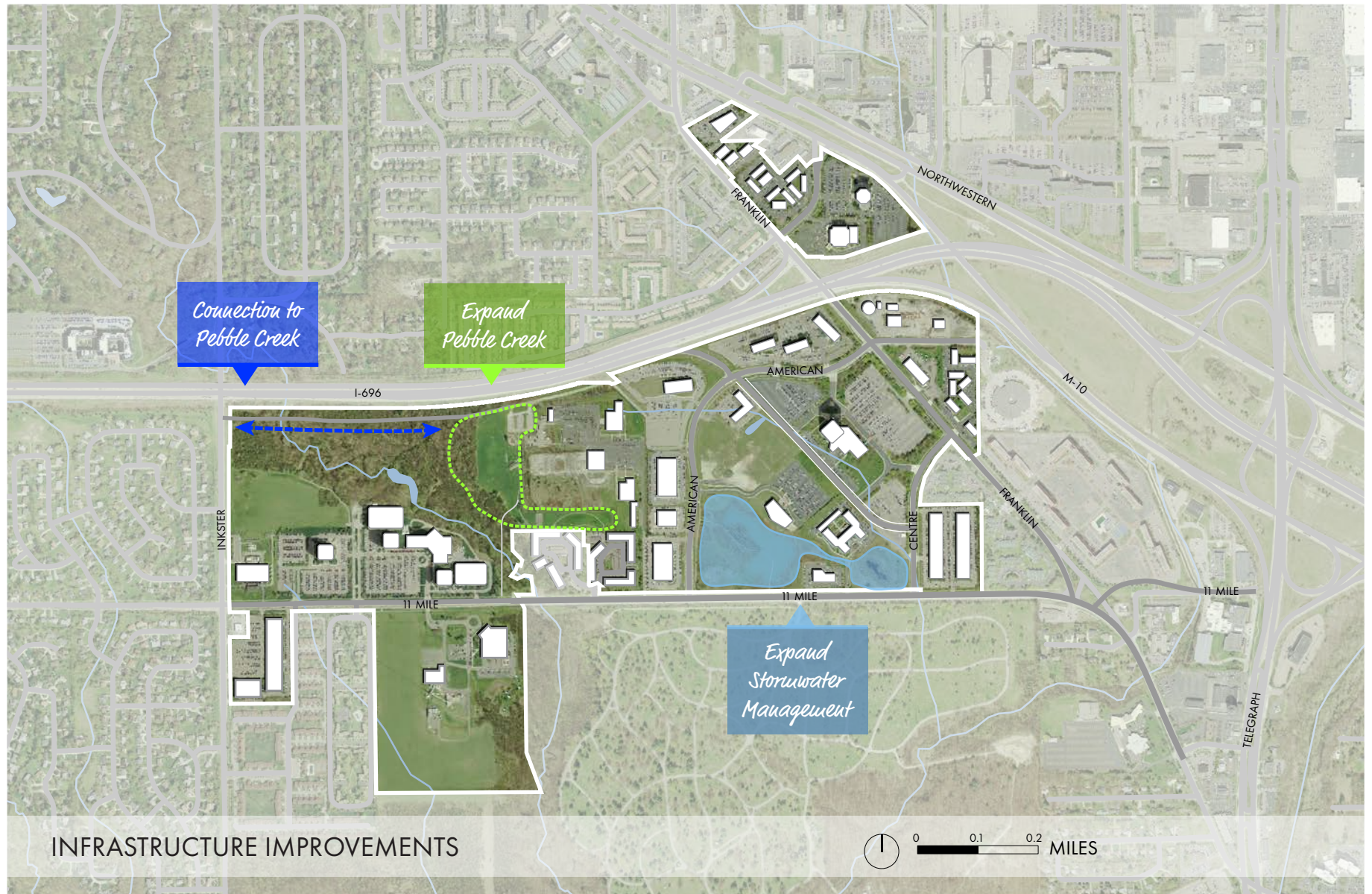
## Strategy

### INCREASE AREA-WIDE AND INNOVATIVE STORMWATER MANAGEMENT SYSTEM

The park is already served by an area wide storm-water system. As new development occurs, increasing the area-wide storm water management system will reduce infrastructure costs, create useable and aesthetic naturalized areas, and provide areas for infill and development opportunities. In addition, Sustainable Southfield addresses low impact development and innovative stormwater management measures.









#### ROAD IMPROVEMENTS

- Connection between American and Centre
- Connection from Inkster to Pebble Creek Park



#### PARK IMPROVEMENTS

- Pebble Creek Park



#### STORMWATER IMPROVEMENTS

- American Centre Preserve
- Undeveloped property adjacent to Pebble Creek





## INFILL DEVELOPMENT AND GROWTH OPPORTUNITIES

PROVIDE FOR INFILL/DEVELOPMENT AND GROWTH OPPORTUNITIES INCLUDING A GREATER MIX OF USES INCLUDING AMENITIES AND SERVICES

The Centrepolis SmartZone Action Plan recognizes the present opportunity to build off of the optimism and energy of Southeast Michigan's economic recovery and the City's advantageous position at "the Center of it all." Given the development pattern of suburban Metro Detroit, and the financial means and priorities of individuals at different stages in life, walking to work typically isn't an option, but a walkable mixed use, employment center is a real possibility.

Today's innovation workers seek greater connectivity, convenient amenities, and vitality that comes from a denser mix of uses, as well as a firmer commitment to sustainability. The 20th Century model of the self-sufficient office building is giving way to a model of flexibility, choice, and tangible connections to the outdoors.

The Centrepolis Southfield SmartZone must evolve to meet new challenges in the marketplace. Both employers and employees must be flexible and nimble to respond to demands in competition. As such, their facilities must adapt to fulfill evolving, diverse requirements in the workplace. Many of today's knowledge workers expect entertainment and service amenities nearby as well as opportunities and spaces to connect and share ideas. The isolated buildings in the Centrepolis SmartZone do not reflect this trend.

There is no central, defining place that represents the heart and vision of the Centrepolis SmartZone. Creating this balanced mix of uses and a sense of place will create a symbiotic relationship with the adjacent neighborhoods, where employment, service, and residential uses are interconnected. Fortunately, the Centrepolis SmartZone has ample opportunities to evolve and create a modern, preferred employment hub. The challenge and opportunity is determining how and where the potential can be unlocked.

### *Infill Development*

"Most urban areas aggressively seek infill development or new construction on vacant or underused land. In addition to increasing property value, redevelopment encourages healthier and more environmentally friendly lifestyles."

- Michigan Suburbs Alliance

## *Strategy*

### TO RECRUIT RETAIL AND COMMERCIAL TENANTS FOR INFILL

As a means to attract new uses to the Centrepolis SmartZone, existing underutilized parking areas may be repurposed for service infill development. Infill development is increasingly recognized as an effective way to achieve a variety of goals, including making better use of existing infrastructure; locating services, retail, and amenities in close proximity to employment centers; and activating the street by encouraging pedestrian and non-motorized activity.

A focus of the infill strategy should be to repurpose the underutilized area between the American Center, the Extended Stay America Hotel, and the vacant lot to create a SmartZone Center. A portion of this area identified for infill development will soon be occupied by Autoliv, consolidating four separate operations under a single 180,000 square foot facility. This centralized location of the SmartZone offers high visibility and direct access off I-696.

## *Strategy*

### PROMOTE PEBBLE CREEK PARK AND CENTRAL NATURALIZED AREA

Pebble Creek Park and American Commerce Centre Nature Preserve are underutilized assets in the Centrepolis Smart Zone. Pebble Creek Park is tucked behind the Army Reserve center, with limited signage and no direct access. While direct vehicular access off Inkster Road would be desirable, improved pedestrian access from either Inkster, Eleven Mile or both would be a significant improvement. In addition, the SmartZone way finding signage will include Pebble Creek Park access information.

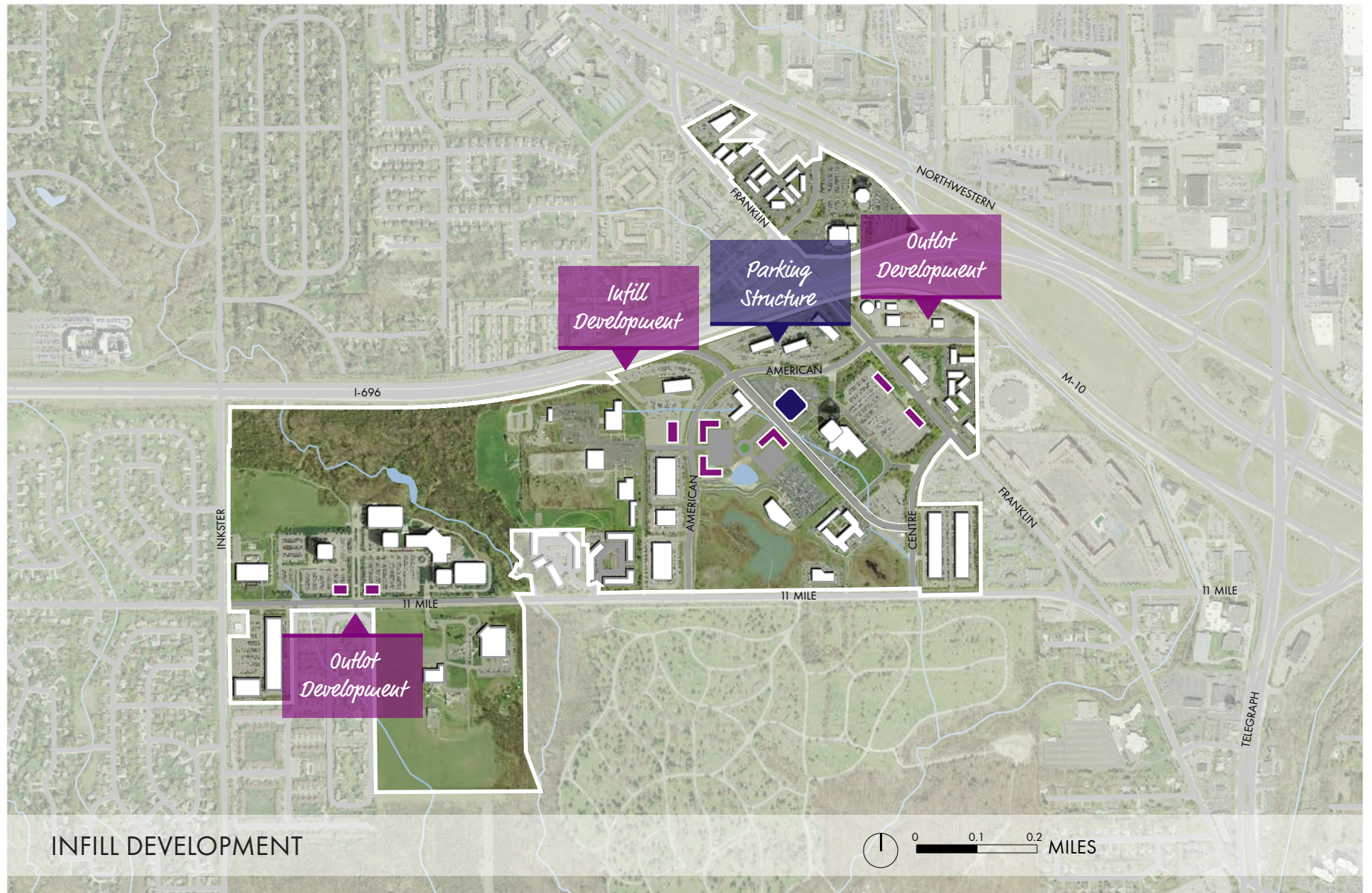
The American Commerce Centre Nature Preserve can also be enhanced with signage as part of the Centrepolis SmartZone way finding signage. The installation of a 10—foot safety path along Eleven Mile Road will provide a safe community-wide bicycle connection to the American Commerce Centre Nature Preserve.

## *Strategy*

### ZONING AMENDMENTS

To encourage infill development, the City should make the following zoning text amendments:

- Allow free-standing restaurants as permitted a use.
- Remove primary and secondary use mix requirement (5.141)



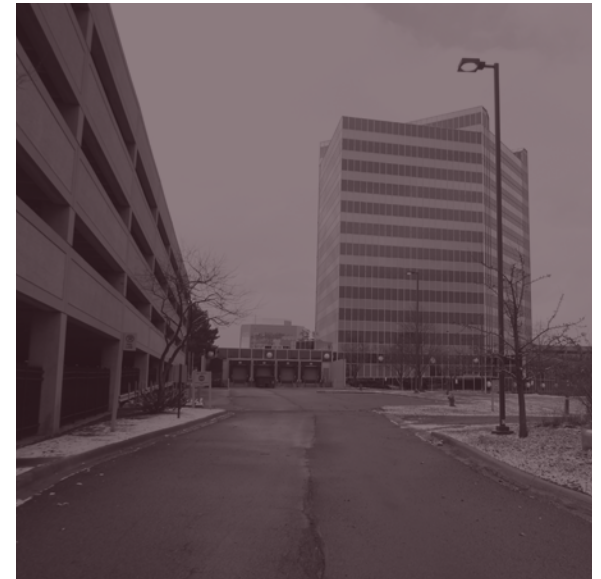


■ INFILL DEVELOPMENT

- Infill along American and new internal street
- Outlot development along Eleven Mile
- Outlot development along Franklin

■ SHARED PUBLIC PARKING STRUCTURE

- Parking structure adjacent to American Centre





# IMPLEMENTATION

*Year 1-2*

THE FOLLOWING ACTIONS SHOULD BE STARTED WITHIN THE NEXT TWO YEARS:

CATEGORY	STRATEGY	ACTION	COST	DETAILS
Placemaking and Beautification	SmartZone streetscape and gateways	Design SmartZone streetscape and gateways at critical locations: 11 Mile and Inkster, 11 Mile and Franklin, Franklin and I-696, and American Drive at I-696 exit. Incorporate Centrepolis SmartZone branding into streetscape and gateways	\$50,000	p. 23
Infill Development and Growth Opportunities	Zoning Ordinance amendments	Enact Zoning Ordinance amendments	TBD	p. 31
Placemaking and Beautification	Pebble Creek Park Pedestrian Access	Design improved pedestrian access to and identification of Pebble Creek Park	\$10,000	p. 31

*Year 3-4*

THE FOLLOWING ACTIONS SHOULD BE STARTED WITHIN THE NEXT 3-4 YEARS:

CATEGORY	STRATEGY	ACTION	COST	DETAILS
Placemaking and Beautification	SmartZone streetscape and gateway	Implement SmartZone streetscape and gateways at critical locations: 11 Mile and Inkster, 11 Mile and Franklin, Franklin and I-696, and American Drive at I-696 exit. Incorporate Centrepolis SmartZone branding into streetscape and gateways	\$350,000	p. 23
Infill Development and Growth Opportunities	Pebble Creek Park Pedestrian Access	Implement improved pedestrian access to and identification of Pebble Creek Park	\$250,000	p. 31

## Years 5-6

THE FOLLOWING ACTIONS SHOULD BE STARTED WITHIN 5-6 YEARS:

CATEGORY	STRATEGY	ACTION	COST	DETAILS
Programming, Partnerships, and Business Incubation	Wireless Access Zone	Establish a SmartZone Wireless Access Zone. Use SmartZone Wireless Access Zone as a branding and marketing opportunity	TBD	p. 17
Placemaking and Beautification	SmartZone streetscape and gateways	Implement SmartZone streetscape along American Drive, Franklin Road, and Centre Drive	\$150,000	p. 23
Infrastructure	Storm-water management	Create an area storm-water management system	\$2,500,000	p. 27
	11 Mile Road Sidewalk	Increase existing sidewalk on 11 Mile Road to 10-foot wide safety path	\$1,250,500	p. 27

SOUTHFIELD CENTREPOLIS  
ACTION PLAN 2017