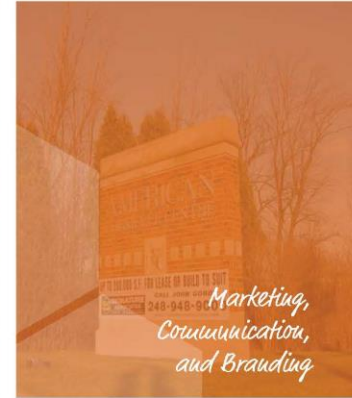
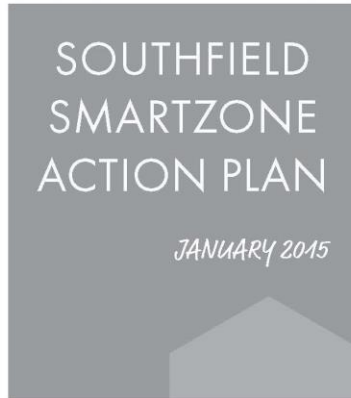


IMPLEMENTING THE PLAN



Southfield City Council
Monday, March 16, 2015

Richard Carlisle, AICP, Principal



CARLISLE

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associates, inc.

BACKGROUND

- In 2003, a Joint LDFA with the City of Troy created the Automation Alley SmartZone – Troy Campus and Southfield Campus
- SmartZones are State designated locations for the attraction of technology based businesses.
- Critical to the success of the SmartZone is creation of an environment attractive to technology based businesses, their employees, and their clients.

✓ STEP 1: IDENTIFY A VISION, CREATE A PLAN

The SmartZone Plan provides a realistic road map of land use planning, redevelopment, infill development, and specialized areas of development

The Plan encourages quality places, entrepreneurial networks, talent and creative business attraction, and positive branding narratives.

Themes

- Programming & Partnerships
- Marketing & Branding
- Placemaking & Beautification
- Infrastructure Improvements
- Infill Development



YOU'VE ARRIVED



I-696 American Drive exit

- New gateway signage and wayfinding system
- Change I-696 exit sign
- Incorporate SmartZone branding
- Consider infrastructure improvements
 - New internal street
 - Franklin and Eleven Mile realignment

THE CENTER OF INNOVATION

- Mixed use infill development
- Focus on the public realm
- Emphasis on streetscape
- Incorporating technology and “Green” systems into wayfinding and lighting upgrades
- Compatible uses



Infill development along American Drive

LIFE AFTER WORK

- Outlot development along Eleven Mile and Franklin Road
- New gateway along Eleven Mile
- Build on recent road improvements
- Enhance pedestrian facilities



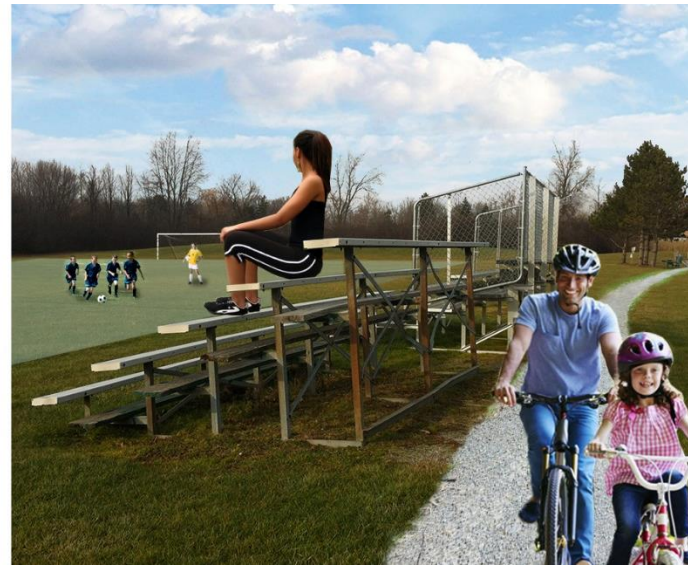
Outlot development along Eleven Mile Road

WEEKEND FAMILY TIME

- Establish better connections to Pebble Creek Park
- Increase park and open space programming
- Enhance non-motorized facilities



American Commerce Centre Nature Preserve



Pebble Creek Park

STEP 2: TRANSLATE PLAN TO ACTION

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%

TOP INDUSTRIES BY NUMBER OF BUSINESSES

1. Professional, Scientific & Tech Services	68	16.5%
2. Other Businesses	68	16.5%
3. Finance & Insurance	44	11.0%
4. Administrative & Support	40	10.0%
5. Social Assistance	39	9.8%



- GATEWAYS**
 - Franklin and I-696
 - Eleven Mile and I-696
 - Franklin and I-696
- ASSETS**
 - Pebble Creek
 - Natural wetlands and boardwalk
 - Business headquarters
 - Hotels
 - Access from eastbound I-696
 - Access to westbound I-696
- OPPORTUNITIES**
 - Wayfinding signage in SmartZone
 - Pebble Creek and Park
 - Key redevelopment site
 - Reuse and infill opportunities
 - Interconnected parking
 - Streetscapes on American, Franklin, and Centre
- CHALLENGES**
 - Lack of connection/visibility for Pebble Creek Park
 - Lack of amenities and services by I-696
 - Physical and visual barrier created by I-696
 - Army Reserve
 - Large surface parking lots

Five Things to Do Right Now!

1. Create Southfield SmartZone Advancement Committee to champion plan recommendations Programming, Partnerships, and Business Incubation p. 17
2. Develop "SmartZone" branding and marketing strategy Marketing and Communication p. 21
3. 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 Placemaking and Beautification p. 23
4. Enact Zoning Ordinance amendments and utilize the SmartZone Advancement Committee to recruit retail and commercial tenants Infill Development and Growth Opportunities p. 31
5. Improve 11 Mile east of Franklin and realign 11 Mile Road and Franklin Road intersection Infrastructure p. 27

WHERE SHOULD THE CITY INVEST?

In terms of preferred City investment for the SmartZone, stakeholders mentioned marketing, promotion, and communication as important tools. The 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 recurring 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.

opportunities and programming 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.

The SmartZone is located in 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 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.

(6.2%)
ion/Utilities
.5%)

STEP 3. ACTION MEANS IMPLEMENTATION

Year 1

THE FOLLOWING NEAR TERM ACTIONS SHOULD BE STARTED WITHIN A YEAR:

CATEGORY	STRATEGY	ACTION	RESPONSIBILITY	DETAILS
Programming, Partnerships, and Business Incubation	Southfield SmartZone Advancement Committee	Create Southfield “SmartZone” Advancement Committee to champion plan recommendations	City	p. 17
Marketing, Communication and Branding	“SmartZone” communication, branding, and marketing	Develop “SmartZone” brand. Create marketing materials and communication strategy.	SmartZone Advancement Committee	p. 19
Placemaking and Beautification	SmartZone streetscape and gateways	Design and 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 SmartZone branding into streetscape and gateways	SmartZone Advancement Committee	p. 23
Infill Development and Growth Opportunities	Zoning Ordinance amendments	Enact Zoning Ordinance amendments	City, Planning Commission	p.31
Infrastructure	11 Mile Road	Improve 11 Mile Road east of Franklin and realign 11 Mile Road and Franklin Road intersection.	City	p.27

Years 3-5

THE FOLLOWING NEAR TERM ACTIONS SHOULD BE STARTED WITHIN 3-5 YEARS:

CATEGORY	STRATEGY	ACTION	RESPONSIBILITY	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	SmartZone Advancement Committee	p. 17
	LTU Business and Technology Center	Create partnership with LTU Business and Technology Center to utilize services within SmartZone for business incubation	LTU, SmartZone Advancement Committee	p. 17
Marketing, Communication and Branding	Branding	Incorporate branding into development of an internal wayfinding concept	City, SmartZone Advancement Committee	p. 19
Placemaking and Beautification	SmartZone streetscape and gateways	Implement SmartZone streetscape along American Drive, Franklin Road, and Centre Drive	City	p. 23
Infrastructure	Storm-water management	Create an area storm-water management system	City	p. 27
	11 Mile Road Sidewalk	Increase existing sidewalk on 11 Mile Road to 10-foot wide safety path	City	p. 27
	New Road connecting American Drive to Centre Drive	Create a new road that links American Drive and Centre Drive	City, Property Owners, SmartZone Advancement Committee	p. 27
Infill Development and Growth Opportunities	Retail and commercial tenants for infill	Utilize the SmartZone Advancement Committee to recruit retail and commercial tenants for infill	SmartZone Advancement Committee	p. 31
	Pebble Creek Park and Central Naturalized Area	Promote Pebble Creek Park and Central Naturalized Area	City, SmartZone Advancement Committee	p. 31

THINGS TO DO RIGHT NOW

Actions and strategies are identified as key to the initial stages because they:

- Engage stakeholders
- Strengthen the vision
- Refine the priorities
- Create an integrated approach
- Focus on assets and opportunities
- May lead to development of some lighter, quicker, cheaper strategies

1. SOUTHFIELD SMARTZONE ADVANCEMENT COMMITTEE

Who

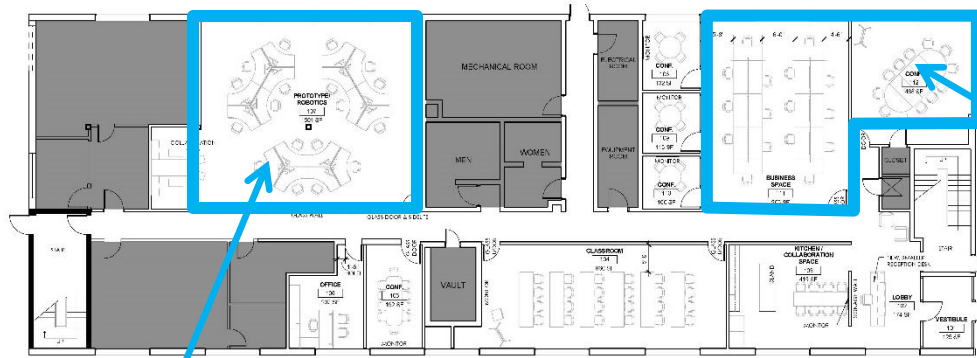
- City and County officials
- Private business representatives
- Institutional representatives
- Community partners
- Real Estate Forum participants



What

- Champion plan recommendations
- Support district SmartZone marketing and branding
- Seek programing opportunities

2. LTU BUSINESS & TECHNOLOGY CENTER

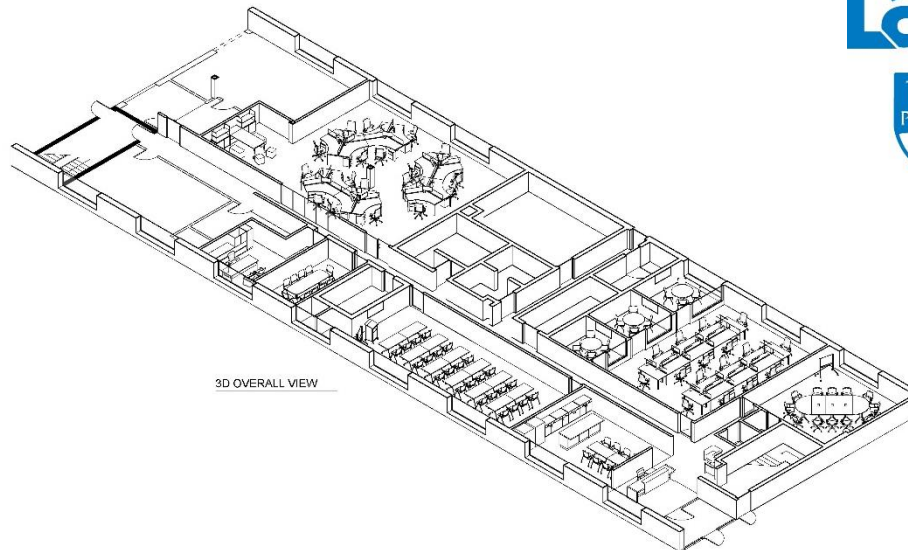


FLOOR PLAN KEYNOTES

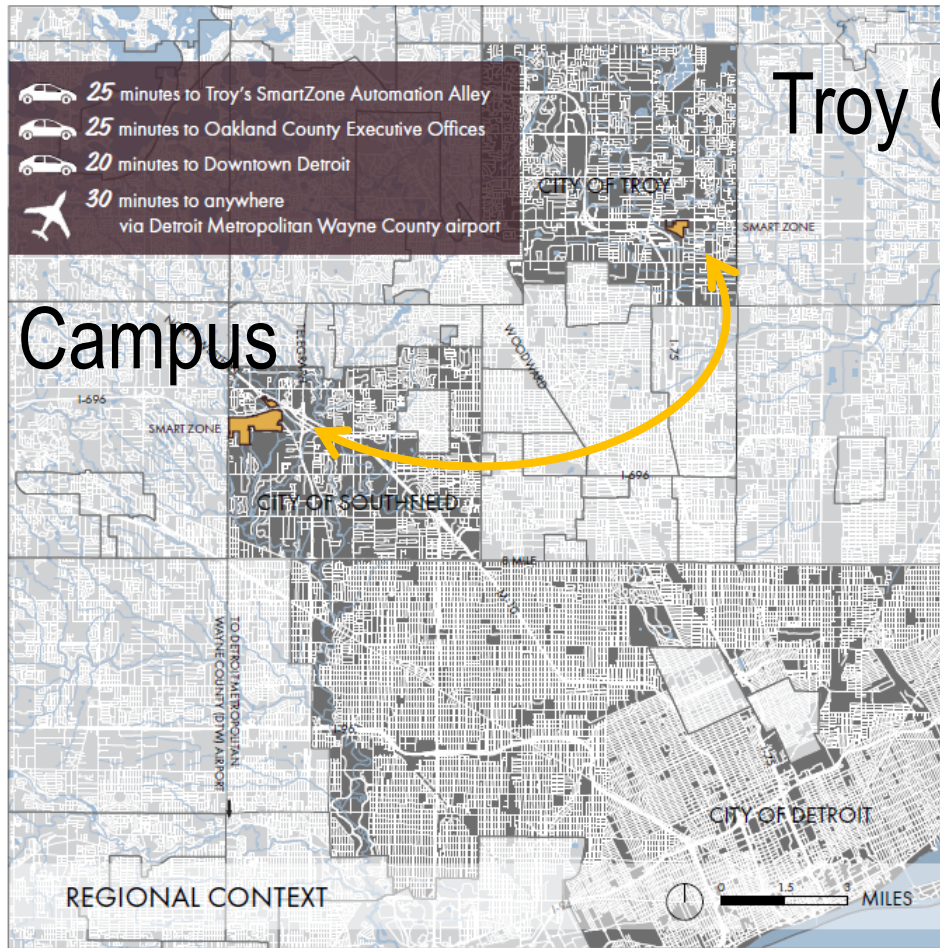
- 1. FLOOR PLAN DELINEATES MAJOR SPACES WITH 1/4" = 1'-0" SCALE
- 2. SHOWN FOR REFERENCE ONLY
- 3. FOR BLUEPRINTS ONLY

Business Space

Prototype Robotics



3. SMARTZONE BRAND



Southfield Campus

Troy Campus



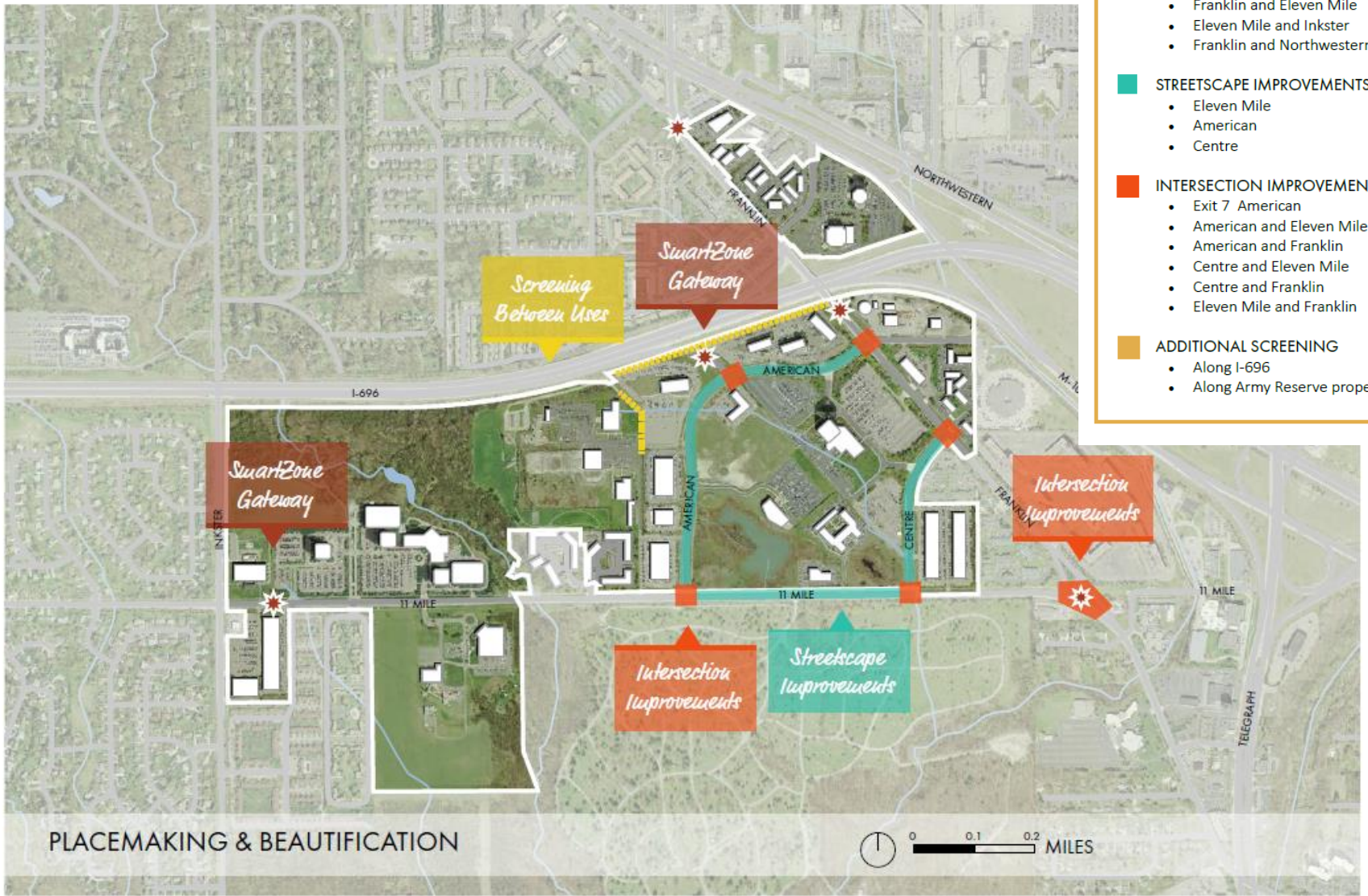
3. SMARTZONE STREETSCAPE AND GATEWAYS

Strategy

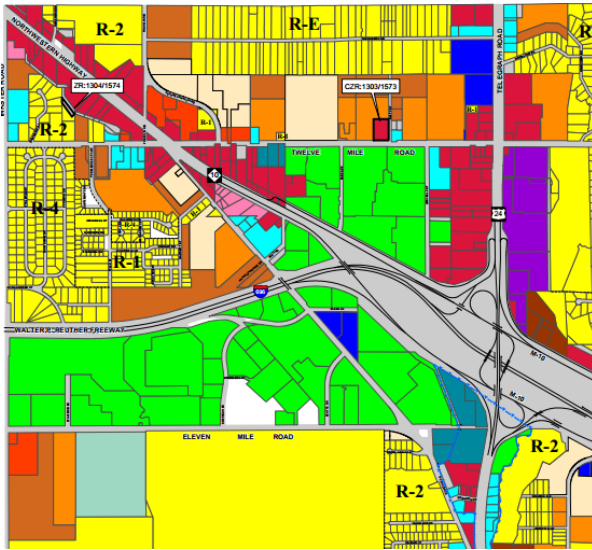
INCORPORATE BRANDING INTO THE DEVELOPMENT OF AN INTERNAL WAYFINDING CONCEPT

- Street signs
- Banners
- Major Gateway signage
- Change exit sign of I-696 from American Drive to American Drive/Southfield "brand name"





5. ZONING AMENDMENTS TO PROMOTE INFILL DEVELOPMENT



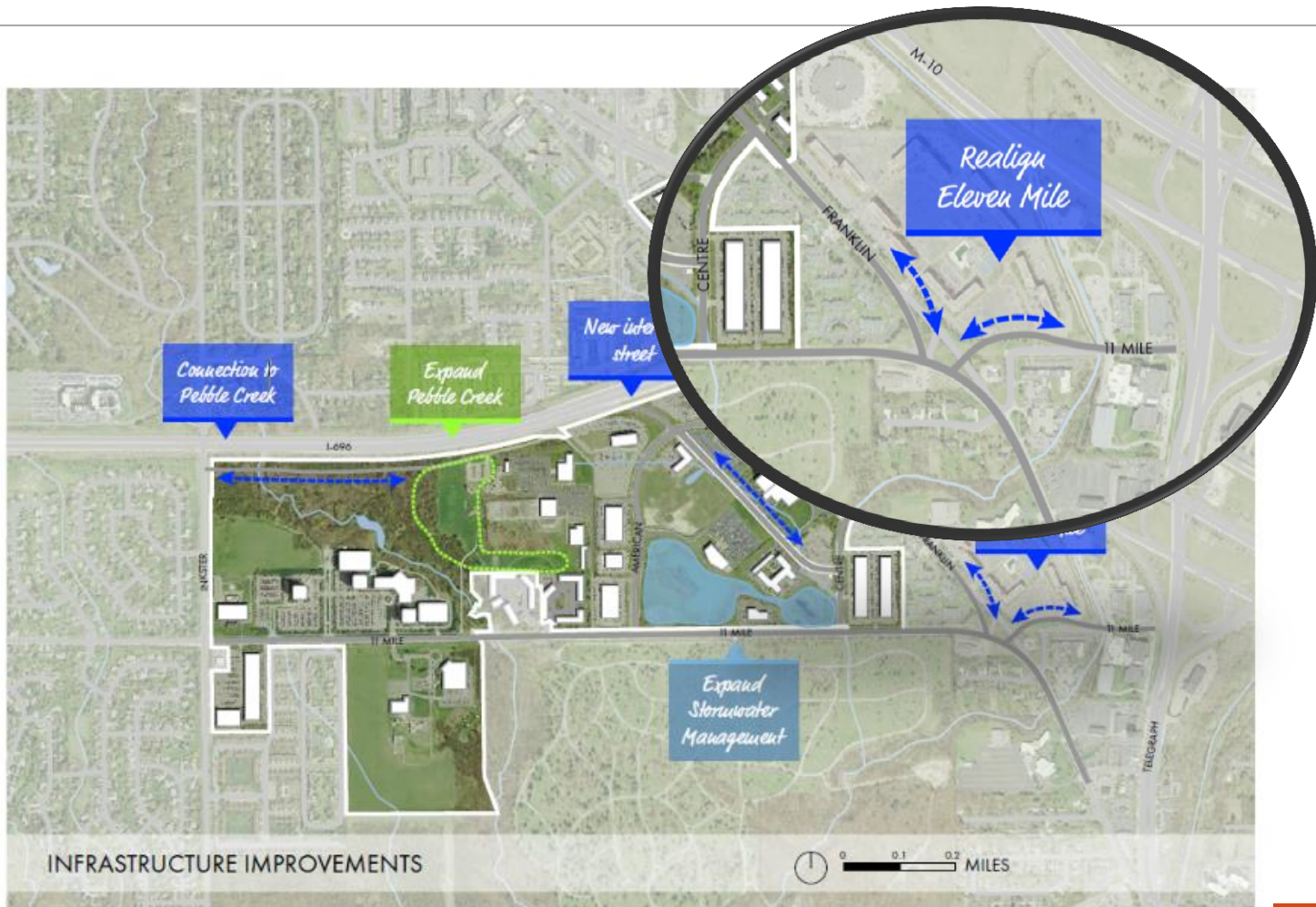
Zoning Districts

R-A Single Family	OS Office Service
R-1 Single Family	ERO-M Education Research - Office (Limited)
R-2 Single Family	ERO Education Research - Office
R-3 Single Family	TV-R Television-Radio Office-Studio
R-4 Single Family	NS Neighborhood Shopping
R-E Single Family	RS Regional Shopping
RT Attached Single Family	B-1 Neighborhood Business
RM Multiple Family (Low Rise)	B-2 Planned Business
RMM Multiple Family (Medium Rise)	B-3 General Business
RMU Multiple Family (High Rise)	I-L Light Industrial
RC Regional Center	I-1 Industrial
	P Vehicular Parking



Infill development along American Drive

6. ROAD ALIGNMENT FRANKLIN & ELEVEN MILE



Questions?

