



2024

# Informational Meeting

March 22, 2024

The City of Southfield  
Downtown Development Authority  
respectfully submits  
a report of its activities and goals

# PA 57 OF 2018

## Informational Meetings

### March 22, 2024 & September 20, 2024

#### **Informational Meetings Sec. 910 (4)**

The state requires Downtown Development Authorities to hold two informational meetings annually. Informational meetings are meetings for the purpose of informing the public of the goals and direction of the authority, including projects to be undertaken in the coming year. They are not for the purpose of voting on policy, budgets or other operational matters. The informational meetings may be held in conjunction with other public meetings of the authority or municipality.

Development  
Liquor  
licenses

Dark Sky  
Lighting

Social  
District

HI, EVERYONE! MY NAME IS

# Molly LaLone

Executive Director, January 2024 - Present

Destination  
Business  
Bootcamp

E-Commerce  
Assistance

Downtown  
Trolley  
Express



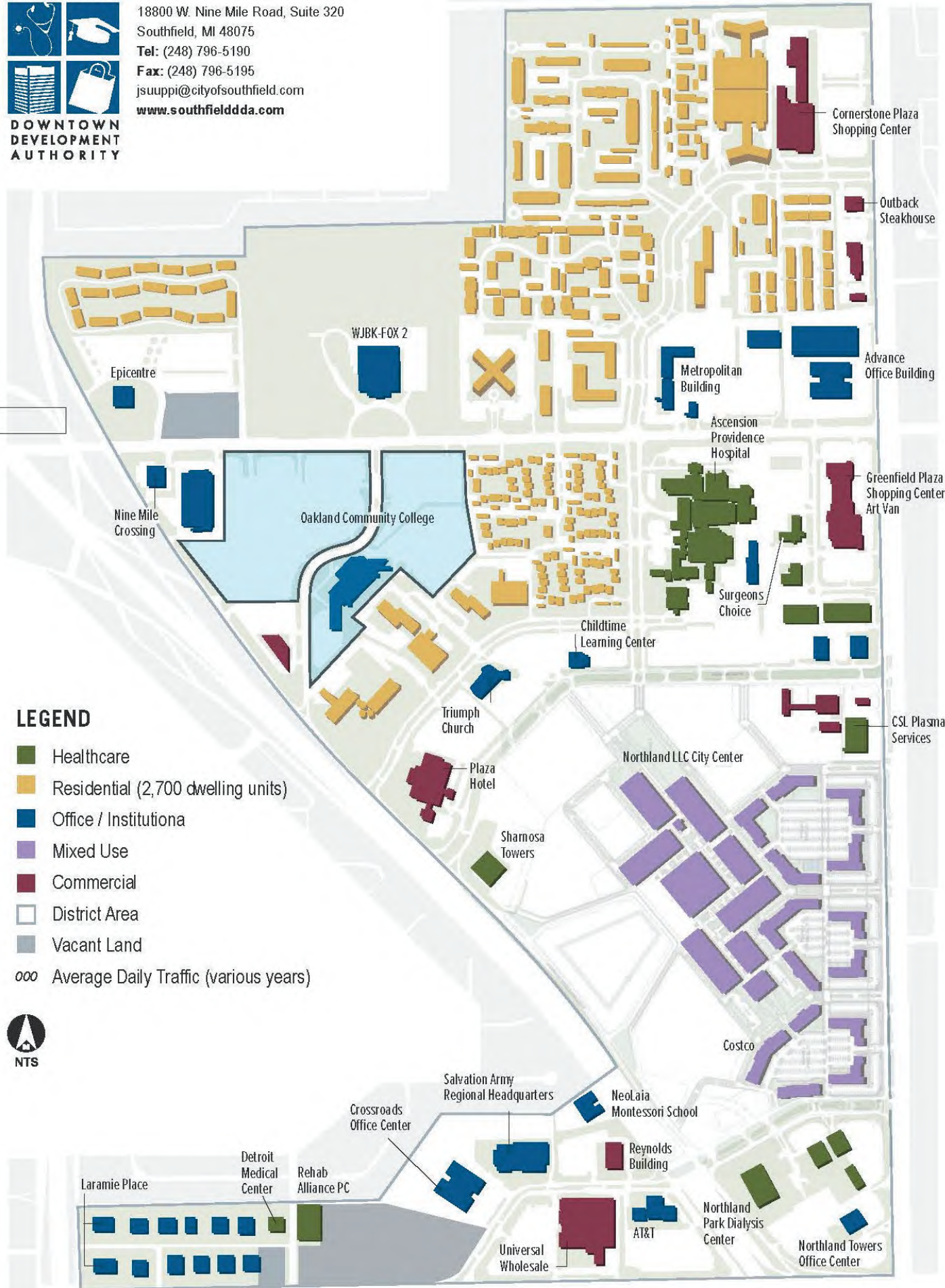
WHERE

*is it*

# Southfield Downtown Development Authority District Map

**SOUTHFIELD**  
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**DOWNTOWN DEVELOPMENT AUTHORITY**



# SDDA District Map

Boundaries of District	
Northern	Mt. Vernon (Partial)
Southern	Eight Mile Road
Western	Southfield Road & N'Westn Hwy
Eastern	Greenfield Road

# 2017 Restated Development Plan and Tax Increment Financing Plan

The goals and direction of the Southfield Downtown Development Authority (SDDA)  
are defined by the

2017 Restated Development Plan and Tax Increment Financing Plan

- Created 1988
- Amended 1996
- Amended 2000
- Amended 2011 and
- Restated 2017 (approved Jan 2018)

The full document is available on our website, as required by law.

Find it here: [Southfield DDA - Governance](#)

**WHO**  
*governments*

# SDDA Board of Directors – Overview

- Mayor is always a member of the board
- Members have property or business interest within the district
- One member is a resident of the district
- All are appointed by the Mayor & Confirmed by City Council
- Function as a recommending body
- Four year terms
- Serve without compensation

# SDDA Board of Directors

## Name

James Ralph Jr., Board Chair  
Elizabeth Rae, Secretary  
Ingrid Brown, Treasurer  
Kenson J. Siver, Mayor  
Angel Abdulahad  
Dr. Steven Craig  
David Dedvukaj  
Greg Easterly  
W. Michael McFarland  
Aric J. Rusk  
Dr. Michael Wiemann

## Title

President & CEO  
Assistant General Council  
Branch Manager  
Mayor of the City of Southfield  
Superintendant  
CEO  
Vice President  
Vice President  
Citizen Representative  
President & CEO  
Regional President & CEO

## Company

James Ralph Agency  
Oakland Community College  
Huntington Bank  
City of Southfield  
Oak Park Schools  
Surgeon's Choice Hospital  
Contour Companies  
Fox 2 News  
Resident in the District (SDDA)  
Kenmar Corporation  
Ascension Providence Hospital

# Development Area Citizens Committee (DACCC)

Secelia Joseph  
Carol Manciel  
Veronica Lindsey  
Kathleen McNelis

- Recommending Body
- Composed of 5 residents within the district area
- Meet annually, or more as needed
- Review and recommend TIF & Development Plan updates to the DDA Board of Directors

Required by PA 57 of 2018 when 100 or more residents reside within the District

# 2023 *Recap*

# Meetings

Southfield Downtown Development Authority Board of Directors met a total of five times in 2023. The meetings are typically scheduled for the fourth Friday every other month, at 8:00 AM at various locations in the district; all meetings are held in compliance with the Open Meetings Act (PA 267 of 1976, as amended).

January 27, 2023 - cancelled for lack of quorum

March 24, 2024

May 19, 2023

July 21, 2023

September 22, 2023

November 17, 2023 - rescheduled

December 2, 2023

# Contracts in 2023

Dickinson Wright  
DJ's Landscaping

Legal Counsel  
Landscaping Maintenance  
and Litter Removal

Plante Moran  
Suite 104

Audit  
Website





# New Business and Development

—  
44

new  
businesses,  
details not  
recorded

—

# Networking and Education

1. International Consortium of Shopping Centers (ICSC) - Las Vegas
2. Mackinac Policy Conference \*
3. State of the City Address \*
4. Re-Journals and Annual Detroit Suburban
5. Oakland County Economic Lunch
6. Detroit Regional Chamber Annual Meeting
7. Providence Golf Outing
8. National Brownfield Training Conference \*
9. NAWBO Greater Detroit Partners Gold Outing
10. Southfield Chamber Annual Gold Outing
11. ICSC Local Detroit

*\* Featuring Southfield and DDA*

2024  
*Plans*

# Greenfield Road Gateway Beautification

Eight Mile to Nine Mile on Greenfield Road  
Gateway Signs  
Banners



# Nine Mile Trail - Farmington Hills to Hazel Park



# Road Improvements



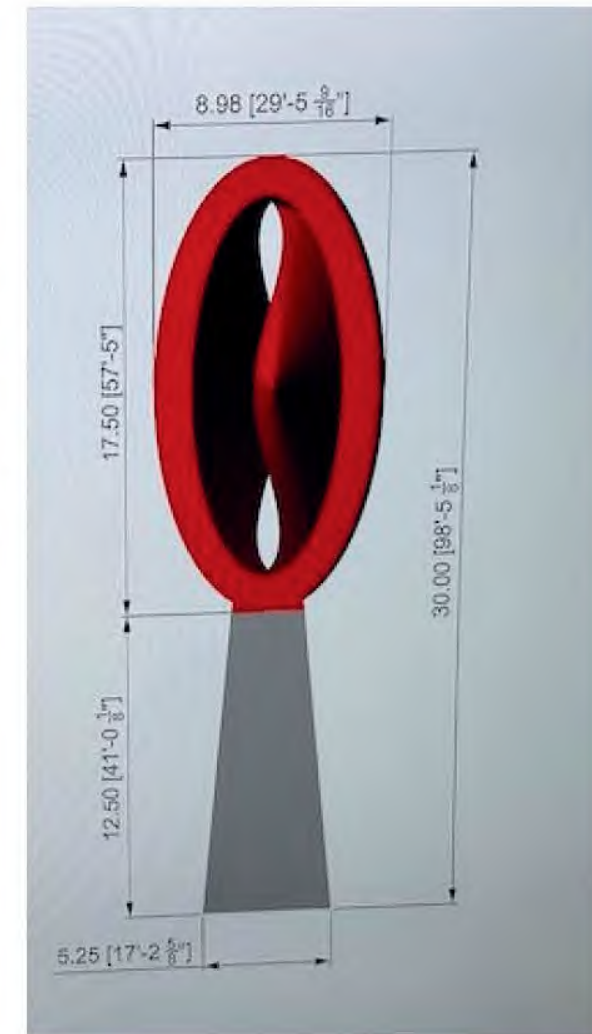
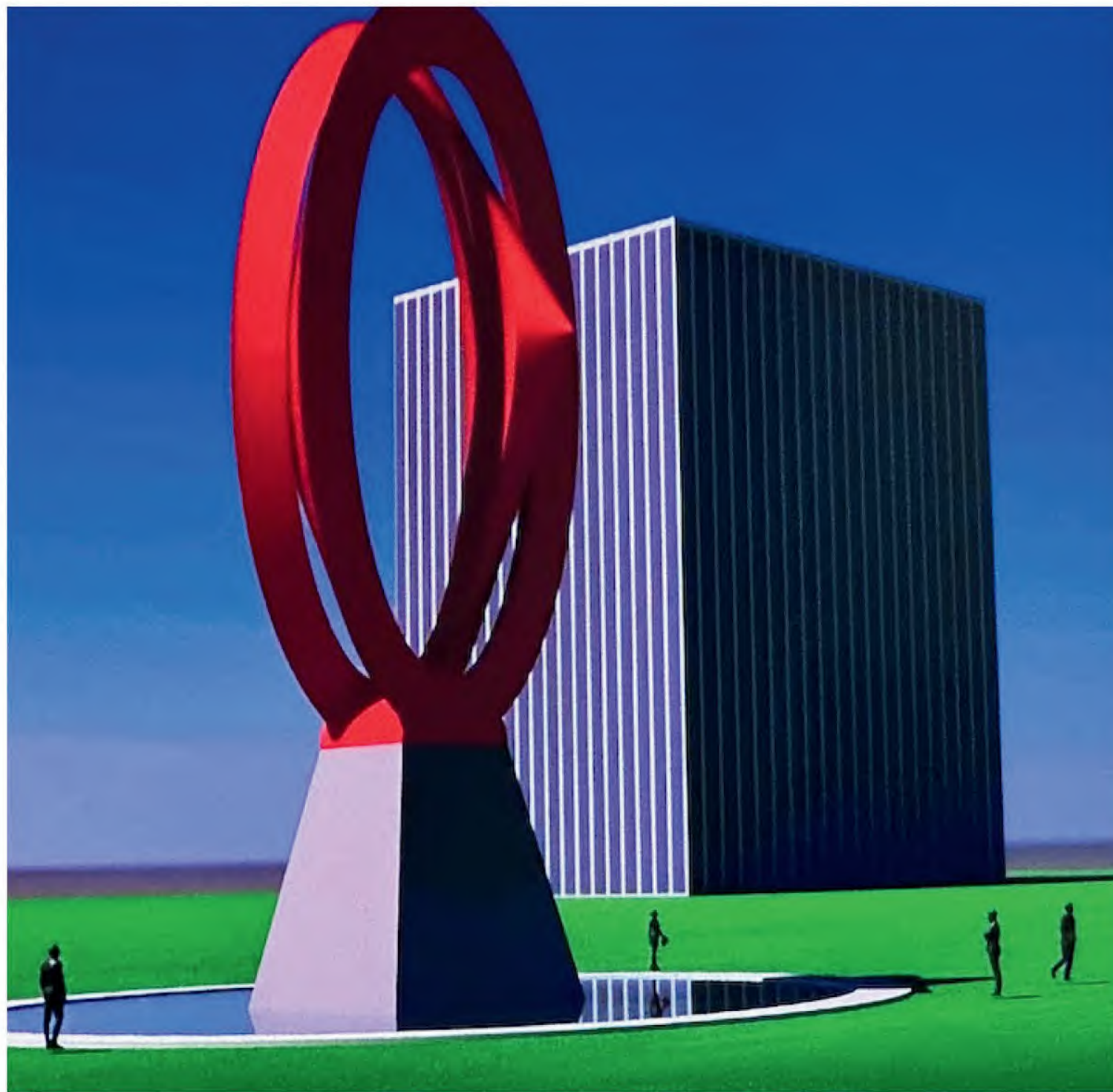
In 2024

- North Park Drive
- Foster Winter

In 2025

- Rutland

# Public Art



Artist: World Renown Mexican Sculptor - Sebastian

Placement: Southeast Corner of Nine Mile and Service Drive for Northwestern and Southfield

NATIONAL SMALL BUSINESS WEEK

CELEBRATING THE BACKBONE  
OF OUR ECONOMY

1st Annual

Southfield Small Business Friendship Walk

May 3, 2024, 1pm-4pm



# For Future Review and Consideration

- Strategic Plan Update
- Housing Analysis Update
- Streetlighting
- Small Business Podcast Series
- Small Business Saturday Young Entrepreneurs Expo - Collaboration with Southfield Chamber of Commerce
- Public Art Mural on Providence Hospital Pedestrian Bridge
- Pedestrian Amenities at SE Corner of Rutland/Nine Mile on OCC Campus
- Park & Ride Shared Lease agreement - SMART/OCC

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**DOWNTOWN  
DEVELOPMENT  
AUTHORITY**

# Thank You

Questions? Please Contact me:

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Cornerstone Plaza  
Shopping Center

Outback  
Steakhouse

Advance  
Office Building

Metropolitan  
Building

Ascension  
Providence  
Hospital

Greenfield Plaza  
Shopping Center /  
Art Van

Epicentre

Nine Mile  
Crossing

Oakland Community College